

# KEMET

صنعة قديمة حفورة في تاريخنا

## Team Members



Habiba Salah Abd El-Aziz



Maria Maged Magdy



Mostafa Ahmed Hassan  
(Team Leader)



Salma Walid Salem



Yasmeen Hassan Mostafa

## Supervised by

Dr/ Suzan Mohamed

## Group Code

YAT554B\_CAI3\_DRT4\_S1\_DEPI3

## Project Overview

KEMET is a focused initiative dedicated to the preservation, revival, and modernization of ancient Egyptian popular heritage and authentic handicrafts. Our vision is to transform at-risk traditional crafts into sustainable, high-value, contemporary product lines, thereby safeguarding Egypt's artistic legacy while empowering its skilled artisans.

## Our Objective

The KEMET campaign aims to achieve three core objectives:

**Cultural:** by establishing KEMET as the key movement for the revival of endangered Egyptian folk heritage and handicrafts.

**Economic:** by driving initial sales to ensure commercial sustainability and demonstrating the market viability of high-quality, heritage-based products

**Social:** by empowering the first cohort of skilled artisans, providing them with a stable, fair income, and highlighting their personal stories to add a human dimension to every product sold.

## LOGO CONCEPT



### The Loom

The physical creation of handicrafts, which are the foundation of Egyptian heritage.

### The Eye of Horus

The profound history and the need for vigilance to preserve the ancient cultural knowledge and spirit of Egypt.

### Our Logo

The seamless integration of the (Eye of Horus) into the Modern Craft (Loom), showing that our heritage is actively being continued by today's artisans.

## LOGO



## COLOR PALETTE



Color Harmony: Split-Complementary

## TYPOGRAPHY

### Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

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### Traditional Arabic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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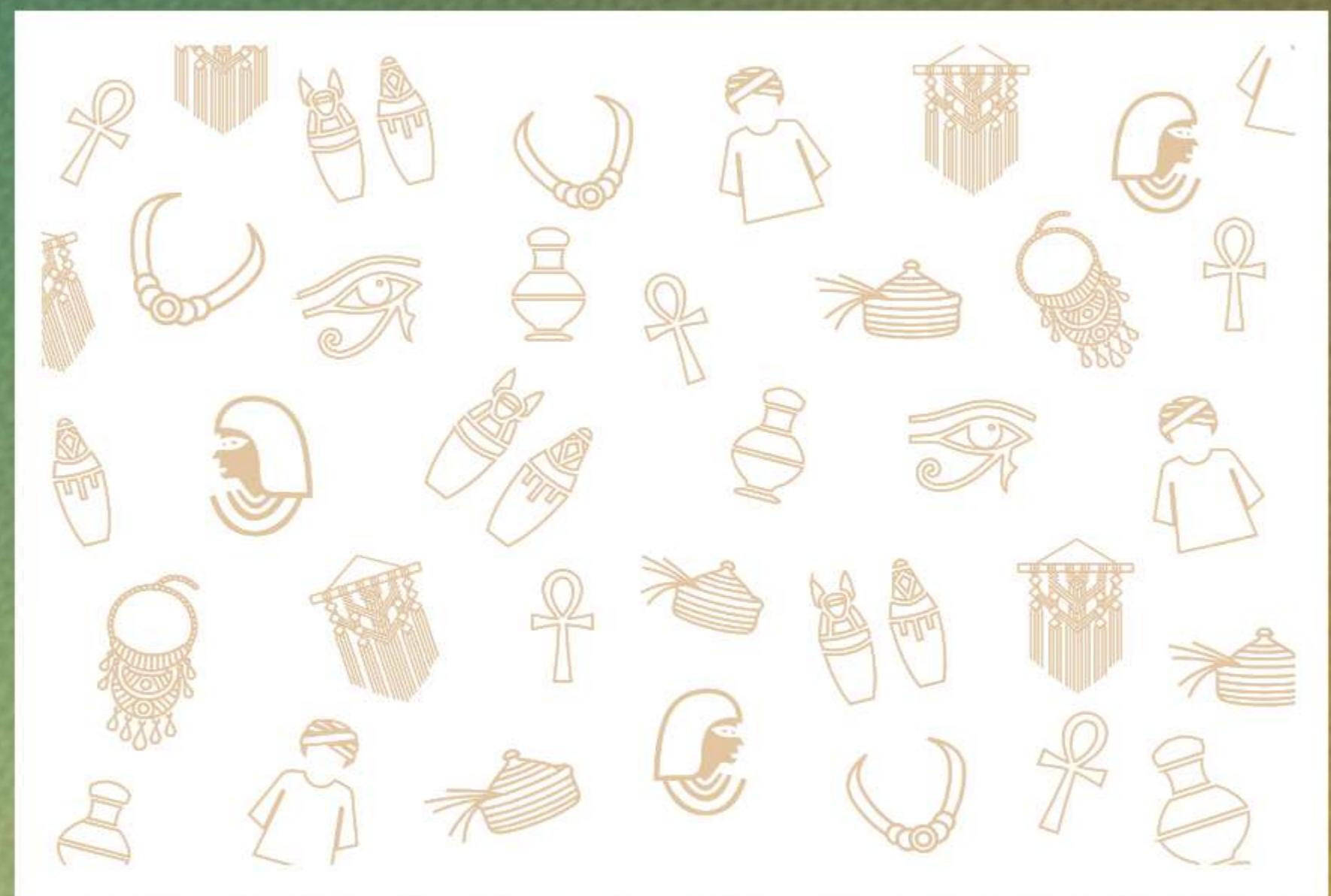
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### Farsi Simple

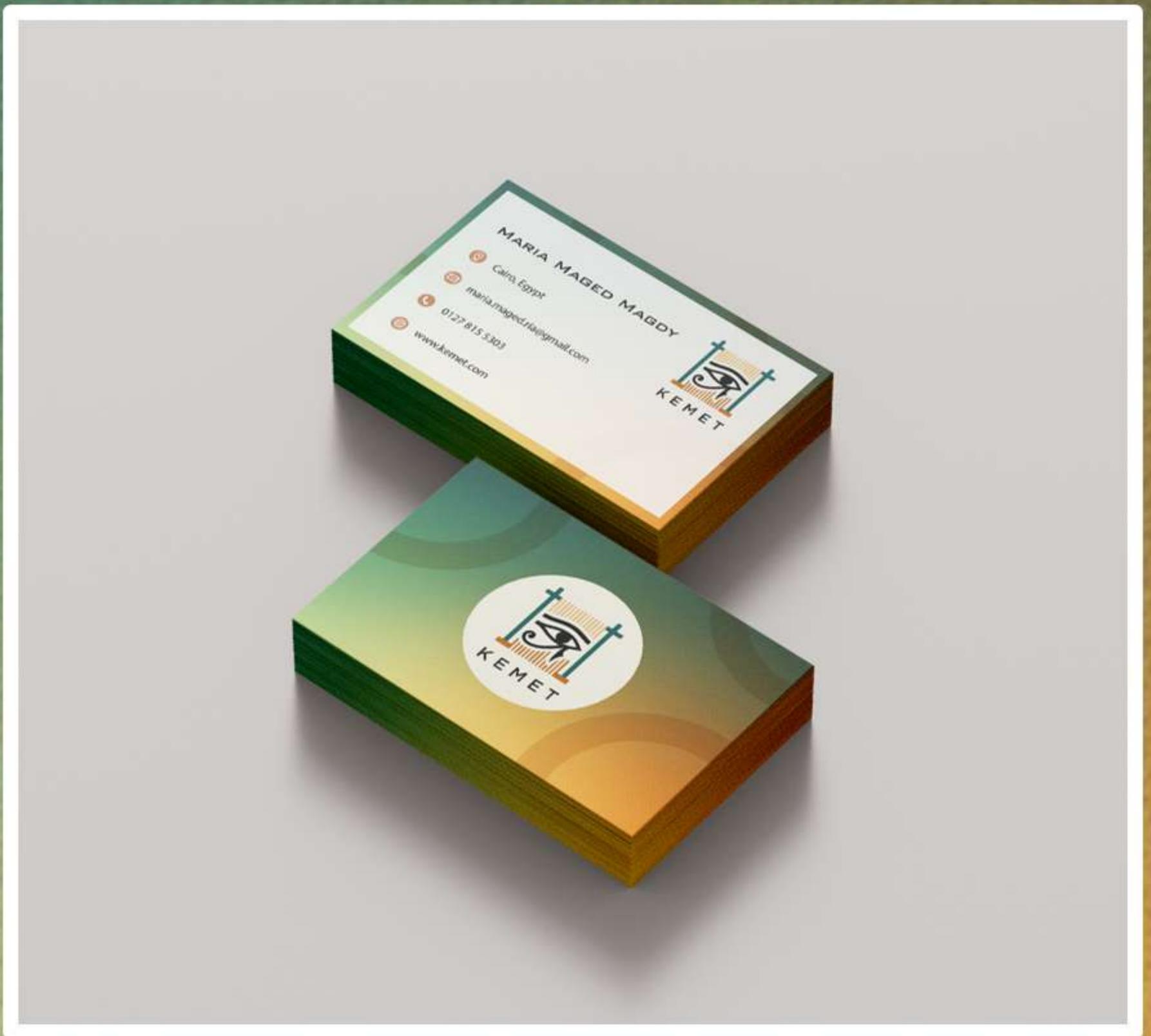
ا ب ت ش ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ک ل م ن ه و ی

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# PATTERN



## Business Card (Main Idea)



## Business Card (Other Ideas)



## Social Media Posts



## Social Media Posts



## Brochure (Main Idea)



**KEMET**

**ABOUT THE PROJECT**

Kemet aims to revive ancient Egyptian heritage through fashion, art, and handmade crafts. Inspired by the rich history and culture of Egypt, Kemet showcases the timeless beauty of ancient Egypt.

**CONTACT US**

Cairo, Egypt

Cairo, Egypt

info@kemet.com

www.kemet.com

+20 123 456 7890

Reviving the timeless beauty of ancient Egypt

**OUR VISION**

Kemet is committed to reviving the timeless beauty of ancient Egypt. Our vision is to merge history with modern creativity, transforming traditional symbols, patterns, and cultural elements into contemporary fashion and artistic expressions. We believe that heritage is a living story—one that deserves to be worn, celebrated, and reimagined.

**HERITAGE FASHION**

Our jewelry designs draw from the sophistication of ancient Egyptian craftsmanship. Using sacred symbols, geometric structures, and motifs from temples and tombs, every piece tells a story and brings the past into the present with a modern touch.

**JEWELRY ROOTED IN CULTURE**

Our clothing collections are inspired by authentic pharaonic details—from ancient zaghareet patterns and traditional motifs, to the colors and lines seen in temples, sculptures, and ancient garments. Each piece is created to reflect Egypt's unique aesthetic, blending history with modern elegance.

**ART & DESIGN**

**INSPIRED BY HISTORY**

At Kemet, every design is influenced by the depth and richness of Egyptian civilization. From the lotus flower to the Eye of Horus, from ancient carvings to royal ornaments, we reinterpret these timeless elements into artworks and designs that speak to today's generation.

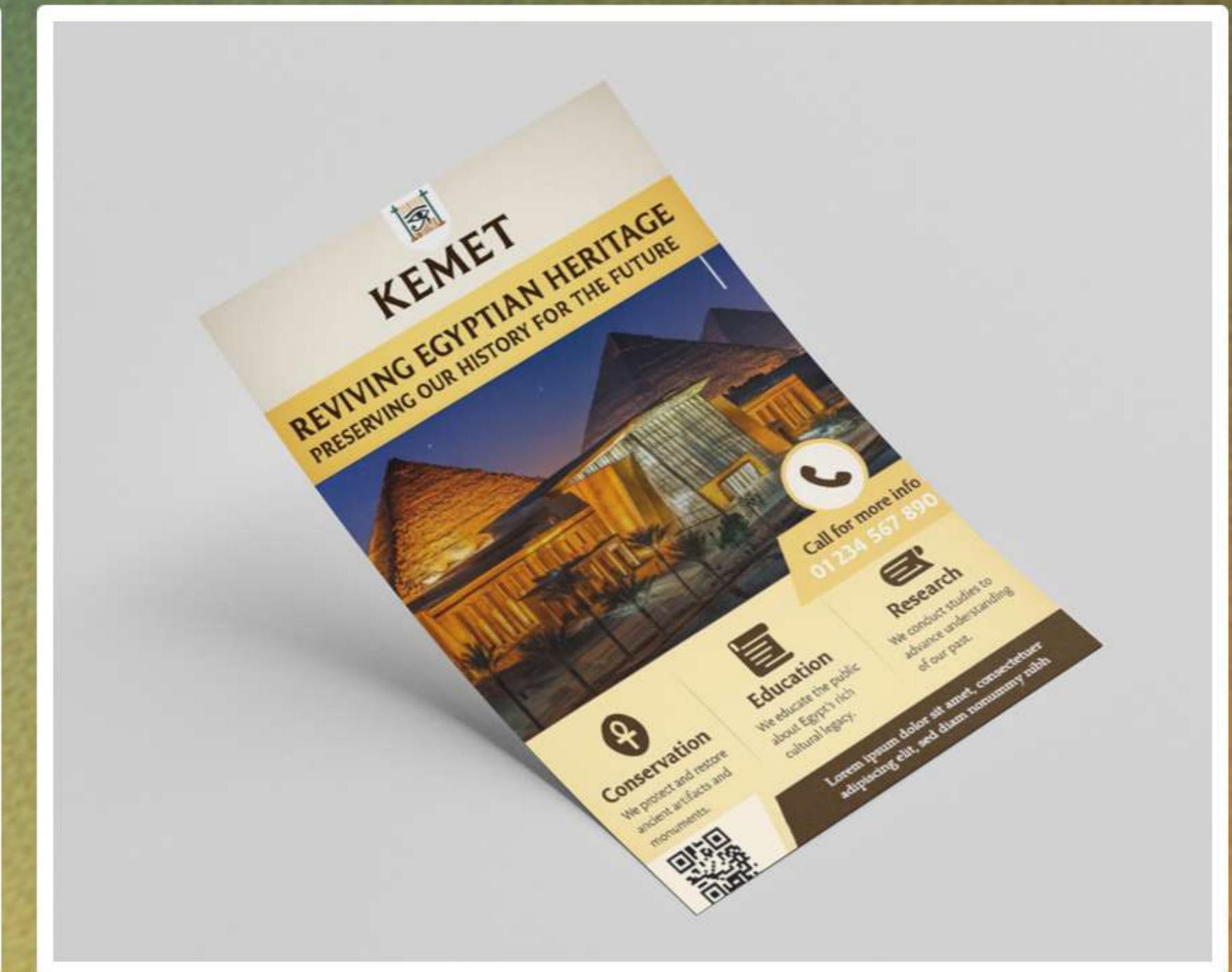
**OUR MISSION**

To preserve and celebrate Egyptian heritage by transforming its symbols, stories, and visual identity into modern creations. We aim to keep the legacy of our ancestors alive—not as history in books, but as art people can wear.

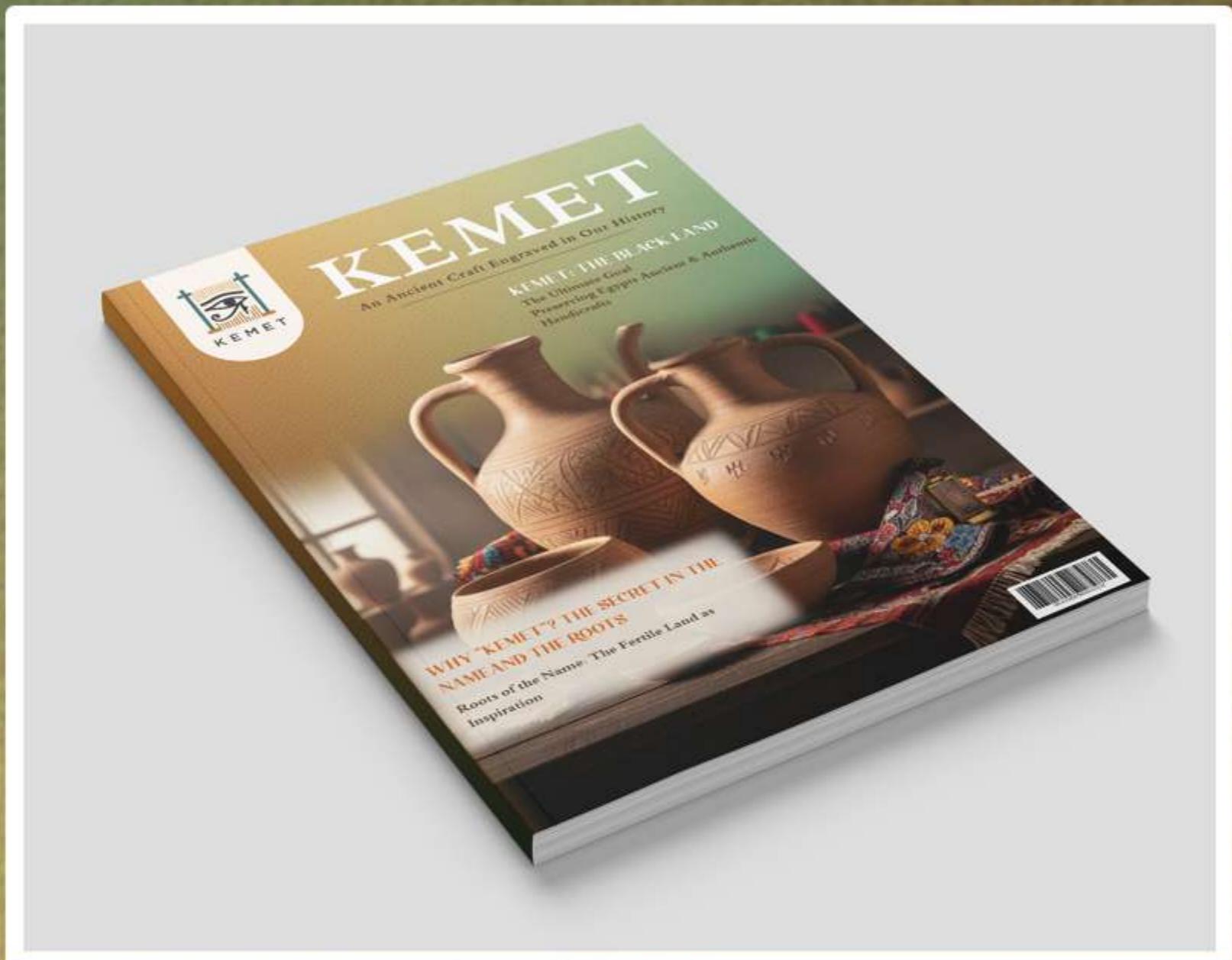
## Posters



## Flyers



## Magazine Cover



# Magazine (Flats)

## Youth Involvement in Preserving Handcrafted Heritage

Kemet strongly believes that the future of Egyptian heritage depends on the energy, passion, and creativity of young people. Today's youth play a crucial role in keeping traditional crafts alive—not only by learning these skills, but also by reshaping how they are seen by modern society.

Through Kemet's workshops and cultural activities, young participants are introduced to the stories, techniques, and cultural importance behind each craft. This connection helps them appreciate the deeper value of handmade art beyond its appearance. By volunteering, engaging in community events, or collaborating with local artisans, youth help spread awareness about the beauty of Egyptian craftsmanship. They bring fresh ideas, new design perspectives, and a modern touch that can transform traditional crafts into trendy, contemporary products.

Involving youth is not just about preserving the past—it is about inspiring a new generation to carry forward Egypt's artistic identity with pride, creativity, and innovation.



Young people are at the heart of Kemet's mission to revive and sustain Egypt's handcrafted heritage. Their curiosity and eagerness to learn bring a fresh spark to traditional arts that have been practiced for generations. When youth engage with handmade crafts, they don't just learn a skill—they reconnect with the cultural identity of their ancestors. Kemet encourages young creators to experiment, blend modern design trends with classic techniques, and reinvigorate heritage in a way that speaks to today's world. By doing so, they help transform old crafts into dynamic, market-ready products that appeal to both local and international audiences.

Through participation, youth become ambassadors of culture, spreading awareness, supporting local artisans, and ensuring that the story of Egyptian craftsmanship continues to evolve with every generation.



## Protecting Endangered Crafts for Future Generations



One of Kemet's most important missions is safeguarding traditional crafts that are at risk of disappearing. Many of these crafts survive today only through a small number of skilled artisans, making them extremely vulnerable.

Kemet works to document rare techniques, record the stories of master craftsmen, and highlight the cultural significance of each endangered craft. By sharing this knowledge through workshops, exhibitions, and digital platforms, the initiative ensures that younger generations can learn and carry these traditions forward.

In addition, Kemet connects elder artisans with new learners, creating a bridge between past and future. This transfer of knowledge not only keeps the craft alive, but also allows it to evolve and take on new shapes that fit the modern world.

Through continuous support, awareness campaigns, and community participation, Kemet plays a vital role in reviving fading crafts and turning them into a source of inspiration, pride, and cultural identity. Kemet believes that protecting endangered crafts requires more than documentation—it needs active participation from the community. By organizing cultural events, heritage fairs, and interactive workshops, the initiative brings artisans and audiences together, creating a living space where traditions can thrive.

Young learners and visitors get hands-on experience, learning techniques that might otherwise be lost, while artisans receive recognition and encouragement for their work. This shared experience strengthens the cultural value of each craft and ensures that even the most fragile forms continue to be appreciated and practiced.

Through these efforts, Kemet not only preserves Egypt's heritage but also inspires a new generation to embrace and innovate within these timeless traditions, giving endangered crafts a sustainable future.



## THE ARTISAN'S HAND: A LEGACY TOUCH

Every creation begins with a hand. A hand that has learned to listen to the material, to understand its rhythm, weight, and spirit. In Egypt, the artisan's hand carries more than skill—it carries lineage. The curve of a pot, the tension of a thread, the carved edge of a stool... each movement is guided by centuries of tradition passed quietly from one generation to the next. These hands have shaped the identity of KEMET long before the brand existed. When we visit a workshop, the first thing we notice is not the tools—the silence. A meaningful silence, interrupted only by the scratch of carving tools, the soft hum of spinning looms, or the gentle rotation of a potter's wheel. This silence is where heritage lives. In these moments, we see the devotion that machines cannot replicate: the pause, the correction, the patience, the intimacy between artisan

At KEMET, our mission is not only to preserve these hands, but to honor them. We document their stories, learn their techniques, and integrate their wisdom into contemporary designs. We believe that the beauty of Egyptian craft lies in its authenticity—the small imperfections that make each item impossibly human. This is not mass production. This is identity made tangible. Each artisan who works with us is not just a producer, but a storyteller. Their creations are chapters in a cultural narrative that continues to unfold—and through KEMET, their hands leave a mark on both the present and the future.



Egyptian heritage has always spoken in symbols. Long before written language emerged, Egyptians used shapes, colors, and patterns to communicate ideas of life, protection, fertility, and identity. These symbols were carved into temples, painted on papyrus, woven into fabric, and etched onto pottery. They were not decoration.

The eye that watched over journeys.  
The lotus that rose with the sun.  
The Nile's curve mirrored in pottery effigies.  
The geometric balance that echoed the order of the universe.



In KEMET's design philosophy, symbols are more than inspiration—they are the backbone of creativity. We study their origins, decode their messages, and reinterpret them through modern aesthetics. A single line can carry the story of rebirth. A repeated pattern can evoke protection. A color palette can represent the harmony between the desert and the river. This marriage between symbolism and contemporary design allows us to craft pieces that feel both timeless and fresh. When someone holds a KEMET product, they hold history reimagined. They hold a connection to their roots, even if they cannot name every symbol. They feel it—instinctively, emotionally, culturally. By preserving these symbols and weaving them into modern craft, we ensure that the visual language of Egypt continues to speak—loudly, boldly, and beautifully—across generations.



Pages 1-2

Pages 3-4

# Magazine (Flats)

## THE SOUL OF THE BLACK LAND

Egypt has always been more than a place—it is a rhythm, a pulse, a living archive of stories carved into earth and memory. For thousands of years, the land now called KEMET breathed creativity into every corner of life. The people shaped their world with their hands—sewing, carving, molding, painting—and giving form to ideas long before modern design had a name.

From pottery that held the harvest of the Nile, to textiles dyed with mineral pigments, to symbols carved into stone with ritual precision, every object carried meaning. Every

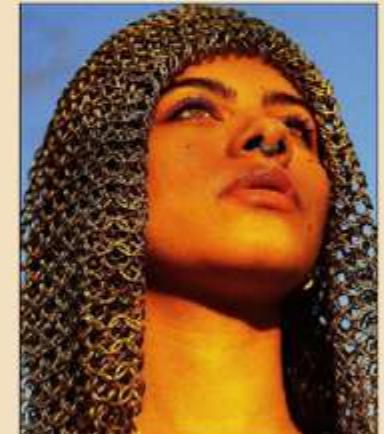
Today, as the world changes at breathtaking speed, we find ourselves looking back—not with nostalgia, but with renewed understanding. Heritage is not a relic; it is a guide. A bridge that connects the wisdom of the past to the possibilities of the present. In this spirit, KEMET was born: not as a brand, but as a movement to remind us of who we are, and who we can still become. Today, as the world changes at breathtaking speed, we find ourselves looking back—not with nostalgia, but with renewed understanding. Heritage is not a relic; it is a guide. A bridge that connects the wisdom of the past to the possibilities of the present. In this spirit,

KEMET was born not as a brand, but as a movement to remind us of who we are, and who we can still become. KEMET began with a question: What happens to a culture when its crafts begin to disappear?

In neighborhoods across Egypt, we found workshops that once thrived now standing half-empty. We met artisans whose skills were unmatched, yet whose crafts struggled to compete with industrial markets. We saw patterns once woven with pride vanish from modern homes, and traditions that once defined communities reduced to memories shared by the elderly. This silent

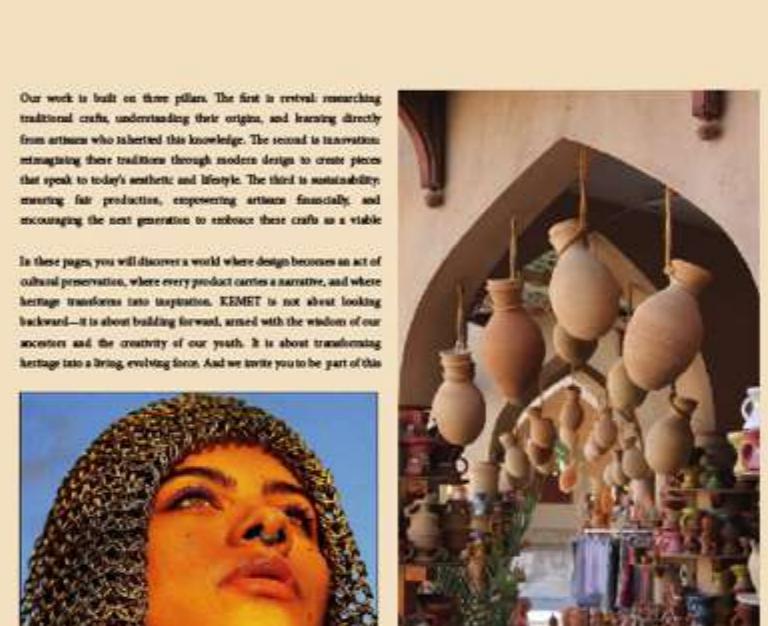
Our work is built on three pillars. The first is revival: researching traditional crafts, understanding their origins, and learning directly from artisans who inherited this knowledge. The second is innovation: reimagining these traditions through modern design to create pieces that speak to today's aesthetic and lifestyle. The third is sustainability: ensuring fair production, empowering artisans financially, and encouraging the next generation to embrace these crafts as a viable, meaningful future.

In these pages, you will discover a world where design becomes an act of cultural preservation, where every product carries a narrative, and where heritage transforms into inspiration. KEMET is not about looking backward—it is about building forward, armed with the wisdom of our ancestors and the creativity of our youth. It is about transforming heritage into a living, evolving form. And we invite you to be part of this



Each craft was a silent language, passed down from hand to hand, generation to generation. A potter's smooth curve echoed the bend of the Nile. A weaver's pattern represented protection, prosperity, or rebirth. A carved line was a prayer framed in form. Creativity was not separate from life—it was life. The artisan was a storyteller, a historian, a guardian of culture. Today, when we hold an object inspired by heritage, we hold more than a product—we hold centuries of practice, memory, and devotion. KEMET was born from this understanding.

In a fast-moving world, traditions often fade quickly. Machines replace hands. Trends replace meaning. Globalization offers convenience, but sometimes at the cost of cultural identity. As we walked through the narrow streets where artisans still work—Fustat, Old Cairo, Sohag, Aswan—we felt a truth that was impossible to ignore: Egyptian crafts were at the threshold of disappearance. Not because they lacked beauty or value, but because they lacked recognition, support, and representation in the modern narrative. KEMET emerged from this realization. It became a call



## Why "KEMET"? The Secret in the Name... and the Roots

"KEMET" is the name ancient Egyptians gave to their beloved land, literally meaning "The Black Land." This description wasn't about desert sand, but rather the rich, fertile black soil left by the annual Nile flood, which was the foundation of life, agriculture, and civilization. This description wasn't about desert sand, but rather the rich, fertile black soil left by the annual Nile flood, which was the foundation of life, agriculture, and civilization. Our choice of KEMET is a declaration of fertility and renewal. Just as the Nile renewed the land, we strive to rejuvenate and renew Egyptian crafts.



protecting them from extinction, assuring that our products stem from the very core of this land and its ancient history. The idea for KEMET arose from a deep conviction that Egyptian folk heritage, with its artisans and arts, faces the challenge of being forgotten amidst globalisation. The project began with a simple initiative: a group of young individuals passionate about art and history gathered in the heart of ancient Egypt. The idea for KEMET arose from a deep conviction that Egyptian folk heritage, with its artisans and arts, faces the challenge of being forgotten amidst globalisation. The project began with a simple initiative: a group of young individuals passionate about art and history, gathered in the heart of ancient Egypt.



## Our Mission Reviving Egypt's Timeless Identity

At Kemet, we believe that Egyptian heritage is not merely history—it is a living identity that deserves to shine once again. Our vision is to merge ancient Egyptian symbols, forms, and stories with contemporary art and design, reawakening the connection between cultural memory and modern expression. Through fashion, home decor, and visual arts, we reintroduce the essence of Kemet in a way that feels both authentic and innovative—a timeless dialogue between what once was and what could be.

Every piece created under Kemet carries a deeper meaning. It is not only inspired by the beauty of our ancestors' art, but by the values they lived by—balance, harmony, and devotion to craft. We reinterpret these ancient principles to fit the rhythm of our world today, where design becomes a bridge between tradition and progress, through creative workshops, exhibitions, and cultural initiatives. Kemet aims to build a bridge between generations—a bridge that celebrates Egyptian aesthetics and inspires young designers, artists, and dreamers to reconnect with the roots of their culture. We believe that by breathing new life into our heritage, we preserve its soul for the future. Kemet is more than a project; it is a movement—one that invites every artist to rediscover Egypt's timeless spirit and to let it live again. Every piece created under Kemet carries a deeper meaning. It is not only inspired by the beauty of our ancestors' art, but by the values they lived by—balance, harmony, and devotion to craft. We reinterpret these ancient principles to fit the rhythm of our world today, where design



Pages 5-6

Pages 7-8

# Magazine (Flats)

## KEMET — Where Heritage Breathes Again



KEMET is the name ancient Egyptians gave to their beloved land, meaning "The Black Land." It was never a reference to the desert, but to the dark, fertile soil that appeared after the annual flood of the Nile—a soil that gave birth to agriculture, craftsmanship, and one of the world's greatest civilizations. This sacred earth was the pulse of life, the source of abundance, and the foundation of creativity.



**Choosing the name KEMET is more than a tribute—it is a promise. Just as the Nile revived the land year after year, we strive to revive the arts, crafts, and stories that once shaped the soul of Egypt. Our mission is to protect this heritage from fading, preserving the identity of a culture that has always been rooted in creation, symbolism, and beauty. Every product that carries the KEMET name is crafted with the spirit of the ancient—authentic, meaningful, and deeply connected.**

The idea behind KEMET was born from a profound belief that Egyptian folk heritage, with all its actions, rituals, and visual language, is at risk of slipping into silence as globalization accelerates. What began as a simple initiative grew into a movement. A collective of young artisans, historians, and designers came together in the heart of old Egypt—surrounded by streets carved with stories and neighborhoods alive with memory. They refused to watch these traditions disappear.

### they set out to reimagine

KEMET became a space where craftsmanship meets contemporary design, where ancient techniques are revived with a modern touch, and where each piece carries a piece of history while speaking the language of today: from handwoven textiles and pottery to symbolic motifs.

More than a brand, KEMET is a cultural revival—a movement that celebrates the artisans who kept Egypt's identity alive for centuries. It is a reminder that heritage is not merely something to be preserved, but something to be lived, worn, shared, and passed on.

Through KEMET, we aim to reconnect people with the depth of Egyptian culture, showing that heritage is not static—it evolves, adapts, and continues to inspire. And as long as the Nile flows, the spirit of KEMET will continue to renew the land, the craft, and the story.

Yet decades, many of these crafts have struggled to survive. Modern markets began to favor mass production over handmade authenticity, pushing traditional artisans to the margins. Techniques perfected over centuries were close to disappearing, surviving only in the memories of a few aging craftsmen. It was this realization that sparked a sense of urgency in our team. We understood that heritage cannot be preserved in museums alone—it must be lived, practiced, and allowed to evolve.



## From ancient wisdom to modern hands.

For decades, many of these crafts have struggled to survive. Modern markets began to favor mass production over handmade authenticity, pushing traditional artisans to the margins. Techniques perfected over centuries were close to disappearing, surviving only in the memories of a few aging craftsmen. It was this realization that sparked a sense of urgency in our team. We understood that heritage cannot be preserved in museums alone—it must be lived, practiced, and allowed to evolve.

KEMET emerged as a sanctuary for these endangered traditions, providing artisans with a space where their knowledge is not only protected, but celebrated. Our approach is built on collaboration: designers working hand-in-hand with craftsmen, blending contemporary aesthetics with ancient skills. This process creates pieces that feel modern yet carry the unmistakable soul of Egyptian identity. Whether it's pottery patterned with symbolic motifs, textiles woven with ancestral patterns, or jewelry inspired by the geometry of temple, each item tells a story with quiet strength.

But KEMET is more than craft—it is community. We believe that preserving heritage is a collective responsibility, one that involves storytelling, education, and sustainable production. Our workshops aim to empower young Egyptians to reconnect with their roots, not through nostalgia, but through active engagement. By teaching them the origins, meanings, and techniques behind each craft, we ensure that these traditions continue to evolve naturally through new minds and new visions.

We also place great value on ethical craftsmanship. Every piece is produced with transparency, fair wages, and a profound respect for the artisans who carry this knowledge in their hands. In an age where authenticity is rare, we choose to champion the human touch—the small imperfections that make each item unique, the hours of dedication woven into every thread or sculpted into every curve.

As KEMET grows, so does our responsibility. We aspire to bring Egyptian heritage to the global stage, not as a static artifact, but as a source of fresh inspiration for design, fashion, and contemporary art.



## OUR MISSION

is to revive, protect, and reimagine Egyptian heritage through authentic craftsmanship and modern design. We believe deeply in the transformative power of culture, in the不可replaceable value of artistry, and in the timeless beauty of handmade creations. Every piece we produce is a testament to the skill, memory, and devotion carried in the hands of those who传承ed these crafts across generations. KEMET stands as a reminder that heritage is not something confined to museums or history books—it is a living identity that continues to breathe, evolve, and inspire. Through our work, we strive to ensure that Egypt's cultural story is not only preserved, but given new life in today's world, connecting the wisdom of the past with the vision of the future.



## Our values

at KEMET form the foundation of everything we create and everything we stand for. We are committed to cultural preservation, ensuring that Egyptian artistic traditions and ancestral knowledge continue to thrive in a rapidly changing world. We believe deeply in ethical collaboration, building respectful, transparent relationships with artisans who carry generations of wisdom in their craft. Sustainability guides our process, as we prioritize responsible production methods and handmade techniques that honor both people and the environment. We rely on authentic materials that reflect the true spirit of Egyptian craftsmanship, valuing natural textures, traditional tools, and meaningful symbolism. Above all, we embrace a modern artistic vision—one that reinterprets heritage with contemporary design, allowing ancient beauty to speak boldly to today's world. These values are not just principles; they are the heartbeat of KEMET, shaping every creation and every decision we make.

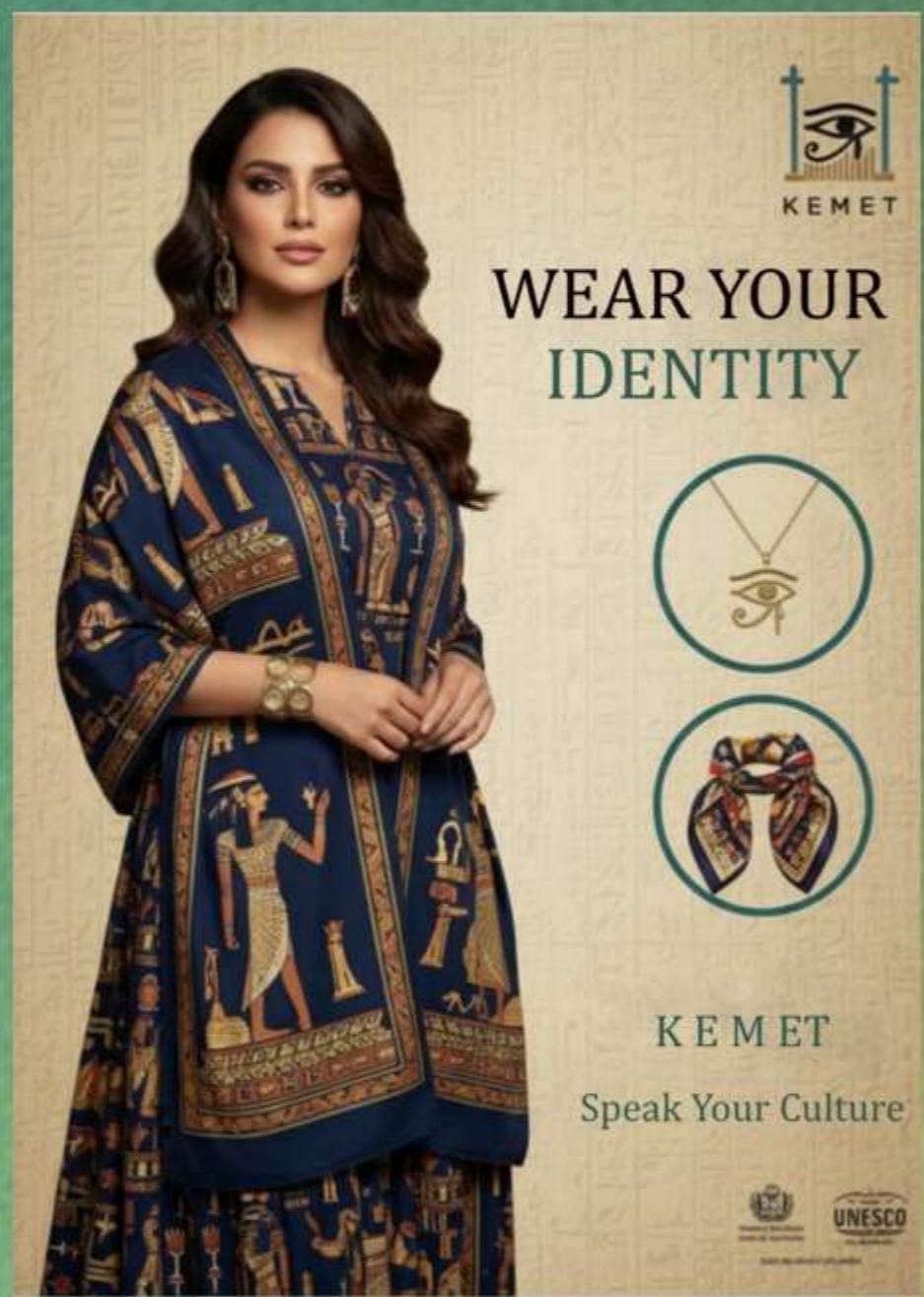
## Voices of the Hands That Shape KEMET

In a small workshop in Old Cairo, we met Om Hassan, a woman who has been hand-weaving palm leaves for more than forty years. Her fingers move with a rhythm inherited from her mother.

Pages 9-10

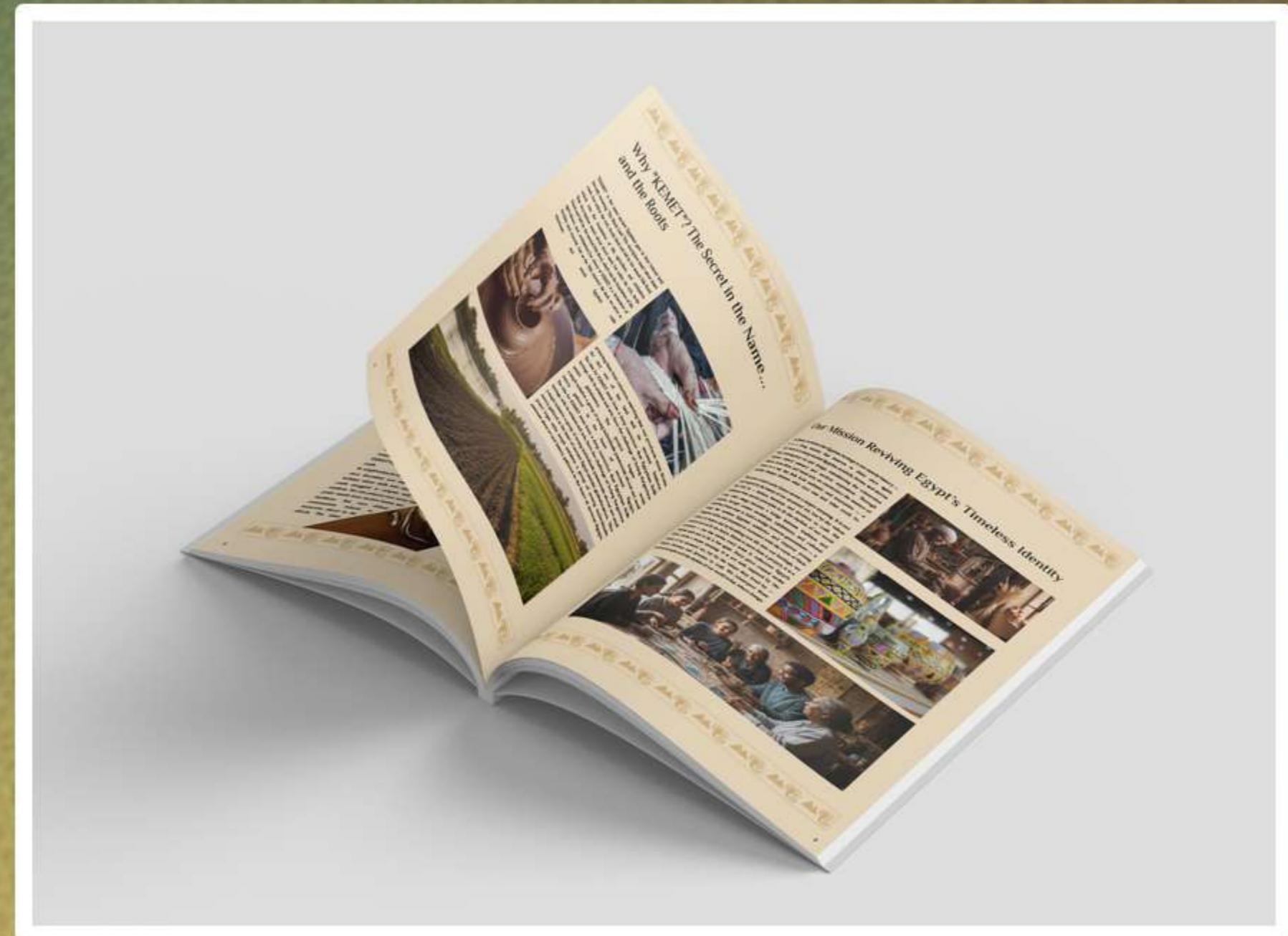
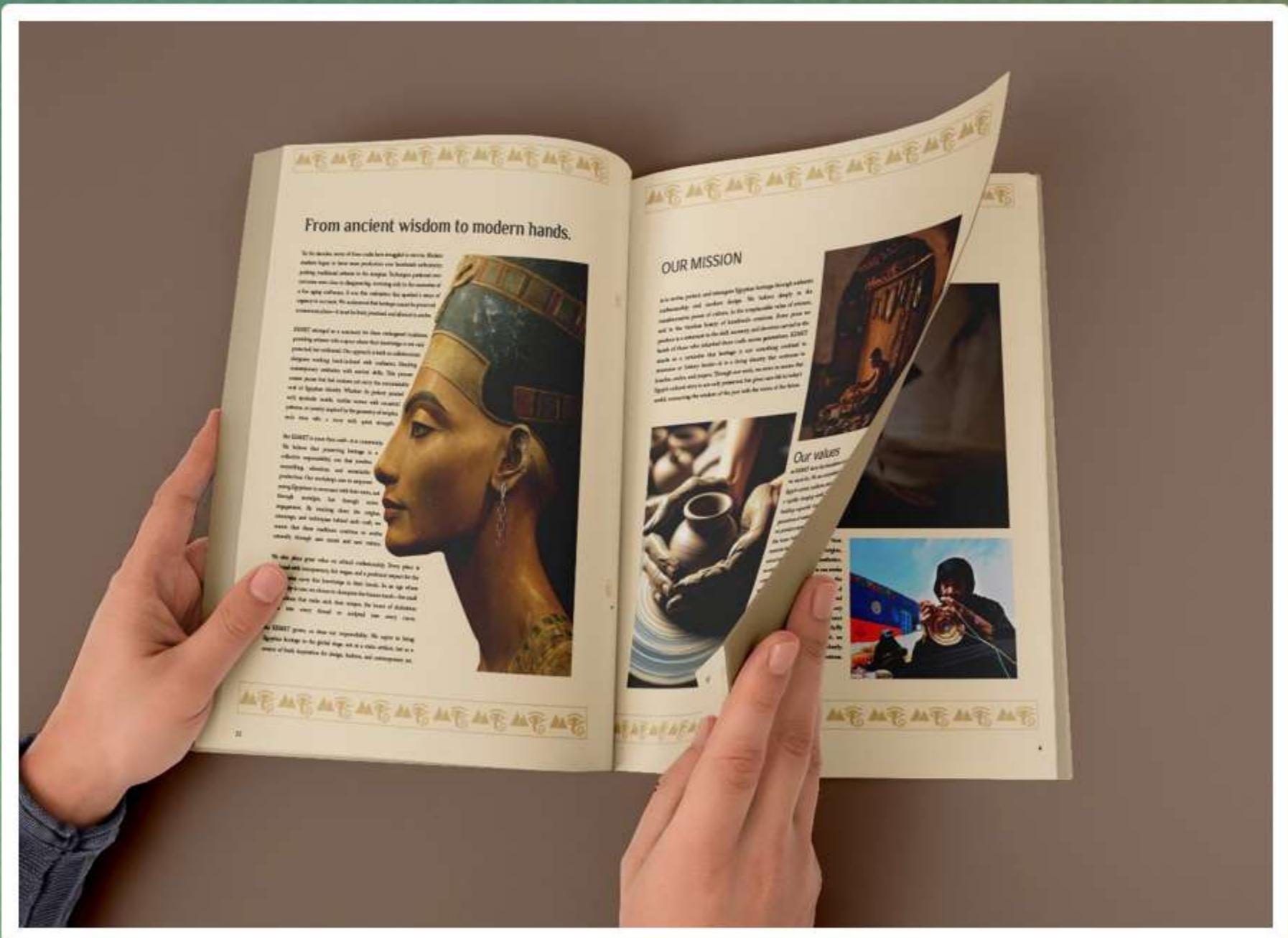
Pages 11-12

## Magazine (Flats)



Ad Page

# Magazine



# Website

## (Main Idea)

English

The English version of the KEMET website features a top navigation bar with links for Home, Explore, Search, Who we are, and Call us. Below the navigation is a large banner showing a woman weaving a colorful basket. Three circular inset images show close-ups of the basket, hands spinning, and pottery making. Text labels include "Palm fronds and palm midribs craft", "Textile and spinning industry", and "Pottery making". The background has a subtle Egyptian pattern.



The English version of the KEMET website features a top navigation bar with links for Home, Explore, Search, Who we are, and Call us. Below the navigation is a large banner with three circular inset images showing hands working with clay, a person spinning, and a person weaving. Text labels include "CULTURE" and "EGYPTIAN". A search bar and a "Find Out Who We Are" section are also present. The background has a teal and gold pattern.

Arabic

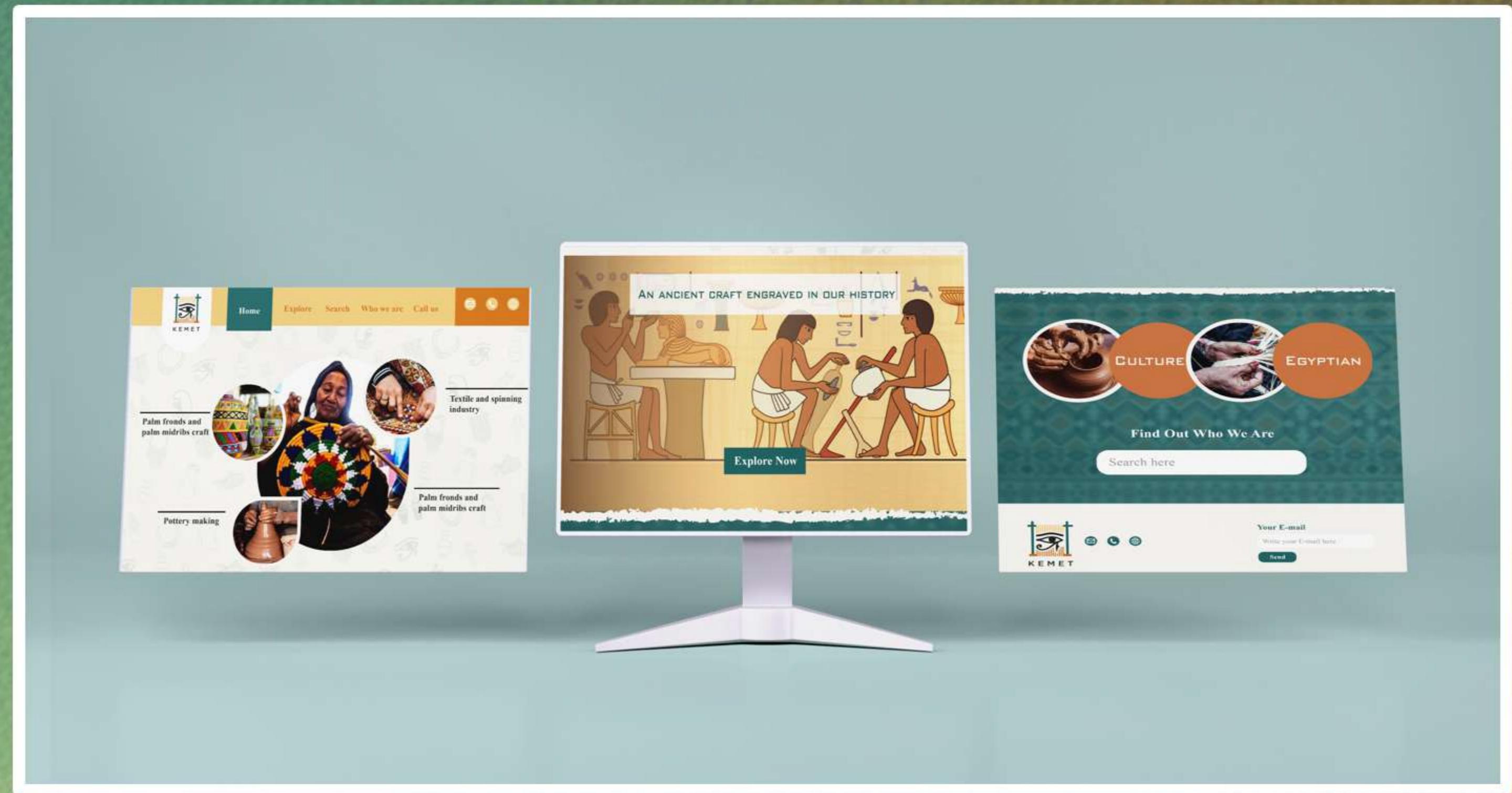
The Arabic version of the KEMET website features a top navigation bar with links for الرئيسية, بحث, من نحن, and اتصل بنا. Below the navigation is a large banner showing a woman weaving a colorful basket. Three circular inset images show close-ups of the basket, hands spinning, and pottery making. Text labels include "صناعة الغزل والنسيج", "حرف النسوج والجرید", and "صناعة الفخار". The background has a subtle Egyptian pattern.



The Arabic version of the KEMET website features a top navigation bar with links for الرئيسية, بحث, من نحن, and اتصل بنا. Below the navigation is a large banner with three circular inset images showing hands working with clay, a person spinning, and a person weaving. Text labels include "تراث" and "مصري". A search bar and a "اكتشف من نحن" section are also present. The background has a teal and gold pattern.

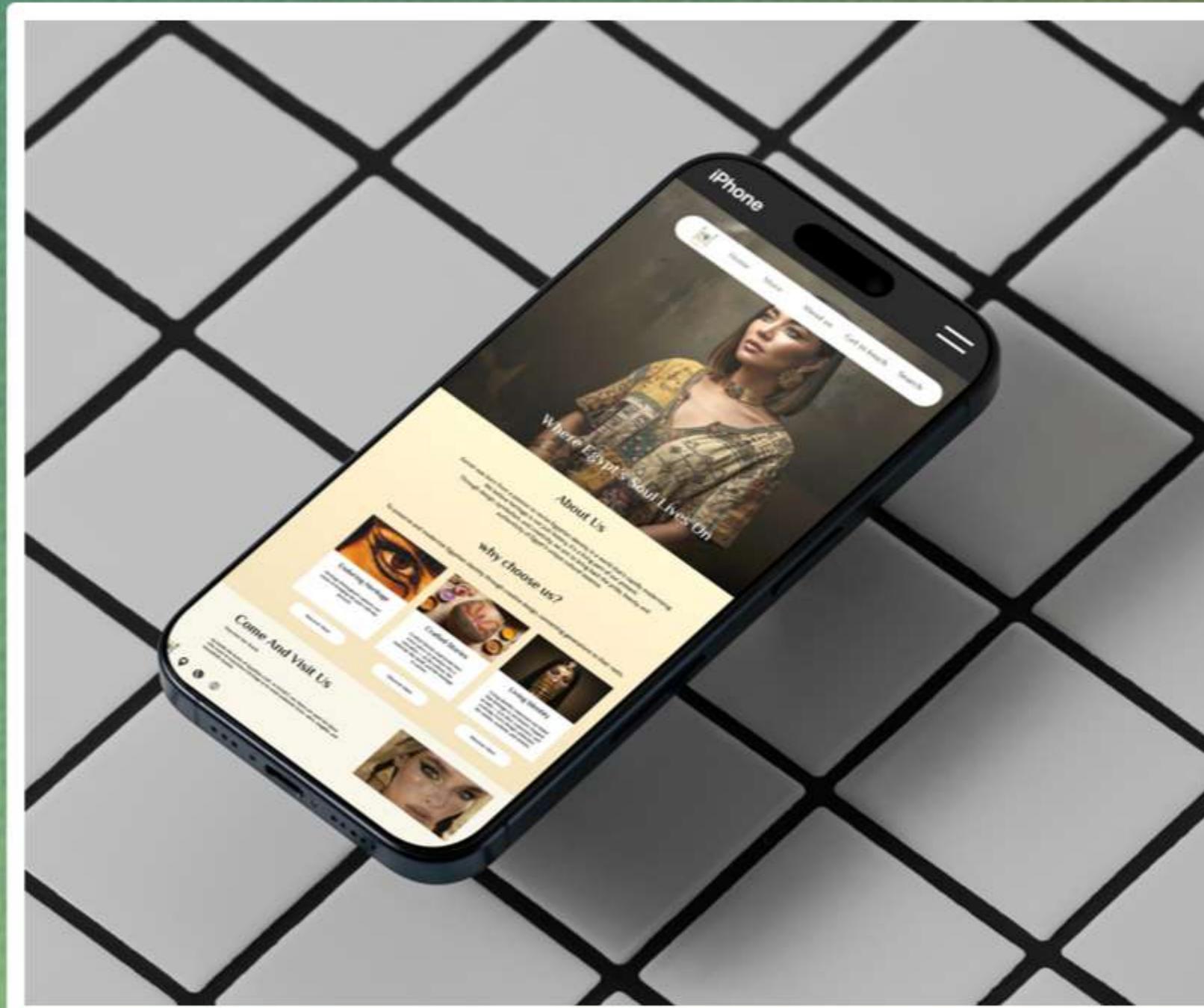
# Website

## (Main Idea)



# Website

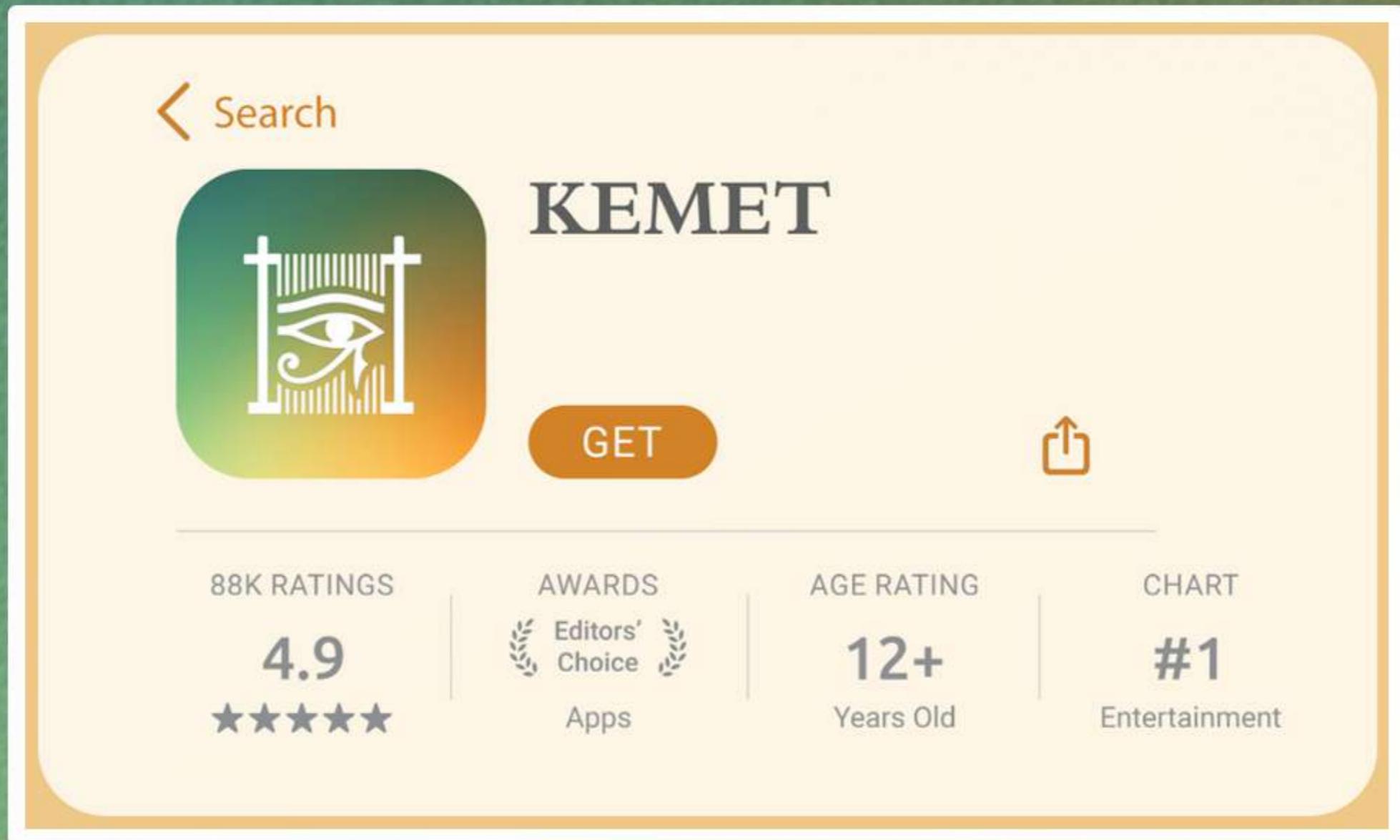
## (Other Ideas)



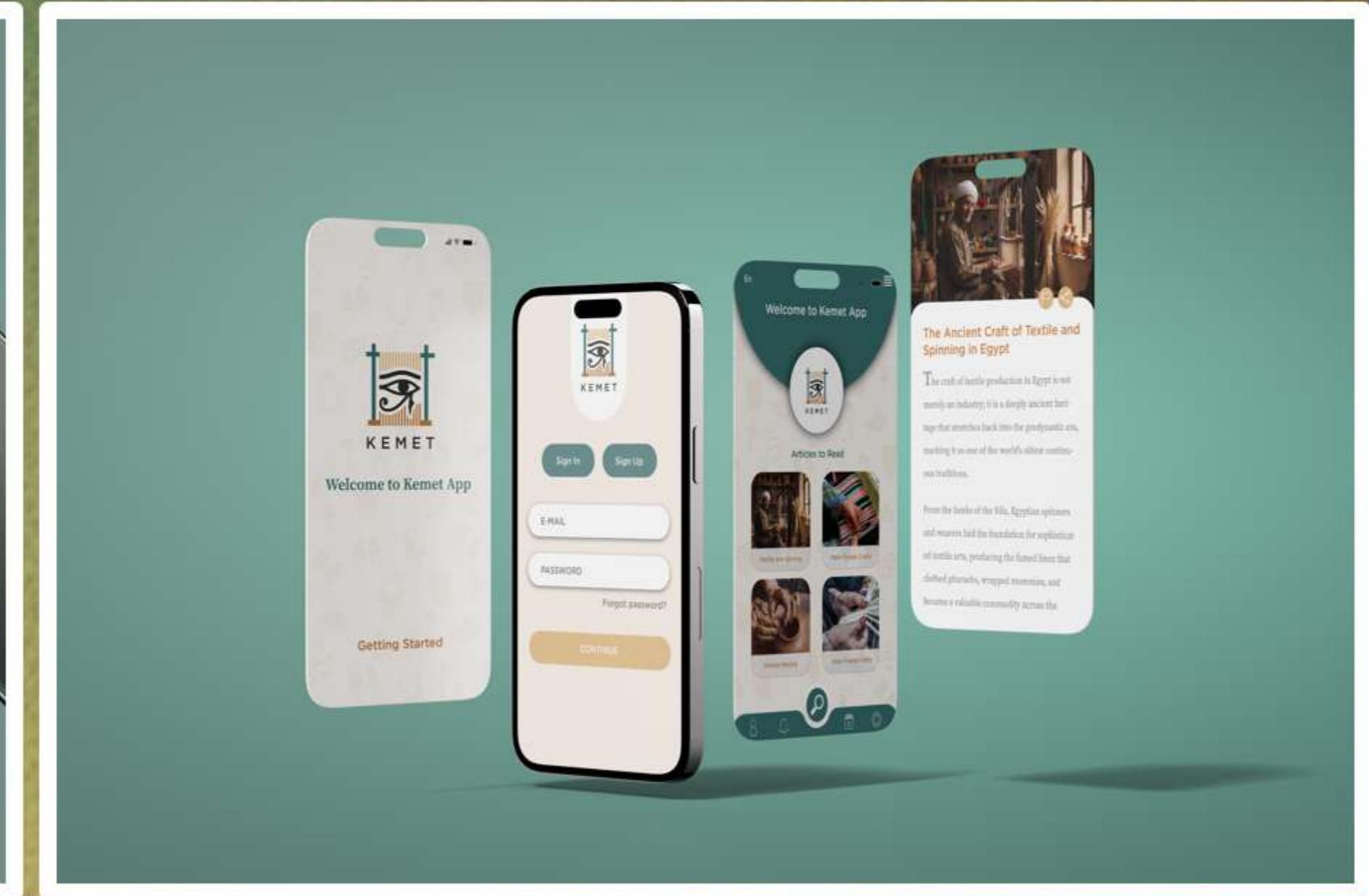
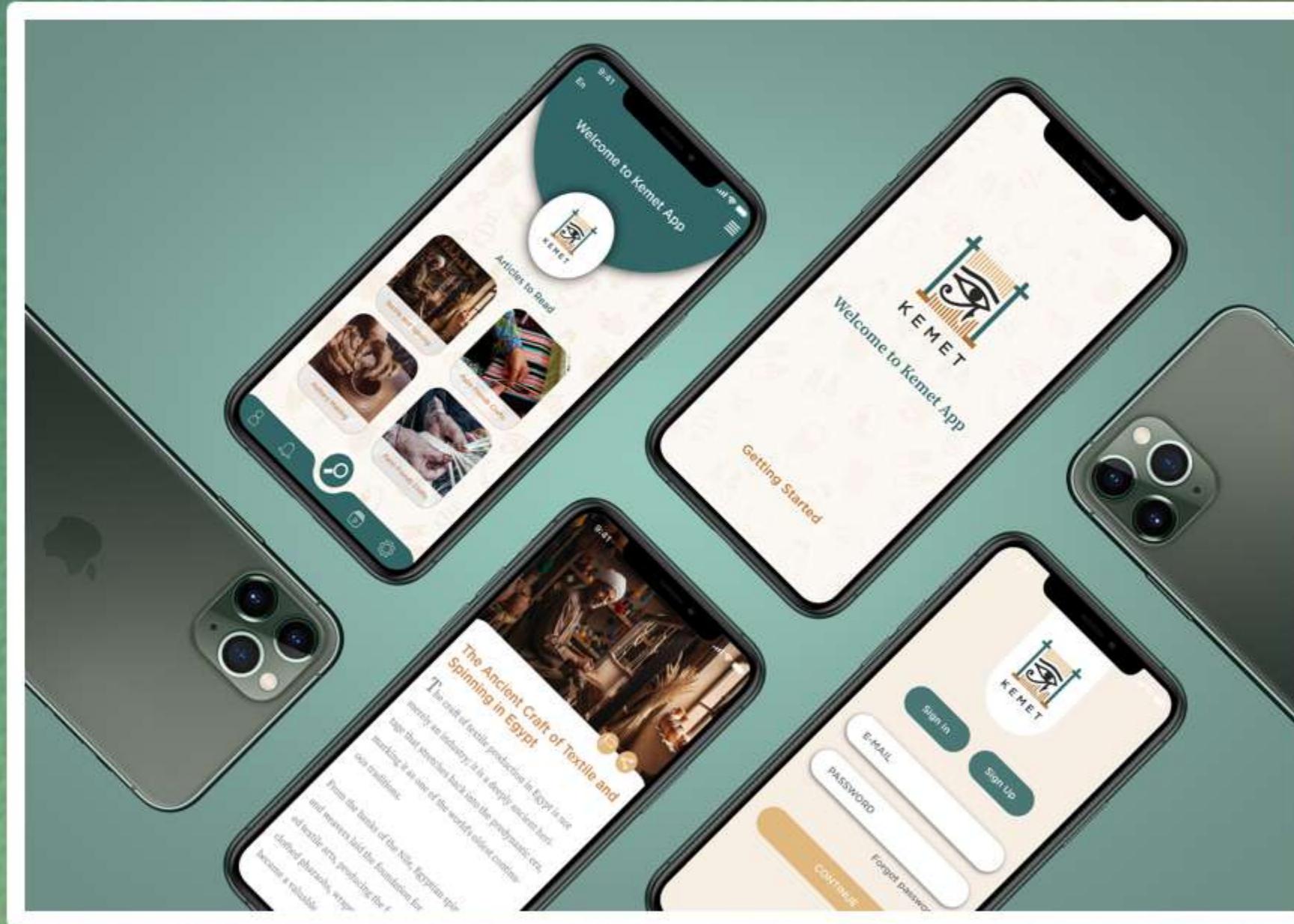
A screenshot of the Kemet website's homepage. At the top, there is a navigation bar with links for 'Home', 'Store', 'About us', 'Get in touch', and 'Search'. The main visual is a large photograph of a woman with short hair, wearing a colorful, patterned top and a gold necklace, looking off to the side. Below the photo, the text 'Where Egypt's Soul Lives On' is displayed. Further down, there is a section titled 'About Us' with a paragraph about the brand's mission to revive Egyptian identity. Below this, there is a section titled 'why choose us?' with three categories: 'Enduring Heritage', 'Crafted Stories', and 'Living Identity', each accompanied by an image and a brief description. At the bottom, there is a section titled 'Come And Visit Us' with a small image of a woman's face. The footer includes the Kemet logo and social media icons.

## Mobile Application

(App Icon)



# Mobile Application



## Packaging & Merchandise



## Packaging & Merchandise



Thanks