



## 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*

- Common mistakes in Egyptian home design.
- SKETCHURE Updates.
- Your chance to be a part of SKETCHURE.
- A Closer Look at Tamweely.
- Glass partition inspiration.
- A moment with the team.

### THE CREATIVE CORNER

Many homeowners unintentionally repeat design mistakes that affect comfort, functionality, and long-term satisfaction. In this blog, we highlight the most common interior design errors seen in Egyptian homes, such as following trends blindly, overcrowding spaces, overlooking lighting, choosing unsuitable colours, and selecting poor materials, and how to avoid each one.

[Read more](#)



# SKETCHURE UPDATES

## Swedish Group & Unilin at our office



After returning from our inspiring design trip to Belgium, we continued the momentum at the SKETCHURE office by welcoming the Swedish Group and Mohawk for a focused, knowledge-rich session with our team.

The discussion explored the latest advancements in flooring and carpeting, including new materials, sustainable solutions, and upcoming design trends that will influence our future projects. The session gave our designers a deeper understanding of how global innovation can be applied within our local concepts and ongoing work.

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## JOIN OUR TEAM

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

- Interior Designer
- Senior Technical office Engineer
- Senior Business Development Engineer

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# FROM DRAFTS TO CRAFTS

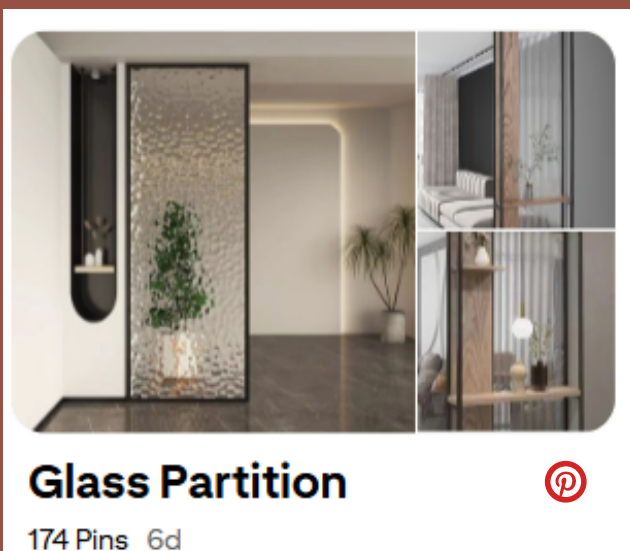
Project: Tamweely

Location: Nile Corniche, Cairo



Tamweely office reflects a vibrant transformation story. SKETCHURE blended bold branding elements with functional workspace design, creating an environment that supports productivity while showcasing the company's growth and evolving identity. The result is a lively, modern office that balances creativity, comfort, and purposeful design.

[Know more](#)



## PINSPIRATION OF THE MONTH

Glass partitions bring light and openness to modern home interiors. They're the perfect way to separate spaces without interrupting flow, combining functionality, elegance, and a clean contemporary feel.

[Get inspired](#)

## TEAM TALK

We caught up with Farah Elnaggar, our Jr. Interior Designer, to talk design, inspiration, and what keeps her excited about creating beautiful spaces. Here's a little glimpse into her world.



*Farah Elnaggar*  
JR. INTERIOR DESIGNER

***How do you stay updated with current interior design trends?***

I stay updated by following top designers, studying global design platforms, and attending local exhibitions. This helps me blend fresh trends with practical, functional design in every project.

***What color best describes your personality?***

Dark Maroon, it brings a sense of depth, warmth and refined drama to interiors.

***Be honest... what's your Top favorite room to design?***

Lounge of a luxurious company.

***What interior design mistakes have become common lately?***

A prevalent issue lately in our field is the lack of privacy in modern homes and the habit of following trends too closely. Many designers prioritize what's popular over what reflects the client's personality and lifestyle, resulting in stylish but generic spaces rather than homes with true identity and purpose.

***What is the most rewarding aspect of the design process for you?***

Seeing a unique concept take shape! I'm dedicated to creating a distinct identity for each project, so the moment the design clearly reflects both creativity and the client's personality is especially fulfilling.



More from  
Tamweely



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