



Emilie Kartsonas, "Cairo". 2012

PRESS RELEASE

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TAKECAIRE, THE ECO-RESPONSIBLE DESIGN BRAND HANDMADE IN EGYPT



Aida, Weaver for APE



Naguib, Khayameya Artisan

Combine design with traditional Know-how

Design through craft - TakeCaire expands the range of possibilities offered by Egyptian craftsmanship through an innovative approach integrating design, in all its forms, in a process of sharing skills and talents between craftsmen from Cairo (and beyond), and young French designers graduates of Decorative Arts in Paris, or Egyptians graduates from Egyptian design schools. It is a 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 edited by TakeCaire tells a story. TakeCaire explores different techniques and local materials offering a range of objects that tell the story of an encounter between two talents, two countries, two areas of expertise, an encounter between tradition and research.



Heba Saad, Seamstress & Khayameya Artisan



Arabi Farouk, Coppersmith

LABEL FOR A DURABLE DESIGN

TakeCaire has been committed since its creation in 2013, for the planet and the human.

TakeCaire has always been concerned with integrating the urgency of preserving our planet, by using as much as possible recycled or upcycled materials in their creations; copper, brass, blown glass, cotton weaving recycled by women from the Cairo waste collector's community. 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.

Chloé Kartsonas, co-founder, points out; « *Our creations are made by hand only from local materials and as much as possible, recycled or upcycled. Beyond the design process, the key word of TakeCaire creations, we have also redesigned the sustainability of our products in order to identify possible ways of reducing and/or reusing waste.* »

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.



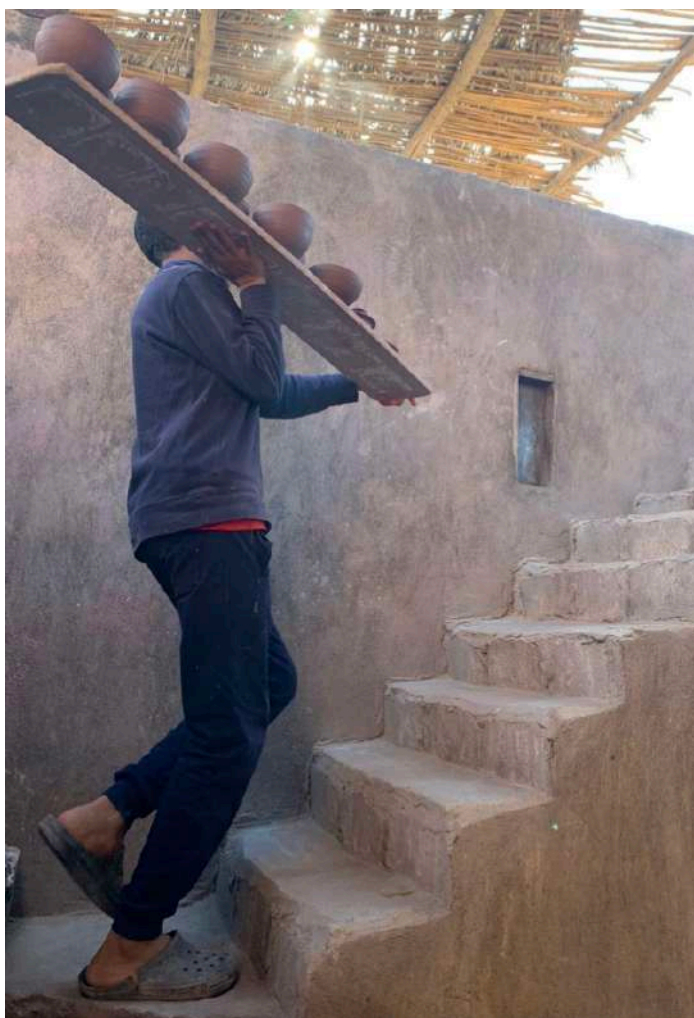
Woman hand weaving the "Soleil" rug in an APE workshop
Designer Lola Mercier - Textile Designer



Cup "Hyperion Constellation" Designer Leo Lescop



Series of glasses "Kobeyat" in mouth-blown glass



Mohamed bringing his father's work to dry to the sun on the rooftop of the workshop



Mohamed engraving the cup before glazing

In 2020, TakeCaire embarks on the distribution of the famous Fayoum pottery worldwide

& diffuses it on the international market with a new eye and an exigent selection carried out on site with craftsmen trained at the pottery school. A complicity was also established with young potters from the second generation, more inclined to explore new creations with us: in particular the young Sameh, who recently opened his own workshop with our support through orders for export market.

An immediate success! With great decoration houses such as Caravane and many others from Singapore to France & the library of Institut du Monde Arabe "IMA") in Paris..



TakeCaire selects, imagines and participates with the potters in the creation of customized pieces



Sameh starts at the rooftop of his parents home



Cup "Gamoosa" collection Ezba - photo by Maison Omani



Collection "Tounis"



Collection "Foliage"



Series Hakeem "palmier" unlimited design

TakeCaire back on Maison & Objet in Unique & Eclectic hall!

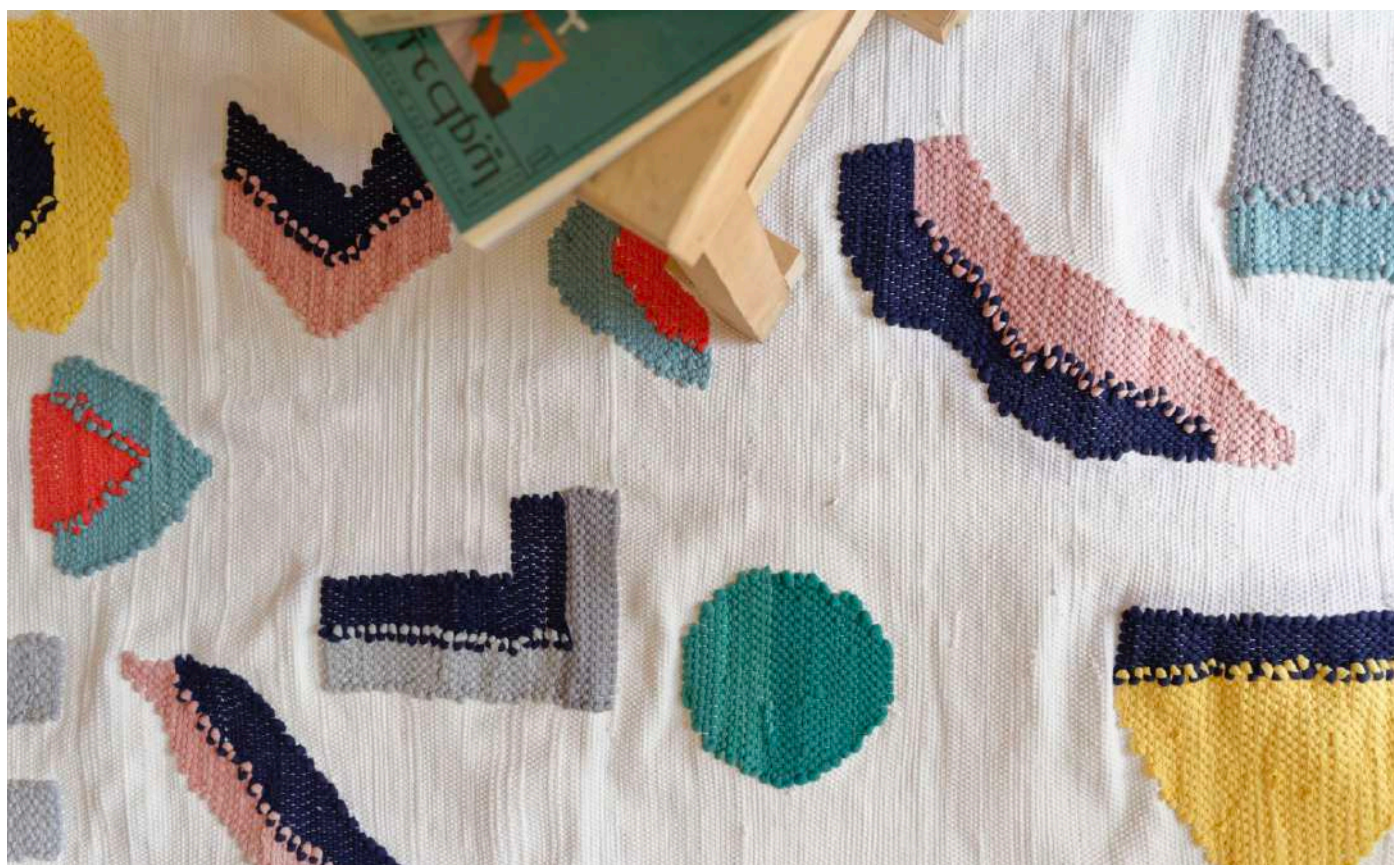
After two years of absence due to the sanitary crisis, TakeCaire is making its comeback!

TakeCaire is the only Egyptian exhibitor at the show and on MOM platform! We hope that in the near future we will be joined by other Egyptian brands.

TakeCaire, already spotted in previous editions for its commitment to responsible and sustainable innovative design. But also spotted by influencers-trend setters Elizabeth Leriche and François Delclaux with objects shown in the “What’s New” trend space, returns to M&O nourished by its passion and the eternal wealth of talents in Egypt.



Spotted by François Delclaux on “What’s New”



“Hieroglys” rug designed by Lola Mercier - Textile Designer



What's New in 2022-2023

In 2022, new steps are taken with objects designed with materials made from plastic and/or green waste:

In particular, textile materials, handwoven from upcycled plastic bags and yarn or woven palm leaves.

We start a new collaboration with Kendaka, an association whose dual mission is to economically empower the women of Badr City, an industrial zone in the suburbs of Cairo, and to upcycle waste into innovative products.

Kendaka factory, Badr City



Launch of a prototype at Badrashin, Giza



A palm tree crate spotted by F.Delclaux

TakeCaire is launching a new collection of small furniture and lighting made from the midrib of palm tree leaves

Drawing its inspiration from the implementation of an ancestral mortise and tenon assembly technique, with the requirement to respect and return to it, in the state of the art. TakeCaire collaborates with young startups: Fel Warsha Studio of young Egyptian designers & Khoos.

They have also developed a technique for transforming the raw material into wood to replace imported wood. Drawing from a vast reserve of green waste existing throughout Egypt, they also use either traditional leaf braiding or the manufacture of mid-ribbed furniture.



Palm leaf midribs

2022 POTTERY MOODBOARD



Details on Menna's burial chamber



Egyptian native woman carrying pottery pitchers



El Nazla pottery, Fayoum - Picture by Mohamed Abouzeid



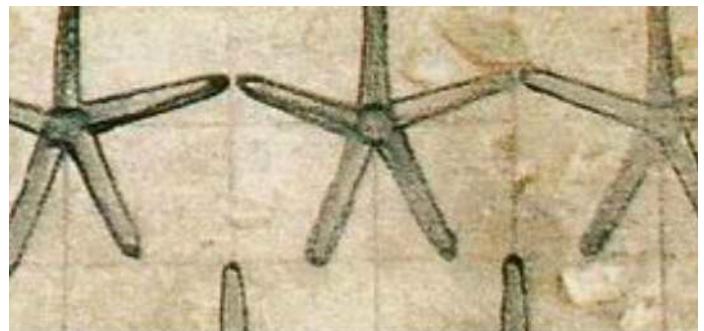
Young elegant Egyptian woman in colors of Ancient Egypt



Ancient Egyptian-inspired pots



Painted pottery jar with two side loop handles



Egyptian Pharaonic stars

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.

Sylvie, co-founder emphasizes,

« TakeCaire infuses a touch of design into the ancestral know-how of craftsmen with a dual objective: to perpetuate their talents but also to make them alive and contemporary. »

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 freedom 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 develops new collections in collaboration with designers from different backgrounds and local partners in synergy with Egyptian craftsmen, some of which are 100% eco-responsible. The next step will consist of bringing together young designers from Arts Déco in Paris and young designers from GUC (German University in Cairo) in a 3rd workshop with Egyptian craftsmen.

Our philosophy and common thread remain unchanged

Materials and know-how are explored and then merged to create functional, useful, durable and beautiful objects.

The realm of the sensible is there, always present, through the handmade work, with tangible artisanal objects made of local materials, simple and durable materials that rub shoulders with the spirit of the times but also respond to the call of an elsewhere with unique pieces finding their inspiration in an ancient civilization and culture.

This approach has come a long way among young Egyptian designers, with their overflowing creativity, exacerbated by crucial environmental issues and the intelligence to know how to find the balance between their immense cultural legacy and the new digital world as well as the awareness the role of design in all its forms, in the immediate and far future.

Our partners



takeCaire

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