

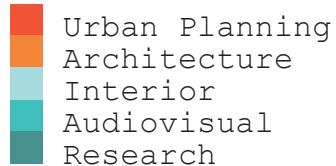
Amer Jbeili

Work Samples

2025



1. Sustainable Integrated Municipal Action	4
1.1. SIMA-SN Master plan	6
1.2. Yerevan Flyover - Bourj Hammoud	8
1.3. YF - Detailed Design	10
1.4. Cola Roundabout - Beirut	12
1.5. CR - Detailed Design	14
1.6. SIMA - Urban Furniture	16
2. Peri-central Rent Gap	18
2.1. Spatial & Historical Premise	20
2.2. Methodology	22
2.3. Cartographic Study	24
2.4. Peri-central Soft Mobility Study	26
2.5. Linear & Urban Elevation Study	28
2.6. Urban Analytical Model	30
2.7. Simulating Ideology	32
2.8. Architectural Elements	34
2.9. The National Union of Students - BCD	36
3. Studio Miessen DE	38
4. North Carolina Renovation	42
5. Suburban Housing	46
6. Grid Based Interior	50
7. Siffr Magazine	54
8. Municipal Center	56



1. Sustainable Integrated Municipal Action

Date: 2024-2025
Type: Pedestrian Network Strategy
Role: Urban Planning & Architecture Consultant
Team: Akl Architects & KREDO
PM: UNOPS
Client: Municipality of Beirut & Municipality of Bourj Hammoud

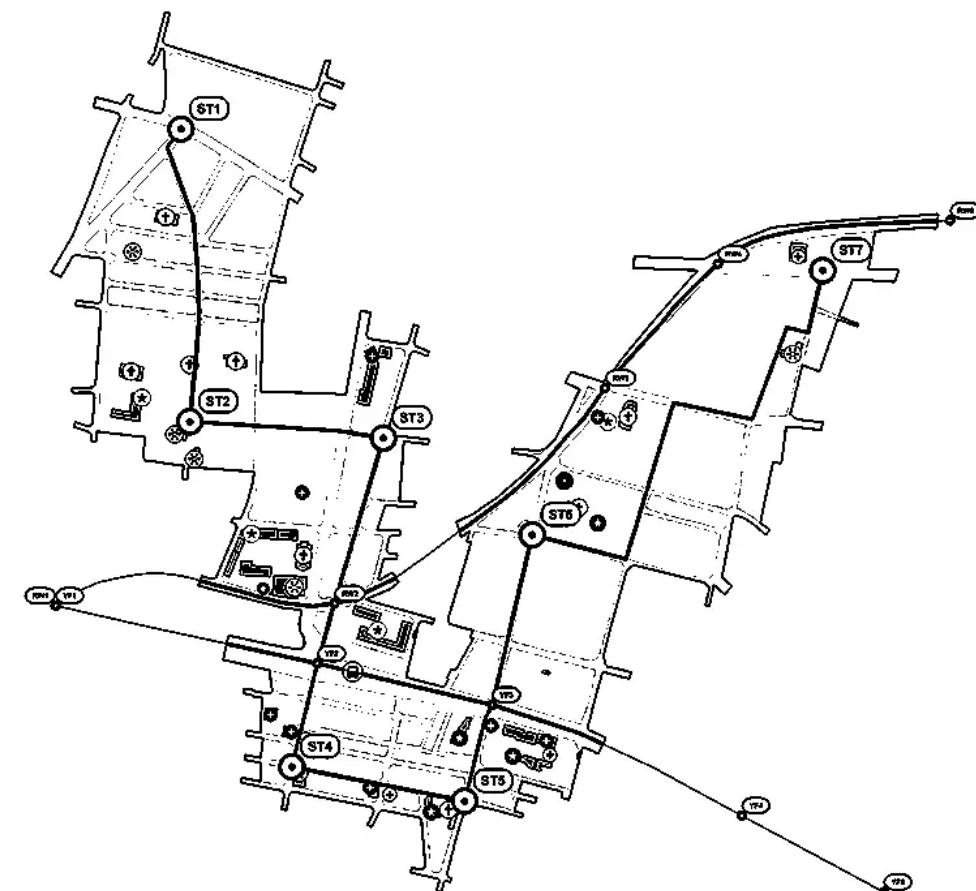
The SIMA-SN project took place in during the years 2024-2025 and involved the a total overhaul of the pedestrian infrastructures in the most vulnerable neighborhoods of the cities of Beirut and Bourj Hammoud.

Our responsibilities as consultants were to collect data and propose a master plan for pedestrian and soft mobility in the urban environment.

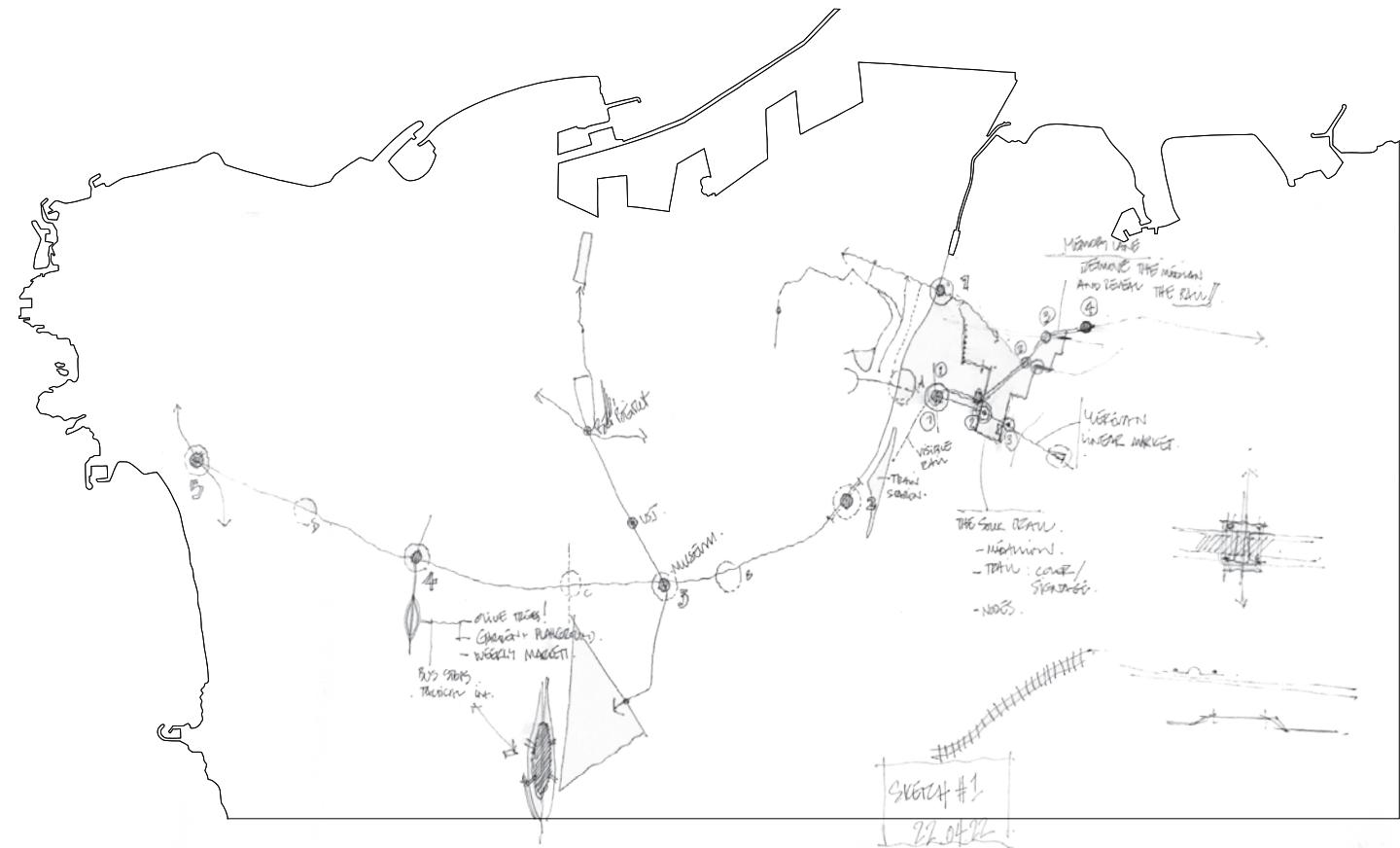
The project was divided into four phases:

- Site Inspection & Data Collection
- Design Brief
- Concept Design
- Detailed Design

Throughout the project we worked with a team of engineers, architects, consultants and administrators to provide a holistic approach to pedestrian mobility in the city.



1.1. SIMA-SN Master plan



The Sustainable Integrated Municipal Action (SIMA) launched by UNOPS, aims to support Lebanese regional authorities—namely municipalities—by providing funding and management assistance for various sustainable initiatives across the country.

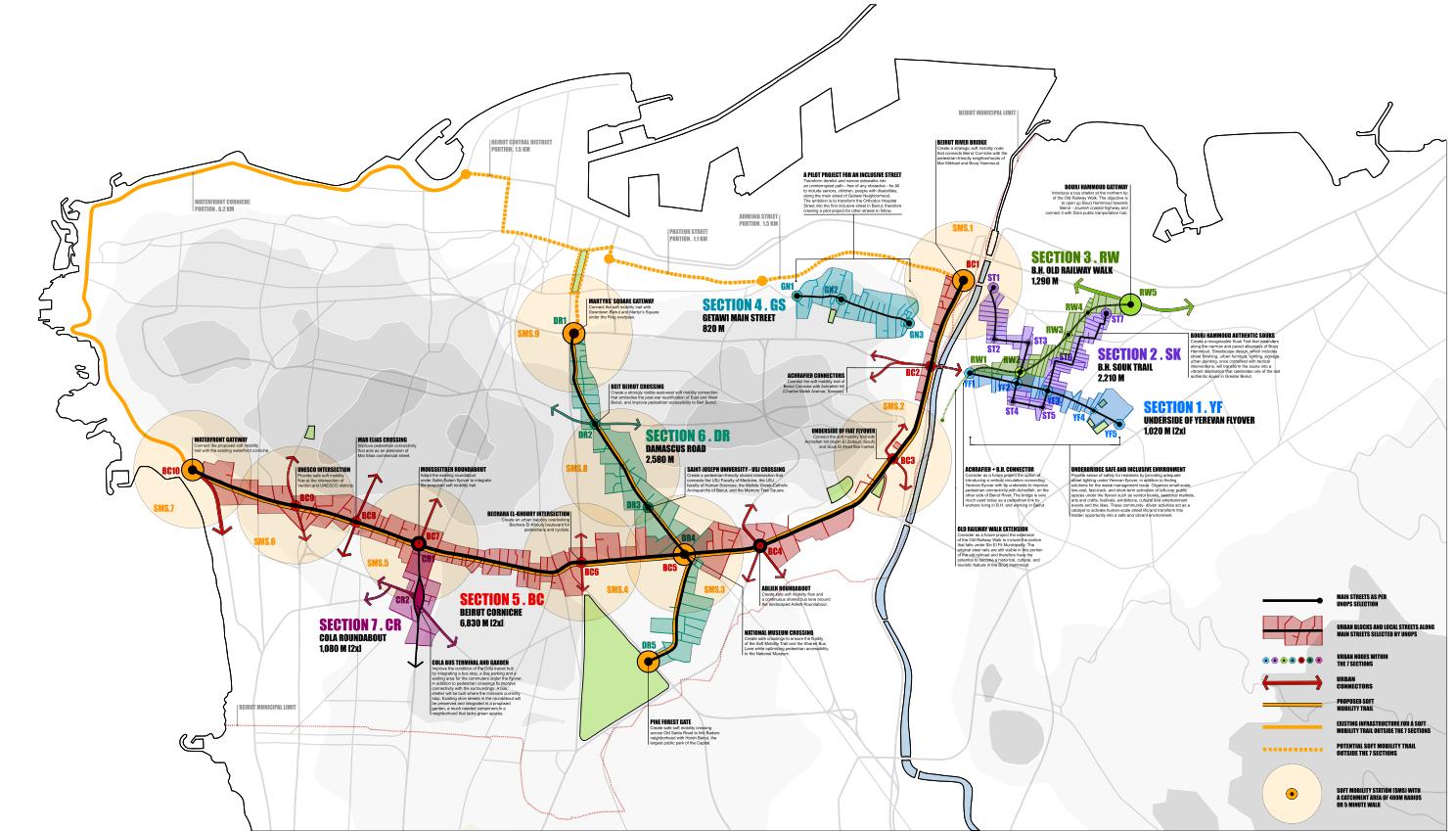
I was contacted by the urban planning team working with UNOPS to contribute to the architectural and urban strategy consultancy under the SIMA Street Network subproject.

The objective of this effort was to reorganize and improve pedestrian accessibility within Beirut's administrative borders and its surrounding suburbs. The UNOPS project management team identified seven key sectors requiring study

and reconnection:

- S01 – Yerevan Flyover, Bourj Hammoud
 - S02 – Souk Trail, Bourj Hammoud
 - S03 – Railway Walk, Bourj Hammoud
 - S04 – Geitawi Neighborhood
 - S05 – Beirut Corniche
 - S06 – Damascus Road
 - S07 – Cola Roundabout

Throughout the project we worked with a team of engineers, architects, consultants and administrators to provide a holistic



approach to pedestrian mobility in the city.

We will proceed with a focus on sections S01 - Yerevan Flyover in Bourj Hammoud and S07 - Cola Roundabout in Beirut.

As for the constitution of our team, I've worked as an urban planning and architecture consultant with an architecture firm in close cooperation with an engineering company and the UNOPS project management team, my role changed over the course of the 4 phases of the project:

- Data Collection: cartography, survey and literature review

- Design Brief: managing a team of architects and contributing to the creation of an urban strategy for the pedestrian network
 - Concept Design: managing a team of architect and coordinating with different stakeholders and suppliers in Beirut
 - Detailed Design: Overlooking the execution drawing drafting process and coordinating with the engineering company and UNOPS' audit team.



The Yerevan Bridge is a major car infrastructure that serves the eastern parts of the city of Beirut linking it to its eastern suburb. The under-bridge splits the Bourj Hammoud suburb in two major neighborhoods, namely Nabaa and Bourj Hammoud, we propose to adapt this desolate no man's land to overcome socio-economical differences between the two sides and create a communal space under the flyover.

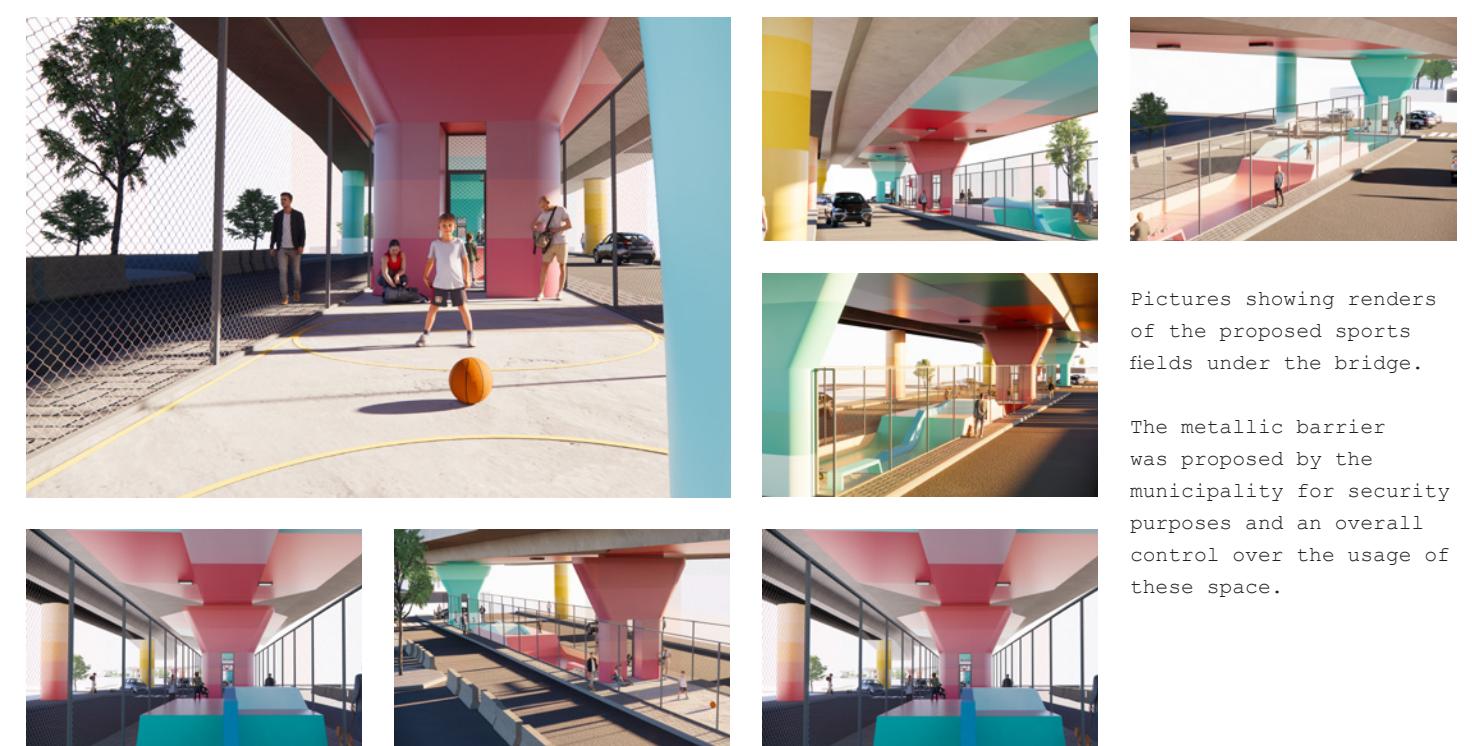
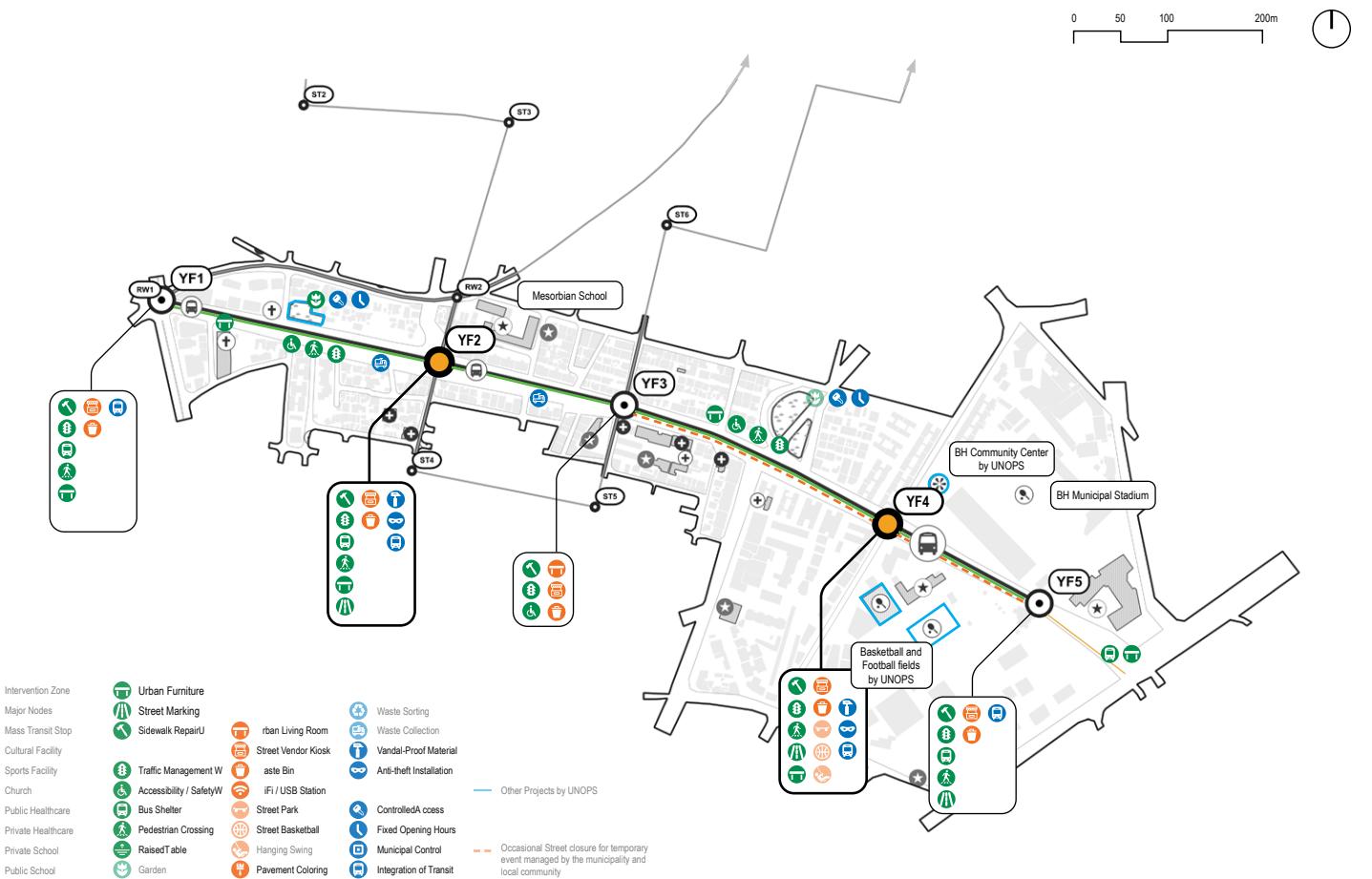
The eastern suburb is also a place where most people are unable to access private automobiles hindering drastically their mobility in a country where policy is targeted towards the car-owning upper middle class.

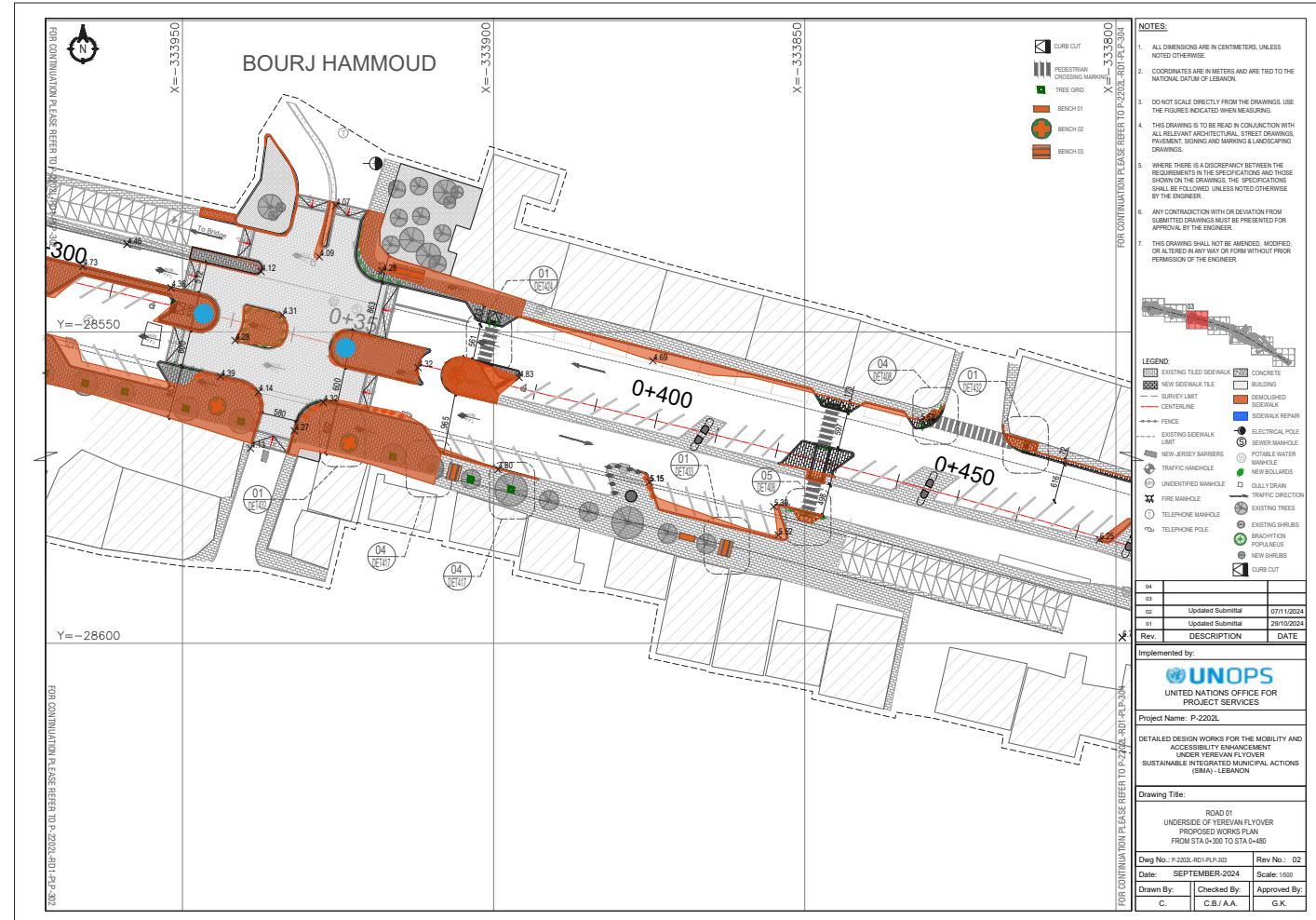
Having drawn a network of existing formal and informal mass transit stops we've adapted our sidewalk

renovation by creating "raised table" intersection for seamless pedestrian transit, and enlarged the sidewalk where pedestrian traffic flow is at its maximum.

Large parts of the under-bridge are dis-used today, we proposed to implement a large public sports facility that complements the existing Bourj Hammoud Stadium to the east of the bridge.

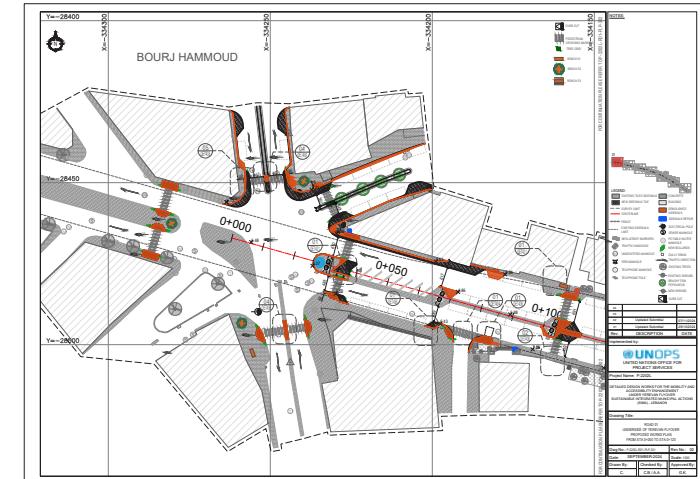
Implementing these changes came with enormous obstacles both from the reticence of local authorities but also from shop-owners who consider car parking space a major vector for increased profits. We nonetheless managed to find compromises between our proposal, the community's fears and the UNOPS project management requirements to create a seamless uniting space in Bourj Hammoud.



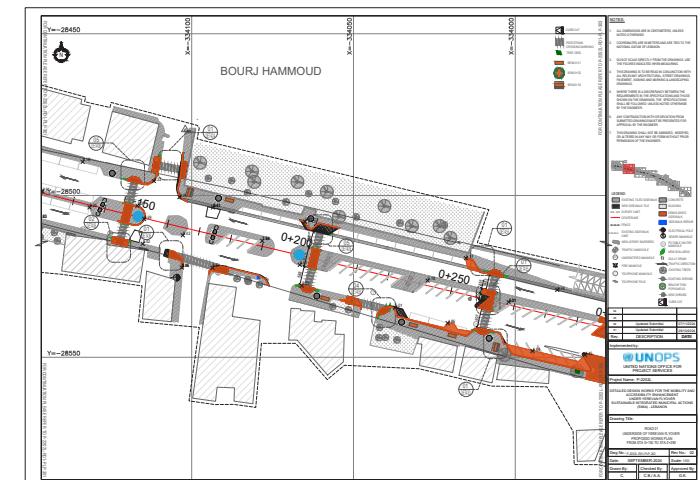


The detailed design of [Section 2](#) - [Yerevan Flyover](#) presented many challenges:

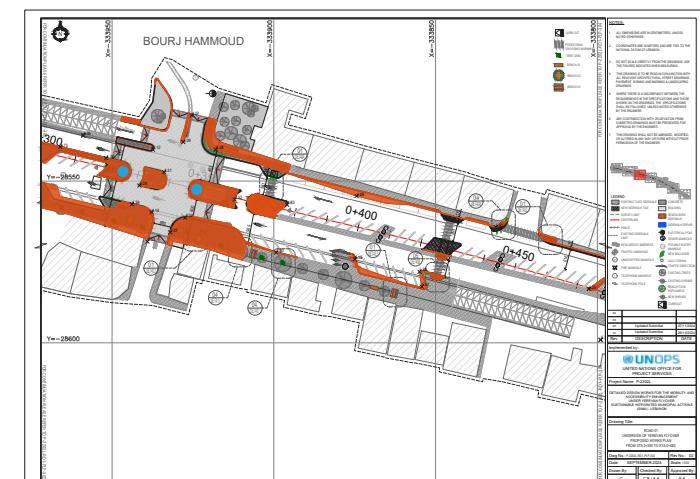
- We provided safe crossings where needed.
- We worked with light designers to provide adequate lighting under the bridge which also made for a safe environment at night (a major complaint of residents)
- The plethora of stakeholders had to agree to our design this is where communication between different actors was key (Ministry of Public Works, Municipality of Bourj Hammoud, shop-owners, UNOPS and last but not least the political parties present in the area given the existing socio-political animosities)
- We planned for the inclusion of raised tables at major intersections where informal transit stops.



This is the starts of the section where S02 and S03 intersect (notice the green plants). The intersection is a major transit hub as well as a meeting point for informal trade.



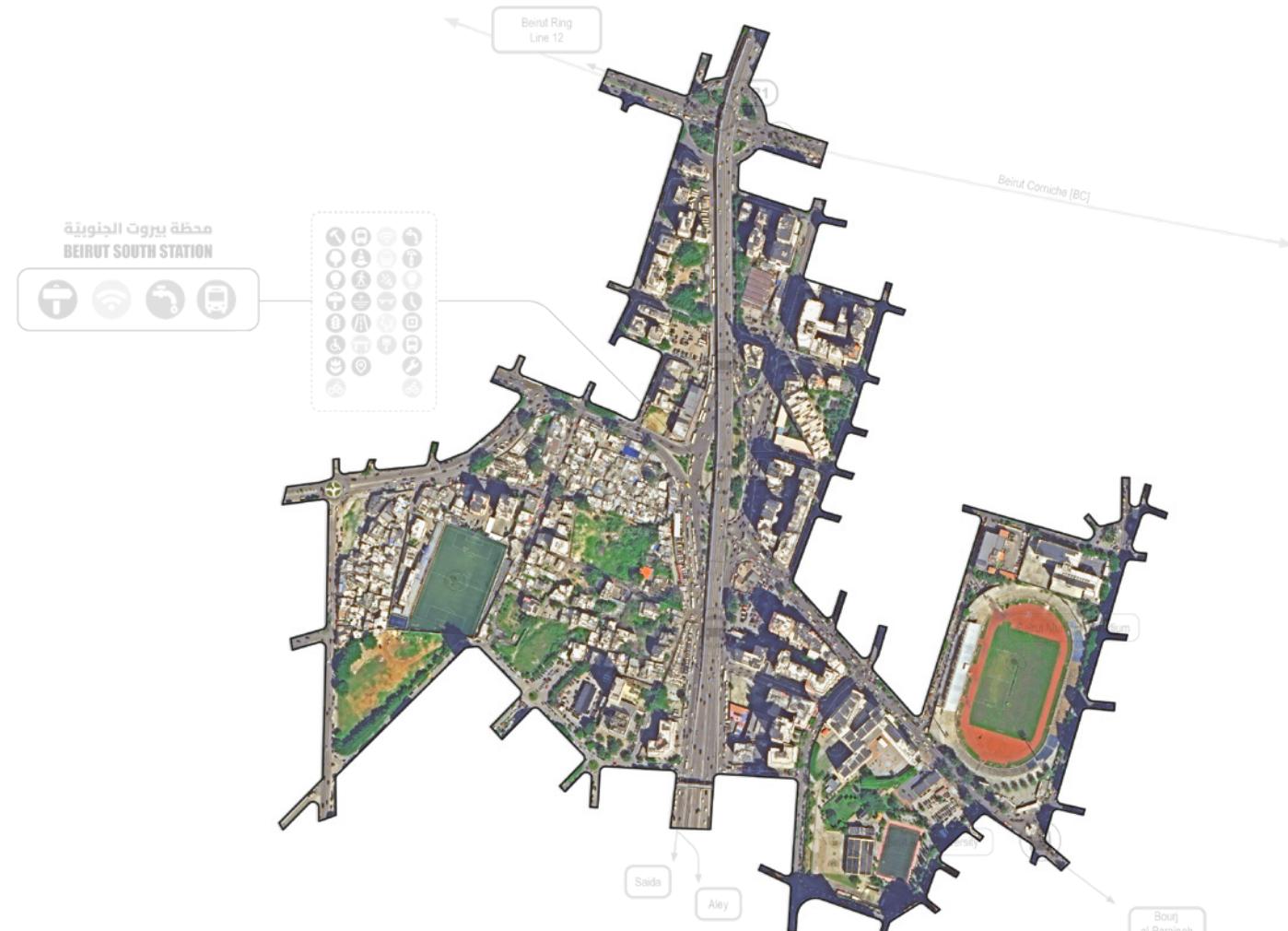
Soft interventions on sidewalks with the provision of accessibility ramps from and to major public buildings



Typical example of a raised table intersection on major transit node, this particular one serves Bourj Hammoud, Nabaa and Achrafieh (via the bridge ramp)

1.4. Cola Roundabout - Beirut

Sustainable Integrated Municipal Action

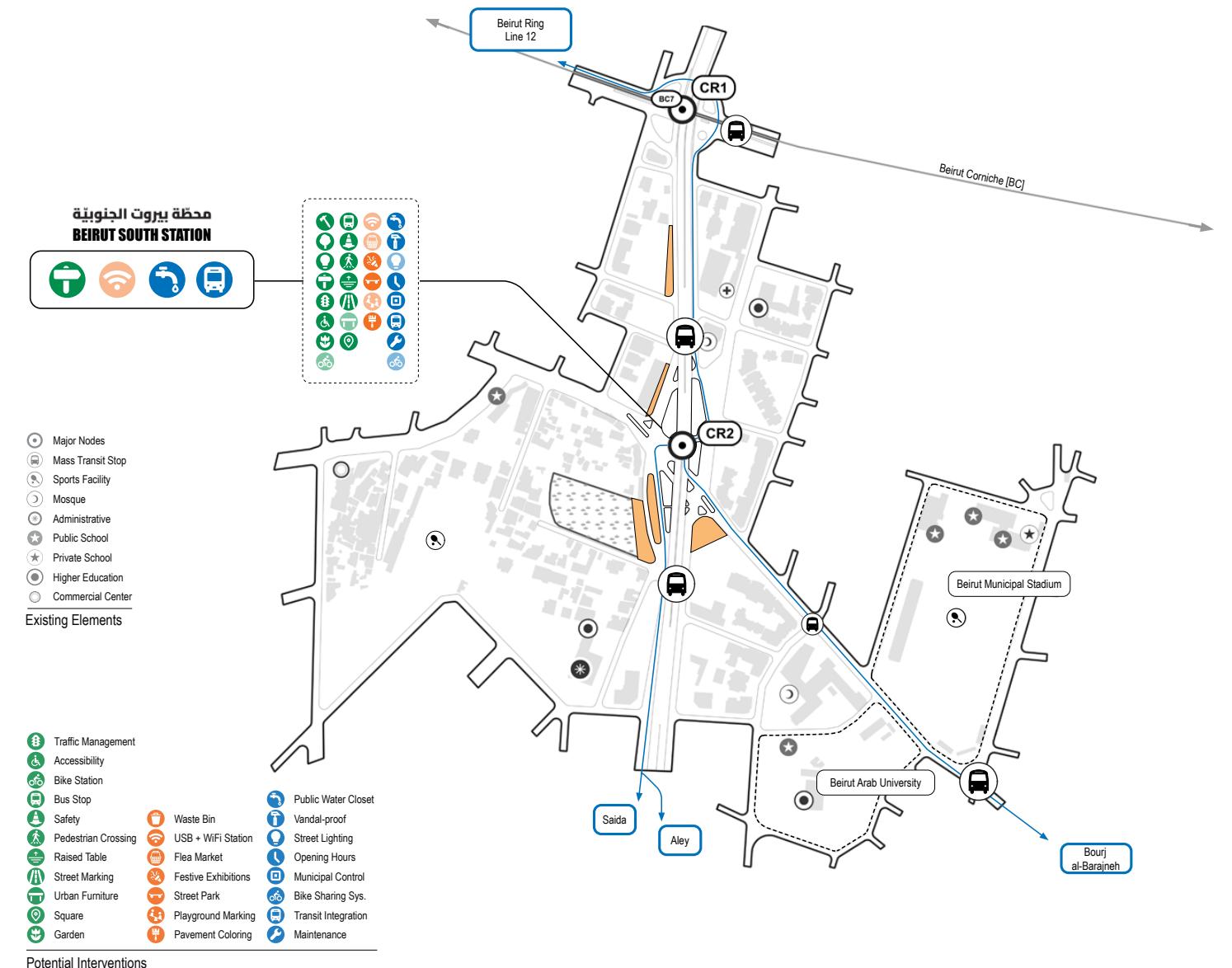


The Cola Roundabout is one of the two major hubs serving the city of Beirut from its southern parts, it has always been a link between the different suburbs and the city as well as a terminus for many of the southern regions of the country.

This is also an area that is buzzing with student life given its proximity to major higher education institutions like the Beirut Arab University, students tend to be pedestrians.

Our post-survey reflexion noticed the vast under-bridge areas that were either misused or reserved for the Lebanese Armed Force military positions (temporary), we proposed to enhance the usage of this lost space in order to make the commuter experience more appealing.

Today the roundabout is dominated by car presence with little or no consideration for pedestrian flows, our project proposed a two-fold approach:

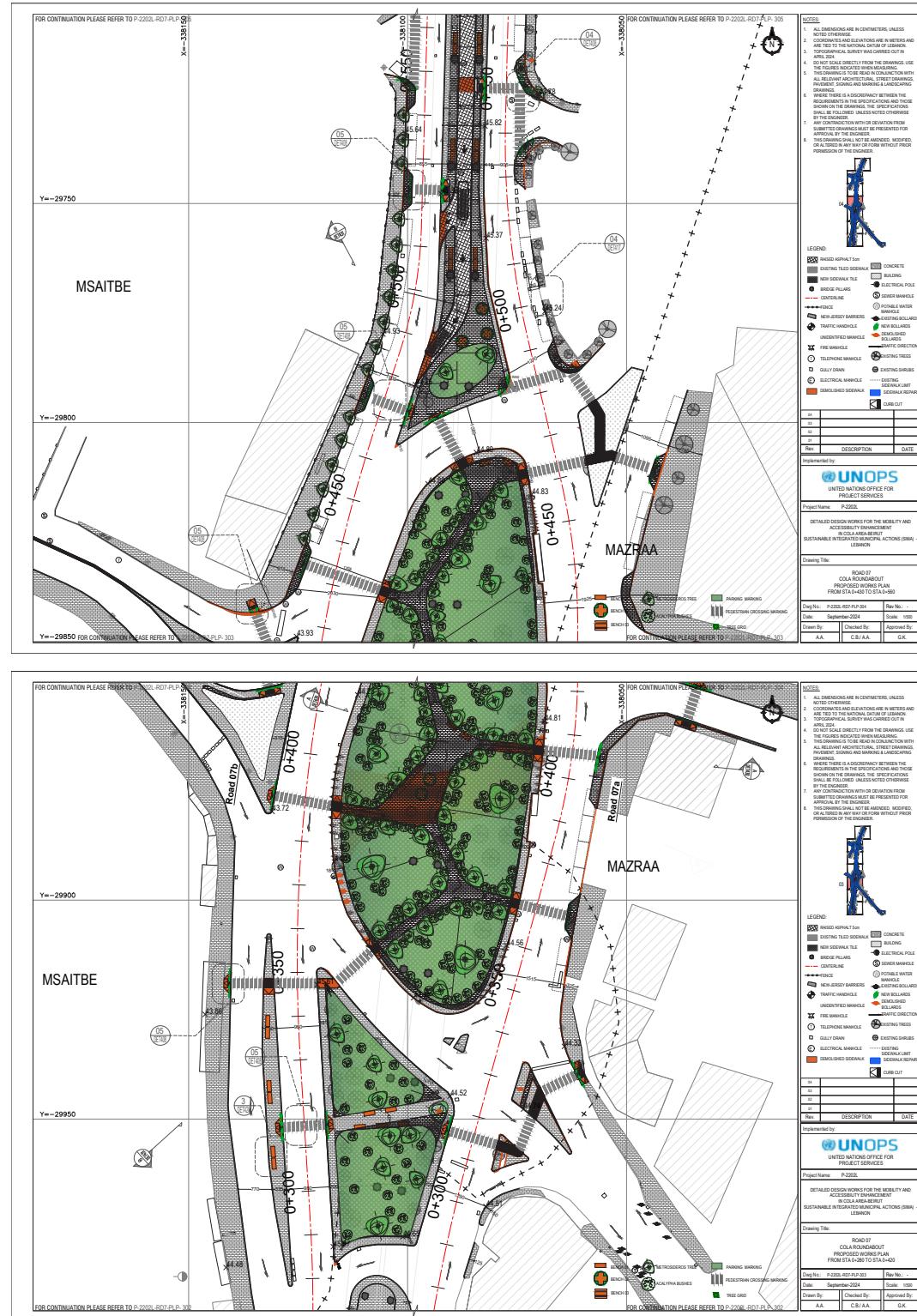


- Design a hilled garden in the under-bridge area connecting the major transit hubs and creating a pleasant space for commuters to rest.
- Re-orient public bus routes and stops to use the vast area under the cola bridge.

We had to coordinate with the municipality, the university, the union of public transport drivers, the UNOPS, local shops and stakeholders and finally with the informal mass transit organizers

present in the area. A major hurdle given the reduced efficiency formal and official means.

This challenge was overcome by organizing several visits to the ground as well as meetings at the UNDP offices with different stakeholders.



These detailed design show the interconnected central garden that serves several pedestrian nodes around the Cola area, we've carefully placed pedestrian crossings to follow the network and maintain an optimal flow of mass transit vehicles



The drawings show three major landscape interventions along the under-bridge area.

A smaller garden to the north connecting the under-bridge bus stops.

A major central garden hub distributing pedestrian flow to the different major axes of the area.

A secondary garden adjacent to the major informal mini-van stop to the south west of the Cola roundabout.

These elements work together to form the South Beirut Station

The underside of the Cola bridge has been repurposed to provide bus stops in an area where commuters are protected from the elements, this doubles down as a way to free up the congested major roads that serve the area.

The Major hurdle was overcome with regards to the legality and feasibility of this works on the ground have started.





A mundane urban element in Beirut: The Jersey Block has been re-adapted to be used as a public furniture modular element throughout the SIMA-SN project.

Beirut and Bourj Hammoud are filled with these concrete elements, we proposed to upscale the existing ones and pitch into the easy production process in order to provide public seating that is both sustainable and durable

2. Peri-central Rent Gap

Date: 2023
Type: Academic Research
Role: Researcher
Architecture & Urban Planning
Team: Lebanese Academy of Fine Arts
Supervisor: Marc Abi Rached
PM: Amer Jbeili

This study aims to analyze academic curricula in the field of architecture and urban planning in Global South countries, with a focus on educational practices in Lebanon and the Levant region. It addresses the impact of imported academic models on shaping the architectural and urban consciousness of students, and questions the extent to which these curricula are contributing to injustices specific to our region.

I will visit the material driving factors behind the selection of academic curricula and projects.

Identify the beneficiaries these curricula.

Identify patterns that might appear mundane but consciously shape urban violence.

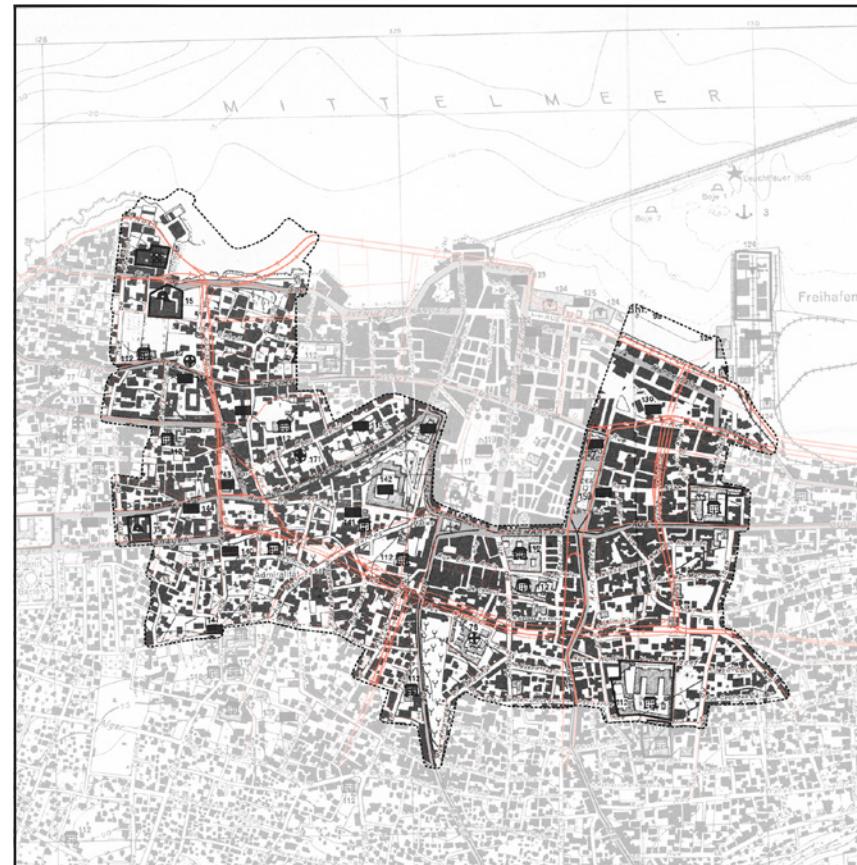


2.1. Spatial & Historical Premise

Peri-central Rent Gap



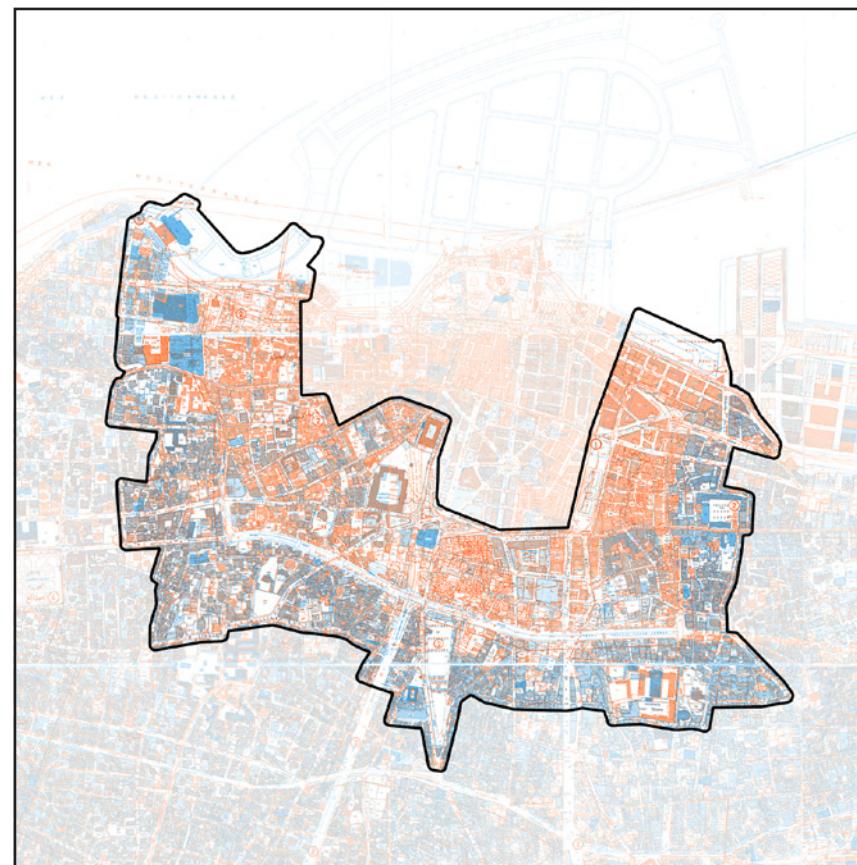
The founder of the Lebanese Academy of Fine Arts, Alexi Butros, writes in the Arabic newspaper in 1959: "It is a violent confrontation between two categories: the first one is still, since the days of the mandate, with regards to its specific culture, holds hostage the governance of the country, aiming to preserve its privileges that it stacked by enabling others from sharing them, and another category, that tries to



Stadtplan von Beirut,
1:10000, Generalstab des
Heeres, 1941
Militärgeographische
Angaben über Syrien



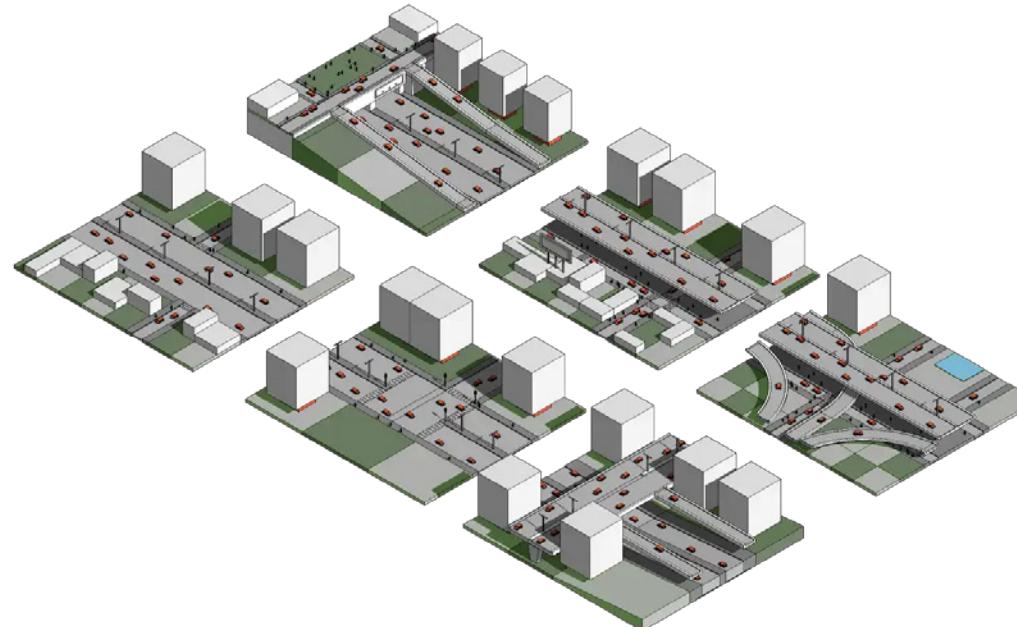
27 March 1965, L'Orient le Jour a Lebanese French newspaper writes: "In 10 years the leprosy buildings of downtown Beirut would have disappeared"



Beirut Cadastral Map,
1:10000, Municipality of
Beirut, 1964
Beirut Cadastral Map,
1:10000, Municipality of
Beirut, 2004

2.2. Methodology

Peri-central Rent Gap



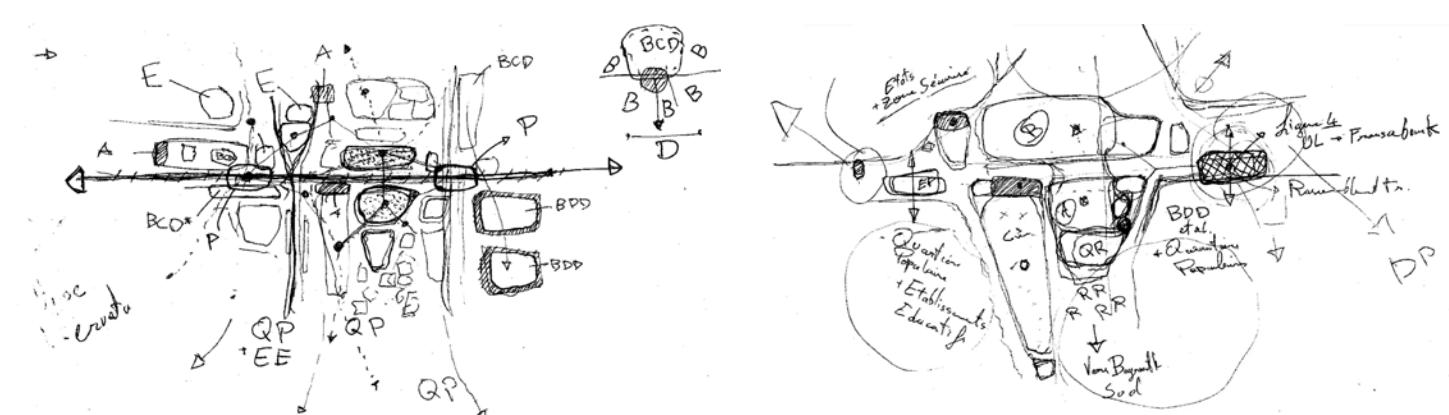
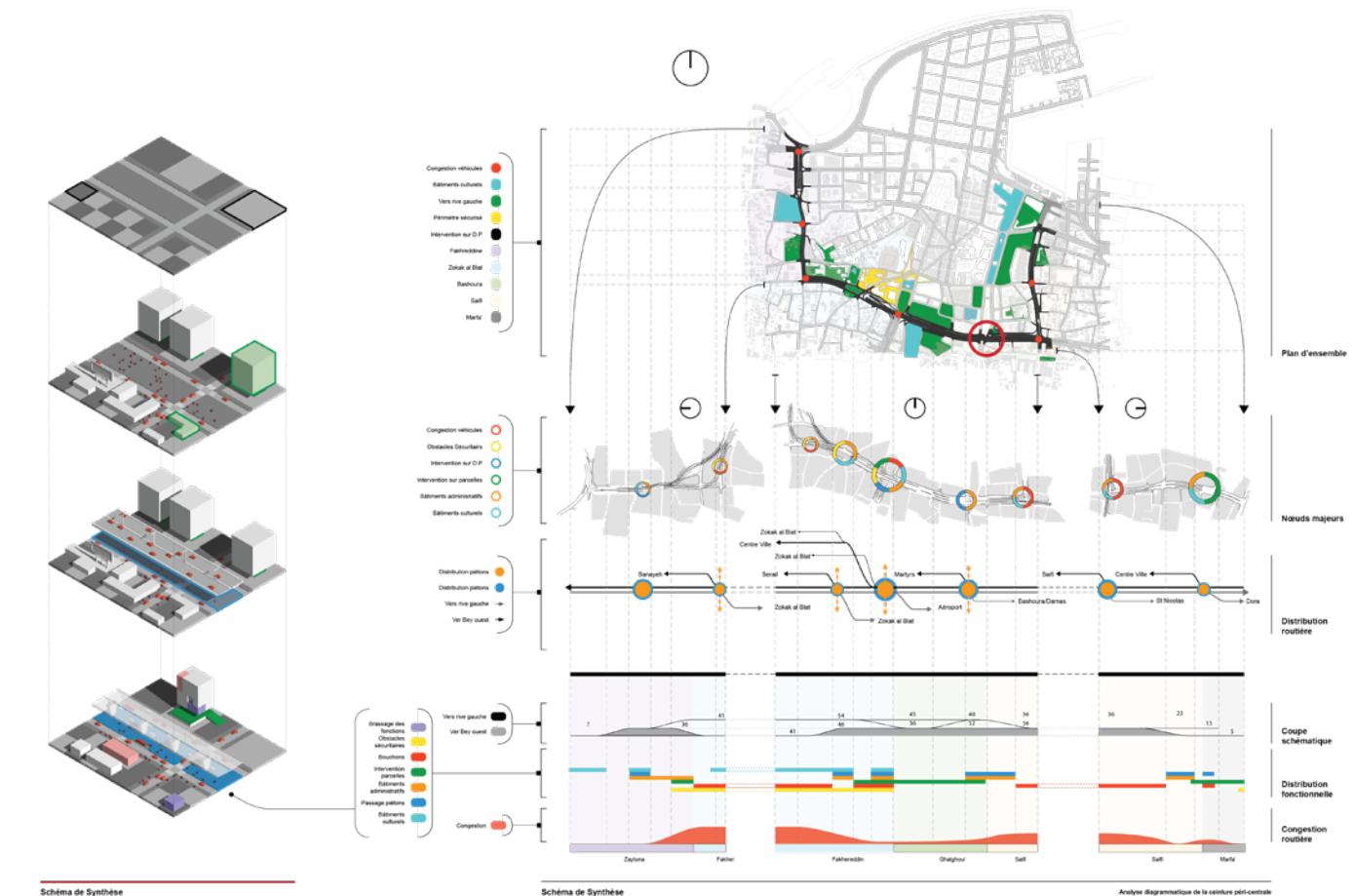
During their graduate years students of architecture are given for the first time the task to elaborate a problematic and present a contribution to the body of academic knowledge. This was the perfect occasion to revisit the pedagogical theory that oversees the forming of thousands of architects in Lebanon.

I've always been intrigued by the geography of the Beirut Central District, I have lived most of my life close to the center of the city yet my visits to the area were scarce. I've been reading the works of Neil Smith on the Rent-Gap theory, his idea was simple it postulated that capital is attracted geographically to specific dilapidated areas that are close to geographies with high rent, this is the basic idea of gentrification.



We happen to have a perfect case-study for this phenomena in Beirut; the Beirut Digital District, a multi-plot high-end real estate development project situated in one of the poorest areas of central Beirut, an area that is also very close to BCD which offers a plethora of empty plots.

BCD was on the other side of the ring, and this was what made the project so profitable. This reflexion led me to work on the periphery of BCD, studying the linear border that separates geographies both physical and social.



To further pin-point a general urban area and then a plot I've decided to take a buffer zone on both side of the infrastructural rift (namely the ring road). I then geographically localized a plethora of urban, social and morphological aspects of

this border region.

What follows is a series of urban cartography focused on the peri-central interface separating BCD from its peri-central environs.

2.3. Cartographic Study

Peri-central Rent Gap

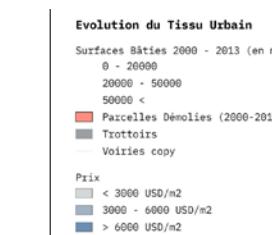
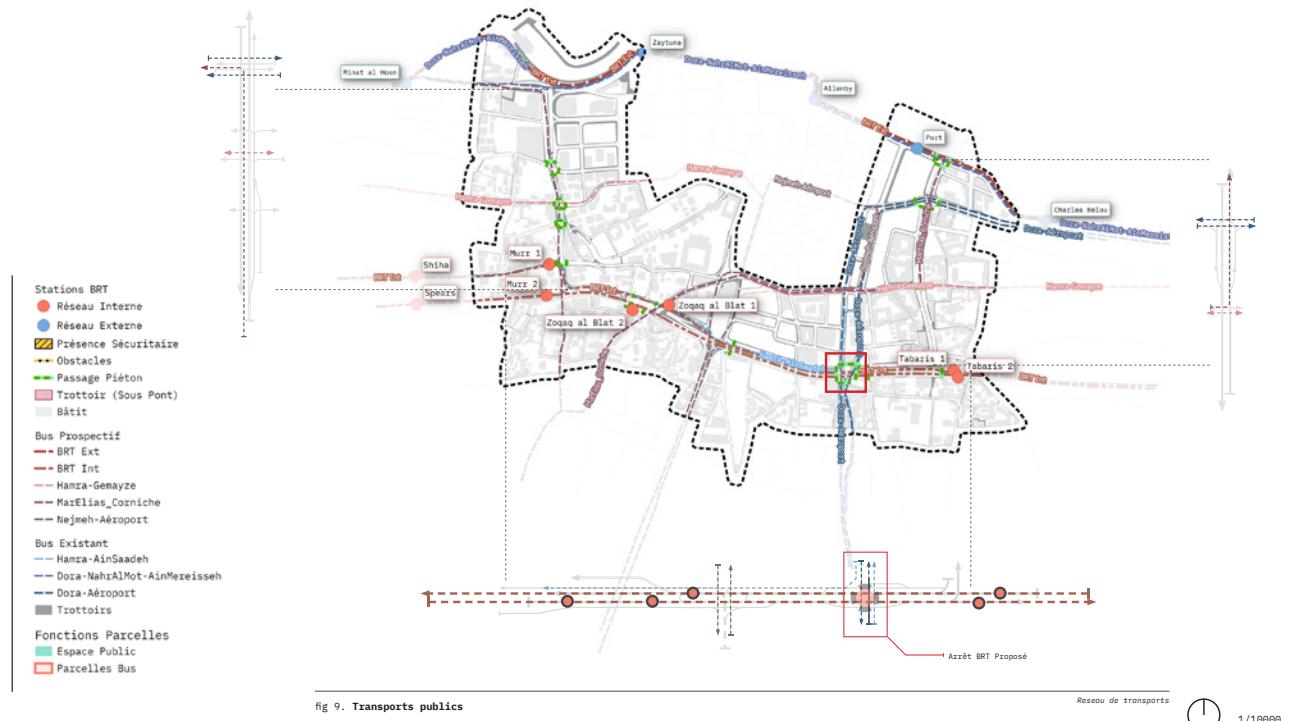
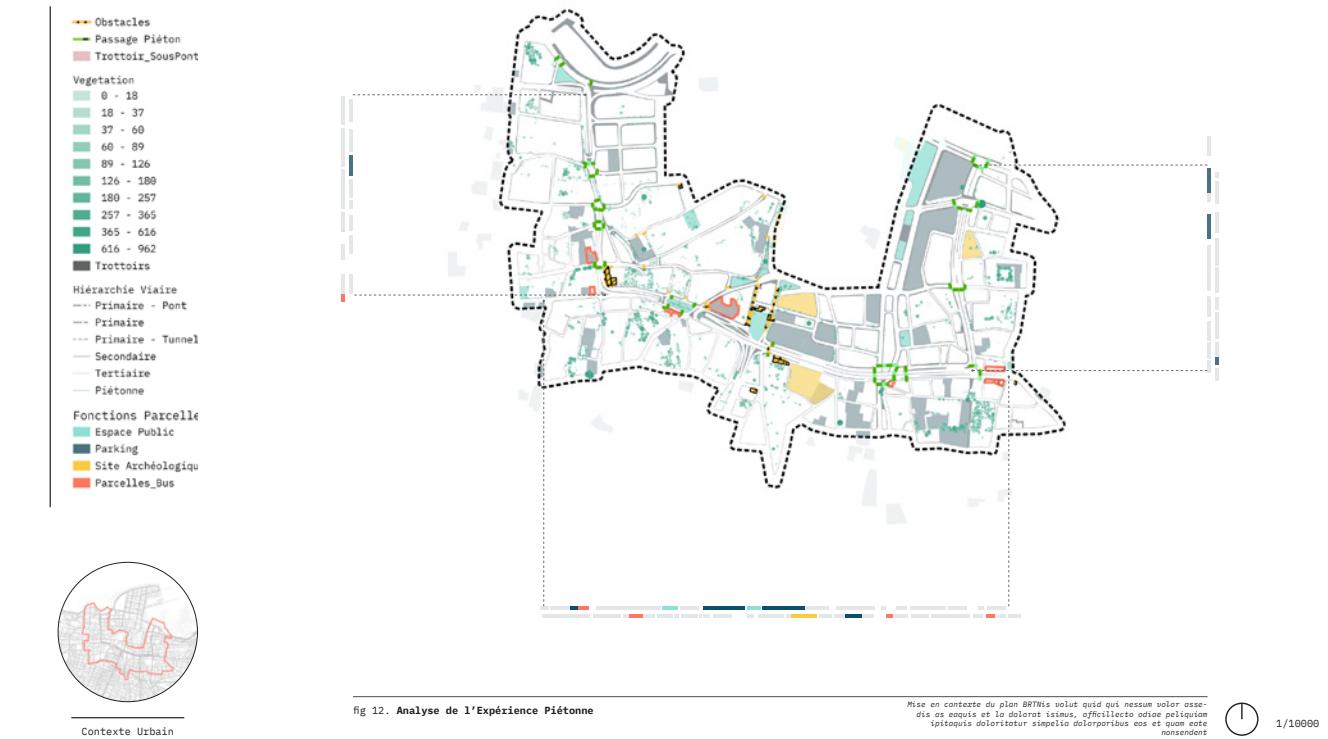


fig 11. Évolution du Tissu Urbain



I've decided to feature three major cartographic analyses of the border area:

- Mass transit routes: formal & informal, actual & prospective [top left]
- New constructions & real estate value, this clearly shows the rent-gap theory of Smith on the south eastern side of the map. [Top right]
- Free space both public & private, green and mineral. [Bottom right]

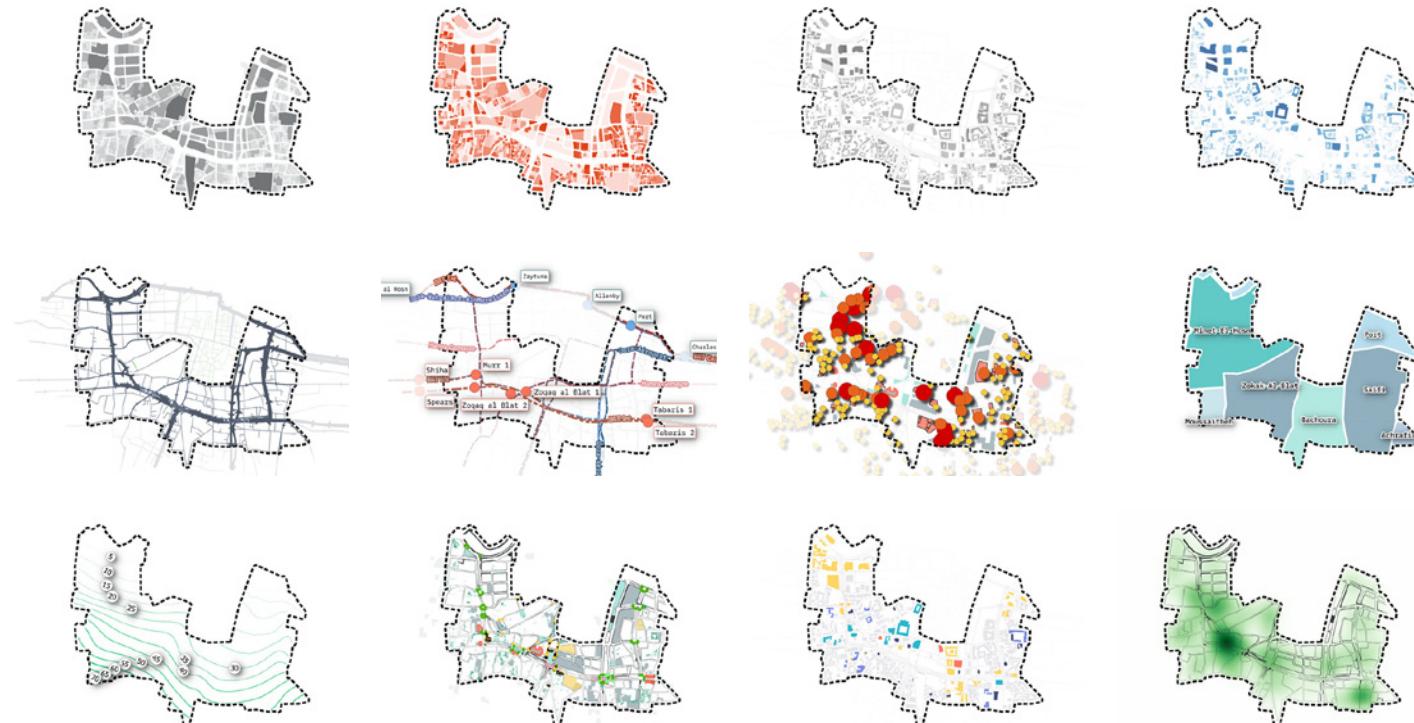
Existing bus routes (as of 2019) often avoided the parts of BCD where real estate value is the highest,

this has changed today but was a willed policy of yesteryears in other to keep the 'unwanted' outside of luxurious parts of the city. Real estate value on the southern end of the border namely in Bachoura and Zokak al Blat is the lowest, we can also note the recent increase of construction permits in the area.

Finally, and here lies the rent-gap contradiction, new developments (high end BDD offices for instance) avoided the plethora of existing free space on the BCD side and opted for the cheaper Bachoura alternative, despite the security risk and unwelcoming neighborhood they might have to deal with.

2.4. Peri-central Soft Mobility Study

Peri-central Rent Gap



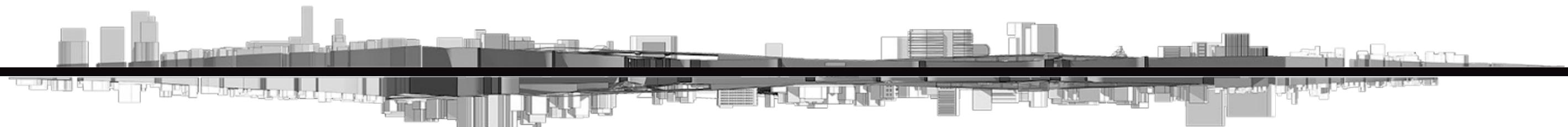
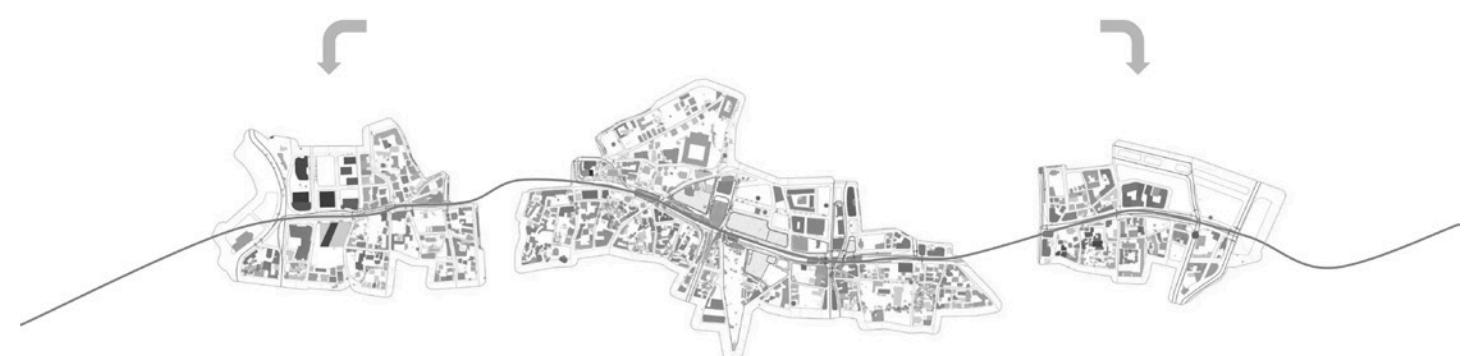
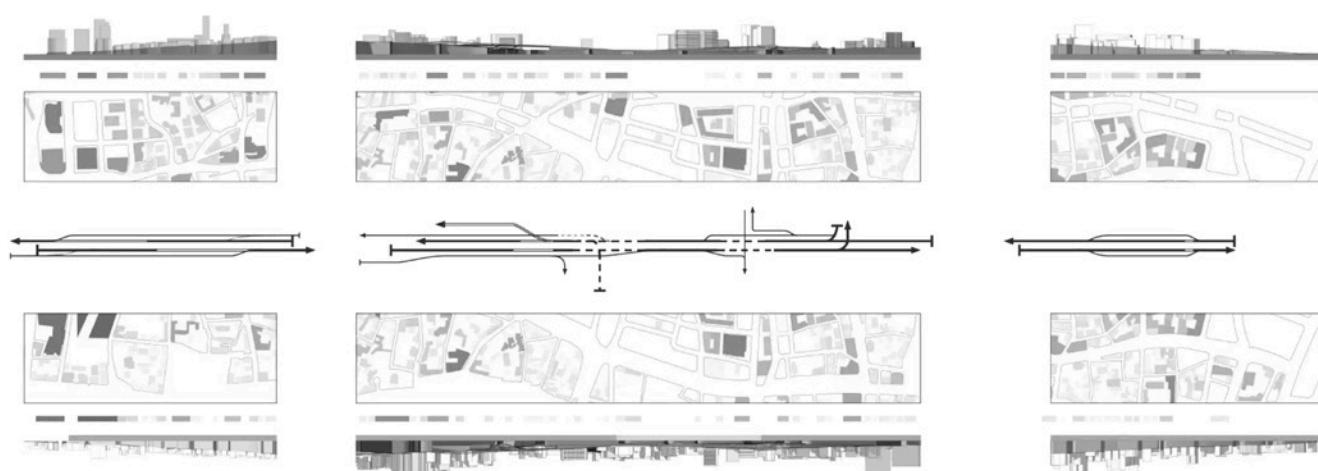
The methodology outlined above was extended to include several additional layers of cartographic analysis:

- Built environment ratios
- Urban density
- Car infrastructure connections
- Administrative boundaries
- Topography
- Pedestrian networks
- Ground floor usage
- Green density

This systematic and "linearized" approach produced a graphic format

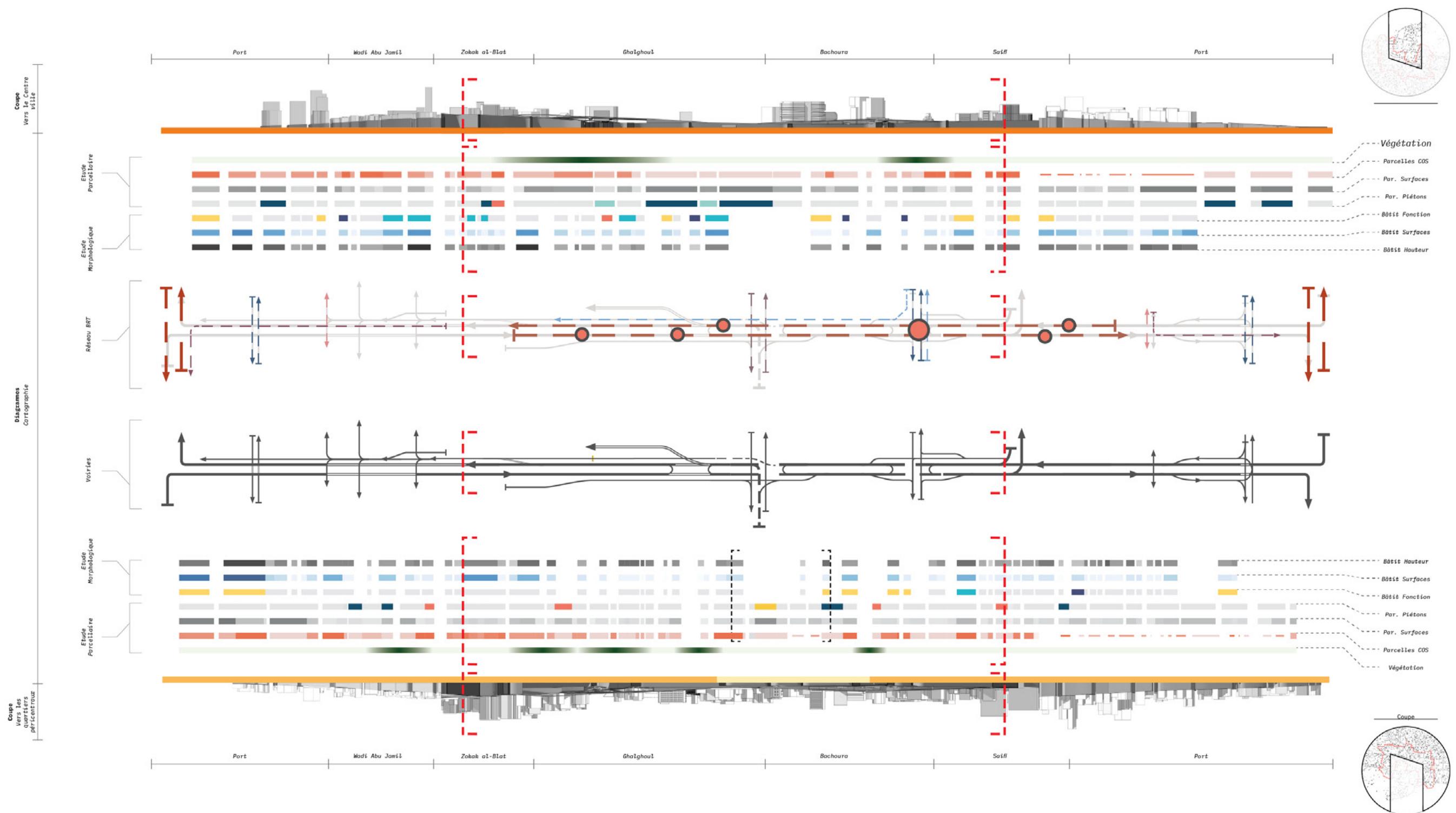
in which discrepancies within the urban fabric became clearly visible. It also allowed us to refine our analytical focus in selecting an area—and later a specific plot—that best exemplifies the spatial conflicts resulting from the development of the Beirut Central District (BCD).

What follows is a linear representation, situated between a map and a chart, which will serve as a guiding framework throughout the remainder of the project.



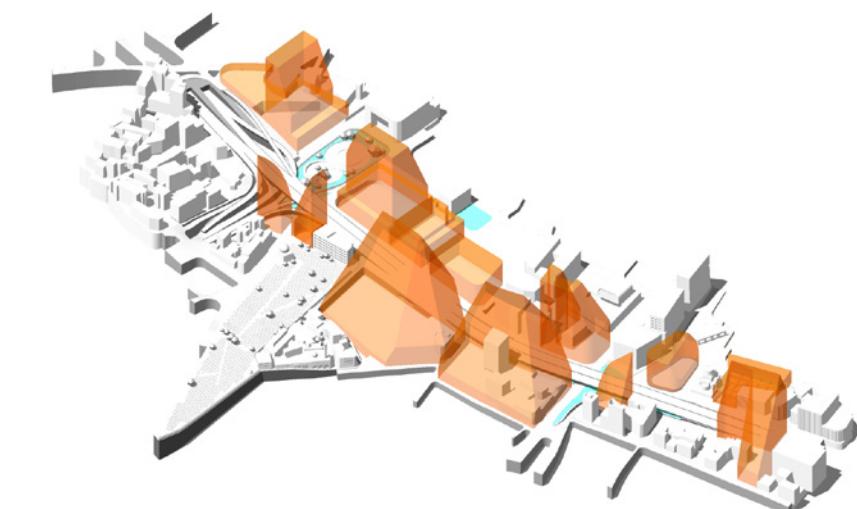
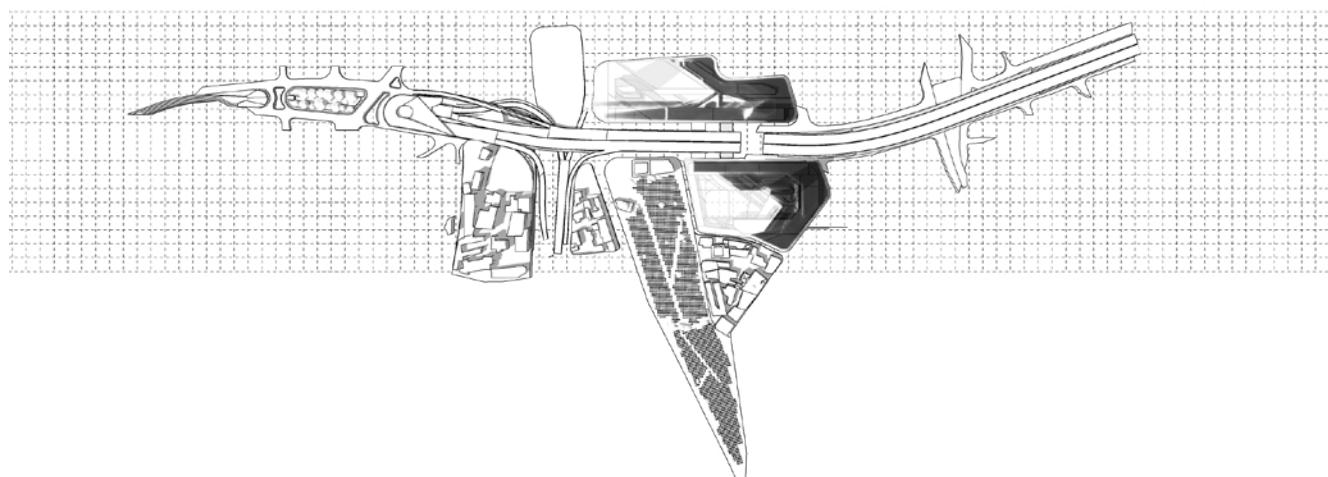
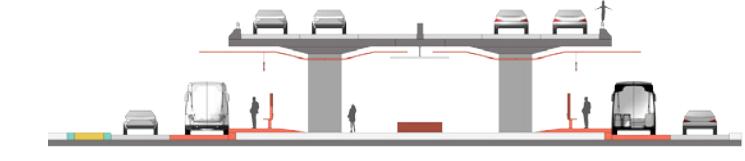
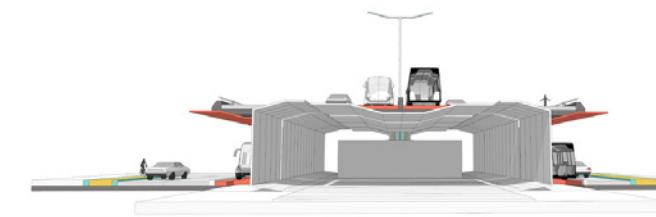
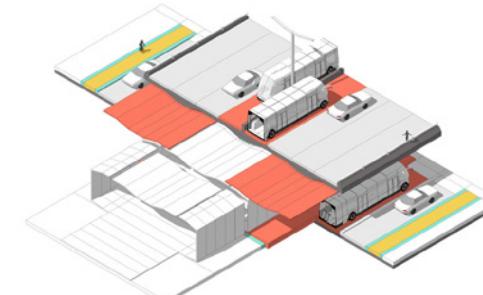
2.5. Linear & Urban Elevation Study

Peri-central Rent Gap



2.6. Urban Analytical Model

Peri-central Rent Gap



We have previously specified the southern part of the ring rift as our specific object of study, as the "linear cartography" shows several inciting problematics:

- Heavy presence of infrastructure that morphologically hinders pedestrian flow between the banks.
- Vast areas of unbuilt plots on the banks of the rift.

- Major administrative and business areas adjoining working class informal neighborhoods.

Part of my study was dedicated to the question of pedestrian transit and soft mobility within the city, Beirut is car-centric true, real estate value is high, true, but there are many available spatial volumes in and around major car infrastructure, I propose new ways to re-adapt and use these urban

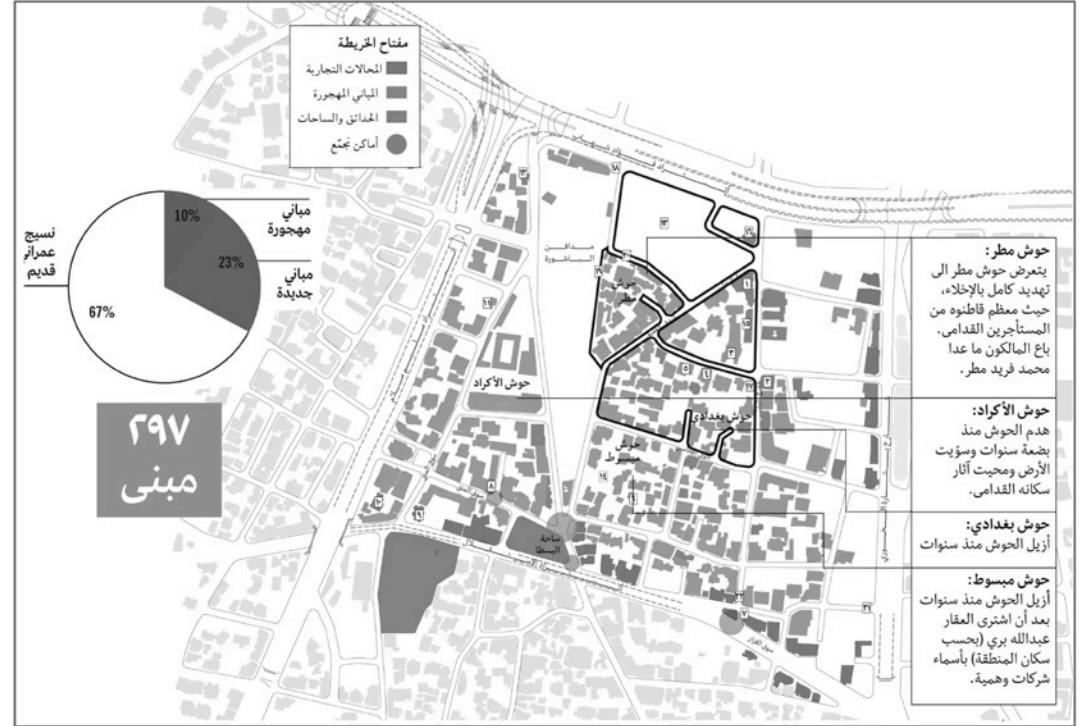
voids through the organization of pedestrian life around them.

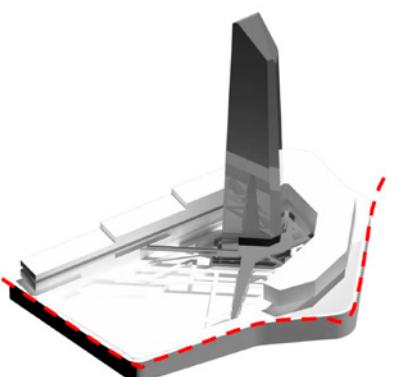
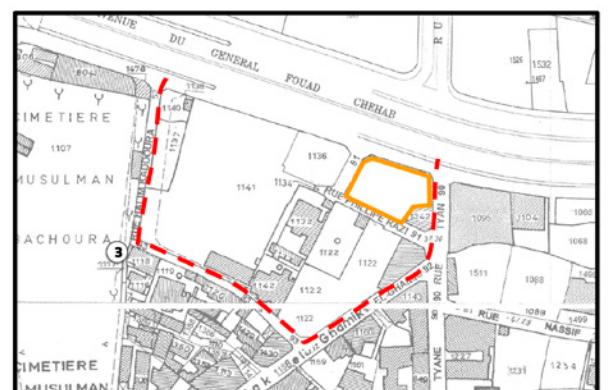
But back to our main concern, the architectural practices in academia. The figure on the lower right represents the legal extent that any future building can occupy (I've only studied empty plots or ones that could be demolished).

This density is dictated by law of course but this is also a perfect

occasion to revisit the works of [Tom Slater](#) and [Hisham Achkar](#), these ratios are first and foremost there to enable developers to maximize profits, only second thoughts are given to the actual effectiveness of high density in these urban areas.

2.7. Simulating Ideology





This part of the study consists in a simulation. One that takes all the commonly adopted thought-processes in actually-existing architectural practice and putting them to work.

It is important to note that this was in my opinion: all that needs to be avoided when thinking about buildings and urban organization of society.

The chosen plots is a perfect candidate for the rent-gap theory when it comes to land value.

Moreover, the type of high rise mixed-use development project fit well into the graduate program's tendency to encourage student to build the largest number of square meters, smaller projects being considered way too easy or not up to the task for the formation of a proper architect.

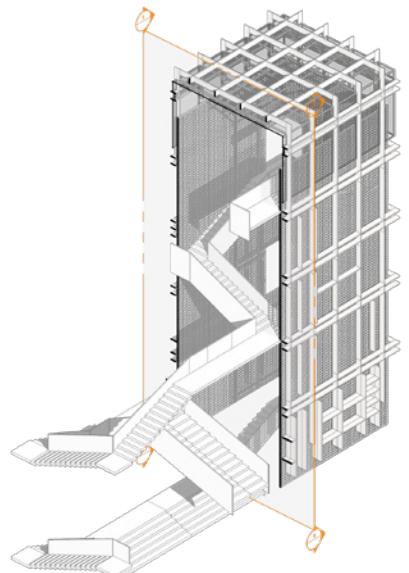
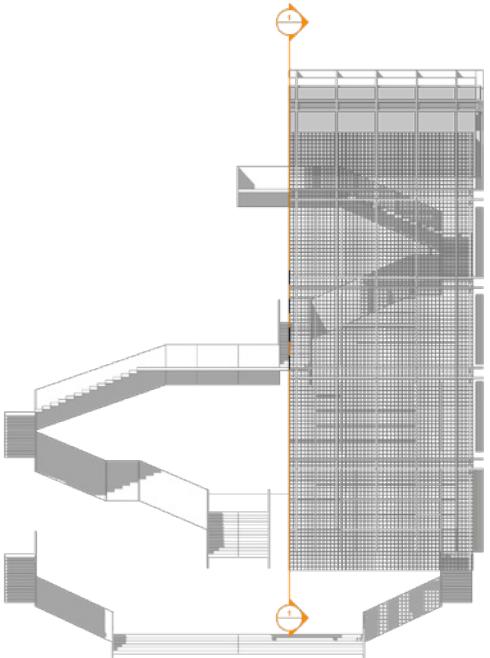
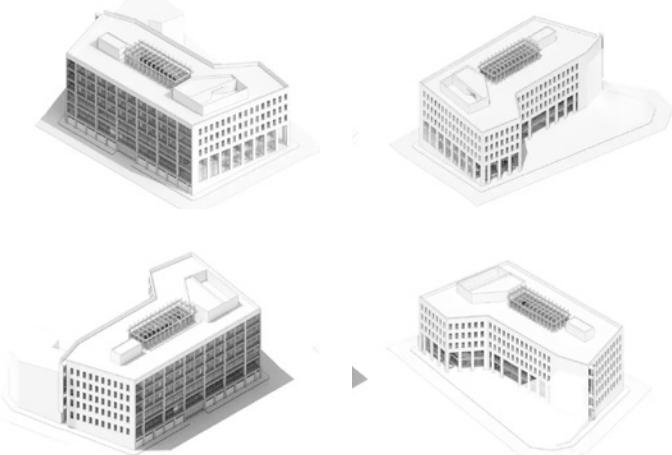
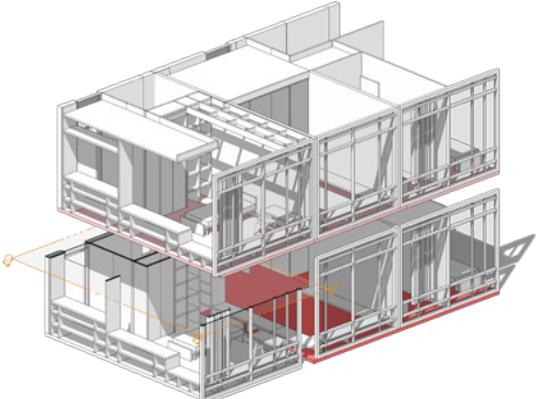
Needless to say that these practices hardly coincide with the daily lives of architects as workers, as they will only experience such designs in highly bureaucratic settings.



The 3D printed model of the mega-projects, facing one another and bordering the ring highway.

2.8. Architectural Elements

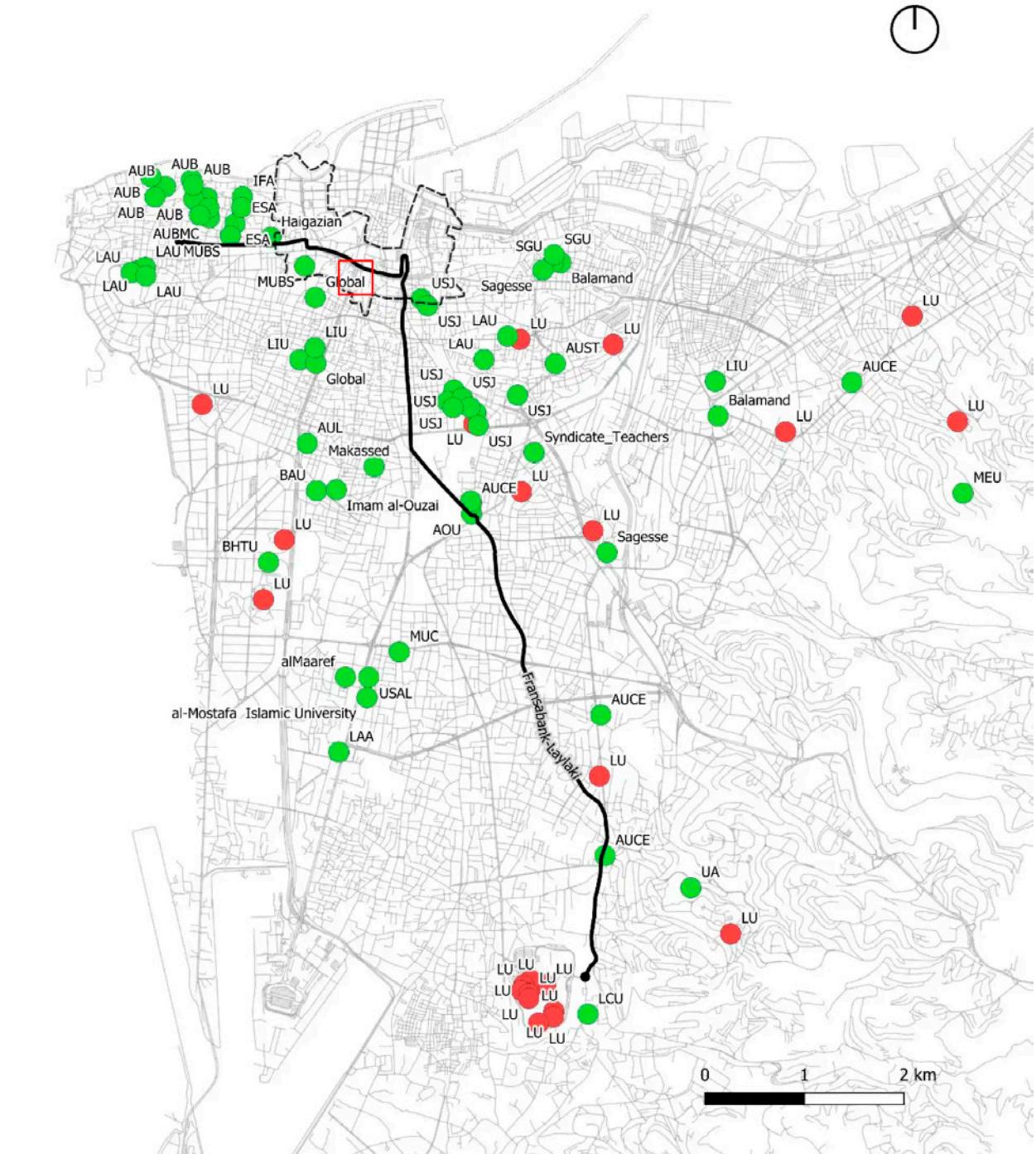
— — —



In extrapolating common themes that are so hegemonic in academia I've decided to present a counter-approach.

First I looked at the distribution of public higher education locations within the city of Beirut, namely faculties and offices of the Lebanese University, I've overlapped major mass transit routes to the map and concluded two major findings:

- The Lebanese University is pushed the furthest away from the administrative borders of Beirut.
 - Bus/Van line number 4 is the most used route in the greater Beirut area, it goes from the LU in the southern suburb all the way to Fransabank in the buzzing Hamra street.
- The Bachoura neighborhood sits close to this busy line, and this is



exactly where I propose to build a student union right in the heart of Beirut Central District adjoins the Beirut Digital District project.

The project is extremely simple it is a facility that serves students in their housing, research and leisure needs:

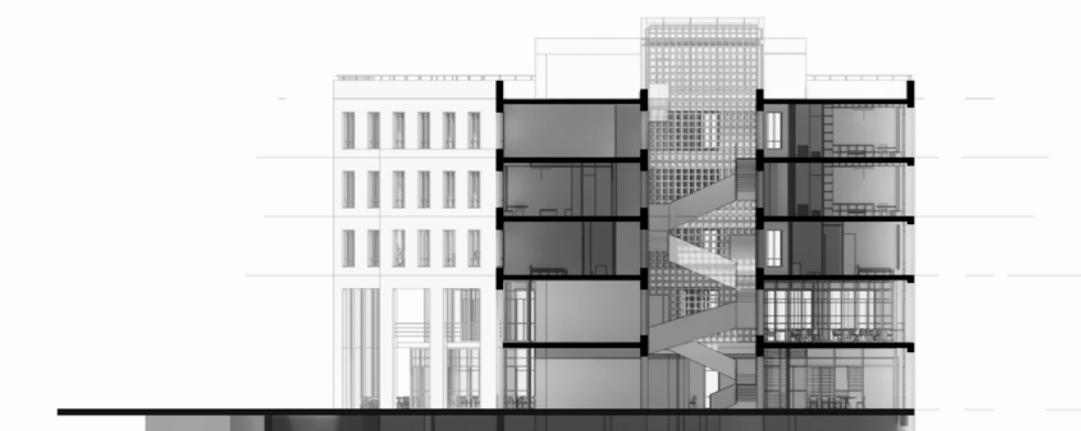
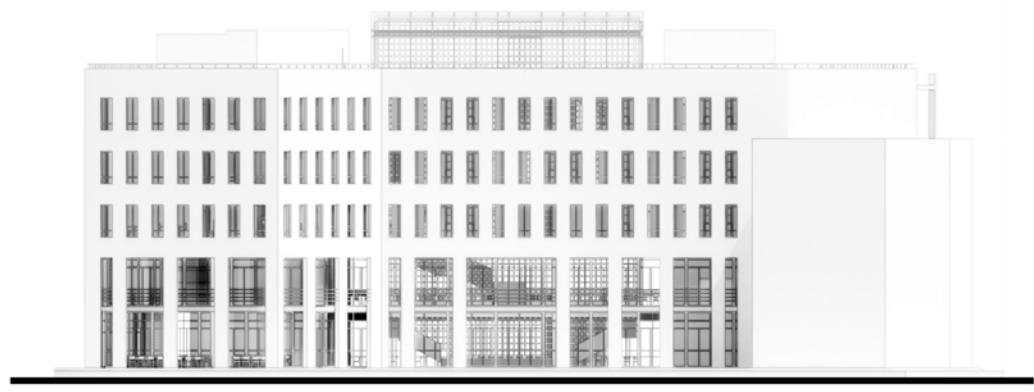
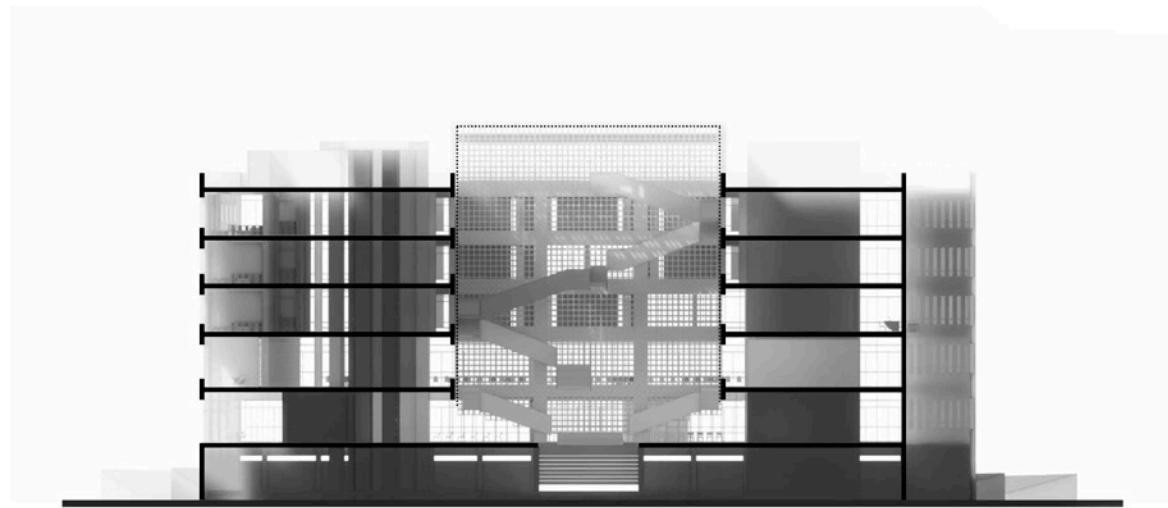
- Very little space is allocated to car parkings in the underground, students especially at LU tend to

not own private automobiles.

- The ground floor is where communal life is organized: cafeteria, libraries and auditoriums.
- The upper floors are where modular housing units for students are distributed.
- The whole edifice is built around a central void serving as a stairwell.

2.9. The National Union of Students - BCD

Peri-central Rent Gap



3. Studio Miessen DE

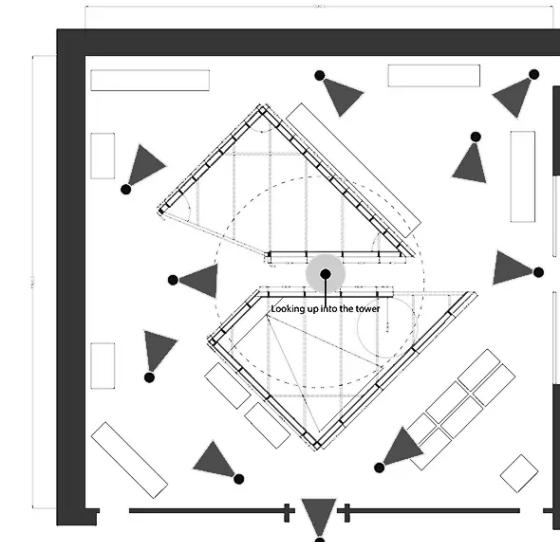
Date: 2014-2015
Type: Academic Research
Role: Architecture Intern
Architecture & Urban Planning
Team: Studio Miessen
Location: Berlin Germany
PM: Amer Jbeili

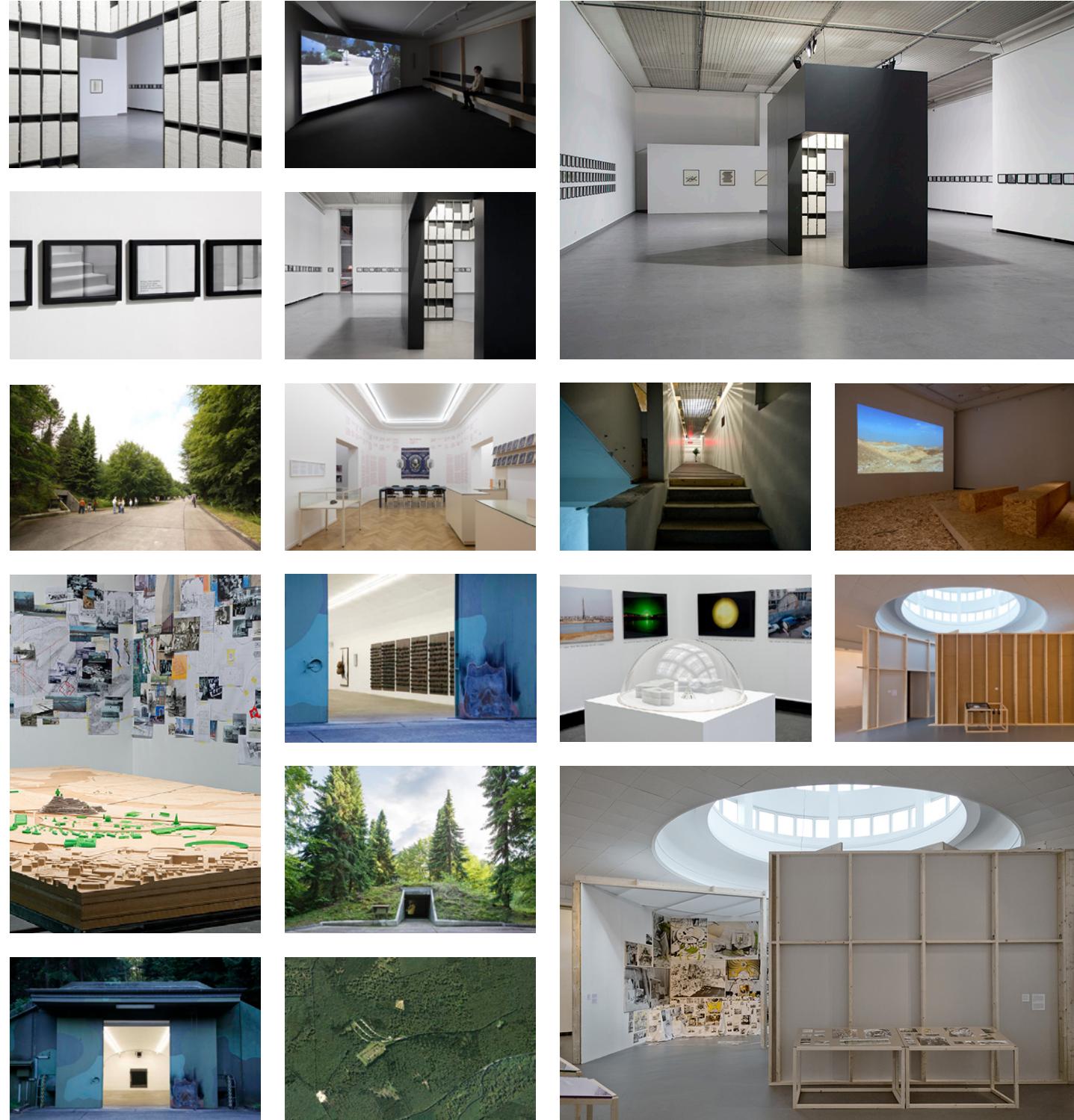
I've spent little more than a year living in Berlin, most of it working with Markus Miessen in his architecture consultation practice. I've first encountered Miessen through a book I found at the ALBA library *The Nightmare of Participation*, a seminal work of dissent that tackles conformity and norms in the arts, politics and urbanism at large.

In Berlin I've worked in an environment that was completely foreign to me, be it in the way buildings are conceived or through the nature of my work at the office.

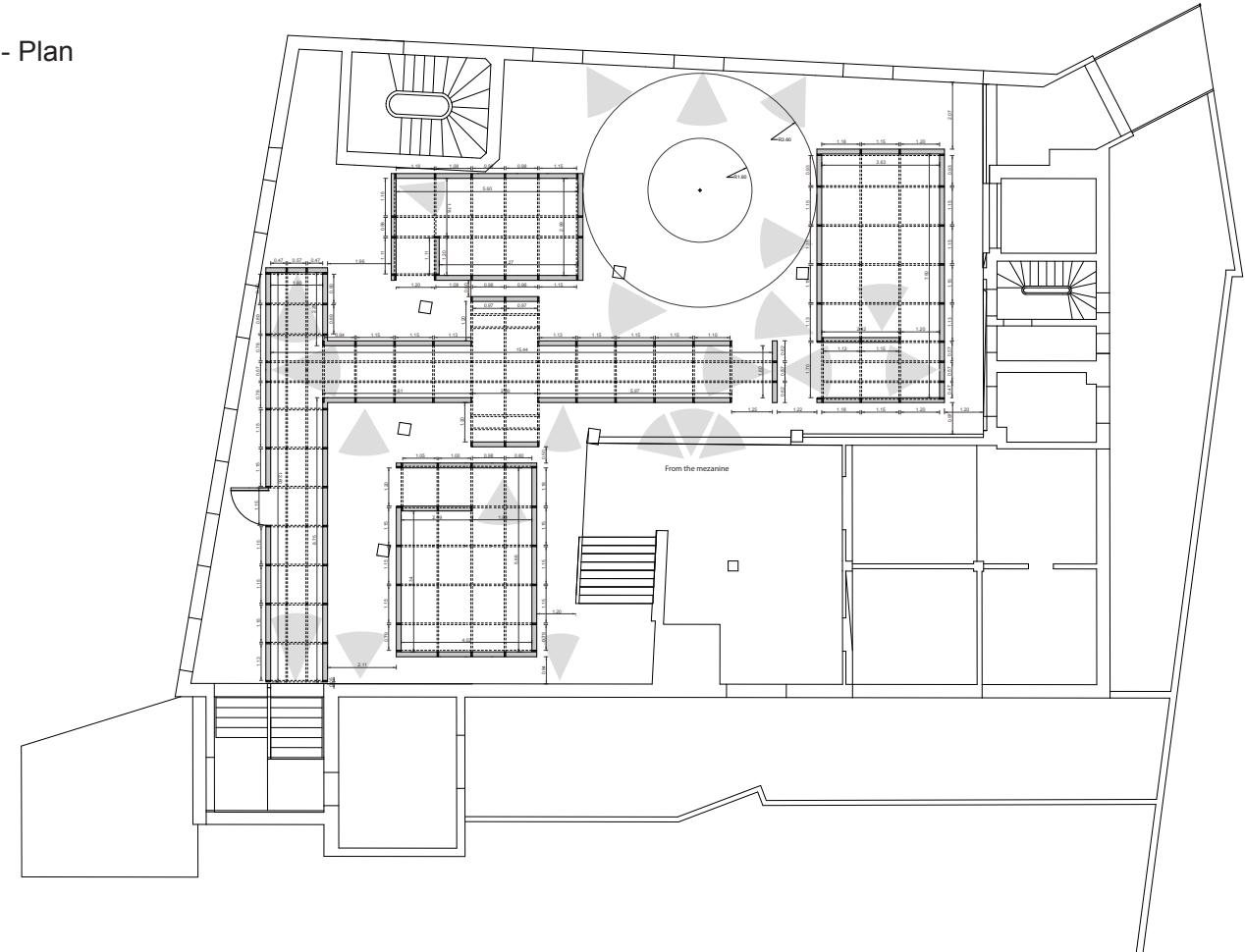
We mostly dealt with artists, artisans and academic scholars, we designed exhibitions, temporary spaces and semi-permanent structures in coordination with involved artists.

To this day I'm still indebted to this valuable stay.

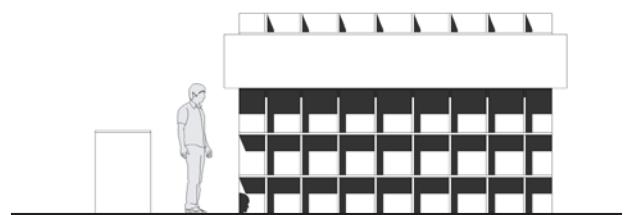
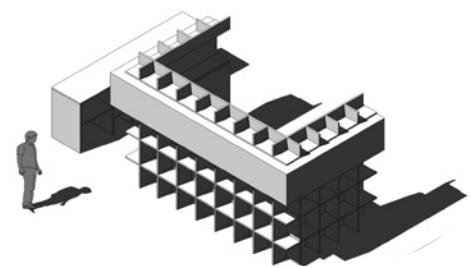




Kjott - Plan



© Studio Miessen Torstrasse 97, 10119 Berlin, Germany | E: miessen@studiomiessen.com | T: +49 170 5525 909 | F: +49 30 4010 8468 | W: http://www.studiomiessen.com
All information given is a draft only and a first estimate for a joint discussion. Please do not circulate any of these drawings.



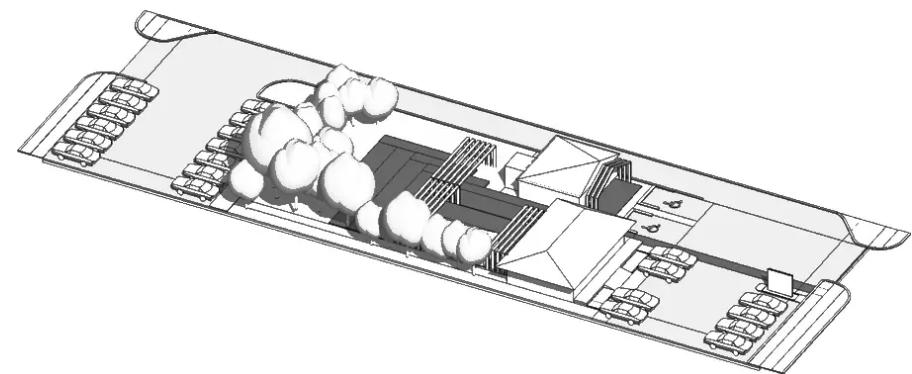
4. North Carolina Renovation

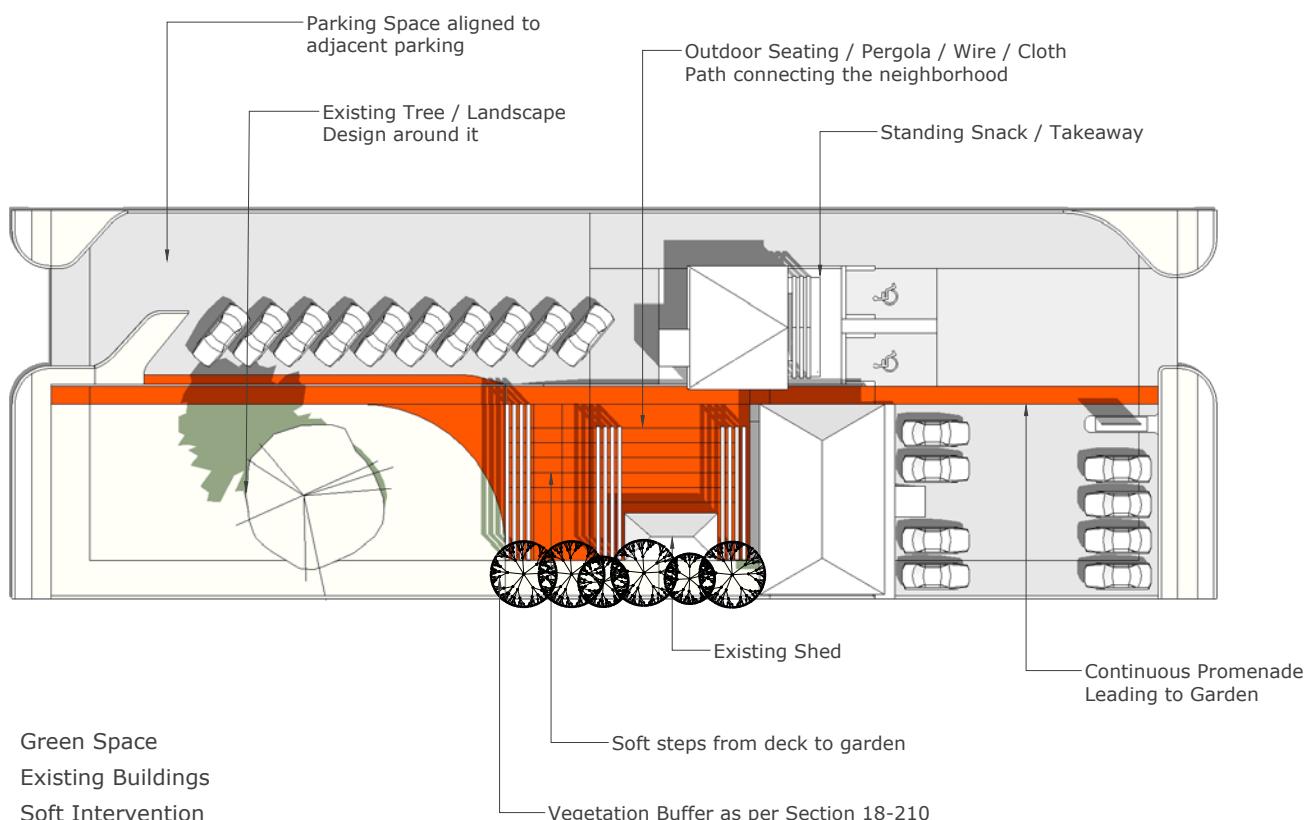
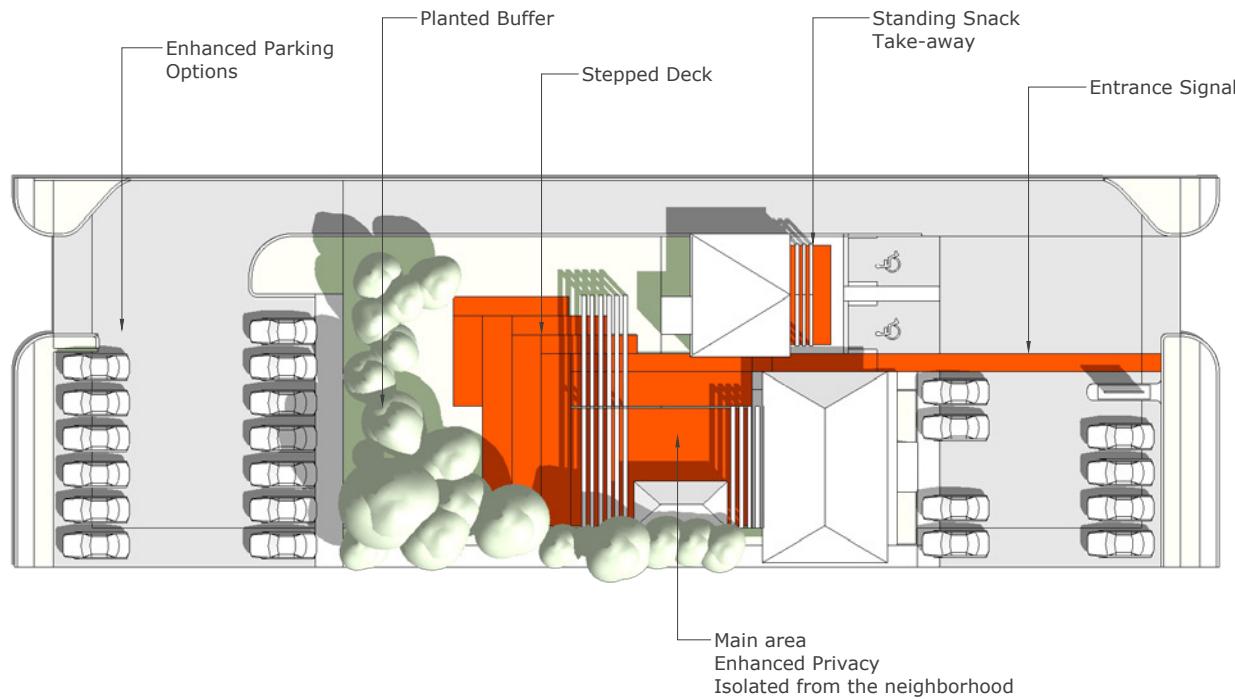
Date: 2020-2022
Type: Renovation & Refurbishment
Role: Renovation Consultant
Architecture & Interior
Team: OTECO
Amer Jbeili
PM: OTECO

I was contacted by a dear friend of mine in the corona era, asking me if I would be interested in working on a renovation of a historical building in North Carolina USA, for a friend of his who had bought the plot.

Having never dealt with the intricacies of North American construction before I was eager to take the challenge.

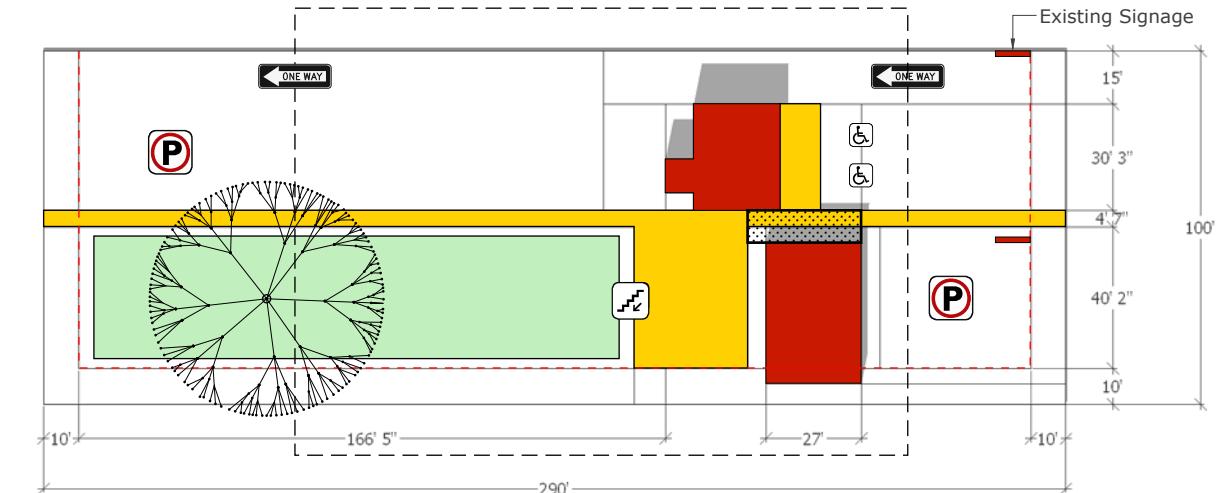
The plot includes an early 20th century building that was to be renovated by North American experts in the matters for its interior, however I was tasked with collaborating with this time and the city in order to organize the exterior landscaping, decking and parking areas for the project.





General Design Principles

35618 Wrightsville Ave.

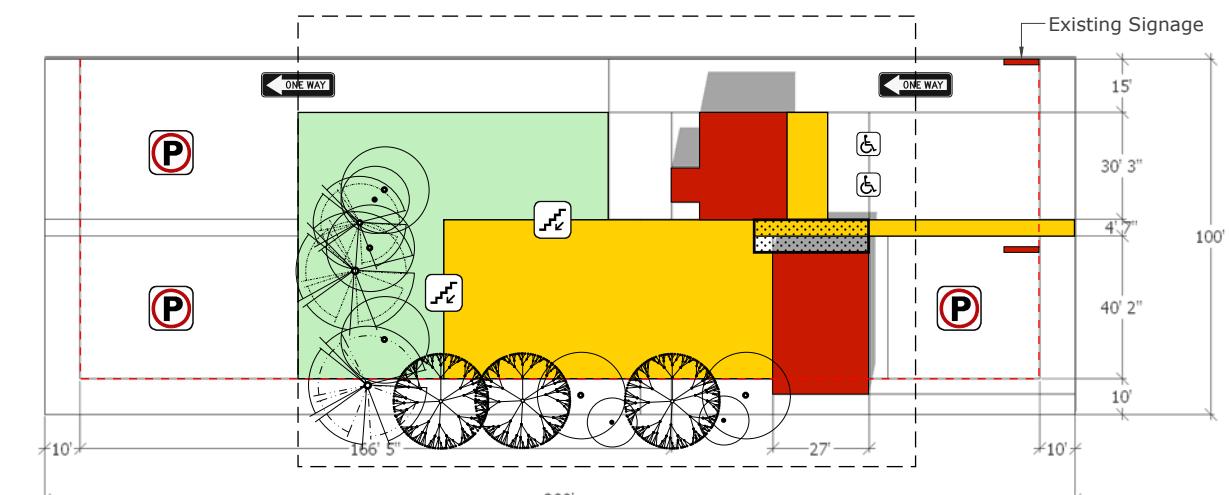


Proposal 1

Built around the existing tree

General Design Principles

35618 Wrightsville Ave.



Proposal 2

Optimized for parking distribution

5. Suburban Housing

Suburban Housing

Date: 2012
Type: Academic Research
Role: Student
Location: Beirut Lebanon
Team: Jihad Kiame

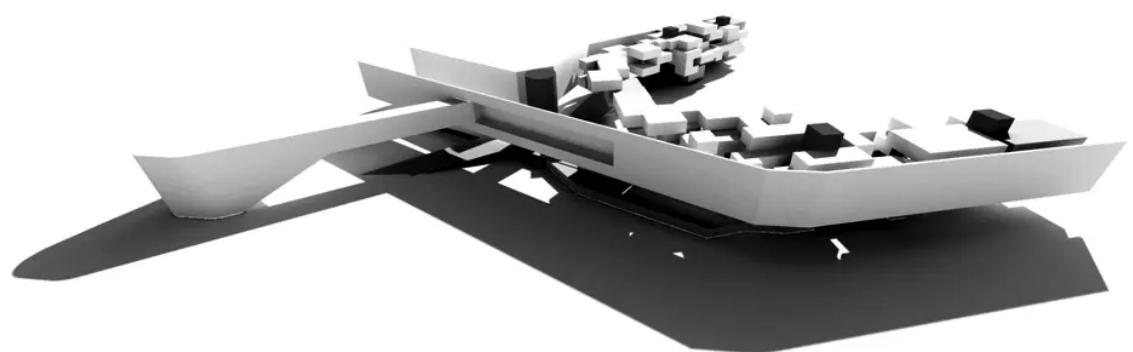
ALBA had launched the competition for the extension of its Dekwaneh university and was starting to test the grounds on its students by proposing a design of a suburban housing unit that would include student housing and apartments for sale.

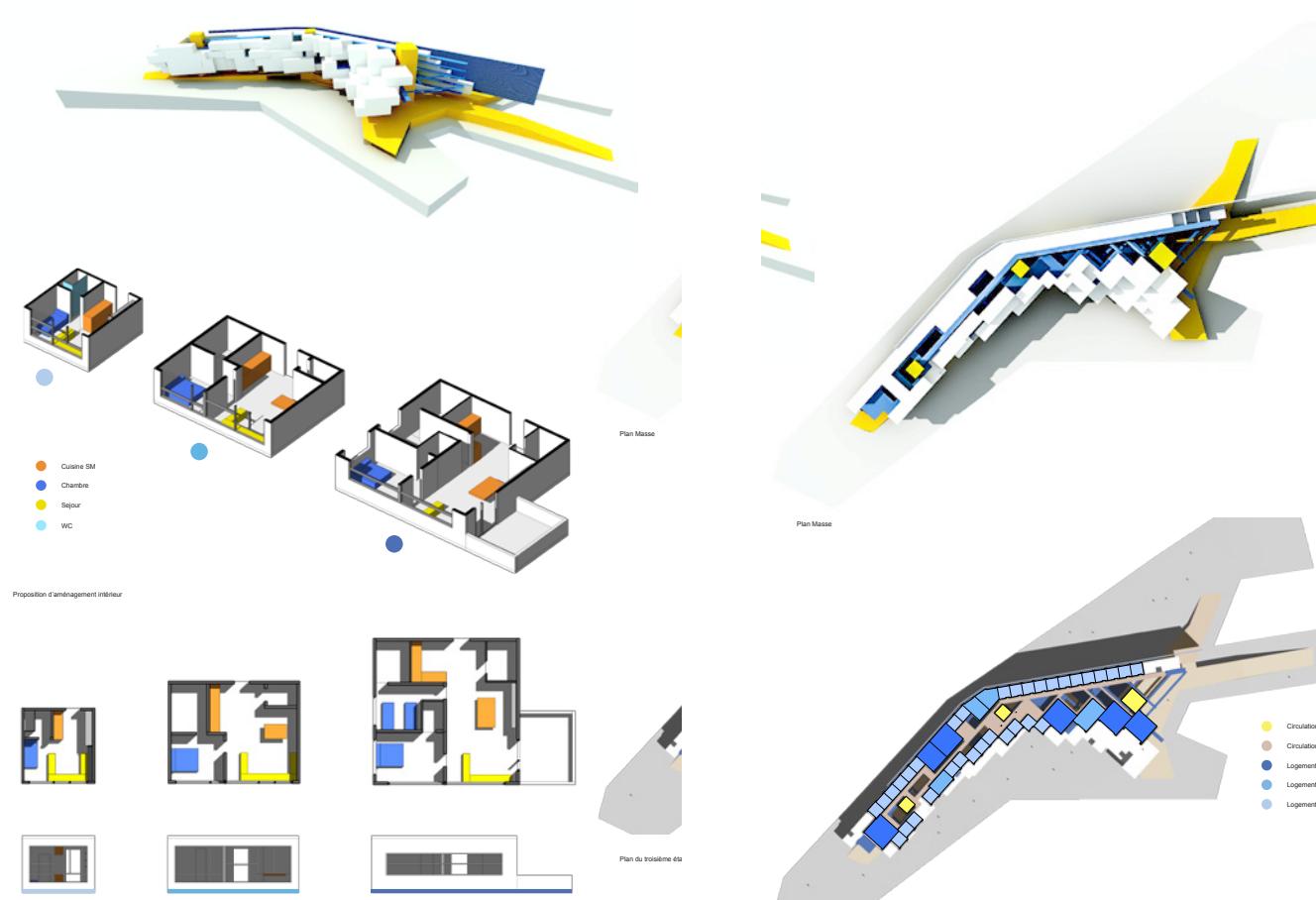
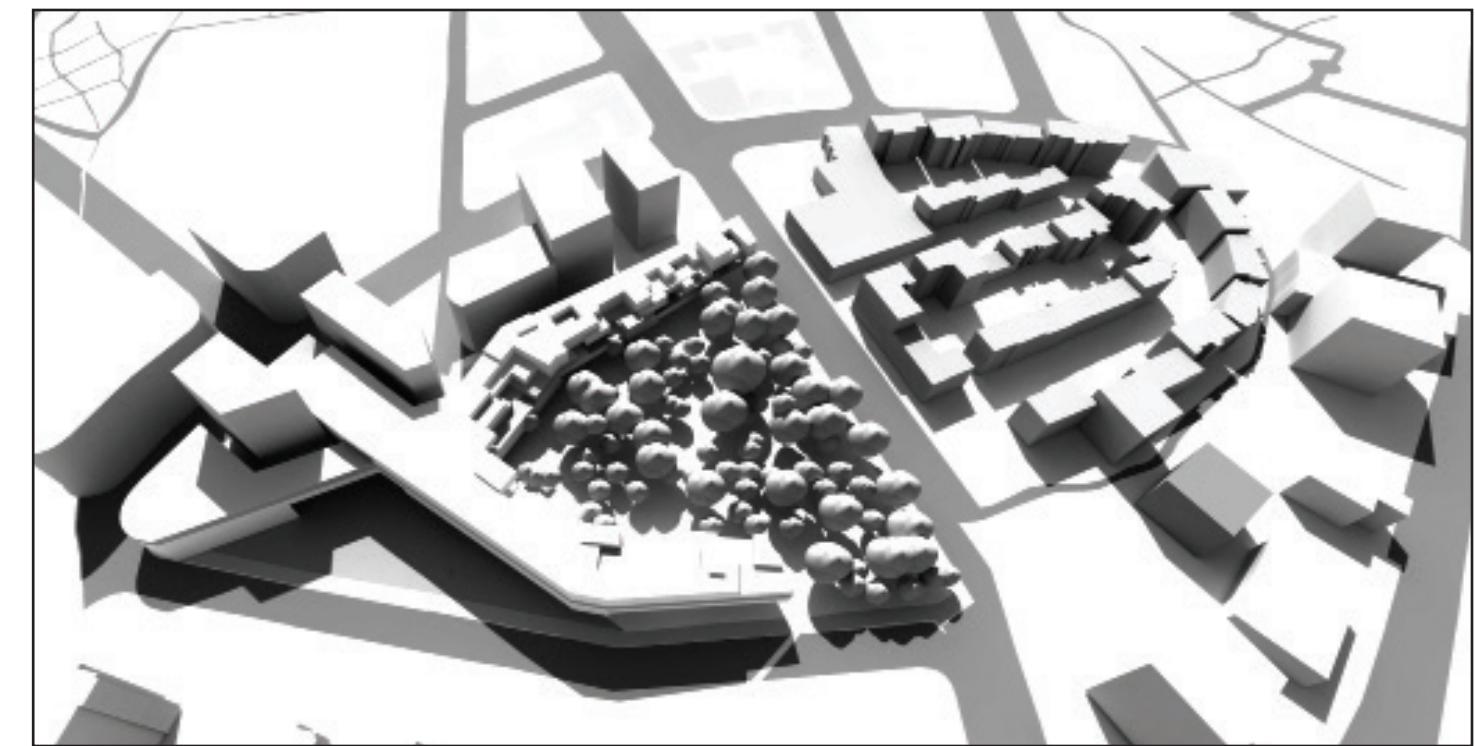
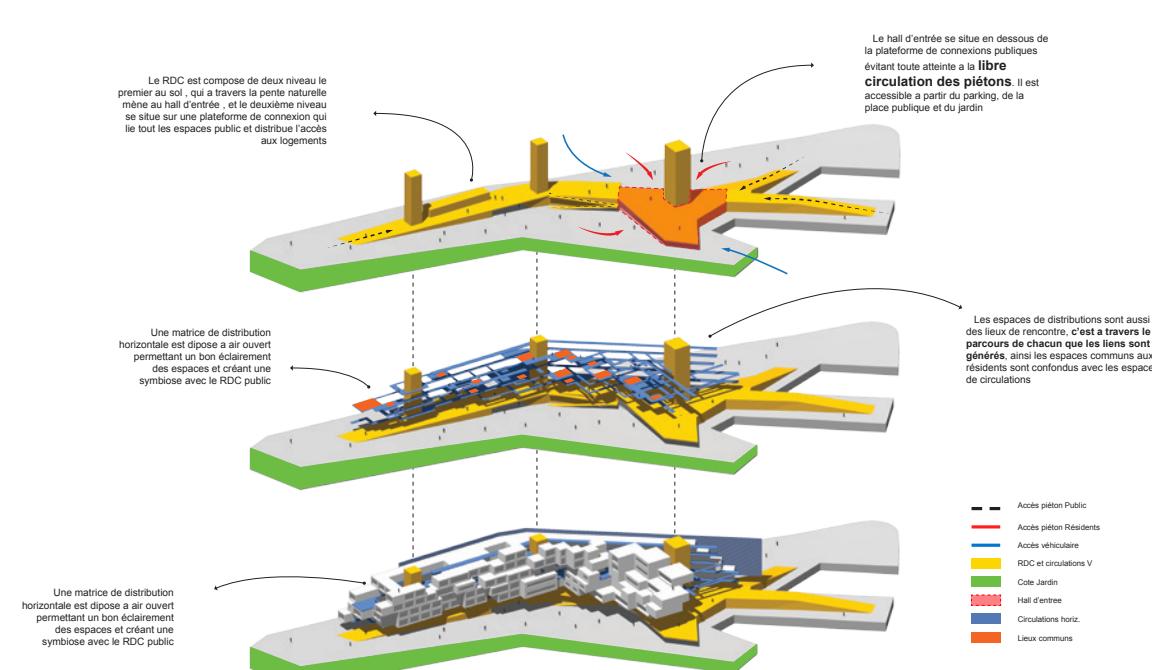
The major hurdle of the project was dealing with the adjoining Dekwaneh neighborhood that became like family for most of the institution.

A lesser one was the contradiction in building where a huge swampy green space provided fresh air for this industrial parts of the city.

My design was a compromise, a forest facing the neighborhood of Dekwaneh and a high-density horizontal edifice containing the development.

(Today the whole swamp is gone and a major business center took its place)





6. Grid Based Interior

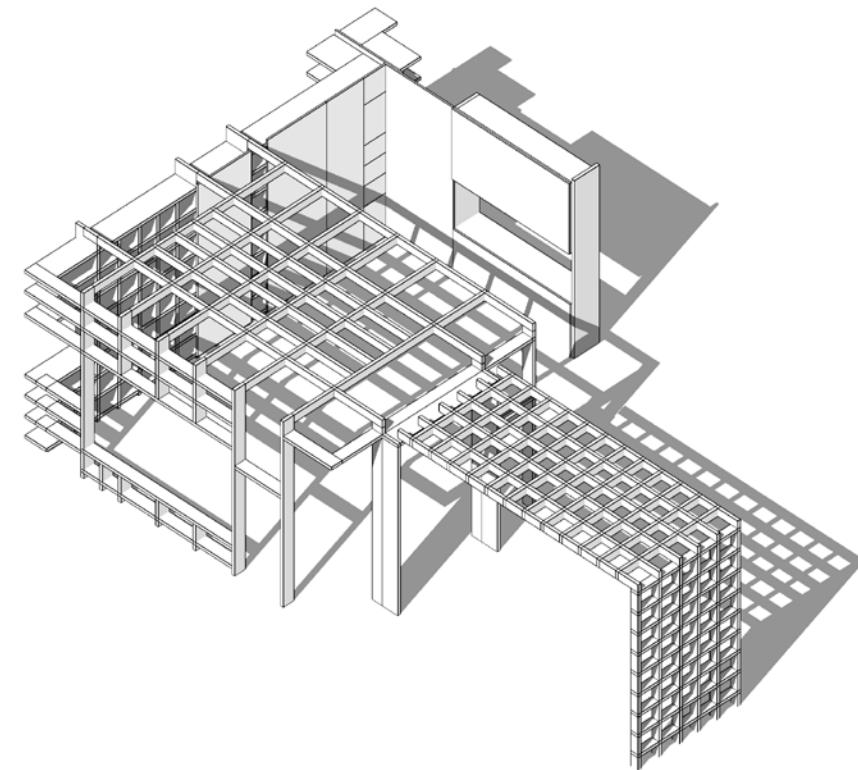
Date: 2021-2022

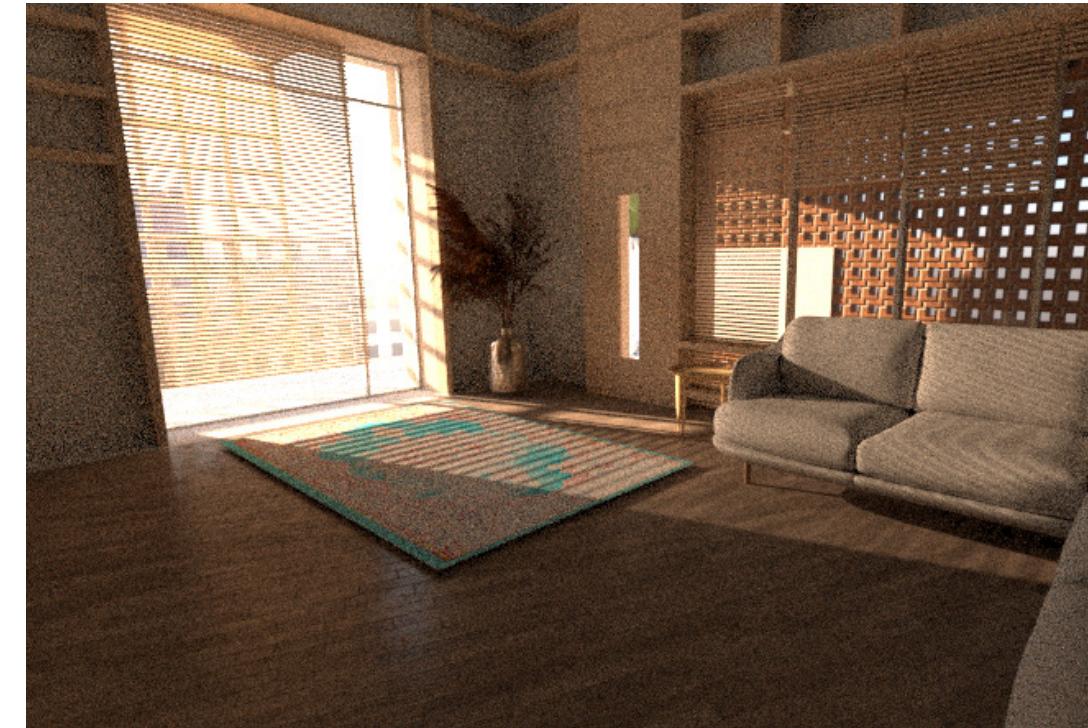
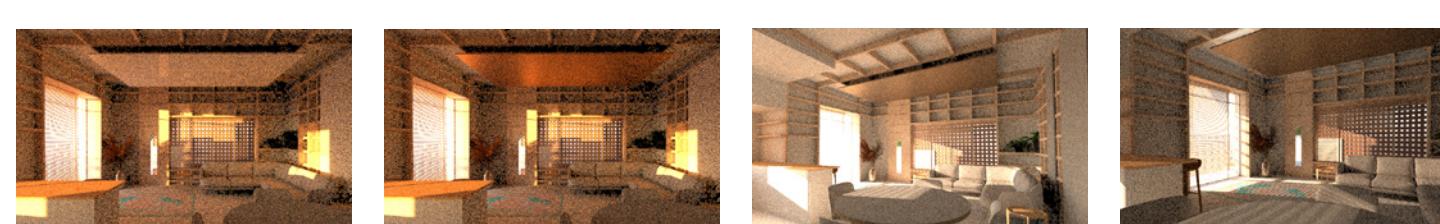
Type: Residential
Role: Consultant
Team: Architecture & Interior
OJArch
Amer Jbeili
PM: OTECO

The client wanted to redesign his parking/garage space and turn it into a smaller residence for his children.

The major issue was the lack of light entering the space and the misused garden area outside. We proposed an architectural element made of simple plywood that extends into the interior space and invites residents to the newly designed outside garden.

The parking was by design devoid of privacy, having the major interior space fully exposed to the outside on the ground floor, we proposed to create indirect light through a layered design of patterned separation walls on the southern part of the edifice.





7. Sifr Magazine

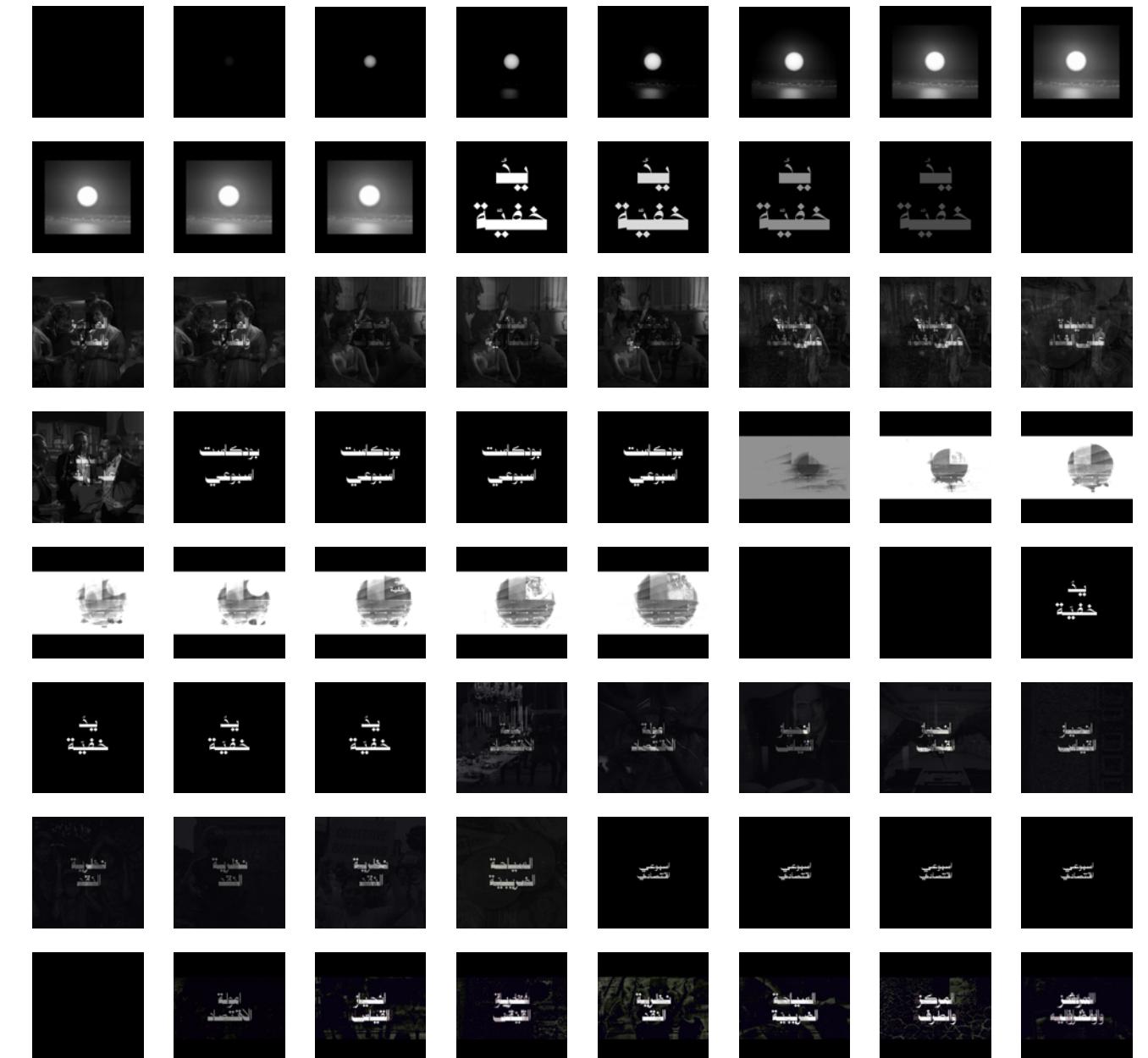
Sifr Magazine

Date: 2021-PRESENT
Type: Software Development & Video Editing
Role: A/V Consultant
Team: Sifr Magazine
Amer Jbeili

I was contacted by Sifr magazine to help with their social media campaign, a political economy magazine that publishes in arabic and which is headed by the journalist Mohammad Zbeeb.

I was presented with hours of interviews, recorded over the course of a year in egypt with a famous economist, and was to create both a single video content for the advertising of the whole show, as well as a weekly video for the specific episode that will launch.

Being constrained in time yet having huge respect for the team, I produced a short video for Instagram and wrote a piece of code that would query keywords in a specific episode and send the user to the timestamp of the utterance, this short snippet would be cut and integrated to a templated video structure to be used for every single episode.



8. Municipal Center

Municipal Center

Date: 2017
Type: Academic Research
Role: Student
Architecture:
Team: Lebanese Academy of Fine Arts

The academic cursus includes a detailed design project in the later years of the student's graduate life, it is common to pick very complex architectural elements that make use of bleeding edge engineering software for their calculation.

I have proposed a return to simple forms that are both common in the latter parts of architectural practice and timeless in terms of their multifaceted usage of available space.

