



byhand

AFRICAN ARTISANS

LOOKBOOK 17-18

## SCANDINAVIA/ AFRICA INFUSED

Our love for Africa is growing day by day, year after year. We celebrate the traditional craftsmanship of the cultures across this vast continent. It is our passion to create unique designs by bringing the best of Scandinavia and Africa together. In keeping best of both worlds, designs remain rich in heritage and craftsmanship but radiate simple timeless aesthetics.

## TRANSPARENCY

In the handmade product, the energy of the hands of the artisans and the facilitators behind it shines through. We believe that trade and business dealings must be positively sustainable and ethical. From sourcing the material through shaping and forming the product, furthermore labelling and packing the product is a group of amazing people being acknowledged for each their part.

**byhaa**  
AFRICAN ARTISANS

## BEHIND BYHAA

Behind Byhaa is a family of Global Nomads addicted to aesthetics and adventure. The never-ending quest for new experiences is continuously connecting them with cultures and tucked away artisans across Africa. In these artisans' work lays not only beauty but also exceptional craftsmanship taught through countless generations from father to son, from mother to daughter.

The ByHaa community was founded in the remote oasis of Siwa in the Western desert of Egypt but is now spreading out to the rest of Egypt and into more countries in East and North Africa. It is still the personal relationship with the artisans and the time spent with all the families in the collaboration that is the base of ByHaa.

ByHaa works with women and men, all nationalities and all religions. Having no political agenda, the aim is to offer chances for people, to connect and promote collaborations across cultures and countries of Africa. In this manner we opt to broadcast some of the most breathtaking designs from this continent to

the rest of the world. Astonished by the techniques and the potential, we have set out to collaborate with these artisans in a dynamic work flow where ideas and outlooks are shared to create products footed in the ancient cultures, but headed in the contemporary world.

## SLOW DESIGN

ByHaa products are blessed by all the hands they go through. They are quality products that take the time they take to make. Created and designed in the spirit of timelessness, they may decorate any space from today and long into the future. The gravity of history and the passion of the artisan embraced by the simplicity of the design create, timeless aesthetic evergreen designs.

ByHaa reinvents and revives old traditions on the verge of being swallowed by globalisation, working to create possibilities and cooperations for artisans through a sustainable and ethical business platform while celebrating the vast artisanship of the African continent





SIMPLICITY IS THE  
ULTIMATE  
SOPHISTICATION

ETHICAL  
SLOW  
INTERIOR  
AFRICAN  
ARTISANS





REINVENT  
AND RE-  
VIVE



BEHIND EACH SET OF HANDS IS A PERSON  
EACH SET OF HANDS IS A PERSON  
SET OF HANDS IS A PERSON  
OF HANDS IS A PERSON  
HANDS IS A PERSON  
IS A PERSON  
IS  
A  
PERSON





SLOW DESIGN

# WHO MADE YOUR INTERIOR







EACH DESIGN IS PASSED FROM HANDS TO  
HANDS UNTIL IT REACHES YOUR HANDS.  
BEHIND EACH SET OF HANDS IS A PERSON





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