# creative space beirut



The hands are the work organs of the heart.

# Our Mission

**Creative Space Beirut** is a free school for fashion design that provides quality design education to talented youth who lack the resources to pursue a degree at increasingly costly design institutions.

The innovative school aims to promote equal opportunity into the creative sector and make the design world accessible to those with vision, flair and the driving impulse to create.

# Our Students

Creative Space Beirut students come from diverse backgrounds, commuting to our studio from all corners of Lebanon, including Palestinian refugee camps, Tripoli, Saida, and the Armenian quarter of Bourj Hammoud.

Our students share a talent and aptitude for design and demonstrate a commitment to hard work. However, they do not have the financial means to pursue an education or career in fashion design. Our school offers these talented young individuals a unique opportunity for free design education and industry experience.

### Our Method

At Creative Space Beirut, we encourage peer-to-peer learning and create individualized paths of study where our students produce their own work under the mentorship of a team of local and international artists and designers. Our curriculum turns away from compartmentalized classes, embedding essential technical skills into the creative process to encourage a holistic understanding of design. We are adamant about providing our students with thorough industry experience.

Throughout their enrolment, our students are provided with courses on business and marketing. They collaborate with boutiques and private clients and engage in various forms of production, from photo shoots and fashion shows to producing collections in volume. Through this progressive method, we have created an innovative space that fosters dialogue between our diverse students, nurtures their talent and helps turn their passions into solid skills and provides them with the ability to navigate the industry. Upon graduation, Creative Space Beirut assists alumni in networking and career opportunities, providing a platform for our students' careers in the creative industries, acting as a foot up into the competitive fashion world. We are proud that our alumni have all taken steps forward in their professional paths since graduating from our program. Some success stories include continuing education with masters in Milan on scholarship, launching a brand under our umbrella, collaborating with boutiques and gaining valuable industry experience, and being employed as an instructor and production manager at our school.

Creative Space Beirut was founded in June 2011 by Parsons the New School for Design graduate, Sarah Hermez, and her former professor, seasoned designer Caroline Simonelli.





Hand-embroidered illustration. Ahmed Amer 2018 Thesis Collection.



Hand-painted. Hazem Kais 2018 Thesis Collection.





Roni Helou S/S 2018





# Location

Creative Space Beirut is currently located in Khan El Joukh, Beirut Souks, as part of a project by Solidere bringing together local designers and creative initiatives in a collaborative hub.

Two adjacent spaces host the school, a fabric depot, production house and boutique selling csb ready to wear, SECOND st. and related brands.

The two spaces engender the consolidation of a dynamic ecosystem in which students, alumni and other players from within the larger design community engage in a system of collaboration and support in a lively and productive environment.



To date, our students' work has been exhibited in the following venues:

#### Santiago (Beirut, May 2018)

A collection of dresses was designed exclusively for Santiago by Creative Space Beirut alumni and students and launched at the Santiago boutique with the dresses displayed in motion in a curated dance sequence.

#### Foch Square

(Beirut, November 2017)

A live fashion show was curated displaying the thesis collections of the graduating class, as well as selected pieces from 1<sup>st</sup> and 2<sup>nd</sup> year student collections. The show was followed by a one week static exhibition at the Creative Space Beirut studios downtown as part of Khan El Joukh's launch.

#### **Dar El-Nimer for Arts and Culture** (Beirut, December 2016)

Creative Space Beirut displayed the work of its first five graduating students in a live fashion show. The private show was followed by a two day static exhibition open to the public.

#### Villa Audi (Beirut, November 2015)

The exhibition (Weaving the Sea) displayed the results of collaborations that brought together craftsmen and designers from the different shores of the Mediterranean. Students worked with Spanish textile artist Carlos Salvador to create an elaborate patchwork coat.

#### 4 Concept Store (Kuwait, October 2015)

Creative Space Beirut collaborated with the concept store 4, based in Kuwait, in which each student created individual collections. After exhibiting their collections, 4 provided one student with a grant to create an exclusive winter collection for its prestigious store.

# Contemporary Art Platform

(Kuwait, October 2014)

This was the school's first regional exhibition outside Lebanon, which also included the launch of csb readyto-wear. Creative Space Beirut collaborated with a local PR company to organize a fundraising event.

#### **La Grande Brasserie du Levant** (Beirut, July 2014)

Creative Space Beirut took part in a group exhibition (Creativity and Regeneration) displaying the various design and art initiatives that were born and bred in Mar Mikhael in an effort to promote local work.

#### **Bsous Silk Museum** (Beirut, July 2013)

Creative Space Beirut received a grant to bring artist Denise Maroney from New York to teach a silk workshop to its students. The results of the workshop, including a collaborative silk embroidery piece and silk painted scarves, were exhibited at the Silk Museum in Bsous.

#### **Bokja Design Studio** (Beirut, June 2013)

Creative Space Beirut exhibited their 2013 collaborative collection at Bokja Design Studio. The exhibition was the final show of the week.

### 6:05 at depechemode

(Beirut, August 2012)

Creative Space Beirut displayed its items in an exhibition at a concept store 6:05 Depeche Mode to experiment with working in a retail environment.

#### Beirut Art Center (Beirut, March 2012)

This weeklong exhibition was the first Creative Space Beirut show in a gallery space after the pilot project. Items were sold in a silent auction. The exhibition brought upwards of 300 attendees.

# **Saifi Urban Gardens** (Beirut, August 2011)

The pilot took place over three months in an underground studio in Saifi Urban Gardens, and included five preliminary students. In three months, a collaborative collection was created and displayed in an exhibition. All of the thirty pieces were sold.

### Communication and PR

Creative Space Beirut has been featured extensively in both Lebanese and international media outlets, including Vogue Arabia, Marie Claire magazine, Al Jazeera News, Brownbook magazine and PopSugar.

# marie claire

The little place that could

**IIFF** 

#### قلوبٌ مصممة

يضع ساعة فلط بدا البد المكسى بدا العد المكسى. إيتسامة طي ودوه الفليات الخمس مهرة لكنها تحفي خلفها فليلاً من التوتر. بعد فلبل عد حتول النبل. سرمرض أمام الملاء أول فسائين ..

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Lebanon's first free

fashion school



#### Free Education Is In Fashion

Sarah built a tree fashion design school when she was 25. Why free? Bectuse it takes all of us to design the world around us. And because it the best way to bring down social wells and weave together new threads across the fashior of society.



The Creative Space, bien plus que de la mode, un véritable conte de fée

Une expansion inedite de robes créees par cinq jeunes fermes plaets reannes, lobarises et armaneumes plas tatecturuses na unas que las autes, se tiendas les 17, 16 et 15 août dans le "Creative Space" au casil furban dansée a Garmayas. Jouas de la baster a la réve de devarér un plas de grandes contanieres, mais eller régularaiter es ni las donnes la postacióne.



THE DAILY STAR

## Fashion design instruction on tap at The Creative Space

BEIRUT Hand-celeted fabrics, Italian satis, one-of-a-kind couture drastan: Eman Aswad, 10, tinds hansait a long way from using her mother's soarts to design clothes on a child in Burij al-Barsjinch refugee damp.

Aswad and her four classifiants are participating in the inaugural program of The Creative Space, an educational inflative founded and run by tablances Arteman Astanian designed Stath Hammar that are so empower Lebason's diverse youth through tashion and "creates designers" in the process.

Concentrating hard. Asswed manipulates the table of the gamment the is making, aphresing it, stitching it down so it follow and collects, adding shape and detail. This design and the four others taking alrace on dense terms accurd the workshop are more than series leaving projects. In just two weeks free they will be part of the collection that will cataput hearts nervers designers control that string some.

It has been a steep learning ourse for these girls who have ....

#### L'Orient LE JOUR

Un atelier de « design » mêle à Gemmayzé mode, créativité et brassage social

Le quartier de Gemmayzé abrite depuis le 1er juin The Creative Space, un atelier de design et de contection un peu particulier. Depuis deux mois environ, Sarah Hermez accueille einq jeunes femmes de manière... Forget pretty things: Designing solutions to Lebanon's social ills

Lebason's design community is urged to 'streamline the process of finding solutions' to social problems beyond the world of fashion

"The problem with Lebanon [is that people] put a Band-Ald over a broken log," agrees Sarah Hermez, lowader all the Creative Boace, an NGS working to provide fashion design doctation to ondependent Lebanes. Patentinian and Systan young people living in Lebanon. "Things bond pet hird, just covered up."

Forget pretty things'

Last mort, during the batth annual Beinz Design Week (BDW), the design conversity viewership involve in software these discretancies cannot as and At undership (Licenzee, anthetion and on-undering ecosion, designers and logicity) alive area urged by Design Week toutioner toreand boardants for strage carty strage. Instala, they area tasked with using design howing to logical Beruch publices and overving sustainante prodersists for adversaring mem.

### BROWNBOOK

Fashion therapy

Creative Space is non-profit school using fashion design as a medium to threak down social barriers, it offers free education and the chance to take it one step forther.



Le style insolent de Creative Space Beirut

Plusieurs étudiante de Creative Space Beirut (CSB) ; l'école du mode ouvertie il y a deux ans stans le quartier branché de Mar Mikhael et dont la formation de gratuite...



## Fundraising

Creative Space Beirut is currently funded predominantly through student-based scholarships sponsored by generous individuals who believe in the importance of free creative education.

In order to reach our goal of self-sustainability, we have implemented a multi-faceted fundraising strategy.





### Exhibitions:

The students' designs are sold at yearly exhibitions.

### Events:

We collaborate with various venues and partners to host fundraising parties.

### In-house Brands:

These brands are supported by the Creative Space Beirut through the provision of a platform and resources. Each brand donates a percentage of its profits to the educational program.



**csb** ready to wear is a brand designed by the Creative Space Beirut team, including mentors and students.



**SECOND ST** is a separate entity that engages in a mutually beneficial trade off model with Creative Space Beirut through the sharing of a space and supplies. The brand is run by Tracy Moussi, Sarah Hermez and George Rouhana.



**Roni Helou** is the namesake brand of Creative Space Beirut alumni Roni Helou. The brand is managed by Creative Space Beirut's team, and is run through our platform of brands.

Our growth is made possible through the support of generous individual sponsors and international partnerships. Fabric stores and fashion designers, Donna Karan, Derek Lam, Diane Von Furstenberg and Milia M, Deviations and Warde Fabrics have donated textiles for students to use.

In addition, Parsons The New School for Design continues to support our initiative through fabric donations and media exposure.

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Find Creative Space Beirut on Facebook and follow @CreativeSpaceBeirut on Instagram

creativespacebeirut.com