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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

- AI and the Future of Interior Design
- SKETCHURE's Growing Presence on Pinterest
- Lufthansa Airport Office
- A Matter of Interior
- Open Offices and Real Collaboration
- A Talk with Our Jr. Interior Designer



EXPERT INSIGHTS

How is AI changing the way interiors are imagined and designed?

AI is becoming a stronger support tool in interior design, helping designers explore ideas faster, test visual directions, improve presentations, and make the design process more responsive. In this Expert Insight, Mahmoud looks at how AI can support creativity and decision-making without replacing the human understanding behind a well-designed space.

The real value is not in using AI to design instead of people, but in using it to make the design process clearer, faster, and more informed.



Mahmoud Mostafa
Jr. Architect

[Get the Full Insight](#)



SKETCHURE
A Matter Of Interior

222.9K monthly views

WHAT'S NEW

SKETCHURE's Space on Pinterest

Pinterest has become more than a source of inspiration for SKETCHURE and its clientele. It is also a platform where we showcase our projects, design ideas, and visual direction to a wider audience.

With strong visibility and growing views on the platform, Pinterest continues to help more people discover SKETCHURE's work, explore our design approach, and connect with the ideas behind our projects.

[Step into SKETCHURE's Pinterest Space](#)



FEATURED PROJECT

Lufthansa Airport Office

Cairo Airport - 180 m²

Lufthansa Airport Office is a 180 m² office space designed for an operational airport environment, where practicality, circulation, durability, and easy maintenance were central to the design approach.

The project focuses on creating a clean and professional workspace that supports daily operations without unnecessary complexity. Through straightforward material choices, efficient planning, and a low-budget office design approach, the space was shaped to remain functional, cost-efficient, and aligned with the needs of a high-traffic workplace.

[Take a walk around](#)

A Matter of Interior

Open space does not always mean more collaboration.

A Harvard-backed field study found that after companies shifted to open office layouts, face-to-face interaction dropped by around 70%. A reminder that office design should balance openness with privacy, focus, and intentional collaboration zones.

Source: Royal Society Publishing, The Impact of the 'Open' Workspace on Human Collaboration



BEHANCE SPOTLIGHT

APEX Integration Office

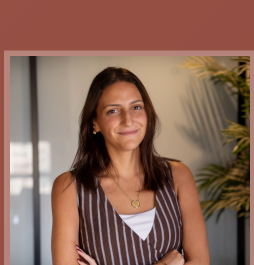
A compact 50 m² workspace in Mivida, New Cairo, designed to make every square meter work harder. The project brings together multifunctional workstations, compact meeting rooms, a reception area, and a fully equipped CEO office within one efficient layout that supports hybrid work without feeling crowded.

What makes the project stand out is how it balances practicality with understated luxury. Neutral tones, wood, leather, marble accents, natural light, integrated storage, and carefully planned privacy all come together to create a workplace that feels focused, polished, and client-ready.

[See the Full Project](#)

TEAM TALK

Catching Up With Mariam Elgharbawi



Mariam Elgharbawi
Jr. Interior Designer

This month, we're catching up with Mariam Elgharbawi to learn more about her perspective as a Jr. Interior Designer, the details she notices in a space, and the creative habits that shape the way she approaches design.

01

What detail in a space do you usually notice before most people?

I usually notice the small details that bring a space together. The way materials meet, the lighting, proportions, and the little design elements that make a big difference.

02

What part of the design process do you enjoy most, and why?

I enjoy the part where the idea becomes something tangible. I really enjoy playing around with materials, colors, textures, and forms and finally seeing them all come together.

03

What has working at SKETCHURE taught you about real project work?

Working at SKETCHURE has taught me that good design is about balancing creativity, functionality, and flexibility.

04

What is something outside work that instantly improves your mood?

Reading. It is one of the things I turn to when I want to slow down and disconnect for a while. I really enjoy getting absorbed in a good story and stepping away from the usual routine.

05

If your friends described your personality in three words, what do you think they would say?

If my friends were to describe my personality in three words, I think they would say, creative, caring, and energetic.

PROJECT HIGHLIGHTS

More From Lufthansa Airport Office



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