



Embassy of the Arab Republic of EGYPT
Cultural Center & Educational Bureau
London

*The Egyptian Bureau for Cultural & Educational Affairs in
London has the honour to invite you
To*

DESIGNING CULTURE, LIFESTYLE & ECONOMICS
Talk by Ahmad Hamid, Architect

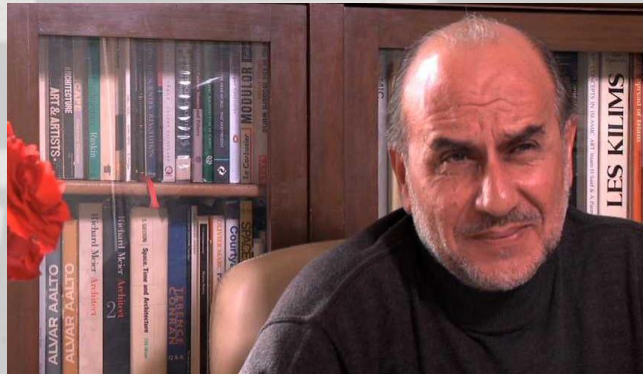


Photo of Ahmad Hamid By Brian Bragason

Modernity's insistence to make good product design a part of mass culture is something which features prominently in the architecture, interiors, products and accessories designed by Ahmad Hamid.

In this talk, Ahmad Hamid will share his vision for an economically- sustainable Egyptian design industry, and use examples of his own work to demonstrate the viability of this approach – He will discuss his integrated approach to design, the ways in which he strives for excellence in making, integrity in execution, an honest selection of material, and the aspiration of using the design process to create a 'good-life'

On Friday 8th March 2019 at 7pm Reception starts at 6.30pm

Venue

4 Chesterfield Gardens, London, W1J 5BG

Tel: 0207491 7720



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Maqsd house, Abusir, Cairo, 2006-2008. Photo by Abdulrahman Nusair 2017

After his graduation as an architectural engineer, Ahmad Hamid collaborated with Hassan Fathy at the Institute of Appropriate Technology while participating in the design team with Skidmore Owings & Merrill for the World Trade Centre Cairo.

He was one of an international group of consultants involved in the urban planning and architecture for Sadat City Egypt. He founded AHMAD HAMID ARCHITECTS as an interdisciplinary office in Cairo 1984, and since then has been an advocate of the idea of intelligent, delightful form across a wide spectrum ranging from urban planning to special limited-edition perfume fragrances. He further pursued post graduate studies in Islamic art and architecture, whose principles inspire a great deal of his work.

Ahmad Hamid has worked as a design consultant in Germany, England, Switzerland, Malaysia, Syria, Saudi Arabia, Oman, and Abu Dhabi. Over 100 articles in 10 different languages have been written about his work. He is the author of: Hassan Fathy. Continuity in Islamic Art & Architecture: The Birth of a New Modern, published by AUC Press in 2010.