



Mr. and Mrs. Kaso, with one of their creations.

*TABA-AmCham success story series begins with a world-wide known architect METIN KASO. Him and his wife PEKVIN KASO have been awarded the "DECOREX USA" in Chicago in 3 categories (design, presentation and quality).*

**Q : What is the Decorex Award?**

ANS : DECOREX USA Award is, recognized design and product innovation in three categories, including: Best of DECOREX USA, Best New Fabric and Best New Product. DECOREX Award was given to us (World Design) for most outstanding booth design and presentation.

**Q : Why did you use "World Design" and not Kaso or Metin?**

ANS : Well, it was a marketing trick, really. We wanted to use a global name where people could remember the name quickly.

**Q : Can anyone join Decorex?**

ANS : No. There are committees where they examine your work, Quality is the determining factor to them, the committee decides who the participants may be.

**Q : How did you decide to attend Decorex and how did you prepare yourself for the competition?**

ANS : Well, **first of all** we didn't know about any competition, so we didn't prepare for anything. Through some contacts, I met a friend who asked me to exhibit my work in a showroom called world Design, in N.Y. World Design, which carries our furniture, became an address for New Yorkers where they could find quality and different taste in design. After seeing the demand that was coming from the Americans we decided to test ourselves by entering this convention. We believe that if we

enter to as many conventions as we can, we can reach perfection in a shorter period of time, because we can test ourselves and see what the market demand is for. Decorex is one of the prestigious conventions there is. Before entering Decorex we studied many other conventions but Decorex stood out for its quality and fame. Popular names like Baker and Holy Hunt are involved in this convention and it is very tough to attend DeCorex, so it was a challenge for us,



*Metin Kaso began building perfection and quality for the US customers, Prior to convention, they had 164 customers who had orders with the Kasos. Metin Kaso began sending custom-made designs to the US customers. Famous names from Aspen-Colorado use Kasos furniture for their ski condos.*

**Q : What was the outcome of Decorex?**

ANS : Well, the biggest surprise was the 1st prize Award of course, the second biggest thing is recognition. You have a feel of what people are looking for and what would be good for the market.

**Q : When did you learn you "won all the awards in all categories?"**

ANS : It was rather strange and surprising. On the first day a bunch of people were looking around and taking notes, we didn't think anything of it at that time. At 6:00pm there was the opening ceremony. Yavuz Aktas-Consul General in



He has also decorated one of the 25 world's biggest yachts, *Turquoise* which is 50 meters and has been built in Tuzla shipyard and decorated by Metin Kaso, was chosen the most beautiful yacht (which is worth 11 million dollars) of the world last year

Chicago- was there with us and during the announcement, he screamed "We won, we won! all three of them!" We were very surprised and very proud to be the best among the 121 firms.

We were very proud to represent Turkey among those 121 firms. NTV interviewed us and viewed it on NTV the next day. Reporters from Anadolu Agency were there to interview us too.

**Q : How did you decide to get into designing and making furniture, because when you decided to go into this sector, the concept of furniture designing was not known or popular at all?**

ANS : My father was a very modern, open minded person. He used to give me the leftovers of woodwork from his construction days and I would keep them. My mother bought me carpenter kit and I started making miniature tables and chairs from them. I decided to go to Turkish Fine Arts College and got my degree and also met my future wife **Pervin**.

**Q : How did you meet Pervin?**

ANS : Well, I met her in our sophomore year. She has always been very disciplined and very detailed, determined person. Pervin graduated first in honors list and I was the second. *Pervin Kaso, who is a sweet lady, is*

*also a great designer. She has always supported her husband and has always criticized his work. That was why Metin Kaso would always double-check his work after finish so that he wouldn't give Pervin K. a chance to criticize.*

**Q : What is your style?**

ANS : Our style is concentrated on empire, artdeco and Biedermeier. The most important thing in our work is quality. Whatever it is, it must be the best quality. The good side of our school was that we both designed and built at the same time. So, we know the detailing of a furniture we design and we know what can be used or not, to achieve the best quality and comfort. In time, we found our own style and saw that our style matched the quality and taste of the world.

**Q : How would you describe Americans and their taste in this market?**

ANS : I think Americans are very easy going, very confident, educated, cultured people. They enjoy modernism and try to emphasize their culture and history at the same time. Therefore they are open to historical designs, like our Ottoman, Seljuk, Byzantine etc. designs and they also



enjoy modern designs. They like a combination of both. While they prefer to live the future, they enjoy being with the past.

**Q : What are your plans for the future?**

ANS : I want to give lectures on building and designing furniture.

**Q : What are some of the places you have decorated?**

ANS : I decorated Ministry of Foreign Affairs executive floor, residence of Ministry of Foreign Affairs and I have done several executive floors and designed many residences. I also have decorated one of the 25 world's biggest yachts, *Turquoise*.

**Q : What are your suggestions for Turkish firms in your sector?**

ANS : People must go beyond their own circles and challenge themselves outside of their home country. They should seek perfection, maybe they won't achieve it right away but they will be closer to perfection. They should work on designs American people will enjoy. They shouldn't build things that could be duplicated, they must be original. Americans love the detailing on the furniture. They should challenge themselves and keep themselves up to date. Nothing is impossible.

*If you have a success story you would like to share with us, please contact our Headoffice or our Branches. We would like to announce your success and share your excitement among our TABA-AmCham community. Make your voice heard.*

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