

BEIRUT IDENTITY COMPETITION

KISD
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Technology
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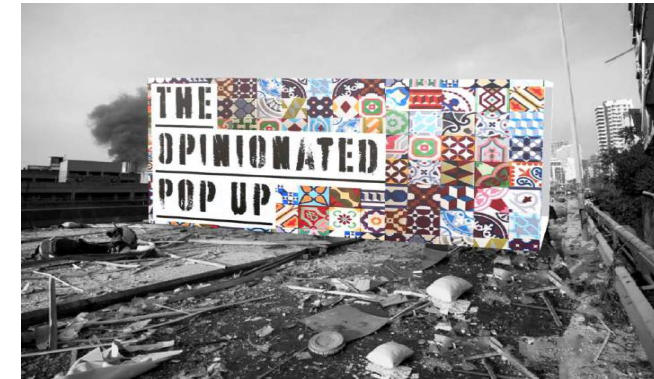
Catalina González Flores

13.12.2020

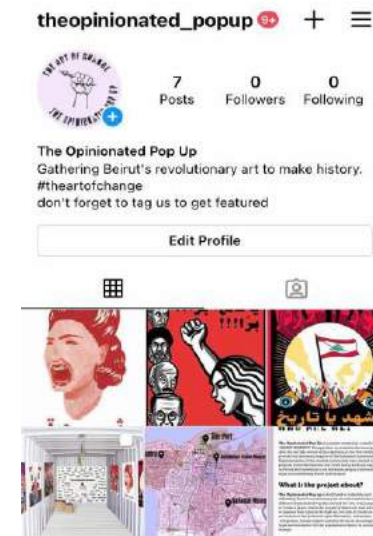
PROJECT PROPOSAL

THE OPINIONATED POP UP

Creating both a physical space and a platform on social networks to exhibit the revolutionary art of Beirut.



Example of the Pop Up that would be located in front of the port of Beirut.



Online platform:
Instagram Account

**Why is a project like the *Opinionated Pop Up*
something of great need for Beirut's society?**

Lebanese protests (2019–2020)

October Revolution
17 October 2019

Triggered by planned taxes on gasoline, tobacco and calls on applications such as WhatsApp.
Start point: **Beirut**

Nationwide protest

Quickly expanded into a **nationwide protest** against **political corruption, austerity, sectarianism, recession, unemployment** intensified by the effects of **Covid-19** pandemic on the country's economy.

Symbol of national union
Formed by people of different **ages, social classes, religions** and **political positions**.

Explosion at the port of Beirut
4 August 2020

Revival of the protests
After the decline in protests due to Covid-19 regulations many took to the streets after the explosion to demand **accountability** and **justice**.

To this day protests continue in pursuit of **real** and **long-term** change.

Lebanon Banks to Close Monday as Protests Rage for 4th Straight Day, digital photograph, accessed 13 December 2020, < <https://english.aawsat.com/home/article/1953666/lebanon-banks-close-monday-protests-rage-4th-straight-day>>.

Violence and lack of freedom of speech

Excessive use of force

- Military and Security Forces used rubber bullets, live ammunition, pellets, beatings and tear gas against the Demonstrators.
- Example of violence: The Protest on August 8



The Lebanese Red Cross and the Islamic Emergency Relief Corps announced that 728 people were injured and at least 153 were taken to hospitals. Health workers and journalists were also injured.

- Some demonstrators have acted violently by throwing stones at the Military and Security Forces and damaging private property such as storefronts.
- Conflicts between protesters from different political and religious positions.
- Violation of international human rights.

Lack of freedom of expression

The Lebanese penal code criminalizes

- the defamation against public officials.
- any insult to the president, flag, or national emblem.

The military code of justice criminalizes

- any insult to the flag or the army.

As a result, there have been many cases of

- harassment of journalists and activists
- people accused of defamation because of their criticism on social networks
- peaceful protesters who have been unjustly arrested



Lebanon protesters angry at selective police violence after Beirut clashes, digital photograph, accessed 13 December 2020, <<https://alkhaleejtoday.co/international/2722/Lebanon-protesters-angry-at-selective-police-violence-after-Beirut-clashes.html>>.



The Criminalization of Peaceful Speech in Lebanon, digital photograph, accessed 13 December 2020, <<https://hrwmirror.org/report/2019/11/15/there-price-pay/criminalization-peaceful-speech-lebanon>>.

Loss of cultural heritage and identity

Over the decades, Beirut's **cultural heritage** has been systematically **erased**.

How?

- Different conflicts and wars
- Current example: explosion at the port of Beirut

Consequences

- Destruction of historical buildings
- Destruction of the artistic and cultural scene (Destruction of Gemmayzeh and Mar Mikhael)
- Destruction of museums
- Reconstructions that have erased any trace of history (Reconstruction of downtown Beirut)

It has not only caused **physical damage**, but also a strong loss of **hope, spirit** and **identity** in the population of Beirut.



Destruction after the Lebanese civil war (1975 – 1990)

The destruction of Lebanon Civil War, Beirut. Source: Uri-1., digital photograph, accessed 13 December 2020, https://www.researchgate.net/figure/The-destruction-of-Lebanon-Civil-War-Beirut-Source-Uri-1_fig3_319234275



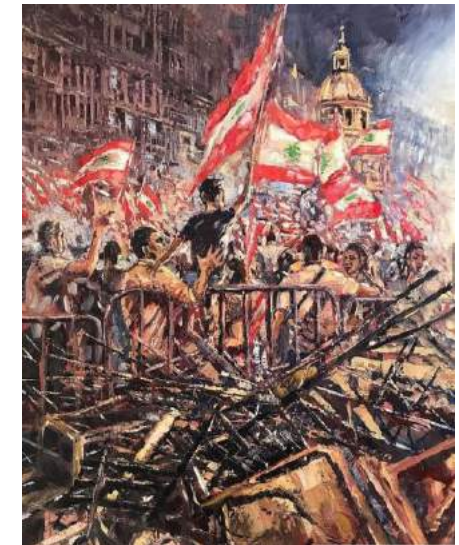
Destruction after the explosion in the port of Beirut (2020)

Utter devastation as toll from Beirut blast tops 100, digital photograph, accessed 13 December 2020, <https://www.enca.com/news/utter-devastation-toll-beirut-monster-blast-tops-100>

The movement of "Revolutionary art", silent but powerful form of protest

- Since the beginning of the protests the walls of Beirut have been decorated with all kinds of revolutionary art.
- Different platforms have emerged in social networks intended to exhibit revolutionary art.
- Social networks are being used as a new tool to collect the events that will be part of Beirut's history.

"These pieces will exist forever. They capture key moments and events, forever immortalised in the artwork. They can be used in schools and in books and go down in history as part of the Lebanon 2019 revolution." Mounla, P. (2019, November 24). Personal interview [Personal interview].



**CONSIDERING THE MOTIVATION
OF THE POPULATION TO
ACHIEVE A CHANGE, WE CAN
CONCLUDE THEN THAT THE
OPINIONATED POP UP IS A
PROJECT OF GREAT NEED FOR
BEIRUT'S SOCIETY.**

It would

- **provide a space where the population of Beirut can express themselves freely.**
- **create a peaceful environment where all the population can feel safe to express their opinion.**
- **integrate society.**
- **raise awareness of the current situation in Beirut.**
- **give hope and motivate people to work together for change.**
- **promote the sense of Lebanese identity.**
- **create a place and a platform that in the future would serve to inform the world about the important events of this crucial period of Beirut's history.**

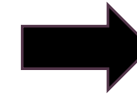
DESIGN PROCESS



Building materials



Post-blast Lebanon only has 6-week supply of flour, UN reports, digital photograph, accessed 13 December 2020, <https://www.enca.com/news/utter-devastation-toll-beirut-monster-blast-tops-100>



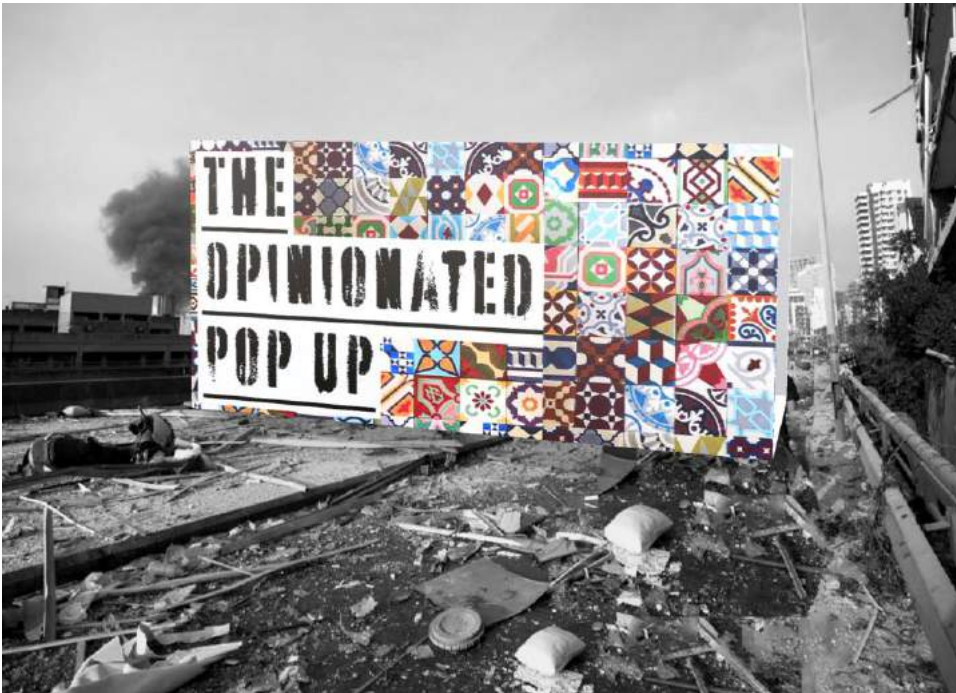
The infrastructure of the Pop up would be built with the **containers** damaged by the explosion.

- So that the construction of the project needs little financial support.
- To promote the idea of recycling and sustainability.
- To symbolize the strength of the population of Beirut by getting something good out of a terrible event.

"The fact that this was coming from the glass, from the shattered glass, there was some kind of a poetic justice to all of this. That you could bomb us, or you could, whatever, you could try to harm us, and we will always find a way of making something good out of it, and something that connects all of us Lebanese." Abichaker, Z. (2020, September 24). Personal interview [Personal interview].

Design of the exterior of the Pop up

Mockup



Inspiration
Traditional
Lebanese Tiles

**CREATING A SPACE WITH
WHICH THE POPULATION
OF BEIRUT CAN IDENTIFY.**

Traditional Lebanese Tiles, digital photograph, accessed 13 December 2020,
<http://www.designfetish.org/2019/09/traditional-lebanese-tiles.html>

Design of the interior of the Pop Up

CONCEPT

Creating a space
with two
environments
and two different
purposes.

One where visitors can
appreciate the different
pieces of revolutionary art.

One where visitors can
participate in an
interactive exhibition.



At the Opinionated Pop Up visitors can not only appreciate the revolutionary art pieces but also express their opinion and become part of change.

First environment

Exhibition of the revolutionary art pieces

The walls of the container are painted white

- Greater luminosity to appreciate the pieces better
- Peaceful environment

Lighting

Lamps made with recycled glass from the explosion.

- Lower the cost of construction
- Support entrepreneurs selling products with recycled materials from the explosion

Any type of art can be exhibited, not only paintings and posters, but also

- Drawings
- Quotes
- Photography
- Sculptures
- Personal stories

The names of the artists are always mentioned below the art pieces.

Mockup



[illegible]

On the wall of the container there are nails with different terms from different nationalities, religions, political parties and districts of Beirut. People should use the colored threads found in the side baskets to join the nails of the terms they identify with. Finally, everyone should attach their thread to the end point in the middle, which says the phrase: "Today we all stand together for a better Tomorrow" with a symbol of two joined arms and The Cedar Tree of Lebanon.

ACTIVITY THAT SYMBOLIZES DIVERSITY, IDENTITY, MUTUAL RESPECT, HOPE AND THE INTEGRATION OF BEIRUT'S SOCIETY.

Branding and Online Platform Design

Color: Pastel purple

- Non-political color
- Juvenile
- Associated with creativity
- Pastel tone creates a sense of peace

Symbol: Fist holding paintbrush

- Inspired by the fist symbol used in the Lebanese protests
- Symbol of freedom of expression through art

Phrase: “The Art of Change”.

- Underlines the purpose of the project

Logo direction



Inspiration:

Paintbrush clipart hand holding , digital photograph, accessed 13 December 2020, <https://webstockreview.net/pict/getfirst>

Online Platform: Instagram account

@theopinionated_popup

What are the benefits of having an online platform?

- It allows us to reach a larger audience.
- ➡ • People can appreciate the art pieces from their home, an important factor for the current situation of the Covid-19 pandemic.
- By taking advantage of the advertising tools such as Hashtags (**#theopinionatedpopup**, **#theartofchange**, **#beirutexplosion**).
- Allows us to publish an indefinite number of pieces simultaneously since an online platform does not depend on physical space.
- It simplifies the reception of revolutionary art.

How do we receive the art pieces?

1. Users tag the Opinionated Pop Up Instagram account in their revolutionary art publications.
2. We publish the art pieces on our Instagram page.

Which artworks will be exhibited at the Pop Ups?

- Every month we exhibit a different group of art pieces in our Opinionated Pop Ups.
- Each Pop Up exhibits a different group of art pieces, that way we make sure that all the art pieces that are sent to us are exhibited physically.

Mockup Instagram account

Presentation of the project



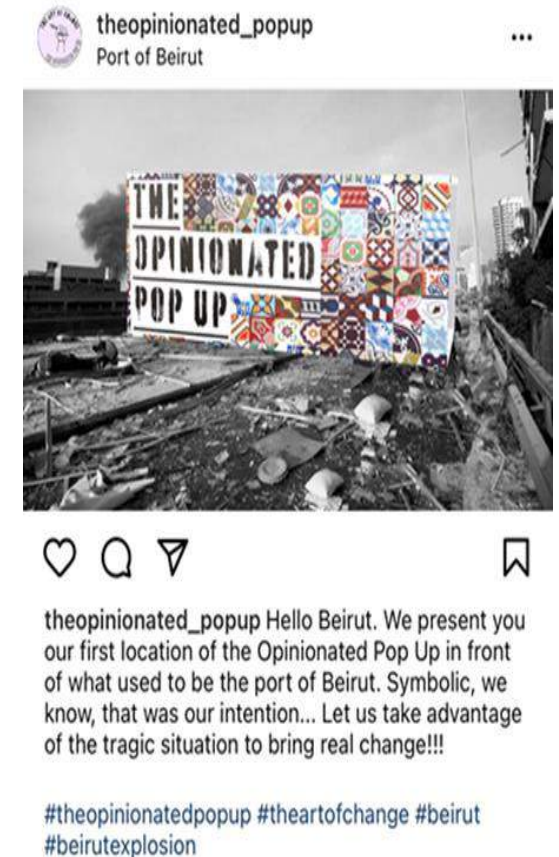
Information about Pop Up locations



Presentation of the exhibition of the month



Example of presentation of the different Pop Ups



All the revolutionary art pieces have been taken from
the Instagram account “Art of Thawra”.

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