

Imad Gebrael / Creative Director
M / 28.4.1990 - Lebanon / Lebanese
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Education

PhD European Ethnology Humboldt University of Berlin - Germany - (2020-2024)
MA Graphic Design AKV|St.Joost - The Netherlands - Graduated in June 2017
Thesis Identity representation: self-Orientalism and hyper-nationalism in Arab design
Project Mapping identity: reversing cultural representation (*subjective mapping*)

Using Usership AKV|St.Joost - 2016/2017
Artistic Research Project - initiated and conducted by Erik Hagoort
/ Taking part in the group research and contributing to the final publication

BA Graphic Design / high distinction - AUST - Lebanon - Graduated in June 2013
Thesis Capitalism and Graphic Design
Project Stories of bias in design education (*animation*)

Lebanese Baccalaureate - Sociology / Economy - 2008

Professional Experience

July 2017 - Present: Imad Gebrael - Berlin - DE
Freelance creative direction professional registered in Berlin
/ Working on artistic projects for international clients
/ Hosting design workshops with different European foundations
/ Freelance graphic design and creative direction

October 2013 - July 2017: Mojo Ink - Creative Director - Beirut/Abu Dhabi
2013 till 2015 (employee) - 2015 till present (freelancer)
/ Working on private and public accounts and directing a team of five designers
/ Managing communication and design tasks from conception to delivery
/ 2013-2014: full-time / 2015-2017: part-time

October 2012 - Oct 2013: AUST - Lebanon - Teaching Assistant
/ Assisting Graphic Design courses and coordinating with the department's chairperson
/ Organizing lectures and events - curating student exhibitions
/ Part-time

April 2012 - April 2013: Creative Space Beirut - Facilitator
/ Representing the space on media platforms
/ Assisting with planning and management tasks
/ Part-time

November 2011 - October 2012: March Design s.a.r.l - Graphic Designer
/ Performing Design and communication tasks
/ Part-time

Scholarships & Prizes

Think Global Act Local - IBA campus 2016 - Thuringia - Germany
Selected to take part in a 10-day campus to re-activate the Eiermannbau building
Project Open Factory - The Eiermannbau Re-imagined

Scholarships & Prizes

March/April 2016: Dérive Berlin Residency - Germany

Awarded by Belius Foundation Berlin in collaboration with the Research Centre for Art & Design (CAD), Avans University of Applied Sciences

Project My stories, My terms: a research and workshop about the refugee crisis and the media bias in Berlin

Middle East Now Animation Festival 2016 - Florence - Italy *(Festival Selection)*

Beirut Animated 2015 *(Festival Selection)*

Exhibitions & Media

AI-Archive workshop in collaboration with WORM - Rotterdam - 2018 *(workshop)*

Using Usership - Breda/'s-Hertogenbosch - 2017 *(essay)*

WhatDesignCanDo - Amsterdam - 2016 *(article)*

RSA ENGAGE: Thinking through design - London - 2016 *(talk)*

Punt magazine- Breda - 2016 *(interview)*

Oplatz website - Berlin - 2016 *(article)*

Kubinaut website - Berlin - 2016 *(interview)*

INTERVENTIONEN - Berlin - 2016 *(talk)*

Haven For Artists exhibition - Beirut *(illustration exhibition)*

Rusted Radishes publication - Beirut *(published illustrations)*

Beirut NTSC blog - Beirut *(article)*

Al Modon online newspaper - Beirut *(interview)*

F/I/M²/P magazine - Beirut *(published illustrations)*

Artistic Installations

Commissioned by Mojo Ink

Environment Agency at ADIHEX exhibition - Abu Dhabi - 2015 till 2018

Environment Agency at International Water Summit exhibition - Abu Dhabi - 2015 till 2018

Language skills

Fluent in English, French and Arabic

German *(currently B level)*

References

Andreas Krüger Geschäftsführung & Managing Partner - Belius GmbH

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Miriam Bestebreurtje Head of Master Programmes - AKV|St.Joost

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Sandra Houry-Flouti Founder and CEO - Mojo Ink - Beirut/Abu Dhabi

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Sebastian Olma Professor for Autonomy in Art & Design - AKV|St.Joost

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