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Egyptian creativity on the design map

Posted June 2nd, 2010.



+20 Egypt Design is a government-funded design initiative that will coincide with Furnex, Egypt's furniture and home furnishings trade fair, between 3 and 7 June 2010.

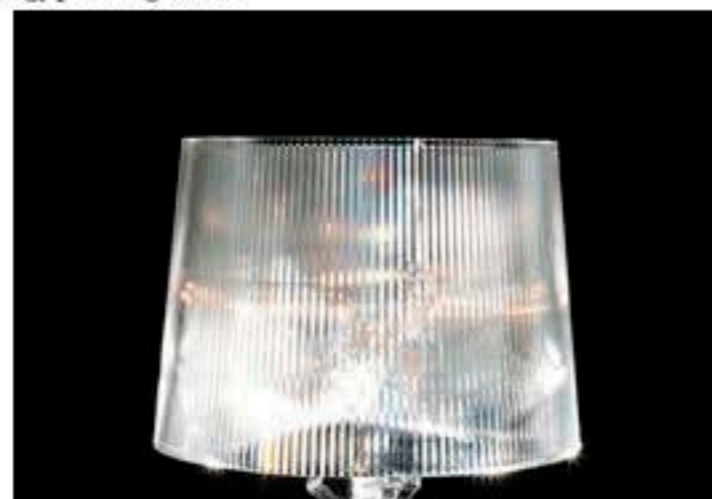
The initiative is aimed at driving business through creativity while placing Egyptian design on the map at the same

time. The showcased products represent a mix of tradition, innovation, local, international, classic and modern aesthetics, and incorporate brands like Alessi, Moroso, Kartell, Luce Plan and Egyptian designer Karim Mekhtegan

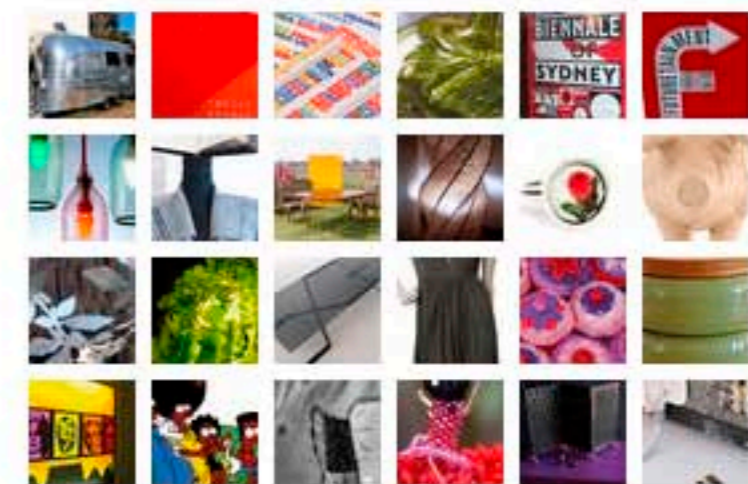
The installation space is three historical buildings in the city's old district, against a backdrop that highlights Cairo's rich historical culture and contemporary edge. These buildings all allude to a kind of Egyptian magic, often found in literature. The historical buildings in the exhibition are: Suhaym from 1648, Kharazati from 1881 and Gafaar from 1713.

The exhibition is curated by Italian designer Paola Navone who plays with space, volume and light to contextualise Egyptian design.

Website: www.20egyptdesign.com



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