

A Strategy to Preserve and Promote the Egyptian Traditional Handicrafts

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Abstract:

The Egyptian traditional handicrafts are the result of the cumulative experiences of the community which reflects the cultural heritage of the individuals and their relationships with one another, with the available resources and also with the surrounded environment. These traditional handicrafts are varied according to many issues, but in general the result is always artistic and fascinating.

In fact, there are many studies about the types of the Egyptian traditional handicrafts. In one hand, there are many studies about the classification and analysis of these handicrafts. In the other hand, there are less studies about how to develop and improve these handicrafts, but the majority of these studies are considering these handicrafts as (art works) ...Yes, It is acceptable to consider these traditional handicrafts as art works or artistic artifacts, but this way of thinking is limited and would not be able to promote these handicrafts which wrestle so as not to disappear.

This point is the main core of this paper which is presenting and discussing a strategy to preserve and promote the Egyptian traditional handicrafts. The idea here is to think about these handicrafts – not only as art works/artistic artifacts – but also as industrial products. This overarching consideration leads to build specific actions (methods and plans) to achieve goals. The suggested strategy will not be a theoretical proposal, but it depends on realistic discussions, examples, interviews and an actual experience of challenges and alternatives.

Keywords:

Egyptian handicrafts – design strategy – design methods – small industries.