

2025

# ATELIER★PUR

ART DIRECTION & DIGITAL PROJECTS

[INSTAGRAM](#) [EMAIL US](#)

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HELLO

**WE ARE ATELIER PUR, A STUDIO OFFERING  
DIGITAL DESIGN SERVICES WITH A LOVE FOR  
SUBVERSIVE & DARING IDENTITIES**



SHOPIFY DEVELOPMENT

# PIÈCES UNIQUES SHOP

2022

PIECESUNIQUES.FR →

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"LA CLE" MUSHROOM HAT  
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# MEHDI BAKI PORTFOLIO

2022

MEHDIBAKI.COM →

**Mehdi Baki**

**Gallery**

**Videos**

**About**

**Biography**

Mehdi's first approach to "movement" started when he was 11, through the practice of Capoeira, bboyng, and acrobatics. To broaden his horizon, he decides to enrich his toolset through training in ballet, classical dancing, modern Jazz, and contemporary dancing.

In 2011, his discovery of theatre through the international theatre school Ecole Jacques Lecoq revolutionized his vision of movement and unveiled new perspectives. Since then, Mehdi has been creating ever since than been dedicated in creating links between his inspirations and experiences, all whilst integrating a strong theatrical dimension.

He has notably worked with Giuliano Peperini, James Thierré, and Yannin Bourgeois.

In 2018, Mehdi Baki created his first project called "Bye Bye Myself" in collaboration with Nicolas Fayol. Shortly followed by his second due "OHIO" premiered in November 2020.

Gradually developing a stronger interest in cinema, he makes his debut in 2022 in "En Corps", latest movie directed by Cédric Klapisch.

He remains, in parallel, active in battles, having been a finalist in Juste Debout in 2018, twice the winner of the battle Open Your Mind in 2018.

**Cinema**

- En Corps - / Directed by Cédric Klapisch
- OHIO - Chorography and Performance, Mehdi Baki et Nicolas Fayol
- Bye Bye Myself - - Chorography and Performance, Mehdi Baki et Nicolas Fayol
- Goliath - - Compagnie Yannin Bourgeois
- Adult vs - - Compagnie Yannin Bourgeois
- Tapis Rouge - - Compagnie du Haneton, James Thierré
- Borderline - - Compagnie Wang / Raminet
- Obstacles - - Compagnie Trafic de Styles

**Advertising**

- Apple Airpods - Bounce
- Seat Ibiza - Real Nacho G
- Crunch Daniels - Real. Tea

**Mehdi Baki**

**Gallery**

**Videos**

**About**

**Contact**

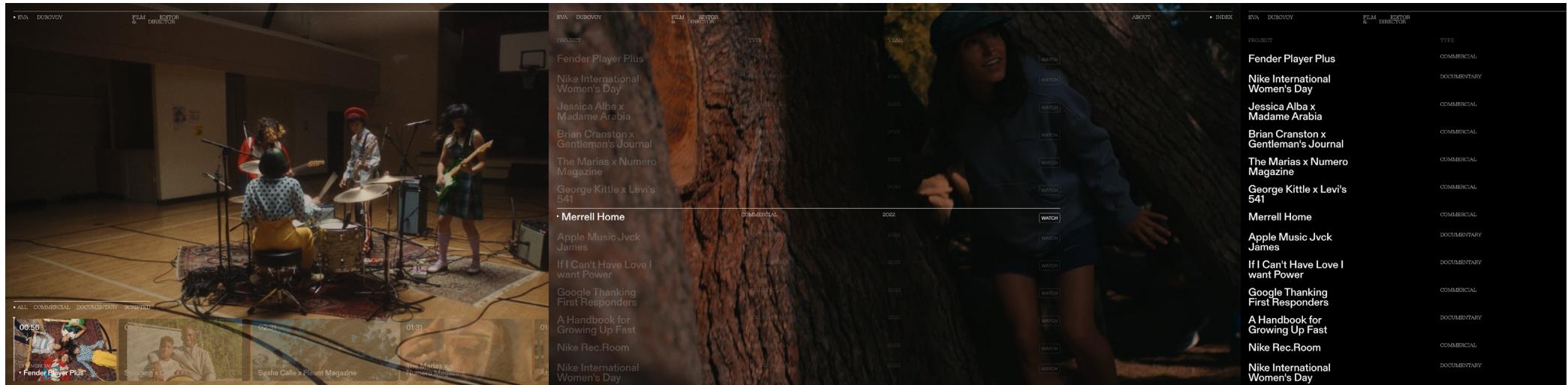
# MEHDI BAKI

## ART DIRECTION WEBSITE DESIGN DEVELOPMENT

# EVA DUBOVAY PORTFOLIO

2025

COMING SOON →

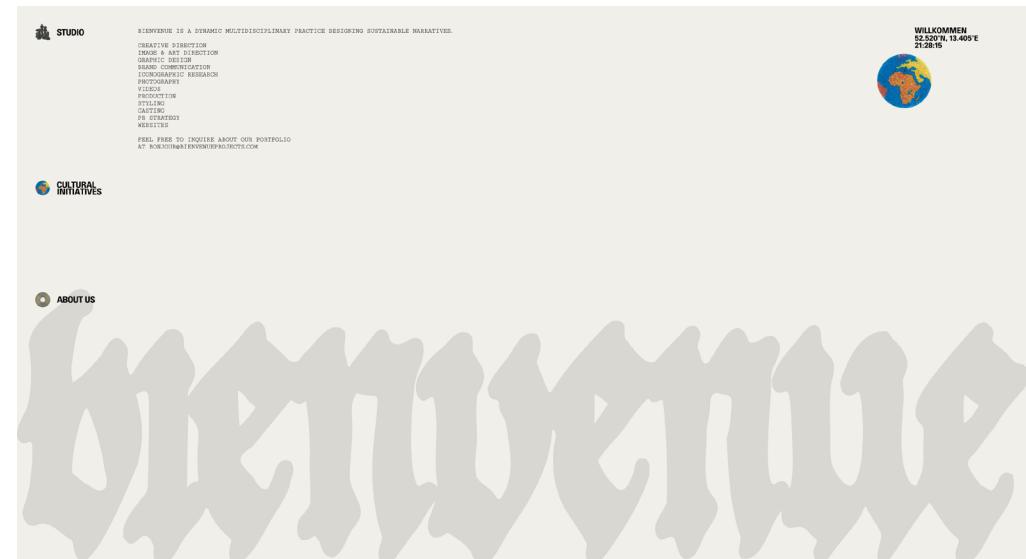


WEBSITE DESIGN DEVELOPMENT

# BIENVENUEPROJECTS WEBSITE

2023

BIENVENUEPROJECTS.COM →

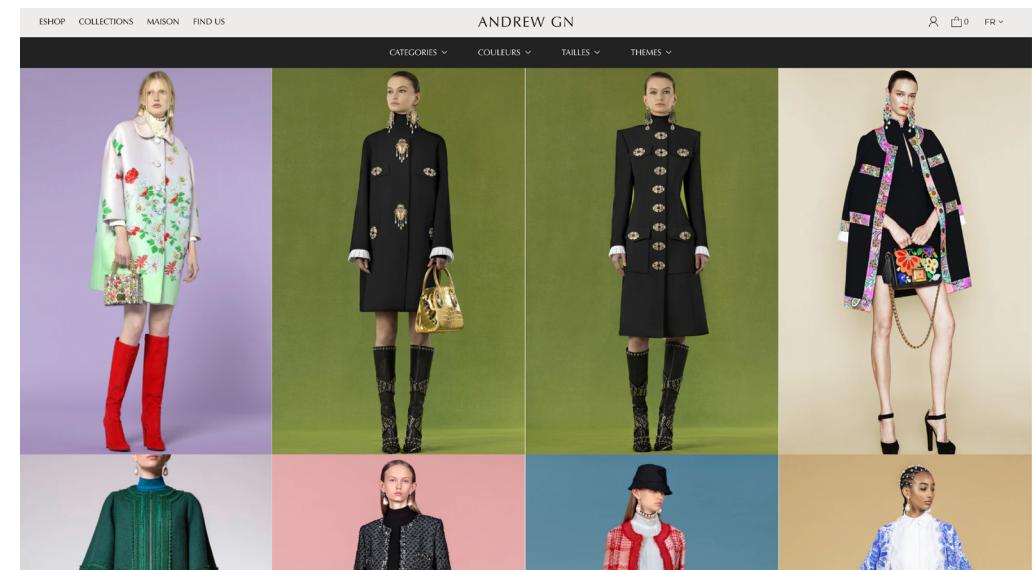


WEB DEVELOPMENT

# ANDREW GN SHOP

2023

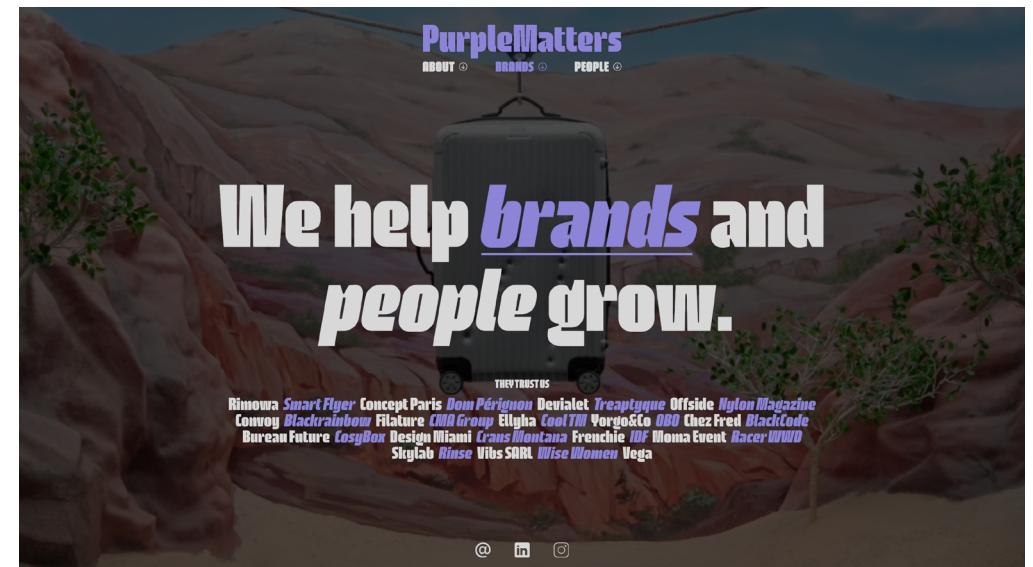
[ANDREWGN.COM](http://ANDREWGN.COM) →



# PURPLE MATTERS WEBSITE

2022

[PURPLEMATTERS.SERVICES →](#)

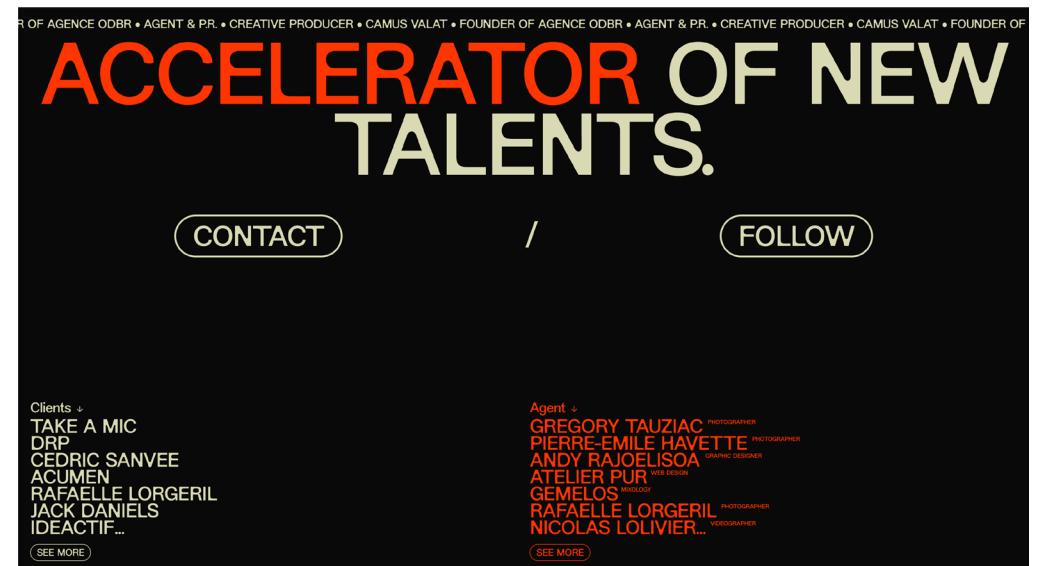
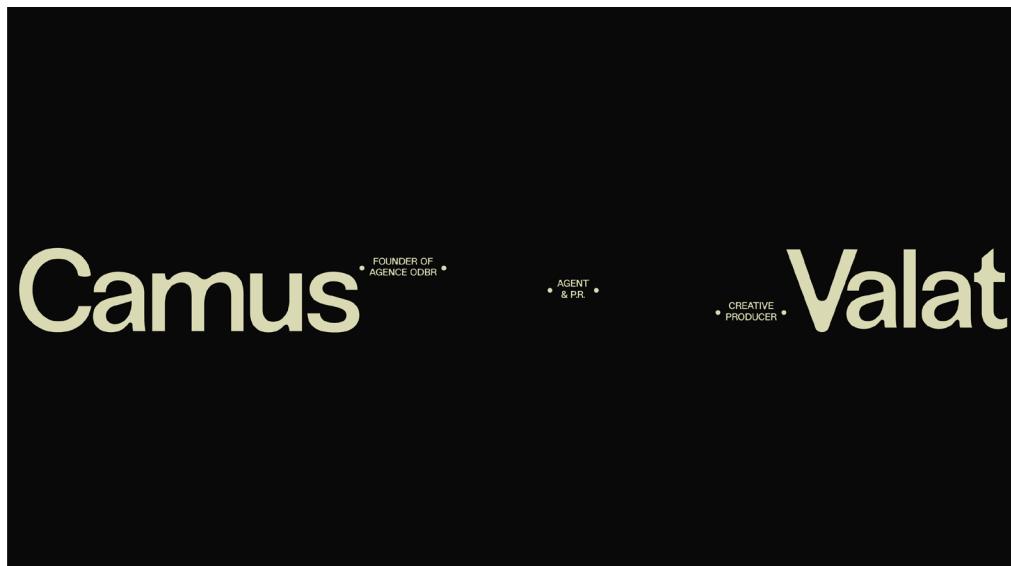


## ART DIRECTION WEBSITE DESIGN DEVELOPMENT

# CAMUS VALAT WEBSITE

2024

CAMUSVALAT.COM →



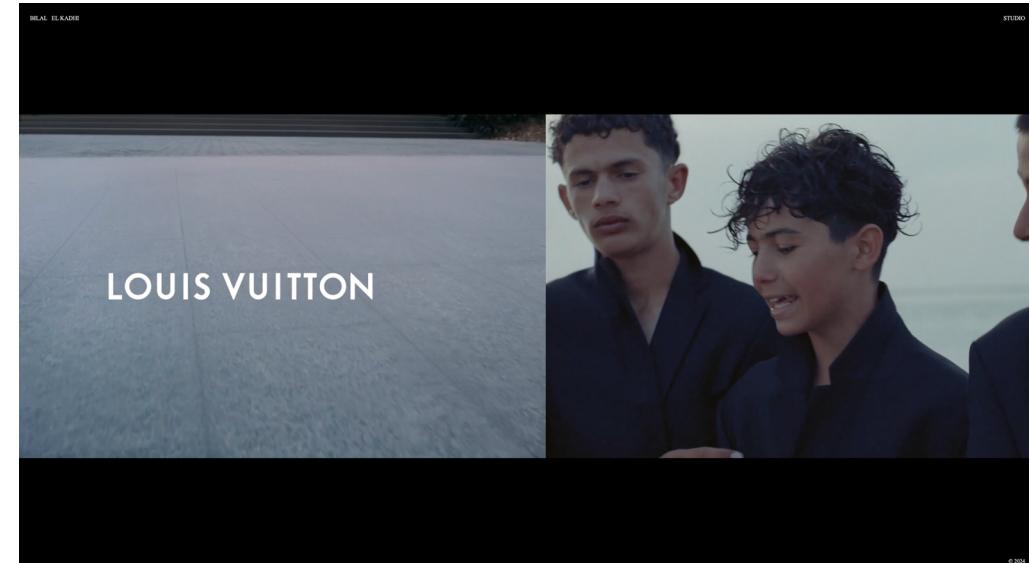
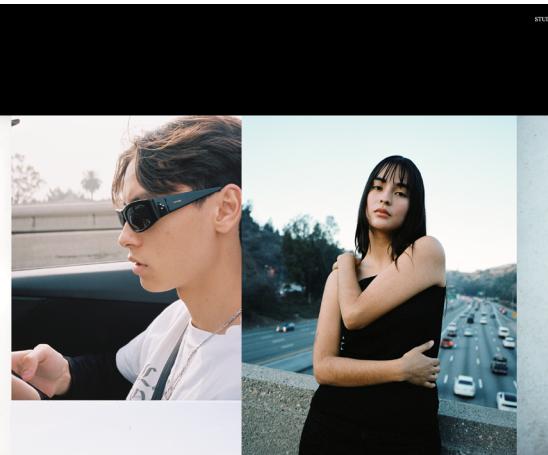
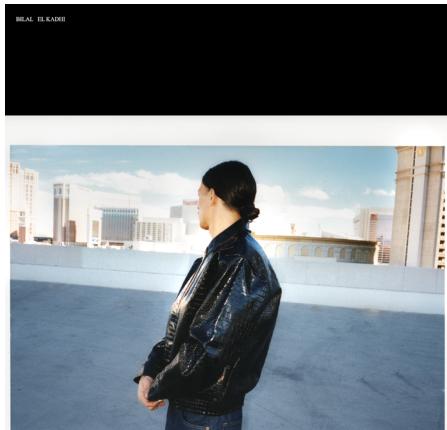
WEBSITE DESIGN

DEVELOPMENT

# BILAL EL KADHI PORTFOLIO

2023

[BILALELKADHI.STUDIO →](http://BILALELKADHI.STUDIO)

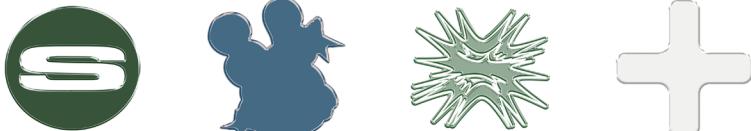


SHOPIFY DEVELOPMENT

# CHEZ SNOWBUNNY SHOP

2022

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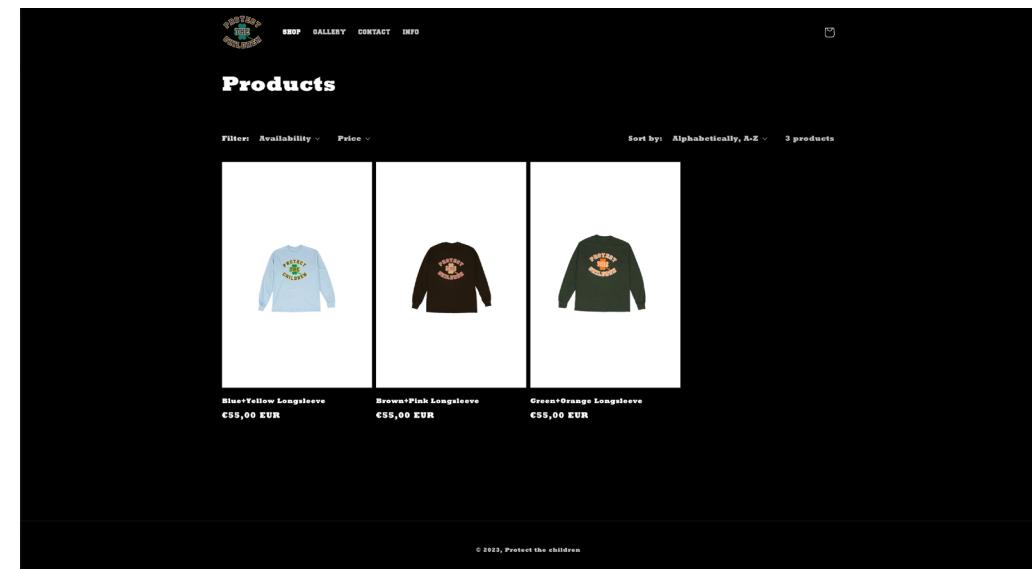
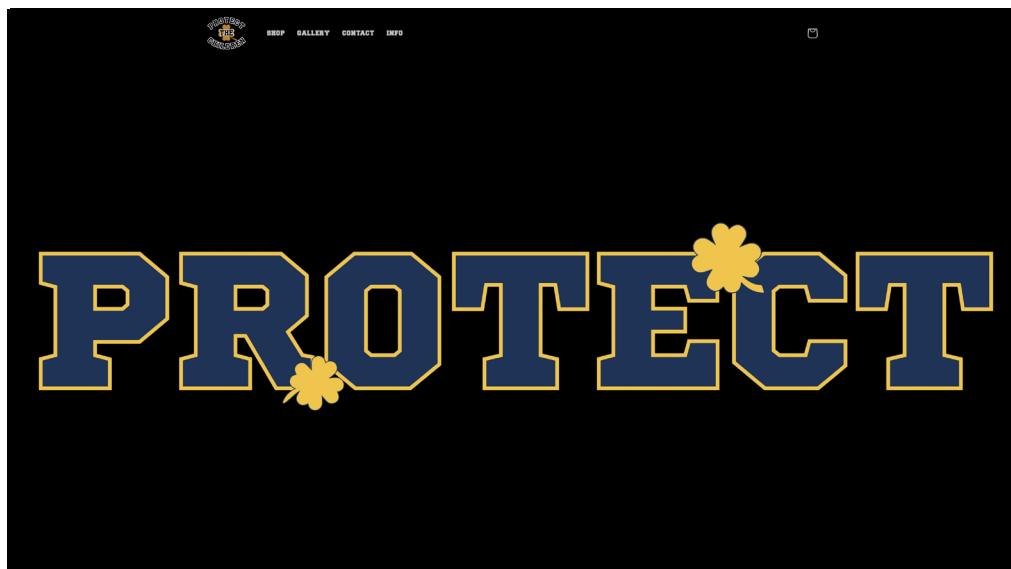
FILTERS

SHOPIFY DEVELOPMENT

# PROTECT THE CHILDREN SHOP

2022

PROTECTTHECHILDRENPARIS.COM →



IDENTITY

WEBSITE DESIGN

MOTION

# MNMA STUDIO REDESIGN

2021

**MNMA**

TRANSIDISCIPLINARY  
ARCHITECTURE STUDIO

• NEXT – CUPE HOUSE<sup>05</sup>

Photographed by Andre Klotz

Retail Store in São Paulo (Brazil)

A large yellow slab encircled by a porch was the element that guided the intimate design of the Casa Cupe, located in an old coconut farm in the region of Portal do Cupe, Pernambuco, northeastern Brazil. A project that materializes sensations and seeks more harmonious forms of construction with nature.

EXPLORE ↴

TRANSIDISCIPLINARY  
ARCHITECTURE STUDIO

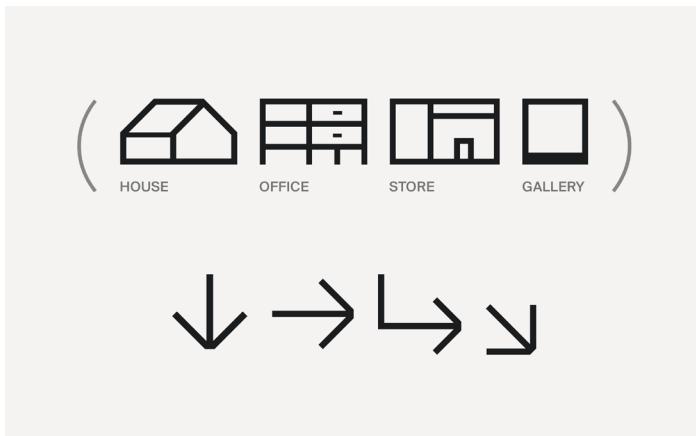
• CASA CUPE  
(250 M<sup>2</sup>) HOUSE IN  
PERNAMBUCO (2018)

• RETAIL STORE IN SÃO PAULO (BRAZIL)

A large yellow slab encircled by a porch was the element that guided the intimate design of the Casa Cupe, located in an old coconut farm in the region of Portal do Cupe, Pernambuco, northeastern Brazil. A project that materializes sensations and seeks more harmonious forms of construction with nature.

EXPLORE ↴

# VISUAL IDENTITY

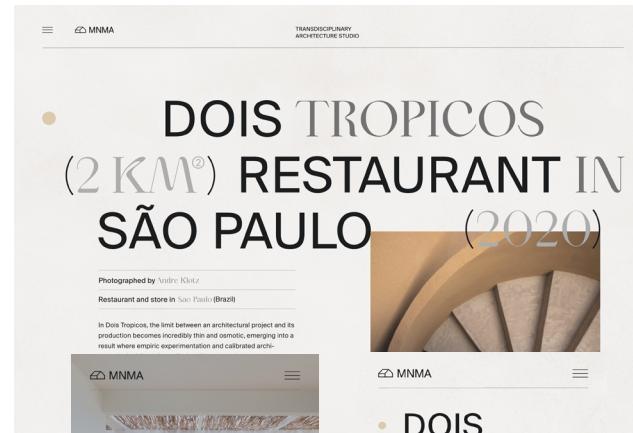


# WEBSITE



ARCHI-  
TECTURAL  
PRACTICE  
BASED IN  
SÃO PAULO

EXPLORE WORKS ▾



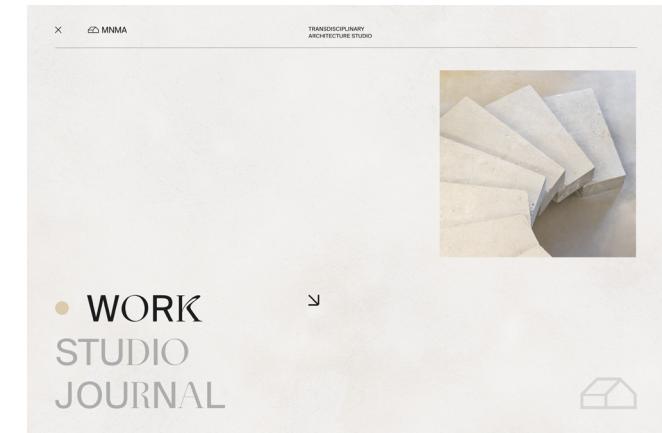
DOIS TROPICOS  
(2 KM<sup>2</sup>) RESTAURANT IN  
SÃO PAULO (2020)

Photographed by Andre Klotz  
Restaurant and store in São Paulo (Brazil)

In Dois Tropicos, the limit between an architectural project and its production becomes incredibly thin and osmotic, emerging into a result where empiric experimentation and calibrated architectural decisions always fuel and impact each other. MNMA's design of a commercial space in São Paulo.

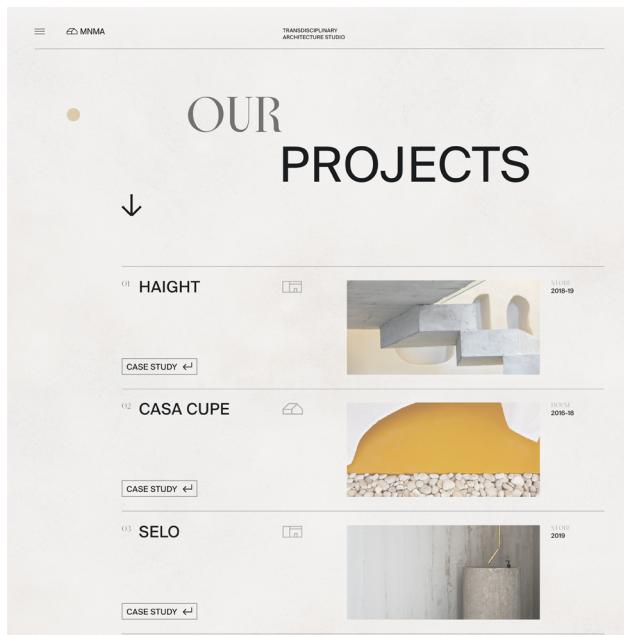
• NEXT — 05 CUPE HOUSE

• DOIS TROPICOS RESTAU- RANT IN SÃO P. (2020)



WORK  
STUDIO  
JOURNAL

• SELO DE CONTROLE (100 M<sup>2</sup>) STORE IN SÃO PAULO (2019)



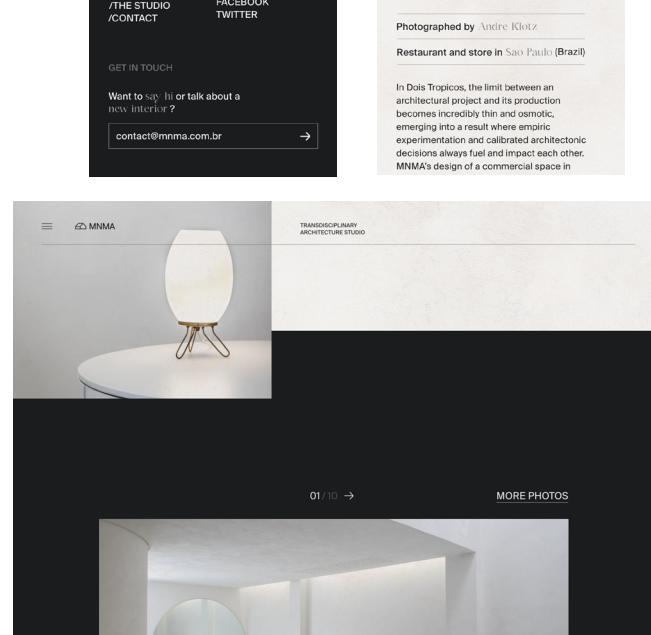
OUR  
PROJECTS

• OUR PROJECTS

01 HAIGHT  
CASE STUDY ↗

02 CASA CUPE  
CASE STUDY ↗

03 SELO  
CASE STUDY ↗



SELO DE CONTROLE (100 M<sup>2</sup>) STORE IN SÃO PAULO (2019)

Photographed by Andre Klotz  
Retail Store in São Paulo (Brazil)

The 100 square meter retail restoration project for Selo brand of handmade shoes inspired us to create a kind of brief escapist atmosphere. MNMA studio's core process of developing ideas

• SELO DE CONTROLE (100 M<sup>2</sup>) STORE IN SÃO PAULO (2019)



• SELO DE CONTROLE (100 M<sup>2</sup>) STORE IN SÃO PAULO (2019)

Photographed by Andre Klotz  
Retail Store in São Paulo (Brazil)

The 100 square meter retail restoration project for Selo brand of handmade shoes inspired us to create a kind of brief escapist atmosphere. MNMA studio's core process of developing ideas

• EXPLORE ▾

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**THANKS,  
SEE YOU VERY SOON.**

