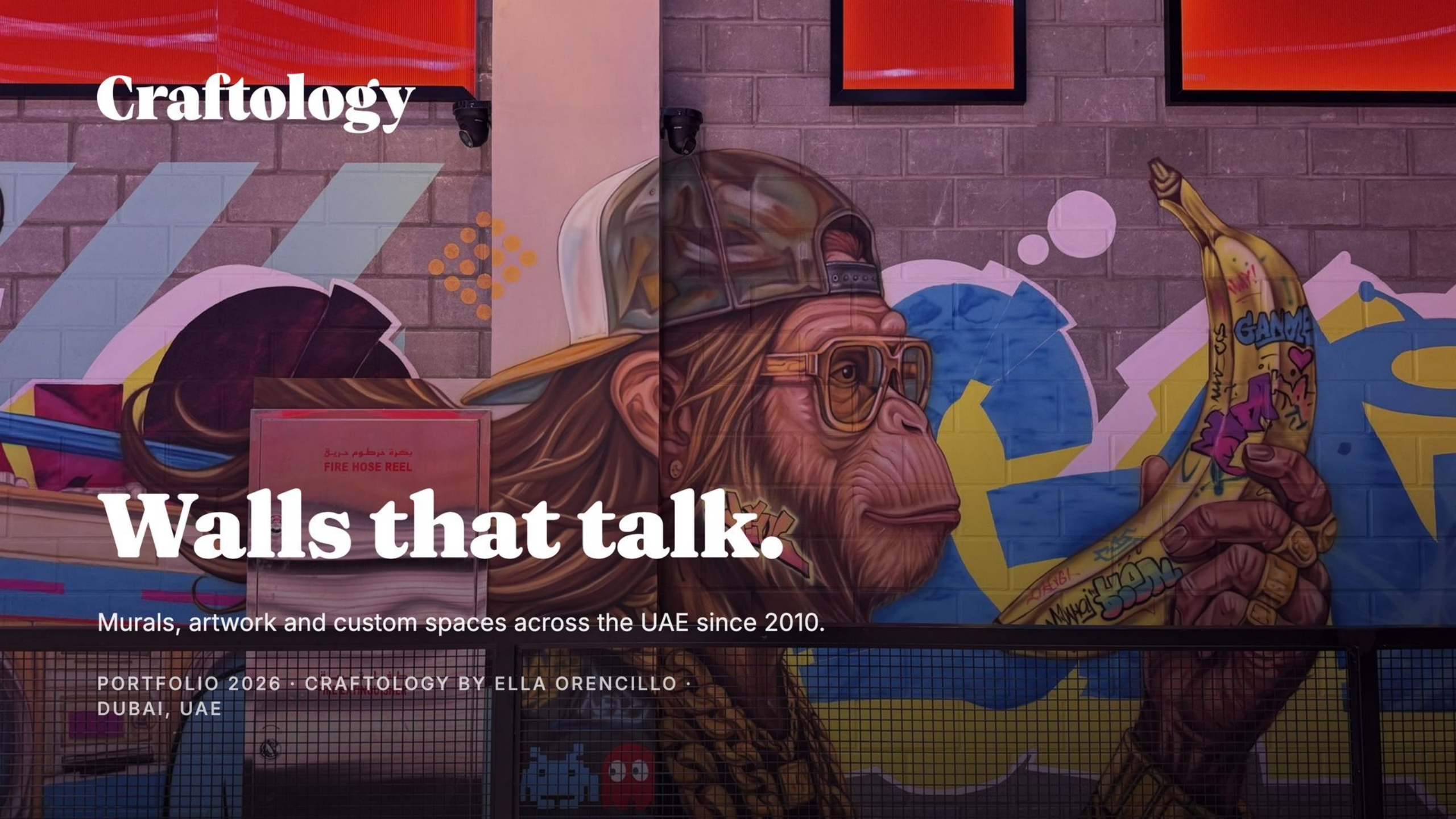




Craftology

Walls that talk.

Murals, artwork and custom spaces across the UAE since 2010.

PORTFOLIO 2026 · CRAFTOLOGY BY ELLA ORENCILLO ·
DUBAI, UAE



ELLA ORENCILLO, FOUNDER

ABOUT

Ella Orencillo paints walls that make a room.

Ella started as an airbrush artist in the Philippines in 1999 and moved to the UAE in 2008. Her first group exhibition here was in 2010 and she has been part of the scene ever since. In 2012 she began hand-painting UGG boots for Level Shoes in Dubai Mall; by 2019 it had grown into The Personalisation Hub by Level Shoes, where she personalised thousands of pairs over a decade and took the concept on tour across the GCC.

In 2019 she founded Craftology to bring murals, live art and custom work to restaurants, malls, homes and events across the Emirates. In 2021 she received a UAE Golden Visa, accredited by Dubai Culture, among the first awarded in the creative field.

WHAT THE STUDIO DOES

Five services. Every one painted by hand, on site.

01

Murals

Hand-painted and airbrush walls for restaurants, malls, villas, offices and public spaces.

02

Live art

A wall, a bottle, a set of festival letters or a carnival mask, finished in front of guests.

03

Brand activations

Sneakers, bags, caps, candle jars and more, personalised live in store while the customer waits.

04

Tailored workshops

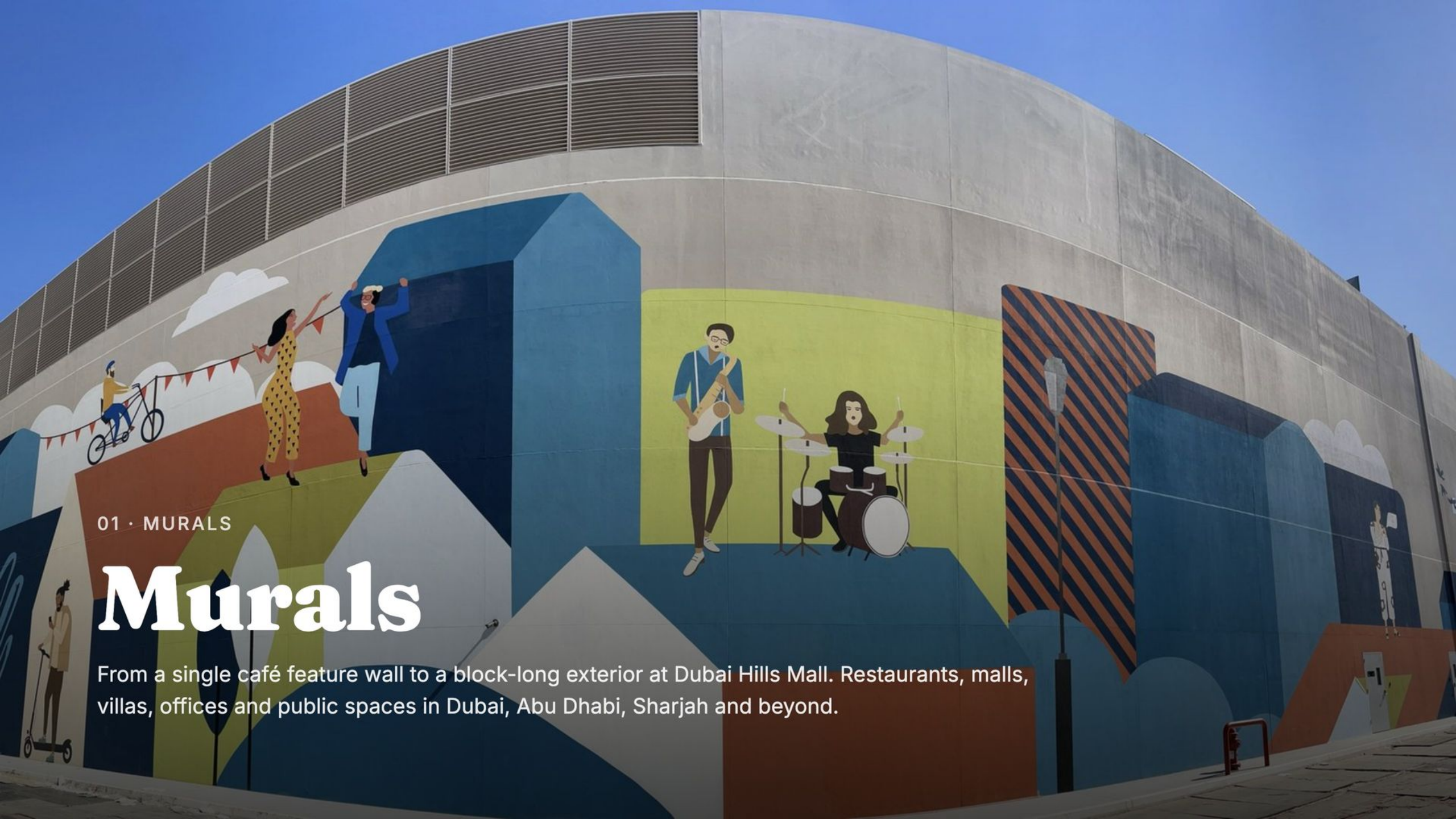
Painting workshops for teams, schools and communities.

05

Bespoke artworks

Commissions for painted furniture, canvases and objects.

HOSPITALITY & F&B · RETAIL & LEISURE · LARGE-SCALE & PUBLIC · RESIDENTIAL & PRIVATE · EVENTS & FESTIVALS



01 · MURALS

Murals

From a single café feature wall to a block-long exterior at Dubai Hills Mall. Restaurants, malls, villas, offices and public spaces in Dubai, Abu Dhabi, Sharjah and beyond.

MURALS · EVENTS & FESTIVALS

Hai Ramadan

Expo City Dubai · 2024 · 2025 · Hand-painted mural

Ramadan-season murals for Hai Ramadan at Expo City, two years running: lanterns and calligraphy on the festival walls.



مدينة إكسبو دبي
EXPO CITY DUBAI



رمضان
RAMADAN
IN DUBAI



MURALS · LARGE-SCALE & PUBLIC

Dubai Hills Mall

Dubai Hills Mall, Dubai · 2022 · Hand-painted mural

A block-long exterior mural wrapping the corner of the mall: flat colour, painted figures and shopfronts that read from the street.



MURALS · RETAIL & LEISURE

Michael • Blue Beetle

VOX Cinemas, Mall of the Emirates,
Dubai • Majid Al Futtaim • 2026 • 2023 •
Airbrush murals

Airbrushed hoardings for two film releases at
VOX Cinemas: Michael, painted on scaffolding
and revealed on opening night, and Blue Beetle
three years earlier.

MURALS • LARGE-SCALE & PUBLIC



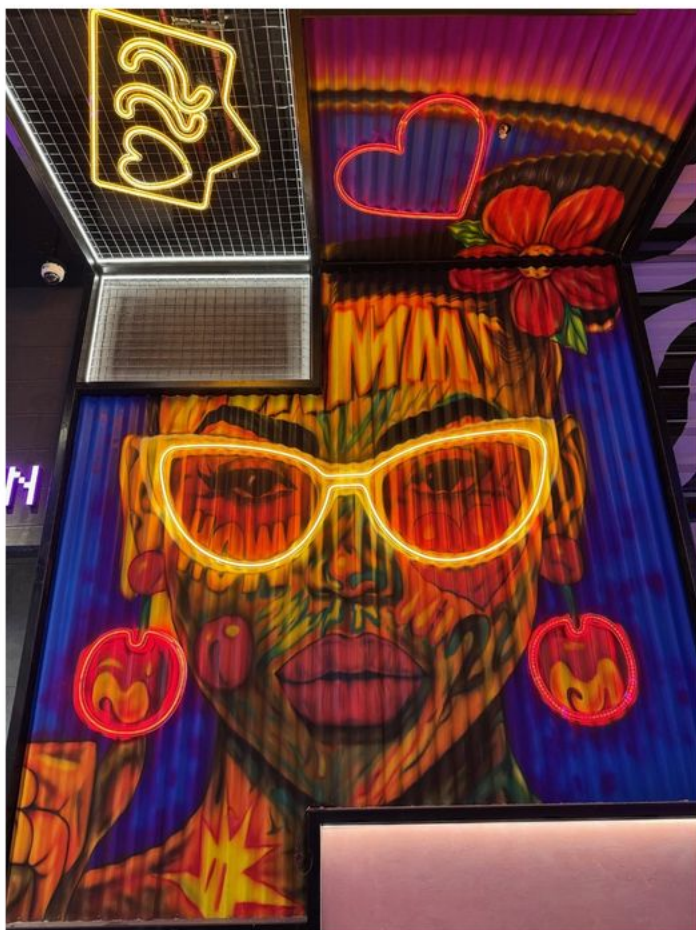
Baden-Württemberg House

Expo City Dubai • 2021 • Hand-painted facade graphics for the pavilion at Expo 2020.



50th National Day, UAE inspired

North Oasis, Yas Marina Circuit, Abu Dhabi • Ethara (then ADMM) • 2021
• A UAE-inspired panoramic wall for the 50th National Day.



MURALS · HOSPITALITY & F&B

Catch 22

City Centre Al Zahia, Sharjah · 2025 ·
Airbrush mural

Pop-surreal faces, classical busts in
sunglasses and an astronaut with a burger,
airbrushed across the columns and main wall
of a seafood spot in Sharjah.

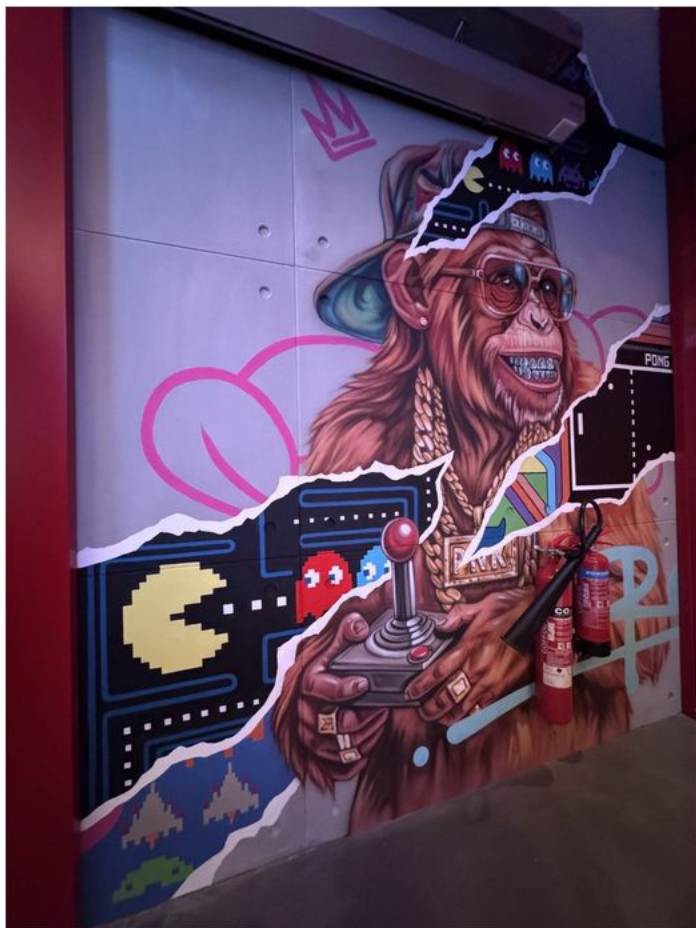


MURALS · HOSPITALITY & F&B

Shrimp Pot

Al Jaddaf, Dubai · Abu Dhabi City · Hudayriyat Island · Mina Al Arab, Ras Al Khaimah · Large-scale airbrush mural

Four branches, one visual language: shrimp boats, crab feasts and cascading prawns, airbrushed wall to wall at large scale and adapted to each room's footprint.

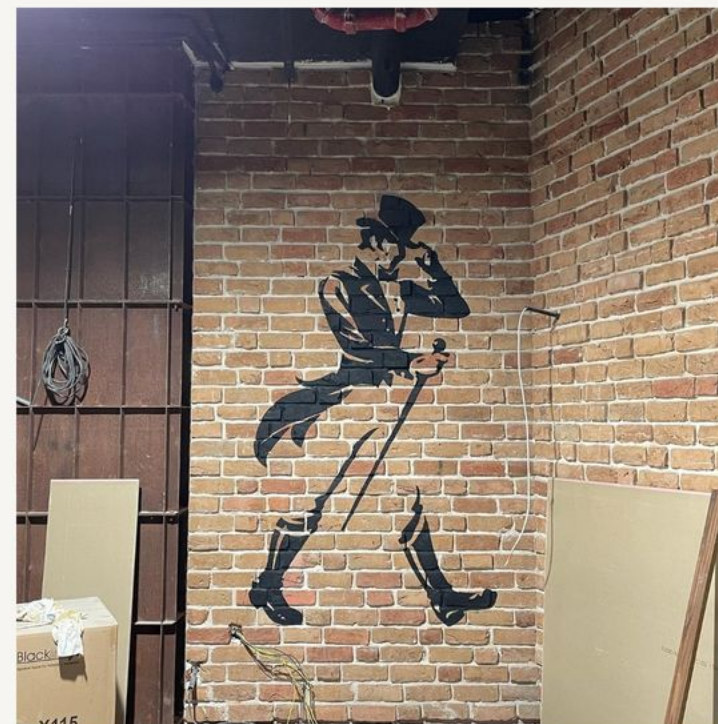
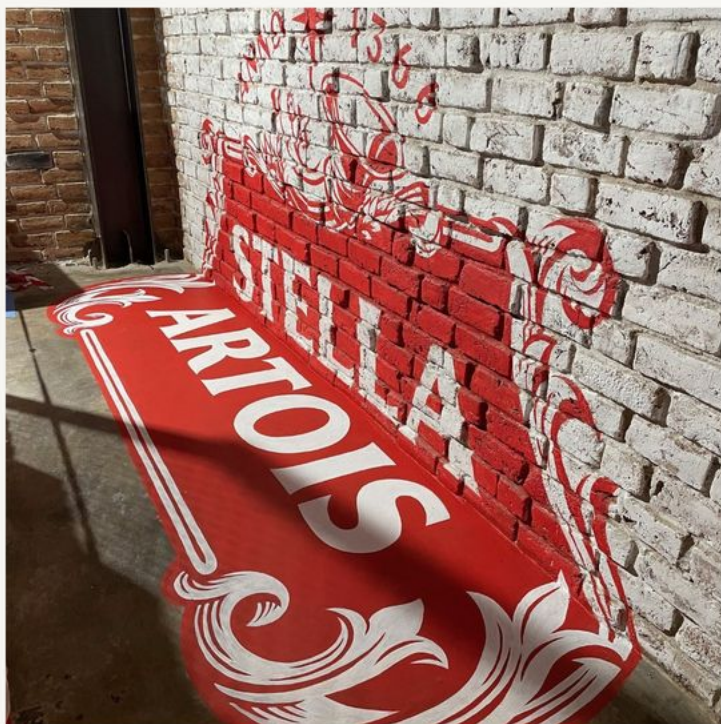


MURALS · HOSPITALITY & F&B

Brass Monkey

Motor City, Dubai · 2026 · City Walk, Dubai ·
2023 · Airbrush and hand-painted murals

Retro arcade and hip-hop portraits across the full height and length of the Motor City venue, and a pink-capped ape in sunglasses for City Walk.



MURALS · HOSPITALITY & F&B

Lock, Stock & Barrel

Yas Bay, Abu Dhabi · Rixos JBR · Grand Millennium
Barsha Heights · Renaissance Business Bay · 2021 ·
2023 · 2026

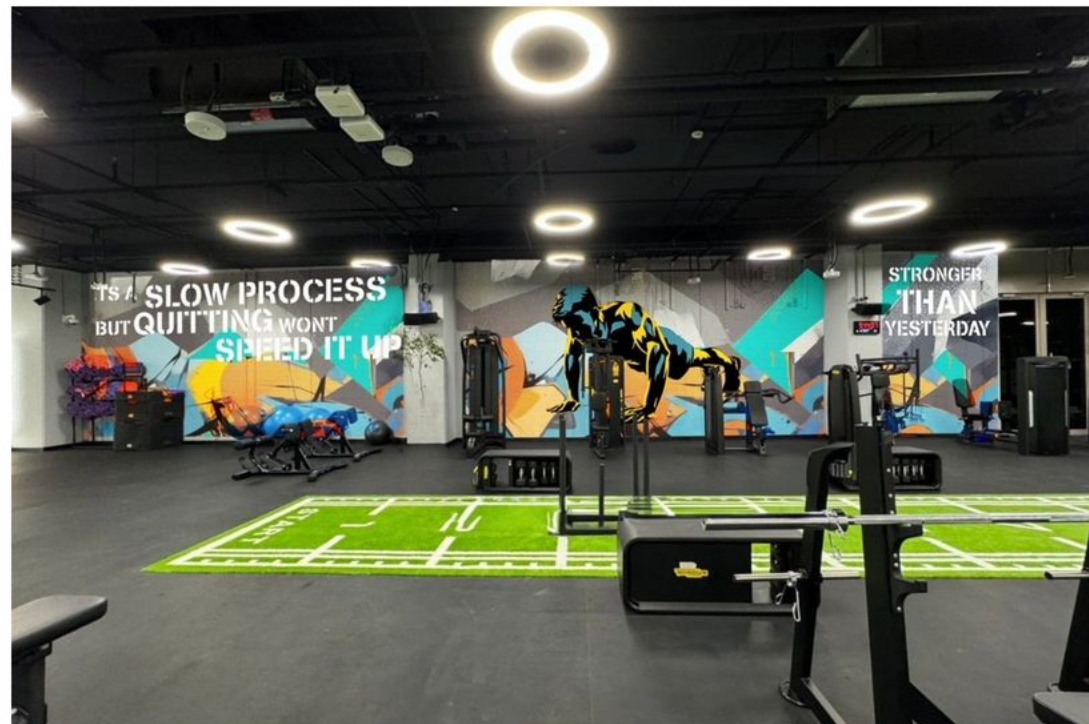
Rock-bar iconography across four venues: brand marks, lettering and black-and-white illustration painted onto brick and shipping containers so they feel like they were always there.

MURALS · HOSPITALITY & F&B · RETAIL & LEISURE



Jack Daniel's

The Sandy Cellar, Fujairah · Unisat, Ajman · 2024 · A panoramic exterior and a bottle-and-tagline wall, airbrushed and hand-painted.



21 Pulse

Expo City Dubai · 2023 · A 20-metre panoramic mural for the 21 Pulse fitness space.

Residential & Private

Villas and bedrooms in Dubai and Sharjah. Airbrush and brush, from a dense jungle lounge to a grey-on-white forest behind a bed.



Forest-inspired entertainment lounge

Private villa, Dubai · 2020



Monochromatic forest accent wall

Al Muweilah, Sharjah · 2021



Mermaid-inspired girl's bedroom

118 Residence, Dubai · 2024

02 · LIVE ART

Live art

Painted live at events across the UAE, for Ethara at the Abu Dhabi Grand Prix, Talabat and Dubai Culture at Expo City, Jägermeister at Sole DXB, Majid Al Futtaim and Nikki Beach.





LIVE ART · EVENTS & FESTIVALS

Abu Dhabi Grand Prix

Yas Marina Circuit, Abu Dhabi · Ethara · 2023 ·
2024 · 2025 · Hand-painted letters

The #AbuDhabiGP letters, hand-painted for the
race weekend, three years running.

LIVE ART · EVENTS & FESTIVALS



Jägermeister × Sole DXB

Sole DXB, Dubai · Jägermeister · 2025
· A giant bottle, painted live with a stag among wildflowers.



Creative Cravings

Expo City Dubai · Talabat × Dubai Culture ·
2022 · A commissioned live-painted piece, still
on display at Expo City.



Nikki Beach 6th anniversary

Nikki Beach, Dubai · 2022 · Hibiscus-covered
letters, finished live in front of guests.



125th Philippine Independence Day

City Centre Deira, Dubai · Majid Al Futtaim · 2023 · A mall-atrium mural painted live over the Independence Day weekend.



Dubai Festival for Youth Theatre

12th edition, Dubai · Full-height carnival masks, hand-painted live during the festival.

03 · ACTIVATIONS & OBJECTS

Activations

Products personalised live in store and at brand events: sneakers, bags, caps, candle jars, luggage tags, sunglass cases and basketballs, hand-painted or airbrushed with the customer's name while they wait.





ACTIVATIONS · RETAIL & LEISURE

The Personalisation Hub by Level Shoes

Level Shoes, Dubai Mall · 2012 – 2023 · In-store hand-painting and personalisation

A decade in residence. It began in 2012 with hand-painted UGG boots, became the store's first live in-store customisation in 2013 and grew into The Personalisation Hub in 2019: thousands of pairs personalised at the counter and on tour across the GCC.



ACTIVATIONS · RETAIL & LEISURE

adidas Home of Classics

adidas Originals · Level Shoes, Dubai Mall ·
adidas · 2019 · Live sneaker customisation

A ten-day activation for the Home of Classics campaign: Stan Smiths and Superstars hand-painted to order. Names, football boots, a lotus, the Joker, Peaky Blinders.

ACTIVATIONS • IN STORE AND AT EVENTS



Ralph Lauren candle jars

Dubai Mall • Mall of the Emirates • 2024 •
Personalised in gold: names, monograms, a lion, a portrait.



Sprayground × Virgin Megastore

Virgin Megastore, Dubai Mall • Sprayground •
2025 • Backpacks airbrushed live in store.



Airbrush caps

Yas Marina Circuit, Abu Dhabi • Ethara • 2024 •
Caps lettered on the spot at a circuit event.

Furniture & objects

Retail carts, an antique dining table and other pieces painted in the workshop or on site.



BRED retail carts

BRED, Abu Dhabi · BRAG · 2025 · Five carts: Barbie pink, BRED blue and Arabic lettering.



That Concept Store carts

Mall of the Emirates, Dubai · 2020 · Two truck-art carts: fruit, flowers and mirror-work patterns.



Antique dining table

Private villa, Dubai · 2021 · Repainted with vines, tiles and a chequered edge.

Clients & collaborations

88 brands, from Hermès, Dior, Chanel, Cartier, Balenciaga and Loewe to adidas, Puma, talabat, Majid Al Futtaim, Expo City Dubai, Aldar, Ralph Lauren and Ethara. Thirty shown here, luxury group first.



DOLCE & GABBANA

DUBAI MALL
EMAAR

ICEBERG



C
COURIR®

BIRKENSTOCK®

TOMS

VANS

DIOR

level
SHOES

bloomingdales

HARVEY NICHOLS
DUBAI

ue.
urbanevents

Coca-Cola

talabat



OTIS

CHANEL

CLINIQUE

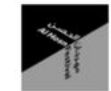
LIU·JO

Saks
Fifth
Avenue



SPRAYGROUND®

Victory®



Press

Selected coverage since 2010. The full list, with scans, is on the About page at craftologybyella.me/about.

Harper's Bazaar Arabia

The A–Z of artist Ella Orencillo · 2021

City Times, Khaleej Times

Front cover: Urban Art Redefined · 2021

Illustrado Magazine

300 Most Influential Filipinos in the Gulf, Legacy Edition · 2020

Mashable Middle East

Talabat riders in Dubai get a creative touch to their helmets by UAE-based artists · 2021

WKND Magazine, Khaleej Times

How local artists are bringing food to life with their art · 2021

Cosmopolitan Middle East

12 UAE-based Instagram artists you need to follow · 2017

TimeOut Dubai

Top 10 artists to watch in Dubai, 10th anniversary issue · 2010

What's On Dubai

The Artify Station: outfits hand-painted while you wait

Recognition

Awards, exhibitions and talks, 2010 to 2025. Artist of the Year at Fearless Filipino Founders in 2022 and 2023; a UAE Golden Visa in 2021.



Champion in Arts, with Sheikha Jawaher bint Khalifa Al Khalifa
• 2021



"Vivid Dreams" solo exhibition, FN Designs, Alserkal Avenue • 2022



"Shades of Passion", Global Women Empowerment Summit
• 2020



"A Night of Heroes and Music", Philippine Consulate General
• 2019

Awards, exhibitions and talks

Selected, latest first. The full list of 21 entries is on the About page of the website.

YEAR	TITLE	WHERE
2025	Featured Artist, "Museo sa Konsulado"	Philippine Consulate General in Dubai, National Women's Month
2025	Speaker, Filipinas in Dubai Women's Forum	Filipino Social Club, Dubai
2023	Artist of the Year	Fearless Filipino Founders (also 2022)
2022	Commissioned, "Creative Cravings"	Talabat × Dubai Culture, on display at Expo City Dubai
2022	"Vivid Dreams" solo exhibition	FN Designs, Alserkal Avenue, Dubai
2021	UAE Golden Visa, creative field	Accredited by Dubai Culture, among the first awarded
2021	Best Interactive Urban Design Expert	UAE Business Awards
2013	Commissioned, "The City is Your Canvas"	Dubai Culture outdoor art project, Jumeirah Beach Residence
2011	Shortlisted, Sheikha Manal Young Artist Award	United Arab Emirates
2010	First Place, vinyl-toy customisation	KidRobot MunnyMunth, international competition

How a wall gets painted

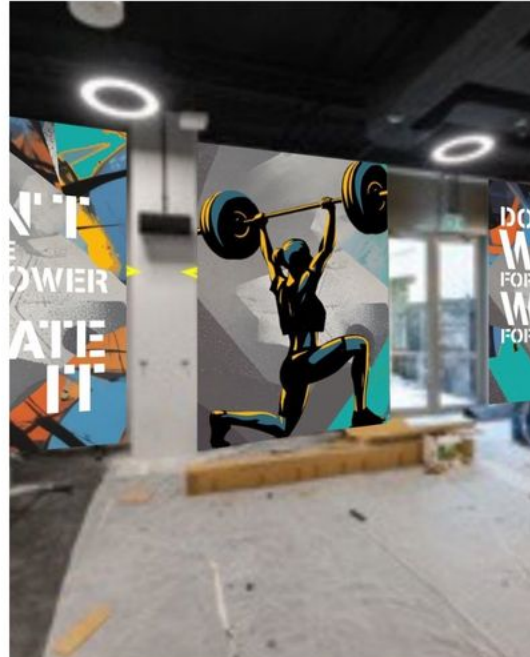
Four steps from site visit to hand-over. Every job is quoted on the brief.



01

Brief

Site visit, measurements and a conversation about the room and its guests.



02

Mockup

The design placed on a photo of the actual wall, to scale.



03

Execution

Painted on site: scaffolding, plastic, spray and brush.



04

Reveal

Final coat, protective finish, hand-over.

Craftology

Have a wall in mind?

Send a brief: venue, wall size, timeline and a few references. Ella replies with a mockup on a photo of your actual wall.

WEBSITE

craftologybyella.me

BRIEF FORM

craftologybyella.me/contact

INSTAGRAM

[@craftologybyella](https://www.instagram.com/craftologybyella)

CRAFTOLOGY BY ELLA ORENCILLO · DUBAI, UAE