**Introducing *Analogue’s* First Collection *29 Cu***

*“We’re a culture of multilayered treasures and with Analogue, I intend not to stand out, but stand within and unravel the codes of our system to represent the local potential today.” Karim Mekhtigian*

*Analogue* is a brand that stems from the simplistic nature of Egyptian craftsmanship, giving form to contemporary everyday products that revel in the past whilst looking to the future. The juxtaposition is a reminder that traditional artistry is ultimately timeless, evoking an on-going journey with its culture of beauty.

Egypt has a remarkable history of the ways in which local artisans practiced their crafts in early times. With the advent of new technical advances, economic and socio-cultural circumstances, many of these traditional means of production are at risk to vanish forever.

Analogue’s first collection *29 Cu* prides itself on using local skills, techniques and materials to bring back the tactile and human dimension with its imperfections to life. The journey started in Cairo’s informal workshops in shantytowns making the ordinary, extraordinary.

*“I think our responsibility as designers is to recreate, reinvent and reveal the Egyptian essence in design. We need to have equal enthusiasm for encouraging the preservation and renewal of manual traditions and local craftsmanship and share a vision that goes beyond the mere production of aesthetically pleasing objects.” Karim Mekhtigian*

The collection is a full range of trays, plates, cups and a hammer meshed together for a fully dynamic setting. The gold interpretation of equipment gears is presented as life enhancing tools. Everyday objects are turned into copper, known as *Man’s Eternal Metal* for its versatility and durability. The products are meant to influence people’s daily lives; carrying codes from the past and pushing their way towards the future, designed to survive the test of time.

The agility to blend past, present and future in the creative world comes naturally to *Karim Mekhtigian.* His work is distinguished by the dialogue it engages across the temporalities and geographies. He is known for the cross-cultural fertilization of concepts, traditions, and behavioral codes, giving life to products that stand uniquely today.

**PRESS OFFICE**

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**Photo Credit: Bilo Hussein**