

Company Profile



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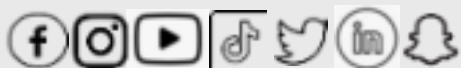
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Ahmed Mohsen
CEO & MANAGING DIRECTOR

01. ABOUT NOVI





ABOUT

NoVi is an Interior, Exterior & landscape Architectural design and finishing system integrator backed-up with more than 15 years of industry experienced teams in the infrastructure projects in the Egyptian market, dealing with B2C & B2B segments, we've executed and delivered a wide variety of projects with highly standard 3D designs using different design languages that always exceeded our customer's expectations

NoVi has and will always be customer's ultimate destination for luxury, creativity, differentiation, dazzling and high quality showing high level of commitment for effective on-time projects delivery, Space Planning and cost optimization

Our designs have evolved to blend cultural insight and contemporary luxury for our multinational clientele. We pride ourselves in our irreproachable commitment to quality providing only the highest standard of design and material. The following highlight our most recent delivered projects.

We are headquartered in Maadi and our profile extends beyond the typical architectural firm in offering a diverse range of services relating to buildings, from planning through design, construction and management. To date, NoVi has built a solid reputation for the highest standards in design excellence, space planning, interior architecture, and functional practicality.

Vision Statement:

We tend to be one of the top-notch industry leaders in Egypt & Middle East providing state-of-the-art innovative designs with superior quality finishings leveraging our years of professional experiences to consistently bringing a complete customer satisfaction.

Mission Statement:

We tend to be our customers consultants and guidance by creating a rewarding life-time experience that combine functionality with high standards, creativity & superior quality in terms of design and implementation within perfect budget and in a limited time

Our team will be your project collaborators from start to finish. Clients always value personalized attention along with our designers' seasoned experience, integrity, and creative expression.

Our Values:

Our Identity comes from our Values:

- ◆ Commitment
- ◆ Liability
- ◆ Customer stratification
- ◆ Talented staff is our key asset
- ◆ Professionalism & Team work

Ahmed Mohsen
CEO & MANAGING DIRECTOR





Head Office

NoVi is based on a head quarter located in Rayhana Plaza Business Tower , Memaar El Morshidy , 10th Floor , Entrance B , Zahraa El Maadi , Next to Vodafone Building , Cairo, Egypt



Covering Markets

NoVi is covering the Egyptian Market complete architectural design & build system integration services including interiors, exteriors, landscape, furnishing & Kitchen services, On the other hand, NoVi is covering the middle east by covering Saudi Arabia, UAE & Oman countries for the complete design and consultation services portfolio and we're still aiming to expand more to cover the whole gulf region

Scope of Services

Architectural 3D Design & Build Services:

B2C & B2B interiors, exteriors, landscape, furnishing & Kitchen design & build services

- ♦ Residential Apartments, Villas, Townhouses, Twin Houses ...etc.
- ♦ Commercial Units & Malls
- ♦ Corporate Buildings and working spaces
- ♦ Restaurants, Hotels, Stores Franchises
- ♦ Medical Centers, Hospitals, Dental Clinics & Health Clubs "GYM "

Home & Building Automation Services:

We design & deliver with cooperation of our valued partners different smart solutions for unique homes & buildings amenities controls such as :

- ♦ Light Current & ElectroMechanical Solutions
- ♦ System Monitoring
- ♦ Access Controls
- ♦ WiFi and Network Services
- ♦ Lighting Control
- ♦ Motorized Shades
- ♦ Surveillance " CCTV "

Ahmed Mohsen
CEO & MANAGING DIRECTOR





Eng. Mohamed Ali , Design Team Leader



Eng. Saga Diab , Senior Design Architect



Eng. Mohamed Hassan , Interior Designer

Meet Our Talents

Novi has always believed in investing in human calibers who are capable of delivering our business vision and values, please meet some of our talented resources in different disciplines and we always trust that our human resources are our most precious and valuable success resources

Working Principles

Simplicity:

Design simplicity is the ultimate goal of greatness , luxury, flawless and the right balance between all elements

Creativity:

Creativity is to always let new brand ideas flow, but a design creativity is choosing the most applicable ones that matches your puzzle piece

Dazzling:

We call our style 'live minimalism'. Live minimalism is not about a 'wrap' or visual look. It refers to inner feelings, to your true self.

CEO's Message

NoVi is your ultimate destination where we believe in the power of differentiation, creativity, Elegance and the impact we bring to the industry



Eng. Mohamed Ismail , Execution Team Leader



Eng. Alaa Mohamed , Landscape Designer

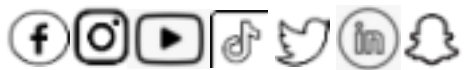


Mr. Haytham Abbas, CFO & Commercial Director



Eng. Ahmed Mohsen, CEO & Managing Director

Ahmed Mohsen
CEO & MANAGING DIRECTOR





International Awards

NoVi is always keen to compete on all levels whether internally or internationally and our continuous efforts to learn and develop had always paid off getting us awarded on different occasions and competitions



Dear Team of NoVi Designs and Finishing,

It is with great pleasure that we confirm your success and congratulate your achievement in the Luxury Lifestyle Awards 2022.

The objective of these awards is to recognize excellence across the whole range of industry sectors and maintain the highest standards in the industry worldwide.

After a thorough research process, NoVi Designs and Finishing has been distinguished as one of the best in this market. Your impeccable reputation and professional performance have been recognized and acknowledged. Now we are pleased to announce, that in accordance with the results of our research and selections, NoVi Designs and Finishing has become a Winner of Luxury Lifestyle Awards in the category of Best Luxury Villa Interior Design for Residential Villa in Egypt 2022.

Please accept our heartfelt congratulations on behalf of the Organizing Committee of Luxury Lifestyle Awards upon achieving such a great result and getting your efforts recognized and celebrated. We look forward to seeing some exciting promotions of your success in the coming months, and we also hope to see you among our participants next year too.

Organizing Committee
of Luxury Lifestyle Awards

Alexander Chetchikov



Luxury Lifestyle Awards
One World Trade Center, Suite 8100, New York City NY 10007 U.S.A.
+1 (646) 813-87-61

www.luxurylifestyleawards.com



Company:
NoVi Designs & Finishing

Category:
**Best Luxury Villa Interior Design
in Egypt**

NoVi Designs and Finishing is an innovative engineering company in Egypt specializing in architectural and interior design. The company also offers finishing services with a system integration full of capabilities delivering MEP, light current, smart-home, automation, and security solutions.

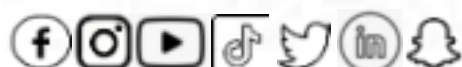
The dynamic and highly skilled team at NoVi Designs is backed by more than fifteen years of experience for its visionary managing leaders and skilled engineers covering all industries and dealing with B2C and B2B segments. Within the engineering department, the engineers supervise all projects from beginning to end, from drawing sketches, 3D designs and overseeing the project. The team adhere to a strict step by step company ethos so that they are sure to provide the best quality services to their clients. Clients of NoVi know that they can expect dedicated service from this capable team and trust that they are one of the leaders in the design industry in Egypt.

CEO Mr. Ahmed Adly has an important message for his clients: "Dear customers, NoVi is your ultimate destination where we believe in the power of differentiation, creativity, elegance and the impact we bring to the interior design and superior quality finishings industry. We believe in making your dreams come true by delivering luxurious designs, high standard finishings, effective delivery and professional turn-key integrations. Quality is our DNA; dazzling is our passion and success is our destiny."

<http://www.novi-df.com/Language/En/home>



Ahmed Mohsen
CEO & MANAGING DIRECTOR



03. DESIGN & BUILD SERVICES





Process in Details

PHASE

DESIGN PROCESS

FINISHING PROCESS

Phase 1
Concept Creation



Phase 2
Moodboard



Phase 3
Material Selection



Phase 4
Schematic Design



Phase 5
3D visualization



Phase 6
Shop-Drawings &
Priced BOQ



Phase 7
Execution Works



1 CONCEPT CREATION

Outlining the client's needs and to start integrating them through design process. keywords set the mood to position the overall art direction of the project.

2 MOODBOARD

Presenting the design direction by proposing styling options through visual representation.

3 MATERIAL SELECTION

After the design process is complete, they complete a set of submissions from potential suppliers to complete construction works related to the project. One of the tendering documents required is BOQ in which materials, parts and labor are itemized.

4 SCHEMATIC DESIGN

Determining the project necessities and start mapping out through sketch drawings to later form preliminary furniture layout ideas to illustrate the basic concepts of the design. Once established, the MEP, flooring and ceiling plans are drawn up.

5 3D VISUALS

Aiming to enhance the user experience by creating illustrations, space and design layouts, showing the pioneer art of mixing the right colors and materials on their aesthetic appeal.

6 Shop-Drawings

Translation of the complete design into constructable drawings showing all aspects of electricity, plumbing, ceiling, flooring ..etc.

7 Execution

Execute all finishing works integrating all systems such as Light Current ,MEP ,HVAC, Electricity , Smart Systems , Plumbing ...etc.

04. REFERENCE PROJECTS





B2B References:

0.1 QATARI DIAR VIP SALES OFFICE DESIGN & BUILD PROJECT

Project Details:

The project main target is full interior & exterior renovation to reflect the customers image based on the contemporary design concept with the following details:

- **Sales Center Wishlist**
 - BUA= 330 m2
 - High quality and finishing standards.
 - Contemporary lifestyle.
- **Project Deliverables**
 - ◆ Interior & Exterior Design & Finishing Services
 - ◆ Furnishing Services for the following areas:
 - Reception Desk to welcome customers.
 - Reception area for receiving clients with lounges and seating areas.
 - Meeting rooms (Minimum of 2)
 - Site view lounge.
 - ◆ Outdoor seating area.
 - ◆ Decorative items.

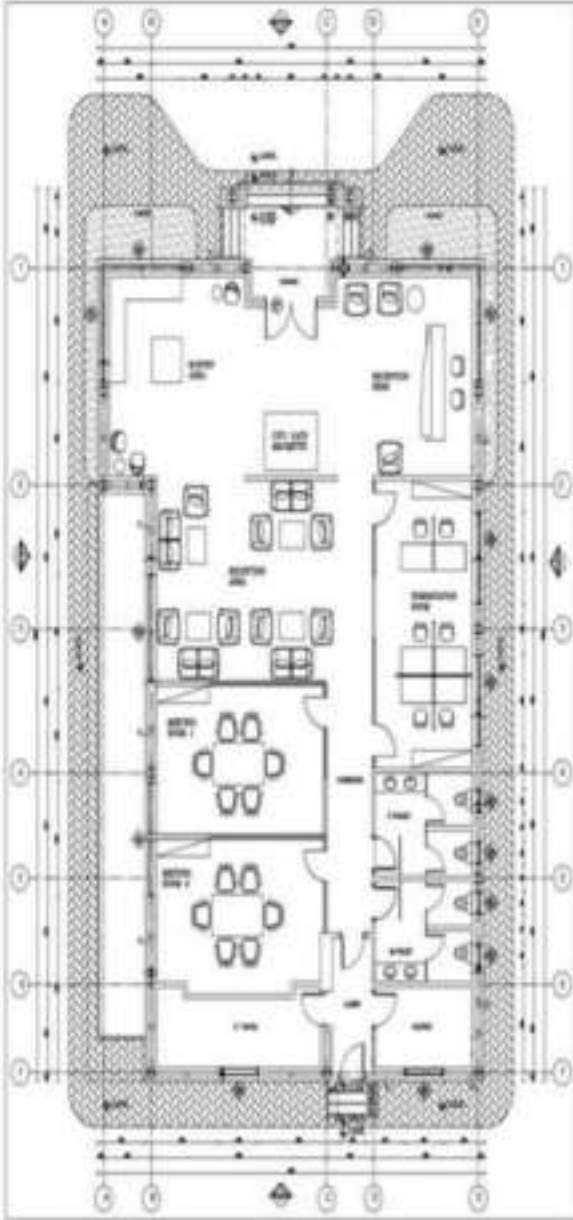
Design Concept:

Exceptionally perfecting the concept behind this VIP sales office to grasp its utility and functionality Ranging between sleek, minimal, and geometric, each moods represents its own individuality while still creating the perfect balance in shapes and masses created in this space. Furthermore, using the materials and elements whether inspired by nature or derived from the innovation and iconic features of architectural elements, to depict the conceptual ideation behind the building




MOODBOARD

PLAN



OPTION ONE



PROJECT TEAM

- By: Architectural Design Studio
- By: Interior Design Studio
- By: Landscape Architecture
- By: Mechanical Engineering

BARWA COMPANY

QATAR PROJECT MANAGEMENT

BARWA COMPANY

CONSOLIDATED CONTRACTORS INTERNATIONAL COMPANY S.A.L.

BARWA VIP GUEST SITE MEETING ROOM NEW CAMP

NO.	DATE	BY	APPROVED BY
1	10/07/20	AD	AD

REVISIONS

NO.	DATE	BY	APPROVED BY
1	10/07/20	AD	AD

NOVI

MODERN DESIGN



Ahmed Mohsen
CEO & MANAGING DIRECTOR





MOOD BOARD

AREA : RECEPTION DESK



MODERN DESIGN

MATEL WALL
WOOD PANEL
GYPSUMBOARD PANEL

KARARA MARBLE



BETRA GRAY MARBLE



HDF



MOOD BOARD

AREA : WORK SPACE



MODERN DESIGN

WALL PAINT
WOOD PANEL
GYPSUMBOARD PANEL

KARARA MARBLE



BETRA GRAY MARBLE



HDF



MOOD BOARD

AREA : RECEPTION



MODERN DESIGN

WALL PAINT
WOOD PANEL
GYPSUMBOARD PANEL

KARARA MARBLE



BETRA GRAY MARBLE



HDF



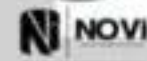
CARPET



THE MOODBOARD

EXTERIOR -FACADE DESIGNS

ES 16-BROWN BLUE SLATE
R201-PALE LINCOLN
1875-SENSE



EXTERIOR -SALES CENTER BUILDING

B2B References:

0.2 Restaurant & Coffee

Project Details:

The project main target is full system integration of interior finishing services , Electromechanical & Light current Solutions

- **Restaurant Wishlist**
 - BUA= 160 m2
 - High quality and finishing standards.
 - Industrial Style.
- **Project Deliverables**
 - ◆ Interior decoration finishing services
 - ◆ Electro-Mechanical Solutions
 - ◆ Light Current Solutions
 - ◆ Indoor seating area.
 - ◆ Decorative items.





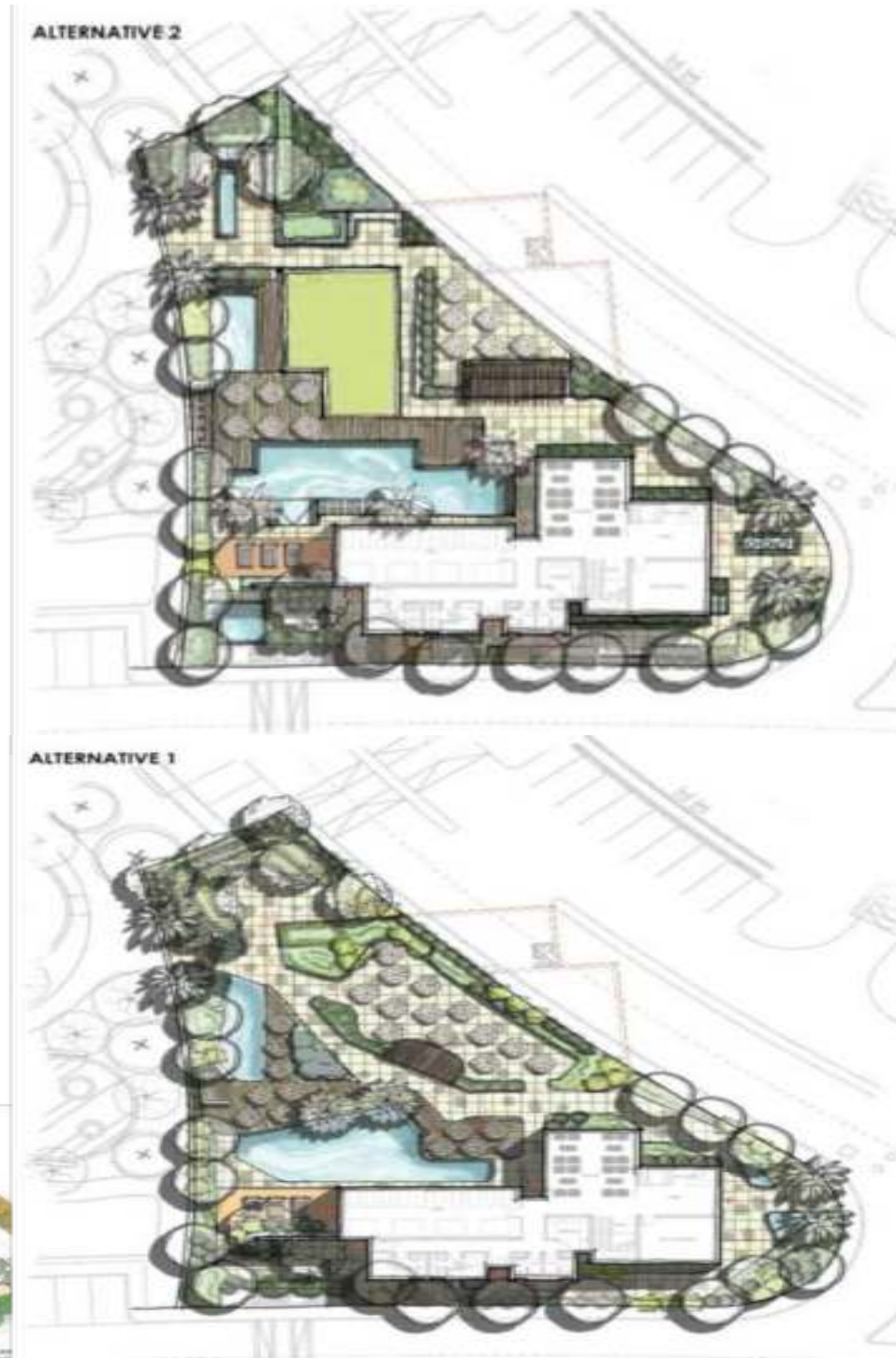
B2B References:

0.3 Residential Compound Exterior & Landscape Design Services

Project Details:

The project main target was to develop the landscape exterior design for the complete compound

- **Compound Wishlist**
 - BUA= 9000 m2
 - Modern Style Chalets
- **Project Deliverables**
 - ◆ Exterior Landscaping Design Services for the residential area
 - ◆ Exterior Landscaping Design Services for Club-House area
 - ◆ Shop drawings packages
 - ◆ Pools and pergolas



B2B References:

0.4 Corporate Building Smart Control & Light Current Solutions

Project Details:

The project main target was to design and build of the light current solution package.

- **Building Wishlist**
 - Networking & Light Current Solutions
 - Smart Building Control System
 - Cables Management
- **Project Deliverables**
 - ◆ Networking solution including cabinets & cables management.
 - ◆ CCTV Solution including the cameras configuration.
 - ◆ Smart Building Control System.





B2C References:

0.1 Residential Villa in



Project Details:

The project main target is complete interior finishing services

- **Villa Wishlist**
 - BUA= 250 m2
 - High quality and finishing standards.
 - Minimalism Modern lifestyle.
- **Project Deliverables**
 - ◆ Interior Finishing Services
 - ◆ Furnishing Services for the following areas:
 - Reception & Dinning Space
 - Living Area Kitchenette
 - Roof outdoor seating area



B2C References:

0.2 Residential Villa in Project Details:



The project main target is complete interior finishing services

- **Villa Wishlist**
 - BUA= 300 m2
 - High quality and finishing standards.
 - Neo-Classic Modern lifestyle.
- **Project Deliverables**
 - ◆ Interior & Exterior Finishing Services
 - ◆ Furnishing Services for the following areas:
 - Master Bedroom





B2C References:

0.3 Exterior Finishings

Project Details:

The project main target is complete exterior finishing services for a private building in El Sherouk City

- **Building Wishlist:**
 - Exteriors Area= 350 m2
 - Modern claddings & Maika Stone.
 - Modern lifestyle.



B2C References:

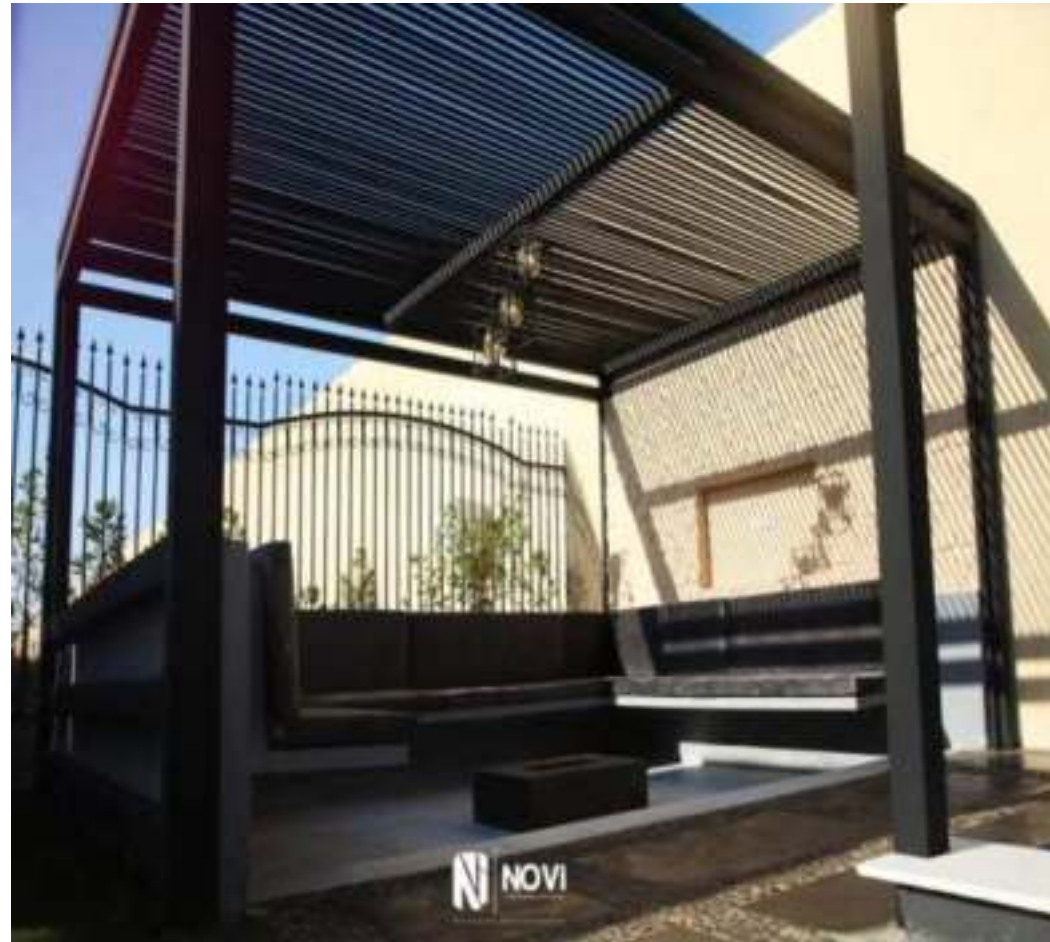
0.3 Landscape Design & Finishing



Project Details:

The project main target is complete design & build for a residential villa landscape that includes:

- **Landscape Wishlist**
 - Land Area = 260 m2
 - High quality and finishing standards.
 - Cozy Modern lifestyle.
- **Project Deliverables**
 - ♦ Landscape Design & Finishing Services
 - ♦ Pergola with external seating area
 - ♦ External Kitchen and serving bar
 - ♦ Jacuzzi including 9 jets and serving bar





Our Projects in



Our Valued Suppliers



04. CONTACT US

