

Karimah Hassan

Artist

 @karimah.hassan
5.5k Followers

Karimah is a multidisciplinary artist from London with roots in Wales, Yemen and Bangladesh. Her work revolves around community-driven storytelling, locations and cultural diversity.

The pivotal aspect of Hassan's practice involves hosting 'community showcase teasers' under the guise of an exhibition. In a curated line up, Karimah exhibits her painting alongside poetry readings, open-mic sessions, live jazz and even football matches. In this way, Hassan combines the artwork, the painting subject, and community members together in one space. After graduating with a MA in Architecture from the Royal College of Art, London, and from the Mural Career Development programme, Toronto, Karimah went on to work with major including: The Barbican, Ted Baker, Art Council England, The Highline New York, Toronto Council, and the Cross Platforms.

Karimah has also worked on many successful partnerships under the umbrella of Alexander McQueen's Sarabande Foundation where she is an artist in residence. These include working with Burberry on an installation for their Mayfair window, and an upcoming project with FCUK.

She recently finished her latest project 'Strangers Yearbook' – a real time Insta-gallery featuring portraits of strangers and the various emotional states they have experienced during lockdown.

Karimah is currently working on her next series, to be announced later this year.



Insights - Instagram

Engagement | 1.54%

Followers | 5.5k

Male | 52.7%

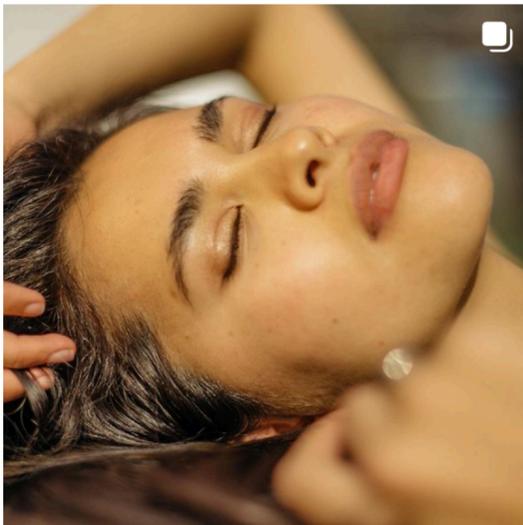
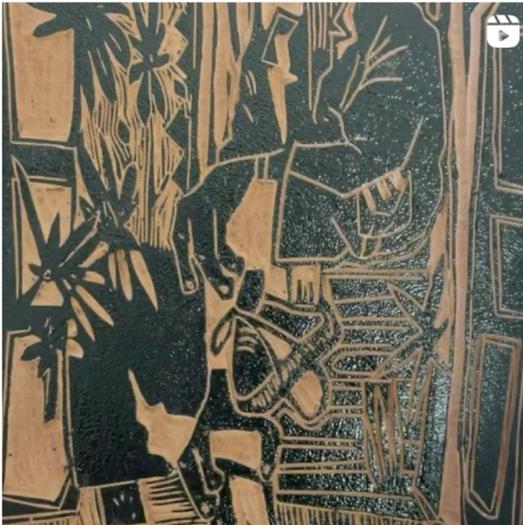
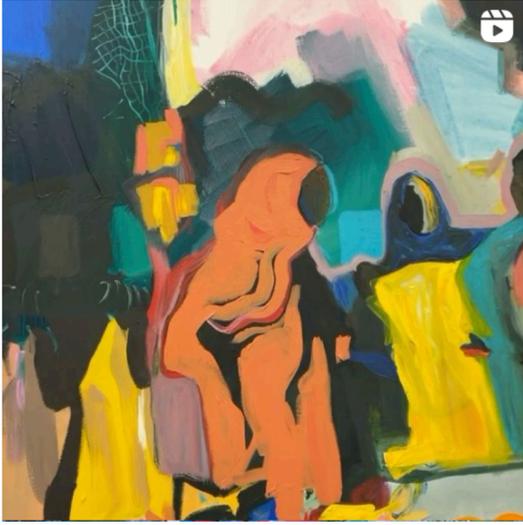
Female | 52.7%

Age range | 18-24 (23.7%)
25-34 (49.9%)
35-44 (14.3%)

Top Countries | United Kingdom
United States
India
France

Average story view | 845

Average grid post reach | 2,280



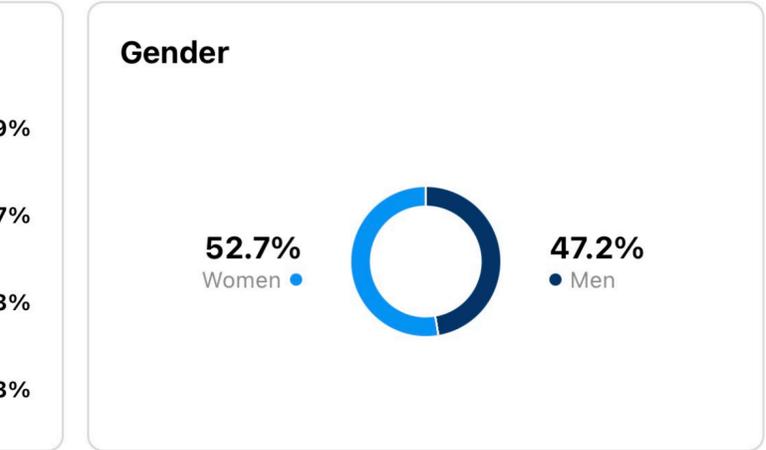
Insights - Instagram

Reach

Last 7 days ▾ 17 Jan - 23 Jan

Accounts reached
20.5% from ads and promotions
-33.5% vs 10 Jan - 16 Jan

Reached audience ⓘ



Followers and non-followers

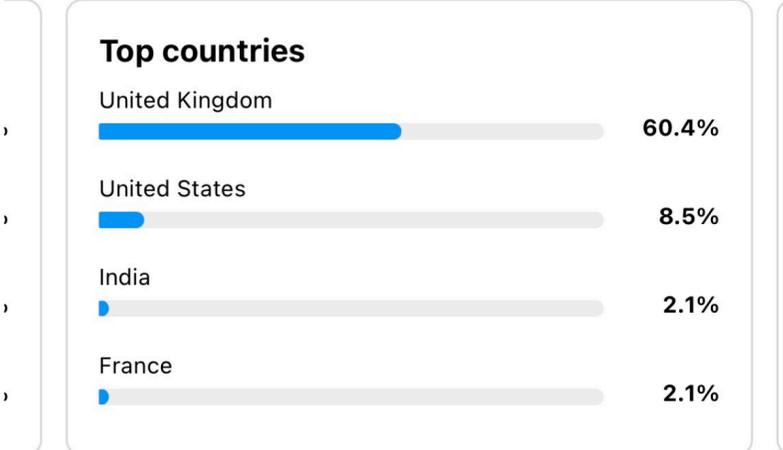


Reach

Last 30 days ▾ 26 Dec - 24 Jan

Accounts reached
24.7% from ads and promotions
-23.4% vs 26 Nov - 25 Dec

Reached audience ⓘ



Followers and non-followers



Posts

Any ▾ Reach ▾ Last 30 days ▾

2,896	2,768	1,967
1,928	1,867	1,815
1,789	1,714	1,686
1,652	1,380	1,234
1,031	814	797

Sort by newest

Stories

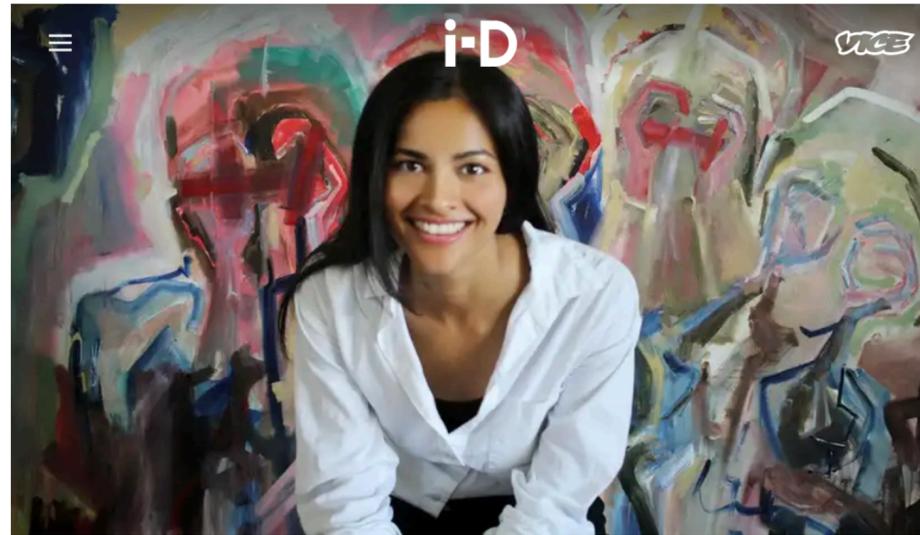
Reach ▾ Last 30 days ▾

insights are only visible to you.

855	811	810
796	770	763

Sort by newest

Press



ART | By [Ryan White](#) | 09 April 2021, 8:00am

DM Karimah Hassan and she'll paint your portrait

The London artist spent lockdown painting portraits of the faces she'd been DM'd – and now she wants yours.



Until 2018, painting “was like a silent childhood best friend,” to [Karimah Hassan](#); one that “drifted in and out” of her life. “I knew it was a part of me,” she says, “it just took time to understand where it fitted.” For the past three years, however, it’s become her complete and total focus. She now works full-time in a studio and on the streets of [London](#), creating large painted murals wrought with emotion and texture. She’s also currently Artist in Residence at the [Sarabande](#), the foundation set up by the late [Alexander McQueen](#) offering artists offering support and mentorship, something that’s pushing her art into “bigger spaces”, she

I-D
Ryan White
April 2021



Maddox Gallery champions emerging female artists with new 'HerStory – Women in Art' exhibition

BY [FREDDY CLODE](#) | 29 FEB 2020 | [CULTURE](#), [ART](#)

The March exhibition celebrates 12 exceptional artists to coincide with International Women's Day



Tempus
Freddy Clode
February 2020



Four London artists to look out for

Curator and dancer Ivan Michael Blackstock shares the London creatives he's excited about

Written by [Isabelle Aron](#) Monday 7 June 2021



Image: Jaqueline by Karimah Hassan

From poets to painters, London-based artist and artistic director of 180 Studios Ivan Michael Blackstock runs through his up-and-coming artists to watch.

Julian Knxx poet and artist

Timeout
Isabelle Aron
June 2021

Case studies

Salvatore Ferragamo

Karimah created in-store custom designs on leather goods in Ferragamo's flagship store in Bond Street during London Fashion Week.



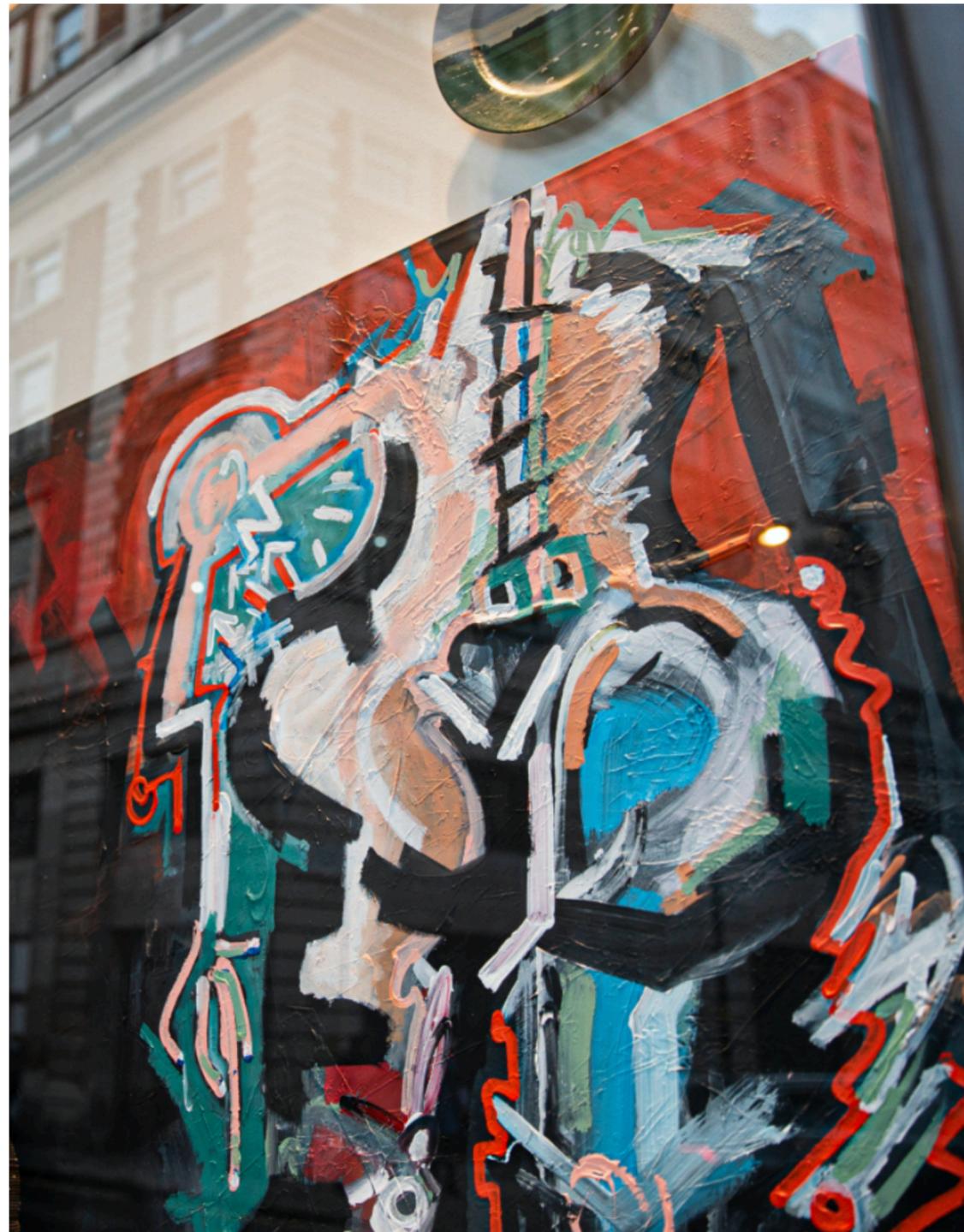
Providing two designs to be painted on leather goods (belts, bags and sneakers), Karimah presented a deck showcasing abstract designs of her own interpretation on wild flowers and the Gancini theme.

(Click image to view video)

Case studies

BURBERRY

Karimah exhibited her artwork in the Burberry flagship store window. This was part of Alexander McQueen's foundation Sarabande which supports creative and visionary Talent.



Thank you.

Integrated across booking, digital, creative, PR & events, we meet the changing needs of our clients and their consumers, to create meaningful and engaging content. We understand the metrics of success and have the relevant teams and tools to measure them.

Our in-house creative team are able to scope and produce short form content for brands and talent.

Linden Staubs
