

CEDAR

MIEA

wings

The In-flight Magazine of Middle East Airlines - Air Liban

ICELAND
*A natural
paradise*

JEAN-MICHEL
BASQUIAT
ou la rage de vivre

عيد الميلاد
شجرة ومفارة
وتقاليد شعوب

DESIGN &
ARCHITECTURE



Beirut Beauty

Lynn's Apothecary is a Beirut beauty concept store founded by Lynn Khoury Soubra. Initially an economist, Soubra worked in development for nearly a decade, until she changed paths to follow her passion for beauty and skincare. As she was completing her beauty certifications, she was distressed to learn about the toxicity of so many

ingredients used in popular skincare products. Being a beauty junkie herself, she started looking for alternatives and discovered "clean beauty." Once she was introduced to toxin-free, high-performance skincare and cosmetic lines, she knew she had to bring natural, effective brands back home. And that's how Lynn's Apothecary came to life. From carefully selecting ingredients to testing product performance and consulting clients, Lynn's Apothecary offers a clean, effective and luxurious experience.



Around the World

what's ON, what's HOT



INSTANT *Interpreter*

Tragl is the first hands-free translation device, letting you just step up and start a conversation in a foreign language. Its patented audio system transmits your translation via a loudspeaker, and the reply is then translated to your earpiece. When the other person talks, their voice gets recognized by the front microphone and is translated through the earbud in one to two seconds. Tragl is currently available in English, Russian, Spanish, Arabic, Chinese, French, German, Japanese, Turkish and Korean.

New Design Label

Nabil Issa launched his debut design collection, "Objects of Desire," last September in Paris. This first collection, and part his eponymous label, includes pieces such as the Iconic brass chair, the O table, the Ski chair and I lamps. Each piece boasts intricate details and pure lines and is made with noble materials. Nabil Issa furniture will be available in several outlets around the world, including the Boon Gallery in Paris, D Beirut and outlets to come in Soho, New York and the Miami Design District.





Architecture Meets DESIGN

1% Architecture is a tribute to a culture of anti-conformism. The workshop aims to offer a different approach to architecture and design. Its founder, architect Waldemar Faddoul, has a true passion for details and aspires to design buildings, spaces and objects with a purpose, a soul and a unique identity. After several years of designing homes and furniture for clients, the workshop developed its own DNA and launched its own collection of multipurpose furniture, named 1% Design. The new collection illustrates the workshop's commitment to preserving and promoting local handcraftsmanship. Each design is the result of a synergy between industrial technologies and traditional artisan competence, thereby crafting tomorrow's heritage. The collection is showcased at the 1% permanent showroom in Beirut's Mar Mikhael neighborhood, and at the 1% pop-up gallery in Canal Saint-Martin, Paris. From December 8 to 14, 2018, check out the 1% Design exhibit at the Lebanese Embassy in Paris, at 3 Villa Copernic in the 16th arrondissement.

1prcntdesign.com

1prcntarchitecture.com

When Fashion Is *Power*

ROUBA.G IS A FASHION BRAND DESIGNED TO CAPTURE A WOMAN'S SENSE OF INDIVIDUALITY AND ONENESS BY OFFERING DIFFERENTIATED COLLECTIONS BASED ON UNIQUE STRUCTURE AND DESIGN CONCEPTS. LEBANESE FOUNDER AND DESIGNER ROUBA.G EXPLAINS THAT THERE'S A MESSAGE INHERENT IN ALL OF HER CREATIONS: "IT'S ACTUALLY MY BATTLE FOR A WOMAN'S EMPOWERMENT AND MOSTLY THE CONTINUOUS NEED TO DEVELOP HER SENSE OF INDIVIDUALITY."



A Very Lebanese Gin

Lebanon now has its own artisanal gin label: Jun. Launched by Maya Khattar and Chady Naccour, Jun is a complex and aromatic mix of nine locally used botanic ingredients, including Lebanese juniper excelsa, coriander, ginger, galangal, mastic, rosemary, bay leaf, orange and lemon. Khattar and Naccour produce the gin in their family's former silk factory in Rechmaya, which they transformed into an artisanal distillery. Jun gin is served in Middle East Airlines' Business Class cabin.

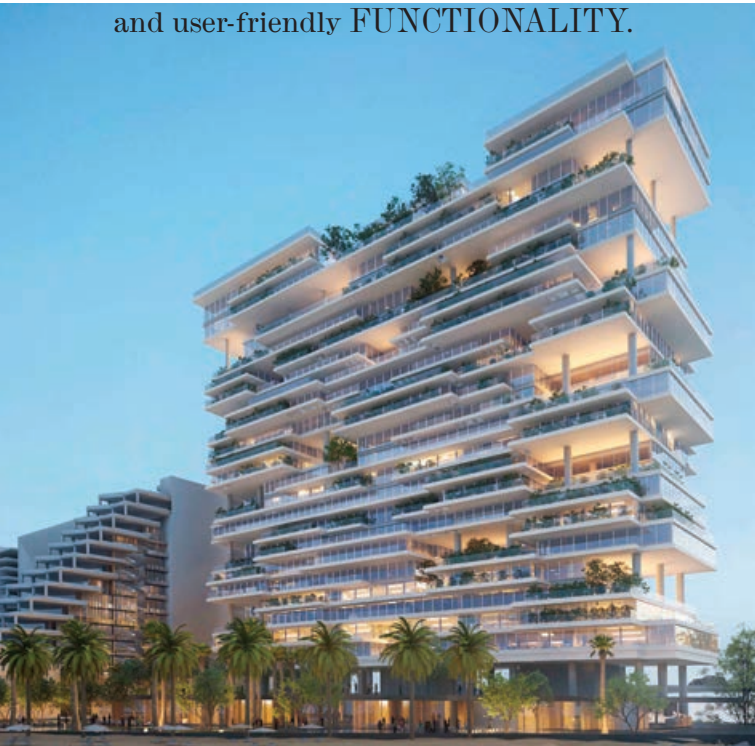
Architectural Visions

by MarieJoe Raidy

Cedar Wings chats with LEBANESE ARCHITECTS about their key PROJECTS, their RELATIONSHIP with WORK and their FEELINGS about the HOMELAND.

Michel Abboud

Michel Abboud is the FOUNDER of ARCHITECTURAL firm SOMA. With their focus on incorporating CRAFT, DIGITAL TECHNOLOGIES and ENVIRONMENTAL RESPONSIBILITY, his designs and work have attracted CRITICAL ACCLAIM for their boundary-pushing nature. With a Master's in architecture from the UNIVERSITY OF COLUMBIA after graduating from the American University of Beirut (AUB), Abboud has created PROVOCATIVE PROJECTS that deliver both forward-thinking and user-friendly FUNCTIONALITY.



In 2004, Abboud founded SOMA, an international architecture firm headquartered in New York, with subsidiary offices in Beirut (and Mexico City until 2010). He was the first architect to introduce parametric design in Beirut, as his tower called Wave holds testament. He was the first and only Lebanese architect to win the Architizer A+ award two years in a row, as well as the AIA award, for projects built in Lebanon, including his own private beach house, as well as multiple awards such as the James Beard Award, The Middle East Architect Award and numerous other international architecture awards.

How did you start?

In 2004, right after I earned a Master's in architecture from the University of Columbia, I established my practice in New York, SOMA architects. I started working on odd jobs, mostly interior renovations of condos in New York. Soon, thanks to word of mouth, my client base started growing until I met a real estate developer who entrusted me with my first building design in New York. It was a loft building reconversion, in Soho, at 93 Crosby Street, which in turn led me to design a seven-story loft building in Tribeca, called 50 Lispenard. My big break came in 2010, when I got to design the controversial Park51 Islamic Cultural Center a few blocks from Ground Zero in New York City, with one journalist dubbing me "the most controversial architect the US has known."

Why are you based in NYC?

When I first came to New York, I immediately felt at home. New York has an undeniable energy that attracts the most dynamic and ambitious people in the world and is the epitome of the "American dream." The harder you work, the more likely you are to succeed. It is a fertile environment that allows oneself to flourish and evolve continuously. For me, it is my adopted home, the place that allowed me not only to build a successful business and define my identity, but to truly live my dreams.

Tell us more about your biggest projects

My two flagship projects are 45 Park Place in New York, and One At Palm in Dubai. 45 Park Place is one of the most talked about luxury high-rise residential buildings in New York. I designed it when I was 36 (which led me to be known for being one of the youngest architects to have ever designed a skyscraper in New York). It is rising in Tribeca and features a unique reinterpretation of the traditional Tribeca Loft typology into high-rise architecture. The 222-meter-tall tower is characterized by an inside-out process that uplifts the traditional Tribeca loft in a vertical modern glass structure.



© Ray Fox



One At Palm is another flagship project that is located on the gateway of the Palm Jumeirah archipelago in Dubai. It has recently set a new record of the most expensive building ever built in Dubai. In One At Palm, I introduced a new architectural language that emphasizes the use of outdoor spaces, terraces and balconies, which wasn't customary in the region. I honed each outdoor space to each apartment individually in a tailor-made fashion, so that each apartment becomes bespoke, unique and different from the other units in order to provide a diversity and variety of products for the end buyer.

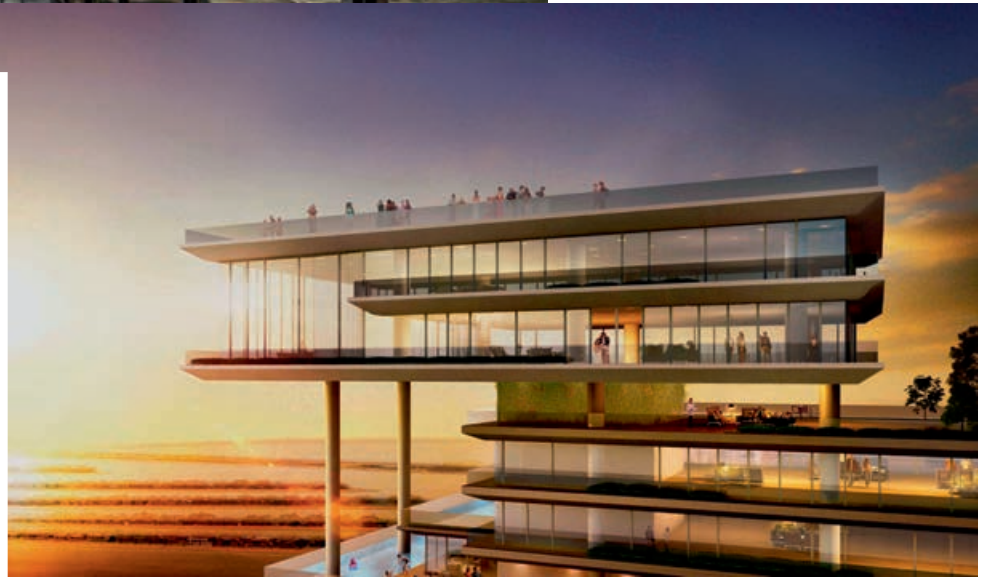
How do you manage two companies, one in Lebanon and one in the US? What are some of the biggest challenges you faced in this aspect?

Although I have two offices, in Beirut and New York, they function as one entity. When one office's business day ends, the other one's starts, which allows us to truly work around the clock, across time zones and despite the difficulties of geographical separation. Thanks to technology, we barely feel the separation. I would say the biggest challenge is to juggle two schedules, which often leads me to work 14-hour days.

“Although I have two offices, in Beirut and New York, they function as one entity. When one office's business day ends, the other one's starts.”



“I have always been fascinated by architects like Jean Nouvel and Herzog & deMeuron.”



How would you rate Lebanon in the architectural scene compared to the region?

Projects in Lebanon tend to be of a smaller scale, generally less than 10,000 square meters, with budgets rarely exceeding the US\$10 million mark, whereas in Dubai or Jeddah for example, projects can vary from 100,000 square meters up to master planning in square kilometers, and budgets

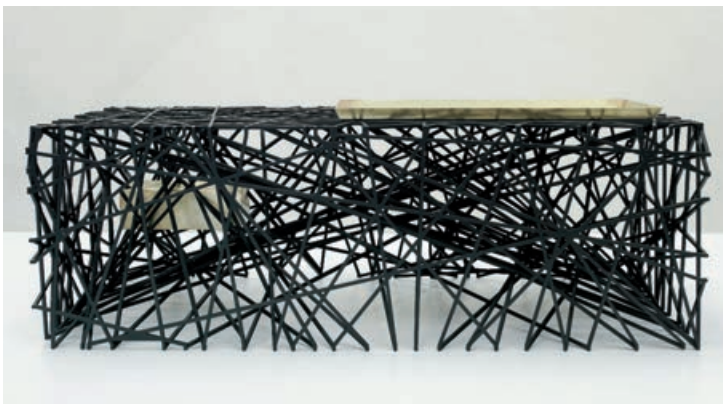
well over the US\$100 million mark. Projects in Lebanon can take years from pre-development phases up until construction, whereas in Dubai for example buildings tend to rise at a much faster pace. Beirut is largely constituted of smaller lots, in comparison with the Arab World, and the urban fabric is much more knit together, but this also gives it its charm.

Do you think Lebanon has the potential of growing and being another urban architecture reference in the region?

The potential for Lebanon to become an urban architectural reference such as Dubai is there in the long term, if only we could collectively work on solving our current socio-political problems in order to achieve the economic stability fundamental to our urban and architectural growth.

Who are your role models in the architectural world?

I have always been fascinated by architects like Jean Nouvel and Herzog & deMeuron, simply because their range of projects is so eclectic. No two buildings look the same, and they don't have a recognizable style that is imposed on every site. I have recently had the opportunity to collaborate with master architect Jean Nouvel on one of my New York projects, and it was a humbling experience to work with my role model from the time I was still a student at AUB. I couldn't have imagined this moment then, that I would 20 years later work alongside him in New York!





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Georges and Michèle Maria

Founded in 2003, MARIA GROUP is a Beirut-based design studio led by BROTHER and SISTER duo Georges and Michèle Maria. The practice undertakes WORKS of all SCALES, from SMALL INTERIOR commissions to LARGE ARCHITECTURAL projects throughout LEBANON, the MIDDLE EAST and EUROPE and is closely involved in the DESIGN and follow-up of each PROJECT, from CONCEPTION to DELIVERY.

How did you start?

Michèle: It goes a long way back. We decided early on that we wanted to be architects. We were 10 and 12 years old respectively when we discovered a construction toy with bricks, windows, furniture pieces and plans (it was not Lego). Our mother was a self-taught interior designer, and we used to draw detailed woodworks for her. When I graduated from the American University of Beirut (AUB), I started working with Bernard Khoury at the beginning of his career (a very inspiring and intense moment for me), then when Georges graduated from the Académie Libanaise des Beaux-Arts (ALBA), we joined forces and started our studio alongside our parents. It's a family story.

Where are you based?

Georges: We founded our studio in Beirut and believe it's a good base for the region. Beirut's energy and the encounters it offers are both enriching and stimulating. From Beirut, we take on projects across the wider Middle East region and in Europe, with a rep office in London. In fact, more than 40% of our projects are abroad: Paris, London, Corsica, Jeddah, Riyadh, Kuwait, Dubai and Ajman. Commuting and communicating across the globe has become so easy that today, with our phone, we can visit our construction site via video call with our site engineer. Feedback and ideas are instantaneous!

What are your biggest projects?

Michèle: We just won a Cityscape award for one of our biggest residential projects in the emerging markets category: Wadi Qortuba in Riyadh with Solidere International. We have also realized another large-scale residential development, AlZorah Gulf Estates, located in Ajman.





© Géraldine

“Design fairs, design weeks and House of Today’s exhibitions are all great local initiatives that have placed the Lebanese designers on the international scene, from Paris to Miami.”

Tell us more about Maria Group

Georges: We love going from big to small, from the scale of an architectural project to that of an object and vice versa. We are surrounded by a great team of architects and interior designers who are always motivated to cross boundaries between disciplines. For each project, we aim to translate need into built form and create a sense of excitement. We challenge ourselves to craft a story of everyday life into a poetic and unexpected gesture.

How would you rate Lebanon in the architectural and design scene compared to the region?

Michèle: Lebanon has been at the forefront of design in the region. Design fairs, design weeks and House of Today’s exhibitions are all great local initiatives that have placed the Lebanese designers on the international scene, from Paris to Miami. Similarly, Lebanese architects are shaping the urban texture of the region. It’s incredible how much talent is compressed in this little country, and many of these architects and designers have completed their academic education in Lebanon.



“We love going from big to small, from the scale of an architectural project to that of an object and vice versa.”



©Marco Pinarelli



©Ieva Sandergaitė

Do you think Lebanon has the potential of growing and being another urban architecture reference in the region?

Georges: Unlike new cities that can be designed at once, Lebanon has witnessed civilizations that date back more than 7,000 years. Byblos, for instance, is actually one of the oldest continuously inhabited cities in the world. Beirut itself is the result of layers of urban growth through history. Despite the efforts of some remarkable architects who have left a positive impact on the urban texture over the last 50 years, Lebanon has seen the rapid development of construction guided solely by profit and oblivious to its context. After the war, many international architects have been called upon to design projects in Beirut, and in the past few years, we are witnessing the rise of local architects, who are armed with the knowledge of their city and its limitations. Hopefully, this new generation will lead a new approach to design that is rooted in its context and inclusive of the social complexity of its city. In that sense, Lebanon has an opportunity to produce inspiring models of architecture.



Who are your role models in the architectural world?

Georges: We have a big list of heroes we look up to: David Chipperfield for his dedication to designing for permanence; Louis Khan for his manipulation of texture and light; Carlo Scarpa for his attention to detail and his skillful use of materials to build sensory spaces; Bjarke Ingels for his enthusiasm about the potential of architecture; Peter Zumthor for his craftsmanship and his uncompromising approach.

What is your dream future commission?

Michèle: A museum.

Georges: A participation in the development of a future “smart city.”

La Siesta

HOTEL & BEACH RESORT

10 MINUTES
AWAY
FROM BEIRUT



SUMMER MAY BE OVER BUT THE FUN CARRIES ON

La Siesta Hotel & Beach Resort welcomes you to enjoy our services all year long.
From a delicious meal with a breathtaking view at our restaurant to staying a night in one of our gorgeous suites overlooking the Mediterranean sea, **La Siesta still has it all.**

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in an exquisite indoor space.

Rabih Geha

Rabih Geha is a **LEBANESE-CROATIAN ARCHITECT** and **FOUNDER** of the international, award-winning **ARCHITECTURE and DESIGN** Beirut-based practice **Rabih Geha ARCHITECTS**. He is a husband and a father of two.

How did you start?

After graduating with a BA in architecture from the American University of Beirut (AUB), I traveled to Paris, where I did my Master's at ENSCI. I worked in Marseilles, Paris and Beirut to hone my skills. In 2006, I returned to Lebanon to open my architecture and design practice Rabih Geha Architects. I wanted to bring my ideas to life, tell stories and contribute to the design sector in Lebanon as a start and maybe expand later. In that same year I launched an experiment-driven and research-oriented workshop at ALBA, where I am still teaching today.

Where are you based?

I am based in Beirut. I love this city. Beirut is always inside me and is a major source of enthusiasm that helps bring my projects to life.

Tell us more about Rabih Geha the architect and the designer

I was always a keen artist as a child, and I aspired to work in the creative field. I wanted to explore the creative terrain. This was a way I could be more expressive. I am passionate about the architectural and design expressions that can be crucial to the city's development. I believe every architecture and/or design intervention should be a good piece of design in its own right, while impacting people's lives positively. It is important for architects to participate in shaping a cohesive vision on both the macro and micro levels, taking stock of the space, building, neighborhood, area and city.

Storytelling is also a major part of my design process. Each project, whether it is a contemporary urban residence or an intimate villa-turned-bar, has an individual identity. It tells a certain story and it has its own narrative. I tend to draw upon my subject, which in essence is the project, and its surroundings. To understand it better, I always put myself in the space – the street and the building – and then create a visual narrative through my



© Tony Eliech

design and architecture. Finally, I make sure that each project we work on is a collaboration and in sync with the client's vision and needs. What is inherently fascinating, each time, is how the multilayered design, multipronged decisions, along with 100 other minute details eventually translate into a reality.

How would you rate Lebanon in the architectural and design scene compared to the region?

I grew up in Beirut. As much as Lebanon could be perceived as an unstable city, the truth is it has the greatest dynamic of creativity and is the gem of opportunities. The great thing about the design industry in Lebanon is that it is a booming hub for creative experimentation. Lebanon has been through so many cultural mixes and influences, which gives Lebanese architecture and design a massive wealth and history to progress in the creative world.

© Tony Elieh



“Rabih Geha Architects creates spaces for people to inhabit, play and experience.”



© Walid Rashid

PROJECTS AND ACCOLADES

Accolades in 2018 include:

- Winning the Commercial Interior Design of the Year - Bars and Clubs category for 2Weeks.
- Receiving the bronze A' Design Award, for the A' Interior Space - Retail and Exhibition Design category for UEnergy boutique health club.
- Being shortlisted for the Restaurants and Bars Design Awards, UK for 2Weeks.
- Being shortlisted for the Andrew Martin Design Review - considered by many as the bible of interior design.
- The practice's inclusion in the annual AD50 (second year in a row) the Architectural Digest top 50 talents in Architecture and Design for exceptional projects defining the contemporary Middle East landscape.



© Pulse Production

“From residential and retail to commercial and recreational spaces, the studio’s founding philosophy begins with context.”



© Aishti

Tell us more about your biggest projects

We are a multidisciplinary architecture and design studio, so we work on a large spectrum of projects ranging from architecture and interiors to installations and product design. I am excited about all of our recently completed projects, which include the award-winning nightclub in Beirut 2Weeks; U Energy boutique health club, listed as “best gym around the world for design buffs” by Wallpaper* magazine; AHM, a groundbreaking dance pantheon located on Beirut’s waterfront; Mukhi Sisters, a fine jewelry and concept store; and We Are The People, Beirut’s new fashion destination, set on the fourth level of high-end specialty store Aishti in Downtown Beirut.

One project we are currently working on that I would have to single out is a residential one: the architectural renovation of a traditional Lebanese mansion in the heart of Beirut. It is two years away from completion as it is quite massive in scale and will be our most exciting challenge yet. We’re starting 2019 on a high-note with an interesting and diverse line-up of projects.

Do you think Lebanon has the potential of growing and being another urban architecture reference in the region?
Lebanon sort of already is a reference on design and art in the



© Mica Malajdian



region, but maybe not so much on an urban level. I believe it does have the potential, but we are still a long way from it.

Who are your role models in the architectural world?

I don’t have role models in the architectural world per se. A lot stimulates me and takes my mind places. I get inspired by daily life here in Beirut, things I see on the street, articles I read in a magazine, bedtime stories I read to my kids, the newspaper or a website, people I meet, my travels, it could be a vision or a thought. I imbibe everything I see and try to amalgamate it into my work.

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