

Art d'Égypte

Le Caire : Parmi les efforts d' « Art d'Égypte » de répandre la diplomatie culturelle, ils ont annoncé que l'artiste renommé JR va être exposé dans « Forever is Now », avec Nadine Abdel Ghaffar. La fondatrice d' « Art d'Égypte » a été décorée par le gouvernement français, Chevalier de l'ordre des Arts et des Lettres.

Nadine Abdel Ghaffar est la femme derrière la plateforme culturelle, « Art D'Égypte ». Elle est la plus jeune femme égyptienne-française à être décorée et a recevoir le titre de Chevalier de l'ordre des Arts et des Lettres, pour sa dédicace de création contemporaine et la promotion des artistes égyptiens à l'étranger. Le titre lui a été donné par le gouvernement français pour ses (UNDYING) efforts (constants) de soutenir les arts et la culture égyptienne, par le biais de la diplomatie culturelle. « Art D'Égypte » est une plateforme innovante et avant-gardiste qui agit en tant qu'opérateur culturel et qui s'attache à défendre le développement durable de l'art par la préservation et la démocratisation de la culture. En fusionnant l'ancien avec le nouveau ils sont capable de juxtaposer notre narration. Le monde connaît l'Égypte artistique et son passé culturel, cependant ils ne sont pas conscients du présent, le contemporain, ils ont pour but d'éduquer, et apporter l'opportunité à ces lieux en activant les espaces et en

impliquant

l'ensemble de la communauté environnante.

« Art D'Égypte » a annoncé leur premier artiste participant dans l'exposition monumentale de «

Forever is Now » le Français renommé, JR. Il paye une visite au site de l'exposition aux

pyramides en avril 2021. « Forever Is Now » rassemble les artistes internationaux locaux pour

fusionner l'art contemporain et l'histoire égyptienne. C'est la première exposition de ce genre

depuis 4500 ans. Ça représente une fusion entre un héritage antique et art contemporain dans

la plus ancienne et la dernière des sept merveilles du monde antique. L'exposition certains des

plus grands experts et institutions du monde, avec des siècles d'expérience et de connaissance

de l'égyptologie, de l'histoire archéologique du plateau et de l'histoire ancienne des Pyramides

de Giza et ont plusieurs des exposition d'art internationales et régionales.

« Art D'Égypte » et « Forever Is Now » ont aussi été incorporés dans Programme de l'engagement de la

communauté en octobre 2020 au Plateau de Giza. Le programme implique la communauté

environnante dans le processus de mettre ensemble cette exposition et d'inclure des

conférences publiques gratuites pour former les jeunes en tant que guides d'art et gardiens du

patrimoine pour toutes la durée de l'exposition. Le programme est sous les auspices du Ministère d'Égypte du tourisme et des antiquités sous le patronage

de UNESCO.

Alice Kanterian

l'article en anglais:

Art D'Égypte's Newly Knighted Founder Announces French artist, JR's participation in Forever is Now

Cairo, xx of April, 2021: Amongst Art D'Égypte's efforts to spread cultural

diplomacy they're announcing that JR the renowned French artist is going to be exhibiting in "Forever is Now", additionally Nadine Abdelghaffar, Art D'Égypte's founder is being knighted by the French government, Chevalier de L'Ordre des Arts et des Lettres.

Nadine Abdel Ghaffar is the powerhouse behind the cultural platform, Art D'Égypte. She is one of the youngest Egyptian-French women to be knighted and received the title of Chevalier de L'Ordre des Arts et des Lettres, for her dedication to contemporary creation and the promotion of Egyptian artists abroad. The title was given to her by the French government for her undying efforts to stand by arts and culture in Egypt, through the cultural diplomacy. Art D'Égypte is an innovative and forward-thinking platform that acts as a cultural operator that is rooted in advocating for sustainable development in art through cultural preservation and art democratization. By merging the old with the new they are able to juxtapose our narrative. The world knows Egypt's artistic and cultural past, however they are not aware of the present, the contemporary, they aim to educate, to raise awareness, and to bring opportunity to these places by activating spaces and involving the entirety of the surrounding community.

Art D'Égypte is announcing their first participating artist in the monumental exhibition "Forever is Now" the renowned French artist, JR. He is paying a visit to the exhibition site at the pyramids in April of 2021. "Forever is Now" is bringing together international and local artists to merge contemporary art with Egyptian history. It is the first exhibition of its kind in 4500 year. It represents a merging of ancient heritage and contemporary art at the oldest and last remaining of the Seven Wonders of the Ancient World. The exhibition involves some of the world's leading experts and institutions, with centuries-worth of experience and knowledge on Egyptology, the archaeological history of the plateau, and the ancient history of the Great Pyramids of Giza & have hosted some of the strongest international and regional art exhibitions.

The event was attended by pioneering figures in all sects of Egyptian society. French Ambassador Stéphane Romatet knighted Nadine Abdel Ghaffar in the presence of Minister of Tourism and Antiquities Khaled El Anany, US Ambassador Jonathan Cohen, Karim El Chiaty the CEO of Traveco, Tunisian actress Dorra along with Hany Saad, Founder of Hany Saad Innovations, Olivier Bialobos, Worldwide Communications Director of Christian Dior Couture, Fashion Designer Farida Temraz, Zahi Hawass, Egyptian Archeologist/Former Minister of

Antiquities in Egypt.

Art D'Égypte's Forever Is Now also incorporated a Community Engagement Program that launched in October 2020 at the Giza Plateau. The program involves the surrounding community in the process of putting together this exhibition and includes free UNESCO-led public lectures to train youth as Art Guides and Heritage Guardians for the duration of the exhibition. The program is under the auspices of Egypt's Ministry of Tourism and Antiquities and under UNESCO patronage.

Art D'Égypte Reaches the International Arena Once Again with Effat and Mohamed Naghi's Artworks

Cairo, xx of April, 2021: Amongst Art D'Égypte's efforts to preserve Egypt's cultural heritage and promote Egyptian art in the international arena they're announcing that Effat and Mohamed Naghi's works will be exhibited amongst the French impressionists in Paris.

Art D'Égypte is proud to announce that eleven of Effat and Mohamed Naghi's works are being exhibited in Paris from the 9th to the 14th of April, amongst the modern and impressionist masters. Their artworks will arrive directly from Alexandria and coming from their estate run by the platform "Art D'Égypte". The siblings Mohamed (1888-1954) and Effat Naghi (1905-1994), are both modern Egyptian painters.

Effat Naghi

Valérie Didier, Associate Director, Impressionist and Modern Art department comments : "This is a major first for Christie's Paris Impressionist and Modern Art Department, presenting this unprecedented group of works by brother and sister Mohamed and Effat Naghi, in order to bring these pioneering Egyptian modern artists to the attention of our collectors. Coming directly from the Naghi estate and part of the Barjeel art collection - an independent, UAE-based initiative established to manage, preserve and exhibit an extensive collection of Modern and Contemporary Arab Art - the group offers a fresh look at their respective works, recalling Claude

Monet's inspiration for Mohamed Naghi's style dating back to the latter's visit to Giverny in 1918, and highlighting the artistic and theoretical links between the Naghis and their friend, André Lhote." Mohamed Naghi, a highly cultured Alexandrian and Egyptian diplomat, was also a renowned painter who went to Giverny in 1918 to learn from the great master of Impressionism, Claude Monet.

Naghi's travels and studies in Europe brought him at the core of the artistic and cultural revolutions of the early 20th century, which led him to found the Atelier d'Alexandrie in 1935. After being appointed Director of the Museum of Modern Art in Cairo in 1939, he was Egypt's delegate to the UNESCO Fine Arts Commission in London and Paris in 1946, and later settled in Italy from 1947 to 1950 when he took on the position of director of the Egyptian Academy of Arts in Rome. His work was presented twice at the Venice Biennale, in 1948 and 1954. A figurative painter, his favourite subjects are portraits, landscapes and genre scenes. Additionally, Naghi was commissioned several works for major public spaces in Egypt. Mohamed Naghi Bey exhibited his works in London by organizing the Egypt - Abyssinia exhibition in 1936. It was during that exhibition that Lord Blossom purchased *The Religious Procession - Addis Ababa* and gifted it to the Tate Modern, London, where it has been ever since.

Effat Naghi's work was inspired by Egyptian archaeological and folk artefacts, which often appear in her assemblages and mixed media pieces. Although much younger than her brother, Effat was one of the leading female figures of Egypt's modern art scene in the 1950s-1970s, with her daring and innovating style, far removed from any established aesthetic. Integrating a wide variety of materials such as crocodile skins, antique painted wood, and magic amulets, Effat Naghi produces densely textured and colourful pieces that resonate the primitivist aesthetic deeply rooted

source : Alice Kanterian