

# BEIT



PRESS KIT



Vase 'Baalbeck' - Adam Nathaniel Furman  
Ashtray 'Pyromania' - Alexandra Hakim



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## HISTORY

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Emilie Skaff  
Founder

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BEIT collective was founded in 2021 by Emilie Skaff. Passionate about art and design Emilie Skaff studied architecture which enabled her to work on prestigious projects such as the renovation of the Hôtel de Crillon.

She then followed to study a master's degree in Decorative Fine Arts and Design at the Sotheby's Institute in London, where she heavily focused her research on Modern and Contemporary design.

Emilie then developed her experience and appetite for the design world at Galerie Kreo until 2019.

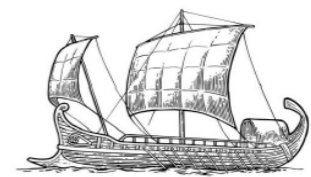
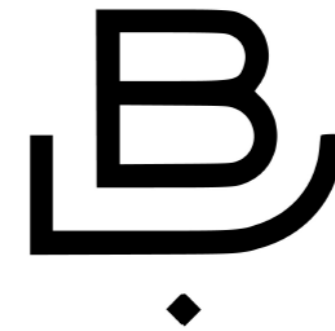
When the revolution in Lebanon happened, BEIT Collective was the direction to go to marry her passion for design love of her country and culture.





Side Table 'The Other Brother' - Thalís Nicolaou

## LOGO AND SIGNIFICATION



Bateau Phénicien



"B" en lettre Arabe



BEIT is a direct translation from the word 'HOME' in Arabic. The Middle Eastern love for the home is a feeling that we wanted to convey through a familiar name. With BEIT, Collective we aim at spreading this special love of the home beyond the Middle East.

The stylized Arabic "B" was created to look like a Phoenician Boat. The Phoenicians were among the greatest traders of their time and owed much of their prosperity to trade. They are famed for their commercial and maritime prowess and are recognized as having established harbors throughout the Mediterranean basin. As well as having the name "BEIT" being true to the concept of the brand - the concept of the Phoenicians traveling the world and being great traders also applies.





Bijoux de table (place mat and napkin ring) - Kelly Halabi

## MISSION ET IMPACT



While employing over 60 artisans in Lebanon during a severe economic crisis, BEIT is an ambitious brand whose objective is to restore the image of Lebanese crafts, highlighting rare know-how and precious materials.

In the recent years, Lebanon has been suffering from a deep economic crisis. More than half the population has become below the national poverty line. With the unemployment rate on the rise, an increasing share of households is facing difficulty in accessing basic services, including health care.

It is now, more than ever, that local workers and artisans need to continue working on their craft. BEIT will do its best efforts to perpetuate the well being of its team of artisans and workers.

In creating a healthy working environment, BEIT can improve the wellbeing of our artisans and help them get through these difficult times.





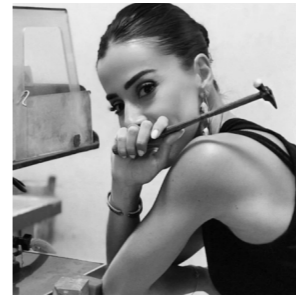
'Serena' light in metal - Isabelle Tarazi

## THE FAMILY OF DESIGNERS

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ADAM NATHANIEL FURMAN



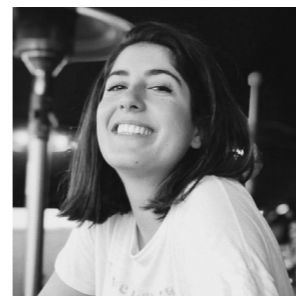
ALEXANDRA HAKIM



KELLY HALABI



THALIS NICOLAOU



ISABELLE TARAZI



## ADAM NATHANIEL FURMAN



The work of artist and architect Adam Nathaniel Furman is a triumph of joyful colour and bold geometry. Through his practice, he explores the expression of nuanced ideas through decoration, such as mixing cultures, pairing classical references with modern technology and articulating radical queer aesthetics.

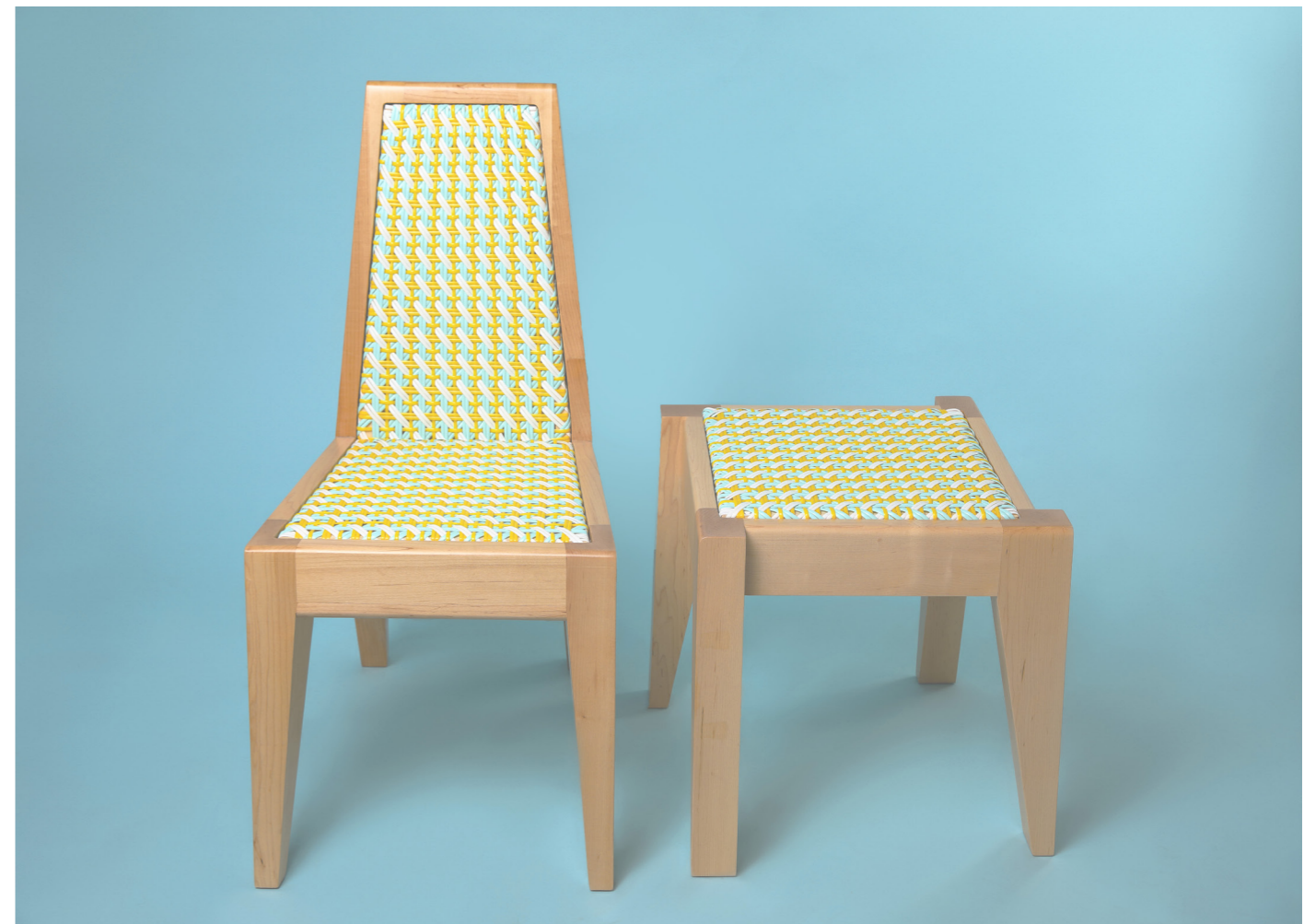
Whether that is a permanent mural on a public street or a decorative piece at home, Furman creates a context that sits there passively but beautifully, injecting colour and – as he describes it – campness to its surroundings. The designer has been exhibited internationally and his work is held in the collections of leading cultural centres such as the London Design Museum, Carnegie Museum of Art and Architectural Association. He has created high-profile installation works for institutions such as the London Design Festival and the National Gallery of Victoria, as well as product collaborations with the likes of IKEA, de Rosso and Mirrl.

Upper Photo: Vase 'Baalbek'

A world-renowned historical splendour of Lebanon, Baalbek is one of the best preserved Roman cities in the world and inspired Furman to create a collection of exquisitely handmade porcelain vessels in loving homage. Baalbek is a collection that brings together the grandeur of the long distant past, with the vibrant cosmopolitanism of contemporary Beirut and the aesthetic sensibilities of the 21st century.

Lower Photo: 'Dina' chair et 'Elias' stool from the Beiruti Collection

Furman reimagines the traditional Lebanese craft of furniture cane weaving, known as "Khayzaran". The colourful Khayzaran weave is made from a sustainably sourced, biodegradable material that has brilliant colour whilst also being durable, and ecologically friendly.



# ALEXANDRA HAKIM



Alexandra Hakim is a jewelry designer who is known for her mastery of craft and commitment to zero waste design. Finding inspiration from a diverse and surprising range of sources, she creates delicate pieces that take design cues from Lebanon's industrial coastline, Mediterranean tomato stems and Mexican food markets. Hakim makes her jewelry by hand, combining traditional methods with inspired technical mastery. Using recycled or found materials that would otherwise be wasted, Hakim has long prioritised sustainability in her practice.

Hakim studied at Central St Martin's and Rhode Island School of Design, where she honed her artisan craft and creative practice. Her eponymous jewelry line was launched in 2016 in Beirut and immediately attracted acclaim, quickly establishing the designer in the often male-dominated world of metalwork. Hakim's jewelry has been worn by Rihanna and featured in Vogue, Elle and Marie Claire.

"Pyromania" Ashtray - Limited edition of 15

Formed in oxidised brass, this ashtray features finely rendered metal matches that will intermingle with the ashes when used in a wonderful friction of inspiration and application. Each match is made individually by hand, meaning each ashtray is a unique piece. Hakim's artisan ashtrays, crafted in her masterful metalsmith, inject a moment of aesthetic elevation to the everyday.

"Sandstorm" Ashtray - Limited edition of 30

In her collection of statement ashtrays for BEIT Alexandra Hakim casts an everyday moment in artisan metalwork. Composed with the same mastery behind her renowned jewellery, Hakim's solid oxidised brass ashtrays are deliciously tactile in their raw, metal construction. Minimalist but expertly finished, the ash tray is exquisitely sculptural.



## KELLY HALABI



Kelly Halabi is a London-based sculptor and painter whose work seeks beauty in unexpected places. Halabi grew up in Paris but frequently visited Lebanon with her parents. From a young age, the country had a lasting impact on her. Lebanon is a place of contrasts, in which traditional Arabic architecture, buildings ruined by war and reclaimed natural space sit in harmonies and discord. Halabi recalls an early memory of being transfixed by bullet holes in a wall, imagining the gun that made them and the profound history that the marks communicated. This acute sensitivity to materials and the narratives encoded within objects are themes that recur throughout Halabi's work today.

Halabi studied at the Fine Art at the Parsons School of Design in Paris. There she specialised in bronze sculpture, a medium that provides a point of endless fascination for Halabi in its versatility and rawness. Her work has been exhibited in Paris, London, Beirut and Cologne.

Bijoux de table "Curnocopia" : Place mat and napkin rings - Limited edition of 50.

With BEIT, Halabi has developed a table service that draws on both her sculptural and painterly practice, expressed for the first time in product design. In a brilliant blend of the decorative and functional, Halabi has developed a placemat, a napkin ring, dinner and side plates. Just as Halabi refashions scrap metal into sculpture, she invites us to consider the aesthetic beauty of something as potentially prosaic as a piece of tableware.





# THALIS NICOLAOU



Thalis Nicolaou is a Cypriot designer, specializing in furniture, although perhaps his approach to creative work is best typified as problem-solving. Whether the focus is a fridge that tackles food waste or an artisan approach to flat-pack furniture, his practice centers on finding elegant solutions to technical challenges. Nicolaou skillfully balances aesthetics with functionality and proves unexpected joy can be found through ingenious solutions to external limitations.

After completing his studies at Brighton University, Nicolaou began 'A Side (Tables) Project': an ode to side-projects, side-tables and working inside restrictions. For Nicolaou, the project was deep personal. Nicolaou committed to designing a table a day until he had produced a design for each letter of the alphabet. The pieces were made from locally sourced, often re purposed, materials and constructed within the tight dimensions of 40x40cm. The outcome produced a series of efficiently designed (and playfully named) side tables, rooted in the spirit of Cypriot community and collaboration.

Upper Photo: Side table "E.E.T.S"

A technical triumph, the E.E.T.S. is the end product of multiple prototypes that have been refined to the simplest solution.

Lower photo: Side table "T.O.B"

Held together with a magnet, the T.O.B defies the expected mechanics of a flat pack side table, with wooden legs that extend through the center of a glass or wooden lid in a bold and tactile combination of materializes.



# ISABELLE TARAZI



Isabelle Tarazi is an interior and product designer based in Paris. Her work centers on minimalist design and the impact that space, material and light can have on mood. In her practice, Tarazi prioritises the functionality and stripped back aesthetics, achieving designs that encapsulate simplified, harmonious solutions.

In her first collaboration with BEIT, Tarazi developed an elegant pair of light fittings inspired by the work of two minimalistic architects: Ricardo Bofill and Tadao Ando. Her collection pays homage to these giants of the minimalist school while employing a Tarazi playfulness to present the practical applications of the philosophy anew.

Upper Photo: "Serena" light:

Serena' takes inspiration from minimalist architect Ricardo Bofill's iconic project, The Factory. In the 1970s, Bofill transformed a disused, partly ruinous cement factory into the headquarters of Taller de Arquitectura and a family home. The project combined Abstractionism, Brutalism and Surrealism in an enduring example of the creative potential of architecture.

Lower Photo: "Va-et-Vient" light:

Tarazi responds to Ando's poetical approach to architecture with the 'Va-et-Vient', a geometric design that explores repetition, ratio and enclosure. A statement piece, Serena is composed of an external rectangle structure that encloses a bold cube of light. 'Va-et-Vient' also features a playful modular design: to operate the light, the user must move the outer box. Tarazi invites users to interact with the design and through this, the idea of light, to consider its influence on their own spaces.



# BEIT



Wallcoverings by Degourmay on page 1, 3, 5, 6, 9, 10

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COMMUNICATION

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