

# STUDIO KUNUKKU



## BLOCK PRINTING IN SYRIA

has become virtually extinct. The craft drastically declined when cheaper means of printing began to dominate the market and was further erased through devastating effects of war and conflict. The disappearance of such forms of expression means the loss of Syrian visual heritage and rich narratives of communities across the country.

**Studio Kunukku** will not only revive this lost craft, but aims to reinterpret revered Syrian designs, while providing livelihood opportunities for Syrian youth in Lebanon.

**Marketsize** - includes both individual customers, designers, brands and businesses with an interest in hand printed textiles, clothing and furniture.

**Competition** - other designers and textile artists creating block prints and working with local communities.

**WE HAVE RECENTLY BEEN AWARDED THE MASARAT GRANT FROM THE BRITISH COUNCIL, TO REINTERPRET SYRIAN BLOCK PRINTS AND DEVELOP OUR FIRST STREETWEAR COLLECTION. THE BARSEES COLLECTION WILL SERVE AS VISUAL RESEARCH IN THE CONNECTION OF MOTIFS TO CONCEPTS OF HOME, TRADITION AND HOW THE MOTIFS EMBED THEMSELVES WITHIN THE SYRIAN VISUAL MEMORY.**

Our **revenue model** includes both web sales and direct sales.

We have already initiated our **go-to-market strategy** in Lebanese through social media, hands-on workshops with NGOs and networking with local designers. We will enter the international market through the launch of our first streetwear collection, Barsees, in August 2021



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**Telling stories of communities through lost crafts**