

**Imad Gebrael** / Creative Director, Educator and Researcher  
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 *(a limited selection)*

**July 2017 - Present: Imad Gebrael - Berlin - DE**

*Freelance creative director 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 - Present: Mojo Ink - Creative Director - Beirut/Abu Dhabi**

*2013 till 2015 (full-time) - 2015 till present (freelance)*  
/ Working on private and public accounts and directing a team of five designers  
/ Managing communication and design tasks from conception to delivery

**April 2012 - April 2013: Creative Space Beirut - Facilitator**

/ Representing the space on media platforms  
/ Assisting with planning and management tasks

## Teaching Experience

**SoSe 2021**

/ University of the Arts Bremen (HfK):  
The Design Turn: Decolonial Perspectives on Representation & Field Research (Theory) / MA+BA  
/ University of Arts and Industrial Design Linz (UfG):  
The Design Turn: Mapping, Othering and Affective Spaces / MA+BA

**WiSe 2020/2021**

/ University of the Arts Bremen (HfK):  
Disobeying Practices, Practicing Disobedience with Lisa Baumgarten / MA+BA  
/ Berlin University of the Arts (UdK):  
Redesigning The Field: Research Methodologies for Critical Practices / BA  
/ Design Akademie Berlin (SRH):  
Qualitative Design Research / MA Social Design

**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

## 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

### **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)

## Lectures, Workshops & Media

The Very Last (Design) Conference: Gendering Intersections - Towards an Actionable Criticality - Creative Bodies Creative Minds Conference - University of Graz - 2021 (*keynote with Lisa Baumgarten*)  
The Design Exit: Don't Look Behind - UNUNUNIMIMIMDEDEDESIGN - Symposium and Publication by Onomatopee - Online - 2021 (*talk and essay*)  
Self-Orientalism and Decolonizing Design - ORIENTierungsplan - Collective Practices - Berlin, 2020 (*Talk/Podcast*)  
Open Questions to Design Education: a Field in Turn and Turmoil - Burg Giebichenstein Kunsthochschule Halle - Herbstsession 2020 - Halle - 2020 (*lecture*)  
Orientalism and Identity: Design as a Tool to Represent, Repress and Reclaim - Navarra.is - The Afterschool Special Series - Berlin - 2020 (*talk*)  
Representation and Countermapping - Colonial/Decolonial Design Contributions - HfK Bremen - 2020 (*lecture*)  
Exclusion and Coloniality of Power in EU and Non-EU Design Education Systems - Teaching Design Conversations - Berlin - 2020 (*talk*)  
Navigating Orientalism in Contemporary Society - QAB x Vorspiel - Berlin - 2020 (*panel*)  
Mapping Identity: Reversing Cultural Representation - 16th Annual Meeting of the German Society for Design Theory and Research DGTF - Kassel - 2019 (*presentation*)  
Cultural Identity Representation: An-Other - Hurra Hurra Festival - Burg Giebichenstein Kunsthochschule Halle - 2019 (*workshop*)  
AI-Archive Workshop in Collaboration with WORM - Rotterdam - 2018 (*workshop*)  
Orientalist Representations and Subjective Mapping - Master Institute of Visual Cultures - AKV|St.Joost - 's-Hertogenbosch - 2017 (*Lecture*)  
Citizen-Designer MA Symposium - Co-Curator and Panel Moderator - Breda - 2017 (*symposium*)  
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/Mz/P Magazine - Beirut (*published illustrations*)

## Art 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 (B level)

## References

(Upon Request)