CAN

Strategy · Design · Space

Three senior practices at one table.

COMPANY PROFILE 2026

Carlos Beghetti
Architecture and interiors

Andrea Lo Vetere
Design and art direction

Nejib Ghanmi
Brand strategy and creative direction

Málaga · Sicily · Doha

can-collective.com

A senior collective for brand strategy, graphic design and architecture. Three practices at one table, from the first idea to the room people walk into.

We take a brand from its foundation to its physical form. Strategy sets the direction, design gives it a face and a voice, and architecture builds the place where people meet it.

Each of us runs an established practice. We come together when a project needs all three, so the thinking, the identity and the space are made by the same people, in the same conversation.

The projects in this profile were created by the partners through their own studios and earlier agencies. Each is credited to the people who made it.

One continuum, three disciplines.

01

Brand strategy and creative direction

LED BY NEJIB GHANMI

We find what an organisation truly is and the territory it can own, then direct how it looks, sounds and behaves: positioning, naming, brand architecture and the idea that holds every piece together.

02

Design and art direction

LED BY ANDREA LO VETERE

Identity systems, packaging, editorial and campaigns, built with Italian discipline and a craftsman’s attention to type, image and print.

03

Architecture and interiors

LED BY CARLOS BEGHETTI

Retail, hospitality and workplace interiors where the idea is felt before it is read. From concept and planning to material, light and the finished detail.

ALSO

Naming and voice in Arabic, English and Italian. Wayfinding, environmental graphics and roll-out guidelines that keep a brand consistent from the first store to the fiftieth.

The people who present the work are the people who make it.



Carlos Beghetti

DISCIPLINE Architecture and interiors
PRACTICE NODA
BASED Málaga and Doha

An architect and interior designer who turns brand intent into built space. His studio-lab NODA works between Doha and Málaga on buildings, interiors, objects and master plans, from Four Seasons Doha to the VIP areas of the FIFA World Cup Qatar 2022.



Andrea Lo Vetere

DISCIPLINE Design and art direction
PRACTICE Andrea Lo Vetere
BASED Sicily

A graphic designer and art director working across identity, packaging, editorial and advertising, for clients from Discovery to dentsu. Andrea brings an Italian rigour to form and a love of difficult, complex problems.



Nejib Ghanmi

DISCIPLINE Brand strategy and creative direction
PRACTICE Human Brands
BASED Doha

A brand strategist and creative director with more than twenty years of international practice, trained at Kingston School of Art in London. His career runs through Landor, FutureBrand, Fitch and Sixty Degrees, across the Gulf, the UK and Asia.

Mediterranean by nature. Exacting by habit.

We share a Mediterranean way of living and working. Some people hear that and picture long lunches and loose deadlines. We know it differently. It is the artisan who stays until the joint is right, the cook who will not send out a plate before it is ready, and the table where the real decision gets made because everyone cared enough to argue it out.

01 **Detail**

We notice what others walk past: the weight of a paper stock, the radius on a counter edge, a word that is almost right.

02 **Passion**

We care about the work the way owners do. It shows in the things we refuse to let go of until they are right.

03 **Rigour**

Behind the warmth there is method. Every decision is argued, tested and justified before it reaches the client.

ONE TABLE, THREE SHORES

Málaga 1,640 km Sicily 3,780 km Doha

Fourteen projects.

01	Burj Khalifa Place identity	Nejib	07
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Burj Khalifa

CLIENT	Emaar
PARTNER	Nejib Ghanmi
TEAM	Landor Associates and Brash Brands, team led by John Brash
PLACE	Dubai

Bringing Burj Khalifa to life with local meaning, down to the names of the streets around it.

A branding programme spanning Burj Khalifa and the wider Downtown Dubai destination, developed at Landor Associates and continued at Brash Brands in the team led by John Brash. Nejib was part of the team that brought the brand to life and gave it local relevance and meaning, including the names of Downtown's districts and streets, connecting the landmark with the places around it, from The Old Town to Emaar Boulevard and The Dubai Mall.


History Rising







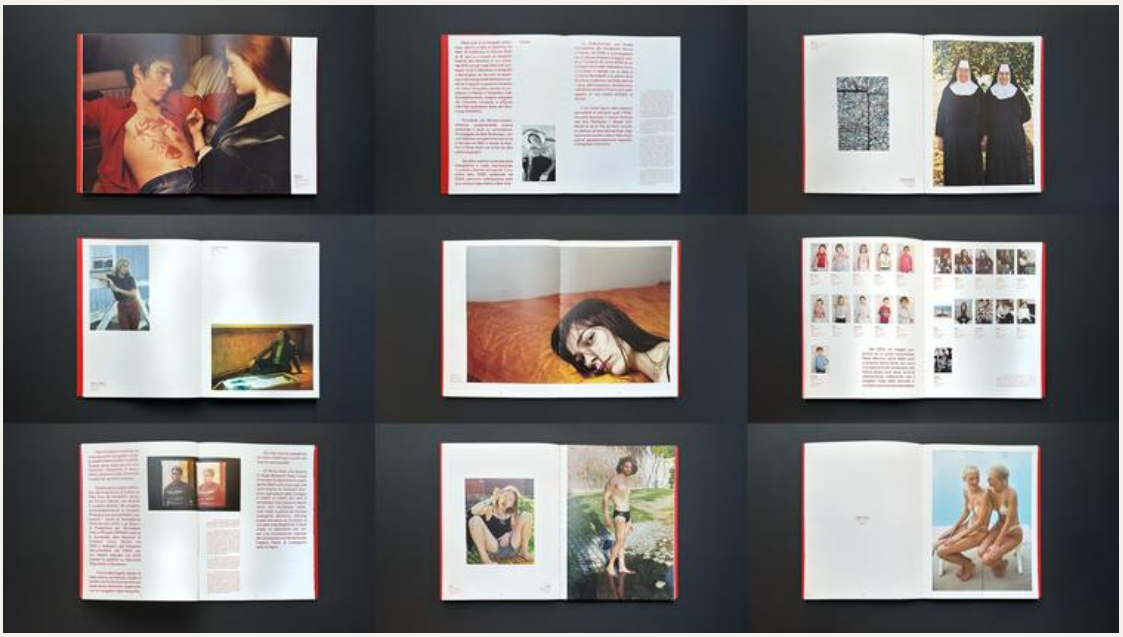


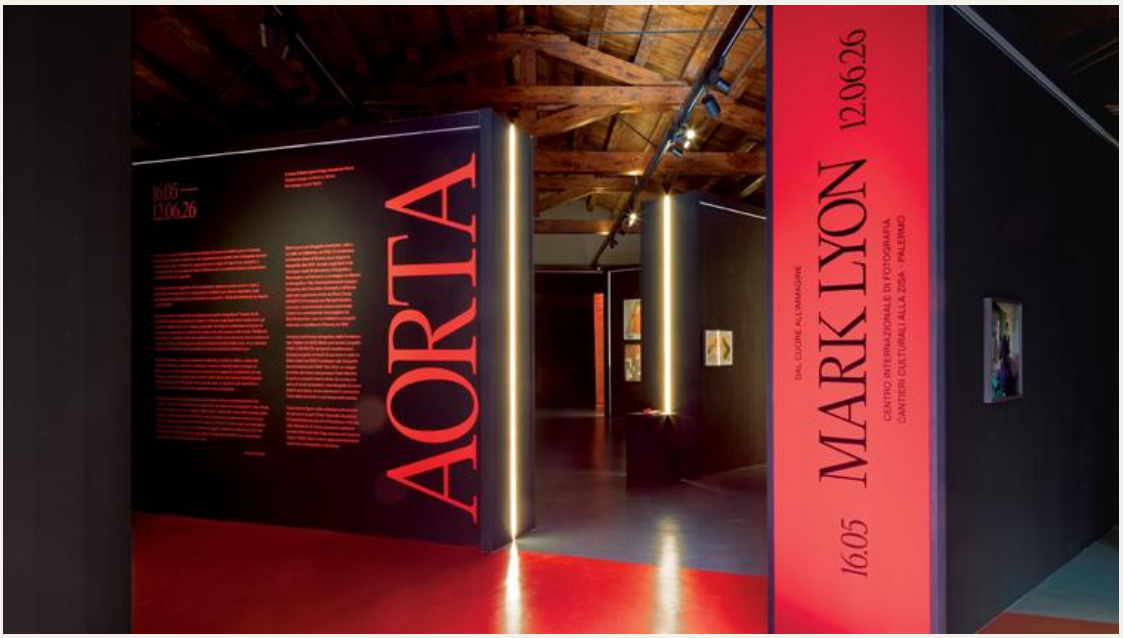
Aorta, Mark Lyon

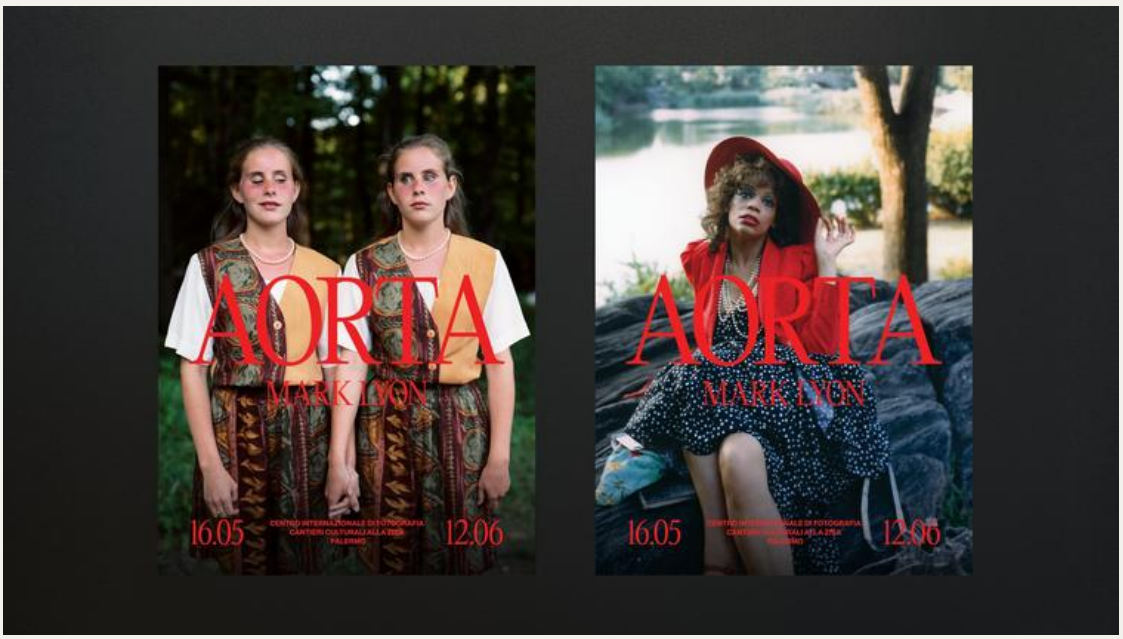
CLIENT	Mark Lyon
PARTNER	Andrea Lo Vetere
TEAM	Curated by Mark Lyon and Ugo Casabolo Ferro · Set design Laura Taylor
PLACE	Centro Internazionale di Fotografia, Cantieri Culturali alla Zisa, Palermo · 16.05 to 12.06.26

Exhibition identity and catalogue for Aorta.

Red type on black walls, a catalogue in red and white, and posters built on the photographer's portraits.




16.05 —
12.06.26
AORTA
DAL CUORE ALL'IMMAGINE
16.05 MARK LYON 12.06.26
CENTRO INTERNAZIONALE DI FOTOGRAFIA
CANTIERI CULTURALI ALLA ZISA · PALERMO


AORTA
MARK LYON
16.05
12.06
AORTA
MARK LYON
16.05
12.06



03 FURNITURE RETAIL, ISTANBUL CARLOS

Intera

CLIENT	Intera by Nobis
PARTNER	Carlos Beghetti
TEAM	NODA
PLACE	Dudullu, Istanbul

A reflective, double-curved facade that turns light into spectacle.

A furniture design, production and retail destination in Istanbul's Dudullu district.


MASSIMO DUTTI
BANANA REPUBLIC
ROLEX


BEYMEN
VAKKO
SEPHORA
ZARA


BEYMEN



Commercial Bank

CLIENT	Commercial Bank
PARTNER	Nejib Ghanmi
TEAM	Sixty Degrees
PLACE	Doha

Everything is possible.

A rebrand for Commercial Bank, one of Qatar's leading banks. The brand foundation set the big idea, Guiding Seas: as the moon guides the tides, the bank brings order to the unpredictable through agility and innovation, and hands every customer the tool to steer their own course. The Magician leads, with the Explorer and the Companion in support, and the voice comes down to one line: Everything is possible. The system runs from the identity, palette and photography to the sub-brands, Sadara and CB Pay, the Qatar National Day campaign and the Commercial Bank Qatar Masters.


البنك التجاري
COMMERCIAL BANK


culture
observe
culture
explore
discover
deliver
contemplate
discover
explore
discover
deliver
discover


Qatari Orjowan
Moonlight white
Ocean Silver
Sail Grey
Coastal Taupe
Timber brown
Sadara Blue
Pearl Black
Limited Gold
Colour Ratio

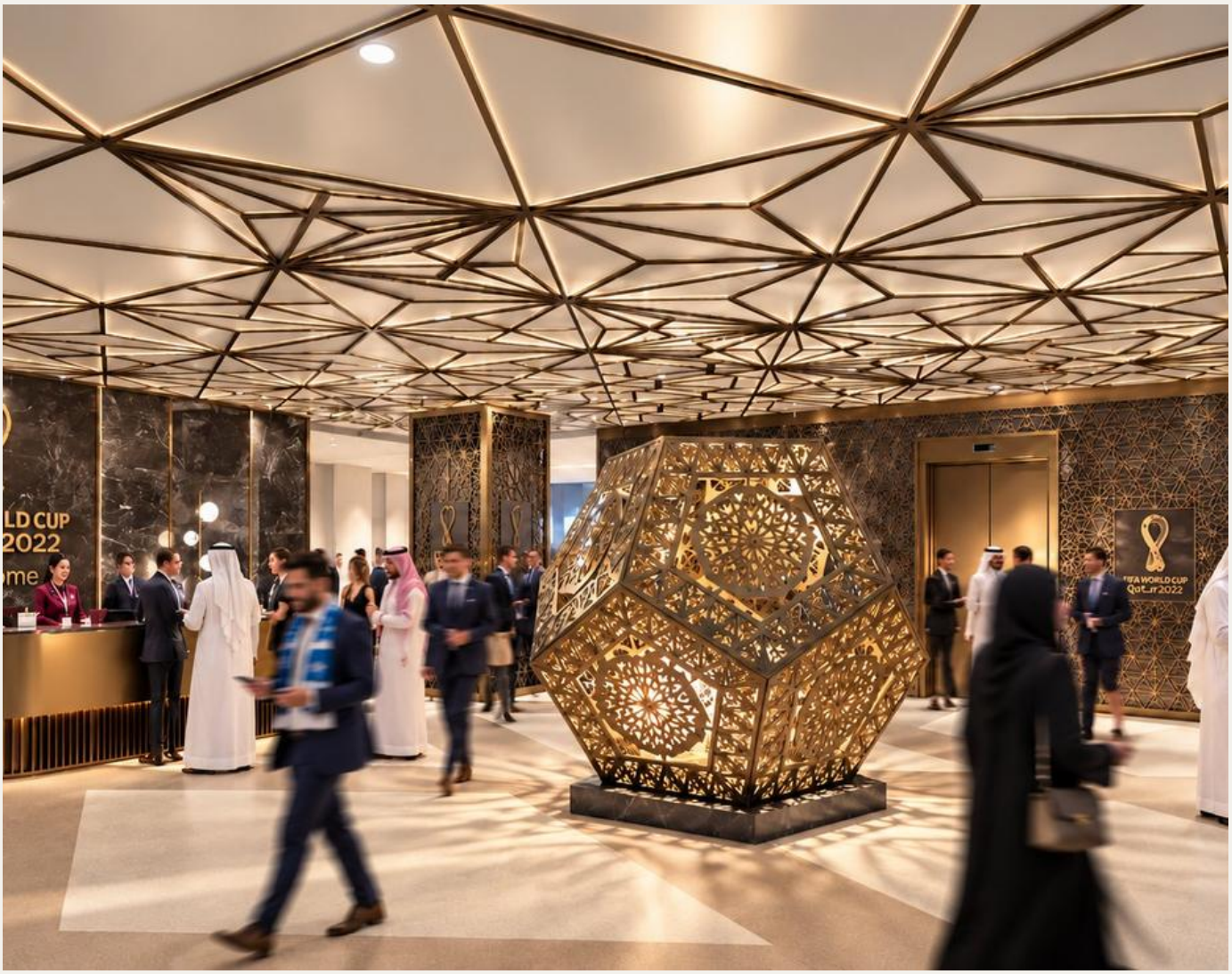


FIFA World Cup 2022 · MATCH Hospitality

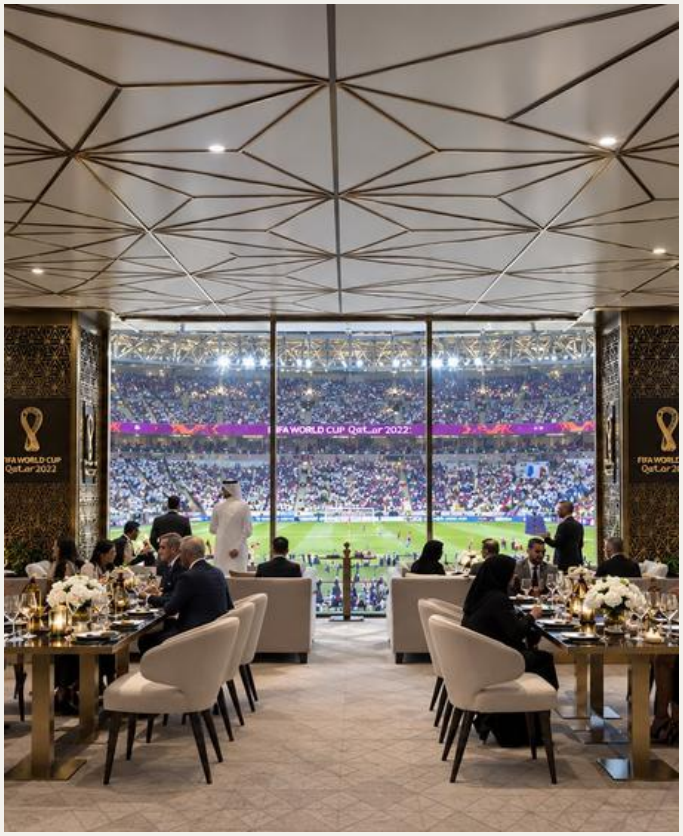
CLIENT	MATCH Hospitality
PARTNER	Nejib Ghanmi and Carlos Beghetti
TEAM	NODA × Human Brands
PLACE	Doha · FIFA World Cup Qatar 2022

Qatari heritage in a modern setting, overlooking the pitch.

A collaboration between NODA and Human Brands for MATCH Hospitality. VIP hospitality spaces and player environments across the Qatar 2022 stadiums, including the locker room used by Argentina in the final. Traditional Qatari patterns, warm metals and soft upholstery bring the nation's heritage into a modern interior.


FIFA WORLD CUP
Qatar2022


FIFA WORLD CUP
Qatar2022


FIFA WORLD CUP Qatar 2022



Piccolo Teatro Patafisico

CLIENT	Piccolo Teatro Patafisico
PARTNER	Andrea Lo Vetere
TEAM	Andrea Lo Vetere
PLACE	Season 2024 to 2025

Identity for Piccolo Teatro Patafisico.

A red looping line and a snail emblem, carried across posters, season programmes, stationery and merchandise for a theatre for new generations.


scargot
Piccolo Teatro Patafisico
di e con Danila Barone
ADESSO PRENDO IL VOLO
Teatro per le Nuove Generazioni - Stagione 2023 / 24
> 30 Mesi
Eoika
Piccolo Teatro Patafisico
Tratto da Biancaneve dei Fratelli Grimm
di e con Giselda Vitrano
Regia: Antonio Panella
Luci e Musiche: Cosimo Francavilla
Padiglione 33
via La Loggia, 5
Palermo
> 6 Anni
Dom 7 Aprile — 16:30 & 18:00
Blumen
L'eterna bellezza delle piccole cose
di e con Danila Barone
Scene: D. Barone, C. Francavilla
Sartoria: Cristina Tasso
Produzione: teatro dei Picciotti
Regia: Antonio Panella
Luci e Musiche: C. Francavilla
Dom 7 Aprile — 16:30 & 18


ccolo Teatro Patafisico


Stagione 2024
Teatro per le nuove generazioni
Piccolo Teatro Patafisico
2025
Piccolo Teatro Patafisico



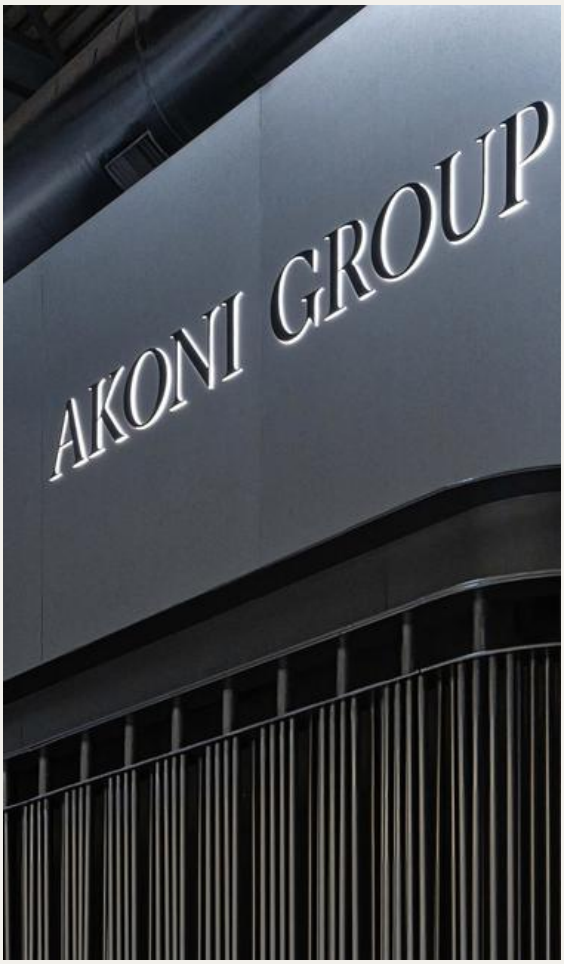
Akoni Group

CLIENT	Akoni Group
PARTNER	Carlos Beghetti
TEAM	NODA
PLACE	MIDO, Milan

A monolith of brushed metal that opens into corridors of light.

A booth for Akoni Group, the eyewear house, at MIDO in Milan. From the hall it reads as one quiet, solid volume of brushed metal and vertical fins. Inside, dark corridors framed in lines of light lead visitors from piece to piece, each frame shown like an object in a gallery.


EVOLVING EXCELLENCE


AKONI GROUP





Qatar Foundation

CLIENT	Qatar Foundation
PARTNER	Nejib Ghanmi
TEAM	Sixty Degrees
PLACE	Doha

Light Transformation: the Sidra tree and the pursuit of human potential.

A rebrand connecting the Sidra tree with the pursuit of human potential, with a design system carried from the logo to the publications.


رؤية
Imagine


نشأ
Flourish


QF


Qatar Foundation
Address
Company
First line of address
Second line of address
Third line of address
Date 24.05.16
Dear Sir/Madam,



Elly, Beirut

CLIENT	Elly
PARTNER	Nejib Ghanmi and Carlos Beghetti
TEAM	NODA × Human Brands
PLACE	Beirut

Art Nouveau, read again for a boutique in Beirut.

A collaboration between NODA and Human Brands. A store that interprets Art Nouveau for today: soft, feminine curves, copper-framed arches and the brand's own palette of deep green and blush, carried from the letters on the facade to the ceiling above the fitting rooms.


elly




elly



Makani, Four Seasons Doha

CLIENT	Four Seasons Hotel Doha
PARTNER	Carlos Beghetti
TEAM	NODA
PLACE	West Bay, Doha

A terrace made for the hour between sunset and night.

A waterfront dining terrace for Makani at Four Seasons Hotel Doha. Timber canopies, woven lanterns, bougainvillea and low lounge seating face the marina, so the space comes alive as the light turns from sunset to blue hour.









Hamad International Airport

CLIENT	Hamad International Airport
PARTNER	Nejib Ghanmi
TEAM	Sixty Degrees
PLACE	Doha

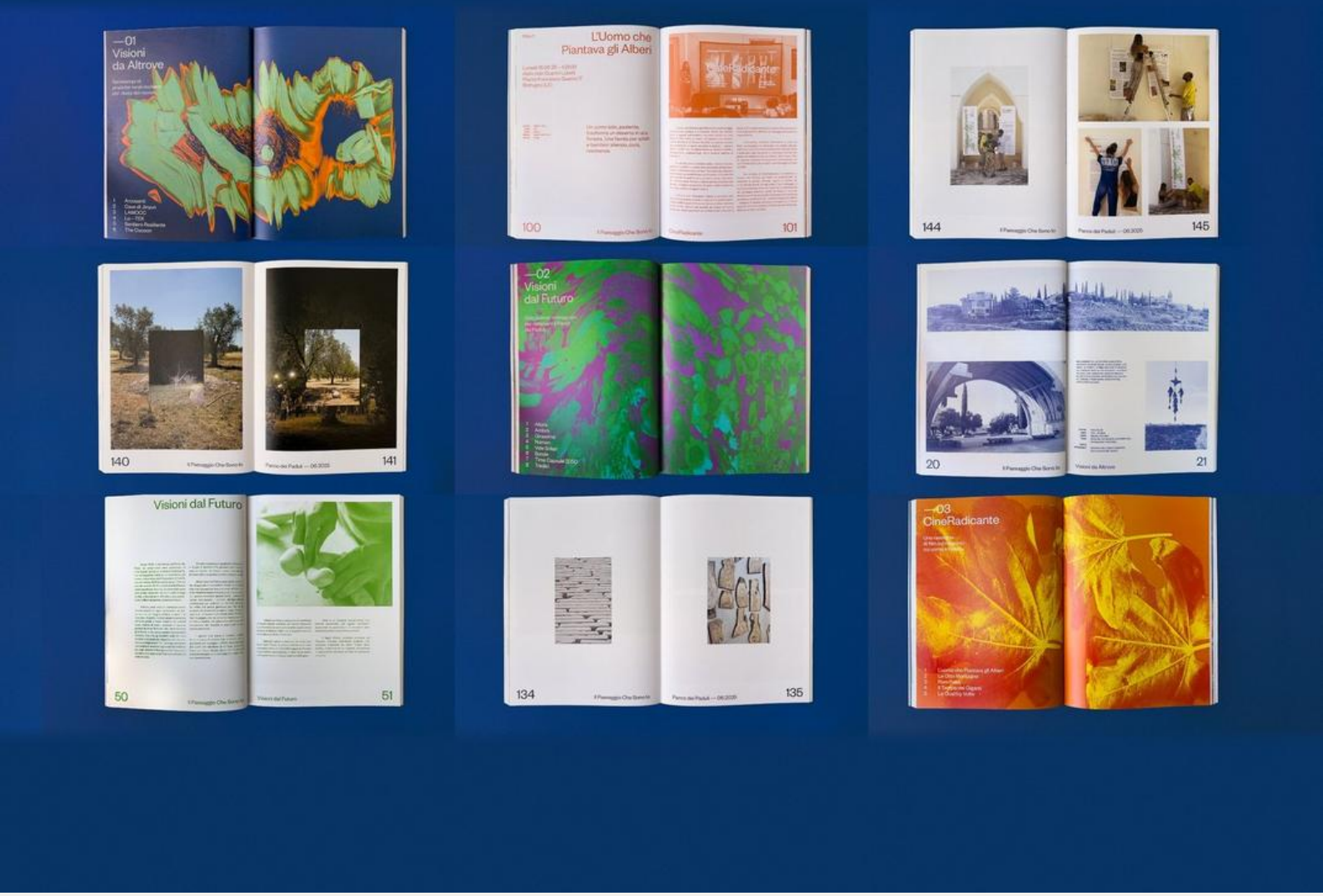
An airport positioned as Doha's Majlis: the first room where the city receives its guests.

Sixty Degrees won Hamad International Airport on a branding and communications strategy built around one idea: Doha's Majlis. In the Gulf the majlis is the room where a host receives guests, listens and makes them feel at home. HIA was positioned as the city's majlis for the world, the first room every traveller sits in, and the brand was asked to behave like a host rather than a hub. The strategy made Sixty Degrees the airport's agency and led HIA to upgrade its FC Bayern München sponsorship to Platinum, putting the airport on the team's sleeve. The partnership was then carried across communications, events, co-branding and a landing film that receives the team in Doha as guests of the house.


Hamad
Airport
QATAR
9







Il Paesaggio Che Sono Io

CLIENT	Il Paesaggio Che Sono Io
PARTNER	Andrea Lo Vetere
TEAM	Andrea Lo Vetere
PLACE	Parco dei Paduli, Puglia · 2025

Identity, book and posters for Il Paesaggio Che Sono Io.

Saturated, glitching botanical images carry the posters, a printed book on a blue ground, and the film season CineRadicante.


142
143
126
127
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Spazio Espositivo
124
125


Il Paesaggio Che Sono Io
Visioni da Altrove
Una mostra di pratiche rurali resilienti dal resto del mondo.
Inaugurazione 27.06—h19:00 Cortile MIAB San Cassiano (LE)
Il Paesaggio Che Sono Io
Visioni dal Futuro
Una mostra di oggetti immaginari per ripensare il Parco dei Paduli.
Inaugurazione 27.06—h19:00 Cortile MIAB San Cassiano (LE)
Il Paesaggio Che Sono Io
Visioni da Altrove
Una mostra di pratiche rurali resilienti dal resto del mondo.
Inaugurazione 27.06—h19:00 Cortile MIAB San Cassiano (LE)
Il Paesaggio Che Sono Io
Visioni dal Futuro
Una mostra di oggetti immaginari per ripensare il Parco dei Paduli.
Inaugurazione 27.06—h19:00 Cortile MIAB San Cassiano (LE)
Il Paesaggio Che Sono Io
Visioni da Altrove
Il Paesaggio Che Sono Io
Visioni dal Futuro
Il Paesaggio Che Sono Io
Visioni da Altrove
Il Paesaggio Che Sono Io
Visioni da Altrove


Il Paesaggio Che Sono Io



Athletes Gym

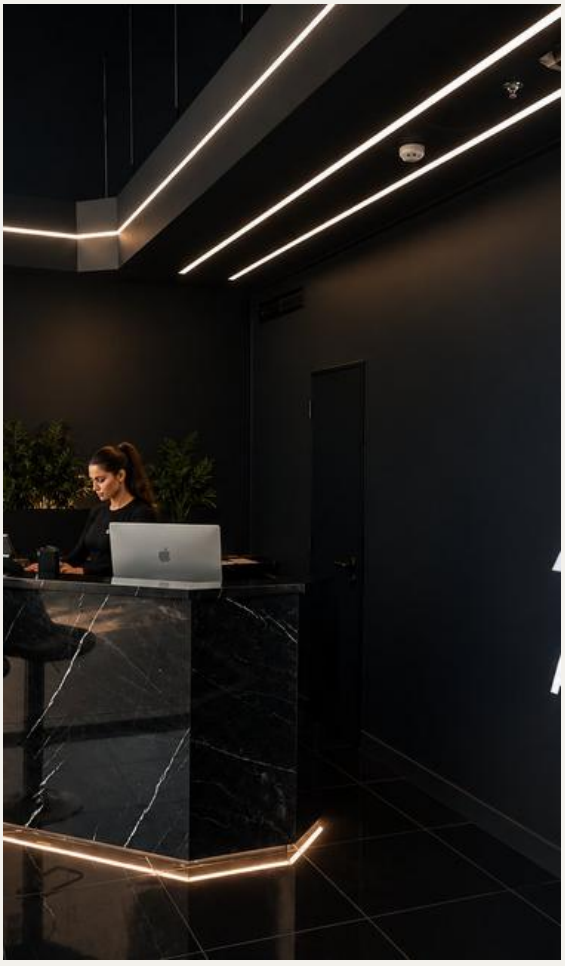
CLIENT	Athletes Gym
PARTNER	Carlos Beghetti
TEAM	NODA
PLACE	Lusail Marina, Qatar

Lines of light that carry you through the workout.

A training club at Lusail Marina, dressed in black and drawn in light. Lines of light lead from the street entrance through the reception, the corridors and the sled tunnel to the lockers, and the brand's A is built from the same strokes.




ETES





Aswaaq

CLIENT	Aswaaq
PARTNER	Nejib Ghanmi
TEAM	Landor Associates
PLACE	Dubai · 2007 · Cannes Lions Bronze 2009

A neighbourhood supermarket that greets you in every language of the street.

A full branding programme for Aswaaq, a new chain of community supermarkets in Dubai, built around a warm, conversational voice and a family of speaking icons, one for every department. It runs from the facade and the aisles to the rice sacks and the campaign. Cannes Lions Bronze, Design and Art Direction, 2009.

أســـواق
aswaaq

let's all speak aswaaq









Organisations the partners have served, through their own studios and earlier agencies.

Burj Khalifa	Four Seasons Doha	Fouta Harissa
Emaar	Akoni Group	The 85 Project
Qatar Foundation	New Zealand Pavilion, Expo	Hassad Food
Commercial Bank	Intera by Nobis	Mazzraty
UOB	Elly	Aswaaq
Alinma Bank	Qatar University	Izair
Hamad International Airport	Discovery	Qatar Motorsports Academy
MATCH Hospitality	dentsu	Quorum
FIFA World Cup Qatar 2022	Unconditional Skincare	

CAN

Tell us about the place you are building.

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