“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 sin finish, deux design and trois to decorate the interiors of a Bennetti 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 Bennetti 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 properties, 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.
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, Allegria mock up villas, and the Allegria 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 Tewen – New Cairo
2011 - Plot 70 - residential compound, Palmyra Sodic – Damascus - Syria
2010-2011 - Allegria Gardens, 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 - Allegria Gradens, Villas façade, Sodic/6th of October
2009 - 2010 - Sodic, Egypt & Syria
2009 - Jasmine Hills Compound (Villas & Club House), Palmyra Sodic Damascus – Syria
2009 - 2010 - Sodic Sales Center, Zamalek
2009 - 2010 - Sodic Sales Center Heliospolis
2009 - Allegria Compound - Mock up villa - Sodic/6th of October
2009 - Comfort Station, Allegria - Sodic/6th of October
2008 - Kattameya Plaza Compound, Sodic – New Cairo

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.

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

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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 Dahban, 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.

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 colluding with 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.
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.

Creating the interiors for Tikka, Mona Hussein met the expectations of international standards; branching out to the Gulf areas and London. Originally founded in Cairo, Tikka'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 panelled walls, and well designed furniture; all set in a non-linear layout.

CILANTRO GOES INTERNATIONAL
“Warm and inviting is what Cilantro is all about”

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 panelled walls, and well designed furniture; all set in a non-linear layout.

The Folio by Mona Hussein
www.monahussein.com | www.mahally.net

Chicken Tikka

REVAMPING TIKKA'S INTERIOR DESIGN INTO CHIC-FARM

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Revamping Tikka’s interior design into Chic-Farm

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Maison De Rêves

“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 rêves 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.

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

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The avant-guard 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.
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.

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.
“Keeping it simple ”

This breathtaking 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. 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.

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.
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.

SUEZ CEMENT’S OFFICE
“Trusting Mona Hussein’s vision; Suez Cement relied on the team’s innovative skills to handle all aspects in the interiors.”

SODIC commits 4,000,000 EGP to the first phase of the development of Ezbat 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 Governer, Dr. Abdel Qawy Khalifa, for the integrated development of one of Cairo’s oldest slums: Ezbat 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.

For more information, Please call 16220 or visit us at the SODIC Sales Centres:
Headquarters/Km. 38 Cairo-Alexandria Desert Road
Zamalek: Alabou Feda Commercial Tower, 3 Abu El Feda Street
Helipolits: 46 El Thawra Street

www.sodic.com
Email: sodic csr@sodic.com

SODIC - Official Fan Page  @SODICRealEstate

Dr. Mona Zakareya SODIC CSR Project Consultant
“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:
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Heliospolis: 46 El Tawena Street

www.sodic.com

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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.

Mona Hussein Design House partnered with Move-In; a contracting company to set new standards for the interior finish of both commercial and residential projects. It will take care of all your needs whether your finishing 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.

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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.

- Roche Bobois
- Tempur
- Alessi
- Bo Concept
- La Maison and Co.
- Emeco
- Koziol
- USM
- Lampe Berger
“Created as a design beacon, visitors immediately encounter a unique visual and spatial experience when they first step into Designopolis”

"Calendrical Note" from the Calendar of the World by Mona Hussein

The Folio by Mona Hussein

Previous Projects

Landscape Projects

Private Villa in Hacienda - North Coast

Tempo Club House - Allegria

NOW IN EL GOUNA: YOU CAN HAVE YOUR CAKE AND EAT IT TOO!

Ready built homes in five of the best neighborhoods in El Gouna are ready for you to buy and immediately move in.

That’s not all, you have your pick of some of the best programs Orascom has ever offered: from special offers, free furniture, landscape packages to free swimming pools!

Contact us immediately and we’ll provide the details— it’s a piece of cake.

EL GOUNA... LIFE AS IT SHOULD BE
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, Mahally acts as a 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 offers a wide range of products; making each and every piece in the store valuable and sustainable.

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

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.

Resin Paravent
Resin Paravent with cutouts of Arabian patterns inspired by our culture. Designed by Mona Hussein.

Elite Kleenex box with brass cover
White Corian Kleenex box with brass cover. 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
All white resin coffee table with cutouts of Arabian patterns inspired by our culture. 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.

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

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

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

Golden Paravent
Resin Paravent with cutouts of Arabian patterns inspired by our culture. Designed by Mona Hussein.

Golden Coffee Table
All white resin coffee table. Designed by Mona Hussein.

Golden Kleenex Box with brass cover
White Corian Kleenex box with brass cover. Designed by Mona Hussein.

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

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

Golden Bin
All white resin bin with cut-outs of Arabian patterns. Designed by Mona Hussein.
Using palm wood, palm need and trunk fibers, the GUC students surprised, as 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, lucky students 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 need, 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. Reggie Ritz, Ms. Gabrielle Meyer and Ms. Dina 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.

“GUC Students participated in the Eco-Palm workshop; Hela Ashraf, Lina Ahmed, Imam Hany, Merima Shaalan, Yomna Seoudy, Maram El Shenawy, Fayrouz Tabory and Mariam Yehia”

THE FOLIO by Mona Hussein

www.monahussein.com  |  www.mahally.net

THE FOLIO by Mona Hussein

www.mahally.net

MONA HUSSEIN’S TEAM AT THE GERMAN UNIVERSITY IN CAIRO

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.

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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. Having taken care for her design, she then established her design house in 1993 for which she did both the design and the products.

Her return to the office was extreme and useful for all the new people as efficiently as possible. She felt the office was very kind and welcoming experience whether it was a beautiful and exhilarating atmosphere. The most valuable experience was the fact the design world is always changing and continually evolving; creating designs to be kept current and cutting-edge.

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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.

The idea of the nursery already existed in Mona Hussein's previous office. As she moved to the Soda Headquarters, this idea was then introduced to Bodie. They were very welcoming and seemed to sponsor 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.

Mona Hussein Design House
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, Saadieh Mouit and Sherif 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 to make the landscape one of a kind design giving visitors an unreal experience.

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. The idea behind this hospitality is to make the landscape one of a kind design giving visitors an unreal experience.

WOMEN’S INTERNATIONAL HOSPITAL
The idea behind this hospital is to make the landscape one of a kind design giving visitors an unreal experience.

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 Nasr Cairo. Requesting a simple atmosphere and mood, the design house will be working on the interiors with an inspiration from nature using glass, a lot of botanical areas, and organic lines.

SNEAK PEEK
on some of Mona Hussein’s upcoming projects

Upcoming Residentials 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 4
Working on the interiors and landscape; this villa is contemporary with neutral colors and subtle use of patterns.

Private Villa 5
Working on the interiors and the landscape; this beach home in El Gouna will be modern with a color scheme of grey, yellow and green.

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 Karoud, 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 tarbousch; 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.
**Designers Tips**

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 lilies, bamboo palm and gerbera daisies.

- Jillian 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

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

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- Maha Strougo

**ARCHITECTURE PROJECTS**

*Anaya - North Coast*

*Comfort Station - Allegria*

*West Town Club House*
Positive & Negative
Resin Paravent with cut outs of Arabian patterns inspired by our culture.
Designed by Mona Hussein