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

ABOUT



Building on the impactful collaboration with We Design 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.

Program Day By Day

OCT 22

LECTURES

9:45 am Opening speech by **Fadlallah Dagher - Dean of ALBA-UOB**
Amphitheater Samir J. Abillama

10:00 am **Samer Eid** - SWARM -
Space, Warfare Aesthetics & Remote Mechanisms
Theme: Hybrid Intelligences - *Amphitheater Samir J. Abillama*

11:00 am **Samar Younes** - Quantum Craft:
Remixing Cultural Heritage through Hybrid Intelligence
Theme: Hybrid Intelligences - *Amphitheater Samir J. Abillama*

12:00 pm **Kareen Andraos**
The Fabric of Time and Rupture
Theme: Time perceptions and Design - *Audito 2*

ROUND TABLES

1:30 pm **Documenting Artisans and Designers' collaboration**
Students, Boutros Sawaya, Dima Stephan, Tessa Sakhi, Nabil Haswany
Moderator: Dr. Patricia Cortas
Theme: The Future of our Resources - *Amphitheater Samir J. Abillama*

4:00 pm **Hybrid intelligences**
Samar Younes, Samer Eid
Moderator: Kabalan Samaha
Theme: Hybrid Intelligences - *Amphitheater Samir J. Abillama*

OCT 23

LECTURES

1:00 pm **Lebanese Army representative**
The Mission of the Independent Works Regiment
Theme: War/After War - *Audito 2*

2:00 pm **Dr. Michael Kaethler** - IED
Past-Forward: Designing Memory, Making Futures
Theme: Time perceptions and Design - *Amphitheater Samir J. Abillama*

5:00 pm **Bachir Moujaes**
Tactical Urbanism in times of Crisis
Theme: War/After War - *Audito 2*

WORKSHOPS

9:00 am - 1:00 pm & 2:00 pm - 6:00 pm **Kareen Andraos**
What If... Objects Remembered: Designing Rituals for Futures Yet Imagined
Theme: Time perceptions and Design

OCT 24

LECTURES

10:00 am **Dalida Snaifer - USEK**
The Ouroboros of Sustainability:
Why Caring Shapes the Future of Our Resources
Theme: The Future of Our Resources - *Audito 2*

11:00 am **Serge Harfoush - Buzuruna Juzuruna**
Sovereignty: seeds, food, future.
Theme: The Future of Our Resources - *Audito 2*

12:00 pm **Adrian Muller**
Home is where Earth is
Theme: The Future of Our Resources - *Audito 2*

ROUND TABLES

3:30 pm **The Future of our Resources**
Dalida Snaifer, Serge Harfoush, Adrian Muller, Dana Berro
Moderator: Janine Akl
Theme: The Future of our Resources - *Amphitheater Samir J. Abillama*

WORKSHOPS

9:00 am - 1:00 pm & 2:00 pm - 6:00 pm **Dr. Michael Kaethler** - IED
Past-Forward: Designing Memory, Making Futures
Theme: Time perceptions and Design

OCT 25

LECTURES

9:45 am **Manuela Bonaiti & Guido Masotti (Studio Baolab)**
Powered by the Italian Embassy
Next Matter, The Future of Materiality
Theme: Identity through Materiality - *Audito 2*

12:00 pm **Camille Ammoun**
The unsettled memory of Beirut's urban wrecks
Theme: Time perceptions and Design - *Audito 2*

1:00 pm **Dr. Amos Bianchi SPD/RUFA**
On Exactitude in Science. Reading Borges in Beirut, 2025
Theme: Time perceptions and Design - *Audito 2*

ROUND TABLES

3:00 pm **Time perceptions and Design**
Dr. Michael Kaethler, Dr. Amos Bianchi, Camille Ammoun
Moderator: Pr. Micheal Davie
Theme: Time perceptions and Design - *Amphitheater Samir J. Abillama*

WORKSHOPS

12:00 pm Till 4:30 pm **Manuela Bonaiti & Guido Masotti (Studio Baolab)**
Powered by the Italian Embassy
Next Matter, The Future of Materiality
Theme: Identity through Materiality

12:00 pm **Prize Announcements & Award Ceremony**
for various workshops and exhibitions

OCT 26

LECTURES

11:00 am **Dana Berro**
An Ethical Revolution
Theme: The Future of Our Resources - *Amphitheater Samir J. Abillama*

ROUND TABLES

12:00 pm **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 - *Amphitheater Samir J. Abillama*

Must-see! All our schools such as Architecture, Interior Architecture and Design, Product Design, Graphic Arts and Advertising, Fashion, Visual Arts, as well as Film and Audiovisual Production are participating in various students' projects exhibitions and movie projections at our Dekwaneh campus and other venues throughout We Design Beirut's week.

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