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

CAIRO, EGYPT. (Apr 6., 2022) – *Spirituality: Perspectives & Perceptions* is a multisensory experience focused on the concept of light as a divine medium, in collaboration with 10 Egyptian multidisciplinary creatives.

Mounaz & Aya AbdelRaouf co-founder of OKHTEIN

“Divine Watt”

The divine light has no watt, it’s infinite and miraculous beyond any fathom. We only truly understand it and at different stages of life, only when we have set the intention of physical, mental, emotional and spiritual elevation. We humans kneel as a sign of humbleness and respect to a higher source, irrespective of what we believe in. The OKHTEIN ☺ kg.m ☺ .s- ☺ sculpture is a representation of a human’s inner and outer light or watt journey to reach that of the divine one. Made of our left over metal scraps, copper and light, we present to you a sustainable piece of art.

The renowned Egyptian luxury designers “Okhtein” (meaning sisters in Arabic) will showcase an abstraction of a spiritual object, incorporated with Enlighten’s lighting products. Mounaz and Aya Abdel Raouf, sisters and founders of Okhtein, founded their famous brand in 2014, and have since been featured on international magazines like British Vogue, Vogue Paris, Vogue India, Vogue Arabia, WWD and Harper’s Bazaar. International artists, models and celebrities like Queen Rania, Beyoncé, Gigi Haddid, Emma Watson, Camila Coelho and Karen Wazen have been spotted wearing their luxury handbags. They currently sell their luxury goods on international online platforms like Farfetch, Moda Operandi, Bloomingdales, Saks Fifth Avenue, Harvey Nichols and Galeries Lafayette. Mounaz and Aya were amongst Forbes’ Middle East’s 30 under 30 in 2019.

Okhtein: @okhtein

Mounaz AbdelRaouf: @itsmounaz

Aya AbdelRaouf: @ayayoko

Hala Saleh founder of TDF+

“Garden of Eden”

The U-Light fixture acts as a representation of sacredness portraying the glass dome figure that protects an enchanted rose, a rose which isn’t meant to be touched for it to live, such as the forbidden sacred apple in the paradisaal garden of Eden that wasn’t meant to be eaten of the tree of good and evil.

This installation’s interpretation of spirituality lies in the sacredness of life, retelling the moral of Adam and Eve in the Garden of Eden, a place so magical that must remain untouched for it to remain beautiful ...

Hala Saleh, founder and owner of TDF+ will showcase a botanical sculpture that acts as an invitation into the garden of Eden. Hala founded TDF+ in 2010 in Cairo and has become an innovative player in the design scene in Egypt. TDF+ (short for The Design Firm) has established its name in the fields of architecture, interior design, workspace design and experiential design; while also receiving international design awards from the UK. The firm has been featured in a number of international magazines like Harper’s Bazaar, Flair and Architectural Digest.

TDF+: @tdfplus

Hala Saleh: @halasalehtdf

Dima Rashed founder of Dima Jewellery

“LUMEN”

Dima's piece focuses on the power of light.

Gemstones lie at the core of the Dima Jewellery brand, they have been known as an alternative therapy for the body and the body's energy. Each gemstone has different healing properties. They release toxic energy replacing it with beneficial energy. They work in uplifting and benefitting the mind and soul as they harness the energy of the sun and moon within them. When you place a gem stone over your body, it interacts with the body's chakras and promotes physical and mental wellness.

With LUMEN, we want to promote the power of light through our gemstones, giving off positive energy to the wearer and like a vessel they pass it onwards to the world.

“When light shines through shade ... it glows.”

Founder and designer of Dima Jewelry, Dima Rashid, will showcase a glittering drop of light. Dima's fine jewelry brand was founded in 2003, and has since become an international brand that is currently being sold on UAE-based online platform OUNASS. Dima has been listed amongst the top 10 inspiring women in Forbes' Top 40 Middle Eastern brands in 2021.

Dima Jewellery: @dimajewellery

Dima Rashid: @dimarashidpersonal

Karim el Hayawan Visual Artist

“Terra Lucida”

Light the ever-giving and the re-giving ... rhythmically.

The eye - “formed by light, of light and for light...”

Observations of light captivated and equally liberated.

Inner light coming in contact with outer light - like the flame of the candle in the light of the sun.

Karim El Hayawan, co-founder and principal designer of Design Point is also joining our exhibition to showcase a lighting projection as his own interpretation of spiritual lighting. Karim has earned his degree in architecture in 2000 and has worked at a number of well-established architectural firms before co-founding his design firm, Design Point in 2003. However, Karim is not just an architect/interior designer, he is also one of the most important protagonists for street photography in Egypt and was featured on CNN. His work has been showcased in a variety of galleries around Egypt, and he has also collaborated with Egypt's renowned luxury rug designer, El Kahhal.

Karim El Hayawan: @karimelhayawan

Design Point: @designpointegypt

Karim Abdelrahman founder of Avec Karim

“Respect”

Every ingredient has a life and therefore a spirit of its own. Spirituality for us is the respect we give to each ingredient's spirit. We highlight this in how we treat and use ingredients that tend to be discarded by using the ingredient as a whole first without waste. Secondly, respecting it through different cooking methods used, without over cooking the ingredient. Thirdly, by respecting the ingredient's natural flavor without over spicing it.

We will highlight this ethos in how we treat a selection of three ingredients in our food installation, where each one is respected differently.

AVEC KARIM, an up and coming Egyptian private dining brand, led by the young Egyptian Chef Karim AbdelRahman, will be curating heavenly delicious bites to be devoured by our guests during the event. Karim has attended Ducasse in Paris to study Culinary Arts and has worked in several Michelin Star restaurants, including the 3-Michelin-star restaurant, Guy Savoy. He has also catered for a number of private, high-end events in Egypt including the opening of the Italian furniture brand, Minotti here in Egypt.

Avec Karim: @aveckarim / @aveckarimprive

Mohamed Talaia Creative Director and Managing Partner at The Design Avenue

“Reflect & Self Reflect”

Self-reflect and reflect. As one looks for the light in the journey of self-reflection, they discover the light surrounding them everywhere. The interactive mirror installation emulates one's journey in search of the light. The installation consists of 60 different panels with reflective surfaces, each aiming to provoke different experiences of reflection with different types of textures. The relationship and compositions of the panels also play a role in the user's experience as the reflective surfaces infinitely reflect each other. The role of light in this installation through different cracks guides the user's experience, giving them the illusion to 'Find the Light at the End', however the experience concludes that the light is everywhere and in the journey itself, yet not at the end.

Mohamed Talaia, Creative Director and Managing Partner at The Design Avenue will create an installation to evoke an immersive visual experience. The Design Avenue was established in Cairo in 2009 and is now considered one of the top design houses in Egypt, delivering over 600 completed projects. Their services range from residential, commercial, retail and events.

The Design Avenue: @thedesignavenue

Mohamed Talaia: @motalaia

Jihan Al touni & Hassan Abouseada of HAF

“ODE to O”

Of all the letters in the alphabet the letter O possesses the purest form. However, one writes it, the O maintains its continuous path like a spirituality healing mantra, it gets stronger with every repetition.

The O is perhaps the most adaptable in conveying emotions. What if one design explores this range?

Jihan El Touni and Hassan Abouseda, partners and owners of the new product and furniture design firm, HAF, will be showcasing a divine spatial sculpture. Both Jihan and Hassan have a strong interior/architectural background. While Jihan has worked at one of Egypt's top design firms, Alchemy Design Studio, for more than 8 years; Hassan has founded and established his own design studio in 2009 - Hassan Abouseda Architects (HAA). HAA offers a number of services ranging from architecture, interior and furniture design; and has worked with some of Egypt's leading developers such as Orascom HD, SODIC, Somabay and El Ismaeleya for Real Estate Development.

Jihan El Touni: @jihan_eltouni

Kegham Dieghalian Multidisciplinary Artist

“Together”

'Do our eyes play tricks with us?

In one moment, we see the many

We see diversity

And then we blink our eyes

We see nothing but one.'

And the hoopoe turned to the birds

Who were following her and said this:

'Brothers and sisters of the air

Now we approach 'Tawhid',

Now we approach the valley of Unity.

In this valley you will see how the many

That you see in the world before you

Is actually all tied together in a whole.

In this valley you will see that night and day,

Summer and winter are but the same things.

The same things that we separate only

With a fence created by our own words.'

From *'Conference of the Birds'*

- *Farid al-Din Attar "Conference of the Birds"*

Together is a contemplation inspired by Farid al-Din Attar's poem *Conference of the Birds*. I meditate on the notion of oneness and connection; self-annihilation in the quest of becoming one with a multitude.

Through this installation, I explore the notion of letting go and becoming a whole with others, with the community.

I reach out to fashion designers whom I ask to donate and 'let go' of some garments they created while knowing these would be completely dismantled.

I deconstruct the wholeness of these individual garments into flat pieces of fabric, into mere pattern blocks which I reconstruct into another hybrid entity, 'The Cube'. The second skin of the body becomes a spatial second skin; a humble edifice with a new potential of possibilities.

The Cube is done in collaboration with the impressive community and team of *the Egyptian Clothing Bank* and its upcycling fashion brand *Almah*. The video piece is done in collaboration with my loving friends Abdallah Sabry and Dessil Mekhtigian, and with the dedicated assistance of my talented former students Mai Adel and Nouran el Gendy.

The entire installation is facilitated by a newly found friend, Noha Mohsen of *Enlighten*.

The designers and brands who generously donated their garments and constituted The Cube are: *Dina Shaker, The Kut, Rigash, Maison Saedi, Vivian Moawad, Marie Louis, Tiyi, Corporate Fashion, Samar Saied and Almah.*

In utter gratitude and humility to have been blessed to work with this entire community.

Kegham Djeghalian, a multidisciplinary visual artist, board member and image designer in fashion will create a floating fashion creation. Kegham is an award-winning art director in fashion, who is also a faculty member at Paris College of Art (PCA) and Institut Francais de la Mode (IMF). He has been part of the advisory board members of Egypt's Fashion Awards, and has worked/consulted with many fashion houses like Kenzo, Louboutin, Hermès and Okhtein.

Kegham Djeghalian: @keghamdjeghalian

Zamalek Art Gallery

“3, 2, 1 ... Illumination”

Zamalek art Gallery presents a curated body of work encountering the spiritual in contemporary Egyptian art. Art as a spiritual occupation, elevates our consciousness even momentarily, our reality changes from within, new possibilities, new beginnings.

Creation is a moment of illumination, of enlightenment.

Farah Abdelhafiz “The Thrust”

A transformative moment, where an object becomes animate, taking on a life of its own. Art and life become one and the same thing.

Mostafa Abdel Moity “The Cosmos”

In a sense of being part of something beyond ourselves; a sense of relationship with the universe. This is Moity communing with the cosmos, between heaven and earth.

Kamal El Feky “The Temple”

Inspired by mythical ancestors, a reciprocity between human, animal, and supernatural worlds. All things are interconnected.

Sam Shendi “The Ceremony”

Figure abstractions where material, form and color in combination convey an ethnic continuum with the past.

Sameh Isamel

An abstract artist who also works with multi-media installations, drawing inspiration from music and calligraphy.

Unnamed artist

Installation transcending to rise above the “I” or ego. The artist celebrates our uniqueness and difference as well as our common humanity.

Ahmed Fahmy Composer and Musician

“Spirit frequency & Vibration”

Ahmed Fahmy will compose a divine musical experience, which will include musical compositions, samples and sound clips of spiritual content.

About Khayrazad

A charity non-profit organization established to support the medical care, and well being of extremely vulnerable families in Egypt. Khayrazad also has a track record of contribution to social projects, working with schools, elderly homes, orphanages and hospitals. Some of the facilities Khayrazad have assisted are Abu El Reesh Hospital, El Monira with ambulances, medical supplies to pediatrics and ICU, ventilators, medical beds, salaries and benefits to staff, financing repairs and maintenance and "Dyna Mab" beds. They have also assisted Abu El Reesh Hospital, Al Yabani with hospital renovations, HVAC, surgical materials, dialysis and cardiology units and sterilization centers. Among other projects were the Abbaseya Chest Hospital, National Institution for Tumors, The National Heart Institution, National Eye Center, The Tudor Belharz institution in Embaba, the governmental Aswan Hospital, Beiala Hospital in Kafr el Sheikh, Khamis Medical Center in Sharkeya, Khatawat School in Establ Antar, Kasr El Einy, Central Belbais Hospital, Al Khazendar Governmental hospital among other smaller cases.

Hazem Yassin Foundation

"The Right of Sight" is an Egyptian non profit organization established by Dr. Hazem Yassin, Professor of Ophthalmology, Kasr El Eini Hospital and is supported by young specialized doctors and other team members from various parts of the Country.

The organization helps underprivileged patients from all governorates by performing free ocular surgeries for patients suffering from Cataract & Corneal blindness. Providing eye drops and medications for chronic diseases such as glaucoma, Ocular infections, dry eye and diabetic retinopathy patients. Organizing fully equipped medical convoys and mobile clinics on a regular basis to visit many governorates. Training and encouraging young ophthalmologists to fulfill their national duty and public service and many more initiatives such as .

The foundation also collaborates with "Guide dog" centers worldwide and teaches visually impaired patients Braille language, training the visually impaired on maintaining independence by acquainting them on how to travel alone and how to use the blind walking stick.