

# THE FOLIO

## MONA HUSSEIN DESIGN HOUSE

www.monahussein.com

www.mahally.net

September 2012/Volume 1

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## MONA HUSSEIN'S LATEST ACCOMPLISHMENTS IN FRANCE



### "Taking over the interiors of a Benetti boat"

La crème de la crème of summer projects fell into the lap of Mona Hussein. The project was to *un* finish, *deux* design and *trois* to decorate the interiors of a Benetti Boat. Not only did her client give her these three tasks but generously passed the Designer in Chief full freedom in all design affiliated aspects.

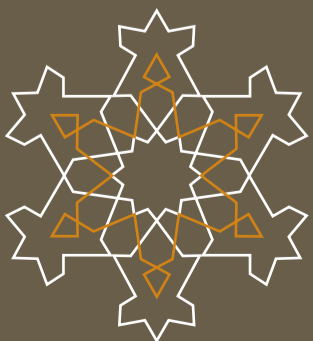
Taking French streets by storm, Mona Hussein collected bits and pieces from here and there to build the final scene of this Benetti beauty by using serene colors of grey, blue and beige giving the boat a contemporary feel of a warm and tranquil atmosphere.



## DESIGNOPOLIS WON THE 2011 GOLD AWARD

Designopolis's landscape was a LEED certified project which was one of the aspects that led to winning the Gold award of the ICSC (International Council of Shopping Centers) Middle East and North Africa. For many years, in various competitive programs, the ICSC has honored the shopping centre industry's most cutting-edge proper-

ties, innovative solutions and creative responses to market trends. Now, ICSC is focusing that same competitive template on the Middle East and North Africa; discovering Designopolis's landscape in Cairo, Egypt. Mona Hussein Design House is honored and proud to be part of the development of Designopolis and to win such an award.



جائزة مركز شمال أفريقيا والشرق الأوسط للتسويق  
حصل مركز ديزاينوبوليس التجاري على الجائزة الذهبية من مركز  
شمال أفريقيا والشرق الأوسط للتسويق وذلك عن التنسيق الحضاري  
الذي إشتراك في تنفيذه بيت تصميم منى حسين.

### انجازات منى حسين فى فرنسا

تمكنت منى حسين فى هذا المشروع من ترجمة رؤية العميل لتحقيق تصميم  
عملى ومريح.  
وفقا لرغبة العميل فى أن يكون التصميم بسيط ومريح فقد استطاع فريق عمل  
منى حسين تحقيق ذلك عن طريق استخدام خطوط صريحة وبسيطة لخلق  
تصميم داخلى يعمل على الراحة والاسترخاء.



## SODIC HEADQUARTERS AND SALES CENTRES

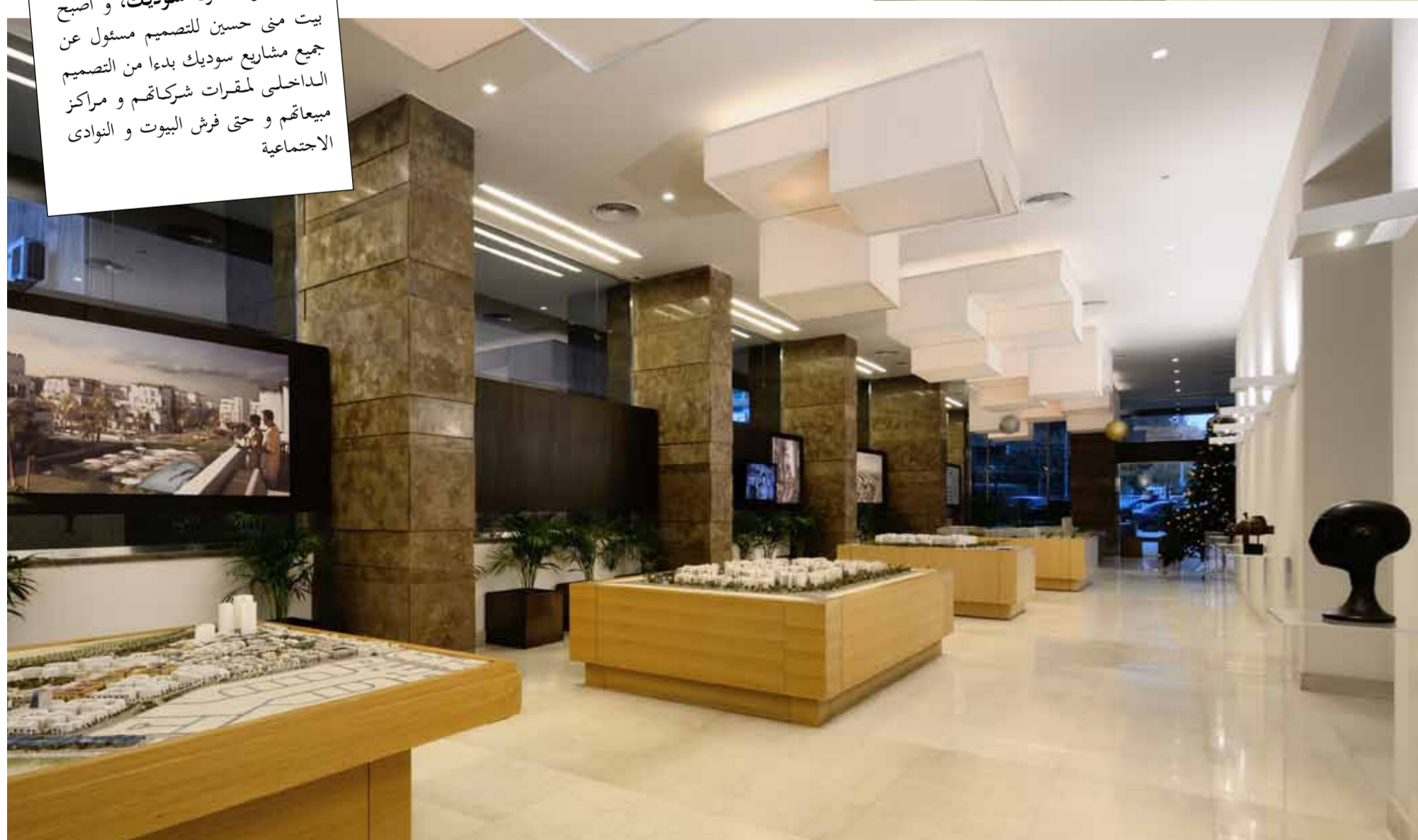
Mona Hussein is the creative force behind Cairo-based interior design firm Mona Hussein Design House. As a consultant to Sodic, the design house is proud to be behind many of their projects, which include Sodic headquarters and sales centers, Allegrria mock up villas, and the Allegrria temporary clubhouse to mention but a few. Her signature touches of understated relaxing tones, practicality and stylish finishes is a great addition to any commercial or residential project.

### Sodic List of Projects:

- 2011 - 2012 - Westown club house, Sodic/ 6th of October
- 2011 - 2012 - Entertainment Hub, Sodic/ 6th of October
- 2011 - 2012 - Sodic Sales Center, East Twon - New Cairo
- 2011 - Plot 70 - residential compound, palmyra Sodic - Damascus - Syria
- 2010 -2011- Allegrria Gradens, Villas Façade, Sodic/6th of October
- 2010 -2011 - Sodic, Egypt & Syria
- 2010 - Jasmine Hills Compound (Villas & Club House), Palmyra Sodic Damascus - Syria
- 2010 - Sodic Headquarters office Beverly Hills - Sodic/ 6th of October
- 2010 - Palmyra Sodic Sales Center, Damascus-Syria
- 2009 - 2010 - Sodic Sales Center, Zamalek
- 2009 - 2010-Sodic Sales Center Heliopolis
- 2009 - Allegrria Tempo Club House, Sodic/6th of October
- 2009 - Allegrria Compound - Mock up villa - Sodic/6th of October
- 2009 - Comfort Station, Allegrria - Sodic/6th of October
- 2008 - Kattameya Plaza Compound, Sodic - New Cairo

**“With an inviting and warm atmosphere, the interiors of Sodic’s offices and sales centers make their customers feel welcome”**

As a consultant to Sodic, Mona Hussein Design House is involved in all aspects of Sodic’s projects from the interiors of their offices and sales centers to their mock up apartments and the temporary clubhouse.



**سوديك**  
يعمل بيت تصميم منى حسين  
كاستشاري لشركة سوديك، و اصبح  
بيت منى حسين للتصميم مسئول عن  
جميع مشاريع سوديك بدءا من التصميم  
الداخلي لمقرات شركاتهم و مراكز  
مبيعاتهم و حتى فرش البيوت و النوادي  
الاجتماعية



**Tempo Restaurant and Lounge at Allegrria offers a distinctive dining experience and atmosphere that promises to be a west Cairo destination venue**

Sodic being the developer, Mona Hussein Design House provided a laid back and relaxed atmosphere for the interior and exterior of the tempo clubhouse; featuring seating for up to 120 guests and offers the best of both worlds with indoor dining, and an outdoor terrace overlooking the 5th green of Greg Norman’s signature golf course.



صمم بيت تصميم منى حسين مطعم ونادي (تيمبو) ليوحي بنجو من الإسترخاء والهسوء من خلال التصميم الداخلي والتنسيق الحضارى ليستوعب عدد ١٢٠ زائر لتقدم أفضل العشاء في الداخل أو لرؤية المنظر الخلاب بالخارج.

## TEMPO CLUB HOUSE IN ALLEGRIA

Allegrria Mock-up Villa & Club House

Sheet Title: scape - Furniture Layout ClubHouse

# ORASCOM DEVELOPMENT

## Orascom List of projects:

- 2011 - Orascom Sales Office, Casablanca - Morocco
- 2005 - Hills Villas (Showroom), Orascom HD - El Gouna
- 2008 - 6 star hotel, Orascom HD - El Gouna
- 2008 - The Cove - Rotana Resort & Spa, Ras El Khaimah - UAE
- 2008 - Mr. & Mrs. Samih Sawiris Villa, Pyramids - Giza
- 2005 - Hill Hotel Room, Orascom - El Gouna
- 2004 - Marina Hotel III, OrascomHD - El Gouna
- 2004 - OrascomHD contracting Nile City - Cairo
- 2001 - Captian's Inn Hotel, OrascomHD - El Gouna
- 1999 - Entertainment Building, OrascomHD - El Gouna
- 1998 - OrascomHD for Touristic Establishment, Management office
- 1998 - El Golf Villas III & V, OrascomHD - El Gouna
- 1998 - Rihana Hotel, OrascomHD - El Gouna
- 1997 - Sheraton Miramar Hotel OrascomHD El Gouna
- 1997 - Nubia (Villas & Apartments), OrascomHD - El Gouna
- 1997 - Sultan Bey hotel, OrascomHD - El Gouna
- 1996 - Dawwar El Omda (Rooms & Suites), OrascomHD - El Gouna
- 1996 - Italian Restaurant & Bar, OrascomHD - El Gouna
- 1995 - Hotel El Khan Restaurant, OrascomHD - El Gouna



Mona Hussein and Orascom have proved to be a successful team when working on a project. Starting together from the early years of El Gouna, Mona began her interior design dream by taking up one of the very first Hotels in El Gouna- El

Khan Hotel in 1995. Creating one of the first boutique hotels in what we call the closest Egyptian summer destination to the ever so classy south Italian Riviera, Mona grew with Orascom, continuing to design large scale hotels creating her own

identity in El Gouna. Still confiding in Mona Hussein Design House's taste, **comfort and work ethic**, Orascom remained hand in hand with Mona eventually leading them to work on other projects in the Middle East.



6 Stars Hotel, El Gouna



**اوراسكوم للتنمية**  
 يفتخر بيت تصميم منى حسين بعمل أرقى مشروعات شركة اوراسكوم بقيادة فريق عمل طموح وخلق حيث تم عمل التصميم المعماري والتنسيق الحضاري وتصميم الاثاث وخلق العلامة تجارية والطابع الخاص للشركة وقد وضعت منى حسين بصمتها على أرقى البيوت والفنادق والمشاريع التجارية وذلك بدءًا من عام ١٩٩٥ وحتى الآن.



The Italian Restaurant

THIS BEAUTIFUL GETAWAY RESORT IS A MIXTURE OF LUXURY, CULTURE AND SERENITY; MAKING IT AS UNIQUE AND DISTINCTIVE AS IT IS.

# THE COVE

U.A.E. RAS AL KHAIMAH  
 "Luxury, Culture, Serenity mixed is what the Cove is all about"

Established in 2008, The Cove was the first project developed outside of Egypt by Orascom, making it a place where the traditional charm embraces the uniqueness of the Arabian culture. It is located on an idyllic water inlet on the Ras Al Khaimah Beachfront, overlooking the Arabian Gulf of Pristine Beach.

Operated by Rotana, The Cove was meant to be a 4 star hotel, and was

then ranked as a 5 star hotel for the remarkable architecture of Eng. Rami Dahan, the outstanding landscape and topography of Eng. Roberto Boni and the tasteful interiors of Mona Hussein. Handling all the interiors with an inspiration of the Nubian Architecture; the design house provided Orascom with one of the most unique and distinctive projects developed, fully furnishing 300 villas and the hotel.



حولت منى حسين وفريق عملها الحلم إلى واقع بتأسيس مشروع (زاكوف) عام ٢٠٠٨ ويعتبر من المشاريع الفريدة التي تتمتع بدفء الطابع العربي وهو عبارة عن فندق خمس نجوم مستوحى من تراثنا وتم تطوير هذا المشروع بواسطة شركة اوراسكوم.



Public Areas - The Lobby Bar

# CILANTRO GOES INTERNATIONAL

“Warm and inviting is what Cilantro is all about”



الدفء و الجاذبية المفهوم الأساسي لسيلانتر كوفي شوب و اعتمد التصميم على مزج الألوان الطبيعية و الحوائط الخشبية في شكل حديث و أثاث مصمم بعناية بمظهر غير خطى .



Creating the interiors for Cilantro, **Mona Hussein** met the expectations of international standards; branching out to the Gulf areas and London. Originally founded in Cairo, Cilantro's furnishing style is contemporary with a warm and inviting atmosphere, keeping their customers loyal; always coming back for more. The design mainly relied on using a combination of natural colors, wood paneled walls, and well designed furniture; all set in a non-linear layout.

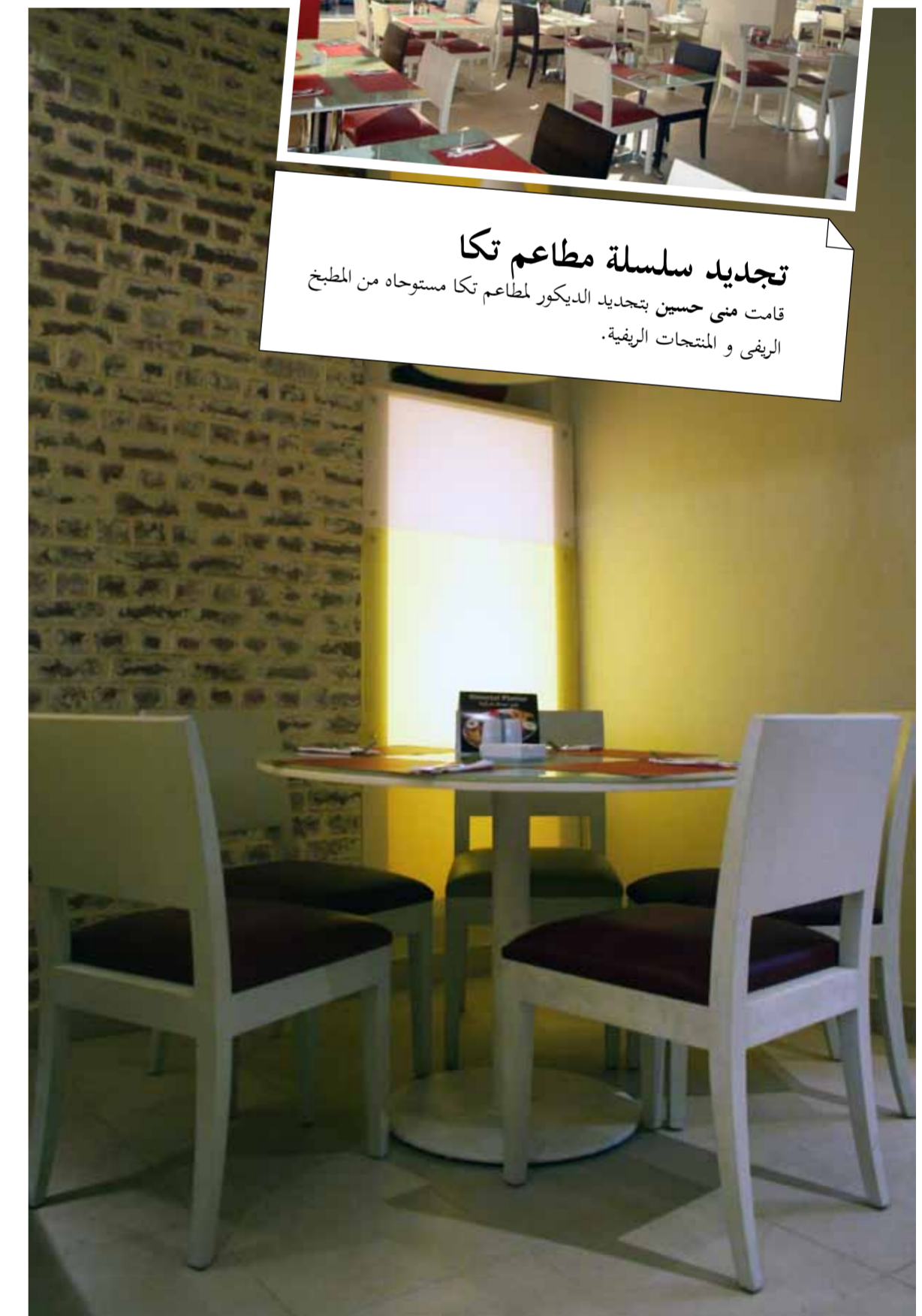


## REVAMPING TIKKA'S INTERIOR DESIGN INTO CHIC-FARM

Tikka is one of Egypt's success stories, a fast food chain that originated in Cairo, Egypt by Americana; largest homegrown brand with over 30 restaurants in Kuwait, Egypt, Saudi Arabia and the UAE. If you have not had their chargrilled chicken and their famous wafer-thin pita bread then you must pay them a visit and if you do, we'd prefer you to visit the one **Mona Hussein** designed to change your fast food experience into a very gratifying dining one. The purpose was to create a dining atmosphere slightly refining the fast food cliché. The cool white raw stoned tables and comfortable leather seats give a sense of modernity, while vases in warm accents spice things up, scattered them on random shelves. Creating a **Country kitchen design success.**



تجديد سلسلة مطاعم تكا قامت منى حسين بتجديد الديكور لمطاعم تكا مستوحاه من المطبخ الريفى و المنتجات الريفية.



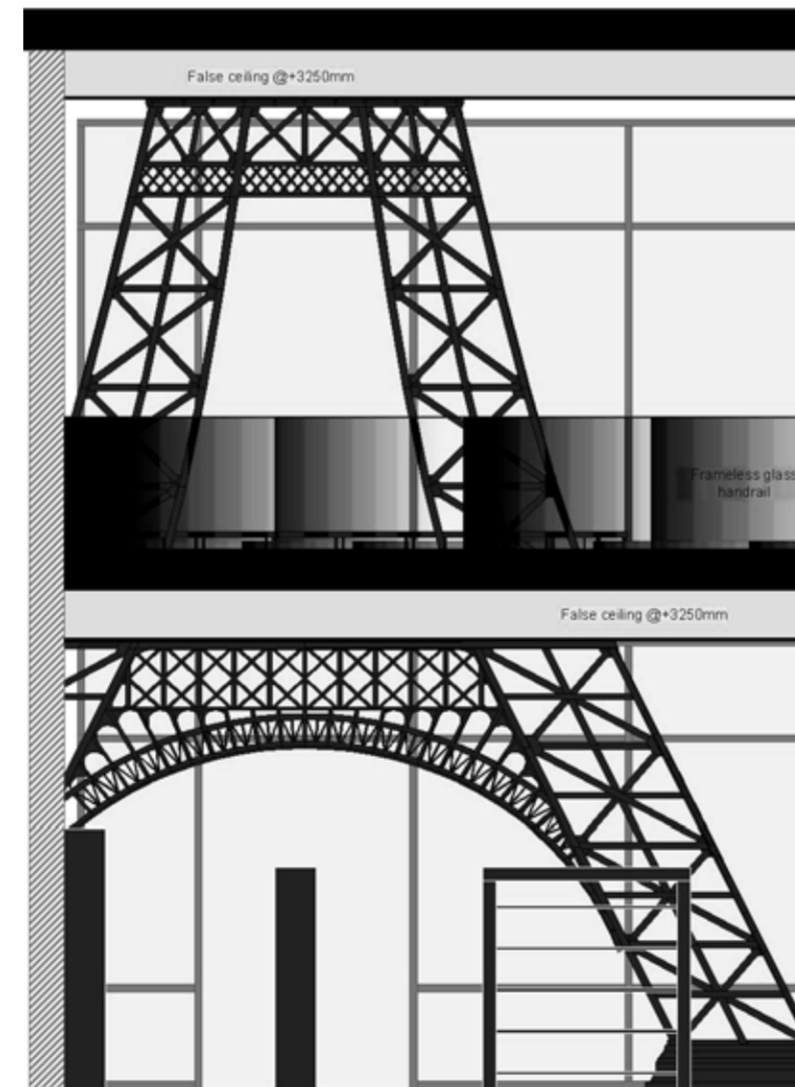


# Maison De Reves

“From Branding to Interiors, Mona Hussein Design House created a beautiful Parisian atmosphere for the store”

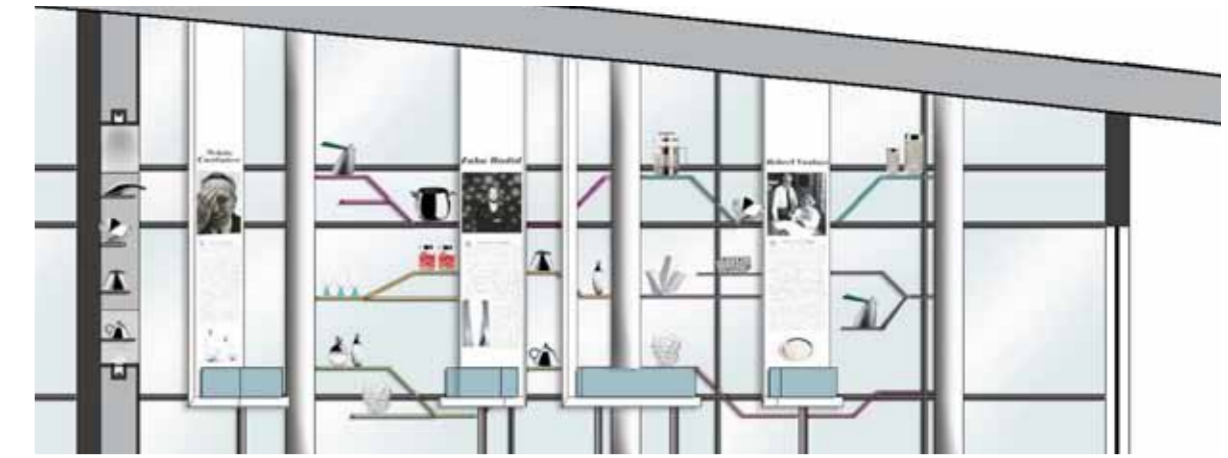
Mona Hussein Design House handled all aspects in this store, from the branding to the finishing to the interiors. With a wide variety of home accessories and candles from France, Maison de reves is located in Designopolis. Using the Parisian Architecture as an inspiration and an addition of black Basalt flooring; the store makes you feel like you are shopping in the cozy streets of Paris.

قام بيت تصميم منى حسين بعمل كافة تصميمات المعرض وخلق الطابع المعرض ( ميزون دوريف ) حيث يقع المعرض بمركز ديزاينوبوليس التجارى ويقوم بعرض الإكسسوارات المنزلية المستوردة من فرنسا حيث يشعر الزائر كأنه يسير في باريس.



# ALESSI

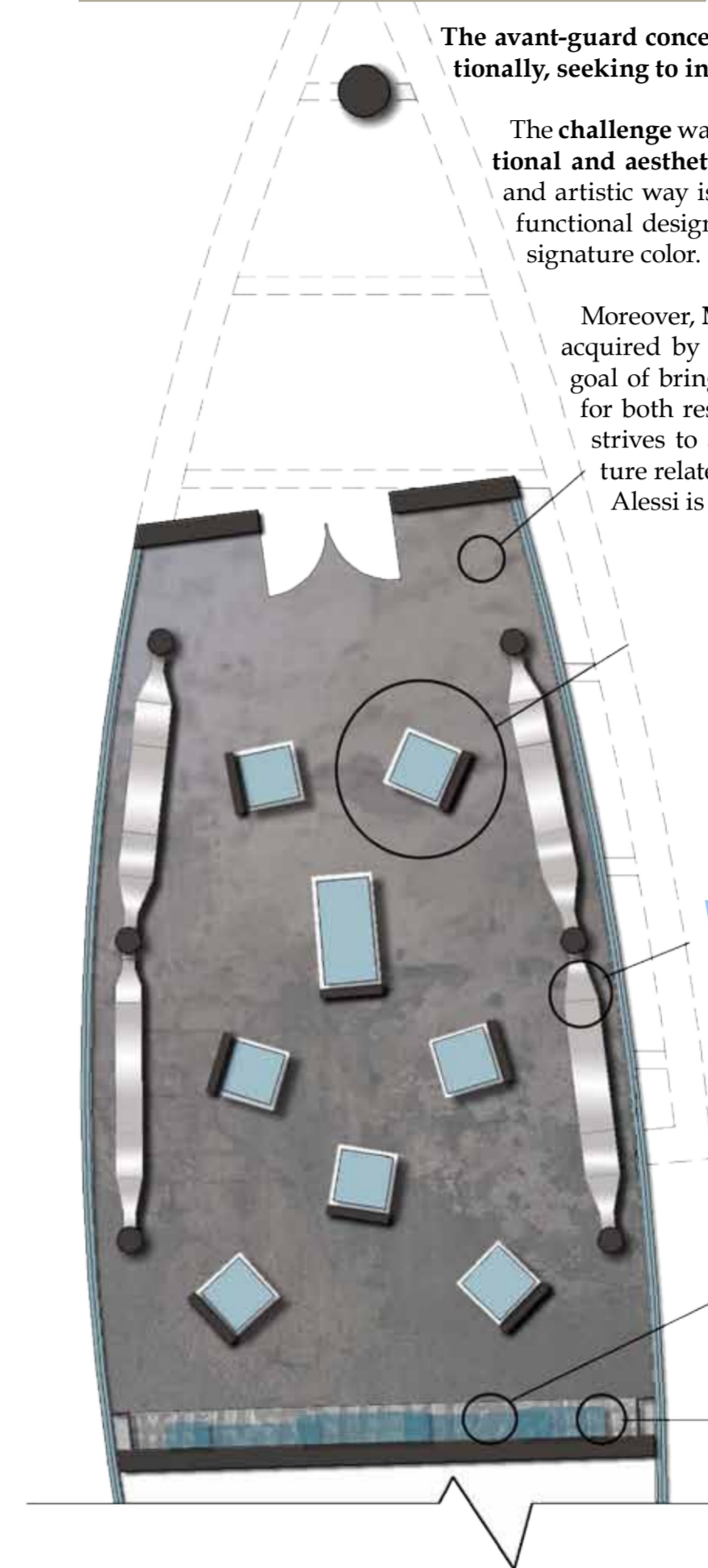
Extra ordinary products with xtra ordinary interiors



The avant-gard concept of Alessi by Mona Hussein was recognized internationally, seeking to incorporate this specific Alessi concept worldwide.

The challenge was to keep the brand identity yet transform that into a functional and aesthetically beautiful design. Using red shelving in a modern and artistic way is what made this store stand out which came across as a functional design as well as enhancing the brand identity by using their signature color.

Moreover, Mona Hussein is partnered with Bright living which was acquired by Bonyan and was established in January 2006, with the goal of bringing high quality and exclusive interior design products for both residential and commercial spaces in Egypt. The company strives to acquire international brands in the furniture and furniture related industries and amongst the many brands they acquire; Alessi is one of them.



قام بيت تصميم منى حسين بتصميم كل فروع ( اليسى ) في مصر وأصبح التحدى هو الإبقاء على الطابع الخاص مع مراعاة أن يكون التصميم عملي وجميل ، حيث طلب العميل أن تصبح المنتجات المعروضة جزء من التصميم الداخلى للمعرض وبالفعل حقق فريق عمل منى حسين المطلوب من خلال استخدام ارفق مستوحى ألوانها من لون لافتة المعرض.



# MONA HUSSEIN'S VILLA EL GOUNA



“The mixture of contemporary and Arabian is what makes this villa so unique”

Mona Hussein designed her own villa in El Gouna making it beautifully unique. The design of the villa combines a contemporary Arabic style with high ceilings, open sky views and a discreet use of old decorative items.



خليط من العربي القديم والمعاصر  
 صممت موني حنين الفيلا الخاصة بما في الجودة مما يجعلها فريدة من نوعها بشكل جميل. تصميم الفيلا يجمع بين الطراز العربي القديم والمعاصر مع الأسقف العالية، رؤية مفتوحة للسماء واستخدام بسيط من العناصر الزخرفية القديمة.

# Moroccan Style

“An ethnic summer living”

The mixture of contemporary and Moroccan is what this beach house is all about; making this the perfect home for those who want to indulge in an ethnic summer experience. Using deft Moroccan architecture, colors, floor design and lighting, Mona Hussein created a cozy, chic and ethnic summer home.



الطراز المغربي  
 مزج الطراز المغربي بالمعاصر هو السمة الأساسية لهذا المنزل الصيفي الذي اعتمد على الفن المعماري المغربي المتميز بألوانه وتصاميم أرضياته والإضاءة الفريدة لذلك جعلت موني حنين هذا المنزل جميل واثيق.

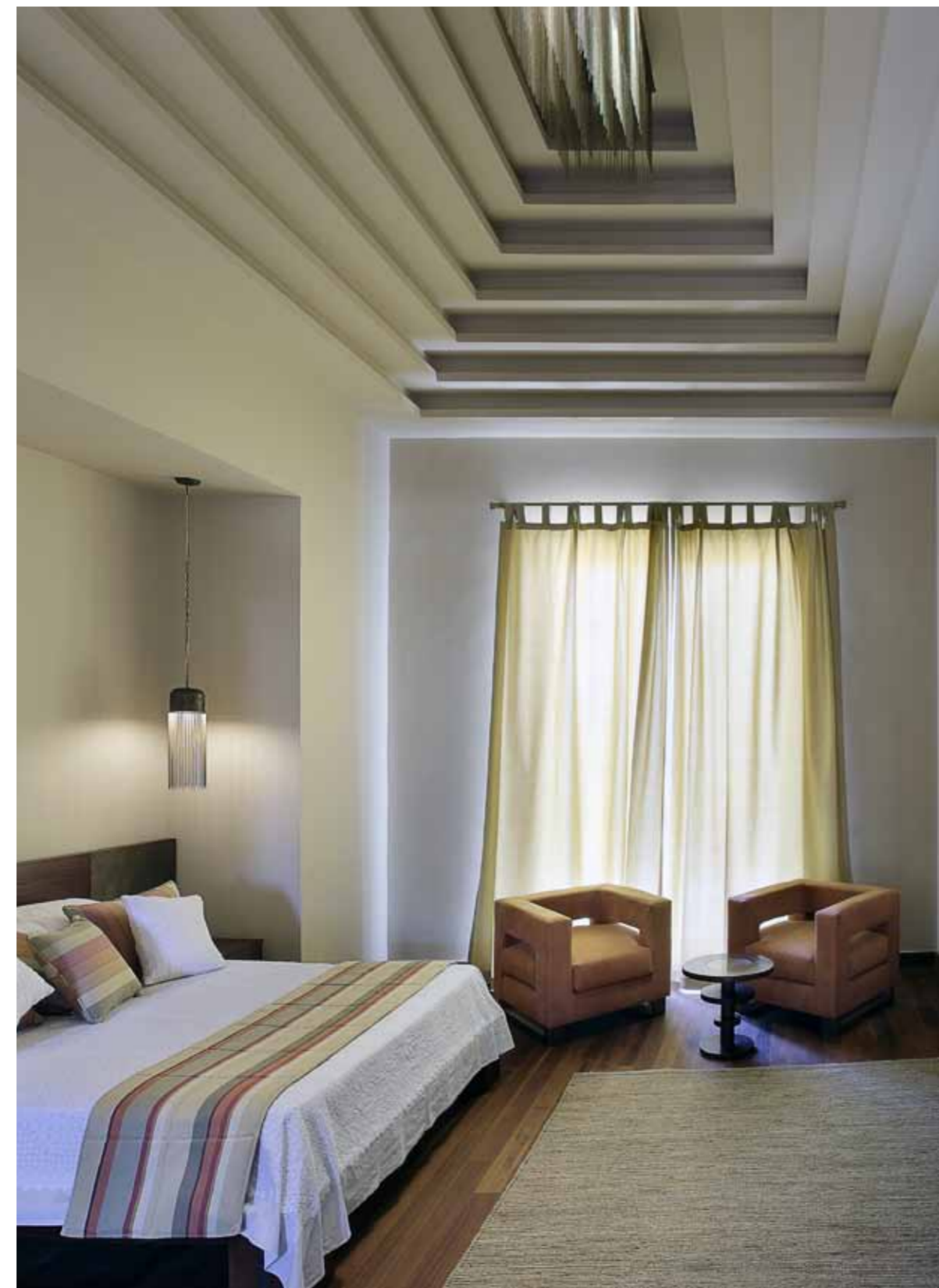


# COMFORTABLE AND CHIC



## "Keeping it simple"

This breath-taking beach house is what you can call simple yet elegant. **Infusing cozy and comfortable** is what makes this house so effortlessly chic; giving it an **authentic seaside feel** to it. **Mona Hussein** used clean lines and dropped ceilings with subtle and sophisticated furniture. This summer home is perfect for those who appreciate **simplicity and seek serenity**.



### البساطة

لخلق هذا الجو المتميز الجميل استخدمت منى حسين الخطوط الصريحة و الأسقف الساقطة مع الإثاث الانيق و بذلك يكون هذا المنزل الصيفي مثالي الى كل من يقدر البساطة و يبحث عن الصفاء.

# LUXURIOUS MODERNISM

## "TAKING LUXURY TO A DIFFERENT LEVEL"

The modern furnishing style of this specific home never got old even though it was finished and designed since 2006. Creating a perfect timeless design; **Mona Hussein** used sleek modern lines, vibrant colors and oriental carpets. The client wanted **"Funky"** and by the mixture of rich colors and materials; a hip yet **sophisticated** atmosphere was created.



**الأناقة و الرفاهية**  
 هذا المنزل يعبر عن الأناقة عن طريق استخدام خطوط حديثة أنيقة، ألوان نابضة بالحياة والسجاد الشرقي، وخلق تصميم مثالي لا يحويه الزمن. لقد اعتمدت منى حسين في التصميم على مزيج من الألوان و الخامات الغنية لإضافة الدفء إلى الجو بأكمله.





**SUEZ CEMENT'S OFFICE**  
**"Trusting Mona Hussein's vision; Suez Cement relied on the team's innovate skills to handle all aspects in the interiors."**

Corporate identity is definitely one thing that this design house puts in consideration. An office is the home of its product reflecting its very nature as an element. The Suez Cement project was an interesting endeavor when it came down to the creative aspects and little details. Tastefully translating the literal word 'cement' into an interior office space using fabrics, lighting and other materials might seem to some that it would take a magician. But MHDH skillfully turned a cement block with its verbatim meaning into one of the most talked about offices in Cairo.



**شركة أسمنت السويس**  
 لشقتهم في رؤية منى حسين التي تبعث الروح للمكان، اعتمدت شركة اسمنت السويس على مهارات فريق العمل في تصميم كل ما يخص التصميم الداخلي للشركة. تم استخدام مواد مستوحاة من لون وخامة الأسمنت الطبيعي.

# SODIC

Committed to our **community**

**SODIC commits 4,000,000 EGP to the first phase of the development of Ezbet El Assaal**

At SODIC we believe that running a business is more than just about commercial success, but about conducting a responsible business and achieving social benefit.

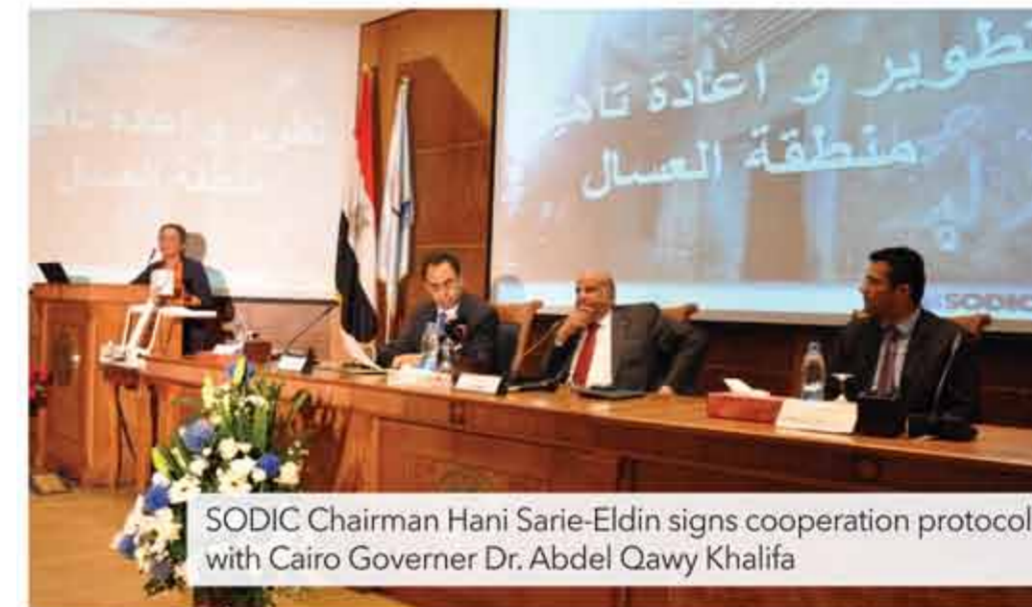
On May 20th 2012, SODIC signed the cooperation protocol with Cairo Governor, Dr. Abdel Qawy Khalifa, for the integrated development of one of Cairo's oldest slums: Ezbet El Assaal in Shubra. The program, designed to alleviate an entire community from poverty, starts with a strong partnership with Dr. Mona Zakareya, the person behind the rehabilitation of Al Fustat.

The four year project started in June 2012 and is planned to bring in partners from civil society specialised in training and job placement in the private sector and early childhood education amongst others, with the objective of creating jobs for the unemployed youth and building a strong educational and psychological foundation for young children.

SODIC has invested EGP 4,000,000 in the first phase, upon completion the project is expected to have amounted to a total investment of EGP 64,000,000 over the next four years.



Dr. Mona Zakareya  
SODIC CSR Project Consultant



SODIC Chairman Hani Sarie-Eldin signs cooperation protocol with Cairo Governor Dr. Abdel Qawy Khalifa



Ezbet El Assaal community - May 2012



Ezbet El Assaal - May 2012



33 homes to be rehabilitated in 2012

For more information, Please call 16220 or visit us at the SODIC Sales Centres:  
 Headquarters: Km. 38 Cairo-Alexandria Desert Road  
 Zamalek: Aboul Feda Commercial Tower, 3 Abou El Feda Street  
 Heliopolis: 46 El Thawra Street  
[www.sodic.com/csr](http://www.sodic.com/csr)  
 Email: [sodic\\_csr@sodic.com](mailto:sodic_csr@sodic.com)

[SODIC - Official Fan Page](#) [@SODICRealEstate](#)





# SODIC

Committed to Egypt



**"The past year has challenged every sector in Egypt to be agile, creative and responsive."**

**Maher Maksoud**  
Vice Chairman and Managing Director

At SODIC we believe in the future of our Country, and intend to remain at the forefront of the real estate market in the new Egyptian landscape. Our mission is to transform the way people live and work. It's a big ambition, but by continually challenging ourselves and established practices, we believe we can make a real difference. The past year has challenged every sector in Egypt to be agile, creative and responsive while continuing to move forward prioritising its fundamentals. At SODIC, our fundamentals are timely delivery and providing products that offer integrated thoughtful solutions to our customers' needs and aspirations.

We are proud to announce that SODIC has had a great year in terms of new sales, with over EGP 1bn contracted to date. We would like to thank our clients, partners and employees for their unwavering trust and faith in SODIC as their developer of choice. We understand that they have entrusted us with an investment in both the physical and emotional sense; it is with great pride that we hold this responsibility.

The introduction of new, exciting projects will continue to be our priority, alongside our commitment to timely delivery and construction - raising the bar through innovative product offerings, intelligent designs and catering to our clients needs.

For more information, Please call 16220 or visit us at the SODIC Sales Centres:

Headquarters: Km. 38 Cairo-Alexandria Desert Road  
Zamalek: Aboul Feda Commercial Tower, 3 Abou El Feda Street  
Heliopolis: 46 El Thawra Street  
www.sodic.com

[SODIC - Official Fan Page](#)  
[@SODICRealEstate](#)



**EGP1,01 Billion in sales in Q1 and Q2 Y2012**



**2,591 units delivered to date**



**6,984 units built to date**



**4 phases of Westtown Residences launched and sold in 2012**



**10,000 direct and indirect employees to date**



17607 86rey3706

MONA HUSSEIN  
DESIGN HOUSE

in collaboration with

MOVE IN  
Interiors, Finishing & Contracting



موف إن ( ديكور ،  
تشطيبات و مقاولات )  
بالتعاون مع منى حسين.

تأسست عام ٢٠٠٨ مع سوديك  
و تم التعاون بين مكتب منى حسين  
و موف إن لإنشاء معايير جديدة  
للتشطيبات الداخلية للمشاريع  
التجارية و السكنية ليبي احتياجات  
العميل سواء في تشطيبات المنازل  
أو المكاتب أو تجديدها مع فريق عمل  
متميز من المهندسين المدربين و جوده  
عالية في التحكم مع استخدام أحدث  
الخامات و المعدات و التطبيقات  
الحديثة .

Established in 2008 with Sodic, Mona Hussein Design House partnered with Move-In; a contracting company to set new standards for the interior finish of both commercial and residential houses, offices or just remodeling. With experienced staff, highly trained engineers and quality controllers using the latest in material, equipment and application methods, Move-In get optimum results and always stay ahead of the game.

Move-In has successfully completed all interior works for Bo Concept and La Maison and Co. stores at Designopolis. As well as the headquarters for Bonyan for Development, Trade in Mohandesin and many residential villas.

Move-In can provide you with all your interiors, finishing and contracting needs without going through the trouble yourself.

Email: info@moveinegypt.com  
Call: +2-023-854-0171  
+2-011-4444-6266

بيت تصميم منى حسين شارك  
برايث ليفينج في الحصول على  
العلامات التجارية العالمية و هي  
: روش بوبوا ، تمبور ، البسي ،  
بو كونست ، لا ميزون و شركاه  
، إيمكو ، كوزيول ، يو إس إم و  
لامب برجييه .

MONA HUSSEIN  
DESIGN HOUSE

is partnered with

BRIGHTLIVING

Mona Hussein is partnered with Bright Living to acquire international brands which include: Roche Bobois, Tempur, Alessi, Bo Concept, La Maison and Co., Emeco, Koziol, USM and Lampe Berger

BoConcept urban design ALESSI TEMPUR MATTRESSES AND PILLOWS rochebobois

koziol emeco USM Modular Furniture la maison & CO LAMPE BERGER

Mona Hussein and Sodic worked together and recently launched SODIC's first international Art Symposium which took place from May 6th to June 6th 2011. The symposium initiative is an effort to bring out various forms of artistic expressions in the form of outdoor sculptures made by ambitious, young and talented Egyptian and foreign artists. As a consultant for Sodic, Mona Hussein; an advocate of local art and talent, is the person responsible for introducing the Symposium idea, giving young artists the opportunity to showcase their talents in a beautiful setting. This symposium will be the first of many to come with a legacy of a 3000 sqm space dedicated to art.

THE SYMPOSIUM  
INTRODUCING ART  
IN A DIFFERENT FORM!



الفن بشكل مختلف

عملت منى حسين مع سوديك لإطلاق اول سيمپوزيوم فني عالمي من ٦ مايو حتى ٦ يونيو ٢٠١١ .  
و كانت الخطوة الاولى للسيمپوزيوم هي محاولة نشر اشكال متعددة من التعبيرات الفنية في شكل تماثيل مختلفة مصنوعة بأيادي مصرية لفنانين موهوبين توضع في اماكن مفتوحة .  
و تولت منى حسين مسؤولية تقديم فكرة السيمپوزيوم الفني كاستشاري لسوديك و اعطت الفرصة للفنانين الجدد الموهوبين .  
ويأتي السيمپوزيوم ليكون الاول و ليس الاخير الذي يتخصص مساحة ٣٠٠ متر مربع مكرسة للفن .



Mr. Adam Hanin and Mona Hussein



Mr. Mohamed Talaat



# LANDSCAPE PROJECTS



*"Created as a design beacon, visitors immediately encounter a unique visual and spatial experience when they first step into Designopolis"*

**التسيق الحضارى**  
من أهم مشروعات التسيق الحضارى لمكتب منى حسين تمبو  
كلاّب هاوس ديزاينوبوليس و فيلات خاصة .



*Private Villa in Hacienda - North Coast*



*Tempo Club House - Allegria*



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## Everything you need from Furniture to Home Accessories and Lighting.

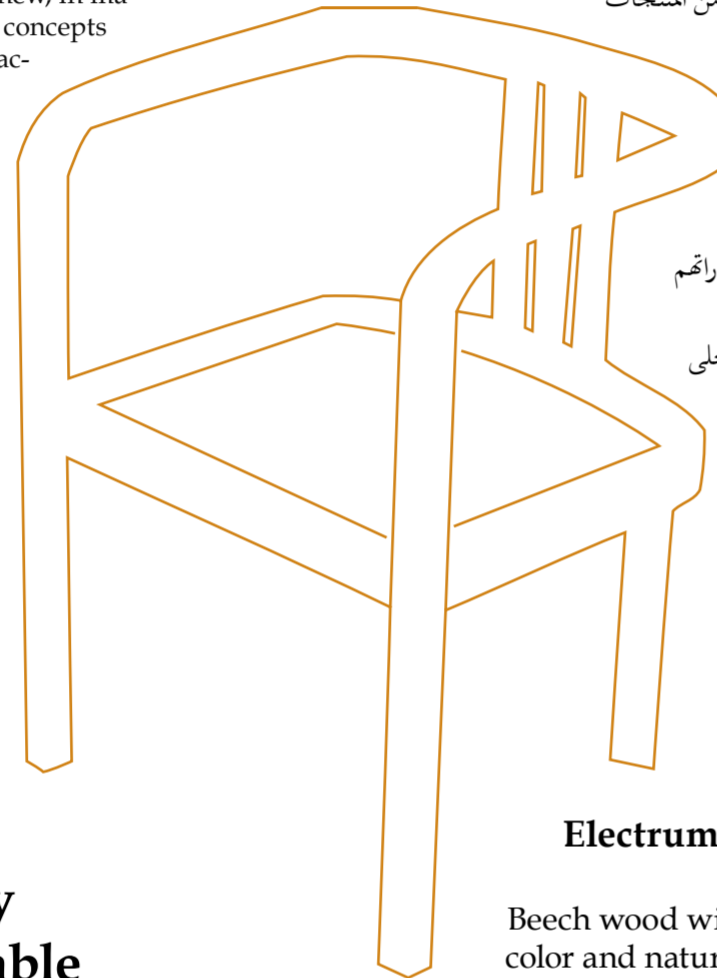
**Making every piece practical and functional but beautiful in every detail is what Mahally is all about.**

Mahally encourages the fusion of old and new, in materials and in trends, exhibiting exciting new concepts and contemporary vision for furniture, home accessories and lighting fixtures.

Inspired by our culture and our nature we give designers the opportunity to explore their potentials and further their professional careers. With its double meaning in Arabic translated as "local" or "My Store", Mahally acts as the link between the designers and best manufacturers in Egypt, transforming their visions into marketable products.

Keeping in mind that all products are designed and produced by Egyptians, Mahally is a store with a wide range of products like furniture, home accessories, lighting fixtures, paintings, photography, graphics and furnishings.

**"Using rich and luxurious materials, Mahally offers a wide range of products; making each and every piece in the store valuable and sustainable"**



**Electrum Dining Chair**  
Beech wood with wenge color and natural leather dining chair.  
Designed by Mona Hussein



**يعتمد محلي على خامات غنية و فخمة لتقديم مجموعة متنوعة من المنتجات ولذلك تتميز كل قطعة في المحل بالفخامة .**

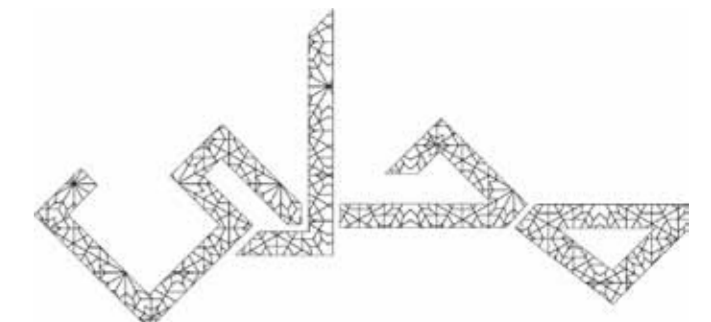
ولذلك تتميز كل قطعة في المحل بالفخامة .

يشجع محلي فكرة إنصهار القديم مع الجديد و مزج الخامات لتقديم مفاهيم جديدة و رؤية معاصرة للأثاث و إكسسوارات المنزل ووحدات الإضاءة مستوحاه من الثقافة و الطليعة المصرية بأيدى مصرية خالصة.

و كذلك يهدف محلي لتشجيع المصممين على إكتشاف قدراتهم و دعم حياتهم المهنية .

يأتي إسم محلي بمعناه المزوج ( محلي أى أمثلكه أو محلي أى محلي التصنيع ) ليربط بين المصممين وأفضل من ( صنع في مصر ) لتحويل رؤية المصممين إلى واقع في الأسواق .

كل ما تحتاجه من أثاث، إكسسوار منزلي و إضاءة.



## Mahally's Resin Collection

What makes Resin material so special is that it is durable, long lasting, easy to clean, heat-resistant, air-quality friendly, sustainable, easily formed to any shape and can be used indoors and outdoors.



**Elite Kleenex box with brass cover**  
White Corian Kleenex box with silver brass cover.  
Designed by Mona Hussein



**White Paravent**  
Resin Paravent with cut outs of Arabian patterns inspired by our culture.  
Designed by Mona Hussein.

**Elite Coffee Table**  
All white Resin Coffee Table with cutouts of Arabian patterns inspired by our culture.  
Designed by Mona Hussein.

## مجموعة ريزن في محلي

ما يجعل خامه ريزن من الخامات شديدة الخصوصية و التميز انها طويلة الامد، سهلة التنظيف ، مقاومة للحرارة ،صديقة للبيئة ، سهل تشكيلها، تستخدم داخل أو خارج المنزل لذلك تتميز منتجات محلي المصنوعة من الريزن بالعصرية مع الإحتفاظ بثقافتنا .



**Saggita Side Table**  
Resin puzzle like side table with Arabian patterns.  
Designed by Mona Hussein.



**Elite Napkin Holder**  
Resin napkin holder with a metal weight inspired by the arabian pattern.  
Designed by Mona Hussein.



**Elite Coffee Table**  
Pompeii red resin and glass coffee table.  
Designed by Maha Amin.

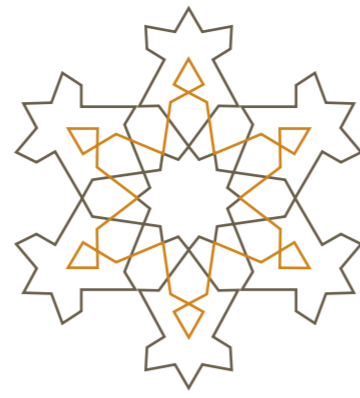


**Elite Bin**  
All white resin bin with cut-outs of Arabian patterns.  
Designed by Mona Hussein.

**All Resin with Glass Coffee Table**  
This piece is inspired from an ancient geometric Islamic pattern as well as minarets lines in a contemporary vision and concept. This coffee tale will fit perfectly with a contemporary yet chic furnishing style.  
Designed by Nourane Abdel latif



# MAHALLY PRODUCTS

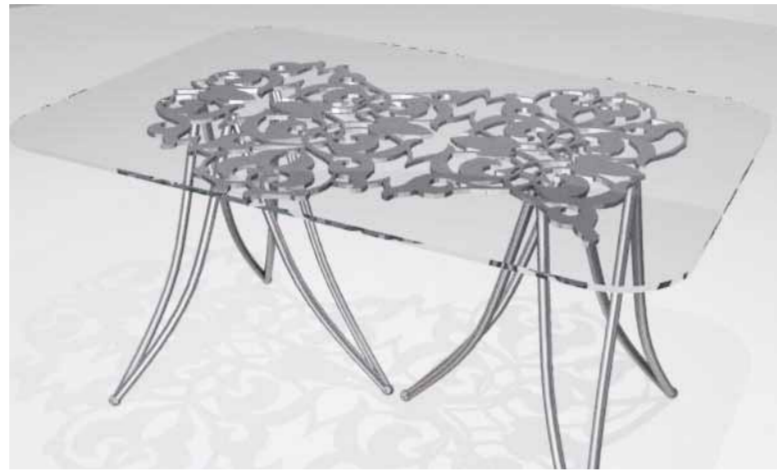


Nourane A. Latif



### Dantelle Dining Table

This table in iron and glass top is a combination of inspiration of ancient floral dantelle Islamic pattern and Thonet furnitures lines in a contemporary look.



Maha Amin



### Square Chair

Using and mixing modern proportions with Arabian accents is what this chair is all about. The clean and sharp lines are incorporated with an Arabian cushion, studs and brass legs; creating a modern yet ethnic chair.



Shaimaa kaoud



### Flash Applique

Layered metal oxide appliqué with inner light and different textures; creating a functional and visually artistic design. This appliqué could be a great accessory added to any room.



Zein Fahmy



### Negma

Negma is a graphic design piece, derived from Egypt's Golden Ages with the glamorous actress Hend Rostom. Mixing old and new is what this piece is all about.



Ramzy Makram

### TV Unit

Beech wood with a Bronze sheet TV unit that includes four drawers.



**Rays Applique**  
Brass applique  
Designed by Mona Hussein



**Ara Chandelier**  
Brass Oxide chandelier with crystals.  
Designed by Mona Hussein

## MAHALLY LIGHTING UNITS

**Tabloid Floor lamp** ⇨  
Floor lamp and magazine holder made from chapeaux inspired concept.  
Designed by Alaa El Huni



**Ripple Applique**  
Squared golden hammered brass appliqué  
Designed by Mona Hussein



⇨ **Bedazzled Chandelier**  
Web brass with pure crystal chandelier.  
Designed by Mona Hussein and Sherine Arafa

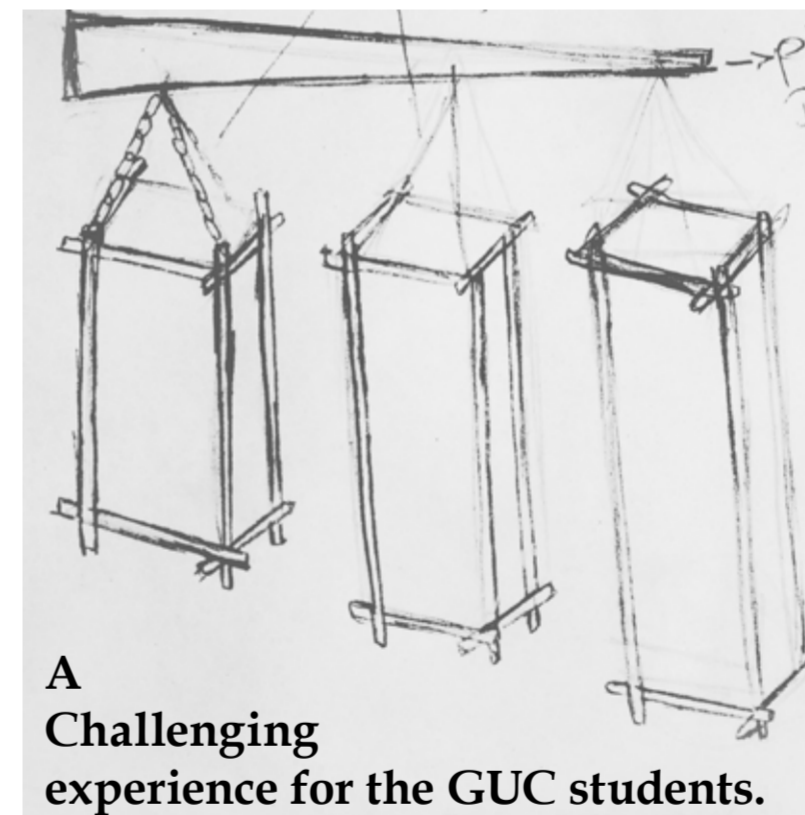
## CUSTOMIZE ANYTHING YOU WANT FOR YOUR DREAM WEDDING AT MAHALLY!!!



An exceptional wedding planner with exceptional taste, Ehab Gohar, customized two all white Resin medallions for one of his weddings. Using Resin material was a great choice since it is durable, long lasting, easy to clean, heat-resistant, air-quality friendly, sustainable and can be used indoors and outdoors. The Medallion was a great success and it was a beautiful accessory added to the wedding.

تحقيق فرح أحلامك من خلال محلى كما حدث مع مصمم الأفراح المتميز إيهاب جوهر حيث قام بتصميم ميداليتين من الرزبن عليهم أسماء العروسين حيث يمتاز الرزبن بأنه ثابت و يدوم و سهل التنظيف و مقاوم للحرارة و يمكن إستخدامه داخل أو خارج المنزل و أعطت الميدالية للفرح روح جديدة و مختلفة و شديدة التميز .

## MONA HUSSEIN'S TEAM AT THE GERMAN UNIVERSITY IN CAIRO



**A Challenging experience for the GUC students.**



Using palm reed and trunk fibers, The GUC students surprised us with innovative designs. Opening the door to a new and realistic experience, Mona Hussein was honored to take the time to hold and be part of this workshop, providing the students with materials, technical know-how and information necessary. The purpose of this workshop is to see what the new generation of Egyptian designers has to offer. Making the best out of this one week workshop, one lucky student will have the opportunity to showcase his/her new and innovative design at Mahally store in Designopolis. Being in the design business for years now, Mona Hussein has perfected dealing with designs whether its interiors, architecture, landscape or furniture. Mahally was established in 2011, the store exhibits Home Accessories, Furniture, and Lighting fixtures. The concept behind this store is to encourage the local market as well as young Egyptian designers. Eco-Palm is our newest collection that will soon be launched in Mahally. The challenge for the students was to come up with creative designs in one week. Using Palm Trees as an inspiration, we provided the students with the palm wood, palm reed, and trunk fibers to create a product. The results were very satisfying; they came up with interesting ideas and designs. The supervisors of the workshop are Ms. Regine Ritz, Ms. Gabriele Meyer and Ms. Doaa Hassan from the faculty of Applied Sciences and Arts in GUC; making it such an effective and enjoyable experience for both the GUC students and Mona Hussein's team.

تشرف منى حسين بأنها جزء من ورش العمل المقامة بالجامعة الألمانية حيث تقوم بتوفير الخامات و التقنية و المعلومات اللازمة لهم و ذلك بغرض دعم الأجيال الجديدة من المصممين و معرفة وتطوير أفكارهم و ما يستطيعوا تقديمه . كذلك أتاحت منى حسين لهؤلاء الطلبة تقديم أفضل ما لديهم من تصاميم متميزة في محلى و سيقدم محلى المجموعة الجديدة المستوحاه من الجريد قريبا.

**"GUC Students participated in the Eco-Palm workshop: Heba Ashraf, Lina Ahmed, Iman Hany, Menna Shaalan, Yomna Seoudy, Maram El Shenawy, Fayrouz Tharwat and Mariam Yehia"**

# THE SUCCESS STORY BEHIND MONA HUSSEIN

Renowned designer Mona Hussein is the creative force behind her Cairo-based design office Mona Hussein Design House. Discovering her passion for design, she first launched a lighting showroom in 1993 for which she did both the interior design and the products. Honing her knack for interior design, she then established her design house which has now expanded into

architecture, landscape design, furniture design and branding. Winning the Gold award for Designopolis's landscape, Mona Hussein has made her mark on many of Egypt's most elegant homes, hotels and commercial projects. Amongst her most prevalent projects is the design of Cilantro, Egypt's renowned and international

coffee house brand. Some of the firm's other great accomplishments include many of El Gouna and Makadi Bay residences and hotels, as well as commercial projects which include Sodic's Sales Centers, Alegria mock up villas, and the landscape of Designopolis to mention but a few.



## قصة نجاح منى حسين

المصممة المشهورة منى حسين هي القوة الإبداعية الخالقة لمكتب منى حسين للتصاميم الهندسية. اكتشفت منى حسين شغفها بالتصميم عندما أطلقت أول معرض لها للإضاءة في عام ١٩٩٣ حيث قامت بالتصميم والتنفيذ للمنتجات المعروضة وأنشأت مكتبها الشهير منى حسين بيت التصميم تميزاً لموهبتها و توسعت أعماله لتشمل العمارة و التنسيق الحضارى و الأثاث و العلامات التجارية.

Mona Hussein's team consists of 2 design team managers which branch out to 4 Design team leaders and eventually branches out into 10 designers; handling the interiors, landscape, architecture and consultancy. As for the rest of the team, we also have a creative team, finance team and marketing team that all work very closely together.

Mona Hussein keeps the creative aspects flowing by encouraging her highly talented team of designers to seek inspiration from the smallest of details and always to innovate. Sharing with them the most recent developments in the international design scene ensures the team remains stimulated and continually evolving; creating designs aesthetically and functionally gratifying.



## Banat El Ghad "Banati"

Adopting 15 children, Mona Hussein Design House works on all graphics such as the logo, the flyers and ect.. as well as providing them will all the print material needed. Mona Hussein is honored to be part of this foundation.

The foundation is based on the belief of working together to change the living conditions of street girls and boys. Banaty's main objective is to eliminate street kids in Cairo urban areas. Giving all banati children (ages: 4 months to 14 years) better life conditions, develop their mental, psychological being and giving them proper education to inspire them and build better lives.

## CSR



Cairo East and Cairo West magazine were very kind to introduce us to this wonderful foundation "Banaty". Mona Hussein Design House is pleased to be working with Banaty to make sure that this foundation is promoted to the people as efficiently as possible.

## جمعية بنات الغد (بناتي)

يتشرف بيت تصميم منى حسين بكونها جزء من هذه المؤسسة بحيث يعمل مكتب منى حسين مع (بناتي) للترويج لهذه المؤسسة الخيرية.

تقوم المؤسسة على فكرة الايمان بالعمل الجماعى لتغيير الظروف المعيشية لأطفال الشوارع فالهدف الاساسى للجمعية هو محو اطفال الشوارع من القاهرة و اعطاءهم فرصة للتطوير و التقدم العقلى و دعمهم نفسياً عن طريق التعليم المناسب لهم و ذلك عن طريق برامج متعددة.



# DESIGN HOUSE GOSSIP



## MAHA AMIN TIES THE KNOT

### JUST MARRIED

With a bubbly personality and a gorgeous smile, Maha Amin one of the design team leaders just got married. After spending her honeymoon on the beautiful islands of Thailand, she is now back to the office with many exciting and interesting stories.

من المتزوجين حديثاً في المكتب المهندسة مها امين المعروفة بشخصيتها المتوهجة و ضحكاتها الرائعة. كما ينتظر المكتب ٣ افراح قادمة للمهندسات هنا، رانيا و شيرين.

## BRIDE TO BE



## HANNAH AMIN

With her kind hearted and cute personality, Hannah Amin one of our interior designers will tie the knot very soon.



## RANIA ALI

Always gives the office something to laugh about with her up beat and flattering personality; Rania will soon be married.



## SHERIEN SAIED

known to be the office's sweetheart and making the office an enjoyable place for everyone; Sherine will soon be married.



## THE NURSERY

The idea of the nursery already existed in Mona Hussein's previous office. As we moved to the Sodic Headquarters, this idea was then introduced to Sodic. They were very welcoming and warm to opening a nursery; making it practical and useful for all the new mothers at the office.

## Mona Hussein is a great believer of constantly enhancing knowledge and nourishing creativity whether it's through a master's degree, a course, or even a magazine or a book.

يؤمن مكتب تصميم منى حسين بتعزيز المعرفة الدائمة من خلال الكورسات و الدرجات العلمية او حتى قراءة الكتب و المجلات المختلفة و تشجع فريق العمل دائما على ذلك. و من فريق عمل المكتب الذى سافر الى الخارج للدراسة المهندسة دينا لتدرس في فلورنس ديزاين اكايدى بإيطاليا كذلك المهندسة شيماء لتدرس في فرنسا في لو كول دى ديزاين.

Dina Shouman went to Florence Design Academy in Italy for one year, to do her masters in interiors. All year Dina moved around and every weekend was a different experience whether it was inside Italy or around Europe.

As a designer, exposure is crucial. For that reason, Mona Hussein always encourages and supports the designers at the design house to always take courses. Both Shamiaa kaoud and Dina Shouman, interior designers at the design house went through this beautiful and exhilarating experience abroad.

"TO ME IT WAS ALL ABOUT THE EXPOSURE OF THE DESIGN WORLD"

"Dina Shouman"



Shaimaa Kaoud went to L'ecole De Design in France for about five months, taking two courses; interactive design and space design. According to Shaimaa, from the moment she stepped foot into France

the whole inspirational experience has begun. The course on the other hand was a very eye opening and educational one as well as dealing with different people of different nationalities.

"JUST DEALING WITH DIFFERENT NATIONALITIES THAT HAVE DIFFERENT CULTURAL BACKGROUND WAS AN INSPIRATION"

"Shaimaa Kaoud"

# SNEAK PEEK

on some of Mona Hussein's upcoming projects

## THE HUB

Whether you want to relax, shop or socialize, the Westown Hub will be the place to be.

Westown Hub is perfectly placed in Westown, Sodic West and Sheikh Zayed to become the focal point of this vibrant new city centre and the thriving community that already surrounds it. Creating a naturally welcoming atmosphere, Mona Hussein Design House is working towards making the landscape one of a kind design giving visitors an unrivalled experience.



**بعض مشاريع منى حسين القادمة**  
 الهب : من اهم الاماكن في منطقة زايد للتسوق والاسترخاء .  
 المستشفى العالمى للسيدات: تتميز الإقامة بما بها اشبه بالفنادق الكبرى في تصميمها واختيار الواجهات.  
 والتجديد الشامل لى جى اى فرايدايز و مبنى مكاتب مجموعة الاهلى في التجمع الخامس الذى يتميز كل طابق له بجو مختلف و متميز و مركز مبيعات مدينة نصر لكمبوند تاج سلطان في القاهرة الجديدة و السمبوزيوم الفنى الثانى.

## THE SYMPOSIUM 2 TAKING ART TO ANOTHER LEVEL

The main idea of the symposium is to design seating units from marble, for public parks & external areas. The work must represent artistic functional sculpture. Mona Hussein is now working on creating these new seating units with different artists.



## T.G.I FRIDAYS: Revamping the interiors and the image of all T.G.I Fridays branches in Cairo



With the girls from our team on site; T.G.I Fridays is reimagining and revamping their look, with a request of a contemporary atmosphere that feels warm and casual yet cheerful and sophisticated. The project is now in progress and with a team of talented and ambitious designers; the end result with not doubt will be a great success.

## WOMEN'S INTERNATIONAL HOSPITAL



Everything a woman needs from Obstetrics and Gynecology to Maternal Fetal Medicine to an advanced health club and spa.

The idea behind this hospital is that it will provide everything women need, in which the accommodation will resemble a boutique hotel. The color scheme chosen for this project is grey, white with an array of hues from pink to orange, Mona Hussein Design House is working towards making it the most welcoming and comforting hospital for women in Cairo.



**AL AHLY OFFICE BUILDING.**  
 AL AHLY IS MOVING THEIR OFFICE TO A NEW BUILDING.

Al Ahly office building will be moving to a new building in the 5th settlement. Mona Hussein will be handling the interiors; making each and every floor different depending on the mood and atmosphere.

## NASR CITY SALES CENTER FOR TAG SULTAN COMPOUND THE INTERIORS OF THE SALES CENTER INSPIRED BY NATURE.

With the project in progress and the girls on site, the Nasr city sales center will be located in New Cairo. Requesting a simple atmosphere and mood, the design house will be working on the interiors with an inspiration from nature by using glass, a lot of botanical areas, and organic lines.



## Upcoming Residential Projects Interiors, Exteriors and Landscape



### Private Villa 1

This villa will be modern using a color scheme of white and grey with an addition of accent colors. We are now working on the interiors and landscape of this villa.

### Private Villa 2



This villa's furnishing style will be ultra modern yet simple and chic. Using subtle colors and sharp lines, we are now working on the interiors, exteriors, and landscape design.

### Private Villa 3

Using sharp lines, water, and indirect light with a color scheme of grey and green; the concept behind this beach house is modern yet simple.



### Private Villa 5

Working on the interiors and the landscape; this beach house in El Gouna will be modern with a color scheme of grey, yellow and green.



### Private Villa 4

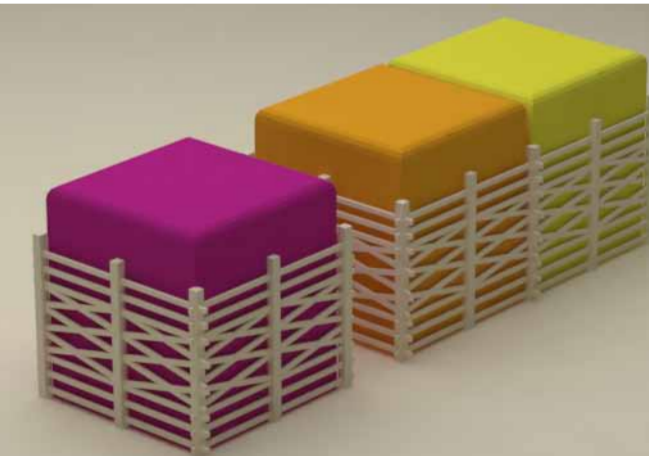
Working on the interiors and landscape; this villa is contemporary with neutral colors and subtle use of patterns.



## SNEAK PEEK on some Mahally's new products

### Palm Pouffe ⇨

Using Palm wood, this pouffe is inspired by the Palm trees. The addition of vibrant and fresh colors; makes this pouffe perfect for any outdoor area.



### Floor lamp ⇨

The signature Infinity Lamp by Shaimaa Kaoud; creating a Metal Oxide floor lamp that was inspired from Arabian pattern and modernized to indulge infinity.



### Pouffe ⇨

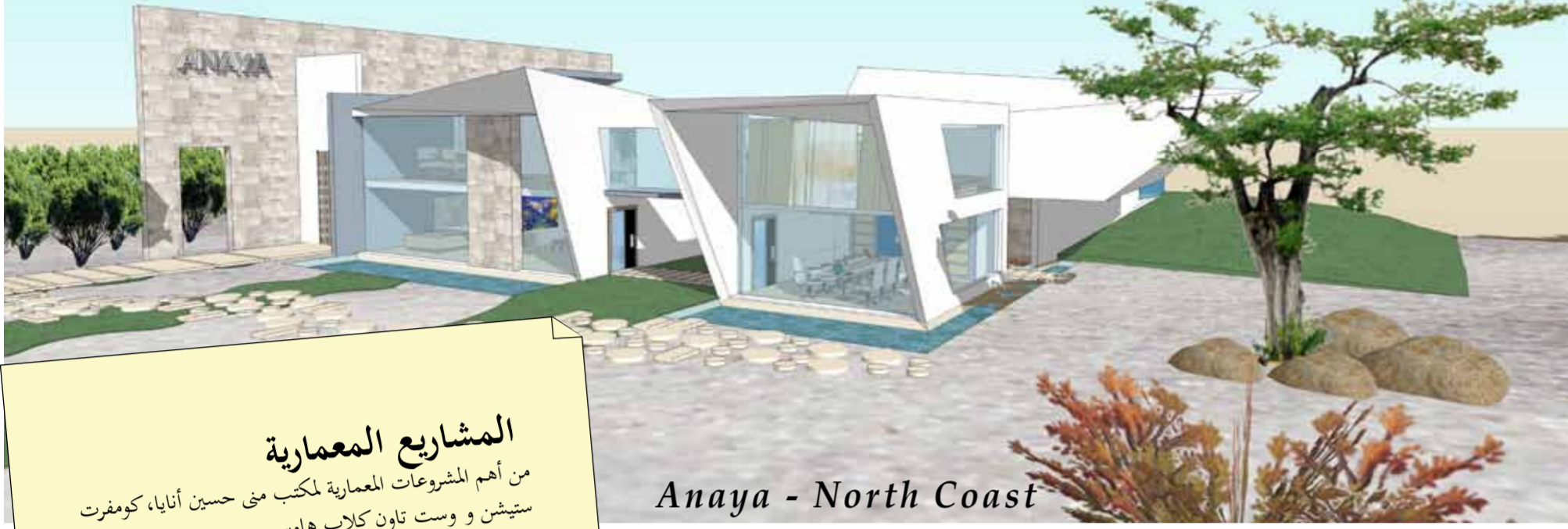
This pouffe is inspired by the Egyptian tarboush; using colorful material.

### Arrow Coffee Table ⇨

Separate arrow shape Marble units that could be rearranged depending on your own needs; they can be used as separate units or arranged to form a coffee table with a glass top.

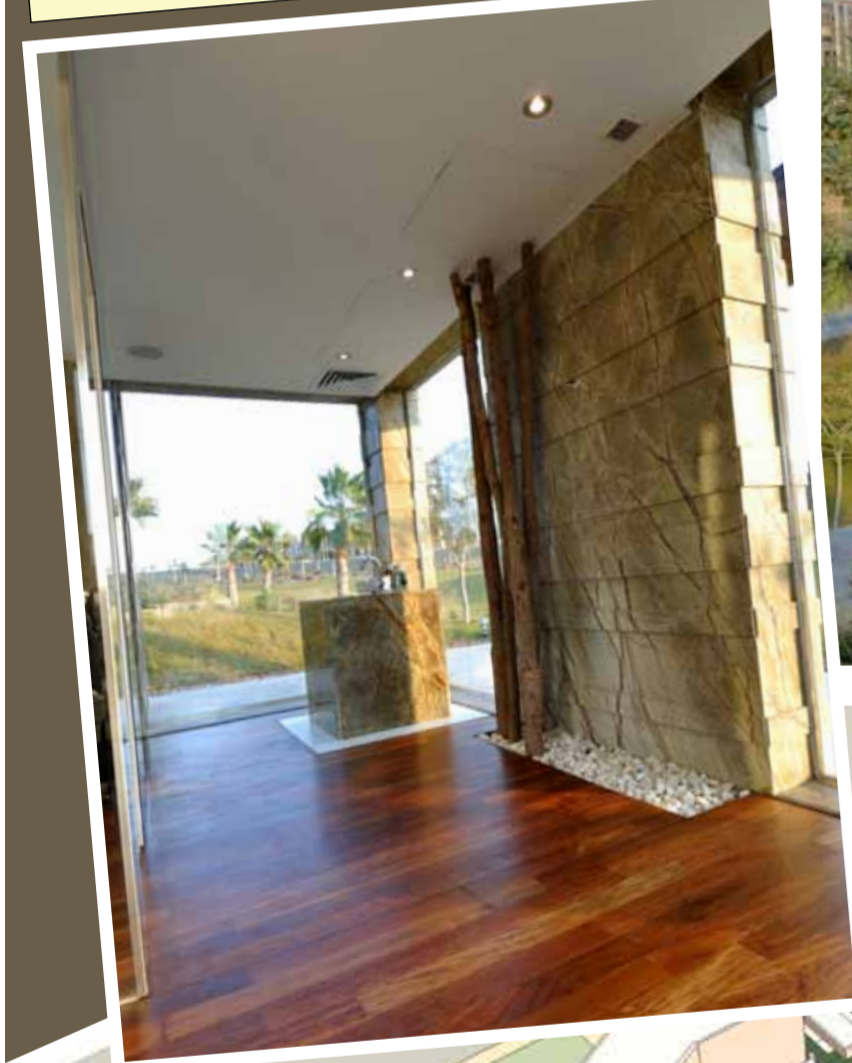


# ARCHITECTURE PROJECTS



Anaya - North Coast

**المشاريع المعمارية**  
من أهم المشروعات المعمارية لمكتب منى حسين أنايا، كومفرت ستيشن و وست تاون كلاب هاوس .



Comfort Station - Allegria



West Town Club House



**Fill your home with Positive Energy!**  
Sun, Wind, Water and Plants are factors that should not be neglected while designing your home; filling it with positive energy, serenity and a relaxing atmosphere. The sun is a source of energy so fill your home with sun rays, design your windows for maximum energy flow of wind, use water to maintain the energy just by using a vase with floating candles and finally the plants will keep the air fresh and the way clear for energy flow.  
-Maha Strougo-

## DESIGNERS TIPS

Function and beauty can always be achieved, never compromise one for the other.  
*Mona Hussein*



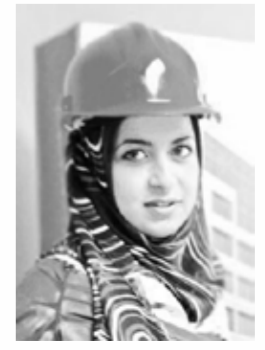
**Lighting! Lighting! Lighting!**  
Complementing a space's atmosphere and mood; Lighting is about emotions, passion and performance. Always consider it as a part of interior design and not only as a function.  
-Dina Nour El Din-



**Pay attention to details!**  
when planning a room, consider moldings, cabinet handles, lighting and outlet switches. These details can bring elements together and form a more cohesive appearance.  
-Dina tahoun-



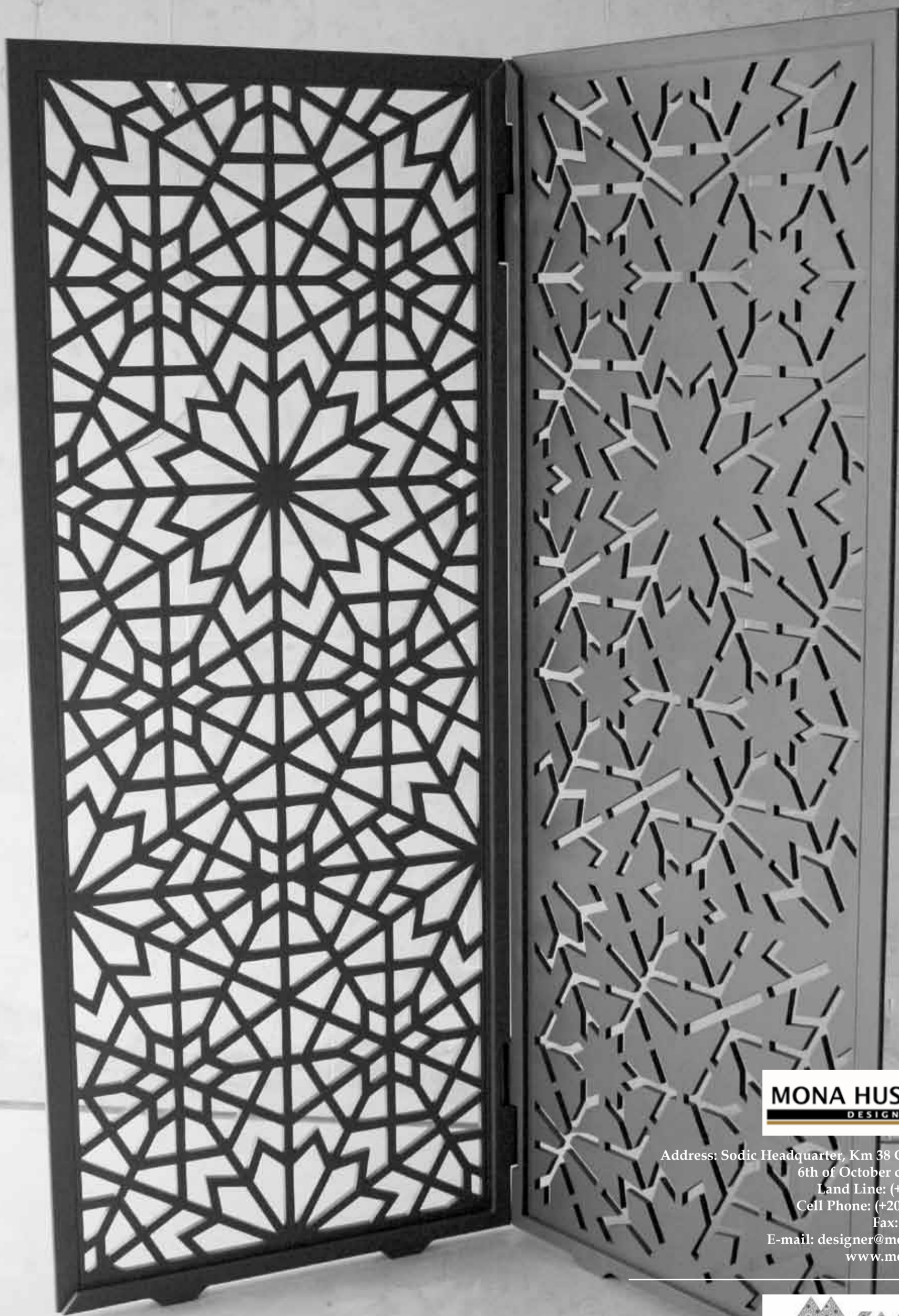
**Go Green!**  
Plants can act as natural air filters, removing harmful chemicals from the indoor air. And they look great too, giving your home a more natural, colorful and vibrant feel. The best plants for improving indoor air quality peace are lilies, bamboo palm and gerbera daisies.  
-jillan Zaher-



**Create Harmony!**  
When designing a small space, it is recommended not to exceed than two or three materials, colors and fabrics; in order to create harmony and a relaxed mood.  
-Rania Abo Elezz-



Positive & Negative  
Resin Paravent with cut outs of Arabian patterns  
inspired by our culture.  
Designed by Mona Hussein



**MONA HUSSEIN**  
DESIGN HOUSE

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Fax: (+202) 38571240  
E-mail: [designer@monahussein.com](mailto:designer@monahussein.com)  
[www.monahussein.com](http://www.monahussein.com)



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