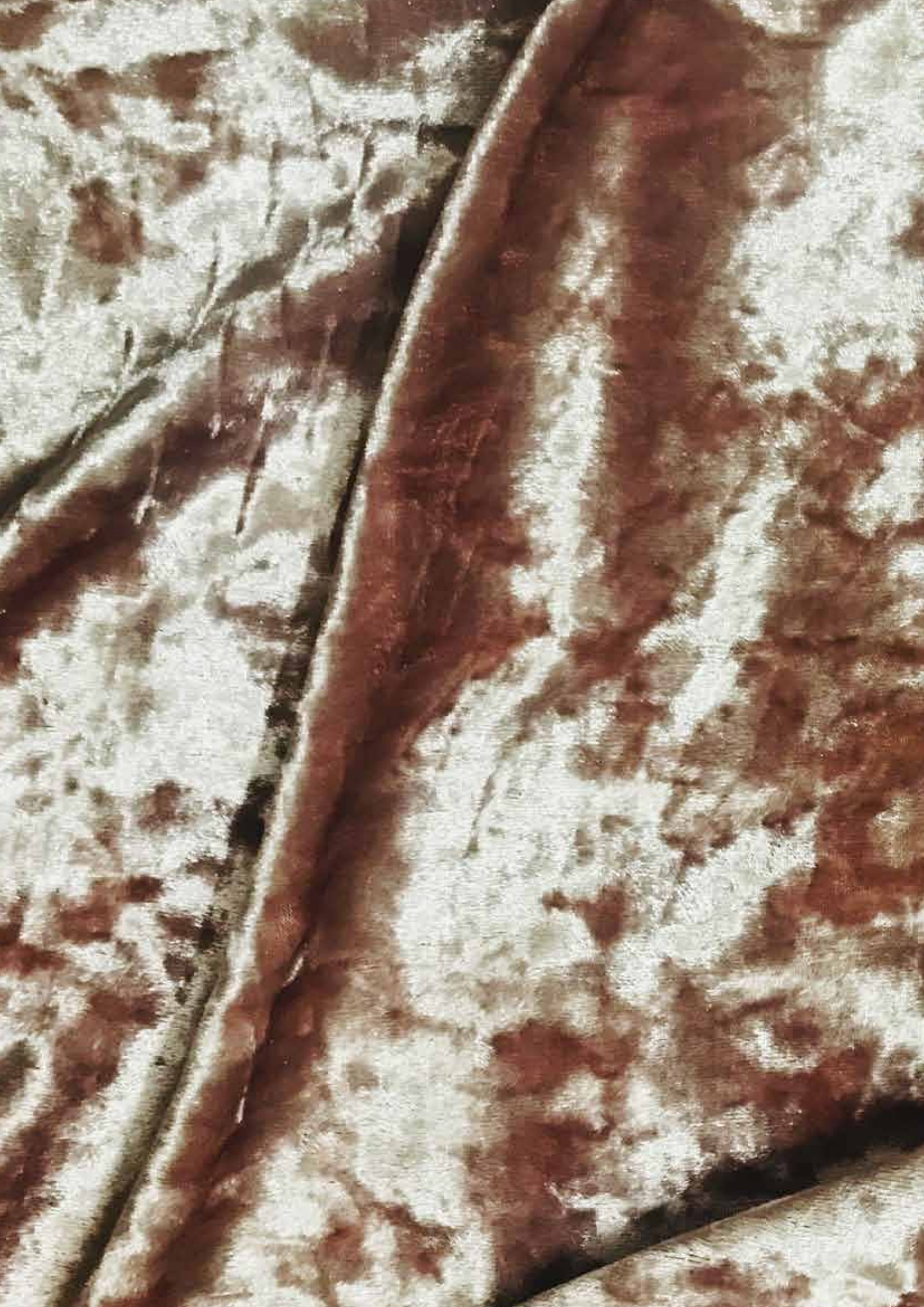
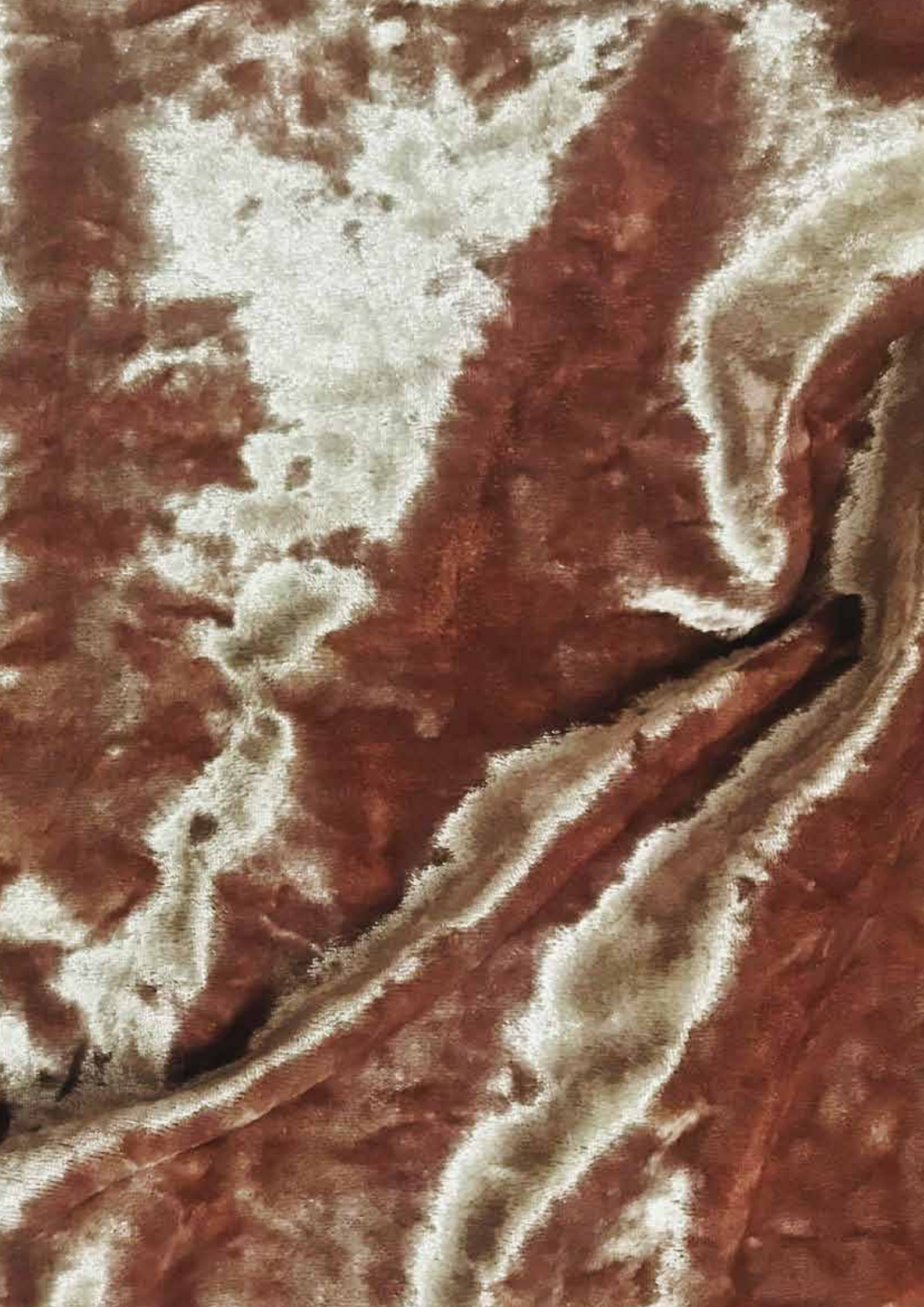


SEIFELDIN MEDHAT

سيف الدين





SEIFEELDIN



MEDHAT

NEW
COLLECTION



BEAUTIFUL HOUSES

WALLPAPER

TEXTILES

WALL ART

ALL NIGHT LONG

ABOUT

SEIFELDIN MEDHAT

The Seifeldin Medhat Luxury lifestyle brand I specialized in designer's sophisticated, emotional design of residential, hospitality and retail projects. The studio artfully realizes the Designer's passion for materiality, color, pattern and texture into signature, interior modern spaces and collections of furniture , fabric, lighting, home décor that celebrate seif's signature influence on modern design.

CASSATA COLLECTION

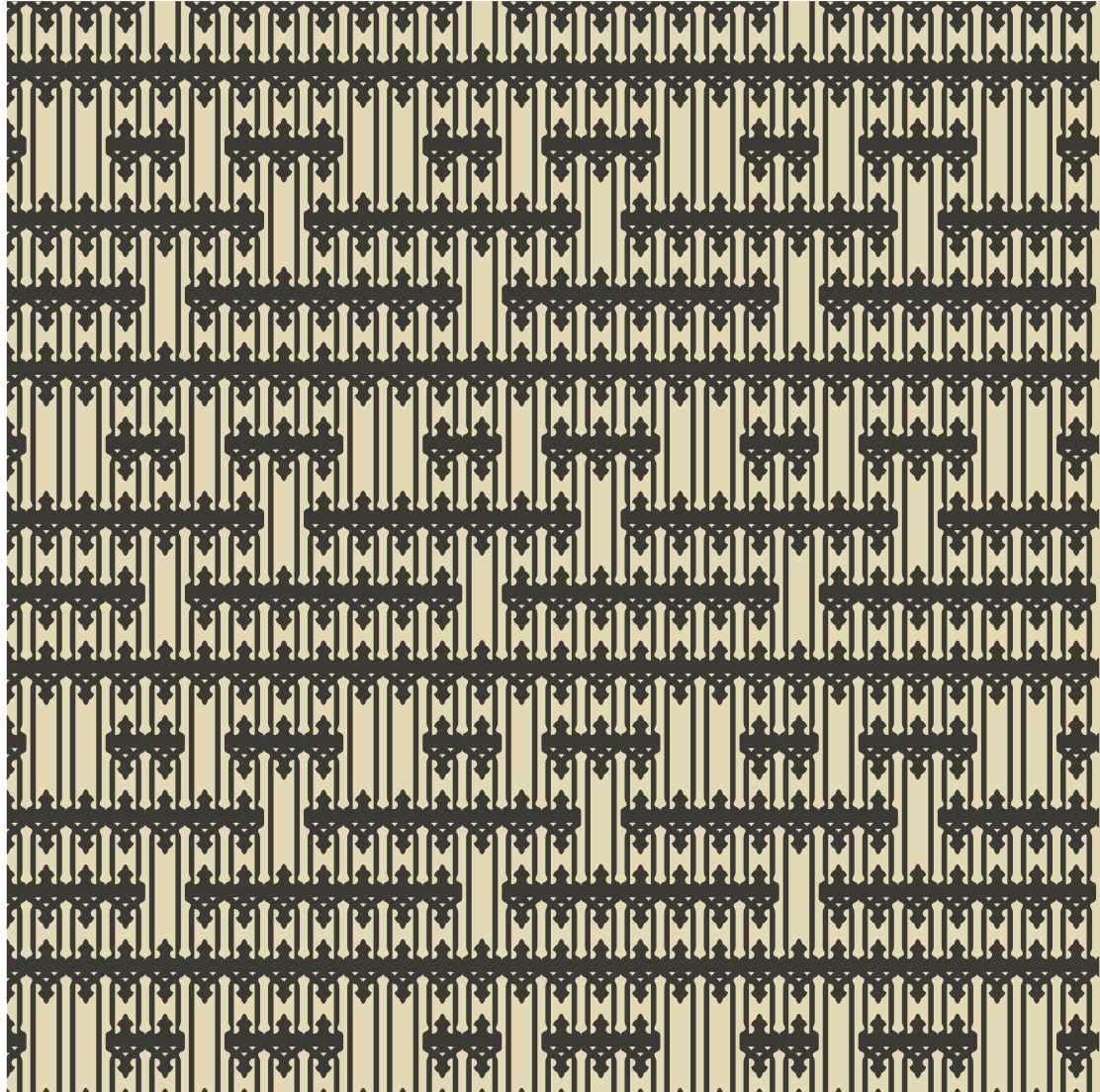


THE
STORY

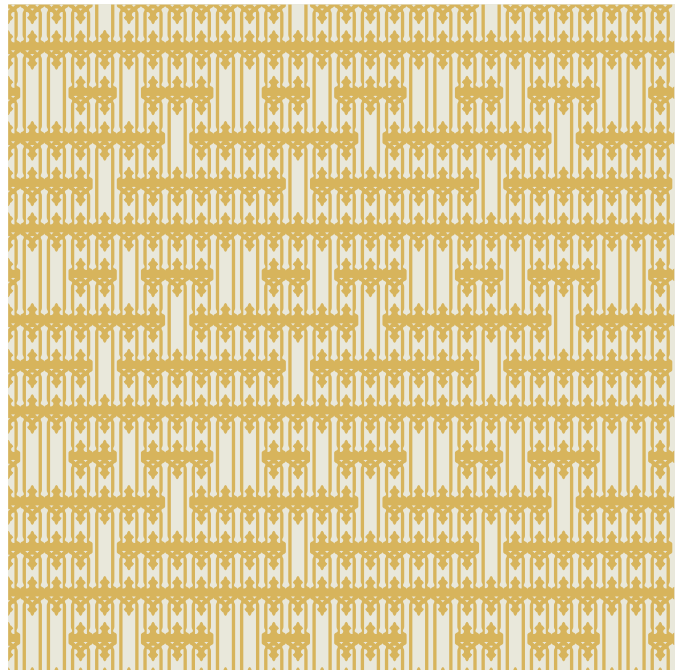
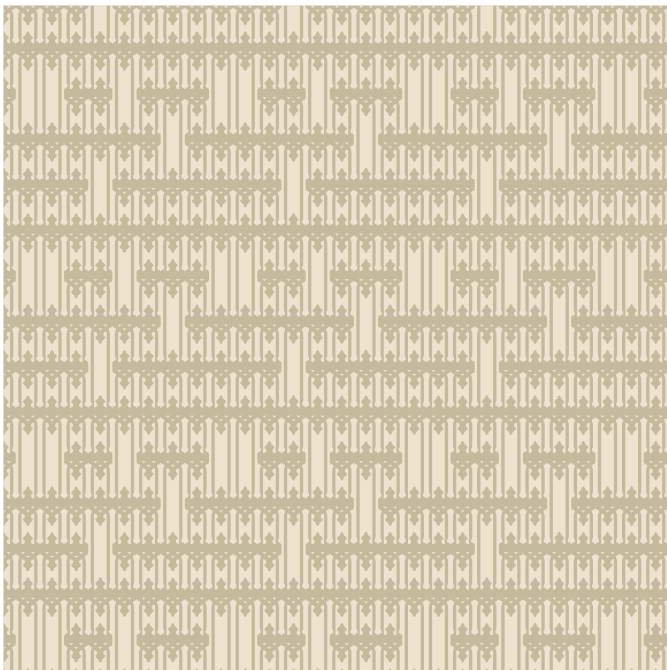
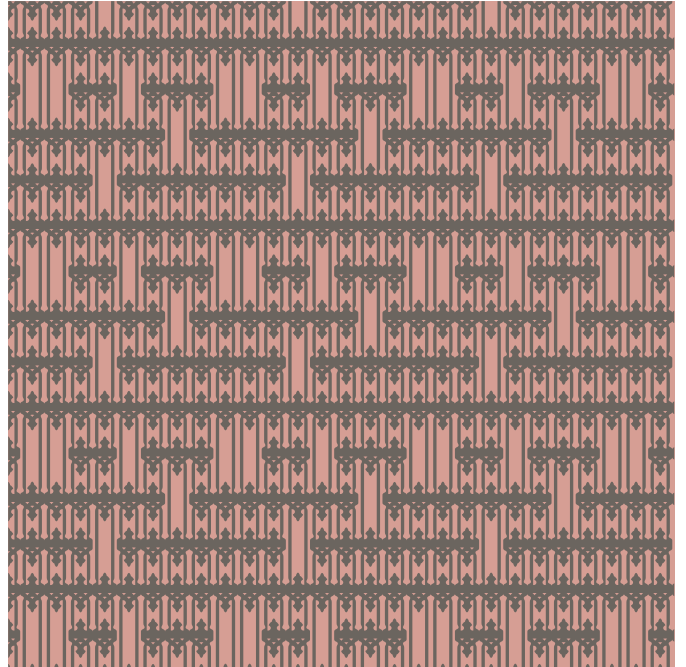
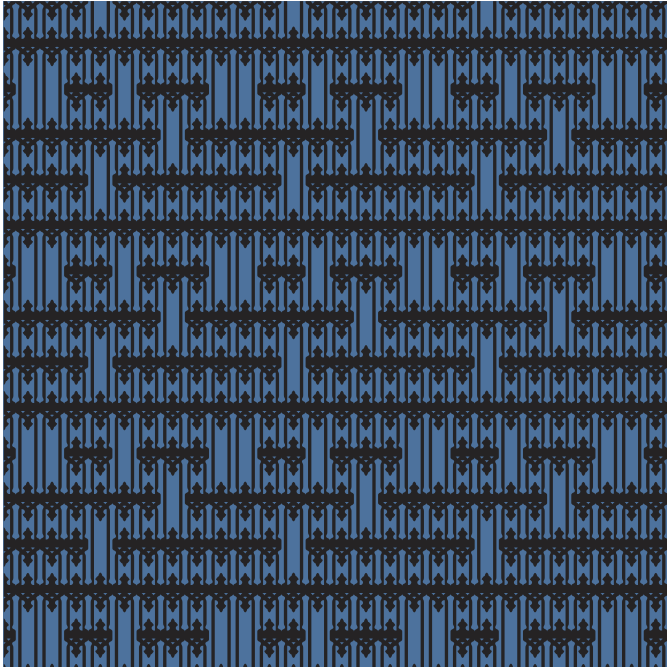
Organic forms intersect with architectural silhouettes in a thoughtful interplay of scale, depth and a rich range of patterns and colors. Inspired by different eras and movements, the Seifeldin Medhat wallpaper collection is fused with souls in its unique melding of art and history. Designs are at once traditional and modern each with its own voice.



COLONIAL WALLPAPER



Inspired by beauty of wooden balcony pattern found in Portsaid, Egypt, the Colonial pattern is an artful composition of line and space. Colonial is available in five fashion-forward options.



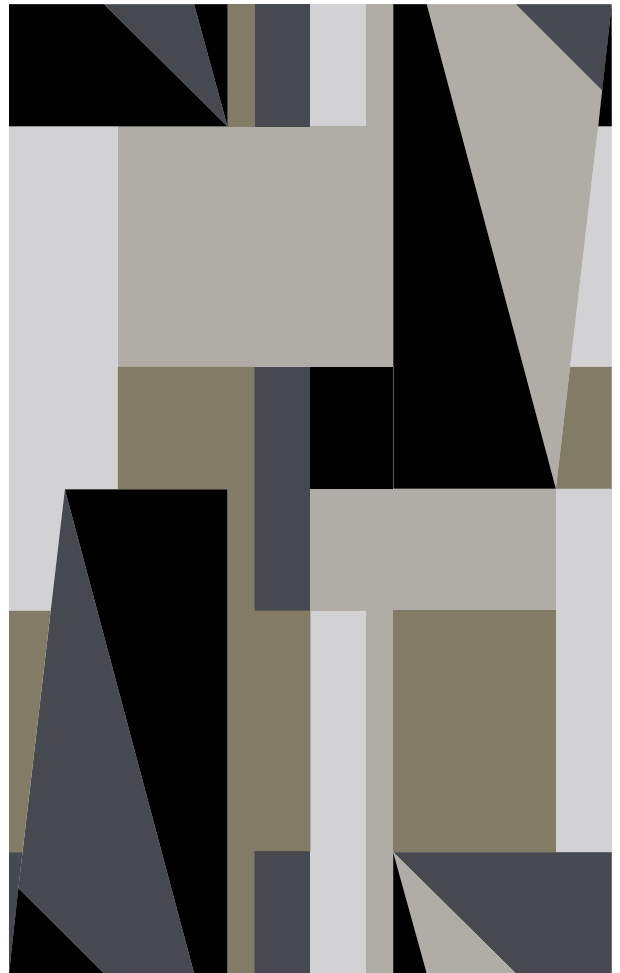
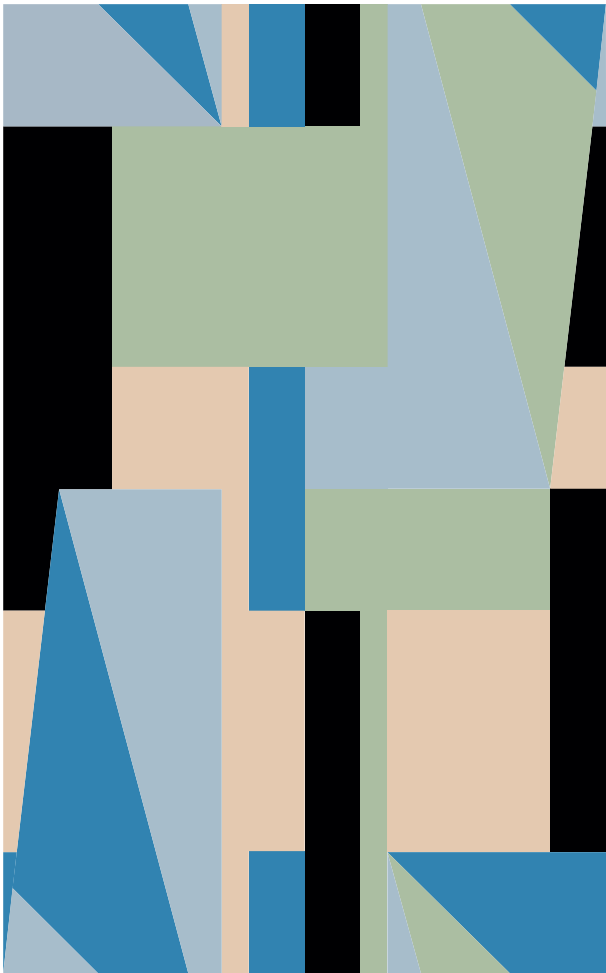
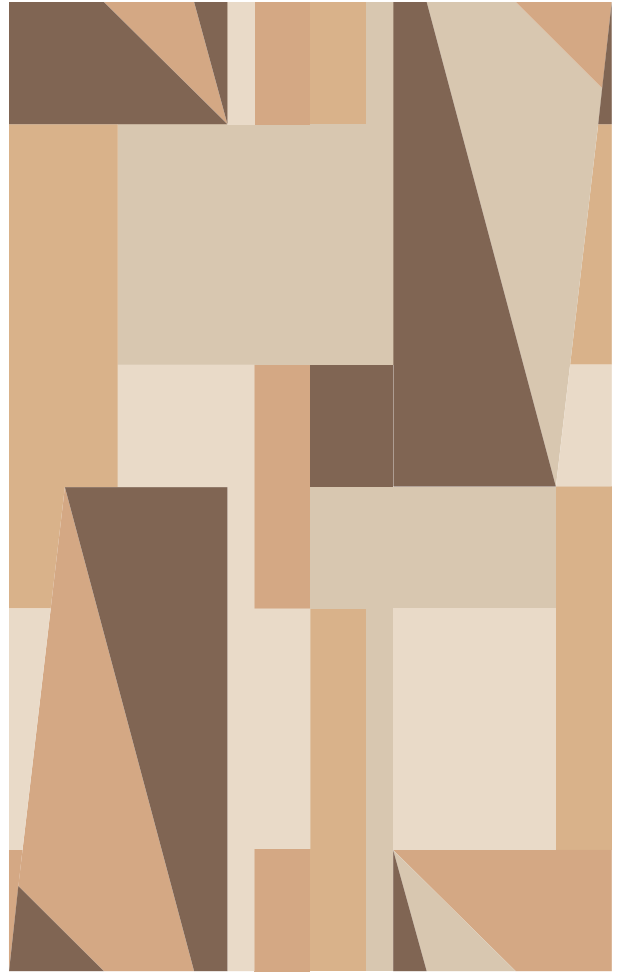
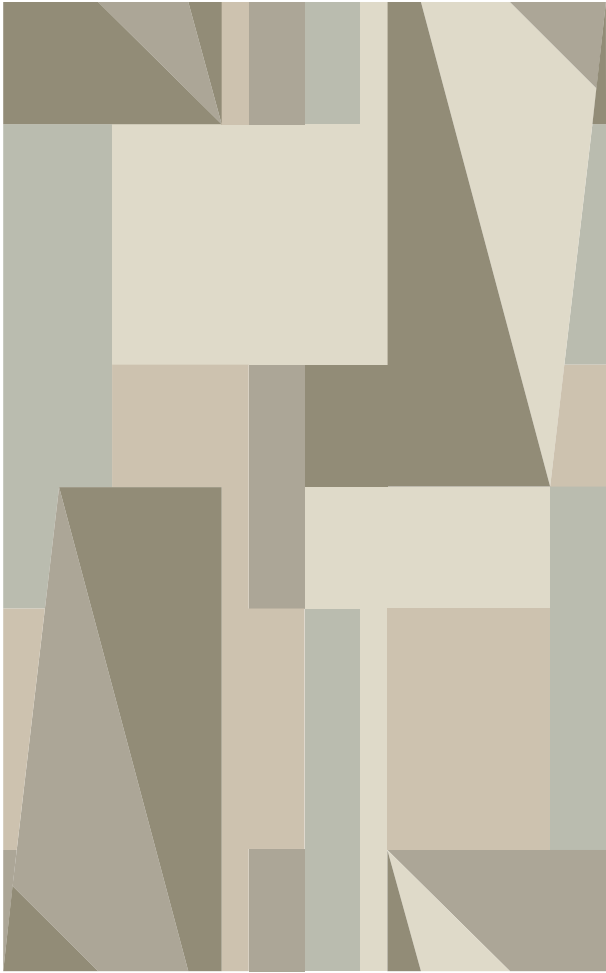




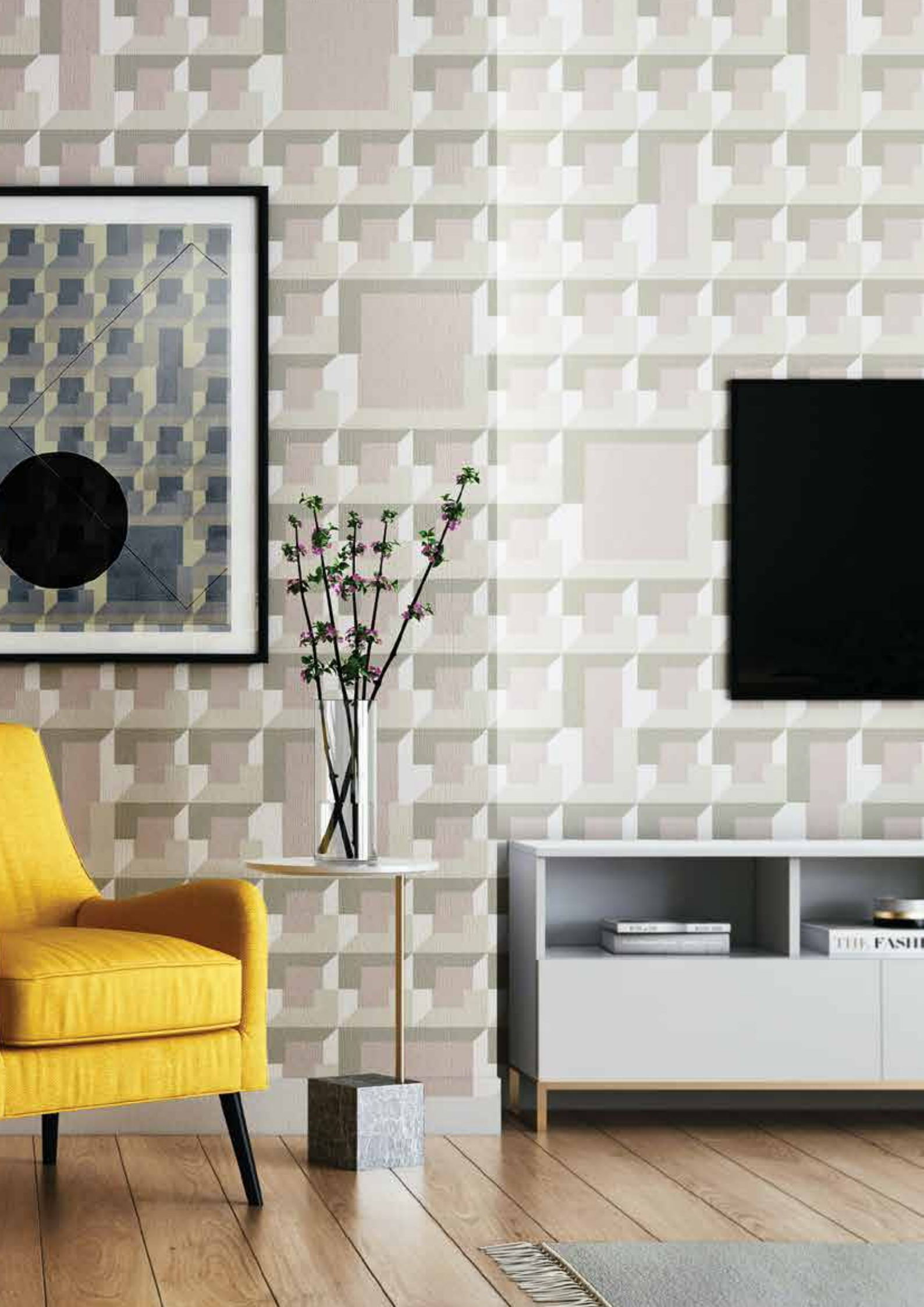
CASSATA WALLPAPER



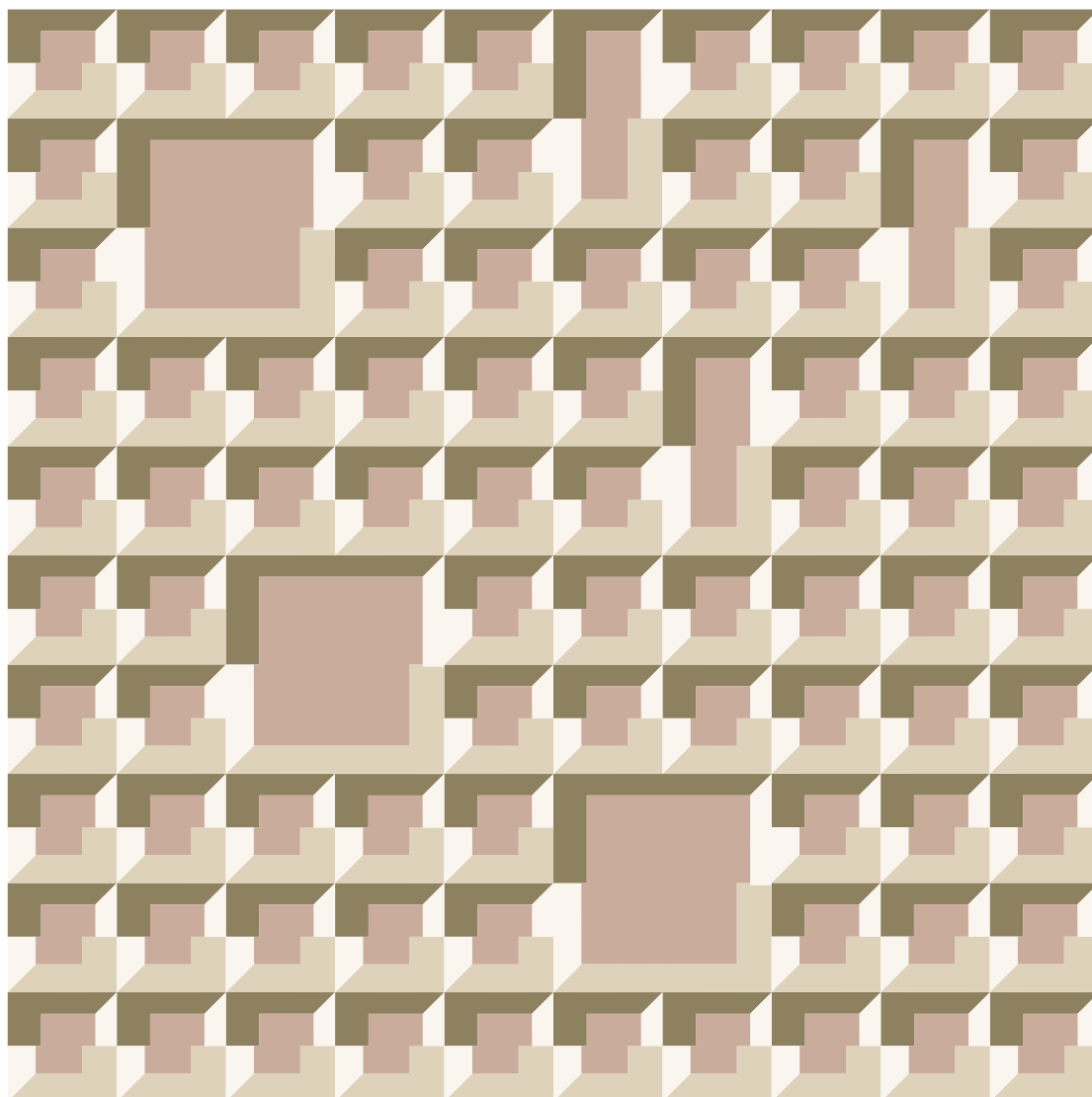
Cassata evokes a feeling of casual decadence through an elevated sense of imagination and uniqueness of scale. Cassata pattern inspired from Porsaid, Egypt Famous ice cream , this print features oversized geometric shapes in a rhythm of color and form. Cassata is available in five fashion color ways.



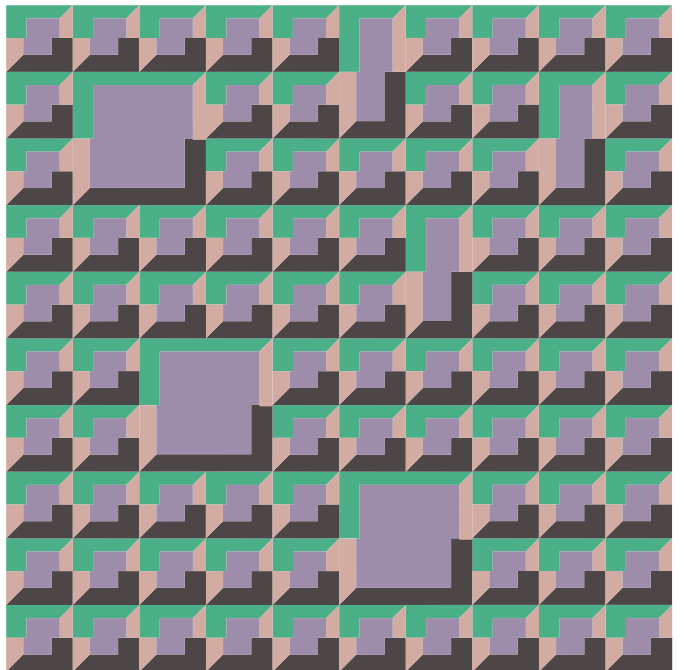
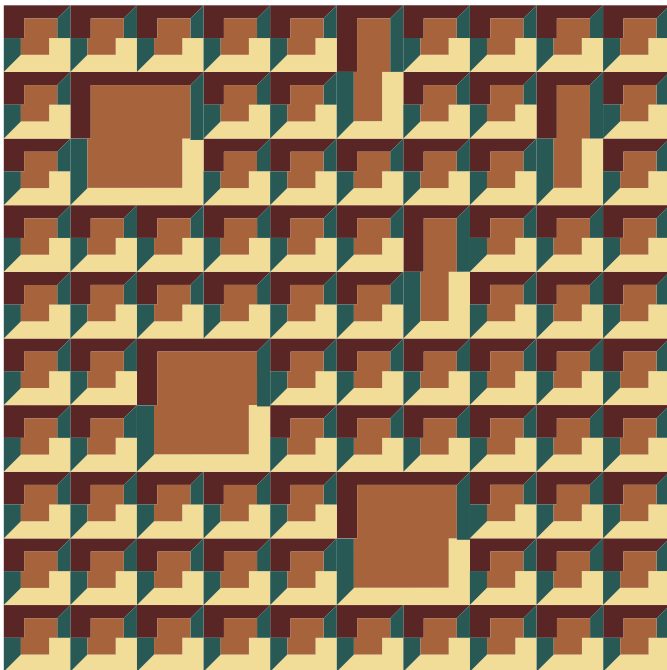
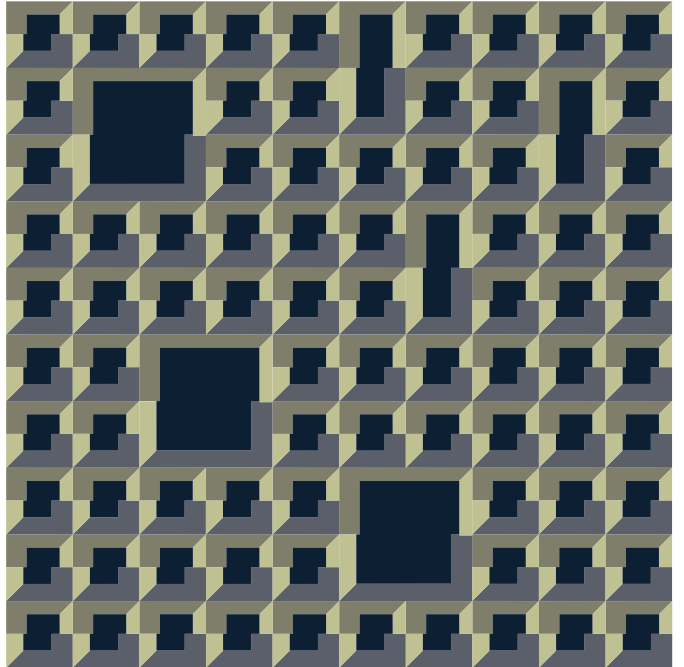
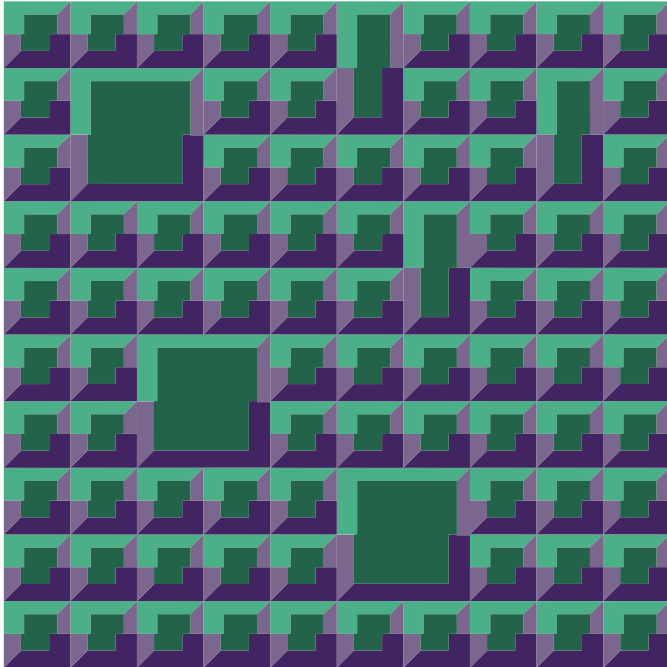




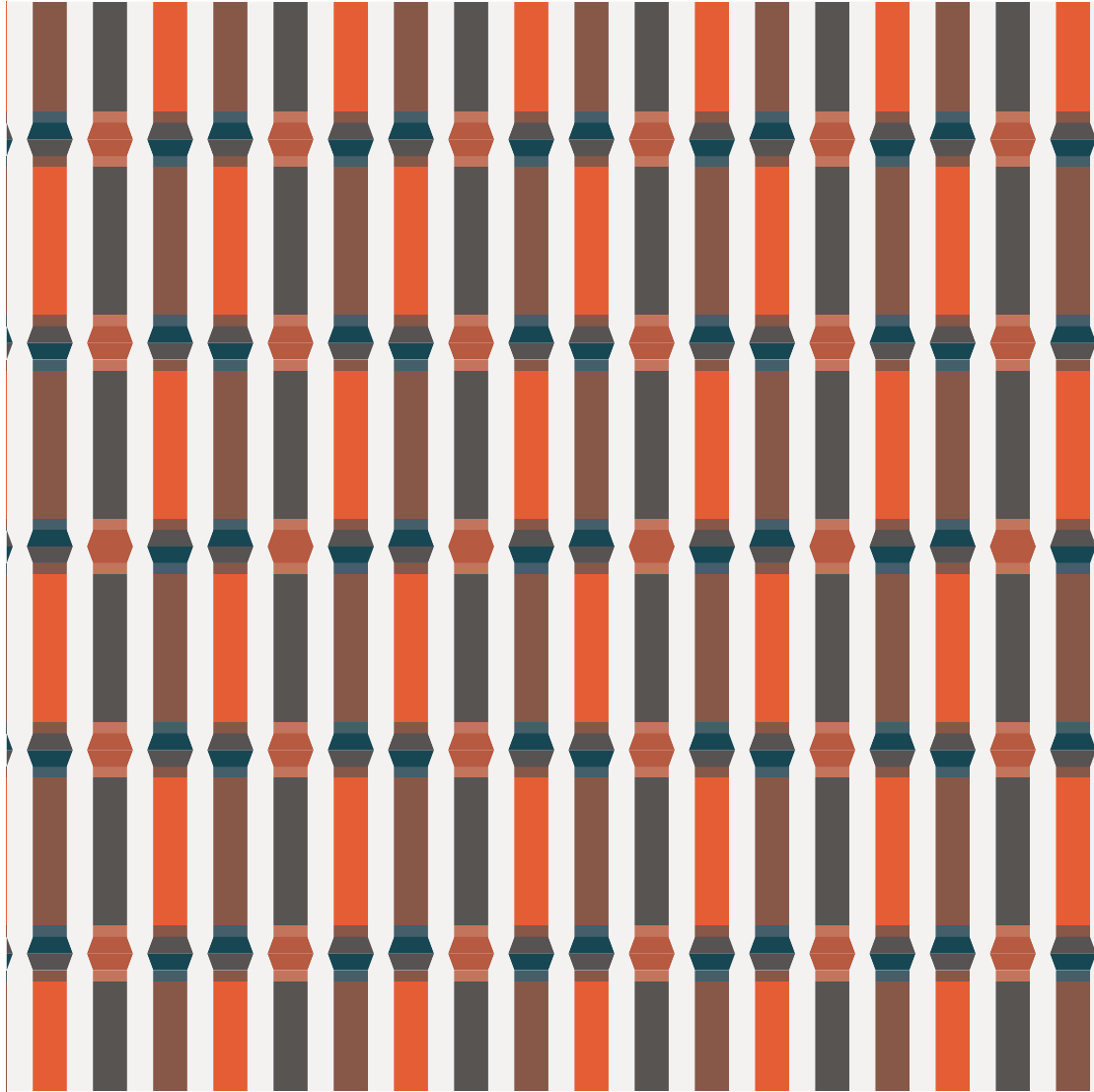
SPARSITY WALLPAPER



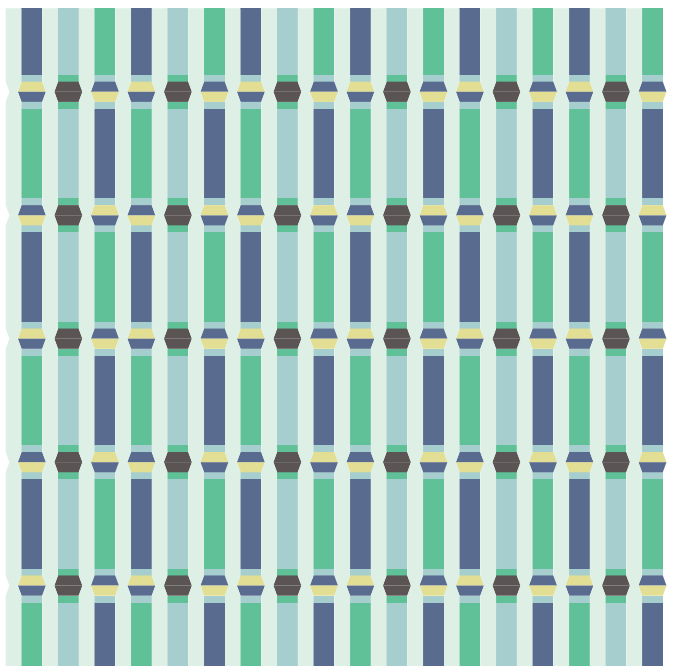
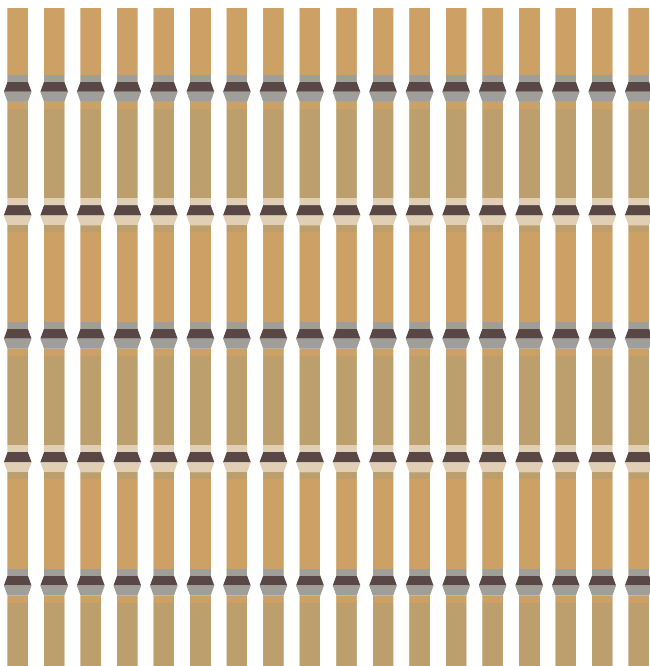
Enter another dimension with Sparsity. This paper print with a sharp look combines an optical pattern with glaring colors. Rich in composition, this print is also available in five colors.



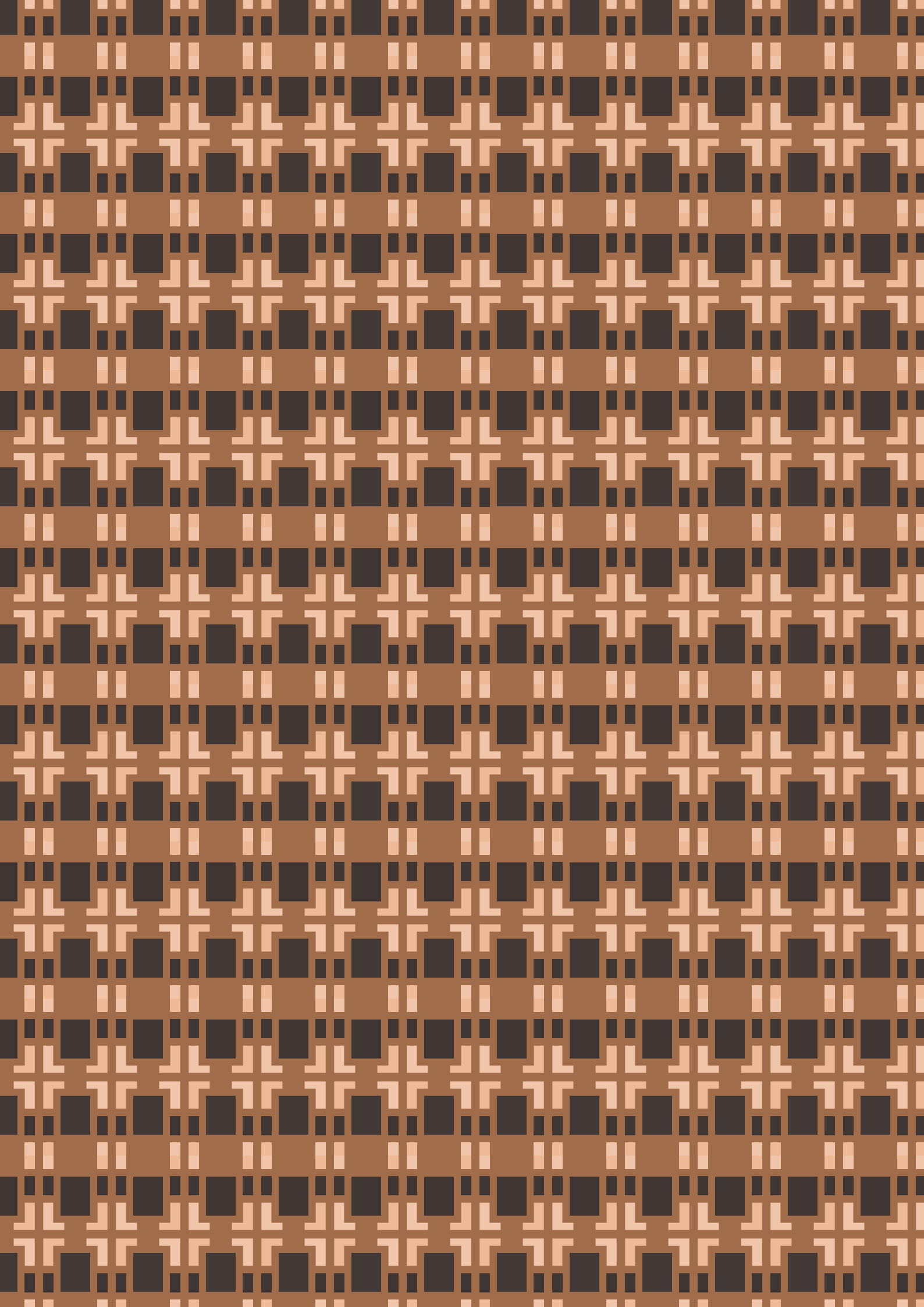
CAMEO WALLPAPER



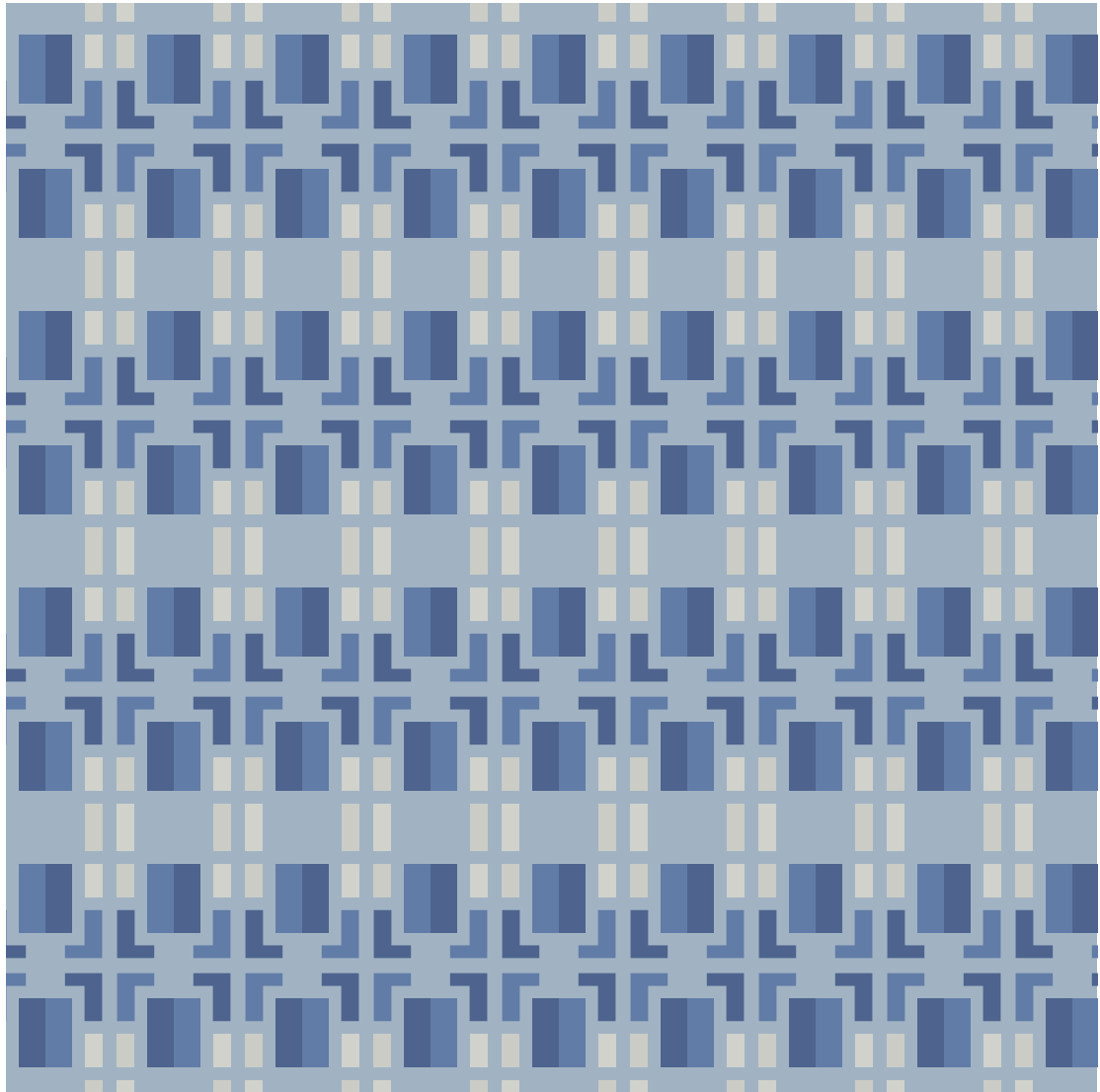
Cameo composes line work with monochromatic colors in a pattern both rigid and raw. The detailed vertical on paper creates an interesting visual dialogue and a graphic statement. Cameo is available in 3 colors.



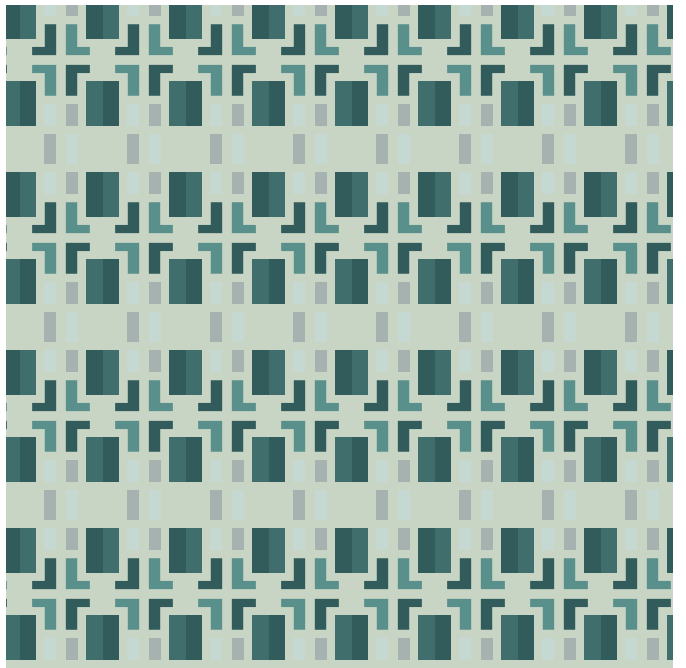
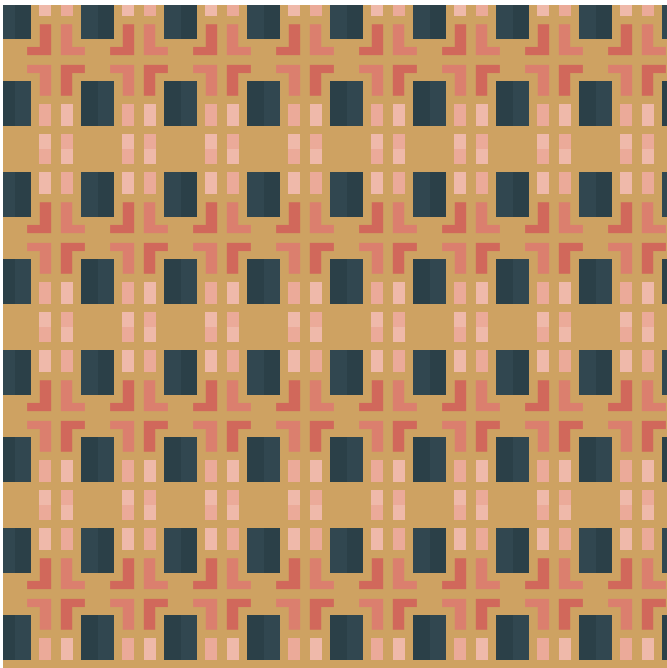
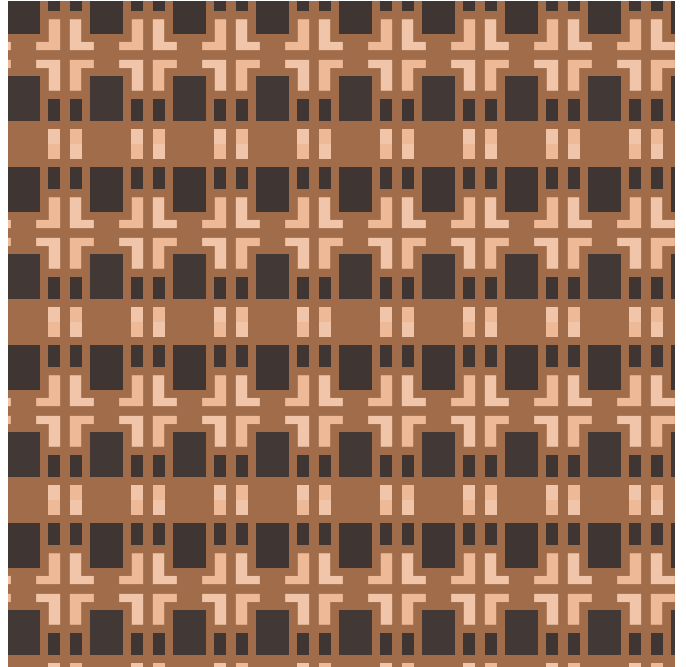
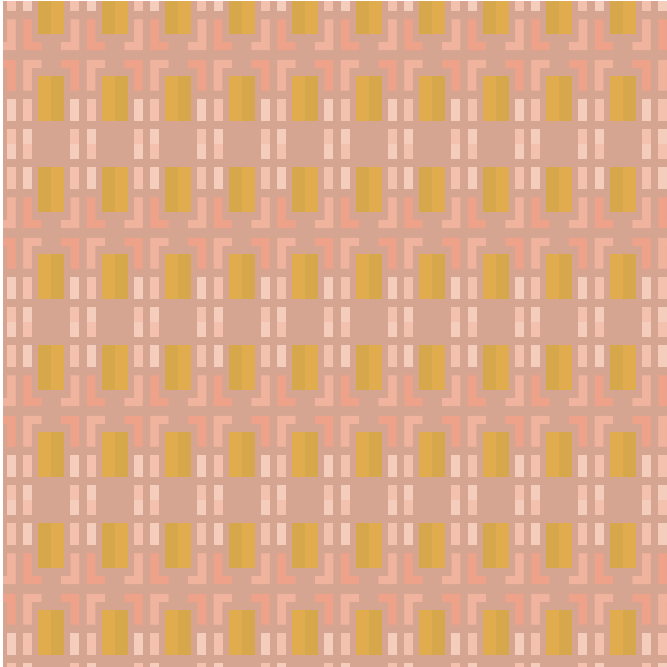




MARCHES WALLPAPER

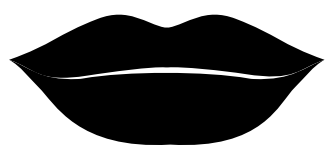


Marches Pattern inspired from famous colonial balcony, symmetry work together to make the pattern Marches both chic and sleek. Available in 5 colors.



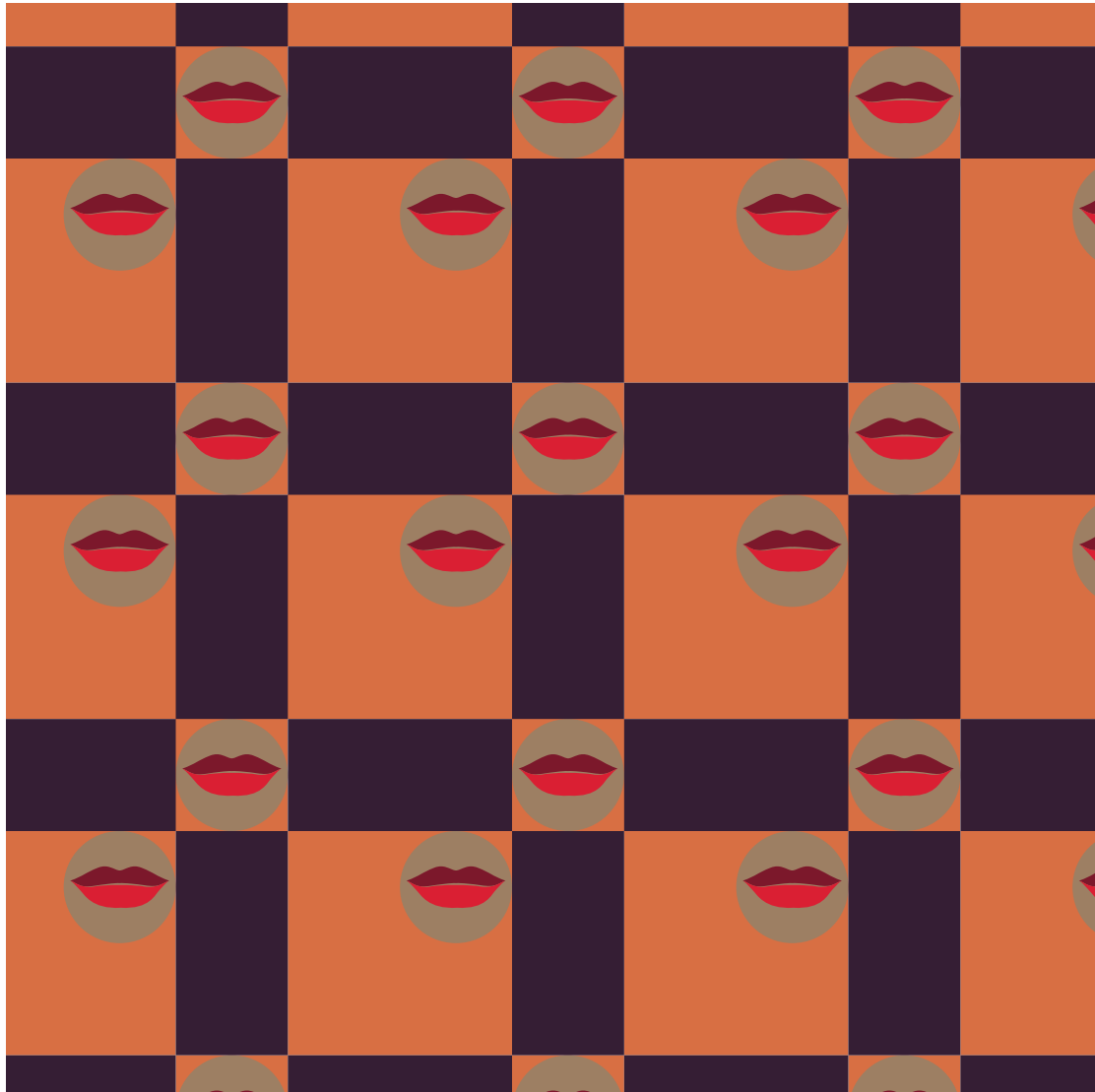
REBELLION COLLECTION



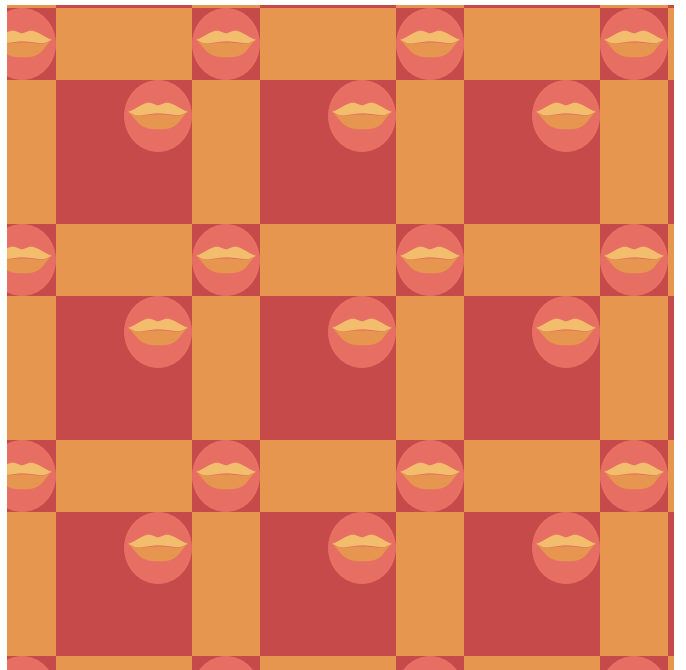
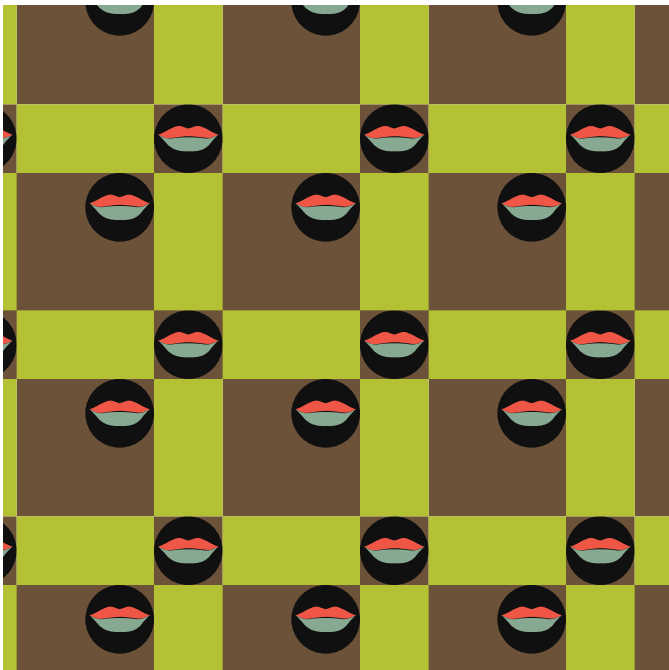
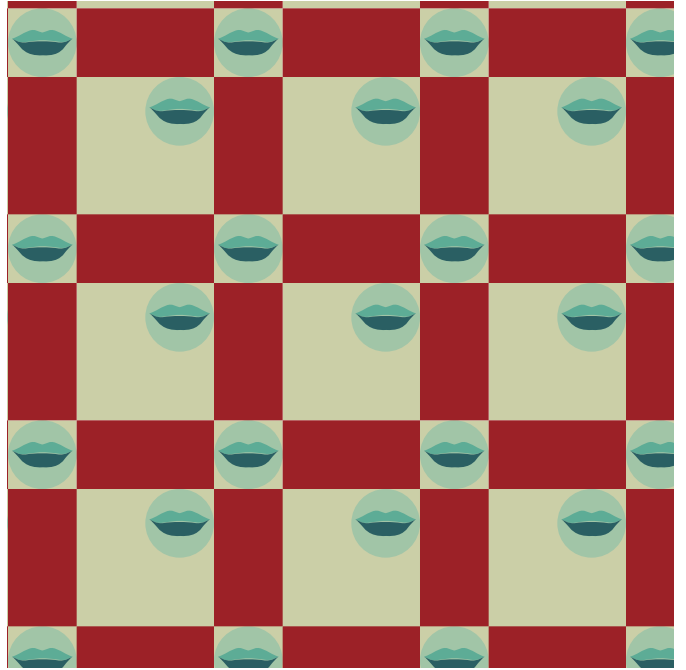
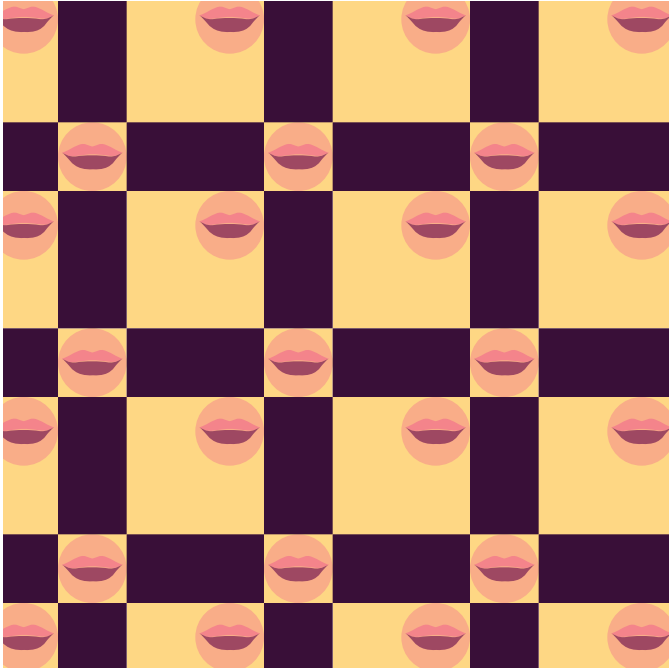




VAMP WALLPAPER



Vamp organic shapes compose this soulful and energetic wallpaper. The fluid Feminine curves of the design create an interesting visual dialogue and a graphic statement. Available in five colors.







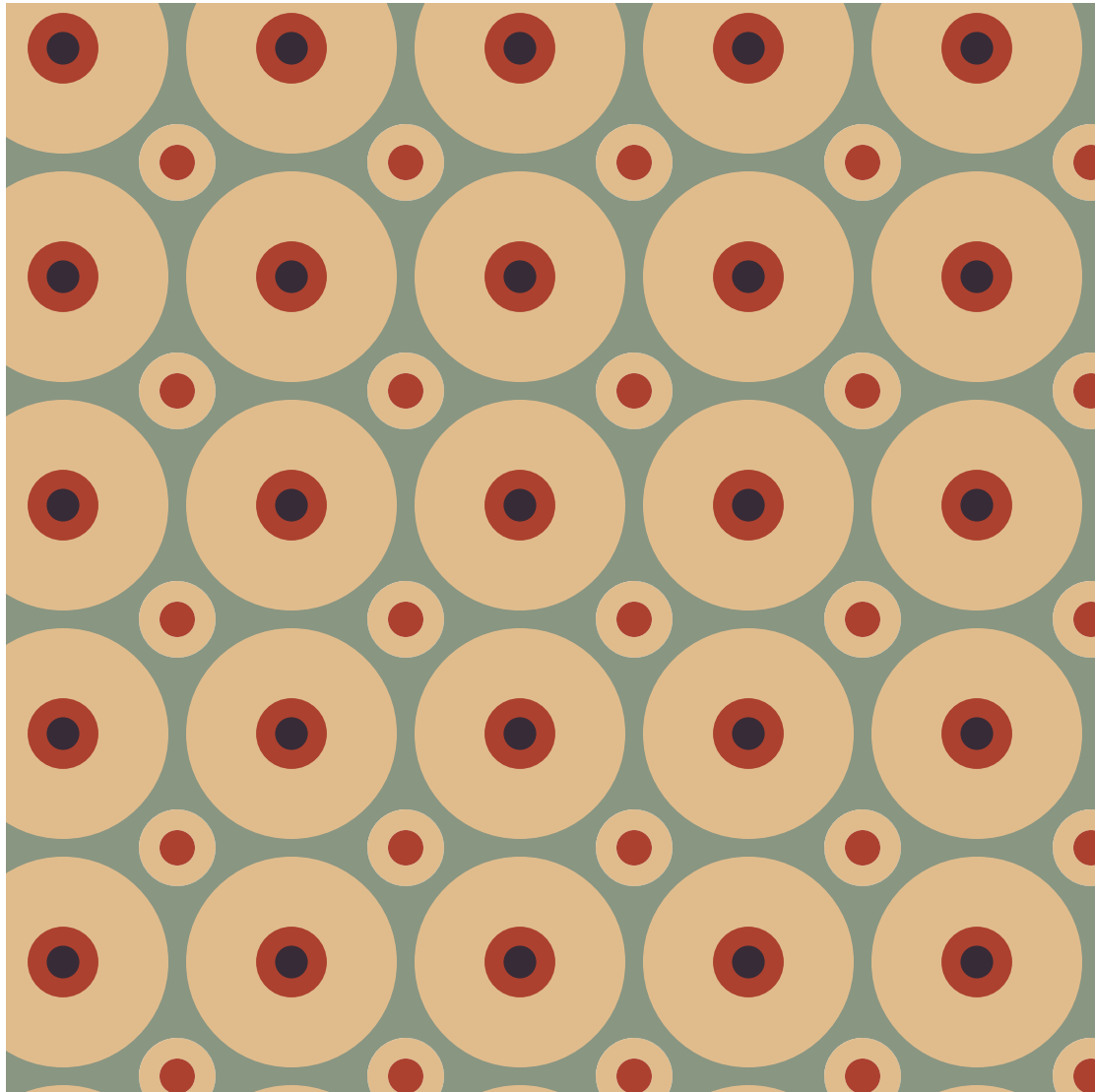
STAPES WALLPAPER



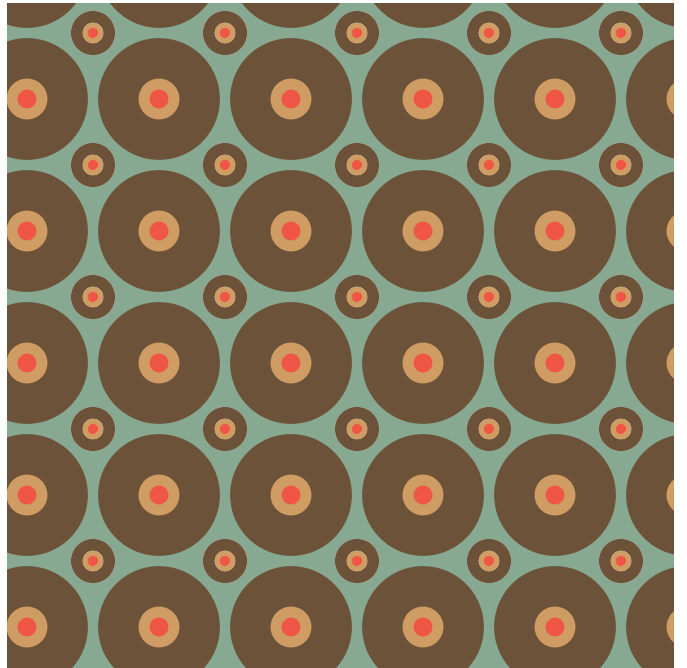
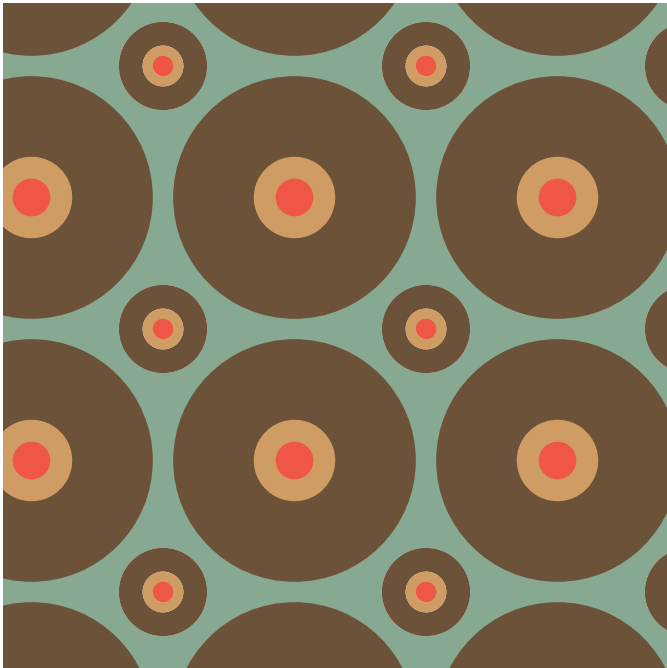
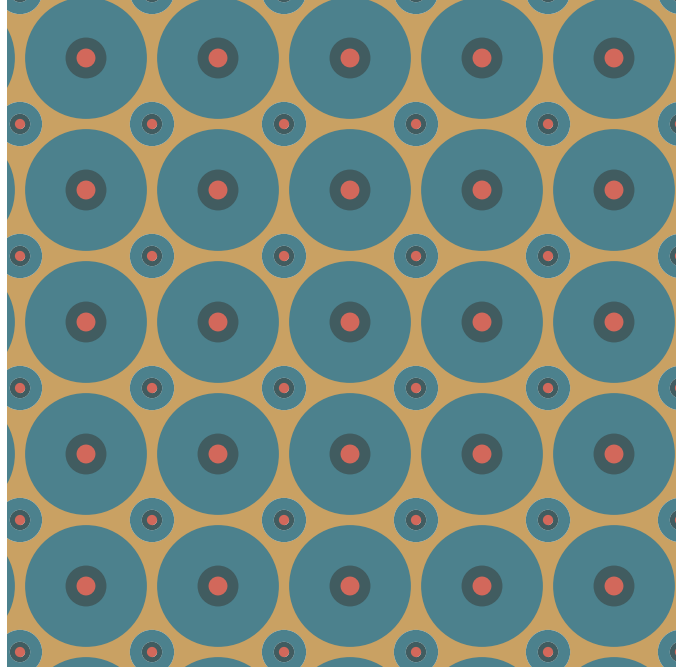
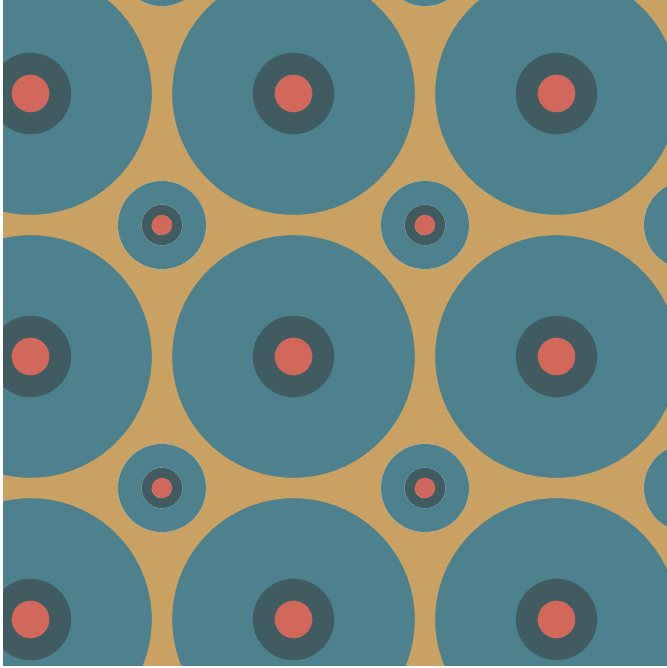
Hand illustrated symmetry work together to make the leg patterned Stapes both chic and sleek. Available in 4 colors.



ECCENTRIC WALLPAPER



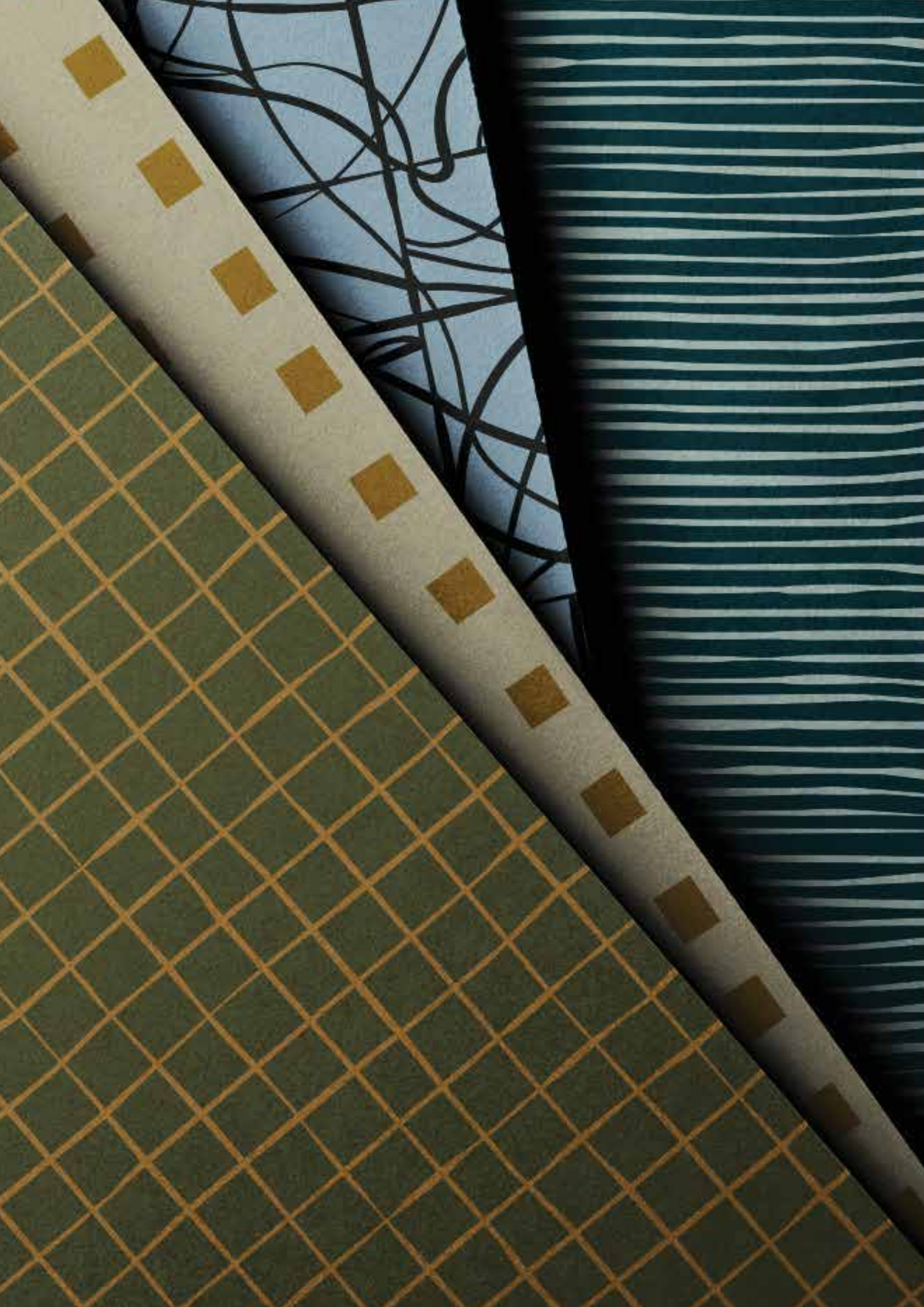
The layered look of Eccentric gives dimension to any surface. Circular symmetrical pattern across the wall, creating a tension between geometry and scale. Available in five dynamic color combinations. And in two different sizes.







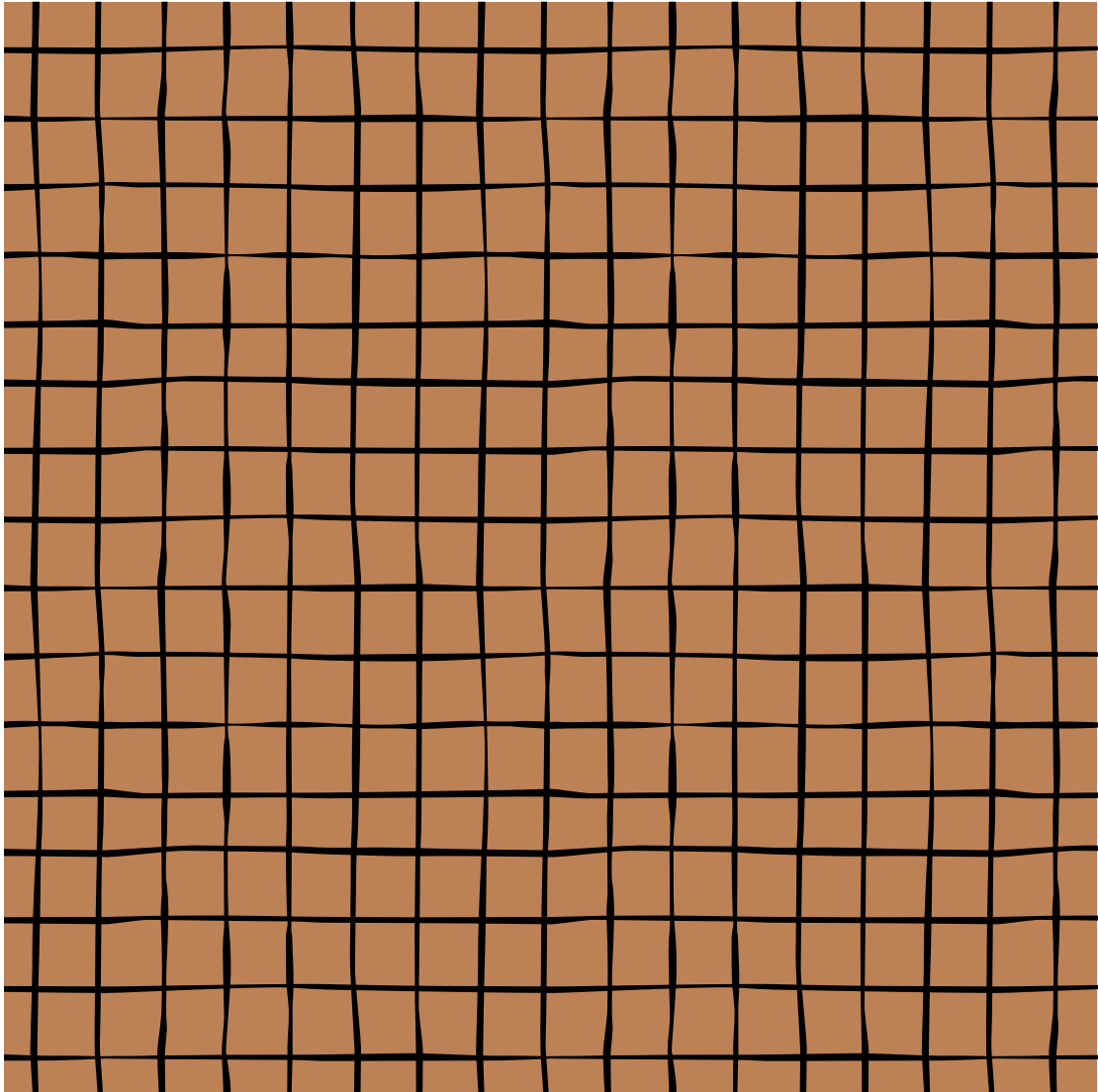
KARAMU COLLECTION



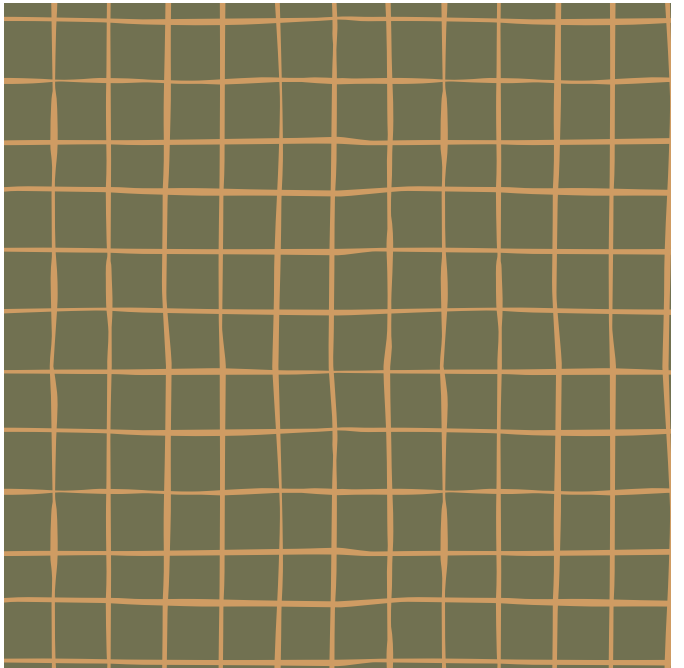
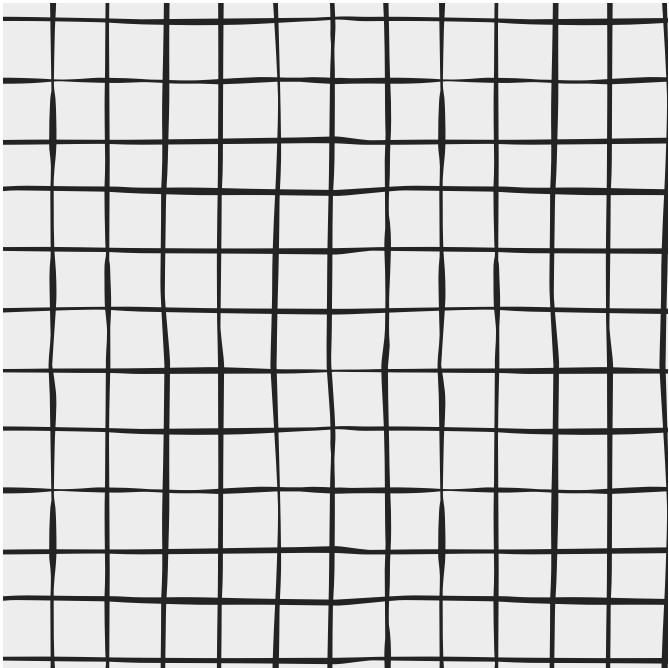
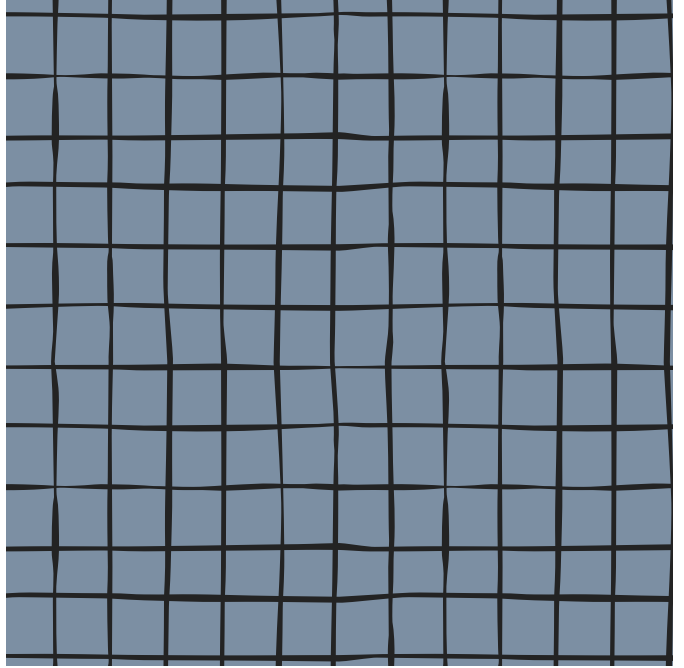
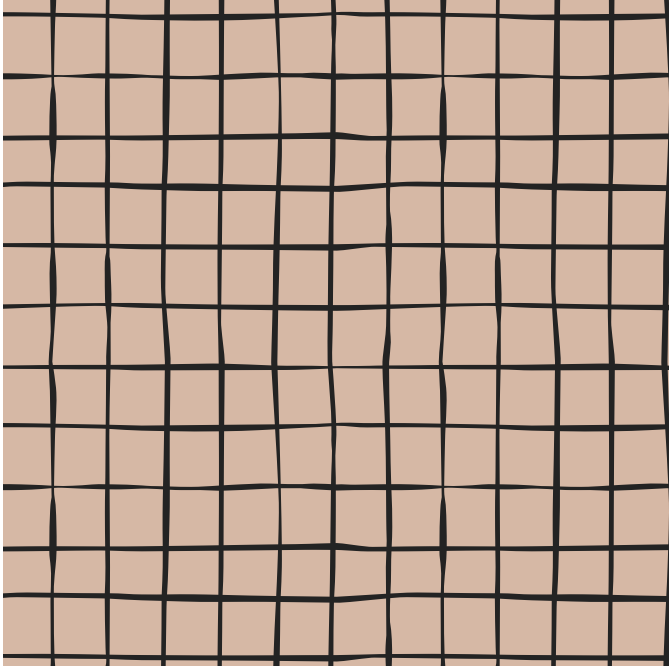


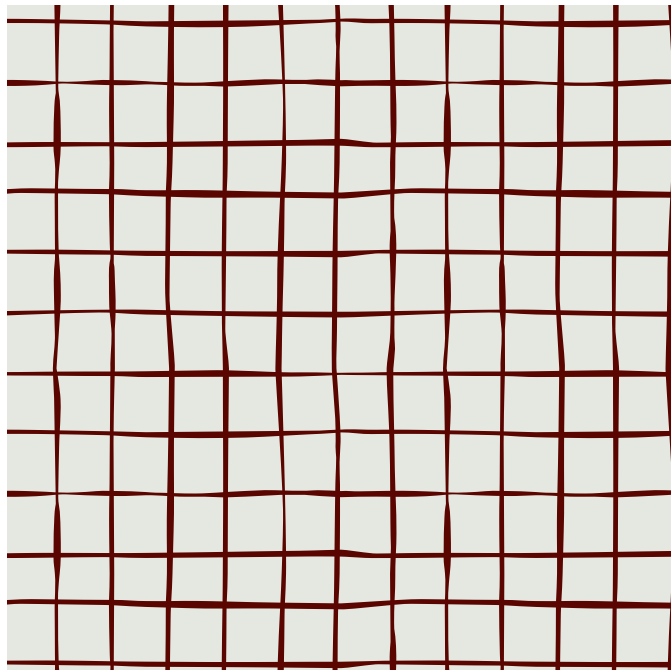
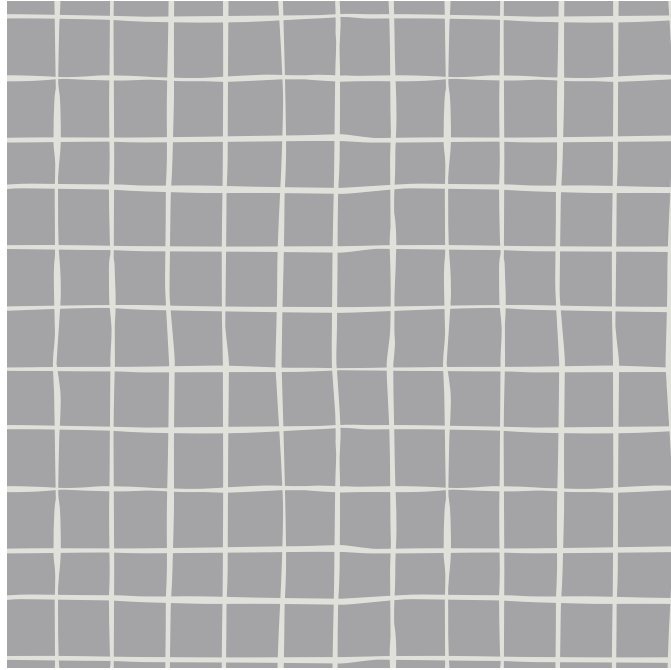


LURE WALLPAPER



The hand painted stripe Lyre pattern shows a classic modernism in an extravagant scale with spontaneity and flair. Available in 7 colors.

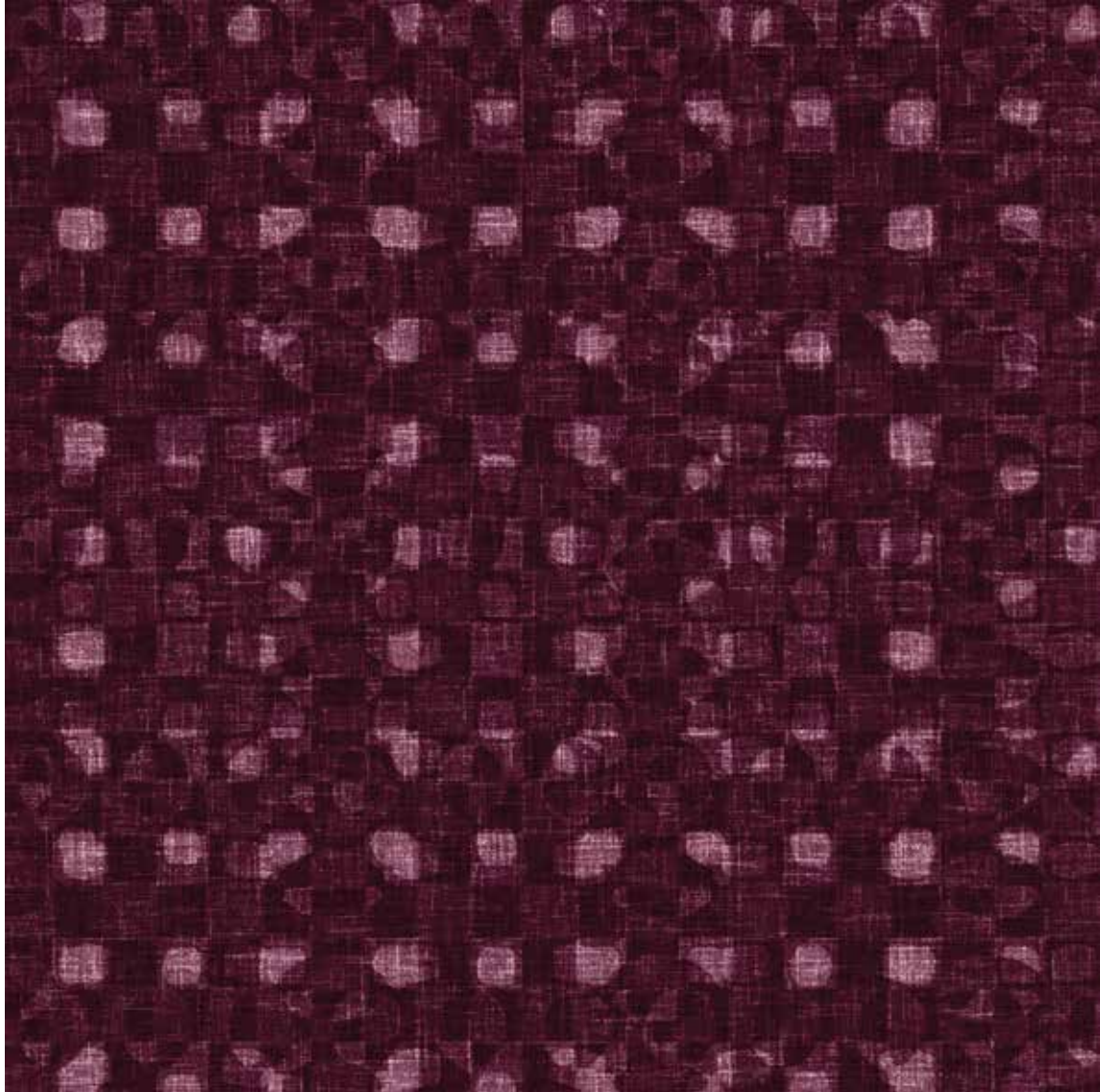




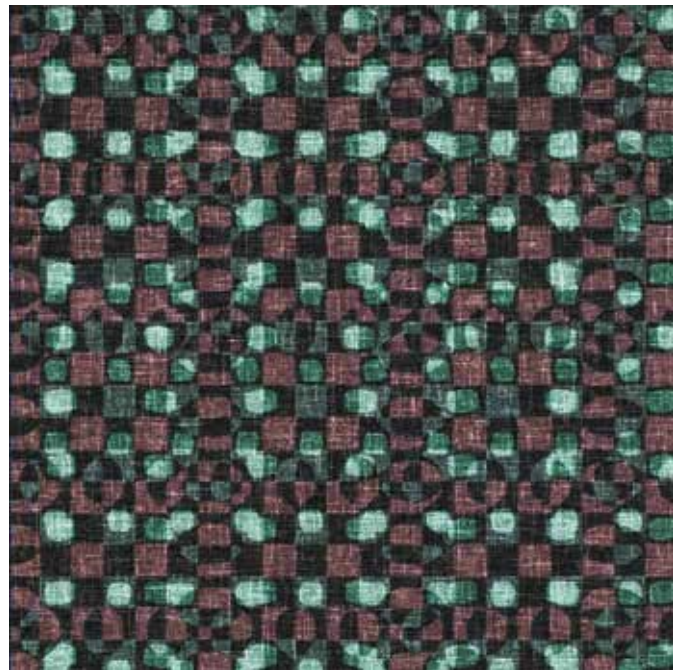
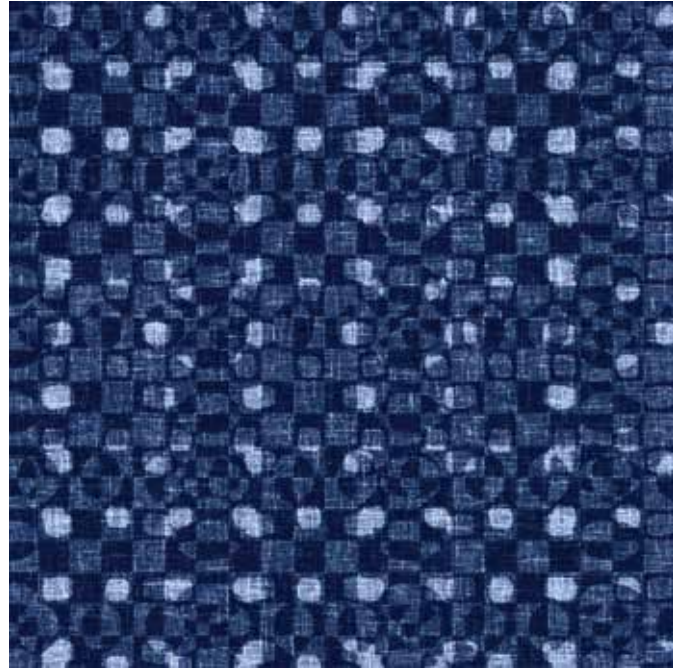




FROLICS WALLPAPER

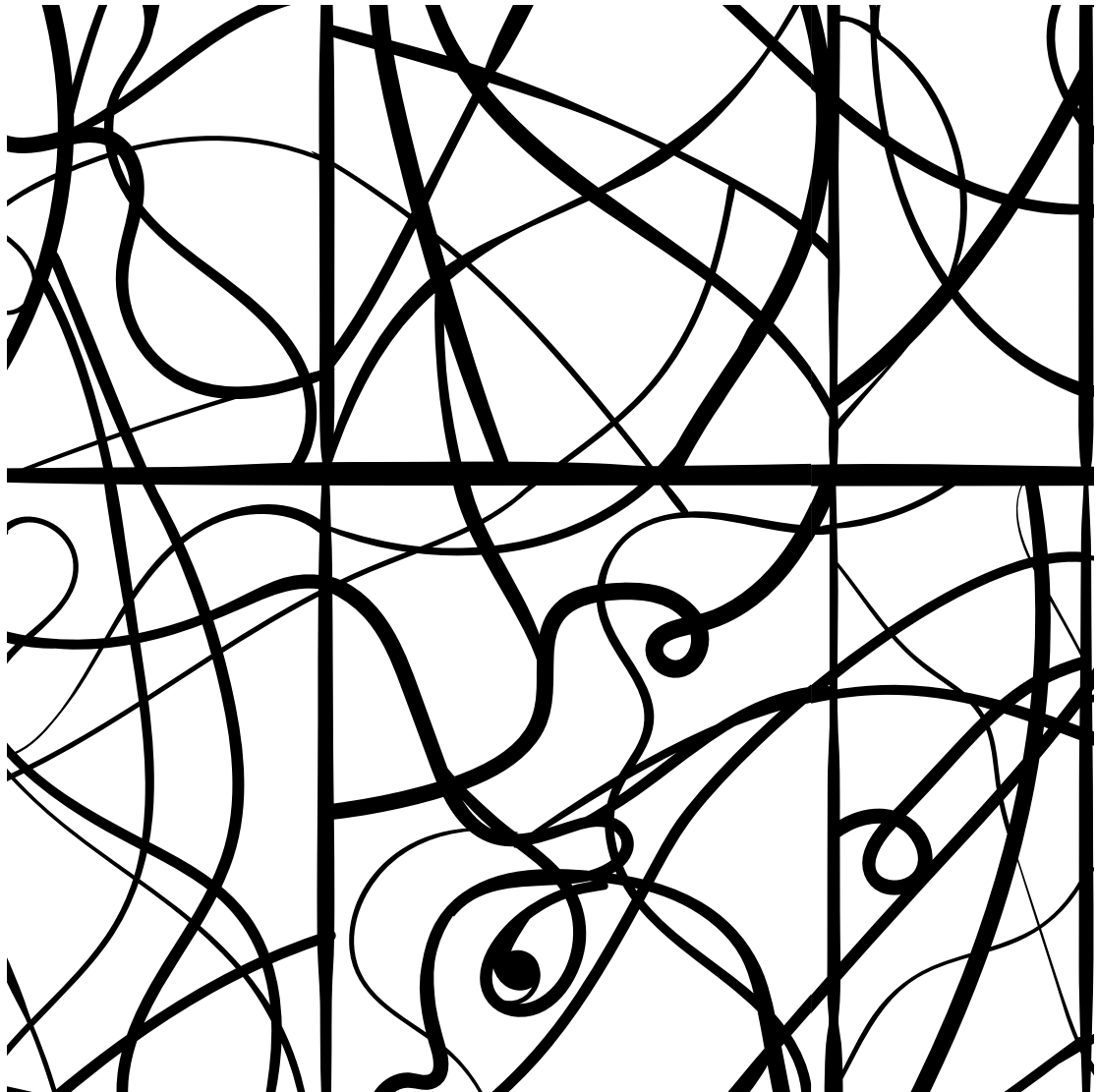


Frolics captures the senses with its unique scale and perfected pattern on a textured ground. The hand painted print Frolics comes in three fashionable color ways.

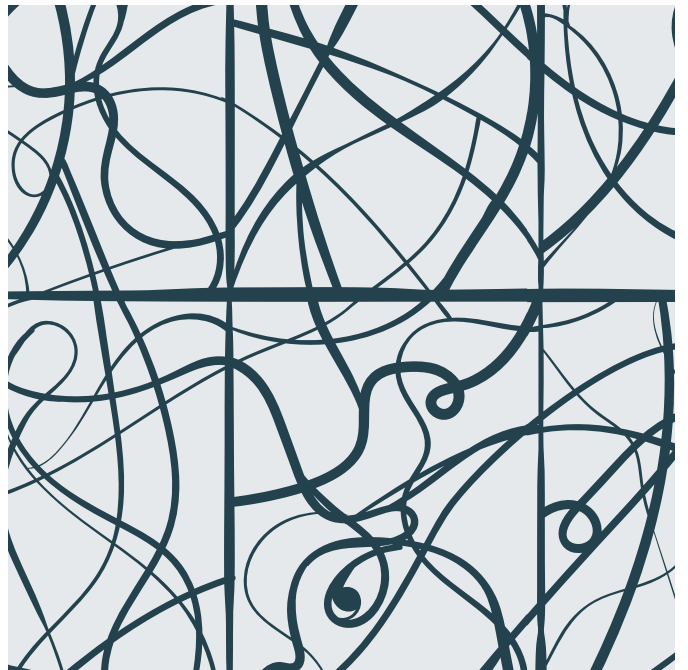
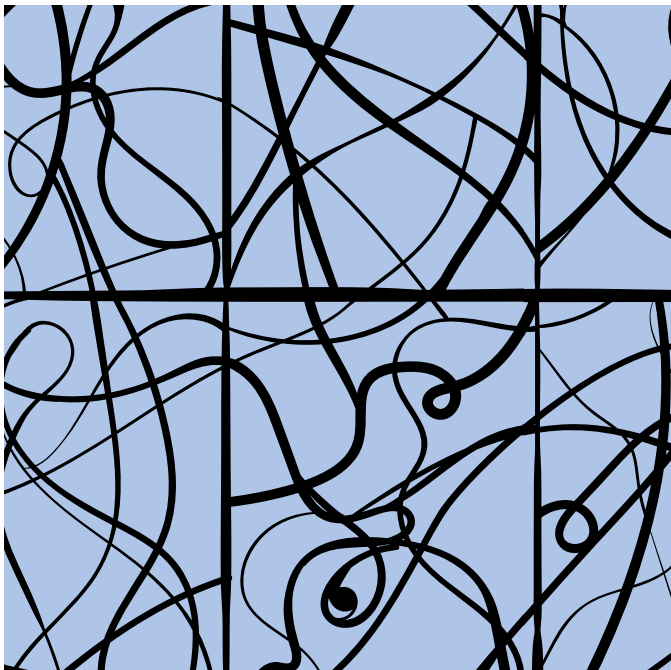
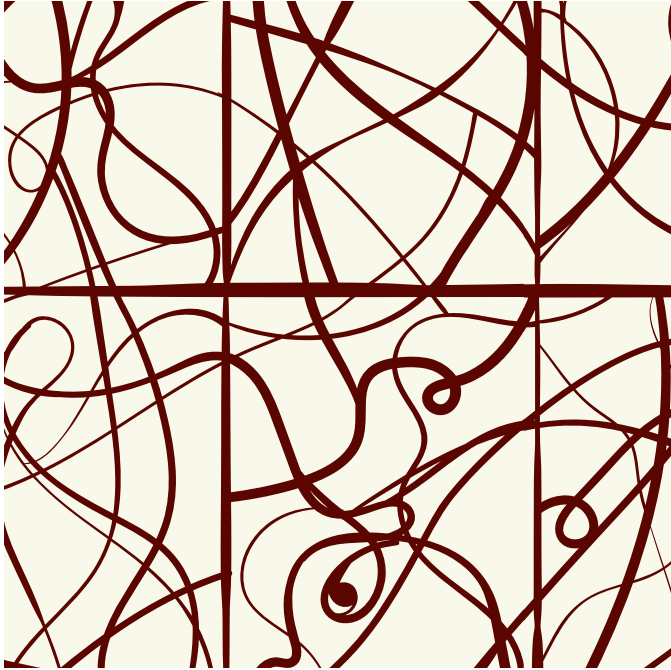


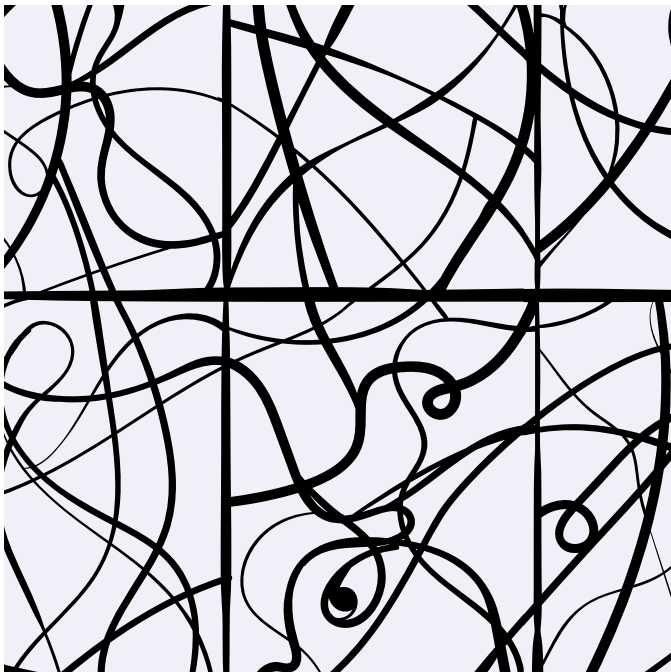


GROOVE WALLPAPER

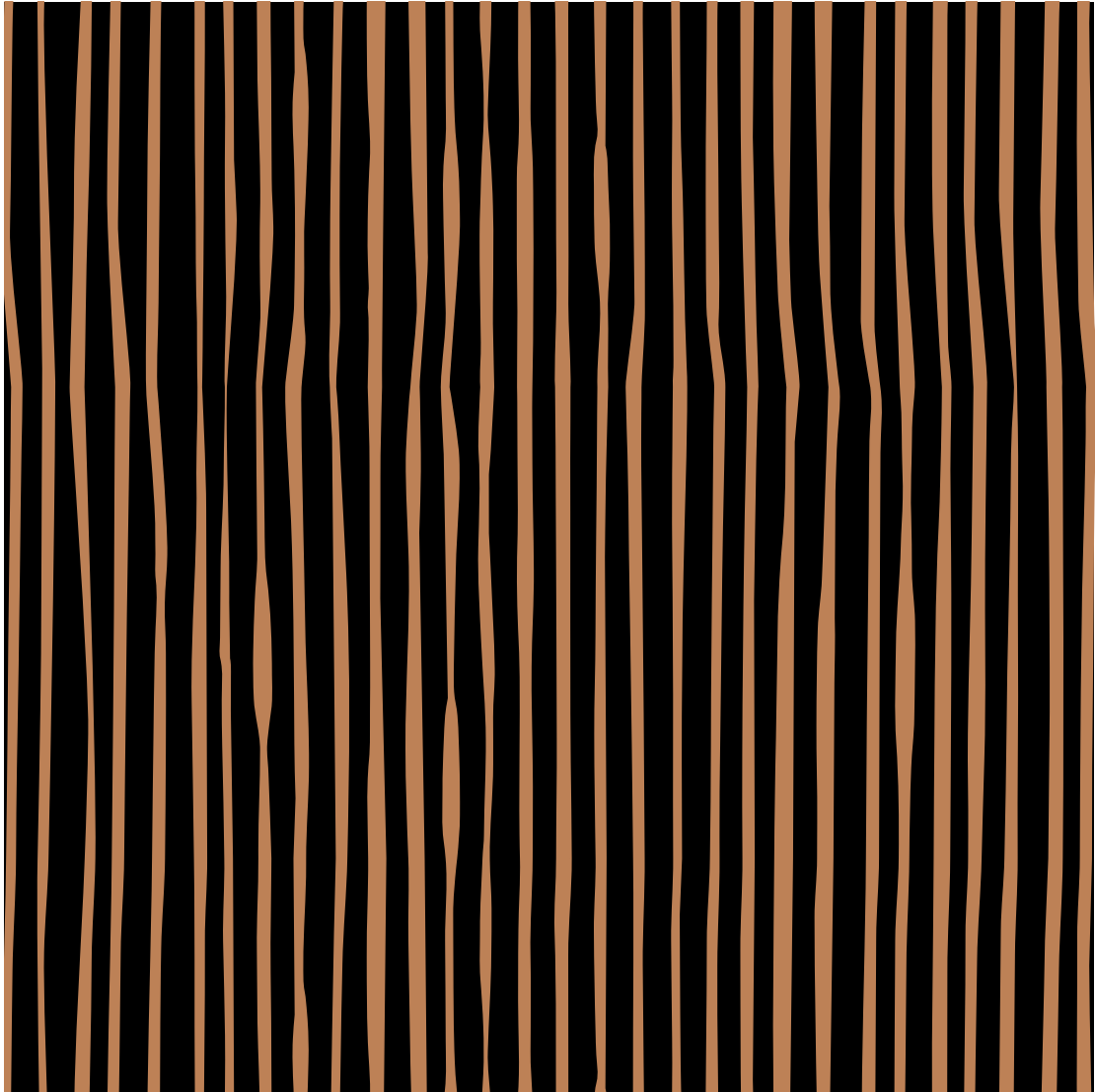


Where graphic art meets architecture, Groove is an abstract graphic print. The trademark hand painted pattern brings the expression of movement and texture to a room. Groove now comes in 8 fashion color ways.

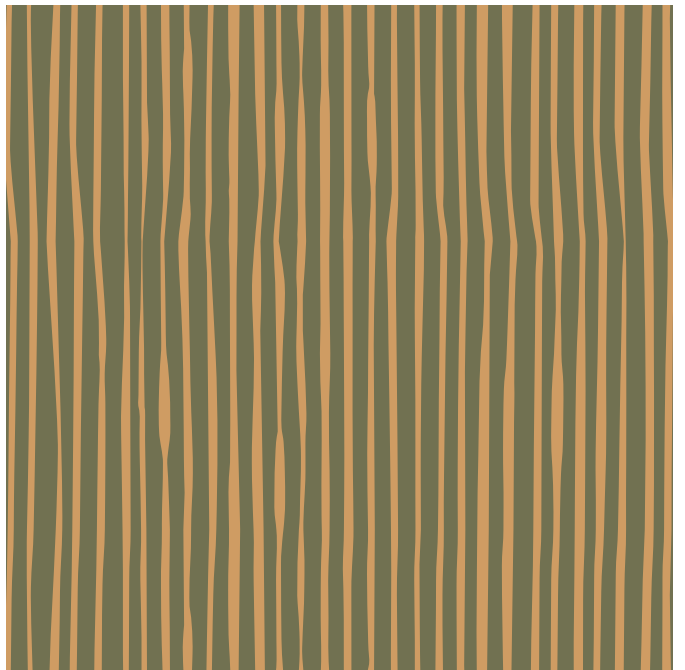
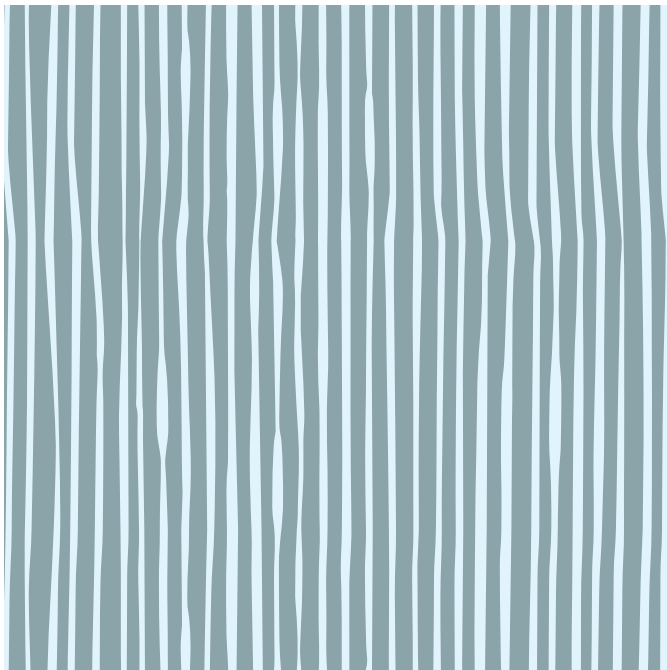
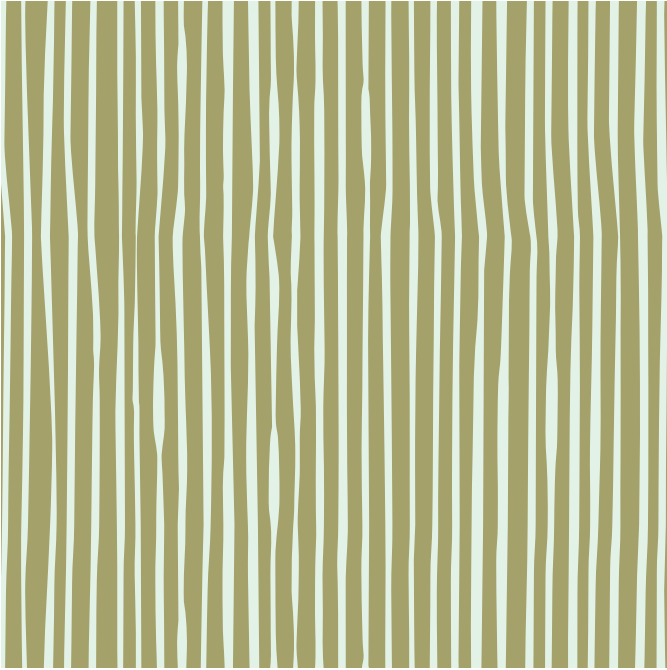




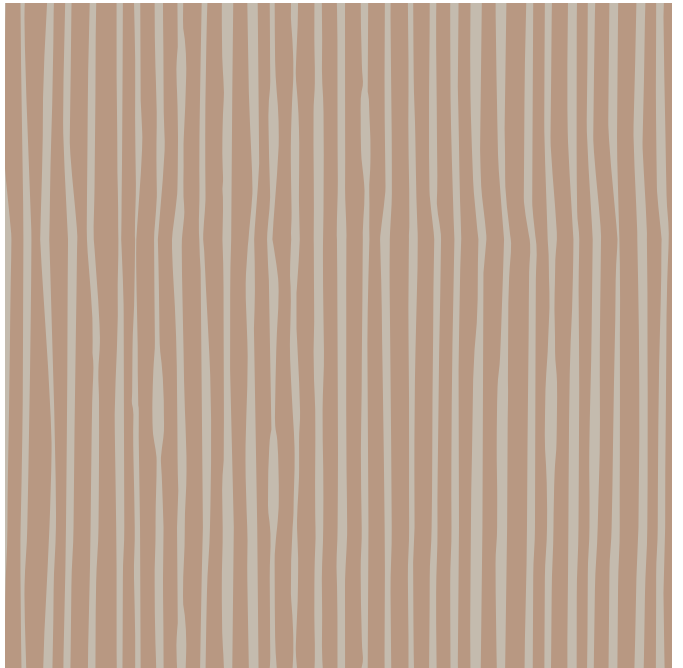
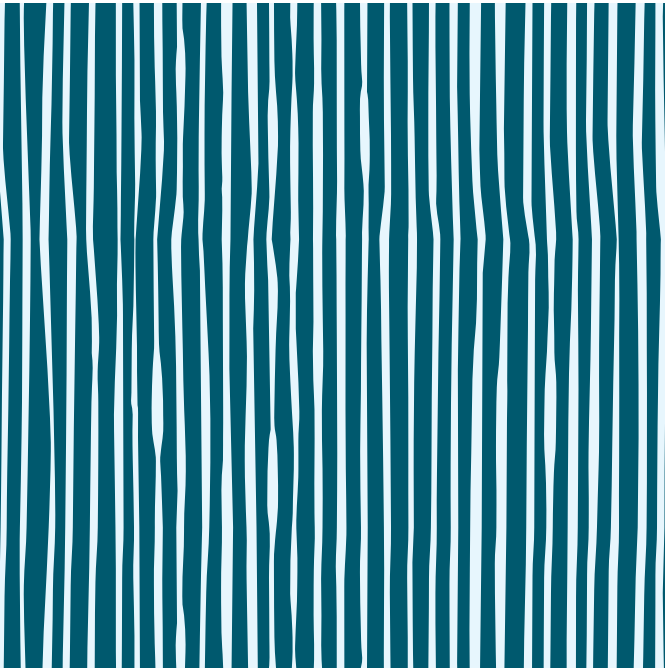
SCHISM WALLPAPER



Schism, a print on paper, is the ultimate combination of abstract lines and graphic boundaries. Available in five striking colorways.



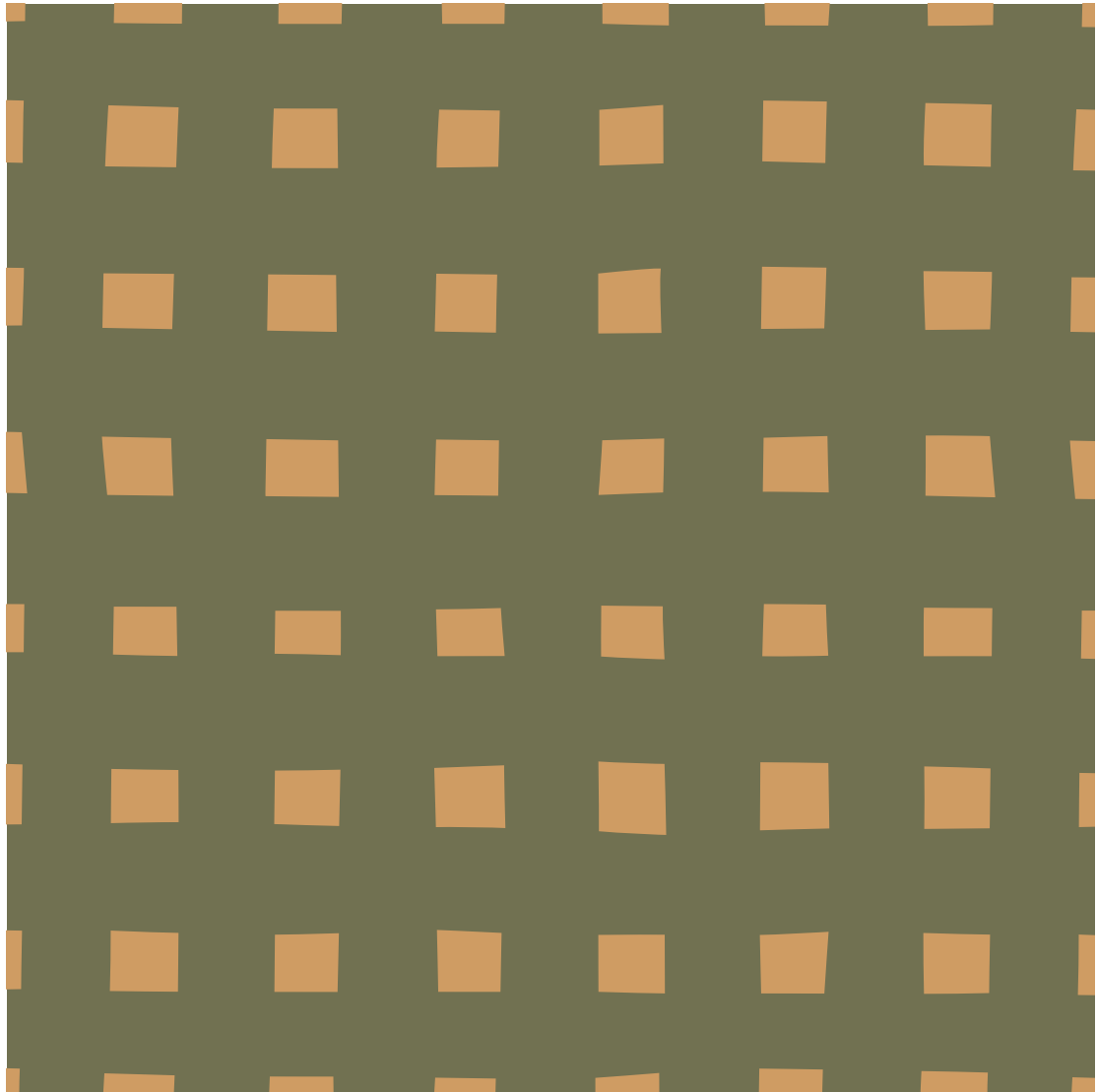




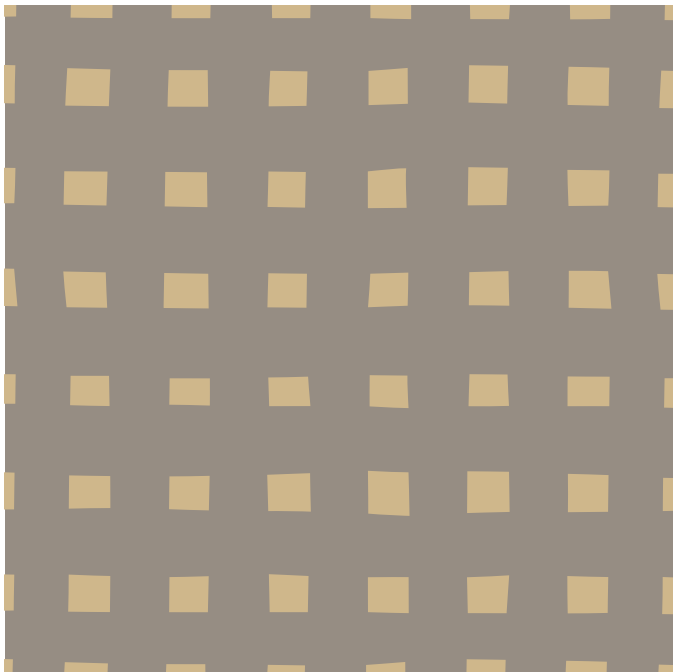
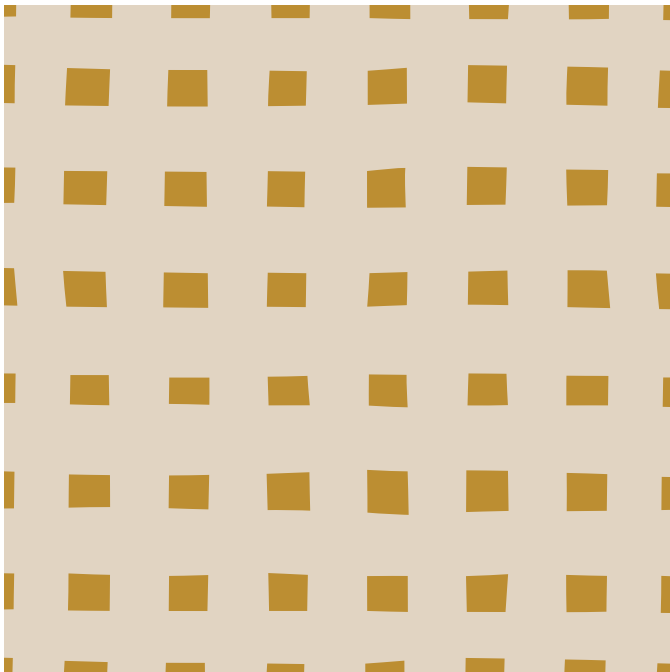
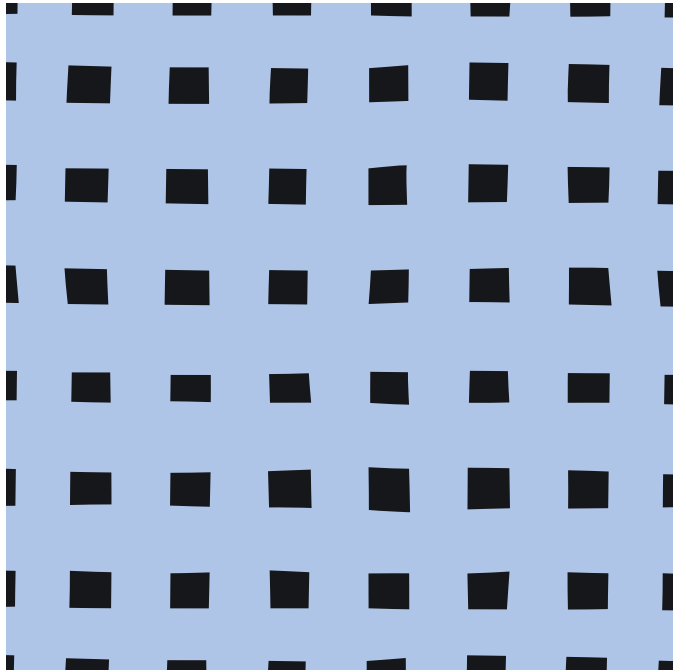
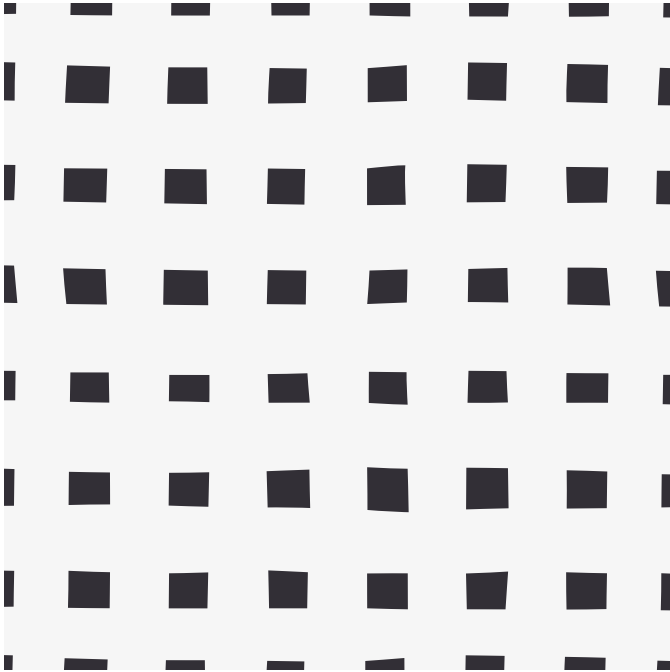




HANKER WALLPAPER



Hand painted irregular work together to make the square patterned Hanker both elegant and simple. Available in 5 colors.





Q&A
with Seif

WHAT IS YOUR DEFINITION OF DESIGN?

Design is more about telling a story in so many different ways. It also important because it helps us to live better and feel better. We all want to live better and have beautiful home that's a reflection of who we are.

WHEN DESIGNING AN INTERIOR, WHAT ARE THE MOST IMPORTANT THINGS TO CONCEDER?

The most important thing to consider when starting a project is the client's needs and wants. And we do this by asking a lot of questions and listening, like what is in their mind's eye? How do they want to live in this space? What is your favorite color? How do they want to experience this space? And we, a lot of times, ask clients to imagine things they love in their house. It could be a yacht. It could be a nice suite. This helps us to create what we call the client's program. The program is how the client wants to live in the home. And for me I always look at architecture for inspiration, but I always make a room my own by giving it an unconventional spin.

HOW DO YOU CHOOSE COLORS AND HOW THIS INFORME THE FUNCTION?

Color is so powerful. And it evokes so many emotions. For example if someone wants something that's cheerful and fresh, white. And the many shades of white are perfect for them.

TELL US ABOUT YOUR WALLPAPER COLLECTION.

This collection is composed of different eras with a variety of approaches. The designs is classic modern yet iconic. The designs carry a unique voice and complement one another in different ways. Designs are traditional and others are modern each with its own voice.

WHY IS WALLPAPER IMPORTANT, ESPECIALLY IN THE HOME THE HOME, RESTAURANT, THE PUBLIC SPACE?

There is nothing sexier than beautiful wallpaper with the appropriate lighting. It truly changes the energy and feels a space; it lends a certain glamor. Each wallpaper has its own personality all its own. It is its own character within a space. If you want to tell a certain kind of story, wallpaper imperative

WHICH STYLES OF WALLPAPER WORK BEST FOR DIFFERENT ROOMS OF THE HOME?

Unexpected choices give a room spirit and authority. While the obvious rules such as wall painting or familiar wall covering. Always work, I just love to break rules and experiment. Take risks.

WHAT INSPIRED THE DESIGN BEHIND YOUR WALLPAPER COLLECTION AND WHERE DO YOU FIND INSPIRATION IN GENERAL?

Wallpaper is important to any space. The right wallpaper can make even a room feel sexy. I have always been passionate about graphic design and how it can affect interior design. This collection is the understanding of so many intersecting points of interest and inspiration I have amassed through the time designing and working on different types of projects. Inspiration is everywhere so much inspiration comes from organic forms found in nature, inspiration comes from just being aware, going to galleries, working with different artists.

TELL US ABOUT YOUR WALLPAPER COLLECTION.

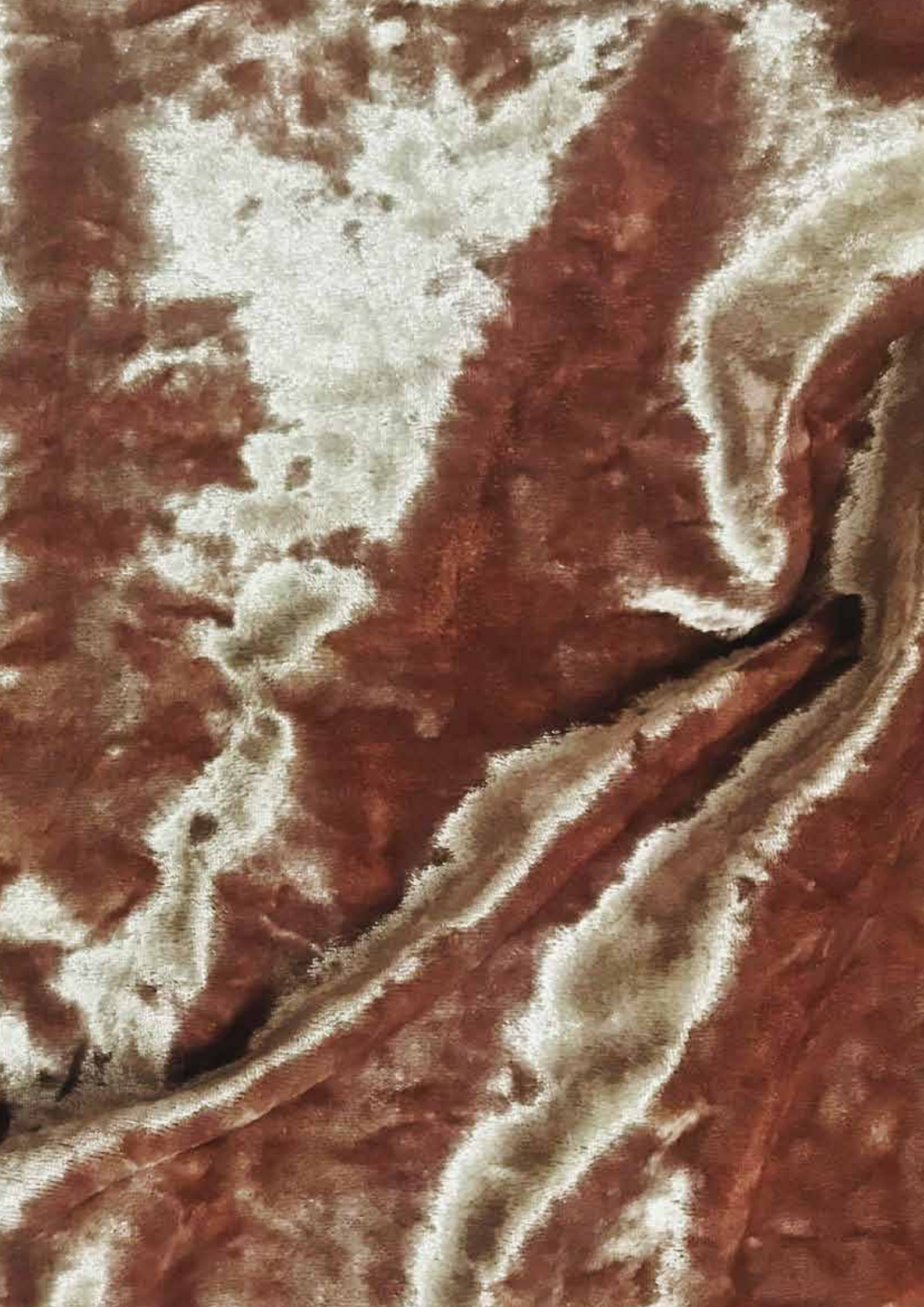
This collection is composed of different eras with a variety of approaches. The designs is classic modern yet iconic. The designs carry a unique voice and complement one another in different ways. Designs are traditional and others are modern each with its own voice.

DOES THE SCALE OF THE PATTERN MATTERS IN WALLPAPER?

For sure it matters, so our new Cassata pattern is a large scale print. And it really looks different in other scales. This pattern feels a little more refined and delicate. And if we use smaller scale it looks less of a statement. And it's more of the bigger personality in the room.







INQUIRIES

SEIFELDIN MEDHAT

+20 102 6634074

SEIFMEDHAT.COM

سيف