

Hot and Heavy BEIRUT DESIGN WEEK IGNITES OUR FIRE

Doreen Toutikan and Maya Karanouh are wonder women. This is how we can explain the feats of strength they've performed during Beirut Design Week 2013. The MENA Design Research Center event served as a laudable platform of cultural exchange between our city and the world. Third time may be a charm, yet we were charmed and bewitched the second time around.

www.beirutdesignweek.org



▲ SUZANNE LEE

On the Future of Biodesign

SUZANNE LEE, FOUNDER/DIRECTOR OF DESIGN CONSULTANCY BIOCOUTURE, OUTLINES THE FUTURE OF BIODESIGN

"Biodesign is designing products that can be grown, but ultimately it will be about designing living organisms, like microbes, to manufacture bespoke materials into 3D grown shapes. We are mostly talking future horizons, next 5-10 years. What it will mean eventually is that you'll be able to potentially use local crop waste to create new, sustainable materials... We will soon be seeing the first grown fashion accessories in stores. They will initially be expensive and exclusive, but prices will come down and the range of materials and products will become ever more diverse. Future fashion is going to be enchanting, thrilling and nourishing to both your body and the planet."

www.biocouture.co.uk



▲ SARAH THELWALL

On Fashion Entrepreneurship

SARAH THELWALL, CREATIVE INDUSTRIES STRATEGIST AND CONSULTANT, UNDERLINES FASHION MARKET CHALLENGES AND OPPORTUNITIES

"Designers, be true to yourselves! Don't fall into the trap of exporting in order to go international, as you'd have to design for a market you don't know. Dare to follow your own vision. Don't solely concentrate on design creativity. Improve your business skills, which increases the chance of your work having the greatest reach. There seems to be a major opportunity in the region for couture dresses. I have not seen many designers tap into mid-market opportunities, which is worth looking into. I recommend that more SMEs congregate into clusters, making it easier for industry supporters and funders to generate work for them and develop a global client base."

mycakefinancialmanagement.co.uk/blog



▲ DENNIS MEULENBROEKS

On Design for Social Impact

DENNIS MEULENBROEKS, FOUNDER/DIRECTOR OF DESIGN ORGANIZATION T+HUIS, SAYS THE EVER-CHANGING DESIGN MARKET CAN PUSH FOR SOCIAL CHANGE AND INNOVATION

"There is so much more society and economy than design; so let's bring our design qualities towards society and use our skills to innovate for social change! BDW is a beautiful starting place and time for this vision. Above all, it is an occasion to meet like-minded individuals – other designers, game-changers, innovators, visionaries, people working towards the same vision... T+HUIS believes in the power of collaboration... Together, we can achieve more! BDW helps jumpstart these collaborations."

www.t-huis.info

NEW EARTH
Roula Dfouni

"New Earth" is the first collection of oxidized silver sterling jewelry realized by designer Roula Dfouni under her Satish label. The pieces take inspiration from the colors, forms and simplicity of nature. The bond we have with nature was a major muse for Dfouni who produced striking items that connect together and as they fuse, they create a simple, unusual form that represents any type of woman. The collection oozes of the uncut, unpolished effect, giving each piece its roughness and uniqueness.
www.satishcreations.com



NAFAS
Nadeen Khatoun

Nadeen Khatoun's new collection "Nafas" was born out of the notion of taking three swift breaths, each quicker than the former. The third breath ushers a new beginning, Khatoun reckons, "an escape from the ordinary where delicate fabrics are wound around the body and allow each figure to feel distinctive and unconstrained". Characterized by subtle fluidity, the designs are sharp and intricate. The cuts and shapes draw attention to the female form, while gentle folds elicit movement and echo a sense of mystery.
www.nadeenkhatoun.com



OTz
Facmodo Design

"OTz" is the debut furniture line by Facmodo Design, a new studio whose Latin derived name embodies its design ethos: keep it simple and straightforward. OTz comprises a flexible storage and display system that only uses cut and bent powder-coated hot-rolled metal sheets – no glue, screws or accessories are needed for installation and dismantling. The metal sheets attach seamlessly to form a discreet yet sturdy freestanding structure, which is notably customizable – available in six heights, eight widths, two depths and over 213 colors.
www.facmododesign.com



CYCLOPSE
Premonious

Nour Sobh, George Tabatadze and Nabil Tabesh are the brains and brawn behind Premonious, a maker studio that sets out "to develop and produce the stuff of dreams" and it was a dream for Beirut's traffic congested streets that they revealed at BDW. "Cyclops" is a foldable bicycle designed to facilitate ease of mobility and storage, making it a highly economic, fast and sustainable means of transportation. Unique both mechanically and aesthetically, the design features hollow wheels, a minimal but edgy frame and a rubber based chain.
nour.sobh@hotmail.com



EXHIBITION BACKDROP
Maya Khoury

Experiential designer Maya Khouri was asked to create the overall tone and atmosphere of the "Newcomers Exhibition" space at Atelier NS. She opted for keeping things simple, light and noninvasive to the space, choosing to use the existing holes in the walls and columns as a support system instead of cluttering the space with an external structure. Khouri constructed a subtle web of yarn across the ceiling using the emblematic colors of BDW, thus complementing – not overshadowing – the exhibitors' work.
www.mayakhouri.com



VISUALLY COMPELLING LANGUAGES
Patil Tchilinguirian

Visual Communicator Patil Tchilinguirian presented an installation of conceptual and typography based artworks. "The Immaculate" and "Inner Hallway" examine the dichotomy of good and evil in human nature through mixed media and digital collage. "Hello Deer" relies on embroidery to depict characteristic quirkiness and the process of honing this quality so as to shine as a unique individual. Meanwhile, "Al Hawiya" bleakly looks at Beirut's identity using topographic Arabic typography.
www.thetangentspace.org



Beirut2090

A VIVID TAP INTO THE FUTURE

The BEIRUT 2090 Poster Competition by MENA Design Research Center was a shout out to Lebanon's graphic designers and creatives to envision their city 77 years from today. Some 70 contestants rose to the challenge, visualizing and interpreting the future of Beirut – either grimly or buoyantly – and demonstrating their design and conception prowess. All media were fair game for the competitors, who submitted unpublished, original work.

The 50 shortlisted finalists were appraised by a jury of prominent Lebanese graphic designers and experts, judging the entries for articulating the value of design clearly, creatively, compellingly as well as effectively. Designer and illustrator Rana Zaher scooped the top honors for her design, which highlighted a fiercely industrialized Beirut, reeling from a nuclear war that ripped through its flesh 60 years prior. In addition to the topmost prize winner, who walked away with a \$500 cash prize, the competition featured a first runner-up and a public vote winner.



Arabic Lettering Exhibition

THE INTENSE TYPE



Visual communication and type design studio, maajoun, hosted at its Corniche El Mazraa premises the exhibition "Arabic Lettering", showcasing an eclectic mix of lettering works by various Lebanese designers living and working in Lebanon or abroad. "While many still perceive Arabic type and lettering works as sporadic individual efforts, maajoun insists on celebrating this practice as a rising trend in the design world," comment the studio co-founders Lara Balaa and Khajag Apelian.

We're not sure how they pulled it off, but maajoun managed to assemble a massive collection of works by an impressive lineup of designers and design studios. The list includes Ali Rafei, Ashekman, Pascal Zoghbi, Jana Traboulsi, Kite Creative, Tania Saleh, Tarek Atrissi Design, Vit-e, Polypod, Zurma as well as the host studio's own work.

www.maajoun.com

Design Road Beirut

BIG IDEAS, BIG HEART



The Design Road program makes waves wherever it goes and its debut stop in Beirut did not fail to impress. A Creative Dialogue Association (CDA) initiative, driven by the support of the British Council and designer Wysssem Nochi, Design Road Beirut featured an extensive design workshop, grounded on the Do It Yourself (DIY) approach. The collaboration between 10 talented Syrian and Lebanese designers from various disciplines and backgrounds invited participants to upcycle found objects and materials and to transform them into thematic functional designs.

The inventive, executed designs varied in scope – from a sustainable light made out of a frying strainer and 50 salt and pepper shakers to a first aid green kit, a selection of medical herbs commonly used in our culture. All items were displayed at ON/OFF Gallery in Downtown, with all proceeds going to Syrian Refugees in Lebanon.

www.creativedialogue.net



Rana Salam Design CUT AND PASTE

"Fun", "interactive", "dynamic" and "enlightening" are some of the ways to describe the "Cut and Paste" workshop hosted by Rana Salam Design. Participants were enamored by Salam's Ashrafieh home and studio space, a mini museum brimming with books, visuals and inspiration. Designer Rania Mneimneh was captivated by Salam's presentation on Islamic art and modern interpretations. "She showed us how one can reinterpret his/her popular culture and heritage [images] into unexpected, intriguing items for everyday use."

Another designer, Verena Dalati, "jumped at the opportunity to spend time in a space where fun sparks creativity. "This, along with Rana's involvement in all the attendees' work in progress," made it a very enriching experience for Dalati. Each participant was encouraged to extract visual elements and reinvent them, and Salam's imagination and skill were so contagious that even those with no design or artistic background came up with charming designs.
www.ranasalam.com



WonderEight VISUAL ALPHABET

Design agency WonderEight set up its Jisr El Bacha space for a one-of-a-kind design/photography workshop titled "Visual Alphabet: Combining Typography and Photography". Creative director Karim AbouRizk orchestrated the workshop, which raised the question of digital vs. manual design.

The workshop begins with the notion that the world is flooded with fleeting messages, hence designers should make each message distinctive and inviting so as to incur people's sympathy. Participants were invited to arrange select materials into letters and then photograph the process as well as the results.

Food was heavily encouraged as a material in the exercise while Photoshop was used as a tool for enhancement rather than creation. A great journey back to the roots, the workshop was a refreshing opportunity to experience (or recall) how freeing it can be to play.
www.wondereight.com



Nada Debs THE MAKING OF

The Saifi Village gallery of design virtuoso Nada Debs swarmed with designers, design aficionados and Nada Debs patrons for "The Making Of" workshop.

They witnessed firsthand the intricate steps required to create one of the designer's most distinctive pieces, Bling Bling Coffee Bean Table. Inlay artisans produced the table in real-time, revealing to the audience the meticulous, labor-intensive process in its entirety up until the piece of work comes to fruition.

Entailing hours of handcrafted labor, the table is discernible by the mother of pearl, which is generously inlaid in wood. Onlookers also had the opportunity to converse with the gifted artisans about the process, materials and labor behind the table.
www.nadadebs.com



Cindy Glass YOU FLIP FLOP

Brilliantly revealing the crafts of a disappearing art, the art of sandal making à l'italienne, the "You Flip Flop" workshop hosted by Cindy Glass at their Ashrafieh boutique, was a major hit.

Inspired by the famous technique of Capri sandal makers and their legendary flip flops, and using the finest stitched leather soles, the session went beyond allowing participants to create their dream, made-to-measure sandals, letting them witness the creation of the shoes and participating in the process of building them, strap by strap.

Props to Cindy Glass for displaying the talents of local craftsmen, giving them well-deserved public recognition on the fashion scene.
www.cindyglass.net

RHIZOMES

Khaled El Mays

Architect/designer Khaled el Mays has released his debut collection "Rhizomes", which refers to a type of roots that spread, gather and shoot plants. The richness of color, repetitiveness, nostalgia to nature as well as multiplicity of rhythms and textures are all palpable in this collection, which is primarily realized in wood with a diversity of finishes. Comprised of over 30 designs, including benches, desks, tables, one-seaters and ottomans, the pieces emanate a '50s Scandinavian influence.

[Facebook.com/Atelierkhaledelmays](https://www.facebook.com/Atelierkhaledelmays)



COLORFUL MIX

C by Cynthia

Handbag designer Cynthia Bouchakjian Donikian's latest collection fascinates with its stylish, seasonal pieces, including the "summer of gold" envelope-like sun inspired clutches. Made out of patented leather, intimating the mirroring effect, the clutches are both glamorous and glossy. The designer's two-part collection, which is produced under her label C by Cynthia, also includes the rare python skin bags such as the ultra-creative cozmo bags, which can be carried as a cross bag or worn around a belt, along with the larger, elegant totes. www.cbycynthia.com



THINKING OUT OF THE BOX

Atelier S/Z

"Thinking Out of the Box", the new collection by Atelier S/Z, embodies the design aesthetic of its creator, Sibylle Tamer. The designer redefines and reimagines the purposes and uses of pieces and materials through a series of colorful and meaningful original concept objects. She salvages waste material from their demise, wittily transforming frames to tables and lamps, irons to shot glass carriers and the traditional backgammon to a modernized Plexiglas game. www.ateliersz.com



MOOD

Atelier G

The "Mood" collection by Grace Rihan Hanna (Atelier G) extends an invitation to every woman to celebrate her various moods and attitudes. Divided into four moods, the complementary collection includes avant-garde structured forms in an assortment of colors; flirtatious cuts in fluid fabrics; sophisticated and mysterious layers in black as well as pure romanticism and sensuality executed in off-white. So whatever the mood a woman wakes up in, she'll find something that makes her feel both beautiful and comfortable. www.atelierg.net



Q COLLECTION

LaLaQueen

The city of Istanbul has fueled the inspiration of handbag designer Sally Sarieeddine, who fashioned an entire collection, "The Q Collection", around the metropolis. Sights of the city, ancient aesthetics sprinkled with modern technology figure heavily – the geometrical patterns and the tiles have visibly moved Sarieeddine. Created under the designer's brand, LaLaQueen, the collection comprises three designs, with each piece available in a unique tone of blue, green and plum. The bags are handmade from oily velvet and boxcow leather. www.lala-queen.com



DEFINITION

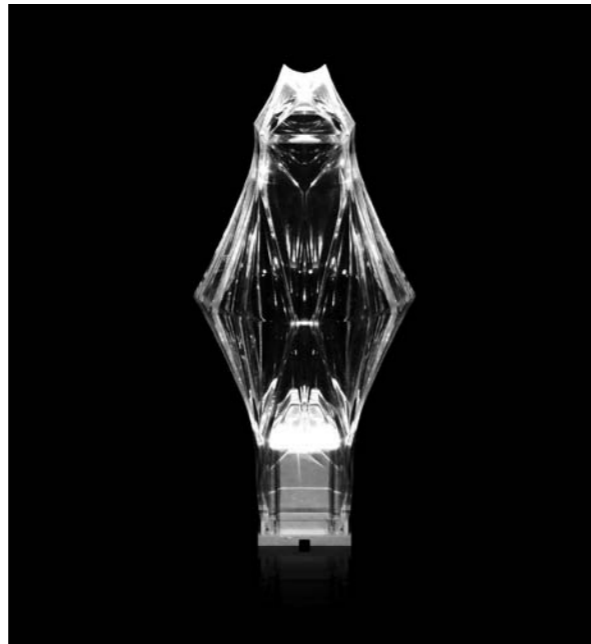
Nadine Mneimneh

Nadine Mneimneh's summer collection is the first of a series which comes under the theme "Definition". Garments can be evocative of our stories, our moods, or just things we accumulate to reach our ideal self-image, according to Mneimneh – and this capsule tells her own story. Elements of urbanity, looseness and understated elegance define the core aesthetics. The shapes are cut in refined linen and wool, while the dark colors complement the timeless silhouettes. www.nadine-mneimneh.com



**A
DELIGHTFUL
SIGHT**
Cai Light

Cai Light has constructed a breathtaking installation of new lighting objects. Boasting exceptional dimensions, the baffling "Le Diamant" constitutes 400 cut faces acting as reflectors, making it a tailored acrylic diamond. "Brilliant", a prism-like polycarbonate module equipped with LED, joined forces with over 4800 other modules to produce a glimmering screen, a high-relief crystalline texture that sparkles during daytime under sunshine and brightens from twilight to dawn by means of moving images. We were also introduced to "Cristal", a mobile LED lamp that is cordless and independently rechargeable. www.cai-light.com



**TIMELESS
FUSION**
Zena Baroudi

Zena Baroudi invited design enthusiasts to sample her world, revealing her handcrafted necklaces, each of which encapsulates style, soul and history. Creating timeless objets d'art and steering clear from trends, Baroudi does not make seasonal collections; hers are eternal, characterized by an enticing blend of traditional Eastern heritage and contemporary Western modernism. Baroudi's love for travel and her lifelong fascination with old tribal jewelry keeps motivating her to design one-of-a-kind urban, ethnic pieces, using contemporary, antique and ancient beads and artifacts. www.zenabaroudi.com



**LET'S
TALK
VINYL
AT
ODDFISH**

Concept Store OddFish in Port district hosted "Let's Talk Vinyl", a charming designer toy exhibition that featured over 150 designer toys from the world's most prominent artists such as KAWS, Coarse and Michael Lau to name but a few. Produced in limited editions, the striking toys and collectibles are a creation of artists and designers with a penchant for street culture and all things urban. The remarkable collection displayed is Christian Djermaakian's, an avid vinyl toy collector and the co-owner of OddFish. www.theoddfish.com



**BAGSFUL
OF
CREATIVITY**

Designer Johnny Farah and photographic artist Joe Kesrouani had a unique idea up their sleeve for BDW, showcasing photographs shot as part of the interactive Bag Talks 2012 project. A whimsical take on freedom of social behavior, the project highlights average Joes and Janes who were happy to be thrust to anonymity under a Johnny Farah bag of their choice and behind Kesrouani's lens. A short film of Kesrouani's bright and cheeky images was screened at Farah's beautifully illuminated Saifi boutique. www.johnnyfarah.com joekesrouani.viewbook.com



**PAUSE
AND
REFLECT!**

Hawini, a collaborative art and design studio that comprises the talents of Nisrine Nasr, Haytham Hreiz and Wissam Moubarak, created a striking installation for Maison Rabih Kayrouz as part of BDW. Called "Mirror Mirror on the Wall", the installation represents the bond between fashion and design on the one hand and the street on the other. Thus, a new dimension in the boutique is generated, reflecting the street, intertwining with the simplicity and elegance of fashion and design in the Port district nestled store.

www.hawinisarl.com
www.maisonrabihkayrouz.com



**STORY-
TELLING
BOOTH
BY
MADE FOR
BRANDS**

The new Achrafieh space of Made For Brands was transformed to a storytelling booth for BDW, inviting design enthusiasts to discover the design studio's unique process. The audience was asked to step into three cages – Explore, Create and Share – each of which containing MFB projects. Participants picked an image from each cage, stopping afterwards at the bag station where images got transferred on a MAF bag. Here, the field from which the project was selected was revealed, so each participant wound up with a personalized bag with a combination of visuals and fields.

www.mfbstudio.com



**AIGA
MIDDLE
EAST
TAKES
OFF**

AIGA Middle East, the second international affiliate chapter of AIGA following China, timed its Beirut launch with BDW, kicking off with a mixer at Coop D'Etat, Gemmayzeh. Founded in the U.S. in 1914, AIGA, the professional association for design, remains the oldest and largest professional membership organization for design with over 23,000 members worldwide. AIGA Middle East is dedicated to supporting design professionals, educators and students in the region. The chapter's goal is to bring together designers, both regionally and abroad, through membership, networking events and educational programs.

www.aiga.org



**DAJA
GLOWS
AT DEHAB**

Jewelry gallery Dehab launched the Dehab Annual Jewelry Award (DAJA) to further promote quality and creative jewelry design, a competition open to both university students and established designers. This edition's theme was "Gift for a Newborn", something deep-rooted in our culture although innovative ideas have failed to surface in that department for years. Around 20 contestants attempted to create a fresh spin on the classic gifting varieties. But it was Hania Rayess's "The Birth Bracelet", a hospital-like bangle that registers the baby's records and can be kept as a souvenir, which scooped the award.

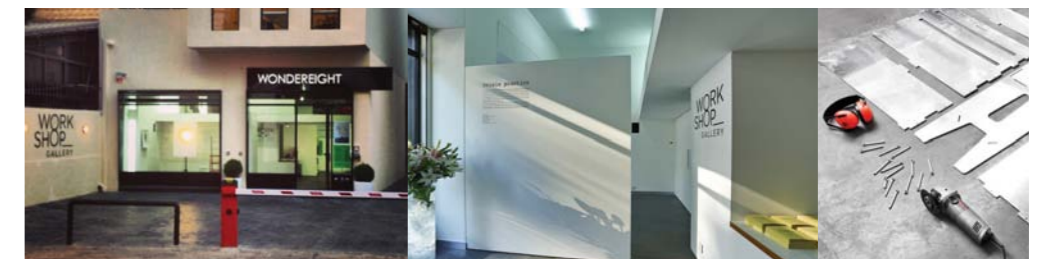
www.dehabjewellery.com



**WONDER-
EIGHT
LIVING
LARGE**

Global branding, design and interactive agency WonderEight has relocated to the industrial district of Jisr El Basha. The expansive premises grant the team more room for design and creation, benefiting from a space where art experimentation, design and education coexist and dream works are realized. Designed to reflect WonderEight's multifaceted, evolving environment, the new site features a prototyping workshop, a facility for training and talks, a handpicked book library as well as an art exhibition platform. Its strategic location additionally allows for collaborating with industrial workshops for continuous innovation.

www.wondereight.com



**DAMJ
BLENDS
IT IN
GEMMAYZEH**

Put your hands together for DAMJ, a new design and fabrication space that has just graced Gemmayzeh. Based in a vaulted carpentry workshop, the studio is a collaboration between master carpenter Joseph Haddad and architect Ahmad Khouja. Each established in his own right, the two craftsmen join forces on commissioned work all the while developing new designs together. Whether for repairing antiques, designing prototypes or teaching African percussion classes (Khouja is an experienced instructor), DAMJ is a merger of multiple crafts.



**MEZZANINE
CAFÉ
WALTZES
TO HAMRA**

AltCity's freshly-designed, newsroom-focused Mezzanine Café has finally unveiled, aptly mixing startup culture, media resources, a great work environment and delectable bites and drinks. Not a standard coffee shop to hit Hamra, Mezzanine was designed with the media, tech and startup communities in mind, featuring a bank of televisions streaming global news channels and high-speed wifi. It also boasts of extensive business and startup support to its clients. Named after AltCity's two distinctive mezzanines, Mezzanine sits alongside AltCity's vibrant event space and popular co-working area.

www.altcity.me



**CREATIVE
SPACE
PRESENTS
PROGRE-
SSIVE
FASHION**

Creative Space Beirut, a free, nonprofit educational program in fashion design, launched its fourth collection, "The Future of Fashion", at Bokja showroom in Saifi. The collection embodies the hard work, dedication and innovation that transpired at CSB this term, as seven local designers collaborated with the program and honed students' skills further, demonstrating the possibilities of progressive creative education. The conceptually intriguing and technically impressive collection was exhibited in an interactive installation both evoking the spirit of the mountainous town of Sawfar – its core inspiration – and representing the alternative future of fashion. The pieces were sold by silent auction.

www.creativespacebeirut.com

