

Art on 56th

Iyad Naja

Young Lebanese multidisciplinary artist and designer Iyad Naja embodies the marriage of avant-garde with heritage. Having received his B.S. degree in Graphic Design from LAU in Beirut in 2000, he began his career in advertising before delving into design and Arabic calligraphy. In 2014, Naja co-established a design and development firm, which he dedicated to product design and surface art. Working with furniture, including mirrors, cabinets and lights, he aims to become an ambassador of heritage and communicate his message through a plethora of niche mediums.

Seeking inspiration from elaborate culture and bustling environments, Iyad conceives rich sensory experiences in his collections and applies expressive concepts to many creative disciplines. Enriching his viewers with a fresh perspective on heritage, he creates pieces of high art from every day objects, altering the norms of legacy. Weaving his personal experiences to his work, he applies a personal element to art, mirroring his soul-searching methods in the foundation of his unparalleled products. With an explosion of media and technology, we have lost focus on our identity, thus the artist wishes to showcase themes of emotion, individuality and culture, to bring back the focus on transformative tradition.

Marrying the avant-garde with heritage, Iyad Naja's passion for design gives birth to a new legacy in Arabic calligraphy. Working with a diverse roster of mediums, the artist seeks to enrich his viewers with history, culture and tradition.

Derived from objects of daily life, Iyad Naja's works are to be perceived as a sensory experience. Whether a table, mirror, lamp, collage or even wall calligraphy, his art, fine and intricate, represents a stage and a single experience in the artist's life journey. Both decorative and expressive, his pieces focus on revitalizing his heritage. His national pride and innovative spirit allow him to celebrate the everyday in the form of high art.

Iyad seeks inspiration from elaborate cultures and bustling environments to merge the old with the new. He conceives works that communicate beyond the body of materials to create innovative pieces of high art. Weaving personal and present day experiences with static, decorative objects, the artist becomes an ambassador of heritage and calligraphy.