



For Immediate Release

Atelier Cairo Art Jameel and Bab Rizq Jameel Egypt open new doors for Egyptian craft and design communities

- The inaugural winter fair showcases works of Egyptian design and craft
- The fair runs until December 19 at Atelier Cairo Art Jameel
- The winter programme includes business planning and financial literacy programme, delivered in partnership with Bab Rizq Jameel Egypt and open workshops with Darb 1718 offering courses on jewellery-making, traditional paper-making and Islamic art

Cairo, Egypt | December 16, 2019 - [Art Jameel's](#) platform for Egyptian entrepreneurship, artisanship and design -- [Atelier Cairo Art Jameel](#) – today launches a programme of initiatives that will open access to markets and finance for Egyptian craftspeople, designers and entrepreneurs. Consisting of the inaugural Atelier Cairo winter fair, a bazaar of traditional and contemporary works of craft and design for sale; and workshops covering business planning and financial literacy, tailored to the craft sector, with [Bab Rizq Jameel Egypt](#), the programme aims to enhance real-world skills and opportunities for designers and entrepreneurs engaged in the revival and development of traditional artisanal crafts.

Opening on December 15, the first Atelier Cairo winter fair showcases works of Egyptian design and craft, including jewellery, ceramics, veneer woodwork, and home furnishings and décor, and winter seasonal gifts. All pieces will be available for sale, and the fair is free and open to all. Participating artists, designers and craftspeople include members of Atelier Cairo and alumni of the two-year diploma programme in traditional craft and design at the [Jameel House of Traditional Arts in Cairo](#), a collaboration between Art Jameel, **the Prince's Foundation School of Traditional Arts** and **the Cultural Development Fund**. The fair runs until December 19.

Atelier Cairo is also launching its business planning and financial literacy programme, delivered in partnership with Bab Rizq Jameel, the job creation and microfinance initiative. Tailored to the specific needs of entrepreneurs and small businesses in Egypt's craft sector, the programme aims to strengthen participants' access to finance as they establish or grow craft businesses, and builds on Bab Rizq Jameel's strong track-record of supporting craftspeople through microloans.

The winter fair and the Bab Rizq Jameel programme will run in parallel to Atelier Cairo's [winter programme](#) of open workshops with [Darb 1718](#), offering courses on jewellery-making, traditional paper-making and Islamic art.

The Atelier Cairo initiative is part of Art Jameel's wider commitment to promoting heritage, education and arts around the Middle East and North Africa, complementing the organisation's programming in Cairo, Jeddah and Dubai through the [Jameel House of Traditional Arts in Cairo](#), [Jameel House of Traditional Arts in Jeddah](#), [Project Space Art Jameel in Jeddah](#) and [Jameel Arts Centre](#) in Dubai.



The inaugural winter fair opened at 7 pm, on December 15, and is open daily, 12 pm to 8 pm, until December 19 at Atelier Cairo Art Jameel, 13A Mohamed El Maraashly Street, Zamalek, Cairo. The first Bab Rizq Jameel financial literacy workshop will take place on December 22 at Bab Rizq Jameel Egypt, Cairo.

Additional information on the winter fair, training sessions and winter programme workshops can be found on Atelier Cairo's [Facebook page](#).

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

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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.

Atelier Cairo Art Jameel

Atelier Cairo Art Jameel is a 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 in 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 in Cairo.