

For Immediate Release

Jameel House of Traditional Arts alumni collaborate with Megawra on heritage project for children in Al-Khalifa



Cairo, Egypt | August 24, 2017 – Alumni from the Jameel House of Traditional Arts / Cairo, a partnership between Art Jameel, the Prince's School of Traditional Arts and the Cultural Development Fund of Egypt, are collaborating with Megawra, a creative hub, to provide workshops for children living in the Al-Khalifa area in Cairo throughout the month of August.

The project is part of Art Jameel's support for traditional artisans and the preservation of heritage. Graduates from the Jameel House of Traditional Arts / Cairo are working together to continue the practice of traditional arts by introducing them to children in one of Cairo's most historic neighbourhoods, Al-Khalifa. Megawra, a hub for architectural, heritage and arts projects, and which has its centre in Al-Khalifa, has invited the Art Jameel alumni to participate in the annual Megawra summer school programme, now in its fourth year.

Throughout August, the Jameel House of Traditional Arts / Cairo alumni and Megawra team are providing childrens' workshops that teach about the medieval architecture and traditional crafts of medieval Al-Khalifa. The project also aims to inspire the children through their heritage. Workshops include geometry, wire-shaping and pottery.



"Wire- shaping workshop with El-Khalifa children at the Megawra centre"

Describing the project's impact, Nermine Mostafa, one of the trainers and a Jameel House of Traditional Arts / Cairo alum, noted that the workshop raised considerable awareness for the children of their culture. "They used to see all these (architectural) patterns every day without thinking about them, but now they're starting to observe them in a different way," Mostafa stated. "They're becoming more curious about things; they're starting to trace them, asking questions such as 'what is this; where is it located; why does it look like this'. This sounds good to us, as it is the main focus of the workshop; it is not just about learning a craft."



"Pottery workshop with El-Khalifa children at the Megawra centre"

Art Jameel aims to be able to replicate the success of the project as part of its commitment to support communities through their heritage.

The workshops are open to children aged 9-12 and will continue until August 28, with wire-shaping on Thursdays, and pottery on Sundays and Tuesdays. The workshops are held at the Megawra centre at [address].

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For more information visit www.artjameel.org and join the conversation on Instagram [@art_jameel](https://www.instagram.com/art_jameel/), [@jhtacairo](https://www.instagram.com/jhtacairo/) | Facebook [Art Jameel](https://www.facebook.com/ArtJameel/), [Jameel House of Traditional Arts / Cairo](https://www.facebook.com/JameelHouseofTraditionalArtsCairo/) | Twitter [@art_jameel](https://twitter.com/art_jameel)

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Jameel House of Traditional Arts / Cairo (JHTA/C)

Launched in 2009 by Art Jameel, the Prince's 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. At JHTA/C,

Art Jameel

students are taught a two-year diploma programme, developed and delivered by the Prince's School, according to the same principles and standards as the postgraduate courses of the original London school. Located in the heart of the historic district of Old Cairo, at the Fustat Centre for Traditional Arts and Crafts, the JHTA/C programme focuses on the preservation of local cultural heritage, including through field trips to major monuments and practical design and make projects. JHTA/C 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 club and participate in the annual alumni exhibition.

Prince's School of Traditional Arts (PSTA)

The Prince's School of Traditional Arts is part of a group of charities which reflect HRH The Prince of Wales's profound interest in some of the most relevant and pressing challenges facing the world we live in today. The Prince's School has pioneered practical post-graduate degrees at Masters and Doctoral level in the traditional arts of the great civilizations of the world. The School teaches the importance of integrating the theoretical study of the traditional arts with their practical application. One of the School's main objectives is to encourage an awareness of the holistic nature of the traditional artist, whose inspiration derives from the highest sources and whose skill and dedication creates masterpieces which we can all recognise as part of our world heritage. The School's postgraduate programme based on the practice and research of the traditional arts has expanded to include the Open Programme, extending our teaching to a wider community; the Harmony Schools Programme, presenting an integrated view of the world to younger audiences; and an Outreach Programme active in more than twenty countries across five continents.

www.psta.org.uk

Art Jameel

Art Jameel is a non-profit organisation that 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.

Art Jameel's model is collaborative: major institutional partners include the Victoria & Albert Museum, the Prince's School of Traditional Arts and the Metropolitan Museum of Art; 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.

www.artjameel.org