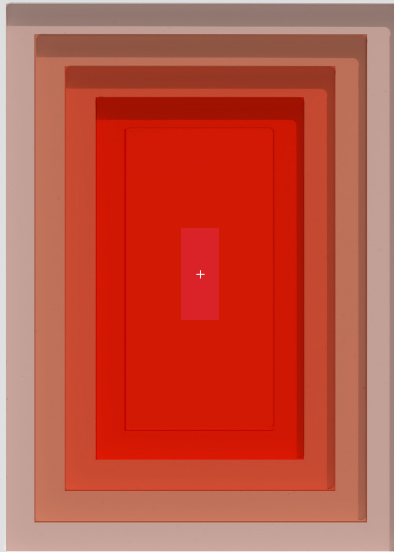


o r i g i o



OŪMĀEM

KUWAIT

Inspired by the **architecture of the Arab world**, every jewelry piece fashions a contemporary version of a traditional form. **OŪMÄEM** focuses on **regionalist** designs that aims to produce ethically sourced and locally made adorned pieces reflective of new **identity**. The design process takes abstract **vernacular** objects developed into new designs that follows constructed **regulating lines** in order to produce asymmetrical yet balanced designs with a recognized **identity**.

With architecture at the core of each design, mathematics, geometry, and scientific processes became the tools that makes the jewelry.

OŪMÄEM is a brand that celebrates diversity, unity, and inclusion in the form of a new unique tradition

We initially conceived the pieces as a contemporary play on indigenous forms.

Taking the idea one step further, we crafted each design by using a **coordinate system** as a template to **construct** and break specific grids for each piece. The focus of each design begins with a single diamond shifted off-center. A single baguette-cut ruby is always included to tip the balance of the design. The ruby baguettes also act as **guide** on how to wear the pieces and to further emphasize the concept of decentralization and **alternative** standards of beauty.

The ruby is not a depiction of a brand; rather, it is used as a representation of the native elements and the keystone of the entire design.

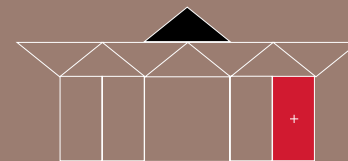




SADUHAUS

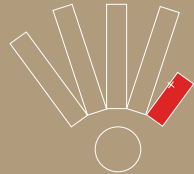


The **SADUHAUS** earring represents the triumph of the native ornamentation of the **indigenous** Arab world, which managed to survive to this day. In this earring, the main diamond is surrounded by 4 side-stones with a number of brilliant-cut diamonds arranged to form repeated triangles. The shapes used and their repetition is commonly found in *Sadu* weaving, **Bedouin** textile used in the making of **tents**.





STORMSAIL is an earring inspired by the **sails** of old Arab **Dhow** also known as **Boom**. There are usually several sails on these **ships**, each with a different function. This inspired the form and function of the earring. Besides having 5 arms, the earring **splits** into **two** earrings, one for each side.



STORMSAIL

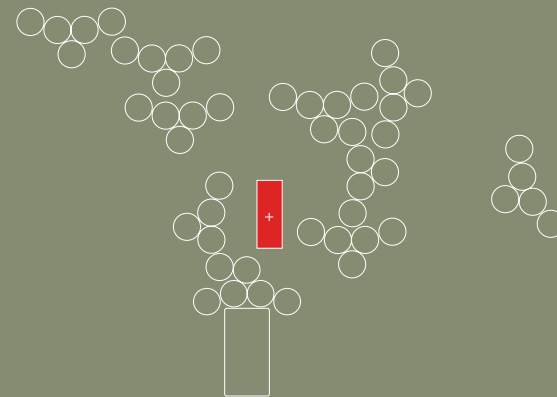


MAP



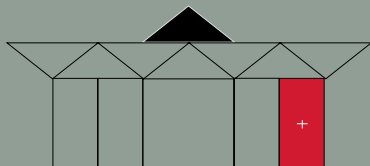
MAP earring was created by arranging several smaller diamonds in the form of triangles that act as **guideposts** that lead the viewer's eye to the main solitaire diamond.

Triangulations are commonly used in **cartography** that was greatly developed during the **Islamic Golden Age** to determine a location, for this reason this earring reflects the concept of a map and the determined location of the person who wears it.





The main inspiration behind the **SADUHAUS** ring is to reflect both the **Sadu** ornaments and its modern development of the elaborate architecture found in the **Middle East** and specifically the **Gulf Arab Countries**. Here the main diamond is surrounded by 4 side-stones and 12 brilliant-cut diamonds arranged to form a triangle- both the shapes and their repetition is commonly found in *Sadu* weaving and patterns usually used in the making of **Bedouin tents**.



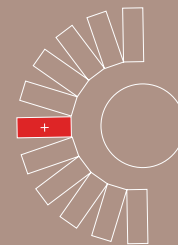
SADUHAUS
RING



AR-RAY

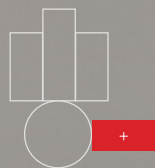


The **AR-RAY** ring is a modern play on the classic ballerina ring. The ring instead became a tribute to traditional **dance** popular in the Arabian Peninsula, called **Samri**. 12 tapered baguettes became a representation of the steps taken in this dance, which is usually perceived to be elegant yet expressive moves beyond its subtle **gestures**.





PETITE KASBAH is inspired by native citadel found in the **Arab** world; they are also known as *Kasbah*. The central diamond represents the core of the city while the three baguette diamonds reflect the **towers** surrounding and protecting a **city**.

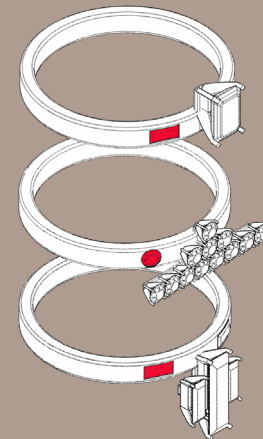


PETITE
KASBAH



SHIFT
+
MARGIN
+
INDEX

MARGIN ring belongs to a group of rings created to allow the stacking of more than two rings. The design is simple: a number of brilliant-cut diamonds arranged to form a straight line – an **edge**.



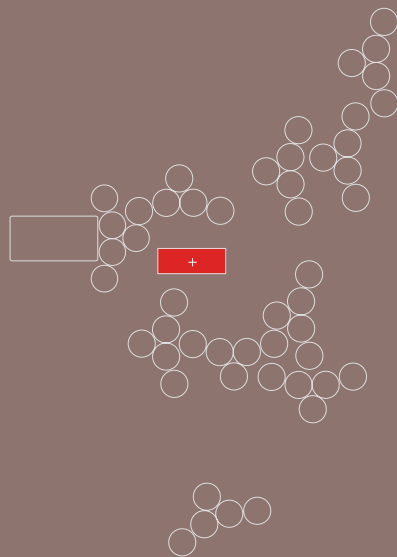
SHIFT ring depends on **shifting** the central position of the main diamond in a classical solitaire ring to create an **asymmetrical** jewelry piece to represent **independence**.

INDEX ring is the only piece that used a baguette cut as the main stone. The overall diamond composition comprises three baguettes. The central baguette is longer and **points** inward, toward the person's inner **power**.





MAP ring was created by arranging several smaller diamonds in the form of triangles that act as **guideposts** that lead the viewer's eye to the main solitaire diamond. **Triangulations** are commonly used in **cartography** that was greatly developed during the **Islamic Golden Age** to determine a location, for this reason this earring reflects the concept of a map and the determined **location** of the person who wears it.

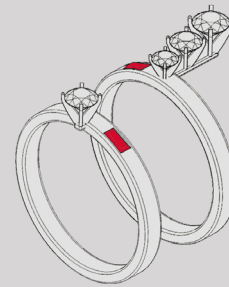


MAP
RING



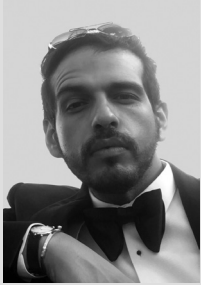
ECHO
+
SHIFT

ECHO ring has this three-diamonds ring is a modern twist on the classic solitaire ring with two side diamonds. Yet here, the main stone is complemented by the addition of smaller stones that create a powerful linear composition. The brilliance casts an endless ripple effect.



SHIFT ring depends on shifting the central position of the main diamond in a classical solitaire ring to create an asymmetrical jewelry piece to represent **independence**.





Anas Alomaim is an **architect**, jewelry designer, and a professor of architecture. Alomaim developed a passion for jewelry design during a critical moment in his career. After the death of his father, Alomaim stepped into a new phase of his life. He awakened anew to the relationships that connect him to the **women** in his family. Alomaim designed and manufactured solitaire rings for his **mother** and **sisters** as a gesture of gratitude for their support during this precarious time. It was then that he realized his passion for diamonds, **jewelry** design, and their multifaceted beauty. Alomaim believes that the art of design encompasses everything from a simple spoon to a city.

After finishing his Masters of **Architecture** and Urban Design at Columbia University, he moved to California to pursue his PhD at the University of California Los Angeles. He worked on analyzing the **geometries** of **structures** that respect the larger laws of nature, constellation, and planets: namely, how mathematical equations translate physically on a Cartesian coordinate system into creating monumental objects. Alomaim participated and co-curated several exhibitions in **Kuwait, Dubai, New York City**, and **Los Angeles**. He also worked for academic institutions, corporate design firms, independent architectural offices, and interned with fashion designers, including Diane von Furstenberg.

