

# TV UNIT SET FERA LIVING SET

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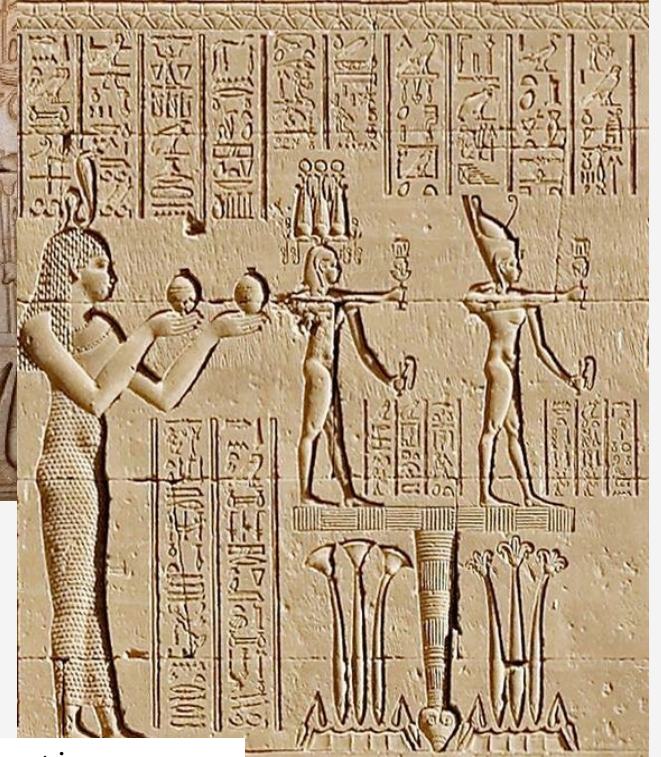
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ABOUT THE DESIGNER





# INSPIRATION



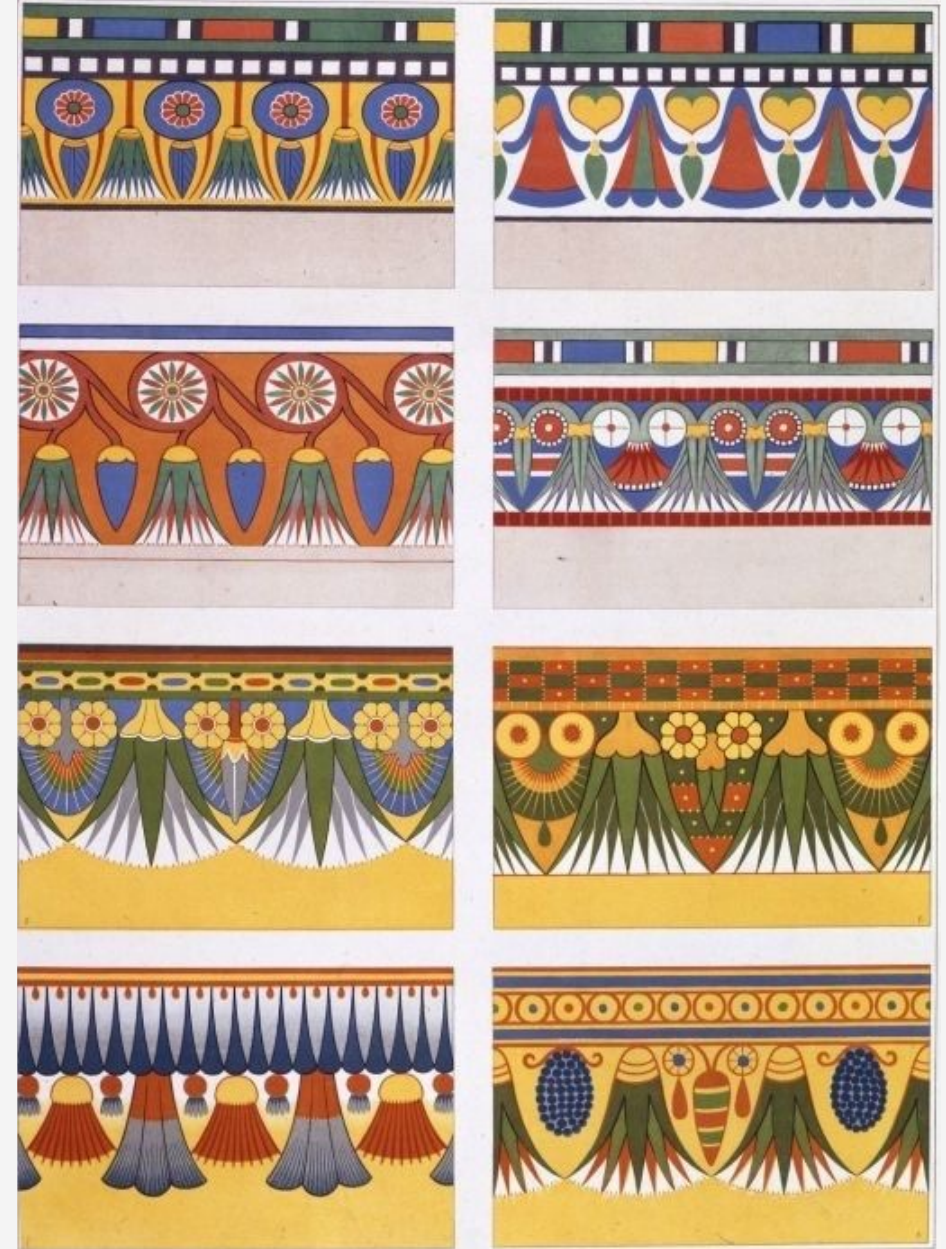
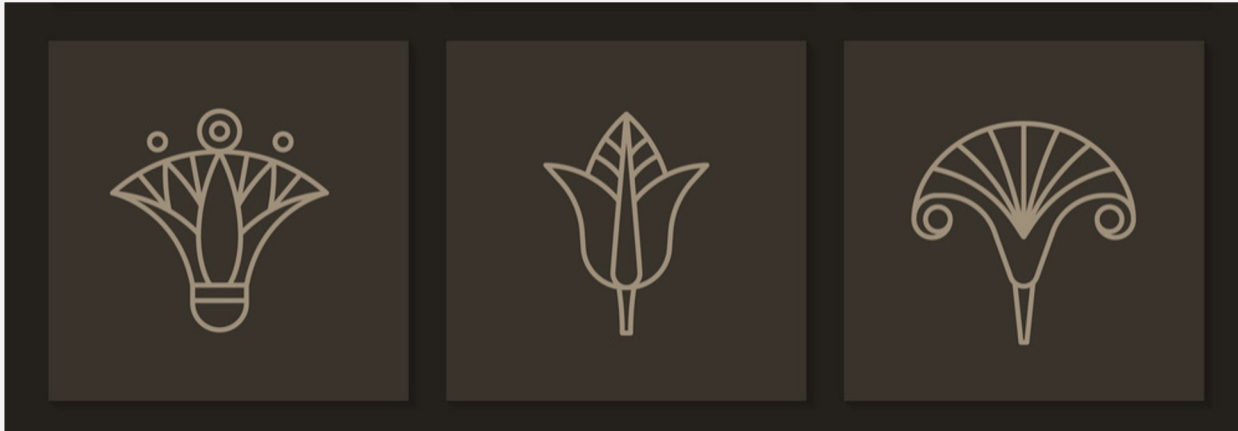
Looking back at our Glorious heritage, Ancient Egyptians were known for their advanced craftsmanship. They were excellent in integrating colors onto every piece of product from their giant temples to their tiniest jewelry. They also considered nature to be sacred especially the Lotus flower (*Nelumbo nucifera*) which meant purity and birth.



# CONCEPT

Tahta is a very cultural rich region. The main challenge is to fulfill the needs of the residents without compromising the aesthetics of the product. Which is one the reasons why this product in particular was inspired by the ancient Egyptian aesthetics because of the harmony that can be found in the chaos of colors. The Lotus flower has a unique curve and it has been seen on all temple walls and scribes. The Lotus curve inspired the geometric pattern used in the FERA TV unit.

This unit in particular is highly adaptive, same as ancient Egyptians who have advanced gloriously



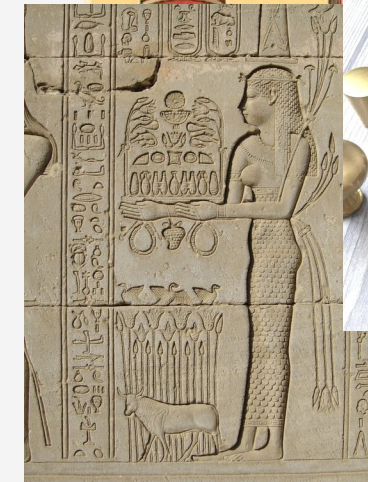
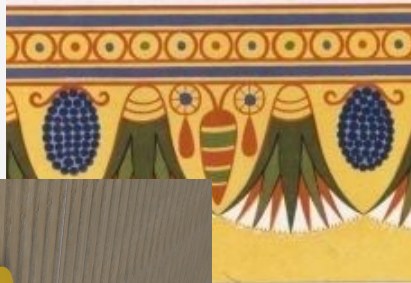


# MOODBOARD

**RAL 3028**

**RAL 6010**

**RAL 1032**





# FERA





# FERA





# FERA

*Product  
Variation*

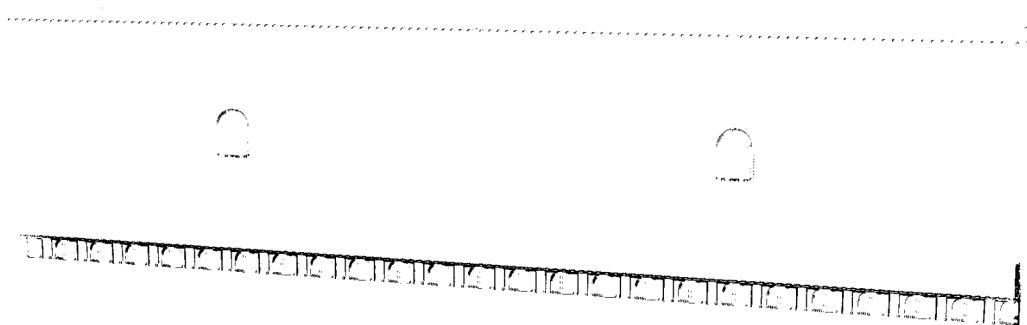




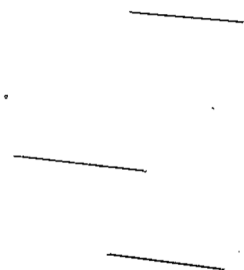
# FERA

*Product  
Variation*

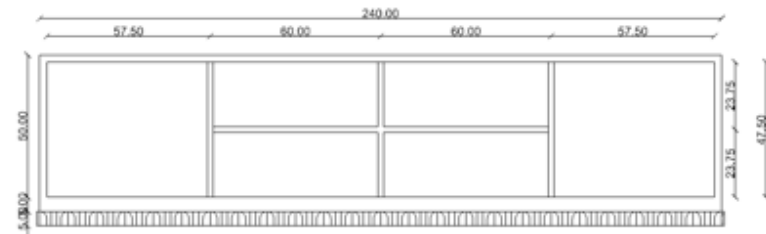
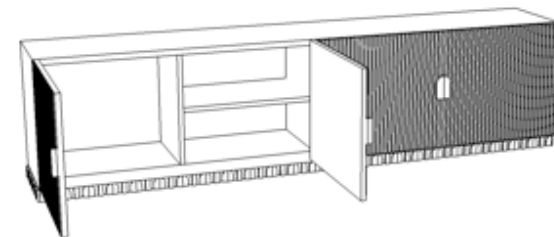
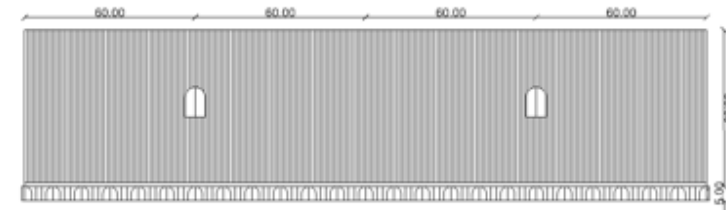




**Unit Base  
Accessory**



**Shelf  
Holder**





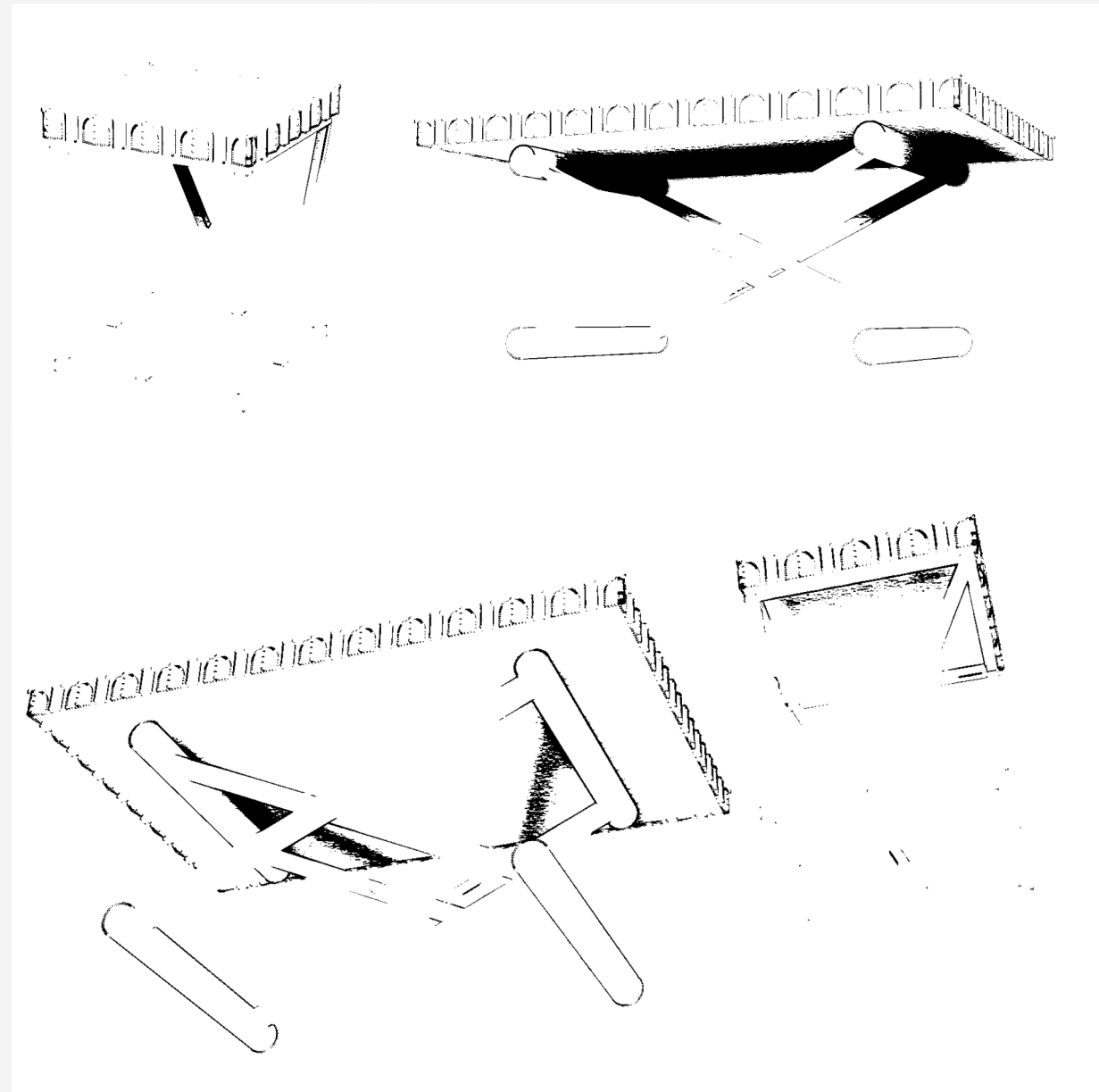
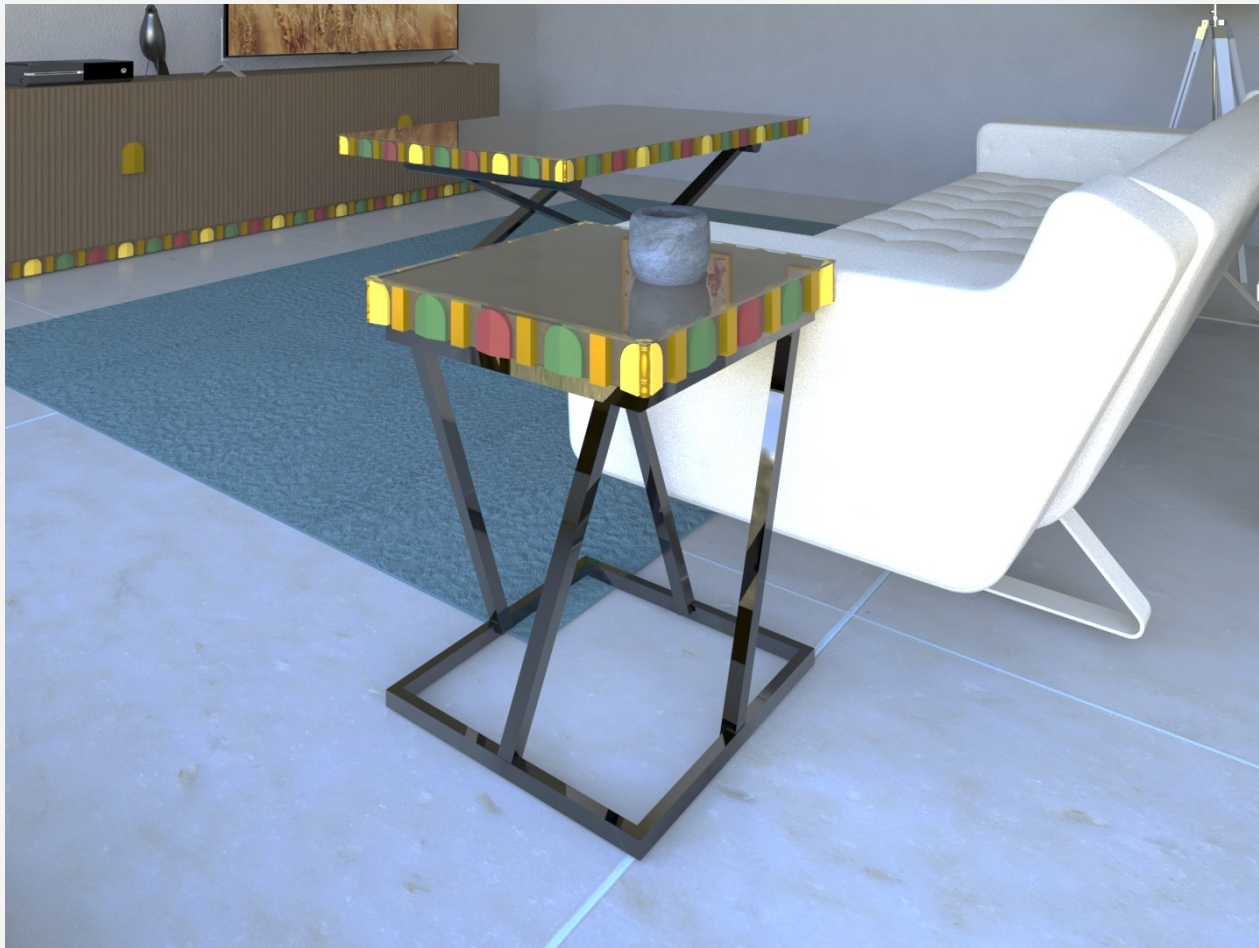
# FERA

This table has a height changing property in order to provide variety for the user, especially Tahta or upper Egypt residents who have used (Tablia) for many years. The table can be lowered to the height of the tradition table (Tablia) and when needed can be heightened up to its regular size. Also The entire FERA set comes in two types of wood texture to suit all tastes

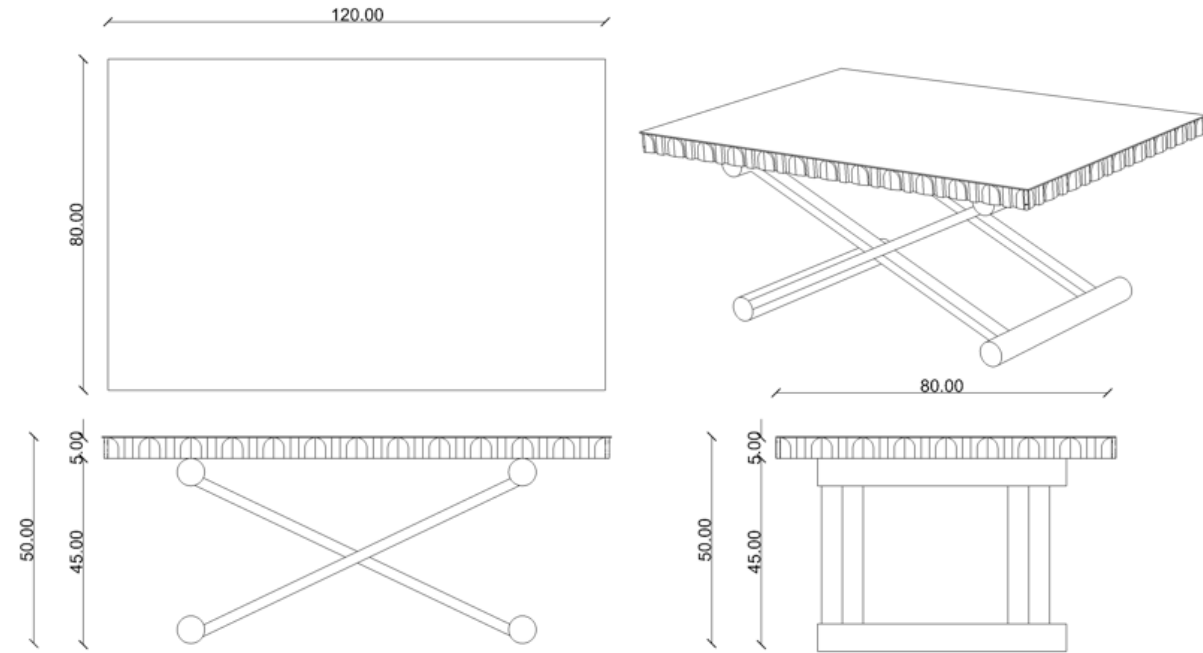
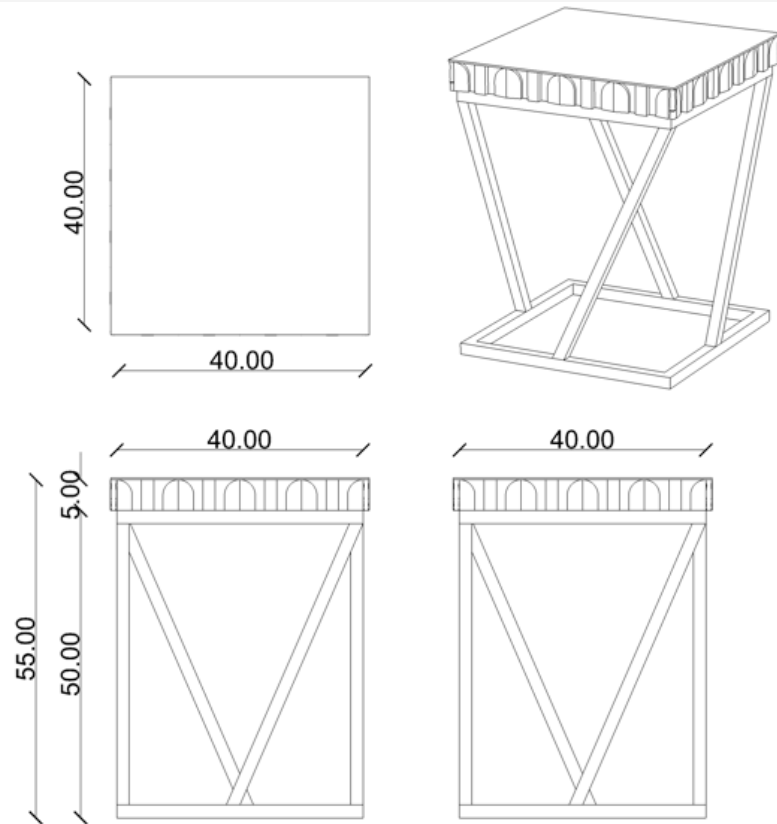




# FERA







# Fera Living Set Final Renders



# FERA





# FERA





# FERA



# FERA







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