



Finding a visual rhythm for wellbeing.

Shazia Omar, a yogini with more than 25 years of practice, came to me with an idea for a new yoga and wellbeing festival in Bangladesh, bringing people together around movement, mindfulness and community. It needed a name and an identity, so I created Dhaka Flow.

CLIENT

Dhaka Flow

BUSINESS

Yoga & wellbeing festival



The Identity

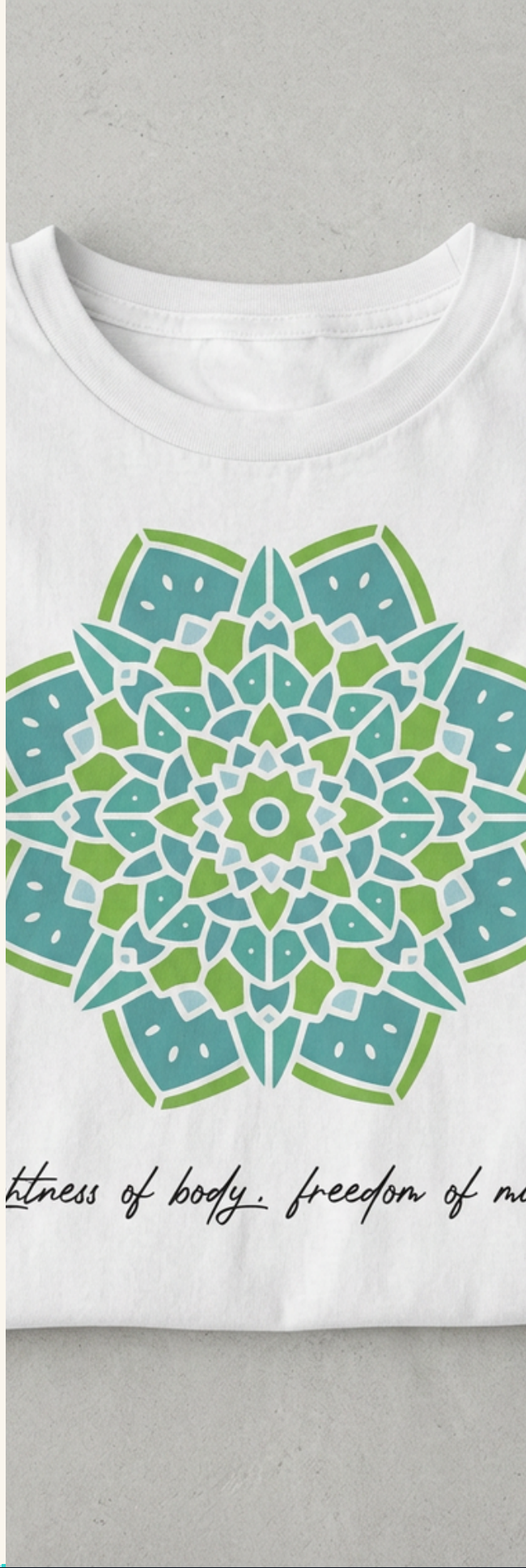
The early visual world grew around a lotus-inspired logo and geometric forms exploring balance and connection. The identity became a flexible visual system for the festival, carrying across posters, print materials and campaign visuals while leaving room for the illustration work to grow alongside it.

— BUILT AROUND THE IDEA OF FLOW.

LOGO

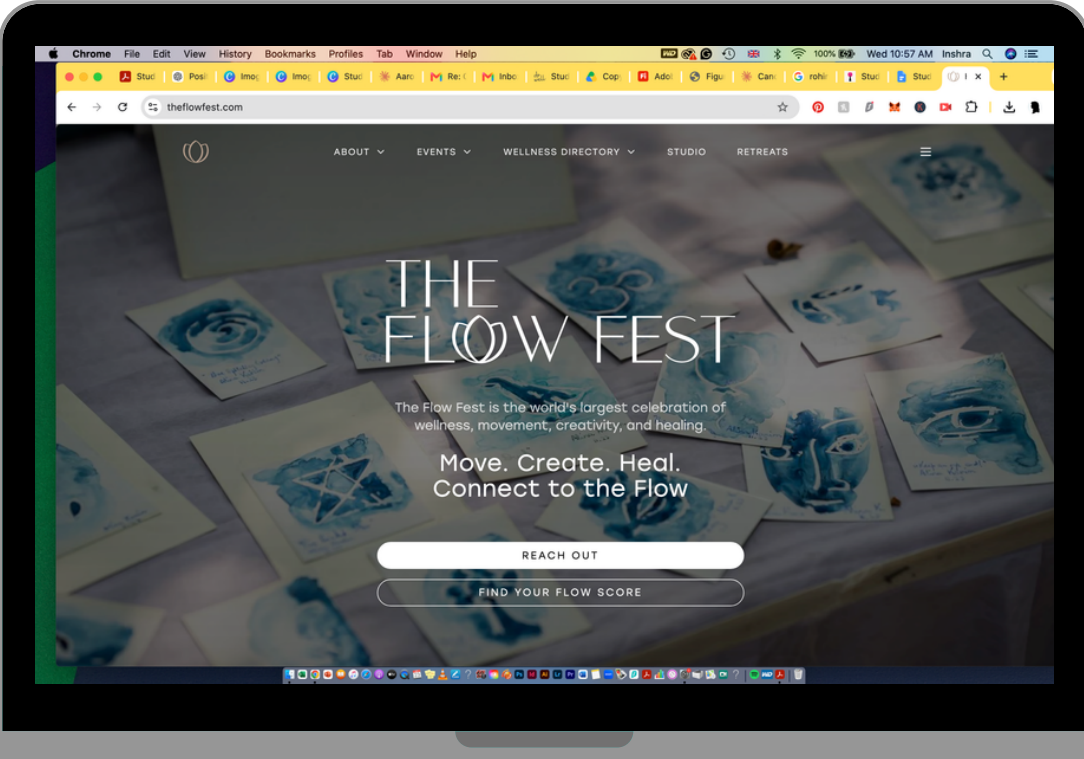


ELEMENT



The Work

Our collaboration continued the following year with nine original illustrations, each responding to a line of a poem created for the festival.



9

original illustrations
inspired by
Illuminated Fitness

Dhaka Flow has since grown into The Flow Fest, with an identity of its own. This work belongs to its early chapter, and I love seeing where they've taken it.

“She has extreme creative talent and delivers exactly what we’re looking for, and more.”