



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

- Designing with Feng Shui: what it really means.
- A closer look at Bashar Soft's new HQ.
- The Mood board we keep coming back to.
- A moment with one of ours.

THE CREATIVE CORNER

Design doesn't start with rules, it starts with a feeling!

This month's board is where we pin what speaks to us; spaces that feel lived-in, colors that linger, a mix of calm and bold, quiet and unexpected. This is where we go when we're looking for what's next.

[Read more](#)



FROM DRAFTS TO CRAFTS

Project: Bashar Soft

Location: Maadi, Egypt



Bashar Soft's office; a space that picks up the pace!

We transformed a shared basement into a lively zone for guests, team catchups, creative brainstorming and everything in between.

The palette is bright, the energy's up and the details, like acoustic walls, make sure nothing gets lost in the noise.

This office is open, dynamic and speaks the language of a team on the move.



Moodboard

245 Pins



PINSPIRATION OF THE MONTH

Every design starts with a spark of inspiration!

Since office spaces have been evolving lately, we've been collecting the ones that truly redefine the experience.

Get inspired

TEAM TALK

This month, we're spotlighting Islam Dawoud, Design Director at SKETCHURE. Inspired by culture, tech, and nature, Islam blends emotion with innovation in every space. His process is grounded in daily sketching, deep thinking, and bold ideas that push design beyond the expected.



Islam Dawoud
Design Director

What drives you creatively beyond the boundaries of interior design?

The blend of nature, cultural heritage, and the intersection of tech and culture fuels designs that are both innovative and timeless.

Is there a personal habit that keeps your creative thinking sharp?

Daily sketching, introspective walks, and engaging with global visionaries through podcasts and X Spaces spark bold, boundary-defying ideas.

Is there a book, film, or work of art that has influenced the way you think about design?

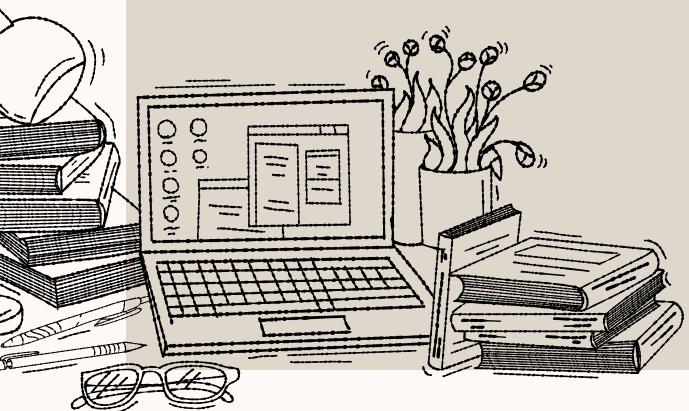
The Architecture of Happiness by "Alain de Botton" reshaped how I approach emotional design.

How has your experience as a designer shaped the way you guide creative teams?

It taught me to lead through collaboration and to empower diverse perspectives.

How would you describe your creative philosophy?

Design is a transformative force; emotional, functional, and rooted in the user's story, merging innovation with humanity for lasting impact.



More from our
Bashar Soft
Project..



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