

# THE FOLIO

## MONA HUSSEIN DESIGN HOUSE

[www.monahussein.com](http://www.monahussein.com)

[www.mahally.net](http://www.mahally.net)

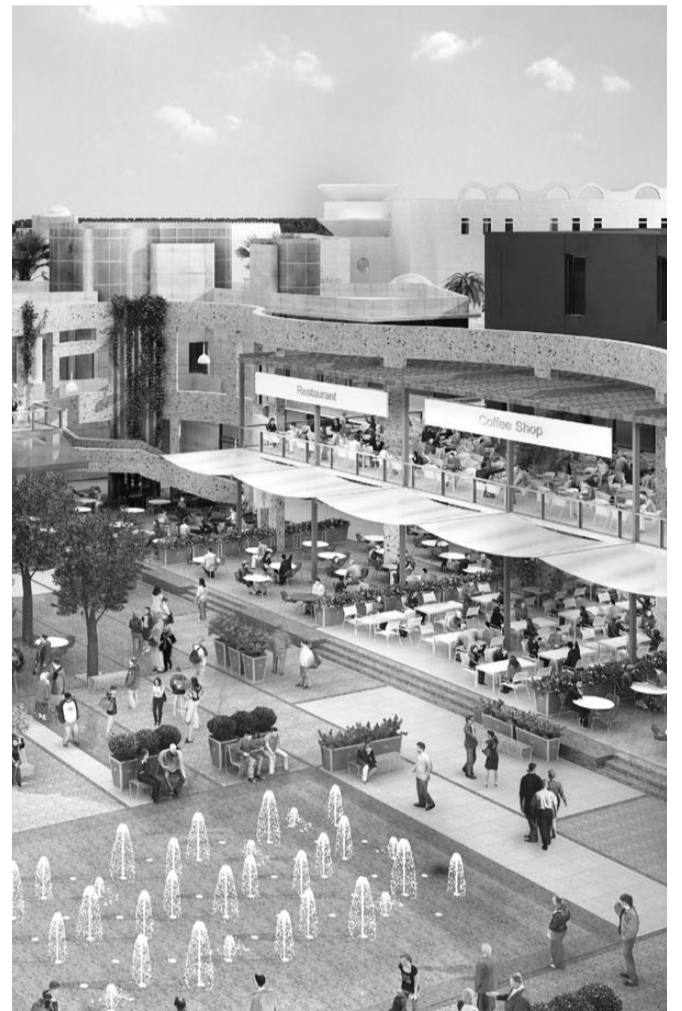
2015 - Vol.3



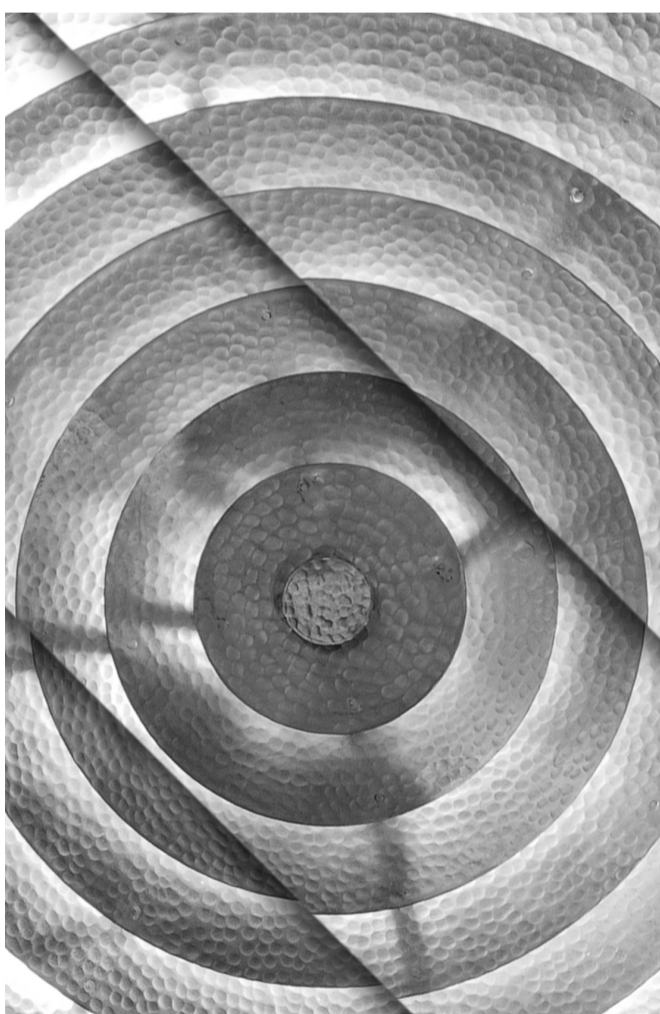
INTERIOR DESIGN



ARCHITECTURE



LANDSCAPE



PRODUCT DESIGN



ART & SCULPTURE



BRANDING  
MANGROOVY  
[www.mangroovyresidence.com](http://www.mangroovyresidence.com)

BRANDING

04 12 14 16 18

Interior - Residential Interior - Hospitality Interior - Retail Interior - Offices Architecture - Selected Projects

20 21 22 24 26

Consultancy - Outdoor spaces Landscape - Outdoor spaces outdoor/indoor - Residential Branding - Selected Projects FF&E - Mock up

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# COOL SEASIDE CREATION

Cool shades of whites and greys takes over the mood of this sea side contemporary villa. Marble cladding contrasted with warm wood tones creates the perfect harmony between the two textures. Coolness has never been so warm.

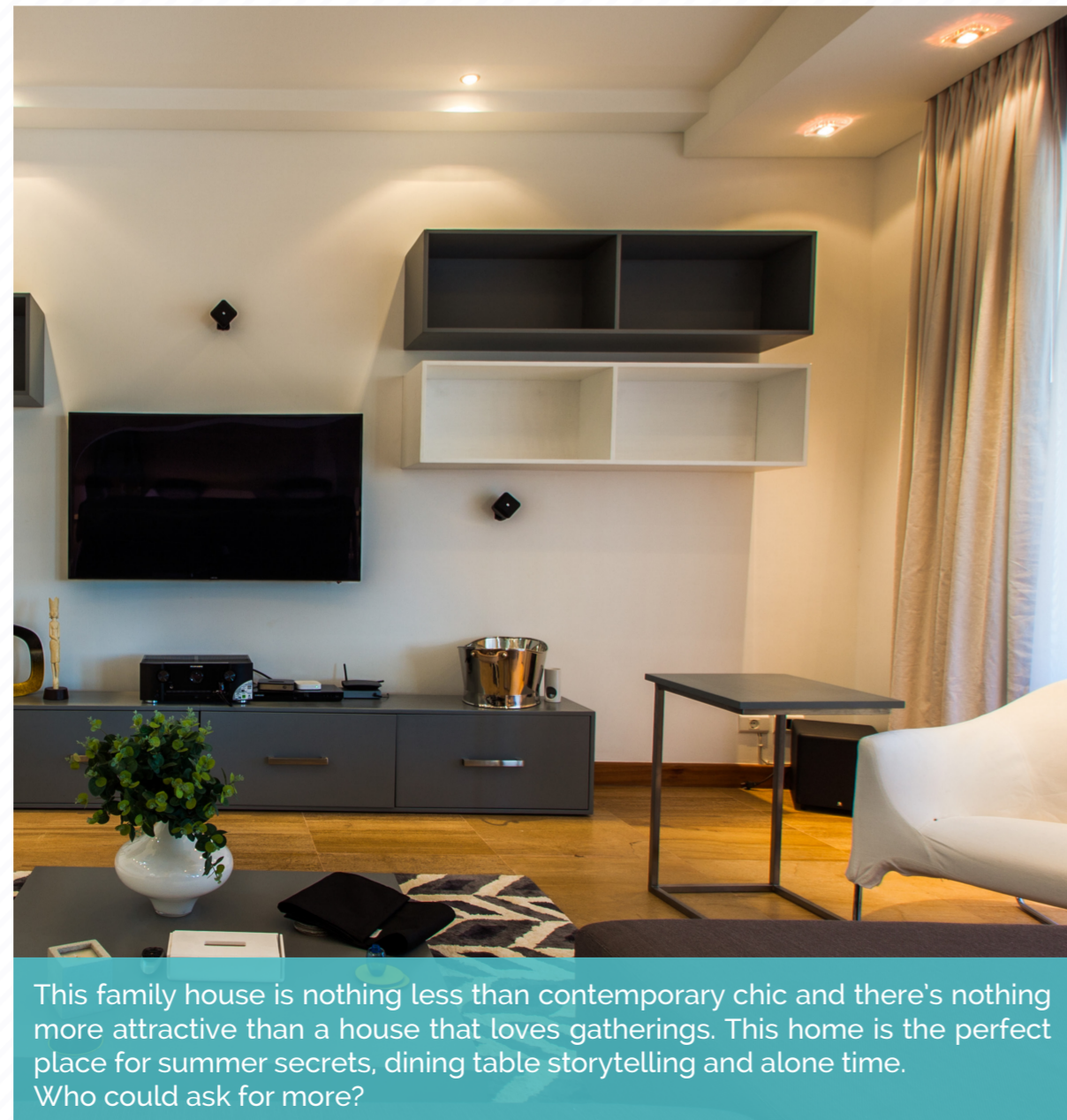


مزيج من التوازن والإنسجام بين اسلوب التصميم المعاصر والفاخر مضافاً على المنزل أناقة وتميز. التجاليد الرخامية المتميزة من رخام الباليساندرو والخشب الداكن لتقديم فكر جديد في عالم التصميم. بالإضافة لتدارج الألوان والتي تظهر من كل زاوية فهذا المنزل قد صمم ليكون علامة مميزة بالجونة.



على شاطئ البحر الأحمر، ترق منزلًا بتصميم حديث فريد من نوعه، ليثبت بأنه جزء من هذا المكان مما يأسرك بروعة الحياة، فكل مساحة صغيرة تم تطويعها بإبداع للمزج بين راحتك وأسلوب الحياة المعاصر وخلق منزلًا عائليًا براقًا تكشف فيه كل زاوية ومساحة عن معجزات من التنوع. وقد تم تصميم هذا المكان خصيصًا للتمتع بالشمس والهواء النقي في كافة فصول السنة، التوافد الكبيرة التي تجلب الكثير من الضوء الطبيعي وتربط المكان مع الطبيعة المحيطة به. وتقدم الألوان الطبيعية المستخدمة هدوءًا وسكينة للراغبين في نمط حياة صحي وعطلة منعشة.

# GLAMOROUS PEARL



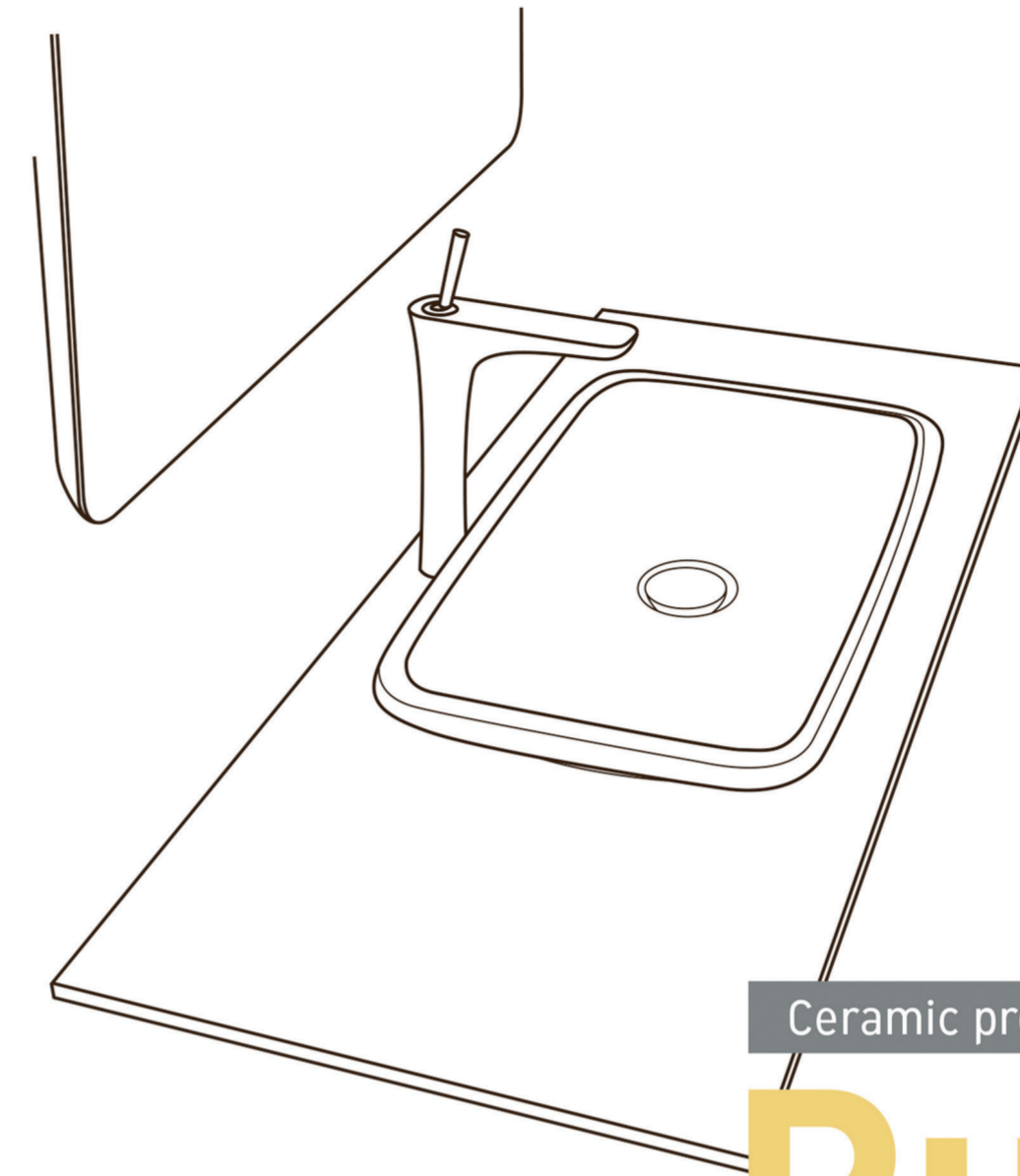
This family house is nothing less than contemporary chic and there's nothing more attractive than a house that loves gatherings. This home is the perfect place for summer secrets, dining table storytelling and alone time. Who could ask for more?



**Puravida:** The design of this extraordinary complete range makes minimalism approachable by giving it a new feminine touch. All lines are exceptionally soft and give the range a sense of effortless motion.



Puravida's graceful appearance, inviting surfaces and subtle luxury make the collection ideal for people who are not interested in prestige but in contemporary forms, enjoyment and joie de vivre.



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Ceramic products + Bath-/ Whirltubs + Bath furniture

# PuraVida

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 KM 38 Cairo-Alex Rd.  
 6th of October  
 Phone +2 02 38572041/2

**Sheraton Building**  
 Elmosheer Ahmed Ismail st.  
 Behind Fairmont Heliopolis  
 Phone +2 02 26968700

**Hurgada Showroom**  
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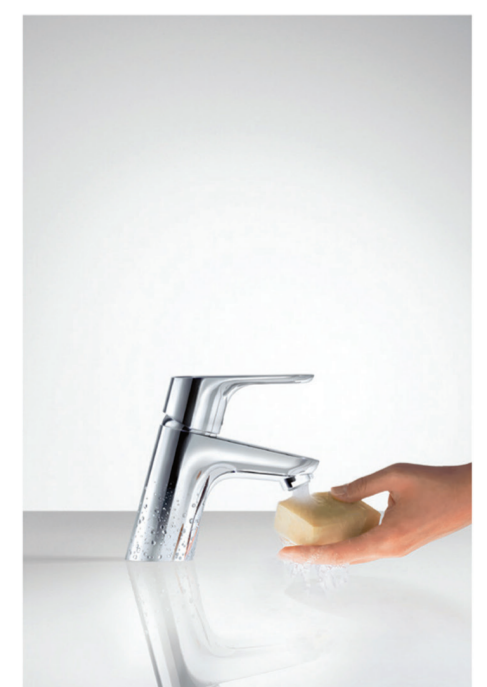
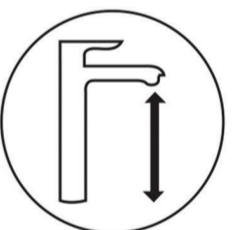
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With your own very personal ComfortZone.



Focus makes it easy for you. Easy in daily life, because thanks to a ComfortZone 240, with its modern and simplicity range it blends harmoniously with any interior.

# BACK IN TIME : MODERN ARABIA



This demi-saison house was designed to accommodate all seasons. The purpose of this house was to be able to use all parts of it all year round making it the chameleon that it is. You can never get bored of timeless design.



YEAR : 1997



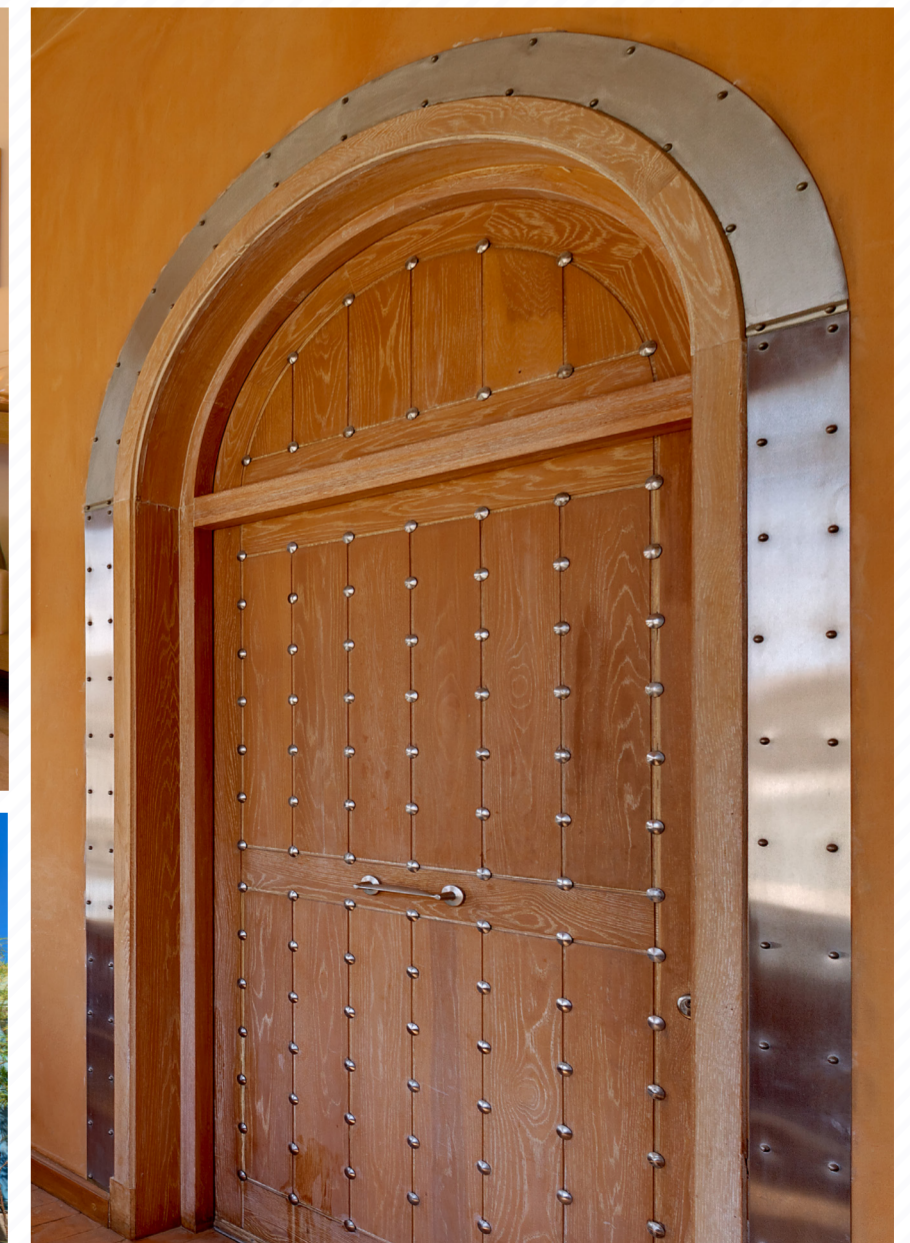
Heritage is a great source of inspiration, especially when it's Arabian because the depth of the history has left us with so many elements and motifs that can be adopted or adapted to modern architecture, textures or colors. This summer home has done exactly that.



تصميم هذه الفيلا يجمع بين الطراز العربي القديم و المعاصر حيث العناصر الزخرفية القديمة والإبداع في خلط العناصر التقليدية مع الخطوط الحديثة.



YEAR : 2002



تم تصميم هذا المكان خصيصا للتمتع بالشمس والهواء النقي. النوافذ الكبيرة التي تجلب الكثير من الضوء الطبيعي والهدوء وربط المكان مع الطبيعة المحيطة به. تقديم الألوان الطبيعية لنمط حياة صحي وعطلة منعشة.



## THE THREE CORNERS RIHANA — EL GOUNA



Seeking to break the routine, Kick back and relax. The Three Corners Rihana Resort and Hotel, your Nubian style masterpiece in El Gouna. Featured by the stunning domes and arches shading the warm sunset colors, complimented by lush, and narrow landscaped gardens which make the most of the Red sea view.

YEAR : 1998

إذا كنت تسعى لكسر الروتين والإسترخاء فإن فندق ريحانة ذو الطراز النوبي بالجونة هو المكان الأمثل لك. الطابع الخاص من القباب المذهلة التي تعكس الألوان وغروب الشمس والتصميم الواسع للحدائق الخضراء يحولان المكان إلى تجربة سفر فريدة ومتميزة.

## TRANQUIL EXPERIENCE AT SULTAN BEY — EL GOUNA



Outstanding hotel design for a relaxing experience. It's essential to find a hotel that suits your demands in terms of functionality and aesthetics. In case you are looking for something out of the ordinary you have to visit Sultan Bey Hotel. Rooms are designed with special Arabian design.

صمم فندق سلطان باي في الجونة ليمتحن تجربة فريدة مليئة بالإسترخاء. في حال كنت تبحث عن شيء خارج عن المألوف فعليك بزيارة هذا الفندق والاستمتاع بالراحة التامة المحاطة بالتصميم العربي للمكان.



YEAR : 1997

# USER-FRIENDLY SHOPPING EXPERIENCE AT SEoudi



تم تصميم سوبر ماركت سعودي بطريقة بسيطة وصريحة لعرض المنتجات بشكل منظم ومغري لتحويل التسوق في المكان إلى تجربة ممتعة ومريحة.



Circulation, food marketing rules and hypermarket requirements are all factors that steered the design towards its desired direction. This super-market is designed to be simple and user-friendly to all, but of course never leaving out an MHDH twist. Black metal shelves and signage systems give this space a modern edge to its competitors.

# RETAIL TO THE DETAIL



Floors and More; a retail store in the heart of Designopolis designed to showcase the brands variety of products. Warmth and brand image are translated through the wood floors and shelves with accents of green plexi for the trendiness of the place.



حقق تصميم محل Floors & More للأرضيات الخشبية وغيره الراحة والجاذبية بخلط الخشب الطبيعي مع البلكسي ليعطي روح عصرية للمكان.



# THE MHDH DREAM DEAL

MHDH has collaborated with NextTep, Middle-East, Digital-COM, TND and Mag Trade , to provide a unique design and finishing packages tailored specifically to SMALL and MEDUIM sized offices.

Strongly entered the field of turnkey contracting, NextTep starting with the commercial interior offices and banks buildouts industries. NEXTEP have managed to finish some of the best bank branches and some other turn key projects.

MHDH Office was featured by outstanding and unique furniture created by TND Design Company. TND features a number of top rated, aesthetics, convenience high

end brands, marrying design to durability through a vast diversity of products suited to the modern business world of today.

In addition to offices integration to satisfy your business needs by one of the leading companies in Egypt for automation, DIGITAL COM, specializing in the design, engineering, integration and installation of Custom Electronics Systems for the commercial, residential and Yachts markets.

Last not least MAGTRADE, who has provided our office with the most distinctive and distinguishing flooring carpet tiles and rolls.

Finally, MIDDLE EAST MEP who strives to

meet the increased demand on professional Electro Mechanical Contractors and to provide a professional and long-term partnership with you. They believe that professionalism and quality is not a luxury but rather a must in any project, whether commercial, residential, industrial or public spaces.

**"SPECIAL DISCOUNT FOR THE FIRST FIVE CLIENTS"**



**TAKE A LOOK AT THE LATEST PICTURES OF OUR POLYGON OFFICE BECAUSE YOUR OFFICE COULD BE A DREAM TOO.**



To request a proposal or to schedule a visit please contact us at : (+202) 38653245, (+20) 122 749 8221, (+20) 102 858 8004 .  
 E: Designer@monahussein.com, The Polygon Business Park, Building 03, D2, 4th Floor, Sodic West, P.O.Box 12451  
 Km 38, Cairo-Alex Desert Road, Sheikh Zayed City, Giza, Egypt.

# NEW BORN ARCHITECTURE

We, MHDH, are committed to provide you with innovative design solutions that are both functional and avant garde yet inspiring. We take our clients dreams and we turn them into realities. Together we will work in a way that will make the job with the highest quality yet cost effective and authentic as possible for YOU.



# MHDH x YOU

## MHDH CONSULTANCY SERVICES

With creative concepts and designs, MHDH innovate and fine-tune all finished or/and furnished spaces.

We collaborate with the sub-consultants and contractors to develop inventive and inspired designs, in addition to the selection of paints, artworks, furniture and materials. We always seek to provide you with our artistic touches to remodel and enhance your space.

Streetscape and Signage



Kids area



Gate Design



Functional Art



Art and Sculpture

We were responsible for introducing our consultancy services including the Symposium ideas for art and sculptures, giving young artists the opportunity to showcase their talents in a beautiful setting throughout the selection of design, lighting, location and the artist placard.



Streetscape

We provide you our consultancy services to develop the theme of gardens, kids' areas and fitness stations depending on targeting publics, age and function of the garden.

In addition to the innovative design services, material selections and allocate the compound streetscape to develop the streetscaping, gates designs, signage, colors and codes themes and functions.



Art and Sculpture



- A-162
- B-185
- C-038
- D-040
- E-014
- F-090
- G-131

Units Codes and Colors

Pocket gardens

# SIMPLY OUTDOORS

An alluring appearance to outdoor spaces.

Mona Hussein Design House is dedicated in illustrating and designing varied types of landscaping services which help you in giving a touch of nature radiance to your space. We develop custom outdoor living environments and management plans to fit and satisfy our customer need.

Winning the Gold Award of the ICSC Middle East and North Africa for the landscape of Designopolis, Mona Hussein Design House MHDH developed and continues to develop a vast variety of landscape designs for commercial and entertaining projects, where Leisure is designated in the West Town - The HUB - SODIC.



The Hub



Designopolis



نحن جميعاً نريد أن نرى جمال الطبيعة والسحر الرائع للمساحات الخضراء. يعمل بيت منى حسين للتصميم لتنسيق أنواع مختلفة ومبدعة من المناظر الطبيعية التي تساعدك في إضفاء لمسة من الإشراق إلى المساحة الخاصة بك.

# THE ULTIMATE CITY LIFE



A terrace is a wonderful place to gather wits, relax, read a book and enjoy having a meal outside. This modern terrace designed by MHDH offers a blend of functionality and relaxing atmosphere that is wonderful for family and guests.



هذه الشرفة المبهجة التي صممها منى حسين حيث قيمة الاسترخاء للعائلة والضيوف وقراءة الكتب والتمتع بالوجبات الشهية مع من حولك في الهواء الطلق.



We met the challenge to stash away the duct-work and cables to design a comfortable family gathering spot in an apartment's in-door rooftop. MHDH defined a cozy comfortable pool space while the hints of color in decorative items add enough zest to this city apartment.



قبلنا التحدي لتحويل السقف ومساقط التكييفات والكابلات لتصميم مكان مريح يجمع العائلة لتمضية وقت رائع وحيوي مع مزج لمسات من الألوان الرائعة.

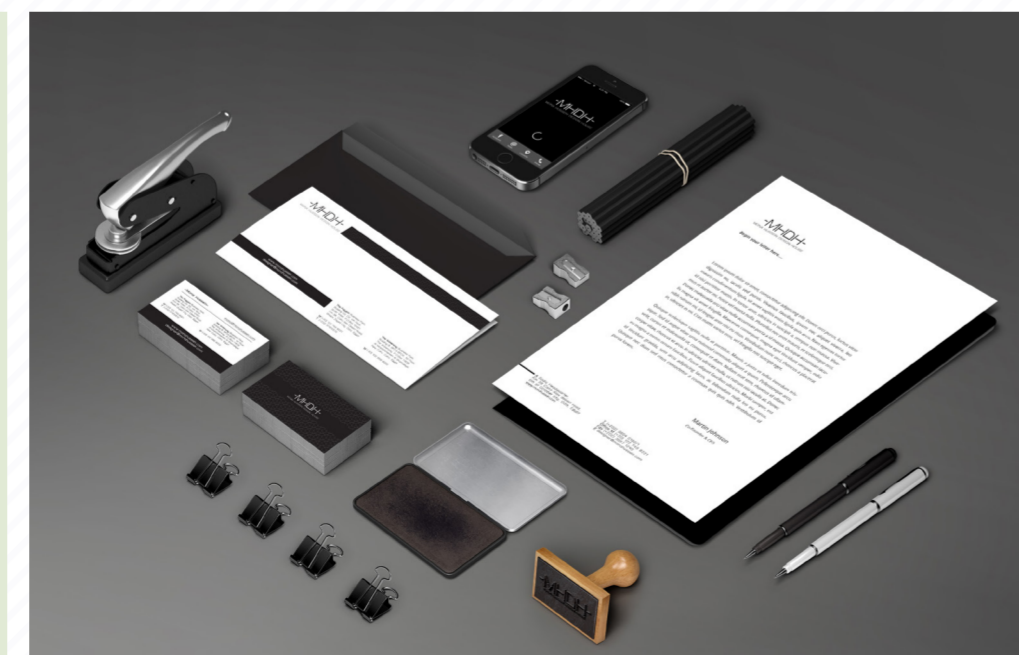
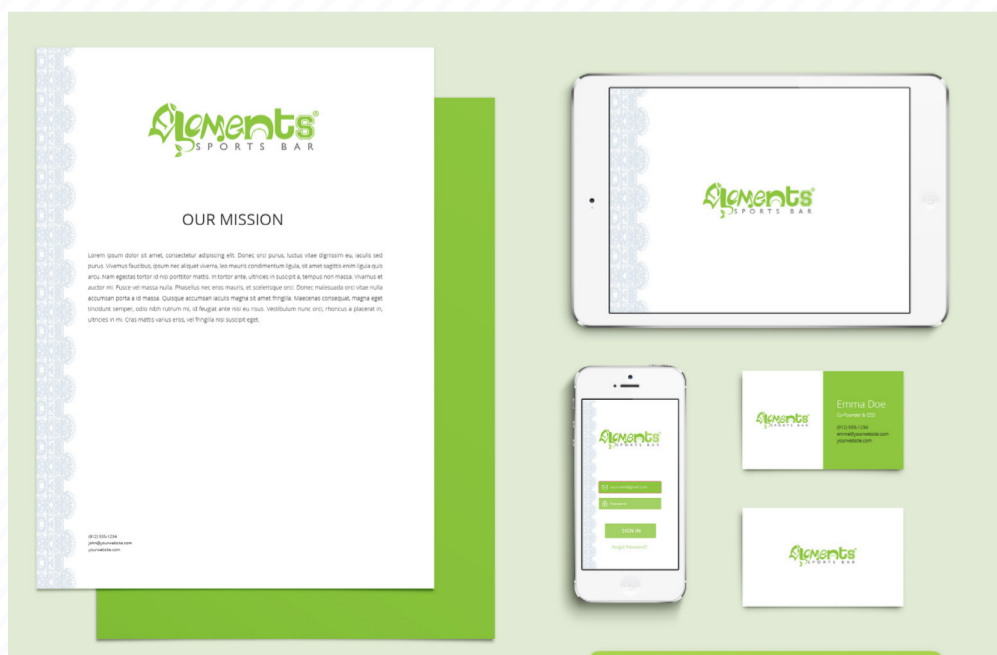
# BRANDED



MHDH offers a highly intricate branding package for all varieties of clientele.

Our design specialists team is dedicated in giving you a full package of nothing less than the very best in terms of creativity, design and coherence.

Branding to us is about how one represents themselves and we know how to do exactly that.



# A new world for your projects



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Showroom: The 47<sup>th</sup> Building, 90<sup>th</sup> St. North, Fifth Settlement, New Cairo. Tel: 0 2 / 2 3 1 3 1 6 5 4  
 info@tnddesign.com



www.tnddesign.com  
 www.tnddesign.com

# ANCIENT SANDS HOTEL MOCK UP



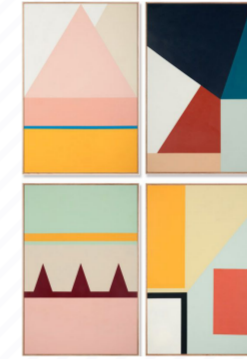
The mix between warmth and coolness in the furniture and furnishings is contrasted with the Arabian inspired project. Cool colors and clean lines is the mood for this little nook.



# TRENDING 2015

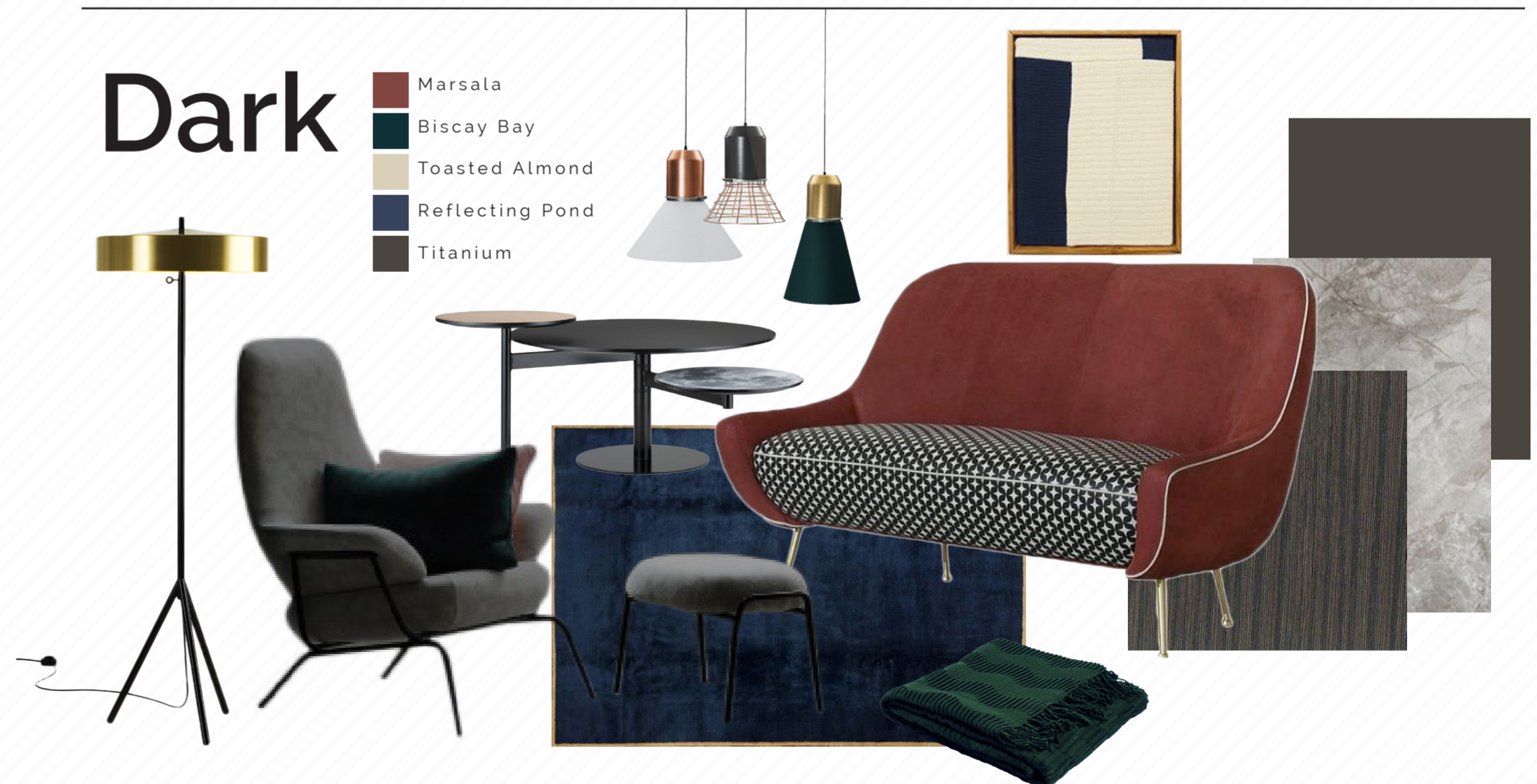
## Light

- Strawberry Ice
- Lucite Green
- Desert Sage
- Glacier Gray
- Custard



## Dark

- Marsala
- Biscay Bay
- Toasted Almond
- Reflecting Pond
- Titanium

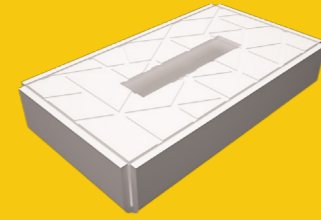


# COOL WHITE AND SUMMER GOLD

Color minimalism by Mahally takes over beach houses and cabins by storm.



Engraved trash bin  
White resin  
MH-AC-TB-11-01-01



Engraved tissue box  
White resin  
MH-AC-KB-05-01-01



Geo Vase  
White resin  
MH-AC-V-01-01-01



Engraved coffee table  
White resin  
MH-FU-TB-C-12-01-01

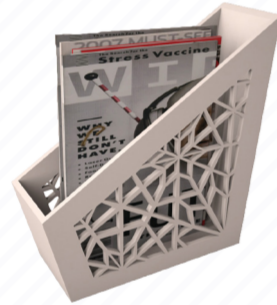


Engraved side table  
White resin  
MH-FU-TB-S-10-01-01

www.mahally.net



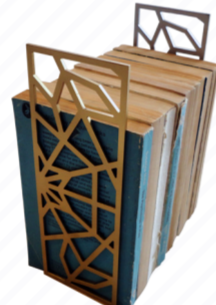
LUMINOUS BRASS  
Gold Plated Brass Clear Crystal  
MH-LT-PD-01-01-01



Magazine file  
White resin  
MH-AC-MF-01-01-01



Magazine rack  
White resin  
MH-AC-MR-01-01-01



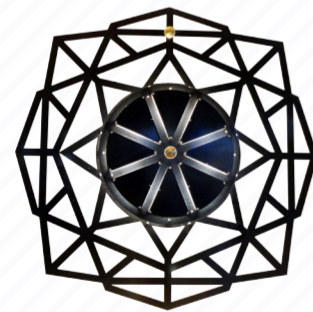
Celest Book End  
Steel Electrostatic Paint  
MH-AC-BE-01-01-01



Bokhor burner  
White resin brass  
MH-AC-BB-01-01-01



Fragment Pendant  
Steel Epoxy Lacquer Finish  
MH-LT-PD-03-01-01



Fountain Applique  
Steel  
MH-LT-AP-05-01-01



Lura Inlay Table  
White resin  
MH-FU-TB-S-05-01-01



Platinum Fauteuil  
Beech Wood with Artificial Leather  
MH-FU-CH/L-01-01-01



RIPPLE APPLIQUE  
Brass -gold  
MH-LT-AP-02-01-01



Gio side table  
White resin  
MH-FU-TB-S-09-01-01



Lura Side Table  
White resin  
MH-FU-TB-S-04-01-01



minaret side table  
White resin brass  
MH-FU-TB-S-12-01-01



Gio Trash Bin  
Brass  
MH-AC-BE-09-01-01

## # و هنفرشك



عند شرائك أياً من الوحدات السكنية من أشجار سيتي، نضمن لك الحصول على كل ما يوفر لك بداية جديدة ومختلفة فالآن يمكنك فرش بيتك كاملاً من "محلي" لمبنى حسين والإختيار من بين نمودجين لمساعدتك في الإستغلال الأمثل للمساحات مع حرية تغيير الألوان لفرش البيت بأقل الأسعار. كل ما تحتاجه من أثاث وإكسسوارات وإضاءات عصرية مستوحاة من الهوية العربية التي يقوم بتصنيعها محلي بأعلى مستويات الجودة التي توفر لكم الوقت الراحة.

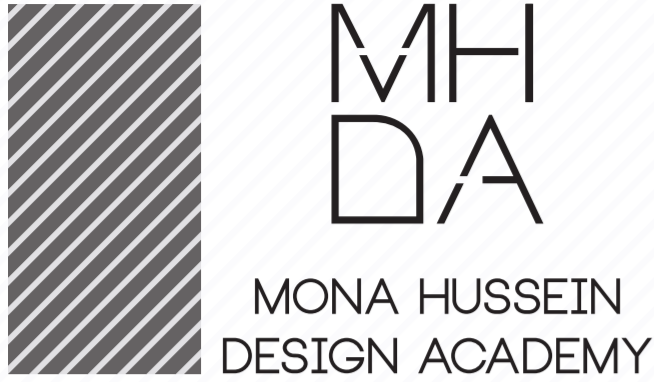


When you purchase any of the residential units of "ASHGAR CITY", you will be able to fully furnish your Home with MAHALLY by Mona Hussein. MAHALLY provides you two different Mockups furnishing with color and material varieties.

The "Local pride" in furnishing products manufactured in EGYPT with highest levels of quality and lower prices to offer you comfort and convenient installments.

You can Now get what you need for your home furniture, accessories and lighting fixtures in MAHALLY with modernized authentic touches inspired by the Modern Arab identity.





**INTRODUCTION :**

**MONA HUSSEIN DESIGN ACADEMY**

**The Interior Design and Development Course  
4th Round – September 2015.**

**ABOUT:**

Mona Hussein Design Academy specializes in interior design and decoration education. It offers a wide range of in-depth design related courses each of which have been specifically developed by industry expert Mona Hussein, her team, and business suppliers to respond to the market demand.

**OBJECTIVE:**

Objective is to share 21 years' experience in the Egyptian market for the knowledge and consolidation through our future vision. Mona Hussein Design Academy is institutionalized to inform and educate on anything that encompasses interior design. The benefit of this course is that there are no architecture or interior qualifications needed to apply but rather a plus, which means that this is not a technical course.

One of the most important things is to introduce materials to our students and recommend suppliers, accordingly a huge no of Egyptian lead companies are participating in our academy each with their own knowledge and experiences.

**AUDIENCE:**

Students, Designers, Contractors.

**HEAD SUBJECTS:**

1. Introduction to interior Design.
2. Interior design project phases In Details.
3. False Ceiling and HVAC and MEP.
4. Automation Consultant and Lighting & HVAC.
5. Kitchens.
6. Bathrooms.
7. Hard Flooring
8. Soft Flooring.
9. Wooden work and Hardware.
10. Paints.
11. FF&E - Accessories -Carpets & Curtains.
12. Art and Sculpture.

**SELECTED SUPPLIERS WILL BE:**

DigitalCom #Automation\_Consultant,  
Middle East #MEP,  
Knauf Ltd. Egypt #false\_ceiling,  
Siraj #lighting,  
Joy #kitchens,  
Duravit #bathrooms,  
Marmonil #marble, #flooring,  
SAMS #flooring, #ceramics,  
Floors & more #wood,  
Tarkett #vinyl,  
Jotun #Paints,  
Warda #fabrics\_and\_wallpapers,  
Misr Gallery #artists

**TIME AND PLACE:**

The course consists of 12 sessions that will take place every Saturday, from 7th February to 2nd May 2015, excluding Saturday 11th April 2015. From 11:00 am until 3:00 pm at Nile Maxim Boat, Saray El Gezira St., Zamalek, Cairo. In front of Cairo Marriott Hotel.

We offer places on a first come first served basis to ensure fairness amongst our apprentices. To book your seat, 50 % is payable at our head office in SODIC Headquarter or New Cairo Branch and 50% Maximum by August 2015.

**HEAD OFFICE ADDRESS:**

Head Office Address: The Polygon Business Park, Building 03, D2, 4th Floor, Sodic West, Km 38 Cairo-Alex Desert Road, Sheikh Zayed City, Giza, Egypt.

New Cairo Branch Address: 20 C south of the police academy, 5th Settlement, New Cairo, Egypt.

**APPLY NOW FOR THE 4<sup>TH</sup> ROUND IN SEPTEMBER 2015**

Phone : +202 38653245  
Mobile : +2 01028588004  
+2 01288174440  
Email : designer@monahussein.com



**"THE DETAILS ARE NOT THE DETAILS.  
THEY MAKE THE DESIGN."**

- Charles Eames

**THE SUCCESS OF  
MONA HUSSEIN DESIGN ACADEMY  
MHDH**

Mona Hussein Design Academy was a great success. The course was full of information, tips and exercises. The Syllabus was constructed by interior design expert Mona Hussein and her team that distills more than 21 years' experience in the Egyptian market for the knowledge and consolidation through their future vision, covering every aspect of design related topics. Mona Hussein revealed all the design secrets, along with the suppliers they offered straightforward instruction and clear advice of how to tackle each project successfully. The course met its objectives clearly and accomplished what it was set out to achieve.

"Attending MHDH was one of the most knowledgeable and fruitful learning experiences I have been through. Not only did we get a very deep insight into Mona Hussein's personal experience and knowledge but we were also brought the number one suppliers of every field, who participated in every session providing us with a great amount of information about their products and giving us great resources that would save us so much time and energy in the future. Mona Hussein shared with us her own extremely valuable creation the "Designer's Manual" which is a great guide to every interior designer showing us every step of a design job and the sequence of the work. Overall, MHDH was a great step towards starting a professional interior design career that guarantees a first class designing quality for my clients." Heba Farrakha



حققت أكاديمية منى حسين للتصميم نجاحاً كبيراً، فقد كانت مليئة بالمعلومات والتدريبات والتي تغطي كل الجوانب والمواضيع ذات الصلة بالتصميم. تم وضع مواد ومنهج الأكاديمية من منى حسين من خلال خبرتها التي تفوق ال 21 عاماً في هذا المجال وأيضاً من خلال فريق العمل الذي يتألف من أربع المصممين. وقد كشفت منى حسين كل أسرار التصميم، جنباً إلى جنب مع أشهر الموردين في كل المجالات، فقد قدموا نصائح واضحة لكيفية اخضاع ومعالجة كل المشاريع بنجاح.

"حضوري أكاديمية منى حسين للتصميم يعتبر واحداً من الخبرات الأكثر ثماراً التي عشتها في حياتي. فقد مكنتني من الحصول على فكرة عميقة للتصميم من خلال تجارب منى حسين الشخصية في العمل. استضافة أشهر الموردين في كل مجال قد زودنا بكمية كبيرة من المعلومات حول منتجاتهم التي من شأنها أن توفر لنا الكثير من الوقت و الجهد في المستقبل. و قد أعطتنا منى كنزاً لبدء حياتنا المهنية والتي تضمن الجودة من الدرجة الأولى في التصميم لموكلي وهو "دليل المصمم" وهو دليل كبير يحتوي على كل خطوة من التصميم وتسلسل العمل. "هبه فراخة"





# IT IS YOUR SHOT TO SHOW US WHAT YOU HAVE GOT !!!

## THE PRODUCT DESIGN COMPETITION

# “BALADY COLLECTION”

Collection BY MAHALLY DESIGN AWARD

The BALADY COLLECTION COMPETITION, a freestyle product design competition designated for professional and young creative designers to create together an authentic yet elegant collection inspired from our charming Balady culture. The BALADY COLLECTION COMPETITION consists of six stages starting with the Concept Design, Schematic Design up to the Production Phase and Products Launching.

The competition is supported by the **Egyptian Furniture Export Council (EFEC)**. MAHALLY Design Award is a certificate of excellence for designers. It is an important milestone in their career. MAHALLY will showcase the designers' talents to both producers and the buying market. MAHALLY is the liaison between the product designers and producers to finetune the best designs submitted; while Participants are responsible for producing their own creative products in collaboration with the assigned producers.

MAHALLY showroom will launch the BALADY COLLECTION during its opening event on SEPTEMBER 2015 at its new location in "The WATERWAY" compound in New Cairo. Honored Guests are from MHDH and "The WATERWAY" Clients. In addition to the EFEC, Production Factories, Respectable Firms, Designers, Friends and Sponsors.

MAHALLY will offer the winners certificates for their products as well as royalty fees from future sales. Furthermore, the winning designs and productions appear on Mona Hussein Design House MHDH Folio, distributed to the MHDH Clients, Design Oriented Companies, Developers, Entrepreneurs, Compounds, Website and social media pages ( Facebook, Twitter, Instagram and Google ), etc.

The Jury Group is composed of 15 adept members, Ms. Mona Hussien (Mona Hussein Design House MHDH), Arch. Yasmine Helal (Egyptian Furniture Export Council EFEC), Arch. Cherif Morsi (Designer) and some of

the best production factories in Egypt.

**The Valuable Production Factories will include:**

- o Mr. Adham Nadim [ Nadim ]
- o Mr. Ahmed Helmy [ Meuble El Chark ]
- o Mr. Ihab Derias [ La Roche ]
- o Mr. Cherif Makram [ Hardwood ]
- o Mrs. Amina El Sweedy [ El Sweedy ]
- o Mr. Mohamed El Kahal [ Zimmer ]
- o Mrs. NancyAwad [ Helcometals ]
- o Mr. Mohamed Said [ Form ]
- o Mr. Shereef Abd El Hady [ Mohm ]
- o Mrs. Christian Abdallah [ Marmonil ]
- o Mr. Tark Bahr [ Decorative Glass ]
- o Mr. Ahmed Farid [ Madar ]
- o Ms. Christiane [ 3 Brothers ]



STAY TUNED FOR THE BEST AND ELEGANT PRODUCTS DESIGNED BY OUR CREATIVE AND ARTISTIC DESIGNERS AND PRODUCED BY THE POWERFUL EGYPTIAN PRODUCERS. YOU STILL HAVE THE CHANCE TO WORK ON THE 2<sup>nd</sup> COMPETITION BY MAHALLY DESIGN AWARD!!

MAIN SPONSOR



SUPPORTED BY



JURY



# LET'S GO GREEN

Environment-friendly Products made out of Palm Midribs



Mahally with Mona Hussein and other superlative Egyptian designers have collaborated with the Egyptian Society for Endogenous Development of Local Communities (EGYCOM) to design palm midrib products. We introduced a discarded natural resource that could replace wood, a main cause for global warming, in product design and flooring. The palm midrib comes from the annual pruning of the palm. Pruning helps control pests and diseases, maintain the vitality of the palm and increases its production of dates; therefore palm midrib is a valuable environment-friendly material.

The objective is to help the Egyptian manpower take advantage of their local materials using environmentally- friendly resources to create high quality products. These products can be used as a substitute for wood in product design and flooring.



Characteristics of Palm Midrib

Palm midrib is significantly tougher and more durable than other imported wood, according to the American Standards ASTM 2555-88.

يقوم عدد من أكبر مصممي الأثاث في مصر بالتعاون مع الجمعية المصرية للتنمية الذاتية للمجتمعات المحلية بتقديم التصاميم الخاصة بمنتجات الجريد حيث يتم تصنيع الأثاث من جريد النخيل كبديل للأخشاب المستوردة والمدمرة للبيئة. يتم الحصول على الجريد من التقليم السنوي للنخلة حيث أن التقليم يزيد إنتاجية النخلة ويحافظ عليها من الإصابة بالآفات. ولذلك يعتبر جريد النخيل من المنتجات الصديقة للبيئة. يهدف هذا المشروع إلى استغلال الأيدي العاملة المصرية والخامات المحلية ومنتجات صديقة للبيئة وإنتاج منتجات عالية الجودة تستخدم كبديل للأخشاب في صناعة الأثاث والأرضيات الباركية.



خواص جريد النخيل

مقارنة بين الخواص الميكانيكية لجريد النخيل و الاخشاب الاخرى التي توضح مدى صلابه و متانة جريد النخيل وفقا للمواصفات الامريكية ASTM 2555-88.



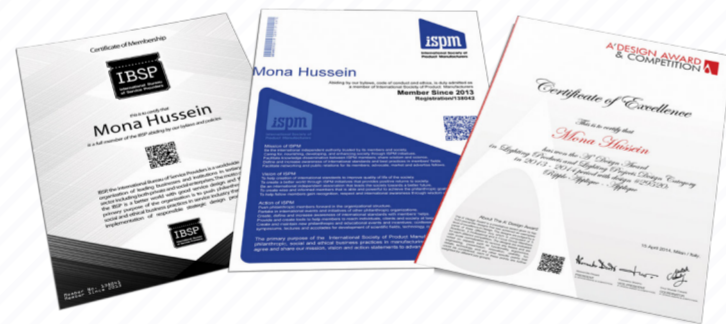
## RIPPLE APPLIQUE BY MONA HUSSEIN WINS THE FAMED A'DESIGN AWARD IN LIGHTING PRODUCTS AND LIGHTING PROJECTS DESIGN CATEGORY, 2013-2014

Ripple Applique by Mona Hussein is inspired by raindrops when steadily observed and how they propagate and contrive a sequence of circular forms from the moment they fall from the sky down to when they marry with water. This pluvial process is the substructure of the design concept formation for the ripple applique. The beauty of this applique is the flexibility it offers to a space. It could be hung on either a ceiling or a wall, in clusters or independently. The indirect dimming light that is supplied generates warmth, intimacy and harmony making it a pleasant addition to a mood.

The applique can be made out of either brass, copper or metal sheets that are cut into rings and are individually hammered. This applique has been hand constructed by master craftsmen in Egypt using simple tools and produced in medium sized workshops.

**“ ANYTHING THAT COMES TO LIFE MUST HAVE A STORY BY ITS CREATOR. IT MUST OBTAIN A HISTORY THAT LEAD TO ITS EXISTENCE, A JOURNEY THAT VALUES ITS PURPOSE AND HUMBLENESS IN ITS FINAL DELIVERANCE ”**

*Mona Hussein*



حازت المصممة منى حسين على جائزة A' Design Award لعام ٢٠١٤ التي تمنح لمنتجات و مشروعات الاضاء. و قد أستوتحت فكرة التصميم من الطبيعة و خاصة قطرات المطر . يمكن تصميمة من النحاس الأحمر أو النحاس الأصفر أو الأستانلس ستيل . و جعلته أكثر مرونة حيث يمكن تثبيتة على الحائط أو في السقف .

## MONA HUSSEIN DESIGN HOUSE, WINNER OF THE BID WORLD QUALITY COMMITMENT AWARD IN PARIS 2014

Paris hosted this year's BID World Quality Commitment Convention, where professionals and business leaders from around the world gathered to recognize excellence and success. In particular, the convention celebrated quality in business and operations. Award winners demonstrated commitment to the criteria of the QC100 TQM Model, which helps bolster customer satisfaction and cost efficiency across all areas of operation.

Among this year's winners, Mona Hussein of Mona Hussein Design House, from Egypt, received the World Quality Commitment Award in the Gold Category at the BID Quality Convention in Paris. The organization has made huge strides this year as a leader not only within its sector, but also in Egypt. The Award came as an ideal way to celebrate this past year's successes while looking forward to putting quality first in the year to come.

All of the winning companies in Paris have expressed their commitment to the QC100 TQM Model, which serves as an excellent example for other organizations in today's rapidly changing business environment. By making customer satisfaction the highest measure of quality, BID award winners set the benchmark in their respective sectors and contribute to the social and economic development of their countries, paving the way for world-changing initiatives. A key example can be seen through Mona Hussein Design House, whose spirit of innovation and positive growth has overcome and indeed thrived in the challenging current global economic climate.



Mona Hussein stood before the gathering of international leaders, sharing the company's achievements to date as well as its future ambitions and goals. Despite the difficult current global economic climate, Mona Hussein Design House strives to excel in quality each day, creating a competitive advantage in its industry. For this reason, Mona Hussein Design House won the 2014 BID World Quality Commitment Award in Paris. The Award is presented by BID to those companies and organizations from around the world that best adhere to excellence and innovation in their practices, putting quality first at all levels of organization.



For more details, visit the gateway website, <http://www.gatewaycnet.com/index.php?link=DyN25rDmmC>

- MANGROOVY  
- MOCK UP INTERIOR -

-MHDH-  
MONA HUSSEIN DESIGN HOUSE



DREAMLAND INTERIOR  
- GOLF RESTAURANT -



DREAMLAND  
- ARCHITECTURE -



PRIVATE RESIDENCE



SNEAK PEEK



It all started with a pouf that was chosen to be exhibited at the +20 Egypt Design Platform at Beit El Suheimy. It was a great jump start for me and I have been designing my own furniture pieces ever since. I founded the company in 2012 and was later joined by my sister Alia - who has a passion for home accessories - earlier this year.

big fairs and fly back to Cairo passionately and cruise around it's charming souks and historical markets to hunt for fabrics and local material.



Where to find us (physically):  
**Bagua Boutique:**  
 17 Ahmed Heshmat Street Zamalek.

Where to find us (socially):  
 #menna\_abouzeid\_designs  
 @Menna Abouzeid Designs.

Other  
 www.menna-abouzeid.com  
 info@menna-abouzeid.com



Our business concept is based on paying attention to the Egyptian sense of design, therefore we produce all our products in Egypt with pride whether we use Egyptian raw fabrics, dyes or craftsmanship.

Living currently between Frankfurt and Cairo has made me aware of the European taste and market. I enjoy visiting the

## CREATING GREEN SPACES



Schaduf Favorite plant: Anthurium is our favorite indoor plant because of its beautiful seasonal flower. For edible plants, "molokheya" is our favorite. It is perfectly suited for Egyptian weather and grows seamlessly.

### Wise Words: If it is to be is up to me

So what does Schaduf do exactly?

Schaduf is about creating green spaces. Bringing life to walls and rooftops and revolutionizing the aesthetic skyline throughout Egypt and the Middle East. Trend setting a green movement, Schaduf is improving quality of life and livelihood.

What's so special about a green wall?

Besides bringing lush greenery to your surroundings, natural plants actually improve air quality by filtering bad toxins and increasing energy rich oxygen. Simply viewing living plants improves our mood and well-being.

We provide indoor as well as outdoor green walls with a proprietary fully automated irrigation system, innovative insulation solutions using our own technology, and sourcing local plants and materials whenever possible. Sustainability is key to our processes where green walls credit points to the LEED sustainability building certification.



Green Columns



Green Wall



Gouma wall

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## OUTDOOR TIPS



**AHMED SHOKIR**

**Minimize steep slopes.**  
 Slopes can be challenging because of the potential for erosion and runoff. If slopes cannot be avoided in your landscape design, install plantings with deeper root zones such as native ground covers and shrubs to provide stabilization and prevent erosion.



**RANA MABROUK**

Save your money & effort by selecting the Composite Decking Materials which are as close to maintenance-free as you can get. They cost more than most natural wood, but the payback comes with reduced maintenance & refinishing process.



**DINA NOUR**

Firstly, think of your family members activities while designing your outdoor space. Secondly, avoid direct lighting in outdoor spaces, instead light your shrubs, trees and palms for a more relaxing and subdued effect.



**MOSHIRA MAHFOUZ**

Regarding the outdoor decking especially around pools drainage systems are vital; the deck should not be slippery even when wet, withstands heat and comfortable for barefoot use.



**SALLY SALAH**

Create a focal point to give the eye something to land on; and let the rest of the furnishings and accents support that piece. For example, an extensive pond can become the central gathering point, providing a spot to arrange furniture and orient views.



**NADIA ELGALLAD**

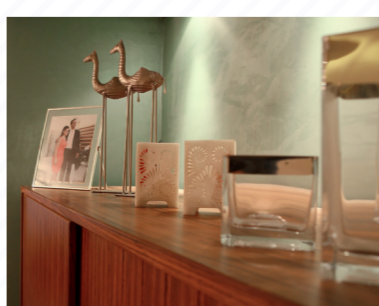
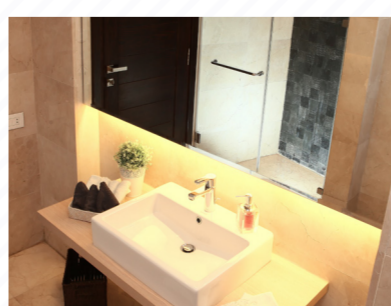
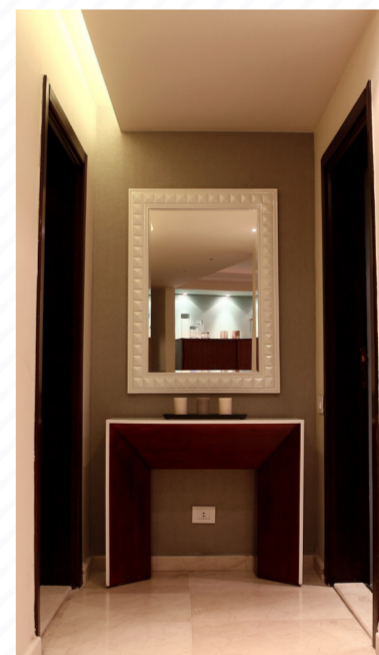
When planting your garden, think about growth heights, then arrange plants as high, medium and short trees. Always put the shortest in front.



## MHDH DESIGNER HOME

Rania Ali Khoreba has designed her home out of her passion for interiors.

To me the ultimate feeling of a home is by making it comfy and cozy while making good use of each space. I mixed warm colors, ambient lighting and earthy materials to create my own decorative contemporary look yet keeping it sleek and neat. I was striving for warm minimalism and that is what I have achieved.



# IT'S SUMMER TIME



MAHALLY your homegrown Egyptian furniture store has now officially popped up at the Pop Up shop – Downtown  
Check out our Latest Collections and get into the season mood.

## VISIT US NOW

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