

PRODUCT SHEET

PRODUCT NAME:

Mowraj

DESIGNER:

Dalia Sadany

PROJECT DESCRIPTION:

The Mowraj is a two-seater/ love seat designed to embody the spirit of ethnic Egyptian and Gothic styles. Its form was derived from the "Nowrag", the Egyptian version of the threshing sledge used in agriculture altered to embody the Gothic flair without compromising its ethnic antediluvian essence. The Mowraj is black lacquered featuring ethnic Egyptian handcrafted engravings on both arms and legs as well as rich velvet upholstery accessorized with bolts and pull rings giving it a medieval thrown like Gothic appearance.

PROJECT DURATION:

- Design August 2012
- Production December 2012

LOCATION:

- Design at Dezines Dalia Sadany Creations, Cairo, Egypt
- Production in Old Cairo, Egypt

SPECIFICATIONS:

- Body made of solid white beech wood painted in glossy Black lacquer
- Two drawers under seat
- Upholstery from glamorous velvet available in several colors
- Bolts and ring-pulls casted from galvanized iron

DIMENSIONS:

Length 1,580 mm x Width 780 mm x Seating Height 500 mm x Back Height 1,000 mm

RESEARCH ABSTRACT:

It started when I bumped into an old threshing sledge in a yard in the suburbs of Old Cairo selling antiquated building fixtures. The Gothic like piece of machinery caught my attention strong enough to purchase and research its history and origins. We also researched the ethnic Egyptian ornaments and Gothic furniture styles. A mockup was prepared to evaluate every detail to include dimensions, proportions, durability and aesthetics.

AWARDS:

2012 A' Design Award