



نَوَاحٍ
Nawah
A CHAIR FROM MEMORY

Journey of Memory , Material , Identity and Connection to earth



Nawah نواة the Arabic word for a palm seed

is the beginning of a new life cycle.

From something small, unimportant, or even discarded...

comes the potential for rebirth...

Nawah is a revival of palm frond waste جريد النخل ... a humble resource

that often goes unnoticed,

yet is estimated to represent **1.9 million tons** annually of Egyptian

organic waste.

To walk through a desert and spot a palm tree...

means life is near.

It is a sign .. a symptom ..of hope.

Every part of a palm tree can be used in our lives

even after its death , Its trunk becomes

a structural beam. Its leaves become shelter, fiber, or craft.

From here, the spark of the idea was born.

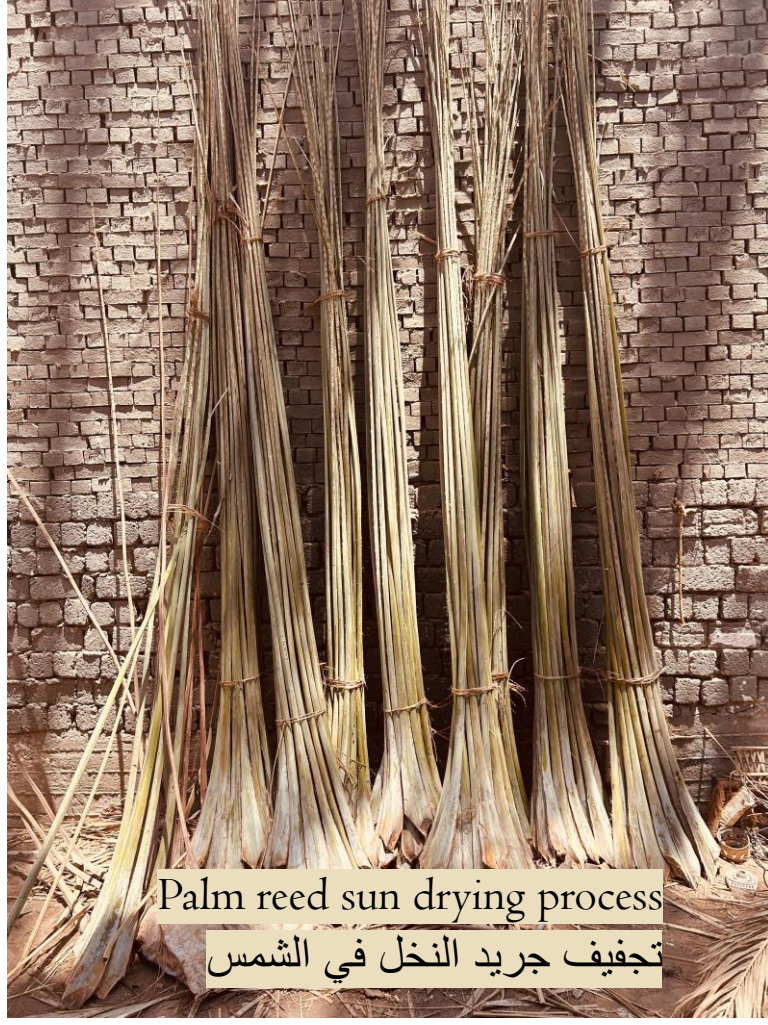




Community workshops near palm groves, creating crafts from locally sourced materials



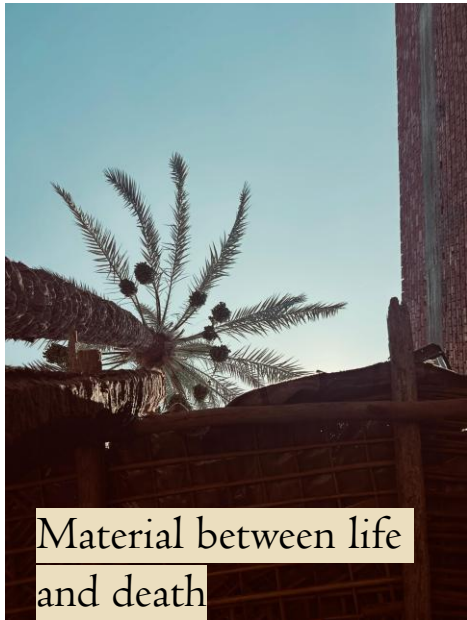
Material between life and death



Palm reed sun drying process
تجفيف جريد النخل في الشمس



Palm farms of Egypt



Material between life and death



Palm reed woven patterns



Zoomed in palm frond

Nawah began among the palm groves tracing every fallen frond and reed once seen as waste. From these **forgotten remains**, a material was found rich with memory, turning nature's leftovers into sustainable design.





Palm tree
components
used



Nawah ... Where local craft meets contemporary expression

The initial sketches reflect my exploration of **Contemporary form**; a personal challenge to both myself and the local Egyptian material, Gareed (palm fronds).

It aimed to prove that this humble, traditional resource can transcend its rustic origins to create modern, refined pieces.

Instead of choosing between the **fluidity of curves** or the **rigidity of angular lines**, It sought to **merge both**. The result reflects a contemporary balance, **where organic motion meets structured clarity**, echoing how nature and design can coexist within one coherent expression.



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Nawah seating set



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Nawah

A contemporary furniture line handcrafted from Egyptian palm reeds redefining local materials with sustainable design.

Components are : seat/love seat for 2 persons , and a side table .

Nawah seating set



Variety of color in palm fronds according to its age.



Seat and side table configuration together

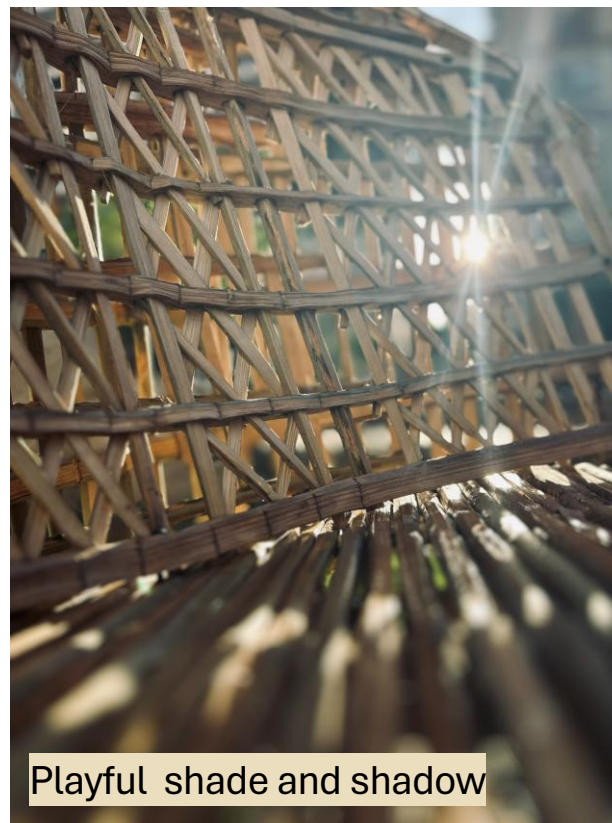
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The woven pattern captures daylight and releases it as moving art a play between **structure, shadow, and soul.**

Sharp lines meet soft light ; a **contrast** that defines Nawah's contemporary soul



Leg detail showing the structural logic of load transferred through crafted intersections.



Playful shade and shadow



Nawah chair with the geometry of the palm reimagined

Nawah seating set

Curves vs sharp edges



Curved elements enhance both ergonomics and strength — translating the natural flexibility of palm reeds into design expression.



Edges that speak ...bold, honest, tracing the dialogue between craft and modernity



Representation of multiple palm weaving methods and art patterns, reimagined highlighting the diversity of local craftsmanship and its potential in modern applications.

Nawah Customization and art



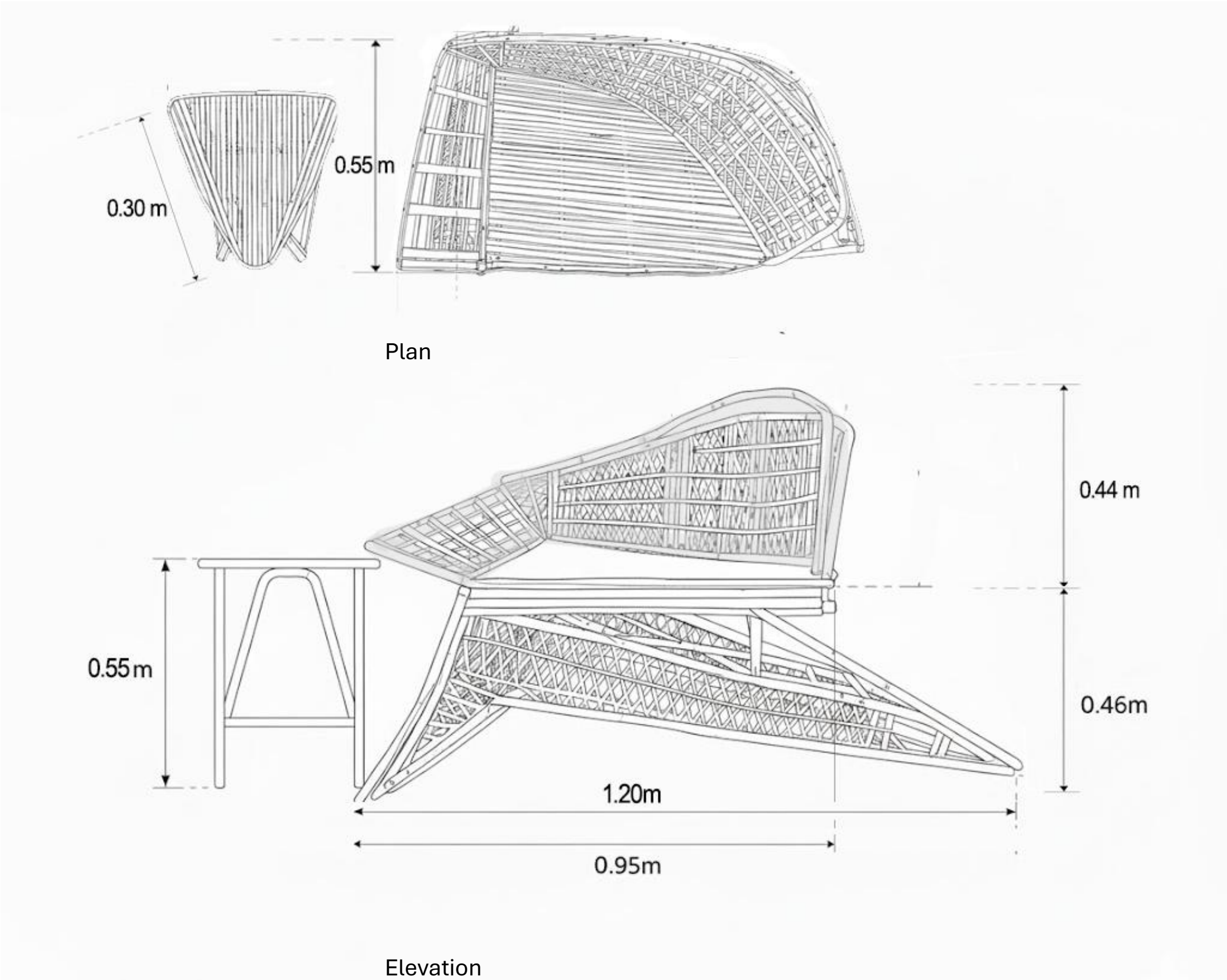
The real life executed design of woven pattern

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A series of detailed views showcasing the material texture, joinery, and woven patterns of the set

Nawah
Seating set



Nawah Seating
set drawings

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From earthy neutrals to bold hues, Nawah adapts in any colour palette.



Contemporary
variations of Nawah



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Contemporary
variations of Nawah

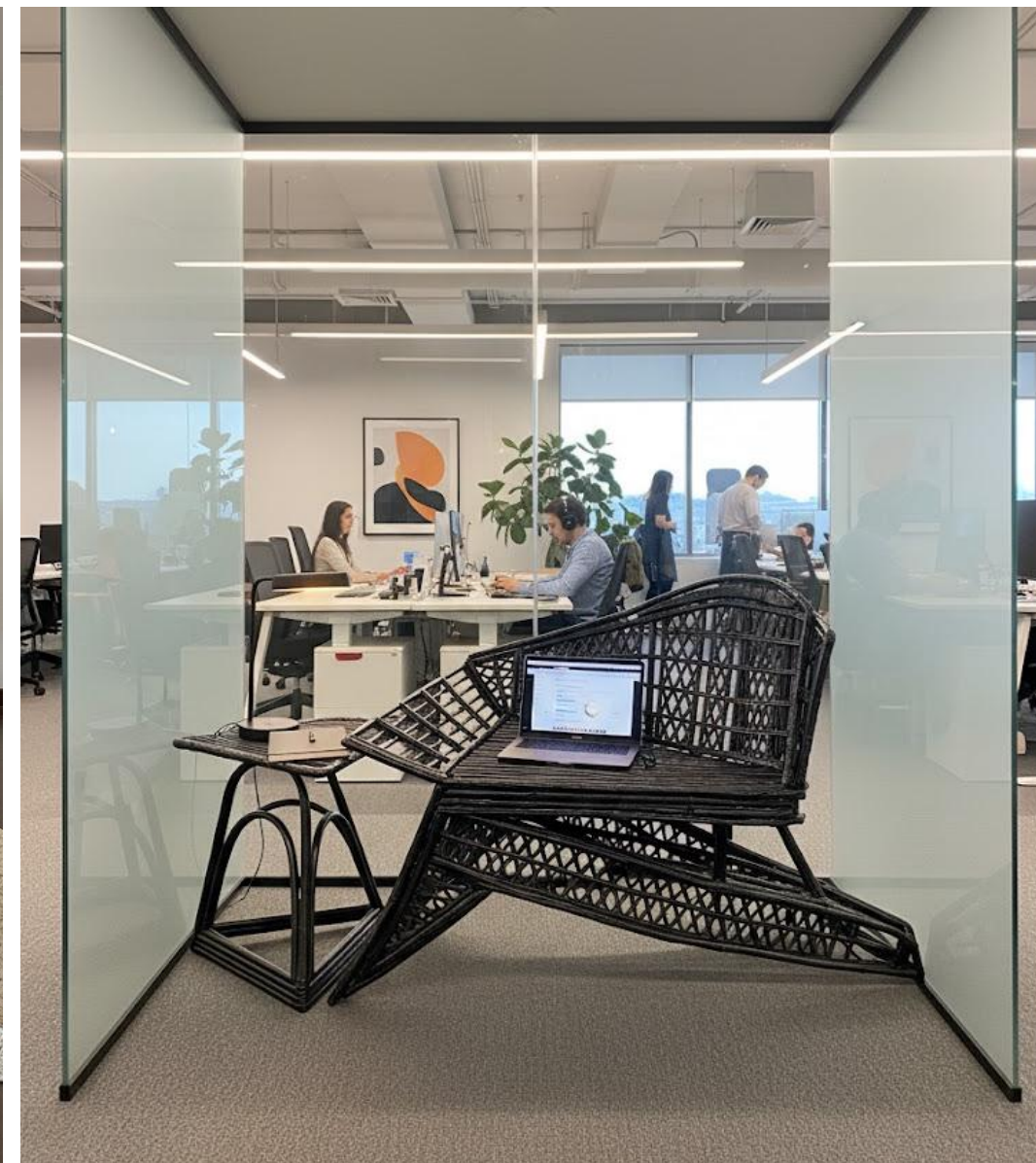
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By the beach



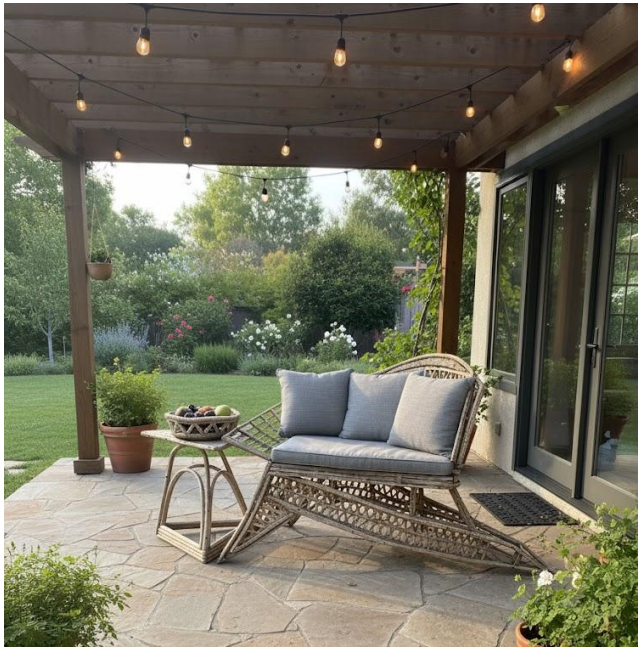
At home



Studying pods

Designed for
every space

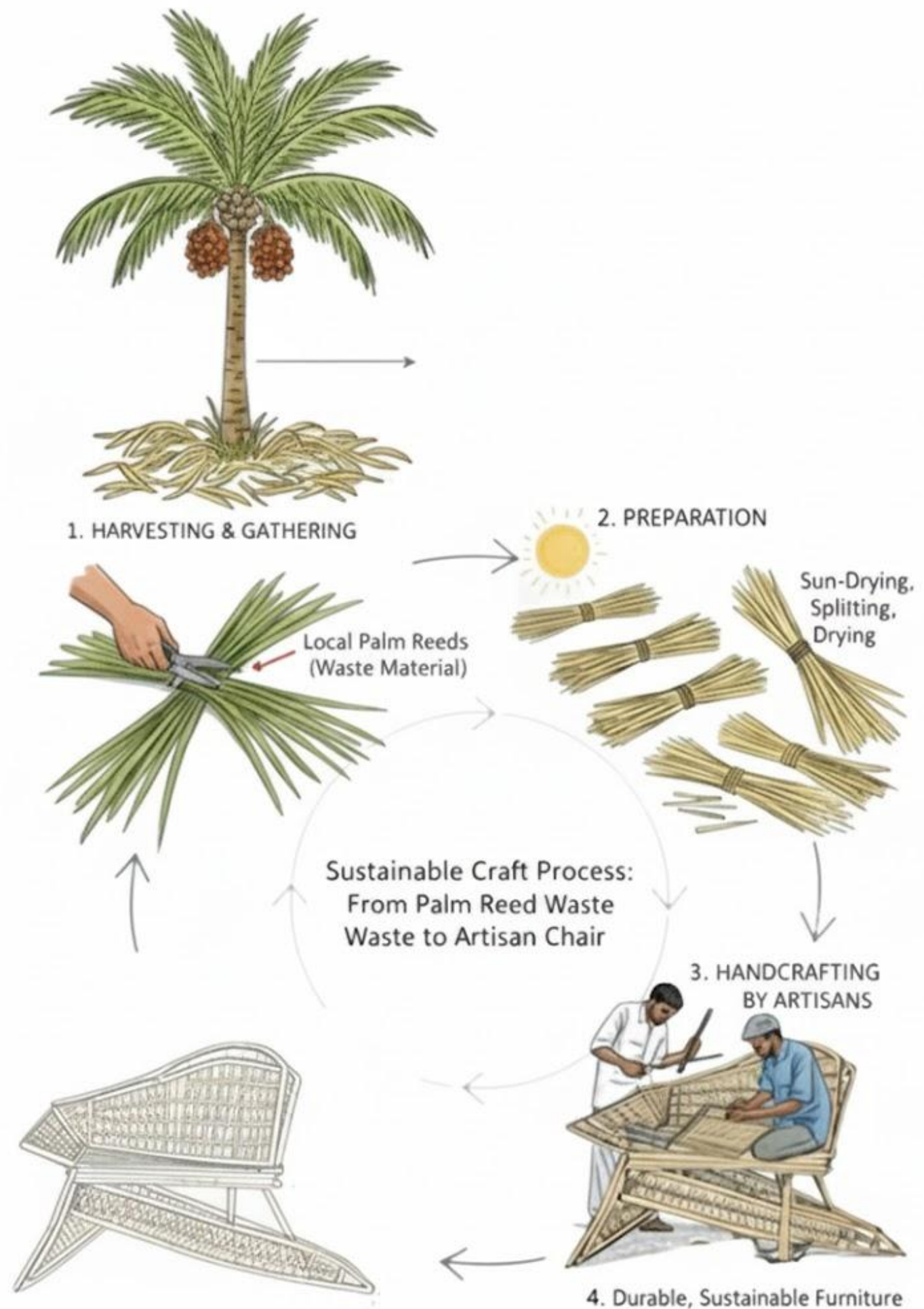
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Nawah
Imagined
Gallery

The entire cycle culminates in the creation of **durable, sustainable furniture**, exemplified by a finished chair, thus showcasing an eco-friendly approach to product creation by repurposing discarded natural resources.

Nawah .. A product out of Waste.



Nawah journey of production

Collected from **local farms**, these natural remains are transformed through the hands of skilled **local craftsmen**, preserving generations of **inherited knowledge** and artistry.



By embracing what already exists, we

- Minimize waste
- Reduce cost
- Empower local Egyptian communities

The process becomes a **healthy ecosystem** where **sustainability isn't just a goal, but a rhythm guiding every stage**. From affordable materials to authentic craftsmanship, Nawah offers unique, low-cost designs that make both designers and clients happy.

Each piece tells **a story of collaboration** and conscious creation proof that beauty, sustainability, and accessibility can coexist harmoniously.

Nawah's cycle is circular, kind, and alive ; turning nature's leftovers into memories that last.

Nawah as a social initiative



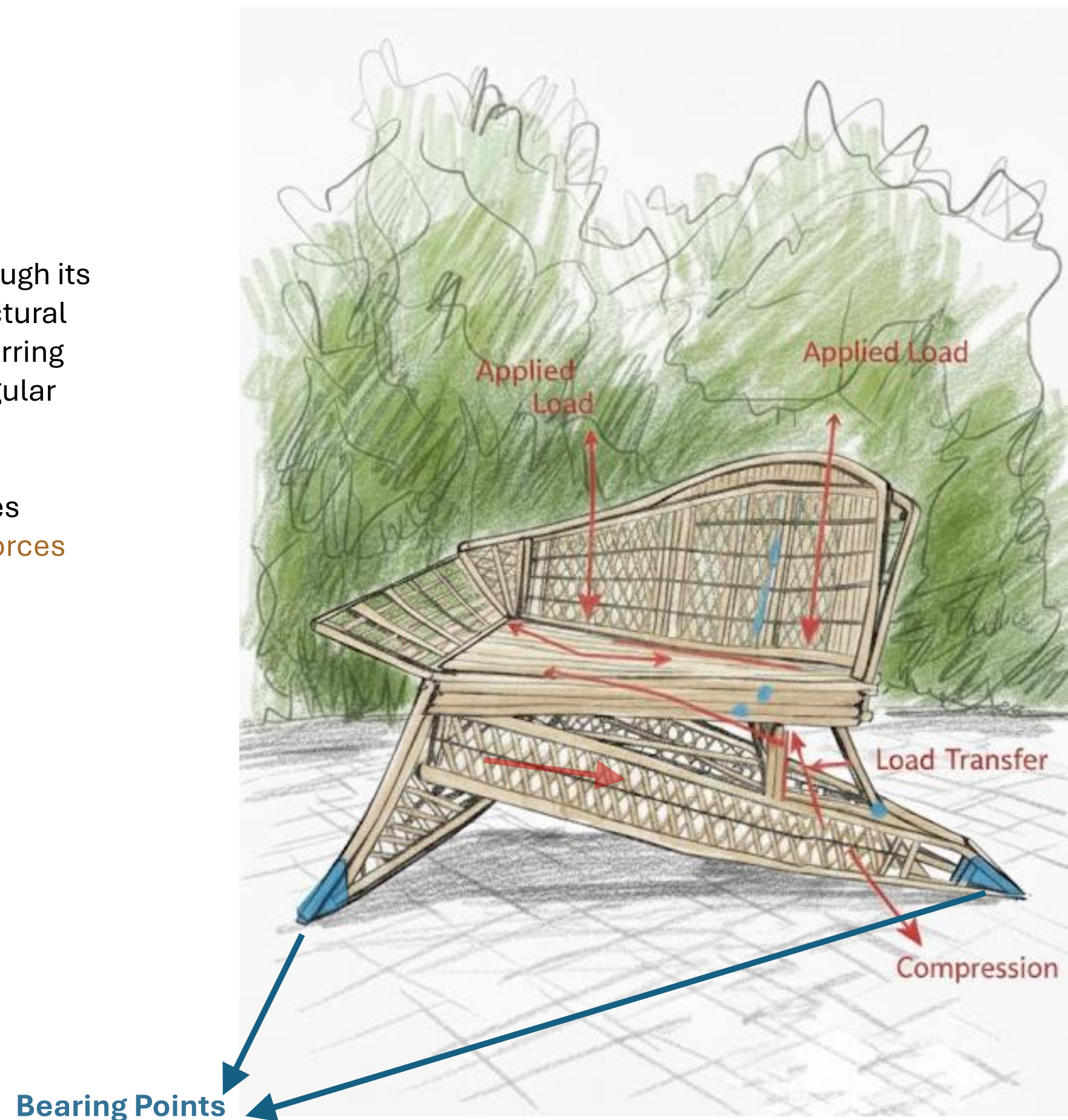
The production process relies on the expertise of local Egyptian craftsmen who collect, treat, and weave palm fronds using **traditional techniques** adapted for contemporary furniture design. One of Nawah's deepest concerns is to honour local craftsmen and show their talents because their hands, skills, and traditions carry stories that deserves to be seen.

Craftsmanship Production process



The chair's load is distributed internally through its structural zones across the woven and structural components, balanced and directed transferring forces gradually until they reach the two angular legs acting as the main bearing points.

Load is transferred from the upper seat zones through **internal connections**, **channelling forces** toward the two angular legs where they are absorbed and stabilized.



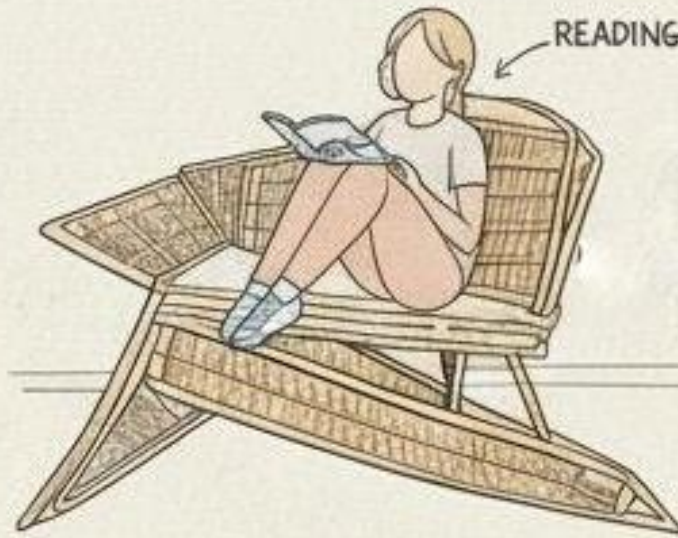
Load distribution

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RELAXING



READING



RELAXING



WORKING



SHARED
MOMENT



Seating configurations of Nawah seat

Nawah Chair Set Feasibility Study Summary

Product	<i>Nawah Chair & Table Set</i> — 100% handmade furniture using reclaimed palm reed (<i>gareed</i>). Designed to reinterpret local material in a contemporary, versatile way for both indoor and outdoor use.	Material Source	Reused palm reed waste (<i>gareed</i>) — sustainable, locally abundant, low-cost.
Concept Goal	Blend traditional Egyptian craft with modern aesthetics — promoting sustainability, affordability, and cultural identity.	Craftsmanship	100% handmade by local artisans supporting local economy and preserving craft heritage.
Production Location	Local craft workshops near palm groves transported to Cairo for finishing and sale.	Technical Feasibility	Simple tools, skilled craftsmen, low energy consumption, flexible production scale.
Target Clients	General users — households, cafés, resorts, design lovers seeking eco-conscious local design.	Financial Feasibility	- Production Cost 800 EGP per chair(labour + material cost) 200 EGP per table (labour + material cost) - Transportation Cost 300 EGP - Coating cost 200 EGP - Total cost = 1500 EGP

Benchmarking
of materials
with similar
results
Rattan
Vs
Gareed

