DESIGN AWARD OF THE INSTITUT DU MONDE ARABE

PRESS KIT - WINNERS ANNOUNCEMENT
The Arab World Institute is delighted to announce the winners of its first Design Award.

AWARDS PRESENTATION

The Institut du monde arabe awards prizes to designers from the Arab world in four categories:

1. The “Emerging Talent” prize rewards a design production by a designer or architect under 34 years of age, or a student at a design or architecture school, in possible collaboration with partners, craftsmen or companies. Team entries are accepted.

2. The “Entrepreneurial Talent” prize is awarded to a design studio, architecture firm, enterprise or company in the design sector, duly registered in its country of origin, and possibly in collaboration with partners, craftsmen or companies. Team entries are welcome.

3. At the suggestion of the jury and the governance of the Arab World Institute, a “Grand Prix” is awarded to an outstanding project whose values of know-how transmission, social and environmental involvement, inclusiveness and shared well-being resonate with the fundamentals of the IMA Design Award.

4. At the suggestion of jury members, a “Grand Prix d’honneur” is awarded to a leading figure in Arab design.
THE INSTITUT DU MONDE ARABE IS DELIGHTED TO ANNOUNCE THE WINNERS OF ITS FIRST DESIGN AWARD.

LIST OF WINNERS

WINNER IN THE “EMERGING TALENT” CATEGORY
ABDALLA ALMULLA
Afetnnoon at the Souk, november 2022, United arab emirates

WINNER IN THE “ENTREPRENEURIAL TALENT” CATEGORY
DON TANANI
The Rebirth of Egyptian Design, june 2023, Egypt

WINNER IN THE “GRAND PRIX” CATEGORY
STUDIO KO

WINNER IN THE “GRAND PRIX D’HONNEUR” CATEGORY
NADA DEBS
Abdalla Almulla, an Emirati architect based in Dubai, UAE. Abdalla received his Bachelor of Architecture from Woodbury University in San Diego, USA. There, he was awarded the “Grand Critique Faculty Choice Award” and the “Best Degree Project Award” in Architectural Design graduation research based on geometric explorations. In 2018, Abdalla Almulla founded his design studio MULA. Abdalla have participated in numerous design exhibitions regionally and internationally, such as Paris Design Week, Milan Design Week and London Design Fair as well as Dubai Design Week.

Abdalla’s creative practice is driven by the creative energy, which is constantly in flux; going into the unknown, creating new ideas and developing them as the design advances. The methodologies are perceived as a sequence of theoretical and visual design explorations within a focused subject by using patterns and geometry as regulators in setting the design guidelines. Abdalla simultaneously studies the subject’s attributes to develop them through a preliminary study of concepts, prototyping and digital technology. Abdalla uses the method of prototyping to learn and repeat, in doing so, a creative value is added to the creative practice to constantly evolve, providing the customers with unique designs.

Abdalla Almulla, Afternoon at the Souk, November 2022, United Arab Emirates.

Inspired by the world of the souk, his creation, in line with the brand’s values, is based on the local context and its exceptional crafts.
WINNER OF EMERGING TALENT_ Abdalla Almulla

Project created for © Petit H - Hermès
All creations are © Petit H - Hermès
WINNER OF EMERGING TALENT _ Abdalla Almulla

Project created for © Petit H - Hermès
All creations are © Petit H - Hermès
Co-founded by Alia El Tanani, Tamara El Tanani and Lina Anorabi, Don Tanani is a high-end furniture brand and design house dedicated to promoting Egyptian craftsmanship and design. With the ambition of representing the excellence of Egyptian design on an international scale, the collections developed by Don Tanani are inspired by the history of Egyptian art. Deepening the Egyptian identity, absorbing all aspects of a thousand-year-old culture, the brand intends to develop a lively, contemporary approach, exploring new ranges of materials to create pieces, some of which are veritable works of art.
WINNERS OF ENTREPRENEURIAL TALENT_ Don Tanani

© Don Tanani, The duality collection
WINNERS OF ENTREPRENEURIAL TALENT - Don Tanani

MISSION

Our mission is to move the Egyptian design market forward through facilitating opportunities for innovative and research-based design produced in Egypt. At Don Tanani we aim to elevate Egyptian design by offering designers or creative geniuses of design the opportunity to dream, produce, fully execute and introduce novel concepts to the market. We strive for excellence and perfection, and denounce what is mediocre, acceptable or an interpretation. This is a new era of Egyptian design, inspired by who we were thousands of years ago and honouring who we are today.

CONCEPT NOTE

VISION

Our vision is to offer products that are truly impeccable in design and finishing; pieces that can be considered functional art. The Don Tanani collections will speak to the art collector, the aesthetically aware consumer, and Egyptians who have been looking for true design made in Egypt but were never able to find it. Don Tanani aims to be the first design gallery representing Egyptian excellence in design, and to be recognized globally. We want to eliminate the need to look elsewhere or abroad for quality, contemporary, innovative designs. We have everything we need in Egypt.

© Don Tanani, The duality collection
Since meeting at the Beaux-Arts school of architecture in Paris and subsequently founding Studio KO in 2000, Karl Fournier and Olivier Marty, based in Paris and Marrakech, have been creating contemporary public and residential architecture around the world, inspired by the intelligence of place. Far from being locked into a grammar of styles or formal systematism, Studio KO is defined by an attitude. A deference to existing nature and culture, the audacity of aesthetic leaps, a focus on local craftsmanship and know-how, a constant search for rough edges.

Every project begins with an encounter. Human, first and foremost, through the inaugural conversation with a client. Physical and sensory, through the discovery of a site that imposes itself through its landscape, its social and economic fabric. Then comes the moment of dialogue between the elements and experimentation with an unknown territory. Working on the edge of archaeology, the architects excavate the site and its history in order to grasp its essence. This long-term creative process allows Studio KO to carve out its own natural path. This is a prerequisite for the emergence of contemporary, accurate and vibrant forms.

Each project lends itself to unprecedented experimentation, new encounters with textures, techniques and light. In a «here and now» that relentlessly summons the sensitive and the human.
WINNER OF GRAND PRIX_ Studio KO
WINNER OF GRAND PRIX_ Studio KO
WINNER OF GRAND PRIX D’HONNEUR_ NADA DEBS

ABOUT NADA DEBS
Nada Debs is a Lebanese designer living and working in Beirut. Her work spans scale and discipline: from product and furniture design to one-off commissions across craft, art, fashion and interiors. What ties her work together is her ability to distil culture and craftsmanship to create pieces of emotional resonance. Nada grew up in Japan, studied design at the Rhode Island School of Design in the United States and has spent significant periods of time living and travelling the world, finding connections between different cultures. There is something of each of her experiences in all of her work. In essence, she captures the power of the human hand to tell stories that touch the heart. She calls her approach: handmade and heartmade.

WHAT ARE NADA’S VALUES?
Ce qui relie son monde, c’est la croyance dans le pouvoir du design de traverser What connects her world is a belief in the power of design to cross time and border and touch us on a primal level. She believes not just in form and function, but in feeling too. Nada believes in the importance of human stories. She places value on connection - to places, to others and to our own identity within the wider world. She is fascinated by the role of the human hand to tell stories and evoke a sense of belonging. She describes her belief in craft as a feeling that goes beyond geography, language and culture. Geometry is an important tool for Nada, representing complex philosophies with intricate, simple beauty. She uses materials to tell tactile stories, sometimes in pure and surprising forms, and sometimes with intriguing combinations and juxtapositions.

WHAT DOES NADA DO?
Nada leads a team of 20 designers in Gemmayze. They work across disciplines together, engaging and connecting suitable suppliers and craftsmen to ensure every client’s needs aren’t just met, but exceeded. The studio’s services include (but are not limited to) the following: Annual collections of furniture and product sold online and stocked in key global retailers. Customised variations of her permanent collections to order. Bespoke commissions of furniture and accessories. Collaborations with global furniture manufacturers. Full interior design concepts and services. Artwork, installations and jewellery commissions. Corporate gifts.

BRAND MANIFESTO
The hand that touches, the heart that creates the passion of the story teller. The craft that archives emotions of nations and civilizations. History in a hand, memory in a craft. A craft that tells a story and identity. A hand voice that narrates a human story. A craft that conveys a memory. A craft that conveys a message. A craft that conveys a modern memory to the now we belong East we are.
WINNER OF GRAND PRIX D’HONNEUR_ NADA DEBS

Nada Debs © Tarok Moukaddem

© Studio Nada Debs
WINNER OF GRAND PRIX D’HONNEUR_ NADA DEBS

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