



This month, we're bringing you a closer look at the ideas, projects, and people shaping how SKETCHURE works and grows.

THIS EDITION

- What Interior Design Really Costs in Egypt
- Inside Hyde Park HQ project
- A Closer Look at Ejada Alex
- Office Interior Inspiration
- Meet our BIM Specialist



DESIGN INSIGHTS

How much should you really budget for interior design per square meter in Egypt?

Our guide breaks down how pricing usually works, why costs differ from one project to another, and what to define early if you want a more accurate budget from the start.

[Read More](#)



WHAT'S NEW

Progress continues in Hyde Park HQ project

Work has been moving steadily forward at Hyde Park Development's Cairo head office, where SKETCHURE is leading the project management side of it. As progress continues behind the scenes, FITCHURE'S fit-out work and WOODCHURE'S woodwork scope are also coming together as part of the wider ZF Holding ecosystem. This project is one of the ongoing achievements we're looking forward to revealing soon.



FEATURED PROJECT

Ejada – Alexandria Office

San Stefano, Alex

A closer look at a workplace designed for focus and flexibility. Ejada is a 3,600 m2 office project in San Stefano, Alexandria, designed for the information technology sector. Spanning three floors, the project reflects a full design-and-execution scope marked by strong space planning, carefully coordinated detailing, and a high standard of finish that supports both day-to-day functionality and the overall quality of the workplace experience.

[Explore Project](#)

CAREER OPPORTUNITIES

Join our team

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

- Sr. MEP Engineer
- Sr. Procurement and Estimation Engineer
- Sr. Site Engineer
- Sr. Business Development Engineer
- Technical Office & Design Manager
- Sr. Technical Office Engineer
- Sr. Interior Designer

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PINSPIRATION OF THE MONTH

Office interior ideas worth saving

This month, we're highlighting a carefully picked collection of workplace interior ideas with different approaches to layout, atmosphere, materiality, and detail, worth saving if you're planning or rethinking an office space.

[Get Inspired](#)

TEAM TALK

Catching Up With Our BIM Specialist



Engy Maher
Jr. BIM Specialist

We chatted with Engy Maher to learn more about the role of Building Information Modeling in everyday project work, her trade secrets, and the routines that help her maintain consistency.

01

How would you explain what a BIM Specialist actually does, in simple words?

I translate design ideas into coordinated digital models that different disciplines can build from confidently. For me, BIM is about clarity making sure design becomes build-able without confusion.

02

You joined SKETCHURE in January 26. What stood out to you most in your first weeks?

The structured workflow and strong standards stood out immediately. But what truly made an impact was the collaborative team culture coordination here is real, not just technical.

03

What's one small habit or check you rely on to reduce errors and stay consistent in your work?

Before every sync, I pause for a quick model check. I run a brief 3D visual walk through, then review levels, grids, work sets, and view consistency. A small routine, but it makes a big difference.

04

Which tool/software feature do you rely on most in your day-to-day work, and why?

Worksets and View Templates in Revit. They help keep collaboration organized and ensure consistency across the entire model.

05

Outside of work, what helps you reset and come back more focused?

I enjoy walking and taking time to disconnect, exploring new places and reflecting in nature. Stepping away from screens helps me come back more focused, inspired, and ready to take on new challenges.

PROJECT HIGHLIGHTS

More from Ejada Alexandria Branch



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