

STARCH your summer

An exhibition by STARCH designers 2008-2009-2010

May 18 – June 11, 2011

Opening reception: Tuesday May 17, from 6 pm to 9 pm

Beirut Art Center is happy to present 'STARCH your summer', as part of its series BAC design. The exhibition will present specially designed capsule collections by all the STARCH designers for this event.

For the first time, STARCH designers from 2008, 2009 and 2010 will come together to design products with the 'STARCH' brand codes. A variety of items will be presented ranging from fashion clothing, accessories and interior products carrying the signature style of each designer.

Participating designers are: Ghita Abi Hanna, Najla el Zein, Racha Abbas, Deena Wassef, Nadine Mneimneh, Rana Mikdashi, Rayya Morcos, Ronald Abdallah, Rami Kadi, Lara Khoury and Missak HajiAvedikian.

Installation created by Najla el Zein.

THE CONCEPT: STARCH

To develop and strengthen the design industry in Lebanon, Rabih Kayrouz and Tala Hajjar believe it must be constantly renewed by the introduction of fresh talent. To this end, Kayrouz and Hajjar have committed themselves to an annual non-profit program of a rotation of young designers from different fields in the industry.

In collaboration with Solidere, they have also created a space for these subsequent groups of young designers to present their work.

The NAME: STARCH

Chemically, Starch is a WHITE, odorless, SOLID carbohydrate, typically composed of long chains of glucose molecules. It is the most basic form of all carbohydrates, a PURE substance, which is INSOLUBLE in water. In the textile industry, it is used in the manufacturing of adhesives, paper and textiles as a HARDENING or BONDING component. The designers behind STARCH possess the same qualities as the substance for which the space is named. They are the component parts, the building blocks and the creative agents of a burgeoning fashion and design industry in Lebanon.

www.starchfoundation.org

contact person: Tala Hajjar (tala@starchfoundation.org)