



serry

DESIGN
INTERNATIONAL

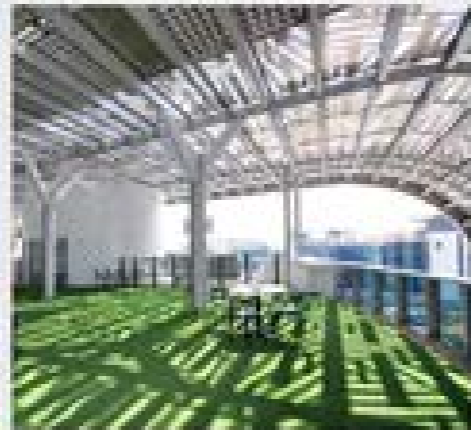
Ahmed Serry

Ahmed I. Serry is an Egyptian architect, designer and educator, whose creative period bloomed over the past 20 years as he designed and implemented 1,900 projects nationally and internationally in the middle east, He graduated from faculty of fine arts from the top ranked graduates where he taught there from 1993 till 1998 .His work is inspired by nature as he creates creative design solutions and builds unique corporate identities. In all his projects he addresses the problems people face every day, creates inspirational spaces to improve the working environment and optimizes practical designs to increase productivity and profitability. One of the quotes he lives by and constantly integrates into his projects is "Simplify, Don't Complicate".

serry

More than 1900 Projects & 21 Awards

Signature Buildings



+200000 sqm
(CIB -Blom - Etsalat -Act
Vodafone ...etc)

Hospitality



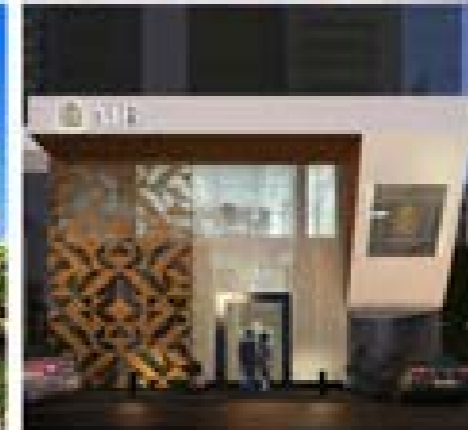
+2500 Sqm (Clubhouse-
Zhouse restaurant-Cafe
ballroom ,etc)

Residential



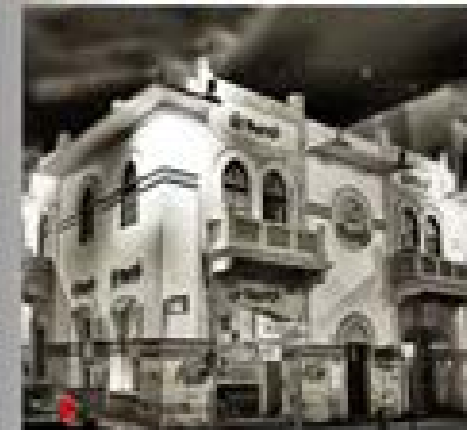
Different types of residential
projects (Modern-Minimal
-neo classic ...etc)

Design Guideline



+20 Design guideline
(CIB-AIB-BDC-
VODAFONE , ...etc)

Rehablibtion



Traditional historical buildings
(AL Haram expansion -
AL ashraf - CFC mosque...etc)

**DESIGN
INTERNATIONAL**

CIB

Smart Village



This Building was designed as CIB's new Headquarters, focusing on the needs of the employees by incorporating technology with green spaces to create a productive environment. It was designed to derive its strength from the elements of the environment. Previously, this building was a block of concrete facing the wrong direction, with no distinguished exits. The challenge was transforming it into one that makes a statement saying, "We respect the environment". Derived from Islamic Architecture: The bay in a mosque is the place where a person can get the most sunlight, wind, and shade with a great view.

Bloom
Bank

New Cairo



The building was designed as Bloom Bank's new headquarters. The design was formulated to integrate space in the building and by doing so we added life in the building and respected the environment by incorporating the intangible within a tangible structure. The building was not designed to be built as a solid block. It was built by overlapping floors on top of each other in a perpendicular manner based on their function. The first two floors were parallel to the road, but the next six floors used for the office were perpendicular to the road to create a better view for the employees. On top of that we made the executive floor parallel to the road.

CFC

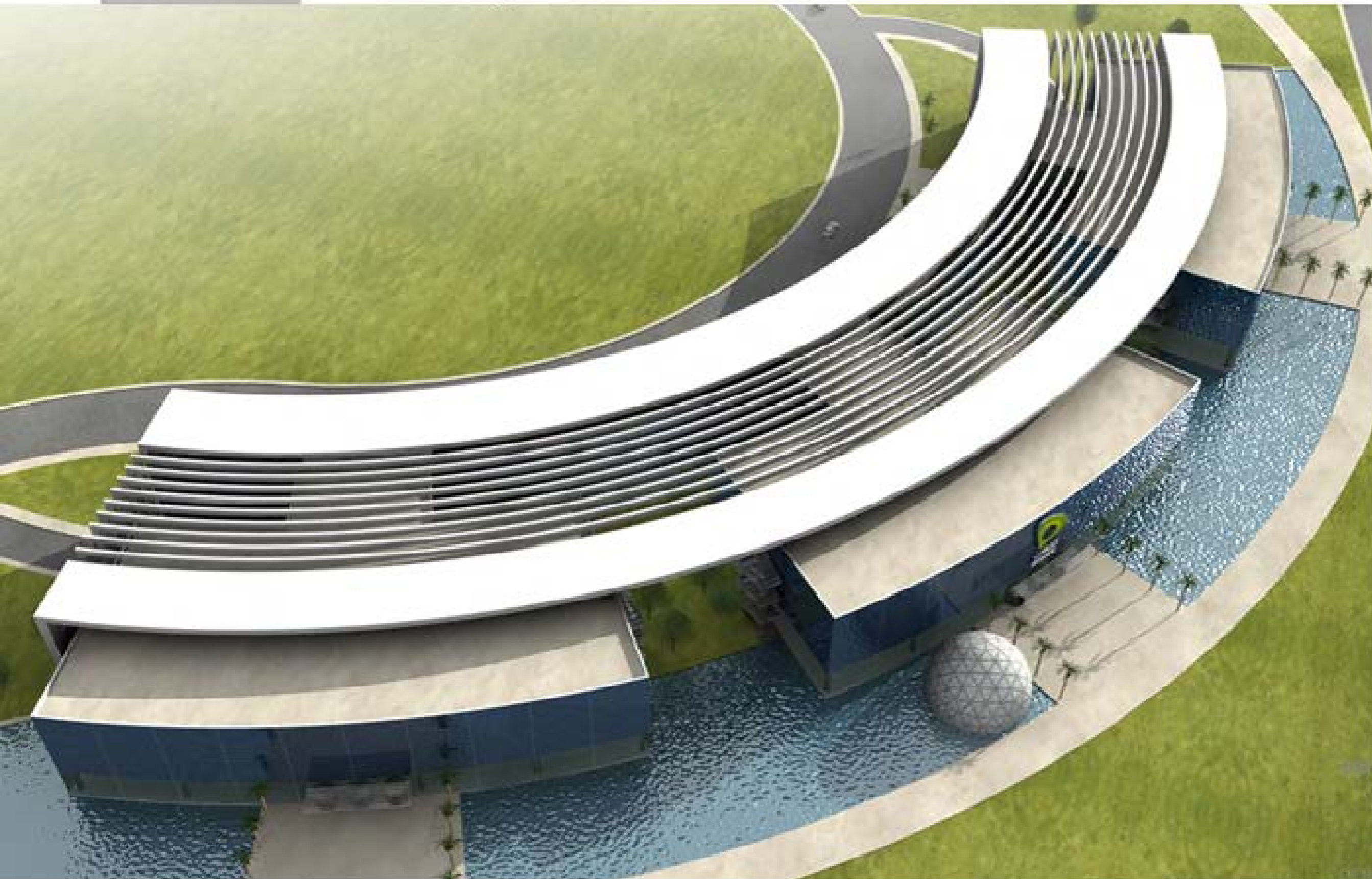
Mosque



This was a competition Al Fuffaim Real Estate development conducted for the main mosque of CFC. The requirements of this project was to create an iconic Islamic building that is still aligned to Cairo Festival City's identity. To do so, we revived the iconic Islamic mosques of the past and integrated technology within them. Inspired by the mosque of Sultan Hassan, we aimed to create a state of inner peace within this mosque. We built the main mosque on 1600 meters squared and constructed a shell that covered 7000 meters squared. To create a sense of inner peace we removed any rigid walls.

Etisalat

Smart Village



We built the three buildings on 9,000 meters, but to use up the entire land we left space between each building to integrate nature within the design. Thereby, surrounding each building with sunlight and decreasing their electricity running costs. The spine creates a shadow on the buildings as well, thus decreasing their need for air conditioners. We also used the water around the building in a recycled manner to decrease the AC costs. Now the spine was an integral factor to this design, as it holds all three buildings under one umbrella. This was important for their statement if all else fails. As

Ultimate Solutions



Ultimate is a company which provides computer and digital solution. The Concept of the project inspired by "The Cloud", the building masses is divided into two parts, Ground floor with clear transparent glass while the rest of floors with perforated material to strength on the cloud idea as well as the pv cells located on the upper roof and the lighting on the perforation parts could be effective in many terms as Economical, Environmental and a high-Tech solutions by helping to preserve the lights inside the perforation facade that can be used as advertising for the company by different times of the year and different events

Al-Jazi Club House



Al Jazi wanted this project to serve many functions, so the challenge was to preserve its simplicity in design and deliver a place for each function required. We wanted to construct the building for all the functions without having to actually build a building. We literally broke it down. We split the project into two buildings. One building for "club" and another one for "Z house". The "Z house" building is the residential area where each one of the guests will be staying. The club building is the guests' source of entertainment, however, we didn't want the buildings to stand out as buildings. We decided to blend them into the beautiful gardens around them.

Al-Jazi Gardens



We made one of them into something resembling a floating urban plaza, with the building beneath it. We made the other building into a wall. This wall had the same Arabic calligraphy carved in as the one in Al Jazi Avenue. We planted plants and added lights inside this wall, and thus the plants would grow to the outside of the wall through the carved calligraphy. This wall surrounded the entertainment center, located beneath a roof of water fountains. Thus, if you see the building from a top view, you won't find any buildings. We successfully blended them in with the park around themath it.

Al-Jazi Avenue



The goal of this project was to transform four buildings compressed together into a fancy hotel custom made to fit the guest's needs and wants. The challenge was to transform buildings built very close together into a luxurious spacious hotel. Unfortunately, the compression of these buildings removes the guest's privacy in their rooms, and thus contradicts the luxurious aspect of the hotel. To fix this problem we came up with a technological solution where we can control the privacy aspect of the hotel guests. To do so we composed two layers, a layer of glass, and on top of it a sliding layer of carved out perforated calligraphy.

Al-Jazi

Avenue Villa



The calligraphy layer works as a curtain opening and closing in an inverse manner, exchanging the right to privacy among guests living across from each other. When the calligraphy layer is activated on one side, it'll be turned off on the other. This will make the guests feel comfortable staying at this hotel and not feel any lack of privacy. In addition to solving the privacy problem, the randomness of opening and closing the perforated Calligraphy layer adds a dynamic beauty to the hotel avenue, raphy.

Banque
MISR

Cairo, Egypt



Banque
Du Caire

Cairo, Egypt



Throughout the history of Egypt till nowadays Banque du Caire is considered one of the most important factors for the success of the Egyptian economy as well as the societal responsibility towards individuals and establishments. Therefore, the design idea of the Headquarter facade is designed in an attractive parametric contemporary way to reflect the role of bank in the huge development progress currently happend in egypt and to be witness to that Period in the future. The building was classified into three vertical parts, the first part, which is the ground floors and outer fence that receive visitors

Lafayette Mall 01

Cairo, Egypt



The Concept transforms the idea of a mall into a dynamic experience. We blended in a journey full of life within the dull day-to-day normal shopping outings. Instead of walking through walls, the shopper will be walking through the beautiful elements of nature and witnessing the soothing sounds of waterfalls.

We structured the building to be exposed to all the elements of life whilst creating an eco-friendly cooling system with perforated dynamic shades. We rotated the structure across the mall and created a dynamic playful movement within a static building.

Lafayette
Mall 02

Cairo, Egypt



Lafayette
Mall 03

Cairo, Egypt



Lafayette Mall

Cairo, Egypt



Lafayette
Mall

Cairo, Egypt



AIB

El-Zamalek



We have conducted and developed 1000+ projects across Egypt. AIB Bank has been one of our valued clients since 2017. We constructed a unified design manual for all their branches.

Vodafone CEC



The purpose of this project was for Vodafone to make a statement saying it has more services to offer and that it's not just for telecommunication anymore. Therefore when designing this project, we wanted to create a futuristic journey through the mind of Vodafone.

The goal of this center was to create a memorable experience to Vodafone customers. This journey consisted of three stages. The first stage was a place for Vodafone to showcase its services to its clients on large screens. The second stage was where the client would learn about the services seen in the first stage, which is why a seating area was placed where customers can sit down.

Etisalat

Downtown



This challenge for this project was for Etisalat to shine inside another owner's building. Etisalat had purchased half of downtown, which is approximately 12,000 meters squared for its new headquarters at the time. Making Etisalat stand out without stepping over Downtown's identity was the challenge. Therefore, after we set up their office's interior we used Etisalat's Golf ball in an iconic eye-catching manner, marking Etisalat's existence in downtown. We made the ball iconic by putting it on the edge of the building as if it's about to fall and by increasing its size to a diameter of 10 meters. This helped shine Etisalat's identity in a way that positively added

CIB

El-Ashraf



This building was designed to feature CIB within the Islamic origin of Ashraf. The word Ashraf means the people related to the Prophet Mohammed. CIB had all the right to showcase their bank's identity without changing anything in it. However, out of respect to the Islamic identity in the place, we composed a different design guideline manual to add CIB as an accessory to the building while maintaining the Islamic origin of Ashraf. From that point forward this place was marked with CIB's respect for its Islamic origin.

El-Haram Expansion



This project was submitted as a competition to restructure the surrounding of the Kaaba as a way that meets the function of the prayers. We found a crucial problem with the existing design. The structure surrounding the Kaaba was shaped-shaped, while the function of the Hajj and Umra was circular. Thousands of prayer would circle around the Kaaba in a squared surrounding, impeding the flow of the prayers and creating chaos around the edges. Our solution was to restructure the surrounding and align it to the function of the prayers instead of aligning it to the shape of the Kaaba.

Villa

El Choueifat



We have conducted and developed 1000+ projects across Egypt. Villa El-Choueifat is one of our remarkable projects. We design the building in a sustainable manner, giving it the ability to derive its strength from the elements of the environment.

TMG

NEW CAPITAL, Egypt



SAIB

NEW CAPITAL, Egypt



SAIB

NEW CAPITAL, Egypt



SAIB

Shben El-Kom



SAIB

Shben El-Kom



OIA

NEW CAPITAL, Egypt



OIA

NEW CAPITAL, Egypt



OIA

NEW CAPITAL, Egypt



MIXED
MALL

MAADI, Egypt



MH
GROUP

NEW CAPITAL, Egypt



Madkour

NEW Cairo



Madkour

NEW Cairo



Etisalat

Cairo Festival



Etisalat

Cairo Festival



Etisalat

Cairo Festival



Etisalat

Cairo Festival



Etisalat

Cairo Festival



ELITE MALL

NEW CAIRO, Egypt



BLACK
GEMS

NEW CAPITAL, Egypt



BLACK
GEMS

NEW CAPITAL, Egypt



BDC

CAIRO, Egypt



BDC

CAIRO, Egypt



BANK
MISR

NEW CAPITAL, Egypt



BANK
MISR

NEW CAPITAL, Egypt



BANK
MISR

NEW CAPITAL, Egypt



BANK
MISR

90th street ,NEW CAIRO



BANK
MISR

CAIRO, Egypt



BANK
MISR

CAIRO, Egypt



AIB

El Merghany



AIB

El Merghany

