HSI EXPERIENCE

An exclusively designed experience where the client becomes the soul center.

LATEST PROJECTS

Our principles and staff are deeply committed to active collabrations.

UNDER CONSTRUCTION

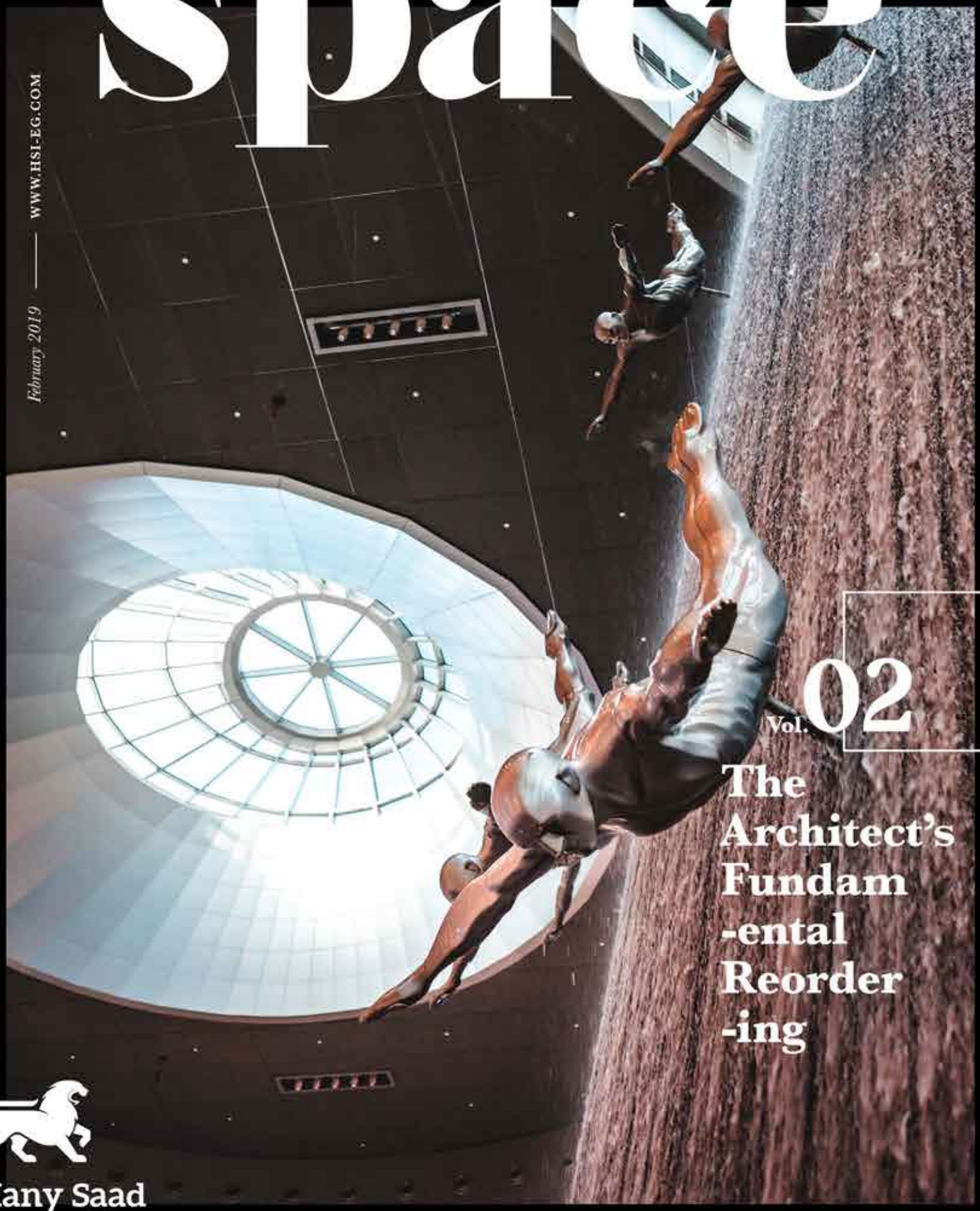
Documenting each project since the beginning till we deliver hand to hand.

THE A-TEAM

Building an effective design team at Hany Saad Innovations.

A Design *Journal* by Hany Saad Innovations

space



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Vol. 02

The Architect's Fundam -ental Reorder -ing

Hany Saad Innovations™

THE ULTIMATE DESIGN DESTINATION.

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BIOGRAPHY

Hany Saad

Founder/Owner
Hany Saad Innovations

Hany Saad is an Egyptian architect and interior designer who has become a prominent figure in the niche field of elegant designs, luxurious finishes and visionary layouts. Known for his highly expressive designs marked by mixed materials and dynamic forms, he is considered a pioneer in contemporary and modern grandeur architecture styles in the region.

Renowned for his experimental styles and innovative designs, he was the mastermind behind the designs of the Vinci boutique luxury living compound located in the new Capital, and the La Nuova Vista Mall, among other commercial and residential projects. Born in Egypt and the oldest of his siblings, he pushed to excel in his studies and always had an interest in the arts.

Even as a young adult there was no doubt in his mind that he would one day pursue a professional career in the field of design. Intelligent and ambitious, he studied Architectural Engineering at the Misr International University, graduating first of his class.

He began his own practice in 2003, advocating for quality reassurance and visionary interior and exterior designs. Today his innovative designs and experimental styles gains notice from celebrities, prominent aristocratic families and real estate developers build-out and has established a reputation that has won the loyalty of clients, the esteem of colleagues and the praise of the city developers and planners.

Creativity is nothing but a mindset.

Design is nothing but the way to solve problems.

Make it simple but significant
The Ultimate Client Experience

THE HSI EXPERIENCE

A memorabilia of the experience, a totem of some sorts, by which they tell the world that they live in an extraordinary existence.

Simplicity is the ultimate sophistication.

When one moves into an exclusively designed masterpiece by Hany Saad Innovations, one simply does not just move into a luxurious residence, the client figuratively joins a realm of design fine art appreciators. At HSI, we have designed an exclusive experience where the client becomes the soul center. The ultimate design destination does in fact stand in truth.

A resident of a home designed by Hany Saad Innovations, has a memorabilia of the experience, a totem of some sorts, by which they tell the world that they live in an extraordinary existence. Admiring every inch of the space, with a home that reflects their values and personality.

These totems per say, is a framed emblem certifying and authenticating the design. Sealed from the ultimate design destination and handed to the client in person at the time of delivering the project over to the future tenant.

Additionally, we deliver alongside the luxurious home, a creative solution where it evolves into a bespoke experience exclusively and exceptionally designed for each client. This user experience involves designing a personal brand with customized monogram initials.

Therefore, at the time of project delivering, the client walks into the residences, with personalized key chains for every room key with a distinct room name label along with the fledge brand, monograms embroidered onto towels found in every bathroom, personal stationery distributed in every room that includes notepads and envelopes with the created identity.

Design can be art.
Design can be simple.
That's why it is complicated.

01.

02.

03.

The best way to predict the future is to create it.

FULLY CUSTOMIZED

The living spaces combined with the personalized items makes the newly welcomed resident feel as if they have stepped into a five-star sanctuary at a high-end luxurious resort.

We design buildings that start conversations and create experiences that become elegantly mesmerizing. We work closely with our clients throughout every stage of the design process, creating homes that embody the very spirit of their owners. Bespoke materials and finishes are used, allowing the inhabitants to live in a space that is a physical and metaphorical extension of themselves, thus the reason for us at HSI, having the need to find the next overwhelming experiential affair, by evidently adding a personalized brand for each client.

The Hany Saad name is synonymous not just with the design excellence but also with the client experience. Our multi-disciplinary team has consistently demonstrated the very highest standards of design and customer service.

Constantly succeeding in the industry, we believe in pushing ahead and achieving beyond our limits.

Striving through with unparalleled success is that where our design skills and architectural visualizations are innovative.

We walk the land to feel its tilt and warp, its geologic history and evidence of human touch. We consider the nature of light, the prevailing wind, the consequences of rain and wind—a place's attitude and spirit. We look for the flow of people in urban places: how they gather, what draws them to places of learning, of transaction, of governance.

We consider the nature of people with how people touch, feel, hear, and see. What stimulates movement, imagination, and sociability? Where can people be quiet, alone? Our work stirs the intellect, yet engages dreams, aspirations, memories and the past.

We inquire into the nature of making, and the state of the material combinations—stone, wood, concrete, metal, glass, fabric—and aspire to use only that necessary to match them to the task at hand.

With both intellect and intuition, we respond to the nature of circumstance and reveal the essence of things, rather than impose our will on a place. We hope to enable and inspire the people who use our buildings and the communities in which they are placed.

We also take into mind the energy efficiency and environmental sensitivity; as it is a main factor to the firm's design culture. We continue to innovate; combining advanced building systems to harvest a site's distinct climate and place to make the most of sun for light and heat, wind for ventilation, and the land for insulation. We view sustainable design as the right thing to do ethically, but also as an opportunity to make a richer, more powerful architecture.

latest projects*

Our principals and staff are deeply committed to active collaboration with our clients, emphasizing thorough research and analysis of each situation's particular human, technical, and economic circumstances. The result is exceptional architecture that resonates within its place.

HACIENDA SUMMER HOUSE

The Designed Spatial Realm

The residence is arranged in two overlapping volumes. A main level pavilion accommodates the home's shared spaces, anchored by an open kitchen, dining, and living room with sliding glass walls that blur the boundary between indoors and outdoors. A concrete sculpture block defines a central point, while an outdoor terrace and dining pool area extends the space at the opposite end.

The home's exterior results in a harmonious relationship with the landscape. Though the site and footprint is compact, exterior pathways leading from the residence allow the homeowners and their guest's direct access to the pool.

The two-story plus basement residence, with primary living and dining spaces at ground level spilling to the outdoors, and sleeping and bathing spaces perched above to capture expansive views. The two levels are connected by a glazed stair volume adjacent the west side and anchored by a glass cladded rail. Outdoor amenities allow immediate enjoyment of the surroundings within comfortable reach of the interior space.

Features with a distinct purpose and meaning.

Functional style and simple sophistication.

Intersecting the lower level, an entryway defines a clear axis from the front door through the house to the water's edge.

A marble staircase with metallic glass handrail leads from the entry hall to the upper volume, which contains guest rooms, a private den, and the master suite.

A pure bliss every time one walks inside – one immediately is energized when they encounter this light-filled, soaring hand-crafted space. A huge glass entry opens into a glazed front foyer, which offers expansive outward views into the landscape, and beautifully framed sightlines. With a full-height screened room with terrace attached, and exterior stairs leading upstairs directly with a visual connectivity to nature is nothing short of compelling.

ACCENTUATED

Architecture is a visual art,
and the buildings speak for themselves

The house is a pavilion along the plot offering a place for retreat from the busy city and a closer connection to the natural world.

PALM HILLS RESIDENTIAL PROJECT

Concrete frames extend through and protrude from the house to form a double-height framing structures. Cedar slats screen the private spaces while wooden louvers at the second level glazing shade the interior. A steel and wood stair leads to the second level bedrooms, offering views of landscape and the pavilion's clipped roof, allow for trees to grow beyond the building height from the first floor.

DEEP OVERHANGS AND HORIZONTAL LOUVERS SHADE THE INTERIOR FROM THE SUMMER SUN.

The living room has an open view from the glass curtain. The dining room, kitchen and family room are arranged along the south side of the pavilion overlooking a lit view of the garden and pool. A steel shading cantilever runs the length between two blocks of the pavilion, framing a shaded monitored area with direct access to the pool that brings light and ventilation into the center of the house.

Operable windows are carefully placed to encourage natural ventilation.

Robust uniformity.

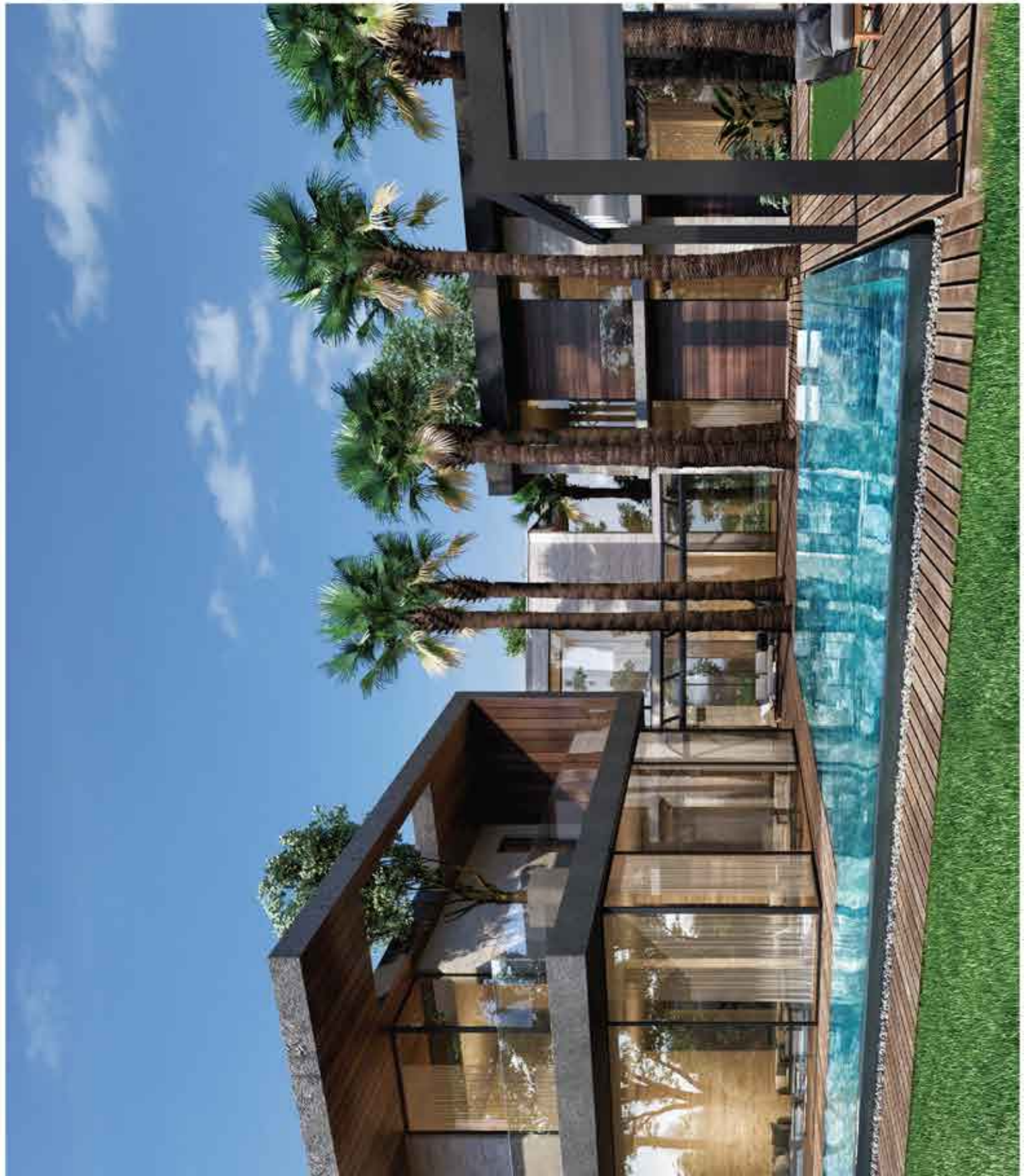
The residential house layout creates a home that is both calm and restful for the family to enjoy for many years to come.

A hall runs past the entry foyer and kitchen, at which point the house plan opens into a light, filled dining and living space. A large suspended staircase mass anchors through the double-height ceiling created by the void connecting second story volumes, inclining upward and terminating at either end in an open staircase. Guest sleeping rooms and a master suite inhabit these volumes and look out to the landscape.

In the master bedroom, one can hear the trickling of water and quiet rustling of trees coming from the mesmerizing garden just outside. It is these moments, when the outdoors extends inside, that help anchor the building to site.

You don't have to see the whole staircase, just the first step.

Martin Luther King, Jr.



Architecture is a visual art,
and the buildings speak for themselves

PALM HILLS RESIDENTIAL PROJECT

Project key design elements

The main house is composed of a central double-height living and communal space that runs parallel to the street, shielding the home from the quiet thoroughfare. This common area, which includes a modest kitchen and place for family gathering, connects two single-story volumes, each containing a variety of private and functional spaces.

With views from every room, one's eye is easily drawn outside, where a "U" shaped pool and board-formed concrete flooring, framing around the edge of the property, visually connecting the main building to the side form beyond.

The home is detailed with a natural, crisp palette, reflecting the client's fondness for simplicity and tranquility from the exterior, but on contrary on the interior.

Architecture is a visual art, and the buildings speak for themselves.

A variety of material textures, including gray elm and walnut oak wood, are used throughout and provide a sense of warmth directly contrasted by exposed textured grey walls, polished marble floors, and a textured wallpapered living areas.

With both locally sourced and imported furnishings, we can find a comfortable dining space, its live edge balancing the clean lines of the living room. Additional furnishings reinforce the client's desire for a modernist environment.

LUXURY MANSION

Residential Project

Year round residences provide both a quiet family retreat and a welcoming place for large summer gatherings.

This is a rigorous, empathetic man-made place in the natural world. Carefully positioned in the natural landscape.

Architecture is a visual art,
and the buildings speak for themselves

Creativity is nothing but a mind set.

Live in the leading—the spaces in between the rules. Programmatic adjacencies.

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A SIMPLE DETAILED LAYOUT OF A DOUBLE-STORY RESIDENCE, WITH NUMEROUS CONNECTIONS TO THE SURROUNDING LANDSCAPE.

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ROBUST UNIFORMITY

Origins While borrowing much from the preceding Etruscan architecture, such as the use of hydraulics and the construction of arches, Roman prestige architecture remained firmly under the spell of Ancient Greek architecture and the classical orders.

This came initially from Magna Graecia, the Greek colonies in southern Italy, and indirectly from Greek influence on the Etruscans, but after the Roman conquest of Greece directly from the best classical and Hellenistic examples in the Greek world.

The influence is evident in many ways; for example, in the introduction and use of the Triclinium in Roman villas as a place and manner of dining. Roman builders employed Greeks in many capacities, especially in the great boom in construction in the early Empire.

Roman Architectural Revolution The Roman Architectural Revolution, also known as the Concrete Revolution,was the widespread use in Roman architecture of the previously little-used architectural forms of the arch, vault, and dome. For the first time in history, their potential was fully exploited in the construction of a wide range of civil engineering structures, public buildings, and military facilities. These included amphitheatres, aqueducts, baths, bridges, circuses, dams, domes, harbours, temples, and theatres.

A crucial factor in this development, which saw a trend toward monumental architecture, was the invention of Roman concrete (opus caementicium), which led to the liberation of shapes from the dictates of the traditional materials of stone and brick.

These enabled the building of the many aqueducts throughout the empire, such as the Aqueduct of Segovia, the Pont du Gard, and the eleven aqueducts of Rome. The same concepts produced numerous bridges, some of which are still in daily use, for example the Puente Romano at Mérida in Spain, and the Pont Julien and the bridge at Vaison-la-Romaine, both in Provence, France.

The dome permitted construction of vaulted ceilings without crossbeams and made possible large covered public space such as public baths and basilicas.

#03. Topic

Rigorous in detail
and bold in spirit

ALLEGRIA
SODIC

The designs showcased exude refinement and luxurious details that promise to pamper and give you the building blocks to create a very personal home interior with a modern luxury lifestyle.
The reception is spacious, comfortable, and naturally lit by its long windows.

The dark and light versions of the reception is visually soothing; with minor accents that give a slight pop, the balance of colour is as delicate as the choice of materials and textures.

The furniture arrangement is framed by a separator that visually connects to the other living spaces while maintaining the character of the reception.

Vinci's designs are complemented with distinctive furniture layout that redefines the new luxury living with exceptional inspirations that fall in line with crafted interiors.

Combining different textures in one structure greatly exemplifies and enables the onlookers in visualizing and in getting a feel of an architectural expression of the space in which it is applied.

Hany Saad Innovations always stays ahead with documenting each project since the beginning till we deliver hand to hand the main door key to the end-user. Our distinctive ways have brought up new avenues for inspiration among designers, architects, further more providing that great ideas in each aspect; documenting, authenticating our brand, photography and translating so in our social media platforms.

Thinking divergently, we have broken boundaries and challenged the way people think about buildings, creating spaces that make an indelible mark in the world of interiors and architecture. With innovation and creativity at the heart of everything we do, our projects transcend conventions and encourage people to live their best lives.

This Allegria mansion was one of the most ecstatic projects we worked on with the most amusing outcomes in our history of design reflecting a truly dynamic and flexible space with large efficient floor plates.

Facades are designed to filter convey natural light and fresh air into each level, offering visual connectivity as seen in the enclosed images.

LUXURY MANSION

Residential Project

Year round residences provide both a quiet family retreat and a welcoming place for large summer gatherings.

This is a rigorous, empathetic man-made place in the natural world. Carefully positioned in the natural landscape.

KATAMEYA DUNES 1

RESIDENTIAL PROJECTS THAT ARE CURRENTLY UNDER-CONSTRUCTION, THE WHOLE PROJECT IS BEING MANAGED UNDER HANY SAAD INNOVATION'S SUPERVISION, INCLUDING INTERIOR, EXTERIOR AND LANDSCAPE – TURN KEY.

We seized a modest inspiration into turning this villa a modern contemporary structural design. With our client's preferences and desire after mood board guidelines, we approached the exterior façade with the mix of wood and marble; materials that are perceived elegant and classy.

On a small site footprint in Katameya Dunes, HSI's construction method for the project incorporates our own volumetric structural system, allowing the building componentry to be erected more efficiently than a conventional formwork approach would have allowed. This phase determines the project necessities using sketch drawings that will later form furniture layout ideas and illustrate the basic concepts of the design. Once the schematic design has been established, the MEP, flooring and ceiling plans are drawn up.

Our team is always driven and inspired by the variety of projects to furbish, attention to details, taken into consideration the smallest to largest aspects.

KATAMEYA DUNES 2

Exterior shot – 65% completion of the construction phase

Geometry and architecture are two disciplines that are fundamentally linked. One of the most recognized geometric shapes is the triangle.

The strategy implemented for this project was all about the triangles lines, identified by the three angles that are linked through line segments to form a three-sided shape.

ENG. MOHSEN

The two most common triangular forms used in architecture are equilateral and isosceles. Representation of triangular shapes is of energy, balance and power reflecting the resident's persona.

ENG. MAHMOUD

The spatial design of the Katameya Dunes house symmetrical dwelling reflects a relaxing environment that addresses the user's lifestyle and needs.

KATAMEYA HEIGHTS

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UNIQUELY STRUCTURED CORE.

KATAMEYA HEIGHTS VILLA

Outstanding schemes

Hany Saad Innovation as its own unique and special taste of designing and excuting special residential mansion in Katameya. Throughout the project phases, there is coordination between the different parties. Starting from the interior designer, the tendering , technical and managerial team to the construction team, providing exceptional service fulfilling end user needs.

Eye level construction site.

KATAMEYA HEIGHTS VILLA

The residential dwelling

Designed to choreograph movement along the extraordinary site, the house celebrates its state-of-the-art compound surroundings. With the panoramic views at site through the floor to ceiling windows. A simple, uncomplicated building, it flanks the winding entry drive and is anchored to the sloping site with a massive stonewall, screening the house's staircase. A timber-framed shed roof springs from the wall; with wooden cladding supporting naturally weathered concrete roofing over walnut-clad volumes.

Expansive windows provide natural lighting throughout the house, while a broad overhang shades the interiors from the summer sun. Sliding doors and operable hopper windows throughout the house use the prevailing winds for natural ventilation, while also providing expansive views of the outdoor landscape view. Marble flooring materials are used throughout the living space and maple floors reflect warm natural light from floor to ceiling, while brightly colored niches provide a vibrant backdrop.

Styles come and go. Good design is a language, not a style.

ON THE THRESHOLD OF UNPARALLELED INNOVATIONS.

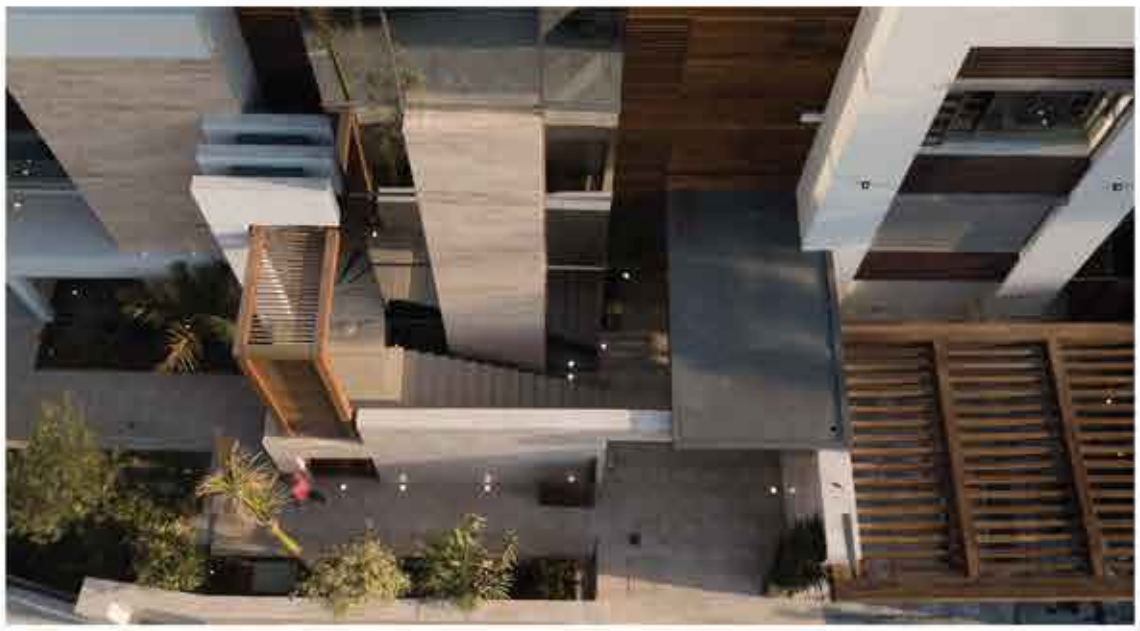
Design is nothing but the way to solve problems.

Passive and active environmental strategies create a comfortable and energy filled home. Operable transom windows along the courtyard opposite low windows on the outside walls provide natural cross ventilation.

Thoughtfully detailed and carefully executed, the home is the result of an inspiring collaboration between owner and architect.

The design is made up of a clean kit-of-parts, used sensibly and sensitively. The design emphasizes a sense of the assembly of building elements that is very tactile

Bedroom and living areas are designed to maximize impact on the tenam, preserving the use of light and other ground covers as much as possible. Common materials such as stone, wood and concrete are used for interior and exterior finishing



Intersecting the lower level, an entryway defines a clear axis from the front door through the house to the water's edge.

A marble staircase with metallic glass handrail leads from the entry hall to the upper volume, which contains guest rooms, a private den, and the master suite.

From the second level, the most dramatic views of the landscape are revealed via an intimate balcony that adjoins the master suite.

Design is nothing but the way to solve problems.

HANY SAAD INNOVATIONS JOURNAL VOL. 02

A self-published journal of our work achievements.

This year, at Hany Saad Innovations, we are turning our annual company profile into a quarterly issued volume formatted into a newsletter. A self-published journal of our work achievements, innovative projects and unique client experiences.

This volume consists of a highlighting a selection of our portfolio, current projects under construction and recently completed design. Subjects covered include writings about individual projects with real estate developers, theoretical text about our conceptual design approach, visual cultures for interior and exterior use, along with artistic practices and urbanism.

The volume also features an extensive look through our designed client experience, where we take smaller designed details into mind.

Our aim is to express our interest of being an open book to the public and inviting others for an open conversation about design in different aspects of life. The volume of this Space Journal is meant to influence the future of architecture and its reception internationally by publishing innovative contributions on every aspect of architectural endeavor.

VAGEN

MISR ITALIA
PROPERTIES

A one-of-a-kind collaboration between Hany Saad Innovations and Misr Italia Properties, Project Vinci represents an entirely new chapter in boutique living. This sophisticated, prestigious residential development transcends the boundaries of art, design and architecture to create bespoke properties that blend seamlessly with the natural environment. Extravagant materials and design flair meet organic elements to offer unique living spaces that embrace the work of Nature and represent the elegance, classiness and lush conceptualization that Vinci stands for.

The exquisite modern architecture gives life to the remarkable cubistic exteriors, brilliantly combining natural splendor with state-of-the-art luxury amid a haven of style and tranquility. The designated materials for surfaces, textures and ethnic elements emanate a sense of balance and harmony giving Vinci's residents to succumb to the pleasures of contemporary luxury living.

Embodying the essence of the boutique concept, the designed structures for Iconic villas luminously reflects the great balance of the merging between teak wood cladding, glass veils and richness of travertine marble cladding. The overall effect is fresh, pure, light and modern; a perfect marriage of man-made structures and earth's richest pleasures.

VINCI LAUNCH.

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RESIDENTIAL PROJECTS

Misr Italia Properties is one of Egypt's leading property development companies, delivering a range of exceptional projects throughout the country and symbolizing the best in innovative, client-centered residential complexes. Collaborating, we have created this development that, like the paintings and sketches of Leonardo Da Vinci, is a work of art. As enigmatic as the Mona Lisa, luminescent as the Madonna Litta, and meticulously detailed as Vitruvian Man, Vinci holds the key principles of great design at its very core. This entire project has been a labor of love, and we are delighted that our designs blended seamlessly with the boutique's concept and created the design masterpieces that Vinci's name stands for.

OUR DESIGN CONCEPTS CELEBRATE CULTURE TO CREATE A UNIQUE STYLE THAT REPRESENT OUR BRAND APPROACH.

Community is an important part of the Egyptian way of life, so the Vinci development has been created with this in mind clearly stating so at the launch event. This exclusive community gives tenants the chance to live life at their own pace, away from the hustle of the city. There is a sense of togetherness here, without ever compromising each home's privacy or sense of uniqueness. It is at once exclusive and welcoming, designed for those who dare to live extraordinary lives.

Hany Saad Innovations have broken boundaries and challenged the way people think about buildings, creating spaces that make an indelible mark in the world of interiors and architecture. With innovation and creativity at the heart of everything we do, our projects transcend conventions and encourage people to live their best lives.

With this, we have greatly emphasized each unit design with the story and inspirations behind them elaborating the process of planning and how we created the precise visuals to help the tenants envision the details and beauty of each area.

Vinci, a modern work of art in the heart of Cairo; located in the new capital. The boutique living residential compound in an upscale community that features exceptional designs to comfort different needs by offering a range of housing types. Lavishing all units from high-end villas to remarkable apartment buildings and creating the exclusive community with sophisticatedly designed infrastructures.

Vinci's tenants will be able to unwind in an array of amenities in the comfort of a finesse lifestyle, with a community center built in the core of the compound, lagoon with beautiful sceneries and great walking areas with exception parks all around. The boutique lifestyle is expressed in the behavior of comfort living, where a behavioral pattern sits in; activities, attitudes, interests, opinions, values, and home allocation compartmentalize it.

Hany Saad Innovations were driven by the essence of boutique living; intimate, individual and integrating our designs accordingly creating exquisitely decorated homes.

MOHAMED H. EL ASSAL

Co-CEO

We have particularly chosen HSI for Vinci, as it is known for its visionary ability to blend disciplines, forms and dimensions crossing boundaries in architecture.

MOHAMED K. EL ASSAL

Co-CEO

We knew that from the moment that he will deliver what we had in mind and integrate his extravagant designs to set a new way of standard living we hope to accomplish in Egypt.

KARIM EL ASSAL

Commercial Vice President

We are glad to have had the opportunity to collaborate with Hany Saad Innovations and eager for futuristic projects.

HSI X MIP
COLLABORATION.

VINCI LAUNCH EVENT

Boutique Living

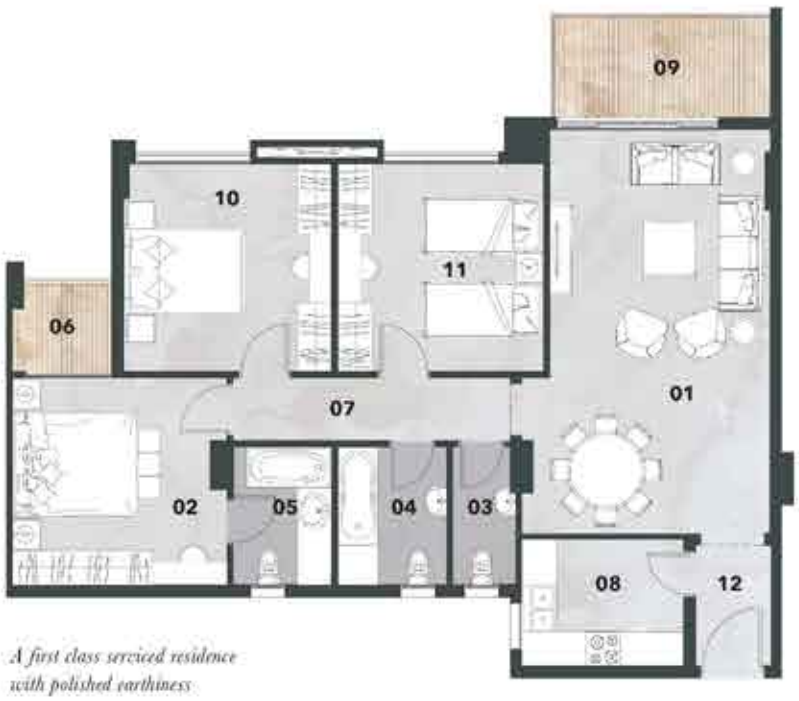
The Pinnacle of Luxury

Opening the window to new chances and reflectively integrating luxurious designs that will leapfrog the project to the zenith of success.

Premium and upscale living state.

Successful businesses are usually led by great business leaders, greatly inspired by MIP's vision; Hany Saad Innovation conjoined to deliver a new concept to the luxurious boutique compound Vinci.

In an industry that is forever forward-thinking, taking the benefit to brilliantly convey seamless design qualities and helping Misr Italia team to have a new revelation, push boundaries and challenge conventional design.



A first class serviced residence with polished earthiness

MISR ITALIA PROPERTIES

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Hany Saad Innovations were driven by the essence of boutique living; intimate, individual and integrating our designs accordingly creating exquisitely decorated homes. We incorporated the large floor-to-ceiling window that contributes the best possible luminosity throughout the day, while intelligently integrating facilities that allow for an effortlessly programmed living space that is considered beautiful and practical.

Part of the design factors we commenced to reflect the boutique lifestyle was all about the minimal expression of living space, creating beautiful areas encapsulated with a touch of historical and modernized concept.

Creating a unique character to Vinci, exposed concrete is beautifully transcended in the interiors and exteriors of living spaces with an unmatched inclination towards design, blending the aura and environment of living spaces. Combining different textures in one structure greatly exemplifies and enables the onlookers in visualizing and in getting a feel of an architectural expression of the space in which it is applied.

Apartment building complex layout schematic plan - highlighting one apartment with proposed furniture distribution to visualize the living arrangement possibilities.

A SENSE OF INVENTION

The clean lines and open space represented in the layout schematic plan, provides a balance between comfort and peace of mind with this modern-chic environment promoting well-being. The openness creates a balance between serenity and tranquility providing a state of physical ease. Upon entering, the naturally flowing space and openness is tailored to your lifestyle, will greet you with light coming from the large opened-windows. The holy grail design embodies its work, more or less the perfection of form and details that is at once extremely simple and pleasingly complex. The minimalist clear-cut lines shown in the designs are a statement of the contemporary elegant lifestyle Vinci will provide. Thus with pleasure and pride enjoy the house from the garden as well as from within.

STRUCTURE

HANY SAAD INNOVATIONS ELEGANTLY CRAFTED THESE DESIGNS THAT WILL-FULLY RE-SITUATES AND QUIETLY COA-LESCES THE QUINTESSENTIAL ARCHI-TECTURAL TRAJECTORIES OF THE MODERN CUBISM - THAT OF STRUC-TURE, CORE AND SKIN.

Iconic Villa is profoundly poetic
The spatial design and inspired elements

ICONIC VILLA

HSI collaborating with MIP in this great reinterpretation of an archetypical structure

The conception, construction, and spatial experience are of one thought and act, creating a completely transformational architecture.

The iconic villa designed with its glass curtain wall along the latitude of the staircase flawlessly ensures line of sight among each level and breadth of space, both indoors and outdoors creating a harmonious feel between built structure and mother earth's beauty.

Through its innovative hybridization of infrastructure, urbanism, nature experienced, the different styles and textures that come together to delight the senses. The sleek marble, dark wood and natural stones communicate silently, every surface reflecting light and pleasing to touch.

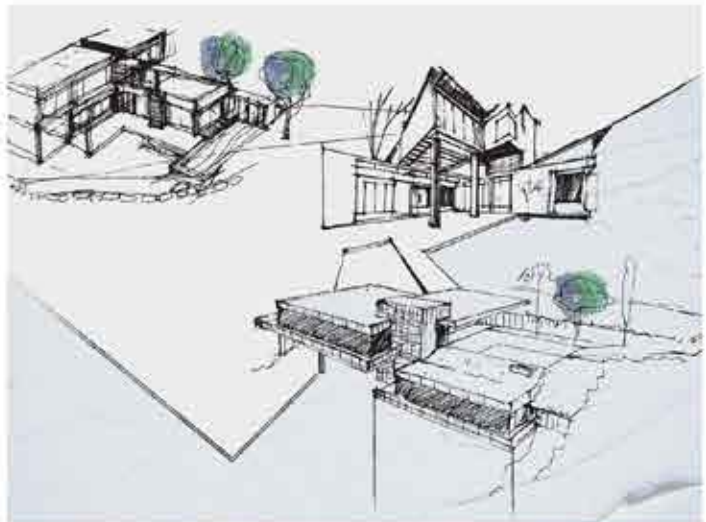
Light is tranquil and inviting; a gentle symphony of illumination and harmonious tones. The colors of nature come alive with this bright yet elegant color palette, vivid in the warmth of the afternoon sun and incandescent by moonlight.

OUR DESIGN CONCEPTS CELEBRATE CULTURE TO CREATE A UNIQUE STYLE THAT REPRESENT OUR BRAND APPROACH.

Redefining the new luxury living with architectural inspirations that fall in line with crafted interiors that endeavor for an effortless, minimally programmed functional space, we procured this project and set a compelling new model for bringing vital and community-enriching design structure.

From the essence to the physical materials, Vinci is designed with facilities that inhabit opulent quality of life, and spaces that tend to signal a desire to connect with nature forming one community.

Driven by the concept, HSI deliberately understands the complexity of needs and translates it into a sense of invention.



01.

02.

03.

This year, we have become an international brand.

VILLA-A
FRONT AND BACK FAÇADE

Designed in accordance with the boutique notion in mind, the openness of the space that allows for freedom in movement along with the freshness in the airflow ensuring enough sunshine reflecting from the glass façade and ventilation in each area of the house.

The Cubism architecture implemented, despite its abstract qualities, was associated with themes of mechanization and modern life.

Through this unique collaboration, distinctive designs are expressed in the behavior of comfort living, where a behavioral pattern sits in; activities, attitudes, interests, opinions, values, and home allocation compartmentalize it.

The phenomena of the space of a room, the sunlight entering through a window, and the color and reflection of materials on a wall and floor all have integral relationships.

The materials of architecture communicate through resonance and composition, producing thought and sense-provoking qualities in the experience of a place.

Embodying the essence of the boutique concept, the designed structures encapsulate the luxuriousness through the material choice.

OUR DESIGN CONCEPTS CELEBRATE CULTURE TO CREATE A UNIQUE STYLE THAT REPRESENT OUR BRAND APPROACH.

The design process is not as simple as most people think.

It is very complex satisfied with the outcome. The most challenging part of the design is to create a harmonious design that is easy on the eyes and enjoyable to live in.

The 3D visualization shots are the most acknowledged part of the design, yet let us cast the light on the process and people involved in creating it.

Behind the scene, there are people with numerous ideas and hardworking extra hours invested in crafting the project.

It is composite of motivations, needs, and wants and is influenced by design factors.

Like any artist, we start transforming our imaginations into countless sketches. We try to formulate a design that combines all our ideas into one existence.

To us, as much as it's exhausting as much as it very rewarding that we are able to bring an image in our minds into real life. It's a certain thing that we face many difficulties with creating this exact image. What keeps us trying and redesigning is this: it's never difficult; it's just harder to attain. And at HSI challenges are always accepted.

Iconic Villa.

Embodying the essence of the boutique concept, the designed structures adapt the luxuriousness and opulence through the material choice.

With a uniquely structured core, the materials of architecture communicate through resonance and composition, producing thought and sense-provoking qualities in the experience of the place. The selections creatively let the imagination flowing from the comfort of this sanctuary with its contemporary art and finishes that delight all the senses.

The qualities of Walnut wood selected make it probably the most exceptional and noblest building material. Wood maintains the quality of a living organism, bringing the outdoors essence into the interior space. Allowing a space to breathe and provide for a continuous natural exchange of air in living spaces, as well as for balanced humidity.

The bedroom is flooded with light which is relaxing; the light color palette will ensure that each tenant will reach nirvana among the plush comfort and elegant lines of this bedroom. With ample closet space, this is created to be the home away from home.

A laid-back lifestyle that is natural to the environment is coupled with modern luxury to ensure natural lighting and a relaxing ambience for your comfort. The colors of nature come into your home with this light color palette, which in the warm afternoon sun brings the warmth with the cool comfort of your home. The floors ground residents to make their dreamy home. Their simple design is in unison with the home ambience, especially with the specially designed marbles that will turn the home into a mater piece.

materials * selection

Starting with classic silhouettes, we've subtly layered finished, materials, couture details and an elegant yet subtle hint of warmth colors. The result is a collection of materials that have a very distinctive visual dialogue.

1.

A FIRST CLASS
SERVICED RESIDENCE
WITH POLISHED
EARTHINESS

THE WARMTH OF HOME.

2.

The warmth

3.

BOUTIQUE LIVING
IN AN UPSCALE
COMMUNITY

Highest aspirations of architecture elemental-visceral.

The warmth

4.

Materials can be fully customized according to the inhabitants' tastes and desires; reflecting lives and personalities to create a home that is truly unique but never out of place.

5.

INTERIOR

The designs showcased exude refinement and luxurious details that promise to pamper and give you the building blocks to create a very personal home interior with a modern luxury lifestyle. The reception is spacious, comfortable, and naturally lit by its long windows.

The dark and light versions of the reception is visually soothing; with minor accents that give a slight pop, the balance of colour is as delicate as the choice of materials and textures.

The furniture arrangement is framed by a separator that visually connects to the other living spaces while maintaining the character of the reception.

Vinci's designs are complemented with distinctive furniture layout that redefines the new luxury living with exceptional inspirations that fall in line with crafted interiors.

Combining different textures in one structure greatly exemplifies and enables the onlookers in visualizing and in getting a feel of an architectural expression of the space in which it is applied.

UNIQUELY STRUCTURED CORE.

The combination of elegant form and beautiful function

VINCI RESIDENTIAL PROJECT

NEW CAPITAL BY MISR ITALIA PROPERTIES.

A FINESSE LIFESTYLE WITH SOPHISTICATION

RECEPTION
RECEPTION
SPACIOUS DESIGN

1.
DARK FINISHING

The warmth
2.
RECEPTION
LIGHT FINISH
The warmth

3.
ER BEDROOM
MASTER BATHROOM

A pure bliss every time one walks inside – one immediately is energized when they encounter this light-filled, soaring hand-crafted space. A huge glass entry opens into a glazed front foyer, which offers expansive outward views into the landscape, and beautifully framed sightlines. With a full-height screened room with terrace attached, and exterior stairs leading upstairs directly with a visual connectivity to nature is nothing short of compelling.

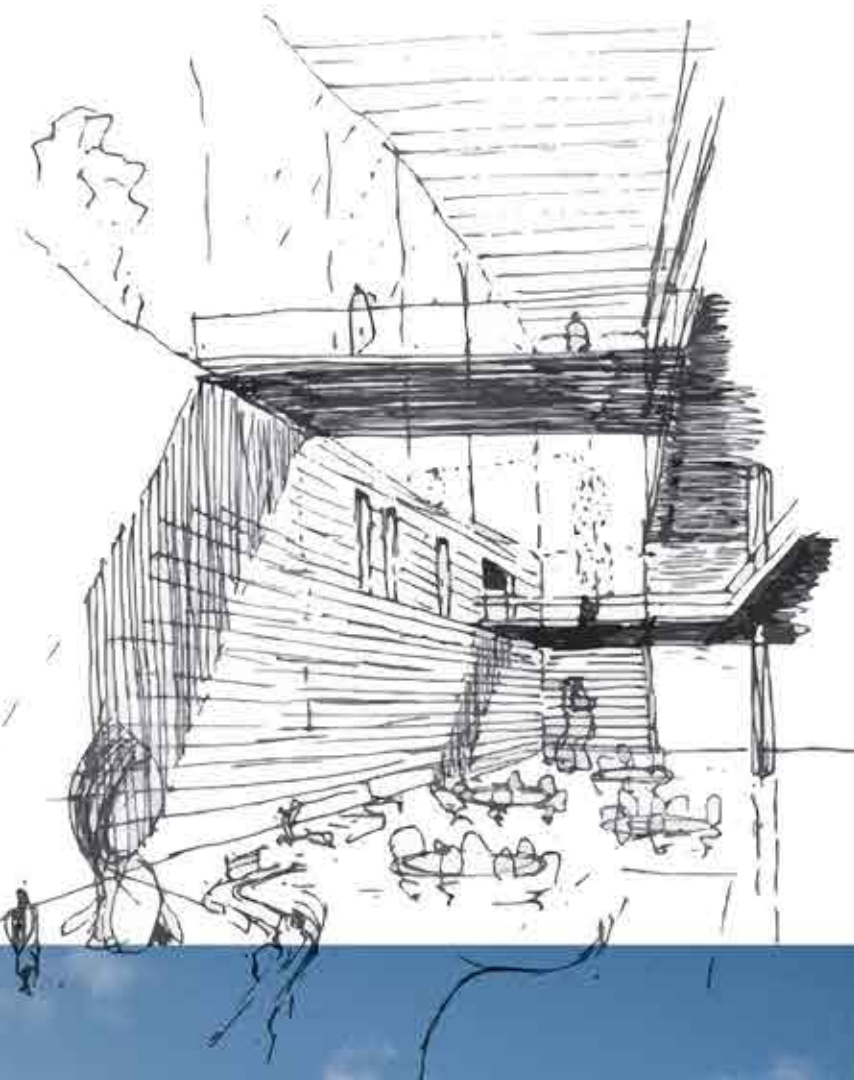
COMMUNITY CENTER

The Designed Spatial Realm

The residence is arranged in two overlapping volumes. A main level pavilion accommodates the home's shared spaces, anchored by an open kitchen, dining, and living room with sliding glass walls that blur the boundary between indoors and outdoors. A concrete sculpture block defines a central point, while an outdoor terrace and dining pool area extends the space at the opposite end.

The home's exterior results in a harmonious relationship with the landscape. Though the site and footprint is compact, exterior pathways leading from the residence allow the homeowners and their guest's direct access to the pool.

The two-story plus basement residence, with primary living and dining spaces at ground level spilling to the outdoors, and sleeping and bathing spaces perched above to capture expansive views. The two levels are connected by a glazed stair volume adjacent the west side and anchored by a glass cladded rail. Outdoor amenities allow immediate enjoyment of the surroundings within comfortable reach of the interior space.



2/021

DESIGN CAN CHANGE
THE WORLD.
THOUGH WE MAY NOT BE ABLE TO DO IT ALONE, ON A SMALL SCALE, WE CAN CHANGE THE WORLD AROUND US.

Check out our office at

The Design Process, A guide by Hany Saad Innovations

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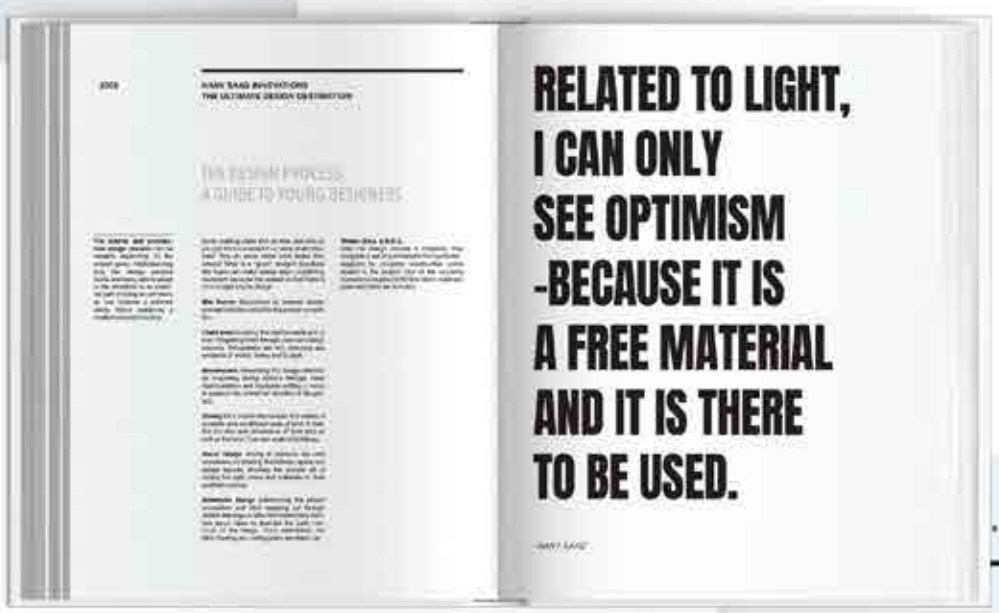
TO LIGHT,
I CAN ONLY
SEE
OPTIMISM
BECAUSE
IT IS
A FREE
MATERIAL.



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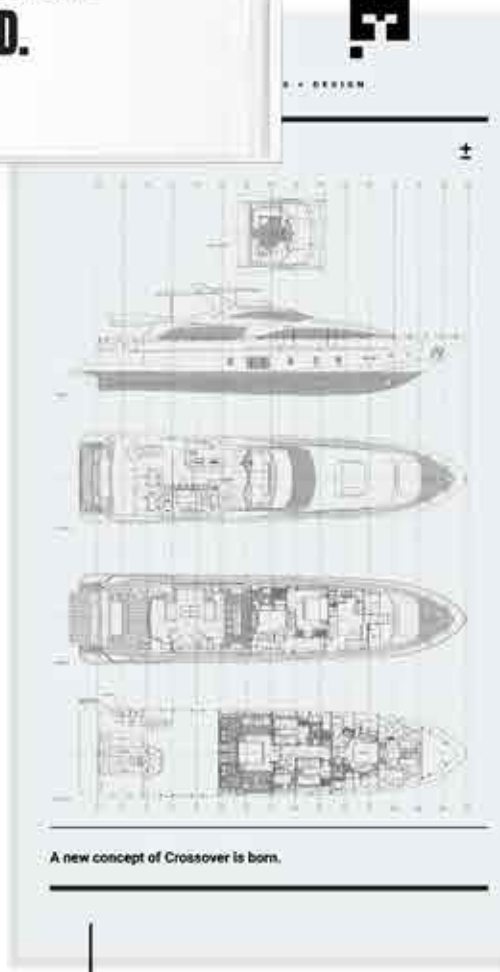


#HSIDAILY

Instagram: @hanysaad.innovations

UPTOWN
INTERNATIONAL SCHOOL

School Architecture of the Future.

Working side by side with the school owners and education leaders, this school project is comprised of many stakeholders with one goal in mind: to shape future minds in an educational haven. Uptown International School developed an Education Design Brief that responds to the specific needs of primary and secondary school students and their teachers, from this **HSI** was able to create, engineer and design a school layout that fits the educational needs of the students.

Creativity is of high importance in this space; therefore the building features different learning environments for artistic and technical pursuits. The plan is to have formal learning labs that can be transformed, with the aid of generous openings, vertical connectivity and staggered interfaces between spaces, to create an interconnected learning landscape.

An interesting feature of this building is the implementation of natural cooling through a subterranean thermal maze, which will ensure the building's sustainable operation.

The school building has plenty of shade, but also lots of open spaces to allow for ventilation. The building has drawn inspiration from the traditional red brick roofing tiles from a hybrid neo-classicism and colonial architecture

REDEFINING HOW STUDENTS LEARN.

UPTOWN INTERNATIONAL SCHOOL

Effective branding for UIS
An effective visual tool

POWERFUL BRAND CREATION

Creativity is nothing but a mindset.

Design is nothing but the way to solve problems.

Part of the HSI client experience is to collaborate with a design and branding agency to develop a brand for entities. With this in mind, the owners of Uptown International School acquired a unique confident identity, created by SDWORKS, where design comes from the strategy developed for the brand.

Creating a brand identity is at the core of how entities grow and succeed. The school brand is synonymous with how they're perceived by the students and throughout the community. It is what people immediately think when they drive by or the school comes up in conversation. When students and their parents—current and future—walk through the front doors, one should instantly get the brand essence.

THE SCHOOL IDENTITY IS SET TO REFLECT THE STRENGTHS, VALUES, AND MISSION AS A PLACE OF LEARNING. ALIGNING THE TARGET AUDIENCES' ASPIRATIONS, CHALLENGES, AND EDUCATIONAL PREFERENCES VISUALLY.

A brand is the promise, the big idea, and the expectations that reside in each customer's mind about a product, service or company. Branding is about making an emotional connection. This brand encapsulates the community building that Uptown International School is hoping to achieve through its educational modules.

The identity attributes to four schoolhouses with different characteristics taking form of different animal spirits. The character traits that the school values and hopes to imprint onto its students include courage, intuition, strength, and kindness, represented by a lion, bear, eagle and a dear respectively.

Design can be art.
Design can be simple.
That's why it is complicated.

01.

02.

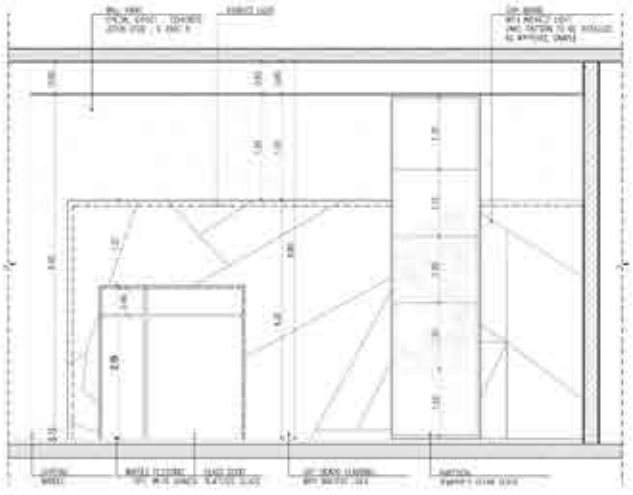
03.

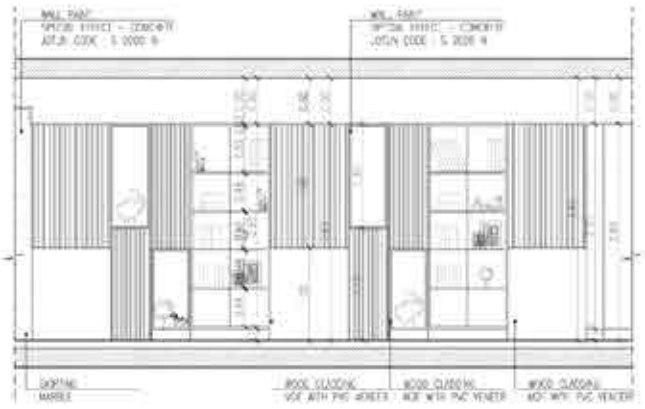
INTERIOR ESSENTIALS

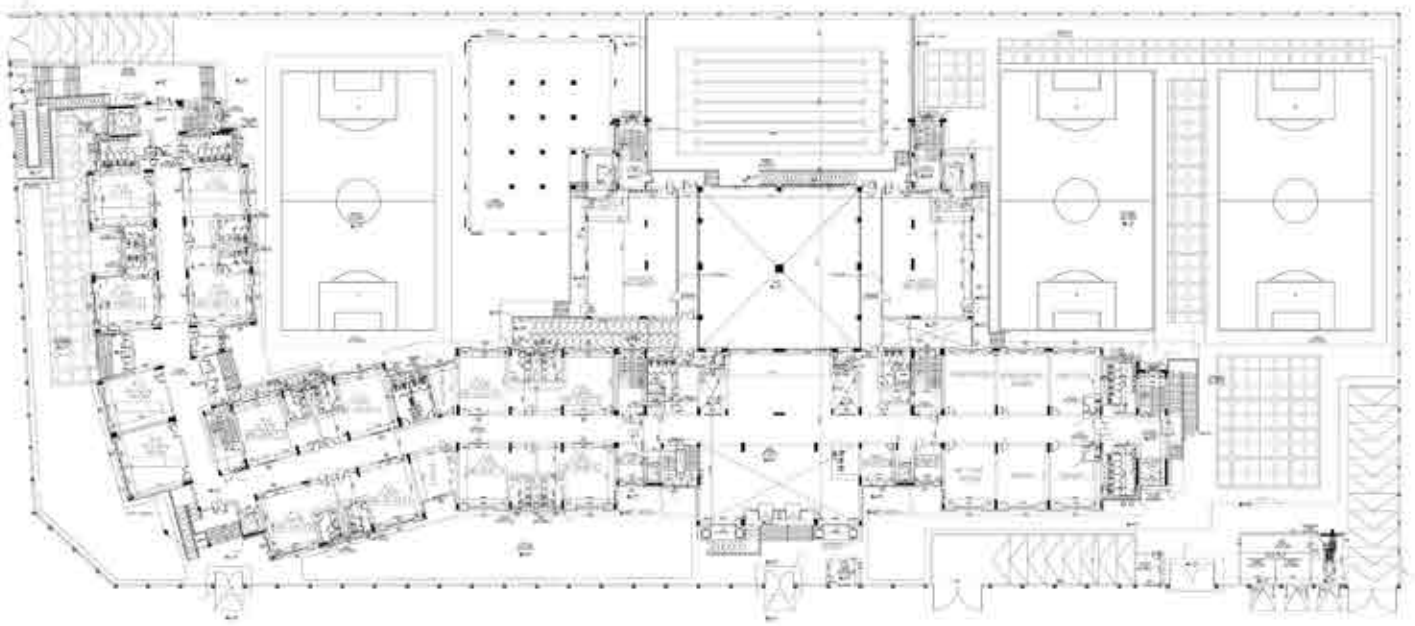
Project key design elements

Custom-built joinery and loose furniture will be used to create a diverse range of learning settings in each precinct. Learning and teaching activities will extend out from formal learning labs into informal learning zones, intended to encourage crossover between subject areas and promote interdisciplinary learning.

Campus catering to students in kindergarten, primary and secondary school.







On this plan, the individual entire building encapsulates – a kindergarten, primary school and secondary school – with the library as the central focal point, with each subject's department, cafeteria, theatre, outdoor swimming pool and sports court. With glass cladding taking on a spectacular view of the surrounding landscape and outdoor facilities.

INNOVATIVE PRECINCT

Essentially the building has two faces: a city side with lower building volumes and the back façade with the building shape enclosing onto the outdoor area, hugging the school yard protecting the children, with a 'softer' park side.

The school has planned to create a center with the library, auditorium and cafeteria at the core of it allowing for these zones to be central and communal.

The kindergarten and primary is oriented towards the left wing and ground floor area that offers more cover, while the departments for the older children are more dispersed to the second floor of the project. The building is considered a "massive school" because of its thick insulation, soundproofing, directional signage and way finding, and a ventilation system with heat recuperation.

FOLLOWING A LENGTHY ARCHITECTURAL RESEARCH STUDY ON THE DIRECT EFFECT THAT PHYSICAL SPACES HAVE ON SOCIAL BEHAVIOR AND LEARNING OUTCOMES, UPTOWN INTERNATIONAL SCHOOL, WAS DESIGNED. IT REFLECTS THE CLIENT'S DESIRE TO CREATE A FACILITY THAT IS SPATIALLY FLEXIBLE AND ADJUSTABLE.

AZHA

SCOPE: INTERIOR DESIGN

The New Wave of Waterfront Living

Azha — named after one of the brightest stars in the sky — is a high-end waterfront resort designed to be a luxury destination with international standards, bringing together an active casual lifestyle with five stars comforts.

The tranquil waters are swimmable year-round, making it a coveted destination for outdoor adventure and activity. Featuring spacious and inspiring Residential Villas, a thoughtfully designed modern resort, signature restaurants, serene spa and community centers, and a host of exceptional amenities, Azha brings a new vitality to the authentic lifestyle of a city resort living.

The compound seeks to be Egypt's leading and most valuable real estate developer, hence they have been adopting a distinctive approach; capitalizing on "hospitality." Their mission is to build and develop real estate projects with the highest standards of professionalism, quality, ethics, safety and customer service.

Their main aim is to uphold to the core values of excellence, trust, innovation and perfection throughout their business activities. The goal in mind is to transform the way people perceive quality living, going the extra mile by delivering optimum real estate value, functionality and lifestyle convenience.

Architecture by:

RAEF RAHMI
ARCHITECTS

Where escaping means staying
Floating moments

Solana
Taurina
Auva
Pavo
Musca
Anka
Island 1
Island 2
Acamar
Tuscana

THE HSI EXPERIENCE

A memorabilia of the experience, a totem of some sorts, by which they tell the world that they live in an extraordinary existence.

Simplicity is the ultimate sophistication.

The architecture design we at HSI, created for this project brings an indoor-outdoor experience within a tropical landscape while creating a sense of being on the water. With an extensive exterior lounge space and an exceptional lap pool. Nestled among neighboring houses and a lush garden, the residence's plan and form create a visceral oasis.

The house is designed to fit within a narrow, wedge-shaped site and organized to provide framed views of the water and Red Sea inland. It is composed of four primary areas: a single open spaced living common/entertainment area, a dormitory wing that contains sleeping and hygiene facility spaces, along the property's eastern edge the service area; also known as the back of house, along the site's western edge; and an elevated lap pool that reaches out towards the landscape.

THE MAIN PRIORITY IS REALIZING THE CLIENTS' DREAMS, AND DELIVERING THE HIGHEST QUALITY RESIDENTIAL DEVELOPMENTS IN LINE WITH INTERNATIONAL STANDARDS.

The pool, with its dramatic side facade, marks the home's distinctive design feature. One approaches the entry on axis with a colonnade that extends toward the sea the full length of the pool above.

01.

02.

03.

SOON
Lacina | Lyra | Ara
Island 3 | Atria
Kastra | Keelia
Lacerta | Island 4 | Seafront Villas

TYPE B

STAND ALONE VILLAS

TYPE A

TYPE B

TYPE C

TYPE D

The best way to predict the future is to create it.

STAND ALONE VILLAS

Inspired by its bright location, Azha is the name that comes from the Arabic word meaning jazziest: bright, lively, and fancy. The compound is designed for those who cherish extraordinary living. Fully finished luxury units designed to merge the comfort of your first home with the tranquility of a retreat.

Sublimely located on the left side of Ain Sokhna, Azha is a new resort community for those who prefer a distinctively refined yet casual lifestyle. The development spreads on an area of nearly 1.6 million square meters with a waterfront stretching approx. 700 meters on the clear waters; thus developing the best and last spot on the sandy part of this breathtaking coastline. With its ample recreational spaces one can enjoy the long summer days and nightlife by rejoicing in the swimmable lagoons, central park, community centers, downtown area, sea front clubhouse and sporting facilities.

The compound is divided into 20 villages, from which HSI collaborated with the developers to design four types of the stand-alone villas. Both architecture and interior designs include a variety of styles from which include: Contemporary, Mediterranean and last but not least Arabic Contemporary.

AZHA IS AN OPEN INVITATION TO LIVE IN A PERFECT HARMONY; TO FIND THE PERFECT BALANCE BETWEEN MYSTICAL NATURE AND MODERN DESIGN.

Making it simple, but significant

Living and sleeping areas are cooled by prevailing sea breezes through large operable glass doors that open to the garden, shaded by broad roof overhangs that mitigate solar heat gain at the full-height window walls.

An open stair bathed in natural daylight connects the living and sleeping levels, while floor-to-floor glazing connects the interiors to an abundance of outdoor decks and balconies.

A minimalist palette of concrete, Ipe -Brazilian walnut-, both polished and exposed concrete, and limestone serves as a neutral canvas and complements the home's tropical landscape.

We are architects, builders and interior designers who simultaneously believe in tradition and in breaking it. What we aspire for is engineering excellence in all aspects, and our path through this journey has already begun.

We are headquartered in Katameya, New Cairo and our profile extends beyond the typical architectural firm in offering a diverse range of services relating to buildings, from planning through design, construction and management. Established by the reputation that has been won by the loyalty of clients, the esteem of colleagues and the praise of the city developers and planners.

We have built a solid reputation for the highest standards in design excellence, space planning, interior architecture, and functional practicality. We effectively project-manage all your requirements, timeline and budget. Eighty percent of our work is focused on residential design. Projects range from large to small scale and we dovetail our services to meet your needs and honor your budget.

We provide a full complement of design services and construction management for numerous corporate clients ranging from the corporate, technology, retail, and residential and commercial sectors.

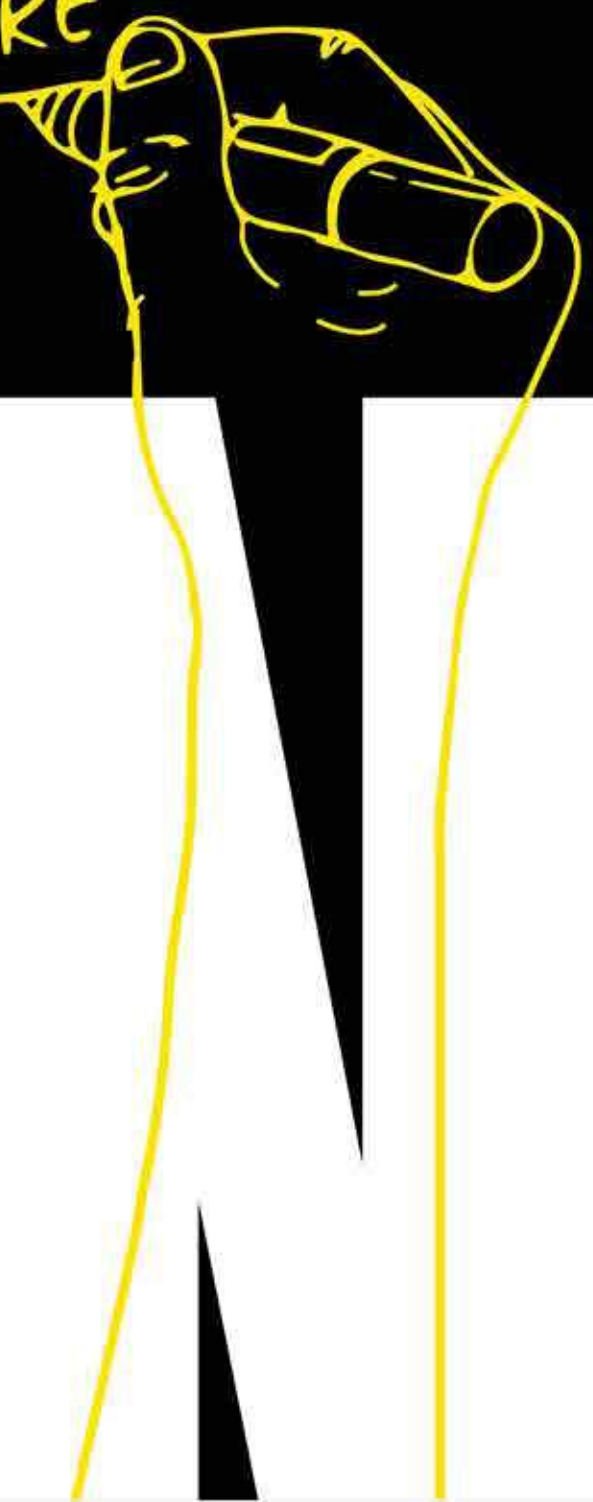
Here at HSI, we believe in designing spaces that usher in the future of design. We create with design in mind, the pinnacle of luxury design. We create places as a beacon of light amidst clear night skies, spaces that stand to represent the height of luxury.

Architecture projects typically have seven clear stages. For a smooth-running plan it is important everyone understands the extent of the architect's role in each of these.

While creative design is one of the most tangible aspects of an architect's work, an architect can be involved in your building project every step of the way to ensure the best possible result.

To ensure this understanding, we as architects will prepare an Agreement for Architects Services – the standard contract between you and HSI for residential and commercial works. It will outline the scope of work, the scope of services, material selection and any special conditions of service.

A CITY
TRANSFORMED
BY ARCHITECTURE



GN

KATAMEYA COAST, NORTH COAST

STARLIGHT
DEVELOPMENTS

Stand Alone- 315 m

Built upon natural layered terraces. "Startlight Development's Katameya Coast" is the latest luxury compound to grace the pristine sands of the North Coast. "Katameya Coast" phase one was developed on six levels so that each home receives a panoramic and unobstructed view of balmy Mediterranean waters.

Designed by a dedicated team of international and local professionals. Our modern seaside unites are an honest summertime escape that are delivered with fitted kitchens and air-conditioning. To ensure the privacy and security of our homeowners, residents are given exclusive access to 630m of expansive coastline.

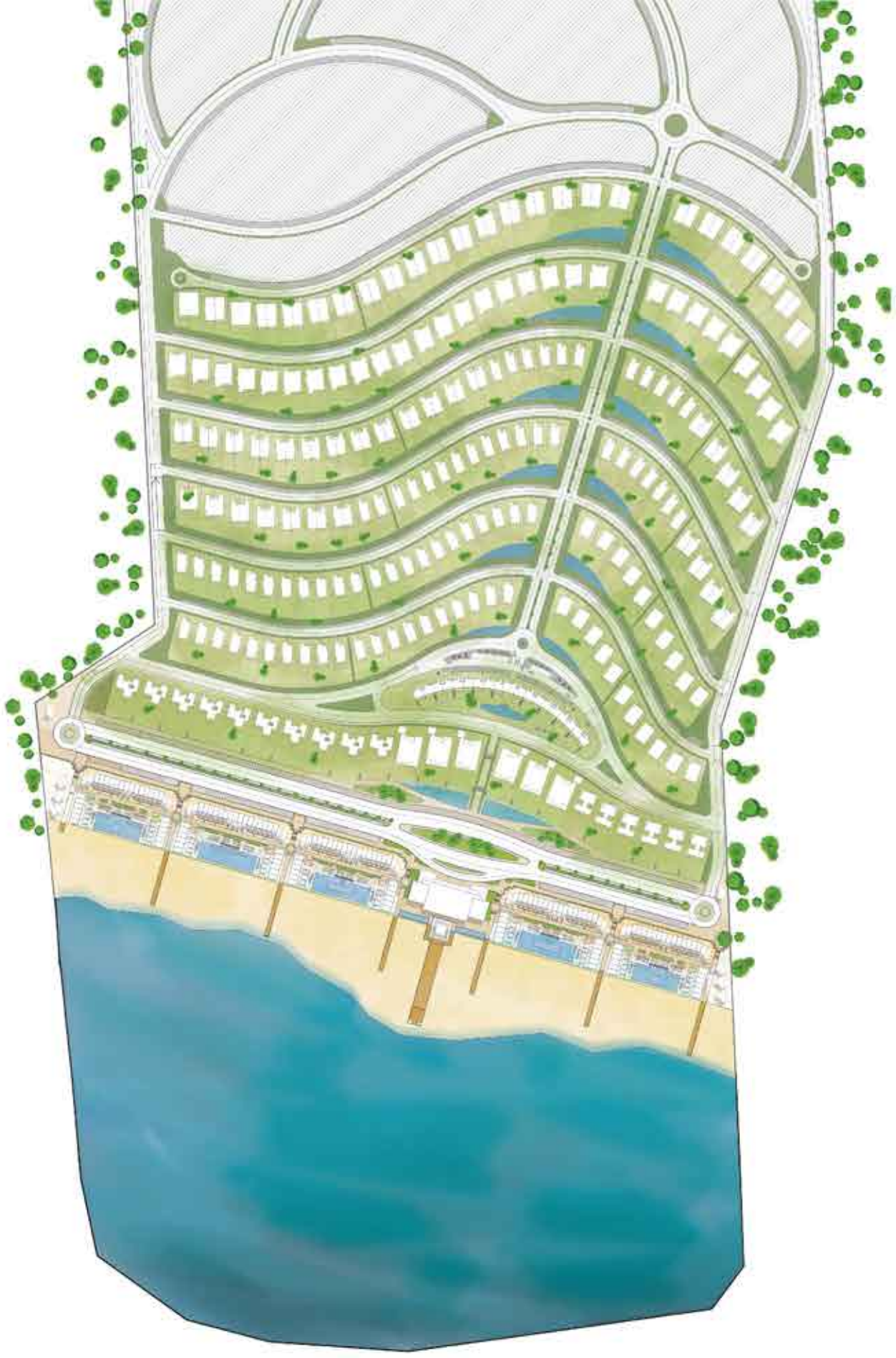
Additionally, the recreational areas assure that all age groups are provided with an environment that caters to their interests. We have taken every measure to create a compound that celebrates luxury living and are proud in welcoming you to the North Coast's ultimate seaside community.

At HSI, we designed a comprehensive range of unique designs within its lifestyle series. It is designed in a way that suits the residents' needs. At Katameya Coast, with penthouses, condos, twin-houses, stand-alone villas and luxury villas, all in a variation of two finishing options; light and dark mood.

PANORAMIC VIEW.

Penthouse
175 m2
Twin-House
Villas 275m2

Condo
Ground
Floor 200 m2
Condo First
Floor 215 m2



Stand-Alone Villas | Type 1: 300 m2
Type 2: 315 m2 | Type 3: 320 m2 | Type 4: 400 m2

Lux Villas | Type 1: Lux 535 m2
Type 2: Lux 563 m2 | Type 3: Lux 606 m2

KATAMEYA GOES NORTH

FROM NEW CAIRO TO THE COAST :

THE TWIN HOUSE VILLA

Ample Harmonious Space

The interior is spacious, comfortable, and naturally lit by its long windows. The dark version of the space is visually soothing; with minor accents that gives a slight pop, the balance of color is as delicate as the choice of materials and textures.

Upon entering, the naturally flowing space and openness, tailored to the lifestyle, will greet everyone with light. The spatial design integrates all your needs effortlessly and with style. The floors ground one in this dreamy home. Their simple design is in unison with the home ambience.

A laid-back lifestyle that is natural to the beach and sea-side is coupled with modern luxury to ensure natural lighting and a relaxing ambience for your comfort. The sandy colors of the beach come into the home with this light color palette, which in the warm afternoon sun brings the warmth of the beach with the cool comfort of one's home.

Letting the bedroom become a sanctuary and retreat after a day at the beach. Allowing one to be enveloped by the soft sheets, and the cool color palette. Flooded with natural light, the breathable design of Katameya Coast's enchanting bedroom uses stoic colors to create a relaxing environment where the ocean waves lull one to sleep.

THE PENTHOUSE

Stoic and spacious designs

The spatial design of the prototype reflects a relaxing environment that addresses the user's lifestyle and needs. The subtle colors of the ceiling design and indirect lighting adds to the soothing atmosphere. This occurs alongside the integration of smart solutions for the electromechanical supplies.

The clean lines and plush fabrics provide a balance between comfort and peace of mind with this modern-chic environment promoting wellbeing. Let go and relax in this calming space of resting. The open space provides a balance between serenity and tranquility with this modern-chic environment promoting comfort. Feel the light and bask in it from the convenience of the room. Allowing the resident to relax in this calming space.

With its blend of soft and smooth textures, the spacious design of Katameya Coast's stoic interiors uses calming colors. With a large terrace that allows the sun to flood into the space, at night the moonlight filters through and the sound of waves lulls one to sleep.

A Personal
Sanctuary

THE CONDOS

Penthouse
175 m2
Twin-House
Villas 275m2

Condo
Ground
Floor 200 m2
Condo First
Floor 215 m2

Developed in a stalwart modern design, Katameya Coast's condos evoke privacy while providing all the comforts of home. The aesthetics of the ceiling ensure that the smooth open atmosphere is maintained. This occurs alongside the integration of smart solutions for the electromechanical supplies.

With its blend of light and warm colors, the spacious designs of Katameya Coast's condos allows for the room to be flooded with light. Letting the morning light energize the resident in the large terrace, ready for a day at Katameya Coast's beach. At night, the serene condo filters in the moonlight and the sound of waves which lulls one to sleep. The bedrooms, arguably becomes one's personal sanctuary, is designed to become a safe haven from the moment one steps inside.

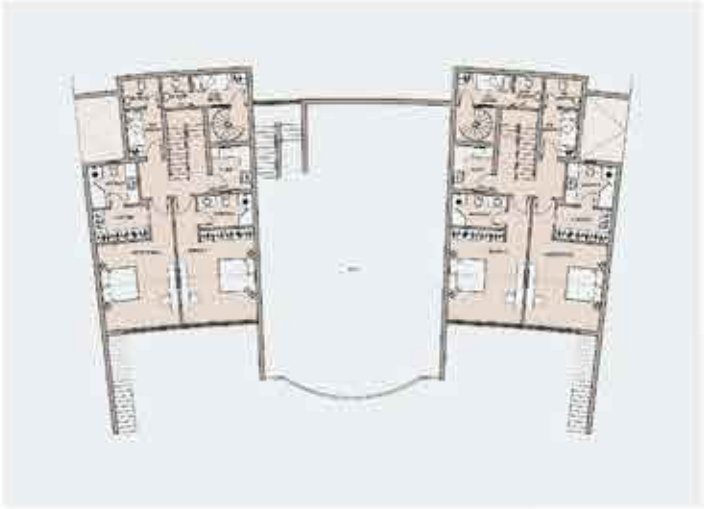
AT NIGHT, THE SERENE CONDO FILTERS IN THE MOONLIGHT AND THE SOUND OF WAVES WHICH LULLS ONE TO SLEEP.

Interior spaces use materials of the highest quality, combining sharp cut porcelain and rounded ceramic fixtures; tenant's bathrooms become an extension of the unique serene coastal design theme prevalent throughout the home.

With large floor to ceiling windows, that gives the interior space the best luminosity, the facade plays with the delicate balance between building and lightness. The minimalist clear-cut lines of the facade are a statement of the contemporary elegant lifestyle. Allowing for the resident to take pleasure and pride in enjoying their house from the garden as well as from within.

Stand-Alone Villas | Type 1: 300 m2
Type 2: 315 m2 | Type 3: 320 m2 | Type 4: 400 m2

Lux Villas | Type 1: Lux 535 m2
Type 2: Lux 565 m2 | Type 3: Lux 606 m2



01.

02.

03.

Duplex Villa
Exterior Visualization

EXTERIOR FACADE

200M²

Conceptual Visualization

Minimaliſt
Clear-cut

THE LUX VILLAS

Penthouse
175 m2
Twin-House
Villas 275m2

Condo
Ground
Floor 200 m2
Condo Firſt
Floor 215 m2

Letting the imagination flow from the comfort of this sanctuary with its contemporary art and finishes that delight all the senses. The floors ground one in this dreamy home. Their simple design is in unison with the home ambience.

Using alternating horizontal rows of grey porcelain creates an elegance in the detail. The smalleſt and fineſt features are perfected through the clean lines and definition between the colors.

Linear in plan, the villa's entrance embraces the warmth that welcomes and opens invitingly into the main living spaces with views of the terrace and garden. Having two options for the kitchen layout, either opened or closed layout plan. In the closed kitchen plan, one can enjoy the peace provided by the seclusion of activities. In the open kitchen, one can experience the communal living, the kitchen ties the living spaces together, as the ground floor becomes a spacious open plan overlooking the terrace and gardens.

USING ALTERNATING HORIZONTAL ROWS OF GREY PORCELAIN CREATES AN ELEGANCE IN THE DETAIL.

The reception is spacious, comfortable, and naturally lit by its long windows. The furniture arrangement is framed by a separator that visually connects to the other living spaces while maintaining the character of the reception. The dark version of the reception is visually soothing; with minor accents that gives a slight pop, the balance of color is as delicate as the choice of materials and textures.

Stand-Alone Villas | Type 1: 300 m2
Type 2: 315 m2 | Type 3: 320 m2 | Type 4: 400 m2

Lux Villas | Type 1: Lux 535 m2
Type 2: Lux 565 m2 | Type 3: Lux 606 m2

Lux Villas - 565m2

The lux villa is large enough to accommodate a many. Sharing this home and beach memories with loved ones is what Katameya Coast is all about.

The cool grey color palette ensures physiological and ambient serenity. The dining room is spacious perfect for entertaining. The dark version releases a sophisticated aura around the guests.

Light refracts off the walls and brightens up the space and mood. One can allow the happiness to embody them with dazzling views of the sea and sky framed by the full wall windows.

The color palette will ensure one to reach nirvana among the plush comfort and elegant lines of this interior design. With ample space, this becomes a home away from home.

SEE THE SEA.

SPATIAL MOODS

Interior Spaces throughout the project

Spaces, materials and designs can capsulate or trigger emotions and states of being. HSI worked hand-in-hand with Starlight Developments to create the unique project that is Katameya Coast today. Going room-by-room comparisons to capture and highlight the differences.

The first floor bedrooms, uses the light that comes in lazily creating the perfect environment for sleeping in or enjoying an afternoon nap in the cool.

The bathrooms, allows for the light to filter through in a warm hue creating the sensation of an eternal sun kissed afternoon easing a carefree environment.

The ground floor reception and dining areas are spacious which is perfect for entertaining. The spaces releases a beach aura around the residents and their guests, bring the beach vibes indoors.

LUX VILLAS - 606 m2

Dark & Light Furnishing

The dark version of the interior spaces acts as a blank canvas where ones' personality can flourish and take over. The straight elegant lines of the architecture and furnishing, contrasts with the soft cushioned fabrics.

In the light version of the design, the light refracts off the walls and brightens up the space and mood. Providing a feeling of happiness embodying one with dazzling views of the sea and sky framed by the full wall windows.

Partners

Hany Saad Innovations

ECMA
Engineering Company for Marine Affairs

digitalcom

ENG \ MAHMOUD K. EL-MOSHNEB

ards
landscape-architecture urban design . planning

MISR ITALIA
PROPERTIES

GARDEN 8
MALL - NEW CAIRO

Located in New Cairo, Hany Saad Innovations has taken this modernistic elegant feel into the process of designing La Nouva Vista Mall, a Misr Italia properties project.

Scaling the project for a lush landscape that lies on 7,000 square meters; showing a mastery of utilizing a sophisticated approach to the materials and detailing and focusing on the coziness and visual calmness.

The Whole commercial area consists of four floors; underground Parking, lower level, ground, first and second Levels, connecting all we managed to build stairs, elevators, escalators and travelator to serve all people from the basement to the second floor to make it easier for all mall visitors.

HSI'S SCOPE OF WORK INCLUDES THE DYNAMIC ESTHETIC DIMENSION OF EACH ZONE AND IN THIS PROJECT; WE ENVISIONED TO CREATE A UNIQUE MULTI-LEVEL OPEN SPACE WITH SUSPENDED TROPICAL FEEL GARDENS TO HELP MINIMIZE DISRUPTION TO CUSTOMERS AND THE BROADER LA NOUVA VISTA COMMUNITY.

Built on a philosophy of creativity and innovation, we offer our clients trend-setting projects with unique concepts and designs that are unmatched in the market.

The lighting is all over the place with shaped lamp poles to set the perfect mood for you which helps in maximizing the view for the visitors so that they can enjoy their surrounding context.

The indoor and outdoor spaces are seamlessly connected. The lush green outdoors creates a lively natural habitat for the residents to enjoy, furthering accentuating that unique experience.

GARDEN 8
LANUOVA VISTA

With four levels including the basement – parking area and integrated retail on the ground floor, each level features high quality materials and well-engineered stores joinery.

Designed by HSI, La Nouva Vista mall takes its inspiration from the infinity symbol to form a unique rationalized squared edgy building and sinuously interconnects. The building's façade features symmetrical banding. The outside area features curved forms to mirror the building's exterior and high-vaulted ceilings.

La Nouva Vista is a luxury commercial development by Misr Italia Properties

Lies on area of 27,500 GLA and built up area 44,480.

Specifying a variety of absolute and conditional uses of space is crucial in any design or architecture project. Zoning clarifies the size and dimensions of the area, as well as the form, flow and scale of buildings.

These innovative structures are LNV's unique – avant garde built to date and with the help of our coherent team, compressed the overall construction timeline.

The site team is known for fast and efficient installation and perfectly constructing weekly reports that is frequently communicated internal and with the MIP.

WE ARE CREATING CHANGE FOR OURSELVES

EASTSIDE MALL

At our acclaimed ultimate design destination we have cultivated a visually rich, modern aesthetic style that is truly HSI's own. By balancing the aspects of modernism with extreme luxurious principals of design. We have been able to carve an impressive name for HSI in the architecture and interior design industry in the region.

Inspired by post-modernist architects and having immersed ourselves in a growing industry where originally it was flooded with poorly designed eclectic classical architecture, we at HSI have been able to continually strive to create and transcend to what modern and contemporary design has become in Egypt.

A CELEB-RATION OF CRAFT

2 | ARCHI-TECTURE /019

THE ARCHI-
TECT'S
FUNDA-
MENTAL-
REORDER-
ING

**A NEW
LIFE PRO-
GRAM-
MATICAL-
LY AND
SPATIALLY
THAT IS
BETTER
THAN THE
ORIGINAL.**

A CITY
TRANSFORMED
BY ARCHITECTURE

JW - MARRIOTT RESIDENCES

HSI is greatly honored to be part of the most ambitious and significant residential projects to be created in New Cairo managed by JW and Marriott with the great investors well-known; Seldar Misr. We contribated in designs for the building Condemenuem, providing a set of selected furnishing materials for each type.

The designs showcased exude refinement and luxurious details that promise to pamper and give you the building blocks to create a very personal home interior with a modern luxury lifestyle. The reception is spacious, comfortable, and naturally lit by its long windows.

The reception is visually soothing; with minor accents that give a slight pop, the balance of colour is as delicate as the choice of materials and textures.

The furniture arrangement is framed by a separator that visually connects to the other living spaces while maintaining the character of the reception.

The designs are complemented with distinctive furniture layout that redefines the new luxury living with exceptional inspirations that fall in line with crafted interiors.

Combining different textures in one structure greatly exemplifies and enables the onlookers in visualizing and in getting a feel of an architectural expression of the space in which it is applied.

UNIQUELY STRUCTURED CORE.

Features with a distinct purpose and meaning.

Intersecting the lower level, an entryway defines a clear axis from the front door through the house to the water's edge.

A marble staircase with metallic glass handrail leads from the entry hall to the upper volume, which contains guest rooms, a private den, and the master suite.

From the second level, the most dramatic views of the landscape are revealed via an intimate balcony that adjoins the master suite.

A pure bliss every time one walks inside one immediately is energized when they encounter this light-filled, soaring hand-crafted space. A huge glass entry opens into a glazed front foyer, which offers expansive outward views into the landscape, and beautifully framed sightlines. With a full-height screened room with terrace attached, and exterior stairs leading upstairs directly with a visual connectivity to nature is nothing short of compelling.

JW - MARRIOTT RESIDENCES

The residential dwelling

Designed to choreograph movement along the extraordinary site, the house celebrates its state-of the art compound surroundings. With the panoramic views at site through the floor to ceiling windows. A simple, uncomplicated building, it flanks the winding entry drive and is anchored to the sloping site with a massive stonewall, screening the house's staircase. A timber-framed shed roof springs from the wall; with wooden cladding supporting naturally weathered concrete roofing over walnut-clad volumes.

Expansive windows provide natural lighting throughout the house, while a broad overhang shades the interiors from the summer sun. Sliding doors and operable hopper windows throughout the house use the prevailing winds for natural ventilation, while also providing expansive views of the outdoor landscape view. Marble flooring materials are used throughout the living space and maple floors reflect warm natural light from floor to ceiling, while brightly colored niches provide a vibrant backdrop.

Extensive use of wood and stone complements the modern design. An Ipe wood and steel slatted wall highlight the center of the architectural building. The screen wall continues into the house, directing focus staircase. Generous overhangs, supported by cantilevered rafters, shade the front yard perimeter and frame the sky.

Styles come and go. Good design is a language, not a style.

ON THE THRESHOLD OF UNPARALLELED INNOVATIONS.

JW - MARRIOTT RESIDENCES

Breaking future boundaries

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Exterior shot for the JW – Marriott project

GARDENS

AUTOMOTIVES PROJECT

MOHAMED FAHMY
ARCHITECT

This new four-story retail/office is composed of ultra-clear glass facade carefully detailed with geometrically designed cladding. At the same time, deep recesses in the façade create a counterpoint between the taut glass and the weight of voided areas. As an overall the four-story building is constructed of full-height structurally glazed panels, creating a glass curtain wall.

The result is a distinctive high-performance façade that can be shop-fabricated, delivered to the site, and erected with greater precision and in a fraction of the time required to construct a conventional stick-built system.

In total, the developer owner will have a building that has successfully encouraged unusual 2nd story retail tenants in an elegantly detailed and precisely tailored building.

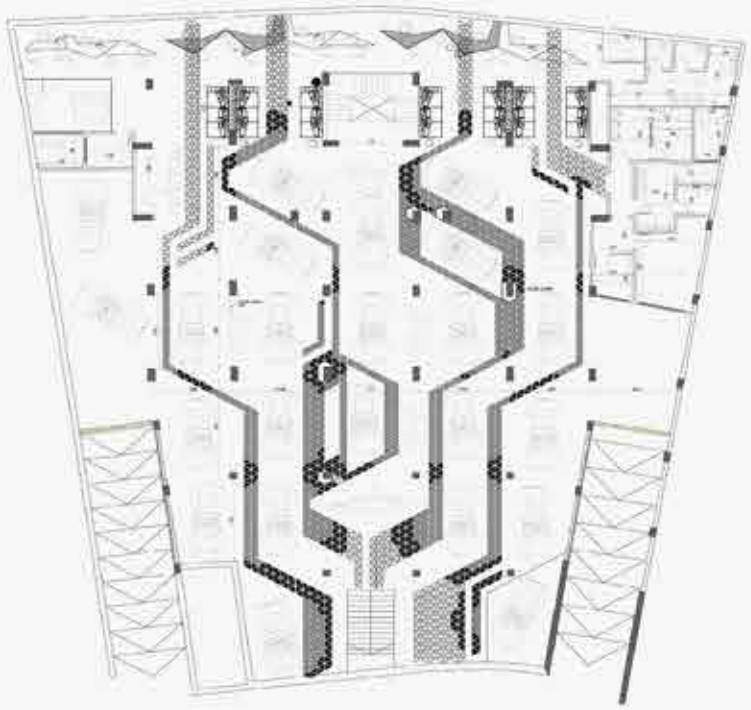
With a linear glass storefront and main entrance, rarely has an car dealership store been so visually recognizable and physically accessible. The transparent front view is made partially cladding free by the integration of slender structural glass panels, and adding protruding geometric cladding to the storefront to create a shaped roofing area above the cars.

FAHMY MOTORS

Curated retail placement

With a linear glass storefront and main entrance, rarely has an car dealership store been so visually recognizable and physically accessible. The transparent front view is made partially cladding free by the integration of slender structural glass panels, and adding protruding geometric cladding to the storefront to create a shaped roofing area above the cars.

As a counterpoint to the transparency and openness of the front room, the back room—dedicated to service, training, and accessory retail display—is enclosed and calming. Separated from the front retail space by stonewall partitioning, this second space is reached by passing through one of two openings. The sense of privacy and uniqueness supports the ambition for a place of gathering and learning. With a central car to be displayed in the center, highlighted by an internal skylight that allows one to view the car from the top.



Basement floor plan for showroom building

This new four-story retail/office is composed of ultra-clear glass facade carefully detailed with geometrically designed cladding. At the same time, deep recesses in the façade create a counterpoint between the taut glass and the weight of voided areas. As an overall the four-story building is constructed of full-height structurally glazed panels, creating a glass curtain wall.

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AUTOMOTIVES PROJECT

MOHAMED ZAKI

Luxury Commercial Showroom

This new one-story retail/office is composed of ultra-clear glass facade carefully detailed with geometrically designed cladding. At the same time, deep recesses in the façade create a counterpoint between the taut glass and the weight of voided areas. As an overall the one-story building is constructed of full-height structurally glazed panels, creating a glass curtain wall.

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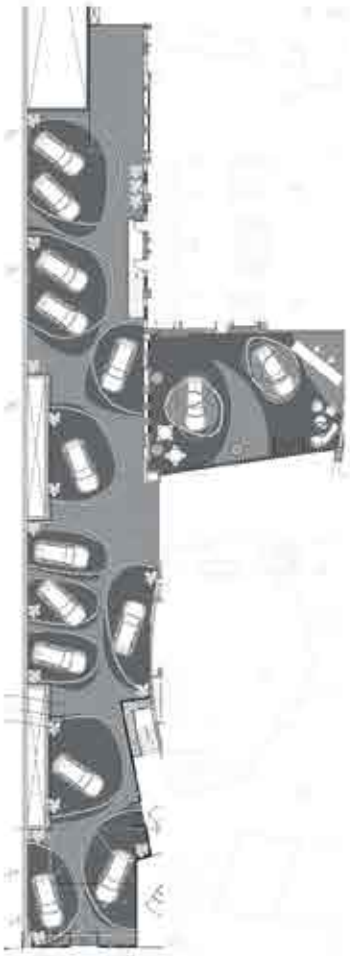

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THE MARQ COMPOUND

The MarQs villas are designed and built according to premium standards within a sustainable residential community. With an impeccable eye to detail, the villas are an intertwining of comfort and elegance with streamlined functionality.

Our conceptual direction for the MarQ was a meld of classical and modern design influences. A muted brassy color palette is accented sporadically throughout by azure blue details, providing the full effect of complementary color and cohesion of space. Panelled wall molding in the main living areas offers a generous throwback to chic french-style home decor, while operating as a deconstruction with its contemporary asymmetry and impressive height.

Top Notch Concierge Services

The MarQ resort offers a cutting edge and exceptional lifestyle where luxury is crystal clear in every aspect. They create a unique and modern lifestyle, that is dedicated to stimulate happiness over 26 Feddans in New Cairo. All through spacious green areas, astounding water features and selection between a limited number of 321 stand alone villas, twin and town homes.

Functional style and simple sophistication.

This is complemented by art-deco style wallpaper in the main dining area, carefully selected in a monochrome hue, as to accent the various contemporary features of the room. Chief of these is the highly modern, suspended marble staircase, with floor to ceiling brassy bar railing.

1.
ALLEGRIA PALACE
NEW CAIRO

2.
LAKE VIEW VILLA

3.
SEASON VILLA
NEW CAIRO

4.
MIRAGE VILLA

/RESIDENTIAL PROJECTS

Devoted to comfort

1.

3.

2.

5.
ALLEGRIA, SODIC

4.

Charming appeal

5.

1.
HACIENDA BAY VILLA
NORTH COAST

2.
SUMMER MANSION
NORTH COAST

3.
MARASSI VILLA
NORTH COAST

4.
EIN BAY VILLA
AIN EL SOKHNA

/SUMMER HOUSE PROJECTS

1.

Form and function **2.**

3.

5.
MARASSI VILLA 2
NORTH COAST

Tailored and custom-made

4.

5.

1.
PREMIER ROMANCE HOTEL
SAHL HASHEESH

2.
GARDEN 8

3.
EASTSIDE MALL
CASTLE DEVELOPMENTS

4.
ADMINISTRATIVE BUSINESS PLAZA
GMC

/COMMERCIAL PROJECTS

4.

1.

3.

Cutting-edge designs

2.

5.
EMAAR MAKKAH

6.
SKODA AUTOMOTIVE SHOWROOM

7.
STELLA CAPITAL WALK

5.

7.

6.

1.
UPTOWN INTERNATIONAL SCHOOL

2.
EASTSIDE

3.
POLYGON OFFICES
WEST TOWN SODIC

4.
NAMAA HEADQUATERS

/ADMINISTRATIVE PROJECTS

2.

3.

Form and function

1.

4.

5.
AJNA

6.
STARLIGHT PROJECT
KATAMEYA HEIGHTS

Tailored and custom-made

5.

6.

1.
VINCI COMPOUND

2.
KATAMEYA COAST

3.
AL JAZZI

4.
AZHA

/DEVELOPMENT PROJECTS

4.

1.

3.

Cutting-edge designs

2.

5.
THE MARQ

6.
IVORY

7.
BAYSIDE

5.

7.

6.

240 employees

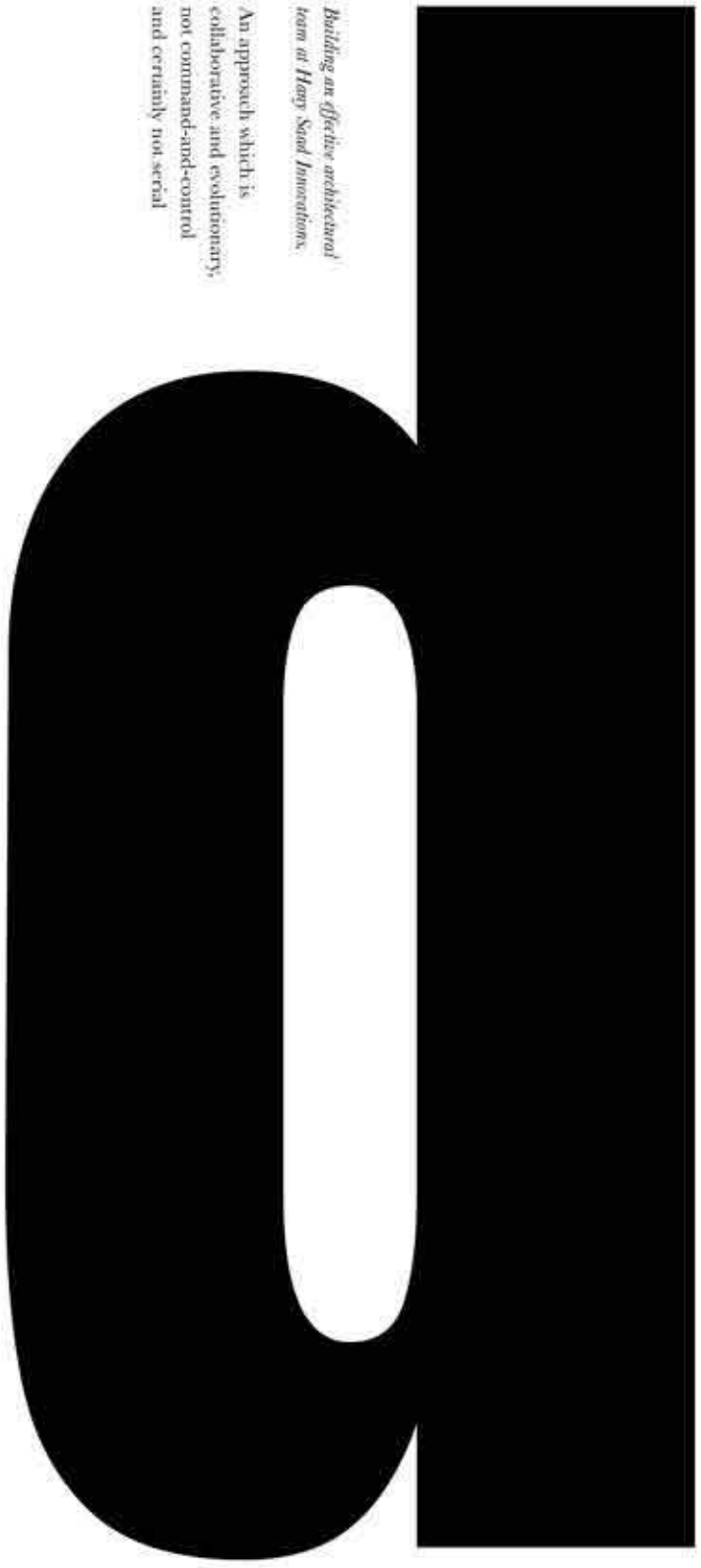
Many agile teams find that they need someone in the role of "architecture project owner", often the most technically experienced person on the team, who is responsible for facilitating the architectural modeling and evolution efforts. As founder and CEO, Hany Saad, doesn't see a project as simply his own; site mangers, construction engineers, office boys, schematic designs and visualizers are all "architecture project owners."

At HSI, we believe that everyone has a crucial role and there isn't a particular project owner, as all team members in all departments are integral to the success of the HSI as a whole and the success a project.

The successful completion of construction projects in terms of achieving client's objectives on time, within budget and as specified should be the first priority of any design firm wishes to remain in market and compete for the future. These deliverables could not be accomplished by individuals working alone, rather by effective, coordinated and committed teams. Because of the important role it plays in the construction industry, every design firm has to focus on building effective architectural team that is capable to deliver successful projects and improve the organization's productivity.

Building an effective architectural team at Hany Saad Innovations.

An approach which is collaborative and evolutionary, not command-and-control and certainly not serial



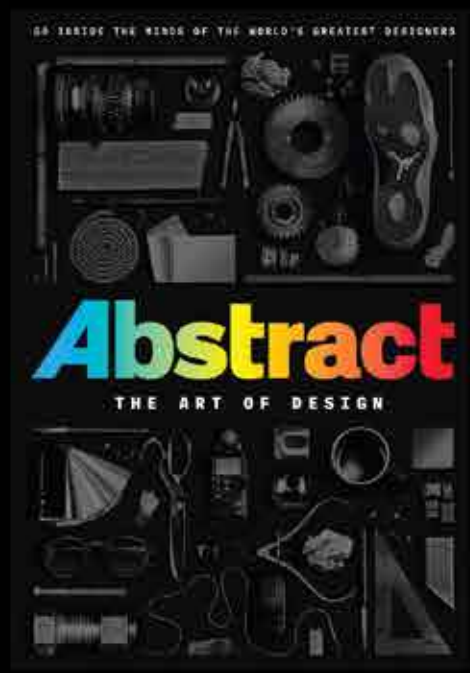
NETFLIX

Designer Watchlist

Must watch series and documentaries for *architecture* and *design* **enthusiasts**

Hany Saad Innovations.

HSI RECOMMENDED



Description

A LOOK BEYOND BLUEPRINTS AND COMPUTERS INTO THE ART AND SCIENCE OF DESIGN, SHOWCASING GREAT DESIGNERS FROM EVERY DISCIPLINE WHOSE WORK SHAPES OUR WORLD.

Number of Seasons

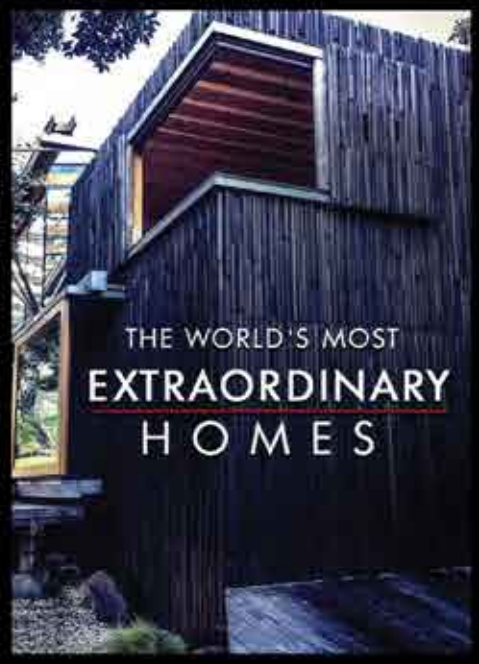
01

Number of Episodes

08

Year of Release

2017



Description

ENGLISH ACTRESS CAROLINE QUENTIN AND ARCHITECT PIERS TAYLOR FACE A DIFFERENT THEME IN EACH EPISODE SHOWING 5 DIFFERENT HOUSES AND PROJECTS.

Number of Seasons

02

Number of Episodes

12

Year of Release

2017

Description

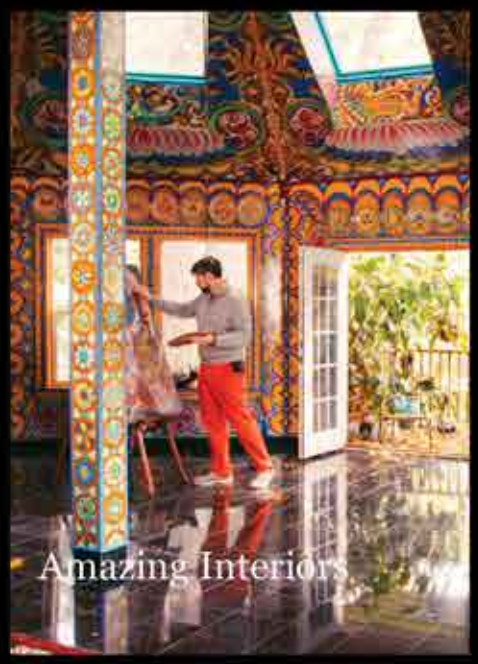
IN BILLUND, DENMARK, A NEARLY 130,000-SQUARE-FOOT HOUSE INSPIRED BY THE ICONIC LEGO BRICKS IS CONSTRUCTED, CAPTURING THE AWE OF KIDS OF ALL AGES.

Duration

47 min

Year of Release

2018



Description

THE CLICHE "DON'T JUDGE A BOOK BY ITS COVER" APPLIES TO THE HOUSES FEATURED ON THIS SERIES. THE HOMES APPEAR TO BE ORDINARY FROM THE OUTSIDE, BUT INSIDE THEY FEATURE SOME JAW-DROPPING DESIGNS.

Number of Seasons

01

Number of Episodes

12

Year of Release

2018

TICK WHAT YOU'VE WATCHED

- [ ] THE WORLD'S MOST EXTRAORDINARY HOMES
- [ ] ABSTRACT: THE ART OF DESIGN
- [ ] LEGO HOUSE – HOME TO THE BRICK
- [ ] AMAZING INTERIORS
- [ ] STAY HERE

Scan the QR Code to follow **@hanysaad.innovations** on Instagram

HANY SAAD INNOVATIONS JOURNAL VOL. 02

A self-published journal of our work achievements.

This year, at Hany Saad Innovations, we are turning our annual company profile into a quarterly issued volume formatted into a newsletter. A self-published journal of our work achievements, innovative projects and unique client experiences.

This volume consists of a highlighting a selection of our portfolio, current projects under construction and recently completed design. Subjects covered include writings about individual projects with real estate developers, theoretical text about our conceptual design approach, visual cultures for interior and exterior use, along with artistic practices and urbanism.

The volume also features an extensive look through our designed client experience, where we take smaller designed details into mind.

Our aim is to express our interest of being an open book to the public and inviting others for an open conversation about design in different aspects of life. The volume of this Space Journal is meant to influence the future of architecture and its reception internationally by publishing innovative contributions on every aspect of architectural endeavor.

Jaguar's Brand Ambassador Hany Saad

"My desire is to excite the senses. Just like the E-Pace does for me."

Engineered for practicality, designed for boldness. Award-winning Egyptian Architect, Hany Saad, has recently become Jaguar's Brand Ambassador. It has the looks and agility to make it the most dynamic car in its class. With a driver-focused cockpit sitting at the heart of a family- focused interior, E-PACE takes the rewarding Jaguar driving experience and adds everyday practicality. There's never been a compact SUV like this before.

HEAD-TURNING GOOD LOOKS

For a striking on-road presence, sleek LED headlights and signature LED tail lights are standard. To enhance E-PACE's appearance even further, Matrix LED headlights with signature Daytime Running Lights and 21" alloy wheelsare also available as options. The style extends to the driver-focused interior, which features premium quality materials.

INGENIUM ENGINES

A choice of three petrol and two diesel Ingenium engines are available, delivering efficient, refined and responsive driving. Options include the economical 2.0 litre 4-cylinder 150PS All Wheel Drive (AWD) Turbocharged Diesel*, which can achieve from 147g/km** CO_2 and 5.6l/100 km**. For increased performance, there's the 2.0 litre 4-cylinder 300PS All Wheel Drive (AWD) Turbocharged Petrol* that can reach a top speed of 243km/h with 0-100km/h acceleration in 6.4 seconds.

CONNECTED EVERYWHERE

E-PACE offers a range of features to make your life more connected on every journey. To ensure you and your passengers enjoy the journey whilst remaining connected to the world outside, our optional Connect Pro Pack3 * features Pro Services, 4G Wi-Fi Hotspot and Smart Settings. Making it easy to use apps from your phone on the Touchscreen, the InControl Apps6 feature is available as an option. With up to five USB sockets in the car, it's simple for every occupant to keep devices fully charged.

DRIVER ASSISTANCE AND SAFETY

To offer reassurance and information, standard driver assistance features include Lane Keep Assist, Driver Condition Monitor, Rear Camera and Front and Rear Parking Aids. For optimum safety, E-PACE has been engineered to include a wealth of systems, including Dynamic Stability Control and Emergency Brake Assist. Helping your eyes distinguish objects more easily, LED headlights produce a highly focused beam with a quality of light that is close to daylight. Increasing pedestrian safety, E-PACE also features a pedestrian airbag* as standard.

FOUNDER/OWNER

THE ULTIMATE DESIGN DESTINATION.

15 years of HSI. We are ecstatic to reach this milestone and proud to bring years worth of innovations to the design industry.

It marks a long journey from a one-man show to owning the one stop ultimate design destination. Achieved by hard work, concerted efforts, an all out determination, and going above & beyond everyday into the forseable future.