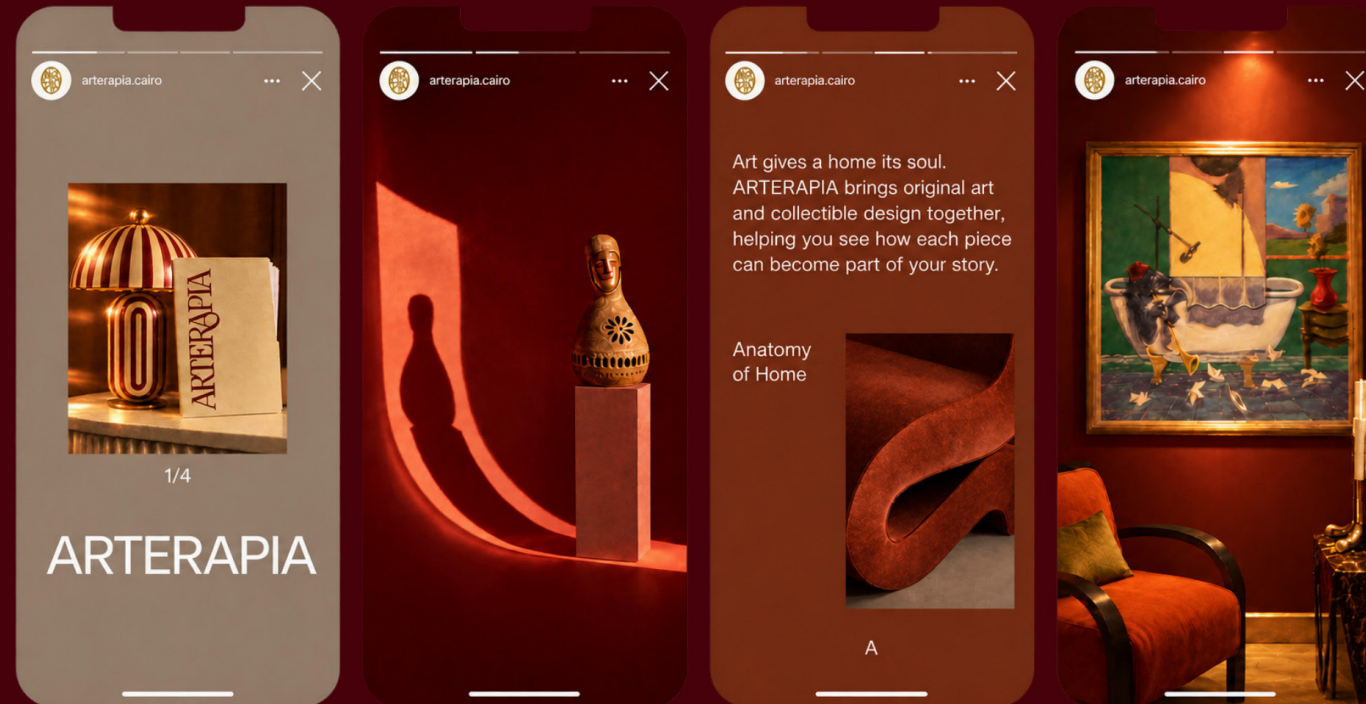


THE EXPRESSIVE ARCHIVE / IN MOTION



Artwork. Detail. Perspective. Invitation.

Build a sequence around one work: introduce it, move closer, show its setting, then invite discovery. Keep the artwork visible and supporting copy brief.

THE ONLINE GALLERY

A clear frame for discovery.



01

Put the work first

Begin with a strong artwork or gallery image. Use a short headline and one clear action.

02

Make browsing feel easy

Carry the typography hierarchy into artwork details, artist information and contact pages. Use generous spacing and readable labels.

Use a solid header field for the wordmark when image contrast varies. Check text contrast in the finished interface.

ARTERAPIA / INSTAGRAM HIGHLIGHTS

Small windows into our world.

Art, objects, and the stories that surround them.



Art



Objects



Gallery



Stories



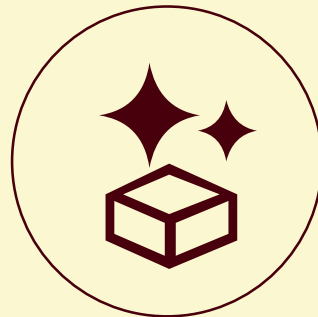
Visit



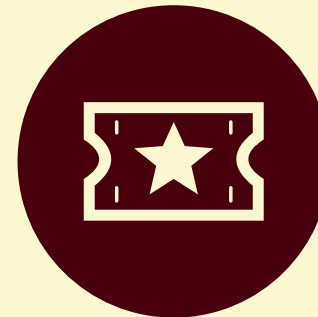
Artists



Exhibitions



New Arrivals



Events



Collections

The gallery, before the visit.

An art-first Instagram presence for ARTERAPIA.

PURPOSE

Introduce the art. Show how it lives.

Help people look closer and visit.

PROFILE ESSENTIALS

Handle: @arterapia.cairo

Avatar: cream emblem on burgundy.

Bio: what we curate, where we are, and how to visit.

Highlights: clear categories with consistent covers.

PRESENTATION VS. PROFILE

The gallery scene and translucent panel are mockup styling.

Apply the identity to the avatar, highlights and published content.

Follower and post counts are examples, not brand rules.

