

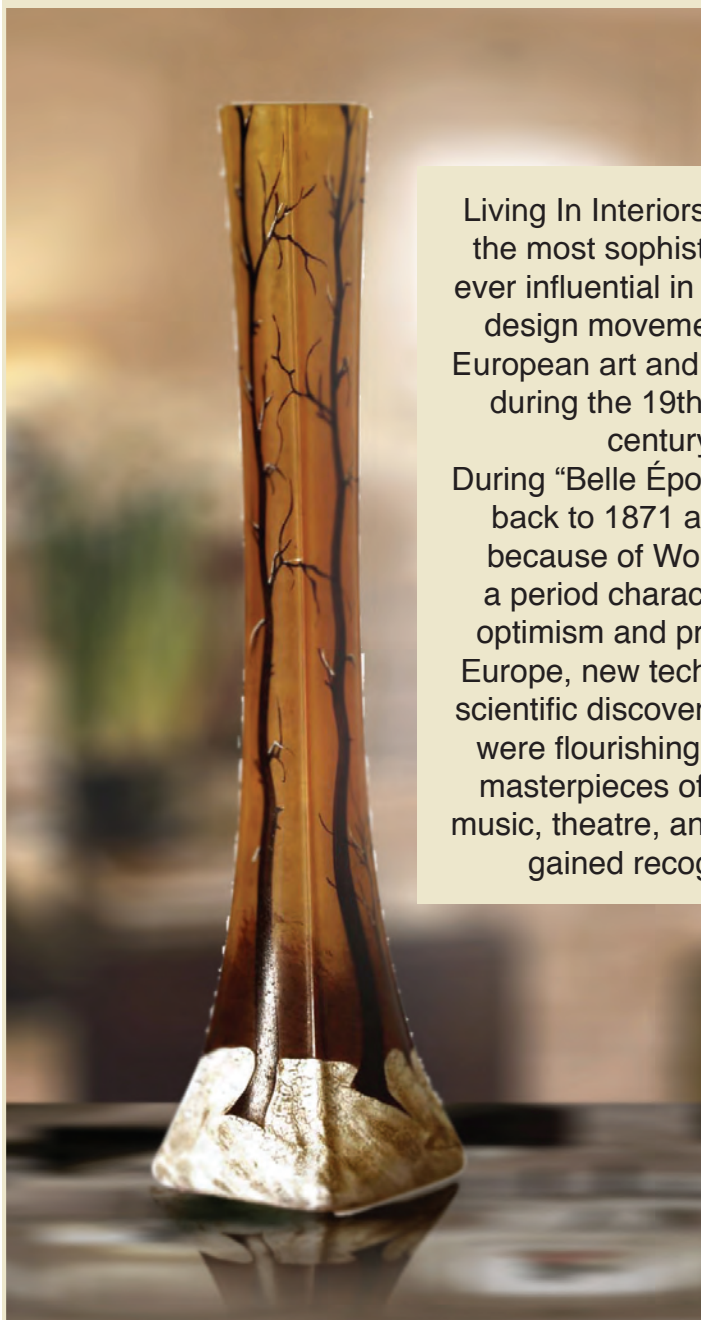


LIVING IN ART GALLERY



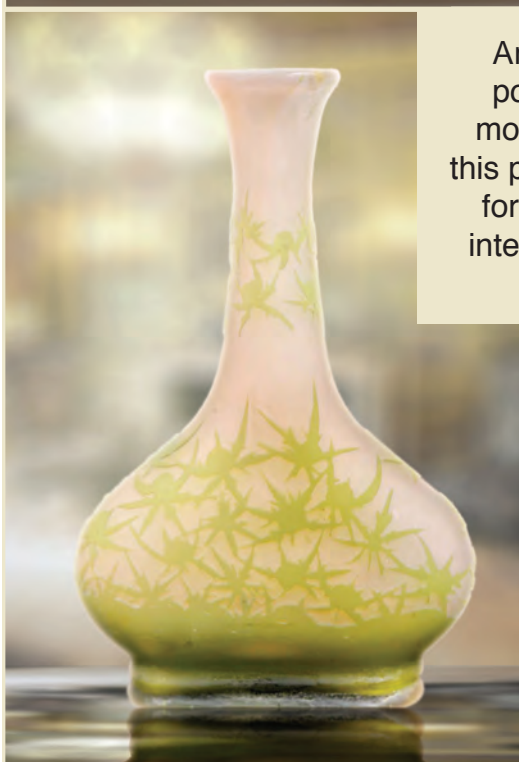
LIVING IN
— INTERIORS —





Living In Interiors introduces the most sophisticated and ever influential in lifestyle and design movements of the European art and architecture during the 19th and 20th century.

During “Belle Époque” (traced back to 1871 and ended because of World War I), a period characterized by optimism and prosperity in Europe, new technology and scientific discoveries, the arts were flourishing and many masterpieces of literature, music, theatre, and visual arts gained recognition.

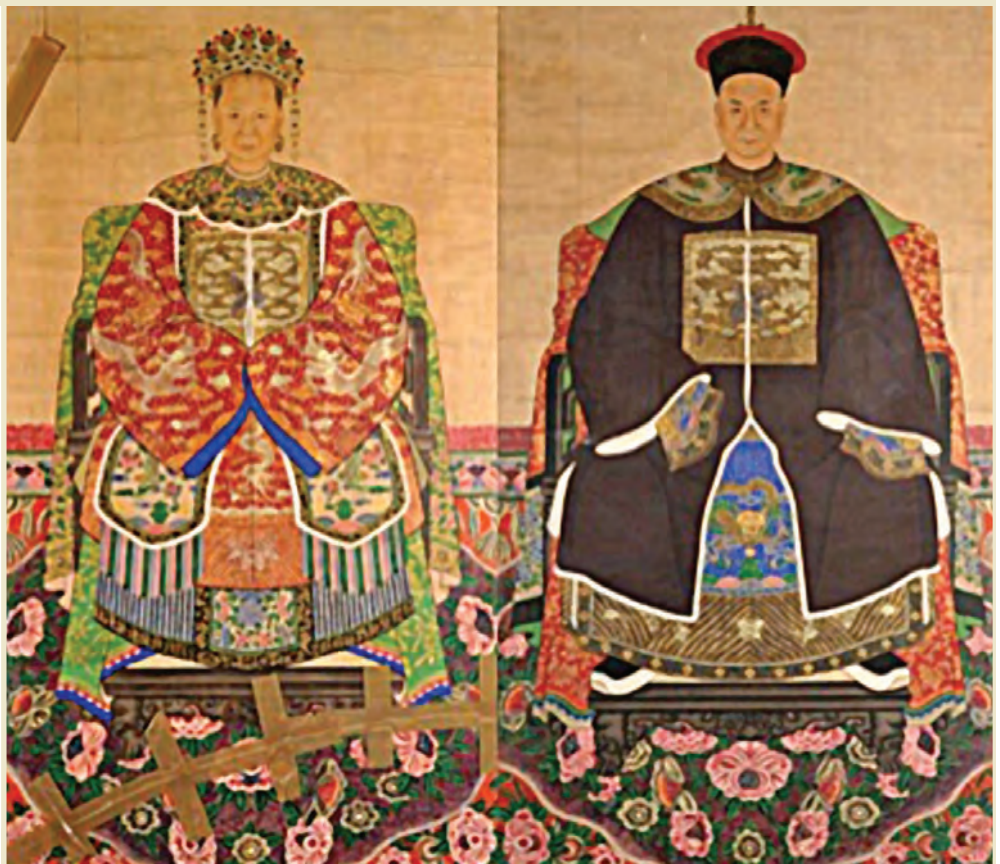


Art Nouveau is the most popularly recognized art movement to emerge from this period, inspired by natural forms and structures, and interpreted in floral patterns and curved lines.





Chinese and Japanese art with its organic forms and references to nature was particularly influential on many aspects of arts and interior design.



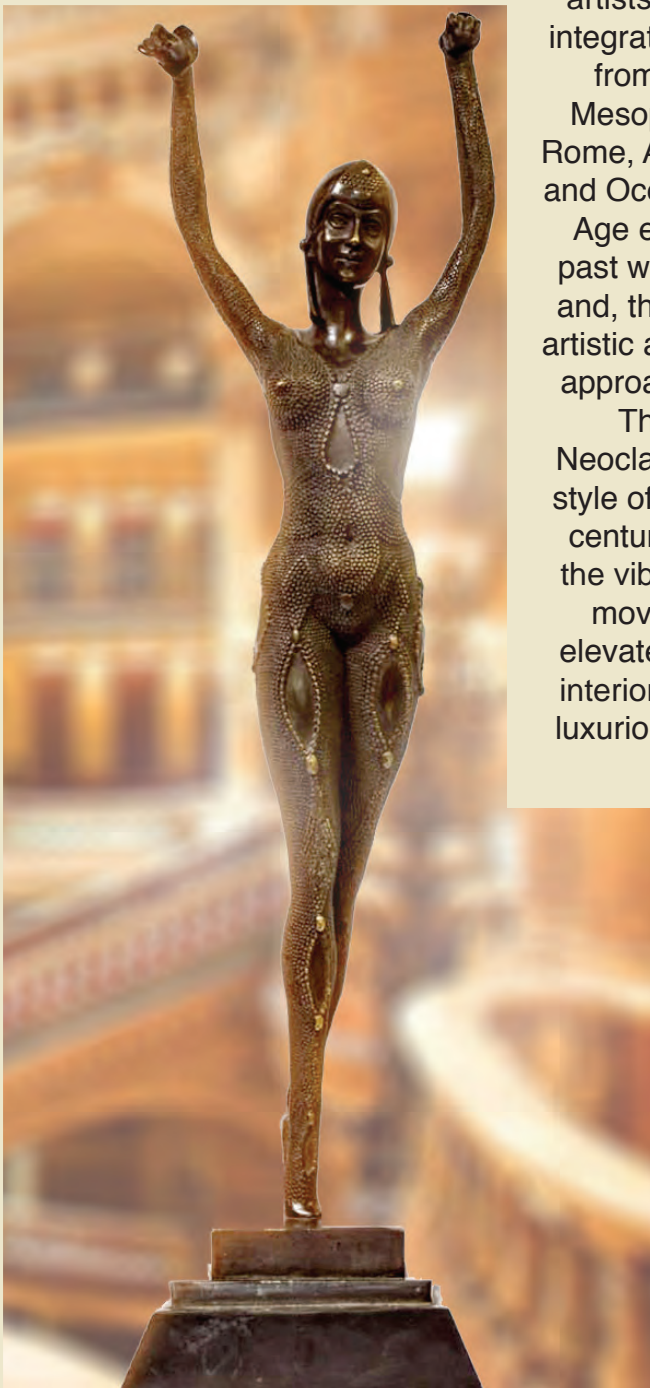
The succeeding Art Deco influential visual arts design style first appeared in France post World War I. It is an eclectic style that combines traditional craft motifs with Machine Age imagery and materials, characterized by rich colors, bold geometric shapes, and lavish ornamentation. Art Deco represented luxury, glamour, exuberance, and faith in social and technological progress. The innovative fresh spirit of Belle Epoque is reflected into any major artistic movement through the following decades, in which mass-produced graphics played a key role, and new techniques of color printing developed elevated the visual arts.

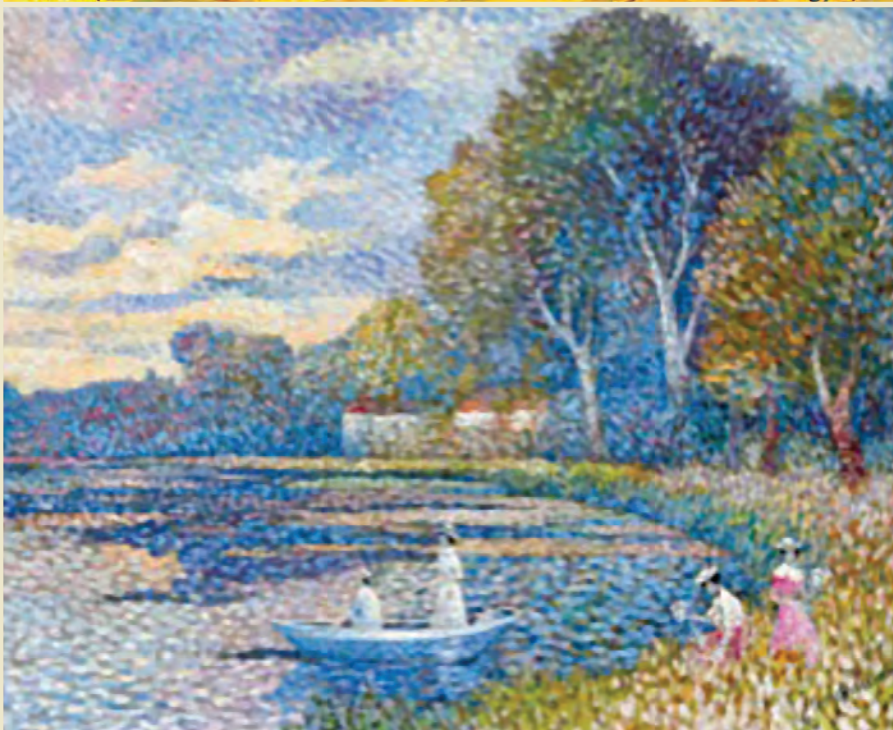




The great popular interest in archeology inspired artists and designers to integrate motifs or objects from ancient Egypt, Mesopotamia, Greece, Rome, Asia, Mesoamerica, and Oceania with Machine Age elements. Ancient past worlds are revealed and, through the modern artistic approach, are more approachable than ever.

The fashionable Neoclassical and Empire style of the 18th and 19th century, with a touch of the vibrant Romanticism movement, come to elevate the aesthetics of interior design to a more luxurious and high status level of art.





The Art Deco style was affiliated with the major movements in art, as Cubism, Constructivism, Functionalism, Modernism, and Futurism. The cultural expression here is more vibrant and communicative than ever, with visual arts exalting human innovation and creativity.





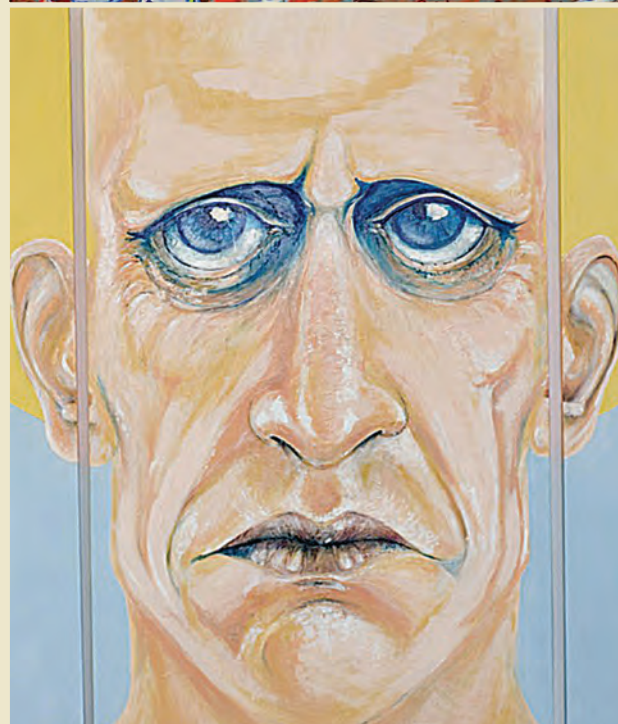
The Kalb Balady group was formed by eight young and active Egyptian artists who joined a new workspace called Wust El Balad

Studio in Cairo, in March of 2013. They named themselves Kalb Balady (Stray Dog) reflecting their artistic origin and the strong influence of the street art movement.

Sharing a mutual vision to draw people's feelings and reactions, "Brain Damage" at Darb 1718 in old Cairo was

the group's first public exhibition. Building large scale paintings like street murals, under the generic theme about the effects of the social and cultural conditions on the people in Egypt, the Kalb Balady collective created fresh perspectives in contemporary local art.

Social meanings are expressed and communicated through the vibrant color, the bold line, the body language and the powerful industrial icons spontaneously and releasably.





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الإدارة وصالة العرض بالقاهرة:
مبنى ٢٠٢ - القطاع الثاني - التجمع الخامس،
القاهرة الجديدة، القاهرة، مصر
هاتف: ٢٧٢٦٢٠٢١ - ٢٧٢٦٢٠٢٢ (+٢٠٢)
فاكس: ٢٧٢٦٢٠٢٢ (+٢٠٢)

أبو رواش المنطقة الصناعية، الجيزة، مصر
هاتف: ٣٥٣٩٠٨٨٤ (+٢٠٢) فاكس: ٣٥٣٩٠٨٨٣ (+٢٠٢)

الدوحة، قطر
وحدة ١٨٦-١٨٧، القطعة ٧، بورتو أرابيا، اللؤلؤة قطر
صندوق بريد ٢٠٧٣١٣
هاتف: ٤٠١٢٠٨٨٨ (+٩٧٤) فاكس: ٤٤٩٥٣٥١١ (+٩٧٤)

