

REFORM
STUDIO

RECREATE – REUSE – REVIVE

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Recently OBELISQUE discovered Reform Studio. Based in Cairo, their maxim is: ReCreate – ReUse – ReVive.

Created – or should we say – REcreated by two dynamic Egyptian women, Hend Riad and Mariam Hazem - REform Studio is an Umbrella of many RE's. They seek to REcreate existing idea, REdevelop objects, REuse materials, REVive cultures and REform our world.

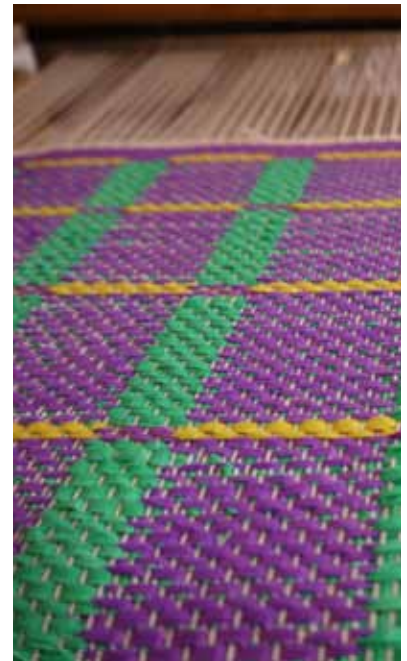
This dynamic two won the Silver A' Design Award 2014 for sustainable products and green design, as well as the Cartier Women's Initiative Award for sustainable impact and business plan competition. OBELISQUE congratulates them!

REform's philosophy is simple. Their aim is to create REsponsible and thoughtful products, while creating original designs of the highest quality. They are interested in making sustainable and environmental products hip, popular and attractive. They are inspired by the authenticity and challenges of Egypt.

Reform has brought back plastic bags that have been discarded into a new form that is designed innovatively to fit in our lives and to help preserve our natural resources. Their attitude towards old plastic bags is out-of-this-world, "It is far better to end up as a beautiful colorful useful chair than die in a landfill."

Every minute approximately two MILLION single-use plastic bags are given out for free worldwide. Each plastic bag takes up to a thousand years to degrade and the result is harmful substances that poison our soil and water, harming the Earth, human beings and animals.

REform Studio intends to Reuse 790,000 wasted plastic bags in Egypt next year.



From discarded plastic bags they make PLASTEX. Plastex is an International Award Winning Design Concept, which is a new 100% eco-friendly handmade fabric basically made of recycled cotton threads and re-used plastic bags.

The material was officially tested at the National Center for Research and it was proven strong, durable, water-resistant and is able to tolerate sand and dust, bringing the material to a new level of appearance and functionality. Each REcreation is unique, produced with an enormous variety of color and applying an old Egyptian craft and industry – Handloom.

At the same time REform is reviving the hand weaving industry in Egypt. This is a starting point for addressing Egypt's economic challenges, by creating jobs, supporting Egyptian craftspeople and preserving an ancient Egyptian craft and tradition. A tradition that began thousands of years ago in Egypt, REform aims to empower local communities by bringing back the deep-rooted craft.

Anthropological evidence confirms that the first hand looms appeared in Egypt. An ancient device, the loom was present in many timeworn civilizations. Today it is a new technique to be learned and cherished. Here in Egypt, many Egyptians are experienced in hand loom.

“We use DEcontextualization as a strategy. When we transform used plastic bags into a valuable product we reveal a new purpose, meaning and identity to the material.” says the REform team.

The REform promises new projects soon. They will target schools with the objective of educating Egyptians to collect plastic bags in the environment for REuse and hopefully abandon plastic bag use in the future.

Hend, Mariam and Dina are beginning to solve some of Egypt's greatest challenges by REsearching, REdesigning, REdeveloping, REprototyping, ReUsing, Re-Viving and REcreating. BRAVO. Ω



2014
Cartier Women's Initiative Award.
International business plan competition



2014
Silver A' Design Award
Sustainable Products and
Green Design



2013
2nd Prize at SALONE
SATELLITE AWARD 2013 in
Milan, under the theme of
Design & Craftsmanship



2012
1st Place Gold Award in
Egypt Design + Industry
competition, Cairo



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