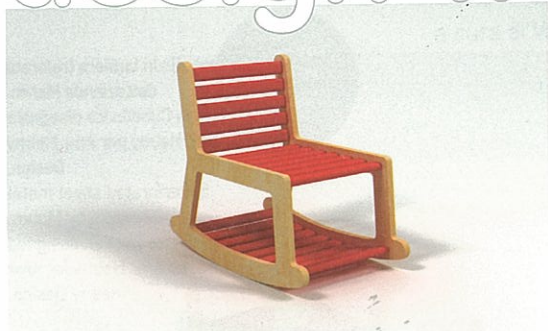


design weeks



KYME, RYSING FROM EGYPT

“La nascita dell’identità del design egiziano” è il sottotitolo di questo progetto continuativo, sostenuto da EFEC con l’Industrial Modernization Centre (IMC) e coordinato da Rhimal Design e IED Centro Ricerche (CRIED). Il primo workshop ha visto sette progettisti – Lita Albuquerque, Daniel Dendra, Harry & Camila, Karim Mekhtigian, Tarek Naga, Shinichiro Ogata e Frans Schrofer – guidare designer egiziani nella produzione di prototipi d’arredo. La seconda edizione, iniziata a gennaio 2010, è stata condotta da Pierandrei Associati, Dodo Arslan, Gum Design e da Lucy Salamanca. Tutti i prototipi sono stati realizzati da aziende locali. La finalità è proprio creare un solido scambio tra i due Paesi nell’ideazione e produzione di arredi per il mercato interno e internazionale.

“The birth of Egyptian design identity” is the subtitle of this ongoing project, supported by EFEC with the Industrial Modernization Centre (IMC) and coordinated by Rhimal Design and IED Research Centre (CRIED). The first workshop involved seven designers – Lita Albuquerque, Daniel Dendra, Harry & Camila, Karim Mekhtigian, Tarek Naga, Shinichiro Ogata and Frans Schrofer – guiding Egyptian designers in producing furniture prototypes. The second year of the event, beginning in January 2010, was led by Pierandrei Associati, Dodo Arslan, Gum Design and Lucy Salamanca. All prototypes were made by local companies. The aim was to create a healthy dialogue between the two countries in designing and producing furnishings for domestic and international markets.

potential of local production, while avoiding merely replicating the Milan event. The focus is on street installations, workshops with specially-made prototypes and scenes that emphasize the originality of local businesses in their historical context. As EFEC president’s Ahmed Helmy says, this is the first step in an ongoing project to put Egypt on the international map of creativity and establish thriving urban design in Cairo. The event is part of a three-year government plan for developing regional industry and opening to international markets. Exports from Egyptian companies are at around 65% of annual production. Though growing, contemporary furniture still accounts for a small part of the GDP.

The design week joins the seventh national furniture fair, Furnex, which brings together 200 exhibitors of traditional and modern furnishings, and Cairo Forum, an exhibition for local manufacturing with examples of the best in jewelry, textiles, carpets, glassware and potteryware. The artisan tradition is clearly a heritage on which to set the foundations of an Egyptian street of design. The exhibition and cultural events on El Muiz Street are

7. Goha è una sedia a dondolo progettata da Gumdesign per &Cairo che utilizza lastre in legno tagliate a pantografo come struttura.

8. Caretta di Gumdesign per &Cairo è un tavolo che richiama la tradizione egiziana dei carri trainati dagli asini. La superficie è realizzata con fogli di compensato di diverse dimensioni.

7. Goha is a rocking chair designed by Gumdesign for &Cairo using wooden sheets cut with a pantograph as the base.

8. Caretta by Gumdesign for &Cairo is a table evoking the Egyptian tradition of donkey-drawn carts. The surface is made of plywood sheets of varying sizes.



CRAFTING LIGHT

Lo studio Rhimal Design e Al Khatoun, una galleria del Cairo che promuove il design e l’artigianato locale, hanno invitato giovani progettisti egiziani a disegnare un apparecchio d’illuminazione che richiamasse i segni della tradizione. Le modalità di produzione sono artigianali ma i prodotti non sono né etnici né pseudo-antichi. Tra i designer, Ahmad Borham con Henna Light (9) ispirata alle decorazioni sulle mani delle donne. La lamiera traforata unita al sottile foglio di legno cambiano l’effetto luminoso a seconda che la luce provenga dal corpo illuminante o sia riflessa sul diffusore. L’oggetto richiama altresì le lanterne arabe. La lampada di Hunia Tomoum evoca invece i giochi di luce e ombra dei tradizionali Mashrabiya, i bow-window con traliccio in legno intarsiato delle case arabe.

The Rhimal Design studio and Al Khatoun, a Cairo gallery that promotes design and local crafts, invited young Egyptian designers to design a lighting fixture evoking tradition. Though the production modes are artisan, the products avoid being ethnic or pseudo-antique. One of the designers, Ahmad Borham with Henna Light, was inspired by the decorations on women’s hands. Perforated sheet metal are combined with thin sheets of wood to vary the lighting effect depending on whether the light comes from the fixture or is reflected off the diffuser. The piece also references Arab lanterns. The lamp by Hunia Tomoum evokes the interplay of light and shadow of traditional Mashrabiya bow windows with inlaid wood latticework, common in Arab houses.



7

8

9