

One Thousand and One Love Stories isn't a window display, but a piece of art commissioned by Hermès for its Dubai store.



— WINDOW WIZARDS —

# Pamen Pereira



'To be honest, commerce doesn't influence me when I plan a window intervention,' says Pamen Pereira. 'I don't consider whether or not the products will sell. The projects form a part of my work, and my work goes beyond the commercial. On the other hand, if the object is part of an image that excites the viewer, then surely it will become more desirable.'

Pereira's words sound like those of an artist rather than a window designer, and that's because she *is* an artist. Based in Valencia, Spain, Pereira has exhibited work in art galleries, museums, contemporary art centres and – for the last two years – also in Hermès stores. She considers her artistic approach to be an advantage: 'My installations are so warm and full of energy. I'm pleased to see that people are sensitive to poetry. They stop in front of a beautiful image.' — TI