

cairo
milano
design





CAIRO MILANO

cairo milano design

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FUORISALONE.IT



Taking over Fuorisalone.it and the newly instituted FuorisaloneTV and FuorisaloneMagazine, as well as the highly influential Design at 360° platform, part of Milano Design Week.

This is where not only direct design links are instituted between Milan and Cairo, but also between Cairo and other cities in the region and Africa, as well as between Milan and other cities in Europe and beyond. This collaboration is a launching point for the best of both cities to reach the world.

What to expect

This collaboration is aimed at benefiting both cities, where new doors are open and those engaged can gain clientele, create partnerships, start projects, and find suppliers.

- A new, dedicated space on digital media
- A two-way street of communication between Italy and Egypt
- Everyday new opportunities for all involved
- A solid network connecting key players in business and culture

A Fuorisalone Design Guide Introduction

For the 2021 Fuorisalone Design Guide, Fuorisalone.it is undertaking a new communication platform dedicated to the world of design. It will take shape as an editorial plan that is active throughout the year and two week-long events: April (18-12 Fuorisalone Design City Edition) and September (10-4 Fuorisalone Design Week Edition), both under the patronage of the Municipality of Milan.

The goal of the Fuorisalone Design Guide project is to present on a single platform the proposals of companies, designers, and collectives that are interested in taking part in Fuorisalone, both with digital content and by promotion on ground in the two editions scheduled for April and September. This unprecedented opportunity offers countless tools as well as the content, vital to maintaining relationships and networking between the public and other professionals.



2020 in Numbers

The experience gained through Fuorisalone Digital in 2020 has given way to the refinement of the tools and the communication strategy offered to each customer according to their needs. This experience has also prompted additional promotion and new project formats and new communication channels.

645 event cards, 389 brands and 681 designers registered, 156k unique users and 850k page views with 163 countries connected to the platform.

Our social media has seen 1.6M people reached on Facebook, with 35k interactions, and 3.5M total coverage on Instagram, with 100k followers and 6.5M impressions.

In 2021, we expect the community to grow even further as the world is more digital-ready than ever.

El Beit Magazine

Since our founding nearly two decades ago, El Beit has played a leading role that has echoed beyond the Egyptian borders. Today, as a household name Arabic publication, the magazine's journalistic purview has evolved to cover everything from design, architecture, and art, to heritage and gastronomy.

Today, with steady steps towards inspiring yet another generation of creatives, we continue to carve out our own role and cement it.

To inspire. To connect. To create. And to promote. All while ensuring cultural diversity is at the forefront and focusing on authenticity, passion and purpose.

As El Beit prepares to maintain its central role in its third decade, we look beyond the printed pages and find new ways to become a platform dedicated to serving the creative industry. Our goal for tomorrow is promoting Egyptian creativity internationally in truly meaningful ways.



**Who is
behind it?**

Meet the Founders



Lucas Fois

Co-founder of Zona Tortona in Milan, creative counselor and Professor of Event Design at the Politecnico di Milano, as well as promoter of the High Formation class «Kids and Toys Design».



Cristian Confalonieri

A communication and services designer, he has accumulated fifteen years of experience in the field of web design and user experience and has been a consultant for numerous communication agencies in the context of the mobile content provider, web and digital TV.



Sawsan Morad

As the Editor in Chief of ElBeit Magazine, she became the youngest person in the history of Egyptian to hold such a title. Morad's work has also appeared in Al-Ahram Daily and Weekly, as well as in the Dubai-based contemporary Practices Art Journal.

Why Join Cairo Milano Design?



EVENTS BRANDS ITINERARIES DESIGNERS TV MEETS MAGAZINE INFO

IT EN

FOCUS EVENT

"BE the Change"

A common vision, different points of view for a single path of innovation and responsibility

[Know more](#)

WE INVITE YOU TO DISCOVER

Events, brands, designer!

SELECT

389 brands

Fuorisalone 2021

Fuorisalone 2021: sei

27 . 16 . 9 . 16
DAY - HOUR - MINUTE - SECOND

RADO OFFICIAL
SWISS MADE TIMEKEEPER FOR
DESIGN WEEK

Join Cairo Milano Design on Fuorisalone.it and Fuorisalonemagazine.it

Besides the countless global networking and visibility opportunities, participation means increasing your brand awareness, reaching an entirely new stream of customers and integrating the event into your communication and marketing plan.

This is where you can have a clearer vision of your brand identity and its place in the world by positioning it among leaders in the industry by taking part in a renowned event, the world over, especially with the expansion of our network with the new [Chinese](#) and [Japanese](#) editions.

The new Fuorisalone.it platform

Overview of the new *Fuorisalone.it* offer with definition of tools, communication channels and content distribution methods between Italy, China, Japan and **now Egypt**.

Fuorisalone.it is at the heart of the system, organizes and presents the contents that are proposed in the two new tools and distributed through social channels and the magazine.

NEW TOOLS 2020

MAIN PLATFORM

NEW PROJECTS
DISTRIBUTION CHANNELS

F® **FUORISALONE**
MEETS
www.fuorisalone.it/meets

F® **FUORISALONE**
SOCIAL
Instagram / Facebook / Newsletter

F® **FUORISALONE**
JAPAN
www.fuorisalone.it/japan
www.fuorisalone.jp

F® **FUORISALONE**.IT
www.fuorisalone.it

F® **FUORISALONE**
TV
www.fuorisalone.it/tv
www.fuorisalone.tv

F® 米兰设计周 **FUORISALONE**
CHINA
www.fuorisalone.it/china
Wechat, Weibo

F® **FUORISALONE**
MAGAZINE
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F® **FUORISALONE.IT** 

The image is a composite with a strong yellow color cast. On the left, a bronze lion statue stands on a stone pedestal, facing right. To its right, another lion statue is shown in a more dynamic, possibly reclining or roaring pose, also on a pedestal. In the background, a tall, ornate cathedral spire rises into the sky. The entire scene is overlaid with the text 'BRAND STORY' in a large, bold, white sans-serif font at the bottom.

BRAND STORY



We looked at the city today ,what inspires designers and what makes Cairo a special place for design. Egypt's capital is known for the site of the iconic Pyramids and the Great Sphinx but there is so much more to Cairo. It is the seat of pharaohs and sultans, the prize of conquerors from Alexander to Saladin to Napoleon, etc. that make up the city today. Cairo today is a dazzling, intoxicating, vibrant, multifaceted, colorful, loud, chaotic city.

Designers take Cairo with all its flaws as their muse and as their source of creativity. The city's zeitgeist is reflected in their often satirical take on the absurdities that make up contemporary Cairo. - The Kitch, the clutter, the chaos and the fact that there are no rules, the non uniformity, the diversity.

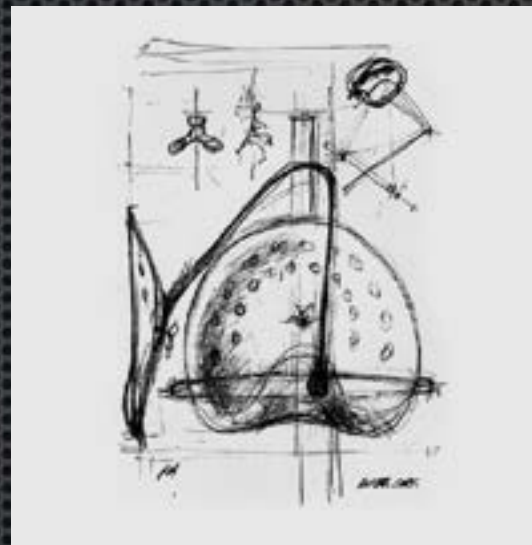
We were inspired by design elements underlying the overwhelmingly rich Cairene environment- elements found most commonly in the streets and everyday life: patterns, textures, colors, symbols, illustrations to create the logo of Cairo Milano Design







Narrative | Cairo meets Milano – The City of Design



cairo

UNCONVENTIONAL FLAIR

milano

INDUSTRIAL FLAIR

A typeface that captures Cairo's unconventional flair and Milano's industrial flair, bridging the two cities together- Kanun is bilingual font inspired by industrial signage and mechanical stenciling. The standards of Arabic street signage do not offer a solid starting point, instead the font explores different structures of the Arabic script rather than referring to a specific style. The strokes are split into separate layers and while the gaps are generally systematically positioned on the central vertical and horizontal axis, they also largely follow the stroke order and the direction of Arabic writing, paradoxically to its industrial nature, thus creating a human and machine amalgam.

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القاهرة
ميلانو
للتصميم

The city of Cairo stands out for its unique choice of colors in different designs. Colors and color palettes highlight the general taste in Cairo and we can notice that most colors are saturated and vibrant. The city is a circus of loud colors.



Source: Absolute Egypt Khatt Books

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Useful Links

On the project page you can insert and view videos or any extra content such as articles published in Fuorisalone Magazine online.

To have a clearer visual understanding of this year's project, click on the example [here](#). Each individual brand and company you can clickable through the previews in each project [page](#).

Finally, we recommend you visit the project area on our site where you will be included for [2021](#).

Cairo + Milan = ?

This collaboration is aimed at benefiting both cities, where new doors are open and those engaged can gain clientele, create partnerships, start projects, and find suppliers.



Cairo on the map

Design in Cairo is often born out of necessity. Ingenuity makes way for innovative ideas to come to life. Millenia of different visual languages come together to provide very modern solutions. These, while often deeply rooted, are beginning to take the centerstage around the world for their creative approach.



Milano as a hub

Every year, hundreds of thousands in the creative industry flock to Milano Design Week as the city cements its place as a global design gatekeeper. At the center of this, is Fuoresalone as it promotes the best design exhibitions on show in Milan during the Design Week

Developing opportunities beyond both markets

In this one-of-a-kind platform, we learn more about each other's cultures and markets. Whether it's from the perspective of creating new business opportunities or simply networking and enjoying each other's company. This is where not only direct design links are instituted between Milan and Cairo, but also between Cairo and other cities in the region and Africa, as well as between Milan and other cities in Europe and beyond. This collaboration is a launching point for the best of both cities to reach the world.



Fuorisalone and Milan Design Week

Every year coinciding with the Salone Internazionale del Mobile, Milan becomes the stage for the Fuorisalone, an unprecedented and unique showcase of commercial and visibility opportunity. The skills and relationships consolidated between both over time are now strategic tools for new projects and towards opening new markets.

The numbers of the MDW 7 days

1.348

Events
in the city

800

International
exhibitors

+500k

Visitors
in the city

+19mld

Profit
in Euro for the city

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كبيست