

WWW.20EGYPTDESIGN.COM

+20 EGYPT DESIGN

Encantos árabes Arabian enchantment

CAIRO



Situada entre lojas, mesquitas e museus, a renovada rua El Muz, 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 pelo designer italiana em atmosferas mágicas e contrastantes. A convite da organização, a ATTITUDE viajou até ao Cairo, onde comprovou o potencial deste mercado emergente.

Located among shops, mosques and museums, the recently redeveloped El Muz 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.

HOTEL LENAO



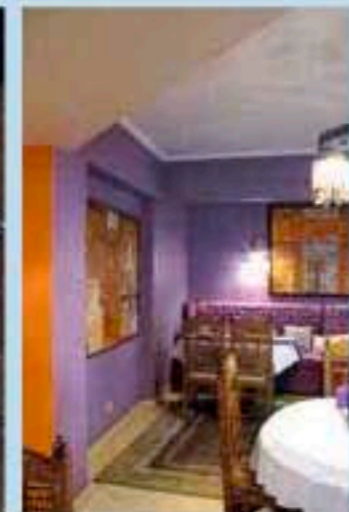
Dupla pág. Impressões da zona El Baz e dos espaços transformados, hotel no press lounge.

The great impressions of El Baz area and the rehabilitated spaces press lounge hotel.



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 e um pequeno hotel transformado em press lounge. Uma iniciativa exemplar, que merece ser analisada com atenção pelas nossas instituições. #

This was the first of three annual editions, initiated by the government and the city to promote its designers together with internationally-renowned 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

Doppia pag. immagini di edifici storici a cui si fusero a nuova vita di Paola Navone, con il mobiliario locale egiziano abbinato con marchi internazionali come G&P Italia, Agip, Molteni, Technogym, entre outros.

This spread images of the historical home in El Ruz street under the curators of Paola Navone, where local furniture co-habit with international brands as G&P Italia, Agip, Molteni, Technogym, among others.

