



Opening spread: Italian architect and designer **Aram Lello** has been living and working in South Africa since 2005. He won the Western Cape Furniture Design Competition at the 2011 Design Indaba Expo.

How old were you when you made your first design? I was probably four and it was a Lego space shuttle. I've always wanted to travel in search of new worlds.

Are there certain characteristics that all creatives possess? We are all a little unstable, interesting and often try to open the doors that were closed.

Do you have a creative/business muse? I think the world, today more than ever, lets us see what is right and what is not, we just have to look carefully.

What's the best design advice you've ever received? Design so that your ideas can be explained on the phone.

What is something you know you do differently to most people? My recipe for Tiramisù has something more.

What has been your favourite project to date? The space shuttle that I described above.