



منجّرة
MINJARA





منجارية
MINJARA

Crafting a better tomorrow

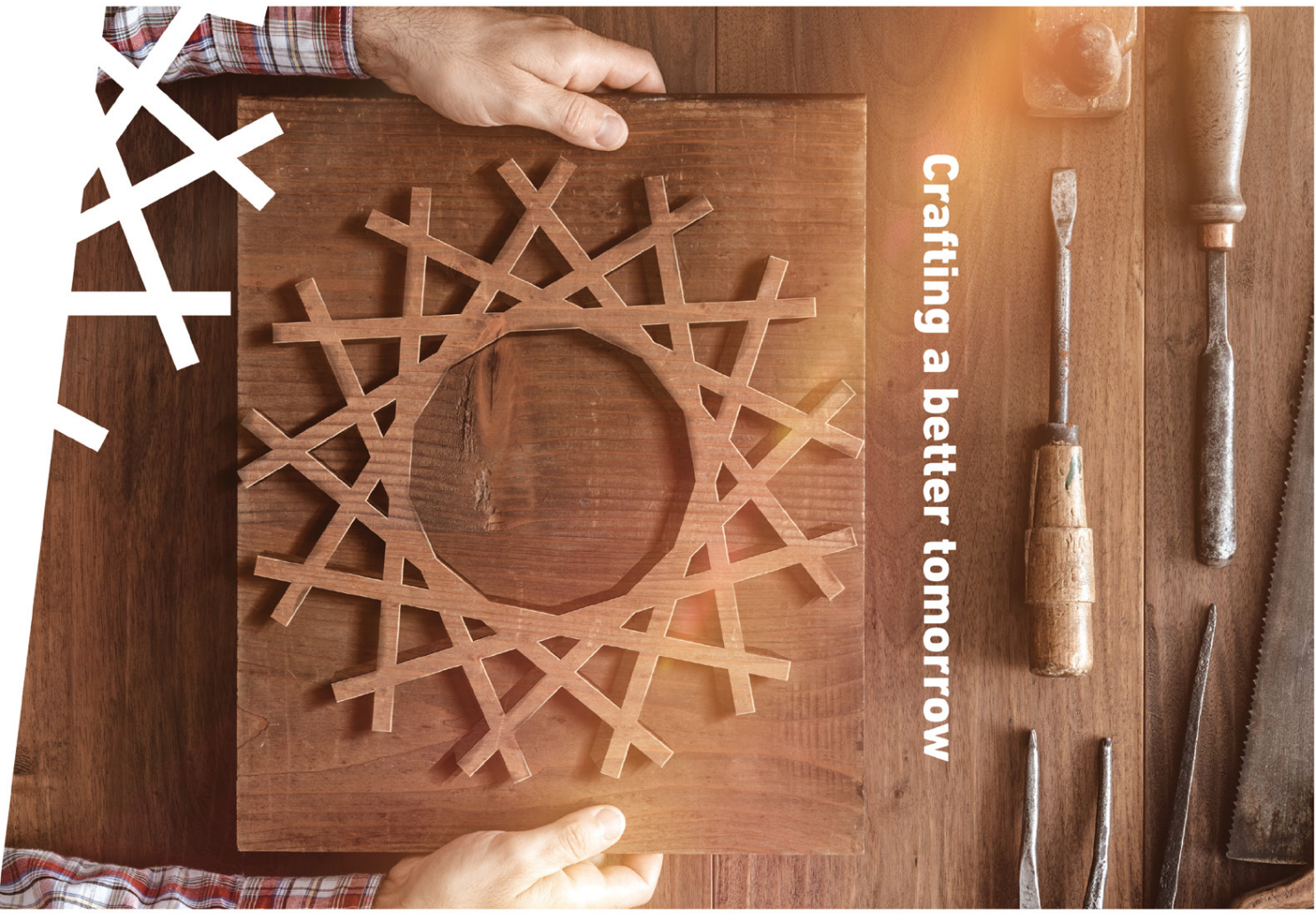




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THE STORY

Trāblos, or Tripoli, the city of three fragrant orange orchards earned recognition for many crafts and industries among which woodcraft dating back to the 1850's.



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RECALLING A GOLDEN ERA

For more than a century, wood was a vital part of the city's existence, a traditional art and main source of livelihood. People of this city breathed wood since birth, as their ancestors did before them. The city's wood craftsmanship grew in fame and Tripoli became a regional hub for luxury and beautifully crafted furniture. Following long years of war, this golden era ceased to exist. Tripoli's woodcraft industry suffered deeply from many ailments leading to decline and disregard. The situation worsened due to the emergence of low-cost imported furniture dominating the market. Something needed to be done!

HOW IT STARTED

Facing a crumbling industry and a massive drop in furniture manufacturing, the Private Sector Development (PSD) Program, funded by the European Union and implemented by Expertise France with local and international partners, has identified an opportunity for a potential revival of the industry. Within this scope, Minjara was established.



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DISCOVER MINJARA

Capturing the essence and unique know how of the furniture producers in Tripoli, Minjara positions itself as a furniture brand and a business support hub (the platform) for all the carpenters of Tripoli.

MINJARA, THE FURNITURE BRAND

The brand features the work of renowned furniture producers in Tripoli built on a solid foundation of heritage and modernity. Every piece of Minjara furniture undergoes strict control at every stage of production ensuring the best quality standards for customers.

MINJARA, THE PLATFORM

An old building within Rashid Karami International Fair in Tripoli, designed by the famous architect Oscar Niemeyer, has been selected to host the platform. Spread over an area of 1500 square meters, the building was renovated whilst preserving its original architecture. It was furnished by Tripoli's carpenters and fully equipped by Expertise France with modern machines. The platform was inaugurated on September 27, 2018 under the patronage of Prime Minister Saad Hariri. The platform stands today as a networking and clustering space proposing a 360° package of services to support the furniture sector in Tripoli.

The platform:

- Offers a common place to work and connect with carpenters, designers, consumers and professionals.
- Assists the carpenters in terms of guidance, education, training and sectoral governance.
- Facilitates product development catering to the market trends, starting with the selection of the raw materials through its material library (which gathers samples and technical specifications of key materials and inputs used in the furniture production), to the ideation and prototyping, to pre-production (testing the production of prototypes and optimizing production practices) and finally quality management (to guarantee high-quality products).
- Assists in product commercialization and market access.



Floor plan of the platform



MINJARA BRAND VALUES

RELIABILITY

We stand as professional and hardworking people delivering high quality furniture and committed to continuous improvement in our know-how.

FLEXIBILITY

We are flexible and always open to new ideas. Looking for customized products or unique pieces designed by renowned furniture designers, we always have what you are looking for.

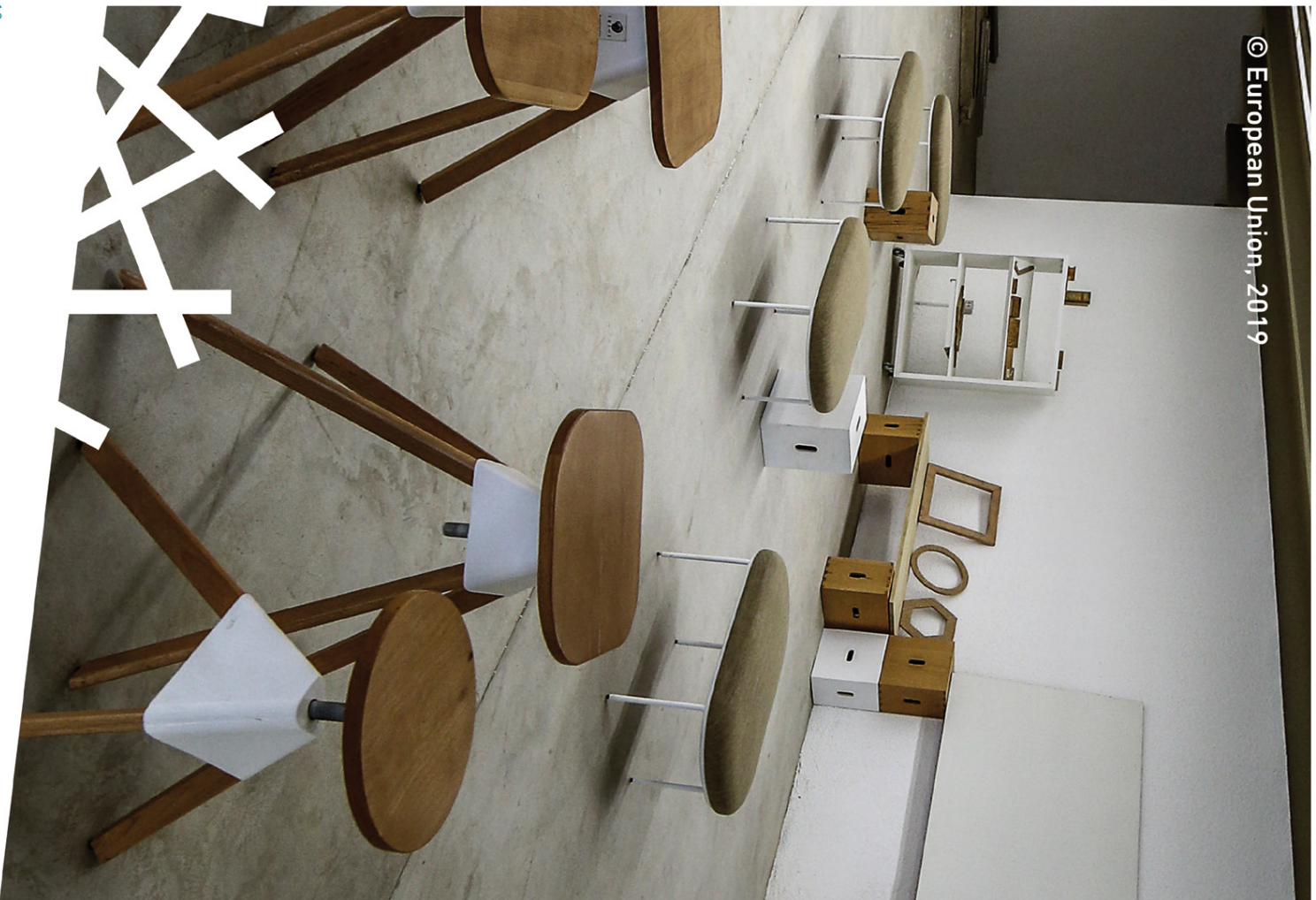
DIVERSITY

We are a cluster of many companies with diverse skills and expertise. Our strength comes from our diversity and collaborative community.

GENUINITY

We speak a language of honesty, sincerity and passion staying genuine to the heritage of our ancestors.





OUR CREATIONS

Crafting life into wood

Today, Minjara positions itself as an icon in the carpentry field offering a wide range of furniture, catering to the market trends and the different needs of local, regional and international clientele.

Minjara's custom-made furniture

For those of you who prefer instilling their own sense of style in their personal spaces, Minjara has got you covered. Minjara's customized pieces will feature your preferred fabric, shape and style. With a full-blown array of material, not limited to wood, you will have the ample choice of ordering what you need to your space. Our customization services cater for one-piece orders to full-fledge interior design projects.

Minjara's furniture collection

Minjara's furniture collection is the result of an ongoing exciting collaboration between Tripoli's craftsmen and designers. Every piece is unique, telling a story of its own through creative designs, mixed material and exquisite finishing. It caters to the needs of anyone looking to refurbish a space with high-quality designs at affordable prices. Every piece of Minjara's furniture collection is worthy of your space.

Minjara's editions

Stimulating the inventiveness of some of the preeminent local designers and design studios, Minjara creates, through its trusted craftsmen, a line of limited hand-selected pieces that inspire beauty and originality. Each edition reveals both heritage value and impressive novelty.



MINJARA PRODUCTS



COMPANIES

The people of Minjara

Get to know the people behind Minjara, the carpenters and craftsmen that transform wood into furniture art and discover the stories behind their passion.

For your purchases or orders you may contact them directly or get in touch with the Hub.



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HALO

Crafted by Habib Naaman for Jérôme Kallab

“Oscar’s halo” or “l’auréole d’Oscar” is a tribute to Oscar Niemeyer, inspired by his projects and philosophy.

A simple curve...the link between the material world: “the pedestal in mineral stone” and the divine creative world : “the halo source of light.”

Jérôme Kallab is an Interior Architect graduate from the Holy Spirit University of Kaslik. He was passionate about designing the school theater each time they had a play ever since he was a kid. This helped him develop a modest experience in the creative creation field which helped him chose his major.

In fact, his talent continued to flourish and that’s what distinguished him from his colleagues. He never failed to come up with new and creative ideas!

After graduating, Jérôme got many opportunities to work at the biggest offices in his field but then he decided to focus on a more specific passion he had: Furniture Design.

Luminaire

Material: Laminated Oak wood - Marble
Dimensions: 100 x 55 cm



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CURVACEOUS

Crafted by Galerie Hanna for Nour Sawaya

Some curves of colored textiles, simple, soft, round, stretched by the foam, surround you with tranquility. They float above the ground. Like a boat, they reassure the echo of your confidences.

Nour Sawaya - Interior Architecture and design (ALBA)

Focuses on rhythm and colors in both interior spaces and furniture design. To her, these two elements define continuity and organized movement.

3 seaters Sofa

Material: Beech wood - Pine wood
Dimensions: 180 x 70 cm



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WALLABY

Crafted by Ibrahim Kirdi for Laetitia Honeine

The commode's structure is esthetically inspired by marsupials and their walk. Kangaroos and wallabies both use pentapedal motion to move around. Wallaby's "tail" is the main steel tube. It fulfills three different functions; a support structure, an electric cable route for the light fixture and a coat hanger

Laetitia Honeine is a Belgian-Lebanese furniture designer based in Beirut. She graduated from ALBA (Académie Libanaise des Beaux-Arts) in 2013 with a bachelor degree in interior design and a master's degree in Global design in 2015.

In her work, Laetitia generally conceives home products that are accessible and affordable to everyone. Being a fan of Bio-Design, she is always inspired by nature and wildlife.

Console

Material: Birch Plywood - Brass
Dimensions: 120 x 40 cm



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AHLA W SAHLA

Crafted by Haitham Bakkour for Nathalie El-Azar Boutros

The multipurpose 2 in 1 bench & pin is a timeless piece of furniture that combines both aesthetics and functionality. Its simplicity and flexibility can efficiently serve any interior setup and its adaptable design can be used, transformed, repurposed, and reconfigured to satisfy individual needs.

A two- seater bench with an auxiliary table in a living room with different positions for the pin:

An extra seating for a dining table

A two- layer coffee table with a newspaper rack and an extra floor seating

The bench n table is a fusion between modern and traditional design as it reveals Tripoli's authentic heritage and culture through the Arabic calligraphy, while maintaining its contemporary approach through clean elegant lines, fabrics and colors.

Nathalie El-Azar Boutros, graduated from the the Académie Libanaise des Beaux-Arts (ALBA) in 1999 holding a master's degree in architecture followed by an MBA from the Ecole Supérieure des Affaires (ESA) in 2003. During her early stages she worked with several high profile architecture firms before founding her own company Baby Concepts known under the brand name P'TINEUF specialized in designing kids' spaces and customized furniture for private and public sectors.

She expanded her scope of business by introducing NEUF DESIGN serving all sorts of interior architecture projects and been awarded and involved in many projects in the region.

Bench Table

Material: Black glossy finish - Frake wood in natural white finish Carrara marble

Dimensions: 180 x 50 x 45 cm



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BLETA

Crafted by Ferri for Nathalie El-Azar Boutros

Inspired from the “Lebanese Tabel” BLETA is a customizable, multi-storey bar cabinet allowing for the flexible assembly of modular, freely standing components using the “mortise and tenon” technique. Its amenable structure and minimalist design makes it perfectly suited for the interior space with its organized storage area and hidden sliding tables.

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Bar Cabinet

Material: MDF Glossy - Marble - Metal
Dimensions: 125 x 50 x 130 cm



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FROM THE SHADOW

Crafted by Adel El Arab

**'The memory of a time long gone on the shutter blades
burnt by the sun of Tripoli...'**

**The talent of an artisan who resurrects an object of the past by
transporting it into the present, gifted with a new functionality...**

Adel El Arab - Born in Cluj Napoca, Roumania.

Licence in Ceramic (École des Beaux-Arts – Cluj Napoca, 1998) and Master II in
Management culturel (Faculté d'Arts – Timisoara, 2006).

Stool

Material: Old Solid Wood - Leather
Dimensions: 60 x 40 cm



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DOSHOK ASH

Crafted by Raafat Rachabe for Fawaz Rafaeiz

The tenons, which are hidden, show themselves silently, with their rounded edges.

**The rope flow around grace to the powerful hands of the craftsman.
The beech wood reveals its fine grain and fine mesh.
That is true.**

Fawaz Rafaeiz - Interior architecture and design (IPNET)

Focuses on freelancer projects design & execution drawings, and furniture design and wall grafitti design.

Bench

Material: Beech Wood - Rope
Dimensions: 210 x 45 cm



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CANPE

Crafted by Boisselier Safi for Jérôme Kallab

The Can.pé is a refined and elegant design inspired by French furniture during the Regency and Louis XV Era when wickerwork was first made popular. A design that represents the balance between charm and elegance.

Jérôme Kallab is an Interior Architect graduate from the Holy Spirit University of Kaslik. He was passionate about designing the school theater each time they had a play ever since he was a kid. This helped him develop a modest experience in the creative creation field which helped him chose his major.

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Sofa

Material: Laminated Beech wood

Dimensions: 150 x 50 cm



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