

Dear Jury,

I am writing to express my interest in the Masters scholarship award at the IE School of Architecture and Design, and to present my thesis project, Paradigm shift: An interdisciplinary symbiosis 2020.

As a graduate of the Bachelors of Interior design from Virginia commonwealth university, I have always been interested in the intersection of different disciplines and how they can come together to create innovative and collaborative spaces. My thesis project, a Collaborative co-working space, is a perfect example of this.

My project was inspired by my own experiences at university, where I found that walking through the corridors of my arts faculty and being surrounded by creative projects helped me to deal with stress and enter a state of flow. This led me to research the concept of placemaking and the power that designers have to create spaces that encourage people to be fully present and focused.

The project proposes a multi-layered concept designed to foster collaboration and community among students, graduates and professionals across different disciplines in Qatar. By combining interdisciplinary studios, co-working spaces and business incubators, the project promotes cooperation, innovation and entrepreneurship, and aligns perfectly with the vision and values of Qatar Foundation and the Qatar National Vision for 2030.

The space itself is unique and innovative, with a focus on making labs that offer equipment and facilities to inspire and facilitate the product-making process. It is a hub for creativity and a platform for makers to realize their ideas, reviving a modern-day Arts and Crafts movement and emphasizing the joy of work across different disciplines.

I have included a link to a video of my thesis project, which I believe showcases the potential of this project to foster collaboration and innovation. I am confident that my project meets the requirements of the scholarship award and would be a valuable addition to the IE School of Architecture and Design. I am grateful for the opportunity to apply for the scholarship and hope to be considered for this prestigious award.

Video link:

<https://www.youtube.com/watch?v=GfuHdsLCCuE&t=90s>

Sincerely,

Hagar Atallah