



Arts, Crafts and Music are three aspects of life that seamlessly fit together. In a discussion around this topic, the creative minds from Darb 1718 Egyptian Contemporary Art and Culture Center united with the musical minds from the Cairo Jazz Club Agency and initiated the concept of Artbeat.

Artbeat is a simple idea of harmoniously combining arts and crafts by local and international artists with music from around the world into a festival to be enjoyed and appreciated by people from all walks of life. Spectators from different nationalities and age groups are attracted by this festival. Interest from Cultural Institutes including the Goethe Institut and Robert Bosch Stiftung prompted an expansion of this idea. The festival was therefore taken beyond Cairo to directly affect and entertain a wider audience in other cities throughout Egypt. The first Artbeat was successfully held in June 2010 in Cairo and Al Minia (Upper Egypt). Support for Artbeat's exceptional cultural exchange was offered by the embassies of Germany, Spain and Switzerland.