

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

- SKETCHURE 2025 Recap
- A closer look at Mountain View Villa
- Kids' rooms inspiration
- A moment with the team

SKETCHURE 2025 Recap

2025 marked a defining year for SKETCHURE, one driven by regional presence, global exposure, and impactful design projects across commercial, retail, and residential sectors. From attending leading international design exhibitions to delivering thoughtfully crafted interiors, SKETCHURE continued to strengthen its position as a forward-thinking interior design brand.

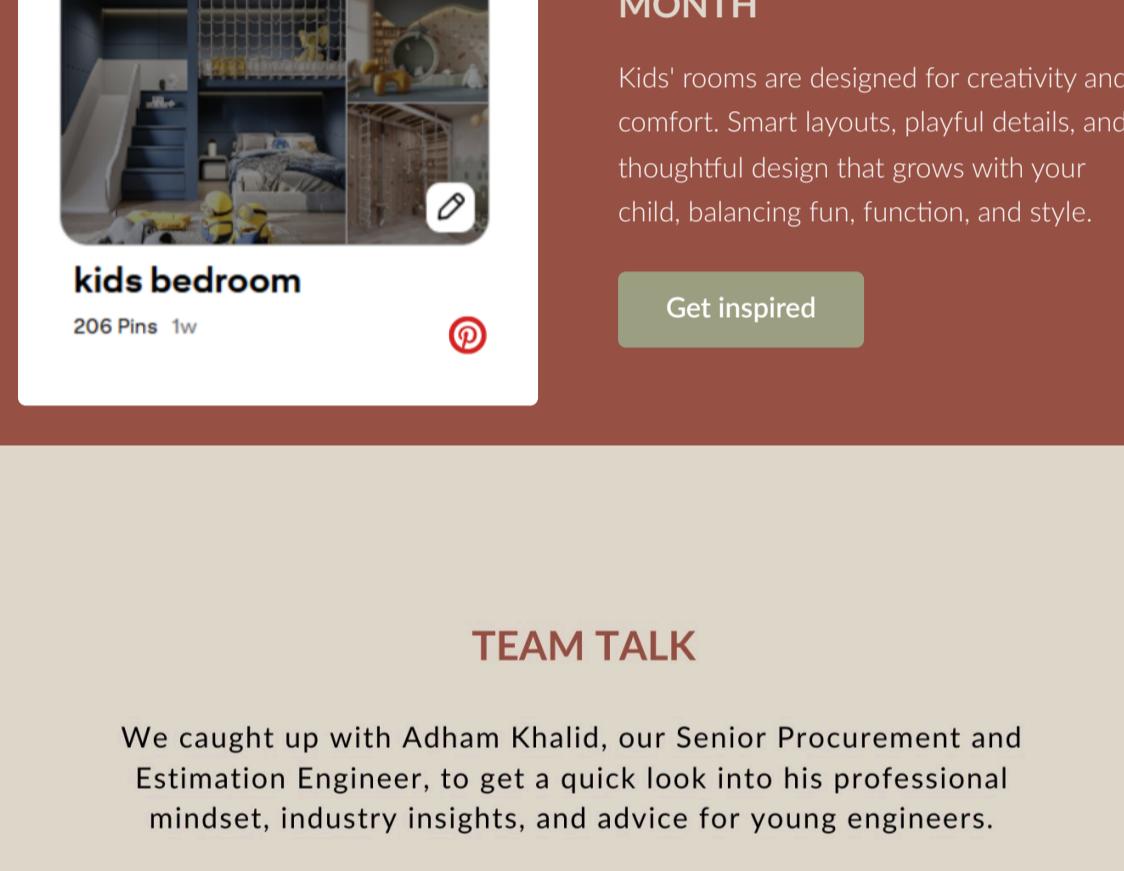
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SKETCHURE Updates

Work In Progress!

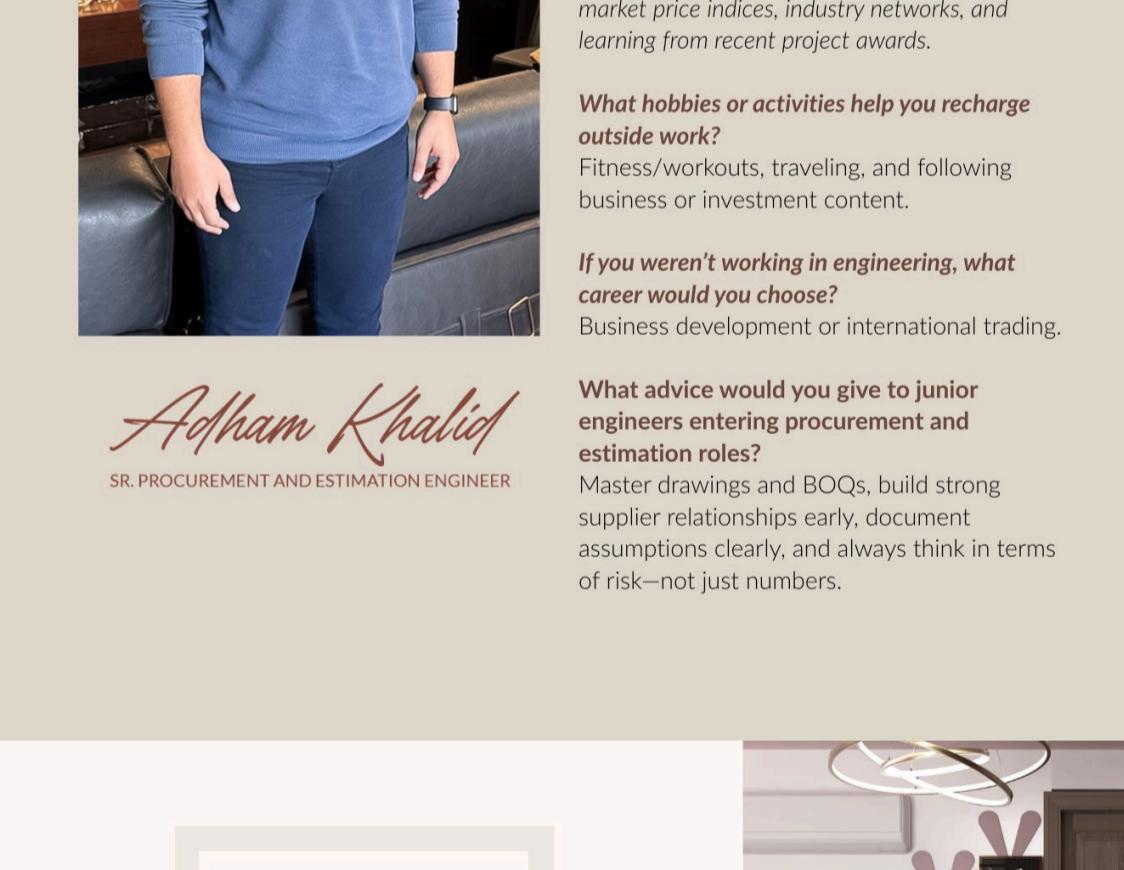
We're excited to share that SKETCHURE is currently working on a major commercial project with one of the biggest real estate developers. This collaboration marks a new step. Stay tuned for more updates.



FROM DRAFTS TO CRAFTS

PROJECT: Mountain View Villa

LOCATION: El Sheikh Zayed, Egypt



kids bedroom

206 Pins 1w



PINSPIRATION OF THE MONTH

Kids' rooms are designed for creativity and comfort. Smart layouts, playful details, and thoughtful design that grows with your child, balancing fun, function, and style.

[Get inspired](#)

TEAM TALK

We caught up with Adham Khalid, our Senior Procurement and Estimation Engineer, to get a quick look into his professional mindset, industry insights, and advice for young engineers.



Adham Khalid
SR. PROCUREMENT AND ESTIMATION ENGINEER

What is the biggest challenge you face when estimating costs for complex projects?

Incomplete or evolving designs, especially in MEP/finishing works, increase risk allowances and assumptions.

What key factors guide your supplier selection process?

Technical compliance, total cost of ownership, reliability/track record, financial stability, delivery capability, and after-sales support.

How do you stay updated with market trends and pricing changes?

Regular supplier meetings, RFQs benchmarking, market price indices, industry networks, and learning from recent project awards.

What hobbies or activities help you recharge outside work?

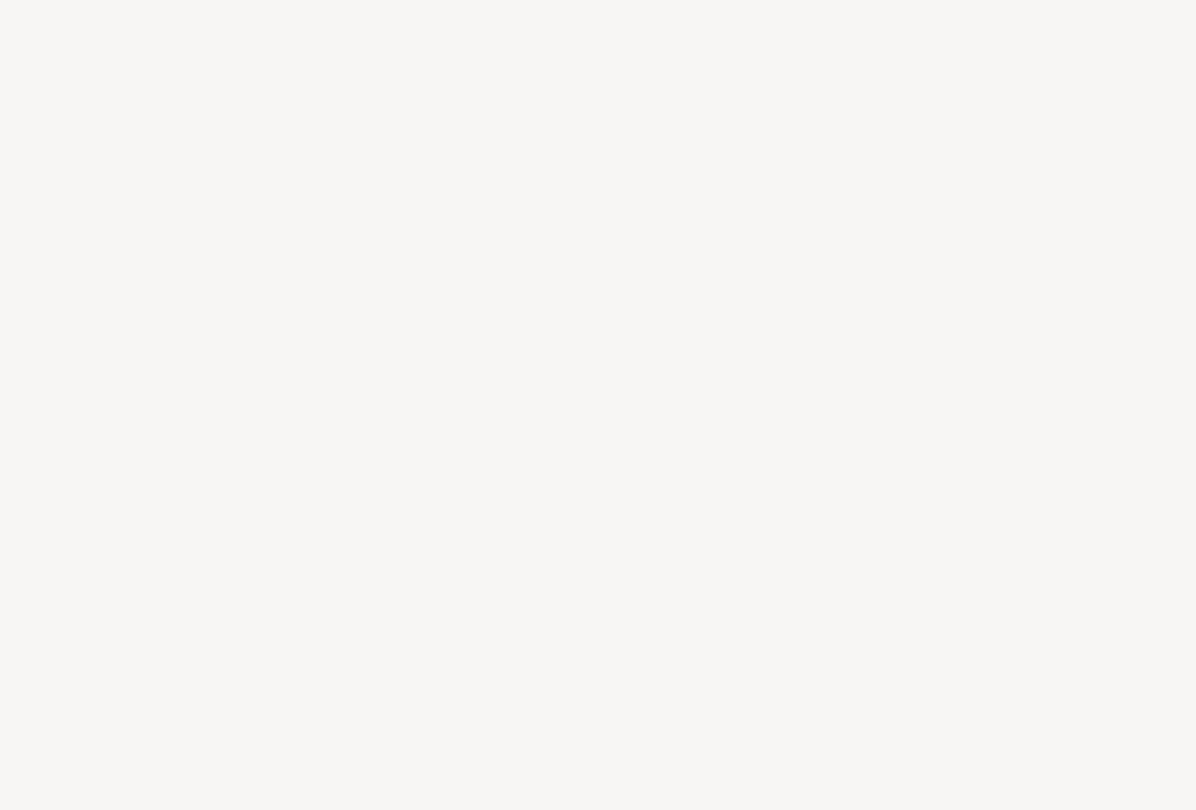
Fitness/workouts, traveling, and following business or investment content.

If you weren't working in engineering, what career would you choose?

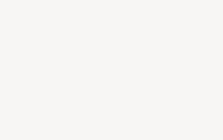
Business development or international trading.

What advice would you give to junior engineers entering procurement and estimation roles?

Master drawings and BOQs, build strong supplier relationships early, document assumptions clearly, and always think in terms of risk—not just numbers.



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