



MERUERT ABDIR - MURAA

ARTIST BIOGRAPHY

Meruert Abdir is an Almaty-based designer, contemporary artist, and the visionary founder behind the conceptual jewelry brand M?RAA. Her work explores national identity and historical memory, seamlessly merging the rich nomadic heritage of Central Asia with rigid modern minimalism.

Born and raised in Kazakhstan, Meruert Abdir launched her brand M?RAA in Almaty in 2023. Rejecting the literal replication of traditional ethnic patterns, she focuses on the deconstruction of ancient silhouettes and nomadic artifacts. Her creative approach treats jewelry design as a form of minor sculpture. Meruert masterfully reimagines authentic Kazakh geometric shapes—such as the symbolic "qusmuryyn" (bird's beak) rings and "tumar" amulets—transforming them into sharp, architectural statements of industrial design. Through her bold exploration of raw textures and historical codes, she creates deeply personal, totem-like objects that resonate as a manifesto of inner freedom and contemporary artistic expression.