

**FOR IMMEDIATE RELEASE**

***Enlighten* hosts “*Spirituality: Perspectives & Perceptions*” A Multisensory Experience in Collaboration with Egypt’s Top Creative Minds**

**CAIRO, EGYPT. (Apr 8., 2022)** – Noha Mohsen, the founder and creative director of *Enlighten*, is a pioneer in lighting design, having revolutionized the lighting market in Egypt and in the MENA region through shifting perceptions on what it means to light up a space, this April

*Enlighten* hosts Egypt’s biggest multisensory experience exploring spirituality in all of its forms.



The opening will take place during the Holy Month of Ramadan, and in the spirit of spreading light, *Enlighten* teamed up with non profit charity organization *Khayrazad* to give back to the community. Proceeds from the event auction will go towards restoring eyesight to those who are blind through Dr Hazem Yassin’s foundation ‘*The Right of Sight*’; this cause was selected specifically with the intention of restoring light to those who are in need.

*Spirituality: Perspectives & Perceptions* is a multisensory experience focused on showcasing varying forms of lighting design through the lens of creatives working in varying mediums and disciplines. The pieces answer the question: *What does spirituality mean to you?* In collaboration with 10 Egyptian multidisciplinary creatives,

specific lighting products and techniques will be used by *Enlighten*, such as architectural lighting, to highlight the concept of light as a divine medium and a spiritual guide through the installation work of these creatives.

The show includes installations by renowned Fashion Designers Mounaz and Aya AbdelRaouf of *OKHTEIN*, pioneering jewelry designer Dima Rashid of *Dima Jewelry*, Architect and Innovator Hala Saleh founder of *TDF+*, Furniture Design duo Hassan Abu Seda and Jihan Touni representing *HAF*, Gourmet Chef Karim Abdelrahman known by his experiential culinary kitchen *Avec Karim*, Visual Artist Karim El Hayawan, Mohamed Talaia Creative Director at *The Design Avenue*, Multidisciplinary Creative Director Kegham



Djeghalian, Composer Ahmed Fahmy and internationally acclaimed Zamalek Art Gallery curating “3, 2, 1...” a show on illumination.



The opening night will take place on Tuesday April 12th 2022, where a selected group of guests will walk through a transformed *Enlighten* showroom, featuring installations by each of the 10 creative entities showcasing their various interpretations of spirituality through pieces that utilize multimedia and the articulate manipulation of light by *Enlighten*.

The event touches on various aspects of spirituality, transforming the *Enlighten* showroom into a museum-like space showcasing pieces that explore fashion, jewelry, sculpture, art, food and music in a completely new light. Each collaborator has their own interpretation of what spirituality means to them, which will be manifested in their creations, in unexpected and unprecedented forms. This one-of-a-kind experience will turn *Enlighten*'s showroom into a sacred museum for the public, which will be open for viewing for one week after opening night.

*“Someday perhaps the inner light will shine forth from us, and  
then we’ll need no other light.”  
- Johann Wolfgang Von Goethe.*

The creative direction of the event’s content and collateral material is inspired by James Turrell’s famous light installations, focused on the divine light as a circular form with varying color contrasts.

The *Spirituality* event is a comment on the power of light as a medium that transcends space and time, a sacred form of inspiration and communication, and an embodiment of the human spirit.

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Images of each of the collaborators are on the link below; which will be updated with installation and event images and videos after opening night.

[https://www.dropbox.com/sh/zwyc9r6id09now/AACY0CXmakfiv92\\_7eqqM\\_jWa?dl=0](https://www.dropbox.com/sh/zwyc9r6id09now/AACY0CXmakfiv92_7eqqM_jWa?dl=0)

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