

**WE
DESIGN
BEIRUT**

22–26.OCTOBER.2025

ABOUT

05 LOCATIONS

08 EXHIBITIONS

12 PANEL TALKS

04 WORKSHOPS

04 SHOWCASES

2000+
PARTICIPANTS

WE DESIGN BEIRUT EXHIBITIONS

01. Totems of the Present & the Absent at Villa Audi
02. Of Water & Stone at The Roman Baths
03. Design "In" Conflict Student Exhibition at Burj el Murr
04. Threads of Life at Abroyan Factory
05. Metiers d'Art at Abroyan Factory
06. Skin of a City at Abroyan Factory
07. Union – A Journey of Light at Immeuble de l'Union
08. Rising with Purpose at Immeuble de l'Union

TOTEMS OF THE PRESENT & THE ABSENT

Set within the historic walls of Villa Audi, a preserved architectural gem that echoes the grandeur of Lebanon's past, this exhibition titled "Totems of the Present & the Absent" pays tribute to Gregory Gatserelia, visionary curator & founder of SMO Gallery.

AT VILLA AUDI



Image Credits: Dia Mrad



Gregory Gatserelia

A pioneer in the art and design world, Gregory's influence has shaped contemporary creativity in the region. This exhibition is an ode to his legacy, bringing together a curated selection of emerging and established product designers from Lebanon & beyond.

Villa Audi

Built in the early 20th century as a replica of a villa in Alexandria and commissioned by a husband as a gift to his wife, Villa Audi is a rare example of Beirut architecture blending Ottoman influences with European refinement. Today, it also houses one of the region's most significant mosaic collections.

Image Credits: Dia Mrad



Image Credits: Dia Mrad



Image Credits: Dia Mrad



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70

ESTABLISHED

DESIGNERS



Image Credits: Dia Mrad



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OF WATER & STONE

Curated by Nour Osseiran
& Sponsored by Stones by Rania Malli

AT THE ROMAN BATHS

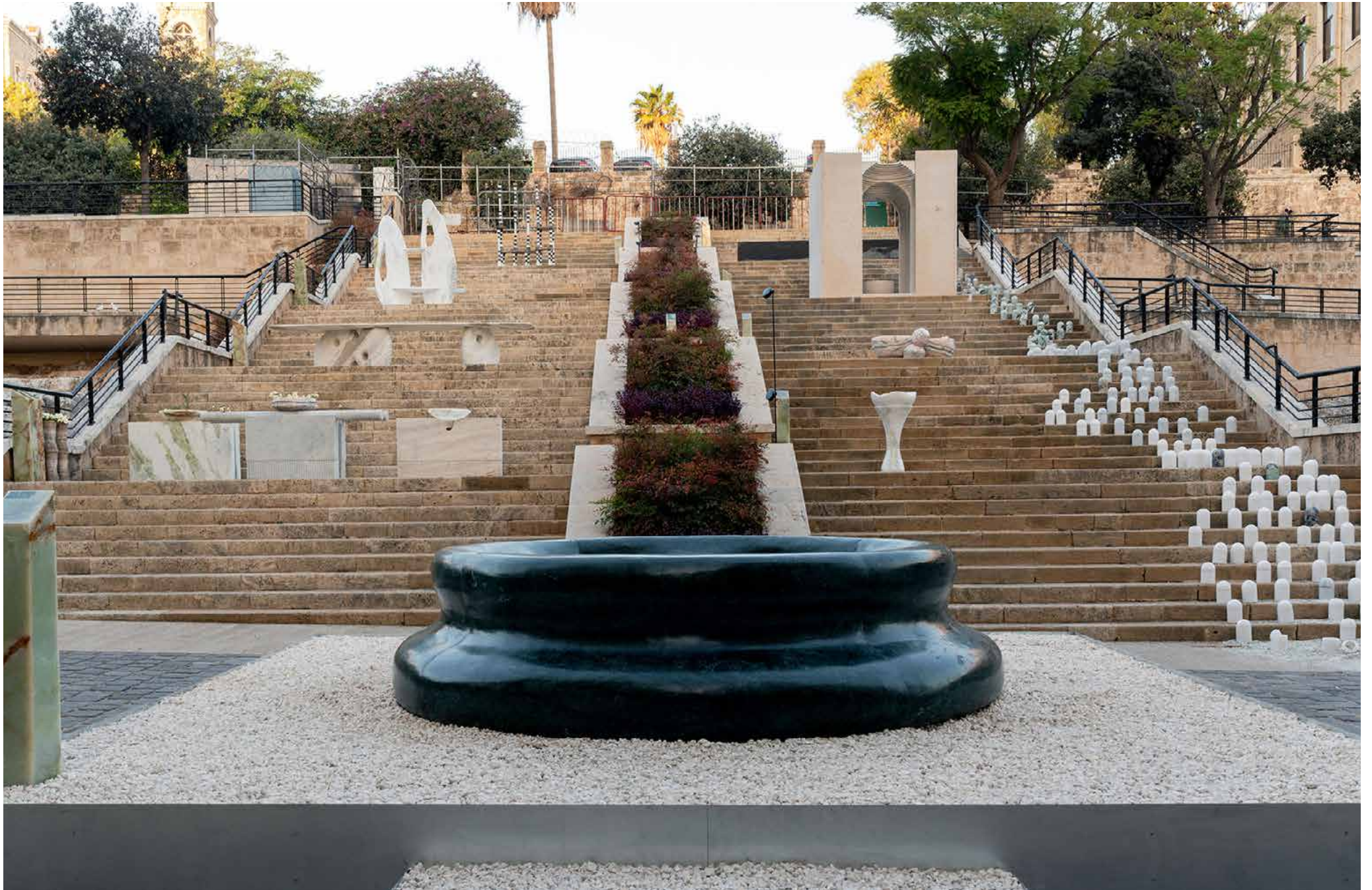


Image Credits: Walid Rashid

In dialogue with The Roman Baths legacy, twenty-one designers reimagine marble in works produced and sponsored by Stones by Rania Malli. Their interventions evoke stories of material cultures of water, soaps, and wells, and the social rituals once central to the baths. Here, marble and water become elemental, echoing We Design Beirut's vision of heritage as living matter – constantly reshaped across generations.



Image Credits: Walid Rashid



Nour Osseiran

is an independent researcher, curator and volunteer paramedic based in Lebanon. Her curatorial interest positions contemporary art, cultural history, and critical social issues at the intersection of social practice and activism. She is particularly interested in curatorial methodologies that challenge institutional frameworks and create more accessible and inclusive platforms for artistic expression.

Stones by Rania Malli

is an international marble and natural materials specialist dedicated to quality, innovation, and timeless design. Combining advanced technology with the expertise of skilled craftsmen, Stones by Rania Malli redefines luxury by transforming raw stone into refined, enduring experiences of beauty.

Image Credits: Walid Rashid



Image Credits: Walid Rashid



Image Credits: Walid Rashid



Image Credits: Walid Rashid

4.5 MILLION

VIEWS ON SOCIAL MEDIA

& 207K

ACCOUNTS REACHED

ORGANICALLY

DESIGN "IN" CONFLICT

Design "In" Conflict was conceived as a curatorial response to the ongoing war and its broader reverberations – not to address a single rupture, but to explore the metamorphic nature of conflict and its entrenchment in material, institutional, and cultural histories. The exhibition rejects the narratives of post-conflict reconstruction or speculative futures, choosing instead to engage with conflict as an active and ongoing system; one that governs perception, restricts movement, and reconfigures the spaces we inhabit.

IN BURJ EL MURR



Image Credits: Ieva Saudargaite



Image Credits: Ieva Saudargaite

40 STUDENTS
17 EDUCATORS
9 UNIVERSITIES



Image Credits: Ieva Saudargaite



Image Credits: Ieva Saudargaite

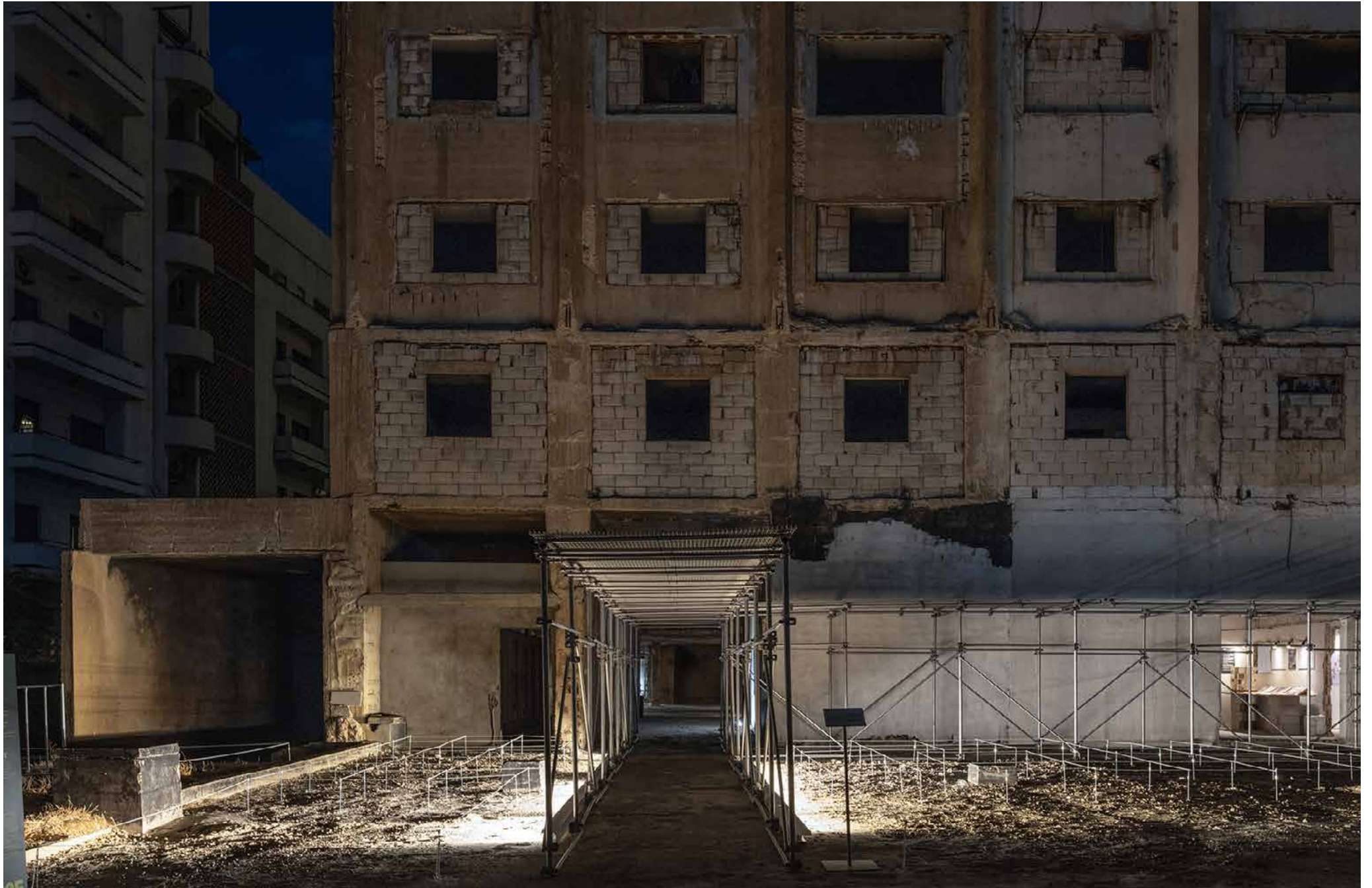


Image Credits: Ieva Saudargaite

This exhibition took place at Burj El Murr, an unfinished skyscraper turned war relic that looms over Beirut's cityscape. Originally intended as a symbol of progress in the 1970s, the tower became a military vantage point during the civil war and now stands as a silent witness to Lebanon's unresolved past.



Image Credits: Dia Mrad

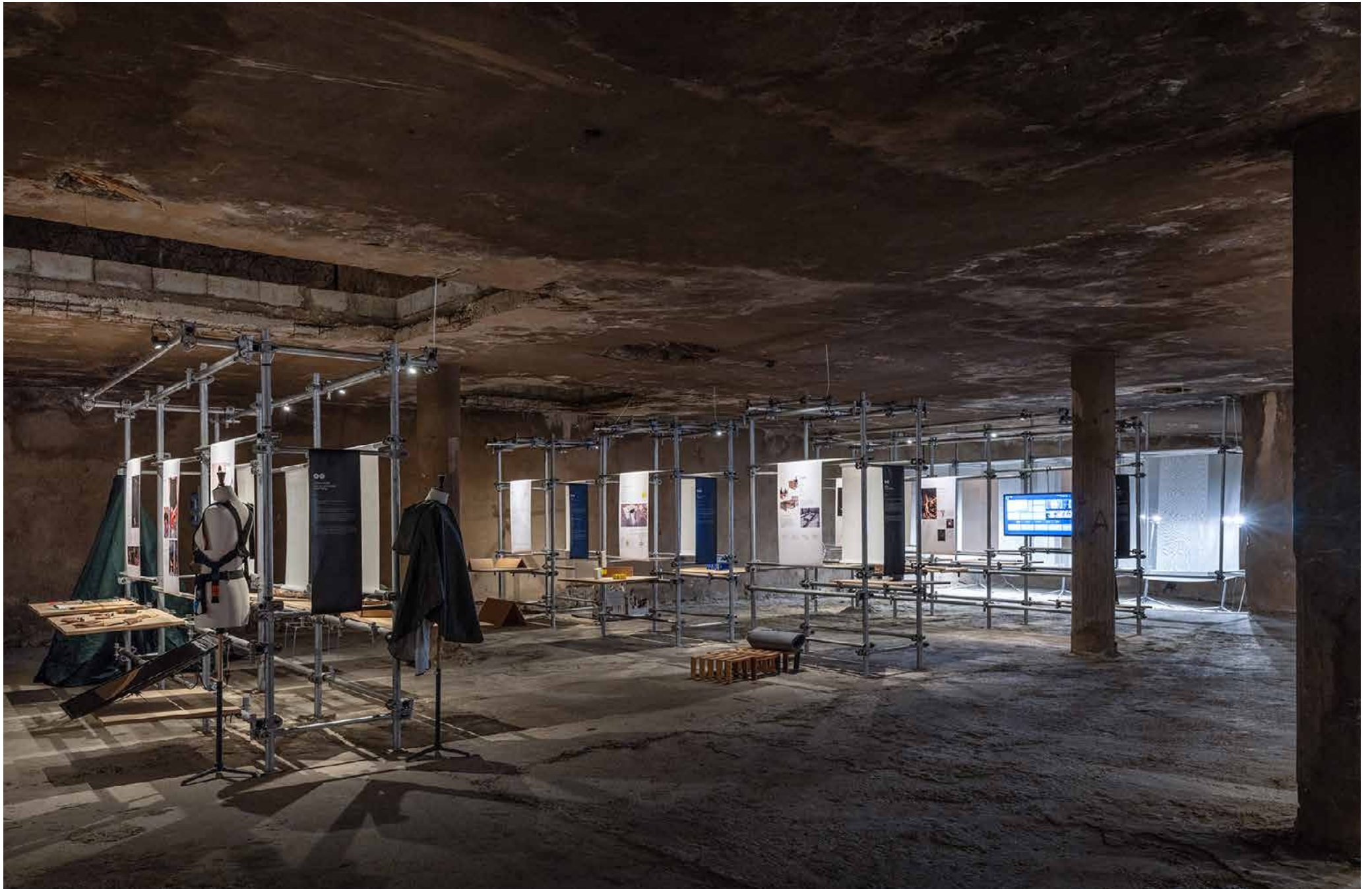


Image Credits: Ieva Saudargaite

THREADS OF LIFE

Threads of Life explores textiles as living archives of memory, labor, and resilience. From ancestral practices to contemporary reinterpretations, premier designers use textile craft as a narrative of culture heritage and continuity.

AT ABROYAN FACTORY



Image Credits: Bernard Khalil



Image Credits: Bernard Khalil | See it in action [Watch here](#)



Image Credits: Bernard Khalil



Image Credits: Bernard Khalil

METIERS D'ART

A unique collaboration between designers and artisans to celebrate Lebanese craftsmanship, showcasing the mastery of the past and the future of these heritage skills by reimagining designs and developed techniques.

AT ABROYAN FACTORY



Image Credits: Bernard Khalil | See the process [Watch here](#)

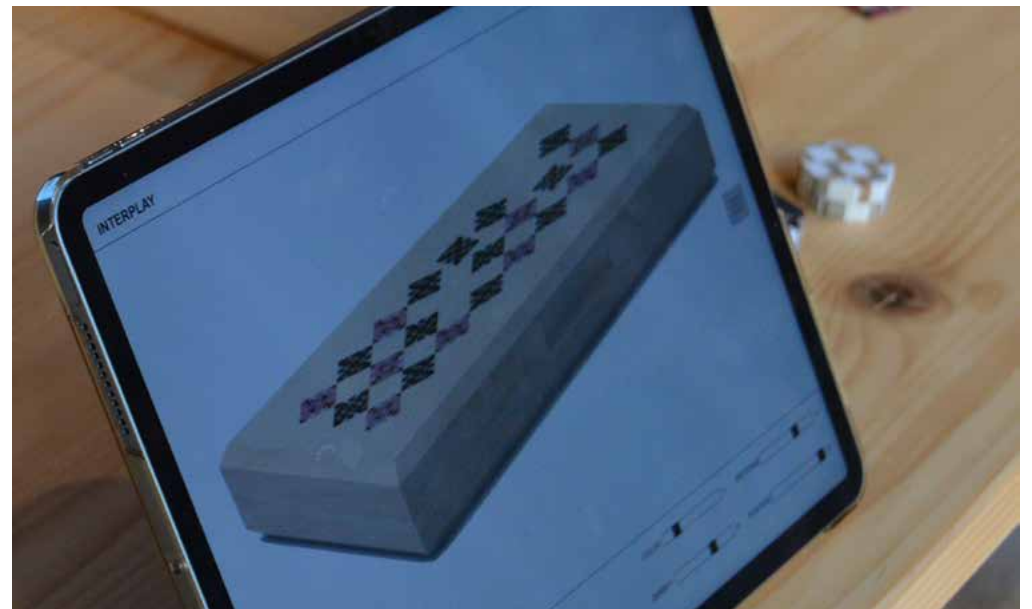
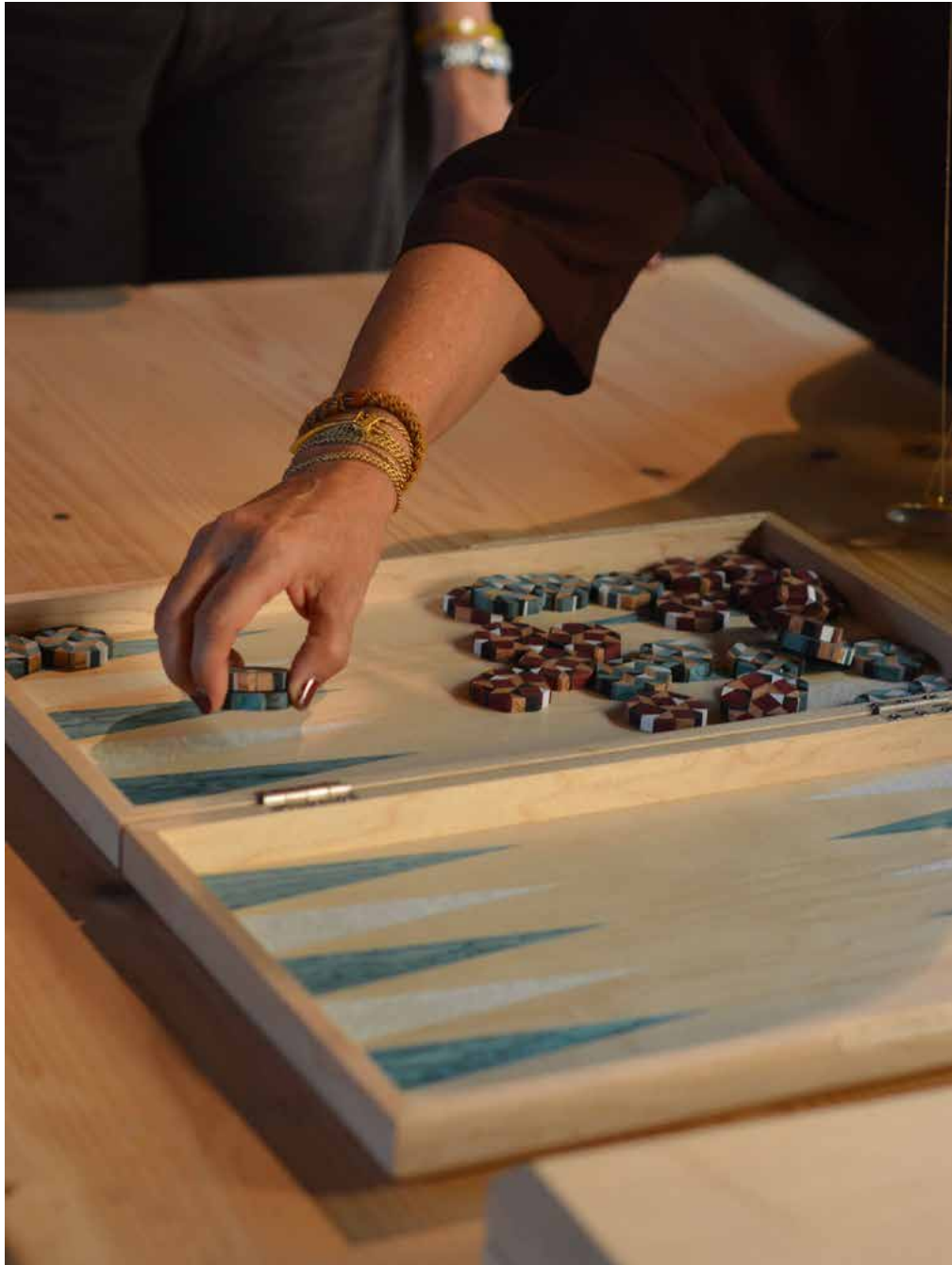


Image Credits: Bernard Khalil

10
ARTISANS



Image Credits: Bernard Khalil



Image Credits: Bernard Khalil

SKIN OF A CITY

Two Lebanese photographers, Patrick Baz and Anthony Saroufim (Les Indisciplinés), from different generations and artistic backgrounds, and working across various photographic practices, come together to explore the body as a tool of expression and a surface for healing.

AT ABROYAN FACTORY



UNION—A JOURNEY OF LIGHT

Immeuble de l'Union, a 1952 modernist landmark by Lucien Cavro and Antoun Tabet, reflects Lebanon's Golden Age through its modernist purity and Art Deco ornamentation. Revitalized by contemporary interventions by Karim Nader Studio for AH Developments, it bridges heritage and innovation, offering new cultural and urban significance.

AT IMMEUBLE DE L'UNION



Image Credits: Youssef Itani



Image Credits: Youssef Itani

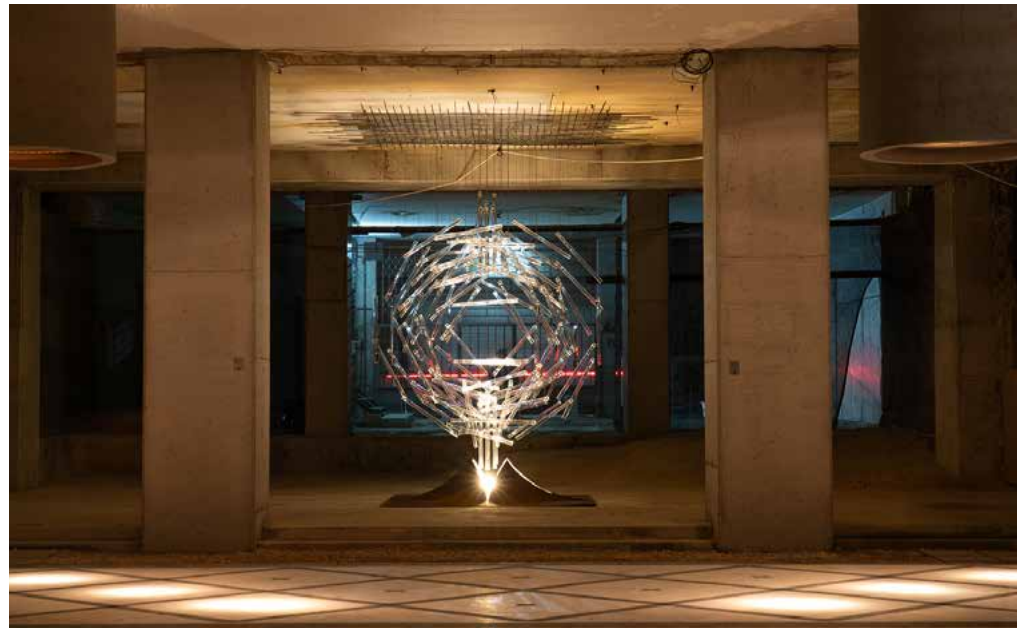


Image Credits: Youssef Itani



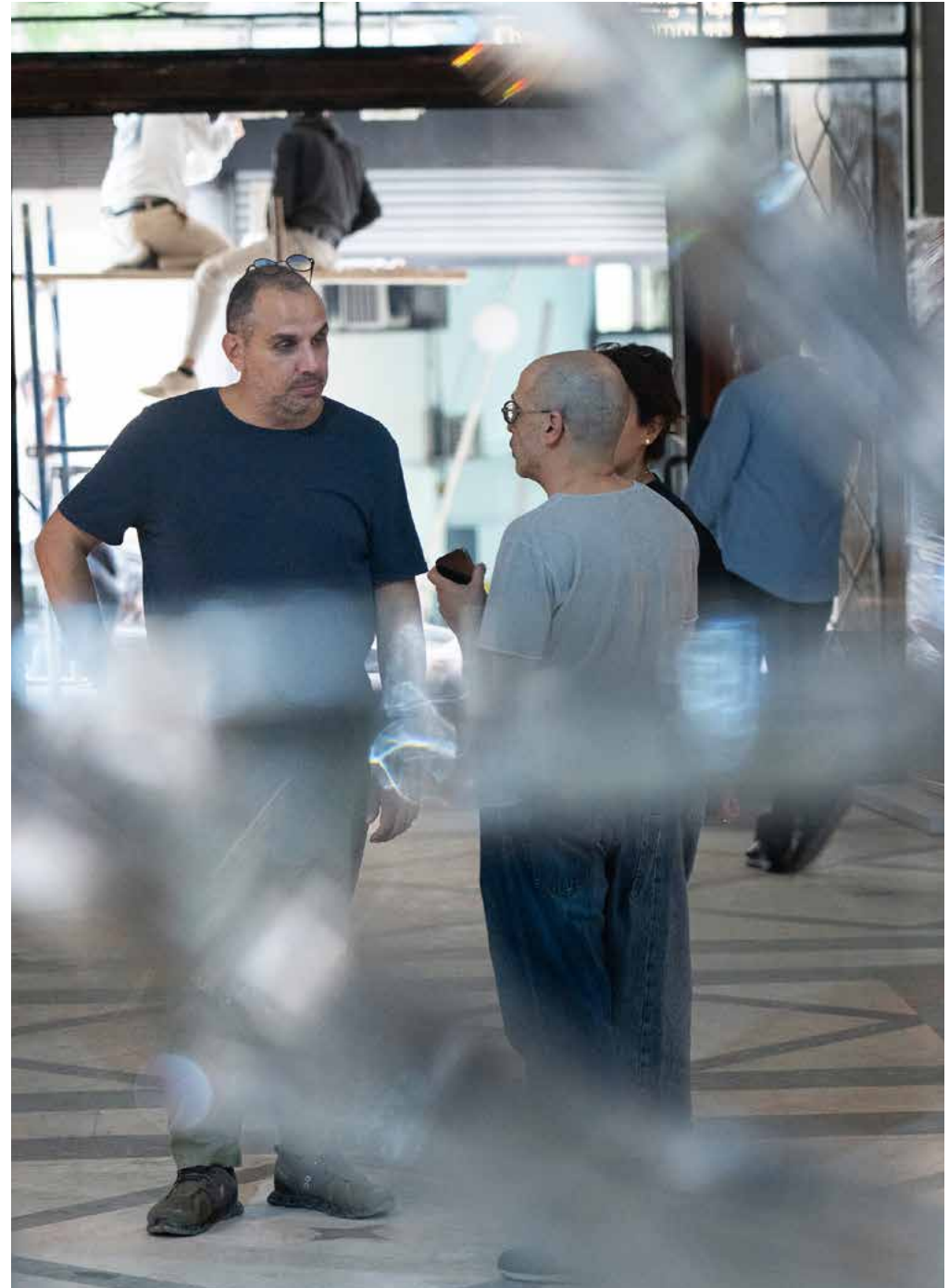
Image Credits: Youssef Itani

Karim Nader

is a Lebanese architect, educator, and writer. He studied architecture at the American University of Beirut and holds a Master of Architecture from Rice University. In 2016, he founded Karim Nader Studio, a practice known for blending modernist clarity with sensitivity to nature, place, and cultural memory. His work ranges from houses immersed in Lebanon's landscapes to the renovation of modernist landmarks and the rehabilitation of schools after the Beirut port explosion. Alongside his practice, he teaches at ALBA and has published *For a Novel Architecture: Ciné-roman 2000-2020*, reflecting on two decades of design and thought. It was awarded "Le Geste d'Or" in Paris in 2021.

Atelier33

Surrounded by exceptionally talented and creative people, Noura Hakim and Jad Cortas founded Atelier33 and shaped it into a studio whose success is rooted in collective imagination and shared expertise. Today, Atelier33 is recognized as a lighting design and supply practice where architectural thinking and lighting mastery converge. Light is approached not as an accessory, but as a defining element of architecture – capable of shaping mood, tracing space, and carrying narrative meaning.



RISING WITH PURPOSE

In a design culture often captivated by form, this exhibition invites a new generation of designers to consider a deeper question: What are we really designing for?

The Emerging Designers Exhibition brings together Lebanese talents under 30 to present works that balance aesthetics, function, and meaning. This isn't a rejection of beauty- it's a call to go beyond it. The goal is to create objects that are not only visually compelling but also thoughtfully crafted to respond to real societal, cultural, environmental, or personal needs. This exhibition offers a fresh take on Lebanese design: rooted in context, made with intention, and driven by relevance.



Image Credit: Ralph Bassim



Image Credit: Ralph Bassim



40

**EMERGING
DESIGNERS**



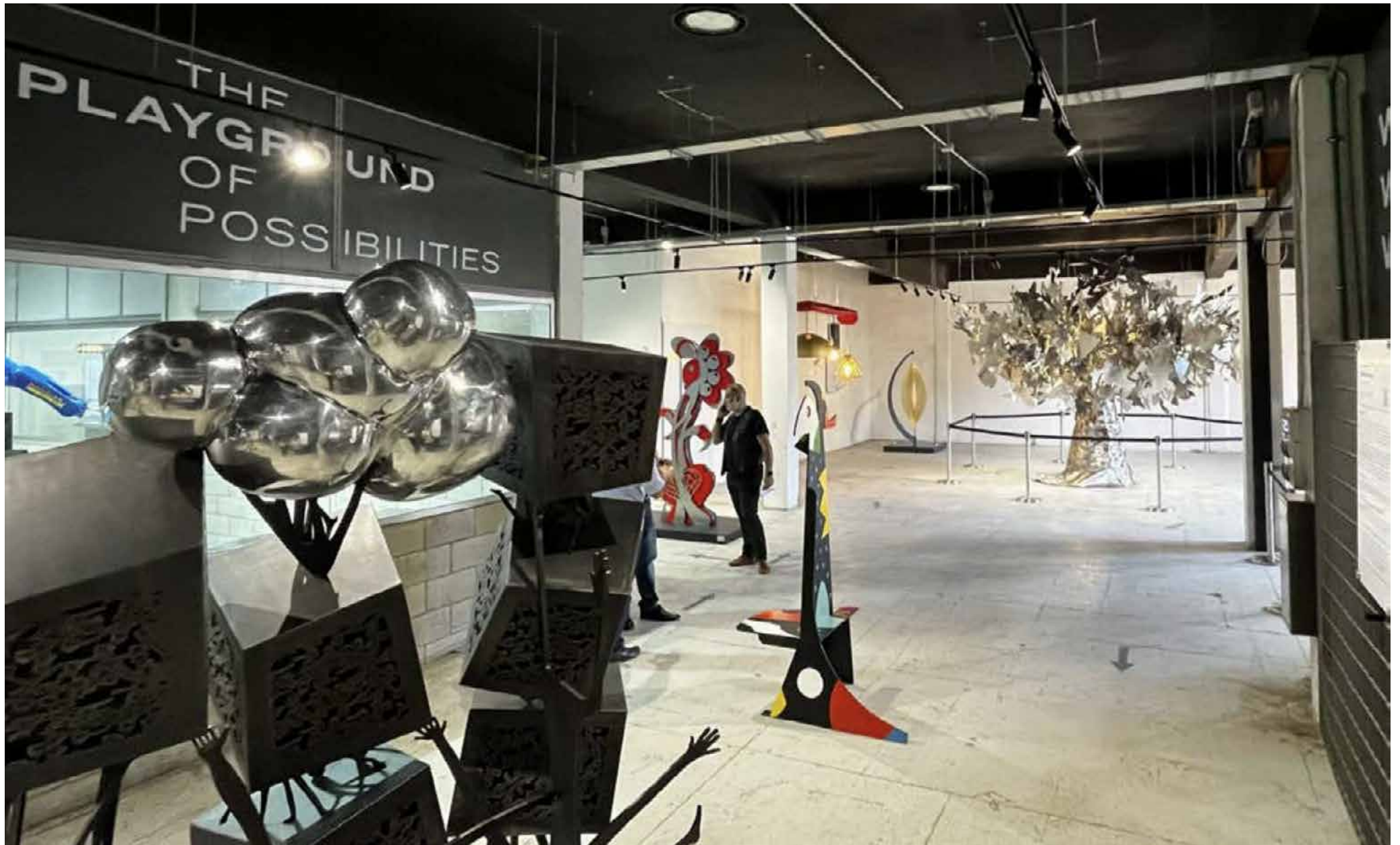
Image Credit: Ralph Bassim



Image Credit: Ralph Bassim

DESIGNER SHOWCASES

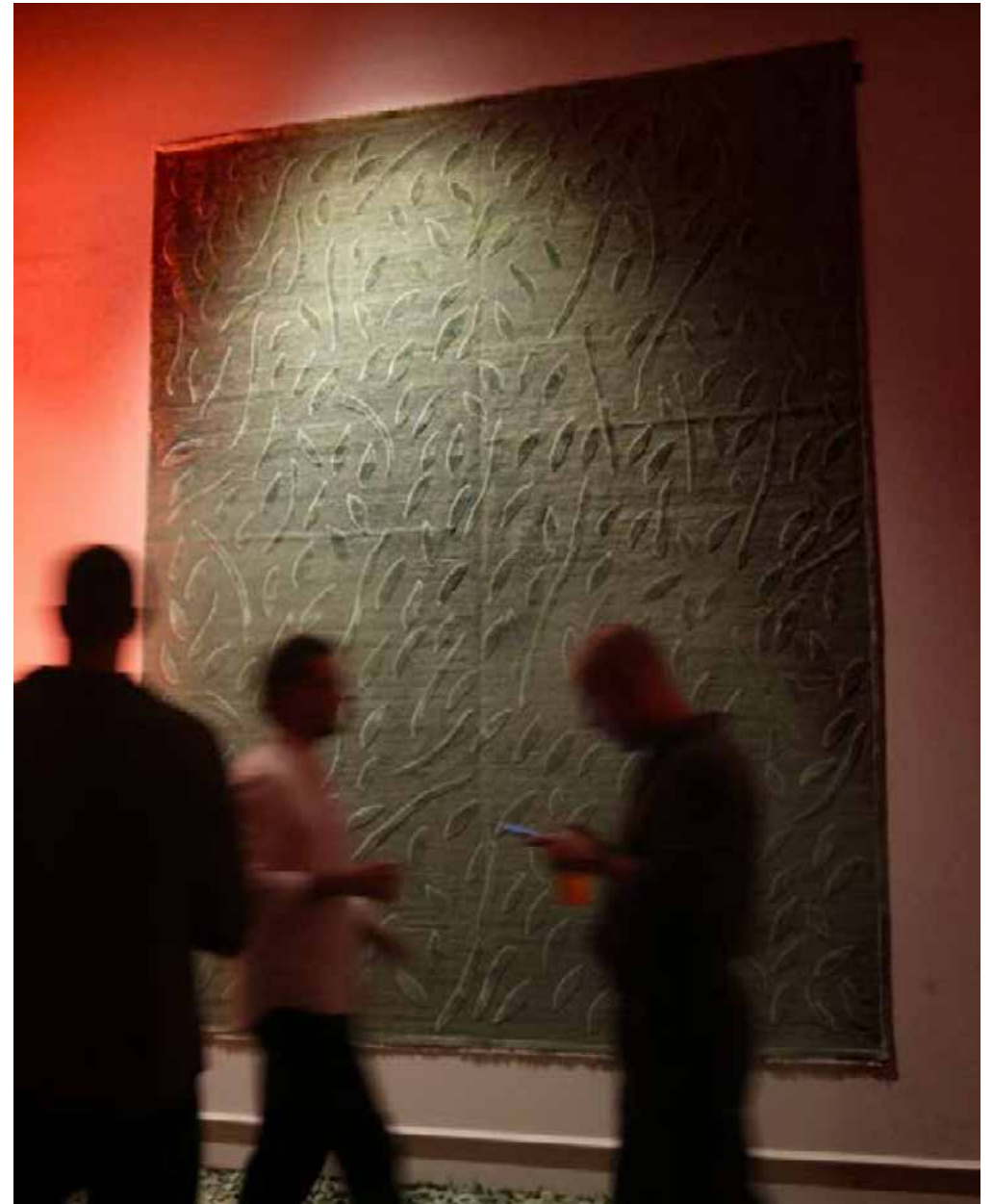
FABLAB BY NAGGIAR



CLAY UNBOUND BY FABRICA DESIGN PLATFORM



GROUNDWORK BY IWAN MAKTABI



DESIGN IN THREADS BY NALBANDIAN



EDUCATIONAL HUB AT ALBA

The Académie Libanaise des Beaux Arts (ALBA), University of Balamand, hosted the Educational Hub of We Design Beirut, with a series of exhibitions, screenings, seminars, talks, round tables, and workshops centered around this year's theme, "Lebanon's Revival." With the following 5 thematics: Hybrid Intelligences, Future of our resources, War/After War, Time perception, Identity/ Materiality.



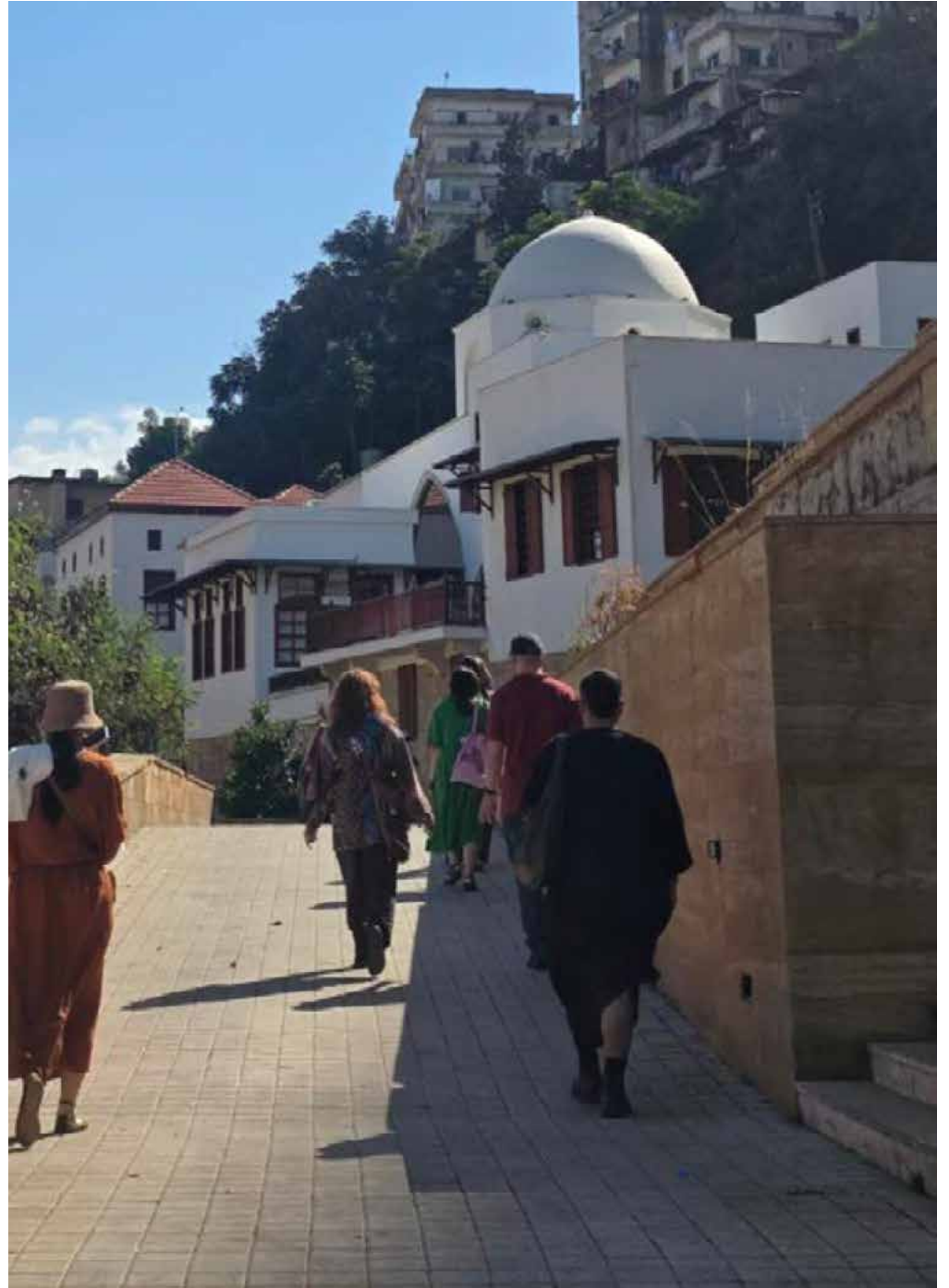
EXCURSIONS

TRIPOLI

Tripoli, Lebanon's second-largest city, is a vibrant mix of medieval heritage and modernist influences, making it the perfect backdrop for this experience.

With the support of Niemeyer Heritage Fund Tripoli, we visited the Rachid Karami International Fair Ground, Oscar Niemeyer's largest project outside Brazil. This modernist landmark is a key part of Lebanon's architectural heritage. The visit also included a Sufi performance at Al Takiya Al Mawlawiyah Sufi lodge.

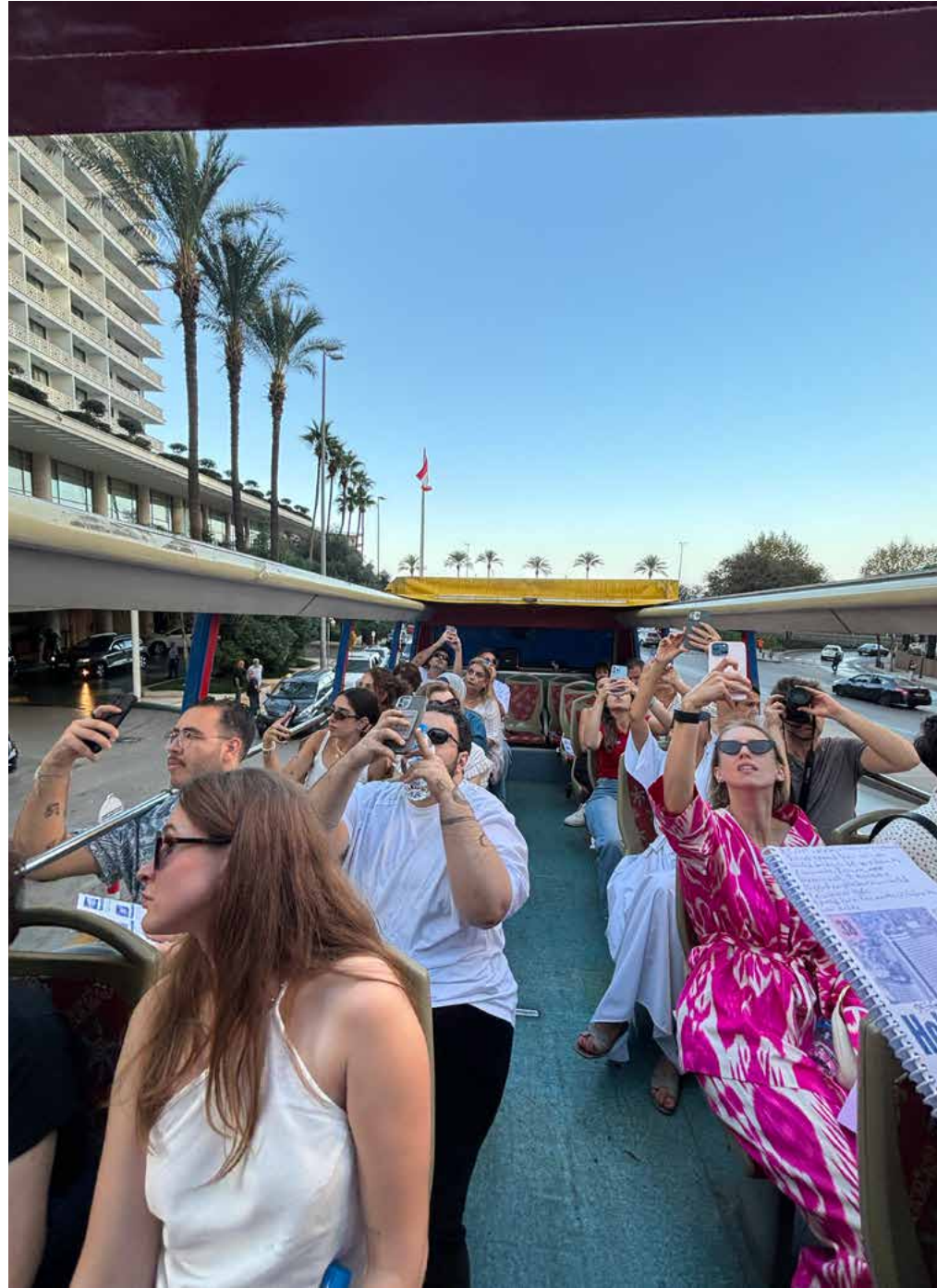




BEIRUT MODERN ARCHITECTURE BUS TOUR

Five guided bus tours were organized through one of Beirut's most architecturally rich yet overlooked neighborhoods, shaped during Lebanon's "Golden Era" of modernism. Guests discovered striking buildings and coastal monuments that blend international design with Lebanese identity. Led by passionate researchers from Modern Architecture from Lebanon, this immersive experience shed light on forgotten gems and the cultural history behind them reviving a legacy that deserves to be seen and remembered.





SALOUA RAOUDA CHOUCAIR FOUNDATION

Located in the mountains of Lebanon, the Saloua Raouda Choucair Foundation honors the legacy of pioneering abstract artist Saloua Raouda Choucair. Designed by the artist herself, the space offers an intimate look into her world, featuring her modular sculptures and personal archives, as a unique glimpse into her legacy with a harmonious blend of design, architecture, and nature.



ساحة
رضية
شفاق



PANEL TALKS

Panel talks around the topics of heritage, preservation, craftsmanship and the future of design, were conducted at select locations during the five-day event. By bringing together a collective of panelists from diverse specialisations, and moderated by top journalists or magazine editors-in-chief, the WDB panel talks were an engine for growth, intellectual thought and a healthy exchange of ideas.







OPENING NIGHT

A ceremony to celebrate the launch of the second edition of We Design Beirut. On this occasion we honored two renowned personalities in the world of Arab music with a performance by the founder & music director of the National Arab Orchestra Michael Ibrahim with guest artist Mirna Mallouhi, featuring a special tribute to commemorate master oud maker Nazih Ghadban.





Nazih Ghadban

Nazih Ghadban is one of Lebanon's most revered oud makers, crafting instruments entirely by hand in his workshop in Ain Anoub. With decades of dedication, he has become a guardian of musical heritage, creating bespoke ouds for renowned musicians across the Arab world and beyond.

Micheal Ibrahim

Michael Ibrahim is the founder and music director of the National Arab Orchestra, a U.S. based ensemble dedicated to preserving and promoting classical and contemporary Arab music. Through innovative performances and educational programs, he bridges cultures, introduces Arabic musical heritage to global audiences, and empowers a new generation of musicians.

90+

PRESS

PUBLICATIONS

MUST READ PRESS COVERAGE

DWELL

Architectural Optimism Is Alive and Well in Lebanon

By Jack Morley [READ 71](#)

"Whatever this energy is, it's contagious. As a New Yorker, I had never felt more provincial than when I was in Beirut, surrounded by people from across the region speaking a mix of Arabic, English, and French intent on designing a new future despite the many challenges. I'm looking forward to going back, whatever the warnings are, to see what the next stories will be."

dwell

Architectural Optimism Is Alive and Well in Lebanon

We Design Beirut showed off the country's glamour and grit in the face of drones and air strikes.

Text by

Jack Balderrama Morley



Yatzer

We Design Beirut 2025: A Citywide Design Fair Linking Craft, Architecture and Cultural Memory

By Costas Yoyatzis [READ 7](#)

"What was clear after five days of We Design Beirut was that Lebanon's cultural engine runs on resilience rather than certainty. Fifty years after the onset of the civil war, and through countless hardships since, the country's creative community continues to weave new narratives from fragments, to build connection out of dispersion, and to insist that beauty and meaning can emerge even in contexts marked by conflict. Culture persists here because people rebuild it faster than it can fall apart. And as long as Beirut continues to imagine itself forward, we will continue to return."



We Design Beirut 2025: A Citywide Design Fair Linking Craft, Architecture and Cultural Memory

Words by Yatzer

1 December 2025

Beirut feels different lately. In the past months we've visited twice, and both times a certain feeling grew even stronger—something is stirring, something is new. It's not that the scars have faded, they haven't, but there's a current running through the city once again, a low and persistent hum of cultural momentum where new restaurants studios are opening their doors, neighbourhoods seem to be reinventing themselves, and conversations about culture are commonplace everywhere. Our return to the city for the second edition of [We Design Beirut](#) (WDB) in October confirmed this.

**"WE DESIGN BEIRUT
REMAINS ONE OF
THE REGION'S MOST
COMPELLING EVENTS."**

—TEO SANDIGLIANO FOR DESIGN WANTED

PRESS TESTIMONIALS

"Ya Marianna... I know you still have a day to go, but i want to tell you again, BRAVO BRAVO. This is an amazing success and a so great image for our beloved capital. I know the work and emotions behind it so I appreciate it more.....

I will come tonight at the roman bath....

Mabrouk and congrats"

—Myriam Shuman, Agenda cultural

"As I sit in the airport ready to fly back I can't help but reflect on the past week that was nothing short of PHENOMENAL, emotional, educative and more. I'm so so so grateful to know you and to have someone like you in life to look up to. You made a whole nation proud. You're such a role model to all of us. Sophie, to start, is the luckiest! Thanks for these unforgettable days, I'll cherish them forever. You're a literal rockstar. Thank you to all your team too, I'm immensely grateful. So much love and see you soon ♥'

—Cynthia Jreig , Founder of Jdeed

"My love!! You did something so magical. Wallah it revived my spirit so I can't even imagine what it did for your own people. You should be endlessly proud of yourself. We all are. ❤️❤️❤️ Mabrook a million times on this achievement. It just goes to show that things done out of care and passion transcend on another level."

—Aidan Imanova, Head of Editorial Content,
Architectural Digest Middle East

"Mariana my dear, I tried to find you everywhere to say goodbye and thank you. I'm endlessly grateful for what you've allowed me to share with you and proud of all your hard work and brilliant results. In particular for me Burj El Muur and Union Building were unforgettable, and so many young people involved, how can we ever give up if they fill us with so much hope!

See you soon, inshallah!"

—David Moreira, Son of the mayor of Porto

"Five days of "We Design Beirut" were a call to remind the world of the true story, nature, and spirit of Lebanon.

The thousands of years and seven layers of Beirut, shape by countless civilizations, were all represented in one powerful movement: "We Design Beirut."

It was no coincidence, no surprise, and no mystery. It was like a diamond waiting for the touch of an expert jeweler to reveal its brilliance, and that's exactly what Mariana Wehbe and Samer Al Ameen, along with the talented Lebanese artisans, accomplished.

You made us all proud. You brought tears to my eyes each time I visited a site showcasing our true wealth in culture, art and history.

How can a work like this be so flawless, so perfectly executed, and so well organized?

Thank you, Mariana and Samer, for reminding the world of who we truly are and what each individual is capable of."

Hiba ♥

—Hiba Osseiran - IC lebanon

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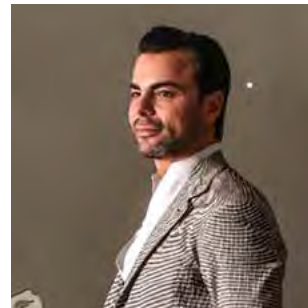
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