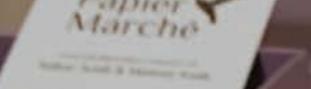
ART DIRECTION





















ART DIRECTION



The edition is built as a hub for creativity. We aim to foster a culture of innovation, showcased by hosting regular events and exhibitions. Located at the heart of The Walk Of Cairo. The Edition is more than just a venue, but rather a full fledged experience.

> "Others have seen what is and asked why. I have seen what could be and asked why not"

> > - Pablo Picasso







