



دار صصال للتصميم
SILSAL DESIGN HOUSE



ESSENTIAL TABLEWARE FASHION

SILSAL.COM

ABOUT US

Silsal Design House produces a variety of creative tableware and accessories for the home, including dinnerware, serveware, drink-ware and gift items. It's a place where art and function collide, and where quality and accessibility go hand in hand. The Silsal ethos is rooted in the belief that art should be everywhere; decorating tabletops and homes. It's the idea that beauty can infuse everyday life and everyday objects.

Silsal inspires and excites with collections that draw upon the Middle East's rich artistic heritage, bringing the charm of a bygone era into the modern home. Simple functionality, extraordinary quality, and artistic expression are the foundations of their philosophy. What sets Silsal apart from its contemporaries is the firm belief that beautiful design shouldn't be aspirational, but attainable. Silsal works tirelessly to ensure prices are affordable, while remaining rigorously faithful to quality and craftsmanship.

Silsal collections reflect a love of the Middle East, drawing inspiration from the people, places and cultures of the region. Contrast is fundamental throughout the collections, both in terms of materials and colours. Historical calligraphy is offset against modern acrylics, while vibrant pops of colour offset traditional white porcelain. What remains consistent is Silsal's signature aesthetic: shapes are effortless, forms are free, and each piece is unmistakably unique.



DUBAI DESIGN DISTRICT
BUILDING 6, OFFICE A 207
P.O.BOX 125961, DUBAI, UAE
TEL: +971 4 364 3822
MOB: +971 56 828 5283
EMAIL: SHOP@SILSAL.COM
SILSAL.COM





GHIDA

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The novelty of Ghida lies in the power of Arabic calligraphy as an artistic and communicative tool. The collection revolves around the use of 'Thuluth' script, one of the richest scripts of the Islamic world. The beauty of this collection lies in the clustered and elongated Arabic letter 'Alif' that stand 'at attention. Silsal's designers chose to adorn the pieces with wishes of happiness, blessings, longevity, light, and health to the owner/receiver of the piece.

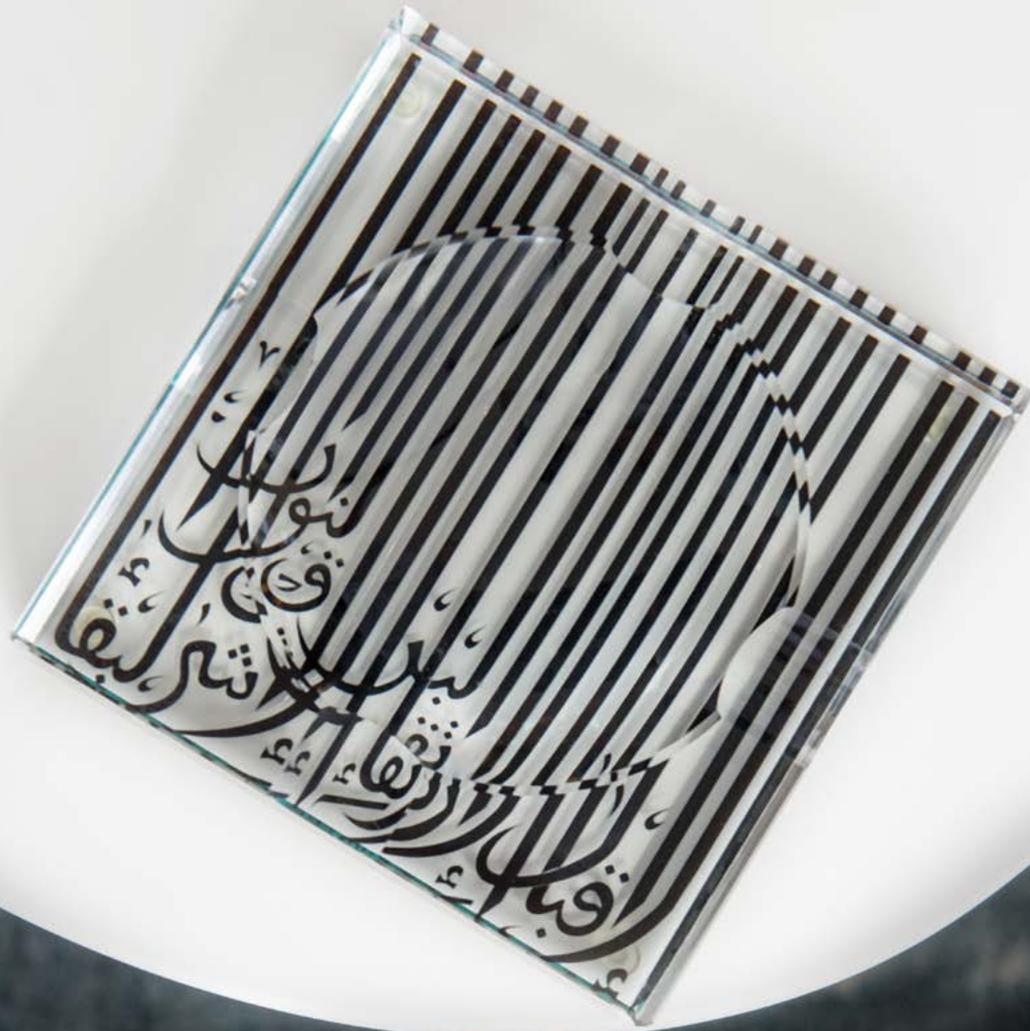
Historically, calligraphy was treated as an art and was often applied on a wide range of decorative mediums such as tiles, vessels, carpets and even coins. By around the 10th century, the Persians began weaving inscriptions onto elaborately patterned silks that were perceived to be so precious that the Crusaders brought them to Europe as prized possessions.



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KUFIC

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Kufic is the oldest calligraphy form of Arabic scripts. Developed around the end of the 7th century in Kufa, Iraq, it was first used to record the Qur'an. Kufic script is known for its rigid angular strokes. While Kufic script has maintained itself as a prominent part of calligraphy throughout the years, it has beautifully diversified into many varieties including: floral, interlaced, bordered and squared Kufic.

What is most interesting about Kufic calligraphy is that it was imitated and evolved into Pseudo-Kufic script during the Middle Ages and Renaissance Europe. Pseudo-Kufic is especially common in Renaissance depictions of people from the Holy Land.

With minimal intervention to the authentic Kufic calligraphy, Silsal's designers delicately introduce the script on pastel colored surfaces and contemporary designed objects. Throughout this collection, Silsal's designers have chosen to use words related to hope, peace and love.



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TARATEESH

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'Tarateesh', Arabic for splish-splash, is all about deconstructing and reconstructing Arabic words in playful ways. The only way to form words in the Arabic language is by connecting the letters together. Writing the letter individually does not make sense.

With a playful approach to Arabic calligraphy, Silsal's designers chose to break down the words back to basics. The letters on the collection's pieces haphazardly fly around the surfaces and visually connect to form words related to health. Many of the products are adorned with the phrase 'sahtain wa hana' translating to mean 'Bon Appétit'.

The energy in this collection is very apparent, not only from the movement created by the scattered letters, but rather through the injection of three or four colors on one surface.

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ASHKAAL

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'Ashkaal', meaning 'shapes', is a festive collection that is inspired from the architectural and geometric patterns that were used in the arts of the Islamic world.

Spanning, 1300 years of history the arts of the Islamic world have reached incredible geographic diversity through time. Islamic empires and dynasties controlled territory from Spain to western China at various points in history.

Travelling through countries where Islam was once and in some cases remains a major cultural force, the decorative geometric patterns used on buildings are very noticeable, from Al Hambra, a palace located in Granada, Spain, to the Hagia Sofia in Istanbul, Turkey, a Greek Orthodox church that was later converted into an Ottoman mosque and today serves as a museum.

The geometric patterns on Silsal's Ashkaal collection are rendered in a warm and festive way, combining an eclectic choice of colors with multiple variations of the same pattern, bringing together an East-meets-West feel.





DINNERWARE

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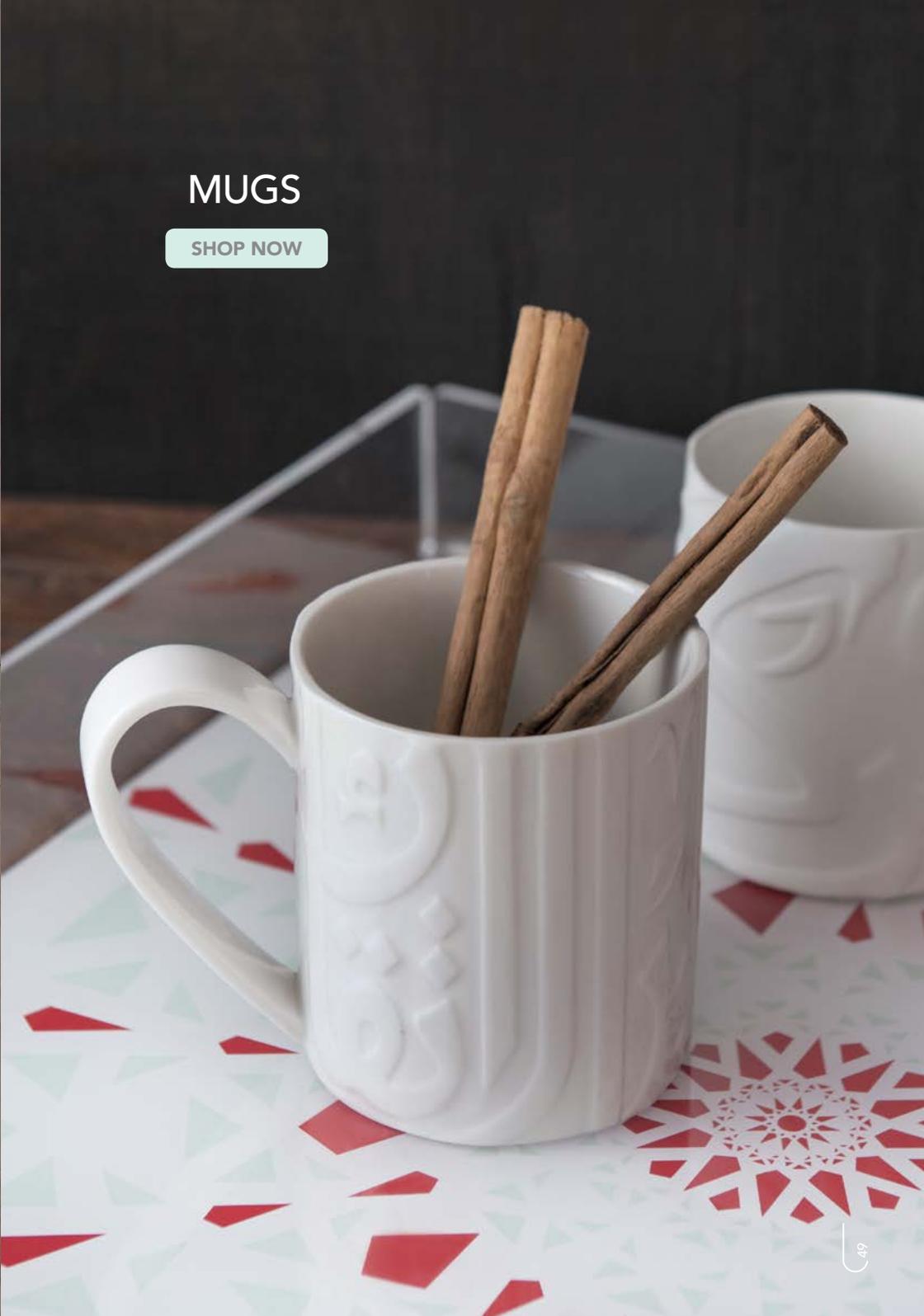






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MAGHREBI

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With roots in North Africa and Andalusia, Silsal's delicate and classical 'Maghrebi' collection is inspired by the famous 10th century Maghrebi script.

Maghrebi script is very distinctive in that it has descending strokes that follow the shape of the surface it adorns, it was often written in brown ink, and its strokes tend to be uniform in thickness.

A curvaceous and fluid script, Maghrebi was commonly used for writing all kinds of manuscripts. In keeping with the Maghrebi tradition, Silsal's designers enjoy sweeping their brushes across their sketch books extending strokes and exaggerated curves for every word. Silsal's designers chose to stick to a limited color palette for this collection so as to reflect its original characteristics.





TEA

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CONTACT US

For General Inquiries:
shop@silsal.com

For Sales and Marketing Inquiries:
marketing@silsal.com

For Logistics Inquiries:
logistics@silsal.com



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