



July 2026



SKETCHURE JOURNAL

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

THIS EDITION COVERS

- Designing Around Real People's Needs
- SKETCHURE's Summer Internship Program
- Inside Mountain View Villa
- Join the SKETCHURE Team
- SKETCHURE's Spaces: Stories on Behance
- A Talk with Our Summer Intern



EXPERT INSIGHTS

How Does Human-Centric Design Shape the Way We Experience Interiors?

Human-centric design goes beyond aesthetics and layout to focus on how people actually interact with a space in their daily lives. In this Expert Insight, SKETCHURE's architect and interior designer, Salma Shalaby, sheds light on how inclusive design responds to different needs, routines, abilities, and sensory experiences, from mobility and comfort to lighting, materials, and spatial flexibility.

The core idea is simple: when interiors are designed around real human behaviour, they become more intuitive, more comfortable, and more meaningful for the people who use them every day.



Salma Shalaby
Architect & Interior Designer

[Read the Full Expert Insight](#)

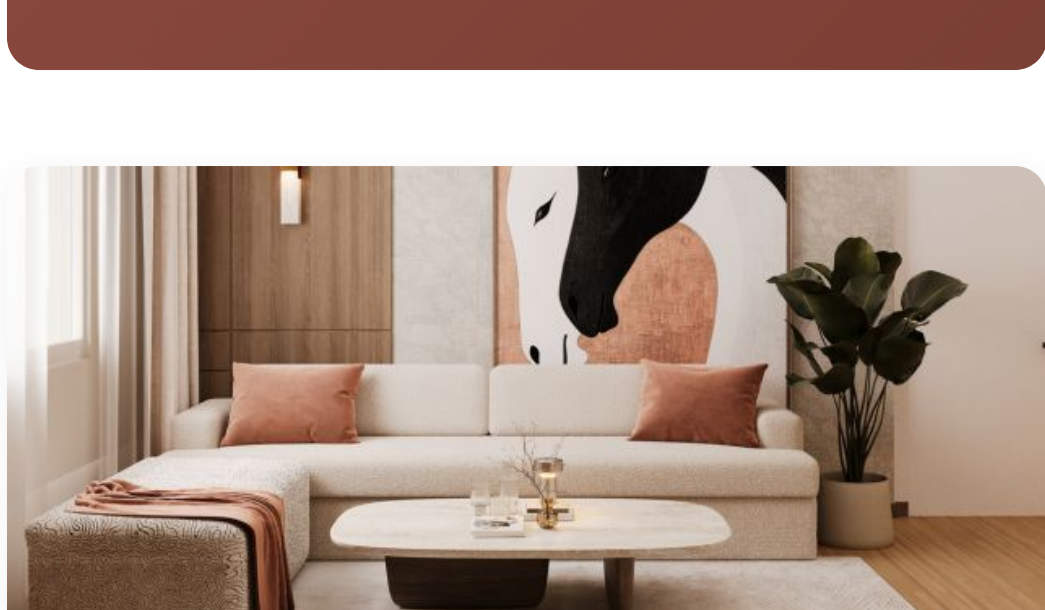


WHAT'S NEW

SKETCHURE Launches the Summer Internship Program

This July, SKETCHURE welcomed interns from New Giza University as part of the Summer Internship Program, giving them a closer look at how interior design moves from learning into real practice.

The program included a technical workshop delivered by Knauf, where the interns explored material knowledge, construction systems, and practical product insights that support stronger design understanding.



FEATURED PROJECT

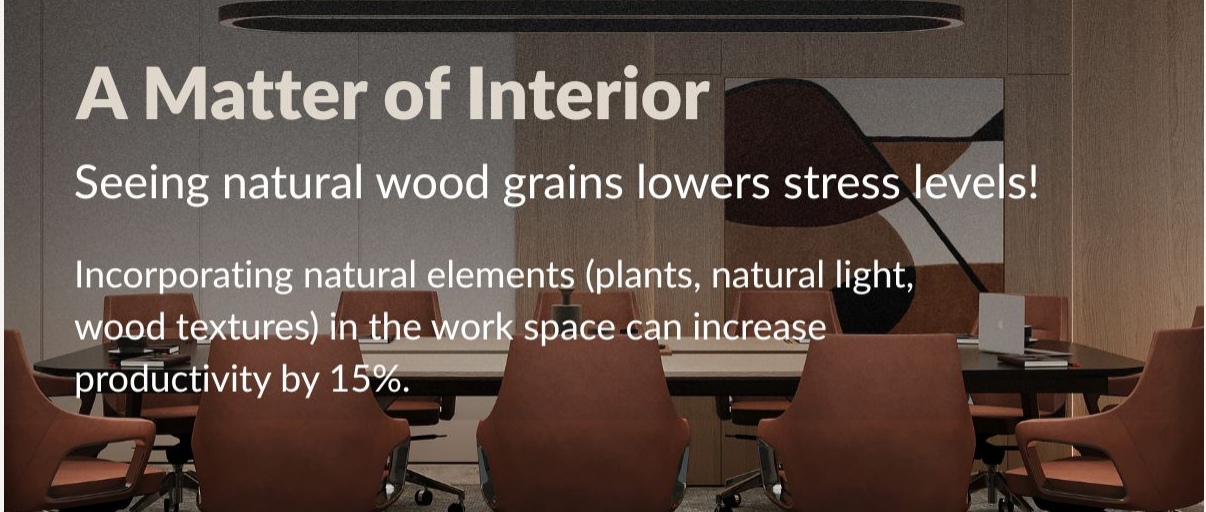
Mountain View Villa

iCity, 6th of October

This home is designed around two distinct yet cohesive atmospheres. The ground floor expresses refined, modern luxury through rich materials, neutral tones, layered lighting, and updated neoclassical furniture, shaping elegant reception and social spaces.

The first floor transitions into a softer, more intimate environment for daily living, using light colors, warm textures, natural materials, and gentle lighting to create a calm family retreat while maintaining overall harmony and elegance.

[Step Inside the Space](#)



A Matter of Interior

Seeing natural wood grains lowers stress levels!

Incorporating natural elements (plants, natural light, wood textures) in the work space can increase productivity by 15%.

Source: University of Exeter Study.

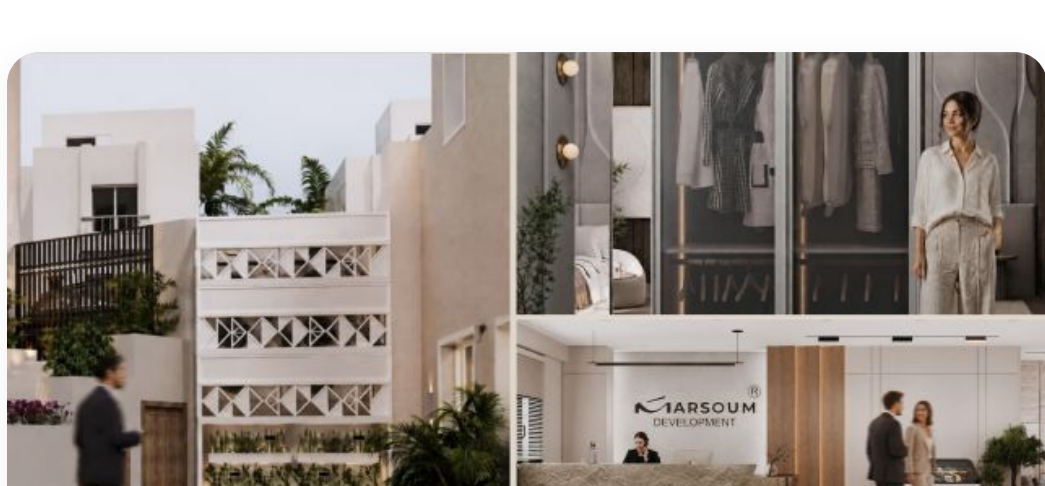
CAREER OPPORTUNITIES

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
- SR Site Engineer

[Apply Now](#)



BEHANCE INSPIRATION

From Vision to Space: Inside Our Behance Stories

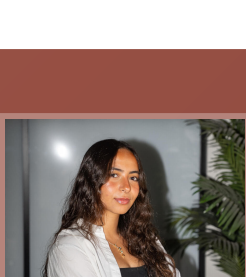
SKETCHURE's Behance portfolio brings together projects where ideas are developed through materials, sketches, and spatial thinking. Each work shows the progression from early concept to completed space, revealing how a vision is shaped, tested, and refined into something tangible and lived in.

A selection of residential and commercial projects highlights how we approach design as a process, how decisions are refined until they serve both function and character.

[View the Full Portfolio](#)

TEAM TALK

Catching Up With Our Summer Intern



Salma Mahmoud
Architecture & Interior Design intern

This month, we are catching up with one of our summer interns from NGU, Salma Mahmoud, as they reflect on their internship experience, what stood out to them most, and how the program affected the way she sees interior design in practice.

01
How would you describe your SKETCHURE Summer Internship journey? Did it match your expectations?

It was great and exceeded my expectations. It showed me how to apply university theory to the real corporate world, turning a conceptual idea into a functional, large scaled design.

02
What skill or mindset shift will stay with you after the internship?

I learned how to design more integrally, balancing structural mechanics and systems right alongside aesthetics. On the technical side, my precision on Revit and 3ds Max got a major update.

03
Which moment during your experience here challenged you most, and what did it teach you?

Seeing how real projects actually come together was a big challenge, but it taught me that architecture isn't just about the design itself. There are so many other things you have to consider.

04
What's your favorite part of the design process so far: concept, research, or execution, and why?

Execution and modeling. I loved taking a space and furnishing it in 3ds Max and bringing it to life visually. Working on the final details to make a space feel real and functional is my favorite part.

05
What advice would you give future SKETCHURE interns?

Ask a ton of questions and learn, learn as much as you can because the team really knows their stuff, and write notes because you will forget.

PROJECT HIGHLIGHTS

More from MV Villa



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