

MENTAL FLAME™
INTERIORS - ARCHITECTURE



A R T T H A T M A K E S S E N S E

mahdy's group®

OUR DESIGNS COME
FROM A MIXTURE OF
ART & LOGIC, JUST AS
A WELDER'S FLAME
USES A MIXTURE OF
FUEL AND OXIDIZER

Hisham Mahdy

Chief Designer Owner of Mental Flame Interiors
& Architecture

CEO | Founder of Cairo Design Week (CDW)
CEO | Founder of Cairo Design Awards (CDA)



Hisham's exquisite designs are revolutionizing the design landscape in Egypt by creating brand new concepts that excel in the present and define the future. His exemplary collaborations in the real estate sector have won him international and regional recognition with the likes of SODIC, New Giza and Mountain View.

Besides his distinctive work in interior design, Hisham is one of the top art directors in Egypt who led the art direction of some of the most popular advertisements featuring megastars. Examples of his art direction work include Vodafone campaigns with megastars Asser Yassin and Mohamed Henedy; superstar Mohamed Ramadan in his latest ad campaign with Sting, Mercedes, and Edita to name a few.

With this track record, Hisham founded a design empire that has evolved into his company "Mental Flame" founded in 2004. Driven by his unshakeable belief and passion for supporting new talents, he introduced Egypt's first design community, The Cairo Design Award (CDA), becoming the biggest design event in Egypt and Africa. He believes that the role of a designer goes beyond decorating; it combines elements to create a story through each design. Hisham has a unique design vision driven by the environmental mood and layers of space and light.



Suzan Abdel Fattah
Deputy CEO



Yousra Seif El Nasr
Account Director



Nadine ElBarnashawy
Project Coordinator



Nahla Abdel Fattah
Technical Office Manager



John Eskander
Construction Manager



Marwa Abdelzaher
PMO Director



Mostafa Wageih
Design Manager



Mohamad Hisham Mahdy
Interior Architect



Yomna Wael
Interior Designer



Nourhan Sabry
Interior Designer

MEET THE MINDS
SHAPING
THE INDUSTRY

About

In 2004, **Mental Flame** was founded on the concept of merging creativity and reliability to create Art that makes sense. We believe that great design looks good, feels effortless, and functions beautifully.

Our Brand:

We are a Design Consultancy Firm specialized in providing both corporate and residential customers with design services for a wide range of activities. Mental Flame has a significant list of reputable clientele who entrust us with expressing their and collaborate with a number of international brands and projects, making strides in the Design Industry every day, for every client. business on a global level. Today, we are privileged to work.

200 Projects & Growing:

Experience matters, that's why we've been growing and developing our project portfolio for over 15 years in the design industry, with over 200 successful projects.

Our Standards:

At Mental Flame, we design and build projects to International Standards, in order to ensure excellence in every design.



What We Do?

ARCHI TECTURE

—

No two designs are equal

All of our designs are uniquely tailor made to fulfill a specific message for the project that they were commissioned for. Hence no two designs are ever the same.

RESI DENTIAL

—

Everything is second to
quality & integrity

we use state of the art technology and techniques to ensure the premium part of our premium quality products. We hold our client's trust and business dear as we exhibit a second to none attitude towards the inviolably important value that is integrity.

COMM ERCIAL

—

Identity above all else

A commercial space needs to be beautiful, functional, but above all else, recognizable. At Mental Flame, we study your brand to capture it's identity in a design that can be seen and recognized from every angle, and in every situation. Exhibition every situation.

EXHIB ITIONS

—

The easier, the better

Even the most sophisticated design needs to be practical to be implemented effectively. We like to call it "Smart design". At Mental Flame we have built an international network that allows us to provide clients with exhibition design and build services all over the globe.

ARCHITECTURE

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NO TWO DESIGNS ARE EQUAL













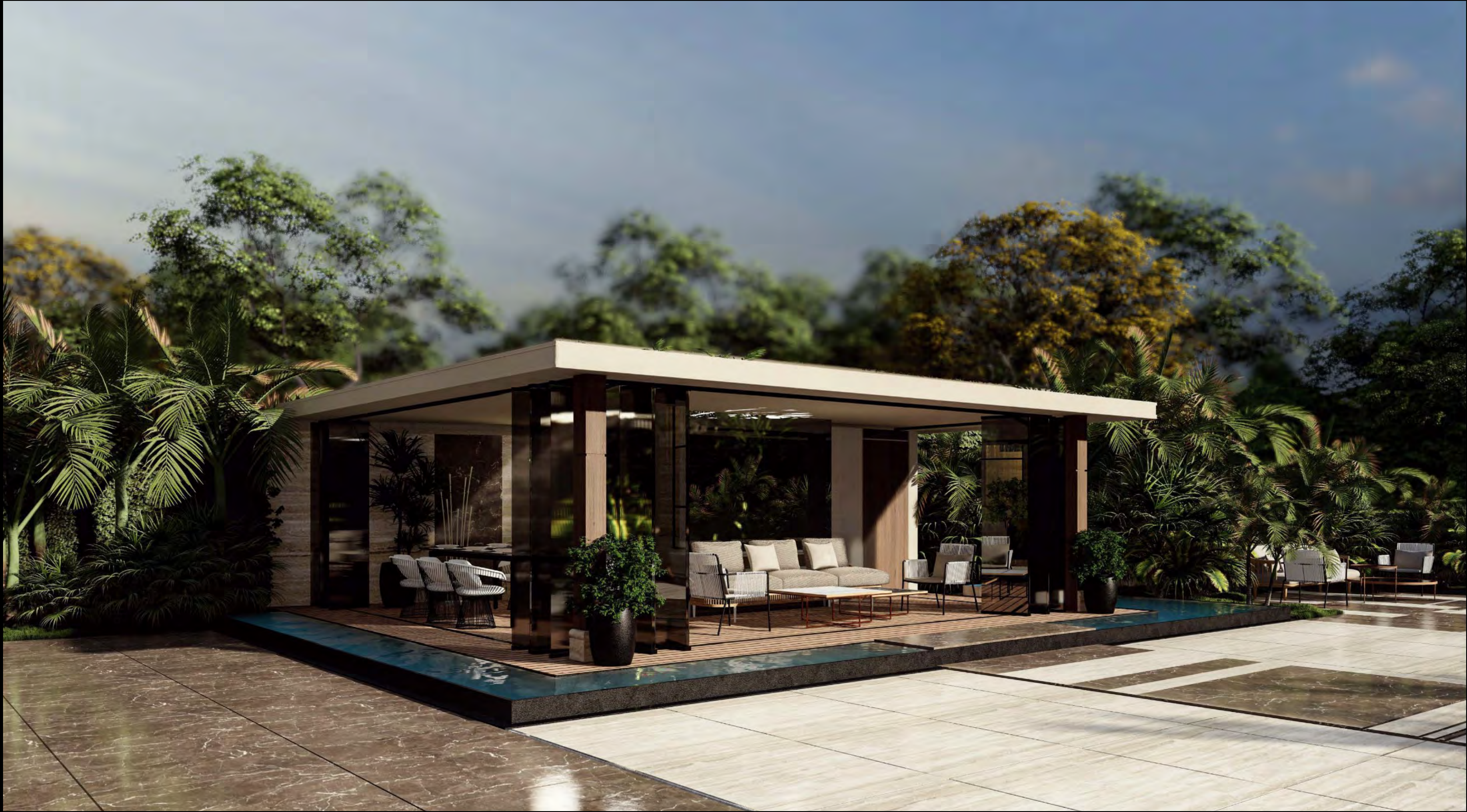


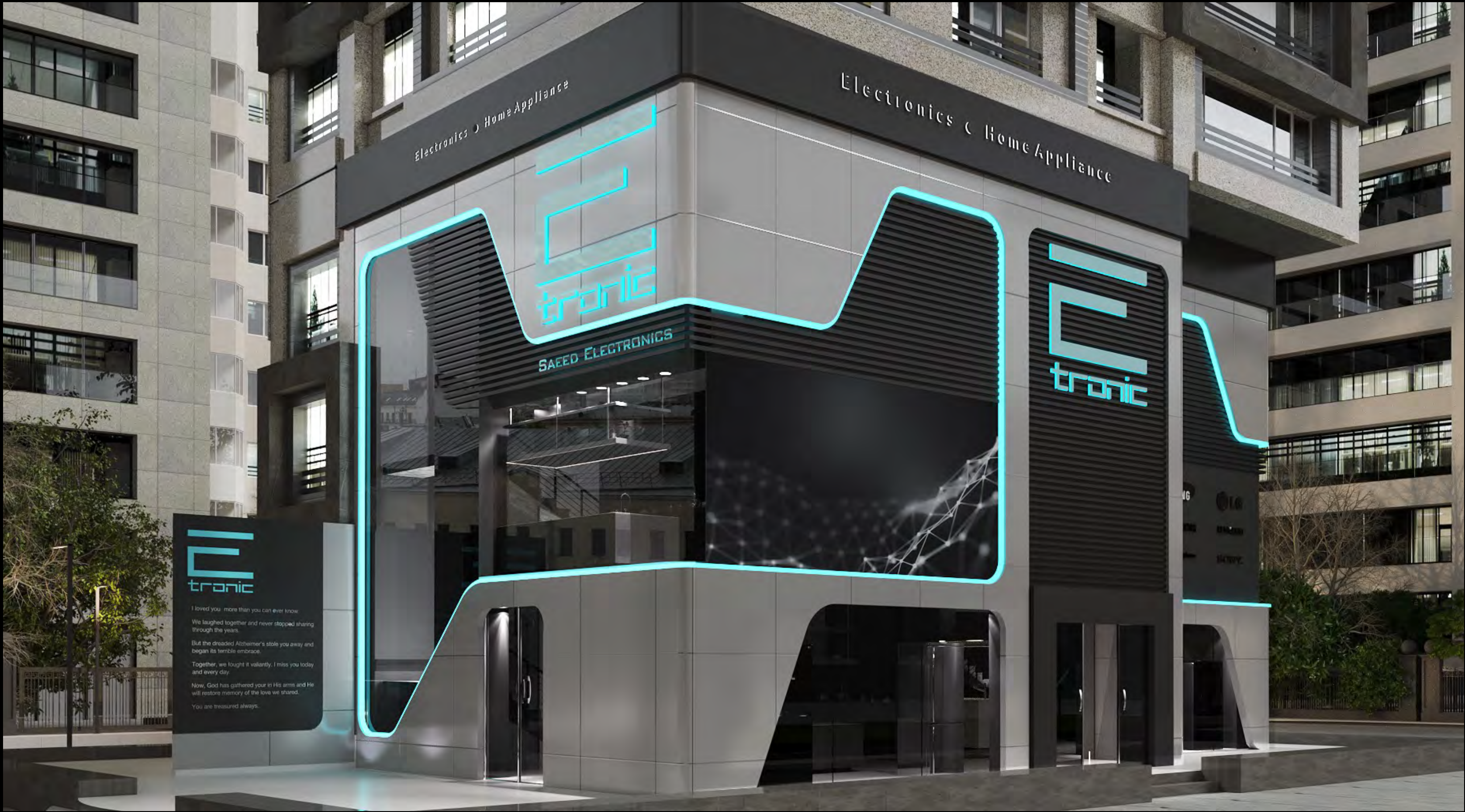












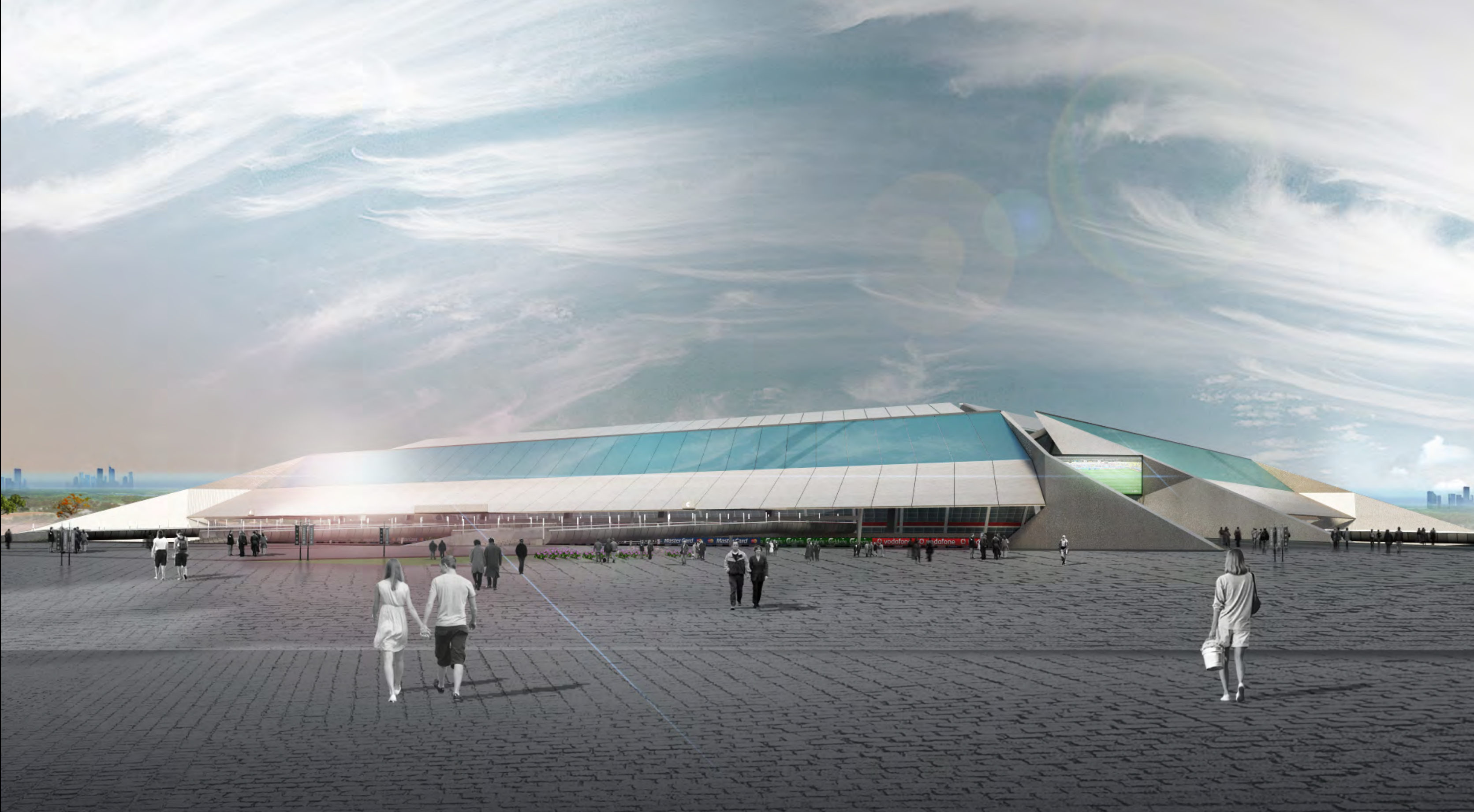
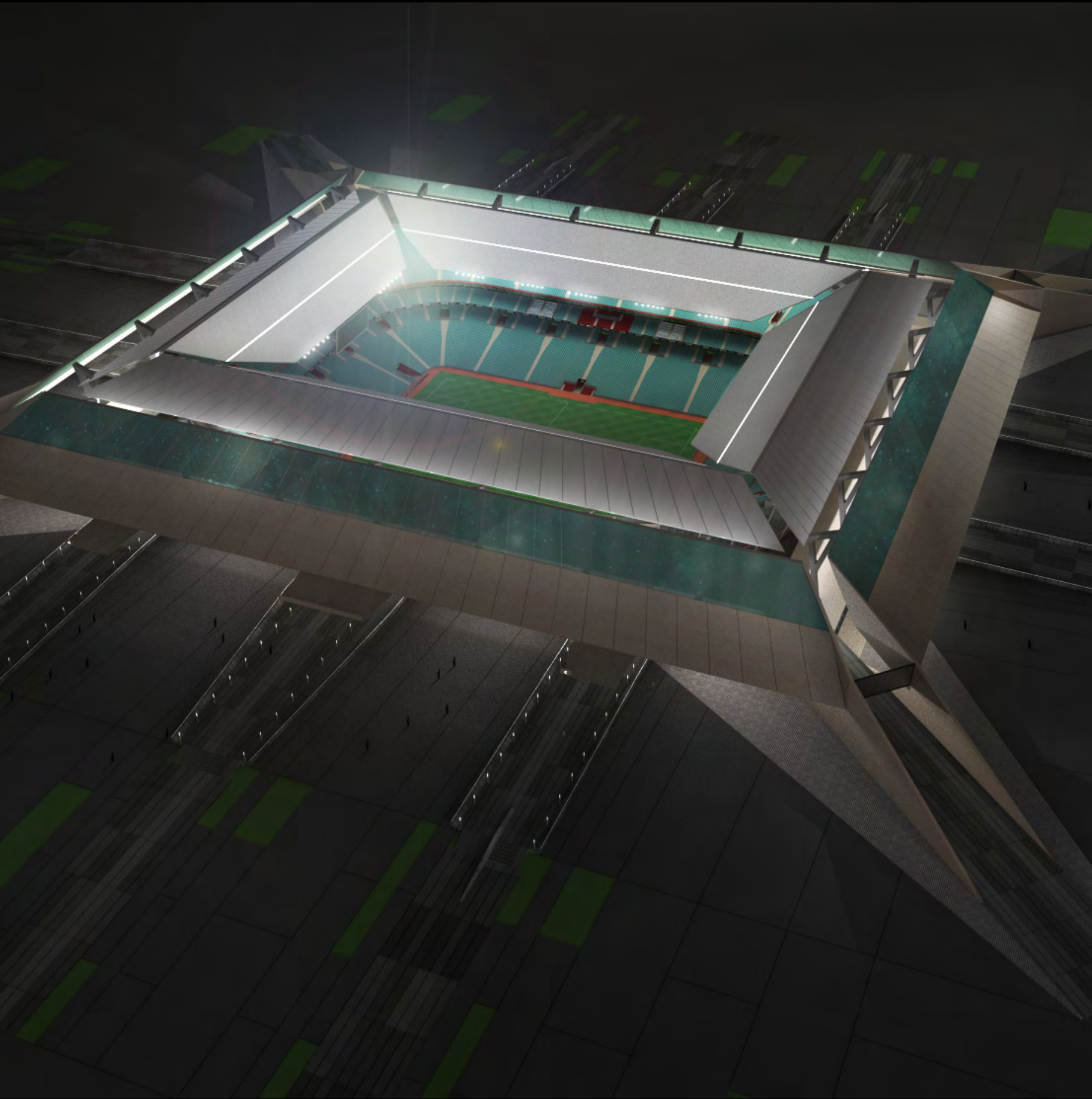


















RESIDENTIAL

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EVERYTHING IS SECOND TO QUALITY
& INTEGRITY























































































COMMERCIAL

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IDENTITY ABOVE ALL ELSE





































































Platino Ceramica Showroom
Interior Design and Supervision















EXHIBITIONS

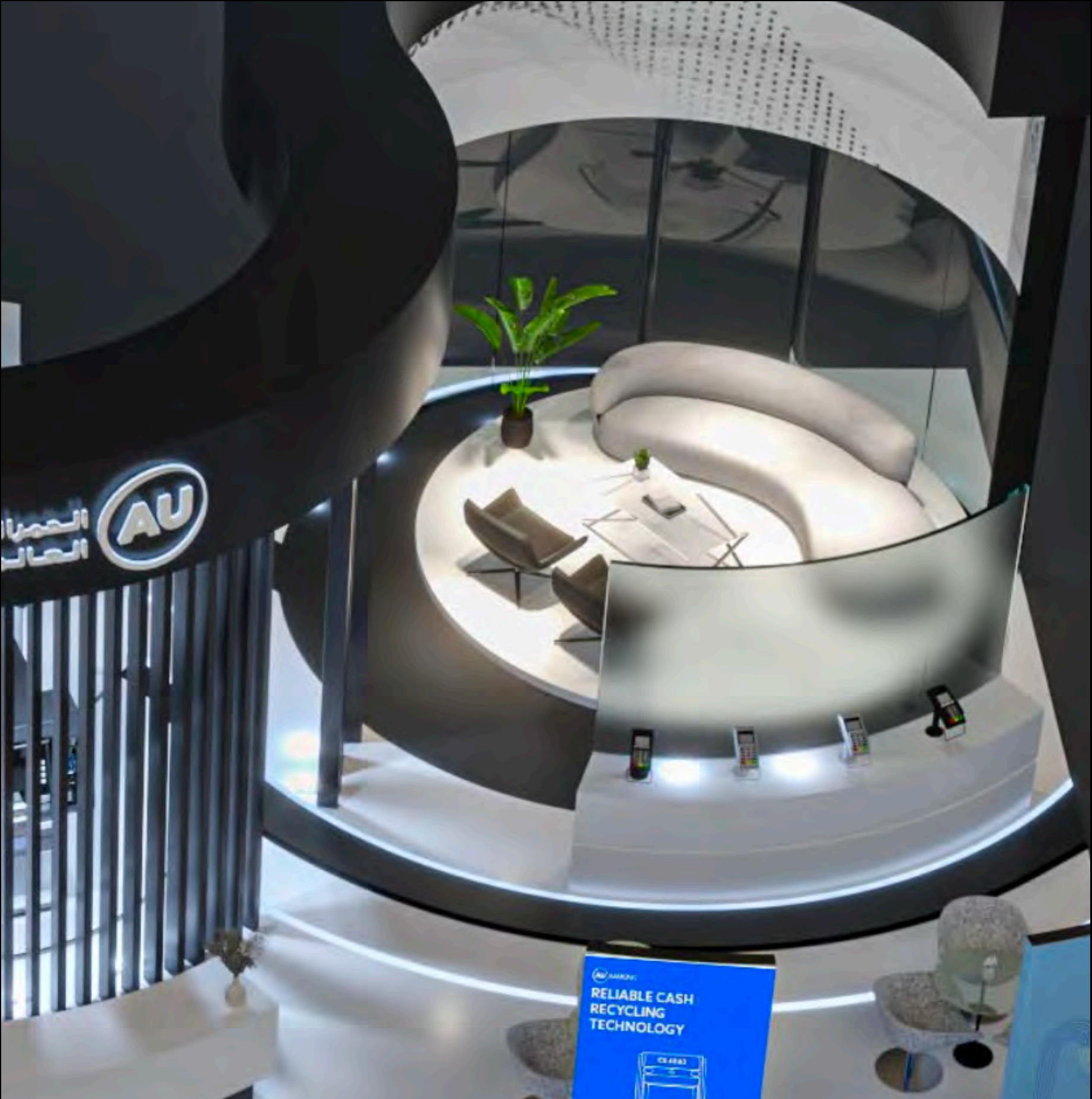
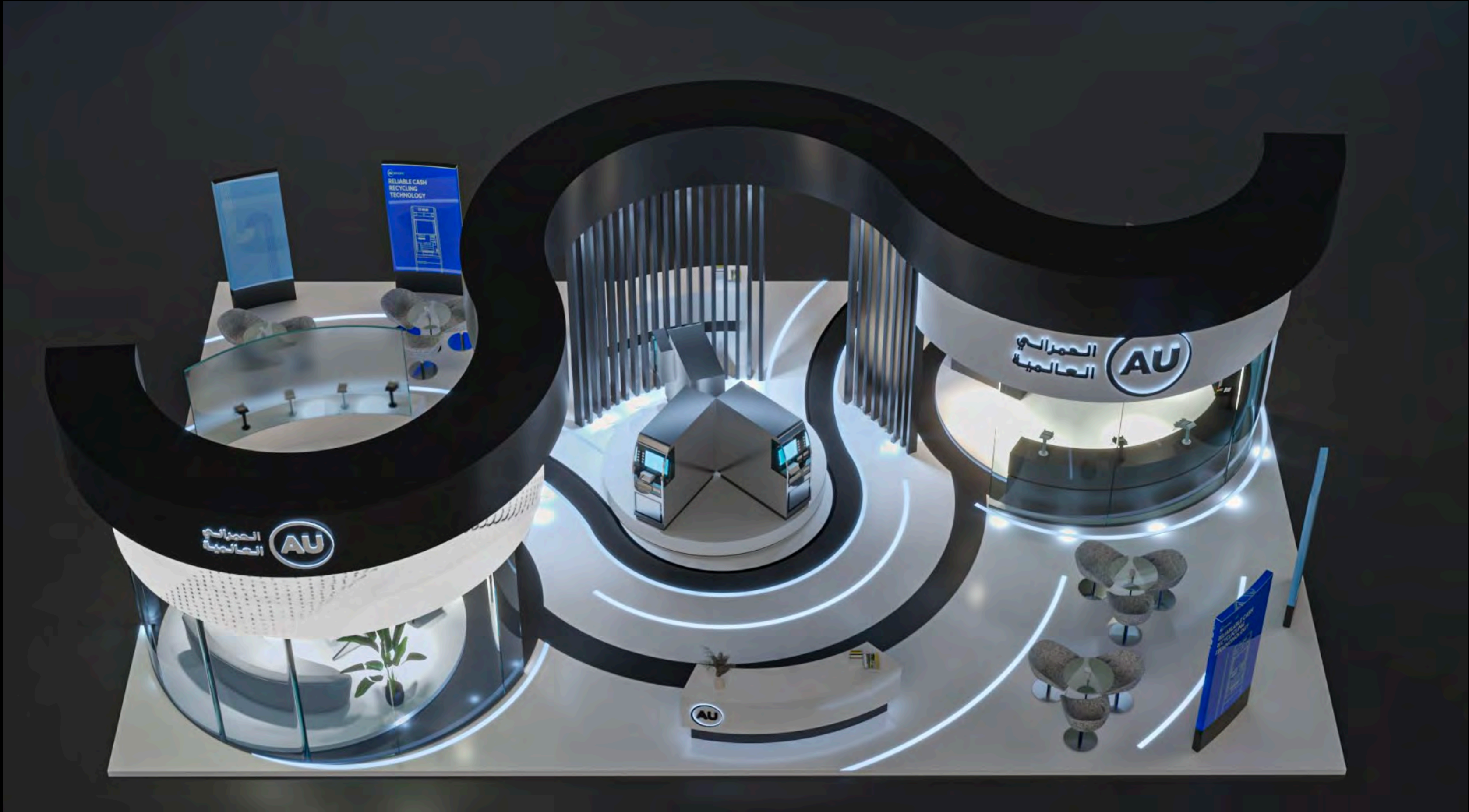
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IDENTITY ABOVE ALL ELSE

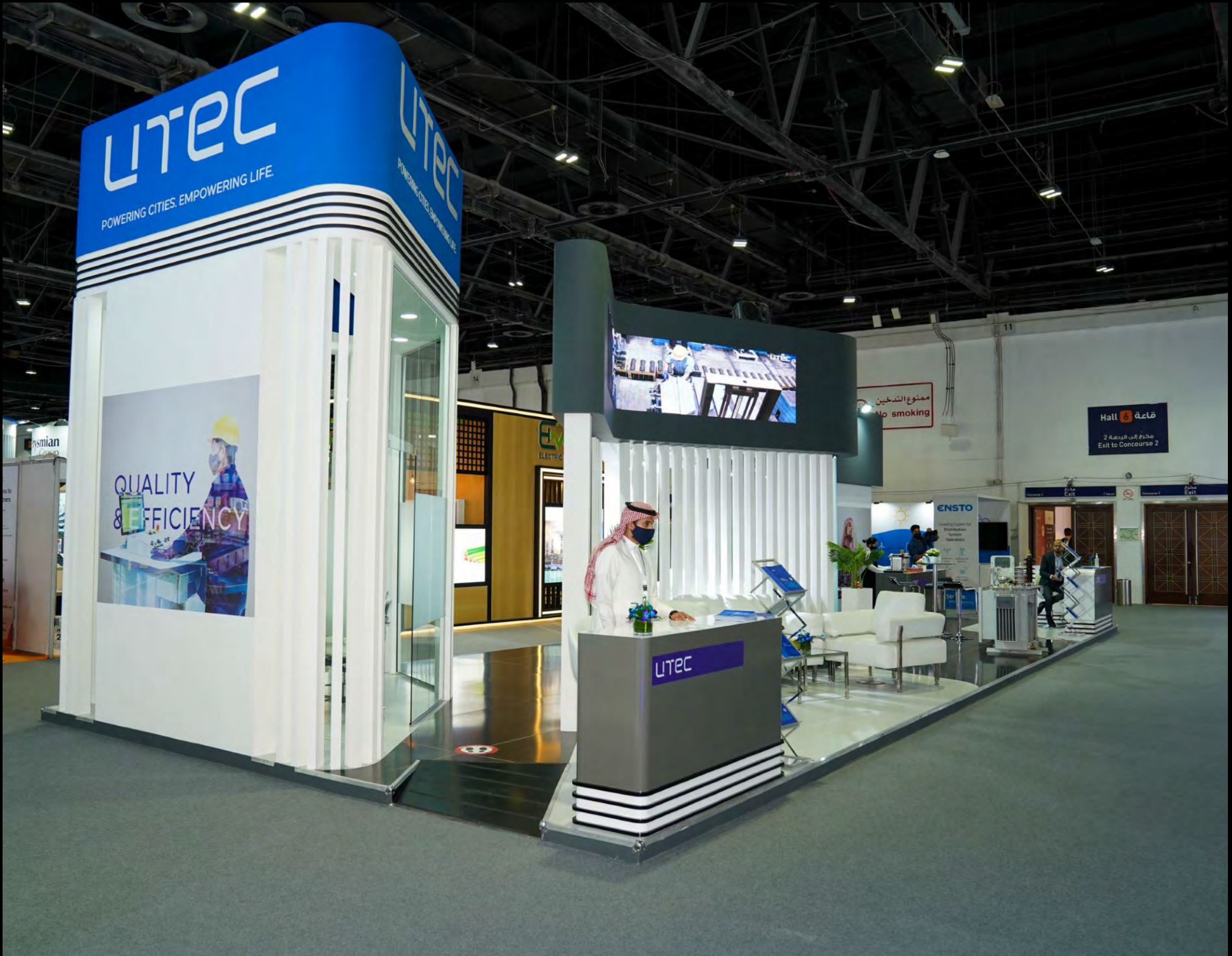


























































Thank You.

Looking Forward.

For clarifications or
questions please
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