



MAAMOUN TOBBO

Senior Experiential Designer | Creative Direction | Live & Immersive Experiences
Selected Performance Environments and Architectural projects.

Unless otherwise credited, all original drawings, renderings, models, diagrams, and visualizations in this portfolio were developed by me.

Profile

Creative Direction | Experiential Design | Spatial Storytelling | Audience Journey | Performance Environments | Spatial Planning | Visual Development | Technical Development | Fabrication Coordination | Installation Planning

Practice Areas

Spatial Planning | Performance Environments | Audience Circulation | Theatre Planning | Technical Development | Drafting and Detailing | Projection Integration | Fabrication Coordination | Installation Planning



Westerly Breath

The Metropolitan Museum of Art, Temple of Dendur | 2024

Designed and coordinated a temporary performance environment within the Temple of Dendur, integrating staging, scenic elements, lighting, and projection within strict museum conservation requirements. The project balanced visual impact with reversibility, audience movement, installation logistics, and institutional protocols.

Role

Scenic and Costume Design | Spatial Planning | Staging Coordination | Set Construction | Lighting and Projection Coordination | Installation Planning



Composer/Performer: Hamid Sinno | Director: Taibi Magar | Lighting: Nick Solyom | Projection: Brittany Jarrar

Westerly Breath

Projection and Performance Integration

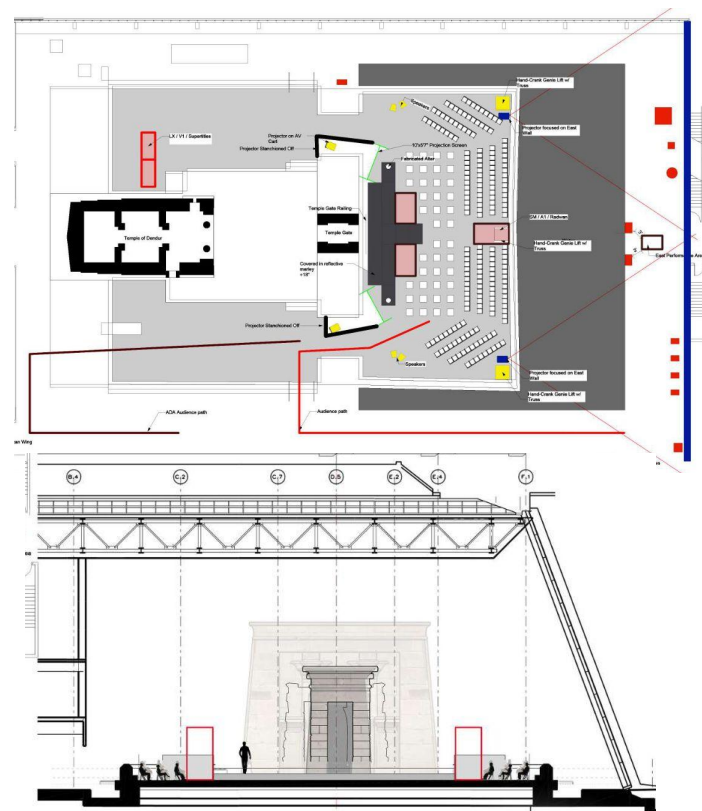
Projection, live music, scenic elements, and performer placement were composed as one temporal field. The visual system shifted throughout the performance, directing focus and atmosphere while allowing the temple architecture to remain present.



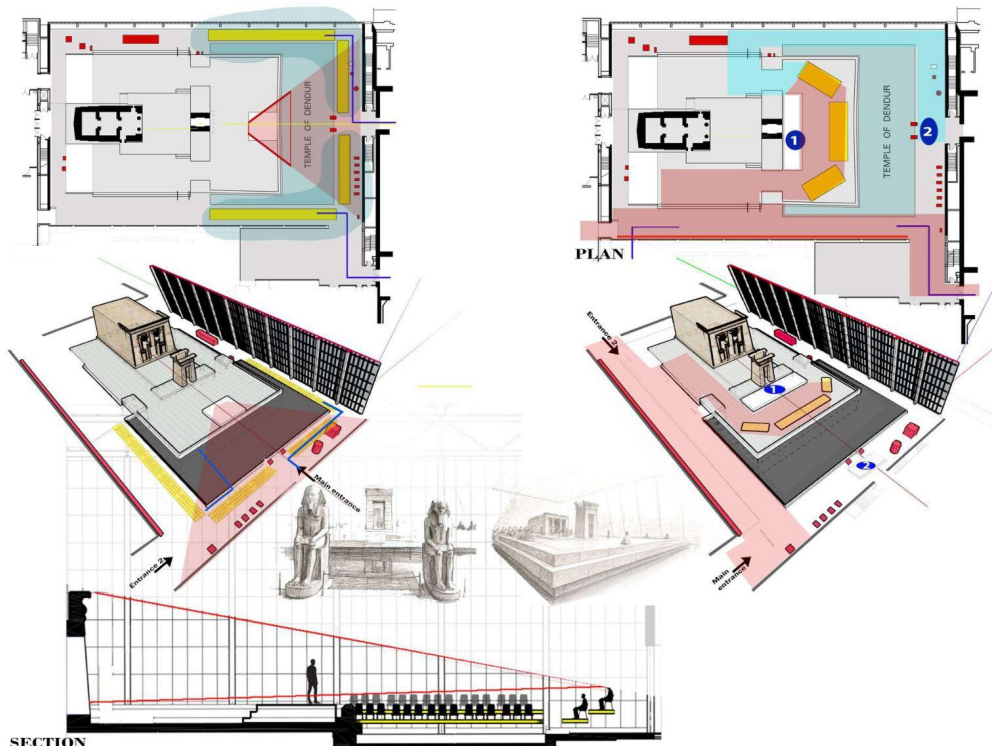
Westerly Breath

Site Strategy and Temporary Systems

Plans and sections coordinated audience seating, circulation, scenic placement, projection surfaces, and technical access within the existing architecture. Every intervention was designed for clear visibility, minimal contact with the site, and complete reversibility.



Audience and Projection Plan



SECTION
Section and Sightline Study

Priestess of Twerk

HERE Arts Center at Irondale Theatre | 2024

Designed an immersive performance environment organized through audience pathways, focal hierarchy, scenic thresholds, and spatial atmosphere. Scenic design, technical development, and production coordination were integrated into one system supporting performance, circulation, and visual rhythm within existing theatre spaces.

Role

Spatial and Scenic Design | Design Direction | Technical Development | Coordination Across Departments | Build and Installation Oversight

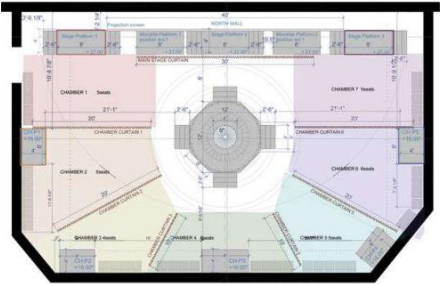
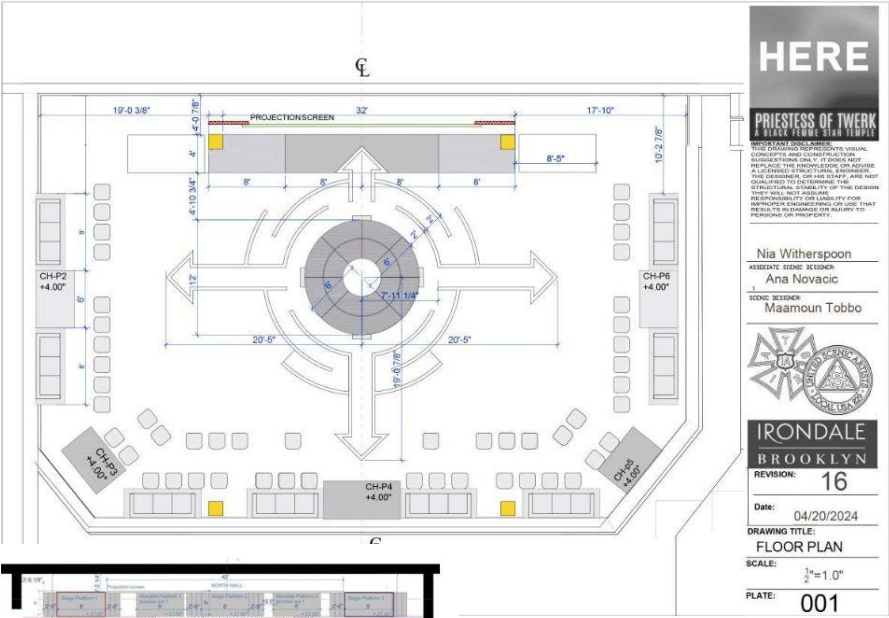


Director: Nia Witherspoon | Choreographer: Chanon Judson | Lighting: Hao Bai | Costumes: Rashidah Nelson

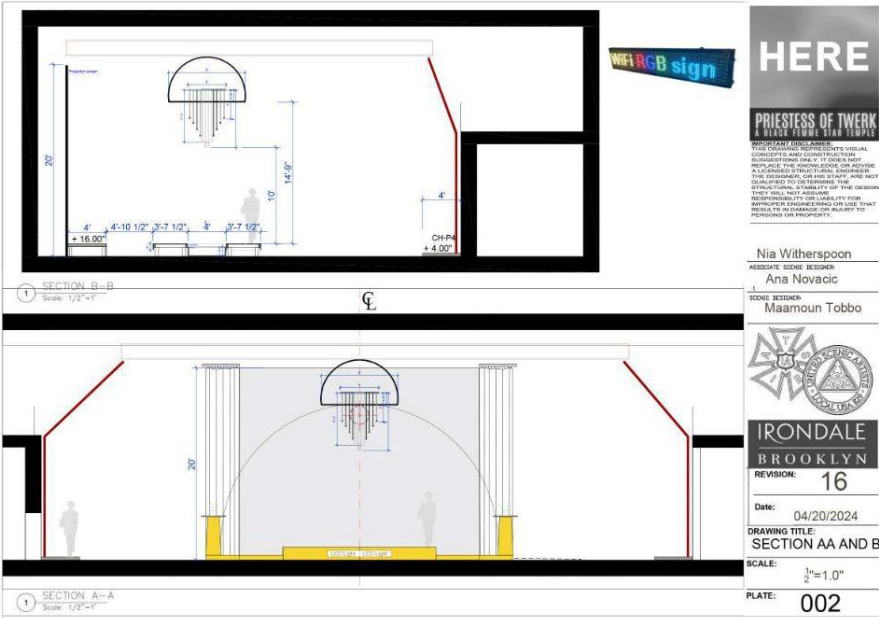
Priestess of Twerk

Audience Pathway and Spatial System

The performance was organized as a seven room sequence around a central platform. Plans and sections coordinated audience pathways, scenic thresholds, lighting positions, curtain systems, and the suspended dome with fabrication and installation requirements.



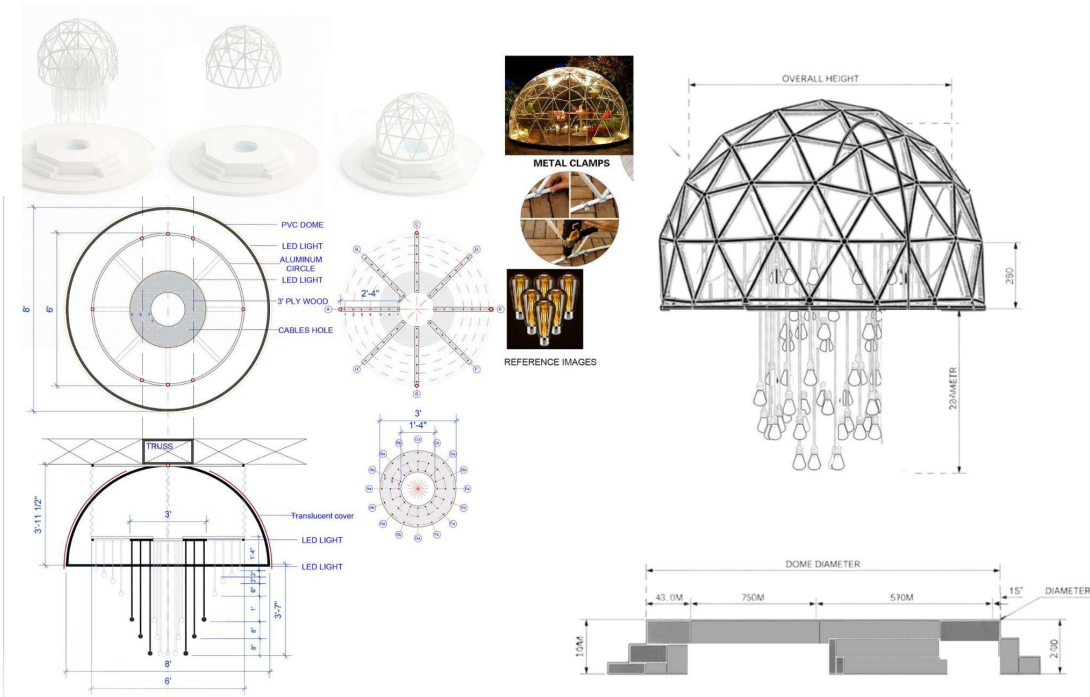
SPACE DIVIDED INTO 7 ROOMS



Priestess of Twerk

From Spatial Concept to Live Performance

The central platform, seven room plan, curtain system, and suspended dome were developed in parallel. The process translated a choreographed audience journey into a buildable environment, aligning performance logic, fabrication, installation, and visual atmosphere.



Gianni Schicchi / Buoso's Ghost

Alexander Kasser Theater, Montclair State University | 2023

Designed an operatic environment that coordinated scenic architecture, projection, sightlines, scene transitions, and fabrication within an existing proscenium theatre. The design supported multiple locations and shifts in action while maintaining a unified visual world.

Role

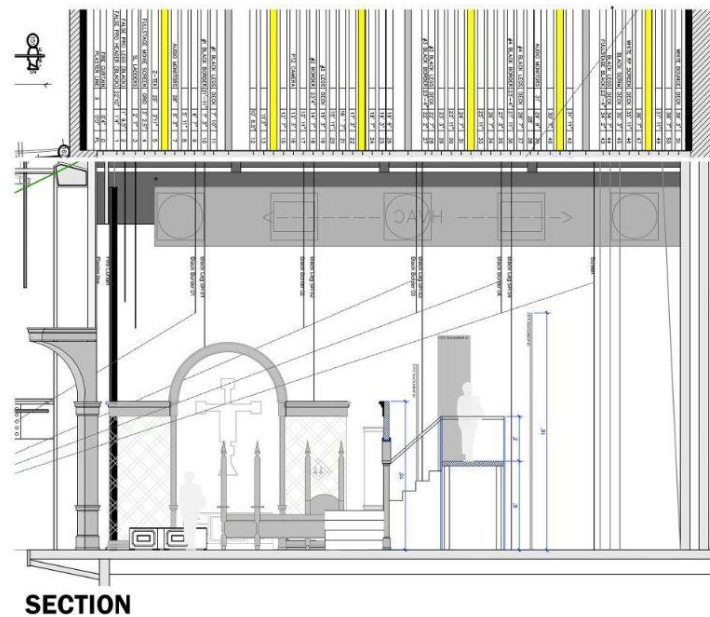
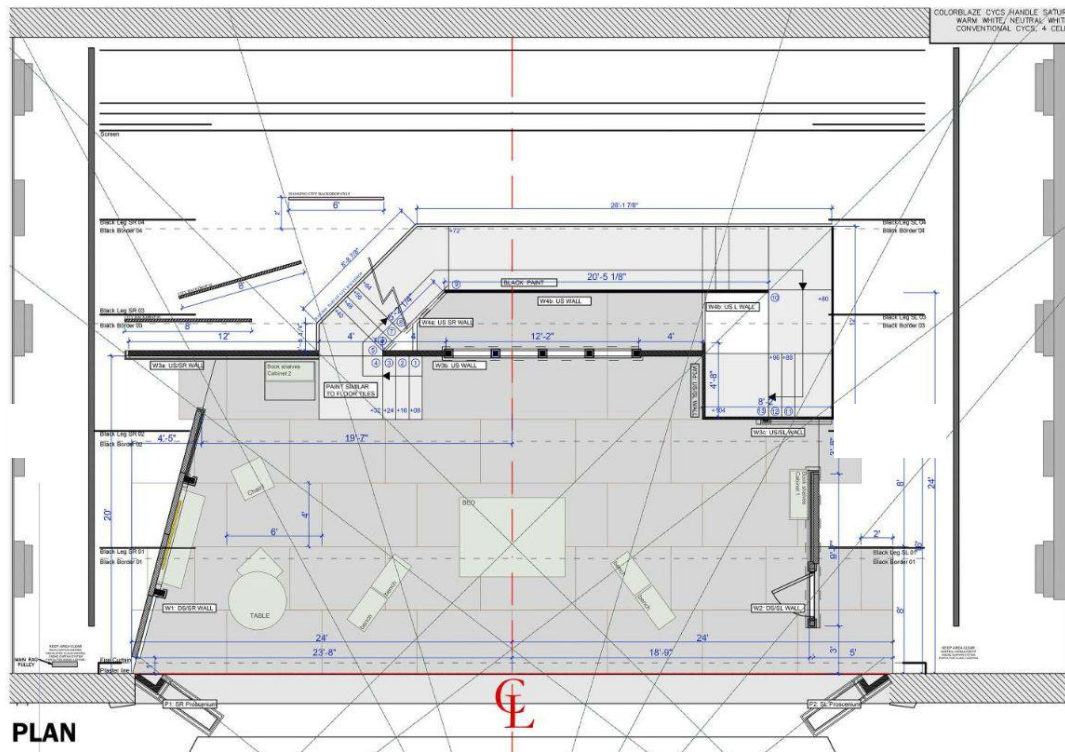
Scenic Design | Spatial Composition | Technical Development | Drafting and Detailing | Build Coordination



Director: Anna Rebeck | Lighting: Steven Jones | Costumes: Heather Freedman

Gianni Schicchi / Buoso's Ghost

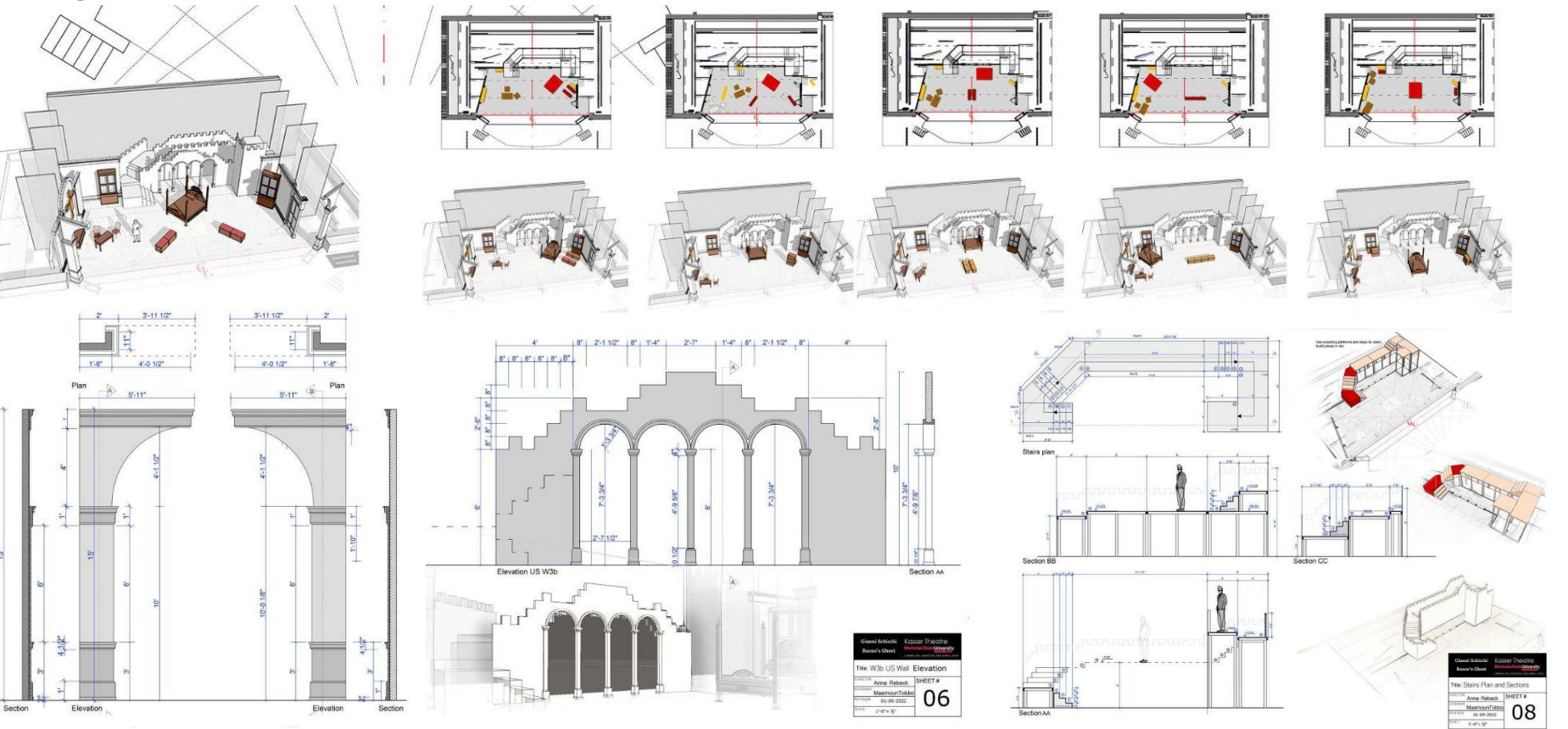
Plans, elevations, construction details, and scene configurations were developed together to coordinate sightlines, scenic transitions, projection, masking, and fabrication.



Gianni Schicchi / Buoso's Ghost

Scene Transformation and Fabrication Details

Scene configurations, architectural elevations, stair units, and construction details were developed to coordinate performer movement, scenic transformation, and shop execution.



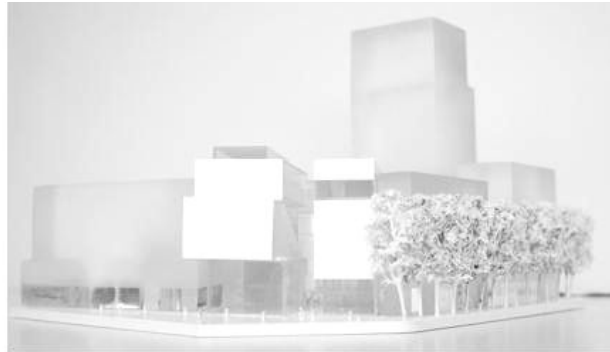
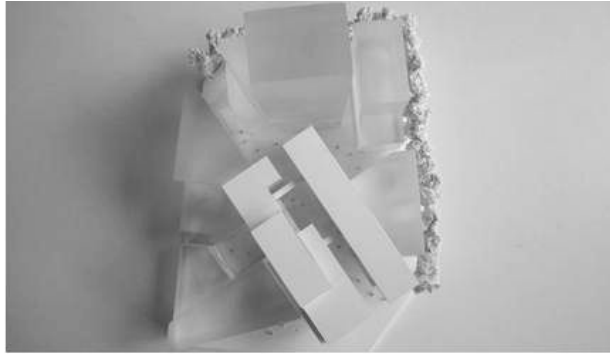
National Theatre for Beirut

Graduation Thesis | Architectural Design | ALBA, Beirut | 2013

Proposed as a civic performance building for Beirut, the project organized public life, audience circulation, and theatrical production within one architectural system. The design developed the relationship between city, foyer, auditorium, stage, backstage circulation, and technical infrastructure from concept through detailed resolution.

Role

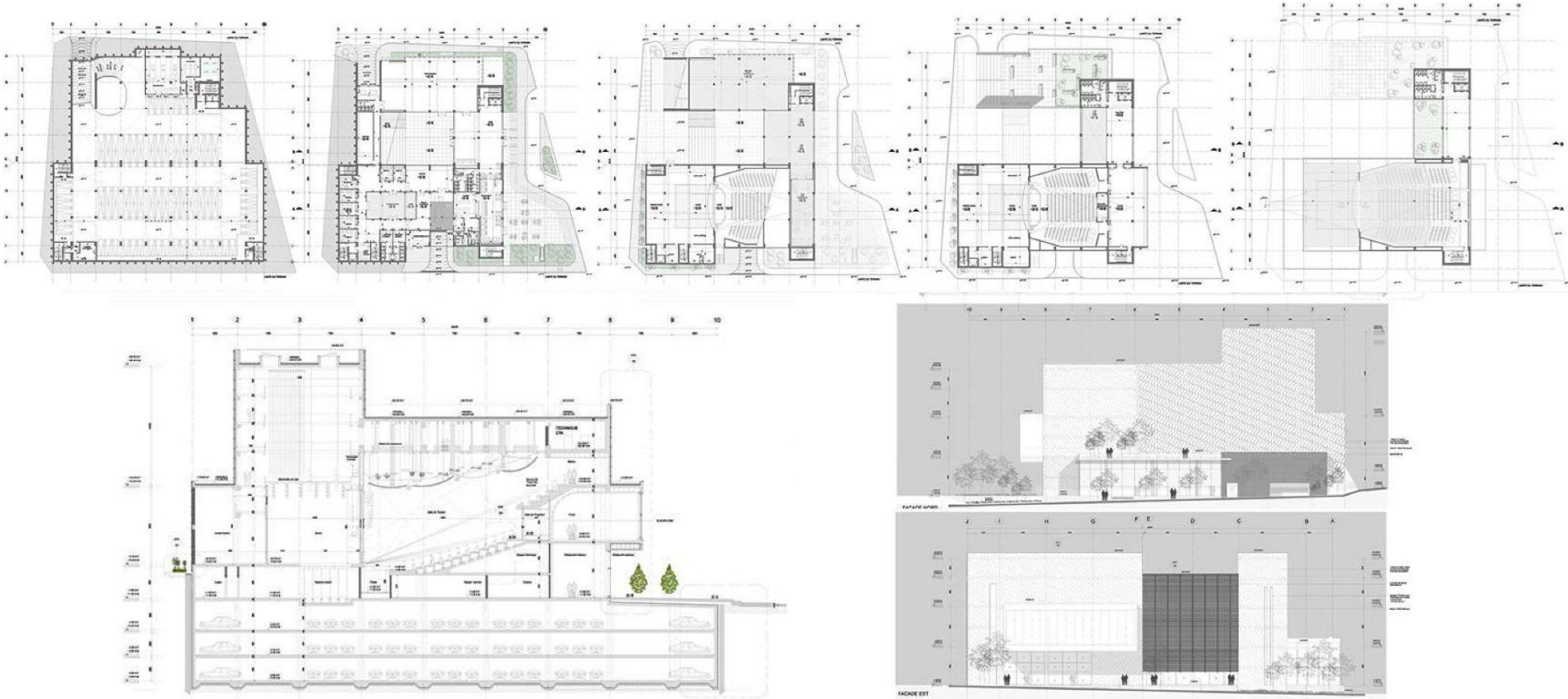
Architectural Design | Theatre Planning | Audience Circulation | Auditorium Design | Backstage Planning | Sightline Studies | Technical Documentation



National Theatre for Beirut

Planning and Spatial Organization

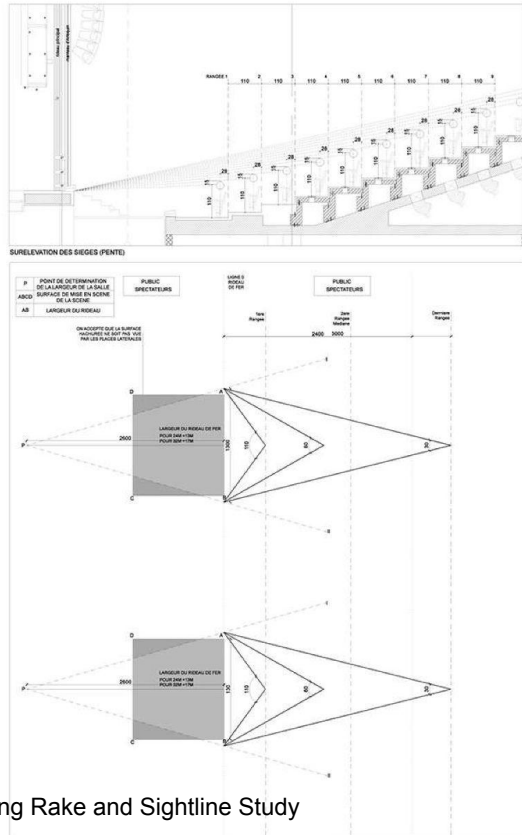
The plans resolve public arrival, foyer sequence, auditorium access, backstage circulation, production spaces, and service movement as related but distinct systems.



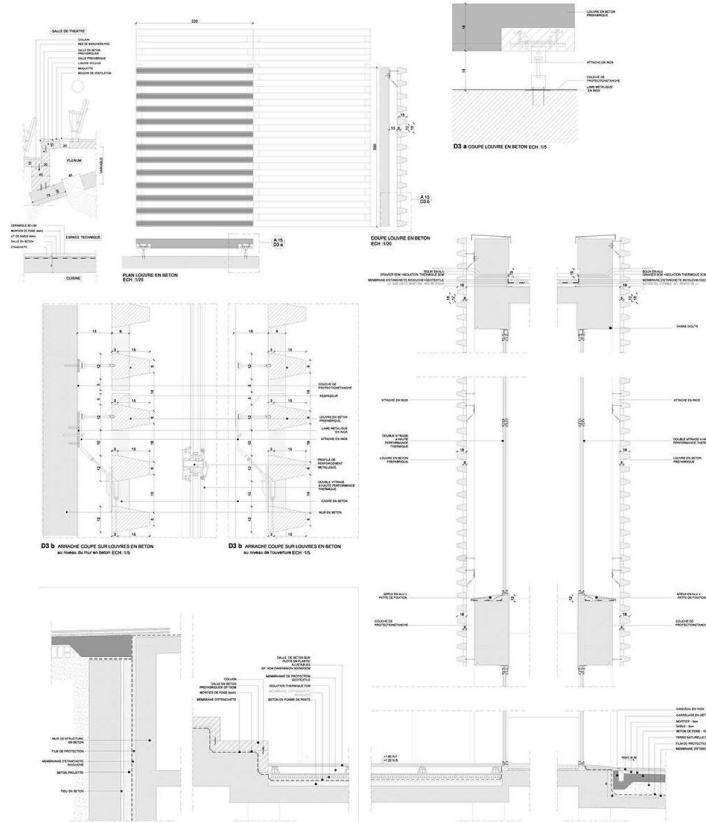
National Theatre for Beirut

Auditorium Geometry and Technical Resolution

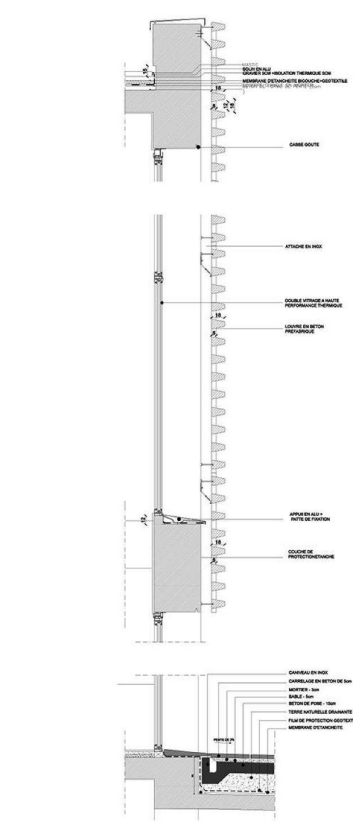
Seating rake and sightline studies established the relationship between audience, stage, and proscenium. Wall, louver, and envelope details translated the auditorium concept into a coordinated construction system.



Seating Rake and Sightline Study



Auditorium Wall System



Envelope Detail

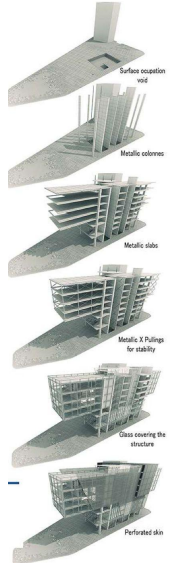
Nikon Square

Mixed-Use Development | Architectural Design

Nikon Square was developed as a mixed-use urban building organized through a clear relationship between public ground-level access, structured upper-floor planning, and a faceted architectural envelope. The project focused on circulation, program clarity, and façade composition, using plan, elevation, and sectional development to resolve how the building met the street, distributed functions vertically, and established a contemporary civic presence within its site.

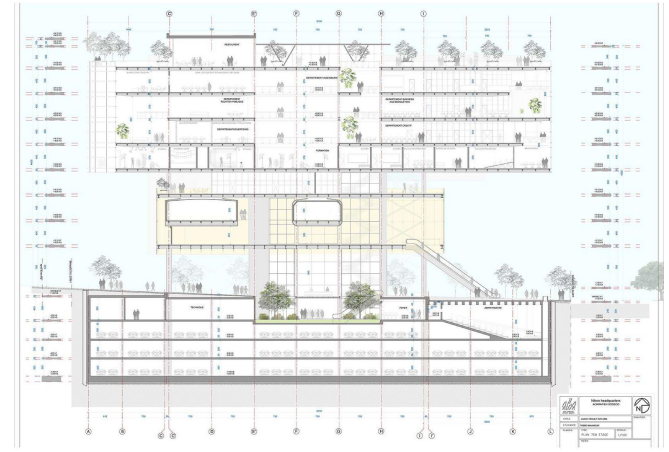
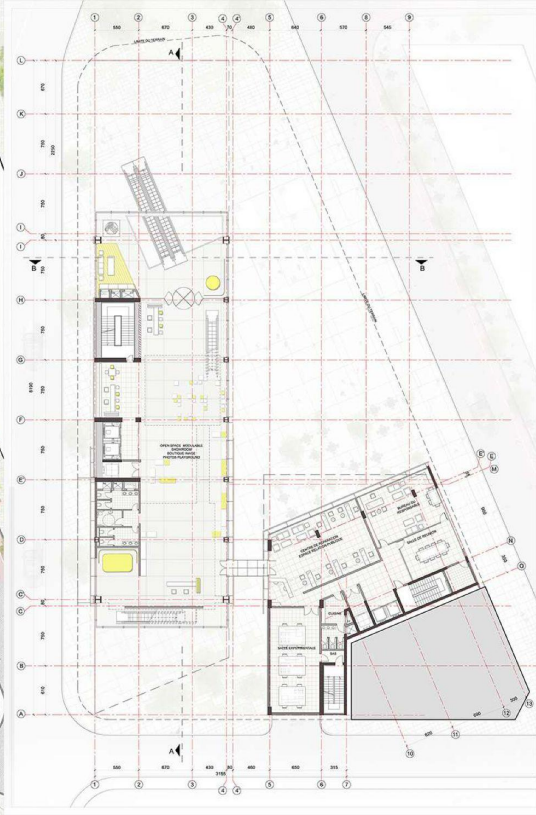
Role

Architectural Design | Planning | Elevation & Section Development | 3D Visualization



Architectural Development

The project was developed through floor plans, site and ground-level studies, elevations, and section drawings to test circulation, spatial distribution, and envelope performance. The resulting form balances a strong street-facing identity with internal organization, using a layered façade and volumetric articulation to connect program, light, and urban presence.



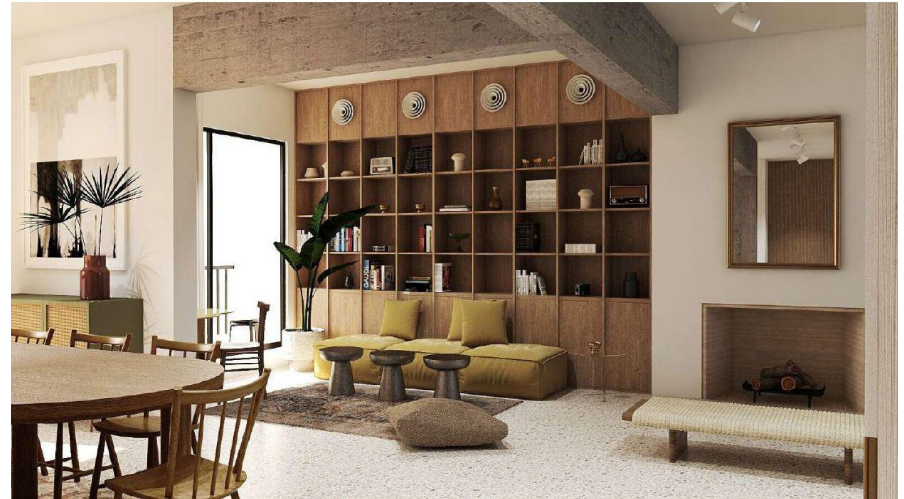
Kuban Residence

Residential Interior Renovation | Interior Design

Kuban Residence is a residential interior renovation developed around proportion, material warmth, and spatial continuity across a series of lived domestic environments. The project focused on creating a cohesive interior language through spatial layout, architectural detailing, furniture placement, finish selection, and lighting atmosphere, while carrying the work from drawing production through delivery and installation. The result is a refined and fully resolved interior that balances comfort, clarity, and lived elegance within an existing high-ceiling residential shell.

Role

Interior Design | DWG Documentation | Spatial Layout | Material & Finish Selection | Furniture Integration | Delivery & Installation Supervision | Full Project Oversight.



Interior Development

The project was developed through drawing packages, material coordination, furniture selection, and on-site supervision across delivery and installation.

Working across living, dining, kitchen, and bedroom spaces, the design approach emphasized continuity, livability, and visual restraint, using warm textures, curated furnishings, and detailed interior decisions to create a cohesive residential environment.



Suhair Residence

Residential Interior Renovation | Interior Design

Suhair Residence is a residential renovation of a heritage apartment in Mar Mikhael, Beirut, developed through a careful balance of preservation and interior refinement. The project focused on furniture selection, tiling strategy, finish palette, lighting atmosphere, and material detailing, using the character of the existing shell as a framework for a calmer and more contemporary residential language. The result is an interior that preserves architectural memory while introducing clarity, warmth, and everyday livability.

Role

Interior Design | Renovation Design | Spatial Refinement | Material & Finish Selection | Tiling Strategy | Furniture Selection | Interior Styling | Installation Oversight



Interior Development

The project was developed through finish coordination, furniture placement, tiling selection, kitchen refinement, and on-site supervision across delivery and installation. Working within the proportions and decorative character of the existing apartment, the design approach emphasized restraint, continuity, and material calibration, allowing new interventions to sit clearly within a heritage context without flattening its identity.



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