



AGUMENTED REALITY CATALOGUE



Scan for Agumented Reality image

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It expresses gratitude and appreciation to the Graphics and Media Arts department alumni who volunteered to accomplish the project's social media campaign work:

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INTRODUCTION

Egyptian Inherited handcrafts and materials are a deeply rooted authentic value that we are specialized with, but such a topic lacks ambience and utilization, our main goal as MSA is to project such a handcraft to a variety of proposed functions, with a special value proposition that gives each piece it's own persona, in order to implement an advanced image of the handcraft as a collective idea that validates it's importance and utilization.



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Beach easy chair and table in different sizes

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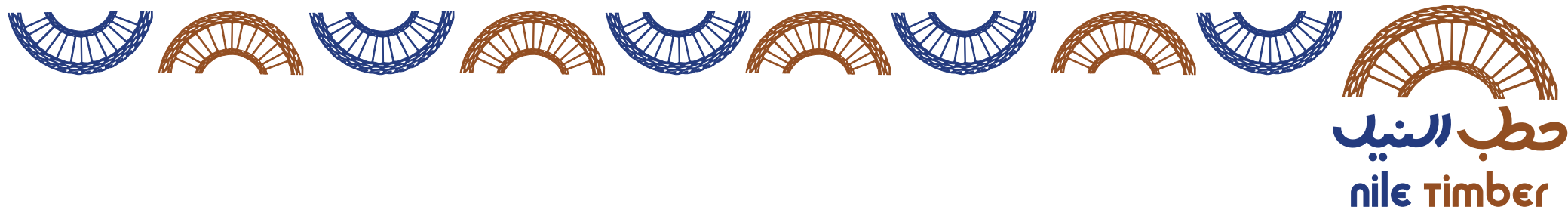
Modular lighting set composed of 4 lighting units



03

Bar set

Bar Chair and table for both outdoor and indoor spaces



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Partition

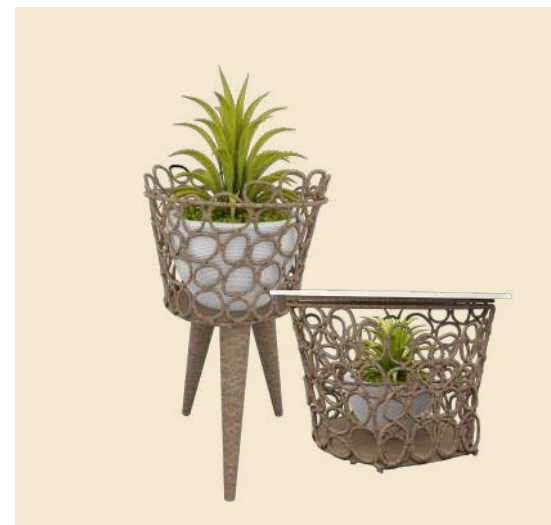
Dynamic rotational space divider



05

Sliding door

Sliding closet door with several benefits



06

Plant pot & side table

Durable with different functions side table and plant pot

The story of the "Handicrafts Development Competition" goes back to 2021 when the presidency, after series of successful editions of Turathna®, proposed running a competition among universities' seniors to develop handicrafts.

In 2022, the Medium, Small, and Micro Enterprises Development Agency, MSMEDA, took the initiative along with donor programme "Employment for Youth in Egypt (EYE)- Providing a Reason to Stay" of UNDP, to gather universities with artisans of 1-3 handicrafts clusters to compete over developing the crafts from designs, products, and marketing perspectives.

This first edition of the competition has been run under the supervision of HLB-Egypt Makary consulting, the competition's consultant. And it has been run in two promising handicrafts clusters: the distinguished seashell inlay works in Saqyet Al Monqedi in Monofeya governorate and Henna plant timber works in Meet Kenanah in Qalubiya governorate.

In each cluster, five universities and five workshops of high craftsmanship have competed over producing best designs, products, and marketing tools of their own.

The competition aimed at merging between the academic knowledge of universities' seniors and the craftsmanship of clusters' workshops, where in each cluster, the five teams, each team comprising of a workshop and a university, were contesting through developing their own innovative designs, products, and marketing plans. Hence, each workshop cooperated with universities' high-achiever senior designers and marketers with fresh innovative ideas to win the competition.

The results are the developed products exhibited during this edition of Turathna, the new market segments penetrated with these products, and the innovative ideas of the youth participating in the competition got manifested and their capabilities got built for labor market.

Future editions of the competition are expected to include more handicrafts clusters and more universities seniors.

Chair & Table

01

Chair & Table Set

Set



Beach Chair

Dimensions:

W: 70 cm

L: 68 cm

H: 45 cm or 25 cm



Inspired from a craft-man that was noticed intetwining firewood's sticks together, and he was sitting inside the bowl-shapes firewood piece

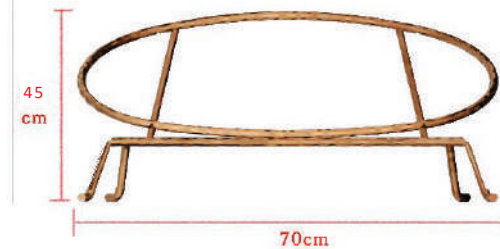


Beach Easy Chair

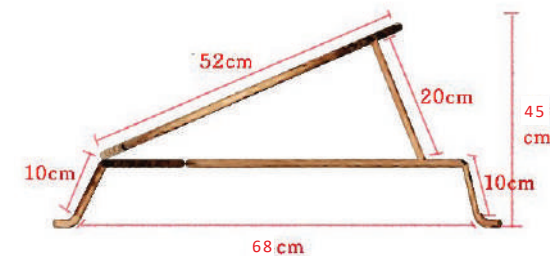
This led to its transition towards being an actual armchair that was presented in a two-piece product, one that's low, made as a beach seat, and the other one is the standard armchair formula



Front view



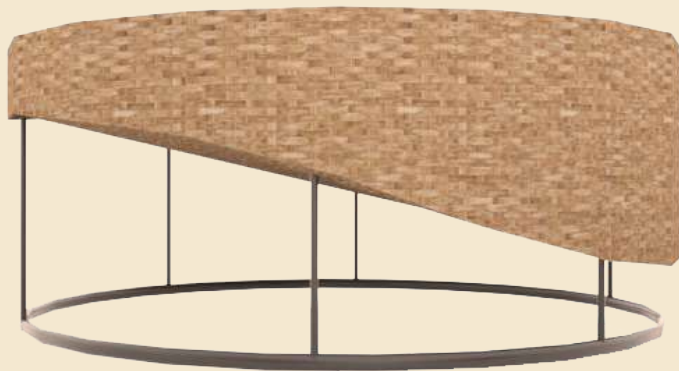
Side view



Table

A functional approach for Round Table
Designed in a way that represents the motion
in a simple way by the use of Hatab el Hena
with its two shades.





Design Message

As minimal as possible, straight to the point, achieving the needed function.1-Can be used in Indoor spaces or outdoor spaces.

Dimensions

R: 60cm , H: 40cm.
(Customized Height Dimensions).

Lighting

02

Lighting Set

Set



Lighting Set

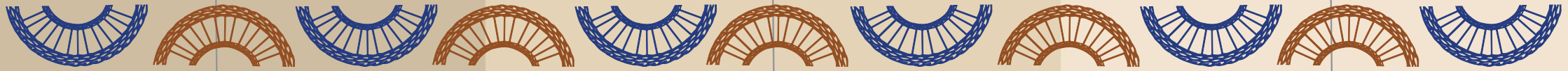
Pushing the boundaries of the firewood's regular conception with the implementation of intertwined formations and colors in order to reach an evocative strong aesthetic value in the form of a pendant lighting unit. It can be used as Pendant, wall lamp, floor lamp, and table lamp.

Dimensions Varies according to each piece, average dimensions:

L: 15cm, W: 12cm, H: 20cm



Lamp 1



Lamp 2



Lamp 3



Lamp 4

Bar

03

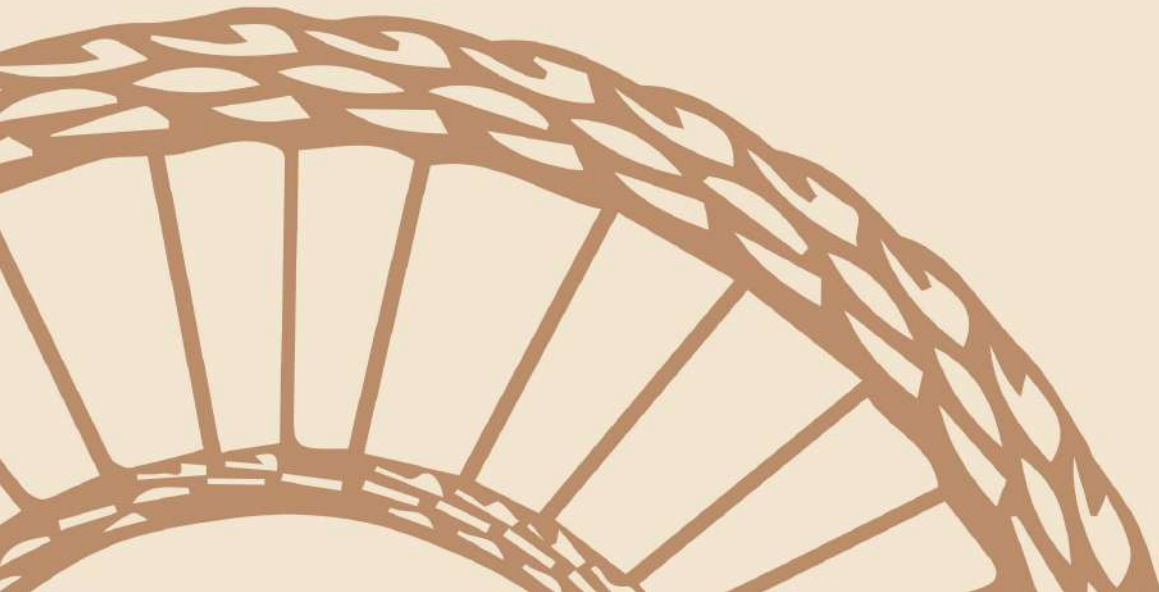
Bar set

Set



Bar chair

Karnak side table & Bar chair is inspired from pharaonic spiritual historical wings of Horus bird showing curves which gives a smooth and calm mood to the space. Also, Hattab Henna used as a material which is environmentally friendly. Giving originality to the Egyptian industry, reusing historical materials in new ways, and remarkable historical development. And the use of new methods to connect the Hattab henna threads together, which are inspired by the interconnection of the Wicker material, which gives a sense of modernity.





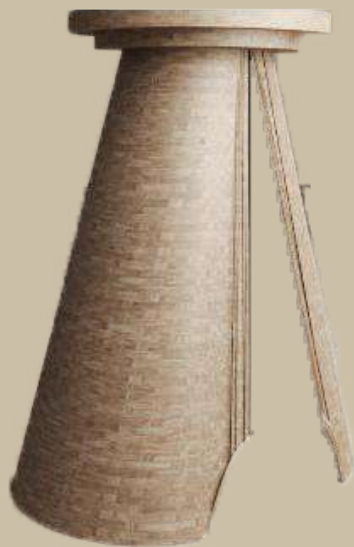
Design Message

Giving originality to the Egyptian industry, reusing historical materials in new ways, and remarkable historical development. And the use of new methods to connect the Hattab henna threads together, which are inspired by the interconnection of the Wicker material, which gives a sense of modernity.

Dimensions

W:50, L: 50, and H:90 cm

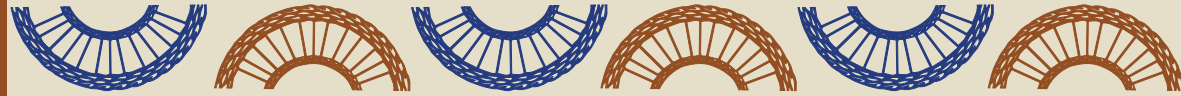
(Customized Height Dimensions).



Bar table

A functional approach for High Table design with the raw materialistic look & feel of Hatab El-Hena with connection of natural wood that represent the sustainability concept.





Design Message

As minimal as possible, straight to the point, achieving the needed function as a regular High Table with the firewood's look & feel Can be used in Indoor spaces (High table corner, or Open kitchenette) or outdoor spaces



Dimensions

L:80 cm, W: 30, H: 100cmDiameter 30cm

(Customized Height Dimensions).

Separate

04

05 Separate Units

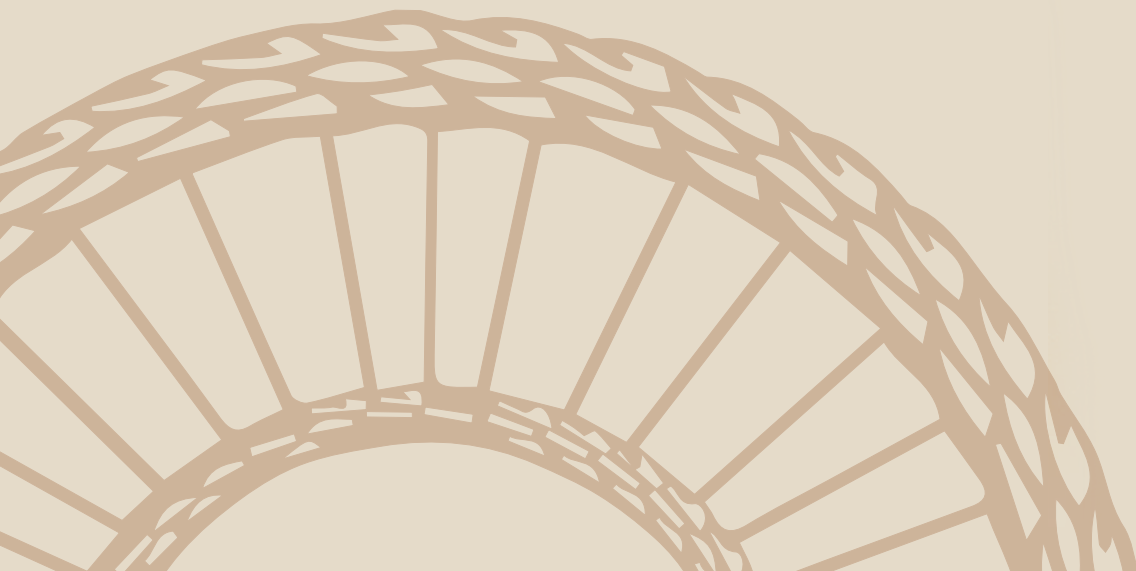
06

Units

04

Partition

Implementing a dynamic rotational locomotion twist as a functional approach intertwined with the raw materialistic look & feel of firewood, introducing the inherited local material to a new target audience, whilst experimenting with the limits of firewood. Form & Shape is as minimal as possible, straight to the point, achieving the needed function as a regular space divider with the firewood's look & feel.



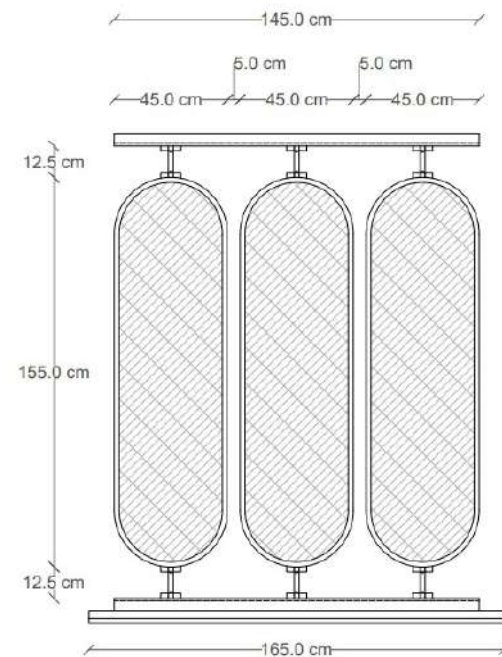


Design Message

Firewood isn't far from being a major material that can be potentially used for multiple functions, giving the raw wooden look & feel is something that a variety of people regularly search for, and our aim with this unit is to test how would it be like if firewood was used a partition.

Dimensions

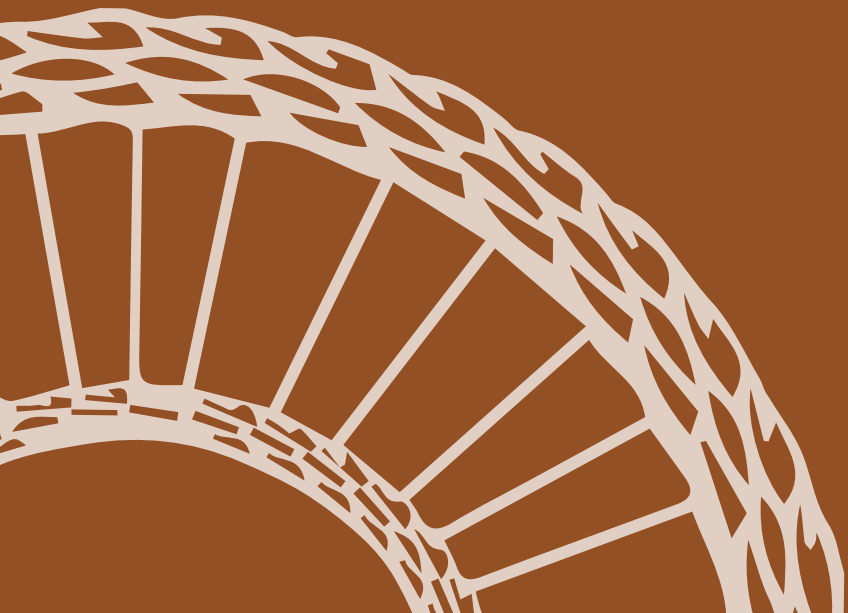
L: 165cm, W: 12m, H: 170cm



05

Sliding door

Introducing a new function to firewood as a sliding door, which is directly attached to the authenticity of natural textures, and also being a passive shading system that helps containing the heat coming from outside and preserving the temperature from the inside.



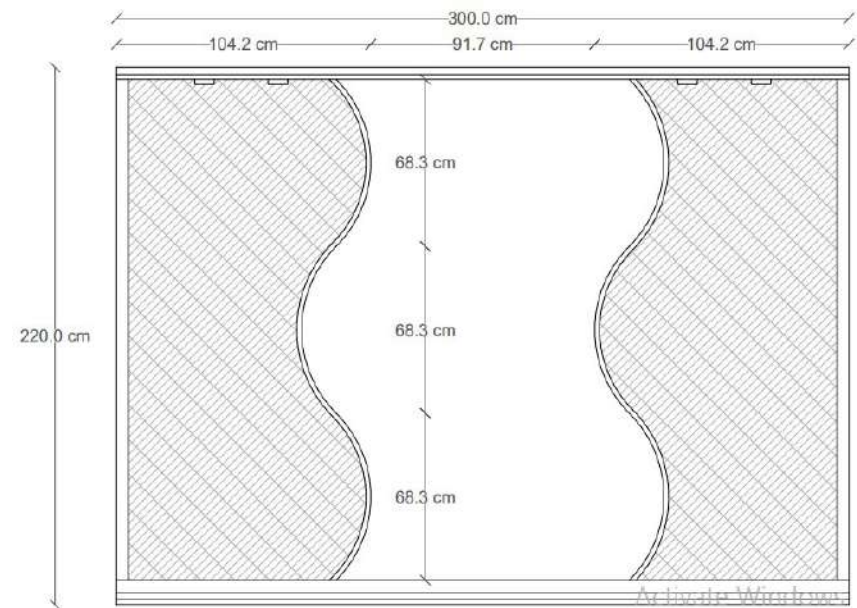


Design Message

Pushing the boundaries of the firewood's regular conception with the implementation of intertwined formations and colors in order to reach an evocative strong aesthetic value in the form of a pendant lighting unit.

Dimensions

L: 300cm, W: 12m, H: 220cm



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06

Plant pot& table

The concept of this design is inspired from round figures that were used in Ancient Egyptian history that represents both Elegance and Transparency. Colors also served as symbolic purposes, as they tended to be very expressive. As ancient Egyptian arts were regarded as ubiquitous and almighty figures. Transferring Hatab El-Hena into modern and unique styles. It can be used in Indoor spaces or outdoor spaces.





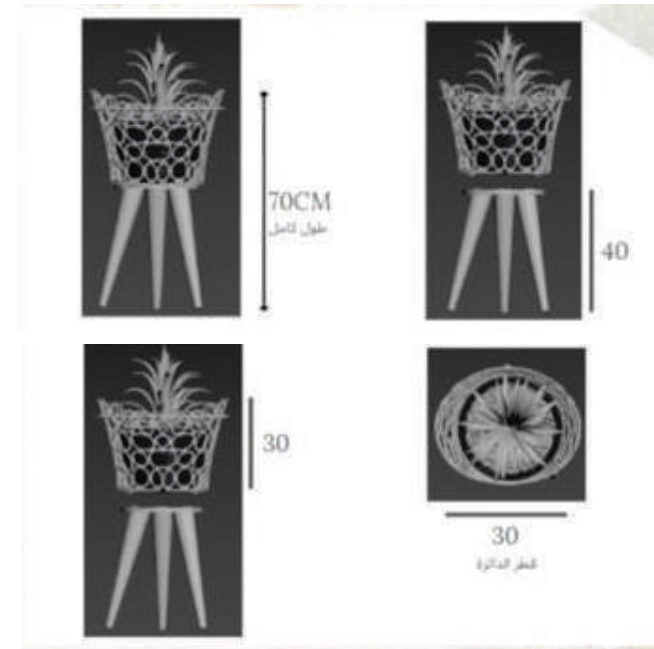
The units:

Plant Pots: Represent the plant in a way that connects the plants into nature vibes.

Side Table: Durable with different functions side table, & shows the inside decorative piece.

Dimensions

H:70 cm, Diameter 30cm (Customized Height Dimensions).





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