



ARAB REPUBLIC OF EGYPT
MINISTRY OF CULTURE
SUPREME COUNCIL OF ANTIQUITIES

November 12, 2007

Dear Sir or Madam,

Earlier this year, Egypt's Supreme Council of Antiquities approved The Egyptian Museum Graphic Improvement Project (TEMGIP), an exciting new initiative to improve the experience of visitors at the famed Egyptian Museum in Cairo. As you may know, the Egyptian Museum houses the world's premier collection of ancient Egyptian artifacts, including world-renowned masterpieces such as the golden treasures from the tomb of Tutankhamun. I believe strongly that these precious objects are the shared heritage of all of the world's people, and that the visitors who enter the museum each year deserve the opportunity to learn all they can from these great works of art.

The Egyptian Museum was founded over a century ago, at a time when the importance of providing excellent signs, labels, and other educational materials in museums was not yet recognized. As a consequence, fundamental graphic materials such as navigational signs are woefully lacking. As we begin to face the enormous challenge of modernizing this great institution, we are fortunate to have the support of Graphic Change, an American non-profit organization. Graphic Change has designed a new system of clear and attractive signage for the museum, in English and Arabic, that will help to guide visitors through its maze of galleries, identify service areas and offices, and instruct them not to touch the artifacts.

In order to realize this ambitious and vital project, the Supreme Council of Antiquities, through Graphic Change, is seeking financial support to assist with the funding of this important project. By sponsoring TEMGIP, you are helping to implement a system that will vastly improve the experience of visitors from all over the world to the Egyptian Museum.

Details of TEMGIP and benefits for sponsoring this important project are listed in the attached Graphic Change Portfolio.

I am excited about the Egyptian Museum Graphic Improvement Project. The new signs will enhance the experience of the millions of people who come to see the treasures of the Egyptian Museum. Please accept my personal thanks for considering joining us as a sponsor of this important project.

Best regards,

Zahi Hawass, Secretary General, SCA