

Doreen Toutikian is an interdisciplinary designer, strategist, researcher and an entrepreneur. She is the founder of Beirut Design Week, MENA Design Research Center, LOOP, & omgyno. She is also a university lecturer on Design Research and Design Theory, a consultant to UN agencies on human-centered design, and a regular workshop facilitator and public speaker. Born in Beirut, she is Greek, Armenian & Lebanese.

Doreen Toutikian

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Born 05.08.1985
Citizenship: Lebanon & Greece

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Entrepreneurship

- 2021- present **Founder of omgyno.com**
A medtech startup focusing on female health & offering education, telehealth, and home testing.
- 2018- present **Co-Founder of LOOP/listen observe organize prototype/**
LOOP is a socially engaged non-profit organization based in Athens using design methodology to promote diversity in arts and culture throughout Europe (looporg.eu).
- 2012- 2017 **Founder & Director of Beirut Design Week**
Initiated, organized and developed 6 editions of the annual festival, the first design week in the Middle East & North Africa. Responsibilities include fundraising, partnerships, and programming (workshops, conferences, exhibitions, and public interventions) in over 150 locations across the city in collaboration with local and regional institutions (beirutdesignweek.org)
- 2011- 2018 **Co-Founder & President of MENA Design Research Center**
With an international network of members and advisors, the center develops programs, seminars, conferences and publications on design research, human-centered design, and design for social impact (menadrc.org)

Book Publication

05. 2020 **Beyond the West: New Global Architecture (Gestalten)**
Beit Beirut: Architecture Shaped by War, Collective Memory, and Democracy

Consultancies

- 2023- 2025 **PROSPER (Creative Europe project - Co-funded by EU)**
Acting as the main coordinator of the PROSPER project with 7 European partners (looporg.eu/prosper)
- 2020- 2021 **Creamare.eu (Creative Europe project - Co-funded by EU)**
Workshop on design thinking & methodology, project blueprint and team building
- 2020- 2021 **Mophradat**
In charge of communication strategies and implementation of the Brussels-based Arab arts institution
- 2019- 2021 **RESHAPE - Supported by the European Union Commission**
Developed the Solidarity Workshop Toolkit with an international team of cultural producers
11. 2018 **UNRWA - United Nations Relief and Works Agency**
Commissioned by UNRWA to create a guide and communication strategies report for Nahr el Bared, Lebanon
12. 2017 **IOM - Organization for Migration**
Commissioned to research the capabilities of Iraq & develop strategies for the creative economy
06. 2016 **The Design Industry in the Lebanese Creative Economy**
A research project by MENA DRC investigating the value of the different design fields in Lebanon

Curation

- 2019 **ATHENS** ARAB FEMINIST FILMS: Film Festival at State of Concept, Athens
- 2018 **BERLIN** BERLIN DESIGN WEEK: DESIGN & THE CITY featuring public interventions from Beirut
- 2017 **BEIRUT** NEED FOR REGIONAL CULTURAL EXCHANGE featuring artists from Morocco, Egypt, Jordan, Iran, and Lebanon
- 2017 **BEIRUT** CRITICAL MASS: ARAB WOMEN IN GRAPHIC DESIGN featuring the works of 4 young female artists
- 2016 **ISTANBUL** TURKEY DESIGN WEEK MEETS BDW featuring 15 designers and artists from Lebanon
- 2016 **DUBAI** DUBAI DESIGN WEEK: SUSTAINABLE DESIGN in collaboration with Academie Libanaise des Beaux Arts
- 2013/14/15 **BEIRUT** NEWCOMERS IN DESIGN featuring 20 new interdisciplinary designers in Lebanon
- 2012 **BEIRUT** DESMEEM: RETHINKING DESIGN THROUGH CROSS-CULTURAL COLLABORATION in collaboration with 10 NGOs

Academia

- 2015- 2020 Member of pedagogical committee for MA students at Balamand University, Academie Libanaise des Beaux Arts (ALBA)
- 2015- 2020 Balamand University, Academie Libanaise des Beaux Arts (ALBA): Design Theory, MA (Global Design Program)
- Spring 2013 Lebanese American University (LAU): Design Research for Graphic Designers, BA (Communication Design Program)
06. 2011 Notre Dame University (NDU): Seminar on Design Research for Social Impact, BA (Communication Design Program)

Branding, Graphic Design & Copywriting

- 2005 - 2012 Acted as freelance and employed graphic designer and design consultant for many companies and clients with responsibilities including graphic design, web design, typography, branding, corporate identity, editorial and layout design, advertising campaigns, concept development, user experience, interface design, interior design, service design, and content creation. Clients and employers include Banque du Liban, Maatouk, Taanayel, Bonjus, Skaff, Bank Audi, TAGbrands, AltCity, Meetphool, Erada, Arab Gulf Advertising, Ksara, Conbipel...etc.

Lectures, Panel Discussions, Program Participations, & Workshops (selective)

04. 2023 **ATHENS** PANEL DISCUSSION for Stavros Niarchos Foundation Cultural Center 'Breaking Taboos' part of Women of the World Festival
11. 2019 **SULAYMANIYAH** LECTURE & WORKSHOP FACILITATION for Goethe Institut Iraq 'Cultural and Creative industries in Kurdistan' with Khan el Fan and Karge Kultur
10. 2019 **AMMAN** LECTURE & WORKSHOP FACILITATION for Goethe Institut Jordan 'Design Research: Theory, methodology & Practice' for the participants of the Fantasmeem Program in Amman with Platform 27.
10. 2019 **DUBAI** PANEL DISCUSSION 'Design in the Neighborhood' with Directors of Casablanca, Amman and Dubai Design Weeks during Dubai Design Week 2018 at Dubai Institute of Design and Innovation (DIDI)
10. 2019 **POTSDAM** PROGRAM PARTICIPATION in 'Women Create' by Hivos Open Society, invited to represent the MENA region as a feminist cultural entrepreneur for the development of the 'Many Suns' movement
09. 2018 **LONDON** PANEL DISCUSSION 'Design in Adversity' during London Design Week at Design Junction OXO Wharf Tower alongside Chrissa Amuah of Africa by Design and Spandana Gopal of Tiipoi India
10. 2017 **ABU DHABI** WORKSHOP FACILITATION 'Building a local Identity for a Global Market in Arts' for the Cultural Excellency Fellowship by Abu Dhabi Music & Arts Foundation (ADMAF) & British Council (2nd session)
09. 2017 **YEREVAN** WORKSHOP FACILITATION & LECTURE 'Design for Social Impact' at TUMO Center in partnership with The Proper Company
03. 2017 **ROME** WORKSHOP FACILITATION & PANEL DISCUSSION alongside Max Borke 'Design in the Middle' at the MAXXI Museum
12. 2016 **BERLIN** LECTURE on 'Urban Exploration, Sustainability and Community Development' at Urban Knights /urbanknights.org
10. 2016 **ISTANBUL** PANEL DISCUSSION 'Beirut Design Week as a Community Initiative Supporting Young Designers' during Design Week Turkey
06. 2016 **AMSTERDAM** JURY MEMBER for 'What Design Can Do Refugee Challenge' by UNHCR & IKEA Foundation alongside Ravi Naidoo (DesignIndaba), Marcus Engman (IKEA), David Kester (Design Council), Dr Robin Cohen, & Bas Van Abel (Fairphone).
10. 2015 **TUNIS** PROGRAM PARTICIPATION & ADVISOR as previous beneficiary of Hivos programs to upcoming programs on creative economies in the Middle East & North Africa
05. 2015 **DUBAI** WORKSHOP FACILITATION 'Building a local Identity for a Global Market in Arts' for the Cultural Excellency Fellowship by Abu Dhabi Music & Arts Foundation (ADMAF) & British Council (1st session)
03. 2015 **ISTANBUL** PROGRAM PARTICIPATION & LECTURE on Aesthetic Political Action in a program aimed at Turkish and Armenian Dialogue development by Anadolu Kultur at DEPO
11. 2014 **KUWAIT** LECTURE 'Eliminating the Capital D: The Value of Multidisciplinary Collaboration in the Design Process' at the Nuqat 2014 Conference
10. 2014 **HONG KONG** WORKSHOP FACILITATION 'Cultural Perspectives on Gender Stereotypes' workshop at 'The Great Small Conference' organized by International Gender Design Network at Honk Kong Polytechnic University.
07. 2014 **BEIRUT** LECTURE 'The Socio-Economic Benefits of Beirut Design Week' at the 'Creativity and Regeneration in Mar Mikhael' SWOT conference by MEDNETA in collaboration with Gaia Heritage.
11. 2014 **CASABLANCA** PROGRAM PARTICIPATION in 'The MENA/European Training In Cultural And Creative Sector Management' by Association Marcel Hicter and funded by EUNIC
04. 2014 **SALZBURG** PROGRAM PARTICIPATION 'Conflict Diaries' project proposal at the Salzburg Global Seminar: Conflict Transformation Through Arts and Culture under the program The Power of Visual Media, Salzburg
02. 2014 **HELSINKI** WORKSHOP FACILITATION Codesign workshop in collaboration with AALTO university master students (The Media Lab and the School of Business) entitled 'New Media Concepts for the 3rd Sector'
03. 2013 **NEW YORK** PANEL DISCUSSION 'The state of Gender Design in the Arab World' at the first International Gender Design Conference alongside Paola Antonelli at Parsons New School for Design.
04. 2013 **BEIRUT** LECTURE 'The Role of Design in Social Impact' presented at the Arab Forum Foundation Conference 'Mutual Learning on Trends in Philanthropy'
11. 2012 **OSLO** PROGRAM PARTICIPATION Invited as the MENA representative by the Norwegian Ministry of Foreign Affairs to take part in round table discussion at 'Design Without Borders' conference in association with Norsk Form and DOGA
10. 2011 **ULM** WORKSHOP FACILITATION 'Thakafa' workshop in collaboration with Dr Joanna Choukeir at the 'Designing Politics: Arab Spring' seminar organized by Regula Staempfli at the Hochschule für Gestaltung

Education

- 2010 **COLOGNE** Koeln International School of Design, Germany. MA in European Design Studies, 1.0 average grade (highest distinction), part of MEDes program. Master Thesis book Design Education in the Middle East awarded the Cologne Design Prize 2010
- 2009 **GLASGOW** Glasgow School of Art, Scotland, United Kingdom. Exchange year in Product & Service Design Department, all projects in collaboration with companies such as Hoover-Candy, Careers Scotland, and Skills Development Scotland
- 2006 **BEIRUT** Notre Dame University, Lebanon. BA in Graphic Design Focus Typography & Moving Image, graduated with distinction

Fellowships & Board Memberships

01. 2019 Art Fellow of Mophradat
01. 2016 Board member of International Research in Design/BIRD
04. 2014 Lifetime Fellow of Salzburg Global Seminar
03. 2013 Board member of International Gender Design Network
03. 2013 Member of the Cultural Leadership & Innovation program of the British Council

Awards

11. 2013 The Lebanese Social Economic Awards for Beirut Design Week
10. 2010 Cologne Design Prize for book 'Design Education in the Middle East'
03. 2005 FranoPhoenix Award by Lebanese Ministry of Culture for the art installation 'My Drawer'

Languages

English: fluent Arabic: fluent German: good French: good Armenian: fluent Greek: basic