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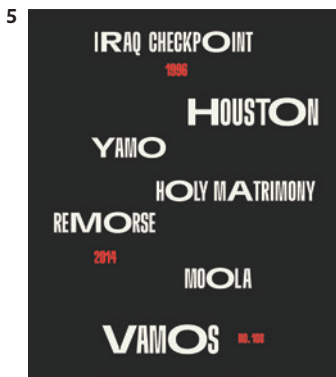
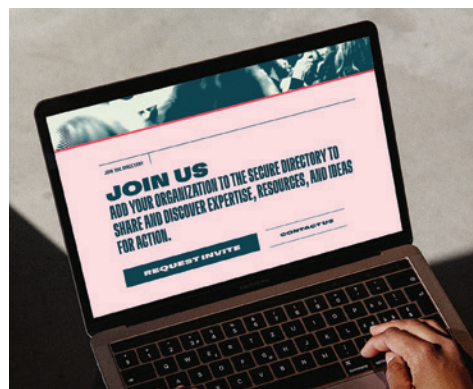
FRESH FIELD OF PRACTICE



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Cofounded by creative strategist Kristin Lueke and creative director Nermin Moufti, the Chicago-based design firm Field of Practice emerged from the ashes of the COVID-19 pandemic and related professional burnout. “The pandemic brought so much to the surface in so many industries [that] the facade of ‘business as usual’ was crushing us: We didn’t want to go back to normal. We wanted to change everything,” say Lueke and Moufti. “We founded this studio in the spirit of embracing change and to experiment in pursuit of a more generative, sustainable balance.” Named for a concept by Zen priest Reverend angel Kyodo Williams, Field of Practice draws from many diverse influences, including designers like Reza Abidini, Roderick Grant and Wael Morcos; design activist Thaly Germain; and the works of surrealist poet Shira Erlichman. But also, driven by the philosophies of activist and writer adrienne maree brown, the design studio finds its strongest influences in transformational justice and global liberation movements to include radical change at its foundation. “We are a member-owned studio; we make decisions collectively and practice equitable, transparent compensation,” say Lueke and Moufti. “We trust the wisdom of our lived experiences as women of color in the United States and work with people who treat us with respect and care. [Change isn’t] such a wild proposition once you start trying.”

fieldofpractice.com



1. “Identity and packaging for Glean, a woman-owned startup focused on organic vegan skincare from the horn of Africa.” Nermin Moufti, design; Kristin Lueke, strategy; Glean, client. 2. “Identity for Cairo Coffee Collective, a specialty coffee roaster based in Egypt that serves a global community of discerning palates.” Nermin Moufti, design; Cairo Coffee Collective, client. 3. “Brand and digital refresh, packaging design, and messaging guidelines for Karam Foundation, an international nonprofit supporting Syrian refugees.” Nermin Moufti, design; Kristin Lueke, strategy; Karam Foundation, client. 4. “Identity, website, service design and facilitation for the Alliance Table, an initiative of the Collaborative for Gender and Reproductive Equity encouraging intramovement resource and knowledge sharing.” Mary Foyder, creative director; Nermin Moufti, design; Nate Beaty, programmer; Tamar Lawrence-Samuel/Kristin Lueke, strategy; Field of Practice/Mary Foyder Design, design firms; Collaborative for Gender and Reproductive Equity, client. 5. “Identity and promotional materials for the first Palestinian-American Netflix series *Mo*, produced by and starring Mo Amer.” Nermin Moufti, design; Mo Amer/Netflix, clients.