



Stitched Stories
naqsh collective

Artist catalogue, 'naqsh collective' by
nisreen and nermeen abudail

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Stitched Stories

naqsh collective

An exhibition of works by
nisreen and nermeen abudail

One concern in this era of globalization is that regional design traditions and visual cultures will start to fade out, which is why the work of naqsh collective (previously shortlisted for the Jameel Art Prize 5, 2018) is all the more important. The Jordanian sisters behind the concept work in unison, taking elements from their previous experiences in graphic design, architecture, embroidery, and jewellery-making to form exquisite works that lift elements from the rich textile traditions of the Middle East, repositioning them in a contemporary context. naqsh collective breathe new life into intricate embroidery designs, each of which tells a story about its place and culture of origin, in place of needle work they introduce unexpected and enduring materials like brass, marble, and wood to create a previously unforeseen aesthetic that is both pleasing to the contemporary gaze and underlines the continued significance of Middle Eastern visual culture in the present day.





About naqsh collective

Founded in 2009 in Amman, Jordan, naqsh collective is the joint endeavor of two sisters, nisreen and nermeen abudail. 'naqsh' translated, means to 'engrave' which was the first form of lasting artwork that left a print by humanity. Tapping into their rich heritage and affording it new meaning, naqsh collective is at the crossroads between age-old Arab world design practices and a clean, contemporary aesthetic repositioning elements of Middle Eastern art, architecture and heritage in a minimalist frame. Their delicately hand and fine machine finished artworks and sculptures come together to create a new visual language. naqsh collective have exhibited extensively internationally including: Venice Design, Milan Design Week, Amman Design Week, Design Days Dubai, and Saudi Design Week and their work has been displayed at institutions such as the Victoria and Albert Museum in London.





Jaffa

The Jaffa series (2015) saw naqsh collective take their inspiration from an old photograph of Jaffa port, a destination that was once a thriving trading hub for merchants. Their work highlights Jaffa's pivotal role in cross-cultural exchange as traders came and went from the cities that dotted the Mediterranean and beyond, bringing with them new ideas, materials, produce and cultures and taking with them a piece of the Middle East.



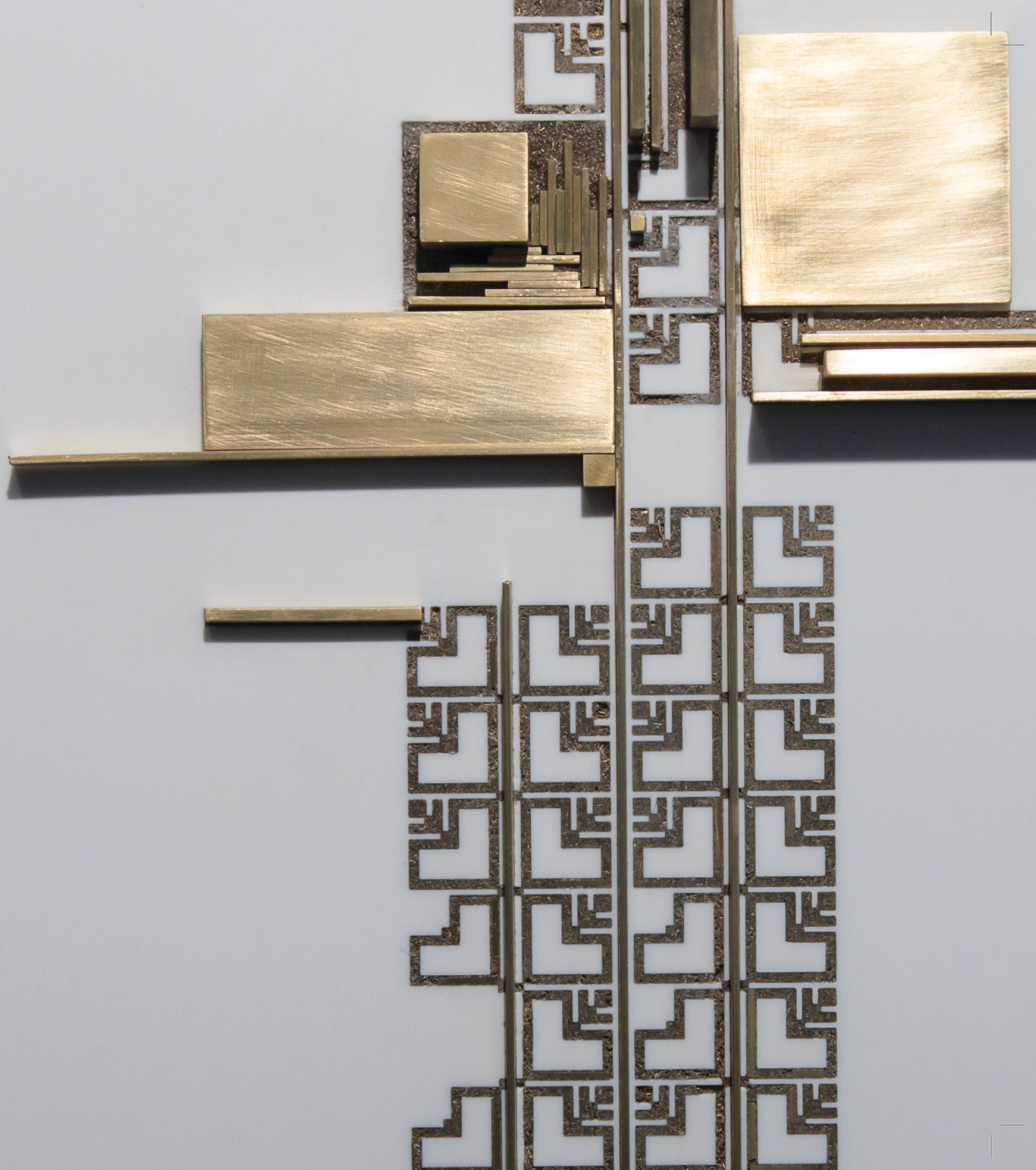


Jaffa

Industrial marble with brass

275x137 cm

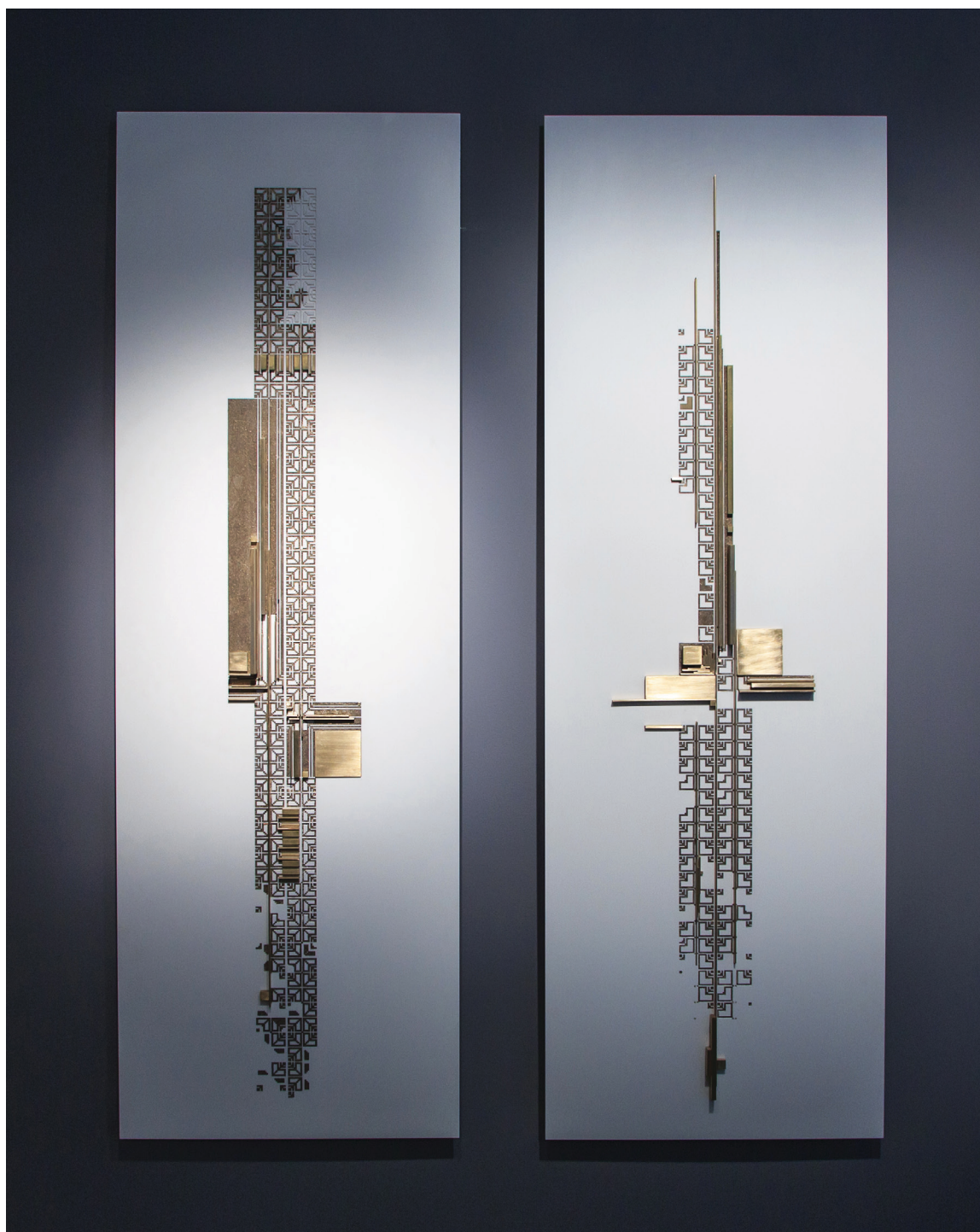
2015





Road to Damascus





Tareeq AlSham (Left)

Tareeq Masr (Right)

Industrial marble with brass

60x180 cm

2016





Wihdeh Collection Concept

Wihdeh takes the practice of embroidery and repositions it as a universal language. Each group of stitches within the design is referred as a «unit» to highlight naqsh collective's overriding belief in the spirit of unity and also to showcase the beauty within Arabic culture.



Pasha Tents 2

Industrial marble with brass

75x75 cm

2015



Palm Trees

Industrial marble with brass

75x75 cm

2015





Amulets

Industrial marble with brass

75x75 cm

2015



Disc of Stars

Industrial marble with brass

75x75 cm

2015



Moon Feathers

Industrial marble with brass

75x75 cm

2015





Bridal Cushion

Bridal Cushion (2018) is an evolution from 'The Bride's Rug' (2017). The design relays the story of a female dowry that the bride would traditionally prepare, shortly before her wedding to take with her to her new home.





Bridal Cushion 2

Solid walnut wood,
solid brass and brass shavings
205x88 cm
2018



About nisreen abudail

Born in 1976 in Amman, Jordan, nisreen abudail received her B.Arch in architecture from The Jordan University of Science and Technology. Carving out a career in her home country nisreen used architecture as a departure point for her personal exploration of art and design. In her spare time nisreen honed her creative process outside of the confines of architecture, with a distinct minimalist aesthetic she experimented with embroidery, textiles, jewellery, furniture and even handcrafted cards that were exhibited in local venues. In 2004 nisreen moved to the USA where she simultaneously developed her career as both an architect and artist, studying screen-printing at the Corcoran College of Art in Washington, D.C and exhibiting her artwork in local and national art shows and festivals including Artscape (2007). In 2009 the Embassy of Jordan in Washington D.C. invited nisreen to participate in Arabesque: Arts of the Arab world, an international festival of Arab culture organised and hosted by the city's prestigious John F. Kennedy Center for the Performing Arts. Returning to Jordan in 2009, together with her sister, nermeen abudail, nisreen co-founded naqsh collective.

About nermeen abudail

Born in 1980 and hailing from Amman, Jordan nermeen abudail graduated with a BA in graphics from Yarmouk University. Rapidly establishing herself as a leader in graphic design, working with prominent regional and international agencies, nermeen was keen to take her talents to the next level. In her next move, together with her sister, nisreen abudail she went on to establish naqsh. Currently based in Dubai, her creative efforts are typically within the branding industry fusing her understanding of local culture with her understanding of brand building and identity to produce work that exudes international appeal.



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