

Maha Alusi

General

- 1966 Born in Baghdad
 - 1987 - 1992 Architectural education in London. AA Dipl. RIBA II
 - 1993 - 2019 Art, Architecture and Business in Berlin
- Married, two children 20 and 23 years old

Social & Intercultural work

- 2018 - 2019 Member in the workers council in Urban Social NGO, Berlin (voluntary)
- 2017 - 2019 Co-founder Zukunft 2.0 (future 2.0) NGO, Purpose of the association accompaniment and care of people in all situations in the social, economic and cultural integration in the appropriate living environment (voluntary)
- 2015 - 2019 Work with several refugee NGOs and refugee homes in Berlin: Flüchtlingsrat, Welcome 2 stay, Wefugees and more (voluntary)
- 2017 - 2019 Supervisor in Social-Urban/Heimat 2.0 home for underaged youths (part voluntary)
- 2016 Motivational education with Yazidi refugees, Jugend Humanitäre Hilfe e.V. & TU Braunschweig (voluntary)
- 2016 - 2018 Everyone Song "Strangers will be Friends": integration initiative of Happy Moments e.V. (voluntary)
- 2015 The founding of Happy Moments e.V. Berlin. NGO for social, intercultural and integration initiatives
- 2010 - 2014 Creativity Workshops for High school youths, Coach & Judge, Odyssey of the Mind Int. creativity Project for youths (voluntary)

Business & Art

- 2018 Sale of alusi europa Ltd to Hartley and Marks group
- 2007 - 2018 Alusi Europa Ltd. International Sales in 48 Countries 6000 Shops, Dublin – Ireland
- 2004 - 2018 Alusi Ephemeral Art and candle innovation, Berlin
- 2003 - 2004 Business model and strategy: Bahrain International Cultural Centre In collaboration with Haus der Kulturen der Welt, Berlin
- 1998 1st prize Expo 2000, Exhibition Space of the German Pavilion, in Hannover. Partner with Art Lab Studio Berlin
- 1996 - 98 1st prize winning fair and interior design completions for three projects with Art Lab Studios Berlin

Talks & Teaching

- 2018 - 2019 Coach and consultant in Social Impact Lab / Potsdam, Entrepreneurs with immigrant background
- 2018 Startup house Cairo, Visionary thinking workshop / PLD: a project of Enpact e.V. and GIZ in Cairo
- 2018 Lufthansa Corporation Motivational speech for employees, Frankfurt
- 2018 Seminars and workshops, starthope@home for refugees, in Berlin, Hamburg, Munich, Kolone.
- 2017 Workshop: Five steps towards a successful pitch deck, startup house in Tunis, Tunis
- 2017 Speaker & Workshop: "Visionary thinking for startups" King Hussain Business Park in Amman Jordan
- 2017 Speaker: "We can write our future" TEDx Uni Paderborn
- 2017 Speaker: AECM (Association of European Candle Manufacturers), alusi innovation in candle design /Blue Ocean in Design and Industrial production, Sicily-Italy
- 2017 Speaker: Axel Springer Plug and Play Accelerator event. "Business plan vs Life plan"
- 2017 Mentor: Axel Springer Plug and play Accelerator Program
- 2016 Speaker, Mentor: Entrepreneurship, Lapperanta University, Finland
- 2016 Speaker: "Challenging borders", Make sense Camp, Berlin
- 2016 - 2018 Mentor: Enpact startup mentoring program, Morocco, Cairo, Tunis, Jordan
- 2016 Speaker: "Zeit schenken", Wrage Seminar Centre, Hamburg
- 2015 Speaker: "Composing time", Ted like event, Entrepreneurs Organisation, Hamburg
- 2015 Speaker & Workshop: "Moments of happiness", Frankfurter Ring, Frankfurt
- 2013 - 2016 Seminars & Workshops: "The best way to predict the future is to write it", Time Akademie, Berlin
- 2015 Light & flames presentation with Braunschweig Architecture Students, Alusi Atelier, Berlin
- 2014 Speaker: "The Alusi Business, from vision to reality", ESMT Business School, Berlin
- 2014 Invited critic: Architecture University Braunschweig
- 2014 - 2016 Brand Marketing Consultant: Alusi Europa Ltd. Dublin-Ireland
- 2013 Speaker: "Women in The Arabic Culture", Arabic Culture Forum, TU Berlin
- 2013 Visiting lecturer: Ajman University of science and Technology, Ajman, UAE
- 2013 Judge & Coach: Odyssey of the mind international creative competition, Berlin
- 2013 External Supervisor for Master degree Student: IKDC - School of Industrial Design, Sweden
- 2013 Design Workshop in Alusi atelier: "Visionary thinking", University of Applied Science, Potsdam
- 2011 Hosting Design thinking Workshop event: "Alusi brand sales strategies"
- 2011 Design Workshop: University of Applied Science Potsdam
- 2010 Speaker: "Moments of Happiness", how we shape our future, TEDx Berlin
- 2003 Speaker: "Iraqi Art and Culture 1950-2000" under the full Moon event, organized by Vitra Design Museum, Berlin

Patents

- 2006 - 2017 Three Patent applications: 3D candles production and devices. Stamp press machine production for multi wick candles
- 2005 Patent application: Method for producing multi flame candles, in 2010 Patent Internationally granted

Publications

- 2015 "Moment of Happiness" Book: Random house Publishers

Television & Radio & print

- 2018 TV interview: the road for hope, the meaning of happiness Dubai tv, Ricardo Karmam Production
- 2018 TV interview Jordan TV <https://www.abudhabity.ae/wujouhalmadina/وجود-المدينة>
- 2004 - 2019 www.alusi.com www.mahaalusi.de Facebook, youtube /Instagram/Twitter
- 2005 - 2017 Diverse print media in design, social, business. for example: Schöner Wohnen, Tages Spiegel, BGA (Gründung von Frauen)
- 2006 - 2007 MDR TV, Einfach Genial program, RBB, al Arabia, Deutsche Welle TV, Euromaxx Report
- 2015 Deutsche Welle TV, "A guest and a story", Arabic Channel
- 2015 TV Internet, VIP Lounge Randomhouse, Radio Bayern3, "Time and Happiness", Mensch Otto Program
- 2014 Al Arabia TV, MBC TV, Rotana TV Interview. "Why creativity can generate happy moments"
- 2013 Al Arabia TV - Stations report. "The international candle art and Business"

Education

- 2019 Design thinking online course- www.coursera.org (HEC / Paris)
- 1992 AA Dipl. & RIBA 2 Bachelor degree London

Languages

Fluent Arabic, fluent English , fluent German, basic French