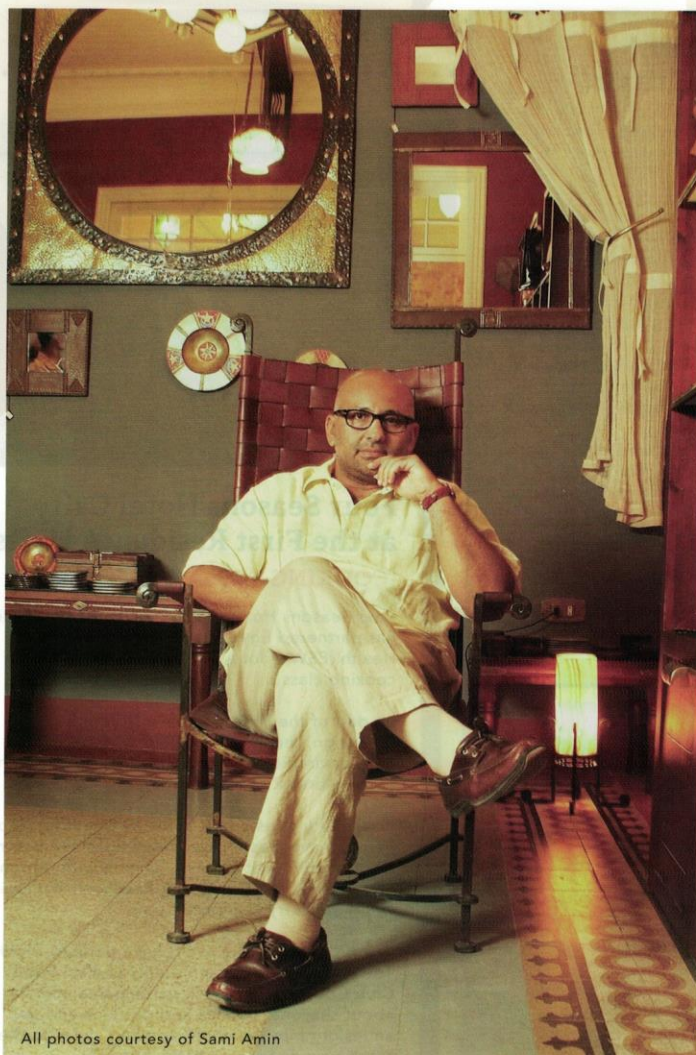


SAMI AMIN:

A JOURNEY OF SUCCESS

By Diana Farid

In a highly design competitive market like Egypt, the success equation is complex: a designer must have a firm grasp of design, color, and concept to stand out. We take a look at the work of designer Sami Amin, who is in many ways a forerunner of the ethnic trend in Egypt.



All photos courtesy of Sami Amin

Long before the ethnic trend hit Egypt, Sami Amin built a name on his passion for handicrafts, art and drawing. Amin's collections combine taste with authenticity, incorporating Egyptian culture and Pharaonic heritage. Amin's philosophy is built on reviving Egyptian heritage, and he attempts to showcase its beauty in his designs. His exceptional mix of cultural elements, choice of colors, high quality raw materials, and premium finishing, coupled with his affinity for design, have made his name synonymous with authentic Egyptian handicrafts.

Amin explains that the start of every collection is a journey rather than a process, where new themes can be inspired by a thought, an exalted moment or a detail. He believes that his ability to incorporate Egyptian cultural elements in all his designs is the real catalyst for his success, as it is these elements that make his pieces special and appealing to a wide audience.

"I am totally saturated by our culture and I love our rich Pharaonic heritage. I believe that the reflection of this spirit is the most important feature of my work. Our heritage is significant to the world, so we need to be the first ones to care about it and showcase its beauty in our work," he says.

Amin graduated from the Faculty of Fine Arts with a bachelor's degree in architecture in 1988. His journey in design, however, began when he discovered his passion for handicrafts and drawing long before graduating. "During my undergraduate years, I started designing a few accessories and sold them to friends. People loved my work and asked for more items; Then one day I thought of starting my own brand,"



“ Having all these designers competing and trying to build a name is a healthy environment for true talents to stand out.

passion and fuels their creativity.”

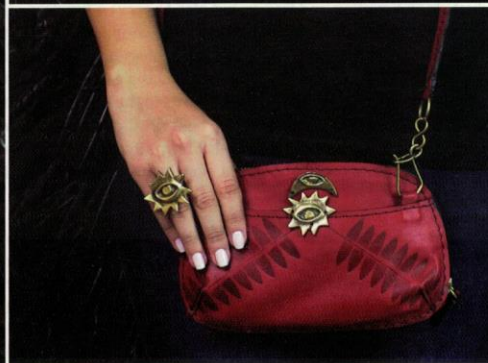
However, Amin wishes to see more work reflecting our culture and capturing Egyptian beauty. “It is rewarding that when a brand goes international it mirrors its origin,” he says.

Inspired by the sky, Sami Amin's new collection is now available at his galleries around Cairo. The pieces incorporate designs of little things that we see every day but forget to appreciate, including the sun, the moon, the clouds and feathers. □

For more information, visit:

Facebook: www.facebook.com/SamiAminDesigns

Website: www.sami-amin.com



Editor's Note

As we go to print, news of the Russian plane crash in Sinai fills the news, and we wish to offer our condolences to those who have lost loved ones in this horrific incident. In spite of disaster, we are inspired by the support and solidarity that we have seen from the Egyptian community in attempting to relieve their pain.

This issue was planned to be as diverse as it is informative. We include snapshots of Egyptian designer Sami Amin's latest collection, whose legacy of leather and copper-work has made him a forerunner of innovation in the Egyptian design industry. In another story, one of our writers who was brave enough to venture off the beaten track and sail from Greece to El Gouna last summer, tells us about the experience of being a sailor and the serenity that being at sea brought her.

We also take a look at the growth of the natural birth movement in Cairo and Alexandria, speaking to a midwife, a doula, and an ob-gyn about the need for awareness around birthing practices at a time when caesarean sections have become so prevalent.

Finally, our story on Life After Prison features interviews with ex-convicts, telling of their attempts to adapt to the stigmas associated with prison and the aftermath of its effects on them psychologically and socially.

Last but certainly not least, as autumn winds down and winter begins to make an appearance in rain and chilly evenings, the need that is so prevalent in this country is more apparent. From homeless children to families in need of support, it is perhaps one of the few times when we can make use of the American tradition of thanksgiving and demonstrate our thanks by giving back to our community in meaningful and lasting ways.



Najla R

Najla Riad
Managing Partner

editor@live-colors.com



COMMUNITY TIMES

Publisher Live Colors, Nicosia

Managing Partner Najla Riad

Associate Partners
Ahmed Samy
Mohamed Maher

EDITORIAL DEPARTMENT

Editor-in-chief Moguib Roshdy

Acting Editor Najla Riad

Senior Editor Yasmine Nazmy

WRITERS

Rana Kamaly, Ahmed Kafafi,
Ola El Soueni, Amina El Fayoumy, Diana Farid,
Zeinab Abul Gheit, Soha Elsirgany,
Nourhan Tawfik, Mona El Hussein,
Basma Mostafa, Tanya El Kashif

ART DEPARTMENT

Art Director

Khadiga El Badan

Graphic Designer

Bassem Raafat

SALES DEPARTMENT

Sales Director Rania Halim

Sales Manager Sayed Kamel

PRODUCTION MANAGER

Enas Adly

RESEARCH DEPARTMENT

Research Officer Maggy El Masry

ADMINISTRATION DEPARTMENT

Distribution Manager Rana Ezzat

Office Manager Magda Adib

Legal Consultant Ashraf Soliman

Financial Consultants

Hazem Abdel Tawab
Ahmed Abbas

Office Clerk Mahmoud Abdel Aziz

Office boy: Mohamed Ali

Distribution Al Ahram, Al Akhbar, Next Media

Prepress & Printing Sahara Printing Company

LIVE
COLORS
EGYPT
PUBLISHING &
ADVERTISING

Address: 48 Abdel Moneim Hafez Street,
Midan El Sabaa' Emarat, Heliopolis, Cairo, Egypt
Tel/Fax: (+202) 2290 8127 - 2415 8762
Mobile: 0100 0005 2322 - 0100 0005 2323
E-mail: editor@live-colors.com
Website: www.communitytimes.me

© Copyright 2004 Community Times is a monthly publication
published by LC Live Colors Nicosia, Cyprus

communitytimes.me

communitytimes

CommunityTimesEgypt

@CtimesEgy