

AE

ÆRAS ART & DESIGN

CREATIVE PORTFOLIO

ÆRAS ART & DESIGN

ÆRAS ART & DESIGN, the evolution of **De Francisco Art** © agency established in 2016, is committed to preserving local heritage traditions while seamlessly integrating modern trends.

We bridge the gap between time-honored practices and contemporary demands, offering expert end-to-end creative solutions.

This fusion ensures that our clients' rich cultural legacies are showcased in ways that resonate with today's audience.

www.aerasdevelopment.com



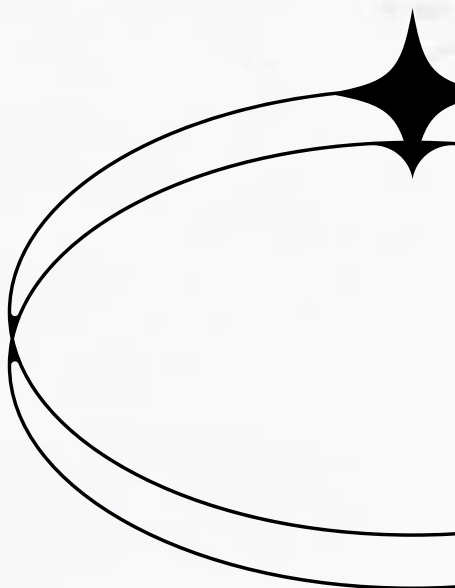
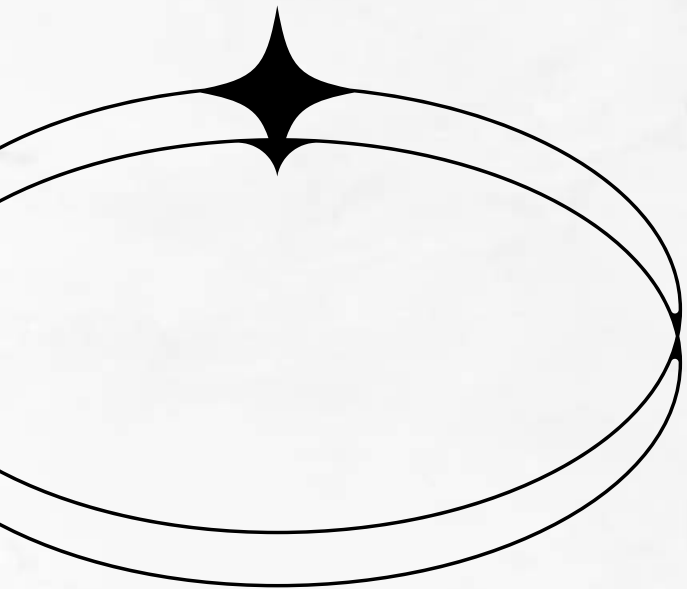
OUR MISSION IS...

to reflect the value and the beauty of historic evidence, restore heritage objects, harness engaging narrative illustration, and bring these art forms to a wider audience.

We specialize in integrating heritage elements to create impactful graphics for both print and digital media.

Our design and production services also encompass wider corporate and individual requests, including production marketing collateral (reports, banners, presentations, brochures, posters, infographics, social media visuals), photography, videography, brand development, messaging, and digital hub creation.

www.aerasdevelopment.com



OUR METHODS



At ÆRAS ART & DESIGN, we implement technical research and apply findings to create consistent branding elements across all visual materials, ensuring a cohesive and recognizable identity for our clients.

Our design practices prioritize accessibility and inclusivity, making sure our creations are user-friendly and cater to the diverse needs of all stakeholders.

PRESIDENT



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Andres de Francisco Serpa, the President and Co-Founder of ÆRAS DEVELOPMENT GROUP, is a researcher, entrepreneur, and investor with a distinguished background in global public health. With a career that spans clinical medicine, field research, and international health policy, Dr. de Francisco Serpa has led significant initiatives in diverse settings from Colombia and The Gambia to Bangladesh and across the Americas. His work has been pivotal in advancing health equity and innovative practices, including establishing demographic community surveillance systems and spearheading regional health mandates.

In addition to his extensive experience in public health, Dr. de Francisco Serpa has a profound affection for art and design. His dedication to supporting local and indigenous manufacturers aligns seamlessly with the mission of ÆRAS ART & DESIGN. By integrating his expertise in partnership building with a passion for preserving cultural heritage, he fosters collaboration that bridges traditional craftsmanship with contemporary design, promoting sustainable practices and celebrating artisanal excellence.

CREATIVE DIRECTOR



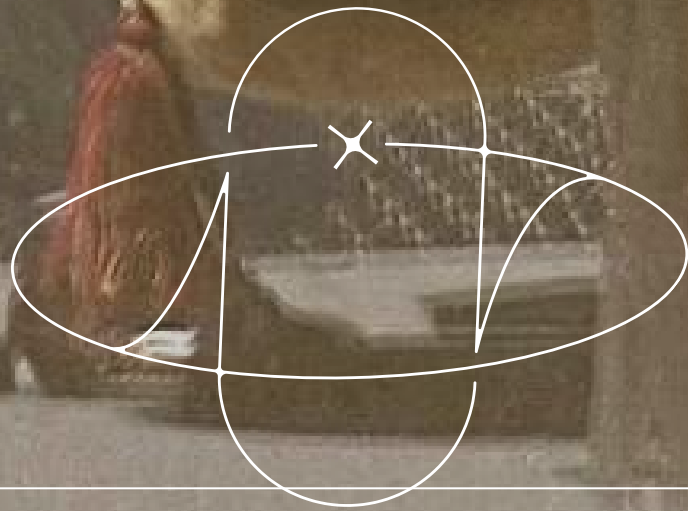
Natasha de Francisco, the founder of De Francisco Art, now part of ÆRAS ART & DESIGN, the Creative Director and Co-Founder of ÆRAS DEVELOPMENT GROUP, LLC, is a figurative painter, graphic and interior designer. Natasha's art, which includes works in oil, watercolor, ink, and pastel, is based on classical techniques coupled with whimsical motifs. Her works are part of private collections across the globe, including Italy, France, Switzerland, England, China, and the United States. Natasha has collaborated on numerous graphic projects for the United Nations, adult and children's books, and has been recognized among the world's best contemporary illustrators in 2018 (Pictoria Volume.2).

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Natasha has spearheaded numerous collaborative initiatives with local and indigenous manufacturers to preserve traditions through new design interpretations. Many of these efforts have evolved into heritage educational projects for children and adolescents, fostering a deep appreciation for cultural traditions while inspiring the next generation of artisans and creators.

Natasha holds an M.Sc and a PhD in International Economics, and a post-doc in Epidemiology and Health Economics from the London School of Hygiene and Tropical Medicine. Her international professional career includes work with UNICEF, the World Health Organization, and the World Bank.

OUR SERVICES



BRANDING & GRAPHIC DESIGN

WE CREATE STRIKING GRAPHICS FOR BOTH PRINT AND DIGITAL MEDIA AND CONVERT IT INTO DIVERSE VISUAL IDENTITY ASSETS AND SUSTAINABLE BRANDING CONCEPTS FOR OUR CLIENTS.

HERITAGE RESTORATION

WE CREATE STRIKING GRAPHICS FOR BOTH PRINT AND DIGITAL MEDIA AND CONVERT IT INTO DIVERSE VISUAL IDENTITY ASSETS AND SUSTAINABLE BRANDING CONCEPTS FOR OUR CLIENTS.

WEB DESIGN

WE CRAFT INTUITIVE AND ELEGANT INTERFACES TO IMPROVE USER EXPERIENCE, DELIVERING CREATIVE SOLUTIONS THAT MEET THE VARIED REQUIREMENTS OF STAKEHOLDERS.

HERITAGE FASHION & LIFESTYLE

WE MERGE TRADITIONAL CRAFTSMANSHIP WITH CONTEMPORARY AESTHETICS TO CREATE UNIQUE FASHION PIECES AND LIFESTYLE PRODUCTS, SUPPORTING LOCAL AND INDIGENOUS ARTISANS AND PROMOTING SUSTAINABILITY.

BOOK ILLUSTRATION

WE BRING STORIES TO LIFE WITH CAPTIVATING VISUALS USING DIVERSE TECHNIQUES AND COLLABORATE WITH LIBRARIES, AUTHORS, AND FOUNDATIONS TO PROMOTE EDUCATIONAL LITERATURE.

VIDEO, AUDIO, PHOTO

WE CAPTURE THE ESSENCE OF GLOBAL PROJECTS AND DOCUMENTARIES WITH PROFESSIONAL PRECISION, AND EXPAND INTO AUDIO, PHOTO, VIDEO PRODUCTS TO ENRICH STORYTELLING AND AUDIENCE ENGAGEMENT.

WE PARTNER WITH...

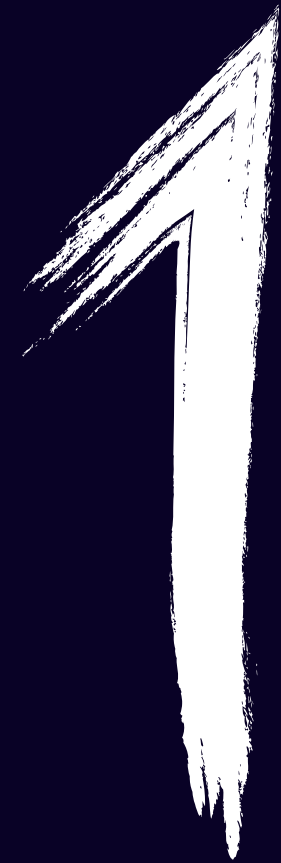


CITROLLE

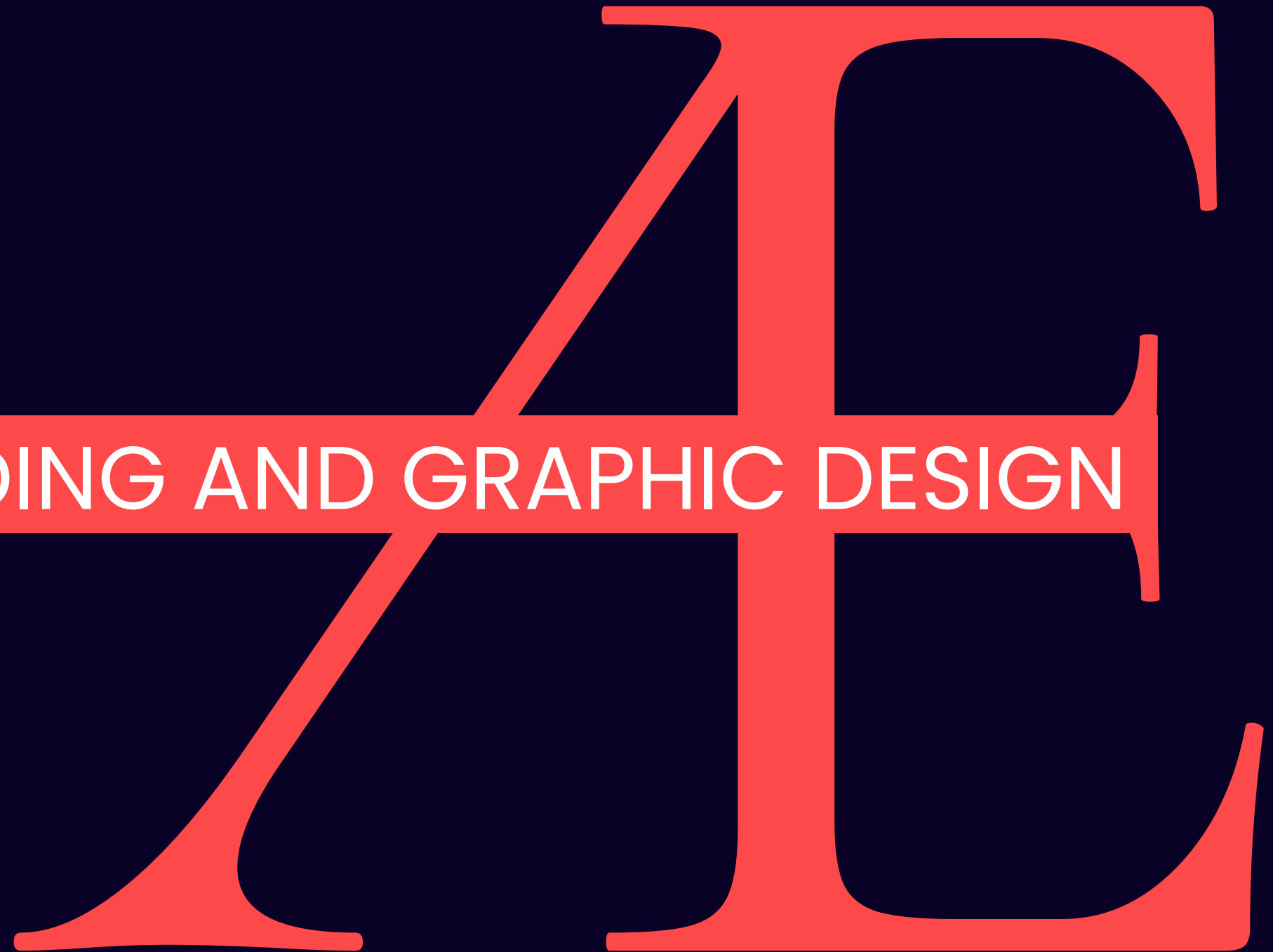


gardeners

*créative & digitale
par nature*



BRANDING AND GRAPHIC DESIGN





At ÆRAS ART & DESIGN, we specialize in Branding Development and Visual Design, providing comprehensive solutions to create cohesive and impactful brand identities. Our branding development service focuses on understanding your brand's core values, vision, and target audience, translating these elements into consistent visual and narrative assets, including logos, color schemes, typography, and messaging.

In our Visual Design service, we excel at creating reports and marketing collateral (flyers, presentations, banners, illustrations, infographics, etc) for corporate and individual clients, including United Nations (UNICEF, WHO, World Bank). We combine professional aesthetics with clear, impactful communication to produce visually engaging materials that effectively convey complex information. Each design is tailored to meet the unique needs of the project, maintaining consistency with branding guidelines while enhancing readability and accessibility. By integrating compelling graphics and thoughtful layouts, we amplify the message and reach of global initiatives, ensuring a strong, unified brand presence across all platforms. This approach is strengthened by thorough research and technical expertise, which we utilize for effective message development and storytelling.



ЮНИСЕФ в Российской Федерации 2007 - 2010



ВИЧ/СПИД

Каждый день в России регистрируется около 100 новых случаев заболевания ВИЧ.
По разным оценкам, до 1% населения России могут быть ВИЧ-инфицированными.
85% ВИЧ-инфицированных - женщины в возрасте от 18 до 30 лет.
40% новых случаев ВИЧ происходят у женщин детородного возраста.

статистика



Защита детей

По разным оценкам, в России от 20 000 до 100 000 беспризорных детей.
600 000 детей официально признаны инвалидами.
Более 700 000 детей остались без попечения родителей.
180 000 из них живут в государственных учреждениях.

статистика

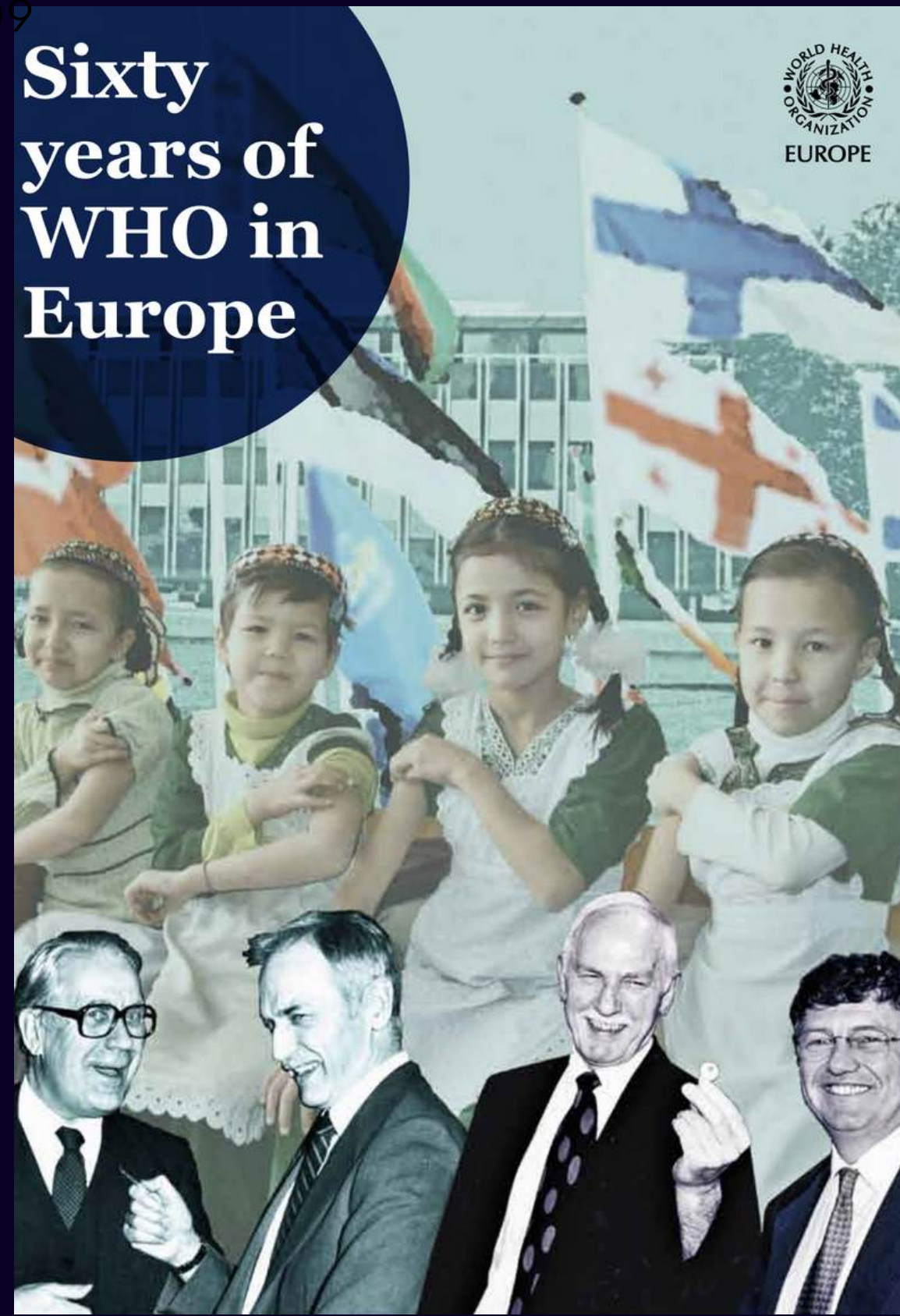


Æ-PROJECT: UNICEF REPORT (2007 - 2010)

CLIENT : UNICEF, RUSSIA

Photo collage and design
conceptualization, photography
services (2004 - 2007)

Sixty years of WHO in Europe



The result of an agreement signed in 1955, the new headquarters housed the WHO's Regional Office for Europe, a body charged with raising health standards across the continent. WHO said that it planned to replace the current nineteenth-century building with a purpose-built headquarters designed by local architect Svann Eske Kristensen.

Symbol of change and continuity: each Regional Director gives a symbolic key to the Regional Office to his successor



15 June 1957
WHO European office moves to Copenhagen

The Danish Prime Minister, H.C. Hansen, handed over the key to the new headquarters of the World Health Organization's Regional Office for Europe. Located in the northern suburbs of the Danish capital at Scherfigsvej 8, the headquarters was initially housed in a townhouse most recently used by the Tuberculosis Research Office. WHO Regional Director for Europe Dr Paul van de Calseyde received the key in front of members of the Danish Government and WHO's Director-General, Dr M.G. Candau.



Dr Paul van de Calseyde:
the second Regional Director
(1956–1966)

"Dr van de Calseyde was a good skipper and his ship sailed smoothly, even if he could be quite rough and impetuous. That was part of his nature, his contribution to the leadership of WHO – without it he might have been less efficient."
Mr Ivan Tolstoy, former Regional Office staff member, 2008

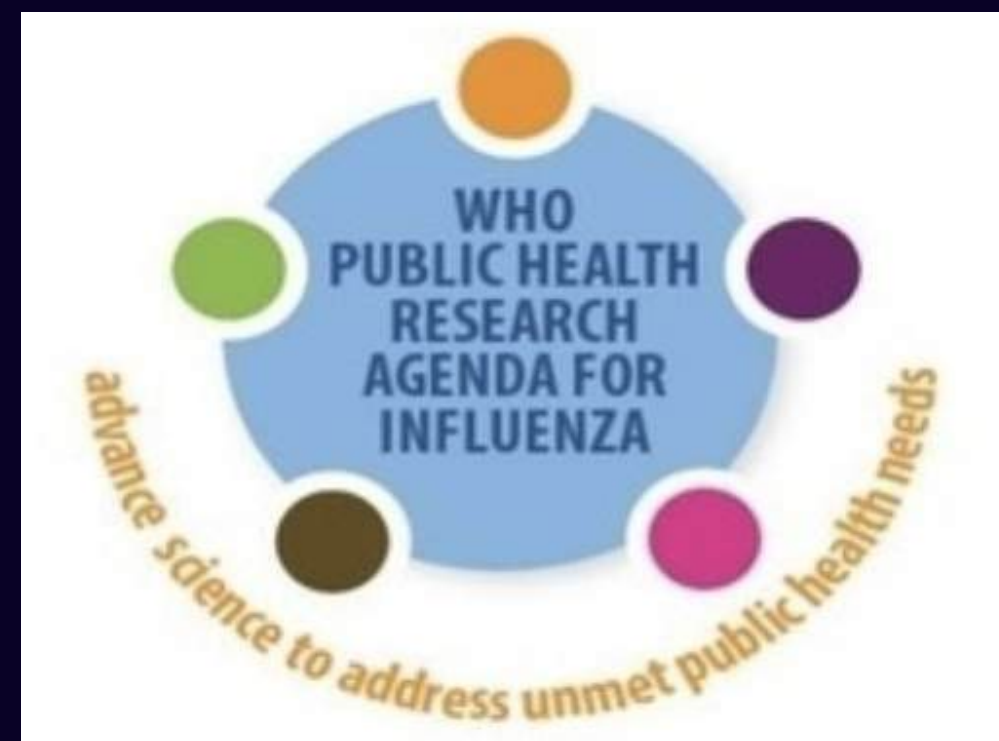
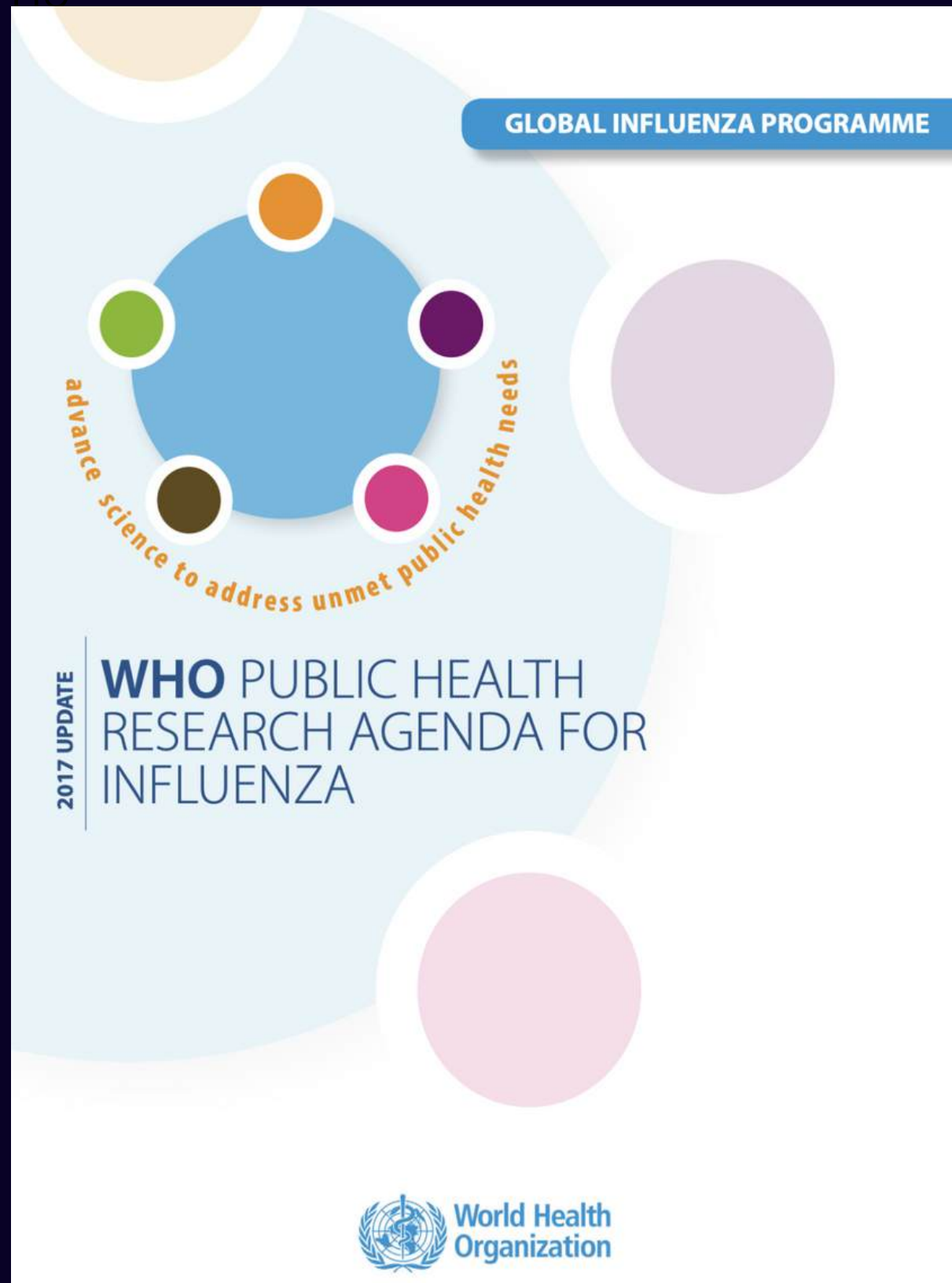
Æ-PROJECT: SIXTY YEARS OF WHO IN EUROPE

CLIENT : WHO EURO, 2008

Research, production of the narrative content, design conceptualization and formatting

[External link](#)





Æ-PROJECT: **PUBLIC HEALTH RESEARCH AGENDA FOR INFLUENZA**

CLIENT : WHO

Development of the branding concept and strategy, graphic design of the logo and marketing collateral and visuals for the stakeholder consultation, formatting of reports, brochures, flyers, and banners

[External link](#)

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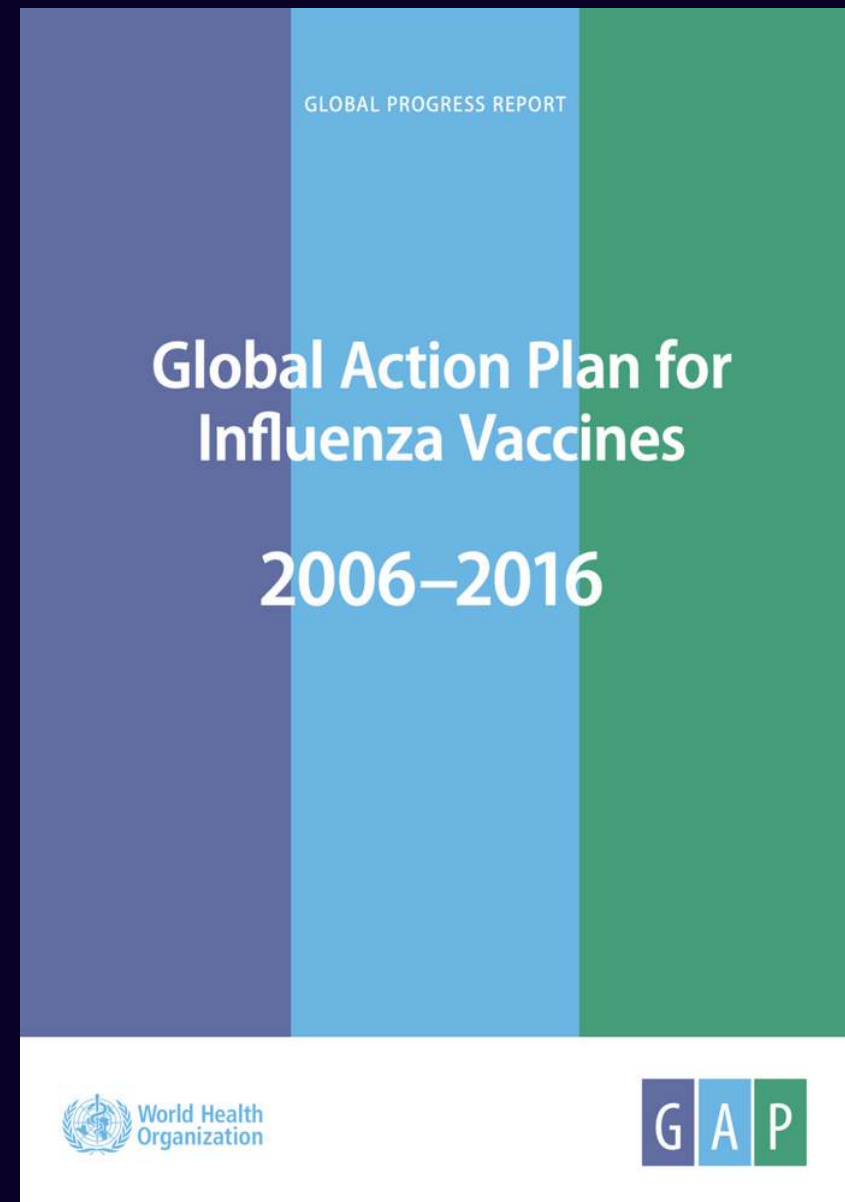


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Æ-PROJECT: PUBLIC HEALTH RESEARCH AGENDA FOR INFLUENZA

CLIENT : WHO

Development of the branding concept and strategy, graphic design of the logo and marketing collateral and visuals for the stakeholder consultation, formatting of reports, brochures, flyers, and roll-up banners

[External link](#)



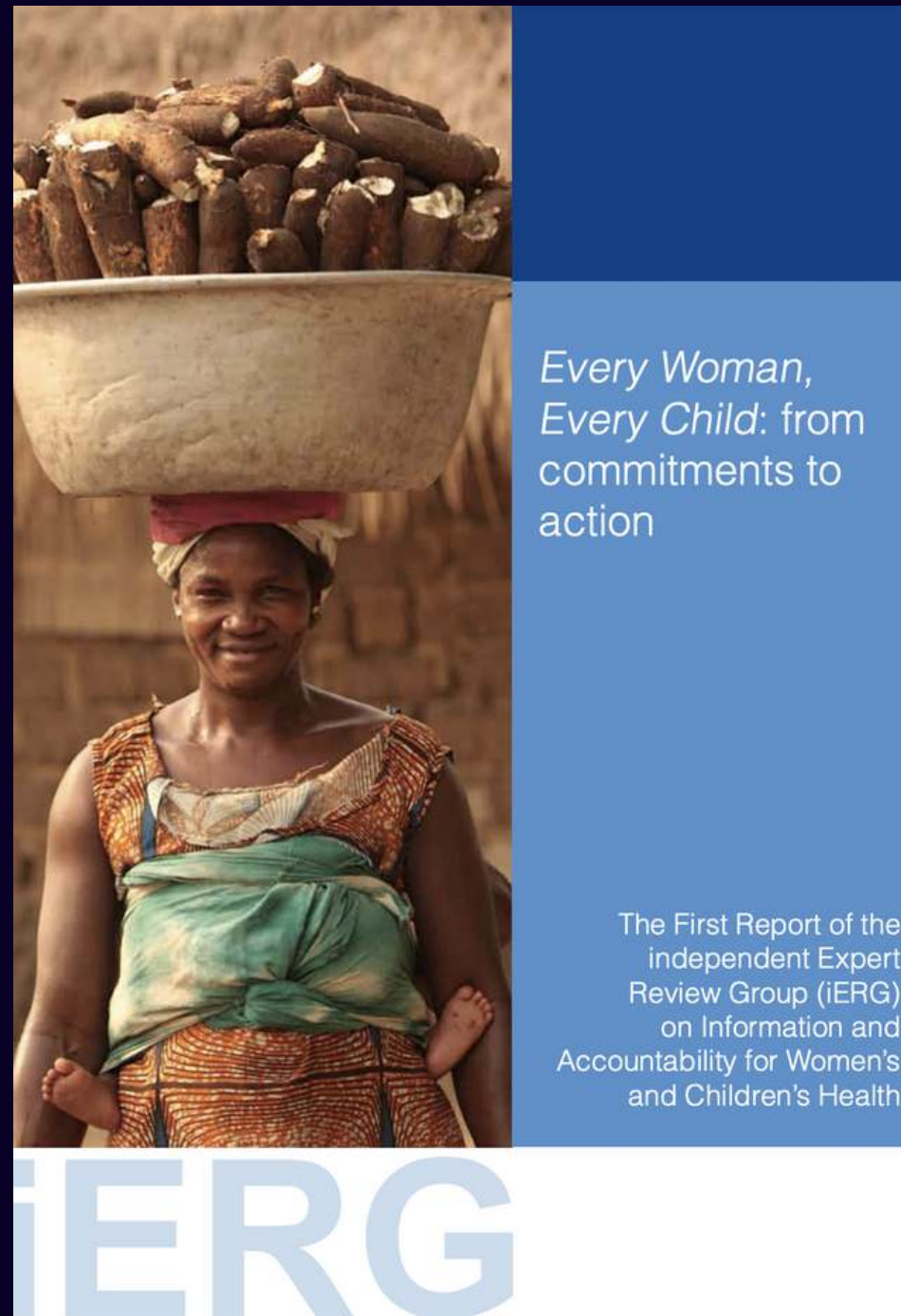
Æ-PROJECT: EVERY WOMAN, EVERY CHILD: IERG REPORTS

CLIENT : WHO, 2011-2015

Development of the branding concept and launch strategy of four annual iERG reports, graphic design of the logo, marketing collateral and visuals for the stakeholder consultation, formatting of reports, brochures, flyers, and banners.

[External link](#)



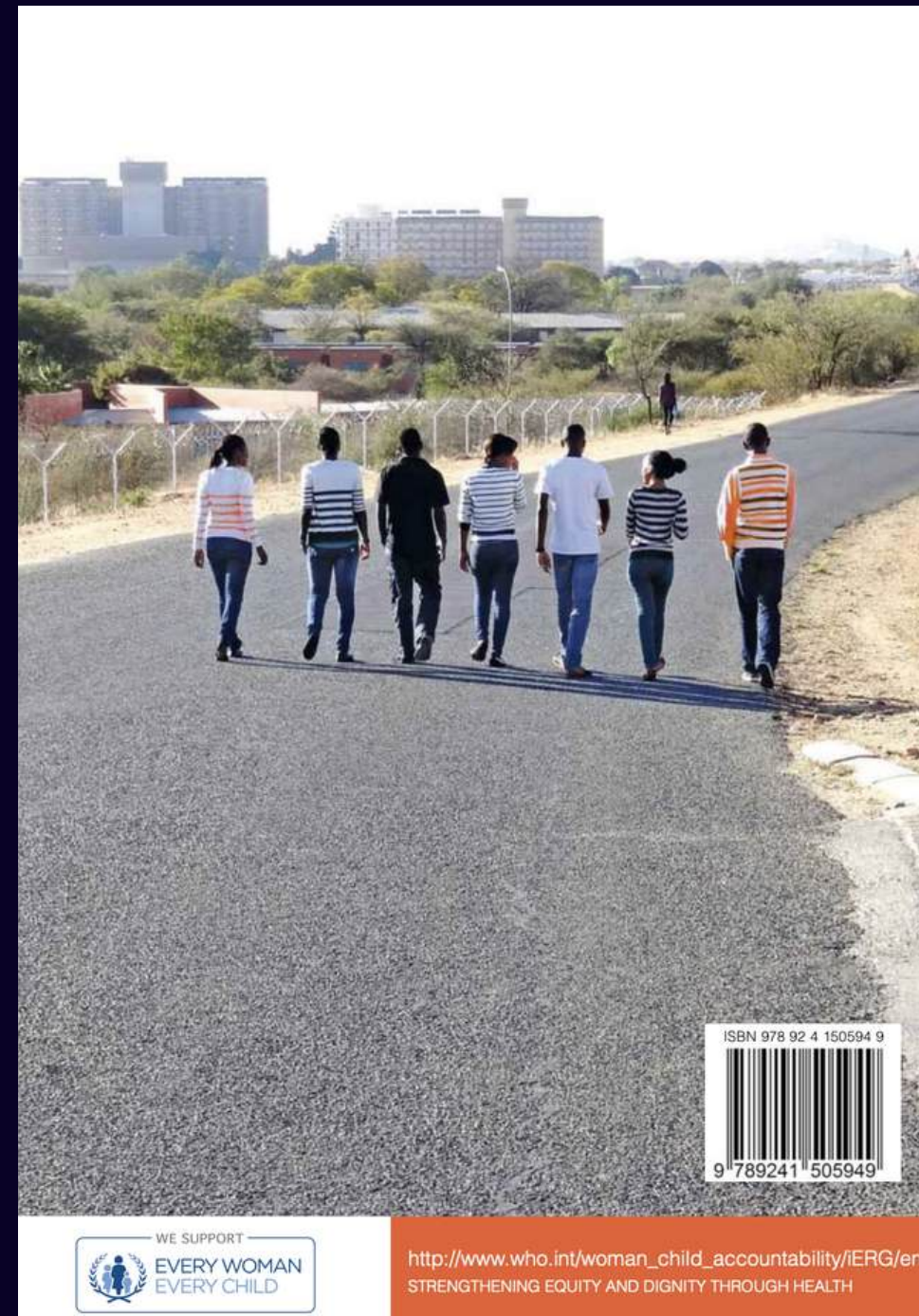
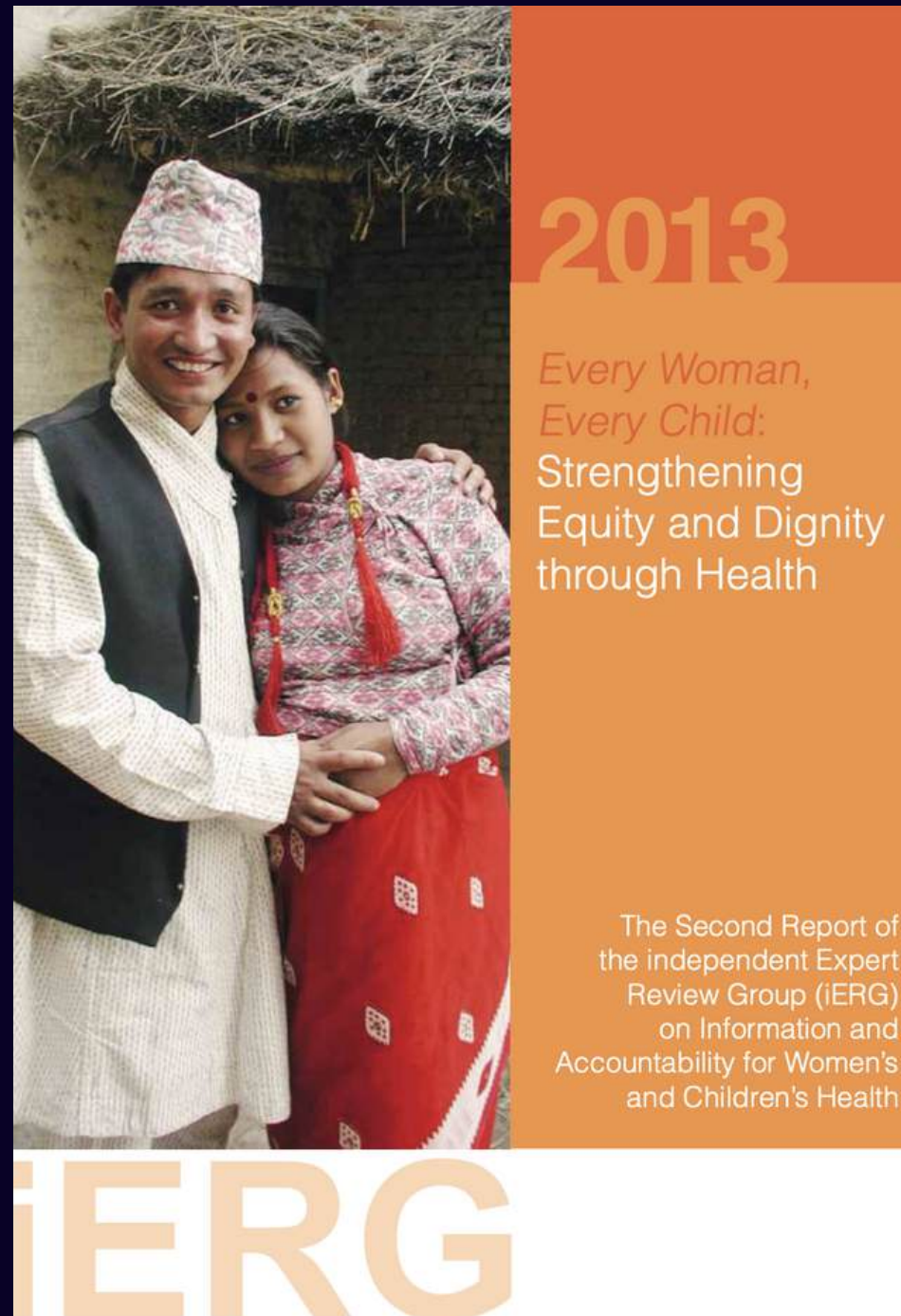


Æ-PROJECT: **EVERY WOMAN, EVERY CHILD: IERG REPORT, 2012**

CLIENT : WHO

Development of the branding concept, graphic design, marketing collateral and visuals for the stakeholder consultation, photo bank management.

[External link](#)



Æ-PROJECT: **EVERY WOMAN, EVERY CHILD: IERG REPORT, 2013**

CLIENT : WHO

Development of the branding concept, graphic design, cover, marketing collateral and visuals for the stakeholder consultation, photo bank management.

[External link](#)

A BIT OF THE PROCESS...

AND INSIDE...



2013

Every Woman, Every Child: Strengthening Dignity and Equity for Health



2013

Every Woman, Every Child: Strengthening Dignity and Equity for Health

The Second Report of the independent Expert Review Group (IERG) on Information and Accountability for Women's and Children's Health



EVERY CHILD: PROGRESS REPORT

3. IDENTIFYING SUCCESSES, OVERCOMING OBSTACLES



IERG

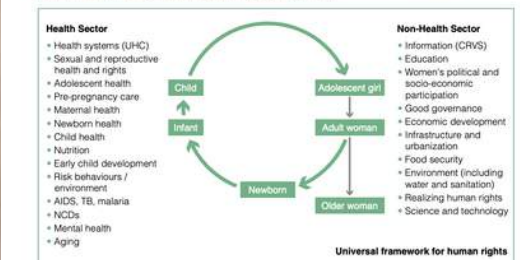
Every Woman, Every Child, Every Adolescent: Achievements and Prospects

The Final Report of the independent Expert Review Group on Information and Accountability for Women's and Children's Health

83. What is our vision? First, we wish to construct and use a foundation that neither the Open Working Group nor WHO adopts—namely, a comprehensive framework of human rights instruments and commitments. This framework now exists, as we have discussed earlier—technical guidance on the application of a human-rights based approach to reduce maternal morbidity and mortality, similar technical guidance on a human-rights-based approach to reduce and eliminate preventable child mortality and morbidity, and General Comment 15 (the right of

the child to the enjoyment of the highest attainable standard of health). These three documents make up an intergovernmental platform for accelerated action on women's and children's health. They underline the fact that we see health for women and children as a right and not a privilege. We believe that these human rights instruments, together with the mechanisms of universal periodic review and the human rights treaty bodies, provide a powerful force to reveal breaches of the universally agreed commitments to improve women's and children's health.

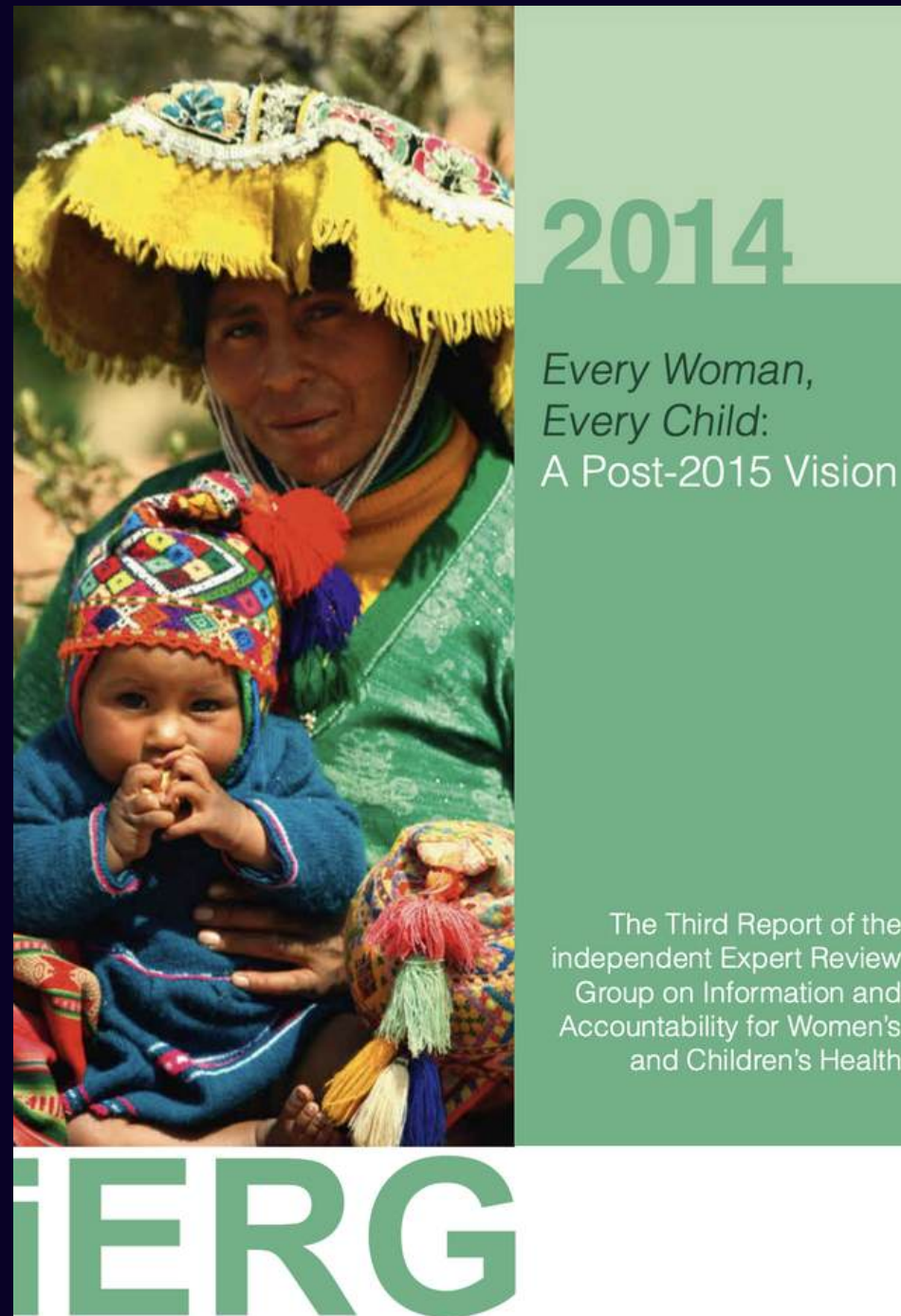
Figure 9. A proposed new framework for women's and children's health in an era of sustainable development (from the continuum of care to a cycle of wellbeing)

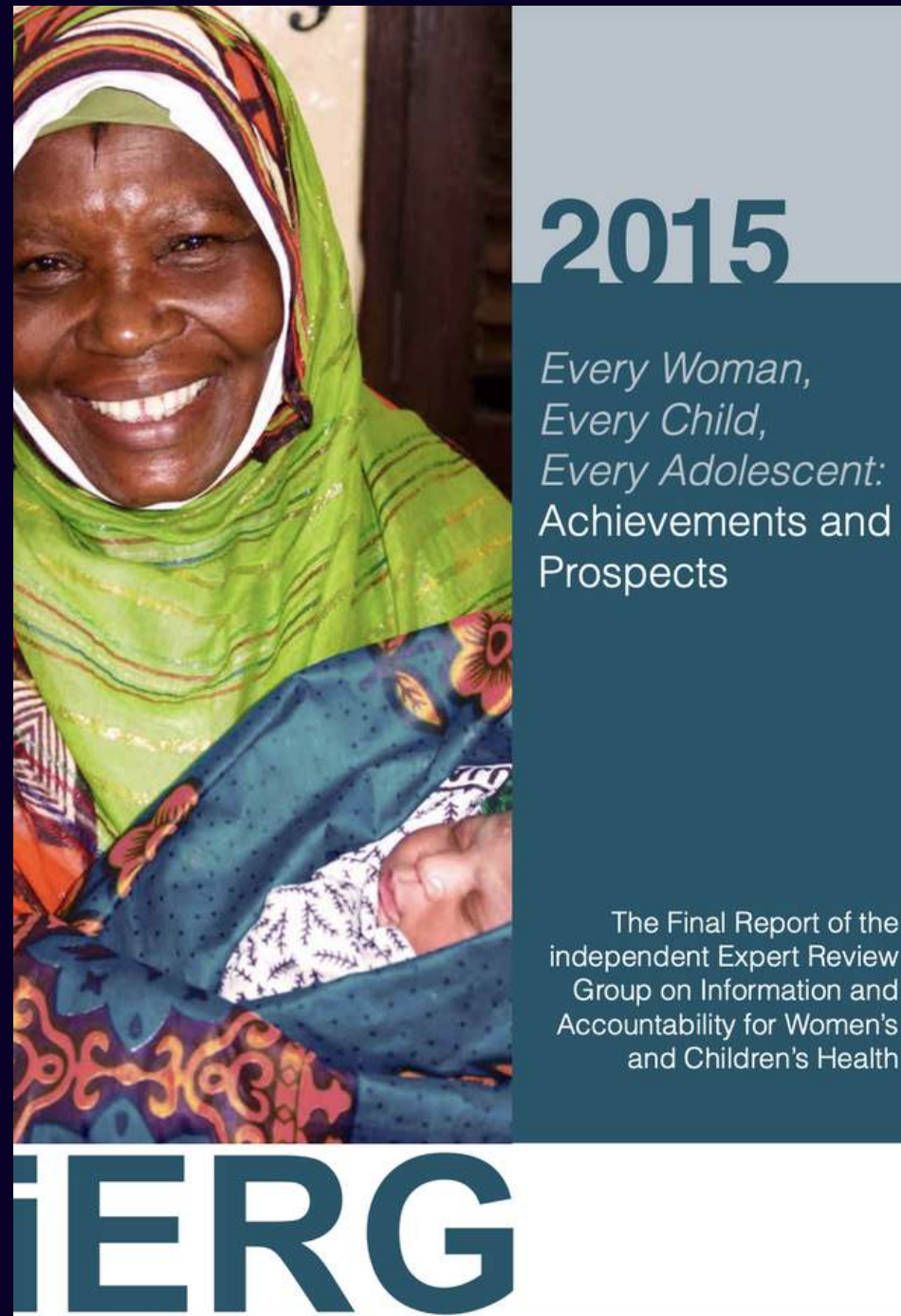


84. Once this human rights framework has been agreed, we fully endorse the efforts of partners so far to set time-bound, ambitious, and specific goals and targets to motivate action to reduce mortality and morbidity among women and children. This much is a continuation and strengthening of the goals and targets set during the MDG era. But such a "business as usual" approach is insufficient. We need to reframe women's and children's health for a new time, politically as well as technically. Furthermore, we need to translate that new frame of reference into new approaches for educating health workers.

85. We propose to expand the well-established idea of a continuum of care and embed women's and children's health in a fuller life course perspective. Such a life course approach would begin with the reproductive, maternal, and newborn care, include

new attention to early child development, continue through child and adolescent health, and then move to a broader appreciation of adult health for women (including the increasing burdens of heart disease, cancer, diabetes, and mental illness, among other dangers), and finally ageing. A model for this life course approach is shown in Figure 9 (we have called this a shift from the continuum of care to a cycle of wellbeing). The advantage of this approach is that it discards the linear and overly narrow frame of RMNCAH or even, with the addition of the adolescent, RMNCAH. Our model gives a fuller view of the life of a woman and her child. It sets those lives within the framework of human rights. It acknowledges the importance of non-health, as well as health, determinants. And it is better adapted to a future and more complete era of sustainable development.





Æ-PROJECT: **EVERY WOMAN, EVERY CHILD: IERG REPORT, 2015**

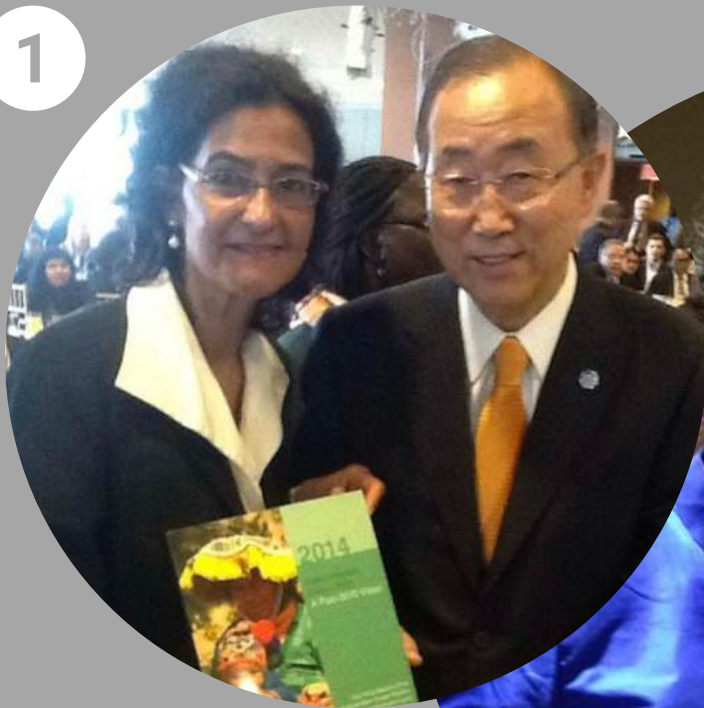
CLIENT : WHO

Development of the branding
concept, graphic design, cover,
marketing collateral and visuals
for the stakeholder consultation,
photo bank management.

[External link](http://www.who.int/woman_child_accountability/ierg/en/)

LAUNCH OF THE IERG REPORTS

1



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4



3



IN THE HANDS OF:

1. BAN KI-MOON, FORMER UN SECRETARY-GENERAL

2. GORDON BROWN, FORMER UK PRIME MINISTER

3. MARGARET CHAN, FORMER WHO DIRECTOR-GENERAL

4. SIN YOUNG-SOO, FORMER WHO WIPRO REGIONAL DIRECTOR

IERG ROLL-UPS AND BOOTHS



KNOWLEDGE NOTE:

09 RWANDA

Preserving Rwanda's progress towards reducing maternal and child mortality and ensuring access to sexual and reproductive health services:

A long-standing commitment with a new perspective

Amparo Gordillo-Tobar, Neia Prata,
Francisca Ayodeji Akala, Nataliya De Francisco Serpa

MARCH 2024



THE WORLD BANK

#Public World Bank

Æ-PROJECT: RWANDA KNOWLEDGE NOTES, 2024

CLIENT : WORLD BANK

Development of the content,
branding concept, graphic
design, formatting.

[External link](#)



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ÆRAS DEVELOPMENT GROUP

Creating a Legacy, Inspiring Progress



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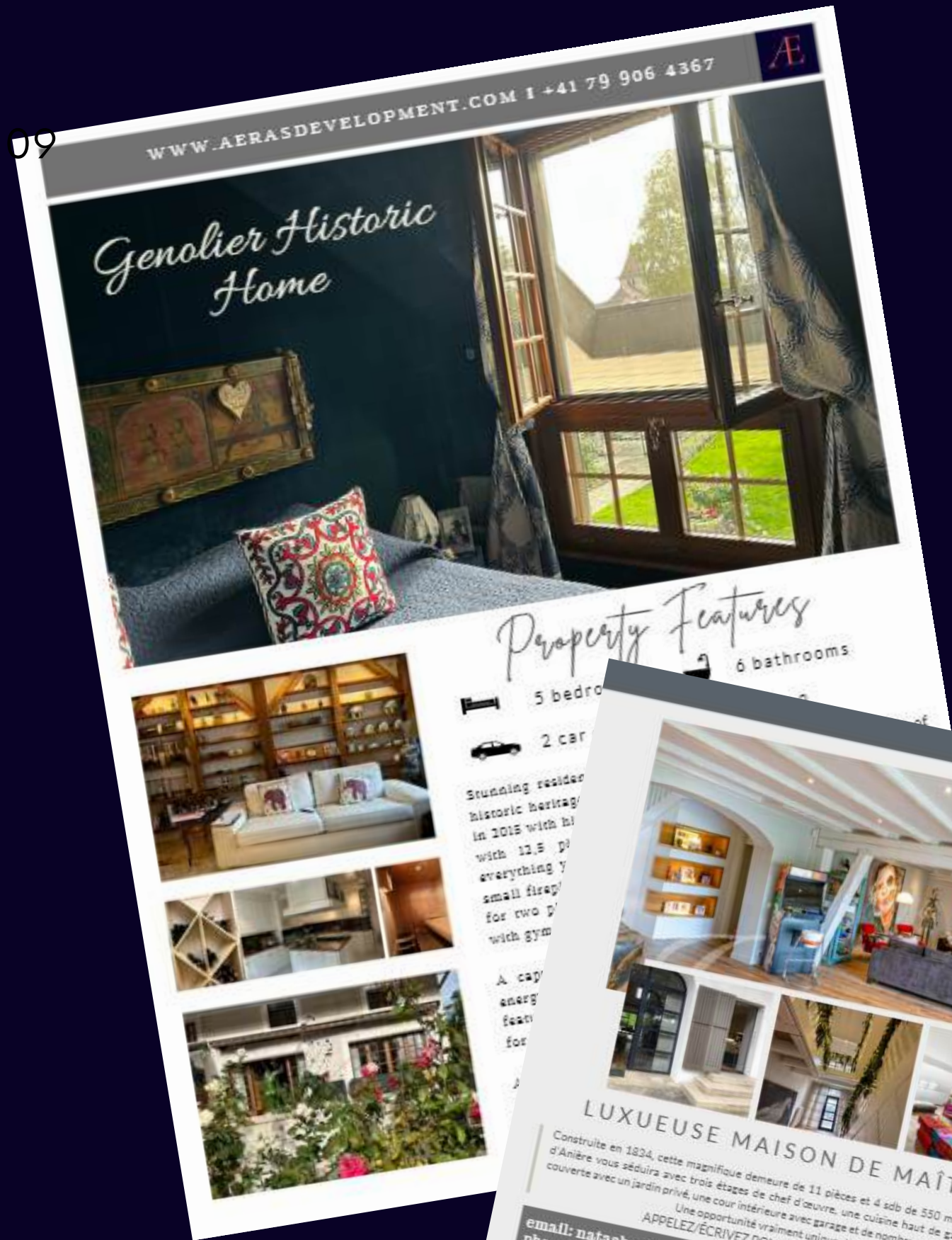
Æ-PROJECT: **ÆRAS DEVELOPMENT GROUP, LLC**

CLIENT: ÆRAS, LLC

Development of the branding concept, logo and narratives, graphic design of marketing collateral, formatting.

[External link](#)

09



Æ-PROJECT: REAL ESTATE FLYERS

CLIENT: LEXTER, LLC / ÆRAS

Development of the concept,
graphic design, formatting.

External link



2

WEB, VIDEO, PHOTO PRODUCTION

AE



Æ-PROJECT: **WHO WEB PROJECTS**

CLIENT: WHO, 2009-2015

Development and maintenance of multilingual platforms as part of the WHO global website:

- Global Public Health Research Agenda,
- Global Action Plan for Influenza Vaccines (GAP),
- independent Expert Review Group for Information and Accountability (iERG), etc.

independent Expert Review Group (iERG) on Information and Accountability for Women's and Children's Health:

... save the lives of children...
... the most vulnerable children in the...
... measure of the commitment of that...
... ure of its own people.
... rity Day is a moment for governments to...
... better future for their citizens."

independent Expert Review Group (iERG)
Information and Accountability for Women's
and Children's Health

... This year, IWD is more than ever a
moment of reflection... as well
as the persistent... to
achieve rights... t to
women across...
women's rights...
declared in...
Millennium...

"... On International Migration
on the international community...
and every one to take serious...
commitments made to migrants...
families.
Not living up to commitments...
women and children in...
of situations, regarding...
health care, not only...
but also our own...
beings..."

independent
Accountability

TWITTER TILES

Æ-PROJECT: IERG FOR INFORMATION AND ACCOUNTABILITY FOR WOMEN'S AND CHILDREN'S HEALTH

CLIENT: WHO, 2009-2015

Design and formatting multimedia
package, promotion

[External link](#)



IERG PROMOTIONAL VIDEOS



iERG: our lessons and messages for the future, 2011-2015

100 views • 8 years ago



iERG: our lessons and messages for the future, 2011-2015

489 views • 8 years ago



Robert Orr - Accountability for Women's and Children's Health: now and in post 2015

51 views • 10 years ago



Robert Orr - UN Global Strategy for Women's and Children's Health: progress and plans

134 views • 11 years ago



Interviews with the iERG members - Part 1, November 2012

433 views • 11 years ago



Interviews with the iERG members - Part 1, November 2012



iERG: our lessons and messages for the future, 2011-2015



iERG: our lessons and messages for the future, 2011-2015

[EXTERNAL LINK](#)



Health

private
By public health
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aroun

Education

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DEVELOPMENT GRO

Creating a Legacy, Inspiring Progress



Heritage



ÆRAS
of ÆRA
'eɪ / /'eɪ
archaic spelling of
{a long and distinct
of history}
definition b

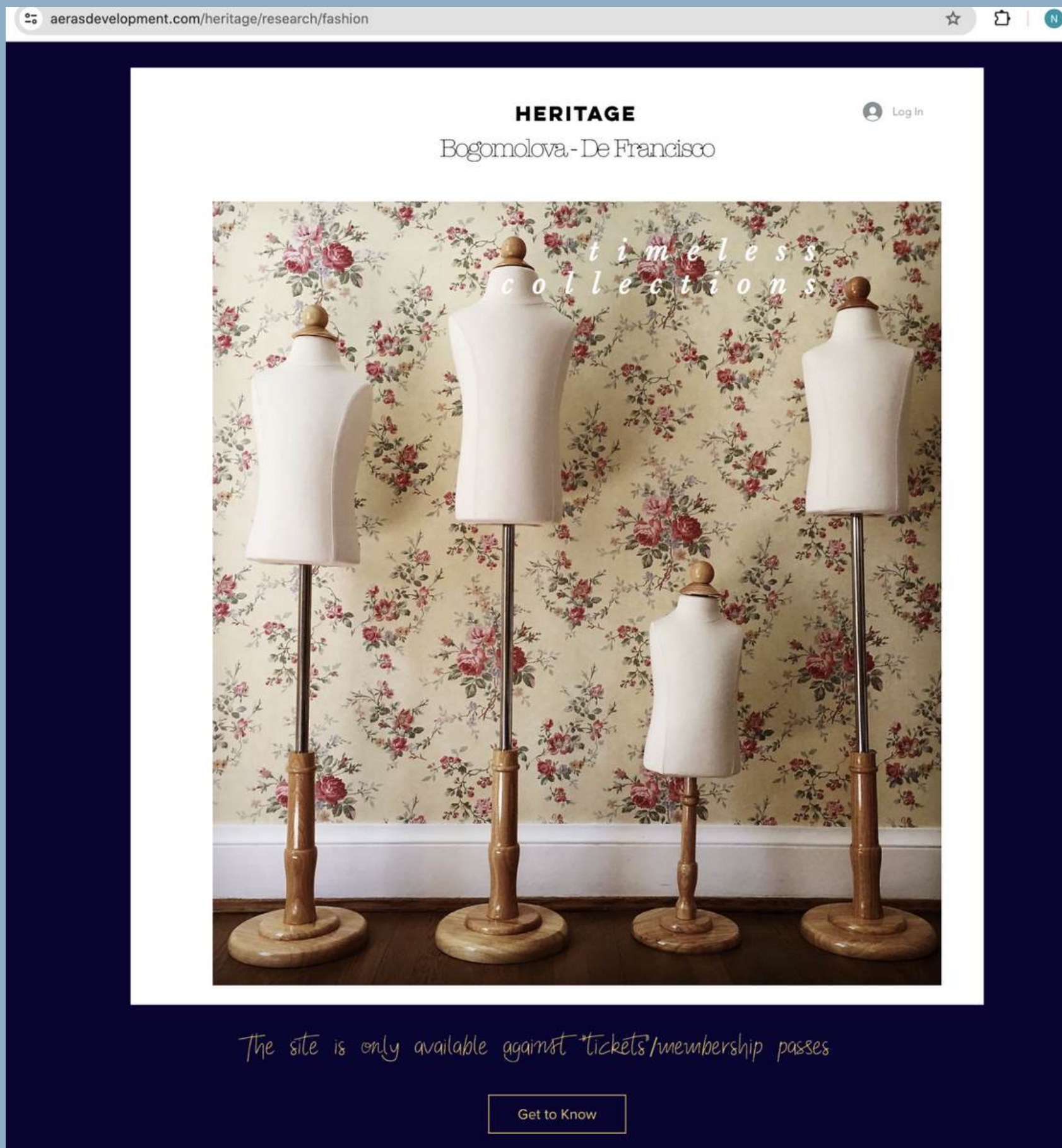
Æ-PROJECT: ÆRAS DEVELOPMENT GROUP WEBSITE

CLIENT: ÆRAS, LLC

Design and development of the ÆRAS website, using Wix.

[External link](#)





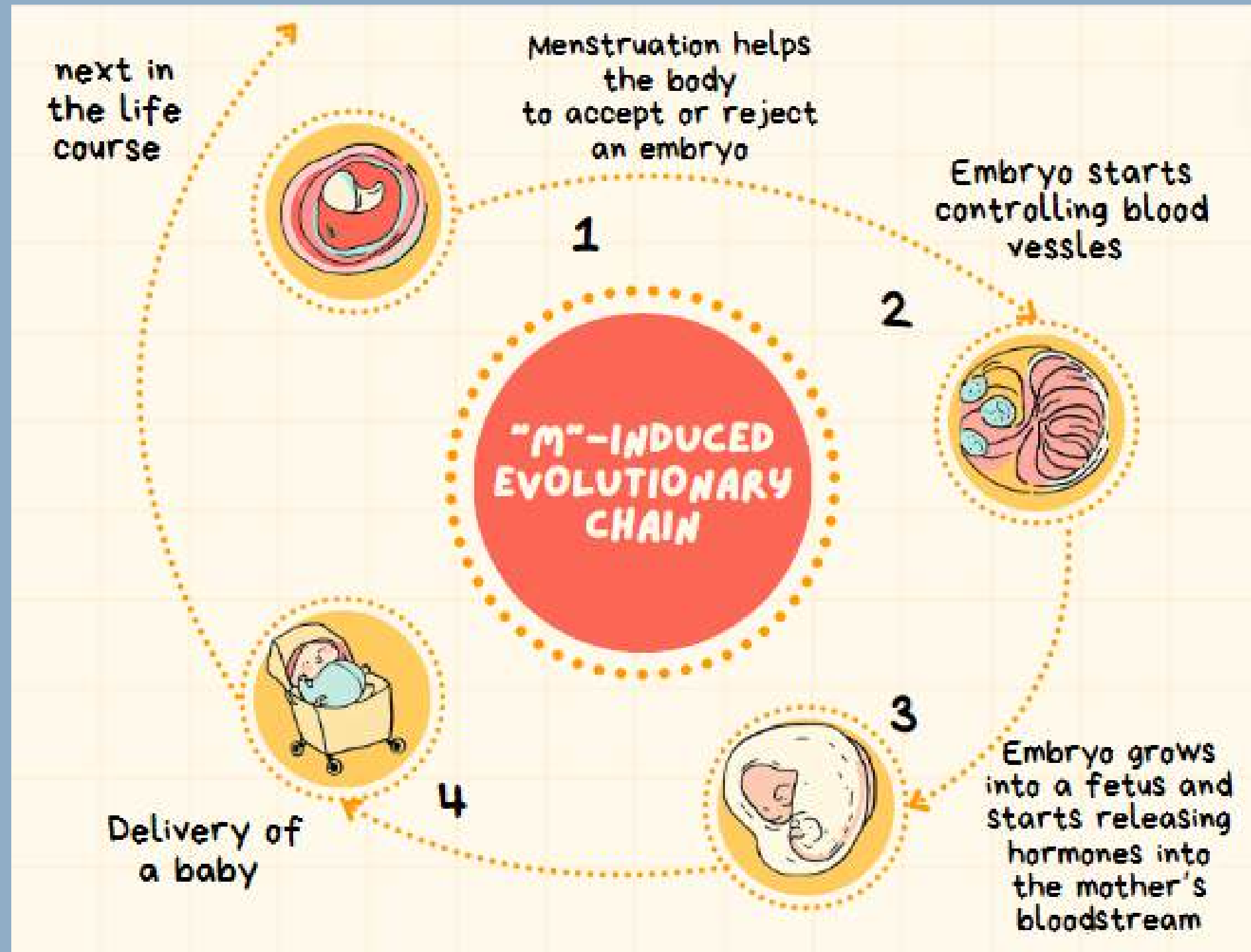
Æ-PROJECT: Æ-HERITAGE LOOKBOOK

CLIENT: ÆRAS, LLC

Design and development of the lookbook website, using Wix.

[External link](#)





Æ-PROJECT: INFOGRAPHICS

CLIENT: ÆRAS

Development of the concept,
graphic design, formatting.

[External link](#)

BIG DATA FOR BIG BENEFITS:
HOW TO STOP DISEASE AND DO MORE



@ designed by Natasha de Francisco

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Æ-PROJECT: USING MOBILE PHONE DATA TO REDUCE SPREAD OF DISEASE. POLICY RESEARCH WORKING PAPER

CLIENT: WORLD BANK

Development of the communication package (CANVA), including the concept, infographic, Instagram story, promotional animation, Twitter and Instagram tiles in six official languages.

PROMOTIONAL ANIMATION

BIG DATA FOR BIG BENEFITS:
HOW TO STOP DISEASE AND DO MORE



@ designed by Natasha de Francisco

TWITTER STORYLINE

Big Data for Big Benefits

TARGETING HIGH-RISK TRAVELERS
INFORMED BY MOBILE PHONE DATA CAN
REDUCE MALARIA CASES BY 50% MORE AND
BE 19% MORE EFFECTIVE THAN PUBLIC
HEALTH STRATEGIES THAT RELY ONLY ON
PREVIOUS INCIDENCE DATA



INSTAGRAM POST



DISEASES

POVERTY

CREDIT

ENVIRONMENT

SECURITY

DECADES TO CONTROL MALAKLA.


DECADES TO EXPLORE DEVELOPMENT SOLUTIONS.

BIG DATA IS A SMART NEW WAY TO REDUCE PROGRAM COST, ADDRESS POVERTY, AND BOOST SHARED PROSPERITY.



INSTAGRAM STORY

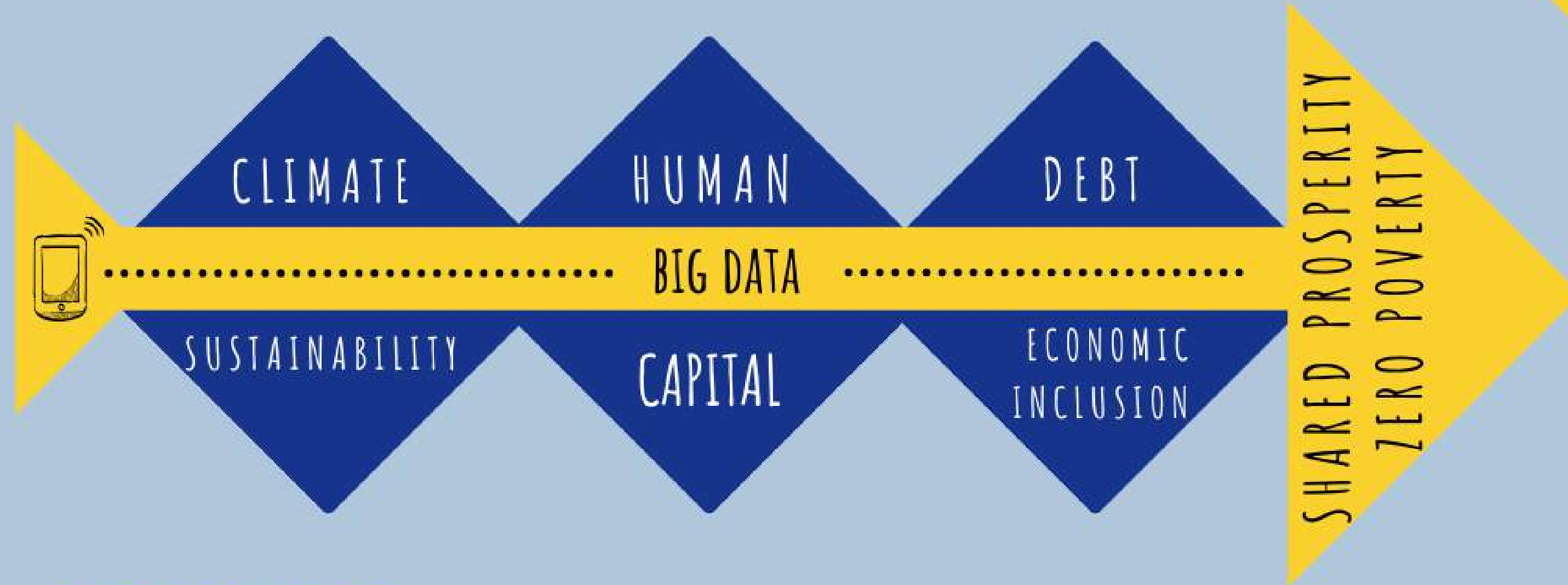
BIG DATA FOR BIG BENEFITS:
HOW TO STOP DISEASE AND DO MORE



LEARN MORE: USING MOBILE PHONE DATA TO REDUCE SPREAD OF DISEASE.
POLICY RESEARCH WORKING PAPER 9198.
SVETA MILUSHEVA, DIME, WORLD BANK, MARCH 2020

@ designed by Natasha de Francisco

INFOGRAPHICS



BIG DATA FOR GLOBAL DEVELOPMENT

Big data is a powerful tool that makes it possible to design cost-effective policies to address a wide range of development challenges across sectors and continents. The World Bank Group (WBG) prioritizes development in the areas of climate and sustainability, human capital, debt and economic inclusion. Big data is crosscutting for all these areas and serves the ultimate WBG's twin goal: ending extreme poverty and boosting shared prosperity.

Learn more: worldbank.org/en/research/dime



THE WORLD BANK



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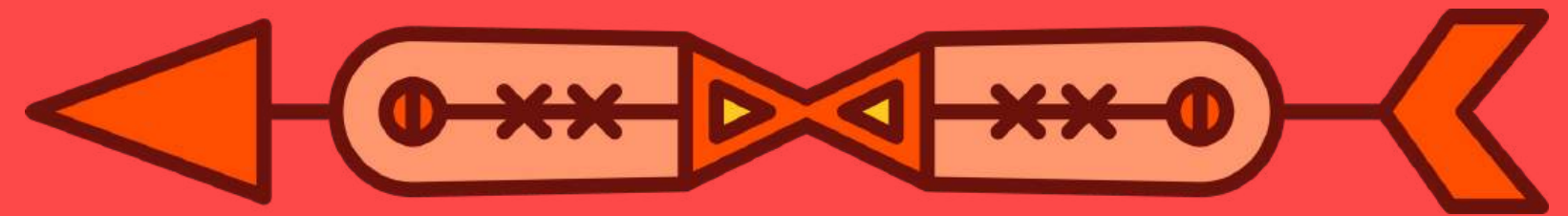
HERITAGE RESTORATION AND CURATION

RE

Our Heritage Restoration and Curation service is dedicated to preserving and showcasing the rich tapestry of cultural heritage. We meticulously restore heritage objects, breathing new life into artifacts while maintaining their historical integrity.



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Our curation process involves carefully selecting and displaying these restored pieces in a manner that honors their origins and significance. By combining traditional restoration techniques with modern curatorial practices, we ensure that the stories and beauty of these heritage items are accessible to future generations, fostering a deeper appreciation for cultural history.





4

BOOK ILLUSTRATION AND PRODUCTION

RE

We love good books. Good books are a combination of good language and good illustrations.

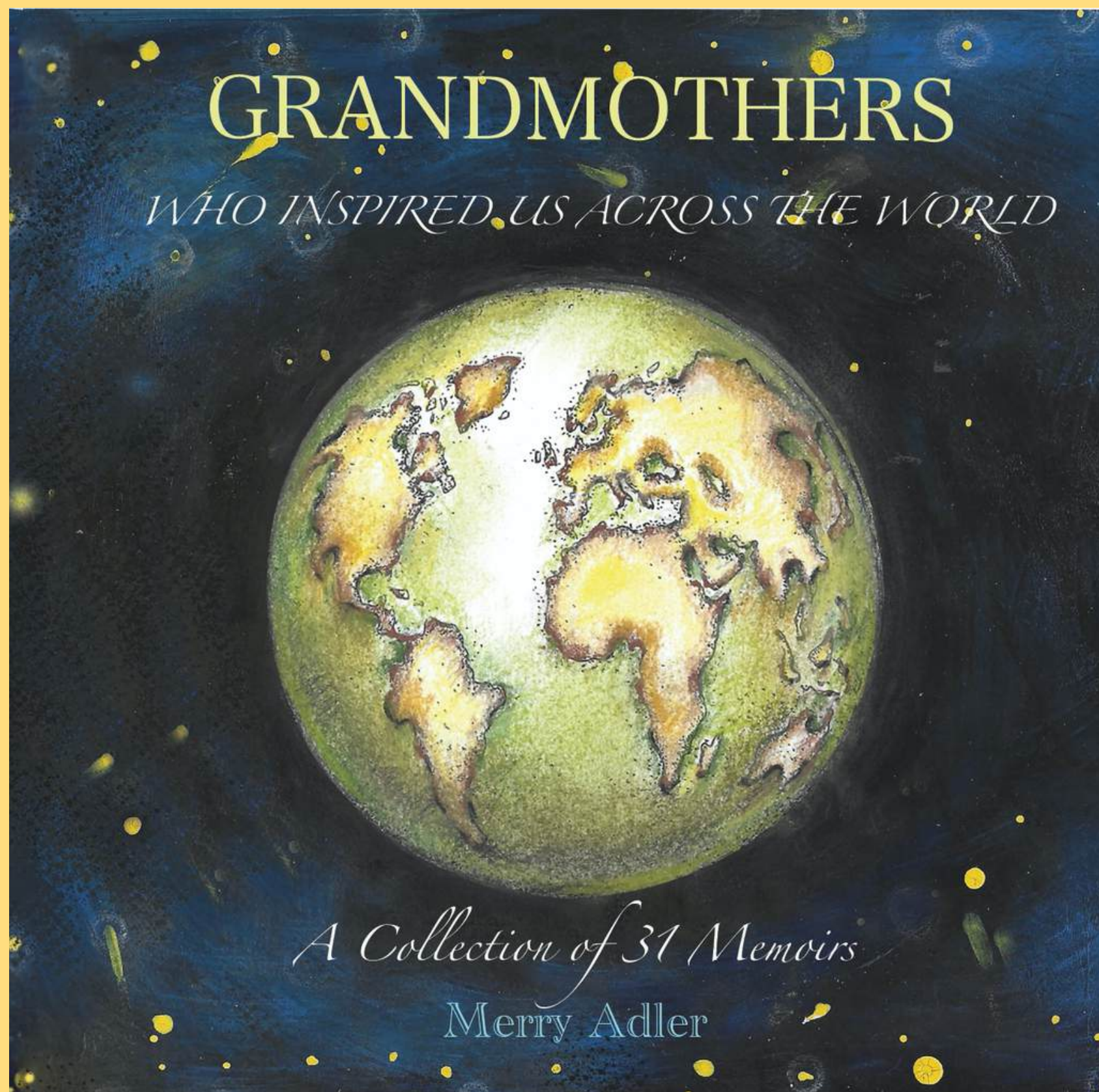
At ÆRAS ART & DESIGN, our Book Illustration service brings stories to life through captivating illustrations that resonate with readers of all ages.

Our approach involves a deep understanding of the narrative, ensuring each illustration enhances the story's themes and emotions. Utilizing a diverse artistic arsenal—ink, charcoal, pencils, pastels, oil, tempera, watercolors, markers, and digital tools like Adobe ProCreate—we combine various techniques to create visually appealing pieces.

Our work spans a variety of genres and formats, from children's books to complex adult narratives, each designed to engage and inspire. We offer single illustrations for individual projects or can help with conceptualization of the storyboard and guide our clients through the whole production process.

We create and support partnerships among public and school libraries, local authors and illustrators, and foundations to open new avenues for good literature that can shape our kids' mindset and create educational heritage.





GRANDMOTHERS WHO INSPIRED US ACROSS THE WORLD

AUTHOR: MERRY ADLER

ILLUSTRATOR: NATASHA DE FRANCISCO

Graphic design of the cover, illustrations,
layout, production of business cards, postcards.

[External link](#)

Healthcare, particularly for the elderly has always been Merry's passion and vocation of choice. "I have long believed and witnessed in my career that senior's, in general, are often undervalued in our society." Her experience with the senior population, to name only a few, ranged from myriad projects related to the first Seniors Emergency Center in the United States, managing operations of dementia conferences and providing presentations on *How To Make An Emergency Room Visit A SafeOne* to senior communities.

Merry has written two children's books, an essay and enjoys writing poetry.



www.merryadlerbooks.com

Cover Design by Merry Adler
All Illustrations by Natasha deFrancisco
Author Photograph © Jack Hartzman



Nana and some of her grandchildren in Greenwich, CT 1948

"Merry Adler's new book, GRANDMOTHERS WHO INSPIRED US ACROSS THE WORLD, is a heart-warming collection of unique memoirs, where the memories of grandchildren of their grandmothers be they adults or children - are lovingly laid out like a beautiful patchwork quilt. The smells, the music, the food and clothes, the outings and advice, the strengths and the laughter, the adversities and the victories all meld in a way that draw the reader in as if you too knew these wise and wonderful women. As a new grandmother myself, this book has made me reflect on what oh-so precious memories I might be able to leave my own grandchildren."

LAURIE AHERN

President, Disability Rights International, Washington, DC

"Merry Adler's book, GRANDMOTHERS WHO INSPIRED US ACROSS THE WORLD, is a beautiful and welcomed compilation of stories of grandmothers. Too often left out of the history and always underestimated for what they bring to family and society, this is an opportunity to honor the women who came before us, who endured so much more than we have, and who are the reason we are here today. Adler and her contributors celebrate the matriarchal fabric of the worlds that made up our Nation."

HEATHER RAE

Storyteller, Award-winning Filmmaker and grandmother

"This is an engrossing and heart-warming collection of remembrances by grandchildren of their grandmothers. The stories are tender, loving, sometimes funny, but all attest to the strong bond the memoirists had with their grandmothers. A book to be cherished and read many times."

GLORIA E. BLAZSIK

Retired Judge, Washington, DC



Merry Adler
GRANDMOTHERS
WHO INSPIRED US ACROSS THE WORLD

Marble House Editions

GRANDMOTHERS

WHO INSPIRED US

ACROSS THE WORLD



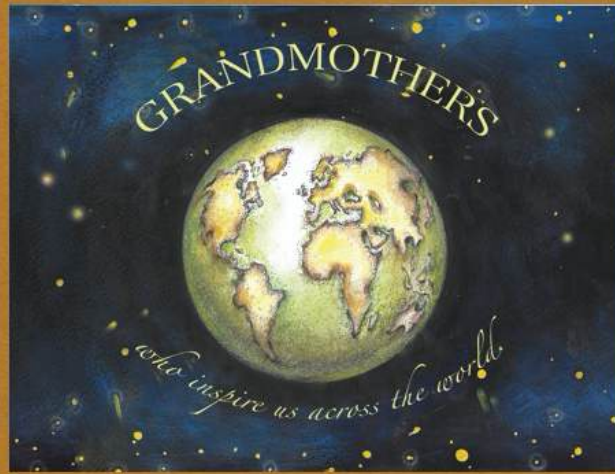
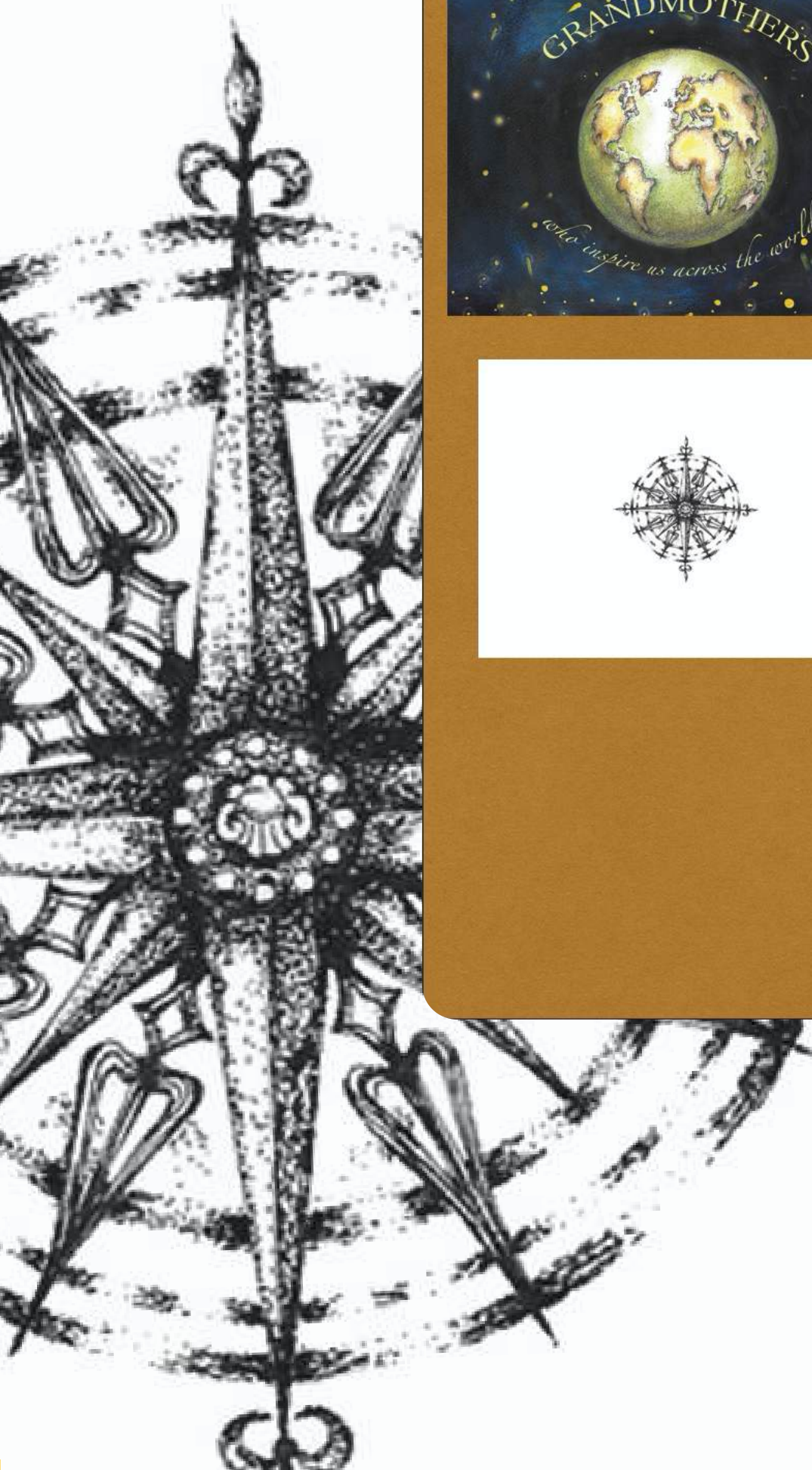
A Collection of 31 Memoirs

Merry Adler

This is Merry Adler's first published book, *Grandmothers Who Inspired Us Across The World*. She dedicated this unique collection of heartfelt memoirs to her own maternal grandmother who inspired her to create a very special anthology. Thirty loving grandchildren were interviewed by Merry, and it is their unique perspective and genuine reflections of their grandmothers that will indeed inspire countless readers. One third of the grandmothers in this compendium were born outside the United States. Such countries are: China, Colombia (South America), France, Italy, Mexico, Russia, Sweden, Syria, the United Kingdom and Vietnam. As Merry offers the readers, "A good loving grandmother is no different whether she lives in Mississippi or Morocco. The languages of these grandmothers, their culture and their religions may vary but *their love is the same*."

Merry was born in Hartford, Connecticut and raised in West Hartford. Boston became her second home where she worked in four Harvard-affiliated hospitals as an Administrative Assistant. Her last destination took her to Washington, DC where she graduated with both her BA and MA degrees in Education and Human Development from The George Washington University. She held three directorship positions in major hospitals in the Washington, DC Metropolitan Area.





*"You can always replace a thing
but you can never replace a person ..."*

*"There is a healthy, selfish love and
that should be yourself first?"*

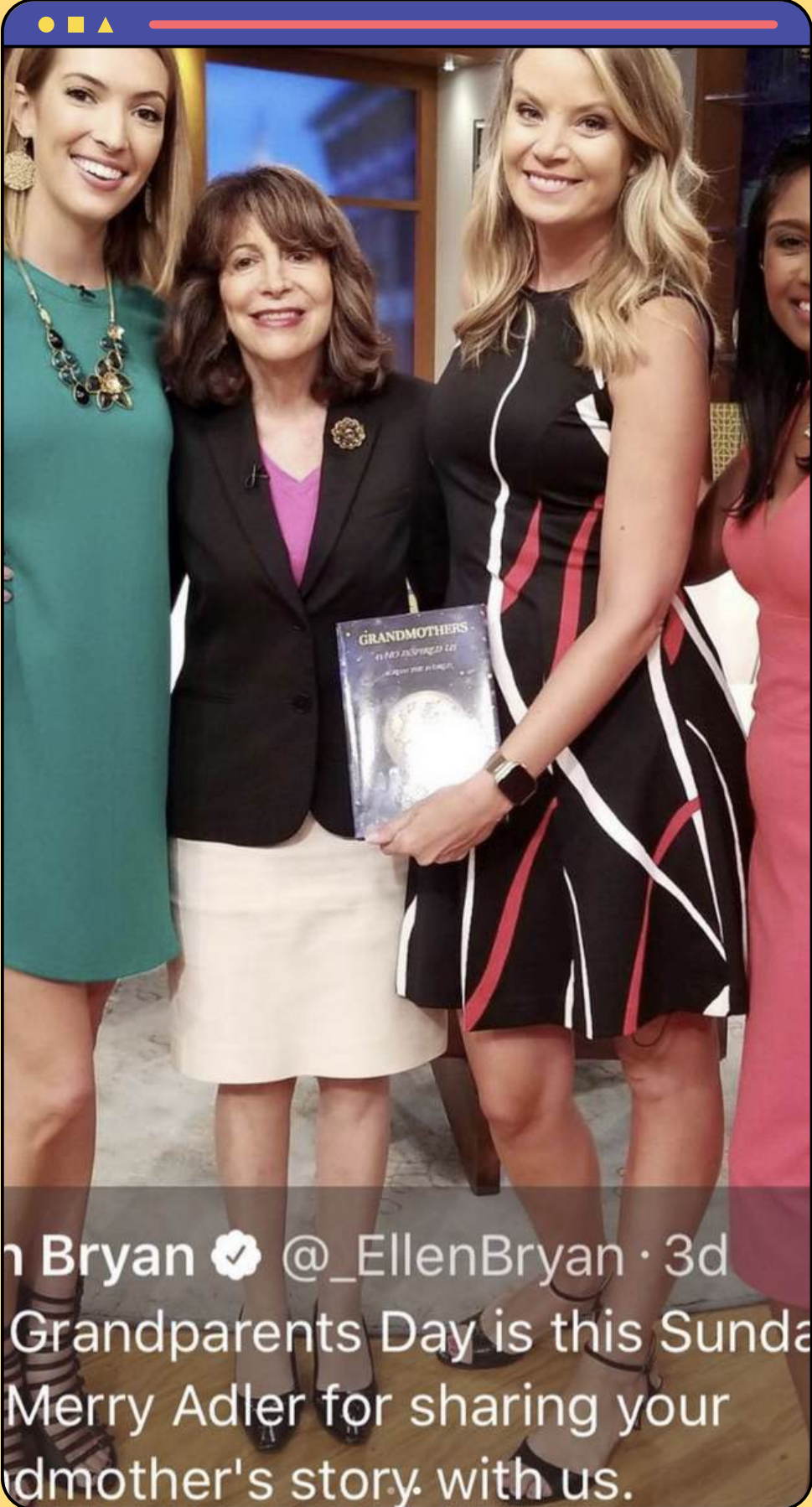
*"I love you. Don't despair:
use your life as I did:
to love, serve and leave beauty in your wake."*

*"God has your path already paved for you...
you need to trust and believe that
He will guide you in the right direction."*

*"Good food must start with good ingredients
and putting heart into cooking
makes it exceptional."*

*"Live your life to the fullest.
Love the people around you.
Smile and raise your glass
to what you have in life."*

on Great Day Washington!..
Natasha de Francisco



Ellen Bryan @_EllenBryan · 3d
Grandparents Day is this Sunday
Thank you Merry Adler for sharing your
grandmother's story with us.



GOD SEES LITTLE ME

AUTHOR: JEANNE SHEFFIELD

ILLUSTRATOR: NATASHA DE FRANCISCO

Graphic design of the cover, illustrations, layout



~ WRITTEN - by ~
~ Jeanne * Sheffield ~
~ illustrated - by ~
~ Natasha . de . Francisco ~





QUEEN OF Q STREET

AUTHOR: MERRY ADLER

ILLUSTRATOR: NATASHA DE FRANCISCO

Graphic design of the cover, illustrations,
layout

IN PROGRESS

**VERSOIX
PATRIMOINE LITTÉRAIRE**



HERITAGE CHILDREN BOOKS (VERSOIX HERITAGE ASSOCIATION)

AUTHOR: MERRY ADLER

ILLUSTRATOR: NATASHA DE FRANCISCO

Graphic design of the cover, illustrations,
layout

IN PROGRESS

POSTCARDS

Season's Greetings...
and many good news ahead!



NATASHA DE FRANCESCO



united

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HERITAGE LIFESTYLE DESIGN

ARE



At ÆRAS ART & DESIGN, our Heritage Fashion and Lifestyle Design service merges traditional craftsmanship with contemporary aesthetics to create unique and timeless fashion pieces and lifestyle products. We draw inspiration from historic elements, ensuring each design reflects the essence of cultural heritage while offering modern appeal. This process is bolstered by thorough research and technical expertise, allowing us to authentically incorporate heritage motifs into our designs.

We are committed to supporting local manufacturers and promoting sustainability throughout our design process. By collaborating closely with local artisans and producers, we help preserve traditional craftsmanship and support economic prosperity within communities. Our approach emphasizes the use of sustainable materials and practices, ensuring that our designs contribute to environmental conservation. Additionally, we focus on social equity by providing fair opportunities and promoting inclusive practices within the supply chain. Through these efforts, we aim to create fashion and lifestyle products that celebrate heritage while advancing social and environmental responsibility.



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ÆRAS APPAREL

Æ-Heritage Lookbook, a collection of handmade clothes crafted by our family artists. Our private collection features some of the finest examples of our work, showcasing the charm and beauty of each piece.

[External link](#)



ÆRAS SHOES

Llanero shoes (cotizas llaneros), with roots in Spanish footwear (Albarcas), evolved over centuries in the Llanos region of Colombia. Originally made from local materials, they have transformed from early versions crafted by indigenous people and slaves into durable, comfortable footwear.

Modern versions are leather-based and popularized alongside Llanos music and dance. A notable contributor to this tradition is Don Jesus Emilio's factory, led by Chucho Castaño, which has been producing these shoes for nearly 40 years.

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ÆRAS SHOES

We are honored to collaborate with Don Chucho Castaño to create our own unique interpretation of these renowned cotizas. Our collaboration respects the classic style while incorporating contemporary needs, delivering a refined and practical footwear choice for today's world.



Each pair of these boots is meticulously designed to provide exceptional comfort and durability. Crafted with care and precision, they are tailored (sur mesure) to fit individuals of all ages, ensuring that everyone—from children to adults—can enjoy the distinctive style and practicality of these traditional shoes. Our interpretation maintains the essence of the classic Llanero design but is adapted to meet the demands of today's lifestyle, combining timeless craftsmanship with innovative features for a perfect blend of tradition and modernity.





AERAS ACCESSORIES

Wayuu mochilas (bags) originated with the Wayuu indigenous communities in La Guajira, Colombia, known for their vibrant colors and geometric patterns reflecting their beliefs and environment.

According to legend, a woman fell in love with a Wayuu shepherd and, through mystical means, began weaving backpacks that depicted community symbols and animals. These handcrafted items are made using crochet or hook techniques, taught by Catholic missionaries in the early 20th century, and require about 20 days to complete. The Wayuu use materials like cotton, aipis, and maguey to create various sizes and styles.

ÆRAS ACCESSORIES

We are proud to collaborate with Dona Sol and her group of artisan weavers to support the Nazareth community in producing unique pieces that merge ÆRAS designs with traditional craftsmanship and partner to develop the local craftsmanship school.



AERAS FLAVOURS

AERAS honors heritage by celebrating the food and traditional recipes passed down from our grandparents. We are proud to collaborate with Citrolle, Swiss-Italian artisanal liqueur factory, to recreate unique tastes of old-school liqueurs of cherry, mirabelle, litchi.

We use only untreated raw materials, with no preservatives or colorants. Our artisanal liqueur production follows the rhythms of nature and evolves with the seasons to preserve the freshness and authenticity of the raw materials.



The Laboratory conducts the meticulous search for the most authentic raw materials combined with a touch of creativity and inventiveness that sets Citrolle factory apart, resulting in something truly valuable that we take pride in creating and offering. Each liqueur exudes ancient fragrances, traditions, and essences that speak of land, regions, and life, while also releasing innovation and expressive richness.

IN PROGRESS

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**LET'S
WORK
TOGETHER**

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ÆRAS ART & DESIGN

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