



For Immediate Release

Art Jameel delivering month-long craft programme in Fayoum to support the preservation of local heritage

- **4-week programme provides workshops in a range of Egyptian crafts steeped in Fayoum's unique heritage**
- **Led by Atelier Cairo Art Jameel, the platform for Egyptian entrepreneurship, artisanship and design launched in 2019**
- **Located in Tunis village, free and open to children in the rural community**
- **Marking a decade of programming in Egypt, this is Art Jameel's first initiative outside Cairo**

Cairo, Egypt | July 23, 2019 - [Art Jameel](#), an organisation that supports heritage, education and the arts, is delivering a summer programme in the village of Tunis, Fayoum, that provides craft teaching and community engagement to support the revival of traditional crafts in rural Egypt. Over four weeks, the programme will engage children in the local community with workshops focusing on the unique heritage of Fayoum. The workshops include Islamic geometry, brasswork, printing, and the pottery and ceramics with which Fayoum is so closely associated in Egypt.

Art Jameel's first major project in Egypt outside Cairo, the programme is led by members of the [Atelier Cairo Art Jameel](#), Art Jameel's platform for Egyptian entrepreneurship, artisanship and design, which opened in February 2019, and includes alumni of the [Jameel House of Traditional Arts in Cairo](#), the centre launched by Art Jameel in 2009 with a two-year programme in craft and design delivered by the Prince's Foundation School of Traditional Arts, in partnership with Egypt's Cultural Development Fund.

The village of Tunis is synonymous with one of the best known traditions of Egyptian pottery and is a centre of the contemporary ceramics revival in Egypt. Tunis lies on the banks of Lake Moeris in the Fayoum oasis in Middle Egypt, where works of pottery, with motifs reflected in contemporary designs, have been found dating to the pharaonic period, when the modern city of Fayoum was called Crocodilopolis and later Arsinoë.

The summer programme is in partnership with [Expertise Consulting House](#) (ECH), an Egyptian organisation that provides vocational and entrepreneurship training to underserved communities on behalf of intergovernmental bodies, including the European Union, the International Organisation for Migration, the International Labour Organisation and the United Nations Educational, Scientific and Cultural Organisation. ECH is delivering a major programme in Fayoum under the European Union's Joint Rural Development Programme.

This is the third Art Jameel summer programme in Egypt, by which the organisation seeks to work with underserved communities and to support the preservation of Egyptian heritage. Previous summer programmes have been delivered in two historic districts of medieval Cairo: in [Al-Khalifa in 2017](#), in collaboration with the [Megawra](#); and in [Al-Darb Al-Ahmar in 2018](#), in collaboration with [Turath Conservation Group](#), an initiative centered around the historic Bayt Yakan and co-founded by Ola Said, a Jameel House alumna and tutor.



The 2019 summer programme in Fayoum also follows Art Jameel's participation last month in the World Monuments Watch Day event at the Takkiyat Ibrahim al-Gulshani, a major Sufi monument in Historic Cairo that was listed as a Watch site in 2018 by the [World Monuments Fund](#) (WMF). On June 29, Art Jameel joined the WMF, the Ministry of Antiquities and other partners to raise awareness of the need for urgent restoration of the site. The WMF is currently leading a restoration project with a team that includes Heba Hosny, a Jameel House alumna and architectural consultant. Basma Khalil, another Jameel House alumna, produced a series of ceramic tiles that mirror the monument's facade for the Watch Day event.

The 2019 Atelier Cairo Art Jameel summer programme in Tunis, Fayoum, runs until August 17 and is free to the local community. The timing of workshops is published on the Atelier Cairo's [Facebook page](#) and communicated locally.

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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](#)

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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.