



Inspired graphics **Peter Gould**

Peter Gould is a Sydney based graphic designer and digital artist. Since embracing Islam in 2002 his travels and studies throughout the Muslim world have inspired a unique cultural fusion that is reactive to a world of misunderstanding.

Peter's work has reached many audiences through exhibitions, appearances, graphic design projects and collaborations with other artists. Highlights include exhibitions in the United States, Malaysia, UAE, Singapore, his native Australia as well as events in Europe and the Middle East. He has won several design awards such as the ISNA 2009 branding competition. He has collaborated with many prominent Muslim Creatives including Chinese calligrapher Haji Noor Deen, UK street artist Mohammed Ali, designer Abdullateef Whiteman and houses a permanent collection of his photography at Zaytuna Institute in Berkeley, California.

He leads a design studio developing branding, identity, marketing material and websites for a broad range of clients worldwide.

Tell us about your background?

I was born in Sydney and have spent most of my 27 years living here. I've always had a creative streak and a passion for the visual arts. I was particularly drawn to the possibilities of digital expression which led me to studies in graphic design and to my current position running a design team and as working as a part-time artist.

What's the connection between your reversion to Islam and your art work?

I explored a spiritual path in my late teens and embraced Islam at the age of 20. In the years since I have been blessed with opportunities to travel through many Muslim countries and have been reflecting upon and expressing those experiences

“ During my time in Andalusian Spain in 2003; the Alhambra in particular had a presence that awakened something in me and encouraged an investigation into the Islamic arts – an amazing visual heritage that I felt suddenly connected with. ”



Cordoba © Peter Gould



99 Names (Red) © Peter Gould

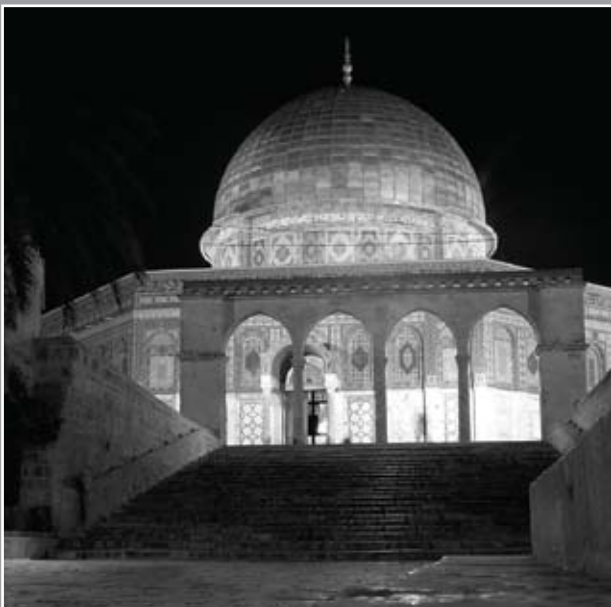


The Messenger © Peter Gould

through design, art and photography. I recall being profoundly moved during my time in Andalusian Spain in 2003; the Alhambra in particular had a presence that awakened something in me and encouraged an investigation into the Islamic arts – an amazing visual heritage that I felt suddenly connected with.

Is there a relationship between your faith, your Australian identity, and your creative pursuits?

To be honest I 'just do my thing'! I might carry several labels but I don't actively set out to represent them. Alhumdulillah those that discover my work are warm and encouraging, and appear genuinely pleased to see an Australian born Muslim working in creative disciplines.



Jerusalem © Peter Gould



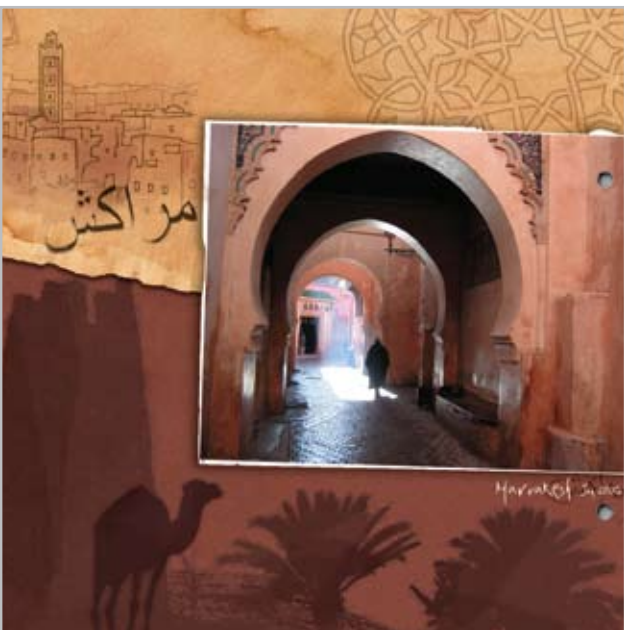
Marrakesh © Peter Gould



ProphetTree © Peter Gould



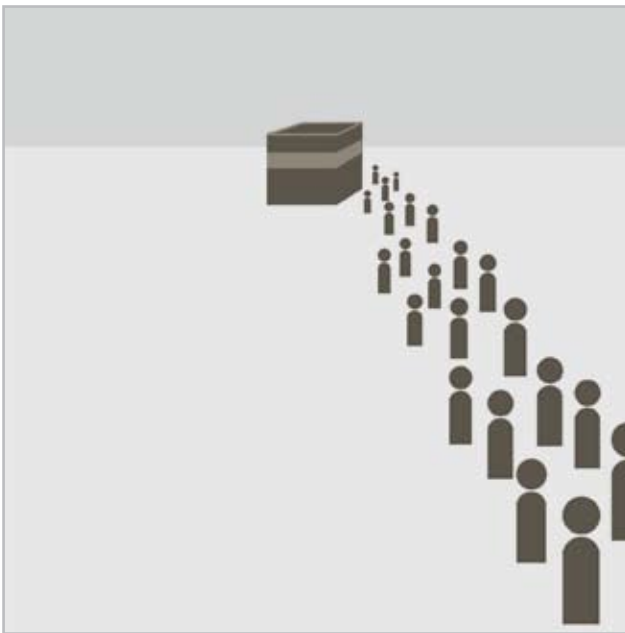
Friends of my heart © Peter Gould



Marrakesh Memories © Peter Gould



Yellow Minaret © Peter Gould



Hajj © Peter Gould



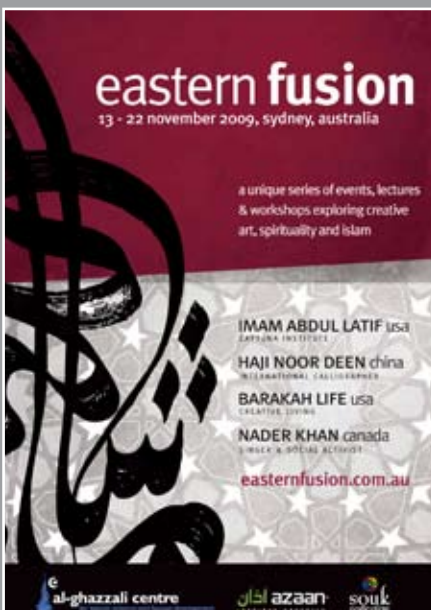
Road to Marrakesh © Peter Gould

Tell about some recent highlights and future plans?
 This year has been full of blessings. In February I was invited to several events in the US and spent a month across several cities. I returned in July after winning the ISNA 2009 competition to design the convention logo and campaign posters – it was a real honour to be with the scholars and leaders of our global ummah. On my return I spent some time with clients in Dubai, Oman and London (Eid Mubarak!) Favourite projects include a website for Haji Noor Deen and currently a DVD package for Sh.Hamza Yusuf & event branding for Reviving the

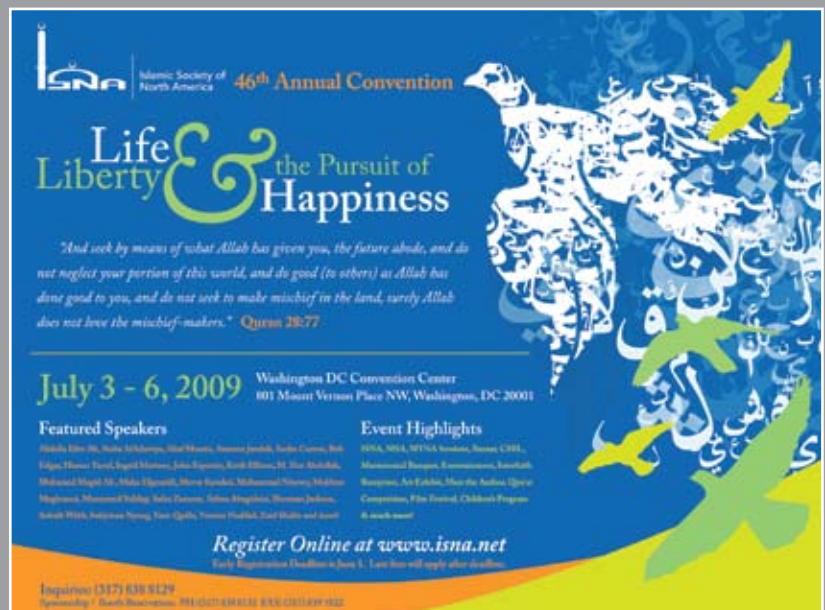
Islamic Spirit in Canada. I'm also organising a number of events exploring creativity & spirituality (www.spiritualcreative.com and www.easternfusion.com.au).

Final thoughts?

For many centuries Islamic art has captivated and inspired hearts. It is important to continue this tradition within a contemporary context and embrace the digital canvas. I believe it can be a catalyst for positive change in a time of confusion and misunderstanding, inshaAllah. For more information on Peter Gould visit www.azaan.com.au



PosterDesign-Eastern Fusion



PosterDesign- ISNA2009