



## Founder and CEO: Ayah Bdeir

Ayah Bdeir is an engineer and an interactive artist, and the founder of littleBits, an open source library of electronic modules that snap together with magnets. Less than a year after the company was started, littleBits was acquired by MoMA for the museum's collection, won over 14 toy awards, was featured on TED, BBC, Forbes and Popular Science, and called by Bloomberg TV "LEGO for the iPad generation."

Bdeir graduated with a Masters from the MIT Media Lab where she was a student in the Computing Culture Group. Prior to that, Bdeir studied Computer Engineering and Sociology in the American University of Beirut.

After the Media Lab (and a brief stint in Finance), Ayah received a fellowship and senior fellowship at Eyebeam Art+Technology center. She taught graduate classes at NYU and Parsons and taught numerous workshops to get non-engineers, and particularly young girls, interested in science and technology. Bdeir was a mentor in the regional reality tv-show Stars of Science (initiated by Qatar Foundation) promoting science and technology innovation in the Middle East.

In 2010, Bdeir was granted a fellowship with Creative Commons in recognition of her work, including spearheading the first Open Hardware definition and co-chairing the Open Hardware Summit at the New York Hall of Science in September of 2010 and 2011. In 2012, Bdeir was awarded the highly prestigious TED fellowship, as one of 25 innovators in 2012 from around the world. Her 2012 TED talk on littleBits and the future of play has been viewed over 600k times.

Bdeir is also the founder of Karaj, Beirut's lab for experimental art, architecture and technology.

Ayah lives and works in New York.