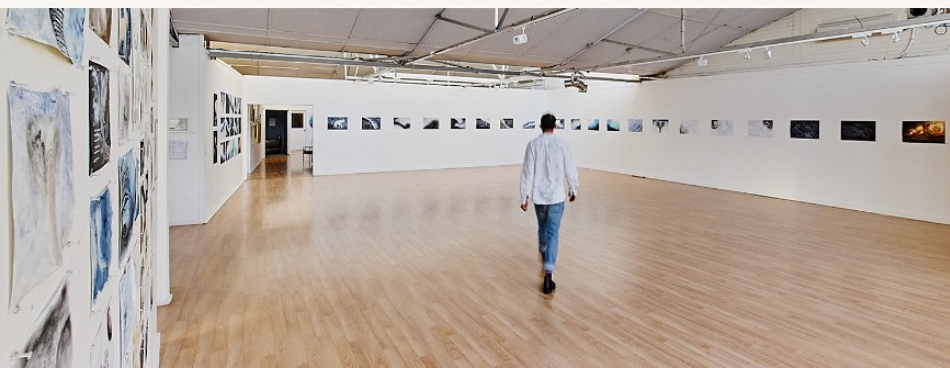




Painting Love Stories for all of Life's Simchas

cherished today, tomorrow and forever

I have always believed that the most meaningful artworks are those that hold a story. For me, creating a bespoke Ketubah or piece of Judaica begins with listening and learning how two people found one another, the places that have shaped them, the experiences they share and the traditions they hope to carry forward into their home and family. From these conversations emerge the motifs, metaphors and layers of meaning that I translate into visual form. Through watercolour, illustration and design, I create artworks that honour love, Jewish life and the moments we wish to hold close - today, tomorrow and forever.



Meet the artist - Ryan Abramowitz

Ryan Abramowitz is a Jewish artist, illustrator, designer and award-winning author, and the founder of **Today Tomorrow Forever**. Established over a decade ago in Sydney in 2015, and now based between London and Brighton & Hove. Ryan works with couples, clients and communities across the UK, Australia and internationally.

The studio began when one of Ryan's closest childhood friends asked him to paint the Ketubah for her wedding. What started with one love story grew through word of mouth into a creative practice that has produced more than 400 commissioned artworks celebrating Weddings, Chaggim, Jewish identity, Simchas and significant moments in people's lives.

At the heart of Ryan's practice is a love of storytelling - bringing together Judaism and Yiddishkeit, Romanticism, memory and personal narrative through watercolour, illustration, mixed media and design. In recent years, his practice has also expanded into the sculptural realm through pottery and ceramics, including hand-built Mezuzah covers, candelabras and Judaica.

Ryan is the award-winning author and illustrator of *Elegy for an Elephant*, a picture book exploring grief, repair, the healing touch of nature and the timeless nature of love. *Elegy for an Elephant* has been showcased at mental health forums in Sydney, Melbourne and Vienna, together with the Frankfurt Book Fair and Bologna Children's Book Fair. 18% of profits from book sales are donated to suicide bereavement and postvention organisations.

Ryan holds a Bachelor of Design Studies, graduating with First Class Honours from both the University of New South Wales (Sydney) and a Master of Management - Marketing from the University of Melbourne. He has also undertaken further studies at the School of the Art Institute of Chicago and Copenhagen Business School.

Most recently Ryan completed a Fellowship in Communications and Storytelling at Reichman University in Hertzliya, Israel.



Art Offerings

- Ketubot & Wedding Artwork
- Bespoke Judaica
- Chuppah Canopies
- Ceramic Mezuzot
- Blessings and Prayers
- Invitations & Wedding Stationery
- Benching Cards
- Personal Commissions

A marriage of art, story and Jewish tradition

A Ketubah exists at a beautiful threshold between the sacred and the personal - where ancient Jewish tradition meets the singular story of two people.

Beneath the Chuppah, it honours and becomes part of a moment of profound transition as two lives entwine. After the big day, the Ketubah remains and enters the home as an enduring witness to the words, intentions and hopes carried into a life being built together.

Each Today Tomorrow Forever Ketubah brings together Jewish tradition, timeless art and personal storytelling to create something unmistakably connected to the couple it belongs to.

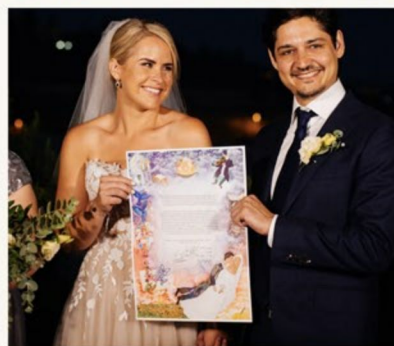
For me, there is something extraordinarily special about knowing an artwork I paint will witness a wedding and then continue alongside a family through the years and chapters that follow.

Every couple brings their own constellation of memories - places, landscapes, flowers, family histories, architecture, Jewish symbols, Psalms and other bespoke details such as the pairing of their hebrew initials into the fold.

The Bespoke creative process begins with a conversation.

Together, we explore the colours, places, memories and symbols that hold personal significance. I then bring these elements together into an original composition, painted primarily in watercolour with other media and created in close accordance with the Rabbi marrying each couple.

*An artwork for the wedding
A story for the home.
A keepsake for generations.*



The art of love, paired with a love of art.

Catering to all briefs and budgets.

Not every couple needs to begin with a blank piece of paper. Alongside fully **Bespoke** commissions, my collection of **Predesigned Ketubot** offers an extensive range of artworks inspired by Chaggim, nature, gardens, oceans, Jewish symbols, architecture, sacred geometry, florals, contemporary abstraction and traditional Judaica.

Couples can select an existing artwork and personalise it with their own initials and other Bespoke elements. As with the Bespoke pieces, no Ketubah is ever printed without final Rabbanic approval. Existing designs can also become a starting point for further personalisation - creating an option between predefined and completely bespoke. These are also priced to be more accessible for couples working within a budget.

Since painting my first Ketubah for a close friend's wedding in 2015, Today Tomorrow Forever has grown almost entirely through couples, families, Rabbis and communities sharing the work with one another. Over the past decade, I have developed a deliberately versatile Ketubah practice, creating more than 400 artworks for weddings across the world from Israel, London and Vienna to Hawaii, Mexico, the United States, Canada, South Africa, Australia and Singapore. Stylistically, my work moves between traditional and contemporary aesthetics, allowing each Ketubah to respond to the couple, their story and the character of their wedding.

Alongside watercolour and illustration, I have explored a range of materials and techniques, including intricate papercut frames, gold-leaf gilding and embroidery into linen, continually expanding the possibilities of what a Ketubah can look and feel like as an artwork. Where desired, couples may also choose to have their Ketubah text handwritten by a certified Sofer rather than digitally typeset, bringing the artistry of traditional scribal practice into dialogue with the surrounding artwork.



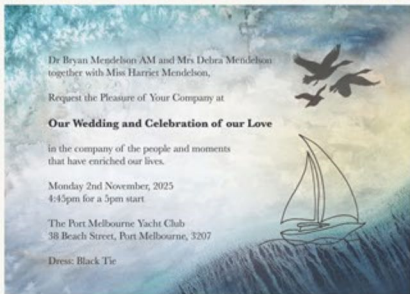
Art for life's stories and simchas

Jewish art for the moments that matter. Across canvases and settings - from wedding stationery to Brachot for the Home and whole Mishpocha.

The storytelling doesn't have to end with the Ketubah. Today Tomorrow Forever creates original artworks and Judaica to mark weddings, anniversaries, new homes and other meaningful moments in Jewish life. Commissions have included illustrated wedding vows, Birkat HaBayit and other blessings, personalised ceremonial artwork, invitations and wedding stationery, benching cards, glass pouches, gifts and artworks created for synagogues and Jewish organisations.

My practice moves fluidly across materials, scales and applications - from works on paper and hand painted or embroidered linen to printed stationery, textiles, ceremonial objects and Chuppah canopies. I enjoy adapting the language of painting and design to different surfaces and settings, considering not only how an artwork looks, but how it will be held, encountered, used and lived with.

This versatility allows a visual story to extend beyond a single artwork and into the wider celebration - a watercolour motif might begin on a Ketubah before reappearing across invitations, ceremonial details or a Chuppah canopy, creating a considered visual language that connects different elements of the day into a coherent suite. Whether translating a couple's story across an entire wedding, illustrating a prayer for the home or transforming a watercolour into a large scale Chuppah canopy, the intention remains the same: to take something meaningful and give it an aesthetically charming visual form.





CHUPPAH CANOPIES

Stand beneath a work of art

The Chuppah is one of the most visually and symbolically powerful spaces in a Jewish wedding - the home a couple creates together, represented by a canopy open on all sides.

Today Tomorrow Forever's artist-designed Chuppah canopies extend the artwork of the celebration beyond the Ketubah itself. Original painted designs are translated onto fabric at architectural scale, creating an immersive artwork beneath which the ceremony takes place and the couple embark into eternity.

Canopies may be commissioned as bespoke pieces or hired from selected existing designs, offering couples the opportunity to bring colour, symbolism and storytelling into the overstory and heart of their ceremony.





Art for the Jewish Home

My debut collection of ceramic artisanal Mezuzah covers was exhibited at Goldstone Gallery as part of Melbourne Design Week. As each piece is individually and slowly formed and finished by hand, no two are exactly alike. These make for beautiful additions to a wedding registry or gifts honouring significant life milestones.

The collection is offered in both glazed and unglazed finishes. The unglazed Mezuzot draw inspiration from Jerusalem stone - earthy, ancient and seemingly excavated from rock, their surfaces bearing marks that evoke erosion, archaeology and the passage of time. The glazed pieces look instead to the patterns, colours and textures of the natural world, with each surface developing its own organic character.

Bringing contemporary ceramic practice into conversation with one of Judaism's most enduring rituals and Mitzvot, each Mezuzah cover is both of functional Judaica and a small sculptural artwork adorning doorways of the Jewish home.





a parting personal note

Let's create something beautiful and meaningful together

Painting artworks and love stories for homes and hearts has been one of the great fulfilments of my life's work. Through this practice, I have found a deeper connection to my painting, my spirituality, my Judaism, Hashem and the communities whose stories I have been entrusted to honour.

I remain profoundly grateful for the trust and generosity of the couples, families and communities who have supported my work. Today Tomorrow Forever has grown largely through personal connections and word of mouth, and as I begin this new chapter in the United Kingdom, I look forward to becoming part of the Jewish community here and contributing to its many stories and simchas.

If from time to time, a couple, family or community comes to mind for whom my work may feel especially fitting, I would be grateful if you kept Today Tomorrow Forever in mind or shared my details with them.

I warmly welcome commissions, collaborations and conversations.

Ryan Abramowitz • Artist & Founder - Today Tomorrow Forever (est. 2015)

Now United Kingdom based • Working with clients internationally

todaytomorrowforever.com.au

tffcractions@gmail.com

[instagram.com/tffcractions](https://www.instagram.com/tffcractions)

+61 432 343 974 - for WhatsApp

+44 7346 778 189 - for UK calls



WATCH THE SHORT FILM

הי Love Stories

Tracing 18 Love Stories from brush to Chuppah



THE ARTIST'S HAND

Painting each story into form



Art for all life's simchas,
cherished today,
tomorrow and forever.