

Masterly Designed!



HOUSE OF DESIGN

INTERIOR DESIGN - FURNITURE - FINISHES SOLUTIONS



INTRODUCTION

PHILOSOPHY

We have built House Of Design "HOD" to support the dream of thousands, to have a beauty that nourishes the soul. Our central idea is that every client has a taste and desire. So Our philosophy is to communicate effectively with our clients, in a way, makes us able to translate their aspirations into applicable design plans.

We have made our name since 2015, relying on our years of knowledge and experience in interior design. It is a house of design focused on proper space planning, as well as aesthetics. HOD is involved in the project customization or renovation of an entire hotel, store, mall, or workspace. This means we work from the ground up, also we can take an existing property to the studs and rebuild it.

VISION

We are excited about what is happening in the design world and eager to be one of the leading houses of design, whether in our region or global market, by staying on top of what's trending in the industry.

MISSION

Our mission is to fulfill our client's aspirations, by providing them with a unique & masterpiece design. And giving them a chance to be creative in their spaces, with customized design solutions, that combine mastery and inspiration together.



CORE VALUES

When we are working with our clients, we aim to WOW! response from them. For this reason, we take our philosophy and connect it to our core values:

EFFICIENCY

Space planning is an essential step in the interior design process. So we master using Spaces, relying on our expertise to provide plans with a functional space that suits our clients' needs.

EXCELLENCE

We consistently deliver what we promise while working to the highest quality standard. Focus on both the little details and the big picture simultaneously to craft cohesive spaces for all sorts of clients.

OWNERSHIP

We embrace and uphold the highest personal and professional integrity standards. That unwavering commitment is the foundation of every plan we make in our clients' interest.

AGILITY

We promise with moving quickly and easily in response to change or challenge for the sake of the business. We design places to inspire and delight the user while creating real value for our clients and provide solutions that minimize risk, develop flexibility, and maximize longevity. We find our ways to counterbalance the openness of the agile layout and create a refreshingly ambient, user-friendly and ergonomic atmosphere.



BIO

"Here you can get ideas"

Eng. Nada Hassan Hashem

is a co-founder of "House Of Design", she is an Egyptian designer with a Bachelor of Applied Arts - Interior Design & Furniture Department. She is an expert in design and has a passion for all things beautiful. Nada is known for her distinctive ability to connect with clients and bring their dreams into reality, thanks to her experience in one of the biggest Design Consultants in MENA, working on different types of mega projects i.e. hospitality, compounds, malls & top-notch residential properties.

Eng. Miral Mahmoud

is a co-founder of "House Of Design". After she earned her Bachelor's in Interior and Furniture Design from the faculty of Applied Arts in Egypt, she spent years with one of the biggest Design Consultants in the Middle East. She is truly passionate about creating stand-out designs and known for her strength of ideation to create a different kind of interior design firm, relying on her expertise, as she worked in hospitality and both commercial and residential design.

In 2015, both engineers decided to continue their success story by establishing HOD "House of Design" relying on their expertise. They were able to put their own fingerprint in this field in a very short time.



SERVICES

We work with passion, know-how, and integrity, offering human-centered design services:

INTERIOR & EXTERIOR DESIGN

Stand out from the crowd with our designs, and provide your customers the experience they aspire to, we understand the unique requirements of every business, so we provide you with a total service approach, considering technology implementation, and prioritizing functionality and safety without sacrificing style or aesthetics.

Don't miss the opportunity to flourish with our modern & creative style, we can give ideas to all. Enjoy with us a cost-efficient work delivery.

Provide your different customers with a unique & memorable experience that suits their tastes.

Stand out with a solid visual identity and enhance your guests' experience with a luxurious visual appeal, your spaces will speak to your guests.



SERVICES

We work with passion, know-how, and integrity, offering human-centered design services:

PROJECT MANAGEMENT

Fit-Out

Concepts on paper should be turned into realistic structures, with a strong eye for detail, we dedicate fit-out to be carried out according to the highest standards and within the given cost & time frames, it refers to activities such as the installation of the floors, ceilings, partitions, and furnishings.

FF&E

Is one of the key services that we offer to our clients, It refers to furniture, fixtures & equipment. After the design team finishes the design, the FF&E team starts working according to the design line and selects all furniture, accessories & equipment. Then the purchasing process and landing all products on site is done, according to budget and time frames.

Site Inspection

This service is very important for big projects, as we can monitor and ensure that safety and all excitation phases are followed correctly from the beginning of the plan. Our team prepares checklist schedules to make the site monitor easily, we check all site work is following the time frame and budget.



PROCESS

1. Project Understanding

2. Design Scope

Our Scope is providing a consultation service next to the design.

3. Design Strategy

- Design Schematic
In this stage we develop a clear project brief, determine availability of data drawing, plans and moods of design and co-ordinate with other consultant.
- Design Concept
We present the following to show our idea:
Mood board: Different design styles, several ideas for all spaces to reach client taste and pharmacy requirements.
Furniture plan & zoning: Shows different ideas for furniture layout & zoning areas.
- Design Development
This stage we turned the accepted idea into drawings included (Furniture Plan & Modification - 3D visualization for interior spaces).
- Design Submission
We apply any modification happened and present the following:
 1. Final DWG Package (2D Drawings)
 2. 3D Shots for interior space
 3. Control book
 4. Sample Board
 5. Signage Design
 6. BOQ
- Site Super Vision

4. Project Timeline

5. Project Team

6. Financial Proposal



PROJECTS

HOSPITALITY PROJECTS

- **Hotel Design:**
In this project, it's important to create a unique concept that reflects the identity of the hotel and guest experience. The design depends on the hotel type (location, business, resort, motel, bed, and breakfastetc). Mastery design is needed to highlight the hotel and make it memorable for guests.
- **Health Club:**
Nowadays health clubs and gyms play important role in the human lifestyle. Governments encourage people to practice sports to improve their wellness. So, healthcare owners are keen to design their projects in a cozy way. HOD is working to choose suitable materials by using modern design to enhance client performance.

COMMERCIAL PROJECTS

- **Stores:**
Designing retail stores depend on each type, we are keen to create a remarkable space, makes your customers want to stay, and a comfy atmosphere that helps customers to review all items and lets them take a tour all over the place.
- **Café & Restaurant:**
HOD seeking for providing an aesthetically pleasing environment for dining and also to get a luxury idea for F&B outlets to stand out from its competitors while building their brand. We provide our clients to create different ideas that help the goal of the project under a specific budget.

RESIDENTIAL PROJECTS

- Designing homes projects is one of the most important parts of our work, as every single project should express the client's personality and apply his needs, we provide our clients with contemporary interiors that ensure it will never appear outmoded, using exotic materials emphasizing on color, space, shape, and lighting.
In HOD we used to hold meetings with clients to ensure we get all information and needs for the project.

HOSPITALITY PROJECTS



**SHOROUK
HOSPITAL**

Shrouq City, Egypt
Interior Design For All Spaces
Modern
2022





**RETAJE
MEDICAL
CENTER**

New Cairo, 5th Settlement, Egypt
Interior Design & Facade Design
Modern
2022

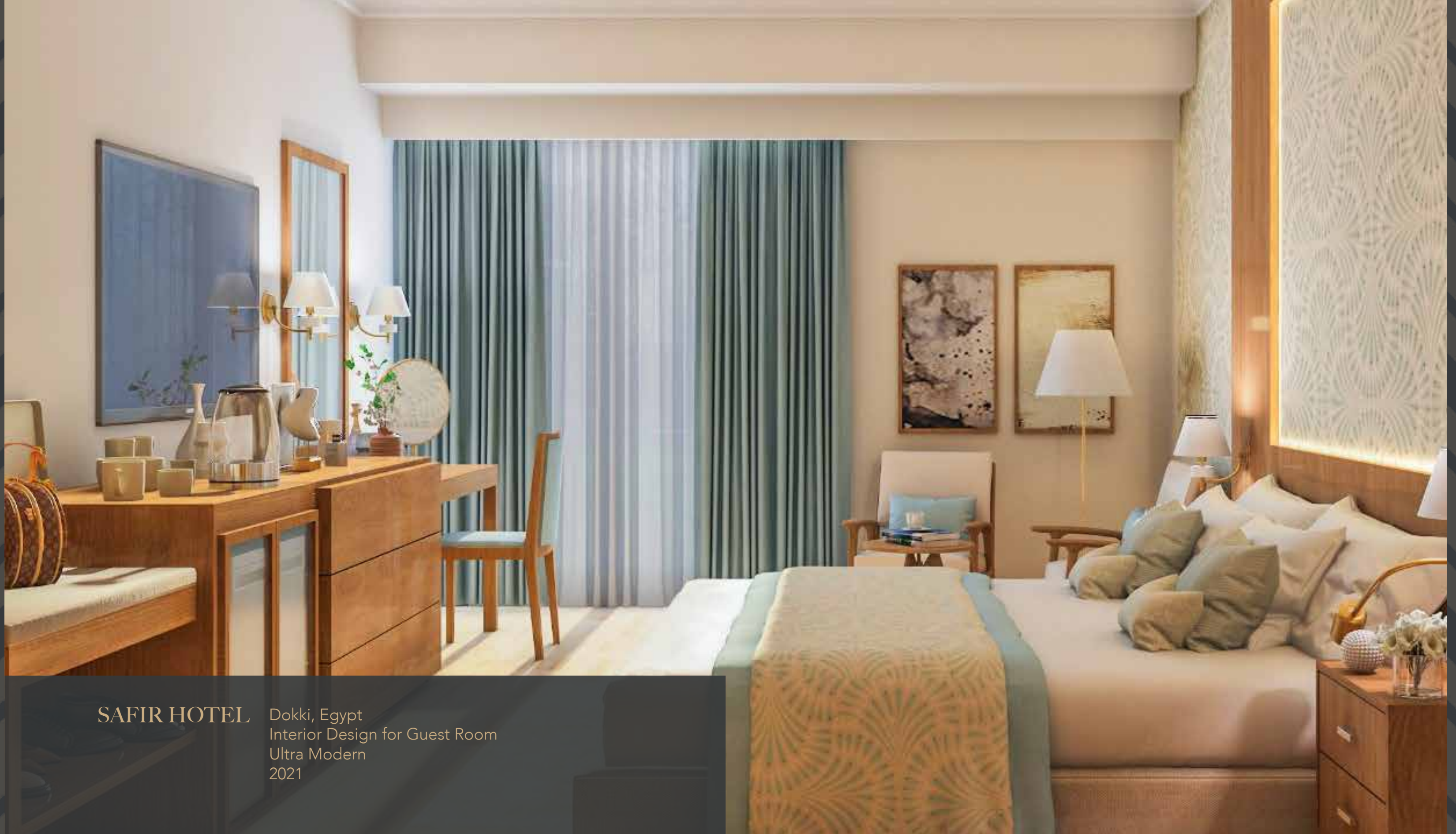




ETERNA
HEALTH
CARE CITY

Mivida Compound, Emaar, New Cairo, Egypt
Interior Design for all Public Areas & Clinics
Contemporary Modern
2021





SAFIR HOTEL Dokki, Egypt
Interior Design for Guest Room
Ultra Modern
2021



**SUPER 8
HOTEL**

Riyadh City, KSA
Interior Design for Guest Room
Ultra-Modern
2021



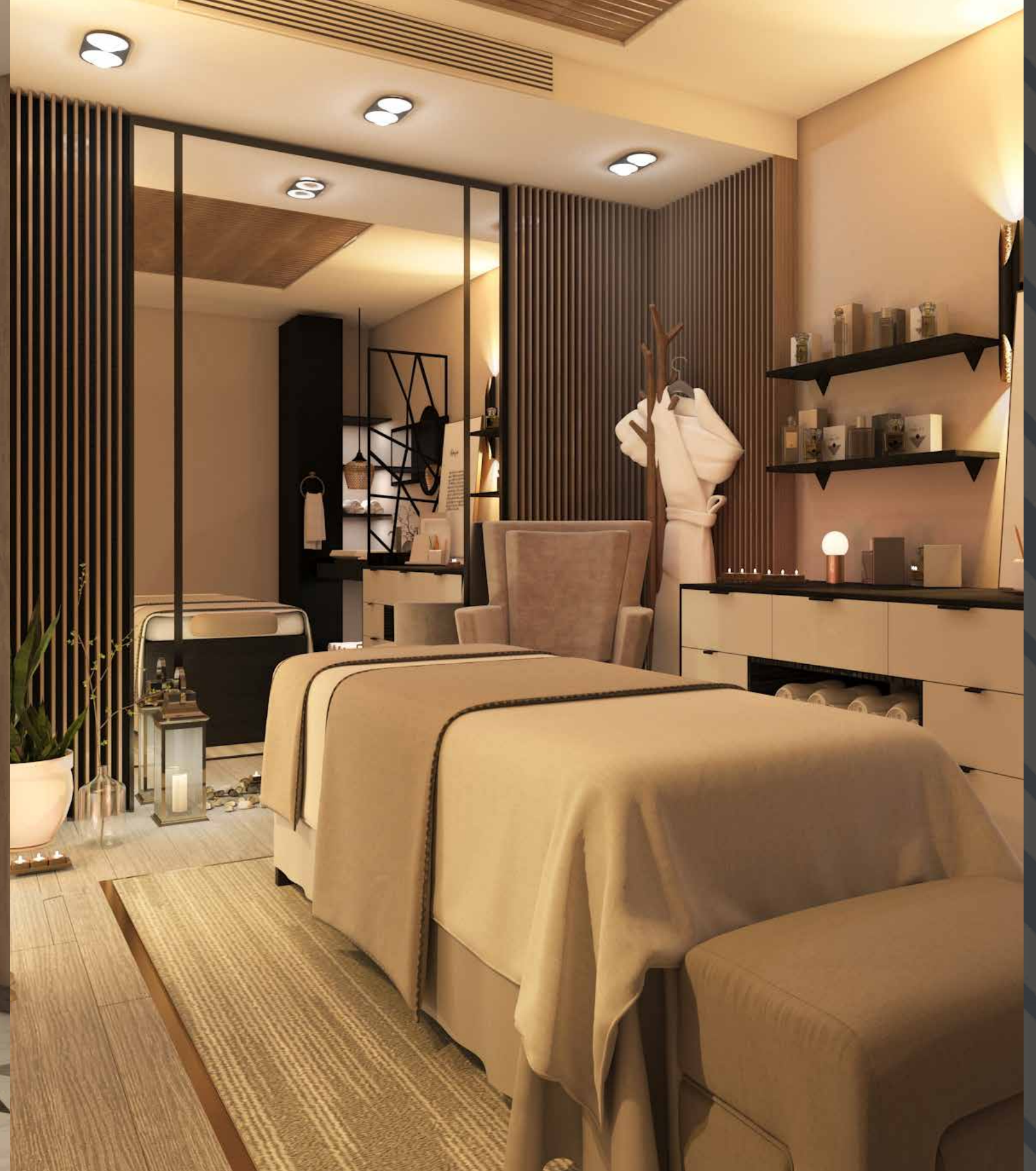
THOMAMA
HOTEL

Riyadh, KSA
Interior Design for Suites Apartments
Ultra-Modern
2021



SPA &
HEALTH
CLUB

Gizera Sporting Club, Zamalek, Cairo
Interior Design for Public Areas- Turkish bath- Moroccan
bath- Massage rooms & Clinics
Modern
2021



COMMERCIAL PROJECTS



EL SAWY
CULTURE
WHEEL

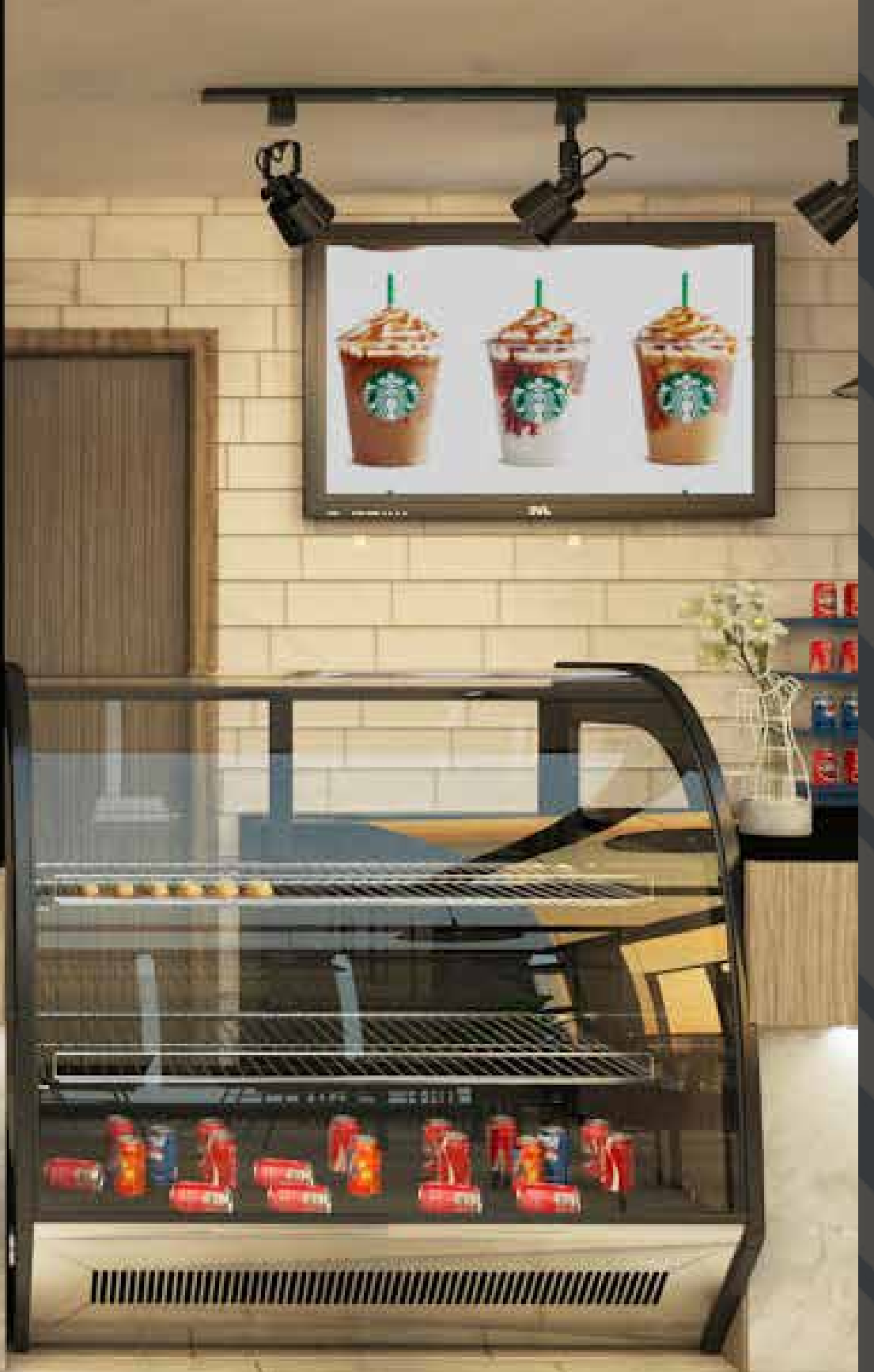
Zamalek, Cairo, Egypt
Interior Design for Public Areas & Theater
Industrial
2019





ZESTY
HEALTH
CAFE

Heliopolis Club, Cairo, Egypt
Interior Design - Fit Out - Site Supervision
Contemporary Modern
2019





KSA GYM

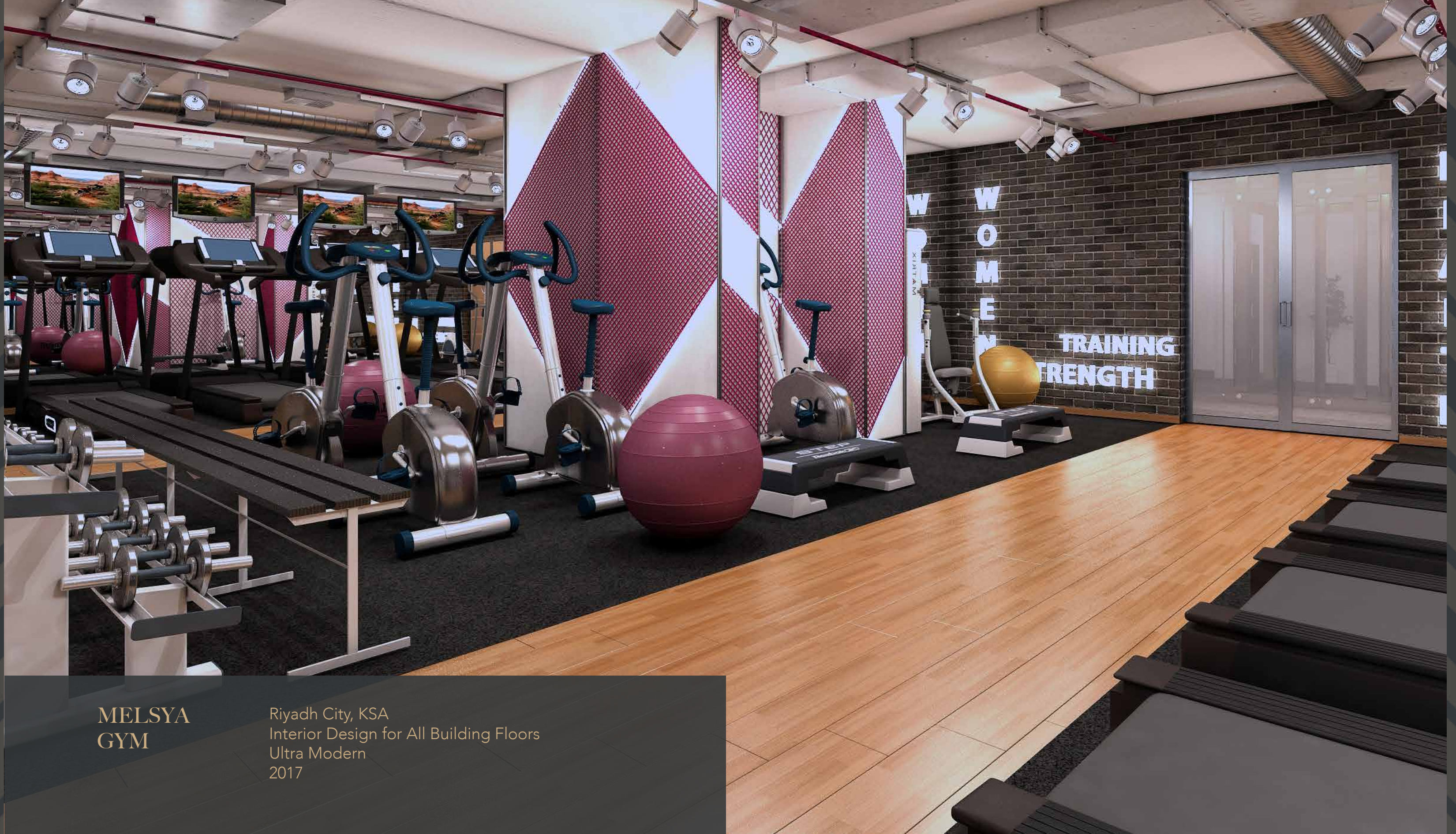
Riyadh, KSA
Interior Design
Ultra Modern
2018



MELSYA
WOMAN
BUILDING

Riyadh City, KSA
Interior Design
Modern
2017





**MELSYA
GYM**

Riyadh City, KSA
Interior Design for All Building Floors
Ultra Modern
2017





**EL SWEEDY
ELECTRIC
STORE**

Emad El-Dine St, Downtown, Egypt
Interior Design
Contemporary Modern
2018



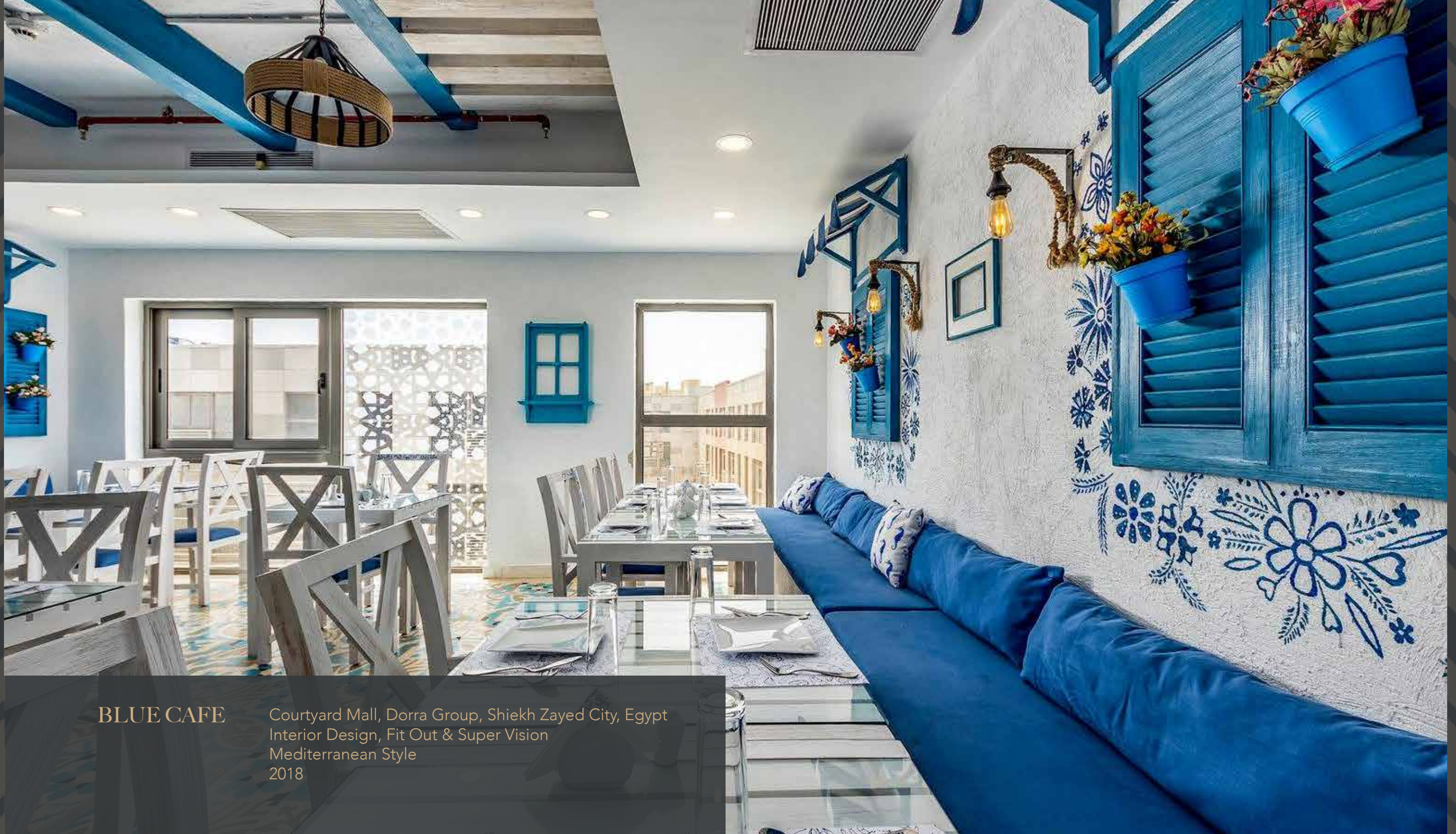
MM MARKET

Stella Walk, North Coast, Egypt
Interior Design
Ultra-Modern
2020



FRESHII
JUICE STORE

Stella Walk, North Coast, Egypt
Interior Design
Ultra-Modern
2020



BLUE CAFE

Courtyard Mall, Dorra Group, Shiekh Zayed City, Egypt
Interior Design, Fit Out & Super Vision
Mediterranean Style
2018

OFFICE SPACE PROJECTS



**EL SWEEDY
OFFICE**

Emad El-Dine St, Downtown, Egypt
Interior Design
Contemporary Modern
2018



CREATE

PRIVATE
OFFICE
DESIGN

Sheikh Zayed, Egypt
Interior Design
Modern
2018



CONSTRUCTION
COMPANY

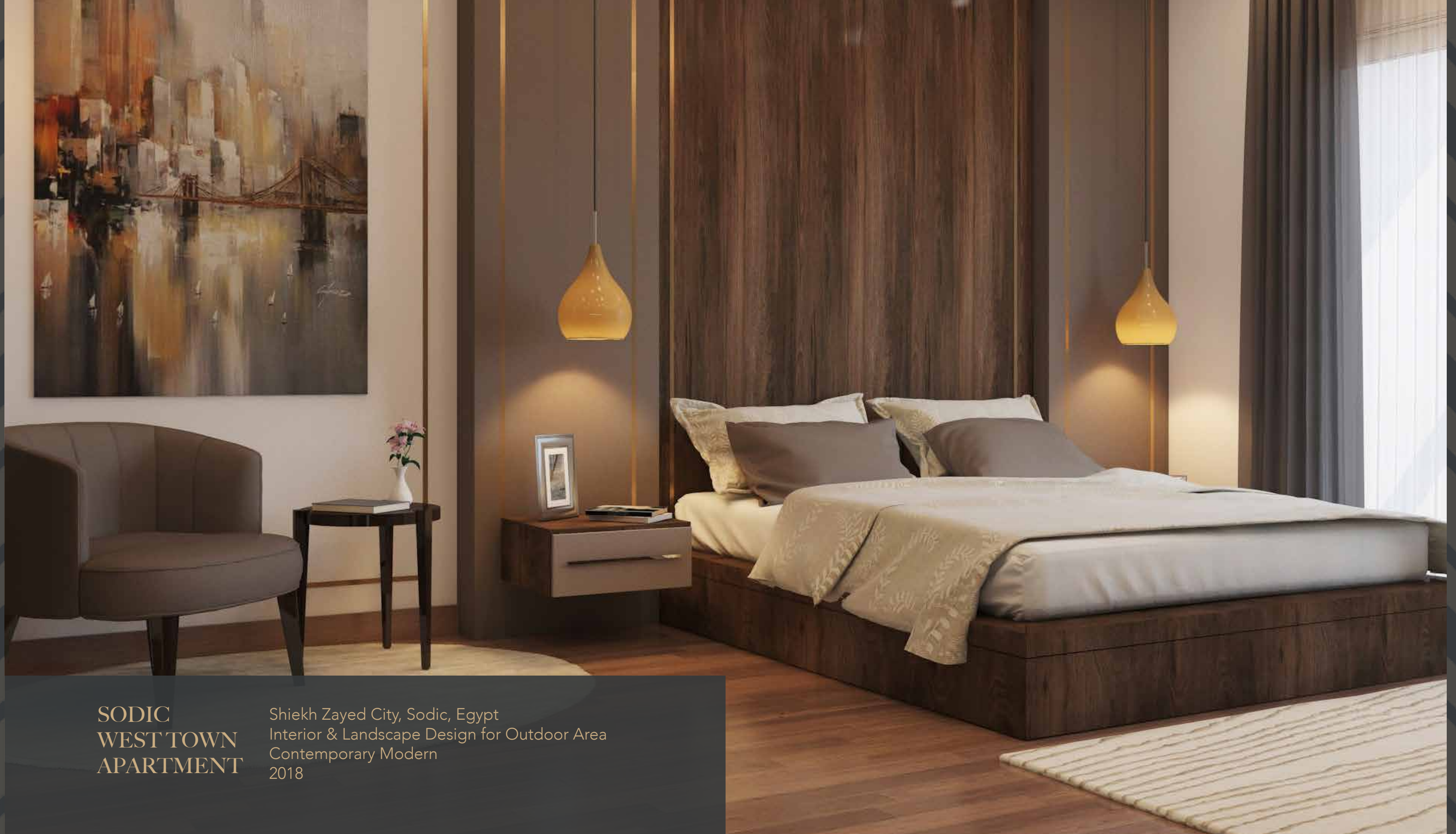
Riyadh - KSA
Interior Design
Modern
2018

RESIDENTIAL PROJECTS



**SODIC
COURTYARD**

Shiekh Zayed City, Sodic, Egypt
Interior & Landscape Design for Outdoor Area
Contemporary Modern
2021



**SODIC
WEST TOWN
APARTMENT**

Shiekh Zayed City, Sodic, Egypt
Interior & Landscape Design for Outdoor Area
Contemporary Modern
2018



**MOUNTAIN-
VIEW
CHALLET**

North Coast, Ras El-Hikma, Egypt
Interior & Landscape Design for Outdoor Area
Contemporary Modern
2018



**CASA VEDY
PRIVATE
VILLA**

New Cairo, 5th Settlement, Egypt
Interior Design for All Indoor Areas
Contemporary Classic
2022



TAJ CITY
PRIVATE
VILLA

Taj City Compound, Suiz Road, Egypt
Interior and Landscape Design for Outdoor Area
Contemporary Modern
2020



**PALM HILLS
PRIVATE
VILLA**

Palm Hills, 6 October City, Egypt
Interior and Landscape Design for Outdoor Area
Contemporary Modern
2020



**KSA
PRIVATE
VILLA**

Riyadh, KSA
Interior & Landscape Design for Outdoor Area
Contemporary Modern
2017

TSEBO



**ELSEWEDY
ELECTRIC**



SODIC



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HOUSE OF DESIGN

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