

Manolya

Portfolio

Altan





Furbo

Packaging

Logo and bottle labels for an amaro as *mystical, elegant,* and *fierce* as a street cat. Furbo was created by a cat that was just too cute and needed to potion that would give her all the qualities of a true street cat.









2



Day & Night

Branding

Pushing the idea of duality to create an identity for a bakery in Amsterdam that exudes *wonder* and *delight*. Inspired by the sweet and savory baked goods that are characteristic of Lebanese cuisine and the colors and patterns of designer fashion.

DAY
NIGHT

DAY
NIGHT

LINEN
#F3EFD2

DN

DN

Opposites attract

SUEDE
#211D10

SENSUAL
WONDER
DELIGHT

LEATHER
#5A3411

TULLE
#AF92AC

To Bite

Croissant	3,00
Pain aux raisins	4,00
Cannele	5,00
Kanafeh	6,00
Baklava	1,50
Nammoura	3,50

Fatayer	5,00
Znoud el-sit	4,50

Za-atar Man'ouche	3,50
Baguette	3,00

To Sip

1,50	Espresso
2,00	Lebanese coffee
2,50	Hot tea
3,00	Iced tea
4,00	Rose lemonade
4,00	Jallab

DAY
NIGHT



DAY NIGHT

Cabralstraat 19
1057CD, Amsterdam

Open daily for bites and sips
7am - 6pm



Opposites Attract





Scar Magazine

Editorial

Crude, inspired, and thrilling, Scar is a magazine that gives insight into the world of extreme sports in a fresh way.

SCAR

Pushing the edge

INTUITION V SCIENCE

The Future of Surfing

SKATE HISTORY

The women who
carved the way

HACKING CREATIVITY

What makes athletes
and artists alike?

ROADLESS

Free-riding in some
of the most remote
places on earth.



\$6.66

June 22, 1996

Issue 1

Scarmag.com



9 781565 924796

Where
dreams
go to
die

Written by: Nick Bailey
Photograph by: Andrew Schacht

Running is an adventure, speed and simplicity at its finest. It's you against yourself, you against your competitors, and you against the mountains. At the same time, it's being at one with those elements. The foot falls on dirt have occurred millions of times, every time is great and sometimes painful—yet it continues to draw people out the door everyday.

It's what we used to use for transportation. It's what takes us to see the world, and what we'll be using long after fossil fuel runs out.



Extreme Sports Ultra Marathon Running

"In long distance running the only opponent
you have to beat is yourself,

the way you used to be"
-Haruki Murakami

I remember the exact spot where I began to wonder if I was going to make it. My mind took over every other part of my body, my body began to feel heavy and tired, and I felt like quitting.

The end of the race seemed far away. I was suffering, and the funny part is I was doing it willingly. I chose to put my body through the punishment so it would become stronger. To endure the pain so I could handle pain better in the future.

Running is hard. Sometimes a short run can get the best of someone, just as a long run can. And it's the feeling of not knowing whether the next run is going to be really hard or really easy—that keeps you going back. The difficulty of running lets you know you are alive, something you don't often feel in your daily life. Running helps you understand that you can handle what life will bring.

Why long-distance runners put themselves through what they do—is that they have a relationship to suffering that separates them from most recreational exercisers and that often resembles the wisdom of spiritual traditions. For many, the motivation is not just to complete fantastic feats, but to explore what it means, to 'suffer well.'

If you're willing to suffer, and if you want to 'suffer well,' then it's up to you to control how much pain you endure. You get to choose how far you'll go and whether you'll continue. The more you run, the more in control you will feel. Running a complete marathon is very difficult, much like many other things in life. But there is something so empowering about doing it once you've completed it.

When athletes push themselves for a long period of time, the experience often results in profound emotional growth. What separates even the most punishing ultra-endurance events from masochism—is context. The events are not about suffering for suffering's sake—but suffering in a natural environment that invites and almost guarantees, moments of transcendence.

If you want to understand the context in which ultra-endurance athletes are working, you have to take into account that desire for transcendence puts their personal pain and fatigue into a completely different frame of mind.

When you feel too tired to feel anything else, it's important to remember that happiness can still surprise you even when you can barely move. Finding a way for suffering and joy to coexist is how humans endure the seemingly unendurable.

Running is transcendent, and it puts life in perspective. You don't have to be saved from yourself because when you're on the trails, you are yourself.

There's no more pretending you're something you are not; no more living up to unrealistic expectations or proving you're worthy. The trails bring no judgment. Everything gets stripped away, and the rest of the world becomes quiet. The boundary between you and your surroundings gets blurred and you become one with everything around you. You find peace in those moments of suffering. You find yourself.

As you pass mile after mile, you feel energized. The remaining miles to the finish line are easy, and a smile comes across your face. The previous distances and the suffering that went along with them are a distant memory. But that last mile is special. It gives you hope that everything you went through before was worth it. If you ever find yourself in a dark moment, remember that there is always light and it can be found through your darkest hours.

To suffer willingly prepares you for the longest race there is—life. Running brings you back to reality and to the current moment. It allows you to get away from your thoughts—and mostly yourself—for a while, allowing for that suffering and joy to co-exist. "To endure the seemingly unendurable."

As an old Buddhist once said, "Pain is inevitable, suffering is optional."

For some, suffering is necessary. You run to suffer, and you suffer because you need to. You run because you need to.

You don't run to add days to your life, you run to add life to your days.

Running is a form of meditation that allows me to be away from it all and really get away from it all. When I'm running, I am physically exhausted but mentally and emotionally recharging. I climb mountains with a headlamp under the dark and watch the sunrise from a trail or mountain top. This is what life is all about.

Every run presents a new challenge a new opportunity to push yourself, and a new time to reflect on everything else going on. There's nothing else quite like it.

10 Reasons to Run

1. Running allows you to experience nature

You spend most of the day inside the office, at home, in your car or at the grocery store. On many days, your run is the only time that you actually get to step outside. You get to feel the wind, the heat, the cold and even the rain. You get to smell the flowers, the dew and the sea. You get to hear birds, raindrops, crashing waves and the whistling of the wind.

2. Running makes you feel empowered and resilient

There is no greater sense of satisfaction than what you get from setting a personal goal and conquering it. The runner's high really does exist, both immediately after a run and in the longterm—from the confidence that crossing the finish lines gives you that—carries over into your daily life. When you accomplish hard things, you realize that you have the strength to not let anything get you down.

3. Running is the only time that you can disconnect

E-mail, Facebook, Instagram and Twitter notifications are ping-pong on your phone all day long. Your

run is the one hour a day when you are fully disconnected.

4. Running allows you to put all your 'problems' into perspective

Everything that you deem overwhelming seems manageable after a good run.

5. Running is your therapist

It allows you to voice all your insecurities and fears—and then tells you to let go of them.

6. Running is your cheerleader

It listens to all your hopes and dreams and makes you feel like you're invincible human being who can accomplish all of them. It's like the imaginary friend that you had as a child, allowing you to play out all your fantasies in your head.

7. Running is your scapegoat and your punching bag

It allows you to curse and scream at it when angry, heartbroken or disappointed—and is still there for you the next day as if nothing happened. It is that stable friend you can count on no matter how badly you treat it.

8. Running brings you community and awareness

It connects you with so many other runners, both in person through running groups and online. It makes you aware of the many charities that people run for, the causes that are close to their hearts and what drives them towards pushing through mile after mile when it gets tough.

9. Running allows you to enjoy your food

This doesn't mean that you need to run to earn your calories. This means that your food actually tastes much better on the days that you run. Running makes you ravenous. It makes you thirsty. It makes you aware of what hunger is. It makes you aware of what hunger is and what your body craves and needs to make it run even better.

10. Running is when you're most aware of your physical body

Feeling air on your skin, the breath going in and out of your lungs. Your muscles contracting, your heart beating in your chest. It is when you are most aware that yes—today you are alive—you are living.

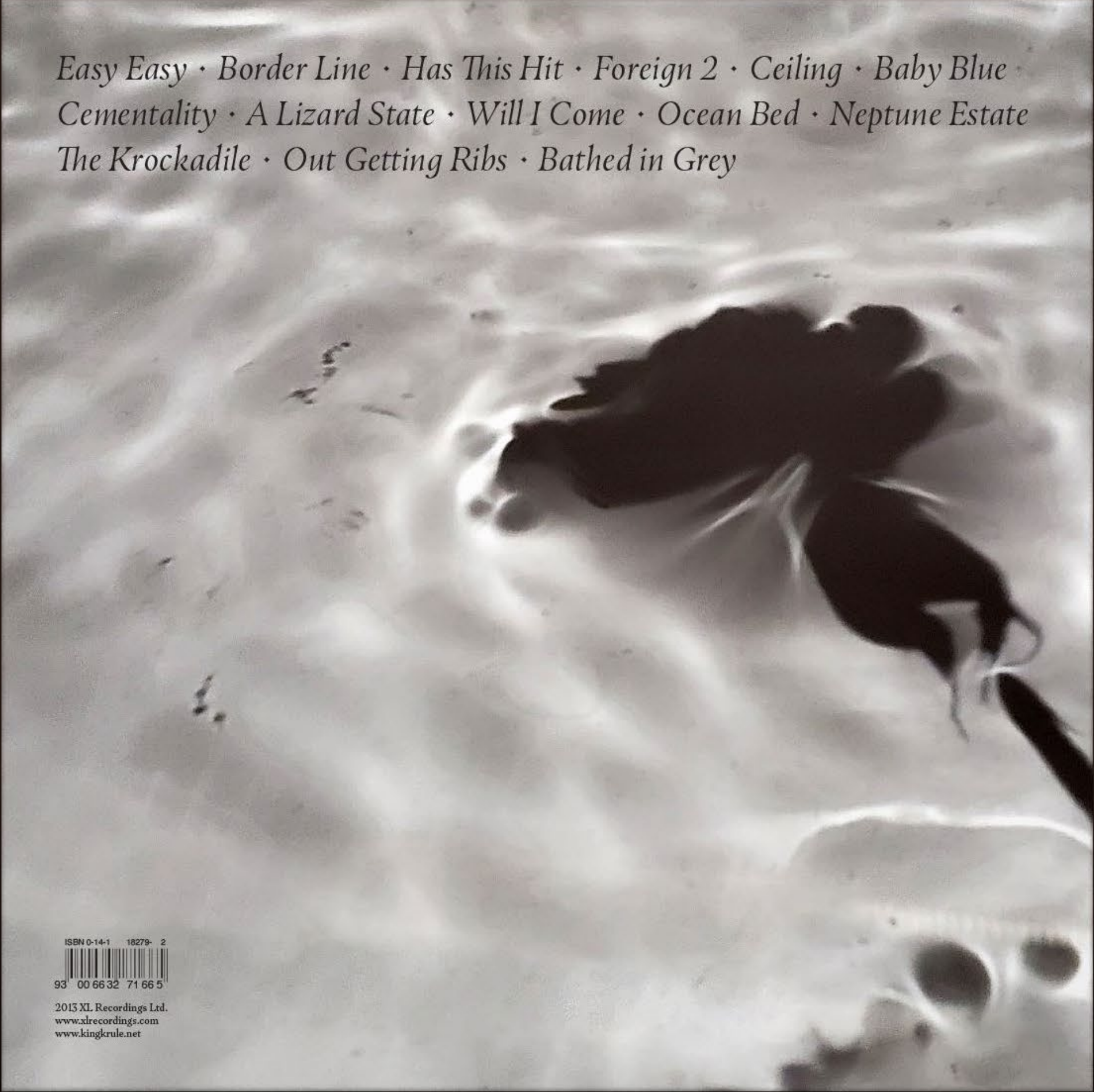
A black and white photograph of a hand reaching down towards water, with a large white number 4 in the top left corner.

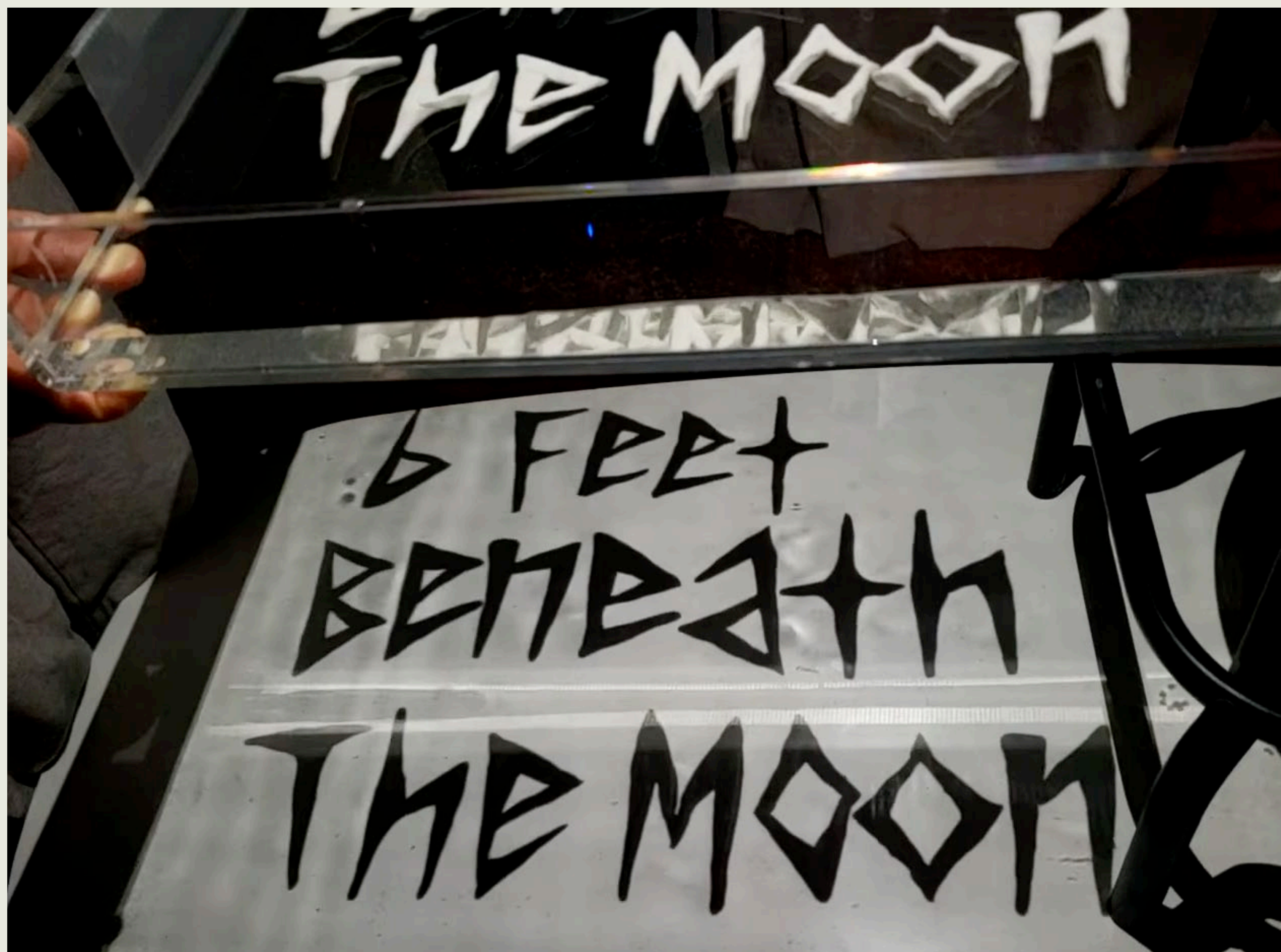
4

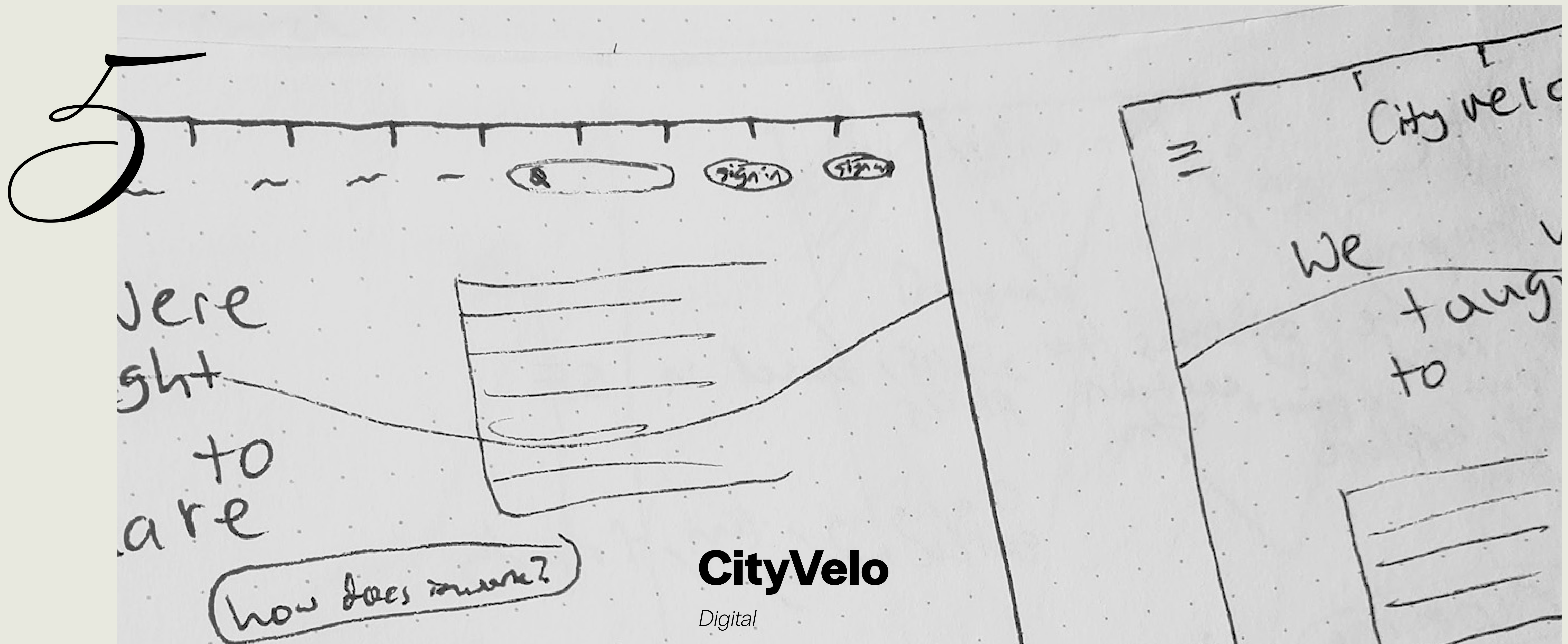
6 Feet Beneath the Moon

Album art

An exploration of water and light for King Krule's *6 Feet Beneath the Moon* that reflects his *harmonious, gushing, haunting* music.





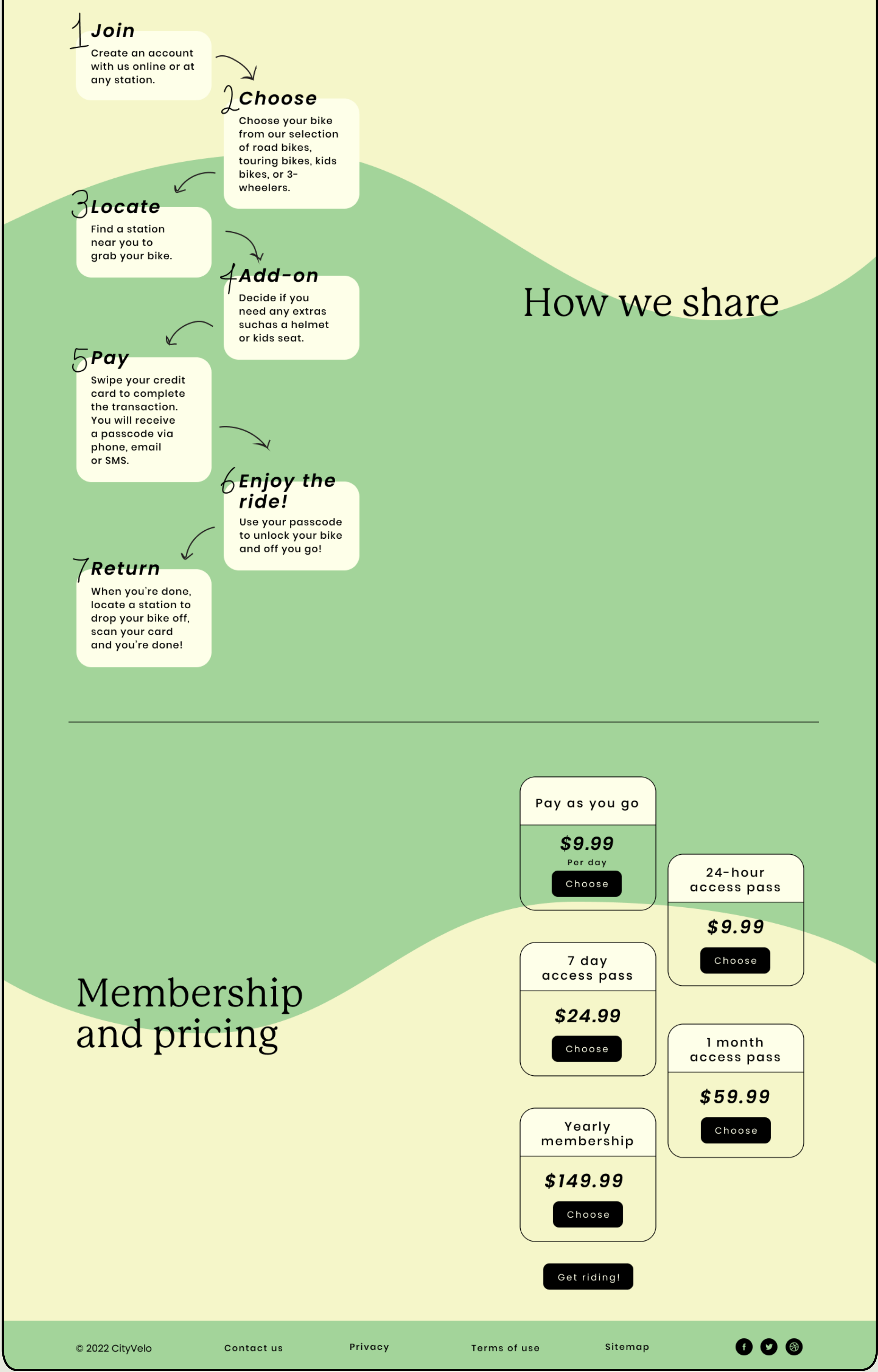
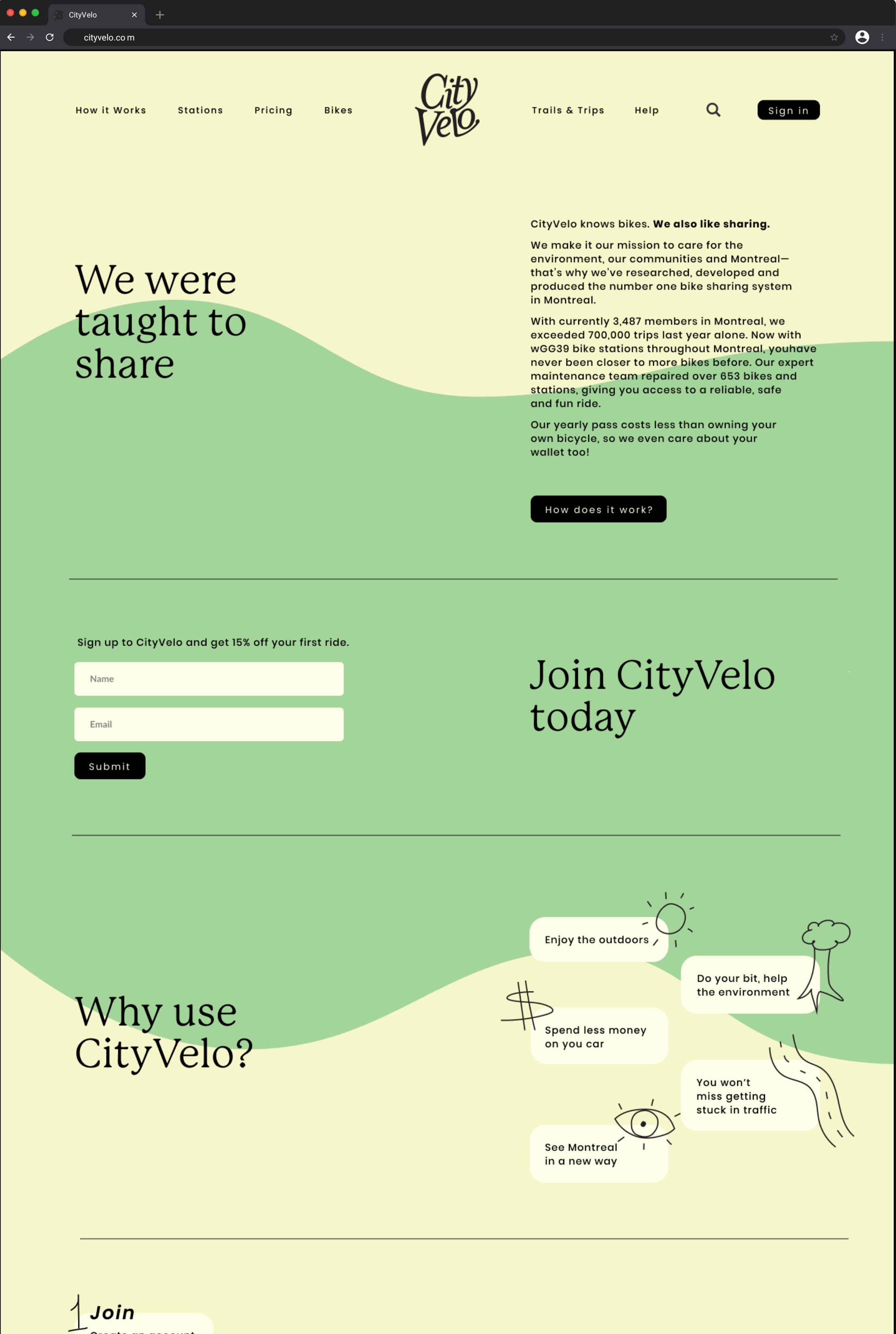


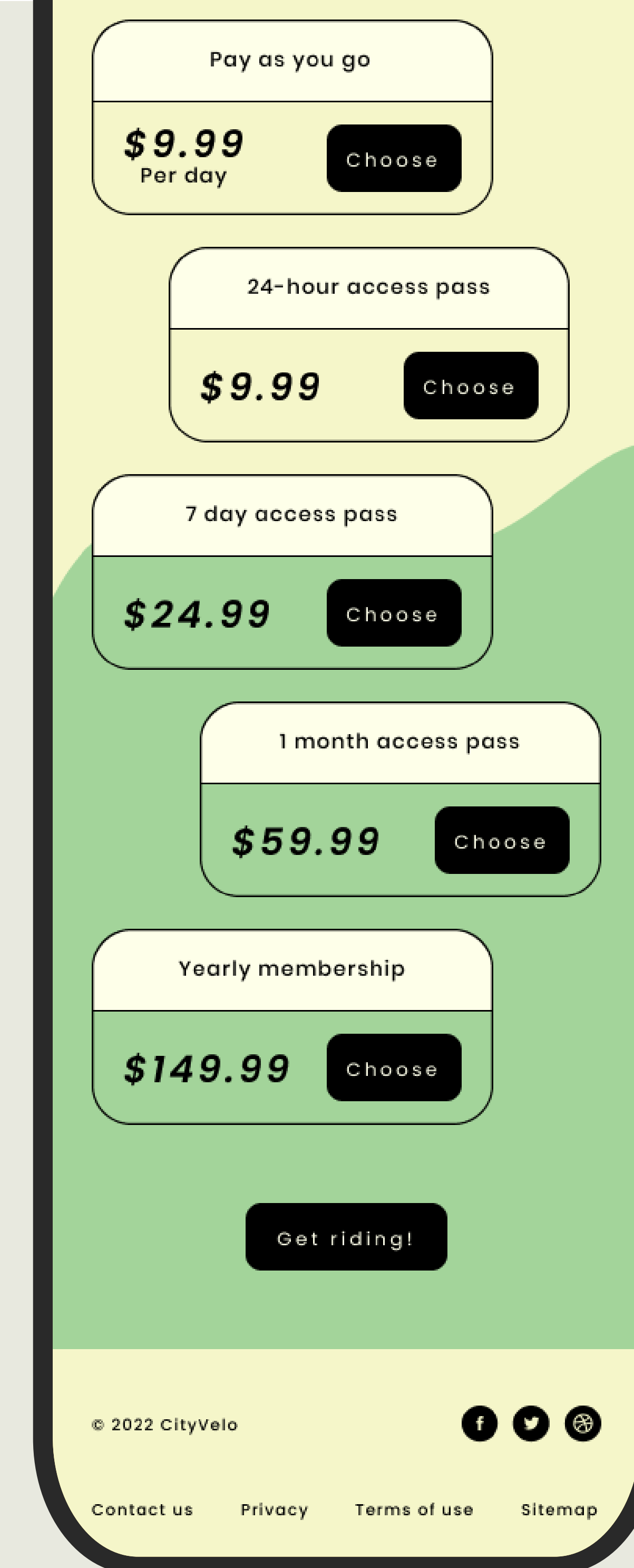
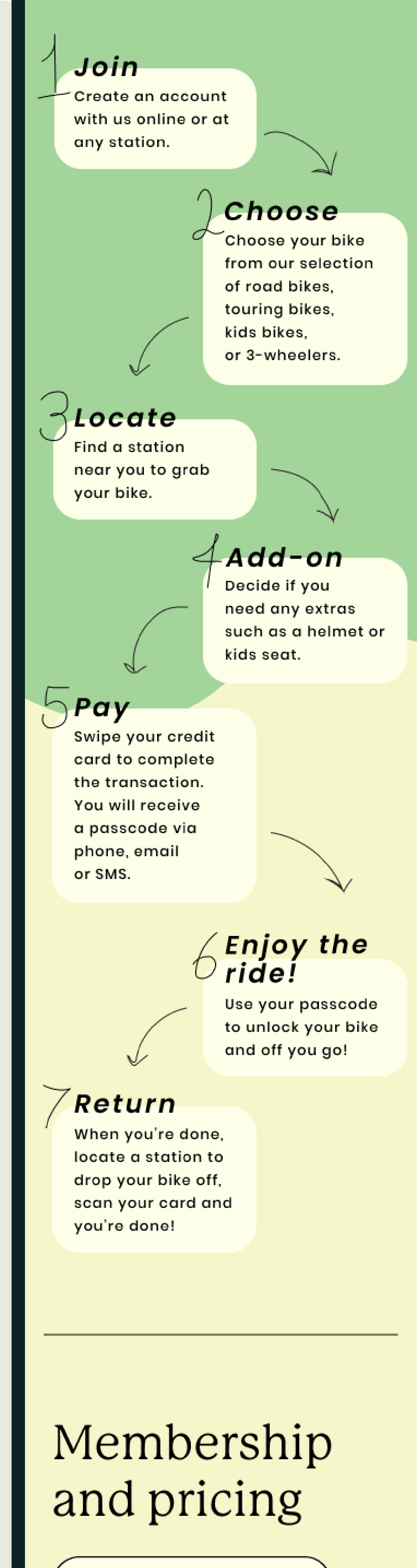
CityVelo

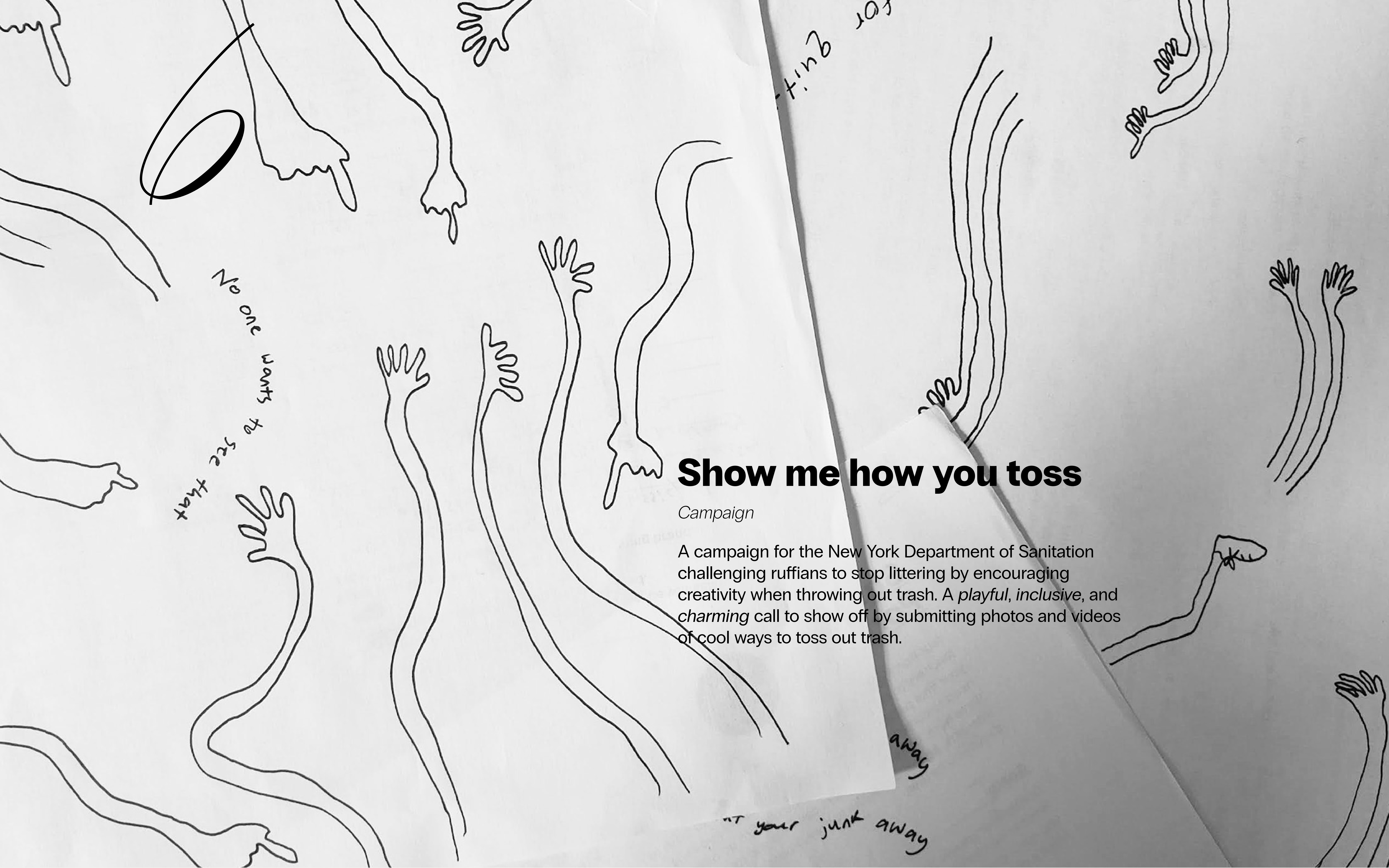
Digital

An organic, *welcoming*, and *boundless* identity for CityVelo, Montreal's bike share company and key to exploring the city in a better way.

City
Velo







No one wants to see that

tossing for

away

Toss your junk away

Show me how you toss

Campaign

A campaign for the New York Department of Sanitation challenging ruffians to stop littering by encouraging creativity when throwing out trash. A *playful, inclusive, and charming* call to show off by submitting photos and videos of cool ways to toss out trash.

@showmehowyoutoss



Litter
Is
For
Quitters

Show Me How You Toss

Be less trashy

Put your junk away

Litter is for quitters

Tag us on Instagram to show us the coolest way you put trash in its place.
@showmehowyoutoss

The logo for Sanitation, featuring a circular icon with a stylized figure and the word "sanitation" in a sans-serif font.

Put Your Junk Away

No one wants to see that

Don't be that guy

The logo for Sanitation, featuring a circular icon with a stylized figure and the word "sanitation" in a sans-serif font.

@showmehowyoutoss



Showmehowoutoss

New York

Show Me How You Toss

Show us the coolest way you put trash in its place

sanitation

Liked by subwaycreatures and 969 others

Showmehowoutoss

 Do it do it do it... more

View all comments

Add a comment...

Showmehowoutoss

New York

How It Works

1. Get some trash (hit us up for gloves if you want to pick up trash off the ground).

2. Submit a picture or video of your toss to @showmehowoutoss

3. We'll pick the coolest tosses to feature on this page

Liked by subwaycreatures and 969 others

Showmehowoutoss

 Do it do it do it... more

View all comments

Add a comment...

Showmehowoutoss

New York

Wave Fun!

Just get some friends together and do something cool. You don't have to be so trashy lol, do it for the sic fame, or don't, I mean, litter is for quitters so up to you

Liked by subwaycreatures and 969 others

Showmehowoutoss

 Do it do it do it... more

View all comments

Add a comment...





That's all folks!