

TAREK NAGY

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GERTRUDE SATURDAYS

Getrude Saturdays

Identity and campaign for a street festival in Melbourne, VIC

Identity
Art Direction
UX / UI Design
Content Strategy
Event Production

Gertrude Street is a hotspot for independent boutiques and trendy hospitality venues in the suburb of Fitzroy. This is a self-initiated project, funded by a city grant, to promote small businesses post covid-lockdown with a series of events every Saturday in December. The identity celebrates the diversity of the individual shop owners who weave together to create a stronger community.

EVERY SATURDAY
IN DECEMBER

DISCOUNTED
FOOD & SHOPPING
ALSO ART
& PERFORMANCES

GERTRUDE STREET, FITZROY
@GERTRUDESATURDAYS
GERTRUDESATURDAYS.COM



ALICE EDGELEY
EDGELEY



EVERY SATURDAY IN DECEMBER



Welcome to the Gertrude Street Saturday series for the month of December.

Gertrude Saturdays and all its partners and stakeholders acknowledge the Traditional Owners of the land on which the series takes place. We pay our respects to their Elders, past and present, and the Aboriginal Elders of other communities who may be in the area today.

Throughout December, Gertrude Street will host a Saturday series to finish the year on a high. With various discounts on local products and services, music blasting all day long, art everywhere and surprise performances throughout the day, there's no better way to spend your Saturdays this December.

By our businesses, for our community.



Who is it?

By our
businesses.

For our
community.

See gallery ↓



GERTRUDE
SATURDAYS

BY OUR BUSINESSES
FOR OUR COMMUNITY



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GERTRUDE ST, FITZROY



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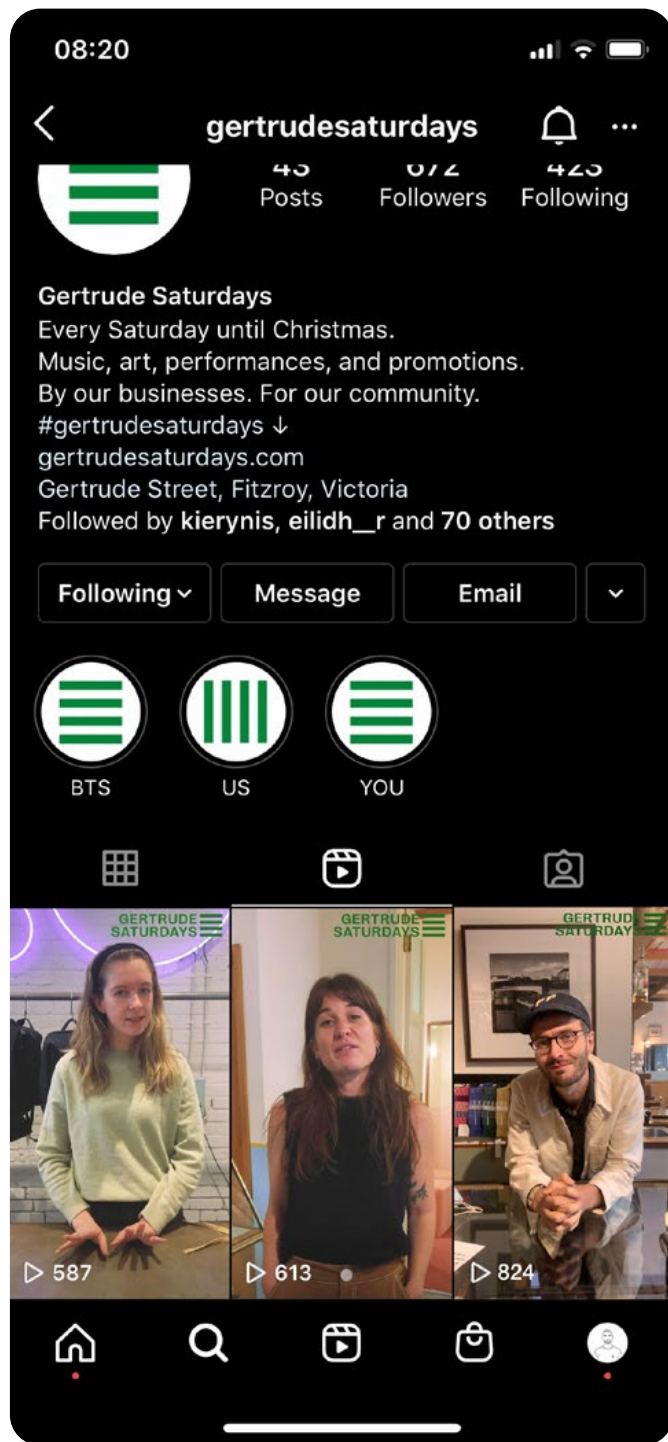
GERTRUDE
SATURDAYS

GERTRUDE ST, FITZROY

GERTRUDE
SATURDAYS

EVERY SATURDAY
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CHOPS

Chops Butcher Shop

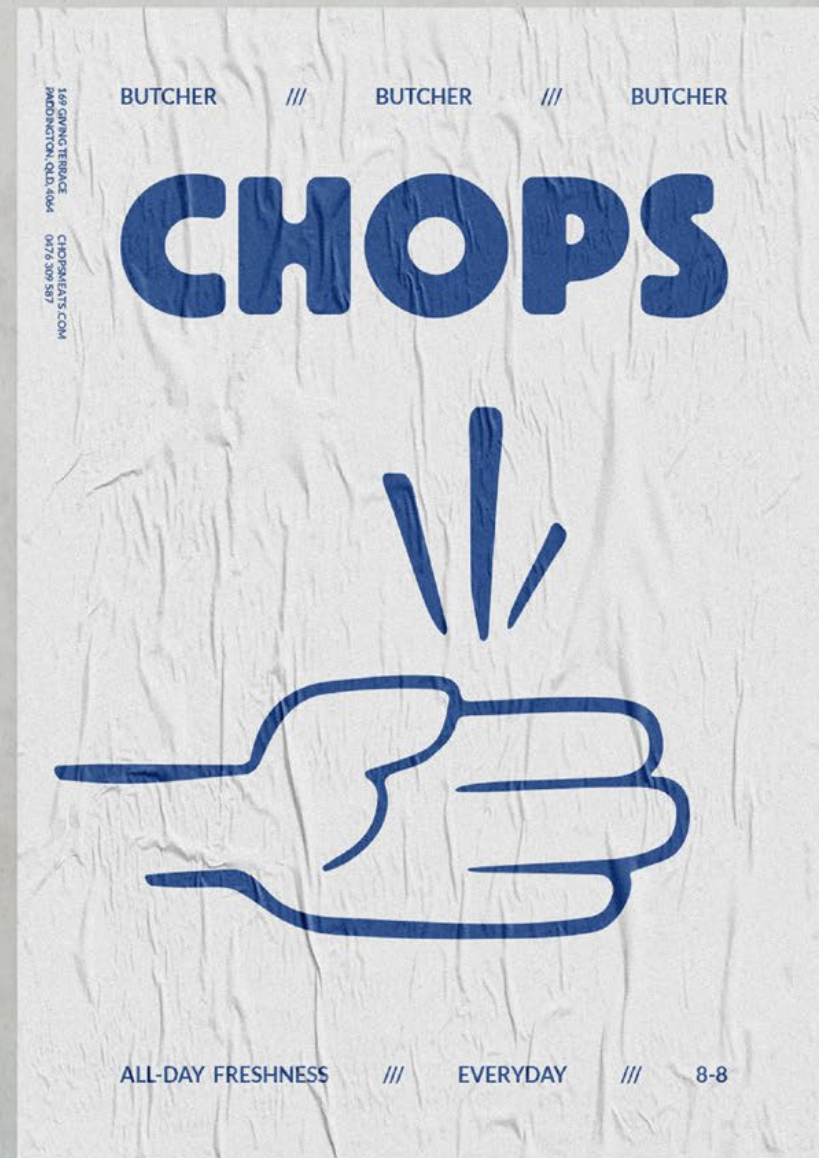
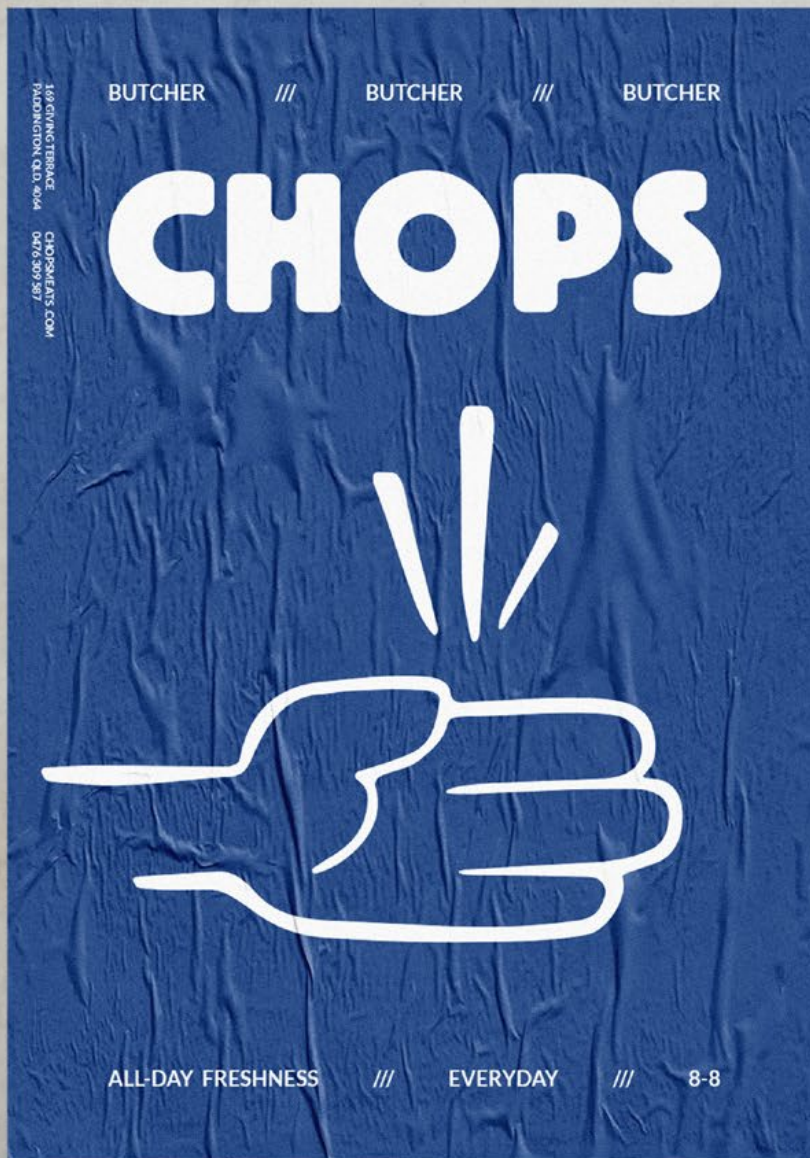
Identity for a modern butcher shop
in Paddington, QLD

Identity
Illustrations
Roll Out

Chops is a butcher shop in the leafy suburb of Paddington, Brisbane. The concept is drawn from the two owners' passion for hand-reared farming practices, emphasizing the farm to table process as being all by hand. Featuring a bespoke typeface for the logotype and a colour palette drawn from classic butchers' aprons.

2020 AGDA Award – Student Identity / Range / Series – Merit
2020 AGDA Award – Student Identity / Logo, Trademark, Symbol – Finalist









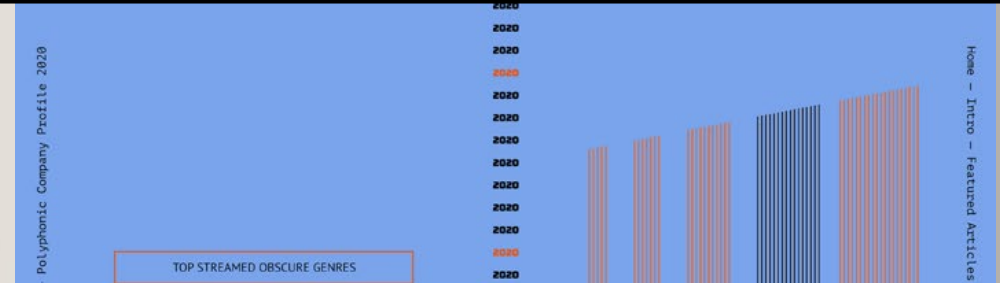
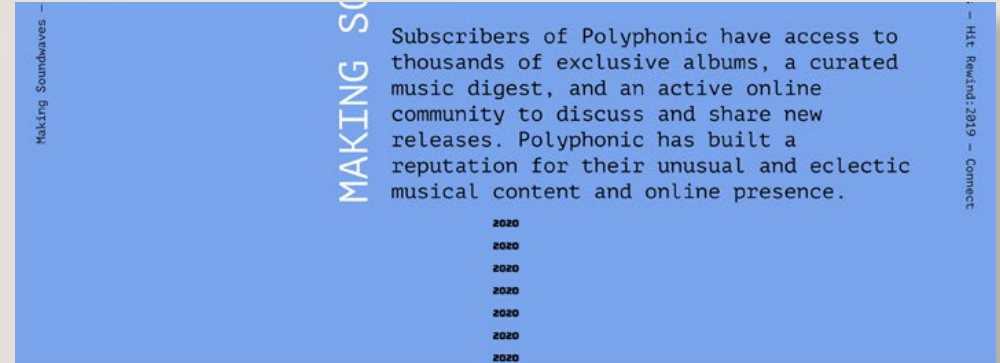
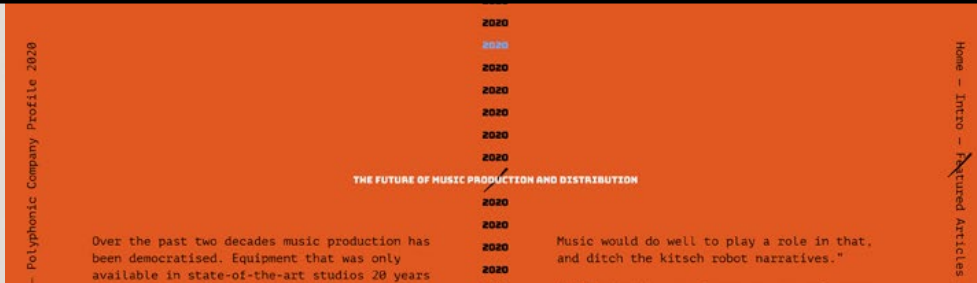
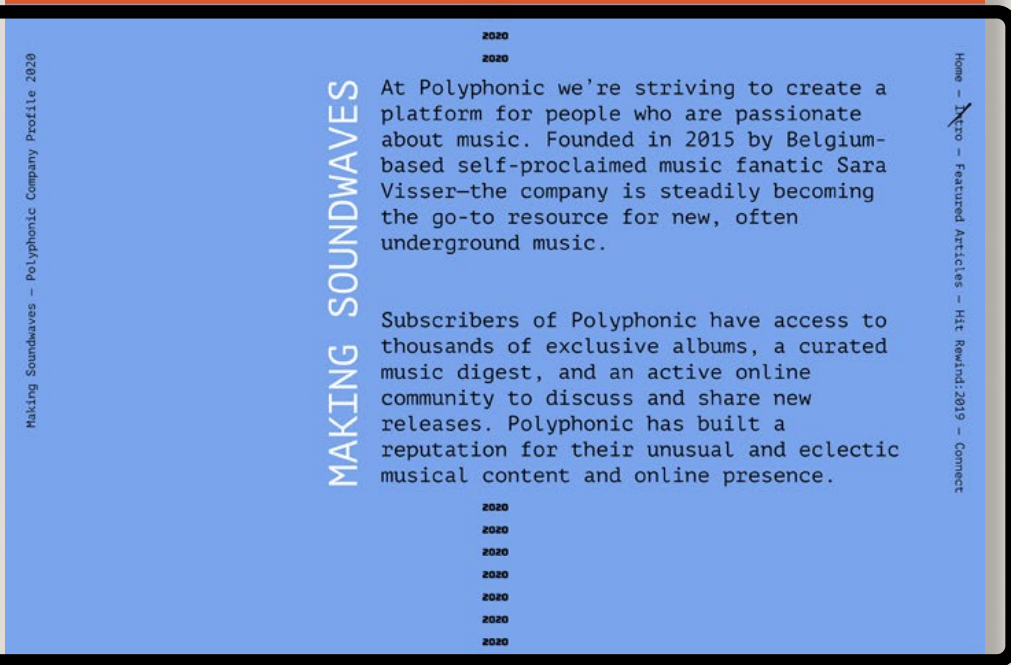
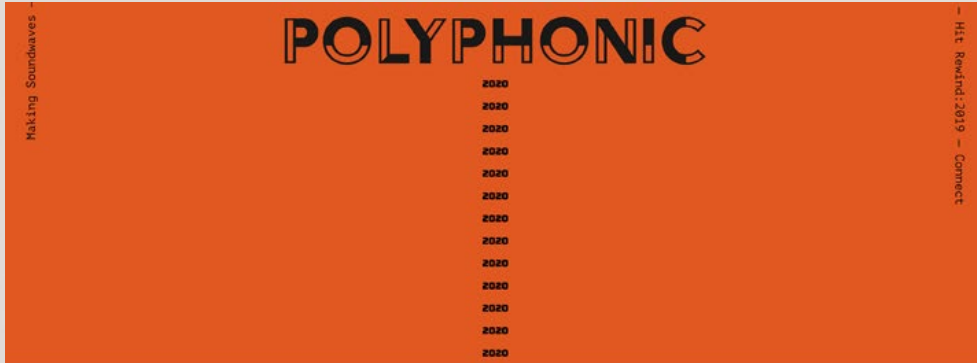
Polyphonic

Corporate profile for an alternative music streaming service.

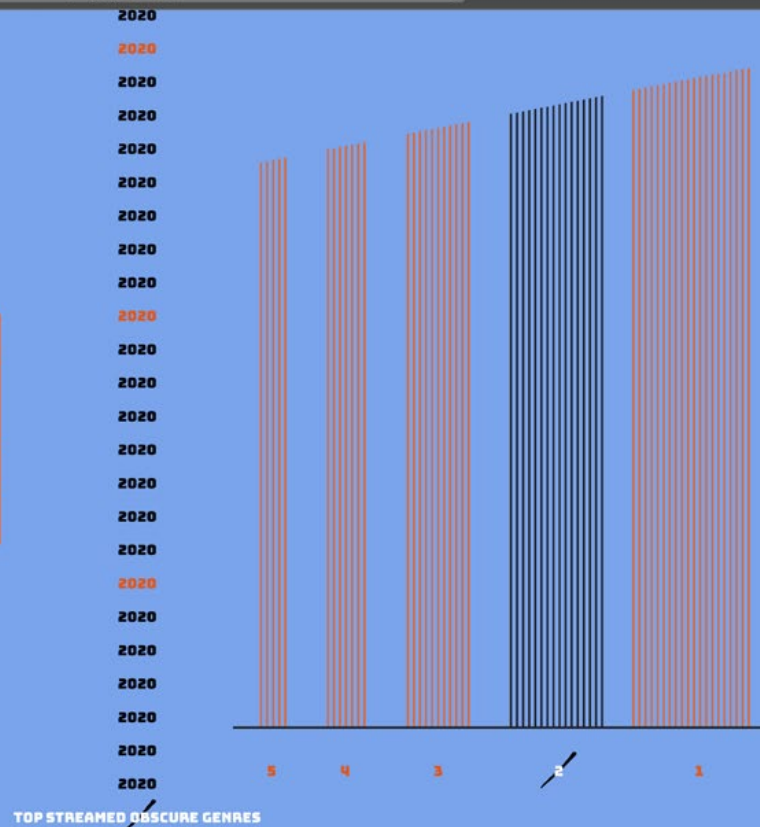
Brand Direction
UX / UI Design

Polyphonic is an alternative music streaming service with a focus on obscure and experimental content. The corporate profile, presented as a responsive microsite, targets the eclectic subscribers of the service.

2020 AGDA Award – Student Digital / Website – Finalist



TOP STREAMED OBSCURE GENRES	
FREAK FOLK	
NUMBER	02
MONTHLY STREAMS	14500








June 21st, 2020

Museum
Of
Contemporary
Art
Toronto, Canada






June 21st 6 to 11pm

158 Sterling Rd.
tickets at moca.ca

Museum
Of
Contemporary
Art
Toronto, Canada

There is a big divide between institutional art and street art, and MOCA wants to do something about it. Come celebrate our new outdoor space, now dedicated to supporting research, encourage experimentation, and champion the production of street urban art.

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Free to Feed

Recipe booklet for a social enterprise in Melbourne, VIC

Booklet Design
Layout
Typography

Free to Feed is a social enterprise in Melbourne which was founded to assist people seeking asylum find meaningful employment and form community ties through food-oriented initiatives. As a part of these growing initiatives, a new at-home cooking experience was launched and accompanied with a recipe zine

MAHSHID'S BABAGANOUSH

SERVES 4

2 medium eggplants
3 tablespoons tahini
2 cloves of garlic,
finely chopped
2 lemons, juiced
2 tablespoons Greek
natural yoghurt
to taste salt
to taste pepper
A few springs of fresh mint
zaatar bread

EQUIPMENT

gas flame (BBQ or oven as
alternative)
medium bowl, for mixing

Smoke eggplant over gas flame until blackened and soft.

(If you don't have a gas flame, smoke these on a BBQ. If you don't have either a BBQ or gas flame, you can bake eggplant in the oven at 200°C; you just won't get the same smokey flavours. That's okay, don't let that discourage you!)

Allow to cool, then peel the eggplant by removing the blackened skin with your hands. Discard the skins and juices. Remove the top of the eggplant.

Put eggplant on a chopping board to finely chop then place it into a medium sized mixing bowl.

Add tahini, garlic, lemon juice & yoghurt and thoroughly combined. Season with salt & pepper.

TIME TO DISH UP

Place in a serving bowl and garnish with sprigs of fresh mint. Serve alongside pieces of zaatar bread or Lebanese pita bread.



FEASTING AND CONVERSATION

We encourage you to stimulate your fellow feasters' minds ... not just their tastebuds!

There are few better places in the world for conversations to happen than at a feast. Mahshid is an inspiration in the way that she has harnessed the power of her cooking and food to connect with the community. Here are three suggestions to get conversations flowing at your feast:

INTRODUCE MAHSHID TO YOUR GUESTS

An easy way to do this would be play her Intro video or share your impressions cooking with her. Or both.

DESCRIBE EACH DISH TO YOUR GUESTS

When your guests are seated and the table laid, can you share with them the key ingredients, unique steps or stories behind each dish? This might take some rehearsing!

USE THE CONVERSATION CARDS

The conversation cards in your kit are designed to stimulate guests' discussion. No prior knowledge required! At an opportune moment during your feast, pass them round and just chat. The video of Mahshid reflecting on each question is very powerful. We suggest you watch it together after your discussion



KOFTEH

Bring a pot of water to boil, add Persian yellow lentils and simmer over a high heat until tender, but not falling apart (approx 15 mins). Drain and set aside.

Squeeze the grated onion to remove excess liquid.

Place the mince into a large mixing bowl and add the grated onion on top.

Add turmeric to the mince and onion. Season with salt and pepper, and mix.

Add the cooked lentils, chopped herbs, dried tarragon, turmeric and mix well.

Add egg and mix well.

Add the chickpea flour and mix thoroughly.

Knead for 5 - 7 minutes or until mixture is well combined and "doughy". Working and massaging the proteins in the mince will help prevent the kofteh from falling apart. If the mixture is too wet, add more chickpea flour.

Shape mixture into golf ball size kofteh, ensuring a smooth crack-free surface. Have a bowl of cold water on hand to prevent the meat from sticking to your hands.

Leave the kofteh in the fridge while you bring a large pot with water to boil.

Reduce boiling water to a simmer, place 2-3 kofteh into the simmering water and cook until they have changed colour. This will take anywhere from 10-30 seconds. Repeat for each kofteh.

As you remove each kofteh, set aside on a plate or tray in a single layer to prevent kofteh from breaking apart.

Make sure to keep the simmering water so it can be added to the sauce. Leave kofteh to rest in the fridge while you make the sauce.

SAUCE

Add tomato paste, tin tomatoes, lemon juice and tamarind puree.

Add 1.5 litres of simmering water (that the kofteh was cooked in), bring to the boil, then reduce heat and simmer for 10-15 minutes or until slightly thickened.

Add barberries and stir through.

Place the kofteh into the simmering sauce for around 40 minutes or until just cooked through.

They should be completely submerged in the sauce, so feel free to add more water if needed.

Season to taste.

If your fry pan isn't tall enough to submerge your kofteh, you can gently turn them to ensure they cook evenly.

TIME TO DISH UP

Arrange the kofteh onto a serving plate and spoon the sauce over them. Garnish with sprigs of fresh herbs (coriander and dill).

MAHSHID'S TIP:

Yellow split peas are totally different to yellow lentils and split chickpeas. When cooking with yellow split peas your kofteh will become mushy and the texture will be ruined.



RETURN TO THE

WILDERNESS

SATURDAY

Clinton Olsen BAREFOOT POWER	
	Elise Moreau HOUSEPLANTS & HEALTH
Rene Redzepi FORAGING & FINE DINING	

Kind Life Movement

Branding for a conference in Austin, TX

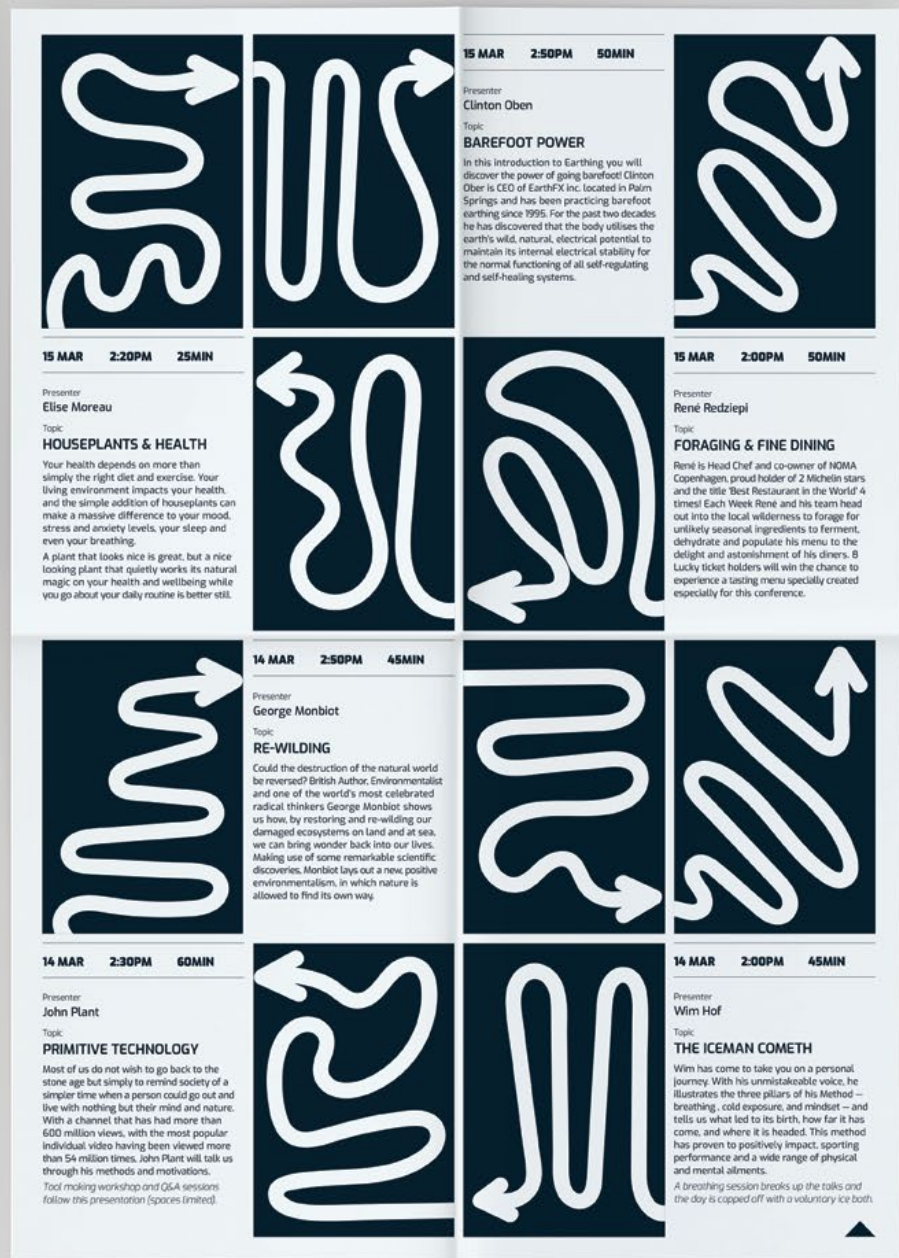
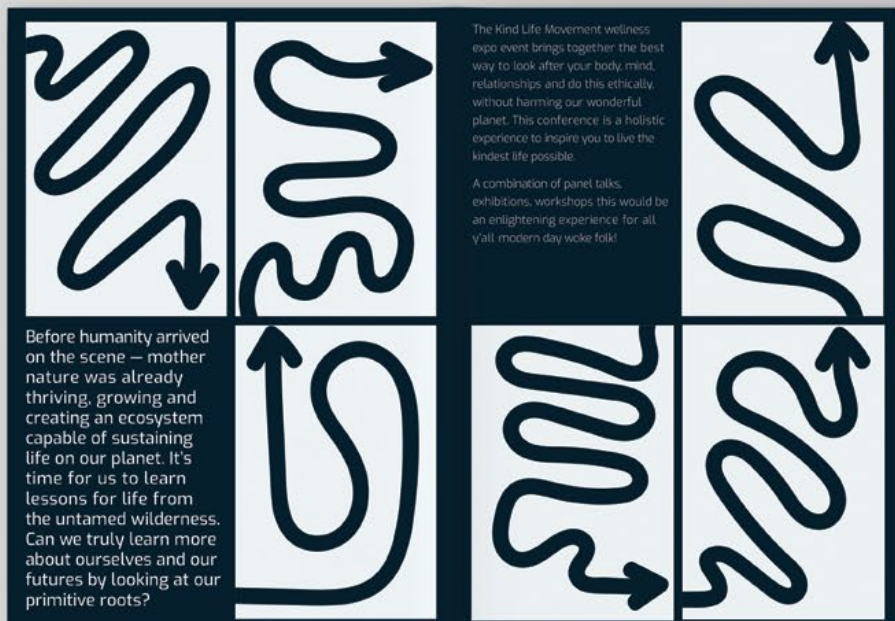
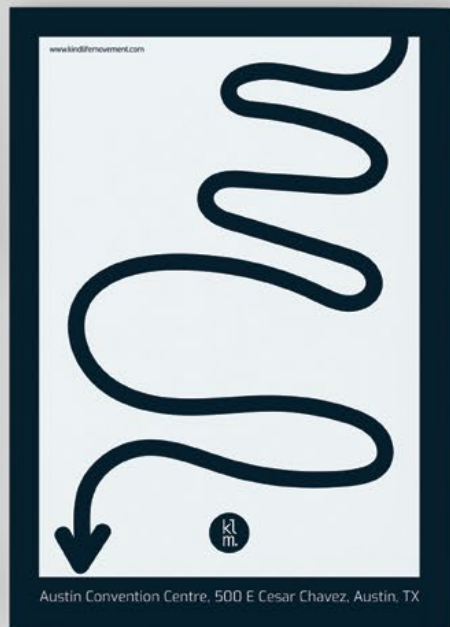
Identity
 Illustrations
 Roll Out

The Kind Life Movement conference in Austin, Texas this year was themed "Return to the Wilderness". Playing off the concept of finding ones way through forest trails, the identity features an array of arrows guiding the audience through the journey, with a colour palette borrowed from ocean landscapes.

2020 AGDA Award – Student Identity / Range / Series – Merit

2020 AGDA Award – Student Print / Annual Reports, Booklets, Brochures – Finalist







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