

ELLEDECO



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BEIRUT DESIGN FAIR



Lebanon celebrates the birth of its Beirut Design Fair! From September 20th to 24th, this highly anticipated and very first edition will celebrate the vitality and effervescence of the Lebanese creative scene. Guided tour and the favourite picks of the editorial staff!

BY NASRI SAYEGH



Hala Moubarak MADE IN DESIGN

Interior architect and designer, artist, journalist and university professor, Hala Moubarak, co-founder of Beirut Design Fair alongside Guillaume Tasle d'Héliand, paints a passionate portrait of design that is Made in Lebanon. Encounter.

What do you think are the specifics that make Lebanese design unique? Lebanese designers are great storytellers. For the most part, they begin their studies in Beirut before pursuing further training between Europe and the United States, finally returning with new ideas that are anchored in their creations. There is an interesting mix of innovation, technology, and ancestral know-how that most seem to want to perpetuate. Lebanese design is eclectic, and especially free! Free in its thoughts, free in its actions. And each studio and / or designer has her/his product line that differs from that of others.

Does the label of "Lebanese Design" exist? "Lebanese Design" is more and more in vogue. And the label is beginning to firmly become established in Lebanon, but overseas as well. BDF aims not only to promote this label, but also to highlight that of design that is "Made In

Lebanon". This close relationship between designer and craftsman, designer and producer; it is essential today to talk about the importance of Lebanese know-how that is not found anywhere else!

What is its place in the world map of contemporary design? Lebanese creators are found all over the world. A few years ago, local galleries began exhibiting their designers in the fairs of Milan, Miami, Paris, London, New York and others... Between purity of form, attention to detail and a certain rage of wanting to succeed; the Lebanese have quickly been able to establish themselves. And besides, why not also place Beirut on this world map? May this city that has been rebuilt many times, full of love and stories, also be registered as a destination of "Design", and as a springboard for young creators. Setting up a fair like BDF allows our emerging talents to present their work, to meet foreign gallery owners, and to interact within a platform that wants above all to place Lebanon on the international design map.

A first edition all in beauty, what are you reserving for visitors? Both established and emerging designers will be presenting their works, this first edition is above all plural. Visitors will be able to discover a multitude of talents, and we have enormous potential in Lebanon that we must encourage. For this first edition, BDF reserves several surprises. A spatial stroll by Adrien Gardère, vintage design that blends with its contemporary counterpart, conferences, round tables... and, especially, a dose of good humour!

What, in your opinion, is the definition of perfect design – if it can indeed exist at all? Human beings are born creators and manufacturers! "We are born makers." The definition of perfect design is related to the first creations of the Neolithic; when Sapiens decided to create a spoon, bowl, hunting tools and other useful daily objects. Today, the word design takes on its full meaning when we relate it to the word "intention" I intent and project, need and functionality... It is not necessary for a design object to be aesthetically beautiful, but what is essential and primordial is above all the response it offers to a specific need. I do not think perfect design exists! The equation form + functionality + ergonomics + aesthetics + production is rarely obtained. What is there, however, is the conversation that is triggered by the

object, such as Starck's citrus press, or Ron Arad's lights. Defining design is almost impossible as this world is vast. Perfection?

And finally, who are your personal design masters? I can already tell you that I would have liked to be in the head of Michel Thonet when he created his Number 14. I am also a great admirer of the Bauhaus movement, the multidisciplinary aspect of the school and the philosophy that ensues. I also had the chance to have extraordinary teachers who trained me, and whom continue to inspire me. They too are masters of design who have marked my life! However, I really do admire so many different 'characters' – if I may – the artisan who works mother-of-pearl is impressive, the women of Akkar and their crochet flowers, the glass blowers of Sarafand and the colour of amber that is highlighted... Simply observing Beirut, its alleys and its dead-ends. Looking at a tree, smelling the coffee, and contemplating the sea. These are all my masters of design. Everyone is my inspiration every day!

Le Banquet

A grand tribute to Plato, "Le Banquet" is a table – by Rani Kik (Yew Distinct Wood) – carved in the wood of a Kauri tree that is more than 50 000 years old and imported from New Zealand! Exhibited for the first time at the Beirut Design Fair, this monumental table – 8m x 2.20m – will host and animate the Banquet area where guests can enjoy the best of Lebanese gastronomy, cooked up by chef Maroun Chedid who will concoct, during the Fair, a fascinating menu based on ingredients drawn between land and sea. Appetite of a philosopher!





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13 favourite picks

1. Studio A

This young studio with the first letter – that of the name of its creator, Ahmad Bazazo (born in 1991) – revisits the most beautiful chapters of Art Deco. Proof is this magnificent armchair – simply named: "The Armchair" – whose lines celebrate the most beautiful details of the golden era. Note: a collector's item!

www.studio-a-designs.com

2. Carlo + Mary-Lynn Massoud

Siblings united in the quest for the aesthetic Holy Grail, the Massouds propose – in their first collaboration – "Autopsy", an enigmatic series of tables and stools made of cast bronze. After having seduced the Armory Show of NY, this collection risks making Beirut shake to the core!

www.carwangallery.com

3. Carla Baz

"Form follows function," says the American architect Louis Sullivan; or is it the reverse; or both? The creations of this Lebanese designer seem to play with and twist the above equation. As close to material and for the love of knowhow, the designs of Carla Baz are born from aesthetic osmosis. Attention, immense beauty!

www.jmdesigngallery.com





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4. David/Nicolas

Forming a retro-chic-futuristic tandem, the two enfants terribles of the Lebanese scene – and beyond – boldly revisit the furnishings of yesteryear. Contemporary at will, their "Loulou" rocking chair is undoubtedly the best-selling favourite of the editorial team!

www.jmdesigngallery.com

5. Charles Kalpakian

Lebanese by birth, Armenian by origin, French by adoption, Kalpakian likes to define himself as a "mobile designer". A creator with plural influences, and a worthy descendant of Gio Ponti's fabulous woodworks, his "Six Degrees of Separation" – a series of furniture items that are inter-connectable will surely fascinate!

www.jmdesigngallery.com



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7. Deco-Aid

Minimalism and zenitude, the lines of the Deco-Aid Studio transcend fashion and time. Roula Geitani, who swears only by handmade crafts and local craftsmanship, creates her designs according to the principle of the repetition of motifs. In "Vibes", she sublimates maple wood, then encrusting it with strips of copper. At the contemporary of chic!
www.deco-aid.com

8. Georges Mohasseb

The Lebanese architect and designer – founder of his own Parisian company Wood& – draws inspiration from fauna and aesthetic flora. "Galet", his bench in walnut and statuary marble puts design, poetry and emotion of matter into gorgeous dialogue. Organic design!
www.carwangallery.com



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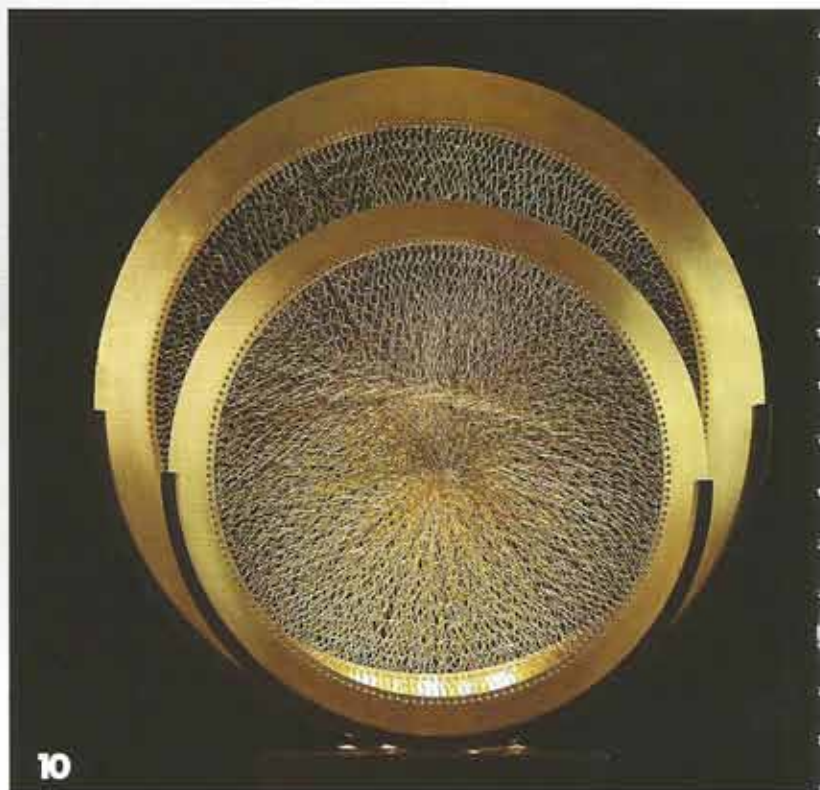
6. Paul Matter & Kallol Datta

Another collection that is likely to wreak havoc on the fair, the one resulting from the collaboration between the young (2016) Studio Paul Matter of New Delhi and the brand Kallol Datta. "Overlay and Underlay", a luminous – handmade – exploration that places light design at the same calibre of sculpture.
www.paulmatter.com



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9. Charbel Jreijiri

Purified, the creations of Charbel Jreijiri express the unbearable lightness of the aesthetic being. "Leicht" – light in German – his latest collection of DIY lamps is graceful, ergo-economical and above all ecological. The responsible and committed design of a designer to follow very closely!

www.charbeljreijiri.com

10. Marie Munier

Being one of the deans of the Lebanese scene, artist-painter-jeweller Marie Munier emerged in the 1970's, and has never ceased to delight the artistic side of the Lebanese capital.

Extravagances and splendour of forms, she transmits today – through beautiful alchemy – with her jewels of timeless furniture. Sublime!

www.mariemunier.com



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11. Hawini

Another thrill of this edition comes with the various chairs by Lebanese design collective Hawini – a young structure created by Nisrine Nasr, Wissam Mubarak and Haytham Hreiz; inspired trio that has already exhibited its talent at Dubai's Design Days in 2015. Oak wood, steel, black python leather or calfskin, elegance on demand!

www.hawini.xyz

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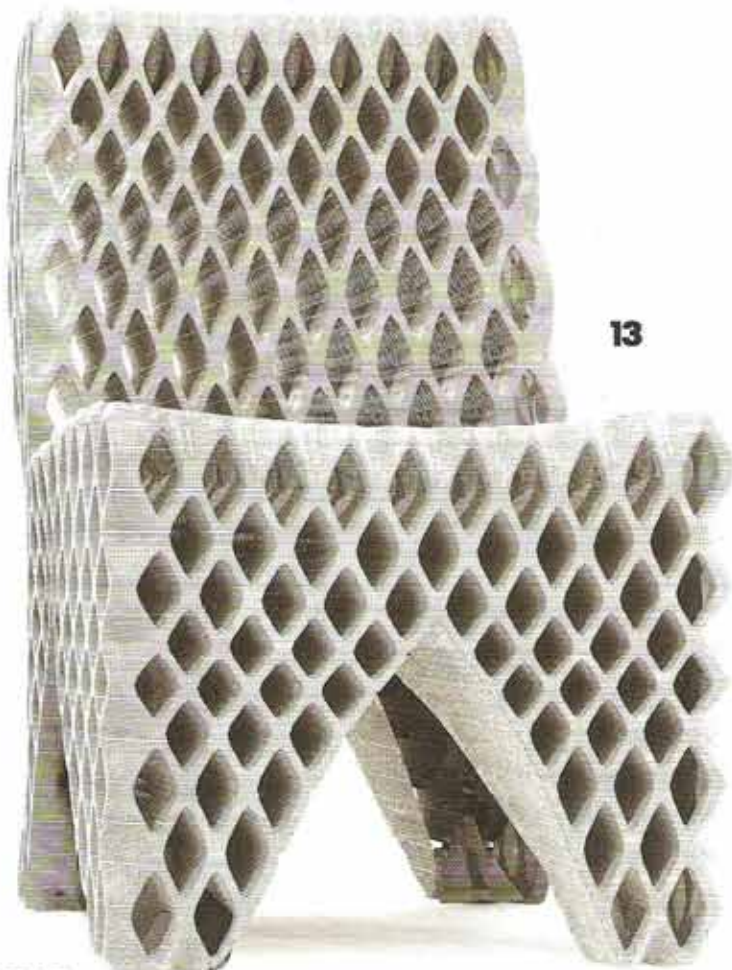
12. Nelsy Massoud & Leila Sbaiti

392rmeil393 Gallery explores the multiples of the Earth. Fabrics, metals, resin, mud... Leila Sbaiti and Nelsy Massoud test the possibilities of matter in an exhibition where moulding and kneading give birth to a plethora of lamps and stools. Empiricism applied to the decorative arts!
www.392rmeil393.com

13. Guillaume Credo

Falling under the charms of the cedar over 18 years ago, the French designer has never ceased to enthuse the public with his ingenuity. For the inaugural edition of the BDF, he will produce, using his 3D printer, a series of 4 chairs that will be auctioned on the last day of the fair. Looking forward!
www.ghouyoum.com

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REVIVAL OF THE ARTS

Beirut, Paris, Dubai, and Brussels, the coming year is studious, playful and more than ever creative.

With curiosity pegged to our imaginary, here's an overview of the must-sees of this autumn!

BY NASRI SAYEGH



Beirut Beirut Art Fair

Argentina, Belgium, Chile, France, Italy, Morocco, Palestine, Qatar, Saudi Arabia, the United Kingdom, and Switzerland... The flags of contemporary artistic creations are preparing to fly high in the Lebanese capital during the 8th edition of The Beirut Art Fair. More than an umpteenth art fair, this rendezvous, which has become one of the most important venues for the discovery of new talents, will feature, among other festivities, "Ourouba, The Eye of Lebanon", an exhibition by Rose Issa (Lebanese-Iranian commissioner) to unravel the ties of our Arab qualities. Orient yourselves from 21st to 24th September at BIEL! www.beirut-art-fair.com

Beirut Design Fair

Lebanon celebrates the birth of its Beirut Design Fair! From the 20th to the 24th of September, the first edition will highlight the vitality and effervescence of the Lebanese creative scene. Concomitant of the Beirut Art Fair – its mother fair – BDF aims to showcase the best designers from Lebanon and beyond. At the heart of the fair, a "Banquet" will set the tone to the festivities around a monumental table carved in a wood that is over 50 000 years old... Beauty does not age! www.beirut-design-fair.com