

NICHE
LUXURY LIFESTYLE MAGAZINE

IT'S INDEED
**THE MOST
WONDER-
FUL**
TIME OF THE YEAR

CHRISTMAS
ISSUE 2021



kinda

NICHE CHRISTMAS
CAROLS BAZAAR



HEBA BADR EL DEEN DARES HERSELF TO PROFICIENCY

THE
DESIGN
HOUSE
INTERIOR DESIGN STUDIO



Prioritizing people's lively needs and requirements, The Design House creates soothing graceful homes that will get you connected with every piece and corner. The elegant interior design studio was founded in 2005 by Heba Badr El Deen, a creative designer and architect who has more than sixteen years of experience delivering more than eighty turnkey projects. Throughout her career, she has been unaffiliated with her exposure on social media, being more concerned with her exertion.

Infatuated with Kelly Hopper, Heba has a thing for contemporary and modern lines although she also works on various other styles, but that's her special taste and preference. Her color palette is all about "neutrals" and she loves working with earth colors and muted tones, mixing different textures and light effects. That's her edge!

The Design House gives great attention to the client's preferences, believing that every home shouldn't be detached from the owner's character; every house should have its own personality as well. Heba puts all her years of experience and knowledge to work to meet her clients' needs and helps them enjoy a warm, welcoming, and functional home in an environment where all their requirements are elegantly laid out.



Sh
SHUROOQSALEM
Design studio

LIVE THE INSPIRATION AND LUXURY WITH SHUROOQ SALEM DESIGN STUDIO



Aiming for a pleasurable experience and value that merges functionality, superior quality, and creativity, Shurooq Salem Design Studio creates bespoke and matchless projects for their clientele. The ultimate destination for modern and luxurious principles of design is presented by the artist Shurooq Salem, the founder of S.S. Design Studio. Based in Egypt with projects worldwide, S.S. architects, interior designers, and builders cover all sectors of interior design and architecture, offering a diverse range of services from planning, through design, construction and management. Their goal is to create a new quality of life by providing their clients with a sense of exclusivity and sustainability for many years forward. From the beginning of the design project to the furniture production, they design a luxurious

lifestyle based on a concept which deals with interiors as art. Completing notable projects and turnkey solutions in many prominent all-residential, commercial, and landscape designs sites throughout Cairo and and the Middle East, they have achieved elegance and luxury in every exterior and interior design, to the most advanced and outstanding quality standards.



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ETRU
DESIGNS



ETRU Designs: Building For Tomorrow Using TODAY'S EXPERTISE

ETRU Designs is a multi-disciplinary design studio founded by the brilliant mind, Arch. **Ahmed Sorour**. The firm has positioned itself at the forefront of high-end administrative, commercial and residential design practices abroad and in Egypt working on private residences, hotels, restaurants, hospitals, retail experiences, and workplace environments. ETRU Designs seamless physical experiences are tailored to their client's individuality, combining principles of great design with a clear vision for the outcomes they seek to invent. They consider each new project as an opportunity to bring a unique and powerful story to life. Their history of major projects includes innovative designs that seek to be extravagant and noticeable. This is how they gained their reputation and won the trust of many official authorities like MOH Egypt (Ministry of Health), OHA Head Quarter, and MOMP (Ministry of Military Production) as a creative, meticulous, and luxurious design studio.

WB: etrudesigns.com IG: [@etrudesigns](https://www.instagram.com/etrudesigns) FB: [ETRUDESIGNS/](https://www.facebook.com/ETRUDESIGNS/) Tel: 01033655050



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Empire Creating Hallmarks of Design & Build



Empire is an award winning interior design and construction firm based in Cairo since 2003. They have been providing clients with complete solutions all the way from concept through to completion. Collaborating with big names and brands, Empire provides full finishing services and installations on large-Sized commercial projects in Egypt. The luxurious design house provides a unique and distinctive identity for each and every project including design and build, structure construction for retails, administrative offices, F&B Sector café, restaurants, and other commercial spaces. By merging all the key renovation services, Empire avoids the holdups in designer-builder communication and simplifies the process making it easier to deliver your project within the expedient timeframe and budget. The main goal is to establish strong and trustworthy connections with our partners through delivering eco-friendly world-class finishing in our interior design and commercial construction concepts. In addition, they execute and complete all projects in such a way to create an ambiance that will echo the desires of their Clients' hearts and bring their lifestyle in harmony with nature.



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Enigmatic Fashion Evolution

HE



by Heba Edris

Phone: 01002613757

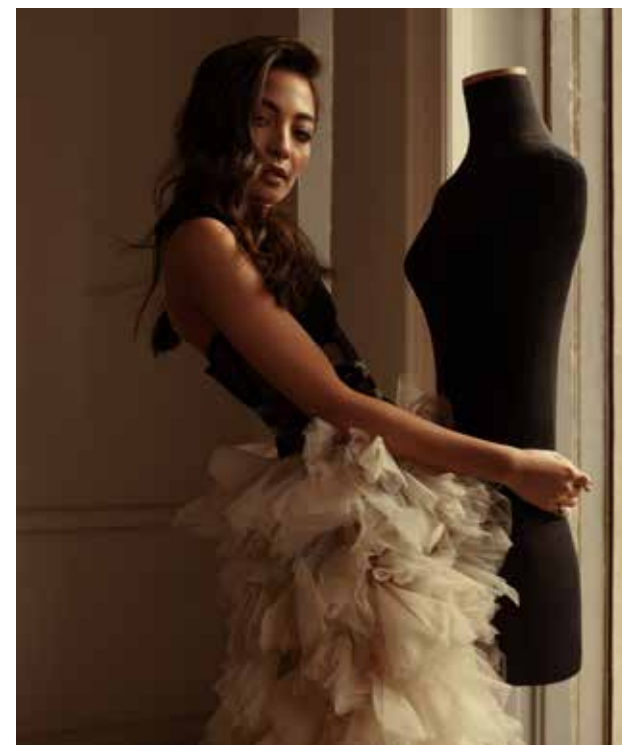
Facebook: Heba Edris Haute Couture

Instagram: Hebaedris_hc

With more than eighteen years of experience in the couture world, Heba Edris has managed to achieve a balance between creating artistic pieces they love and using the right showcase for her amazing pieces. She has survived during fierce market competition through her incomparable trends. Her sincere passion has brought out the best in each and every woman who wore Heba Edris feeling rather compared to a model. She



to fit a contemporary woman perfectly. Heba Edris Couture is now a brand for every woman out there, regardless of her shape, size, or form. They present a bold and fearless style that complements every personality believing that a woman should celebrate herself on a daily basis. Their hottest next challenge is producing a new line of athletic women's wear to encourage women to incorporate sports and working out into their lives.



has never failed to astonish her audience with every fashion season, especially "Fearless Elegance".

"A story with all the struggles and triumphs" was the purpose figuratively visualized through the choice of fabrics and color palette, as each piece carried both elements of vulnerability and firmness all at once. They took historical fashion moments and silhouettes, then re-interpreted them in a modern context

HE
HEBA EDRIS
HAUTE COUTURE





EXPRESSING EMOTIONS THROUGH OUR DESIGNS

Alaa Shabana Architects envision a world where architecture enhances the quality of life. Introducing new and bold architecture, their design philosophy presents an advanced different sense of space. Each design is tailored to be pure, strong, and distinctive for each project, context, and client. It's a philosophy that revolves around how to achieve the optimum design solution with the most innovative, creative forms and shapes



Integrating beauty, quality, functionality & innovation all together for the best output. They create Architecture that resists the passage of time, without becoming obsolete. Alaa Shabana Architects don't just talk about construction, they talk about conceptual designs.

Tmour Elaula

The concept is based on the interaction between modernity and historical architecture and how to make a fantastic combination, using high Gloss materials and elements with old right textures.



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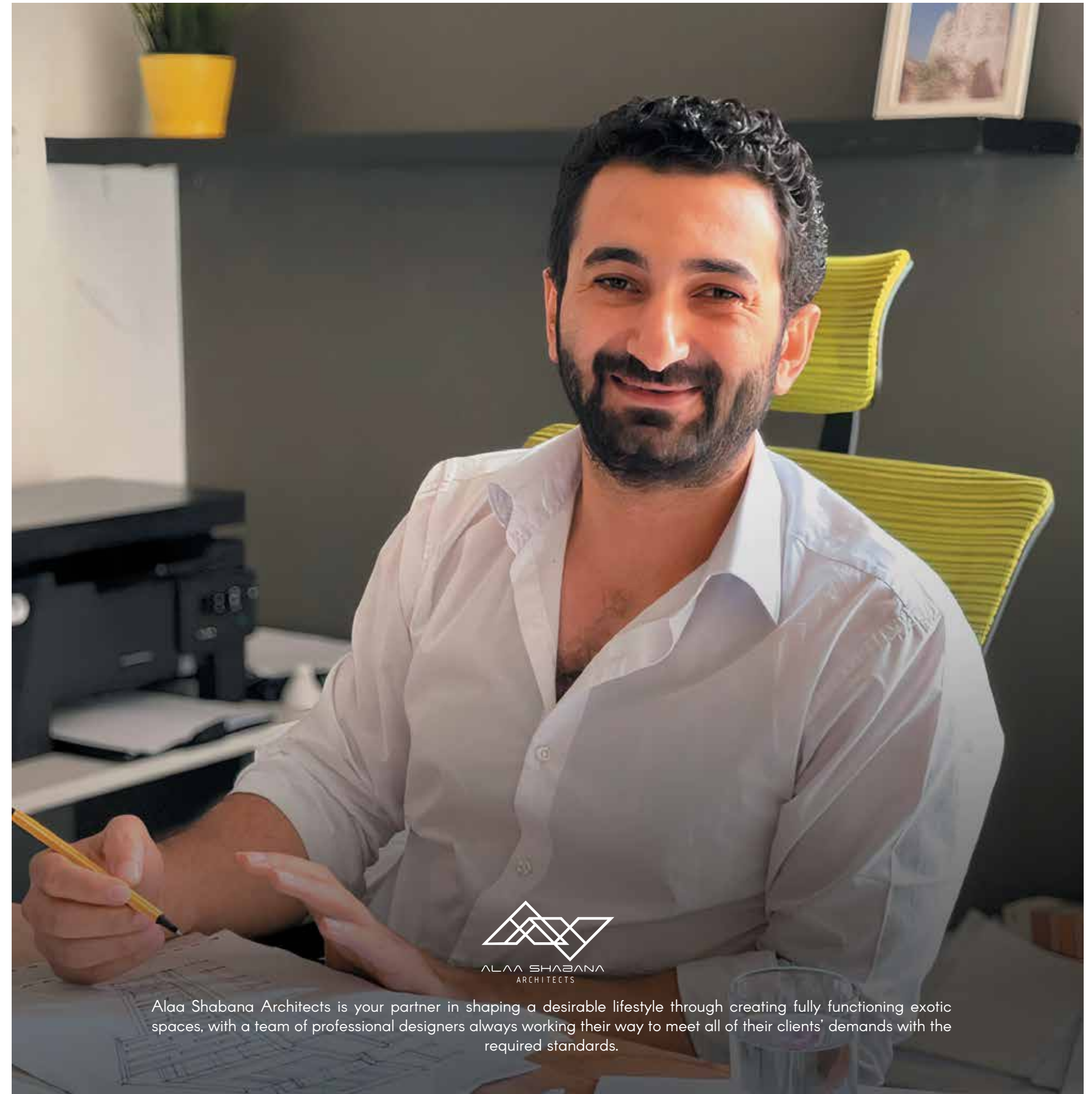
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Alaa Shabana Architects is your partner in shaping a desirable lifestyle through creating fully functioning exotic spaces, with a team of professional designers always working their way to meet all of their clients' demands with the required standards.



26
YEARS
OF WOOD IMPORTING

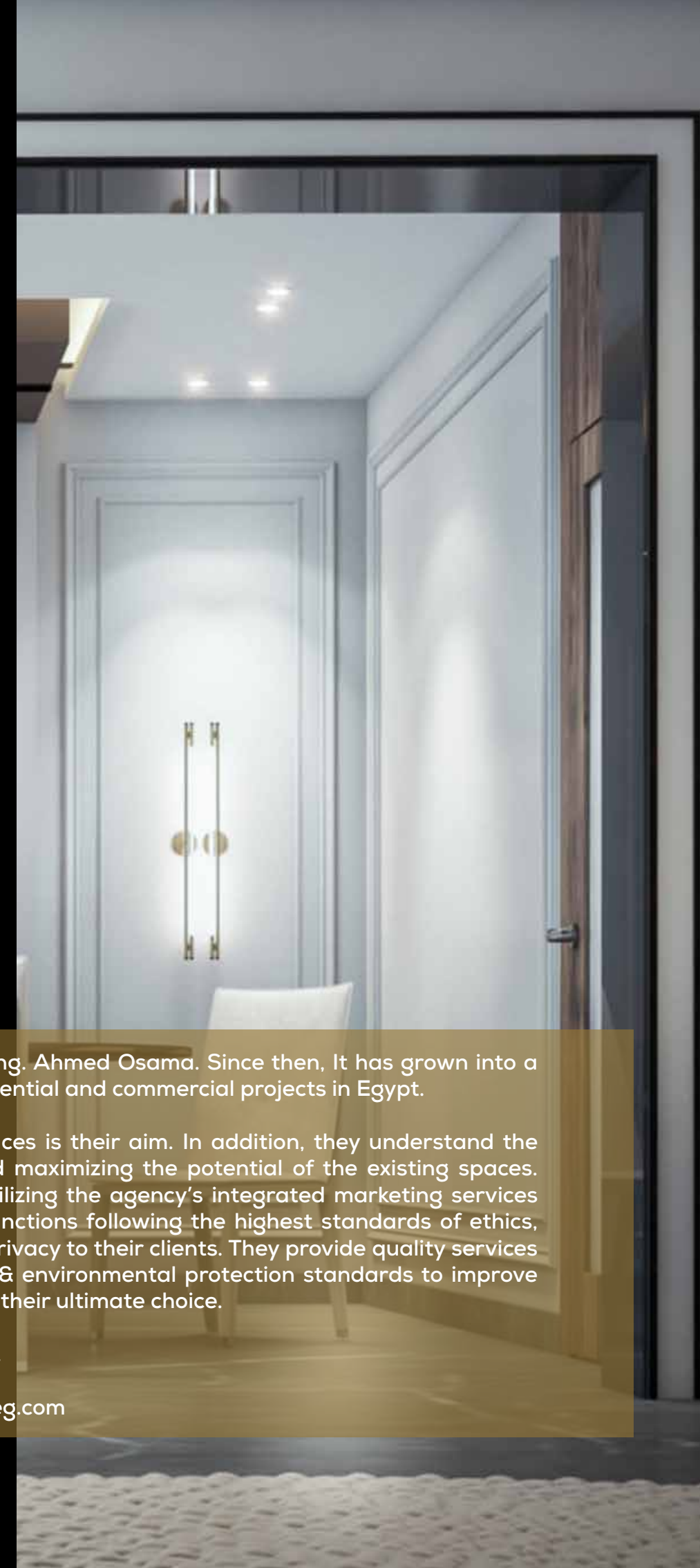
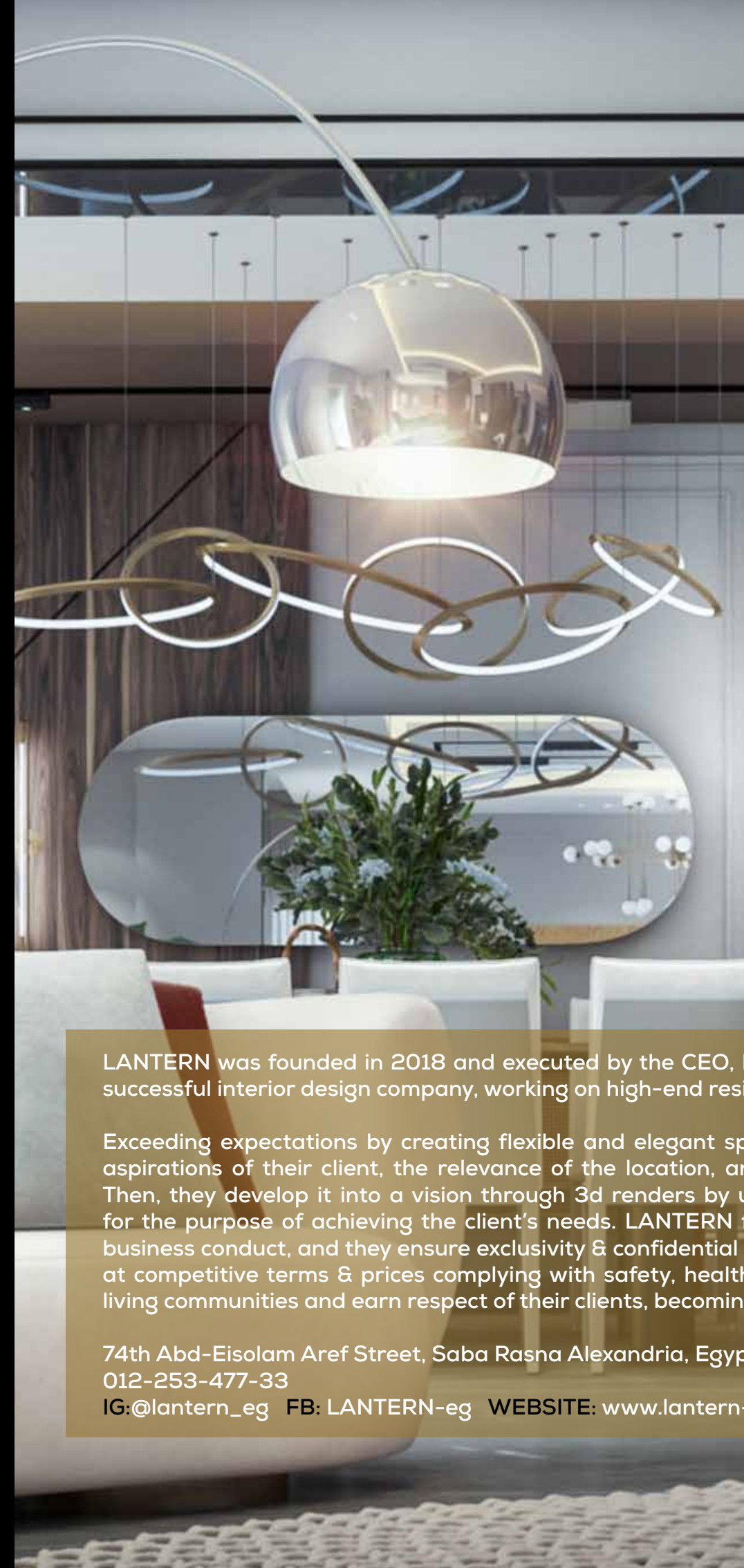


—
EXCEPTIONAL QUALITY OF WOOD



Wag Rashad





LANTERN was founded in 2018 and executed by the CEO, Eng. Ahmed Osama. Since then, It has grown into a successful interior design company, working on high-end residential and commercial projects in Egypt.

Exceeding expectations by creating flexible and elegant spaces is their aim. In addition, they understand the aspirations of their client, the relevance of the location, and maximizing the potential of the existing spaces. Then, they develop it into a vision through 3d renders by utilizing the agency's integrated marketing services for the purpose of achieving the client's needs. LANTERN functions following the highest standards of ethics, business conduct, and they ensure exclusivity & confidential privacy to their clients. They provide quality services at competitive terms & prices complying with safety, health & environmental protection standards to improve living communities and earn respect of their clients, becoming their ultimate choice.

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Meet The Archist

Founded By Ibrahim Magdy



The story began back in 2012 when **the Architect Ibrahim Magdy** graduated with high honors and decided to establish a unique and masterful visionary design studio to inspire the world through his work. Ibrahim believed deeply in the effect of science, color ratios, energy, and psychology when designing, therefore, he focused on the concept of energy through his designs. **The Archist** offers the best interiors, architecture, planning, landscapes, and layouts solutions. They realize that each and every project is unique; hence, they treat each scheme with dedication and world-class level with ultimate attention to details. The team also combines design experience through concepts ensuring colors, qualities, metals, and materials all work in harmony to give exceeding results. **Archist's** selective Clients cooperate with the team willing to not just design their spaces but make sure that their future time spent in these spaces is fruitful. That is achieved through the team's concern with the space energy and the psychology analysis of the owner before they come up with the designs and execute. **The Archist** have done exceptional work at Hyde Park, Lake View, Beverly Hills, Mountain View, Dyar, Katameya Dunes, Katameya Heights and recently they hold large-scale projects in New Administrative Capital City. While abroad, they have executed projects in Switzerland, UAE, Saudi Arabia, and Kuwait. "Archist is not a blend between Art and Architecture; it's an international rank that you'd have to work hard to obtain and it's referred to by the character in our logo." - **Ibrahim Magdy**

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COVER STORY



Niche Magazine is honored to have Awad Rashad, the founder, and creator of Aro Art Group and Cibus, on our Christmas cover. The Innovator, Awad Rashad, has masterful business leading powers which enabled him to establish the world's top trademarks for wood such as Ingleno, Faggio, Spaan, Fibra, Tropik, and Cherry Hill. He has established an emperor being the pioneer of wood trading and manufacturing creating history for over twenty-six years. With captivating patterns, numerous shades, and diverse surface finishes, Aro Art Woods are guaranteed to enhance the character of any space or production. A year ago, He has decided to achieve a longed-for dream of opening the best French bakery in town so he created Cibus to provide the most mouthwatering pastries following the highest French standards of baking.

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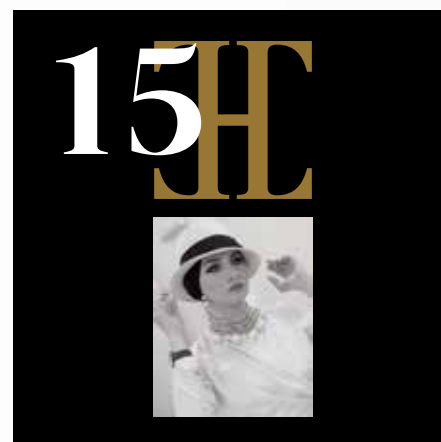
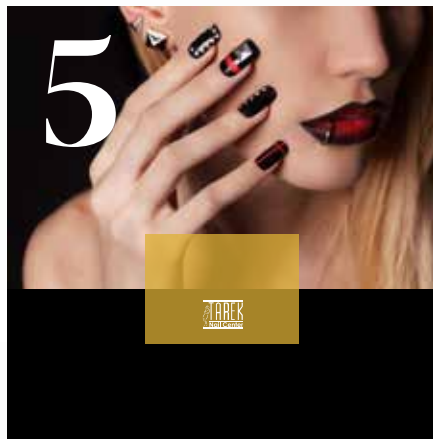
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Dear Readers,

It's quite difficult to put into words how the holiday season makes us feel during all the wonders, whimsicality, and nostalgia that accompany Christmas time. To make the season just a little brighter, we've hosted Niche Christmas Carols Bazaar. After all, it is the most wonderful time of the year.

In this year's Christmas issue, we wanted to take that notion a step further, showcasing an extraordinary group of entities who purpose as role models due to their extraordinary achievements and lavish businesses. Since our first issue, Niche Christmas has sought to showcase diverse talents with everything we do and joyful inspiring experiences. We are always striving to do better, to tell important stories, and lift a range of capacities. This year we've hosted a day to promote engagement and sustenance among every business we cherish at Niche. Complemented with entertainment, interesting artful workshops, and talks, we've brought booths together to celebrate success.

As much as how this season was busy with celebrations and hard work, we've got to get ourselves ready for the fascination of next season. Enough said! Let's get ready for Niche Awards.

Nady Gebaly

AYMAN FERGANY

DISPLAYS EGYPT'S TOP DESIGN TRENDS



RAJANY DESIGNS

When and how was Rajany founded?

I have always been interested in art and creativity since attending art class as a child. During secondary school, I started to draw plans for my home and my friends' homes, and that's when I knew I wanted to learn more about the subject. I joined Architecture in the faculty of engineering, Ain Shams University. Then, I graduated in 1997 to start my design career and established Rajany Designs.

Can you tell us more about Rajany?

We are an experienced and specialized architecture, interior, and landscape design firm. Our diverse design experience includes various commercial and residential projects. Our commercial work encompasses club and amenity centers, restaurants, automobile showrooms and corporate offices, while our residential work includes custom and model homes, from new construction to remodeling design and more.

Is design an art or a science?

I think it's a combination of both art and science. Coming up with a design concept is an art. Determining the numbers, elevations, floor plans and calculations is the Science aspect of it.

What field of design are you most interested in?

Thankfully, I am doing what I love which is Design. That's why I went through different kinds of projects. I consider every project as a new challenge.

CONTACT US

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What's the biggest lesson in your decade career as a designer?

That it's not about me and what I like. It's about the client. The sooner I stop convincing you about what I like sooner you get your dream space.

What is the project that you dream to add to your portfolio?

I dream to add a luxury retirement living project to our portfolio. As it's a new concept in the Middle East that needs lots of details which will be very challenging.

What is the most rewarding thing about your job?

The most rewarding part of my job is being on-site and seeing the ideas I have created come to fruition. It's great fun making designs, but collecting all the pieces for it and physically being in it is the best.



ROLLING SHUTTERS THE BEST MODERN SOLUTION FOR YOU

Pro Shutter

Is one of the leading companies in the manufacture and installation of rolling shutters for more than 5 years in the Egyptian market, and it enjoys a good reputation in a large number of compounds. The company cooperates with many designers, architects, companies, and homeowners to always provide the best. Pro Shutter always works on the principle of honesty to gain the trust of all customers besides owning a team of highly trained technicians and sales consultants to advise you and ensure that you get what suits you with the best quality and guarantee.

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A talk with the renowned filmmaker *Amir Ramsis*

Amir Ramses has a triumphant career thanks to the release of his extraordinary movies that had touched us in different ways such as "Waraqet Shafra", "Betawqeet El Kahera", "Akher El Donia" and his latest work "Curfew". His rise to stardom was very influenced by his work closely with the legendary Youssef Chahine which is something he recently spoke about during his interview with Niche Magazine for this season's issue. The 42-year-old Egyptian Director and writer — whose movies have rounded the world's top festivals winning famous awards— has surprised us with his high sense of humor which he highlighted that it's usually not expected by people who are not close to him.

After Curfew's booming in Cairo international film festival last year and winning three major awards including Best Director (Amir Ramses), Best Actress (Elham Shahin), Best Film Awards, will we be seeing more of your work soon?

Well, this year I was only present at ClIFF a guest, besides some of the movies which have participated in this year's 43rd edition of ClIFF. I've already watched in several international festivals. In the meantime, I am occupied with a new series, the color of the sea "Lon El Bahr". It's a 15 episode series starring Khaled El Nabawi.

Which of your works is the closest to your heart? And why?

I would say Cairo time "Betawqeet El Kahera" because I prefer humor at all times although it may not be that obvious, it's who I am. The whole story with the plot, the characters, and the dark humor just connects to me in a way and people always relate me to Woody Allen for that.

What's your favorite Musical? In your opinion why don't we have musicals?

I have many favorite musicals Egyptian and international like "Into the Woods", "Sound of Music", "El Karnak" and more. I would say that Musicals and performance movies require a greater budget than what's considered and at the same time they would rather use that budget to create a massive action scene like a 50 cars explosion. It takes a bold pioneer to take the initiative because it requires preparations that are now being neglected. I remember the "Carmen" performance in "Alexandria New York" took 3 months of intense rehearsals to be watched for only 10 minutes.

If you would work on a Musical, who would you cooperate with?

Well for me the best two who presented Musicals are Youssef Chahine of course and Khairy Beshara so it would be hard to compete but I would like to cooperate with Bushra for her special capabilities. She knows ballet; she's also a great actor and singer, and she would fit perfectly for a musical. As for the leading actor, Asser Yassin is an experienced stage performer and he would be a good caliber for a musical.

Would the reason behind not having animation in Egypt be the focus on drama so much?

We consider the age group interested in cinema between 18 to 24 years and we see animation mostly addressed to children. This would affect the movie's performance at the box office. Also, we lack strong distribution channels post the cinema and it takes a smart production to risk and give it a try.

If we provide more devotion for the music in Egypt, Can we have a festival as powerful as Grammy's considering the conflicts taking place and the ban of some singers?

I believe that we do have powerful music production and we do have the potential. The question is why we don't have a music festival as powerful as the Grammy's. What's happening doesn't make any sense! Being in 2021 and banning singers or a certain type of music is not the wisest decision. The concern should be more about the audience simply due to the unlimited platforms and chances that the type of music you're banning can be popular on. To see progress, It isn't that easy, and it will take a strong plan beginning with schools to guide your audience.



Salma graduated from Helwan University with an MA in Architecture where she mastered the art of interior design and planning for various projects as a freelancer. Then, her work included prominent commercial projects such as governmental centers, malls, companies, offices, restaurants, cafes and also several residential villas and castles in Dubai, Saudi Arabia and more. The highlights of her work include “Active Point café & wellness center” and “Club 35 gym” in Riyadh as well as “Karamna restaurant” and “St. Regis hotel” in Jeddah And Art Dimension Company.

“ The real luxury is conveyed from leisure and not sophistication ”
Salma Maguid

Anticipating Luxury Through Minimalism With Illusion Design Studio

Illusion was founded based on the concept of merging simplicity with luxury and generalizing the idea that it is not necessary to load spaces with decorations of fashion trends in order to reach royalty. The perceptible design studio uses minimalism and to the point elements far from exaggeration, to deliver a fancy aesthetic outlook and at the same time achieve the highest functionality. Illusion uses minimalism combining good designs, comfort, order, space, clearly defined functions, and healthy restraint.

With the speed growing scale of her business and her direct strong connections in Dubai, Saudi Arabia, Egypt, and all over the Arab Gulf, Salma Maguid founded Illusion Design Studio in 2018, an international architecture and design house based in Cairo, Egypt. In the time that Illusion has been in practice, Salma has won the trust, honors, and recognitions by all of her clientele and partners for her unique representation of diverse styles such as commercial, modern, classic, new classic, and boho styles.



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Located in the heart of New Cairo, Manchester International School boasts a modern and secure campus, including sports courts, a gym, and pools. It is a selective, co-educational British school that provides education for students from FS1 to Year 12 within a school-family ethos that allows each student to feel welcome and supported.

The MIS mindset is aligned with British fundamental standards & values whilst respectfully understanding the culture of today's modern Egypt. They strive to create empowered, independent individuals who excel in their studies whilst achieving lifelong skills for their future successes and personal well-being.

Opening initially in 2014, the school provides high-quality education by following the British curriculum of England & Wales. It offers IGCSEs over Years 9 and 10, with AS/A-Levels during Years 11 and 12 in preparation for university within Egypt, the United Kingdom, and further abroad.

MIS is a legally licensed school and British Council Global Partnership School & Attached Centre, holding accreditations from Cambridge Assessment International Education and Pearson Edexcel.

Students are multilingual from Year 1 onwards with opportunities to achieve official certification from the "Institut Français" (DELF) and "Goethe Institut" (PASCH), in partnership with FH Aachen University for further studies in Germany.

Specialised curricula promote character building, key life skills & experience whilst focusing on social responsibility with a smart eco-friendly outlook. MIS is also proudly the first school in Egypt to have a dedicated Egyptology syllabus.



LET THEM DISCOVER THE UNIVERSE WITH MANCHESTER INTERNATIONAL SCHOOL



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AR-chaos is a 360 service provider with 4 main departments, Research, Design, PR & Marketing, and finally Production & Execution founded by Nada Badr, AASTMT graduate. AR-chaos aims to center art and employ creativity to create ergonomically and visually stunning user and brand experiences. They focus mainly on commercial, hospitality, and residential projects. AR-chaos have earned the trust of their clients by supporting them to reach growth and scalability.





**MILAD
RAOUF**
JEWELLERY

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“Doing something new.
That’s the adventure.”

— Adventurer, Naomi Uemura

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صناع الثقة



Valore Studio is a full-service interior design firm that engages in a broad range of projects including custom homes residential amenity and suite design; along with commercial interiors including retail, office, and restaurant design. VALORE Studio is headed by architect Ahmed Hashim who infuses the firm's creative work with a strong architectural sensibility.

Architect Ahmed Hashim established VALORE Studio Inc. in 2015 after holding a senior-level position at one of Egypt's leading real estate developments.

The core of our practice is residential design. We work closely with developers and property owners to distinguish their residential developments from our designs. We also specialize in the full design of custom homes where we culminate our experience to skillfully design the envelope of homes and their interiors to produce harmonious modern architectural compositions. Experience with commercial, retail, office and restaurant designs round out the range of our studio's dexterity.

Add. Alyassmen 6 - Villa 6, New Cairo Num. 01225809741 - 01009114583



VA
VALORE STUDIO



AK
AK DESIGNS

AMAL ELKHEDR BRINGS HER Design Experience All The Way From UK

"At first, I must say it's such an honor to be with Niche Magazine. I graduated with a BA in interior design from the University of West of England, Bristol. My journey started after graduating in 2019 when I came back to Egypt to study more courses in the design field, afterward, I decided to dive into my own experience to open up a small office. Ak Design is a startup firm based in Cairo, specializing in all kinds of architectural and interior design, with a range of services among Visualization and modeling. By balancing science and art of the interior space, I look for creative and smart solutions in any design to deliver the perfect combination to the clients' needs and interests. Ak designs offer unique ideas for all interior styles while providing the utmost comfort, the cozy, affordable environment at home, work, and in public spaces." -Amal Elkhedr



Amal Elkhedr





AN INTERVIEW BEFORE YOU CHOOSE A DESIGN WITH OWNER OF DECORISTA

Amira Khedr

is now a prominent name in the field of Interior design and architecture. When and how did you begin your journey?

I graduated from Cairo University, majoring in architecture, then my post-education was in Berkeley, California. Living abroad has enriched my experience and broadened my judgments to understand that success has no limits and that I should always keep striving.

You've participated in several exhibitions and panel discussions. Can you tell us about these experiences?

Yes, exhibitions are very important not only for clients, but also for me as a designer to keep on track with the latest materials, furniture, designs, and more. Some fear that their designs may be copied and that's normal yet I believe that it's a sign of success. It then becomes your role to come up with more new trends so you can be a leader who is followed.

In your opinion, how can a design reach perfection?

You simply feel the flow of it. You don't have any doubts and you don't think about it too much. It's emotionally, physically, and visually perfect! It connects to its owner or the person living or using it, and yet it satisfies his needs. Finally, it doesn't have to be visually dazzling or sparkling to the eyes. To avoid distractions, it must be calmly beautiful.

What are your favorite projects that you've designed and consider as masterpieces?

Most of my significant projects were in the US but here in Egypt, I would say "Al Moustafa Mosque" in the Fifth Settlement, New Cairo. It's a hallmark which I personally am proud of as it's not only a mosque but a vast project including a library, activities for children, community services, and more.

How do you choose the suitable colors for spaces?

Well, you have to get to know yourself first. Through a full detailed questionnaire that we do and the clients' answers, we are able to decide the styles, colors, and décor that would best suit their personalities. It's all about preferences and questions are usually not expected but they guide us to the client's satisfaction and we avoid re-working on any designs.

What was a turning point in your career? And how did it affect you?

I had two turning points the first was when I left Egypt and went to the US. As an Egyptian, it was a change of culture and place which I wasn't familiar with and that's what inspired the idea of the Facebook group "El Beit El Kabeer". The second turning point was coming back to Egypt with all the experience I gained and my enthusiasm to implement it in my work.



What advice would you give to young designers?

Don't just follow the drifts or what everyone's doing because it may not be suitable for your client. Understand that interior design is all about your client, not the trends.



ROMAN DESIGNS NEVER GO OUT OF STYLE

K.A is a specialized Interior Design, Architecture, and Landscape Design studio. At K. A Interior Design, they always aim for a new innovative way of design thinking. Through their daring and exclusive styles, They have shown incomparable designs. They are in constant search of new materials and unique furniture pieces so that each space is fully represented with its own essence. One of their latest Interior Design projects is the Luxurious Roman Neoclassical style reception. The design features a warm color scheme of the palette of grays & browns infused with a daring French navy-blue sofa, a reflective black ceiling that adds depth to the space, and artworks and sculptures picturing the Roman Character.

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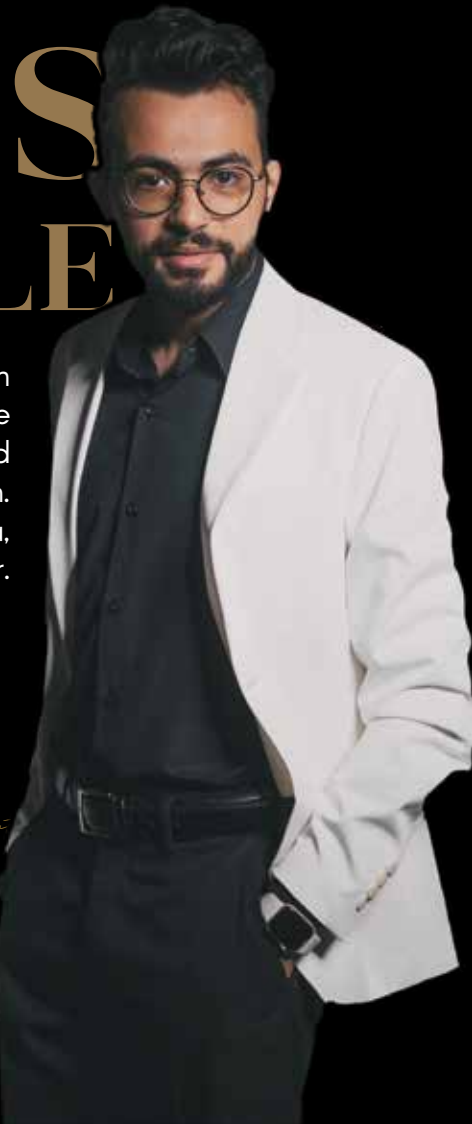


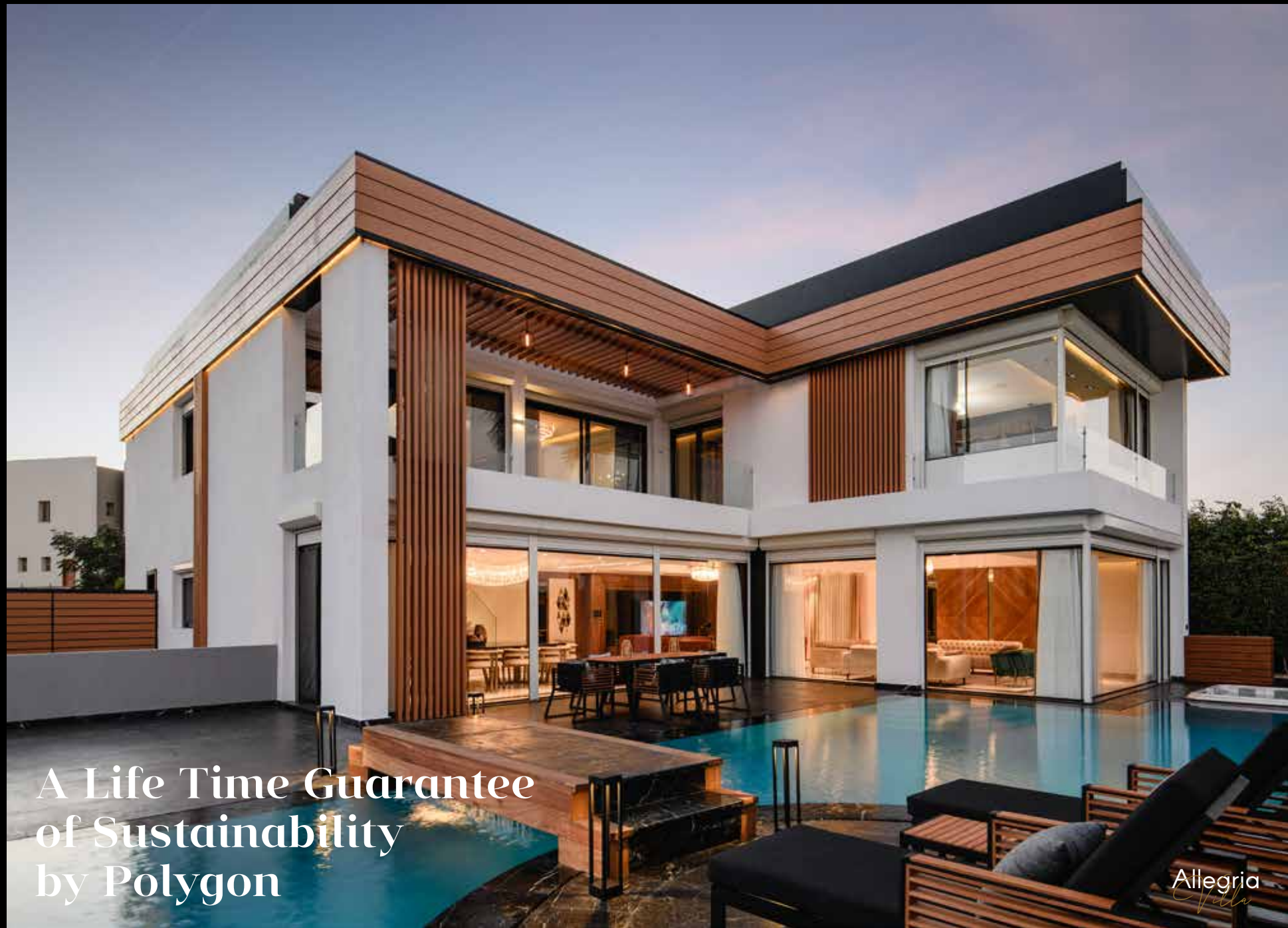
KA | Interior Design



@ www.instagram.com/k.a.interior.design

Karim Abdel M...





Polygon was founded on the basis of 25 years' experience captivating spectators for over two decades. It was introduced to the platform for being distinctive, effortless and influential because whether it's in style, durability or value, they have got what it takes to reach perfection. In addition, Polygon guarantees 100% sustainability to all of their executions as well as aesthetics and functionality. The story goes back when the three musketeers were still studying Architecture and they decided to start design and execution of projects on their second year. Afterthought, Abdelrahman, director of design department, Mohamed Tarek, directing manager, and Mostafa Samir, business development director, became responsible for turnkey projects between residential, administrative, constructions, and more.



Polygon has worked on several residential projects in prominent compounds such as Allergria, Rehab City, Madinaty, and Sodic West. One of their most significant projects is a 530 sqm villa on 1200 sqm land which the owner wanted to expand and enlarge maintaining its architectural structure. They managed to renovate it through a different outlook for the exterior and expanding it space area to 940 sqm along with landscape, swimming pool, solar and heating system, and smart home system.





PIONEERING DEVELOPMENT IN CONSTRUCTION AND DESIGN

Yasser Shahin



Legacy Consulting & Design is a full-service design firm with over 15 years' experience founded by Yasser Shahin. They have successfully completed renowned projects including Resorts, Country Clubs, Spas and Fitness Facilities, Corporate Office Designs, hotel designs, and Residential Designs. They manage all aspects of the design process and they utilize their experience across sectors of interior design, architecture design, space planning, project management, and architectural and interior consultation to deliver innovative and practical solutions to clients. Their vision centers around transforming spaces into a fully functional, comfortable, and innovative areas that truly reflect their clients' style and needs while their goal is to exceed clients' expectations as well as supporting strategic objectives and creating a unique environment. All aspects from initial planning and briefing, through to detailed design development and technical documentation to on-site administration are completed as well as post-completion analysis. They offer services in residential, corporate and commercial, retail, recreational, health and fitness, and hotel. Key Services offered through their collective experience and knowledge in the industry range from architectural to interior design, along with coordinating appropriate turn-key decor solutions and providing a complete service to clients.



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OUR PARTNERS





Engineer Iman Ali

holds a Bachelor of Fine Arts, Department of Interior design, and has worked for over 9 years in interior design. She then decided to follow her passion and shifted to wedding planning as she wanted to have her space in sizes and color consistency, and also for creativity. She follows her intuition and secret skills to combine what she wants in the smallest possible areas. She worked for 6 years in the field of events and weddings planning on very prominent events. Of course, Interior design supported her in the matter, and being mainly a decorator; she knows very well how to play with colors and spaces, so it worked smoothly for her.

In fact, she worked on various events, including indoors and outdoors and with most of the hotels and prestigious halls, and also Open-Air venues in many private garden villas and others overlooking the Nile. In the meantime, "Iman Ali" is a popular name in the field of events and wedding planning to create top-notch ingenious ideas.



ASA TRACKS THE HALLMARKS OF GREAT ARCHITECTURE

Leading an ambition to create artistic and academic architectural designs, ASA became one of the fastest-growing companies in integrated architectural services. Since their start in 2013, they have ignited a spark in Abu Dhabi with their first project, "YAS ACADEMY SCHOOL" that marked their success story.

Following their first job's footsteps, they challenged themselves to introduce new dimensions in architecture, interior designs, and finishing-works to create a potent impact in which clients would meet & experience beauty standards in their architectural designs.

As architects, their mission is to meet people's expectations and perceptions of space to experience design solutions' perfection.

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Villa 127, Al-Narges 6, 5th-Settlement,
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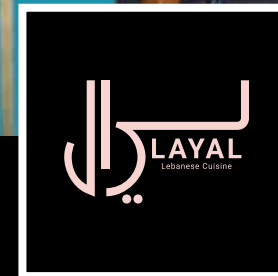
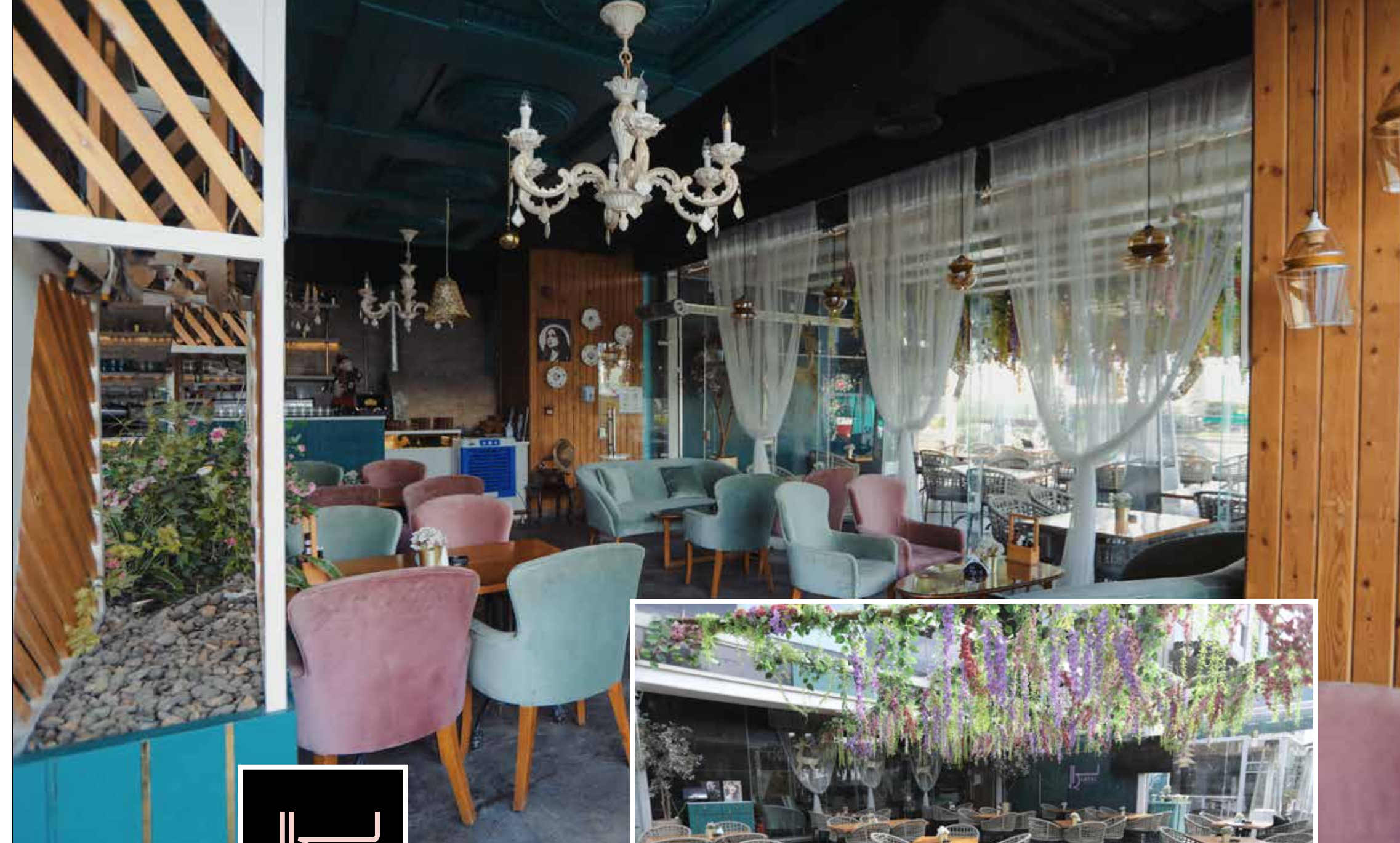


Youthful Spirits in Memorable Night Outs by Yasser Shaker

Are you looking to listen to your favorite hit songs from the '80s and '90s but can't find the right group or location? Don't Miss **Yasser Shaker's** Happiness events series, where you will find like-minded people and relive the golden days. Yasser Shaker is a bestselling author, international motivational speaker, leader in the science of optimism, mega team-building trainer, and a legendary '90s entertainer. **Yasser is the founder and the CEO of three best-in-class events management companies:** "Optimistic Spark" for Team building, Corporate Events "DopaminZ" for promotional and marketing events, and "Happy Time" for Special events. Yasser usually interacts charmingly and passionately with all his guests making them feel sincere and most welcome. He has a purpose and a strong vision from organizing these Happiness



Nights which is getting in touch with his friends who have shared great memories a long time ago. In addition, Yasser dreams to create a community that addresses and elevates our generation's level of positive mood, self – appreciation, self – fulfillment and increases the overall quality of relationships, personal life, and joy by reviving nostalgic memories. Hosting these special nights, he believes these events are a small act to work-life balance, self-love, youth, and contentment, which boosts the energy to perform better in personal and professional life. Escape your stress and find your energy booster at one of Yasser Shaker's lit events coming soon!



LAYAL LEBANESE CUISINE

Authentic Lebanese cuisine bringing you Lebanon's well-loved recipes, cooked and seasoned to perfection with spices from the very heart of Lebanon to Cairo's Downtown Katameya Mall.

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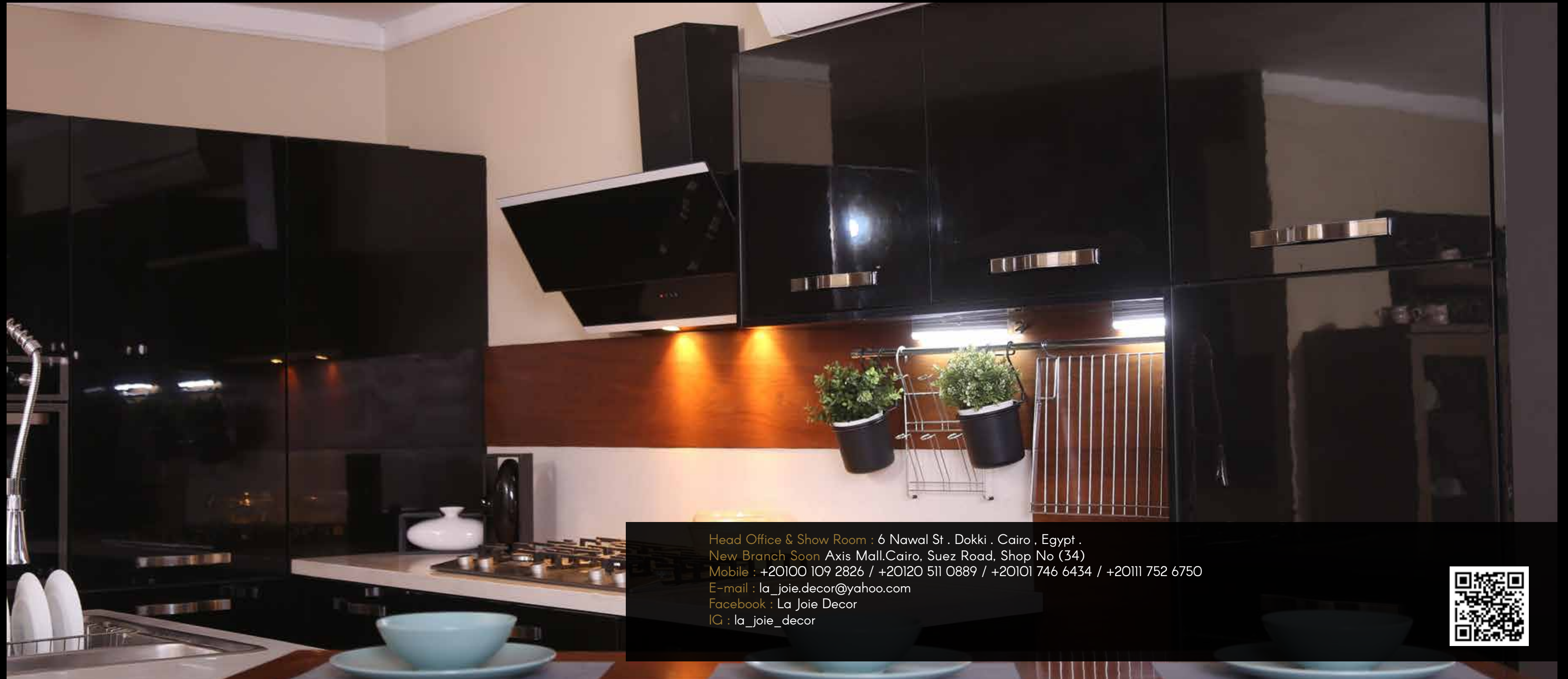
La Joie Décor Celebrates the Vital Pleasures of Life



Samer Wassef, the chic artist behind La Joie, gathers details going beyond just practical and functional requirements, but he creates designs that beautify your home experience and enjoyment of space. Since childhood, he has loved art, and so interior design was both his major and hobby. He worked closely with prominent names, where he was lucky enough to discover his capabilities being in charge of full projects. In 2005, he took the bold decision of establishing "La Joie Décor" at a very young age depending on his talent and experience. La Joie Décor provides a tailored design service approaching each client with a fresh perspective of elegance and allure, bringing new concepts from a wealth of experience. Samer Wassef has participated in many exhibitions, especially Le Marche since 2010, and visitors would admire his work along with other famous brands due to three major features; innovations, quality of materials, and perfect finishing to the extent that they would usually think the brand was German. Now, and after having lifetime clients and their children cooperate with them, La Joie Décor is opening their new branch in New Cairo with a brand new collection that will definitely turn heads.



Samer Wassef



Head Office & Show Room : 6 Nawal St . Dokki . Cairo , Egypt .
New Branch Soon Axis Mall.Cairo, Suez Road, Shop No (34)
Mobile : +20100 109 2826 / +20120 511 0889 / +20101 746 6434 / +20111 752 6750
E-mail : la_joye.decor@yahoo.com
Facebook : La Joie Decor
IG : [la_joye_decor](https://www.instagram.com/la_joye_decor)



TRANSFORMING LINES INTO

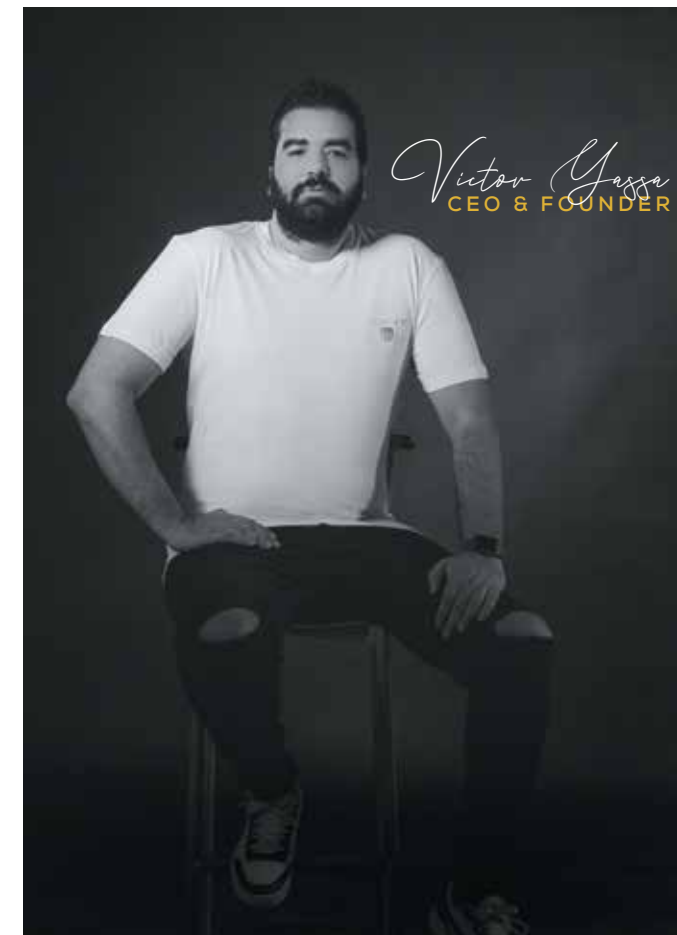
TANGIBLE REALITY

As complicated as it sounds, it's a lot simpler with Dr. Mohamed Thabat. Where art and realism cannot live together, He creates artistic designs that would surprise you of how similar it is to your imagination, yet it's very functional to our daily lives and very much connects to our reality. He believes that one should only design what he can realize. MTH Designs is a Cairo-based architecture and interior design firm known to create awe-inspiring spaces for their clients. It was founded by Dr. Mohamed Thabat who holds a master's degree in landscape and Ph.D. in interior design. According to their work, MTH Designs are leading the way in innovative design solutions.



MTH
DESIGNS

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IG: mohamed_thabat



**V&R Kitchens-Victor Yassa
Provides A Remarkable German
Experience For Kitchens**

Specialized in the highest products quality in both kitchens and dressing rooms, Kitchens-Victor Yassa Designs has been in the market since 2017. Their story goes back to 11 years ago when Victor Yassa started working in the kitchen industry in one of the greatest German brands in Egypt and achieved great success back then. Formerly, Victor Yassa launched his company to represent local kitchens and dressing rooms with German experience and exceptional quality.



Address: 8th District, Sheikh Zayed, Giza, Egypt.
Num. 01007725050
Facebook: V&R Kitchens-Victor Yassa Designs
Email: Victor.Yassa@hotmail.com



RMB IS CREATING EVERY SPACE WITH A STORY THAT INSPIRES YOU



3. Do you recall a very challenging project that you encountered and how did you manage it?

RMB design house is currently focused on a large-scale project that will be launched in 6 October City. This project was by far the most challenging yet the most enjoyable the full team is currently working on. We started from the planning by setting a time line glide path to bring the project to success, next to the project management gates and coordinating between the team members to bring the project to be a breakthrough in the design era after conducting a deep customer-focused project research. Hence, we didn't only focus on the aesthetics part of the project but we also focus on bringing the best solutions for the space meeting all the requirements.

4. What makes RMB designs special?

We believe at RMB design that there are no rules and roof for innovative concepts to the designs. We are always dedicated to going beyond and the extra mile; to bring new perspectives and customer-focused innovations based on deep analysis and research findings. A growth mindset is what makes RMB design special and unique to always meet our customers' needs and even beyond.

5. What are your aspirations for RMB?

RMB design aspires to be a market-leading customer-focused design house with a vision to keep our innovative designs customer cantered. We are dedicated and energized as a team to put our experience, love, and passion for design with our growth mindset, to bring innovative design concepts for every project, we work on to achieve irresistible breakthroughs in the design field.



1. How was RMB Design House Founded? And when?

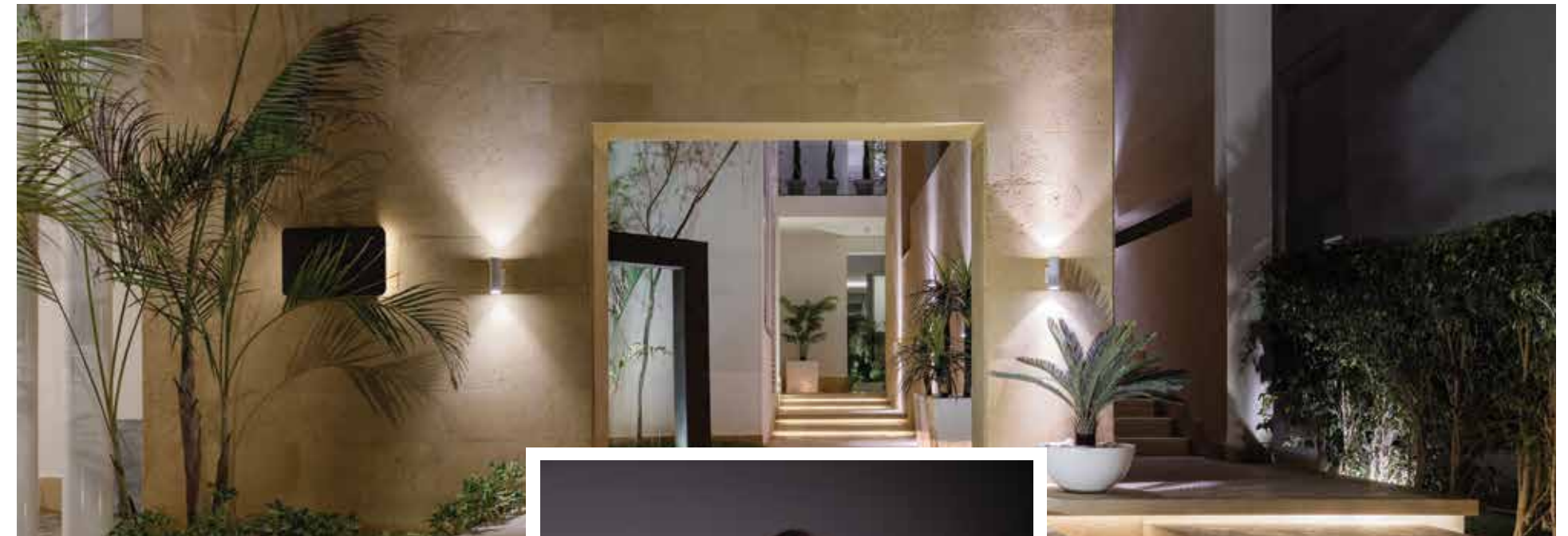
In 2017, I decided to challenge myself and follow my passion. I started dedicating my time and energy to RMB design studio initiative after my first project post graduating; as it succeeded beyond expectations thanks to the support of my professors and loved ones. This project was my first-hand experience to get out of my comfort zone and also observe my strengths that I am currently focused on to bring in all of RMB designs and continue challenging my best out of my comfort zone to unleash more new potentials and possibilities in the design world.

2. What services do you provide?

Interior and exterior designs were RMB Design studio bread and butter when it was first founded, yet as the scale of work and projects became bigger and more challenging, RMB design is currently stuffed with a full team each of them is a leader in their area of expertise. The team members have hands-on experience that can provide full design Services (Interior and Exterior design, Architecture, Landscape, FF&E, and contracting services.



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FACEBOOK: RMB Design House



MF DÉCOR THE RULES OF BREAKS INTERIOR DESIGN

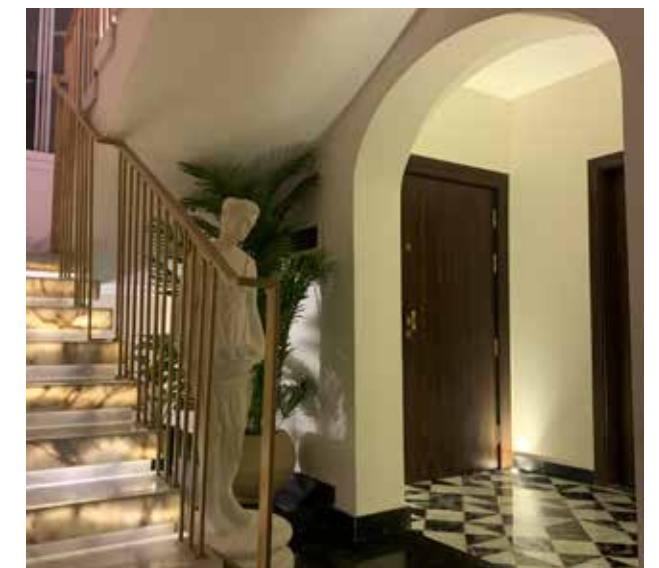
Gaining popularity due to many recommendations, the talented designer Sherine joined interior design as it was her passion. Studying her clients carefully, she ensures that all their requests are met and convenient to their lifestyles and taste. Sherine is very selective when it comes to her clients who already appreciate and understand Sherine's exceptional visions. Besides having long conversations and discussions, Sherine believes that she is gifted with the ability to analyze people. Studying their lifestyle and a couple of visits to their home, she can decide on what will make them comfortable and satisfied.



**Eng. Sherine
El Essawy**

That's how she smoothly gains satisfaction from her clients. Sherine has the intuition of feeling people's energy and positioning it perfectly to their space as she believes that everyone influences their own energy it's just her role to discover it. And that's the reason behind not having a signature in her designs as she creates homes that reflect the owner's personality and energy. She creates a signature for every client so that they would perfectly fit in their spaces.

Phone: 01000005354
Instagram: MFdecor.official





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ARCHA SOLUTIONS

UNIVERSITIES OF
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The Creative School

ARCHA Solutions is a consultancy company established in Cairo in 2013. Prof. Emad Elsherbiny's vision is to provide his selective clientele with the most professional project development and management team. Being ARCHA's CEO, Prof. Emad Elsherbiny is also the department head of Architecture & Engineering at Cairo University has been the principal business director and chief international consultant since 1996. Specializing in Architecture Design and Urban Development, Dr. Emad's knowledge and international experience are extensive.

ARCHA specializes in every aspect of the construction of environmentally conscious functional structures. By providing a complete service of project management and supervision from conceptual design to final occupancy. Moreover, ARCHA works on a diverse variety of projects, including big residential master plans, commercial and administrative structures, hotels and hospitality, religious facilities, as well as private interiors and landscapes.

At ARCHA, they take architectural and interior design to a whole new level, seeing it as an art whose major goal is to give their clients the opportunity to live the experience of creating their own ideas and to provide them with an enormous, secure, knowledgeable international engineering and architectural organization that provides professional consultation on all aspects of property development, project construction, refurbishment, historical restoration, urban design, and landscaping or any other building program discipline.



Palace designs for interior, exterior, and furniture design was founded in 2015 with enormous experience in crafting and developing elegant spaces. Since their inception, their client's interest and needs are their priority and that is what has earned them their confidence, which is one of the reasons for their success and distinction. They are always keen while choosing their team and training them professionally so they can carry out perfect, accurate, and creative designs to reach high-quality implementation. Always seeking development and expansion, They've enriched their experience through designing and implementing commercial, residential and administrative spaces inside and outside Egypt. With pride, they can transform your dream space from a fantasy to a 3D design and then craft it into a reality typical of the design created. One of their latest services is reusing the client's old furniture and transferring it to a masterpiece to fulfill and apply perfectly with their new designs for their spaces. They craft your dreams to reach luxury.

TEL : 0121 0501994
IG : palacedesignseg FB : palacedesignseg



NOTHING BEATS SMART WORK AND TRUE DEDICATION FOR A FEMALE ARCHITECT.



Let's introduce our female artist, architect, and interior designer, Gehad El Sonousy, co-founder of **THE PEARL ZONE INTERIOR DESIGN**. Since earlier 2013 and for more than eight years, Gehad has started her career in architecture to be one of the most successful women in the UAE and Egypt, she started to fulfill her customers' needs by designing many luxury, residential, and commercial projects. She has started her own furniture zone to design unique furniture parts including customized tables, chairs, and gallery antiques.

She witnesses the overwhelming variety and cultural differentiation in architect concepts and directions in many countries, and she uses this variety to create minimal designs and practical smart homes.

Gehad inspires many other women for being a mother and a truly dedicated human being. Her favorite inspiring advice is:
"Love what you create, Create what you love, Inspire the world."



Gehad El Sonousy
Architect



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An interview with Samah & Amr Abdelkerim the Talented Siblings Behind Decorivia

How was Decorivia founded? And When?

"Decorivia" was founded in Abu Dhabi twenty years ago under the title "Spot General Contracting", and then it was rebranded to "Decorivia" when we landed back in Egypt one year ago.

How do you both work together as siblings?

Not only is Eng. Amr my brother, but he is also my best friend. I find joy working with him on large-scale projects as we both share the same vision, have the same personality, and cooperate in a very smooth rhythm.

Your work is very artistic and contains mural paintings. What inspires you?

I think that would be my Passion. I am in love with painting and art, and I feel like my job is to transform the character and personality of my client into tangible mural and artistic works.

What was a very challenging project that you faced and how did you handle it?

I believe it was a villa in the first settlement-New Cairo. It was a very challenging project as it required several designs from classic, semi-classic and modern designs. There were so many members in the family and each one of them wanted to feel connected to his space. We successfully managed to do this; we created the design that fits with each family member. In addition, we focused on designs that fulfill their needs and they loved it.

What makes Decorivia designs special and how do you see your work progressing?
I believe that our designs have a special taste and is easily recognized because we design with love and passion mixed with all kinds of art after deeply studying our clients' characters and needs.

How can we adjust our space designs to fit our needs?

Architectural adjustment is a must when we need a space to fit our needs differently in our family. It also takes intelligence to make good use of every inch in our free space.

How would you describe your own home?

I describe it as comfortable and filled with love, simplicity and art with a little bit of coffee aroma and amazing tunes of Fairouz all over my house.

What are the most significant projects that you consider to be very unique?

It was designing a mosque which was only 100 m² bringing out the Islamic art and spirituality both mixed with modern designs. We were so proud and satisfied with the outcome; it was beautifully accomplished exploiting every space we had.

What are your short-term and long-term aspirations for Decorivia?

Regarding our short-term goals, we are currently focusing on commercial and structural projects and we are also focusing more on creating experiences and spaces that people will admire. With regards to the long-term goals, we aim to be among the top interior design companies in the Middle East and to go global within a few years.

Describe your designs in one word.

I am usually haunted by the spirit of art...so, spirited!



OVER 40 PROJECTS



For Vertex, every design is a journey that begins by identifying the very special features of each customers' personality and the nature of his/her profession. From their experience, they know how the selection of colors and distribution of areas affect the physiological status of people. Vertex cares about creating a design that provides beauty and comfort.



www.vertex-designs.com
01211114506
Head Office
227 El Narges 5th Settlement

Designing implemented finishes and supplied furniture for many types of projects such as administrative, commercial, residential, recreational, and educational. Vertex always seeks simplicity and elegance in their designs while maintaining the highest health and safety standards, leaving an unforgettable touch wherever they are.



SANTA CLAUS MYTHS & FACTS



Ever questioned if Santa Claus was a real or a fictional character? We all know that every tale we heard when we were young had a little bit of truth. It's not always fortunate though, that the true story is as happy as the tale we heard about; yet it's good to know that our favorite tale is connected in a way to reality. Well! We all know that Santa Claus was a jolly old man who walked the streets on Christmas Eve giving gifts to children. But what's with the deer, the carriage, and the elves? And why is he always seen in the movies living in the North Pole?

St. Nicholas was the Bishop of Myra, a town which existed before in Turkey, born in 270, and he earned a reputation as an unknown good man giving gifts, paying the dowries of poor girls and giving out coins and treats to young children. When he died, he was idolized as the patron saint of children. Different authors and storytellers have turned him into a toy distributor who drives a carriage led by eight flying reindeers and that's where the current visualization of Santa Claus came from.

As for the name "Santa Claus", the term was first anglicized in a story that appeared in a New York City newspaper in 1773. The poem "Twas The Night Before Christmas" or commonly known as "The Night Before Christmas" first introduced and popularized Santa's defining characteristics like chiefly driving a sleigh guided by "eight tiny reindeer". The modern image of Santa Claus as the jolly man in the red suit was seen in 1931 when artist Haddon Sundblom showed him that way for a widely-circulated campaign for Coca-Cola.

For children, Santa Claus remains a happy fairy tale that they smoothly outgrow before their teenage years. Many confess that they were disappointed to discover that the fictional joyful portrayal of Santa in movies is not real. Then, again, there are pessimistic kids and adults who never believe in Santa at all.





GIVING YOU THE BEST HOME DECOR INSPIRATION



Ahmed Sharaawy
CEO of Mural Fine Finishing

Founded in 2014
Mural Fine Finishing

Mural world drives you to luxurious and spectacular design where everything is possible. They have an amazing ability to understand their clients' needs which leads to incredible implementation and a mesmerizing reality.

Designed by Architrave Designs.





Ahmed Abd ElMaksoud
Jewelry Artist Behind Silver Town



Where did your love of silver jewelry come from?
From my passion for the valuable, well-crafted and detailed pieces.

How has the silver jewelry trade evolved since you started out ?
Silver Jewelry trade significantly evolved in the last years. Before, I used to notice shortage of certain kinds, styles and diversity in the silver jewelry market and it was limited to some vendors. They also sold the same collection in all of the stores. But now, there is a big difference and the market has changed.

Did you think about establishing an e-commerce site for silver jewelry?
We already created our online Store (silvertown-eg.com).

Who is your customer?
Anyone who is looking for quality, luxurious style and good materials.

What inspires you when you select and buy your items?
When selecting my new items, I'm always seeking perfectionism. I always imagine my customers wearing our items happily. Customers who usually choose Silver Town.



Ahmed abd ElMaksoud

Can you tell us more about the journey of selecting and buying your items?
We choose the best kinds of Silver from all over the World. We buy from Turkey, Thailand, Italy and Switzerland, besides the fact that we design and make the best well-crafted and unique items.

What is the best piece of advice you have been given?
“Life doesn’t always end up where you want it to go, you have to be an optimist and keep moving forward.”

For anybody in the industry that might not be familiar with Silver Town, how would you summarize the service that you provide?
Silver Town is a pioneer Egyptian company in the field of silver jewelry that provides the finest, well-crafted and the most artistic pieces where each piece is considered a masterpiece in various collections that suit every taste, age and gender.

What are the biggest challenges Ahmed Abd ElMaksoud faced during his journey to perfection?
In the beginning, I couldn’t keep up with our competitors, because our brand wasn’t yet known, but with persistence and our unique products we were able to build our trusted and beloved brand name.



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NICHE *Awards* 2022





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