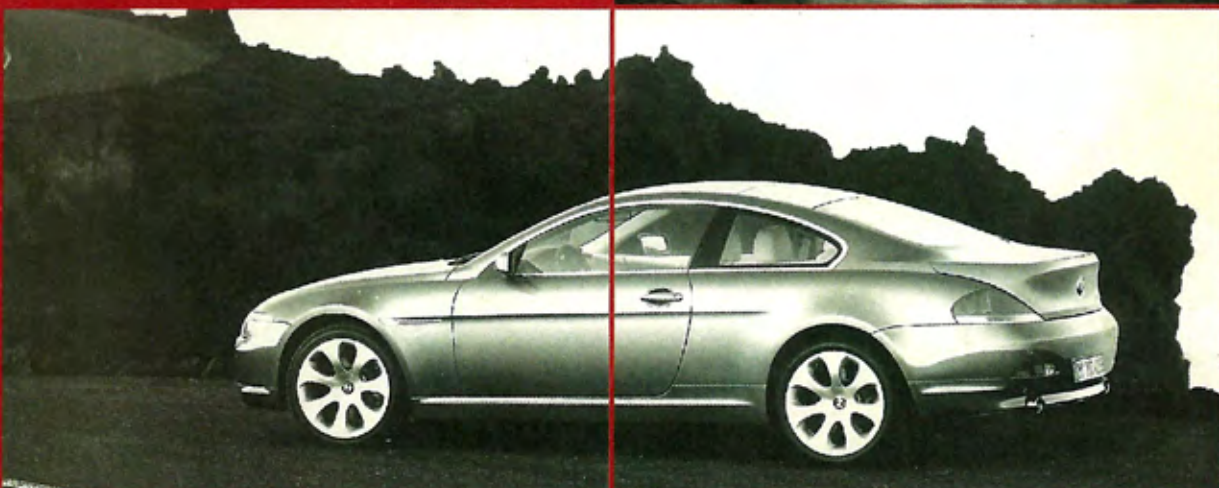


JUMBEIRA Beach

AUGUST-SEPTEMBER 2004 / AED 20

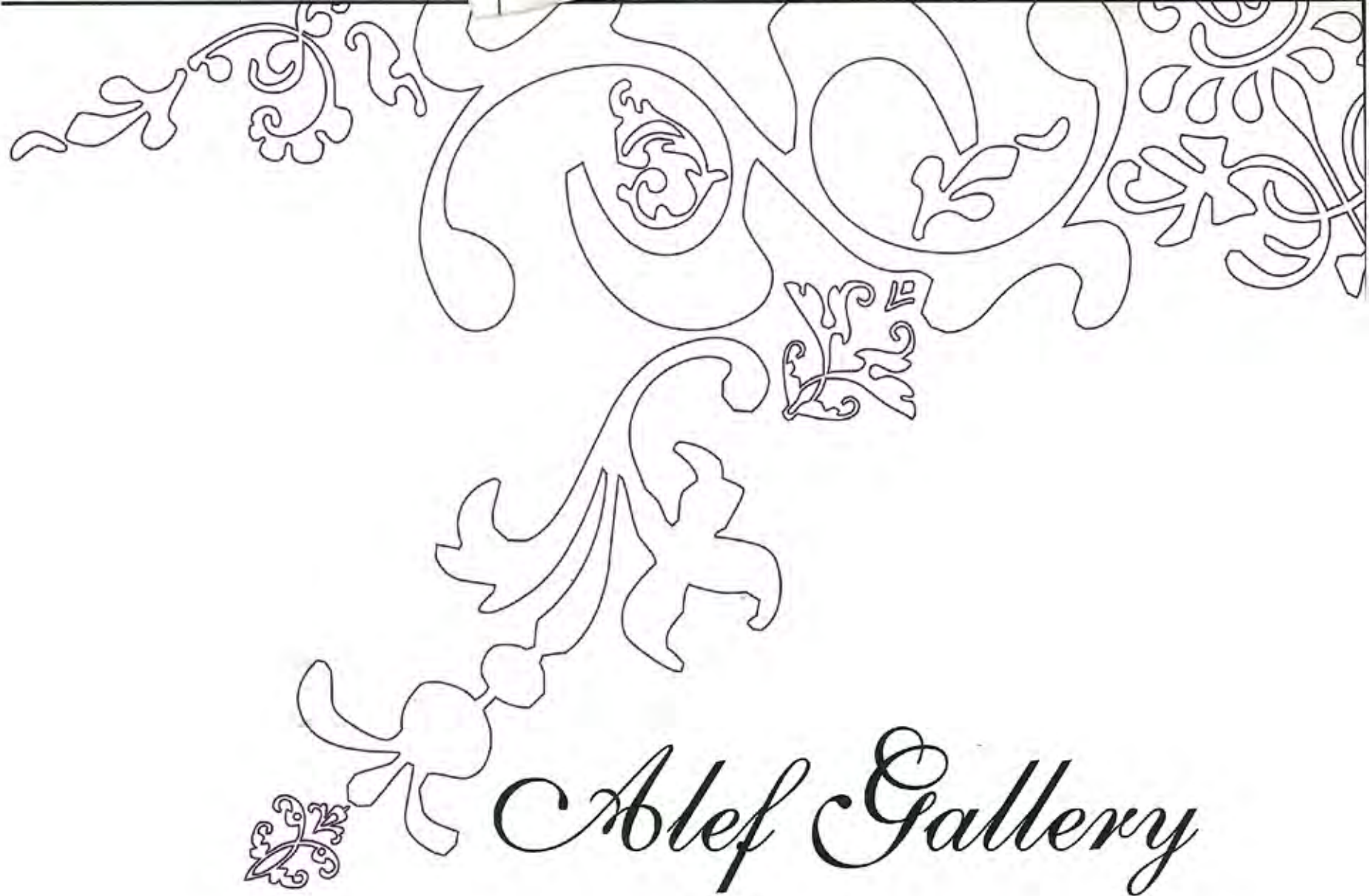


THE WORLD

Inner Views Lifestyle Luxury & Leisure Entertaining in the Emirates



A visit to Alef Gallery in the heart of Cairo is comparable to traveling across the ages and into a time where the majesty of pharaohs and the magical tales of lost legends intertwined to create the unforgettable ambiance that was and still is the beating heart of Arabia.



Situated right in the heart of Cairo, Alef Gallery specializes in unique and exquisitely crafted home furnishings that transport you across the ages to a paradise lost. It welcomes you in Egypt, the land of pyramids, pharaohs and ancient Arabian history.

Exclusive to Alef and based on traditional and Islamic designs, the Alef textiles' boutique is one of the owners' sincerest passion. Naguiba Damerji, Alef owner and self-described dreamer, passionately states: "Alef is a true love story. It is a madness that can be understood by all lovers of landmark and heritage. Our recipe relies on creating through a multicultural amalgamation, a harmonious and elegant seduction without dismissing absolute comfort." The gallery's main aim is to revive high quality handicrafts and home furnishings and maintain the highest standards of craftsmanship in all its creations. For you see, Alef is an eye into lost worlds, found far from a modern world where materialism has forgotten how to dream. And Alef is definitely about

dreaming. "We dare to go against the current. We dare to offer an individual style of authentic tactile and human character in a world that has become all too virtual and distant".

The roots of Alef dig deep into all origins: as the name suggests, the journey starts from the very beginning, unfurling the Arabian arts and keeping them alive in a modern age. Alef is more than just a gallery, it is a place where people can wander from reverie to reverie and travel in time to those ancient civilizations that have fascinated us for centuries. In the words of Naguiba Damerji: "We are dreamers and we want others to be inspired by the dreams of Arabia. We seek to share our journeys into the mystique and diversity of Arabian culture as we draw from this source our inspiration mixing modern with traditional, luxuriant decadence with contemporary simplicity". {JB}

For further information log on to www.alef-gallery.com