

# ASK

August 2010

magazine

## Exploring New Possibilities



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Dear Readers,

Creativity is a tricky concept.

One of the leading teachers of inventors and creative people once said, George M. Prince "Another word for creativity is courage" Yet perhaps one of the most difficult achievements a person can reach is to come up with a truly creative idea, one that allows other people to see something from a totally different perspective.

Good design is all about creativity and innovation. The one thing that makes an item of furniture unique is that little twist that nobody thought of before except the designer; and that is the real difference between great design and mass production. Creativity is not only about coming up with something totally new, it is also about the reinvention of the old and taking a timeless art or idea and adding to it, allowing it to evolve into a new creation. That's what this issue is about: true creativity in design and art; it is a celebration of great ideas.

Thanks for reading us & Happy Ramadan

Managing Director

*Lusica Yoramian*



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CTP & Printing  
**Sahara Printing Company**

Head Office  
65, 263 St., New Maadi  
Telefax: 25192627  
Mobile: 016 2716271

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**Downtown**

Casper & Gambini (Nile City) - Waga Mama (Nile City) - Trianon (Arcadia Mall) - Dar el Shorouk (Talaat Harb Square) – Pottery Café – Bon Appetite – AUC Book Store – Café Riche – Cilantro – Dar el Sherouk (Inside Beano's Café) - Mohamed Al Sahgeer Beauty Salon (Semiramis InterContinental Hotel) - Mohamed Al Sagheer Beauty Salon (Grand Hyatt - Galleria) - Mohamed Al Sagheer Beauty Salon (Four Seasons Nile Plaza) - Bakery Marriott (USA Embassy).

**Mohandessin & Dokki**

Trianon – Solidaire – The Coffee shop Co. – Ahmed Rehan Beauty Salon – Café Noir – Hair Fair Salon – Pasqua Café – Makani – Cocolina – Café Mo – Pottery Café – Volume 1 Book Store – Momento Café – Samia Allouba – Tabasco Café – La Pietra – Spectra – Al Cantina – Cilantro – Laguna Café – Second Cup – Tirol – Farah Café – Laguna Lounge Restaurant – Retro Café – Chopsticks – Fratelli – Beau Jardin – Karen's – Andrea – Volcano – Kenzy – Maison Thomas – Bella Vista – Shakawa – Ciccio – Prestige – Bert's – Mori Sushi – Cedars – Dirma Center – Ryta Clinic – Tarek Nail Center – Tabasco Café – Roastery – Columbus Café – Cilantro (Dokki) – Dar el Shorouk (inside Beano's Café) – La Cassetta – Lipstick – Orange Café – Tasters – Quick – Hot Pink - M&S Beauty Salon - Ahmed Hazem Beauty Salon - Ahmed & Abdo Beauty Salon - Mohamed Al Sagheer Beauty Salon - Kriss - Chez Edy - Costa Coffee (Mesadak) - Bent El Sultan Café - Pro Center Gym - Bakery Marriott (1) - Costa Coffee (Gamaat El Dewal) - Bakery Marriott (2) - Segafredo.

**Maadi**

Trianon (Nile Crystal) - Café Greco – Green Mill – Samia Allouba – Rigoletto – Rigoletto (Grand Mall) – Up 2 Date – Ethos – Tarek Nail Center – Le Café – Yasser Zein Beauty Salon – Euro Deli – Amy Hairdresser – Creperie Des Art – Lucille's – Cuba Cabana – Fudruckers – Spectra – Beau Jardin – Dunes – Cilantro – Volume 1 Book Store – Laris Café – Dar el Shorouk (Inside Beano's Café) – Bungalow – Curves – Bakier Stationery – Second Cup – Layaly Lebanon – Bludan Café – Carvel (City Center) – Andrea (Mokattam) – Casa De Bica – Cinnabon (City Center) – The Coffee Bean & Tea Leaf (Nile Mall) - Trianon (Nile Mall) - Fresko- Abou El Sid. - Clay House- Pomodorino - Bakery Marriott (Degla) - Bakery Marriott (Nasr Street) - Bakery Marriott (US AID) - Bakery Marriott (Al Zahraa) - Bakery Marriott (9 Street) - Bakery Marriott (Mokatam) - Bakery Marriott (Shooting Club) - Salimos - Fuego - Pasta Republic - Il Pannello Ceramica Café.

**Giza**

Trianon (Trianon boat) – Le Chalet – le Chateau – Dar el Shorouk (inside Beano's Café) – Cilantro – Dar el Shorouk (First Mall) – Mohamed Al Sahgeer Beauty Salon (First Mall) - Carnivore (Trianon boat) - Tamarind (Trianon boat) - Beano's - BonBini - Ruby Tuesday.

**Nasr City**

Casper & Gambini (City Stars) - Waga Mama (City Stars) – Trianon (City Center) – Trianon (City Stars) - Rigoletto – Pro Gym – Costa Café – Kiro's Lounge – Cilantro – Dar el Shorouk (Inside Beano's café) – La Cassetta – Cake House – Farah Café – Lilly Garden – Chez edy – Aroma Lounge (City Stars) – DV Silver (City Stars) – Marly Silver (City Stars) – Alfredo (City Stars) – Marche Restaurant (City Stars) – Coffe Shop Co. (City Stars) – Dar el Shorouk (City Stars) – Virgin Mega Stores (City Stars) – Second Cup (City Stars) – Venezia (City Stars) – Johnny Rockets (City Stars) – crepaway (City Stars) - Mohamed France Beauty Salon - Salwa Kamal

Beauty Salon - Ahmed & Abdo Beauty Salon (City Stars) - Mohamed Al Sagheer Beauty Salon (Intercontinental City Star Hotel) - Fudruckers (City Stars) - Abou El Sid - CinnaBon (City Stars) - Ruby Tuesday (City Stars) - Macaroni Grill (City Stars) - Harris Cafe (City Stars) - The coffee Bean & Tea Leaf (City Stars) - Bakery Marriott.

**Heliopolis**

Trianon - Oro Café – Costa Café – Viking Restaurant – Africano – Kan Zaman – Lipstick – Schatz – Einstein – Mercado – Café Berry – Wabi Sabi Sushi – Roastery – Tarek Nail Center – Everyman's Book Store – Harris Café – Tres Bon – Euro Deli – Musicana – Pause Café – Pietro Café – Samia Allouba – Level Café – Alfredo – Rumors Café – Diwan Book Store – Il Pannello Ceramica Café – World Gym – Compu Me – Petite Palmera – Up 2 Date – Grand Royal – Pottery Café – Square Café – Café Mo – Armando Café – Cilantro – Dar el Shorouk (Inside Beano's Café) – La Cassetta – Tres Bon – Cake House – Abd el Maqsoud Pharmacy – El Halaby Pharmacy – Farah Café (All Branches) – Le Caire – Al Ahram Book Store (Heliopolis Club) – Maha Ridamis Center – Amentic – Pascucci – Good Time – Tchillo – Pansce – Carino's – Chez edy – Hot pink – The World Dentist's Center (Dr.Osama Hashish) Ahmed & Abdo Beauty salon - Ahmed & Abdo Beauty Salon (Concord El Salam) - M & S Beauty Salon - Mohamed Al Saghier (Fairmont Towers) - Mohamed Al Sagheer (Le Meridien)- Coffee Shop Company (Air port) - Columbus Cafe - ADAMS - Pascucci - Kriss - Bakery Marriott (Sheraton) - Bakery Marriott (El Hegaz).

**6 October**

Trianon (Dandy Mall) - Pablo's House Café – Golds Gym (Inside MUST University) – Cilantro – Rigoletto – Second Cup (Dandy Mall) – Mori Sushi (Dandy Mall) – Pascucci (Dandy Mall) - Abou El Sid (Dandy Mall ) - Casino Cafe (Dandy Mall) - Kriss (Gezeira compound).

**El Rehab**

Trianon (Rehab Mall) - Friends Café – Le Reve – Mercato Italiano – Jounieh – Gauchos – The Coffe Bean & Tea Leaf (Mall 2) – Cilantro – Cinnabon – Quick.

**Alexandria**

Transit Café (Master) - Café (Master) - Pasqua Café (Master) - Seif Pahrmary (Master) - Costa (City center) - Le Mode (City Center) - Fudruckers (City Center) - Baskin Robens (City Center) - Xtreme (City Center) - Cilantro (City Center) - Dino (City Center) - Cinnabon (City Center) - Sultana (City Center) - Sinos (City Center) - Glitter (City Center) - Pizza Inncon (City Center) - Espresso (City Center) - Delice (City Center) - In & Out (City Center) - Café Noir (San Stefano) - Harris Café (San Stefano) - Glateria Roma (San Stefano) - Beano's Café (San Stefano) - Valentino (San Stefano) - Costa Coffee (San Stefano) - Cilantro (San Stefano) - Cilantro – Dar el Shorouk (Inside San Stefano Mall).

**New Cairo**

Trianon (Seven Stars Mall) - Farah Café (Future Mall) – ALEX (Future Mall) – Prom (Future Mall) - Kriss (Katameya Heights) - Mohamed Al Sagheer Beauty Salon (JW Marriott Mirage City).

**Hotels**

Semiramis Hotel (Down Town) – Le Riad Hotel De Charm (El Hussien) - Sheraton Cairo Hotel (Dokki).

**El Obour City**

Coffee Licious (Golf City Club) – Jeita (Golf City Club) – Lipstick (Golf City Club) – Latino's (Golf City Club) – Le Café (Golf City Club) - Bakery Marriott (Shell Station).

**New**

Pick up your copy from Business and Economy lounges in Dubai and Paris Lines (Egypt Air)





# In This ISSUE



126



118



80

- High Spot **14**
- Interioropolis **48**
- Splashes of Interiors **88**
- Design & Lifestyle **98**
- August's Peak **124**



56



24



98



66



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# ARMENIA GETS TECHNO!

Photography by Tomaz Gregoric

Images courtesy of OFIS Architects

The project we're exploring here is located in Yerevan, capital of Armenia, with the famous volcanic cone "Ararat" seen in the background. Mount Ararat is one of the world's most iconic mountain with its two peaks of 5,137 m and 3,896 m high. It is quite famously featured on landscape post cards for its breathtaking beauty; where the skies hug the mountain's higher peak, wrapping it in clouds, and the freezing atmosphere atop its massive height labels it with a white snow cap!

The All Seasons Tent Towers project, designed by OFIS Architects, is like a mix between past and present and between nature and technology. The two towers of the project are cone-shaped; looking like volcanic cones and strongly reflecting the geology of the Armenia Plateau.

The towers' forms are created through a wrapping structural metal mesh that connects both towers at their feet. On the inside of the towers, slides of the coned building forms become the towers' floors; resulting into circular floor plans with sets of concentric columns and central circular concrete structural cores. In response to the cone forms; the steel and concrete filled-columns are inclined toward the centers of the towers and the structural cores get less in diameter as we go up which is structurally logic due to the gradually reduced weight of the upper smaller and fewer floors.

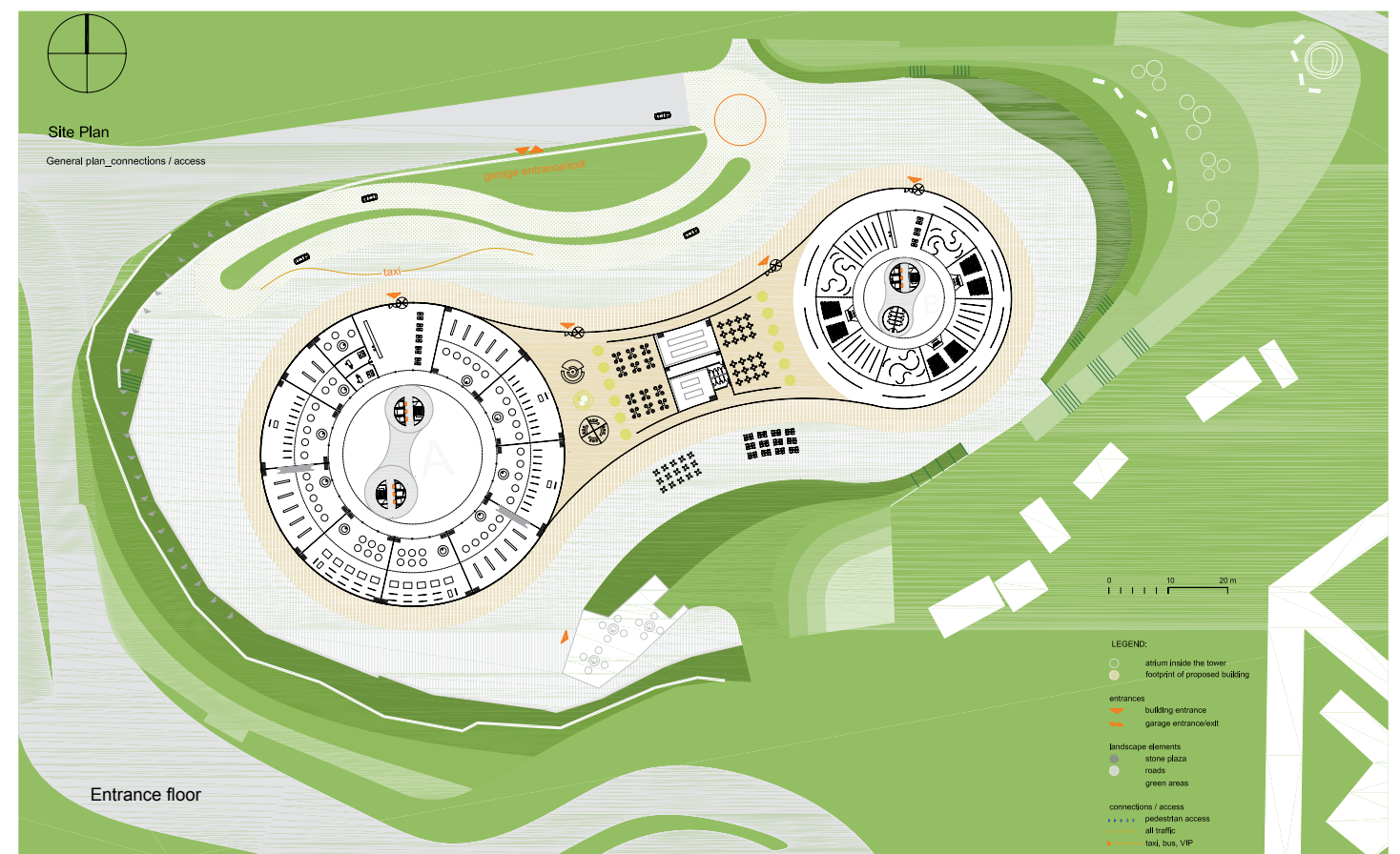
The higher tower 'A' shall host a business center and The Mercedes Benz hotel in its upper floors; in addition to a floor in between, hosting a ballroom and a

conference hall; as well as, a huge reception area. As for the shorter tower 'B', it will be dedicated to residential apartments.

Below all that, we find the first couple of floors in the project which are common between the three project portions: tower A, tower B and the intermediate connecting portion—a public common space with different services and indoor; as well as, outdoor cafes.

Four entrances at the ground floor give access to both towers; as well as to the intermediate portion. Tower A's entrance leads to the reception and hotel lobby with shops and galleries, and tower B's entrance leads to exhibition halls and auditoriums.

Throughout the height of each tower; lies an internal void with a water garden at the ground floor. In tower A, this void is continuous from the ground floor up to the 22<sup>nd</sup> floor's ceiling. In tower B, the water garden at the ground floor has a partially glass ceiling; thus giving more privacy for the permanent residents of





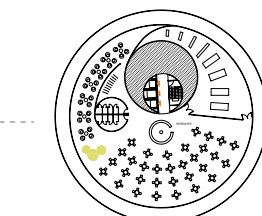
Floor 4 Tower A: Business Center (offices and meeting rooms)

Floor 4 Tower B: Residential apartments

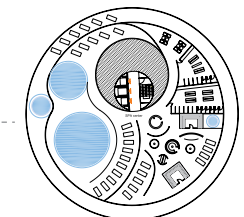
TOWER A

- 22 panorama
- 21 SPA, pool
- 20 restaurant, fitness
- 19 hotel apartments
- 18 hotel apartments
- 17 hotel apartments
- 16 hotel apartments
- 15 hotel apartments
- 14 hotel suite
- 13 hotel rooms
- 12 hotel rooms
- 11 hotel rooms
- 10 hotel rooms
- 9 hotel rooms
- 8 hotel rooms
- 7 ballroom, conference
- 6 open space offices & small offices/meeting rooms
- 5 open space offices & small offices/meeting rooms
- 4 open space offices meeting rooms
- 3 open space offices meeting rooms
- 2 open space offices meeting rooms
- 1 shops, restaurant
- 0 shops, restaurant

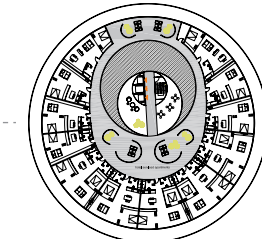
96,50m



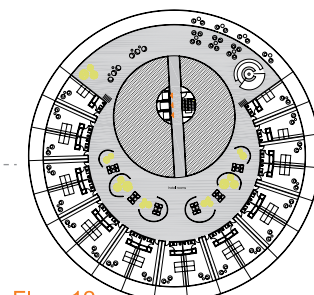
Floor 22  
Panoramic Restaurant



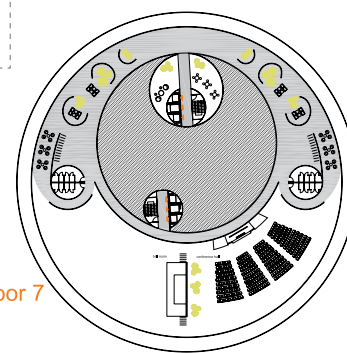
Floor 21  
Spa center with swimming pools



Floor 15  
Hotel Serviced Apartments



Floor 12  
Mercedes Benz hotel rooms with living areas

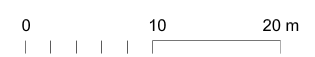


Floor 7  
Tower A: Ballroom & Conference Hall

TOWER B

- 7 housing flats
- 6 housing flats
- 5 housing flats
- 4 housing flats
- 3 housing flats
- 2 housing flats
- 1 shops, restaurant
- 0 shops, restaurant

36,00m





the upper apartments, while keeping vertical visual communication through the glass ceiling, which has the water view below.

The ecological aspects in this futuristic project are diversified between different applications. The water gardens are used to naturally humidify and cool the interior air, whereas the external mesh is designed with adaptable shading devices to reduce solar heat gain. Photovoltaic cells are integrated in the atriums' adaptable glass roofs to generate energy for the project during the day. This energy is used for a luxurious floor cooling and heating piping system.

The mesh you see is definitely green. It's green because plants are to be cultivated at the fences of the exterior terraces of the offices and hotel rooms of tower A and the residential apartments of tower B. This vegetation will become the exterior skin turning green in summer; whereas during winter and in compliance with Yerevan's natural weather, the mesh will naturally get partially white with snow.

Being shielded by the mesh, doesn't really mean complete isolation. You'll be able to enjoy the external world through the units' terraces, which have view from the mesh's organic groves, and also through each floor's common living areas that have glass glazing. This kind of panoramic view present at those living areas gets actually better at tower A's uppermost 22<sup>nd</sup> floor, which is occupied by a panoramic restaurant; only intersected with the mesh connections.

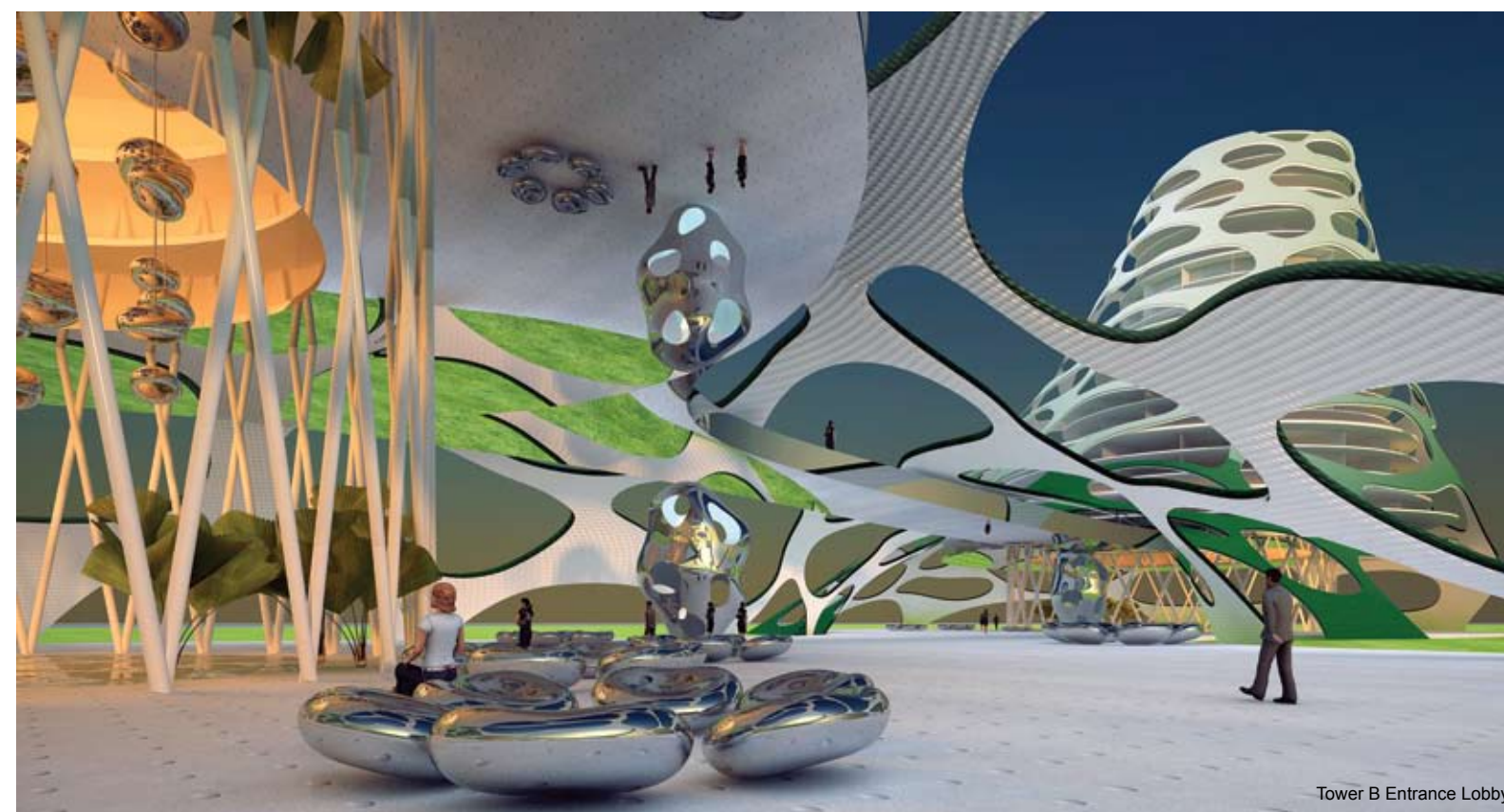
If you're luckily a Mercedes Benz hotel resident, you'll enjoy the 21<sup>st</sup> floor's spa where the pools overlook the façade's glass that's adaptable for opening; then you'd be swimming while facing a lovely view and in an almost open air atmosphere, but, without sun burns!

One very interesting fact about the design concept of the All Seasons Tent Towers lies in the vertical voids, or the interior atriums. Not only do they host the elevators' batteries and link the project floors; but, their ecological value is actually priceless. These voids simply

act as internal buffer zones for each tower; counting on the displacement ventilation principal.

And this is how it works: the air inside the rooms and offices with their electrical machines and computers simply has more pressure than that inside the open atrium. Accordingly, this exhaust air will flow out toward the atrium, escaping from the closed spaces. In the evening, the air at the top of the tower is cool and thus the hot air inside the atrium that is naturally less dense than the cool air, would rise up departing from the atrium's upper ceiling and is then naturally replaced by the cool evening air coming from above.

This effect is seen in chimneys, and now you can notice how close the internal atrium space is to chimneys' forms; especially in the higher tower. The atrium's form is the practical kind of internal space for the tower's exterior form. This exterior form is also useful in enhancing air movement at the top of the tower; enabling much cool air to get in from the atrium's ceiling during the evenings.



Tower B Entrance Lobby

This whole technology isn't actually new, as these are basic principals applied in Islamic Architecture and generally in the vernacular architecture of Arab countries. Even the water used for cooling in the atriums is seen in those houses; represented mainly in fountains or water elements inside house shafts. You must

have noticed that the monumental houses in Egypt have inner courts and the houses of Upper Egypt with its hot weather have that similar design concept as well. Physics is physics, what really matters is how to implement it successfully. So, we'll see how it works with the All Seasons Tent Towers.

Iman El-Ashry



Tower A Entrance Lobby





# THE PLAYFUL CULTURE!

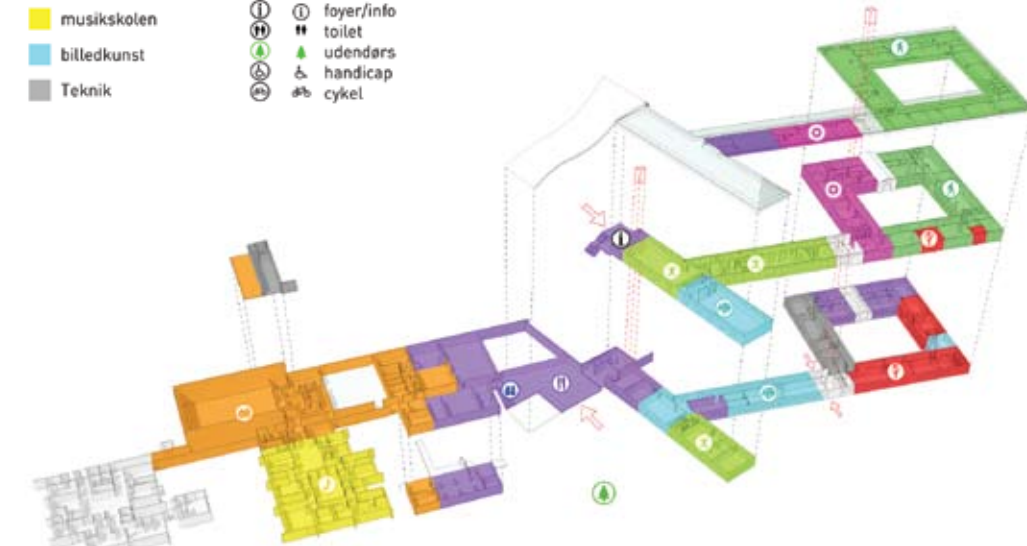
Images courtesy of WE Architecture

For some people, culture is a serious business. In fact, the whole entertainment business is an offshoot of culture and art, taken to a whole new level of professionalism and profit-making. Oh, how that takes away from the original purpose of theater, painting and music; celebrating the joy of life! In Denmark; however, a new cultural center is bringing that playfulness back into culture.

Two young Danish architectural firms, WE Architecture and Sophus Søbye Architects are doing something new for the Danish culture scene. Mariehøj Cultural Center is their latest collaboration in progress, and will, eventually, be a meeting place for all cultures, ages and a vast variety of interests. Located in the quiet



- |                      |                      |
|----------------------|----------------------|
| Ung i Rudersdal      | kultur adm           |
| Ældre Område         | ældre område         |
| Fælles Funktioner    | ung i rudersdal      |
| kultur adm           | musikskolen          |
| klub og foreningstiv | teater og dans       |
| Teater og Dans       | billedkunst          |
| musikskolen          | klub og foreningsliv |
| billedkunst          | cafe/bogcafe         |
| Teknik               | kulonarisk værksted  |
|                      | konference           |
|                      | foyer/info           |
|                      | toilet               |
|                      | udendørs             |
|                      | handicap             |
|                      | cykel                |



little Rudersdal municipality in Holte, Denmark, the cultural center is expected to be "a new face that invites in, all people in Rudersdal's municipality and a heart that can bring together and highlight the many users and activities in the house," stated the architects.

Part of the Mariehøj Cultural Center project involved the restoration of a house on an area of 8000 square meters. The restoration project aims to integrate the house seamlessly into the cultural center.

The architects described the concept behind the house, saying "Through reorganization and rebuilding; better spaces for individual activities are created and more appropriate positions of the various functions. At the same time more cross field and meeting points are created. It brings together the multiple activities in the house and creates a space where new meetings and activities across interest and age may arise." The second part of the center consists of new buildings on an area of 800 square meters.





On one side, the external façade has a playful edge to it. Partly shaped like a triangular rooftop, it mischievously slopes downward like a child's playground slide into an open area with greenery; an inviting welcome for children and adults alike, giving the impression that culture is fun too. Cushions and comfortable seats are placed on the grass for informal seating, adding to the easygoing feel of the center. It is even more playful when you realize that the sloping roof is actually a staircase leading into the cultural center's yard, and onward to its new foyer, where major events—musical concerts or seminars—can be organized.

On the inside of the cultural center, the furniture and interior are simple and colorful. Comfortable, multicolored chairs and tables are placed within the foyer for use in events: movie screenings, concerts and seminars. Here again, all ages are taken into consideration; plush, colorful cushions are scattered all over

the spotless floor, where children and youths can pursue their own activities: such as art and reading. The other side, which encompasses the restored house, is suitable for various other activities: art or music classes, and theater rehearsals.

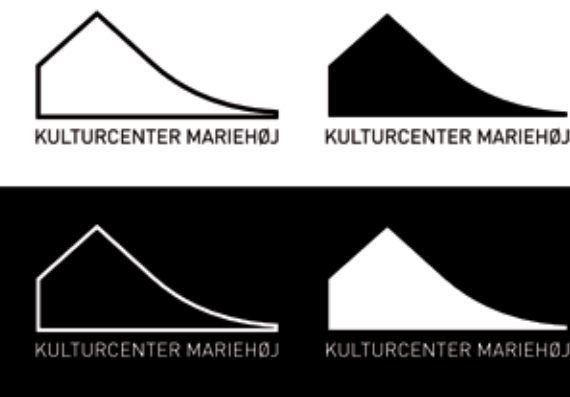
Even if you take your culture seriously, in a place like the Mariehøj Cultural Center, you have to admit, a little playfulness is important to remind us that culture, after all, is all about creativity, joyfulness, innovation, and self-realization. As any artist or creative person can tell you, play is the essence of creativity!

Lubna El-Elaimy



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# LET'S GO CLUBBIN'!

Photography by CI & A



01-11 GUESTROOMS    12 LIFT LOBBY + CORRIDOR    13 HOUSEKEEPING STORE

THE CLUB    L3 LAYOUT PLAN    0 5 10

Singapore can be a splendid summer getaway! It's a tropical paradise opening its doors to the public like never before, especially the Singapore Botanical Gardens, a natural preserve of 3,000 species of orchids.

Tropical splendor has always been great for those striving for sanctuary from the screaming bosses and constant ringing of the cell phone; but, you get to enjoy half of the luxury at the hotel. Some would say that it certainly beats Sharm El-Sheikh or the Hawaiian islands as destination for recreation.

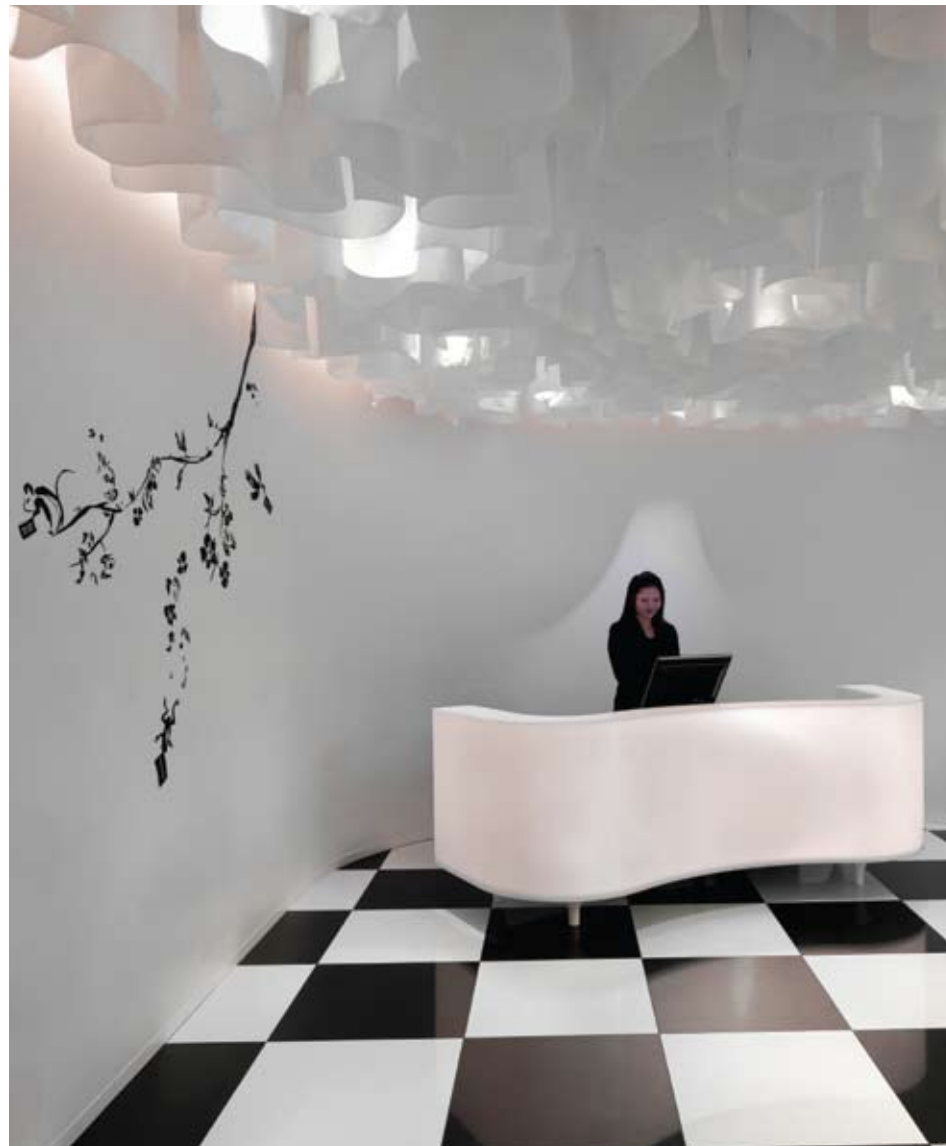
The Club Hotel is a new interesting luxury boutique hotel, designed by Singapore-based design firm Ministry of Design. One of the first major objectives in designing this new boutique paradise was to ensure that the locality was maintained, while using global design typology.

"Searching to ground the hotel in the context of Singapore as well as the historically rich conservation area of Club Street and Ann Siang Hill, we drew its inspiration from 2 sources," said Colin Seah, Design Director.



The country has had an extensive colonial period and is known to be at the crossroads of many civilizations, in addition to the native culture. Moreover, Singapore's economic prosperity has also made it a magnet for foreign workers and other Asian migrants, whose culture has been incorporated as part of Singapore. Yet, based on Singapore's colonial past, designers were able to extrapolate something quite unique.

"The first is Singapore's colonial past, which we have made modern tongue-in-cheek references to through art installation like features such as a larger-than-life statue of Raffles with his head in the clouds as well as through some key furniture pieces and artifacts," said Seah.



"We have taken the memories of these exchanges and created features that hint of this legacy in the rooms of The Club, where the modern day nomad and the nomad of yesterday cross paths for a moment."







Just as the Statue of Liberty was used as a welcoming note for immigrants cramped up in steam ships, waiting for opportunities in the New World; 'The Club' was also built in an area known to offer Chinese immigrants open doors for a better life. Movement is the most important aspect of the design. It is made to evoke many to believe that human being are nomads, constantly travelling and moving on, waiting for another opportunity to present itself.



"The second inspiration was drawn from the area's popularity as a remittance center for turn of the century Chinese immigrants where hard earned money and wistful letters were sent back to the homeland," said Seah. "We have taken the memories of these exchanges and created features that hint of this legacy in the rooms of The Club, where the modern day nomad and the nomad of yesterday cross paths for a moment."





Taking into account the cultural and ethnic environment, designers managed to successfully combine the sleek modern motifs; adhering to a more global design typology; while, hybridizing it with local motifs inspired by the colonial past. Overall, the design successfully caters to the lifestyle savvy nomad; as well as, the enthusiastic adventurer. Become Indiana Jones; but, you can also live in the spoils, as the royals always did!



Nader Ramadan

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Nini Andrade Silva

The office can be a hectic environment with the screaming managers, the pyramids of budget reports, and the arrogant customers; who think that they have nothing better to do than drive you up the wall with their endless complaints. You sit down fanning your sweaty face with a memo in one hand; while calculating endless columns of numbers on Excel with the other. Let's face it; you need a vacation! A brochure featuring the lovely green vineyards captures your eyes and you decide you're on your way to having a piece of the peace: Portuguese peace that is.

# A PEACE OF PORTUGAL

Images courtesy of Nini Andrade Silva Atelier



Ah, what part of Portugal would you rather go to than the Madeira?! This long archipelago off the coast is a four seasons resort in the literal sense, especially with the New Year celebrations and spectacular fireworks. Let's not forget to mention the amazing sights and sounds of the birds' chirpings. It's a chance to spend quality time with your family or possibly that special someone; in a relaxing sanctuary away from crazy bosses, constantly ringing mobiles, and worst of all



But, if you are looking for a hotel in town, then The Vine Hotel may be your type of place. It's a new 5-star hotel located at the center of the Madeira's main commercial center, Funchal. Get ready for a radically different design experience that will redefine hotel business.

Designed by Nini Andrade Silva, this dream world, which you have been itching to see reach since completing your last budget reports to your boss, is the epitome of royal spoils. The design in general is a direct reference to the name of the hotel, for this reason, you; as



well as; the other guests get a chance to experience the extensive purple staircase and metal work that symbolize summer rain, as soon as you set foot in it.



Designers take the vine theme even further when you get to see the Terra lounge. Imagine being out in an extensive sea of green vines, dappled with purple grapes, with a basket in one hand and a handful of fresh fruit in the other. The lounge is made to induce exactly this feeling, with wine purple cushions sofas; designed resembling large baskets.



Wait; there is more to this peaceful dream! An interesting dialogue fires up, when setting your eyes on the floor finish, covered with small round pebbles; evoking the natural beauty of Madeira's beaches. It's a scene that enables you to imagine yourself jogging barefoot on the edge of the beach; being soothed by the constant applause of the waves.



Time to hit the sack! Let's take a tour through your temporary crib. Designers used a whole new philosophy for making hotel rooms more inclusive, by fusing the bathroom area with the rest of the bedroom; while still maintaining an appropriate separation. The room is illuminated from the ground; accentuating the room and placing emphasis on the vine and grape decorations on the ceilings. The furniture is made to melt into the environment.





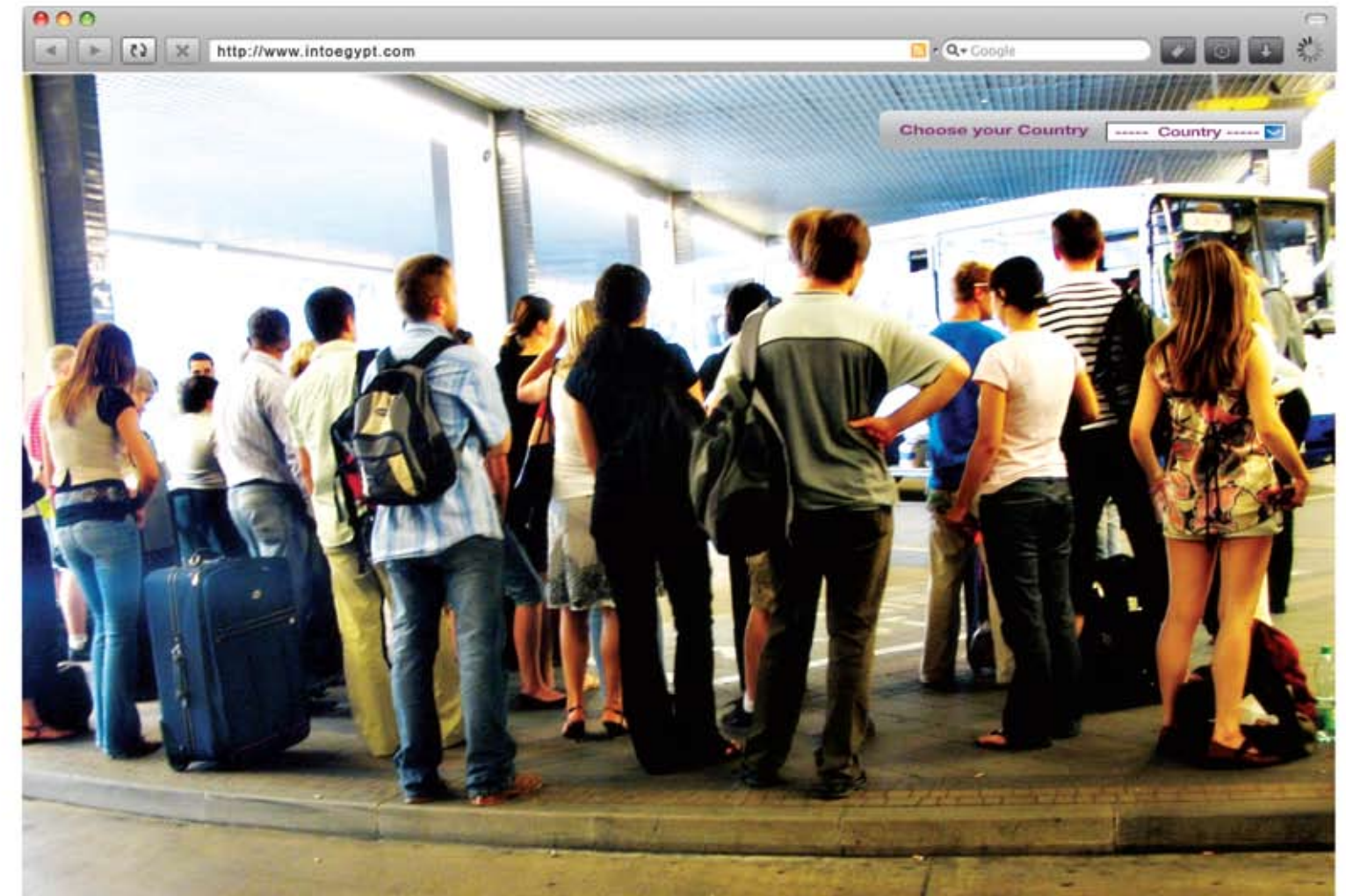


The Vine Hotel is a perfect example of how designers make use of the beauty of natural sites; to enhance the overall environment. Simple scenes from vineyards are taken to extrapolate new motifs, through which an interesting contemporary design can be created. It gives rise to an elevated mood, a romantic atmosphere, and most importantly, a place to get some well-deserved rest and relaxation.

Nader Ramadan

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# DAZED IN DIVERSITY

Photography by Sally Abouelezz

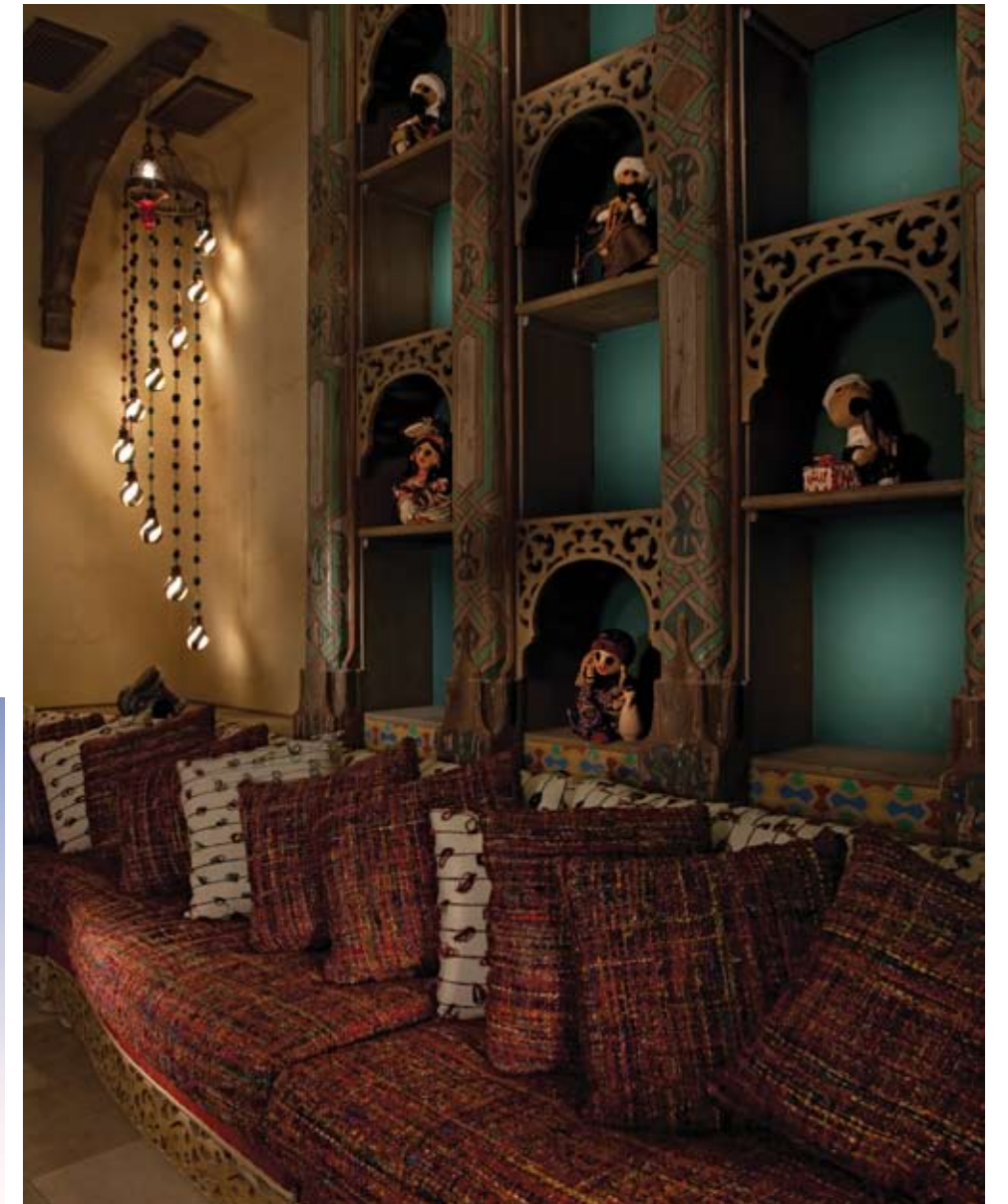


*Carrying up to 30 years of design experience on her shoulders, architect and interior designer Nisreen Hashish successfully fused several different styles together to create an eclectic new villa for a family of five. It would soon be the residence of the Nagi Wali family. On the outside, it looks like any other villa. Yet, a closer look inside, reveals that there is more that meets the eye!*

Over the last three decades of her career, architect and interior designer Nisreen Hashish has pretty much designed everything from fancy A-class hotels to ornate residences. Back in 1990, the success of a design project in the tourism industry forced many jaws to drop, eyes to widen, and heads to be scratched.

"My hotel designs must convey the warmth of a residence as well as my residential designs must capture the drama usually seen only in hotel designs," said Hashish.

Ever since she started her active role in the design industry, her firm has been enjoying a substantial amount of success with her skills of integrating different materials and visual elements together to create a simply combustible interior with a range of styles. Yet, when her new client, Mr. Nagi Wali, came up to her with a special request to design a villa which would help a family of five accommodate more guests and a myriad of different styles, Hashish knew from that moment that she had to go back to the drawing board. After architecturally



designing the exterior of the villa with Eng. M. Khattab, Hashish proceeded to take up the inspirational task of designing the vast interior space. This residential project was the outcome of thousands of man hours of work and effort which resulted in an interesting combination of different ethnic styles that caters to the client's active social lifestyle while at the same time captures the essence of their personality.

"They said that they wanted to be different from everybody else," Hashish. As always, she has one golden rule to follow when it comes to residential design: "The house should reflect its owner's personality."

You could not see the client's needs being addressed in any other room more than in the Arab style room. But the most important part of any interior design is its transition. In the hallway outside, the room Hashish ensures a consist transition into Oriental Arab mood through the use of old doors

ornately carved with Islamic motifs which she from Muhammad Bakr's shop called Yamam Gallery. To add to this mood, the small space right outside the larger Arab room is illuminated by Islamic lighting units she got from a small shop called Bashayer.

Moving into the Arab room, the spaciousness immediately hits you upon entrance. The vast interior space in the room allowed Hashish to design a space where many people can sit comfortably. In the middle of the room, a large Arab-style sitting captures the essence of the place as a platform for people to mingle. With a little shisha and *shay bel naa naa* (tea with mint leave), the place can immediately turns into an ethnic outing right at the owner's doorstep.

The most intriguing part of this room is not the arrangement of the furniture, but it is in the origin of the materials themselves. Hashish puts some history into this mystery. Many of the doors came from old buildings



and monuments from Cairo's historical areas. A daring yet effective move for most designers to do and in this case it was effective in creating this magical feeling of Oriental festivity.

Over on the far side of the room is an overwhelming shelf decorated with carved Islamic arches each of which enrich by illumination of its individual lighting unit. Hence, the shelf itself turns into a large network small ornately decorated "cubbies". The wood is as many would guess it from an old monument. It is that accentuates the interior sending the viewer back to the memories of the sultan's extravagances. If the story of Aladdin's won't suffice to describe the atmosphere, then perhaps it would be the dense matrix of stories within stories that made up plot of 1001 Nights.



Yet, that's not the end of the Oriental overture! Let's take a tour of one of this place's bathrooms. Hashish also designed a bathroom with the Middle Eastern accents reminiscent of the traditional harem bathroom. The main attraction here lies in the tile work where Hashish uses a range of geometrical patterns to the place but maintaining its calm tone through the extensive use of earthy colors including light beige and dark brown.

Without a doubt, the Arab proves that by combining gold materials and working around them to create a consistent atmosphere the best result is an interestingly ethnic interior rich with history. Putting down the magazine would be a big mistake and I wouldn't do it if I were you. Why? Hashish has a lot more magic down her sleeve than you think. Stay tuned as we will go deeper into this wonderfully eclectic house when we talk about the English-style office.

Nader Ramadan



## NISREEN HASHISH DESIGNS

architecture . interior . furniture supply . lighting design . landscape

**"My hotel designs must convey the warmth of a residence as well as my residential designs must capture the drama usually seen only in hotel designs"**

*Nisreen Hashish*



3, El-Obour Buildings, Salah Salm Road, Cairo, Egypt.  
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# OF BEDS AND BOOKCASES

Images Courtesy of Estel Group



## Sweet Dreams

You know those days when you're sitting at your desk at work, and the day is dragging on; your whole body is aching, and you can only think of one thing: your bed. You start imagining what it would be like to just lie down a little and doze off into oblivion, your head sinking into soft pillows, a plush quilt hugging you, and sweet sleep drifting over you. Nothing beats a comfortable bed!

Just looking at pictures of the Frighetto Night System beds from Estel Group is guaranteed to evoke yawns and fantasies

of a long, delicious nap. Plume, Cannette and Bouton are simple, padded, modern beds of the sommier species of low, plush beds. Estel Group explain, "The padded sommiers, all of intentionally limited sizes, are composed of two side members and a footboard so that they can be fixed to the headboard, thus creating various combinations: from the standard sommier with straight and simple lines, to the more captivating and youthful flared sommier, to the decidedly more classical skirted sommier."







Corniche, Camargue and Volant are another family of sommier beds with more luxurious, elaborately decorated headboards. The Camargue skirted sommier beds give an impression of sumptuousness, of an Arabian-Nights-like-luxury and comfort. You can just imagine the gorgeous cushions in

soft, velvety fabrics scattered all over the bed. An elaborately embroidered bedspread would go beautifully with it. Plume gives a summery feel with its bright colors and soft fabrics. As for Corniche, this bed looks like something for a sophisticated executive with its elegant, dark leather upholstery.



#### Storage Spaces with a Twist

You cannot imagine how important shelves and storage spaces are! Consider this for a moment: all the shelves, bookcases and storages units are removed in your home; what will happen? Absolute chaos! Soon you will be stumbling onto books, electronics, and all the other objects that were previously stored on those shelves; your house will be a mess.







Bookcases and storage units are very flexible pieces of furniture. Just as there are millions of possible forms of writing; there are millions of possible designs for storage. Take the newest creations by Estel: The Giano family of bookcases, which represent a new twist in the concept of storage. Dinamismo, Dynamic, and Giano Kompact are bookcases with asymmetric shelves that give a feeling of movement. The irregular shapes add a refreshing twist to a normal living room setting, especially one that includes modern straight lines and angles.



The Up Pill shelves have a different kind of asymmetry, instead of the bold statement made by the Giano shelves, Up Pill is playful. At first sight, you may think it is a regular bookcase; but, when you take a closer look, you realize the shelves are all different sizes, lengths, heights and even colors!







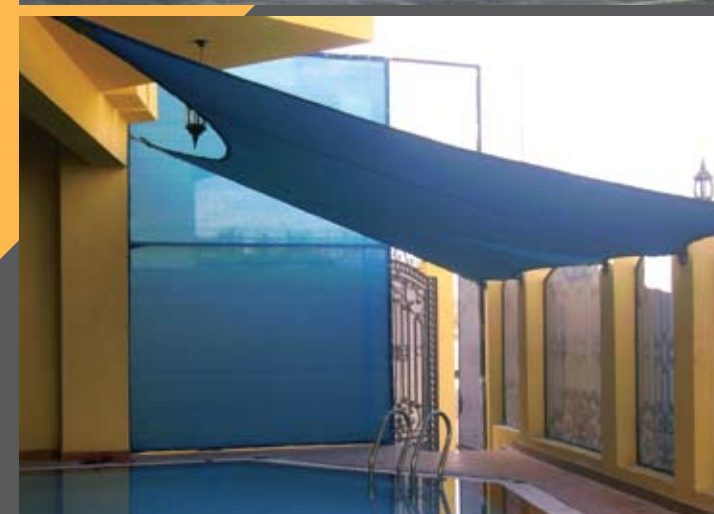
Estel's new 'One and More' families of storage units are sleek, ultramodern and elegant enough to fit in with all surroundings. Each unit has a different twist too; sometimes, it is a combination of wood veneer, with bright white lacquer, or a completely new color for shelves such as: zesty orange, sophisticated gray or deep olive green.

Well, bookcases are not exactly something to daydream about when you're tired at the office, but they do add a lot of sophistication and elegance to a room. Besides, from a practical point of view, life without storage units would be unbearable.

Lubna El-Elaimy

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# WHERE TO SIT?

Images courtesy of Agence 14 Septembre



Z Stool

The chair has always been symbolic of authority. Kings have their thrones and bratty old men will have their rocking chairs. It goes back as far as the ancient Egyptians where you can see carvings of the throne on Karnak Temple's walls. Several designers have sought to take up this ancient tradition to design a couple of chair bound to make you feel like a king!



Baby bite

## XO Collection

International designer Karim Rashid, aka the prince of plastic, has designed a whole new series of chairs, stools, and tables which serve multifunctional purposes. In some cases, let's just say he designed several things in one. This design guru has chosen no other event to play his new jigsaw jazz other than Salone Del Mobile in Milano this year.

Let's take the usual problems that any living space has, which is simple lack of space altogether. Rashid has designed something that might help you solve some of those problems. Say you've invited a lot of people to a party and can't find enough chairs or tables to cater to all the attendees.

Then you might want to consider having the Baby Bite around. The Baby Bites can be used as a stool, a table base, or as a side table for putting your java on the side while chatting with your friends.

Like a children's game, two pieces fit into each other to form one two-colored stool or table. They can be separated into two individual stools or can be used as side tables and come in four bright colors.

For something that combines the playfulness of Babybite yet provides more comfort and support for the back, Bite Me is just the chair. Bite Me looks a lot like a soft-edged tooth and in its press release, XO explains that "Bite Me is a zoomorphic organic blobular animated object, to sit in the woods, to bite its soft teeth into your living spaces, to take a bite out of our hectic overworked overzealous day."



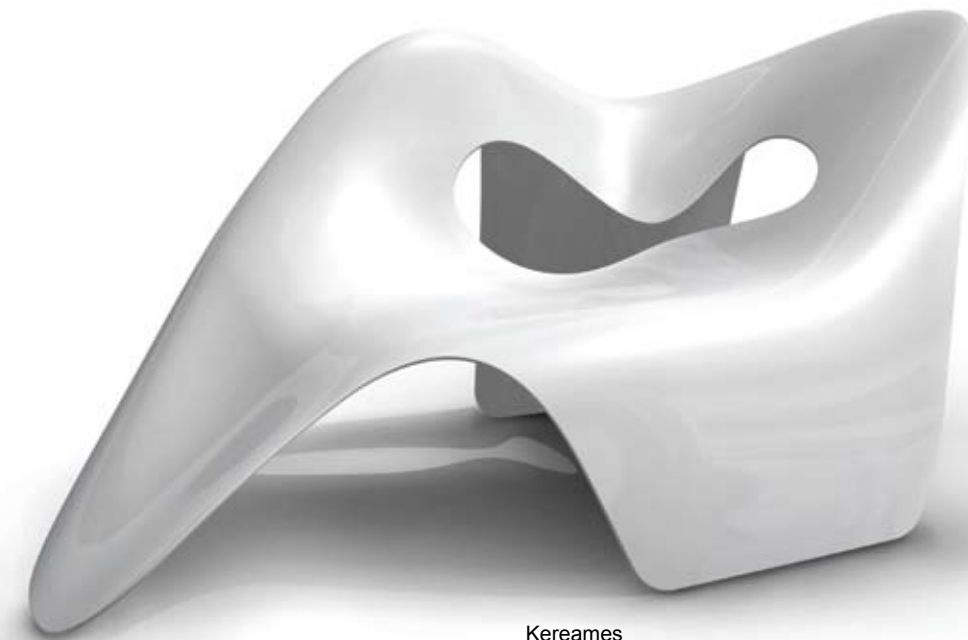
Bite me

Yet, if you need something with arms, then you can try the Bite Me chair, a slightly large version of the Baby Bites. Feel like being a lazy boy? Simply park yourself right into the Bite Me chair and

rest on foot on another on the Baby Bite while enjoying nice hot cup of shay bel yasmin (or jasmine tea).

The Kereames collection is an even more bewildering collection. It is made to be ambivalent making the viewer debate about its use. It's organic shape may lead us to believe that it has a practical use, but some may value it more as a plastic sculpture.

How about a stool shaped like a letter of the alphabet, to be precise, shaped like a "Z?" Karim Rashid's latest design in cooperation with XO is just that sort of stool, and in keeping with his bold style comes in a variety of flamboyant pinks, purples and greens. The new Z stools are sturdy enough for the outdoors and come in smaller sizes suitable for children.



Kereames





Royalton Bar Stool

### Going Starck Style

Designer Philip Starck came up with the idea of several different chairs this season which made its debut at the Milan Salone del Mobile. The Cheap Chic Chair is first of them and it is said that the basic principle behind the chair design is to improve the life of the customer, not just offer them comfort.

The second that attracted us the most this year was Starck's Royalton Bar Stool which adapts a "biomorphic" design and is seen in many of the world tourist attractions including New York hotels and the Felix restaurant in Hong Kong.

But the third in this series is the Mister Bliss chair and it could be a little different because it could potentially put your local physical therapist out of a job. The chair forces anyone who wants to sit up straight but emphasizes comfort. You would almost think that this piece is an exercise machine.



Mister Bliss



Cheap Chic Chair

Images courtesy of Geenen Studio



Gaudi Chair

### Geenen and the Gaudi Chair

Seeking to pick up where the Spanish designer Antoni Gaudi left off, Dutch furniture designer Bram Geenen designed the Gaudi chair, a tribute to the early twentieth century architect. This chair is a follow-up piece to the Gaudi Stool, which was designed during the previous year.

The idea is based on three principles that Geenan has taken into consideration. The first of these concepts is that the chair is designed to ensure the distribution of forces, which is hence dissipated, across the surface of the chair.



Not only is a physical miracle, but the Gaudi chair chemical miracle. Chemical in terms of materials that is! The chair is a combination of some basic light weight materials including glass-nylon and carbon fiber at the surface.

### The Final Word

So, the next time you intend to buy a new chair, think beyond mere functionality; think of the beauty, comfort and of the effect that this piece will add to your home or office. Think of all the thought and work that went into it.

Nader Ramadan and Lubna El-Elaimy





# GRASSELLI'S ILLUMINATION

Photography by **ModoLuce**

Light has always been a symbol of knowledge, ever since the beginning of civilization. Greek philosophical writings have always dealt with the usual skit that every Philosophy 101 class would teach, picturing a group of people sitting in a dark cave. One of them, the outlier, starts to question the state of this small group and begins to feel around until he finds nothing more than a minute stream of light. As you walk more, the minute stream becomes a roaring river getting larger and larger. Soon, the outlier becomes completely engulfed in light. At first, he is blinded; but, the pupils adjust and the truth becomes perfectly clear.



The path to the truth has always been represented by a path of light. It's the achievement of the ultimate reality which transforms a dense maze into a clear grassland. A path to higher truth! The Illuminati was a Medieval secret order of European scientists, who sought to fight ancient superstitions in favor of a more scientific explanation of the universe. The word "illuminati" means illumination. It's a word, which you use to describe the desire to quench the thirst for truth.

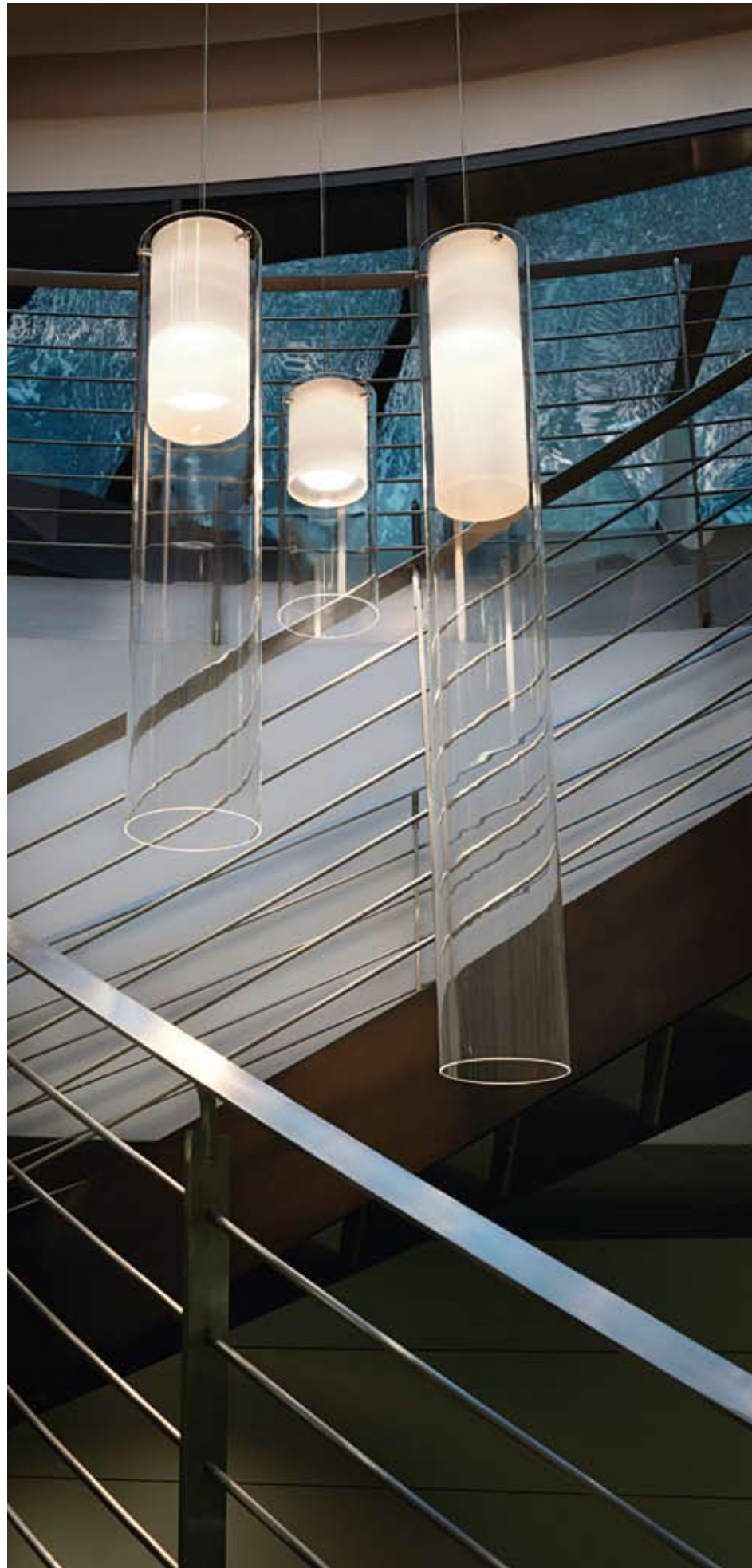
The physical light can also be applied into an interior space to engulf the viewer into a more direct interaction with reality. Italian lighting firm **ModoLuce** introduced a whole new series of lighting units, to give any home somewhat of a new environmental typology. Designed by Paolo Grasselli, the Sansone collection puts some pep into our ultimate experience with the reality of our interior.



The first thing you need to think about when it comes to lighting is the distribution of lighting units within the interior. The collection includes everything from fastened light fixtures to freestanding lighting units, which can be easily placed in any part of the interior. "Evocative standard lamp of variable height, available both as a freestanding model and as a self-locking ceiling/floor model," said a press statement from Sansone.







Wide spaces can be decorated in an interesting way using cylindrical lighting unit, whose light creates an interesting resonating effect through the space. It's a way of keeping everything simple, but cool.

"When switched off, the appearance is of a simple monolithic tower, used to decorate wide spaces. When switched on, it becomes the ideal lamp for a sophisticated, minimalist ambience," said the press statement. "Suitable for both indoor and outdoor use, it is perfect both in the home and as a luminous partition in large public areas."



The visual element within an interior space comes as a complete package and the lighting could be sort of described as the cherry on top of everything. Proper distribution and adequate color combinations for the lighting units is the secret to success, when it comes to enhancing all the visual elements within the interiors.

Grasselli with this new and interesting collection proved that something as small as lighting design can be overall pivotal to the type of environment that you want to create. To create your own path of wisdom you must create your own path of light, as the Illuminati did. Every single Illuminati had to find the 'Path of Illumination'. Now, it's time to find yours!





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# LUXURY ON THE SURFACE

Designs courtesy of Carlo Dal Bianco - Bisazza Design Studio

62

Photo by Federico Cedrone



Photo by Federico Cedrone



We couldn't have been more dazzled with any mosaic work than we've been while exploring that of **Bisazza**. Since the year 1956, this Italian firm has been presenting glass mosaic surfaces that are characterized with world-acknowledged European quality and a fine artistic sense; that reflects truly authentic Italian taste.

The modern technologies that Bisazza works with have brought out these finely manufactured perfect mosaic surfaces we're browsing through these pages. The design process is computer-aided and the glass is laser cut according to the drawing, pattern or even photographic image given to the computer; eventually resulting into minute mosaic tiles.





The tiles are all squared and their most common sizes are 1\*1, 1.2\*1.2 or 2\*2 cm (yes that minute!). The tiles are then mounted on a squared paper or mesh of average dimensions 32\*32 cm. Together, these meshes are attached to the surfaces that are to be covered in mosaic; according to the design. The mosaic surface could exquisitely be an under water flooring; in which case the process requires waterproof treatment for the surface before mosaic installation.

Photo by Paolo Veclani



Generally before mosaic is installed, the surface must be made even to guarantee the mosaic tiles' stability. And when done, mosaic is easily maintained in the long run using soap and water; since nothing actually sticks to a mosaic surface.

Photo by Paolo Veclani



The basic designs for mosaic surfaces could be classified into color blends and patterns. The color blends are composed of multi-toned tiles that together create some sort of rhythm or optical illusions in the surfaces. As for the patterned designs, they relate to the wallpaper family but feel more solid, look much brighter and are definitely more sophisticated.

Far from that, artworks could be created from mosaic tiles; with the bits and pieces creating together the shape on the wall like pixels do inside a graphic software.







Photo by Ottavio Tomasini

Even a color blended surface or a patterned one is an artwork in itself, but it's rather maximized and spread in the space. That's why it's best to appreciate mosaic surfaces with minimalism; where using plain fabric for the furniture will help harmonize the space.

And you can choose neutrally-colored items and fabrics to create a bold effect, or match the tones in the tiles with different fabric tones for the different items to create a more vibrant setting.



**Bisazza's** glass mosaic is available at the firm's stores that are spread throughout the world's most renowned design cities including Berlin and Moscow, New York and Miami as well as Barcelona, Tokyo, Paris and of course; Rome and Milan. In Egypt, Bisazza's products are approachable too; through Al Youssef Co. for Contracting, Decoration & Importing.

Iman El-Ashry







# LITTLE BITS FOR A PERFECT WHOLE

Images courtesy of AFID

In modern times, a vast array of materials is used in mosaic art, such as glass, porcelain, metals and stone. The translucency of glass mosaic tiles gives a subtle light that adds color and beauty to the atmosphere in any room. According to AFID, a company that creates and supplies top-quality, luxurious mosaic tiles and patterns, "Glass tile mosaic products are the preferred choice for those who are environmentally aware and also have a taste in beauty and style."

Stone mosaics are less fragile and can endure being placed in the outdoor areas, and to use AFID's description, "Each piece of stone mosaic is transformed into a perfectly designed, veritable work of art and presented to the liking of personal and subjective tastes."

Mosaic tiles and artworks are usually handmade by artisans who carefully arrange each tiny piece of stone, glass or metal to achieve the final pattern. It is possible to liven up a space by simply adding a handcrafted mosaic tile, and elevating it to a different level, and as AFID said, "The great thing is you don't necessarily have to replace all of your old tiles; with careful consideration just a few strips of glass can be added to an old tiling pattern."

So, with just a little effort or a new wall mosaic mural, a modern-day home can get the feel of luxury ancient Roman homes had; after all, what do the Romans have that we don't?



Lubna El-Elaimy



They are all around us. In the swimming pools, the subway stations, even in the churches and mosques; mosaics are probably one of the most widespread arts in the world. The sheer variety of applications is breathtaking. It is also one of the oldest arts, with mosaics dating back to the 8th century BCE. The art seems to have originated in ancient Mesopotamia, near modern-day Iraq, where the oldest mosaic artifacts were found.

The first mosaics created consisted of small stones of almost uniform size and natural colors which were arranged together to form a pattern. The technique was refined by the ancient Greeks in the 5th century BCE, and is prevalent in ancient Greek art. Later on, the art was passed down to the ancient Romans who took it a little further, turning it into a status symbol. Only the luxurious homes of wealthy Romans sported mosaic patterns on the walls or floors.





# hülsta MARK OF QUALITY

72



The phrase "Made in Germany" has long been associated with strict quality controls and high standards. How many of us blindly buy a product simply because of these three words? Leading German furniture manufacturer, hülsta, takes us on a journey along the process of quality control and manufacturing that leads, in the end, to an exceptional product so durable, it's probably going to be displayed as a museum piece in a few hundred years!

#### Design and Construction

In typical German fashion, hülsta believes that "Quality control is an intrinsic part of product development and resulting construction. It stands for quality from the start!" As with all furniture or interior

products, the first step is coming up with a creative idea that works. Once the design has been decided, the technicalities of its implementation are discussed and how feasible it is as a product.

Construction is best explained by hülsta's engineers themselves; "Our design engineers go through the design in detail. They determine all the various dimensions. All the component parts are registered and assembled three-dimensionally using high-performance CAD programs," they said. With typical German precision, "The required component is manufactured exactly to scale with a 3-D plotter on the basis of the data established. This allows us to evaluate functioning and details in a situation similar to series production," they said.

#### Application and Testing

After the product is constructed, extensive tests are carried out. As hülsta's quality control specialists said, "In order for us to be able to meet our own quality demands, we must take a close look at the materials and technologies required well in advance of production. The components to be used are thoroughly checked in the laboratory." From the lacquer to the hinges and even testing in extreme weather; every possibility is explored and every product must pass these tests.







Even the components that make up a certain product are tested individually before they are even obtained from suppliers. "Before going into production, we define and discuss with our suppliers the requirements the product must meet and establish these in our guidelines. Together with our specially chosen suppliers, we develop the products and the various procedures continuously and audit how things are developing in line with the specifications of our Quality Supplier Guidelines," said hülsta's quality control specialists.

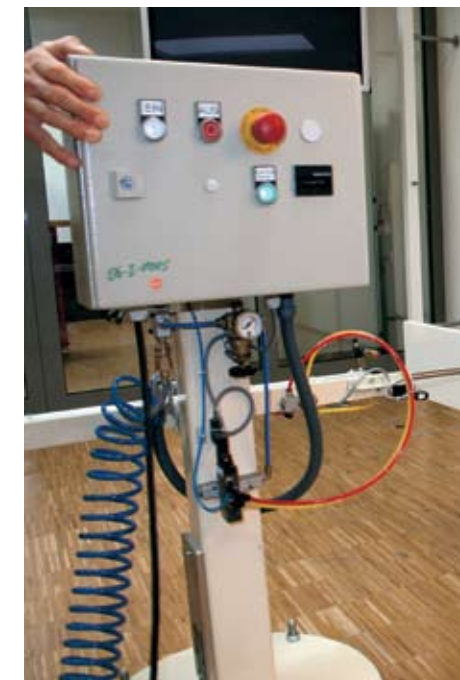
**Production and Logistics**

The step of the process is highly automated and technologically advanced at hülsta. After careful measuring and assembly, the items are examined and evaluated according to a certain set

of standards. "All quality features are considered and evaluated. The unit is only passed for series production when all the various points have been met," said hülsta's quality control specialists.

When it comes to furniture, the logistics of transportation and assembly are a very tricky business. According to hülsta, "The logistics of a ready component begin with its packing and only end after final assembly in the customer's home. The packs are moved on average 25 times by up to 16 different persons. We have to adapt our procedures and packaging methods with this in mind in order to ensure a high quality of logistics."

Orderprocessinganddeliveryareanother aspect hülsta is working on improving constantly to ensure everything is well-



organized and timely. With its own state-of-the-art software system, hülsta has the process completely automated. This ensures that all the client's specifications are documented and recorded for use in production.

**The Final Product**

Delivery! The best part for every client is to get their beautiful new piece of furniture and have it assembled perfectly in their home. I'm sure we all appreciate how beautiful a well-designed piece of furniture is, especially when it graces our rooms for the first time, but do we ever think of all the hard work that went into it? Well, maybe it's time we started thinking of it.



# KITCHENS AS "LIVING" SPACES

tecnocucina  
ITALIAN LIVING KITCHEN



Lydhurst Way Kitchen



The kitchen is no longer the place where we just cook; it's become a space that you would want to spend hours and hours in. Tecnocucina, a leading Italian company in kitchen manufacturing that has been producing quality designs for over 30 years, made this come true.

Tecnocucina architects design spacious kitchens linked directly to the living room, having an open space that connects you to other parts of the house.

Their designs are not just innovative, but they are also made of different materials, and many of their designs are based on islands, all for a good reason, like in the Allen-Road design.

The heavenly, white Alleyn-Road design with its contemporary elements has a beautiful two-tier island, a basic built-in kitchen, a cooking center and a clean-up station. The two-tier island with its upper tier made of "brandy oak" wood and



Alleyn Road Kitchen



Alleyn Road Kitchen



Alleyn Road Kitchen

lower one made of "glossy polymer" adds dimension to the kitchen design. This island has the cook center as an integral part of it; allowing the cook to face his/her guests while cooking; we said islands are there for a good reason. The clean-up station lies in the back of the cook, with enough space and no table islands in the middle of the kitchen to allow easy access. Right beside the clean-up station is a cabinetry that includes space for storage and a section for an oven.



The Lacon Road design, on the other hand, is more colorful; with the 'red bordeaux' overcoming white "glossy polymer". You could really call this design, a multi-tasker as it has a cabinetry, an island with a bar, and three high chairs—white with stainless steel legs.

You feel that the kitchen has extended into the dining area as there is a table with four cutting edge white "glossy polymer" chairs that you could see while working at the two-tier island, which is not very far away. Even the red cabinetry extends from the kitchen space to the dining



Lacon Road Kitchen



Lacon Road Kitchen

space. Both the high chairs and the table chairs are with curved backs to allow for comfort. Feel the warmth that all this creates! This kitchen definitely does allow more room for storing pots and pans and for having different types of appliances— toaster, a refrigerator and even 3 ovens; let's not forget the stove top which is built in the island.

You think that you have heard all about what TecnoCucina has created; you haven't heard anything yet! Especially that the Lydhurst Way kitchen is one that allows you to be a part of nature; while you are cooking. The great glass window found in the kitchen space that spreads



Lacon Road Kitchen





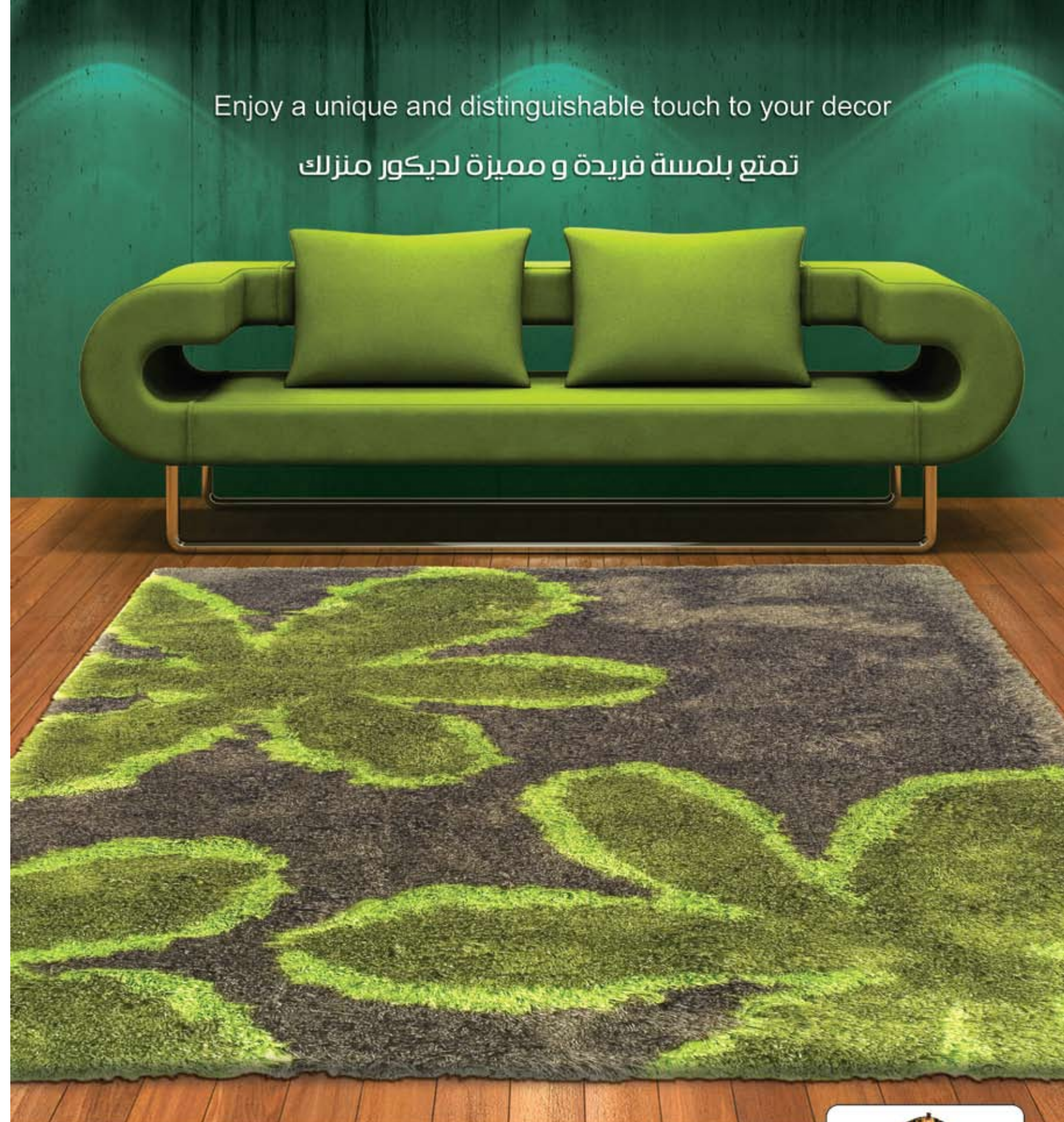
Lydhurst Way Kitchen

from wall to wall, gives maximum view of the whole backyard. You can even have a comfortable recliner facing the greenery; while you are waiting for the meal to be ready. Not to mention, there is space for a big LCD screen television. The multi-colored kitchen, white with a part in it pink and a part in red has a built in island—white countertops and one red side—with a stove in the middle, connected to a table island. When cooking on the stove, you will be

giving your back to the cleaning station and the cabinetry that has a space for the ovens.

The kitchen has been truly transformed from just being a traditional one that has cabineries and appliances to an open space with multi-tasking islands that create excitement for the cook and his/her guests. Tecnocucina has really shown us the true meaning of "Living Kitchens". You can see for yourself!

Sherine Ramzy



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# A Seaside Haven

Photography by Daniel Newcomb  
Interior design by www.JDesignGroup.com

84



A mural designed by Corredor uses fun décor and bold color scheme of orange, white and red seen through out the house. A 65-inch plasma hangs from the mural and a smaller dining set provides additional seating for entertaining guests. An amusing Lucite bubble chair hangs from the ceiling of the balcony, allowing friends to see the infinity water view at ease.







The door way is an indication of where you are about to enter is not an ordinary apartment. The double doors are African mahogany wood with a red glass frame custom designed by Corredor. At the entrance a red, glass wall, light introduces the club like mood the owner desired, "to entertain friends," he said.



An opal like pebbled wall adds texture to the black and white dining room mixture of "S" shaped chairs that surround an Eero Saarinen's dining table. A whimsical Igno Maurer's chandelier personalized the space with notes from friends and a poem by the designer "1504" hangs from paperclips attached to metal lines. A vibrant green painted glass wall designed by Mrs. Corredor adds a pop of color to a sleek texture.





A low platform bed allows a full view of Miami's Intercoastal waterways. At each side of the mahogany bed there are pendant lights hanging by a clean wire line. Wood floors soften the playful combination of orange, red and white details throughout the room.





A serene white leather platform bed blends in with the white coverings and allows the pops of lime green to add interest. Frosted glass doors bring in the light blue hues from the outside.





A combination of Opaque black slate and white Montblanc tiles divides the wall into 3 textured bands. Duravit sinks are bold and stand apart from the elegantly raised Victoria & Albert bathtub. A touch of orange is introduced by the art. The combination of elegance and masculinity create a James Bond air.



# MOLORI SAFARI LODGE: THE AFRICAN DREAM COMES TRUE

94

Photography by Elsa Young



Imagine waking up in the morning to the sound of birds, rising out of a plush, deliciously comfortable bed, tiptoeing across a warm wooden floor, to reach a glass door reaching from the floor to the ceiling. You open the door, and feel a cool, delightful breeze on your face and you are greeted by... a monkey! The little fellow is swinging from the tree right beyond the swimming pool, he gives you one quick look and seems to be smiling; and then, he disappears.

Africa is a magical continent that has always captivated the imagination of writers, poets and artists. Who does not dream of going on a safari in the African savanna, seeing the lions, elephants and giraffes, and at night: the stars glittering in the sky? Combine that with the epitome of pampering and luxury, and you've got yourself the perfect honeymoon.

That is exactly what Molori Safari Lodge aims to do. Molori Safari Lodge is located in the heart of the South African Madikwe Game Reserve, a short flight away from Johannesburg. With only five suites, "Exclusive use of Molori Safari Lodge can sleep from 10-14 guests," the company said in a statement. Each suite is distanced from the other, offering complete privacy,

and each has its own private infinity pool and a spacious terrace overlooking the natural surroundings. Adding a little decadent touch is the outdoor bathtub and Jacuzzi; nothing is more romantic and sensual than bathing in the midst of nature and all this beauty. The Lodge's two presidential suites offer a little extra exclusivity and more space, making them suitable for a larger family.





In terms of interior design, "All interiors were hand-selected by Kirk Lazarus who crafted the spaces to soothe guests with neutral palettes," the company stated. Earthy, warm, soothing colors were used to relax guests and help blend the interiors with the exterior, natural surroundings. Whites, creams, wood, wicker; all are used in abundance to

add simplicity and comfort. Yet, small twists and touches add color and life to the spaces. Handmade, African-style furniture and drapes fill the spaces, with their warm, bright colors; fusing the local flavor with exquisite elegance. The furniture was provided by international design houses such as Fendi, Kenneth Cobonpue, POINT, Philipp Plein; while the fittings were designed by Hansgrohe, Philippe Starck, Flaminia, among other renowned names.

Striking crystal chandeliers add to the luxurious and exclusive feel; while chairs upholstered in fabric patterned like the hide of a zebra or leopard remind you of the rich natural life, just outside the doors. Wooden floors and walls add to the warmth and coziness of the suites; while amenities such as iPod docking stations, wireless internet, and even laptops, if you need one, keep you connected to the world...not that anyone would want to remember their hectic city life in a place like this!



While the interiors aim to provide comfort and coziness; the exteriors are refreshing and energizing. Every part of the terrace and outdoor furniture is made to blend in with nature. Natural materials are used; wicker chairs upholstered in off-white linen, natural-colored wooden dining tables and even the pool's asymmetric design aimed to evoke the feel and shape of a spring. Floor-to-ceiling glass doors all around help fuse the indoor area with the outdoor spaces, during the day, and trees grow right through the rooms; another touch to connect guests with the natural surroundings.







So, if the African dream is your cup of tea; but, you don't want to do it the rough way and forego the sumptuous pampering; maybe this is one place where you can realize your dream of driving on a safari, amid lions and elephants, during the day, and in the evening enjoy exclusive dining in luxurious surroundings with your significant other on your honeymoon.

Lubna El-Elaimy

After a long day in a game drive watching lions, elephants and cheetahs going about their daily lives, or tracking them on foot with an expert tracker and guide; unwinding and then enjoying a delicious dinner seem like a good idea. With a Jacuzzi in each suite, this is made possible in absolute privacy, or guests can use the hotel spa. Dining is another activity that can be done privately in the comfort of the suite or the hotel's own dining room, where the hotel's chefs make special treats according to each guest's preferences.





# JOHNNY SMALLS: A NEW JOINT IN VEGAS

Photography by Jeff Dow

Lights, colors, pleasure, excitement; Las Vegas offers them all! At first sight, it may seem like there can't possibly be something new to add to Vegas; but, don't be too quick to jump to conclusions.

There's a new joint in Vegas, with a pun on the word 'joint'. The term "Johnny Smalls" is sometimes used to refer to a small hand-rolled marijuana cigarette. Now it is a new restaurant and bar in Vegas, by Mr. Important Design firm. Located in the Hard Rock Hotel and Casino, Johnny Smalls is a 393-square-meter "tapas" restaurant that recently opened in Las Vegas, Nevada.

Faithful to its name, Johnny Smalls' psychedelic décor takes you on a wild hallucinatory trip; a huge portrait of "Johnny" sitting with legs crossed, smoking his namesake covers one wall. Johnny's pet bulldog is at his side on the armchair, wearing a hat and smoking a cigar. Ms. Smalls is in another portrait, pictured with a wine-drinking cartoonish

little squirrel. According to Mr. Important, "The restaurant is set up as a living room, dining room and bar within their (Johnny and Ms. Smalls) house of purple glass. The space is anchored by large portraits of both Johnny and Ms. Smalls and contains multiple references to their menagerie of pets- a cigar smoking bulldog, some frisky squirrels and portraits of their thoroughbred horses. On display and for your enjoyment is their eccentric collection of furniture, lighting and art."

Just taking a trip to Johnny Smalls is, "an adventure down a different sort of rabbit hole; but, with similarities to 'Alice in Wonderland'", with all the strange, unlikely characters you're going to encounter.





The colorful and varied interior has stained-glass chandeliers, mismatched chairs and tables, wildly colorful murals, a crowded kaleidoscope of brilliant light, with purples, greens, blues; it's like the menu: a bit of everything. Johnny Smalls offers appetizers and starters from all over the world, taking you on a tour of international cuisine, from the Americas, to Europe, the Middle East, and Asia. The furniture is almost overwhelming in its

variety: tables, stools, chairs, booths of all shapes, colors, designs and sheets of purple glass act as partial partitions, and as Mr. Important described it, "the bar, and in fact the entire space, is viewed through a lens of purple glass that descends from the ceiling and rises up from the floor, providing a shifting duality of deeply colored and non-colored views, just like putting on and taking off Johnny's rose colored glasses."



Even though at first sight the décor seems a bit gaudy, somehow it works. The starkly different combination of design styles, ranging from simple pieces of furniture, to extravagant, breathtaking items, creates some balance. The wide range of colors helps too: warm golds, browns, and beiges are tempered by cool blues and purples. In fact, maybe its very inconsistency is what makes the interior design work. Every angle you look at offers you a different view and even evokes a completely different mood. At the end of the day, Johnny Smalls is in Vegas; so what might not work in Paris, looks just fine in a city known for its flashy lights and wild extremes.







Lubna El-Elaimy

If you fancy a trip down a psychedelic rabbit hole; a trip that takes you through fantastic images, all the colors of the rainbow, lets you meet strange characters like Johnny and his cigar-smoking dog, and offers you a culinary world-tour; maybe you can check out the wonderland of Mr. Important Design's new creation, Johnny Smalls. But, as with all journeys through fantasy lands, make sure you take good care of your mind, you might just lose it somewhere along the way!

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- Mona Lotfy (20) (المشاركات)
- Mahmoud Ahmed (22) (المشاركات)
- Nora Samy (34) (المشاركات)
- Amr Farouk (35) (المشاركات)
- Salim Haythem (40) (المشاركات)

التقييمات والمشاركات

- Ritaj (مطعم كاسيري) (التقييمات)
- خدمة ممتازة والأكل جيد جدًا بين الأسعار عالية شوية... المزيد <<
- Nour (كثري العصافرة) (التقييمات)
- الكثري جامد موت، والمشكلة التي يتفح قبل ما... المزيد <<
- Gamila (دار الشوارما) (التقييمات)
- المطعم طيبات و القارة ووجه و الأجدد ... المزيد <<
- Wael (مطعم داندي) (التقييمات)
- المطعم ده جامد اخر حاجه و الأكل و همى المكرو ... المزيد <<
- Doha (فيلتر ملك) (التقييمات)
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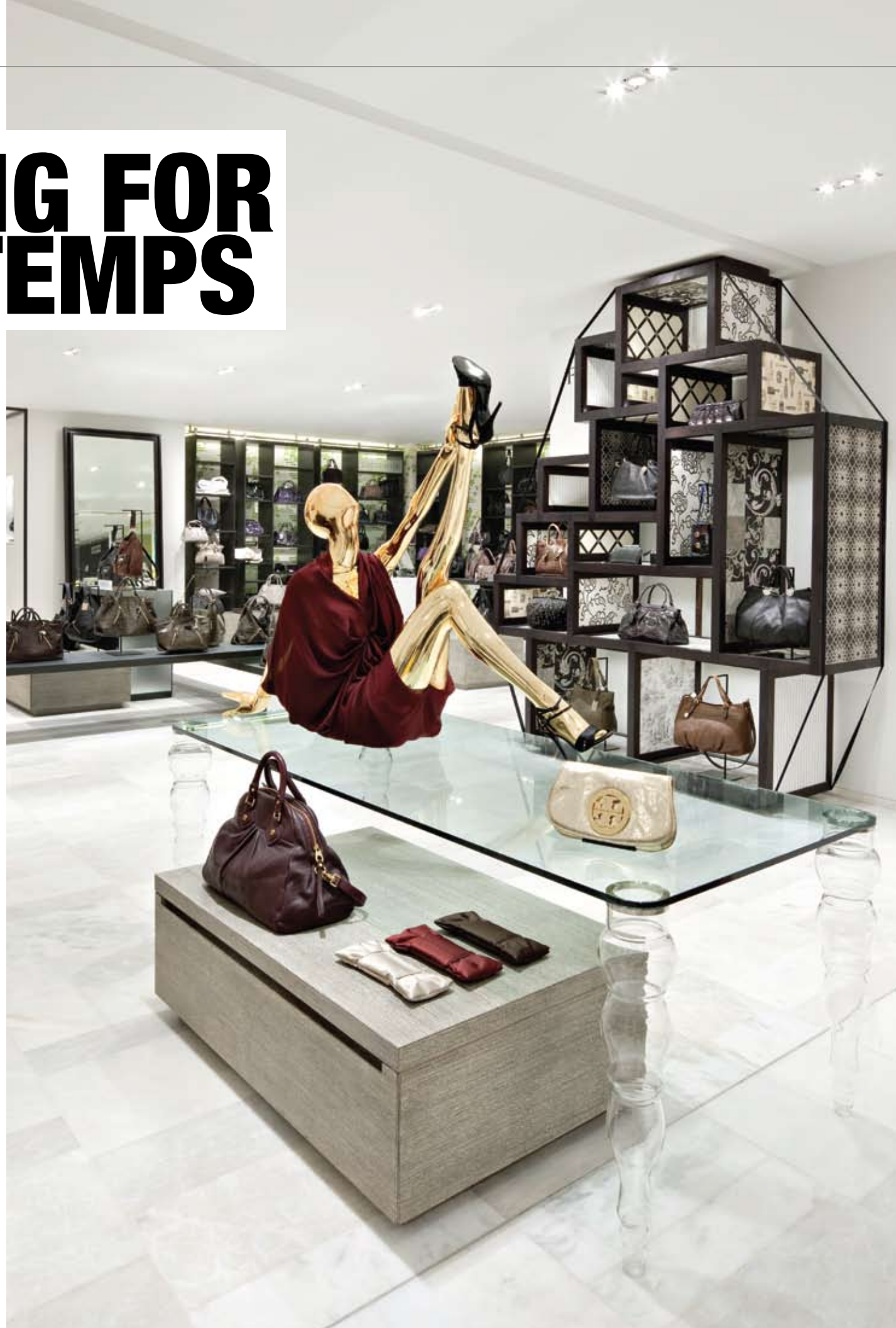
# SPRING FOR PRINTEMPS

Images courtesy of Yabu Pushelberg

Beautiful images come to mind when spring — or “printemps” in French — is mentioned: flowers, trees, sunshine without the scorching heat, and a feeling of renewal. Yes, it is that time of the year when we know that the gray winter has passed and everything will be just fine and colorful again.

In Paris, Printemps is not just the season of spring; it is one of the world’s oldest department stores that opened its doors in 1865. Over the years, Printemps built a reputation as a destination for those seeking everything chic, trendy and luxurious. As a department store, Printemps offers everything from cosmetics, clothing, accessories, to furniture and household items. Its fame grew even further when the Printemps building, which dates back to the store’s first opening, was declared a historical monument in the 1970s.

But, being more than 100 years old does not mean that Printemps is old-fashioned and outdated. Recently, the store’s interior has undergone a massive redecorating effort by Yabu Pushelberg, a well-known Canadian-based interior design firm. In the renovation of Printemps, Yabu Pushelberg “Combines the Paris tradition



with a fresh contemporary environment for the historic Printemps department store, one that exudes a chic flavor in the eyes of visitors and an international influence in the eyes of the Parisian.”

Yabu Pushelberg attempted to transform the department store concept in a subtle manner; keeping Printemps’ diversity, while giving it a fresh new facelift. The new design attempts to make Printemps friendlier, more like a home than a

commercial center as the designers explain, “This exciting counterpoint of perceptions is unified by fine finishes and materials throughout; the retail spaces are conceived as a series of ‘rooms’, like a large mansion, each with its own unique and identifiable character to create a residential ambience, in order to avoid commercial stereotypes and promote a relaxing atmosphere.” Thus, Printemps became more than a store; it turned into a unique experience.





Between the atrium and the retail area there is a promenade, which "is punctuated by quirky and fun fixtures for the display of trendy products," as the designers describe it. The residential ambience is created through the addition of certain touches, such as "a whimsical feature wall of fine entwined wire to movable hanging fixtures and display cases that emerge at different angles from the floor. An eclectic collection of art and furniture pieces throughout contributes to the refined residential

feeling." The escalator area on the upper floors is itself a breathtaking addition to the store, and there "Glimpses of dynamic and unique design elements in the central atrium encourage the shopper to explore further," inviting and enticing visitors to see what more Printemps has to offer. The hanging fixtures beside the escalators

resemble glittering birds suspended in space, or flying above, as if in an internal garden within this mansion.

With a new face to its timeless name, this Parisian historical icon is living up to its name; spring, renewal and timeless beauty.

Lubna El-Elaimy



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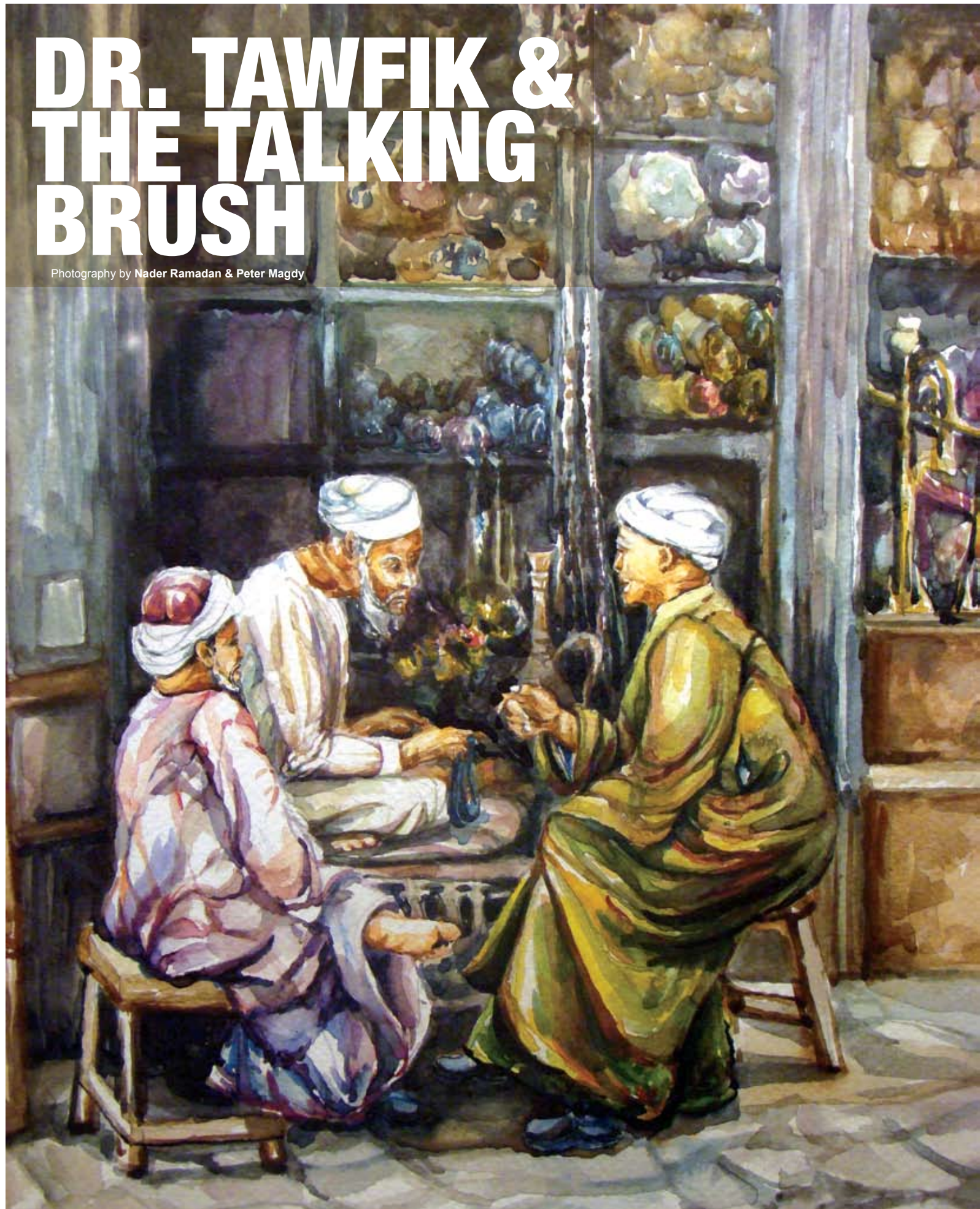


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# DR. TAWFIK & THE TALKING BRUSH

Photography by Nader Ramadan & Peter Magdy



This is not a tale of mystery and magic with genies, flying carpets and fairies; but rather a compilation of the different tales Dr. Tawfik Helmy tells us in his watercolor paintings...

Loving to draw since childhood days, **Dr. Tawfik** hoped to be a Fine Arts student. But like the case in all families back then; the idea of the impractical artistic career and the fact of his high grades; got Dr. Tawfik into a dental school. And yet, art was in his blood and came out in paintings and dental drawings! "The artistic sense makes medicine more enjoyable; not just in the drawings but also in achieving beauty in teeth! It's just like a plastic surgeon; who doesn't need to be an artist but should have an artistic sense in order to reach a pleasant form" Dr. Tawfik explained.

But after graduation, the medical life was hectic and Dr. Tawfik was getting more and more busy as time passed by. It had been then fifteen whole years with his brushes lying silent in his studio, until one day a very important visitor came to have dental care at Dr. Tawfik's clinic.

The visitor, Mr. Shafik Rezk, turned out to be the dean of The Faculty of Fine Arts at that time; during the late 80's. And since that moment, a new chance was born for Dr. Tawfik to let his brushes talk and even sing again!

A visit to Shafik's studio gained Dr. Tawfik's huge admiration and made him shift from his previously experimented oil painting

technique to watercolor. This visit was followed by get together times and trips to the countryside where they watched and sketched the vast open farms and simple peasant life. Other visits to El-Mo'ez street of Cairo; where the true essence of history is emphasized, also came out in Dr. Tawfik's tales; or artworks.

The details in these artworks are really priceless: how the antiques of El-Mo'ez appear in their different colors; showing the variety of display, and how the historic clothes are as if designed by a custom designer for a stage play or how

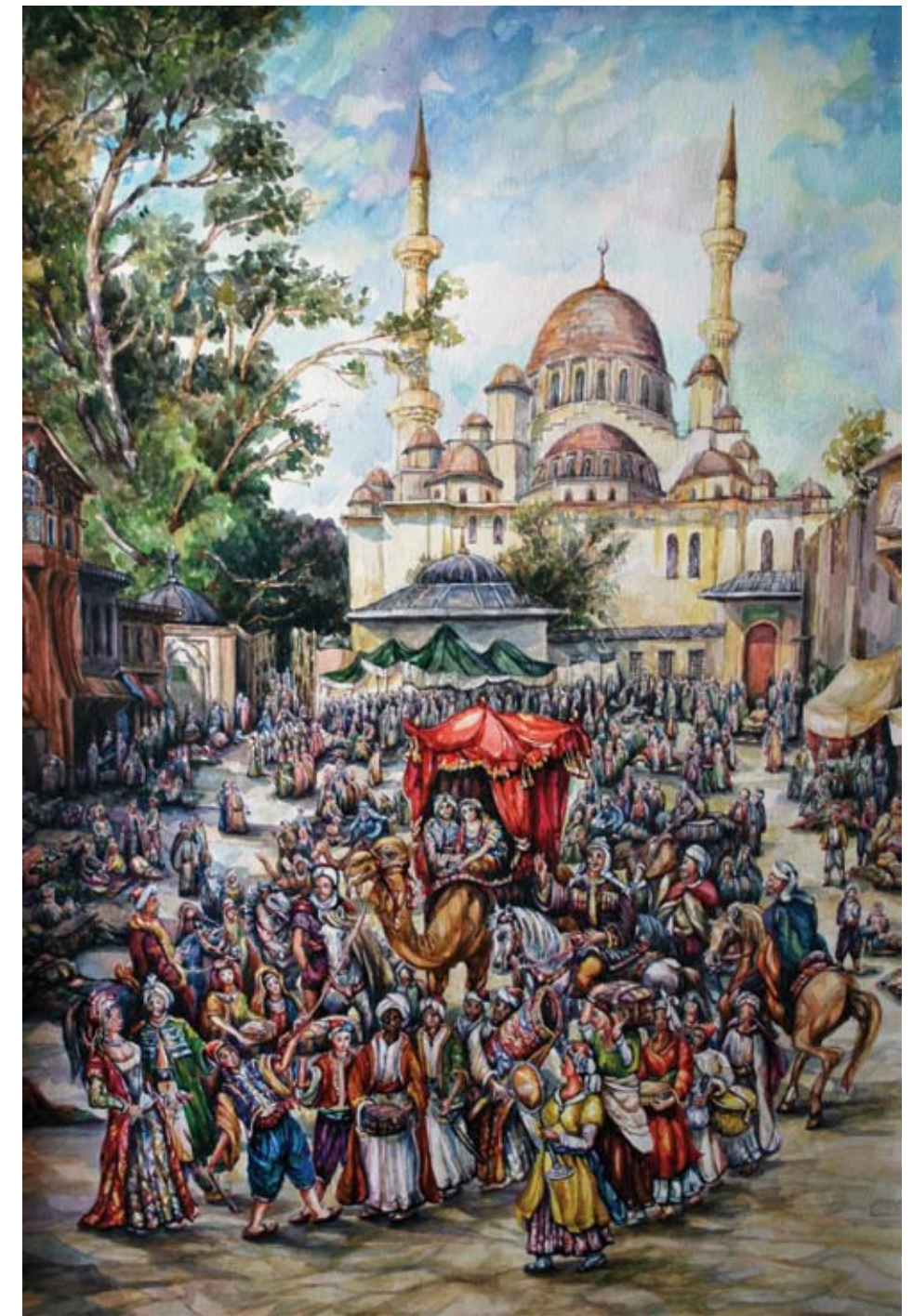




the leaves of palm trees speak of the countryside breeze! It's also amazing that these details are done in watercolor; with water being such a transparent medium, while still the colors of the paintings don't mingle too much forming a chaos! But that's not the only challenge herein achieved. With the multi colors used, you feel the paintings are enjoyable and yet

never noisy. You'll probably watch the painting for long; wondering sometimes about the feelings of the characters inside the scenes, or what the weather was like at that moment described, or you'll be admiring the historical clothing and complete setups which Dr. Tawfik interpreted in artworks after reading about them in historic tales.

You might notice that Dr. Tawfik's brush has flown sometimes creating, alternatively, areas of color or that the figures have become more abstract in some paintings than they were in others. **Dr. Tawfik** explains this saying "In the early stages, I used to stick to the traditional rules of painting; adhering to the lines of the pencil, and then I started



breaking the rules; letting my brush flow over the paper and making the pencil just a guide." And then he added: "In medicine, I have to respect the tools; basically when, where and why to use them, whereas in art, I am free!"

Dr. Tawfik's brushes had a rough time of silence with the shocking death of Mr. Shafik, and yet a phone call from a few art lovers one day revived his art sensation again. And soon enough, a gallery owner was requesting a number of his paintings to sell. "When the painter is encouraged, he is motivated and he creates a lot, even at the expense of his health. But when

there is no encouragement, the feelings become cold - except when you're in the mood to paint."

And how is it really like, perhaps you're wondering, when Dr. Tawfik's in the mood to paint? To this question of mine, he said in contemplation: "When I am so happy, my hand is like it wants to dance! And when I'm upset, I try to paint to get out of my depression. The best times are those in which I paint, because that's when I live in a totally different atmosphere; feeling a breakthrough towards another world!"

Iman El-Ashry



# DRIVERS! REV UP YOUR ENGINES... ON THE BEACH!

Photography by BMW Media

"Generous spring travel and extra-large light-alloy wheels raise the entire car to a higher level,"



The stereotypical image that all of us have of the typical beach buggy might make us all think again before buying one. Beach buggies are usually built for heavy duty jobs like drag races on the beach. You smile as you make your friends eat sand as you speed away to the finish line.

I have some bad news for your friends: they will have to eat even more sand, because the new **MINI Beachcomber** concept car combines both style and durability into an interesting integrated car design. Mini Cooper's new concept car made its debut memorable at the North American International Auto Show last January in Detroit, Michigan (aka Motor City).

You always want to have a little bit of sun, while you're at the beach or an Indiana Jones-style safari in the tropical Amazon forests. Like every other convertible, the MINI Beachcomber has a roof and

doors, which can be easily removed and fastened again in their proper places giving three passengers and the driver the option of seeking the full experience of the environment around them.

The most important part of your ride is that it gives you that sense of edge. The MINI Beachcomber has been designed with extra spring space, elevating the car and giving the passengers a psychological sense of authority; while, at the same time, ensuring their safety and security

"Generous spring travel and extra-large light-alloy wheels raise the entire car to a higher level," said a press statement from the BMW Group Media Site. "Access









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# KANDIL BUILDS WORLD'S LARGEST CHANDELIER

Images Courtesy of TBWA Egypt



Egyptian chandelier manufacturer **Kandil chiseled** itself into the history books last July when announcing that it successfully built the world's largest chandelier adding yet another entry to the Guinness World Records.

The record-breaking chandelier currently perches on the beautifully arched dome of the Hassan Sharbatly Mosque in the El Tagmow El Awal (First Settlement) area in Cairo. Having a unique Islamic design, the almost bell-shaped chandelier is a mouth-dropping 17.7 m in height and 17.6 m in diameter, which is around the size of a 6-story building. It was made out of 24-carat gold plated brass and has an

extensive network of around 2333 meters of metallic tubing and chains. The design team used a combination of LED and regular tungsten to light up the chandelier creating an interestingly magical effect when illuminated inside the mosque.

Like all world records, it had to come at a price. The project required 90 engineers, technicians, and workers who spent a total of 17,000 working hours both manufacturing and installing the chandelier in its place.

In celebration of the event, Kandil Egypt held a dinner where Mr. Islam Kandil and his colleagues emphasized the

uniqueness of the occasion given the fact that an Egyptian company had the ability to break a world record without any foreign assistance.

This project beat a handful of other world records which currently hang in their places till today. Turkey's 4.5 ton Dolmabahçe Palace chandelier is an ornate display of 750 lamps all of which clumped together in an interesting decorative fashion. There is more than meets the eye with this chandelier as it was a gift from Great Britain's Queen Victoria to the Ottoman Empire during the 1800s, yet another opportunity for world leaders to rub shoulders.

By doing some travelling down south, any tourist be able to feast their eyes on the Sultan Qaboos's Grand Mosque chandelier in Oman has a total length of 14.5 meters making its size comparable to that of a five-story building.

But it falls short of beating Kandil's record since the Hassan Sharbatly Mosque chandelier is twice the diameter. Nonetheless, the Omani counterpart is still a jaw dropping sight beautified by an extensive network of Swarovski crystals and gold-plated metal work.

Yet, weight made all the difference since Kandil's chandelier weighs 3 tons, less

than the half of the Sultan Qaboos's relatively heavy built chandelier weighing at around 8.5 tons.

Kandil Egypt is a relatively young firm starting in 1976 as a factory for the production of gold-plated chandeliers now offers a range of products and styles, including modern, classic, Mary Teresa, wrought iron chandeliers, and chandelier brass foundries.

Nader Ramadan



# ICFF 2010



Design by: Objeti, LLC



Design by Varier Furnituras

WHITE PLAINS, NY, MAY 24, 2010 GLM, LLC, producer and manager of the International Contemporary Furniture Fair (ICFF), brought the 22nd annual four-day contemporary design summit to a close on Tuesday, May 18, with a buzz crowd of invigorated, interested exhibitors and attendees. In all, 23,431 interior designers, architects, retailers, developers, facility managers, wholesalers, store design professionals, hotel and restaurant designers, manufacturers, students, and design-loving members of the general public scoured through an astonishing trove of design's practical invention displayed over 145,000 net square feet (13,500 net square meters) of exhibit space on the floor of New York City's Jacob K. Javits Convention Center.

Design by VERREUM



North Americans couldn't have missed the contemporary design convocation presented by a total of 590 exhibitors (up 7% over last year) representing the world's leading designers, manufacturers, and purveyors of up-to-the-minute innovations in furniture, seating, carpet and flooring, lighting, outdoor furniture, materials, wall coverings, accessories, textiles, and kitchen and bath products for residential, home/office, and contract interiors. Of those exhibitors, 254 (43%) were making their ICFF debut. Sharing the show floor almost equally were 313 (53%) exhibitors from across the U.S. and 277 (47%) exhibitors from the design-conscious world beyond U.S. borders.

The 2010 ICFF welcomed emissaries from 40 countries, large and small, with distinctive indigenous design and manufacturing traditions: Argentina, Australia, Austria, Barbados, Belgium, Botswana, Brazil, Canada, Chile, China, Czech Republic, Denmark, El Salvador, Finland, France, Germany, Iran, Israel, Italy, Japan, Latvia, Lithuania, Mexico, Netherlands, Northern Ireland, Norway, Philippines, Poland, Portugal, Russia, Scotland, Senegal, Singapore, South Korea, Spain, Sweden, Taiwan, Thailand, United Kingdom, and U.S.

Design by Foscarini srl



Design by Artifort



Design by Mabeo





Design by Conmoto



Design by Blaco USA



Design by HASTENS BEDS

Also present at this year's design assembly were 14 contingents, which created a wonderfully intriguing babel of accents and aesthetics on the show floor. They included: Argentina-Fundacion Exportar, Austrian Trade Commission, British European Design Group (BEDG), Czech Selection 2010 (Czech Republic), Furniture Association of Portugal, Furniture New York, The Furniture Society (U.S.), German Design Council, IDSA New York (Industrial Designers Society of America), Inside Norway, Interiors from Spain, Japan External Trade Organization (JETRO), Singapore Furniture Industries Council (SFIC), and Thai Trade Center (Thailand).

Press Release



Design by Council Inc.





Wiping your sweat in the midday July heat, you've decided to call it a day. The vast, wavy green ocean around you feels overwhelming. You have whacking at those golf balls and you are ready to slip on those white leather gloves, pack up all your best golf clubs, and set off for a nice warm meal with an ice cold drink.

For those who are too pooped to sleep, but energetic enough for some post-golfing action, there's nothing like spending a couple of hours at the: Tempo Restaurant & Lounge, a place that offers a unique dining experience with promises of being a pivotal west Cairo venue. SODIC, one of Egypt's largest real estate development firms, is the main culprit behind this new operation to start the nation's first Greg Norman signature, in the quickly developing high-end residential community of Allegria. The Tempo Restaurant & Lounge is now the new chill out point for all golfers and golfer wannabes.



From a design point of view, it's an interesting demonstration of how architect and interior designer Mona Hussein made use of a normal sized villa to create well-designed space for a lounge, a restaurant, two locker rooms, and a shop; combined together with consistency. The air conditioned air blows into your face as you step through automatic doors to discover a totally new experience to luxurious design typology. An extreme contradiction between the internal and external worlds of this new fiesta fortress immediately rings a bell. The combination of high energy light peach colors from the outside; eventually, turn into grays and whites on the inside.

the place; while, ensuring the visual elements associated with luxury are still maintained.

The design may be good; but, now it's chow time. This little restaurant offers a bit more than just a table for two. What else would be on the menu other than some of the most interesting shrimp mixes you'll ever see. Shrimp falafel was something I definitely couldn't find on the menu in any place that I've been to. Simply sinking your teeth into falafel gives you the usual expected slightly oily taste of this Middle Eastern cuisine; but, once you hit the shrimp, it adds an interestingly refreshing dimension to the overall taste.

Downstairs, we have the formal table set up, according to the protocol of any restaurant with a tad bit of the usual country club casualness. The orange chairs add an interesting twist to the black and gray tones on the walls. If we go deep inside, we will discover an interesting little shop offering a large array of internationally recognized products.

Two locker rooms upstairs immediately add a new dimension to the somewhat ritzy tones downstairs. It adds the sporty element to the overall atmosphere of

The design of the Tempo Restaurant & Lounge proves that the interior designer and architect can easily take advantage of a very limited amount of space, and efficiently put it to use. As the size of the place is almost the same as many of the other villas on the Allegria compound, the next time you feel like living Tiger Woods-style, check out the Tempo Lounge & Restaurant, where you can spoil yourself after a hard day's work.

Nader Ramadan



# TEMPO RESTAURANT & LOUNGE KICKS OFF

Images courtesy of Trans-Arabian Creative Communications





# DUPONT SHOWCASES CONSTRUCTION TECHNOLOGIES AT INTERBUILD 2010

Dupont, the immensely-diversified science technology leader, took this year's Interbuild fair as a chance to showcase the company's latest products within the construction industry.



DuPont provides innovative materials for the fields of agriculture and nutrition, electronics and communications, safety and protection, transportation and apparel as well as home and construction; where the latter is run under the Building Innovation business unit of the company. It is through the Building Innovation unit that DuPont has been contributing to Interbuild in the past years.

Being the Middle East's biggest fair for construction and building materials; Interbuild represented the best chance to communicate with the construction market. Mr. Khaled El Dessouky, DuPont Country Manager in Egypt, comments on this issue stating; "It has been a chance to give a message to the construction community that DuPont has a big focus on the Egyptian market: We are here every year with a new thing and we are maintaining our presence."

DuPont, originally founded in U.S.A over 200 years ago, is now operating in approximately 80 countries. The company has launched its office in Egypt in the year 2000 and is now developing a super pave technology in cooperation with the Egyptian Ministry of Roads and Transportation. The DuPont™ Elvaloy® polymer will be used for modifying the Bitumen used for paving; eventually resulting into hopefully more durable Egyptian roads.

Among other major cooperation processes is DuPont's new agreement with the leading Egyptian kitchen designer Amr Helmy. The DuPont™ Corian® material, which DuPont has provided Amr Helmy Designs with, passes the impression of marble but has much more flexibility, a much lighter weight and a huge color palette. These qualities eventually bring Helmy's innovative designs into actual technological reality.

At DuPont's booth in Interbuild, Helmy's design of the Corian® Longoo Shower was on display, along with Corian® chairs and a Corian® sink of unconventional design. El Dessouky commented on this sink stating: "This product shows you how flexible the design could be. Corian® is non porous so you don't have any leakage; and hence it's durable."

The Corian® palette of colors and patterns was on display and generally patterns could be custom made as per clients' requests. However, the Corian® palette already has 100 options including those of the "Illumination Series"; which have enhanced translucency to create special lighting effects when used with white light. DuPont™ Corian® is suitable for usage with metal, wood, stone or glass; eventually suiting any kind of interior setting and also exterior designs; since DuPont™ Corian® is suitable for façade cladding!

The DuPont™ Zodiaq® solid surface material was on display too. DuPont™ Zodiaq® has much more quartz than DuPont™ Corian® and is accordingly more durable. It is suitable for usage in horizontal and vertical surfacing, and although it has fewer color options than Corian®, the Zodiaq® colors-be they bold or gentle-are surely a touch of luxury.

DuPont develops innovative geotextile products that help in solving soil problems. These include the "Typar®" product; which is used for soil stabilization under weights and is hence widely used in railways, and DuPont™ Plantex®; which DuPont chose to showcase at Interbuild with a setup of plants and pebbles. DuPont™ Plantex® protects the soil from fungi and herbs and is suitable for usage under the soils of artificial lakes and golf courses.



Early 2011, a new DuPont™ Corian® shop will be opening in Maadi in collaboration with Amr Helmy Designs. This shop will represent the first licensed DuPont™ Corian® shop to open in the MENA region; whereas the only DuPont™ Corian® shop in Europe is located in Milan, Italy.

Press release





# EGYPTAIR

## LAUNCHES MOBILE AND INTERNET SERVICES ONBOARD



**EGYPTAIR** is going to launch mobile and internet services onboard the newest fleet of the Airbus 330-300. The first aircraft of this fleet will be delivered during the last week of August.

The Airbus 330-300 provides many modern technologies such as wireless internet and personal mobile usage on board, besides using the GSM, SMS and GPRS services. The passengers flying onboard the new A330-300 will be able to make phone calls through their mobile phones with the same international call rates of their service providers, in addition to the ability to send SMS and using the mobile internet services. Moreover, the customers will enjoy using the WI-FI service throughout their flight.

This new A330-300 accommodates 301 seats, of which 36 are in business class and 265 in economy class. Business class customers will enjoy the comfort of sleep on their Lay Flat Beds, or they will indulge themselves in hundreds of entertainment options with a personal entertainment system screened on the 15.4" LCDs and recharge their personal devices while relaxing on their seats.

Furthermore, EGYPTAIR's newest A330-300 economy class provides wider and more relaxing seats with personal entertainment system to enable the customers and their families selecting from the best entertainment programs. They can also recharge their personal devices in their seats.

Captain Alaa Ashour, Chairman and CEO of EGYPTAIR Airlines stated that "we are keen on the continuous development and upgrading of our services. These new services will enable our customers to keep in touch with their businesses, families and friends throughout the flight."



You deserve it.

Soon, stay connected to the world onboard our newest **Airbus 330-300**. Use your personal mobile while flying or connect to the WI-FI internet and keep in touch with your family and business.

**EGYPTAIR**  
A STAR ALLIANCE MEMBER





# EGYPTAIR RECOGNIZES TRAVEL AGENTS

Egyptair held a gala dinner at the Fairmont Towers honoring its partners of success, thanking all travel agents for their great cooperation and contribution.

