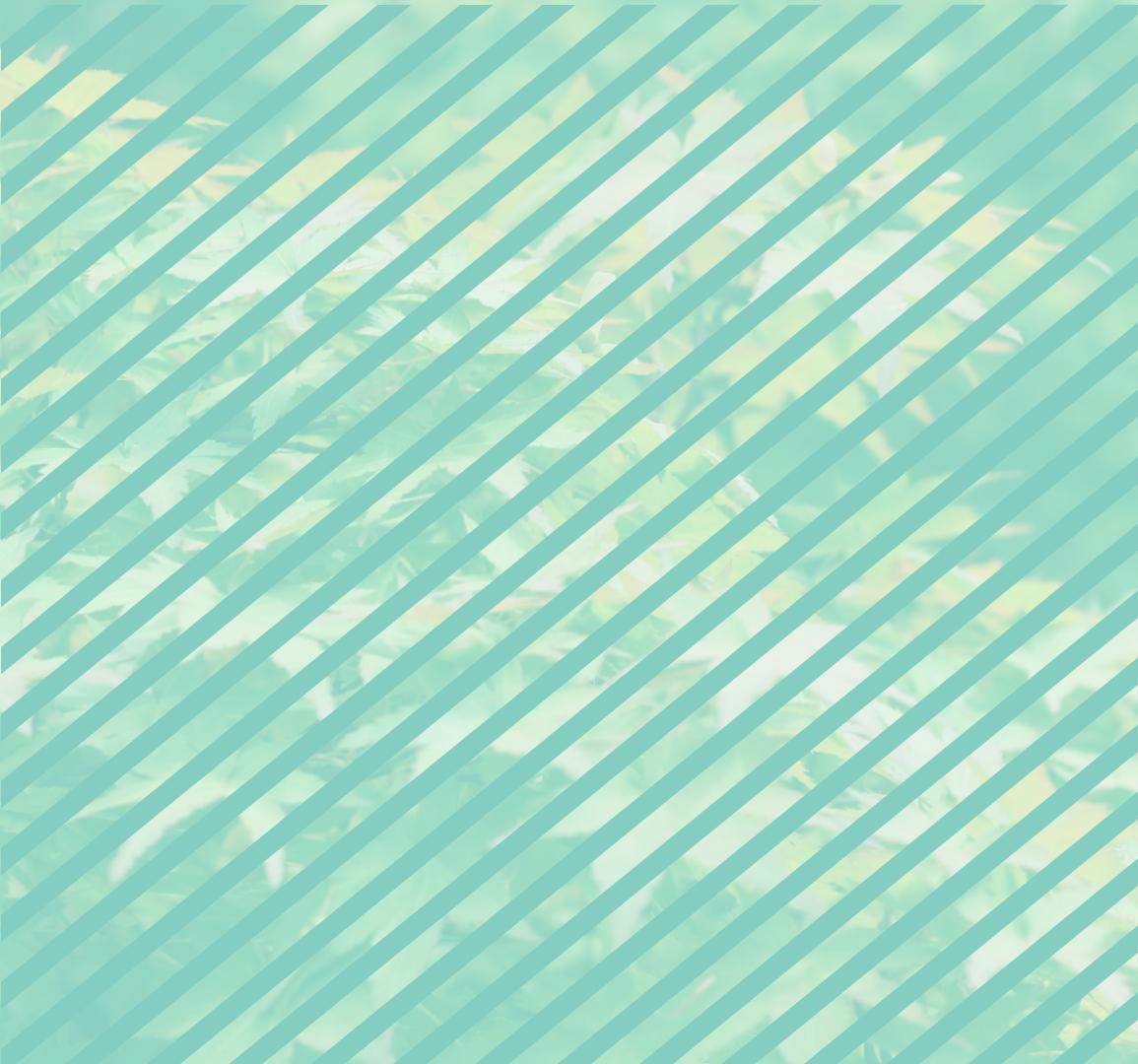




CATALOGUE



2020



Kami percaya bahwa mural lebih dari sekedar gambar di dinding. Ada banyak hal yang bisa diciptakan dari mural: suasana, pesan, karakter, dan lainnya. Mural dapat membantu menghidupkan karakter suatu brand. Ia membangun suasana. Mural mampu menghadirkan brand user experience yang unik dan 3 dimensi, hadir dalam dimensi ruang.

Dengan kepercayaan tersebut, berdirilah Muralin pada tahun 2017. Kami menyediakan jasa mural yang tidak hanya membuat gambar, tapi juga berkarakter.

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Kantor:
Ruko New Castle B10 Lt. 2,
Greenlake City, Cipondoh, Tangerang

Values

1. Kami menggunakan cat **MOWILEX** untuk hasil yang tahan lama.
2. Kami menggunakan papercup atau gelas plastik bekas untuk **mengurangi sampah plastik**.
3. Kami menjunjung **kebersihan & kerapian** kerja.
4. Kami bekerja dengan **cepat**, karena waktu adalah uang!

Tahapan Kerja



Diskusi

Klien dan Muralin berdiskusi mengenai konsep yang diinginkan, klien dapat membawa referensi.

Brainstorming

Muralin melakukan brainstorming untuk membuat concept board yang tepat.

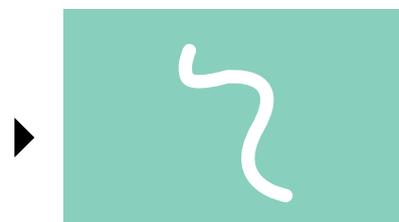
Concept Board & Proposal

Muralin mengajukan proposal biaya berikut concept board (komposisi, font, dan warna)



Desain

Muralin mengajukan alternatif sketsa, lalu dilanjutkan dengan digitalisasi dan pewarnaan.



Eksekusi

Gambar yang telah dipilih diwujudkan Muralin ke atas tembok.

WARUNG KONGKOW PORIS



▲ Lettering Mural

- Mural for a cafe in Tangerang, Indonesia called Warung Kongkow. The cafe is proud for their coffees.

Their main colors are orange, white and black. Muralin painted coffee beans, leaves and a quote about coffee's addiction. In addition

to that were lines, to create more dynamic on the composition.

*Mural
Wall
2018*

BUM CAFE BERINGIN



▲ **Lettering Mural**
- Mural for a cafe in Tangerang, Indonesia called BUM Kitchen. The owner is a young Korean man who loves The Beatles. The interior

is classic black with dim lights, and he wanted to add more colors outside, yet still maintaining the vintage mood. The style chosen was psychadelics, which

rose to fame during The Beatles era in 1960s. Written on the walls are their songs' lyrics.

*Mural
Wall
2018*



ZEBRA X

▲ Lettering Mural

- Mural for ZebraX's office in Bintaro, Indonesia. The quote is the company's motto. Their identity color is bright red.

The mural was done only in a day. The design was projected from laptop onto the wall and traced using pencil. The first color painted is pink, followed with the bright red, and lastly, black.

*Mural
Gypsum wall
2019*





ZEBRA X

▲ **Lettering Mural**
- Mural for ZebraX's office in Bintaro, Indonesia. The quote is the company's motto. Their identity color is bright red.

This mural also done in only a day.

*Mural
Gypsum wall
2019*



I SEE FOOD GREENLAKE

▲ **Seafood Mural** - A simple yet cute mural for a family restaurant in Greenlake City, Cipondoh. They sell seafood (obviously).

This mural was done in only a day.

*Mural
Gypsum wall
2019*



911 BILLIARD

◀ **Billiard Mural**
- A group of mural decoration done for 911 Billiard, Greenlake.

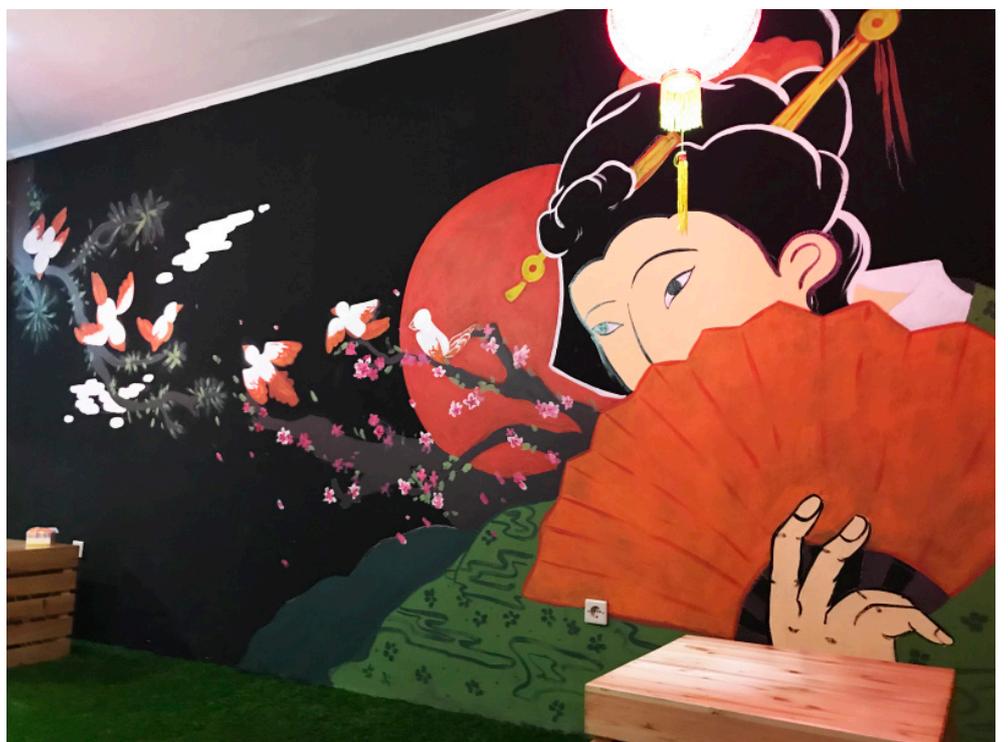
*Mural
Wall, Gypsum wall
2020*



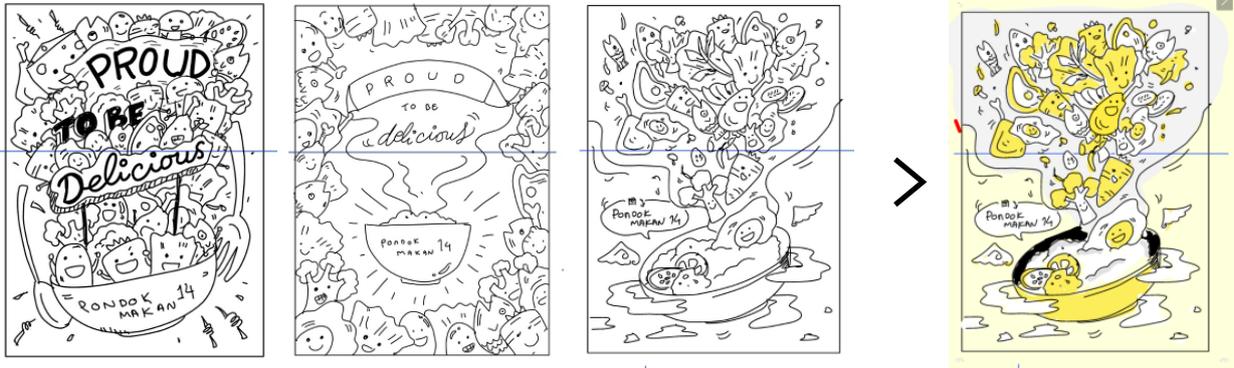
WARUNG KONGKOW TAMAN PALEM

► **Oriental Mural** -
The concept was Asia,
especially China and
Japan. We combined
both of their landmarks
and famous icons, such
as Gunung Fuji, sakura,
the Waves, and then
Panda, Wall of China
and red lanterns. On
the opposite wall, we
painted a Japanese
lady.

*Mural
Wall, Gypsum wall
2018*



PONDOK MAKAN 14



▲ **Cartoon Mural** - Mural for a restaurant in Tangerang, Indonesia called Pondok Makan 14. They sold riceboxes. The foods were personified on the drawing, and the color yellow was the restaurant's identity. Pondok Makan 14's

instagram username was mentioned on the mural to boost publicity.

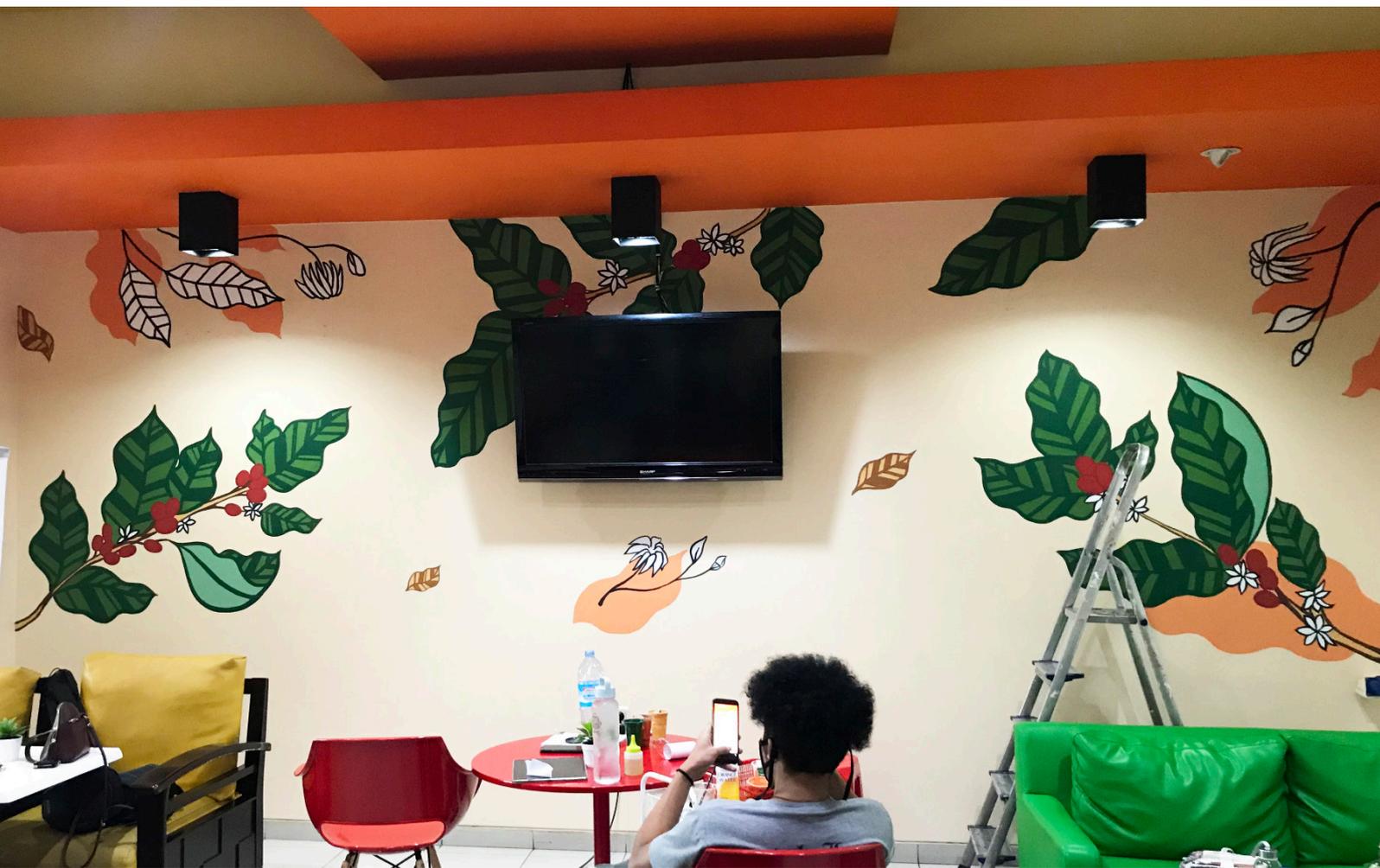
Mural Wall 2018

KOPI HARAPAN BEKASI



- ▲ **Lettering Mural**
- Mural for Kopi Harapan, Bekasi. The owner was fond of mint color, tropical concept and tribal character.

*Mural
Gypsum wall
2019*



KOPI HARAPAN BEKASI (2)

▲ **Coffee Mural** -
Second mural for Kopi Harapan, Bekasi. They love us so much, don't they? They called us again after a year, and this time we painted on the second floor.

This mural was done in only a day.

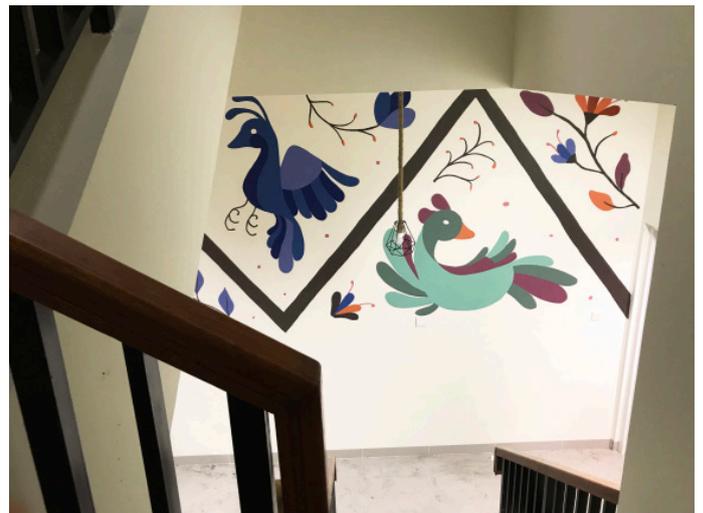
*Mural
Gypsum wall
2020*

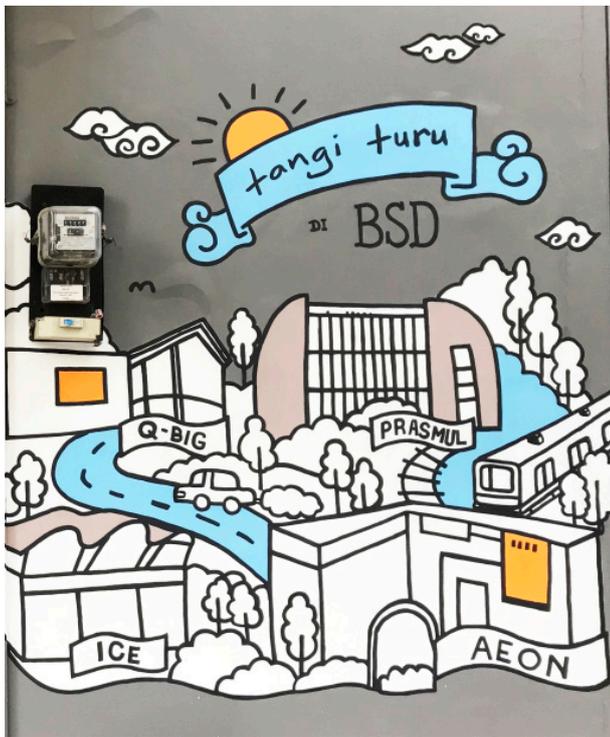
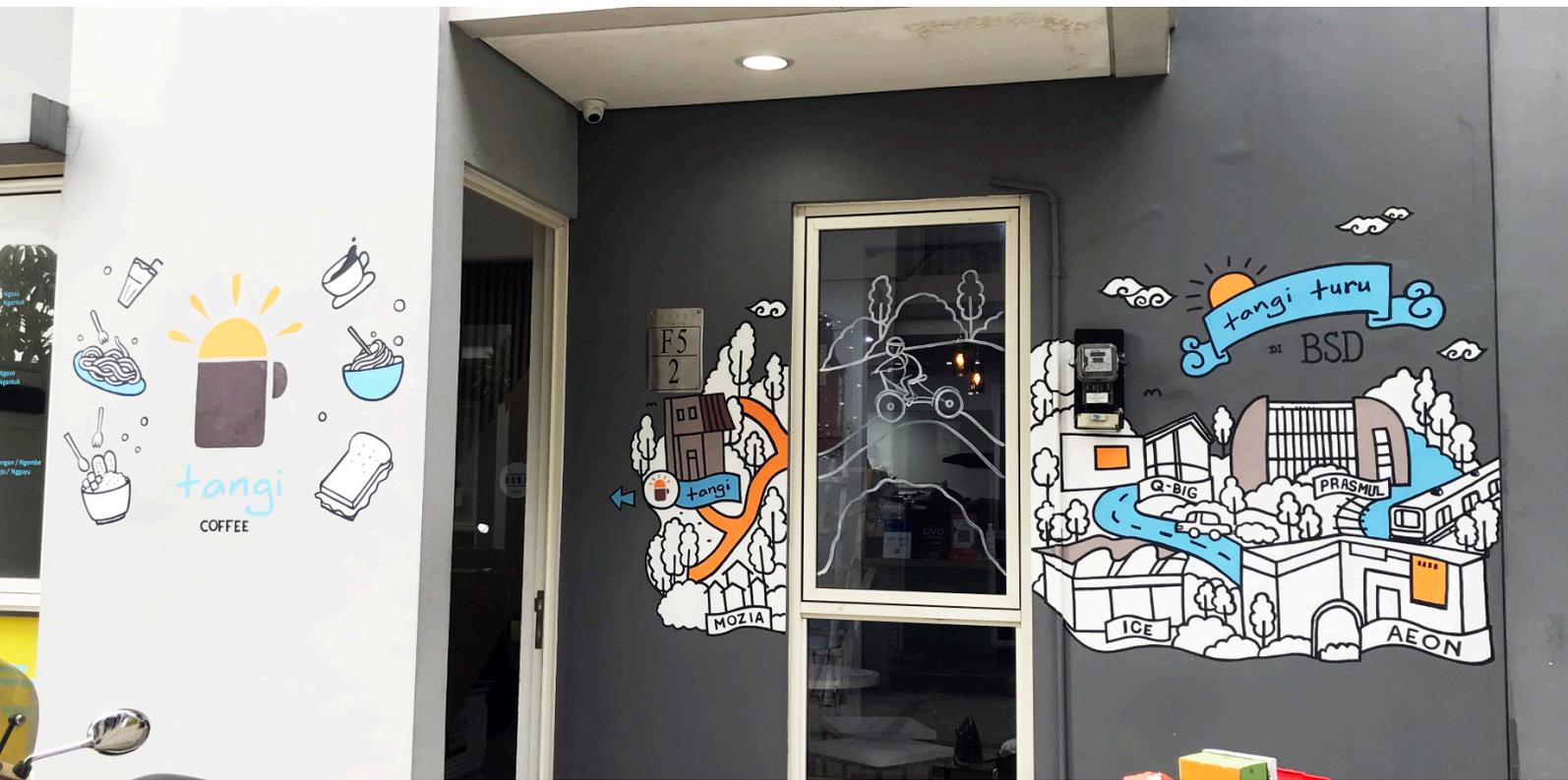


WARUNG SHABU GOLDFINCH

▲ **Natural Mural** - A flora and fauna with colourful theme. The color used was earth-tone.

*Mural
Gypsum wall
2020*





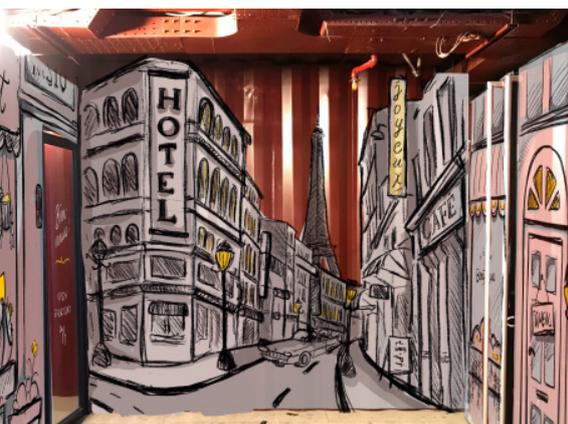
KOPI TANGI BSD

▲ **Doodle Mural** - Mural for Kopi Tangi, a little and homey coffeeshop in BSD. The theme was fun, cartoonish, and it shows a simplified map of BSD.

This mural also done in only a day.

*Mural
Gypsum wall
2020*





QUBIKA HOTEL

▲ **Illustration Mural** - Mural for Qubika Hotel in Gading Serpong, Indonesia. The hotel has urban concept and is fully built with containers. Both of the murals are painted on

their lobby, with Paris as the theme. The first one is Paris market's street, and the second is Paris's city street. The color is black and white to make it seems like an old photograph.

One smaller pictures on the left is the real illustrations we drew and made into mock-ups.

*Mural
Iron
2020*



QUBIKA HOTEL

- ▲ **Illustration Mural**
- The left is Paris famous Louvre, and the second is Paris's subway underground. The latter was chosen to accommodate the pipes planted on the wall, since it is common to have pipes on underground stations.

*Mural
Iron
2020*





PORTABLE RESTAURANT @ QUBIKA

▲ **Illustration Mural** - Qubika has an outdoor restaurant, and it was cactus-themed.

*Mural
Outdoor wall
2020*



@febepriba

QUBIKA HOTEL

▲ **Ambience Mural**
- This photostop was made in a forgotten corner of the hotel. The corner is now famous (a must stop for visitors) because of the beautiful decoration!

*Mural
Iron
2020*

WE WERE ON TV!





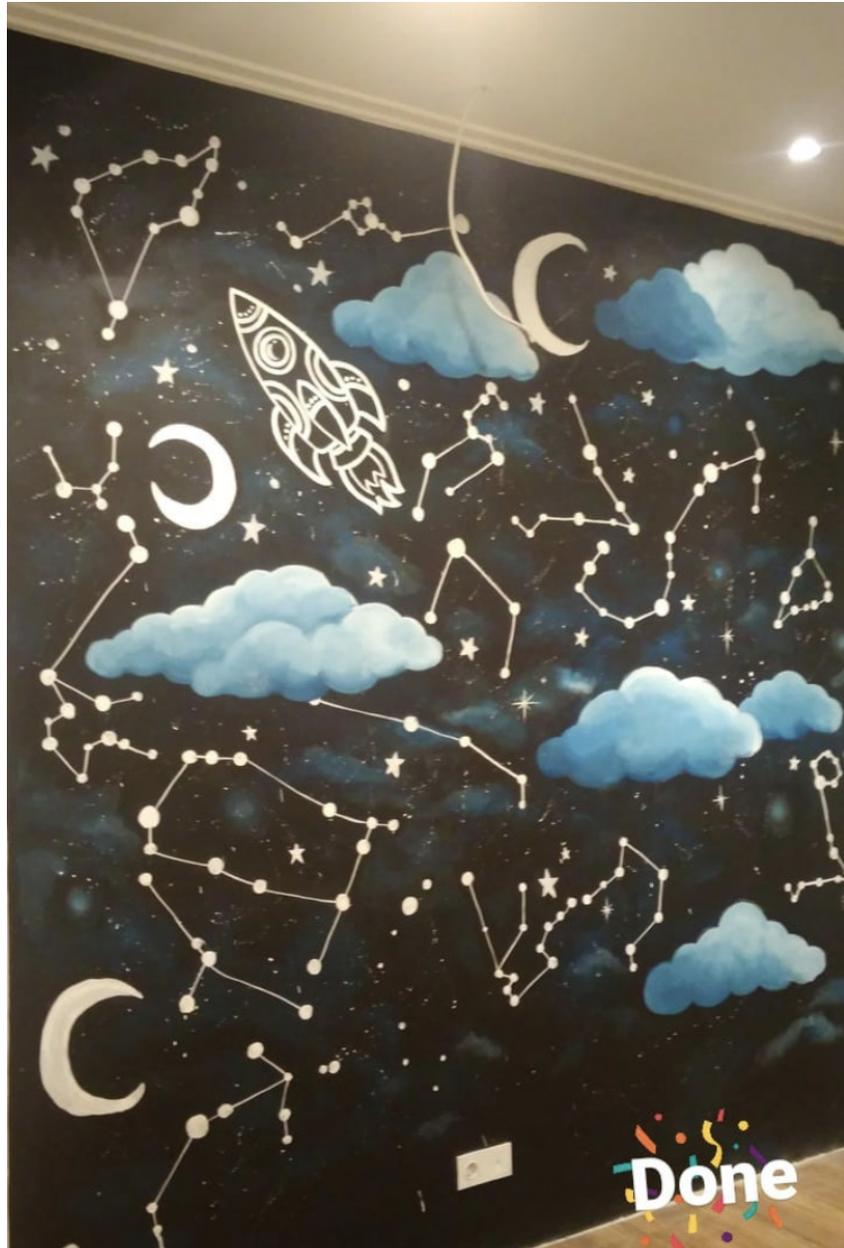
KONG DJIE GREENLAKE

▲ **Painting** - Kong Djie Coffee is a famous coffeeshop from Belitung, Indonesia. Muralin painted a glimpse of

Belitung's beauty on their wall.

*Mural
Gypsum wall
2019*

RUMAH CONTOH SEDAYU CITY KELAPA GADING



▲ **Bedroom Mural**
- A showing unit of Sedayu City's newest project in Kelapa Gading. The mural is painted behind a bed, located in the children's room.

*Mural
Wall
2020*



▲ **Menu Board** - The red one was lettered for a local Minang restaurant. The writing on the left is the food menu, while the right shows the drinks. Minang Jaya's logo is bright red.

The green project was created for a cafe called Warung Kongkow Garden at Victoria. The cafe's theme decoration was garden.

Both of the menu boards are intended to highlight

their popular items, and were placed next to the cashier so people can choose from the lists.

*Menu board lettering
Chalk marker on board
2019*



Illustrative lettering
Digital
2020

I Don't need
VALENTINE
~ I NEED ~
8 Million
DOLLARS

Illustrative lettering
Digital
2020



*Illustrative lettering
Digital
2020*



▲ **Company's T-Shirt Lettering** - The client is masculine signage-maker company called King Sign. It wanted to show their attention to details and their professionalism. I used the reference of Victorian thick letters, the era when signage rose to its peak.

I drew them manually using chinese ink, scanned it and tidy some corners using Adobe Photoshop. The design is later printed on their t-shirt uniform.

*Illustrative lettering
Chinese Ink, Adobe
Photoshop
2020*

THANK YOU