



الجامعة الأهلية  
AHLIA UNIVERSITY  
BAHRAIN

# A Story to be Told: Nostalgia in Design

Your  
global  
future  
**begins**  
here

Arts, Science and Education

Mr. Ali Al Najjar & Ms. Amani Alaali

- What is Nostalgia?
  - A sentimental longing or wistful affection to a period in the past.

الحنين الى ذكريات الماضي

- Despite the fact that Muslims are known to protect their culture and traditions, most of the values and cultural aspects are slowly being replaced by western culture.
- However, more recently, the people of Middle East have begun to search for the “*good old days*”.
- Most successful designs that seek inspiration from the past have one thing in common: they do not just copy the past, they re-invent it in one way or another to better suit the current audience.

- One of the most common form of nostalgia in design is derived from cartoons and animations individuals have grown up to watch.



# Cartoons/Animation

- Local artists in the GCC such as “Thouq” in Kuwait, Sara Al Arif in the UAE and “Day’N’Age” have re-invented the 90’s cartoons to consumers of the millennial generation.



- Fashion designers have been utilizing nostalgia in their products for years. The revival of styles throughout ages have been a very common trend where plaid made a comeback and structured outfits and shoulder padding have returned to the fashion trends from the 80's.

- *“FMM began as a conceptual insight into Arab culture, reflected through tongue-in-cheek illustrations of cultural stereotypes and societal obsessions that won the hearts of the young”*





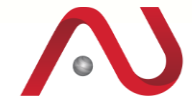
- Louis Ghost Chair

- “Classic baroque style” chair  $\times$  innovative modern design = the “Louis Ghost” chair.
- The shapes taken from the original chair are instantly recognizable & evokes nostalgic qualities but are simplified and reinterpreted in plastic.
- The new version: easier to recycle, easy to clean and much more versatile as its opacity increases its suitability for plenty of different schemes.





# Product Design



الجامعة الأهلية  
AHLIA UNIVERSITY  
BAHRAIN



Mr. Ali Al Najjar & Ms. Amani Alaali

- Amina Al Abbasi
  - Her products have been displayed in Harrods, London and she has received numerous awards.
  - Cultural Themes
  - Mixing the old with the new and the modern with the traditional
- Haraka
  - The products in Haraka & the shop's interior find inspiration around the Manama souq area. The way Bahrain's past and present blend together.



- General Overview

- Most home owners that want to create a traditional look go for a very literal interpretation of this theme. The space becomes very thematic and outdated.



X



- Courtyards/الحوش
- For example, traditional Bahraini homes were centered around an open courtyard that led to the other rooms, eliminating corridors and creating a focal point in the space.
- What if that was the inspiration? Instead of having a backyard with the garden, there could be an indoor green area, or even an open one but located in the center and the access to it is from within the house itself. By doing so, you have used tradition to innovate and not to duplicate.



- Housing unit on “Pearl Road” in Muharraq
  - An example of reviving interior spaces that originally was built in 1920 and utilizing it for modern time art and design workshops could be found in Al Qaisareya Market in Muharraq.
  - The interior maintains its original authentic structure and materials paying tribute to old Bahraini houses while still implementing modern wide windows, plywood flooring and simple furniture.



# Interior Design (Housing)



# Interior Design (Cafe Design)

- Lumee
  - Vibrant Bahrain restaurant which mixes tradition and contemporary style inspired by street cafes.
  - The fast casual dining concept contrasts heritage and modern styles
- Basta
  - plastered with old Bahraini posters and funky graffiti, as Arabic TV shows run in the background.



# Thank you

---

- We hope you enjoyed a nostalgic trip down memory lane, and we would love to hear any questions.