



# TALKING TABLES

NOUR AL NIMER, FOUNDER OF NIMEROLOGY DISCUSSES HER LATEST TABLEWARE COLLECTIONS AND HER PASSION FOR DESIGN

BY LINDSAY JUDGE

**I**nspired by Founder Nour al Nimer's love of gatherings with family and friends around the table, Nimerology is not just about beautiful homeware pieces, it is about providing a lifestyle and luxury experience for customers and bringing colour and vibrancy into their homes in the form of elegant tableware. Nimerology's collections bring together a medley of cultures, translated into elegant tableware that will add a sense of personality to your dining table. Whether you're preparing for an elegant dinner party with friends, a casual family gathering, or a festive season event, Nimerology has a range of designs to suit every need. Al Nimer's passion for travel can be seen throughout her collections, taking elements from various cultures and bringing them together in a unique combination. Born in Beirut to a Palestinian father and Turkish mother, al Nimer highlights the coming together of cultures and the East meeting the West through her creations. Here we find out more about the latest collections and why we all need a little Nimerology in our homes!

**Tell us about the vision behind Nimerology and where the company is at today.**

My vision for Nimerology from the outset was about the appreciation and accessibility of beautiful things, be it in the collection's designs, quality of tableware or even the table settings. I wanted to champion the importance of everyday luxury and beauty, to provide my customers with an elevated and functional experience, where form and function truly come together.

**What first inspired you to set up your company?**

A table is where we gather with loved ones. Where we engage with each other and create memories. I wanted to create high-end luxury chinaware without the intimidation that often comes with beautifully-made pieces. My collections are to be used every day, an opportunity to share not only food but also to have an enjoyable experience with fine tableware.

**Can you tell us about your creative process?**

A new collection always begins with research in the form of real-life experiences. Exploring a museum, reading a new book or travelling to a new city, are all of the experiences that open my mind. With the latest collection "Gül n' Eloïse, The Dragon", however, I didn't have to travel very far!



Gül and Eloïse the Dragon

The process from start to finish is multi-faceted in terms of old and new techniques, taking the best of both worlds. We worked with some of the greatest traditional chinaware makers in the UK and we also used cutting-edge digital software to manipulate the designs and create complex patterns inspired by heritage and tradition.

Once the chinaware designs and the artwork have been established, these two worlds come together to create the Nimerology identity, a place where appreciation of high-end traditional know-how and craftsmanship merge with modern graphic design elements, creating collections that are both modern and steeped in tradition. It is this juxtaposition of old and new, luxurious and functional, that carves out the Nimerology niche.

**What inspires you the most?**

As a designer, I am compelled by my love of beautiful things, personal style expression, and willingness to enjoy the present.

**What are you trying to bring to your customers with your collections?**

The objective of my tableware collections is to help set the stage for self-expression. I like to encourage my clients to not be afraid to make their tableware personal by mixing and matching different collections. I always tell my customers to have items in their homes that put a smile on their faces every time they use them. It does not have to be all about patterns or bold designs; they can have discreet and understated pieces in a minimalist style that are equally beautiful. The key is to find pieces that provoke a feeling inside them. Fresh flowers are the ultimate finishing touch will always be fresh flowers. The pleasure and the loveliness of flowers are their ephemerality and their unique ability to create your chosen atmosphere. Life is short, and there is nothing I encourage more than making each moment a special occasion. Nothing is too fancy for the present, and “formal” tableware is perfectly suited to ignite sparkles to your Monday night dinner.



Gül and Eloise the Dragon



Gül and Eloise



Gül and Eloise



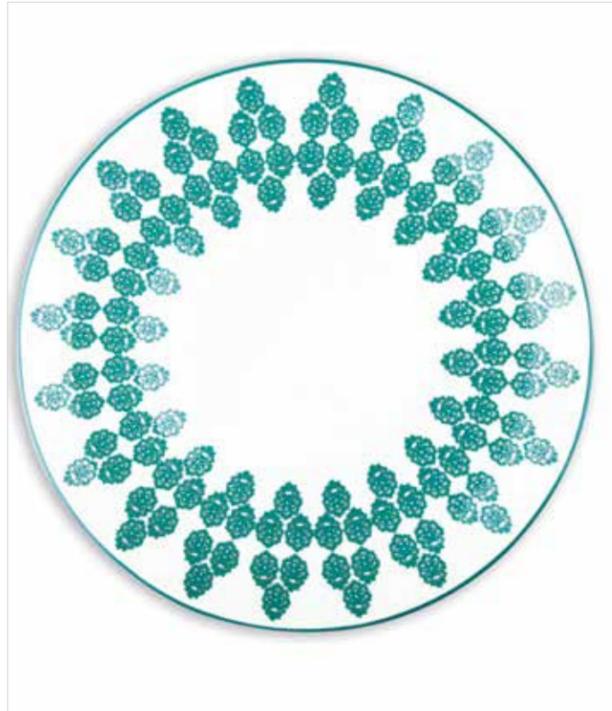
Gül and Eloise

**What do you think is the impact of having creative, artistic objects as part of our everyday life?**

I believe that beauty nourishes the soul. When we interact with well-designed products there is a sense of appreciation and joy, and it goes some way in improving our overall quality of life.

**What can you tell us about your latest collections?**

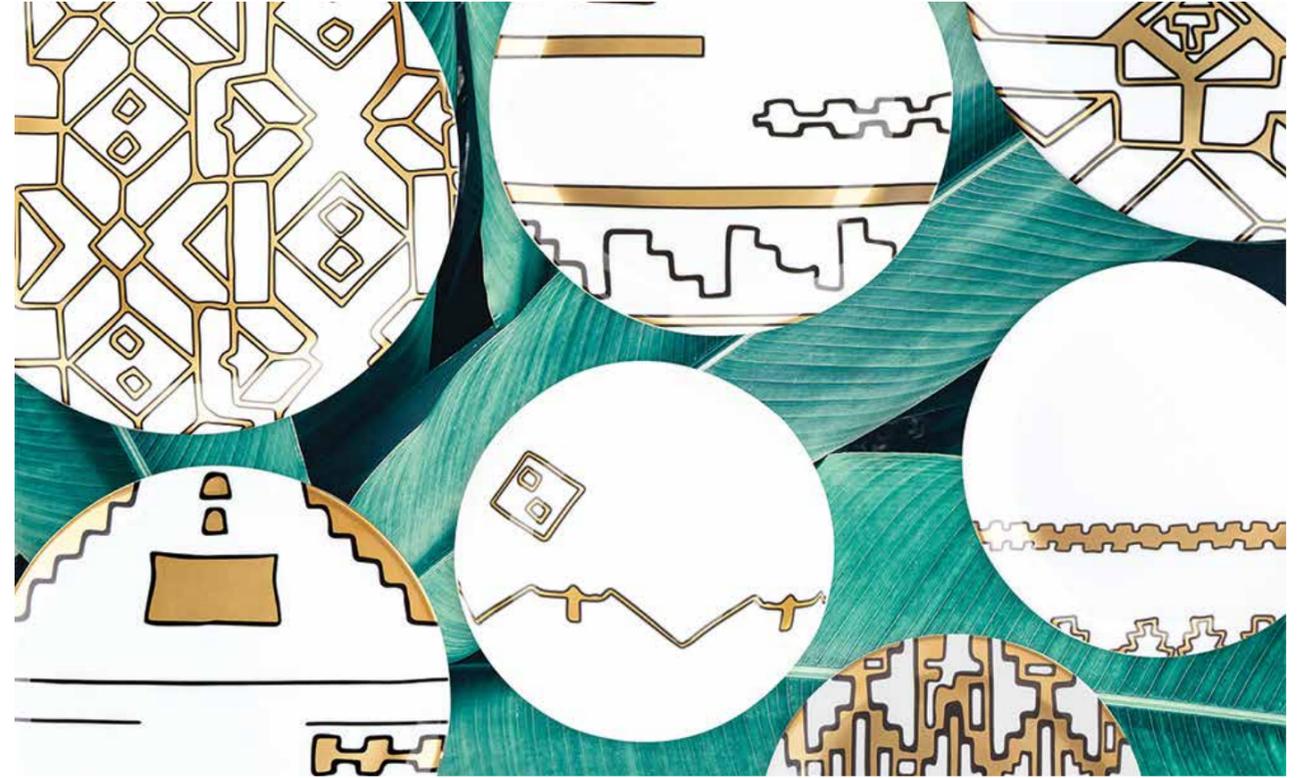
A modern twist on classical symbology, our new series “Gül n’ Eloise, The Dragon” combines motifs of dragons and roses (güls, in Turkish), which typically adorn Ottoman-era manuscripts, illuminations, textiles and porcelain. The dragon image is a quintessential Chinese motif in the blue-and-white porcelain of the Ming dynasty, which was later adapted by the Ottoman Empire in the 16th century. It was generally portrayed by large, saw-edged leaves to create the famous Saz style. In the East, dragons were considered spiritual beings who chased evil entities and rain and were therefore also depicted flying amongst clouds. Nimerology subverts this historical tradition by juxtaposing the mythical creature against floating, multi-coloured dots and roses.



Zumrud



Isabelle's Garden Party



Here Comes the Sun

Roses have come to epitomise Ottoman Turkish art. The flower signalled the coming of spring and has influenced Turkish culture throughout the ages, playing a special role in the culinary arts, fragrance, poetry and literature. Veering away from classical blue-and-white porcelain traditions, Nimerology's new china collection is imbued with a vibrant, kaleidoscopic colour palette.

I love the image of the dragon recontextualized as a powerful, feminine figure, which we baptized Eloise. The mythical figure evokes strength and bravery but with a soft side, represented here through the colours we selected.

**Can you share with us a little about the personalisation your offer with your products?**

The customisation of our tableware is a service we are proud to offer. Our exclusive clients enjoy the creation of bespoke collections showcasing their unique style and taste within their homes, restaurants or hotels. Whether it is creating a design from scratch or tweaking readymade drawings, we strive to meet their expectations to create a uniquely personal collection.

**What is something you would still like to achieve with your brand?**

We have so much more to do. I want to believe that we are just getting started!

**Where is your favourite place to travel?**

Turkey, I have yet to explore so many more places there.

**Who would you invite to your ultimate dinner party and which collections of tableware would you use?**

It is often said that you shouldn't meet your heroes, as imagination most often trumps reality. That said, for my ultimate dinner party I would invite Louise Bourgeois, Amy Winehouse, Martha Stewart, Etel Adnan, Yayoi Kusama and Jane Fonda. I would be captivated by the combination of personalities. Dragons and roses seem particularly fitting for this group and so I would decorate the table with the "Gül n' Eloise, The Dragon" collection.

**What is the professional motto you live by?**

Rome wasn't built in a day.

**When or where are you in your most creative state of mind?**

My collections are always personal and connected to my memories. I am inspired by the experiences of my travel and the discovery of new cultures. I also have an interest in history and research, which is important to me. Museum visits often trigger my inspiration in the early stage of my new projects.

**What else is coming up for the rest of the year?**

We are adding new items to our "I'm Off to Join the Circus" collection. The multiple design elements of the collection make it a joy to mix and match. You could create a different setup every day of the week and people really love that about it.

**How would you describe Nimerology in one word?**

Fun. 🌟