



BDW2019

التصميم
DESIGN &
NOSTALGIA

JULY 01 — JULY 07

FEATURE.DIRECTORY.PROGRAM

@ BEIRUTDESIGNWEEK

f BEIRUT DESIGN WEEK

2019
BEIRUT
DESIGN WEEK
أسبوع التصميم
بيروت
BY nine



HERE'S
TO AN
INSPIRING
EDITION

PHOTO CREDIT: WWW.OLDBEIRUT.COM

UNDER THE PATRONAGE OF
THE MINISTRY OF CULTURE





BDW 2019

التصميم & DESIGN &
NOSTALGIA والnostalgia

PHOTO CREDIT: WWW.OLDBEIRUT.COM

DESIGN AND NOSTALGIA

This year, time and its fluctuation play an integral part of Beirut Design Week's theme, Design & Nostalgia. To the aware eye, the past eras have always left their mark on the surface of design. As software developed, our minds expanded and our visions sought what we thought would propel us forward, and we slowly left the past behind. This past now witnesses the speed of our daily lives, and with it a lurking longing for immersions in real experiences. We seek the abstract sense of collectiveness to overshadow our distraction from the roots of our identities, from the past that is integral to our present and the future. Or is it?

As creative people, writers, artists, designers, architects, actors and most importantly thinkers embedded in their present state, this year's theme unites us in bringing back what used to be, acknowledging its value and utilizing it for the purpose of gradually creating new visions and establishments, etching new statements based on those past, carving new shapes from those forgotten and departed. Must we build on past grounds? Should we relate to that which used to unite us? Does the spectrum of design and creation share common ancestors? What do we owe the past?

Nostalgia is not a feeling that leaves us dewy-eyed, but one that aims to inspire our creations this year. Be it in the integration of traditional tile patterns into jewellery or the creation of wickerwork interior accessories, the Lebanese heritage is present in the work of today's designers. The fashion of the nineties, the return of the fanny pack and the bold colours that we don on are proof of the arrival of an era in design that reminisces.



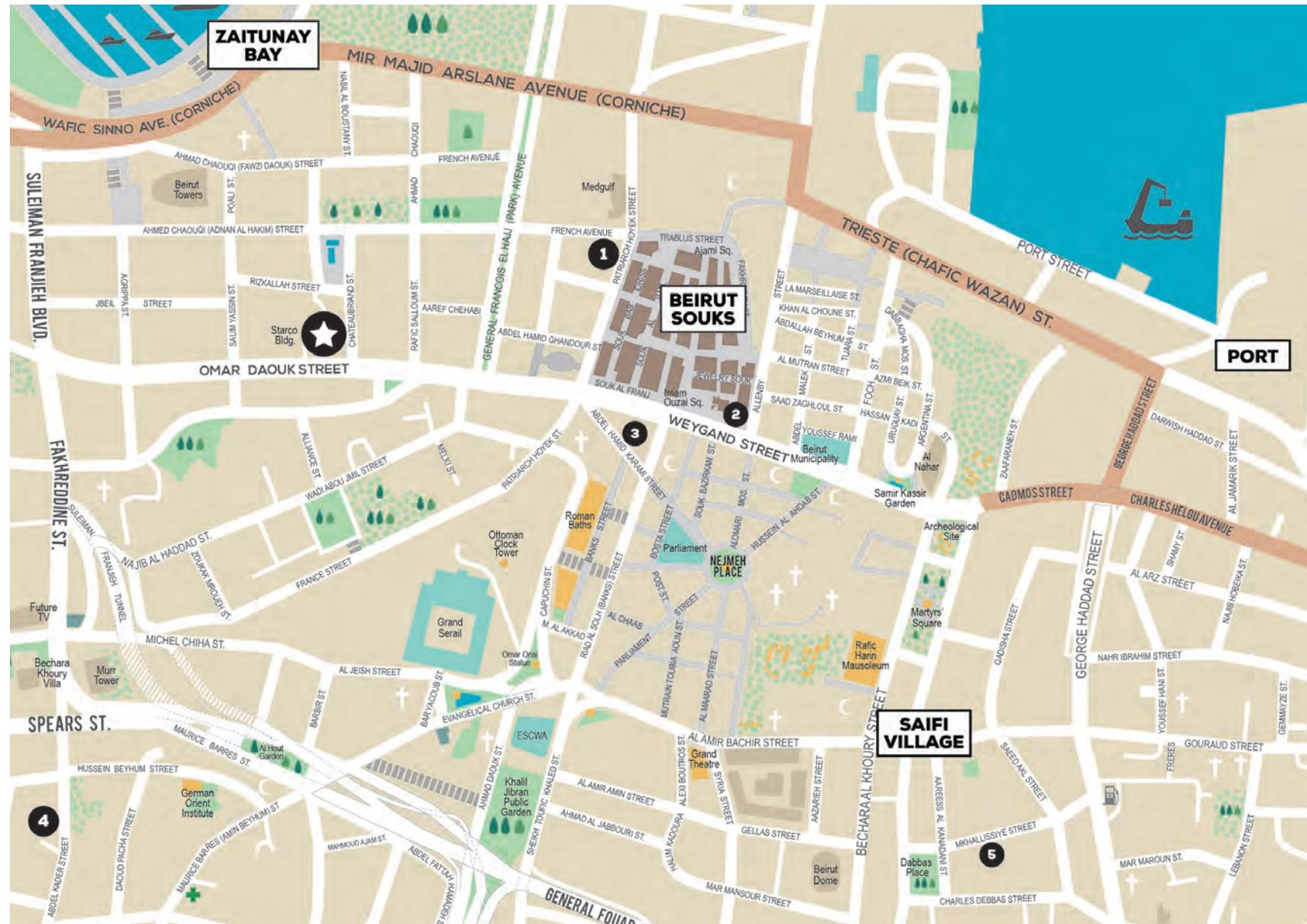
PROGRAM 2019

JULY
02

**STARCO
DOWNTOWN
HAMRA
VERDUN
JNAH**

JULY 02

DOWNTOWN / BEIRUT SOUKS / SAIFI VILLAGE



**MAIN
VENUE**

STARCO

OUR PARTICIPANTS

- 1 GS STOREY
- 2 SALIM AZZAM
- 3 BLUE HAT
- 4 HIVOS
- 5 BOKJA

JULY 02

HAMRA / VERDUN / CLEMENCEAU



OUR PARTICIPANTS

- 6 AUB NEIGHBORHOOD INITIATIVE
- 6a RAS BEIRUT WALK BY MONA EL HALLAK
- 6b ECOSOUK
- 6c PUBLIC TAWLA
- 6d LE SOUFFLEUR
- 6e SOUNDS OF THE ALPHABET OF THE SEA
- 7 INTERIOR DESIGN PROGRAM
- 8 MONA MOHANNA
- 9 B DESIGN

CURATED EVENTS

JULY 02

49

TALKS WORK-SHOPS TOURS PANELS

9:00			
10:00	JOHANNES TORPE 10:00-11:00		
11:00			CRAFTING FUTURE HERITAGE 11:00-13:00
12:00			
13:00			
14:00			
15:00		ZEINA- BACARDI SAKR 15:30-17:30	
16:00			LE SOUFFLEUR 16:00-18:00
17:00			
18:00	DILETTA TONIOLO 18:00-19:00		THE SOUND OF THE ALPHABET OF THE SEA 18:00-19:30
19:00			FRONTIERS FILM 19:30-21:00
20:00			

TALKS JULY 02

★ JOHANNES TORPE

10:00 - 10:45

Pursuing creativity through time and space in a golden spacesuit and the influence of nostalgia in contemporary design

Related to the theme of «Design & Nostalgia» Johannes would have the chance to share his thoughts based not only on his individual career as a creative - working among others as a musician, and a lighting designer - but also on his experiences gained from the projects accomplished with his Copenhagen-based design studio. Over the course of 20 years, Johannes Torpe Studios has helped clients building and strengthening their brands worldwide which provides Johannes a unique basis for speaking about design and nostalgia.

★ DILETTA TONIOLO

18:00 - 18:45

Nostalgia and Project

Vintage, modern antiques, appropriation art...so many terms that involve time. Design, conceived as a humanistic discipline capable of reflecting on the complexity of the human being, is not limited to shapes, but, in its broad and visionary conception, imagines plausible futures starting from the knowledge of the past. The 'good design' necessarily implies a temporal: of reference, of inspiration, of celebration, of foundation. Nostalgia is the emotion that puts us in relation to the complexity of private memories that become a matter of collective memory. Whether it is a game of quotes, an indefinite yearning for another happy time, nostalgia in the project is archetype, return, association. It is not plagiarism or easy trade, when it is authentic, nostalgia generates design full of stories and meaning. Through a series of examples taken from the recent Milan design week, we analyze the role of nostalgia in the design world.

PANELS JULY 02

★ NAHNOO

11:00 - 13:00

Crafting future heritage

What is the cultural value of crafts in today's society? How would the dialogue between past practices, present needs, and future aspirations offer an added value for Lebanese intangible heritage promotion? From mapping existing value chains to promoting new craft-based designs, the panel will offer a moment of exchange and reflection about the challenges and opportunities of establishing a sustainable ecosystem of crafts production. Different experts in documenting and promoting national intangible heritage will discuss the state of craftsmanship in the Lebanese context and the added-value of cross-sectoral connections for cultural value production.

Language: Arabic

Our speakers:

Joanne Bajjaly (Biladi)

Rola Komaty (Sursock Museum)

Farah Makki (NAHNOO)

Arpi Mangassarian (Badguer: Art & Crafts heritage center)

Moderator : Jessica Chemali (NAHNOO)

51

FILM SCREENING & DISCUSSIONS

★ SARA JOHANNESSON

11:00 - 13:00

Frontiers Film

Design has been recognized as a key approach to a world in flux. But the great embrace of Design, also drives great noise. Everyone talks Design. Everyone thinks Design. Anyone can design. In this maze of sameness lurks the ghost of status quo. But also a new beginning; an emerging new approach to Design, and a landscape of opportunities for how to cut through the noise and radically change business and society.

TOURS JULY 02

6d **MONA EL HALLAK**
CURATED BY AUB NEIGHBORHOOD INITIATIVE
16:00 - 18:00

Hamra - Ain El Mreiseh
Le Souffleur Museum

Ras Beirut Neighborhood Walk
Walk with Mona El Hallak from Jeanne D'Arc street
to the Ain Mreisseh Fishermen's port with a visit to Le
Souffleur Museum.

MEETING POINT
IN FRONT OF ANTOINE -
HAMRA STREET

WORKSHOPS JULY 02

★ **ZEINA BACARDI SAKR**
15:30 - 17:30

Pottery Workshop
Handbuilding Techniques

This workshop will go over the basic techniques of handbuilt pottery. Starting off with wedging the clay, which is essential, and moving on to making a small bowl through the pinching technique, the simplest form of handbuilding. Then getting a small taste of the more advanced techniques, which are coiling and slab-building through making a plate. The participant will get to apply these techniques on a small scale so that he/she can stay in control of their piece. Throughout the workshop, each participant will get to discover ways to trim, burnish, and make decorative reliefs. Participants will go through the stages of working with clay, which at its first stages requires some physical efforts, and later once the piece is formed, it requires patience and being completely immersed in the details, and finally ending up with a piece that was made from scratch, leaving each participant with a feeling of inordinate satisfaction.

PARTICIPANTS EVENTS

JULY 02

1 GS STOREY

18:00

Celebrating design and nostalgia

Join us to discover a specially curated collection in home deco and accessories, created by Nayla Saroufim, Joyce Chami and Ana Collection for GS Storey and the 2019 edition of Beirut Design Week, as a tribute to design, nostalgia and our local heritage.

3 BLUE HAT

9:00

| Workshop

Place Branding Strategy: From Landmarks to Lovemarks!

Through a full-day workshop that will involve subject matter experts, we will focus on iconic and nostalgic landmarks in Beirut city, those that have been neglected throughout the years. Attendees will examine how Design can allow us nowadays to re-evaluate iconic landmarks with unfulfilled potential and attempt to provide them with an added-value by redesigning their identity, purpose and experience. The aim of the workshop is to deliver a Conceptual Place Branding Strategy Presentation to one iconic Lebanese landmark in the hopes of reviving it, building upon its heritage and through Design turning it into a Lovemark that caters to emerging trends and current lifestyles.

BEIRUT - DOWNTOWN, ABDUL HAMID KARAMI STREET,
BAB IDRIS, ABOUD ABDUL RAZZAK BUILDING,
3RD FLOOR

4 HIVOS

10:00
| Exhibition

Souk El Hivos

Hivos, Design Academy Eindhoven, ALBA and Mansion present "Souk El Hivos", a student investigation into food as a living actor in the Beirut social and cultural context. Come and taste snail sausages, hummus sound, earth lasagna, glass mapping, fish learning, tree talking, soap-car making and more!

BEIRUT, ABDEL KADER, MANSION

5 BOKJA

18:00-22:00

The process of making a home is personal and ever-changing. For BDW'19 we collaborate with Habitat for Humanity, launching a project to help families-in-need to personalize and beautify their homes.

6e DAR ONBOZ

CURATED BY AUB NEIGHBORHOOD INITIATIVE
18:00 - 19:30
| Workshop followed by a short walk

The Sound of The Alphabet of The Sea

A short walk by Dar Onboz from the Ain Mreisseh Fishermen's port -Dar El Mreisseh Street.

6b ECOSOUK

CURATED BY AUB NEIGHBORHOOD INITIATIVE

16:00

| Exhibition

Returning to our roots

Step back in time to discover zero waste alternatives, before they were a Berlin based solution. Together, we are raising pride in our local baladi traditions while merging with clean, green technologies. Through remembrance and redesign, we aim to unpackage the waste crisis with both consumers and producers in mind, reducing waste to landfill. Find a collection of all natural, sustainable, upcycled products made in Lebanon by over 75 local change makers leading the way, crafting their ancestors techniques and forming new sustainable methods. Lebanon hosts the original rock shampoo and twig toothbrush and boasts the refill culture at its core. Bring your own containers for refill of toxin free detergent and cosmetics and switch single use items with a collection of eco-conscious products.

CLASH-IN BUILDING ON MAKDISSI STREET OFF ANTOUN GEMAYEL STREET IN HAMRA, BEIRUT

6c Public Tawleh

CURATED BY AUB NEIGHBORHOOD INITIATIVE

16:00

| Public Intervention by Ramzi Alieh

We are proposing to design/install Tawleh boards to existing benches on Jeanne d'Arc street, as part of an ongoing effort to enable public spaces in Beirut, this time through practices that still exist but speak to past traditions, such as "sidewalk tawleh".

In Beirut, playing tawleh in public is ephemeral. Often made up of an array of plastic seats and mesh stools, the scene is here today gone tomorrow. Acting as an instigator, the tawleh board sits folded out in the center of this makeshift space. As the game draws to an end, seats and stools are given back to their respective owners, often local businesses, or packed chained to a wall nearby. The tawleh board, folded up and stowed at home, is what remains of a game publicly played.

CITY: BEIRUT

STREET : JEANNE D'ARC

6d DISTRICT D

CURATED BY AUB NEIGHBORHOOD INITIATIVE

16:00

| Public Intervention

تعـا لـقـاط الـمـوجـة le souffleur

Le Souffleur is an urban acoustic intervention that aims to reactivate the Ain Mreisseh Stairs as a public space in the city. The project is inspired from Ibrahim Najem's story, the fisherman who yearned to bring the stories of the sea to Ras Beirut by collecting throughout the years submarine wreckage and sea marvels and showing them in his house. Le Souffleur manifests itself through two main schemes:

A replica of Ibrahim Najem's gramophone with a sound composition including live streaming of the sound of the waves from the Ain Mreisseh port and under water recordings, aiming to reconnect this part of the city to the sea through sound.

A network of tele-pipelines that people and especially children can use to talk to each other, bridging sound along different levels, connecting people while adding an element of play and a sensory dimension to Ain El Mreisseh stairs.

Sound composition: Nadim Mishlawi and Budhaditya Chattopadhyay.

CITY: BEIRUT

STREET : AIN EL MREISSEH STAIRS

8 MONA MOHANNA

19:00

| Open Studio

Dabbke ,the beating heart of the middle Eastern countries.

I will present my last collection "Dabbke collection" all hand made embroidered.

BEIRUT, KANTARI MICHEL CHIHA

ABI RACHED, 1ST FLOOR

9 B DESIGN

| Exhibition

LEBANON, VERDUN, UNESCO ST, B DESIGN BLDG

JULY
03

**STARCO
GEMAYZEH
MAR MIKHAEL
JISR EL WATI
BOURJ HAMMOUD
SEA SIDE**

JULY 03

GEMMAYZEH

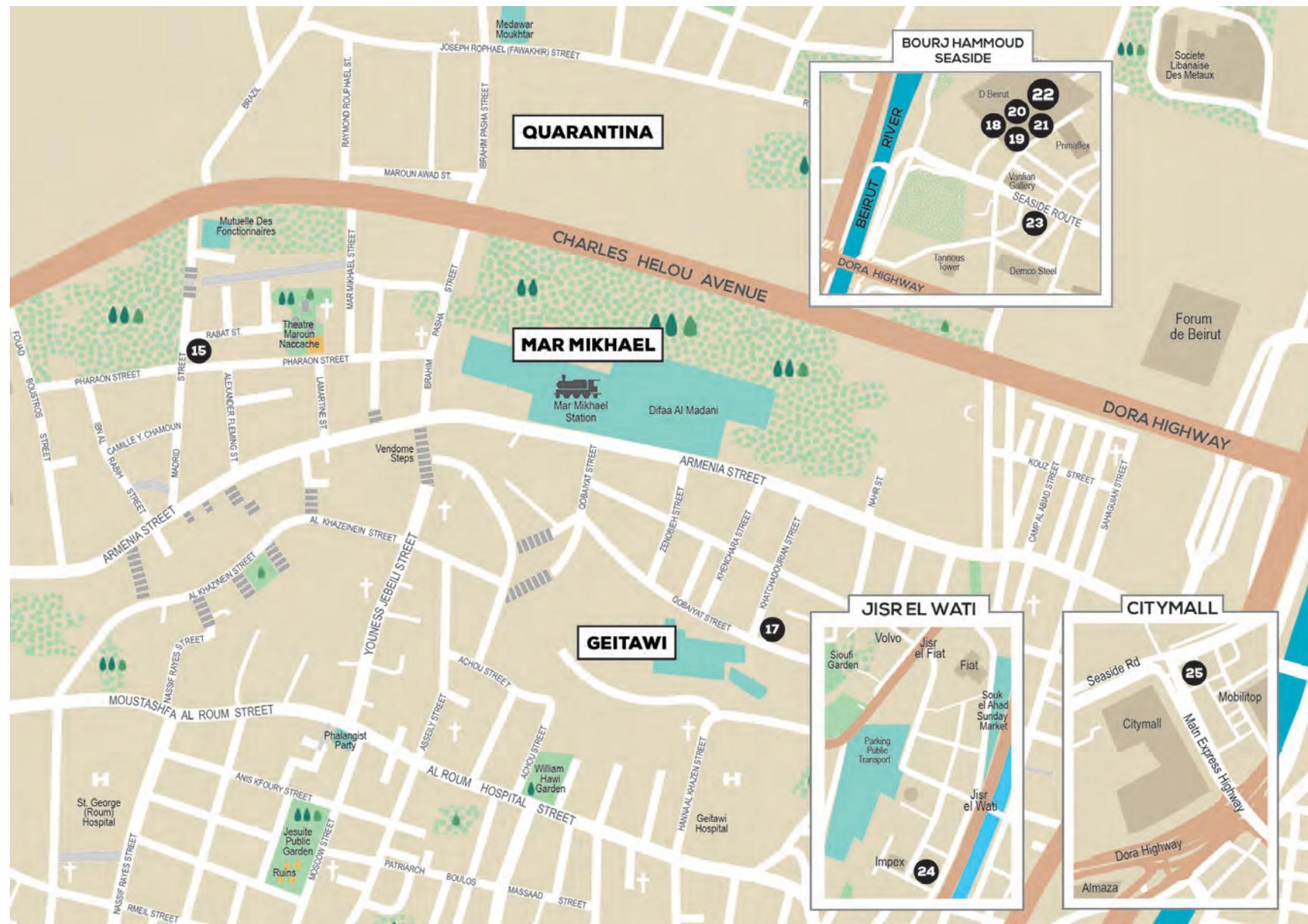


OUR PARTICIPANTS

- 10 POP UP CONCEPTS
- 11 ATELIER S/Z
- 12 HIPS & HICCUPS
- 13 ILLUMENATION.STUDIO
- 14 JOE FISH

JULY 03

MAR MIKHAEL / BOURJ HAMMOUD / CITYMALL / JISR EL WATI



OUR PARTICIPANTS

- 15 ROSA MARIA JEWELLERY
- 17 DAMJ DESIGN AND CRAFT
- 18 RK
- 19 THE ART LOFT
BY GALERIE CHERIFF TABET
- 20 KARIM BEKDACHE
- 21 LAYLA JABRE JUREIDINI
- 22 NADA G
- 23 KAREN CHEKERDJIAN
- 24 NABIL GHOLAM
- 25 DAY.DREAM

CURATED EVENTS

JULY 03

TALKS WORK-SHOPS TOURS PANELS

9:00			
10:00	PASCAL ZOGHBI 10:00-11:00		
11:00		PASCAL ZOGHBI 11:15-18:00	
12:00			
13:00			
14:00			
15:00			
16:00			
17:00		BADAWI / ROUM 17:00-19:00	ILLUSTRATING AND STORYTELLING NOSTALGIA IN THE ARAB WORLD 17:00-18:30
18:00			
19:00	SOFIANE SI MERABET 19:00-20:00		
20:00			

TALKS JULY 03

★ PASCAL ZOGHBI

10:00 - 10:45

Rethinking Arabic Typography

Arabic typography continues to define itself. A growing number of professional type designers are exploring the possibilities of designing Arabic fonts by reevaluating the rich heritage of Arabic calligraphy while taking advantage of the added technological support of the script. Classical calligraphy is not lost but re-invented into modern design approaches that meet the visual aesthetics and trends of the Arab world of the 21st century. The talk is a journey between typographic showcases and analytical thoughts. What are the appropriate Arabic typographic definitions and what is the best way to translate calligraphic knowledge into typographic guidelines? Diverse design schools are approaching the topic from different perspectives and solving various typographic difficulties creatively and technical. All solutions are welcomed and a collaborative spirit must be established in favor of adverse opinions. The Arab design community is eager for new typographic solution and added fonts that guides, enriches, and empowers the Arab design scene.

★ SOFIANE SI MERABET

19:00- 19:45

Is Nostalgia a new oil in the Arab World?

Nostalgia is often described as a sentiment or an emotion. At a time when multiple questionings are raised around Arab identities, we observe that Nostalgia is becoming a specific trait of modern Arab cultures. Migrations and political conflicts have contributed to spread that "it was better before". Is "Nostalgia for losers"? Through the "future of nostalgia" we will travel through times and spaces to see that Nostalgia can be used as an adaptative way to build tomorrow both in diaspora as in native societies.

PANELS JULY 03

★ JANA TRABOULSI

SOFIANE SI MERABET

11:00 - 13:00

Illustrating and storytelling nostalgia in the Arab world

TOURS JULY 03

PUBLIC WORKS STUDIO
17:00 - 19:00

BADAWI / ROUM

نَحْنُ التَّرَاثُ: مَرْوِيَّاتٌ عَنِ السُّكُنِ فِي أَحِيَاءِ الرُّومِ، مَارِ مَخَايِلِ، وَالْبَدْوِيِّ

نَتَجَوَّلُ فِي مَنْطَقَةٍ مَا زَالَ نَسِيجُ الْعَمَرَانِي مُتَفَاسِكًا إِلَى حِدَّهُ، إِذْ تَوَجُّدُ فِيهَا وَرَشُ بَنَاءٌ قَلِيلَةٌ، وَبِسَبِّبِ قَلَةِ الْمَسَاحَاتِ الْعَامَّةِ فِيهَا تَارِيْخًا، تَتَمَيَّزُ بِكَثْرَةِ الْفَسَحَاتِ الْمُشَرَّكَةِ بَيْنَ الْأَبْنِيَّةِ الَّتِي أَدَتَتْ إِلَى خَلْقِ نَوْعٍ آخَرَ مِنِ الْمَسَاحَاتِ الْعَامَّةِ، تَتَمَثَّلُ بِالْمَقَرَّاتِ وَالشَّوَّارِعِ الضَّيْقَةِ وَالْأَدْرَاجِ الْعَامَّةِ حِيثُ يَتَمَّ التَّلَاقُ وَالتَّسَامُ بَيْنَ الْأَهَالِيِّ. تَتَابَعُ الْجُولَةُ التَّحُوّلُ الْإِقْتَصَادِيِّ فِي شَارِعِ مَارِ مَخَايِلِ وَالَّذِي أَدَى إِلَى اِتْفَاعِ أَسْعَارِ الْأَرْضِ فِيهِ كَمَا فِي مَحِيطِهِ، وَكَانَ لِهَذَا التَّحُوّلِ تَأْثِيرٌ بِالْعُلُوِّ عَلَى سُكَّانِ الشَّارِعِ، وَالْأَنْتِلَةِ وَالْأَحِيَاءِ الْخَلْفِيَّةِ (حِيِّ الرُّومِ) وَمَنْطَقَةِ الْبَدْوِيِّ الْعَبَارَوَةِ، كَمَا نَرَى هَذَا التَّحُوّلُ بِعَلَاقَتِهِ مَعَ التَّحُوّلِ فِي مَلَكِيَّةِ عَدِّ كَبِيرٍ مِنِ الْأَرْضِ لِصَالِحِيْ مُسْتَنْمِرِيْنِ عَقَارِيْنِ، وَمُسَاهِمَةِ ذَلِكَ فِي زِيَادَةِ كَلْفَةِ السُّكُنِ وَجَذْبِ السُّكَّانِ الْمُؤْمِنِيْنِ مِنِ السِّيَاحِ وَذُوِّي الدُّخْلِ الْعَرَفَعِ، فِي مَنْطَقَةٍ قَضَدَهَا تَارِيْخًا ذُوَّوِ الدُّخْلِ الْمُحَدُودِ مَقْنَعًا لِمَ يُسْتَطِيعُوا تَحْمِلُ كَلْفَةِ السُّكُنِ فِي مَنَاطِقٍ أُخْرَى مِنْ بَيْرُوتِ.

(CHECK WEBSITE FOR ENGLISH VERSION)

MEETING POINT

SALIBA MARKET

WORKSHOPS JULY 03

 **PASCAL ZOGHBI**
10:00 - 18:00

Kufi Reinvented

Following an introduction to the history of Arabic script, a tutor demonstration of the Kufic techniques and styles will be undertaken. All five different Kufic styles (Archaic Kufic, Eastern Kufic, Modern Floral Kufic, Western Maghribi Kufic, and Square Kufic) will be addressed and taught to the participants based on their own interest. Each participant is asked to create his/her own kufic lettering based on an Arabic vernacular word. The aim of the course is to grant each participant the ability to decipher kufic styles and comprehend the design structure behind them. Besides developing kufic letter-forms, students will learn the technique of drawing letters, letter spacing/kerning and weight balance of the letters in the whole word.

Methodology

1. A lecture will be given about Arabic Kufic scripts.
2. Hand-outs will be given in class about Kufic scripts anatomy.
3. Each participant will choose a vernacular Arabic word and select one of the five Kufic styles for the creation of the artwork.
4. Sketching and drawing the word in different approaches. Creating several alternatives.
5. Choosing one of the sketched alternatives and finalizing the Kufic artwork.
6. Scanning the Kufic Artwork and digitizing it.
7. Designing an A3 poster including the Kufic artwork and the small paragraph explaining the meaning of the slang word chosen.

Required Materials

1. Graphite pencils / 2. Black ink pens and permanent black pens or markers /
3. Rulers / 4. Grid paper, Millimeter paper / 5. Calque paper, Tracing paper or Butter paper
6. Laptop including Adobe Illustrator.

PARTICIPANTS EVENTS

JULY 03

10 POP UP CONCEPTS

18:00

| Exhibition

[per-spek-tiv]

Soha will be exhibiting photographs shot by her, depicting iconic areas/sceneries of the typical nostalgic Beirut. As for Jules, he will be exhibiting art and design pieces created by himself and making use of vintage items and icons, reminding us of the old Beirut.

BEIRUT, GEMMAYZEH, PASTEUR STREET,
CASIA BLDG, GROUND FLOOR

11 ATELIER S/Z

16:00

| Open Studio

Nostalgia is the Hypochondria of the heart

Open Studio @ ATELIER S/Z, where Sibylle is about to launch her latest Nostalgic creations from home accessories, inspired from the Lebanese traditions, in a new mood...

ATELIER S/Z, BEIRUT, GEMMAYZE, SAAD BLDG

12 HIPS & HICCUPS

18:00

| Open Studio

Hips and Hiccups into stories

Open studio of the show room studio where the collection of objects, stationary and clothing will be displayed.

BEIRUT, GOURAUD ST, HANANO BLDG

13 ILUMENATION.STUDIO

| Open Studio

LEBANON, BEIRUT - GEMMAZYE,
PASTEUR STREET, ZOGHBI BUILDING

14 JOE FISH

19:00

| Exhibition

Nostal-Joe

Let's fly back into yesterday, one decade at a time! This year, Joe Fish will be going all vintage in part of Design & Nostalgia. From old school fashion, timeless disco nights, all the way to the golden age of advertising. A one of a kind vintage exhibition, featuring renowned lebanese collectors.

15 ROSA MARIA JEWELLERY

| Exhibition

LEBANON, BEIRUT, HAMRA, 56 MADRID STREET,
HANIKIAN BLDG

18 RK

18:00

| Exhibition

BEIRUT, SHELL ROAD, SEAS SIDE ROAD, D BEIRUT

17 DAMJ DESIGN + CRAFT

18:00

| Open Studio

Designs for a Future Past

Join DAMJ for our first open studio in our new home. An exhibit will be a series of design pieces that explore a collapsing of time periods and sensibilities. Live music, food and drinks will be served.

LEBANON, ASHRAFIEH, RMEL, QOBAYAT, 1018 BLDG

19 THE ART LOFT

BY GALERIE CHERIFF TABET

16:00 - 22:00

| Exhibition

BEIRUT, SHELL ROAD, SEAS SIDE ROAD, D BEIRUT

20 KARIM BEKDACHE

18:00

| Exhibition

BEIRUT, SHELL ROAD, SEAS SIDE ROAD, D BEIRUT

21 LEILA JABRE JUREIDINI

18:00-22:00

| Exhibition

BEIRUT, SHELL ROAD, SEAS SIDE ROAD, D BEIRUT

22 NADA G

18:00-22:00

| Exhibition

BEIRUT, SHELL ROAD, SEAS SIDE ROAD, D BEIRUT

23 KAREN CHEKERDJIAN

11:00

| Open Studio

Above ground | Outer space

This exhibition will guide you to discover all the story of Karen Chekerdjian since she started her design career in year 1998 in Milan. It is a retrospective of all Karen Chekerdjian's work that started in 1999.

LEBANON, KARANTINA, BURJ HAMMOUD,
KAMEL BLDG, 3RD FLOOR

24 NABIL GHOLAM ARCHITECTS +

BUILT BY ASSOCIATIVE DATA

19:00

| Exhibition

'Memory in folded paper 1900-2020'

In a country with a well-developed ability to 'fold away' things it would rather forget, our proposal is to unfold some of our city's recent urban memory via a playful and tactile invitation to remember, think and act.

BEIRUT, JISR EL-WATI, STREET 90,
BLDG 110, ROOF FLOOR

25 DAY•DREAM

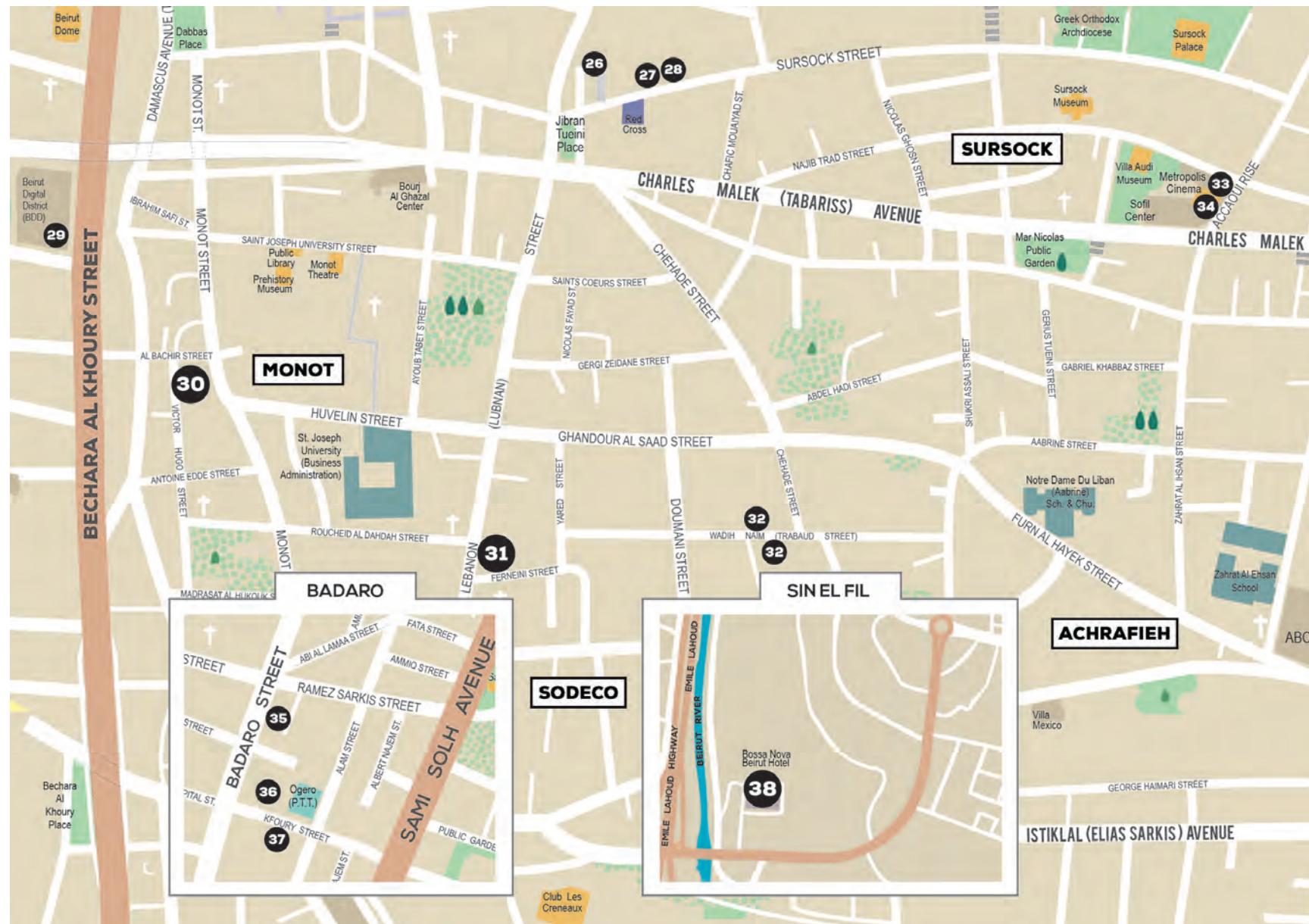
18:00

JULY
04

**STARCO
BADARO
ASHRAFIEH
MONOT**

JULY 04

ACHRAFIEH / BADARO / SIN EL FIL



Zawarib
The Mapping Company

PROGRAM PARTNER

38 BOSSA NOVA

OUR PARTICIPANTS

- 26 SARAH'S BAG
- 27 NADA ZEINEH
- 28 NKR
- 29 INTERESTING TIMES
- 30 THE CREATIVE NINE
- 31 IMAGES D'ORIENT
- 32 ARDECO
- 33 ALESSI
- 34 POLTRONA FRAU
- 35 C-LAB
- 36 INTERIOR DESIGN STUDIO
- 37 THE SEMICOLON STORY
- 38 LIZA RESTAURANT

CURATED EVENTS

JULY 04

79

TALKS WORK-SHOPS TOURS PANELS

9:00			
10:00	PASCAL ZOGHBI 10:00-18:00	PUBLIC WORKS STUDIO 9:30-11:00	BUS MAP PROJECT x TRAIN TRAIN LEBANON x GREA 10:00-12:00
11:00			
12:00			
13:00			
14:00			
15:00			
16:00	NOUR TABET 16:00-16:45	FROM THE BARAKAT BUILDING TO BEIT BEIRUT 16:30-18:00	NOSTALGIA IN THE DIGITAL AGE 17:00-18:30
17:00			
18:00			
19:00	PABLO SENDRA 19:00-20:00		
20:00			

TALKS JULY 04

★ NOUR TABET

16:00 - 16:45

#tbt

I would like to explore the paradox of technology (looking toward to the future) with nostalgia (remembering the past). Memory is a search engine that creates empathy and nostalgia when triggered. With today's technological advancements we have the ability to induce this empathy at any moment, we have reached the end of forgetting and the era of nostalgia on demand. We can take out our phone to go back our timeline on Facebook of the photo we posted 7 years ago. We get notifications from google web photos reminding us of that trip we took to the beach on the same day last year.

★ PABLO SENDRA

19:00- 19:45

Modernist social housing in Britain

Modernist architecture was the flagship style of the post-war reconstruction of Britain after World War II. The country had suffered from the War and wanted to implement an ambitious welfare programme, which would provide egalitarian access to housing, health and education. The 1950s propaganda posters used modernist architecture to explain the welfare state project. The National Health Service (NHS) was established and hundreds of thousands of social housing were built. Relevant modernist architects such as Berthold Lubetkin were highly involved in the construction of this public architecture. The collapse of Ronan Point in 1969 was considered by some as the confirmation of the failure of the modernist architecture in Britain. Today, half a century after the end of the modernist dream, this architectural style is used to evoke different discourses. Firstly, certain political and architectural discourses see the Victorian past of Britain with nostalgia and claim for a vernacular style of streets with terraced housing, which modernist architecture had destroyed in the mid20-th century.

PANELS JULY 04

★ BUS MAP PROJECT

x TRAIN TRAIN LEBANON

x GREA

10:00 - 12:00

Join the discussion to learn more about the history of public transportation in Lebanon and what opportunities and challenges public transportation projects are facing today.

Train Train Lebanon (anthropological research and studies team) – (INSAN/HUMAN) and Riders Rights Lebanon (Bus Map Project) will jointly lead the discussion and share how far they have reached with their respective projects.

The panel will be led by:

Carlos Nafaa - President of Train Train Lebanon: History of trains in Lebanon

Malak Afif, Master's Degree in Anthropology from the Lebanese University, member and student assistant at GREA: Tramway history

Chadi Faraj - Co-founder of Bus Map Project: Beirut bus system.

★ RAMSEY NAJA

THOMAS OLLIVIER

SARAH BAHBAH

NOUR TABET

17:00 - 18:30

Nostalgia in the digital age

TOURS JULY 04

MONA EL HALLAK
16:30 - 18:00

Beit Beirut

From the Barakat Building to Beit Beirut

In 1994, I saw the sky through the bullet ridden Barakat building on the demarcation line of Beirut, and entered to discover its unique avant-garde architecture. I was amazed by the way the building's visual transparency, designed by the architect to connect the building and its people to the city, was so abused during the civil war by the snipers to disconnect the city and its people. Since that day, I started touring the building with people to support my fight to save it from demolition. To me it represented Beirut: before the war through the archives I found under the dust and debris, during the war through the sniper additions, graffiti and bullet holes covering its walls, and after the war through my fight for the preservation of our heritage, identity and memory against the sweeping amnesia. The tour tells the story of the journey from the Barakat Building to the Museum of Memory of the city of Beirut.

MEETING POINT
BEIT BEIRUT

TOURS JULY 04

PUBLIC WORKS STUDIO
9:30 - 11:00

TARIK JDIDEH

نها التراث: مرويات عن السكن في حي طريق الجديدة

تجول في طريق الجديدة التي طالما تميزت بإرثها الثقافي ونشاطاتها المتعددة، فهي تضم أكبر تجمع للمؤسسات الاجتماعية والتعليمية في بيروت، وتنشر فيها المقاهي، الأبنية التاريخية، والأسواق، بالإضافة إلى الملعب البلدي. يسكن في طريق الجديدة اليوم حوالي ربع مليون نسمة، تظهر الجولة كيف تتأثر هذه المنطقة النابضة بتحولات السوق العقاري وأزمة السكن التي تتفاقم في بيروت، وكيف يستعين سكانها في مواجهة آليات التهجير بالعلاقات الاجتماعية المتينة في الحي. نقطة اللقاء: مدخل الجامعة العربية

(CHECK WEBSITE FOR ENGLISH VERSION)

MEETING POINT
BEIRUT ARAB UNIVERSITY
MAIN GATE



WORKSHOPS JULY 04

● PASCAL ZOGHBI

10:00 - 18:00

Kufi Reinvented

Following an introduction to the history of Arabic script, a tutor demonstration of the Kufic techniques and styles will be undertaken. All five different Kufic styles (Archaic Kufic, Eastern Kufic, Modern Floral Kufic, Western Maghribi Kufic, and Square Kufic) will be addressed and taught to the participants based on their own interest. Each participant is asked to create his/her own kufic lettering based on an Arabic vernacular word. The aim of the course is to grant each participant the ability to decipher kufic styles and comprehend the design structure behind them. Besides developing kufic letter-forms, students will learn the technique of drawing letters, letter spacing/kerning and weight balance of the letters in the whole word.

Methodology

1. A lecture will be given about Arabic Kufic scripts.
2. Hand-outs will be given in class about Kufic scripts anatomy.
3. Each participant will choose a vernacular Arabic word and select one of the five Kufic styles for the creation of the artwork.
4. Sketching and drawing the word in different approaches. Creating several alternatives.
5. Choosing one of the sketched alternatives and finalizing the Kufic artwork.
6. Scanning the Kufic Artwork and digitizing it.
7. Designing an A3 poster including the Kufic artwork and the small paragraph explaining the meaning of the slang word chosen.

Required Materials

1. Graphite pencils / 2. Black ink pens and permanent black pens or markers /
3. Rulers / 4. Grid paper, Millimeter paper / 5. Calque paper, Tracing paper or Butter paper
6. Laptop including Adobe Illustrator.

PARTICIPANTS EVENTS

JULY 04

26 SARAH'S BAG

18:30

| Talk

27 NADA ZEINEH

18:00

| Open Studio

ACHRAFIEH, 16 SURSOCK ST, CASSIR BUILDING

28 NKR

17:30

| Exhibition

NKR

Our Company is going to exhibit our high end pieces of furniture such as accessories, glasses, and vases.

BEIRUT, SURSOCK, KASSIR 01

37 THE SEMICOLON STORY

18:00

| Open Studio

Hang around for a Vinyl Spin with the Drunken Records' boys at 6 pm!

LEBANON, BEIRUT, BADARO

31 IMAGES D'ORIENT

| Exhibition

Images d'Orient Opening

Opening of "Images d'Orient" first flagship boutique

Images d'Orient is a contemporary concept paying tribute to the legacy of past civilizations.

After 20 years in the market, with points of sale in over 50 countries, Images d'Orient opens its first flagship boutique in the heart of Ashrafieh, in one of the oldest neighborhoods, "Rue du Liban".

As you walk till the end of the street, blue modern arches are spotted on an old building façade, inviting you to discover a mix of oriental traditions and occidental influences with day to day objects, and some exclusive pieces, showcased among the arches and under the red vibrant ceiling.

MEET US FOR OUR OPENING EVENT,
THURSDAY JULY 4TH, FROM 8-6PM

87

32 ARDECO

18:00

| Open Studio

Original vintage furniture and contemporary with iconic designers from the 20 th century

ACHRAFIEH, SOFIL CENTER ,
GROUND FLOOR, BEIRUT, ACCAOUI

33 ALESSI

18:00

| Open Studio

ACCAOUI, SOFIL CENTER, GF

34 POLTRONA FRAU

18:30

| Open Studio

1 Year Anniversary Poltrona Frau Monobrand Beirut - 40 Years Intermeuble

ACHRAFIEH BEIRUT, ACCAOUI STREET, SOFIL CENTER, GF

36 INTERIOR DESIGN STUDIO

18:00

| Open Studio

7erfa

The event will be honoring Lebanese and European handmade Designers using materials such as wood, steel, blown glass and ceramics. A refined collection of furniture, home accessories and sculptures will be exhibited in a nostalgic ambience.

BEIRUT, BADARO, KFOURY ST, BITTAR BLDG

39 LIZA RESTAURANT

18:00

| Exhibition

By opening once again the door of their restaurants and uniting their skills with talents who inspire them, Liza and Ziad Asseily celebrate creativity. Both in Paris and Beirut, they love to support talents, be it in the culinary as well as in the design world, and truly enjoy these collaborations that mean a lot to them. %100 crafted in Beirut, this four-hand neo-portable lamp is numbered in a series of 50. Made out of concrete, and BlattChaya cement tile, it has been designed in June in the Lebanese capital by FCK -Frederick Gautier and Karim Chaya (spockdesign). A way to (en)light, literally and figuratively, the creative dialogue between Paris and Beirut, and an invitation to rediscover the iconic buildings of modern Lebanese architecture that Frederick has photographed, in an artistic and documentary mood, while exploring the city. A nod also to power cuts – that are still today part of the everyday Lebanese tempo.

METROPOLITAN CLUB RUE DOUMANI, TRABAUD,
ACHRAFIEH, BEYROUTH



JULY
05
STARCO

CURATED EVENTS

JULY 05

93

TALKS WORK-SHOPS TOURS PANELS

9:00			
10:00	ANDREA CANCLINI 10:00-10:45	PASCAL ZOGHBI 10:00-18:00	
11:00			
12:00			
13:00			
14:00			
15:00	JANA TRABOULSI 15:00-15:45	TOOT TOOT A'A BEIRUT 15:00-18:00	
16:00			
17:00			THE INTERPLAY OF VISUAL LANGUAGE 17:00-18:30
18:00			
19:00	RAMSEY NAJA 19:00-20:00		
20:00			

TALKS JULY 05

★ ANDREA CANCLINI

10:00 - 10:45

Nostalgia, or the real construction of a dream: from Disneyland to Celebration

Many new towns in the USA are built according to precepts based on the nostalgic utopia of the American small town of the Thirties, in allusive reference to its social and communitarian contents. That archetypal models and the myth of an ideal past leave no chance for claims of originality, at ease in the confirmation of the symbolic dominance in which the memory, declined on the side of nostalgia, has both an operational role and an aesthetic function: who decides to live there realise the foundational myth of the society in which neo-traditionalism is experienced as emancipation: as a variant of the Borges cartographer, they cover the ground with the map of what they desire it to be.

★ JANA TRABOULSI

15:00 - 15:45

Nostalgia: [getting] sick of home

Is our nostalgia a sign of our incapacity to imagine a hopeful future? to accept a deceiving present? Is the nostalgic a form of conservatism, of resistance, or a trend? In this paper, I will be reflecting on the place of nostalgia within graphic design practice. Starting with a critique of my own work, I am interested first in locating what moments of history are those we have nostalgia for, and second, to look at what design choices express this nostalgic fascination (aesthetics, tools, techniques, etc.). At the core of this reflection is a concern for the contemporary role of designers, and the imaginaries they produce, within our society.

TALKS JULY 05

★ RAMSEY NAJA

19:00 - 19:45

It is a long Story

In this talk, Ramsey Naja, Chief Creative Officer of JWT MEA, will argue that communication in the digital age can learn much from classical advertising storytelling. Formats have changed dramatically and media channels have exploded, but the need for compact narratives has never been more important. Nostalgia often takes the form of comedy or ridicule when applied to advertising but in Naja's view, the key principles that underpinned successful communication in the past are surprisingly relevant today.

PANELS JULY 05

★ LINA GHOTMEH

PABLO SENDRA

FILIPA WUNDERLICH

YAZAN HALWANI

17:00 - 18:30

The interplay of visual language and collective memory in cities: Between Past & Present

TOURS JULY 05

BUS MAP PROJECT 15:00 - 18:00

Toot Toot A'a Beirut

Train Train Lebanon, Anthropological Research and Studies Team - (INSAN/HUMAN) and Rider's Rights (Bus Map Project) invites you to travel through time along Beirut's old public transportation systems (tramway, train, buses). We will walk and We might ride a public bus to discover stories and stations.

**MEETING POINT
DOWNTOWN
NEAR THE AMIN MOSQUE**

WORKSHOPS JULY 05

PASCAL ZOGHBI 10:00 - 18:00

Kufi Reinvented

Following an introduction to the history of Arabic script, a tutor demonstration of the Kufic techniques and styles will be undertaken. All five different Kufic styles (Archaic Kufic, Eastern Kufic, Modern Floral Kufic, Western Maghribi Kufic, and Square Kufic) will be addressed and taught to the participants based on their own interest. Each participant is asked to create his/her own kufic lettering based on an Arabic vernacular word. The aim of the course is to grant each participant the ability to decipher kufic styles and comprehend the design structure behind them. Besides developing kufic letter-forms, students will learn the technique of drawing letters, letter spacing/kerning and weight balance of the letters in the whole word.

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6. Laptop including Adobe Illustrator.

JULY
06
STARCO

CURATED EVENTS

JULY 06

TALKS WORK-SHOPS TOURS PANELS

9:00		MEMORY OF DOWNTOWN BEIRUT 9:00-11:30	
10:00	SALIM AZZAM 10:00-11:00		
11:00		SALIM AZZAM 11:00-14:00	CULTURAL HERITAGE AS URBAN CATALYST 11:00-13:00
12:00			
13:00			
14:00			
15:00	ALFRED TARAZI 15:00-15:45		
16:00	AOI HASEGAWA 16:00-17:00		
17:00			
18:00	FILIPA WUNDERLICH 18:00-18:45		
19:00	LINA GHOTMEH 19:00-20:00		
20:00		CLOSING PARTY	

TALKS JULY 06

★ SALIM AZZAM

10:00 - 11:00

Challenging Nostalgia

Growing up in a small quiet village in mount Lebanon has been the main source of inspiration for Salim Azzam. As a child he was surrounded with women who embroidered as a form of expression, reflecting cultural heritage, status, identity and family affiliation. Today embroidery is perceived as an outdated, nostalgic, traditional technique from the past. Salim Azzam aims to challenge nostalgia. Every piece is an opportunity to explore this "nostalgic craft" and make it present, relevant.

★ ALFRED TARAZI

15:00 - 15:45

The Lovers: a tale of two revolutions

The Lovers is an incisive exploration of the dynamics of Beirut in the 1970's through the projected lives of two of its urban legends: Miss Universe 1971 Georgina Rizk and the PLO's Ali Hassan Salameh. Using archival material coming from the vibrant print culture of the time, we will attempt to map out the trajectories of two revolutions happening in the same place at the same time. That city nor the world will never be the same again.

★ AOI HASEGAWA

16:00 - 16:45

An Epicenter of Italian Design and Interior Architecture

Milan is an epicenter of innovative Italian design and Interior architecture. The lecture showcases various creative projects in Milan and also interesting tendencies in the world.

TALKS JULY 06

★ FILIPA WUNDERLICH

18:00 - 18:45

Temporalities of nostalgia: 'heritage(s)' in urban everyday life and design

Cities are temporal hubs of activity and affect. Places are constellations of everyday life rhythms, which through movement, events, practices, and its memories, trace and represent meaningful pasts. These particular place-rhythms are performed and valued collectively, and as such, shape cultural and social identities of place. This presentation will focus on an alternative definition on urban place heritage(s), from the perspective of time and everyday life. It does that by focusing on how 'cultural identities of place' are shaped by rhythmic assemblages of festivals, events, social and community practices, and its memory. It argues that these temporalities form meaningful 'cultures of place' that are worth preserving, and that should be considered in the design process of places and cities overall.

★ LINA GHOTMEH

19:00 - 19:45

An Archeology of the Future

From the archeology of the city to the archeology of Nature, Lina Ghotmeh's lecture will transport us into a built ecological future imbued with memories. Every project is an invitation into a new sensitive realm; revealing a narration drawn into history, memory through a heightened sense of materiality.

PANELS JULY 06



PLATAU
ATHINA PAPADOPPOULOU
CARMEL GRADOLI
11:00 - 13:00

Cultural Heritage as Urban Catalyst **Views from Beirut | Nicosia | Valencia**

Under the joint themes of Beirut Design Week 2019 | Design and Nostalgia and Seoul Biennale 2019 | the Collective City, this workshop investigates the role of cultural heritage as a catalyst for the urban regeneration of historic districts and the creation of new collective realms.

Cultural Heritage makes a key contribution to the development of cities. It has often been the breeding milieu for creative uses, which in turn, bring new audiences into their neighborhoods, multiply their value and ultimately, increase the cultural and economic offer.

Untapped historic districts in cities around the globe have often been magnets for creative economies, due to their combined potentials of cheap rent, proximity to the center, and cultural heritage assets. However, in the context of South Mediterranean cities, many such areas are in a vulnerable position due to the lack of protection and policies that activate them in a proper manner. Yet in such heritage-sensitive contexts, creative entrepreneurship could provide the opportunity for positive preservation through adaptive reuse, community engagement, and neighborhood upgrading processes.

TOURS JULY 06



LILIANE BARAKAT
9:00 - 11:30

ZOKAK EL BLATT

Memory of Downtown Beirut

MEETING POINT
ZOKAK EL BLATT

WORKSHOPS JULY 06



SALIM AZZAM
11:00 - 14:00

Embroidery Workshop

ONGOING EXHIBITIONS

JULY 01-JULY 07



★ THOMAS OLLIVIER RE:BITH

A series of conceptual products depicting the era of a pre-internet technology. London-based art director tom le french has envisioned some of today's most famous technologies, as objects from the 1980s. In this project, he imagines the rebirth of some of our most favourite 80s inventions, branding them with the colour palettes and insignias of post-wifi tech giants.



★ GOETHE

AHMAD HAMAD
ALI ABUAWAD
ARCHAG TOGRAMAJIAN
THE ART OF BOO
DIMA AND PAMELA
HADIR DIMASSI
JANA ARIDI

JOSETTE NOUJAIM
LUCY MOMDJIAN
MARC FREIHA
MOHAMAD MCKOUK
NOUR AYOUB
SALAM SHOKOR
SARA DSOUKI



★ MILIA M FEMME EN COLÈRE

For the Beirut Design Week's theme of Nostalgia, Milia Maroun is collaborating with Paris based writer and artist Lamia Ziade using her iconic portrait of the celebrated singer Asmahan to illustrate her eponymous Kimabaya. Amal Al-Atrash, better known by her stage name Asmahan, was a Syrian born singer and artist who dominated the Levantine art scene throughout the 30's and 40's. When the notion of the voiceless Arab female prevails in the conventional collective memory, Asmahan's life story and controversial lifestyle up until her mysterious death makes her a symbol of the modern Arab woman transcending time and history.



★ MAOTIK FLASH MEMORY

The installation explores the evolution of visual arts by mixing different techniques together. By using a camera 3D and a projection, the system will use a time buffer to capture and record some images in a time lapse.



★ SOFIANE SI MERABET @ THECONFUSEDARAB



★ ALFRED TARAZI ANATOMY OF TWO REVOLUTIONS

Anatomy Of Two Revolutions is an ongoing research around the visual culture of the seventies in Beirut. It highlights the echoes between the revolutionary callings of the Left to calls for sexual liberation predominantly through the world of Arabic Popular Culture. Both of these worlds had Beirut as a base highlighting the crucial role the city played in the making and unmaking of the dire historical events that were to unfold in Lebanon and across the region.



★ GUILLAME/BEIRUT MAKERS

Waves of industrial revolutions and its technological progresses have pushed some designs into oblivion; with their associated social practices. The post-industrial wake triggering a return of crafts, empowered makers to reinvent disappeared designs through digital fabrication. Night of the Zombies (Beirut Makers highlight on Dead Designs)

Come and discover revived designs by Beirut Makers on their 9th exhibition.



★ ADRA KANDIL DEAR NOSTALGIA WHERE ARE YOU NOW?

The exhibition concept is traveling through time. Nostalgia is a thing of the past, but it impacts us in the now, however the now is an empty canvas waiting to be filled. The exhibition is a form of time travel across the different works, leading up to empty prints, clean slates, the now. Some of us are stuck in the past, and some of us are creating the present, the exhibition is a visual representation of that. The exhibition is 10 collage artworks suspended in an eclectic pattern at different heights, as the viewer walks through them step by step, they are walking through moments of the past, feeling intense nostalgia, and the artworks represent that, childhood, and adolescence to adulthood, once the 10 prints are suspended and the viewer walks through them they will reach an area of empty prints, as they are walking through the unwritten, the now, and it is up to them to fill that based on the past they experienced, building the present with nostalgia, towards the end of the walk, there will be a projector with a screen, with the title and most important question of the exhibition, "where are you now?"

★ NADA GHAZAL



Nada G Fine Jewelry's participation will include a bespoke installation at Starco, Downtown Beirut, which will showcase their limited edition 18k gold fine-jewelry pieces dedicated to this event. Nada G Fine Jewelry will also have a nostalgic themed cocktail on the 3rd of July at their headquarters in D-Beirut.

The 'Heritage & Heirlooms' limited-edition collection comprises of eight unique designs with only 30 pieces of each design being produced for this occasion.

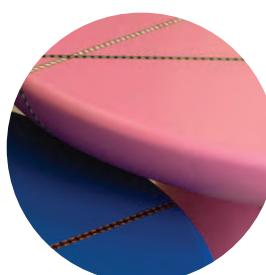


★ SARAH BAHBAH @ SARAHBAHBAH



★ MOSHTARI HILAL WHEN MY MOTHER ENTERED MY WORK

The figure of the mother remained an antagonist, embodying a life that the artist actively resisted, until she entered her work. Moshtari Hilal learned to reconcile with the otherness of her mother by looking at her like an artist looks at her muse. „When my mother entered my work“ explores the realization of Hilal that in a world of social constructs and neoliberal individualism, there was nothing more genuine than one's origin. Origin was however not equivalent to modern concepts such as the nationstate or geographical categories, but the person who raised and gave birth to the artist. In her work Hilal aims to create a visual language that is informed and shaped by the most subjective in her life - which became her hair, her nose and her mother.



★ NADA DEBS MARQUETRYMANIA

MarquetryMania explores the handcrafted technique of marquetry by applying a playful yet powerful interpretation to it. Bypassing the expected, the low tables are finished with soft edges. Applying linear forms onto rounded shapes breaks down the paradox and gives rise to a whole new interpretation of this traditional craft. The MarquetryMania low tables combine pink and blue with striking color combinations incorporated into bold stripes.



★ TAMARA HASSOUNA DREAMING MEMORY IN THE CITY OF BEIRUT

As a means of relating space to art and art to society, the exhibition represents a map of a Beirut dystopia regenerating post war romantic ideals in a sense of longing and belonging to common empty buildings, artworks, songs, dreams by giving a sense of a metaphor to the city. The map shows daily urban extensions of Beirut city's atmospheric environment targeting collective memory and public art.



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