



The Way of The Pen

Faddho Design & Crafts Services

Faddho is an independent individual entity that believes in upholding the culture of the pen by nurturing states of experiences through human, nature and spirituality. We deliver creative and conceptual solutions along with consultancy services of visual design works, handmade visual crafts, and independent research work. Through these, we share and expand the values embraced across cultural platforms and educational outreach.

PHILOSOPHY

Our Little Words of Craft

We have taken into the beliefs of believing in oneself for what one is created for. Every form of life, every form of idea, entity and existence, has reasons to every beginning that will end, as well as creating new births. Every journey is full of deeper journeys.

Faddho embraces the way of the pen, a path unveiling essences of connections, between existences and creations, between human, nature and spirituality. A simple instrument that receive, transmit and record moments of lives, where the touch of ink and paper, will spark genesis in defining power of creation. It is a craft that enliven the mind.

Started a small beginning in 1998 our arts and design practices began with corporate designs and prints. From design consultancy services, we developed further our speciality in calligraphy, reviving the traditional and classical practices, fusions with digital media, and we expanded into performances, exhibitions, workshops and various forms of educational outreach. To date, our practices involve design, prints, graphic arts, illustrations, calligraphy, various crafts of arts and creativity, as well as educational works and programmes. To us, these crafts are knowledge of ingenious values, which we believe in sharing.

At Faddho, the craft of the mind is about how a message is being delivered. To understand our very own intentions, is a critical measure in charting out our directions. How problems are being solved, how much we learn about things, and how genuine we are. We believe that the bond of ink and paper is just like the bond of creativity and spirituality. The way the pen move will determine the flow of the ink. And the flow of the ink will determine our destination.



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Faddho List of Services



Design Consultancy

- Design & Visual Solutions
- Concept & Creative Solutions

Identity Design

- Corporate Branding
- Retail Branding
- Product Branding
- Campaign Branding
- Mascot & Icon Designs
- Logo, Emblem & Insignia Designs
- Title & Label Designs
- Design Manuals & Guides

Graphic Design

- Print Advertising & Campaigns
- Publication Design
- Annual Report
- Newsletters
- Catalogue & Brochures
- Corporate Graphics
- Corporate Stationeries
- Campaign Graphics
- Merchandise Graphics
- Information Graphics
- Illustrative & Artistic Graphics
- Ornamentation & Illumination Graphics
- Posters, Banners & Wall Graphics
- Exhibition Graphics
- Environmental Graphics
- Maps, Wayfindings & Signages
- Facebook & Instagram Web Adverts
- Social Media Graphics
- Photography & Retouch

Arabic Calligraphy

- Thuluth Script
- Nasakh Script
- Hijazi Script
- Kufi Mushafi Script
- Kufi Fatimi Script
- Kufi Murabba Script
- Stylised or Hybrid Scripts
- Urban Calligrafitti Scripts
- Custom Typography

Latin Calligraphy

- Roman Trajan Script
- Celtic Script
- Gothic Script
- Bookhand Script
- Italic Script
- Stylised or Hybrid Scripts
- Urban Calligrafitti Scripts
- Custom Typography

Craftwork

- Manual Illustration
- Painting
- Geometric Arts
- Islamic Arts
- Artistic Photography

Other Skills

- Clay Building & Pottery
- Clay Sculpturing
- Art & Crafts

Programmes & Outreach

- Trainings
- Workshops
- Courses
- Lectures
- Exhibitions
- Performances
- Demonstrations
- Showcases



ONLINE INFORMATION

faddho.com

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instagram.com/faddho

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Faddho Records of Practices

Professional Practises & Operations

PRINCIPAL DESIGNER: FAIZAL SOMADI

INFORMATION UPDATED AS OF 2018 JUNE

DESIGN & ARTISTIC PRACTICES [since 1998]

LIST OF CLIENTS (PAST & PRESENT)

Anak Melayu Productions
 As-Souq Arabic Academy
 Bartle Bogle Hegarty
 Cap Vista
 Catholic High School
 Challenger Technologies
 Changkool
 Compaq Computer Asia
 Darul Quran Singapura
 Defence Science Technology Agency
 Deyi Secondary
 Discovery Networks Asia-Pacific (TLC)
 Edenvena
 Esplanade
 Frasers Centrepoint
 Fuhua Primary School
 Great World City
 Halijah Travel
 IKEA
 Institute of Systems Science (NUS)
 Izone Pictures
 Juying Secondary
 Kampung Siglap Mosque
 Kohler Power
 Le Serv Cru
 Logical Light
 Matrix IT Gallery
 Mediterranean Visual Arts Club (MVAC)
 Minhu
 Ministry of Foreign Affairs
 Museum of Sultan Abdullah Mosque (Pekan)
 Mushaf Singapura

NatSteel Asia
 OCBC Private Bank
 Oculus Resources
 OdioCrib
 Oishi Pizza
 Pahang State Museum (Pekan, Kuantan)
 Parker
 People's Association
 Pixelcloud
 PurpleMunkees
 Qaboom Communications
 Quraniyyah Institute
 Raffles Girls School
 Red Grade Comics
 Rosette Classical Arts
 Sayidina Hamzah Mosque (Kuala Lumpur)
 Shimadzu
 Singapore Chinese Girls School
 Sneaker Ard
 The Nuun Centre
 The Pather Gold & Platinum Smith
 Thing Pictures
 TungLok Group
 Vestige Design
 Warees Investment
 Yagut.com



INDIVIDUAL CLIENTS

Addy Cradle (Music)
 Delia Pravacki (Pottery)
 Iskandar Jalil (Pottery)
 Maman, Teacher's Pet (Music)
 Sunar Sugiyoun (Ink Artist)
 Zaheera Hashim (Author/Artist)

PUBLIC PARTICIPATIONS [since 2005]

EDUCATIONAL OUTREACH, TALKS, WORKSHOPS, COURSES, TRAINING & PROJECTS

2017	American Women's Association. American Club.	Arabic Calligraphy Introduction.
2017	Sundaram Tagore Gallery	Arabic Calligraphy Introduction.
2014-2017	As-Souq Arabic Academy	Arabic Calligraphy, Courses, Training & Events.
2015	Ministry of Education Language Centre	Arabic Visual Culture Programme. "Calligraphy & Ornamentation"
2014	Nanyang Technological University. School of Art, Design & Media (ADM)	Guest Speaker, Lecture & Workshop.
2013-2015	People's Association	Community Centres at: Fengshan, Admiralty, Sembawang, Fuchun, Bukit Panjang, Zhenghua
2012-2018	Public Mosques.	Workshops & Events: • Kassim Mosque • As-Syafaah Mosque • Al-Iman Mosque • Al-Islah Mosque
2014	Esplanade. Bite Size.	"Introduction to Khat". Lecture & Workshop.
2012-2013, 2017	Esplanade. Tapestry of Sacred Music.	Arabic Calligraphy Introduction.
2013	Asian Civilisations Museum, Friends of Museums, Docents On-going Training (DOT).	"Journey of Arabic Calligraphy" Talk, lecture & workshop.
2012	Esplanade. Values Inspired Project (VIP).	Art projects & workshops for various primary schools: • Damai Primary • Elias Park Primary • North Vista Primary • Punggol Primary
2012	Show Off Academy (Part 1 Design)	Calligraphy & art courses.
2011-2012	The Nuun Centre (Nuun Calligraphy Society of Asia)	Calligraphy & craft classes.
2010, 2006	National Library Board	Workshops: • 2010 - Woodlands Regional Library: "Khat Jam Session" • 2006 - Central Library: "Aksara Calligrafitti"
2006-2008	Mediterranean Visual Arts Club (MVAC)	"Khat Introduction" Workshops: • Al-Istiqamah Mosque • An-Nadhah Mosque • As-Syakirin Mosque • En-Naeem Mosque



EXHIBITIONS, GALLERIES & PUBLIC PARTICIPATIONS

2013	National Museum Singapore. Stamford Gallery. Community Exhibition.	Arabic-Jawi Scripts Showcase. "Trading Stories: Conversations with Six Pioneering Tradesmen"
2012-2013	Maya Gallery	Resident Artist
2005	Gallery 28. Bussorah Street. Group Exhibition.	Calligraphic Painting Exhibition. "Raining Cats @ Bussorah"

PERFORMANCES & SHOWCASES

2014	ITB Asia 2014 Convention. Abu Dhabi Tourism & Cultural Authority	"Calligraphy Cultural Performance"
2013-2014	People's Association	Various residential campaigns and art programmes.
2012-2013	Asian Civilisations Museum	<ul style="list-style-type: none"> • "Treasures of Aga Khan Weekend Festival" • "ACM Iftar Session"
2012	Yayasan Mendaki	"Youth Fringe Festival"
2012	Singapore Science Centre	"Sultans of Science"
2010-2013, 2006-2008	Mediterranean Visual Arts Club (MVAC)	Various campaigns and art programmes.
2005	Restu Foundation (Malaysia)	<ul style="list-style-type: none"> • Kuala Lumpur International Airport • Mosque of Sultan Salahuddin Abdul Aziz Shah, Shah Alam.
2005	Singapore Expo	Live Painting. "Arts For Tsunami"



INTERVIEWS & APPEARANCES

2018	National Heritage Board (NHB), Convention for the Safeguarding of the Intangible Cultural Heritage. Mdm Zuraidah Ehsan. Research and documentation by Ethnographica Private Limited.	Documentation, research and video interviews.
2017	The A-List Singapore Magazine. A-list.sg Ms Jo Tan. Publication by National Arts Council Singapore.	Featured article: "Absolutely Write" Featuring culture and practise of calligraphy in Singapore.
2017	National University of Singapore. Ms Tan Yee Ling.	Interview: Research on Ethnography of Arabs in Southeast Asia, Singapore.
2016	National University of Singapore. Malay Studies Society. Ms Radhiah Ramli, journalist intern. The Malay Heritage Foundation.	Featured article: "Evolution of Jawi".
2015	GoBeyond.sg – Ministry of Trade & Industry 2016 Commemorative Book Launch "Sharing Stories, Going Beyond"	Featured interview: "Home is where the Khat is: An insight to an age-old Art".
2013	School of Science and Technology (SST)	Documentation, research and video interviews.
2012	National Institute of Education, UNESCO-NIE CARE, Art Educators Knowledge Project.	Documentation, research and video interviews.
2011	Asian Geographic magazine, Cultures of Islam Edition (No. 81 Issue 4/2011).	Featured article: "Rendering The Tradition". Featured Masthead Cover Design.



OPERATIONS

SKILLS, PRACTICES & SERVICES

Concepts & Design Consultancy
Graphic Design
Corporate Design
Graphic Arts
Graphic Illumination
Photography

Arabic Calligraphy
Roman Calligraphy
Calligraphic Illumination
Geometric Arts

Manual Illustration
Clay Building, Pottery & Sculpturing
Painting
Art & Crafts

Trainings
Workshops
Courses
Lectures
Exhibitions
Performances
Demonstrations



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