

# ALFA DESIGN AWARDS 2020

A CELEBRATION OF EXCELLENCE IN THE MIDDLE EAST

IN ASSOCIATION WITH:



SPONSORED BY:



COSENTINO

LLADRÓ

NOMINEE

# RIYAD JOUCKA

The founder of Dubai firm MEAN\* takes a resolutely modern approach to creating everything from vases to entire villas



Tutuncka  
light  
sculpture

**A**t the intersection of new technology and a contextual design approach, MEAN\* is one of the most innovative design practices in the region, pushing the boundaries of what we design and how we design it – from 3D printing using plastic waste to exploring tech-driven urban solutions.

**You've built a reputation for blending design with cutting-edge tech. Where does this passion stem from?** I gained a Master's in Emergent Technologies and Design at the Architectural Association School of Architecture in London and worked on projects in Hong Kong and New York before founding MEAN\*. It was frustrating to be told that my ideas were impossible to construct in the Middle East. I realised that technology can free those ideas and make them a reality.

**What are you working on at the moment?** During the lockdown, I was asked by a friend to design a 3D printed chair. The idea [behind it] is to algorithmically generate sweeping curvilinear layers that zigzag and intersect in space to create an object woven by a robotic arm. It is being manufactured by Nagami in Spain.  
m-e-a-n.design