

From "Althulathia" to "Bejamalen": Afaq Art Production Cements Its Approach to Crafting Elevated Arabic Music



Cairo, Egypt Aug 2, 2026 ([Issuewire.com](https://www.issuewire.com)) - Since its founding in Egypt in 2021, [Afaq Art Production & Distribution](#) has built its artistic approach around delivering innovative musical content that reflects Arab identity and strengthens cultural dialogue with the world, driven by the conviction that music is a universal language capable of influence and connection across cultures.

This vision first took shape in the company's debut release, "[Althulathia](#)" (The Trilogy), in 2023, which drew wide attention from audiences of refined Arabic music. The work featured singer [Mohamed Mohsen](#), with lyrics and composition by [Sheikh Abd Al-Ghani Al-Umari Al-Hasani](#), orchestral arrangement and direction by Maestro [George Kolta](#) and **Syncope Orchestra**, sound engineering and mixing by engineer George Yacoub, and directing and editing by Tara Shehata.

Today, Afaq returns with its new release "[Bejamalen](#)" (With Beauty), following nearly three years of preparation — a timeline that reflects the company's commitment to giving its work the time it needs to reach the highest levels of artistic quality, free from the conventional commercial pressures that often impose a rapid pace on production. The team behind "Bejamalen" includes lyrics and composition by [Sheikh Abd Al-Ghani Al-Umari Al-Hasani](#), vocals by singer Ziad Kamal, orchestral arrangement and direction by Maestro [George Kolta](#) and **Syncope Orchestra**, sound engineering and mixing by

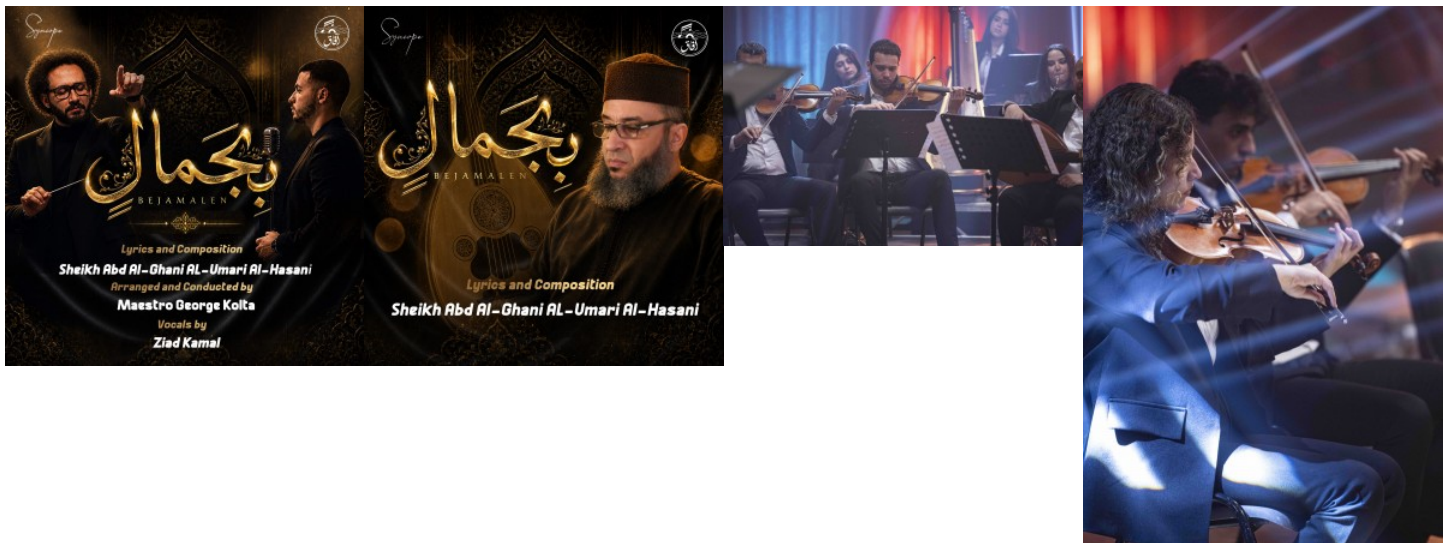
engineer George Yacoub, and direction by Sherif Wahba.

Through its work, Afaq targets a broad segment of Arab and global audiences — listeners with refined artistic taste, those interested in non-commercial creative content, and young people and adults in search of a different kind of musical experience — as part of its effort to build a distinctive artistic identity that reaches wide audiences and delivers an integrated audiovisual experience with a lasting impact.

"[Bejamalen](#)" extends this mission, blending elements of East music "Arabic music", and West music into a single artistic statement, drawing on [Sheikh Abd Al-Ghani Al-Umari Al-Hasani](#)'s musical renewal, which rests on viewing music as a scientific, spiritual, and civilizational field — not mere entertainment or a means of musical enjoyment. He approaches it from a perspective that combines Sufi sensibility, deep knowledge of maqam systems and diverse musical styles, and a broad awareness of both Eastern and Western musical history, making it part of a broader intellectual and aesthetic project.

The music video for "[Bejamalen](#)" premiered on July 2, 2026, on YouTube — another milestone in [Afaq Art Production](#)'s ongoing mission to support innovative artistic projects and strengthen the presence of elevated Arabic music on the global stage.

Watch "[Bejamalen](#)" and feel its authentic beauty [here](#).



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