



**MAAMOUN TOBBO**  
Spatial Art Director | Senior Experiential Designer

## Profile

Spatial Art Director and Senior Experiential Designer with 9+ years of experience designing immersive environments across cultural, commercial, and live contexts. With a foundation in architecture, theatre, and film, I develop concepts into spatial experiences through visualization, drawing, material strategy, and onsite execution. My practice bridges narrative thinking, technical precision, and production oversight to create environments that guide attention, shape atmosphere, and structure audience experience. Working across concept, documentation, fabrication, and installation, I collaborate with creative teams, fabricators, vendors, and clients to deliver spaces that are both conceptually rigorous and buildable.

## Practice

Experience Design | Spatial Environments | 3D Visualization | Build Documentation | Material Direction | Onsite Art Direction

## Areas



## Westerly Breath

### The Metropolitan Museum of Art, Temple of Dendur | 2024

Designed a temporary immersive environment for Westerly Breath at The Metropolitan Museum of Art's Temple of Dendur, integrating scenic, spatial, and projection elements within a historically sensitive museum setting. The project required balancing immersion and visual impact with conservation, installation, and institutional constraints, treating the environment as both a performance space and a carefully calibrated spatial intervention.

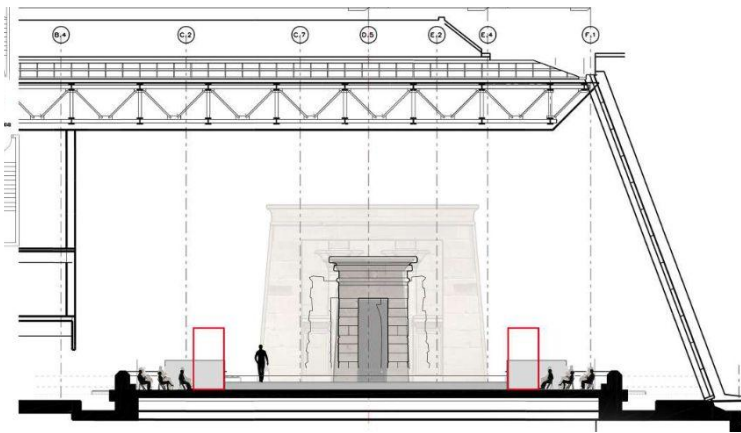
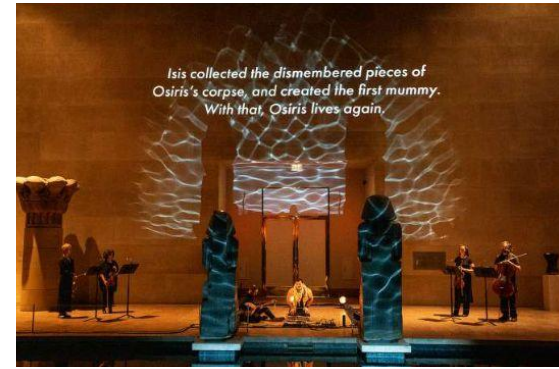
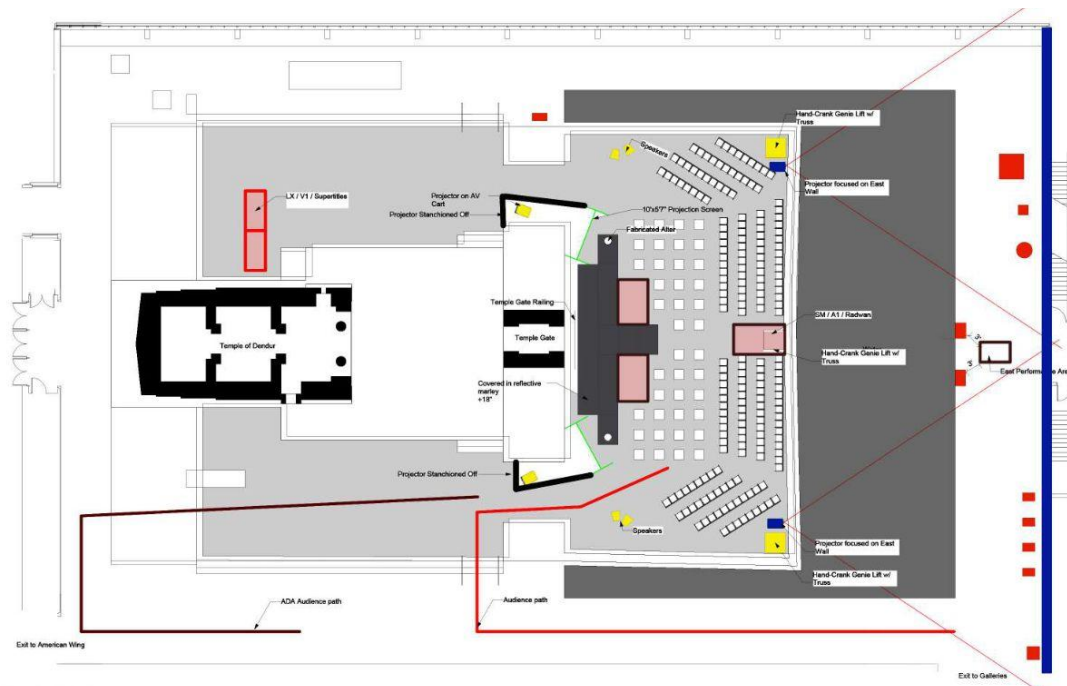
#### Role

Spatial Design | Scenic Design | Design Development | Institutional Coordination | Installation Planning



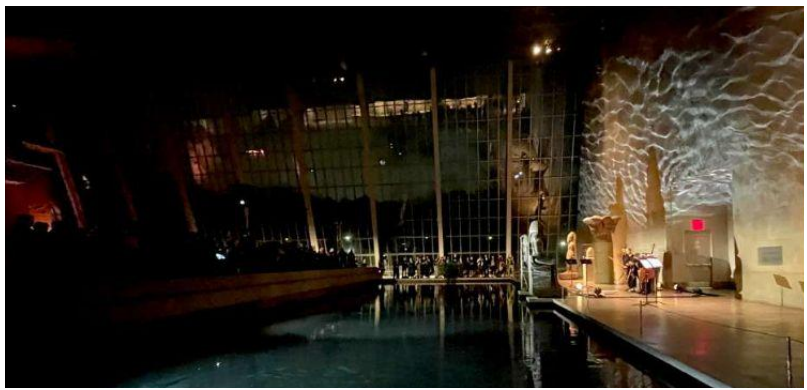
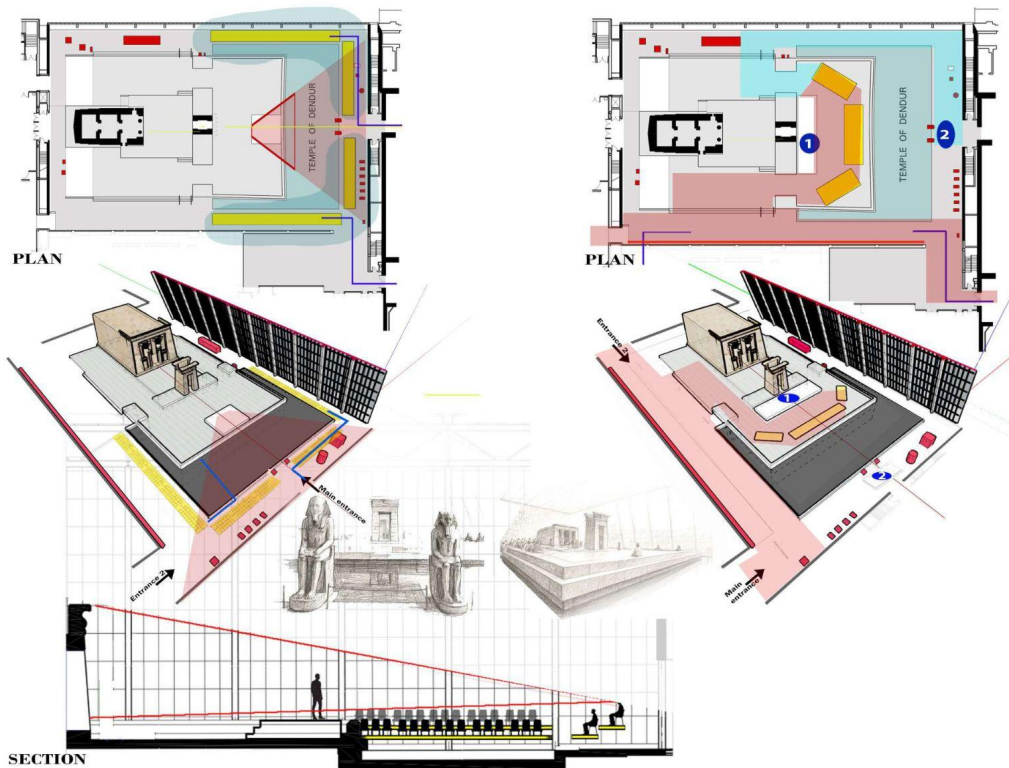
# Site Strategy

The intervention was developed through careful placement of scenic elements, projection surfaces, audience seating, and circulation paths within the existing architectural conditions of the Temple of Dendur. Plan and section studies were used to calibrate visibility, spatial impact, and temporary build logic while respecting museum constraints.



# Design Development

The design process tested multiple spatial configurations, projection strategies, and audience relationships to create an immersive environment that could operate within a historically sensitive site. Concept diagrams and sectional studies informed how atmosphere, orientation, and visual focus would be constructed through temporary means.



## Priestess of Twerk

### Irondale Theatre | 2024

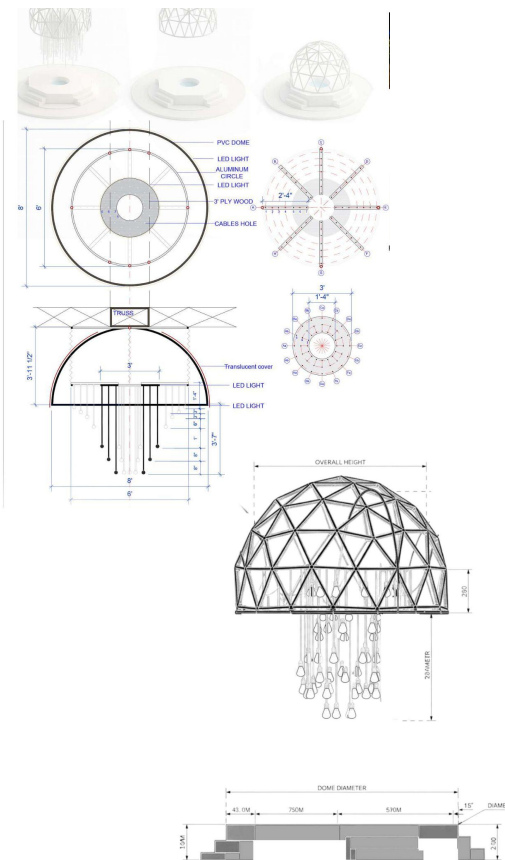
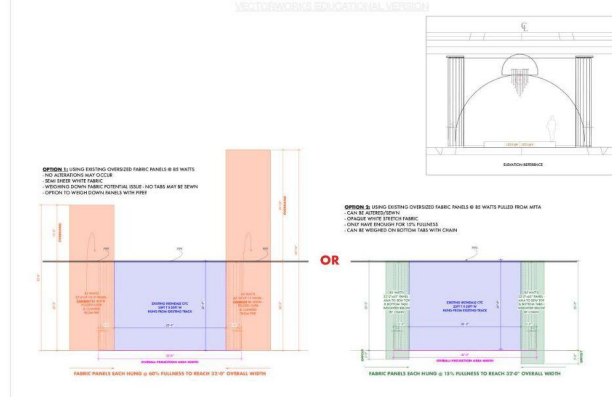
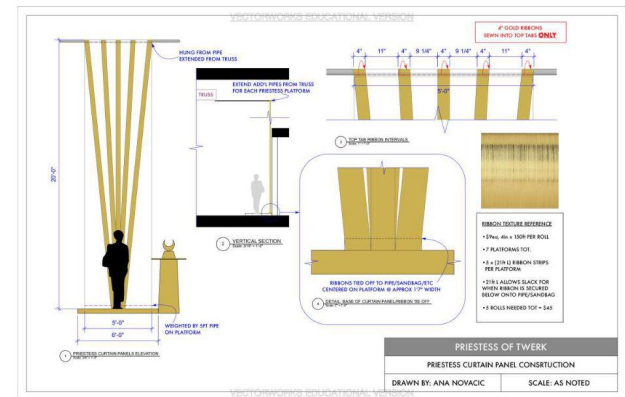
Designed a fully immersive live environment for *Priestess of Twerk* at Irondale Theatre, shaping audience relationship, spatial atmosphere, and visual identity as one integrated experience. The project treated the environment as an active container for performance, using scenic composition, circulation, light, and focal architecture to create a controlled and immersive audience journey.

#### Role

Dramaturgy | Environmental & Spatial Design | Scenic Design Direction | Cross-Department Design Leadership | Build & Installation Oversight

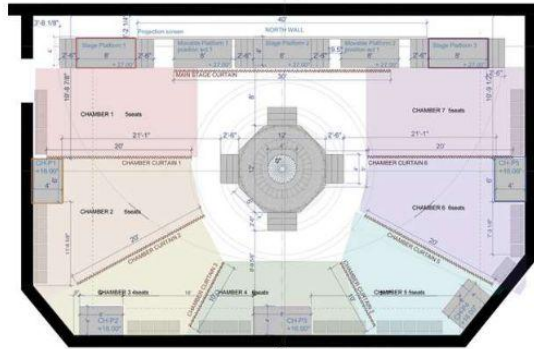


The environment was designed as a choreographed immersive system, organizing audience orientation, focal hierarchy, circulation, and scenic thresholds within the existing architectural envelope. Drawings and construction details were developed to align performance logic with fabrication and installation.

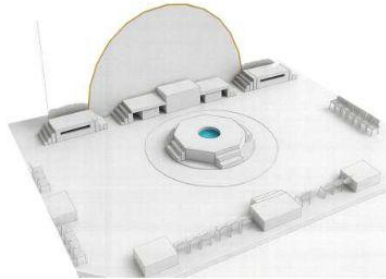


## Design Development

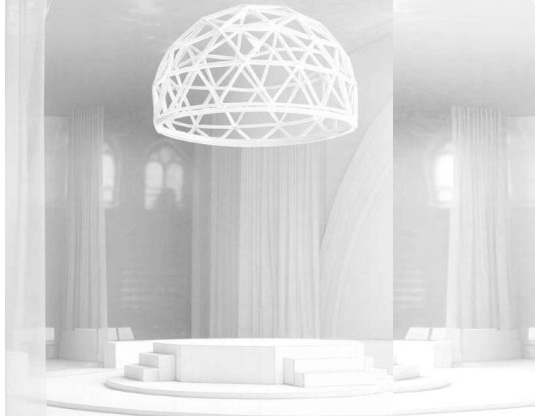
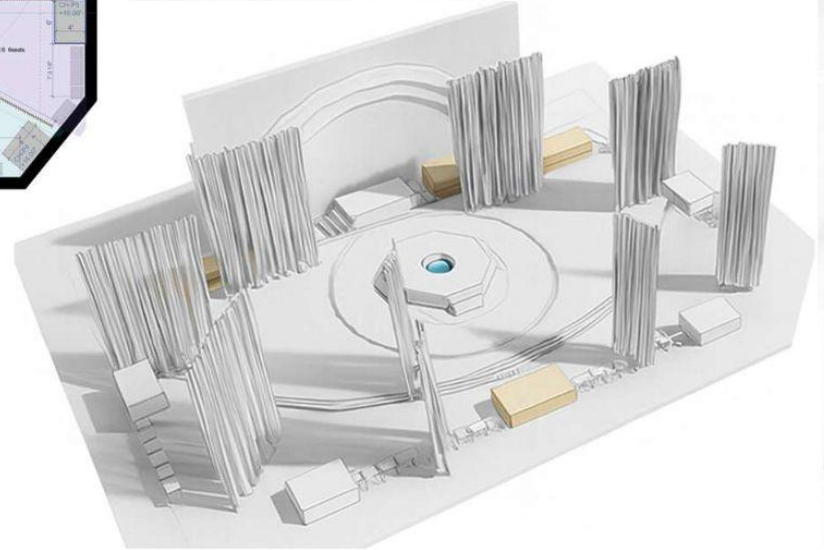
The design process integrated dramaturgical structure, spatial atmosphere, and technical development across multiple departments. Scenic composition, curtain systems, focal architecture, and the suspended dome element were developed in parallel to unify the project's visual language and immersive logic.



**SPACE DIVIDED INTO 7 ROOMS**



**OPTIONS / SKETCHING IN 3D**



## Gianni Schicchi / Buoso's Ghost

### Alexander Kasser Theater, Montclair State University | 2023

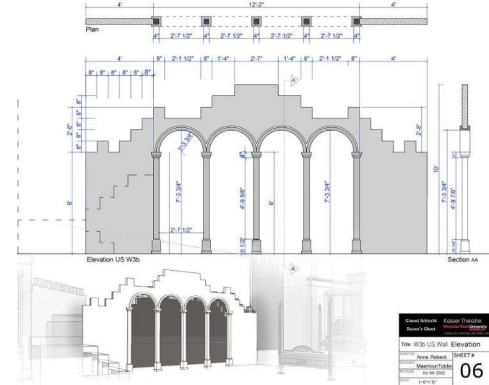
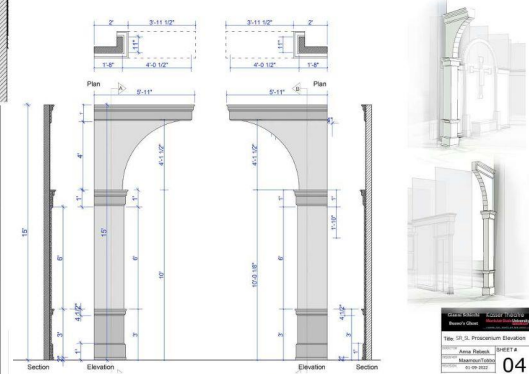
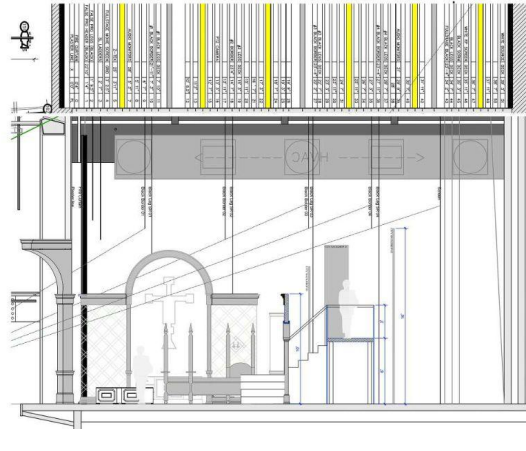
Designed a fully realized stage environment for *Gianni Schicchi / Buoso's Ghost*, integrating architectural composition, scenic atmosphere, and technical planning within a live operatic setting. The project focused on building a cohesive visual world that could support staging, sightlines, scene rhythm, and fabrication across performance and production demands.

#### Role

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



Architectural floor plan of a restaurant layout. The plan shows a large rectangular dining area with a central island and a service counter. Dimensions are provided for various sections, including the main dining area (20' x 18'), the service counter (20' x 18'), and the entrance area (20' x 18'). The layout includes tables, chairs, and a central island. A red 'CL' logo is visible at the bottom center.



## Merely Players

### Baruch Performing Arts | 2023

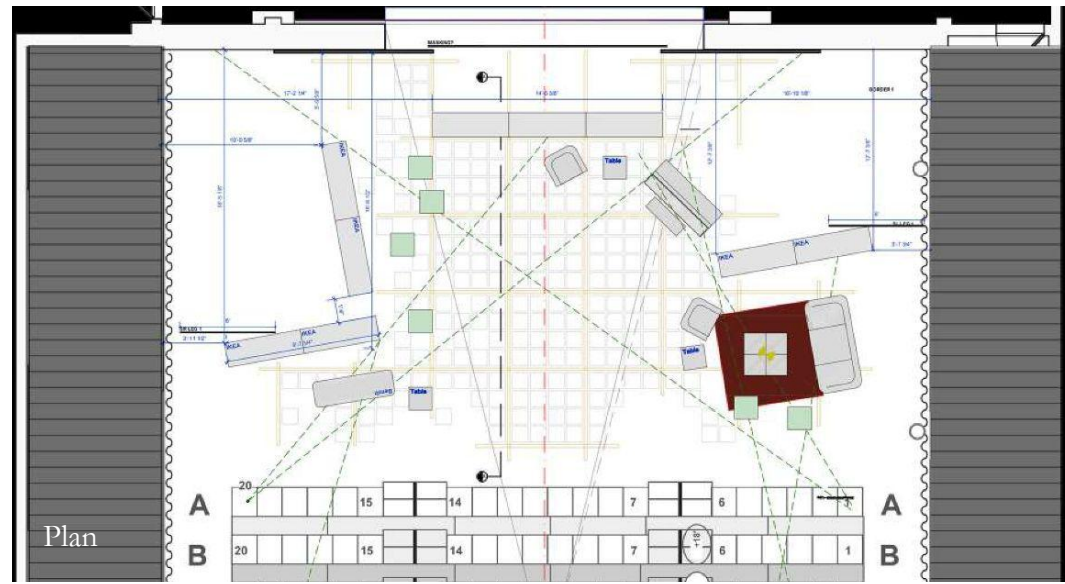
Designed a modular scenic environment organized around a central grid floor and library architecture, structuring audience focus and actor circulation through layered spatial elements. The design integrated furniture, shelving systems, and projection surfaces to create a flexible environment that supported staging, visual rhythm, and spatial composition.

#### Role

Scenic Design | Spatial Composition | 3D Modeling & Visualization | Drafting & Technical Development | Build & Installation Oversight



# Spatial Development



**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.

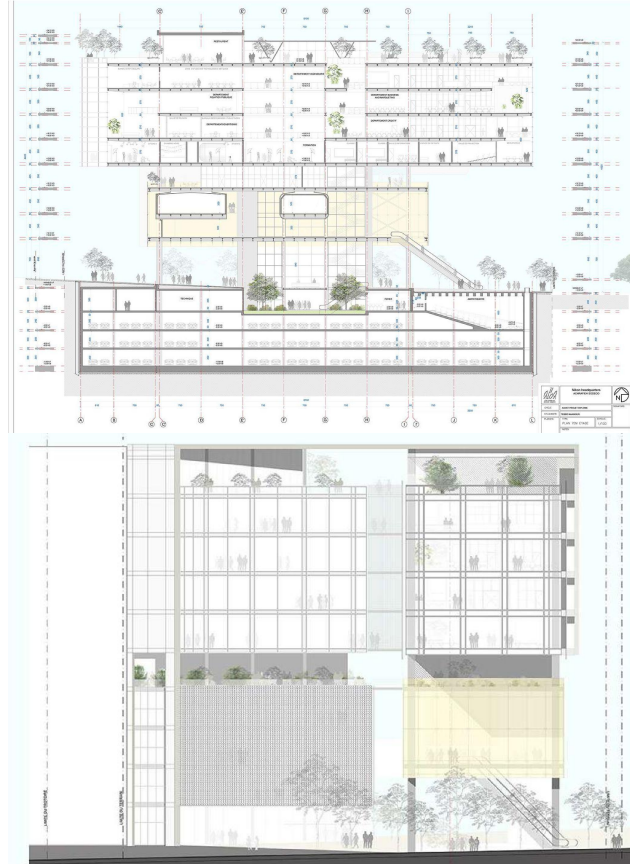
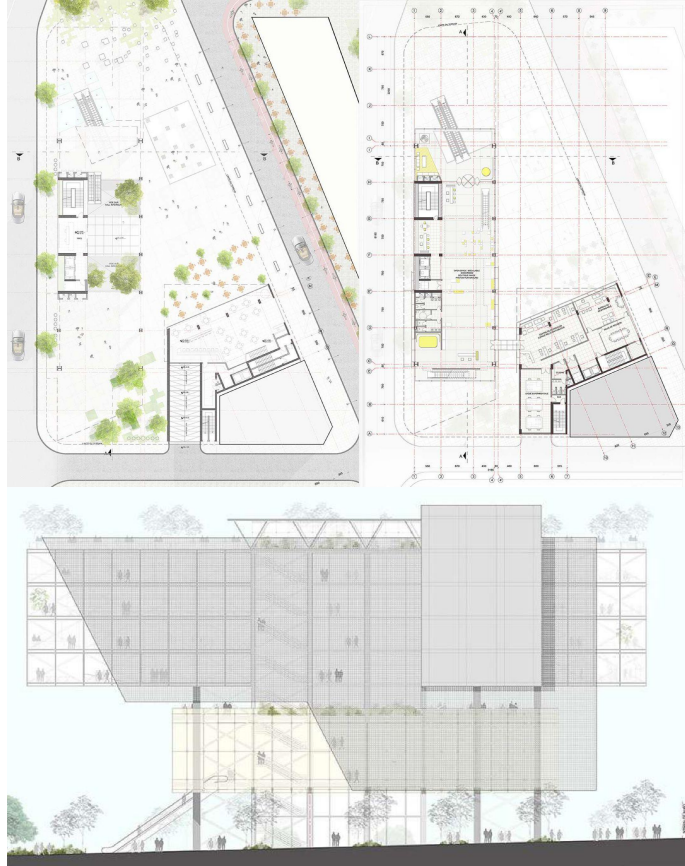
**Role**

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

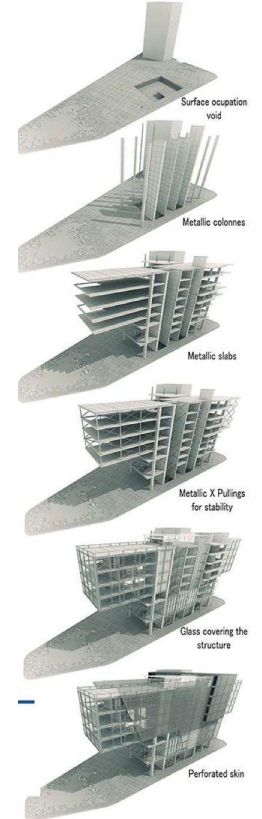


# Architectural

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.



# Development



# 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 overseeing the project 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.

