Designers
THE DESIGNERS NETWORK
مجلّة التصميم السعوديّة الأولَى
THE ANNUAL
عرب DESIGNERS
SHOWCASE
2010

Design Samuele Mazza - Alessandro La Spada

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Jeddah 1: Alrawdah street-beside the saudi fransi bank. Jeddah 2: Almalek road-etwal mall
Riyadh: Abdullah salman ben hamdan street. khobar: Alkornesh street-gesebe village.

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Designed by Rola Dashisha

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Malls أسواق

Al- Andalus Mall – Latifo
Al Rashid Mall – Glamour
Ana Special Mall
I love Hishma – Lillies
Aziz Mall – Latifo
Basateen Mall
Noon – paper Moon – Food Court
Rad sea Mall
Champions – Crunchies – Kalimah – Musalli Jewelery – Noon
Roshana Mall
Garra Rufa – Virgin Meag Store – Armand Basi – Diktons
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Stars Avenue Mall
Champions – Deera Café – Pianegonda – Pomellato
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FIKRA PUBLISHING

SUPER ORDINARY

An exciting idea becomes boring with time. Inspiration becomes hard to elicit when everything around you seems common and stale. As designers, we are always looking for that next new adrenaline rush, the next concept that could potentially catapult us out of our rut and spark the beginnings of a new concept and idea.

Specifically, here in Saudi Arabia, most designers and artists feel that society leaves a lot to be desired in terms of sources for inspiration. I, personally, feel that the era of great events has ended and nothing life altering or innovative can happen in our times, and it's as if the world has been shook to the core until it became still.

Design issue 13, brings a new design concept, which borrows from the ordinary in order to create something superordinary. Everyday objects from our society can be played and experimented with in order to innovate it into something entirely new that shakes and inspires.

Everyday objects and sources of inspiration within our society can be transformed to create a design from our own society that is new and superordinary. We gathered vocabulary from familiar global items and attempted to alter it to present a new design and idea that completely changes the perception of the item, whether it be low-waist jeans, a mobile phone or a local phrase.

After two years of the magazine presenting ideas, the idea now, is how to present a new idea that can shake and inspire innovation.

Cover photography : The passionates

خلود عطار

KHOLOUD ATTAR
founder/creative director

We would like to thank all of our supporters for this issue: Abdulrahman Attar, Shahenaz Sabban, Naila Attar, Shahd Attar , Suhair Gurashi , Maan Bajnaid, Dima Shnieder,Tamer Tayeb, AbuBakir Balfaqih, Nahar Al hamrani, Hany Solaiman and to YOU

FAMILIA
الفاميلية

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founder/creative director

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editor - in - chief

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FEEDBACK

Hey
My name us Abdullah Bokhari and I just found out about your magazine yesterday and i love it. You have done a great job :D I'm also a graffiti artist and I can't wait to share my work with you. best wishes for a wonderful magazine
ur FAN

Dear Mr. Bokhari,
We'd love to check out your work. Please email us some samples of your work to info@d-magazin.net.

Dear Design magazine,
I love the magazine and its good to see the artistic talent in Saudi come out through a lively medium. Please could you add me to your mailing list as I am in and out of Jeddah and miss out on some of the publications. Thanks!
I wish you all the best and hope you continue with the magazine.
With best wishes,
Naqiyah Sultan

Dear Mrs. Sultan,
Thanks for your well wishes. We'd be happy to, please go to our website www.d-magazine.net or call Bader Saleh at the Design office at 026822810 and you can subscribe to both the magazine and the mailing list. Glad to have you with us!

Dear Kholoud and the Design Team, Congratulations on who you are and what you do. You're truly pioneers and I am sure you will make a difference, a huge positive difference. I wish you all the best.
Mohammad Alshaya
Job title: GM
Company: Ittijah Consultants for Architectural Engineering

Dear Mr. Alshaya,
Thank you for your words of encouragement and support. We do aspire to make a positive contribution to the art scene here in the Kingdom, and with readers like you supporting us, I hope that we succeed in this together.

I go to casper & gambinis just to read your magazine there. And every time i ask the waiter if can i take it home! Its a very lovely magaizne, and i think its the only one like it in Saudi Arabia. I wish you all the best and I wish all the others to do the same thing and make there own magazines we want Jeddah to be the core of art in the country.
From Majed Al Omari

Dear Mr. Al Omari,
Thank you for your encouragement. You don't have to get your copies of Design from Caspers, go to our website www.d-magazine.net, subscribe and they will be delivered right to your door every other month!

We would like to congratulate the talented team behind Design Magazine who make it possible for readers to connect with the world of Design. While paving the way for many inspiring artists to emerge from the Kingdom and this region…you are redefining the way this industry is perceived on an international scale… BRAVO!

Warm Regards,
leena al-sabbagh
Papermoon Business Manager

Dear Ms. Al-Sabbagh,
Readers like you, make this magazine worthwhile. we couldn't do it without your support. Thank you!

Share your thoughts at: info@d-magazine.net

EVENTS

GRAPHIC DESIGN COMPETITON
POP ART STUDIO
YTREND
SALWA ZAHID
aBSENT

PEOPLE

PROFILE: yones duret
EMERGING TALENT : mohanad shuraidah

REVIEWS

ARCH : wadi hanifa
Graphics: paperholic
Adv: creating a revolution
INTERIOR: designer picks
RETAIL: architect by day, designer by night art
PHOTOGRAPHY: the passionates
PRODUCT: divine jewelry
ART: huda baydoun
Multimedia :magic
Sound : nifty bleeps & nostalgic feats
Culinary : food art anyone

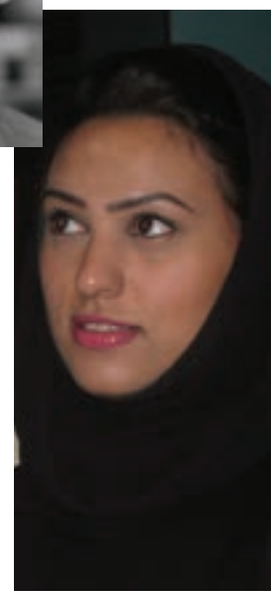
CLUB

Movie : Identity of the soul
Book : somewhere in the middle of my mind
Tube : fatima al-qadiri
Sound: aziza mustafa zadeh CD
Product: parrot zikmu wireless speakers
Game: 3azeezi

CONTRIBUTORS

Yasser Alireza

Coolest artistic event:
The Dubai Jazz Festival
Favorite Resort:
The one in my head
Quirky combination:
Kunafa bannana sunday: with whipped ice cream. whipped cream, nuttela, nuts and bananas.
Favorite Artist:
God
Favorite Writer:
Mitch Albom
Favorite Film Maker:
Walt Disney

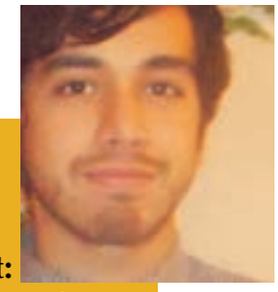


Rima AlMukhtar

Coolest event this year:
The coolest event I went to in this year, was a Ramadan event at Bayt Naseef in Al-Balad There were cultural performers showing how they used to live in Jeddah in the past, and especially during Ramadan.
Favorite beach resort:
Palm Beach in Cannes, South France
Your strangest must have comb - nation? I love dipping pop corn in Tabasco and vinegar…it just tastes better

Tuline Malecki

Coolest event ever:
the Cannes Advertising Festival in June 2008. It's the most prestigious of all advertising festivals and it felt amazing being a part of it and present at the award ceremonies.
Beach spot:
Matakana, New Zealand



Rayan Khayat

Artistic event to rave about:
Sasquatch music festival in Washington State. So many of my favorite bands and the gorge where it took place was breathtakingly beautiful.
When in the mood to beach it:
Anywhere back home (Jeddah) because that usually means I'm going with a group of close friends
Can watch any film made by:
Jean Luc-Godard

Bessma Attar

Coolest event:
The coolest cultural event I've been to was a cruise ship in Bahrain that was supposedly hundreds of years old. It was supposed to be something of a legend like the titanic was; except this one didn't sink.

My favorite writer of all time is Stephen King. Naturally because he is so talented; I mean he can scare the pants off me anytime. I also adore the fact that he was once unsure of himself and his writing. He was a teacher living in a trailer with his wife who believed in him and helped him make his dreams of becoming a writer a reality. He actually wrote the first few pages of Carry one night, and then tore them and tossed them out in the trash. He thought it wasn't good enough. His dear wife, found them, read them and brought them back to him. She said, "It's good! Finish it; I want to know what happens." And so, he finished it, and soon after he got an advance on his first check. I find it a truly inspirational story...

فيلم

د

فكرة هذا العدد | ISSUE CONCEPT

Creative direction:
Nossaibah Sharaf .
Rayan Khayat .
kholoud Attar

Art Direction and Photography:
AbuBakir Balfaqih
(The Passionates)

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Salwa Zahid Art Exhibition
@ Bandar Designs

On August 28th, a very talented Saudi artist, and Jeddah l - cal, Salwa Zahid, debuted her work to the public at Bandar Design Gallery on Arafat St. Using black and colored markers, Salwa's work orients the viewer's eyes to a new feminine mystique. Some colorful, some monochromatic each canvas shares a story, two-lovers' embrace, a silhouette, a portrait, a landscape. To check out Salwa's work go to her facebook fanpage.

POP STUDIO EXHIBTION
@ Bandar Designs

Mazin Al-Jeffery, the artist behind PopStudio held his first exhibition at Bandar Design studio, the hip new place for young artists to make their first artistic appearances. Mazin's work comprised deep and emotionally charged graphics, that were juxtaposed against bright colors and bold calligraphy, the latter being an expression of his loyalty towards his Arab roots.

Each art composition demonstrates Mazin's love for pop art, vibrant colors, iconic figures like Audrey Hepburn and bold nostalgic objects. He may be only at the beginning of his artistic career, but he's already left the audience with a strong impact and thirsting for more. The exhibition gives a great impression for the graphic services that PopStudio offers. Design magazine will definitely keep tabs on this up and coming artist as his future looks very colorful indeed. To check out Mazin's work or his graphic service offerings, visit www.pop-studio.net. e.

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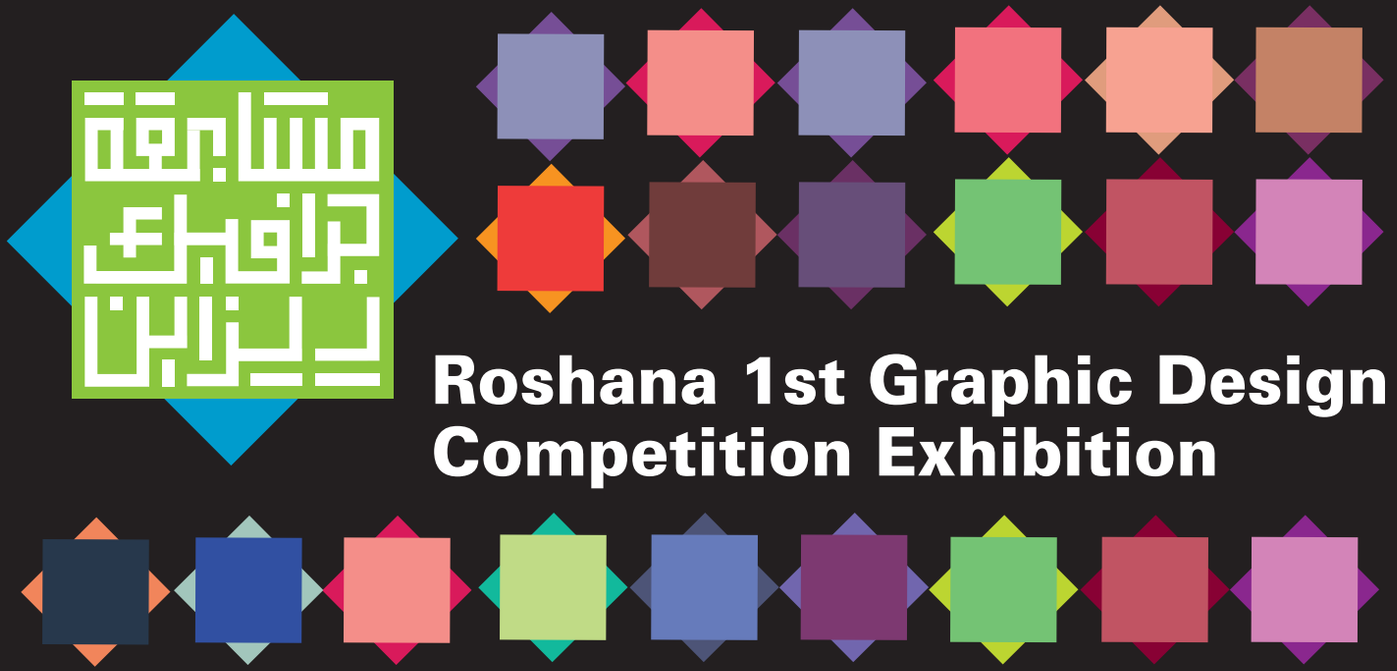

Jeddah's Graphic design competition was held in August in Roshana Mall sponsored by Design Magazine and Virgin Mega Stores. Under the patronage of Roshana's social initiatives aiming at supporting local talents, the competition was organized by InsideOut Events, which is run by Saudi youth.

The competition was divided into three small competitions where graphic designers stayed hours to come up with the right idea that supports the theme.

The first theme was called beat the heat, which Jawaher Abbar and Basmah Felimban won. The second category was Commercialism, which Faisal Khayyat and Hashim Abdullah won. The grand prize competition, the Ramadan Awareness Campaign, was won by Sohaib Juha and Ahmed Al-Agel.

Location Tahlia Roshana Center Jeddah - Tahlia Street

www.tahliaroshana.com

YTREND

@ Stars Avenue

YTrend is the new modern abaya located in Star Avenue Mall on the 2nd floor. This husband and wife duo partnered up to translate the latest of local and international fashion trends into trendy abaya flair. The Y refers to the designer's name, Yasmeen, and also to the Y half of the XY chromosome combo, which alludes to their partnership. Check out Ytrend at Star Avenues, their facebook page, or call for further details 022754572 and 0501212154.

CAFE LENÔTRE

@ Teatro Mall

An outstanding and exquisite French patisserie, Lenôtre is a place where you can find delicious and attractively presented desserts, and delightful international dishes, the Lenôtre Ice-cream Mini Macaroons are not to be missed. Food represents art, where the dishes are artistically served as consumable artwork and pay tribute to the chef as an artisan. Candle light illuminate an orange blossom and brown color palette, and create an intimate ambience. The close seating arrangement, however, doesn't lend itself to sharing private conversations.

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The New Neo-Orientalist

YOUNES DURET
يونس

By: Mariam Polding

When taking inspiration from the ordinary and tran - forming it into something jaw dropping and superor- dinary, no one designs it better than Younes Duret, the mind behind the Younes Duret Design madness!
The French educated, half Moroccan, half French pro - uct designer sensation, is turning heads in the design community by transforming banal-oriental into neo-ori- ental. Design magazine catches up with the neo-orien- talist, according to the Moroccan magazine Maisons du Maroc, to learn about his trade secrets, how he brings the medina home and what's next for the thirty-some- thing design star…

Your designs seem to be modern interpretations of Arab and Islamic designs. How would you describe your style, and where does your inspiration come from?

In Arab countries, the people, culture, energy, and the arts are all very strong. I thought it would be interesting to create things that are for Arabs and used by Arabs.

Like my Bibliothèque zelli (bookcase); I thought, the d - sign should be simple, easy to use, and easy to produce. For me, it's beyond taking the idea that I'm going to use an Arabic motif and design a product based on this con- cept. People know my work as neo-oriental, and I like this idea, because, generally people classify my work as modern-oriental, and I hate that, because oriental can also be modern. So I like the idea of neo-oriental better, because it just means new. But, it's not the only thing that I do, I can do anything, it's all about perspective.

الشرقي الجديد : يونس دوريت

عند الاستلهام من الأشياء العادية و تحويلها إلى أشياء استثنائية و مثيرة للدهشة ،
فإنه لا يوجد أفضل من تصاميم يونس دوريت، العقل المدبر وراء تصاميم يونس دوريت الفريدة.
فرنسي مغربي، ذو تعليم فرنسي ، أحدثت تصاميمه ضجة كبيرة عن طريق تحويل ما هو شرقي قديم إلى شرقي حديث.
التقت مجلة ديزاين الفنان دوريت للتعرف أكثر على أسراره و خطواته القادمة.

تصاميمك تحمل تفاسير إسلامية و عربية ، كيف تصف أسلوبك؟ و ما هو مصدر إلهامك؟

تمتاز البلدان العربية بالكم الهائل من الناس و الثقافة و الطاقة و الفنون ، و اعتقد أنه من الممتع خلق أشياء من العرب و إلى العرب. فتصميم (Bibliothèque zelli) و هي خزانة للكتب ، تصميم بسيط و سهل الاستخدام و أنا أعتبره أبعد من كونه اقتباس لفكرة عربية و ابتكار تصميم منها. فالناس يعرّفون عملي على أنه شرقي حديث و أنا أحب هذا الوصف و أكره وصفه على أنه شرقي معاصر ، لأن التصميم الشرقي قد يبقى شرقيا و لكنه حديث في نفس الوقت. و لكن هذا ليس هو الشيء الوحيد الذي أقوم به، إنما أستطيع تنفيذ أي فكرة و لكن من منظوري الخاص.
تعلمت عند دراسة التصميم في باريس كيفية خلق تصاميم من خلال وجهة نظر، و هذه الحركة نشأت بعد الثورة الصناعية في أميركا و أوروبا، و لطالما اعتمدت على وجهة نظر عربية ، باعتبار أن التصميم هو تحديد لوجهة نظر فإننا عند الانخراط في تصاميم عرقية فإننا إما أن نتجه نحو تصاميم شرقية أو غربية ، و أنا شرقي الجذور و الأصل و أستخدم ذلك في أسلوب تصاميمي ، و أنه لمصدر إلهاميّ بالنسبة إلي أن أتخذ من نمط هندسي عربي مصدرا لتصميم شيء ما.

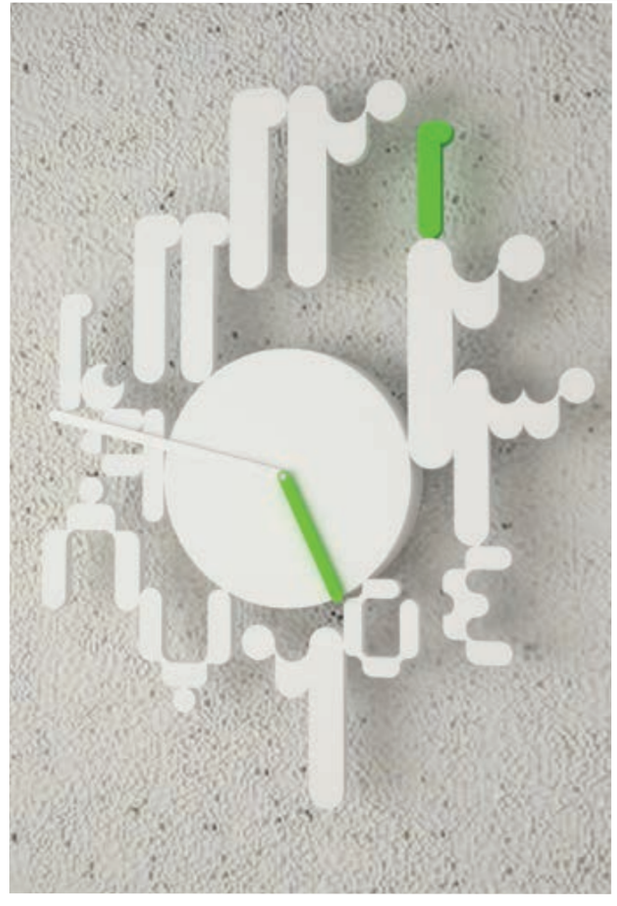
يميل الناس في العالم العربي إلى التصاميم الأجنبية، و يعتقدون أن أفضل التصاميم هي التصاميم الفرنسية و الايطالية ، هل لمست ذلك من خلال عملك كمصمم في المغرب؟

هذا بالتأكيد صحيح، فإن الترويج لشخص من فرنسا أو من الخارج أكبر بكثير من الترويج لأي شخص حتى و لو لم تكن أعمالهم جيدة، و كذلك الإنتاج، فإنتاج أعمال لي يشكل كلفة أقل باعتباري في العالم العربي و لكنهم يميلون للإنتاج لمن هو غير عربي، و ذلك لأن لدينا فكرة أن ما هو في الخارج أفضل مما لدينا في الداخل.
و لكن الجيل الجديد في المغرب مختلف و يقدر انفرادية ما لديهم من ثقافة و يرغبون بالتعبير عن شخصيتهم و عرقيتهم في تصاميمهم.

للإطلاع على بعض أعمال يونس دوريت و معرفة ما هو جديد زوروا موقعه الالكتروني على .WWW
younesdesign.com

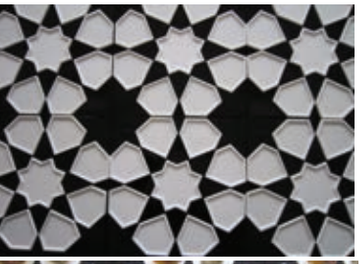
the new generation in Morocco is different, they appreciate their uniqueness as a culture and want to bring their own personality and ethnic touch through in their design.

When I studied design in Paris, they teach you how to create designs from an occidental point of view, this notion arose after the industrial revolution in Europe and America. However, I always thought about designing from an Arab perspective. Design is really a point of view, and we are engaged in ethnic design when we start designing according to the orient or occident. The orient is my root, my origin, and I use this as my design style. It's an inspiration to take an Arabic geometric pattern and to design something from an orientalist perspective.



Speaking of the Bibliothèque zelli, it's absolutely stunning! And very mathematically precise, not a single screw or nail is used to assemble this piece. Tell me about how you came to create this piece, and also what it felt like when you won an international design award for it?

I always wanted to work with geometric patterns. When you take the star in the center with 5 borders, there can be so many different meanings, and I love the story you can create with the geometric form. So I wanted to take something with this form and make it useful, and easy to produce. I hate doing something just for the sake of style, but I love designing when thinking about many different aspects of the product like easy assemblage and playing with the form. My Bibliothèque zelli bookcase was classified in an American website as one of the best 10 bookshelves in the world. They said it looks like a snowflake. That's so interesting because that wasn't the intention, but it's open to interpretation. There's something interesting about designs that have an international appeal. When you have an award or something, it's a really great feeling, but my true award is to see people use my products. When you create a product, you are in a virtual world, so to know my product is used by people, this is my award.



In the Arab world, people tend to love most things foreign, especially when it comes to design. And if it's Italian or French, then for some reason that means it's even better. Is that true for your experience in Morocco as a designer?

It's definitely true. As soon as it comes down to business, when someone is from France or abroad, the design houses will bring them and promote them, even if their work isn't that good. Even if it may be less expensive to produce my designs, because I'm in the Arab world, and I have more diplomas then another designer, or have received many more awards, they will always lean in favor towards the non-Arab. There's this notion that what is outside is better than what we have inside. But, I think the new generation in Morocco is different, they appreciate their uniqueness as a culture and want to bring their own personality and ethnic touch through in their design.

Pimp Souk Collection is, oh, so pimp! What comes first, the product concept or the product name?

It's always the product, I never think about the name. It was for a restaurant. The idea came from all the things that you see in the medina in Marrakech, something you always see is the guy carrying things on his cart. So I redefined it, I added fancy big wheels, a comfortable sitting area, tacky lights underneath and the end result was this trendy design that's really pimp. I believe that humor is the best way to give happiness to people. It's better to play with humor than to be serious when doing something. There's a lot of love, humor and passion in my designs, and the link between all my creations, is that they are all about love, fun, humor and passion.

I really love your sofa Ransa as I'm an avid reader myself, but I have to say, the sofa doesn't look particularly comfortable...am I wrong?

You have to understand that its 140cm deep, x 180cm x 87cm, so it's a sofa that's like a bed, actually, it's almost the same size as a bed.
I wanted to create the illusion that you are floating on your books. Ransa is the name of my Mother, it's dedicated to her and her love of reading.

The Marrakech 4 Ever wall stickers are hilar - ous. Have people been intrigued enough by them to want to bring the outside in?

This was a project for a restaurant. All re - taurants try to outdo one another, it's always about the most beautiful mosaic, the most gold ornamentation, and they try to imitate palaces. Yet, to me, when you walk in the medina everything is beautiful, so when you bring that into the restaurant or into the house, you will make it beautiful. So, I thought I will shoot really funny pictures and bring them inside of contemporary houses. It's more about trying to be proud of what we have and honor our surroundings, because the people in the medina are what make the palace beautiful, not the other way around.

I think you've redefined gourmet experience with Zellifood. What was the concept for the client that you produced Zellifood for?

In France there's an association that works with an occidental designer and chef in order to create something new. This product was inspired by the Moroccan zillij tiles, which are cut and made entirely by hand. I applied that concept to the design, we put the food on the white part to use as plates, so when it's set against the black, it's a play with colors. The food looks more artistic, because you can play with the layout, and the chef becomes an artisan. Club Med loved the concept so much that they bought the concept and use it in all their hotels in Morocco.

So what's next in store for Younes Duret Design?

There's something cool coming with Chamoos, the camel head resin sculpture measuring 45cm x 80cm x 71cm, created by me. My design house along with David Bloch Gallery are arranging an art challenge where 10 Chamoo's will be designed and interpreted by internationally renowned art- ists of David Bloch Gallery that are recognized by Urban Art…Mist, Sebastien Preschoux, Tanc, and Alexone Dizac. Moroccan artists such as Has- san Hajjaj and Larbi Cherkaoui will be alongside internationally recognized artists who recently participated at prestigious exhibitions at the Pom- pidou Centre, at the Louis Vuitton space, and at the foundation Cartier. The exhibition will be held from December 1 – 15 at David Bloch gallery in Marrakech.

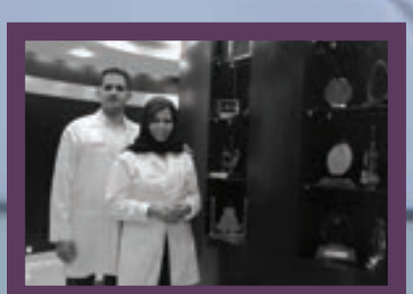
I've also designed a new chair, accompanied by a table, called tarboush, both products have the same base. It's like an armchair, but I had in mind to design something feminine and round with pil- lows that would be very colorful. To me, the chair is like a piece of calligraphy with a wonderful shape.

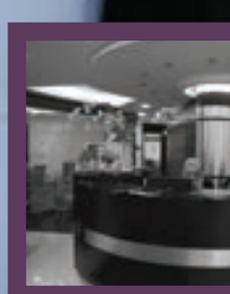
The Minizelli is a miniature version of our Zelli Bookcase, measuring 100 cm x 100 cm x 25 cm . Where our Zelli was available only in black and white, the Minizelli will be available in every color.

To acquire any of the pieces featured in the a - ticle or to check out some of Younes Duret's other amazing pieces, and to get a sneak peak and what's new, check out: www.younesdesign.com/

A New Vision in Dentistry

The Perfect Pearl Necklace is Found in Your Smile





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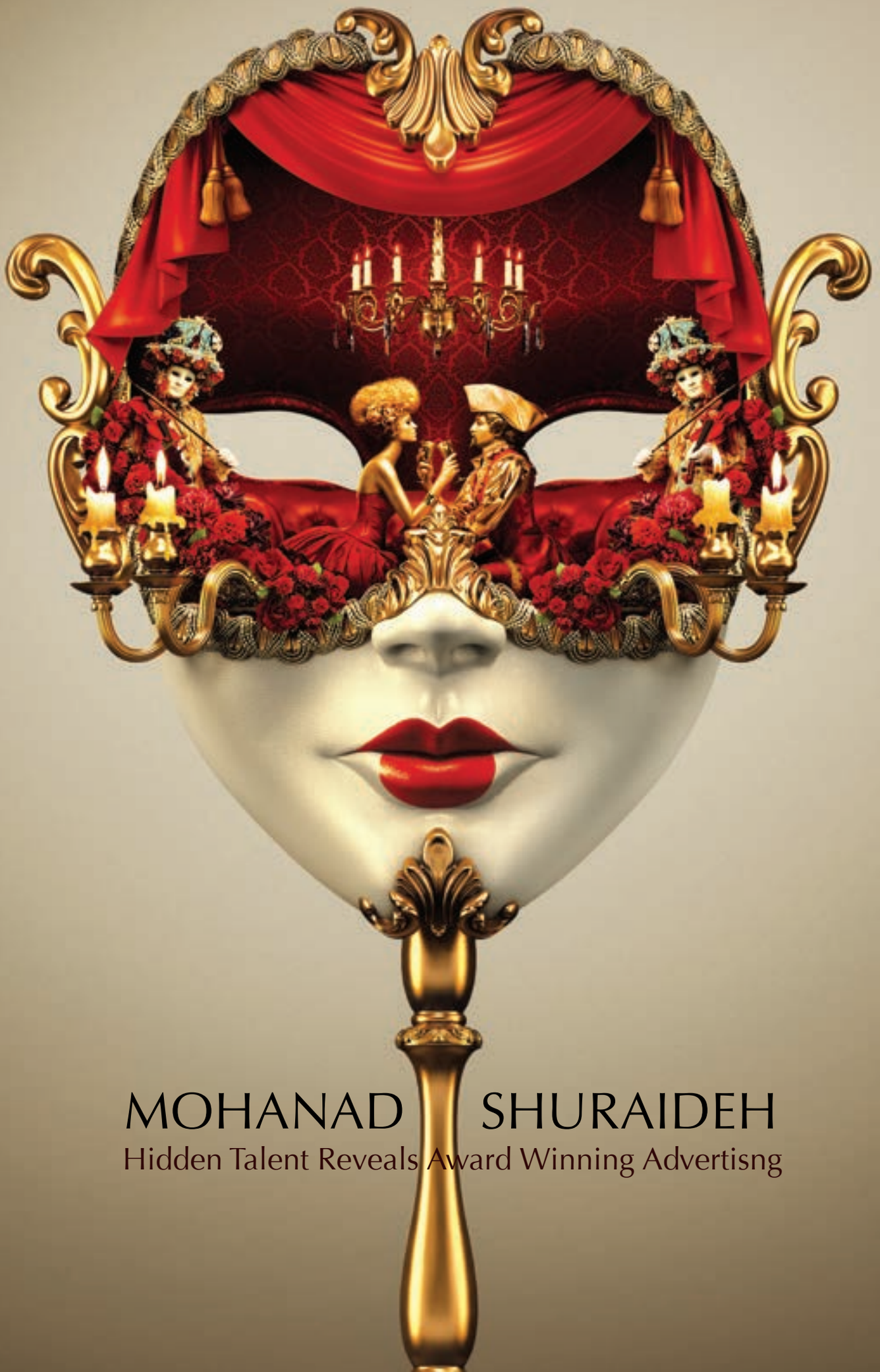


MOHANAD SHURAIDEH

Hidden Talent Reveals Award Winning Advertisng

From computer science, to award winning art director, we speak to Jordanian born ad man, Mohanad Shuraideh. Just by looking at his work we can conjure up that this talented young man is infused with colour, passion, creativity and optimism. Let's take a closer look into what makes Mohanad such an extraordinary art director.

Where did you go to University and what did you study?

I went to university in Jordan, Amman and I studied computer science. But after holidaying in Europe, I was drawn into the creative world.

When did you discover your passion for advertising?

Well that's a funny story actually! My brother needed some help designing a logo and a stand for an exhibition in Jordan, which I miraculously managed to do, given that I had never done graphic design before. Apparently I did quite a good job designing it, and received a lot of credit for it.

I had never really thought of graphic design as being a career path, perhaps because in Jordan it isn't seen as a highly regarded profession. Nonetheless, I pursued my newly found interest and obtained a degree in Graphic Design, which would lead me into the world of advertising.

Where does your inspiration come from?

My mother. Although she has never pursued a career in art, she is talented by nature, whether it be her attention to detail or her doodles, which always surprise us and are in fact amazing drawings.

موهبة خفية تكشف عن إعلانات تحصد جوائز

من هندسة الكمبيوتر إلى مخرج فني حائز على العديد من الجوائز، رجل الإعلان الأردني مهند شريدة ، الذي من خلال التمعن في عمله يمكن اكتشاف أن هذا الرجل موهوب و مشحون بالألوان و العاطفة و الإبداع و التفاؤل.

كيف اكتشفت شغفك بالإعلان؟

إنها قصة مضحكة بالفعل، فقد احتاج أخي بعض المساعدة في تصميم شعار و منصة لإحدى المعارض في الأردن، و الذي تمكنت من القيام به بأعجوبة مع أني لم أعمل على أي تصميم من قبل، و كما يبدو فقد كان التصميم جيداً و تلقيت عليه الكثير من الإطراء.

لم أكن اعتبر التصميم مسارا مهنياً لي، ربما لأنه لم يؤخذ على محمل الجد في الأردن، و مع ذلك فقد واصلت اهتمامي بما اكتشفته في نفسي و حصلت على شهادة في تصميم الجرافيك و هذا ما أخذني إلى عالم الإعلان.

ما هو مصدر إلهامك؟

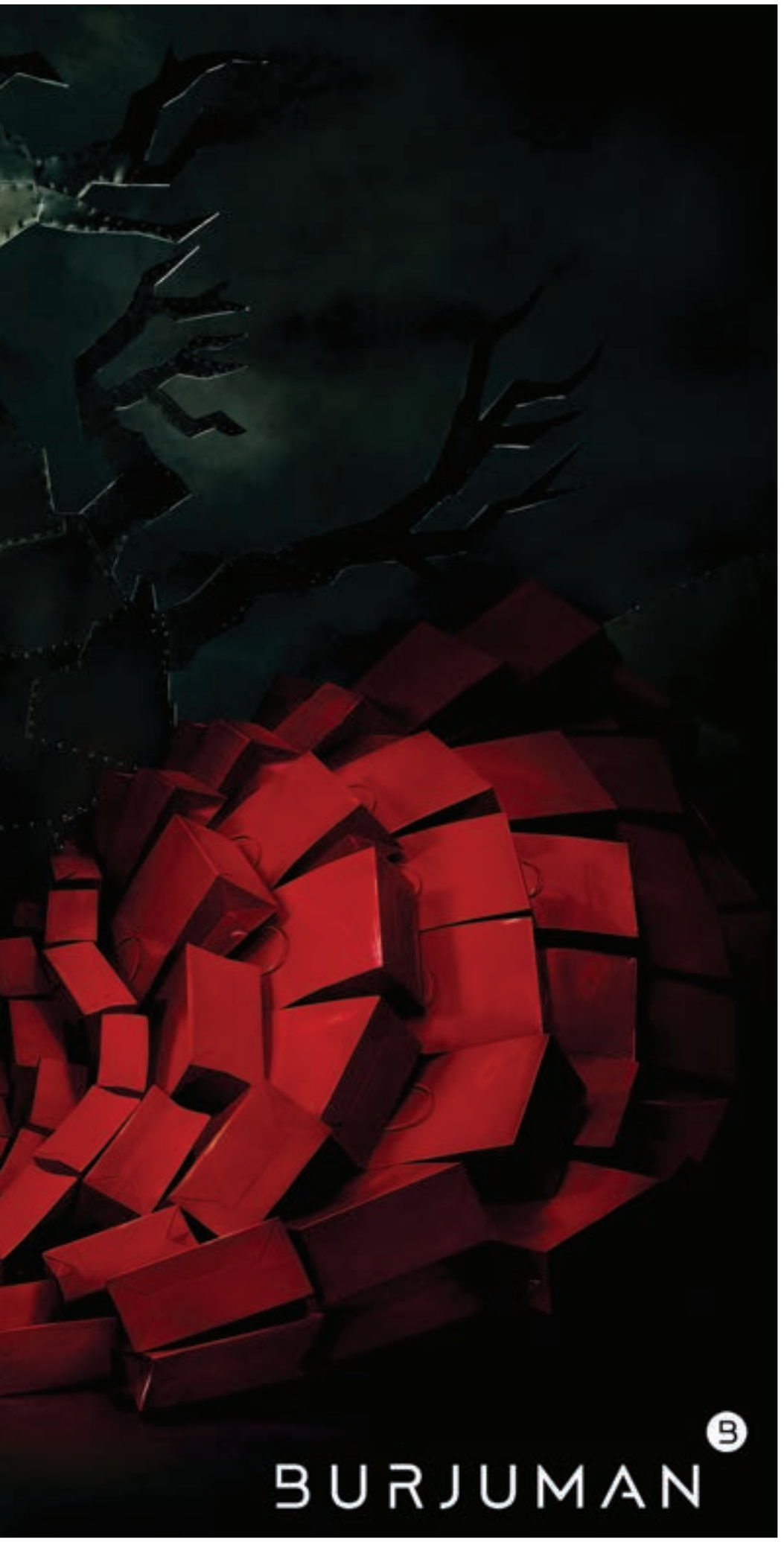
والدتي، على الرغم من أنها لم تعمل قط في مجال الفن، و لكنها موهوبة بالفطرة ، سواء أكان ذلك باهتمامها بالتفاصيل أو عن طريق رسوماتها التي نتفاجئ بها باستمرار و التي تشكل في الحقيقة رسومات رائعة.

يعتقد الناس أن الموهوب يولد بالفطرة موهوباً ، هل كنت تشعر أنك تتجه نحو الإبداع أم أنها كانت مفاجأة؟

اعتقد أنها حدثت بشكل مفاجئ ، باعتبار أنني لم أكن ملم بجميع جوانبها و لكنها تطورت معي من خلال نضوجي و سفري و اكتشافي للمزيد عن نفسي.

أردت أن أكون مهندساً معمارياً قبل ذهابي إلى الجامعة ، ربما كان لدي جانب إبداعي و لكني لم أكن قد اكتشفته بعد.

HOME TO THE FINEST LUXURY BRANDS IN THE WORLD. SHOP FROM HEAD TO TOE.



Do you think past experiences, i.e. what you've seen in life and what you've done, influence the style of your work?
Yes. I definitely think that experiences can shape the way you think and the style of your work. My work for example, is very detailed and my mother's artistic approach to life has definitely had an impact on me, as I too share the same quality of her meticulousness and attention to detail.

Some people believe that creative people are just born creative. Were you always headed for a creative role, or did it just happen?
For me, I think it just happened. It's not something that I knew all along. It developed with me as I grew, traveled and discovered more about myself. Before I went to university I wanted to be an Architect, so maybe I did have a creative flair before I realized its potential.

You've created a lot of impressive print ads. Would you say this was your favorite medium?
By far. I love print ads, it's a great challenge and accomplishment to successfully capture everything that needs to be said in just one impactful visual. It's also a very dedicated process, and you're a huge part of it all the way. From photographers, to re-touchers and stylists, you have to make sure that everything goes just the way you had envisioned.
How would you describe the way you felt at Cannes when you won an award?
It felt really great, but more surprising than anything. I wasn't even there to pick up my award so that just shows how surprised I was! But what made it an even greater achievement is that it was the first Cannes Lions award ever for TBWA/RAAD.
But what I value more than creative awards, is actual work that sells. After all advertising is all about selling, so when the ads I create resonate with people and lead them to purchase, then I know I've made a difference. One mustn't forget that good advertising is when you can capture the essence of the product, in a captivating and creative manner.

Do you find that nowadays clients in the region are generally more willing to take risks and adopt a more creative approach to their advertising?
Yes I think so. Clients are beginning to realize that we, as creative people and agencies, have the insight into consumer behavior and what connects with them. This gives the client security, which in turn allows us to get a bit more creative in our approach, as we keep pushing for more out of the box ideas and better ads.

So after hearing Mohanad's story, it seems that there might still be a few of us out there with a hidden talent. Some just stumble into it, and some help others out as a favor without thinking twice. Who would have thought that a simple act of kindness, years later could lead to a successful career in advertising?
I say you should never say you can't do something unless you try. And if you're not entirely sold on what you spent years studying, it's never too late to change career paths. You might just surprise yourself of what you are truly capable of achieving… naturally.

"I love print ads, it's a great challenge and accomplishment to successfully capture everything that needs to be said in just one impactful visual"

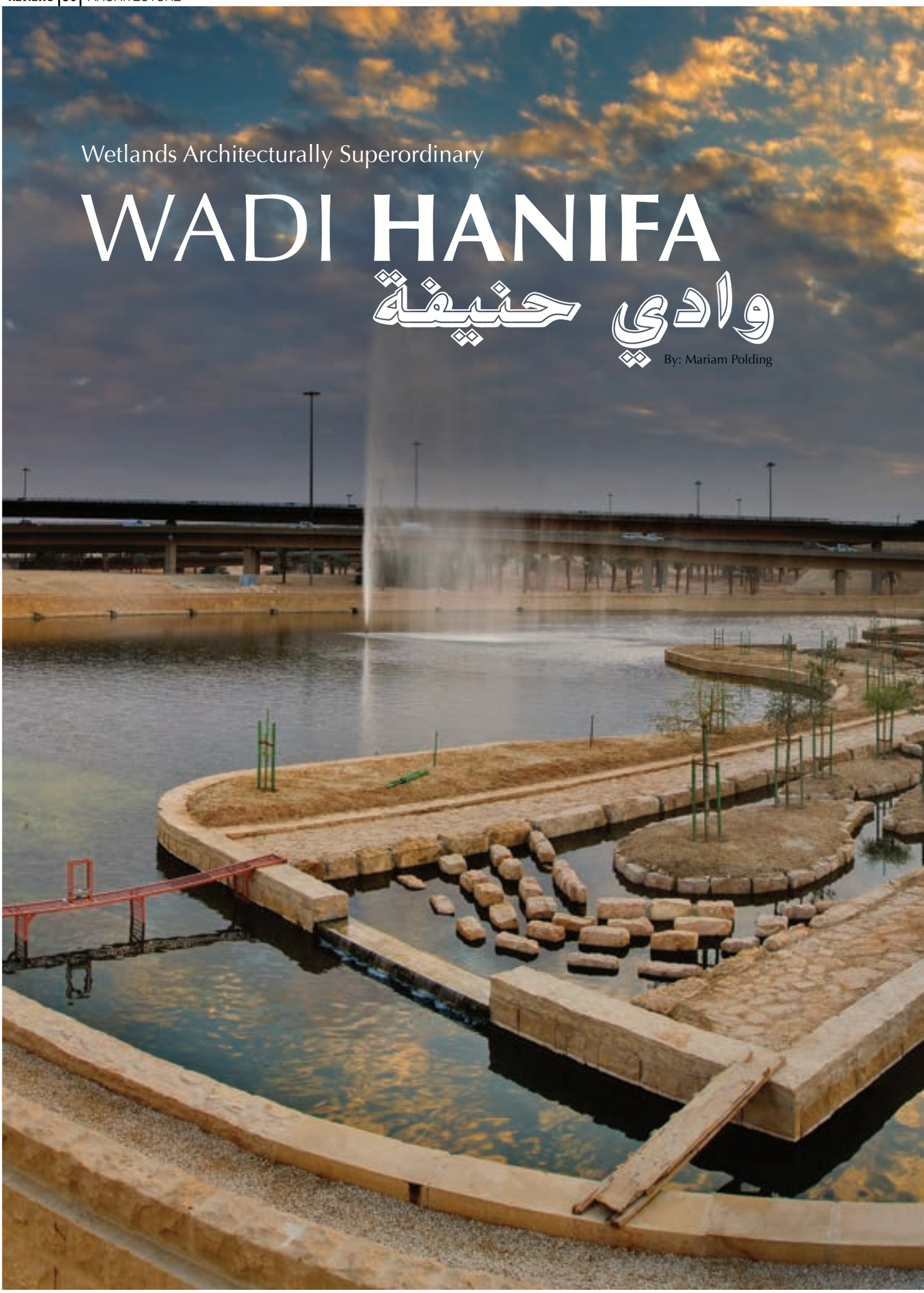
TAHLIA ROSHANA CENTER Jeddah www.roshanaretail.com Tel: 02 2634955 www.diktons.com ٠٢ ٢٦٣٤٩٥٥ ت : مركز روشانا التحلية- جدة

Wetlands Architecturally Superordinary

WADI HANIFA

وادي حنيفة

By: Mariam Polding



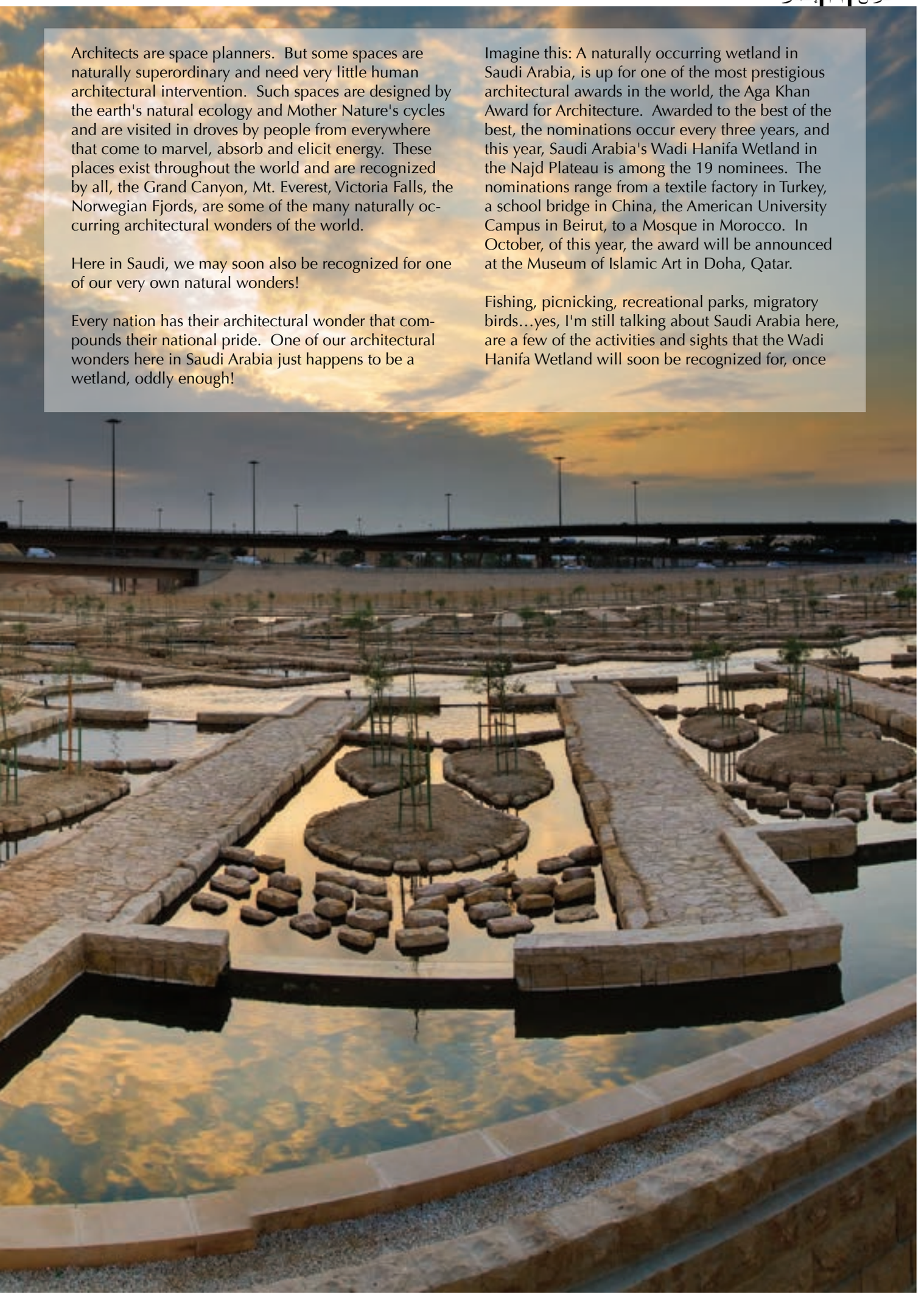
Architects are space planners. But some spaces are naturally superordinary and need very little human architectural intervention. Such spaces are designed by the earth's natural ecology and Mother Nature's cycles and are visited in droves by people from everywhere that come to marvel, absorb and elicit energy. These places exist throughout the world and are recognized by all, the Grand Canyon, Mt. Everest, Victoria Falls, the Norwegian Fjords, are some of the many naturally occurring architectural wonders of the world.

Here in Saudi, we may soon also be recognized for one of our very own natural wonders!

Every nation has their architectural wonder that compounds their national pride. One of our architectural wonders here in Saudi Arabia just happens to be a wetland, oddly enough!

Imagine this: A naturally occurring wetland in Saudi Arabia, is up for one of the most prestigious architectural awards in the world, the Aga Khan Award for Architecture. Awarded to the best of the best, the nominations occur every three years, and this year, Saudi Arabia's Wadi Hanifa Wetland in the Najd Plateau is among the 19 nominees. The nominations range from a textile factory in Turkey, a school bridge in China, the American University Campus in Beirut, to a Mosque in Morocco. In October, of this year, the award will be announced at the Museum of Islamic Art in Doha, Qatar.

Fishing, picnicking, recreational parks, migratory birds…yes, I'm still talking about Saudi Arabia here, are a few of the activities and sights that the Wadi Hanifa Wetland will soon be recognized for, once



the Saudi government and the Al-Riyadh Development Authority transform and restore it back into the oasis it was historically known for.

Saudi Arabia may finally have an opportunity to be awarded for being architecturally superior, yet the ironic part is, the project that we've been recognized for, is mostly naturally made.

So, how does a wetland go in the running for an architecture award?
Created in 1977 by His Highness the Aga Khan, the award is designed to enhance the understanding and appreciation of Islamic culture as expressed through architecture.

The idea is to recognize examples of architectural excellence, encompassing concerns as varied as contemporary design, social housing, community improvement and development, restoration, reuse, and area conservation, as well as landscaping and environmental issues. Through its efforts, the Award seeks to identify and encourage building concepts that successfully address the needs and aspirations of societies in which Muslims have a significant presence.

The selection process emphasizes architecture that not only provides for people's physical, social and economic needs, but that also stimulates and responds to their cultural and spiritual expectations.

A geographical anomaly located in the middle of the dry Najd Plateau, Hanifa Valley, the Wadi Hanifa Wetlands is at the heart of an ambitious government project to preserve and develop the area in an environmentally friendly manner.

With intense rainfall during short periods, flashfloods are common. A high percentage of the scarce rainfall instantly evaporates, while that which remains ends up as groundwater. However, with over US$100 million invested into the Wetlands for building dams and sewage treatment facilities, the downstream runoff has contributed to the expanding area of small lakes south of Riyadh. Since these developments, a new green corridor nearly100 kilometers long has been formed.

Also, the increase surface water along the banks of the Wadi, has led to the cultivation that's a source of national pride, the date palm. Another source of national pride, one of the largest oil refineries in the country, is

Anyone can send in a recommendation for an architectural project. If you are involved or know of an architectural project that people should know about, please share it with Design Magazine, and let your project be the next to be nominated for the Aga Khan Architectural Award.

معلم طبيعي في السعودية يتم ترشيحه لإحدى الجوائز المعمارية المرموقة في العالم ، جائزة الآغا خان للعمارة.
يتم الترشيح للجائزة كل ثلاث سنوات، و هذا العام وادي حنيفة في هضبة نجد من بين المرشحين الـ 19 و الذي من ضمنهم مصنع للنسيج في تركيا و مدرسة منشأة على جسر في الصين و حرم الجامعة الأميركية في بيروت و جامع في المغرب.
سيتم الإعلان عن الجائزة في متحف الفن الإسلامي في الدوحة في شهر أكتوبر من هذا العام.
أنشأت هذه الجائزة عام 1977 من قبل صاحب السمو الآغا خان الذي صمم الجائزة لتعزيز التفهم و التقدير للثقافة الإسلامية كما يُعبر عنها من خلال الهندسة المعمارية.
و قد تم احتضان وادي حنيفة هذه المعجزة الجغرافية الواقعة في هضبة نجد ضمن مشروع حكومي يطمح للحفاظ على المنطقة و تطويرها بطريقة صديقة للبيئة.
قريباً صيد الأسماك و التنزه و الحدائق الترفيهية ستكون جزء من معالم وادي حنيفة و ذلك بمجرد قيام الحكومة السعودية و الهيئة العليا للتطوير في الرياض بتنمية و تمويل الوادي لإعادته إلى الواحة التي كان يعرف بها تاريخياً.
إذا كنت تعمل ضمن مشروع معماري و تريد التعريف به فإننا نرحب بأي اقتراح يخص أي مشروع معماري. من يعلم فقد يكون مشروعك المرشح القادم لجائزة الآغا خان المعمارية !

also powered by the water runoff from the Wadi. Realizing how much people like to enjoy parks, especially when surrounded by desert, the city of Riyadh also pumps a portion of the runoff back into the city to irrigate its public gardens and parks.

The Wetlands has been short listed, because of the particular attention the building scheme has contributed to utilizing local resources and appropriate technology in an innovative way.
To learn more about the Wetlands, the award, and the other nominees, check out www.akdn.org/architecture

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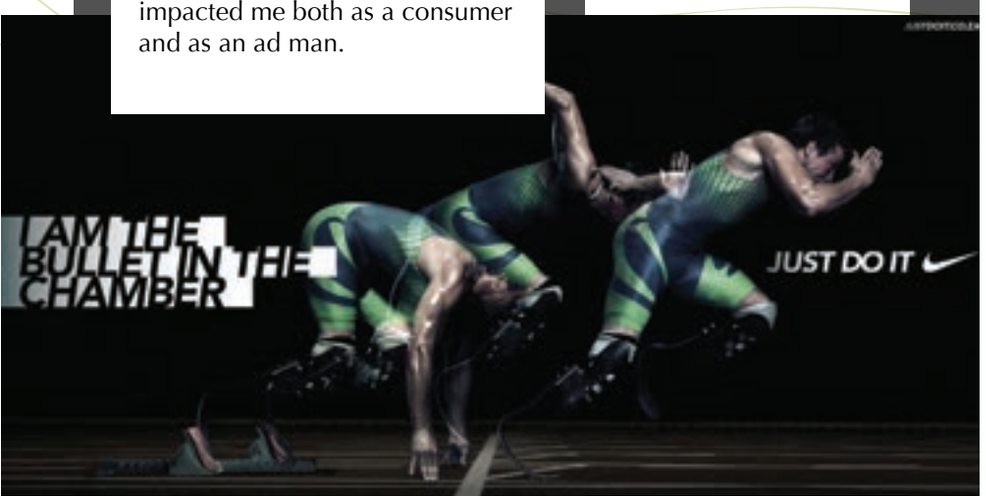
CREATING A REVOLUTION

A look back at some of the most extraordinary works in advertising

As a veteran in the field of Advertising, I was always poised to find inspiration from works that changed the status-quo, ads that built better brands, ads that revolutionized the communication industry, and ads that did their job well and left a lasting impression. With that philosophy in mind, I would like to present you with an insight into some of the most extraordinary ad campaigns that impacted me both as a consumer and as an ad man.



A Legendary line

None other than Nike can tell you to "Just do it" and have you buying its latest cross-trainers and get you to go for that dunk. Even though most of Nike's campaigns feature some popular athlete in the forefront, it is the tagline that I believe carries the greatest weight.

The line's proof of success is in the generations of consumers that continue to believe in its relevance to their lives. No sports brand has managed to coin such a memorable phrase that has stood the test of time.

Created by ad agency Wieden+Kennedy, "Just do it," remains a shining example of how copy is one of the most powerful tools in creating inspirational ads (2). In fact, copy is probably one of the first crucial methods used to draw consumers towards any brand. However, there are some ads that don't necessarily rely on copy to drive consumer interest.

The age of thinkers

It's hard to imagine, but there was a time when Apple was considered an "eh-ok" computer. As for the few ads that promoted these — then obscure — machines, they were nothing less than forgettable. In general, computer ads were often plain, over informative and certainly did not interest creative freethinking people.

Then in 1997, from what felt like a visit from the great beyond, Apple — more like Steve Job's revamping of Apple— shook the ground underneath the tech industry and made computers (specifically the Mac) cool, radical and the most important piece of machinery for any creative freethinking person to own (3).

Conceptualized and created by TBWA/CHAIT/DAY Los Angeles (3), Apple ads featured beautiful black and white portraits of extraordinary and often radical historical figures like, Einstein, Mohammed Ali, Gandhi and Emilia Earhart. The only addition to the layouts was one simple call to action "Think different." For once, there was a brand that understood how products do not need to always be seen in an ad in order to be effective.

Real Beauty replaces the Airbrush

In an effort to launch a new global campaign and move away from the former selling point "¼ moisturizing milk", Dove, Unilever's largest beauty brand, searched for new insights. They wanted to see if beauty ideals set by popular culture had any effect on women's self-perception. With that intention, Dove commissioned a case study called, "The Real Truth About Beauty: A Global Report." The study showed only 2% of women around the world thought themselves to be beautiful (4). Dove decided to take action: Oppose the standard over-stylized approach beauty brands take in commercials, and support women into accepting their real beauty, which exists on the inside out. Thus, with the help of advertising giant Ogilvy & Mather, Dove's "Campaign for real beauty" was born.

The campaign was launched in 2004 with a massive positive public response. Soon, Dove's market share flew through the roof and their campaigns were unmatched, pushing other competing brands to the rear end of the beauty care race.

If that wasn't enough, in 2006 Ogilvy & Mather further stretched Dove's "Campaign for real beauty" by releasing a television commercial that baffled viewers, fully exposing the behaviors of the fashion and beauty industry towards women. "Dove's evolution" TV spot displayed a step by step breakdown of how a pretty, but average, girl undergoes an immense amount of transformation from make up to airbrushing, and even digital feature alteration, all to produce a picture of a woman so beautiful, she is almost, if not already, nonexistent. The ad then ends with the picture of the altered model on a billboard looking over a street where two young girls pass by casually glancing at it.

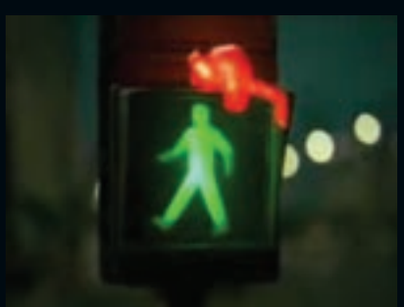
Viewers of this TV spot saw that their suspicions about the beauty industry were not unfounded. Related brands soon faced a whole new set of challenges in communicating with women. Dove, on the other hand, came out on top and revolutionized the way consumers were educated about beauty products and the benefit of being loyal to a brand that believed in "keeping it real."

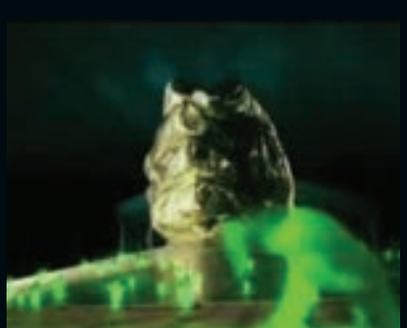
المبادرة العربية

تعتبر المبادرات الرامية إلى إنشاء إعلانات غير نمطية نادرة في الشرق الأوسط ، و مع ذلك فقد وجدت بضعة أمثلة عن إعلانات تلفزيونية رائعة و التي تبدو أنها تمهد الطريق لإعلانات مثيرة للتفكير.
ففي عام 2007، قامت شركة BBDO بأخذ سنيكرز إلى مستوى جديد في العالم العربي و خاصة في السعودية ، و ذلك مع ابتكار فكرة (لا تتوقف) الشبابية.
حيث ابتعدت سنيكرز عن النمطية في الإعلان بإظهار شخص يأكل الشوكولا ، حيث يُظهر الإعلان مواجهة بين مشاة الضوء الأحمر و مشاة الضوء الأخضر و فوز مشاة الضوء الأخضر في النهاية و ذلك كإشارة إلى رسالة (لا تتوقف).
و بذلك لم يعتمد هذا الإعلان على عرض المنتج الغذائي بقدر اعتماده على جذب المستهلكين عن طريق عرض فكرة/ موقف.
و بالطبع فإن عرض مثل هذه الإعلانات في شوارع جدة إنما يعتبر قيمة مضافة لمشاهديها.
و من الأمثلة الجديرة بالذكر الحملة الدعائية التلفزيونية لشركة زين للاتصالات عام 2010، و التي اعتمدت على عرض عدد لا يحصى من مخلوقات الطبيعة الجميلة في لوحات فنية راقصة عصرية بالإضافة إلى موهبة هلال محمد الصوتية.
سعت زين لجذب الانتباه عن طريق إخراج فني مذهل و رقص جميل و قصص شعرية و ذلك لرفع مكانتها كشركة اتصالات .هدفت زين للتعبير عن قدرتها لفهم و تجاوز المعايير في عالم الاتصالات و ذلك عن طريق الاحتفال بمصدر التواصل ألا و هو الكائن الحي.

أيمكننا الوصول الى العظمة؟

في حين تعتبر السعودية سوق ضجر من الإعلانات و لكنها تعتبر أيضاً أرضاً خصبة لخلق أعمال جديدة و مبتكرة. ففي السنوات العشر الأخيرة من صناعة الإعلان في السعودية تبين وجود عملاء و مبدعين توّاقين للتواصل مع المستهلكين بأفكار عميقة. و السؤال الجدير بالذكر هنا هو ، ما هو الفاصل بين الإعلانات الإبتكارية و الإعلانات النمطية؟ و سأترك لكم الإجابة من خلال الحملات التي سبق ذكرها و التي أكدت على ضرورة اعتماد البصيرة و عرض الحقيقة كطريقة لخلق إعلانات عميقة و مبتكرة.





The Arab initiative:
Initiatives to create extraordinary advertising in the Middle East are rare. However, I have come across a few great shining examples of Television commercials that seem to be paving the way for thought-provoking ads. At some level, these ads challenge the regions norms for acceptable and expected methods of communication. These ads can also challenge the way clients educate themselves on consumer response to progressive advertising.

In 2007, BBDO Dubai took SNICKERS to a new level amongst Arab, specifically Saudi, youth with their take on the brands "Don't Stop" positioning statement. A regional innovation, the SNICKERS TV commercial took a break from the typical guy bites chocolate, therefore guy is cool scenario. The TV spot featured a Fight Club style showdown between a group of red-light pedestrian crossing characters and green-light pedestrian crossing figures. Ultimately, the green-lit men win; hence, the message behind the tagline "Don't Stop." It was one of the first examples of Arab advertising where a brand displayed an understanding for the nuances of pop culture and its advantageous affects on youth. The chocolate bar didn't need to woo its consumer with tantalizing food shots; attitude was the key to getting the brand's message across. Of course, shooting such an upscale ad on the streets of Jeddah was an added plus for Saudi audiences.

Another one of the best examples I've come across for a brand promo campaign has to be from Zain Telecom's 2010 TV ad. The TV spot played a myriad of beautiful creations of nature expressed through modern dance and through the vocal talents of Mohammed Hilal. From aesthetically stunning art-direction and choreography - to poetically masterful copy and storyline, Zain managed to capture interest towards their brand by seeking to elevate its status as a telecom company. Zain's goal was to effectively convey their ability to understand and transcend standards in communication by celebrating its source – the living being.

Can we achieve greatness?
Whilst Saudi Arabia is a market still weary of the impact advertising can have on society, there is still fresh ground to create marvelous life-changing work. During my one decade of exposure to the advertising industry in the Kingdom, I have come across clients and creative people hungry to connect with consumers in profound ways. The question that we need to ask is: Where is the silver lining that separates beautiful or practical ads from extraordinary revolutionary ones? I'll leave you with this thought: In all the campaigns mentioned here, two truths set the foundation of how these campaigns achieve profoundness: INSIGHT and TRUTH itself.

1. Brands & Desires, Bernd Kreutz and Hatje Cantz, Published by Hatje Cantz Verlag SenefelderstraBe 12 73760 Ostfildern-Ruit, Germany ©2003 Hatje Cantz Verlang, Ostfildern-Ruit & Bernd Kreutz
2. Advertising Today, Warren Berger, Published by PHAIDON, © 2001 Phaidon Press Limited
3. Advertising Outdoors, David Bernstein, Published by PHAIDON, © 1997 Phaidon Press Limited
4. "THE REAL TRUTH ABOUT BEAUTY: A GLOBAL REPORT" Findings of the Global Study on Women, Beauty and Well-Being, 2004, Dr. Nancy Etcoff – Harvard University, Dr. Susie Orbach – London School of Economics, Dr. Jennifer Scott – StrategyOne, Heidi D'Agostino – StrategyOne, Commissioned by Dove, a Unilever Beauty Brand. Online linke: http://www.thecoca-colacompany.com/heritage/cokelore_polarbears.html

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DESIGNER PICKS

This issue we're trying something a little different. Although it's a designers worst nightmare to be asked to choose just one of their favorite furniture pieces, we insisted and persisted to have them narrow it down and this is what our local Jeddah designers shared, in their own words....Omar Ashour, local architect and fashion designer is all about Charles & Ray Eames, while Ma'an Bajunaid is into the work of Marcel Breuer. Nawaf Al-Nassar loves an occidental take on the Retro Cube, and Manal Taleb alongside Arifa Loghman, venture into the rare stone room partitions of Indonesian designer Jo Joell.

Charles & Ray Eames, Lounge Chair & Ottoman 1956

Created in 1956, this chair is now a classic in the history of modern furniture, and is considered one of the best designed and engineered chairs. The Eames Lounge Chair, considered one of the most significant designs of the 20th century, has been in continuous production since its introduction in 1956. This chair is the product of Charles and Ray Eames' efforts to design a club chair using molded plywood technology, which they pioneered in the '40s. According to Charles Eames, the vision was a chair with the "warm, receptive look of a well-used first baseman's mitt."

عمُر عاشوُر
Omar W. Ashour
Architect ~Design Specialist
Contact:+966 2 6921773
oa@omarazure.con

Retro Cube ~ AlSharq Store - Beirut, Lebanon.

This table is very special. I appreciate how the artist exhibits local art in such a unique way. Using popular culture with vibrant colors and abstractions is the idea behind the concept of pop art. These iconic pictures are usually seen in theaters, bus stations or little music shops. But in this case, it's in your living room, enjoyed by many. One cube can add brightness to any room with its joyful rich colors. It's best used as a side table or joined with other cubes to create a colorful coffee table.

نوّاف النصّار
M / Nawaf Al Nassar
Interior Designer
Company: MFT Decore
Contact: 02 6657061
talebmanal@gmail.com

Wassily Chair

This chair is named after Marcel Breuer's friend, the painter Wassily Kandinsky. He is said to have come up with his bent tubular steel concept while looking at the handle bars of his bicycle.
The form of the chair is based on the cube. The main frame of the chair appears to be one continuous piece of tubular steel, but it is not. The angle of the seat is very pronounced at 15 degrees from horizontal. Marcel Breuer was the first architect to produce furniture that was a valid machine product as well as aesthetically pleasing.

معَن باجْنيد

Arch / Maan M. Bajnaid
t: +966 2 662 1800
maanBajnaid@pmdc-sa.com

Jo Joell Partition

Our favorite item happens to be an artistic sculpture that doubles as a beautiful partition for semi-privacy between two living spaces. Co-designed by my mother, Arifa Loghman, and myself, we were inspired to create this piece during a trip to Bali, Indonesia. While on our trip, we met a very talented sculptor who was relatively unknown at the time, Jo Joell. We shared an instant connection with him, and we knew that he would bring our creation to life. Our shared love for nature and the unique beauty of Bali helped produce what is still today one of our favorite pieces.
Before our collaboration, he had never produced a semi transparent piece, he and the local artists had only produced pieces that were usually hung on walls as art. Our idea of carving a large piece out of rare, Palimanan stone into an open piece partition, opened many new doors for the artist, who is now world famous and highly sought after. He has been featured in many interior design books, as well as Elle Decor and Architectural Digest.

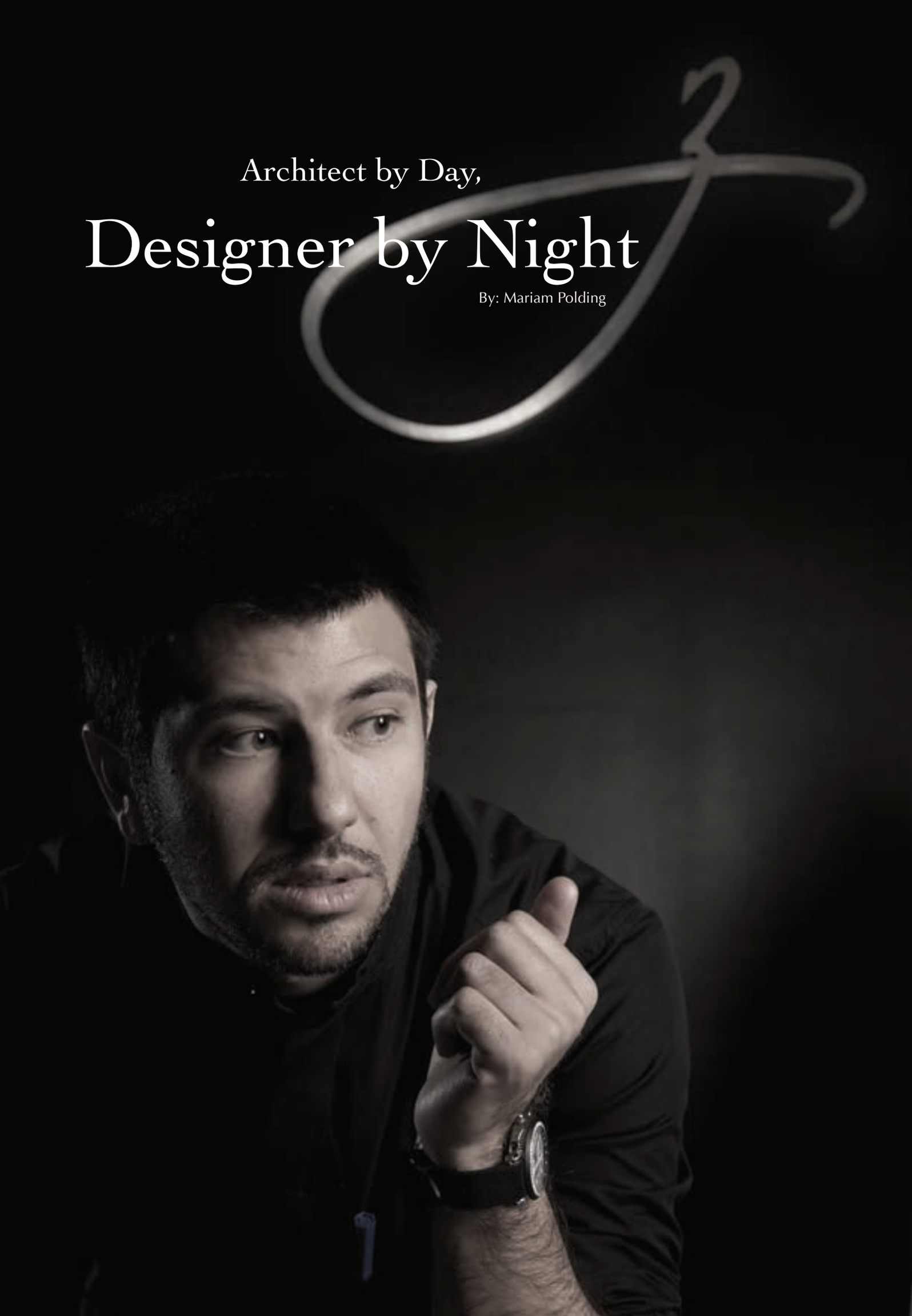
منَال وعارْفة

Manal Taleb & Arifa Loghman
Company: MFT Decore
Contact: 02 6657061
talebmanal@gmail.com

Architect by Day,

Designer by Night

By: Mariam Polding



Omar Azure

He speaks in derivatives, proportions, and geometric shapes. How a well tailored thobe is derived from a shirt, and how architecture is the design principle that has laid the foundation for his craft. We are of course talking about none other than Omar W. Ashour, the designer behind the brand Omar Azure. The long awaited arrival of Omar Azure's flagship boutique on Amir Sultan St, has thobe designers re-evaluating and redefining that perfect fit.

Azure, the second-half of the brands namesake, comes from classical literature meaning heavenly and angelic and is a testament to their design philosophy, at Omar Azure, the sky is the limit for our creativity," enthuses Ashour.

Classic and elegant, with that touch of flair, the spark is all in the details. Flower patterned fabric and salmon-pink colored cotton discretely line the inside of cuffs and collars, while satin piping adds a touch of luxury. Botox collars… Yes, that's right, I said botox, which has now made the leap from women's faces and fashion (think gorgeous plump limps and sultry soft python bags) to men's plump….um, collars? A practicing architect by day and successful fashion designer by night, Omar W. Ashour has cut, snipped and re-stitched the best made shirts in the industry, in order to craft that perfect thobe. „Architecture isn't just about designing and visualizing spaces and buildings, it's a perspective, a way of seeing things. Architecture is the foundation of all design principles," explains Ashour.

Ashour has deconstructed traditional thobes in order to produce something proportionately sound. Thobe collar button holes are tilted to 60 degree angles, while the traditional 4cm button flap has been trimmed to 3.5cm, which, according to Ashour, is the optimum width that lies in proportion to the human body.

The signature piece of this year's Spring Summer 2010 Ramadan collection, the Tuxedo thobe, is made with a layer of fine voile over a body of cotton, and treads upon bold new fashion territory where few other designers have dared to venture before. „I still want to feel and treat thobes as a fashion article, rather than a consumer product," describes Ashour.
While the Omar Azure brand exudes luxury and opulence, the skilled tailoring and minute details are more often design elements incorporated by veterans in the fashion industry, rather than designers less than a year young.

Omar Azure is redefining thobe culture for the 21st century, but while doing so, the high-end brand is also reviving the traditions of our grandfathers. Unusual for a luxury brand, the 2010 Ramadan Collection features soft cotton robes for casual lounge ware, that personifies an elegance of yesteryear, somewhat forgotten during our modern times.

„I still want to feel and treat thobes as a fashion article, rather than a consumer product," describes Ashour.

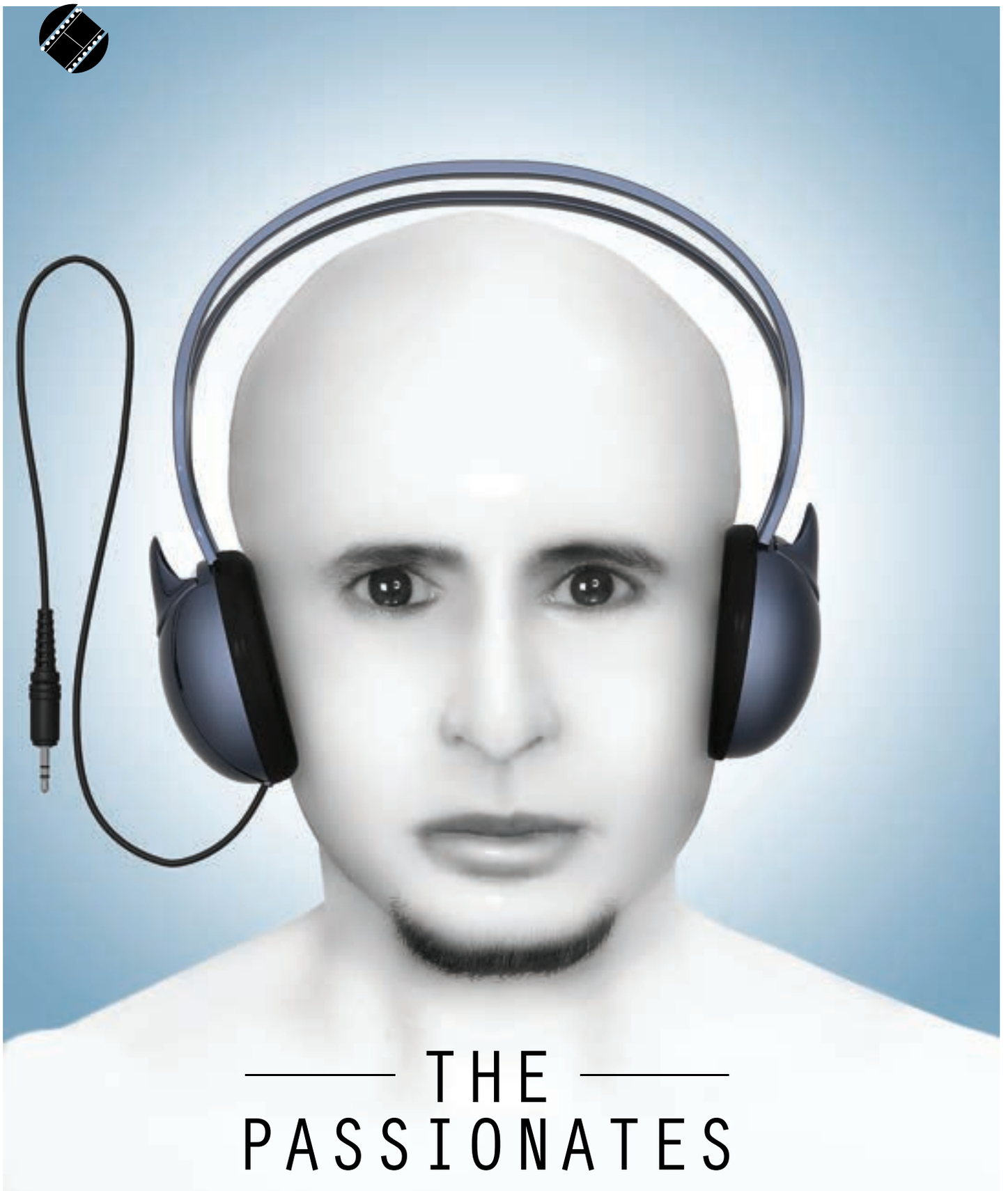
It would be an understatement to say that Ashour is influenced by his training and profession as an architect, for it is precisely this educational and professional background that lends to his mastery of proportions and perspective. An avid disciple of the architect Ludwig Mies van der Rohe's design philosophy, less is more, Ashour has meticulously embodied this underlying principle throughout his collection.

The Omar Azure brand personifies Ashour's profound desire for a new era in thobe design, in which the experience of luxury aims at the liberation of fashion. Ashour has adopted the task of mapping his knowledge in architecture and fashion in order to add something that did not exist previously. So, congratulations to Omar Azure, and now, let the new era begin….

Become part of the luxury brand following and check out Omar Azure collections at www.omarazure.com and on facebook.

عمر عاشور

يتحدث في المشتقات و النسب و الأشكال الهندسية، و كيف يمكن ابتكار ثوب مميز من خلال ابتكار قميص، و كيف جعل من الهندسة أساساً لحرفته.
نحن نتحدث عن عمر عاشور المصمم وراء تصاميم عمر آزور. و محله الذي طال انتظاره في شارع الأمير سلطان حاملاً معه أفكار جديدة للأثواب.
كلاسيكية و أنيقة و تحمل لمسة من الذوق في كل تفاصيلها. مع قماش مزهّر وقطن وردي يزين الياقات و الأزرار، و قماش الساتان الذي يضفي لمسة من الفخامة. و ياقات من البوتكس ، نعم البوتكس الذي انتقل من وجوه النساء إلى ياقات الرجال!
مهندس معماري نهاراً و مصمم ناجح ليلاً ، عمل عمر عاشور على قص و خياطة أفضل القمصان مما قاده إلى تصميم أفضل الأثواب.
وضح عاشور ,, أن الهندسة ليست مجرد تصميم و تصور للمساحات و المباني إنما هي وجهة نظر ووسيلة لرؤية الأشياء، أي أن الهندسة أساس التصميم ".
عمل عاشور على إعادة صياغة الثوب بطريقة عصرية و بشكل يتناسب مع مقاييس الجسم، كتمييل فتحة الأزرار 60 درجة و تقليص حجم القماش الذي يغطي الأزرار إلى 3.5 سنتمتر بدلا من كونها 4 سنتمتر، و الذي وفقا لعاشور يعتبر العرض المثالي الذي يتناسب مع تكوين الجسم.
الثوب التكسيدو هو القطعة الفنية المميزة لمجموعة ربيع و صيف 2010 ، و المصنوع من طبقة من قماش الفوال الفاخر فوق بدن من القطن معبراً عن جرأة لم يصل إليها إلا عدد قليل من المصممين.
يقول عاشور ,,ما زلت أريد أن أتعامل مع الثوب كقطعة فنية و ليس مجرد قطعة استهلاكية ,,.



THE PASSIONATES

PHOTOGRAPHERS • MANIPULATORS

We have all heard the saying, "Beauty is in the eye of the beholder". But lately the concept of beauty has been changing into perfection. It's almost like we need to be flawless to be considered beautiful. People are going under the knife like it's a walk in the park.

« لا أعتبر نفسي مصوراً إنما مناوراً ، لأن التقاط الصور إنما هو أحذ جانب جيد في الوقت المناسب و تحت الإضاءة الصحيحة، بعض الناس يحبون التقاط الصور بينما أنا أحب صنعها».

تم إنشاء شركة «the passionate» لتلبية حاجة العملاء « يفسر بافقيه. المبدأ كان تشكيل فريق من الفنانين للقيام بأعمال خلاّقة و استثنائية ، و أصبحت بعد ذلك منبراً للتعبير عن الذوق الخاص ببافقيه.

يذكر بافقيه أنه في بعض الأحيان لا يرتقى العمل إلى المستوى المطلوب و لا أحد يعلم من هو المذنب، و يتناوب العميل و الوكالات بإلقاء اللوم على بعضهم البعض. و ينبغي القيام بشيء ما حيال ذلك، فعلى العملاء الموافقة على الأعمال الفنية المبتكرة عند طلبهم من الوكالات القيام بعمل استثنائي.

للإطلاع على أعمال بافقيه ما عليكم سوى زيارة www.thepassionate.com

Well not in the eyes of artist and creative photographer, Abubakr Balfaqih. “Imperfection can be perfection” he believes, “It’s how you relate to it or see it yourself, and how it makes sense to you.“ In the eyes of Balfaqih, an old run down wall, for example, that’s full of cracks, crumbling on one side and spray painted and dirty on the other, could be something lovely to look at. The wall could be sharing its story with you, even though shabby looking, somehow it stands tall and proud, scarred by its journey.

“I’m not a photographer! At least, not in the conventional sense,” confesses Balfaqih. “I’ve only participated in one photography exhibit and that was in Riyadh years ago. I had only two pieces displayed and both were sold; one to a local elite buyer, and the other was acquired by UNICEF.”

Balfaqih was attacked and criticized by some people who found his use of computer programs like Adobe Photoshop extensive. While no problem admitting it, he actually goes on to say that he loves it, attempting to create something more daring and artistic. “I don’t think of myself as a photographer, but a manipulator. Taking photos is just about taking someone’s good side at the right moment, under the right lighting. I love doing conceptual photos. You see some people like to take photos, I like to make them”, he explains.

Preferring to use his imagination much in the same way as a creative writer, rather than taking snap shots of what’s right there in front of your eyes, he creates and artistically represents what could be there… He believes that the camera can see things that the naked human eye cannot, and his aim is share this through his artistic vision.

With more than 20 years of experience, Abubakr Balfaqih, founder and consultant of The Passionates has managed to make his work his passion…or, is it the other way around???

One year young, The Passionates „Was created to fulfill the needs of clients,” he explains. For it appears that his company B n A, which is a Graphic design and branding company had some trouble getting photographers to commit and deliver. The concept was to have a good

“Imperfection can be perfection”

team of passionate artists, doing creative and exceptional work. Later on, it developed to become a medium of expressing Balfaqih's own artistic flair; maybe even a way to show off the work that might be considered too much for a client to handle.

About his philosophy, Balfaqih elaborates, „As a designer, it's your job to do whatever you believe in." Sure, he understands that sometimes in the beginning of one's life or work experience that it might not be easy to do so, but eventually it's the duty of every artist to be true to self and to his art. Also, it's important to be original or at least technically challenging, or different. The objective of art is to provoke interest. In fact, one of the definitions of the word creative is different.

Balfaqih goes on to highlight „Quality not quantity", even when it comes to the basics, like the designer's portfolio. It doesn't have to have ten different pieces. Better to have one piece that is challenging and speaks out. Last but not least, each artist should have his or her own signature, not just adopting or creating one for the sake of having a mark or imprint, but, to really listen and find it deep within your soul so that it comes naturally…

As for Balfaqih's take on both the benefits and challenges of turning creative photography into his bread and butter, he says that it's truly wonderful and a blessing to enjoy what you do for a living. "Having a job that you love doing makes all the difference. I don't like doing business for its own sake, just to make money. I strongly believe that when you love what you do, you find it easier to do a good job, and when you do a good job, you will generate good money! On the other hand," he continues," When you're passionate about something, there's no limit to the amount of time and effort you are willing to put into it. People and clients don't necessarily care about the lengths the artist would go to reach the desired result, all they tend to focus on is the final and end result. At times that could be discouraging."

Yet, he's optimistic, for he feels that there's a boom when it comes to creative photography in Saudi Arabia. It's changed over the past few years, and he believes that we all have facebook to thank. Facebook has a way of getting people together, giving them the opportunity to share, which means more exposure. So there's more acceptance now. People have become more daring in their photography.

Finally, he mentions that sometimes work in the market is just not up to standards and that something should be done. No one knows who's to blame; some blame the client, while others blame the agencies. If the agencies start to demand astonishing work, he believes that clients would be forced to agree to more creative artwork, thereby, helping, the industry to grow.
There's no shortage of talent in Saudi Arabia, as was evident to Balfaqih while teaching graphic design at Dar Al Hekma college. And as the Design Magazine team shares with readers issue after issue, there is a large pool of talent in Saudi Arabia waiting to be discovered….
To check out Abubakr Balfaqih's work, visit**: www.thepassionates.com**

As a designer, it's your job to do whatever you believe in.

قرآن
DIVINE JEWELRY

Many women like to wear necklaces, bracelets or even a small broach inscribed with the name of Allah, in hope that the talisman will protect them against and ward off the evil eye. Bearing the name of the Almighty, such pieces tend to be adorned with precious stones and are normally quite expensive.

Worth much more than its weight in precious stones, MEQA is the most recent product of desire to hit those oh so faithful and fashionable wish lists. Using nanotechnology, the entire text of the Holy Quran is inscribed on a pink sapphire stone measuring only 5.8mm x 9.8mm, which is the smallest Quran in the world according to records.

Each stone has a unique serial number, and is accompanied by a magnetized certificate card containing unique information to identify its authenticity. A high-powered microscope or an eye piece, the latter can be purchased from the same boutique, augments the elaborately scripted minute text on the precious stone.

MEQA, an abbreviation for Micro Engineering of Quran as Art, also sounds similar to the most holy city in the Islamic world "Makkah," which correlates the synergy between the product and the holy site of worship.

MEQA's breathtaking pieces are available in different shapes and colors, which are made from pure sapphire, with the holy text written in solid 24ct platinum. The stone comes in pink, a dark shade of purple and opaque, with a scratch proof layer that protects the holy script from direct contact with skin.

MEQA is a micro engineering item that turned into an artistic, fashionable product through advancements in science. "We have been able to use state of the art nanotechnology to make the smallest version of the Holy Quran and demonstrate the biggest miracle of God, through science and nature," said Mir Mokhtari, the designer and creator of MEQA.

"I first got the idea in 2000, when we were patterning quartz pieces with minute text using nanotechnology, for identification purposes. After a few years of perfecting the design, we made the first complete piece in late 2002," he added.

You can find MEQA pieces in London, Paris, Dubai and Iran. "Our opaque range can be purchased from Damas Jewelry, however, our exclusive pink range, the smallest version, can only be bought directly from us and made to order," said Mir.

For more information visit MEQA's website www.meqa.co.uk.

تبلغ قيمتها أكثر بكثير من وزنها كأحجار كريمة، (مِكا) منتج جديد يرضي محبي الموضة من المؤمنين. نقش نص القرآن الكريم كاملاً باستخدام تكنولوجيا النانو على قطع من الياقوت الوردي بقياس ٥،٨ ملم × ٩،٨ ملم .مبتكرة بذلك أصغر قرآن بالعالم

لكل حجر رقم تسلسلي خاص و شهادة ممغنطة تحتوي على المعلومات التي تؤكد أصالة .الحجرة
مكا) و هو اختصار لهندسة الميكرو الفنية) للقرآن الكريم و تُشابه أيضا اسم أكثر المدن قدسية في العالم الإسلامي (مكة) رابطة .بذلك بين المنتج و المكان المقدس للعبادة

تتوافر قطع (مِكا) بأشكال و ألوان مختلفة و هي مصنوعة من الياقوت الخالص منقوش عليها نصوص من القرآن الكريم بالبلاتين ذو ٢٤ قيراط. وردي أو أرجواني اللون و مغطى .بطبقة تحمي النص الكريم من ملامسة الجلد

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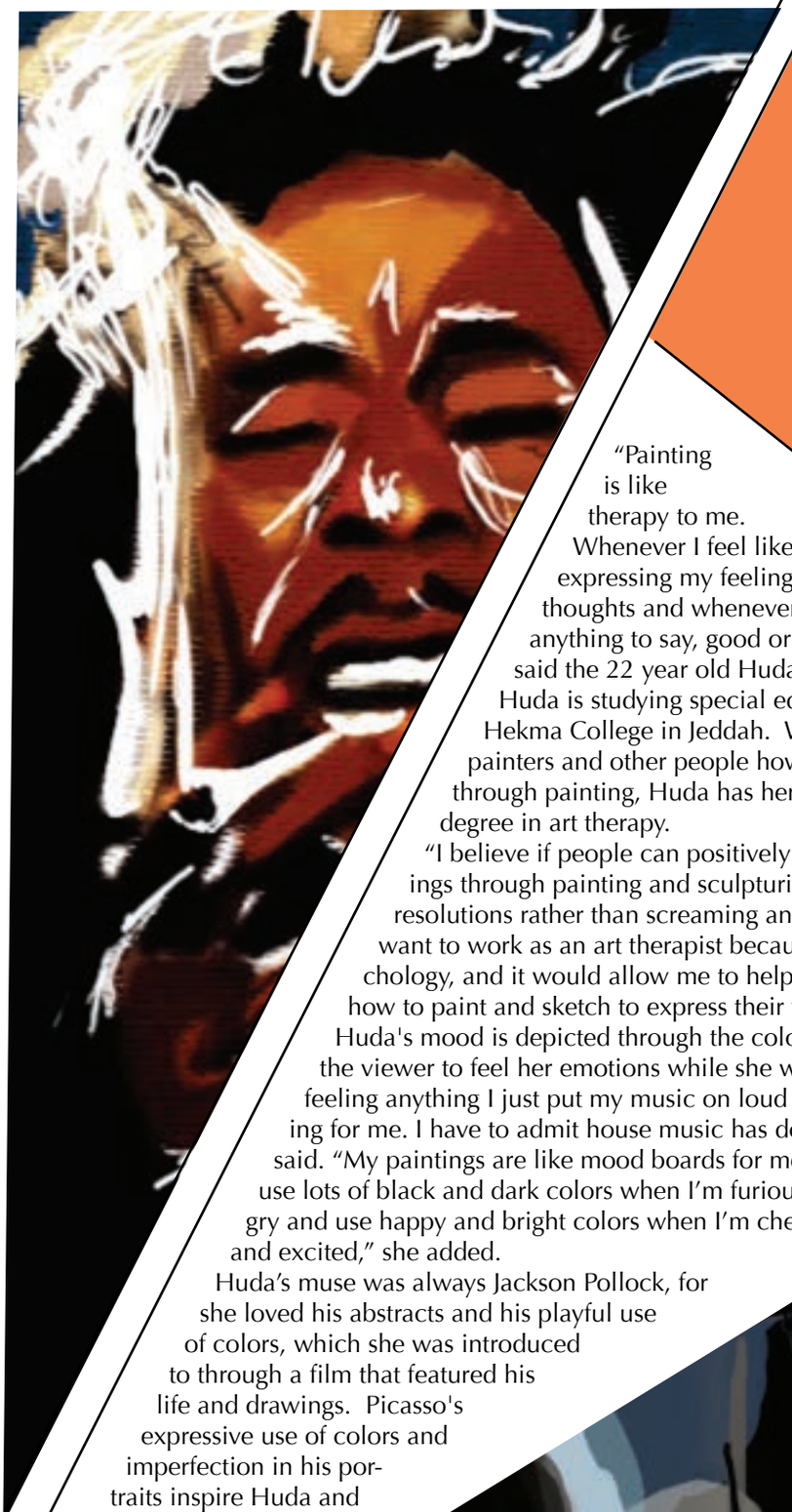
By: Rima Al-Mukhtar

HUDA BAYDOUN

هدى بيضون



“Painting is like therapy to me. Whenever I feel like expressing my feelings and thoughts and whenever I have anything to say, good or bad, I paint,” said the 22 year old Huda Noor Baydoun.

Huda is studying special education at Dar Al-Hekma College in Jeddah. With a desire to direct painters and other people how to express their emotions through painting, Huda has her sights set on pursuing a higher degree in art therapy.

“I believe if people can positively channel their anger and negative feelings through painting and sculpturing, they would be able to arrive at beautiful resolutions rather than screaming and fighting with one another,” she enthuses. “I want to work as an art therapist because it combines my two passions, art and psychology, and it would allow me to help people with special needs and teach them how to paint and sketch to express their feelings,” she added.

Huda's mood is depicted through the colors in her work, which enables the viewer to feel her emotions while she was painting. “When I’m not feeling anything I just put my music on loud and let it do the deciding for me. I have to admit house music has done wonders,” she said. “My paintings are like mood boards for me. I tend to use lots of black and dark colors when I’m furious or angry and use happy and bright colors when I’m cheerful and excited,” she added.

Huda’s muse was always Jackson Pollock, for she loved his abstracts and his playful use of colors, which she was introduced to through a film that featured his life and drawings. Picasso's expressive use of colors and imperfection in his portraits inspire Huda and has influenced her work.

"I always say to my friends

that if I were living in a different world, Picasso would be my father and Jackson Pollock would be … my stepfather?"

Huda places a beauty mark on the cheek of every portrait she paints to mark her personal touch, as the mole reflects the real one she has on her left cheek.

Baydoun's work has sparked some controversy, with conservatives pitted against the more creatively liberal. Conservative people see her portraits as against Islam and that she should stop doing it, while others see it as a unique artistic rendering. "There are some people who are against the portraits I paint, yet they like the abstracts as there are no human images, which can be easily displayed in their homes," she explained.

The young painters formal art training may be meager, yet her artwork attests to her inherent artistic abilities. Encouraged by a childhood teacher, Huda started painting at an early age displaying her work in school exhibitions. As her exhibitions became more frequent, her fan base grew along with the number of people who supported her.

Naturally, Huda pursued the logical next steps, which meant transposing her paintings from school walls and into the real world. She started viewing her paintings on the internet and started selling them when she was only 18.

Huda has participated in a number of public art exhibitions in Jeddah and credits her family for their support and honest criticism.

« الرسم علاج ، فأنا أرسم لأعبر عن مشاعري و أفكاري و عن أي شيء أريد البوح به» هذا ما قالته هدى نور بيضون ذات الـ ٢٢ ربيعاً .

تدرس هدى التعليم الخاص في كلية دار الحكمة في جدة، و ترغب بتوجيه محبي الرسم و غيرهم من الناس للتعبير عن مشاعرهم من خلال الرسم . و تطمح هدى بإكمال دراستها و الحصول على شهادة في العلاج عن طريق الفن.تؤكد هدى « إذا كان بإمكان الناس توجيه غضبهم و مشاعرهم السلبية إلى الرسم و النحت ، فإن ذلك سيساعدهم إلى الوصول إلى قرارات جميلة بدلاً من الصراخ و القتال مع بعضهم البعض» .

« أطمح بالعمل في المعالجة عن طريق الفن لأنها تجمع بين شغفي للفن و علم النفس، و ستمكنني من مساعدة الناس ذوي الاحتياجات الخاصة و تعليمهم الرسم و التلوين للتعبير عن مشاعرهم» .

و تعتبر هدى جاكسون بولوك ملهمها لأنها تحب أسلوبه و طريقة لعبه بالألوان، و هو ما تعرفت عليه من خلال فيلم استعرض حياته و رسوماته.

كما استلهمت هدى من بيكاسو طريقة استخدمه للألوان و تأثرت لوحاتها به.« أخبر صديقاتي على الدوام بأنه لو كنت في عالم مختلف لكان بيكاسو والدي و جاكسون بولوك … والدي الآخر !!» .

بدأت هدى بتشجيع من مدرسيها ، و رسمت بعمر مبكر و عرضت لوحاتها بمعرض المدرسة ، و من ثم انتقلت لوحاتها من معارض المدرسة إلى الحياة بمفهومها الأوسع ، حيث عرضت لوحاتها على الانترنت و بدأت تبيعها و هي بعمر الـ١٨ سنة . شاركت هدى في العديد من المعارض الفنية في جدة ، و تشكر عائلتها على دعمهم و نقدهم البنّاء.

To review Huda Baydoun's work visit her Facebook group by searching Huda Baydoun Art.

Baydoun is looking to open her own art gallery inside and outside the kingdom.

"My family is first to see my paintings and I always ask them if they are good enough to be displayed in public," she exclaims.

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magic Mamduh Marzooki

In a society that refuses to believe in illusions and critically rejects all kinds of magic, our very own Saudi illusionist and stage magician, Mumdo Marzooki, is winning favor, and fans. Mumdo is the first Saudi illusionist to host a weekly TV show on the Rotana channel.

The thirty-five year old illusionist changed his career path three years ago from being a successful businessman with a magnificent job, to a famous stage magician. He followed his passion and followed through with his bold decision, "I had everything that a young man could ever wish for, I had a big office and an even bigger salary, but I wasn't happy. One day, I woke up and it just hit me, I'm miserable and

BY: RIMA AL-MUKHTAR

"whatever the mind can perceive, can achieve"

I'm not willing to ignore this fact. So, I quit my job and went directly to what I love the most and where I found peace with myself," he said.

Mumdo found his passion when he began performing magic tricks from the age of ten and pursued it further by hosting birthday parties to showcase his talent. "I used to get paid around 200 Riyals for birthday parties, it was so little but I was proud of it since I was doing what I loved and actually got paid for it at such an early age," he recalls.

Magic, later became more of an obsession to Mumdo since he spent most of his time reading, googling and watching shows about it. "Magic is 24/7 for me, I breath magic and I eat magic *Laughs*this is what I do and this is what I think of. I'm always trying to come up with new tricks and new ideas to present to my audience. You can always find a piece of paper and pen on my bed side table to write any thoughts and new tricks that I come up with while I'm sleeping," he added.

The Saudi illusionist has dedicated around twenty-years of his life to the research and study of magic in order to reach the stage where he is comfortable and happy with his occupation. He has read hundreds of books and has met with many magicians from all over the world while on a magician's expedition to Las Vegas.

Mamdu took an intensive course under the well known American magician Jeff Mcbride, AKA Magnus. "It was a six-day course, which was a short time, but we worked hard-core for ten hours a day just perfecting my skills and my stage persona and that helped a lot with developing my talent. I would say that I have learned a lot of things by myself, by watching as many magic shows as I can and then trying to learn from them and develop new tricks," he said.

"Some people think I'm crazy because I spend a lot of money on my equipment and I'm making a lot less than what I'm spending. But I'm happy with what I'm doing so I couldn't care-less," he confided.

Mumdo looks up to David Copperfield, "I watched David since I was ten and I started emulating him a little bit. And then I developed my own style and added my character in my tricks". Mumdo is now a member of the Academy of Magical Arts in Hollywood and a member of the International Brotherhood Magicians; members of those organizations have secret meetings and secret clubs. The Academy has a place called the magic castle in Hollywood and only members are allowed there. "We meet up every once in a while to talk and show off to each other, in a friendly way of course. But we also share our secrets and tricks."

Mumdo was faced with horrific criticism and disapproval from Saudi society, yet, rather than get discouraged, it made him stronger and drove him to try harder to prove them wrong.

"It sometimes gets to me and I feel sad for that because to me it's like they are talking about the one thing I'm passionate about and my tricks are like my children. But most of the time I don't listen to them and just go on with my life, because I can't please everyone and down the line there are some people who are going to hate me so I just have to accept it. I can't talk to all those that are convinced that what I do is devilish. I'm not practicing black magic or anything that harms anyone. They are just fun tricks that everyone enjoys."

Taking the stage through Design Magazine to describe his magic directly to the audience, Mumdo said, "Real magic exists, but what I do is pure theatre and pure illusionary principles. A lot of what I do is stage tricks and they are psychological as I read the mind and misdirect the eyes of my audience. I use a lot of psychology for I was self taught by reading books and I learned to read the human mind, because I need to condition and make the audience believe that my tricks are real," he said.

"What I do is pure fantasy it's like you're in a theatre and watching a movie that was made with the green screen. The only thing that I can do to convince them that what I do is not magic is to actually explain what I do, which means exposing the trick and I'm totally against that," he added.

Design magazine team witnessed one of Mumdo's favorite tricks firsthand. He entertained the team with one his 'finger slicing a rubber ball' trick, whereby the ball disappeared from his hand only to reappear in the hand of another. "One of the best pleasures in my life is hearing the audience gasp and applause to one of my tricks on stage. It makes me feel appreciated and that I have succeeded at my job," he said.

Mumdo wishes to host his own show in Las Vegas and perform his tricks before millions of viewers who value and appreciate magic. Mumdo is currently working on developing his own show to incorporate a Middle Eastern twist.

Visit Mumdo's official website and watch his shows, www.mumdo.com

في مجتمع يناهض و يرفض كل أنواع السحر ، ظهر الساحر و فنان الخدع البصرية السعودي ممدوح مرزوقي، الذي يستضيف برنامجا تلفزيونياً أسبوعيا على قناة روتانا.

غيّر الساحر ذو الـ 35 ربيعاً مسار حياته قبل ثلاث سنوات ، فمن رجل أعمال ناجح إلى ساحر مشهور، يقول ممدوح ,, كان لدي كل ما يمكن لشاب أن يحلم به، مكتب كبير و راتب أكبر، و لكنني لم أكن سعيداً . و في يوم من الأيام قررت أنني لن أتجاهل هذه الحقيقة فاستقلت من عملي و توجهت مباشرة إلى أكثر ما أحب، و عندها وجدت السلام مع نفسي".

يطمح ممدوح بأن يكون له عرضه الخاص في لاس فيغاس و أن يؤدي حيله أمام الملايين من المشاهدين الذين يقدّرون السحر حق قدره، و يعمل ممدوح على تطوير برنامجه و إضافة لمسة شرق أوسطية عليه.

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Nifty Bleeps and Nostalgic Feats

One fellow's precarious journey to find his groove and keep it real, yo

Navigating his way across the world and onto the top of the independent music scene is sampler/synthesizer player and Iraqi native, Ayad Al-Adhamy. After moving from Bahrain to continue his education in Birmingham, England, Ayad got accepted to the ivy-league of music schools, Berklee College of Music in Boston. Moving to America and moving past his thrash metal days, Ayad began to experiment with synthesizers and deflected his taste to a more electronic direction. Being part of an institution filled with progressive and experimental musicians, Ayad was bound to meet a group of fellows who shared his musical vision. After what started as casual jam sessions, with four other guys who needed someone on the synthesizer, the band Passion Pit was formed, and the wonkiness ensued.

In the 1950s, teenagers craving some private time with their significant others used to flock to drive-in movie theatres, thus creating what was coined as a "passion pit". Fittingly, the band's sound evokes the feeling of a bunch of kids harmlessly getting together to have a good time, while also expressing how secretly excited they really are. Although sounding digitally modern and unfit for any other time but now, Passion Pit's music is also ridden with 80s style synth effects and kid's choruses, which reminds us of an innocent time in our past that we haven't really experienced.

The fidgety and nervous excitement of a young wide-eyed youngster comes through in the choppy beats and the lead singer's high-pitched, almost screeching voice. On their acclaimed first single Sleepyhead, an auto tuned, but likable baby voice, sings an infectious and incomprehensible melody against sparkling chimes, building up with a sharp snare and spilling into a topsy-turvy zippery party. Another favorite off of their only LP, Manners, The Reeling, starts off as if you are listening to a tape being re-winded back and forth until it throws you into a smooth and jangling harmony, this time the lead singer's voice is mellower on lo-fi and joining him are the infamous PS22 kids chorus. The rest of Manners, along with their EP, Chunk of Change, flip-flops between spirited and hazy power pop, with the finest being Moth's Wings and Swimming in The Flood, and buoyant and animated party tunes such as Little Secrets and Better Things.

Ayad and his troupe have received extremely high critical praise for their work and are listed among the best bands of the past couple of years.

Passion Pit's albums can be found anywhere music is sold and Bo Flex's remixes can be purchased from his myspace: http://www.myspace.com/boflexmusic

However, with all their catchy samples and instantly effective emotive melodies, the vocalists piercing voice and the disorienting jerky loops can be tiring after a few songs. For a change of pace, Ayad's solo side project, Bo Flex, reveals a more accessible and firmer side of his sound aesthetic.
Alone, Ayad has yet to create original material (at least from what we have received in the blogosphere), but has devoted his skills to enhance other artists' work. A remix of US Royalty's Keep It Cool pushes the song to its full potential with added repetitive synths and an 80s power ballad beat. Ayad seemingly leans towards an epic resonance, which echoes synthpop alumni A Flock of Seagulls and maybe even Alphaville. This is also evident in his unpredictably proficient remix of, a surprisingly R&B choice, Yes Giantess's Tuff n Stuff. Ayad manages to further prove his musical dexterity with his remix of Sherraf's Born in Summer, a chaotic rock song with slightly emo vocals turned it into a fast-paced game of space invaders with gun bleeps and light saber collisions.

With his trusty synthesizer, Ayad paints the backdrop of a song with nostalgic hues and jovial patterns. He has developed a likening to take the listener somewhere ridiculous and adventurous, like a rainbow colored silicon chip, or campy and romantic, like an effervescent 80s music video. He is steadily getting more requests from artists to remix their songs, since he is exceptional at creating the perfect setting to maximize the main performance. Hopefully, we will get to see Ayad in the forefront with his original material, then again he might have found something more meaningful he can do that the spotlight would only hinder.

متنقلاً في أنحاء العالم و شاقاً طريقه في عالم الموسيقى ، الموسيقي العراقي الأصل أياد الأدهمي.
بدأت فرقة passion pit بالتشكل بعد عدة جلسات موسيقية ترفيهية مع أربعة من الشباب الذين كانوا بحاجة إلى موسيقي على آلة الدمج (synthesizer).
تعبّر موسيقى الفرقة عن مشاعر مجموعة من الشباب و حماسهم عند تجمعهم سوياً .
و قد تلقى أياد و فرقته الكثير من المديح من قبل النقاد و تم اعتبارهم من أفضل الفرق الموجودة في العاميين الماضيين.

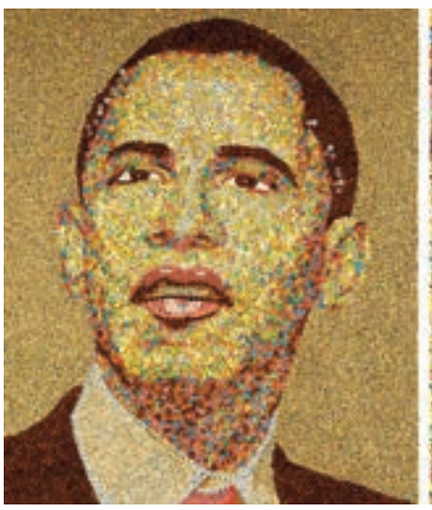
Food Art Anyone?

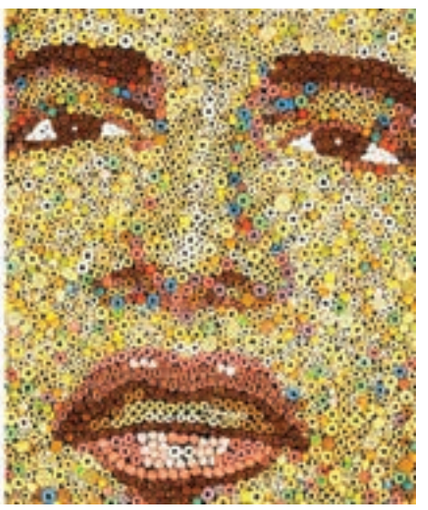
By: Rayan Khayat

Walking along the chaotic and narrow paths of Barcelona's public market, La Boqueria, one cannot help but be overwhelmed with the grand display of fare encompassing the crowd. The bountiful piles of colors and shapes are a feast for the eyes as much as they are a feast for the body. Fruits, vegetables, sweets and flowers of just about every kind are strategically placed like a collage to attract the market goers. After visiting this Spanish gem, it is no surprise why an artist would take advantage of this medium and use it to provide a whole new type of nourishment.

Over the years, people have been using food to make art without realizing, such as macaroni in kindergarten and jack-o-lanterns during Halloween. However, there is a difference between making food into art to be displayed and eaten, and artwork that is created by food items. The art of arranging a dish to be aesthetically pleasing or sculpting baked goods into magnificent pieces is fairly widespread, yet artists have found something else about food that is much more significant. The fascination with food and the portrayal of it in art dates back to a few hundred years ago. Still life paintings during the Renaissance contain scores of fruits, vegetables and almost anything deemed edible. Well-known examples include Rembrandt's "Slaughtered Ox" and Caravaggio's "Basket of Fruits." Other artists of times past opted for a more original approach. Italian painter Giuseppe Arcimbaldo chose to paint portraits made up of assembled fruit, the result was surreal and whimsical and was a precursor for food art to come.

Food is a tricky medium to create art with, the varied ways of using it span genres and styles. One type of food art is presenting the food as something else according to other props around it. London based photographer Carl Warner has created a quaint Swiss landscape with French bread in place of mountains, the creases and rough texture of the bread astoundingly resembles a mountains' ridges and rocky surface, while pieces of cheese stood in for boulders along the bottom. Artists may also manipulate the food and transform it, while still preserving some of its original form. Hungarian photographer Tamas Balla creates food art by carving out faces and humorous creatures out of fruits and vegetables, this includes cauliflower sheep and people made of orange skin.





لا يمكن للمرء إلّا أن يلتفت انتباهه إلى سوق „ la boqueria „ و إلى طريقة العرض فيه عند المرور في الأروقة الضيقة في سوق برشلونة الشعبي ، و إلى الأكوام الوفيرة من الألوان و الأشكال التي تشكل وليمة للعين بقدر ما هي وليمة للجسم، و الفواكه و الخضروات و الحلويات و الأزهار من كل نوع و المعروضة كقطع فنية لجذب رواد السوق .لن تستغرب بعد زيارة هذه الجوهرة الاسبانية أن يستمد الفنانون من الطعام مصدر لإلهامهم حيث استخدم الناس الطعام على مر السنين لصناعة الفن ، كاستخدام المعكرونة في رياض الأطفال و اليقطين في عيد هالوين. و مع ذلك هناك فرق بين عرض الطعام بشكل فني و بين صنع الأشياء الفنية باستخدام الأطعمة ، فإن فن ترتيب الأطباق و إعطاء أشكال للأشياء المخبوزة و تحويلها الى قطع رائعة منتشر الى حد كبير و لكن الفنانين و منذ مئات السنين وجدوا في الطعام ما هو مهم فقد وجدوا سحر الطعام الذي عبروا عنه عن طريق الفن.

حيث العديد من لوحات عصر النهضة تحتوي على الكثير من الفواكه و الخضار و أي شي صالح للأكل ، و من الأمثلة الجديرة بالذكر رامبرنت في (ذبح الثور) و كارافاجيو في (سلة الفواكه) . و قد اختار بعض الفنانين نهجاً مماثلاً و لكن بشكل معاصر مثل الرسام الايطالي جوازيبي ارسيمبالدو و النتيجة كانت سريالية و غريبة و ممهدة للفن المعاصر.

صناعة الفن باستخدام المواد الغذائية لم يزدهر في الشرق الأوسط و يعود هذا إلى التقاليد الإسلامية التي ترفض إهدار الطعام. و على الرغم من ذلك فإن تنفيذ مثل هذه الأعمال بشكل متقن قد يشكل متعة للعين و القلب.

Making art from food has yet to truly flourish in the Middle East, this is perhaps due to Islamic tradition which frowns upon the squandering of food.

In Japan, a homemade packaged lunchbox meal called a bento, has become an unexpected canvas for homemakers to be creative on. This activity has become so popular that a competition was organized to see who can come up with the most creative or impressive arrangement. Similarly, Dubai-based food artist Dharmangi Bhatia has created a catering business that aims to make snacks and meals that are visually appealing to children, after being exasperated by the typical birthday party atrocity of fried and oily finger food. Another method is to duplicate the item and arrange them in a certain way. Power art couple Ingrid Falk and Gustavo Aguerre created a mosaic of a toaster composed of 3,053 slices of bread with varying degrees of toastedness.

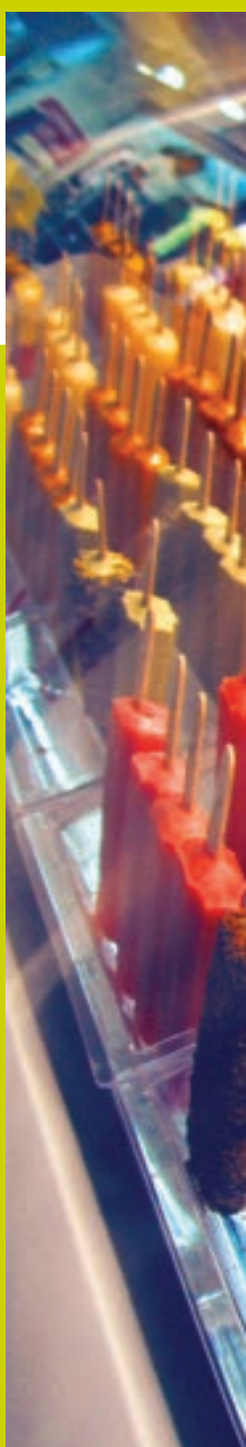
Considering the immense number of items in the food pyramid, the possibilities are immeasurable. It is a whole new medium that promises an endless variety of color, shape and texture combinations. When making food art, some artists focus on the grandiosity of their piece and the shock-value, however, some artists prefer to align each aspect of their piece with the idea they are presenting. It is the ideal choice for the latter since every single food item represents something of human value. Food can enhance the piece by enlivening the senses and evoking certain feelings; all of a sudden you can also smell and taste a work of art and come to a state of mind as if you have actually consumed the food. Using sour and bitter fruits to raise a disagreeable issue is an example of this.

There is also a vast divergence of food across the socio-economic scale in a society, and each food item can represent an idea according to who usually eats it, who makes it, where it comes from and how it is grown. For instance Hank Willis Thomas and Ryan Alexiv of CerealArt.com used this method and chose a food item that embodies the message they are trying to send. They compiled different kinds of cereal of different colors to make a portrait of President Obama and they chose conventional sugary cereal products to comment on the president's iconic and commercial appeal.

Making art from food has yet to truly flourish in the Middle East, this is perhaps due to Islamic tradition which frowns upon the squandering of food. Although, however ethically polarizing, when executed proficiently and with purpose, artwork that is created with food can be visually invigorating and can also make an exceptionally hearty statement.

Stickhouse

il gelato artigianale su stecco



Stickhouse, is the freshest new frozen treat to keep you cool during the end of summer heat. Special recipes from Italy are used to prepare these fruity delicious treats daily from natural ingredients. This Italian creation, that looks like a popsicle on a stick, is made from real fruit and comes in a rainbow assortment of flavors. The variety of flavors on the fruity side include: kiwi, mint with lemon, mango, strawberry, watermelon, and cantaloupe; while on the chocolaty nutty side, there's hazelnut, chocolate, pistachio and coffee, and belonging somewhere in between lies the also delicious milk flavor.

Biting into one of these fruit treats feels as as if you are actually having a fresh glass of juice, rather than a frozen dessert. The mint and lemon flavor taste so fresh, it's as if you just picked the mint leaves yourself; while the kiwi and strawberry flavors have seeds and chunks of fresh fruit flesh. There are many reasons why people may be attracted to enjoy this fruity snack, an alternative to fresh juice, a low-fat snack, satisfy your thirst or get a brain freeze!

Definitely behind the success of Stickhouse, is not just the smart presentation, color coordinated display, or it's Italian origins, but rather the endless possibilities one can have with fruit on a stick! You can take your hazelnut stick and dip it in chocolate, nuts, coconut or whatever you desire. Dip it, bite it, taste it, love it!

Check out Stickhouse located in Red Sea Mall, ground floor kiosk and 3rd floor in Andalucia next to the food court

Aziza Mustafa Zadeh **CD**

Born in Baku, Azerbaijan, Aziza Mustafa Zadeh's father was a pianist and composer, who became famous by creating a fusion between jazz and traditional Azerbaijani music called mugam; Aziza's mother was also a classically-trained singer from Georgia. Musically inclined from a young age, Aziza exhibits an ability to blend her ethnic roots with both classical and jazz inputs, producing something spiritual. At the ripe and tender age of 17, Aziza won the Thelonious Monk piano competition in Washington D.C., and also later went on to win the ECHO Award and German Phono Association's Jazz Award in 1993.

In between her hectic international concert schedule, Aziza manages to squeeze in a bit of recording time. Her last album, although produced a few years back, Contrasts II, is well worth the rewind. And if you like that, you will love her album Dance of Fire, which is considered a hard to come by classic in the arab-jazz fusion genre.

Check out her site and listen to her sound at: http://www.aziza-mustafazadeh.de/

D-Product of Desire: the Parrot Zikmu Wireless Stereo Speakers **Designed by Philippe Starck**

If your desires are many, and pockets a bit short, do yourself a favor and read no further. But, if you are really into your music, and find you have $1599 to spare, then this product is definitely for you. Move over Bose, and welcome Parrot Zikmu Wireless Stereo Spea - ers. Delivering intense, powerful sound, with crisp, crystal clarity, these speaker will give you and your neighbors something to dance about. Created by innovative designer Philippe Starck, these speakers are the latest in cutting edge new wireless technology. You can stream your music through iTunes on your Mac or iPhone, or connect your iPod or iPhone directly with the built in dock.
Tickle your fancy at: http://store.apple.com

D-Game: Share Your 3azeezi

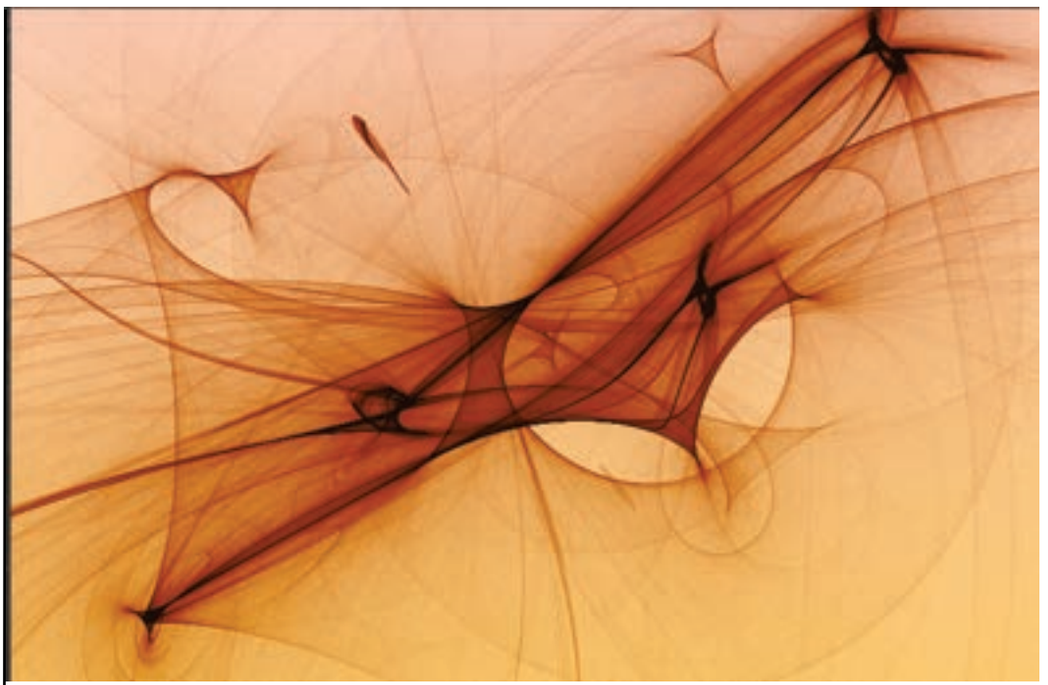
By: Rayan Khayat

After the "3azeezi" jokes gained a great deal of popularity on new platforms such as BlackBerry and Twitter, Khalid Hakim and his team decided to get together to create a site where people all across the Middle East could share their "3azeezis." Colorful and accessible, www.3azeezi.com compiles all your favorite "3azeezi" jokes and allows you to submit your own. With about 70 pages worth of jokes that dabble in word-play and cultural references, along with hall of fame and shame pages and a polished interface, no one could ask for a better site to browse for a good laugh. Also notable, and considerate to newbies, is the detailed description of the format of a "3azeezi" joke, provided under the "Anatomy of a 3azeezi" tab. Thinking ahead, Hakim and his team are fully aware that in the future, 3azeezi jokes might get stale and have revealed that they hope "With time, to brand 3azeezi.com as a website for Arabs, by Arabs, that provides the space to share and interact with other Arab users around a fulcrum of humor and jokes." The site already has a "Lost in Translation" page where users can translate Arabic phrases to English word-for-word, providing incoherent and usually hilarious results. Hakim confesses that, although the jokes can be brushed off as silly humor, he believes that 3azeezi jokes "Can actually be a form of self expression that sheds light onto serious political, social, and global issues." Culturally relevant and witty, www.3azeezi.com is a pastime page with a lot of dedication behind it and is definitely worth checking out.

D- website

Escape Your Emotions

By: Rayan Khayat



Growing up in the plush and idyllic town of Piestany, Slovakia, Peter Blakovi wiled away his time creating images on his Amiga and developed a passion for digital art. Blakovi moved on to study architecture in Bratislava and later on succeeded in obtaining a career in 3D animating while also pursuing his own personal endeavors in the field. His website, escapemotions.com, works as his portfolio and an outlet to expose his art and original software to the public. His biggest project is Flame Painter, a program which gives you more of what you want from Microsoft Paint and less of the overwhelming choices on Adobe Photoshop. Flame Painter allows the user to create polished digital images using erratic tools that do the painting while the artist guides the cursor. In less than a minute you can create something worthy of a hospital waiting room, but by utilizing the agreeable amount of options, stunning and complex images can be created. With the flame painter tool you can create silky fluid contours or knotty twisted whirlpools across the screen, depending on the "chaos" level chosen. The tools also allow you to experiment with light; for instance, with the gradient tool set, you can create what you see at a rave drenched in colored lights. An online version of Flame Painter can be found under experiments, which is by far the most exciting part of the site. Here, the imaginative Blakovi allows the user to play with the earth's four elements in their most realistic patterns of movement, while also creating the setting. Not to encourage pyromania, but shooting swirling balls of fire at wooden structures you have created and watching it slowly burn into a puff of smoke and embers never seemed so easy or visually stimulating. Other experiments include an accessible pixel animator, arcade style games with amusing graphics and a bio-experimantal laboratory. It is evident that Blakovi wants to simulate another world where we are permitted to be inventive and reckless and if these experiments are mere blueprints for what is to come, then this page is well worth bookmarking.

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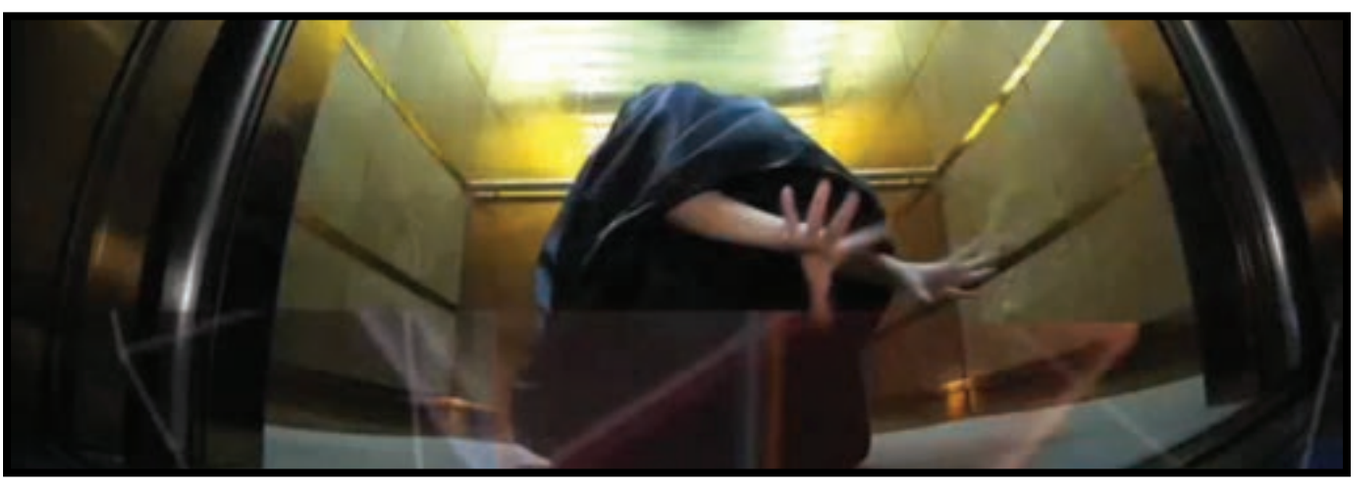
Fatima Al-Qadiri's Warn U

By: Rayan Khayat

Standing out ever so brightly from her fellow peers in the Middle East is Senegal-born, Kuwaiti musician and artist Fatima Al-Qadiri. Based in New York's blossoming Brooklyn borough, Fatima draws inspiration for her music from Islamic a cappella tunes, favored by the traditionally inclined, and touches upon socio-religious topics. Warn U is the latest endeavor by Fatima and her troupe Ayshay, a fitting name since with Fatima anything goes. Just under 3 minutes, Warn U manages to provide a stirring and bewildering audio and visual experience with ingenuity and sincerity. The video alternates between amateur footage of a sinister otherworldly structure and snippets of an aged pastel-toned video of a man presenting a tesseract hypercube. The transitions between the two sets of footage are rapidly eye-popping jagged cutouts, which disconcert the viewer. All the while, a cappella vocals that vary in pitch are layered over one another and are stretched into a haunting drone over subtle industrial thumps. Marking a turning point, Fatima peels her way into the video roughly half-way through and the two clips transparently melt into each other.

It would be presumptuous to dissect every scene in this abstract piece in an attempt to flesh out exactly what Fatima is trying to express, however, several themes subtly come across. The video evokes parallel universes, foreign lands and a pacifist approach to life in the face of darkness and the unfamiliar. Fatima Al-Qadiri manages to visualize the human mind's capability of being both hostile and frightened with intense feeling and convey a sense of urgency.



D-Book: Somewhere in the Middle of My Mind

By Hasan Eid

A candid internal dialogue intr - duces the reader to the poetry that is to follow… more honest ruminations by Hasan Eid and other Saudi poets on anger, pain, agitation, depression, guilt, paranoia, joy and appreciation.

Compiled by Hassan Eid, the first poem, Somewhere in the Middle of My Mind, which is also the books namesake, evokes strong imagery. Verses like "Somewhere in the middle of my mind, lies the critic who exposes his community, he carries a shining vision for transition, he'll speak louder once assured immunity," incite political puns and express existential frustrations.

After reading the satirical poem Jeddah, I'm not sure if we are supposed to feel sick to our stomachs for those of us that call this city home, or belt out a deep and hearty laugh at the true irony. But, descriptive lines like "Even though you raped my tires," and "Jeddah the land that vomited pilgrims," will make it hard to shake the visuals, no matter how hard you try!

Design Magazine founder and creator, Kholoud Attar, makes her poetic debut with the poem Space. A brief musing on the space that divides all things, Kholoud shares a heartfelt musing that we can all relate to: "The space between me and you is all the emotional baggage and insecurities we both carry. The space between me and myself is all the unborn thoughts that I'm afraid to give birth too. My new design of life mission: eliminate space."

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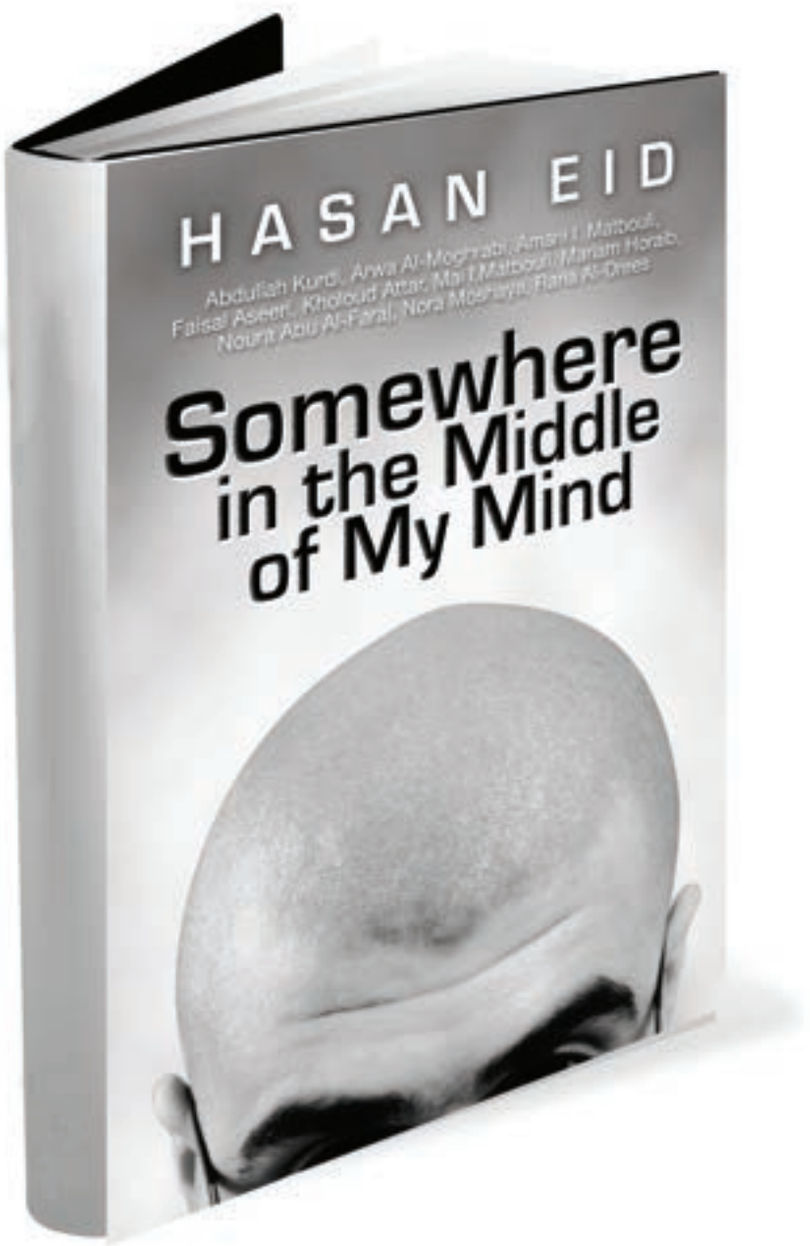

D-Location: Burger Boutique, **Riyadh**

How many times can we possibly reinvent the burger? I'm not sure, but I'm glad that Burger Boutique is taking a crack at it! From classic heroes, I'm talking burgers and décor, to superordinary gourmet ingredients, the menu, the restaurant, the music and the aromas exude a sense of burger innovation. Normally, I'm a classic burger kinda gal, with a nice slap of cheese between two toasted buns. But, the mouthwatering menu has me lusting after burgers I never knew existed…. Wagyu burger with Portabello and Rosemary Cream Sauce sounds quite Parisian, while Chicken Bayou Burger has a hint of Mardi Gras, and I'm so intrigued to find out more about what happens between the slices of Room 22!

Chocolate Moon Slide, Apple Moon Slide, Strawberry Fields, oh my! From that burger bite to chocolate delight and everything in between, Burger Boutique should definitely be on your to do list during your next visit to Riyadh.

For location and menu, visit: www.burgerboutique.com

D Movie I Identity of the Soul

By: Rima Al-Mukthar

If you love poetry and have a few minutes to spare and feel like watching a high quality production, we recommend you watch Identity of the Soul.

This film is based on Norwegian playwright Henrik Ibsen's poem, Terje Vigen and Palestinian poet Mahmoud Darwish's, A Soldier Dreams of White Lilies. It combines poetry from the East and the West to highlight what we, as humans, all share in common. It speaks about the impact of personal choices on the human spirit and takes a journey through the trials and tribulations of what it means to be human.

Shot in Japan, Norway and Egypt, the film compiles impeccable images and crisp sound quality, which, together, with the IMAX screening experience, bring the films heartwarming poetry to life. Where deep content, however, was lacking, the films' production and direction makes a good attempt to compensate.
For more information visit:
www.identityofthesoul.com

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