



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

- Types of Office Desks.
- SKETCHURE Updates.
- Your chance to be a part of SKETCHURE.
- A Closer Look at Genesis.
- Our Floor Inspiration Favorites.
- A moment with the team.

THE CREATIVE CORNER

Choosing the right office desk goes beyond aesthetics, it's about comfort, functionality, and productivity.

In this edition, we're exploring different types of office desks that combine smart design with modern style, helping you create a workspace that's both efficient and inspiring

[Read more](#)



SKETCHURE UPDATES

Exclusive trip to Belgium



Our CEO, Mahmoud Zohny, joined the Swedish Group on an exclusive trip to Belgium that explored innovation, sustainability, and design excellence alongside brilliant architects, designers, developers, and consultants.

The visit offered a unique opportunity to engage with global industry leaders, discover advanced material technologies, and gain valuable insights into the latest trends shaping the future of architecture and manufacturing.

[Discover Now](#)

JOIN OUR TEAM

It's build spaces that speak for themselves.
Explore current openings:

- Senior Procurement & Estimation Engineer (Fit-Out & High-End Finishes)
- Senior Business Development Engineer
- Senior Site Engineer

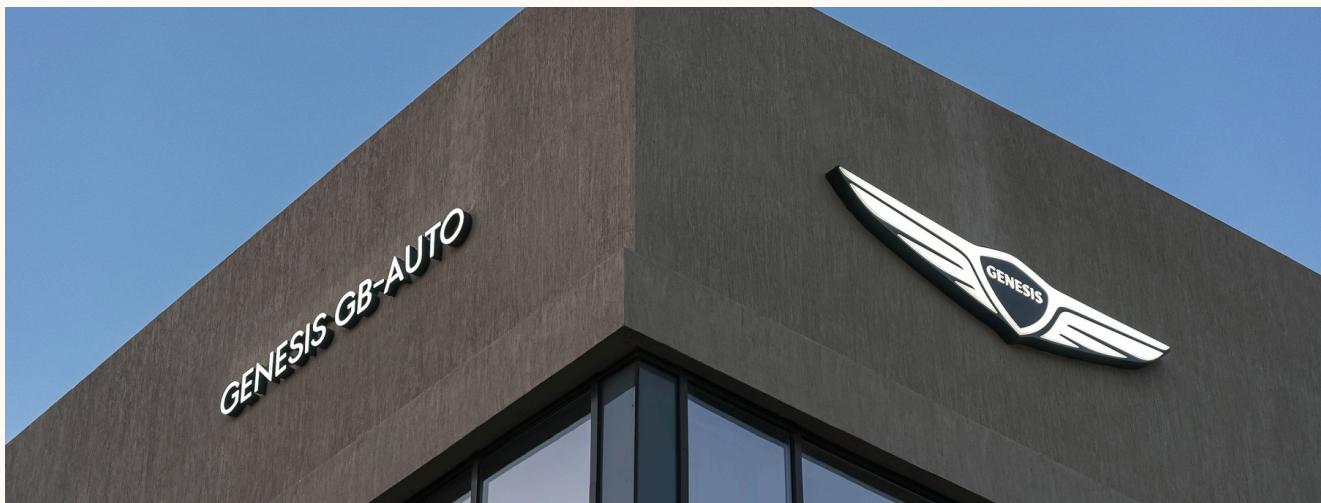
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FROM DRAFTS TO CRAFTS

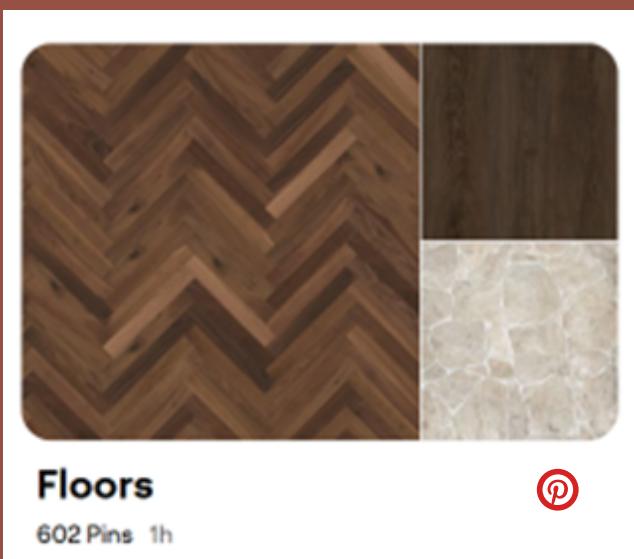
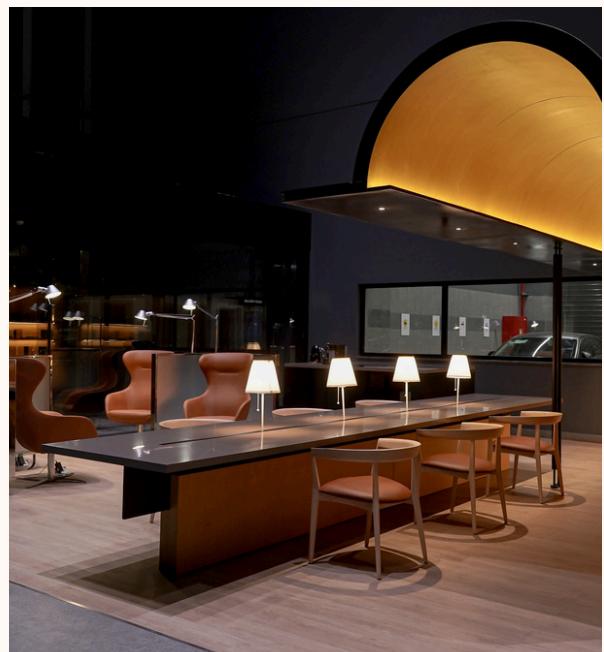
Project: Genesis Showroom

Location: District 5, New Cairo



The Genesis showroom is a special project that took a lot of hard work, commitment, and dedication to bringing out the best results. For this project, we were entrusted with the furnishing and project management of the showroom, to deliver a seamless, enjoyable and comfortable experience, which we thoughtfully carried out with enthusiasm.

Know more



Floors

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PINSPIRATION OF THE MONTH

This month's pick is the Floors board. This board includes a curated collection that highlights the beauty of materials, textures, and tones underfoot, showcasing how flooring choices can transform the look and feel of any interior.

Get inspired

TEAM TALK

In this edition, we caught up with Huda Al-Shazly, our talented Jr. Architect and Interior Designer, to dive into her design philosophy, creative inspirations, and what keeps her motivated in her role and beyond. Here's an inside look at her story.



What inspired you to pursue a career in architecture/interior design?

What I love about design is its diversity, each project has its own character and users, challenging me to think differently and create spaces that reflect their identity while bringing comfort and harmony.

How would you describe your style?

My favorite style is Islamic architecture. Beyond its aesthetic and luxury, I love how it connects Islamic symbolism with spatial function and the user's psychology.

What's one project at SKETCHURE that has been particularly memorable or challenging?

ejada Alex, it was also my first project using the BIM system, which helped me learn many new details.

When you're not designing, how do you like to spend your free time?

Watching movies and series, training, shopping, and exploring hidden gems.

If you could work on any dream project in the world, what would it be?

I dream of designing for Azza Fahmy because her work preserves Egyptian and Arab identity while sharing it globally in a refined, modern way.

Huda Al-Shazly
JR. INTERIOR DESIGNER

More from
Genesis



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info@sketchure.com
sketchure.com