



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

THIS EDITION

- What Really Shapes Interior Design Cost
- Material Exploration for Upcoming Projects
- Inside APEX INTEGRATION Project
- The Impact of Different Ceiling Heights
- Join the SKETCHURE Team
- Glass Partition Ideas Worth Saving
- A Conversation with our Business Development Manager



DESIGN INSIGHTS

What Drives Interior Design Costs Across Residential and Commercial Projects?

Interior design costs are usually shaped by five core variables: project type, scope of work, finishing level, degree of customization, and execution requirements. In residential and commercial projects alike, costs rise or fall based on what is being designed, how detailed the work is, whether custom pieces are needed, and how the project will be delivered. In this guide, we explain common pricing models and what should be defined early to build a more accurate budget from the start.

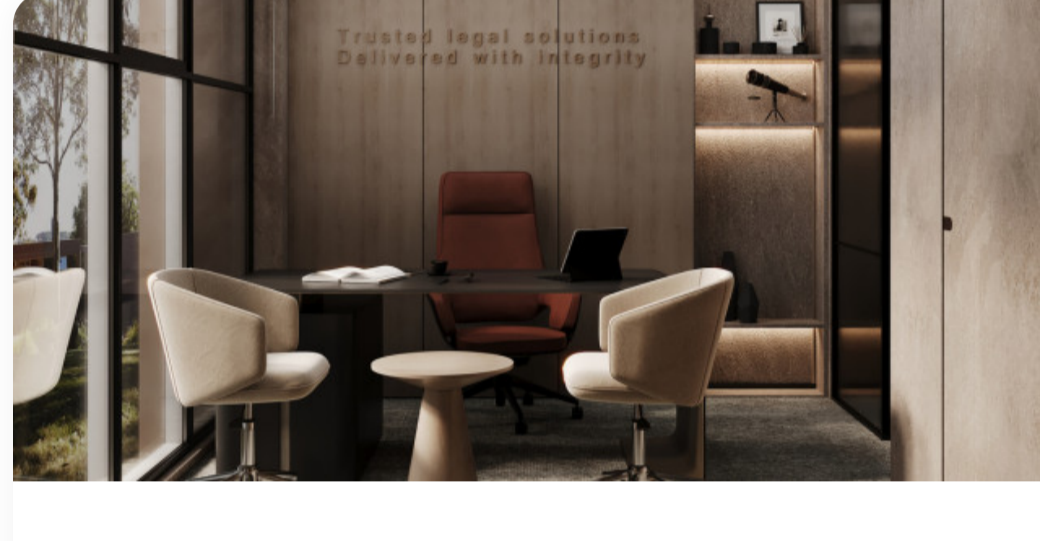
[Explore Our Cost Guide](#)



WHAT'S NEW

Refining Design Decisions Through Material Exploration

The SKETCHURE team recently visited the Egypt Wood and Abdelaziz Elsallab showrooms to get a closer look at the materials, finishes, and product options shaping current market choices. Beyond browsing, the visits gave the team hands-on insight into performance, application, and technical detail, knowledge that supports sharper material decisions across upcoming and future projects.



FEATURED PROJECT

APEX INTEGRATION

Mivida, New Cairo

A 50 m2 office project designed to turn a compact footprint into a workspace that feels efficient, flexible, and complete. Through careful planning, the design brought together multifunctional workstations, compact meeting rooms, a reception area, and a fully equipped CEO office, creating a layout that supports hybrid work while making the most of every square meter.

[See How the Space Came Together](#)



A Matter of Interior Ceiling Psychology

10-foot ceilings have been proven to support more abstract thinking, while 8-foot ceilings support more detail-focused thinking. A reminder that section height can influence how a workspace is mentally experienced.

Source: Journal of Consumer Research, The Influence of Ceiling Height.

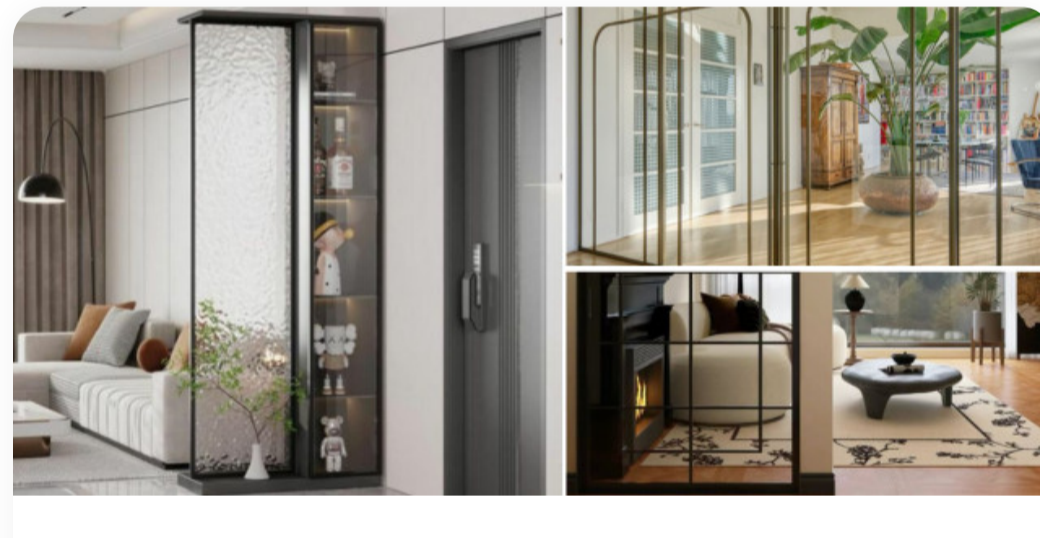
CAREER OPPORTUNITIES

Join our team

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

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

[Apply Now](#)



PINSPIRATION OF THE MONTH

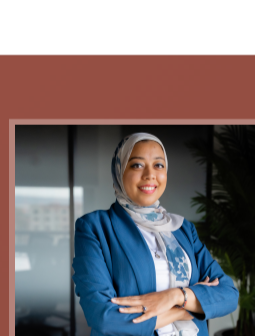
Glass Partition Ideas Worth Saving

This month's inspiration board highlights how glass partitions can bring more transparency and openness into the workplace while helping natural light travel further through the space. It is a useful starting point for anyone exploring layouts that feel modern, professional, and visually lighter without compromising space efficiency.

[Find Your Inspiration](#)

TEAM TALK

Catching Up With Our Business Development Manager



Salma Darwish  
Business Development Manager

This month, we caught up with Salma Darwish to talk about what business development looks like at SKETCHURE, how strong relationships support growth, and what it takes to turn conversations into real opportunities.

01 What is one part of business development people often misunderstand?

Many people think business development is only about sales. In reality, it's about understanding people, building trust, and creating long-term relationships that can grow into successful partnerships.

02 What usually tells you that a lead or opportunity is genuinely worth building on?

I look for opportunities that involve reputable partners, strong growth potential, and meaningful project impact, as these are usually the most valuable to pursue.

03 When introducing SKETCHURE to a new client, what part of the story do you most enjoy telling?

I enjoy highlighting SKETCHURE's strong culture, where the team works like one family. Even in a short time, I've seen real collaboration and appreciation, which is reflected in how the team celebrates milestones and supports each other.

04 Outside of work, what helps you reset and come back with a clearer mindset?

Traveling—without a doubt. Exploring new places, cultures, and experiences helps me recharge, gain fresh perspectives, and return with renewed energy and focus.

05 What kind of personal or professional growth are you most focused on right now?

I'm currently pursuing my MBA while continuing to grow professionally, focusing on expanding my network, strengthening client relationships, and developing skills that create long-term value in my role.

PROJECT HIGHLIGHTS

More from APEX INTEGRATION



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