

# روا

R O W A A

*Kabi'ul Thani 1446 Edition*

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# Welcome

Welcome to Rowaa Art, an Islamic art gallery in support of our parent project, El Magalla - a revivalist project that aims to disseminate the message of Islam in a fun and enjoyable way.

Symbolic of revival, at Rowaa Art, we bring the past to the present, through a preservation of the spirit of past artistic sensibilities.

We hope that our work is appreciated not just for the aesthetic, but for but the soul it encapsulates and heritage and history it attempts to honour...

All proceeds from sales made at this art gallery go towards funding the revivalist efforts represented by our parent project, El Magalla. By patronising this gallery, you will be facilitating the continuity of our educational mission.

We would like to express our gratitude for your interest in our work. We hope you enjoy your time at our gallery.

Pay our parent project a visit via the link below!

[youtube.com/@El\\_Magalla](https://youtube.com/@El_Magalla)



# A Bit About Who We Are...

## **El Magalla**

Leaving behind familiar lands and a stable career, the El Magalla project is spearheaded by a medical doctor who has crossed the oceans in search of spiritual breathing space. Treating ailing bodies may be a much-needed, noble vocation, but even more so is the quest to treat the ailing soul of our ummah. This quest may be a gamble, but one done in good faith, inshaa'Allah.

Inshaa'Allah, the El Magalla project will be bringing together creative minds that are aligned on a vision of Islamic revival and on a methodology of returning to the origin, as opposed to 'complying with the current times'.

The name 'El Magalla' refers endearingly to a long-held dream of my mother to help fight the ideological decay in the Muslim ummah through a children's magazine. She would refer to this project as 'el magalla'. Her guidance and vision shaped me to become the person I am today. I hope I can fulfil my mother's dream, by embodying her revivalist vision and her focus on the younger generations into the El Magalla project.

## **Rowaa Art**

In Arabic, the word *rumaa'* means beauty/something beautiful to behold - a fitting name for an art gallery, and a way to honour it's eponym, whose guidance and vision inspired the very core of the El Magalla project.

The artwork in this gallery is that of a husband and wife team. We both share a love for Islamic art and hope we can share that with you too through the work we produce.

# How the Gallery Operates

Rowaa Art and the El Magalla project are individually funded and managed projects. We are not a large corporation. Communication is directly with the content/art creator. Our aim is to provide beautiful art to those who will cherish it, all in support of our parent project, El Magalla.

Although we may not have the user interface of a large corporation, we aim to maintain a relatively smooth purchasing experience through outlining a clear sales process. Transparency in pricing is also important for us, and we have defined guidelines and policies that the seller and purchaser both agree to as part of the sales agreement.

We endeavour to represent artwork clearly and provide additional details/images to facilitate the decision making of potential buyers.

Although it is not our area of expertise and we do not take responsibility regarding additional country-specific taxes and customs duty, we will make an effort to help guide buyers regarding what to expect in relation to the respective countries from which orders are being made.

## **Making orders**

- 1) Communicate your interest in the piece/pieces via the email address [contact@rowaaart.com](mailto:contact@rowaaart.com)
- 2) We will liaise with you and provide further details/images as required. We will also relay information regarding destination country shipping arrangements and costs.
- 3) Once a decision to make a purchase has been made, we will arrange for the payment to be made via PayPal.
- 4) We will then package and ship off the artwork to the destination address.

# Pricing

Pricing artwork is a notoriously confusing topic. It is complicated for a number of reasons.

When you walk into an art gallery, you will most likely see the work and get a general impression. But there is a lot more beyond what first meets the eye...

When you appreciate the skill and craftsmanship of the piece that catches your eyes, remember that many hundreds of hours were invested in the process required to reach the many skillsets needed to result in the piece you liked. Even peripheral details such as the picture mounting require not only know-how, but also skill and effort of locating, selecting, assembling etc. Beyond the cost of materials and equipment required to produce the piece, the time consumed must be factored in. Details such as factoring the impact of income taxation in the price calculation are worthy of noting.

In an attempt to keep prices relatively consistent and fair for both the artist and the art lover, we employ a formula that aims to bring a degree of objectivity to the pricing process. This formula encompasses the following components:

- 1) Hourly rate for time spent on the art-piece
- 2) Material/equipment costs
- 3) Expertise (expressed a factor that is inversely proportional to time spent)
- 4) Art type (e.g. ebru and calligraphy may not require as long to complete as illumination and miniature work, but in order to reach the final piece, many iterations and trials are required; a piece that may take several hours to complete, may actually have required several more hours of prior trials and iterations)
- 5) Taxation incurred on the artist
- 6) Sentimental value (although not a factor that applies to most pieces, certain artwork may have significant value for the artist/brand; in such cases, this will be a factor in the pricing)

## **Shipping**

Packaging and handling are included in the list price, but shipping costs are not. We are based in Istanbul, Türkiye. We anticipate that many of our customers will require delivery outside of Türkiye. As such, we will discuss shipping arrangements on an individual basis with prospective buyers. Shipping costs will vary depending on the size of the art piece and its' final destination.

## **Buyer-related taxation**

Imported goods are subject to various forms of taxation, such as VAT, customs duty etc. It is a slightly complicated process but not impossible to handle! It will vary from country to country. The receiver of the artwork is responsible for any import-related taxation; out of good-will, we may try to investigate and research alongside you, in an attempt to help you navigate the process more smoothly.

## **Returns, refunds & exchanges**

Unless there is a clear shortcoming on our part, as a general rule, we will not accept returns/refunds/exchanges of artwork. We endeavour to represent artwork clearly and will provide additional details/images to facilitate the decision making of those interested in the artwork.

The primary aim of this art gallery is to support our parent Islamic revivalist project, El Magalla. Both the El Magalla project and the Rowaa Art art gallery are individually managed efforts. Our main focus is on creating content relating to the El Magalla project, not on creating a commercial enterprise. There is not enough time to manage both creating educational content and managing a commercial enterprise.

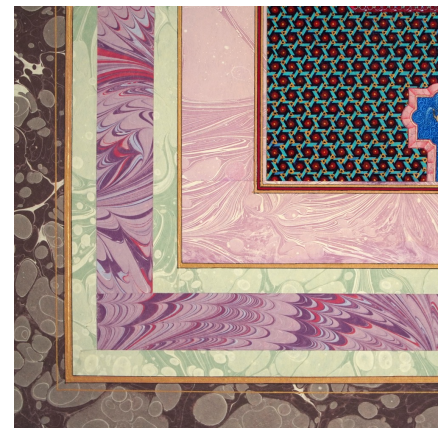
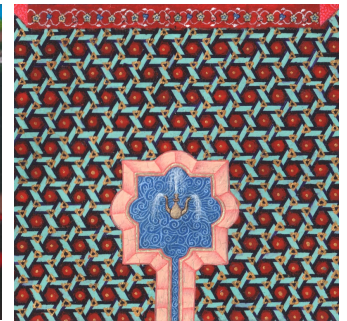
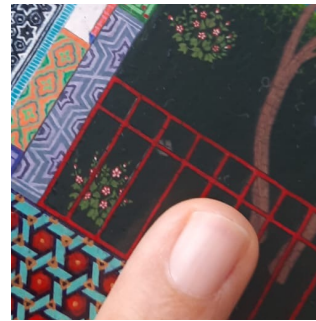
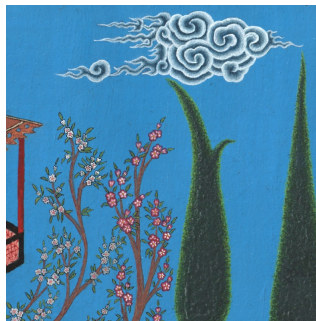
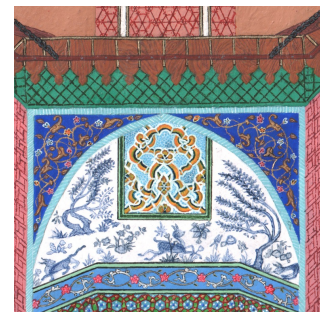
We expect interest in our artwork to be from individuals/groups wishing to support the continuity of the El Magalla project. Rather than receiving support arbitrarily, as a token of our gratitude, we would like to gift artwork that reflects the contribution in some way. Our main project will be negatively impacted if we have to deal with the time and financial costs associated with returns and exchanges that are associated with a typical commercial enterprise. We therefore request interested individuals to only enquire about artwork if they are content with this arrangement.

# Miniature Palace Scene

*Islamic miniature, ebru*







This example of Islamic miniature art took approximately 400 hours to complete. The palace scene is filled with intricate details – the more you look, the more you see. This is a high quality piece that would be a unique addition to any collection. There is another reason that gives this artwork a further layer of depth and makes this original piece extra special – it features in our first animated Islamic miniature short story, titled ‘Maybe There is Good in What happened’. Check out the El Magalla channel to find out more.

The miniature is engulfed by beautiful swirling ebru (water marbling) borders. Creating such ebru borders and outlining is a laborious multiple day process. Attention must be paid to selecting the sections that fit most congruently together and careful planning is necessary before the final assembly.

Framed and mounted, this piece measures 70 cm x 53 cm

**List price: £15,500**

# Boy Reciting Qur'an

## By A Stream

*Islamic miniature, ebru*





NB This image is watermarked



This one-of-a-kind artwork features a beautiful Islamic miniature centrepiece of high detail, swimming in a magnificent three-tier sea of ebru.

Creating an ebru border and outlining is a laborious two day process. Attention must be paid to selecting the sections that fit most congruently together and careful planning is necessary before the final assembly. The miniature centrepiece alone took over 30 hours to complete.

This piece is also extra special because of how it features in the El Magalla channel; can you spot it in the channel?

Framed and mounted, this piece measures 37 cm x 47 cm

**List price: £1,500**

# Sky & Earth Floral Vases





These stunning painted glass vases would most definitely be a statement piece to any room. Unique in their design, they capture the light and disperse it in a burst of colour. Thirty one flowers emanate from a base of leaves, passing through a ring of clouds encircling the shoulder of the vase, as they extend out into the neck...

With each vase taking approximately 150 hours to complete, these vases were a labour of love and are not east to part with! Planning and executing such a design on a three dimensional medium such as a vase adds another layer of complexity to the process.

Each vase stands at a height of 50 cm and is 30 cm at its widest part.

**List price per vase (two available): £5000**

**List price for pair of vases: £8500**

# "Gül ve Bülbül"

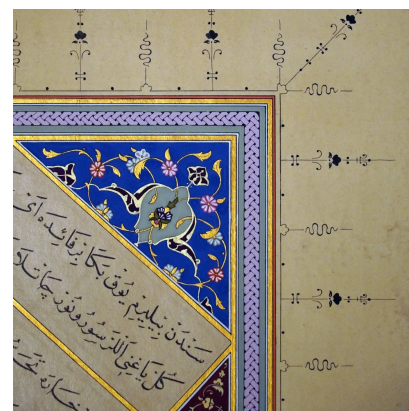
## The Rose and The Nightingale

*Illumination, calligraphy*





NB This image is unwatermarked



This magnificent example of Islamic Illumination embellishes an Ottoman poem, authored by the renowned 19th century Ottoman poet Osman Nevres.

Inspired by Persian and Arabic literature, the nightingale and rose metaphor is a common theme in Ottoman poetry. The nightingale symbolises the lover and the rose is a reference to the beloved.

Mounted and framed, this beautiful hand-painted specimen of Islamic Illumination measures 50 cm x 40 cm.

This piece reflects over a month of work.

**List price: £1,750**

# Red Tulip

*Ebru*







Ebru, the Turkish art of water marbling, is a delicate artform whereby ink suspended on water is skilfully manipulated into intricate designs. This piece features a red tulip engulfed by layers of ebru patterns.

Achieving a beautiful ebru border is a laborious two day process: creating the ebru, finding the sections of ebru that flow most naturally together, applying all the separate components to the mount, outlining... But the result is a stunning burst of colour that is always going to be one of a kind and as unique as a fingerprint!

Framed and mounted, this piece measures 37 cm x 47 cm

**List price: £540**

# Miniature Trees in Ebru Frames

*Islamic miniature, ebru*





These two miniature trees lie on a bed of ebru surrounded by a hand made, high lustre ebru frame. The result is a beautiful, majestic complementary pair that would add a unique charm to your home.

Framed, these two pieces measure 16.5 cm x 22 cm and 17 cm x 24 cm.

# Geometrical Design in Green and Blue

*Islamic geometric design*





NB This image is watermarked

Earlier generations of Muslim artisans developed the complex, intricate artform of geometrical patterns and took this style of ornamentation to a totally different level. As a result, this artform has become a strong visual symbol of Islam.

This particular piece was a labour of love that involved many stages, from mapping out a complex geometrical skeleton to outlining and populating with intricate details.

Framed, this piece measures 36 cm x 27 cm

**List price: £590**

# Set of Three Flowers

*Ebru*





Ebru, the Turkish art of marbling, is a delicate artform whereby ink suspended on water is skilfully manipulated into intricate designs.

This beautiful set of three framed pieces features poppies, a clove plant and tulips.

Framed and mounted, each piece measures 37 cm x 47 cm

**List price: (entire framed set) £470**

# Clove Flower

*Ebru*

No longer  
available





Ebru, the Turkish art of marbling, is a delicate artform whereby ink suspended on water is skilfully manipulated into intricate designs.

Unframed, this piece measures 10 cm x 10 cm.

Achieving a beautiful ebru border is a laborious two day process: creating the ebru, finding the sections of ebru that flow most naturally together, applying all the separate components to the mount, outlining... But the result is a stunning burst of colour that is always going to be one of a kind and as unique as a fingerprint!

# Allah's Favourite Four

*Calligraphy, ebru*

No longer  
available



Our beloved prophet Muhammad PBUH said: "the most beloved of speech to Allah is four (supplications): subhan Allah (glorified is Allah), al hamdul liLlah (all praise is to Allah), la ilaha illAllah (there is no God except Allah) and Allahu akbar (Allah is the Most Great); it matters not with which you begin." (Muslim)

This unique piece combines two artforms: calligraphy (riqa style) and ebru (water marbling).

Unframed, this piece measures 10 cm x 10 cm.

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# Karahisâri Kur'ân-ı Kerîm'i Koltuk Tezhibi

*Illumination*





This piece is a reproduction of one of the many beautiful illumination designs found within the Ahmed Karahisâri Qur'an manuscript, housed in the Topkapı Palace, Istanbul. Ahmed Karahisâri was a renowned Ottoman calligrapher from the 16<sup>th</sup> Century, and he was commissioned to produce a large Qur'an manuscript by sultan Suleiman the Magnificent. This manuscript became known as the Ahmed Karahisâri Qur'an manuscript and is one of the most beautiful examples from the Ottoman period.

Framed and mounted, this piece measures 24 cm x 16 cm.

**List price: £470**

# Shamsa

*Illumination*







The term 'shamsa' comes from the Arabic word 'shams', meaning sun. The shamsa is a feature of Islamic illumination art, and is a round/elliptical motif that features in many different Islamic art forms.

Framed and mounted, this piece measures 24 cm x 16 cm.

**List price: £265**

# Floral Wreath

*Illumination*

No longer  
available





This cheerful burst of colour combines classic tezhib floral motifs in a beautiful geometrical arrangement. With a total of 89 flowers to arrange within the space, this piece took a lot of planning and over 20 hours to complete.

Framed and mounted, this piece measures 25 cm x 25 cm.



# Personalised Calligraphy Keyrings

*Calligraphy, Islamic geometric design*





The calligraphy on these unique keyrings is custom-designed and hand-written in the Taliq style of Islamic calligraphy. Each keyring comes in a hand-made ebru presentation box.

Custom calligraphy is a lengthier process than what may first come to mind. Several iterations of the calligraphy are required, before getting the design 'just right'. The design is then transferred onto the wood before being carefully coloured and outlined. Between the design process, transferring onto the keyring, creation of the box, waiting for layers to dry before applying further layers, the creation of a keyring is a two day process.; but its worth it, because the result is both beautiful and unique!

Various keyring designs are available.

**List price: £75**

*Available keyring designs will be provided on request; your customised calligraphy requests will be discussed. After agreement on customisation requirements, the final design is at the discretion of the artist and will be executed after transfer of funds.*

# Collectible Badges

*Calligraphy, Islamic miniature art, ebru, illumination*



These charming hand pressed badges come in various unique designs. Each badge is a piece of art, featuring different traditional Islamic artforms: ebru, miniature, illumination, calligraphy. Designs are all original hand-drawn designs that are either hand-painted on to the badges or printed reproductions.

Printed badges are either printed on a plain background or on ebru paper; depending on the design, it may be cut out first before being adhered on to ebru paper. Other badges have the design hand-painted onto them, before being covered with a protective plastic layer.

Diameter: 2.5 cm

*Available designs will be provided on request; individual customised requests can also be discussed.*



*Printed original designs*

List price: £3 per piece

List price 5+ pcs: £2 per piece



*Hand-written calligraphy*

List price: £6 per piece

List price 5+ pcs: £4 per piece



*Hand-painted illumination motifs*

List price: £12 per piece

List price 5+ pcs: £9 per piece

# Notes

## List price

List price is a guide and may change. The list price is the price placed at the time of publication of the catalogue edition in which it is featured. Actual sale price may differ. If an item becomes unavailable, its image may remain in subsequent gallery catalogues with a “no longer available” icon attached to it, indicating that it is no longer available for purchase.

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