




CELEBRATING GLOBAL INNOVATION

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AmericasMart Atlanta

The ICON 2010 *Contribution Honors*

Jacqueline Cambata Designs, LLC, Wheaton, Illinois

The first sentence on Jacqueline Cambata's website flat out states who she is. It reads:

"Jacqueline Cambata Designs is driven by a vision of society where business plays a pivotal role in stewardship for all people."

Based in Wheaton, Illinois, Cambata designs a line of fine porcelain tableware with visual storytelling and bright colors reminiscent of the 16th Century golden age of the Mughal Empire. Her story is as bright as the colors she uses on her tableware.

Born in India, Cambata saw not only the extreme poverty of her native country, but also the visual splendor of its past glory. As a designer, she integrates those themes and colors, but as a woman of the world, she works to eliminate global poverty and educate children.

Cambata has designed two dinnerware lines – Shangri-La and Elephant

Shantih – and donates 80 percent of the profits to civic projects. In 2009, Jacqueline Cambata Designs donated \$10,000 to provide microloans to poor women. As a contributor to the American Assistance for Cambodia, she sponsored the construction of a school outside the city of Phnom Pem.

"I love what microloans can do, especially for women," she says. "It is gratifying to help the poorest of the poor."

Two more designs – Golden Lotus and Nirvana – will be introduced this fall, and she's already plotting new ways to make a difference.

"The passion in my life is to bring a consciousness to the business world that it is imperative to get involved. It should be a business strategy to help others generate wealth and build communities. I look at business as an agent of change."