



August 2026



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

THIS EDITION COVERS

- Small Spaces, Smarter Decisions
- SKETCHURE Is Now on Behance
- Featured Project: Arabian Cement Office
- The Difference Curves Make In A Space
- Join the SKETCHURE Team
- Villa Mountain View on Behance
- A Talk with Our Project Management Engineer



EXPERT INSIGHTS

How Can Small Spaces Work Better, Not Just Look Bigger?

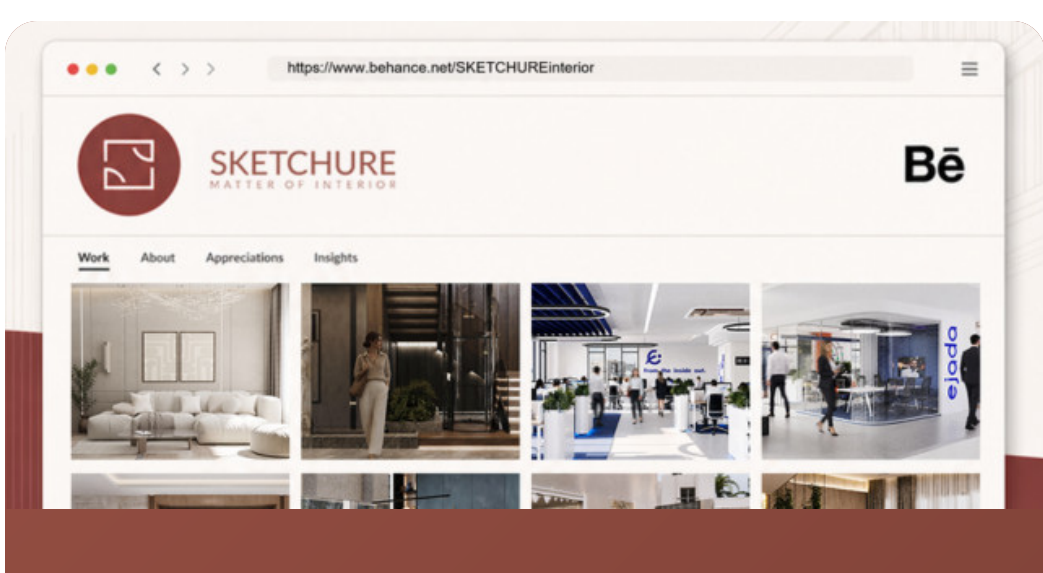
Small-space design is not about forcing a room to appear larger. In this Expert Insight, our senior interior designer, Maram, explains how compact interiors can become more functional through clear circulation, smarter furniture choices, built-in storage, balanced proportions, layered lighting, and materials that help the space feel lighter and more intentional.

The core idea is simple: when every square meter is planned around real daily use, a small space can feel comfortable, efficient, and complete without sacrificing style or quality.



Maram Shiha
Sr. Interior Designer

[Get the Full Expert Insight](#)



WHAT'S NEW

SKETCHURE Is Now on Behance

SKETCHURE is now on Behance, giving you a closer look at our growing portfolio of residential, commercial, and office projects.

Walk through completed spaces, be part of the design details, material choices, and ideas behind each project to better understand how we translate client needs, spatial challenges, and creative direction into thoughtful interiors.

[Join SKETCHURE on Behance](#)



FEATURED PROJECT

Arabian Cement Office

New Cairo, Egypt

This month's featured project is Arabian Cement Company in New Cairo, designed by SKETCHURE to support a more connected and efficient workplace. The office brings together reception areas, executive offices, open-plan workstations, meeting rooms, collaborative spaces, and support areas within one cohesive design language.

A refined material palette, controlled lighting, clear circulation, and well-planned work zones create a professional yet welcoming environment. Each space was designed to improve movement, communication, focus, and everyday productivity.

[Step Inside the Arabian Cement](#)



A study has found that people judged curvilinear interior spaces more positively than rectilinear ones. Soft edges can make a space feel more approachable, not just more aesthetic.

Source: PNAS, Impact of Contour on Aesthetic Judgments and Approach-Avoidance Decisions in Architecture

CAREER OPPORTUNITY

Join Our Team

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

- Sr. Technical Office Engineer

[Apply Now](#)



BEHANCE INSPIRATION

Mountain View Villa on Behance

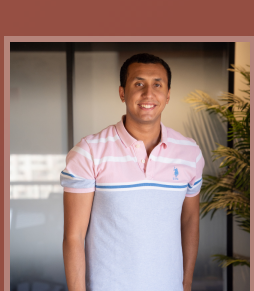
A residential interior defined by warm natural materials, sculptural forms, and a refined connection to its outdoor environment. The project brings together layered textures, soft neutral tones, and carefully framed views to create an atmosphere that feels calm, grounded, and contemporary.

The full project presents the villa's spatial composition, material palette, lighting approach, and interior details, from the open living areas and statement furnishings to the considered transitions between private and shared spaces.

[Get Inspiration](#)

TEAM TALK

Catching Up With Kareem



Kareem Waleed

Project Management Engineer

This month, we're catching up with Kareem Waleed to talk about project management at SKETCHURE, how coordination shapes execution, and what it takes to keep design intent aligned with site progress.

01
What is one early decision that can make a major difference to a project later on?

Having a well-structured plan from the beginning, including all the necessary details and allowing for potential delays, can make a major difference.

02
What is the most useful lesson you have learned from a difficult project?

I learned that good team coordination is essential, and that every experience adds value. Even if you think something you learned in the past is not useful at the time.

03
Which project stage do you enjoy most, and why?

Seeing the final result come together gives you a strong sense of achievement and satisfaction.

04
What is a common misconception about the role of a project manager?

A common misconception is that a project manager mainly handles paperwork and administrative tasks. In reality, a project manager is involved in almost every aspect of the project, coordinating with different teams and following the project throughout its entire timeline.

05
Outside of work, what helps you reset and come back more focused?

Taking a vacation and getting away from everyday stress helps me reset. I also enjoy spending time with friends, relaxing, and talking about anything other than work.

PROJECT HIGHLIGHTS

More from Arabian Cement Office



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