

AMERICAN UNIVERSITY OF BEIRUT

EZMIL – IDENTITY AND ONLINE PLATFORM
LEBANESE TRADITIONAL CRAFTS

by
MYRIAM PHILIPPE SANIOUR

An Undergraduate Graphic Design Research Project
submitted in partial fulfillment of the requirements
for the degree of Bachelor of Fine Arts
to the Department of Architecture and Design
of the Maroun Semaan Faculty of Engineering and Architecture
at the American University of Beirut

Beirut, Lebanon
May 2021

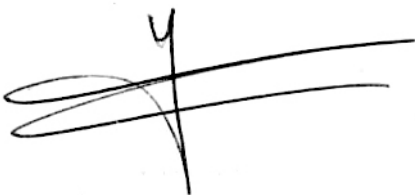
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MYRIAM PHILIPPE SANIOUR

ADVISOR: YARA KHOURY NAMMOUR

Approved by Thesis Advisor:

A handwritten signature in black ink, consisting of a vertical line on the right side and several horizontal and curved strokes on the left side, crossing the vertical line.

Yara Khoury Nammour, Assistant Professor
Architecture and Design

Date of Thesis final presentation: May 12, 2021

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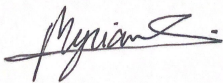
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ABSTRACT

Title: Ezmil – Identity and Online Platform for Lebanese Traditional Crafts

Ezmil is an online platform that aims to bring forward the craft sector in Lebanon. In the past, artisanal products had to adjust to the shifts in market trends and compete with cheap, imported and mass-produced goods. With the economical crisis that Lebanon is facing nowadays, it is only logical to focus on local products. However, one of the main issues that craftspeople face in Lebanon is that of exclusivity. There is no easy access to their products and services, they don't have an online presence and their work is not available for everyone. In my final year project, I suggest a shift from the hidden, traditional and exclusive aspect of crafts to one that is more modern, accessible and inclusive by creating a database that facilitates the exposure of their work and a connection to the rest of the Lebanese community.

02

Moodboard

03

Concept

Lebanese crafts
Online Platform

05

Identity

Name
Base lettering
Dynamic logo
- Letters
- Variations
- Inspiration
Photographic and Visual Style

28

Website

Navigation
Full experience
Responsiveness

36

Social Media

EZMIL

Lebanese Crafts Platform

Myriam Saniour | Final Year Project 2021

Advisor | Yara Khoury



LEBANESE CRAFTS

traditional

expensive

hidden

exclusive

ONLINE PLATFORM

modern

democratic

interactive

inclusive

THE IDENTITY

NAME

ازمیل

EZMIL



THE IDENTITY

LOGO

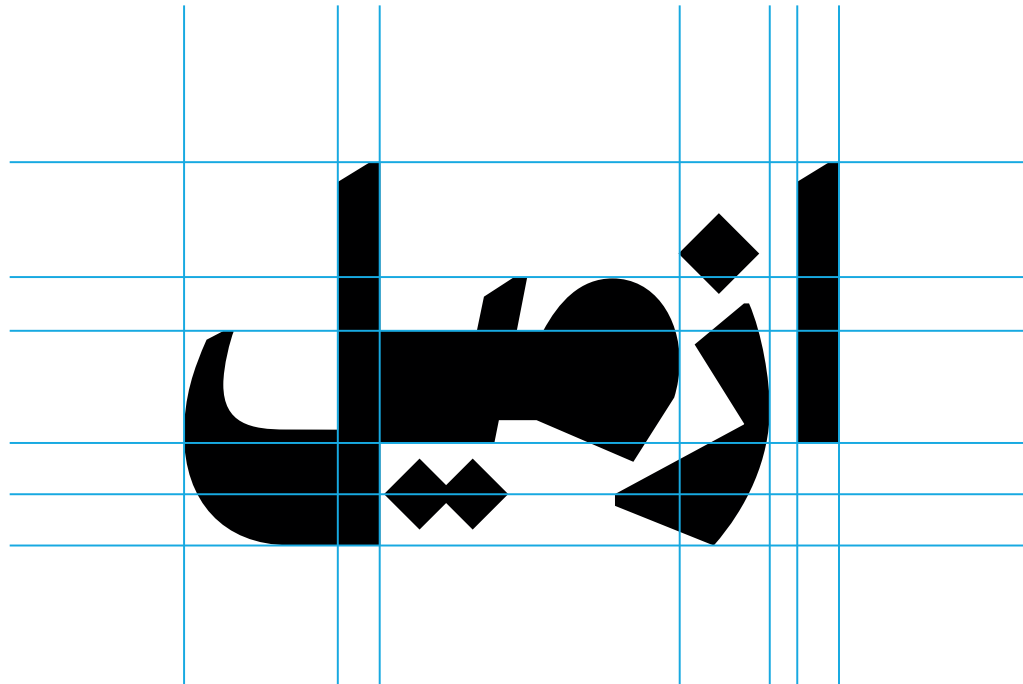
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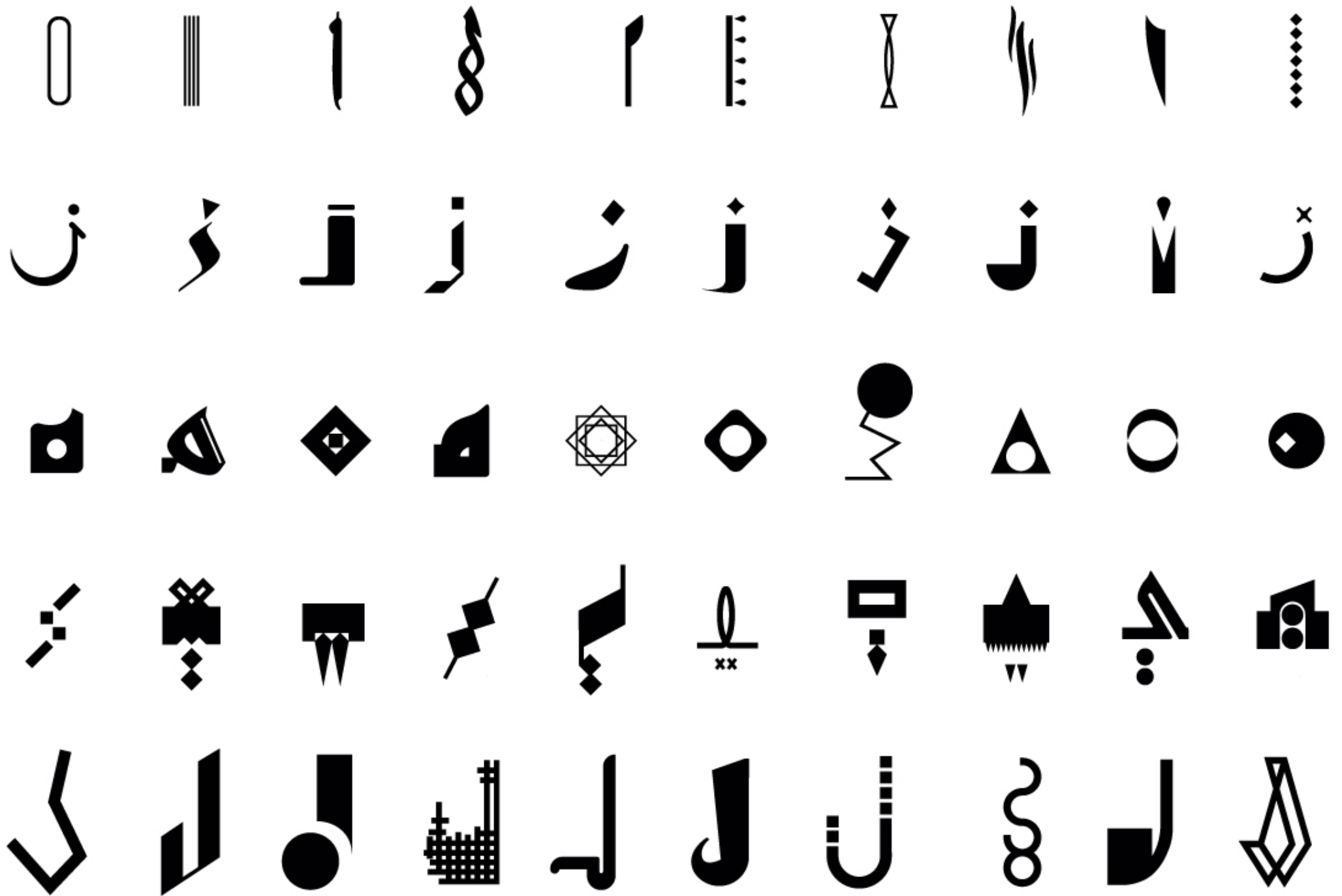
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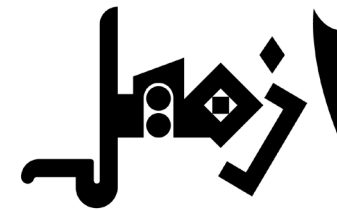
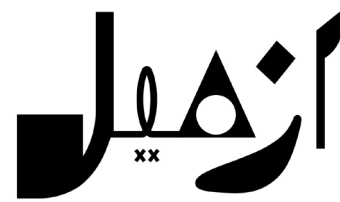
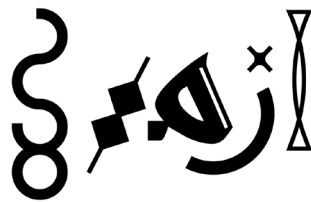
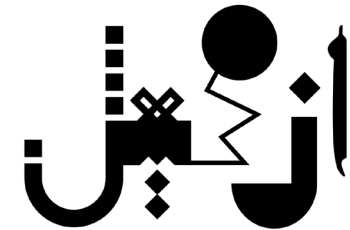
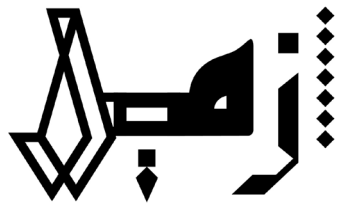
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THE IDENTITY
base lettering

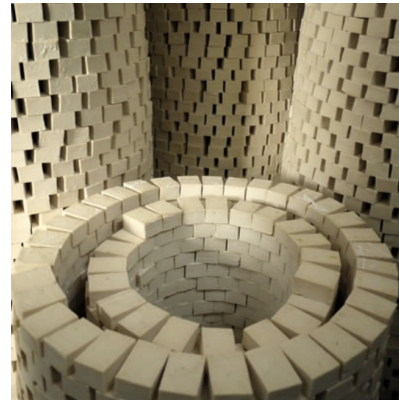




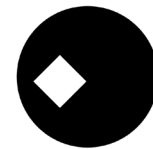
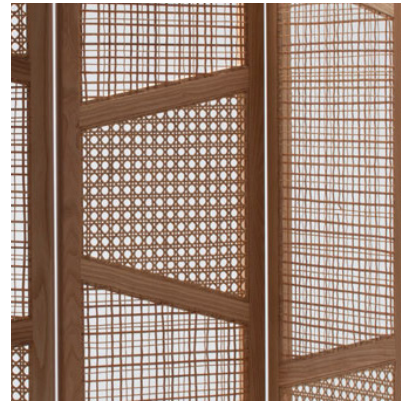
THE IDENTITY
dynamic logo
// variations



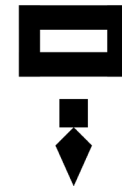
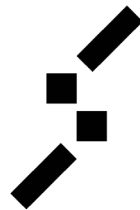
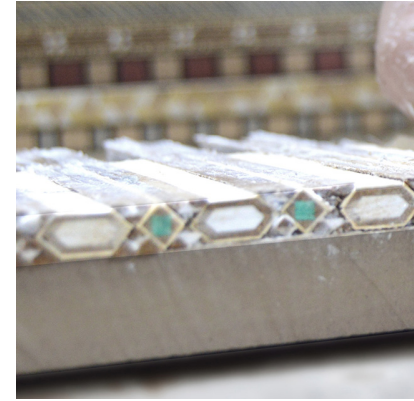
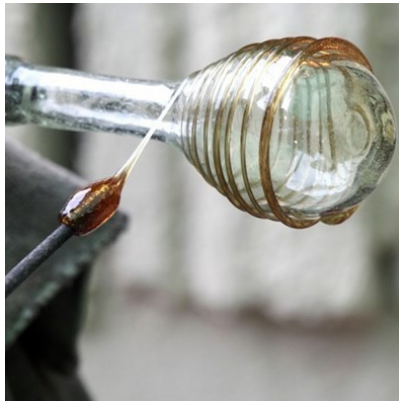
THE IDENTITY
dynamic logo
// artifacts



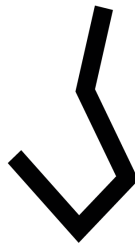
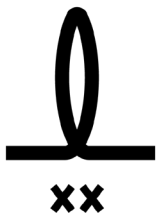
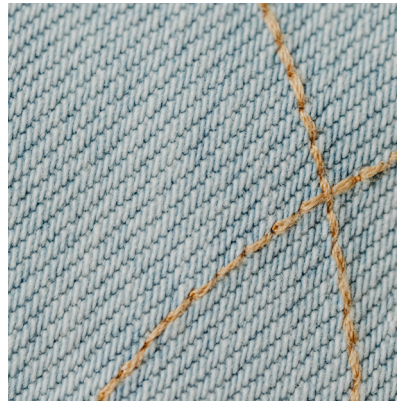
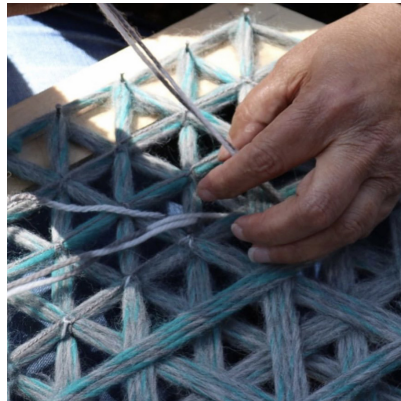
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dynamic logo
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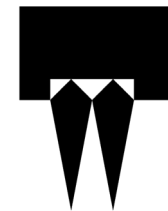
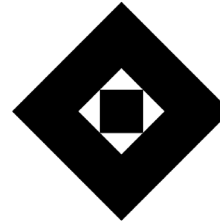
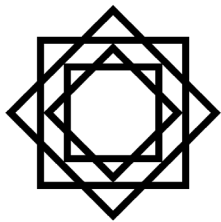
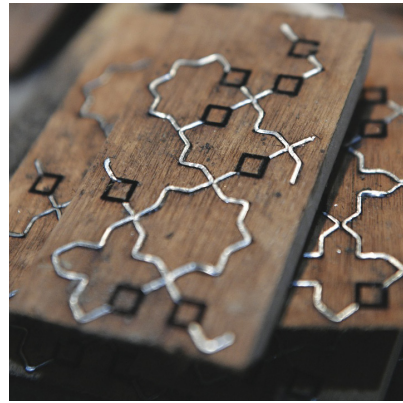
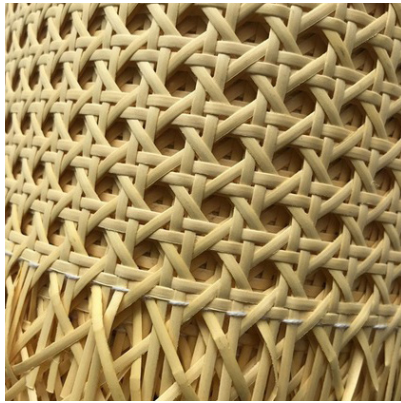
THE IDENTITY
dynamic logo
// techniques



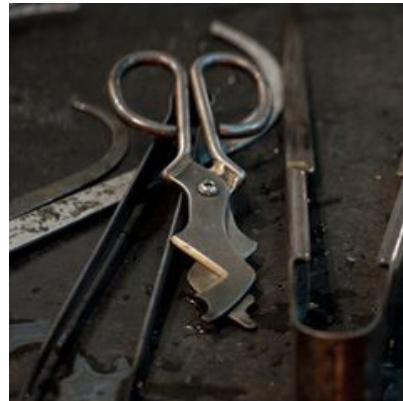
THE IDENTITY
dynamic logo
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THE IDENTITY
dynamic logo
// patterns

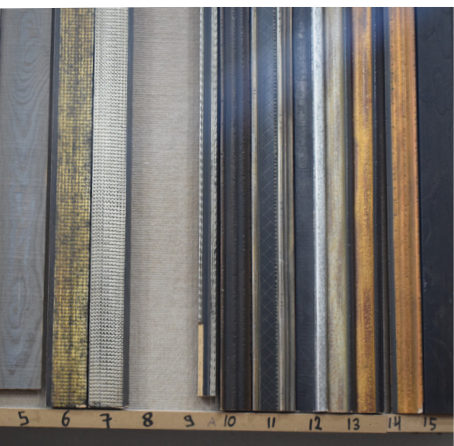


THE IDENTITY
dynamic logo
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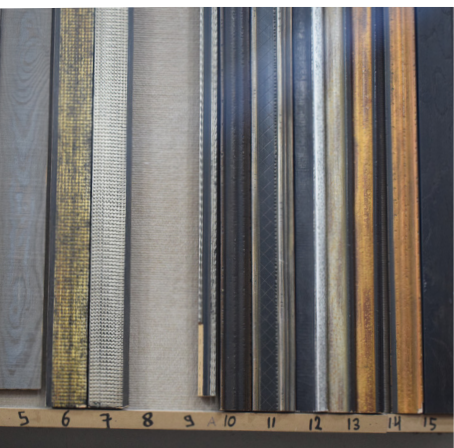


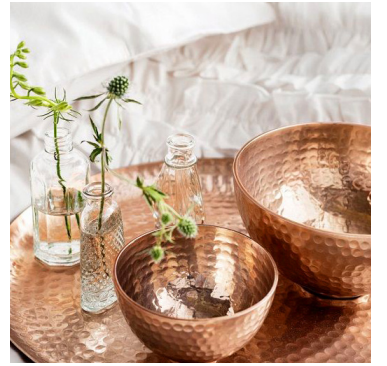
THE IDENTITY

PHOTOGRAPHIC AND VISUAL STYLE







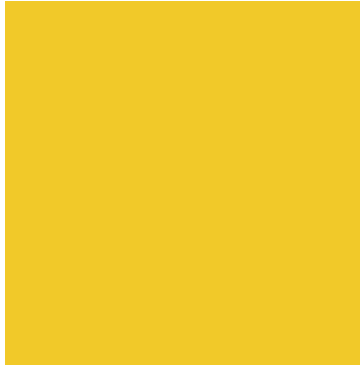




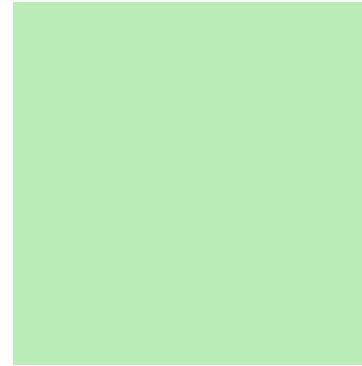
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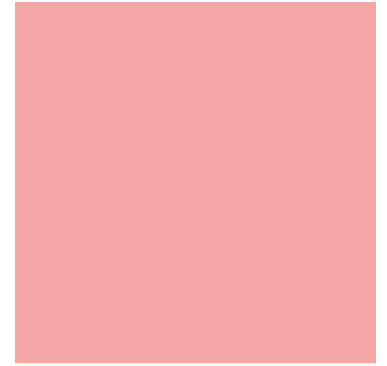
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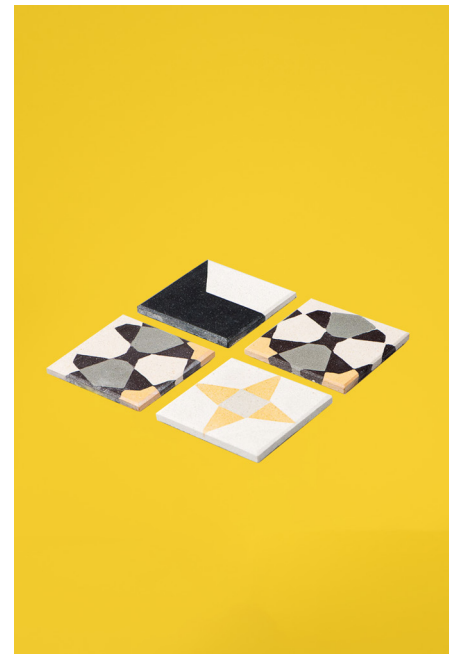
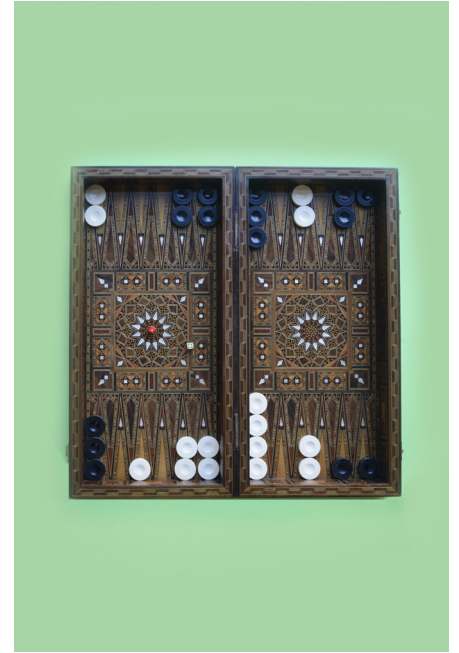
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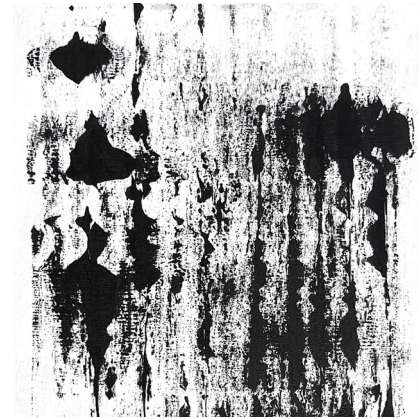
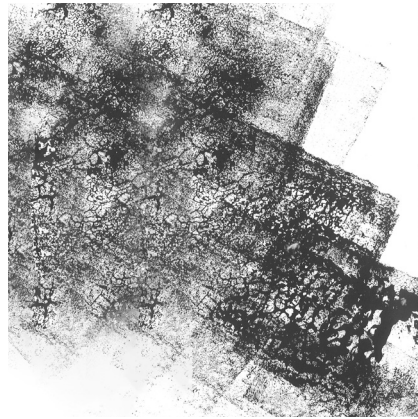
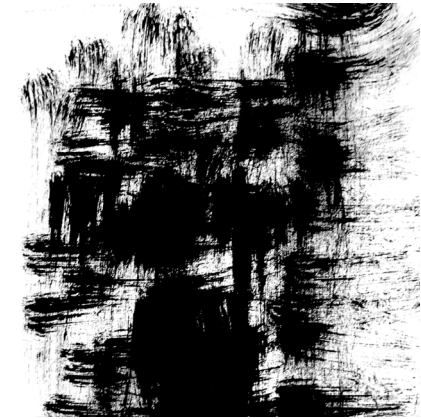
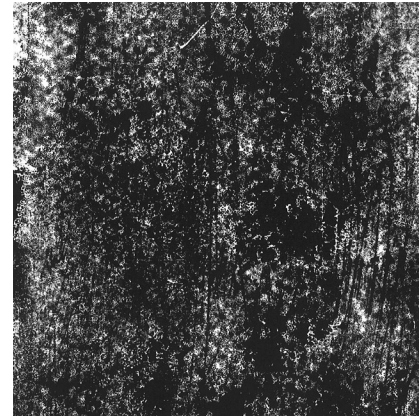
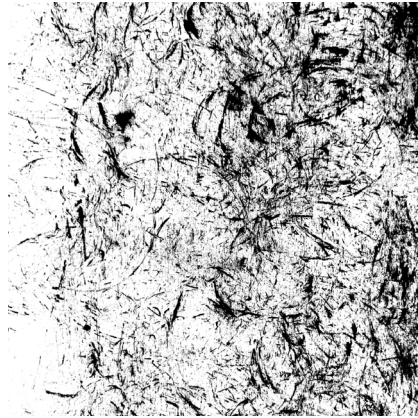
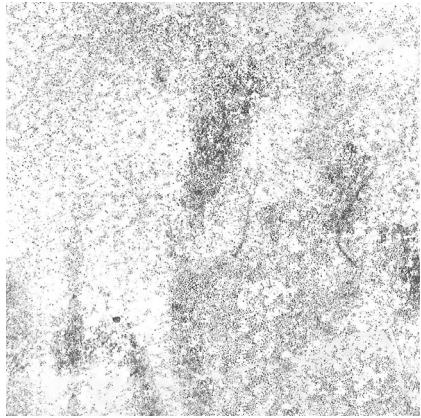
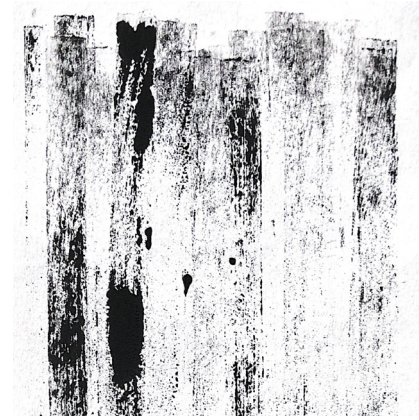
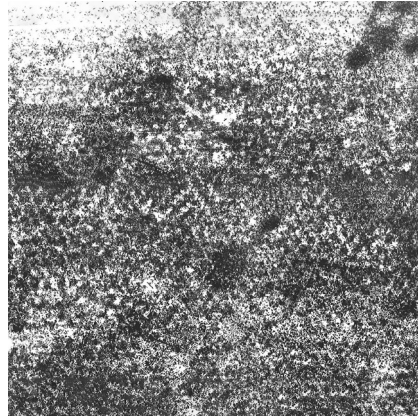
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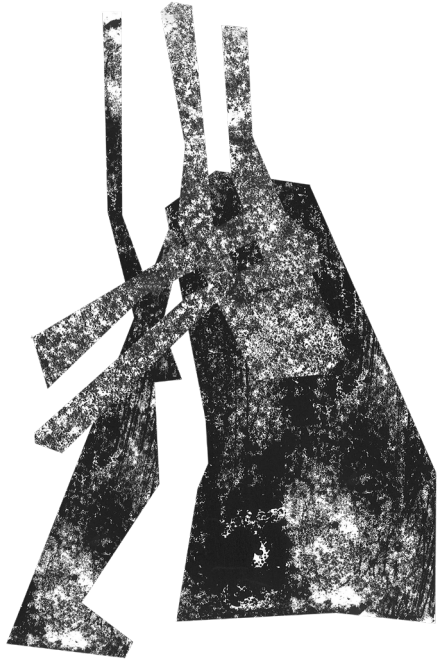


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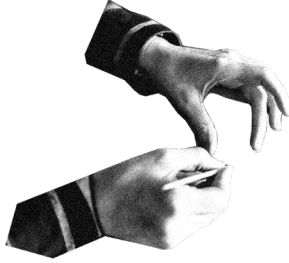
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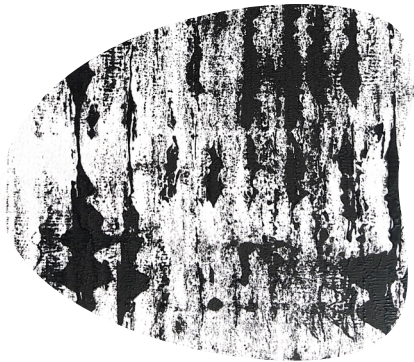


sharp and
geometrical shapes

+



cut outs of hands

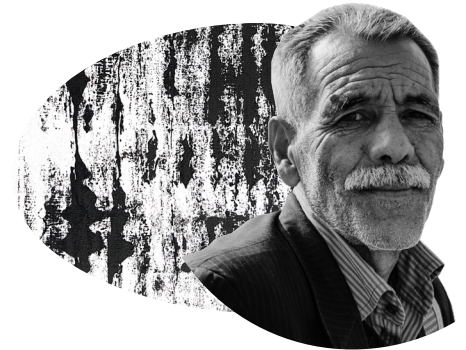


fluid and organic
shapes

+



cut outs of faces





THE WEBSITE

THE WEBSITE

HOME

THE WEBSITE

HOME

MAKERS

THE WEBSITE

HOME

MAKERS

SHOP

THE WEBSITE

HOME

MAKERS

SHOP

MAP

THE WEBSITE

HOME

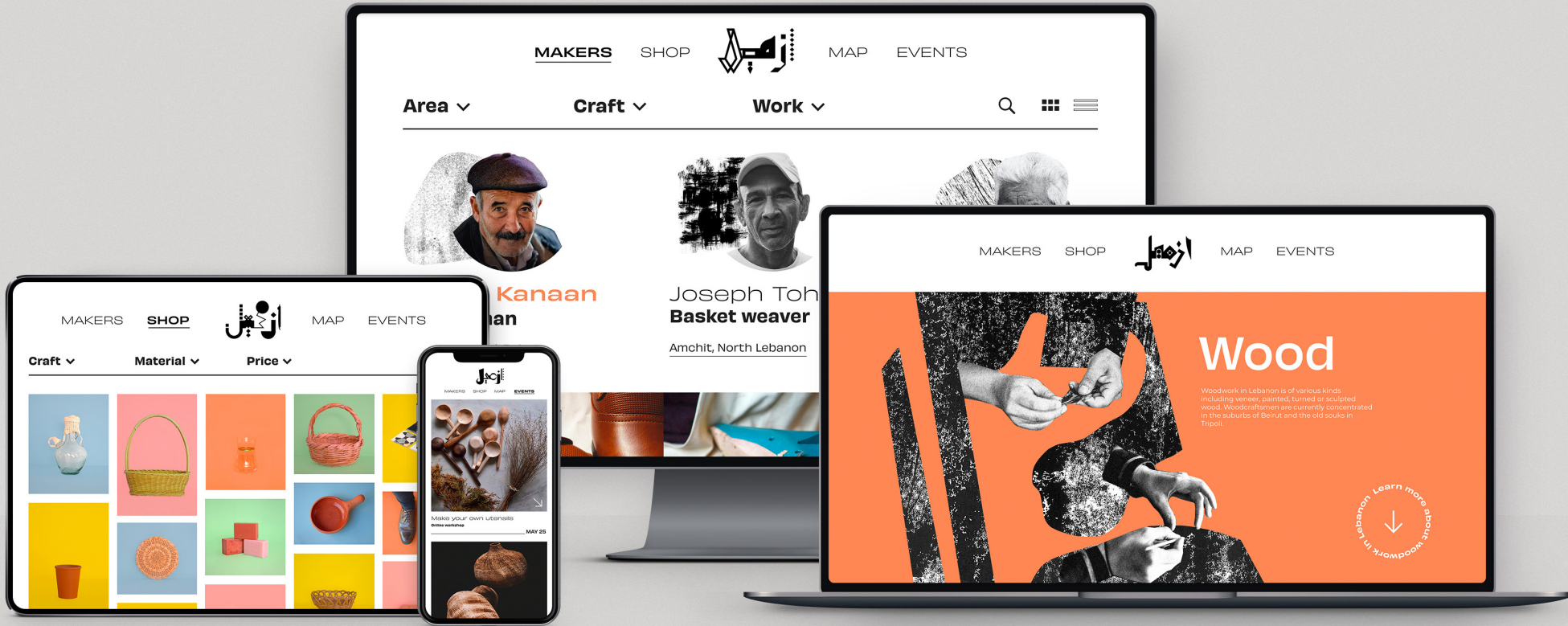
MAKERS

SHOP

MAP

EVENTS

<https://youtu.be/BaDrB3jxWsw>



MAKERS

SHOP



MAP

EVENTS

Area ▾

Craft ▾

Work ▾



Kanaan
an



Joseph Toh
Basket weaver

Amchit, North Lebanon

MAKERS

SHOP



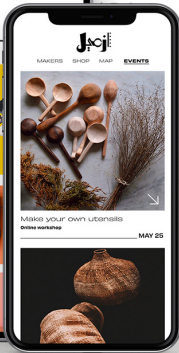
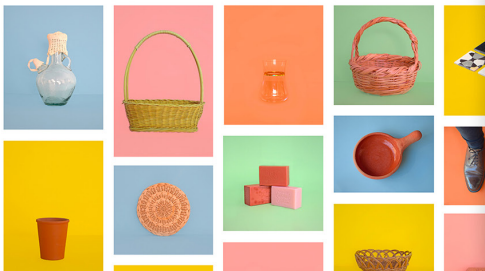
MAP

EVENTS

Craft ▾

Material ▾

Price ▾



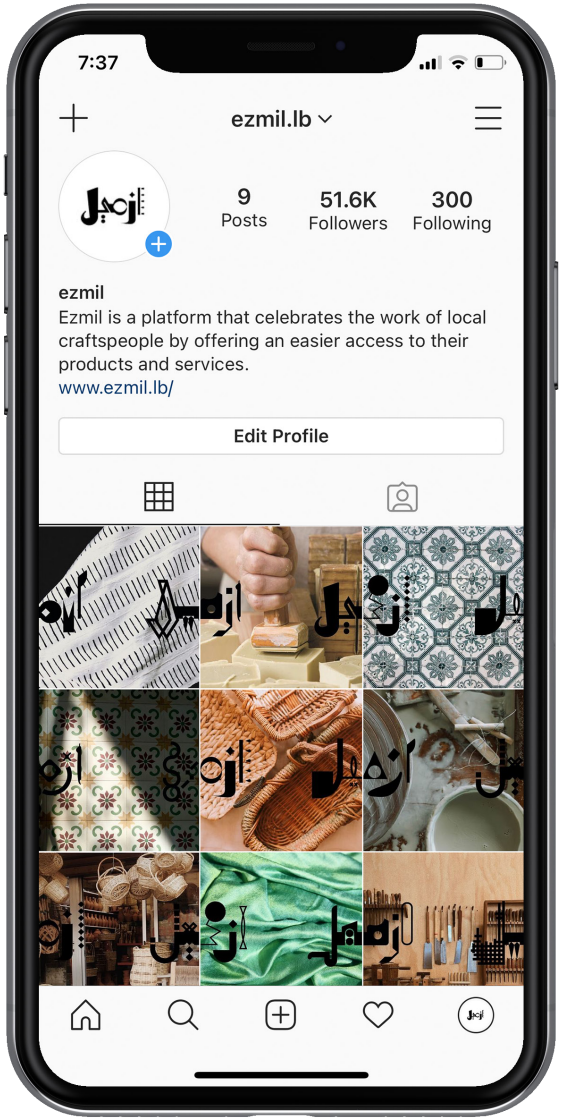
Wood

Woodwork in Lebanon is of various kinds including veneer, painted, turned or sculpted wood. Woodcraftsmen are currently concentrated in the suburbs of Beirut and the old souks in Tripoli.









Thank you!

