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Press Release: Rabih Geha Architects crafts a Home for vagabond brand Images d'Orient to dock.

About Images d'Orient Flagship

Project/ Images d'Orient

Type/ Retail - Flagship

Location/ Ashrafieh, Beirut, Lebanon

Area/ 70 sqm

Year/ March 2019

Photo credit/ Tony Elieh

In line with RG/Architects' mission of 'creating spaces for people to inhabit, work, play and experience,' the practice is crafting a home for the oriental vagabond to dock.

After travelling the world to over 15 countries, Images D'Orient – a concept dreamt up by brother/sister duo Charbel Raphael and Peggy Raphael Dabbar in celebration of past civilizations – will be housing their products and conceiving new ones in a space signed RG/A.

Extracting from the Mediterranean architecture and the brand's aesthetic components, the space echoes Images d'Orient's embrace of diversity and its alliance of modern and ancient through a composite of cultural footprints.

Hosted in Ashrafieh, one of Beirut's oldest quarters, the space has a dual use: display and creation. It opens on a façade of successive arched windows that puncture the boutique revealing the continuity of arched doorways and display on the inside.

Through the internal arched openings, one can glimpse the narrow passage behind while the display gallery acts as a



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backdrop curtain to the shop. Images d'Orient products and unique pieces are showcased, offering a "piece of Lebanon for anyone and everyone to hold."

The space embraces a lost in translation approach, where explicit traditional references evolve into contemporary form; this is felt through the use of modular lights with aluminum glossy reflectors, display in brushed stainless steel and brass details, and white undulating and perforated steel mesh.

Hues reminiscent of Mediterranean archetypes dominate the space; grey Aggloceppo terrazzo flooring, bright white walls, blue arched openings and a vibrant red ceiling.

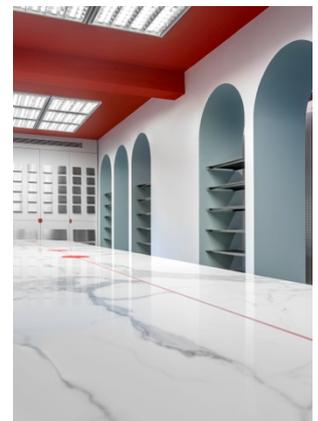
The space will also serve as the creative launching pad for products to come, delivering the richness of the Mediterranean heritage heralded by Images d'Orient.

About Images d'Orient

Images d'Orient is a contemporary concept paying tribute to the legacy of past civilizations. Founded in 2000, by Peggy Raphael and Charbel Raphael, the brand consists of a line of day to day objects and products that promote the richness of the Mediterranean heritage. The products are sold in over 20 countries worldwide.

About Rabih Geha Architects

Rabih Geha Architects, stylized as RG/A, is a team of architects and designers working together to create spaces that inspire. Led by Rabih Geha, the award winning practice works on a portfolio of projects that include architecture,





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interiors, product design and experimental installations.

Representing a young generation of architects buking tradition in favor of a new approach, RG/A works alongside its clients to weave together the story of both their identity and the building they inhabit. Based in the creative heart of Lebanon, the design hub of the Middle East, the practice was founded in 2006 and Geha's authenticity remains at the forefront. Each project retains an individual identity based on the stories it has to tell.

RG/A's founding philosophy is that architecture is about storytelling, understanding and conveying the context, values and ethos from each project and client. The geographical, historical and the socio-economic details form a compelling visual collage, which Geha then transforms into a sensorial experience, capturing the mood and ambiance to blend the spirit of the space.

Each design, prompted by the environment it lives in, absorbs the surrounding physical, social and aesthetic elements to result in spaces that are never dictated by trend or style, but rather built with meaning, relevance and most importantly passion. The practice is shaped by internal critique, creative dialogue and an exemplar level of architectural and design aesthetics.

RG/A's works have been featured in a number of publications and books such as Andrew Martin Design Review, Frame's Night fever and La Boite De Nuit. Geha was listed in the 50 most influential interior designers in the Middle East 2018 by Commercial Interior Design. In 2018, Geha won both the Commercial Interior Design Award of the year for the bars and club category, and the bronze A' Design



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Award, for the A' Interior Space, Retail and Exhibition Design category, and was also shortlisted for the UK Restaurant and Bar Awards. He was invited to be a judge in the Architecture category of A&D Trophy Awards in 2017 and the practice was included in the second annual AD50 for exceptional projects defining the contemporary Middle East landscape: the RG/A Überhaus nightclub project. The design firm has also been shortlisted for the Andrew Martin Design Review - considered by many as the 'bible' of interior design, released in October 2017.

He holds a B.A. in architecture from The American University of Beirut (AUB) and a master's degree from l'École Nationale Supérieure de Création Industrielle (ENSCI). He launched an experiment-driven and research-oriented workshop at l'Académie Libanaise des Beaux-Arts (ALBA) in 2006, where he is currently mentoring Lebanon's next generation of architects. He lives in Beirut with his wife designer Ghida Geha, and their two young children. www.rabihgeha.com