

Egypt



★★★★★
**THE ARCHITECTURE
 AWARD (OFFICE) EGYPT**
 SODIC Sales Center
 by Eklego Design

**HIGHLY
 COMMENDED**
**BEST INTERIOR DESIGN
 EGYPT**
 SODIC Sales Center
 by Eklego Design



Established in 2000, Eklego Design is a Cairo-based architecture, interior and furniture design firm, committed to providing its clients with innovative, contemporary and functional designs, along with exceptional quality and service standards. A testament to the company's versatility and creativity, Eklego Design has award-winning projects for both residential and commercial enterprises.

SODIC Sales Center is located on a major highway linking Cairo and Alexandria. Its architecture is a reflection of the character of the company it represents and proves successful because it achieves the two major criteria stipulated in the client's brief. Firstly, it characterises the product that the client (a property developer) is offering thereby functioning as a selling tool.

Architecturally, the property provides potential buyers with a microcosm of the kind of community and lifestyle being offered. This is achieved by encapsulating the major elements that form the

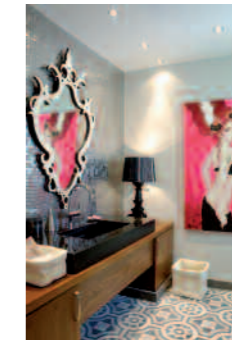
community they are buying into by featuring distinct work, family, leisure and play areas in a relaxed and contemporary environment. Secondly, it fulfils its primary purpose as a property sales office with a layout that creates both a casual yet professional atmosphere putting potential buyers at ease.

The interior design complements this ethos perfectly with interiors that recreate the environment of a home. Transparent circulation and water features with various spaces floating within the internal landscape take visitors out of a corporate setting. The interior finishes used also demonstrate the quality and style that the developer is offering in all properties.

The first of Eklego Design's two winning residential projects is Summer Villa. This is a second home in the resort town of El Gouna on Egypt's Red Sea coast, which involved designing the interior architecture and also the landscape around it. The owner is an artist and designer and so the design



Summer Villa in Gouna



approach for the interiors was to create a primed canvas for her artistic additions.

As the house overlooks a lagoon and is situated within the main golf area of the development, the natural materials selected for use in the interiors reflect the location and landscape. Terrazzo, slate, mother of pearl and stone have been used in floor and wall finishes to tie-in with the surrounding natural topography. This creates harmony and continuity between the indoor and outdoor spaces, capitalizing on the views as well as the year-round sunshine. A strong link between the interior and exterior spaces was further created by uniting the central axis of the lagoon view, pool and indoor

sunken seating area, providing the illusion that the exterior landscape is spilling into the house.

Saqqara on the outskirts of Giza is the location of Eklego Design's second award winning residential projects. It lies at the foot of the pyramids of Abu Sir and has an uninterrupted view of these ancient monuments. By taking a traditional form of vernacular architecture and translating it into clean, airy, modern spaces, the designers created a house with a modern Egyptian character. Reflecting the client's personality and aesthetic it also fits in with the rich architectural and artistic traditions of the region.



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 Summer Villa in El Gouna
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**BEST INTERIOR DESIGN
 EGYPT**
 House in Saqqara
 by Eklego Design

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