

HOUSE OF TODAY
announces third biennial exhibition

JUNGLE PROTOCOL
tradition & etiquette

in Beirut this December

Products by 24 designers, selected by House of Today's curatorial panel are exhibited to showcase today's most prominent talent in contemporary Lebanese design.

In addition to the exhibition, House of Today will launch The Shop, an offering of home and office products in collaboration with WallpaperSTORE* and guest curator Nicolas Bellavance-Lecompte of Lebanon's Carwan Gallery.

note for editors

Title of the exhibition: JUNGLE PROTOCOL, tradition & etiquette
Curation and Production: House of Today
Public exhibition dates: December 8th, 2016 – December 29th, 2016
Opening reception: Wednesday 7th of December 2016 - on invitation
Press day/preview: Tuesday 6th of December 2016 - **Press trip: on request**
Location: The Yacht Club, Beirut, Lebanon

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JUNGLE PROTOCOL tradition & etiquette

Ultimately, the human journey is a story of creation. Beautiful monsters raging from the sea. Yearning to be tamed. A warm hand to embrace other human beings. To live in harmony with other human beings. And there we were, creators and spectators: the birth of protocol. Rules to build and rules to destroy. Traditions to respect and etiquettes to follow. Rituals and ceremonies. Beliefs in afterworlds. Summoning the vanished. The sacred and the blasphemous. Virtue and sin. And everything codified. The birth of a world of contradictions: rules for making love and songs of war. People chanting. Celebrations and trances. Encounters and dances. Families and tribes and civilizations. Migrations and melting pots. New flags and new places. And a thousand different faces for the same human race.

House of Today invites all designers to reflect on their own traditions and open their eyes to other cultures. Underneath a veneer of chaos and differences, there is an underlying order that binds us all together: it's called the Jungle Protocol.

Following Sam Baron, International ambassador of the last Biennial's edition, House of Today's curatorial panel* has invited 2 established European Talents - Massimiliano Locatelli (IT), Snøhetta (NO) - to contribute to the exhibition by exploring Lebanese material and producers know-how, by providing guidance to designers working with House of Today and leading workshops at ALBA (Académie Libanaise des Beaux-Arts) in Beirut during the Biennial exhibition.

2 International established guests designers :
Massimiliano Locatelli (IT),
Snøhetta (NO)

The 22 selected designers from Lebanon include:

Flavie Audi,	Rabih Geha,
Stephanie Sayar & Charbel Gharibeh,	Najla El Zein,
Tessa & Tara Sakhi,	Ranya Sarakbi & Niko Koronis,
Carla Baz,	Khaled El Mays,
David Raffoul & Nicolas Moussallem	Marc Dibeh,
Georges Mohasseb,	Michel Abboud,
Nada Zeineh,	Nour Al Nimer,
Anastasia Nysten,	Lina Shamma.
Celine & Tatiana Stephan,	

* HoT's curatorial panel for 2016 includes Nicolas Bellavance-Lecompte, Marie de Cossette along with HoT's qualifying committee: Cherine Magrabi Tayeb, Marc Baroud, Karim Chaya, Karl Bassil and Rania Abillama.

Massimiliano Locatelli about House of Today :



« Lebanon conjures up a meeting point between continents, the crossroads of many civilizations whose traces may be still seen today. It is a country where the mountain meets the sea, a country where history and civilizations come to life.

The mission of House of Today to promote young Lebanese designers is part of a continuity of the cultural heritage.

I like to participate to such a noble project that speaks about contemporaneity all over the world. And I really believe it is important in such a "jungle" world to have a "protocol" that helps people to reach their dreams. Architecture and design are also about dreams. »

ABOUT HOUSE OF TODAY

House of Today, a non-profit organization, is recognized internationally as a reference for design in Lebanon. In 2014, its second exhibition *Naked: Beyond the Social Mask*, gained international acclaim and its success provided the opportunity for House of Today's scholarship programme to fund 6 design scholarships to young Lebanese designers. It also provided a platform for House of Today's designers to work with international galleries such as Nilafur in Milan, Gallery Fumi in London and Carpenters Gallery in London and Paris.

Critical acclaim and commercial success of the previous 2012 and 2014 biennial exhibitions, curated by founder Cherine Magrabi Tayeb*, have set the bar high. Cherine has carefully extended the House of Today programme over the last 2 years to include international tours of commissioned work, curated exhibits with Lebanese designers, and special commissions at global design events. The success of the curated exhibitions has allowed the continuation of House of Today's main purpose which is to **fund scholarships for young Lebanese designers**.
<http://www.houseoftoday.com/>

HOUSE OF TODAY COLLABORATIVE DESIGN PLATFORM

* As founder and curator of HoT, Cherine Magrabi Tayeb has overseen the development of the House of Today programme. Cherine identified the need for a platform for Lebanese design, one that would put Lebanon on the international design map, and set out to achieve this. Her skills as a businesswoman, managing a retail chain of 200 stores in the Middle East, and her commitment to the arts as a founding member of the Beirut Art Centre and council of the Serpentine Gallery in London, combine to make her a powerful force on the international cultural landscape. Cherine has been asked to curate special collections internationally.

Cherine Magrabi Tayeb, comments on the last 2 years :



"It's been a fascinating two years. We have been overwhelmed by the support from the international design community. Our talented designers here in Lebanon have been recognized which is what we had always set out to do. It's led to important collaborations for us. We are excited to be launching our third scholarship programme, this is when all the hard work really pays off."

THE SHOP

In addition to the exhibition, in 2016 House of Today will launch The SHOP, an offering of home and office products in collaboration with WallpaperSTORE* and guest curator Nicolas Bellavance-Lecompte** of Lebanon's Carwan Gallery. This special collaboration between 3 partners outlines their joint commitment to nurture and showcase internationally the strong design talents found in Lebanon.

The exhibition shop will feature a combination of new commissioned objects to Lebanese designers and existing iconic WallpaperSTORE* objects from international designers. Nicolas Bellavance-Lecompte will curate both selections in the broadest sense of the word : from working with individual Lebanese designers on the conception and development of each product to overseeing production and art direction of the shop presentation. The collection will comprise office and homeware objects for all budgets. Following the exhibition shop at Le Yacht Club Beirut, the new objects will permanently be part of the WallpaperSTORE* and available for online purchase worldwide.

The selected Lebanese designers participating in this project :

200 grs	Booabood
Stéphanie Moussallem	Joelle Kharrat
Nada Debs	Marc Dibeh
Georges Mohasseb	Marc Baroud
Carlo Massoud	Wyssem Nochi
Zeina Aboul-Hosn	Rabih Kayrouz
Thomas Trad	Ghaith & Jad
Bokja	Mary-lynn Massoud
Sayar/Garibeh	Rouba Mourtada

Over the last 7 years, Wallpaper magazine has commissioned the world's finest artists, designers, craftsmen and manufacturers to collaborate on one-of-a-kind handmade pieces : furniture, fittings, fashion, foodstuffs, etc...

WallpaperSTORE*

Last year, the Wallpaper* magazine has finally launched, in partnership with The Level Group, e-commerce Italian based company, a curated marketplace for the most refined design, WallpaperSTORE*. STORE stocks, wraps and dispatches to your doorsteps, their pick of the finely formed and forward thinking from around the world.

<http://store.wallpaper.com/>



**Nicolas is the cofounder and art director of Carwan Gallery in Beirut, the 1st contemporary design gallery exhibiting in the Middle East at an international level. He is also an architect and design consultant working on various contemporary design projects with renowned designers and brands. He has solidified his role in the Middle East through various innovative commissions with international artists and architects, advising for various institutions, companies and curating exhibitions. Nicolas has an extended global network and a close relationship with the press, collectors and the most important galleries in the design world.