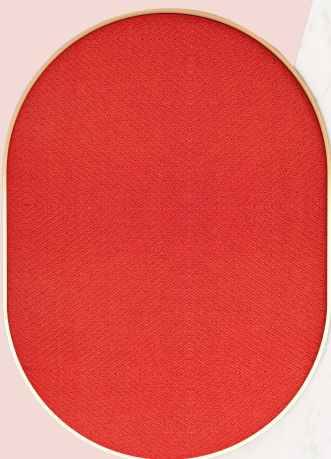
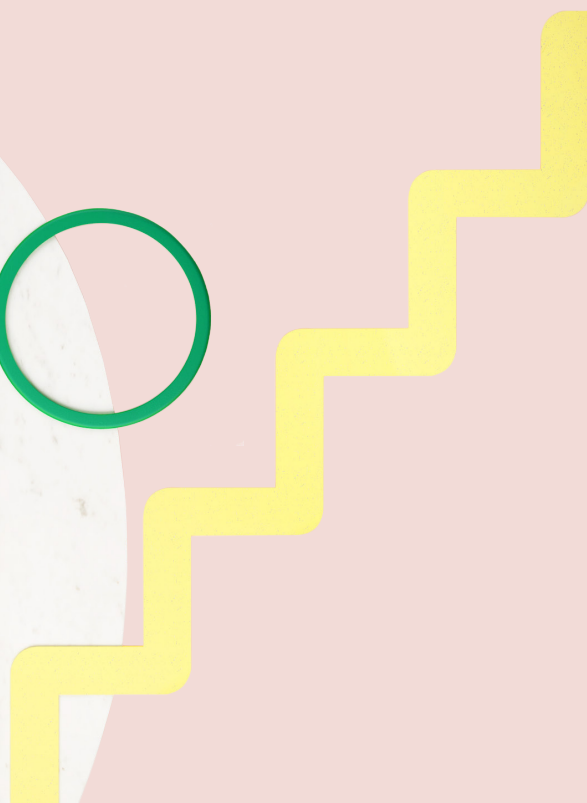


PRESS KIT
July 2018

2nd EDITION



SEASIDE ARENA

BEIRUT DESIGN FAIR

20/23 SEPTEMBER 2018

Founding Partner 
Creditbank SAL

SUMMARY

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BEIRUT DESIGN FAIR: THE SECOND EDITION!

Beirut set to become Design's regional hub

Beirut Design Fair announced in a press conference the holding of its second edition at the Seaside Arena (formerly BIEL) during September 20-23, 2018. A VIP opening ceremony is set for September 19th.

The event builds on the remarkable success of its first edition in 2017 which witnessed almost 17,000 visitors, a number expected to exceed 20,000 this year.

Hala Moubarak, Co-founder and Creative & Design Director, said: “**Beirut Design Fair's** first edition, in 2017, was of a Lebanese character, but the strategic objective is to also exhibit works from galleries and designers from all over the world, with both local and international designs emanating from creative unique pieces of products and furniture.

Beirut Design Fair's core belief is that the Lebanese design scene is deeply rooted, pluralistic, dynamic, connected to the contemporary world, and in permanent reinvention. Our first edition featured the works of 47 exhibitors, galleries, design studios, and emerging designers, of which more than 40 sold either some of their pieces on display, or transacted multiple sales on all their pieces. To this day, there are exhibitors who are still producing units as a result of their participation in **Beirut Design Fair's** first edition. Our second edition will show how we're moving gradually, yet at a fast pace, to welcome foreign talent. The 60 exhibitors and 150 designers of our 2018 edition will have European galleries represented.

For this year, the scenography and museography effects, which are part of the fair's DNA, are made by the worldwide reputed architect Galal Mahmoud, a true **Beirut Design Fair** enthusiast and ally.”

Hala Moubarak went on to say, “In addition to providing “SpotOn!” opportunities for young talents, Beirut Design Fair activates the relationship between design and manufacture, thus promoting a microeconomic ecosystem of its own with spillover into the country's macro economy, let alone ramifying positively into the social sphere.”

As for **Guillaume Taslé d'Héliand, Founder and Fair Director**, he stated: “When we embarked on **Beirut Design Fair**, we did it out of our strong conviction that Beirut was in the process of imposing itself as the platform, indeed the hub, of Design in the Levant and the Middle East by virtue of the community of Lebanese architects and decorators being all there, and presenting the fair with both a leverage and a support.

Beirut is a major Design pole of the Mediterranean basin, a bridge between East and West; its history and its geographical location account for the creativity, curiosity, culture, and the discerning flair of the Lebanese.

Moreover, the first edition of **Beirut Design Fair** revealed Beirut's position as the marketplace for Design in the Middle East, with the city not just being the regional meeting point of demand and supply in Design, but far ahead of all the other countries in the region in that sphere.

Accordingly, Beirut Design Fair imposed itself on the scene as satisfying a need, and demonstrated that in spite of all the prior perceptions, the purchasing power was there.

Furthermore, **Beirut Design Fair** set its offering on Selection and Quality, with those two pillars being the conditions *sine qua non* for ensuring a sustainable prominence in matters of Design for Beirut. It's a costly positioning for the fair, as a lot of applications to entry to the 2018 edition were not accepted by the Selection Committee, but it's the only way to occupy the first place in the region, and rise to the next level year after year.

And beyond the indispensable Quality consideration, some other ingredients influence the degree of success of an event, and the affluence it induces. Among these, **Beirut Design Fair** carefully cultivates the sense of the heartfelt emotion, the memorable experience, and the human encounter. Visitors are participants. We want to give participants a « ! » moment, the "WOW" effect that is, induced by spectacular and surprise elements generated by content, scenography and museography

With its dual focus to put Lebanese designers forward and showcase works from internationally renowned exhibitors, **Beirut Design Fair** thus enables the necessary networking between the two, as well as asserts Beirut's position on the international scene of Design."

ABOUT BEIRUT DESIGN FAIR...

Beirut Design Fair (BDF) is organized by co-founders **Guillaume Taslé d'Héliand** and **Hala Moubarak**, with the support of its founding partner, **Creditbank**.

In April 2018, **Beirut Design Fair** opened doors for 6 Lebanese designers to be selected for the prestigious “Rising Talent Awards” bestowed by “**MAISON&OBJET**”, the professional trade fair in Paris dedicated to lifestyle, decoration and design, an opportunity that will allow them to present their latest creations and represent Lebanon during the international “**MAISON&OBJET**” Salon, taking place in Paris from September 7th till 11th, 2018.

Beirut Design Fair carefully structures its **Selection Committee** to reflect its positioning and vision, with quality, creativity, diversity, innovation and ancestral know-how being the key selection criteria set. Further, the role of the **Selection Committee** is to allow **BDF** to feature a balance between national and international exhibitors, and between established and emerging designers, whether Lebanese or European. This interaction is essential to maintain **BDF**'s primary objective of Beirut becoming the design showcase of the Levant and the Middle East, and the Mediterranean Basin by extension, as well as the hotbed of design-manufacture collaborations beyond frontiers.

BDF's Selection Committee for 2018 comprises **Aline Asmar d'Amman**, **Lina Ghotmeh**, **Karim Chaya**, **Marc Baroud** and **Mathias Ohrel**, who all embrace Beirut and its particular openness to the world closely, and are renowned interior architects, architects, designers, creative minds, and unique talent hunters in their own right. The **Selection Committee** participates closely in the elaboration of the fair, the vetting of exhibitors, and the decisions on the recipients of the **three Design Awards of BDF's 2018 edition**.

Furthermore, Lebanese architect and renowned interior designer **Aline Asmar d'Amman** was designated as the **Ambassador of Beirut Design Fair**, as her exuberant energy, generosity, enthusiasm, and distinguished expertise combined to make of her the perfect advocate for **Beirut Design Fair** and its international calling.

Beirut Design Fair is in partnership with **Beirut Art Fair** (same place, same dates), which holds its ninth edition and awaits more than 30,000 visitors this year.

For more information, please visit: www.beirut-design-fair.com

BEIRUT DESIGN FAIR – FIRST EDITION (2017)

Facts & perspectives

First event of its kind in the Lebanese capital, **Beirut Design Fair (BDF)** offers an exceptional and innovative program that confirms Beirut's role as one of today's most vibrant centers of contemporary creation.

BDF is principally dedicated to collectible and limited edition contemporary or vintage furniture and Design objects. The event includes a non-commercial program consisting of conferences and round-tables, workshops, installations, and live performances.

The fair's first edition in 2017 presented pieces by 47 Lebanese exhibitors and gathered 16,700 visitors, just next to **Beirut Art Fair**, another highly successful event (27,000 visitors).

The presence of the best Lebanese galleries and designers, as well as the presentation of new talents and innovative projects, were hailed by the media and did immediately establish **BDF** as a high-level platform, the reference of design rendezvous in the Middle East. Importantly, **BDF** revealed the presence of a marketplace in Beirut. Despite an acknowledged number of collectors, designers, architects and interior designers operating in the Middle East, especially in Lebanon, there was no fair focusing on the creation of high-end contemporary collectible design, with most events focusing on historic and vintage design, or on unlimited design editions.

The success of **BDF's** first edition in 2017 was the first building block towards materializing the vision about the fair, that of becoming the **Design showcase of the Mediterranean**, where all collaborations are made possible beyond frontiers, and of allowing the fair to find a **balance between national and international exhibitors**, between established and emerging or independent designers, whether European or Lebanese.

Case in point is that **BDF's** second edition in 2018 will show that Beirut is making sure steps towards positioning Lebanon in its rightful place as the Design Platform of the Middle East!

THE FOUNDERS

Who's who

An intuition in 2016 gave birth to **Beirut Design Fair**: The Levant lacked an international Design platform that expressed the creativity of this region and its insatiable curiosity for beauty and comfort. The facts and figures quickly confirmed the real existence of a marketplace which imposed itself as the largest in the region, and the natural gateway between the Mediterranean and the entire Middle East.

But it was when **Hala Moubarak** and **Guillaume Taslé d'Héliand** met that this realization which they shared translated into a vision nourished by ample aspirations and burning ambitions.

The return to the roots of Design, the strength of emotion, the encounters, the collaborations, the set-staging, the selection, and the beating heart are in the DNA of this event that promotes happy exchanges. And that's precisely the « ! » effect one feels when visiting Beirut Design Fair.



Photo credit: Elie Bekhazi

GUILLAUME TASLÉ D'HÉLIAND

Co-Founder, Director

He worked for over 10 years as a journalist for the largest daily newspapers in France, then for several years in the Reed Elsevier Group, the world's leading trade show organizer, before developing his own press group.

He got over the years interested in the field of Design that quickly became a passion. He decided then to use his experience and create in 2017 the first Design Fair in Lebanon with Hala Moubarak.



Photo credit: Elie Bekhazi

HALA MOUBARAK

Co-Founder, Creative & Design Director

After several years working as an interior architect in the GCC, Hala returned to Lebanon to resume her career and also joined USEK as lecturer in art and design. She contributed to DECO Magazine, a leading Lebanese publication.

Her passion for design and creation led her to meet Guillaume Taslé d'Héliand and set up the first Design Fair in Lebanon, held for the first time in September 2017.

Her work with craftsmen and designers gives particular importance to the design process and communicates often about Beirut: the city she carries in her heart.

SELECTION COMMITTEE

Quality first!

Remaining true to the promises of its first edition, **Beirut Design Fair** continues to take the utmost care in the structure of its **Selection Committee** to reflect its positioning and vision.

Beirut Design Fair's founders and the **Selection Committee** have worked alongside, developing and fostering a selection based on quality, creativity, diversity, innovation and ancestral know-how. The Lebanese design scene is deeply rooted, pluralistic, dynamic, connected to the contemporary world, and in perpetual reinvention.

Seeking quality first and foremost, the role of the **Selection Committee** is to allow the fair to find a balance between national and international exhibitors, between established and emerging or independent designers, whether European or Lebanese. This interaction is essential to maintain the primary orientation of **Beirut Design Fair**: To become the design showcase of the Mediterranean, where all collaborations are made possible beyond frontiers.

Aline Asmar d'Amman, Lina Ghotmeh, Karim Chaya, Marc Baroud and **Mathias Ohrel** embrace a close relationship to Beirut, this ever-evolving city with a particular openness to the contemporary world. Interior architects, architects, designers, creative minds, and unique talent hunters, they all hold mankind in the core of their endeavours. They will participate closely to the elaboration of the fair, the selection of exhibitors, and the grant of the **three Beirut Design Awards of the 2018 edition**.

Furthermore, Lebanese architect and renowned interior designer **Aline Asmar d'Amman** was chosen as the **Ambassador of Beirut Design Fair**. Her exuberant energy, generosity, enthusiasm, and singular expertise are the perfect combination to become the advocate for **Beirut Design Fair**, an event with an international calling.



ALINE ASMAR D'AMMAN

Architect, Culture in Architecture

Born in Beirut in the context of war and adversity, Aline Asmar d'Amman built a shield made of words, literature and artistic references, an armor against external chaos. Void and demolition forged her aesthetic for theatrical settings and cathedrals of light; she naturally turned to architecture in a country of rebirth and reconstruction.

In 2011, Aline founded Culture in Architecture in Beirut and Paris, with the deep belief in the power of beauty to elevate the soul. Seeking spaces with intense resonance, Culture in Architecture cultivates narrative statements born from tense dialogues between the raw and the precious, with specific attention to the use of primary stones and handcrafted materials. Uniting heritage and innovation, Aline garners constant inspiration from all forms of creative expression from art to fashion, bridging cultures and their know how with forward thinking re-interpreting the past to the future.

Aline is currently developing prestigious projects across the globe in the fields of private residential, hospitality, scenography and furniture design.

After firmly establishing herself in the design world by leading the renovation of the Hôtel de Crillon in Paris, the decoration of some of the palaces' exceptional areas and a collaboration with design icon Karl Lagerfeld, Aline will soon be unveiling exciting projects in 2018, with her same mix of attention to architectural details and bold storytelling.



LINA GHOTMEH

**Lina Ghotmeh –
Architecture, Paris**

Lina Ghotmeh is an award-winning Architect. She is the founder of Paris based international and multidisciplinary practice Lina Ghotmeh — Architecture.

Working across scales and geographies, Lina draws her international reputation from her persona and a series of cutting edge yet extremely sensitive designs: The Estonian National Museum, the major cultural heart for Estonia delivered in 2016, winner of the Grand Prix Afex and nominee for the Mies Van Der Rohe Prize; The newly refurbished restaurant “Les Grands Verres” - a complete work of arts set in the premises of the Palais de Tokyo – winner of the best restaurant design 2017; “Wonderlab” exhibition for French National Treasures recently delivered in Japan and voted as “The Best Exhibition” in Tokyo.

Acclaimed by the international press as one of the “10 most visionary architects for the new decade”, she is spoken of as the “archeologue of the future” with her interventions emerging from nature as traces soliciting our memories and senses. Her current practice’s works include “Réalimenter Masséna” an innovative 14-storey wooden tower ongoing in Paris - winner of the call of innovative projects by the city of Paris, and ‘Stone Garden’ tower emerging as a sculpted mass in her birthcity Beirut.

Among her gained awards, Lina was prized the French Ministry of Culture’s AJAP Award, the European 40 under 40 Award and the Prix Dejean by the French Academy of Architecture in 2016.



MARC BAROUD

**SPE conseil développement
édition – Paris**

**Marc Baroud Design
Studio – Beirut**

Marc Baroud is a designer, with work spanning over various fields. His enthusiasm for new ventures led him to experiment his approach in projects that are seemingly unrelated to design. In his method, the process is designed first, thus turning it into a stand-alone outcome as this process takes a form of its own.

In 2012, he founded the Design Department at Académie Libanaise des Beaux-Arts which he directed from 2012 to 2017. He used his same design approach to shift the vision of design education, with new curricula envisioning design as a broader discipline than how it is generally perceived; one limited to creating aesthetics.

Based between Paris and Beirut, his projects include commercial architecture, interior design, furniture, services and brand development.

As a product designer, he works on « a large scope of industrial, artisanal and experimental projects », working with start-ups as well as big corporations.

Marc collectible works have been shown in Beirut, Milan, Dubai, Paris, London, Design/Miami and Design/Miami Basel.



KARIM
CHAYA

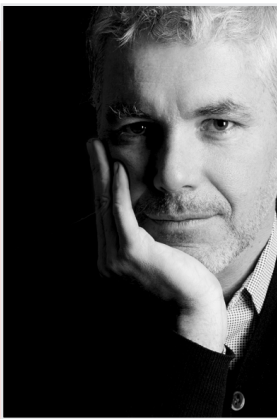
ACID & Spockdesign

After graduating in Industrial Design from the Rhode Island School of Design, Beirut born Karim Chaya co-founded Abillama Chaya Industrial Design in 1997. ACID, which specializes in design, manufacturing and installation of architectural detailing, currently employs 170 craftsmen, architects, and administrators, and handles projects across the globe.

In addition, ACID has now opened a branch in the USA, based in New York.

In 2001, Karim started spockdesign, a company devoted to furniture and product design. He also actively contributes to Blatt Chaya, a family owned, traditional, colored-cement tile producer that was originally founded in 1881. He has been invited to showcase in many exhibitions locally and internationally, where his furniture, accessories as well as his installations have been presented.

His work has been published in the local and international press including L'Officiel Design, Monocle, Interior Design, Interni and The Daily Star.



**MATHIAS
OHREL**
m-O Conseil

When Kenzo Takada left his eponymous label, nearly 20 years ago, Mathias Ohrel was in the house and created an avatar for the most Parisian of Japanese designers: kOzen ([kaos]&[zen]). It was a cultural label designed to edit the brand's communication projects, art sponsorships, events, books, special projects and the awarded magazine www.kOzen.com, gathering an important community around its content.

Mathias later became a journalist and editor (Les Inrockuptibles, Vogue, Magazine, Jalouse, Mixt(e), Rezo, Elle, Radio Nova, L'Officiel, Beaux Arts Magazine, DS and many others), along with managing his own consultancy in strategy and communication for the likes of Dior, Hermès, Puiforcat, Colette, the Cartier Foundation for Contemporary Art, Galeries Lafayette, Paris Première, Canal +. Mathias launched m-O Conseil in 2009, giving the creative industry

(fashion, luxury, design, architecture, culture, entertainment, media) the breath of fresh air it needs in recruitment. Mathias helps brands and organizations install their vision and their voice. And he recruits for them the key personalities, capable of seeing and saying their future. m-O team constructs alchemies.

Mathias was the head editor for the special issues of Beaux Arts Magazine, "La Société de la Fashion" and "Vies modes d'emploi." He directed the Men Under Construction book, published by Editions du Regard jointly with Première Vision, and he writes Rencontres, published by Magazine.

THE SET UP !

Galal Mahmoud - GM Architects

VIBRANT BEIRUT – BEIRUT'S DESIGN WAS, IS, AND WILL BE

Beirut's golden years were its seasons of summer when it had its time in the proverbial sun and had the chance to cement itself as a cultural and artistic hub on the world stage.

But where the older generation veered off course, the newer one will succeed, for its golden age was not its best phase but a precursor to it that showed what Beirut and Lebanon could be and will be again.

This new wave of emerging artists and designers take this organized chaos of a city into greater heights than it has ever seen prior, building it with the intentions of the past, the knowledge of our present, and the ambitions of the future, as it earns its status as the center of artistic innovation and design.

The architecture was created with a continuous wall that shifts, turns, changes heights, and builds this organized chaos of a city in the middle of our space to convey the idea that Beirut is in the center of the art scene where different ideas from all over the world are mixed together, where artists and designers with different backgrounds will use this city as a bridge to connect them all together and a platform for world recognition.

With a simple circulation so that the visitors will feel like they are discovering the soul of the city through its art, the whole exhibit will be itself an artistic project representing the timeless city that was molded by endless cultures, civilizations and artistic minds, and is still being built by our current creators as it heads to a future that will be discussed and debated by the people sitting on the café tables and pool lounges around and inside it, which will also serve the purpose of igniting conversations between different people of different backgrounds.

The colors that were chosen are a reference to Beirut's golden age and season as we try to get back on that right track that we were once on half a century ago, with the entire exhibit being launched by a large wall holding a composition of multiple landmarks and Lebanese artifacts that date back to that lost time.



GALAL MAHMOUD

President - GM Architects

Lebanese architect Galal Mahmoud graduated in 1986 from l'Ecole d'Architecture in Versailles, and in 1987 made his first steps in the world of professional architecture, in the capital that blends character with style, and classical art with contemporary influence, Paris.

Due to his diversified background, Galal Mahmoud naturally adopts a multicultural approach in all of his undertakings. His ability to seize the spirit of a place, and to capture the diversity of its influences, allows him to cast a global and authentically contextual vision on each project.

Contextual immersion lies at the heart of GM Architects' way of thinking.

Galal Mahmoud immerses himself in the geographical, historical and cultural environment of each project. He makes these contextual components his own, reworking them in a way that is relevant to, and easily comprehensible by contemporary society, but also respectful of the identity and culture of the location in question.

2018 EXHIBITORS

Emotions and surprises will be at the rendez-vous...

More than 50 exhibitors have chosen to participate in Beirut Design Fair 2018, up 10% from the first edition. Three particularly notable facts characterize this next edition. First, several foreign galleries, very famous, join us and exhibit in Beirut. Secondly, the level of selection has increased significantly, leading the Selection Committee and the organization to reject nearly twenty nominations. And finally, « museo-scenography » has become an inclusive part of the show and sees itself as a moving création that tells its own story.

1% ARCHITECTURE

ALBA - DESIGN SECTION

ALBI

ANASTASIA NYSTEN

ANTOINE SHAPIRA

**ART MATRIX S.A.L. / MARK
HACHEM GALLERY**

BALSAM MADI

BEIRUT DESIGNS (DAR ONBOZ)

BOISSELIERS DU RIF

BORGI / BASTERMANGI

CEDAR ENVIRONMENTAL

CHLOE CHALHOUB

CHRYSTYNA SALAM

DAMJ DESIGN + CRAFT

DES CHOUX & DES IDÉES

DIMORE GALLERY

FADI SARIEDDINE STUDIO

GALERIE PIERRE GHATTAS

GALERIE XXÈME SIÈCLE

GEORGE GEARA

GEORGES AMATOURY STUDIO

GINETTE X USM

HHD HENRY DAKAK JR.

INOUT / BRAZILIAN DESIGNERS

IWAN MAK TABI X CC TAPIS

JOY MARDINI DESIGN GALLERY

JOYCE SAMAHA

KARIM NADER STUDIO

KARINA SUKAR GALLERY

MARIE MUNIER

MARTA SALA EDITIONS

MAWSAM DESIGN

NADA ZEINEH - NOUZEIN

NEVINE BOUEZ

OMAR W. NAKKASH

OPUS MAGNUM GALLERY

RETRIEVING BEIRUT

SACCAL DESIGN HOUSE

SAHAR BIZRI DESIGN

STARCH FOUNDATION

STUDIO-A (AHMAD BAZZAZO)

T SAKHI - TESSA & TARA SAKHI

TAREK EL KASSOUF

THE GOOD THYMES

UNILUX X IGUZZINI

VIVIAN VAN BLERK

WABU

WHITE WALLS GALLERY

WOOD & (GEORGES MOHASSEB)

**YAD (CONTEMPORARY LEBANESE
CRAFTS / UNIDO)**

Updated 2018-07-30

2017 AWARDS

And the winners were...

The Beirut Design Awards were created in three categories in the context of the first edition of **Beirut Design Fair**, and conferred by the 2017 **Selection Committee** - **India Mahdavi, Aline Asmar d'Amman, Marc Baroud, Mathias Ohrel** and **Marianne Brabant**, united on the occasion of the Beirut Design Fair - who voted unanimously.

Those Awards are a symbol of the effervescent energy of the design community. **The Talent Award**, for the designer with the most remarkable artistic journey; **The Object Award**, which rewards the most unique and innovative creation, and **The Initiative Award**, which seeks to honor an entrepreneurial approach representative of the creative spirit of Beirut and the surrounding region.

ANASTASIA NYSTEN

Talent Award

Born in Canada to a Lebanese mother and a Finnish father, Anastasia Nysten grew up between Finland, France and Lebanon.

She studied under Karen Chekerdjian in Beirut and Michael Anastassiades in London and received her degree from ALBA (the Lebanese Academy of Fine Arts). Having returned to Lebanon two years ago, Anastasia is representative of a new and cosmopolitan generation of Lebanese designers without borders, one which is contributing to the creative effervescence of Lebanon and symbolizes a young generation rising around the world.

Anastasia Nysten's armchair Troll, presented for the first time at Beirut Design Fair, is highly representative of her work, and it quickly attracted the attention of the jury.

In its generosity, its comfort and its formal touch at once chaotic and structured, Troll incarnates an oriental approach far from orientalist archetypes. Ottoman, seat, armchair, Troll recalls traditional yet contemporary uses and scenarios, and reinvents the spirit of the oriental seat in its sensual aesthetic, tamed by the singularity of its lines and its masterful mix of materials.

STOUFF

Object Award

Stouff particularly attracted the attention of the jury in its contemporary interpretation of the Lebanese stove – the centerpiece of the Lebanese household, and warm and welcoming symbol of a convivial art de vivre. In Stouff, MAD Architecture&Design offers a new interpretation of a traditional object and optimizes its use of energy. The intelligence of the work's tight and aggressive form prevents danger and regenerates the spirit of a formerly obsolete object, reinvigorating its sense of companionable sharing at the heart of the home.

For Anthony Daher and Marie-Lyne Samaha-Daher, Stouff is an object which carries the weight of cultural heritage, a symbol of a singular art de vivre which, through innovation and optimization of its design, is bound to transcend boundaries.

RENDER DESIGN RESIDENCY

Initiative Award

The committee wished to honor this project, which unites art and design, and is the result of the collaboration of two women united in creative and entrepreneurial spirit. Joy Mardini, creator of Joy Mardini Design Gallery, and Amar A. Zahr, founder of Beirut Art Residency, together launched a design residency program. Each year, two international designers are invited to work in Lebanon with the goal of creating a work inspired by Lebanese artisanship. This year, participants Francesco Pace and AnneClaire Hostequin created exceptional works inspired by Lebanese culture and savoir-faire. Beyond its relevance, Render Design Residency is the story of a meeting between art and design, one which validates artisanal savoir-faire and pushes its community toward innovation.

The Awards are maintained and will be revealed by the 2018 Selection Committee on the day of the public opening on September 20th.

A+ AWARD

Reveal the creators of tomorrow



Gathering everyone is one of **Beirut Design Fair's** virtues : Gallerists, designers, professionals, emerging talents... In addition to students in design, those who will be the creators of tomorrow.

The **Beirut Design Fair** team not only prepares this annual rendezvous in September, but also engages itself in several different projects throughout the year.

In its second edition, **Beirut Design Fair** launches its first contest dedicated to students, under the «**A+ Award**» label, by designating a subject that links history to the responsibility of each creator to preserve it.

In that context, «**Know Your Roots! Start Mining Your Nostalgic Memories**» was launched a few months ago in Lebanese universities. We chose seven projects thanks to a jury made up of professionals involved in education: **Nadine Touma**, **Giulio Vinaccia** and **Jean-Marc Rif**. These projects will be exhibited during Beirut Design Fair in September, and the jury will select only one winner from them.

That young talent will have the chance to work with the **Beirut Design Fair** team to present a real object, produced by our partner **WxHxD**, in 2019.

We recognize the importance of succession, so this initiative will not stop there. Education is a factual intervention platform! We will propose a new theme each year, and we will subsequently distinguish a student for thinking, innovating, and creating future lifestyles.

CREDITBANK

Design transcends class and creed



The second edition of Beirut Design Fair is upon us. Showcasing groundbreaking new contemporary designs and awe inspiring vintage and ageless icons, it promises to be remembered as one of the most talked about fairs this year.

Design transcends class and creed. The elite and affluent as well as the grand public will be rubbing shoulders, all eyes fixed on Lebanese talents and international leaders who have come to regard Beirut as the design capital of the region.

It is true that exclusive limited editions whisper the status of the acquirer, but one should not forget the roots of design. Product design evolved in the industrial revolution as a quest for the right balance of aesthetics, functionality, value engineering and longevity, which has created bestseller products around the world. Some mass produced successes are now referred to as icons of design. Each of these, in its own time and context, came to fill a gap with the right vision by engineering a product that satisfied an existing demand on a large scale, thus registering massive sales and worldwide adoption.

Design is all about social engagement, being in touch with one's environment and needs, and understanding the human condition across different classes. Since the advent of globalization and the advancement of manufacturing technology, it comes to stand that designers can seek bigger opportunities. For a small country like Lebanon with a relatively sophisticated design ecosystem, this presents huge opportunities to design, produce, and market a product to a limitless market. It follows that for every one of our designers and aspiring designers in search of fame and fortune, they can choose their own preoccupation, to design for the elite or design for the masses.

TAREK KHALIFÉ

*Chairman - General Manager
Creditbank S.A.L.*

3 QUESTIONS FOR...

Expert speakers !



HALA MOUBARAK

We understand that Beirut Design Fair's 2nd edition carries a novelty, The A+ Award. What is it meant for, and what's its theme, its number of recipients and its selection criteria ?

Design is one of the most important drivers of development in an advancing society. For the second edition of Beirut Design Fair, we decided to give a role to the students. Under the call "KNOW YOUR ROOTS : START MINING YOUR NOSTALAGIC MEMORIES" we launched an invitation to students to

revisit the past, in order to breathe new life into forgotten childhood objects. This has been our way to arouse in them a responsibility in terms of history toward the upcoming generations. We selected seven projects after long discussions with a jury composed of personalities involved in education: Nadine Touma, Giulio Vinaccia and Jean-Marc Rif. We will decide the winner in September, and we will accompany him or her throughout the following months to produce their object and exhibit it as the work of an emerging designer in 2019.

Beirut Design Fair announced that the internationally reputed architect Galal Mahmoud has come on board for its 2nd edition. What is his brief, and how he's seen to be adding value to the "Beirut Design Fair experience" ?

Galal was one of the first fans of the fair last year, and I saw him silently walking before the opening hour to discover for himself our first local edition, which carried a reflection of all of his own talents. And it was he who wanted to take up the challenge

in 2018 with us: Tell a story of Beirut, preserve what was, while creating all things new! Galal is one of those extraordinary people who remain human above everything else! And he is one of those beings who cannot go unnoticed, because his generosity and his love for the country radiate through the whole space. What you discover in September is the result of a cooperation between Galal on the one hand, and Guillaume and me on the other hand, where the communication, dreams, and Beirut that unites us, are at the heart of the scenography. The rest is a surprise!

Thanks to Beirut Design Fair, six Lebanese designers were opened doors to be selected for the coveted "Rising Talent Awards" of "MAISON&OBJET" in France. What's the path ahead for these talents, and will Beirut Design Fair endeavor this on an annual basis ?

We are a young fair, so all what's possible is possible! One of our challenges is to enter into partnerships such as the one we did with M & O, and to give young

Lebanese designers exposure around the world. In September, a few days before our event, those six Lebanese designers gain spotlight at the second largest European trade show! This opportunity will open them the door for collaborations, and allow them to make Lebanon shine abroad. We look forward to continuing our cooperation with M & O in France, but also to taking the Lebanese design to other European capitals. Because these talents have things to say, and to do! Because those designers give us high hopes easily!



GUILLAUME TASLÉ D'HÉLIAND

BDF advocates the position of Beirut as the de facto of Design platform in the Levant and the Middle East, and an important design hub of the Mediterranean basin. Could you state your views in this regard ?

The entire organization of BDF (shareholders and organizers) knows that Beirut is already the design hub of the region. BDF limits itself to putting this information on the public square and to manage the proof by the event that is preparing: this year again, everyone will be

surprised, moved and will live a strong experience!

We conducted our analyzes more than two years ago and they are based on facts. The truth is that in Lebanon alone there are more established designers, architects and architects-decorators, amateurs and collectors than in all the rest of the Levant and the Middle East combined. This is a market place. One of our goals is to develop this marketplace. BDF is the best way to attract in Beirut and Lebanon foreign exhibitors and publishers, collectors and contractors.

We want happy participants and visitors and that's what will happen thanks to the exhibitors' proposals and the staging of Galal Mahmoud. BDF will be a spectacular theatrical event for 5 days.

The general principle of BDF is «Quality First! ». Could you please elaborate on the selection process and your efforts to raise the quality?

The Selection Committee is our ally, caring and demanding, with heart and with rigor. Its recommendations sometimes translate into an

important investment for BDF, but it is the price to be at the best level.. And quality attracts what is similar to it. It's just a matter of time. In this period of superficial precipitation, we are patiently digging a deep furrow for the future. It's our strength. Many international design events are losing momentum or leaving the landscape because they do not have this quality requirement. The principle of quality meets many criteria and we could talk about it without end ... On the other hand, one thing is certain: it is the common point of all the objects, all the creations, all the thoughts which crossed the time, beyond currents and fashions, sometimes for millennia.

BDF wants to open up to foreign exhibitors. It starts this year, with some big names. What is the significance of this international openness and what is the interest for exhibitors in the region?

Our desire for international openness meets a simple law of physics: we want Lebanon to become the center of gravity of high-level design in the Middle East and Beirut brings

together all the essential assets. This involves the selection of exhibitors and our investments. The more international the event, the more Beirut will become the center of attraction it has been. But the equations must be demonstrated to be true. We affirm two things: the Middle Eastern marketplace of design is in Beirut; 90% of our exhibitors have traded during or after BDF 2017. It seems to us that the equation holds up, right? What do you think ? If I were a designer or gallery in the area, I will do everything to participate in BDF, because I know I will not regret it.



ALINE ASMAR D'AMMAN

We understand that Beirut Out of your spectacular experience on the world stage of Design, colored by a unique combination of attention to architectural details and bold storytelling, and by collaborating with such icons as Karl Lagerfeld, what can you tell us about trends in Design?

I believe that creativity and beauty elevate the soul, they add magic and pleasure to the senses into our everyday life. The key, in fact, is to be trendless, to keep the curiosity on and to stay inspired by every little

aspect, relentlessly seeking the best outcome for each creation.

A word, a sentence, a beautiful landscape are as much inspirational as looking at art or a beautiful design object. What I learned very humbly from collaborating with Mr. Lagerfeld is that knowledge and culture are key, this comes with a natural desire to learn, read, research, and enjoy this creative process persistently. His immense knowledge and discerning eye are a rare lesson for a whole generation and beyond. The result is always iconic as there's a timeless elegance and a forward-thinking modernity combined. It's a privilege to be able to learn very closely from his masterful skills.

Fom sitting on the Selection Committee of Beirut Design Fair 2018, what's your perception of the place that Lebanese Design occupies relative to the international scene, and in the architectural world?

It's wonderful to be part of the Selection Committee for the second year in a row. My Lebanese roots are deeply anchored and it is thanks

to our multicultural approach that we're at ease speaking the language of the world. The universe is always thirsty for sense and meaning, our harsh history and our ancestral beautiful heritage mixing all kinds from Phoenician, to Roman, Assyrian, Egyptian, European cultures, certainly runs in our DNA making our responses to design very personal and tinted with a certain poetry. Being open to the world and embracing all kinds of influences is a beautiful quality. The craftsmanship in Lebanon is exquisite and to see new generations interpret tradition with a bold fresh attitude is most exciting. There's certainly a unique place for Lebanese design and designers in the world!

You are designated as the Ambassador of Beirut Design Fair. Could you please share with us why you accepted to take this role, and how you intend to perform it moving forward?

Being able to share my passion for architecture, design and the quest for everything beautiful with my fellow compatriots and the world is a great

gift, as Beirut Design Fair is quickly gaining an international aura. When I was proposed this role, I could only accept and rejoice; it comes as a natural reflection of the commitment we all share towards our mother town Beirut and the unique creativity the country fosters. In every work I pursue, there's always something that connects with my origins, and to be able to give back this feeling by standing alongside the ambitious and growing BDF with our rising Lebanese designers and talents is pure joy and pride.

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G M A R C H I T E C T S

GM Architects specializes in the field of high-end design, notably in the creation of luxury hotels, private residences, and resorts. It has successfully left a mark in a wide array of countries, including Lebanon, France, Greece, Morocco, Turkey, Egypt, Saudi Arabia, United Arab Emirates, Bahrain, Kuwait, Sultanate of Oman, and in Western Africa. Increasingly solicited for large-scale developments, the firm ensures effective global design management, and constantly develops its international proficiency.

GM Architects is the only Middle Eastern practice referenced by Accor, Starwood, Jumeirah, and Rotana for the quality of its services, its appropriate choices, and its capacity to deliver a project that meets the requirements of these major hotel chains in terms of international standards. Its creative and seamless approach to projects expresses the singular philosophy of the Franco-Lebanese architect Galal Mahmoud.

The practice employs 40 professionals, including architects and interior designers, and is managed by architect Galal Mahmoud and partners Randa Chahine, Anwar Hajj and Elie Waked.

GM Architects' approach is holistic and interdisciplinary, relying on the wealth of knowledge and wisdom inherent in progressive multicultural, technologically appropriate, and socially pertinent paradigms.

www.gm-architects.com



The 9th edition of BEIRUT ART FAIR will be held in the Lebanese capital from 19 to 23 September, with the continued support of longstanding partner Bankmed and will offer an exceptional and innovative program.

In this regard, the 9th edition will include a focus exhibition on Lebanese photography, curated by Tarek Nahas, assisted by Marine Bougaran. Featuring loans from Lebanese collections, the exhibition will highlight the richness of Lebanese photography from 1900 until today.

This year, with A Tribute to Paul Guiragossian, the Lebanon Modern! platform will offer an exhibition dedicated to the most prestigious artworks of this artist, in partnership with the Guiragossian Foundation.

For the third year running, the space REVEALING by SGBL allows selected galleries to showcase an artist of especially promising talent.

For the 7th consecutive year, BEIRUT ART FAIR welcomes the BYBLOS BANK AWARD, whose mission is to encourage young Lebanese photographers..

www.beirut-art-fair.com



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**L I Z A B E I R U T**

Liza Beirut opened its first Lebanese outpost on November 7th 2013. Located in the heart of the prestigious Achrafieh district, in the hills near the shore, the restaurant is housed in a historical venue.

As in their parisian restaurant, Liza and Ziad Asseily celebrate their appreciation for the talent of designers of their generation and let them create unique works that can fit with the place and their artistic world.

The creative designer Maria Ousseimi was in charge of the decoration of the restaurant Liza Beirut.

Then each room of the restaurant has its atmosphere. Patterns cover the walls of the Building Room, creating an illustrated story, thanks to the collaboration of the ceramic artists Maryline Massoud and Rasha Nawam. The Money room is a dimly lit space with simple wooden blinds that create a sweet and nostalgic atmosphere, accented by strong and colorful wallpapers by the Italian designer Idarica Gazzoni (Arjumand). The designer Karim Chaya also worked with Liza and Ziad to make the iconic bar of the restaurant with its mirrors.

www.lizabeirut.com



209 brings together an Online Shop, the Lebanese-only Wine Club and a Wine Blog to help you discover and appreciate a broad selection of Lebanese Wine.

By surfing through 209 website, you will discover Lebanese wines, appreciate which is suitable for you, learn how to enjoy, benefit from exclusive promotions, and save time and hassle from the comfort of your place. 209 is built around the values of Choice, Reliability, Convenience and Guidance. Choice – 209 is the only online marketplace where you will be able to find a selection of almost every available Lebanese wine. Reliability – 209 is run by passionate and knowledgeable wine experts who store, deliver and serve wine under optimal conditions. Convenience – 209 allows you to browse and buy a wide selection of Lebanese wines and delivers them to your door. Guidance – 209 uses a powerful online search and recommendation engine to help guide your choices based on your needs.

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PRACTICAL INFORMATION

In a nutshell...

LOCATION

SEASIDE ARENA

Hall 2

Beirut Central district, New Waterfront

Beirut, Lebanon

PUBLIC INFORMATION AVAILABLE AT

info@beirut-design-fair.com

PROFESSIONAL AND VIP OPENING DAY (BY INVITATION ONLY)

Wednesday, September 19, 2018

6pm – 9pm

OPEN TO THE PUBLIC

Thursday-Friday, September 20 – 21, 2018

2:00pm – 9:00pm

Saturday-Sunday, September 22 – 23, 2018

12:00pm – 9:00pm

MORE INFORMATION

beirut-design-fair.com

CONTACTS

Let's keep in touch!

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