



**Under the Auspices of the Egyptian Ministry of Antiquities and Under the patronage of UNESCO,
Art D'Égypte organises its Third Exhibition in Historic Cairo's El Mu'iz Street**

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"The exhibition aims to promote Egypt's central role in contemporary art; we are a cultural operator bridging the gap between sustainable development and artistic mobility with the overarching goal of making art accessible for all."

Founder & Curator Nadine Abdel Ghaffar

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Reimagined Narratives

17th October – 9th November 2019

Introduction

Art D'Égypte is pleased to present *Reimagined Narratives*, the third in a successful series of annual art exhibitions to be held at different heritage sites across Egypt. Curated by Nadine Abdel Ghaffar, this third annual art exhibition will be on view for three weeks from mid-October along El-Mu'iz li-Din Allah al-Fatimi Street in the UNESCO world-heritage site of Islamic Cairo.

In October 2017 *Art D'Égypte* held its very successful inaugural exhibition *Eternal Light* at the Egyptian Museum in the heart of Tahrir Square. *Nothing Vanishes, Everything Transforms* followed in 2018 at Prince Mohamed Ali Tewfik's Manial Palace with art pieces occupying the historical site for a whole month.

This year, *Reimagined Narratives*, held under the auspices of the Egyptian Ministry of Antiquities, will bring together a diverse range of 28 contemporary Egyptian artists, who will install a unique collection of their contemporary art works in what will be an experiential exhibition in 4 main locations along El Mu'iz in historic Cairo.

4 Locations on El Mu'iz: Bayt El Suhaymi, Qalawun Complex, Moheb El-Din Hall, & Maq'ad Mamay Al-Sayfi Hall

Art D'Égypte, a privately owned, multidisciplinary art consultancy, continues their innovative approach to creating a dialogue between contemporary art and Egyptian heritage. In its third year, this bold curatorial event takes place in support of heritage preservation, and to promote and conserve Egypt's rich cultural heritage. *Art D'Égypte* is proud to be working under the patronage of UNESCO for the first time this year, as we celebrate the 40th anniversary of El-Mu'iz street being inscribed as a UNESCO world-heritage site and 1050 years for the existence of Historic Cairo.

Reimagined Narratives

This year's curatorial statement explores the theme of *Reimagined Narratives*, and delves into the stories of people, places and things that have coexisted in one street for over 1000 years. Our artists were asked to visit the 4 locations at El Mu'iz - *Beit El Suhaymi*, *Sultan Qalawun Complex*, *Moheb El Din Hall*, & *Mamay El Sayfi Hall* - and to create site-specific works that elevate rather than emulate the narrative of these spaces. Each artist filtered the tales of historical truth, myths, legends, leaders and dynasties, poetry written by Naguib Mahfouz in the coffee shops of Mu'iz and endless layers of narrative in order to produce work that is worthy of living in these spaces and of interacting with the people of this historic place site full of wealth and laced with cultural significance.

The Artists

The 28 Egyptian contemporary artists showing this year at El Mu'iz are Ahmed Askalany, Ahmed El Shaer, Ahmed Farid, Ahmed Karaly, Ahmed Keshta, Amir Youssef, Daaa El Din Daoud, Farida El Gazzar, Fathi Hassan, Ghada Amer, Hany Rashed, Heba Y. Amin, Huda Lutfi, Ibrahim Ahmed, Ibrahim El Dessouki, Ibrahim Khatab, Islam Shabana, Karim El Hayawan, Marianne Fahmy, Marwan Elgamal, Medhat Shafik, Moaaz El Dmasy, Mohamed Monaiseer, Mohamed Shoukry, Mohamed Banawy, Sherin Guirguis, Tarek Naga and Yasmine El Meleegy.

****Please find each artist biography in the annex attached.***

Collateral Program

A strong educational collateral program has been organized hosting international scholars, professionals, curators and key-note speakers to talk at over 10 lectures that are open to the public.

Sponsors

Our endeavors are funded and promoted by some of the region's most notable business entities including Badya The Creative City by Palm Hills Developments, CIB, Sawiris Foundation, MO4 Network (Media & Production Partner); Fairmont Nile Plaza (Hotel Partner); BMW Group (Official Automotive Partner); Ismaelia Group; CI Capital; Orange; United Deliverers; Living In Interiors; Upsilon; CC-Plus (PR Partner); DHL (Logistics Partner); Egypt Air; Travco Group; Daghash Group; Nestle; Swiss Embassy; US Embassy; The Embassy of France; Institut Français D'Égypte; and The British Council.

The Main Sponsor, Badya The Creative City by Palm Hills Development has shown its dedication to art and culture. Their private-public partnership with the ministry of housing is not only bringing Egypt's Creative City to life, but is also supporting initiatives like ours, promoting the Egyptian art scene and sponsoring our exhibition to make "Reimagined Narratives" a reality. They have also renovated the landscape of Bayt al-Suheimy.

Art D'Égypte is also happy to have aided in creating the Sawiris Arts & Culture Scholarship (SACS) targets highly motivated, talented and socially engaged applicants, who are aware of the important role that art plays in a flourishing and developing society.

Reimagined Narratives is being read and heard about everywhere thanks to Art D'Égypte's media partners: AlBorsa Newspaper, Al-Mal Newspaper, Al-Masry Al-Youm Newspaper, Canvas Magazine,

Daily News Egypt, Masrawy, Nisf El Donia Magazine, Business Today, Al Shorouk, El Beit Magazine, MBC Al-Amal and TV5Monde.

In-Kind Donations

As part of our private-public partnership model, Art D'Egypte secures in-kind donation for every heritage site we exhibit in, ensuring that we leave the space better than when we entered. This year we are proud to announce in-kind donation from *Duravit* for bathroom renovations, *Signify* for lighting adjustments, *Orange* for free WIFI for the duration of the 3-week event and *Badya* for landscape renovations.

Art Residencies

For the first time this year and in the Egyptian art landscape, we managed to secure residences for our artists at local factories such as KAMA Iron Manufacturing, NADIM Factory, Meuble el Chark and Marmounil. These residences allow our artists to execute their vision, with all the raw materials, space and machinery required to do so.

Art D'Egypte's Impact since 2017

In its first two years of exhibitions *Art D'Égypte*, has drawn over 10,000 visitors, including a significant increase of tourist visits to *Nothing Vanishes. Everything Transforms*. In-kind donations valued at LE7.5 million where facilitated in order to preserve and upgrade historic sites where the shows take place, including integrated lighting systems. *Nothing Vanishes. Everything Transforms* saw the first collection of art pieces to be covered by SMARTIFY in the Arab region, opening the door for the use of digitizing art. Eternal Light saw international and local press coverage including Reuters, BBC, AFP, AP, France24 as well as publications such as Art Daily, Orient, Express, Le Point, La Croix.

Nothing Vanishes. Everything Transforms gained international and local press coverage by Reuters, Art Daily, Associated Press, Associated French Press, L'Express, La Croix, Harper's Bazaar, Le Point, Daily Mail, Global Times, Vietnam News, L'Orient Le Jour, CNN, BBC, Enigma, Egypt Independent, Arab News, Al Masry Al Youm as well as other industry publications.

The Cultural Awareness Program

The cultural awareness program was created to create a link between Art D'Egypte and the neighborhood of Historic Cairo, engaging the public. Its main goal is to help raise awareness to the value of our heritage and how to safeguard it. The program is under the auspices of the ministry of antiquities and the patronage of UNESCO.

The Cultural Awareness Program is divided into two sections:

The Theatre of Cultural Values - a series of theatre performances on Al Shaer street theatre in EL Mu'iz street that were tailored to convey values focusing on the importance of art and creativity, the protocol of visiting historical and artistic spaces, our history and identity. The theatre performances are in collaboration with *Nestle*, and *The Golden Theatre* of Cairo.

The Heritage Guardians - a series of workshops conducted by specialists in the fields of contemporary Art, Heritage awareness and Archeology for students of the neighborhood. The Heritage guardians will be working at the four exhibition venues, to offer guided tours and information for visitors related to the historic sites.

Attendees & Global Support

Previous exhibitions were attended by the Minister of Antiquities Khaled El-Anany, Foreign Minister Sameh Shoukry, Samih Sawiris of Sawiris Foundation, prominent archaeologist Zahy Hawas, Minister of Planning Hala El Said, Minister of Social Solidarity Ghada Wali, Lea Botros Ghali of Botros Ghali Foundation, renowned actors Yousra, Nelly Karim, and Isabelle Adjani to name a few. As well as a number of Ambassadors including Stephane Romatet the French Ambassador to Egypt.

Visitors and guests travel from some of the world's most prominent art and culture institutions to witness this unique blend of art and heritage, such as Sultan Al-Qassimi, Isabelle Adjanie, curators and heads of LACMA Museum, Prince Charles Foundation, Louvre Paris and Abu Dhabi, V&A Museum, Tate Modern among others. Our exhibition will be attended by renowned curators, collectors, archaeologists, ministers, historians, businessmen and women who will join us this year with the common interest of ensuring that the Egyptian art landscape gets the attention it deserves on a global scale through sustainable cultural development initiatives such as Art D'Egypte.

The Founder & Curator: Nadine Abdel Ghaffar

Founded in 2005 by Nadine Abdel Ghaffar, is a privately owned Egyptian multidisciplinary art consultancy and cultural operator, supporting the contemporary Egyptian arts and culture scene. *Art D'Égypte* also provides art consultancies to institutions, corporations and private collectors as well as curatorial services to artists, art centers and foundations, art projects, public spaces, museums, and art appreciators.

Initially Nadine Abdel Ghaffar organized exhibitions in Egypt and Dubai to promote Egyptian art and artists. Since 2017 *Art D'Égypte* has expanded its mission by organizing yearly exhibitions in Cairo to showcase and support contemporary Egyptian art within a historical setting. Over the last year *Art D'Égypte* has collaborated with partners to create art scholarships and artist residency programs. Public events are hosted regularly, including free talks and lectures by key players in the arts and culture landscape, to make art accessible to all. *Art D'Égypte* catalogues and documents their events in order to preserve and promote Egypt's cultural heritage, and present it to the people of Egypt and to the world