VOLUME I

ICONIC

INTERIORS · 2024 – 2025

ICONIC ARCHITECTURE DESIGN · ALEXANDRIA

VOLUME I

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Iconic is an interior design and execution studio. We design homes, workplaces, restaurants, hotels and clinics — then build them with our own site team, so the finished room is the room that was drawn.

ENG. AHMED FAWZY

PRINCIPAL

01



SITE INDEX

ROOMS

Living & guest bath

SCOPE

Interior design

STAGE

Visualised

RESIDENTIAL · ALEXANDRIA

Modern Boho Residence

YEAR	2025
TYPE	Apartment
LOCATION	Alexandria
STAGE	Design stage

A timber-panelled family room rendered twice – once by daylight and once after dark – and a terrazzo guest bath that carries the same warmth.

SPECIFIED

- Vertical oak panelling
- Bouclé
- Terrazzo
- Linen curtains





006

GUEST BATH — THE MIRROR



MODERN BOHO RESIDENCE :: DETAILS

– Vertical oak panelling

– Bouclé

– Terrazzo

– Linen curtains

02

VILLA · NEW CAIRO

Villa Obsidian

YEAR	2025
TYPE	Villa
LOCATION	New Cairo
STAGE	Built



Smoked oak, black marble and bronze, lit from inside the joinery so the ceilings stay empty and the house is calm at night.

SITE INDEX

AREA
640 m²

SCOPE
Design & execution

ROOMS
14

SPECIFIED

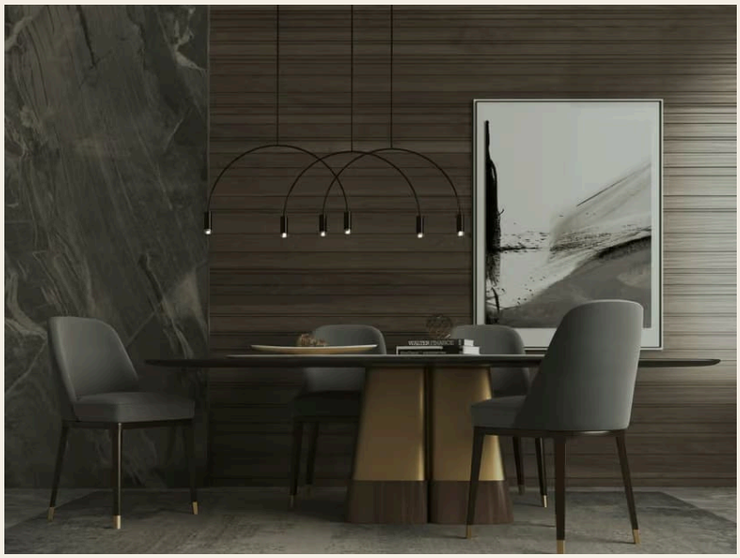
- Smoked oak slats
- Nero Marquina marble
- Charcoal lime plaster
- Bronze metalwork

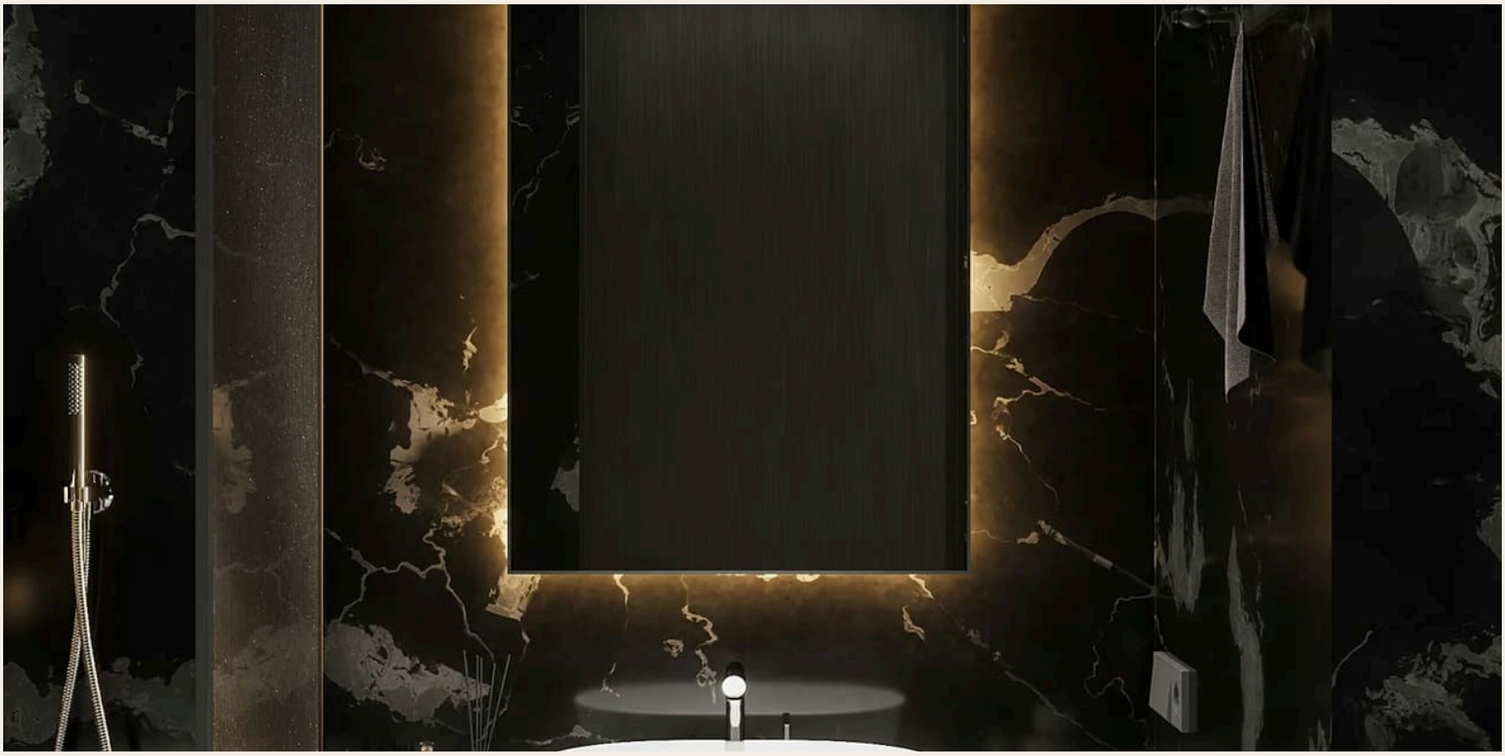




KITCHEN







VILLA OBSIDIAN :: DETAILS

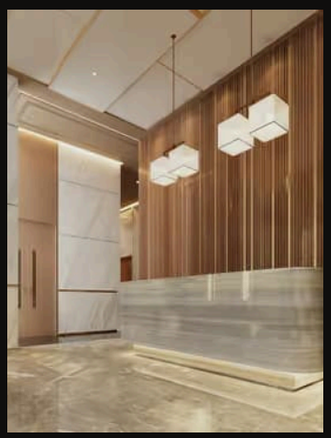
– Smoked oak slats

– Charcoal lime plaster

– Nero Marquina marble

– Bronze metalwork

03



SITE INDEX

AREA

1,850 m²

SCOPE

Design & fit-out

FLOORS

3

WORKPLACE · NEW CAIRO

Atelier Headquarters

YEAR	2024
TYPE	Office
LOCATION	Fifth Settlement, New Cairo
STAGE	Built

Offices that feel closer to a members' club: a stone reception, timber lounges, and glass instead of partitions so daylight reaches the middle of the plan.

SPECIFIED

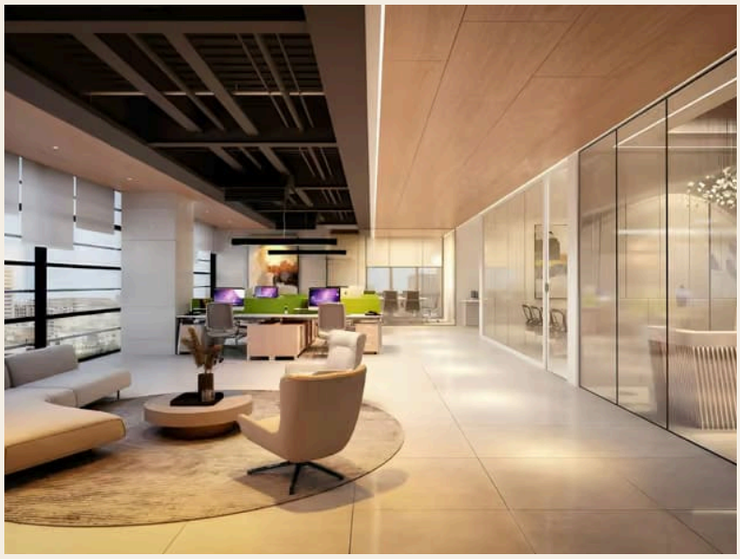
- Oak veneer slats
- Honed limestone
- Acoustic felt
- Smoked glass

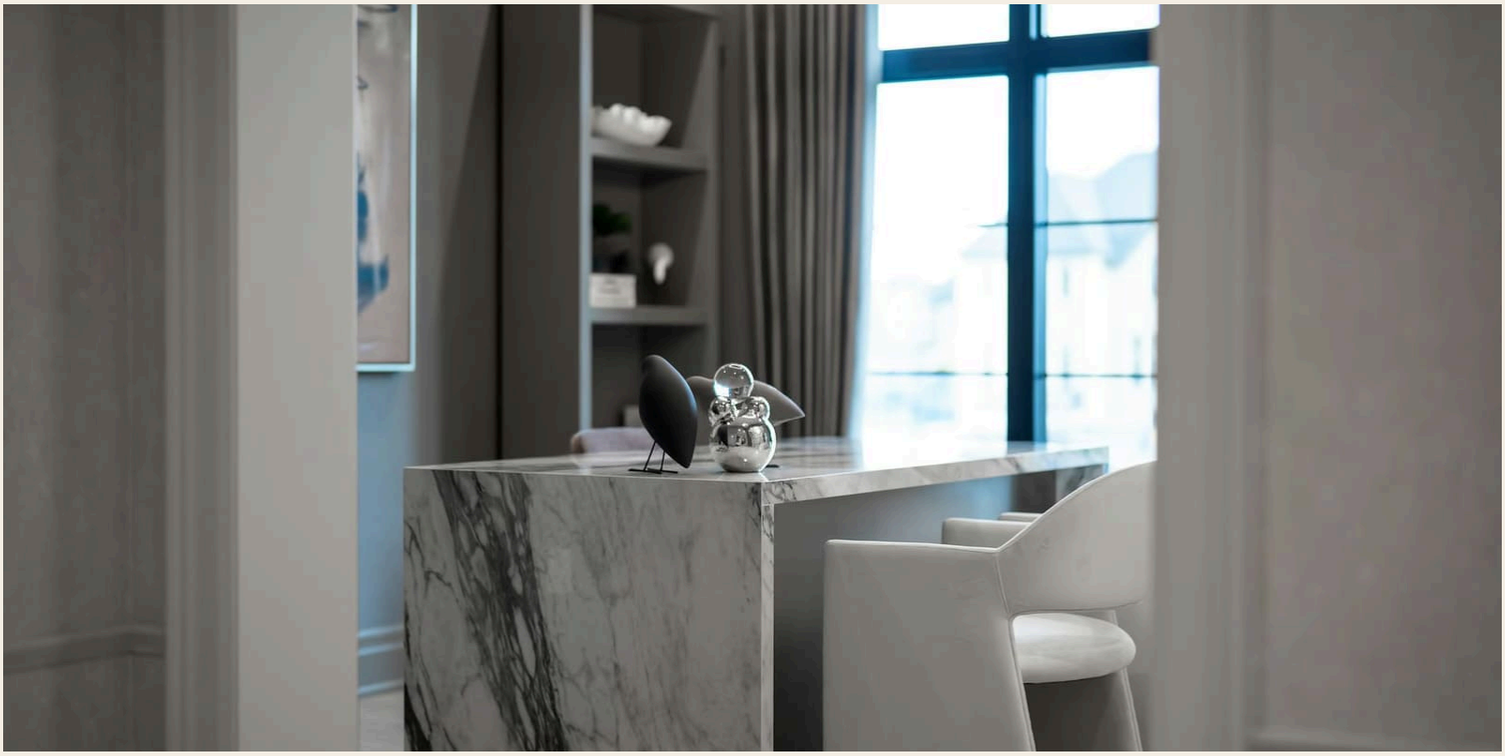




RECEPTION







ATELIER HEADQUARTERS :: DETAILS

– Oak veneer slats

– Acoustic felt

– Honed limestone

– Smoked glass

04



SITE INDEX

COVERS
120

SCOPE
Design & execution

AREA
410 m²

RESTAURANT · ZAMALEK

Maison Noir

YEAR	2024
TYPE	Hospitality
LOCATION	Zamalek, Cairo
STAGE	Built

No general light in the dining room at all — every table has its own pool, the bar glows from beneath and the walls are washed from the floor.

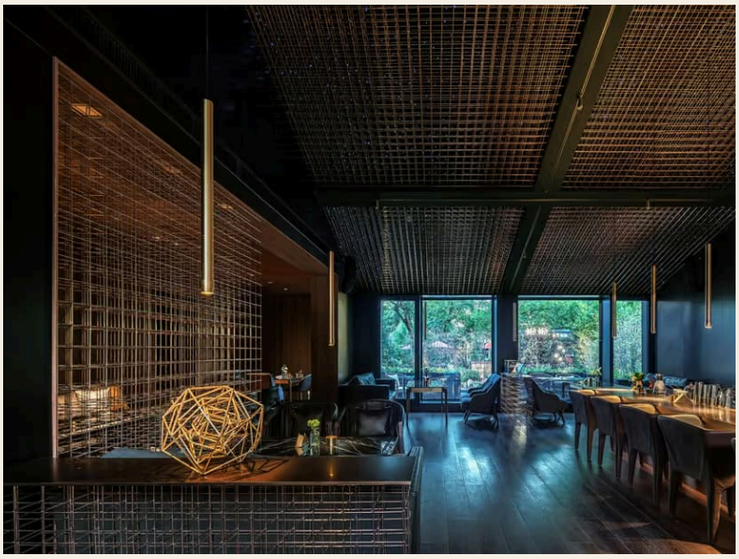
SPECIFIED

- Stained walnut
- Oxblood velvet
- Aged brass
- Terrazzo bar front





DINING ROOM







MAISON NOIR :: DETAILS

– Stained walnut

– Aged brass

– Oxblood velvet

– Terrazzo bar front

05



HOTEL · NEW CAPITAL

The Grand Reception

YEAR	2024
TYPE	Hospitality
LOCATION	New Administrative Capital
STAGE	Built

One sweeping curve of walnut draws guests past still water to the desk, and the ceiling drops over the lounge so the hall becomes a room.

SITE INDEX

AREA
1,200 m²

SCOPE
Interior design

KEYS
240

SPECIFIED

- Curved walnut cladding
- Crema Marfil
- Brushed brass
- Cognac leather

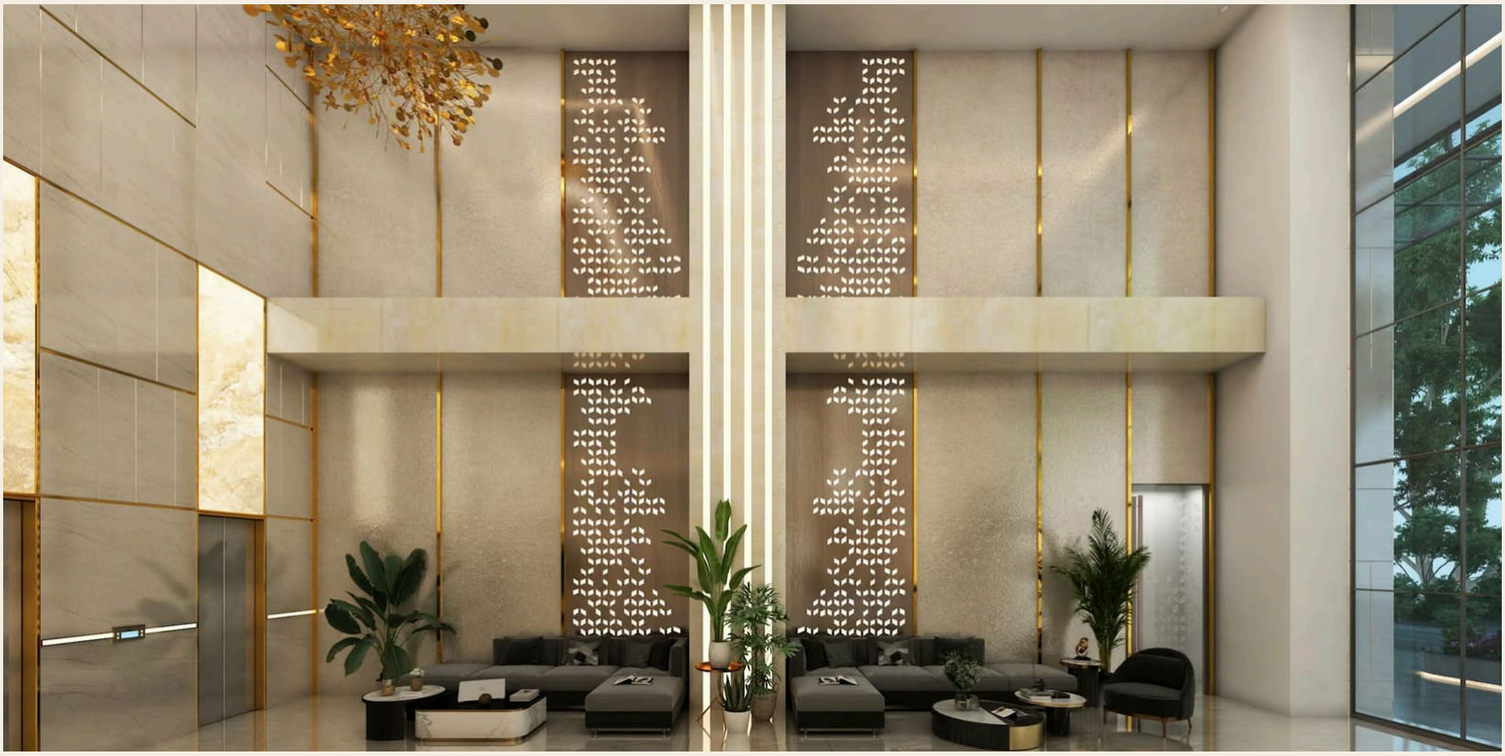




ATRIUM







THE GRAND RECEPTION :: DETAILS

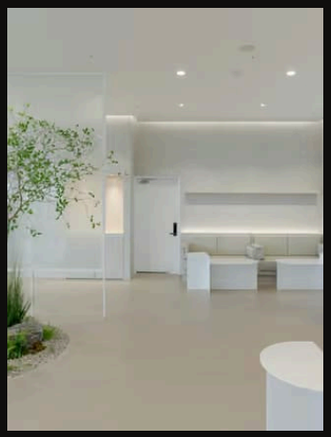
– Curved walnut cladding

– Brushed brass

– Crema Marfil

– Cognac leather

06



HEALTHCARE · SHEIKH ZAYED

Serenity Clinic & Spa

YEAR	2024
TYPE	Healthcare
LOCATION	Sheikh Zayed
STAGE	Built

Daylight and plaster for the clinic, timber and water for the spa below – and every finish chosen to be both calm and easy to keep clean.

SITE INDEX

AREA
900 m²

SCOPE
Design & fit-out

TREATMENT ROOMS
11

SPECIFIED

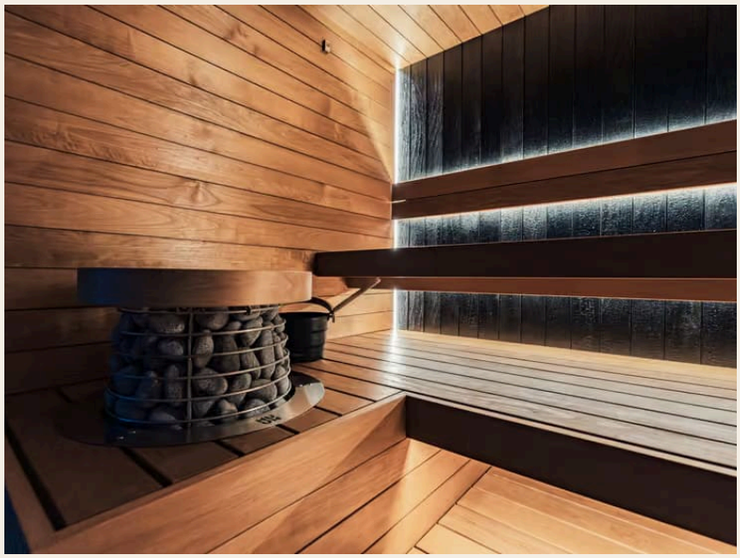
- Seamless resin floor
- Solid surface
- Thermally treated timber
- Lime plaster





CLINIC RECEPTION





SERENITY CLINIC & SPA :: DETAILS

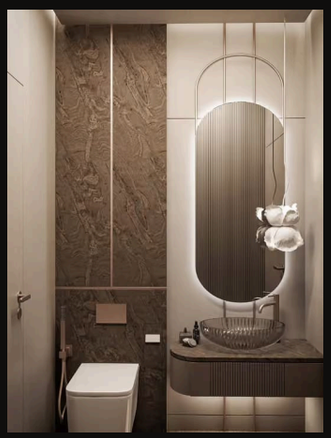
– Seamless resin floor

– Thermally treated timber

– Solid surface

– Lime plaster

07



RESIDENTIAL · CAIRO

Warm Minimal Guest Bath

YEAR	2025
TYPE	Apartment
LOCATION	Cairo
STAGE	Design stage

One glass basin, one backlit mirror and a porcelain pendant like a flower. After dark, those two lights are the whole room.

SITE INDEX

ROOM
Guest bath

SCOPE
Interior design

STAGE
Visualised

SPECIFIED

- Fluted timber panel
- Leathered granite
- Ribbed glass basin
- Porcelain pendant



WARM MINIMAL GUEST BATH





WARM MINIMAL GUEST BATH :: DETAILS

– Fluted timber panel

– Leathered granite

– Ribbed glass basin

– Porcelain pendant

COLOPHON

Iconic

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PHOTOGRAPHY

The studio's own renders and site photographs

TYPEFACES

Instrument Serif, Mona Sans, Geist Mono

EDITION

Volume I — Interiors, 2024 – 2025

A short run of the volume is printed each year. Ask the studio and one will be put aside for you.

I C O N I C

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