

THE DESIGNERS NETWORK
Saudi's first design magazine

التصميم

DESIGN MAGAZINE

march - april
ISSUE

05





شبابي

MODERN

مودرن

حلوه حلوه حلوه حلوه



حلوه حلوه

حلوه

فين ممكن أحصل المجلة؟

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OF DESIGN MAGAZINE ?

JEDDAH

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Red sea mall - noon
Searfi mall - Athr

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Coffee republic
Crust
Toasted
berts
chai & ba



GALLERIES

Al alamiya gallery
G-design
Roshan gallery
Venue tujjar jeddah

COLLEGES

Abdulaziz university
Cba college
Dar al-hekma college



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Lomar
Moda car
Sawani
The wedding shop
Tween
Virgin

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Lomar
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Sawani

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للإعلان

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www.d-magazine.net

info@d-magazine.net

TO ADVERTISE

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Attention: All Designers, art & creative directors, and students of design.

From: Design magazine.

Re: Call for entries.

Do you have a design that was too creative for your client? Did you create a specific piece of artwork for a class exhibit that you would love to showoff? Well, here is your chance! For a small fee, you can have your designs featured in our showcase section of Design TM magazine. Submit your work now to www.d-magazine.net to be reviewed by our judgment panel of creative professionals.

نرجو الانتباه: على جميع المصممين والفنانين والمبتكرين والمخرجين وأيضا طلاب التصميم : عندك تصميم حسيت إنه كثير على عميلك؟ عندك أعمال فنية تبغى توريها للناس؟ جاتك فرصتك دحين انك تعرض أعمالك في مجلة ديزاين بمجرد إنك ترفع عملك على موقعنا www.d-magazine.net

ISSUE

رقم

first saudi design magazine

We would like to thank all of our supporters for this issue, especially the following people: abdulrahman attar, shaheenaz sabban, mazen madani, yasser alireza, mohammed binladin, khadled Gashgari, dr. suhair qurasi, nayla attar, adnan manjal, ahmed nashar, maan bajnaid, hassan zaini, hamza serafi dima shnieder, dalal talalweh, and you the reader!

www.d-magazine.net



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جرافيكس	graphics: inspire .interpret and repeat
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محلات	retail Launch of new sawani
فنون	Art : Summer Alireza
تشكيل تقني	Multimedia : Saudi tube
مستخدمات	Product: Pimpstar
صوتيات	Sound : Ringtones
تصوير	photography: take my picture
فن الذواقة	Culinary : helen's kitchen

تشكيلة - د

D-CLUB

مستخدمات-د	d-product: gucci Shomagh
لعبة - د	d-game: littlebigplanet
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فيلم - د	d-movie : house of saddam
مكان - د	d-location: chai &ba
تيوب - د	d-tube: truth in adv
آلحان - د	d-music: may nasr
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دي자이너 الإصدار محمود فنحي

PEOPLE

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Emerging talent: Lara Nazer
D-designer: Mahmoud Fathy



مفتونة بتيفاني



مجوهرات محمد عثمان المعلم

AlMoallim Jewellery

الرياض - مركز الملكة: ٠١٢١١ ٢٤٤٤ العليا العام: ٠١٢١٦ ٩٠٠٢ جدة - مركز الخياط: ٠٢٢٨٣ ٠٣٥٣
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TIFFANY & Co.

Tween

contributors

مشاركون

C O N T R I B U T O R S



REDA SEJINI

sejini_r@urbanphenomena.net

Favorite City?

Sydney, NSW.

Richard Branson or Desmond Tutu?

Neither, Mohammad Yunus, I would say. He is both in one.



MARIAM POLDING

polding@d-magazine.net

Favorite Flavor of Tea?

Hey, this question is prejudice—just because I'm English you assume I drink tea?! Actually, I do, but it's the principle and English Breakfast Tea, naturally.

The last song you had stuck in your head?

My hubby and I write songs together all the time, so it's probably one of our latest. I think it might be the song "uh oh" but because it's yet to be copyrighted, I'm afraid I can't share any more lyrics!

HISHAM MOSSALI
hmossali@gmail.com

Super Nintendo or Sega Genesis?

Genesis, Easy. Despite the SNES' perceived hardware advantage and commercial success, Mario couldn't hold Sonic's jockstrap. Then again, I have to give it up to games like Mario Kart and Donkey Kong. No wait, the Genesis had Streets of Rage, Mortal Kombat with blood, and Golden Axe. And then you throw in the fact that Sega added the 32X and the Sega CD with games like Virtua Racer and Night Trap, it's got to be the Genesis.



IBZ ABBAR

ibzprints@gmail.com

Last magazine you read (besides DESIGN, of course!)?

Nox and Skin

Favorite Superhero?

It's got to be straight out of crazy Japan: Sanshiro/Jumaro. Just shows that there is something positive about having an atom bomb dropped on your ass.



ANMAR MADANI

??? work email !

Favorite Cereal?

Oreo's cereal! Imagine a mini Oreo cookie, now imagine 30 of them swimming in a bowl of milk...wow! It makes me feel like a giant cookie monster!

The Last Song Played on Your Ipod?

I actually don't have an ipod. I know, a DJ without an ipod, I'm old school like that!



{الفا ملية}

A L - F A M I L I Y A

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FAJR AL BASRI & AHMED BADRAH
We miss you!





ARAB CAESER

t i m e s n e w a r a b

Centralised control, the suppression of local identities, the imposition of a unified system of beliefs and values - all now spell for us not a dream but a nightmare. So is the Roman Empire a legacy of mistakes? That depends on what we want to make of it. One image of the imperial system is of strong, effective central control. The figure of the emperor himself, as defined by Julius Caesar, stands for good order in contrast to the chaos of pluralism - squabbling regions or competing aristocrats. It is as if we do not want to learn the secret of Roman success, but scare ourselves by looking deep into the irrationality of an apparently successful system. In that sense, the Caesars now serve us not as a model of how people ought to rule but a mythology through which we reflect on the terrifying power of the systems in which we may happen to find ourselves entrapped. Yet many of the values on which it depended are the antithesis of contemporary value-systems. It retains its hold on our imaginations now, not because it was admirable, but because despite all its failings, it held together such a diverse landscape for so long.

Kholoud Attar
Founder/Creative director

Hi Guys!

I read your 3rd issue. It is amazing and shows a very hardworking team. I liked the branding tips article the most. Congratulations and keep up the good work!

Nasreen Dubaei, Graphic Designer

Dear DM,

Design is an impressive and inspirational magazine. The concept is a unique method of taking our country to the next step. Would love to be on your mailing list.

Best of luck and keep it up!

Kindah Sais, Talent Supply, Development & Diversity Leader

Dear Kindah,

Thank you for your encouraging feedback. You can now register online at www.d-magazine.net and purchase an annual subscription!

Dear DM,

I love your magazine! It's great to know what's going on in the art and design world in Saudi Arabia. I was actually hoping you could recommend some art galleries in Jeddah that I could go visit?

Amnah Fakieh, Student

Dear Amnah,

Thank you for your kind words. Here are two galleries that we would totally recommend: Athr serafi mall - Alamia (+966 2 663 5107) and Roshan Fine Arts (+966 2 665 5630). Venue in tujjar, tahlia st. Also, the Rida Ghazzawi Gallery will be opening up this month. Stay posted for updates!

Dear Friends,

Sitting on the couch at Lavida Lounge, I found in front of me your magazine, with an elegant design, very neat... The discussion with my friends was interrupted, and I started looking at the oriental feeling in the pages.

I liked your magazine; it looks very interesting. Keep going and best of luck.

Best Regards,

Bob Abdallah, Art Director

Dear Design,

Waiting for your website! :) Wish you guys the best! I saw the magz and I love it! :)

Hazim Al Radadi, Freelance Graphic Designer

Dear Hazim,

The website is up and running. We're always looking for suggestions to make it better, so feel free to let us know what you think!

Greetings,

I am writing in reference to Design magazine's issue 04, page 78. The D-Location article included on this page refers to the architect Zaha Hadid as Iranian when she is in fact Iraqi. I referenced her official website, <http://www.zaha-hadid.com>, which confirms this information.

I'm glad to see the first Saudi design magazine, and I'm really proud of it. As a Saudi architect myself, I felt I should participate in your creative magazine by sharing whatever knowledge I know. Please accept this comment with my best wishes for your magazine to be successful and stay creative and for your very hard work.

Sincerely,

Archi. Rayan AbdulJabbar, Al Masarat Co.

Dear Mr. Rayan,

Thank you for taking the time to write us. It was brought to our attention quite quickly about the misinformation on architect, Zaha Hadid. we apologize greatly for this mistake. According to the sources used on the Chanel exhibit, she was portrayed as Iranian, despite actually being Iraqi. I do not want to take responsibility away from us—we should have double-checked the fact. We apologize to you and all the readers and can only hope to try harder to avoid such mistakes in the future. Thank you for staying a loyal reader and for your kind wishes!

Hey DM!

I'm so happy for this magazine and wish you the best for the future!!

Omar, Actor

Dear Design Team,

Where can we buy the magazine?? By the way, I'm very proud of all of you the magazine is OUTSTANDING. Keep up the great work.

Johara Yaghmor, TOEFL Instructor

Dear Ms. Johara,

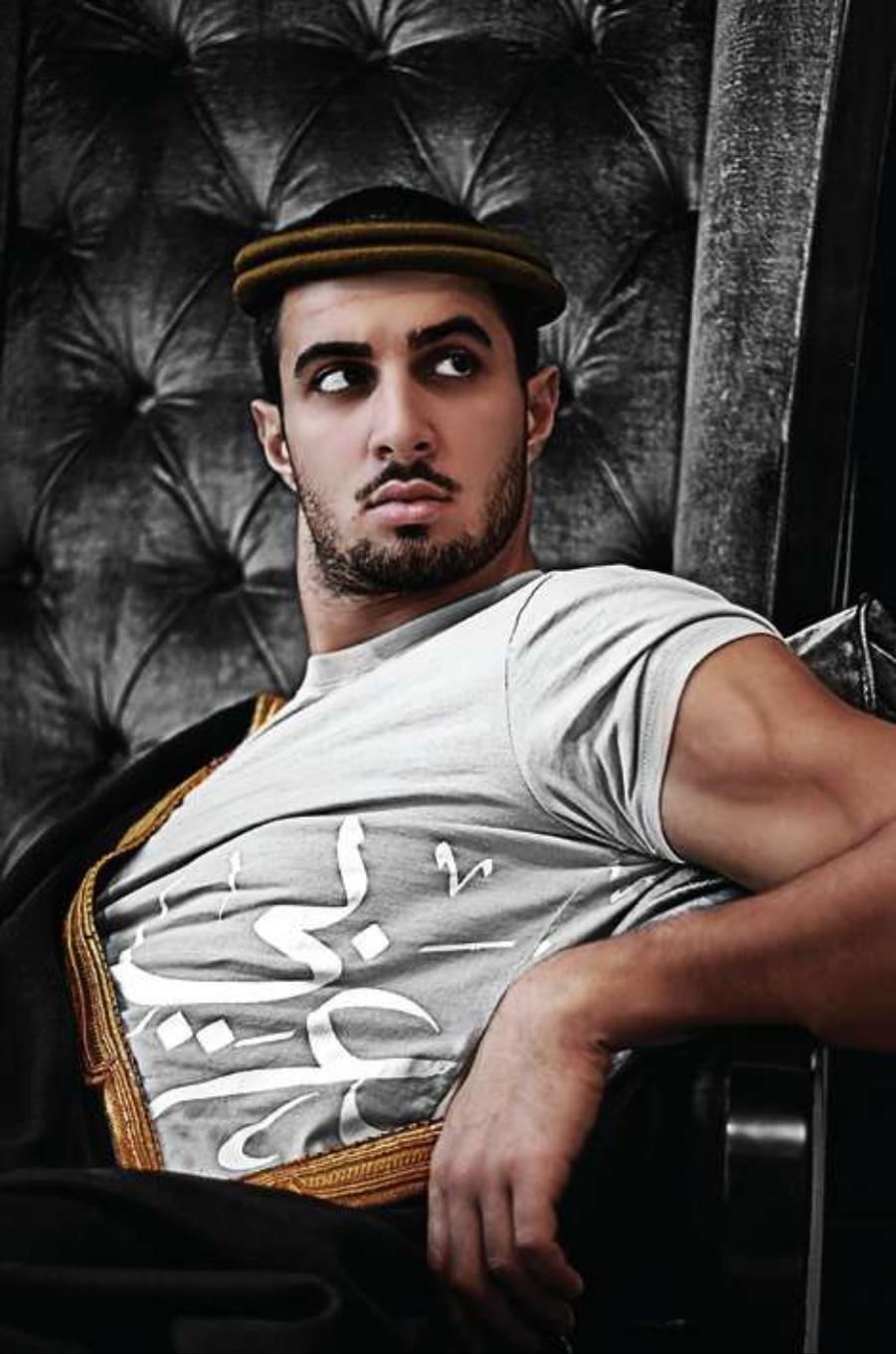
Thank you for your interest in design. you can get your complimentary copy from any of the locations listed in page 4 . Also , if you are interested in our yearly subscription where you will get your copy delivered to you, plus other privileges like invitations to events and so on. looking forward to having you with us!

Dear DM,

I really like the style of the mag. I was so happy to find people that know about fashion and art my most loving thing in the world! I hope all the best of luck to you guys and please don't stop trying to raise awareness in the Saudi people about fashion and art!

Regards,

Ali Saleh Houshab



آراء القراء
FEEDBACK
FROM OUR
READERS

SHARE YOUR THOUGHTS

info@d-magazine.net

شاركنا رأيك

Creative direction: Kholoud Attar
Art Direction: Adnan Z. Manjal
Photography: Safi Jamalalail
Model : Mahmoud Hariri
T-shirt: noon
Location : N | V (rawdad st.)

The "Shoemaker to the Stars"

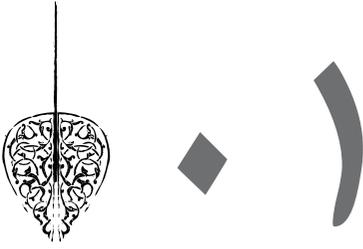
Jeddah: RED SEA MALL 02-2150883 Riyadh:
KINGDOM MALL 01-2111050 Al Khobar:
RASHID MALL 03-8814603



Salvatore Ferragamo

Shoemaker of the Stars Salvatore Ferragamo has reopened its doors in Jeddah—this time in Red Sea Mall. Located left from the main entrance, the Ferragamo boutique is surrounded by other high-end brands yet stands apart as the one that embodies both elegance and sophistication. The original designer, Salvatore Ferragamo was always recognized as a visionary and his designs ranged from the strikingly bizarre objet d'art to the traditionally elegant, which soon became prized items among celebrities of the day, leading to a long period of designing footwear for the cinema. The "Shoemaker to the Stars" international company now offers a wide variety of luxury products including Ferragamo's signature "Vara" shoes, bags, eyewear, silk accessories, watches, perfumes and a ready-to-wear clothing line to the Kingdom of Saudi Arabia.





NAME OF EVENT

OFF THE RUNWAY AND ONTO MALEK ROAD

CONTACT INFO

FOR MORE INFORMATION GO TO THE STORE IN STARS AVENUE MALL ON MALEK ROAD.

After much anticipation, Saks Fifth Avenue has officially opened its doors to the Jeddah public! To celebrate this breakthrough occasion, Saks hosted an in-house fashion show featuring a variety of Fall-Winter 2008 collections from the designers and exclusive brands they carry in-store. With a proper runway and the fashionistas of Jeddah all in attendance, it appears that the opening event of Saks in Jeddah has signified a step towards recognizing Saudi as the fashion haven it truly is!

The models flaunted the beautiful RTW winter outfits, which are available for purchase at Saks' three-story facility. The gift bags presented to the attendees highlighted the Bassem Al Qassem perfume bar (located on the ground floor with the rest of the cosmetic counters) with a customized scent crafted specifically for the Saks opening. While the elaborate feast at the end of the show quenched our hunger for food, it was the full racks and beautiful ensembles on the display floor that satisfied our real hunger pains for fashion!

Saks Fifth Avenue

NAME OF EVENT

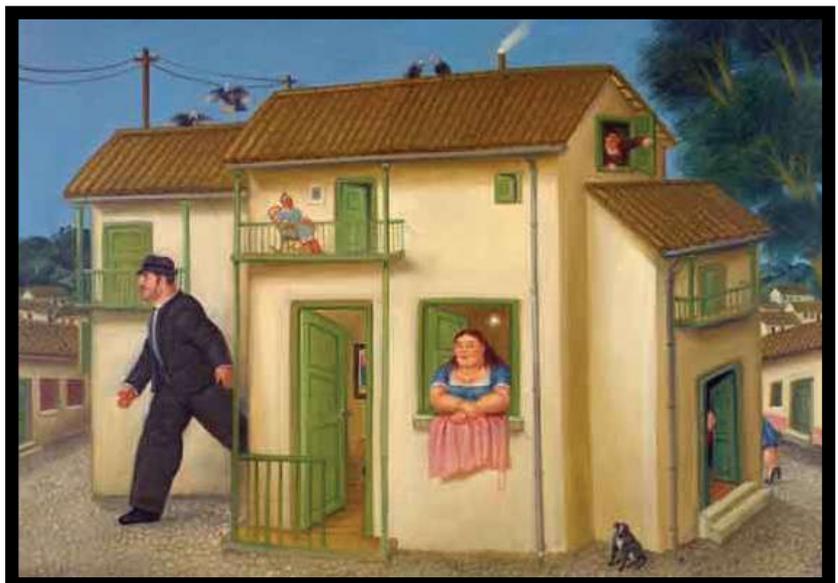
Latin Flavour: Contemporary Latin American Art

CONTACT INFO

For more on the exhibit, visit www.operagallery.com/
 T : +971 4 323 0909 - F : +971 4 323 0908
 Email : dubai@operagallery.com

The Latin American Art scene has finally arrived to the Middle East! Opera Gallery in Dubai hosted the works of twelve Latin artists, ranging from renowned artists such as Fernando Botero, Romero Britto, Roberto Matta and Wilfredo Lam, to new emerging talents, such as Jeddah's very own Laura Fernandez de Nazir, who deserve to be discovered and recognized!

The artists hail from Argentina, Brazil, Chile, Uruguay, Colombia, and Cuba and their paintings and sculptures represent these origins through their use of strong color and passionate symbolism. The exhibit opened on Jan 22nd to a very successful reception and lasted until February 4th, 2009.



BOTERO FERNANDO - House -1995

05

NAME OF EVENT

KAUST WELCOMES ITS NEW STUDENTS

CONTACT INFO

For more visit ATHR in SERAFI MALL - TAHLIA STREET



King Abdullah University of Science and Technology (KAUST) is the new international, graduate-level research university located in Thuwal, Saudi Arabia. Dedicated to inspiring a new age of scientific achievement in the Kingdom, KAUST hopes to be a contribution to the region, as well as the international community. KAUST is the realization of a decades-long vision of the Custodian of the Two Holy Mosques, King Abdullah bin Abdulaziz Al Saud.

During the week of January 3rd to 10th, KAUST hosted its new international student body to an extravagant orientation, "Discover KAUST" at the Hilton Hotel in Jeddah. The event featured an exhibit, which included photographs of Saudi Arabia's diverse geographical regions and other unique features, such as common leisure pastimes, crafts, and city-life. It also contained pieces from the renowned, Edge of Arabia exhibition with works by Ahmed Mattar, Noha AlSharif, Bakr Sheikhoon, and Ayman Yossri. Traditional costumes of tribal people and antique jewelry were displayed on mannequins. In addition to the exhibit, a series of lecturers and honored speakers were present, adding to the very informative welcome. KAUST has attracted students from across the world and their introduction to Saudi Arabia was as educational as it was entertaining.



06

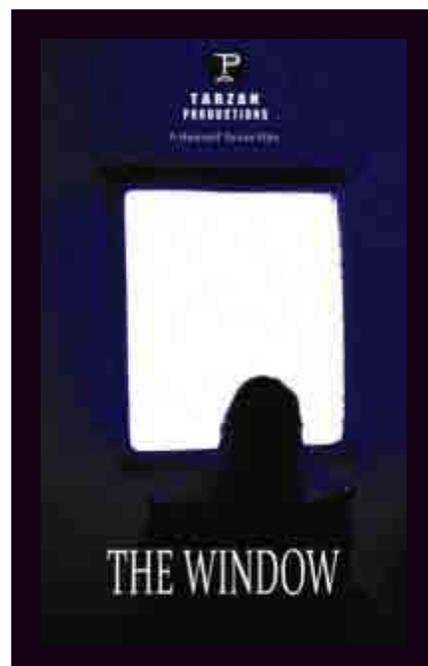
NAME OF EVENT

1St SAUDI SHORT FILM PREMIERE

CONTACT INFO

m.sheerah@gmail.com

Hamza Tarzan's premiere of his third and final short film, The Window (2009), took place in the luxurious business center, VENUE at Tujjar Jeddah. With a great turnout, the film was screened three times and included an intimate Q & A styled forum between the director and the audience. We congratulate the cast and crew on a job well done and on their acceptance into the Dubai Film Festival!



NAME OF EVENT

CBA GRADUATION

"My advice to them is to Pursue their Dreams, Go for it, their Country needs them."

TO THE NEXT LEVEL



The third graduation for the College of Business Administration (CBA) took place at the Jeddah Hilton Ballroom. An extravagant affair, the 2008-2009 graduating class walked down the aisle with smiles of success and accomplishment.

With the Minister of Higher Education, His Excellency, Dr. Khalid Bin Mohammed Al Angari, in attendance, the evening kicked off with a welcoming speech by Dr. Hussine Al Alawi, "The motto of this college is 'Education for Achievement,' which highlight the fact that education is no longer a luxury, glorified by carrying out our certificates, and decorating our houses with them, but a means to contribute to the development of the individual's homeland." His final words was a direct message to the graduates, "To all our sons—the graduates—bless you on the efforts that you have all made and the gain that you have achieved. Blessed is the community that will received all that you have to offer, which are appointed to you by God, so watch Him in secret and in public ad be faithful in your work. Be the best ambassadors to your college wherever you are... Peace be upon you."

Dr. Ibrahim M. Mannaa, Vice Dean for Student Affairs, was very proud, as he looked at the batch of freshly graduated seniors. "They are our future hopes. I wish everyone of them a bright and successful future," commented Dr. Ibrahim in a paternal manner that solidifies the perception of CBA being one, big, happy, family.

A graduating senior, Thamer Al Haddad, told Design his plans for the future, "I plan on completing my masters in the United States, and then finding a well-respected company in Saudi to begin my career." His experience at CBA was definitely a positive one, "I was a transfer student and I found CBA to be more organized and with the American system, it was just an over-all better experience for me."

Thamer told design that the faculty was always readily available for its students, and "the speakers were always the biggest people in the community." With a giant smile on his face, Thamer concluded with his feelings on the big night, "I feel a little overwhelmed, I can't believe it."

Seniors weren't the only ones experiencing some separation anxiety, Sattam Alazzani, a junior, is sad to see his friends move on without him, "Its bittersweet, I'm going to miss my friends, but I'm also very happy for them." As for his plans, "I want to hurry up and finish so I can start my own business."

Najeeb Sheikh, Mathematics Lecturer at CBA, is attending his second graduation as a faculty member of CBA. "The students at CBA are the nicest boys I have ever taught here and before. They are very kind, motivated and determined individuals. I wish them all the best." His farewell advice to his students is to pursue their dreams, "Go for it! Their country needs them."

Design wishes all the success to the 2008-2009 graduating class of CBA! Congratulations and Mabrook





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الرياض: مركز ستيفريا ٢٩٣٢٩٣٩ (٠١) / مركز المملكة ٢٤٤٤ ٢١١ (٠١) / مركز الفيصلية ٤٤٤ ٢٧٣ (٠١)

جدة: مركز الخياط ٣٥٢ ٢٨٢ (٠٢) / مركز التخليه ٤٧٧٤ ٢٦٢ (٠٢) / مركز البحر الأحمر ٠٦٦٩ ٢١٥ (٠٢)

الخبير: مركز الراشد ٠٨٢٦ ٨٩٩ (٠٢)



NAME OF EVENT

9. 1362-45 KILOMETERS ART EXHIBITION

CONTACT INFO

Ro'iyaa Gallery

معرض [1362.45] كيلومتر

Sponsored by Ro'iyaa and housed by Atelier Jeddah, a collective exhibition of fourteen diverse and extremely talented Saudi artists was launched the first week of March. An exhibit that any art connoisseur would not want to miss, the gallery displayed modern interpretations by an eclectic group of both established and emerging talent. One of them, Bassem Al Sharqi, was covered in issue 2 as an artist to watch out for. Design is happy to see Bassem succeeding, while infecting his pop art into the Saudi art scene. The solemn faces of Badriah AlShamrani are sober and powerful, while Zahraa

AlMatrook's portraits are abstract and colorful. The Arabic language was utilized in a number of works. Ola Hejazi and Hussein Al Mohasen render a modern interpretations of the classical alphabet, while cubist artist Fahad Khulaef strips the letters to their bare geometric forms and beautifully distorts dimensions through perspective manipulation. Waleed Al Wabel's chalk-like paintings are both futuristic and archaic in their simple form, while Ahmad Albar's pattern-rich work seems like the contemporary Arab equivalent to medieval ornamentation. Ibrahim Al Khabrani and Nahar Marzooq's bright

colors hung juxtaposed with Basher Al Shawaf muted tones, creating a beautiful composition of diverse palettes. Seema Al Abdulhai, Rashed Al Shashai, and Zaman Jassim were artists displaying a more expressionistic side of contemporary art.

The 1362.45 Kilometers art exhibition was tangible proof of the unlimited talent possessed by Saudi Arabia. It is great to see these artists being appreciated for their great work as well as bringing, and possibly exceeding, the international standard for art.

1362.45
KILOMETERS
art exhibition

حكّت جدّة ذات يوم:

أف المسافة ما بين هنا وهناك،،
هي وسيلة الفنان الذي يريد،،
إثارة عاطفة الجمال والفكر،،
في الوصف والوصال...

حكّت،،،

أف هنالك جاذبية ما بين لوف أحمر وأحمر...
وأف هنالك جاذبية ما بين باب مدينة ومدينة...

وهنا.... تبدأ بقية الحكاية.

Zaman Jassim زمان جاسم

Hussein Al-Mohasen حسين المحسن

Zahraa Almatrook زهراء المتروك

Seema Al-Abdulhai سيما العبدالحى

Basher Al-Shawaf بشار الشواف

Ibrahim Al-khabrani إبراهيم الخبراني

Waleed Al-Wabel وليد الوابل

Fahad Khulaef فهد خليف

Ola Hejazi علا حجازي

Bassem Al-Sharqi باسم الشرقى

Rashed Al-Shashai راشد الشعشعى

Ahmad Albar احمد البار

Nahar Marzooq نهار مرزوق

Badriah Alshamrani بدرية الشمراني

معرض [1362.45] كيلومتر

تتشرف بدعوتكم لحضور افتتاح معرض 1362.45 كيلومتر

و ذلك في تمام الساعة الثامنة و النصف من مساء يوم الإثنين ٢ مارس ٢٠٠٩



09

NAME OF EVENT

Mousharaka | Icograda Design Week in Qatar

CONTACT INFO

<http://www.mousharaka.com/>

Mousharaka the theme for Icograda Design Week in Qatar means Collaboration. Collaboration is a combined effort resulting in the deepening of relationships and shared knowledge. Design is now considered a team endeavor where collaboration is crucial to achieve innovative results inclusive of cultures and mediums. Designers are crossing boundaries and are participating in creative interdisciplinary teams addressing broad issues of communication, space, systems thinking, cultural identity, style and business. Designers have become instrumental in affecting change on a global level. Mousharaka | Icograda Design Week in Qatar will bring together practitioners, scholars, and students across design disciplines, cultures and regions to build bridges, raise awareness of the importance and promise of collaboration, and create bonds necessary to achieve the full potential of design in the Gulf region.



icograda
IDA

design week

Doha, Qatar • 28 February–5 March 2009

10

NAME OF EVENT

DAR AL HEKMA GRAPHIC EXHIBITION

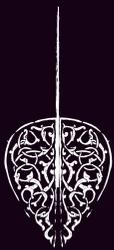
CONTACT INFO

www.daralhekma.edu.sa/

The GDES Department at Dar al Hekma held their Sixth Senior Students Exhibition for the Fall Semester 2008-2009. The theme of this year's exhibit was "36 Exhibition Street," which highlights the 36 graduating senior's projects, as well as displaying the 30 highest graded design pieces. "The theme chosen by the 36 graduating Graphic Design students represents the community they created during the past four years at Dar Al Hekma," explains Dima Charif Schneider, the GDES Program Director. A two-day event, the exhibition was a

success with friends and families, as well as graphic scouts, voicing how impressed they were with the girls' work. Watch out guys, it seems the girls of Dar Al Hekma are slowly taking over the advertising industry here in Saudi Arabia...one logo at a time!

QUOTE: "What makes our graduates stand distinguished is their fine and original ideas characterized with their umbilical connection with their history and culture." – Suhair H. Al Qurashi, PhD Dean of Dar Al Hekma



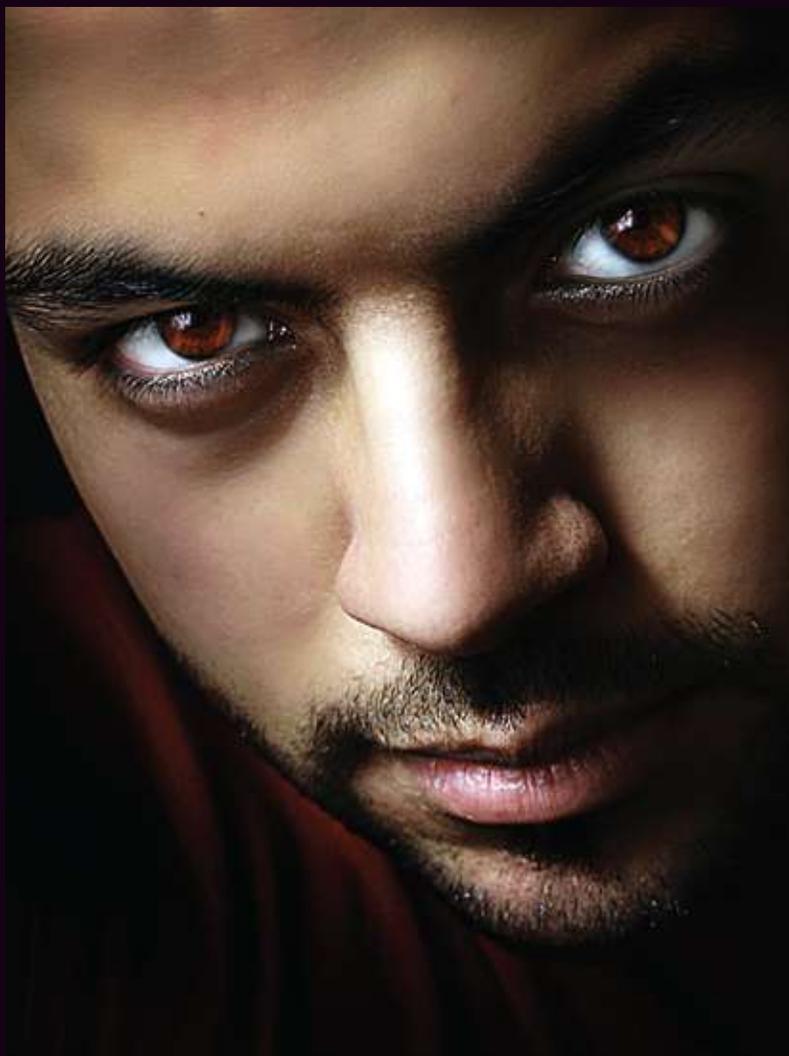
NAME OF EVENT

AI-THANI AWARD FOR PHOTOGRAPHY

CONTACT INFO

www.al-thaniaward.com/

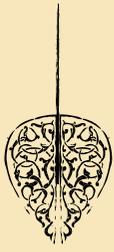
Qatar hosted their annual Al-Thani Awards for photography. The 2008 theme was "People All Around the World," and with 49,049 entries from 92 countries, the topic appeared more than fitting for this year's competition. First prize went to Mariano Villalba from Argentina for his "Grandfather Gansta" which garnered him \$30,000 in prize money, a Leica M6 Camera, and a trip to Doha for the award ceremony. Also in attendance was Design Magazine's very own photographer, Safi Shaikh Jamal Al Lail, who was also an honored recipient of an Al-Thani award. Safi received the 10th award under the category for "Special Awards for Arabia and Middle East." "I always dreamed that one day I'd attend a ceremony to receive an award for my photography," confesses Safi, "It was such an unbelievable experience when it did actually happen." His self-portrait, "Red Eyes," is intense and penetrating, and so it is no wonder that the judges could not ignore the deep passion that resonates from within it. "I think this goes to show that if you have the will, there is nothing you can't achieve," encourages Safi. Out of all the entries, 235 entrants were Saudi. Out of the 58 monochrome prints, 21 were accepted, from the 76 color prints, 26 were accepted, and out of the 1420 color slides or digital images, 582 were accepted. Design is extremely proud of Safi and the other photographers and congratulates them on their success! We encourage him and all designers from Saudi to continue to pursue their heartfelt passion for design!



إبريل

APRIL

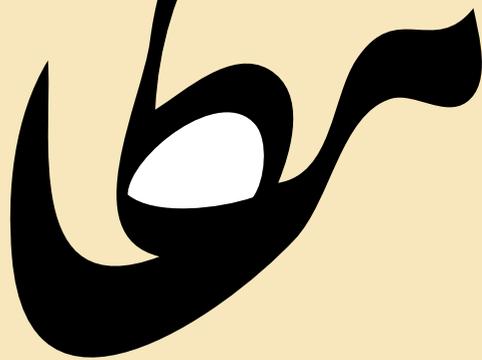




Jeff Mirza Comedy in Riyadh 1	Art Exhibition Opening in Mersam Center Fasla exhibition in Mega Mall 2	Fashion Arabia located in the International Exhibition and Convention Center in Jeddah 3	Signature Design event hosting Riham Saadany 7pm 4	Apply for Art Alive photo contest for BMG foundation 5
6	7	8	Armani Exhcange opening in Mall of Arabia 9	10
11	Saudi Building and Interiors Exhibition 12	13	14	I will go to Paradise, Photographs by Youssef Nabil at The Third Line 15
DUBAI Third Line I will go to Paradise Youssef Nabil 16	17	Makkah competition for wall graphics to decorate Makkah walls 18	19	20
Islamic Art competition www.mbp.org.sa 21	DUBAI Make It Believe Amir H. Fallah 22	23	MELDA lighting competition 2010 24	25
26	Ma3rad Rabee3iyat, including Reem Nazir and other Alroiya, Alamia gallery 27			
28	29			

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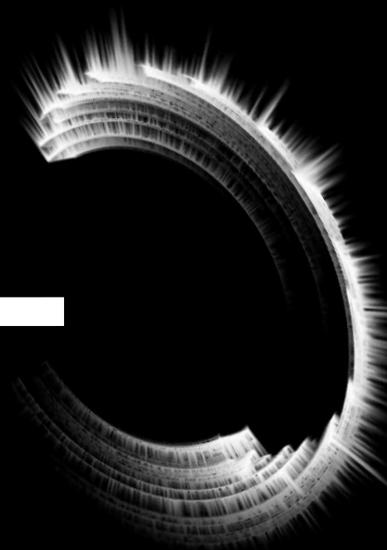
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ALJABR
AUTOMOTIVE



let's start with your history. Can you give us a little background on yourself and perhaps, your aspirations as a child?

I was born in Riyadh and since I was a child, I was fascinated by the simple concept of the needle and thread. I wondered how such a small tool could be so powerful and capable of creating such magnificent, extensive garments and dresses. I used to imagine certain images of humans in motion and the movement of the body floating in a realm of fantasy with fluidity and unrestraint motion. How I have wished to see the link between the simple needle and those images and to translate both into something tangible, such as fashion.

Tell us about your training?

I went to university at Central Saint Martin. There I was inspired by the idea of the mixing the East and the West, but I wanted to do it in a unique way that no other designer had yet attempted to do before. This concept attracted my college professors and they encouraged me to pursue my dreams further and remain true to the stored images in my head. Some of my work went on display at the college exhibition. I began employing the typical Saudi shemagh and the Palestinian shemagh, along with the Saudi slippers, or zebariah. I used the shalky fabrics, which are from the Bedouin tradition. I then added my own twist to these traditional concepts to create a new look that is modern and sophisticated.





NOA COUTURE

by: marriam Mossalli

A friend of mine was wearing the most unique blouse—a shemagh-print, square-cut top with gold thread detail that's reminiscent of a mishlah. I had to know where he got this top! "NOA COUTURE," he said. And so my addiction began...Dramatic. Dreamy. Distinguished. Divine. Those are four words that describe the latest designs of Nawaf, the designer behind NOA Couture. A mixture of Arab heritage and international influence, his designs are the perfect compliment for the globetrotting Arab who is internationally savvy, yet wants to distinguish herself through her unique culture. A graduate of Central Saint Martins, the same prestigious institute, which Alexander McQueen, John Galliano, and Stella McCartney attended, Nawaf is finding his niche in the fashion world. His taste for strong colors and even stronger structure was refined under the strict tutelage of his college professors and has garnered a strong following of international fashionistas.





Tell us about your label?

My label, NOA Couture, is a Pret-a-Porté, or Ready-to-Wear line. Yet most of my designs contain a lot of handwork on it so it's like the couture with added luxury materials, such as French lace and Swarovski crystals appliqué. I do produce Haute Couture, but only by demands and for very specific clients.

Who is your favorite designer or more like your muse?

Me!!! :) My muse would have to be my mother! Her stylized sense of dressing in old couture houses is very influential to my work. I see old images of her flash before me, dressed in her definitive style of high fashion and extra glamour, characterized by her daring mix of unusual fabrics. Traveling all over the world with her and being exposed to world culture at such a young age also helped open my eyes to the world of fashion.

Where do you draw inspiration from?

I'm inspired by other design mediums. Some of them include; artistic movies of Fellini, Pasolini, and Alejandro Jodorowsky; strong characters, such as the rebellious Cleopatra, the devoted Madam Butterfly, and the stylized Madam Coco Chanel; also world painters, such as Dali and Frida; and structural architecture, such as the New York City skyline, Zaha Hadid's work, and the work of Phillip Stark. I'm also inspired by the mud houses we have in our region. Black Tulips, volcanic lava and the winter season are also my muses.

Tell us about your creative process?

I translate the images I have in my mind to match what I can find in fabrics and texture. Some ideas are transformed more quickly than others. I begin with something extremely simple and pure and then adopt several structural ideas onto it before getting the final shape. I play with collages and appliqué, in order to create emotional tension and an element of surprise.

What are the specific elements that characterize your style?

My style is a fusion of pattern and passion shaped into heightened drama and grungy glam!

How do you keep your Arab heritage alive within your designs?

By getting my inspiration from our cultural heritage, which includes the Eid holidays, various ceremonies, and family traditions and gatherings. I take those forgotten fabrics and materials associated with these rituals and revive them in a new, modern manner that adapts to contemporary lifestyle, while still keeping an eye on the future.



How important is the photographic aspect in completing your visual creation?

Photography for me is the initiative that allows me to portray concepts that are closer to what I have in my mind. I do have a say, I use every possible resource—lightening, make-up and hair, and even location—to help achieve the exact concept I am striving for. I try to push all these things to the maximum in order to obtain photography that supports my vision. With the help of a stylist and a photographer, I am able to achieve the surreal look I am going for.

What is the main concept or theme in your latest collection?

The main concept is traditional modernity portrayed by fluidity in a dreamlike quality. Layered structure and seductive lines characterize the collection. The final creations are urban glamour with sharp elements of drama. The collection also has a high theatrical effect, transpiring a sense of love for life and displaying a wide myriad of colors—a direct reflection of a life full of fun and glamour.

You are quite young and clearly have a successful future in fashion ahead of you. Where do you see yourself in the next few years?

More established with an eye on the world's fashion market. My desire is to push my creations to a level I haven't seen yet.



Who is the NOA Couture client?

My client has a modern flair and modern way of thinking. Usually the person has funky style and is artistically daring, yet is able to understand class and tradition. I design clothes for women who are adventurous, dreamy and have a passion for fashion.

Why do you think it is important to keep your main atelier in Riyadh?

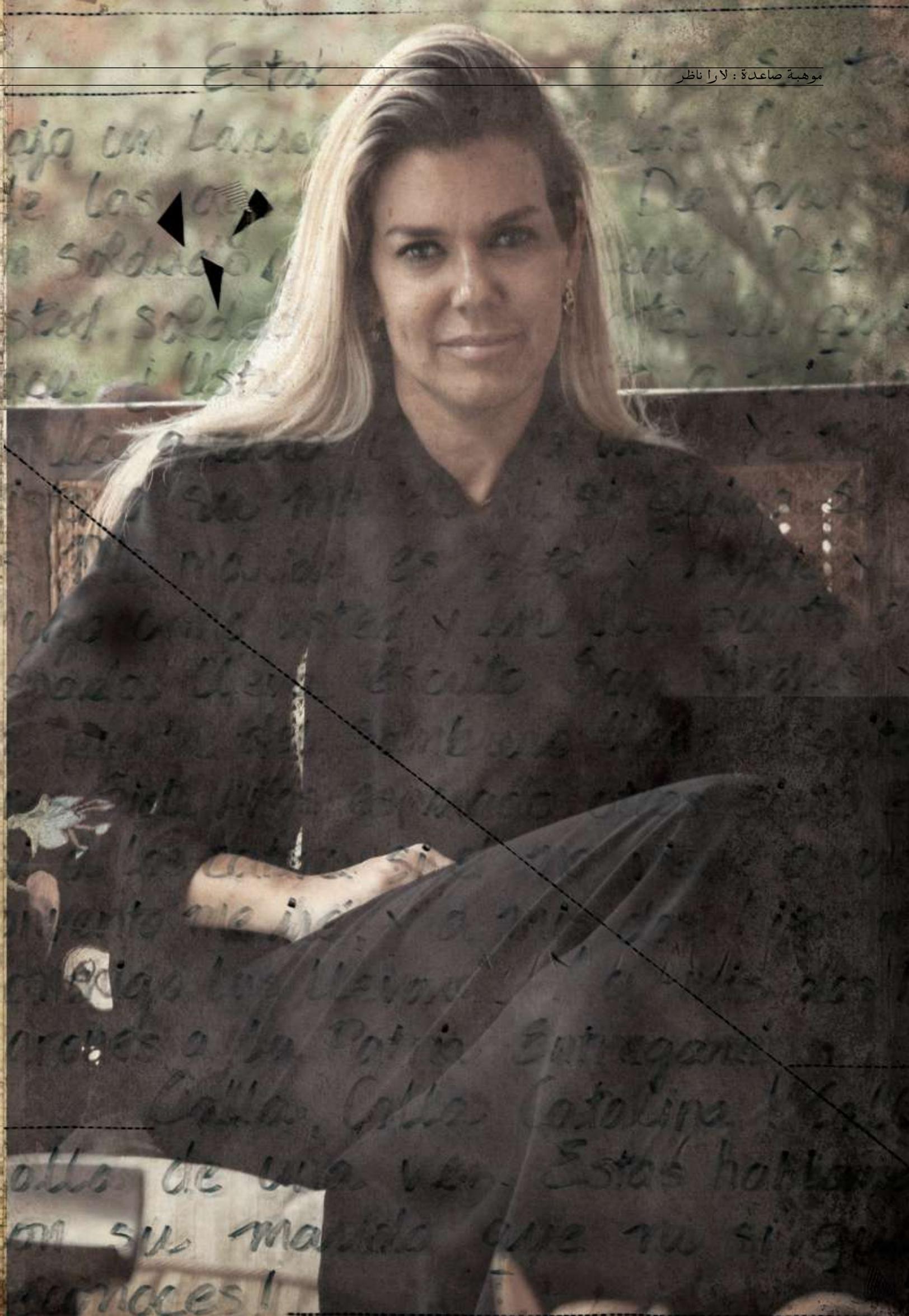
I believe any artist should spring out from his homeland with the full support of his fellows, in order to attract the world to us and prove our place in the world as a nucleus for our artistic expression. If one wants to be international, one has to win his nationals first.

What are your thoughts on the fashion industry (or lack of) in Saudi Arabia?

I am fascinated by the way Saudi women follow fashion trends. A growing number of seasoned buyers are interested in Saudi designers, but it's the Saudi woman who is looking for Saudi designers that are really creative. They crave designers who are inspired by the Oriental spirit because they realize that a fashion line inspired by eastern features matches their looks and reveals their true inner beauty. I agree that Saudi designers are not very well known, yet a few of them are already working for international brands and others operate small design ateliers.

What advice do you have for aspiring young Arab designers?

Keep looking deep into our rich culture and find inspiration from all over the world. Western designers have done this in the past—borrowed from us and put it into a good use. We should do the same and discover new ways to interpret our culture and prove ourselves to the rest of the world.



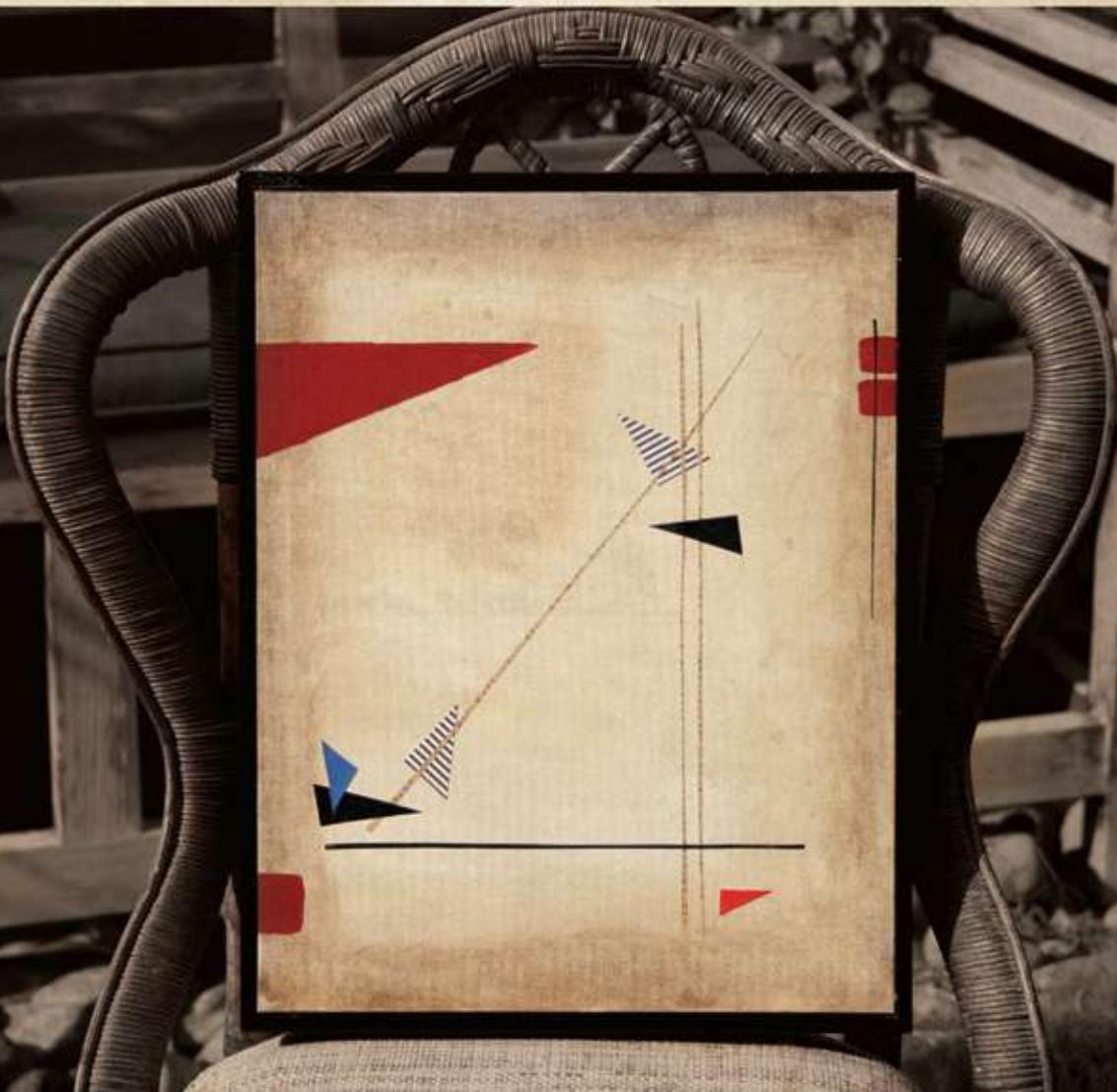
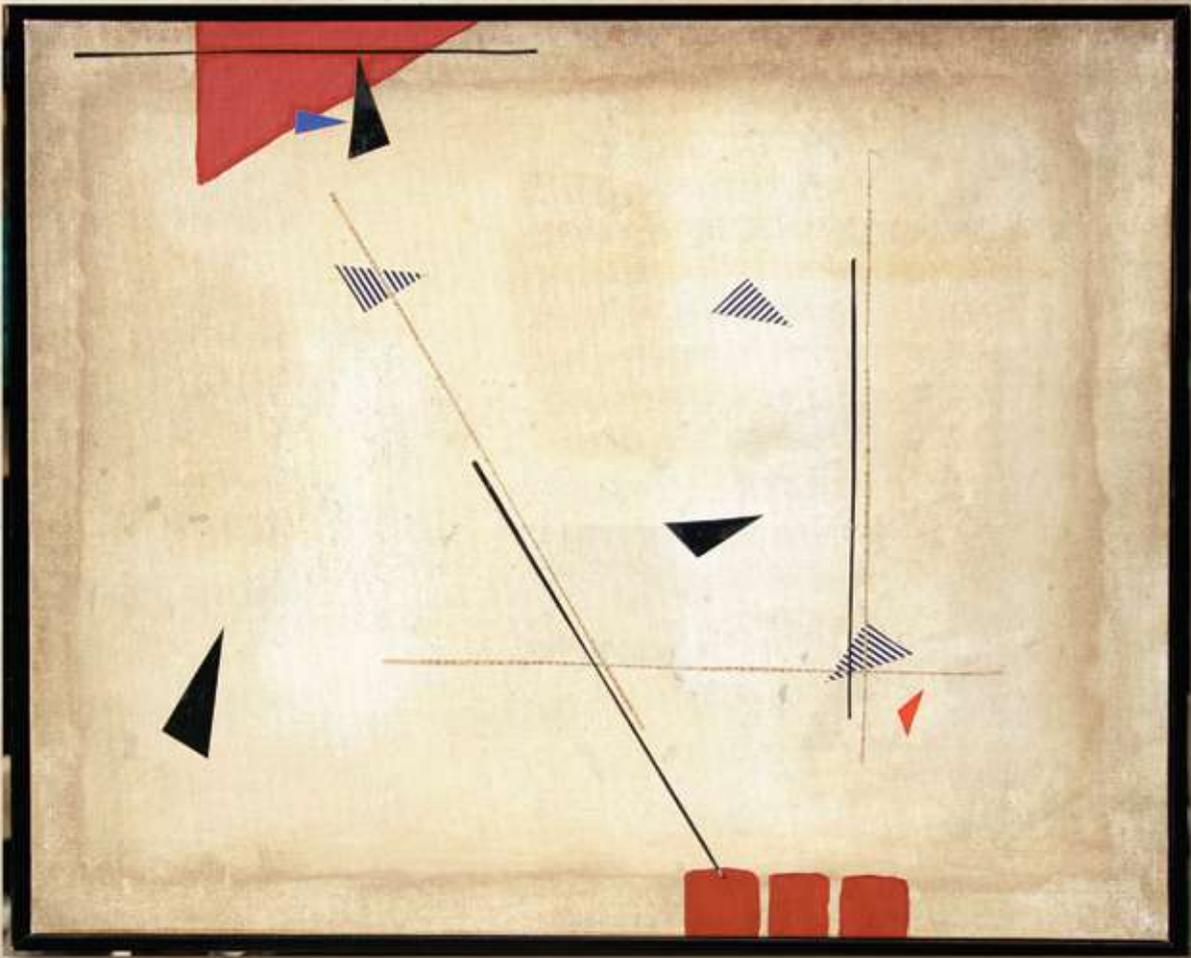


Laura Hernandez de Nazir

Dreams do come true. And if you're Laura Fernández de Nazir, your dreams come true. Laura has always had big aspirations for herself. And since she was a little girl, she has slowly begun achieving each of them, one by one. The story behind Design's emerging talent, Laura Fernández de Nazir and her newfound success as a painter, is more like a fairy tale of a girl with big dreams and even bigger talent. Let us begin...

Once upon a time, there lived a little girl in Buenos Aires, Argentina. Her name was Laura. Laura was very creative and began displaying this unique creativity in the form of paintings. As she grew older, Laura participated in small exhibits from time to time, yet she never thought she would know as a professional artist.

Skip a couple chapters to Jeddah, Saudi Arabia. Laura has been living here with her prince charming and their three beautiful sons for over the past 15 years. They reside in the palatial home that Laura designed herself, "I was the architect and designer of our villa. It's so much fun doing your own house as you know exactly what you want." Laura's fervor for design is apparent in all aspects of her life, "The painting I have hanging in the main hallway of my house is an Argentine lullaby that I sang to all three of my boys as they grew up. I have it hanging in the entrance, as it's the 'heart of the house.'" But Laura still proclaims, "My passion lives in architecture. It's been my passion for over the past 12 years." Turn a few more pages. Laura exhibits sixty pieces of her work in a local exhibit in Jeddah. All the paintings are sold out immediately. "My subject is that moment and the future and what it can bring," explains Laura. Her artwork is abstract. "I mix mediums... acrylic paints, paper, cardboard." Laura has been chosen as one of the few novice artists to exhibit her work along such great master's as Fernando Botero, Romero Britto, and Roberto Matta. While her artwork employs both English and Spanish poetry, the beauty lies not only in the lyrics she composes, but also in the fleeting moments that each piece creates. "My paintings seek to find connections between layout, colors, lines, papers and mediums in order to create a final balance," elaborates Laura, "I physically transform matter in order to find new questions or search for a final solution."





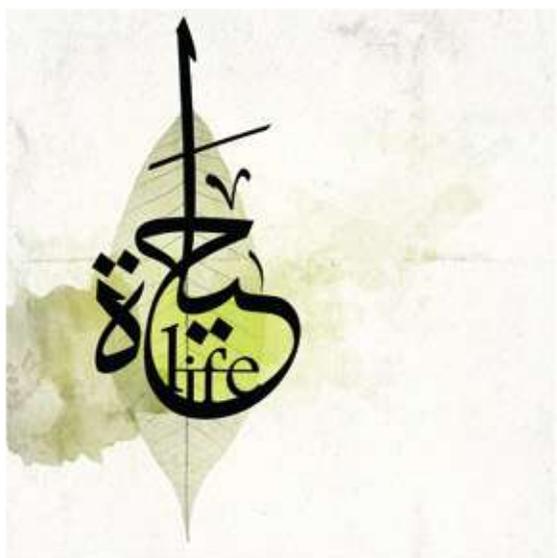
Estaba la Catalina, sentada
 bajo un Laurel mirando las frescas
 de las aguas al caer. De pronto pasó
 un soldado y lo hizo detener. Detenga
 usted soldado uno, pregunta, lo quiero
 hacer. ¿Usted no ha visto a mi marido
 en la guerra alguna vez? Yo no he
 visto a su marido ni si quiere sa quien
 es. Mi marido es alto y rubio y buen
 mano como usted y en la punta de la
 Espada lleva escrito San Andrés y en
 la punta del sombrero lleva escrito Santo
 Ines. Siete años espando otros siete espando
 si a los catres si el no viene a un
 convento me irá, y a mis dos hijas mujeres
 conmigo las llevaré. Y a mis dos hijos
 varones a la Patria Entregaré.

Calla, Calla, Catalina! Calla,
 Calla de una vez. Estas hablando
 con su marido que ni si quiere
 reconoce!

LN'07

Most of Laura's work is distinguished by the use of mixed techniques, such as collage and paints, and a subtle palette of earth-toned colors. Her work transcends the viewer into a surreal state that mimics her optimistic demeanor. And as Laura has proved through her numerous achievements, "You can achieve your dreams if you truly believe in them."

To Be Continued...





MAHMOUD FATHY

GRAPHIC DESIGNER

Mahmoud Fathy was born in 1984 in Kuwait. After living there for nine years he moved with his family back to Cairo/Egypt. From 2001 till 2006 he studied Fine Arts, Interior Design for three years, and then Stage Design for Cinema and Theatre at the University of Helwan/Cairo.

His first actual contact with graphic design was made in 2004 while he was at college. The project was a two week photography and graphics project about the city of Old Cairo. In 2006 he graduated with a rating of Very Good with Honors as Bachelor of Fine Arts.

After completing his studies Mahmoud became more interested in graphic design. In September 2006 he was employed as graphic designer at Equinox Graphics in Cairo, where he very rapidly became a Senior Graphic Designer. During this period he was influenced by the many different graphic styles in the field of advertising, corporate design and branding.

Mahmoud Fathy worked at Equinox Graphics for international and national companies, like British Council, GTZ (Society for Technical Cooperation, Germany), Spanish Embassy, Young Presidents Organization, Cilantro cafes, Diwan bookstores, Egyptian Airport Co. Sharm el Sheikh, Orange Square fashion, Chicken Tikka restaurants et al. Since November 2008 he has been working as Senior Graphic Designer at LOWE Egypt, and has had the good fortune to work for Companies

As a freelancer he is working for the Italian Trade Commission, Manetho Publishing House, Alef wa Noun for house accessories, and the German Archaeological Institute. He also has fun designing buttons and T-shirts.

Mahmoud Fathy is emotionally attached to his creations, but he still manages to communicate both the idea and the feeling behind his design. His work does not follow traditional design standards.



He follows a new school of Arabic calligraphy, typography and sketch-based graphic design and is experimenting with a mixture of traditional pop art in an Egyptian cultural background. He particularly loves combining Arabic calligraphic elements and old photographs or drawings. He takes photography and type and manipulates and twists them together. In the process, he draws the eyes of the viewer deeper within the composition itself.





MAHMOUD
FATHY
GRAPHIC DESIGNER



"To understand everything
is to forgive everything"



www.mahmoud-fathy.com
mail@mahmoud-fathy.com

“We have become extinct. We have the quantity. We have the masses of people, but a people becomes extinct when it no longer has a creative capacity, and the capacity to change its world.”... (2)

Adonis

Arab Creative Capacity: Cultural extinction or intentional obliteration?

Architecture is a social act because it affects society. Our biggest problem in Jeddah, and most of the Arab world is that architecture has ceased to be perceived as a cultural asset. It has been demoted to mere “buildings that serve the requested functions,” with maximum return on investment. End of story. The impact of architecture on culture is not taken seriously; we seem to naively accept whatever the municipality approves (as long as it has a food court!).

The newly built branches of the Arab National Bank here in Jeddah, present to us yet another failed example of the PoMo (Post-Modernism) trend to turn architecture into advertising. However, the unintentional humour wears off pretty quickly. While the last remnants of PoMo have long faded since the late 90s globally, it seems they are still thriving in this part of the world. Simply put, the “architects” or should I say more appropriately, the engineers (The Muhandiseen) have ignorantly resorted to naive, primitive recycling of alien historic motifs in a bland pastiche manner. Unlike fashion or graphics, where fatuous witless mistakes can be forgotten—or at least forgiven—architectural blunders are permanent intrusions that are harder to live with. That’s not to say the architecture of corporate banking has some memorable incarnations in the Arab World (a trip to Bahrain would clearly prove so), but, alas, the new Arab National Bank branch is not one of them.

One of the characteristic features of modernity is the recurrent emergence of what Fritz Stern once called “the politics of cultural despair.” (2)

Cultural Despair: A contemporary attempt of missing the point

It is baffling how Arab National identity has been reduced to a consumable style. As if it were not enough that we already suffer from an acute case of identity crisis, it seems a new epidemic has been unleashed upon us. In their desperate attempt to present to “the Client” something original, the architects of the new Arab National Bank branches have deprived their architecture of content and meaning by introducing Ancient Egyptian temple forms & motifs!

We have reached a point of despair, where out of all the Arab countries’ regional architecture and references (Andalusian, Memluke, Fatimid, Hejazi, Ayyubid, Iraqi, etc), none were good enough for the architects and the Bank CEOs, and as a result, the one chosen was Pharaonic!

What’s worrying is that even educated and experienced professionals believe that Ancient Egyptian, or Pharaonic architecture is part of the Arab architectural heritage! How could they miss the point so badly?

“That is our real intellectual crisis. We are facing a new world with ideas that no longer exist, and in a context that is obsolete. We must sever ourselves completely from that context, on all levels, and think of a new Arab identity, a new culture, and a new Arab society.” (2)

Adonis

Lunapark-itecture: Ancient Egypt in KSA?

Why when building a banking institution devoted to customer service and openness, choose as a model an Ancient Egyptian temple—a place devoted to secrecy that houses Ancient Deities and contains a sacrificing altar? At first glance, one cannot help think that he has passed by part of an epic-Hollywood filmset with echoes of Cecil B. DeMille’s stage props for “The Ten Commandments.”

It seems strange that to be really up-to-date, a bank has to clash crude and clumsy mimics of past architecture to make an impact. It appears as just another attempt of the Disneyfication of the city. The cocktail is unintentionally funny with nothing in spirit or substance recognizable of Jeddah. Not so surprisingly, so are 90% of the buildings in the city that is considered the gateway to Makkah.

It seems that by that using an example from a closer region, the architects intended to impress the CEOs of the bank. By injecting a fresh twist on the borrowed colonial pastiche scene of Jeddah’s architecture (which is already numb with examples from the whole history of Western architecture: Rome, Greece, France, Santa Fe, Medieval, Baroque, Renaissance, even nineteenth-century eclectic), senior management must have applauded this ingenuous attempt as original and dazzling. This act of mindlessly copy-pasting obsolete exotic influences without too much concern for their historical, functional, geographical, political, or social contexts has clearly resulted in this permanent alienated edifice.

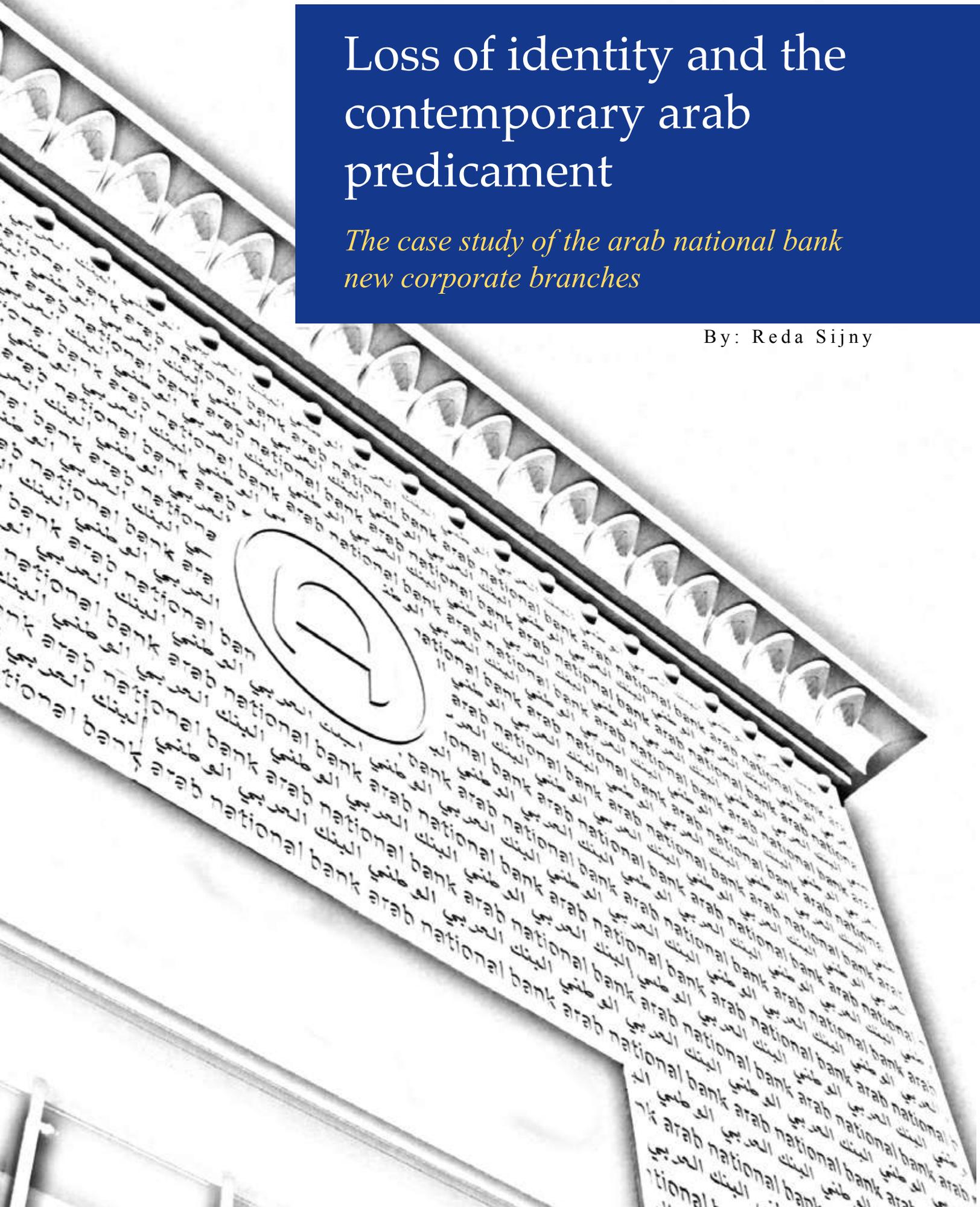
“The Arab situation has been very chaotic and this is regrettable,” Arab League Secretary-General Amr Moussa told reporters in Kuwait in January 2009. (1)



Loss of identity and the contemporary arab predicament

The case study of the arab national bank new corporate branches

By: Reda Sijny



ضياع الهوية والمآزق العصري العربي

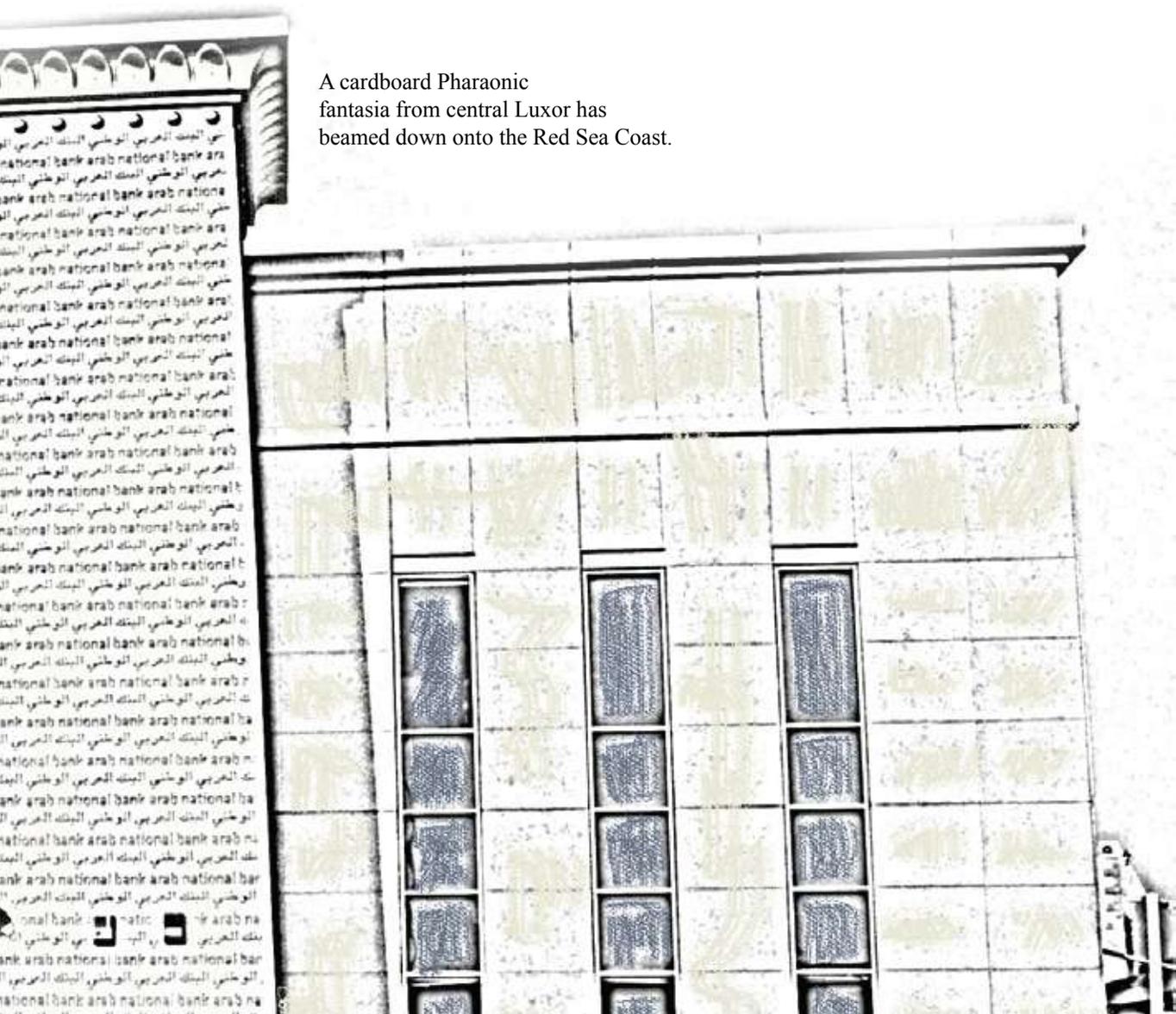
دراسة حالية عن فروع البنك العربي الوطني الجديدة

باتت حضارتنا التي كانت منبعاً فخر لكل مواطن عربي تتلاشى مع مرور الزمن. من أحد الوسائل التي نستطيع من خلالها عكس حضارتنا لباقي الشعوب هي الهندسة المعمارية العربية الأصيلة. فهل كان البناء الفرعوني يوماً من الأيام حضارة عربية؟ إذا كان الجواب لا، إذا لماذا استخدمناها؟ هل وصلنا إلى ماسمها الأستاذ رضا اليأس الحضاري؟ لطالما كانت التشكيل المعماري العربي على مدى العصور القديمة مفخرة لنا

References:

1. "Musa: Arab situation "very chaotic". The Free Library by farlex (www.thefreelibrary.com).
2. Interview with Syrian Poet 'Adonis'. SPECIAL DISPATCH: The Middle East Media Research Institute, 2006 (memri.org).
3. "A reader's guide to Disneyfication". New Internationalist. Issue No. 419
4. "Disneyfication". Entry at Article-world.com.
5. www.wikipedia.org

A cardboard Pharaonic fantasia from central Luxor has beamed down onto the Red Sea Coast.





Contemporary Arab Predicament: Lost between the dialects

One wonders if the design of the Arab National Bank buildings reflects contemporary Arab political chaos—a case of being lost between Arab dialects. Taking a closer look at the building, we realize that the logo & corporate identity embossed in the precast concrete façade panels differ from the new corporate identity applied by the bank lately. It is obvious that the architects were not informed of the executive decision to develop and renew the CI and the logo of the bank. However, as a result of this miscommunication, this mistake is engraved in concrete, displayed for all passersby to see. What message is the bank portraying to the Arab World? Is this the new model of the banking temple?

When will architects realize that it is only in private houses that these mishaps can go unnoticed and are the prerogative of the owner, but in the venue of public building projects they have a responsibility that goes beyond function? As a result, a true opportunity to help forge a new Arab architectural identity has been dismissed comically and tragically. The outcome is an odd and alienated building—a whimsical sample of banal styling, pretentious a la mode formalism and crass borrowing from a bygone era. It's an erroneous, permanent folly that shames the prestigious architect's office responsible for its creation.



ستعرض ٤ جرفيگس

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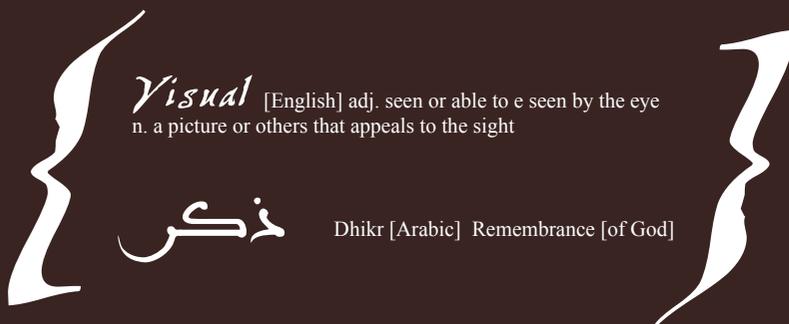




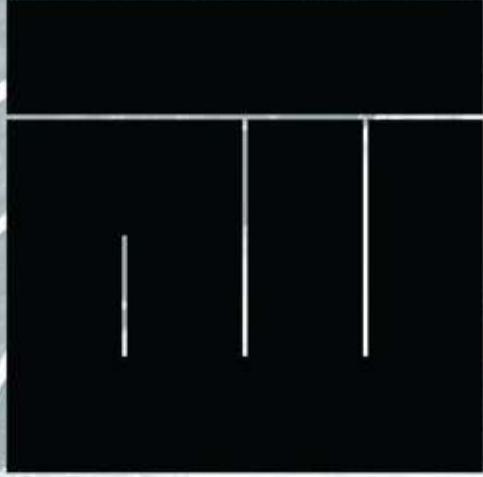
inspire..interpret, and repeat

By : Mariam Polding

Inspired by direct sources of the Qur'an and Islamic thought, Visual Dhikr is the online pet project of London-based designer, Ruh al-Alam, and has garnered wide-international acclaim for his graphic revival of traditional calligraphy through a variety of mixed-medias, such as his canvas Sabr and Dunya t-shirts. The creative impetus behind Visual Dhikr derives from "focusing on the simplest of elements as powerful sources of knowledge;" Surah Nuran ala Nurin, Ikhlas, and words like Dhikr, Iqra, and Ilm have been recreated in order to graphically paint a landscape in which "the viewer can ponder and reflect (dhikr) upon these words or verses so that they may be inspired."



استعراض > جرافیکس





Whether on clothing, canvas, or through film, the Visual Dhikr project is not interested in creating art in order to please the ego of the artist, but rather to artistically create something that serves an even higher purpose. “I often try to place the word(s) in an aesthetic manner, but do not always try to visually represent it. But, at other times I try to use some sort of animated approach such as the word Allah in the shape of the Ka’aba with brush strokes circulating the name, depicting the Tawaf around the Holy House in Mecca.”

Since its launch in 2003, Visual Dhikr has been the response to the graphic and artistic revival and appreciation throughout the Arab world, spreading a sense of confidence in creative Islamic identity with little experience since the height of the Golden Age. “Western designers and artists look fondly and confusingly at the Arabic/Islamic art world, one from the angle of not understanding the language and the other the ‘purpose’ behind what traditional Islamic art held;” but, he encourages us all to harness and release our artistic talent, because “it is



imperative that Muslims and Arabs around the world push their design and artistic energies to further develop traditional calligraphy and form new styles and trends.”

Global Visual Dhikr believers motivated Ruh al-Alam to launch an offshoot online store called Islamic Design House, which sells exclusive and original Islamic products, ranging from fashion and art, to home décor. The mission behind the label is to produce products with a funk-tee-fied Islamic-inspired feel using geometric shapes and patterns for the emerging international Muslim. However, although the aim is to

be part of the greater global project, which encompasses both Muslims and Arabs, the amassed cult following is not limited to Muslims and Arabs exclusively. According to Ruh, “the sole aim of Visual Dhikr is to help people reflect and be inspired. It had no material aim or gain in mind, but simply to satisfy my longing for an art form that I felt I did out of love and that which would help others in some way.” As Ruh fulfills his personal mission serving a higher purpose, day by day he paves the way for all of us to be inspired to reach ours.

الهام... تفسير وتكرار

بالهام مباشر من تعاليم القرآن الكريم، يأتينا المصمم روح العالم المقيم بلندن بـ“ذكر” موقع الكتروني يتجسد التصاميم والتشكيلات وأيضاً الكلمات الإسلامية في أعمال جميلة تبت بالايمان في قلوب المسلمين و تمثل الحضارة الإسلامية .

استعرض < دعاية



Hot like me

If good humor comes from great pain, then the Egyptians have got to be some of the funniest people in the world. They call it ad-damm al-khafif, or “light blood.” It’s the Egyptian term for a sense of humor. Everyday, I see Egyptians’ light, acidic blood work its magic. And they love to turn it upon themselves! Take for example, the local English-language music channel. It’s called Melody Tunes. They play the usual MTV fare, and are fairly up to date. The best part of watching the channel though, are their promotional videos—hilarious 30-second spots, where ordinary Egyptians make complete fools of themselves with popular western songs, sung in their heavy Egyptian accents, in everyday scenarios.

Leo Burnett in Cairo put together these series of real-life-meets-pop-culture spots for their client, Melody Tunes. The effort goes in exact opposition to the hipster feel of iPod spots, which suggest your writing rendition of the soundtrack in your head is actually sexier than it is. The parodies also touch lightly on cultural misunderstandings that occur when pop culture is imported. This is something we can especially relate to, considering our mom thought “Hit Me Baby One More Time” was an anthem for masochists.

These 30-second promos do more than make us crack up with laughter, they inform us that advertising in the Middle East has reached a new level where Middle Eastern ads are no longer mere copies of foreign material. People in the region are now willing to have a nice laugh at their own expense and are proud of their different lifestyle.



smack dat



Shakira, shakira



دعايات درسا خفيف

LIGHT-BLOODED ADVERTISING

Successful advertisers push the boundaries of taste, class, decorum and sensibility, while having fun with their clients' brands. The key to their funny ads is the honesty of these ads—diving deep into the core of their brands. Yet they achieve this success by having fun, instead of “working.” Navigating your brand safely through the new advertising media takes more than a good punch line. Meticulous planning, thorough understanding and flawless execution are as critical to your success as they are in telling a joke properly. Or else you become the joke.

By Kholoud Attar

all english all ze bime

رسم الإبتسامه على شفايف الناس دائماً بترجعنا بالنجاح سواء كانت في مجال الدعاية والإعلان أو في أي مجالات أخرى، ميلودي تونز أمتعتنا بدعاياتها المضحكة أو “خفيفة الدم” قبل وبعد افتتاحها للقناة المخصصة للأغاني الغربية أو الأجنبية، طبعاً إحنا طول عمرنا بنشوف دعايات مأخوذة أو مقلدة أو حتى منسوخة طبق الأصل عن دعايات أجنبية. وأنا شخصياً صرت من أكبر المتابعين لقناة ميلودي تونز بعد الدعايات الأخاذة والمبتكرة.



استعراض لتصميم داخلي

مقعد مريح ومذهل من كريم راشد
مظهر خارجي مستقبلي مذهل، حيث
صمم هذا المقعد بالكروم والجلد
الناعم وطلاءه بدهان المستخدم لطلاء
السيارات



BLOBULOUS

In the arduous event of actually being successful at the rubik's cube, furniture designer Karim Rashid, has reached the epitome of rubik's cube success in design terms. Made from fiberglass the Blobulous chair is coated in the same chrome paint used on cars. Bringing comic-book colors to life, this futuristic design heralds its namesake with its resemblance to a giant glob of bubblegum or a molded piece of silly putty. Yet, its smooth, sleek contours give way to a soft leather-cushioned surface for the ultimate experience in both comfort and design.





TODAY'S THRONES

Designer Chairs for the Design-Conscious

By : Mariam Polding

Designers, by virtue, are known for constantly redefining what objects are, and thus, how these objects make you feel and how you relate to them. These gifted species reach the pinnacle of success when many different people with equally different tastes can look at a single object of design and feel that they truly relate to that specific artists' interpretation. Such an object would naturally ooze with lustful hums and, as if echoing deep within the auditory ossicles of your ear, whispers, "Yes, I was made for you...I'm already a part of you. You want me as I want you." This, my design aficionados, is the invisible hand theory of design. You don't know how it was made, and you're not particularly sure who designed it, but what you do know, is that you have to have it. Hoping to inspire local furniture designers, we introduce to you D-Mag's chair design picks: diverse in style, unified in feel.

من إيطاليا يأتينا هذا التصميم العملي
والمفيد لمدمني القراءة، بمجرد جلوسك
على هذا المقعد لتجد نفسك محاصر
بأرفف مخصصة للكتب المفضلة لديك
صمم من قبل Noboday & Co



BIBLIOTCHAISE

By the Italian design house of Noboday & Co., Bibliothoise is my definite favorite! Enveloped in a whirlwind of all your literary heroes at an arm's stretch away-my dream come true-temptation lingers as you pace through your current read, only to spot your next from the corner of your eye. My only qualm, however, is that you can't recline and there's no headrest. Not being able to get über-comfortable in this über-design would frustrate me endlessly.



استعراض ٤ تصميم داخلي

GLOBUS WORKSTATION

Working from home has taken on a new meaning. A functional work of art, Michiel van der Kley has designed the new Globus Workstation for Artifort. One half of this sphere encapsulates the body for ultimate comfort and support—with rotating options, of course—while the sister half reveals a tucked away table. This workstation incorporates ultimate flexibility and mobility with no compromise to style. Office spaces...take heed! SOS:

All the designs featured here are artistic reflections of the world in which we live. Our dialogue exchange with designers, whether about the economy (Globus), the future (Blobulous), literature (Bibliochaise), creation (His & Her), or philosophy (SOS), exist through dynamic mediums. As these five chairs demonstrate, while discussion topics may vary, design success depends only on the ability of either the designer or enthusiast to spark the initial conversation.

طقم مكتب كامل بتصميم رائع و حديث من دار فين كلي، بحيث يوفر الجهد والمساحة و التوافق مع جميع احتياجات المستخدم



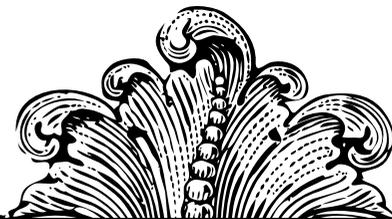
تصميم يعطي إحياء
بالوحدة والعزلة، حيث
المعد الذهبي يدل على
الوحدة أما السواك فيدل
على أنانية العالم من
حولنا. صمم من قبل

Fabio Novembre

S.O.F.A OF S.O.L.I.T.U.D.E



Hollowed from a black foam block, the internal organic shape of the seated body has been covered in textured, metallic gold PVC (polyvinyl chloride). Inspired by a personal story, having just been left by his girlfriend, Fabio Novembre channeled his sorrow into the SOS creation, "loneliness in this world is golden, because they make you think you can have everything you want, you can do whatever you want, you don't have to compromise. But to me it's a golden cage..." The golden seat represents creative isolation, while the irresolute darkness represents the selfish world around us.





Al-Sawani Group has opened its newest and most exciting retail store yet in Jeddah on September 10th, 2009. The new Sawani Department Store is Al-Sawani Group's most architecturally innovative store, featuring 7,000 square meters of shopping bliss that creates a stunning new destination in Jeddah, one of Saudi Arabia's most popular shopping areas. It is located at Gate 3 and 4 of Red Sea Mall on King Abdulaziz Road. The new store is open 14 hours a day, offering an unprecedented international brand mix and level of service.

"We opened our first Sawani Department Store in Alkhobar in 1976, and it has been successful beyond our expectations. Now we're thrilled to open our seventh Sawani Department Store," declares Mr. Mohammed A. Hafiz, Al-sawani Group's CEO. "We believe the Sawani Department Store in Red Sea Mall is going to be a favorite destination for shoppers from Jeddah and around the world offering more than 300 brands of contemporary ladies and children's wear, as well as Jeddah's largest assortment of luxury home accessories. We selected one of the world's best retail space architects who designed the store interior to offer our customers the ultimate shopping experience." Mr. Mohammed A. Hafiz adds, "Changing the Sawani Department Store logo was not an easy decision. We are very proud of Sawani's history and recognize the extent of our customers' loyalty to our familiar logo, but we also look to the future with excitement and anticipate with enthusiasm what we will create with our partners in the years to come".

At Sawani, customers can get one-on-one shopping assistance in the lavish VIP lounge. Next door, a quiet café is being designed for exhilarated shoppers to enjoy a relaxing cup of coffee or a light salad. On the ground floor, the newly introduced "Arabesque" shop in shop is Jeddah's first retail space dedicated to the hottest contemporary Saudi designers featuring pilot collections of emerging local talents, as well as latest collections of established Saudi brands. The hands-on Sawani experience provides visitors with a chance to indulge on the entire brands range, including the Vintage Designer department; a luxurious handpicked selection of handbags, jewelry, sunglasses and watches from Chanel, Rolex, Hermes, and more!

Al-Sawani Group collaborated with Creative Director Rana Salam to redesign the Sawani Department Store logo and identity. Rana reveals "The new Sawani logo reflects the fusion of East and West that is an expression of the contemporary Middle East through the power of retail." She adds, "It is a great honor to be given the chance to redesign the Sawani Department Store logo. The new logo reflects the history of Al-Sawani Group as well as the new personality of Sawani Department stores. It is an organization that has heart and humanity which makes me proud of my work and what Sawani will offer under its new logo"



Launch of New Savani Department Store



ESPRIT



Rana Salam is a unique designer who is specialized in branding and identity design. She has also created distinguished designs for clients like Harvey Nichols, Paul Smith, and Liberty Boutique. Her work reflects Middle Eastern art and culture through merging exciting Arabic imagery and “livening” it up with modern technology to produce a unique vision of creative direction and graphic design.

Richard Woeroesch, one of the Managing Directors of the well known German architectural design firm Schwitzke & Partner GmbH, designed the space to embark customers on a shopping journey. Every department has a distinctive look and character adding a unique layer to the total Sawani personality. Richard describes the new Sawani as “A special space where people enjoy being and staying in. We merged Arabian patterns and concepts with contemporary western designs to modernize Sawani without denying it from its Arabian roots and heritage. We created many different concepts giving every space a unique identity to keep the customers curious in what is to be revealed every few steps throughout 7000 square meters of home, women’s and children’s fashion divisions.” The firm’s portfolio includes impressive work for Tommy Hilfiger, Ludwig beck, Mercedes, Hermes, Burberry, Bally, Esprit, Escada, and Kadeve, the 65,000 square meter department store in Germany.

Al-Sawani Group was established in 1976, and has become one of the leaders in the retail industry to date, solidifying its position as one of the fastest-growing lifestyle retail companies in the Middle East and North Africa. Offering more than 40 international brands, Al-Sawani Group successfully operates more than 700 directly and in-directly free standing and department stores with over 2,500 committed staff members.



By Sean Martinez

The wheel is probably the most important mechanical invention of all time. The wheel changed little from the time of its inception in Mesopotamia around 3500 BC, to the addition of spokes by the ancient Egyptians around 1500 years later. It wasn't until another four millennia that the wheel made its next evolutionary step. Since the beginning of the Industrial Revolution, nearly every machine built involves a single, basic principle embodied in one of mankind's truly significant inventions.

Now the wheel returns to its birthplace in the Middle East, in its newest evolutionary form; the PimpStar.

The PimpStar is a huge leap forward in the evolution of the wheel. Manufactured by the world renowned rim designers, DUB, the PimpStar contains a microprocessor and a wireless modem. The amalgamation of new technology and ancient sophistication allows its owners to display virtually any image, including text, graphics, logos, and even digital photos on their wheels as they drive.

The brilliance of the PimpStar wheel lies within its design. DUB designers managed to find a more functional use of the recent popularity of rotating rims or "spinners." By adding six simple lines of LED lights along the spinning spokes and calibrating the colors, the designers were able to manufacture the wheels to display full color images as they ride along the road.

There is a customized version of Microsoft's Paint software included, which allows you to create your own images and send them to each wheel using your laptop's wi-fi at the same time as you drive. And for those of you with at least a little bit of safety consciousness, you can pre-load up to six images into each wheel and program them to change automatically at customized time intervals. The wheels are environmentally sealed, so no worries about water or dirt seeping in, and the power is run from the vehicle's electrical system. So after installation the only concern should be the potential of mesmerized drivers crashing into your vehicle.

Those of you salivating over the endless possibilities these wheels may present have better save up because they don't come cheap. The rims only come in sizes of 22 inches, 24 inches, or the absolutely massive—26 inches. And with the finish in chrome, the wheels—which are classified as spinners—are considered the crème de la crème of ultimate car accessories and hence, will set you back at least the price of a new Hyundai!

Manufacturer: DUB
Sizes Available: 22 / 24 / 26 inches
Finish: Chrome
Warranty: 1 Year Full Factory Warranty; Lifetime warranty against Manufacturer defect
Delivery: 2 to 4 weeks
Contact: Motion Arabia Auto Division (MAAD) at info@motionarabia.com.sa



||||| PIMPSTAR

كانت ومازالت جنوط السيارات هي أهم شيء يتربط
بيها السيارة، وفي نفس الوقت أعلى شيء. وعشان كده
حابين نعطيكم فكرة عن إختراع جديد من شركة

DUB اسمه PimpStar

جنط جميل جداً بيستخدم تقنية عاليةً بشكل إنه
يتوصل مع الواي فاي حق لاب توبك الي شايله معاك
في سيارتك. طبعا بتقنية زي كده صار تقدر تصمم
صور وأشكال بنفسك وتنزلها على جنوطك والناس
راح تشوف الأشكال إلی بتعرضها على كل جنط بشكل
جميل جدا ورائع





استعراض < تصوير



في عددنا الأخير طلبنا من الشجعان الي يقدروا يوقفوا قدام الكاميرا ويتصوروا عشان يمثلوا بلدهم. خالد قشقري المصور البارع قدر يجمع اكثر من 100 صورة عن السعوديين والأجانب الي ماكان عندهم مانع يوقفوا قدام الكاميرا فكرة مجلة ديزاين في تحرير المقالة هذي بداعي البحث عن المقولة المنتشرة في الأيام الحالية إنه السعوديين بيخافوا إنهم يكونوا قدام الكاميرا. وإحنا نتمنى من المصورين إنهم يكملوا مشوار خالد بس في مناطق ثانيه سعودية





Continued...

By Marriam N. Mossalli

In our last issue, Design called for the brave and daring to defy Saudi Arabia's taboo over photographs of oneself.

Khaled Gashgari one of Jeddah's shining photographers went down the streets of Jeddah and gave us a good statistic of **1000** images of people of Saudis, or non-Saudis living in Saudi, who don't mind standing in front of the camera and having their picture taken.

Design magazine's goal behind this initiation is to conduct a small-research for photographers of the validity of the common thought that people in the streets of Saudi are still afraid of the camera.

Khaled started in Jeddah, but we hope this will be a further incentive for people in other parts of Saudi to start this research in their part of town.

Design would like to thank Jeddah Shooters and all of the people who showed off their pearly whites and submitted photos! This photography essay was a pioneering endeavor that would not have been materialized without your efforts. Now, say cheese!!!!

Behind the Veil and in Front of the Camera

TAKE MY PICTURE

طور نجيب

Nature Encounters - Burst of nature - 137x91.5 cm



On February 28th to March 1st, Summer Alireza held her exhibition "Encounters" at boutique Sabine Nada in Jeddah. Drawing inspiration from nature and Islam, while transmitting an inconspicuous yearning for yesteryear, Summer Alireza's work reflects her profound connection and artistic acumen for the world surrounding her. "What you may know as the Last Supper," clarifies Summer on her recent artwork, "is in fact what has been titled as The First Supper, it is actually an interpretation of the latter in a modern Arab way." Summer has a unique ability of taking something banal and rendering it anew with her special *je ne sais quoi*. "The idea behind the painting came about while discussing various ways to portray the company's [in the restaurant industry] vision. It developed into a modern correlation of the Last Supper with an Arabic theme and feel."

استعراض < فنون

One stylistic element common to all her work is the natural infusion of Summer's maverick nature in all her artistic interpretations. If Andy Warhol were to paint the Kaba'a, it might look something like Summer's exposé Abstracted Makkah. Vibrant colors elicit a sense of whimsical spherical movement and dimensional angularity, all the while emitting a subtle silent serenity. Daring to portray Islam's most recognizable icon, Summer wholeheartedly digested her subject and shared something all modern Muslims who attune to their artistic side can relate to; "I do tend to add a sense of controversy to my work. But it's up to the viewer to find that contentious twist in it, it's not that obvious."

Abstracted Makkah conjures a sense of juxtapose one usually doesn't experience in Makkah; the area around the Kaba'a is empty rather than compact with avid worshipers and the surrounding buildings are somewhat transparent creating a feeling of openness and unity. "I try to explore as much as I can in painting; at this point I'm having fun with my work, trying a variety of techniques and methods and seeing where I land and where it takes me."

Summer's overt sentiment for fun, is covertly under-toned in her subject matters. Burst of Nature explodes with confetti of striking color, while the subject itself permeates many sacred meanings such as respect for heritage, quest for knowledge, and love of life.

Summer's panache extends across all subjects fortunate to undergo her artistic rendering. Peering into her 'toolkit,' filled with knives, sponges and scalpelesque objects, it's obvious that even the most finite of details throughout her artistic process tend to experience the same vigor and spontaneity, even if just deciding upon her current creative instrument of choice. This attention to detail leads Summer to ponder, "You know, I don't believe a work of art is ever done. It can always be better...always. It's never finished."

One of those incomplete works of art, though unapparent to the uninformed, has undergone the sponge, the scalpel, and had itself smothered with sand to give that glisten to the ephemeral that is Tranquility at War. "History has always been a part of my work. I do enjoy the opportunity to capture the past as a work of art—it gives me a chance to put my own interpretation on history. You can see this in the painting with horses of the battle of King Abdul Aziz, where I chose to bring serenity and calm into a moment of war, through the use of color combined with texture."

While musing upon the redundant question of what her work offers society, rhetorical indeed because clearly she offers so much, modestly Summer admits, "I don't know what my work could offer society, but I do hope my paintings capture a reality people can identify with. Or even a fantasy they relate to. As far as what my paintings can offer, I do wish to bring a smile to those who view my work." Rest assured Summer, your effervescent colors touching on the homegrown give art aficionados alike something to ruminate, something to touch, and something to smile about.



٦٥

REVIEWS > ART

Effervescent Evocation

By : Mariam Polding

*Exploring the Artwork
of Summer Alireza*
أعمال سمر علي رضا الفنية



Spiritual Encounters - Journey to Arafa - 70 x 92 cm
٩٢ سم x لقاءات روحانية - رحلة إلى عرفة - ٧٠



Group Encounters - King Faisal Group - 137x91.5 cm
٩١,٥ x لقاءات جماعية - جماعة الملك فيصل - ١٣٧

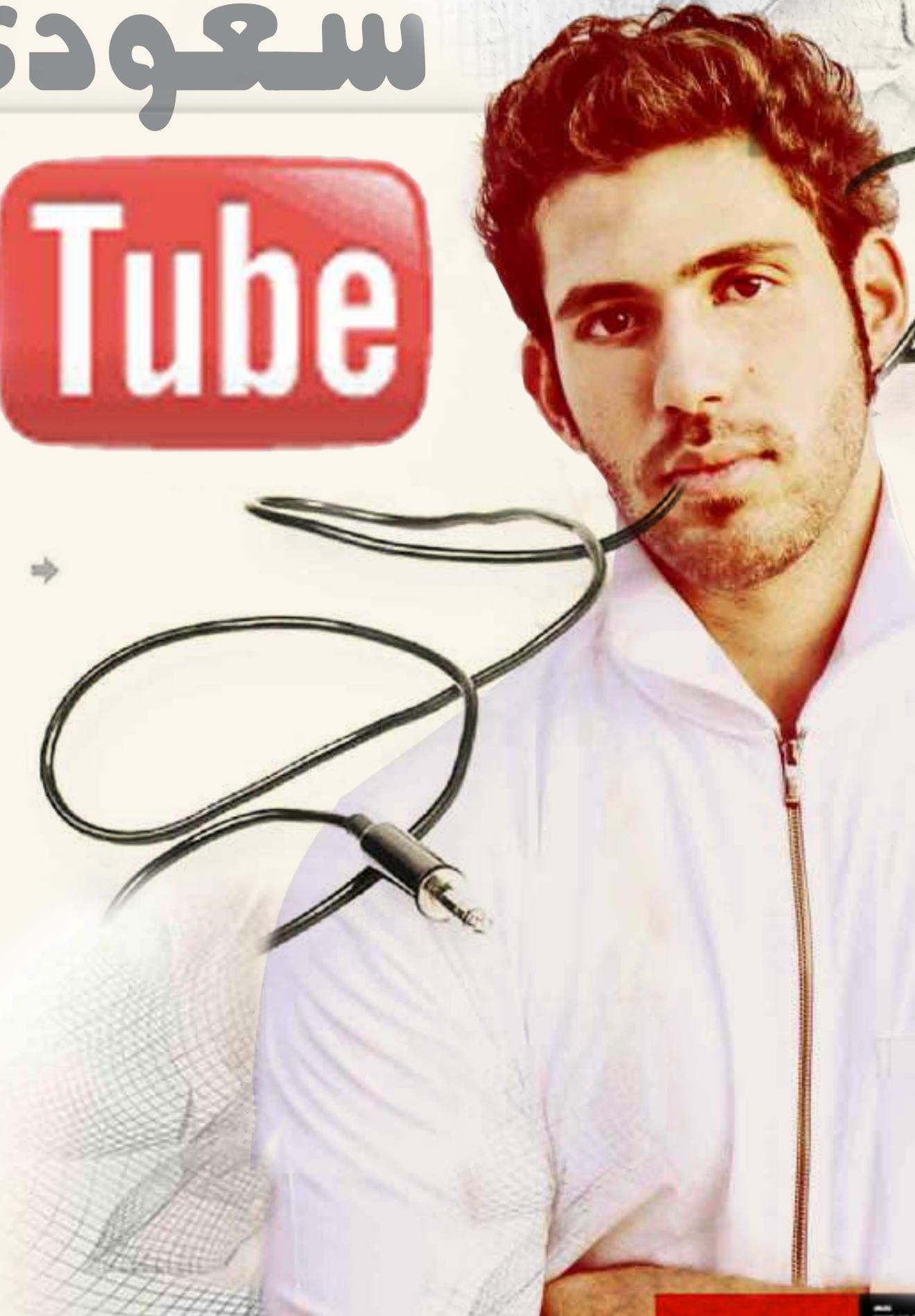


Group Encounters - The First Supper - 137x91.5 cm
٩١,٥ x لقاءات جماعية - العشاء الأول - ١٣٧

To contact Summer, please email: salireza77@gmail.com

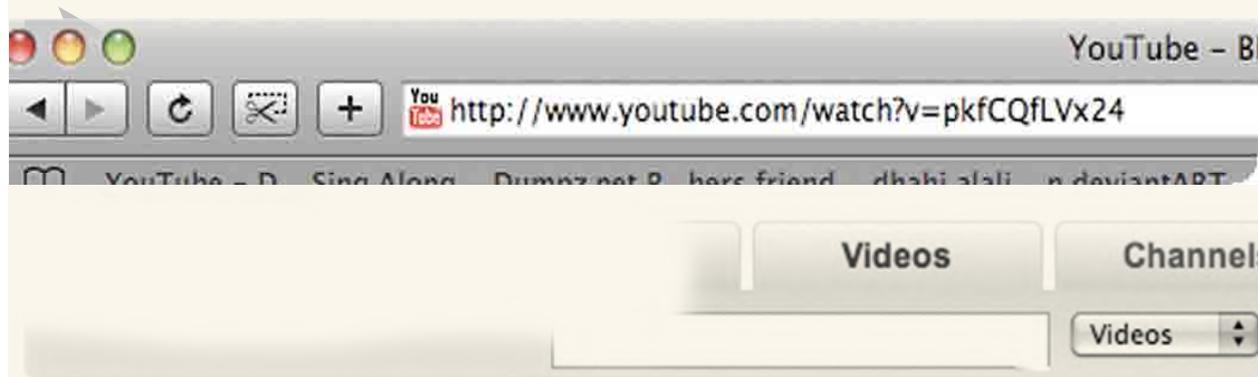


سعودي

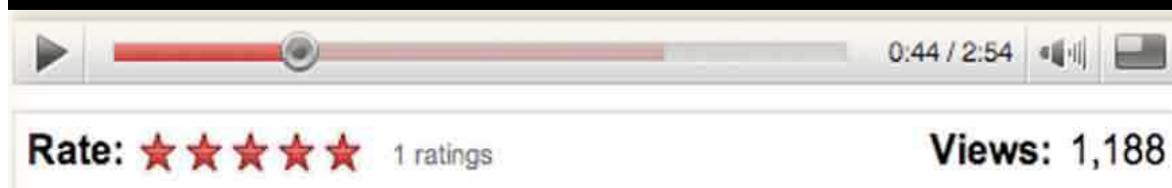




REVIEWS > MULTIMEDIA



No Judgment Without Representation!



By Tariq Mustafa

YouTube.com is currently the 3rd most visited site on the Internet. A little over 17 percent of all internet users visit the site on a daily basis. Given the sheer size of YouTube, we at Design magazine thought it would be interesting to examine what videos were representing the Saudi people, considering that this site was probably where most outsiders would get one of their few looks at what goes on inside the Kingdom.

I decided the easiest way to find which videos about Saudi Arabia were the most popular was to utilize YouTube's search bar suggestion mechanism, which was developed by its parent company, Google, and automatically provides the most commonly searched phrases that match your current query. As you type the word "Saudi" into YouTube's search bar you are effortlessly provided with the following ordered drop-down list of search

suggestions:

[Saudi Arabia](#), [Saudi women](#), [Saudi drifting](#), [Saudi Arabia women](#), [Saudi execution](#), [Saudi dance](#), [Saudi prince](#), [Saudi woman](#), [Saudi Arabia execution](#), [Saudi cars](#).

Talk about stereotypes. The videos relating to the Kingdom, which have captured the most interest of international viewers, involve women, public execution, and cars. Further research has found that "women" was one of the most common



>>>
search: >>>

Saudi Grand Theft Auto Saudi guy very funny prank arab fallen asleep Saudi Streetfighter Anthony Bourdain's No Reservations

vandalized walls. To round out the complete Saudi experience, we are treated to taunts of “Wallah, kasar raasak,” silly victory dances with Arabic music and a finishing move that involves the Abu Ali character using his cell phone to call for backup. The rest of the world needs to see more videos that display the Kingdom’s penchant for humor and creativity. For it is only by chance that you may stumble upon hilarious videos like “Saudi Grand Theft Auto”, “Saudi guy very funny”, or “prank arab fallen asleep”. We need more of the Saudi Streetfighter and Anthony Bourdain’s No Reservations type of exposure to balance out the numerous videos of crazy driving, devil possession, rights abuses and the like. This video gives me hope that we are finally moving in the right direction.

التوجه الهائل لموقع يوتوب يخلينا نسأل نفسنا سؤال محيرنا
كلنا. وبين مشاركاتنا مع عروض الفيديو الأكثر عرض في هذا
في شريط بحث موقع «Saudi» الموقع المشهور؟ إذا كتبت كلمة
اليوتوب، تحصل أن أغلب مشاركاتنا عبارة عن فيديوات
جنسية أو تفحيط أو قصاص وعنف وقتل. مع إننا متفقين إنه
إحنا بنستمتع بالفديوات الأجنبية العفوية أكثر من فيديواتنا
السعودية. ليش ما يكون عندنا مشاركات زي ستريت فايتر
السعودي أو جراند ثيفت أوتو السعودي. مشاركات ترفع راسنا
أمام الشعوب الأجنبية، تبين إن إحنا عندنا مواهب وأفكار زيكم.
أتمنى من كل قلبي إنه تتحسن وترتقي مشاركتنا كشعب سعودي
في جميع مواقع الإنترنت بشكل عام



suggestions for all countries especially those in the Middle East. I can understand this, considering that the female sex has always been an enigma to men and the perceived mystique of Arab women by outsiders. Also understandable is the popularity of the drifting, cars, and executions. What testosterone-filled male doesn't enjoy gawking at the latest model Ferrari pulling a 180 around a traffic light? Or seeing the brash, albeit crazy and idiotic, drivers who skid sideways down a crowded road at speeds well above 160 kilometers an hour? And who among us can really admit that we were never at least tempted by our voyeuristic nature to want to witness the explicit horror of seeing someone get his or her head chopped off?

The question then becomes "Is this really what we want the world to witness as a representation of our country?"

As a long time resident, I can honestly say that there is so much more to the Kingdom than

crazy cars and drivers, or gruesome deaths, or women's rights issues. It for this reason that is it so refreshing to come across a video like "Saudi Streetfighter," a hybrid parody of the Streetfighter and Mortal Kombat video games that captures some of Saudi's fondness of self-deprecating humor. The video, originally shown on MTV Arabia, is less than two minutes long but cleverly manages to display some of the talent, imaginativeness and absurdity present in much of the Saudi youth today. The two thobe-clad combatants, Abu Ali and Dazeek, bloodily battle to the death in a back alley with moves that involve gutta smacks and ship-ship kicks that require their thobes to be lifted. All the while, viewers are treated to the scenic background of Al Mumlakah and Al Faisalliyah towers, as well as the ever-present street beggar and stray cat. Of course no parody of the Kingdom would be complete without the fly infested purple trash receptacle, overly-tinted Toyota Cressida and



Design Team's Ringtones:

Creative Director

The Blowers Daughter- Damien Rice

Editor-in-Chief

Sinner Man- Nina Simone

Graphic Designer

kil Bill - The whistle

Office Administrator

Bleedign Heart

Arabic editor

The Dolly Song

marketing member

Skilllet -under my skin

كل واحد يحب يكون مميز بين أصحابه أو الناس الي بيقابلهم كل يوم. والكثير من الناس بيبينوا شخصيتهم بطرق كثيرة زي مثلا لون الثوب أو نوع الجزمة الي بيلبسها، ومن الأشياء الي بتساعد على إظهار شخصية الشاب هي نغمات الجوال. فصار كل واحد بيختار نغمته الي بيتميز بيها. بس أحيانا تكون النغمات الي بيختاروها غير لائقة للأدب والأعراف العامة. سواء كان الصوت عالي أو أن النغمة تكون أغنية تحتوي على كلمات غير لائقة (خدمية). فجهزنا لكم لائحة نغمات ممكن تساعدكم

“This cell phone is a hand-me-down from my mom!” Ringtones:

فيروز

- The Godfather theme

- عبدالمجيد عبدالله / رهيب-

- محمد عبده

- يا واد ياتفيل / سعاد حسني -

“I Still Sag My Pants” Ringtones:

California Love - 2pac

Still D.R.E. - Dr. Dre

Changes - 2pac

Slow Motion- Juvenile

“I Party in Lebanon” Tones:

No Stress

My dream is to fly, over the rainbow so high

Nancy Song

Satisfaction- Benni Benassi

Anything by Tiesto or Armin van Buuren





VI

REVIEWS > SOUND



Ring
Ring

RINGTONES

By Sean Martinez

The Arab region has long been a leader in the cell phone market. Drive down Palestine Street and you'll think that you've suddenly made a turn into downtown Tokyo. When you see your 9-year old sister with her own "Hannah Montana" skin decorated cell phone, complete with "High School Musical" ringtones, you have to wonder how we got so infected with the cell phone craze in this particular region of the world.

In our part of the world, cultural and religious traditions dictate that people dress modestly and somewhat uniformly. Therefore, it's quite instinctive for us to search after new modes of

expression to assert our individuality. Be it colorful or pearl-adorned abayas for women, to thobes with zippers and Adidas stripes for men. With even accessories for our technological accessories, the cell phone serves as a welcoming technological medium that has no boundaries in terms of customization.

But in a day where anyone who is anyone has their own version of the latest iPhone or BlackBerry, even cell phones are becoming more and more a generalized accessory. Hence, the rising popularity of customized ringtones as the only viable means of expressing true personality. The over-played

ringtones you hear all the time can be more than annoying. Standard built-in tones on your mobile phone are always irritating and should never be used. The hippest of mobile phone users are customizing their mobile phones with the latest hits in the music industry. Design magazine is all about looks, and we want you to look cool. So we've compiled a collection of the freshest ringtones (as well as those "Khadami" ones we all need to avoid) heard around the region to serve as a guide as you prepare to announce to the world your new sense of style.

Just Like Grandma's

استعراض فن الذواقة

Helen's is a quaint little bakery on Kayal Street that is as inconspicuous as it is stimulating. The pet project of two friends, Ahmed Ismail and Akram Saab, Helen's provides a brief reprieve from the now ever-popular plethora of ultra-modern coffee shops and bakeries.

The bakery gets its name from its main chef, Helen, who happens to be Akram's mother, and her desire to expand what had become a successful out-of-home baking operation. Akram's need to "see mom happy" developed into what the two business partners hope will become a flourishing franchise.

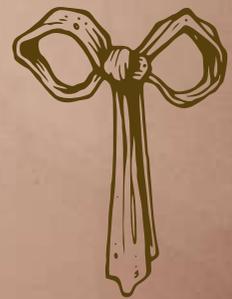
A feeling of rejuvenation is the best way to describe the initial experience upon entry to Helen's white-paneled door. The vaulted ceiling and soft pastel colors throughout the bakery

are both inviting and comforting, welcoming feelings reminiscent of a grandma's kitchen. The food layout is simple and refreshing with a single display case providing a visual feast for the eyes. The decadence of brownies and cakes immediately makes you salivate in anticipation. The palatable expedition begins with choices of cupcakes or regular cakes in flavors of chocolate chip, cinnamon and coconut, tropical or classic carrot, chocolate, or blueberry. Their cookie selection ranges from the regular chocolate chip to "Helen's Special Cookie," which incorporates chocolate chips, chocolate, walnuts and oatmeal. And if you're more a cheesecake person like me, there are various gourmet cheesecakes as well as pies du jour for you to choose from.

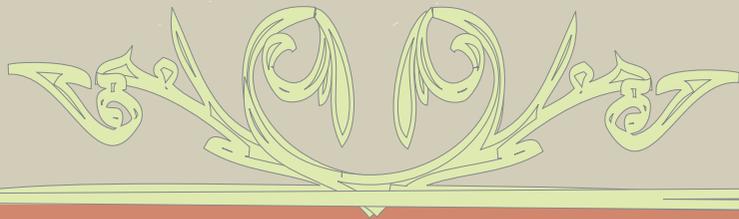
Of course, the food display is just the beginning of your journey through the

homemade paradise. Pass through the open doorway to the sitting area and you are greeted to a room that I can best illustrate as a blown up dollhouse. Ahmed accurately describes the look they were going for as, "An atmosphere just like a grandma's house." Helen's is an adorably cute tearoom that is the perfect place to meet up with girlfriends to chat over tea and delicious baked goods. The seats are petite and give off an aura of delicateness, all playing into the grandma's home-like theme with the family-made quilt and framed dishes hanging on the white-stone walls. Currently in just its first month of operation, Helen's has seemingly found a niche in the "ladies meeting for a tea party" market and with the help of a healthy selection of delectable baked goods and two enthusiastic owners, it will continue to flourish.

Since 1993



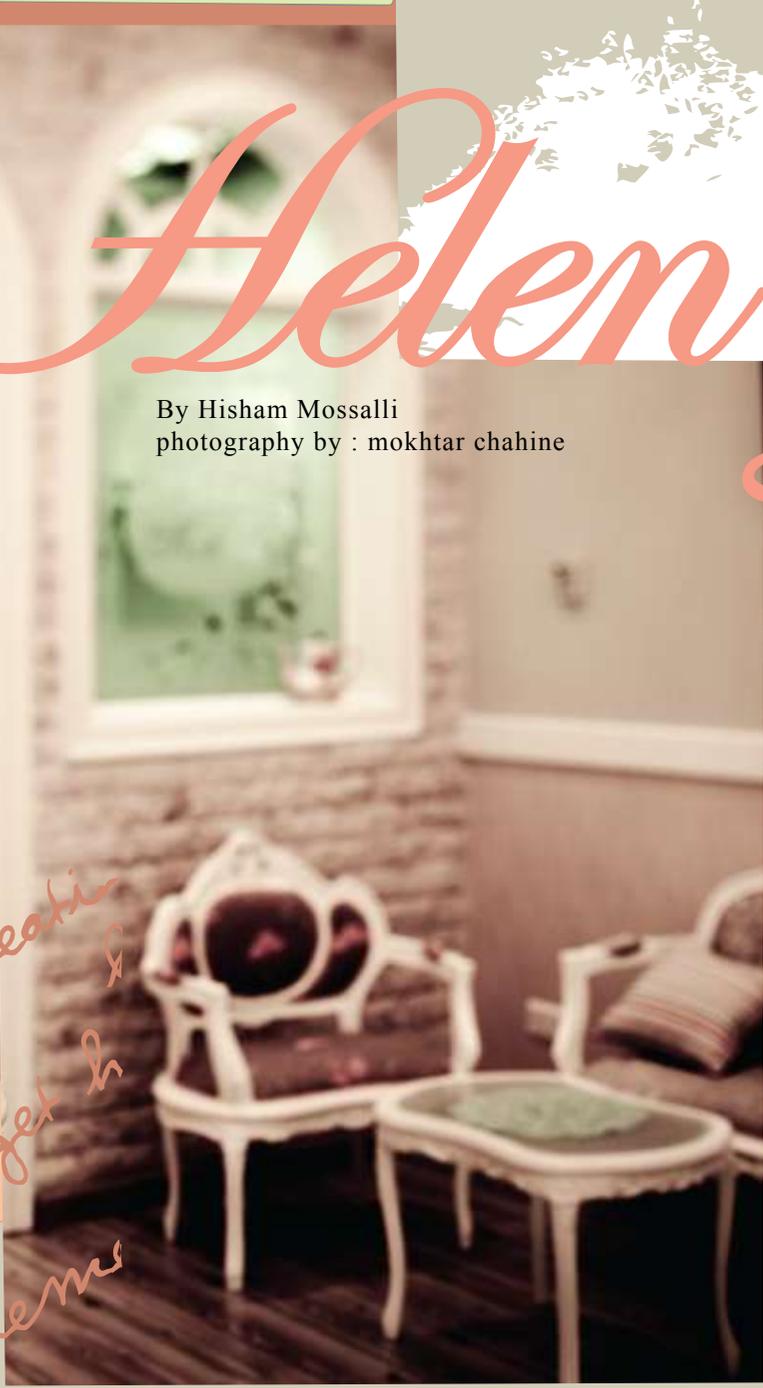
ake with coffee is
first day i met you
ii loved this cup
cake
ime ii had such an



Helena's

هيلين

By Hisham Mossalli
photography by : mokhtar chahine



*the delight
i couldn't forget
i want to remember*

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استعراض < فن الذواقة

"This is our first business and we consider it our baby, and just want to see it grow." -

Ahmed Ismail



هيلين هو مخبز صغير على شارع الكيال يقدم خيارات عديدة من المعجنات وأنوع القهوة والشاي. فكرة المخبز أو المطعم مستمدة من مطبخ البيت، المطبخ الي غالباً أمانا هي الي بتحظرننا القهوة أو الشاي ومعها كيكة صغيرة جنبها عشان نحلي. ودائما أكل الأم مانقدر نستغني عنه. فتطورت الفكرة هذي إلى مطعم نقدر نروحه في أي وقت عشان يعطينا الإحساس ده الي فقدناه لمن كبرنا. استمتع بمجموعة كبيرة و لذيذة من الكيكات والكوكيز والمشروبات الساخنة الي راح تحصله في مخبز هيلين





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شركة محمد عثمان المعلم
Mohammed Othman Al-Moallim Co.



سنة الهدى

DESIGNED BY:
ANMAR MADANI



DIGAMK

TITLE:

LITTLEBIGPLANET (PLAYSTATION 3 ONLY)

DEVELOPER:

MEDIA MOLECULE; SONY COMPUTER ENTERTAINMENT

WRITEN:

BY: HISHAM MOSSALLI



Imagine an interactive journey through a customizable pop-up-book world complete with puzzles and physics, and you have just begun to scratch the surface of describing LittleBigPlanet. Never has there been a game which delves so deep into the creative imaginations of its users and does so with such simplicity. The LittleBigPlanet experience begins with players learning about their ragdoll character's (Sackboy) powers to interact physically with the environment. The side-scrolling game manages to effortlessly teach its users the mechanics of not only how to play, but how to create. It is this that separates LittleBigPlanet from its counterparts. You're limited only by your (and essentially every other user's) imagination. By utilizing the Playstation Network, users are able to share and play one another's user-made content.

No self-respecting magazine with a title like Design, could go without talking about this game. The brilliance of LittleBigPlanet is in its design, both by the game developer Media Molecule and by the users who contribute their limitless worlds. Do not be fooled by the child-like look or the 7 years and up rating, LittleBigPlanet will have hardcore fans of both GTA IV and Resistance 2 endlessly glued to their television screens. The sheer brilliance of the game is so difficult to put into words that users have to play the game in order to get a true understanding of the experience. LittleBigPlanet is a must have game for every Playstation 3 owner!



DESIGN
D-WEBSITE

TITLE:
THE ULTIMATE
SAUDI MAN ACCESSORY

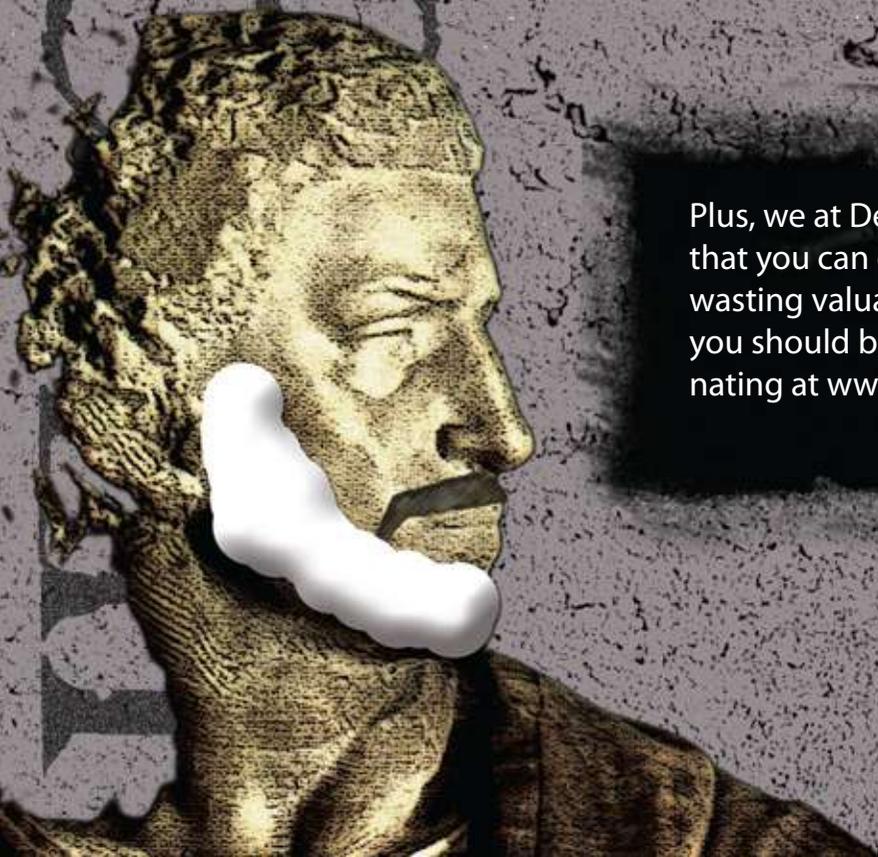
WEBSITE:
WWW.SAXSOKA.COM

WRITTEN:
BY MARRIAM N. MOSSALLI



Saxsoka, or goatee, is a beard formed by a tuft of hair on the chin. In recent years, the saxsoka has been developed and refined by the Royal Family of Saudi Arabia. Undoubtedly the trendsetters of the Kingdom, the Royal Family is setting the precedence in goatee-couture. Designer and creator, Adil Als Salman, decided to represent the hair craze and its evolution as part of Saudi culture and fashion in through the website, which in essence is an interactive documentary. With an extensive gallery and a fully illustrated tutorial on how to do it yourself, the website is not only entertaining, but also insightful.

Plus, we at Design love just about anything that you can get lost in for hours while wasting valuable time at the office when you should be working! So begin procrastinating at www.saxsoka.com now!



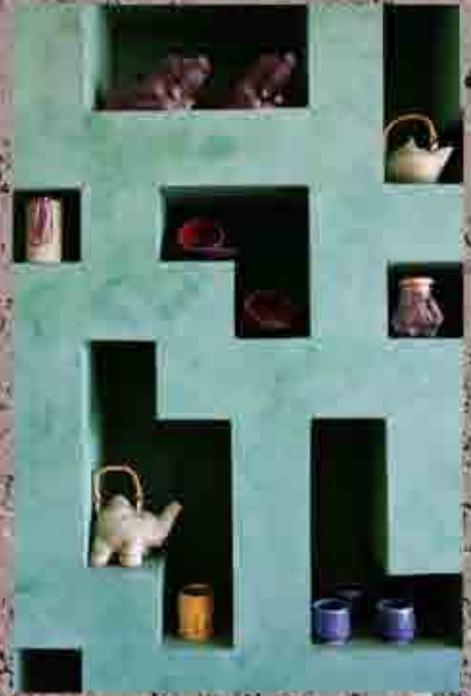


TITLE:
CHAI & BADASS DESIGN

LOCATION:
CHAI & BA

WRITTEN:
BY MARRIAM N. MOSSALLI
 photography by: mokhtar Chahine

A prerequisite for all creative heads in Jeddah, Chai and Ba is a tea lounge that attracts all kinds of students, professionals, and connoisseurs of design! With a décor that is ultra-modern and chic, Chai is not only a meeting place for creative brainstorming and the exchanging of artistic ideas, but it is also a muse for inspiration. With its walls covered with works by Saudi artists and photographers, the café doubles as an intimate exhibition that allows you to see the talent of Saudi up-close and personal. But the eye-candy doesn't end with the artwork on the walls... a meeting place for young professionals, Chai and Ba is a personal favorite hangout for the design team who can always be found sipping on their vanilla tea, discussing ideas for future issues, and scouting for fresh talent! So the next time your driving down Rawdah Street, stop by Chai and Ba and order a cup of hot, creative inspiration!



TITLE:
THE NEW FAYROUZ

WEBSITE:
["HTTP://WWW.FACEBOOK.COM/PAGES/MAY-NASR/31304165110?REF=TS"](http://www.facebook.com/pages/May-Nasr/31304165110?ref=ts)

WRITEN:
 BY MARRIAM N. MOSSALLI



Ever heard of May Nasr? Well you should have. Inspired by the songs of Fayrouz, Zaki Nassif, Ahmad Kaabour, Julia Boutros, Marcel Khalifeh and others of the same caliber, May has gradually gained regional and international recognition over the past ten years for her angelic voice and old soul. Mentored by the great Lebanese sound engineer, Farid Abou El Kheir, and his lifetime friend, Mr. Zaki Nassif, May reveals, "Farid is my mentor and spiritual father. He took me under his wings in terms of music direction." Mrs. Badiaa Sabra Haddad, former vocalist of Fayrouz, started training May in 2004 and has helped May refine her natural talent into a message of love and hope for her country and people. With remarkable support from friends and family, May launched her first CD, Lil Ghaly. "I am dedicated towards playing an active role in creating positive change in the Arab community, both locally and abroad, through my career profession and by performing songs dedicated to bringing people back to their heritage and roots of origin."



D-BOOK

TITLE:
COVERING ISLAM

BY EDWARD W. SAID

WRITEN:
BY MARRIAM N. MOSSALLI



How the Media and the Experts Determine How We See the Rest of the World
If you've watched any news besides AlJazeera lately, you'll see that the Western media isn't exactly our biggest advocate. You turn on the news and a small number scrolls across your screen and that's about the extent of coverage for the rising casualty number of Palestinians being massacred in Gaza. Now more than ever, we must become aware of the tremendous influence the media's coverage of Islamic states has on the world.

Dr. Edward W. Said, a Palestinian born in Jerusalem, has written a book that "examines the origins and repercussions of the media's monolithic images of Islam. Combining political commentary with literary criticism, Edward Said reveals the hidden assumptions and distortions of fact that underlie even the most 'objective' coverage of the Islamic world."

So tonight, turn off the news and pick up this book. You won't regret it.

D-MOVIE

TITLE:
HOUSE OF SADDAM
HBO MINISERIES

WRITEN:
BY MARRIAM N. MOSSALLI



If you're a fan of the HBO® series, The Sopranos, then you'll definitely not want to miss the House of Saddam! Just like the dramatic Mafia series, House of Saddam focuses on a man of power and the people within his inner circle. The four-part miniseries also offers a fresh perspective on the dictator, retelling events from inside the very heart of the regime. His intimate relationships, his private thoughts and his actions behind closed doors are both analyzed and scrutinized to expose the true essence of the infamous Saddam.

The international cast includes Igal Naor ("Rendition," "Munich") as Saddam Hussein; Oscar® nominee Shohreh Aghdashloo ("House of Sand and Fog") as Saddam's first wife, Sajida; Philip Arditti ("10 Days to War") as Saddam's oldest son, Uday; Said Taghmaoui ("Vantage Point," "The Kite Runner") as Saddam's half-brother, Barzan Ibrahim; and Christine Stephen-Daly ("Casualty," "Cutting It") as Saddam's mistress and subsequent second wife, Samira.

Visit Inner Circle on HBO's website to click on characters and learn more about the trusted advisors and family members that make up the House of Saddam:

<http://www.hbo.com/films/houseofsaddam/innercircle/index.html>

For a behind-the-scenes clip, visit:

<http://www.disinfo.com/content/story.php?title=House-Saddam-Behind-Movie>



Besides the fact that the Louis Vuitton Speedy is the ultimate bag for the jet-setting woman, there is another reason to go out and purchase this signature purse: the new Stephen Sprouse collection. LV designer, Marc Jacobs has launched his new 2009 collection of Sprouse-inspired goods in a tribute to the late artist's pioneering designs. A 1980s mix of uptown sophistication with a downtown punk and pop sensibility, these new designs are young and hip and therefore, a perfect balance to the refined, luxury label of Louis Vuitton. The graffiti (1983) logo bags Sprouse designed in collaboration with Marc Jacobs for Louis Vuitton in 2001 sold-out instantly. For Fall 2006, Marc Jacobs utilized Sprouse's 1987 graffiti leopard images for handbags, shoes, and scarves for Louis Vuitton, which were also a huge hit! So take Design's advice and don't miss out the new collection! Adorned with graphic roses in hot pink and red, the new line is a beautiful homage to the art of design!

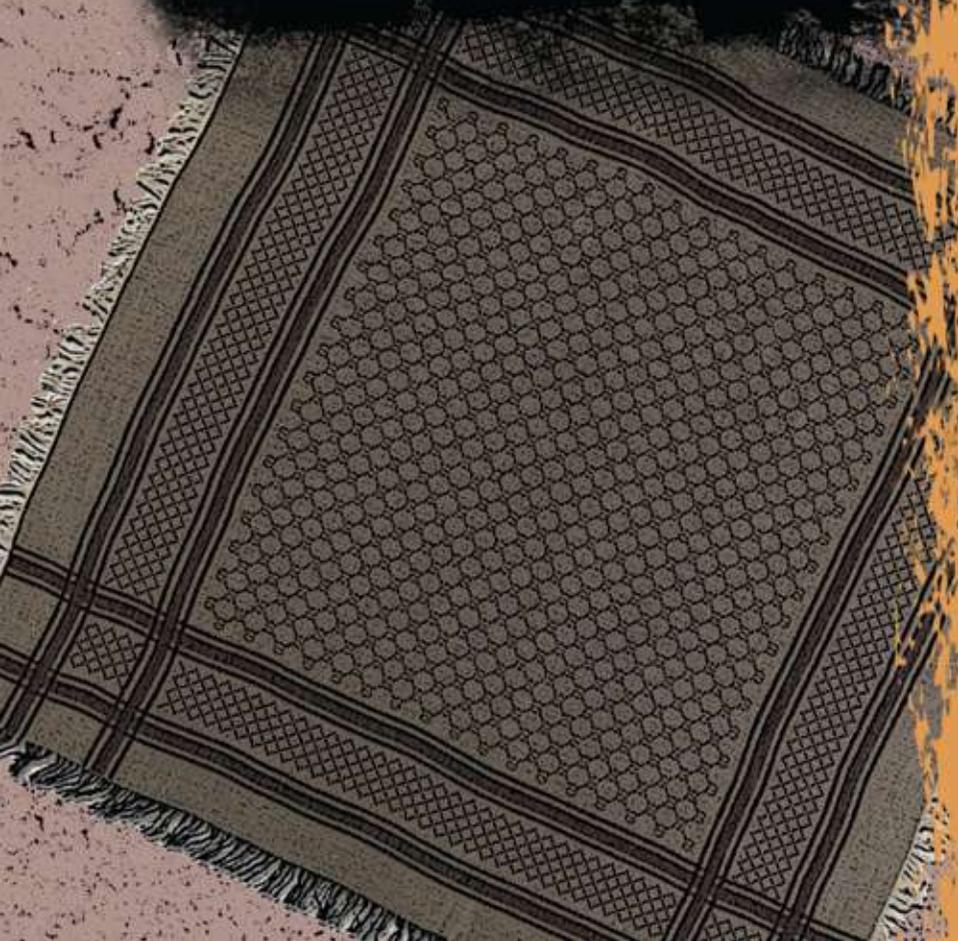
DECT

D-PRODUCT
OF DESHAK

TITLE:
L.V. STEPHEN SPROUSE
COLLECTION
& GUCCI SHOMAGH

WRITEN:
BY MARRIAM N. MOSSALLI

Gucci Kaufiya Scarf
Show-off your support AND be fashionable! The ultimate accessory for the man with style, the new scarves from Gucci's Spring-Summer 2009 collection have reinvented the Palestinian kaufiya (or in Saudi, shomach) into a trendy, yet luxurious addition to any outfit. So show your support and your fashion sense with this hip Arab-inspired scarf available in a variety of colors and materials! Oh, and feel free to purchase one for your significant other... this scarf is unisex and just as hot on a woman



TITLE:

TRUTH IN ADVERTISING

WEBSITE:

HTTP://WWW.YOUTUBE.COM/WATCH?V=GO_VTQTXCHY

WRITER:

BY HISHAM MOSSALLI

Some Title or Whatever

I'll be honest with you. We needed to fill this space with something. Sure, we could have featured the latest video of Saudi Skating (check it out if you haven't already) or Egyptian commandos biting into live animals, but why make the effort? If you are reading this article then we have already done our job filling out the necessary advertisement space and our monthly paycheck will be on its way regardless. So what do we care about content? Honesty can be so refreshing and humorous. This issue's D-Video "Truth in Advertising" uses the honesty formula to present a satirical look at today's corporate advertising process.

