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## Gruppo: Egypt Business Network

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egypt business network

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## New showcase +20 Egypt Design, Cairo

18/06/2010, 20:51

Of all the recent additions to Wallpaper fair calendar this year, not many expected to see an Egyptian design event coming. Last week, the 'City of a Thousand Minarets' made its international debut with +20 Egypt Design, a new showcase being held over the next five years, thus named for the country's calling code.

Occupying three traditional homes (El Suhaymi, El Kharzati and Mostafa Gaafar) on El Muiz Street in stunning Old Cairo, the colourful exhibition was curated by the expert eye of Paola Navone and showcased furniture, textiles and tabletop accessories from some of the country's best design companies and artisans. Local products were interspersed with pieces from international brands, like Luceplan and Moroso, to fill the houses' 20-odd rooms - each impeccably restored and unveiled to the public for the first time, to form an expressive installation, staking the claim that there is a place for Egyptian design in the contemporary home.

With the support of the Egyptian Furniture Export Council, several local governmental trade authorities, and organised by Design Partners, the brains behind Milan's Zona Tortona, +20 is considered by several Egyptian designers as the beginning of a new design future.

In spite of the country's extensive cultural and creative heritage, design is largely reduced to a trade. Local brand recognition, especially pertaining to product design, is scarce, and focus is put on manufacturers rather than designers. Cherif Morsi, an emerging design figure, said, 'This is a real design event. It's the first step to creating a proper industry for us. I think manufacturers will start to understand that good designs can get them what they want.'

Architect/designer Shahira H. Fahmy, the first Egyptian designer to show in Milan (she presented her work at Satellite back in 2007) added, 'By mixing local products with international names, +20 shows that our designs are still credible outside of Egypt. It proves that what is relevant to the West is relevant to us as well.'

All in all, the installation was a worthy effort to bring the mysticism of Egypt into the 21st century. Everyone is already pencilling the return visit to see what's in store next year.

<http://www.20egyptdesign.com>

**Dr. Nilgun Birgoren**Il nome della società è visibile solo per gli iscritti [registrati](#).

## Re: New showcase +20 Egypt Design, Cairo

18/06/2010, 23:15

Egyptian Furniture and Antique Ancient Egyptian Furniture:

The earliest known furniture elements are Egyptian. They were usually low and sometimes were fitted with curved backs. In addition, they often had legs sculptured in animal forms. On the walls of tombs are painted and carved representations of various kinds of Egyptian furniture. In Babylonia, furniture was made of palm wood, which was easily worked as well as strong, light, and soft. The furniture or thrones of Assyrian monarchs were elaborate, massive, and heavily carved with representations of the kings and their entourages.

Reproduction of Antique Ancient Egyptian Furniture use Ancient Egypt's wealth of culture and history to inspire every piece of our making. The style awakens the spirit of belonging and an emotional attachment deepening the human experience with the greatness of the past. By considering our history in our designs we aim to bring ancient wisdom through a new vision. The new will bring the old to life and the old gives vitality and freshness to the new.

Ancient Egyptian furniture provided with inspiration for all of Reproduction of Antique Ancient Egyptian Furniture lines. A sense of royalty is our number one concern. the incorporation of the shapes. Forms, symbolism, and color codes of the Egyptians into the design of every piece while reinterpreting ancient decorative themes to fit out modern life style while maintaining the splendor and charm of a fascinating civilization, some sample can be seen here: <http://www.google.com/imgres?imgurl=http://1.bp.blogspot.com...>

Also, you can see more unique deigns here:

<http://furniture.luxury-ideas.com/egyptian-design-furniture>

<http://egyptianinternationalart.com/furniture.html>

Some Egyptian installations: [http://images.suite101.com/385943\\_com\\_installation1.jpg\\_rgb...](http://images.suite101.com/385943_com_installation1.jpg_rgb...)

Reproduction of Antique Ancient Egyptian Furniture

(by Mona Youssef)

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