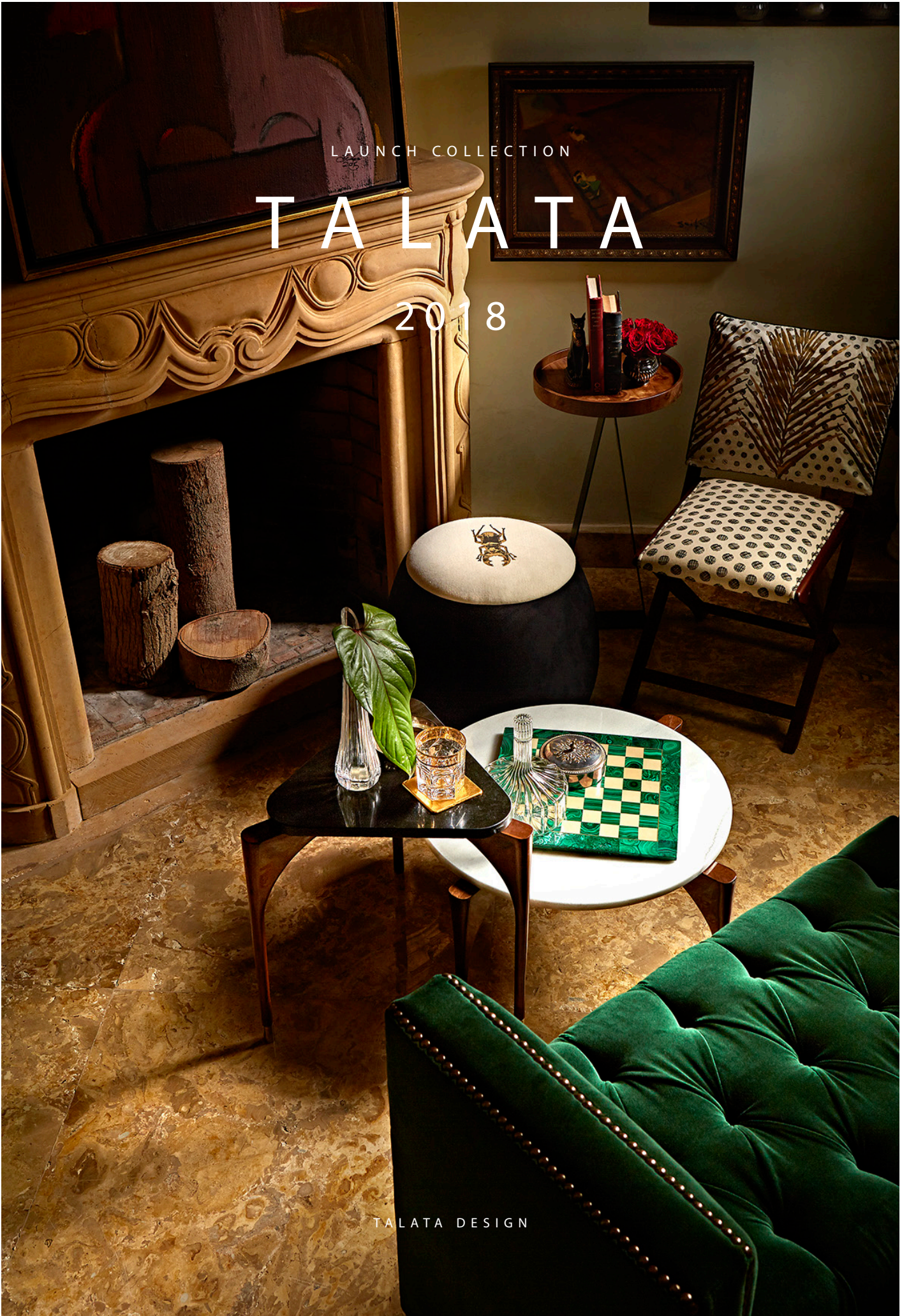


LAUNCH COLLECTION

TALATA

2018

TALATA DESIGN





IN THIS ISSUE

Inspired by the rich heritage and dynamic culture of the Egypt, TALATA specializes in using modern design principles and manufacturing techniques as the heart of the creations. This practice shapes one strand of TALATA's story of incorporating the region's remarkable, and often forgotten, history within beautiful possessions.

Another strand of the story lies in TALATA's name itself. Meaning 'three' in Arabic, TALATA is the brainchild of three female design mavericks hailing from Egypt. With their desire to seamlessly incorporate their heritage into their designs, along with a virtuosic eye for color and bold patterns, TALATA's founders also based their concept on offering three distinct services; interior and product design to manufacturing, as well as one-of-a-kind collaborations with up-and-coming regional designers.

With four collections planned throughout the year, each line within TALATA's portfolio represents an avenue of the region's cultural and historical preservation. For its highly anticipated launch collection, TALATA unveils four distinctive lines: Raa', Ebly, Bahary and The Chameleon – the contemporary collections are each inspired by various Egyptian historical, geographical and cultural elements with every item artfully handmade in Egypt with unparalleled craftsmanship.

A warm and inviting living room scene. In the center, a wooden bench is adorned with several patterned cushions: one with black polka dots, one with a white zigzag pattern, one with a black background and orange and pink floral motifs, and one with a green and white zigzag pattern. A white cushion with a black zigzag pattern lies across the bench. In front of the bench is a white, round coffee table with four wooden legs. On the table, there is a stack of three books, a small gold cup, and a small white vase. The background features a large window with sheer curtains, through which a lush garden with various plants is visible. To the left, a tall indoor plant with long, feathery leaves stands next to a floor lamp with a warm glow. The overall atmosphere is bright and natural, with a focus on organic textures and patterns.

E B L Y C O L L E C T I O N



The Dekka

CODE: E001

Dimensions: 120 x 90 x 70

Materials: Beech pine wood structure / oak wood finishing available

Description: Traditional seating within Egyptian homes. The authentic design of the dekka was upgraded using modern fabric designs and the legs of the dekka were inspired by the shape of the shisha "ley"

Ebly Collection



The Tableya

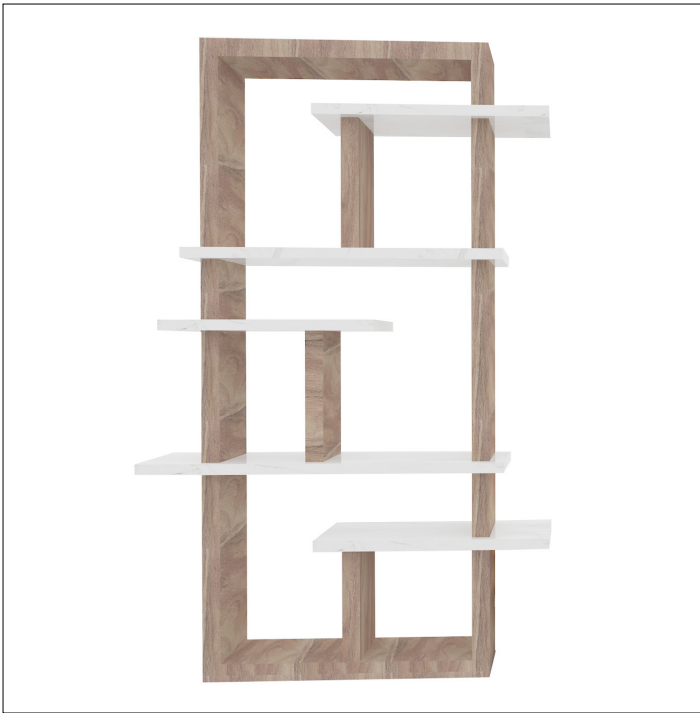
CODE: E004

Dimensions: 90x30

Materials: Carrara marble/double black granite with oak or walnut wood finishing available

Description: The "tableya" was one of the most commonly used dining tables in the Egyptian household. Throughout the years, both the design and the usage of the "tableya" evolved parallel to the socio-cultural influences

Ebly Collection



Puzzle Book Case

Ebly Collection

CODE: E002

Dimensions: 180x80x35

Materials: Carrara marble or double black granite and available in walnut wood or oak wood

Description: The 'puzzle' bookcase is both functional and aesthetically rich in design. It can be used as a room separator or as a TV unit depending on the interior needs



Puzzle TV Unit

Ebly Collection

CODE: E003

Dimensions: 55X200x40

Materials: Carrara marble or double black granite and available in walnut wood or oak wood

Description: Less is better with our TV unit which doesn't take up much room, but will display whatever you need



RAA COLLECTION

VERTE DU NIL

EMPIRE OF CHAOS



RAA Console

CODE: R001A

Dimensions: 140 x 45 x 88

Materials: Colour black, white MOP and natural walnut wood

Description: Inspired by the Ancient Egyptian Era and with the art deco influence, the console blends mother of pearl and walnut wood

RAA Collection



Linear Console

CODE: R001C

Dimensions: 133 x 51 x 75

Materials: Colour black, white MOP and natural walnut wood

Description: Inspired by the Ancient Egyptian Era and with the art deco influence, the console blends mother of pearl and walnut wood

RAA Collection



Hathor Console

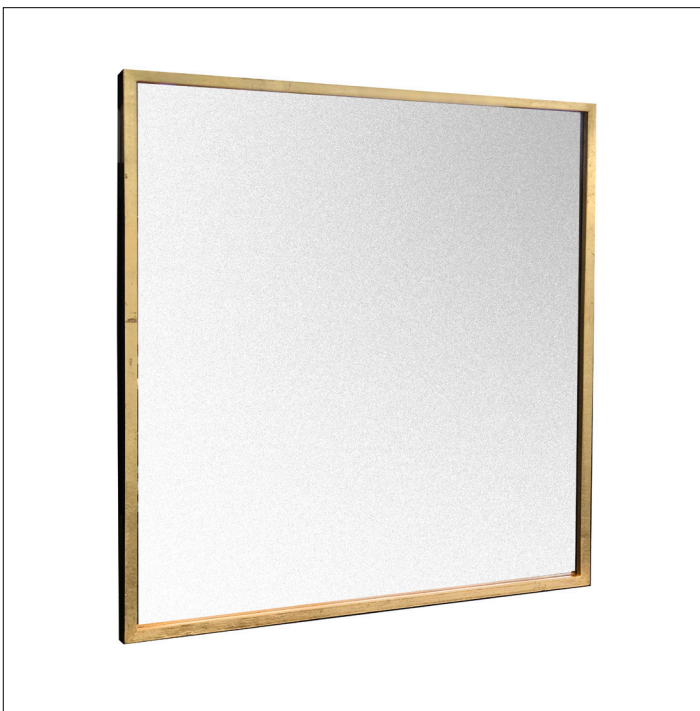
RAA Collection

CODE: R001B

Dimensions: 140 x 38 x 75

Materials: Colour black, white MOP and natural walnut wood

Description: Inspired by the Ancient Egyptian Era and with the art deco influence, the console blends mother of pearl and walnut wood



Gold Leaf Mirror

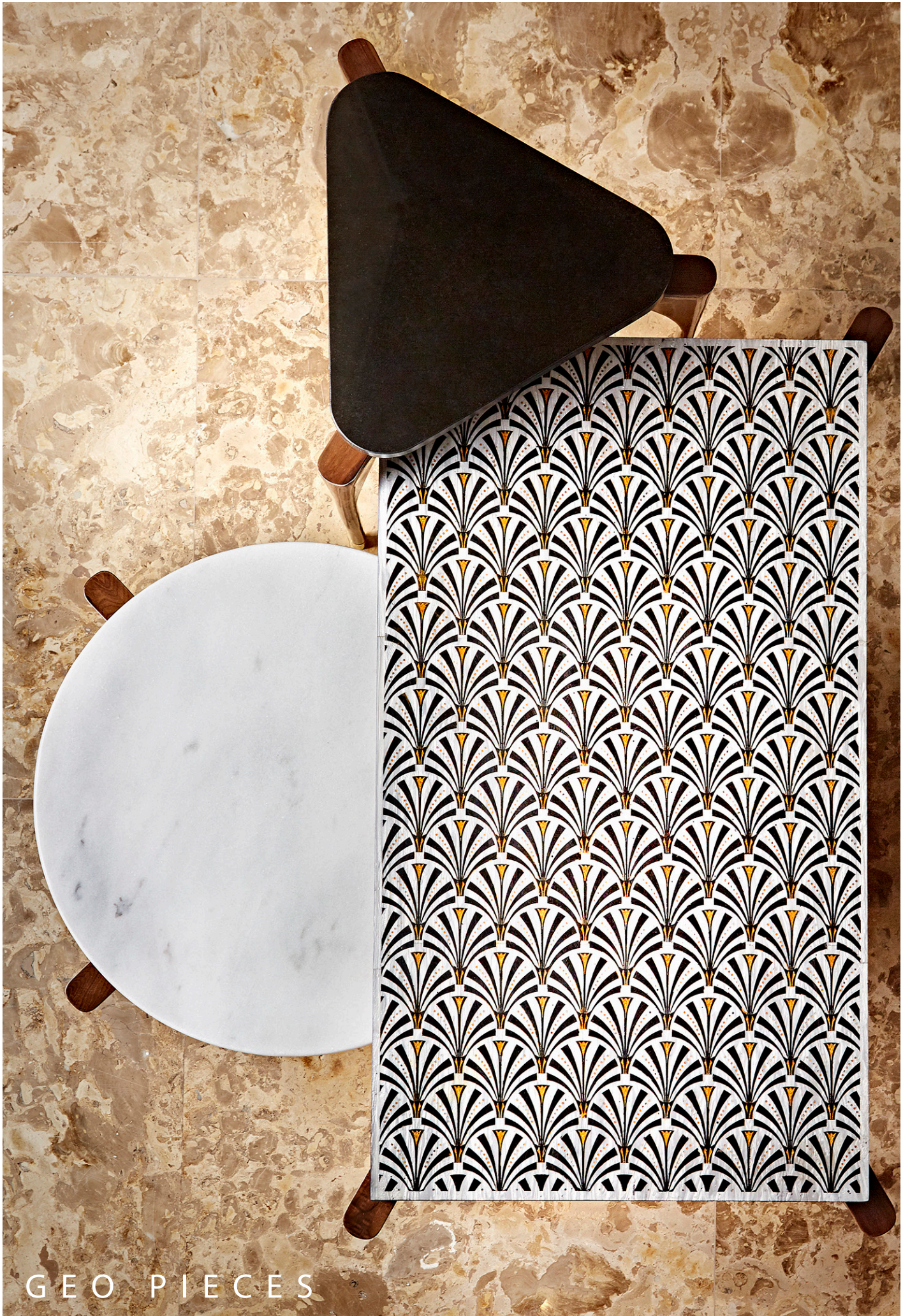
RAA Collection

CODE: R007

Dimensions: 90 x 90 x 2

Materials: Gold leaf wood finish and mirrors

Description: Standard mirror



GEO PIECES



Geo Rec

CODE: R004

Dimensions: 120 x 60 x H 45

Materials: MOP table top and walnut wooden legs



Geo Table Tri

CODE: R003

Dimensions: 45 x H 60

Materials: Double black marble and walnut natural wooden legs



Geo Table Circle

CODE: R002

Dimensions: 60 x H 33

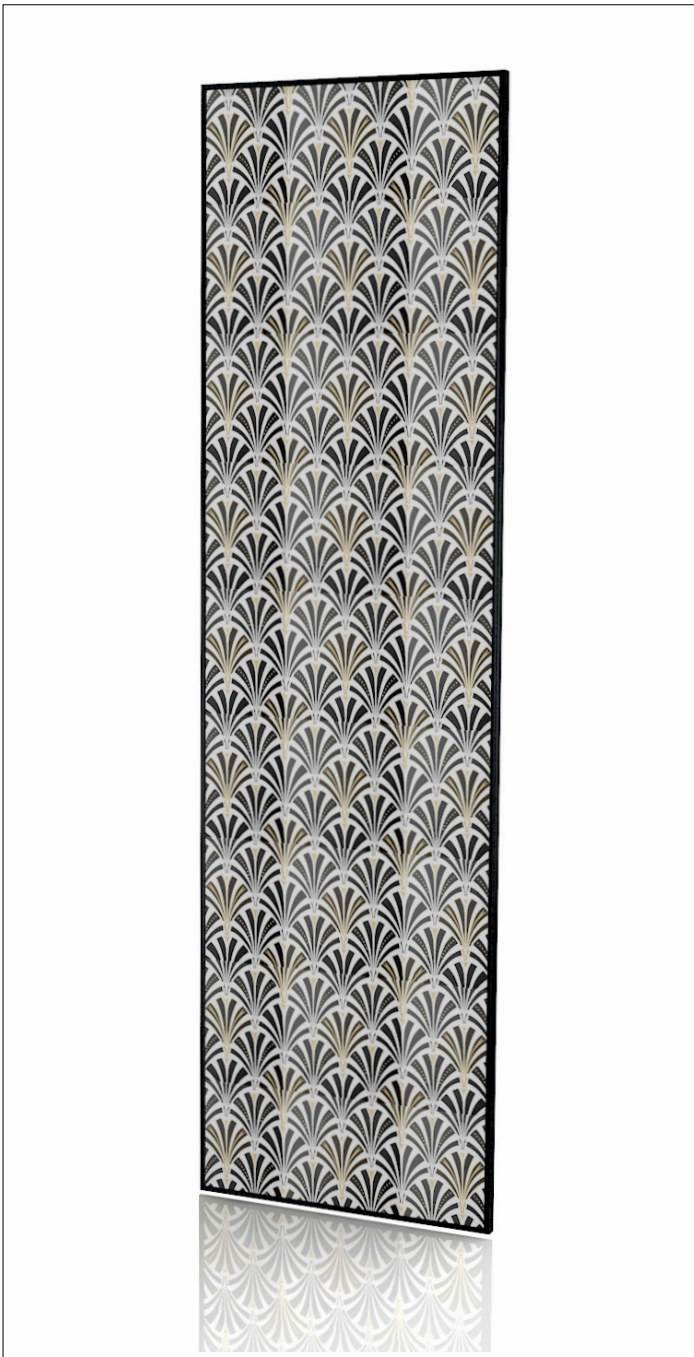
Materials: White Carrara marble + walnut natural wooden legs

G E O T A B L E S

The modernized lotus motif was created using precious Mother of Pearl to showcase the perfection of the Egyptian Artisan craftsmanship that is the highlight of the RAA collection and the coffee table design



LOTUS PIECES



Lotus Panel

CODE: R005

Dimensions: 50 x 2 x 180

Materials: Colour black & white mother of pearl + black lacquered frame



Lotus Mirror

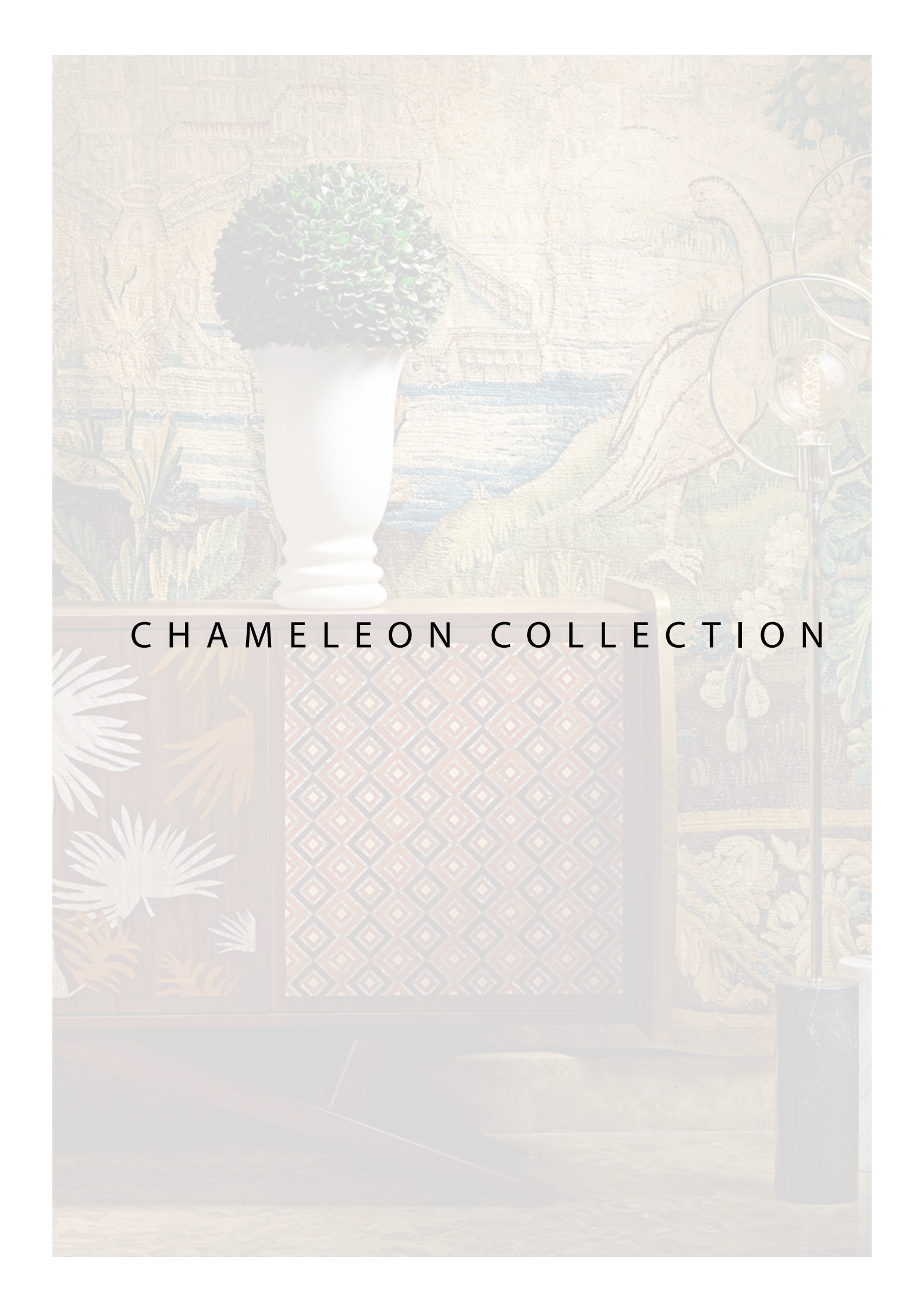
CODE: R006

Dimensions: 90 x 2 x 180

Materials: Gold leaf finish

LOTUS PIECES

Combining the inlay technique that was born in the Arab world with art deco forms, the panels are a true reflection of the evolution of design over the years



CHAMELEON COLLECTION



The Stacking Table Set

CODE: C008

Dimensions: 50 x 50 x 30

Materials: Oak wood structure / beech pine wood finishing available

Description: Made using oak wood, the multi purpose stacking tables can be used for different functions and can be used both indoors and outdoors. Available in many colors

Chameleon Collection



Love Couch

CODE: C006

Dimensions: 120 x 50 x 65

Materials: Available in a number of different fabric options

Description: Sometimes you need extra seating space, that doesn't block the view or use up space. The love couch add style and extra seating to your space

Chameleon Collection



The Pyramid Side Table

CODE: C007

Dimensions: 30 x 75

Materials: Base is double black marble, wrought iron, and the top is tree root wood

Description: Combining three unique materials, the pyramid silhouette table is the perfect addition to your indoor space. Can be used as both a bedside table or in your living room interiors

Chameleon Collection



Ancient Sideboard

CODE: C004

Dimensions: 200 x 86 x 55

Materials: Natural walnut wood; mother of pearl and brass inlay for the patterns

Description: The patterns were inspired by Ancient Egypt art and the design and structure follows the art deco style

Chameleon Collection



LIGHT CHAIR

CODE: C003

Dimensions: 45 x 45 x 90

Materials: Beech Wood; multiple fabric options available

Description: Fold it up and set it up and put it anywhere inside and outside with a changeable cover



Tri Paravant

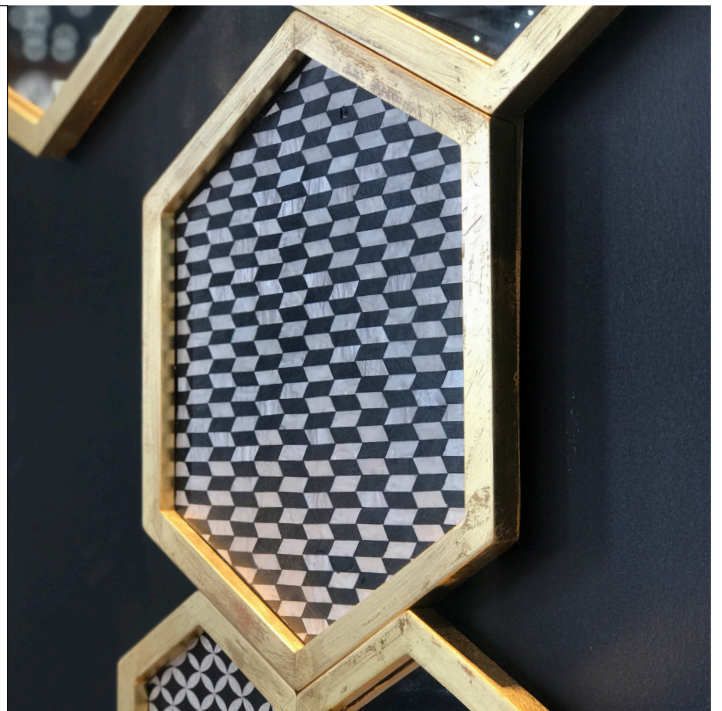
CODE: C002

Dimensions: 50 x 5 x 185

Materials: Colour black, white MOP and natural walnut wood

Description: Modernizing the traditional paravant so that you can use it in several areas around the house. The design is inspired by Islamic windows

Chameleon Collection



The Honey Combe

CODE: C005

Dimensions: 60 x 2 x 120

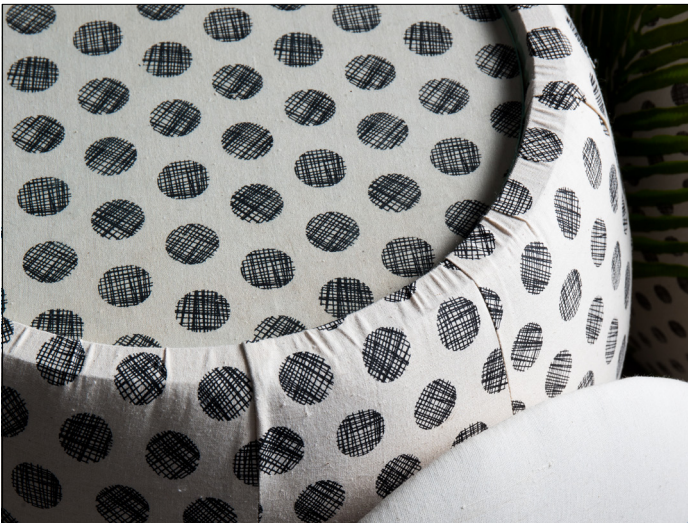
Materials: Mother of pearl, gold leaf wood finish and mirrors

Description: Playing with forms, shapes and different materials, the collection of geometric plates create the perfect wall art. Can be displayed both vertically or horizontally

Chameleon Collection



CHAMELEON COLLECTION



THE BARREL

CODE: C001

Dimensions: 35 x 45

Materials: Available in a number of different fabrics

Description: The Chameleon barrel is true to its name and can be used in every part of your home. The barrel can be used as a side table (without the cover) and as a stool (with the cover)



BAHARY COLLECTION



C O S T A L B E D

CODE: B001

Dimensions: Head Board : 140 x 4 x H: 220 | Panels: 70 x 4 x H: 220

Materials: Headboard (optional fabrics) and two upholstered panels using oak wood finish

Description: The headboard was inspired by the window shutters used in homes set along the coast of Egypt



THE BENCH

CODE: B002

Dimensions: 120 x 45 x 40

Materials: Oak wood bench with upholstery (different fabric options available)

Description: The design of the bench was inspired by the mood and colour palette
of coastal Egypt

T H E
O W N E R S



TALATA was founded by three unique individuals working in different sectors within the creative and design sphere – Mehry El Masry , Mona Ramzy, and Farah Zoghbi. Combining their individual talents and passion for design, their forces were joined together to create a unique design concept in the region

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U S

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