

AS PROMISED

EVERYDAY MIDDLE EASTERN LIFESTYLE



LUCKY NO. 7

Palestinian multidisciplinary designer and educator Nawal Arafat views language as a conduit for verbal understanding, cultural awareness, policy change - and connecting people of all backgrounds.

JOURNEYS

In a world where borders often define identity, Israeli-Iranian musician Liraz Charchi stands at the intersection of two ancient cultures, torn by political tension and endless historical conflict.

AESTHETICS

Burgeoning fashion designer Aharon Genish was born into an ultra-Orthodox Jewish family and began to create at a young age because of his deep connection to the human condition.

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Another Moment, Please

ODAKA's thoughtful ceramics reframe the drinking experience in a welcome, slow-mo setting.

Words by Andrew Wasserstein

Ceramics are certainly having a moment. Handcast dishes seem to have crept into every corner of the design landscape, from high-end speciality shops to corporate homegoods empires. Yet despite their prevalence, to anyone who's dabbled in a pottery class or workshop, the craft is no easy feat for the untrained amateur. For founder and ceramicist, David Seth, ODAKA began as a passion project and has quickly grown into a full-time business endeavor. Operating from a small studio in Tel Aviv's industrial south, Seth has turned an affinity for Far Eastern aesthetics and art into a bespoke drinkware and tableware haven.

Dabbling over the years in industrial design and visual communication courses, Seth never officially finished a formal degree, yet kept creative pursuits and side projects in his daily life. Trying his luck at ceramics, his weekend hobby became the culmination of his studies, when he realized that he could combine all of his passions into one single medium. After years of research and obsessive testing led him to rent a proper workshop of his own in 2016, ODAKA was born. Family and friends took interest and custom orders began ringing in. The brand's name ODAKA, from Hebrew's "Od Daka" another minute - emphasizes the attention to detail and is a gentle reminder to patrons to slow down and cherish the moment.



ODAKA's "Seaside Collection" is inspired by the rocky shorelines of Scandinavia and Israel's Mediterranean coastline. Photos by David Seth



So what separates quality from gimmick in the realm of ceramics? "Our aim is simply to create a good cup," says Seth. "We use high quality materials, never take shortcuts and put intention into our methods - that's what a high quality product means to us." Partnering with the cult coffee institution HOC - House of Coffee earlier this year, ODAKA launched a special line for the latest iteration of Fresh Paint Art & Design Fair. The joint exhibition, "Slow Coffee," explored the olfactory and meticulous experience of brewing and the importance of drinkware in the "slow" enjoyment of coffee consumption.

Inspired by the rocky shorelines of Scandinavia and the local Mediterranean coast of their home city, the exhibition's resulting "Seaside Collection," can be custom ordered in a variety of earthy, simplistic colors. Informed by the shades of aquatic geology and sea landscape, a pair or Barista set can be created in seashell tones, sage, light baby pinks, blues, or yellow. Each item is made-to-order at purchase, for a unique and purposed collection. "If you keep one set of mugs at home, they should enhance the drinking experience," says Tomer Valda, partner and studio manager at ODAKA. "We've perfected the art of slow drinking, and hope you'll cherish and love these items for years to come in your morning routines and hosted dinner parties."