

# NICOTHE

LUXURY LIFESTYLE MAGAZINE

*GLOW UP YOUR CITYSCAPE WITH  
AMR YASSIN LEADING THE WAY*

*The World Of The  
Natural Born Entrepreneurs*

*Beyond the Desk*

# BACK TO BUSINESS

2024

  
**AREVA**  
DEVELOPMENT

  
**mer:bey**  
STRAIGHT FROM THE HEART



# Mohamed Gebril

Allure interior Design founder & Managing Director  
Transforms Interior Design with Vision and Passion.

Since its establishment in 2017, **Mohamed Gebril** founder of **ALLURE** Interior Design, which has rapidly become one of the top interior design firms in Egypt. Gebril's dynamic leadership style, unwavering commitment to quality, and forward-thinking approach to both business and design have been at the heart of this rapid success. From the beginning, **Gebril's** vision for **ALLURE** was unmistakable: he combined his passion for interior design with a profound belief in the power of people. his inspirational leadership, which focuses not only on the final product but on the team. **ALLURE's** vision enables the team to push boundaries and deliver beyond the expectations of their clients. Whether it's residential homes, administrative, and commercial spaces, **ALLURE** approaches each project with the same passion and drive that consistently delivers exceptional results, not only about quantity but also quality of work. One of **ALLURE's** most celebrated strengths is its ability to seamlessly integrate design with execution. The firm has developed a reputation for delivering exceptional fit outs that match the high standards of their design work.

One of the projects that perfectly encapsulates this during 2024 is the Next Care Egypt administrative office for the **ALLIANZ** group, an impressive 6,000 sqm space that was completed in just 4 months. In addition to completing the design & fit out of more than 500 villas, penthouses & apartments with top well known developers in Egypt. **ALLURE's** commitment to quality has earned a loyal clientele's trust to bring their visions to life, no matter how complex or ambitious. Client centricity is a cornerstone of **ALLURE's** philosophy, and it's not hard to see why their clients keep coming back. By combining creativity with practicality, **ALLURE** ensures that every project is not only visually stunning but also functional and built to last.

**MOHAMED GEBRIL** always says, "There's always room to improve, no matter how good you are." And if **ALLURE's** journey so far is anything to go by, there's no doubt that this interior design studio will continue to raise the bar for years to come.







## DEVELOPMENT LED BY YOUR DREAM

### ALMA DEVELOPMENT BUILD THE FUTURE.

Welcome to Alma Development, where dreams come to life. With iconic projects like Zayed Dunes, Dunes Complex, Zayed Regency, Dunes Mall, and the stunning Piazza 59, we've been sculpting Egypt's skyline since 2008. Our designs, homes, and amenities turn the impossible into reality, making Alma synonymous with excellence. The start of any dream begins with a sentence that follows your soul and mind. how unrealistic it is, but we bring the unrealistic term to reality, through our architecture, homes, and facilities to project better future. Alma Development committed to turning your dream life into reality. Behind the scene, There's a big story about the feeling of being at home that provides a sense of peace and tranquility. You leave everything behind the moment you step into your place and begin the journey of revitalizing your inner energy. At Alma Development, we pride ourselves on offering tranquility, top notch facilities, and prime locations in order to help you develop that state of mind.

## PIAZZA 59

### READY TO MOVE

### IN THE HEART OF SHEIKH ZAYED

Introducing Piazza 59, a premier destination for retail, commercial, and business endeavors. Strategically located in the heart of Sheikh Zayed at Gate 4, Piazza 59 offers the perfect environment for businesses to thrive. Spanning 5,800 sqm, it enjoys proximity to Zed Park and American International School (AIS), making it an unparalleled business and commercial hub. Scheduled for occupancy in 2025, Piazza 59 features 120 meticulously designed units, including 60 commercial spaces and 60 state of the art administrative offices. With unit sizes ranging from 61 sqm to 600 sqm, Piazza 59 provides flexible options tailored to accommodate businesses of all sizes and requirements.

- Prime Location
- 120 Units
- Luxury Amenities

Alma Developments has emerged as an iconic name in delivering homes and commercial spaces that epitomize comfort, security, and luxury, offering a lifestyle and investment opportunities that were once only dreams.

### CALL TO RESERVE YOUR SPACE AT PIAZZA 59 TODAY

**ADDRESS:** Alma Sales office, Piazza 59 Mall, district 6, Sheikh Zayed, Giza

**EMAIL:** [info@almaeg.com](mailto:info@almaeg.com)

**HOTLINE:** 16265

**WEBSITE:** [www.almaeg.com](http://www.almaeg.com)



# MERBEY: A CULINARY JOURNEY

## LEBANESE FLAVORS UNLEASHED

### DISCOVERING EL GOUNA BRANCH

Merbey, a delightful Lebanese restaurant, has captivated the hearts and palates of food enthusiasts in Egypt. With its first branch nestled in the picturesque Marina El Gouna, Merbey offers a dining experience that beautifully blends traditional Lebanese cuisine with a modern twist. The restaurant's ambiance is warm and inviting, making it an ideal spot for families, friends, and couples looking to indulge in authentic flavors.

Merbey El Gouna is renowned for its stunning views and vibrant atmosphere, attracting both locals and tourists alike. Guests can savor a variety of dishes, from the classic mezze platters to succulent grilled meats, all prepared with fresh ingredients and traditional spices. The attentive staff ensures that every dining experience is memorable, providing exceptional service that complements the exquisite menu.



#### NEW CAIRO'S CULINARY GEM

With the success of its first branch, Merbey has recently expanded to New Cairo, opening a new location at U Venues Mall. This strategic move not only caters to the growing demand for authentic Lebanese cuisine but also introduces more diners to the rich culinary heritage of Lebanon. The U Venues Mall branch features a contemporary design, creating a lively and vibrant dining environment that reflects the essence of Lebanese culture. At the New Cairo location, guests can expect the same high standards of quality and service that Merbey is known for. The menu has been thoughtfully curated to include a wide range of options, accommodating various dietary preferences. Vegetarians and meat lovers alike will find something to satisfy their cravings, from fresh tabbouleh and hummus to mouthwatering kebabs and shawarma. The restaurant also offers a selection of traditional Lebanese desserts, ensuring that every meal ends on a sweet note.

BACK TO BUSINESS 2024



#### A DINING EXPERIENCE AWAITS JOIN THE MERBEY FAMILY TODAY

Merbey is not just a restaurant; it is a celebration of Lebanese culture and hospitality. Whether you're dining at the Marina El Gouna branch or the new U Venues Mall location in New Cairo, you are guaranteed an unforgettable experience filled with delicious food and warm smiles. The restaurant's commitment to excellence and authenticity sets it apart in the bustling culinary scene of Egypt. For those looking to explore the rich flavors of Lebanon, Merbey is the perfect destination. The restaurant invites you to gather your loved ones and indulge in a feast that will transport you to the heart of Lebanon. With its inviting atmosphere, exceptional service, and delectable dishes, Merbey promises to be a culinary gem in both locations.

For reservations or inquiries, you can reach Merbey at:

**ADDRESS:**  
- Cairo Branch:  
U Venues Mall, New Cairo  
- El Gouna Branch:  
In front of Mosaïque Hotel,  
El Gouna, Hurghada



**PHONE NUMBERS:**  
Cairo: +201080101039  
El Gouna: +201010506669  
**WEBSITE:** www.mer-bey.com  
**INSTAGRAM:** @merbey.egypt





## THE EYE AND HEART BEHIND AHW ARCHITECTS: MAKING ARCHITECTURE COOL, ROOTED, AND CULTURED AGAIN

When you think of architecture, what comes to mind? Probably stuffy blueprints and dull lectures on structural integrity, right? Well, Ahmed Al Wardany is here to change that narrative. As the founder of AHW Architects, he's flipping the script, delivering design and build solutions that are not just functional but straight up inspiring. His spaces don't just look good, they feel alive. This is how it all Began with the extraordinary Architect Ahmed Al Wardany. He is an obsessed Architect with creating spaces that matter. AHW Architects is his brainchild a firm that takes wild ideas and turns them into jaw dropping realities. Whether it's a sleek villa or a futuristic commercial space, Ahmed's designs scream creativity, authenticity and love. The Spark and inspiration That Lit the Fire is what got Ahmed Al Wardany hooked on architecture. It's like a secret sauce that keeps him pushing boundaries, learning, and evolving. His light-bulb moment was rethinking how studio spaces can shape creativity and It's not just walls and desks, It's about creating vibes that fuel collaboration and bold ideas.

At AHW Architects, the motto is very clear. If you can dream it, you can build it. Ahmed's innovative approach and visionary designs are not confined by traditional boundaries. With a very artistic eye for detail and an unrelenting passion for excellence, AHW Architects transforms clients dreams into tangible masterpieces, making every project a testament to creativity and dedication.

## AHW Architects

### ADDRESS:

**Headquarter:** AHW Architects D+B Projects:

**Kuwait:** Ali Al Salem street- Pearl 2 Tower.

**Cairo:** Main Zahra al Maadi Street, Ryhana Plaza, Tower A, Floor 9,  
office 2, Zahraa Al Maadi, Cairo, Egypt.

**Dubai:** Mohammed Saeed Muhareb Building - Deira - Port Saeed  
- 010 Office No. 2.

**EMAIL:** info@ahwarchitects.com

**MOBILE:** +96522285382 / +965 99194300 / +971543149199

**WHATSAPP:** +96522285382

**INSTAGRAM:** AHW\_ARCHITECTS / AHW Innovations /  
AHW Architects Masr

**FACEBOOK:** AHW ArchitecTS

**YOUTUBE:** AHW ArchitecTS



# Back To Business

## 2024

Culture isn't just an influence, it's the MVP. Diversity makes design richer  
and being trapped into cultural traditions brings soul to a space.

Every AHW project kicks off like a binge worthy series. AHW where the Magic Happen, intense research, juicy brainstorming, and unexpected twists. Because they dive into the site, chat up clients, and sketch out ideas. It's about finding that sweet spot where creative genius meets practical genius. But it's not just about the process, it's about the outcome. AHW makes sure every project looks good, feels right, and won't wreck the planet. Sustainability isn't just a buzzword for AHW, it's a lifestyle. Think energy efficient designs, local materials, and spaces that do more with less. The OG Challenge was very mind blowing. Every pro has that one story of struggle turned glory. For Ahmed, it was his first project back in 2008. A sprawling villa that steeled his patience and skills. It was a 1,000m<sup>2</sup> beast, but he poured my heart into it. And the result was stunning space that put AHW Architects on the map. At AHW Architects, clients aren't just clients, they're co-creators. It's all about vibing with their vision. From day one, the team makes sure everyone's on the same page. And when opinions clash, Ahmed welcomes it. Because conflict sparks creativity. It's how we end up with something extraordinary. The Future of Architecture is all about riding the wave of tech and sustainability. AI, VR, and BIM are the tools that are not just making designs cooler but also smarter. As for interior design, Ahmed Al Wardany predicts sustainability is the next big thing. Think eco-friendly materials, upcycled furniture, and energy-efficient everything. It's about making spaces that care as much about the planet as the people living in them. Ahmed Al Wardany is giving an Advice for the Newbies in the market. For those dreaming of becoming the next Ahmed Al Wardany, he's got some real talk:

1. Network Like a Pro: "It's all about who you know. Slide into DMs, attend events, and don't be shy to connect."
2. Travel & Learn: "Every culture has something unique to teach. Get out there and soak it in."
3. Stay Curious: "Architecture is always evolving. Keep up with the trends, but don't lose your creative edge."

What Makes AHW Architects Different that Ahmed isn't shy about what sets his firm apart: innovation, sustainability, and a knack for creating spaces that feel like home even when they're not. AHW don't just build structures, They craft experiences that stick with you forever.



# TRIUMPH HOTELS YOUR ULTIMATE WEDDING DESTINATION



When it comes to creating unforgettable weddings, Triumph Hotels stands out as a premier destination for couples seeking elegance, luxury, and impeccable service. With two exceptional venues—**Triumph Luxury Hotel** and **Triumph Plaza**—Triumph offers a range of breathtaking settings and personalized services designed to make every wedding a one-of-a-kind experience. Triumph Hotels is renowned for its versatility in hosting weddings of all sizes and styles. **Triumph Luxury Hotel** caters to more intimate gatherings, offering an array of stunning indoor ballrooms such as **Monaco**, **Vien-na**, and **Imperia**, each characterized by timeless décor and modern amenities. For couples dreaming of an outdoor ceremony, the hotel's picturesque garden provides a lush, romantic setting surrounded by nature, perfect for both the vows and wedding photos. On the other hand, **Triumph Plaza's Aton Ballroom** standouts as an ideal space for larger weddings that exude grandeur and elegance. Both venues are designed to be flexible, ensuring that every couple's vision—whether an indoor or outdoor celebration—can be realized with style and grace. At the heart of Triumph Hotels' wedding offerings is its commitment to creating bespoke experiences. Every wedding is tailored to reflect the unique desires of the couple. The hotel's event organizers work closely with each bride and groom to ensure every detail, from décor to dining, matches their vision.



## TRIUMPH EVENTS TEAM WORK CLOSELY WITH COUPLES TO UNDERSTAND

their vision, providing a highly personalized experience. Each wedding receives our undivided attention ensuring that every couple's day is the sole focus of our team. Weddings at Triumph Hotels are more than just beautiful venues. The hotels offer a wide range of premium services that enhance the entire experience. **Luxurious bridal suites** provide a tranquil space for the bride and groom to prepare, while **luxury spa treatments** allow couples to relax before or after the wedding. Triumph Hotels also offers a variety of **customizable décor options** to suit any wedding theme, along with state-of-the-art **audio-visual equipment** to capture every magical moment. The hotels' staff manage everything from guest accommodations to valet services, ensuring that the couple and their guests are treated to a seamless, stress-free experience from start to finish.

BACK TO BUSINESS 2024



One of the highlights of a wedding at Triumph Hotels is the exceptional dining experience. The hotels' culinary team is known for creating exquisite menus that cater to the tastes of each couple. Whether it's a sophisticated **plated dinner**, a grand **buffet**, or interactive **live cooking stations**, the chefs at Triumph are dedicated to delivering both beauty and flavor on every plate. At Triumph Hotels, the beauty of the venues extends beyond the ceremony and reception. The hotels' stunning ballrooms, with their majestic chandeliers and elegant finishes, provide the perfect backdrop for indoor wedding photos. For those who prefer outdoor settings, Triumph's landscaped gardens offer lush greenery and scenic views that make for breathtaking wedding photography. The magical glow of the setting sun adds an extra layer of romance to any couple's wedding album. Additionally, the hotels' unique architectural features add to the charm of wedding photos, ensuring that couples will have lasting memories captured in a distinctive and stylish setting. With its combination of luxurious venues, personalized service, and attention to detail, Triumph Hotels has earned its reputation as a leading choice for weddings. Whether it's an intimate ceremony in one of the hotel's elegant ballrooms or a grand celebration in the garden, every wedding at Triumph Hotels is a reflection of the couple's dreams, brought to life with precision and care. Triumph Hotels offers more than just a venue; they provide a complete wedding experience where elegance, luxury, and personalized service come together to create memories that will last a lifetime. From the stunning settings to the exceptional culinary offerings, Triumph ensures that every couple's special day is nothing short of extraordinary.



**TRIUMPH LUXURY:**  
0226729900-01033055585  
**TRIUMPH PLAZA:**  
0224042646-0106 8807020  
**TRIUMPH WHITE SANDS:**  
01099255001 -0226729900





## Areva redefines the Urban Elegance

Areva Development, led by the innovative and experienced Amr Yassin, With over 20 years of experience, transforming Egypt's real estate landscape with a fresh, visionary approach. Yassin's journey is marked by a profound commitment to enhancing urban environments and elevating the quality of life. His career began as a civil engineer, leading significant projects at Nozha Group before founding Areva Development with a clear mission: to create inspiring living experiences that resonate with the modern lifestyle. Areva Development's ethos is rooted in Yassin's belief in empowering communities and businesses through meticulously crafted spaces. Supported by an investment group with over 37 years of experience, Areva Development brings a unique perspective to the real estate market. The company's core values of professionalism, integrity, innovation, and teamwork are evident in every stage of their projects, from initial concept to final execution.

The flagship project, Glare, epitomizes Yassin's ambition and innovative spirit. Located in Cairo's bustling 90 North Street, Glare's striking glass facade perfectly balances style and functionality. This mixed-use development is designed with sustainability at its core, offering a holistic living experience that includes premium offices, upscale retail spaces, and cutting-edge medical facilities. With ample parking and multiple access points, Glare accommodates a diverse range of visitors, making it a vibrant hub for the community. Glare is more than just a building; it represents Cairo's progression and reflects Yassin's vision of enhancing urban life through thoughtful design. By seamlessly blending aesthetics with practicality, Areva Development ensures that each project is not only visually appealing but also functional and sustainable. Yassin's leadership is characterized by a dynamic and forward-thinking approach. His commitment to quality and innovation has earned Areva Development a loyal clientele who trust the firm to bring their visions to life, no matter how complex or ambitious. The company's reputation for excellence in design and execution is evident in the successful completion of numerous projects, including over 500 villas, penthouses, and apartments in collaboration with top developers in Egypt. Client centricity is at the heart of Areva Development's philosophy. By combining creativity with practicality, Areva ensures that every project is tailored to meet the unique needs of each client. This dedication to customer satisfaction has solidified Areva's standing in the competitive real estate market.



**HOTLINE:** 19030  
**EMAIL:** [marketing@areva.com.eg](mailto:marketing@areva.com.eg)  
**WEBSITE:** [www.areva.com.eg](http://www.areva.com.eg)



# Saudi Arabia 2030: Embracing a New Horizon

Saudi Arabia is on a transformative journey with its Vision 2030, an ambitious blueprint to diversify the economy and enhance the quality of life for its citizens. This initiative is reshaping the Kingdom, blending its rich heritage with innovation to create a vibrant, future ready nation.

Vision 2030 is not just a plan, it's a revolution. It aims to reduce Saudi Arabia's reliance on oil and create a diversified economy that spans various sectors, including tourism, entertainment, and technology. This vision is about building a sustainable future where economic prosperity and social wellbeing go hand in hand.

At the heart of Vision 2030 is economic diversification. The Kingdom is investing in non-oil sectors to build a resilient economy. Mega projects like NEOM, a futuristic city that promises to be a hub of innovation, and the Red Sea Project, a luxury tourism destination, are just the beginning. These initiatives are designed to attract global investors, create jobs, and boost the economy.

Vision 2030 also marks a cultural renaissance for Saudi Arabia. The Kingdom is opening up to the world, embracing international tourism with open arms. Historic sites like AlUla with its ancient ruins and stunning landscapes, are being developed into major tourist attractions. The introduction of entertainment options, such as cinemas, concerts, and sports events, is creating a vibrant cultural scene that appeals to both locals and visitors.

Innovation and technology are at the forefront of Vision 2030. The Kingdom is investing heavily in digital infrastructure, aiming to become a leader in tech and innovation. From smart cities and artificial intelligence to renewable energy projects, Saudi Arabia is positioning itself as a global tech hub.

Sustainability is a cornerstone of Vision 2030. The Kingdom is committed to protecting the environment and promoting green energy. Projects like the King Salman Renewable Energy Initiative are driving the shift towards sustainable energy sources, ensuring that Saudi Arabia's development is environmentally responsible.

Vision 2030 is a bold and comprehensive plan that is transforming Saudi Arabia into a modern, diversified, and vibrant nation. With its blend of economic innovation, cultural renaissance, and social empowerment, the Kingdom is poised to become a global leader in the 21st century. The future is bright for Saudi Arabia, and the world is watching as this extraordinary vision unfolds.







# RAY INTERNATIONAL CONSULTANCY (RAYIC)

leads the architecture and design consultancy market with a distinct expertise in BIM management and coordination. Under the direction of Dr. Mohamed Rasmy, RayIC stands out as the only firm in the industry that combines advanced BIM management with the use of Navisworks and Clash Matrix technology, delivering unmatched project integration and feasibility. Founded with a commitment to high performance, sustainable design, RayIC offers a full suite of services, including architectural design, construction management, structural and electromechanical engineering, and smart technology solutions. This multidisciplinary approach enables RayIC to provide seamless, holistic project solutions tailored to each client's needs, ensuring precision and quality from conception to completion. RayIC's approach to design merges innovation and functionality, creating structures that enhance and harmonize with their surroundings. The firm utilizes state of the art tools like Autodesk Revit for precise modeling, clash detection, and visualization, which minimize errors and maximize efficiency across the project lifecycle.

as the only consultancy in the market to offer BIM management and coordination alongside Navisworks and Clash Matrix, RayIC sets a new standard in the industry, ensuring unparalleled project integration and feasibility. With a diverse portfolio of projects spanning commercial centers, healthcare facilities, and educational institutions worldwide, RayIC showcases both versatility and cultural adaptability, consistently exceeding client expectations. RayIC's commitment to advancing architecture and technology extends to its latest offering: Real Fiction Studio, an innovative AI-powered architecture design platform. This architecture lab is revolutionizing the field by generating instant interior design solutions, data extractions, and high-quality renders directly from images.



## REAL FICTION STUDIO ENABLES:

Rapid generation of material tests and final renders in the desired design style, a seamless connection between design visions and real products and a bridge between reality and fiction. Bringing entertainment elements into architectural spaces Real Fiction Studio's vision is to create a hyper connected experience between reality and fiction, enhancing how investors, architects, homeowners, and contractors interact. By using computational architecture and reducing turnaround times compared to traditional studios, RayIC's Real Fiction Studio is setting the pace for a more integrated, interactive, and imaginative future in architecture.

Ray International Consultancy exemplifies the future of architecture and engineering consultancy. With a steadfast commitment to innovation, excellence, and sustainability, the firm is positioned to continue making significant contributions to the global architectural landscape. For those seeking a partner that combines visionary design with rigorous engineering expertise, Ray International Consultancy is the answer.

EMAIL: [info@ray-ic.com](mailto:info@ray-ic.com)  
MOBILE: 01227150301  
WEBSITE: [www.ray-ic.com](http://www.ray-ic.com)

**RAY.**  
INTERNATIONAL  
CONSULTANCY





# RETROFIT DESIGN HOUSE

## SIGNATURED DREAM SPACE MINDS YOUR

If you're all about epic transformations and jaw dropping designs, then let's talk Retrofit Design House. Located right in the buzzing heart of Cairo, this team is all about turning ordinary spaces into extraordinary ones. Retrofit Design House doesn't just do décor; they create a whole vibed experience. Imagine stepping into a home that feels like a warm hug or an office that's a creativity hotspot reflecting all your dreamy desires. Every project with them is like a cool collab where your dreams meet their innovation. These folks handle everything. From cozy home makeovers to sleek commercial designs. Their secret sauce? Listening to what you really want and then delivering beyond your wildest expectations. You will be surprised, but they turn every corner in your dreams into reality. And their ultimate power that you, after the Retrofit experience, will be radically different because it's a real experience telling about your deepest desires. It's all about that passion and expertise with them. Retrofit Design House isn't just about making things look good. They believe your space should be a true reflection of YOU. They dive deep into the details, ensuring every corner screams your personality while also being super functional. They kick off with a convo to understand your vision. Then, they blend their creative magic with practical solutions to make spaces that not only look amazing but also work perfectly for your lifestyle. From snug homes that tell your story to commercial spaces designed to spark ideas and productivity, they've got you covered. The team at Retrofit is a powerhouse of talent. They bring a mix of skills and a ton of passion to every project. Big or small, they tackle each design challenge with the same level of energy and dedication. Their ability to really hear their clients sets them apart. They make sure every design is spot on, tailored to your needs, and totally unique. No wonder they're known for excellence in the design world. For Retrofit Design House, creating spaces is more than a job, it's their passion. They're all about shaping lifestyles and leaving a legacy through their work. Every little detail is thoughtfully considered, making sure each space feels personal and impactful.



**RETROFIT**  
DESIGN HOUSE

**ADDRESS:** Zayed 4 entrance, Building 11 -  
Shiekh zayed city, In front of Espana Plaza  
**MOBILE:** +20 121 116 6676  
**INSTAGRAM:** retrofitdesignhouse



READY TO TRANSFORM YOUR SPACE?

Retrofit Design House is just a convo away from turning your signatured dream space into reality. Let them help you create an inspiring atmosphere that's totally you.







**Adventure Full of Imagination: The Soul of Tareq Ashry Designs.** In a world where interior spaces stand out through crowd and make creativity continue, Tareq Ashry Designs stands out as a beacon of innovation and imagination. Established in 2018, this distinguished interior design and finishing company has rapidly carved a niche for itself in Egypt, KSA, UAE, and Libya. Over the past six years, Tareq Ashry Designs has mastered the art of blending aesthetics with functionality, creating spaces that are not only visually stunning but also supremely practical.



**TAREQ ASHRY DESIGNS**  
ARCHITECTURE & INTERIOR DESIGN



# BACK TO BUSINESS 2024

## CRAFTING SPACES WITH SOUL

Crafting Spaces with Soul that's what sets Tareq Ashry Designs apart is its unwavering commitment to turning clients dreams into reality. The company's success is built on a foundation of meticulous attention to detail, precision in execution, and a deep understanding of individual client needs. Every project undertaken by Tareq Ashry Designs is a testament to their ability to transform a vision into a living, breathing space that exudes character and charm. At the heart of Tareq Ashry Designs is a philosophy that values innovation and creativity. The team prides itself on blending cutting edge design with timeless elegance, ensuring that each space is not only beautiful but also functional

At the heart of Tareq Ashry Designs is a philosophy that values innovation and creativity. The team prides itself on blending cutting edge design with timeless elegance, ensuring that each space is not only beautiful but also functional. From luxurious residential interiors to sophisticated commercial spaces, the company's portfolio showcases a diverse range of styles and influences, all executed with the highest standards of craftsmanship. A Commitment to Excellence is the soul of Tareq Ashry Designs lies in its dedication to client satisfaction. Every project is approached with a bespoke mindset, tailored to meet the unique preferences of the client.

What truly sets Tareq Ashry Designs apart in the competitive market is their relentless pursuit of excellence. The team, comprising brilliant designers and skilled craftsmen, is driven by a passion for perfection. Their innovative solutions and creative designs are a testament to their expertise and dedication to quality.



## Back To Business 2024



## BRINGING IMAGINATION TO LIFE

Tareq Ashry Designs believes that every space should tell a story. By incorporating the essence of art into their designs, they create environments that inspire and captivate. The company's ability to fuse imagination with reality is what makes their work truly exceptional. Each project is an adventure in itself, a journey from conceptualization to realization, where every detail is carefully crafted to evoke a sense of wonder and delight. In a world where interior design is often seen as a luxury, Tareq Ashry Designs brings a touch of magic to everyday spaces. Their work is not just about creating beautiful interiors, it's about creating experiences that enrich the lives of their clients. With a keen eye for detail, a commitment to excellence, and a passion for innovation, Tareq Ashry Designs continues to redefine the boundaries of interior design, one project at a time.



# DESIGN-ITUDE ASSOCIATES (DIA)

Building a global legacy



In the heart of the world cities of London, Cairo, and Jeddah exists an architectural powerhouse reimagining spaces and redefining boundaries. Design-Itude Associates (DIA) is a multi-award-winning design studio driven by passion, purpose, and a commitment to elevating architecture and interior design from a functional necessity to a legacy of which we can all be proud. DiA creates immersive experiences, crafting environments that inspire and transform the lives of those who move within and around them. Here, we delve into DiA's journey, the inspirations fuelling their work, and the visionary leader who spearheads it all. Ahmed Youssef, the mastermind behind DiA, traces his passion for architecture back to his childhood. Even as a child, he was fascinated by how spaces could influence how people feel and behave.

DiA's design philosophy is deeply rooted in the intersection of cultural heritage and modern innovation as a direct result of Youssef's dual heritage: Egyptian and British. This has allowed him to merge the best of two distinct yet complementary worlds. "The Egyptian culture is a wellspring of inspiration for me because my homeland's long history and artistry bring a timeless quality to our work. At the same time, the forward-thinking design ethos in the UK constantly pushes me to innovate and challenge conventions. This balance allows DiA to create spaces that resonate on multiple levels. Each project explores cultural storytelling through design, where the old and the new coexist in a subtle and harmonious blend of art and science, form and function. There's a psychology behind how the form of a space drives emotions and behaviours, and the details you fill that space with have a direct impact on its users. Great architecture blends function and form, science and art, and the greatest architecture leaves an indelible mark on its community. An essential part of Youssef's creative process involves drawing inspiration from diverse art forms, particularly painting, sculpture and photography. He believes that painting teaches you about the interplay of colours,

textures and light elements that are integral components in architecture. Where every structure is a functional piece of art. Every project becomes part of the narrative of its surroundings. Ahmed Youssef gives form to ideas, and every space he creates tells a story.



## EMBRACING SUSTAINABILITY AND INNOVATION

Youssef attributes his passion for sustainability to his homeland's legacy and London's rich history. "Collectively, we must deliver responsible design that elevates the human experience while preserving our planet's future. Sustainability is not a trend, it's a responsibility. The built environment is our legacy." From energy efficient and water-saving systems to using native vegetation in landscaping, DiA integrates sustainable practices at every stage. This commitment isn't only about environmental stewardship; it's a catalyst for innovation. The firm's sustainable designs testify to the fact that grand, beautiful spaces can also be ecologically mindful.

A core part of DiA's success is its dedication to client collaboration. Every project begins with listening to the client's vision and an open dialogue so DiA can bring that vision to life. Youssef asserts the process is about trust because the best outcomes are delivered when clients feel understood and valued.

Working with DiA is a creative, interactive, and rewarding journey for clients. "Even when creative differences arise, they're viewed as opportunities for growth, leading to innovative and meaningful designs. Looking forward, Youssef predicts a future where design increasingly embrace nature and technology. Embracing biophilic design and intelligent spaces, DiA delights in creating environments that promote well being and productivity. To DiA, this represents the opportunity to set new standards in design.

Youssef advises young designers to remain curious, fearless, and open to learning. Mistakes are part of the journey and are often the turning points that lead to the most remarkable breakthroughs. Beyond technical skills, he emphasises the importance of communication, creativity, and resilience as traits essential for bringing ambitious visions to life.



**ADDRESS:**  
London: 124 City Road, London, EC1V 2NX  
Cairo: District 5, Street 10, Villa 16  
Kent: Kestrel House, Maidstone, ME15 6LU  
**EMAIL:** Hello@design-itude.com  
**TELEPHONE:** +44(0)2074594964 / +20(0)222222753

MAGAZINE







## ALLAM SWIMMING POOL

is Splashing into the Future of Pool Design.

Diving into a world created by Allam Swimming Pool. Allam Swimming Pool continues to make waves and redefine pool design for a whole new generation. Swimming pools have long been a symbol of leisure and luxury, gracing homes and hotels with their serene, inviting waters. In the world of pool design and construction, Allam Swimming Pool carved out a prestigious niche, emerging as a leader in innovative and modern pool solutions. With a legacy spanning over thirty years, Allam stands out by calling excellence in the world of aquatic design and engineering.

Allam Swimming Pool is founded with a revolutionary vision in the swimming pool industry. Allam has continually strived to provide unparalleled experiences to its clientele. The company distinguishes itself through its commitment to quality and innovation, setting new standards in pool construction and design. One of the hallmarks of Allam's approach is the use of permanent intensity to pour walls and floors, eliminating the need for water stops and ensuring a seamless, leak-proof finish. This technique not only enhances the durability and longevity of the pools but also sets Allam apart from its competitors.

Allam Swimming Pool offers a comprehensive range of services, including design, implementation, maintenance, and technical support. Each project undertaken by the company is a testament to its dedication to excellence and its unwavering commitment to customer satisfaction. From private swimming pools in luxurious homes to expansive public pools in hotels and resorts, Allam's portfolio is a showcase of the superior quality. The success of Allam Swimming Pool is also attributed to its collaboration with some of the most renowned engineering offices and designers in the Middle East. Esteemed names like Engineer Hani Saad, Engineer Ahmed Hussein, Engineer Seif Murad, Engineer Khaled Tahoon and Engineer Mona Hussein, have all contributed to the company's impressive roster of projects. These partnerships have enabled Allam to push the boundaries of pool design, incorporating cutting-edge technologies and innovative techniques to deliver exceptional results.

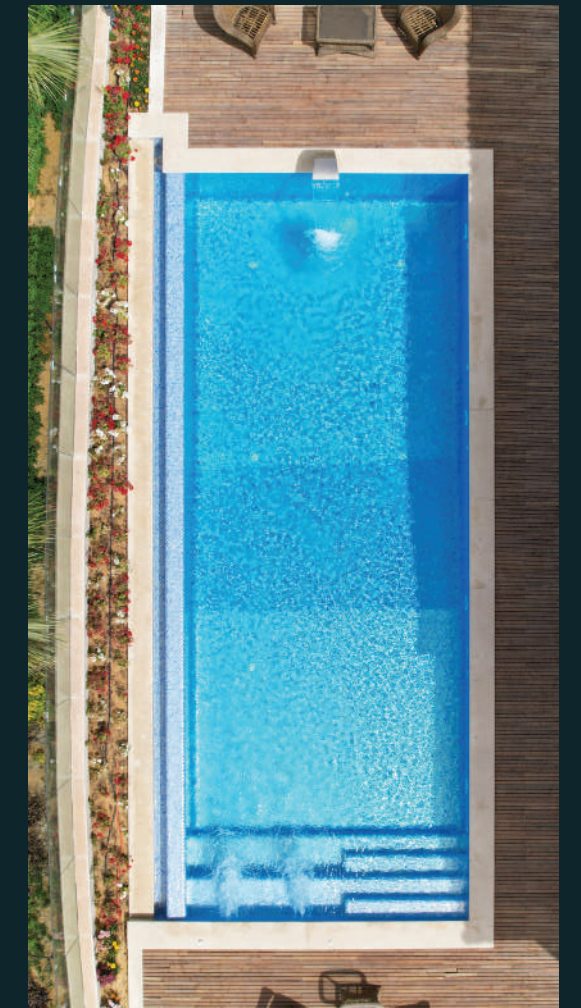
# CUSTOMER SATISFACTION

The company takes pride in its ability to meet and exceed customer expectations by offering bespoke services tailored to individual needs.



This customer centric approach ensures that each project is a unique reflection of the client's vision and requirements. The company's quick response to client needs and its dedication to providing personalized solutions have earned it a stellar reputation in the market. Allam Swimming Pool's commitment to quality is evident in every aspect of its operations. The company's meticulous attention to detail and stringent quality control measures ensure that each pool is built to the highest standards. This dedication to excellence has not only garnered the company numerous accolades but also a loyal clientele that spans across the Middle East.

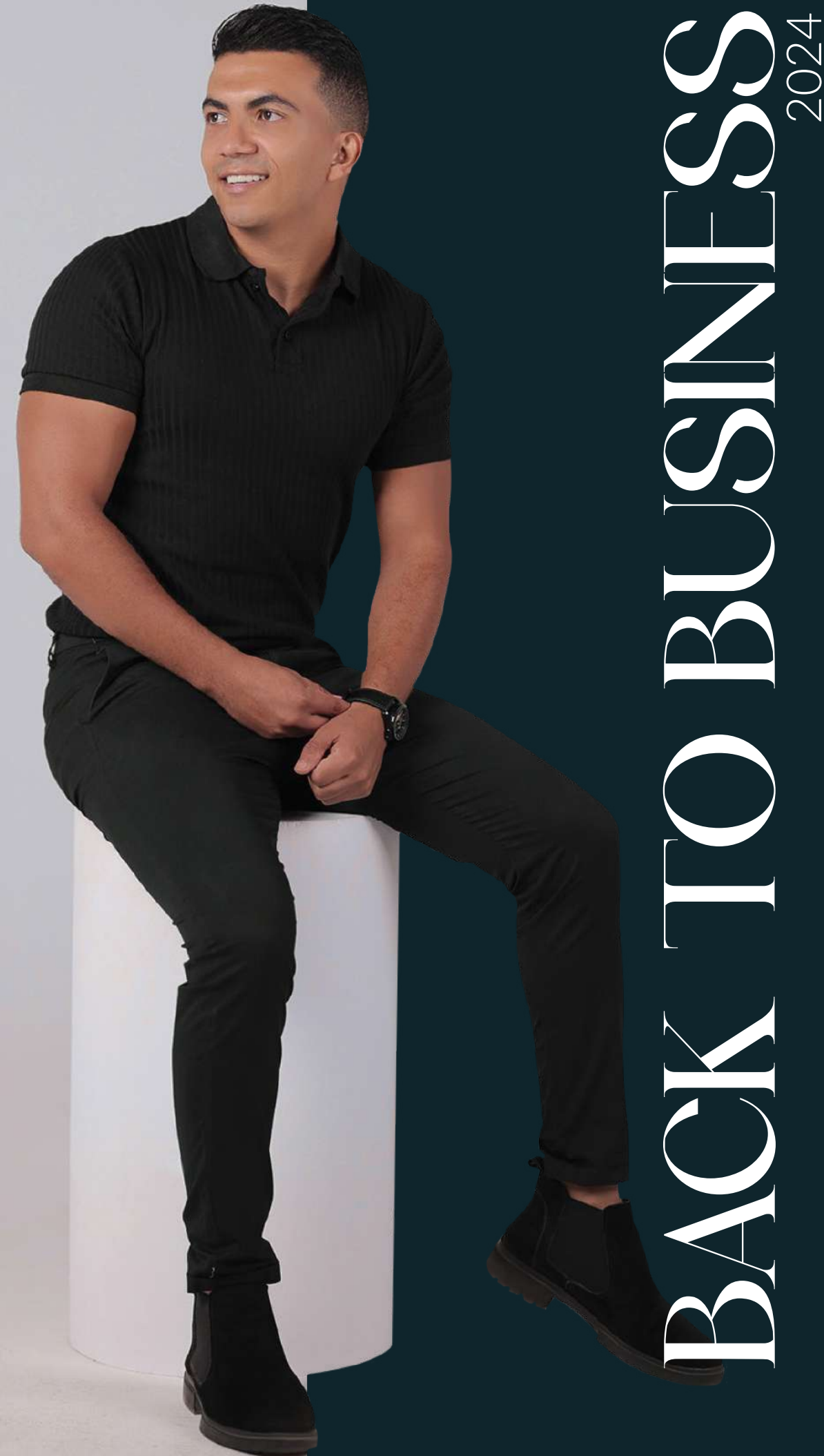
Innovation is at the core of Allam Swimming Pool's philosophy. The company continuously explores new materials, techniques, and technologies to enhance the design and functionality of its pools. This forward-thinking approach allows Allam to stay ahead of industry trends and maintain its position as a leader in the market. Whether it's integrating eco-friendly practices or incorporating smart technologies, Allam is always at the forefront of innovation in the pool construction industry. The impact of Allam Swimming Pool's work is evident in the numerous successful projects it has completed over the years.



ADDRESS: Banafsej Villas, New Cairo, Egypt.  
MOBILE: 01001004337 - 01222203683  
WEBSITE: [www.allamswimmingpool.com](http://www.allamswimmingpool.com)  
INSTAGRAM: @allamswimmingpool







# BACK TO BUSINESS 2024

## AHMED ELFARSI, THE VISIONARY behind Reel Studio,

is an Egyptian designer who crafts immersive environments that blend the intricate interplay of history and modernity. His portfolio is a vibrant tapestry of residential and commercial designs, each a testament to his daring concepts and artistic flair.

Founded in 2020, Reel Studio has quickly made its mark as a premier design hub, specializing in luxurious spaces that resonate with character. Ahmed's approach is a celebration of materiality and color, where contemporary and vintage elements collide in harmonious tension. He transforms spaces into experiential journeys, skillfully balancing architectural rigor with organic sensibility, graphic sharpness with intuitive warmth.

For Ahmed, honoring the rich narratives of history and location isn't just important; it's essential. He challenges conventions, pushing the boundaries of design to create environments that are not only visually stunning but deeply meaningful. In every project, he curates an experience that invites exploration and connection, making each space a unique story waiting to be

Ahmed Elfarsi, founder and principal of Reel studio , is an Egyptian designer creating multi faceted, experiential residential and commercial environments designs. With the demonstration of provocative concepts to his extensive body of work. Through an exploration of materiality, color, forms and an intuitive juxtaposition of contemporary and vintage, architectural and organic, graphic and instinctual, he curates a wealth of experiences into every space. believes that honoring history, location and architecture is imperative to pushing the boundaries and challenging the rules.



## AHMED EL FARSI Designs Founded in 2020,



REEL  
STUDIO

FACEBOOK: Reel Studio  
INSTAGRAM: reelstudiodesign  
MOBILE: +201112004119  
WEBSITE: www.reelstudio.net/



It has grown into a successful interior and exterior design studio working on high-end residential and commercial projects in Egypt and for international private clients. Our success stems from dedication, experience and excellence that makes us different and works closely with clients from concept to completion of projects, providing perfect service on time and within budget.

Architect Ahmed Elfarsi is making his mark on interior design market. he veered towards the interior design field, where his projects drew much acclaim from clients. Ahmed Elfarsi Designs to be better able to handle his increasing workload.

The founder of REEL STUDIO and in charge of the interior design department Design for me is more than just aesthetics or functionality. Everyone lives with the challenges the world faces today, and we at REEL STUDIO preserve them as professional challenges and an important source of inspiration for work. Responsible for the interior design of REEL STUDIO, interior designs that fit not only the current needs but also the future needs of our clients.



# GÜZEL SARAY

## THE ICON OF EGYPTIAN DESIGN WITH IBRAHIM ATIAA

If you're in the Egyptian design scene, you've definitely heard of Güzel Saray. The legend himself, Engineer Ibrahim Refaat Atiaa, is the driving force behind the success of this place. This man is the real MVP, known for his amazing luxury projects and matched client love. Meet the Legend, Engineer Ibrahim Atiaa is the mastermind behind Güzel Saray. With over 20 years of experience, he's brought a ton of knowledge and fresh vibes to the game since founding Güzel Saray in 2021. He's got this knack for turning any space into a masterpiece, and his clients absolutely love him for it. Client Love is Real. Atiaa isn't just about making things look good; he's all about the feels too. He listens, understands, and then delivers exactly what his clients dream of. His client centric approach has made him a favorite in the Egyptian market. When you work with him, you're not just getting a designer. You're getting a partner who's going to make sure your vision turns into reality.



## Allegria Project: The Next Level of Living.

Allegria is one of the most luxurious projects Güzel has worked on. This place is next level luxury, blending comfort and tranquility into one home. The client wanted something special, and Eng. Ibrahim got it. Architectural Magic, The Allegria project is a whole experience. The team made some major changes to create new spaces, like adding a basement with a gym, jacuzzi, sauna, and billiards room. They also kept those high ceilings and even made mezzanine levels to maximize space with efficiency, luxury and he Nailed it. Going to the outdoor Goals, The swimming pool area was the perfect idea. It's got these transparent loungers that make you feel like you're floating, an elevated seating area perfect for hangouts, an in pool sofa, a waterfall with a BBQ, and more. It's basically an outdoor paradise. Allegria is creating a sanctuary because it isn't just a house, it's more. Mr. Ibrahim Atiaa and his team have created a space that's both stunning and super functional. It's the perfect example of how Güzel Saray balances style with livability, making sure every project is top tier and niche. Güzel Saray is one of the greatest names in the Egyptian interior design market. Güzel Saray and the legendary Engineer Ibrahim behind it. This guy is not just a design wizard, he's redefining what it means to create spaces that are both epic and functional. Ibrahim Atiaa is the genius who founded Güzel Saray. From 2009 to 2021 was a long journey has started with I A Contracting House, Since then, this artist has not stopped creating dreams. he's got a knack for transforming any space into a masterpiece. Then, Güzel Saray has been turning heads and making waves in the design world, all thanks to Atiaa's vision and creativity. Güzel Saray is all about that vibe think sleek, modern spaces that are totally livable and chill. Some of their standout projects include: Masjid El Zawya A commercial marvel that's all about detail and craftsmanship ,Plaza Gardens Development A blend of functional and stylish commercial spaces ,El Manara Factory Development Industrial design meets modern aesthetics ,Nazlet El Seman Hotel: Pure luxury and comfort in a residential setting Majlis Perfect for family gatherings and social vibes,Cornish Al Maadi Modern apartments that are both stylish and practical. At Güzel Saray, it's all about the clients. Ibrahim Atiaa and his crew go above and beyond to make sure their clients are happy. They listen, they understand, and then they deliver. Each project is tailored to fit the client's unique needs and desired dream. Clients love Güzel Saray for: Personalized Service: They get to know you and make sure your space reflects your personality. Quality Craftsmanship: High quality materials and meticulous attention to detail, Innovative Designs: They're always ahead of the game, incorporating the latest trends and tech ,Attention to Detail: Every element is thoughtfully considered to create a harmonious space. Güzel projects always feature significant architectural modifications, natural lighting and ventilation were a big deal, making the whole place feel bright and welcoming. Engineer Ibrahim Atiaa is a legend, and his work through Güzel Saray keeps setting new standards. His commitment to client satisfaction and innovative design has made him one of the most beloved engineers in Egypt. The Allegria project is just one example of his vision and expertise, blending innovation, luxury, and functionality perfectly.





## ARCLAND CRAFTS ART WITH PASSION AND PRECISION

Since its inception in 2014, Arcland has emerged as a beacon of excellence in the world of interior design, architecture, and professional fit out services. Operating across Egypt, the UAE, and Saudi Arabia, the company has carved a niche for itself by transforming spaces into functional and aesthetically pleasing environments, tailored to the unique needs of its clients.

At the heart of Arcland's success lies a set of core values that guide every project and decision: Integrity: Building trust through transparent practices and honest communication. Innovation: Embracing creativity and new ideas to deliver unique design solutions. Quality: Ensuring that every project meets the highest standards of craftsmanship and durability. Sustainability: Prioritizing eco-friendly materials and practices to contribute to a greener future. These values are not just words but are embedded in the very fabric of Arcland's operations, ensuring that each project is a testament to these principles.

What sets Arcland apart is its unwavering passion for design and architecture. The team understands that interior spaces and architectural forms are more than just physical structures they are reflections of the individuals and businesses that inhabit them. This philosophy drives Arcland to create environments that are not only visually stunning but also enhance functionality and comfort. Whether it's a cozy residence, a vibrant commercial space, or a striking architectural structure, Arcland's goal is to bring clients visions to life. This commitment to translating dreams into reality is evident in the diverse range of projects the company has successfully completed.

Arcland's success is also a story of collaboration. The talented team of designers, architects, and project managers work closely together, ensuring seamless execution from concept to completion. This culture of teamwork harnesses the diverse skills and perspectives of the staff, resulting in exceptional outcomes. By fostering a collaborative environment, Arcland ensures that every project benefits from the collective expertise and creativity of its team members. This approach not only enhances the quality of the work but also creates a positive and productive work culture.

# ARCLAND IS POISED TO SHAPE THE FUTURE OF INTERIOR DESIGN AND ARCHITECTURE IN THE REGION

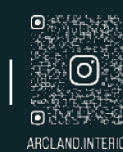


Arcland believes in giving back to the community. Through various initiatives and collaborations, the company engages with local communities to foster a sense of belonging and support. This includes educational programs, partnerships with local artisans, and sustainable development projects. By building strong community ties, Arcland enhances its impact beyond just the physical spaces it creates. Arcland is poised to shape the future of interior design and architecture in the region, one project at a time. With a commitment to excellence, innovation, and sustainability, the company is set to continue its legacy of transforming spaces into functional and aesthetically pleasing environments. Join Arcland on this journey as they continue to craft the possibilities of interior design and architecture. Their passion, values, and collaborative spirit ensure that every project is a testament to the company's dedication to excellence.

As Arcland continues to grow and evolve, it remains dedicated to pushing the boundaries of interior design and architecture. The company is excited about the future and the opportunity to transform even more spaces, creating environments that inspire and elevate everyday experiences. In a world increasingly aware of environmental impacts, Arcland's commitment to sustainability is unwavering. By prioritizing eco-friendly materials and practices, the company not only contributes to a greener future but also sets a standard for the industry. Arcland's innovative approach ensures that each project is crafted with both creativity and responsibility, making sustainability a core element of their design philosophy. Arcland's client centric approach ensures that each project is tailored to the unique needs and aspirations of its clients. From residential spaces that reflect personal style to commercial environments that enhance productivity and brand identity, Arcland's designs are as functional as they are beautiful. This bespoke approach is what makes each Arcland project unique and impactful. Embracing the latest technologies in design and construction, Arcland integrates advanced tools and techniques to enhance their projects. This includes state of the art 3D modeling, virtual reality walkthroughs, and sustainable building practices. By staying ahead of technological trends, Arcland ensures that their projects are not only cutting-edge but also future proof.



EMAIL: [Arcland.egypt@gmail.com](mailto:Arcland.egypt@gmail.com)  
MOBILE: 01116966525 - 01023249129  
WEBSITE: [www.arcland.uk](http://www.arcland.uk)





# BACK TO BUSINESS 2024



## WITH **BE** FURNITURE AND INTERIOR DESIGN: TRANSFORM YOUR SPACE FROM A SKELETON TO A PIECE OF ART TELLS A STORY.

Behind BE Furniture And Interior Design is the mastermind "Bara Alzaheer." She marked the Egyptian design scene with her very unique signature, with love and respect for aesthetics and dedication to quality. Her journey began with a passion for creating unique, functional, and luxurious pieces that resonate with the essence of modern living and the ancient soul of art. Bara Alzaheer's background in design and architecture drove her to innovate. With a master's degree in architecture from Paris-Nanterre University, Bara spent her time creating a well-rounded basis for her career. Over 26 years, she had the opportunity to gain experience in both interior, architecture and project design management. Her multi cultural background helps her to interact with different clientele worldwide.



### BLUISH – LOW CABINET: THE JEWEL OF BE FURNITURE AND INTERIOR DESIGN COLLECTION

Design meets divinity with the Bluish. This masterpiece isn't just a piece of furniture. It's an eloquent symphony of art and craftsmanship. Bluish is here to define BE Furniture And Interior Design. Picture a dazzling night where a woman adorns herself with her most cherished jewelry, each piece reflecting her grace and sophistication. Measuring 92 x 44 x 99H, this cabinet is more than just functional. It's a visual feast! The colours hues blend effortlessly, creating an aura of serene modernity. Every element of the Bluish Low Cabinet is a tribute to detail. From the rich texture of the materials to the subtle play of light on its surfaces, it embodies a harmony that's both soothing and striking. The delivery period underscores the meticulous care and dedication poured into crafting each piece, ensuring it's not just a purchase but an investment in beauty. Invite this elegant marvel into your space and watch as it transforms the ordinary into the extraordinary with BE Furniture And Interior Design.

Here in BE Furniture And Interior Design,  
Every service is a symphony of elegance, designed to  
transform spaces into poetic expressions of beauty.



### THE FUTURE WITH THIS DUBAI PENTHOUSE

Dubai penthouse is a modern marvel wrapped in minimalism with a twist of edgy art. This crib, completed in 2022, screams sophistication with a side of artistic flair that's all about vibes. The design game here is all about sleek minimalism. It's like living in a piece of modern art, where every corner whispers, "less is more." Natural light floods this place by day, turning it into an airy haven. But come night, the vibe shifts. Dimmed lighting takes over, turning the space into a cozy, intimate retreat. Art isn't just an afterthought here, it's the star of the show. Sculptural pieces are sprinkled throughout, adding layers of character and depth. Designed for a powerful couple hustling their way to the top, this penthouse is their haven. After grinding all day, they can kick back and soak in those insane Dubai views, letting the space work its magic. Every detail here is on point. From the color scheme to the accent pieces, everything is in harmony. It's a symphony of style, where every element sings in perfect tune. Dubai penthouse is more than just a place to live, it's a lifestyle. Ready to live the dream? This is where it starts.



ADDRESS: Sheikh Zayed, Egypt  
EMAIL: [info@be-fid.com](mailto:info@be-fid.com)  
MOBILE: (+2) 01033539103  
WEBSITE: [www.be-fid.com](http://www.be-fid.com)

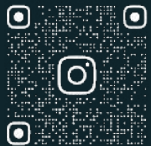




When it comes to crafting extraordinary environments, Mary Naguib Designs is a name synonymous with creativity, elegance, and innovation across Egypt and the Middle East. Whether it's a chic apartment, a luxurious villa, or an inspiring commercial space, this design firm has built a stellar reputation for delivering stunning transformations tailored to each client's unique vision. At Mary Naguib Designs, every space tells a story, and the team's mission is to bring that story to life. By blending form and function seamlessly, the firm creates designs that strike the perfect balance between aesthetics, comfort, and practicality. Mary Naguib stands out for a bold, charismatic approach to design eschewing trends and cookie-cutter solutions in favor of originality. Each project is a masterpiece, reflecting the individuality of its owner.



MOBILE: 01060126140  
WEBSITE:  
[www.marynaguibdesigns.com](http://www.marynaguibdesigns.com)



# BACK TO BUSINESS 2024

## CHARISMATIC DESIGNS: TRANSFORMING SPACES, ELEVATING LIVES

With a deep appreciation for both modern trends and cultural nuances, the team ensures each design is not only visually striking but also resonates with the identity of its location and inhabitants. From cozy apartments to sprawling villas, the attention to detail and creative flair turn even the simplest concepts into stunning realities. Every step, from consultation to execution, is handled with precision and care, ensuring that the client's vision is not only met but exceeded. Their meticulous process guarantees results that are not just spaces but experiences, tailored to elevate every aspect of living or working. The firm stands out for its personalized approach, timeless creativity, and dedication to quality. With a profound understanding of the architectural and cultural subtleties of Egypt and the Middle East, Mary Naguib Designs seamlessly blends tradition with contemporary elegance. Sustainability lies at the core of the firm's philosophy, integrating eco-conscious principles without compromising on luxury and style.

### Clients benefit from:

- Tailored Solutions: Designs crafted to reflect unique lifestyles and tastes.
- Expert Craftsmanship: Every detail is executed to perfection by a skilled team.
- Originality: One of a kind designs that are as unique as their owners.
- Enduring Elegance: Spaces that remain timeless while offering modern functionality.
- Sustainability: Beautiful, eco-friendly solutions that make a difference.

### Mary Naguib Designs offers a diverse range of services:

- Residential Design: Turning houses into homes filled with warmth and style.
- Commercial Design: Crafting offices and retail spaces that inspire and impress.
- Custom Furniture & Lighting: Bespoke pieces that add personality and flair.



## BACK TO BUSINESS 2024



## READY TO ELEVATE YOUR SPACE?

At Mary Naguib Designs, we don't just design interiors we create experiences. Whether you're looking for a complete transformation or subtle enhancements, our team is ready to bring your vision to life. Reach out today to begin your journey toward a space that reflects your personality and exceeds your expectations. Let us redefine what's possible and turn your dreams into reality.





M  
A  
G  
A  
Z  
I  
N  
E

## STREAM: PIONEERING ARCHITECTURAL EXCELLENCE ACROSS THE MIDDLE EAST

In the world of architecture and engineering, Stream stands out to innovate. This integrated firm, under the leadership of the mastermind Ahmed Abd-Alla, has been crafting exceptional solutions that span the full spectrum of architectural and engineering needs. From the first spark of a design idea to the final touches of implementation and supervision, Stream's journey is a narrative of over 15 years of dedication, creativity, and outstanding achievement. Ahmed Abd Alla, the man behind Stream, is much more than an architect. He is a pioneer, pushing the boundaries of real estate and entrepreneurship. His career, which extends over 15 years, is marked by significant contributions to both academia and industry. Armed with a master's degree in architecture and currently pursuing his PhD, Ahmed has also delved into public administration, enhancing his grasp of the interplay between architecture and governance.

Ahmed's accolades are numerous. He has shone brightly in international and local competitions, earning recognition as a critic and referee. His commitment to education is evident in his role as a mentor and trainer to over 1000 engineers, guiding the next wave of architectural talent. His literary work, The Book Project, further cements his position as a thought leader in the architectural world. The Stream Journey crafted art and excellence. Stream's story began in 2011, with a clear vision to redefine architectural design and create spaces that are both innovative and inspiring. This vision quickly took shape as Stream built a reputation for excellence in interior design and space utilization.

Stream Crafts Architectural Excellence Through the Years. 2011 was the birth of Stream, the architectural world witnessed the birth of a revolutionary firm, Stream. This marked the beginning that would soon transform spaces and elevate the standards of design. The years that followed were nothing short of remarkable. Between 2012 and 2014, Stream experienced rapid growth, earning recognition for its outstanding interior design and effective space utilization. The firm's ability to create harmonious, functional spaces that resonated with elegance quickly set it apart in a competitive market.

## THE JOURNEY OF INNOVATION AND EXCELLENCE



The journey of innovation and excellence continued in 2023 with the launch of a new branch in the United Arab Emirates, Stream Dubai. This expansion marked a significant step for Stream, broadening its geographical reach and bringing its amazing designs to a new market. With the Kingdom's Vision 2030 in mind, 2024 saw Stream expanding into Saudi Arabia, capturing new opportunities in a rapidly growing market. This move aligned with Saudi Arabia's ambitious plans for development and modernization, allowing Stream to contribute its expertise and innovative designs to the Kingdom's evolving landscape. Stream's success is built on its comprehensive range of services, designed to meet every architectural and engineering need: **Architectural Design:** Crafting innovative and functional spaces from concept to blueprint. **Interior Design:** Creating personalized environments that reflect unique styles. **Urban Planning:** Comprehensive planning for cities, sites, and public spaces. **Landscape Design:** Designing sustainable and beautiful outdoor environments. **Project Management:** Ensuring timely delivery and quality across all construction projects. **Construction Management:** Coordinating on-site activities from preparation to final finishes. **Interior Fit-Out:** Managing all aspects of interior finishes, fixtures, and furnishings. **Furniture, Fixtures, and Equipment (FF&E):** Procuring high-quality items to complete spaces. **Project Oversight:** Ensuring projects meet the highest standards. **Quality Control:** Implementing rigorous measures for exceptional results. **Feasibility Studies:** Assessing the viability of real estate projects. **Urban Development:** Specializing in planning and development projects. **Real Estate Investment:** Providing guidance and support for investment opportunities. **Shop Drawings:** Producing detailed drawings for construction and fabrication. **Building Information Modeling (BIM):** Using BIM technology for efficient design, coordination, and construction management. **Mechanical, Electrical, and Plumbing (MEP):** Designing and overseeing MEP systems. **Engineering Consulting:** Offering expert advice and support.

By 2015, this year was an actual expansion into exterior design. Stream's reputation had solidified, and the firm expanded its expertise into exterior design. This strategic move not only broadened their portfolio but also affirmed their position as a leading architectural firm. The year 2020 marked another significant milestone for Stream. To support its growing portfolio of projects, the firm opened a new office, reflecting its success and expansion. This new base enabled Stream to handle larger projects and continue its trajectory of growth. 2021 was a year of accolades for Stream. The firm garnered four prestigious awards, highlighting its excellence across various domains:

- Best Luxury Office Interior Design for AA Entity Group
- Corporate Hospitality Venue Interior Design for Paris Plaza
- Public Services Interior Design for Delta College International School
- African Property Awards Interior Design

These awards underscored Stream's commitment to quality, innovation, and exceptional design. Seeking to Reach New Heights In 2022, Stream reached new heights, expanding its market share and earning the trust of both government and private sector officials. This trust translated into numerous assignments, enriching Stream's role in community participation and development across various fields.



**MOBILE:**  
Egypt: +201004959898  
Saudi: +966548943373  
UAE: +971581299733



**WEBSITE:** [www.aa-entity.com](http://www.aa-entity.com)  
[www.stream-co.com](http://www.stream-co.com)  
[www.venere-archstore.com](http://www.venere-archstore.com)  
**INSTAGRAM:** [aaestream](https://www.instagram.com/aaestream)  
**FACEBOOK:** [AAE Stream](https://www.facebook.com/AAEStream)





Amr  
Kavimian

## PRIME'S INNOVATIVE SPIRIT TURNS DESIGNS INTO MASTERPIECES

In the world of architecture and engineering, Prime Consulting Office (PCO) emerges as a brilliant star on the rise. Since its establishment, PCO has carved a unique niche, taking part in pivotal projects across the commercial market, both within Egypt and on international grounds. The cornerstone of PCO's triumph lies in their adeptness at seamlessly integrating work across various disciplines through the use of advanced tools like Revit. Whether conforming to international or national codes, PCO's multidisciplinary prowess enables them to handle a diverse array of tasks with remarkable efficiency.

PCO's commitment to quality and efficiency is further evidenced by their ISO certification, symbolizing their steadfast adherence to established processes and best practices. This certification is not merely a badge of honor but a testament to PCO's resolute dedication to upholding the highest standards in their work. At PCO, the user experience takes center stage. They prioritize the creation of designs that enrich the end user experience, ensuring that every space is not only functional but a sheer delight to inhabit. Their agile management approach empowers them to swiftly adapt to client requirements and project demands, ensuring responsiveness and flexibility throughout the project lifecycle.

Prime Consulting Office (PCO) thrives on a design philosophy that's deeply rooted in several core values. Every project starts with a developer mindset, focusing on end goals to ensure success. PCO crafts designs that enhance the user experience, blending functionality with delight. They emphasize design efficiency, choosing systems and materials that fit perfectly. Cost effectiveness is a priority, managing budgets while delivering high quality. Their agile management adapts swiftly to client needs. Viewing buildings as human beings, they design with exceptional care. Technical coordination ensures seamless collaboration, while their high quality service is a constant. PCO nurtures a healthy work environment. They meticulously select qualified talent, ensuring the best and brightest contribute to their projects. PCO's innovative spirit and dedication are revolutionizing the architectural landscape in Egypt and beyond. With their visionary approach, expertise, and steadfast commitment to quality, PCO is truly bringing designs to life, one project at a time.



**ADDRESS:**  
Building 13 & 15, Chillout Petrol Station, Opposite  
Direction Of Family Park At Suze Road Direction,  
Rehab 2, First Settlement, New Cairo.  
**EMAIL:** Bd@Pco-Eg.Net  
**MOBILE:** 01022220287  
**WEBSITE:** www.pco-eg.net

**PRIME** |   
CONSULTING OFFICE



# BRING DESIGNS TO LIFE



# GIOTTO FURNITURE BY MANAL EL MELIGY: CRAFTING DREAM HOMES WITH DEDICATION



In the world of interior design, few names resonate as deeply as Giotto Furniture, led by the passionate visionary and the mastermind, Manal El Meligy. With a profound love for homes and a knack for transforming spaces and lives, Manal has been creating dream homes since 2003. Her journey from crafting handmade light pieces to designing bespoke furniture for residential homes, hotels, Nile cruises, and commercial spaces is nothing short of inspiring. A passion for homes and design, this is what pushes Manal to continue creating art. Because home decorating is like solving a puzzle. Each piece, when thoughtfully placed, brings clarity, beauty, and completeness to the space. A home is more than just a place to live, it's a sanctuary where one can relax, unwind, and find solace. It's a safe harbor from life's storms, offering acceptance, security, and stability. Manal believes that a well decorated home can positively impact one's mood and well being, influencing emotional states and creating a pleasant atmosphere. With a lot of hard work, effort, trial, and error. Manal takes a lot of persistence and dedication to reach where everyone wants.

Manal's approach to design is deeply personal and client centric to create unique spaces. She meets with clients, listens to their ideas, and helps bring their dream homes to life. Her love for wood as a material stems from its diverse finishes and ease of workability. She believes that the warmth and feel of wood cannot be matched by any modern material. Looking to the future, Manal hopes to incorporate sustainable practices by recycling old furniture and using eco-friendly materials. From Handmade Pieces to Grand Projects, Manal started her business in 2003. Manal began by manufacturing light pieces handmade by herself. Over time, she expanded her repertoire to include designing and manufacturing tables using various materials. Her projects have grown in scale, taking on larger From Handmade Pieces to Grand Projects, Manal started her business in 2003. Manal began by manufacturing light pieces handmade by herself. Over time, she expanded her repertoire to include designing and manufacturing tables using various materials. Her projects have grown in scale, taking on larger residential homes, hotels, Nile cruises, and commercial spaces. The most rewarding aspect for Manal is tailoring spaces to meet specific family needs, such as accommodating toddlers or older family members. The Giotto Workshop is a hub of creativity. At the heart of Giotto Furniture is Manal's workshop, where her team of well trained and experienced artisans brings her designs to life. The workshop is a hub of creativity, where detailed 3D designs are transformed into stunning interiors that reflect the unique vision of each client. Manal's dedication to quality and craftsmanship is evident in every piece produced, ensuring that clients receive nothing but the best. Giotto Furniture's success lies in its client-centric design philosophy. Manal and her team prioritize understanding their clients' needs and desires, ensuring that every project is a true reflection of the client's vision. The personalized service, combined with innovative design and meticulous craftsmanship, has earned Giotto Furniture a loyal and growing clientele. Giotto puts life in every piece and gives lives.



Manal El Meligy's journey with Giotto Furniture is a testament to her passion, dedication, and commitment to excellence. Her ability to create spaces that are not only beautiful but also functional and comforting has made her a beloved figure in the Egyptian design industry. As Giotto Furniture continues to grow, it remains dedicated to pushing the boundaries of design and creating spaces that inspire and elevate the everyday lives of its clients. As Giotto Furniture looks to the future, because the future is now! Manal's vision for the future, sustainability, and eco-friendly practices will play an important, crucial role. Her commitment to recycling old furniture and using sustainable materials aligns with the growing global movement towards environmental responsibility to be able to recycle the whole world one day. With a strong foundation built on trust, quality, and innovation, Giotto Furniture is poised

## Back To Business 2024



to continue its legacy of transforming dreams into reality, one beautifully designed space at a time. In a world built on might and right and where design trends come and go, Giotto Furniture, under the expert leadership of Manal El Meligy, stands as a timeless game changer. Because Manal's dedication to creating spaces that are not just visually stunning but also deeply personal and functional ensures that every project is a masterpiece.



EMAIL: [manalgiotto@gmail.com](mailto:manalgiotto@gmail.com)  
MOBILE: 01224271000





## UNLOCK YOUR NEW EASY PATH TO INVEST FOR FUTURE WITH ROC

Imagine a life without boundaries, where opportunities come freely, and success follows naturally. That's what ROC Citizenship offers a chance to make your dreams a reality. Ever dreamed of a life without limits, where opportunities come at you left and right? ROC Citizenship is your ticket to making that dream a reality. Led by Moataz El Zayat, Partner CEO, with a solid 16 years of experience, ROC Citizenship has been the go to expert in residency and citizenship by investment since 2018. They are all about top destinations in the Caribbean, Mediterranean, Oceania, Americas, Arabian Peninsula, and Europe.

ROC makes global dreams and big moves. Based in Dubai, UAE, with extra hubs in Egypt, KSA, and Nigeria. ROC is making moves that reflect our huge ambitions. Their Cairo branch was just the beginning. In just 8 months, they opened another in Mansoura and are set to expand across Africa, especially Egypt. The programs they provide are more than just changing your address. They help you spread your investments, travel more freely, save on taxes, find new business opportunities, and receive top education. Simply put, they aim to improve the quality of life for you and your family. Moataz El Zayat's mission is to connect savvy investors with countries eager for growth via external investment. Our programs aren't just about switching your address, they're about investing in a country and gaining citizenship or residency in return. Think better safety, elite education, business opportunities, and the freedom to travel.

ROC is always asking, Why limit yourself?" Our programs go beyond new addresses. They help you diversify investments, travel easily, save on taxes, discover new business opportunities, and access top-notch education. It's all about leveling up your life for you and your family. The ROC Citizenship experience is all about trust and openness. They aim for positive change, aligning investor goals with the growth of the countries they work with.

## OPEN NEW DOORS, TRANSFORM YOUR LIFE

Discover how our unique services can transform your future



ROC Citizenship offers a range of citizenship programs in exotic locations like Grenada, Dominica, Antigua and Barbuda, St. Lucia, St. Kitts and Nevis, Turkey, and Vanuatu. Additionally, our residency programs span Latvia, Cyprus, Greece, Portugal, Canada, the UK, the UAE, KSA, and the USA. A standout is our Canada Skilled program, ideal for professionals seeking permanent residency. This program not only opens doors to new opportunities but also provides a high quality of life, excellent education, and universal healthcare. ROC 100% acceptance rate means peace of mind for you. You're not just a number, you're part of ROC's success story. In just 4-6 months, you'll be holding the keys to your new future. When they opened the Cairo branch, it was just the beginning. Within eight months, they launched another branch in Mansoura and have plans to expand further across Africa, with a special focus on Egypt. their base in Dubai, UAE, and additional offices in KSA and Nigeria reflect their big dreams and commitment to growth. The ROC mission is very straightforward: "Connect thoughtful investors with countries eager for external investment. Their programs are designed to be more than just a change of address. They help you diversify your investments, travel more freely, save on taxes, and access top tier education while improving the quality of life for you and your family". Start now. Embrace the future you've always dreamed about. It's not just a call, it's the beginning of your new life.



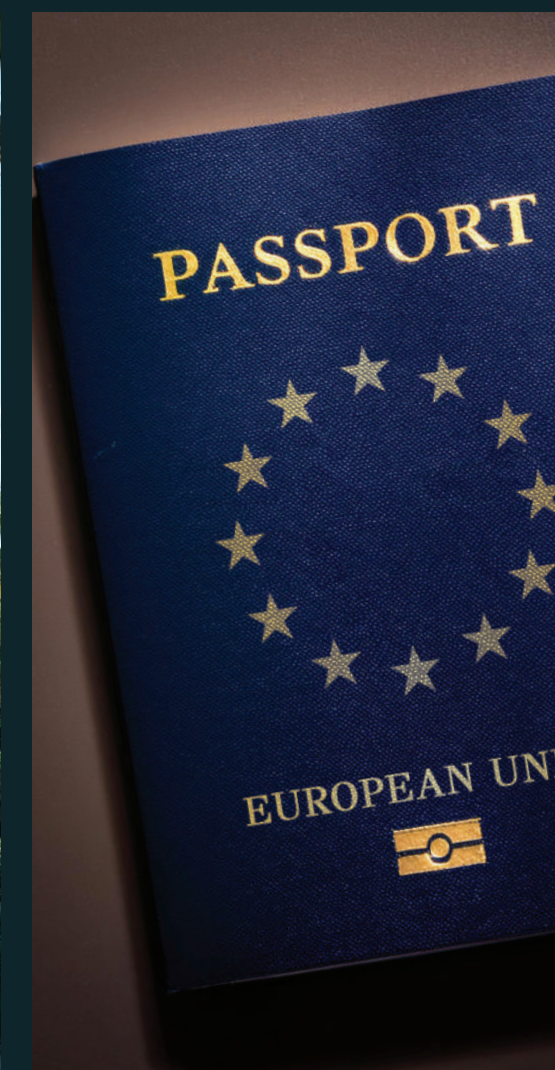
**ROC**  
CITIZENSHIP

EMAIL: [info@roccitizenship.com](mailto:info@roccitizenship.com)  
MOBILE: 01283927774



It's more than transactions, it's about lasting, positive impacts on the global community. Whether you're investing for safety, education, or business, ROC offers a straightforward path to your goals. Starting an investment journey can be daunting, but ROC is here to make it smooth and secure. They work directly with governments, ensuring you get official, reliable service. Plus, our partnerships with authorized agents mean extra support every step of the way. From your first question to your last, they're here for you, making sure you have the confidence to move forward. Discover new paths with ROC Citizenship and make boundaries disappear. Why limit yourself when the whole world is within reach?

Imagine unlocking new horizons, where opportunities are endless, and success follows naturally. That's what ROC Citizenship offers a chance to turn your dreams into reality. When they launched in Cairo, the excitement was electric. Investors, journalists, and notable figures gathered to witness the beginning of a new chapter. The Egypt team exceeded expectations, delivering insights and showcasing how our services can truly transform lives. Picture this: you start with a personal consultant guiding you through each step. From the initial consultation to the moment, you receive your new passport or residency visa, the dedicated team is with you all the way, ensuring a smooth journey from start to finish.





RS  
2024

ST



# CEO

*Letter*

*Dear Beloved Community,*

As we step into this new season of "Back to Business", I am filled with profound joy and gratitude to greet you through these words. This year has been a remarkable journey, marked by the celebration of our Niche Club and the expansion of our real family of the top notch entrepreneurs and businessmen.

In the spirit of hard work, dedication and love, we have surmounted lot of challenges together. As we look to the future, we are filled with hope and excitement for the endless possibilities and shared success.

*With heartfelt gratitude,*

*Nady Galy*





# DUBAI DEVELOPMENTS ACHIEVES AN UNMATCHED RESULT

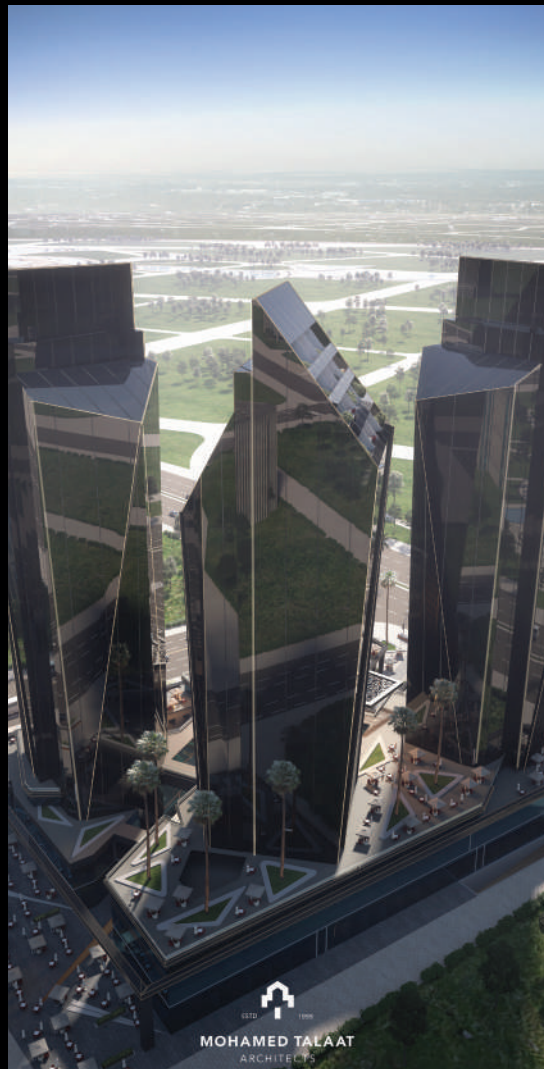
Breaking the Residential Sales Records in the New Capital City in Less Than 72 Hours.



We are thrilled to share that Lumia Lagoons has achieved an incredible milestone by setting the highest sales record in New Capital City in just 3 days. This remarkable success has generated a wave of positive word of mouth, positioning Lumia as one of the top residential brands in the New Capital city. The unbeatable combination of competitive pricing and exceptional facilities has made Lumia Lagoons a standout choice for homebuyers, further solidifying our reputation as a leader in luxury living. Besides, Lumia officially received the Governmental approvals Paving the way for its Developments. On the other hand, DD recently shared exceptional progress across their key projects in the New Capital City. The company reached a significant milestone with "Capital Dubai Mall" in R7 area, and currently, they are preparing for the operational phase. This development promises to become a top-tier destination, offering world class retail and entertainment experiences in the heart of the city. At the same time, "Obsidier "Towers project in Downtown area is considered to be the first smart tower in the NCC. The "black towers" are advancing rapidly moving into a major construction milestone, ensuring the structural integrity of both 2 towers. This achievement marks a critical step toward bringing this iconic project to life. Looking ahead, Dubai Developments expected that the 3rd tower of Obsidier is slated for launch in 2025, further solidifying Dubai Developments' commitment to shaping the city's skyline with cutting edge design and world class infrastructure.

**DUBAI**  
DEVELOPMENTS

ADDRESS: 2 nd FLOOR, NORTH PLUS BUILD-  
ING, NORTH 90 th STREET,NEW CAIRO.  
EMAIL: INFO@DUBAI-DEVELOPMENTS.COM  
PHONE: 15892  
WEBSITE: www.dubai-developments.com



What makes Uncle B legendary is its embodiment of the Wild West ethos. It's a reflection of the owner's spirit: bold, innovative, and fiercely loyal to the community. At Uncle B, every day ends with the satisfaction of giving it all, resonating in every haircut, shave, and conversation. It's not just a business, it's a way of life. The crew pours their soul into their craft, treating everyone like family. Here, the Wild West isn't a memory, it's a living, breathing reality in the hearts of all who walk through the doors. Saddle up for style, the Uncle B way.

 **UNCLE.B** |

ADDRESS: Madinaty - all seasons park mall  
MOBILE: 01070227001  
INSTAGRAM: @uncleb.co  
FACEBOOK: uncle b

## Uncle B's Barber shop

The Egyptian Hairstylist Revolutionizes the Market

Here at the heart of Dusty Gulch, the spirit of the Wild West lives on at Uncle B Barbershop. Where all legends get their signature hair style. This place doesn't offer hairstyles only. Itly's a whole experience, a hairstyle, a cowboy journey. You walin,in and you're hit with the rich aroma of shaving cream mixed with old wood and leather. The buzz of clippers and the hum of cowboy chatter instantly transport you to another era , The creaky floors whisper tales of dust covered travelers, while vintage barber chairs stand as proud sentinels of a bygone age. The walls, adorned with old photographs and brass fittings, echo the past and the unyielding spirit of those who came before, Uncle B is more than a place to get a haircut, it's the heartbeat of Dusty Gulch. The barbers, each with nicknames cooler than the other, are masters of their craft. They're not just cutting hair; they're craf ing experiences. Whether it's a grizzled cowboy needing a close shave or a local rancher taming a wild mane, the Uncle B crew blends old school techniques with modern swagger. Every cut is bespoke, every shave a masterpiece ,The shop itself is a timeless blend of old world craftsmanship and modern edge, reflecting the true essence of the Wild West. The barbers are as steady as a cowboy's hand on a rifle, their skills honed and sharp. The clippers buzz, straight razors swish, and polished leather chairs creak under the weight of those seeking the perfect trim. Here, you don't just leave with a fresh look, you leave with a piece of that Wild West grit, a swagger only Uncle B can give. Uncle B Barbershop is a throwback to the golden days, but its attention to detail and top notch service make it a staple of contemporary grooming. Cowboys, ranchers, or just folks passing through, everyone leaves feeling like they've come home.







# SHERIF EL DOMYATI

INNOVATOR, LEADER, AND THE REAL ESTATE  
MAVERICK SHAKING UP THE GAME .

Sherif El Domyati, the trailblazing CEO of HPD (Heritage Pan Arab Developments), is like the ultimate game changer in the real estate world. Picture this: a guy who started in marketing but found his true calling in real estate, turning every project into a masterpiece. Sherif's journey is all about passion and creativity. He wasn't even planning on diving into real estate, but once he did, he was hooked. From his early days at Egygab learning the ropes, to crafting the iconic BOHO El Sokhna campaign at Arctic Developments, Sherif's career has been a series of successful moments. Then came the New Administrative Capital challenge at Hometown Developments. He didn't just tackle it, he transformed it, leading a total rebrand and setting new industry standards. It's this innovative spirit that sets him apart. Now, as the CEO of HPD, Sherif's all about staying ahead of trends and balancing work with life. With some seriously exciting projects on the horizon, he's ready to make waves and inspire the next gen of real estate leaders. Two moments of profound significance marked Sherif's voyage. The first, an immersion into the fundamentals of real estate at Egygab, where marketing met industry wisdom.

The second, a magnum opus at Atric Developments with the BOHO project in Ai El Sokhna, a campaign that soared on the wings of creativity, setting a new benchmark in the market's tapestry. Balancing work and life is a delicate act. More hours are often spent on the job than in usual rhythms, yet personal pursuits outside work are essential sanctuaries of balance. Embracing this transformative spirit, Khedawy Elakarat is more than just a platform. It's an avant garde concept. By promoting transparency and fresh perspectives, it creates a fertile ground for industry professionals, investors, and consumers to engage in meaningful conversations. Through this dialogue, a more enlightened and dynamic real estate sector in Egypt is envisioned. With an innovative spirit and a wealth of experience, Sherif El Domyati is ready to elevate HPD to new heights. Constantly pushing the limits of what's possible, Sherif's journey inspires aspiring real estate enthusiasts. His balance of work with personal passions, staying ahead of market trends, and a relentless passion for real estate all contribute to his success and that of HPD.

**HPD** HERITAGE  
PAN-ARAB  
DEVELOPMENTS

MOBILE: 01026333522  
EMAIL: [elkhedawy.realestate@gmail.com](mailto:elkhedawy.realestate@gmail.com)  
INSTAGRAM: @sherif\_eldomyati  
FACEBOOK: Sherif El Domyati



## Bitcoin's Big Comeback: The Next Spike is hitting

Bitcoin is soaring through the digital skies once again! Since its creation in 2009, this digital gold has weathered numerous ups and downs, but now it's back in the spotlight, chasing that elusive \$100,000 milestone. What's fueling this rocket ride? First up, institutional investors are diving in. Big names like Goldman Sachs are stacking up Bitcoin, signaling serious confidence in its long term potential. This influx of institutional money has given Bitcoin a solid foundation and a new-found credibility. Plus, with Bitcoin ETFs making it easier for everyday investors to get in on the action, demand is skyrocketing. It's no longer just tech enthusiasts and early adopters; mainstream investors are now part of the Bitcoin frenzy.

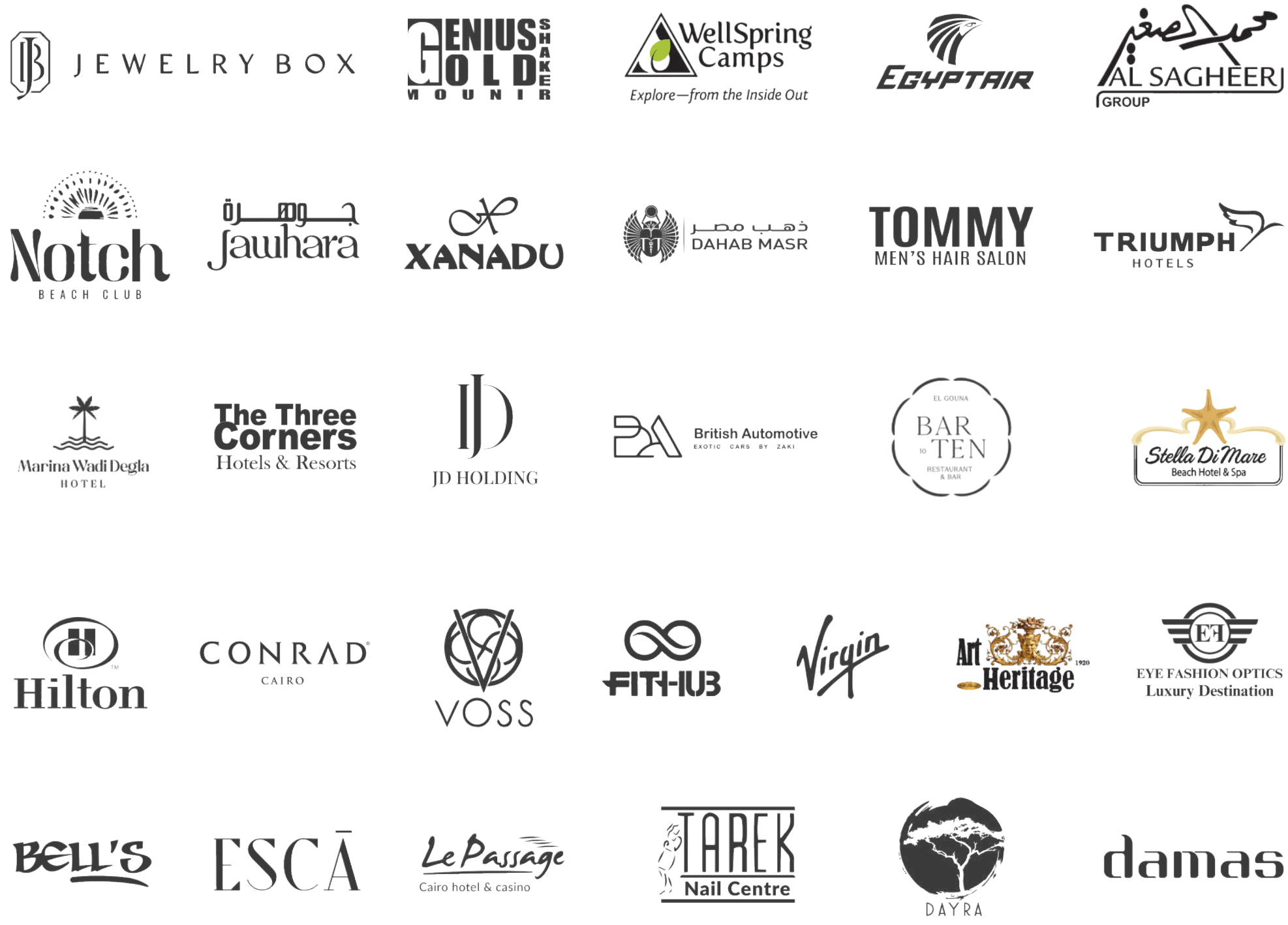
Then there's the tech side. Bitcoin is getting a high-tech makeover with innovations in blockchain technology and the much anticipated Bitcoin halving event. These advancements are making Bitcoin more scalable and attractive, enhancing its usability and efficiency. Think of it as Bitcoin's tech glow-up. It's faster, more efficient, and undeniably cooler than ever. These improvements are crucial as they ensure Bitcoin can handle a growing number of transactions without compromising its security or decentralization. Add to that the shaky global economy. With rising inflation and economic instability, Bitcoin is becoming the goto hedge against traditional financial systems. It's a digital safe haven in times of economic turmoil. Even high-profile figures like former President Trump are giving Bitcoin a nod of approval. It's like the cool kid getting an endorsement from the principal, adding another layer of credibility and appeal.

But let's not forget, it's not all smooth sailing. Bitcoin is notorious for its volatility one minute it's mooning, the next it's tanking. This wild ride can be thrilling but also nerve-wracking. Analysts warn about potential regulatory changes and market corrections that could impact Bitcoin's trajectory. Regulatory bodies around the world are keeping a close eye on cryptocurrencies, and any major regulatory clampdowns could significantly affect Bitcoin's price. So, what's next? Bitcoin's journey to \$100,000 might have some bumps, but with the perfect storm of institutional support, technological advancements, and economic shifts, it's geared up for greatness. As the world goes digital, Bitcoin leads the charge, showcasing what the future of finance could look like. Its decentralized nature and ability to operate outside traditional banking systems make it an attractive option for those seeking financial sovereignty.

Bitcoin's story is one of resilience and innovation, a testament to how digital currencies can redefine financial landscapes. It represents a shift towards a decentralized future, opening doors to new possibilities and setting the stage for the next era of digital finance. Bitcoin is not just a currency, it's a movement towards a new financial paradigm. Keep your eyes on this crypto giant, as its journey is far from over. The excitement and potential of Bitcoin reflect a broader shift towards digital transformation and financial evolution. Bitcoin's tale is far from finished. With every new peak and valley, it reaffirms its place in the pantheon of financial innovation. As we stand on the brink of this new digital age, Bitcoin lights the way, offering a glimpse into a future where currency is as fluid and dynamic as the internet itself. Get ready for an exciting ride into the future of finance!



# OUR PARTNERS IN SUCCESS



# THE TEAM

**FOUNDER AND CEO**  
NADY GHALY

**CEO ASSISTANT**

**BUSINESS DEVELOPMENT DIRECTOR**  
MOHAMED MOSTAFA

**SENIOR BUSINESS DEVELOPMENT TEAM**  
HEIDI SELWANIS  
SANDRA GHALY

**BUSINESS DEVELOPMENT TEAM**  
FATMA MUSTAFA  
LISA BESHAY  
NAWAL MOHAMED  
SAHAR Wael  
GEHAN MAGDY  
MADLIN RIZK  
CLARA ASHRAF  
CHRISTINA ROMANY

**WEB DEVELOPER**  
MINA NASR

**ADMINISTRATION HEAD**  
YUSEF MANSOUR

**ADMINISTRATION TEAM**  
DAVID MAGDY  
DOAA MOHAMED

**PR MANAGER**  
NOOR AQL

**VIDEO EDITORS**  
ALIAA GALAL  
IBRAHIM HISHAM

**FINANCE MANAGER**  
MOHAMED ABD ELKEREEM

**FINANCE MANAGER ASSISTANT**  
ISEAK YOUSSEF

NICHE  
LUXURY LIFESTYLE MAGAZINE



ADDRESS  
19 st 100, maadi, Cairo, Egypt

WEBSITE  
www.nichemagazine.me

EMAIL  
info@nichemagazine.me

SALES NUMBER  
01202702700 from 2700 to 2709

SUPPORT  
012279720100

PRINTED BY  
International Printing House ( IPH )

**OPERATION MANAGER**  
JOHN BESHARA

**SENIOR ACCOUNT MANAGER**  
SANDRA ADEL

**ACCOUNT MANAGERS**  
CHRISTINE KARAM  
NOOR ALI  
MARIAM ZAHER

**ART DIRECTOR**  
MENNA TALLAH NABIL

**CREATIVE TEAM**  
MUHAB MOHAMED  
ABANOUB GIRGES  
MARIEM NABIL

**DIGITAL MARKETING HEAD**  
MOHAMED ELETR

**COPYWRITER**  
MONIKA MOEEN

**CONTENT CREATOR**  
ALI YASSER

**SOCIAL MEDIA MODERATOR**  
SOHILA EZZAT

**SENIOR COPYWRITER**  
ESLAM NABIL

**MEDIA BUYER**  
ABD ELRHMAN MOHAMED

**EDITOR-IN-CHIEF**  
AHMED L. DARAWY

**MEDIA HEAD**  
ABDELRAHMAN ELSAYED

**RUNNERS**  
EMAD YOUSEF  
SAMAH SAMIR  
MANAL GHATAS  
AYMAN BEKHET  
MILAD AZMY



# Crafting Your Signature Work Style



In the fast paced, cutthroat world of work today, just being good isn't enough. To really stand out, you need to develop a signature work style that's unique, cultured, and unmistakably you. Here's how to do it, based on some serious research and expert insights. A Harvard Business Review study found that professionals who consciously create a unique work style not only feel more satisfied with their careers but also achieve greater success. Key factors? Self-awareness, continuous learning, and cultural competence. Let's break it down.

### Know Your Worth

Step one: get to know yourself. The Harvard study points out that understanding your strengths, skills, and what makes you unique is crucial. Take some time to reflect. What do you bring to the table that no one else does? This self awareness is the foundation of your signature style.

### Embrace your culture

Adding cultural elements to your work can make it richer and more engaging. Research from the International Journal of Cross Cultural Management shows that being culturally aware can boost collaboration and creativity. So, get curious about different perspectives and traditions. It'll make your work environment way more inclusive and innovative.

### Keep Learning

The study also highlights the importance of continuous learning. The professionals who thrive are the ones who never stop seeking knowledge. Whether it's workshops, books, or new experiences, keep your mind open. This keeps your work fresh and forward thinking.

### Build Your Personal Brand

Your personal brand is your professional fingerprint. According to the Journal of Marketing Management, consistency is key. Your values, communication style, and behavior should align across all platforms. This builds trust and makes you memorable.



### Innovate and take risks

Don't be afraid to step out of your comfort zone. The Harvard study emphasizes that risk taking is essential for developing a signature style. See challenges as opportunities to innovate and set trends. This mindset will help you stand out in any field.

### Network Like a Pro

Engage with your professional community. The International Journal of Networking and Virtual Organizations suggests that networking is about more than just advancing your career it's about building meaningful connections. Join industry events, participate in discussions, and learn from others.

BACK TO BUSINESS 2024



### Always choose quality over quantity

In a world that often values speed, committing to quality can set you apart. The Journal of Business Research found that focusing on quality enhances your reputation and long term success. Make sure every task you complete is done to the best of your ability.

Effective communication is crucial. The Harvard study stresses the importance of clear and engaging communication. Develop your writing and speaking skills, and practice active listening. Tailor your message to your audience to ensure it's impactful and understood. Make sure your work reflects what you're passionate about. The Journal of Vocational Behavior notes that aligning your work with your interests leads to greater satisfaction and productivity. Pursue projects that excite you and let your enthusiasm show. Creating a signature work style that's cultured and distinct takes self awareness, cultural sensitivity, continuous learning, and a commitment to excellence. By incorporating these elements, you can build a professional legacy that stands out and inspires others. Embrace your unique value, innovate boldly, and let your work be a testament to your dedication and creativity.





In today's relentless professional landscape, blending in won't cut it. If you aspire to be both niche and affluent, it's time to harness your unique strengths and make an indelible mark. Here's your definitive guide to owning your niche and building wealth like a boss.

#### Recognize Your Unique Value

First things first, you must acknowledge your unique value proposition. According to a study in the Harvard Business Review, comprehending what sets you apart is crucial. Reflect deeply on your strengths, passions, and skills. Identify the aspects that make you indispensable and champion them. This self-awareness is the bedrock of your personal brand.

#### Exude Authenticity

Authenticity is your most potent asset in a world cluttered with imitation. Being genuine attracts those who align with your values. Authenticity is synonymous with trust, and trust is the cornerstone of success. Embrace your true self and let your authenticity permeate your work and interactions.

#### Adopt a Growth Mindset

A growth mindset, championed by psychologist Carol Dweck, is transformative. It's the belief that abilities and intelligence can be developed through dedication and hard work. This mindset encourages resilience, adaptability, and a relentless pursuit of excellence. Challenges become opportunities for growth, fueling your journey to mastery.

#### Master Your Niche Market

Thoroughly understanding your niche market is imperative. Conduct comprehensive market research to pinpoint your target audience's needs, preferences, and pain points. Engage with them through surveys, social media, and direct interactions. This deep understanding allows you to tailor your offerings precisely to meet their needs, securing your place in the market.

#### Leverage Your Strengths

Utilize your unique strengths to create unparalleled value. Whether it's through groundbreaking products, exceptional customer service, or innovative marketing strategies, leverage what you excel at to stand out. Your strengths are your competitive edge, use them strategically to build a formidable brand.

# MANIFESTING YOUR NICHE AND WEALTH: This is How to Own Your Get Filthy Rich



#### Commit to Excellence

In a fast paced world, prioritizing quality over quantity can set you apart. A Journal of Business Research study found that a focus on excellence enhances reputation and long term success. Commit to delivering top notch work in every task, regardless of its scale.

#### Communicate with Precision

Effective communication is paramount. Develop strong writing and speaking skills, and practice active listening. Tailor your communication style to resonate with your audience. Clear and engaging communication builds strong relationships and solidifies your professional image.

#### Let Passion Drive You

Your passion is your driving force. The Journal of Vocational Behaviour notes that aligning your work with your interests enhances satisfaction and productivity. Find projects that ignite your enthusiasm and let your passion lead the way. Passionate work resonates deeply with others and attracts opportunities.

Manifesting the right to be niche and rich requires a blend of self awareness, authenticity, continuous learning, and a commitment to excellence. By integrating these principles, you can carve out a unique space where you thrive and inspire others. Embrace your unique value, innovate boldly, and let your journey be a testament to your dedication and creativity.

#### Construct a Powerful Brand

Your brand is your identity in the market. Construct it with precision and ensure it's consistent across all platforms. The Journal of Marketing Management underscores the importance of brand consistency in building trust and recognition. A powerful brand sets you apart and ensures you're memorable.

#### Network Strategically

Building a robust network is essential. Networking is about forming meaningful connections that can open doors to new opportunities. Attend industry events, engage in professional groups, and collaborate with like minded individuals. Strategic networking enhances your visibility and credibility within your niche.

#### Balance Tradition and Innovation

The most successful professionals strike a balance between honouring traditional methods and embracing innovation. The Harvard study suggests that blending established practices with modern techniques is crucial. This balance ensures your work is both relevant and impactful, keeping you ahead of the curve.







## THE FUTURE OF MIDDLE EASTERN ENTREPRENEURS IN THE GLOBAL MARKET: A PROUD AND EMOTIONAL JOURNEY

In recent years, the Middle East has emerged as a vibrant epicentre of entrepreneurial spirit, fuelled by a blend of economic transformation, youthful energy, and a relentless drive for innovation. As we look towards the future, Middle Eastern entrepreneurs are not just participants in the global market. They are shaping it with their unique vision, resilience, and ingenuity. This is their story, one that is both inspiring and deeply moving. The Genesis of a Thriving Ecosystem The entrepreneurial landscape in the Middle East is undergoing a remarkable transformation. Nations like the United Arab Emirates, Saudi Arabia, and Egypt are leading this Renaissance, propelled by forward-thinking policies and strategic initiatives. Governments have acknowledged the vital role of startups in driving economic growth and diversification. Saudi Arabia's Vision 2030, a bold plan to reduce dependency on oil, champions entrepreneurship and innovation as pillars of the nation's future. Similarly, the UAE's National Innovation Strategy envisions the country as a global innovation hub. These initiatives are more than mere plans, they are the lifeblood of a burgeoning ecosystem that nurtures and supports entrepreneurial talent. Incubators, accelerators, and venture capital firms are sprouting across the region, creating fertile ground for startups to flourish. Organizations like Dubai's In5, Egypt's Flat6Labs, and Saudi Arabia's Qotuf Al Riyadh are not just backing businesses; they are cultivating dreams, fostering a new generation of visionaries ready to take on the world. At the heart of this entrepreneurial surge lies a profound embrace of technology and innovation. Middle Eastern entrepreneurs are harnessing digital advancements to disrupt traditional industries and create novel solutions to contemporary challenges. The region's youth, who are the beating heart of this movement, are tech savvy and driven by a passion for change. They are the torchbearers of a new era, where technology intersects with creativity to forge unparalleled paths forward. Take, for instance, the fintech revolution sweeping through the Middle East. With a vast unbanked population and the proliferation of smartphones, fintech startups are redefining financial services. Companies like Pay tabs, a Saudi based payment solutions provider, and Egypt's Fawry, a digital payments platform, are not just achieving success locally, they are expanding their influence globally, setting new benchmarks for innovation and accessibility. Bridging Cultures, Shaping Futures Middle Eastern entrepreneurs are uniquely positioned to bridge cultural divides and foster economic integration on a global scale. The region's strategic geographic location, at the crossroads of Europe, Asia, and Africa, offers unparalleled opportunities for businesses looking to expand internationally. Cultural heritage and historical trade routes enrich these efforts,

Cultural heritage and historical trade routes enrich these efforts, creating a tapestry of connections that transcends borders. This spirit of collaboration is manifesting in dynamic cross border partnerships. Middle Eastern startups are increasingly joining forces with global counterparts, exchanging knowledge and driving mutual growth. These alliances are not just opening doors. They are breaking barriers, paving the way for Middle Eastern innovation to resonate across the globe. Overcoming Challenges, Seizing Opportunities The journey is not without its hurdles. Access to funding remains a critical challenge, and regulatory complexities can stifle entrepreneurial momentum. Yet the resilience and determination of Middle Eastern entrepreneurs are formidable. Efforts to streamline regulations and enhance access to capital are underway, promising a brighter future for the region's startups. Despite these challenges, the opportunities are boundless. The Middle East's rich cultural tapestry, coupled with a fervent embrace of innovation, positions its entrepreneurs as valuable players in the global market. As they continue to break new ground, these visionaries are not only redefining business they are rewriting the narrative of what it means to be a global entrepreneur. The future of Middle Eastern entrepreneurs in the global market is a story of hope, ambition, and relentless pursuit of excellence. With unwavering support from governments, investors, and the entrepreneurial community, they stand poised to make an indelible mark on the world stage. Their journey is a testament to the power of dreams, the strength of community, and the boundless potential of human ingenuity. As they rise, so too does the promise of a brighter, more inclusive future for all.







# ZODIAC SIGNS DESTINED FOR THE CEO THRONE

In the mesmerizing dance of the zodiac, certain signs seem to possess an extra spark, a touch of celestial charisma that propels them towards the pinnacle of corporate success. While becoming a CEO demands a blend of skills, experience, and relentless determination, astrology suggests that some signs are inherently more predisposed to take the helm. Let's dive into the astrological powerhouse traits that make these signs stand out in the boardroom.

### Aries (March 21 - April 19)

Aries, the trailblazer of the zodiac, is ruled by Mars, the planet of action and ambition. These individuals are the daredevils of the corporate world, brimming with energy and fearless in their pursuit of success. Aries CEOs are known for their pioneering spirit and bold decision making. They're not afraid to venture into uncharted territories, driving innovation and inspiring their teams with a relentless push towards greatness. Their courage and determination often lead them to disrupt industries and set new standards.

### Taurus (April 20 - May 20)

Don't let the calm exterior of a Taurus fool you. Ruled by Venus, Taurus individuals are a powerhouse of reliability and practicality. These earthy leaders excel in creating stability and bringing a steady hand to any business operation. As CEOs, they are masters of financial management and operational efficiency, ensuring that the company's foundations are rock-solid. Their unwavering focus and methodical approach allow them to navigate through challenges with ease, leading their organizations to sustainable success.

### Leo (July 23 - August 22)

The stage belongs to Leo, the zodiac's natural-born leader. Ruled by the Sun, Leos radiate confidence and charisma, drawing people towards them with their magnetic presence. In the boardroom, a Leo CEO commands attention and respect. Their creative vision and bold strategies often lead to groundbreaking innovations and exceptional company performance. Leos are passionate leaders who motivate their teams with enthusiasm and a clear vision, turning dreams into reality.

### Scorpio (October 23 - November 21)

Scorpio, ruled by Mars and Pluto, embodies power and strategy. These intense individuals are known for their penetrating insight and unwavering determination. Scorpio CEOs are transformative leaders, capable of steering their companies through the most complex challenges. Their strategic acumen and ability to understand the deeper currents of the market make them adept at making calculated moves that drive substantial growth and change. Scorpions lead with a blend of intuition and precision, ensuring their legacy is both impactful and enduring.

### Capricorn (December 22 - January 19)

Capricorn, the mountain goat of the zodiac, is synonymous with ambition and discipline. Ruled by Saturn, Capricorns are strategic planners and tireless workers. A Capricorn CEO is the epitome of resilience and practicality. They excel in long term planning and executing detailed strategies that bring sustained success. Their ability to stay the course, even in turbulent times, makes them formidable leaders who build enduring institutions. Capricorns are the architects of the corporate world, laying down the blueprint for future generations to follow.

### Aquarius (January 20 - February 18)

Aquarius, the visionary of the zodiac, is ruled by Uranus. These individuals are ahead of their time, constantly pushing the boundaries of what's possible. An Aquarius CEO is an innovator, always seeking out new technologies and revolutionary ideas. Their unique ability to see the bigger picture and embrace unconventional solutions sets them apart in the business world. Aquarians are independent thinkers who drive their companies towards new horizons, fostering a culture of creativity and forward-thinking.

While the journey to becoming a CEO involves a complex interplay of factors, the traits associated with certain zodiac signs can provide intriguing insights into natural leadership abilities. Whether it's the boldness of Aries, the resilience of Capricorn, or the innovation of Aquarius, these signs possess qualities that can help them ascend to the top. So, as you chart your course in the professional world, remember that the stars might just be aligned in your favor, guiding you towards your ultimate destiny.







# GREEN BUSINESS:

## Mastering Sustainability in your business

In today's world, making your business eco-friendly is not just a trend, it's essential for long term success. Here's how to adopt sustainability in your business operations effectively. Understanding the Importance of Sustainability Sustainability isn't just about being eco-friendly, it's about creating a business model that ensures long-term viability. Sustainable practices help protect natural resources, reduce waste, and mitigate climate change. They can also enhance your brand reputation, attract eco-conscious customers, and lead to cost savings through efficient resource use. Moreover, investors and stakeholders are increasingly prioritizing businesses with strong sustainability credentials. Conducting a Sustainability Audit Start by conducting a comprehensive audit of your current operations. Look at energy consumption, waste generation, water usage, and supply chain practices. This will help you understand where your business has the most significant environmental impact and identify areas for improvement. A thorough audit provides a baseline to set realistic sustainability goals and track progress over time. Setting Clear Sustainability Goals Based on your audit, set clear, measurable sustainability goals. These should align with your overall business strategy and be specific, achievable, and time bound. For example, you might aim to reduce carbon emissions by 20% within five years, achieve zero waste to land-fill, or source 100% of materials from sustainable suppliers. Clear goals provide direction and accountability for your sustainability initiatives.

Engaging Employees and Stakeholders Sustainability is a collective effort that requires buy-in from everyone in your organization. Engage employees by educating them about the importance of sustainability and how they can contribute. Create a sustainability task force or committee to lead initiatives and encourage participation across departments. Additionally, involve stakeholders, such as suppliers and customers, in your sustainability efforts to foster a collaborative approach. Implementing Energy Efficient Practices Reducing energy consumption is one of the most impactful ways to improve sustainability. Implement energy efficient practices such as using LED lighting, optimizing heating and cooling systems, and investing in energy efficient equipment. Consider renewable energy sources like solar or wind power to further reduce your carbon footprint. Conduct regular energy audits to identify additional opportunities for improvement. Minimizing Waste and Promoting Recycling Reducing waste and promoting recycling are fundamental aspects of sustainability. Conduct a waste audit to understand the types and quantities of waste your business generates. Implement strategies to reduce waste at the source, such as digitalizing documents, reducing packaging, and encouraging reusable materials. Set up recycling programs for paper, plastics, metals, and organic waste. Partner with local recycling facilities to ensure proper disposal and recycling of materials. Sustainable Sourcing and Supply Chain Management Review your supply chain practices to ensure they align with your sustainability goals. Source materials and products from suppliers who prioritize environmental and social responsibility. Look for certifications such as Fair Trade FSC (Forest Stewardship Council), and organic labels. Collaborate with suppliers to improve sustainability throughout the supply chain, from raw material extraction to final product delivery.



Back To Bussiness  
2024

Incorporate sustainability into your product design and innovation processes. Use eco-friendly materials, design for durability and recyclability, and minimize packaging. Consider the entire lifecycle of your products, from production to disposal, and aim to reduce environmental impact at each stage.

Innovation in sustainability can also open new market opportunities and enhance your brand's value proposition. Monitoring, Reporting, and Improving Regularly monitor and report your sustainability progress to ensure transparency and accountability. Use key performance indicators (KPIs) to track your goals and measure the impact of your initiatives. Share your progress with employees, stakeholders, and customers through sustainability reports, newsletters, and social media. Continuous improvement is essential, so regularly review and update your sustainability strategies to adapt to changing conditions and new opportunities. The Path Forward: A Sustainable Future for Your Business Adopting sustainability in your business is not just beneficial for the environment, it also makes good business sense. By integrating sustainable practices, you can reduce costs, enhance your brand reputation, attract loyal customers, and ensure long-term success. Embrace sustainability as a core value and make a positive impact on the world while driving your business forward.







## What is going on inside the minds of Natural born entrepreneurs?

Natural born entrepreneurs are wizards, a trait supported by research from the Harvard Business Review, which highlights that visionary thinking is a key driver of entrepreneurial success. These individuals don't just spot gaps they reimagine the future. They see potential everywhere, turning obstacles into opportunities. Their ability to think ahead and dream big shapes their success and spills over into their everyday lives, making everything they do a masterclass in innovation. Money's great and all, but for these trailblazers, it's the thrill of the chase that really fuels them. A study from the Journal of Business Venturing found that intrinsic motivation significantly influences entrepreneurial persistence. Natural born entrepreneurs are driven by a deep seated passion to create, innovate, and make waves. Failures? Just pit stops on their way to greatness. Their resilience, supported by internal motivation, keeps them pushing forward, even when the road gets rocky and the success train seems delayed.

# Back To Business

2024

## RISK IT FOR THE BISCUIT!

Risk taking is part of their DNA. The Global Entrepreneurship Monitor reports that entrepreneurs are more comfortable with risk than the general population. Natural born entrepreneurs thrive on calculated risks and bold moves backed by solid research and strategic planning. And when things change, they don't just adapt, they pivot with grace. Their flexibility is a superpower that keeps them ahead of the game. Innovation is crucial for entrepreneurs. They are creative hustlers, as noted by the Innovation Management Review. Natural born entrepreneurs are masters at solving problems with a twist. Whether it's developing a killer product or crafting a unique marketing strategy, they infuse creativity into every challenge. They're always asking, "How can we do this better?" and aren't afraid to experiment with new ideas and approaches.

Understanding what makes their customers tick is their secret sauce. A study from the Journal of Consumer Research emphasizes the importance of customer centric strategies for business success. Natural born entrepreneurs excel at tuning into their audience's needs, wants, and pain points. They build businesses that not only innovate but also resonate deeply with their target market. This customer-centric approach drives loyalty and long term growth.







## TRANSFORMING SKELETONS INTO LIVING MASTERPIECES: ARCHITECTO BREATHES LIFE INTO YOUR SPACE

Step into the world of Mina George, the visionary mind behind Architecto Design. Specializing in turnkey interior design solutions and exquisite home furniture, Mina's mission is straightforward: transforming dreams into stunning, functional spaces. From a young age, Mina was captivated by the art of transformation. His passion for turning the ordinary into the extraordinary led him to study architecture, where he discovered the profound impact of thoughtful design on functionality, comfort, and aesthetics. Every project at Architecto begins with a deep dive into your vision, lifestyle, and needs. Through detailed conversations and site visits, Mina's team understands your space's unique characteristics, crafting ideas and designs that blend aesthetics and functionality perfectly. This personalized approach ensures that each design is a true reflection of the client's personality and lifestyle. Mina's philosophy is very clear: A design should be as practical as it is beautiful. This belief ensures each space. Making it is not just visually stunning but also livable and sustainable. Mina has a responsibility to reduce environmental impact and promote long term sustainability. His commitment to eco-friendly practices is evident in every project, making Architecto a leader in sustainable design. Creativity thrives on diversity. Mina embraces different visions with an open mind, aiming to understand and integrate client ideas through constructive dialogue. This collaborative process often leads to solutions that surpass the original plan, creating spaces that clients feel deeply connected to. The result is a harmonious blend of the client's dreams and Mina's expertise, culminating in a masterpiece that exceeds expectations.



ARCHITECTO

**ADDRESS:** 63 Nabil Wakkad Street,  
Heliopolis, Al Qahirah ,Egypt  
**WEBSITE:** [www.architectodesign.com](http://www.architectodesign.com)  
**MOBILE:** 01010368800  
**INSTAGRAM:** architecto.design





# GO BACK TO BUSINESS 2024



## *Live the Dream From building beauty*

from scratch to living masterpiece. The Before and After contrast at Architecto is incredibly satisfying. Mina George brings a passion for architecture and interior design that's pure fire. At Architecto Design, it's all about transforming dreams into extreme heavenly realities. Join Mina on this journey to experience a space that truly reflects you.



ARCHITECTO

ADDRESS: 63 Nabil Wakkad Street,  
Heliopolis, Al Qahirah, Egypt  
WEBSITE: [www.architectodesign.com](http://www.architectodesign.com)  
MOBILE: 01010368800  
INSTAGRAM: [architecto.design](https://www.instagram.com/architecto.design)