

Client: Pro Helvetia Cairo

Year: 2023

Scope: Poster Design/ Illustration

Illustration & Calligraphy;; Ahmed Badr

Introduction

Pro Helvetia Cairo reached out to me to create the main poster for their Call for Residencies 2024. This opportunity means a lot, as it allows me to contribute to a project that supports creativity and cross-cultural dialogue, which aligns perfectly with my own passions in design and storytelling.

Pro Helvetia Cairo is the regional office of Pro Helvetia, the Swiss Arts Council, dedicated to fostering and promoting Swiss arts and cultural exchange between Switzerland and the Middle East and North Africa (MENA) region. Based in Cairo, this office supports artists and cultural practitioners from various disciplines, such as visual arts, literature, music, and theater, by facilitating residencies, exhibitions, performances, and collaborative projects.



Sketching

I'm excited to give a glimpse into the design process for the Pro Helvetia Cairo Call for Residencies 2024 poster. Sketching is always where the magic begins! I created four unique sketches to explore different directions for the poster, each one aiming to capture the essence of cross-cultural exchange and artistic exploration.

After reviewing the options, the Pro Helvetia Cairo team selected one sketch that resonated most with their vision. Seeing a concept develop from rough ideas to a final artwork is a deeply rewarding part of the creative journey!

The client chose the **fourth option** because it best represents the artistic disciplines they wanted highlighted in the poster. They also loved the idea of incorporating plant elements, which beautifully reflect the natural essence of Switzerland."

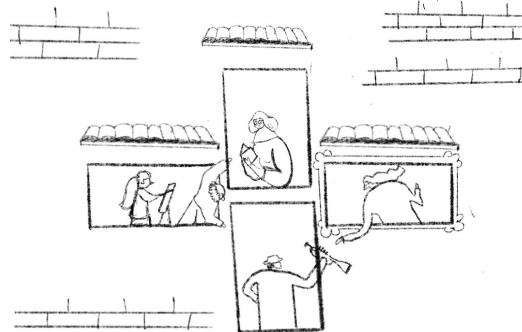
Sketch 1



Sketch 2



Sketch 3

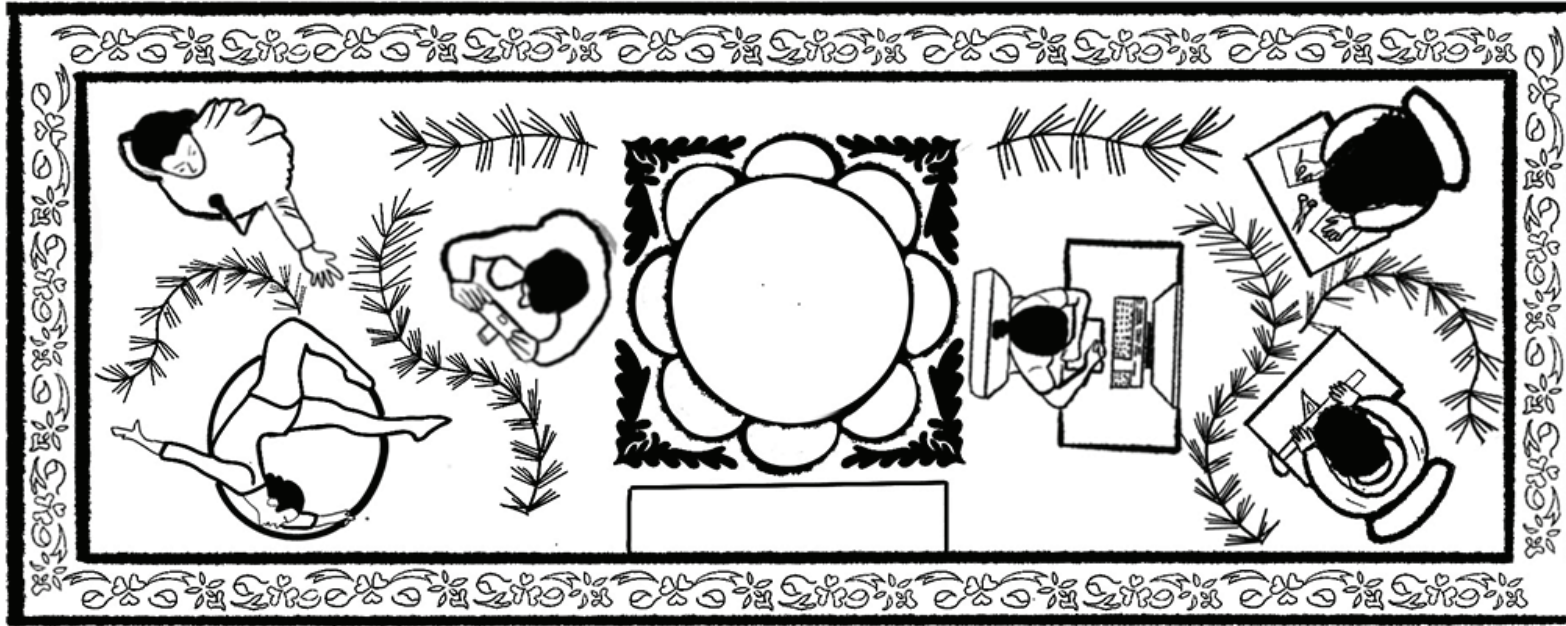


Call For
Residency
2023

Sketch 4



More Sketching Refinement ..



I then refined the chosen sketch further, enhancing its details to bring the concept to life even more vividly. Each refinement step was about adding depth and clarity, making sure the elements truly resonated with the vision for the poster.

Excuting Social media sizes

Web Banner

المؤسسة الثقافية السوبرية

دعوة مفتوحة:
برنامج الإقامة الفنية
٢٠٢٤

OPEN CALL:
STUDIO RESIDENCY 2024
DEADLINE: 30/3/2023

APPEL À CANDIDATURE:
RÉSIDENCES 2024 ,
DATE LIMITE: 30/3/2023

دَعْوَةٌ مَفْتُوحَةٌ

برنامج الإقامة الفنية

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آخر موعد للتقديم
٢٠٢٣-٣-١

OPEN CALL
RESIDENCIES 2024
DEADLINE: 1/3/2023

APPEL À CANDIDATURE
RÉSIDENCES 2024
DATE LIMITE: 1/3/2023

الجمعية الثقافية التونسية
prchelvetia

OPEN CALL
RESIDENCIES 2024
DEADLINE: 1/3/2023

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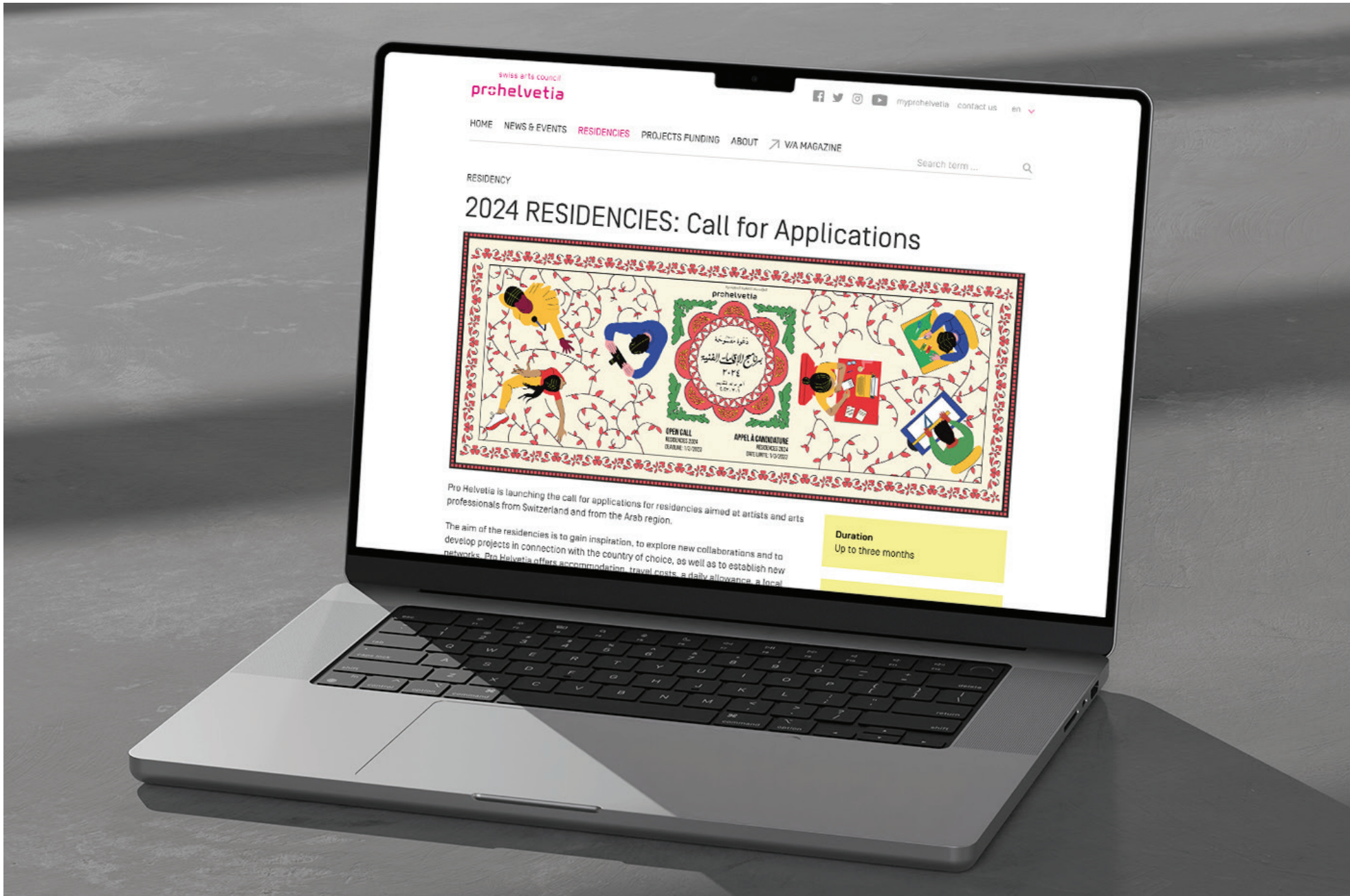
Info Session Poster & Winners Announcement



I designed an info session poster inspired by the visual identity of the Call for Residencies campaign. Keeping the cohesive look and feel of the main identity ensures the message stays clear and recognizable across all materials!



Applications



Applications



Thank you

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