

CEDAR

The In-flight Magazine of Middle East Airlines - Air Liban

MIEA

WINGS

wings

Les cèdres
du Liban
où sont-ils?

Banff and Beyond
A picturesque experience

Dar El Sadaka
Behind Morocco's Walls

CEDAR

MEGA wings



94

Cover photo
by Pipe Yanguas



Managing Director
Doumit Raidy

Responsible Editorial
Director
Amjad Iskandar

English Editor
Marwan Naaman

French Editor
Fifi Abou Dib

Lead Writer
Marieloe Raidy

Style Editor
Maria Matta

MEA
Rima Mikouli
Maria Abboud

Photographer
Abbas Salman

Online Branding Agency
Creative Lounges
www.creativelounges.com

Advertising Agency
Pressmedia Tamam sal
Tel: +961 1 577 000
info@pressmedia.com.lb

Copyright
Cedar Wings is published
bimonthly on behalf of MEA by
Raidy Group. All material is
strictly copyrighted and all rights
are reserved. No part of this
publication may be reproduced
in whole or in part without
written permission of the
copyright holder. All data is
correct at the time of publication.

Published by



Contact us
Tel: +961 5 45 66 66
cedarwings@raidy.com

Feature Highlights

8

TOURISME
Les cèdres du Liban où sont-ils?

52

BUCKET LIST
Banff and Beyond

169|A

TOURISM
بيروت أصالة وحدثات معمارية

18

INSOLITE
Le Musée de l'innocence

64

STREET ART
Wynwood and Its Wonders

160|IV

MEA
بحللتها الجديدة Cedar Lounge

24

ARCHITECTURE
Le Liban à la biennale de Venise

78

DELUXE DESTINATION
A Hideaway in AlWadi Desert

147|٣.

BUSINESS
الstart up قطاع واحد

35

MODE
Les tendances 2018

92

LUXURY RETREAT
Behind Morocco's Walls

145|٣٢

ART ON SLOPES
تحفة على ثلوج جبال الألب

Founded by
WAFIC AJOUZ



This magazine is designed and printed in Lebanon by Raidy Printing Group SAL. Terraprint paper used to make this issue is supplied by Fadel group and is from sustainable sources. This magazine is fully recyclable, so please help us reduce waste. All rights reserved for Cedar Wings. The opinions expressed are not necessarily those of MEA.



UNVEIL



GEORGE HAKIM

Since 1875

BEIRUT - GENEVA

DOWNTOWN . AISHTI BY THE SEA . ABC VERDUN

Contributors

WRITERS, PHOTOGRAPHERS, EXPERTS and TRAVELERS:

Every month meet our extended family of contributors who help us create Cedar Wings.

Born in Beirut, **Nour Salamé** started her career as a management consultant in Paris, before moving back to Lebanon and working in the fields of marketing and management until 2016, when she started Kaph Books, a publishing house specialized in art books for artists from the Middle East. Passionate about art, she believes books are a means to archive and promote artistic practices. During her free time, she enjoys traveling and visiting peculiar museums throughout the world.



@kaph.books



@mariejoeraidy

Growing up in a region known for upheaval, **MarieJae Raidy** advocates for doing business in a way that is environmentally responsible. As creative partner with Raidy Group and director with international firms specialized in new technologies such as Supergarant, Creative Lounges and Globivest, she spearheads an effort to adopt innovative and eco-friendly techniques. She helped create the Better Business Group with the American Lebanese Chamber of Commerce, which encourages corporations to adhere to a code of business ethics, and is a founding member of the Lebanese Policy Advocates Program. In recognition of her trailblazing ways, she was recently asked to serve as General Secretary for Child of Lebanon.

Ziad Farah is an AUB graduate with a Bachelor's degree in architecture. He currently works in contracting in Miami. Ziad has always been fascinated by the diversity of architecture, landscapes, cultures and cuisines in the world. Thanks to social media, he is always exposed to new destinations and hidden gems that fuel his passion for travel. He takes pride in his detailed research and itinerary planning in order to make the most of each journey and create a beautiful and memorable experience. In addition to travel, he is a passionate foodie, an amateur photographer and a movie awards addict!



@ziadsf



@kharratnour_healthcoach

Nour Kharrat is a health coach who graduated from the Institute of Integrated Nutrition (IIN). After a 10-year career in marketing, she decided to change course to follow her passion and help people have a healthier and happier life. She held a variety of workshops at various schools to educate kids on the side effects of sugar on their health. She is a strong believer that through education kids and adults can make long-lasting changes to their lifestyles.

After a Master's in business and professional experience at FMCC, **Michelle Gebaily** came up with the idea of opening Kitchenlab, a cooking school, with Youmna Ziade Karam, who has a law and political science background. In Lebanese culture, food is a focal point, but learning from scratch or improving cooking techniques wasn't always a priority, so Michelle came up with the idea of creating a cooking atelier in 2013. Kitchenlab is equipped with workstations adapted for hands-on lessons. Classes have been devised to suit every person, with menus adapted to all levels and to different types of events, from public to private, corporate and team building.



@kitchenlab.lb



@hotel_trotter

Chris Nader has been trotting around the globe for 10 years. Last year alone, he spent 153 nights in hotels in 27 cities across 22 countries. His work takes him sometimes to hotels where no other sane person would dare sleep. But hey, he likes adventure and luckily most hotels he checks into are top luxury properties. He loves free-standing bathtubs. He hates being asked "how was your flight sir?" He is uncompromising when it comes to service. And if you want to win his heart, make sure you have some Eggs Benedict on the breakfast menu.

Since House of Today's inception in 2012, **Cherine Magrabi Tayeb** has overseen the development of HoT's program and the curation of its design exhibitions. She has played a pivotal role in putting Lebanon back on the international design map, leading HoT to become recognized internationally as a reference for design in Lebanon and the Middle East. House of Today is a non-profit organization that identifies, nurtures, mentors, curates, showcases and connects Lebanese product designers to create a relationship with design experts, regionally and globally. It is a platform that inspires, creates and influences through biennale exhibitions as well as an annual scholarship program.



@houseoftoday



@jessytrad

Jessy Trad has been working in the business and financial media field for 10 years. She currently heads the business news department at MTV Lebanon as Senior Producer and Business News Anchor and is in charge of the daily coverage of financial and market news. Jessy has a BA in media and communications from the Lebanese University and a postgraduate degree in international business from Australia's Wollongong University in Dubai. Along with her engagement to media and broadcast, Jessy is an active participant in economic and social conferences and forums as both speaker and moderator. She is also a professor at Lebanon's USJ.

Pipe Yanguas is a Colombian photographer based out of Miami. He specializes in capturing the passions of people. Pipe globally photographs his subjects each year of their lives and creates a "PHOTO-biography" book for each of them. This printed piece blossoms over time, portraying one's outlook for life every step of the way. Pipe's passion for photography inspires him to constantly travel and discover many of the world's hidden gems.



@thephotobiographer



@riseabovelebanon

Christian Ghammachi is a national of Lebanon and France, and his career as a photographer and filmmaker spans more than two decades. He has created content in over 65 countries and has published award-winning books such as "19 Years Later" and "Rise Above Lebanon." He has also produced many travel and adventure short films, many of which have known viral success, including "Rise Above Lebanon" and "Return to Kenya." Christian is represented by galleries in London and the United Arab Emirates.

Mira Tueny is a dietitian and a smoking cessation practitioner. She provides a balanced lifestyle nutrition and physical activity plan to keep people fit and at reduced risk for cardiovascular diseases, diabetes, cancer and other diseases. She holds a Master's degree in preventive cardiology and is recognized as SCOPE certified (Specialist Certification in Obesity Professional Education) by the World Obesity Federation. Mira is the founder of The HealthQuarters, a multidisciplinary polyclinic and Snack In The Box, a monthly box of expertly selected healthy snacks. She works as a consultant for gyms and food brands.



@thehealthquarters



@bouchraconsultancy

Bouchra Boustany is the founder of Bouchra Consultancy, launched in 2012 and specializing in communication and event planning for luxury brands. Bouchra Consultancy's client roster includes different types of businesses, both local and international, all involved in the luxury field. The company specializes in brand awareness, product launches, talent management, marketing strategy and branding, as well as catered events, while providing strategic counsel, creative solutions and timely, responsive services.



TIMES SQUARE IN A LENS

For over a century, the world's largest lens was a lighthouse on Oahu, Hawaii. The Fresnel lens at Makapu'u Point, 3.6576 meters tall and 2.4 meters wide, was painstakingly crafted out of glass and has held the title since 1893. In February 2018, the title transitioned to a 3X3.6576-meter Fresnel lens made of interlocking 3D-printed bricks. The installation, titled "Window to the Heart," is a collaboration between Formlabs head of design Marcelo Coelho and design studio Aranda\Lasch, and is the winner of the 2018 Times Square Valentine Heart Design Competition. "Window to the Heart" is designed and 3D printed specifically to distort and capture the image of New York's Times Square, optically bending light to a heart-shaped window at its center.

INSTA-FAMOUS

Rama – also known as Kresna – is famous on Instagram. The Indonesian native is 19 years old, and has been using Photoshop since he was 15 to create one beautiful photomontage per day. The results of his imagination have turned many heads and made him Insta-famous. He finds his inspiration from movies and Swedish surreal photographer Erik Johansson. Check him out on Instagram @kresna_rama



Around the World

what's ON, what's HOT



BLING MAC

This year, love for the Big Mac was also in precious stones and jewels, as McDonald's launched a competition for a golden ring to be awarded to the best tweet. The prize is the Bling Mac, an 18K gold, stackable ring with seven individual tiers of diamonds and gems representing the ingredients of the Big Mac, like orange sapphires as the Special Sauce. This one-of-a-kind ring comes courtesy of Lebanese-Brazilian fine jewelry designer Nadine Ghosn. The Bling Mac is to be awarded to the wittiest and most romantic tweet.



SPACE-AGE LIBRARY

Dutch architectural firm MVRDV has teamed up with the Tianjin Urban Planning and Design Institute (TUPDI) in China to create the Tianjin Binhai Library, a 33,700-meter square cultural center featuring a luminous spherical auditorium with a floor-to-ceiling bookcase. The undulating bookshelf is the building's main spatial device and is used both to frame the space and to create stairs, seating and the layered ceiling. The futuristic library sits within a sheltered gallery, topped with cathedral-like vaulted arches that wind their way throughout the scheme. MVRDV's project is surrounded by four other cultural buildings designed by an international team of architects, including Bernard Tschumi Architects and Revery Architecture.

INSIDE THE KARLBOX

Karl Lagerfeld and writing instruments manufacturer Faber-Castell have joined forces to create the Karlbox, a sleek black box covered with diamond point headed pins and divided into several drawers. The limited edition box (only 2,500 are on sale throughout the world) contains 350 drawing instruments, including markers, crayons and color pencils, with reds, blacks, greens, yellows and blues set out like a color chart. The relationship between Lagerfeld and Faber-Castell dates back to 1987, when the late Count Anton-Wolfgang von Faber-Castell married his wife Mary. On that occasion, the couturier created a breathtaking bridal gown for the wedding ceremony made from silk satin and tulle. The encounter was the prelude to what would become a long-standing cooperation. The Karlbox serves as a singular tribute to Lagerfeld and to the inexhaustible creative power of designers.



MOMA MARVELS

New York's Museum of Modern Art (MoMA) has long strived to make art and design accessible to everyone. To that end, the edgy museum has asked high street clothing brand Uniqlo to create a series of T-shirts, tote bags, bandannas and socks featuring artwork by such great artists as Andy Warhol, Jean-Michel Basquiat, Keith Haring, Jackson Pollock and Ryan McGinness. Now available at MoMA stores, the Uniqlo at MoMA collection features some of the renowned artworks found in MoMA's collection – like Warhol's "Campbell's Soup" and Pollock's splatter paintings – transformed into amazingly wearable art.



SCULPTURAL WATCH

Swiss watchmaker Hublot is celebrating art through a partnership with French artist Richard Orlinski. Together, they've created the Classic Fusion Aerofusion Chronograph Orlinski, a highly artistic timepiece that combines Orlinski's sculpting skills with Hublot's watchmaking expertise. The new watch is available in two models – titanium or blue ceramic – and each comes in a limited edition of 200 pieces. Orlinski is beloved for his brightly colored, Pop Art-style multi-faceted beasts chiseled to look like diamonds, including the "Wild Kong" gorilla sculpture on the Croisette in Cannes and the colorful crocodiles in the Miami Design District.



FASHION IN A FRACTION

An affordable, trendy and made in Lebanon brand is born. Named Fracshion and located on Beirut's Abdel Wahab Street in Ashrafieh, the boutique features an all-age, all-occasions clothing brand, with items made in Lebanon by fashion designer Carla Mahseredjian. Fast fashion comes forward to offer the latest trends at a fraction of the price, hence the name Fracshion. The next step is to expand online by launching an e-commerce platform on fracshion.com



MEET ARTEMAND.COM

Artemand® is the first online art gallery for art on demand. Instead of having to visit multiple art galleries to pick the style you like best, and then check if the artist can commission an artwork for you, Artemand comes to you with just a click. The art gallery sells exclusive, commissioned original artworks from established as well as up-and-coming worldwide artists. All you have to do is send your photograph(s) or text(s). They handle the rest and deliver the art piece to your doorstep. Each artwork comes with an Artemand authenticity certification signed by the artist and the gallery.

WEALTH. SUCCESS. GROWTH. YOUR GOALS AND OURS

Growing your business is one of your main objectives, just as ours. BLOMINVEST directly provides you with diversified financial services such as Wealth Management, Advisory Services, Funds Management and Brokerage Services all underpinned by economic, market and equity research.

Operating directly from Beirut to Amman, Cairo, Riyadh, and Geneva, we have been growing steadily. Ambition is in our DNA and broadening our horizons is only the beginning.



BLOM BANK GROUP

A COSMOPOLITAN FLAIR

Karma ElKhalil

by Mariejoe J. Raidy

Karma El Khalil's JEWELRY reflects her multicultural life. The LEBANESE-AMERICAN DESIGNER was born in the United States, lived in Nigeria until she was 12 and then moved to Paris where she stayed until her high school graduation. She earned a degree in psychology from Tufts University in Boston, and she now makes her home in NEW YORK CITY, where her EONYMOUS JEWELRY line is based.

Karma credits each city in which she lived with having nurtured her passion for jewelry design. In Nigeria, she fell in love with the country's cultural wealth and the immense generosity of its people, and in Paris she was inspired by the French capital's history, art, culture and architecture. But it was in Beirut, which she visited shortly after her college graduation, where her talent for jewelry design came into fruition.





“Designing is my gateway to discovering, capturing and describing my world. It’s a means of concretizing my interpretation of beauty.”

Although she always thought of drawing as a favorite means of expression – El Khalil drew tirelessly since she was a child – she never thought she would build a career out of it. She was just doing what she loved. While in Beirut, she showed her drawings to a jeweler friend who expressed interest in her work. This led her to manufacture a few pieces for her own enjoyment. Her first few jewelry pieces’ success encouraged her to develop her designs further, and she kept on creating and producing new pieces. She subsequently enrolled in the Gemological Institute of America in New York, where she graduated with a degree in Gemology and Jewelry Design, and after an apprenticeship in jewelry manufacturing, she officially launched her first line, which was carried by Fred Segal and Roseark in Los Angeles.

Her elegant, rhythmic jewelry pieces, which include rings, earrings, bracelets and necklaces, are made from 18K yellow, white or rose gold, and precious stones including diamonds, blue topaz, morganite, sapphire and more. They’re available in New York, Los Angeles, Portland, Seattle, Monaco, Beirut and Paris, and they’ve been worn by such stars and celebrities as Angelina Jolie, Madonna, Sophia Loren, Charlize Theron, Pink, Kim Kardashian, Rihanna, Christina Aguilera, Katy Perry, Scarlett Johansson and Nancy Ajram.

“I am fascinated with shadows and reflections because they are ephemeral interpretations of reality.”



WE MET WITH EL KHALIL AT SYLVIE SALIBA, THE ASHRAFIEH BOUTIQUE THAT CARRIES HER JEWELRY IN BEIRUT, TO LEARN MORE ABOUT HER PERSONAL STORY.

Why do you design?

Designing is my gateway to discovering, capturing and describing my world. It's a means of concretizing my interpretation of beauty. I create from fleeting moments of intense beauty that transform me in some way. It could be how the snow feathers down a New York February night or the way a shirt collar rests on a woman's clavicle. A glimpse, a thought, an emotion, sounds and art, of course. I am particularly touched by things that have spirit and a story. I believe that when one is open to beauty, inspiration follows.

What inspires you?

I am fascinated with shadows and reflections because they are ephemeral interpretations of reality. I also love repetitive lines and negative spaces. My collections usually emerge from such geometric ideas.

What is your signature piece?

I would say that after Madonna purchased the Trilogy ring and Angelina Jolie the T Cuff, these became my most recognizable pieces.



And what would be your personal favorite?

The Trilogy ring, which was born from a mistake during the design process. There is great value in understanding that a lot of beauty comes from the unexpected, the unplanned and what escapes the confines of one's control.

Which woman wears Karma El Khalil jewelry?

My designs are the interpretation and expression of what goes on within, a personal diary in a sense. So the woman who wears my jewelry is one who possibly finds herself, or an aspect of herself, in that expression.

Which jewelry piece do you think every woman should own?

I personally cannot live without multiple rings and bracelets on at all times. However, I believe that every woman should own whatever she feels completes her. It's all about feeling comfortable and whole, with or without the jewelry.

La Siesta

BEACH • RESORT



**WAKE UP HERE,
LOUNGE THERE**



From spacious and fully equipped chalets with sea views,
to beach and pool access, a rooftop café, and an all year round
Mediterranean restaurant and banquet hall.



LUXURY RETREAT

Dar El Sadaka Behind Morocco's Walls

by Mariejoe J. Raidy



If you're dreaming of visiting **MARRAKESH**, Morocco's mythic "RED CITY," there's one luxurious place you can stay that's like none you've ever visited before. **DAR EL SADAKA**, a private, **EXCLUSIVE VILLA** that's a 15-minute drive from the city walls, offers intimacy, comfort and total relaxation within Marrakesh's famed **PALMERAIE**, the palm oasis located on the edge of the city.



“It’s not just a beautiful destination, it’s also a holistic experience.”

Envisioned by French artist Jean-François Fourtou, who also resides here, and created by French interior designer Philippe Forrestier, Dar El Sadaka is a fully staffed villa that encompasses nine rooms and suites, which can hold up to 20 guests. Each boasts a different décor among which the Dog Suite, where a giant sculpture of a dog watches over you as you sleep, and the Giraffes Suite, in which two intertwined giraffe sculptures stand in full view of the oasis outside. Each room also offers its own Jacuzzi tub, with the Giraffes Suite's Jacuzzi set outdoors and surrounded by candles. The sculptures found across the property are all by Fourtou, as are most of the artworks you'll see in Dar El Sadaka. It's a great retreat for food lovers, art fans and discerning travelers.

Outside, the owners have planted an organic garden, and various vegetables grown here are used as ingredients for the delicate dishes on offer. Guests can choose either a half-board plan, which includes



Living room

“Dar El Sadaka is a great retreat for food lovers, art fans and discerning travelers.”



breakfast and one main meal, or the full-board option, which includes all meals. Lunch and dinner are generally three-course affairs served in the mimosa courtyard, the covered terrace, under the green pergola or in the main dining room. For fun and revelry, you can book your own BBQ party by the pool.

Dar El Sadaka is not just a beautiful destination, it also provides a holistic experience. In addition to the outdoor swimming pool, there's a fitness room, yoga studio, running track and tennis court. Spa treatments are available in two designated rooms, and there's a traditional hammam to complete your ultimate Moroccan stay.

You may also opt to have a massage or private Tai Chi course in the middle of the garden, facing one of the grounds' most singular attractions: an upside-down house with its roof on the ground and its main entrance floating in the air. You enter this offbeat gem from the upper-floor window, walk on the ceiling and then end up at the entrance. Inside, all furnishings are inverted, making for a dizzying sensory experience.

While Dar El Sadaka is a special place to stay, it also offers a good vantage point from which to explore the rest of Marrakesh. You can visit Jemaa el-Fnaa, the large public square with its traditional souks teeming with vendors, the 19th-century Bahia Palace with its vast rooms leading onto courtyards and the Majorelle garden and villa,

Dog Suite



Giraffe Suite



“All furnishings are
inversed, making for a
dizzying sensory
experience.”

home to the Berber Museum and the Islamic Art Museum. Majorelle also provides the setting for the recently opened Musée Yves Saint Laurent, which honors the legacy of the great French couturier, who once owned the entire villa and garden complex.

Getting to Dar El Sadaka is easy. You can fly from Beirut to Casablanca, spend a couple of days exploring Morocco's largest city, and then take a three-hour drive across the stark Moroccan desert to reach Marrakesh and Dar El Sadaka. Alternatively, you can switch planes in Casablanca and take the 50-minute flight to Marrakesh. It's all up to you!

TRAVEL THE WORLD WITH MEA AND OUR SKYTEAM PARTNERS.



Dining room



Form 2

High Resolution Desktop 3D Printing

Get started today with the Form 2 desktop 3D printer: high accuracy, exceptional value.

Form 2 Form Wash Form Cure

Call us to find out what 3D printing can do for you

RAIDY PRINTING GROUP
Appointed distributor for the Middle East.

Beirut, Lebanon
T: +961 5 45 66 66 Ext: 332
E: 3dprinting@raidy.com

Dubai, UAE
T: +971 4 340 5144
E: dubai@raidy.com

CEDAR

MBA CLEAN

wings

أجنحة الأرز - مجلة طيران الشرق الأوسط - الخطوط الجوية اللبنانية

بيروت

أصالة وحداثة معمارية
تحاكي السماء

أهلاً بكم في صالة
CEDAR LOUNGE
بحلتها الجديدة

Stephane Cipre

تحفة على
تلوج جبال الألب