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+ 20 EGYPT DESIGN

Encantos árabes
Arabian enchantment

CAIRO



Dupla pág. impressões da zona El Nasr e dos espaços transformados, hotel do press lounge.

This spread impressions of El Nasr area and the rehabilitated spaces press lounge hotel.

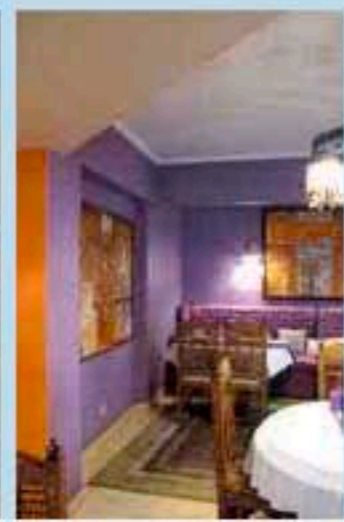
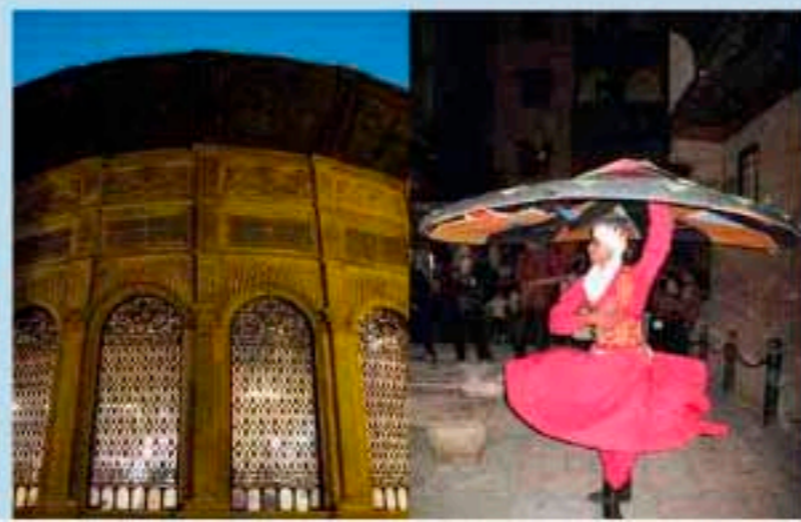


Situada entre lojas, mesquitas e museus, a renovada rua El Mulz recebeu entre os dias 3 e 7 de junho o mais aguardado evento de design do Cairo. Com o apoio do governo do Egito, a +20 Egypt Design pretende projectar a criatividade da cidade egípcia no contexto do design mundial e promover a cultura local. Organizada pela EFEC - Egyptian Furniture Export Council, pela DesignPartners e sob a curadoria de Paola Navone, a mostra ocupou três casas históricas, convertidas pela designer italiana em atmosferas mágicas e contrastantes. A convite da organização, a ATTITUDE viajou até ao Cairo, onde comprovou o potencial deste mercado emergente.

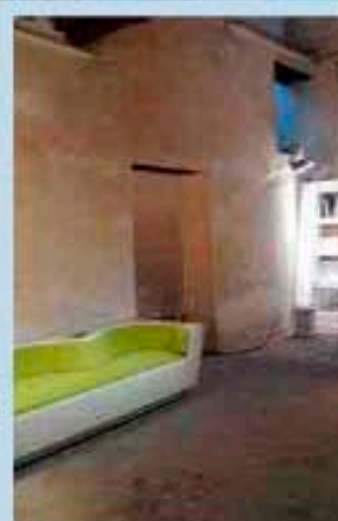
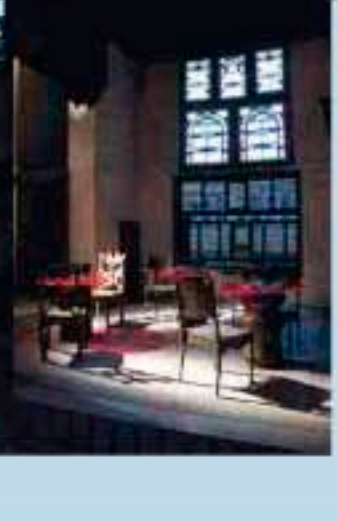
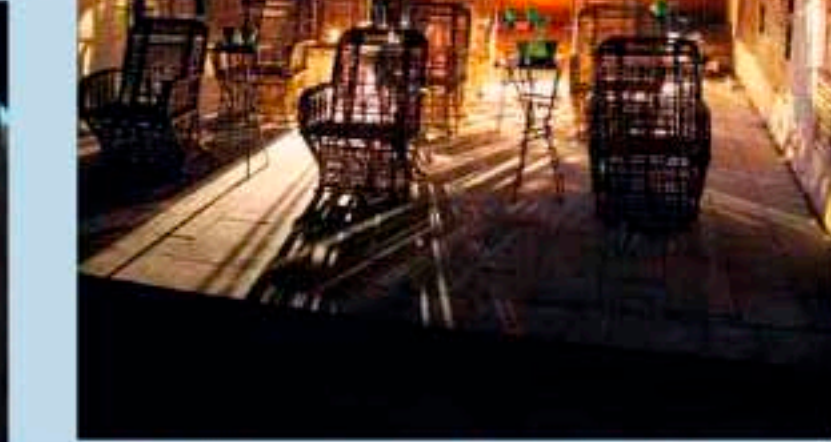
Esta é a primeira das três edições anuais, resultado da aposta do governo e da cidade na divulgação dos seus designers aliados a empresas de renome internacional. As imagens que apresentamos mostram os vários cenários criados em um pequeno hotel transformado em press lounge. Uma iniciativa exemplar, que merece ser analisada com atenção pelas nossas instituições. ■

Located among shops, mosques and museums, the recently redeveloped El Mulz road received the most awaited design event in Cairo from the 3rd to the 7th of June. +20 Egypt Design aims, with the support of the Egyptian government, to harness and promote the creative talent of the Egyptian capital within the context of world design and to simultaneously promote local culture. The exhibition, which was organised by the EFEC (Egyptian Furniture Export Council) by DesignPartners and under the curatorship of Paola Navone, occupied three historic houses, converted by the Italian designer into magical and contrasting atmospheres. Upon invitation from the organisers, ATTITUDE went to Egypt, where it ascertained the potential of this emerging market.

It was the first of three annual editions, to be held by the government and the city to promote its designers together with internationally-recognized companies. The images we present reveal the different settings created and a small hotel transformed into a press lounge. This kind of outstanding initiative certainly deserves the attention of our own institutions. ■



+20 egypt design



Dupla pág. Imagens do edifício histórico na rua El Riz, sob a curadoria de Paola Navone, onde o mobiliário local egípcio coabita com marcas internacionais como O&B Italia, Agape, Molteni, Technogym, entre outras.

This spread images of the historical home in El Riz street under the curatorship of Paola Navone, where local furniture co-habits with international brands as O&B Italia, Agape, Molteni, Technogym, among others.

