



YOUR MONTHLY DOSE OF DESIGN

Brought to you by the minds behind SKETCHURE, it's where we share what's shaping our world: projects, details, and a little of everything in between.

THIS EDITION COVERS

- The Art of Doors
- A deeper dive into ejada office Design
- An aesthetic we can't shake
- Catching up with one of the team

THE CREATIVE CORNER

Doors are the underdogs of interior design. This month, we give credit to the interior element that reshapes rooms, reframes views, and redefines flow. More than just simple passageways, doors are celebrated as essential design elements that shape how we experience our spaces.

[Read more](#)



FROM DRAFTS TO CRAFTS

Project: ejada

Location: New Cairo, Egypt



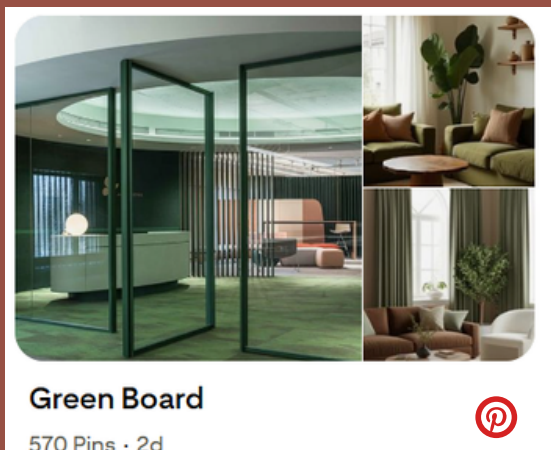
ejada's administrative building: a space journey on Earth.

This project was crafted with futuristic features to encourage forward-thinking, innovation, and exploration.

This theme sets the tone for ambition and reinforces the concept of dynamic evolution through the different zones.

The neutral color palette brings a sense of calm and cohesion, while encouraging focus and stimulating creativity.

The overall environment reflects ejada's brand values and vision.



PINSPIRATION OF THE MONTH

This month's board pick shows green through our eyes. It is the colour of nature that transcends us into a state of serenity. We pin ideas that show us how we can integrate green in interior design.

Get inspired

TEAM TALK

This month, we get to dive deeper with our Project Manager, Merhan Mahmood. The contrast in design, colors, and perspectives inspires her and drives her creativity. Through the contradiction of maximalism and minimalism, she finds the balance between both and adds her personal twist.



Merhan Mahmood
Project Manager

What was the project that first made you feel, “Yes, this is my career path”?

The World Food Program (WFP) office design project showed me how fulfilling it is to contribute to something meaningful while collaborating with professionals, it confirmed this is my career path.

What interior design trend do you think is here to stay?

Wabi- Sabi, Tropical Modern, and Art deco

What’s your favorite project you’ve worked on at SKETCHURE so far, and why?

The Ejada office design involved large-scale design and incorporated shared ideas. Working on multiple aspects of the project made it both exciting and engaging.

What’s your favorite way to unwind after a long day?

I find peace in organizing small things, as it clears my mind, or watching a movie and relaxing on the couch.

Minimalist, maximalist, or something in between?

I thought I was a minimalist, but I’m drawn to contrast and flexibility, calm yet bold, structured yet agile. I like balance, with a twist.



More from our
ejada
Project..



KEEP UP WITH SKETCHURE



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