



ARTOFORM

10
YEARS
FF

ART OF FORM



Special thanks to the artist Karim Abdel Malak for creating this exquisite masterpiece specially for Art of Form in celebration of our 10th Anniversary.

“ The object of art is to crystallize emotion into thought and then give it form”

~ *Francois Delsarte*





Reflecting on a 10-Year Journey

Ten Years, 10 Golden years have passed since our Grand Inauguration in 2009. A thrilling journey through the world of Design Furniture has shaped us into the true Curators of Style that we are today. Our Journey started with 4 mega brands: Giorgetti, Moroso, Poliform and Missoni Home. Each and every one of them evoked a feeling, a mood that translated into Form. When put together, they created the ultimate living space that we envisioned.



2009

The Beginning

*For 10 years we have followed our passion and mission devotedly:
creating
surroundings
that are perfectly
in sync with our
clients' dreams.*

In 2009, we launched our Designopolis showroom; a one of a kind concept at the time. Occupying an area of 1000 square meters, we tastefully combined the design pieces of our Golden partners, launching a "Gallery for Artistic Form" in the presence of the designers and creators of those dazzling pieces.

2010

Launch of our Beymen and Gouna Showrooms, each with a unique concept that displayed our outdoor lines, accessories and design lighting sculptures.

2014

We began to widen our circle of partners to be able to fulfil all of our clients' desires, creating an elegant array of brands: our Black Label.

2015

We launched our Black Label partners showroom in Galleria40 to showcase our expanded choices and wider budget options.

2016

With the expanded choices and more importantly the passion and experiences of our extended team, we started tackling larger and more demanding projects, architects, and clients.

2017

Our identity is taking shape and all the hard work of our young energetic talented team is evident in our achievements.

2018

Launch of Art of Form Project Management Division.

2020

Project

W

Art of Form moving into redefining the workspace.

Capital Business Park Showroom

With the launch of our new concept store, we focused on expressing the real sense of a home and a vision of "Art of Form" by introducing for the first time, a mono-brand showroom that hosts Cattellan Italia & Arketipo the renowned Italian brands.



Curator's House



Today we are a team of design professionals working with a highly trained and experienced eye for refined taste, high-style furniture and objects. Our work is a meticulous process of conversations, ideas, sketches, drawings and decision-making. Our goal with every project is to bring our vision, philosophy and world-view to life, but also to experiment and reinvent ourselves everytime to discover new forms of living.



Our FF&E consultants team

“For us, every morning is a new beginning, a new canvas on which each architect of our passionate and dedicated team adds a line, a drop of color or a sketch to harmoniously complete an artistic vision that illustrates the world of affordable and attainable beauty surroundings. This combination of tasteful creativity is what defines our company today.”



Taste-making



Through our creative setups in our showrooms, we enable our clients to visualize and realize their dream environment. Each setup is carefully curated from our own selection from the thousands of design pieces that our stylish partners offer.



Realizations

In collaboration with most of the renowned Architects and Design Houses in Egypt, we have proudly and successfully completed up to the minutest detail, over 60 full residential projects throughout our Journey.





Project Management

What is a project?

It's a temporary endeavor undertaken to create a unique product, service or a result.

Project management is the practice of Initiating, Planning, Executing, Controlling, and Closing the work of a team to achieve specific goals and meet specific success criteria at the specified time... The primary challenge of project management is to achieve all

of the project goals within the combination of the three most significant restrictions on any project, the triple constraint: **Scope, Schedule and Cost.**

Having worked on Large Projects managed by renowned and multinational establishments, we at Art of Form have come to realize that on the small scale of residential villas, the vision of the Architect, the quality and the cost effectiveness

desired by the owner and the efficiency of the contractor; all 3 can never be achieved without the science and art of the project management methodology.

With a team of qualified engineers, we launched our Project Management Division to fill this void in smaller projects and to guarantee that the vision sold to our clients is realized within the triple constraints.

Project



The "Office" is where we spend most of our waking adult life.

There is a science behind how to design the work environment as it greatly affects our wellbeing, creativity, productivity and happiness. Starting from the shape and height of our desk, the angle and intensity of light, even the sound level and the place for private conversations, the flow of people's documents and ideas and most importantly, the location of each member of the team. We at Art of Form are educating ourselves on how to optimize all this and are securing the top suppliers in each and every aspect to transform the way a work space should look

Launching Art of Form Workspace division in 2020



Our Partners in Style

To become a taste-maker is to have a keen eye on quality, design, taste and above all our partnerships. Our portfolio of partners is a meticulous selection of names that have become synonymous with luxury, refined-style and top quality world wide. With our partners we celebrate craftsmanship, quality-making and design ingenuity.

GOLD LABELS

GIORGETTI

MOROSO[®]

reflex

MISSONI HOME

LIGHTING



melogranoblu

SERIP
ORGANIC LIGHTING

VIBIA

KITCHEN

RECORD
ecucine

BLACK LABELS

cattelan
italia

GLAS
ITALIA

arketipo
firenze

Papadatos
about a sofa

erba

FRATO

GAMMA
MADE IN ITALY

COSTANTINI

PIANCA

ditte
italia

OUTDOOR

PAOLA
LENTI

TRIBÙ
The art of leisure

VONDOM

expormim

emu

Talenti
OUTDOOR LIVING

CARPET

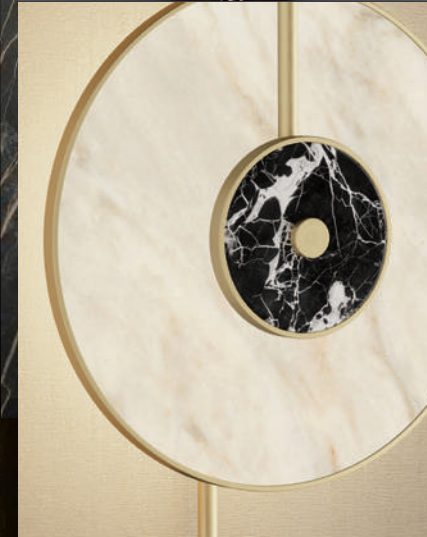
MOHEBBAN
MILANO

Sirecom

LE
LIMITED EDITION

ARTISTIC TOUCH

COBRA
ART COMPANY









reflex

We design and produce with big attention to the materials, the design and to the customizing requests received from our customers. Our company is comparable to a tailor's shop, where the customer can choose between various finishes and woods. Contemporaneous and sartorial: a perfect binomial. High Italian craftsmanship, with quality of thought, feeling for the contemporary design, a maniacal attention to the detail and a manual ability typical of the most wanted "cabinet making". A mixture that the company has been able to translate into new contemporary interpretations.

BRAND VAN EGMOND

William and Annet founded Brand van Egmond in 1993 with the sole intention to create art without restraints. This has led to a design studio that has become an international trendsetter creating innovative, independent designs. The lighting sculptures radiate passion and emotion and leave a long-lasting impression. Every year they create their new collections of hand crafted lighting sculptures in freedom with fun and passion, never limited by fashion and trends.

See more:
artofform.com.eg





arketipo
by jessica



cattelan
italia

Elegant, Sophisticated & Functional Rooms

Quality Materials, attention to details, Italian design and functionality finds expression in unique shapes in Cattelan Italia's products. 100% made in Italy, tables, chairs, beds, sideboards, bookshelves and lighting to complete your home.

See more:
artofform.com.eg



SERIP



In a present world mainly focused in symmetry, standard and monotony - as a result of the industrial and mechanic production -, Serip responds with concepts such as difference, uneven, unique and contrast, like nature's powerful distinguished elements.

See more: artofform.com.eg

FRATO

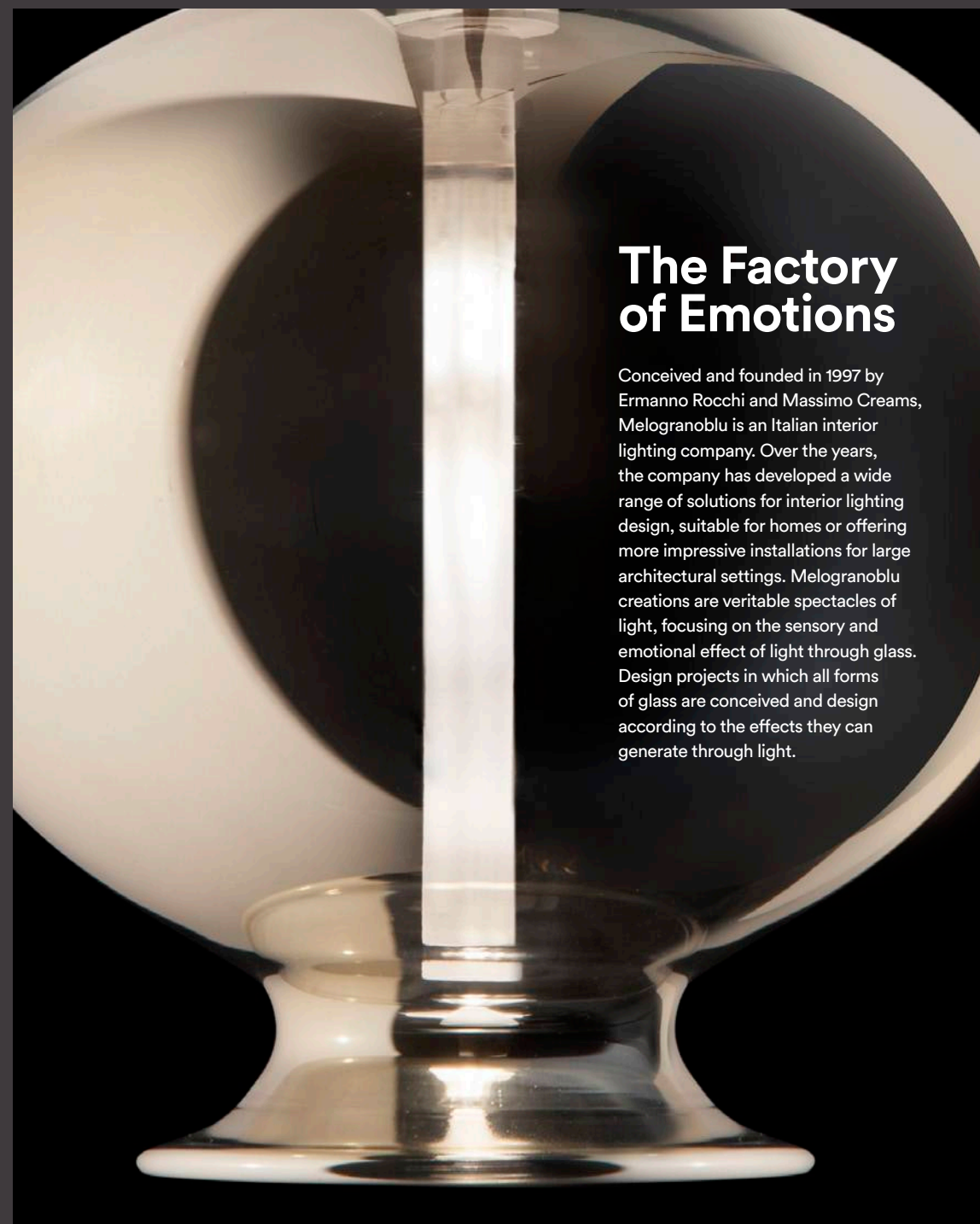


GAMMA

See more:
artofform.com.eg



COSTANTINI PIETRO



The Factory of Emotions

Conceived and founded in 1997 by Ermanno Rocchi and Massimo Creams, Melogranoblu is an Italian interior lighting company. Over the years, the company has developed a wide range of solutions for interior lighting design, suitable for homes or offering more impressive installations for large architectural settings. Melogranoblu creations are veritable spectacles of light, focusing on the sensory and emotional effect of light through glass. Design projects in which all forms of glass are conceived and design according to the effects they can generate through light.

MELOGRANOBLO

PIANCA**MEMORY IS THE MOST POWERFUL TOOL
FOR UNDERSTANDING THE PRESENT**

These are our roots, this is our identity. We draw upon the sound local tradition of cabinet making, travelling back over 500 years through time, to the old carpentry workshop, fed by a watermill, along the banks of the Pianca stream. Building on our history, we start from our workers' knowledge and skills to look to the future, combining experience and innovation to bring the culture of modern design to the world.

See more:
artofform.com.eg

RECORD Kitchens

Thinking about kitchen is bringing back all our milestone life memories: first time you cooked together, the cake you made with Gran, stories you told the children to make them eat their greens and dinners with friends. Record e Cucine stands out among Italian kitchen manufacturers for its particular attitude to kitchen design and vision of modern kitchen furnishing. We believe that the kitchen is the true heart of the home, the place for relaxing and socializing. The kitchen goes well beyond preparing food and meal times, it is the place to create unforgettable memories and bring together important moments of your life.

For this reason, when we design a new kitchen, the style, design and materials become a choice that comes from the heart. We are an Italian kitchen company that is aware of our great responsibility, that of fulfilling your dreams.

See more:
artofform.com.eg/kitchens



THE FINE LUXURY OF OUTDOOR LIVING

Today our homes are no longer just about personal retreat and comfort. Parties, family gatherings, barbecues and activities — more and more people are placing high value on transforming outdoor space into a real social experience. Outdoor space is becoming an extension of our interiors creating a seamless integration between the inside and outside. Gardens, pools and courtyards are now perceived as outdoor living rooms, kitchens and even bedrooms deserving the same level of attention to detail, refinement and luxury as our indoor space. After all, what could luxury be other than sipping coffee in the morning sun, an afternoon siesta by the pool, or an elaborate dinner under the stars all right there at your door step.



EXPORMIM



VIBIA



EMU



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