

portfolio.

ARCHITECTURE AND INTERIOR DESIGN

MENNA

HAMZA

2018 - 2024

MENNA HAMZA

SENIOR ARCHITECT

Mennatallah Ahmed Mahmoud Hamza



New Cairo, Egypt



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Summary

As a dedicated Senior Architect with over 9 years of experience, I excel in both design and technical aspects, leading diverse projects from conception to completion. I am proficient in managing multidisciplinary teams, ensuring compliance with industry standards, and delivering innovative design solutions. Known for strong problem-solving skills, keen attention to detail, and collaborative leadership style, I strive to support team success and ongoing professional development.

Education

- June 2011 Finished IGCSE (International General Certificate of Secondary Education).
- June 2016 Graduated from Architecture Engineering from German University in Cairo.
Cumulative Grade: Very Good B.Sc. Thesis Grade: Excellent.

Professional Experience

Senior Architect.

SSH International Consultant

Jan. 2025 - Present Cairo, Egypt

- Delivered complete technical packages from Schematic Design (SD) to Tender for mega-scale mixed-use and residential projects across the GCC region.
- Acted as a senior member of the technical team, organizing tasks, managing coordination, and ensuring timely, high-quality deliverables across all stages.
- Collaborated with the client and design leads during post-concept stages to develop and refine the design in alignment with client goals, technical feasibility, and project requirements.
- Optimized design development to meet assigned budgets, proposing adjustments to layouts, materials, and construction methods while maintaining design integrity.
- Coordinated closely with structural, MEP, infrastructure, and specialist consultants to ensure clash-free, fully integrated documentation.
- Reported to the Lead Architect and Principal, contributing to both design refinement and technical decision-making throughout the project lifecycle.
- Maintained daily coordination with multidisciplinary teams located across different countries, ensuring smooth collaboration between architectural and engineering teams.
- Produced, managed, and meticulously reviewed all architectural documentation utilizing Revit and BIM 360 platforms, ensuring accuracy, consistency, and full compliance with local regulations and international quality standards.
- Participated in client and consultant meetings, presenting technical solutions and design updates, while aligning documentation with project objectives and authority requirements.
- Managed regulatory compliance and coordinated the submission of technical packages for authority approvals within the GCC region.
- Provided mentorship and technical support to junior architects, guiding them in documentation standards, detailing, and BIM workflows.

Senior Architect.

A for Architecture

2021 - Present Cairo, Egypt

- Led multidisciplinary teams through all project phases, ensuring timely delivery and client satisfaction.
- Participated as a key member of the design team, contributing to concept development and project planning.
- Translated design concepts into detailed architectural drawings and specifications.
- Facilitated furniture and fixtures selections, ensuring alignment with design vision and client requirements.
- Coordinated with furniture suppliers for customized furniture to match the design.
- Acted as the main consultant, coordinating with structural and electromechanical consultants to ensure coordinated and reviewed work following the project timeline.
- Managed the selection of finishing materials, collaborating with suppliers and contractors to maintain quality standards and project budget.
- Provided technical guidance and mentorship to junior architects.
- Reviewed the contractor's shop drawings and approved materials samples.
- Conducted regular site visits to monitor construction progress and quality standards.
- Produced site snag list for the contractor to fix any problems before delivering the project to the client.

- **Architect.**
A for Architecture
2017 - 2021 Cairo, Egypt
 - Worked with the team on design conceptualization for projects.
 - Produced moodboards and mood collages to meet the client's vision in the concept phase.
 - Prepared schematic and construction packages coordinated with contractors, vendors, and consultants throughout project lifecycle.
 - Provided technical guidance and mentorship to junior architects.

- **Junior Architect.**
A for Architecture

2016 - 2017 Cairo, Egypt
 - Assisted architects in design conceptualization for projects.
 - Prepared schematic drawings and specifications, ensuring compliance with regulations.
 - Conducted site visits to monitor progress and resolve construction issues.

Skills

AutoCAD 2D	Advanced	Revit	Proficient
Photoshop	Intermediate	Indesign.....	Proficient
Sketch up	Basic	3D-Max.....	Intermediate
Lumion	Basic	Rihno.....	Intermediate

Languages

Arabic	Professional	English	Fluent
German	Basic	French	Basic

Personal data

Date of Birth: September 29, 1993
Nationality: Egyptian.
Driving License: Valid.

REFERENCES FURNISHED UPON REQUEST

C O N T E N T S

RETAIL PROJECTS

01 OSCAR GRANDSTORE - MAADI BRANCH
(2020)

02 MARINA HOME INTERIORS
(2018)

CORPORATE PROJECTS

03 3BROTHERS INNOVATION CENTER
(2019)

04 CAIRO GATE-CUSTOMER CARE CENTER
(2022)

HOSPITALITY PROJECTS

05 MARASSI MARINA HUB
(2022)

06 ZANZIBAR BEACH RESORT
(2024)

RENOVATION PROJECTS

07 IMMOBILIA BUILDING DEVELOPMENT
(2021)

08 C.E.O OFFICE @ IMMOBILIA BUILDING
(2021)

ARCHITECTURE PROJECTS

09 3BROTHERS FACTORY
(2021)

10 MOUNTAIN VIEW-LIGHT HOUSE
(2024)

11 AQUILA COMPOUND - ELBOROUJ
(2019)

12 MOUNTAIN VIEW - HEARTWORK
(2023)

OSCAR GRANDSTORE
MAADI BRANCH

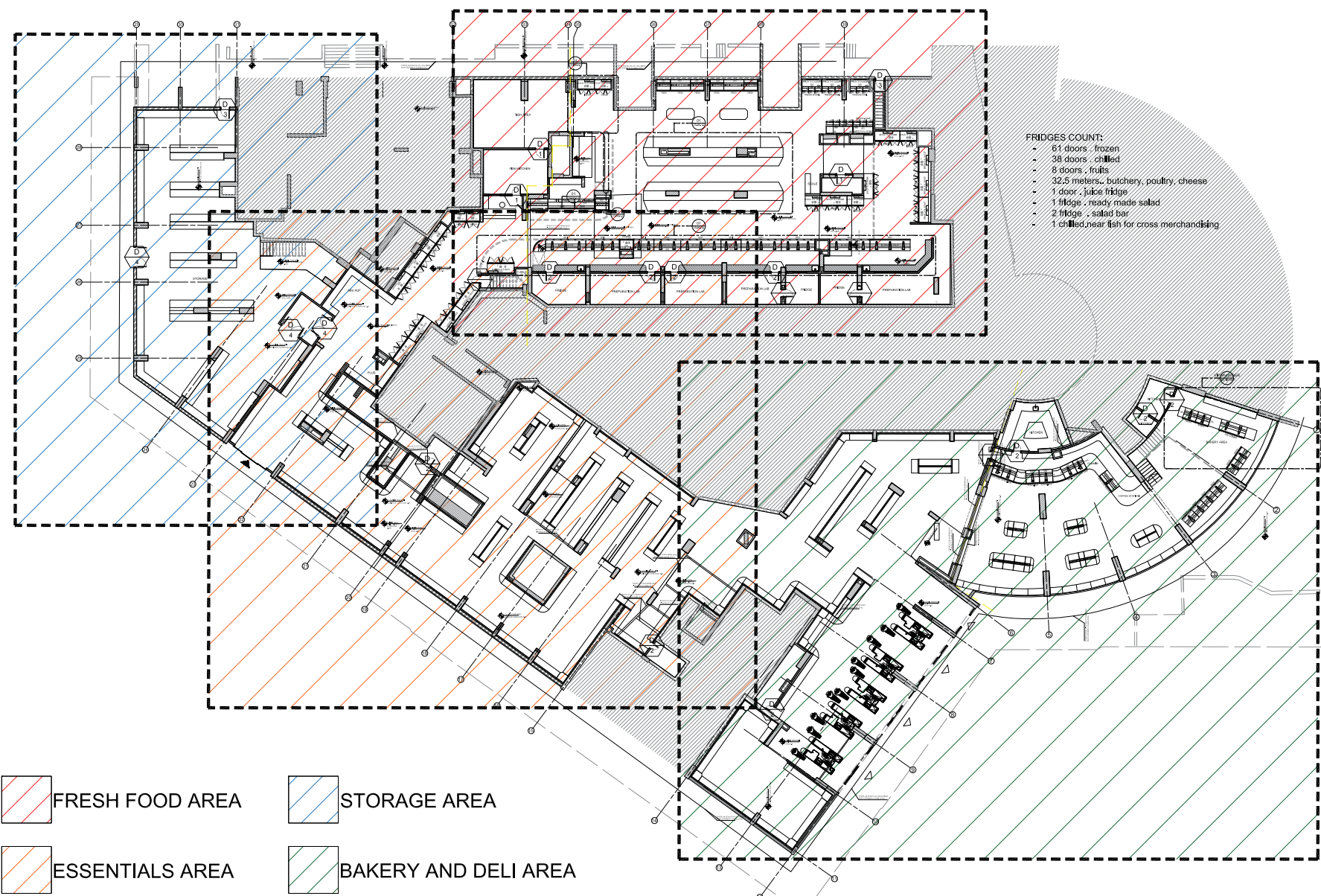
Project type:
Interior design.

Project location:
Maadi, Cairo, Egypt.

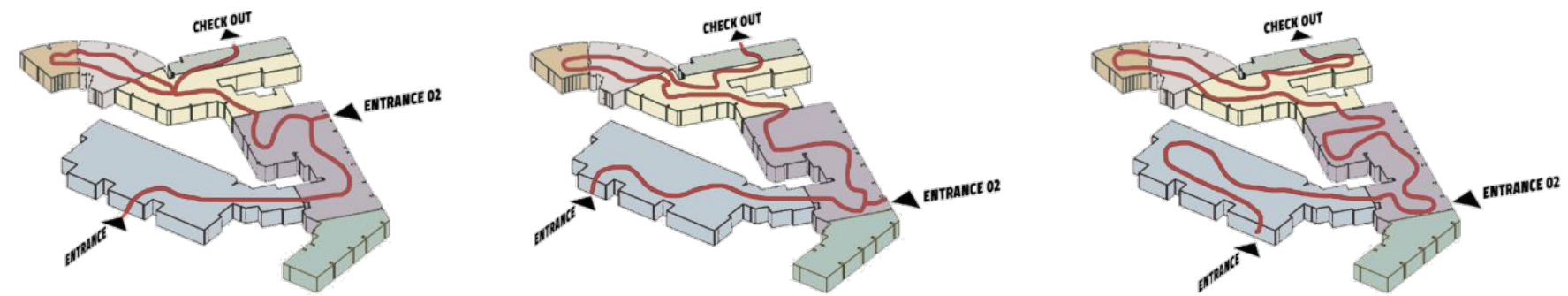
- Project scope:**
- Space Organization: Determine layout for efficient product placement and customer flow.
 - Finishes Selection: Choose materials for aesthetic appeal, durability, and brand alignment.
 - Shelving Design: Plan layout of shelves and fixtures for optimal product display and accessibility.
 - Furniture Selection: Select furniture that complements design and enhances customer experience.
 - Signage Placement & Design: Strategically place signs for navigation, product information, and branding.
 - Lighting Selection: Choose lighting to highlight products and create desired ambiance.
 - Coordination with Store Operations: Collaborate with store management for operational needs integration.
 - Coordination with Consultants & Contractors: Work with professionals for construction alignment.
 - Site Follow-Up: Monitor construction progress and address issues for design implementation.

Project brief:
(2020)
The Oscar Grandstore interior design project appears to have been well-executed, addressing both operational and customer-facing aspects comprehensively. The addition of a mezzanine floor for administrative purposes optimizes space and demonstrates strategic use of the area, aligning with modern retail trends. Clear zoning and strategic product placement facilitate easy navigation, enhancing the shopping experience. Emphasis on visual merchandising enhances market appeal and encourages further exploration, while functional layout considerations, such as well-placed aisles and checkout counters, show a commitment to operational efficiency and customer flow. Thoughtful lighting selection creates a welcoming ambiance, effectively showcasing products. In summary, the Oscar Grandstore interior design project blends aesthetics with functionality, meeting both operational needs and customer preferences, and achieving its objective of creating an attractive, functional, and customer-friendly market environment.





KEY PLAN

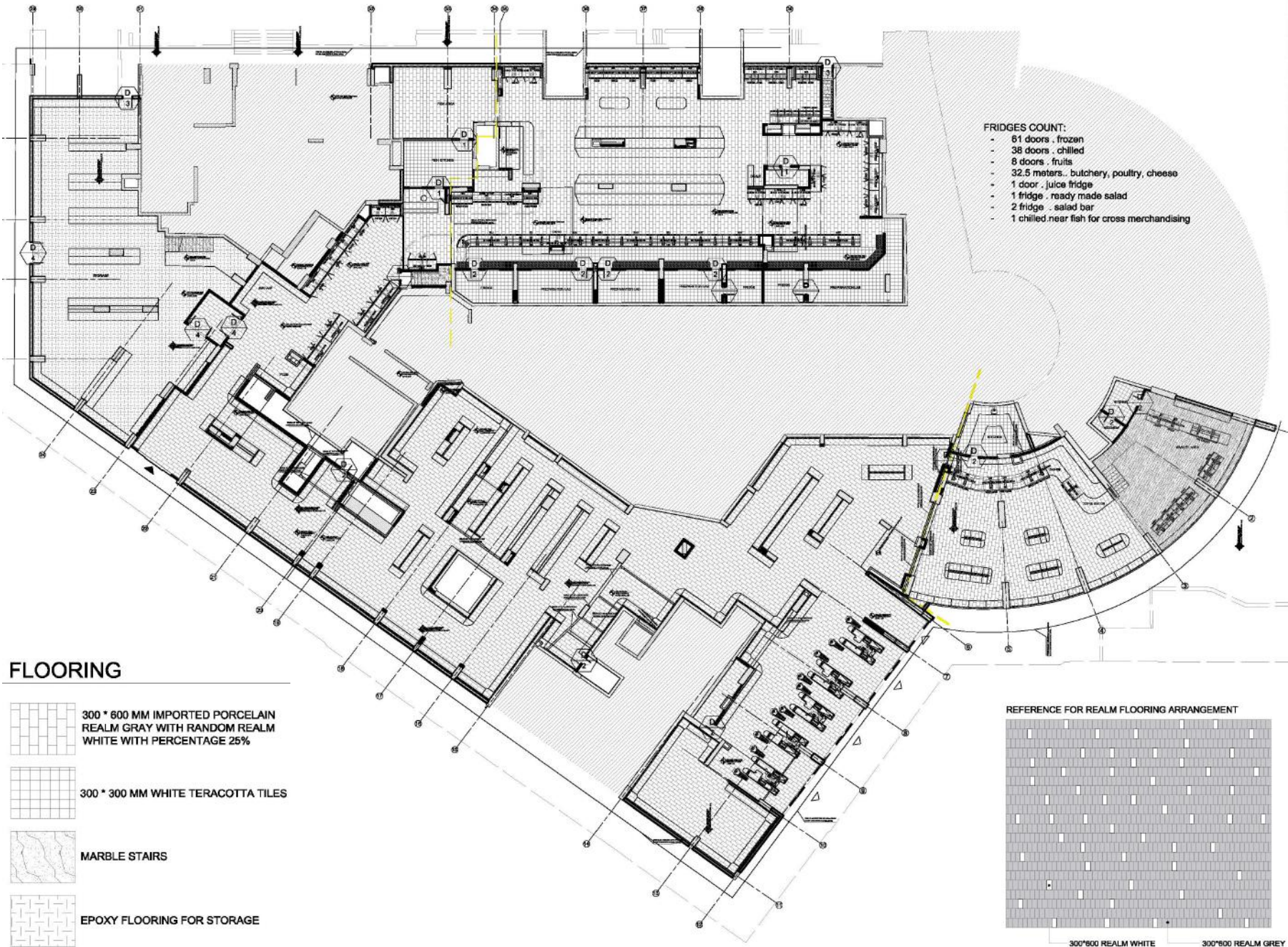


ENTRANCE AND CIRCULATION PROPOSALS

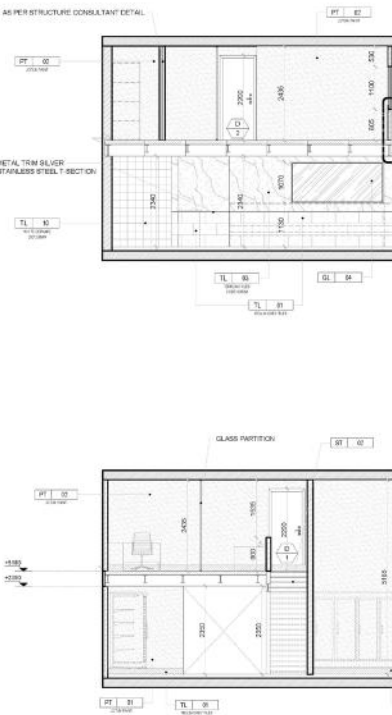
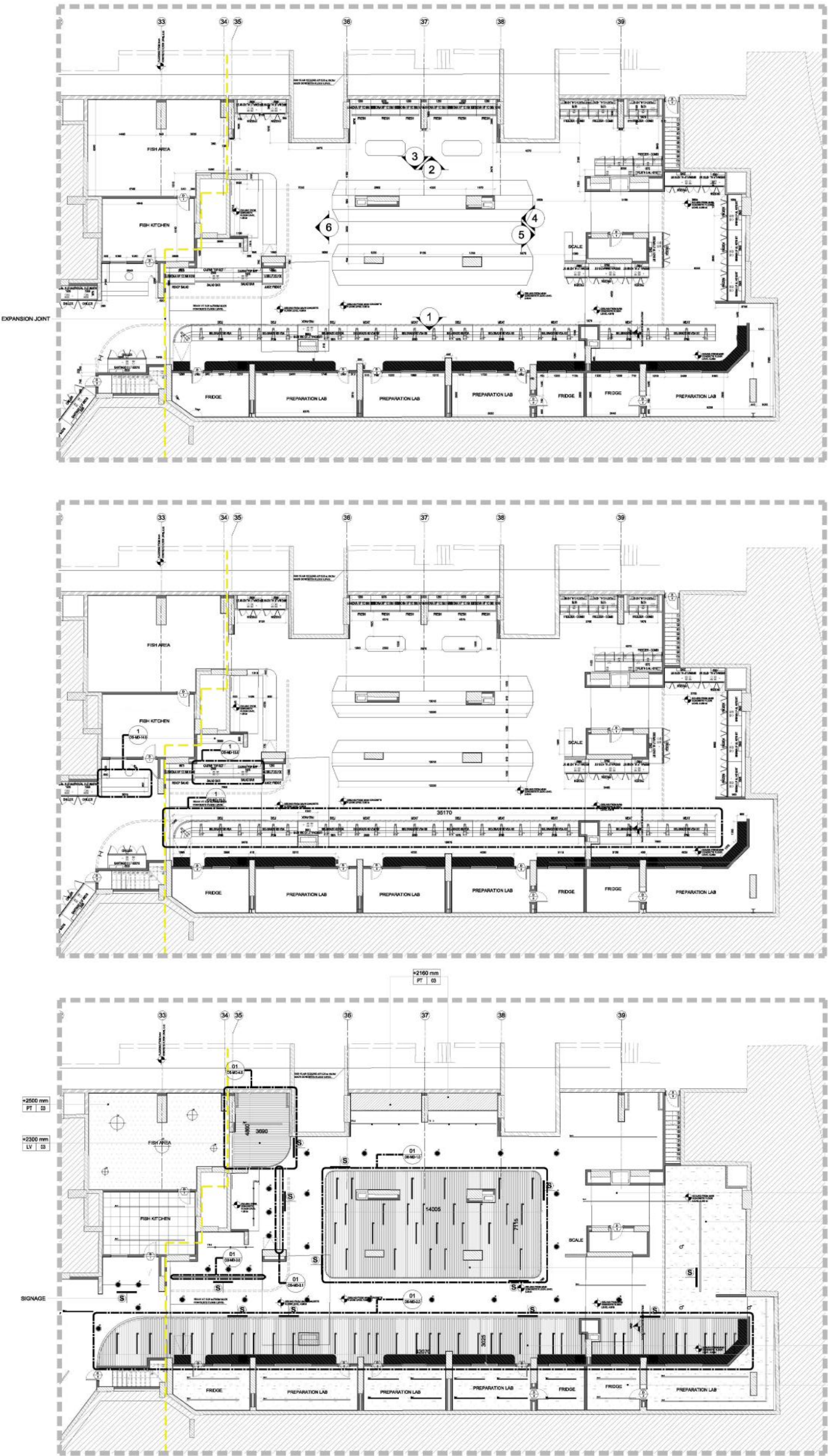


DEPARTMENTS ZONING PROPOSALS

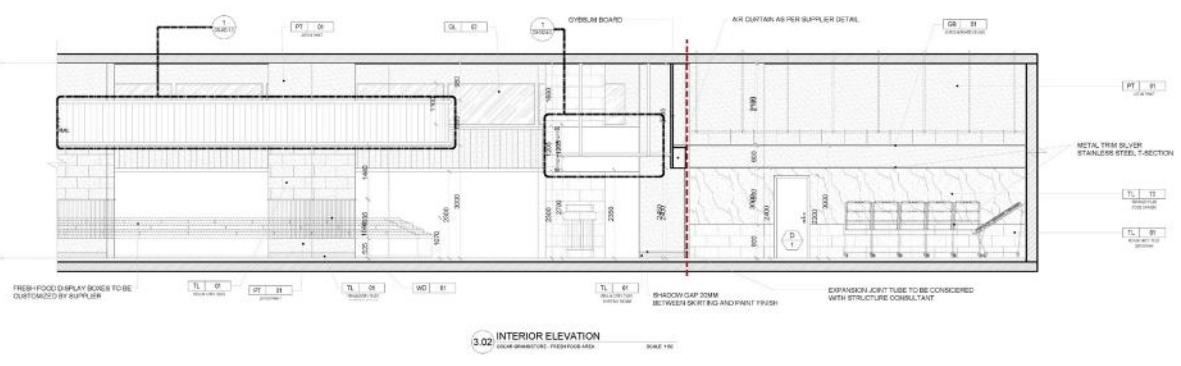
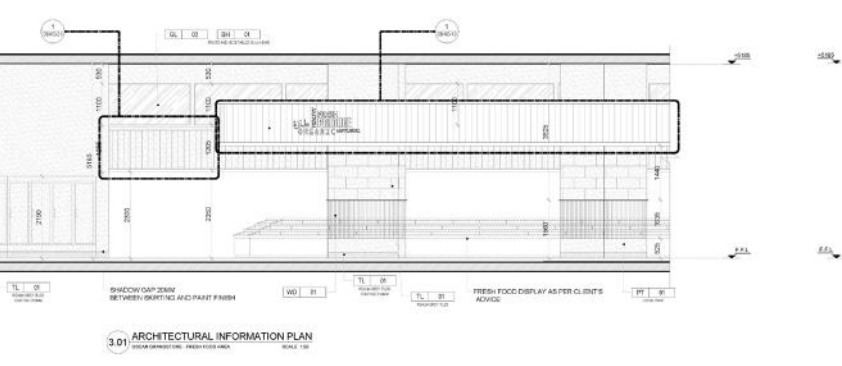
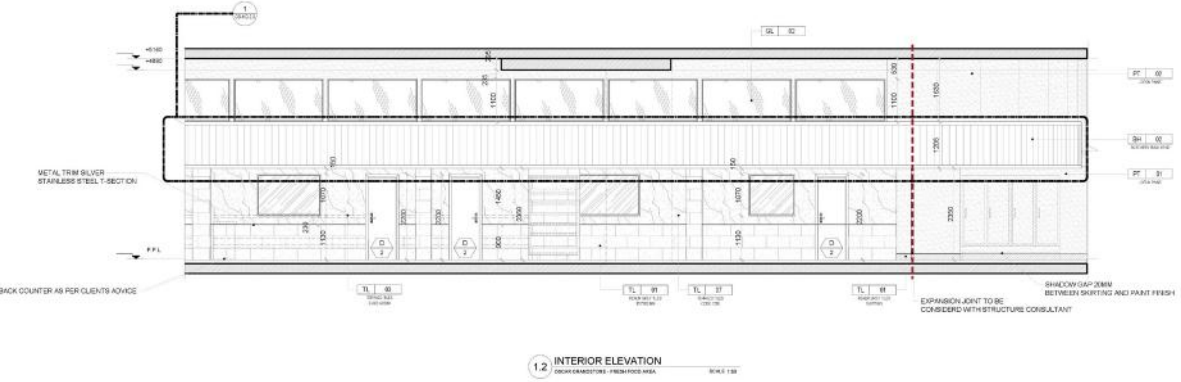
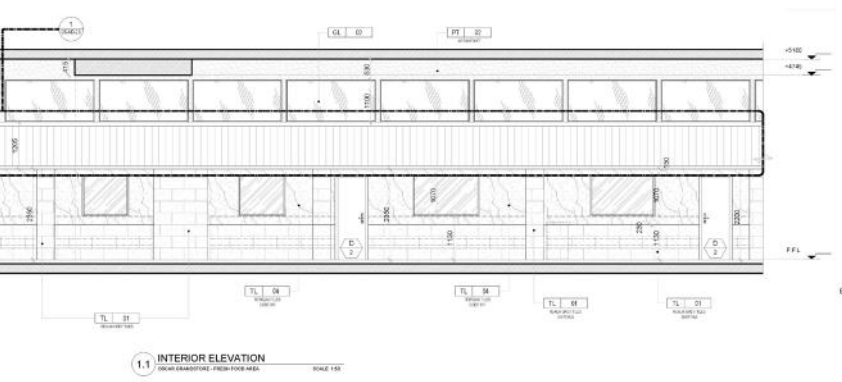
To ensure an efficient and clear technical presentation, the store was divided into four main packages, each with its own overall plans for the ceiling and flooring. This approach addressed all connections between different areas of the store and provided a comprehensive solution. The division allowed for a focused and systematic approach to the design and implementation of various areas, with each package having specific objectives such as the layout of product displays, customer flow, and functional requirements. Overall plans for the ceiling and flooring ensured consistency and coherence throughout the store, involving careful selection of materials, colors, and finishes that complemented the store's aesthetic and branding. Additionally, these plans addressed technical aspects such as lighting fixtures, ventilation systems, and wiring infrastructure to support operational needs. By dividing the store into packages and developing comprehensive plans, all connections between different areas were effectively addressed, ensuring that all aspects of the store design were considered and executed seamlessly.



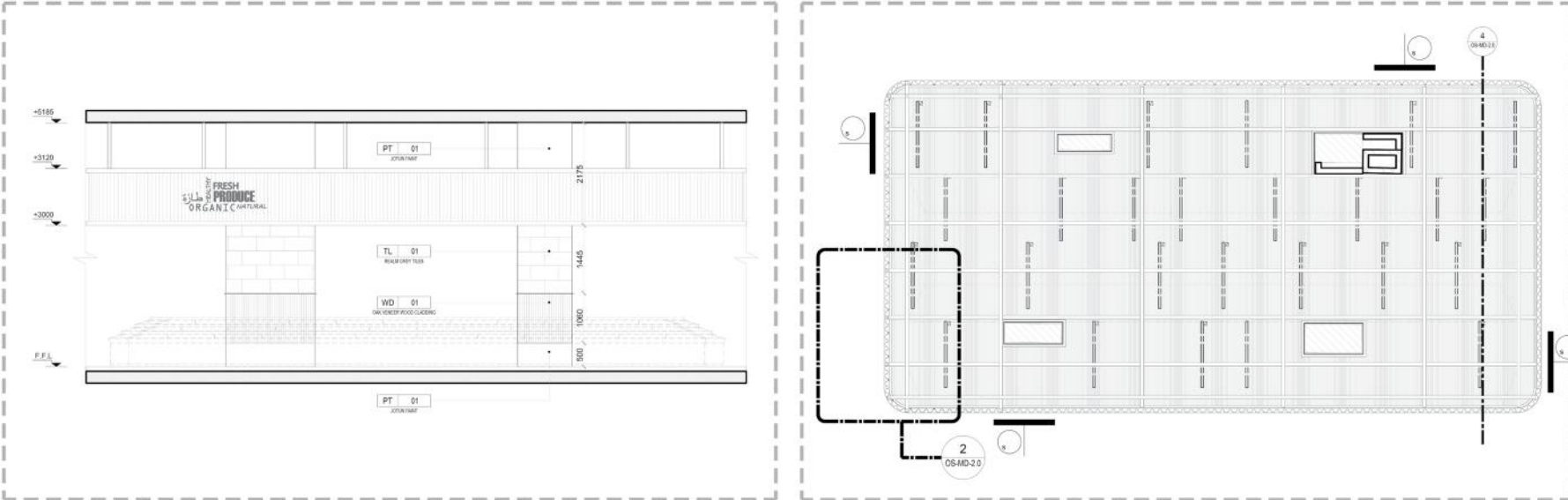
FULL FLOORING PLAN



FRESH FOOD AREA SET OF PLANS



INTERIOR ELEVATIONS SAMPLE



166*59.24 MM OPEN WEB TRAPEZOIDAL
COMPOSITE STEEL DECK

70*70 MM VERTICAL ALUMINUM BOX
SECONDARY SUPPORT

20*20 MM ALUMINUM BOX
SUB FRAME

70*70 MM ALUMINUM BOX
MAIN CEILING FIXATION COLOUMN

70*70 MM ALUMINUM BOX
MAIN HORIZONTAL SUPPORT FOR LOUVRES

70*20 MM ALUMINUM/STEEL BOX
WELDED WITH BULKHEAD STRUCTURE AND
LOUVRES SUPPORT

LIGHTENING FIXTURE

25 X 25 MM ALUMINUM LOUVRES WITH WALNUT WOOD
COLOUR FINISH AS PER APPROVED SAMPLE

SECONDARY FIXATION FOR SHORTENED
LOUVRES

70*70mm ALUMINUM BOX
SECTION LOUVRES SUPPORT
COLOUMN

100 x 100mm ALUMINUM BOX SECTION
MAIN-FRAME

20 x 20mm ALUMINUM BOX
SECTION SUB-FRAME

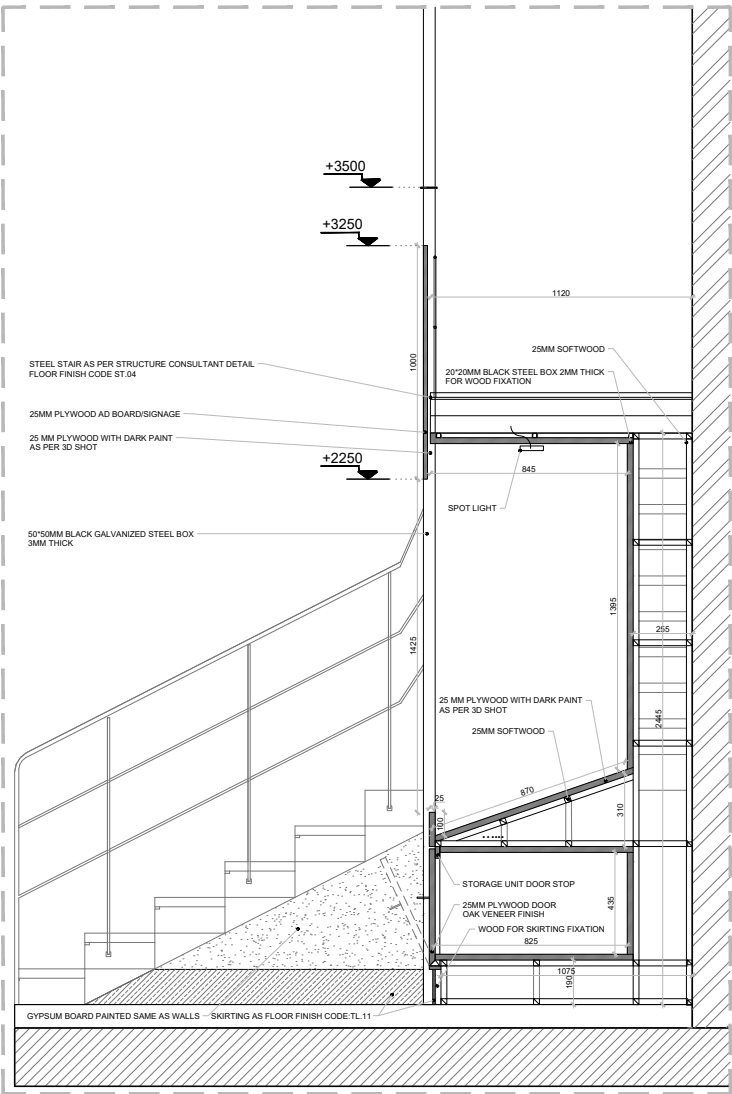
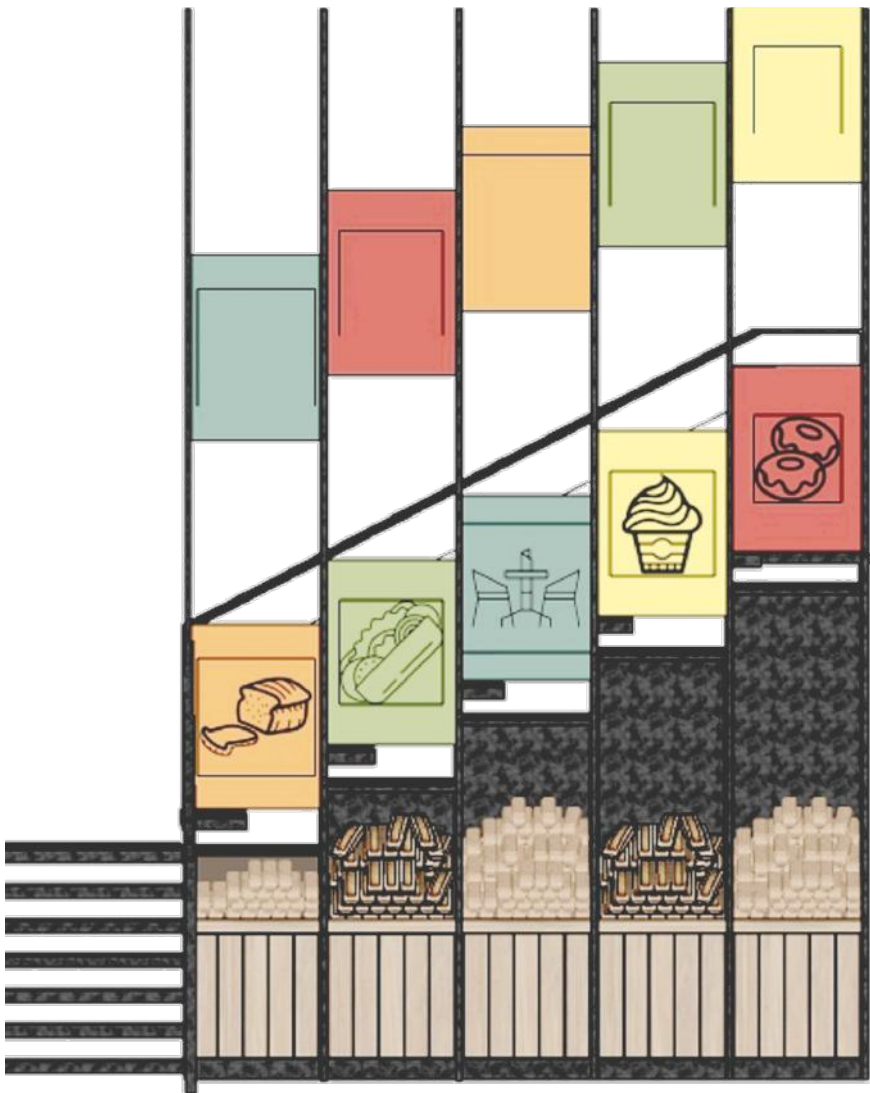
166*59.24 MM OPEN WEB
TRAPEZOIDAL COMPOSITE STEEL
DECK PAINTED AS PER 3D SHOT
ACRYLIC LETTER SIGNAGE

70*70 MM ALUMINUM BOX
MAIN HORIZONTAL LOUVRES SUPPORT

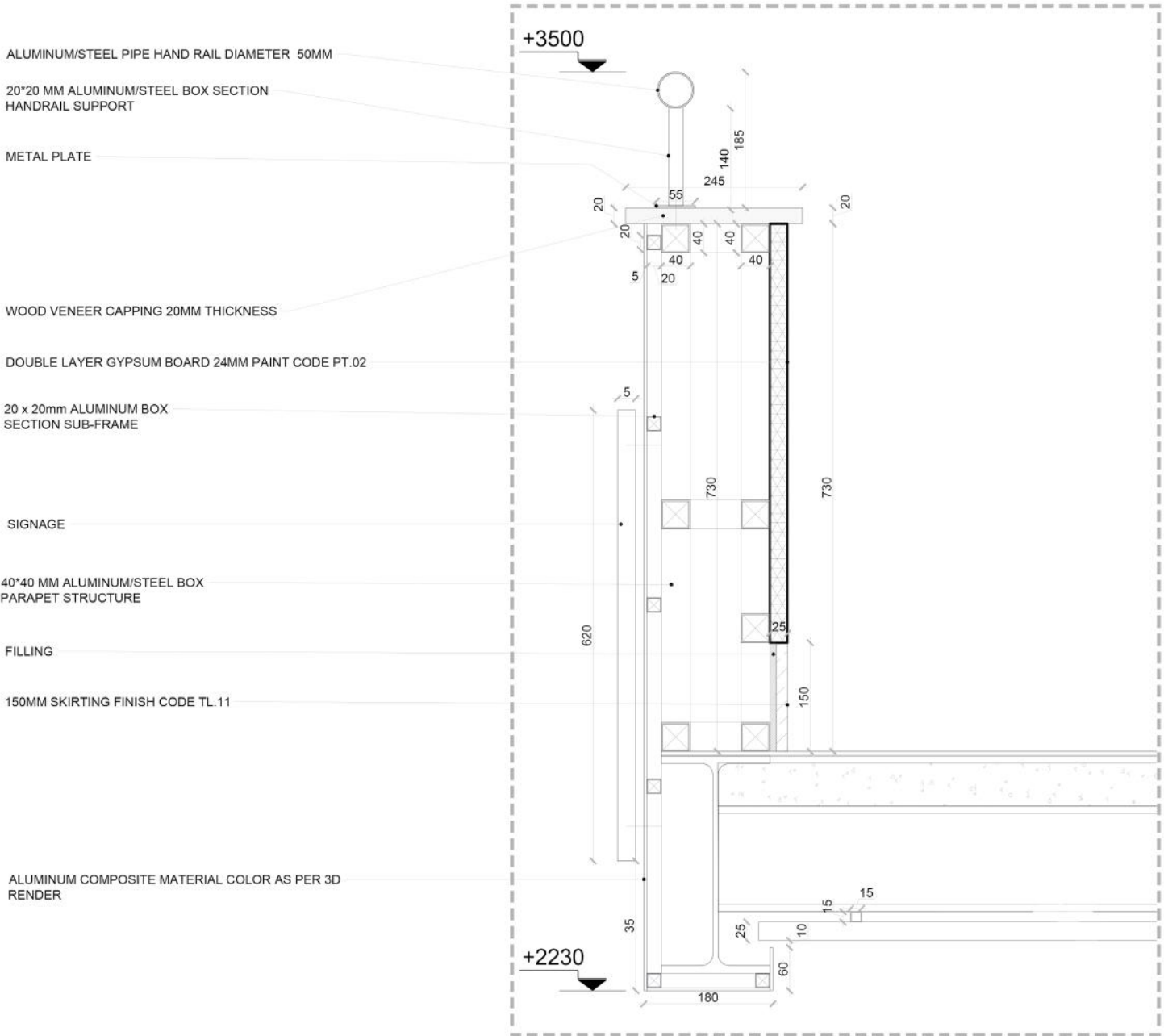
STEEL CHANNEL

25 X 25 MM ALUMINUM
LOUVRES WITH WALNUT
WOOD COLOUR FINISH AS PER
APPROVED SAMPLE

FRUITES AND VEGETABLES BULKHEAD DETAIL



MEZZANINE STAIRS WITH BAKERY DISPLAY DETAIL



BAKERY BULKHEAD DETAIL

MARINA HOME INTERIORS
@ MALL OF EGYPT

Project type:
Interior design.

Project location:
6th of October City, Giza, Egypt.

Project scope:

- Develop a contemporary and flexible interior design concept that aligns with Marina Home's brand identity.
- Incorporate signature materials and elements with a creative twist to provide a unique in-store experience.
- Choose flexible finishing materials to accommodate diverse furniture styles within the store.
- Lighting concept developed in collaboration with a lighting consultant.
- Conduct site coordination to align design decisions with on-site realities and constraints.

Project brief:
(2018)
The proposed furniture store layout concept, named City Districts, is inspired by Marina Home branches in UAE, Saudi Arabia, and Bahrain, aiming to create an immersive shopping experience that mirrors the vibrancy and diversity of a cityscape. At the heart of the design is a City Center Patio, a central hub from which floating islands radiate, each representing distinct districts showcasing furniture collections with unique signature materials and thematic elements.

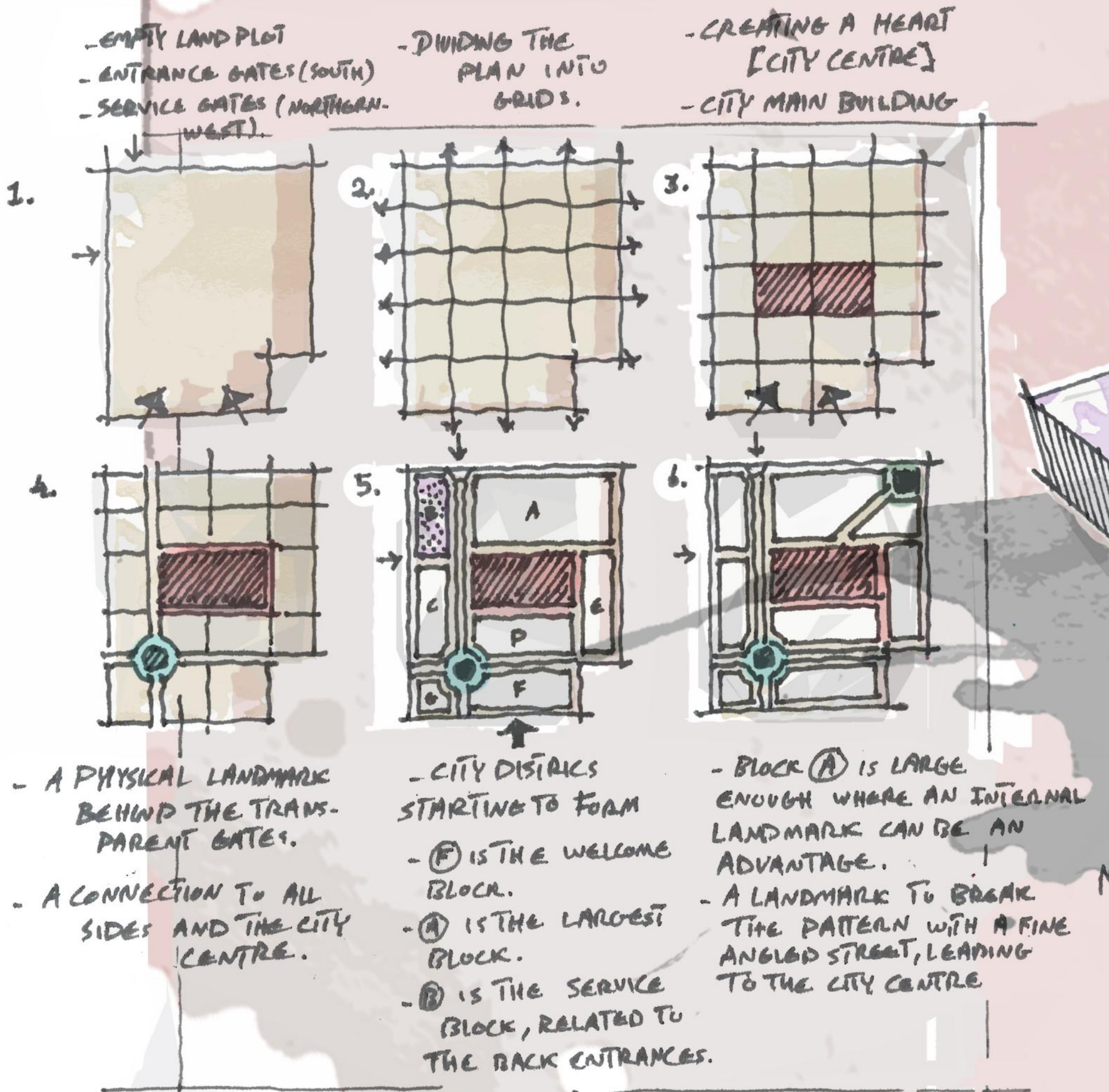
Clear paths mimic city streets, guiding customers through the store and creating a logical flow. These paths are designed with street backdrops, enhancing the urban theme and providing flexibility for rotating displays and seasonal promotions. Artistic landmarks, such as a striking flower tower, interrupt the visual pattern and add layers of interest and surprise.

Incorporating design studios within the store, constructed from containers that use consistent materials, adds another layer of interaction, allowing customers to engage with design professionals and explore customization options. Chevron flooring and strategically placed highlighting lights create a cohesive and visually appealing atmosphere, emphasizing key furniture pieces and zones.

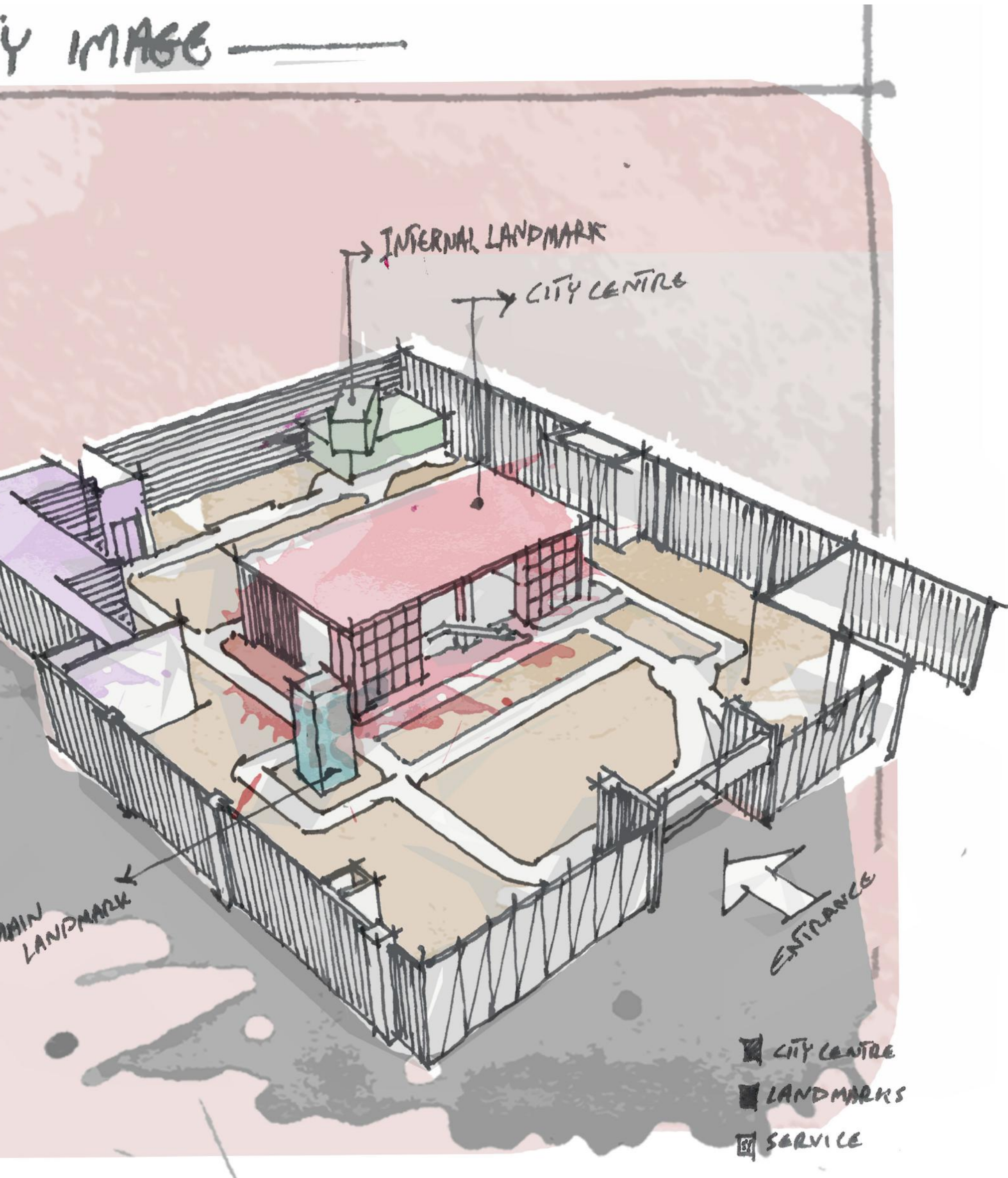
The overall result is an innovative and immersive shopping environment that blends brand consistency with fresh, dynamic elements. The City Districts concept not only showcases furniture in a visually stunning and organized manner but also enhances the shopping experience by making it interactive, engaging, and ever-evolving.



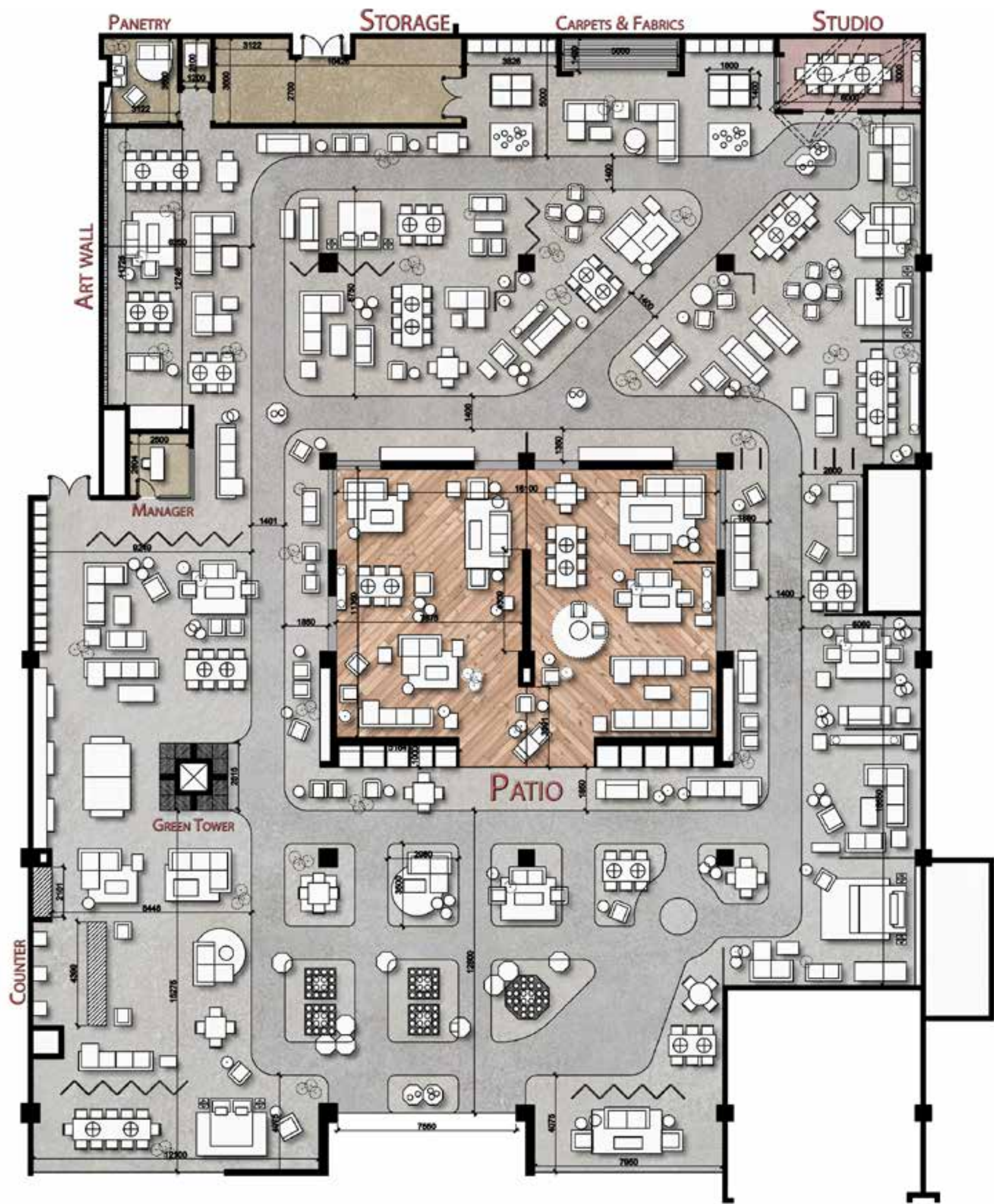
ABSTRACTING CITY



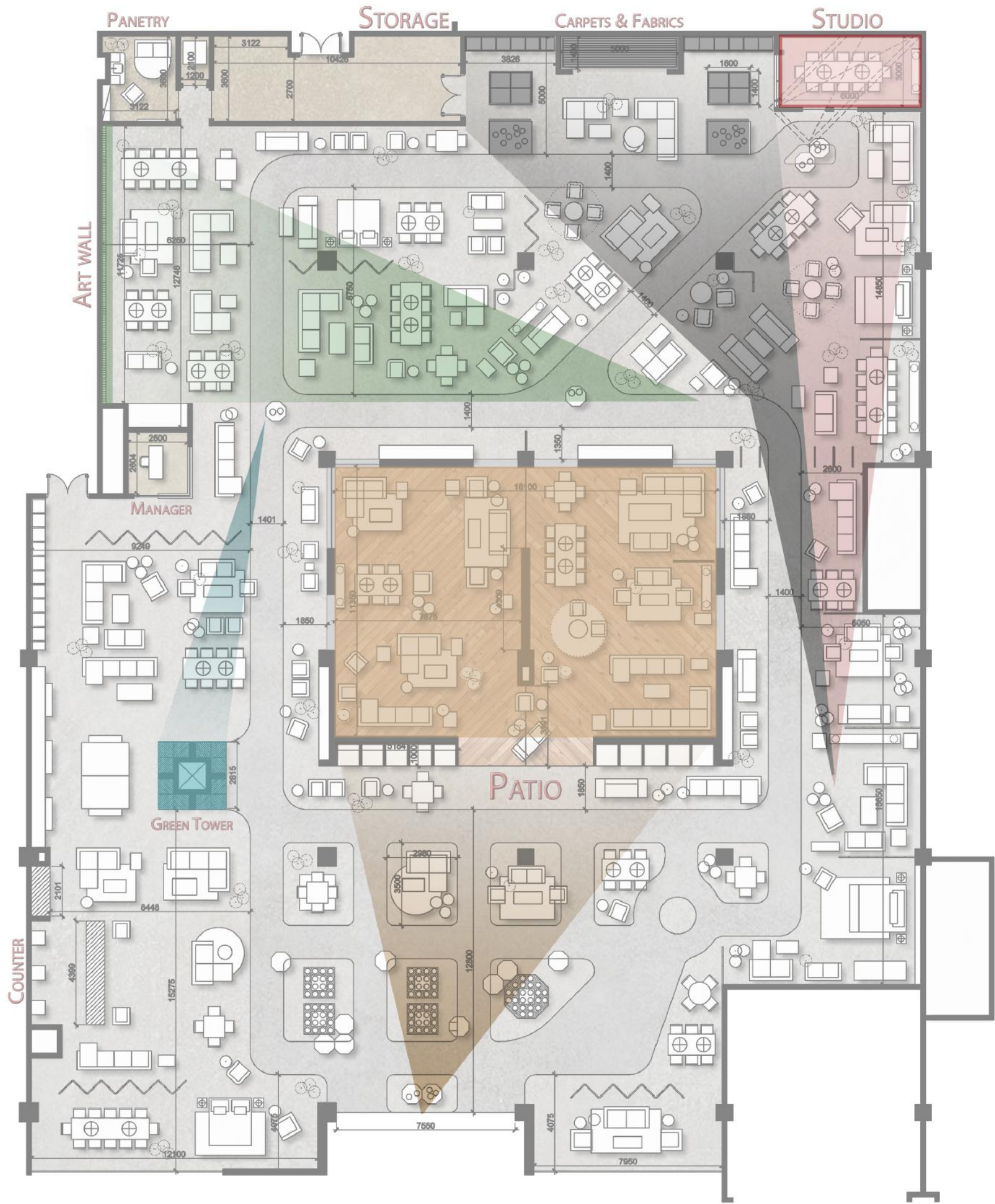
Y IMAGE



CONCEPT STUDY



MATERIALS AND FINISHES STUDY



ARTWORKS WALL



GREEN TOWER

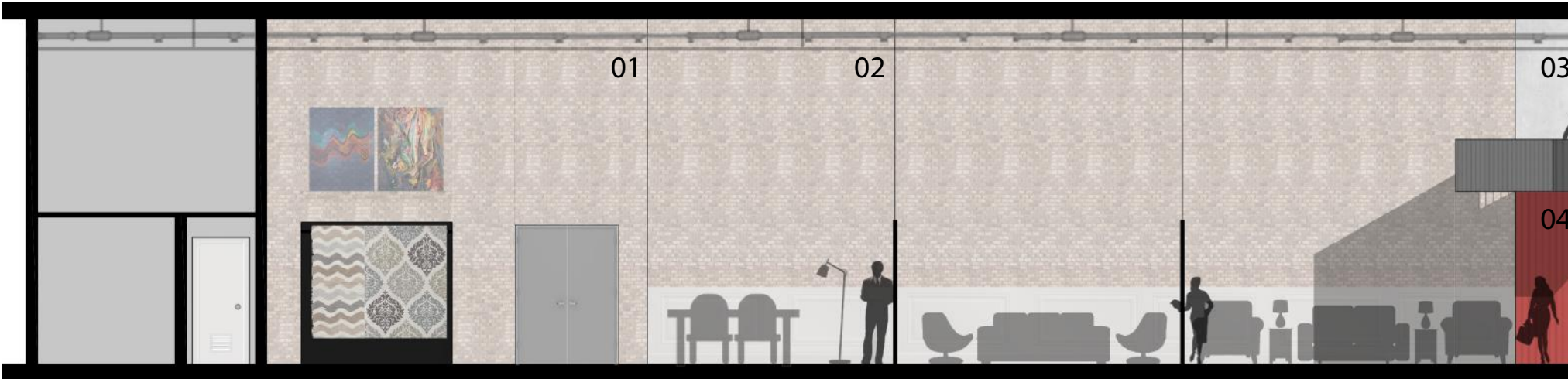


DESIGN STUDIO CONTAINER

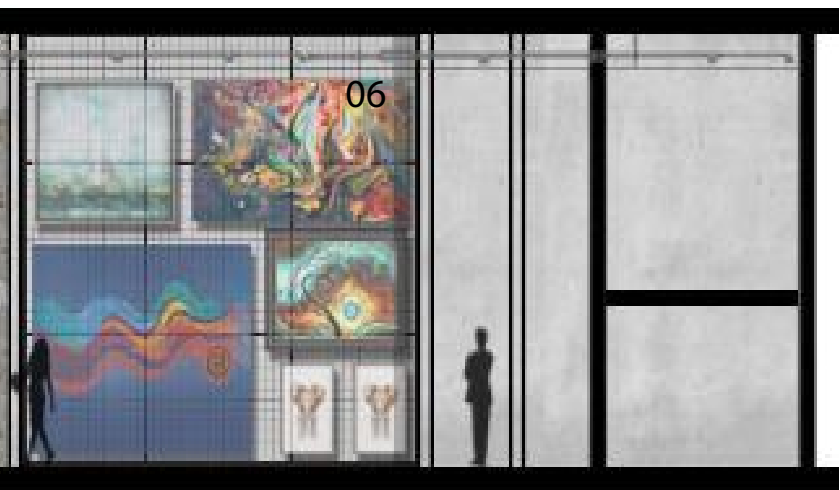


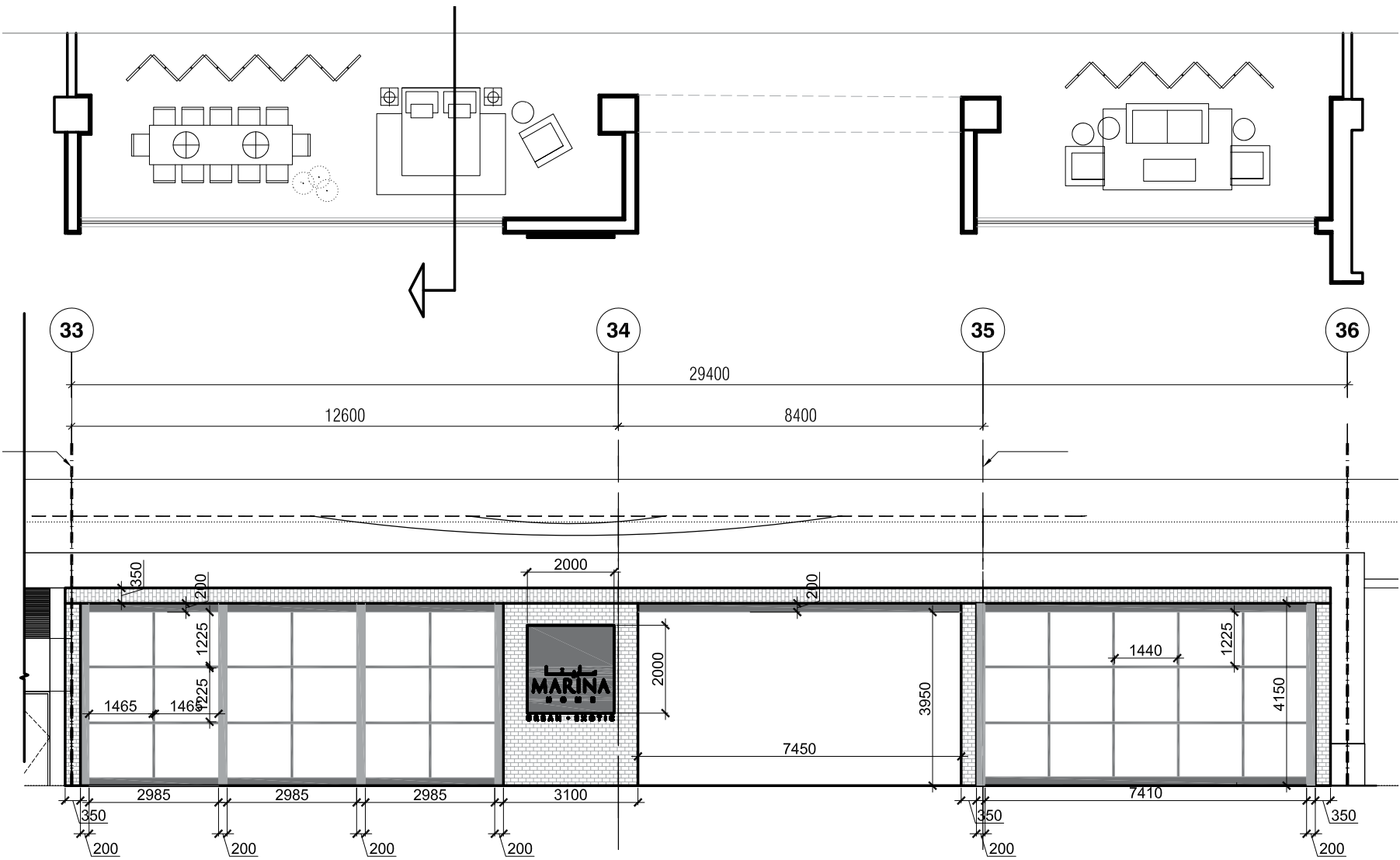
FABRICS AND ACCESSORIES DISPLAY

CIRCULATION BACKDROPS STUDY

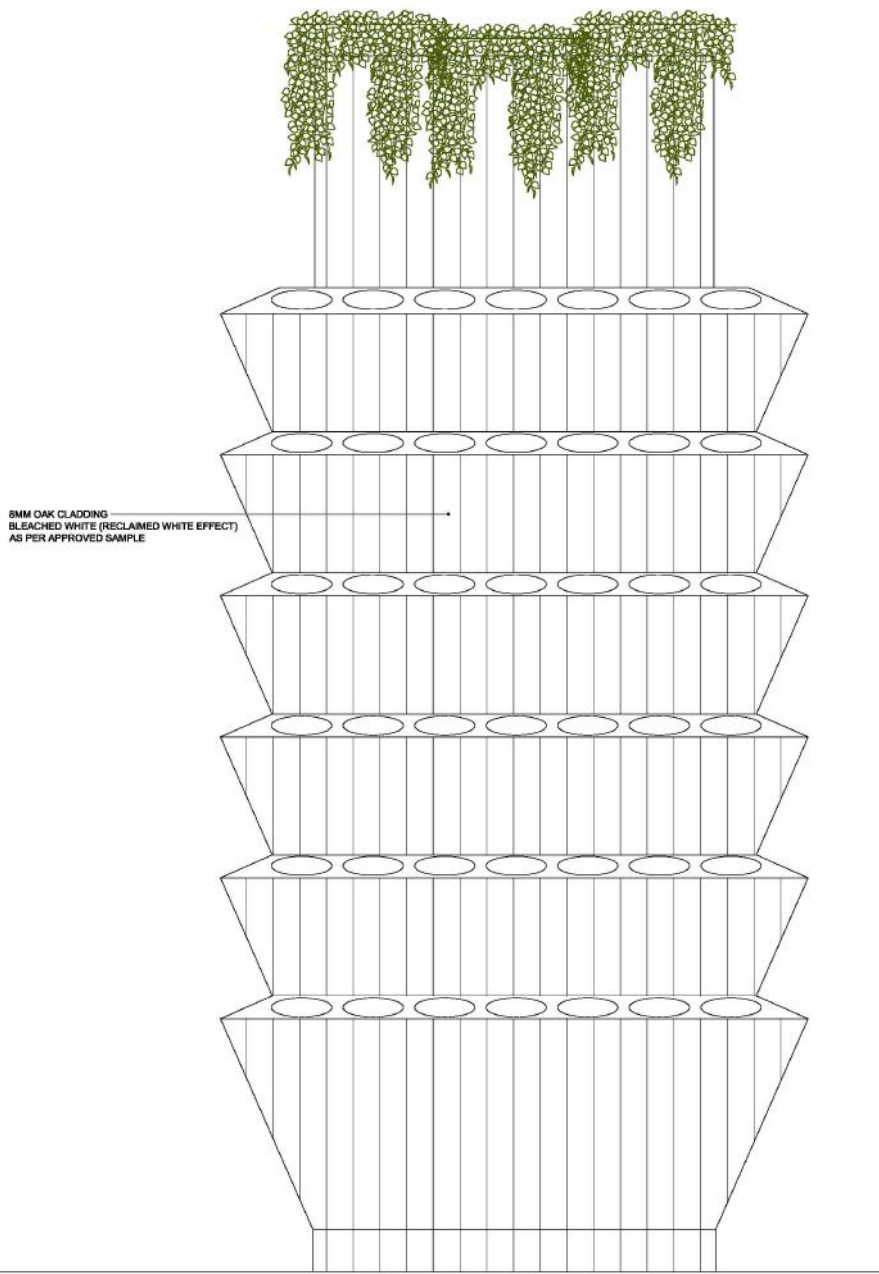
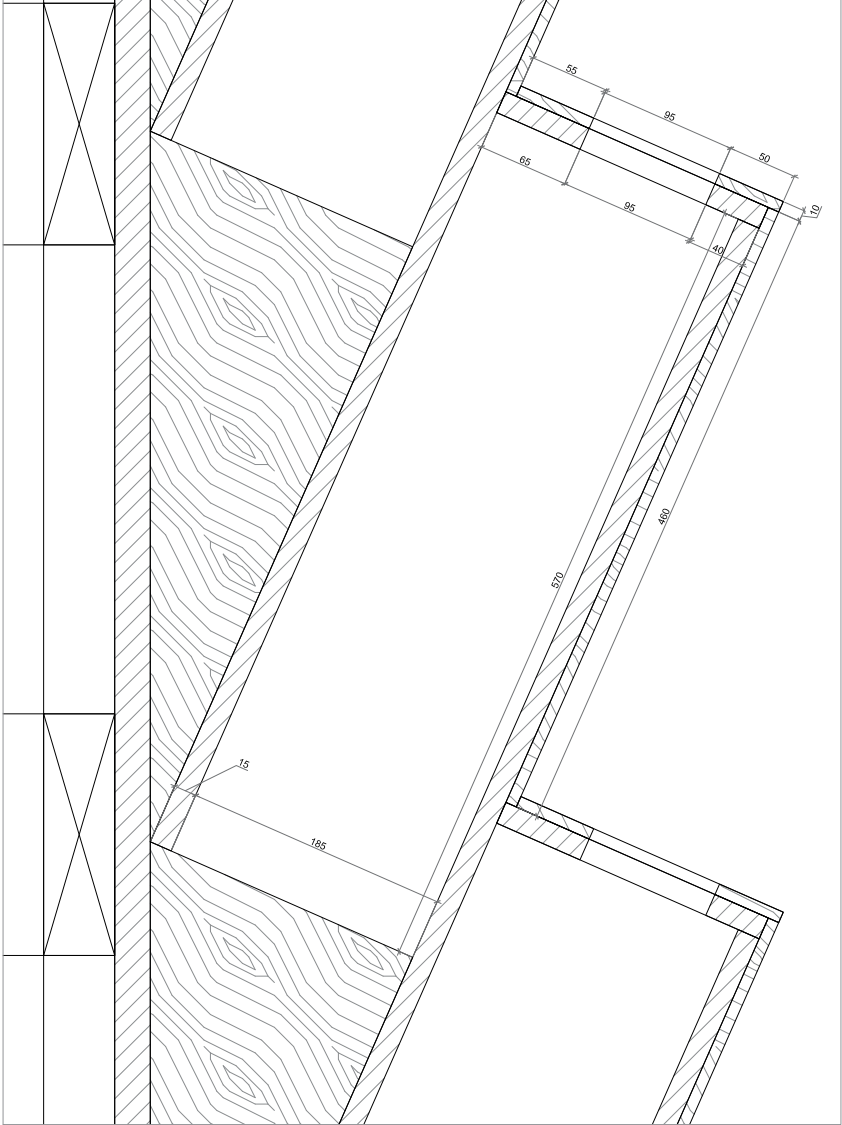
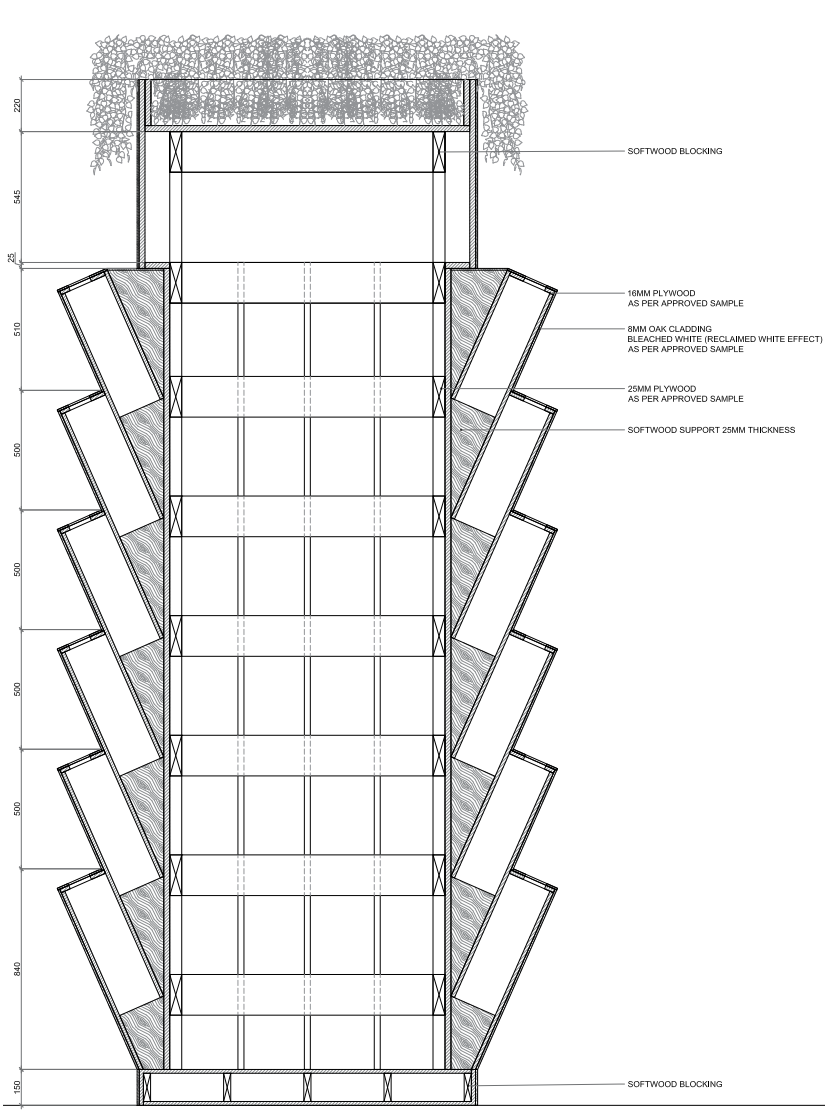


INTERIOR ELEVATIONS - 3D SKETCHES

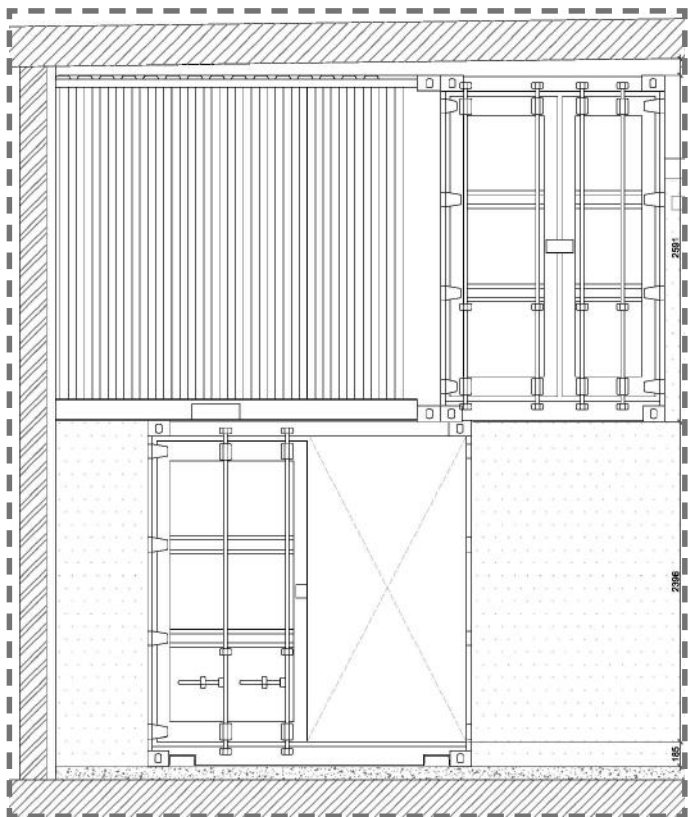
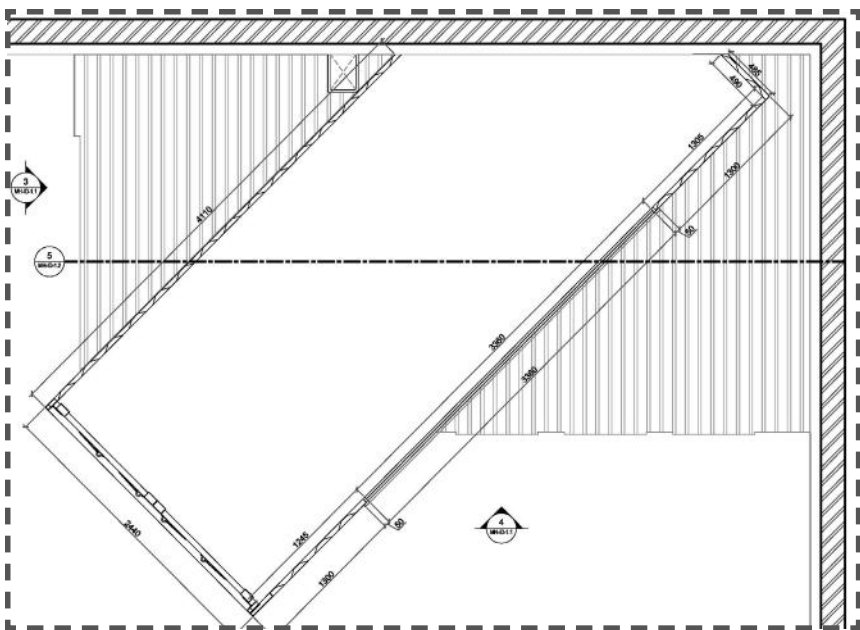
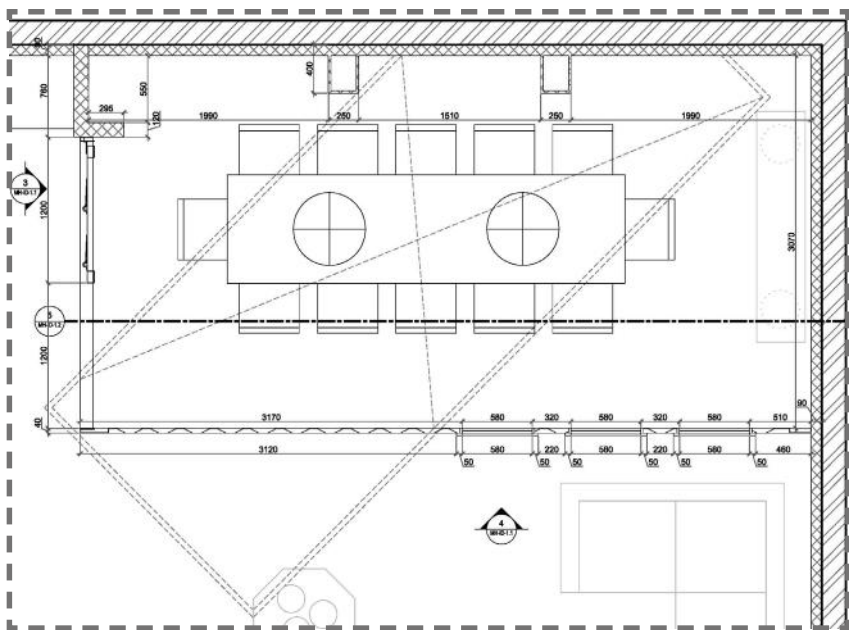




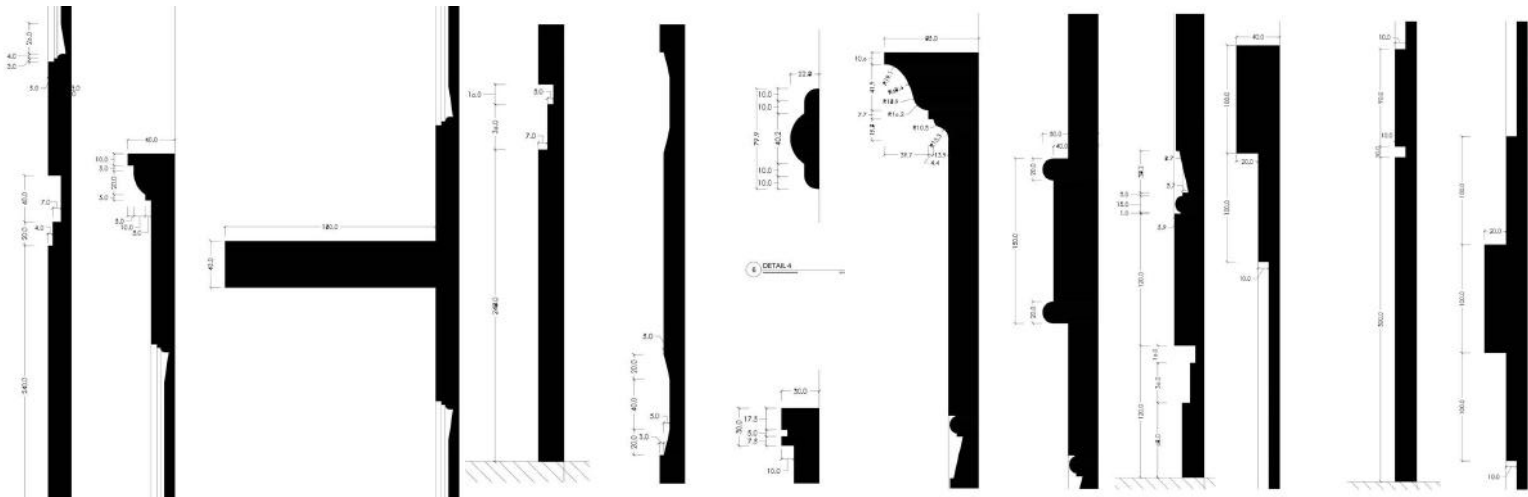
STORE ELEVATION



GREEN TOWER - MILLWORK DETAIL



DESIGN STUDIO CONTAINER DETAILS



WALL CLADDINGS DETAIL

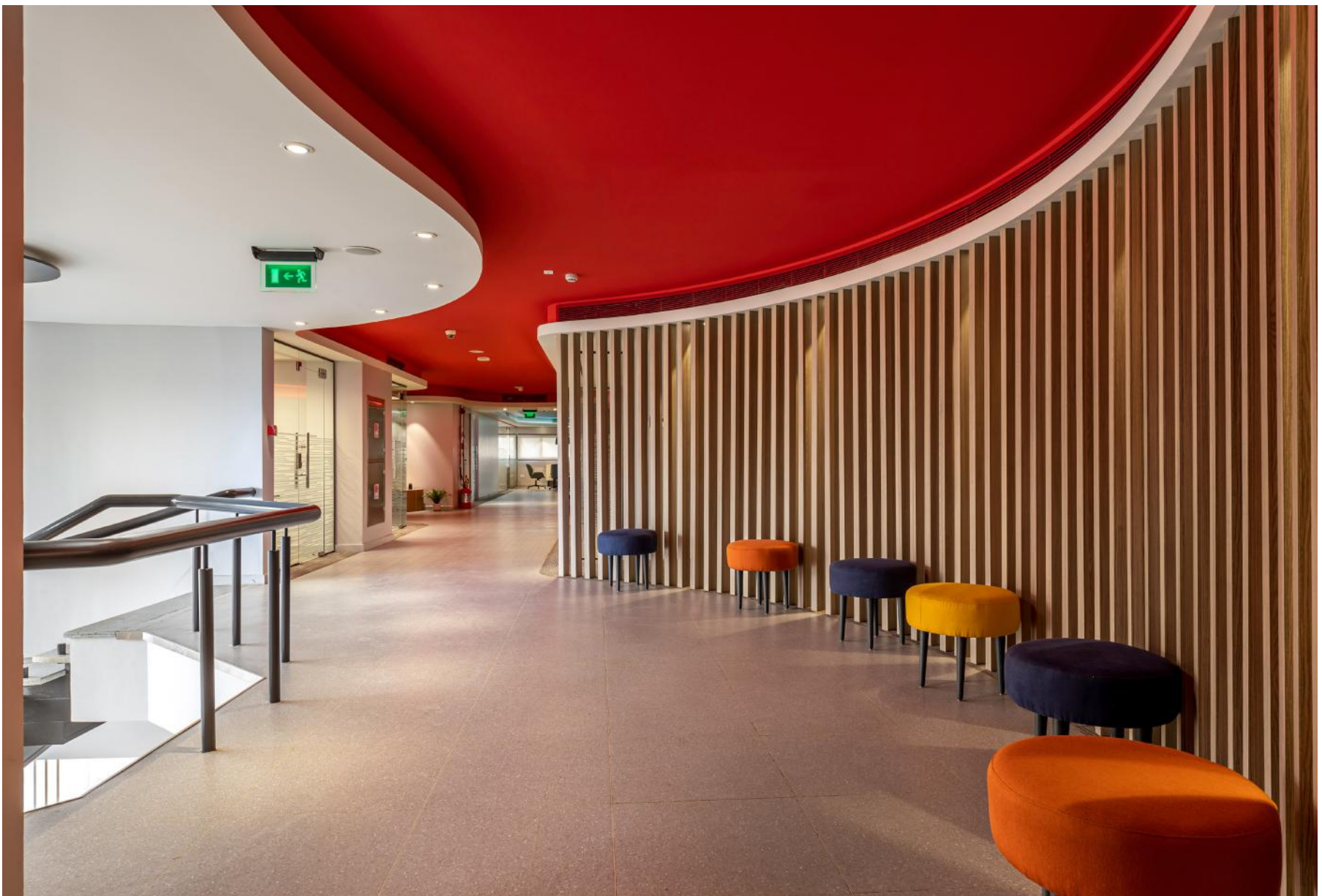
3BROTHERS INNOVATION CENTER
@ 10th of Ramadan City

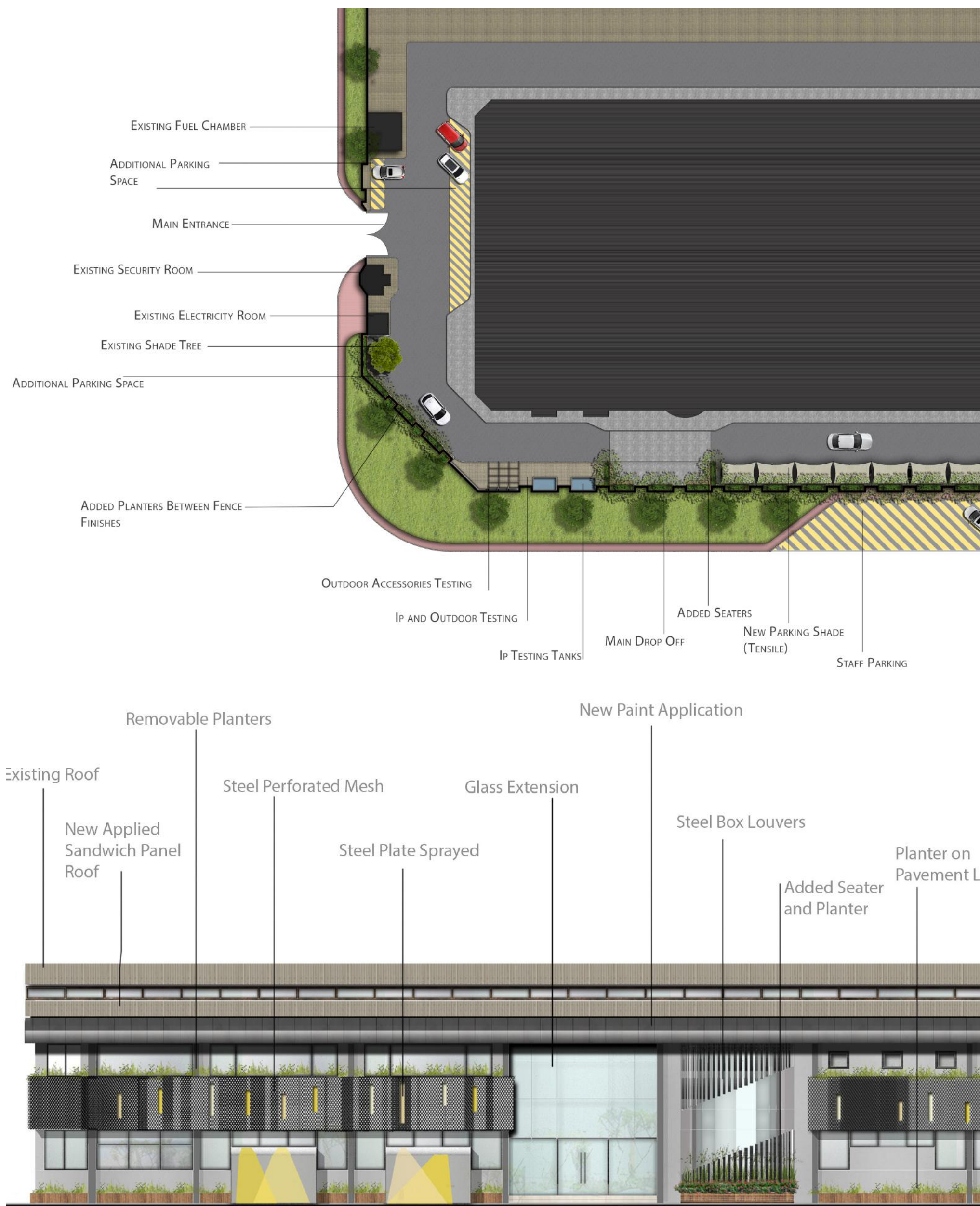
Project type:
Interior and elevation renovation.

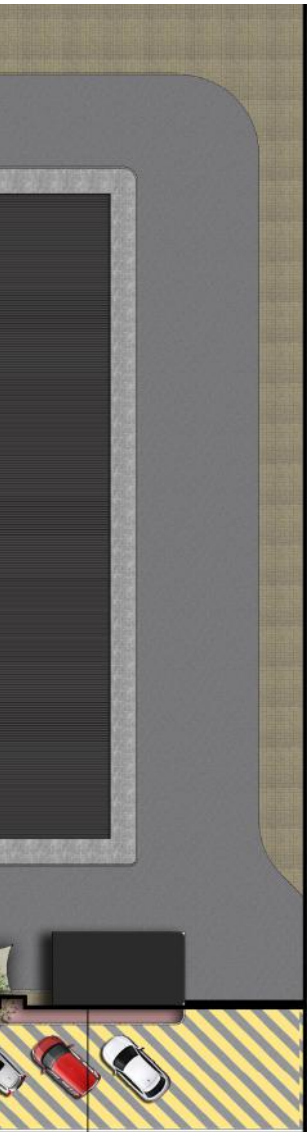
Project location:
10th of Ramadan City, Egypt.

- Project scope:**
- Analyze client requirements thoroughly for project guidance.
 - Develop detailed space plan accommodating offices, community spaces, labs, and services.
 - Define functional zones for a seamless workflow within the space.
 - Design collaborative spaces to foster creativity and teamwork.
 - Introduce cutting-edge lighting concepts for enhanced ambiance.
 - Redesign the center's exterior to reflect its innovative identity.
 - Coordinate on-site activities, aligning design decisions with practical considerations, setting a detailed timeline, collaborating with contractors, and ensuring adherence to budget constraints for successful project implementation.

Project brief:
(2019)
The Light Innovation Center aims to embody a distinctive and innovative atmosphere through its design concept. The utilization of an organic lines language in both walls and ceilings will contribute to a dynamic and visually engaging environment. The primary color palette, consisting of light blue, green, and red, is chosen to evoke a sense of vibrancy and creativity. Durable materials will be carefully selected to ensure longevity and sustainability, aligning with the center's commitment to quality and environmental consciousness. The integration of these materials will contribute to a modern aesthetic while also providing a practical and functional foundation for the various activities within the space. Focusing on fostering collaboration and group work, the center will feature well-planned communal spaces. These areas are strategically designed to encourage interaction among individuals, facilitating creative discussions and teamwork. The variety of spaces, including offices for focused work, labs for research and experimentation, lecture halls for educational events, and informal meeting spaces for spontaneous discussions, ensures that the center caters to diverse needs and activities. In addition to the functional spaces, formal meeting rooms will be available for structured discussions, while lounges and break areas will offer more relaxed environments for socializing and rejuvenation. This diversity in space types aims to cater to the different working styles and preferences of the individuals using the center. Overall, the Light Innovation Center seeks to provide a holistic and inspiring environment that not only supports the practical needs of its users but also fosters a culture of creativity, collaboration, and innovation.







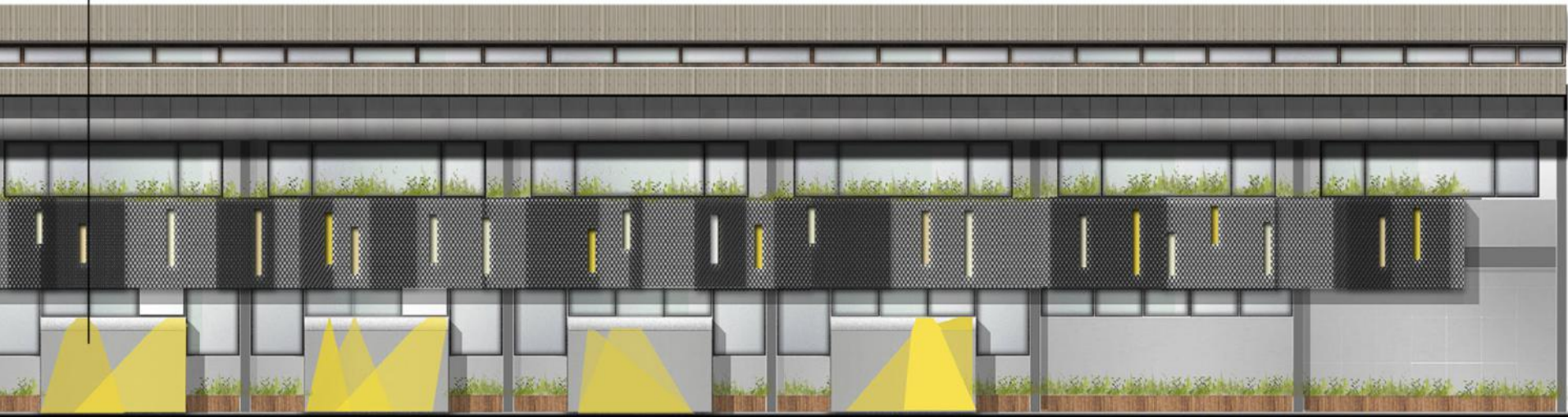
EXISTING CHAMBER



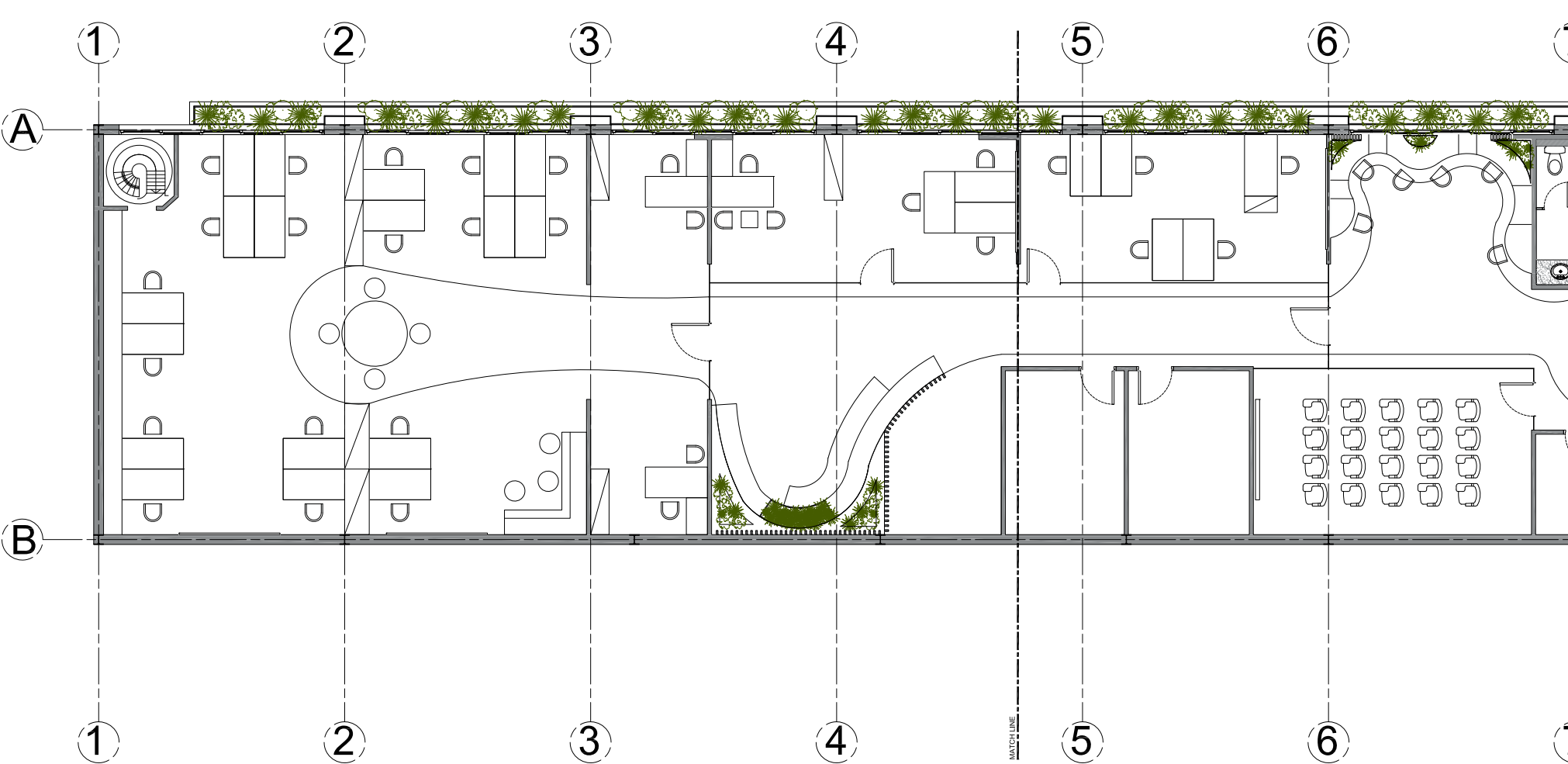
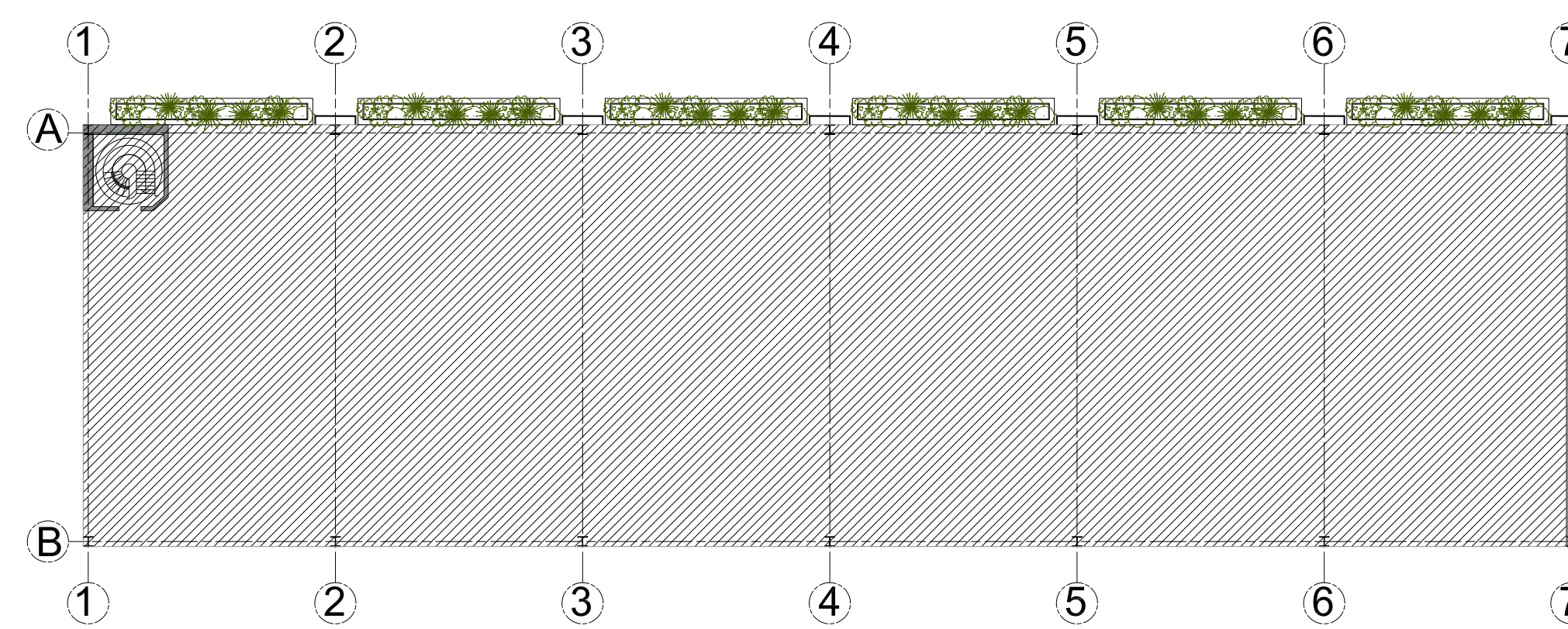
In conceptualizing the outdoor space, our aim was to elevate it into a haven of comfort and aesthetic appeal by introducing durable teak wood benches. To ensure a secure and peaceful environment, pollards were strategically installed in the entrance area, preventing unauthorized vehicle access. Further enhancing the ambiance, planters and carefully selected plants were incorporated as central elements, infusing the outdoor break area with a natural and refreshing atmosphere. To address practical needs, shading for parking slots was introduced, providing an additional layer of functionality while maintaining the overall concept of creating a visually dynamic and inviting environment for users to enjoy.

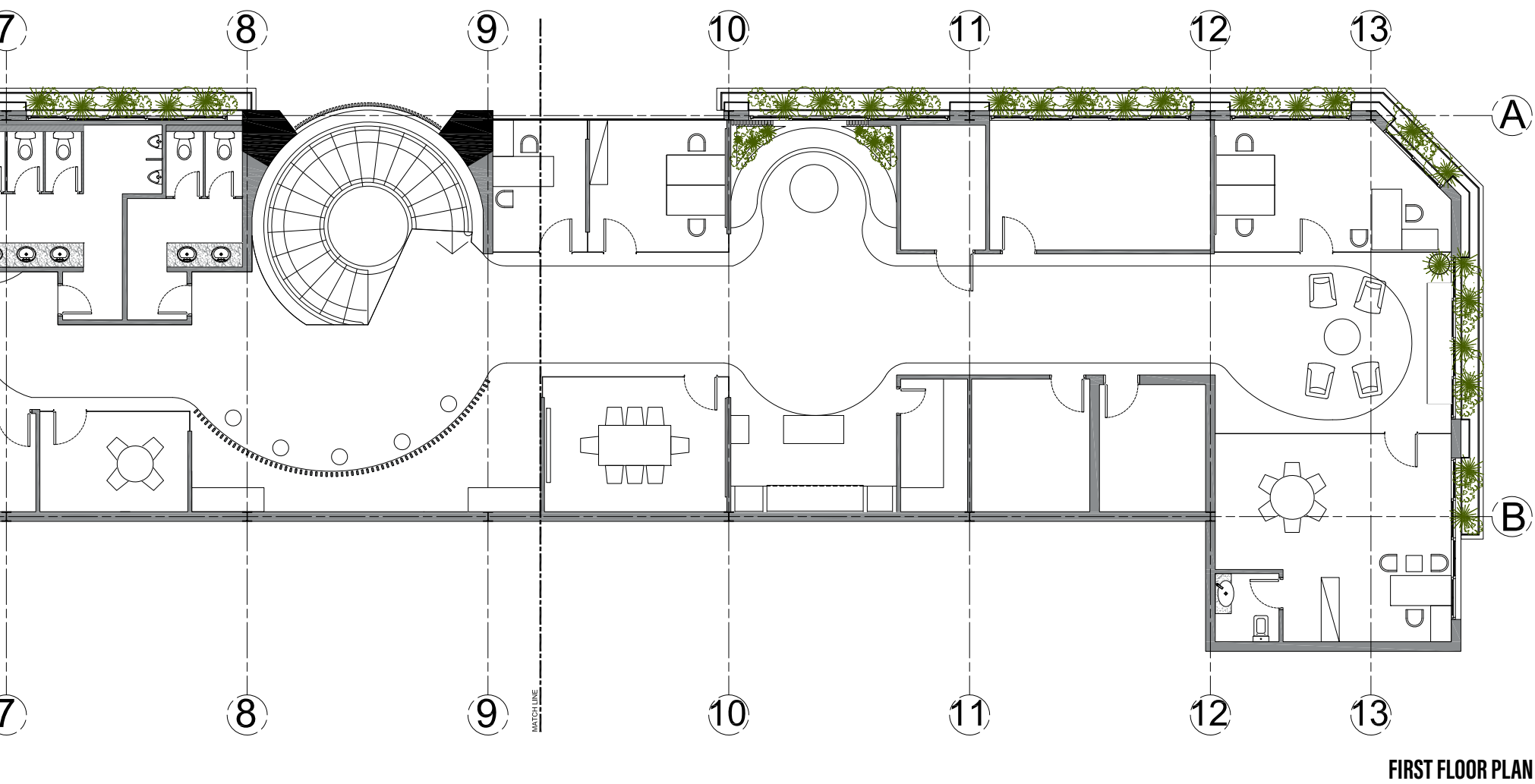
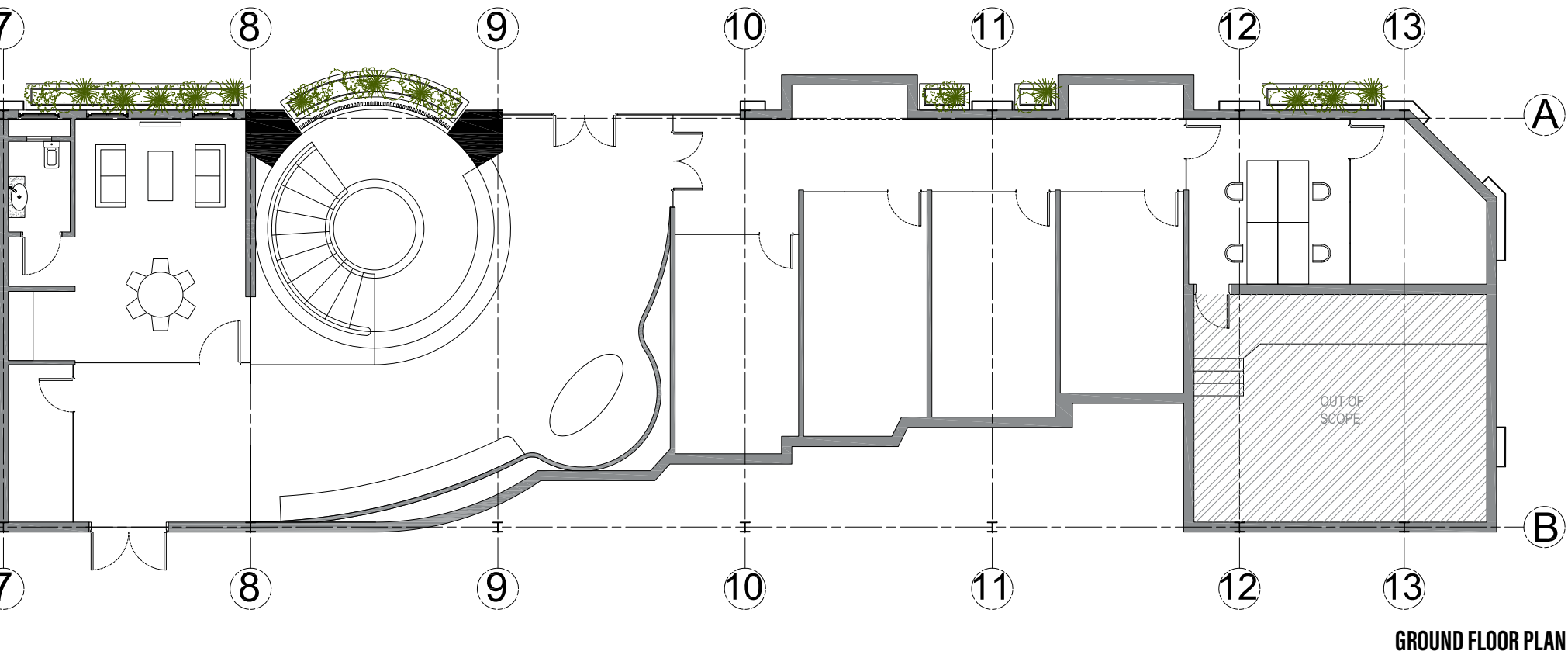
Graffiti on existing recesses

level



MAIN ENTRANCE ELEVATION

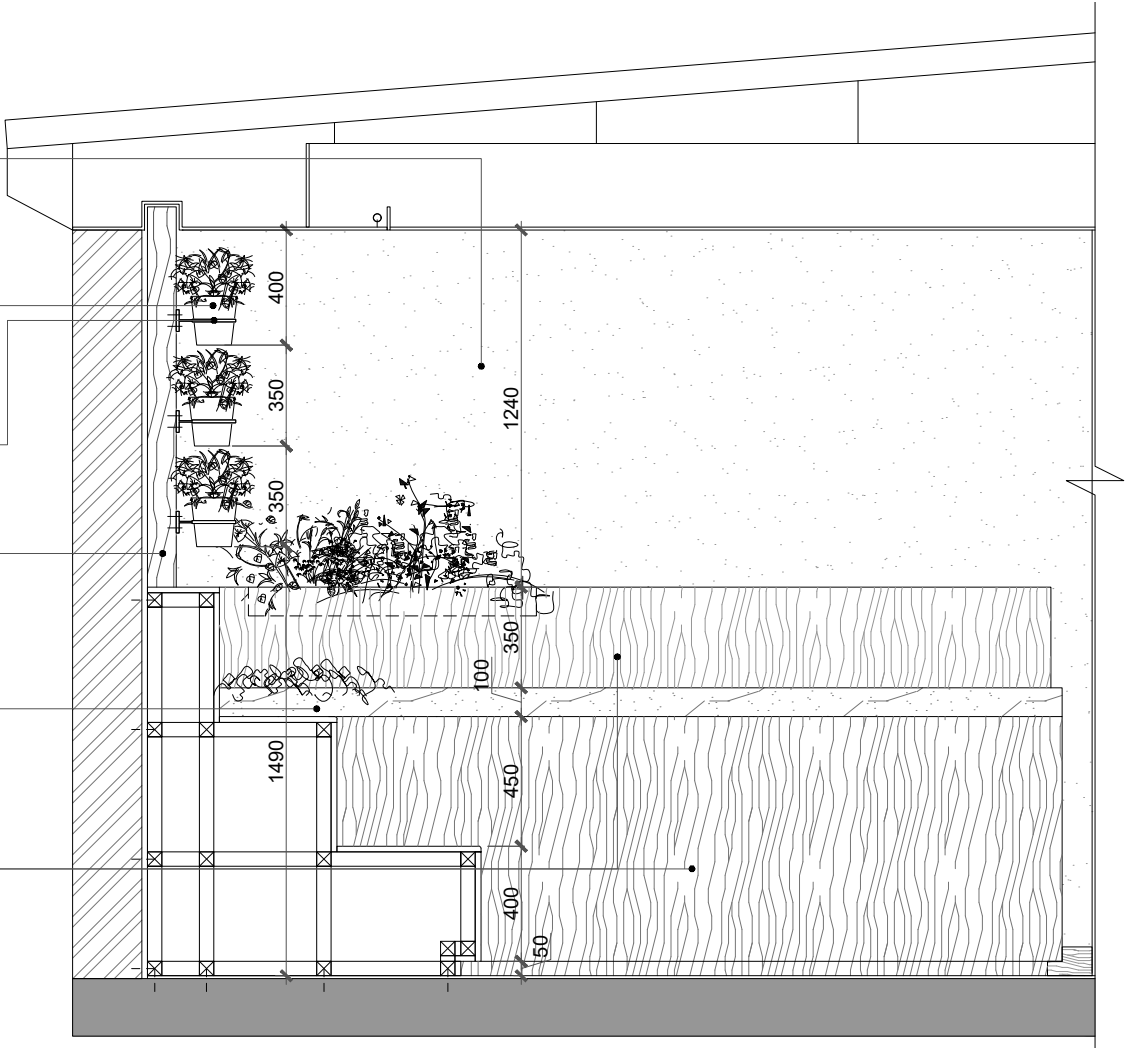




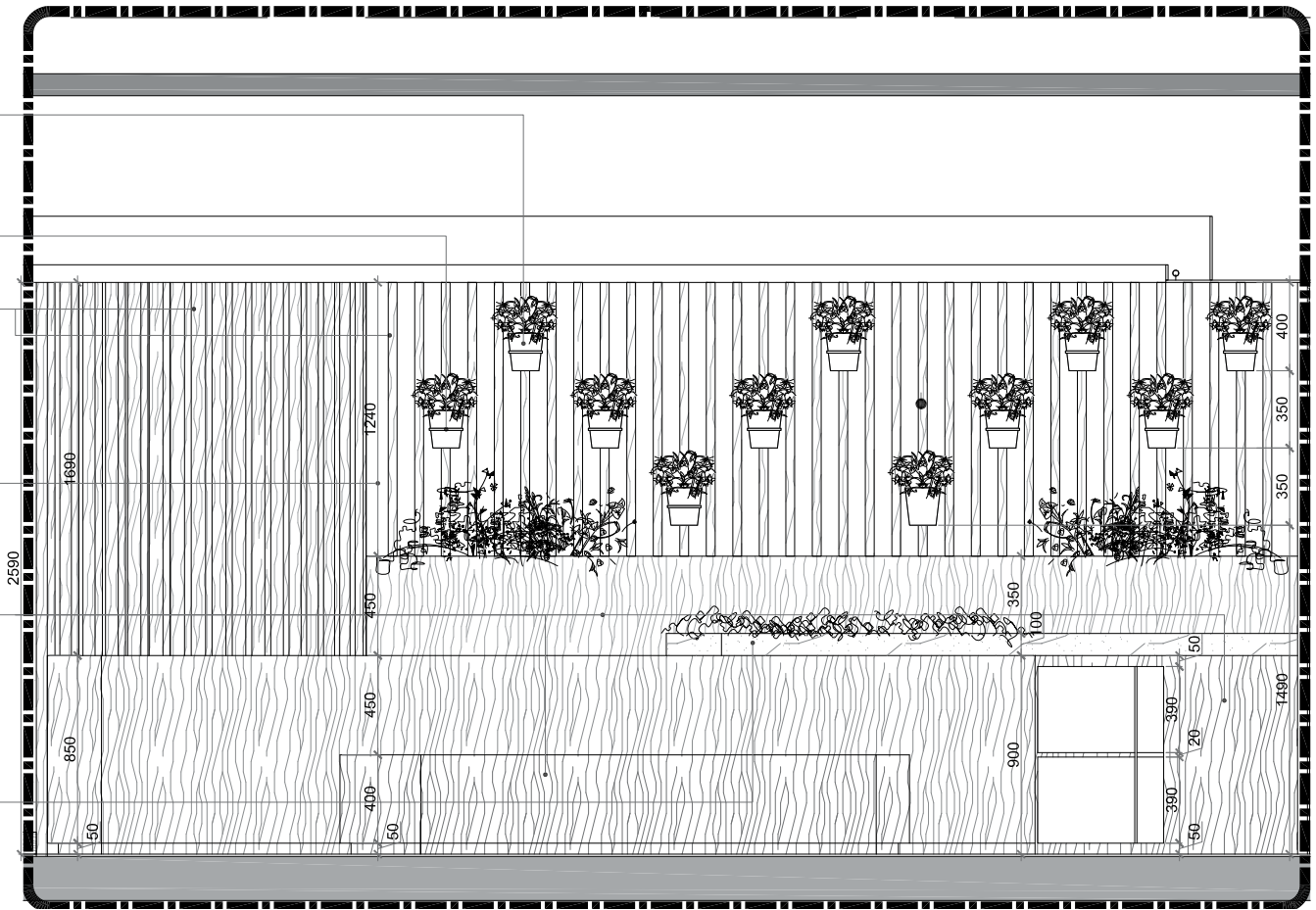


CAFETERIA SEATINGS - WORKERS LOUNGE

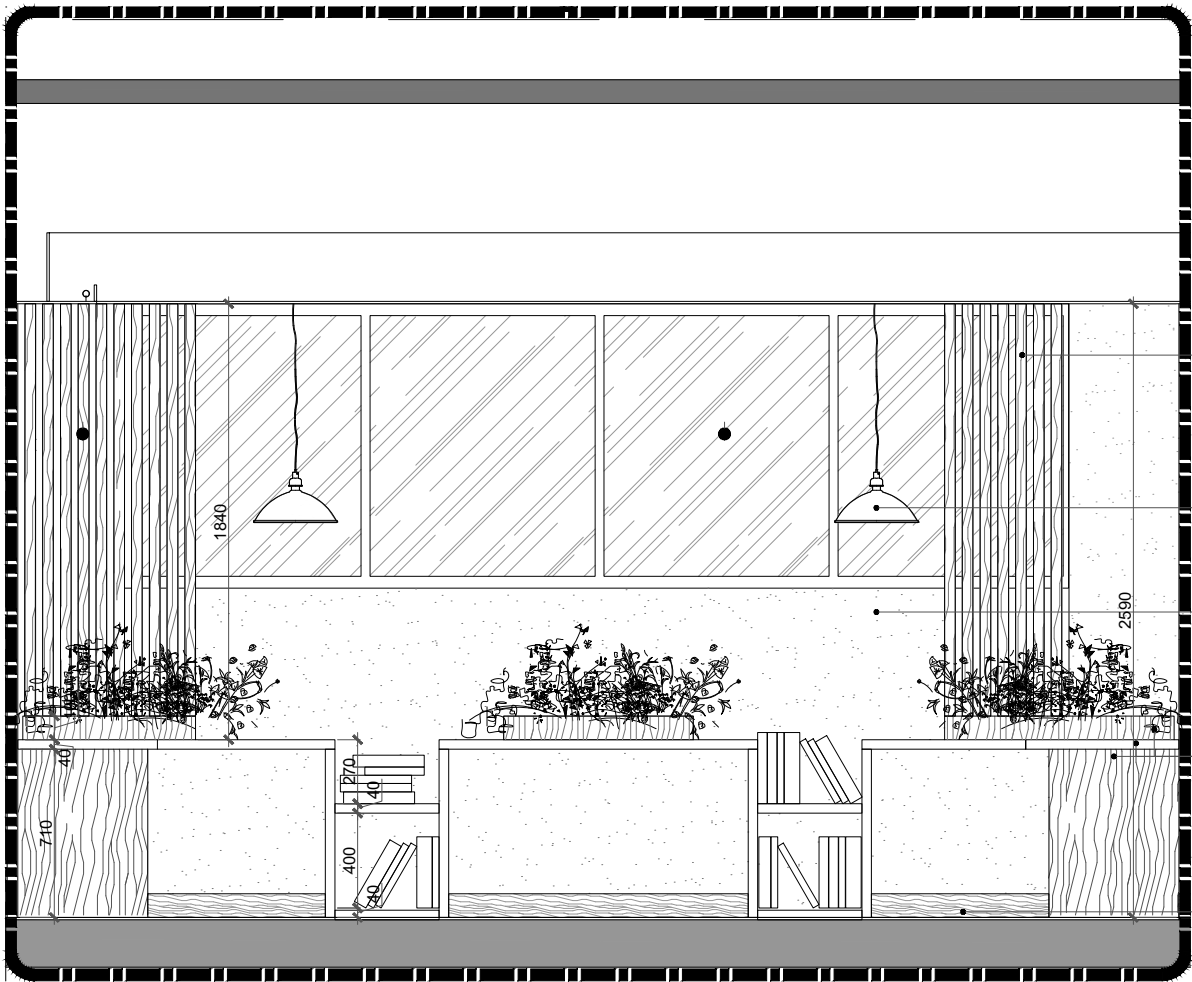
- PAINT
CODE SILVER MOON 5081
AS PER APPROVED SAMPLE
SUPPLIER JOTUN
OR APPROVED EQUAL
- 15mm DIAMETER
PLASTIC POT
WHITE COLOR
MATT FINISH
FIXED TO RING METAL HOLDER
- 15mm DIAMETER
RING METAL HOLDER
DARK GREY COLOR
MATT FINISH
- 100x50mm
SOFTWOOD VENEER WALNUT WASHED MATT
AS PER APPROVED SAMPLE
SUPPLIER SHERIF GABALAWY/ ARTISTICO/ DESIGNY
OR APPROVED EQUAL
FINAL DETAIL BY FURNITURE SUPPLIER
- 20mm THICK
GREY TRIESTE MARBLE TOP
POLISHED FINISH
AS PER APPROVED SAMPLE
SUPPLIER MARMONIL
OR APPROVED EQUAL
- 12-18mm THICK
MDF ARTIFICIAL VENEER WALNUT WASHED MATT
WITH SOFTWOOD BLOCKING
AS PER APPROVED SAMPLE
SUPPLIER SHERIF GABALAWY/ ARTISTICO/ DESIGNY
OR APPROVED EQUAL
FINAL DETAIL BY FURNITURE SUPPLIER



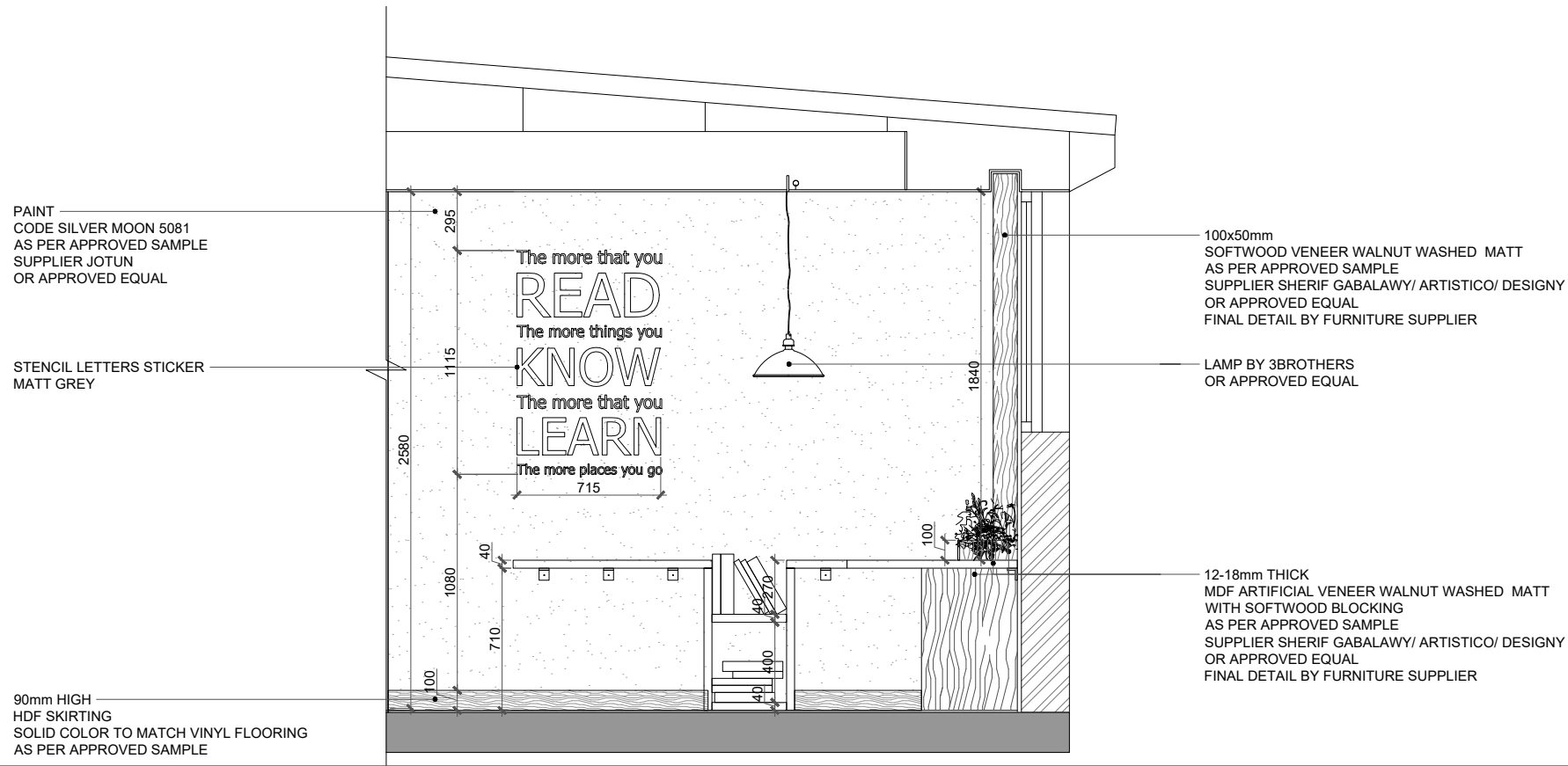
- 15mm DIAMETER
PLASTIC POT
WHITE COLOR
MATT FINISH
FIXED TO RING METAL HOLDER
- 15mm DIAMETER
RING METAL HOLDER DARK GREY
COLOR MATT FINISH
- 100x50mm
SOFTWOOD VENEER WALNUT WASHED MATT
AS PER APPROVED SAMPLE
SUPPLIER SHERIF GABALAWY/ ARTISTICO/ DESIGNY
OR APPROVED EQUAL
FINAL DETAIL BY FURNITURE SUPPLIER
- PAINT
CODE SILVER MOON 5081
AS PER APPROVED SAMPLE
SUPPLIER JOTUN
OR APPROVED EQUAL
- 12-18mm THICK
MDF ARTIFICIAL VENEER WALNUT WASHED MATT
WITH SOFTWOOD BLOCKING
AS PER APPROVED SAMPLE
SUPPLIER SHERIF GABALAWY/ ARTISTICO/ DESIGNY
OR APPROVED EQUAL
FINAL DETAIL BY FURNITURE SUPPLIER
- 20mm THICK
GREY TRIESTE MARBLE TOP
POLISHED FINISH
AS PER APPROVED SAMPLE
SUPPLIER MARMONIL
OR APPROVED EQUAL



WORKERS LOUNGE DETAILS



- 100x50mm
SOFTWOOD VENEER WALNUT WASHED MATT
AS PER APPROVED SAMPLE
SUPPLIER SHERIF GABALAWY/ ARTISTICO/ DESIGNY
OR APPROVED EQUAL
FINAL DETAIL BY FURNITURE SUPPLIER
- LAMP BY 3BROTHERS
OR APPROVED EQUAL
- PAINT
CODE SILVER MOON 5081
AS PER APPROVED SAMPLE
SUPPLIER JOTUN
OR APPROVED EQUAL
- 12-18mm THICK
MDF ARTIFICIAL VENEER WALNUT WASHED MATT
WITH SOFTWOOD BLOCKING
AS PER APPROVED SAMPLE
SUPPLIER SHERIF GABALAWY/ ARTISTICO/ DESIGNY
OR APPROVED EQUAL
FINAL DETAIL BY FURNITURE SUPPLIER
- 90mm HIGH
HDF SKIRTING
SOLID COLOR TO MATCH VINYL FLOORING
AS PER APPROVED SAMPLE



- PAINT
CODE SILVER MOON 5081
AS PER APPROVED SAMPLE
SUPPLIER JOTUN
OR APPROVED EQUAL
- STENCIL LETTERS STICKER
MATT GREY
- 100x50mm
SOFTWOOD VENEER WALNUT WASHED MATT
AS PER APPROVED SAMPLE
SUPPLIER SHERIF GABALAWY/ ARTISTICO/ DESIGNY
OR APPROVED EQUAL
FINAL DETAIL BY FURNITURE SUPPLIER
- LAMP BY 3BROTHERS
OR APPROVED EQUAL
- 12-18mm THICK
MDF ARTIFICIAL VENEER WALNUT WASHED MATT
WITH SOFTWOOD BLOCKING
AS PER APPROVED SAMPLE
SUPPLIER SHERIF GABALAWY/ ARTISTICO/ DESIGNY
OR APPROVED EQUAL
FINAL DETAIL BY FURNITURE SUPPLIER
- 90mm HIGH
HDF SKIRTING
SOLID COLOR TO MATCH VINYL FLOORING
AS PER APPROVED SAMPLE

LIBRARY DETAILS



LIBRARY - RECEPTION AND STAIRS

CAIRO GATE
CUSTOMER SERVICE CENTER BY EMAAR

Project type:
Interior design.

Project location:
Cairo, Egypt.

- Project scope:**
- Develop interior plans for front desks and back-of-house offices, optimizing space and workflow efficiency.
 - Produce a detailed construction package using Revit, collaborating with electromechanical and structural consultants' BIM models.
 - Select interior materials aligned with the design concept, budget, and performance requirements.
 - Identify suitable furniture pieces and recommend reputable suppliers for procurement.
 - Create detailed drawings and specifications for customized furniture pieces, ensuring they meet specific space requirements and dimensions.

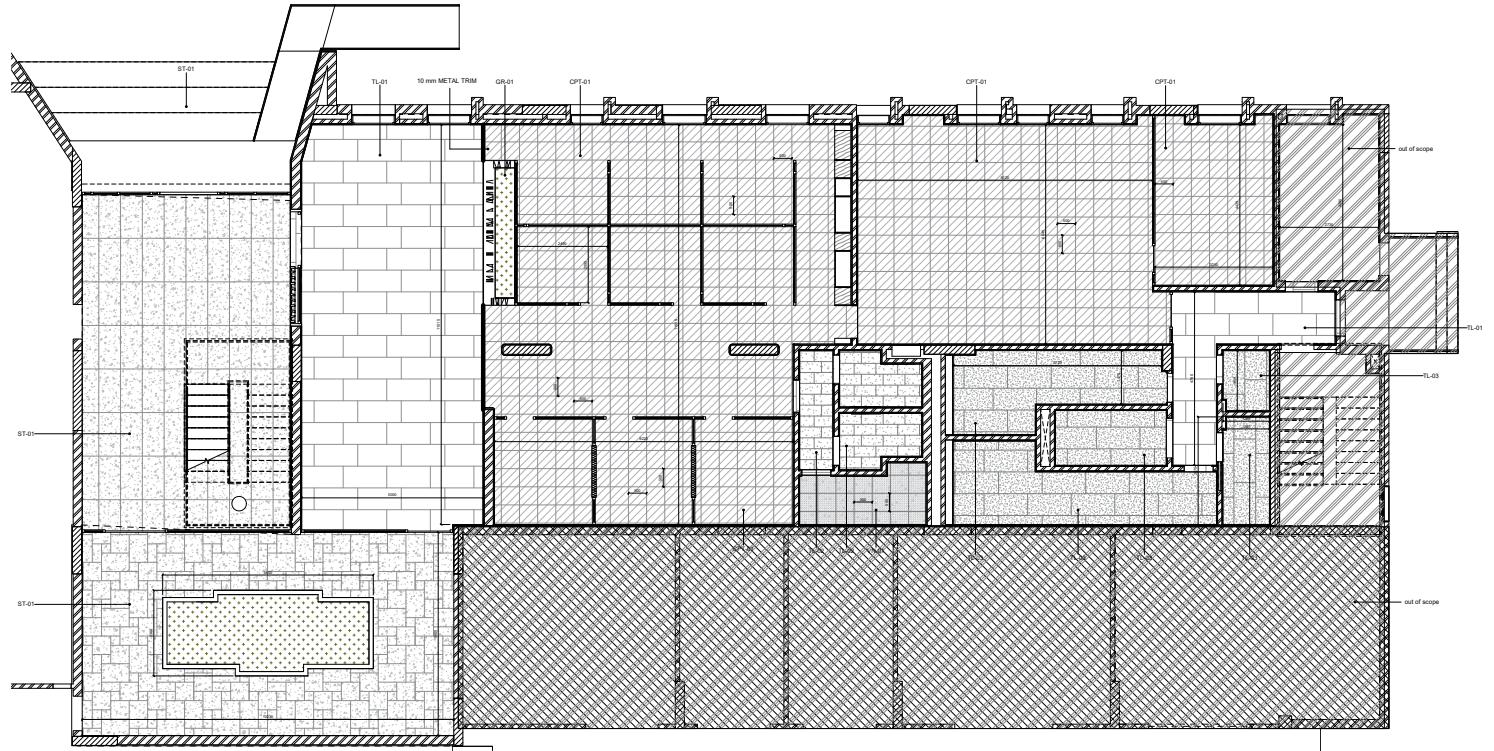
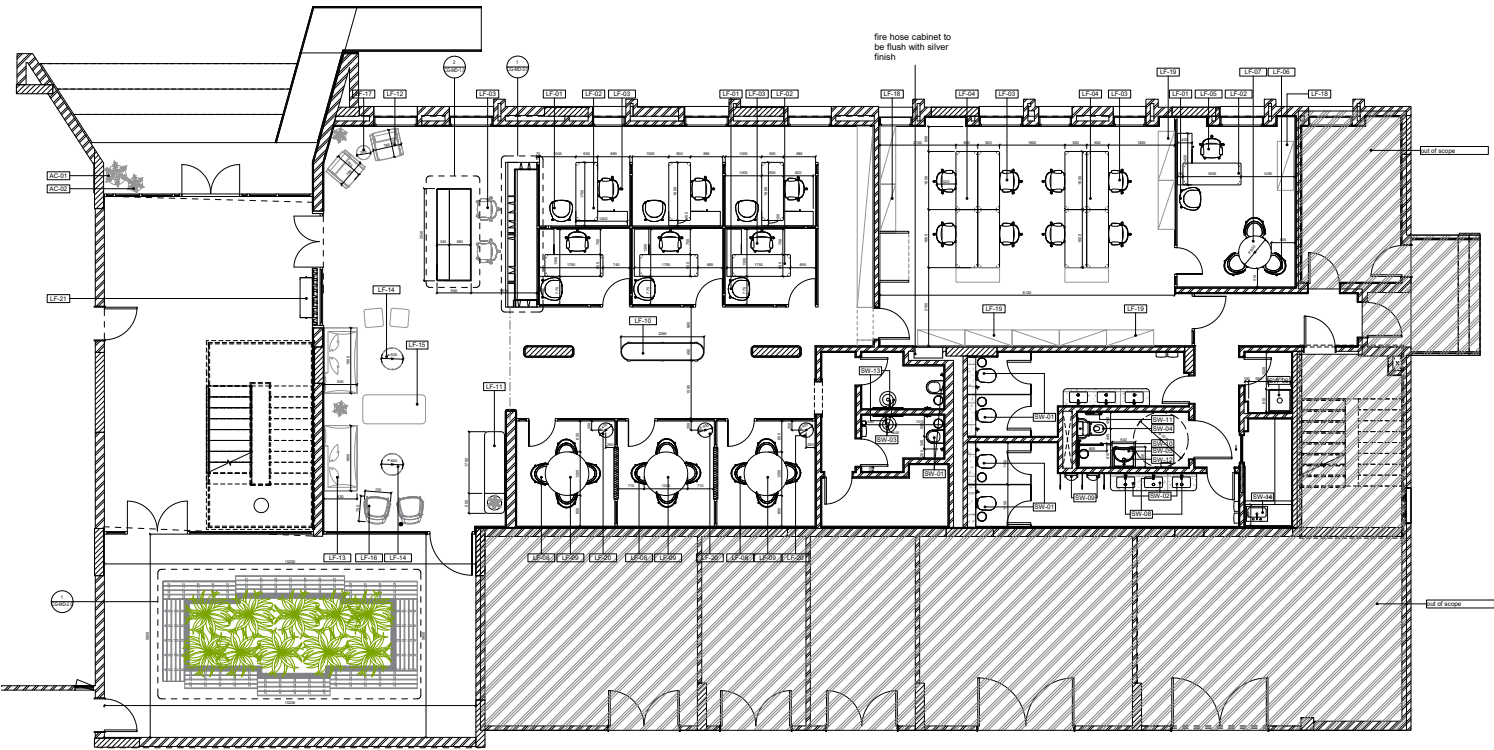
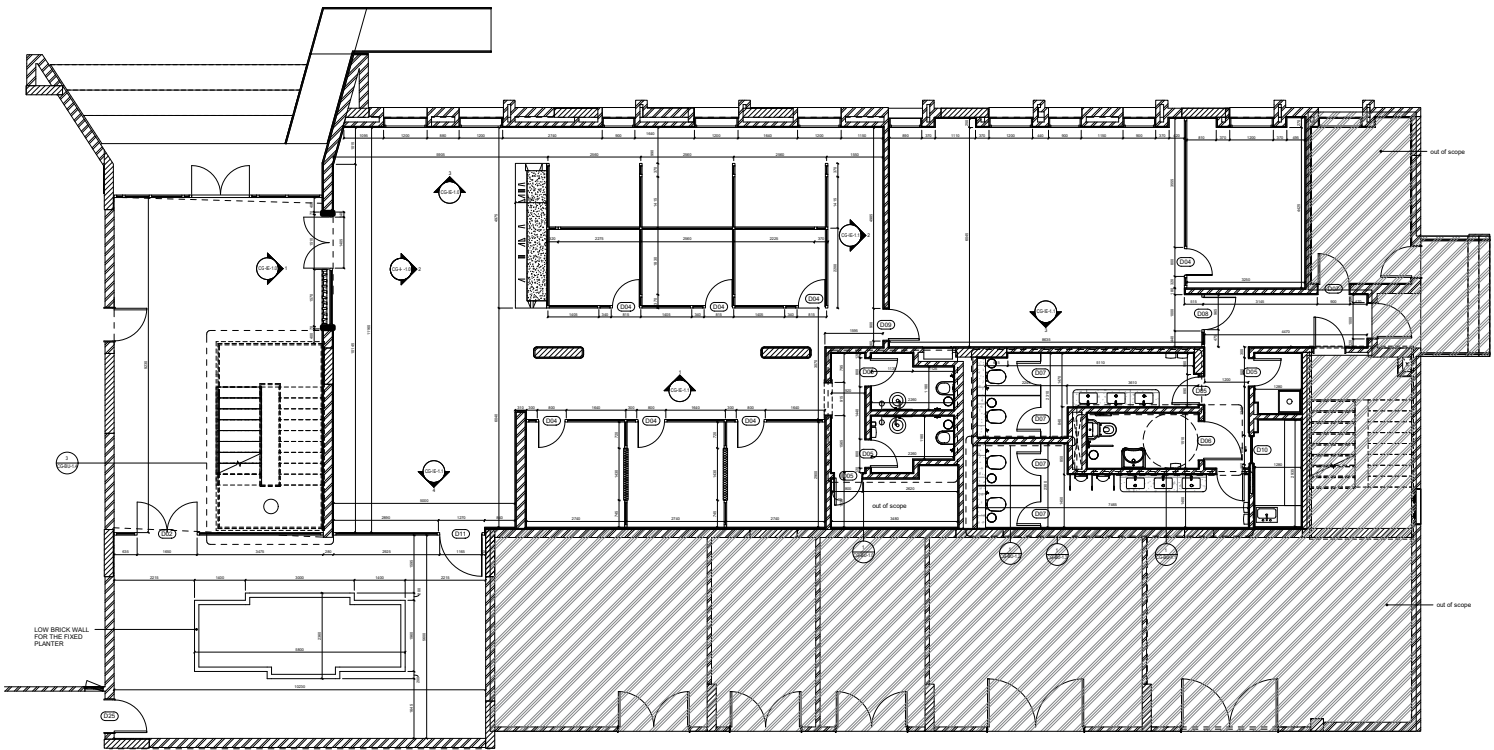
Project brief:
(2022)

The concept for the Cairo Gate Customer Service Center interior design project revolves around the principles of simplicity, openness, and alignment with the identity of the residential compound. Drawing inspiration from the tranquil and harmonious atmosphere of the compound, the design aims to create a welcoming and inviting space that fosters connectivity and collaboration among staff and visitors alike. Embracing the open office concept, the layout will feature flexible workstations and communal areas, promoting transparency, communication, and a sense of unity within the team. By eliminating physical barriers and incorporating shared spaces, such as collaborative zones and breakout areas, the design encourages spontaneous interactions and idea-sharing, enhancing productivity and teamwork. Neutral colors will be used throughout the interior to evoke a sense of warmth, sophistication, and timelessness. Soft tones of beige, taupe, and grey will dominate the palette, creating a calming backdrop that complements the residential compound's serene environment. Accents of muted blues or greens may be introduced to evoke nature and further reinforce the connection to the compound's surroundings. The simplicity of design will be evident in the clean lines, minimalist furnishings, and uncluttered spaces, allowing the focus to remain on functionality and user experience. Furniture and fixtures will be selected for their ergonomic qualities and practicality, ensuring comfort and efficiency for employees while maintaining a cohesive aesthetic. Overall, the concept seeks to harmonize the customer service center's interior with the residential compound's identity, creating a space that reflects the values of tranquility, community, and modernity. Through simplicity, openness, and neutral colors, the design aims to provide a welcoming and functional environment that enhances both employee satisfaction and visitor experience.





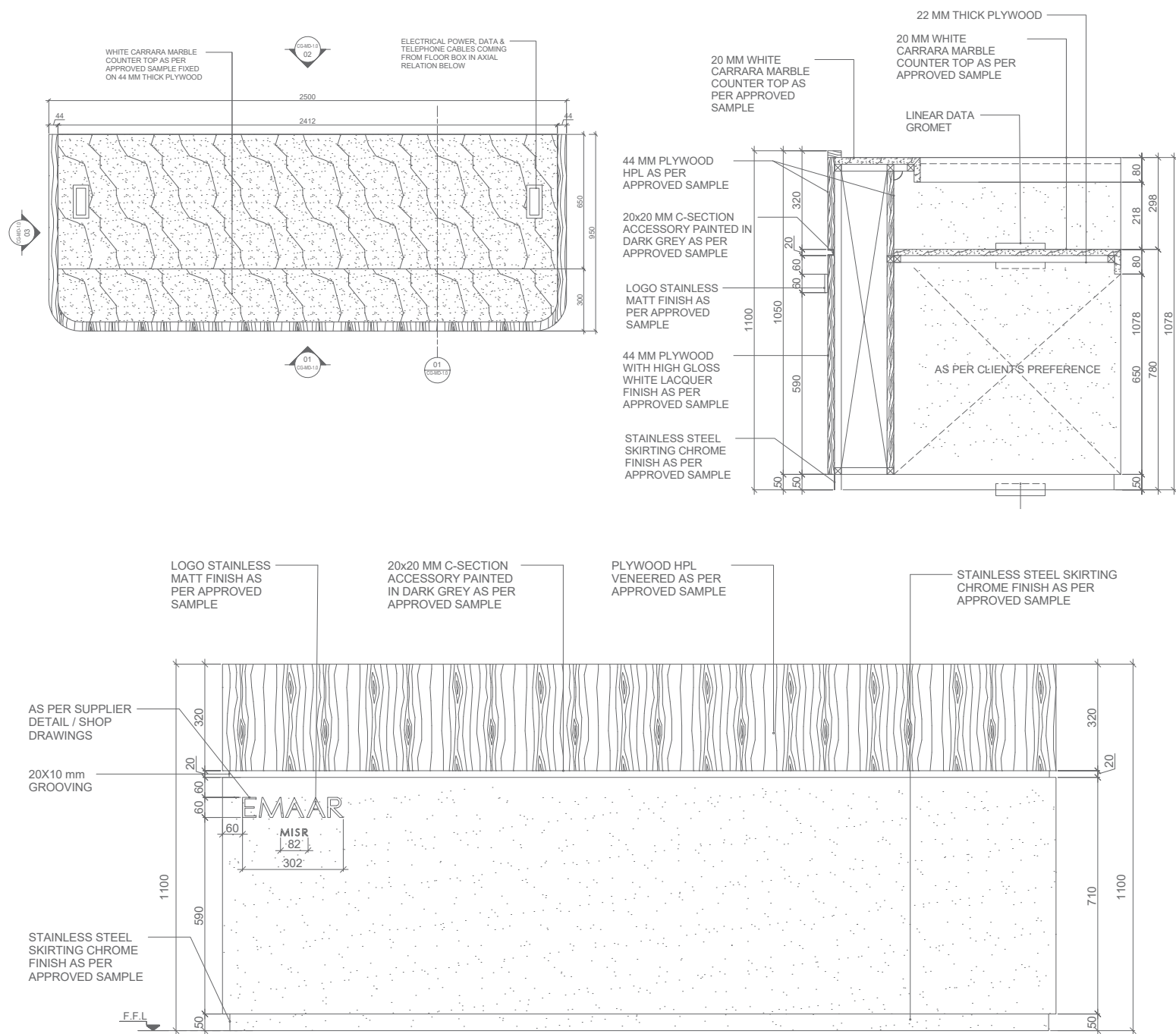
FURNITURE LOOK AND FEEL



ARCHITECTURE, FURNITURE & FLOORING PLANS



INTERIOR ELEVATIONS



RECEPTION COUNTER DETAIL

MARASSI HUBS
@MARASSI MARINA

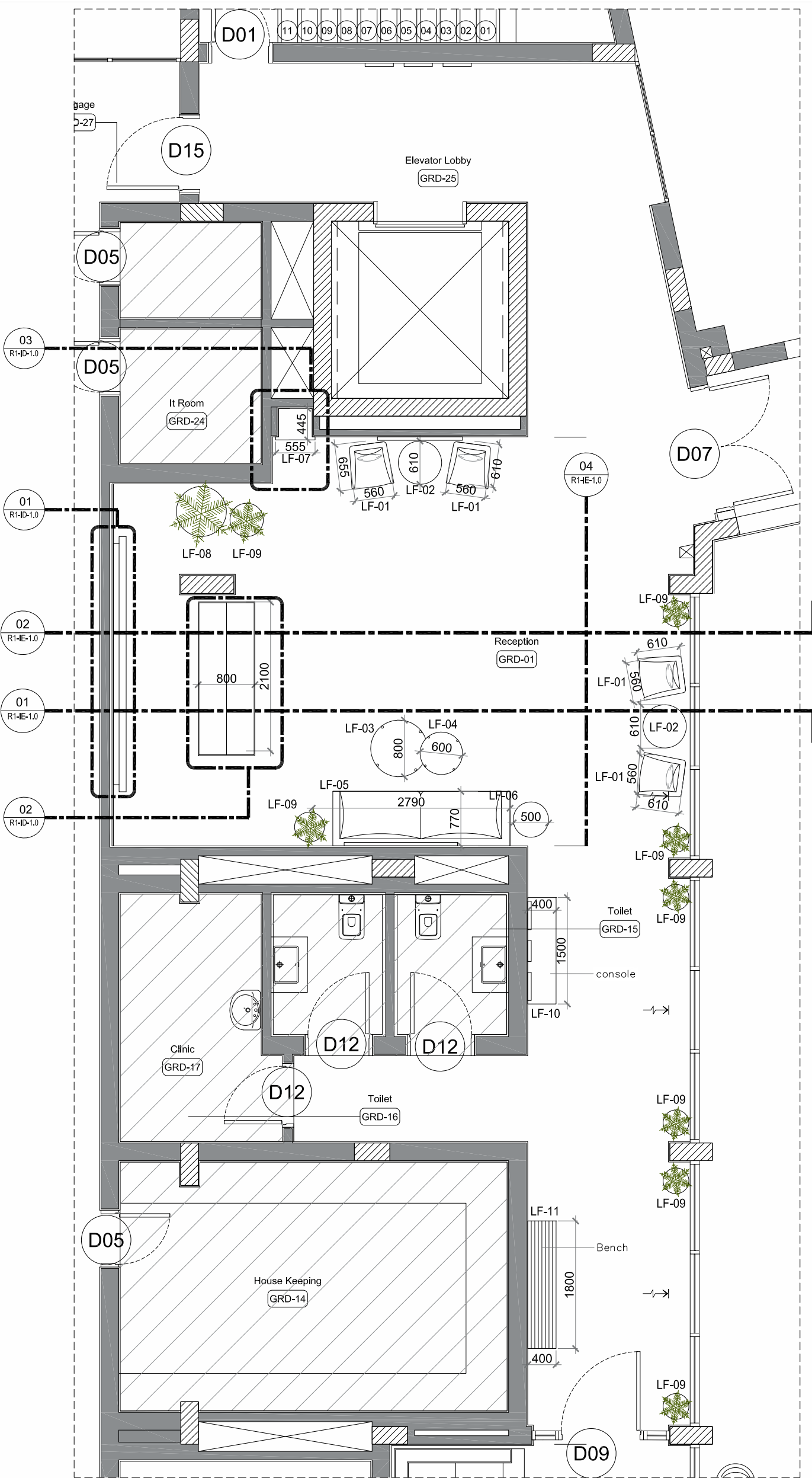
Project type:
Interior design.

Project location:
North Coast, Egypt.

- Project scope:**
- Design a functional and welcoming reception space with carefully chosen materials and furniture.
 - Create comfortable and cohesive interior designs for guest rooms, selecting suitable materials and furniture.
 - Develop all-day dining restaurant interiors, considering layout, seating, and ambiance, and choose appropriate materials and furniture.
 - Plan the roof area for maximum functionality and style, incorporating suitable outdoor materials and furniture.
 - Research and select durable, aesthetic, and functional materials for each designated space.
 - Curate furniture selections aligned with the design concept for reception, guest rooms, dining areas, and the roof.
 - Develop a construction package with detailed drawings and specifications for accurate implementation by contractors.
 - Create detailed drawings for customized elements, maintaining design integrity with precise specifications.

Project brief :
(2022)
In this interior design project, the central theme is "Elemental Harmony," focusing on achieving a harmonious balance between simplicity, functionality, and iconic detailing. The color palette centers around earthy tones, such as warm browns, muted greens, and soft beiges, with rare color inserts like deep indigo, burnt orange, or emerald green for vibrancy. Simplicity in form for furniture pieces is prioritized, coupled with iconic detailing that elevates each piece to functional art. Spatial efficiency takes precedence, with multi-functional furniture strategically placed to optimize every area without compromising style. Natural and sustainable materials, including wood, stone, and metal, contribute to the overall warmth and authenticity of the space. Lighting is integrated to highlight key features, with iconic fixtures serving both functional and focal point purposes. The layout ensures a seamless flow between functional areas, maintaining openness through open shelving and minimalistic partitions. Custom furniture pieces, a hallmark of the design, are meticulously crafted with an emphasis on precision, each telling a unique story through its details. Indoor plants and greenery enhance the connection to the earthy theme. In summary, the "Elemental Harmony" concept transforms limited spaces into functional and aesthetically pleasing environments. By combining simplicity, rare color inserts, and iconic detailing, the design creates a unique and inviting atmosphere that resonates with the occupants.

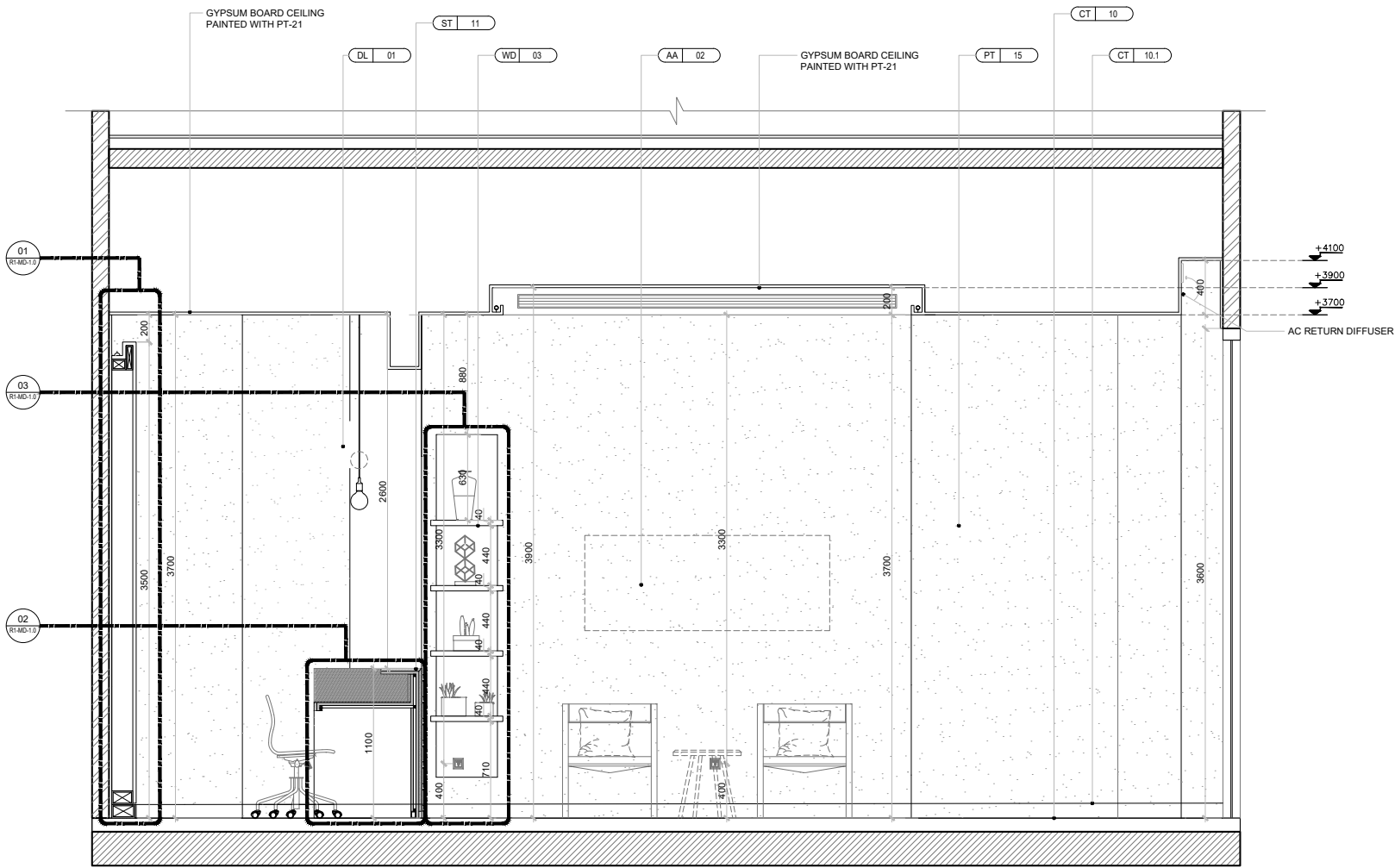
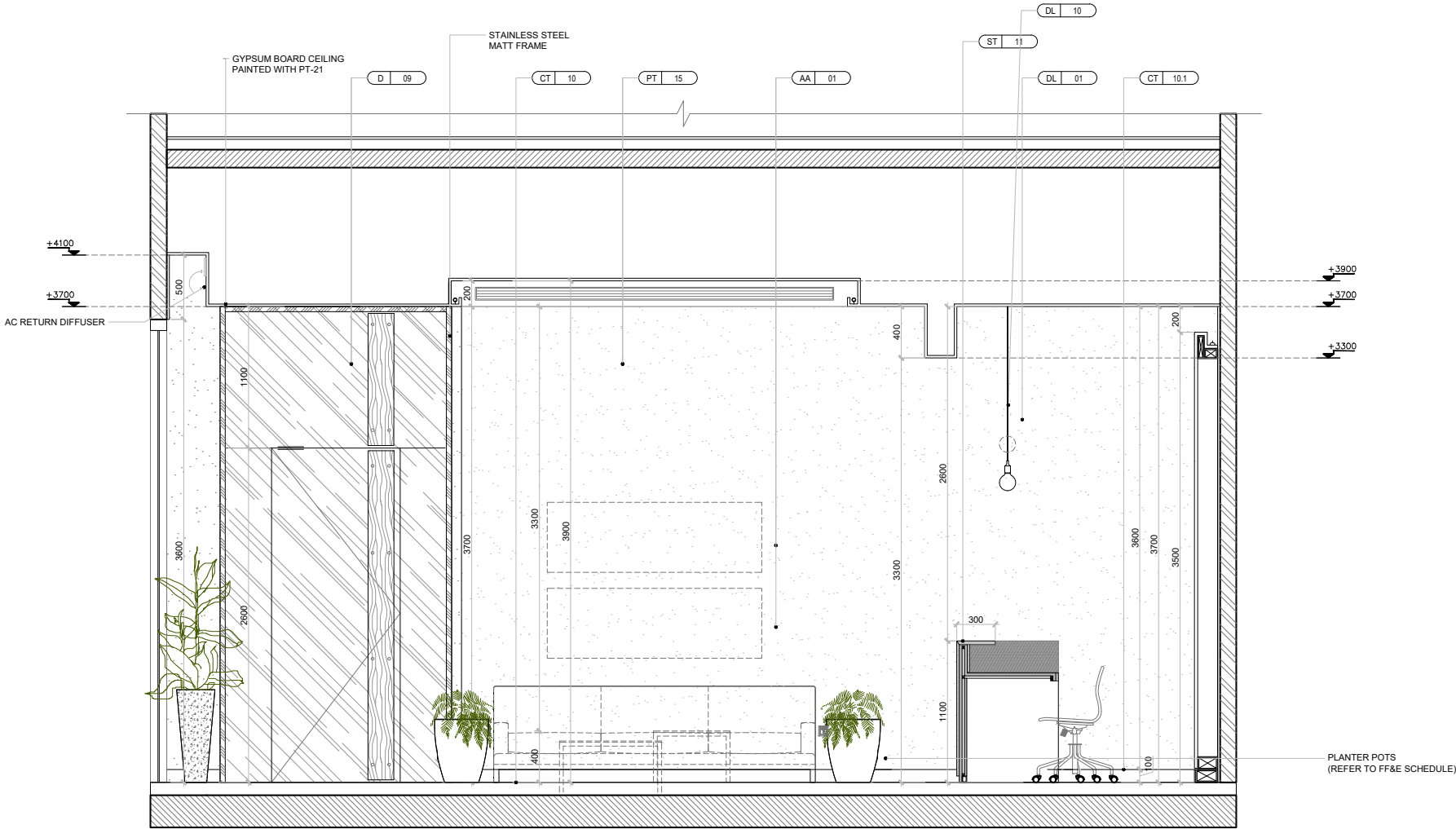




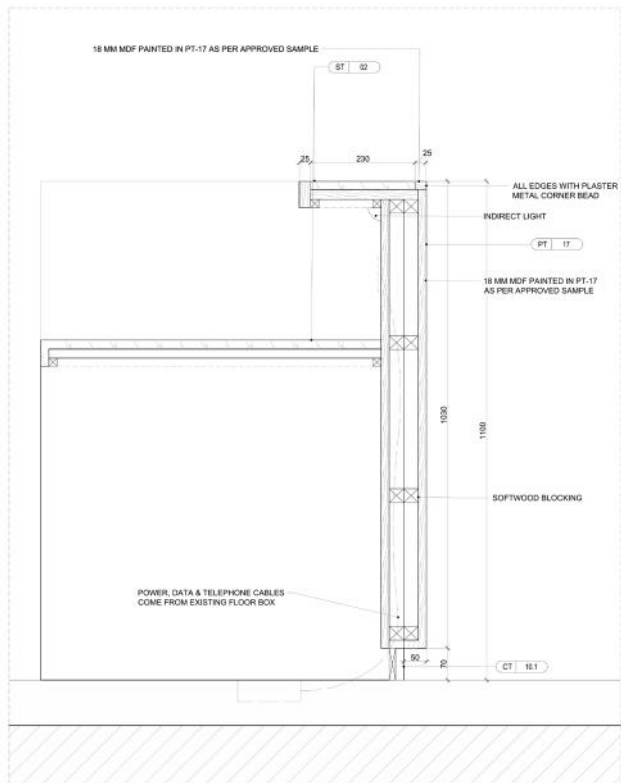
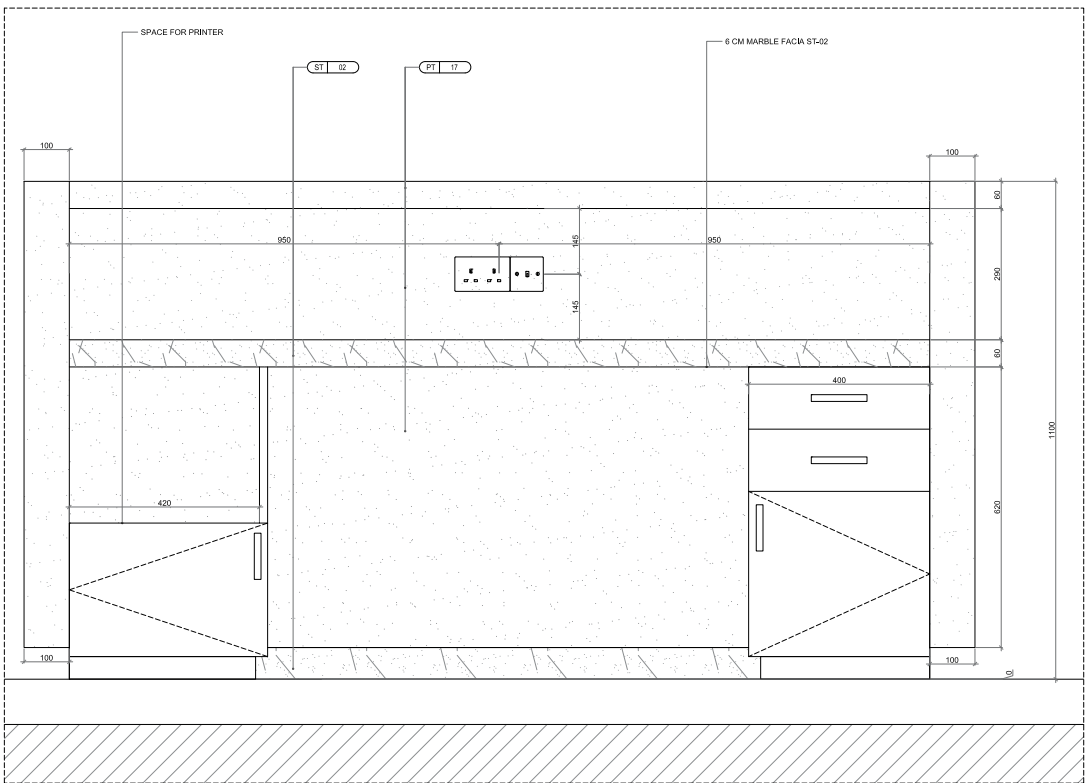
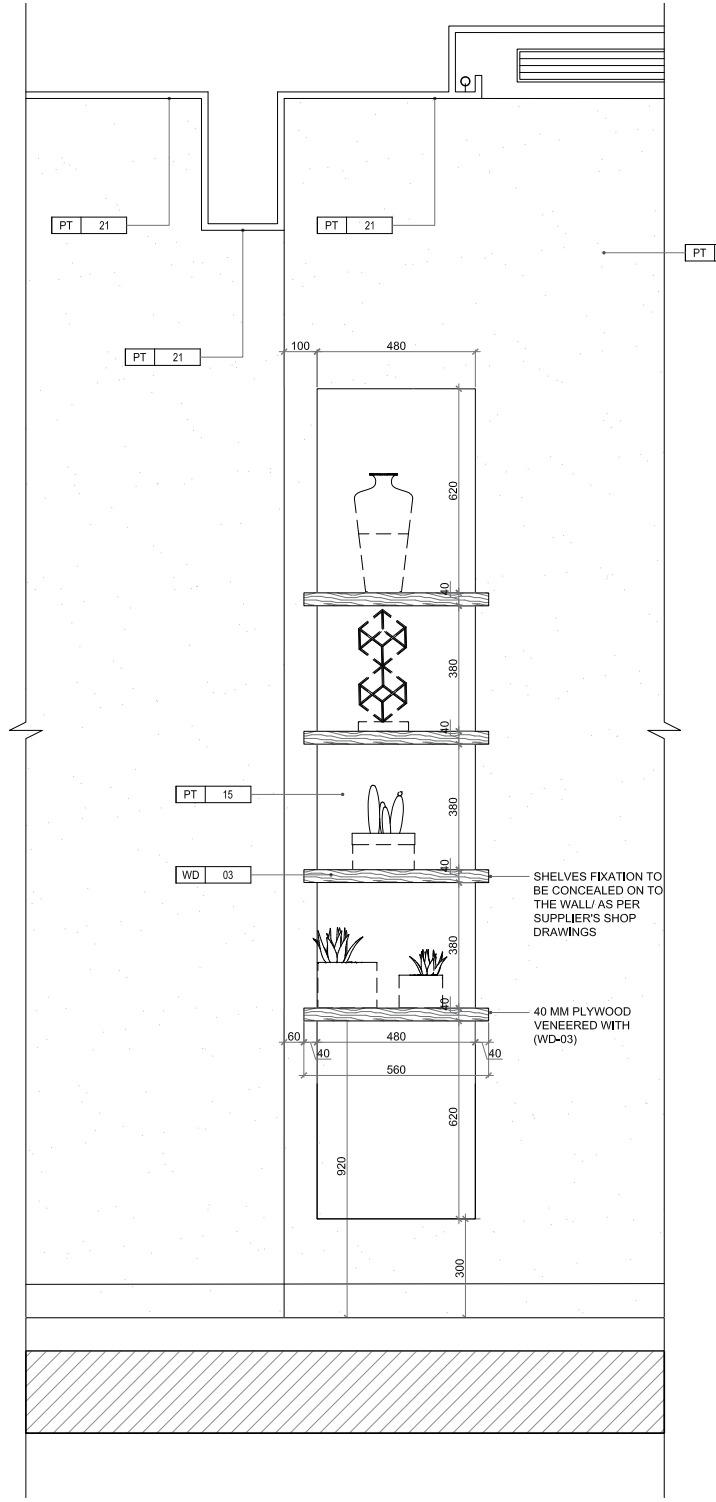
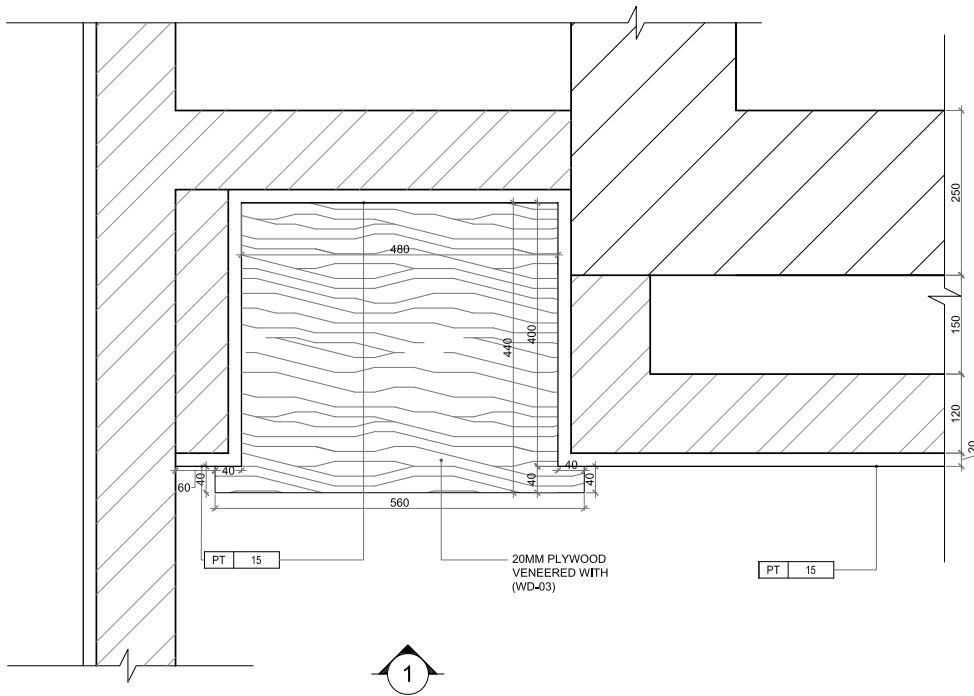
RECEPTION PLAN



RECEPTION PHOTOS



RECEPTION INTERIOR ELEVATIONS SAMPLES



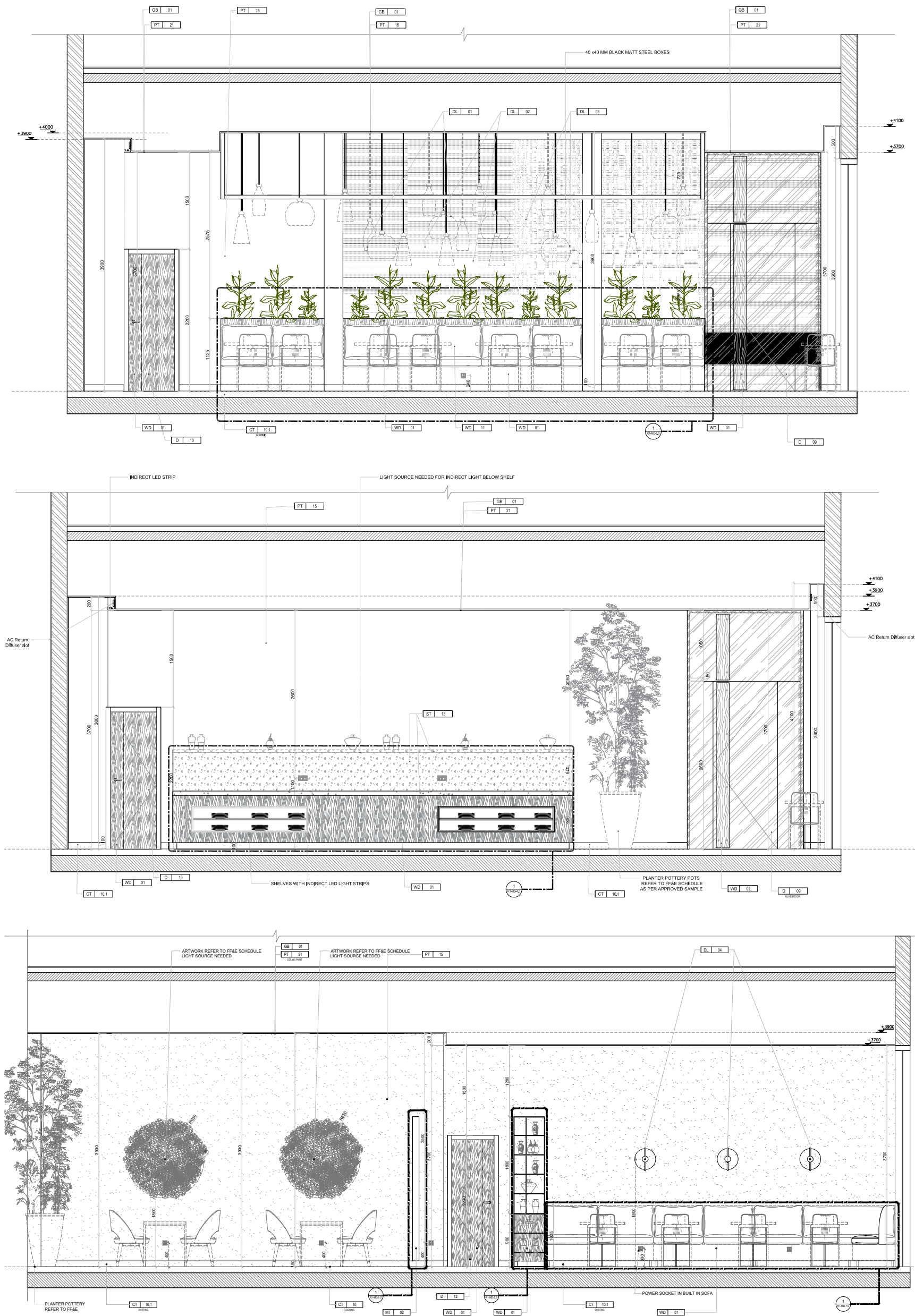
DECORATIVE SHELVES DETAIL- RECEPTION COUNTER DETAIL



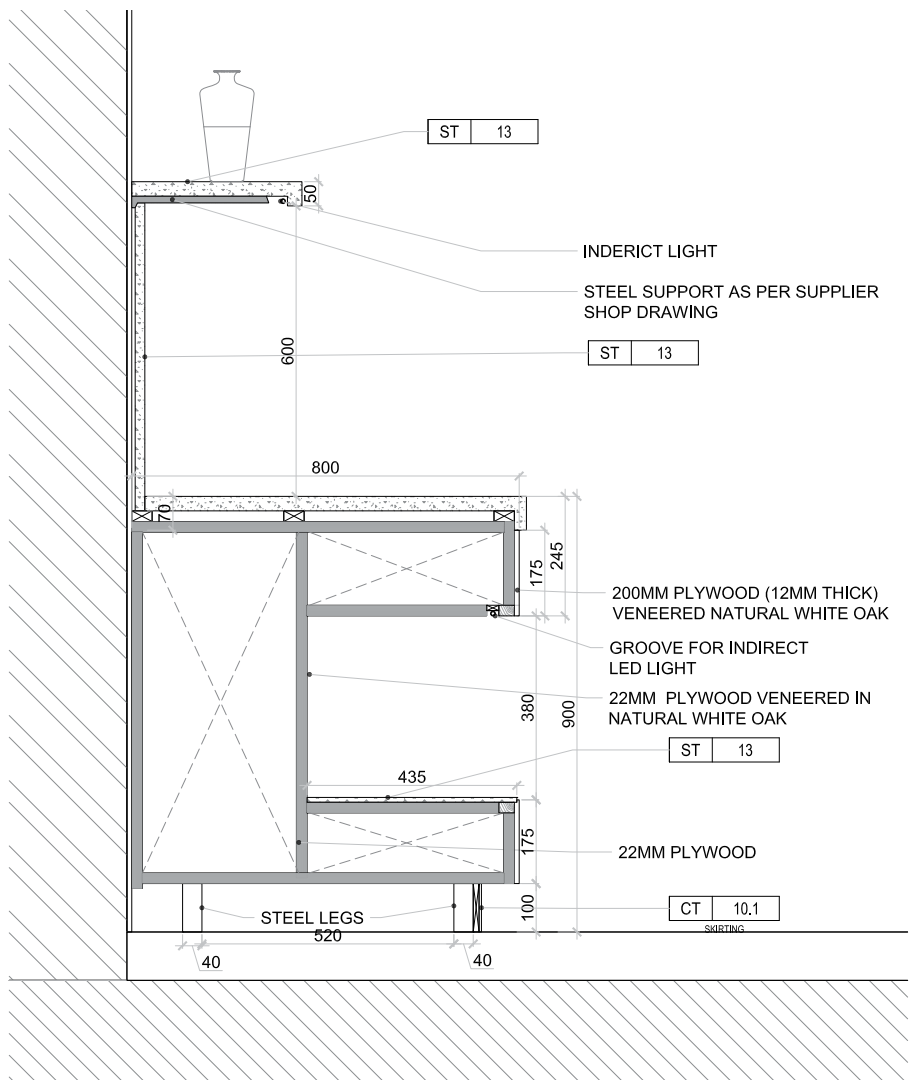
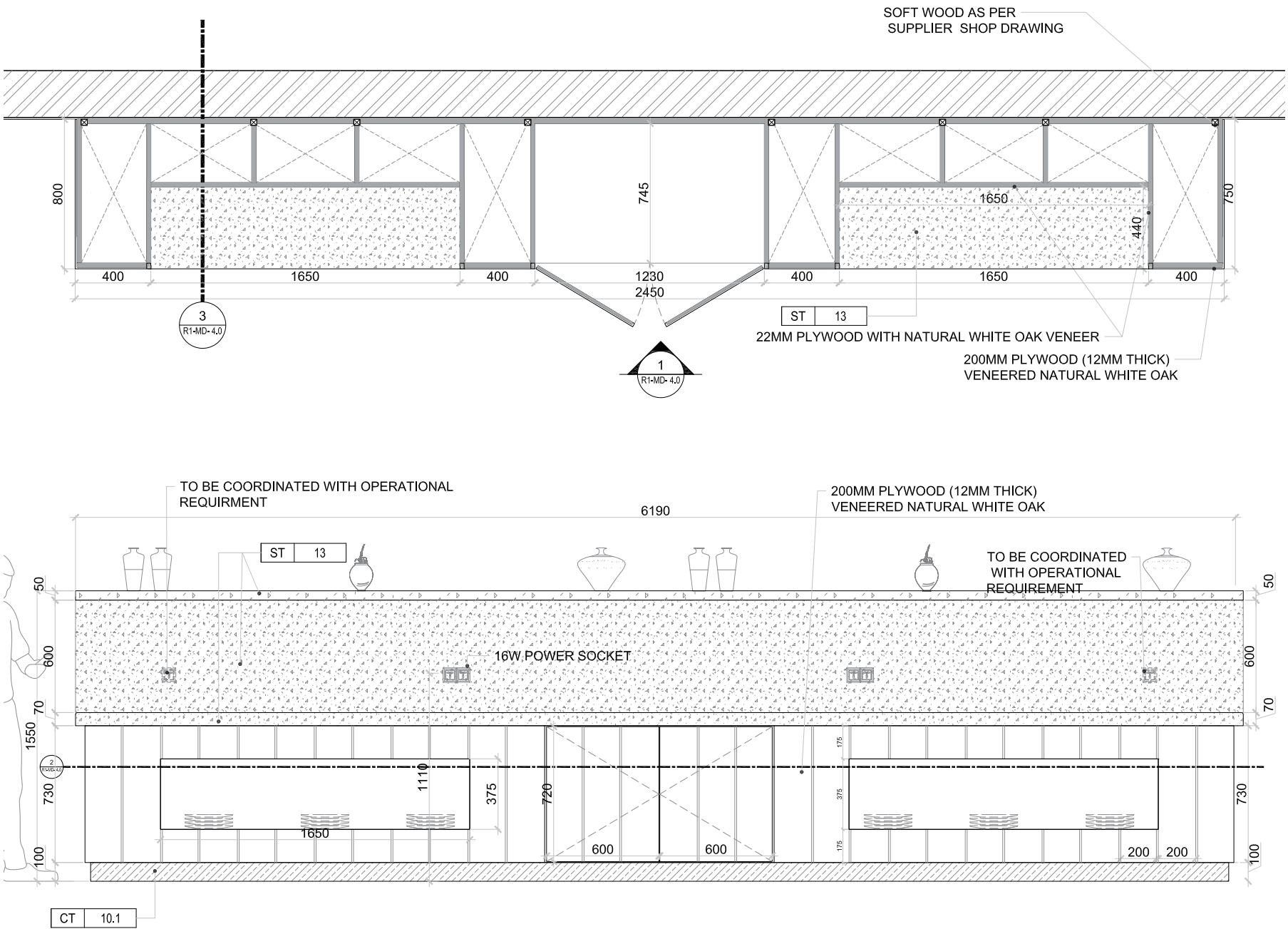
ALL DAY DINNING RESTAURANT PLAN



ALL DAY DINNING RESTAURANT PHOTOS



INTERIOR ELEVATIONS SAMPLES



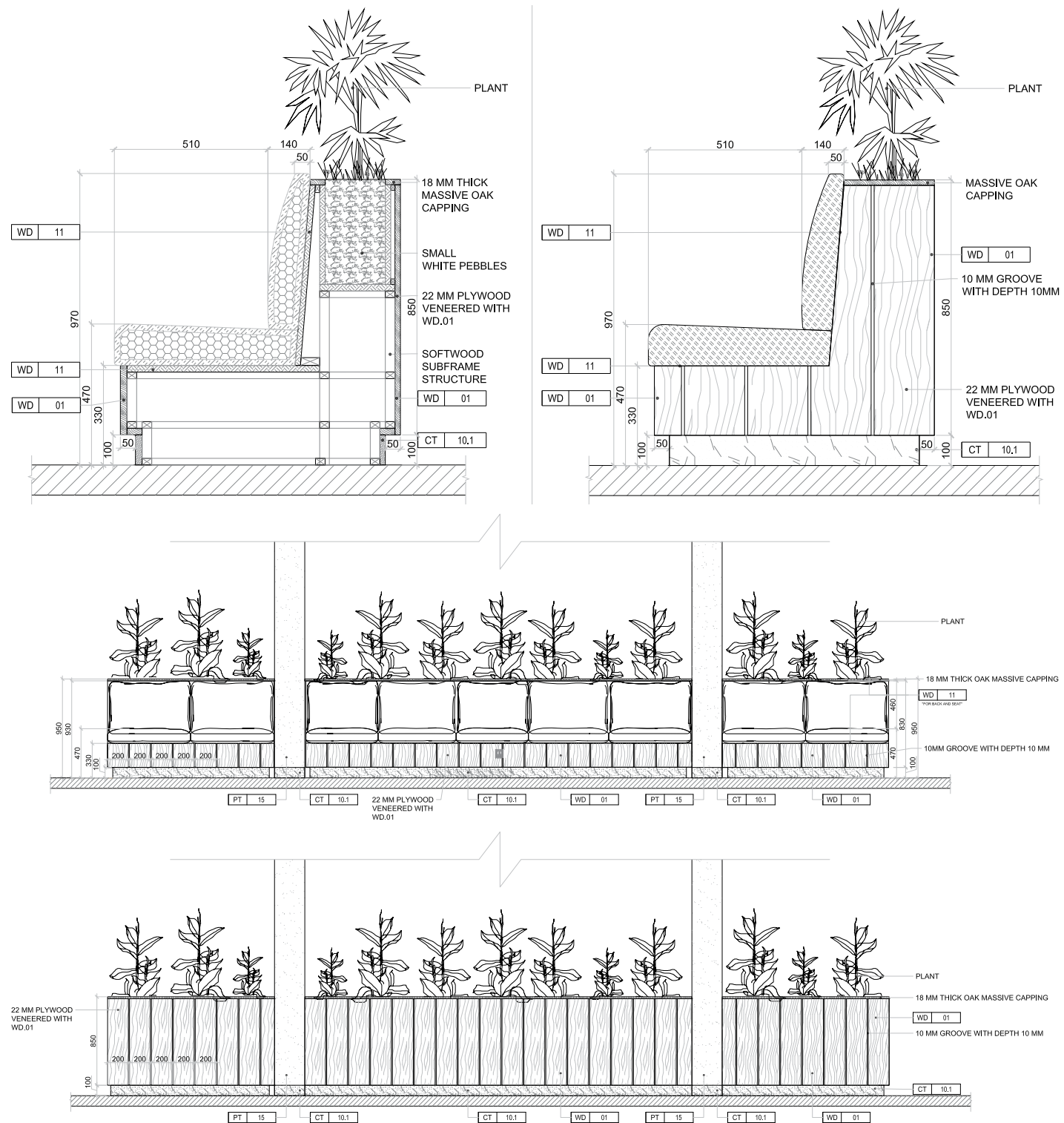
In our interior design approach, customized furniture pieces play a pivotal role in shaping the functionality and aesthetic of the space. Each piece is meticulously crafted with detailed drawings tailored to match the specific dimensions and style requirements of the environment. Through careful consideration and collaboration with clients, we recommend the most suitable materials and finishes for these custom pieces, ensuring they not only meet functional needs but also seamlessly integrate with the desired design concept.

For example, if the design concept revolves around "Elemental Harmony," we would select materials such as natural woods, stone, and metal to echo the earthy tones and organic feel of the theme. Detailed drawings allow us to visualize how each piece will fit within the space, optimizing functionality while maintaining a cohesive design aesthetic.

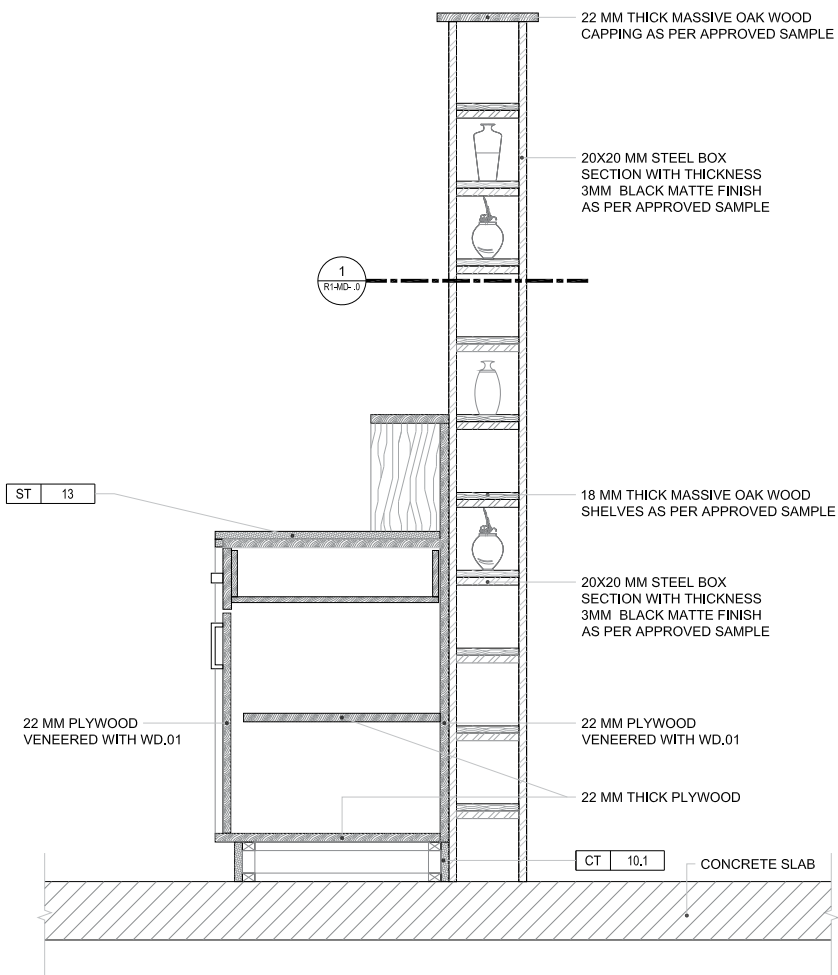
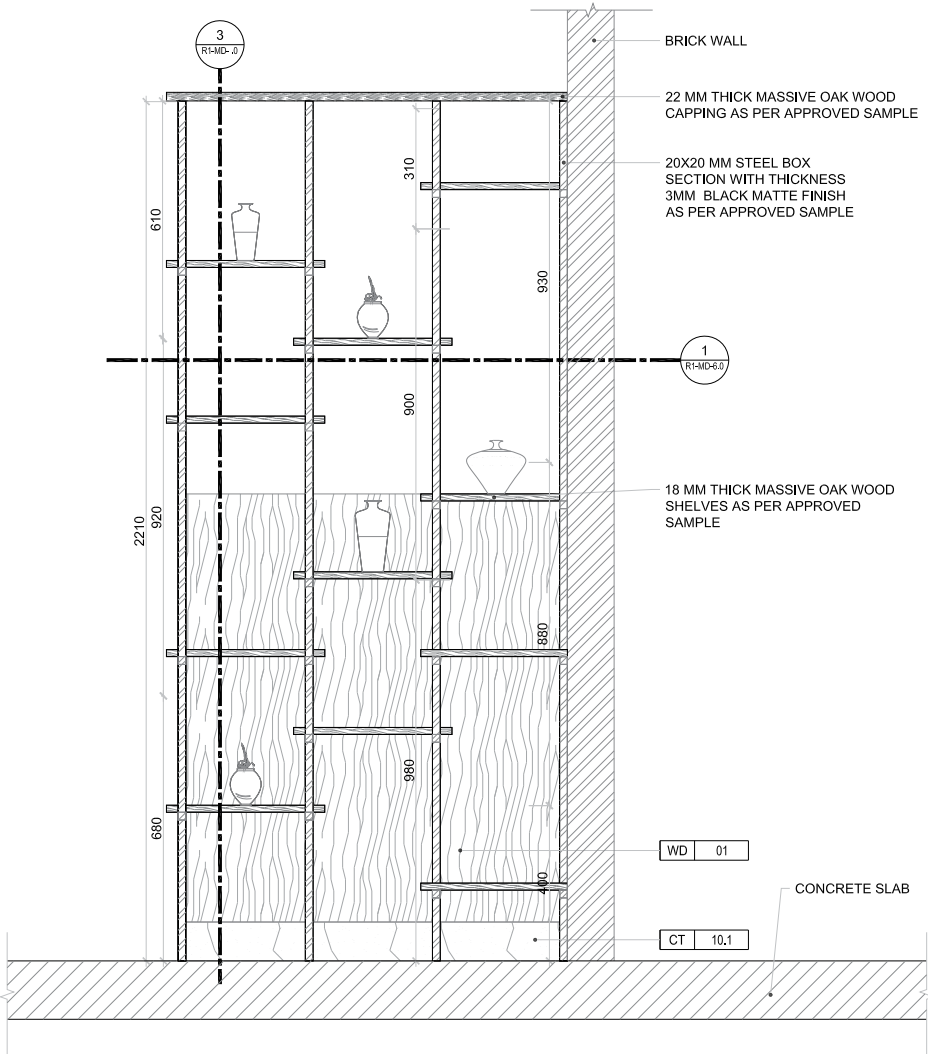
Moreover, these custom furniture pieces are designed to address the unique needs and preferences of the clients. Whether it's a bespoke dining table tailored to accommodate a specific number of guests or a customized storage solution designed to maximize space efficiency, our focus is on creating furniture that not only looks beautiful but also serves its intended purpose effectively.

By incorporating custom furniture into the design, we can ensure that every element of the interior reflects the client's vision and enhances the overall aesthetic appeal of the space. From selecting the right materials to fine-tuning the design details, our goal is to create a personalized and harmonious environment that meets the needs and exceeds the expectations of our clients.

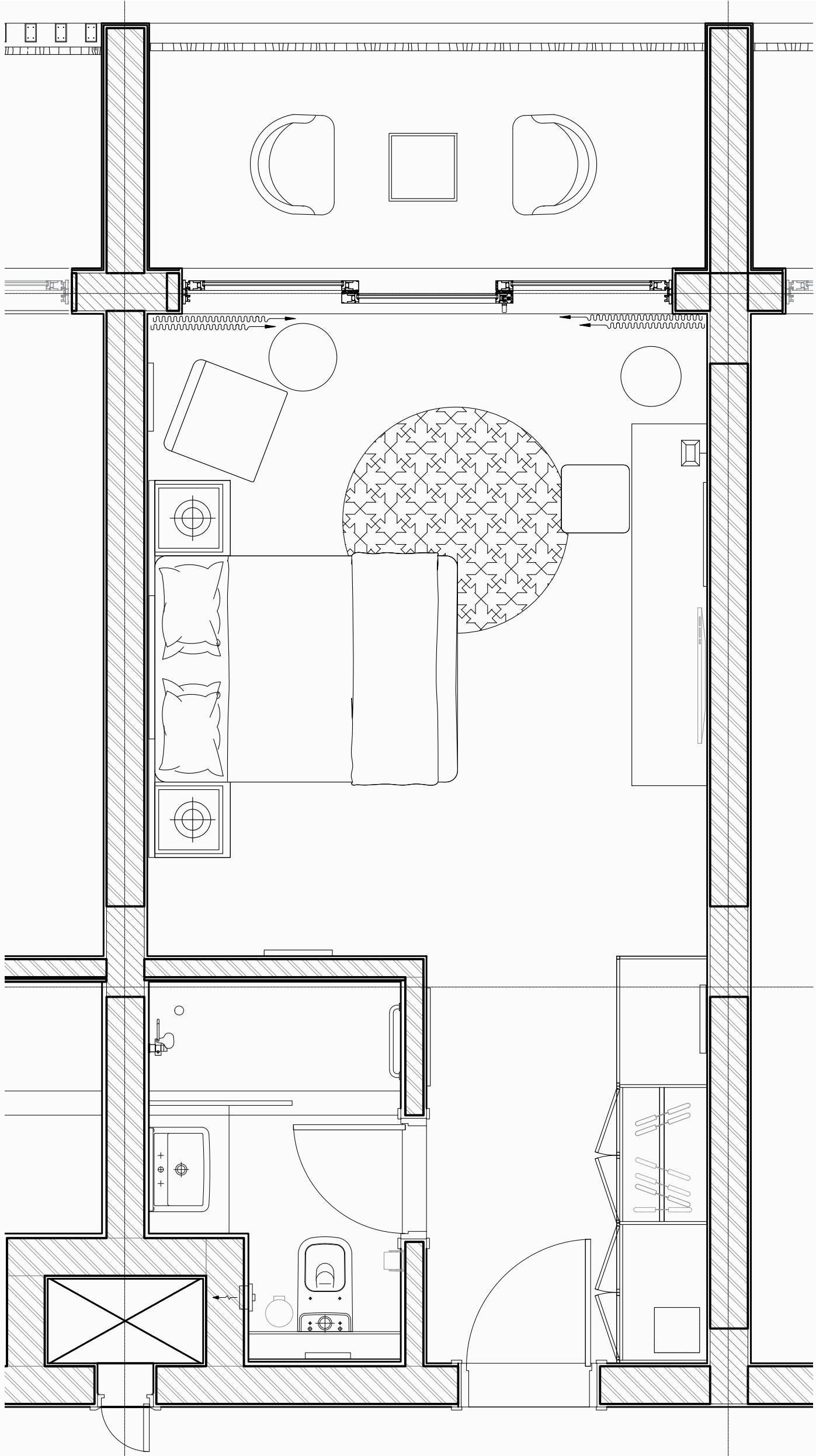
BUFFET DETAILS



ALL DAY DINNING RESTAURANT PLAN



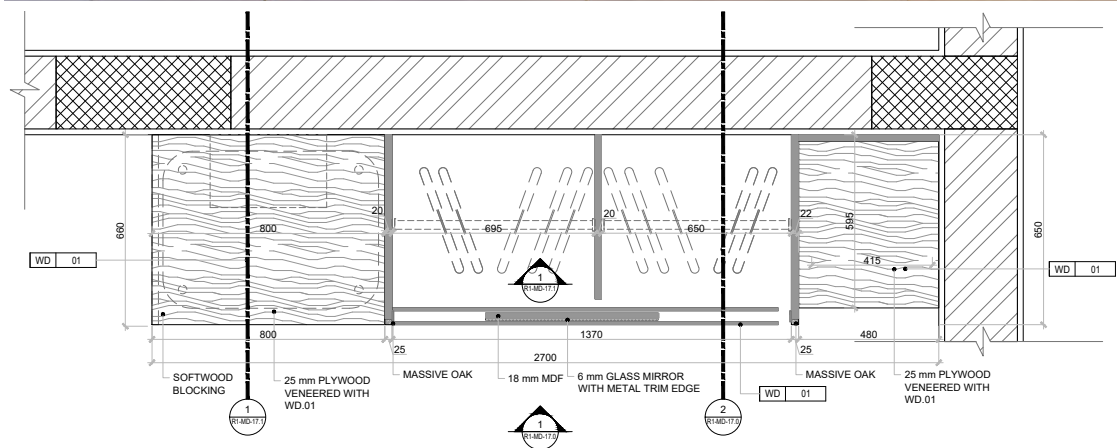
ALL DAY DINNING RESTAURANT PHOTOS



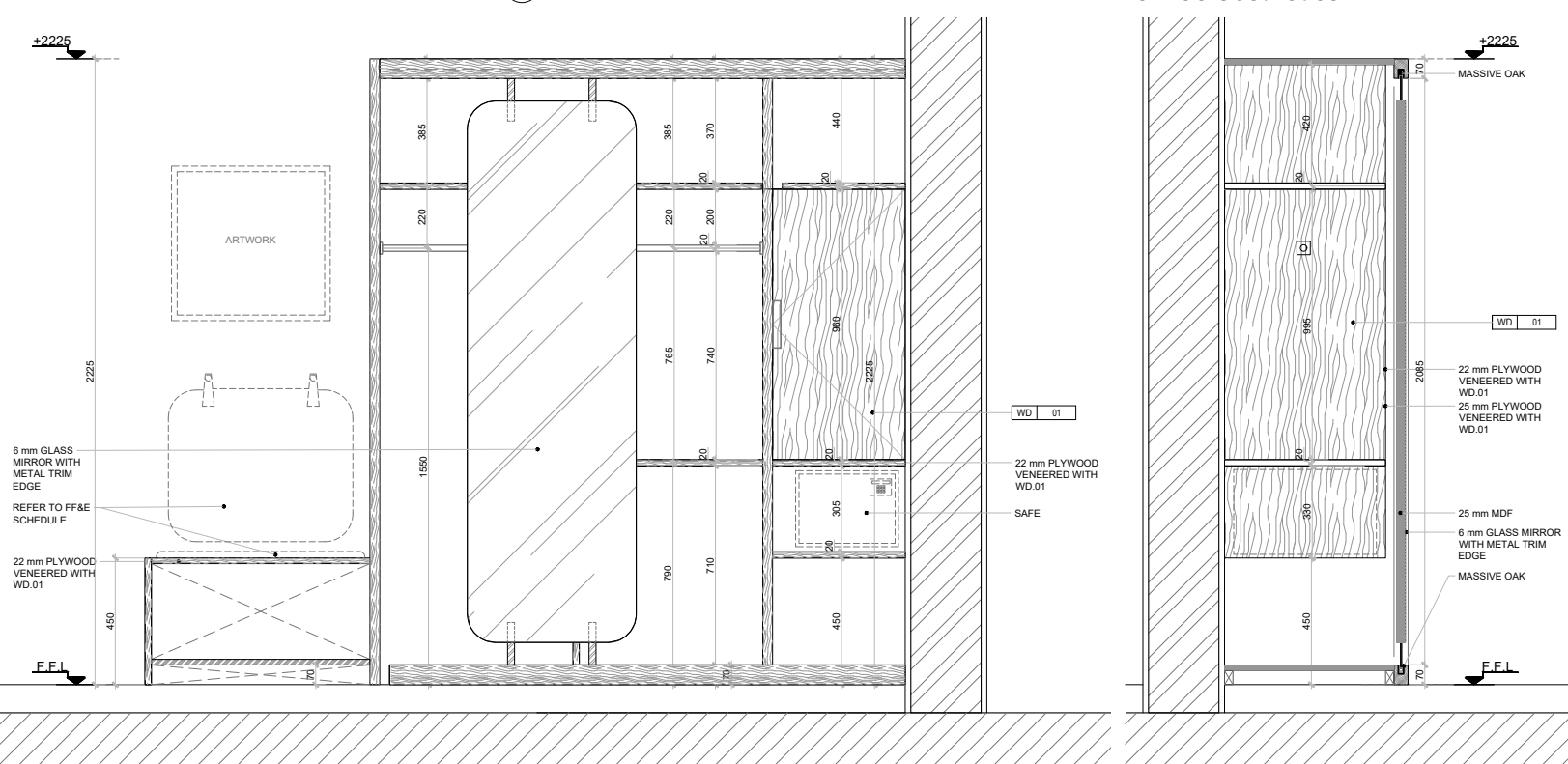
GUEST ROOM PLAN



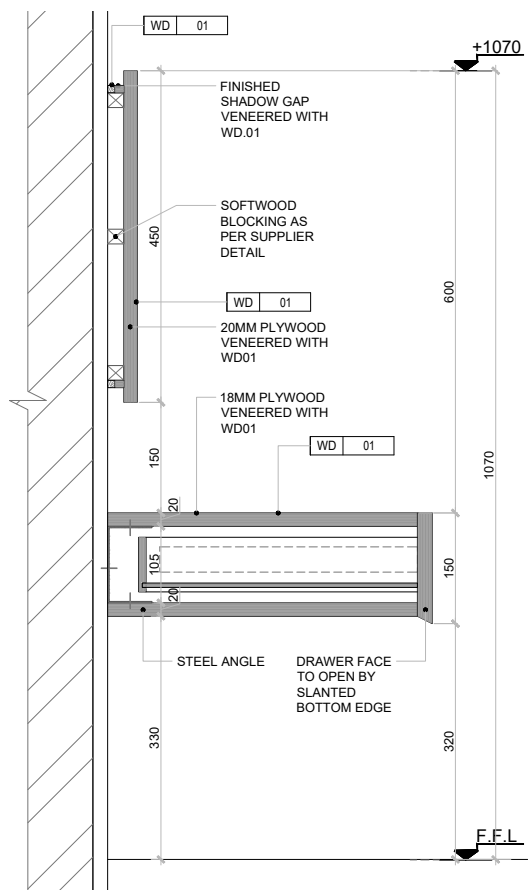
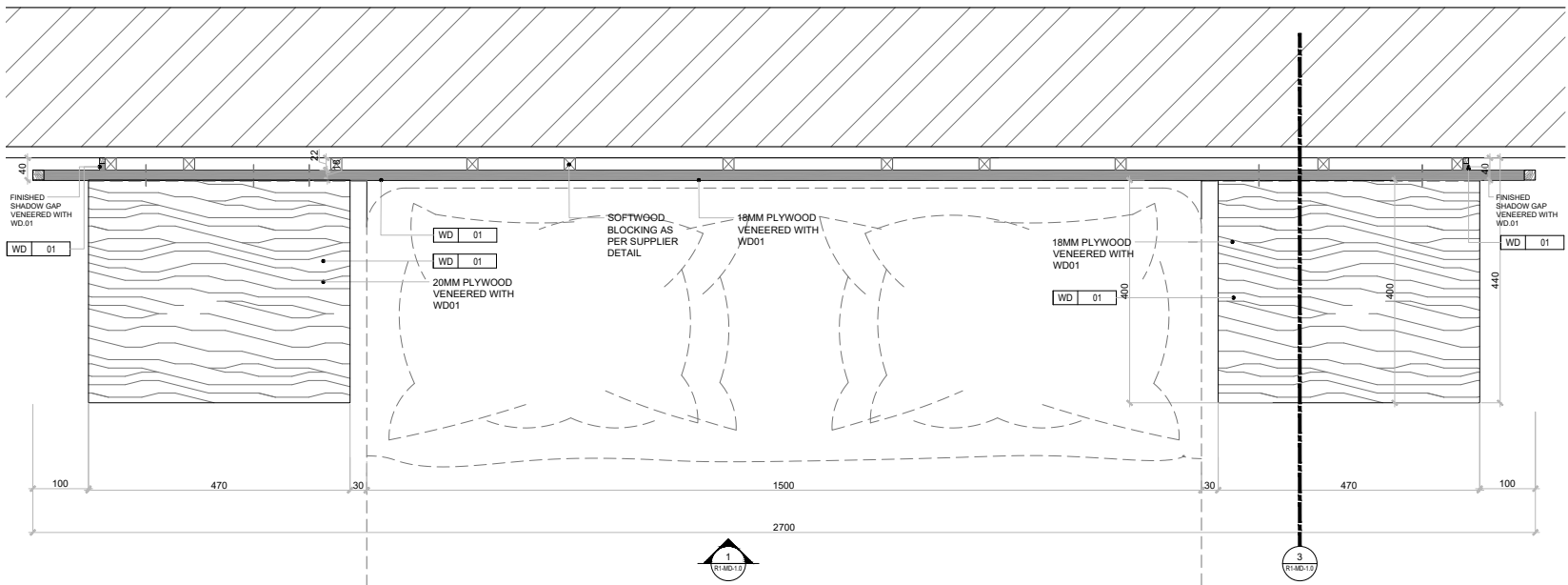
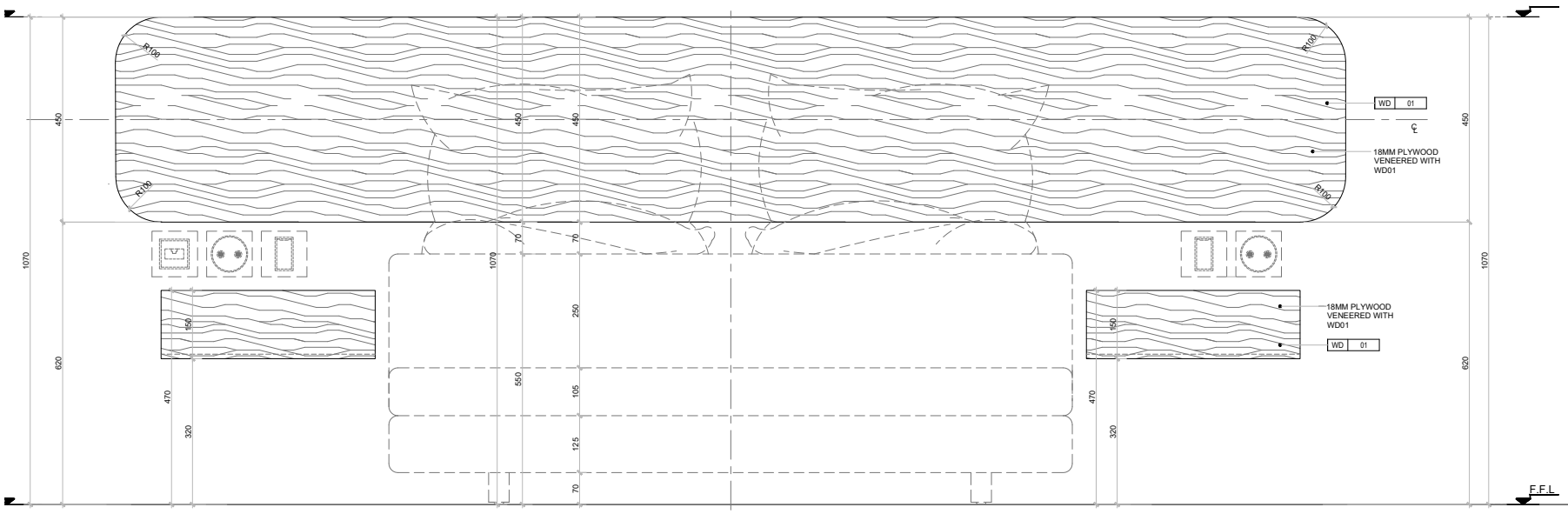
GUEST ROOM PHOTOS



Detailed technical drawings for budget-friendly yet elegant hotel room furniture. The wardrobe maximizes space with sections for hanging clothes, organized shelves, a space-efficient shoe rack, and discreet safe placement. Headboard and nightstand designs balance simplicity and sophistication within budget constraints. Witness the fusion of technical precision and design finesse, transforming hotel rooms into spaces of practicality and refined aesthetics.



WORDROBE DETAILS



HEADBOARD AND NIGHTSTAND DETAILS

ZANZIBAR BEACH RESORT
@ TANZANIA

Project type:
Interior design.

Project location:
Zanzibar, Tanzania.

- Project scope:**
- Develop interior designs for reception, all-day dining restaurant, guest rooms, suites, and swim-up rooms, ensuring alignment with the resort’s theme and functionality.
 - Select materials for flooring, walls, ceilings, and furnishings considering durability, aesthetic appeal, and suitability for the coastal environment.
 - Curate furniture pieces that complement the design concept and enhance comfort and functionality throughout the resort.
 - Collaborate with architecture and landscape consultants to ensure seamless integration of interior design elements with the overall layout and outdoor environment.
 - Design lighting schemes to create desired atmospheres and enhance guest experience.
 - Integrate sustainable design principles and eco-friendly materials to promote environmental responsibility.

Project brief:
(2024)
The Zanzibar Beach Resort project aims to create a luxurious and authentic retreat that seamlessly integrates with the natural beauty and cultural heritage of Zanzibar. Drawing inspiration from traditional Zanzibar style, the design concept utilizes local materials and emphasizes open-air spaces, earth tones, and tropical greenery to create a harmonious and inviting environment. Each space will feature traditional architectural elements with modern touches, ensuring comfort and elegance through the use of locally sourced wood, hand-carved furniture, and intricate latticework. Public areas will showcase traditional Zanzibar craftsmanship combined with modern amenities, featuring polished wood, natural stone, and decorative elements. Open-air designs will maximize natural light and airflow, incorporating indoor greenery for a welcoming atmosphere. The resort will include relaxing, open-air settings with a laid-back, tropical atmosphere, and décor reflecting local culture and natural beauty through earthy colors and rustic furniture. Emphasizing open-air spaces, the design maximizes natural light, ventilation, and connection with the environment. The use of earth tones, tropical plants, and handcrafted décor celebrates Zanzibar’s rich cultural heritage. The resort aims to provide guests with an immersive experience that honors the island’s beauty and culture, balancing traditional charm with modern comforts for a memorable and relaxing stay.







PUBLIC SPACES 3D RENDERS





SUITE 3D RENDERS





TYPICAL ROOM / OUTDOOR SHOWER 3D RENDERS

IMMOBILIA BUILDING
DEVELOPMENT PROPOSAL

Project type:
Architecture renovation.

Project location:
Downtown, Cairo, Egypt.

- Project scope:**
- Site Analysis: Assessing the location and surroundings to inform design decisions.
 - Public Space Design: Designing outdoor areas for public use, such as plazas or parks.
 - Building Entrances Renovation: Upgrading entrances to improve aesthetics and functionality.
 - Administrative Floor Development: Designing or renovating office spaces for administrative purposes.
 - Ground Commercial Floor Upgrade: Enhancing retail or commercial spaces on the ground floor.
 - Facade Enhancement: Improving the exterior appearance of the building.
 - Upper Floors Renovation: Renovating or redesigning upper levels of the building for various uses.
 - Regulatory Compliance: Ensuring designs meet all relevant regulations and codes.
 - Stakeholders Presentations: Communicating with stakeholders to gather input and present design proposals.
 - Sustainability Considerations: Integrating environmentally friendly practices and features into the design.

Project brief:
(2021)
The scope of the Immobilia building redevelopment project encompasses a holistic approach to preserve its historical significance while enhancing functionality and commercial appeal. The project begins with a detailed site analysis to assess the building's current state and its surroundings. Key proposals include designing a vibrant public space between the west and east wings, upgrading the administrative floor for modern workspace efficiency, and enhancing the ground commercial floor without compromising historical integrity. The plan also addresses retail space layout, storefront design, and strategies for tenant diversity. Facade improvements will be carefully considered, and the upper floors are slated for renovation to accommodate service apartments or hotel rooms. Compliance with regulatory standards, detailed cost estimation, a strategic timeline, and stakeholder communication are integral components of the project plan, developed in collaboration with project management consultants. Sustainability considerations will be integrated throughout the redevelopment process to align with contemporary environmental practices.





In the mid-19th century, Downtown Cairo had a small population, but under the rule of Khedive Ismail Pasha from 1867 to 1879, Egypt experienced significant modernization and urbanization. As part of this transformation, the Downtown district was designed and built, drawing inspiration from the elegant boulevards of Paris. This area quickly became the most prestigious and sought-after part of Cairo.

During the late 19th century, the location where the Immobilia building stands today was occupied by a three-story villa constructed in a medieval Mamluk style. The villa was originally built for Gaston de Saint-Maurice, a French horse-trainer employed by the Khedive. Towards the end of the 19th century, the French embassy purchased the villa and maintained it until the mid-1930s. Subsequently, it was sold to a consortium.

On June 10th, 1937, the General Real Estate Society (Immobilia) organized a competition to design a new building for the site. The winning architects were Max Edrie from France and Gaston Rossi from Italy, chosen among 13 other participants.

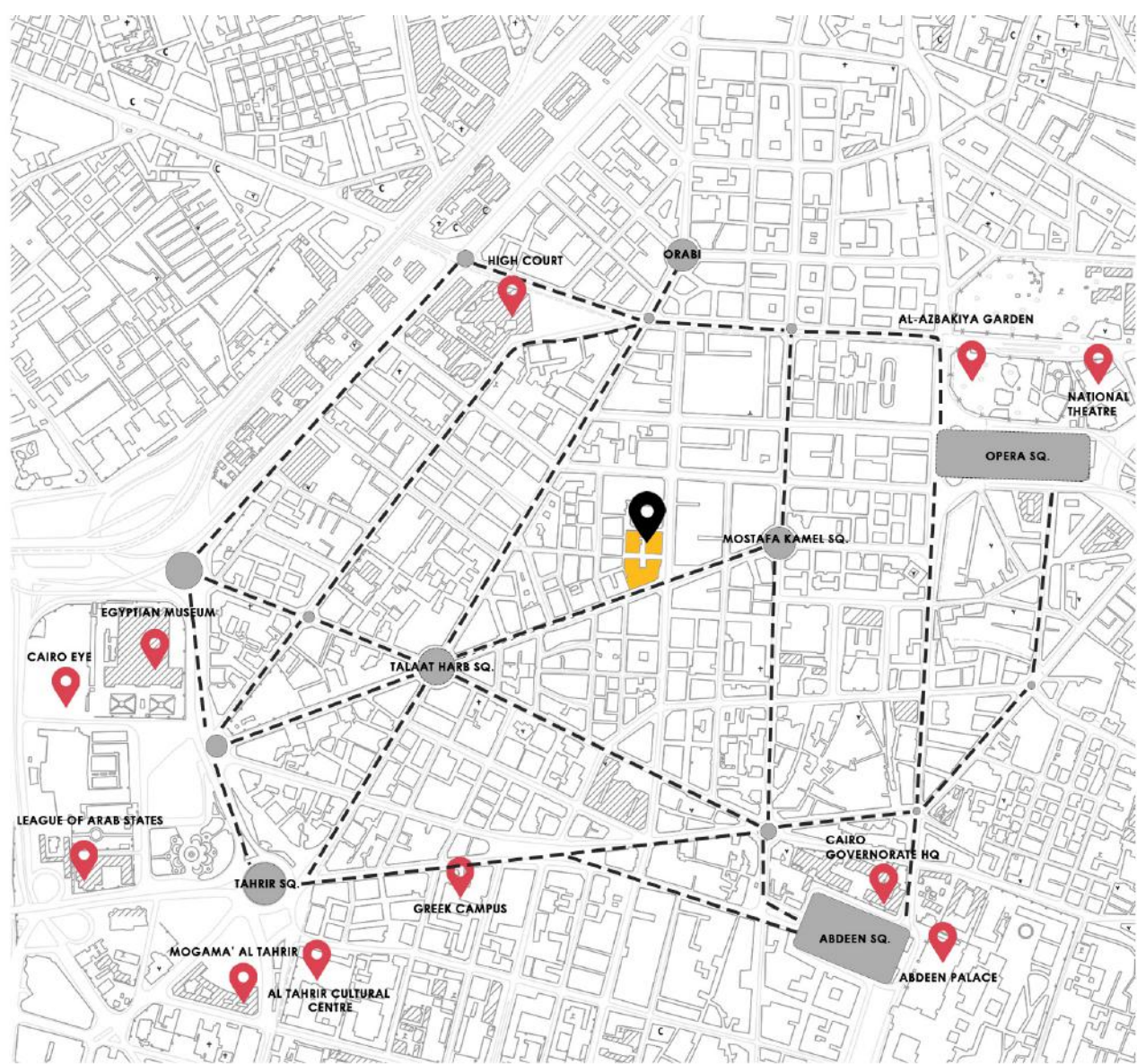
Under the supervision of Ahmed Pasha Abboud, the president of the Al-Ahly Club and the wealthiest person in Egypt during the 1930s, construction work commenced in 1938 and concluded in 1940. Approximately 4,000 workers were involved in the project, which cost around 1.2 million Egyptian pounds.

The Immobilia Building, located in downtown Cairo, is considered Cairo's first skyscraper, standing at a height of seventy meters. Situated at the intersection of Qasr el-Nile and Sherif streets, the building consists of two blocks separated by a grand pedestrian walkway, covering a total surface area of 5,444 square meters. The northern block has 16 floors, while the southern block has 18 floors. Each building has three public entrances for residents, and the building houses a total of 370 apartments.

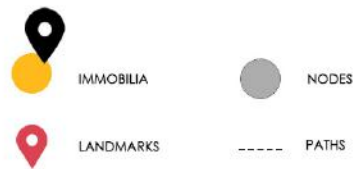
The building features 27 elevators divided into three categories: "Primo" for residents, "Secondo" for servants, and another for furniture. Functionally, the building includes a basement garage that can accommodate 100 cars, ground floor shops, mezzanine offices, and 10-12 floors of two to six-room apartments. The top three floors are dedicated to penthouses and roof gardens.

Initially, the building faced challenges in renting out its units due to the relatively high prices, ranging from EGP 6 to 12, compared to the average apartment prices at that time, which were between EGP 2 and 3. To attract tenants, the owners of the building launched an advertising campaign in Egyptian and foreign newspapers. The campaign highlighted the building's strong foundations, its earthquake-resistant design, unique heating system, and the panoramic views it offered, including the Nile, the pyramids, the church of Saint George, Heliopolis, Rod-el-Farag, and Shubra village.

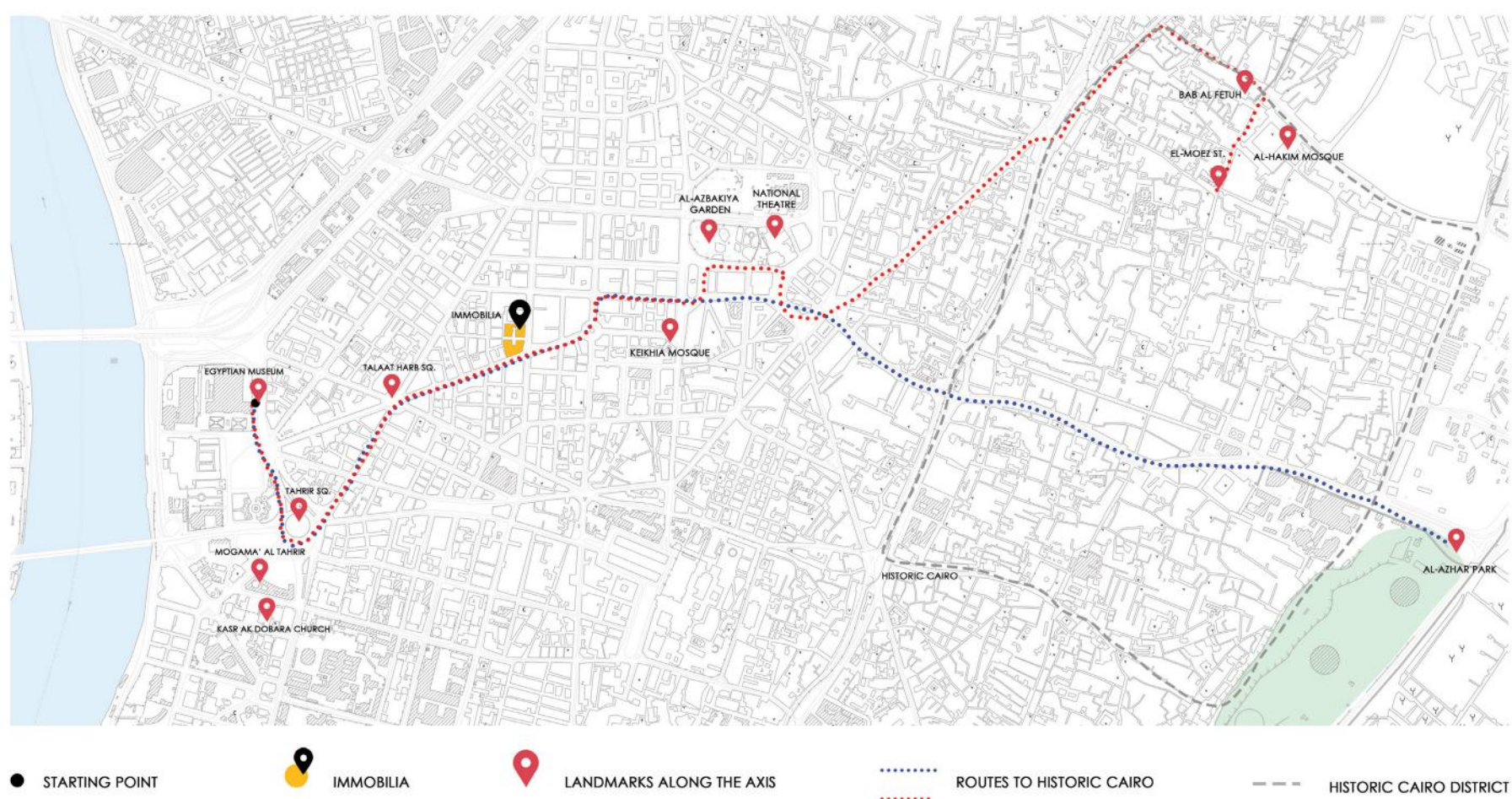
While the advertising campaign did not attract commoners, it succeeded in attracting many famous Egyptian celebrities of the time. The Immobilia Building became renowned for its combination of residential apartments and company offices, quickly becoming the most prestigious residential address in Cairo. It housed numerous famous personalities, including artists like Asmahan, Camelia Farid al-Alrash, Leila Mourad, Mohammed Abdel Wahab, Mohamed Fawzi, and Naguib el-Rihani. The building also welcomed famous visitors such as Oum Kalthoum and King Farouk.



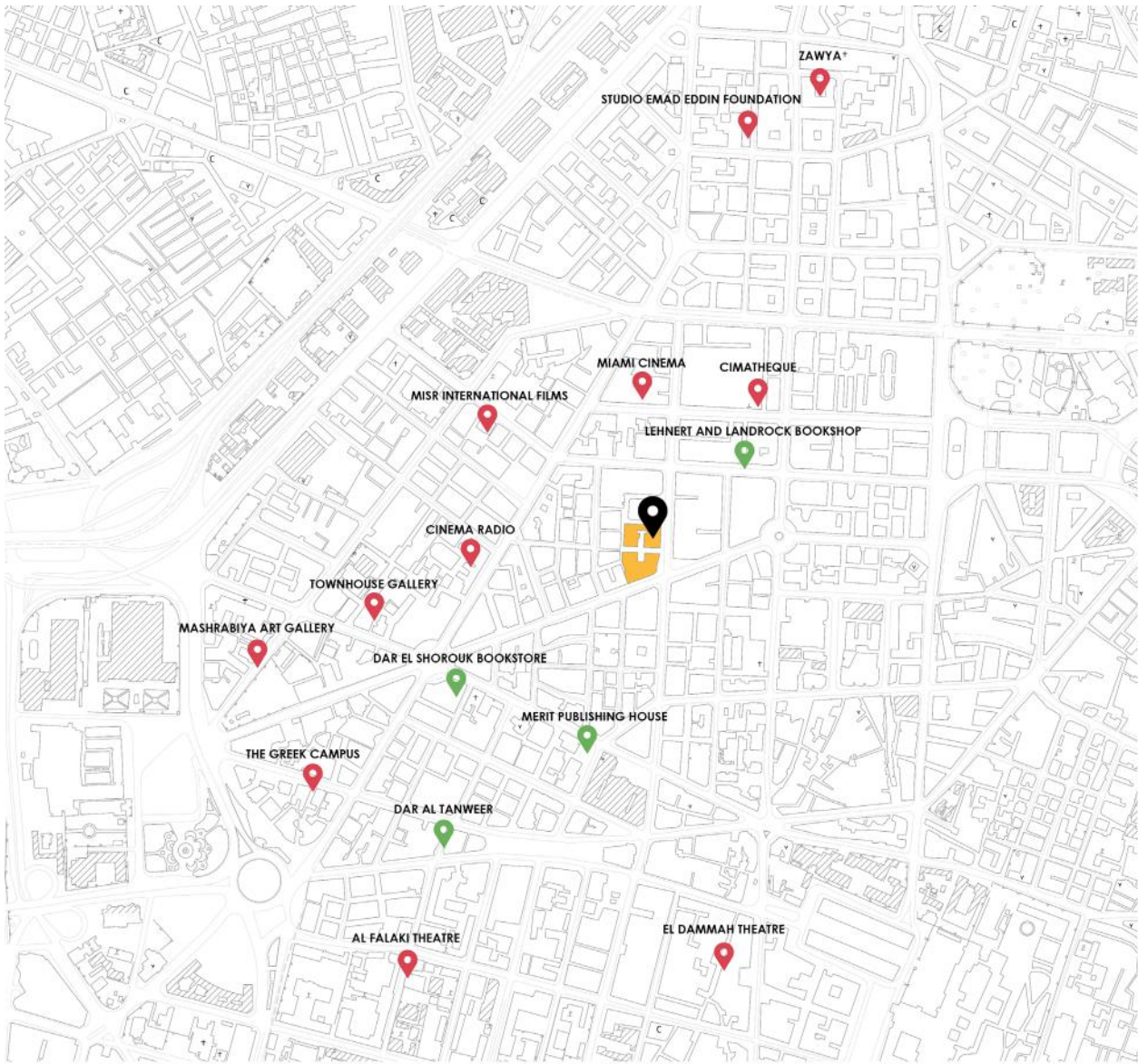
IMMOBILIA lies in the heart of a network of the most significant nodes of Downtown Cairo holding exceptional historic importance which adds to Immobilia's significance, an icon of cinema and arts as well as architecture. The landmarks are numerous hosting Egypt's rich cultural heritage which elevates the opportunities of the building into an exceptional entity.



URBAN ANALYSIS



HISTORIC CAIRO ROUTE MAP



Not only does IMMOBILIA lie in the heart of a network of the most significant nodes of Downtown Cairo but also in a rich pool of culture and arts of all types ranging from architecture, to music, cinema, and galleries. As IMMOBILIA is found surrounded by multiple historic cinemas, its plaza is an opportunity for hosting a grand event such as Cairo Film Festival especially that the building hosted different famous cinema figures as well as Isma'il Yasin in Al Hawa Malush Dawa.

ART CULTURE MAP

Al-Shawarbi Superblock

Delimitations:
North: 26th July St.
South: Qasr al-Nil St.
East: Sharif Pasha St.
West: Tal'at Harb St.

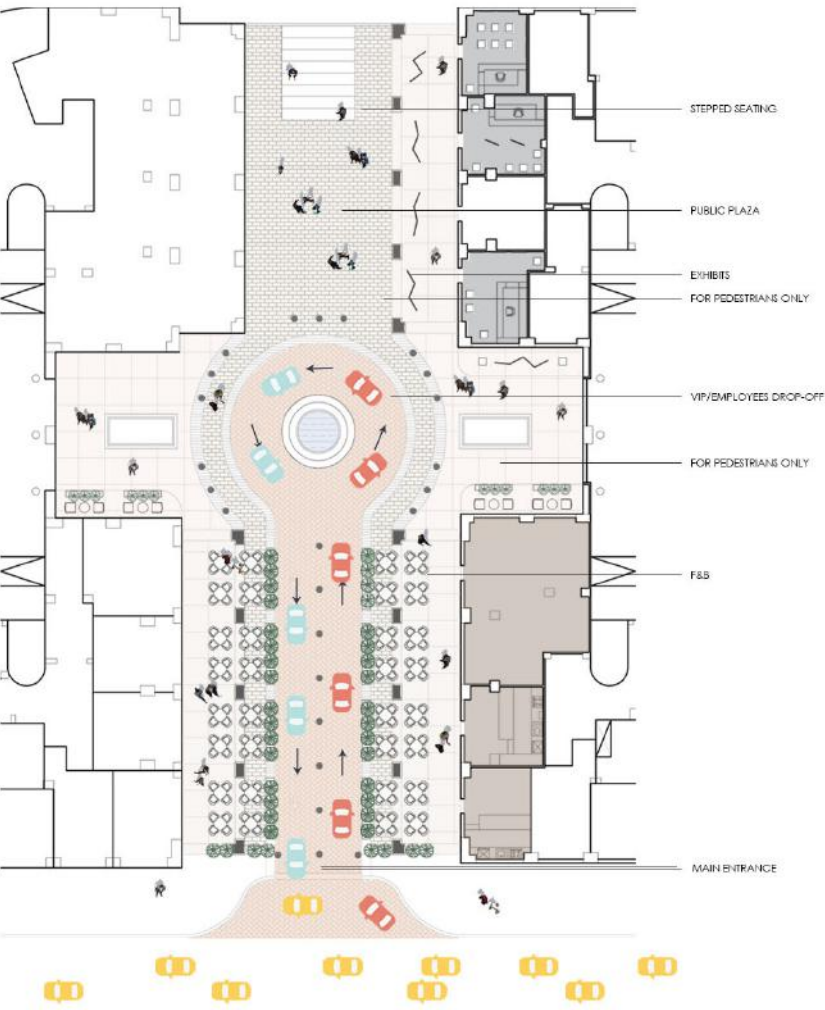
Area: 78945 m²
Dominant activities: Retail

Defined by Qasr al-Nil, Tal'at Harb, 26th of July, and Sharif Pasha Streets, Superblock E is full of commercial activity. Whether on the main streets or inside the passageways, retail shops occupy most of the ground floor level. This superblock is home of al-Shawarbi Passageway, one of the most significant commercial spines in Downtown Cairo since the 1970s. The famous Immobilia Building, where many celebrities used to live in the middle of the twentieth century, is located at the superblock's south-eastern tip.

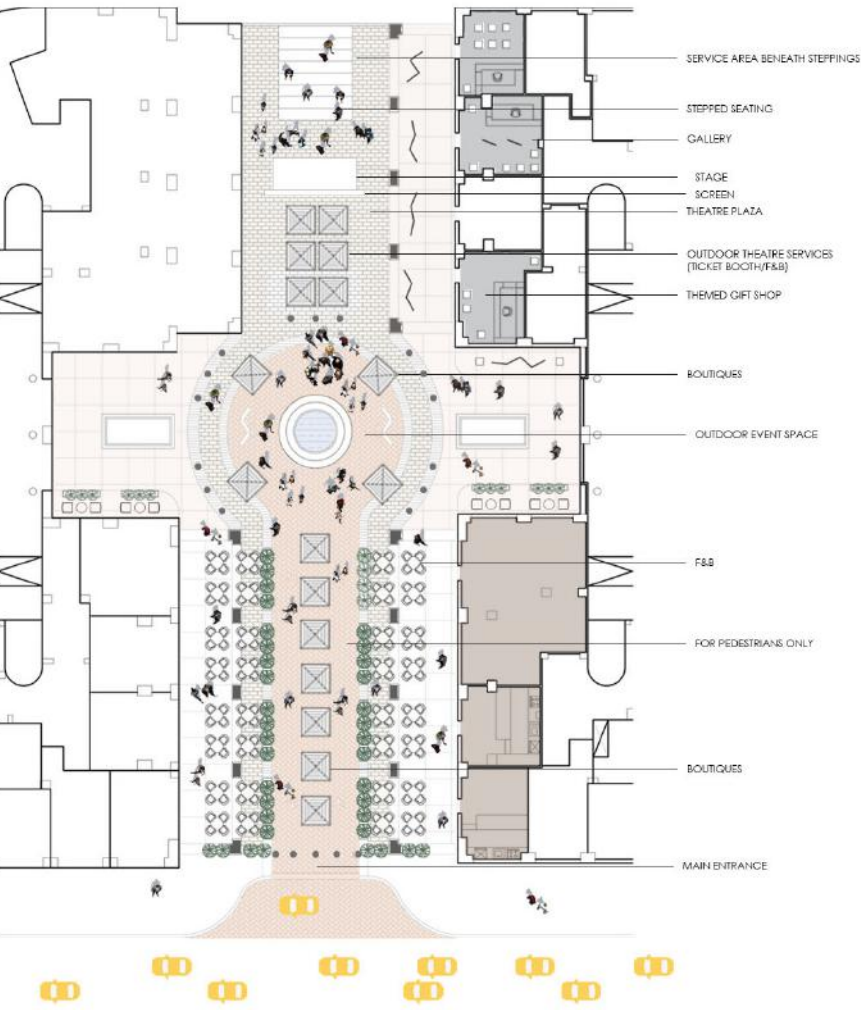


LANDUSE AND STREET LEVEL ACTIVITIES

WEEKDAYS DURING WORKING HOURS

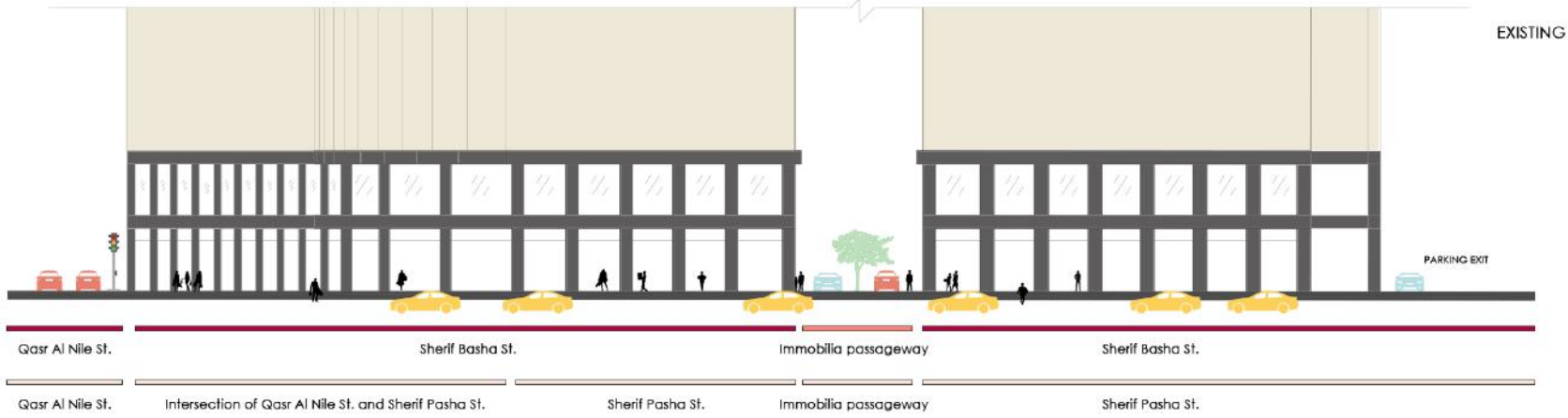


WEEKENDS/EVENTS



PROPOSED IMMOBILIA PASSAGEWAY LAYOUT

WEEKDAYS DURING WORKING HOURS



WEEKDAYS DURING NIGHT HOURS & WEEKENDS DURING DAY/NIGHT HOURS



STREET VEHICULAR ACTIVITY STATUS

HIGHLY ACTIVE LOW

CIRCULATION DIRECTIONS

← ↓ ↑ PARKING

STREET COMMERCIAL ACTIVITY STATUS

HIGHLY ACTIVE LOW

STREET/COURT SECTIONS



OUTDOOR PUBLIC EVENT

The redevelopment plan for the Immobilia building's outdoor space aims to transform it into a vibrant pedestrian area conducive to various activities. The envisioned space is designed to host outdoor events, providing a versatile venue for cultural festivals, markets, and community gatherings. Additionally, the plan includes provisions for outdoor restaurants and café seating, creating a lively atmosphere for patrons. An open-air film display will contribute to the cultural richness of the space, allowing for public screenings and engaging the community. Inspired by the dynamics of events like the Cairo Film Festival, the vision is to establish a multifunctional outdoor area that enhances the overall appeal of the Immobilia building and fosters a sense of community engagement. The design prioritizes pedestrian accessibility and integrates seamlessly with the surrounding urban fabric, ensuring the space is welcoming and easy to navigate. Thoughtful landscaping, greenery, seating areas, and artistic elements will enhance the visual appeal and create a pleasant environment. Overall, the transformation aims to establish a lively, inclusive, and culturally rich outdoor space that benefits residents, visitors, and the broader community.



USAGES STUDY AND COLLAGES

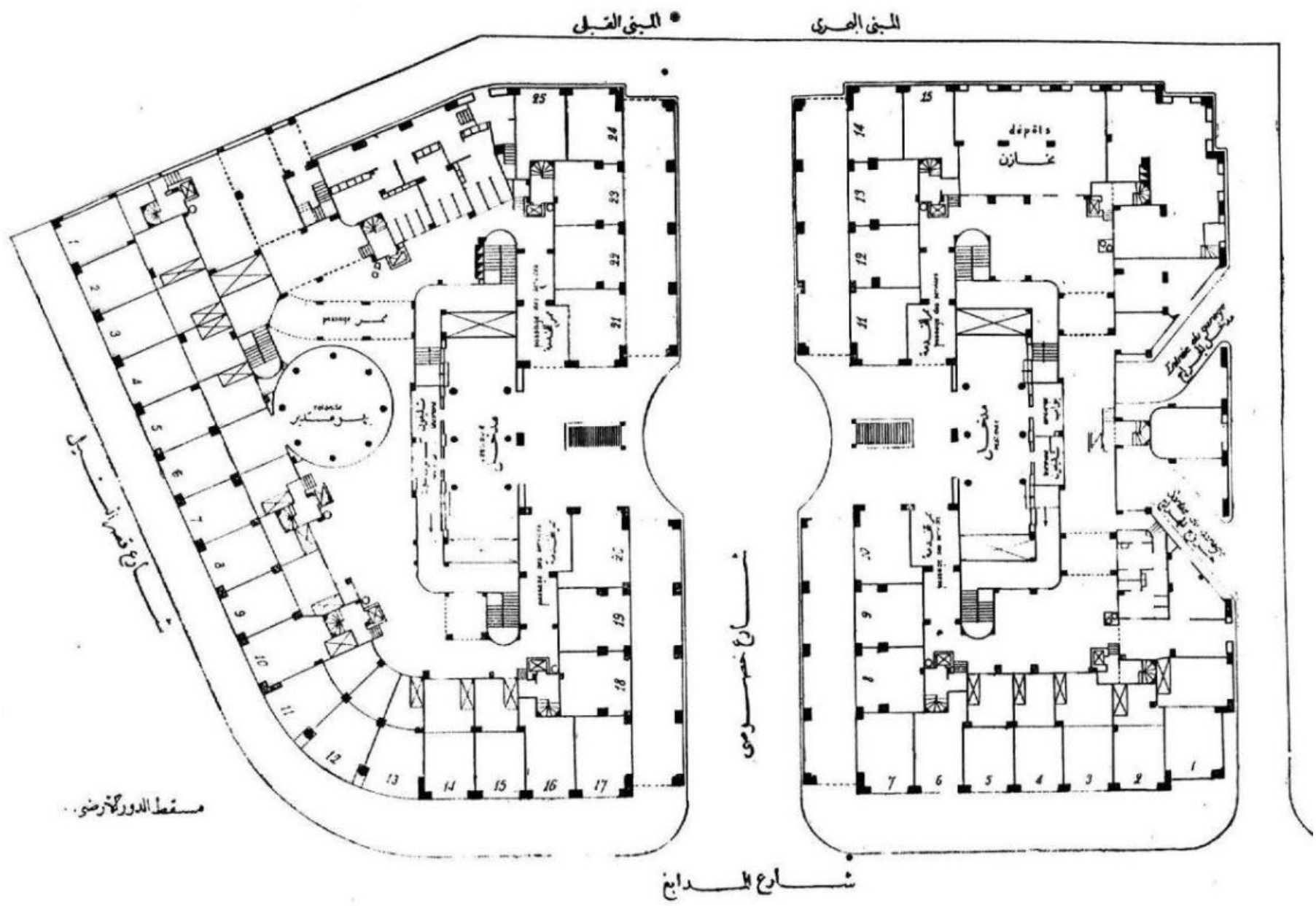
ELSHAMS C.E.O. OFFICE
@ IMMOBILIA BUILDING

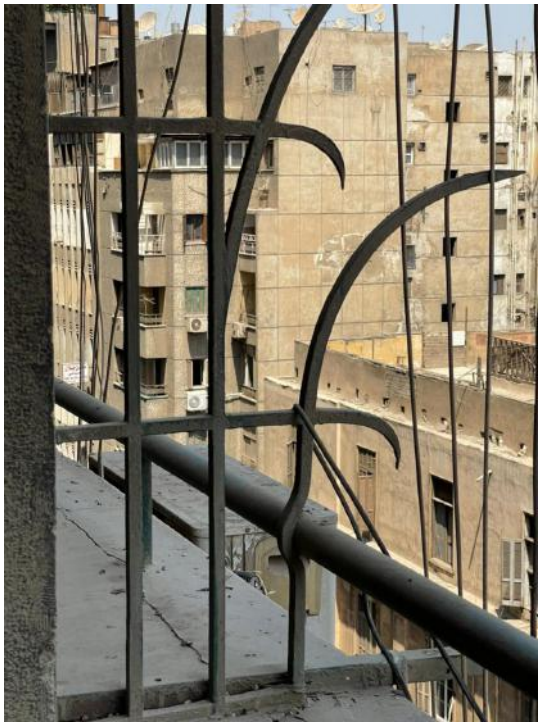
Project type:
Interior design / renovation.

Project location:
Downtown, Cairo, Egypt.

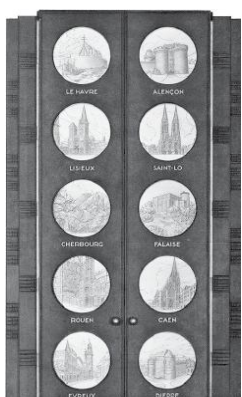
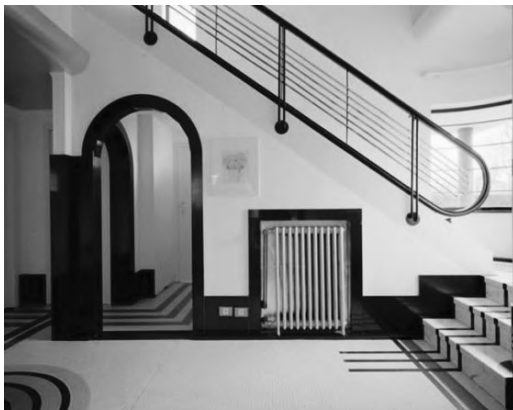
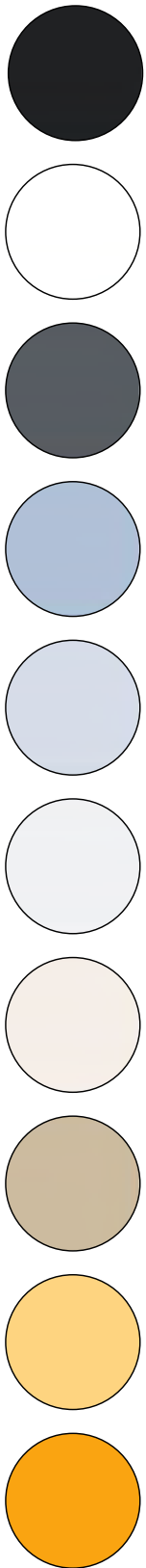
- Project scope:**
- Redesign apartment layout to accommodate client requirements.
 - Identify and replace damaged materials with suitable alternatives.
 - Choose furniture that aligns with the apartment original state and complements the new design.
 - Develop a comprehensive tender package.
 - Review and revise tender papers submitted by contractors.
 - Ensure the quality of both design and implementation meets established standards.

Project brief:
(2021)
The project involves transforming a 1940 Art-Deco residential apartment into a modern corporate office tailored for a 21st-century CEO. The primary goal is to seamlessly integrate Art-Deco charm with contemporary design, creating an authentic, functional, and visually appealing workspace. The client aims to preserve Art-Deco features, develop a contemporary office environment with advanced amenities, and strike a harmonious balance between historical appeal and modern functionality. Key considerations include historical preservation, with a detailed assessment and restoration plan for existing Art-Deco elements. Space planning focuses on optimizing the layout for a corporate office, accommodating private and collaborative spaces, and meeting the CEO's specific requirements. The integration of modern amenities encompasses advanced technologies, communication systems, and ergonomic furniture to meet contemporary standards. Design aesthetics emphasize a cohesive blend of Art-Deco style and modern elements, reflecting the CEO's preferences and corporate identity. Custom furniture is designed to marry Art-Deco aesthetics with modern functionality, prioritizing comfort and versatility. Lighting design emphasizes a well-lit environment that complements both Art-Deco and contemporary elements. Material selection balances historical context and modern sensibilities, achieving a sophisticated look. Artwork and decor curation align with the Art-Deco theme while conveying a modern corporate atmosphere, personalized to resonate with the CEO's taste and the company's ethos. Overall, the project adopts a meticulous and holistic approach, preserving history while embracing innovation, resulting in an inspiring corporate space tailored to the CEO's vision.





CURRENT STATUS PHOTOS

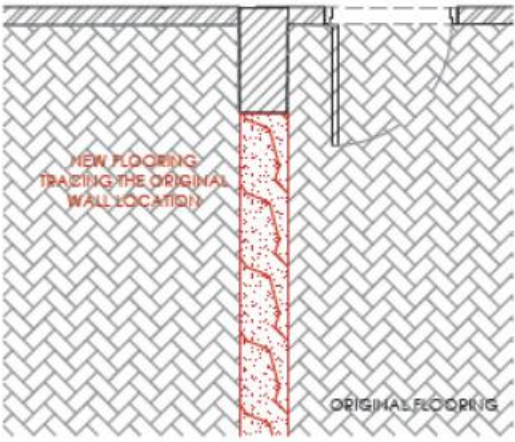


MOOD AND REFERENCE PHOTOS



We approach the project within the framework of a **Modern Repurposing** of a 1940 Art-Deco Residential Apartment into a Contemporary Corporate Office.

The propose entails creating a space **authentic to its nature** and style while sufficing the function of a modern amenity serving the needs of a 21 century company CEO.



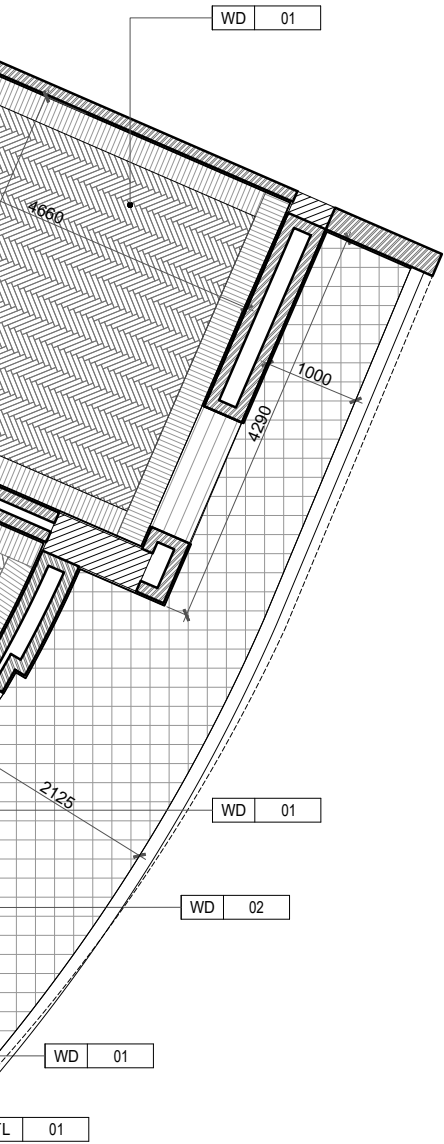
The **Concept of the Intervention** within the interior spaces drive from a concept used in heritage conservation called Anastylosis. Retracing and preserving, original materials and wall divisions while creating new spaces amicable to the re-purposing of the unit as a **Modern Space**, creating **Comfort** for the users using **Contemporary Technology**.

MATERIAL SAMPLE BOARD - CONCEPT

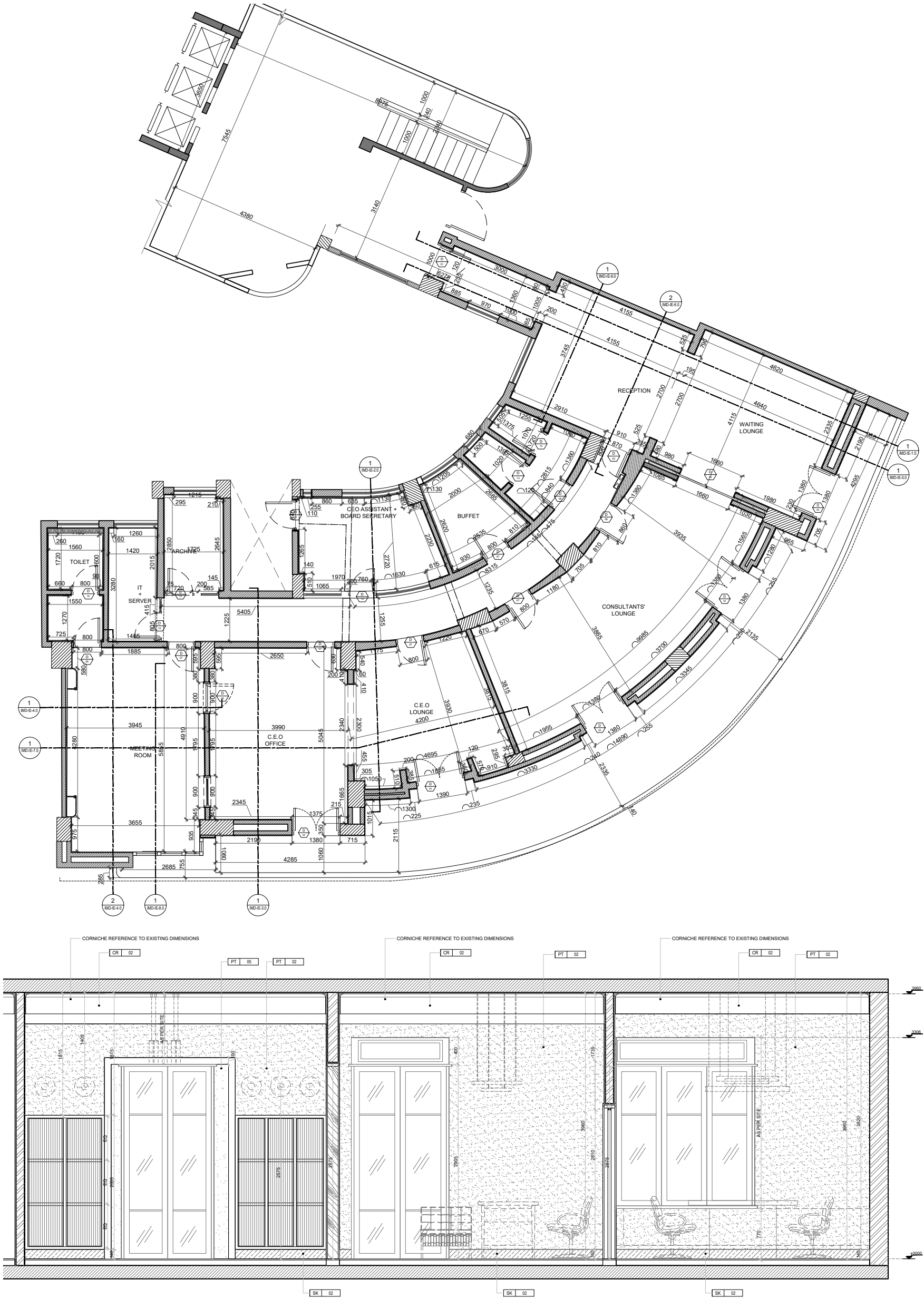


FURNITURE PLAN

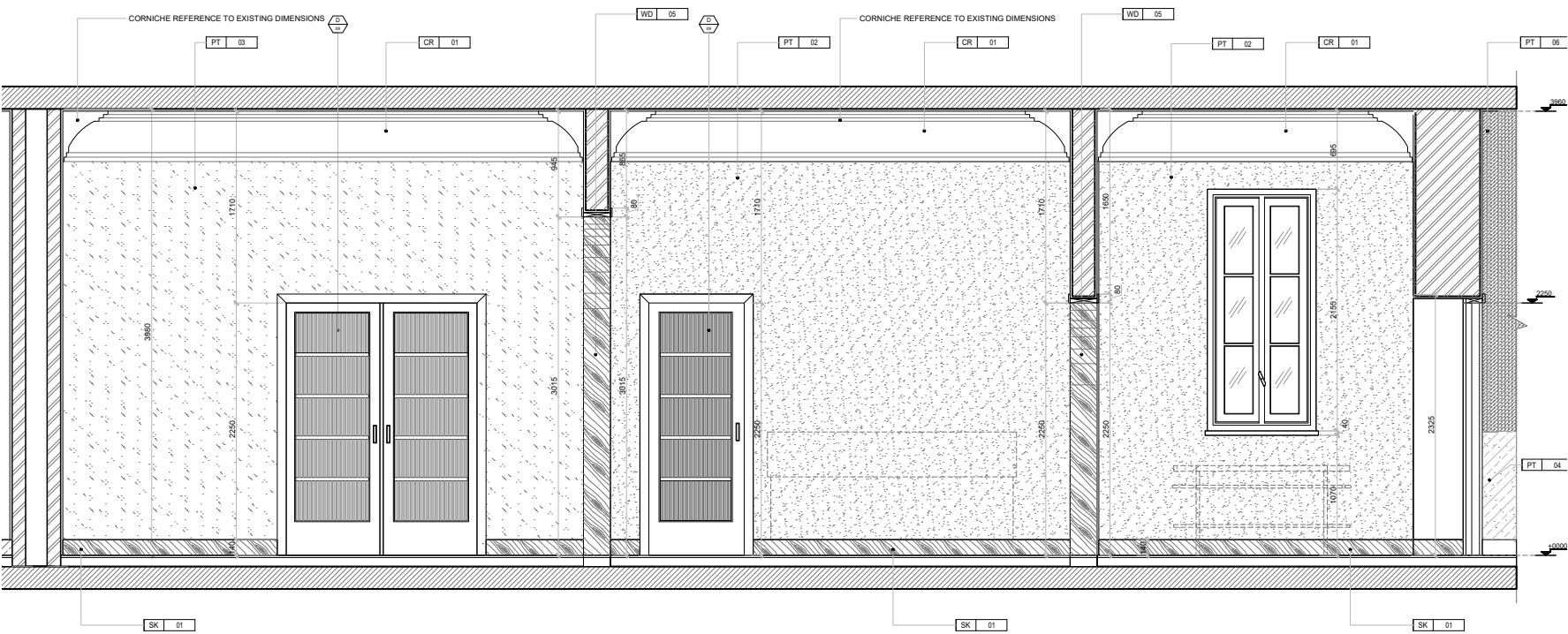
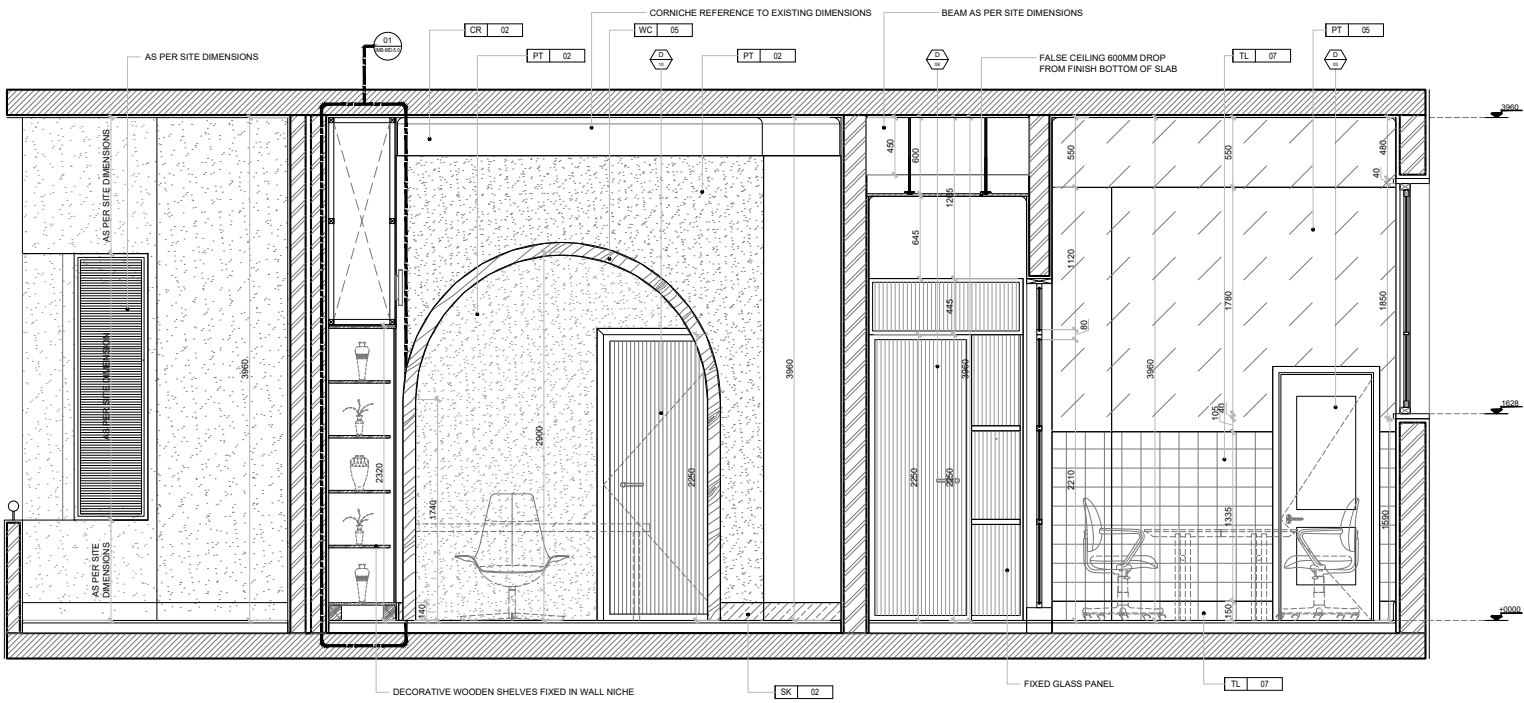
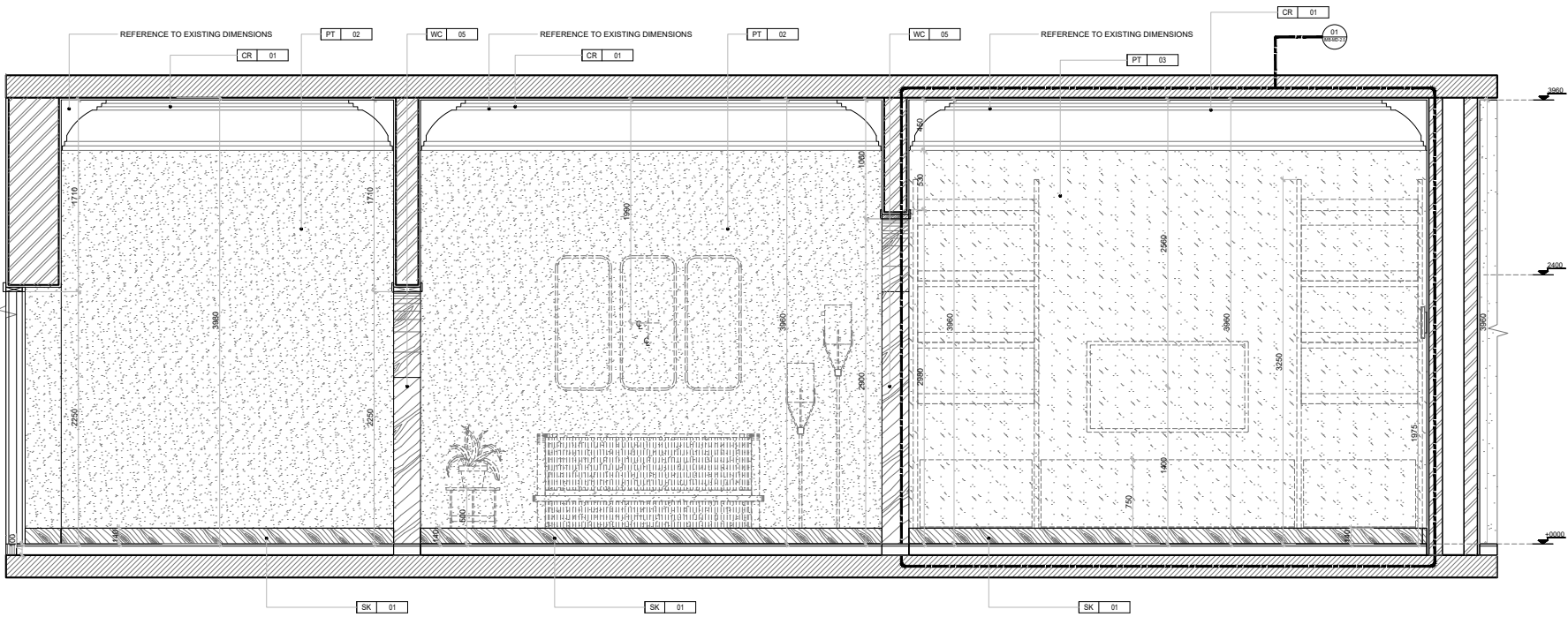
FLOORING COVER PLAN



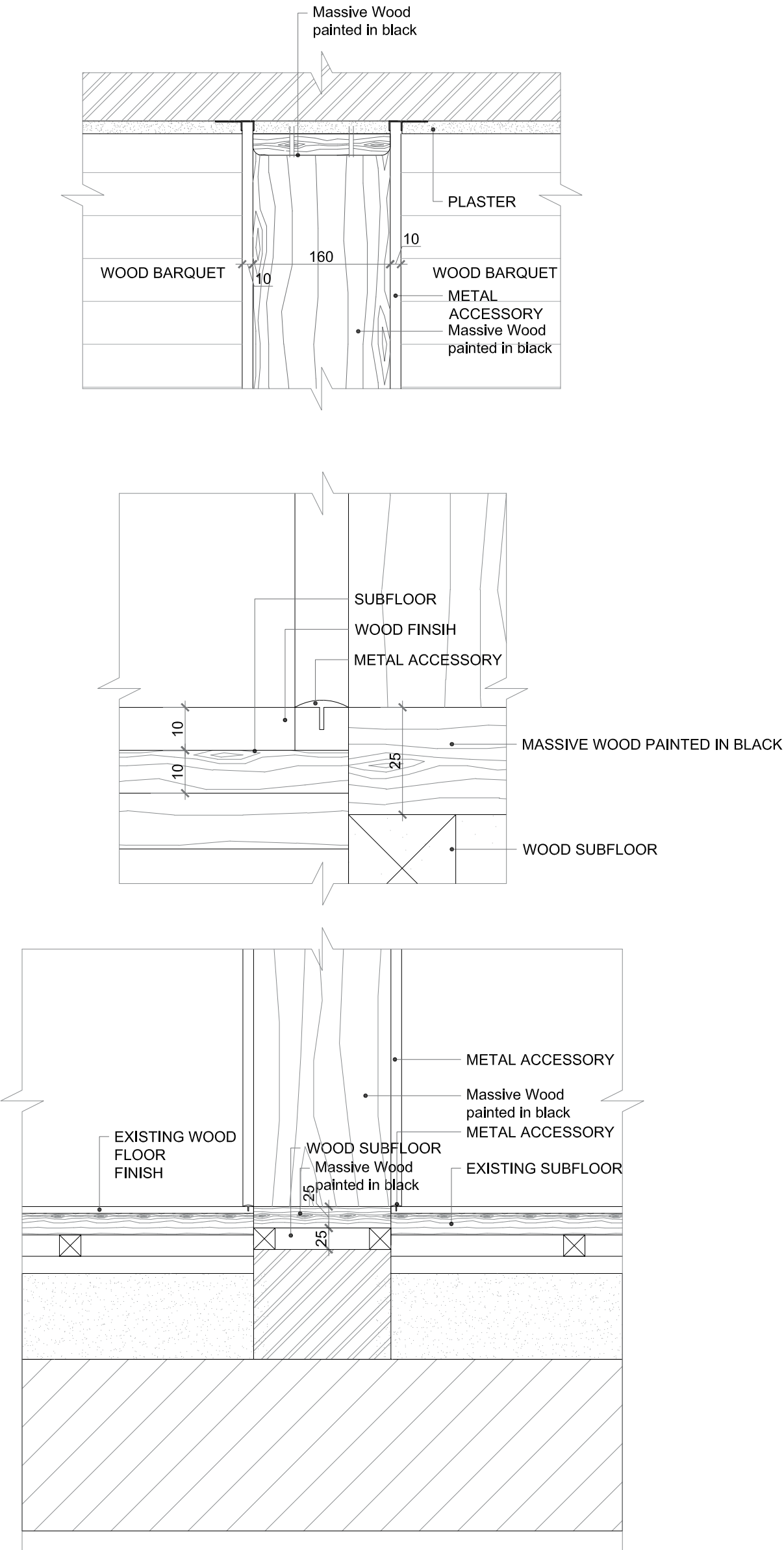
We collaborated closely with specialists to meticulously preserve the original wood flooring, investing considerable effort in renovating it to restore both its form and function. In the corridors, where terrazzo flooring was present, we focused on maintenance and utilized epoxy to fill any broken pieces, avoiding the need to remove the existing material. Notably, in areas with deconstructed walls, we made a deliberate choice to accentuate these features. To achieve this, we opted for black painted wood cladding on the floor, walls, and ceiling, intending to highlight and showcase the apartment's original architectural plan. This strategic use of materials and design elements enhances the overall aesthetic and preserves the unique character of the space.

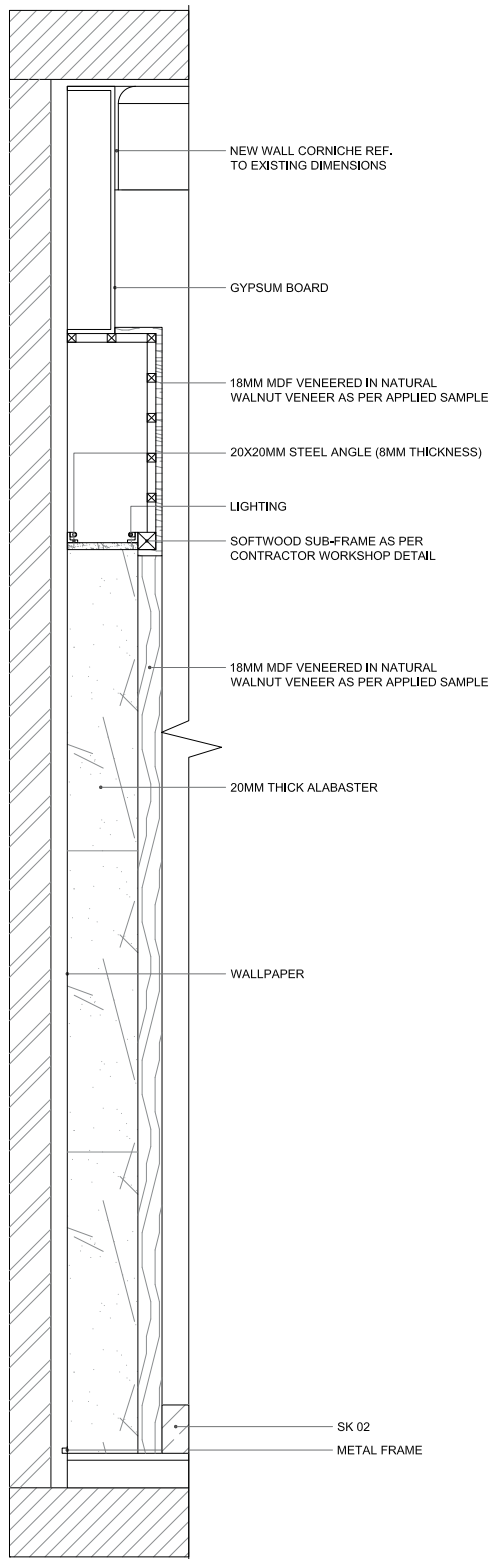
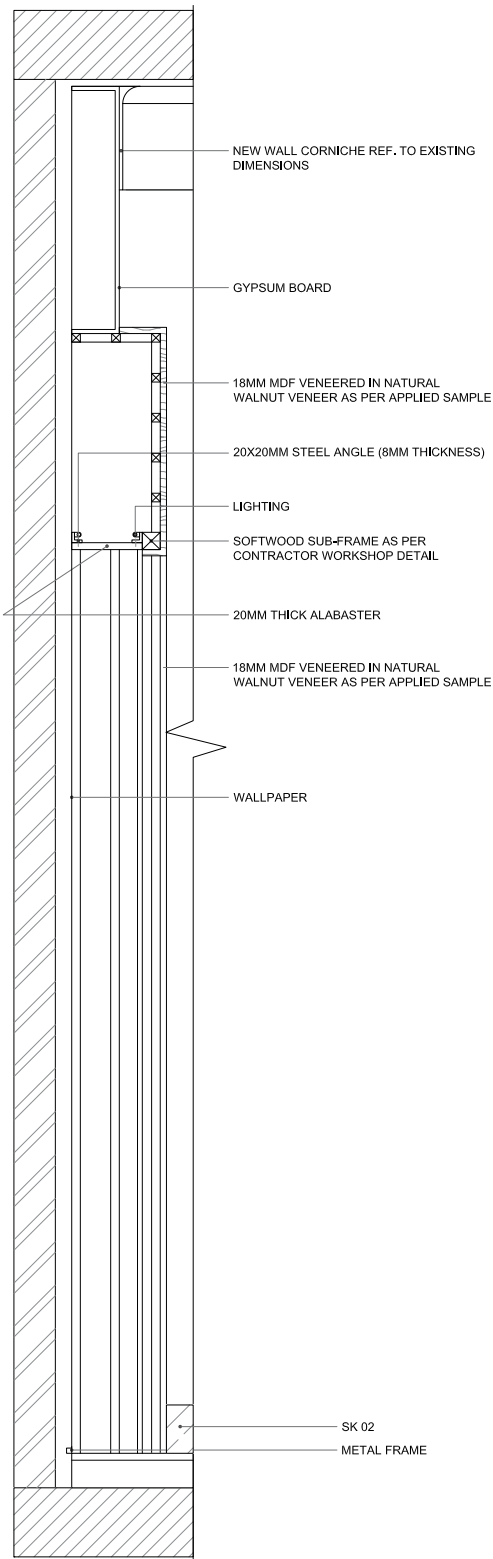
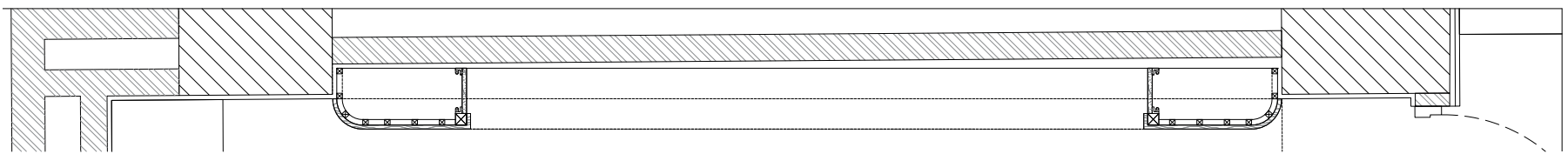


ARCHITECTURAL PLAN - INTERIOR ELEVATIONS SAMPLE

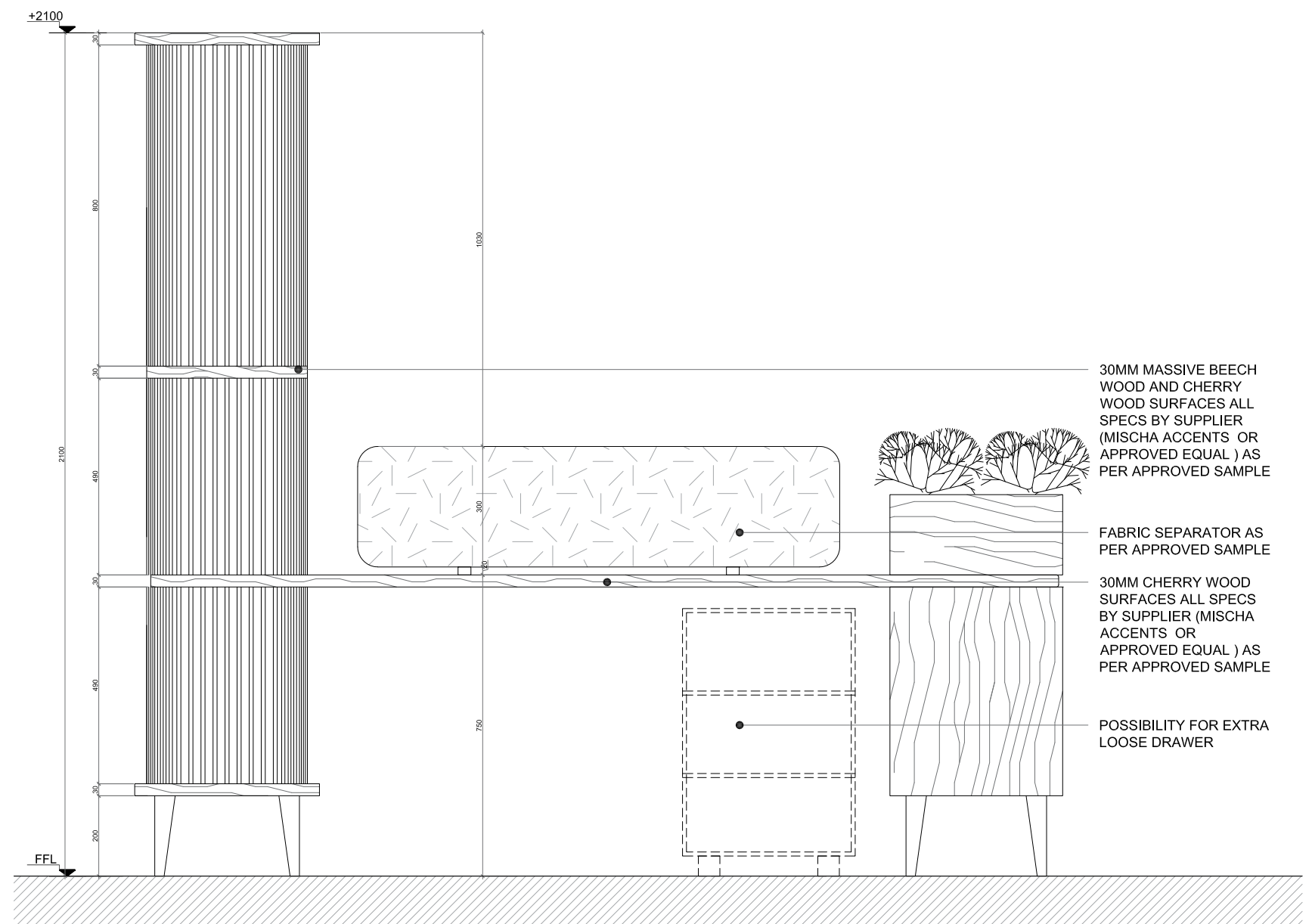
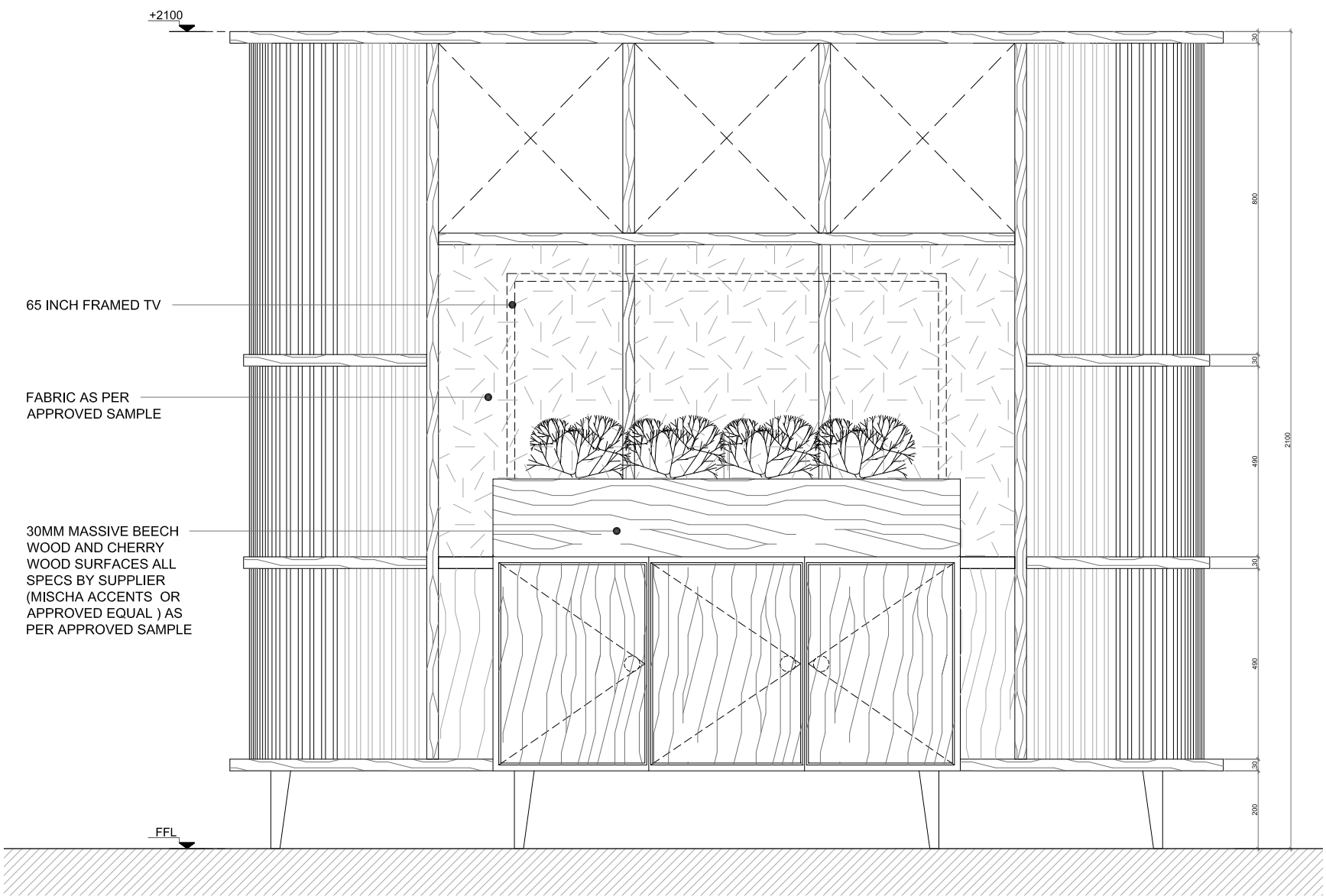


INTERIOR ELEVATIONS SAMPLES





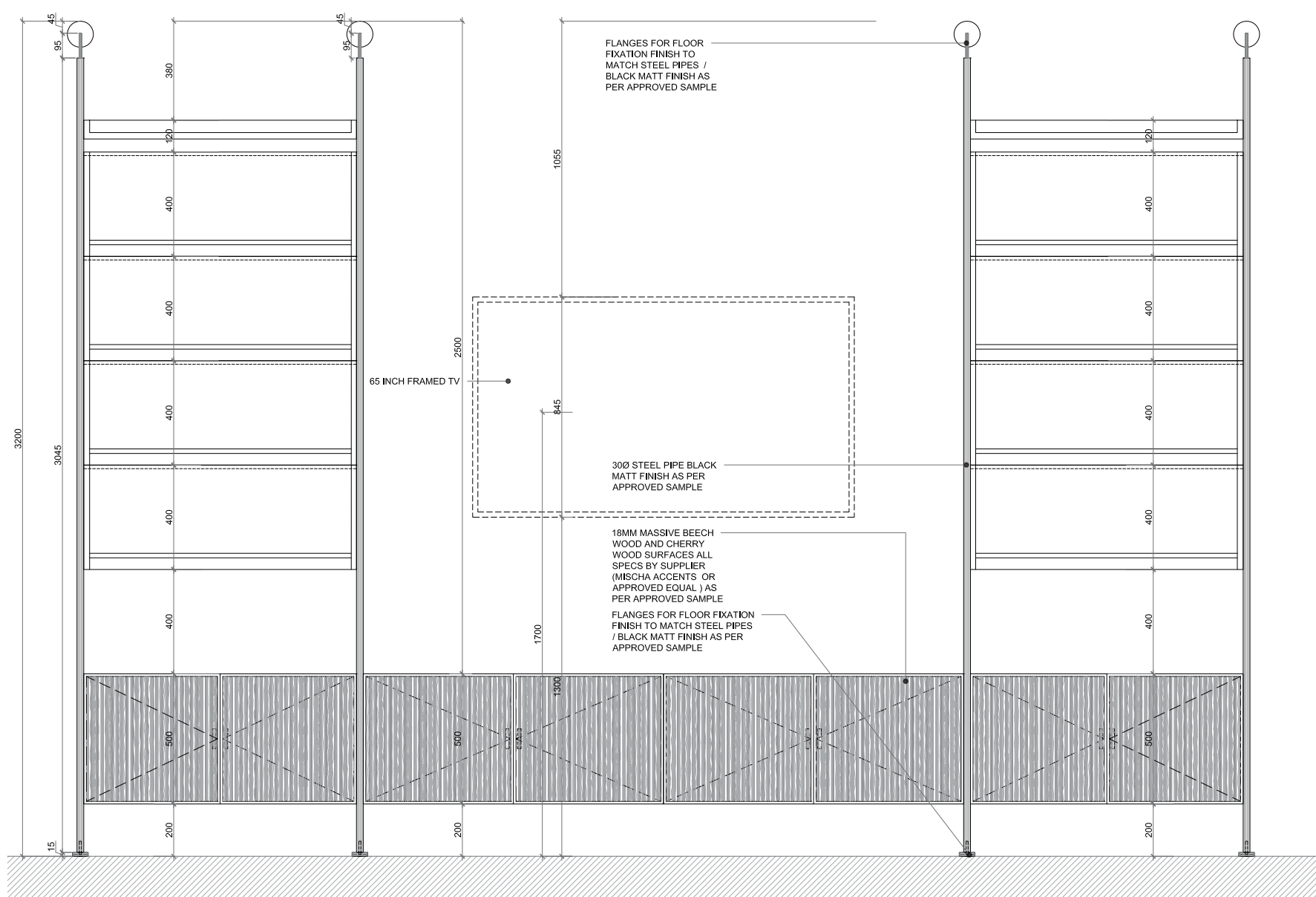
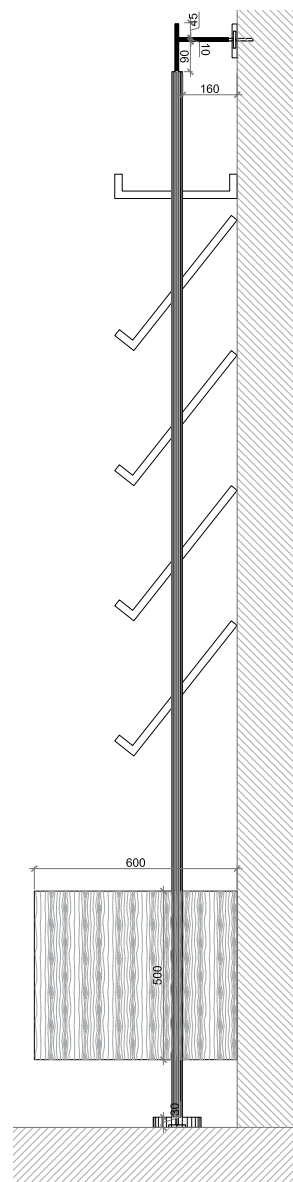
WALL CLADDING DETAIL



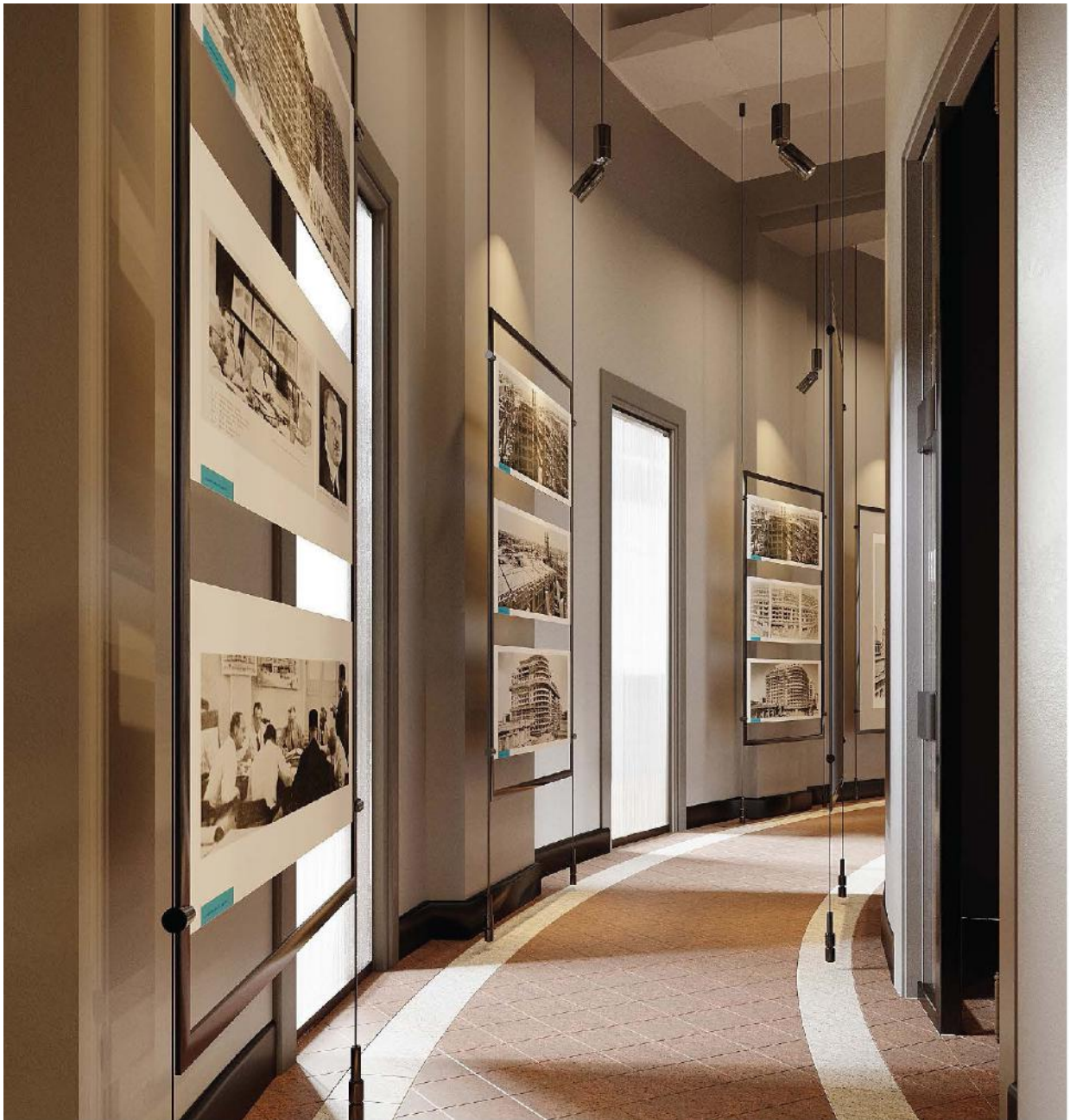
CONSULTANTS' DESK / LIBRARY - MILLWORK DETAIL



REFERENCE 3D MODELS



RECEPTION LIBRARY - MILLWORK DETAIL



REFERENCE 3D MODELS

3BROTHERS FACTORY
@ 10th of Ramadan City

Project type:
Architecture design.

Project location:
Cairo, Egypt.

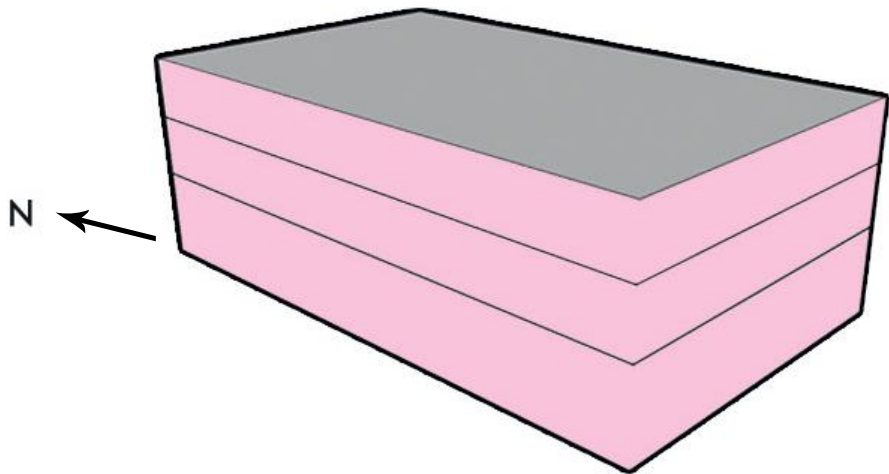
- Project scope:**
- Develop a dual-purpose building with 1/4 allocated for administration and 3/4 for the assembly phase of a lighting fixtures industry.
 - Design ergonomic offices, meeting rooms, a flexible lecture hall, and collaboration spaces with modern facilities for the administration building, in addition to a floor for the high managerial offices.
 - Create an efficient layout for the lighting fixtures assembly, including areas for assembling, testing, and storage.
 - Act as the main consultant, facilitating seamless collaboration among all included consultants - electromechanical, Structural and Landscape consultants, to optimize results and minimize clashes in design and implementation.
 - Develop a cohesive architectural identity that reflects the client's brand while considering professionalism and innovation.
 - Ensure adherence to local building codes, zoning regulations, and industry-specific standards, obtaining necessary permits.
 - Work within the specified budget, providing cost estimates for construction and maintaining high-quality design standards.

Project brief:
(2021)
The proposed project is positioned in a desert-like area characterized by unforgiving weather patterns and scarce vegetation, demanding a meticulous approach to its design. Given its location within an industrial zone, practicality and efficiency reign supreme, necessitating a keen awareness of the region's distinct environmental obstacles. Central to the project is the assembly building, meticulously crafted to optimize both functionality and resilience. Specialized dust-proof rooms are meticulously integrated to shield delicate assembly processes from the prevalent arid conditions, ensuring their integrity and efficiency. Thoughtful placement of strategic openings and skylights not only facilitates the ingress of natural light but also reduces the reliance on artificial lighting, thereby fostering a more conducive working environment. Moreover, the design meticulously maximizes space utilization, employing innovative principles to effectively allocate every square inch for assembly operations and storage requisites. The selection of robust construction materials and techniques is paramount, ensuring the structure's ability to withstand the harsh weather elements and guaranteeing its longevity and durability. In essence, the architectural blueprint not only acknowledges the formidable challenges posed by the desert environment but also endeavors to construct a functional, resilient, and efficient assembly edifice that seamlessly harmonizes with its industrial surroundings.

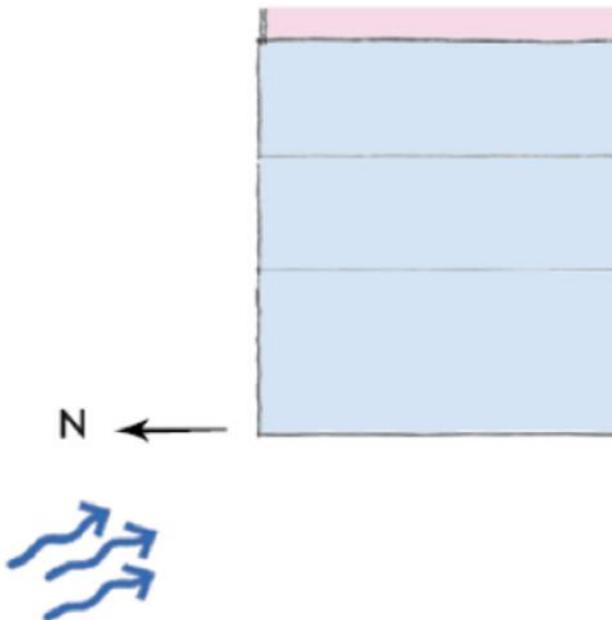
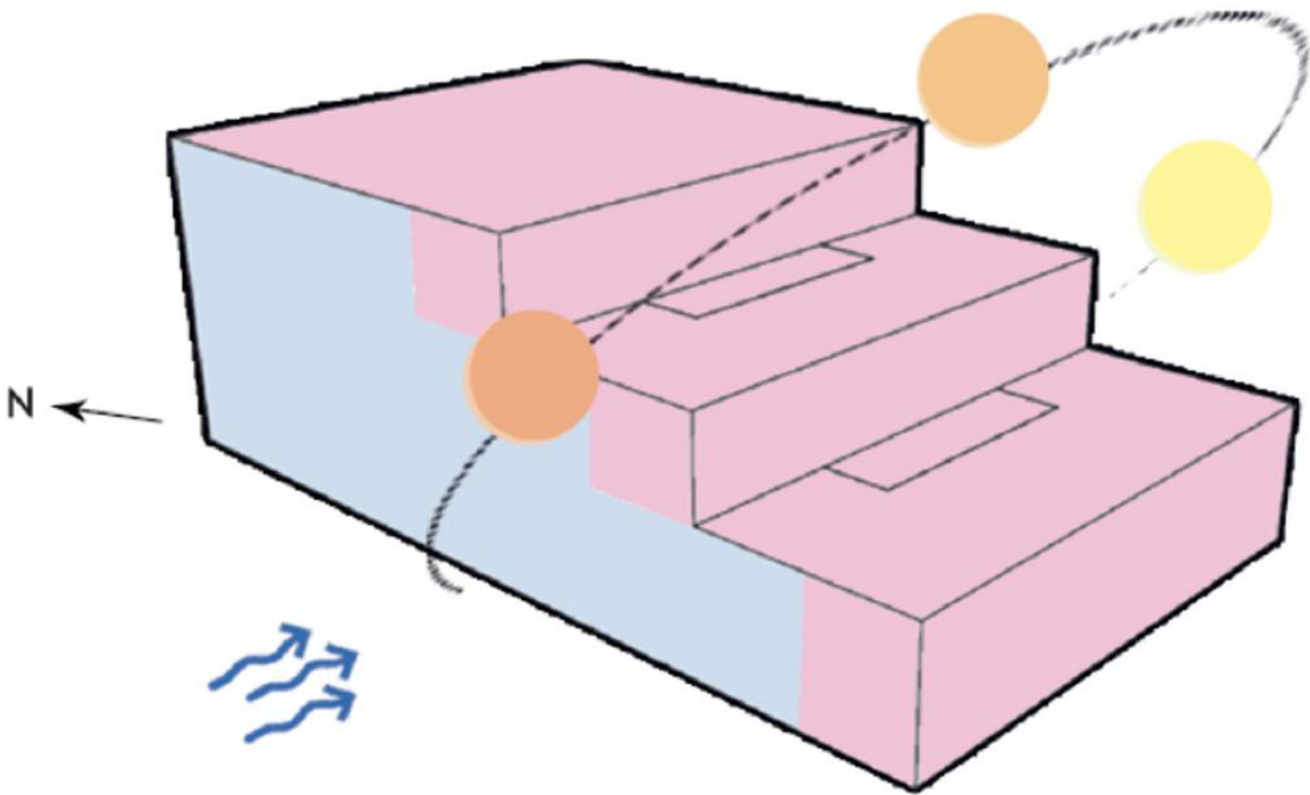
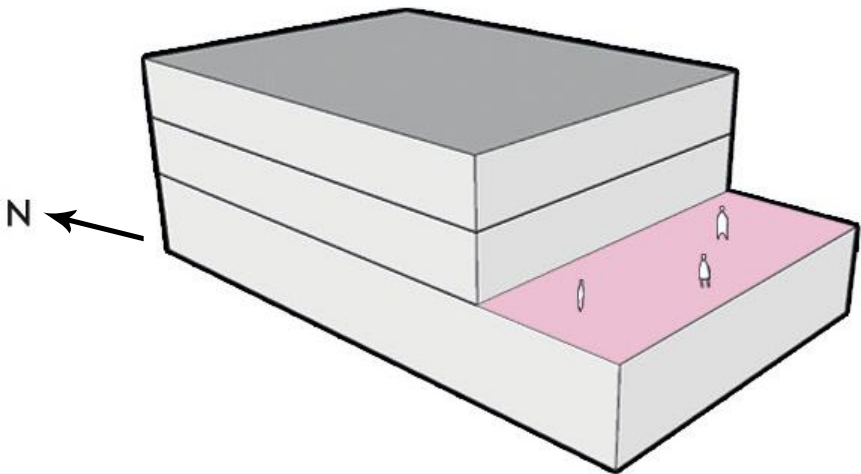


The administration building is conceptualized as a dynamic interplay of vertical layers, strategically divided into three distinct privacy levels: public interactions with outsiders, hosting meetings, and accommodating lecture spaces. Moving upwards, the first floor offers a more secluded environment dedicated to the managerial offices of the company owners. To enhance the building's aesthetics and soften the harsh desert surroundings, the design not only upgrades the immediate environment but also promotes a connection with nature. The orientation of these terraces is meticulously determined by wind directions, optimizing the microclimate for the occupants. Louvered shading elements are strategically placed to counter the intense desert sun, adding a playful aspect to the building's appearance. Furthermore, these terraces serve as platforms for elevated gardens, introducing greenery and improving air quality. The overall design concept, named "Vertical Layers of Privacy and Environmental Integration," aims to seamlessly blend functionality with aesthetics, catering to diverse privacy needs while positively impacting the aesthetic and environmental quality of the industrial zone.

DIVISION INTO 3 FLOORS
FOR 3 LEVELS OF PRIVACY

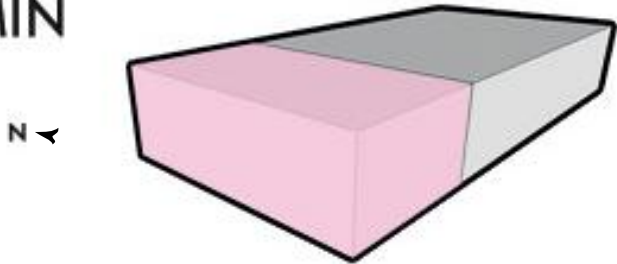


RECESS TO CREATE ROOF TERRACE

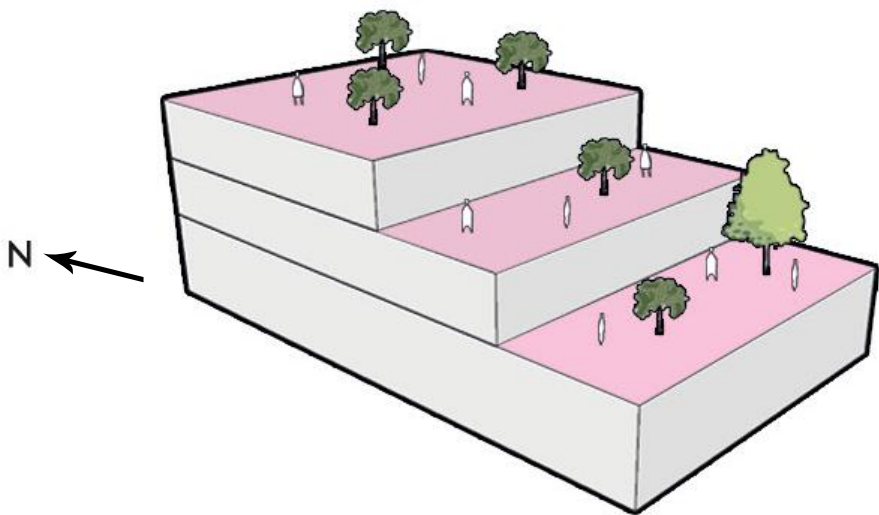


levels. The ground floor serves as a semi-public space, fostering interaction for company employees, while the upper level is exclusively for meetings, staggered terraces are integrated, creating outdoor spaces that not only designed to capture maximum natural light and align with prevailing wind direction to absorb sun, dynamically changing their orientation throughout the day and adding greenery that contributes to visual appeal, natural cooling, and improved connectivity with the surrounding environment, creating a workplace that

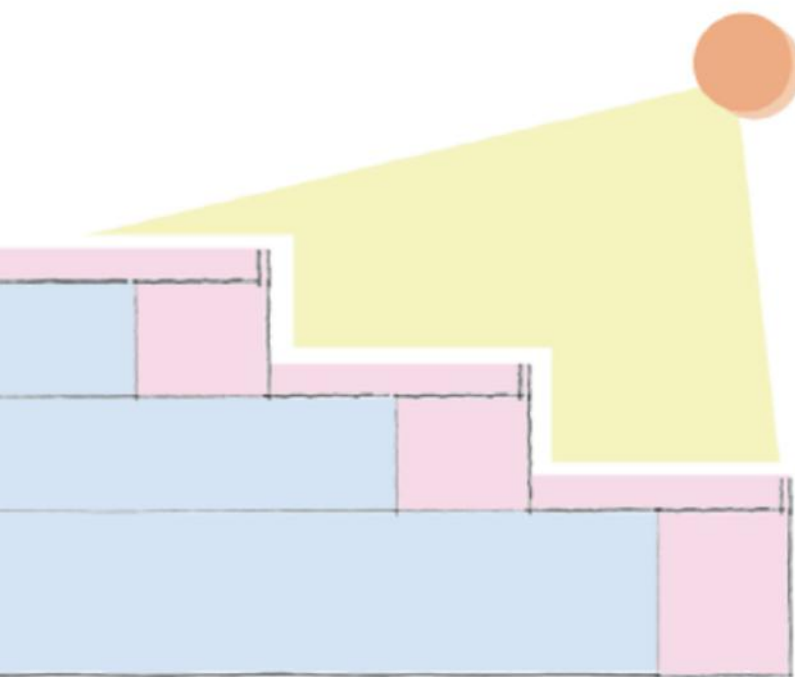
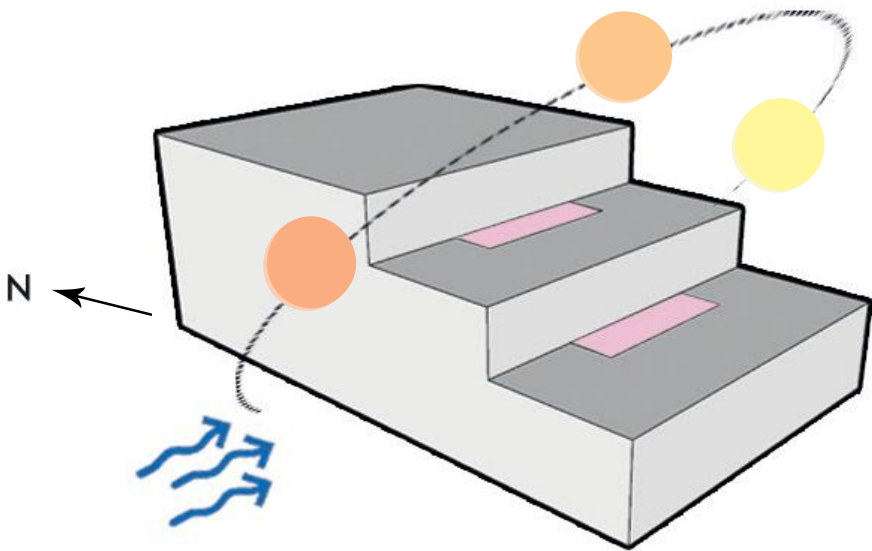
ADMIN



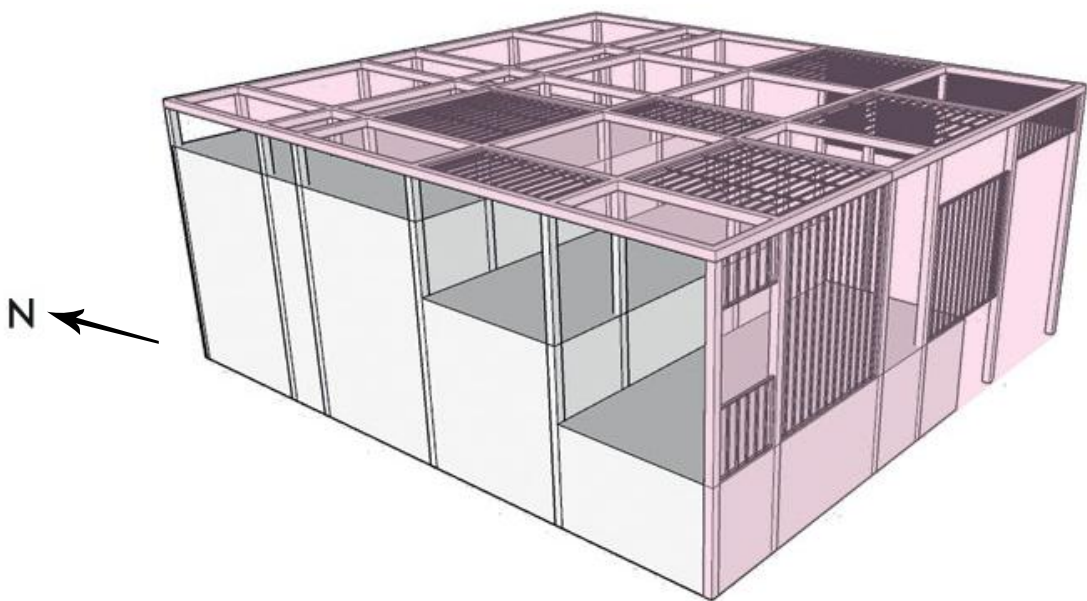
STAGGERING FOR ROOF TERRACES & ELEVATED GARDENS



SKYLIGHTS FOR ILLUMINATION



CANOPY FOR SHADING & LIGHT DYNAMISM



ADMIN. BUILDING CONCEPT



FLOOR PLANS SKETCHES



ADMIN. BUILDING TERRACE RENDERS

MOUNTAIN VIEW - LIGHTHOUSE
@M.V. GIZA PLATEAU

Project type:
Architecture and landscape design.

Project location:
Giza, Egypt.

- Project scope:**
- Research and Conceptualization: Gather inspiration from lighthouses and client preferences to create a unique design concept.
 - Architecture Design: Develop detailed plans integrating lighthouse elements while adhering to building codes and regulations.
 - Landscape Design: Create outdoor spaces that complement the architecture and theme, considering sustainability and aesthetics.
 - Construction Material Selection: Choose durable materials that reflect the coastal theme while staying within budget constraints.
 - Consultant Coordination: Collaborate with electromechanical and structural consultants to ensure integration and technical feasibility.
 - Space Arrangement: Arrange interior spaces for optimal functionality and flow according to client needs.
 - Bill of Quantities: Prepare a detailed material bill of quantities to assist with budgeting.
 - Hardscape and Softscape Selection: Select hardscape and softscape elements that enhance outdoor spaces and align with the design concept.

Project brief:
(2024)
The concept for the lighthouse-themed club house encompasses a multi-functional space designed to serve as a beacon of community activity within the residential area. Drawing inspiration from the iconic lighthouse design, the club house will feature a towering structure and maritime-themed decor, creating a distinctive architectural landmark. Within the club house, residents will have access to a diverse range of amenities tailored to various interests. These include spaces dedicated to sports, education, and culinary activities, such as a library for quiet reading and study, a yoga studio for fitness and meditation, and a cooking class area for culinary exploration. Outdoor areas will offer opportunities for relaxation and recreation, with dedicated meditation spaces surrounded by lush vegetation, as well as a nursery with an adjacent outdoor play area for children. The club house will also incorporate indoor and outdoor seating areas, including cafes and restaurants, fostering socialization and community bonding. Integration with existing sports facilities, such as football courts and padel fields, will provide residents with recreational opportunities. Additionally, the design will prioritize sustainability, with features such as energy-efficient lighting, water-saving measures, and the use of green building materials. Regular events, workshops, and activities hosted within the club house will enhance community engagement.







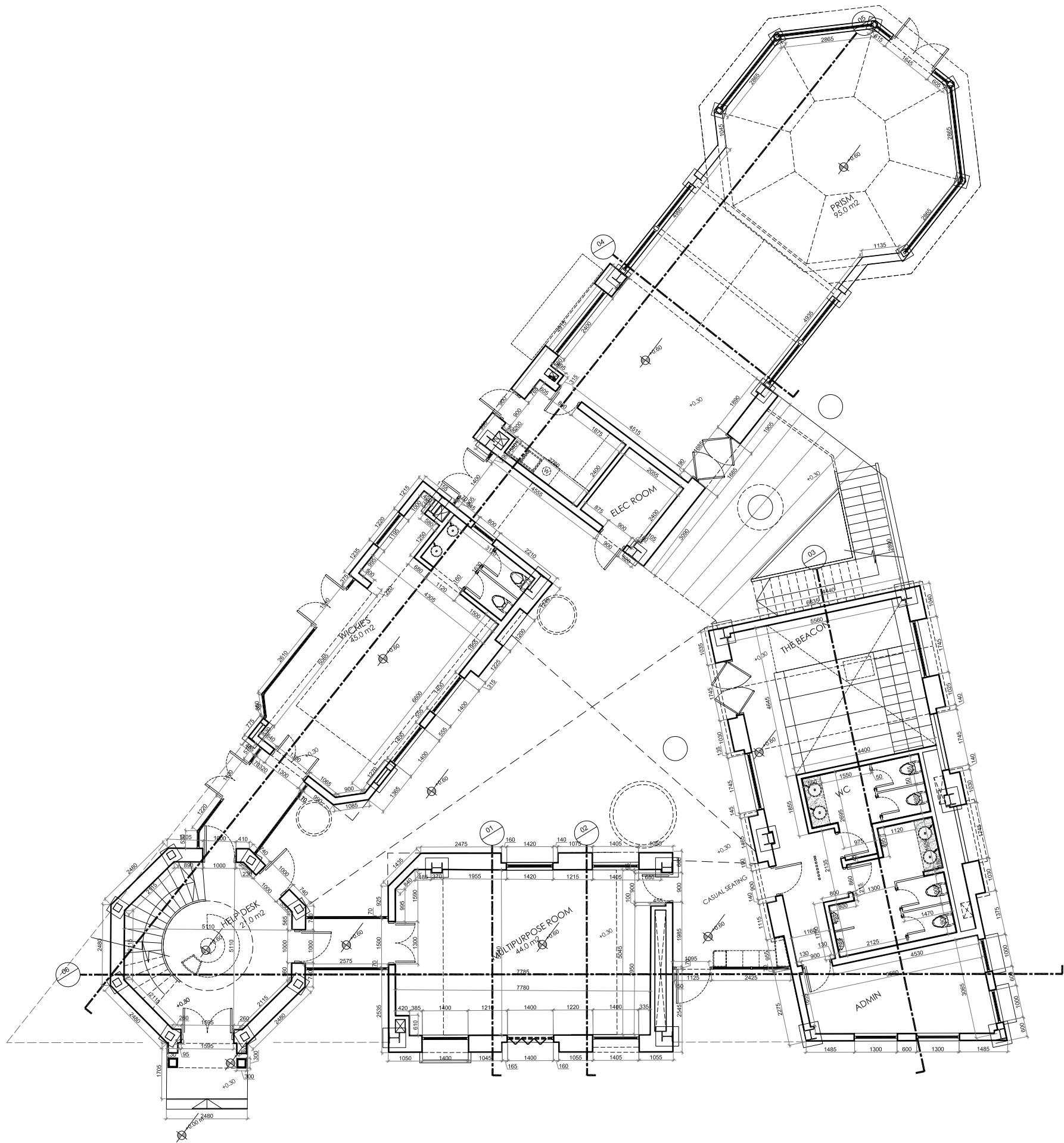
LANDSCAPE PLAN AND 3D STUDY



ARCHITECTURE BUILDING ZONING PLAN



ELEVATION STUDIES / ACTIVITY OVER DAY STUDY



GROUND FLOOR ARCHITECTURAL PLAN



ARCHITECTURAL ELEVATIONS TECHNICAL DRAWINGS

AQUILA PARCEL - ELBOROUJ
BY CAPITAL GROUP PROPERTIES

Project type:
Urban and Architecture design.

Project location:
Cairo, Egypt.

- Project scope:**
- Rectify challenges from the previous phase to ensure smoother execution and plan a variety of townhouse designs catering to diverse preferences within the compound.
 - Redesign building elevations for enhanced aesthetic appeal, introducing common design elements to visually connect both project phases.
 - Maximize floor area percentage in villa plans, strategically avoiding past issues through a thoughtful redesign.
 - - Develop visually compelling marketing materials, including colored plans and renders, to effectively showcase project features and attract potential buyers.
 - -Provide precise calculations for masterplan and individual unit areas, ensuring accurate space allocation according to project specifications.

Project brief:
(2019)
The project involves re-designing Phase 2 of the Aquila Parcel in the Al-Borouj compound to address client feedback from Phase 1, focusing on optimizing the urban layout and architectural features to enhance livability and client satisfaction. The primary objectives include optimizing land use by decreasing street area percentage, increasing plot areas for each villa, and enhancing public spaces by increasing the total percentage of public green areas. The project will also improve villa design to avoid misuse of space and improve circulation, adhering to setback regulations.

The scope encompasses urban planning, architectural design, regulatory compliance, and creating marketing materials. Urban planning efforts will minimize the land allocated to streets, expand plot sizes, and increase public green spaces. Architectural design will optimize the layout of town villas, ensuring efficient use of space and improved circulation while adhering to regulations. Marketing materials, including colored plans, 3D renders, and detailed area calculations, will support the sales process. The deliverables will consist of revised urban layout plans, detailed architectural drawings of redesigned town villas, a compliance report, and comprehensive marketing collaterals. The project team, comprising a project manager, urban planners, architects, a compliance officer, and a marketing team, aims to create a more appealing and functional living environment in Phase 2 of the Aquila Parcel, enhancing resident satisfaction and improving sales outcomes.





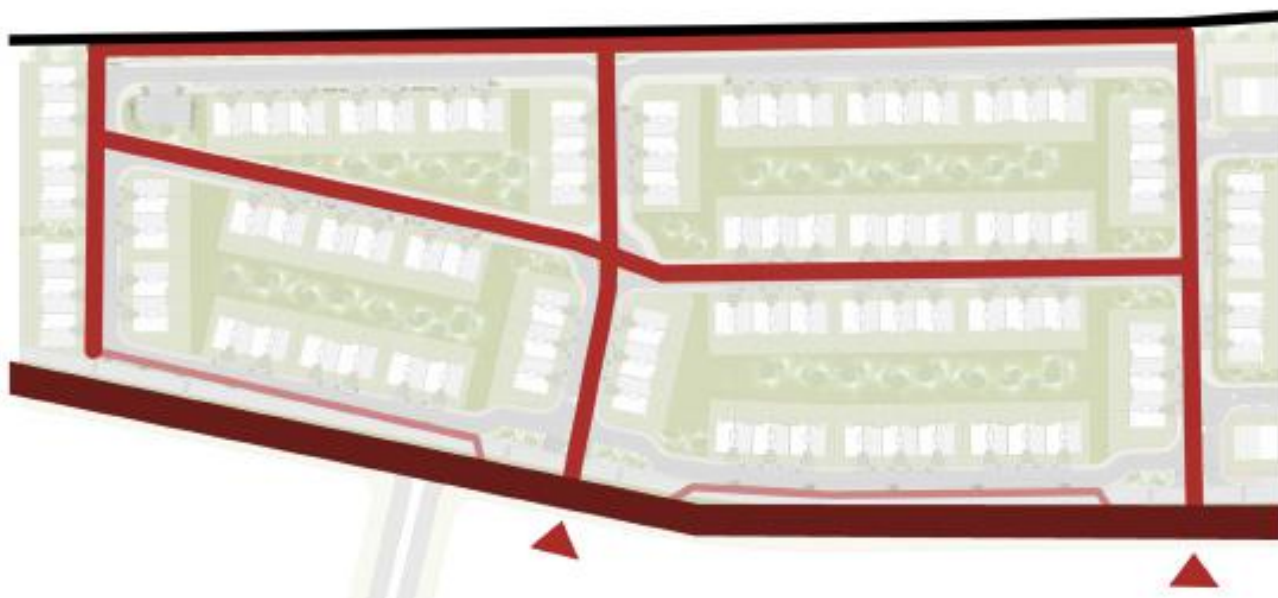
- Hardscape (roads)
- Hardscape (pavements)
- Softscape (public)
- Softscape (private)
- Units with direct green extension

- Area of green space extensions is around 16,500 m2.
- Percentage of green space extensions is around 20% of the whole parcel.
- Number of units that have direct access to green space extension: 166 units.
- Percentage of units that have direct access to green space extension is 9396 of the number of units in the parcel.
- Number of units with no direct access to green space extension: 12 units.
- Percentage of units with no direct access to green space extension is 796 of the number of units in the parcel.



Main design elements:

- Units are arranged in clusters.
- Each cluster encloses a shared green space.
- Main entrance roads are kept as they are, but internal roads are kept to a minimum.
- Service road added by the edge of the fence to buffer the units on the edge from the fence.
- All units have accessibility to green from one side and car accessibility from the other side.



- Compound fence
- Main road
- Internal roads
- Service roads
- Access to site

- same road lengths as the existing plan, however we've established hierarchy of streets:
 - there's a main road leading to the parcel.
 - then leads to a service road that takes cars into the parcel.
 - and internal roads that go around the zones.
- plots on the upper edge now have a road overlook an internal road to buffer them from the compound fence.
- plots on the lower edge now are part of a complete zone and overlook a service road only from one side.

T10 - CORNER UNIT WITH PENTHOUSE

GROUND FLOOR PLAN

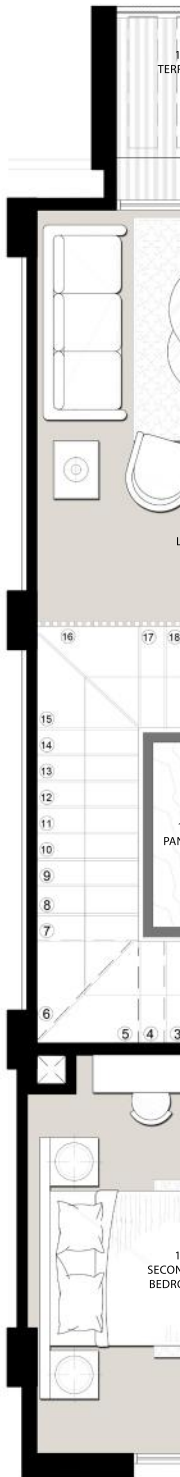
01 ENTRANCE	1.7 x 1.5 m
02 KITCHEN	3.6 x 3.5 m
03 DINNING ROOM	3.4 x 3.6 m
04 RECEPTION	7.2 x 4.3 m
05 GUEST BATHROOM	1.8 x 1.8 m
06 MAID ROOM	1.8 x 2.0 m
07 MAID BATHROOM	1.8 x 1.4 m



T10 - CORNER UNIT WITH PENTHOUSE

FIRST FLOOR PLAN

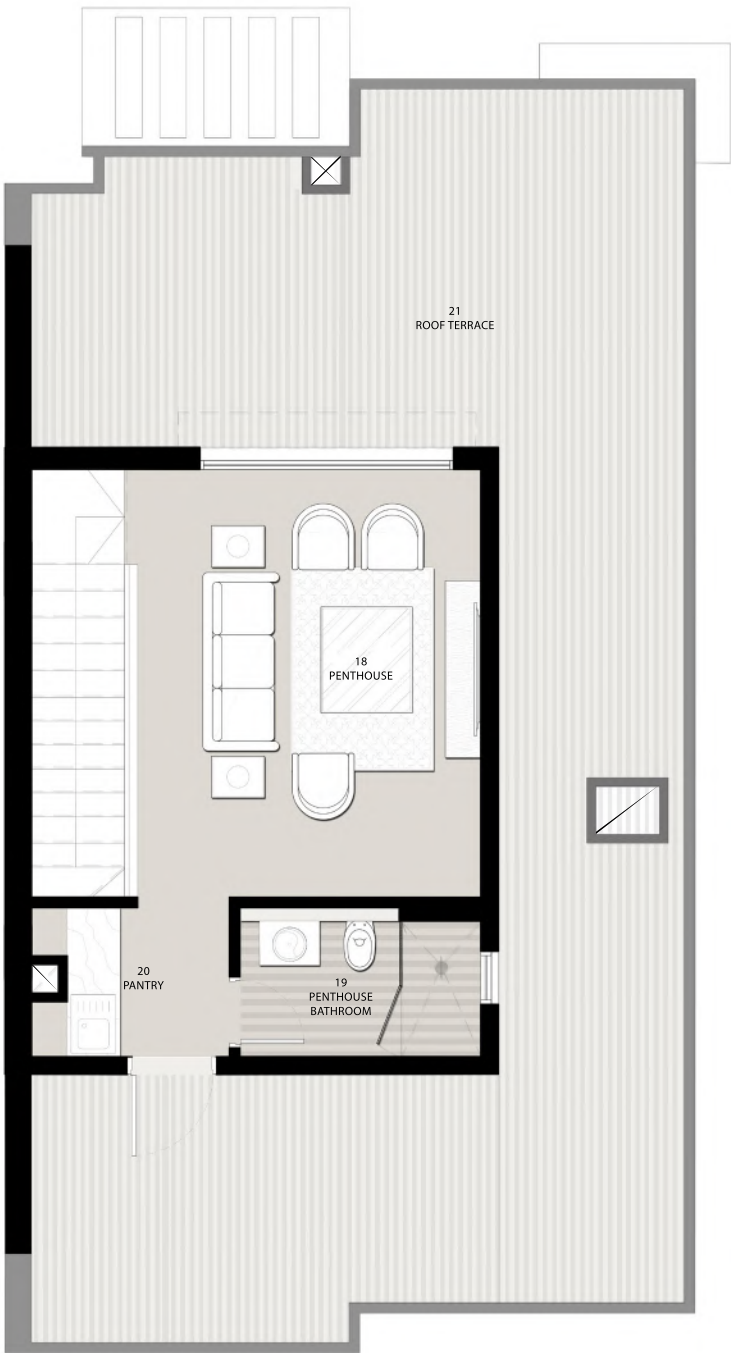
08 MASTER BEDROOM	4.2 x 3.6 m
09 DRESSING ROOM	1.9 x 2.6 m
10 MASTER BATHROOM	2.9 x 1.7 m
11 MAIN BATHROOM	2.9 x 1.5 m
12 SECONDARY BEDROOM 1	3.6 x 3.7 m
13 SECONDARY BEDROOM 2	4.1 x 3.7 m
14 LIVING ROOM	4.3 x 3.5 m
15 LAUNDRY	
16 PANTRY	
17 TERRACE	



T10 - CORNER UNIT WITH PENTHOUSE

PENTHOUSE PLAN

- 18 PENTHOUSE 3.9 x 4.8 m
- 19 PENTHOUSE BATHROOM 1.7 x 2.7 m
- 20 PANTRY
- 21 ROOF TERRACE



TOWN HOME CORNER UNIT MARKETING MATERIAL

HEARTWORK

BY MOUNTAIN VIEW

Project type:
Interior design.

Project location:
Cairo, Egypt.

- Project scope:**
- Develop interior plans for front desks and back-of-house offices, optimizing space and workflow efficiency.
 - Produce a detailed construction package using Revit, collaborating with electromechanical and structural consultants' BIM models.
 - Select interior materials aligned with the design concept, budget, and performance requirements.
 - Identify suitable furniture pieces and recommend reputable suppliers for procurement.
 - Create detailed drawings and specifications for customized furniture pieces, ensuring they meet specific space requirements and dimensions.

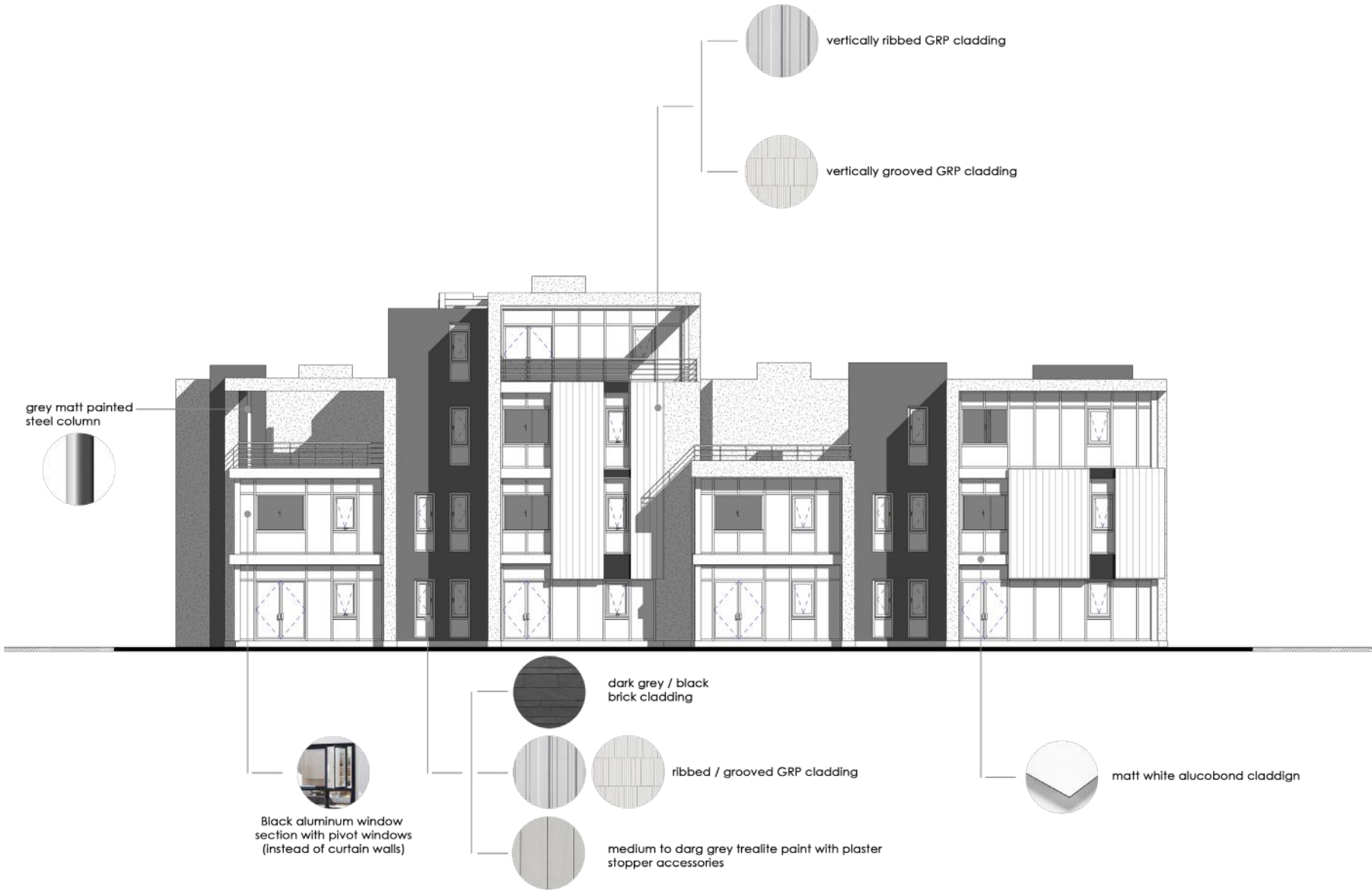
Project brief:
(2023)

The concept for the Cairo Gate Customer Service Center interior design project revolves around the principles of simplicity, openness, and alignment with the identity of the residential compound. Drawing inspiration from the tranquil and harmonious atmosphere of the compound, the design aims to create a welcoming and inviting space that fosters connectivity and collaboration among staff and visitors alike. Embracing the open office concept, the layout will feature flexible workstations and communal areas, promoting transparency, communication, and a sense of unity within the team. Neutral colors will be used throughout the interior to evoke a sense of warmth, sophistication, and timelessness. Soft tones of beige, taupe, and grey will dominate the palette, creating a calming backdrop that complements the residential compound's serene environment. Accents of muted blues or greens may be introduced to evoke nature and further reinforce the connection to the compound's surroundings. The simplicity of design will be evident in the clean lines, minimalistic furnishings, and uncluttered spaces, allowing the focus to remain on functionality and user experience. Furniture and fixtures will be selected for their ergonomic qualities and practicality, ensuring comfort and efficiency for employees while maintaining a cohesive aesthetic. Overall, the concept seeks to harmonize the customer service center's interior with the residential compound's identity, creating a space that reflects the values of tranquility, community, and modernity. Through simplicity, openness, and neutral colors, the design aims to provide a welcoming and functional environment that enhances both employee satisfaction and visitor experience.

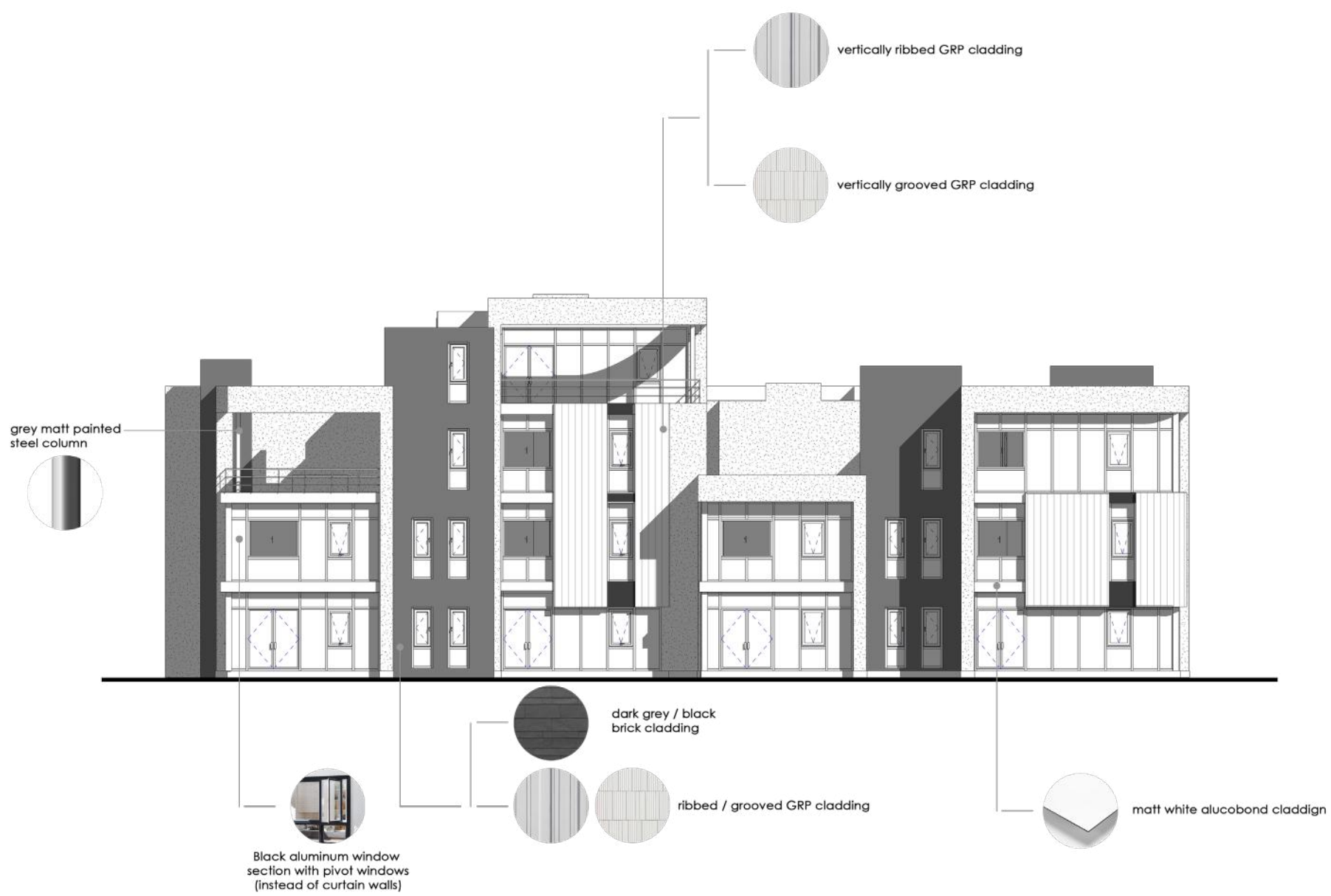




CURRENT STATUS



ELEVATIONS STUDIES - PROPOSAL 01



ELEVATIONS STUDIES - PROPOSAL 02



ELEVATIONS 3D RENDERS

HOSPITALITY

- ICONIA SERVICED APARTMENTS (2018)
- EMAAR ROVE HOTEL @ NORTH COAST (2019)
- EMAAR MARASSI MARINA HUB @ NORTH COAST (2020)
- BARON PALACE @ SAHL HASHEESH (2021)
- BARON CASCADES @ SHARM ELSHEIKH (2023)
- SUNRISE REMAL - WATERPARK (2023)
- ZANZIBAR BEACH RESORT @ TANZANIA (2024)
- THE ISLAND HOTEL @ SAHL HASHEESH (2024)

CORPORATE

- E² BUILDINGS @ EAST PORTSAID (2017)
- 3BROTHERS INNOVATION CENTER (2019)
- SUCO OFFICE BUILDING @ NEW CAIRO (2019)
- EMAAR - UPTOWN CAIRO SALES CENTER (2019)
- ADQ-ABU DAHBI OFFICE @ ICONIA (2021)
- YARA INTERNATIONAL OFFICE @ NEW CAIRO (2021)
- ADQ - ABU DAHBI QABDA OFFICE @ICONIA ZAMALEK (2021)
- CAIRO GATE - CUSTOMER CARE CENTER (2022)

RESIDENTIAL

- CFC COMPOUND - COMPETITION (2017)
- MARINA PRIVATE VILLA (2018)
- AL BOROUJ - APARTMENTS PARCEL (2019)
- AQUILA PARCEL - ALBOROUJ (2019)
- AL BOROUJ TWIN VILLAS (2019)
- MOUNTAIN VIEW - POST COVID SOLUTIONS (2020)

RETAIL

- MALL OF ARABIA EXTENSION (2019)
- MARINA HOME INTERIORS (2019)
- OSCAR GRANDSTORE - MAADI BRANCH (2020)
- ABU AUF - OSCAR MAADI BRANCH (2021)
- OSCAR SIGNATURE - WATERWAY BRANCH (2022)
- ABU AUF - MARAKEZ BRANCH (2022)

RENOVATION

- OSCAR GRANDSTORE - NEW CAIRO (2020)
- IMMOBILIA BUILDING DEVELOPMENT STUDY (2021)
- ELSHAMS C.E.O OFFICE @ IMMOBILIA BUILDING (2021)
- ASBELA ADAPTIVE REUSE "SABIL BARKOUK - SABIL SINAN - SABIL RUQAYYA - SABIL KUKLIAN" (2024)

ARCHITECTURE AND URBAN

- AQUILA PARCEL - ALBOROUJ (2019)
- 3 BROTHERS FACTORY (2020)
- MOUNTAIN VIEW - HEARTWORK ELEVATIONS (2022)
- ZAYED MINI COMPOUND (2022)
- THE GARDEN - INTERNATIONAL PARK (2023)
- MOUNTAIN VIEW - CLUB HOUSE (2024)



MENNA HAMZA
ARCHITECTURE AND INTERIOR PORTFOLIO
2018 - 2024