WE DESIGN BEIRUT X alba académie libanaise des beaux-arts université de balamand

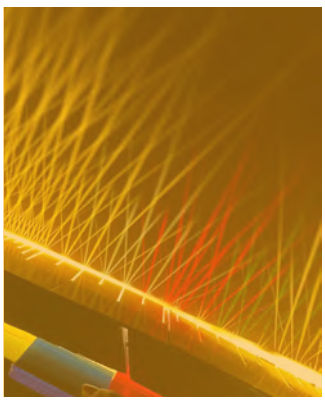
LEBANON'S REVIVAL

EDUCATIONAL HUB

FROM OCT 22 TILL OCT 26

UOB - Dekwaneh Campus

Lectures & Workshops



Workshop 1

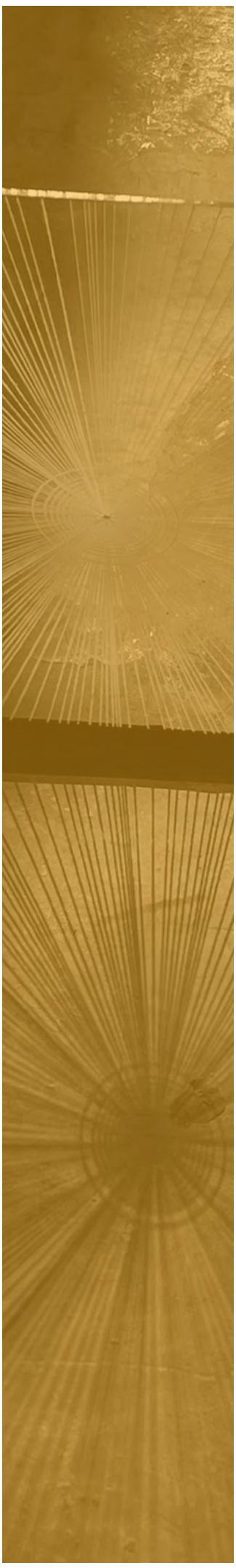
KAREEN ANDRAOS

What if... Objects Remembered: Designing Rituals for Futures Yet Imagined
(in the "Time Perception & design" thematic)

What stories do everyday objects carry across time?
This design workshop invites participants to reimagine familiar objects as vessels of memory, weaving together past narratives, present experiences, and speculative futures. Drawing on the Lebanese context, objects act as witnesses to layered histories and catalysts for cultural renewal. Through hands-on mapping, storytelling, and collaborative making, participants become weavers of temporal narratives , unfolding objects as storytellers to inspire new design imaginaries rooted in memory.

- **LECTURE**
  Wednesday, October 22 at 12:00 PM, Audito 2
- **WORKSHOPS**
  Thursday, October 23 from 9:00 AM to 1:00 PM and from 2:00 PM to 6:00 PM,
  ALBA Dekwaneh Campus, Building B, 5th floor

The best project will receive a prize (details to be announced).



Workshop 2 | IED

DR. MICHAEL KAETHLER

Past Forward: Designing Memories, Making Futures
(in the "Time Perception & design" thematic)

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.

*In coordination with **IED — Istituto Europeo di Design***

- **LECTURE (MANDATORY)**
  Thursday, October 23 at 2:00 PM , Amphitheater Samir Abillama
- **WORKSHOPS**
  Friday, October 24 from 9:00 AM to 1:00 PM and from 2:00 PM to 6:00 PM,
  ALBA Dekwaneh Campus, Building C, 6th floor

The best project will be awarded a two-week course in Innovation and Future Thinking at IED Barcelona.

Workshop 3 | Embassy of Italy Beirut

STUDIO BAOLAB
MANUELA BONAITI AND GUIDO MASOTTI

Next matter, the future of materiality
(in the "identity/materiality" thematic)

The session seeks to examine the future of materiality through three lenses: materiality thinking, encompassing sensorial and material design; design narratives, addressing key trends that shape the discipline; and a practical exercise, engaging participants in innovative forms of storytelling through materials. These explorations will be framed within broader themes of environment, technology, innovation, and vision.

Powered by the Italian Embassy

- **LECTURE**
  Saturday, October 25 from 9:45 AM to 11:45 AM, audito 2
- **WORKSHOPS**
  Saturday, October 25 from 12:00 PM to 4:30 PM,
  ALBA Dekwaneh Campus, Building B, 5th floor

The best project will receive a prize (details to be announced).

REGISTRATION IS COMPULSORY BY EMAIL AT: WORKSHOPS@ALBA.EDU.LB.

PLACES ARE LIMITED AND WILL BE ALLOCATED ON A FIRST-COME, FIRST-SERVED BASIS.

All workshops and related seminars are free of charge and open to all students from all universities.

LEBANON'S REVIVAL — WE DESIGN BEIRUT — alba académie libanaise des beaux-arts université de balamand — Embassy of Italy Beirut — ISTITUTO EUROPEO DI DESIGN