

**WE  
DESIGN  
BEIRUT**

**RISING  
WITH  
PURPOSE**

# IMMEUBLE DE L'UNION

Immeuble de l'Union is a striking example of Lebanon's modernist architecture of the 1950s. Designed by architect Antoine Tabet, the building embodies the optimism of a rapidly urbanizing city and reflects the aspirations of a post-independence Lebanon eager to embrace progress. Its bold concrete form, distinctive curved façade, and rhythmic balconies capture the spirit of mid-century design, balancing functionality with sculptural presence. Today, Immeuble de l'Union stands as both a reminder of Beirut's modernist legacy and a symbol of resilience, continuity, and cultural memory.



# RISING WITH PURPOSE

In a country where challenges are ever-present and the future often feels uncertain, it’s precisely this environment that fuels creativity, resilience, and a deeper drive to shape something lasting and meaningful. In response, we saw the need to create our own momentum. We initiated this exhibition as a way to push ourselves forward and hold each other accountable for making something real. We need purpose. We need structure. We need to feel that what we create matters. That’s how the theme of designing with purpose came to life.

It reflects a shared desire among emerging designers to create work that carries meaning not just in how it looks or how it’s made, but in how it functions, what it solves, or who it serves. While the Lebanese design scene is rich in craft, materiality, and visual excellence, we felt the need to create a space where emerging perspectives on product design could be shared, approaching design as a tool for impact.

The country’s instability pushes many Lebanese creatives to leave in search of opportunities, but what if we could create some of those opportunities ourselves, here, from within? By welcoming designers from abroad, we allow for new forms of creative synergies to unfold. This exhibition is a collective statement from the younger generation: we’re ready to build. And we believe it’s still possible to build here.

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## Design Leads

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Karel Kargodorian  
Marc-Antoine Frahi  
Miriam Tarabay

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## Participants

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Alexandre Abdelnour  
Amunì  
Assaad Feghali  
Christina Battikha  
Dana Zeindine  
Jana Sawaya  
Jinan Jadayel  
Lea Accari  
May Beydoun  
Naghham Deek  
Christina Moukawam  
Ralph Riachi  
Ramy Baaklini  
Roodi Mallouhi  
Roya Abboud

Ryan Khalil  
Sarah Hajjar  
Sasha Mattar  
Serge El Douaihy  
Marine Zovighian  
Simulacrum Studio  
Studio 7w20  
Tarek Labaki  
Tarek Rahme  
Yasmina Ayuch  
Mohamad Bzih  
Zein Hageali  
Karel Kargodorian  
Marc-Antoine Frahi  
Miriam Tarabay









# ALEXANDRE ABDELNOUR

## *Don't Play With Your Food*

Inspired by the joyful chaos of Lebanese Sunday lunches, where laughter can suddenly turn into tension, *Don't Play With Your Food* is a series of playful tableware add-ons that turn meals into moments of connection. Each piece disrupts the ordinary and the etiquette: some wobble, some stretch, some force cooperation, inviting people to laugh, help each other, or just break the ice. This project reframes the table as a space for interaction, not just consumption. Because in Lebanon, it's never just about the food, but about the people you share it with.

- Piece 1: Duo-Balance Plate
- Piece 2: Double Spout Pitcher
- Piece 3: Le2me Fingers
- Piece 4: Extended Spoon
- Piece 5: Spoon Catapult
- Piece 6: Cheers Arak Cups
- Piece 7: Tilting Sous-Plat
- Piece 8: Twirling Sous-Plat

Details 51 × 69 × 8.2 cm

Plywood, Mdf, Plexi, PLA, Silicone, Rubber

Instagram @hiic\_studio







# AMUNI

## Levo

The *Levo* bench is a seat designed to support those with limited mobility. Its generous side handles help users support themselves either sitting down or standing up, while its warm, modern form avoids the clinical look of typical assistive furniture. Constructed from solid wood and powder-coated steel and displaying a sumptuous cushion, it makes a statement in whatever space it's placed in. A lower metal shelf adds a functional element, storing shoes, books, or bags, making it ideal for entryways, reading nooks, or additional seating. By uniting form, function, and art, *Levo* works to serve users of all ages and abilities while asserting itself as a unique piece in the home.

Details 70 × 40 × 58 cm  
Steel, Wood and Fabric  
Instagram @amuni.studio



# CHRISTINA BATTIKHA

## The Salt Giant

The Salt Giant sleeps beneath the Mediterranean seabed for 5.5 million years. Little evidence is gathered of its existence by the families who remain on the coast of Anfeh at its Eastern basin. The Giant awakens; designed as an easy-to-use salt dispenser, it provides the individual body with daily doses of salt while regulating monthly salt intake.

The Salt Giant holds records of ancient tectonic movements and oceanic pressure. It is the result of the evaporation of the Mediterranean Sea 5.5 Mya and the deposition of salt into a massive geologic structure: the Mediterranean Salt Giant. With every pull of its tongue, it sheds its salty tears and releases crystals while echoing Earth's ancient tectonic murmurs with an instant ring.

Details 24 × 11 × 12 cm  
Pink Onyx and Stainless Steel  
Instagram @cbattikha



# ASSAAD FEGHALI

## Ya Hala

*Ya Hala* explores the ritual of sharing food and the connection associated with it. Inspired by the warmth of breakfast gathering and the breaking of bread amongst friends (literally and figuratively), this bowl aims to be a companion in our stories and experiences. Connecting to a wooden base, the curved handle, ending in a wooden sphere, is an invitation: one to lift, to pass, to serve. Its form, as if in open arms, emphasizes the gestures behind hospitality, and a playfulness in the act of sharing bread, pastries, and other foods. More than a vessel, Ya Hala is a reminder that eating together is not just about food, it is about presence, exchanging experiences, and the joy of giving.

Details L.29.5 × W.25 × H.32.5 cm  
Brass and American Walnut  
Instagram @assaadfeghali.design



# DANA ZEINDINE

## Still Light

*Still Light* is a floor lamp that blends functionality, sustainability, and atmosphere. Made with up cycled fabrics layered like soft petals, the lamp transforms through three lighting modes—task, accent, and ambient—by folding its textile layers upward or downward. Each fabric layer (linen, lace, chiffon) filters light differently, shifting brightness, texture, and mood. When illuminated, hidden stitched details appear, while the warmth of the light can release subtle scents embedded in the fabric. Designed for creatives and designers who need flexible, inspiring lighting, *Still Light* is both a practical tool and a sculptural object that reimagines how fabric, light, and space interact.

Details 200 × 50 cm  
Wood, Fabric (linen, lace, chiffon) and Copper  
Instagram @danazeindine



# CHRISTINA MOUKAWAM, NAGHAM DEEK, & RALPH RIACHI

## *Toum*

*Toum* is a kitchen tool set designed to bring you closer to the food you prepare. In a time when tomatoes come canned, herbs dried, and garlic preminced, *Toum* helps you reconnect with ingredients through touch and process. It's not a shortcut, but grounded tools that celebrate preparation.

Built around an ergonomic wooden pebble that fits naturally in your hand, *Toum* works with its companion cutting board, pasting tomatoes and eggplants, crushing chickpeas or olives, and of course, making garlic paste. *Toum* replaces the clutter of multiple tools with one versatile, sustainable extension of your hand to be passed down with your favorite recipes.

Details Cutting Board: 36 × 21cm,

Pebble: 9cm diameter

All elements are made from wood

Instagram @christinamoukawam, @naghamdeek,

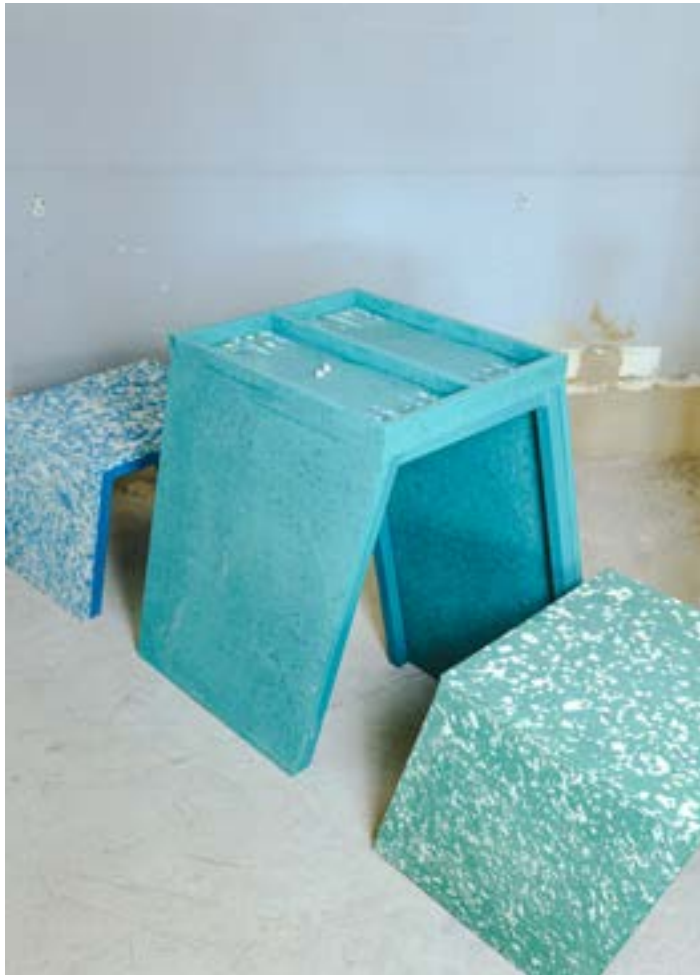
@ralphriachi









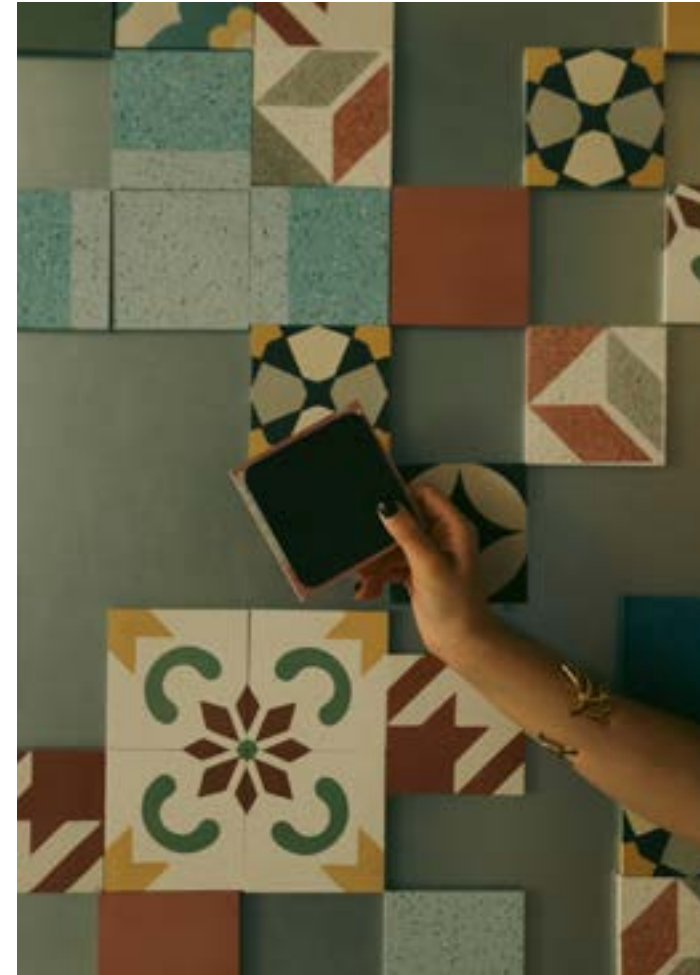


# JANA SAWAYA

## Derji Dosa Dobara

This installation presents one of Lebanon’s most cherished traditional games—backgammon—into the heart of public space. Conceived as a response to the scarcity of engaging leisure opportunities for adults in the country, this work invites people of all ages—adolescents, adults and the elderly to meet together, share pleasant times, and reconnect with their inner child—a space where the seriousness of adulthood loosens, and where laughter, curiosity, and imagination resurface. By situating the game within the urban landscape, the project transforms a familiar pastime into a platform for dialogue, mental stimulation, and community bonding.

Details 180 × 40 × 70 cm  
Recycled Plastic and Steel  
Instagram @janjounanounanoux



# LEA ACCARI

## Tile It

Tile It transforms walls into living, ever-changing works of art. Its magnetic mechanism lets users easily place, remove, and rearrange tiles whenever inspiration strikes, no tools, no mess, just creative freedom. The wall becomes a personal canvas to express moods, styles, or seasons through design. Each tile can be swapped to refresh the space instantly, encouraging experimentation and creativity.

Tile It invites users to celebrate Lebanese artisans and heritage by incorporating handcrafted tiles, turning interior design into both a hands-on and culturally meaningful experience. Whether playful patterns, bold statements, or subtle textures, the wall evolves with its owner.

Details 9.7 × 9.7 × 0.6 cm  
Cement and Magnet Sheet

Price Upon Request  
Instagram @lea\_accari



# JINAN BEYROUTH BY JINAN JADAYEL

## Barjees

This concept reinterprets the traditional Arab game of *Barjees* as a modular jewelry storage solution that merges cultural heritage with contemporary function. Crafted in Jbeil, and inspired by the colors and warmth of Lebanese summers, it combines artisanal craftsmanship with usability. The board can be displayed on a wall as an art object or folded for travel, adapting to both home and personal use. This product is more than just a jewelry storage solution—it’s a celebration of cultural heritage, craftsmanship, and personal expression. This design invites users to engage with their belongings playfully, personally, and culturally—redefining what it means to store jewelry with intention and style. I hope you have as much fun using it as I did designing it.

Details W.43 × 43cm  
Velvet / Silk  
Instagram @jinanjadayel



# MAY BEYDOUN

## Nafas

A place where fracture and refinement meet in dialogue, Nafas is a sculptural floor lamp that reflects layered and fragmented landscapes. It carries memory and opens to possibility, like sunlight entering abandoned sites. Both illumination and ritual, it speaks through a breath of life, of light. Presented as a collectible design piece, it can also be customized upon request to suit specific spaces or finishes.

Details H.180 × W.30 × D.45 cm  
Vitoria Regia stone, Patinated Brass and Resin  
Instagram @maybeydoun



## معزوم Maazoum

This tableware collection is dedicated to Lebanese tabbouleh, inviting you to savor the tangy juice at the bottom. It celebrates the rituals and generosity of Lebanese dining through a series of plates that honor the gestures and customs tied to each dish. Each plate draws inspiration from specific habits, for example, the tabbouleh plate is specially designed to enjoy its flavorful juice, often sipped at the end of the dish with a small 'excuse me' to honor those around you. These rituals go beyond food, they embody respect, community, and shared heritage. With this collection, every meal becomes a story, an invitation to experience Lebanon through form, function, and feeling.

[Details](#) 24 cm  
Ceramic and Wooden Plates  
[Instagram](#) @ramybaaklini









# STUDIO MALLOUHI\*

## ARCH. ROODI MALLOUHI

### Beads

Just like *Beads*, the vision at Studio Mallouhi\* was to design a chain of modular cubes connected by a rope, symbolizing how Lebanese society is bound together through one of its most meaningful cultural expressions: The Gathering. In Lebanon, hospitality is not just a tradition, it's an identity. From Sunday family lunches to ritual visits “Zyarat”, from gathering around the Karkeh to preparing Mouneh, these moments embody genuine togetherness.

The cubes are minimal yet versatile, functioning as seating, coffee tables, or transforming to fit the occasion. The rope reinforces the structure both physically and symbolically, tying each piece, and each person together. Whether for one or many, the product grows with you; new cubes can be added, reflecting the expanding web of connections that define us.

[Details](#) Various sizes  
MDF, Natural Oak, Metal and PPMF.  
[Instagram](#) @roodimallouhy



# ROYA ABBOUD

### The Sobhiye Set

*The Sobhiye Set* is an invitation to pause, gather and reconnect. Rooted in the ritual of catching up over coffee, especially for expats, the piece is designed to bring people together. It brings two chairs into dialogue around a central table: their shape spiralling inward like the swirl of a coffee cup. The carved back takes after “bassara” patterns: bold, irregular, and never the same.

*The Sobhiye Set* creates a shared space for dialogue and presence, a small haven where stories are exchanged, time slows down and conversations flow.

[Details](#) Individual chair: 80 × 80 × 70 cm  
Set: 160 × 80 × 70 cm  
Solid oak wood, hand-carved backs, upholstered seats in a cotton-wool-acrylic blend fabric.  
[Instagram](#) @roya.a.designs



# LEDITBE STUDIO

## BY RYAN KHALIL

### Icarus

Light is usually tied to safety and clarity, yet here it turns deceptive—the soft glow becomes a lure that hides its true purpose. This piece is a portable fly zapper. It sits on a charging base, and once powered, it can be unhooked and used freely. It can hang from a hook, be carried outside, or placed on the floor or a table, adapting to wherever it's needed. What appears gentle and inviting is, in fact, designed to attract and kill, holding that tension between comfort and danger at its core.

[Details](#) 37 × 21 × 11 cm  
Stainless steel, 3D printed body, UV led strip, circuit board, batteries, stainless steel mesh.  
[Instagram](#) @boynamedryan







# SARAH HAJJAR

## *The Lemonade Press*

The Lemonade Press was born from a family tradition. In the 1960s, my grandfather served his famous lemonade in his café in Ashrafieh, Beirut, a recipe later passed to my father and then to me. Wanting to honor that heritage while simplifying the process, I created The Lemonade Press: a ceramic pitcher that stays naturally cool, with a wide bottom and a narrower top for convenience and splash prevention, a wooden press that makes juicing effortless, and a strainer that can be placed on any cup or glass to filter the seeds and pulp of the lemonade. Designed not just for making lemonade but for sharing it, it invites guests to watch, participate, and experiment with new flavors, classic or creative, alcoholic or not, turning every preparation into a memorable social experience.

Details The Pitcher: W.19 x D.19 x H.24 cm  
The Press: W.8 x D.8 x H.24 cm  
The Strainer: W.9 x D.9 x H.4 cm  
Stonewear Clay, Wood Beech, Stainless Steel  
Instagram @its\_smh\_bitch

# SASHA MATTAR

## *Kahraba / Shams / Gruyère / Zigzag*

A collection of handmade backgammon boards, with designs based on iconic brutalist buildings of Lebanon, with vibrant colors laid in marquetry. This project plays between the traditional and the contemporary, by approaching a centuries old regional game with a fresh colorful take, and incorporating the geometric nature of these brutalist buildings, all in the traditional craft of marquetry.

In a time where Lebanese heritage buildings have been routinely destroyed and under-maintained, this project anchors itself in iconic landmarks of Beirut, and in a game that has been routinely shared from generation to generation.

Details 25.5 × 50 × 7 cm (closed)  
51 × 50 × 3.5 cm (open)  
Maple Wood  
Instagram @sashamattar



# SIMULACRUM KAREEM TARHINI & ALAA MISTO

## *Obj03. Rocking Stool*

In repetition, the body finds rhythm; in rhythm, a trace of the sacred. Obj03 proposes a ritual object: an invitation to motion-stimulated stillness. Through slow, repetitive rocking, it channels a reflective, meditative state, collapsing temporal constructs into a single gesture of pause. The stool rests on a spherical base of eight arcs, allowing rocking motion, while elongated legs extend each oscillation. A central axis supports sensory extensions inducing subtle shifts of sound, scent, and atmosphere. Rocking becomes a minimal, persistent gesture, a feedback loop in which presence stretches and folds.

Details W.150 × L.150 × H.150 cm  
Steel and Pine Wood  
Instagram @simulacrum\_\_\_\_\_





# SERGE EL DOUAIHY & MARINE ZOVIGHIAN

## *Credenza\_01*

Created for We Design Beirut, this piece reinterprets the Lebanese sideboard as a contemporary object of gathering. A single oak cylinder rests on a slender stainless steel frame. The warm outer shell conceals a lacquered red interior divided into four adaptable compartments. Designed to hold a record player, vinyls, glassware, or personal keepsakes, it invites music, conversation, and ritual. Closed, it reads as a quiet presence; open, it unfolds into an intimate stage. This adaptable piece evolves with its household, reflecting the lives and evenings it frames. In a city like Beirut, where objects appear, disappear, and return, it offers a quiet insistence: something to gather around, something that stays.

Details 200 × 55 × 80 cm

Solid oak, Bird's Eye Maple Veneer  
and Stainless Steel

Instagram @gridwork.sed, @untitled.studio\_\_\_\_\_



# STUDIO 7W20

## *Clay Fermentation Tanks*

Clay fermentation tanks, hand-made on the pottery wheel, revive an ancient tradition of using clay vessels for food preservation. Clay has long offered a stable, non-toxic environment ideal for slow culinary processes, from fermenting vegetables to storing provisions. Unlike modern synthetic coatings, it introduces no harmful chemicals, offering a safer and more sustainable alternative. Designed with a double rim gallery, these vessels offer an airtight seal that allows fermentation gases to go out, but for no gases to go in. This makes it ideal for pickling cucumbers, storing olives, and other processes that benefit from the properties of clay. More than functional containers, they invite a ritual connection to the rhythms of fermentation—slowing down, respecting natural processes, and rethinking our relationship with food.

Details Small (Individual Use),

Medium (Household Use), Large (Restaurant Use)

High Fire Stoneware

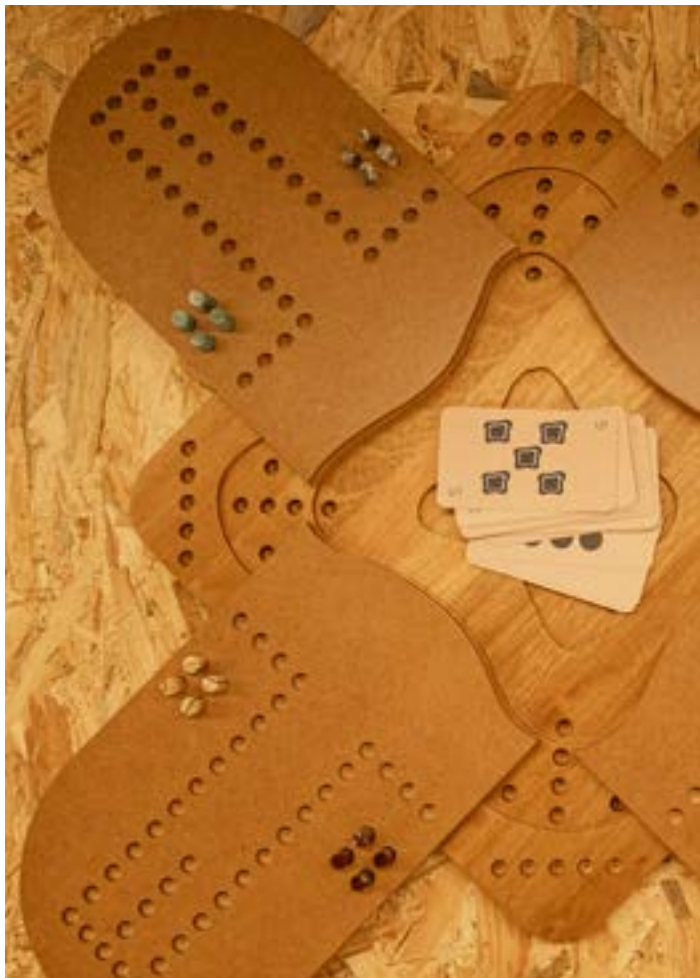
Instagram @7w20\_\_











# TAREK LABAKI

## Jam3a Board Refined Jackaroo Board

The Jam3a game boards are crafted from recycled beach wood, giving new life to materials once shaped by the sun and sea. Their soft, flowing forms draw inspiration from ocean waves and the sense of togetherness they embody. While traditionally a four-player game, this version features handcrafted modular extensions that seamlessly connect to the board, allowing up to eight players to join. The design encourages inclusivity and interaction, ensuring everyone can take part in the shared experience. Natural marble pieces add a refined, tactile quality, with subtle variations in color and texture that celebrate the calming, grounding beauty of nature.

Details Main Board: 39 × 2 × 39 cm,  
Main Board with Extension: 79.5 × 3cm × 79.5 cm  
Marble Sphere: 1.75 cm  
Recycled Beachwood, Natural Marble, Paint, Resin  
Instagram @labakiii



# YASMINA ALEXANDRA AYUCH & MOHAMAD BZIH

## Houdou’ Nisbi

This project was born from our sensitivity to traditional Lebanese architecture; shaped by historical, geographical and sociological values, rooted in the humanist principles of Lebanon’s pluralistic identity. We aim to reintroduce cultural values that have been lived and shared in Lebanon for centuries, as a response to contemporary architecture in which many of these traditional elements are gradually disappearing. *Houdou’ Nisbi* (Relative Calm) is a modular outdoor social coffee table designed as a sculptural gathering piece where stillness, warmth, and heritage intersect. At its core lies a concave metal basin, inspired by the traditional Lebanese sodor, which can be filled with water, or used as a small hearth. Surrounding this core, modular wooden stools complete the table’s circular silhouette.

Details 120 × 120 × 40 cm  
Stone, Copper and Wood  
Instagram @studioyalex, @mohamadbzih



# STUDIO TAREK TAREK RAHME

## People Pleaser

*People Pleaser* is the chair that welcomes your “in-between” clothes; the ones not dirty enough for laundry, but not clean enough for the closet. It replaces the pile on your usual chair, bed, desk, or floor, offering a pause, a gentle stage where garments rest wrinkle-free. Always here, ready to hold your belongings the moment you walk in, it becomes the place where the day’s exterior world meets the calm of home. Ever attentive, it can even hold the outfits you’ve planned for the week ahead. Practical, thoughtful, and dependable, *People Pleaser* is a quiet companion, always ready to serve and please.

Details H.130 × W.64 × D.60 cm  
Stainless Steel  
Instagram @studio.tarek



# ZEIN HAGEALI

## Tawlitna

*Tawlitna* is a piece with four variations of the traditional Syrian table, assembled using knock-down (KD) joinery, a technique that connects parts through interlocking joints instead of screws or glue. Each variation has six legs and one tabletop joined with KD joinery, blending traditional design with modern construction. This system allows users to easily assemble, disassemble, and mix elements from the different variations to create customized versions. While the core structure remains the same, the leg and tabletop designs differ. When disassembled, the table stores flat, making transport and storage simple. Its modular design supports repair, replacement, and durability while preserving cultural identity. *Tawlitna* is modular, sustainable and traditional.

Details 57 × 40 × 35 cm  
Painted Wood  
Instagram @zeinhagealii



# MAF STUDIOS

## MARC-ANTOINE FRAHI

### *Raqwé*

Looking to add a burst of color and personality to your kitchen? *Raqwé* is here to shake things up! Bold, playful, and modern, it turns a simple rakweh into a statement piece you'll actually want to display. The *Raqwé* comes with a dozer and two cups stacked inside, plus a handy stirrer, all designed to make your Lebanese coffee making easier. Compact and vibrant, *Raqwé* brings style and user-friendly design to every countertop. It's more than a kitchen tool; it's a reminder that making coffee is a simple yet relaxing moment. Whether for a quiet Sobhiye or a lively get-together, you'll find yourself showing off *Raqwé* on your tray. Fair warning: Your neighbors will be a little jealous!

Details Assembled: 22 × 10 × 15 cm

Spoon: 20 × 1.5 cm

Stainless Steel, Copper and Aluminum

Instagram @marcfrahi

# KARGO STUDIO

## KAREL KARGODORIAN

### *Breathe*

This lamp is a daily companion for breathwork and calm. Guided by the 4-7-8 method, its light sequences stimulate the vagus nerve, helping to regulate the nervous system, ease stress, and restore focus. Use it in the morning to begin with clarity, during the day to reset, or at night to unwind into sleep. The glow appears to breathe from within, softening as it rises, like an inhale or exhale. As more people seek reconnection with their bodies, this lamp offers a design-led response that weaves wellness into daily life, away from screens.

Details 24 × 24 × 31 cm

Mini: 17 × 17 × 16,5 cm

3D-Printed Polymer

Instagram @karelkargodorian





Mini Jirn

Meet the *Mini Jirn*! Inspired by the traditional preparation of Lebanese raw meat dishes, this kit brings culinary heritage into modern kitchens. Carved from stone, its naturally cool surface protects delicate ingredients, unlike electric mixer blades that heat, oxidize, and dull flavors. A shock-absorbent mat prevents countertop damage, while the evolved wooden mallet (“Mdaqqa”) integrates a swiper that mimics the hand’s motion to clear the vessel’s sides. A double-function slab (“Blata”) allows pre-mincing and then flips into a serving tray. From Lebanese raw “kibbeh” to Japanese mochi, the *Mini Jirn* seamlessly handles pounding preparation from start to finish, reimagining a traditional archetype into a versatile, contemporary kitchen tool for design and food enthusiasts alike.

Details 26.5 × 38 cm (Assembled kit)  
Beech wood, Marble, Granite, Leather, Cork, Felt  
Instagram @miriamtarabay



FOR INQUIRIES

Email us at [exhibitions@wedesignbeirut.com](mailto:exhibitions@wedesignbeirut.com)  
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