

# Stream Of Consciousness

The Designers in the Middle platform will present their pavilion for the first time at the London Design Biennale 2021 under the Casbah theme

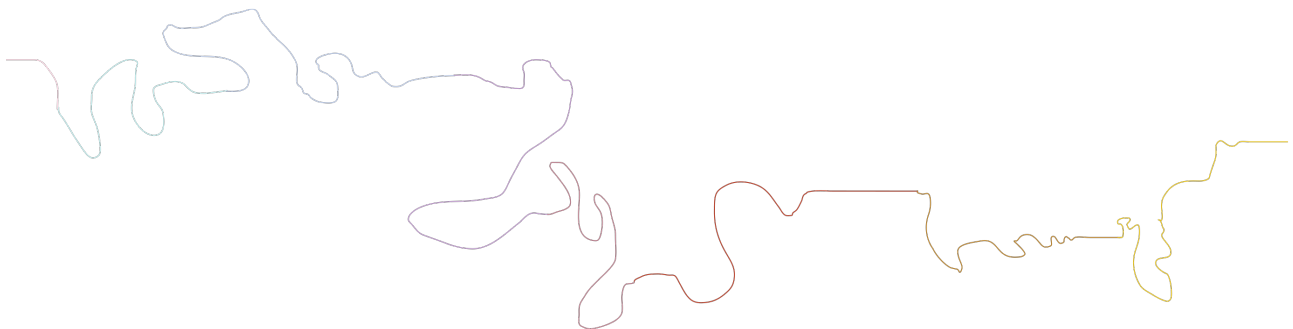
Designers In The Middle platform will present Stream of Consciousness at the London Design Biennale 2021 working under the theme of The Casbah.

The Designers in the Middle project, Stream of Consciousness, they wish to tell a story. In the story, they share the cultural background which is imprinted in their daily journey and express it as a visual narrative.

Designers from the MENA region will present their work as a collective group under the Designers in the Middle platform by using similar perspectives, challenging visitors perception and curiosity to move them toward in an active approach.

The designers, based in the Middle East are not free to travel and meet in their own region or can not meet at all due to political sensitivities in the Middle East. In DITM platform we communicate creativity remotely where we will meet for the first time in London in person at the London Design Biennale.

Our designers are from Lebanon, Iran, Qatar and Israel.



## **What is Stream of Consciousness**

The term, can be translated to a design process, a brain storming.

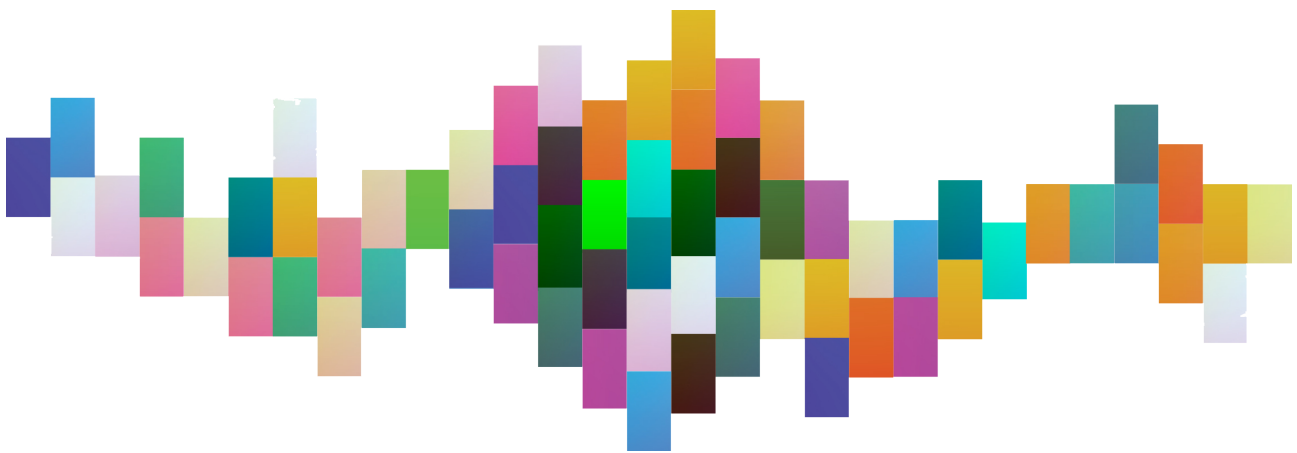
*"To depict the multitudinous thoughts and feelings which pass through the mind"*

Alexander Bain

Seven designers from the MENA region will present their work as a collective group under the Designers in the Middle platform by using similar perspectives challenging visitors' perception and curiosity to move them toward an active approach

## The Casbah theme

The Casbah is the core of the city, known as the 'Old City'. It has different associations and an incredible urban contribution with a strong socioeconomic affect that helped in shaping the MENA region and its modern architecture. The Casbah is a walled protected labyrinth with a precise geometry where people live, work, meet, do business, exchange ideas and socialise. The narrow streets are full of life, scented with burst of feelings and moods. Living inside the Casbah has to symbolise coexistence and tolerance.



pictorial presentation of the levant. image kukkastudio

## About Designers in the Middle

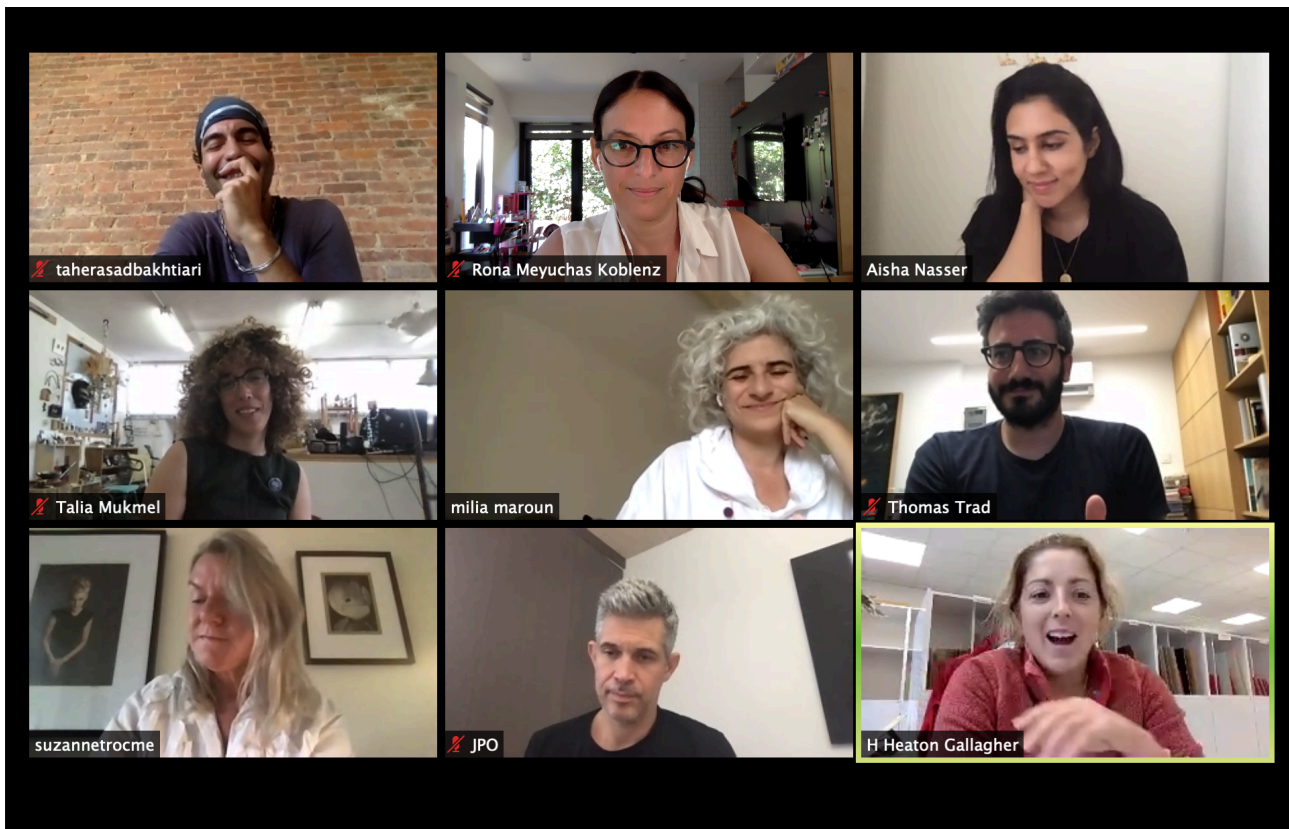
Designers in the Middle is a non-political platform, a bridging tool communicating design and craft as a common language to strengthen collaborations, cultural development, and diversity in the MENA region.

We are a group of professional designers, artists, architects and makers from the Middle East who strongly believe that design and culture are an essential tool to connect people and improve lives. We promote creativity and Levantine design as we encourage discussion and collaboration and we have a great nomadic storytelling we would to share.

Designers in the Middle presented a series of talks at The Design Museum London (2016), The Victoria & Albert Museum (2017), The Javits Centre in NYC (2017), Jerusalem Design Week (2019), and we were invited by Zaha Hadid architects to talk about “Collaborations” during the London Festival of Architecture at the Aga Khan Centre (2019).

Our design process is being developed together and in unison but apart as our team of designers are based in countries that have no diplomatic relationship therefore, they can not meet.

[www.designersinthemiddle.com](http://www.designersinthemiddle.com)



A link to the short video: <https://youtu.be/CKffQBn8BTU>

## Material Sponsor

Our material is sponsored by Finsa, a Spanish manufacturer of decorative and structural wood-based products (chipboard, MDF, and superPan). FINSA materials are distributed across the globe and used in various sectors, from industrial manufacturers, hotel fit outs, large scale residential developments, designer furniture makers to construction sites and more.

Finsa works closely with the creative industry, by collaborating with designers and architects and supporting initiatives that promote innovation within the sector. FINSA likes to support those that push the boundaries of design and in turn are delighted to support Designers in the Middle. The design work, which will be crafted by a collection of makers across the UK, will be exhibited at Somerset House during London Design Biennale.

FINSA's 2019/2020 supported projects include:

- Space Popular's latest exhibition, FREESTYLE, which is currently on show at the RIBA in London is built solely from FINSA Fibracolor.
- Exhibition sponsor for architects dRMM exhibition: Forest of Fabrication, which was exhibited at RIBA North, in Liverpool.
- The Wooden Parliament (created using FINSA solid pine wood and CompacMel) by AMID.Cero9 was displayed as part of the London Festival of Architecture and also as part of the Borough of Culture Programme in Merseyside.
- UNKNOWN: Strategies And Solutions In Shaping The Built Environment is the annual conference led by women in architecture co-curated by Melodie Leung, Senior Associate at Zaha Hadid Architects and the Museum of Architecture.

## The work

Each designer will be paired to a maker in the UK. The makers are Finsa partners. The designer and maker will work remotely as they can not physically meet.

The brief is to design an object, furniture or an accessory for people to use at indoors in the nature of the Casbah. The COVID19 pandemic changed our lives, it made us think differently as we start to adapt to a new live/work lifestyle.

We start to think differently toward the future as we shape our present, and despite the restrictions on freedom of movement, somehow, we feel closer. We start to question what is it that we really need, what makes us happy and what is the new normal?

Our designers will need to think about the theme, The Casbah. How its values can be integrated in the blurred boundaries between home and work, in our daily lives. What do people need and how can we make it accessible for them?

The blueprint designs will be available to purchase online and the final pieces made by the artisan makers using Finsa material, will be exhibited at Somerset House for the duration of the London Design Biennale, reschedule for June 2021.

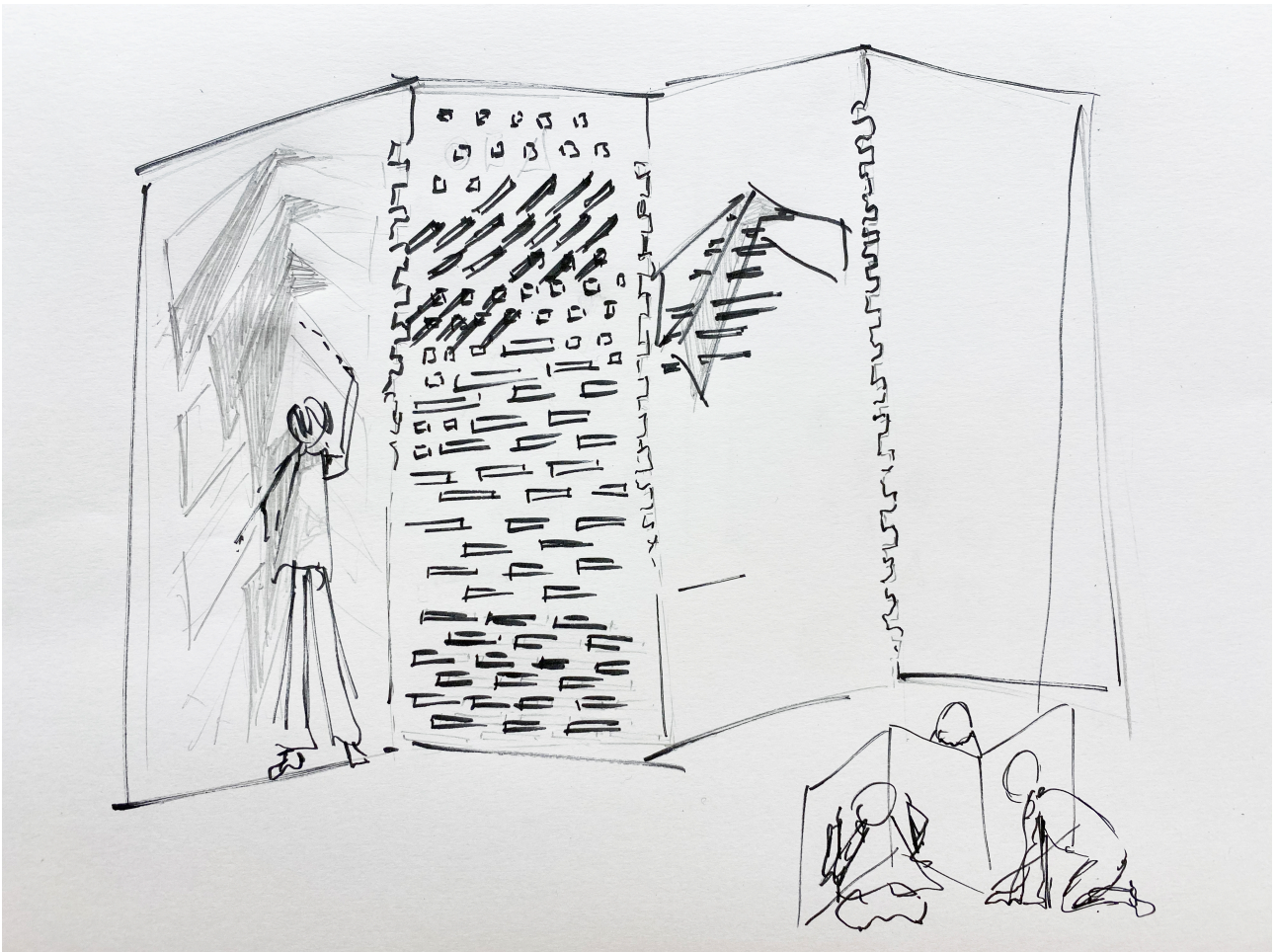


Image courtesy: Milia Maroun, Objeu Spontaneous

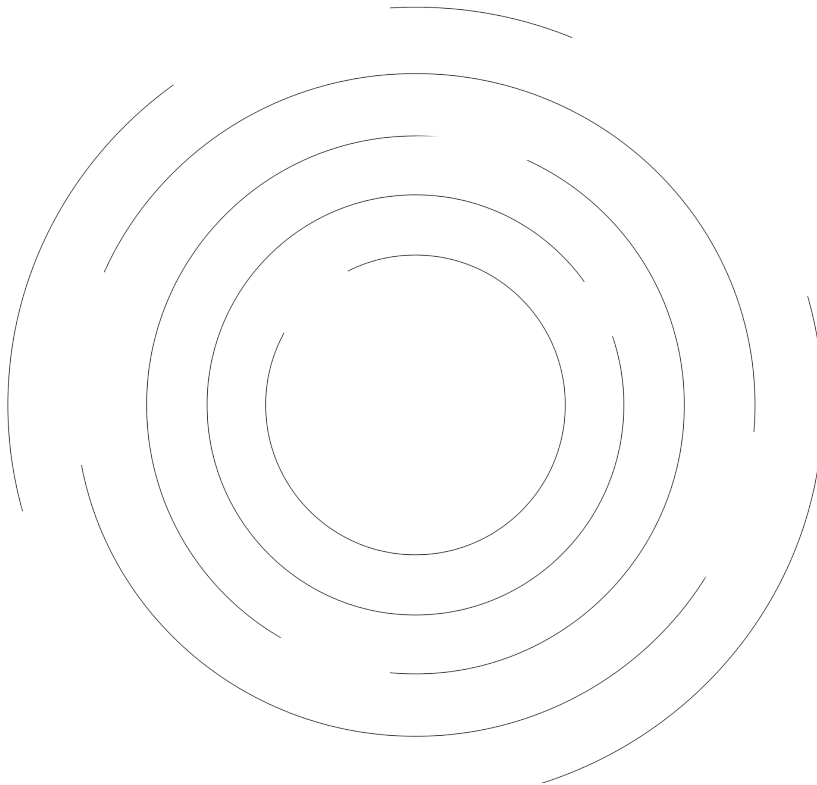
## The London Design Biennale

London Design Biennale is a global gathering of the world's most ambitious and imaginative designers, curators and design institutes. Es Devlin is Artistic Director and

has chosen Resonance as the theme, which countries, cities and territories will respond to in their installations and presentations across Somerset House. The third edition will take place in June 2021. <https://www.londondesignbiennale.com/>

## **Resonance**

Es Devlin, London Design Biennale's Artistic Director, has chosen Resonance as the 2021 theme, which up to 50 countries and territories will respond to in their installations and presentations. *"We live in an age of hyper resonance, the consequences of which are both exhilarating and devastating. Everything we design and everything we produce resonates."*



Resonance illustration by kukka studio

## **Creative team**

Curator: Suzanne Trocme'

Creative Director & Co Curator: Rona Meyuchas Koblenz

Creative Strategy: Jacob Peres Office

Designers: Milia Maroun, Talia Mukmel, Kawther Alsaffar, Aisha Al Sowaidi, Taher Asad Bakhtiari, Rona Meyuchas Koblenz

## **Press Contact**

[info@designersinthemiddle.com](mailto:info@designersinthemiddle.com)

## **Other links appearing on this page**

<https://youtu.be/CKffQBn8BTU>

[https://www.instagram.com/designers\\_in\\_the\\_middle/](https://www.instagram.com/designers_in_the_middle/)

[www.designersinthemiddle.com](http://www.designersinthemiddle.com)

[www.londondesignbiennale.com](http://www.londondesignbiennale.com)

[www.finsa.com](http://www.finsa.com)

---

## **Supporting us**

Because of the global COVID19 epidemic crisis, we struggle to fund our project and we need your help in supporting our pavilion so we could keep promoting design, creativity and culture from the Middle East.

How can you support us?

### Share

Please share what we do. It can be shared on your Social media, blog, magazine, anywhere you feel people will be interested to hear about our project.

### Donate

We set up a secure and simple credit card payment through Stripe, there is no minimum amount you could donate and we thank you so much for your support!

<https://www.designersinthemiddle.com/donations>

### Blueprint

Soon, the design blueprint will be available to purchase online so you could buy a unique design blueprint.