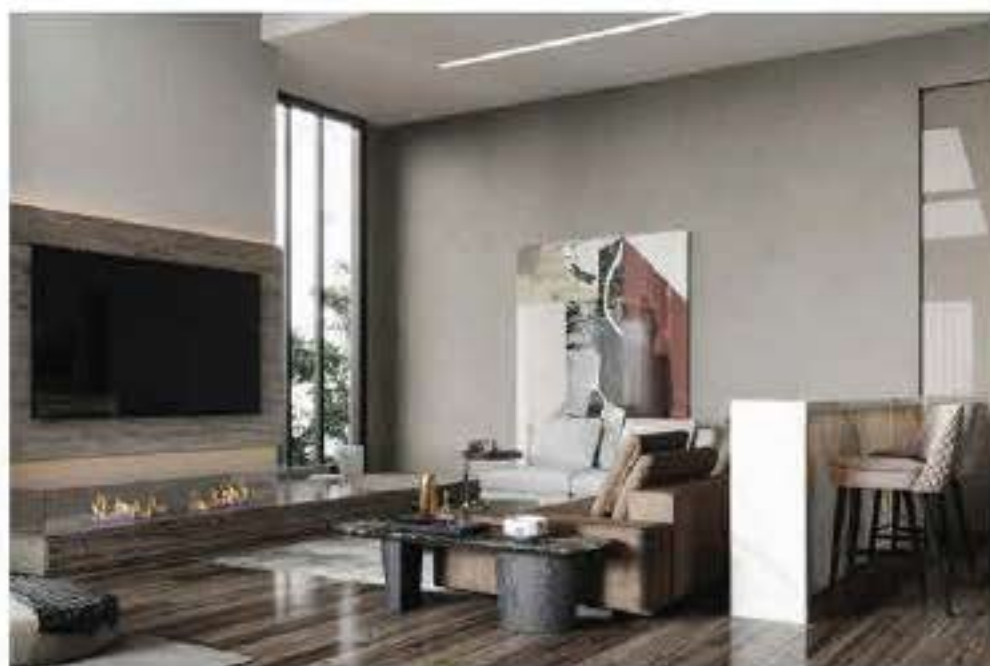




Functional style and simple sophistication.





This is complemented by art-deco style wallpaper in the main dining area, carefully selected in a monochromatic 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



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.



2.

5.
EMAAR MAKKAH

7.
STELLA CAPITAL WALK

6.
SKODA AUTOMOTIVE SHOWROOM

5.



7.



6.

1.
UPTOWN INTERNATIONAL
SCHOOL

2.
EASTSIDE

3.
POLYGON OFFICES
WEST TOWN SODIC

4.
NAMAA HEADQUARTERS

/ADMINISTRATIVE PROJECTS



2.



Form and
function
1.



3.

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

7.
BAYSIDE

6.
IVORY

5.



7.



6.

240 employees

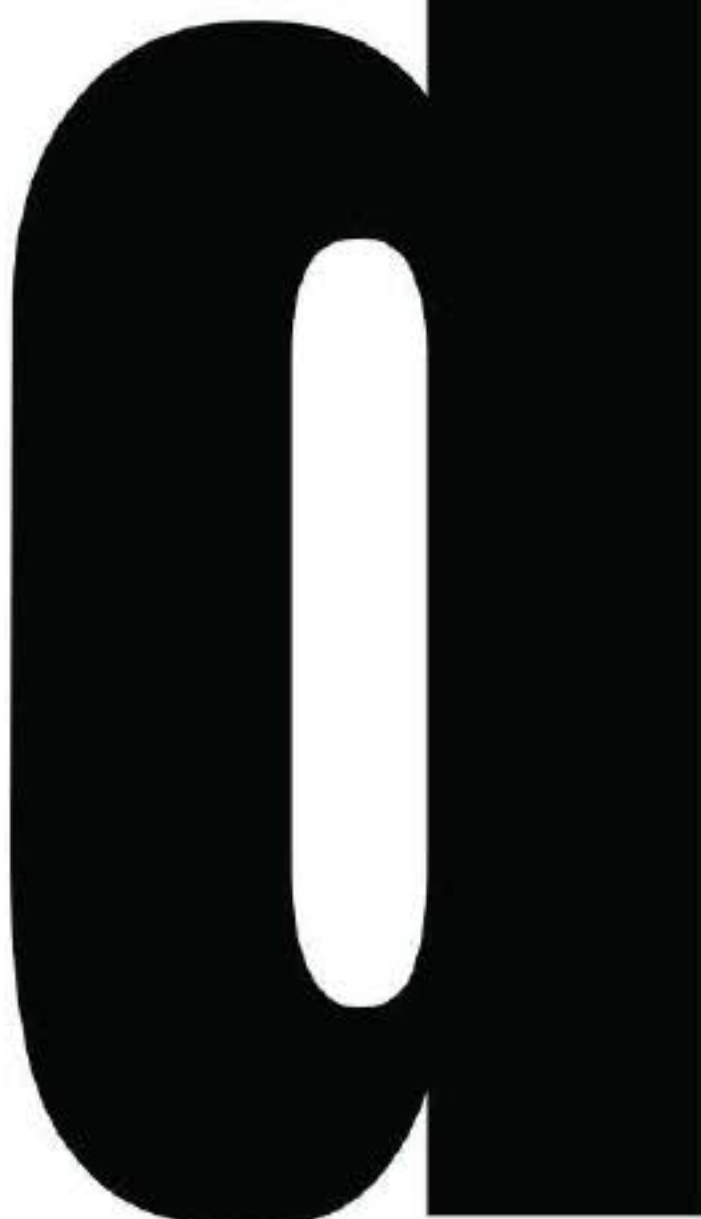
* Many agile teams find that they need someone in the role of "architecture project owner", often the most technically experienced person on the team, who is responsible for facilitating the architectural modeling and evolution efforts. As founder and CEO, Hany Saad, doesn't see a project as simply his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

An approach which is collaborative and co-dependent, not command-and-control and certainly not serial.



NETFLIX
Design Playlist

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



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

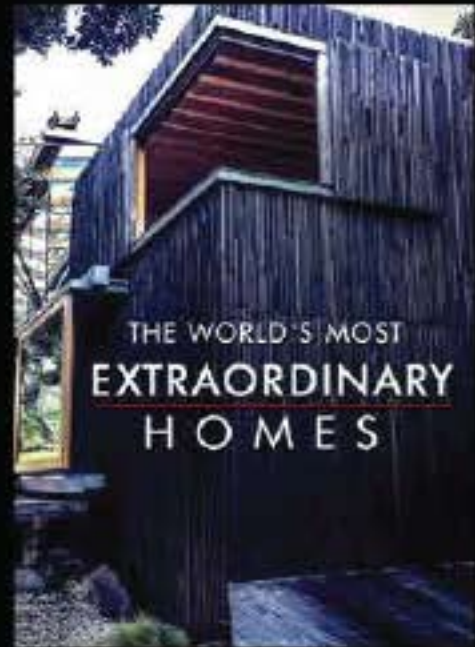
01

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 @hanyasad.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 wheels are 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** CO2 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.

THE
ULTIMATE
DESIGN DESTIN-
ATION.



Scan to follow
@henysaad.innovations
on Instagram

+2 012 878 316 31
+2 02 2561 4127 / +2 02 2561 4128
HSI Office Building, B9, 3/4 Neighborhood
Off Fatma Al Sharbatly, New Cairo, Egypt.



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.

Effective branding for UIS
An effective visual tool

POWERFUL BRAND CREATION

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 deer respectively.



01.



02.



03.

INTERIOR ESSENTIALS

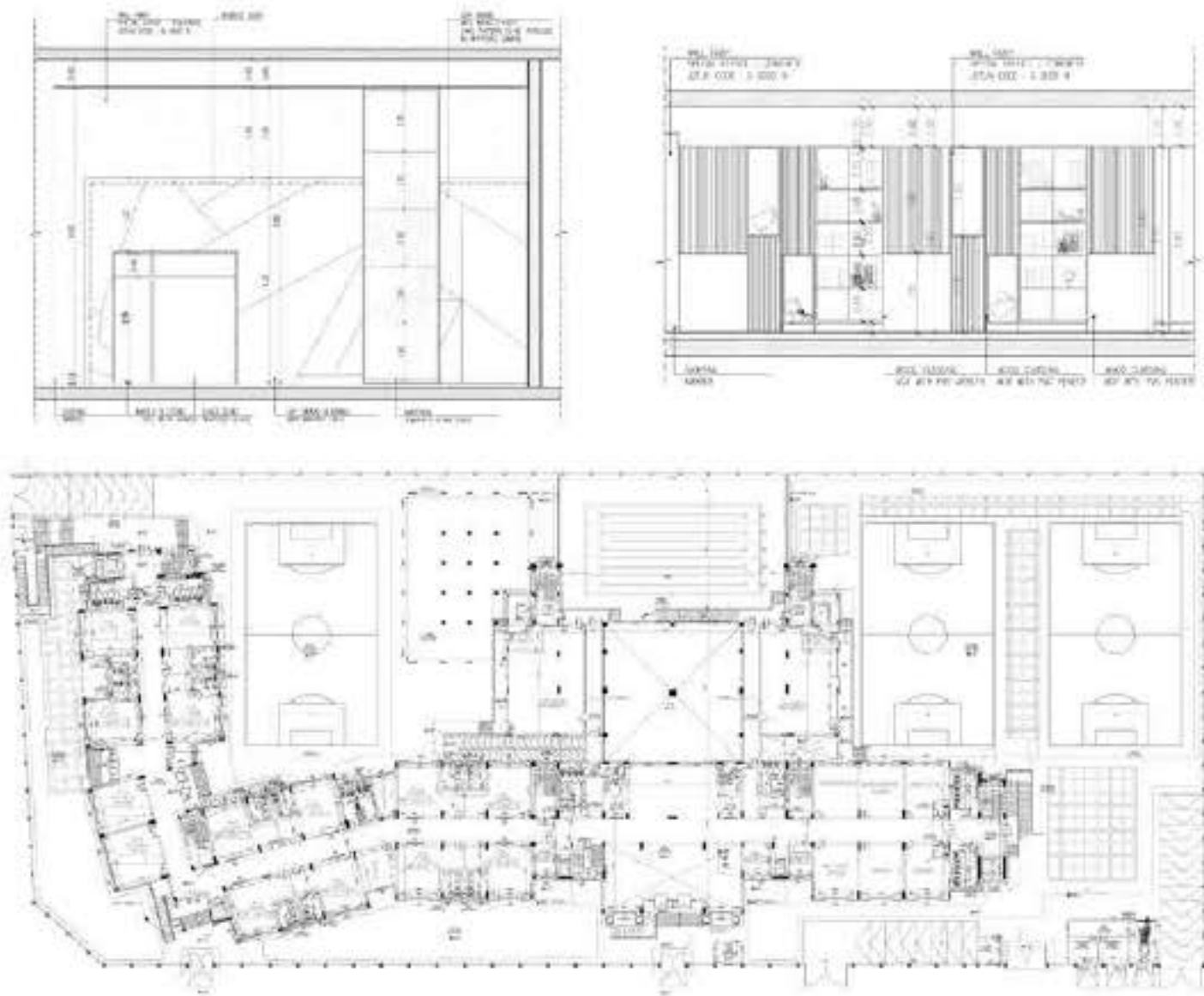
Project key design elements

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.



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





On this plan, the individual main building enclosures – a kindergarten, primary school and secondary school – with the library as the central focal point, 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 facade 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 company 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:


R A E F F A H M I
A R C H I T E C T S

Solana
Tourina
Anva
Paco
Musea
Anka
Island 1
Island 2
Acamar
Tuscana

Where escaping means staying
Floating moments

THE HSI EXPERIENCE

A rewording of the experience, a taste of some work, by which they tell the world that they live in an extraordinary culture.

Simply to 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 island. It is composed of four primary areas: a single open space 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

Lucina | Lyra | Axi
Island 3 | Aeria
Kaifera | Keelin
Larocca | Island 4 | Seafrost Villas



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-air balcony in natural daylight connects the living and sleeping levels, while floor-to-floor glazing connects the interior to an abundance of outdoor decks and balconies.

A minimalist palette of concrete, Ipe •Brazilian walnuts, 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 Kasr El-Nasr, 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 do offer 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



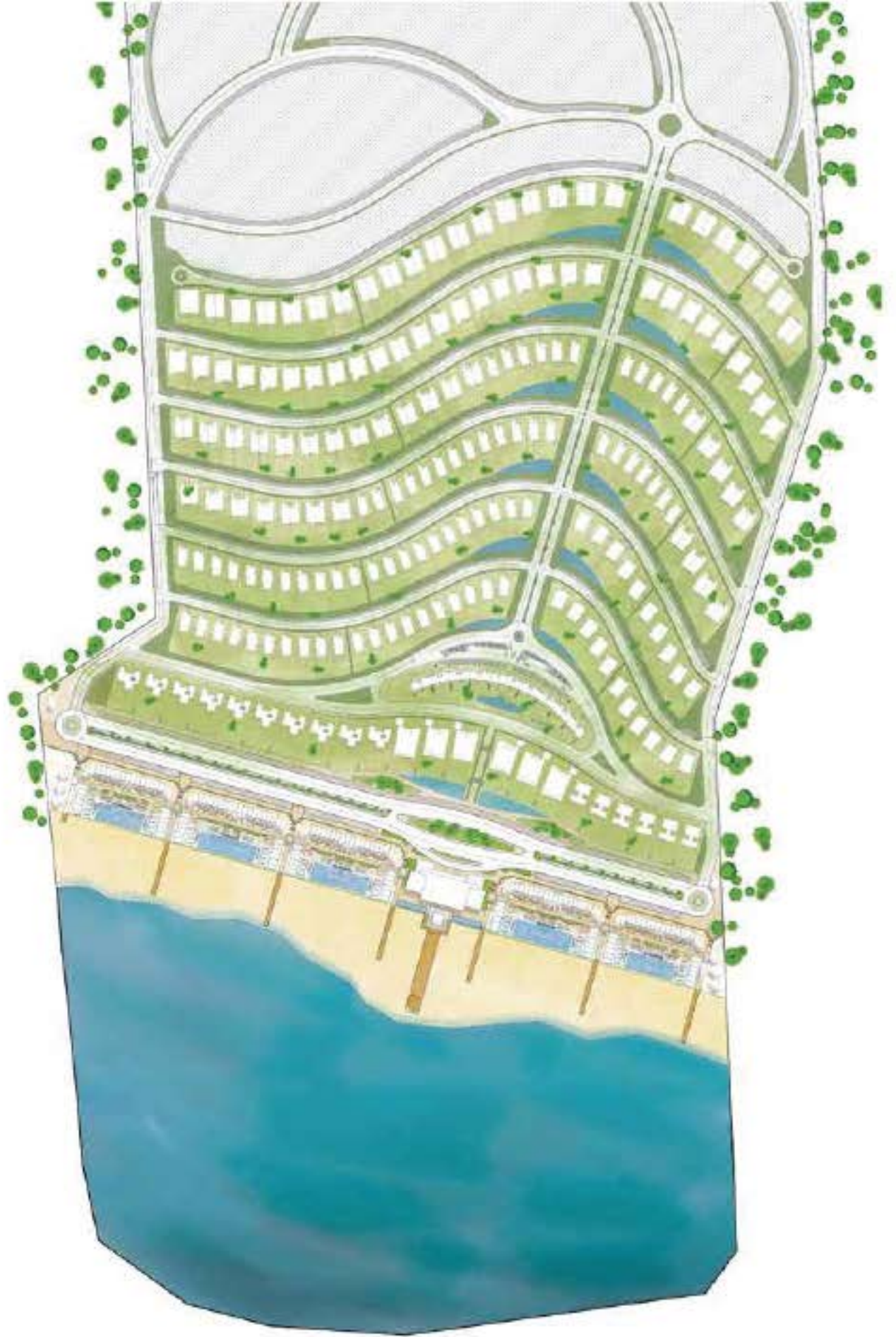
AM

KATAMEYA COAST, NORTH COAST



Penthouse
175 m²
Twin-House
Villas 273m²

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 565 m² | Type 3: Lux 606 m²

KATAMEYA GOES NORTH

FROM NEW CAIRO TO THE COAST

:

THE TWIN HOUSE VILLA

Angle 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 give 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's 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 Cozi's enchanting bedroom uses soft colors to create a relaxing environment where the ocean waves lull one to sleep.



THE PENTHOUSE

Soft 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 reiting. The open space provides a balance between serenity and tranquility with this modern-chic environment promoting comfort. Feel the light and back 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 Cozi's Suite 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 lull one to sleep.

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

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Type 2: Lux 565 m² | Type 3: Lux 606 m²

A Personal
Sanctuary

THE CONDOS

Developed in a (slightly) modern design, Katameya Coatl'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 design of Katameya Coatl's condos allows for the room to be flooded with light. Letting the morning light energize the resident in the large terrace, reach for a day at Katameya Coatl's beach. At night, the serene condo filters in the moonlight and the sound of waves which lulls one to sleep. The bedroom, 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.



01.



02.



03.

Duplex Villa

Exterior Visualization

EXTERIOR FACADE
200M²



*Conceptual
Visualization*



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 565 m² | Type 3: Lux 606 m²

**Minimalist
Clean-cut**

THE LUX VILLAS

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's 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.





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 euphorate 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 freely 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 users' 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 reflects 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



M MISR ITALIA
PROPERTIES



GARDEN 8 MALL - NEW CAIRO



Located in New Cairo, Hany Sand 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 richness.

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.

HSP'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 floor joistery.

Designed by HSI, La Nouva Vista mall takes its inspiration from the infinity symbol to form a unique rationalized squared edge building and simultaneously interconnects. The building's facade 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 GFA and built up area 44,400.





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 ENX'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 infiltration and perfectly coordinating 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

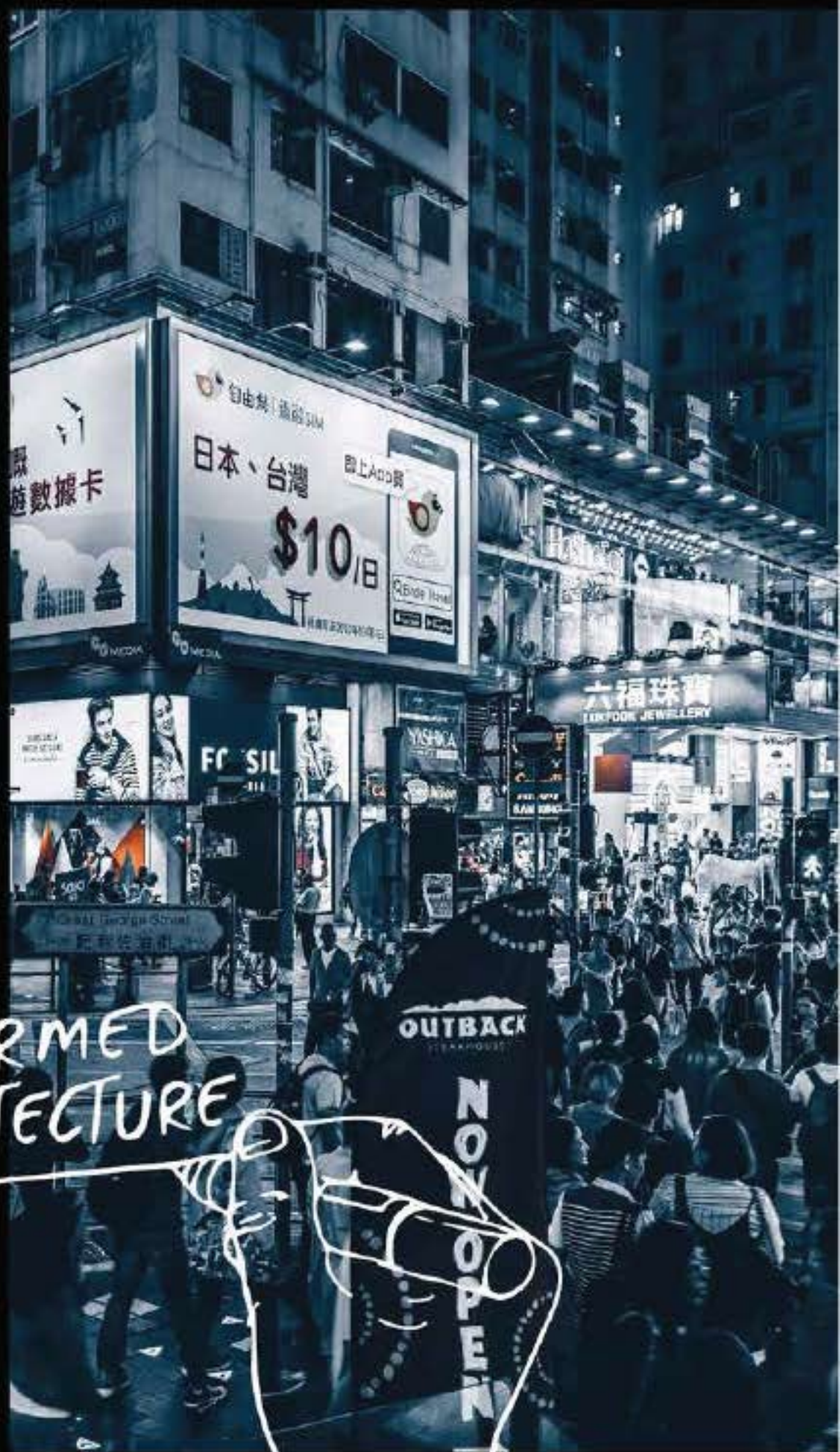
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**ARCHI-
TECTURE
/019**

THE ARCHITECT'S
FUNDAMENTAL-
REORDERING

A NEW
LIFE PROGRAM-
MATICALLY AND
SPATIALLY THAT IS
BETTER THAN THE
ORIGINAL.

A CITY
TRANSFORMED
BY ARCHITECTURE



JW - MARRIOTT RESIDENCES





HSL 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; Seklar Misr. We contributed in designs for the building Condominiums, providing a set of selected furnishing materials for each type.

The designs showcased exude refinement and luxurious details that promise to empower 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 mirror 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 handcrafted 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 stone wall, 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 to staircase. Generous overhangs, supported by cantilevered rafters, shade the front yard perimeter and frame the sky.



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



**ON THE
THRESHOLD OF
UNPARALLELED
INNOVATIONS.**



JW - MARRIOTT RESIDENCES

Breaking future boundaries

BSI 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 contributed in designs for the building Codelements, providing a set of selected furnishing materials for each type.



Exterior shot for the JW - Marriott project



GARDENS

AUTOMOTIVES PROJECT





MOHAMED FAHMY
ARCHITECTURE

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 facade 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 facade 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-build 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.

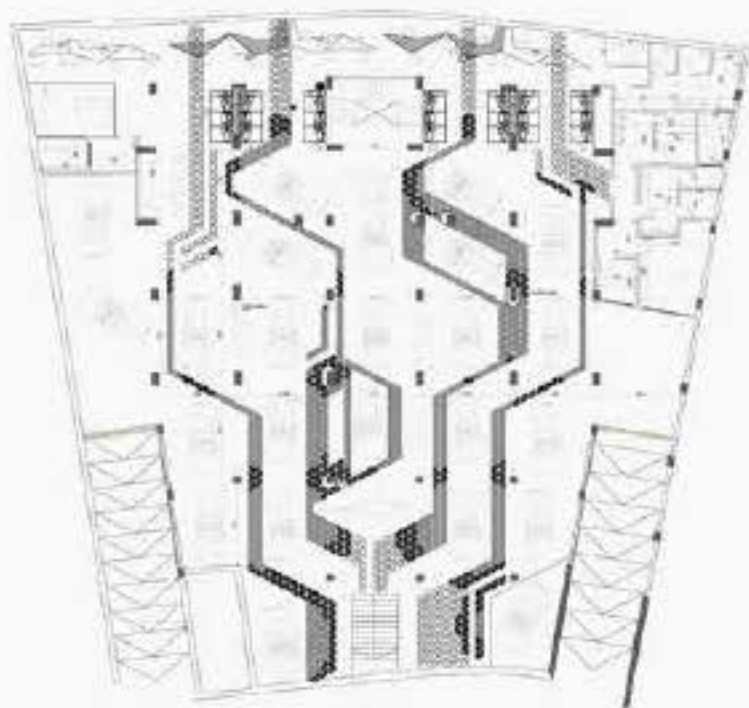
FAHMY MOTORS

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 sloped 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 stone wall 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 skyscraper building



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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 facade create a counterpoint between the tint 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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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.



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 floor-to-ceiling 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 showrooms building



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 facade create a counterpoint between the tint 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.

The result is a deductive high-performance facade 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.



THE MARQ COMPOUND



The MarQ 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 blend of classical and modern design influences. A muted brass color palette is accented sporadically throughout by azure blue details, providing the full effect of complementary color and cohesion of space. Panelled wall moulding in the main living areas offers a generous throwback to chic french-style home décor, 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 simulate happiness over 26 Feddens 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.

