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GENESIS OF AN ENCOUNTER BETWEEN CAIRO'S ARTISANS AND PARIS' DESIGNERS

Creating design objects which reflect human stories

TakeCaire is a Label of Design Handmade cofounded by Sylvie Blanchet, interior designer and graduate of ENSAD School, and Emilie Kartsonas, architect and videographer.

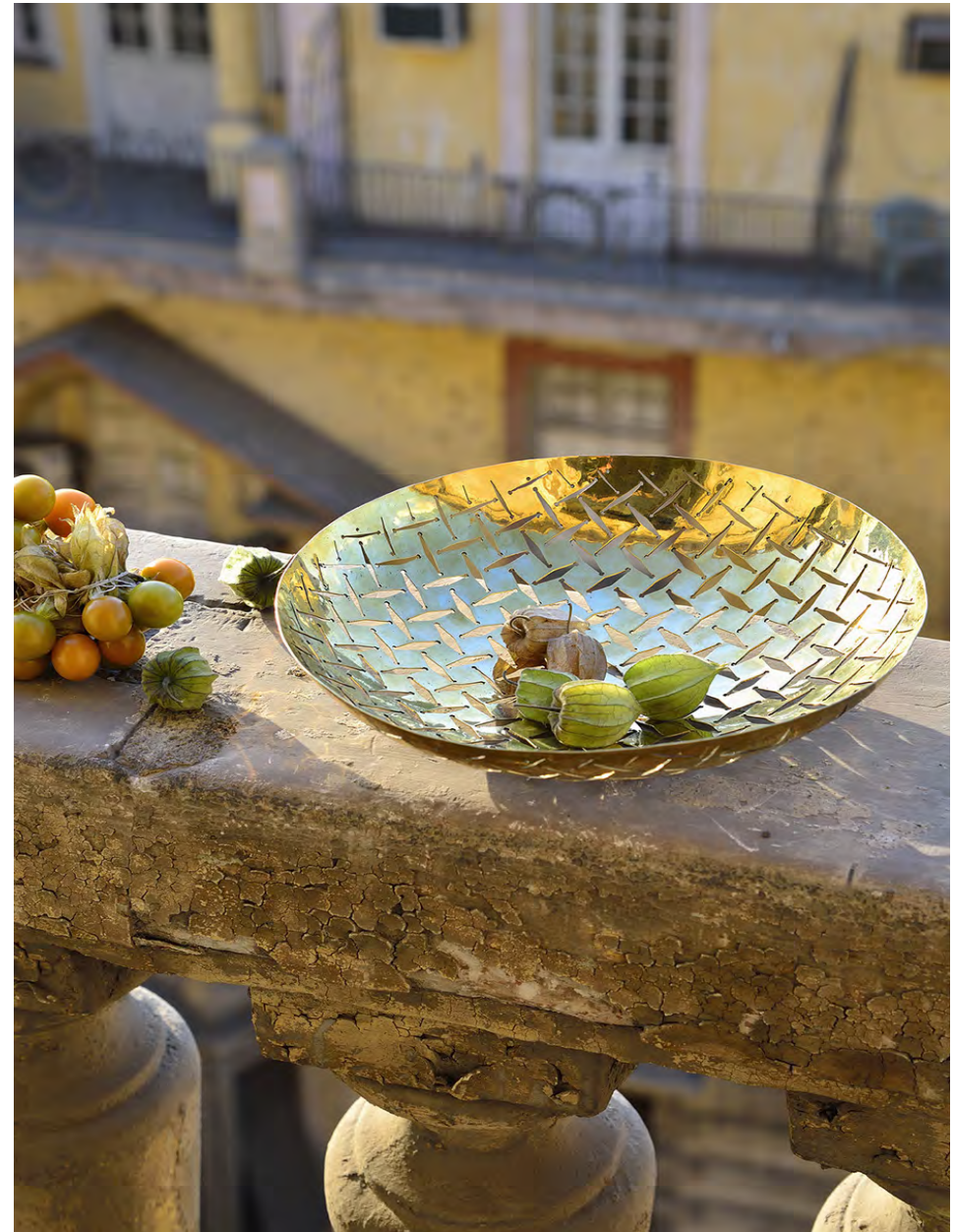
TakeCaire was born through collaborative work between artisans of Old Cairo and young French design graduates from the prestigious Ecole Nationale Supérieure des Arts Décoratifs (ENSAD) in Paris.

Sylvie Blanchet, who has been living in Cairo for almost 12 years, imagined this gathering of talents. It came upon her that the precious know-how of Egyptian artisans, their stalls and workshops, though always pre-sent in the streets of Cairo, should be more valued. During the first gathering between artisans and designers, the idea of joining their

operating principles and creations under a single design label was brought to life.

A first series of products was designed, challenging the artisans and allowing them to break determined codes of their everyday production. This first collection also allowed the designers to conceive objects inspired by a culture different than their own and target an audience sensitive to the cultural, historical and ethical values they transmit.

Today, TakeCaire is growing and expanding its presence to a wider audience.



Hyperion Cup - polished brass - design: Léo Lescop
more accessories here > www.takecaire.com/accessories.html



View from the gallery : TakeCaire' products issued from the first workshop – To see all the products click here > www.takecaire.com/products.html

GENESIS OF AN ENCOUNTER BETWEEN CAIRO'S ARTISANS AND PARIS' DESIGNERS

Creating design objects which reflect human stories

Cairo workshops, the project's keystone

TakeCaire's collections are made possible thanks to the designer's immersion inside the Cairene context and the knowledge-sharing.

These workshops aim to foster original and innovative creation with the local current craftsmanship as a starting point. Over the span of a month, the workshops follow a succession of stages catered to allowing the designers' creativity to flourish within the Egyptian context: immersion - research - conception - prototyping. The time dedicated to discovery and formal research is imperative in allowing true innovation to take place as well as challenging the artisans' approach to production.

TakeCaire organized two workshops with two different teams of young and audacious ENSAD design graduates and is exploring possibilities for the third.

Partnership with Paris Arts Deco Design School

ENSAD is famous for teaching future designers how to conceive design on both theoretical and practical levels; the school pushes at the forefront a constant awareness of opportunities presented through conceptual and creative processes. Thus, integrating exploration, understanding and assimilation methods in the design process. This leads the designers to conceive objects that are beautiful, functional, useful and innovative.

To learn more about the designers > www.takecaire.com/designers



Heba Saad, seamstress & khayameya



Naguib, khayameya artisan



Arabi Farouk, coppersmith



Mariam, weaver for APE



Sébastien Tardif



Lola Mercier



Léo Lescop



Nathanaël Abeille



Claire Bonardot



Julien Devaux



Barbara Balland



Samuel Aden



Inside the workshop of Arabi Farouk, finishing work on copper jewels from the Lotus collection. Design: Lola Mercier

COMBINE DESIGN WITH TRADITIONAL KNOW-HOW

TakeCaire is a young Edition House, a platform for the promotion of design in the Egyptian handicraft sector.

Incubator of ideas

TakeCaire's action is founded in its team's expertise in design, marketing and communication, as well as an in-depth knowledge of Egyptian craftsmanship.

The project constantly explores different techniques and materials offering a range of objects; with each item telling the story of an encounter between two talents, two countries, two skillsets, an encounter between tradition and contemporary research. Our current collections include local materials such as copper, brass, blow glass, turn wood, recycled cotton and paper...a fraction of the diversity of raw materials available in Egypt

Design through craft

TakeCaire expands the possibilities offered by Egyptian artisanal skills through an innovative approach integrating design, in all its forms, aesthetic being an end result of a collaborative work on the field in line with the artisans,

their talent, the cultural and social context of their community. Each object under TakeCaire label, integrates innovative processes and design services to the local traditional competences.

A label for sustainable design

TakeCaire is a label of quality concerned with producing handmade design, beautiful, durable, beneficial to everyone. Since 2015, TakeCaire has committed to the United Nations' Egyptian Global Compact Network, whose mission is to support the private sector's development of sustainable entrepreneurship.

www.gcnetworkegypt.org

Our work comes with a high regard to artisans who dedicate their skills to manually fabricate objects for TakeCaire. We bring environmental awareness through the use of recycled materials when possible.

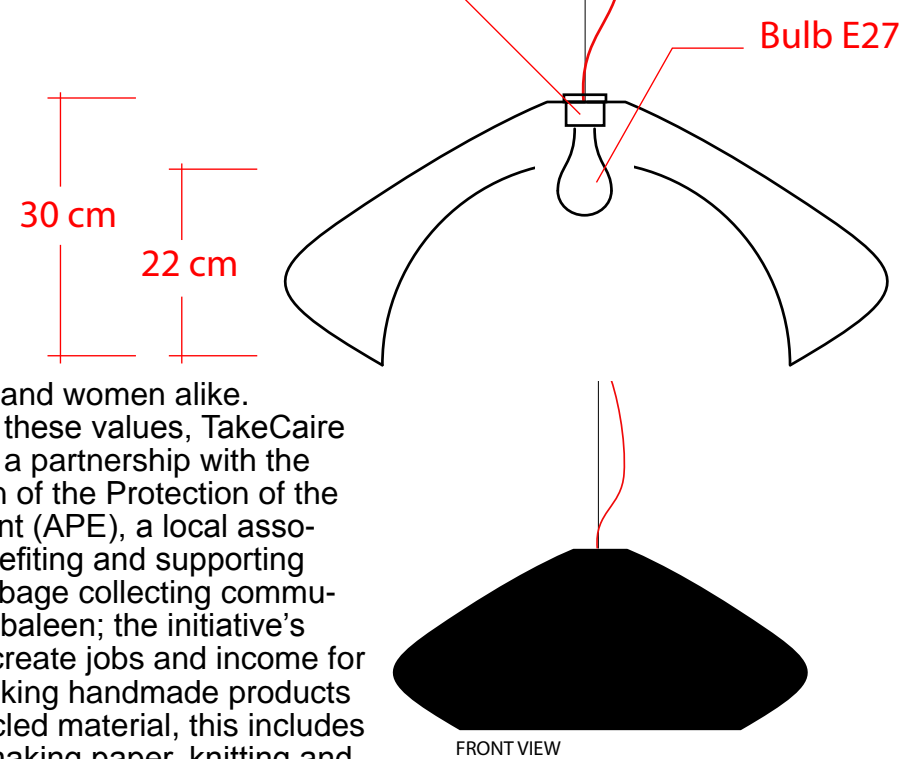
Each object is fabricated with local raw materials and by local talents, bearing in mind the empowerment of communities with which we

work, men and women alike. In line with these values, TakeCaire has forged a partnership with the Association of the Protection of the Environment (APE), a local association benefiting and supporting Cairo's garbage collecting community, the Zabaleen; the initiative's programs create jobs and income for women making handmade products using recycled material, this includes weaving, making paper, knitting and other crafts.



Drawings and detail picture of "Mystère" pendant lighting in repoussé copper.

Design: Julien Devaux- To learn more > www.takecaire.com/myst-re-myst-re.html



[link > see all collections](#)



1



2



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1. Artwork " Story Telling"
Khayameya, traditional applique technique
collection: Revolution - design: Samuel Aden
2. "Optix" cushions
Khayameya traditional applique technique
collection: Revival - design: Léo Lescop
3. Rug "Soleil" (prototype)
handwoven recycled cotton
collection: Cartouche - design Lola Mercier
4. "Naguib" stool
Diverted khayameya technique
design: Nathanael Abeille and Samuel Aden

5. " New School" cushions
Khayameya traditional applique technique
collection: Revival - design: Léo Lescop
6. " Chic&Choc" vases
Recycled blow glass and brass rings
collection: Chic&Choc - design: Julien Devaux



HANDMADE IN CAIRO

Cairo is a historical city, a megalopolis with an unimagined wealth of raw materials, used since the Pharaonic period, and diversity of traditional know-how.

Cairo, a Historical City full of unexpected resources

TakeCaire is based in Downtown nearby Old Cairo's artisanal workshops – in its backstage : A laboratory for innovation where the worlds of craftsmanship and design merge, encouraging and experimenting with new approaches to making handmade design. And in front stage : A gallery showcasing handmade design objects to the public and exposing designers and artisans to international markets through public events.

The Gallery in Downtown

As a first step towards sustaining and giving full meaning to our mission and action, TakeCaire has opened a gallery in the heart of Cairo, inside a flat facing

the Cairo Museum and within walking distance from the now iconic Tahrir Square.

Establishing TakeCaire's in a 1930's building is not a coincidence; it is a tribute to the history of Cairo, including its contemporary history, a city resolutely turned towards its future and intimately linked to the multiple layers of its past molding its social and cultural present in an ever so unique way.

The Gallery space has been made possible with the support of Al Ismaelia for Real Estate who shares TakeCaire's vision of making Downtown Cairo a cultural hub, a part of the city where creative and positive energies flow, a springboard to creativity sublimated through tradition and innovation.





Black Wall" folding screen - khayameya, traditional tone on tone applique technique
More on the folding screen and the Revolution collection > www.takecaire.com/furniture.html

AN INNOVATIVE MODEL

An inclusive and responsible model for Egyptian craftsmanship : an often informal economy and context

TakeCaire - a sustainable model

- Allowing artisan communities to evolve and fit their skills into new perspectives, while enhancing their competences through vocational and technical training.
- The integration of innovative processes and design services with local traditional know-how.
- Introducing artisans to a wide range of new local markets
- Exposure of Cairo's artisans and their communities to international markets.
- Offering young designers new challenges and opportunities to edit and diffuse their creations.

Supporting the artisans

The Egyptian market and tourism industry have been heavily impacted by recent events in Egypt; as a result, the demand for traditional crafts has decreased destabilizing the flow of income artisans rely on.

Thus, and in many respects, the project aims to support artisans

while perpetuating their know-how through an innovative approach, integrating the unique principles of the fabrication and diffusion of production.

The diffusion of these objects under TakeCaire's label, in Egypt and abroad, is essential to sustaining the initiative guaranteeing support of artisans by exposing them to new markets with tools and services that are not at their disposal. Including but not limited to: publishing, exhibitions, workshops and promotion of their productions under a design conscious label.

Contributing to the emerging talents in Egypt's art scene

Egypt is currently facing challenges that have inspired a new energy within its youth, giving rise to a new generation of artists eager to express themselves through various media while turning to a global community.

New Egyptian Design identity and French design

Design holds a place within this alternative artistic movement. TakeCaire, hence, creates an opportunity in Egypt. An opportunity through its partnership with ENSAD and the audacity of their fresh graduates' designers to intertwine French culture and design with the emergence of a new Egypt's design identity.

1. a view of the gallery in Cairo
2. "Lotus" adornment in polished brass collection: Lotus - design: Lola Mercier





raw wood seats and hand stitched upholstery with cotton fiber filling - collection Naguib - design: Nathanaël Abeille et Samuel Aden
More on Naguib collection > www.takecaire.com/naguib.html

TAKECAIRE: THE AGENDA

TakeCaire is a young Edition House, a design hub specialized in Egyptian handcrafts sector.

TakeCaire was established five years ago and has since been working towards consolidating a sustainable business model, enriching and developing their collections, as well as organizing new workshops in Egypt. 2018 marks the debut of TakeCaire's products, locally and internationally, through exhibitions and pop-up events. TakeCaire plans to extend its activities to other governorates in the spirit of embracing and exploring the various cultures and traditional craftsmanship found in Egypt.

TakeCaire is a registered Trademark of SCE Design.

Workshop #1 is illustrated in the below documentary :
[Link > Watch the movie](#)

Available collections and further information on our website :

[> www.takecaire.com](http://www.takecaire.com)

Follow us on Instagram [@takecaire](#)

TakeCaire: Key dates

- **December 2012** : Workshop # 1.
 - **April 2015** : Establishment of TakeCaire as a label in Egypt.
 - **July-August 2015** : Workshop #2.
 - **2016 – 2017** : Milestone in the development of selected prototypes and Gallery refurbishment.
 - **December 2017** : TakeCaire arrives in Paris for its first Pop-Up and shop displayed.
[Find us at > Liberty's Decoration Shop](#)
 - **2018** : Preparation for Workshop#3 and programming for international events and Pop-ups in Cairo.
 - **April 13-29, 2018** : TakeCaire is invited to curate a pop-up shop in Townhouse Gallery's Factory Space. [learn more about the event > www.thetownhousegallery.com](http://www.thetownhousegallery.com)
 - **December 3-8, 2018** : The French Institute of Egypt hosts a TakeCaire exhibition and panel discussion around slow design moderated by Sylvie Blanchet.
 - **September 6-10, 2019** : participation in Maison&Objet salon in Paris.
-



Hand stitched cup in silk organza – Heba collection
Design: Nathanaël Abeille - Explore [>www.takecaire.com/heba.html](http://www.takecaire.com/heba.html)

PARTNERS

TakeCaire received support from partners who recognize an innovative, sustainable and conscious project. We are very proud and grateful for the mutual bonds of trust and confidence.



ENSAD
Ecole Nationale Supérieure
des Arts Décoratifs de Paris



APE
Association for the Protection
of the Environment



UNPD EGYPT
United Nation Development Program



IMC
Industrial Modernization Center



IFE
Institut français d'Égypte



GIZ Egypt

Visit us on www.takecaire.com & Follow us on Instagram [@takecaire](https://www.instagram.com/takecaire) and [Facebook](https://www.facebook.com/takecaire)



Fragments Jewelry collection: This is Bombé Design : Léo Lescop
more jewellery > www.takecaire.com/jewellery.html

Cairo Showroom and office

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