



FEATURED ARTIST: SOUAD HADDAD

ART | APRIL 7, 2023 | [f](#) [t](#) [✉](#)



Image courtesy of Souad Haddad

Featured Artist
Souad Haddad

Souad Haddad is a **Lebanese** Artist holding a Bachelor degree in Business Management from University Saint Joseph, Beirut and a Diploma in **Event Management** and Innovative Marketing from EMDI, Dubai certified by City & Guilds, London. She has an extensive and diversified **banking experience** with a focus on Wealth Management and Capital **Markets activities**.



Image courtesy of Souad Haddad

Her career as a banker supplemented her **passion for painting**. She believes that the act of painting is a **therapy** for the mind and soul; it creates a flow effect between the artist and the **artwork**.

Souad is a **self-taught artist**. She started her art journey with **mixed media** and acrylic paintings on canvas and wood painting **cloth hangers**, trays, mirrors, photo frames, boxes and cabinets. Eventually, she shifted her focus to modern acrylic paintings on canvas experimenting with **different techniques** to achieve the **desired effect**. She is inspired by

the beauty of life and its various aspects. She loves what she calls “feminine” paintings, featuring women and flowers as **primary subjects**.

The **women** she paints reflect inner beauty, **strength**, and elegance, embracing their **femininity** while also being empowered. Similarly, the **flowers** she uses in her work often represent delicate femininity and how it stands strong **against adversity**.



Image courtesy of Souad Haddad

Through her **artwork**, Souad captures humanity and its complexities. She conveys a **powerful message** of **female empowerment** and strength while celebrating life's softer side. She paints using bold brushstrokes and vibrant colours to **celebrate life**, love, and **beauty**.

more. [SHStudio4](#)



Image courtesy of Souad Haddad



Image courtesy of Souad Haddad



Image courtesy of Souad Haddad



Image courtesy of Souad Haddad