

**HI I'M ISMAIL, A GRAPHIC DESIGNER BASED IN LUXEMBOURG**

THIS PORTFOLIO IS A COLLECTION OF FIVE YEARS' WORTH OF DESIGN WORK,  
I HOPE YOU ENJOY BROWSING THE PORTFOLIO AS I COMMUNICATE MY THOUGHTS THROUGH IT.

**HAPPY CLIENTS**

2 - 16

**PHOTOGRAPHY**

17 - 22

**GRAPHIC DESIGN**

23 - 26

**SKETCHBOOK**

27 - 28

**PAINTING**

29 - 32

**3D DESIGN**

33 - 38

**EXHIBITIONS**

39 - 44

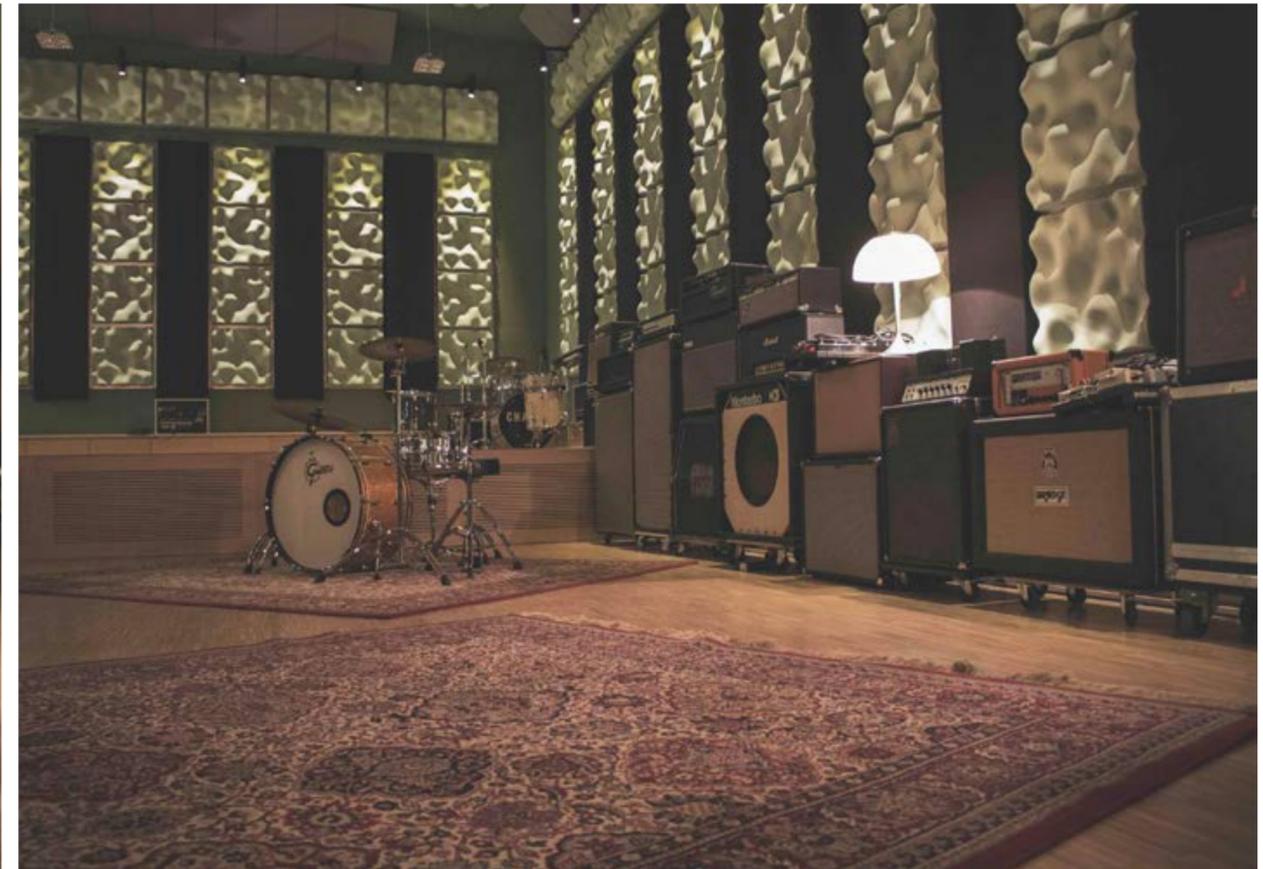
## PROFESSIONAL COMMISSIONS



# 1. UNISON STUDIOS

After my visit and I talked to people here,  
and these are the first keywords I found to work on the Logo:

- Elegant.
- 20 century.
- Artistic.



It all started with a sketch:



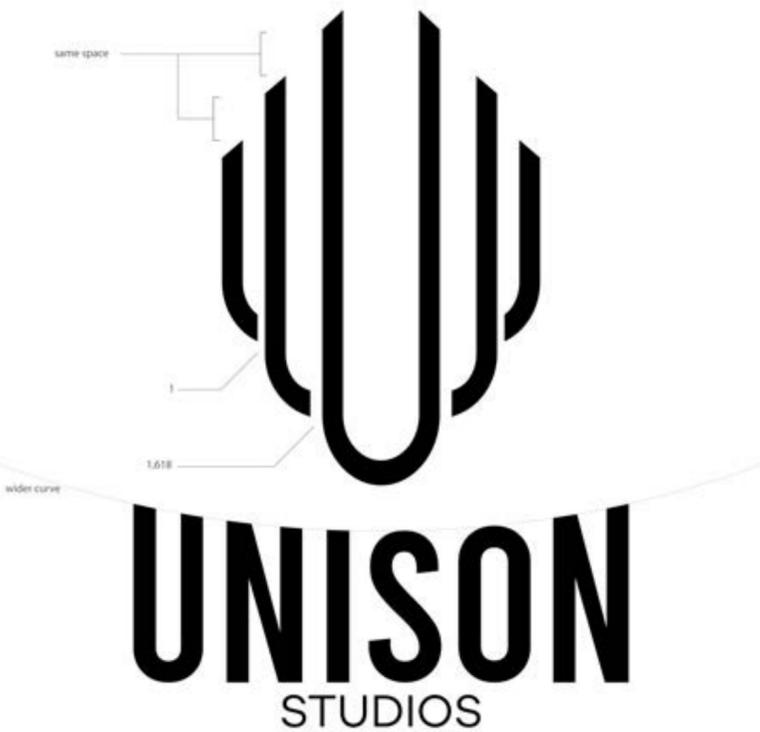
the first draft:



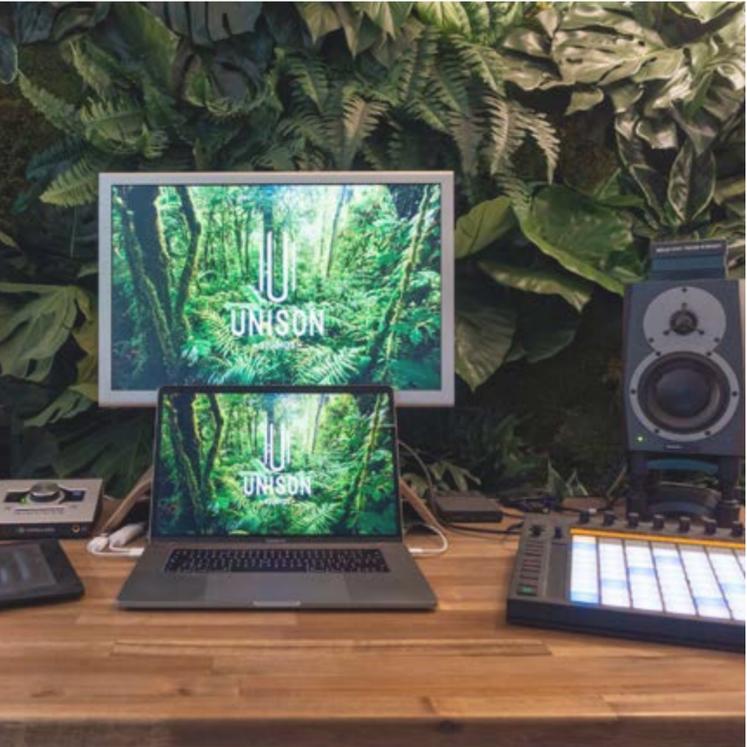
the second draft (serif font):



the third draft (wider curve & more elements):



problem-solving with no curves and fewer elements:



[VISIT WEBSITE](#)

## 2. the product.

The most difficult part of this project was when the client asked me to choose a name.

I chose the product, and now I have to explain my reasoning to the client:

---

an item or substance that is manufactured or refined for sale google

it is anything that can be offered to a market to satisfy the desire or need of a customer Wikipedia

The product is a holistic word, meaning everything that satisfies the customer's desire, from food to drinks, wines and natural cosmetics.

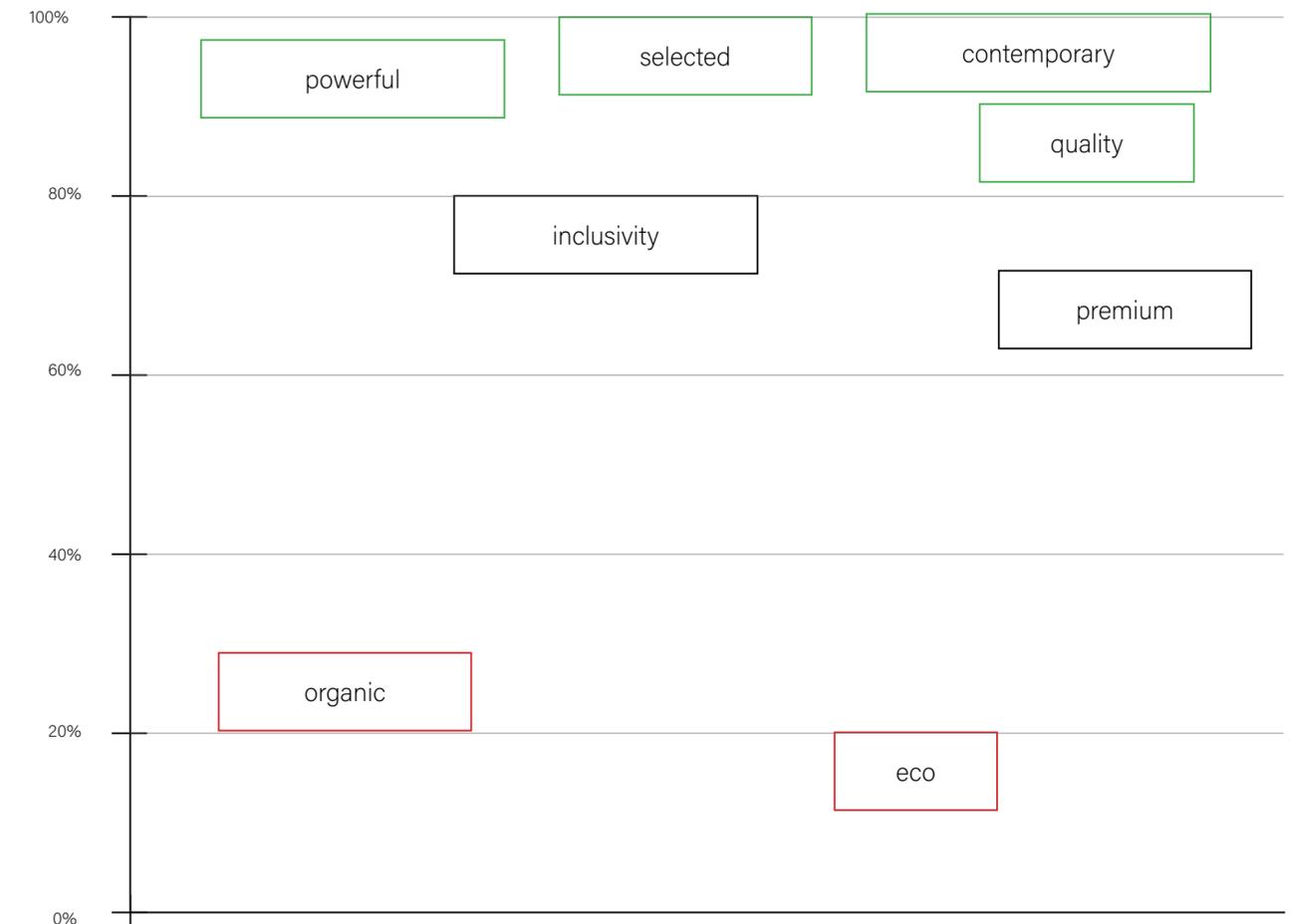
This remains a wide area for the company's future development plans, and its activities are not limited to specific fields,

By referring to the product itself, we acknowledge that this is the product; this is the product that we have chosen for you, from among thousands in the market.

The product name fits 73% of the company goals to achieve the best look for the company's concept.

We will acknowledge, advertise and highlight the weak points (organic, eco) by using the advertising materials for each brand. By using this strategy we will also have the space to advertise each brand separately.

The main goal of the company is marketing and advertising high-quality products, so advertising will initially be for the products that are most important to the company. This will strengthen your company's name, and make it known in the market as a place for high-quality products.





The second draft ( the client asked to add some green color, earth shape... ) :

**the product.** ★★☆☆☆

**the product.** ★★☆☆☆

**the product.** ★★★★★

**the product.** ★★★★★☆

**the product.** ★★★★★☆

**the product.** ★★☆☆☆

**the product.** ✗

The final design:

**the product.**

Colors:



161616



29b573

Font:

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

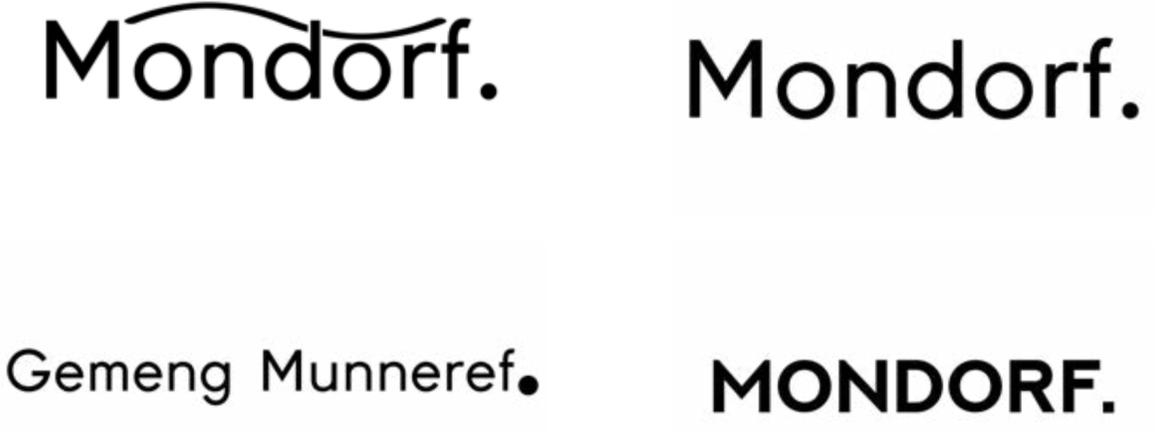
[VISIT WEBSITE](#)

### 3. Mondorf City Identity Rebranding *(current project)*

Pictures from the city:

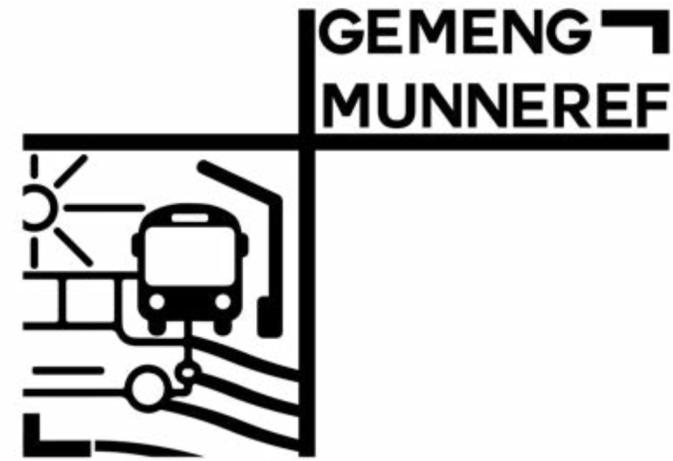
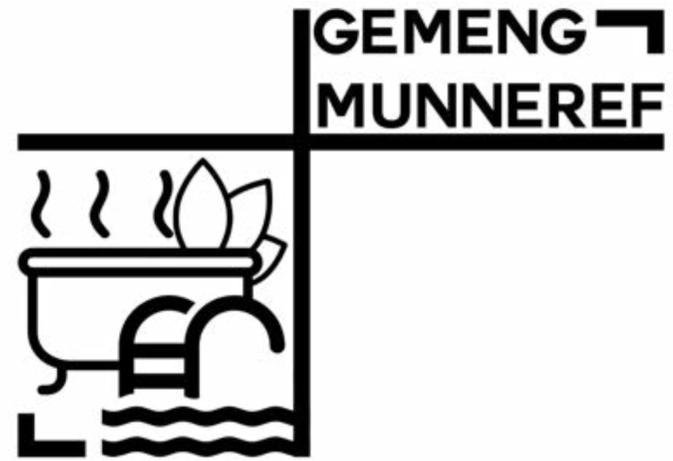
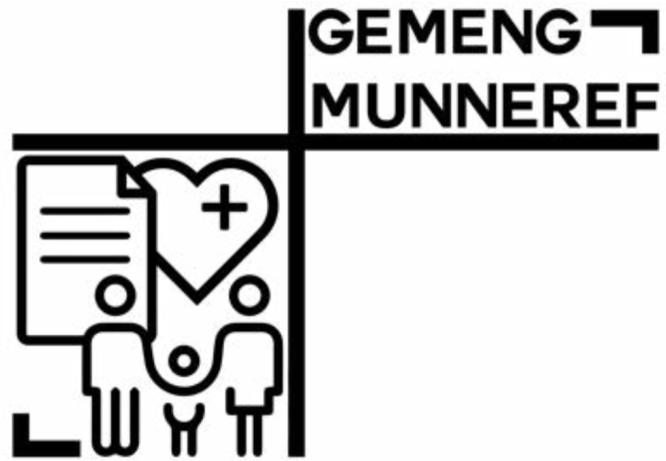


Some of the design process:



Another:

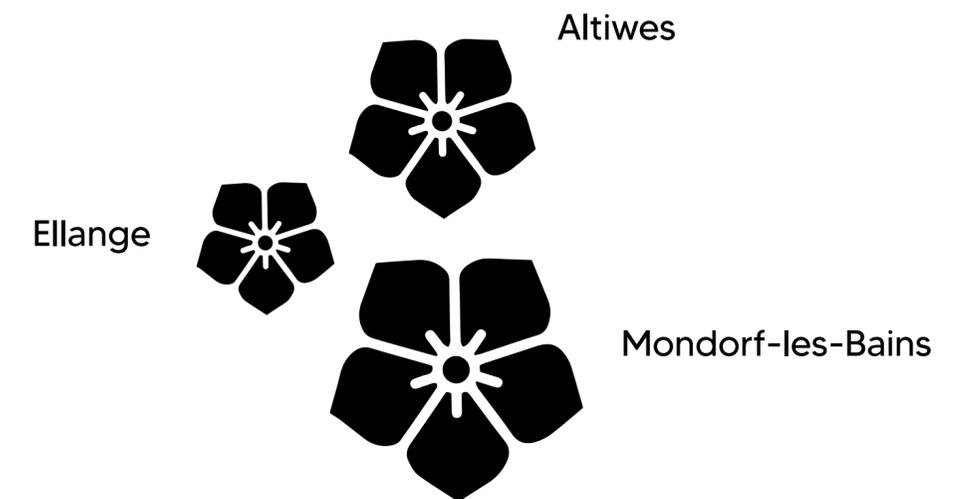
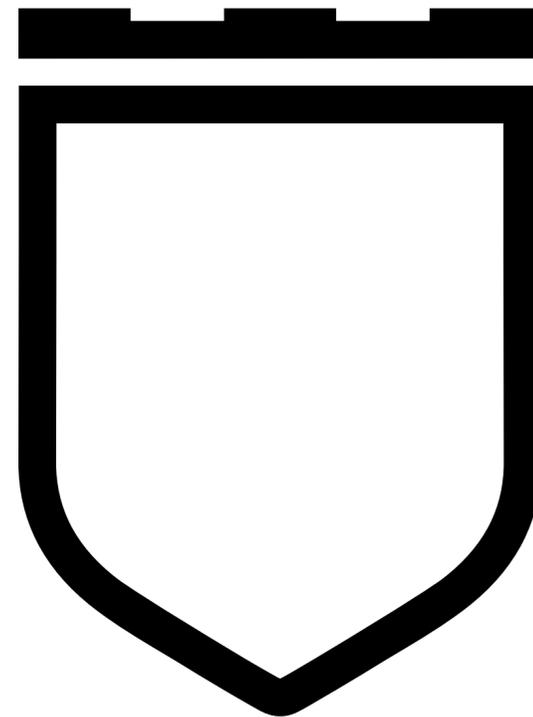
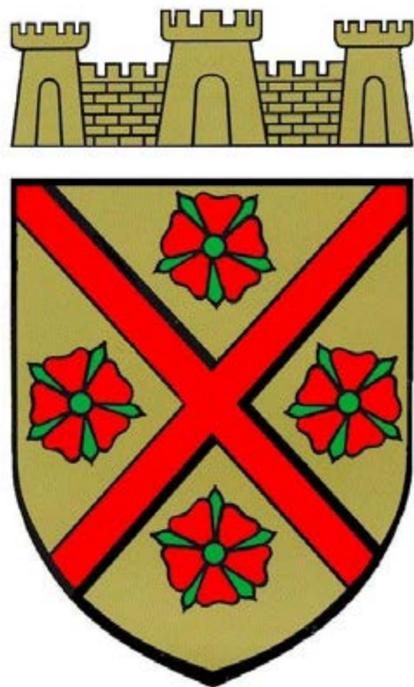
**GEMENG**   
**MUNNEREF**



The final design:

**Logo graphic design** is one of the most important parts of a city's identity. It's more than just a pretty image or a striking combination of colours and fonts; it's how you tell your story, and is who and what you are. As a logo graphic designer, defining the city of Mondorf through an image must be done with careful consideration, remaining true to its heritage (using the coat of arms and flowers), yet recognisable at a glance.

The logo is the beating heart of Mondorf's visual identity, both as a commune and cherished part of Luxembourg. That is why I have kept the main elements of the past, and revived them with a breath of fresh air from the 21st Century, using simple, clean and modern lines.





Colors:



F5C603

BE3030

77AC44

424242



F5C603 - F7931E

F7931E - BE3030

A9C053 - 539245

999999 - 4D4D4D



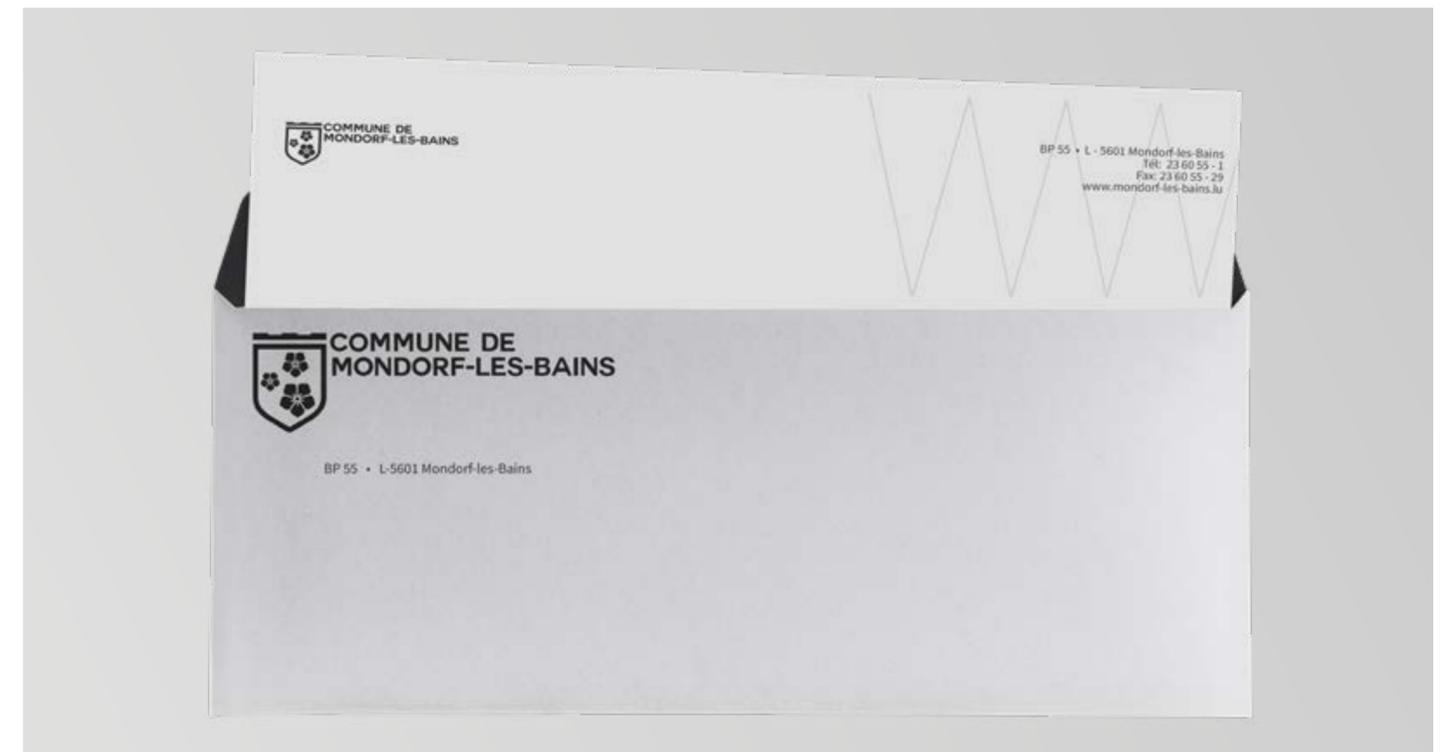


Grand-Duché de Luxembourg  
**Administration Communale de MONDORF-LES-BAINS**  
 Siège: 1, Place des Villes Jumelées, Mondorf les Bains - Adresse postale: B.P. 55, L-5601 MONDORF-LES-BAINS  
 Tél: 23 60 55 - 1 - Fax: 23 60 55 - 29 - Tva: LU11686104

**ADMINISTRATION COMMUNALE**

 **MONDORF-LES-BAINS**  
 1, Place des Villes Jumelées  
 Boîte Postale 55  
 L-5601 Mondorf-les-Bains

 **ADMINISTRATION COMMUNALE**  
**MONDORF-LES-BAINS**  
 1, av. des Villes Jumelées  
 Boîte Postale 55  
 L-5601 Mondorf-les-Bains

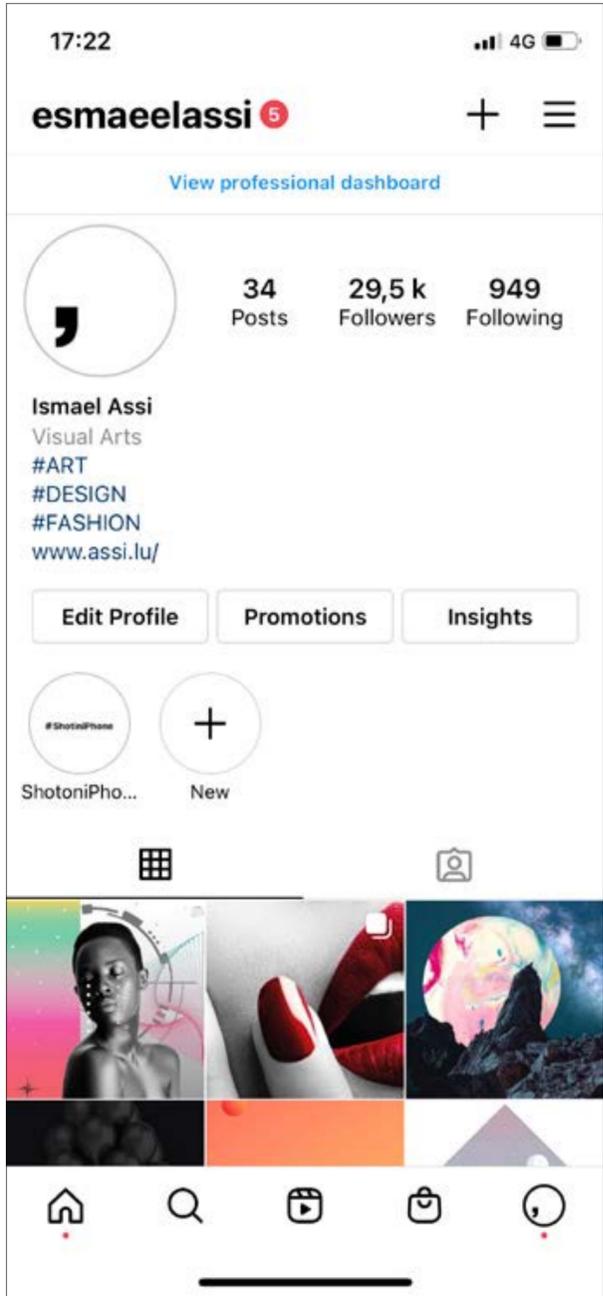


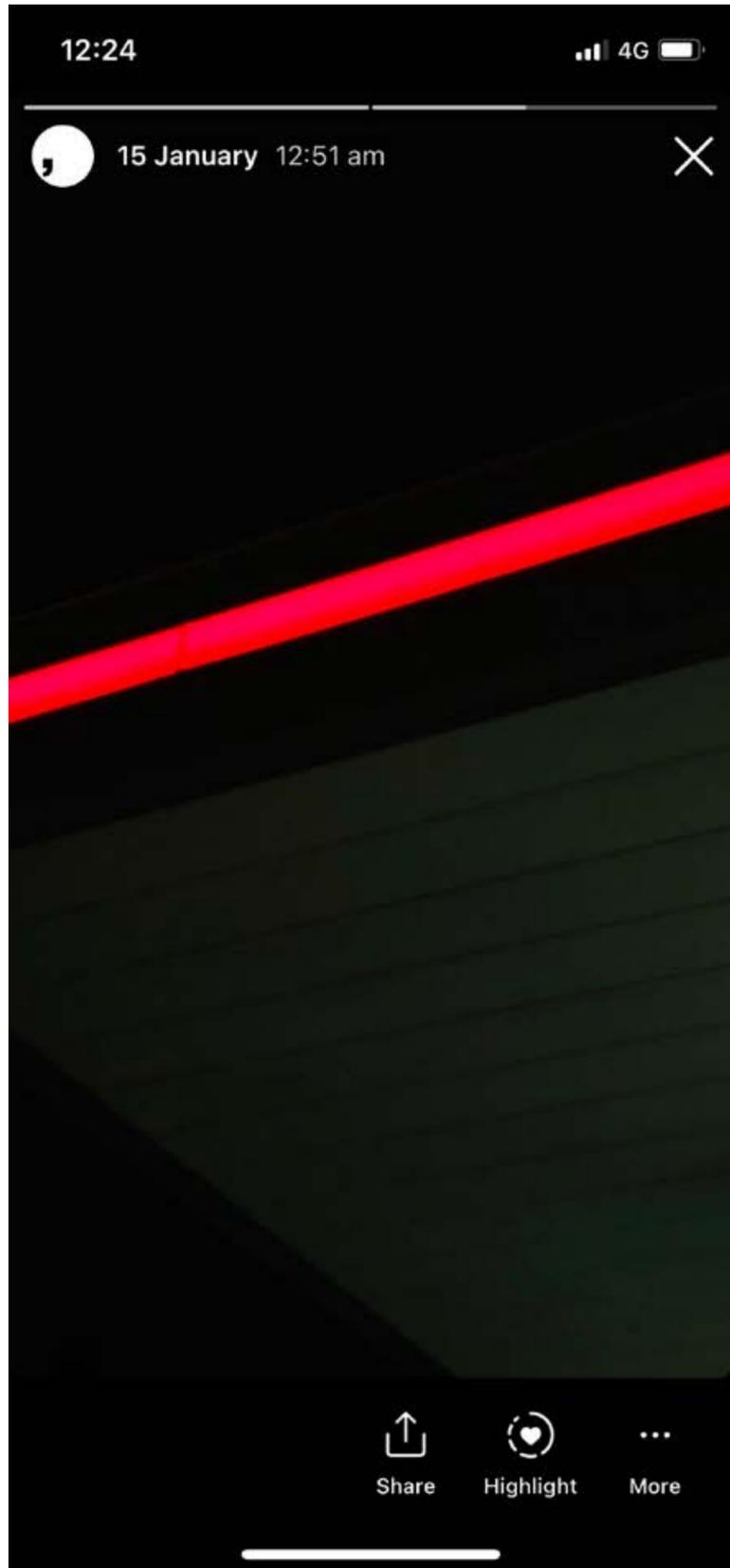
# PHOTOGRAPHY

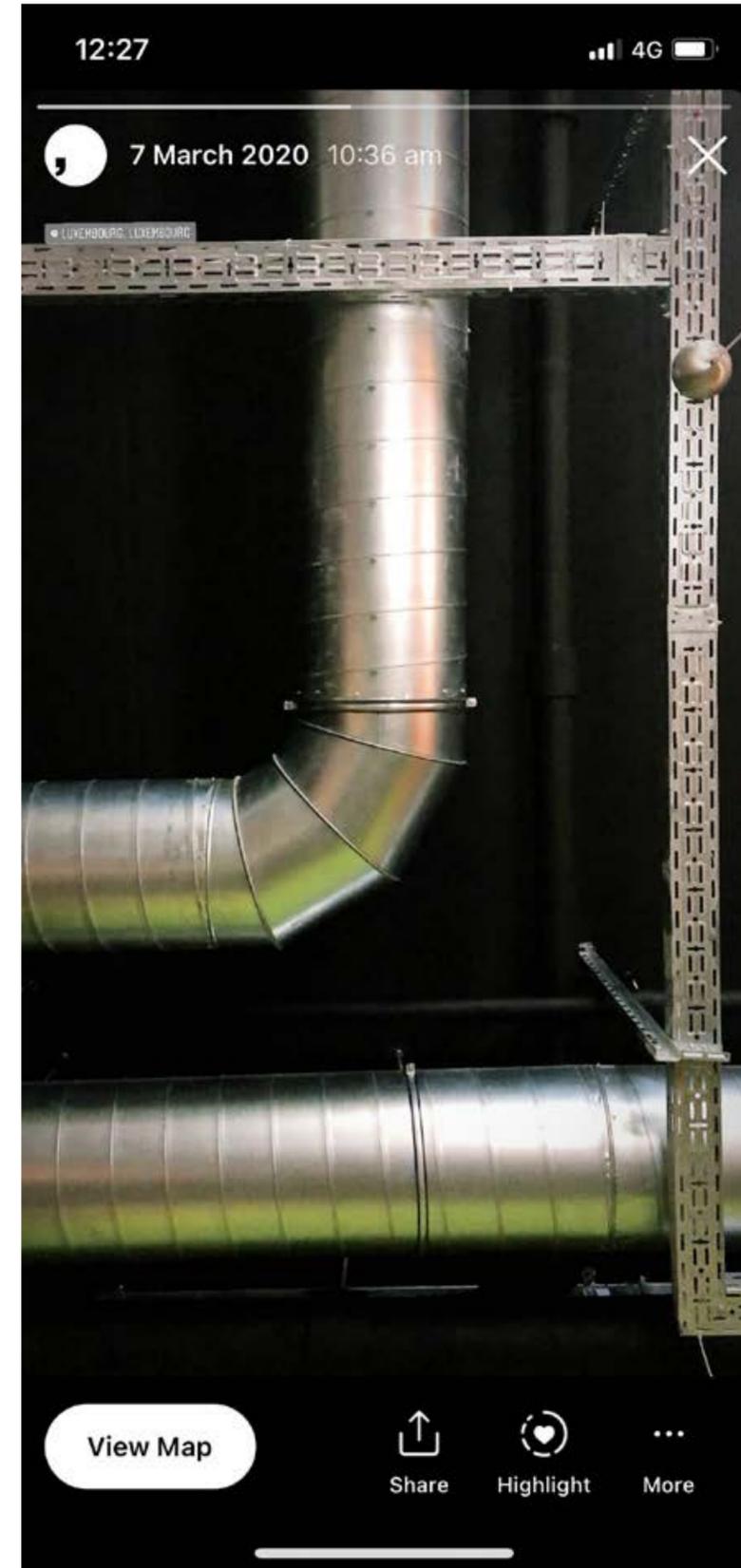
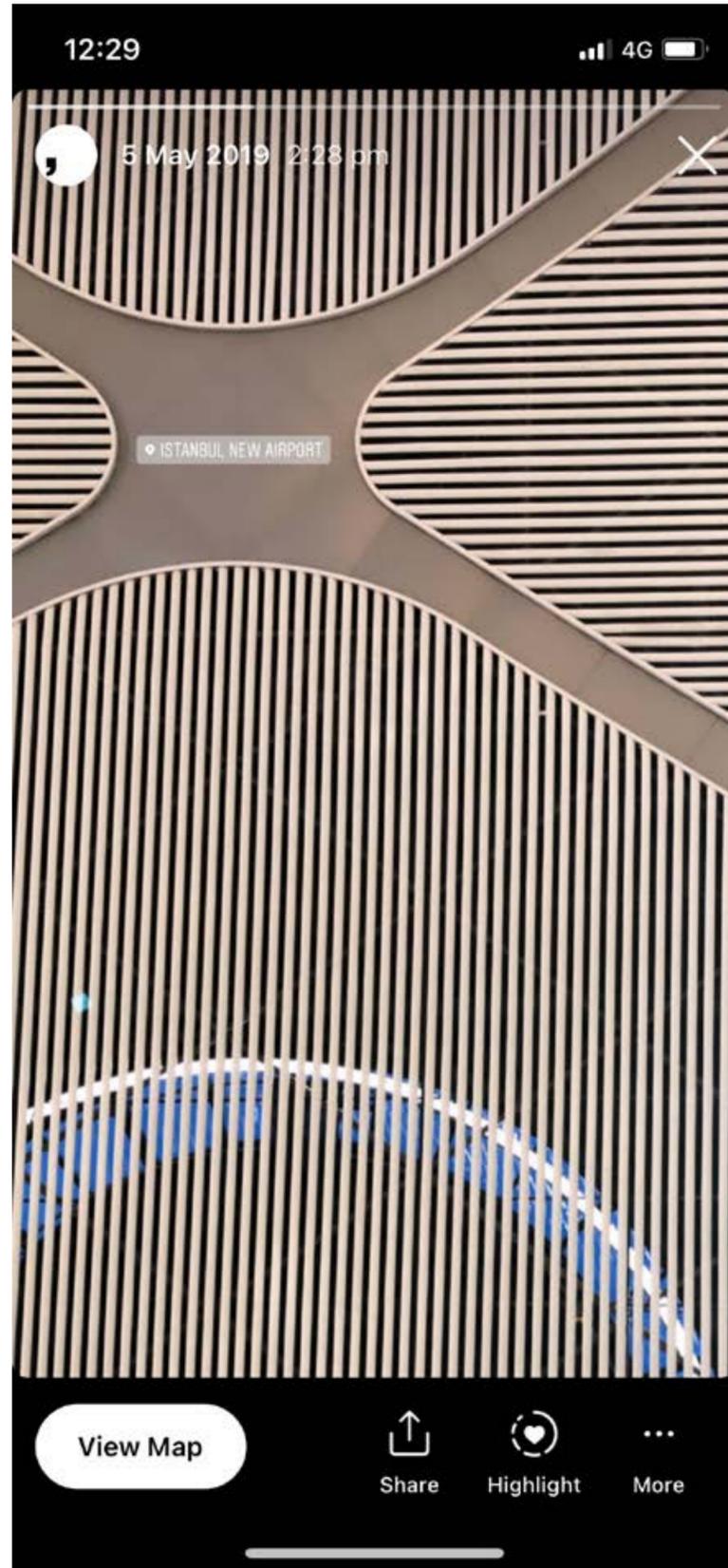


# 4. Shot on iPhone

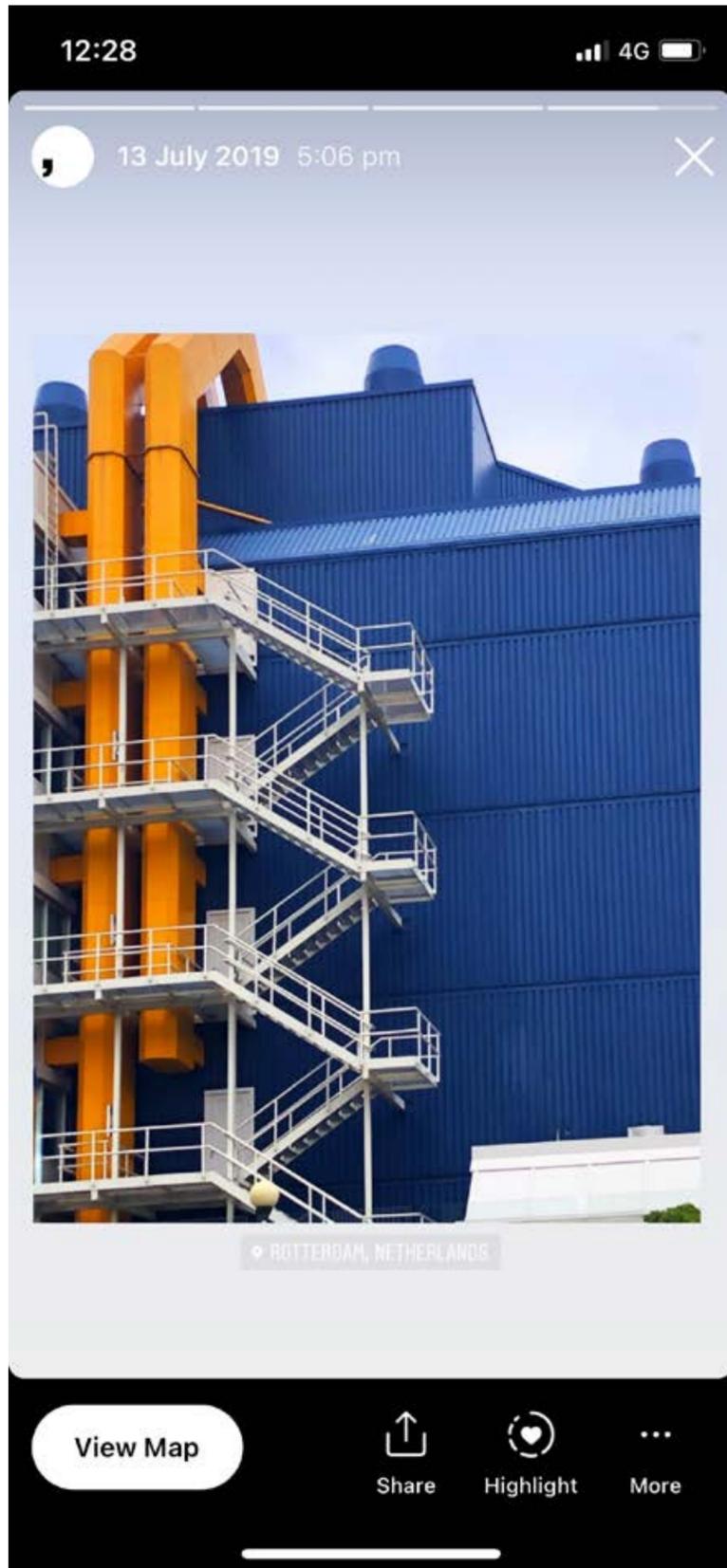
An ongoing project undertaken to capture and share the best photos of our daily life. It's full of beauty, but I just needed to figure out the perfect time and place to shoot it. Beauty could be found in a historical ceiling that is thousands of years old, but it could also be found in the shadow of a bunch of pens.











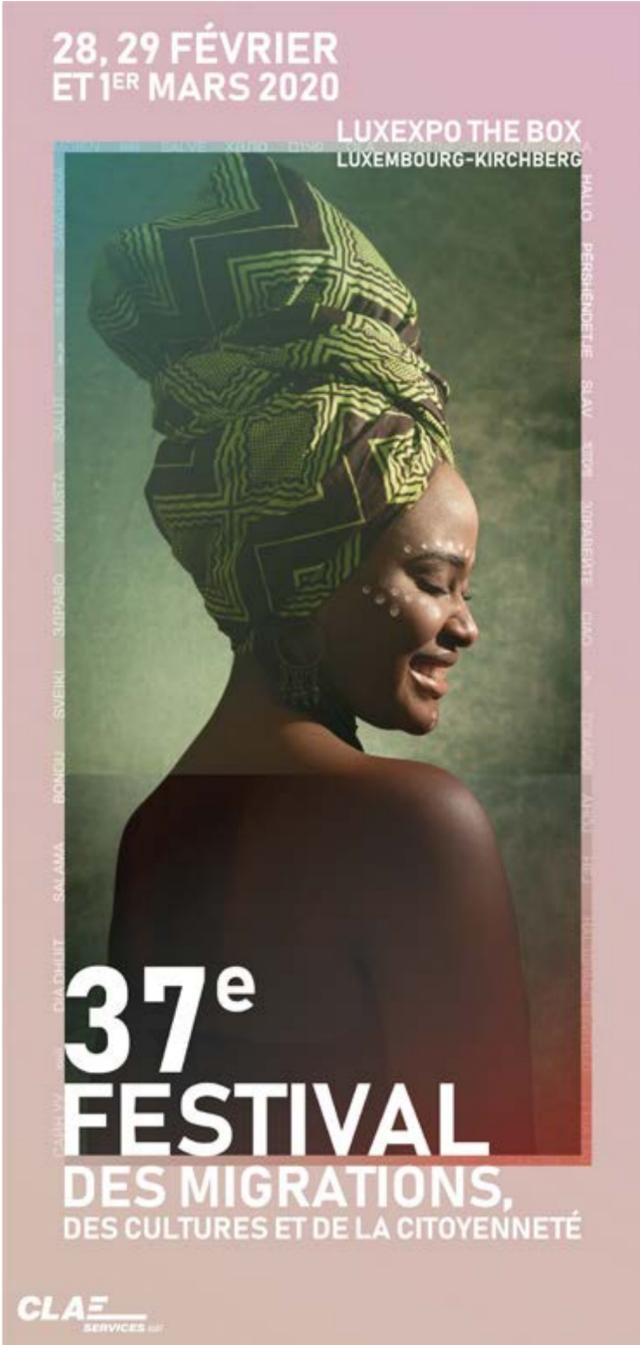
# GRAPHIC DESIGN



# 5. Festival of Immigration Luxembourg

The Festival of Migration, Cultures, and Citizenship is a major event focusing on migration and integration. Hundreds of booths, numerous debates, a book fair, and an art exposition make this event an unmissable part of the political and social calendar of the Grand-Duchy of Luxembourg.

I've been honoured to design the posters for this event, but unfortunately the festival was cancelled for obvious reasons.



## 6.Theater Posters



### Paper Music

A cine-concert by William Kentridge & Philip Miller Films and film fragments for piano & two voices In English & Zulu

06/06/2021 17:00

Une collaboration de longue date relie l'artiste visuel William Kentridge, né à Johannesburg, à son compatriote sud-africain Philip Miller. Leur partenariat artistique remonte au film Felix in Exile de Kentridge de 1993, qui fait partie de sa célèbre série Soho Eckstein dont Miller a écrit la musique. Il était donc évident qu'un de leurs projets communs fasse partie du programme du red bridge project. Paper Music, un cycle de chansons et de films poignant et plein d'esprit, réunit des films, principalement des animations basées sur les dessins au fusain et à l'encre de William Kentridge, avec des performances musicales en direct des chanteuses Ann Masina et Joanna Dudley, du pianiste Guy Livingston et du compositeur Philip Miller. C'est une pièce sur la relation évidente de la musique au film par l'imitation, grâce aux sons, de l'émotion ou de l'énergie, démontrant comment un son ou un morceau de musique particulier vous fait voir quelque chose différemment, et comment une image ou un film vous fait entendre la musique d'une autre façon.

Paper Music est une exploration fascinante des relations entre le son et l'image.

Video William Kentridge - Music Philip Miller Voice Ann Masina - Voice Joanna Dudley - Piano Guy Livingston - Costume design Greta Goëts  
Technical Coordinator Michele Greco Paper Music is represented by Quaternaire / Sarah Ford Produced by THE OFFICE performing arts + film  
Rachel Chanoff, Laurie Cearley, Ollie Chanoff, Lynn Koek, Catherine DeGennaro, Gabrielle Davenport, Noah Bashevkin, Erica Zielinski, Diane Eber, Chloe Golding, Kyla Gardner & Bruna D'Avila  
In partnership with Quaternaire - Paris Nouvelles dates  
Samedi 5 JUIN 2021 à 20 h00  
Dimanche 6 JUIN 2021 à 17h00 Réservation par e-mail ou par téléphone, DURÉE 1h30 & entracte  
+352 47 08 95-1  
lestheatres@vdl.lu  
1 Rond-point Schuman  
L-2525 Luxembourg  
Introduction à l'opéra par Monsieur Stéphane Ghislain Roussel une demi-heure avant chaque représentation (en français)Adultes 20 / Jeunes 8 / Kulturpass bienvenu Lieu:  
Grand Théâtre / Grande Salle  
Contient de la musique forte.



### مسرحية المملح الأخضر

تأليف: د. علاء عبد العزيز سليمان

تمثيل  
ريم تلحمي, عامر خليل, محمد باشا, ميلاد قنبيسي و مريم باشا

ماكياج ومساعد مخرج  
امنية عديلة

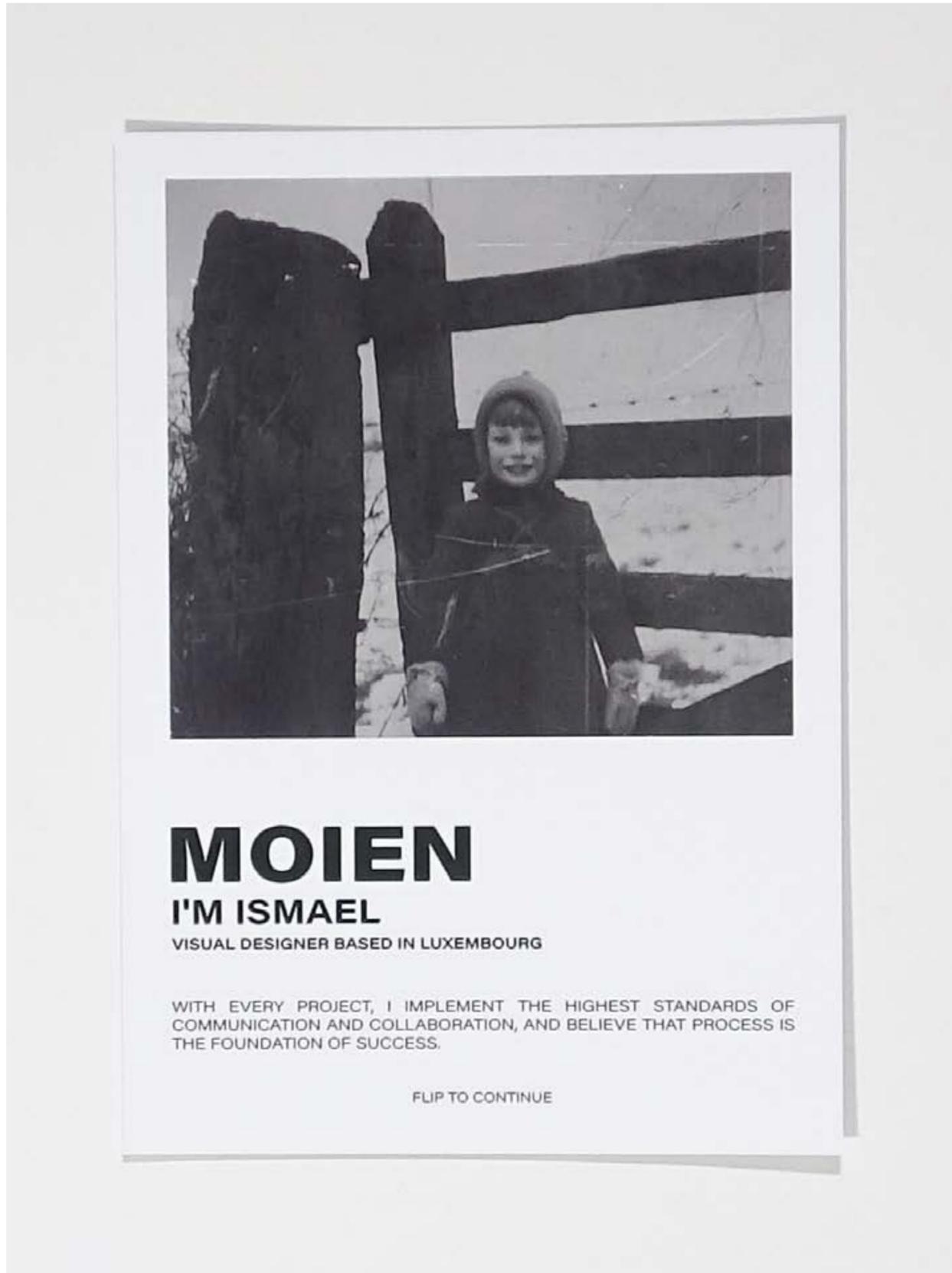
ملايس  
حمادة عطا الله

ديكور و اضاءة  
عماد سمارة و رمزي قاسم

إخراج : كمال الباشا

انتاج : المسرح الوطني الفلسطيني

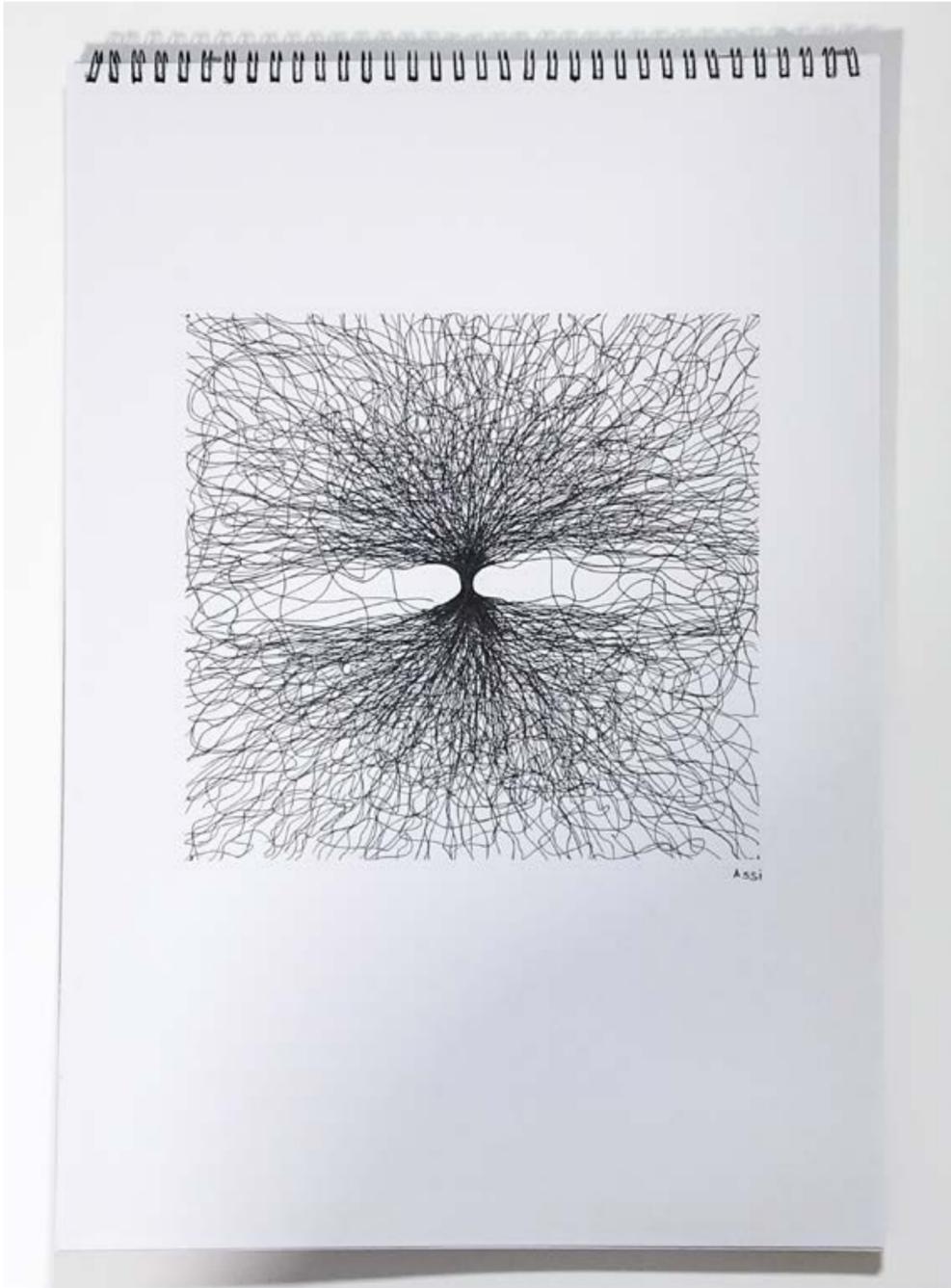
## 7. Personal Flyer



# SKETCHBOOK



8. Some pages from my sketchbook



## **PAINTINGS**



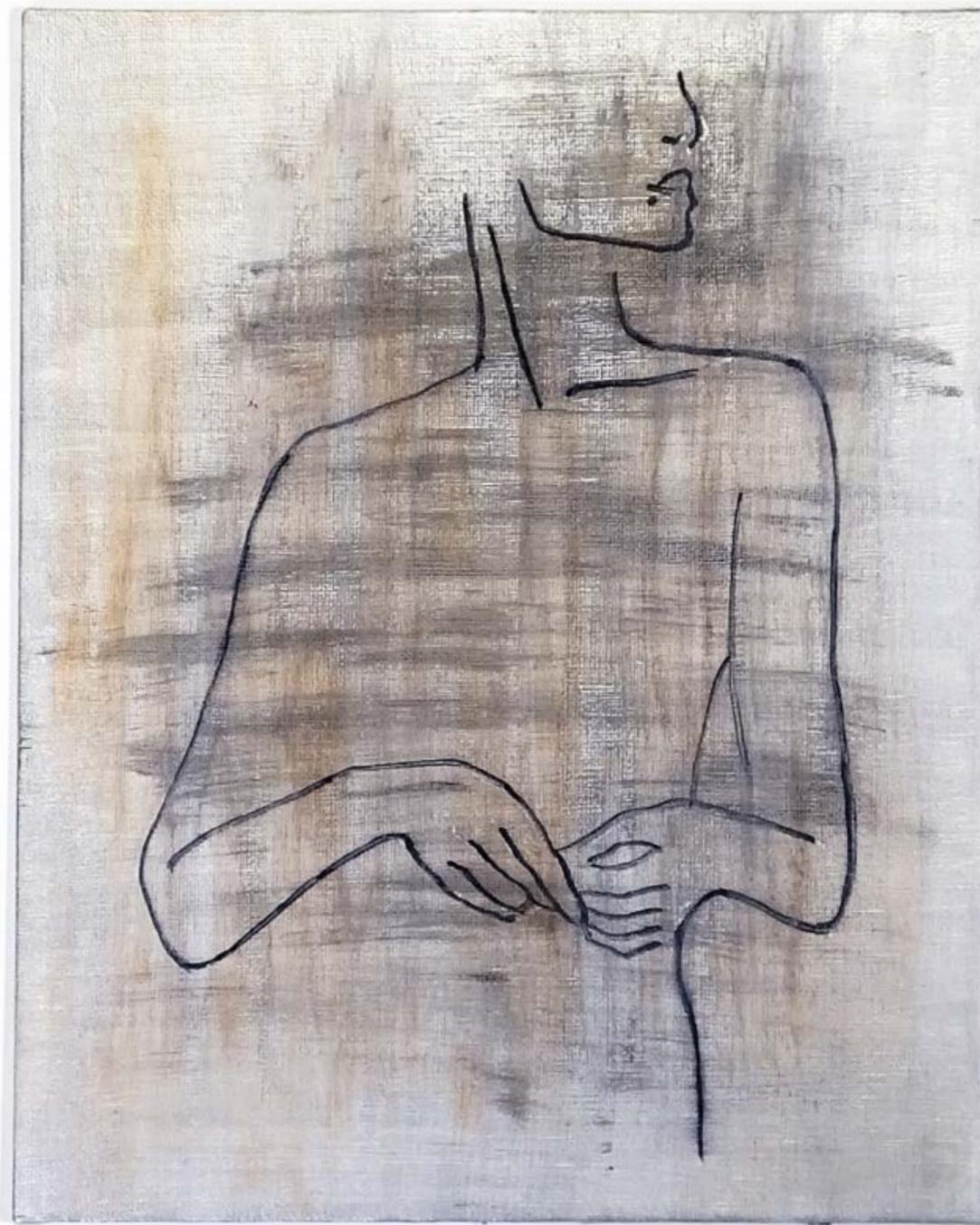
## 9. Paintings



If I'm there I could smell the beautiful sea smells, but also the fear, meaning it is definitely the Mediterranean Sea.



This is a wall from my grandparent's old house in the heart of Damascus. Now it's dreary and not so warm anymore, but every corner of it provides an unforgettable colourful memory.



She remembered who she was and the game changed.  
"Lalah Delia"

## 3D DESIGN



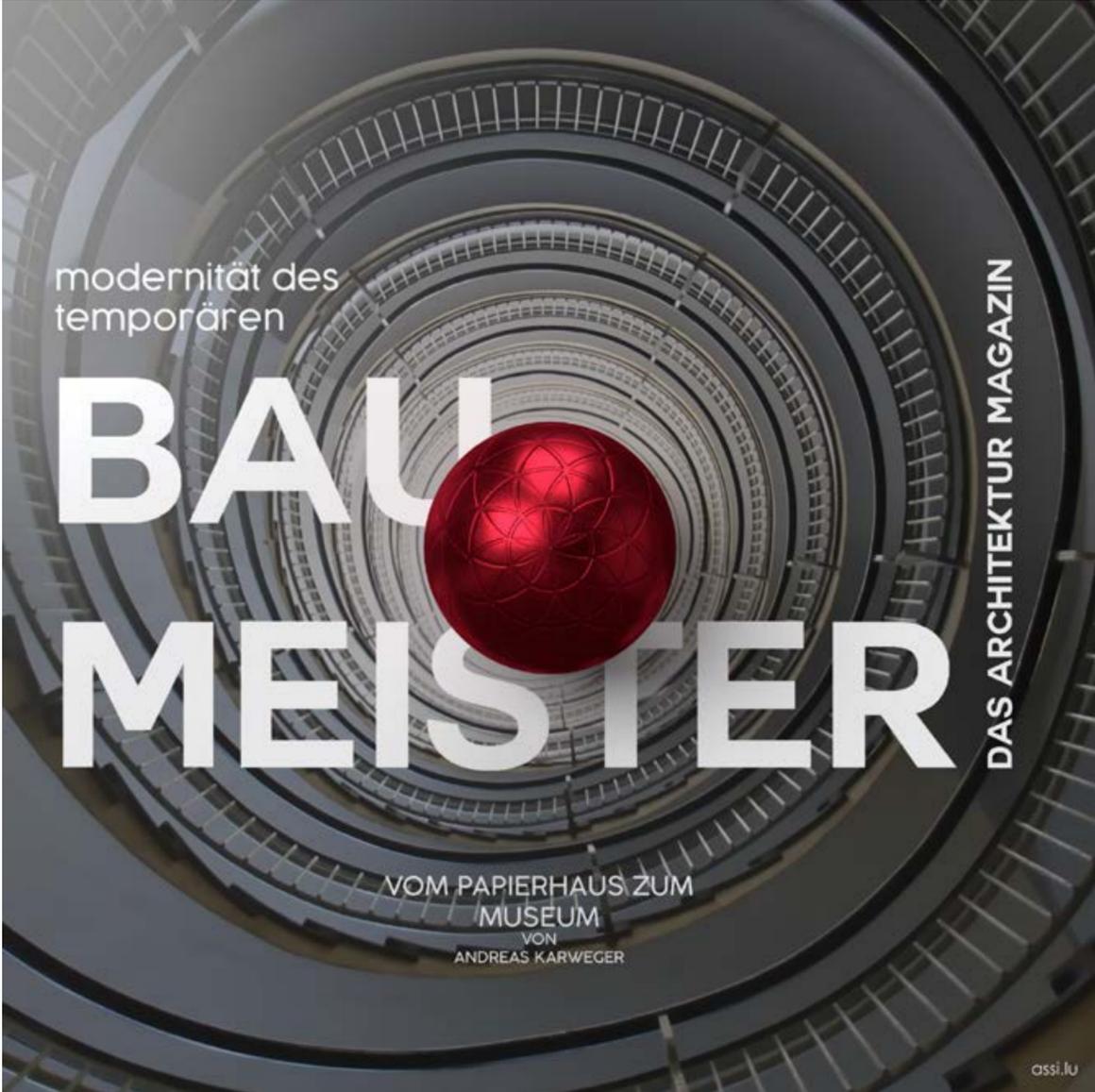
**10. Industrial product designs for a workshop**







11. Using 3D designs for print and social media materials



# Leaves



Close-up Photo of Leaves  
Size 18.7 MB  
Resolution 7000px x 4667px

assi.lu

# Power



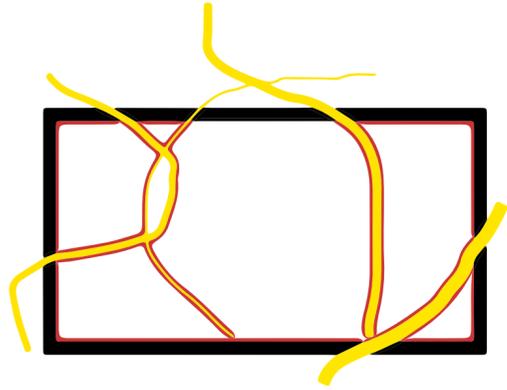
The power button is white.  
Size 12.4 MB  
Resolution 7000px x 7000px

assi.lu

**EXHIBITIONS**



## 12. TABLEAUX DE FUSION *(current project)*



### TABLEAUX DE FUSION .

An exhibition of Painting, Graphic Design & Photography  
2020 - 2022 Luxembourg - France.

A Cultural and Art Project organised by:

Uyi Nosa-Odia (Painter)  
Anne Lommel (Photographer)  
Ismail Aasi (Graphics designer)

for



With the support of

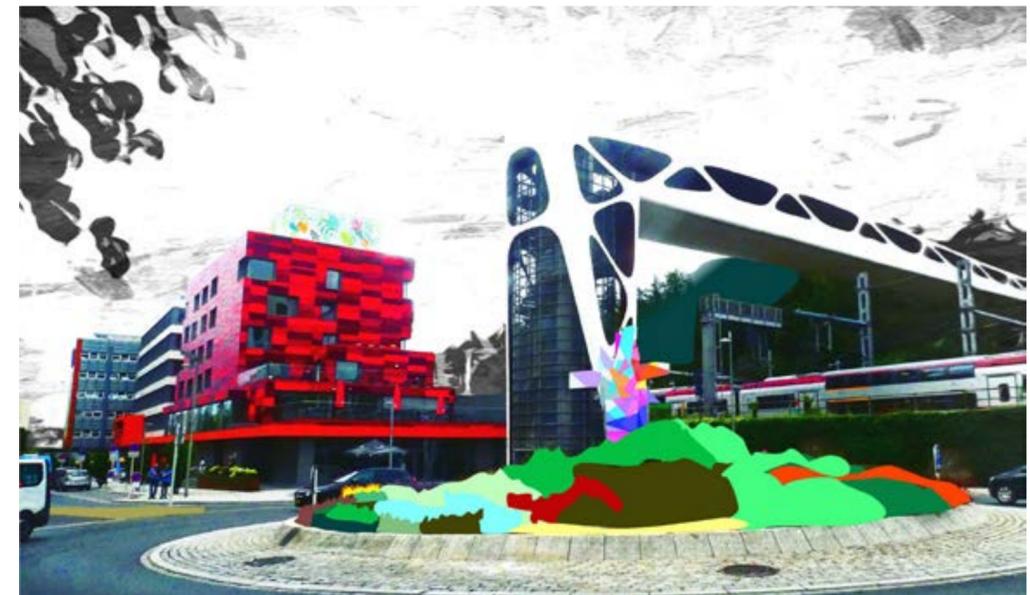


canvas display (artwork) will employ at least three art media from among photography, painting, printing and graphic design, to portray the image.

The project will involve several artists and include travels around the 19 municipalities of the CCPHVA for photo documentation that will be used in producing the finished artworks, and a presentation/preservation video.

Technically, the process of creation will start with photography, followed by computer graphics simulation. The final large sizes of a fusion of both technics will be printed on canvas, leaving a blank area for direct painting and mix-media to complete the image to be portrayed.

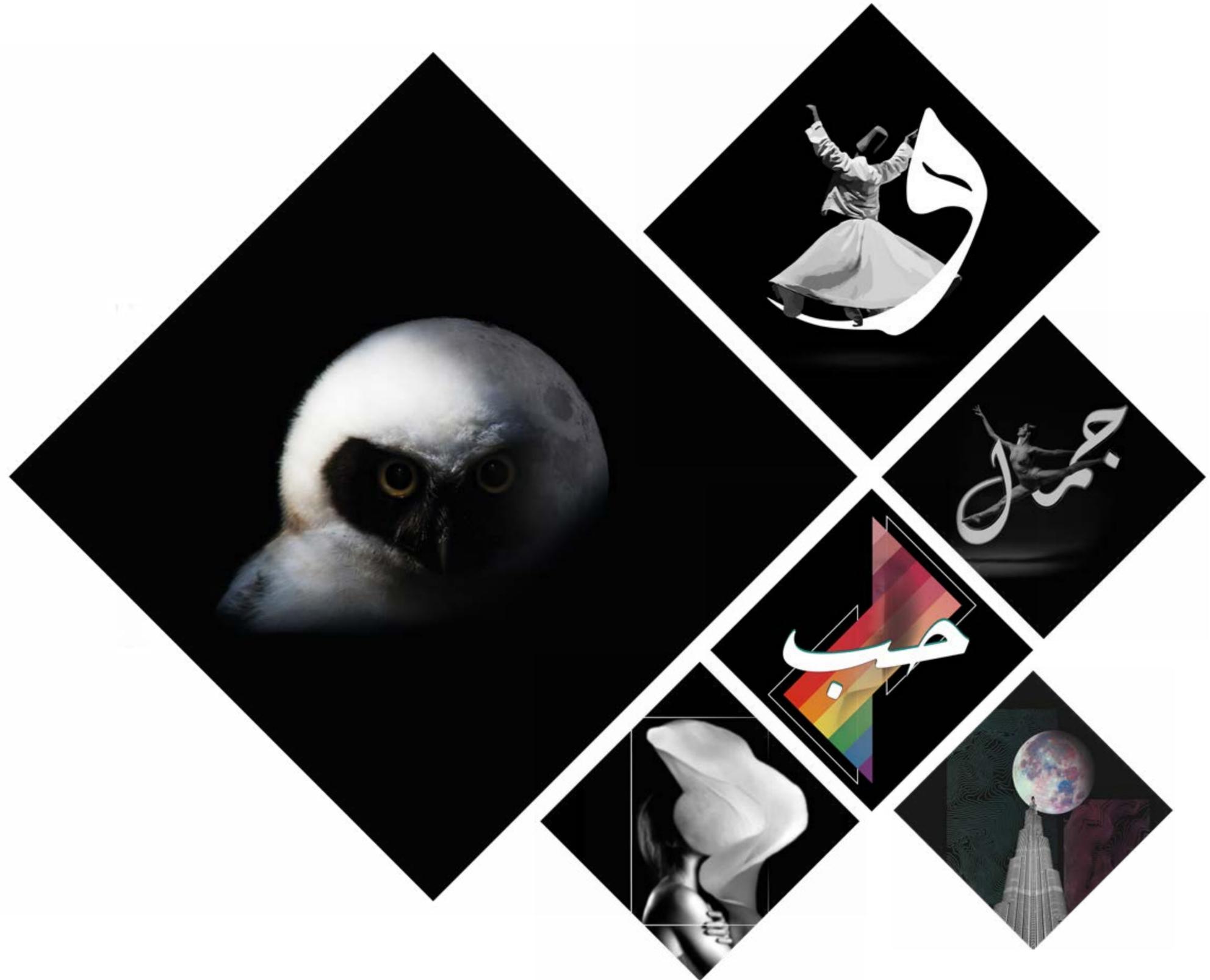
The following photo samples show some process techniques of the final art works.



### 13. EYES *(current project)*

Digital art exhibition showing how the graphic designer sees his subjects. Presented as fine art, using his digital pen like a paintbrush.

August 2021 - Luxembourg.





Each drawing has a story from my reality; some might see it as a fleeting story, others an inspiration.



**THANK YOU !**

**Ismail Aasi**

**ismael@assi.lu**

**+352 691 810 699**

**6, Route de Mondorf  
L-5670 Altwies, Luxembourg**



**ONLINE PORTFOLIO**