

For Immediate Release

Art Jameel launches Atelier Cairo to power entrepreneurship among Egyptian craft designers and artisans

- New platform empowers traditional craftspeople and designers through entrepreneurship opportunities
- Located in Zamalek, Cairo, the Atelier is Art Jameel's second major contribution to preserving and developing craft heritage in Egypt
- Innovative model combines business training and access to finance with a co-working space and public programme of craft workshops



Cairo, Egypt | March 18, 2018 – Art Jameel, an organisation that supports heritage, education and the arts, today launched Atelier Cairo Art Jameel, a new platform for Egyptian artisanship and design.

Bridging Cairo's vibrant entrepreneurship ecosystem and the ancient, living traditions of Egyptian craft, Atelier Cairo Art Jameel aims to support the practice of traditional arts by empowering craft designers with the tools to start or expand their businesses.

Comprising a coworking space for craft entrepreneurs, a gallery and shop for craft design, and a venue for public workshops in the traditional arts, Atelier Cairo Art Jameel will also deliver a portfolio of entrepreneurship programmes tailored to the specific needs of craft designers, including a learning programme for starting or expanding a craft business; an access to finance programme; and an access to market programme.



Art Jameel has been working to preserve the traditional arts in Egypt since 2008, when it joined the Prince's Foundation School of Traditional Arts and Egypt's Cultural Development Fund to launch the Jameel House of Traditional Arts / Cairo with a two-year diploma programme in craft and design. Atelier Cairo Art Jameel complements that programme and is providing support to a number of alumni of the Jameel House of Traditional Arts / Cairo.

Atelier Cairo Art Jameel also builds on the work of Art Jameel's sister organisation, Community Jameel, which operates livelihoods and microfinance programmes in Egypt through its Bab Rizq Jameel initiative. Community Jameel is also a founding partner of the MIT Enterprise Forum Arab Startup Competition, now in its 12th edition, and a pillar of the Arab region's entrepreneurship ecosystem, especially in Egypt, from where numerous winners and finalists have been selected. The winner of the 2017 competition's social entrepreneurship track was the Egyptian craft startup Kiliim.

Atelier Cairo Art Jameel is located at [13A Mohammed Maraashly, Zamalek, Cairo](#). To learn more about the Atelier Cairo Art Jameel and to apply to its programmes, go to artjameel.org/heritage/ateliercairo, or follow us for news at @ateliercairo on Instagram and at @ateliercairoartjameel on Facebook.

END

For more information visit www.artjameel.org and join the conversation on Instagram [@art_jameel](#), [@jhtacairo](#) [@ateliercairo](#) | Facebook [Art Jameel](#), [Jameel House of Traditional Arts / Cairo](#), [Atelier Cairo Art Jameel](#) | Twitter [@art_jameel](#)

Press Contacts

Basma Hamed
+201280532888
jhtac@artjameel.org

Jameel House of Traditional Arts / Cairo

Launched in 2009 by Art Jameel, the Prince's Foundation School of Traditional Arts and the Cultural Development Fund of Egypt, the Jameel House of Traditional Arts / Cairo is a major educational institute teaching young Egyptians classes in traditional Islamic geometry, drawing, colour harmony and arabesque studies, as well as specialised training in ceramics, glass and gypsum, metalwork and woodwork. Students are taught a two-year diploma programme, developed and delivered by the Prince's Foundation, according to the same principles and standards as the postgraduate courses of the original London school. Located in Fustat in the heart of the historic district of Old Cairo, the Jameel House of Traditional Arts / Cairo programme focuses on the preservation of local cultural heritage, including through field trips to major monuments and practical design and make projects. The Jameel House of Traditional Arts / Cairo also supports graduates seeking employment or to establish businesses in the traditional arts. Around 20 students graduate each year and join the many alumni who connect through the programme's alumni association and participate in the annual alumni exhibition.



Art Jameel

Art Jameel supports artists and creative communities. Current initiatives include running heritage institutes and restoration programmes, plus a broad range of arts and educational initiatives for all ages. The organisation's programmes foster the role of the arts in building open, connected communities; at a time of flux and dramatic societal shifts, this role is understood as more crucial than ever.

[Jameel Arts Centre](#), an innovative contemporary institution in Dubai, UAE, opened on November 11, 2018; [Hayy: Creative Hub](#), a major complex for the creative industries in Jeddah, Saudi Arabia, is set to launch in 2020.

Art Jameel's model is collaborative: major institutional partners include [Delfina Foundation](#), [the Metropolitan Museum of Art](#), the [Prince's Foundation School of Traditional Arts](#) and [the Victoria and Albert Museum](#). Locally, the organisation works with individuals and organisations to develop innovative programming that embraces both ancient and new technologies, and encourages entrepreneurship and the development of cultural networks.

Art Jameel is positioned alongside [Community Jameel](#), and complements its sister organisation's work in promoting positive social change, job creation and poverty alleviation across the Middle East, North Africa and Turkey.