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Beirut Design Fair to be designed by GM Architects

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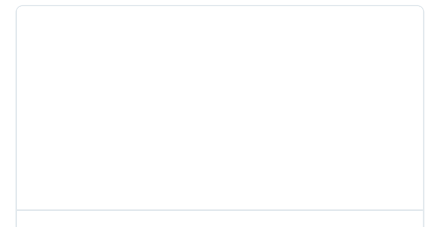


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Lebanese architecture and interior design firm GM Architects has been commissioned to design the scenography for the second edition of Beirut Design Fair.

GM Architects will design the 4,000-sq m interior exhibition space that will welcome thousands of visitors from September 20-23, 2018 to Lebanon's capital.

Creatives and designers from the region and around the globe will exhibit their own creations and designs.

GM Architects, founded and led by Galal Mahmoud, specialises in luxury design and has worked with the biggest names of luxury hospitality; including Accor, Rotana, Starwood, Jumeirah and Rezidor.

Beirut Design Fair aims to bring together emerging and established designers with industry leaders and the public, highlighting the creative power of the Lebanese capital.

GM Architects' design pays tribute to Beirut's past and its future, in the context of its current cultural and creative boom. It recalls the Beirut of a pre-civil war era, referencing the Golden Age of the

1960s, and declares a new renaissance for the city as a global hotspot for rising talent and culture.

Inspired by the “organised chaos” that defines the urban growth of Beirut, the scheme mixes its changing colours, proportions and styles.

The architects’ goal was to reflect this hotbed of creativity and design innovation in the interiors of Beirut Design Fair. Galal Mahmoud explained it as “the layered evolution of Beirut’s urban fabric as it continuously evolves from order to disorder, and vice versa. The space will be organised like a city, where one tends to get lost in its play of narrow and wide streets, punctuated by high landmarks that give a sense of direction.”

This effect will be materialised, the architect explained, through the use of shifting walls, which serve to give a direction to visitors and guide them through the exhibition – while being used as partition walls for various stands. The colours that were chosen are a direct reference to Beirut’s golden age.

Beirut Design Fair aims to gather designers, editors, brands, distributors – and to connect them with collectors, contractors, sponsors and investors present in Beirut.

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