

DESIGN SECTOR

PRACTICE PROFILE

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01 THE STORY OF US.

Established in 2015 by Muhammad Bargal, DESIGN SECTOR welcomed Hazem Youssef as a co-founder in 2017, followed by Khalid AlDeghaither joining the partnership in 2025. Today, DESIGN SECTOR is a leading architecture and interior design consultancy firm, with a portfolio of over 100 projects across Saudi Arabia, the UAE, and Egypt.

Our practice spans **Architecture, Interior Design, Public Realm & Landscape, and Master Planning**—delivering high-end residential, commercial [Offices, retail, showrooms, sales centres etc.], and real-estate developers, along with research-driven spaces built for long-term impact.

Guided by a **client-centred design philosophy**, we merge function-driven aesthetics with precision, technical excellence, and timeless spatial quality. Our **multidisciplinary teams** work in seamless collaboration across all stages of **design and build**, ensuring both creative integrity and practical execution.

Our expertise includes **comprehensive architectural services, imaginative yet practical interior design, holistic master planning, and environmentally conscious urban and landscape strategies**.

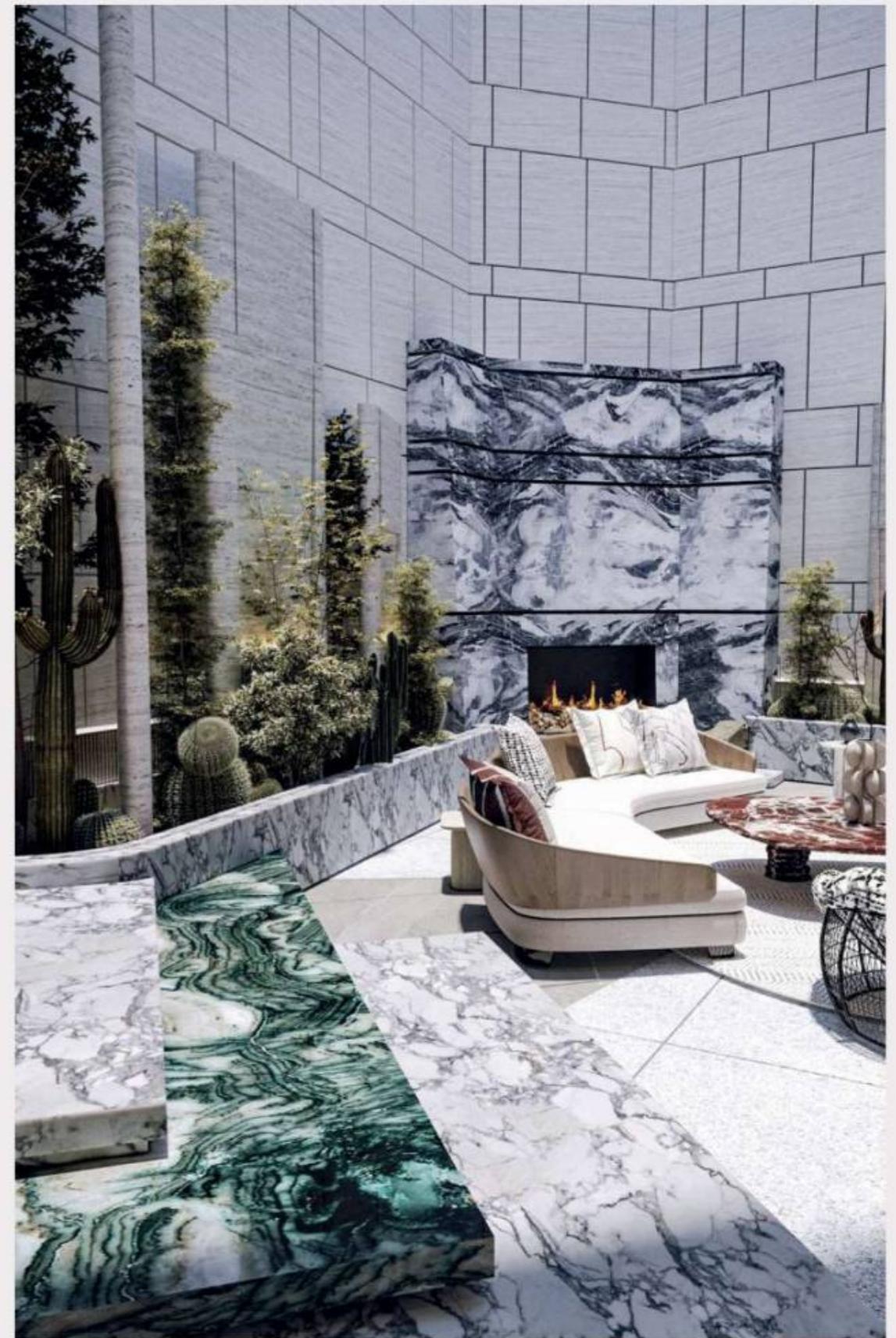
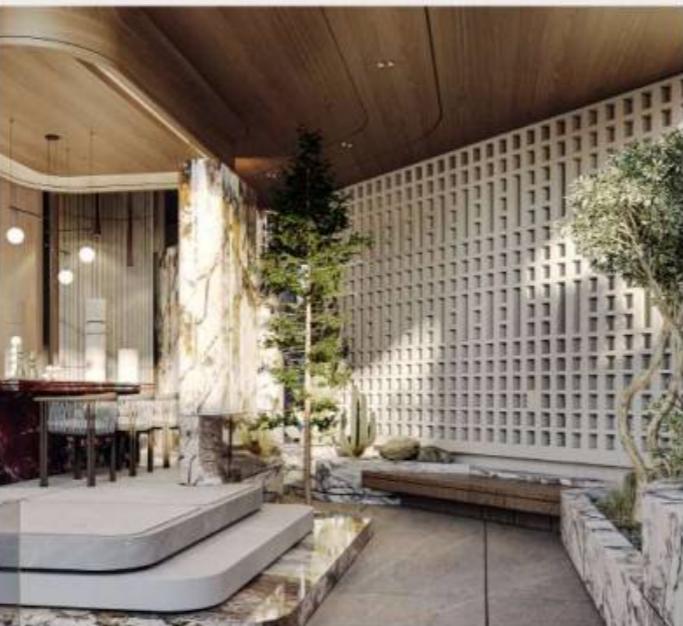
From conceptual design to detailed development [Design Development, IFT, and IFC], our capability extends to **BIM workflows, AI-driven design and analysis tools, and advanced rendering**—covering both static imagery and dynamic animations.

With an expanding presence in **Riyadh, Dubai, Cairo, and Alexandria**, DESIGN SECTOR continues to grow its regional footprint while delivering world-class design impact across the Middle East and North Africa.

When required, turnkey delivery is supported through our sister company

SAUDI ItQAN

شركة إتقان السعودية للمقاولات



■ 02 BOARD.

Hazem Youssef, Co-Founder and Creative Director, shapes the firm's design language—balancing expressive ideas with precise technical delivery. With deep experience in architectural and interior design across public and private sectors, he brings strong capability in planning, detailing, and coordination. His leadership blends communication, problem-solving, and system thinking with a refined understanding of engineering and architectural standards. Hazem's background spans both creative direction and senior-level management, supported by a BSc in Architecture, Construction, Project Management, Financial Management Diploma, and international project exposure in Japan, Lebanon, and the UAE.

Khalid Al Degaither, Partner and Board Member, supporting long-term strategy, governance, and business growth. He translates strategic objectives into grounded, high-impact outcomes while ensuring projects remain focused and results-oriented. In addition to his partnership role, he brings operational and business leadership as General Manager of Unified MARAFIQ and Managing Partner of Saudi Itqan. His academic foundation includes a BASc in Operations Research and an MSc in Business & Information Systems Management.

Muhammad Bargal, Founder and Chief Executive Officer, guides the firm's strategic growth—aligning architecture, sustainability, and business performance. With extensive experience in the design and construction industries, he leads multidisciplinary teams to deliver innovative and environmentally responsible solutions for complex developments. Muhammad's academic credentials include a BSc in Architectural Engineering and Environmental Design, a MSc in Architectural Engineering, and an MBA [Crisis and Risk Management], complemented by LEED accreditation. His work reflects a longstanding commitment to design excellence, environmental stewardship, and measurable client value.

HAZEM YOUSSEF



KHALID ALDEGAITHER



MUHAMMAD BARGAL



■ 03 OUR PHILOSOPHY.

- + Client-centred design
- + Function-driven aesthetics
- + Precision and technical excellence
- + Timeless, luxury environments



At DESIGN SECTOR, our philosophy is grounded in a **client-centered approach**, ensuring every project begins with a deep understanding of vision, purpose, and context. We believe in **function-driven aesthetics**, where beauty emerges from clarity, usability, and thoughtful spatial experience. Our work is built on **precision and technical excellence**, supported by rigorous methodology, multidisciplinary expertise, and a commitment to flawless execution. Above all, we craft **timeless, luxury environments**—spaces that feel enduring, refined, and meaningful long after trends fade.

MISSION.

At DESIGN SECTOR, our mission is to deliver design excellence rooted in purposeful creativity, technical precision, and client-centered collaboration. We craft architecture, interiors, and urban environments that balance aesthetic vision with functional performance, driven by innovation, global expertise, and a commitment to long-term value for our clients, communities, and partners.

VISION.

To shape environments that elevate human experience—designing timeless, intelligent, and sustainable spaces that set new benchmarks for architecture and design across the Middle East and beyond.



04 OUR SERVICES RANGE FROM

FULL DESIGN PACKAGES INCLUDING CONCEPTUAL DESIGN AND DESIGN DEVELOPMENT, EXTENDING TO COMPREHENSIVE BIM SOLUTIONS AND RENDERING SERVICES, ENCOMPASSING BOTH STATIC IMAGES AND DYNAMIC ANIMATIONS

OUR SERVICES INTERIOR DESIGN | ARCHITECTURE

CONSULTATION IS AVAILABLE ON OUR WEBSITE

FULL DESIGN PACKAGE

- + From Master Planning To Detailed Design
- + Public Realm and Landscape Design
- + Building Information Modeling



INTERIOR DESIGN

- + Blend of imaginative design with practical space utilization
- + Close collaboration between architectural and interior design teams
- + Creation of cohesive and distinctive spaces



ARCHITECTURE

- + Comprehensive architectural services across diverse projects
- + Expertise in global project delivery
- + Specializations include healthcare, education, retail, workspaces, housing, pharmaceuticals, industrial, mixed-use & high-rise.



MASTER PLANNING & URBAN DESIGNING

- + Master planning expertise across public and private sectors
- + Innovative design solutions tailored to client vision
- + Holistic approach connecting stakeholders and seamless execution
- + Specialized knowledge in Planning Law, Zoning, and Environmental Impact
- + Established relationships with local authorities and government bodies



PUBLIC REALM & LANDSCAPE DESIGN

- + Skilled team of architects, planners, and urban designers
- + Develop guidelines for public and private clients
- + Focus on connections between people, places, and nature
- + Emphasis on placemaking, environmental care, social equity, and sustainability

■ 05 GEOGRAPHIC PRESENCE.

DESIGN SECTOR operates across key regional hubs, with an established presence in **Cairo**, **Alexandria**, **Riyadh**, and **Dubai**—positioning the firm at the heart of the Middle East and North Africa's rapidly evolving design landscape.

Our geographic footprint allows us to engage closely with **diverse markets**, respond to local cultural and architectural contexts, and deliver projects with both regional insight and international standards.

This growing network strengthens our ability to serve clients across sectors and scales, while maintaining **consistent quality** and **design excellence**. As we continue to build strategic partnerships and deepen our regional role, **DESIGN SECTOR** remains committed to expanding its reach even further—entering new cities, new markets, and new opportunities that align with our long-term vision for impact and growth.



+ RIYADH

+ DUBAI

+ CAIRO

+ ALEXANDRIA

■ 06 TRACK RECORD.

Our portfolio spans more than **100** projects across residential, commercial, and real estate sectors, supported by a client base of over **60** partners who continue to trust our work—reflected in a **%35** client-return rate for new commissions. We have delivered more than **250,000** square meters of thoughtfully designed spaces, each shaped through rigorous technical standards and a deep commitment to design integrity.

Our work has been recognized through multiple magazine features and industry awards, while our multidisciplinary team of **+30** architects, interior designers, and landscape specialists continues to expand our impact across the region. Together, these milestones reflect a practice built on precision, creativity, and long-term client relationships that grow stronger with every project.

+10

Over 10 YEARS
SUPPORTING CLIENTS
across the Middle
East and Africa

+60

Over **60** DIFFERENT CLIENTS
in the residential, real
estate & commercial
sectors.

+04

4 DIFFERENT MAGAZINES,
Media features and
Awards.

+30

Over **30** TEAM MEMBERS
qualified in Architecture,
Interior and Landscape.

SQ.M

Delivered over 250,000
SQ.M OF DESIGN SPACE
in all sectors

PROJECTS

Accomplished and
Delivered over **100**
PROJECTS in different
sectors across MENA
Region.

CLIENTS

%35 OF CLIENTS return
with new projects, due
to their trust and
satisfaction.

■ 07 PROJECT SAMPLES

PROJECTS DESIGNED TO STAND *The test of time.*

The following section presents a curated selection of projects that represent the depth and breadth of our practice. Through a combination of imagery and concise project narratives, we showcase our approach to design, technical expertise, and attention to detail across various scales and typologies.

Each project reflects our commitment to creating thoughtful, functional, and enduring solutions—shaped by context, client needs, and a clear architectural vision. Together, these works demonstrate our ability to translate concept into execution while maintaining consistency, quality, and design integrity throughout every stage of the process.

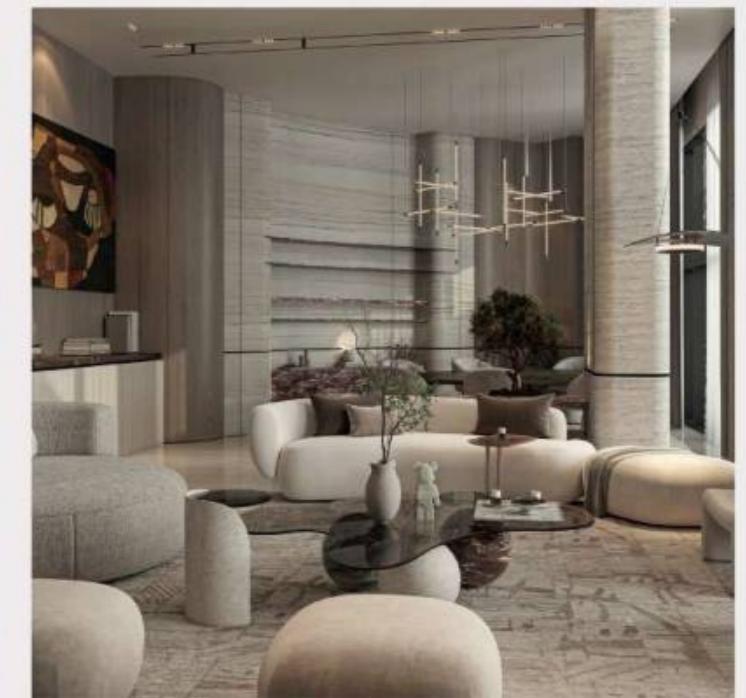
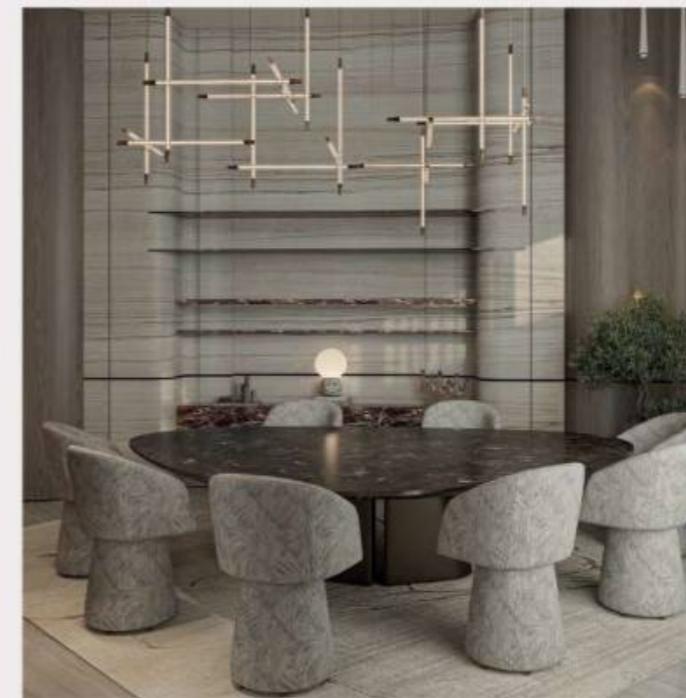
■ INFORMAL VILLA MAJLIS

- + HIGH-END RESIDENTIAL | PRIVATE MANSION
- + 650.00 SQ.M

This private mansion interior is conceived as a **refined residential environment** where architectural grandeur meets understated luxury. The design approach is rooted in creating a seamless dialogue between scale, materiality, and human experience, ensuring that each space feels both impressive and deeply livable. The interiors are defined by **calm proportions, fluid circulation, and a carefully curated balance** between statement elements and subtle detailing.



A neutral, warm palette forms the foundation of the design, layered with **rich natural materials** such as marble, stone, wood veneers, and textured fabrics. These materials are not used as surface treatments alone, but as **integral design components** that define zones, emphasize volumes, and enhance spatial continuity. Custom furniture pieces, sculptural lighting, and bespoke joinery are thoughtfully integrated to reinforce a sense of exclusivity while maintaining visual softness and comfort.



Spatial planning prioritizes **openness and connection**, allowing natural light to flow across living areas and highlighting the verticality and architectural depth of the mansion. Key focal points—such as feature walls, double-height volumes, and curated art moments—anchor each space without overwhelming it. The result is an interior that feels timeless rather than trend-driven, where luxury is expressed through proportion, craftsmanship, and restraint.



■ PRIVATE MANSION

- + HIGH-END RESIDENTIAL | PRIVATE MANSION
- + 1600.00 SQ.M

This private villa interior is conceived as a **refined contemporary residence** where spatial fluidity, material richness, and sculptural detailing define the overall design language. The architectural approach emphasizes calm proportions and seamless transitions between spaces, creating a continuous visual narrative from entrance to living and dining areas. Curved geometries, soft-edged volumes, and integrated architectural elements are used throughout to soften the spatial experience and reinforce a sense of understated luxury.

A **warm and tactile material palette** anchors the interior, combining natural stone, travertine, marble, textured wood panels, and bespoke furniture pieces to achieve a balanced dialogue between solidity and softness. Feature walls, sculpted consoles, and custom vanities act as architectural moments rather than decorative elements, reinforcing the villa's bespoke character. Lighting is carefully layered—integrating concealed coves, architectural spotlights, and statement luminaires—to enhance material depth and guide movement across spaces.

The living and dining zones are designed as open yet clearly defined environments, allowing flexibility in use while maintaining visual continuity. Furniture compositions are curated to complement the architectural language, emphasizing **comfort, scale, and timeless elegance**. Overall, the design reflects DESIGN SECTOR's philosophy of creating residential environments that are sophisticated, tactile, and enduring—spaces where architecture and interior design operate as one cohesive expression.

AN OPEN, LAYERED COMPOSITION BALANCING COMFORT WITH Refined GEOMETRY.



A SCULPTED VANITY FRAMED BY NATURAL STONE AND WARM WOOD PANELS.



A STRONG ARCHITECTURAL MOMENT DEFINED BY SYMMETRY AND SOLID STONE FORMS.



A STATEMENT DINING SPACE ANCHORED BY A MONOLITHIC TABLE AND CUSTOM LIGHTING.



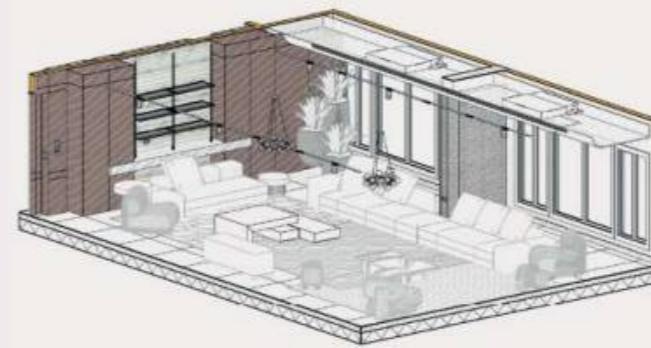
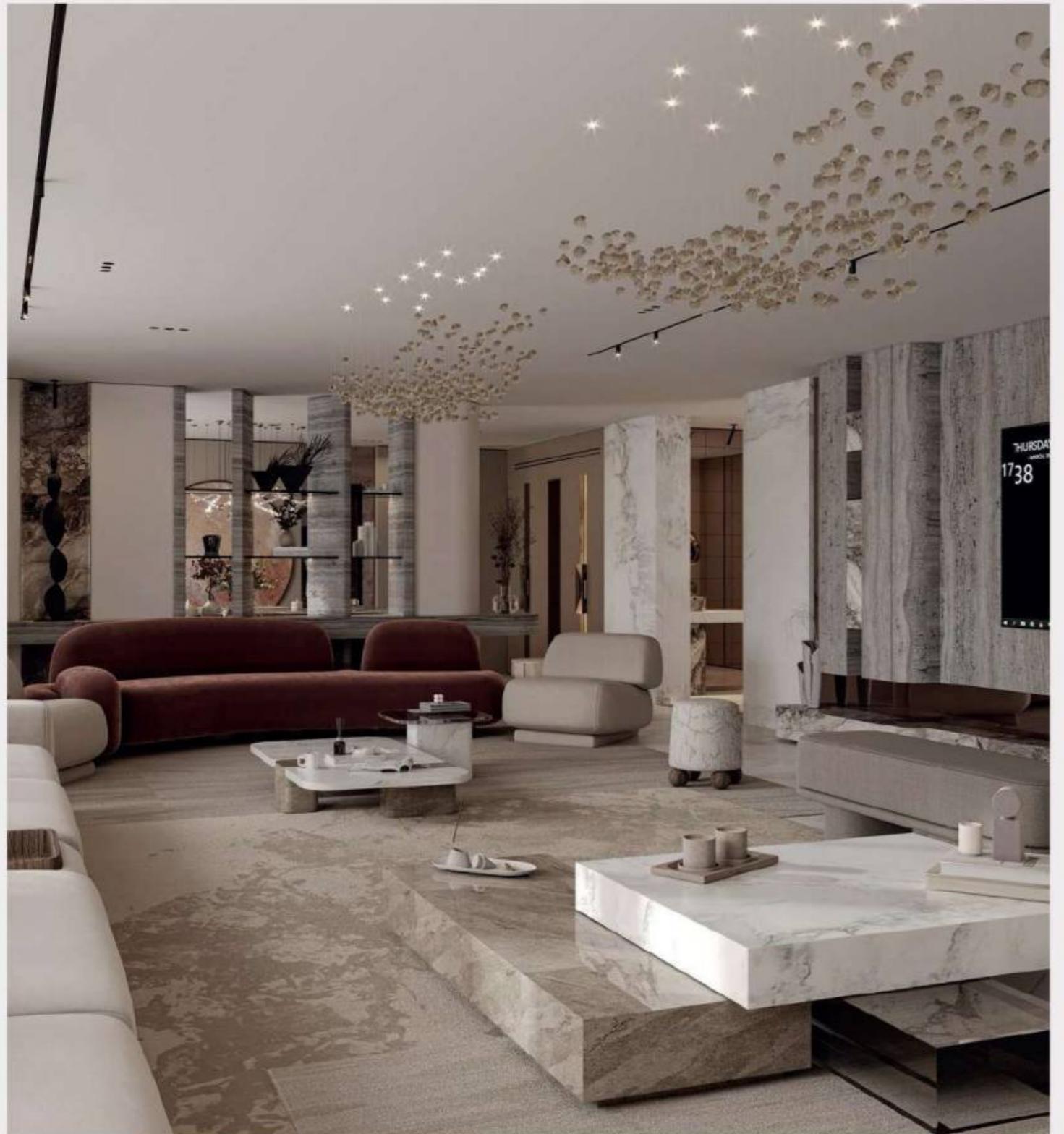


AESTHETIC MODERN UNIT

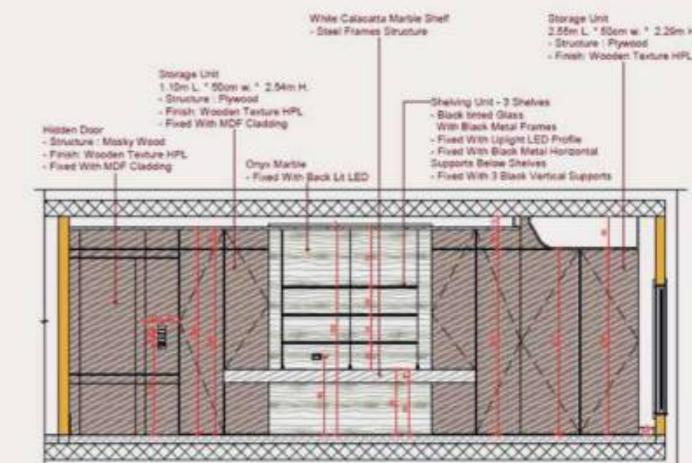
- + HIGH END-RESIDENTIAL | PRIVATE UNIT
- + 520.00 SQ.M

THIS RESIDENTIAL VILLA INTERIOR IS CONCEIVED AS A **REFINED LIVING ENVIRONMENT** WHERE SPATIAL OPENNESS, NATURAL LIGHT, AND MATERIAL HARMONY DEFINE THE DESIGN LANGUAGE.

THE CONCEPT BALANCES CONTEMPORARY ELEGANCE WITH WARMTH, USING A NEUTRAL PALETTE ENRICHED BY NATURAL STONE, WOOD FINISHES, AND SOFT TEXTILES TO CREATE A **TIMELESS RESIDENTIAL ATMOSPHERE**



SECTION BOX



■ BLENDED STYLES VILLA

- + HIGH-END RESIDENTIAL | PRIVATE VILLA
- + 650.00 SQ.M



This villa interior is designed as a **refined residential environment** where classical architectural references are reinterpreted through a contemporary design lens. The spatial composition is driven by symmetry, proportion, and clear hierarchy, creating a seamless transition between formal reception areas and intimate living spaces. A restrained palette of marble, natural stone, warm wood, and soft neutral finishes establishes material continuity throughout the villa. Architectural detailing, custom joinery, and integrated lighting are carefully composed to enhance depth, elegance, and comfort, reflecting a timeless approach to luxury residential design.



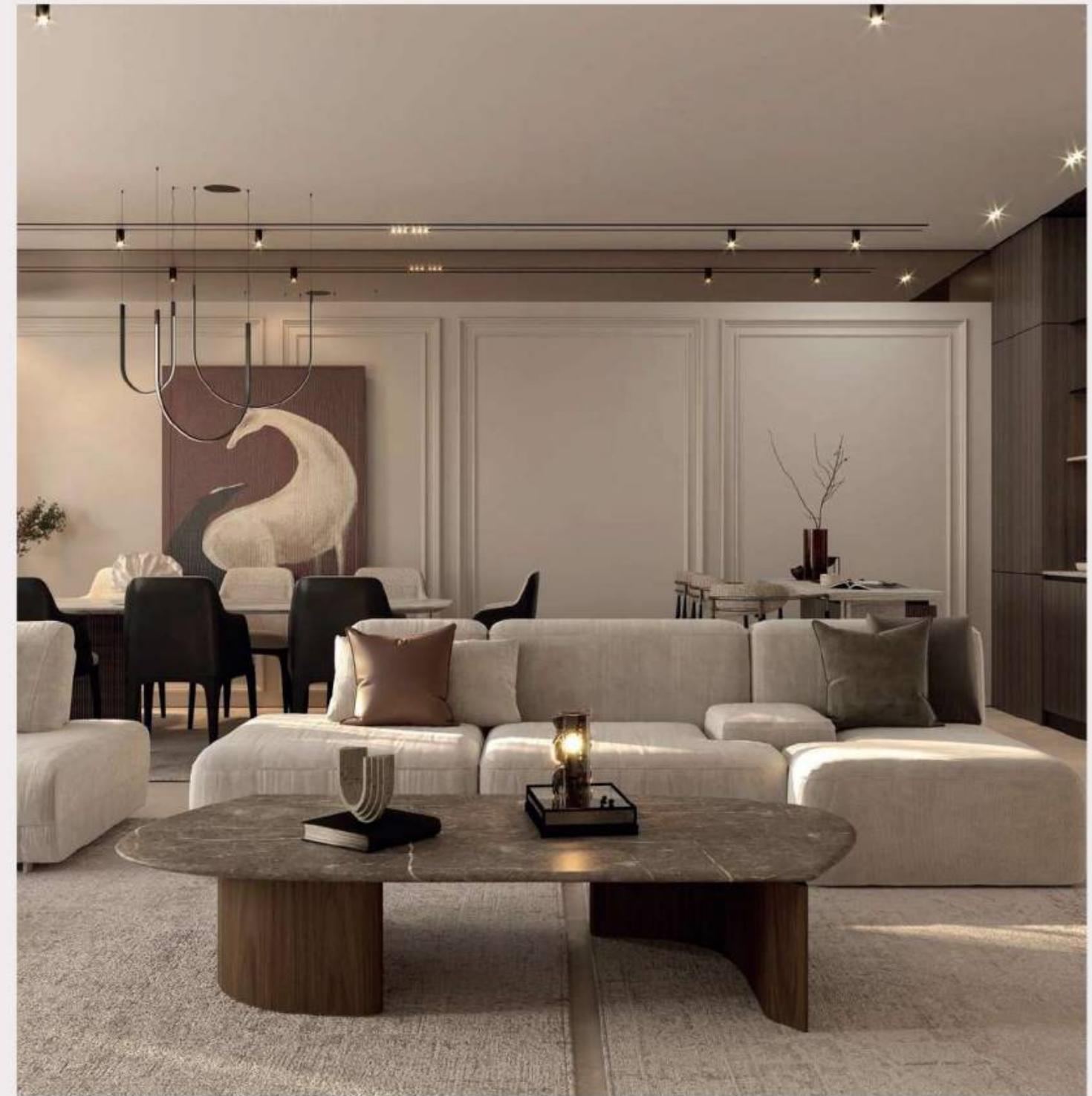
■ MODERN TOWNHOUSE

- + HIGH-END RESIDENTIAL | PRIVATE VILLA
- + 310.00 SQ.M

This private villa interior is conceived as a **refined residential environment** where contemporary living is guided by balance, proportion, and material sensitivity. The design approach focuses on creating calm, elegant spaces through a clear spatial hierarchy, allowing public and private zones to flow seamlessly while preserving intimacy and privacy. Architectural elements are treated with restraint, using **subtle paneling, clean lines, and softened classical references** to establish a timeless foundation rather than a stylistic statement tied to trends.



Material selection plays a central role in defining the character of the interiors. A **warm, neutral palette** is layered with natural wood finishes, textured fabrics, stone surfaces, and soft matte tones to create depth and visual continuity across spaces. Furniture is carefully curated to complement the architectural language, favoring low profiles, rounded forms, and tactile materials that enhance comfort and human scale. Integrated lighting is used strategically to accentuate architectural details, frame key elements, and create a **soft ambient atmosphere** that evolves throughout the day.



■ MODERN CONTEMPORARY VILLA

+ HIGH END-RESIDENTIAL |
PRIVATE VILLA
+ 450.00 SQ.M

The interior layout emphasizes **clear circulation and visual continuity** between reception, living, and dining areas, while maintaining a sense of hierarchy and privacy. Architectural elements such as framed wall panels, marble portals, and custom joinery are used to articulate transitions between spaces, reinforcing a sense of order and permanence. Soft furnishings and bespoke furniture pieces introduce **comfort and tactility**, ensuring that the villa functions not only as a formal residence but also as a livable, warm home environment that evolves naturally with daily use.

THIS RESIDENTIAL VILLA IS CONCEIVED AS A REFINED INTERPRETATION OF CLASSIC ARCHITECTURAL PRINCIPLES TRANSLATED THROUGH A CONTEMPORARY INTERIOR LANGUAGE

THE DESIGN BALANCES SYMMETRY, PROPORTION, AND DECORATIVE DETAILING WITH A RESTRAINED MATERIAL PALETTE AND MODERN SPATIAL PLANNING.

NATURAL STONE, WARM WOOD FINISHES, AND NEUTRAL SURFACES ARE LAYERED CAREFULLY TO CREATE DEPTH WITHOUT VISUAL EXCESS, ALLOWING THE INTERIOR TO REMAIN CALM, COMPOSED, AND TIMELESS.

LIGHTING PLAYS A CRITICAL ROLE IN DEFINING THE SPACES, COMBINING CONCEALED ILLUMINATION WITH SCULPTURAL FIXTURES TO ENHANCE BOTH VERTICALITY AND SPATIAL RHYTHM.



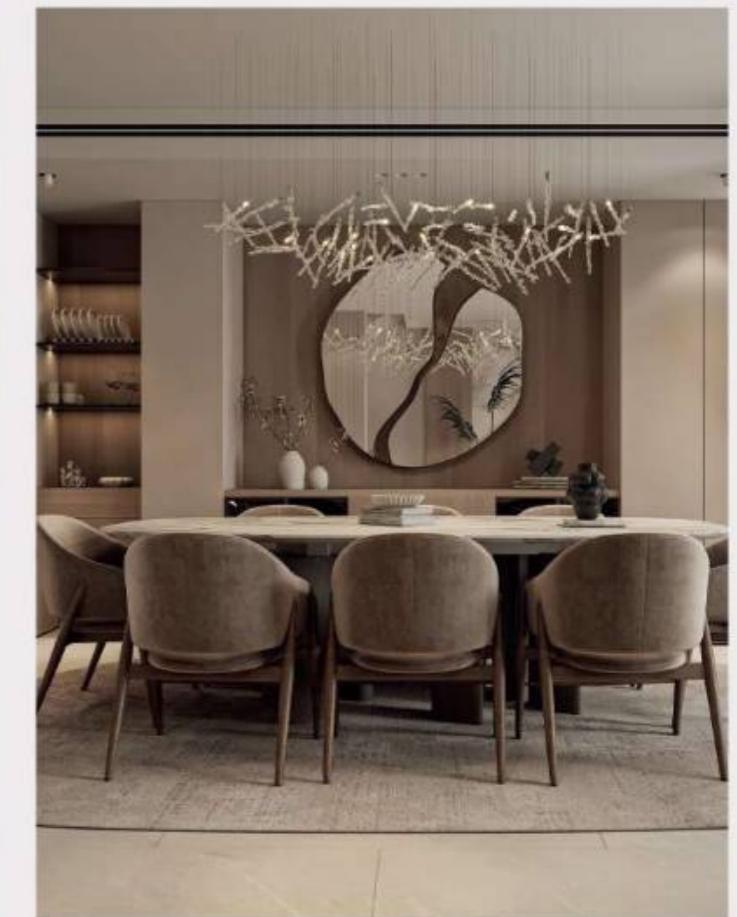


■ SOFT CONTINUUM VILLA

- + HIGH END-RESIDENTIAL | PRIVATE VILLA
- + 620.000 SQ.M

SOFT CONTINUUM VILLA IS CONCEIVED AS A REFINED RESIDENTIAL INTERIOR WHERE SOFTNESS, PROPORTION, AND MATERIAL CONTINUITY DEFINE THE SPATIAL EXPERIENCE

THE PROJECT EXPLORES THE BALANCE BETWEEN STRUCTURE AND FLUIDITY—USING DISCIPLINED GEOMETRY AS A FRAMEWORK WHILE ALLOWING TEXTURES, CURVES, AND LIGHT TO SOFTEN THE OVERALL COMPOSITION

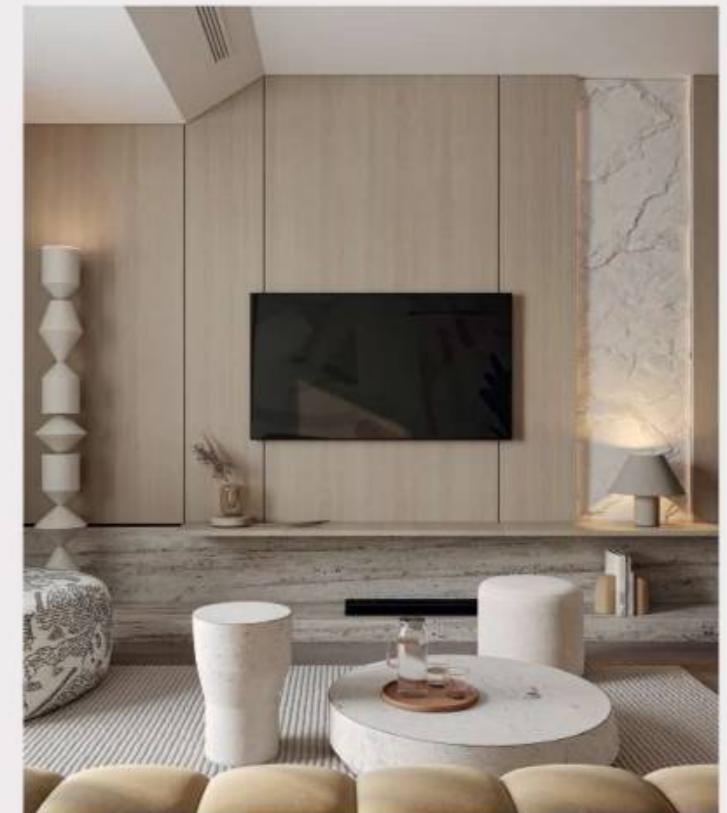
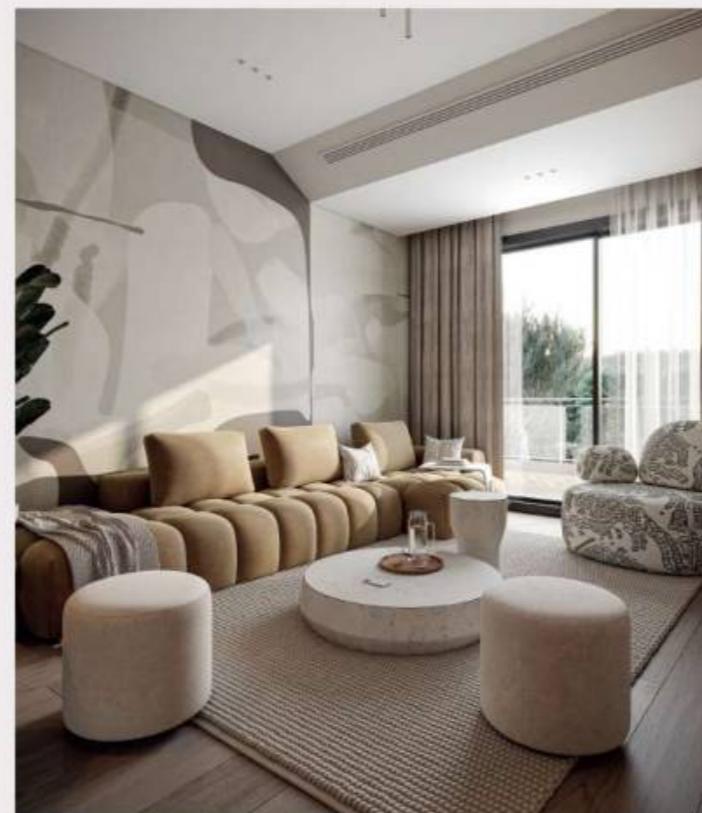


The design approach prioritizes **spatial flow and visual calm**. Rather than relying on strong contrasts, the interiors are shaped through tonal variation, subtle detailing, and carefully scaled architectural elements. Custom joinery, sculptural lighting, and integrated furniture pieces act as extensions of the architecture itself, reinforcing a cohesive language across the villa.

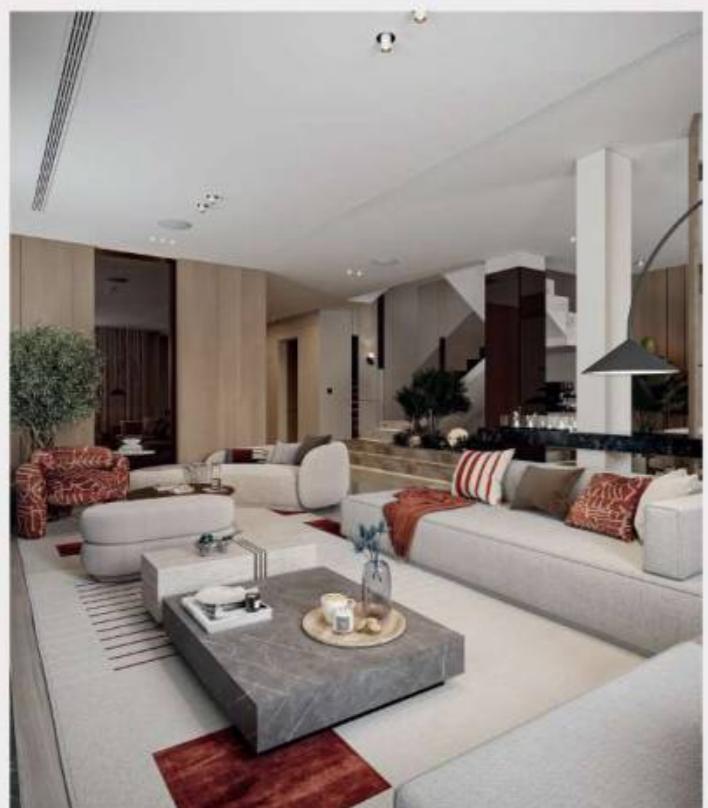
The result is a residence that feels **timeless, contemporary, and deeply livable**—designed to age gracefully while maintaining a strong architectural identity.

■ SOFT GEOMETRY ATTACHED VILLA

■ HIGH END-RESIDENTIAL | PRIVATE VILLA
■ 780.00 SQ.M



This villa is shaped by **calm proportions**, softened forms, and a restrained material language. The interior is defined by **fluid geometries** that replace sharp transitions, allowing spaces to unfold naturally while maintaining spatial clarity and hierarchy. A warm palette of natural stone, refined wood finishes, and tactile fabrics establishes a timeless atmosphere rooted in comfort and quiet elegance. The spatial composition emphasizes **continuity and balance**, with integrated joinery, concealed storage, and layered lighting reinforcing the architectural intent.



■ DESIGN FIRM | SHOWCASING CONCEPT

+ COMMERCIAL PROJECT | CORPORATE OFFICE
+ 350.00 SQ.M

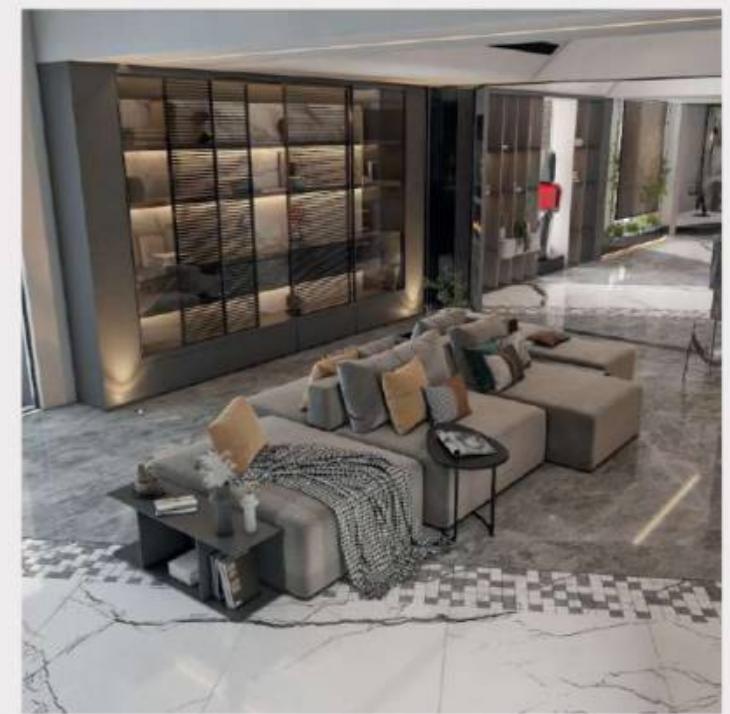


This modern office is envisioned as a **hybrid workspace** that blurs the boundaries between a professional environment, a **home-like setting**, and a curated showroom. The concept moves away from the conventional corporate office, instead creating an immersive spatial experience that reflects the design firm's identity, values, and creative approach. The office functions not only as a workplace, but also as a living portfolio where design, materiality, and atmosphere are continuously on display.

The spatial layout is organized to encourage **openness, collaboration**, and fluid movement, while still allowing for moments of focus and privacy. Rather than rigid divisions, spaces are defined through furniture arrangements, material transitions, lighting layers, and subtle changes in scale. This approach creates a warm, inviting environment that feels familiar and comfortable, much **like a home**, while maintaining the clarity and functionality required for a professional



Materials and finishes are carefully selected to convey quality and craftsmanship without visual excess.



A neutral base palette is enriched with tactile textures, natural surfaces, and refined accents, allowing the space to act as a flexible backdrop for evolving design expressions.



■ REALESTATE SALES OFFICE

- + COMMERCIALPROJECT | SALES OFFICE
- + 250.00 SQ.M

UTILIZED MONOCHROMATIC CONCRETE TEXTURES AND MATTE BLACK METAL ACCENTS TO CONTRAST WITH WARM WOOD ELEMENTS AND A TRANSPARENT MODULAR SHELVING SYSTEM.



BALANCING RAW CONCRETE TEXTURES AND MATTE BLACK METALWORK WITH WARM WOOD ACCENTS AND TRANSPARENT MODULAR ZONING.



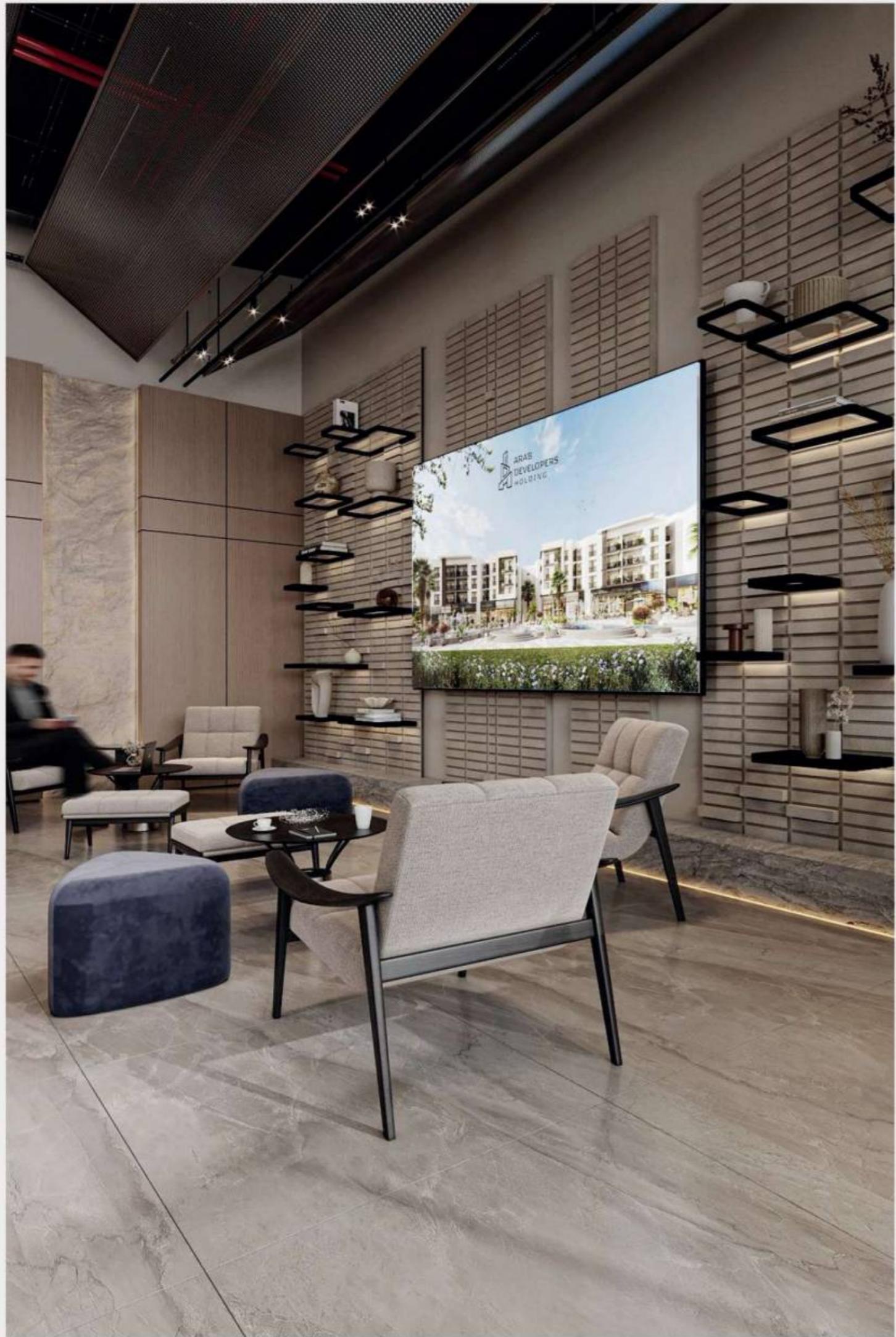
This interior concept achieves a "Soft Industrial" aesthetic by balancing raw architectural textures with refined, modern elements. The design utilizes a monochromatic palette of polished concrete-effect walls and cool-toned carpeting, punctuated by the high-contrast pairing of deep walnut wood grains and matte black metal framing.

SOPHISTICATED, INDUSTRIAL-MODERN RECEPTION SPACE THAT BALANCES PROFESSIONAL AUTHORITY WITH WARMTH THROUGH A PALETTE OF WARM WOOD VENEERS, COGNAC LEATHER UPHOLSTERY, AND SLEEK GLASS PARTITIONS.



INTEGRATED RAW CONCRETE TEXTURES WITH WARM LEATHER AND WOOD TONES TO CREATE A BALANCED, MODERN ENVIRONMENT DEFINED BY GLASS PARTITIONS AND MODULAR ZONING.



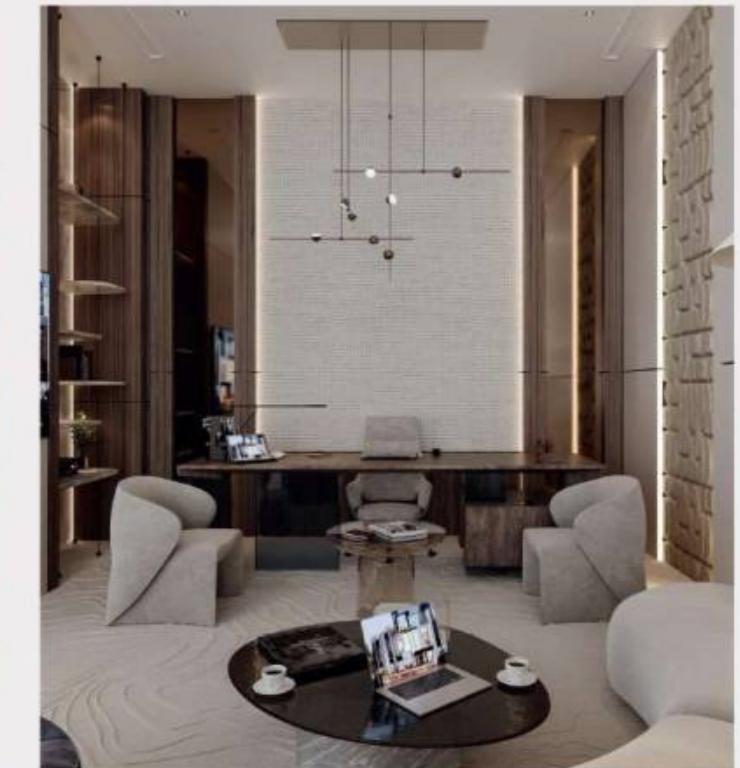


■ INDUSTRIAL SALES CENTER

- + CORPORATE OFFICE | WORKPLACE INTERIOR
- + 1450.00 SQ.M

A PRIVATE WORKSPACE DEFINED BY AUTHORITY, COMFORT, AND CONTROL. WARM MATERIALS AND LAYERED LIGHTING SUPPORT FOCUS AND DECISION-MAKING.

A FORMAL SPACE DESIGNED FOR DISCUSSION AND COLLABORATION. BALANCED PROPORTIONS AND ACOUSTIC COMFORT FRAME PRODUCTIVE MEETINGS.



A contemporary office designed around **clarity, material precision, and functional zoning**. The layout organizes reception, client areas, workspaces, and executive zones into a cohesive flow, supporting both focused work and professional interaction while expressing the brand through refined architectural elements.

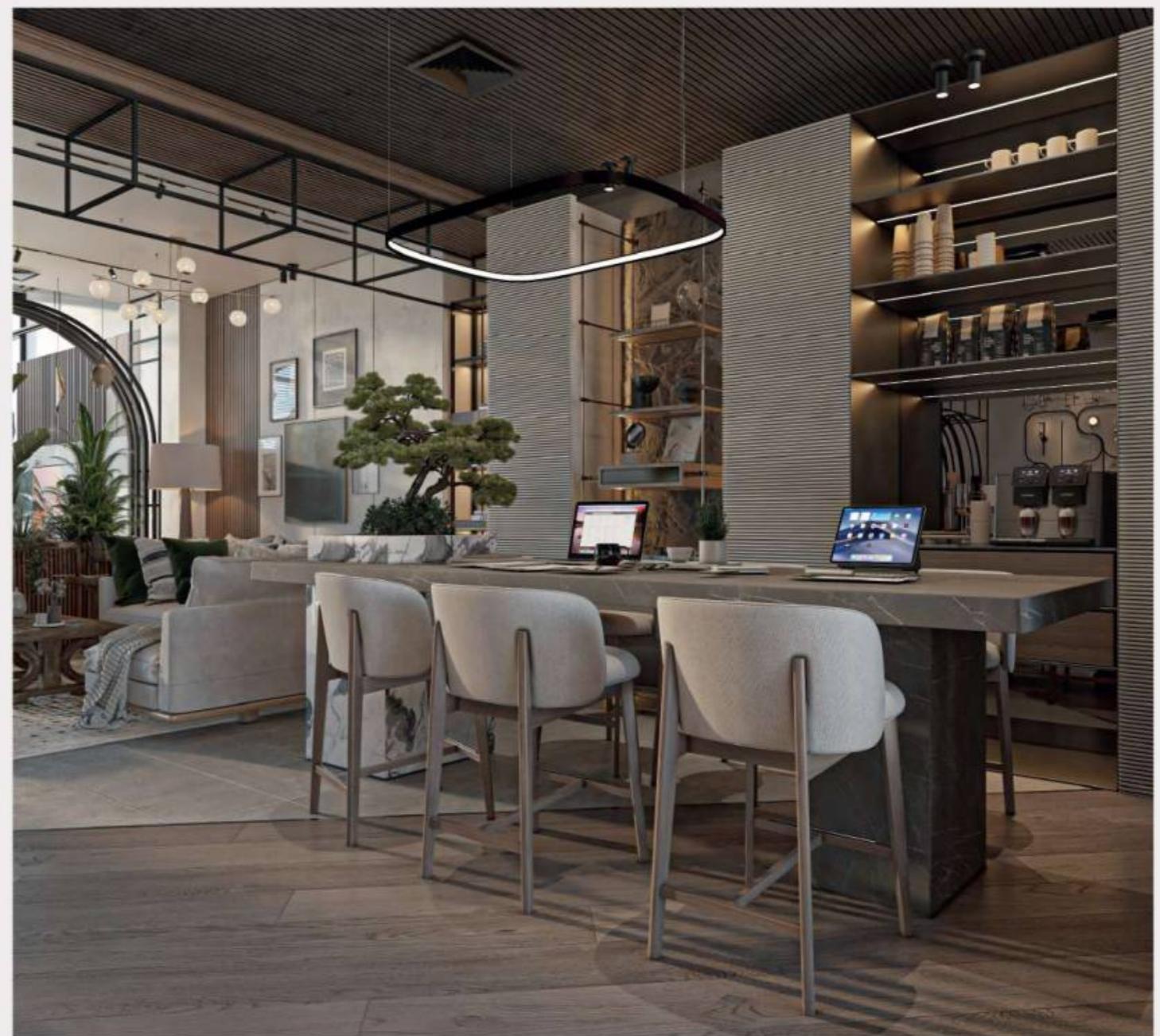
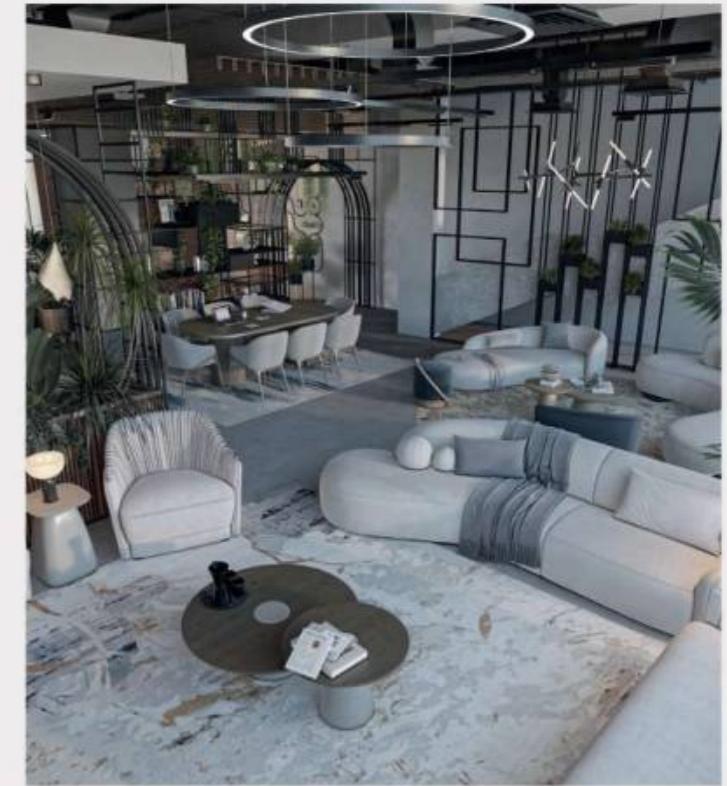
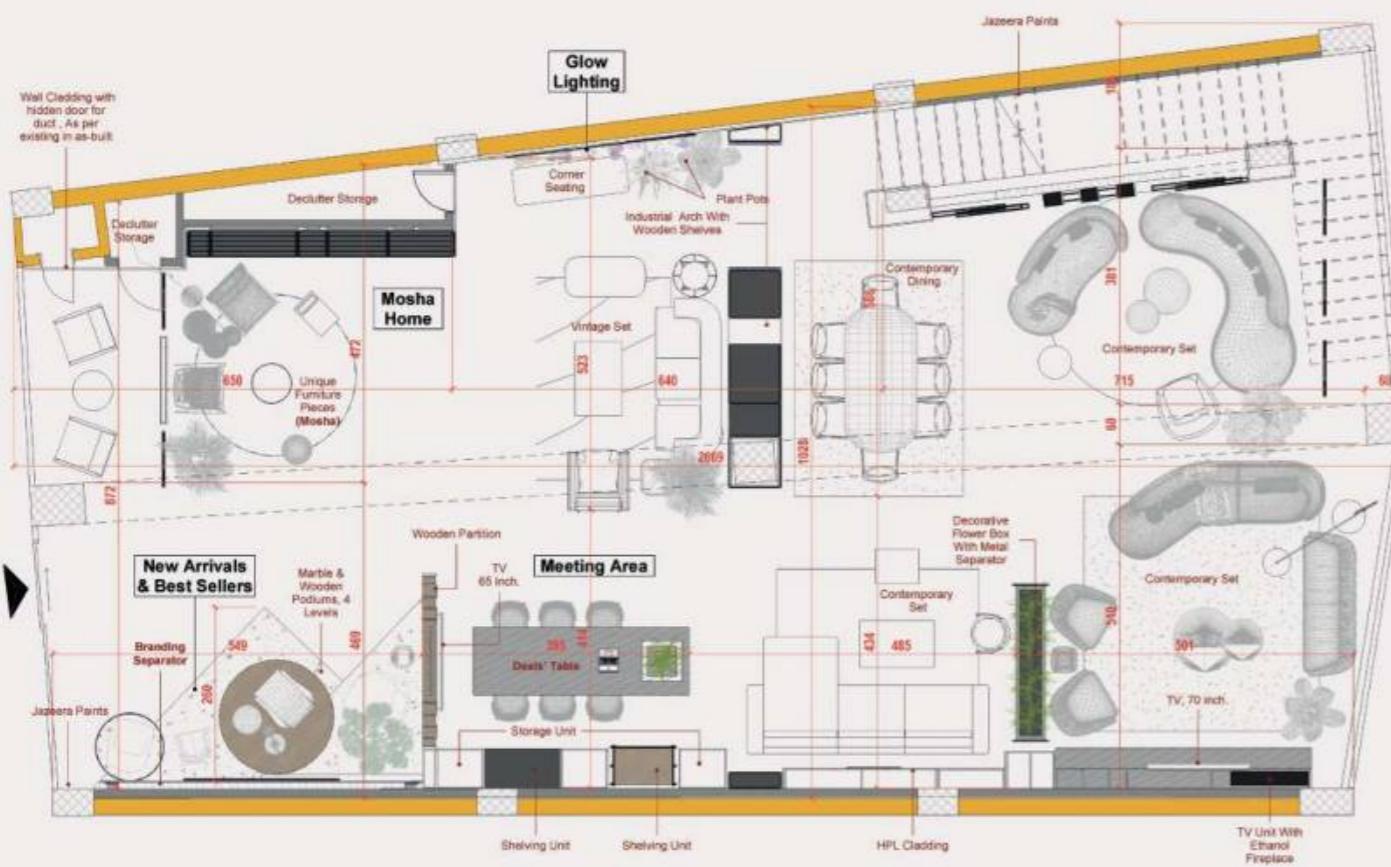
The executive headquarters is defined by a **clear spatial logic** that establishes a strong hierarchy, ensuring intuitive movement and functional clarity throughout. A refined material language of stone and wood creates a balanced atmosphere of permanence and warmth, reinforcing the project's executive character. The workspace is designed to support a **flexible work culture**, encouraging interaction, collaboration, and adaptability.

FURNITURE SHOW ROOM

+ COMMERCIAL PROJECT | RETAIL
+ 840.00 SQ.M



This furniture showroom masterfully balances raw, architectural shell with **high-end residential comfort**. The space utilizes a high-contrast palette of charcoal exposed ceilings and red mechanical accents against warm oak flooring and tactile bouclé upholstery to create a "lifestyle-first" retail experience. By replacing solid walls with transparent metal grids, vertical wood slats, and lush biophilic elements, the showroom achieves a seamless flow that zones the vast floor into intimate, aspirational vignettes. The integration of theatrical LED-backlit platforms and a hospitality-focused coffee hub elevates the environment from a standard retail store to an **immersive, communal design destination**.



CONCEPT LIGHTING STORE SHOWROOM

+ LIGHTING SHOWROOM | RETAIL INTERIOR
+ 360.00 SQ.M

This lighting showroom is conceived as a **fully immersive spatial experience**, moving beyond the conventions of a typical retail environment. The design philosophy treats light not merely as a product, but as an architectural material that actively shapes perception, guides circulation, and establishes a **clear spatial hierarchy** throughout the showroom.

Carefully selected materials, including a restrained palette of natural stone, warm neutrals, and matte finishes, create a serene and sophisticated backdrop that allows the lighting installations to take center stage as both visual and functional focal points.

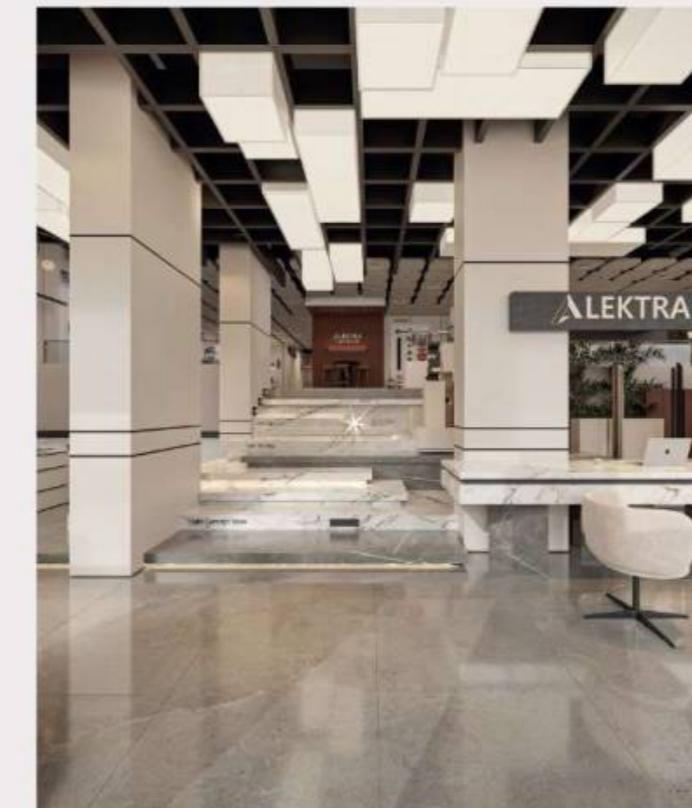
Upon entering, visitors are greeted by a **welcoming entrance** featuring sculptural lighting displays framed by generous ceiling heights, immediately establishing a sense of grandeur and curiosity. The **central circulation area** is thoughtfully designed as an interactive and exploratory space, encouraging visitors to engage with the displays, consult with experts, and experience lighting in context.

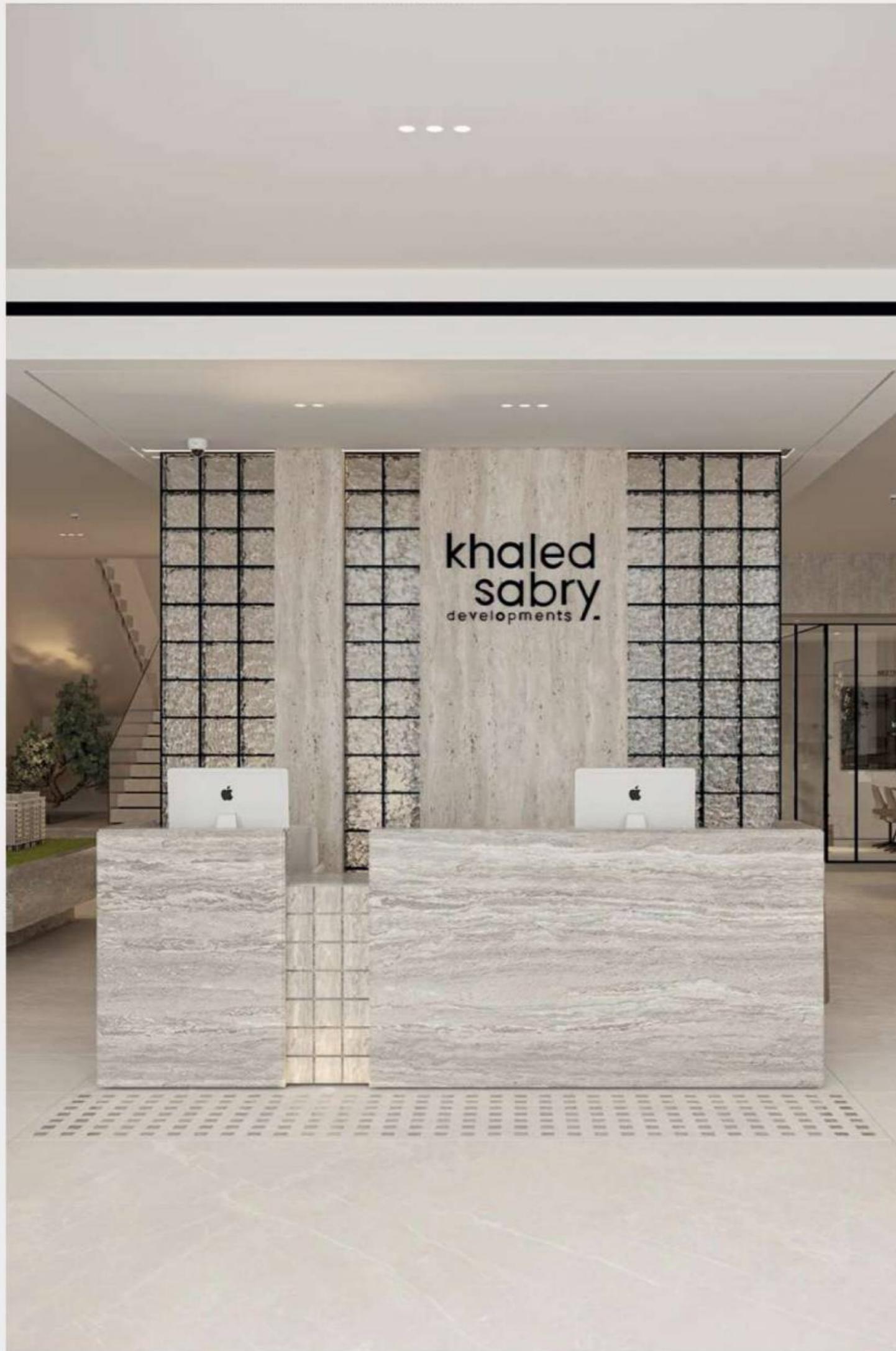
DEDICATED PRODUCT DISPLAY ZONES HIGHLIGHT TASK-SPECIFIC LIGHTING AND INNOVATIVE, CREATIVE SOLUTIONS, ALLOWING EACH PIECE TO BE APPRECIATED FOR ITS FORM, FUNCTION, AND AESTHETIC IMPACT.

VISITORS CAN ENVISION HOW LIGHTING TRANSFORMS EVERYDAY LIVING SPACES, WHILE THE INTERPLAY OF MATERIALS, TEXTURES, AND

ILLUMINATION EMPHASIZES THE SHOWROOM'S ROLE AS A SPACE OF INSPIRATION AND DISCOVERY RATHER THAN MERE PRODUCT PRESENTATION

EVERY ELEMENT OF THE DESIGN, FROM CIRCULATION TO DISPLAY, IS ORCHESTRATED TO CELEBRATE LIGHT AS A CENTRAL ARCHITECTURAL AND EXPERIENTIAL COMPONENT, CREATING AN ENVIRONMENT THAT IS BOTH EDUCATIONAL AND EVOCATIVE.





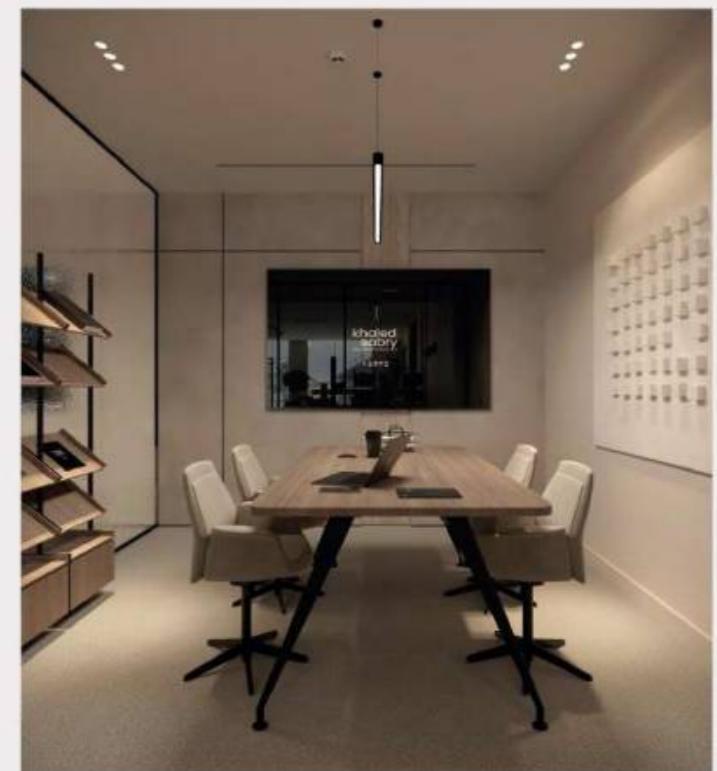
SALES SHOWROOM

- + CORPORATE OFFICE | DEVELOPER HEADQUARTERS
- + 270.00 SQ.M

A FOCUSED MEETING SPACE DEFINED BY CLEAN GEOMETRY AND WARM WOOD FINISHES.



A RELAXED LOUNGE AREA DESIGNED FOR INFORMAL MEETINGS AND CLIENT DISCUSSIONS.



This corporate headquarters is conceived as a **contemporary workplace** that balances professionalism with spatial calm. The design emphasizes **clarity, openness, and material refinement**, using neutral tones, soft textures, and controlled lighting to create an environment that supports focus, collaboration, and client engagement. Architectural elements are kept **minimal**, allowing proportion, light, and materiality to define the space.

The layout is organized around **clear functional zones**, transitioning smoothly from public reception areas to semi-private meeting spaces and collaborative lounges. Natural light, integrated greenery, and bespoke furniture selections enhance comfort and well-being, while subtle branding and curated art pieces reinforce the company's identity without overwhelming the architecture.

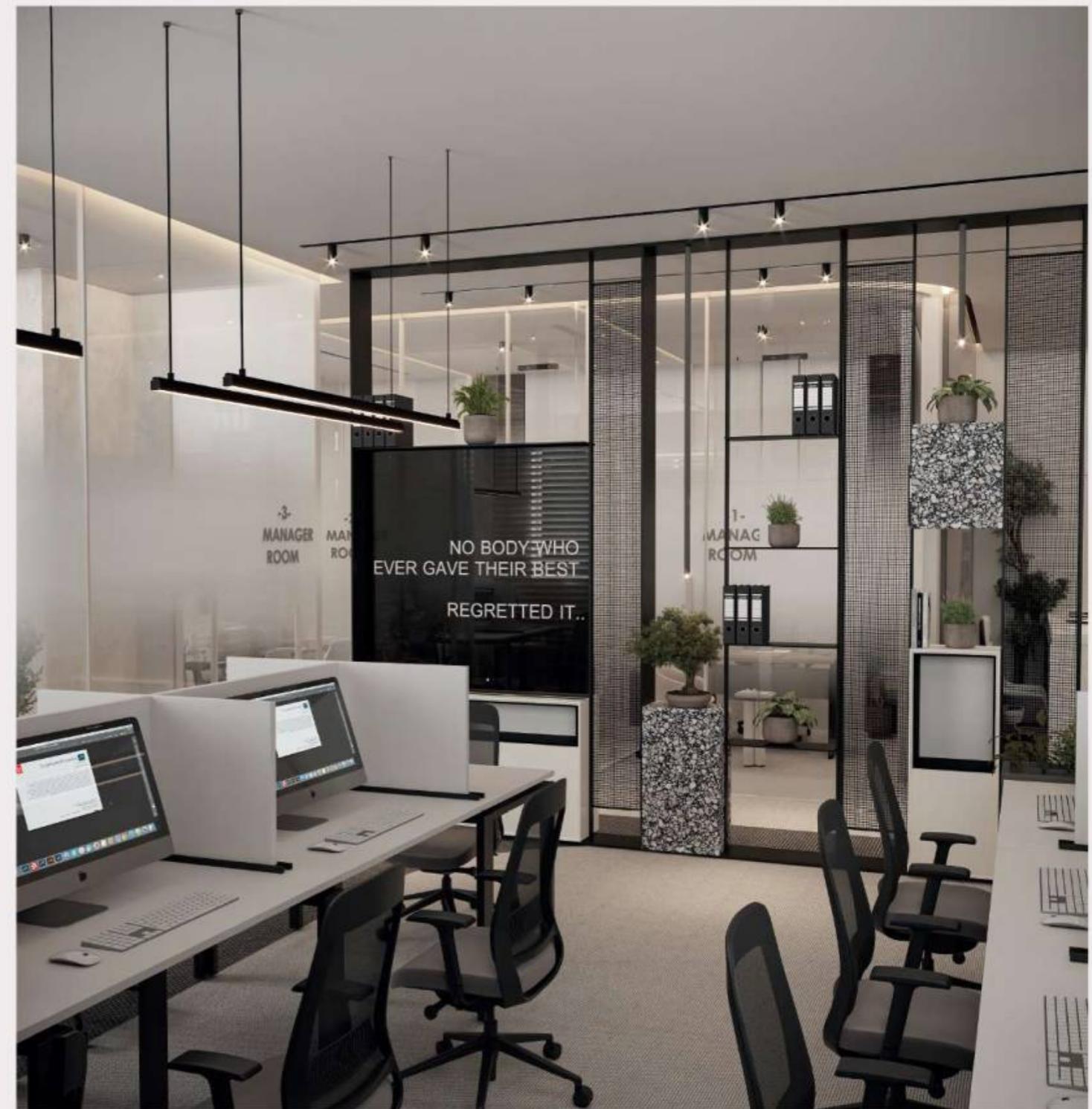
■ LINEAR CORE OFFICE

- + COMMERCIALPROJECT | CORPORATE OFFICE
- + 220.00 SQ.M

The project is conceived as a **contemporary corporate office** defined by clarity, modularity, and visual transparency. A restrained palette of neutral tones, black metal framing, and refined terrazzo accents establishes a **calm and professional atmosphere** while allowing spatial elements to remain visually connected. Glass partitions and open shelving systems are used to define zones without compromising light penetration or spatial continuity, reinforcing a sense of openness across the workspace.



Workstations, managerial offices, and meeting areas are organized around a **central circulation spine**, ensuring **efficient movement** and **clear functional hierarchy**. Integrated lighting, controlled acoustics, and bespoke joinery support both focused individual work and collaborative interaction. The design balances **operational efficiency** with **architectural expression**, creating a work environment that reflects structure, discipline, and contemporary corporate identity.



■ FRAMEWORK STORE

+ COMMERCIALPROJECT | CONCEPT STORE
+ 1800.00SQ.M

Materiality plays a central role in shaping the identity of the space. Natural stone, warm wood finishes, and textured surfaces are used to introduce depth without visual noise, while metal accents and refined detailing add precision and structure. Vertical elements—such as sculptural partitions, layered screens, and integrated greenery—create moments of enclosure and privacy while preserving **visual continuity** across the floor plate. Light is treated as an architectural layer, with linear fixtures and soft indirect illumination reinforcing **spatial hierarchy** and enhancing **material expression**.

The office is designed to support **contemporary modes** of work, balancing focus, collaboration, and comfort. Informal seating areas are positioned as extensions of the workspace, encouraging interaction in a relaxed setting, while dedicated work zones remain composed and efficient. The integration of landscape elements within the interior reinforces a sense of well-being and permanence, grounding the space and softening its architectural lines. Terrace Office ultimately reflects a workplace that is confident yet understated—where clarity, **material honesty**, and **spatial calm** define the everyday experience.

TERRACE OFFICE IS CONCEIVED AS A CONTEMPORARY WORKPLACE THAT DISSOLVES THE RIGIDITY OF TRADITIONAL OFFICE PLANNING IN FAVOR OF A MORE FLUID, SPATIALLY LAYERED ENVIRONMENT.



THE PROJECT IS ORGANIZED AROUND A SEQUENCE OF OPEN ZONES THAT TRANSITION GRADUALLY FROM PUBLIC TO SEMI-PRIVATE, USING ARCHITECTURAL ELEMENTS RATHER THAN WALLS TO DEFINE SPACE.

RECEPTION, WORKSTATIONS, AND INFORMAL MEETING AREAS ARE COMPOSED AS INTERCONNECTED PLATFORMS, UNIFIED BY CONSISTENT CEILING LINES, CONTINUOUS FLOORING, AND A RESTRAINED MATERIAL PALETTE.



THIS APPROACH ALLOWS THE OFFICE TO FEEL EXPANSIVE AND CALM WHILE MAINTAINING CLARITY OF FUNCTION AND CIRCULATION.



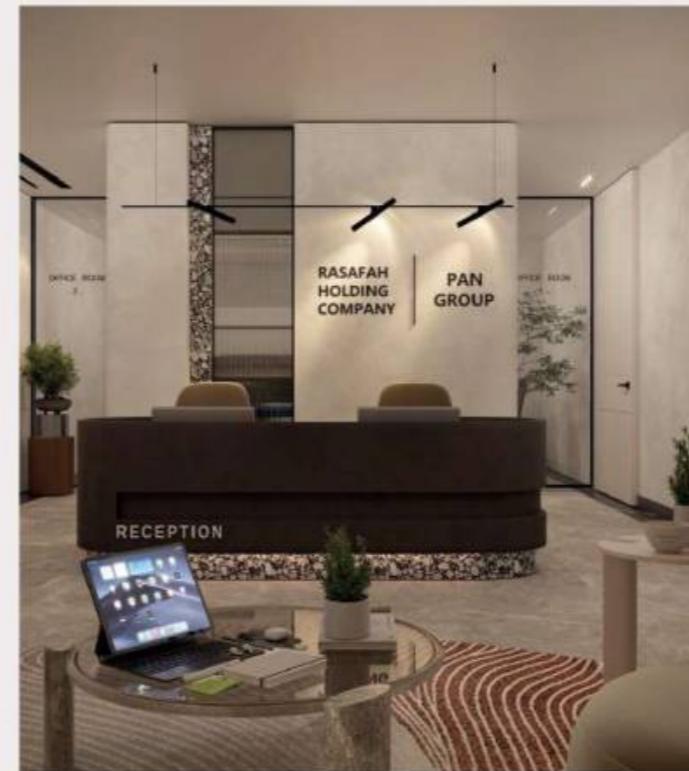


■ CENTRAL OFFICE

+ COMMERCIAL PROJECT | CORPORATE OFFICE
+ 260.00 SQ.M

NEUTRAL LINE OFFICE WAS CONCEIVED AS A CONTEMPORARY CORPORATE ENVIRONMENT THAT BALANCES PROFESSIONALISM WITH WARMTH, CLARITY WITH COMFORT.

THE PROJECT IS ORGANIZED AROUND A CLEAR SPATIAL HIERARCHY, WHERE RECEPTION, WAITING, EXECUTIVE, AND OPERATIONAL AREAS FLOW SEAMLESSLY WITHOUT VISUAL NOISE OR UNNECESSARY SEPARATION.



Clean architectural lines define the space, while soft curves and layered volumes introduce a human scale, ensuring the office feels composed yet welcoming. The layout prioritizes intuitive movement and visual transparency, allowing the workplace to feel **open, calm, and confident** from the first moment of arrival. The material palette is deliberately restrained, built around warm wood tones, soft stone textures, and neutral upholstery to create a timeless interior language.

Integrated lighting plays a central role, emphasizing architectural lines, enhancing depth, and supporting different modes of work and interaction throughout the day. Custom joinery, curated furniture, and subtle greenery are carefully positioned to soften the environment while maintaining a **refined corporate identity**.



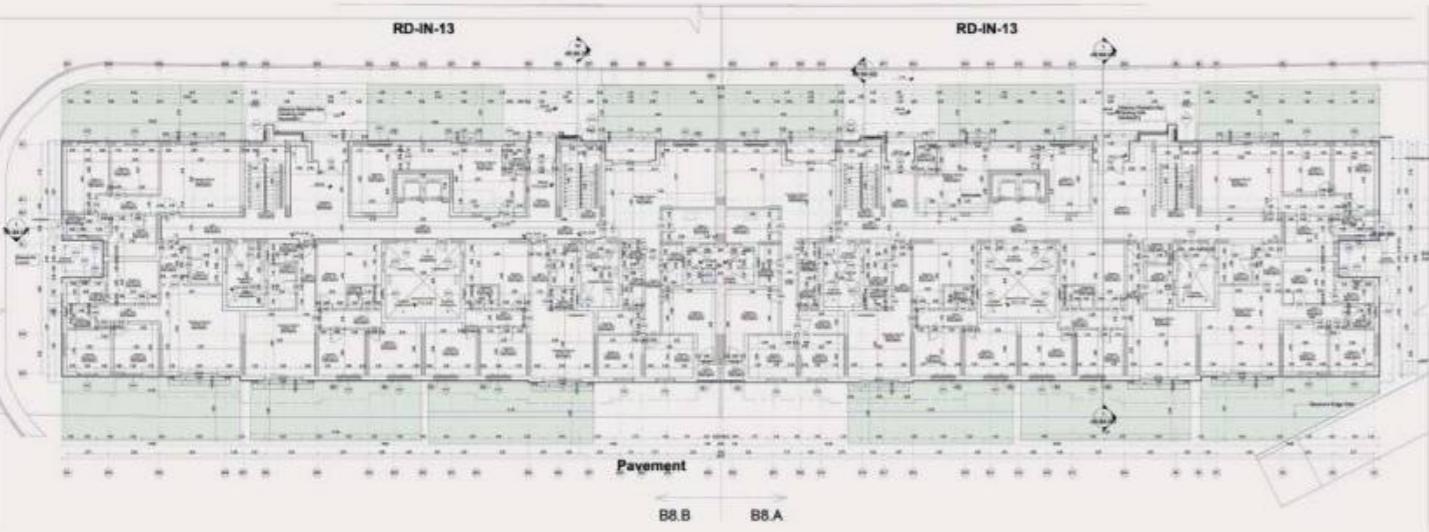
■ CONTEMPORARY RESIDENTIAL COMPOUND

- + ARCHITECTURE
- + 130.000 SQ.M



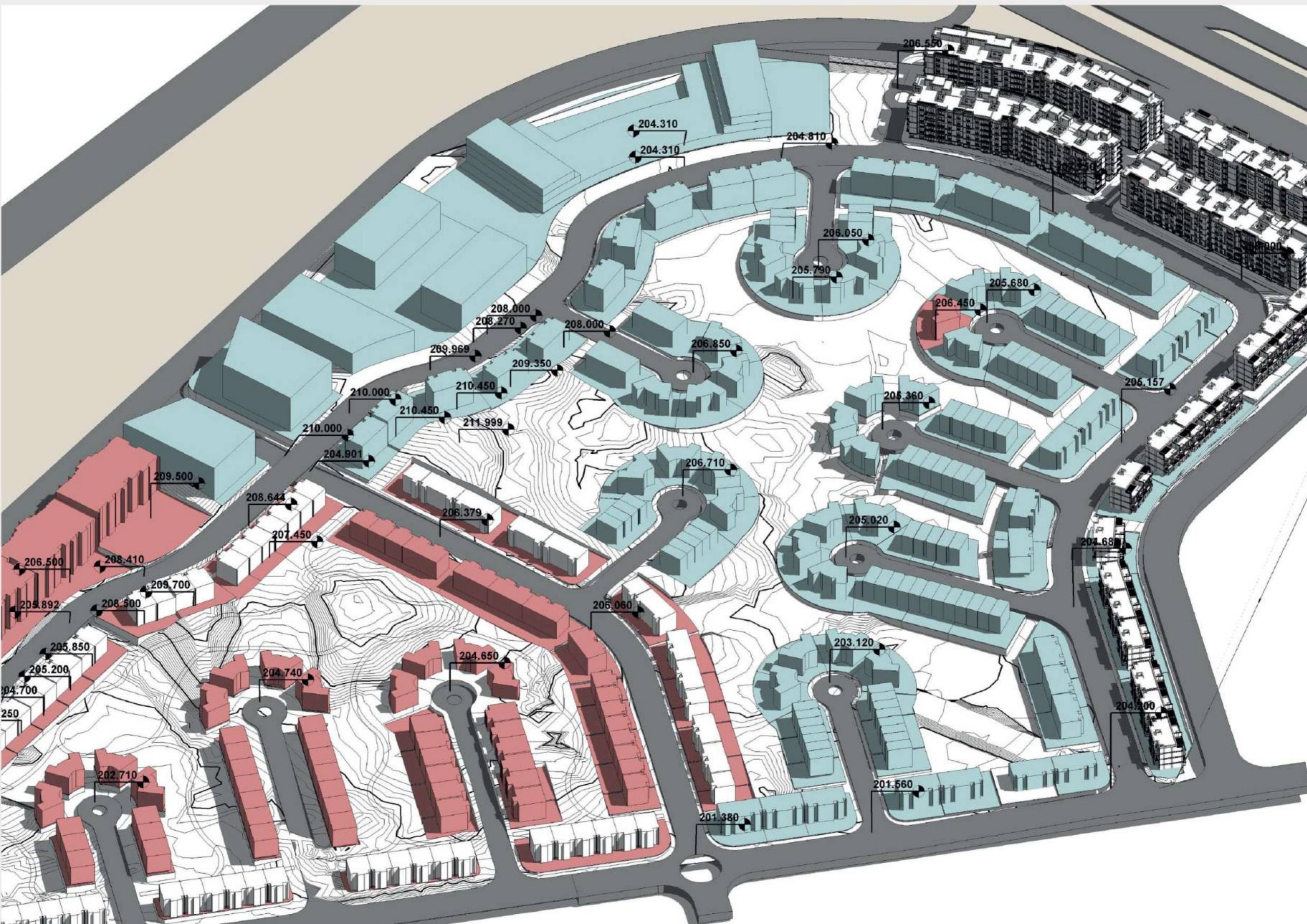
The project is conceived as a **contemporary residential compound** that balances architectural clarity with a strong emphasis on livability and urban presence. The project is organized as a series of **mid-rise residential blocks** unified through a **cohesive architectural language** defined by clean horizontal lines, layered balconies, and carefully proportioned façades. The massing strategy breaks down the overall scale into readable volumes, allowing the development to sit comfortably within its context while maintaining a strong and recognizable identity along the main frontage.

The architectural expression relies on a **restrained material palette** of light-toned finishes, warm accents, and integrated greenery, creating a calm and timeless character. Deep balconies, planter edges, and recessed openings are used not only as aesthetic elements but also as environmental devices, enhancing shading, privacy, and visual comfort for residents. The articulation of façades introduces **rhythm and depth**, ensuring visual interest across long elevations without compromising coherence.



At the urban level, the compound is designed to foster a sense of community through **clear circulation, landscaped edges, and well-defined entrances**. Ground-floor treatments emphasize transparency and openness, reinforcing the connection between indoor residential life and shared outdoor spaces. Vehicular movement is carefully controlled to prioritize pedestrian experience, while landscape elements soften transitions between built form and open areas.





■ SCULPTED ARCHITECTURAL TOWER

- + COMMERCIAL PROJECT | RESIDENTIAL BUILDING
- + 220.00 SQ.M

The architectural vision for this project centers on a "living landscape" concept that replaces rigid geometry with a series of **fluid, organic ribbons** that wrap around the building's massing. By articulating each floor plate as a continuous, sweeping white slab with radiused corners, we have created a sense of kinetic movement that defies the typical weight of a multi-story residential structure.



The design finds its soul in the material contrast between these sleek, white horizontal planes and the warm, textured terracotta brickwork of the vertical volumes, which grounds the building in a sense of craftsmanship and permanence. Integrated biophilic pockets allow lush greenery to spill over the edges of the terraces, softening the building's profile against the sky and creating a **vertical garden effect**.



■ ARCADIA TOWERS

- + ARCHITECTURE
- + 25,000 SQ.M

This residential development exemplifies a sophisticated Neoclassical fusion, balancing monumental scale with intricate rhythmic detailing to create a landmark urban presence. The architecture is characterized by a strong vertical emphasis, articulated through a series of recessed bays and projecting balconies that break the building's massing into a more human-centric grain.

A refined tonal palette of warm cream masonry contrasted against deep charcoal accents highlights the structural hierarchy, while the use of arched fenestration and decorative corbels pays homage to classical proportions within a contemporary high-rise typology.

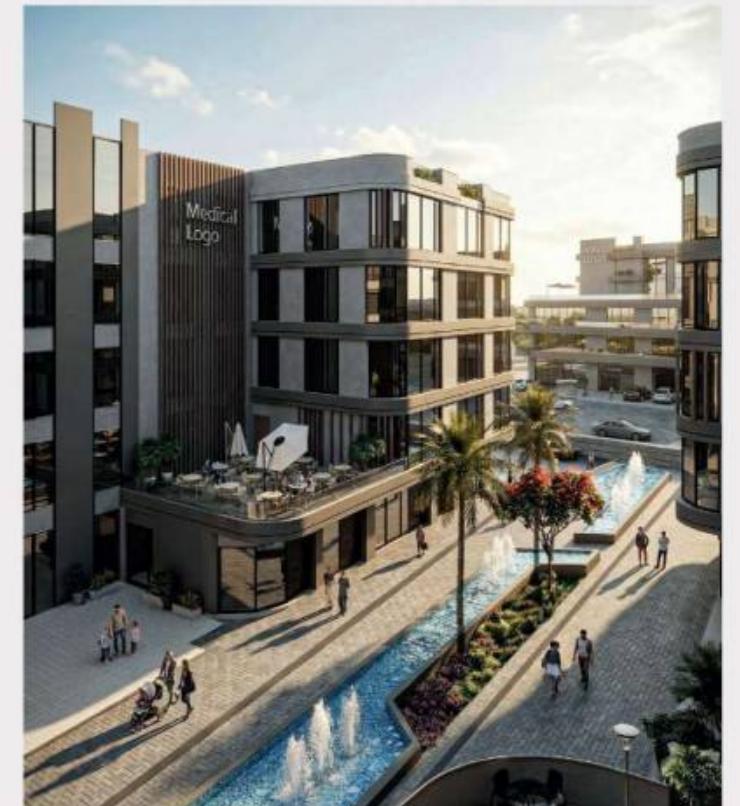
THE INTEGRATION OF LUSH ROOFTOP GARDENS AND TIERED GREENERY SOFTENS THE BUILDING'S CROWN, ENHANCING THE SILHOUETTE AGAINST THE SKYLINE AND PROMOTING AN ETHOS OF URBAN WELLNESS.



AT THE STREET LEVEL, THE DESIGN TRANSITIONS INTO A TRANSPARENT, HIGH-CEILINGED PODIUM

FOSTERS A SEAMLESS CONNECTION BETWEEN THE PRIVATE RESIDENTIAL REALM AND THE PUBLIC LANDSCAPE

REINFORCING THE PROJECT'S ROLE AS AN ANCHOR OF MODERN LUXURY AND ARCHITECTURAL PERMANENCE.



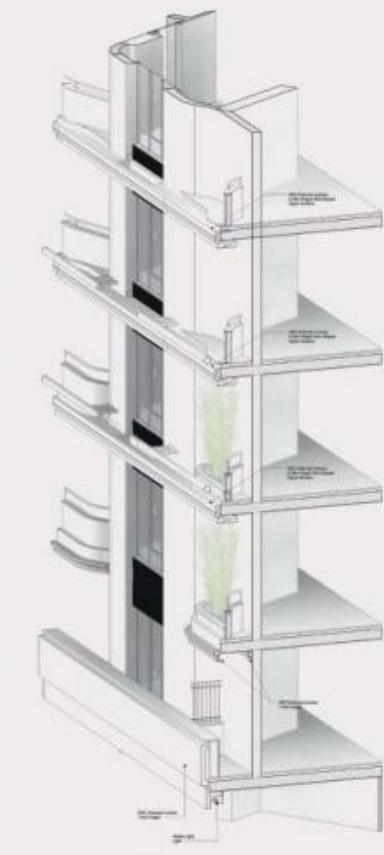
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- + COMMERCIAL PROJECT | RESIDENTIAL BUILDING
- + 220.00 SQ.M

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■ ARCADIA TOWERS

- + ARCHITECTURE
- + 1,000 SQ.M



THESE SOFT, ROUNDED BALCONIES ARE PUNCTUATED BY INTEGRATED GREENERY,

CREATING A "VERTICAL GARDEN" EFFECT THAT SOFTENS THE RIGID URBAN GRID AND ENHANCES THE METABOLIC QUALITY OF THE DESIGN.

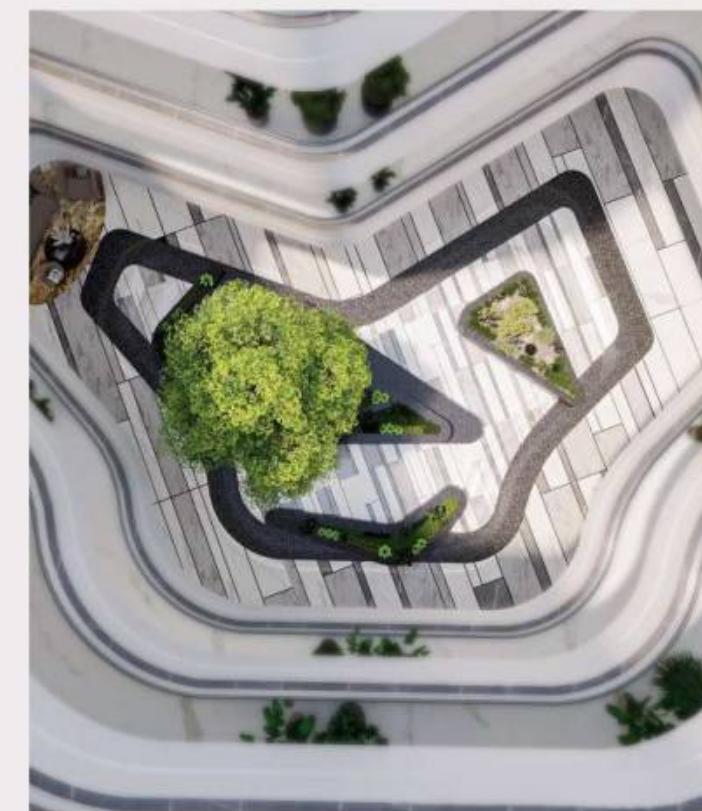


This contemporary mixed-use development exemplifies a biophilic, sculptural approach to urban high-density living, characterized by its rhythmic, fluid geometry and sophisticated material palette. The building's facade is defined by a series of undulating, cantilevered floor plates that wrap the structure in continuous white horizontal bands, effectively blurring the boundary between interior and exterior spaces while providing organic solar shading.

At the podium level, the architecture transitions into a robust, tectonic base featuring dark basalt-toned masonry and expansive glazing, establishing a transparent, inviting street-level interface that fosters pedestrian permeability.

THE INTERIOR OF THIS PROJECT EXPANDS ON ITS BIOPHILIC EXTERIOR BY CREATING A SOARING MULTI-STORY ATRIUM THAT SERVES AS THE BUILDING'S SOCIAL HEART.

THIS VERTICAL VOID IS DEFINED BY THE SAME FLUID, UNDULATING WHITE FLOOR PLATES SEEN ON THE FAÇADE.





■ ARCADIA TOWERS

- + ARCHITECTURE
- + SQ.M



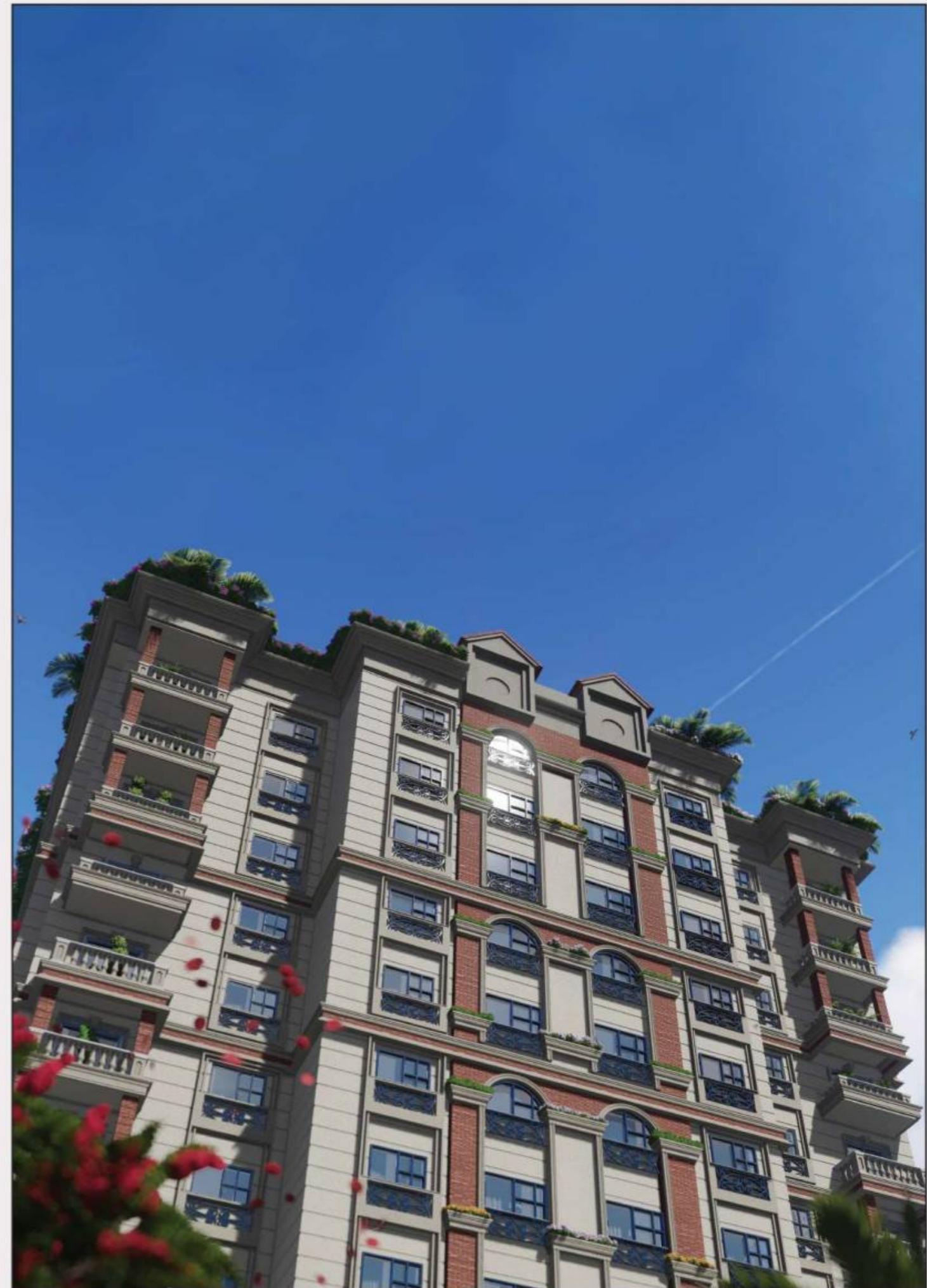
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A refined tonal palette of warm cream masonry contrasted against deep charcoal accents highlights the structural hierarchy, while the use of arched fenestration and decorative corbels pays homage to classical proportions within a contemporary high-rise typology.

■ NEO-INDUSTRIAL FUSION

✚ ARCHITECTURE

This residential complex demonstrates a masterful command of **Eclectic Classicism**, blending traditional materiality with a structured, rhythmic facade to define a new standard of urban elegance. The architectural narrative is driven by a rich interplay of textures, specifically the juxtaposition of warm terracotta brickwork against ivory-toned stone cladding, which provides a sense of craftsmanship and permanence.



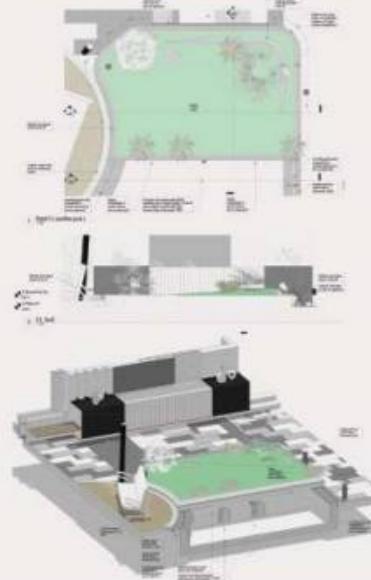
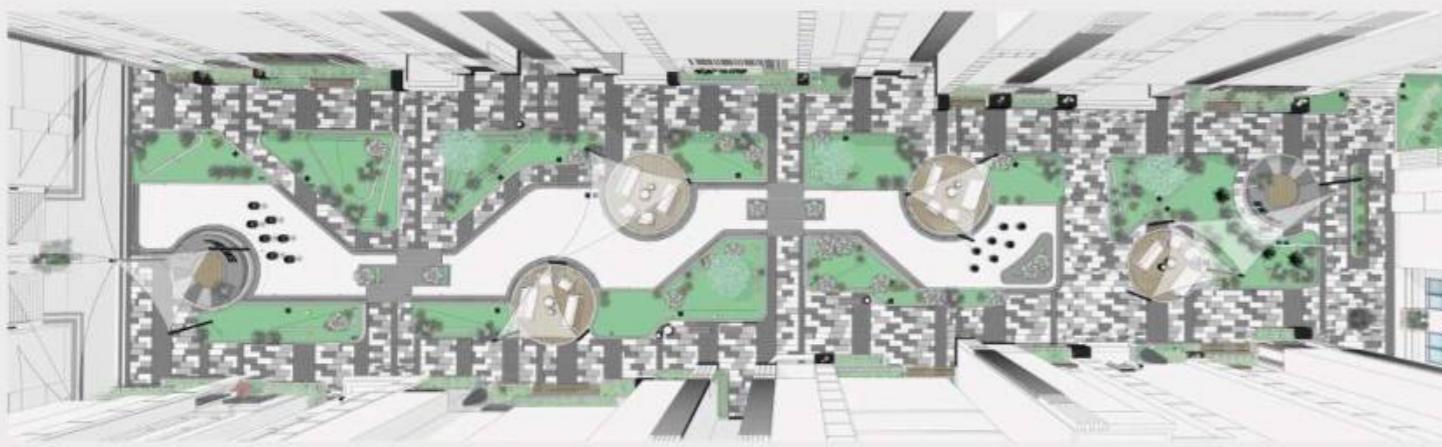
■ TERRACED LIVING MASTERPLAN

■ ARCHITECTURE | MASTER PLAN
■ 25,000 SQ.M

This project is conceived as a **cohesive residential environment** where architecture, landscape, and urban movement are developed as a **single integrated system**. The master plan organizes mid-rise residential buildings around a **central open-space** network, allowing the project to achieve density without compromising livability. Building massing follows a terraced logic, breaking down scale and creating stepped profiles that enhance daylight access, cross-ventilation, and visual permeability across the site.

At the heart of the **master plan** lies a shared communal spine defined by water features, pedestrian promenades, and landscaped courts that function as social and environmental anchors. These spaces are **carefully positioned** to structure movement, activate ground levels, and establish strong visual connections between residential clusters. Vehicular circulation is kept peripheral, prioritizing **pedestrian comfort** and safety within the inner zones of the compound.





TERRACED RESIDENCES

- + ARCHITECTURE
- + 9.000 SQ.M



This project is a sophisticated exercise in **contemporary Mediterranean minimalism**, characterized by a rhythmic interplay of modular geometric volumes and a refined tonal palette. It successfully balances high-density residential planning with a porous urban fabric, utilizing deep-set balconies and cantilevered slabs to create a dynamic facade that manages solar gain through natural self-shading.

The composition is an intricately programmed courtyard that prioritizes the **pedestrian experience**, featuring a linear water element that acts as a cooling spine for the microclimate while connecting various social "islands" and shaded seating nodes. By integrating vertical greenery into the balcony systems and maintaining a consistent horizontal datum across the street-facing elevations, the development achieves a sense of **monumental unity** and luxury without sacrificing the intimate, human scale required for a premium residential sanctuary.



THIS PROJECT IS A CONTEMPORARY RESIDENTIAL COMPOUND DEVELOPED AS A LOW-TO-MID RISE MASTER-PLANNED COMMUNITY, WHERE ARCHITECTURE, LANDSCAPE, AND DAILY LIVING ARE TREATED AS ONE INTEGRATED SYSTEM.



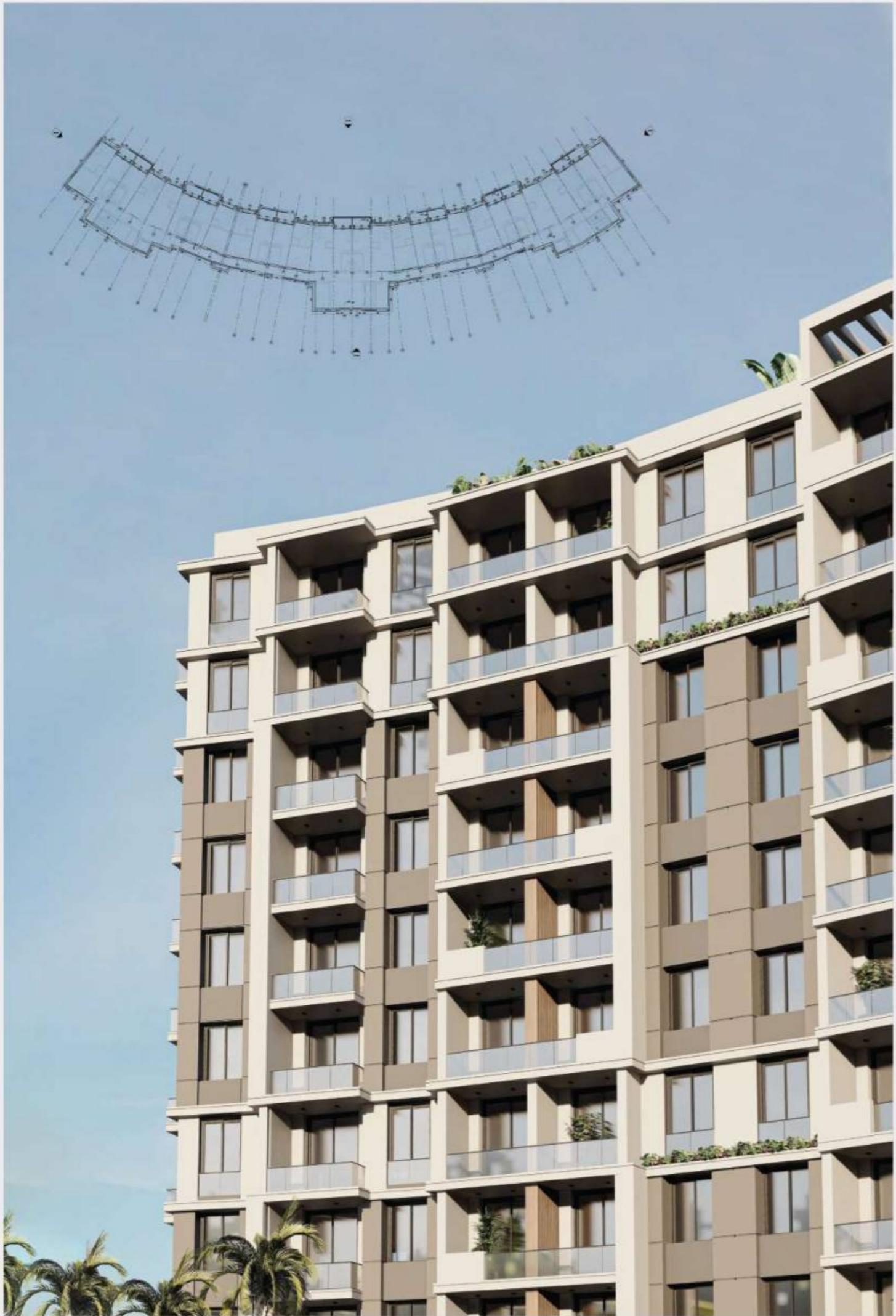
THE PROJECT IS ORGANIZED AROUND A SEQUENCE OF LINEAR RESIDENTIAL BLOCKS THAT FRAME GENEROUS INTERNAL COURTYARDS, ALLOWING BUILDINGS TO DEFINE SPACE RATHER THAN DOMINATE IT.

Architecturally, the composition relies on **clean volumes, articulated façades, and a restrained material palette** that emphasizes light tones, textured surfaces, and subtle vertical accents. Recessed balconies, planted edges, and horizontal slab lines soften the massing and introduce depth and rhythm across elevations. The **master plan** prioritizes walkability and community life, with landscaped promenades, water features, and shared amenities forming the social spine of the development. Vehicular movement is clearly separated from pedestrian zones, reinforcing safety, comfort, and spatial clarity throughout the compound.

At ground level, the relationship between buildings and landscape is deliberately porous, allowing green spaces and water elements to visually and physically connect residential blocks. The result is a **cohesive living environment** that supports both privacy and social interaction, while responding to climatic conditions through shading devices, planted terraces, and controlled openings. Urban Court Residences represents a **balanced architectural solution** where repetition is refined through variation, and residential density is resolved through order, proportion, and carefully structured open space.

THIS APPROACH CREATES A CALM, INWARD-FOCUSED ENVIRONMENT WHILE MAINTAINING A STRONG URBAN EDGE ALONG THE MAIN STREETS. BUILDING HEIGHTS ARE CAREFULLY CALIBRATED TO BALANCE DENSITY WITH HUMAN SCALE, ENSURING VISUAL CONTINUITY AND PRIVACY ACROSS THE COMPOUND.





TERRACED RESIDENCES

+ ARCHITECTURE

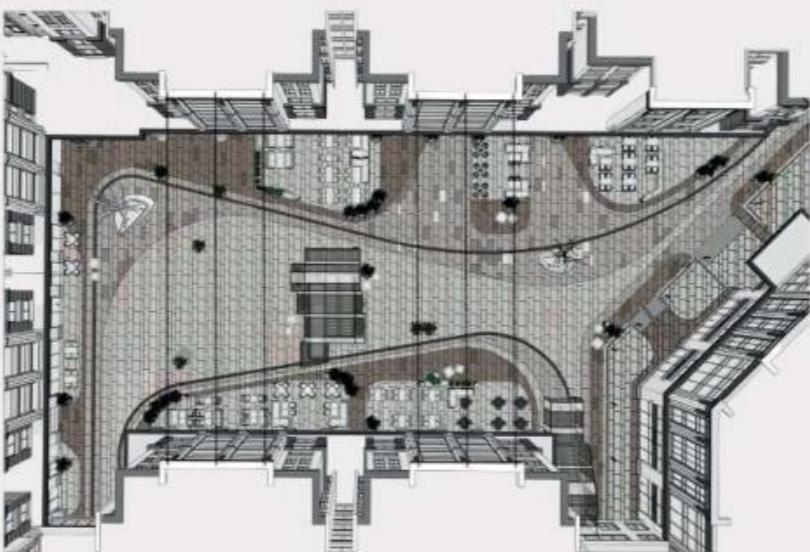


The project is conceived as a **contemporary residential ensemble** defined by clear massing, rhythmic façades, and a strong relationship between built form and landscape. The buildings are organized as **mid-rise blocks** that balance urban density with openness, allowing each unit to benefit from natural light, ventilation, and visual connection to the surrounding greenery. The architectural language relies on a layered composition of balconies, recessed volumes, and horizontal lines that reduce the perceived scale while creating a calm, ordered elevation.

A **restrained material palette** of light-toned finishes, warm accents, and transparent balcony railings reinforces the project's residential character and long-term durability. The façades are articulated through repetition and variation, where planted terraces and shading elements introduce depth and softness to the overall composition. This approach not only enhances visual comfort but also contributes to environmental performance by providing passive shading and outdoor living extensions.

CENTRAL STREET

- + ARCHITECTURE
- + 13.000 SQ.M



This project is conceived as an **integrated mixed-use master plan** that redefines the relationship between architecture, public life, and commercial activity. The project is organized around a **central urban court** that acts as the social and spatial heart of the development, stitching together residential blocks, retail frontages, and open public spaces into a coherent urban fabric.

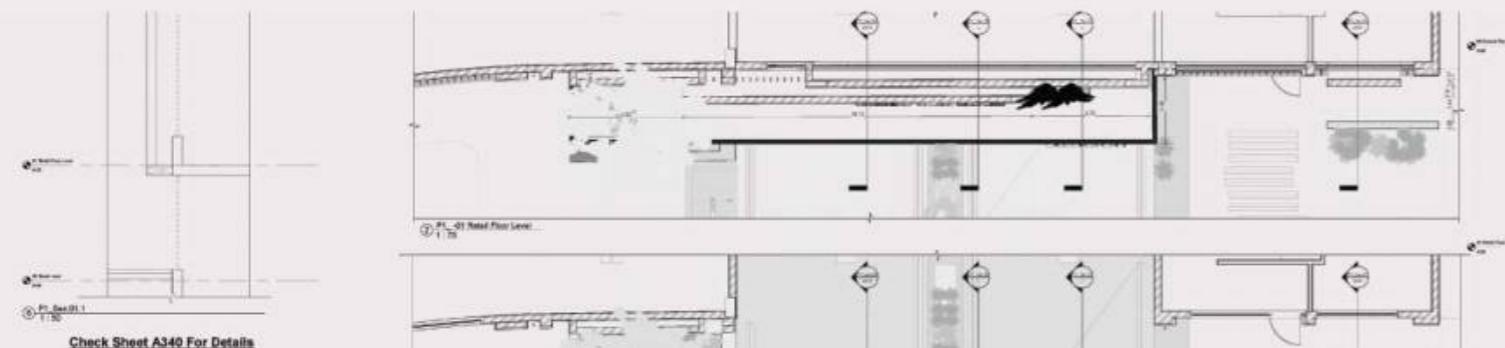
Building masses are carefully scaled and articulated to create a strong street presence while maintaining **visual permeability and human-scale proportions**. The architecture adopts a contemporary language rooted in clarity and rhythm, with clean volumes, articulated façades, and a restrained material palette that balances solidity with transparency.



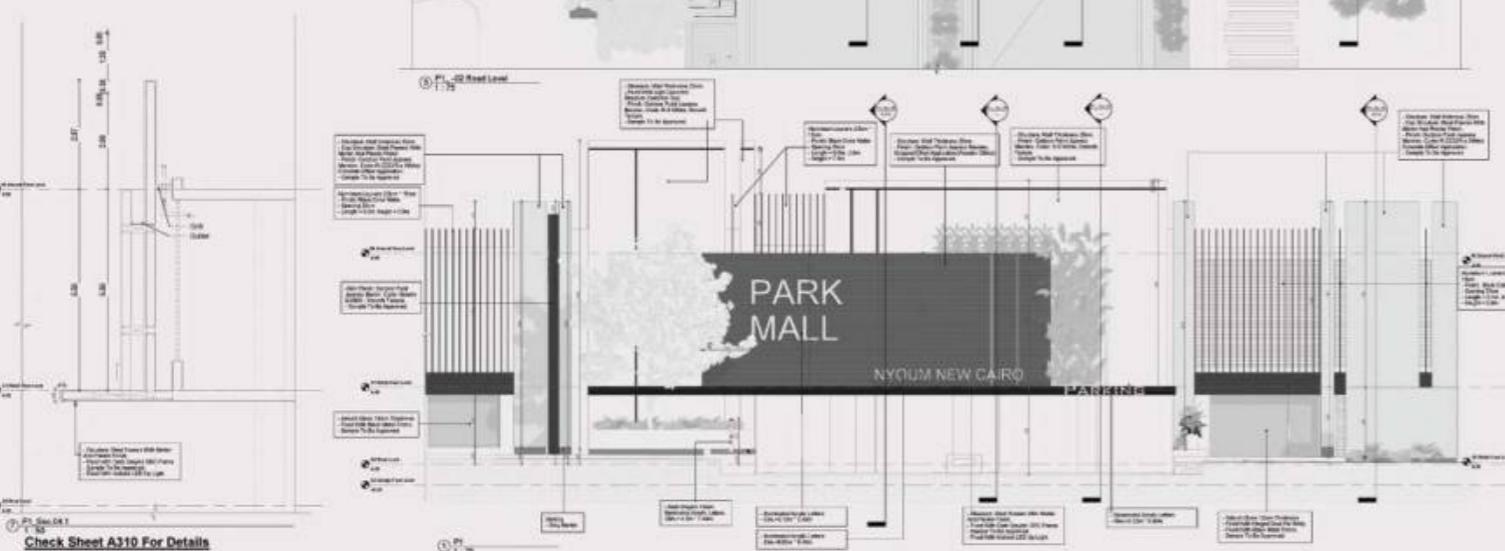
THE PODIUM RESIDENCES

- + COMMERCIAL PROJECT | RESIDENTIAL BUILDING
- + 5000.00 SQ.M

This architectural composition embodies a **contemporary mixed-use** typology that emphasizes linear urban integration and a sophisticated rhythmic facade. The project utilizes a podium-and-tower morphology, where a continuous two-story commercial base serves as a structural and functional anchor, activating the street level with expansive glazing and recessed storefronts. Above, the residential volumes are articulated through a series of vertical bays and recessed balconies, creating a **dynamic interplay** of light and shadow that mitigates the massive scale of the development.



[Check Sheet A340 For Details](#)



[Check Sheet A310 For Details](#)

The material palette leans toward a **Neoclassical-Modern** fusion, employing a monochromatic scheme of stone cladding, charcoal accents, and glass balustrades to achieve a sense of permanence and "quiet luxury." From an **urban design perspective**, the project prioritizes multi-modal connectivity, featuring a prominent foreground of dedicated cycling and pedestrian lanes separated by xeriscaped medians, which successfully transitions the private residential sphere into the public transit corridor.





THIS JUXTAPOSITION OF A LIGHT, POROUS PEDESTRIAN INTERFACE WITH A DENSE, SOLID URBAN WALL REFLECTS A CONTEMPORARY APPROACH TO INTEGRATED URBAN LIVING.

THE SITE'S CIRCULATION IS CHOREOGRAPHED THROUGH CLEARLY DEFINED PORTALS AND WIDE, ILLUMINATED WALKWAYS.



This architectural intervention presents a sophisticated mixed-use typology, characterized by a sprawling, low-profile commercial podium that acts as a tectonic base for a massive, multi-story residential or hospitality slab. The design utilizes a rhythmic verticality in its facade treatment, employing a series of repetitive stone-clad piers and dark metallic louvers that break down the immense horizontal scale of the street front. By integrating lush rooftop landscaping atop the retail level, the project creates a "green buffer" that softens the transition between the public commercial realm and the private domestic spaces above

The use of expansive glazing at the ground level ensures a high degree of transparency and visual permeability, inviting the streetscape into the interior, while the upper monolithic volume features a modular window pattern that emphasizes structural efficiency and density.

THE INTEGRATED LIGHTING DESIGN TRANSFORMS THE FACADE INTO A RHYTHMIC BEACON, UTILIZING UPWARD-FACING GRAZING LIGHTS TO ACCENTUATE THE TEXTURE OF THE MASONRY.

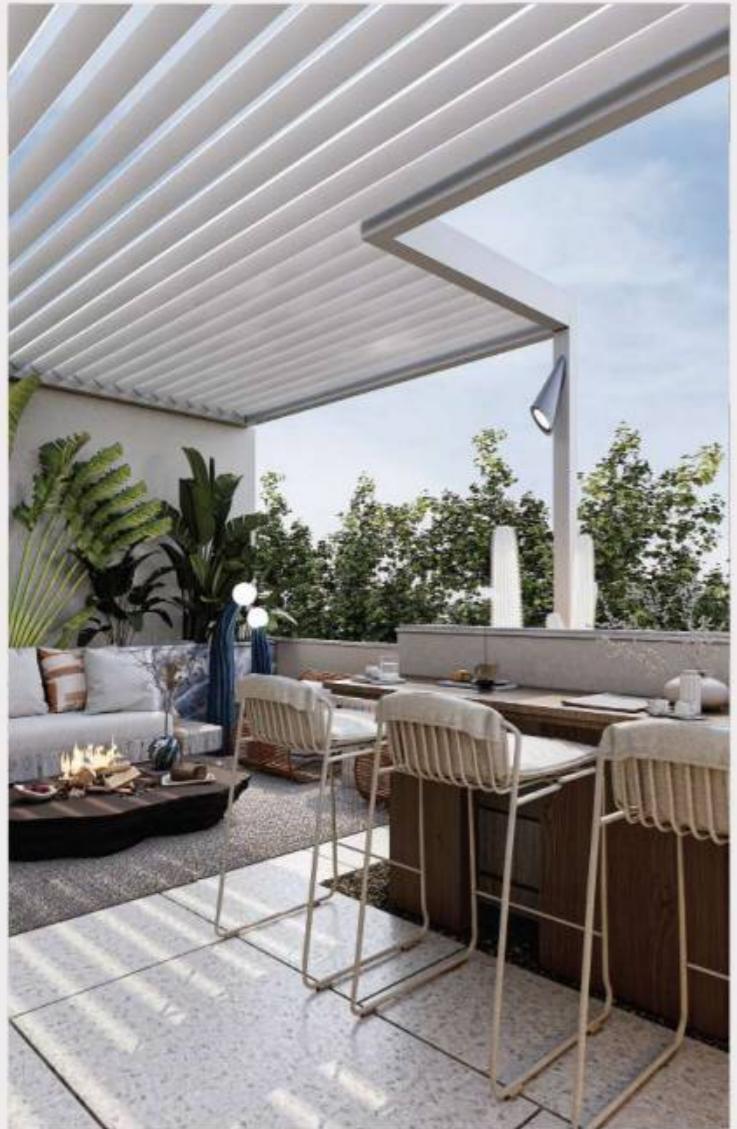
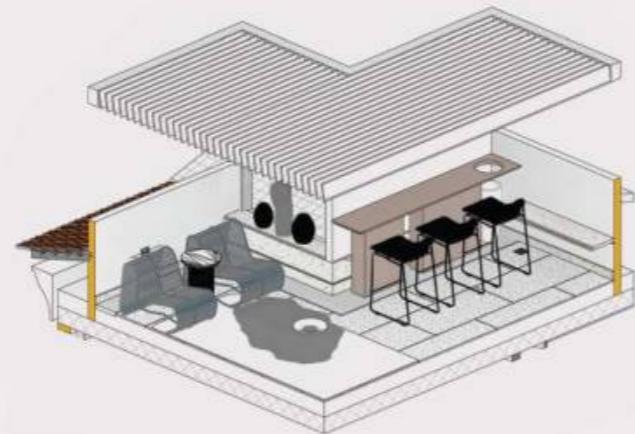


THE INTEGRATED LIGHTING DESIGN TRANSFORMS THE FACADE INTO A RHYTHMIC BEACON, UTILIZING UPWARD-FACING GRAZING LIGHTS.



■ THE OUTDOOR ROOM

+ LANDSCAPE
+ 300.00 SQ.M



The landscape design is conceived as an extension of the architecture rather than a secondary layer. Outdoor spaces are structured to support **multiple lifestyles**—social gathering, relaxation, and quiet retreat—while maintaining **clear circulation** and visual continuity. Hardscape elements are defined through precise geometries, natural stone textures, and layered levels, complemented by softscape compositions that provide shade, privacy, and seasonal variation.



■ PRIVATE RESIDENCE

+ LANDSCAPE
+ 320.00 SQ.M



WATER FEATURES ARE STRATEGICALLY INTRODUCED AS SPATIAL ANCHORS, CONTRIBUTING TO ENVIRONMENTAL COOLING, VISUAL CALMNESS, AND SENSORY EXPERIENCE

CIRCULATION PATHS ARE DESIGNED TO ENCOURAGE WALKABILITY AND GRADUAL SPATIAL TRANSITIONS, REINFORCING A RESORT-LIKE RESIDENTIAL ATMOSPHERE WHILE MAINTAINING FUNCTIONAL CLARITY.

This project is conceived as an **integrated architecture and landscape-led residential environment**, where built form and outdoor spaces are developed as a single, continuous spatial experience rather than separate components. The **master plan** is structured around clear massing hierarchy, human-scale proportions, and controlled visual permeability. Building volumes are arranged to frame open spaces, enhance natural ventilation, and maximize visual connections toward landscape elements and water features. The architectural language is intentionally restrained, allowing materiality, light, and shadow to define character and depth.

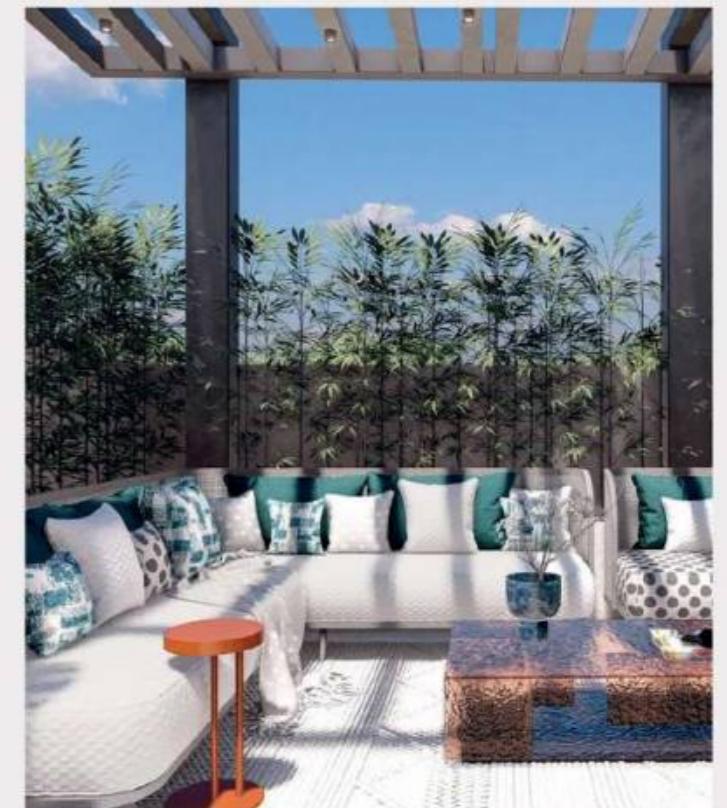
The **landscape design** plays a primary spatial role, acting as the connective tissue between residential units. Outdoor areas are organized through a sequence of courtyards, terraces, and communal zones, each offering varying degrees of privacy and activity. **Softscape and hardscape elements** are carefully balanced to create shaded microclimates, enhance comfort, and support year-round outdoor use.



MATERIAL SELECTION ACROSS ARCHITECTURE AND LANDSCAPE EMPHASIZES NATURAL TEXTURES, DURABILITY, AND TIMELESS AESTHETICS, ENSURING VISUAL CONTINUITY BETWEEN INDOOR AND OUTDOOR ENVIRONMENTS.



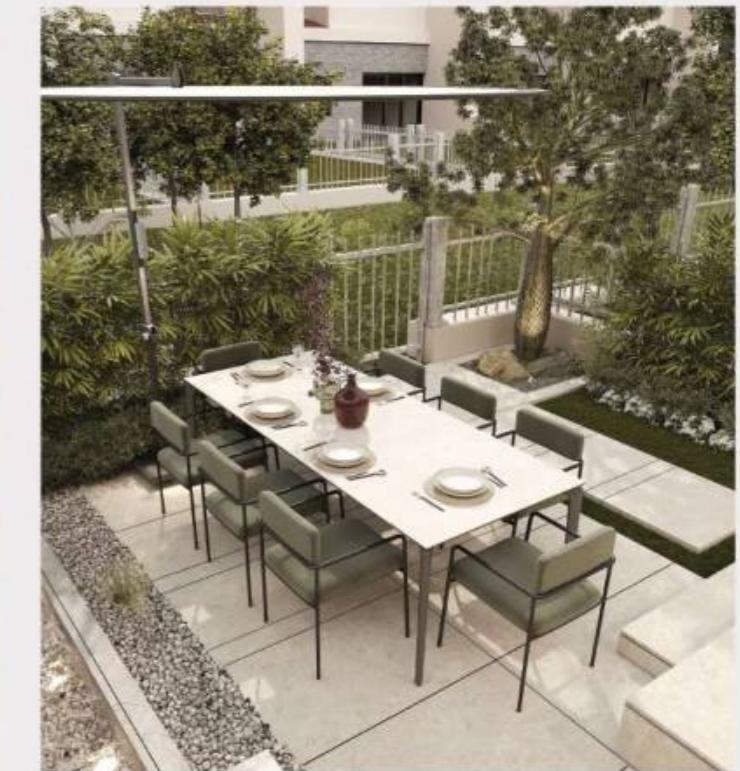
LIGHTING DESIGN FURTHER ENHANCES THE EXPERIENCE BY HIGHLIGHTING ARCHITECTURAL LINES, LANDSCAPE LAYERS, AND FOCAL ELEMENTS DURING NIGHTTIME USE.





■ MODERN TERRACE

- + LANDSCAPE
- + 250.00 SQ.M



This project explores the relationship between built form, landscape, and daily living through a carefully **composed architectural and outdoor environment**. The design approach is driven by spatial clarity, material authenticity, and a strong connection between indoor and outdoor spaces. This project emphasizes **clean massing, balanced proportions**, and a restrained material palette that responds to both context and climate.

Volumes are articulated to create **visual rhythm** while maintaining human scale, ensuring comfort, privacy, and natural flow throughout the development. The landscape design is conceived as an extension of the architecture rather than a secondary layer. Outdoor spaces are structured to support **multiple lifestyles**—social gathering, relaxation, and quiet retreat—while maintaining clear circulation and visual continuity.

CONTEMPORARY RESIDENCE

- LANDSCAPE
- 420.00 SQ.M



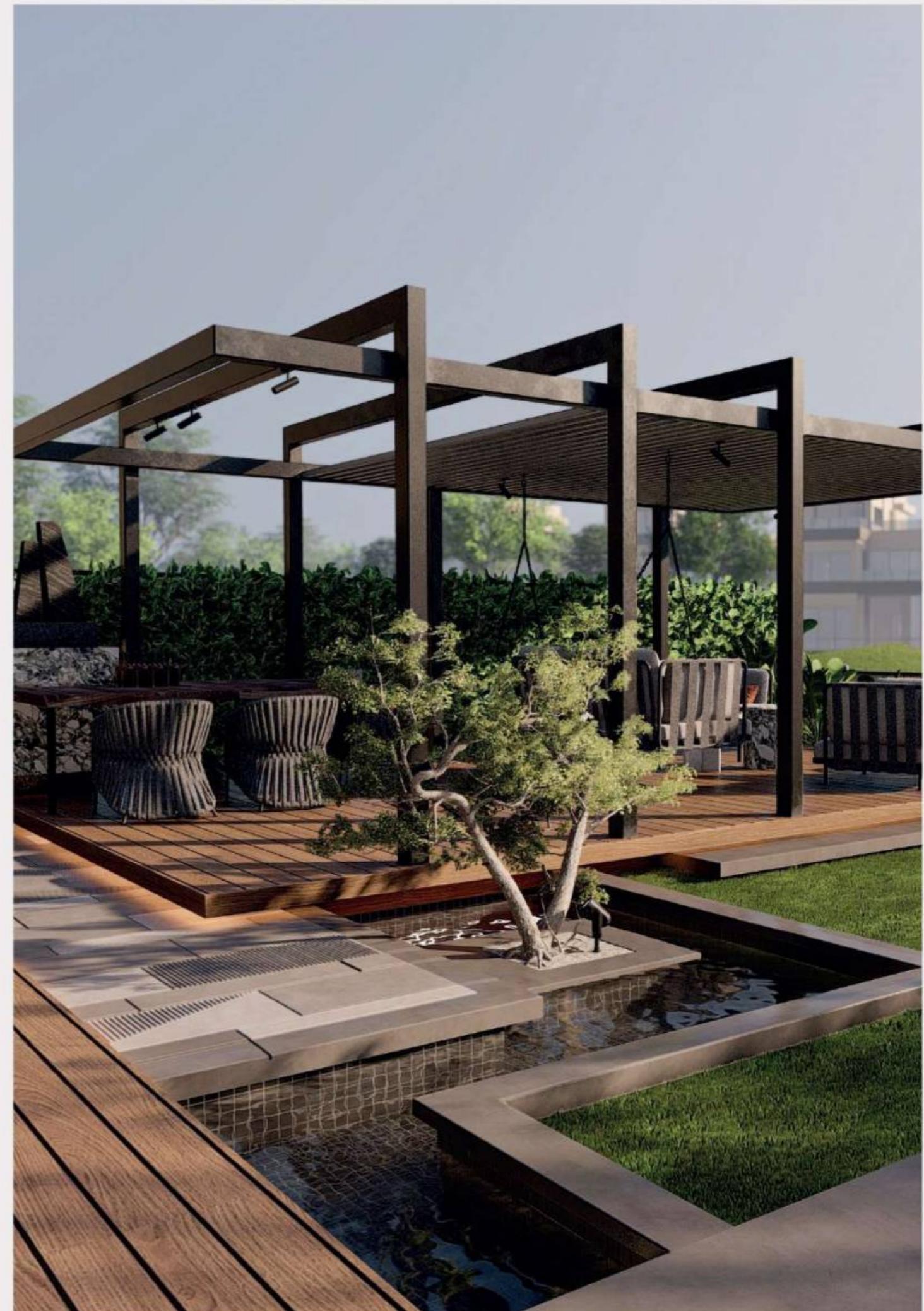
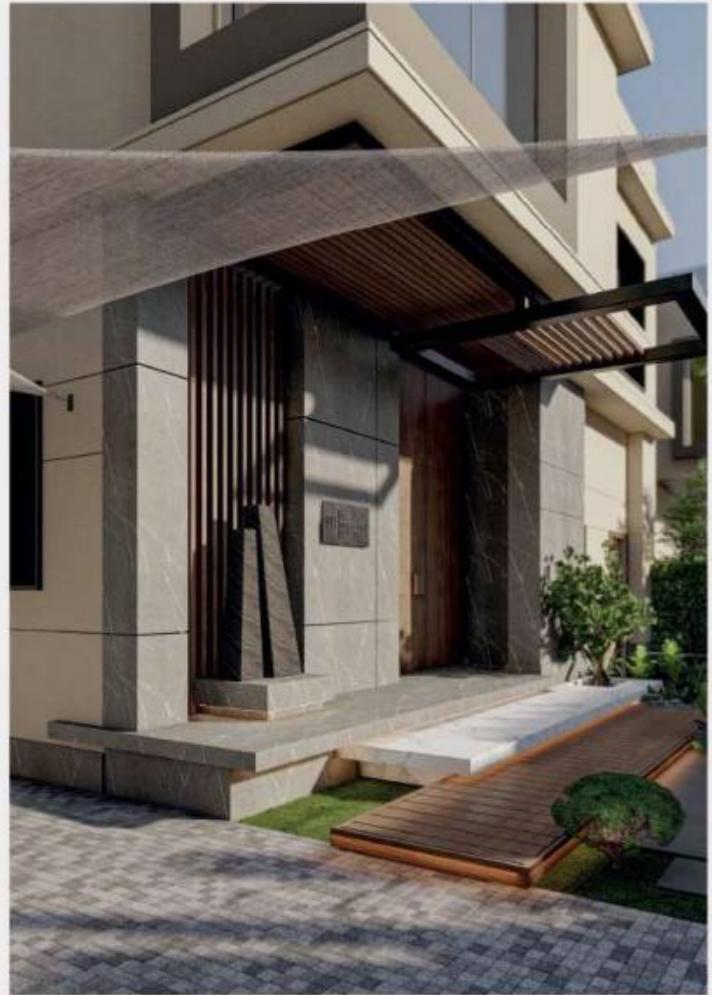
This residential landscape project was conceived as a **seamless extension** of the home's architecture, where outdoor spaces function as curated living environments rather than decorative additions. The design prioritizes spatial flow, privacy, and sensory balance, creating a series of **interconnected zones** that support relaxation, social interaction, and quiet retreat. Hardscape elements are carefully proportioned to frame views, guide movement, and anchor the landscape composition, while softscape layers introduce texture, shade, and seasonal variation. Materiality plays a central role in shaping the experience.



CENTRAL STREET

- + ARCHITECTURE
- + 300.00 SQ.M

This project is conceived as an **integrated mixed-use master plan** that redefines the relationship between architecture, public life, and commercial activity. The project is organized around a **central urban court** that acts as the social and spatial heart of the development, stitching together residential blocks, retail frontages, and open public spaces into a coherent urban fabric.



■ STONE COURT LANDSCAPE

+ LANDSCAPE
+ 3200.00 SQ.M

This private mansion landscape is designed as a **seamless extension** of the architecture, where outdoor spaces become integral living environments rather than separate garden zones. The concept focuses on creating a sequence of interconnected outdoor rooms, defined through subtle level changes, natural materials, and carefully framed views. A refined palette of stone, marble, textured surfaces, and curated planting establishes a **timeless and elegant atmosphere**.



Water features and shaded lounge areas introduce calm, enhance comfort, and create visual focal points throughout the landscape. Planting is strategically layered to provide privacy, softness, and seasonal character while maintaining a clean architectural language. The result is a **contemporary luxury landscape** that balances structure and nature, offering a serene, functional, and immersive outdoor experience tailored to private living.



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