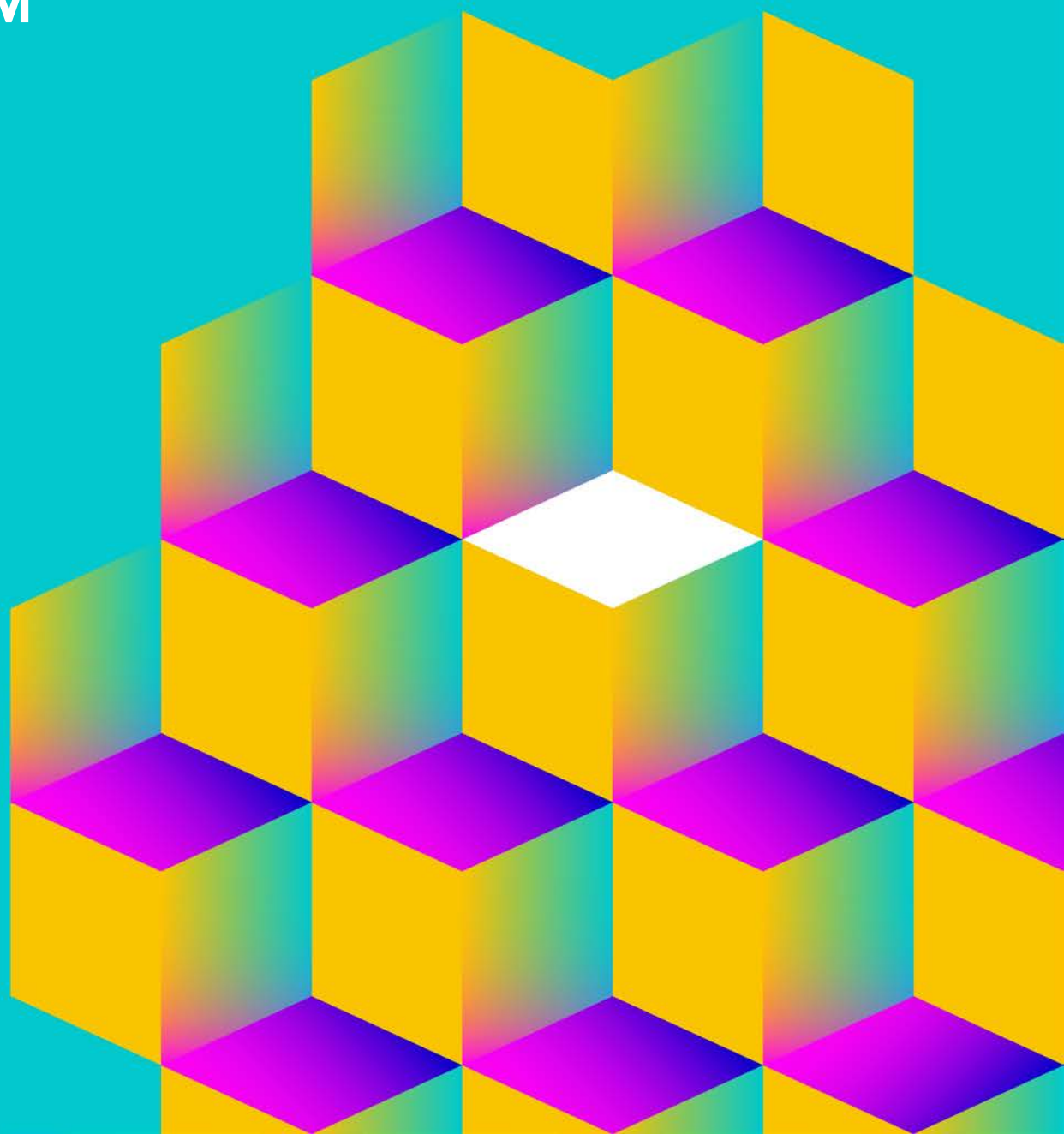


DESIGN, CO-CREATION AND ENTREPRENEURSHIP IN TIMES OF OVERLAPPING CRISES

ONLINE TRAINING
PROGRAM



PRESENTATION OF FANTASMEEM

FANTASMEEM is a program initiated by the Goethe-Institut Libanon adopting a holistic approach towards fostering creative entrepreneurship as well as encouraging collaborations and knowledge sharing in the design industry in Lebanon. The program provides training, mentoring and networking opportunities and fosters creative entrepreneurship by offering small grants, access to free practice oriented qualification and more visibility for designers from all kinds of design fields in Lebanon.

The FANTASMEEM program is part of the **Global Project Cultural and Creative Industries** aiming at improving the employment and income opportunities for those working in the cultural and creative industries in its six operating countries (Iraq, Jordan, Lebanon, Kenya, Senegal and South

Africa) by promoting entrepreneurial, digital, creative and technical skills through training programs. In addition, the Global Project contributes in strengthening the framework conditions and the ecosystem of the creative industries. With its international dimension, the Global Project also pursues cross-border project approaches such as the organisation of conferences, online platforms, trade fair participation or joint learning formats.

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and the Goethe-Institut promote the emerging market of cultural and creative industries in Africa and in the Middle East.

THE TRAINING PROGRAM: DESIGN, CO-CREATION AND ENTREPRENEURSHIP IN TIMES OF OVERLAPPING CRISES

"Design, Co-creation and Entrepreneurship in Times of Overlapping Crises" is the first in a series of **Training Programs on Design and Entrepreneurship** offered by the Goethe-Institut for designers and design entrepreneurs in the MENA region. The objective is to enhance their entrepreneurship and collaborative skills with regard to the challenges they currently face, with the mid and long-term aim of promoting their creative

business activities in a sustainable way, thus contributing to their creative industries locally and regionally. Building a reliable and strong community of designers and design entrepreneurs within the MENA region is another objective of the Training Programs on Design and Entrepreneurship, as this creates synergies and supports resources-sharing.

The Training Program "**Design, Co-creation and Entrepreneurship in Times of Overlapping Crises**" digitally gathers 29 selected designers and design entrepreneurs based in Jordan, Iraq and Lebanon to offer a high-quality on-the-job training. By taking part in this training, you'll have access to a coherent set of knowledge and skills for you to overcome these times of overlapping crises in a collaborative, innovative, and efficient way, as well as a way to connect and network to foster synergies and collaborations beyond the borders of your respective countries.

Accompanied by experts and design professionals, you will have the opportunity to further **develop your business ideas or projects** and adjust them to the current crises we are going through with the help of practical tools and best practices learnt throughout the curriculum prepared for this Training Program. Support will also be provided for you to **build a strong regional network** of fellow designers and design professionals as the Training Program will favor a cohort spirit and collaboration will be encouraged through homework and follow-up sessions.

As trainee of the "Design, Co-Creation and Entrepreneurship in Times of Overlapping Crises" Training Program, you are committed to actively participate in the following sessions, noting that all sessions and events are held in English and facilitated by a professional moderator.

* An additional event, yet optional for you to attend, is a Panel Discussion with design experts and practitioners, open to a broader audience of designers, design entrepreneurs and creatives to discuss innovation in design entrepreneurship. More details will be given in a separate invitation email.

Launch Event: Online get-together to know the facilitator, the trainees, the trainers and the organizing team.

4 Training Sessions conducted by design professionals and practitioners from the region and beyond:

1. Solidarity, Collaboration and Co-creation in Times of Crisis: How can designers and design entrepreneurs create synergies through collaboration, co-creation and solidarity and benefit from them?
2. Sustainability and Design: How to innovate and think outside the box with limited resources at hand?
3. Strategic Thinking in Times of Crisis: The Design Industry: What are alternative business management solutions to cope with crises?
4. Marketing and Sales for Designers: Which best practices for marketing and sales can help designers thrive in times of crises?

3 Community Building Sessions: One feedback session, followed by two community building sessions organized by the Training Program's facilitator.

SCHEDULE

*Beirut Timing

March 2021

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9 Launch Event 17:00 p.m - 18:00 p.m	10 Solidarity, Collaboration and Co-Creation in Times of Crisis Part I 17:00 p.m - 19:00 p.m	11	12	13 Solidarity, Collaboration and Co-Creation in Times of Crisis Part II 10:00 a.m - 12:00 p.m	14
15	16	17 Sustainability and design Part I 17:00 p.m - 19:00 p.m	18	19	20 Sustainability and design Part II 10:00 a.m - 12:00 p.m	21
22	23	24 Strategic Thinking in Times of Crisis: The Design Industry Part I 17:00 p.m - 19:00 p.m	25	26	27 Strategic Thinking in Times of Crisis: The Design Industry Part II 10:00 a.m - 12:00 p.m	28
29	30 Marketing and Sales for designers Part I 17:00 p.m - 19:00 p.m	31	1 Marketing and Sales for designers Part II 17:00 p.m - 19:00 p.m	2	3	4

April 2021

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30 Marketing and Sales for designers Part I 17:00 p.m - 19:00 p.m	31	1 Marketing and Sales for designers Part II 17:00 p.m - 19:00 p.m	2	3	4
5	6	7	8 Panel Discussion (Optional) 18:00 p.m - 20:00 p.m	9	10	11
12	13	14	15	16	17	18
19	20	21 Community Building Part I 16:00 p.m - 18:00 p.m	22	23	24	25
26	27	28	29	30	1	2

May 2021

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	30	1	2
3	4	5 Community Building Part II 16:00 p.m - 18:00 p.m	6	7	8	9
10	11	12	13	14	15	16
17	18	19 Community Building Part III 16:00 p.m - 18:00 p.m	20	21	22	23
24	25	26	27	28	29	30

FACILITATOR



Maya Wakim, Community Developer at makesense Lebanon, facilitator and moderator throughout the Training Program "Design, Co-Creation and Entrepreneurship in Times of Overlapping Crises." Maya joined makesense in 2018 to support creatives, change-makers and active citizens by unlocking and developing their skills. Having graduated with a degree in Media and Communication with an emphasis in Journalism (visual and written), she is always enthusiastic to meet innovators and discover impactful stories around the world. In her spare time, you will find her reading, writing or filming anything related to the anthropological and cultural history of Lebanon. She has previously documented and lived with numerous communities including Nubians in Egypt, bedouins in Jordan, and the Sinhalese and Tamil in Sri Lanka as a way to highlight diversity and encourage intercultural communication.



She once dressed as Miley Cyrus and slid on a ski slope into a pool of ice in Faraya, Lebanon to raise money for charity with Red Bull Jump and Freeze.

TRAINERS



Abdelsamee Abdallah is a theater artist, producer, cultural manager and capacity building specialist; he has more than 13 years of experience in art and art management with a specific focus on performing arts. Abdelsamee has extensive experience in leading art projects on a national level, in addition to several regional projects covering various countries in the MENA region. Abdelsamee has utilized his academic background in theater to shape his mission in supporting communities through artistic and cultural work. In 2008 he founded Sailors for Arts in Alexandria, Egypt as a local art and cultural initiative aimed at developing communities through arts by targeting youth and children in marginalized areas in Alexandria. In addition to that, he is a co-founder and former programs manager at Atabet Fann for Arts, Media and Training in Ramallah, Palestine. Through his position he contributes to the design, implementation and evaluation of several cultural projects and to supporting the establishment and sustainability of several cultural enterprises and initiatives from the MENA region, in cooperation with various stakeholders.

Abdelsamee Abdallah is the trainer for the first Training Session titled **"Solidarity, Collaboration and Co-Creation in Times of Crisis"** that will focus on the importance of collective efforts in times of emergencies and on how design startups could grow and sustain their work by building effective collaboration. The following topics will be covered: what is meant by collaboration; various types of collaboration; collaboration lifecycle; and how to keep a healthy relationship with your collaborators.

Outcome of the Training Session:

The Training Session aims at providing a mix of theoretical knowledge, skills, and tools that would allow design and creative entrepreneurs to effectively establish, lead, participate in and sustain successful and effective collaborations and co-creation processes, in order to strengthen the impact of their work and to grow and sustain their startups/enterprises.

By the end of the Training Session the trainees will be able to: identify the most appropriate kind of collaboration for them; select the right partner(s); build effective collaboration; and manage the relationship with their collaborators.



Tilla Theiss is an experienced communication designer who has been dealing with the topic of sustainable design for more than ten years. After learning about the matter during an exchange semester in Finland, she has become very passionate about the topic and decided to dedicate her Master's thesis to it. She developed a comprehensive model that summarizes sustainable design factors, the so-called Sustainability Practice Scheme (SPS). Since then, she has followed up her research and worked in academic workshops and seminars in Germany and Finland. As a passionate backpacking traveler, she seeks to spread the word about sustainability to designers worldwide, which is why she recently founded N:VISION Workshops, a learning platform, where she currently develops learning concepts online and offline.

Tilla Theiss will be conducting the second Training Session titled "**Sustainability and Design**" presented in more detail below.

"You can never solve a problem on the level it was created." – Albert Einstein

Both sustainability and design are discredited in the public estimation due to their superficial definition. The term "sustainability" is commonly used to label companies and products which should correspond to ecological standards, however it is seldom justified. The original definition of the Brundtland-Commission manifests sustainability as intergenerational thinking and acting rather than a superficial eco-trend. Design, on the other hand, is perceived as superficial styling of delusive messages and pointless products, aiming at maximizing financial profits of companies. Yet the profession of design has a deeper meaning and is able to deliver much more. If the terms design and sustainability are dispensed from their superficial and questionable meaning and transferred into a knowledgeable, historic and scientific content, they can transform into a productive symbiosis and promote their importance towards the society as well as effectively deliver the desperately needed solutions for the problems of the 21st century.

The Training Session "Sustainability and Design" focuses on the core meaning of sustainability and design and the potential of their symbiosis. After discussing the terms briefly and explaining their dependence of each other, the trainees will be introduced to a comprehensive model named Sustainability Practice Scheme (SPS) which summarizes the complexity of sustainable design. Afterwards, the trainees will explore the importance of process-based solutions rather than product-based solutions and will be introduced to fields of design where their expertise will be needed in the future.

Outcome of the Training Session:

The main goal is for the trainees to comprehend the complexity of sustainable design and its integration into future design fields as well as being inspired to come up with product-based as well as process-based solutions for the problems of the 21st century.



Nora Amin is an arts management expert and mentor since 2004. She obtained her diploma in arts management from Vilar institute (John F. Kennedy Center for the Performing Arts, Washington DC, USA, a program that has been transformed into an MA degree course at the University of Maryland, USA). Her mentor, Michael Kaiser, is a world figure in strategic planning for creative industries. She has been an advisor to several cultural institutions, artistic and executive director of several festivals and transnational projects. She taught a big number of arts management workshops and training courses in Egypt and internationally. A former visiting professor of cultural management at the Academy of Arts (Cairo), a former lecturer on cultural policy and arts management, and a current scholar of cultural policy at the university of Hildesheim (Germany), she is now a resident of Berlin where she is a mentor at the LAFT/PAP (Performing Arts Program/Berlin) and at Flausen+Bundesnetzwerk. She is also an expert on Theatre of the Oppressed, critical pedagogy and dance/performance. Author, performer, choreographer and theatre director, she also founded the nation-wide Egyptian Project for Theatre of the Oppressed and its Arab network, and is the founder and artistic director of Lamusica Independent Theatre Group where she directed, choreographed and produced 40 productions of dance, theatre and music. Nora is currently member of the steering team of the future Dance Mediation Centre in Berlin.

Nora Amin is the trainer for the third Training Session titled **"Strategic Thinking in Times of Crisis: The Design Industry,"** which, based on the perspective in strategic planning and strategic thinking, will be tailored to address the challenges that the creative industry of design is currently facing in Lebanon, Jordan and Iraq. While being primarily considered as a creative field, the design industry is in very close intersection with social transformations and with the variants of the economy. Therefore an intersectional perspective has to be implemented in order to deal with the current crisis. Strategic planning is a concept that Nora Amin has been continuously learning and developing since her studies of arts management in John F. Kennedy Center for the Performing Arts in Washington DC (USA). While living in Cairo -as well as being directly in touch with the transnational creative industry sphere- her perspective on capacity building has grown to fit with the socio-political restrictions as well as the continuously fluctuating economic situation. Hence the importance of building an understanding of crisis, stability and growth in accordance with the specifics of each society. The creative field of design is also an economic field, to think strategically about this intersectionality -especially during times of crisis- means to train the mind towards breaking the traditional patterns of business management, and creating new flexible modes of strategic solutions that work gradually towards stable growth and expanded creativity.

Outcome of the Training Session:

The training will be based on questioning, finding new visions and responses, understanding innovation as part of crisis management, and guiding the trainees to reverse traditional ways of thinking in order to deal with a continuously changing business situation, while connecting their design field with peers initiatives and with the overall creative industry field in Lebanon, Jordan and Iraq.



Ghadir Fareed is a marketing lecturer, consultant, and mentor, who helps businesses and individuals to achieve their goals and to bloom. Trying to combine academic with practical experience Ghadir has earned two Master's degrees: Southampton University - UK & AAST – Egypt and taken part in several professional training programs sponsored by the EBRD & SEED programs. As for the practical experience, Ghadir has a wide range of national and international work experience in lecturing, researching, mentoring, and consulting in the field of marketing, and digital marketing. She was able to advise clients on how to enhance their business strategy in general and their marketing strategy in specific, including several academic and commercial research projects, strategic planning and implementation of digital marketing communication. Today, Ghadir offers a wide range of services, including teaching and training delivery for customized programs, providing one to one mentoring sessions to individuals and startups, conducting academic and commercial research projects, advising small and medium businesses on their digital transformation, and managing their online presence.

Ghadir Fareed is the trainer for the fourth and last Training Session on **"Marketing and Sales for Designers"** that is mainly based on real life case study, where trainees will act as consultants to a minimal fashion jewelry brand, offering handmade designer jewelry. They will be asked to analyze its current situation, provide suitable marketing and sales plan and get instant feedback about their work. The Training Session will be followed with a take home activity. Trainees will be asked to repeat the session activity on their own startup and create their own marketing and sales plan. A written feedback will be provided to each startup.

Outcome of the Training Session:

At the end of the Training Session, trainees are expected to be able to: explore and differentiate the anatomy of digital landscape; understand and apply digital marketing planning frameworks; understand how to integrate different online tools to promote small creative businesses; and understand different online sales channels (pros & cons).

TRAINEES



Amani Abi Mershed is a Lebanese creative director and social activist who earned her Master's Degree in Visual Communication & Multi Media from the Lebanese University in 2017. With more than ten years of experience, she worked on several big projects between Dubai and Lebanon. She's currently a member of a not-for-profit organization called "Noon Tadamon" that focuses on women empowerment.

Award winning Architect **Anastasia Elrouss** upholds her main design philosophy since 2008: that architectural and urban thinking can never be stagnant. Through her architectural practice founded in 2017, her projects are about exploring options and opening a dialogue. Anastasia and her architectural studio won, among others, the Iconic Award 2018, the German Design Awards 2019, the Design that Educates Award 2019 & 2020, and she was selected by the UNESCO, Misk Art Institute and National Geographic to be one of the 72 ordinary heroes worldwide for the three year journey of Alsfar 'On the footsteps of Ibn Battuta'.



FUN FACT

Anastasia searched for 3 days at the Venice Biennale in 2012 to meet her inspirational architect Peter Zumthor who usually tries as much as possible to stay hidden and found him at the door of a remote eyeglasses shop.

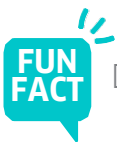
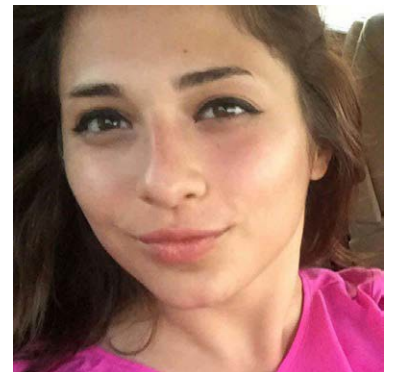


Andre Mcheileh is a Lebanese product designer with a background in advertising and art direction. His studio in Amman explores the sensorial, emotional, and sculptural qualities of materials as mediums to embody the functional aspect of products, all while maintaining a sustainable practice. Products are crafted locally by master artisans and include furniture, lighting, and atmospheric design.



Lebanese-Armenian **Arine Aprahamian** received a Bachelor’s degree in Architecture and a minor in Art History from the American University of Beirut in 2013, and continued to practice design with boutique firms and through consulting. In 2018 she co-founded MÜLLER APRAHAMIAN, an ideation and spatial-design agency working with artists, brands, venues, and clients to design forward-thinking visions for buildings, spaces, objects, and artwork to realize their full experiential potential. Aprahamian was awarded a Fulbright scholarship in 2019, and a Master’s degree in Architecture from UC Berkeley. Arine is based in Beirut, and also enjoys illustration & product design.

Founder of SOL, **Dana Habjouqa** believes in abundance and in working creatively to achieve one's goals. She loves art and dreams of a world where artists are appreciated, valued and compensated fairly for their creativity and efforts. She has worked in retail for more than 10 years, managed international brands, and achieved her career path through learning, practicing, traveling and connecting with individuals from different cultures and backgrounds.



Dana loves rescuing animals.



Dima Kanan is a co-founder of Dee Design, a design studio offering architectural along with interior and graphic design services. With eight years of experience in the design industry, Dima is able to design with passion and a high level of relativity and imagination. Her career journey started directly after she graduated from the German Jordan University in 2013, when she first worked with big architectural companies in Jordan, what gave her the opportunity to widen her theoretical knowledge of design and apply it to real life. That made her very confident and excited to start freelancing as an interior designer, and to follow her goal and passion in life. That is how she co-founded Dee Design.



As an up-cyclist, **Elias Sawaya** is establishing a project to develop an up-cycled line of fashion, reusing old clothes and waste scraps of fabrics to recreate new items. He studied Business Administration because of family pressure and worked for nine years in this field. Although he was successful, he felt unhappy. Getting sick of it, he escaped by sketching and designing every night. That is when he decided to quit and pursue a certification in Fashion Design, which was his initial choice of education.

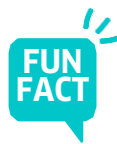
As a junior freelancer architect, **Hiba Amine** has some experience in architectural design, event planning, and urban activism in Laceco, SPACE, and Public Works Studio. After earning her Masters in Architecture from the Lebanese University, she started exploring the possible ways to enter the market and begin her career. Now that she gained a seat on the rollercoaster of life, she is seeking mentorship and guidance to develop her business idea and perception of the sustainable approach. Hiba is hoping to learn how to enjoy this ride alongside inspiring colleagues.



Jihane Fadel started her career in advertising with multinationals in the MENA region and showed a great understanding of the markets by delivering top notch campaigns that have changed mindsets and altered behaviors. Recognized for her ability to transfer knowledge and inspire the people she works with, Jihane believes that a culture where purpose, inclusion and diversity are celebrated is key for growth. Her achievements show her passion and commitment to the work she produces and the teams she leads. Jihane is currently undergoing her global EMBA at the Berlin School. Her drive for designing better solutions and mastering the art of storytelling keeps her on the outlook for bigger challenges and wider horizons.



Josephine Abou Abdo is a passionate multidisciplinary designer and problem solver, honing this ability across product, space, and food design. She focuses on spreading design as a tool for social change. Josephine is the co-founder of “Saj Stories”, a traveling table that curates food experiences celebrating the Lebanese culinary heritage. Josephine recently started a studio to implement design thinking unto daily food behaviors through workshops, experiences, and design objects. She has recently started a flower/foraging project where she picks wild flowers and turn them into bouquets.



If she had to eat one type of food for the rest of her life, it would be pasta!

Julien Ghandour doesn't aspire to possess titles during his lifetime, except that he likes it when they call him: the designer. "Designer" is a word when translated into his mother tongue (Arabic) "مصمم" -mousammem" will get a double meaning: when it's a noun it means the same in English, while when it's an adjective it describes a determinant person. Julien finds strength in integrating research and analysis with creativity. He trusts that only with small initiatives we change the world. Presently, he has moved to Greece to pursue his dreams of specializing in Strategic Design.



Kaity Kawar is a Communications Specialist, who graduated with a M.A. in Communication Design from the IED Madrid and has been working as a communications specialist for NGOs and non-profits for the past six years. She is passionate about her work as a humanitarian, but also passionate about design. In 2018, Kaity felt the need to express herself and release bubbled up creative energy, which is why she started a little project called "Bedui". Balancing both her full-time job and the project has been challenging but also very rewarding. She has been able to grow with the project, learn and expand her reach to new possibilities, people and talents she wouldn't have otherwise. Kaity is very excited to see where she can take this project, and where the project will take her!

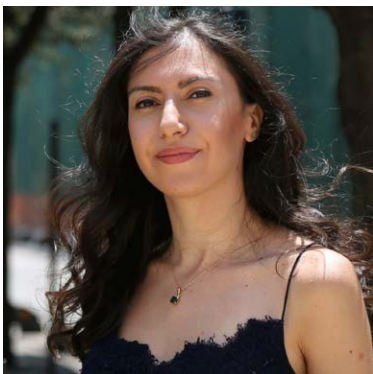


Laila el-Taweel is an artist and a visual creator who believes that art is a way to communicate and a key to making movements, delivering ideas, messages, and inspirations. She works with many local and global organizations in building their visual brands, identities, and vibes. Laila is an active artist where she works as a curator in many art expos and she consistently participates with visual and interactive artworks in how we communicate with ourselves, how we communicate with others, and how we communicate with the environment around us.



She has been working as a cat sitter from 2016, she's half Italian, sometimes she craves plain rice with plain yogurt with no other ingredients!

Laith Matarweh is an architect and design researcher. He received his Bachelor of Science in Architecture from the German Jordanian University, and his Master's of Science in Design Research from Bauhaus Dessau and Hochschule Anhalt University. He practiced architecture in multiple studios in Amman, in Jafar Tuqan Atelier - Consolidated Consultants Group, and later in Sahel Al-Hiyari Architects. His Master's thesis 'Wholeness and Life' touched onto the topic of 'Life' and how it emerges in the human habitats, in architecture as well as the built environment within the context of Jordan, and how it is an impetus for relevance, diversity and individuality.



Layal Chacar is a passionate multi-disciplinary designer, a determinate problem-solver and a curious soul with a fascination for human beings, behaviors, environments and experiences. Having been awarded a scholarship from House of Today, she holds a Bachelor in Product Design and a Masters in Global Design (summa cum laude) from Académie Libanaise des Beaux Arts (ALBA). She strongly believes in design as a co-creative human-centered tool to better people's lives and create sustainable positive impact. Practically, Layal's work experience consists of creative project management, design-thinking, participatory design projects, products, branding and interior. In more personal projects, she likes to bridge between design, installation and performance arts.

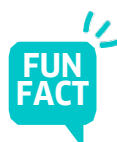


Marie-Anne Wehbeh is a Lebanese self-taught marbler, leathercrafter, and former Interior Architect. In 2015, she started marbling as part of a therapeutic hobby that ended up as her life passion and full-time job, when she officially founded her brand MARBLED in 2018. All of her products are handmade by herself in her home-based workshop. Currently Marie-Anne is seeking to introduce new mediums through the act of repurposing, where she explore and try to re-evaluate certain aspects of our society's interaction with the cultural and natural environment.

Michel Bandali is a Lebanese interior and object designer who graduated from the Lebanese Institute of Fine Arts with a Master's degree in interior architecture. After two years working in TV set design, event planning and interior architecture, he continued his studies in France to obtain a DNSEP (Diplôme National Supérieur d'Expression Plastique) option Design at L'École Supérieure d'Art et de Design Marseille-Méditerranée (ESADMM). During his residency in France he collaborated with Claire de Chivré on notable projects such as ADIDAS and BRITA. Some of his works were exhibited in Paris, Marseille, Salernes and Forcalquier. Michel's works revolves around the marvelous Lebanese architecture and the support to the nearly disappearing Lebanese authentic handcraft.



Nyaz Othman is a freelance Architect who designs and renovates small and medium enterprises. He studied Chemistry at first, then started Architecture in Iraq and ended with a Master's degree in Poland. Nyaz is an Iraqi Kurdish citizen and as a member of the European family, he lives in both Poland and Iraq. His future plan is to work and study for a PhD in Germany, and use it to build a relationwork between Germany and north of Iraq/ Kurdistan, as well as to transfer Architectural experience from Germany to Iraq.



Nyaz has many interests and hobbies in life, such as volunteering, human and environmental protection, photography, documentaries, nature visits, table tennis and chess.



Omar Bacho graduated with a Master of Science in Advanced Architecture and Design from GSAPP, Columbia University. Previous to that he received his Bachelor degree of architecture from the American University of Beirut. Omar has worked in Beirut, New York, and Nepal. He is a lateral thinker that entertains the potentially absurd, and has a keen sensitivity to materiality and form. With a solid grasp of both theory and practice, he is the go to man for the what if and the why so. Architecture aside, he is passionate about film, doodling, mythology, spirituality and nature. He also likes wood.

A graphic designer and founder of Design Battlefield, **Osama Khalil** has been working in the Jordanian ecosystem for four years now by building communities for designers in Jordan. He organized 20 events, competitions, and hackathons for more than 4000 participants. Three years ago, Osama joined the Corporate Entrepreneurship Responsibility department at Zain Jordan and worked on developing this community and connecting more innovative and creative young people in a loop of beginners, professionals, and experts of diverse fields and different industries.



Because he's minimalist, Osama is wearing the same shirt with different colors every day.

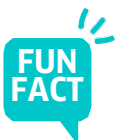


Raafat Majzoub is an architect, artist, writer, director of The Khan: The Arab Association for Prototyping Cultural Practices, editor-in-chief of the Architecture Series at Dongola, and lecturer in the Architecture and Design Department at the American University of Beirut. Majzoub's work explores world building through experiments in new pedagogy focused on the abandonment of the notion of one truth and the development of inclusive, collaborative teaching and learning methods.



As an architect and multidisciplinary designer **Rebal Jaber** is seeking beauty through cutting edge technology (changing his software package more often than changing his shirt). Focusing on creating a narrative between algorithms inspired by nature - through digital fabrication and use of local materials - he creates unique furniture pieces that reflect on identity, authenticity, tearing, glitch and error, blurring the line between art and science. He likes to push boundaries and particularly sees the potential of wood and the efficient use of natural materials through computational design when used smartly. He believes that groundbreaking technology can have a vital contribution for the built environment.

Rym Sekarieh is a graphic designer and communicator who graduated from the Lebanese University - Faculty of Fine Arts & Architecture II in 2017. Social enterprises, local NGOs and social initiatives is what she has always been interested in. Rym started as a volunteer at the Lebanese Red Cross - Youth department and currently is a designer at Arcenciel NGO and at the Environment and Sustainable Development Unit at the American University of Beirut. Working for a better society (on so many levels) is what she is passionate about.



During a conversation, she tends to throw the most spontaneous but accurate comments that might hit the person in the face - softly.



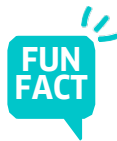
Sahar Al-Haj Yousef is an Interaction Designer and Educator with nine years of experience in the design field. She received an MA in Design for Digital Media from University of Portsmouth, UK. Sahar specializes in interactive design for both domains, digital and physical, where she creatively translates complex business and technical requirements into usable solutions across devices. She has been recognized consistently for performance excellence and contributions to success in the design industry.



Sahar enjoys playing Sudoku in her extra time.



Sarah Alqal'awi has spent a year and half conducting studies, trainings and environmental research. She's currently working as a graphic/digital designer. Back in 2018 she started her own healthy local brand "Camel the Healthy Basket" which was the beginning of her entrepreneurship journey. In 2020, at the time of crisis, she and her partner Yasmin started SNC Design Studio.



Sarah is pretty much perfectionist, she's in love with any well-designed product or any art pieces. And she loves animals.

Shant Chilingirian is an Interior architect from Lebanon and an ex-Bartender/Barista. He finds escape in nature as well as roaming within cities exploring hidden gems while looking for inspiration wherever he goes. That's because he used to be a bartender that experimenting has always been a thing for him, for that he has a passion for learning new things, recently: practicing woodworking, leathercrafts, and learning German (hoping that he can manage spelling the words correctly). Shant has few ideas that revolve around furniture design and craftsmanship, and would hope to develop these ideas throughout the program.



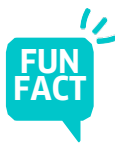
Shirine Sbaiti is an interior architect and artist. In 2016 she co-founded 2d3d.space, an interior design collaboration, specializing lately in Food and Beverage. In 2020 she unleashed the world of Limbo, where she explores anthropomorphic beings through illustration, painting, and clay sculpting. Today she is working on a series of furniture designs inspired by Limbo. The first project is four stackable stools, when stacked, they form colorful sculptural faces, adding curiosity to a space. Individually, they lose their form to become surrealistic creatures standing on the tips of their noses.



The name of the project Limbo comes from the fact that these creatures are created from limbs and describing the state we are in as Lebanese people after the revolution and the crises.



Vanessa Nassar is an architect and urban designer. In 2016 she launched her architectural and multidisciplinary practice Atelier Nova. Atelier Nova designs buildings, interiors, sculptures and bespoke artwork. Vanessa has previous experience with design practices on projects across different regions and cities. Her areas of expertise include residential, hospitality and mixed-use projects across planning, design, design development, execution and construction.



Vanessa likes stars and had a username as Vanestar.

In 2016, **Yasmin Qasrawi** has graduated from the German Jordanian University with a Bachelor degree in Architecture and Built Environment. While working at architectural firms in both Germany and her hometown Amman, she had gradually gained interest in furniture and product design. Her passion to details and the excitement in exploring new materials encouraged her to start her own design practice. Therefore she founded SNC Design Studio in 2020 with her partner, an interdisciplinary design studio that celebrates handcraftsmanship with innovation.



Apart from all of this, Yasmin loves watching Bollywood movies.



fantasmeem-beirut@goethe.de
www.goethe.de/beirut/fantasmeem

 [fantasmeem.program](https://www.instagram.com/fantasmeem.program)  [fantasmeem.program](https://www.facebook.com/fantasmeem.program)

