



TakeCaire, the eco-responsible design brand
handmade in Egypt
Paris Design Week # 21
Palais Royal / Marais / Bastille district & Paris
&
Paris Design Week Factory

Designers, at the forefront of future trends, increasingly integrate the urgency of preserving our planet, and work to associate recycled materials with their creations.

Sustainability and eco-design, slow design, aim to return to the sources of product creation: it is the functional that defines form, simplicity, efficiency.

Beyond design, it is a reaction to a world of overconsumption that has shown its limits, as well as the desire to live differently and better, more slowly. In short, a growing awareness of the urgency of preserving the planet.

It is in this context that TakeCaire has been committed since its creation in 2013, for the planet and for people.

TakeCaire is more than a brand: it is a slow-design quality label, which reinvents traditional Egyptian know-how by creating innovative objects with the combined talents of young designers from the Deco Arts or in-house and artisans from Cairo.

« From the banks of the Nile to the Siwa Oasis: terracotta in Luxor clay, olive trees and midribs of palm leaves... ancestral know-how and practices for an eco-responsible design. »



TakeCaire: Unique and eco-responsible pieces that enhance any interior

Its ambition to always develop new collections, some of which are 100% from recycled materials, finds a particular echo in the aspirations of well-being and authenticity of the moment.

TakeCaire objects are not only beautiful, trendy and inspired, they are also rich in meaning and values. Each piece is unique because it is "handmade" in the traditional art of states by local talents.

Their originality is based on manufacturing that enhances artisanal production methods while providing a design process dimension, real added value.

TakeCaire is the editor of Design handmade in Egypt.

Chloé Kartsonas, co-founder, precises;

"Our creations are made by hand only from local materials and as much as possible, recycled: glass, brass, fabric scraps, copper, cotton, papier-mâché... Beyond the process design, the key word of TakeCaire creations, we have also rethought the sustainability of our products in order to identify possible routes for reducing and / or reusing waste. "



PDW#21 focus on TakeCaire tableware 100% slow design

For Paris Design Week TakeCaire has opted for a focus on its sublime collection of tableware in the form of an invitation to rove on the banks of the Nile and its oases with countless palm trees.

Eco-friendly tableware made entirely by hand with clay from the Nile banks of Luxor. The palm tree too, a unique green resource and an inexhaustible source of inspiration for 100% green products, which TakeCaire is looking at for new horizons at Maison & Objet January 2022



Collection « Mainstay » verre recyclé soufflé à la bouche »



Collection Arts de la Table « Hakeem »





Collection Arts de la Table « Hakeem »



Design handmade: a sustainable and inclusive model

TakeCaire is an innovative and responsible model in the Egyptian crafts sector, mindful of social and environmental dimensions.

From the beginning, TakeCaire has been committed to responsible and ethical design practice, which in recent years has taken a step forward in a slow design approach through recycling, reuse and upcycling. TakeCaire products involving recycling or upcycling are recognizable by a dedicated pictogram.

TakeCaire collaborates with actors who advocate zero waste and support the work of women and works in partnership with 100% local women's associations that support the autonomy of Egyptian women.

This model also aims to go beyond the integration of fair-trade principles, while offering the craftsman to be proactive and involved in the entire value chain of the model.



The genesis of this wonderful human adventure

TakeCaire was born from the encounter and joint work of craftsmen from old Cairo with young French designers who graduated from the prestigious École Nationale Supérieure des Arts Décoratifs in Paris. This collaborative concept was imagined by Sylvie Blanchet, who has been living between Paris and Cairo for almost 15 years.

It quickly became clear to her that the wealth of know-how of Egyptian artisans, their stalls and workshops, although still very present in the streets of Cairo, needed to be valorized.

Partnership with École Nationale Supérieure des Arts Décoratifs (ENSAD)

A common aspiration to make this initiative concrete has set up a partnership between TakeCaire and ENSAD by putting artisans in touch with young design graduates during 2 workshops / residencies, to improve the quality of their products, and encourage innovation while relying on the concept of incubation of ideas, follow-up, interaction, creation, branding and marketing.

After the creation of the TakeCaire label, a first collection of objects was created in December 2012 to highlight the technical mastery of the artisans of Cairo. They have all been able to manufacture products that break with the codes in which they stick themselves in their current production to better express the numerous facets of their talents.

The designers have given free vent to their creativity, thus giving birth to objects which are inspired by another culture and which are addressed to an audience sensitive to the cultural, historical and ethical values they transmit.

Today, TakeCaire is developing new collections in collaboration with designers from different backgrounds and local partners in synergy with Egyptian artisans, some of which are 100% eco-responsible (upcycled, recycled or natural materials such as palm trees).

Sylvie, co-founder emphasizes,

"TakeCaire brings a touch of design into the ancestral know-how of craftsmen with a double objective: to perpetuate their talents but also to make them alive and contemporary. "



TakeCaire continue their international development;

From the early beginning, the founders believe in the benefits for everyone of bringing their local project to a global scale as well: a mission, a commitment.

In Egypt, a fascinating collaboration was carried out in 2020/2021 between TakeCaire and two young Egyptians Ahmed El Leissy and Mohamed Hassan, founders of Kemetale on their new project of "Dahabeya", a traditional sailboat on the Nile.

Organizers of travel and holiday experiences, their philosophy joins that of TakeCaire: to offer travelers a unique, authentic and culturally rich experience in comfort and luxury.

"We craft tales that transcend commercial tourism, bringing meaning and value back through authentic experiences".



"ElNile" plate (Design Sylvie Blanchet) designed for the KEMETALE dahabeya and the glasses "Mainstay" (Design Barbabeb)

TakeCaire, a Franco-Egyptian start-up, is one of the rare players in the design handmade sector in Egypt with a network of retailers across the globe; Japan, Singapore, Europe, and particularly in France, a country dear to the hearts of the female founders. Retailers in France are available on the Instagram page.

TakeCaire has been participating in Maison & Objet since September 2019 and has been present on MOM Digital since August 2020.

For long-awaited return back to the scene, TakeCaire has chosen PDW # 21 and is present at PDW Factory # 21.

Invited to participate in the auction of designer's prototypes on the theme of sustainable development, five TakeCaire designer's pieces are for sale on the CATAWIKI platform, partners of PDW.

“Mainstay” collection prototypes by the designer duo Barbara Balland and Sébastien Tardif, Studio FURN, in recycled glass and mouth-blown by Khaled, a talented craftsman in Cairo, are exhibited at the Espace Communes as part of Paris Design Factory. They will be auctioned on the last day of the exhibition on September 12. The other pieces are on the CATIWIKI platform.



Carafe et verres « Mainstay » Designers Barbaseb



Tapis « Hieroglyphs » & « Soleil »
Designer Lola Mercier
Tapis « Revival » Designer Claire Bonardot



About the Dream Team: a trio of women entrepreneurs

TakeCaire is a family project that brings together three driven with passion, each involved in their own way in the creation, development and production of the collections.



Architect and interior designer, Sylvie has lived between Cairo and Paris for 15 years. In love with Egypt and its rich craftsmanship, she manages production directly in the workshops and designs new collections.



Franco-Greek, architect and videographer, Emilie lives and works in Paris, between interior renovation projects and artistic direction for the TakeCaire label.



Franco-Greek, lawyer, Chloé lives in Athens. She converted by passion to design and craftsmanship. Originally a legal advisor for TakeCaire, she now also manages customer relations and branding.

More than ever, TakeCaire is eager to offer their collections to an eclectic and curious audience and for the first time as part of the dynamic and vibrant Paris Design Week.

Ten days marked by several events to surprise, seduce and bring ever more amateurs and discoverers to new banks of the Nile.

TakeCaire participate to PDW // Palais Royal / Marais / Bastille district from September 9 to 18 in Paris 11th at Square Gardette, two steps away from the Atelier des Lumières: 22 rue du Général Guilhem. Access metro line 3, Metro station: Rue St Maur.

OPENING Jeudi 9 septembre à 11h

Working Hours POP-UP STORE

Everyday-11am-8pm

CONTACTPOPUP STORE : 06 79 11 67 38

PopUp TakeCaire PDW#1
Square Gardette
22 rue du Général Guilhem
75011 Paris

+

Espace Communes
Paris Design Factory
17 Rue Communes
75003 Paris

info@takecaire.com or DM us on Instagram

To know more :

Discover TakeCaire Designers and collections

website : <http://takecaire.com/>

TakeCaire on MOM plateforme : <https://mom.maison-objet.com/fr/marque/11060/takecaire>

Facebook : <https://www.facebook.com/takecaire>

Instagram : <https://www.instagram.com/takecaire>

Contact press : Chloé Kartsonas

E-mail : chloe@takecaire.com/ Tel : +30 69 47 622 949