

MUSEEUM

PRESS KIT / 2024

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Press Release

MUSEEUM NOMINATED FOR THE IMPACT AWARD BY INSTITUT DU MONDE ARABE IN PARIS.



CAIRO, EGYPT – September 2nd 2024 – MUSEEUM, a leading innovator in Cultural Creativity & Merchandising, based in Cairo, Egypt, is proud to announce its nomination for the Impact Award - Arab Bank Switzerland for its project **“A Present from the Past”** at the 2nd Edition of the Arab World Design Award. The awards are set to take place on September 4th, 2024 by Institut du Monde Arabe (IMA) in Paris, France. The selected candidates and the winners will display their projects as part of the ARABOFUTURS Art Exhibition in partnership with Paris Design Week, held from September 5th - September 15th.

Company Overview

MUSEEUM specializes in crafting immersive and carefully curated retail encounters within Cultural Destinations.

Recognizing the crossover of economic, social, and cultural pathways, we focused on local craftsmanship. We chose to work with natural, locally available, and recycled materials, emphasizing age-old production methods, mirroring our ancient Egyptian ancestors' way of life. MUSEEUM focuses on creating appealing, impactful products that are both functional and dedicated to preserving and celebrating our cultural heritage, with proceeds supporting local makers, non-profit organizations, and public institutions, both young and established designers, further fueling MUSEEUM's effort to sustain the creative community in Egypt both culturally and economically.



“Our heritage of ancient antiquities humbles us and gives us a sense of responsibility towards our role in preserving culture and history, helping our community pass it on to future generations. This is a core part of the culture and identity of our people and a reason to continue the strong message from Egyptians to the world.”

Founders



“I am Indjy Taher, and I grew up in Cairo, Egypt surrounded by a diverse landscape of cultural influences that ignited my passion for crafting and making. I studied design at the Fine Arts College in Zamalek - situated on an island in the Nile and home to contemporary art and culture in Cairo. This provided a rich backdrop to my unfolding journey.

Over the last 18 years, I have been dedicated to the creative fields which revealed my cultural appreciation for the eclectic and layered nature of Egypt's arts and culture. Today, I have a love for introducing new meaning and purpose to our relationship with Egyptian heritage.

My instinct for creativity and curation has allowed me to connect audiences with the arts and culture through various disciplines and settings. Converting visionary creative ideas into successful outcomes and practical realities through execution is what drives me. Bringing both my spatial and experiential work to life in a sustainable and ethically conscious way is central to my approach. And that is more important than ever.

I am Indjy Taher and I am responsible for curation and creativity at MUSEEUM.”

“I see beauty in data. For more than ten years I sat on the trading floor of global investment banks in London. There I learned to make sense of numbers, watching them flicker on screen, obeying their own rules, revealing their stories gradually.

I spent the next ten years in Egypt. There almost could not be a bigger contrast. Here stories are revealed through language, traditions and heritage — but even these obey a set of rules and norms. Just like the numbers I know so well.

MUSEEUM gives me an opportunity to marry data-driven insights into consumer behaviour and product performance, with the uniquely human stories that each piece of merchandise tells about Egypt's past and present.

I am Jaeyung Kwon, and I run finance and operations at MUSEEUM.”

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Our Project

IN HOMAGE TO EGYPT: THE TIMELESS GIFT OF BLUE

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Imagine a world without the color blue. What if this vital hue, which reflects on our skies, waters, and dreams, was absent from our visual language? The color blue has left its mark on every civilization. In Ancient Egypt, it has enhanced the depth of the visual expression. Without blue, the world would not have looked the same.

This cherished color is the result of the ingenuity of the ancient Egyptian makers and scientists. They gave the world the first synthesized color; the Egyptian Blue. This gift was not limited to Egypt, as it expanded to shape other cultures and artistic expressions across the globe.

Before this breakthrough, makers relied on the rare and costly lapis lazuli to add the coveted blue in their designs. However, this precious stone was a luxury reserved to the elites only, so the ancient Egyptians, with their inventive spirit and reverence for nature, invented a more sustainable alternative by unlocking the secret of creating the color blue from minerals extracted from the soil. By doing so, they democratized the access to this color and embedded it deeply into the fabric of the Egyptian society.

It is from the fold of these very same values of creativity and sustainability that MUSEEUM was born. At MUSEEUM we celebrate the diverse and rich legacy of Egyptian craftsmanship, with the same virtues which gave birth to the first man-made blue. Our work is not just about producing beautiful objects; but also to preserve the traditional know-how overshadowed by mass production.

The Egyptian Blue Collection takes root in the tradition of gifting which resonates across cultures. Blue symbolizes trust, loyalty, and continuity. By selecting a piece, you are not just giving a gift; you are offering a piece of history and a connection to the ancient Egyptians who first brought this color into being.

The story of MUSEEUM is an example of what is possible when locality and sustainability are at the forefront of a creative endeavor. Where the past informs the present and the present preserves the past. Let MUSEEUM offerings be your homage to Egypt—a timeless gift, wrapped in the emotive hues of a legacy that continues to inspire the world.

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