



RUMI | ART FOR ADVOCACY

Rumi's shared advocacy agenda is developing independent cultural and creative female practitioners within the MENA region, with a particular concentration on the displaced and widowed. A social enterprise initiative connecting consumers to original, sustainable and fair-trade goods from independent creators.

Inspired by the traditional bazaars, souks and the infamous ancient silk road trade routes — connecting the East and West.

A visual identity inspired by the Islamic theologian, scholar and mystic poet. Whose work focused on the opportunity for a meaningful and elevated life through personal knowledge and love. Transcending national, religious and cultural boundaries.

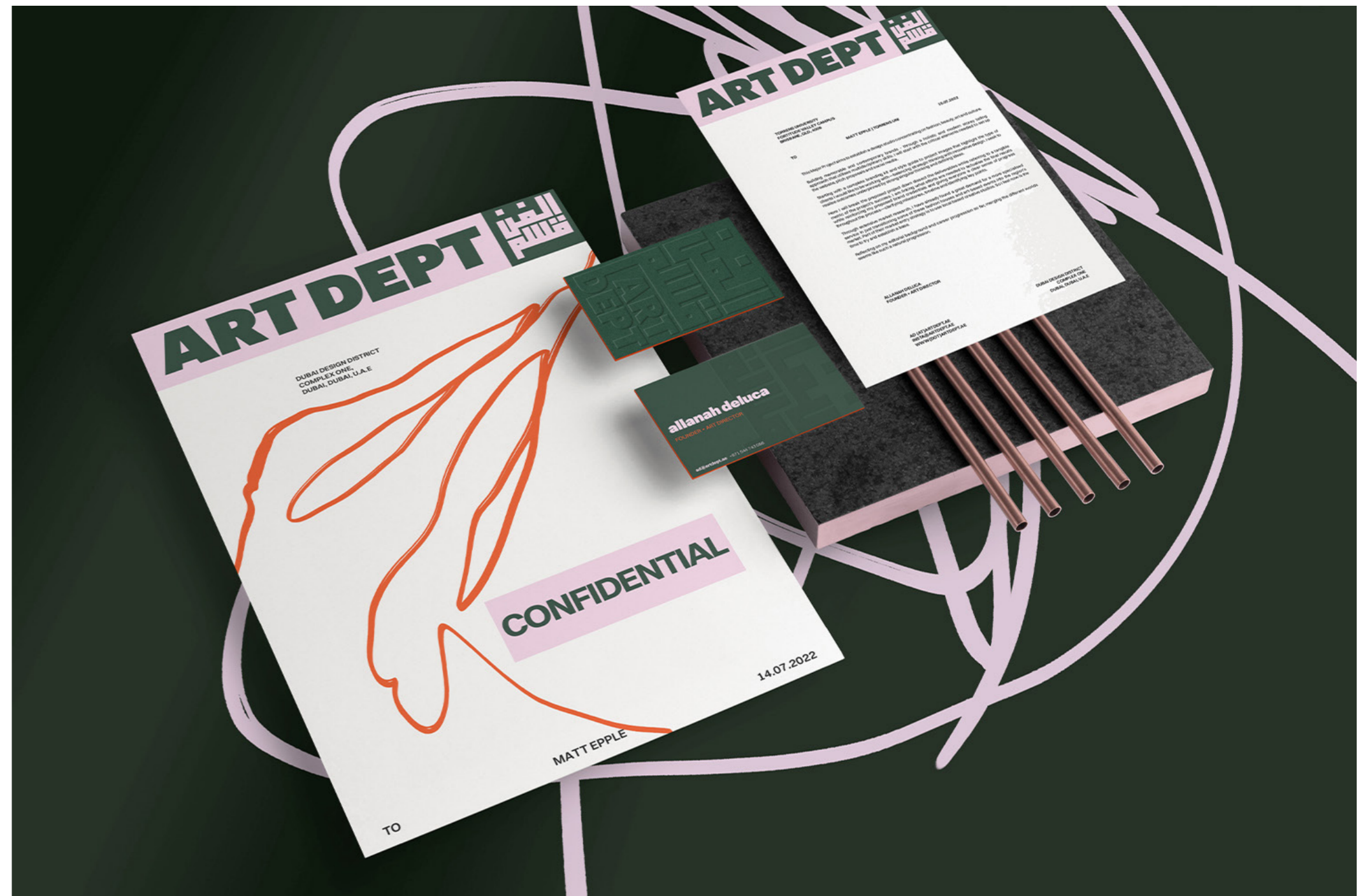
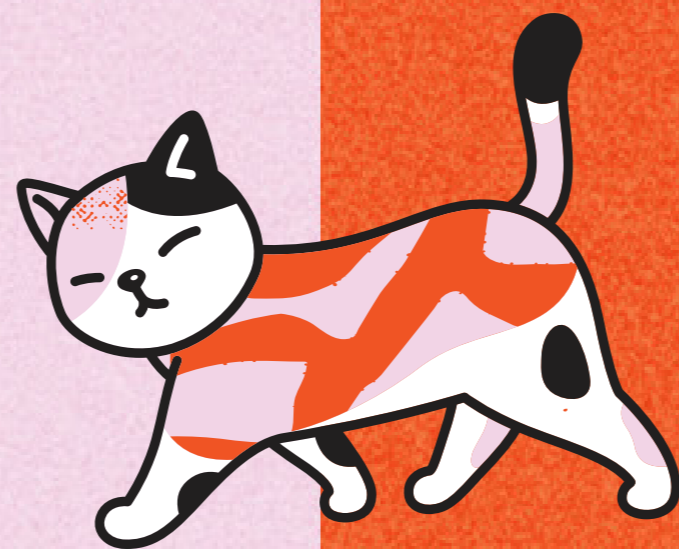
The tagline Art for Advocacy is a simplistic statement summarising our core ethos, empowerment of women through artistic practices. Advocating creativity, prosperity and transparency in pursuit of supporting grassroots makers.

Allanah Deluca

ad@artdept.ae

<https://artdept.ae/>

Bachelor of Communication Design



Allanah Deluca

ad@artdept.ae

<https://artdept.ae/>

Bachelor of Communication Design

ART DEPT - THE INTERSECTION

Design continues to play a more critical part in the contemporary discussion because it deals with how we feel. Design must be an experience regardless of medium; the outcome must stand out and truly connect by engaging emotionally and intellectually.

The Art Dept was founded as a place to foster creativity to inspire change, harnessing the power of collaboration. Advocating curiosity, creativity, compassion and connection. We are constantly aspiring to develop brands that transcend and translate across cultures.

Working collaboratively across various sectors and industries, our studio has built an array of genuinely influential brands that challenge, inspire, and excite audiences and their communities.

When we connect curious brands with conscientious ideas, we believe we elevate the collective consciousness. Weaving a strategic strategy into the core of any brand and continuously injecting our core ethos into every new project.



A NEW TYPE OF FOLIAGE.

Foliage Display grew from a modern interpretation of mid-century style type.

Drawing its inspiration from Art Forms in Nature and homage to the Art Nouveau era. Translating through exaggerated atypical curves and soft, overemphasised elements. Considered contrasting strokes and archetypal features in conjunction with highly expressive counter forms.

The result is a vibrant typeface well suited for large applications, fashion branding, luxury packaging or high-end editorial use. The collection currently contains one font-weight with accompanying punctuation marks, numerals and alternates.

Thanks to slightly compressed proportions, short ascenders and descenders, it can be set very tight for a strong visual impact.

Allanah Deluca

ad@artdept.ae

<https://artdept.ae/>

Bachelor of Communication Design



Post identifies as the connector. An online and offline wellness space dedicated for new mums. Specialising in postpartum health - nourishing body and mind.



POST - POSTPARTUM CARE

Post identifies as the connector. An online and offline wellness space dedicated to new mums. Specialising in postpartum health - nourishing body and mind.

Employing the use of traditional and not so traditional methodologies to treat postpartum depression from infancy.

Through thoughtful initiatives, Post's service offerings ambitiously aim to bring awareness to postpartum mental health issues. Targeting the issue from 4 different angles, Post fused key problem areas into a holistic, multifaceted service solution.

Adopting all five senses through an unfolding series of physical and virtual experiences, the brand language aims to be flexible across a multitude of scenarios.

Allanah Deluca

ad@artdept.ae

<https://artdept.ae/>

Bachelor Communication Design



01 WILD
Crafted 02
03 ETHICAL
Cosmic 04
05 BALANCE
Considered 06
07 HEALING
Attentive 08
09 FEMININE
Grounded 10



WILD HERB - UNLEASH THE CHEF

Revitalised interest in holistic medicine, coupled with the rise of at-home master chefs - this industry is primed and ready to grow.

Wild Herb aims to be the perfect blend of adaptogens and wild-crafted herbs.

Wild Herb was born to be Wild - The primary logo mark was designed with different SKUs in mind, with the optional use across the altering variations of products, with slight differences - but forming a cohesive tone set by the style guild.

Herbs (and spices) have the ability to transform the user experience and transport us to faraway lands with the right blend. My question is how can we utilise this same experience and emotions into tangible packaging that evokes a transcendent visual and physical impression.