## OUMÄEM

**ATMOSPHERE** is a collection that was inspired by deserts sandstorms. The particles creating the desert environment are represented by circular shapes as the main element of design.

ATMOSPHERE utilizes the concept of "atmospheric". perspective" in art in order to represent the importance of certain environmental elements as well as adding an

aesthetic value to each design.

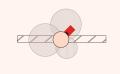
This collection promotes environmental awareness through the symbolic representation of mountains, plants, and planets. ATMOSPHERE utilizes the concept of "atmospheric perspective" 1 in art in order to represent the importance of certain elements from the environment and to add aesthetic value.

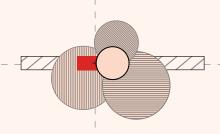
1"Aerial perspective" or "atmospheric perspective" refers to the effect the atmosphere has on the appearance of an object as it is viewed from a distance. Each jewelry piece constitutes of several circles fixed on different heights. By using different finishes on each circle, the diamonds appear floating in the overall composition.

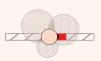


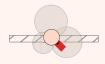












## DUSK DAISY



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The design of this subcollection depends on the interlocking of 3 circles representing sand molecules. As the three circles overlap a central diamond appears in the middle representing the sun. The overall design also looks like a dessert flower. To complete the effect of an everchanging weather, the top part of the ring rotate as to give a playful gesture to the jewelry piece.



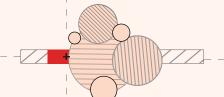




STUD EARRINGS

PENDANT





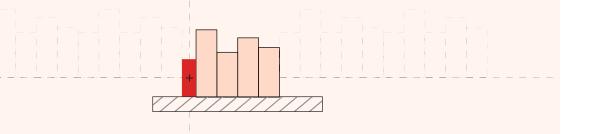
The climate, weather, and therefore the entire atmosphere
of Earth are controlled by the movement of planets. This
ring symbolizes the fact that every aspect of our daily life is
connected to a larger system.





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"Stars are aligned" is a proverb we use to describe a lucky moment. **CONJUNCTION**, in astronomy, describes the moment when planetary objects or stars are aligned. It is a unique situation and a sign of good luck.



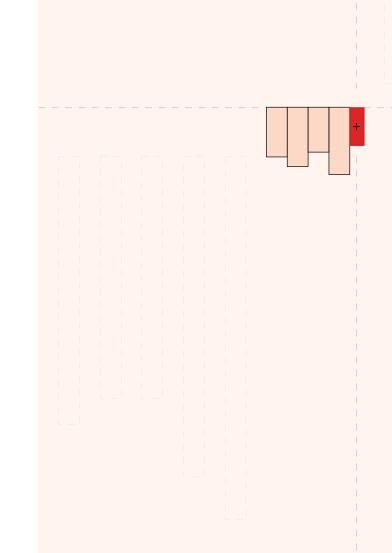




One of the most minimal pieces in this collection. SKYLINE is a
Y ring that simulates the look of a city's skyline. Buildings aligned
next to each other usually produce a romantic scene. Here
the buildings, or the diamond baguettes, are a representation
of equality. Although each one has a different height, each one
depends on the other in order to create the overall composition.

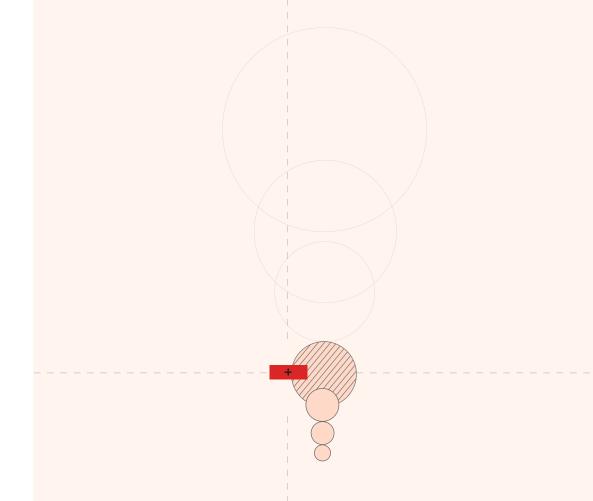


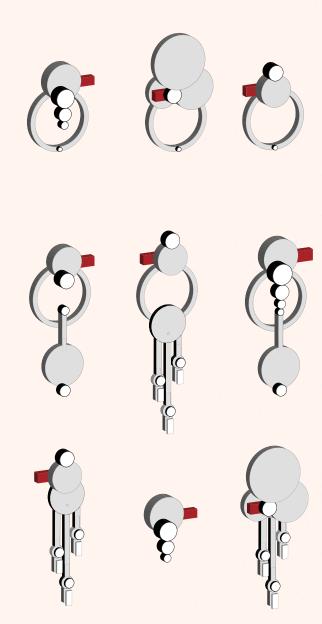












T A C

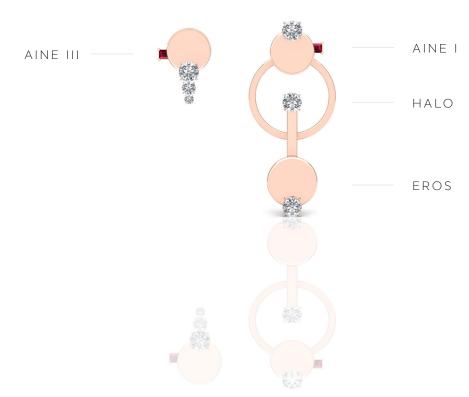
## TAKING THE METHODS OF DESIGN ONE STEP FURTHER.

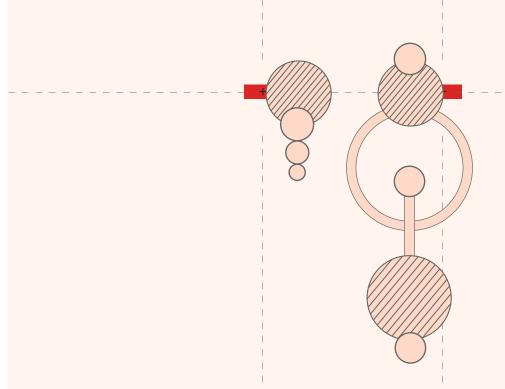
6 earrings were manufactured in a way that allows for one to clime on another to create new earring shape.

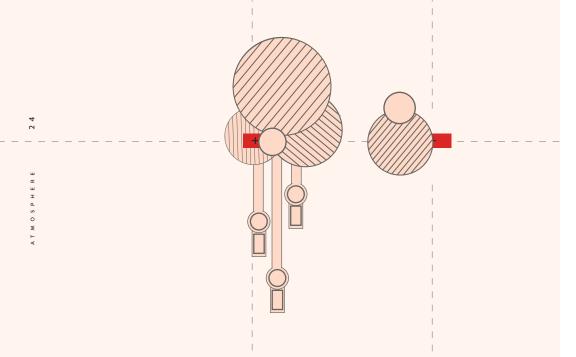
Each one of the 6 earrings acts independently as a one sided earring. One could create various combinations, similar to the laws of mathematics, each earring is a variable within an equation creating new formulas and symbols.

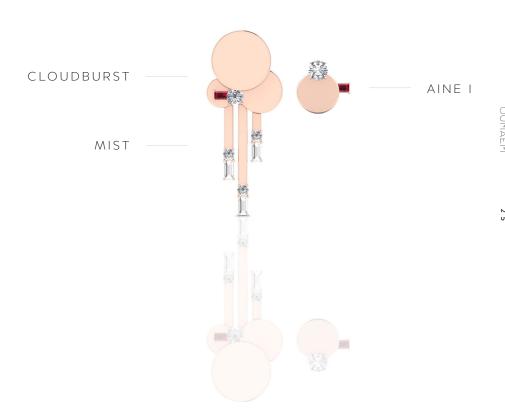
When stacked together, the earrings communicate a new statement following the same larger philosophy.

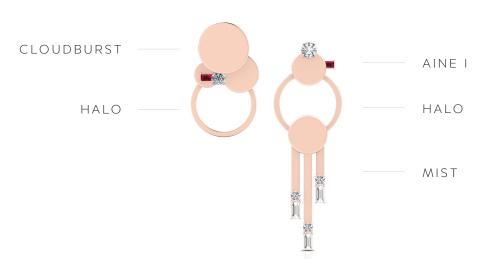




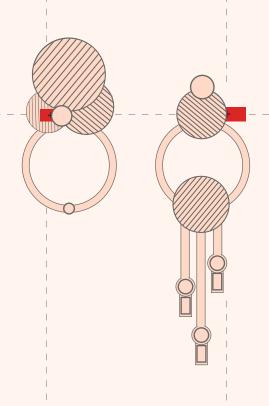








COMBINATION 03



OUMÄEM





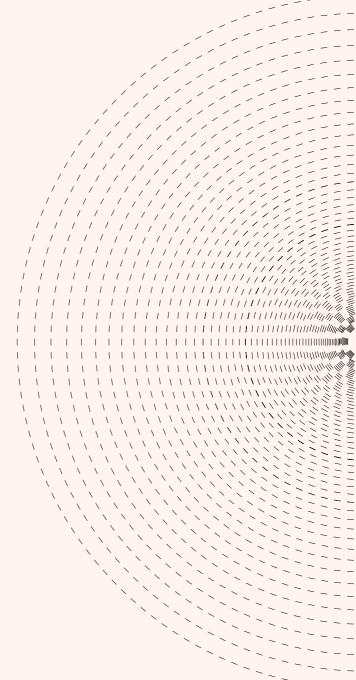




After the death of his father, Alomaim stepped into a new phase of his life. He awakened anew to the relationships that connect him to the women in his family. Alomaim designed and manufactured solitaire rings for his mother and sisters as a gesture of gratitude for their support during this precarious 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 cocurated 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.





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