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.

TURDAYS III SARRAS BAS

EVERY SATURDAY IN DECEMBER

DISCOUNTED PING ALSO ART REFORMANCES

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EVERY SATURDAY IN DECEMBER DISCOUNTED FOOD 8 SHOPPING ALSO ART RANCES

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GERTRUDE SATURDAYS GERTRUDE SATURDES

EVERY SATURDAY IN DECEMBER

DISCOUNTED FOOD & SHOPPING ALSO ART & PERFORMANCES

GERTRUDE ST, FITZROY @GERTRUDESATURDAYS GERTRUDESATURDAYS.COM

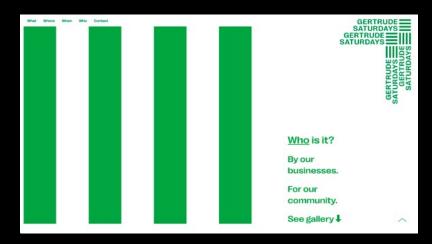


ALICE EDGELEY EDGELEY SENTENCE STREET



EVERY SATURDAY IN DECEMBER

GERTRUDE SATURDAYS EAST What Where When Who Contact Welcome to the Gertrude Street Saturday series for the month of December. 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 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.









BY OUR BUSINESSES







DISCOUNTED FOOD & SHOPPING ALSO ART & PERFORMANCES





GERTRUDE SATURDAYS









GERTRUDE SATURDAYS















GERTRUDE ST, FITZROY

GERTRUDE =

DISCOUNTED FOOD & SHOPPING ALSO ART & PERFORMANCES

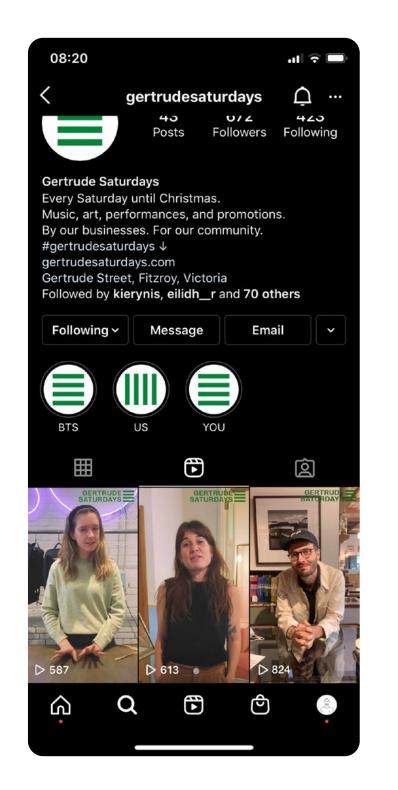




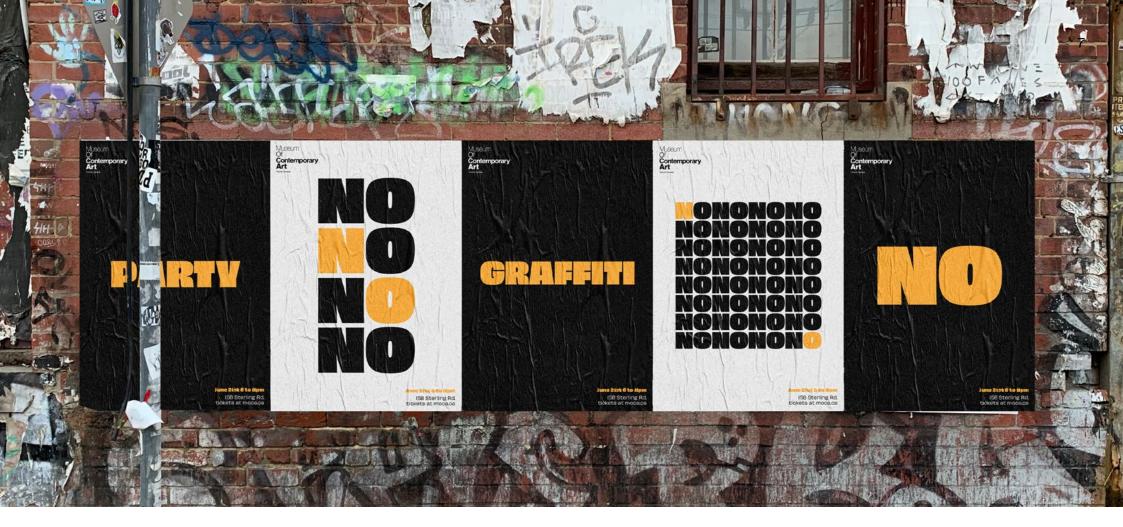


EVERY SATURDAY









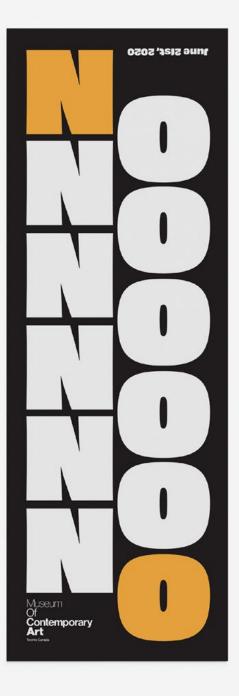
MOCA Toronto

Campaign for a new gallery space in Toronto, ON

Identity
Typography
Roll Out

The Museum of Contemporary Canadian Art in Toronto wanted to promote a new gallery space committed to bridging the gap between institutional and street art. Playing off of the prohibited nature of graffiti, with a slight nod to contemporary irony, the space and corresponding events were called "no".

2020 AGDA Award - Student Identity / Range / Series - Merit 2020 AGDA Award - Student Print / Posters - Finalist



June 21st 6 to 11pm

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 experiementation, and champion the production of street urban art.

Museum Of Contemporary Art

 \blacksquare

158 Sterling Rd. tickets at moca.ca

158 Sterling Rd. tickets at moca.ca

Confemborary
Of
Museum

June 21st, 2020

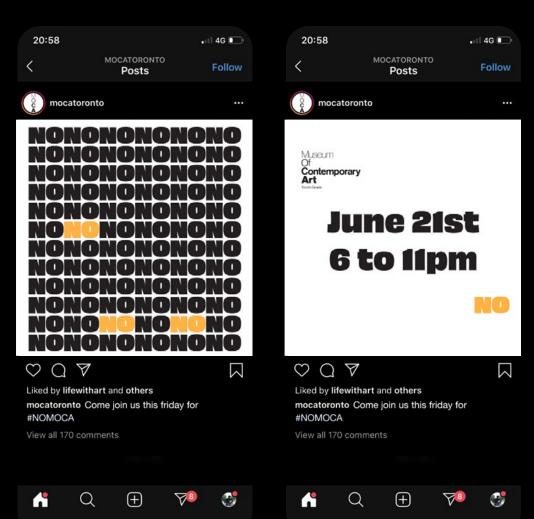
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Museum Of Contemporary Art

















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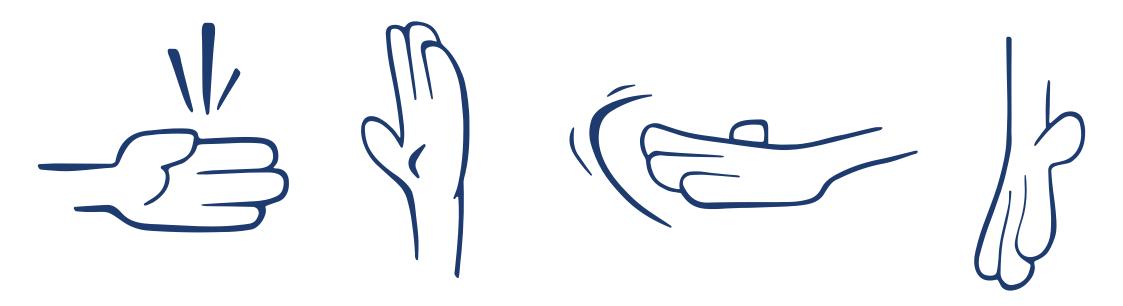
Chops Butcher Shop

Identity for a modern butcher shop in Paddington, QLD

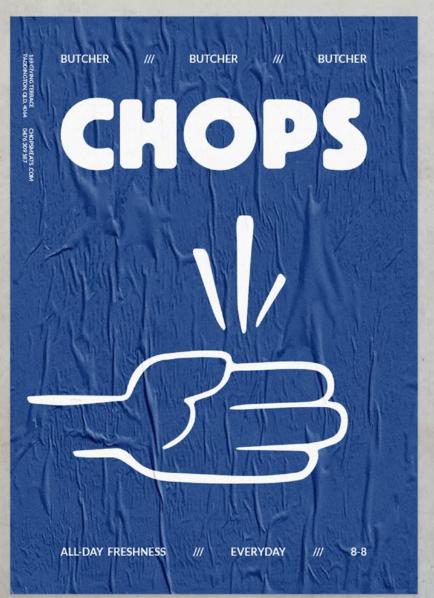
Identity
Illustrations
Roll Out

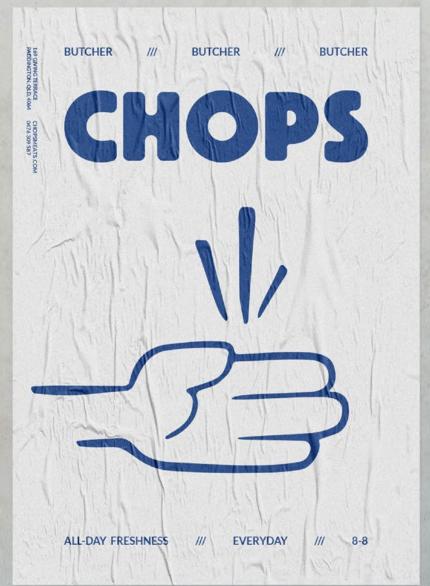
Chops is a butcher shop in the leafy suburb of Paddington, Brisbane. The concept is drawn from the two owners' passion for hand-reared farming practices, emphasizing the farm to table process as being all by hand. Featuring a bespoke typeface for the logotype and a colour palette drawn from classic butchers'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

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











ANTHONY STINT OWNER



0476 397 092 ANTHONYSTINT@CHOPSMEATS.COM





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.

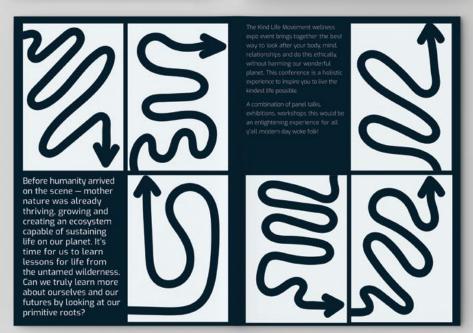
2020 AGDA Award - Student Identity / Range / Series - Merit 2020 AGDA Award - Student Print / Annual Reports, Booklets, Brochures - Finalist













15 MAR 2:50PM 50MIN

Clinton Oben

Clinton Oben

BAREFOOT POWER

In this introduction to Earthing you will discover the power of going barefact Clinico Dher is CEO of EarthYA Inc. located in Palam Springs, and has been practicing barefoot carthing since 1995. For the past two discades he has discovered that the body utilises the earth's wild, natural, electrical potential to maintain its internal electrical stability for the normal functioning of all self-regulating and self-healing systems.



15 MAR 2:20PM 25MIN

Elise Moreau

Total Control

HOUSEPLANTS & HEALTH

Your health depends on more than simply the right diet and exercise. Your living environment impacts your health, and the simple addition of houseplants can make a massive difference to your mood, stress and anxiety levels, your sleep and even your breathing.

A plant that looks nice is great, but a nice looking plant that quietly works its natural magic on your health and wellbeing while you go about your daily routine is better still.



Presenter

René Redziepi

Ivelle neuzi

FORAGING & FINE DINING

15 MAR 2:00PM 50MIN

René is Head Chef and co-owner of NOMA. Copenhagen, proud holder of 2 Mithelia stars and the title Best Resizurant is the World 4 timest Each Week René and his team head out into the Local wilderness to forage for unfilkely seasonal ingredients to ferment, chelydrate and oppoutate his mensu to the delight and astonishment of his direns. B Lucky ticker holders will win the chance to experience a tasting mens specially created expecially for this conference.



14 MAR 2:50PM 45MIN

George Monbiot

acorge monor

RE-WILDING

Could the destruction of the natural world be reversed? British Author, Environmentalist and one of the world's most celebrated radicat thinkers George Monbilot shows us how, by restoring and re-wilding our damaged ecosystems on land and at sea, we can bring wonder back into our Uves. Making use of some remarkable scientificdiscoveries, Monbible tays, our a new positive environmentalism, in which nature is



14 MAR 2:30PM 60

John Plant

Topic

PRIMITIVE TECHNOLOGY

Most of us do not wish to go back to the stone age but simply to remind society of a simpler time when a person could go out and live with nothing but their mind and nature. With a channet that has had more than 600 million views, with the most popular individual video having been viewed more than 54 million times, John Plant will talk us through his methods and motivations.

Tool making warkshop and QSA session follow this presentation (spaces limited)



14 MAR 2:00PM 45MIN

Presenter Wim Hof

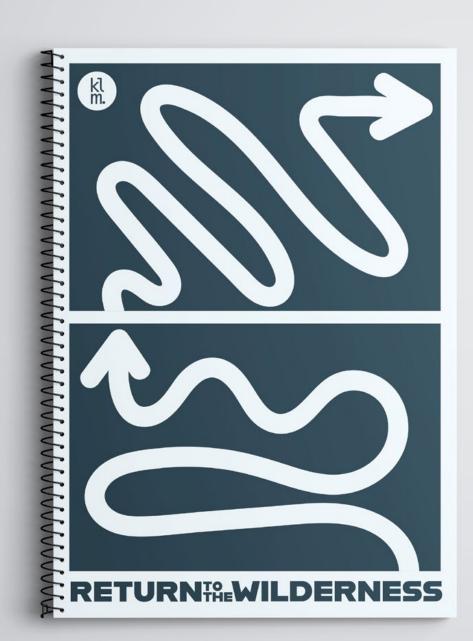
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THE ICEMAN COMETH

Wim has come to take you on a personal journey. With his unmistakeable voice, he illustrates the three pillars of his Method breathing, cold exposure, and mindset — and tells us what led to its birth, how fair has come, and where it is headed. This method has proven to positively impact, sporting performance and a wide range of physical.

A breathing session breaks up the talks and the day is capped off with a voluntary ice both.







Free to Feed

Recipe booklet for a social enterprice 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 employement 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

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 Lebanase 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

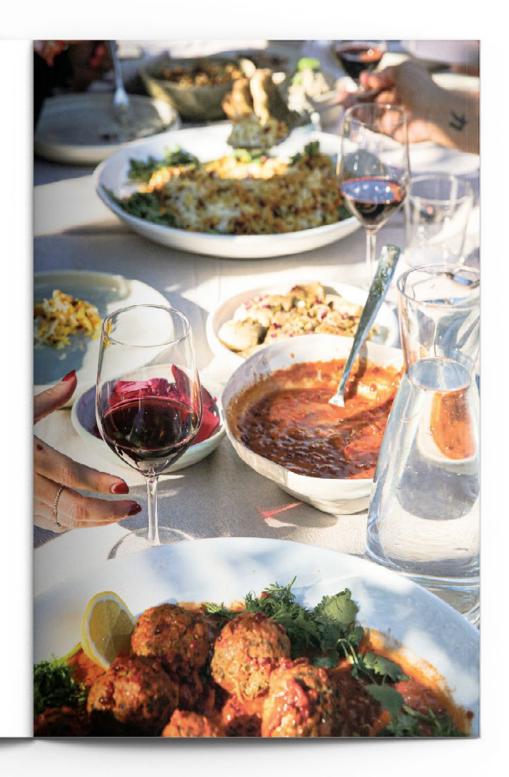
An easy way to do this would be play her Intro video or share your impressions cooking with her. Or both.

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, fin 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.

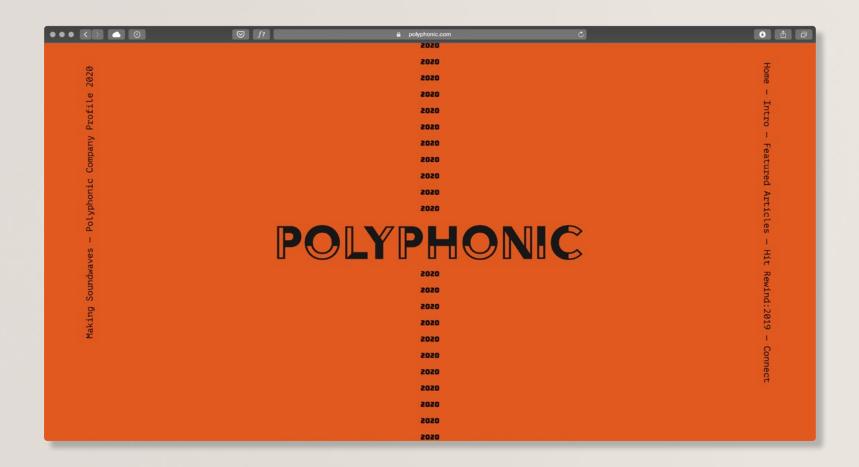
TIME TO DISH UP

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.





Polyphonic

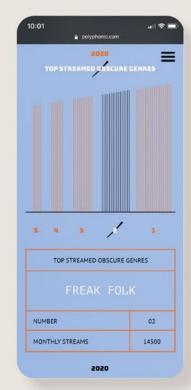
Corporate profile for an alternative music streaming service.

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

Over the past two decades music production has been democratised. Equipment that was only available in state-of-the-art studios 20 years ago can now be found in kids' bedrooms across the world. With the technology to create only becoming more accessible and innovative, how will we produce the anthems of the future? And what would it mean for the future development of the streaming service industry?

The most controversial new method of musical creation is that which is executed by artificially intelligent machines. "AI in music is super interesting because of how primitive it is," says audiovisual musician Mat Dryhurst, who frequently works with fellow experimentalist Holly Herndon. "It's important that beyond music, we grasp its potential implications and our agency in that process. Music would do well to play a role in that, and ditch the kitsch robot narratives."

At Polyphonic, we welcome any new sub-genre with open arms — the more obscure the better!

Our model provides an accessible platform that start-up artists, DIY Bands and

TAREK NAGY

hello@tareknagy.com +1 (416) 312 8822