

**HSI EXPERIENCE**

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

**LATEST PROJECTS**

Our principles and staff are deeply committed to active collaborations.

**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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**The Architect's  
Fundam-  
-ental  
Reorder-  
-ing**



**Hany Saad  
Innovations™**

FOUNDER / OWNER

THE  
ULTIMATE  
DESIGN DESTIN-  
ATION.

*15 years of HSL. We are excited 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 definition. Achieved by hard work, concerted efforts, an all out determination, and going above & beyond everyday into the foreseeable future.



BIOGRAPHY

# Hany Saad

*Founder/Owner  
Hany Saad International*



**H**any 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.

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

**Make it simple but significant**  
The Ultimate Client Experience

## THE HSI EXPERIENCE

*A memorabilia of the experience,  
a totem of some acts, 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 acts, 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 badge brand, monograms embroidered onto towels found in every bathroom, personal stationery distributed in every room that includes notepads and envelopes with the created identity.



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 as HSL, 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 fits 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.

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# latest \* pro jects

**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 diving 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 guests 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 clad 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

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.

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

## PALM HILLS RESIDENTIAL PROJECT

Concrete frames extend through and protrude from the house to form a double-height framing structure. Cedar slats screen the private spaces while wooden louvers on 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.





*Robert Langford*

The residential house layout creates a home that is both calm and vibrant 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 runs through the double-height ceiling created by the void connecting second-story columns, including 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. In 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 house 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 area.

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.





**Creativity is nothing but a mind set.**

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

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

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

A variety of material textures, including grey elm and walnut oak wood, are used throughout and provide a sense of warmth directly controlled 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 living space, its live edge balancing the clean lines of the living room. Additional furnishings reinforce the client's desire for a modernist environment.

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







The residential house layout creates a home that is both calm and resilient 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 those 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.

## 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.

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**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.

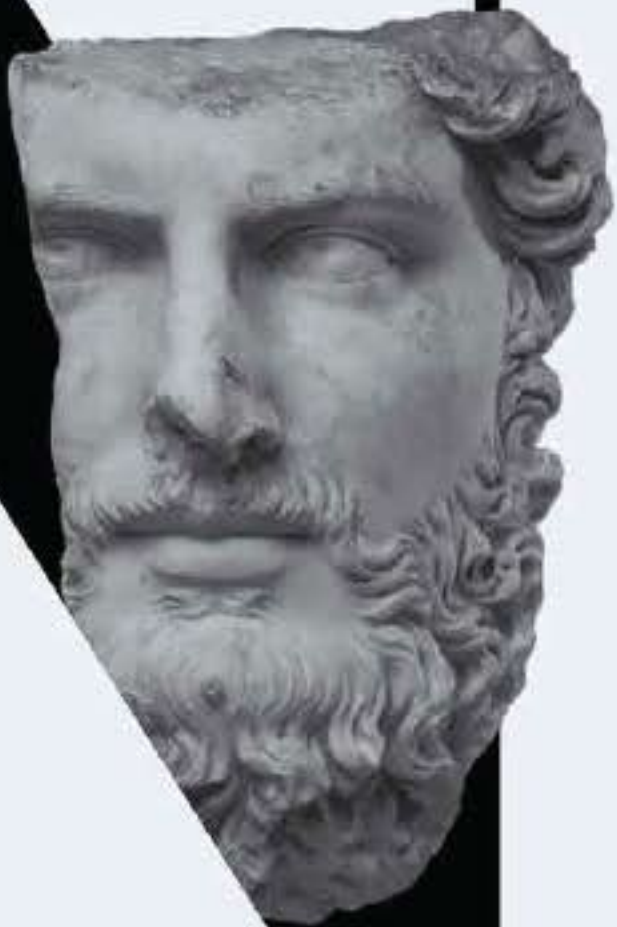
A crucial factor in this development, which saw a trend toward monumental architecture, was the invention of Roman concrete (*opus caementicium*), which led to the liberation of shapes from the dictates of the traditional materials of stone and brick.

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







## 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 facade 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 components 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 furnish, attention to details, taken into consideration the smallest to largest aspects.



## KATAMEYA DUNES 2



*Exterior view - 60% 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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The design showcased subtle 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.**

## KATAMEYA HEIGHTS VILLA

### Outsketching schemes

Hany Saad Innovation as its own unique and special taste of designing and executing 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.



*The level construction site.*







*Design is walking 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 tenant, 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.







*Design is nothing but the way to solve problems.*

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.









**M** MISR ITALIA  
PROPERTIES

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A one-of-a-kind collaboration between Honey Saad Innovations and Mier 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 cubic 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 oak wood cladding, glass walls and richness of travertine marble cladding. The overall offer is fresh, pure, light and modern; a perfect marriage of man-made structures and earth's richest pleasures.

# VINCI LAUNCH.

*A one-of-a-kind collaboration between Hany Saad Innovations and Miss Italia Properties, Project Vinci represents an entirely new chapter in boutique living.*

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## RESIDENTIAL PROJECTS

Miss 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. Starting so at the launch event. This exclusive community gives tenants the chance to live life at their own pace, away from the bustle 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 fitness 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.





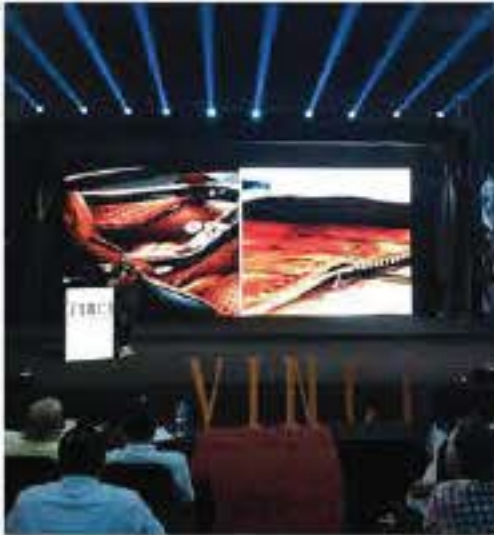
HSI X MIP  
COLLABORATION.

## VINCI LAUNCH EVENT

Boutique Living

*The Possibility 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 Sand Innovation conceived 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.





*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 bold grid design embodies its work, more or less the perfection of form and details that is at once extremely simple and pleasingly complex. The minimalist clearest 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 COALESCES THE QUINTESSENTIAL ARCHITECTURAL TRAJECTORIES OF THE MODERN CUBISM - THAT OF STRUCTURE, CORE AND SKIN.



H&I  
collaborating  
with MIP in  
this great  
reinterpreta-  
tion of an  
archetypal  
structure

**Iconic Villa is profoundly poetic**  
The spatial design and inspired elements

## ICONIC VILLA

*The conception, evolution,  
and joyful experience are of  
our thought and not, creating a  
complex, conceptual  
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.

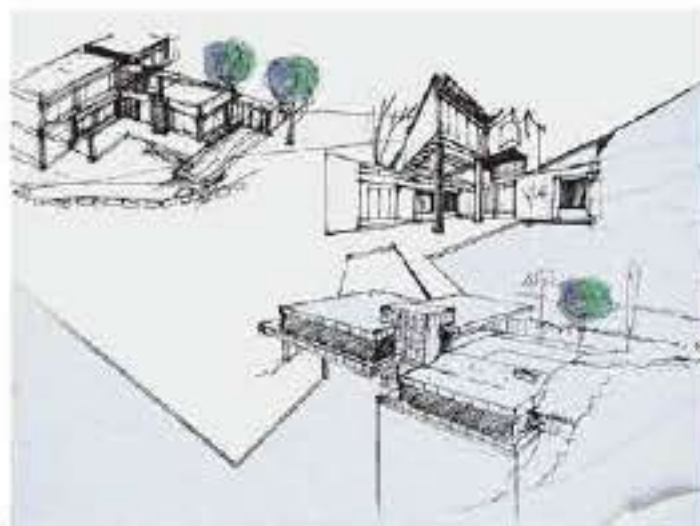
Light is tranquil and inviting; a gentle symphony of illumination and harmonious tones. The colors of nature come alive with this bright yet elegant color palette, vivid in the warmth of the afternoon sun and iridescent by moonlight.

### **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 pursued this project and set a compelling new model for bringing vital and community-enriching design structure.

From the essence to the physical materials, Vinyl 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 concepts,  
H&I deliberately understands  
the complexity of needs and  
translates it into a sense  
of invention.*











*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 visits 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.

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

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**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 composed 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.





1.

A FIRST CLASS  
SERVICES EXPERIENCE  
WITH POLISHED  
ELEGANCE



## THE WARMTH OF HOME.

2.

The warmth

3.

BOUQUIN LIVING  
IN AN URBAN  
CONTEXT

The warmth



Highest  
aspirations  
of architecture  
elemental-  
visceral.

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.

The warmth

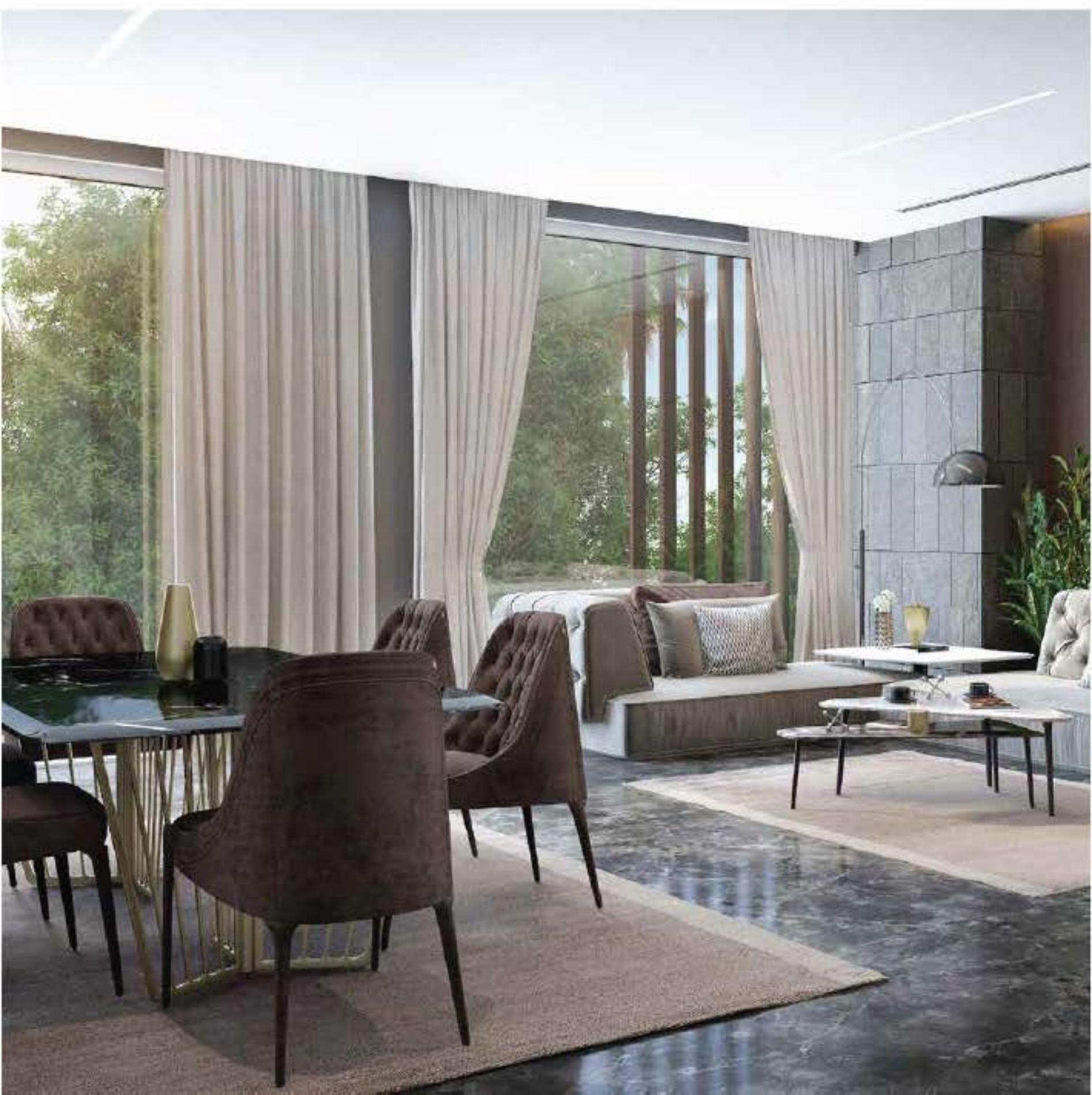
5.





# INTERIOR

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**The  
combination  
of elegant  
form  
and  
beautiful  
function**



**VINCI RESIDENTIAL**  
**PROJECT**  
NEW  
CAPITAL **BY MISR ITALIA**  
**PROPERTIES.**





A FINESSE  
LIFESTYLE WITH  
SOPHISTICATION







The warmth

2.



The warmth







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 portion 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 guests 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-clad rail. Outdoor amenities allow immediate enjoyment of the surroundings within comfortable reach of the interior space.





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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.**





# UPTOWN

INTERNATIONAL SCHOOL

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### *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.**