

Soma Architects



SOMA is an international architecture firm headquartered in New York, with offices in Lebanon, founded in 2004 by Michel Abboud. With its focus on incorporating craft, digital technologies and environmental responsibility, the firm's designs and work have attracted critical acclaim for their boundary pushing nature. SOMA works closely with clients to understand their needs and desires in relationship to external constraints in today's ever changing cycle of occupancy and uses of buildings, providing adaptable planning so buildings evolve with their clients. Michel Abboud is renowned in the United States and the Middle East for his avant-garde portfolio, the Park 51 Islamic Cultural Center a few blocks from Ground Zero in New York City further catapulted Michel into prominence, with one journalist dubbing him "the most controversial architect the US has known." Such notoriety has led to a subsequent influx of invites as speaker and guest of honor at prestigious universities across the United States and Europe.



Founder Michel Abboud says that "you can claim your "brand" is whatever you want it to be, but what your brand really is is who you are and what you do. Creating a brand is an opportunity to look at who you are now and who you want to be in the future. You need to live and breathe your brand. For any design discipline, the logo and the wrapping isn't what makes the brand, it's the designers. That's what people are buying, who you are and how you think."