WE DESIGN BEIRUT

x

aïba
académie libanaise des beaux-arts
université de balamand



LEBANON'S REVIVAL

OCT 22 TO OCT 26 2025

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OCT 22 TO OCT 26 2025



ABOUT alba

Founded in 1937, the Académie Libanaise des Beaux-Arts (ALBA) is the pioneering and leading institution of higher education in the fields of arts, design, and architecture in Lebanon. It joined the University of Balamand in 1988. As a recognized cultural and creative hub, ALBA promotes an interdisciplinary approach, combining artistic expression, critical thinking, and technical skills. The academy has a strong network of international partnerships and exchange programs, offering its students opportunities for development on several levels.

ALBA has a variety of schools and programs offering a range of bachelor's and master's degrees, all focused on preparing students to become innovative and influential professionals in their respective fields, both locally and internationally. These fields include architecture, visual arts, decorative arts (interior design, graphic arts and advertising, and product and global design), urban planning, film and audiovisual production, fashion design, and heritage conservation.



MISSION STATEMENT

ALBA proudly hosts the Educational Hub for We Design Beirut 2025

A Platform for Revival, Innovation, and Cultural Reflection

Building on the impactful collaboration with WeDesign Beirut 2024, ALBA (Académie Libanaise des Beaux-Arts | University of Balamand) is proud to serve as the Educational Hub for We Design Beirut 2025, a city-wide celebration of design, creativity, and cultural reflection. This collaboration reflects our ongoing vision to open our academic space to the public and foster meaningful dialogue between students, professionals, and the wider community. Our aim is to bridge the gap between the academic and professional worlds, creating a shared platform for knowledge exchange, critical discussion, and collective imagination. Through this partnership, we seek to explore the role of design in shaping contemporary realities and responding to the unique challenges facing Lebanon today.

Each theme invites reflection on Lebanon's complex layers, its past and present, crises and healing, heritage and innovation. To explore these ideas, we are hosting a series of lectures, roundtables, and workshops featuring voices from diverse professional and academic backgrounds.
These discussions will address themes such as cultural memory, sustainable futures, crisis management, and our evolving relationship with nature and resources. In parallel, an exhibition of student projects will highlight how they are responding to these challenges creatively and critically. At its core, this initiative is an invitation to collectively think, imagine, and act. By opening our doors to the public, we hope to dissolve boundaries and spark conversations that matter, conversations that reflect values of openness, collaboration, awareness, and care.



MISSION STATEMENT

ONE THEME, MULTIPLE EXPLORATIONS

In response to We Design's overarching theme, "Lebanon's Revival," ALBA has developed five subthemes that guide our programming:

Hybrid Intelligences

Exploring how the rise of advanced technological tools is reshaping our perception, design logic, and the blurred lines between war artefacts and design instruments.

The Future of Our Resources

Mining our past and present to imagine an ethical and sustainable future, one that reflects our values and redefines our relationship to resources through a cultural and ecological lens.

Identity Through Materiality

Interrogating how the materials we choose to work with express, shape, and inform the identities we seek to design.

Time Perceptions and Design

Examining how our understanding of time- past, present, and future- interacts with design, and how overlapping timelines shape our perception of each.

War / After War

When conflict becomes the norm, reconstruction requires more than rebuilding, it demands a design logic that continuously evolves in response to crisis, rooted in quick thinking and adaptation.

ALBA Educational Hub x We Design Beirut offers a timely opportunity to build a more connected, conscious design community, one that is rooted in our context, responsive to our realities, and united by a shared commitment to shaping a future that resonates with who we are and what we aspire to become.

PROGRAM IN A GLANCE

22 OCT

09:45 - Amphitheater Samir J. Abillama
Opening speech by **FADLALLAH DAGHER - Dean of ALBA-UOB**

LECTURES

10:00 - Amphitheater Samir J. Abillama
SAMER EID - SWARM
Theme: Hybrid Intelligences

11:00 - Amphitheater Samir J. Abillama
SAMAR YOUNES - Quantum Craft
Theme: Hybrid Intelligences

12:00 - Auditorium 2
KAREEN ANDRAOS
The Fabric of Time and Rupture
Theme: Time Perceptions & Design

ROUND TABLES

13:00 - Amphitheater Samir J. Abillama
Students, Boutros Sawaya, Dima Stephan, Tessa Sakhi, Nabil Haswany
Documenting Artisans and Designers' collaboration
Moderator: Dr. Patricia Cortas
Theme: The Future of our Resources

16:00 - Amphitheater Samir J. Abillama
SAMAR YOUNES, SAMER EID
Moderator: Kabalan Samaha
Theme: Hybrid Intelligences

23 OCT

LECTURES

13:00 - Auditorium 2
COLONEL HASAN HARKOUS
The Mission of the Independent Works Regiment
Theme: War/After War

14:00 - Amphitheater Samir J. Abillama
DR. MICHAEL KAETHLER - IED - Past-Forward
Theme: Time perceptions & Design

17:00 - Auditorium 2
BACHIR MOUJAES - Tactical Urbanism in times of Crisis
Theme: War/After War

WORKSHOPS

9:00 - 13:00 & 14:00 - 18:00
KAREEN ANDRAOS - What If... Objects Remembered
Theme: Time perceptions & Design

24 OCT

LECTURES

10:00 - Auditorium 2
DALIDA SNAIFER - USEK
The Ouroboros of Sustainability
Theme: The Future of Our Resources

11:00 - Auditorium 2
SERGE HARFOUSH - BUZURUNA JUZURUNA - Sovereignty
Theme: The Future of Our Resources

12:00 - Auditorium 2
ADRIAN MULLER - Home is where Earth is
Theme: The Future of Our Resources

ROUND TABLES

15:30 - Amphitheater Samir J. Abillama
DALIDA SNAIFER, SERGE HARFOUSH, ADRIAN MULLER, DANA BERRO
Moderator: Janine Akl
Theme: The Future of our Resources

WORKSHOPS

9:00 - 13:00 & 14:00 - 18:00
DR. MICHAEL KAETHLER - IED
Past-Forward
Theme: Time perceptions & Design

PROGRAM IN A GLANCE

25 OCT

LECTURES

09:45 - Auditorium 2
MANUELA BONAITI & GUIDO MASOTTI (STUDIO BAOLAB) - Next Matter
Theme: Identity through Materiality

12:00 - Auditorium 2
CAMILLE AMMOUN
The unsettled memory of Beirut's urban wrecks
Theme: Time Perceptions & Design

13:00 - Auditorium 2
DR. AMOS BIANCHI SPD/RUFA - On Exactitude in Science. Reading Borges in Beirut, 2025
Theme: Time Perceptions & Design

ROUND TABLES

15:00 - Amphitheater Samir J. Abillama
MICHAEL KAETHLER, DR. AMOS BIANCHI, CAMILLE AMMOUN
Moderator: Pr. Michael F. Davie
Theme: Time Perceptions & Design

WORKSHOPS

9:00 - 13:00 & 14:00 - 18:00
MANUELA BONAITI & GUIDO MASOTTI (STUDIO BAOLAB)
Next Matter
Theme: Identity through Materiality

PRIZE ANNOUNCEMENTS, AWARD CEREMONY

12:00
Awards ceremony for various exhibitions & workshops

26 OCT

LECTURES

11:00 - Amphitheater Samir J. Abillama
DANA BERRO - An Ethical Revolution
Theme: The Future of Our Resources

ROUND TABLES

12:00 - Amphitheater Samir J. Abillama
MANUELA BONAITI & GUIDO MASOTTI (STUDIO BAOLAB), VANESSA DAMMOUS LAU, REEM HILAL, RAMI SBEIH, BADRIA EL OSTA
Moderator: Marie-Josée Rizkallah
Theme: Identity through Materiality



PROGRAM DAY BY DAY

PROGRAM OF THE DAY

LECTURES

09:45
Amphitheater Samir J. Abillama

FADLALLAH DAGHER , DEAN OF ALBA-UOB

Opening speech

10:00
Amphitheater Samir J. Abillama

SWARM, SAMER EID

SWARM - Space, Warfare Aesthetics and Remote Mechanisms

Theme:
Hybrid Intelligences

11:00
Amphitheater Samir J. Abillama

QUANTUM CRAFT, SAMAR YOUNES

Remixing Cultural Heritage through Hybrid Intelligence

Theme:
Hybrid Intelligences

12:00
Auditorium 2

THE FABRIC OF TIME AND RUPTURE, KAREEN ANDRAOS

Theme:
Time Perceptions & Design

ROUND TABLES

13:30
Amphitheater Samir J. Abillama

DOCUMENTING ARTISANS AND DESIGNERS' COLLABORATION

Students, Boutros Sawaya, Dima Stephan, Tessa Sakhi, Nabil Haswany
Moderator: Dr. Patricia Cortas

Theme:
The Future Of Our Resources

16:00
Amphitheater Samir J. Abillama

HYBRID INTELLIGENCES

Samar Younes, Samer Eid
Moderator: Kabalan Samaha

Theme:
Hybrid Intelligences

22 OCT.

PROGRAM OF THE DAY

LECTURES

13:00
Auditorium 2

THE MISSION OF THE INDEPENDENT WORKS REGIMENT, COLONEL HASAN HARKOUS

Theme:
War/After War

14:00
Amphitheater Samir J. Abillama

PAST-FORWARD, DR. MICHAEL KAETHLER - IED

Past Forward: Designing Memory, Making Futures

Theme:
Time Perceptions & Design

17:00
Auditorium 2

TACTICAL URBANISM IN TIMES OF CRISIS, BACHIR MOUJAES

Theme:
War/After War

WORKSHOPS

ALL DAY
9:00 - 13:00 & 14:00 - 18:00

WHAT IF... OBJECTS REMEMBERED, KAREEN ANDRAOS

Designing Rituals for Futures Yet Imagined

Theme:
Time Perceptions & Design

23 OCT.

PROGRAM OF THE DAY

LECTURES

10:00

Auditorium 2

THE OUROBOROS OF SUSTAINABILITY, DALIDA SNAIFER - USEK

Why Caring Shapes the Future of Our Resources

Theme:
The Future Of Our Resources

11:00

Auditorium 2

SOVEREIGNTY, SERGE HARFOUSH, BUZURUNA JUZURUNA

Seeds, Food, Future.

Theme:
The Future Of Our Resources

12:00

Auditorium 2

HOME IS WHERE EARTH IS, ADRIAN MULLER

Theme:
The Future Of Our Resources

ROUND TABLES

15:30

Amphitheater Samir J. Abillama

THE FUTURE OF OUR RESOURCES

Dalida Snaifer, Serge Harfoush, Adrian Muller, Dana Berro
Moderator: Janine Akl

Theme:
The Future of our Resources

WORKSHOPS

ALL DAY

9:00 - 13:00 & 14:00 - 18:00

PAST-FORWARD, DR. MICHAEL KAETHLER - IED

Past Forward: Designing Memory, Making Futures

Theme:
Time Perceptions & Design

24 OCT.

PROGRAM OF THE DAY

LECTURES

10:00

Auditorium 2

NEXT MATTER, MANUELA BONAITI & GUIDO MASOTTI (STUDIO BAOLAB)

Powered by the Italian Embassy
Next Matter, The Future of Materiality

Theme:
Identity Through Materiality

12:00

Auditorium 2

THE UNSETTLED MEMORY OF BEIRUT'S URBAN WRECKS, CAMILLE AMMOUN

Theme:
Time Perceptions & Design

13:00

Auditorium 2

EXACTITUDE IN SCIENCE, DR. AMOS BIANCHI SPD/RUFA

On Exactitude in Science.
Reading Borges in Beirut, 2025

Theme:
Time Perceptions & Design

12:00

PRIZE ANNOUNCEMENTS & AWARD CEREMONY

for various workshops and exhibitions

ROUND TABLES

15:00

Amphitheater Samir J. Abillama

TIME PERCEPTIONS AND DESIGN

Dr. Michael Kaethler, Dr. Amos Bianchi, Camille Ammoun
Moderator: Pr. Michael F. Davie

Theme:
Time Perceptions & Design

WORKSHOPS

12:00

till 16:30

NEXT MATTER, MANUELA BONAITI & GUIDO MASOTTI (STUDIO BAOLAB)

Powered by the Italian Embassy
Next Matter, The Future of Materiality

Theme:
Identity Through Materiality

25 OCT.

PROGRAM OF THE DAY

LECTURES

11:00

Amphitheater Samir J. Abillama

AN ETHICAL REVOLUTION, DANA BERRO

Theme:
The Future Of Our Resources

ROUND TABLES

12:00

Amphitheater Samir J. Abillama

IDENTITY THROUGH MATERIALITY

Manuela Bonaiti & Guido Masotti (Studio Baolab)
Powered by the Italian Embassy
& Vanessa Dammous - LAU, Reem Hilal, Rami Sbeih, Badria el Osta
Moderator: Marie-Josée Rizkallah

Theme:
Identity Through Materiality

26 OCT.





PROGRAM BY THEME

LECTURES

10:00

Amphitheater Samir J. Abillama

SWARM, SAMER EID

SWARM - Space, Warfare Aesthetics and Remote Mechanisms

OCT. 22

11:00

Amphitheater Samir J. Abillama

QUANTUM CRAFT, SAMAR YOUNES

Remixing Cultural Heritage through Hybrid Intelligence

OCT. 22

ROUND TABLES

16:00

Amphitheater Samir J. Abillama

HYBRID INTELLIGENCES

Samar Younes, Samer Eid
Moderator: Kabalan Samaha

OCT. 22

HYBRID INTELLIGENCES

2 Lectures 1 Round Table

LECTURES

13:00

Auditorium 2

THE MISSION OF THE INDEPENDENT WORKS REGIMENT, COLONEL HASAN HARKOUS

OCT. 23

17:00

Auditorium 2

TACTICAL URBANISM IN TIMES OF CRISIS, BACHIR MOUJAES

OCT. 23

WAR / AFTER WAR

2 Lectures

LECTURES

12:00
Auditorium 2
THE FABRIC OF TIME AND RUPTURE, KAREEN ANDRAOS
OCT. 22

14:00
Amphitheater Samir J. Abillama
PAST-FORWARD, DR. MICHAEL KAETHLER - IED
Past Forward: Designing Memory, Making Futures
OCT. 23

12:00
Auditorium 2
THE UNSETTLED MEMORY OF BEIRUT'S URBAN WRECKS, CAMILLE AMMOUN
OCT. 25

13:00
Auditorium 2
EXACTITUDE IN SCIENCE, DR. AMOS BIANCHI SPD/RUFA
On Exactitude in Science. Reading Borges in Beirut, 2025
OCT. 25

ROUND TABLES

15:00
Amphitheater Samir J. Abillama
TIME PERCEPTIONS AND DESIGN
Dr. Michael Kaethler, Dr. Amos Bianchi, Camille Ammoun
Moderator: Pr. Michael F. Davie
OCT. 25

TIME PERCEPTIONS AND DESIGN

4 Lectures 1 Round Table

PROGRAM BY THEME

WORKSHOPS

ALL DAY
9:00 - 13:00 & 14:00 - 18:00
WHAT IF... OBJECTS REMEMBERED, KAREEN ANDRAOS
Designing Rituals for Futures Yet Imagined
OCT. 23

ALL DAY
9:00 - 13:00 & 14:00 - 18:00
PAST-FORWARD, DR. MICHAEL KAETHLER - IED
Past Forward: Designing Memory, Making Futures
OCT. 24

TIME PERCEPTIONS AND DESIGN

2 Workshops

LECTURES

10:00
Auditorium 2

THE OUROBOROS OF SUSTAINABILITY, DALIDA SNAIFER - USEK

Why Caring Shapes the Future of Our Resources

OCT. 24

11:00
Auditorium 2

SOVEREIGNTY, SERGE HARFOUSH, BUZURUNA JUZURUNA

Seeds, Food, Future.

OCT. 24

12:00
Auditorium 2

HOME IS WHERE EARTH IS, ADRIAN MULLER

OCT. 24

11:00
Amphitheater Samir J. Abillama

AN ETHICAL REVOLUTION, DANA BERRO

OCT. 26

THE FUTURE OF OUR RESOURCES

4 Lectures

ROUND TABLES

13:30
Amphitheater Samir J. Abillama

DOCUMENTING ARTISANS AND DESIGNERS' COLLABORATION

Students, Boutros Sawaya, Dima Stephan, Tessa Sakhi, Nabil Haswany
Moderator: Dr. Patricia Cortas

OCT. 22

15:30
Amphitheater Samir J. Abillama

THE FUTURE OF OUR RESOURCES

Dalida Snaifer, Serge Harfoush, Adrian Muller, Dana Berro
Moderator: Janine Akl

OCT. 24

THE FUTURE OF OUR RESOURCES

2 Round Tables

PROGRAM BY THEME

LECTURES

10:00

Auditorium 2

NEXT MATTER,
MANUELA BONAITI & GUIDO MASOTTI
(STUDIO BAOLAB)

Powered by the
Italian Embassy
Next Matter, The Future of Materiality

OCT. 25

WORKSHOPS

12:00

till 16:30

NEXT MATTER,
MANUELA BONAITI & GUIDO MASOTTI
(STUDIO BAOLAB)

Powered by the
Italian Embassy
Next Matter, The Future of Materiality

OCT. 25

ROUND TABLES

12:00

Amphitheater Samir J. Abillama

IDENTITY THROUGH MATERIALITY

Manuela Bonaiti & Guido Masotti
(Studio Baolab)
Powered by the
Italian Embassy
& Vanessa Dammous - LAU, Reem Hilal, Rami Sbeih, Badria el Osta
Moderator: Marie-Josée Rizkallah

OCT. 26

IDENTITY THROUGH MATERIALITY

1 Lecture 1 Round Table 1 Workshop





THE SPEAKERS



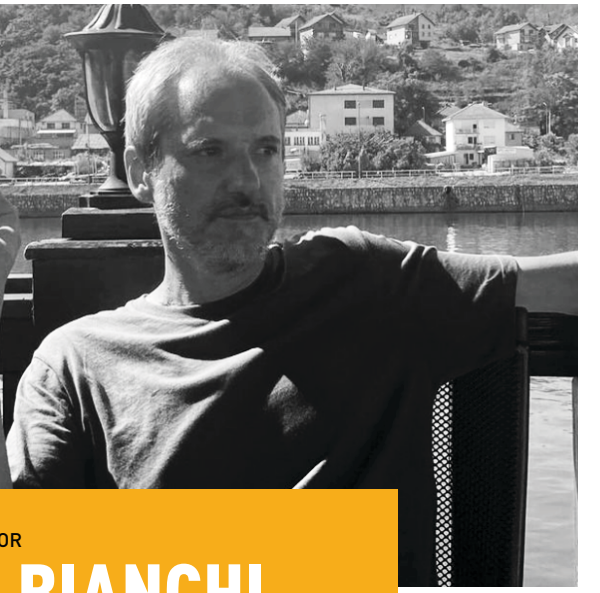
WRITER AND POLICY ADVISOR

CAMILLE AMMOUN

Lecture - Round Table
Theme: Time Perceptions and Design

The Unsettled Memory Of Beirut's Urban Wrecks
Six urban wrecks haunt Beirut: the Murr Tower, the Holiday Inn, the Egg, Dalieh, Électricité du Liban (EDL), and the Port Silos. They are neither museums nor ruins but open, nervous endings. In a city without a memorial policy, they have become the city's hard drives. Spatial memories that refuse closure. The 4 August 2020 explosion shattered the resilience myth; the operative concept is now subsidence, slow sinking disguised as adaptation. My talk follows these sites to show how unsettled memory can be leveraged as civic power.

Camille Ammoun is a Beirut-based writer and policy advisor exploring cities, political economy, and climate change. Drawing on psychogeography, his work investigates contemporary urban challenges through literature. His latest book, Subsidence (Terre Urbaine, 2023), redefines the concept of subsidence to encompass human and social phenomena.



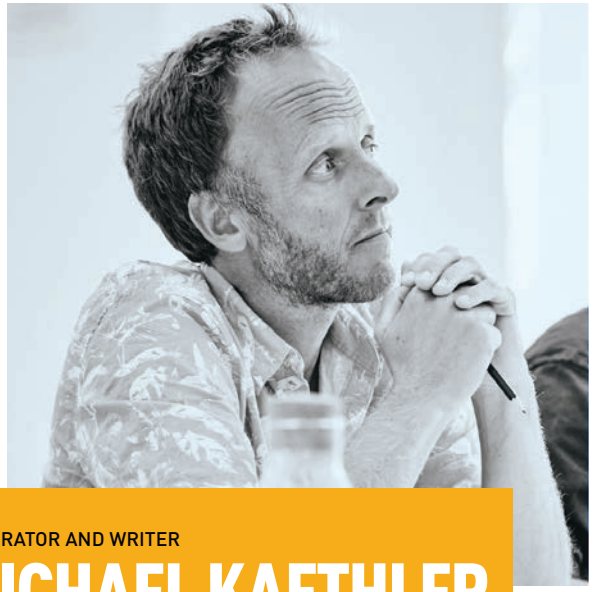
ACADEMIC DIRECTOR

AMOS BIANCHI

Lecture - Round Table
Theme: Time Perceptions and Design

On Exactitude in Science. Reading Borges in Beirut, 2025
The lecture "On Exactitude in Science. Reading Borges in Beirut, 2025" takes its cue from the Argentine writer's short story of the same name to trace the still Tattered Ruins of [the] Map in the Deserts of the West. Certain keywords (entropy, chaos, the virtual, the posthuman, the circle of society, dépense, performativity, preserving life, the unthought, transgression and enjoyment, I would prefer not to) will serve as methodological prompts for constructing a new conceptual map for designers — provisional, unstable, restless, yet free.

With a degree in Philosophy, an MA in Communication, and a Ph.D. in Visual Arts – Media Studies from the University of Plymouth, he has worked for over twenty years in the field of art and design education, holding positions in teaching, postgraduate course and disciplinary area direction, and programme development. Since September 2022, he has been Academic Coordinator at Plena Education and Academic Director of SPD – Scuola Politecnica di Design; since May 2025, Academic Director of the Milan Campus of RUFA Rome University of Fine Arts. Previously a lecturer in Aesthetics, Aesthetics of New Media, and Film History, since October 2024 he has been teaching Film History at RUFA.



RESEARCHER, CURATOR AND WRITER

DR. MICHAEL KAETHLER

IED

Lecture - Round Table - Workshops
Theme: Time Perceptions and Design

Past-Forward: Designing Memory, Making Futures
How does design shape our sense of time—our memories of the past, experiences of the present and our visions of the future? Can designers bend time itself, weaving fragile constructions of memory while imagining not only possible futures but even potential pasts? Together we will explore design's possibilities of moving through time.

Michael is a researcher, curator and writer, working at the crossroads of art, design, anthropology and sociology. In recent years he has been developing critical theory and practice around the notion of alterity and situating ethnographic techniques in creative practice, through writing, teaching and curatorial work; including curating the National Pavilion of San Marino (2023) and the 'Other Session' (2024) at the Venice Biennale. His most recent books 'Social Matter, Social Design' and 'The Auto-Ethnographic Turn in Design' delve into questions about critical creative research and action. He is currently a research fellow at the OSMOS Network (BE), the Scientific Director of The Offing Foundation (NL) and co-head of the Masters of Social Ecological Design at the European Institute of Design (IT) and lecturer in Social Design at the Design Academy Eindhoven (NL). Michael holds a PhD in Architecture, an M.Eng in Human Settlements and an MA in Slavonic Studies. He is based in the Italian countryside where he tries, and largely fails, at various agricultural projects.



SPACE, FURNITURE, AND PRODUCT DESIGNER – TEACHER

KAREEN ANDRAOS

Lecture - Round Table - Workshops
Theme: Time Perceptions and Design

Lecture : The Fabric of Time and Rupture
Time as Fabric: Time is not a line. It is a fabric: woven, torn, repaired, stretched, patched. In Lebanon, this fabric is fragile, always under stress. Blackouts, wars, sudden pauses, and unexpected intensities create ruptures that leave traces on bodies, buildings, and memory. As designers, we live in this temporal fabric daily. We must learn to design with rupture, not against it. This lecture explores Lebanon as a laboratory of time, where ruptures, repetitions, and multiplicities make time unstable yet alive. Design here is not only spatial but temporal — objects store memory, spaces stage presence, and speculation opens futures. By embracing rupture rather than erasing it, speculative design transforms instability into a tool of imagination, asking what if and weaving fragile fabrics of memory and possibility

Workshop: What If... Objects Remembered
This workshop explores how rituals embedded in objects of the past can inspire speculative futures. Through memory, fragmentation, and re-design, participants will investigate how everyday, festive, mourning, and digital ritual objects can be reinterpreted to imagine new cultural practices and temporalities.

Kareen Andraos is a Space and Product Designer whose work spans hospitality, commercial, and residential design. For over two decades, she has taught Industrial and Interior Design at the Lebanese Academy of Fine Arts (ALBA-UOB) combining technical expertise with a collaborative, history-driven approach. Her projects balance emotional and functional needs, while her dual role as teacher and designer enables her to deliver thoughtful, sustainable designs rooted in cultural context.



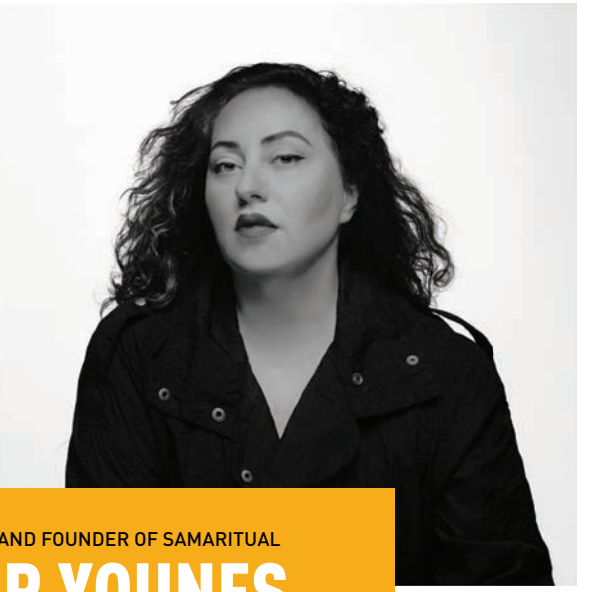
ARCHITECT AND AUTHOR

SAMER EID

Lecture - Round Table
Theme: Hybrid Intelligences

SWARM [Space, Warfare Aesthetics & Remote Mechanisms]
SWARM sets out to explore, through an architectural and theoretical lens, the spatial aesthetics shaped by cybernetic warfare and mechanical telepresence. This lecture unfolds through a curated selection of 3rd-year student works from the ALBA Speculative / Architecture / Matrix. At its core, SWARM interrogates the shifting territories within post-conflict landscapes, positioning the notion of the drone as both a reference object and a critical paradigm.

Born in Beirut, Lebanon (1977) Samer Eid studied architecture at the Lebanese Academy of Fine Arts (ALBA/UOB) [Chadirji Award Winning Thesis in 2001]. Architect since 2002, he established his own professional practice – SEARCH – entered several competitions and earned numerous prizes, thus developing a growing reputation with a wide-ranging scope of atypical projects; his architectural 'hybrids' have been extensively published. Lecturing since 2005, Samer Eid is the director of the ALBA experimental platform, through which he actively explores the cybernetic affiliation between natural systems, emerging forms, spatial linguistics and artificial intelligence. He is the author of influential academic publications.



ARTIST-THEORIST, AND FOUNDER OF SAMARITUAL

SAMAR YOUNES

Lecture - Round Table
Theme: Hybrid Intelligences

Quantum Craft™
Quantum Craft™ operates through superposed epistemologies where artisanal, ancestral, ecological, and artificial intelligences refuse synthesis. This talk excavates how craft becomes reality-composing technology when practiced through transcultural navigation - treating imperfection and mutation as intentional insurgent methodology rather than accident against monoculture.

Samar Younes is a Beirut-born, Brooklyn-based Quantum Craft™ artist-theorist, and founder of SAMARITUAL, actively mutating craft into a reality-composing insurgent technology, transforming organizations through cultural archaeology and strategic insurgency. Previously, Younes studied architecture and visual communication and holds degrees in scenography from Central Saint Martins. With 25+ years as artistic director at the intersection of art, commerce, and culture, her Future Ancestors series and IMAGINAOLGY Quantum Craft™Lab guide practitioners in developing kaleidoscopic intelligence as essential future literacy. International speaking circuit: CSM, Parsons, NYU, Dubai Future Foundation, Doha Debates. Featured in Wired, GQ, WGSN, Frame, and more. Mentor at the New Museum of Contemporary Art incubator: NEW INC. Recently published: AI Art Magazine's Critical Intelligence issue and Compass APF 'Futures of Creativity' issue. She publishes Quantum Culture Substack, exploring post-disciplinary approaches to cultural production that challenges binary categorization and monoculture.



PROFESSOR & COORDINATOR OF THE GRAPHIC ARTS & ADVERTISING DEPARTMENT ALBA

KABALAN SAMAHA

Round Table
Theme: Hybrid Intelligences

Kabalan Samaha is a Professor and Coordinator of the Graphic Arts and Advertising (Multimedia) Department at the School of Decorative Arts at the Lebanese Academy of Fine Arts.
Having studied advertising at ALBA, he also holds a Master's degree in Art Direction and Graphic Design from ISCOM in Paris.
He works as an Associate and Creative Director at a digital agency, overseeing digital and interactive projects. He is recognized for his expertise in 3D mapping, artificial intelligence, virtual and augmented reality, as well as immersive digital installations, and has led several innovative technological projects



ARCHITECT AND EARTH BUILDER

REEM HILAL

Round Table
Theme: Identity Through Materiality

Architect and Earth builder at Building Baladi, and founder of Hearth, a social enterprise focusing on experimenting with earth and natural materials in existential design. She believes we are nature, and works on reintegrating earth into our daily lives through planting, fireplaces, and shelter.



FIBER ARTIST AND PAPER MAKER

BADRIA EL OSTA

Round Table
Theme: Identity Through Materiality

Badria el Osta is a papermaker and a fiber artist working exclusively with organic materials.
In 2000 she started upcycling cardboard and paper waste into home accessories and furniture. She also used banana leaves to produce paper.
In 2002 she started working with palm leaves, weaving and braiding them into different kinds of products.

In 2019 she extended the use of banana waste through banana fiber extraction, and started producing home accessories from weaved and braided organic banana fibers.
She is a trainer in papermaking, paper upcycling, fiber extraction, weaving and braiding.



POET, ARTIST AND HERITAGE EXPERT

MARIE-JOSÉE RIZKALLAH

Round Table
Theme: Identity Through Materiality

Poète, écrivain, artiste-peintre, militante libanaise, engagée dans la préservation du patrimoine et de l'identité culturelle du Liban. Fondatrice et présidente de l'association I.C.H.T.A.R., elle est également cofondatrice du média Libnanews. Auteur de plusieurs recueils de poèmes, ainsi que des articles dans la presse locale et internationale, ayant des contributions dans trois ouvrages collectifs, son parcours a été entériné par des sommités du monde littéraire. Titulaire d'un master de recherches en Art sacré de l'USEK, elle a enseigné l'histoire, la théologie de l'icône, l'hagiographie iconographique, l'histoire de l'art au Liban, l'expression artistique, la conservation ... Elle a suivi plusieurs formations et stages au Liban, en France, en Chine, en Russie et avec les Italiens, en conservation et restauration du patrimoine. Marie-Josée fait partie actuellement du corps enseignant de l'ALBA et dirige la section de Conservation et Restauration du Patrimoine.



ARCHITECT

MANUELA BONAITI

Embassy of Italy
Beirut

Lecture - Round Table - Workshop
Theme: Identity Through Materiality

Next Matter

Architect, she lives and works in Milan as consultant in industrial design. Manuela focuses her continuous research on sensorial projects, meta-projectual strategy, as well as design of colors and materials. After collaborating with Castelli Design Studio on CMF projects and industrial product's identity, she joined Total Tool, to follow and develop several scenarios in strategic design for international clients. In 2007, in partnership with Emma Clerici, she founded Baolab, a CMF design studio specializing in the research of innovative materials, advanced processes, colour & trend forecasting and strategic design. With Baolab, she participated in the NCS international board for trend forecasting. She has kept teaching courses at different institutions: at Politecnico of Milano (the Polytechnic University of Milan) visual communication; at IED (Istituto Europeo di Design) concept lab, Colour, Material and Finishing; at SPD (Scuola Politecnica di Desing) in Transportation design (Master), at Istituto Marangoni at Interior Design. She is currently teaching at master course in Sensorial Surface design at Politecnico di Milano.



RESEARCHER

GUIDO MASOTTI

Embassy of Italy
Beirut

Lecture - Round Table - Workshop
Theme: Identity Through Materiality

Next Matter

What is the future of materiality? Projecting into the future through the themes of environment, technology, innovation, vision.

After graduating in Materials Engineering and Nanotechnology at the Polytechnic University of Milan, he worked for three years in a nanotechnology company specialized in textile applications with functional purpose. Later, he became a freelance consultant, collaborating with Emma Clerici and Manuela Bonaiti at Baolab on CMF research and material innovation, while continuing his research activities in nanotechnology, where he patented a nanoparticle-based tracking system for the product industry. Motivated by his interest in exploring the intersection between materials and design, Guido then shifted his focus towards experimenting and applying innovative materials to everyday products in fashion, transportation, and consumer goods. Since January 2025, he is partner at Baolab, where he follows advanced materials research, materials scouting and experimentation, and innovation projects for international clients. He has taught Materials and Processes for two years at Istituto Marangoni.



CEO AND CO-FOUNDER OF PLASTC LAB

RAMI SBEIH

Round Table
Theme: Identity Through Materiality

Rami Sbeih is the CEO and co-founder of Plastc Lab, a Lebanon-based startup pioneering circular economy solutions by transforming plastic waste into design, construction, and urban products. With over a decade of professional experience across medicine, consulting, and sustainability, he has built expertise in waste management, recycling technologies, ESG, and circular economy strategies.



ARCHITECT & ADJUNCT ASSOCIATE PROFESSOR LAU DEPARTMENT OF ARCHITECTURE & DESIGN

VANESSA DAMMOUS

Round Table
Theme: Identity Through Materiality

Vanessa Dammous, LAU B.Arch. alumna, is a Beirut-based architect and Adjunct Associate Professor at the department of architecture and design at the Lebanese American University. With a multidisciplinary background spanning architecture, scenography, and product design, she holds degrees from LAU, the École Nationale des Beaux-Arts de Lyon, and Domus Academy in Milan. Her practice bridges scales and disciplines, from urban and interior design to custom furniture, scenography, and ceramics. Professionally, she has worked as an architect, art director, set and furniture designer, and more recently, as a ceramicist. In 2019, she founded Caravan_beirut, a studio dedicated to sensorial experimentation that reflects her architectural vision while pushing the boundaries of clay artistry. Her work ranges from tableware and vessels to lighting pieces, wall installations, and furniture.



DESIGNER

DANA BERRO

Round Table
Theme: Identity Through Materiality

An Ethical Revolution
In a world unraveling, "An Ethical Revolution" asks what kind of ethics can emerge from collapse. Drawing from radical theory, everyday survival in Lebanon, and the ingenuity of its people, it repositions design as a tool for collective liberation—not control.

Dana describes herself as a designer shaped by many homes across the globe. Her work is guided by curiosity and never-ending questions, drawing from multidisciplinary perspectives and expressed through critical research, curation, and product and graphic design. She is currently pursuing a Master's in Eco–Social Design at HSLU in Switzerland, continuing to design for knowledge and change.



CO-FOUNDER AND COORDINATOR OF GREEN USEK

DALIDA SNEIFER

Lecture - Round Table
Theme: The Future of Our Resources

The Ouroboros of Sustainability:
Why Caring Shapes the Future of Our Resources
The story of our resources is also the story of our future. Through the lens of the Ouroboros, I will explore why caring is not optional, how the circular economy sustains life, and what we at USEK have accomplished in the last 10 years to prove it works.

Dalida Sneifer is the co-founder and coordinator of Green USEK, leading sustainability initiatives at the university for the past 10 years. Guided by the belief that every action counts, she has fostered a campus culture where environmental responsibility, innovation, and collaboration thrive.



FARMER, ACTIVIST, CO-FOUNDER OF BUZURUNA JUZURUNA

SERGE HARFOUCHE

Lecture - Round Table
Theme: The Future of Our Resources

Sovereignty: seeds, food, future.
An introduction to agroecology, food sovereignty and peasant seed saving as an alternative system to (almost) everything going wrong on this planet.

Buzuruna Juzuruna Association started with a small idea in 2016: to produce heirloom (non-hybrid, non-GMO) seeds and make them available to local communities in Lebanon as part of wider efforts to work towards food sovereignty.



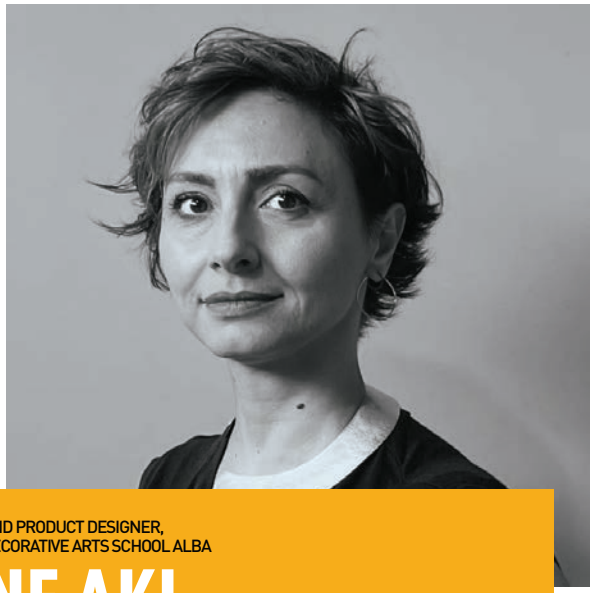
ARCHITECT, ARTIST, WRITER, TERRAMANCER, DESIGNER OF OBJECTS AND MAKER OF THINGS

ADRIAN MULLER

Lecture - Round Table
Theme: The Future of Our Resources

Home is where Earth is
Ceramics is humanity's oldest technology; a choreography of the elements and human hand that continues largely unchanged for thousands of years and despite the rise of industry. From vessel to brick, roof tile to fragment, terracotta links ordinary structures and everyday objects to the most elemental forces and geological timescales. This lecture traces those cycles and journeys of the earth and machine, through the lens of Lebanon's only remaining terracotta factory and asks how clay, in its many forms, still shapes the way we build, imagine, and belong with the earth when art and industry collide.

Adrian Muller is an anti-disciplinary architect, artist, writer, terramancer, designer of objects and maker of things. The third generation in a lineage of potters, ceramic arts and industry, Adrian was born and raised on the family brick factory in Mount Lebanon where he grew up surrounded by clay, craft, and manufacturing.



SPACE, FURNITURE AND PRODUCT DESIGNER,
TEACHER, HEAD OF DECORATIVE ARTS SCHOOL ALBA

JANINE AKL

Round Table
Theme: The Future of Our Resources

A graduate of ALBA in Interior Architecture and Furniture Design, she went on to earn a "Mastère Grandes Écoles" degree in Dual Design at ENISE engineering school, in partnership with ERBASE in Saint-Étienne.
After gaining professional experience in France and Morocco, she returned to Lebanon, where she co-founded a studio dedicated to horeca spaces, while also collaborating with the family business specializing in high-end furniture. Her work there focuses on preserving and transmitting traditional woodworking craftsmanship while fostering meaningful connections.
Since 2005, she has been teaching product design and, since 2015, has taken charge of methodology courses, in addition to supervising spatial design and communication workshops. Director of Decorative Arts at ALBA since 2023, she continues to cultivate a dialogue between practice and structure, transmission and creation, space and emotion.



MASTER GLASS BLOWER

BOUTROS SAWAYA

Round Table
Theme: The Future of Our Resources, Documenting artisans and designers' collaboration

Boutros Walid Sawaya is a Lebanese master glass blower whose work celebrates the fusion of heritage and innovation. Drawing on centuries-old techniques, he transforms molten glass into contemporary forms that speak to both tradition and modern design. His collaborations with designers emphasize the importance of preserving artisanal knowledge while exploring new aesthetic and functional possibilities. At the We Design round table, Boutros will share insights into the delicate balance between craft and concept, and the evolving role of artisans in shaping sustainable futures using Pyrex glass.



INTERIOR ARCHITECT AND ARTISAN

DIMA STEPHAN

Round Table
Theme: The Future of Our Resources, Documenting artisans and designers' collaboration

Dima Stephan is a Lebanese Interior Architect and artisan recognized for her work in reviving and reimagining the craft of rattan weaving. With over a decade of experience in spatial design, her creative journey has been deeply rooted in the arts. Growing up in a family of painters and sculptors, she developed an early sensitivity to form, material, and the expressive language of objects. She is one of Lebanon's few practicing rattan artisans and the youngest female in the field. She founded RATTANHUN as both a studio and a mission: to preserve and reinterpret the heritage of rattan weaving while placing it within a contemporary design context. Her work ranges from sculptural furniture to site-specific installations, created in collaboration with local and international designers, collectors, and architects. Through RATTANHUN, Stephan continues to explore the intersection of innovation and traditional craft—giving new life to an age-old practice, one handmade piece at a time.



MASTER ARTISAN

NABIL HASSWANY

Round Table
Theme: The Future of Our Resources, Documenting artisans and designers' collaboration

Nabil Hasswany is a Lebanese master artisan with more than fifty years of experience in traditional handicrafts, including mother-of-pearl inlay, marquetry, oriental furniture, and fine woodwork. He began his career in Nabaa, where he spent over two decades crafting handmade furniture and decorative pieces, acquiring a deep knowledge of Lebanese artisanal techniques. In 2010, he established his own workshop in Dekwaneh, producing oriental salons, dining sets, and intricate marquetry artworks that combine traditional patterns with refined craftsmanship. Alongside his production, he has been teaching handicrafts at Roumieh Prison for more than twenty years, helping inmates develop artisanal skills and supporting their reintegration into society. Recognized for both his artistry and his mentorship, Nabil is deeply committed to preserving Lebanon's cultural heritage and passing it on to future generations.



ARCHITECT AND DESIGNER

TESSA SAKHI

Round Table
Theme: The Future of Our Resources, Documenting artisans and designers' collaboration

Based between Venice and Beirut, Tessa El Sakhi (b. 1991) is an architect and designer who founded her international award-winning studio in 2015. Specializing in renovations, interior architecture and urban design, her aim is to preserve cultural heritage and create social and sensorial experiences to connect, inspire and nurture. Her creative identity focuses on 3 pillars: Human (social and sensorial connections), Earth (natural environment and sustainability) and Legacy (traditional craft and innovative technique).
Her work is exhibited worldwide in museums, fairs, and galleries, garnering several nominations and awards. Committed to philanthropy and social consciousness, she donates works to support numerous NGOs for academic scholarships and education, building reconstruction, reforestation, sexual health and dog rescues.



INTERIOR ARCHITECT, ART HISTORY DOCTORATE

PATRICIA CORTAS

Round Table
Theme: The Future of our Ressources, Documenting artisans and designers' collaboration

Patricia Cortas is an Interior Architect with a PhD in Art History, passionate about the intersection of art, culture, and spatial design. A graduate of the Holy Spirit University of Kaslik, she has built a career at the crossroads of academic teaching and research, creative practice, and cultural heritage preservation. Recognized for her award-winning contributions at international conferences, she has presented widely on the value of artistic and artisanal legacies.
Her teaching emphasizes critical thinking, contextual research, and innovative storytelling tools. Beyond academia, Patricia has coordinated cultural projects and collaborated on initiatives that highlight the transmission of craftsmanship. Detail-oriented and deeply committed to interdisciplinary dialogue, she continues to contribute to education, heritage preservation, and freelance interior projects.



DIRECTEUR ADJOINT DE L'IUA, DIRECTEUR ADJOINT MASTER - ECOLE D'ARCHITECTURE

BACHIR MOUJAES

Lecture
Theme: War/After War

Tactical Urbansim In Times Of Crisis

Beirut's endless challenges have fostered small-scale, fast-track, grassroots actions that reveal their transformative potential. Yet, despite being underrated as a driving force, they embody what is identified today as tactical urbanism - an emerging field in urban design that shines in times of crisis. When rightfully acknowledged and anchored in a strategic vision, these short-term actions hold the power to trigger long-term change. "Think big, act small" has never been more relevant.

Bachir Moujaes grew up in a wartime-divided Beirut, a harsh yet formative reality that nurtured his passion for the city. He studied architecture and urbanism at ALBA - University of Balamand and now leads Planning and Design at Solidere, overseeing Beirut Downtown's postwar reconstruction and regional projects with Solidere International. Bridging practice and academia, his is currently Assistant Director of ALBA's School of Architecture and Institute of Urbanism. His focus on the intermediate scale between architecture and the city let to the creation of a dual master's in architecture and urban design. His recent work explores tactical urbanism, an experimental field in urban design that "shines in times of crisis", in reaction to Beirut's never-ending challenges

THE SPEAKERS



COMMANDER OF THE INDEPENDENT WORKS REGIMENT (IWR) OF THE LEBANESE ARMED FORCES

COLONEL HASAN HARKOUS

Lecture
Theme: War/After War

Colonel (PSC) Hasan Harkous is a senior officer in the Lebanese Armed Forces (LAF) with over 26 years of distinguished service. He currently serves as the Commander of the Independent Works Regiment (IWR) of the Lebanese Armed Forces. A PhD candidate in Civil Engineering, he is an expert in infrastructure development, construction management, emergency response strategy, and Cultural Property Protection (CPP). Commissioned into the LAF, COL Harkous has held diverse leadership positions, overseeing critical military construction, emergency response, and infrastructure support projects for army units across Lebanon. He played a central role in heritage protection during crises, including the 2020 Beirut blast and the 2024 conflict, where he oversaw the evacuation of museums and the safeguarding of archaeological sites that later received UNESCO Enhanced Protection status. As a certified CPP trainer, he has participated in international courses and collaborations with the Italian Carabinieri TPC, French DELPAT, U.S. AMOT, British Army CPP program, and institutions such as UNESCO, Smithsonian, Blue Shield International, CER, Deutsche Institute, and Assorestauro. Along his contributions in IWR, the LAF established the Cultural Property Protection and Emergency Response (CPPER) Training Center, fostering joint training with the Directorate General of Antiquities, security forces, civil defense, the Red Cross, NGOs, and universities.

Colonel Harkous is also a proponent of sustainability in military engineering, leading initiatives in recycling, upcycling, and circular economy practices within the regiment, supporting both military and civilian resilience. His academic research and operational leadership combine engineering innovation with cultural heritage protection, positioning Lebanon as a regional hub for CPP expertise and cooperation.



ENSEIGNANT - CHERCHEUR DE L'ARC

PR. MICHAEL F. DAVIE

Round Table
Theme: The Future of Our Resources, Documenting artisans and designers' collaboration

PhD. Professeur des Universités émérite, à la retraite. Ses thématiques de recherche portent sur la géographie urbaine des pays arabes, sur la géopolitique et sur la cartographie.
Il a obtenu sa thèse de doctorat en géographie de l'Université de Strasbourg (France), et son Habilitation à Diriger des Recherches (HDR) de l'Université de Tours (France).
Il a travaillé dans les laboratoires UMR-CNRS à Tours et à Paris-Sorbonne.



STUDENTS' PROJECTS

STUDENTS' PROJECTS EXHIBITIONS & FILM PROJECTIONS

As the Educational Hub for We Design Beirut 2025, ALBA (Académie Libanaise des Beaux-Arts | University of Balamand) proudly presents students' projects exhibitions and film projections from all its schools, including Architecture, Interior Architecture and Design, Product Design, Graphic Arts and Advertising, Fashion, Visual Arts, and Film and Audiovisual Production.

Showcasing work at the Dekwaneh campus and other venues throughout the city-wide event from October 22 to 26, 2025, ALBA's participation reflects its ongoing commitment to fostering dialogue between students, professionals, and the wider community.

These exhibitions and projections explore themes related to "Lebanon's Revival," including Hybrid Intelligences, Identity Through Materiality, War/After War, The Future of Our Resources, and Time Perceptions and Design. The aim is to highlight how students are responding creatively and critically to the challenges and opportunities facing Lebanon today, contributing to a more connected and conscious design community.



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