Indgila Samad Ali

Visual Identity for Arts and Culture,
Books and Publications,
Design for Exhibitions and Environments,
Installation in field of Graphic Design,
Web and Digital.
Project GROUND, Moscow (Russia)

**about**

GROUND is the new non-commercial cultural project in the north-west of Moscow: two exhibition spaces, united by the curatorial team and common mission. Both of two galleries belongs to The Department of Culture of the city of Moscow.

*(more info)*

**aim:**
Decentralization of contemporary art in Moscow. Communication with north-west district through the unsophisticated and simple identity built with only one sign (ground symbol). Russian «Граунд» is a transcription of english word «Ground».

**categorie:**
graphic identity, exhibition graphics, printed matter.
Identity princip based on “ground” symbol for social medias.
Identity princip based on “ground” symbol for social medias (facebook became most important source for GROUND gallery to communicate with north-west district of Moscow).
Printed matter for exhibitions and events.
Concert of Anton Batagov, Moscow (Russia)

aim:
The concert is dedicated to «Hours» movie with Philip Glass music. Three main heroines embody three different fonts, created in different historical periods. Other side of the flyer is about the second part of the concert which is dedicated to Pachelbel music. Five different fonts embody five different music compositions.

about
Heralded as “one of the most significant and unusual figures of Russian contemporary music” and “a Russian Terry Riley”.
Anton Batagov is one of the most influential Russian composers and performers of our time.

(listen)

categorie:
printed matter
the poet acts
morning passages
something she has to do
i’m going to make a cake
an unwelcome friend
dead things
why does someone have to die
tearing herself away
escape!
choosing life
the hours
30.10
The Cinema Museum, Moscow (Russia)

about

The Cinema Museum collects, describes, restores and preserves documents and materials on the history of Russian and Soviet cinema. The Cinema Museum is one of the newest Russian museums. It was established in March 1989 following the reorganization of the Museum Department of the All-Union Bureau for Film Art Promotion.

ing:  The Cinema Museum logo is created by three instruments: cinema clapper, ray of light, screen. Identity reflects the main nature of cinematograph — motion. Identity helps to highlight the source (photo and film frame) and creates necessary information accent for a viewer.

categorie: graphic identity, printed matter, sign system, posters, animation, web (mobile).
Cinema clapper symbol proportions based on Cinema Museum new building at VDNH.

Opened cinema clapper.

Closed cinema clapper.
Graphic based on lines and represent not only exterior of the new building but an interior too.
Printed matter for exhibitions and events.
Mobile version of the website for the Cinema Museum.
museikino.ru
Micronation book

about
First of all this book is about courage, anarchy and absence of boundaries. With the Internet we have an ability to create our own states in virtual reality. This book is made in russian language consciously, because the question of boundaries and escaping from reality is current for russian mentality.

aim:
Obliteration of geographical and political border lines, Internet, freedom. The layout of the book is made according to a cross principle. Official states are arranged horizontally and virtual states are situated vertically (the effect of crossing official states).

categorie:
self-initiated project, book design.
Book includes sections about histories of the countries, maps, coat of arms, flags and the governments of each country.
Project RCAW, Berlin (Germany)

about

Russian Contemporary Art Week (RCAW) is a new-wave project, presenting high-appreciated tendency in non-mainstream Russian Contemporary Art. The basis of the design conception was built on the principles of Russian Avant-garde – one of the most important tendency, the first association in the context of Russian Art for the European World, also the unique heritage and foundation for not particularly determined Russian Contemporary Art.

(categorie:
posters, printed matter, silkscreen print.

aim:
The shapes appeared as a result of the rotation in projection the main forms that Kasimir Malevich used. Then these forms has moved into one new dimension, turned into three-dimensional figures, like layered idea of Malevich’s space, and thereby a new exaggerated paradigm has worked. The choice of the colors is made according to Russian Avant-garde and Iconic standarts.
Invitations cards and flyers.
type of work

Silkscreen print set of posters.
Every poster is dedicated to individual gallery.
World Museum of Enthusiasm, All over the world

The World Museum of Enthusiasm is based on idea of safekeeping important historical artifacts to help reconstruct the future. The problem of culture safekeeping is one of the main question in Russia nowadays. The main idea of the museum is not only the safekeeping, but a supporting different projects and artists who do important and beatiful things just due to own enthusiasm.

aim:
This identity is based on typographic principles of early 20th century in Soviet Union when self-made fonts were very popular. At those time every enthusiast could make a poster and other communication message with using simple graphic module and constructivism solutions. Also the sign \( E \) reminds old tickets and pallets for build and transport art of the enthusiasts from all over the world.

categorie:
typeface design, identity, temporary architecture for the moving exhibitions (work in progress).
SAFEKEEPING AND REPRESENTATION OF UNIQUE HISTORICAL CONTENT FOR RECONSTRUCTION OF THE FUTURE

Typeface for World Museum of Enthusiasm.
ENTHUSIASM
Пётр Айду
Персимфанс
1920—2014
Москва (Россия)
Outline maps of the world,
Moscow (Russia)

about
The dynamic of the world brought us into atmosphere where`s no place for any system. What`s the meaning of the limits? Do they really matter? As soon as you answer this question you will realise how blurred it is. The only system that can exist is situated in your own head. Right there you should build the world with no prejudices.

aim:
Layout symbolizes latitude and longitude which is made up of various fragments of different countries and also of the word “peace” in different languages. Viewer must feel himself as a participant of the process. Every action of the viewer through the installation change the layout and create new versions of the world map.

categorie:
videoinstallation, processing+javacv, printed matter.

Watch video
Flyers.
Lumière centre of photography, Moscow (Russia)

The center is engaged in teaching, researching, carries out its own publishing program and forms the basis for the creation of the Russian «Museum of photo».

aim:
Redesign of identity and creating dynamic graphic for different purposes of gallery. Graphic module is based on form of the photocard, photograph library files and zoom.

categorie:
conception, graphic identity, exhibition graphics, printed matter, sign system.
вторник—пятница 12:00 - 20:00
суббота—воскресенье 12:00 - 22:00
понедельник — выходной

цена билета: 190-350 руб
набор закрывается на час раньше
Москва, Болотная набережная, 3, стр. 1

www.lumiere.ru

Printed matter for Lumiere Centre of Photography.
Other projects

Exhibition guide, web, printed matter, exhibitions design, posters.
Newspaper about Leon Theremin and The Theremin Center for Electroacoustic Music.
Identity for video production studio.
Welcome to a Miraculous and Fantastic world.

Our magic is white.
Identity for Intensiv20.
Thank you!