

ARTOFORM



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# ART OF FORM

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

*~ Francois Delsarte*

*For over fifteen years we have  
followed our passion and mission  
devotedly,  
creating surroundings that  
are perfectly in sync with  
our clients’ dreams.*



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







# Reflecting on our amazing Journey

Fifteen years, 15 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

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 of Artistic Form" in the presence of the designers and creators of those dazzling pieces.

2010	2014	2015	2016	2017	2018	2020	2023
Launch of our Beymen and Gouna Showrooms, each with a unique concept that displayed our outdoor lines, accessories and design lighting sculptures.	We began to widen our circle of partners to be able to fulfil all of our clients' desires, creating an elegant array of brands to cater for every design direction and budget required.	We launched our Galleria40 showroom to showcase our expanded choices and wider budget options.	With the expanded choices and more importantly the passion and experiences of our extended FF&E team, we started tackling larger and more demanding projects, architects, and clients.	Our identity is taking shape and all the hard work of our young energetic talented team is evident in our achievements.	Launch of Art of Form Design Management Division.	Capital Promenade showroom was launched, moving our brands to our newest showroom in Sheikh Zayed to be within the reach of our clients.	Park St. Proudly launching our Monobrand showroom for Giorgetti, through which you move into the world of Art of Form's <b>Artistic excellence</b> .



# 15 YEARS OF ART OF FORM

The beauty of design is its ability to morph, adapt, and incorporate varied influences that enhance style and function. Throughout our 15-year journey, we at Art of Form have continuously evolved to reach where we are today: the ability to provide you with the ultimate dream world of design at your fingertips.

Today we are celebrating our 15th anniversary with the inauguration of a Mono Brand Showroom for the design brand that has shaped our identity, GIORGETTI.

Our showroom offers a magical setup inviting guests to discover the Giorgetti lifestyle in its most authentic form.

Giorgetti's icons and best sellers produce a welcoming and fluid environment, made unique by ambitious material combinations and artistic installations that recreate plays of light, allowing for a unique design experience.



Through this enchanting world and beyond our grand staircase, we take you to the ART OF FORM experience; where you see, touch, and feel the serene stylish environment created by our meticulous selection of materials and design furniture brands. One world that magically caters to the desires, dreams, budgets and even whims of our beloved clients.





# 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 senior management 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.”*





# Creations & Setups



A combination of tasteful creativity and passion is what defines our company today. For us, every morning is a new beginning, a new canvas on which each member 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.



Throughout our journey and in collaboration with most of the renowned Architects and Design Houses in Egypt, we have proudly and successfully completed up to the minutest detail 300+ projects.























GIORGETTI







MOROSO™

See more:  
[artofform.com.eg](http://artofform.com.eg)





**MISSONI** HOME

See more:  
[artofform.com.eg](http://artofform.com.eg)





arketipo  
firenze



## Perfection compulsive disorder

Arketipo Firenze leader in the production of upholstered furniture with a rigorously Made in Italy design. Discover the collections of sofas, armchairs, chairs, beds, tables, coffee tables, sideboards, bookcases, lamps and accessories.

See more:  
[artofform.com.eg](http://artofform.com.eg)



cattelan  
italia





**reflex**

We design and produce with big attention to the materials, the customized design for the requests received from our customers. Our company is comparable to a tailor's shop, where the customer can choose between various finishes and woods. 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.

## **BRANDVAN ® 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](http://artofform.com.eg)



**marelli**



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](http://artofform.com.eg)

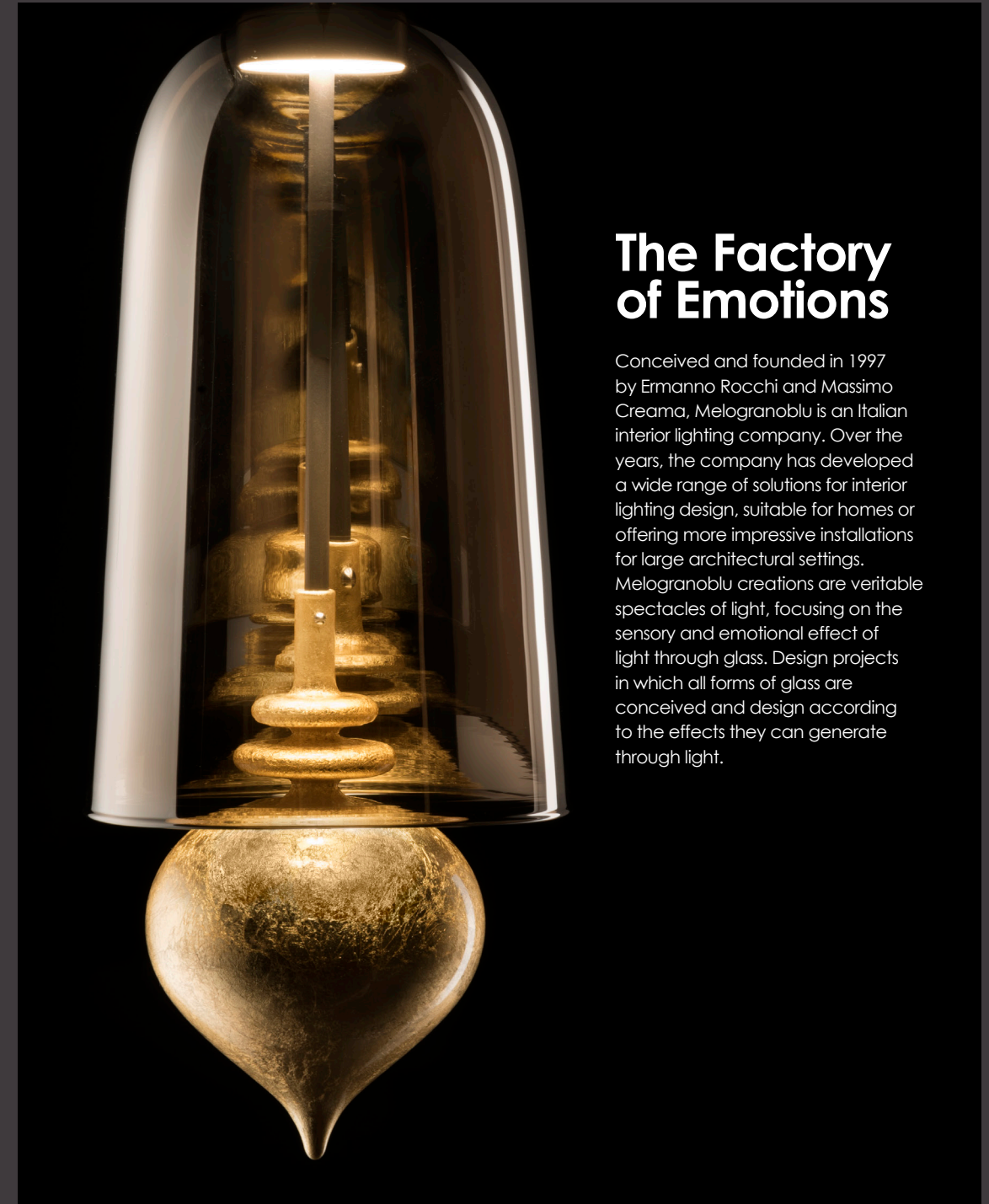


FRATO



FRATO




 Ditre  
 italia


## The Factory of Emotions

Conceived and founded in 1997 by Ermanno Rocchi and Massimo Creama, 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.

melogranoblu



## MEMORY IS THE MOST POWERFUL TOOL FOR UNDERSTANDING THE PRESENT

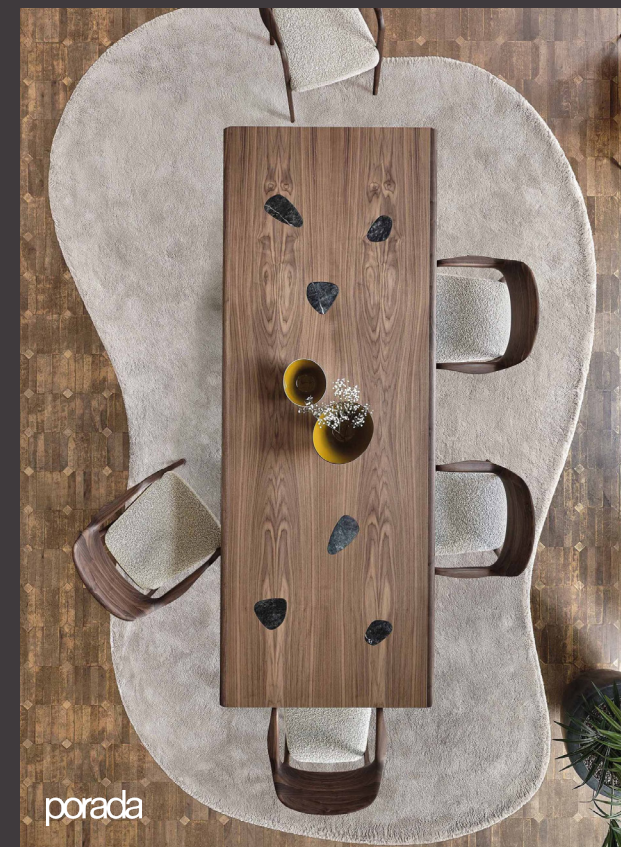
These are our roots, this is our identity. We draw upon the sound local tradition of cabinet making, travelling back over 500 years through time, to the old carpentry workshop, fed by a watermill, along the banks of the Pianca stream. Building on our history, we start from our workers' knowledge and 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](http://artofform.com.eg)





**Elegant, innovative,  
luxurious.**

We believe in quality: from the selection and the manufacturing of materials, to the choice of finishing and the purpose of a high-tech production. We believe in research and in finding aesthetic solutions that can meet the needs of functionality in your daily space. We believe in a world on a human scale and also in a better one, thanks to production choices that respect our environment.

See more:  
[artofform.com.eg](http://artofform.com.eg)





# THE FINE LUXURY OF OUTDOOR LIVING

Today our homes are no longer just about personal retreat and comfort. Parties, family gatherings, barbeques 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.







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YEARS  
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