

# Abdullah Elias

Artist, Designer

## Bio

I have worked as an artist and creative practitioner for over fifteen years delivering projects in London, Philadelphia, and Bangkok. My work has been focused on community lead socially engaged design and public art. I take a holistic human centered approach to design, accessing the pre-existing networks and community resources to inform engagement strategies and facilitate community stewardship. My aim is to create localised community lead projects, interventions, spaces and events which address social and political inequities.

## Education

**MA Design Critical Practice** (*Distinction*)

Goldsmiths College University of London

**BA Design** (*First Year*)

Goldsmiths College University of London

## Languages

English (*Native*)

Thai (*Fluent*)

Laotian (*Conversational*)

Arabic (*Basic*)

## Hard Skills

### Planning and Management

*Community Engagement*

*Collaborative Design*

*Proposal Development*

*Project Management*

*Feasibility Studies*

*Supply Chain and Sourcing*

*Branding and Marketing*

*Public Programming*

*Risk Assessment*

### Making

*Casting + Moulding*

*Fabrication*

*Prototyping*

*Vacuum Forming*

*Pattern Cutting + Sewing*

*Upholstery*

*Painting + Decorating*

*CNC Cutting*

*Laser Cutting*

### Digital Media Skills

*Architectural Visualisation*

*Video Production+Editing*

*Graphic + Web Design*

*SketchUp*

*Autodesk*

*Adobe Illustrator*

*PhotoShop*

*InDesign*

*Wordpress*

## **Selected Projects**

### **2018–2020** *Tomorrow's Market*, The Greater London Authority, London

I designed and led the 2-year pilot programme, including its recruitment strategies, community engagement programmes, brand identity and collaterals. I also provided 30 market traders with mentorship and organized workshops with both market traders and market officers in both public and private markets across London.

### **2018–2020** *Peckham Food Hall*, Southwark Council, London

Over a 2- year period I supported the design and strategic planning for the Peckham Food Hall meanwhile space. The food hall was designed in collaboration with Farok Agoro and local businesses. I also provided support around branding, health and safety, licensing, online sales and delivery services, marketing, visual merchandising and supply chains.

### **2018–2020** *Peckham Palms*, Southwark Council, London

I provided creative and strategic support during a 2-year R&D programme, which was undertaken to ensure the resulting retail space could be meaningfully co-designed to better meet the users' business and cultural needs. I also sat on the board and steered groups as a consultant and supported the hairdresser and *Palms* team to develop their businesses and brands.

### **2018–2019** *Something & Son Placement Programme*, London

I developed an internship programme between Something & Son Ltd. and Goldsmiths University of London, which provided 50 placement opportunities for the MA and BA design programmes' students over the summer of 2018 and 2019. The placement programme provided the students with hands-on practical design experience, offsetting their theoretical university training.

### **2018** *A Common Ground*, Tate Britain, London

I was the project lead responsible for conceptual and curatorial development. I created a public programme over a 4-month period, using food as a means of engaging local audiences through a programme of community dinners, cooking workshops, and ethnobotanical wayfinding tools and the first ever Iftar dinner held at the Tate. I worked closely with local residents, the Tate's service staff and two local Mosques throughout the summer.

### **2017–2018** *FYPM.Brixton*, Depop Retail Shop, London

Over a 6 month period, I developed the FYPM brand, created all the content, styled the looks, shot all of the photographs, promoted organised and curated the Depop page and created a number of garments and accessories which were sold by FYPM.

## **Work Experience**

### **2017–2020** *Artist and Project Lead*, *Something & Son*, London

I was a member of the Something & Son Collective as an artist and community engagement designer. I led key projects such as *A Common Ground* with Tate Britain and the *Tomorrow's Market Programme* for Greater London Authority. My role as an artist at Something & Son

involved developing proposals and strategies for community lead regeneration and public art projects. I developed work for Southwark Council, Camden Council, Grosvenor Estates, Milton Keynes Council, Barking Riverside, UK Arts Council, Tate Britain, Tate Modern and the Greater London Authority.

**2006–2020 Designer, *AbdullahElias.com***

I have worked as a freelance artist and designer, working primarily in branding and graphic design for print. I have been commissioned by small businesses, musicians, artists, community groups, and both public and private institutions in Philadelphia, Bangkok, Tokyo, Italy, Berlin and London.

**2010–2013 Designer and Faculty, *Reclaim Printshop, Philadelphia, PA***

For 3 years, I produced artworks and supported the development of Reclaim Community Printshop. While working there, I provided services to grassroots organizations and skill development classes for young people as well as start-up fashion brands, including Philadelphia Print Works, Weirido, Matthew Law, BLM, Philadelphia City Council, M.O.V.E and ACAF Centre.

**2009–2010 Marketing Director, *Explore Media Group, Bangkok TH***

I managed a small team of designers and filmmakers over an 8-month period. Overseeing the day-to-day production of marketing materials for 3 online resources, primarily focusing on new technology, 3D filming making and digital media.

**2004–2010 Designer and Project Manager, *Ban Thor Phan, Sangklaburi, TH***

I worked for the Ban Thor Phan organisation in Western Thailand for 6 years, working with young refugees, aged 15 to 20 years old, from the Karen, Mon and Rohingya communities. My work involved developing a number of projects, which utilised local natural resources and adapted the skills developed from migrant trade such as farming and factory work.

## **Exhibitions**

**2021 Ramadan Pavilion, The British Mosque** (Installation)  
Victoria And Albert Museum, London

**2020 Peckham Practice x Metatopia** (Window Exhibition)  
Peckham Foodhall, London

**2018 A Common Ground** (Installation)  
Tate Britain, London

**2017 Parasitic University Mobile Unit** (Van)  
London Design Festival, London

**2014 Bismillah Solo Exhibition**  
El Chiringuito, Bangkok

**Jamal +Batchu** (Mixed Media Sculpture)  
HOF Art NOW Group Exhibition, HOF Arts Bangkok

**Emulsification** (Performance)  
Until Something Brings Us Back to Reason, V64 Gallery, Bangkok

**Open Studio Exhibition**  
Oasis of Freedom, V64 Art Space, Bangkok

**2012**      **Dak Sisu Nordic Thai Storytelling** (Pop-up Restaurant)  
University of Gastronomic Science, Bra, Italy

**2010**      **Common Knowledge** (Print and Mixed Media)  
Gallery 43, Philadelphia, PA

### **Talks, Workshops and Teaching**

**2020**      **Speaker**, *London Growth Hub Enterprise Summit*  
City Hall, Greater London Authority, London

**Facilitator**, *Peckham Practice Workshop Series*  
Peckham Foodhall, London

**2019**      **Facilitator**, *Branding for Chefs Workshop*  
East Street Eats, 55 East, London

**Facilitator**, *Looped Systems Workshop*  
Tate Modern, London

**2018**      **Guest Artist**, *Agents of Creative Change*  
Battersea Art Centre, London

**Guest Tutor**, *BA Interior Design*  
London Metropolitan University, London

**Facilitator**, *Future Fossil Workshop*  
Design Museum, London

**Speaker and Organizer**, *Ramadan Tent Project Arafat Day Event*  
Tate Britain, London

**Facilitator**, *Recipe Exchange Cooking Workshop*  
Tate Britain, London

**Chef and Facilitator**, *A Seat at the Table Artist Dinner*

Tate Britain, London

**2017**

**Organizer and Facilitator, *Guerilla Lecture Series***  
Parasitic University of London, London

**Writer, *Incentive, Subversion and Force Lecture***  
Goldsmiths University of London, London