

All around the world

NextSpace, founded by Laurence Dehlan, aims to introduce the Middle East market to a myriad of brands from across the globe

Can you give some background into your career within the design industry? At the beginning of 2000, I spent several years scouring the world for unique and precious pieces that would furnish my home in Cape Town. I've always loved beautiful interiors and luxury hotels. My extensive travels allowed me to discover exquisite lighting and furniture that was not available locally to my home. By opening two stores in Johannesburg and Cape Town, I was able to showcase and introduce my findings to the South African market.

In 2009, Purity appointed me as their regional sales manager in Dubai. Almost a decade later, I sought to expand and further my experience, and joined Keral as their Middle East director in 2018. I handled all of the contracts and exciting hospitality projects in the region.

How did NextSpace come about? What gap does it fill in the market? The global pandemic has afforded many luxury brands the time to step back and rethink their approach in the market and become more connected to the incredibly inspiring design community. Several brands in the Middle East have reached out to me. They want to harness my experience within the luxury sector to streamline and re-structure their businesses within the region and further into Africa.

The team at NextSpace has exceptional combined experience across the UAE and the GCC. NextSpace has seamlessly created an extraordinary curated collection of brands that have authentic offerings. The collaboration of various brands offers a refreshing experience and an unexpected and non-traditional platform on which to work.

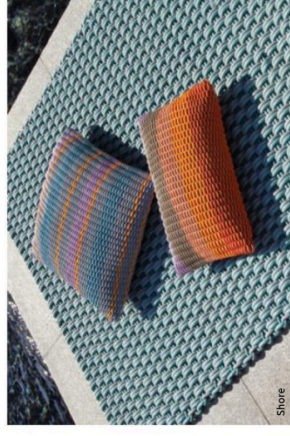
What is your business model with NextSpace? NextSpace understands that it is no longer enough to have a static showroom and assume trade projects. We understand the importance of unique networks so that various interior designers, architects, developers and operators can work in harmony and offer clients a streamlined service and better value. This inimitable and extensive partnership is what differentiates us from other service offerings. We can appoint distributors or work directly with brands and create much more interest with regional and local pop-ups and exhibitions. At the moment, we are not considering any showroom spaces; we want our offerings to remain fluid and creative.

Can you highlight some of the brands in your portfolio and give some details about what

makes them stand out? We have three iconic brands from Cape Town that represent South Africa internationally: Indigenus, Haldane Martin and Wild Design. Haldane and Laurie Wild both design planters for Indigenus, which is how we had the initial introduction.

Tidelli is a Brazilian brand established over 25 years ago. It has won significant projects across the Americas and Europe and is effortlessly venturing into the Middle Eastern market. It offers fully customised outdoor furniture that is contemporary, fun, affordable and functional.

We have also partnered with another 10 European brands; some will debut into the market through NextSpace while others are already well-known in the Middle East.



Lensvelt is a dedicated, Amsterdam-based furniture label for office and contract projects. They are culture enthusiasts that have a strong affinity to art, architecture and design. They work and collaborate with renowned names such as Marcel Wanders, Atelier Van Lieshout (AVL), Piet Hein Eek, Richard Hutten, Studio Job, Luc Buis, Maarten Baas, Fabio Novembre, Maarten Van Severen, Baranowitz + Kronenberg, Space Encounters, i29 and OMA.

Poocco boasts a century's worth of beautiful designs and possesses an incredible collection of indoor and outdoor furniture for the luxury market. Additionally, our partnership with Cassina will allow us to oversee their strategic growth and development in the GCC over the next few years.

Another exciting brand is Omelette-Ed which was founded in 2010 in Spain by La Mamba Design Studio. They use their online platform to curate collections and sell their designs which include mirrors, tableware, clocks and lamps.

As someone who has been working with brands for many years, what do you feel brands should be focusing on today? Brands need to have comprehensive offerings which embrace small-scale private projects and much larger contract sales opportunities. We encourage diversity and involvement with regional projects, and the development of corporate strategies, plus a complete collection of products and accurate pricing.

By working collaboratively, the design community, brands and NextSpace will connect to factories for competitive pricing, project development and the ability to work with designers from conception to completion. These partnerships will help streamline an even more outstanding result.