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Today

Egypt's design revolution

Posted on June 09, 2010 by Li

"+20 Egypt Design", is a new government-funded annual initiative that aims to turn Egypt into a design hub by exposing its locally made products to manufacturers and designers around the world.

To jumpstart the initiative, +20 took over an empty, century-old Cairene house in the heart of the city's main market, Khan et Khalili, and asked Italian designer, Paola Navone, to fill its rooms with a curated mix of contemporary Egyptian furniture alongside Italian products from staple brands such as Molteni and Kartell.

More interesting reading in Marisa Mazria Katz' article in the current issue of *Monocle Magazine*.



Cairo

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