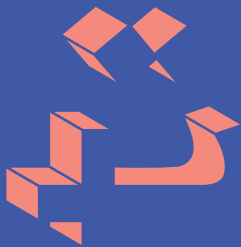


takween



five years of shaping
design community

takween is part of the Global Project “Cultural and Creative Industries” which is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in cooperation with the Goethe-Institut. It improves employment and income opportunities for creative professionals in six partner countries; Lebanon, Jordan, Iraq, Kenya, Senegal, and South Africa and operates mainly in the music, fashion, design and animation sectors. In addition to promoting the development of entrepreneurial, digital, creative and technical skills through training programmes, the project aims to strengthen the framework conditions and the ecosystem of the cultural and creative industries.

publisher

Goethe-Institut Jordanien
5, Abdel Munim Ar-Rifai St.,
Jabal Amman, 11118 Amman, Jordan
P.O.B. 1676 Tel. +962 6 4641993
info-amman@goethe.de goethe.de

editorial overview

Ameer Masoud

content development

Sally Shalabi

design and production

Studio Turbo
45 King Hussein Street,
Downtown, Amman.
info@turrrbo.com
turrrbo.com

printing

Alam Al Fiker Printing Press Co.
24 Mohib Aldin Alkhateeb Street,
Jabal Luweibdeh
P.O. Box: 927067 Amman 11190 Jordan
Tel: +962 6 4647043
info@alam-alfiker.com

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more information

takweenjo.org
follow us on Instagram: @takweenjo
contact: takween@goethe.de

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photographers

Ali Annan, p.067, p.070-072, p.079, p.147-149, p.151 (FANTASMEEM) / Ameer Masoud, p.014-019, p.042 / Baha Suleiman, p.020, p.120, p.149-151 / Emad Zyoud, p.080-083, p.126 / Hammam Saadeh, p.020, p.106-110, p.122, p.147 / Hussam Hasan, p.146, p.148-151 / Sherko Abdullah, p.086 (Khan Al Fan) / Sophia Schall, p.069

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foreword

In an increasingly interconnected world, the cultural and creative industries have risen to prominence, enriching societies with new ideas, perspectives, and opportunities. While Jordan and the broader South West Asia and North Africa (SWANA) region are no strangers to entrepreneurial initiatives, the creative sector often stands as an exception when it comes to structured support.

Jordan, a cultural melting pot, teems with youthful talent and an extraordinary diversity of creative expressions. The potential within this diversity is the foundation upon which a multitude of innovative products and approaches can flourish. Though creative industries represent a relatively small sector, their capacity for expansion is boundless. Recent years have witnessed a growing focus on creative endeavours, capturing the attention of artists, the public, royal patronage, and international stakeholders.

Yet, the path for creative professionals is not without its challenges. Barriers such as limited support, inadequate legal frameworks including intellectual property protection, and administrative hurdles persist. Opportunities for networking, both regionally and internationally, remain underutilised. Access to vital resources—creative spaces, materials, training, relevant knowledge—is not only restricted but, in some cases, entirely unavailable. This applies even the more for the younger

generation where role models are scarce. Training and career planning have yet to fully address the industry’s needs, and the potential for new markets, self-sustaining financing models, and innovative products remains underexplored.

In this landscape, the Goethe-Institut is an active agent, linking its support from local contexts in Jordan and the region to international networks and developments. Across the globe, and in Jordan in particular, our mission is to foster independent, sustainable organisational and production structures within the creative industries, to empower emerging creative entrepreneurs, many of them females, to develop their promising ideas, ensuring they are artistically valuable and market-savvy.

The Goethe-Institut’s initiatives cater to a wide array of cultural and creative professionals, including those in music, literature, visual and performing arts, film, architecture, design, as well as gaming. Embracing interdisciplinary approaches, we aim to break down the boundaries between culture, society, and the economy—a unique perspective often overlooked in other contexts.

In 2018, the Goethe-Institut in Jordan, in partnership with Amman Design Week’s organisers, platform, co-founded the integrative creative industry hub takween. It is part of the Global Project “Culture and Creative Industries” which is implemented in cooperation with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). takween serves as a platform for promoting entrepreneurship in the creative industries through qualification, exchange, networking, mentoring, and experimentation. It also promotes start-ups and the establishment of networks in the sector, facilitating interaction with both state and private-sector stakeholders. With a primary focus on design, one of the most diverse and extensive clusters in the creative sector, takween spans graphic and product design, food design, fashion design, architecture, interior design, and media design. The creative industries are woven into various sectors, enhancing product design and marketing in diverse areas such as advertising, digital media, and communication.

Rooted in the needs of the creative scene and guided by expert support, the programme’s development combines cultural and artistic perspectives with entrepreneurial approaches.

Countless training hours later, takween has managed to leave an unmissable mark on the design community in Jordan.

With takween’s fifth anniversary, we aim to continue doing what we do best: empowering creatives and building sustainable connections!

Dr Christian Diemer
Director, Goethe-Institut Jordan

preface

takween is an Arabic word that stands for formation and composition. At its core, the word stems from the root verb to create. It beautifully captures the essence of creation; the seeds from which life is grown. *takween* is to forge a new long-lasting whole.

Indeed, forging is at the centre of *takween*'s mission: to build and foster design communities, and to nurture the creation of new innovations. This has been realised by relying on three pillars for a creative economy: building capacities, offering means to innovate and facilitating networks. This has been the driving force behind the transformative impact that *takween* has had on the design landscape in Jordan. These pillars have been instrumental in nurturing a new generation of designers and creative thinkers, empowering them to shape the future.

Over the past five years, *takween* has managed to accompany the journey of design and innovation of more than 330 designers – not only in Jordan, but also regionally and internationally. This is what we would like to present in this publication: a documentation of the remarkable achievements of our *takween* design alumni and the impact of its programmes in different disciplines.

This publication is not only meant to serve as a record of facts and statistics; but rather as an inspirational reference for designers. It is a testament to the dedication of our participants, trainers, and partners. It is a celebration of the countless hours spent in the different training programmes, the innovative research projects, and the collaborative endeavours that have flourished within *takween*.

As we turn the pages of this publication, we will get glimpses into the early beginnings of *takween* while creating its design hub in Jabal Amman. We will read stories of achievement, hear the voices of our participants, and witness the influence that our alumni have had on the design industry in Jordan. We will explore the evolution of the programme's different focus areas and how responsive it is to the local context. We will see the connections we have forged not only within the design community itself, but also on the level of the creative ecosystem.

This is a tribute to all who have been part of this incredible journey, whether as a participant, trainer, partner, or enthusiast. It is a reflection of our commitment to supporting culture and creative industries in Jordan. It is the benchmark from which we continue to develop and grow for the coming years!

Ameer Masoud
Project Manager, *takween*
Goethe-Institut Jordan



**takween: a hub for building
a design community**

takween: a hub for building a design community



As the creative industries grew in Jordan the need for more support and resources became apparent. Together with platform, Goethe-Institut Jordan developed takween to elevate and expand the creative industries in Jordan. Collaboratively, the two built takween's core learning programme methodology, that is grounded in a multifaceted approach with several key components – research, collaboration, contextualisation, creation and reflection. Grounding takween in community and offering a physical space from where designers can create and develop their ideas and see them come to fruition was the first step in actualising takween. It didn't take long for the programme to kick off starting its pilot learning programme in March of 2019 and then inaugurating the creative space a month later in Jabal Amman.

takween is a programme designed to empower designers and creative entrepreneurs in Jordan, with a strong emphasis on creative growth. Its mission is to provide a comprehensive suite of learning opportunities and community building initiatives that include diverse learning modules, creative mentorship, residencies, grants, networking opportunities, and access to job markets. In its pilot phase, takween focused on creating a physical hub that builds a community of designers in the Jabal Amman area. The space served as a meeting point for designers to come together and enrol in one of takween's capacity building programmes. They were offered skill-enhancing modules in design

research, writing, storytelling, image production, and value creation, as well as access to a photography studio and open-day consultations.

As takween grew it offered aspiring designers, makers, and existing small businesses or start-up projects grants and essential seed funding to kick-start ventures or further develop innovative ideas. It also allowed cross-innovation in different fields of design. Regional and international access to networks and markets through travel grants programmes were launched. These supported the participation of designers in internships or training programmes, or even attending creative industries festivals and fairs.

Over the past five years, takween's core mission remained the same, however, its programmes have evolved and adapted to suit the needs of the market and situations. In 2020 the global COVID-19 pandemic brought forth unforeseen challenges to the plan takween had envisioned. The closure of the creative space due to lockdowns and strict social distancing regulations meant that takween had to find new and innovative ways to continue its community building and capacity development plans. Responding with remarkable resilience and innovation, takween adapted to the new emerging digital landscape quickly. Online workshops and educational talks were organised, such as FoodFeatures, reached out to hundreds of new audiences around the globe, transcending physical boundaries and

connecting creative minds virtually. As the pandemic unfolded, it gave takween and its designers a wakeup call. takween's key takeaways from the global crisis were flexibility and adaptability. The need to boost resilience amongst its community, allowing them to continue working in this shifting landscape was recognised by takween and new opportunities in the midst of adversity were founded. Forthcoming programmes quickly adopted new technologies, such as digital encounters between designers which became the standard in all takween programmes. The content of the programmes underwent a strategic shift, aligning with the evolving needs of designers. New, forward-looking components emerged, including offerings in digital design UI/UX and digital design fabrication. These additions not only equipped designers with cutting-edge skills but also positioned them to navigate the ever-changing digital landscape.

The designers started to take a closer look at pressing global issues such as: the environment, food security and sustainability, and circular design and material innovation. This brought about further evolution to takween, by introducing food design as a crucial discipline allowing them to rethink food systems through a sustainable local lens. Additionally, takween placed a renewed emphasis on circularity—a design approach where products and materials are reused, remanufactured, and recycled to minimize

waste and environmental impact. These dual focuses highlighted the immense potential of designers to shape a more resilient and equitable world, offering tangible solutions to issues of both local and global significance.

With these shifts, takween acknowledged that designers, as problem-solvers, were uniquely positioned to address some of the world's most pressing problems, including food security and sustainability. They also emphasised the programme's dedication to nurturing creative entrepreneurship, and fostering a sense of social responsibility, demonstrating how design can be a catalyst for positive change.



2018 2019

2020 2021



NOVEMBER

project kicks-off and lays the foundation for takween's creative space in Jabal Amman, 27 Muath bin Jabal Street

MARCH

four designers start takween residency and modular learning programmes begin

APRIL

official opening of creative space

JULY

first travel grants to Beirut Design Week

AUGUST

HM Queen Rania visits takween

OCTOBER

takween pop-up @ Amman Design Week

MARCH

pilot workshop: food design, an emerging discipline for creatives

15 MARCH

COVID 19

takween shuts its doors:
LOCKDOWN IN JORDAN starts
suspension of in-person activities –
move into the digital world

NOVEMBER

FoodFeatures goes live – 700+ audiences from around the world are reached!

AUGUST

the first of various funds and accelerator programmes launched to support the resiliency of designers

OCTOBER

FABRAKAT: food design programme launched

2022 2023

takween turns



MARCH

Feeding Places: food solutions for the future – a final exhibition of FABRAKAT

APRIL

designing an iftar eating experience with local ingredients from Ulm, Germany at Museum Brot und Kunst

MAY

Circular Design: Material innovation and entrepreneurship – sustainable solutions from the region

OCTOBER

takween participates in Silsal Exhibition in Beirut, Lebanon

innovative approaches showcased in final exhibition of Product Design Fellowship

JUNE

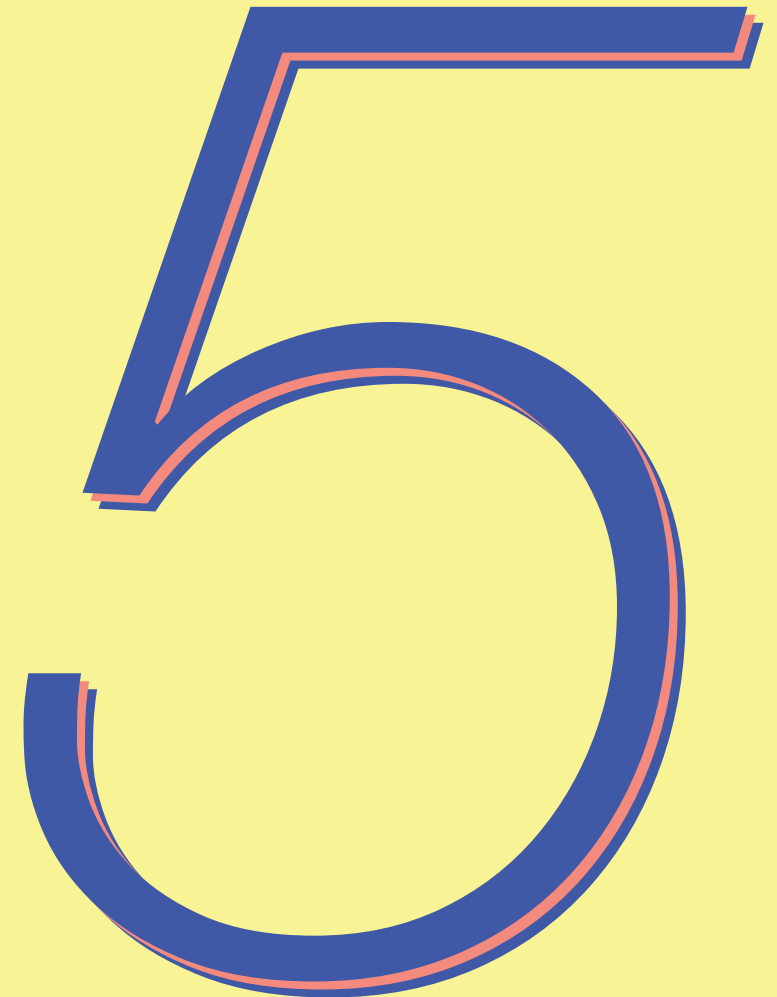
designers from Lebanon, Iraq and Germany meet in Amman at Designfold conference

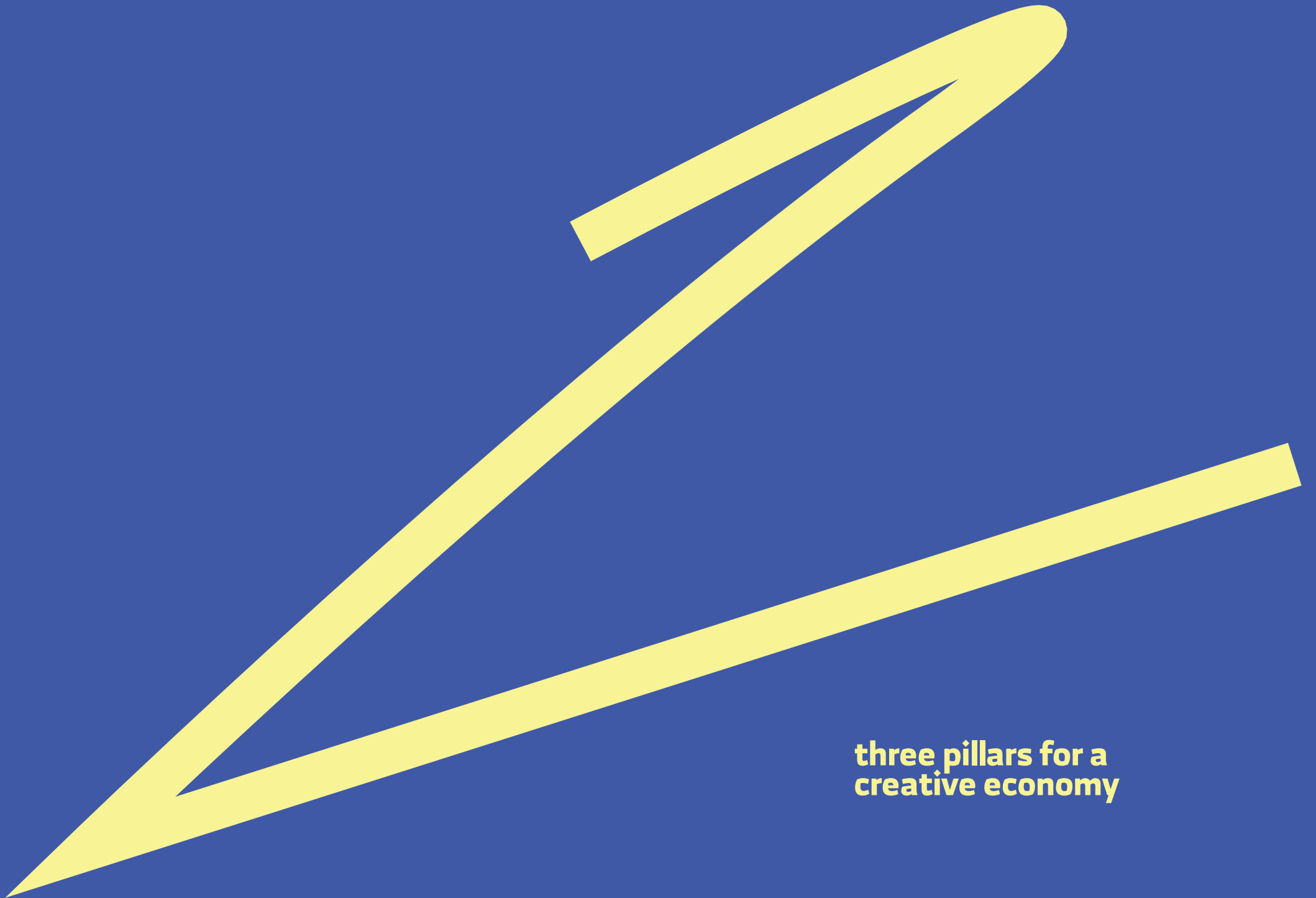
SEPTEMBER

20 designers turn theory into practice and launch their careers in Product Design Fellowship's internships

NOVEMBER

five urban design projects implemented in public spaces in Amman

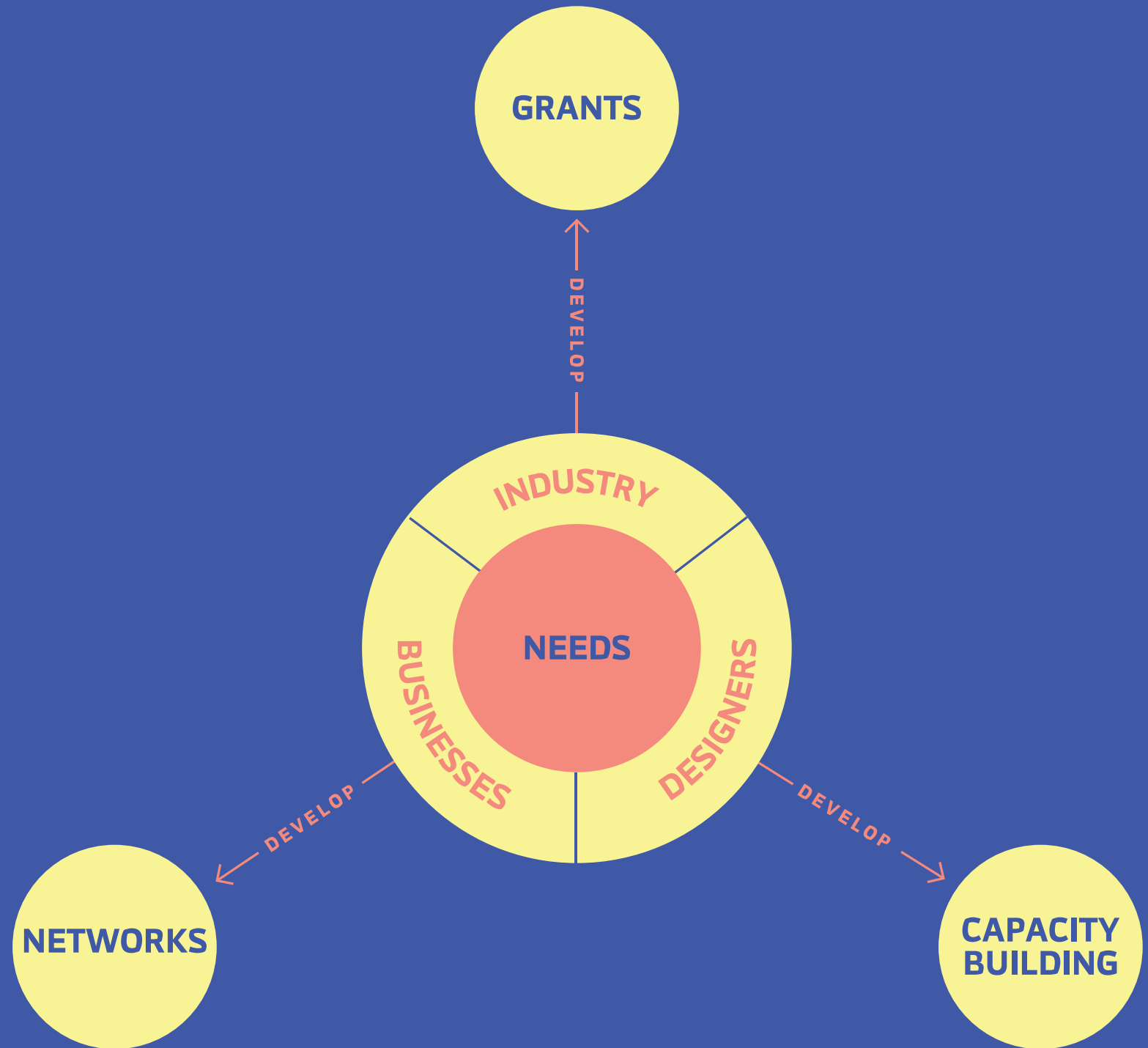




**three pillars for a
creative economy**

three pillars for a creative economy

As takween was growing and building its learning and support programme for the creative industries it was clear that it needed to look at the designers that are integral to the industry, the business models that existed and the robustness and sustainability of these models and finally a comprehensive view of the industry in its entirety including ideation, development, production and manufacturing. Using these three lenses to look at the creative economy as a whole, takween hoped to create rippling effects and growth within this sector. Through a needs assessment and an in-depth research process, the needs of the sector became clear and the three pillars of takween were developed: capacity building, fostering community and networking, and offering grants. takween applied a holistic design approach in building its framework using each pillar to address a different industry need yet allowing for the intersection of these pillars and programmes to build a comprehensive model.



capacity building

The takween capacity building pillar has offered many training and learning opportunities throughout the five years. These include learning modules, fellowships, and specialized design-focus programmes. The development of takween's core learning programme methodology is grounded in a multifaceted intersectional approach that encompasses several key components: research, collaboration, contextualisation, creation and reflection. takween's programmes were built with these components at its heart. This methodology provides a comprehensive learning experience for designers and creative entrepreneurs.

CAPACITY BUILDING



research

Holds a pivotal place in this framework. takween believes in encouraging local researchers and fostering discussions through conferences, workshops, and discussion forums.

contextualisation

Is significant to understanding the local and global contexts in which design operates to create designs that are both culturally relevant and globally competitive.

reflection

Is the feedback loop which is a crucial component in sustaining continuous development of the design process.

collaboration

Recognises that the design industry thrives on a vibrant and diverse design community. Strong connections and knowledge sharing is integral to fostering growth within the design sector, uniting designers, manufacturers, and craftspeople for collective benefit.

creation

takween actively engages designers in its learning programmes in the act of creation, from conceptualisation to physical prototyping.

TAKWEEN PROGRAMMES

Throughout the five years takween has run five learning programmes that were based on modular learning. Three programmes focused on broad skillsets needed in each designer's journey in the creative industry while the other two focused on untapped

design areas: Circular Design and Food Design– allowing for the designers' personal growth, whilst opening new doors and possibilities for work and engagement within the industry. The modules had both theoretical elements and practical applications with most programmes resulting in prototyping and product manufacturing, project implementation or exhibitions that would showcase participants learning.

about the designer

1. Train-the-Trainer
2. Modular Learning Programme
3. Product Design Fellowship

about design

4. Circular Design
5. Food Design



train-the-trainer 2019

Targeted specifically at designers interested in developing their careers as trainers or creative mentors, whether they were already a manager, trainer, mentor, or leading professional in the creative industries, the programme introduced experiential learning processes, empathic listening, self-reflection, practical skills in facilitation and how to spark the journey of growth in young designers. This process was coupled with conversational sessions, that gave valuable insights on how to support designers through all stages of the creative process.

PROGRAMME MODULES:

1. Creative Mentorship
by Samar Dudin
2. Methods of
Facilitation and
Evaluation by
Thana'a Khasawneh
3. Experiential
Journeys by Reem
AbuKishk



13

participants
92% women, 8% men

3

modules

3

experts
100% women



modular learning programme 2019

Designed according to the creative journey of designers in Jordan, and focused on creative development and experimentation, the learning programme targeted designers in the fields of furniture, fashion, craft, product, and graphic design. The different modules were led by local and international experts in the field, and followed a variety of formats including seminars, lectures, working groups, tours, and activities.

PROGRAMME MODULES:

1. Design Research by Doreen Toutikian
2. Basics of Design Process by Dema Sawalha
3. Creating Value in Design and IP by Dima Shahin
4. Talk: Intellectual Property Rights by Hams Mdanat
5. Writing and Storytelling for Designers in English by Ibrahim Nehme
6. Writing and Storytelling for Designers in Arabic by Ahmad Al Zadari
7. Intro to Textiles by Ibrahim Al Badareen
8. Designing with Others by Turquoise Mountain
9. Prototyping by Twelve Degrees
10. Branding vs. Visual Identity by eyen design
11. Photography for designers by Hussam Hasan

ideation

BRAINSTORMING
AND RESEARCH

making

MATERIAL SELECTION
AND PROTOTYPING

production

SCALING
USER EXPERIENCE
FEASIBILITY/
PRICING

storytelling

PHOTOGRAPHY
WRITING AND
STORYTELLING

business

MARKETING
PRICING AND
DISTRIBUTION

designer's journey

107

participants
79% women, 21% men

4

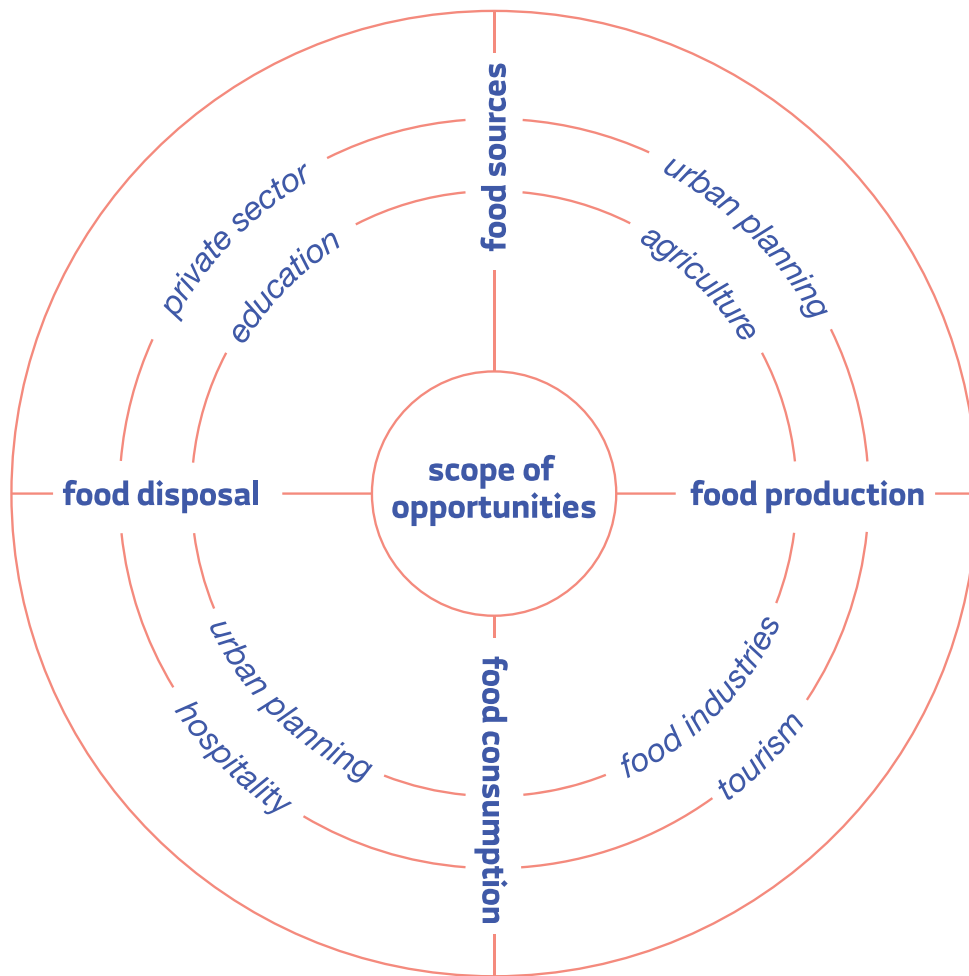
residents

10

experts
50% women, 50% men

10

modules



Food Design holds many opportunities for designers

food design and FABRAKAT 2020 - 2022

Food Design is an emerging discipline that takes a deeper look at the overall experience of eating as well as food as a material for design. It attempts to draw a bigger picture of the entire eating ecosystem: food origins, eating rituals and instruments, our well-being and sustainability. The introduction of Food Design provided a wide range of entrepreneurial opportunities for designers to explore within the larger food industry.

The programme started with a pilot workshop that introduced Food Design as a discipline to Jordanian designers. The workshop culminated in an eating experience open to the public, allowing takween to introduce Food Design as an experience to the community. Diving deeper into the discipline, an online series was developed that allowed designers to explore Food Design with experts and peers virtually and globally during the pandemic.

FABRAKAT was launched with design studio Namliyah as the next evolution of the Food Design programme. Its aim was to explore food production and consumption from a design lens. This intensive training programme worked with designers from many disciplines, opening their eyes to the possibilities of work and collaboration within Food Design. Intersecting with the networking component of takween, two participants from FABRAKAT were commissioned to present a workshop and an eating experience in Ulm, Germany. They were supported by a takween travel grant that allowed them to showcase their learnings from the programme. This arc from introduction of Food Design to in-depth training to commission work demonstrates the richness of the programme and its holistic nature and the opportunities within the design discipline and its possibilities.

2020
Food Design: rethinking eating rituals

2020
What design can do for food: open-lab eating experience, MMAG Foundation

2020
FoodFeatures

2021
FABRAKAT with Namliyah

2022
Feeding Places exhibition, JNGFA

2022
Iftar Tablescapes, Museum Brot und Kunst, Ulm, Germany

FOOD DESIGN: RETHINKING EATING RITUALS 2020



The pilot workshop brought together eleven designers and creatives active at the intersection of design, food, and agriculture. The diverse group explored the food cycle: source, production, distribution, consumption and waste in different locations in Jordan. They pondered over matters of food problems, waste and overconsumption in Jordan as well as design solutions and possibilities. Two designers from Lebanon joined the workshop as representatives of the sister project FANTASMEEM. The pilot workshop was facilitated by Ines Lauber and Maryam Khasawneh.

To broaden the dialog with the public about Food Design, the participants presented the final results of their research in the form of an open-lab performative eating experience. The presentation posed questions about human (dis)connection from/with nature, current eating habits and rituals, and how Food Design can help shape a conscious, sustainable future.

FOODFEATURES 2020



Building on the success of the pilot workshop and wanting to continue despite the restrictions of the global pandemic and its lockdowns the programme continued with an online series called FoodFeatures. The series ran seven expert talks over a period of two months and had wide global outreach beyond expectations.

FOODFEATURE #01: Food as an Object of Design by Martí Guixé

FOODFEATURE #02: Food Design and Behaviour by Honey and Bunny

FOODFEATURE #03: Gastrophysics: The Art and Science of Multisensory Experience Design by Prof Charles Spence and Laila Snevele

FOODFEATURE #04: Agri Meets Design by Anne Reijnders

FOODFEATURE #05: Food Design for Businesses by Dr Francesca Zampollo

FOODFEATURE #06: Eating Design as a Social Bonding Tool by Marije Vogelzang

FOODFEATURE #07: Designing the Future of Food by Johanna Schmeer

FABRAKAT 2021 - 2022



Once the online series was completed, there was a need for a deeper exploration of Food Design through hands-on learning. In partnership with design studio Namliyah, a 4-month transdisciplinary learning programme, FABRAKAT, was brought to life. The programme relied on Food Design as a tool for change, it addressed the broad systems that govern the production and consumption of food, finding connections and opportunities for design interventions to show more sustainable and functioning alternatives. The programme was structured into four different modules of learning. The participants had to develop projects as part of their learning journey, they then worked with partners in tourism, education, urban development and hospitality.

The learning journey was concluded with food system design interventions in participation with both the private and public sectors, working closely with stakeholders within diverse contexts to implement food-focused business models, projects, experiences, and products. Four projects were showcased in a public exhibition titled 'Feeding Places' at the Jordan National Gallery of Fine Arts.

PROGRAMME MODULES

1. Global and local food systems facilitated by Namliyah
2. Food design thinking facilitated by Dr Francesca Zampollo
3. Sustainable social businesses facilitated by Safa Hijazeen
4. Project management by Mohammad Ajlouni

FOOD DESIGN PROJECTS AND PARTNERS

ECHO

Sector: Education
 Patricipants: Lea Accari, Mariam Alazzeah
 Project Collaborators: Princess Alia Secondary School for Girls and Mukhtar Al-Lweibdeh Mr. Omar Al Faouri

EDIBLE ROOFS

Sector: Urban Development
 Patricipants: Deema Dabis, Ranwa Abughoush, Niki Karatza
 Project Collaborators: Greater Amman Municipality

MINNA

Sector: Hospitality
 Patricipants: Nour Hajj, Layan Al Nimer, Bushra Sami
 Project Collaborators: Al Karma Kitchen, Jordan River Foundation

ZAD

Sector: Tourism
 Patricipants: Haya Issa, Diana Habashneh, Lara Haddad
 Project Collaborators: Rum Planet Camp



MINNA

hospitality

Nour Hajj, Layan Al Nimer,
Bushra Sami

*Al Karma Kitchen,
Jordan River Foundation*

Al Karma Kitchen, a social enterprise functioning under the umbrella of the Jordan River Foundation, offers a wide variety of freshly cooked foods prepared by women in the local community. The project “Minna”, investigated the intersection of the hospitality sector and Food Design thinking from which Minna aimed to create new experiences around food, experiment with local ingredients, and integrate values and identity into the food experience, contributing to solutions for challenges faced by farmers.



ZAD

tourism

Haya Issa, Diana
Habashneh, Lara Haddad

Rum Planet Camp

Zad is an initiative that sheds light on the value of Food Design when intersected with the hospitality sector. Located in the Wadi Rum desert, Rum Planet Camp welcomed an exchange with the participants and gave way to ideas that heighten the experience of the authentic desert camp culture. The team immersed themselves in the Bedouin experience to find opportunities where design interventions can enhance the experience of visitors and bring equity and inclusion to the entire underlying system that supports the camp. As a Food Design project, Zad evolved from a menu-focused challenge to a holistic experience that integrates local traditions and Bedouin life, offering memorable experiences for guests while supporting the local community and environment.

“as a designer delving into this world, i discovered that food design is a conscious, innovative process that redefines our relationship with food. it’s a constantly evolving discipline that can contribute to more sustainable food systems within our communities. it’s a blend of culture and sensory experience fostering a bond that turned strangers into family, sharing knowledge with professionals, and embracing the beauty of amman’s scenery. we dove into food systems, choices, and the connections between people and places, intervening in various projects to promote sustainability and conscious thinking. thanks to this journey, i continued my exploration of food design with dr francesca zampollo and the online school of food design. i’m deeply grateful to takween and namliyah for their invaluable support throughout this amazing experience. amman, you have my heart!”



*nour hajj
product and food designer, lebanon*



IFTAR TABLESCAPES 2022

As part of the FABRAKAT programme, and as an application of the holistic design journey two of the participating food designers were awarded a grant to present a workshop at the exhibition “Food as Confession” at Museum Brot und Kunst in Ulm, Germany.

Haya Issa and Ranwa Abu Ghoush travelled to Ulm to present Iftar Tablescapes. The intervention explored the spiritual relationship between food, the needs and limits of our bodies, and the sense of community that is at the forefront during Ramadan. It was a contemporary and site-specific exploration of forms of sustenance and hydration. The workshop investigated and discussed:

WHAT RECIPES WOULD REPRESENT THE ABUNDANCE AND FORMS OF NOURISHMENT PRESENT IN ULM?

WHAT ARE THE ESSENTIAL STAPLES IN THIS CONTEXT AND HOW CAN WE DESIGN DISHES FOR THE IFTAR TABLE THAT HIGHLIGHT THESE?

Through tasting, food reflections, brainstorming sessions, and design experiments, collaborative and innovative recipes were developed and produced for the communal Iftar. It was an eating

experience that encouraged sharing, generosity, and gratitude, presented in the design of the table set-up.

This networking trip was a valuable experience for Haya and Ranwa. It was an opportunity for both designers to establish themselves as experts and leaders in design and contributed to building their reputations and profiles within the international arena of the Food Design field. Additionally, the experience has boosted their positions in the labour market as it has strengthened their project management and business skills and added to their teaching and training credentials.



*Iftar
Tablescapes*

Food design workshop exploring site-specific forms of sustenance, hydration, and hydration.
Led by Haya Issa & Ranwa Abu Ghoush.
23-26.04.2022
Iftar eating experience on 28.04.
For registration call 0731 14009 0
Or email: info@museum.brotundkunst.de



6

travel grants

4

programmes

4

modules

4

case
collaborators

7

online talks

8

guest speakers
71% women, 29% men

4

final projects

32

participants
90% women, 10% men

900

attendees

6

expert trainers

3

countries

3

exhibitions



product design fellowship 2021 - 2023

PARTNERS TWELVE DEGREES, MENALAB

Innovative design tackles the challenges of our time with solutions just as intricate as the problems they aim to solve. The COVID-19 pandemic brought several problems to the forefront. Disruptions in value chains led to a shift towards local and sustainable production, creating a soaring demand for green products, and digital goods and services. However, how to develop these solutions was the question on everyone's mind, a question takween tried to answer through its Product Design Fellowship programme (PDF).

The programme offered a hands-on approach to product development, a possibility to make use of current technologies, a mentorship component and industry connections. Additionally, each designer received a monthly stipend to ensure equal access to learning opportunities.

The first iteration of the Product Design Fellowship was in partnership with Twelve Degrees, the programme was curated in 14 different modules, which aimed at expanding professional activities through resilience-building measures with a focus on the intersections of economic, social and environmental sustainability.

The programme was attended by young and mid-career designers from Jordan which enhanced their expertise as well as resilience and responsiveness in a time of profound challenges.

In following editions, a new partnership with menalab allowed for the programme to evolve even further by developing the learning modules and offering the participants the chance to put their newly gained knowledge into practice through internships. Through this partnership, menalab was instrumental in placing young designers as interns with different companies that met their learning needs and provided them with valuable industry connections. The participants completed internships with local design companies while simultaneously working on individual design projects.

The internships allowed participants to network with industry experts and gain practical experience in a real work environment. Digital design interns worked on designing user interfaces for websites or applications, whilst physical product design interns used 3D printers to fabricate and produce prototypes from environmentally friendly materials. The outcome was a diverse array of design solutions, including 3D-printed jewellery pieces made of biomaterials, lampshades



made of recycled paper waste and multi-use and space-saving furniture pieces. To guide the participants in their individual design projects, they received mentorship from industry experts. These one-on-one mentorship sessions proved invaluable as they catered to the needs designer and were focused on their interests.

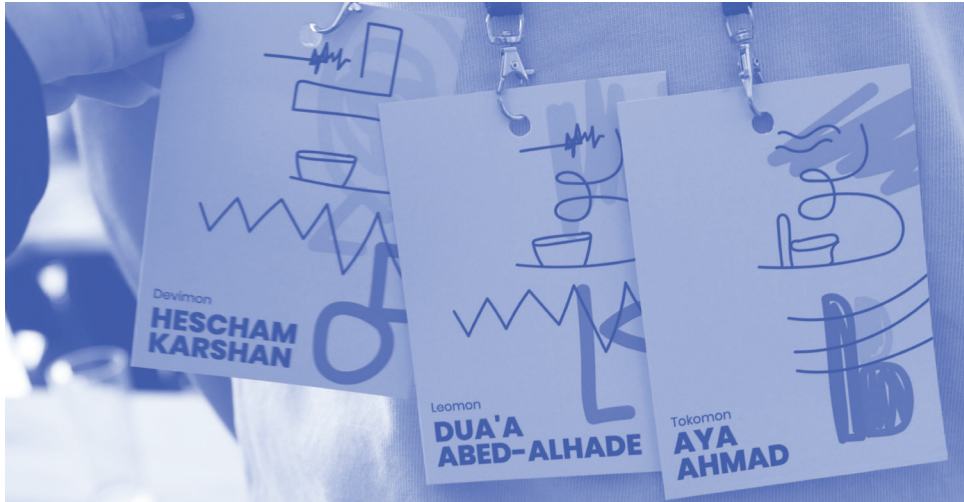
HOLO Experience a project offering a 3D hologram creator for companies, developed a promising prototype with the help of the experts. These internships coupled with the programme modules and mentorships have contributed to the transfer of design knowledge and skills, fostering a dynamic exchange that benefits the local design ecosystems and allows for more skilled designers to enter and grow in the labour market.

PROGRAMME MODULES

PRODUCT DESIGN FELLOWSHIP:
TOWARDS SUSTAINABILITY AND RESILIENCE
2021

- | | | | |
|---|---|--|--|
| <p>1.
Principles of Product Design
by Goretti Arnaste</p> | <p>2.
Service Design
by Daniel Tuitt</p> | <p>3.
Principles of UI and UX
by Ala'a Ali</p> | <p>4.
Advanced Product Design
by Bassam Huneidi</p> |
| <p>5.
Design for Inclusion
by Claudine Kishek</p> | <p>6.
Entrepreneurship
by Mohammad Al Afranji</p> | <p>7.
Social Innovation
by Daniel Tuitt</p> | <p>8.
Systems Thinking
by Chhavi Jatwani</p> |
| <p>9.
Design for Sustainability
by Carolina Ramirez Figueroa</p> | <p>10.
Storytelling
by Dina Musharbash</p> | <p>11.
Alternative Enterprises and Finance and Design for Resilience
by Safa Hijazeen</p> | <p>12.
Design Leadership
by Chhavi Jatwani</p> |
| <p>13.
Design Leadership
by Daniel Sharaiha</p> | <p>14.
Humour for Resilience and Leadership
by Betty Hohmann</p> | | |

PRODUCT DESIGN FELLOWSHIP
2022



1. Intro to Human Centered Design by Nour Al Gharibeh
2. Design Research by Nour Al Gharibeh
3. Intro to Service Design by Nada Jaffal
4. Social Innovation by Mohammad Obaidat
5. Physical Product Design I and II by Qusai Malahmeh
6. Digital Product Design I and II by Ala'a Ali
7. Entrepreneurship by Mohammad Obaidat
8. Systems Thinking by Aya Shaban
9. Alternative Enterprises and Finance by Odai Buqae
10. Storytelling by Omar Abdallat
11. Sustainable Design Concepts by Maya Karkour
12. Design for Resilience by Maya Karkour

PRODUCT DESIGN FELLOWSHIP
2023



1. Intro to Human Centered Design by Nour Al Gharibeh
2. Design Research by Nour Al Gharibeh
3. Social Innovation and Entrepreneurship by Mohammad Obaidat
4. Sustainable and Social Design by Haneen Ja'afreh
5. UX – UI Design by Ala'a Ali
6. Low Fidelity Prototyping by menalab
7. Introduction to Digital Fabrication by menalab
8. Computer Aided Design by menalab
9. Branding and Packaging by Deema Tabaza
10. Storytelling by Omar Abdallat
11. Fabrication and Prototyping by Jordan Start

“participating in takween had a profound impact on my creative journey. the programme provided me with the guidance to shift my focus towards creating more sellable items rather than just solely artistic pieces. additionally, it exposed me to diverse perspectives within the entrepreneurship world, broadening my understanding of the industry. additionally, takween’s networking opportunities were transformative, they facilitated connections within both the fashion business and the entrepreneurship world. meeting successful figures in sustainable fashion provided insights into business practices. understanding pricing and costs was crucial to my success and growth. these connections also led to participation in other entrepreneurship programmes and provided essential support for my ventures, which i believe will play a pivotal role in my future.”



*haneen jaafreh
architect and multidisciplinary designer, jordan*

“the opportunity to be surrounded by like-minded individuals who share a passion for design is truly inspiring. takween has strengthened my character, boosted my confidence in design, and provided me with valuable connections for future business endeavours. the knowledge and skills i gained in using design apps like ux/ui and operating machines such as laser and cnc cutting, 3d printing, and have undoubtedly expanded my capabilities. the connections forged with fellow participants and takween trainers have provided invaluable insights into the design industry. the network of connections established during takween holds immense potential for future collaborations, fostering the creation of groundbreaking ideas both locally and internationally. takween is truly dedicated to facilitating this growth and innovation.”



*ibrahim ibrahim
designer, jordan*

70

participants
64% women, 36% men

39

programme
modules

9

mentors

3

programme
facilitators

330

hours of training

32

experts

2

exhibitions

45

internships

1

round table

33

partners

10000

total hours of internship



circular design: material innovation and entrepreneurship 2022

The takween circular design training programme provided an opportunity for aspiring designers, creatives, and entrepreneurs from diverse fields, such as architecture, fashion, product and packaging design, to develop sustainable product ideas that promote a cleaner planet. It opened up new opportunities for designers in an unexplored and underdeveloped field, putting creatives from Lebanon, Iraq and Jordan at the forefront of innovation when it comes to the development of sustainable materials and entrepreneurship. Its hybrid approach combined teaching and educational segments with hands-on elements such as field trips, networking, and mentoring. This strengthened international and regional networks in the field while the local field trips and individual project developments combined with mentoring made it adapt to the individual contexts in which the participants live and work.

Over 30 regional and international experts provided input in workshops and experience talks, making the circular design programme an enriching and diverse experience. The programme had four modules and included mentorship and individual project support. Field trips allowed participants to connect with one another and exchange knowledge while visiting relevant production sites in their respective countries. It created a space for exploring new approaches to material innovation and entrepreneurship, building regional and international networks, and developing prototypes for products and business models that could lead to revenue streams in the future.

At the end of the programme participants developed and exhibited their projects in the Silsal exhibition in Beirut. The exhibition provided the participants with the unique opportunity to showcase their work, exchange knowledge and ideas with peers and network with relevant stakeholders from the entire region. The programme curriculum was designed and facilitated by Annette Fauvel and Bassam Huneidi.

PROGRAMME MODULES

un:learn

challenges participant's existing knowledge and assumptions about materials with the aim of expanding participants' understanding and inspiring new ways of thinking.

Intro to Sustainable Materials

Ivonne Radecker from *Materialarchiv*
Henriette Waal from *Atelier Luma*
Mareike Gast

Circularity

Jannis Kempkens from *Precious Plastic*
Wael Al Awar from *waiwai design*
Professor Dr. Michael Braungart

Bio Innovation

Thomas Lamparter from *Olivenleder*
Suzana Gombosova – *Malai*
Charlene Smith from *Materiom*
Claudia Simonelli from *Textile Academy*

Processing

Abeer Seikaly
Adeeb Dada from *The Other Dada*
Stephanie Kahnau
Katrin Krupka

re:learn

participants applied the knowledge gained from un:learning into their personal design practice, adopting a new perspective and using new tools to rethink their approach to materials.

Project Discovery

Amir Afshar from *Shellworks*
Kevin and Paco from *Studio ThusThat*
Aya Shaaban

Design Research

Saltyco
Goretti Arnaste

Ideation

Ryan Mario Yasin from *PetitPli*
Farah Hourani from *FabricAid*
Guillaume Credo from *Bits to Atoms*
Claudia Simonelli

Market Analysis

Dima Hijazin

develop

is where participants worked on their design projects developing them into working prototypes and products.

Business Visioning

Maya Karkour

Small Business Finance

Mohammad Obaidat

final exhibition

where designers showcased their work at FANTASMEEM Silsal exhibition in Beirut.

Prototyping

DEVELOPED PRODUCTS

The final thirteen products developed throughout the circular design learning programme and exhibited at FANTASMEEM's Silsal exhibition in Beirut were developed with an unwavering commitment to sustainability and a conscious effort to minimise negative impacts on the environment. The projects presented were:

Biocraft

Mohamad Chalabi

Feathery Pillow

Sarbast Burhan

Feathersable

AlHakkam Falih Hassan

Fukhar

Sokar Hama Sharif

LightPulp

Ala' Janbek and Hala Balaa

Louvati

Charbel Sayah

Natural pigments

Sheelan Shaban

Nene Textiles

Niga Salam

Olba

Chantal Mhanna

OR-TRAY

Ghanwa Kataya and Iman Najjar

QuarryLess

Reem Hilal

TALU

Albatol Al-Sarraf

Upcycling food waste

Layan Al Nimer





OLBA

Chantal Mhanna

Olba ceramic is a food preservation project that understands the different needs and treatment for different groceries that are kept outside of the fridge. Olba keeps produce and bread fresh for longer by offering an alternative storing unit of 3 stackable compartments each one for a similar food group with the aim of reducing organic waste and supporting a resource-saving lifestyle.



QUARRYLESS

Reem Hilal

Mass production thrives on concentrated excavations and manufacturing of natural materials in specific areas of land until depletion. Creation of cement requires materials from 5 different quarries, transported through five different factories, to finally be available in the market. QuarryLess was designed as a tool to visualise available resources around us, to encourage dispersed collection of resources in sustainable quantities. QuarryLess also provides a platform for learning and exchanging know-how about different uses and applicability of available materials.

14

participants
78% women, 22% men

3

countries

6

field trips
per country

1

exhibition

11

programme modules

90

hours of training

8

mentors

2

programme facilitators

26

experts

fostering networks

Recognising the need for collaboration and connection, takween invested in building the local, regional and international networks of those working in the creative industries by offering travel grants to early and mid-career designers based in Jordan as well as creating opportunities for networking throughout the programmes through its learning modules, events, conferences and exhibitions.



travel grants 2019 - 2023

Travel grants were awarded in multiple iterations across the years through various open calls. The grantees were designers working in various areas of design including product, interior, furniture or graphic design. Some of the calls were limited to takween participants from various programmes to allow for the holistic nature of takween to actualise through these intersections while others were public calls.

Over the years, takween awarded 36 travel grants for designers to participate in trainings, sector related conferences or forums, participate or visit fairs or design weeks, conduct research trips and engage in short-term job-shadowing. The grants allowed for activities in Jordan, South West Asia and North Africa (SWANA) and Germany.

HIGHLIGHTED EVENTS:

beirut design week
02-09.07.2019

silsal exhibition
27-29.10.2022

**munich creative
business week**
06-14.05.2023

berlin design week
08-17.05.2023



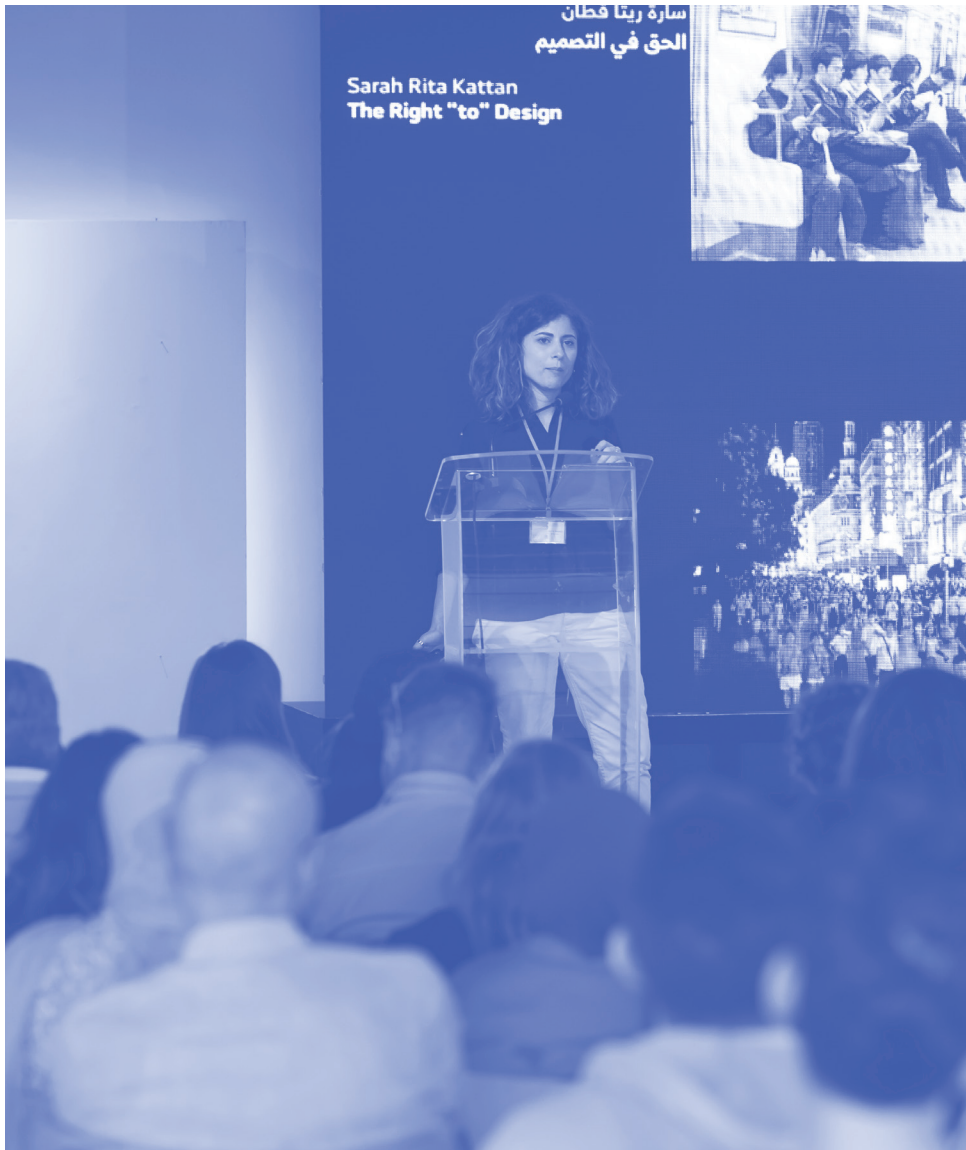
In 2022 nine travel grants were awarded to various designers and creators to attend and participate in Silsal Exhibition in Beirut. Silsal was the closing event of the Circular Design & Material Innovation programme run by takween's sister project FANTASMEEM. The event put together a diverse programme combining a design exhibition, workshops, and a discussion forum, and was the perfect networking space for more than 260 creatives from a variety of fields and countries.



designfold 2023

Connecting and bringing designers and experts from across the region to learn and exchange from each other is central to takween's philosophy of growth and connection. Having worked with so many skilled trainers, experts and educators in the design field, takween found it necessary to bring them together to discuss and explore each other's methodologies and practices, looking deeper into how design education is brought about. To that end, Designfold conference served as a regional platform that united educators, trainers, mentors, and design professionals. With the help of its sister projects Khan Al Fan and FANTASMEEM, takween was able to engage a large number of regional experts and attendees from Jordan, Lebanon, Iraq, and Germany. By that, the conference, helped strengthen the regional network of design. Designfold was centred on the exploration of alternative narratives of individual journeys within the design field. It commenced with an examination of education and training methodologies, culminating in an understanding of design's impactful role as a vital economic driver for the creative industries. The conference was a series of interactive sessions, lightning talks, presentations and keynote speeches that were structured within three thematic folds: Communities to Empower, Identity and Context, and Future-Centric Design.

The conference paid particular attention to gender-sensitive topics and sustainability concerning the future of the design discipline. It discussed the potential within the creative markets, both regionally and globally, as well as the challenges and opportunities related to equality and representation in the sector. It facilitated an active exchange of practical approaches and theoretical knowledge among participants and the audience. The conference had 19 speakers, 3 moderators and a total of 360 persons in attendance. Designfold was hosted at the Jordan National Gallery of Fine Arts, over three days 17-19.06.2023.



360

attendees

200

in-person attendees

4

countries

3

panel discussions

160

online attendees

3

online networking sessions

3

days

22

speakers and moderators
77% women, 23% men

18

presentations



design academy Iraq 2023

Design Academy Iraq, which was in its third run when Jana Hammoudeh a designer from Jordan participated in the academy alongside others from Iraq, Lebanon and Germany. They participated both virtually and through an in-person session at the University of Sulaymaniyah in Iraq (03-14.09.2023). The academy revolved around archiving graphic design and advertisement in Iraq with workshops in the fields of typography, graphic design and illustration. During the programme participants visited the Zheen Archive Centre and the Sulaymaniyah Public Library to get inspiration from past advertisements. The outcomes of the two-week programme were a hand-printed and hand-bounded booklet and an exhibition.

“this was my first design conference. i was not just an attendee but also a speaker. it gave me the opportunity to share the reality of the design scene in iraq, and designers from and germany their experiences. wonderful conversations, moments. i design changes this conference proved that to me, and i gained wonderful friends!”



*tuqa rammahi
graphic designer, iraq*

“my time at design in sulaymaniyah was met amazing artists, about advertising and not only did this help me artistically me deepen my with my arab heritage through looking at academy iraq incredible. i learned archiving. experience but it helped connection and culture archives. it was truly a once in a lifetime experience that i will cherish forever.”



*jana hammoudeh
designer, jordan*

7

opportunities

36

travel grants
60% women, 40% men

3

research trips

3

major events

5

countries
Jordan, Lebanon, Egypt,
Iraq & Germany

3

job shadowing

4

design weeks

grants for ♦ innovation

Developed as an integral part of takween, the grants programme launched in 2019. The first grants were awarded to nine aspiring designers to develop new projects and prototypes for Amman Design Week that year. The grants component quickly became a priority after the COVID-19 pandemic had put many businesses at risk and dramatically affected the livelihoods of designers and creative entrepreneurs. In response to this situation, takween launched additional components to its grants programme to address the shifts and needs from the pandemic. The two programmes takween accelerator programme (which focused on upscaling and resiliency) and the creative forward fund (CFF) (which focused on the design industry's response to COVID-19) were both launched in 2021, however only CFF continued beyond 2021 to award grants.

takween accelerator programme 2021

PARTNER VENTURE X - IBDA3

The takween accelerator programme for start-ups in the field of design in Jordan was set up to enhance the expertise, resiliency and responsiveness of the start-ups in a time of profound challenges. The programme focused on the intersection between business scaling and building a sustainable business model. Further goals of the programme included personal growth of founders, as well as the building of networks and community. The programme was launched in collaboration with the Cultural and Creative Works Accelerator of VentureX IBDA3 aiming to support startups in the design field to ensure the sustainability and the growth of their businesses by developing their skills and capacities in areas such as business skills, market understanding, environment and sustainability.

The takween accelerator programme offered a unique acceleration methodology that combined the knowhow and expertise of Theme Experts (sector-based experts) with Business Experts (business coaches). Working with four start-ups over a period of 12 weeks the programme created an environment that was capable of identifying potential, providing room for on-ground validation and testing, and turning ideas into investable and revenue generating businesses. The programme used a participatory approach that focused on embedding both group and individual methods such as group training sessions, assignments, individual business coaching, and individual theme-based mentorship. In addition, the programme offered financial support to start-ups by providing them with grants of up to EUR 5,000 in value to be spent during the program.

The mentoring-driven programme had seven modules:

1. Pitch Decks and Presentations Skills by Nabil Zaidat
2. Business Model Module by Enad Kanaan
3. Marketing Strategy by Mohammad Al Afranji
4. Financial Planning by Samer Arabiat
5. Costing and Pricing by Samer Arabiat
6. Business Planning by Issa Nesheiwat
7. Investment by Yousef Hamidaddin

The selected companies that participated in the accelerator programme were:

abnodesigns
graphic design and branding

Jopack
product packaging and package design

Kenda
product design and calligraphy

ZCONCRETE
product and interior design



4

start-ups

8

participants
78% women, 22% men

90

hours of training

24

experts
50% women, 50% men

7

modules

11

programme modules

8

mentors

2

programme facilitators

1

exhibition



creative forward fund supporting innovation for resilience 2021

The Creative Forward Fund (CFF) supported creatives in the fields of design and crafts in Jordan whose income lacked in the aftermath of COVID19, but still have a firm idea of how to adapt their business to the 'new normal' or how to initiate a new project that is income-generating. The Creative Forward Fund provided temporary financial support to kick-start and implement an idea these creatives developed. The funding instrument was aimed at freelance creative professionals and creative start-ups or companies whose work directly or indirectly has the potential to have a constructive influence on the cultural and creative industries in Jordan and the region. A special focus was placed on the topics of innovation, ecological sustainability, use of local materials and digitalisation. During the funding period, the selected participants were offered individual (digital) mentoring in areas such as financial planning, marketing, legal requirements, digitalisation and sustainability. An additional goal of the fund was the promotion of local and regional networking with takween's sister projects in Lebanon and Iraq. Eight grantees were supported through this fund.

CFF Grantees

Arini

Liyan Al Jabi

Carob House

Rakan Mehyar

Fadi Zumot

Grounded Stream

Basma Omar

Innovating Wool Products

Ishraq Zraikat

moccasin- jo

Tasneem Al-Sariera

Shorouq Mazrawi

SOL

Dana Habjouq



INNOVATING WOOL PRODUCTS FOR A GLOBAL MARKET

Ishraq Zraikat

Ishraq Zraikat has been researching wool as a material for the past few years and decided to use this grant as an opportunity to design and produce wool based commercial products for a global market, instead of the one-of-a-kind art pieces that she has been producing in the past. Zraikat utilises her knowledge and experience with wool to create a collection of products which use Jordanian native wool alongside other types of wool, to cater to a more global design taste, and put Jordanian design on the global market of wool-based products. She received the Creative Forward Fund to commercialise her wool products for local and international markets, ensuring a continuous income stream. As a result of this fund, she has been invited to present her work in the International Contemporary Furniture Fair in the United States



CAROB HOUSE

Rakan Mehyar

The Carob House (and farm) in Madaba aims to reimagine the way food is produced and consumed in Jordan by engaging communities in learning and touristic experiences, while harnessing the richness of available resources and techniques to provide high quality food, from farm to table. The farm-to-table community kitchen concept is new to Jordan and with food design at the centre of the project, Carob House focuses on bringing local food products to local consumers, with a particular emphasis on food produced using ecological methods.

The Creative Forward Fund contributed to setting up the product line at Carob House's community kitchen by taking products from Carob Farms and other farms in the area, processing them using a job rotation system with the residents of Madaba, and then making them available via the shop and e-shop to local consumers. The project aspires to offer a list of cultural experiences including food events, tours, workshops and farm visits that promote healthy eating and sustainable, regenerative farming practices.



designing inclusive public spaces - a partnership with UN Habitat 2023

The challenge of inclusivity and accessibility in public spaces is a prevalent issue in many parts of the world. In Amman, Alhashmi Aljanoubi neighbourhood has been identified as one of the most affected neighbourhoods by the influx of refugees, according to Amman's spatial profile developed by UN Habitat's programme "Urban Planning and Infrastructure in Migration Contexts". This area requires innovative and sustainable design solutions to make its public spaces more inclusive. In 2023, takween partnered with UN-Habitat Jordan to further evolve the fund as a way to link community to design and design to community, thus highlighting design as a democratic process and the role of designers within that process. This grant focused on finding solutions to public space challenges in Jordan through innovation and experimentation while relying on methodological processes in urban design and social engagement. Designers from various fields such as architecture, urban design, and product design, as well as other creatives joined forces to submit proposals that offer innovative design solutions to create more inclusive public spaces prioritising the needs of women and marginalised groups. As a major step to create impactful designs, takween organised a participatory session at the Central Amman Library in Downtown Amman. The participating designers

and design collectives were introduced to members of the local community of Alhashmi Aljanoubi neighbourhood. At first, they presented their ideas to the community, and in the second part of the session, designers rotated between five facilitated focus-groups. Through open dialogue, residents shared their perspectives, insights, and aspirations, enriching the design process with valuable contextual knowledge and local needs. The participatory session promoted and modelled a more holistic and people-centric approach to design, ensuring that the projects meet the neighbourhood's specific needs. Five projects were actualised through this fund.

Grantees

Takteel
Abdelrahim
Bawab

Togetherness
Isbah Estateiyeh

Seating for All
Laith Tarawneh

**Masahit Al
Hayy Placemaking**
Sara Nowar and
Muna Bata

SAPCE-NA
Shahed Al Hadyan,
Mysaa Khweilah
and Mohammad
AlRahahleh



TAKTEEL

Abedalrahim Bawab

Takteel is a parametrised design solution that uses construction waste and earth materials in creating different design products and urban furniture. After conducting research and site analysis on the Queen Nour Park in Alhashmi Aljanoubi, Abedalrahim found that there is a need for more shaded social spaces in the park that allow families to visit the park more often and stay there for longer periods. A special park bench was designed around the trees with minimal intervention to make sure the trees were not damaged. The seating makes use of the existing trees as shading structures.

The parametric shapes of the benches expand their use from mere seating elements to play objects for children. The benches are made from recycled construction waste and earth plastering used from the existing soil in the park.



UNLEASHING IMAGINATION

Masahit Al Hayy

The right to play is fundamental for children's holistic development. Masahit Alhayy Placemaking ran the Unleashing Imagination Project as part of the Creative Forward Fund: Designing Inclusive Public Spaces. The Unleashing Imagination Project aims at creating innovative and inclusive play structures that foster creativity, imaginative thinking, and physical well-being. The project adopted a participatory and collaborative approach and focused on the Queen Nour Park in Alhashmi Aljanoubi. A co-creation process with 52 children from Alhashmi Aljanoubi increased the sense of ownership towards the play structure and the park. The project resulted in a play structure that offers: shaded play zones, a collective swing, a pipe game, and playful floor murals. Masahit Alhayy Placemaking believes that their role within the project does not end with the development of a play area. Ongoing visits to the site to further engage with the community within the park and play structure for further improvements and activities are planned with the goal of creating a self-generated community management scheme.

“my participation in the takween creative forward fund has allowed me next level expedite product funding the whole i was also progress with and materials for my design products. i will use those results in developing new design products in the near future.”



abedallahim bawab

17

grantees
64% women, 36% men

7

mentors

2

textile designers

3

product designers

2

countries

2

public events

1

food designer

11

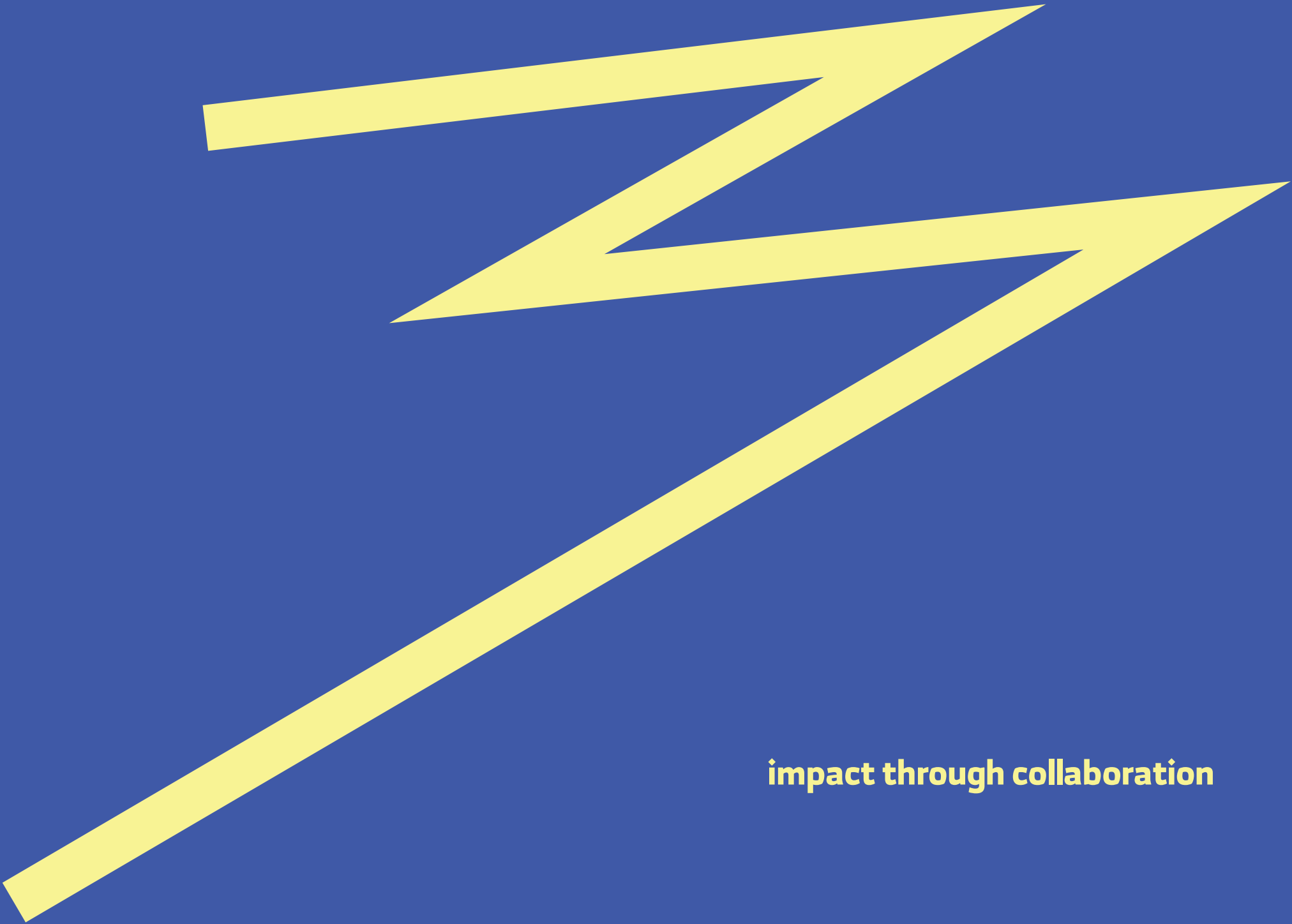
creative businesses

8

architects

3

fashion designers



impact through collaboration

Looking at takween’s impact on the creative economy and industry, one can look at the numbers of participants and participations in it various programmes or count the partners and the projects. However, that view would be incomplete without looking at how this project affected its different stakeholders: participants, partners and the industry as a whole.



unlocking the potential of future designers

The different capacity building programmes within takween have built the personal and professional skills of the participants. Their networks grew with each module, each field trip, each exhibition and event. They were able to actualise their ideas into prototypes and projects. These programmes all fed into building and invigorating the design ecosystem at all levels. Employability within the sector increased as there are now over 300 takween alumni in the market with a larger skill set and hands on experience. If we zoom into the takween Product Design Fellowship programme alone: 28% of participants were offered a job after their internship, while 33% of participants were promoted in their current employment. Another 30% of participants were able to start their own small business as a result of the programme. Through takween’s programmes, students and partners were able to reconsider and reshape their understanding of the future of the design industry. In the long term, the programme aims to cooperate with schools and universities to make the developed takween curricula available to even more students.

Upon completing their programmes, takween’s participants have emerged as influential figures within the design industry. They have infused fresh perspectives and innovative practices into their respective fields, pushing the boundaries of design in Jordan. Their contributions extend beyond their personal professional growth to reach the wider community with their approaches and solutions. Many participants have become mentors themselves, passing on their knowledge and experience to the next generation of designers. Others have joined the takween team as consultants, trainers and facilitators, while some were able to find employment and promotion as a direct result of being a takween alum. On a regional and international level, takween’s participants have represented Jordan at various Design Weeks and exhibitions, showcasing the Jordanian design scene through their work.



collaborative partnerships

takween's mission in elevating the creative economy cannot be achieved without strategic partnerships. takween has forged over 40 partnerships that include design stakeholders, public and private organisations, as well as influential individuals. These collaborations have been instrumental in connecting programme participants with real-world experiences – making sure that newly acquired knowledge is directly put into practice. The following two examples showcase the effect that collaboration has had on the programme and the design ecosystem:

MENALAB PARTNERSHIP:

Through this partnership, takween's Product Design Fellowship programme (PDF) has formed a bridge for young designers to practice and learn with key players in the design industry through strategic internships. menalab was able to secure 45 internships for the takween PDF fellows within various institutions. These internships have contributed to the transfer of design knowledge and skills, fostering a dynamic exchange that benefits both the interning designers and the local design ecosystems.



UN-HABITAT JORDAN PARTNERSHIP

The Creative Forward Fund programme took a different approach to collaboration through this partnership with UN-Habitat. It required participating designers to use their grants to innovate and experiment and design and implement interventions that provide solutions for challenges faced by the community in Alhashmi Aljanoubi where UN-Habitat has been working for years. In a co-design session, their concepts were introduced to representatives from the Alhashmi Aljanoubi neighbourhood and the Greater Amman Municipality (GAM). During the session they all worked together to co-design solutions and interventions that would benefit the community and were sustainable. The interaction with the community provided valuable insight and feedback to the designers. The programme had eight grantees who produced five different projects, each tackling a different problem within the Queen Nour Park in Alhashmi Aljanoubi. The projects were guided and supported by UN-Habitat, takween and GAM. takween's grantees were able to see the impact their projects had on the community immediately through the community's interaction with their interventions.

Abedalrahim Al Bawab, one of the designers, implemented Takteel that introduced innovative park benches that reuse discarded construction material as well as soil from the park as part of

their fabrication. The benches were then integrated around the trees seamlessly as benches and play areas. Upon reflecting on the project, he says "It was surprising to witness how the project has fulfilled its purpose within such a short period of time after its completion, the kids started to use the benches as part of the garden facilities and playground, the families started to gather and use them as a seating area. The impact reached is summarised in connecting the families and kids with the park's landscape and facilities. Which will grow the sense of belonging and establish a wider understanding of the symbolism that the benches create in integrating with the earth components around it."

The partnership with UN-Habitat has allowed for the intersection of design, community and public space to bring about positive change in the neighbourhood. Through its existing connection to GAM's engineering department, the projects were handed over officially to the city to become an integral part of the park. On a community level, the partnership also exposed more people from the local community to the importance of design processes that build their environments.

“during the implementation of the small-scale innovative interventions by the selected architects and designers, the impact was keenly felt by the local residents. expressing appreciation for community shared their transformed enthusiastically love to come have breakfast another resident their joy and the developments, members eagerly delight at the space. one woman remarked, “i would to the park and now,” while marveled, “it’s amazing how our park has now become so modern and developed.” moreover, mothers in the area expressed their eagerness to engage with the newly installed game.”



*ayah hammad,
programme officer un-habitat jordan*



industry recognition and partnerships

Through its programmes and initiatives, takween has garnered acclaim within the design industry and forged meaningful partnerships with key players. Its strategic approach to the growth of the industry and its partnerships have been recognised by the various stakeholders within the field. This serves as a testament to the programme's impact, validating its role in shaping the future of design in Jordan. For takween, these industry partnerships have been pivotal in providing participants with opportunities for mentorship, internships, and exposure to cutting-edge practices. These partnerships demonstrate takween's responsiveness to industry needs, ensuring that participants are equipped with the latest skills and insights. The collaborations extend beyond the programme's duration, creating a sustained exchange that benefits all parties. Industry recognition, coupled with robust partnerships, positioned takween as a trusted name for design innovation, fostering a mutually beneficial relationship between the project and the broader design industry. This recognition is not only a validation of takween's efforts but also a catalyst for continued growth and influence within the design ecosystem. The results of these collaborations reinforce the positioning of designers as crucial agents in every economy that bring about change and innovation. With this recognition, the designers demonstrate their impact within their society with larger outreach and better solutions developed.

Whether it is increase in skills, or the growth of personal and professional networks, or the starting of new businesses and their sustainability, the outcomes of takween are multifaceted. takween has beyond a doubt left its mark within the creative industries. Having worked with 300+ participants and tens of partners in over 9 fields of design, four countries, programme participants emerge as well-rounded, industry-ready professionals, equipped with both theoretical knowledge and practical skills. takween's ripple effect will continue beyond the five years and will be seen in the works of those it has touched. The exposure to industry and academic partners empowers them to drive innovation in the design sector. Furthermore, the local design community has been invigorated with new ideas and a deepening of three disciplines: food design, product design and circular design. The project has helped cultivate a cultural shift towards collaboration and innovation, reshaping the design landscape in Jordan.

“the talented individuals we’ve had the privilege to work with have evolved into confident, capable designers, ready to leave their mark in their careers and communities. what’s more, the product design fellowship has sowed the seeds of a vibrant and thriving design community. participants have stayed connected, forming a close-knit network that actively collaborates, innovates, and supports one another. this enduring community is a testament to the profound impact of the programme.



one of the most exciting aspects of takween’s future is its potential to strengthen partnerships. collaborating with the private sector, educational institutions, and the government is critical for fostering a robust design ecosystem in jordan. as facilitators, we are enthusiastic about contributing to the growth of this ecosystem, which will undoubtedly contribute to takween’s future impact.“

*qusai malahmeh and nadine tuhaimer,
co-founders menalab*

“designfold has transcended boundaries, showcasing the diverse ways in which the intersection of design and education is embraced and applied across various cultural, professional, and local contexts. what made designfold particularly compelling was the deliberate openness in creating an interface between attendees and the broader audience. this conference allowed for dynamic discussions, fostering valuable connections, and authentically disseminating the theme of “design and education” to the public throughout the events.



as a result of the connections established through designfold, i am currently collaborating with a group of architects from lebanon and jordan to develop a concept for an international summer school focused on participatory and social architecture within the swana region.”

*felix dietsch, spatial designer
designfold 2023*

“takween has truly evolved into an ecosystem, a hub where talents converge to create innovative solutions for a better world. it’s not just a programme; it’s a platform for both learners and teachers, a place where knowledge flows freely and ideas flourish. it has become a beacon of learning and creativity. i envision this programme continuing to grow and evolve. it has the potential to become a distinctive and powerful creative force in the region. as the programme expands and diversifies, it will strengthen the bonds between creative minds in the region, fostering collaboration, innovation, and positive change. i am excited to see how takween will shape the future and contribute to creative connectivity.”



*amani qaddoumi,
former takween co-manager*

“witnessing the positive reception and practical utilization of our designed furniture has validated the initial design goals we set out to achieve. the positive change extends beyond the physical aspects of the project. it has become evident that our work has contributed to an increased awareness of the rights of individuals with disabilities within the community. an encouraging anecdote from a parent of a child with disabilities highlighted how park security personnel guided them to the location of the inclusive table upon entering, underscoring the positive societal shift in acknowledging and accommodating the needs of differently-abled individuals. the programme has heightened my awareness of the impact of urban furniture on people’s lives, evident in the appreciation from elderly individuals who found comfort in the specially designed seating. additionally, observing children engage for extended hours with the game designed on the table’s top surface has emphasized the role of thoughtful design in encouraging outdoor activities.

personally, the programme allowed me as a business owner to leverage my passion for design and execution in a project directly benefiting people’s lives, creating a positive impact, and enhancing their quality of life. professionally, the programme has significantly improved our business relationships with local craftsmen, suppliers and traders, essential components in the success of any business. the trust and understanding gained from local manufacturing capabilities and supply sources will streamline the execution of future projects, making it both easier and faster.



the project has propelled our business forward, gaining recognition from governmental entities, non-governmental organizations, and fellow businesses alike. the cff programme has truly been a transformative experience, contributing to both personal and professional growth in ways that extend far beyond its duration.”

isbah estateyieh, arkata studio
creative forward fund 2023

IN NUMBERS - OVERALL IMPACT

5

years of takween!

1

industry

40⁺

partners

75⁺

specialized modules

3

programmes

130⁺

experts

5⁺

countries

330⁺

participants

930⁺

hours of training

9

fields of design

9

exhibitions

55⁰⁰⁺

hours of internship

acknowledgments



The success of takween over the past years would not have been possible without the collective efforts, unwavering dedication, and generous support of many individuals and organisations. We extend our heartfelt gratitude to each of them:

platform team:

To our founding cooperation partner, we express our deepest appreciation for all the efforts, ideas and tireless dedication in bringing takween to life. We particularly thank Rana Beiruti and Amani Qaddoumi for your instrumental role in the establishment and growth of takween despite all the challenges throughout the pilot years. Your partnership is deeply appreciated and acknowledged.

our participants:

To the talented designers, creative practitioners, and aspiring entrepreneurs who are the central focus of takween, we express our deepest appreciation. Your passion, dedication, and commitment have been our inspiration to do more.

our partners:

We acknowledge the valuable collaborations with all our partners and institutions, without whom our journey would lack the depth and impact it has achieved. Your shared vision and support have been vital in shaping the success of takween.

our trainers, facilitators and mentors:

takween is thankful to all our passionate and trailblazing trainers, mentors, facilitators, and industry professionals who generously shared their knowledge and expertise with our participants. Your guidance and mentorship have been pivotal in nurturing the creative minds of Jordan.

our takween and Goethe-Institut team:

We extend our gratitude to our dedicated team, past and present, whose hard work, creativity, and passion has kept driving the programmes of takween.

our funders and implementing partners:

We would like to thank our funders, the German Federal Ministry for Economic Cooperation and Development (BMZ) and our implementing partner GIZ and their teams in Jordan and Germany for the cooperation and coordination.

Together, we have cultivated a thriving ecosystem for creative innovation and entrepreneurship in Jordan as well as the region through our extensive network. Your support has contributed tremendously to our mission, and we look forward to continuing this exciting journey further.

**Thank you for being part
of the takween family!**

takween partners

co-founding partner

platform

sister regional projects



Lebanon



Iraq

programme partners

twelve°



IBDA 3



additional programme collaborators

01Inventions

360moms

Princess Alia secondary School for Girls

Bravo Bravo app

Children's Museum

Design Institute Amman

Dezain

FabricAid

Greater Amman Municipality

Jawaker

Jazri Studio

Jordan National Gallery of Fine Arts

Jordan River Foundation / Al Karma Kitchen

Jordan Start

Media Plus

Mohammad and Mahera Abu Ghazaleh Foundation (MMAG)

Museum Brot und Kunst Ulm

Online Fashion Club

Pi Pharma

Rana Beiruti Studio

Rum Planet Camp

Ruwwadjo

Abdul Hameed Shoman Foundation

Sitech

Syntax

Tadamon

Taleedi

Techworks

The Solutions Unit

Turquoise Mountain

team past and present

current team

Dr Christian Diemer
Director, Goethe-Institut Jordan

Ameer Masoud
Project Manager

Yasmin Marroum
Project Coordinator

Sama Shahroui
Communications Officer

Michiel Nooren
Finance Controller

Alaa Abdullah
Accounting

past team members

Laura Hartz
Director, Goethe-Institut Jordan
2018-2023

Franziska Priesemeister
Project Manager
2018-2020

Lovis Maj Bartholain
Project Manager
2020-2022

Khalid Odeh
Project Coordinator
2021

Yamen Omer
Project Coordinator
2022

Sophia Schall
Project Coordinator
2022

Mervat Abu Hashem
Accounting
2018-2021

Rana Beiruti
Co-Founder takween
2018-2020

Amani Qaddoumi
Manager takween Creative Space
2018-2020

Nada Wadi
Community Manager
2018-2019

Rawan Baybers
Community Manager
2019

Omnia Hussain
Community Manager
2020



events and programmes index

2019

11.02.2019

info session

meet us at shamalstart, irbid, jordan

18.02.2019

info session

meet us at takween creative space

21 – 23.02.2019

workshop

train-the-trainer programme

03 – 10.2019

residency

takween residency programme

03.2019 – 06.2019

qualification programme

modular learning programme

04 – 06.03.2019

workshop

design research

10 – 12.03.2019

workshop

basics of design process

17 – 19.03.2019

workshop

creating value in design

25.03.2019

workshop

intellectual property rights

31.03 – 02.04.2019

workshop

*writing and storytelling for designers
(english)*

07 – 09.04.2019

workshop

writing and storytelling for designers (arabic)

23 – 25.04.2019

workshop

introduction to textiles

28 – 30.04.2019 and 05 – 09.05.2019

workshop

prototyping

16 – 17.06.2019

workshop

designing with others

02 – 07.07.2019

regional networking

takween travel grants to beirut design week

12 – 13.07.2019

workshop

brand vs. visual identity

16.07.2019

info session

meet us at dezain space

17.07.2019

info session

meet us at design institute amman

04 – 12.10.2019

exhibition of takween's residents works

takween pop-up at amman design week

12.10.2019

panel discussion

imagining incubators for designers

12.10.2019

talk

imagining creative start-ups

04.10.2019

design sprint

bauhaus design battlefield

events and programmes index

22.12.2019 – 09.02.2020
photography consultations
photography open house

2020

10.01 – 29.02.2020
international and regional job shadowing
travel networking grants

20 – 21.01.2020
workshop
basic product photography

05 – 10.03.2020
workshop
food design: rethinking eating rituals

10.03.2020
exhibition
what design can do for food: open-lab eating experience, mmag foundation

04.11 – 16.12.2020
online series
foodfeatures

04.11.2020
foodfeature #01: food as an object of design by martí guixé

11.11.2020
foodfeature #02: food design and behaviour by honey & bunny

18.11.2020
foodfeature #03: gastrophysics: the art & science of multisensory experience design by prof charles spence and laila snevele

25.11.2020
foodfeature #04:
agri meets design by anne reijnders

02.12.2020
foodfeature #05: food design for businesses by dr francesca zampollo

16.12.2020
foodfeature #07: designing the future of food by johanna schmeer

23.12.2020
foodfeature #06: eating design as a social bonding tool by marije vogelzang (postponed due to covid19)

05.12.2020
online workshop
rapid idea generation

06 – 10.12.2020
online workshop
embroidery workshop

20.12.2020
online workshop
what's the matter?

2021

22.08 – 18.11.2021
grants and mentorship
takween accelerator programme

22.08 – 17.10.2021
qualification programme
product design fellowship: towards sustainability & resilience

09.2021 – 03.2022
funding and mentoring programme
creative forward fund

20.11.2021
exhibition
resilience programme exhibition, mmag foundation

11.2021 – 03.2022
training and mentorship programme
fabrakat: a transdisciplinary training programme on food design

2022

19 – 23.03.2022
exhibition
feeding places: food design exhibition, jordan national gallery of fine arts

23 – 28.04.2022
international participation - exhibition and eating experience
iftar tablescapes at museum brot und kunst, ulm, germany

08.05 – 31.08.2022
training, mentorship and grant programme
circular design: material innovation & entrepreneurship

03.04 – 31.08.2022
training programme
physical and digital product design fellowship

11 – 15.10.2022
exhibition
takween's product design fellowship exhibition, takween creative space

28 – 29.10.2022
international participation
silsal exhibition, beirut, lebanon

2023

07 – 13.05.2023
international networking trip
munich creative business week / berlin design week, munich, germany

09.05.2023
panel discussion
talking about design in jordan, iraq and lebanon, munich, germany

05.06-05.10.2023
qualification programme
product design fellowship

17 – 19.06.2023
conference on design and education
Designfold, jordan national gallery of fine arts

22.06 – 31.10.2023
grants and mentorship programme
creative forward fund -designing inclusive public spaces

03 – 14.09.2023
training programme with regional aspect
design academy iraq, sulaymaniyah, iraq

30.08.2023
community co-design event
creative forward fund - participatory session with the local community

07.11.2023
outdoor exhibition
creative forward fund - walk-through and handover event, queen nour park

a glimpse at takween's participant projects



Haneen Jaafreh
PDF 2022

حنين جعفره
برنامج زمالة تصميم المنتجات



Nour Hajj, Layan Al Nimer, Bushra Sami
FABRAKAT

نور الحاج، ليان النمر، بشرى سامي
فبركات



Charbel Sayah
Circular Design 2022

شربل سايح
التصميم الدائري



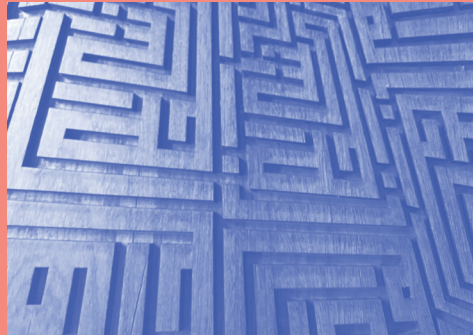
Sara Nowar, Muna Bata
CFF 2023

سارة نوار، منى باطه
صندوق دعم التصميم



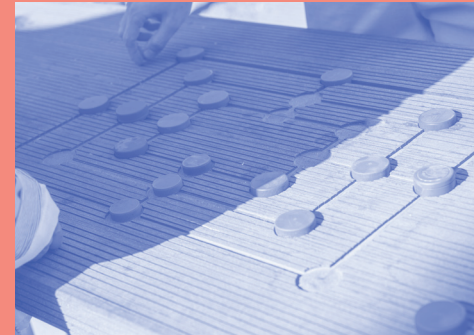
Haya Issa, Ranwa Abu Ghoush
FABRAKAT

هيا عيسى، رنوة أبو غوش
فبركات



Ibrahim Ibrahim
PDF 2023

إبراهيم إبراهيم
برنامج زمالة تصميم المنتجات



Isbah Estateyieh
CFF 2023

اصباح استيتية
صندوق دعم التصميم



Shahed Al Hadyan, Maysaa Khweileh, Mohammad AlRahahleh
CFF 2023

شهد الحديان، ميساء خويله، محمد رحالة
صندوق دعم التصميم



Josephine Abou Abdo, Manal Abu Shmais, Sandra Sarkissian
Food Design

جوسفين أبو عبدو، منال أبو شمس
ساندرا سر كيسيان
تصميم الطعام



Layan Al Nimer
Circular Design 2022

ليان النمر
التصميم الدائري



Abdul Jabbar Al Qaissi
PDF 2021

عبد الجبار القيسي
برنامج زمالة تصميم المنتجات



Ishraq Zraikat
CFF 2021

إشراق زريقات
صندوق دعم التصميم



Deema Dabis, Niki Karatza, Ranwa Abughoush
FABRAKAT

ديمة دعبيس، نكي كاراتزا، رنوة أبو غوش
فبركات



AlHakkam Falih
Circular Design

الحكم فالج
التصميم الدائري



Sokar Hamasharif
Circular Design

سكار حماشريف
التصميم الدائري



Sirar Khawaja
PDF 2022

سرار خواجا
برنامج زمالة تصميم المنتجات

لمحة عن مشاريع مشاركي تكوين



Tasneem Zraikat
PDF 2022

تسنيم زريقات
برنامج زمالة تصميم المنتجات



Jumana Aqqad
PDF 2022

جمانة العقاد
برنامج زمالة تصميم المنتجات



Sheelan Shaban
Circular Design 2022

شيلان شعبان
التصميم الدائري



Lea Accari, Mariam AlazzeH
FABRAKAT

مريم العزة، ليا عكاري
فبركات



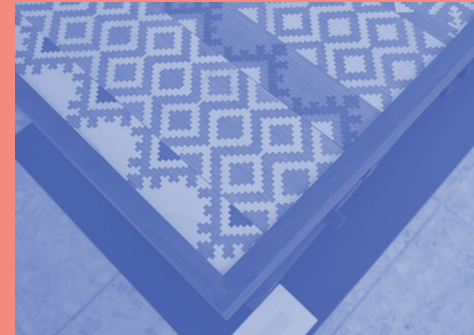
Shorouq Mazrawi
CFF 2021

شروق المزرعوي
صندوق دعم التصميم



**Haya Issa, Lara Haddad,
Diana Habashneh**
FABRAKAT

هيا عيسى، لارا حداد، ديانا حباشة
فبركات



Ahmad Al Aswad
PDF 2022

احمد الاسود
برنامج زمالة تصميم المنتجات



Albatol Al Sarraf
Circular Design 2022

البتول الصراف
التصميم الدائري

تعزير الشبكة والتواصل ٢٠١٩-٢٠٢٣

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