

Villa 118 Diplomatic District,
Giza Governorate

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Pioneering Contemporary Egyptian Artist Dina Fahmy El Rouby Announces One of Egypt's First NFT Art Projects

CAIRO, EGYPT. (Mar 2., 2022) – Dina Fahmy El Rouby is one of Egypt's pioneering Contemporary artists; this project marks her first venture into the world of NFTs, the project is entitled **Myth of the 99** and dives into the realm of Ancient Greek Mythology.

Myth of the 99 NFTs

The concept is inspired by horses in Ancient Greek Mythology. The importance of horses in Greek history is illustrated by the frequency of their depiction in art throughout different periods of time. In this project, there are 99 pieces of art corresponding to the 99 horses that appear in Greek Mythology. Each piece is unique, each piece has a name, and each piece has a story behind it. Who is Pegasus? Who is Arion? Who was the Spartan queen who turned Trojan princess?

The painting style of **Myth of the 99** is geometric and vibrantly colorful minimalism. The concept acts as a transactional idea between the past, the present and the future. The past is honored through inspiration derived from Greek Mythology, the **present** is expressed in the physical journey of creating each piece - sketching out the composition, color mixing, layering - and finally the future which is captured through digitizing the work as an NFT. Thus, **Myth of the 99** is a full circle experience from past, through present and to the future.

The number 99 is a magical number in numerology. It symbolizes wisdom, leadership, universal harmony, karma, and destiny. It signifies a higher purpose and connects with one soul mission. It is the conclusion of one stage in life and the start of a new one. In addition, in Islam, God has 99 names *Asmaa Allah Al Husna*; which is a very powerful indication of how significant this number is.

"This is the present and the future and one should always be one step ahead. It's part of coping and adapting."

- Dina Fahmy El Rouby on adopting NFTs as her next art project venture.

Myth of the 99 will appear as a physical solo exhibition by Dina Fahmy El Rouby this May 2022 at CLEG Gallery in Cairo. The exhibition will include informative talks on the topic of NFTs, as the regional art community dives into the world of Web 3.0. Dina intends on giving a talk, to help educate and spread knowledge on this emerging medium and market.

“As the saying goes, Knowledge is power. Sharing knowledge is even more important, to help artists ride the wave and thrive in the future.”

- Dina Fahmy El Rouby on the importance of educating generations.

About Dina Fahmy El Rouby

Egyptian artist Dina Fahmy El Rouby made it her life mission not to settle, and her adult life saw her traveling to several countries to broaden her experiences as well as living in Spain for several years. Being fluent in six languages: French, Spanish, Portuguese, Italian, English and Arabic, facilitated her decision to do so. In 2011, she fully embraced her artistic career. In 2014 Fahmy decided to sign her paintings as “Dina Fahmy El Rouby,” adopting her mother’s family name as recognition to her biggest supporter and the one who initially encouraged her to become a painter. Her travels were a huge source of inspiration and deeply marked her style of portraits and nature scenes, amongst others. Idealism, the abstract and the warmth of light, characterized her work. Recently, Fahmy took to Minimalism.

In 2015, she participated in Cairo in her first group exhibition of artists at the Italian Consulate, where several of her paintings were noticed by famous critics. This was followed by a second collective exhibition, at the Cairo Opera House. In 2016, she reached artistic maturity with paintings such as "The Southern Woman", "The White Hands" and "The Four Birds". Her exhibition in Paris in 2017, at the Egyptian Cultural Center, marks her debut as an international artist, with other exhibitions to follow in Berlin, Vienna, London, Madrid, Rome, Budapest and Prague. Dina has had TV appearances on numerous occasions in Italy, the United Kingdom, Hungary, and of course, in Egypt. Her exhibitions were covered by various national and international magazines and newspapers.

In 2020, and after nine editions of the “Colors of Egypt Exhibition,” Dina Fahmy and her three artist colleagues Farida Darweesh, Rasha Ghaleb and Farida El Kouni, decided to open their own art gallery in Cairo. Dina’s paintings stretch across continents: at the Egyptian Embassy in Germany, the Egyptian Cultural Center in Paris, the Egyptian Cultural Office in Vienna, the Hassan El Sharq Museum, in Menya, and customers in the UAE, USA, Saudi Arabia, Qatar, Switzerland, Spain, UK, Italy and Canada.

Dina’s art will appear at the Dubai EXPO 2020 as part of CLEG Gallery’s exhibit at the expo. She is also set to show at the NEMC - National Egyptian Museum of Civilization and the Egyptian Embassy in Denmark later this year.

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To access exclusive teaser images of the NFT project as well as a portrait of Dina with her work visit the link below.

https://drive.google.com/drive/u/0/folders/1TzJ1TCMSrCEcvZ6HvqxwQ3PI_N4JqnoI

For press inquiries and interview requests please contact nour@radicalcontemporary.com and Zeina.et@aucegypt.edu.