



October 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

- How Interiors Tell Stories Without Words
- SKETCHURE at T&D Design & Sedus Celebration
- Oriental Weavers DropBuy: Rethinking Carpet Retail
- Growing SKETCHURE Team
- How Office Layout Influences Movement
- Inside Ejada Cairo's Futuristic Workplace



EXPERT INSIGHTS

Can a Space Tell a Story Without Saying a Word?

In cinema, interiors do more than set the scene. Lighting builds atmosphere, colours evoke emotion, and furniture, layout, and spatial details reveal clues about the characters and their world.

These same principles can shape real interiors. By considering how a space is revealed, experienced, and remembered, designers can create environments that communicate personality, guide attention, and tell stories beyond aesthetics.



Huda Al-Shazly
Architect & Interior Designer

[Read the Expert Insight](#)

A Matter of Interior
Your Office Layout Can Get People Moving!

A study of 231 office workers found that those in open-bench seating were 20% more physically active than employees in cubicles and 32% more active than those in private offices. Office layout can influence daily movement, not just how people work.

Source: Occupational & Environmental Medicine, Effects of Office Workstation Type on Physical Activity and Stress



WHAT'S NEW

SKETCHURE at T&D Design & Sedus Celebration

Our CEO, Mahmoud Zohny, attended an exclusive event hosted by T&D Design and Sedus, celebrating their longstanding partnership and the local assembly of the se:kit chair in Egypt. The evening brought together industry leaders and design professionals for inspiring discussions on workplace design, the evolving work environment, and the future of the industry.



FEATURED PROJECT

Oriental Weavers DropBuy

City Centre Almaza

How do you bring the experience of shopping for carpets into a compact, technology-driven retail space? For Oriental Weavers DropBuy, SKETCHURE developed a circular kiosk concept built around a 360° customer journey. Interactive touchscreens, curated carpet samples, QR-enabled product browsing, and AI-powered personalization through OW Studio connect physical products with digital discovery.

The result is a retail experience that brings Oriental Weavers' manufacturing heritage into a new, interactive format, making product exploration more engaging and accessible.

[Experience OW's DropBuy](#)

Growing Our Team

New projects bring new possibilities. We're expanding our team with talented leaders ready to push boundaries and bring exceptional spaces to life.

WE'RE HIRING:

- Architect Team Lead
- Associate Design Director
- Managing Director

[Apply Now](#)



BEHANCE SPOTLIGHT

Ejada Cairo

Spanning 7,800 m² across six floors in New Cairo, Ejada's headquarters brings a futuristic, spaceship-inspired concept into a functional workplace.

At its heart is a central atrium connecting the different work zones, much like planets orbiting a shared centre. Sharp architectural lines, clean materials, ergonomic planning, and carefully considered acoustics bring the concept to life while supporting focus, collaboration, and flexibility.

[See the Full Project](#)

PROJECT HIGHLIGHTS

More from OW DropBuy



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