

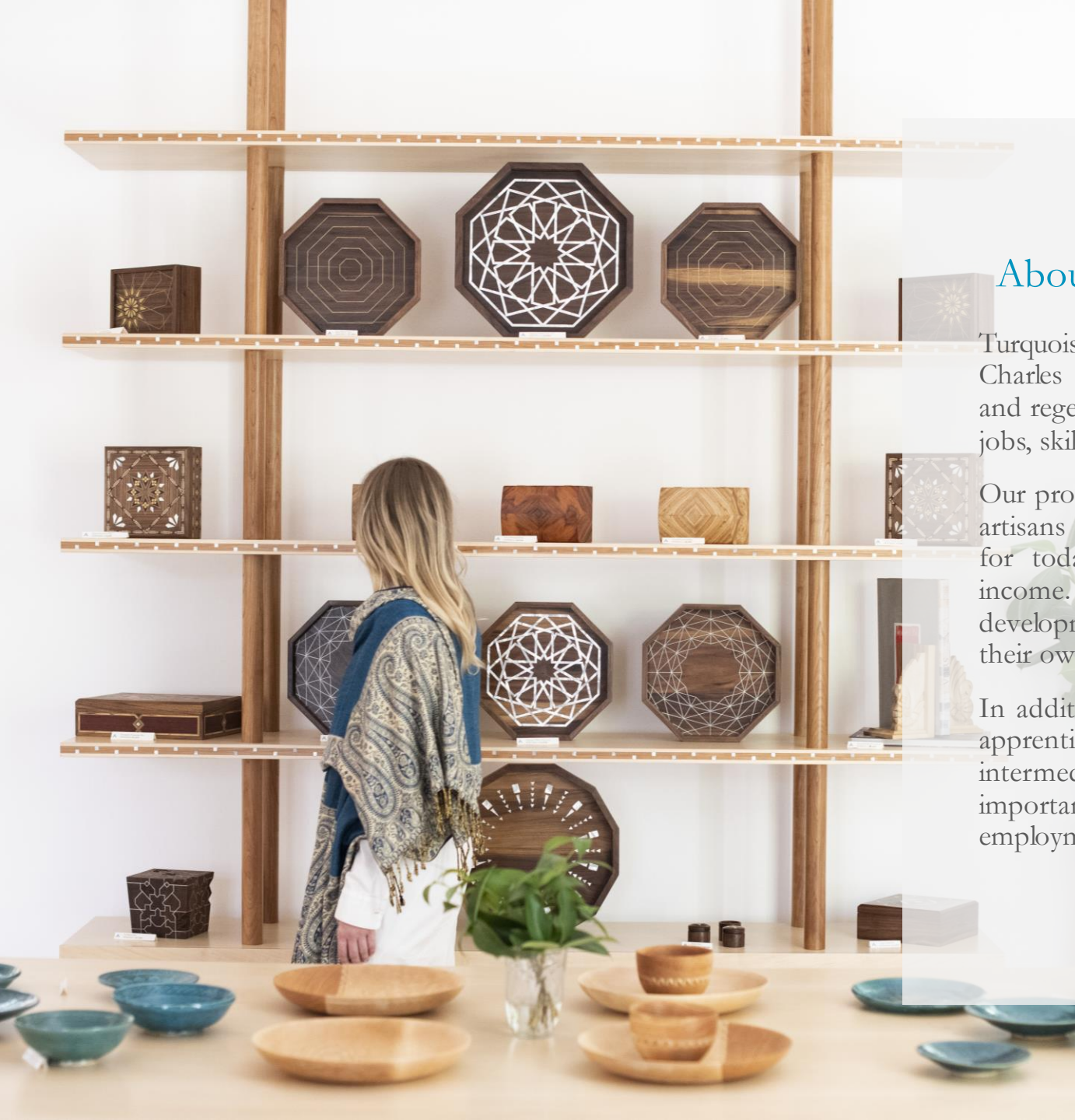


TURQUOISE MOUNTAIN



Embroidery Project





About Us

Turquoise Mountain was established in 2006 by His Majesty King Charles III to revive historic areas and traditional crafts, and regenerate communities with a rich cultural heritage – creating jobs, skills and a renewed sense of pride.

Our project in Jordan helps to revive traditional crafts by enabling artisans to develop new skills and make products suitable for today's markets, enabling them to generate a sustainable income. Artisans also receive free support with product development and business management to help them strengthen their own craft businesses.

In addition, we support young Jordanian and Syrian trainees and apprentices to learn craft directly from artisans. Through beginner, intermediate and advanced programmes we are ensuring that these important skills are passed on to a new generation and improving employment opportunities for young people.

Collaborations

Turquoise Mountain collaborates with designers, retailers, and museums across the globe – showcasing the immense talent of artisans from the Middle East, and the wider world.

Through our partnerships we have sold more than \$17m in artisanal products, and have immersed 1m visitors in traditional craftsmanship through exhibitions.



Pippa Small
Jewellery



Leighton House Museum



CLARENCE HOUSE



MEHRY MU



Smithsonian



JO MALONE
LONDON

FORTNUM
& MASON
EST 1707

The British
Museum



الدولة الهاشمية
ROYAL HASHEMITE COURT



ual: university
of the arts
london

OLIVER L A W S



Amina's
NATURAL SKIN CARE ©



Project Background

In December 2021, Professor Helen Storey, (Designer in Residence, Zaatari Camp), Dr Nabil El-Nayal, both of University of the Arts London (UAL) and Dr Karen Fisher, University of Washington,(UoW) co-created a workshop in Zaatari Refugee Camp, Jordan, which brought together 30 of the most skilled female embroidery makers.

The finished embroideries shared the most heartfelt stitched stories the ladies wished to tell the world, and for their children too, of the Syria they love and of their lives now.

From this group shone many talented women, who wished to professionalise their natural gifts.

Of these, six female embroidery artisans were then introduced to Turquoise Mountain, for the mutual purposes of reviving crafts and supporting them to find the right local and international opportunities to sell their creations.



About The Project

Through a design and production pilot project, six embroidery female artisans at Al Zaatari Camp went through a rigorous mentorship program with Turquoise mountain design team to produce a line of products that will be displayed at Turquoise Mountain Showroom in Amman and on Turquoise Mountain's online platforms.

The goal of this project is to revive the craft of embroidery and tell a story through a product that is well studied and placed in the right marketplace, with aims to provide a sustainable income source for the artisans with products that they can make from home and to support them selling their products to remote clientele



Concept

Backgammon board is one of the oldest two-person board games that traces back to ages and still remains popular in the region today. It is much more than a game, it's an identity of a culture, a ritual and tradition.

The game is a constitution of collaboration, integration, competition and harmony between two players; which was translated into the idea of celebrating the culture of collaboration between the designers and artisans through working on embroidered roll-up backgammon set highlighting a manifestation of unique and special life encounters, memories and challenges from the artisans' lives.



Technical Specifications

A roll-up embroidered backgammon set, with a small pouch for the counters.

Dimensions:

Open: 500mm x 500mm Rolled: Ø 60mm x 500mm

Materials:

Base: Moire Fabric | Back lining: Faux Leather | Threads: cotton threads | Counters: Beech wood



In The Making



In The Making





Temara El Kamel; Temara, 28 years old, has always had a passion towards calligraphy and the alphabets. For her backgammon board, she chose to play with the symbols of the first alphabet in history that was discovered in Syria and the development of Arabic alphabets and added her own twist on the Ideogram. Creating a beautiful vision of bright colors and balanced shapes; Temara's piece is a special personal take on this popular boardgame.

Product SKU: JTXBB001

RP: 250 JOD 353 USD | WSP: 175 JOD 247 USD





Manal Al Haraki; Manal, 40 years old, had a lot of memories from when she used to live in Syria, her early years were filled with beautiful nature, gardening and planting around the year. She manifested this memory and vision with delicate green branches and colorful blossoms.

Product SKU: JTXBB002

RP: 250 JOD 353 USD | WSP: 175 JOD 247 USD





Aisha Al Makhzoumi; Aisha, 40 years old, was inspired by reminiscences of her younger self when she lived in Syria. Her memories mostly related to the beautiful nature of her hometown; created a beautiful pattern of Jouri roses – which is very famous in the Levant – surrounded by green branch and birds. With thrones resembling obstacles and struggles; the flowers kept on blooming and thriving.

Product SKU: JTXBB003

RP: 250 JOD 353 USD | **WSP:** 175 JOD 247 USD



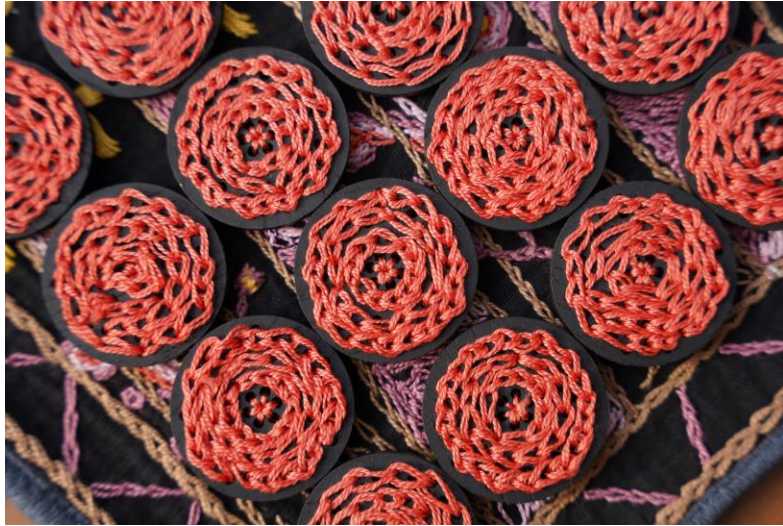


Fatima Abu Khasherif; Fatima, 42 years old, lived her young years in Houran, a well-known area in Syria, famous for its fertile land. Driven by her memories of festive times and celebrations related to the season of wheat harvesting; Fatima created a masterpiece of warm and rich shades of green and gold.

Product SKU: JTXBB004

RP: 250 JOD 353 USD | WSP: 175 JOD 247 USD





Souad Al Nabulsi; Souad, 53 years old, was encouraged to remember all the times she overcame struggles and obstacles throughout her life. Inspired by freeing herself from all those struggles and breaking the chains that restrained her; Souad created a beautiful vision of hope and anticipation of a better future.

Product SKU: JTXBB005

RP: 250 JOD 353 USD | WSP: 175 JOD 247 USD





Fatima Al-Hariri; Fatima, 42 years old, has a very special relationship with her children and her youngest daughter in specific. Inspired by a playful sketch done by Fatima's little girl, a beautiful pattern was drawn using shades of green and warm red. The artisan's unique technique added a very special element to this design.

Product SKU: JTXBB006

RP: 250 JOD 353 USD | WSP: 175 JOD 247 USD





TURQUOISE MOUNTAIN



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