



takeCaire
design . handmade

GENESIS OF AN ENCOUNTER BETWEEN CAIRO ARTISANS AND PARIS DESIGNERS

TakeCaire a Label of **Design Handmade** cofounded in 2012 by Sylvie Blanchet, interior designer and graduate of EnsAD, and Emilie Kartsonas, architect and videographer. Chloé Kartsonas, lawyer specialised in human rights, joined the team in 2015.

Incubator of ideas TakeCaire's action is founded in its team's expertise in design, marketing and communication, and most importantly in its in-depth knowledge of Egyptian craftsmanship. Sylvie is based in Cairo since over 12 years, and thus daily operational and focused on the field.

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** most of them recycled or upcycled such as, brass, glass, wood, cotton and paper...a fraction of the diversity of raw materials available in Egypt.

Since 2015 TakeCaire concern is mainly focused into the use **recycled and upcycled materials** for most of the collections. 2020 is the year for exciting "out of the box" challenges including but not limited to green waste materials, such as midribs palm tree and rice straw in our future collections.

TakeCaire is based in Cairo Downtown nearby old Cairo's artisanal workshops, with in back stage a laboratory for innovation, where worlds of **craftmanship and innovation merge**, encouraging and experimenting with new approaches to making handmade design. TakeCaire is as well a gallery open to the public, to create more awareness amongst our visitors and with the scope in a very near future to organize workshops and lectures on the importance and the role of each individual in his daily practice, in the preservation of our planet.

Committed
since the
beginning to
provide an
ethical and fair
design process





for the planet & the human

TakeCaire is an innovative model, inclusive and responsible in the Egyptian handcrafts sector, concerned with social dimensions and environmental alike.

- 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.

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.

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.

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.

In line with these values, TakeCaire contributes with local partners to the creation, innovation and diffusion of eco-responsible and products.

The majority of our objects are « Up-Cycled » objects and our objective is to become a 100% green design label.

Our objects are produced from local or recycled materials

glass, brass, reclaimed fabric, recycled paper...

and green waste

mibrids of palm leaves & rice straw





SLOW DESIGN: INNOVATION - RECYCLING - UP-CYCLING

New horizons are opened to design and designers

All over the world, design and designers move more and more toward a new approach integrating their concern to contribute to the emergency of preserving our planet, and working or integrating recycled material to their creativity.

Slow Design means create products limiting their impacts on environment, using better and less raw materials, calling upon nonpolluting processes, while thinking to the life cycle of the product. (re-cycling - up-cycling)

As to date, sustainability and eco-design alike are a contemporary approach targeting the return to the sources of product creation, that is to say, functionality defining the shape, simplicity, efficiency, speaking out of the excesses of our consumption's society and trying to give back its meaning to industrial production.

Beyond design, and generally talking, it is about a reaction to a world of overconsumption, its limits and the desire to live differently and better, slower, the growing awareness of the emergency to preserve the planet or rather to save the planet. Our design integrates the new challenges of our societies, linked to the preservation of our planet by:

- questioning the function of objects
- rethinking sustainability
- Suggest innovative services
- identify new paths to reduce and reuse waste

REduce REuse Recycle the wastes

Design from waste and reclaimed materials

Egypt abounds with recyclable materials (paper, plastic, glass, brass, copper etc.); tons of waste having of course a negative impact on the environment if not recycled nor upcycled.

However, Egyptians have the instinctive knowledge and tradition in reusing, recycling for themselves and as source of income: today the civil society moves in this urgent matter.

Early as 2015 has forged partnerships with local associations supporting Cairo's garbage collecting community, the Zabaleen, with whom designers conceived and they fabricate exclusive design products, with recycled materials.

Their initiative's programs create jobs and income for women making handmade products using recycled material, this includes weaving, making paper, knitting and other crafts.



reclaimed cotton straps



ETHICAL DESIGN
EXCLUSIVE COLLECTION
OF PRODUCTS BORN FROM
THE COLLABORATION
BETWEEN TAKECAIRE
& APE (ASSOCIATION
FOR THE PROTECTION
OF ENVIRONMENT) THAT
WORKS WITH INFORMAL
WASTE COLLECTORS OF
CAIRO KNOWN AS THE
ZABBALLEEN



RECYCLED RUGS SERIES

Design : Claire Bonardot for TakeCaire
Artisans : the women of the zabbaleen community
Collection : Recycled
Material : hand-woven recycled cotton stripes

"To create this collection of rugs, Claire Bonardot diverted the everyday practice of APE weavers by re-adapting one of their looms and developing, together with them, more complex patterns. This real exchange and knowledge sharing between designer and artisan gave birth to these genuine designer rugs."

recycled paper & cardboard



"Uphance" Pendant Lighting
Pendant lamp made of red copper finish mirror and molded recycled blue paper or jean pulp shade.
Designed by Barbara Balland and Sebastien Tardif for TakeCaire.
Supplied with 2 lm of fabric cable.
Dimensions: shade Ø 15 cm H 14cm - wire 200 cm
Collection: **UPHANCE**





recycled glass

"Mainstay" glassware collection made of recycled blown glass
DESIGNER: BARBARA BELLAND & SEBASTIEN TARDIF
 Spotted by François Delclaux at Maison et Objet



MAINSTAY GLASSES & CARAFE
 Design: Barbara Belland & Sébastien Tardif for TakeCare
 Artisan : Hassan Hachod
 Collection : Mainstay
 Material: recycled handblown glass and wood

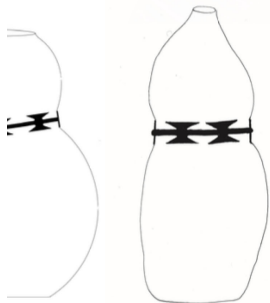
"Mainstay : a thing on which something else is based or depends. The designers duo played with the curvatures and shapes, inspired by the pillars of Ancient Egypt giving the glassware collection a feeling of robustness. The curves also allow for an easy handling of the glasses and carafe"





recycled glass

"Chic&Choc vases" made of recycled mouth blown glass and brass
DESIGNER: JULIEN DEVAUX / Spotted by François Delclaux



"CHIC&CHOC" VASES

Design: Julien Devaux for TakeCaire
 Artisan brass copper & metals : Arabi Farouk
 blow glass artisan : Hassan Hodhod
 Collection : Chic&Choc
 Materials: recycled blow glass and polished brass

"A visit to Tahrir square in 2012, emblematic of constant occupation and protest, fueled a feeling of instability. This collection of vases is an expression of such tension, where the glass, tormented by the copper, is on the edge of exploding"



Green waste

We recently initiated a collaboration with a young Egyptian startup focusing on the midribs of palm tree, a vast existing green waste reserve all over Egypt, either calling upon the traditional leaves braiding or midribs furniture making.

They also developed a transformation technique of the raw material into wood to be substituted to wood which is mainly imported for the furniture industry mass production.

They are as well supporting the women community having the traditional knowledge of braiding palm leaves in the region they operate.

Cairo ranked the second most polluted city globally after India's New Delhi. The disposal of agricultural wastes plays a big role in Egypt's air pollution. Every year, burning the rice straw results in a big black cloud covering all the capital and lasting for almost 3 months, leaving behind fatal health impacts. Due to the inability to easily dispose of the rice crop wastes, many farmers burn the straw at the end of every harvest season, despite the government's ban since 2012.

We are planning a partnership with another association takes advantage of the huge amounts of dumped rice straw and works for both humanity and the environment. It employs people with disabilities to recycle the rice straw and create paper products.

Finally stating the lack of connection between the numerous innovative and creative initiatives and projects toward sustainability committing and actively addressing the environmental and social issues, we are planning to get close to them in order to link these initiatives with our belief in the role of the design as part of the future in the preservation of the planet.

TakeCaire
a label of quality
dedicated to
produce
handmade design
beautiful
sustainable and
beneficial for
everyone.





take@Caire

design . hand made

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