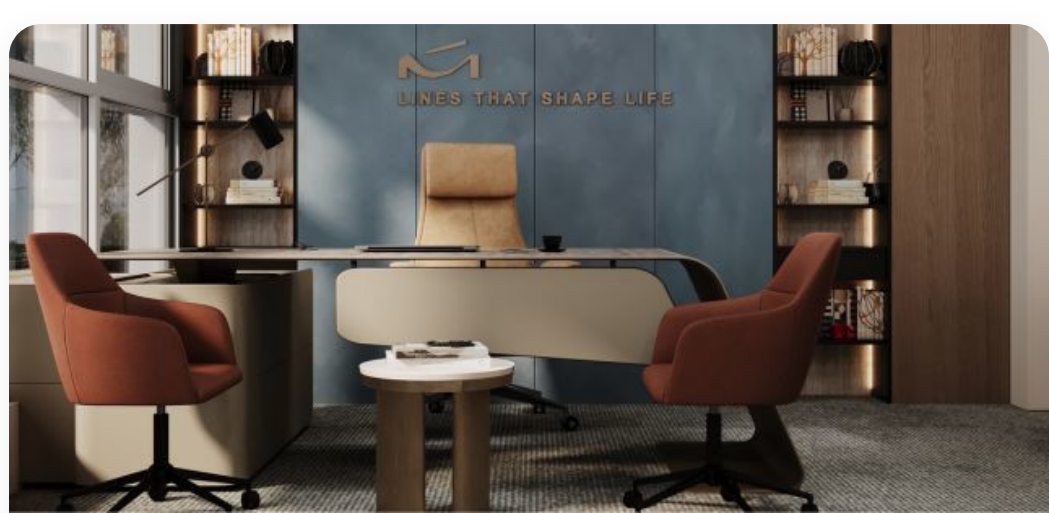




This month, we're bringing you a closer look at the ideas, projects, and people shaping how SKETCHURE works and grows.

THIS EDITION

- About Designing CEO Offices
- SKETCHURE in Arabic, Now Live
- Looking at Marsom Developments
- The Spaces In Between
- Join SKETCHURE Team
- Rustic Garden Ideas
- Meet our Marketing Specialist



DESIGN INSIGHTS

What Makes a CEO's Office Feel Truly Executive?

A strong executive office is not defined by size alone. Our latest guide explores how layout, privacy, material choices, lighting, and meeting zones come together to shape a space. It also looks at how executive offices across the Middle East can balance authority, brand expression, and day-to-day functionality without relying on excess.

[Read More](#)



SKETCHURE Officially Launches an Arabic Website

WHAT'S NEW

The SKETCHURE Arabic Website is Now Live

SKETCHURE is celebrating the official launch of our Arabic website, making it easier for Arabic-speaking audiences to explore our services, projects, and approach in the language with which they are most comfortable. It marks an important step in how we present the brand and connect with a wider regional audience.

[Explore Website](#)



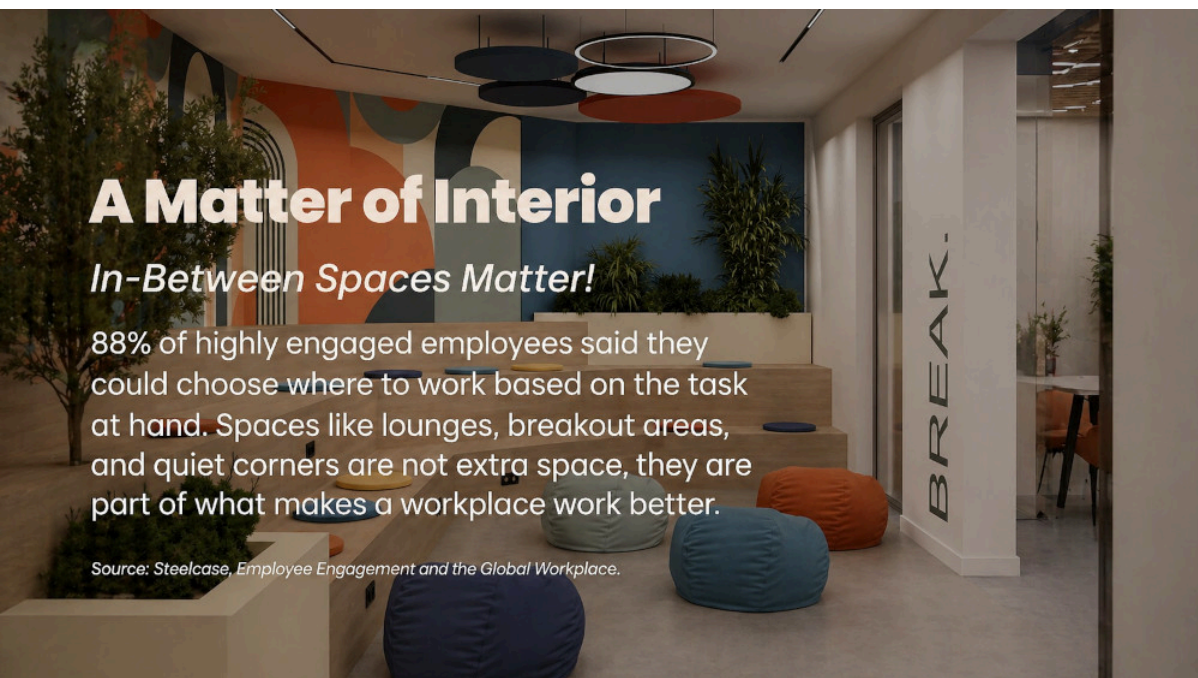
FEATURED PROJECT

Marsoum Developments HQ

Smouha, Alexandria

Marsoum is a 600 m2 office space in Smouha, Alexandria, designed for the real estate development sector. Through smart planning, refined materials, and optimized lighting, the project was shaped to support collaboration and focus in equal measure. The result is a modern workspace that feels clear, functional, and well-resolved from both a visual and practical standpoint.

[Explore Project](#)



CAREER OPPORTUNITIES

Join our team

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

- Sr. Technical Office Engineer
- Sr. Interior Designer
- Sr. Procurement and Estimation Engineer

[Apply Now](#)



PINSPIRATION OF THE MONTH

Rustic Garden Ideas Worth Saving

This month's PInspiration highlights a collection of rustic garden décor ideas that bring together natural textures, outdoor warmth, and a more relaxed design language. A useful board to save if you're exploring ways to make outdoor spaces feel more inviting, grounded, and full of character.

[Get Inspired](#)

TEAM TALK

Catching Up With Our Marketing Specialist



Hagar Khaled
Marketing Specialist

This month, we're catching up with Hagar Khaled, SKETCHURE's Marketing Specialist, to talk about the strategy behind SKETCHURE's voice, the kind of ideas that excite her most, and how she helps translate the brand's character into communication people can actually feel.

01

What kind of client reaction, comment, or message makes you feel a post really did its job?

When I get messages like: 'I really love your page's content' or 'your marketing feels different', or when clients show excitement to work with us, that's when I feel like the marketing really did its job.

02

If SKETCHURE's brand voice were a physical space, what would it feel like to walk into?

SKETCHURE's brand voice is inspiring and visionary. If it were a physical space, it would feel calm yet memorable, a space with strong character, smart details, and a premium touch, where design feels both functional and emotional.

03

What kind of brief instantly excites you as a marketer at SKETCHURE?

When it's for a big project with a new concept, something fresh that challenges us to think differently and create a new approach. That's what feels most like SKETCHURE.

04

What is one project, campaign, or content piece that made you think, "Yes, this feels exactly like us"?

The content series that really felt like, 'this is us' was the Team Talk campaign, where we featured our team and their mindsets. It helped us show SKETCHURE's real people and real thoughts.

05

If someone who knows you well had to describe your vibe at the office in three words, what do you think they would say?

I had to get help from my teammates for this one, and this is what they said: "Cheerful, attentive, and considerate." Their words, not mine.

PROJECT HIGHLIGHTS

More from Marsoum Developments HQ



KEEP UP WITH SKETCHURE



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