

®evolution | 24

As the Faculty of Engineering and Architecture celebrates 20 years of graphic design, we highlight just a few of the graduates their professor calls "the new creators of society's culture."



Zina Mufarrij Wields a Mighty (Cartoonist's) Pen | 40

Mufarrij's (BGD '03) love of Lebanon shines through her critical, candid, and witty cartoons that *shred* Lebanese society.



Designing Your Destination | 36



Wayfinding and environmental graphic design is a new and growing field, and alumni at one of Lebanon's design houses are excelling at it.

Impressions of Tokyo | 42



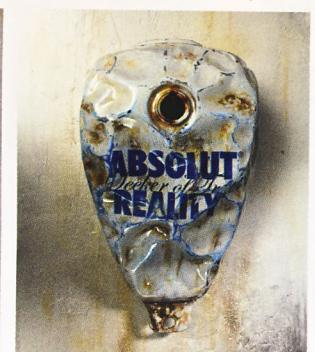
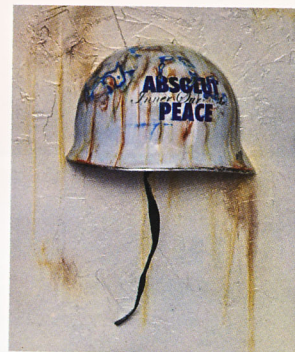
Photo essay



Cut the Crap Art Piece
Wood | 30 x 50 cm



Absolute PEACE and Absolute REALITY Art Pieces
Metal gas tank



The title of the home page of www.hadybaydoun.com, "Skin Deep," tells you you are in for something unusual. The subhead, "Needles, Brushes/Pixels and Paint," confirms your suspicions.

Hady Baydoun ('96) is about as eclectic as you can get. What does he do? "I operate my own studio where I paint, sculpt, and tattoo. I tattoo beautiful bodies, cover up scars, write statements, and paint images, turn ideas into images. I work with needles and ink, Photoshop and Illustrator... power tools and sandpaper, brushes, airbrushes, and spray guns."

You'll find examples of graphics he's designed for restaurants, food packaging, and CD covers, to name a few. Click on a YouTube video of him spray painting a sensual Perrier beach resort billboard. Read his 2008 poem, "Let's Go!" to understand what drives him:

*Let's live a little faster
burn our days, burn them brighter
let's rush into our morning work,
and do it all over again, you and me...*

He's a bundle of energy, following design down many paths. Glance at the *Kulture Newsletter* he's published since 1995. The subtitle of the 2001 issue was "Alter Your Ego"; 2007, "Character"; 2010, "Immortality." There are articles on tattooing, on furniture, and also a spoof on soft drink ads.

Baydoun has always had an eye for the offbeat. Of a memorable moment as a student in the Graphic Design Program, he recalls, "The professor who came in to teach his first class sat in the middle and all of us around him. He was talking and took too long to speak between sentences, and in that space of a few seconds I found a sleepy comfort zone and I did doze away only to wake up a few minutes later to find that the teacher had also dozed off at the same time! And only when the whole class burst out laughing did he wake up."

Asked about his impression of the Graphic Design Program, Baydoun says, "It was beautiful, exciting, and professional... I liked the serious tone mixed with the human person interaction with the teachers."