

# This year's Beirut Design Fair scenography to be designed by GM Architects

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## An emergence of Beirut's cultural and creative energy

GM Architects is pleased to announce a collaboration with Beirut Design Fair, Seaside Arena September 20 – 23, in the design of its interior exhibition space. An impressive 4,000m2 space, that will welcome thousands of visitors and where creatives and designers from the region and around the globe will exhibit their own creations and designs.

GM Architects is a Lebanese architecture and interior design firm founded and led by Galal Mahmoud. Specialized in luxury design and often working with the biggest names of luxury hospitality; GM Architects is the only architecture and design company in the Middle East to work regularly with Accor, Rotana, Starwood, Jumeirah and Rezidor.

Beirut Design Fair is being held for the second time in its history, as an important hub for multi-cultural design and innovation in the region. Bringing together emerging and established designers with industry leaders and the public, highlighting the creative power of the Lebanese capital.

In order to further shed light upon this emergence of a cultural and creative boom happening in Beirut, GM Architects has decided to pay tribute to the city, its past and its future. Recalling a pre-civil war, 1960 Golden Age, and declaring a new renaissance for the Lebanese capital as a global hotspot for rising talent and culture.

GM Architects is inspired by the "organized chaos" that so clearly defines the organic urban growth of Beirut, mixing its changing colors, proportions and styles; the architects' goals was to create the interiors of Beirut Design Fair such

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Takeda Global Headquarters in Nihonbashi, Tokyo, Japan. In the 1st floor entrance space, a large circular stone filled with flowing water and light symbolizes "the source of life", and wooden

as they reflect this influx of creativity and fertile ground for innovation in design.

Galal Mahmoud explains his inspiration and main theme for the exhibition space 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 all while having punctual high landmarks that gives a sense of direction."*

Such effect will be will be materialized, the architect explains, through the use of shifting walls, that serve to give a direction to the visitor and guide them through the exhibition- all while being used as partition walls for the various stands. The colors that were chosen are a direct reference to Beirut's golden age, a reminder of past times marked by bright optimism for the future *"as we try to get back on that right track that we were once on half a century ago"* Galal Mahmoud explains.

Also based in Beirut, [GM Architects](#), makes part of this very fabric of the city's design and creative emergence and promising influential future in the region and internationally.

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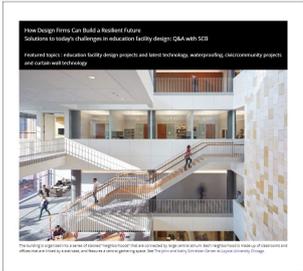
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artwork made of three-dimensional kanji motifs for "water" and "light" lines the walls.

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