

SEIFELDIN MEDHAT



ABOUT
SEIFELDIN MEDHAT

The Seifeldin Medhat Luxury lifestyle brand specializes in sophisticated, emotionally charged design for residential, hospitality, and retail projects. The studio expertly translates the designer's passion for materiality, color, pattern, and texture into distinctive modern interiors and collections of furniture, fabric, lighting, and home décor that celebrate Seif's unique influence on modern design.



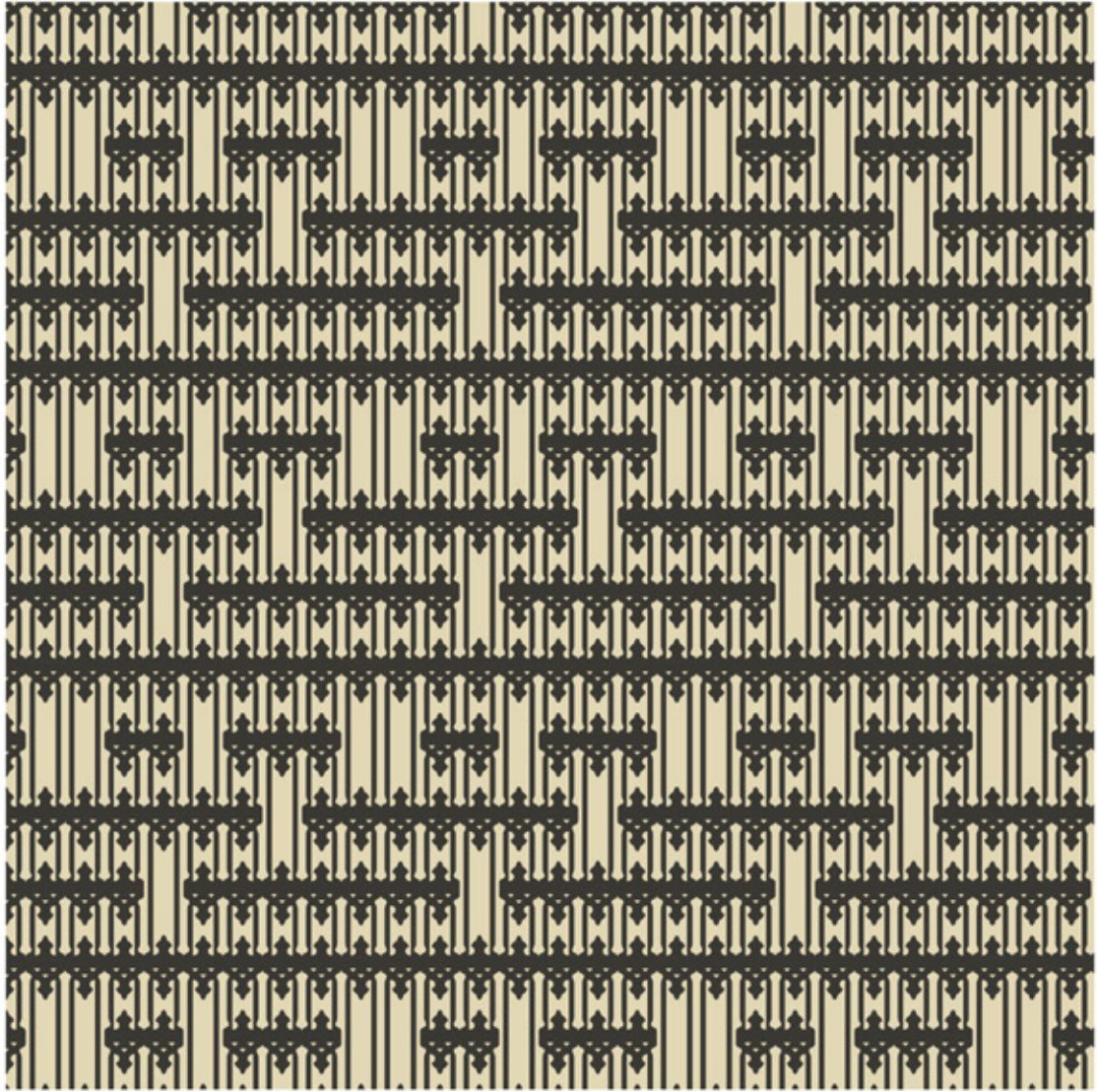
CASSATA COLLECTION

THE STORY

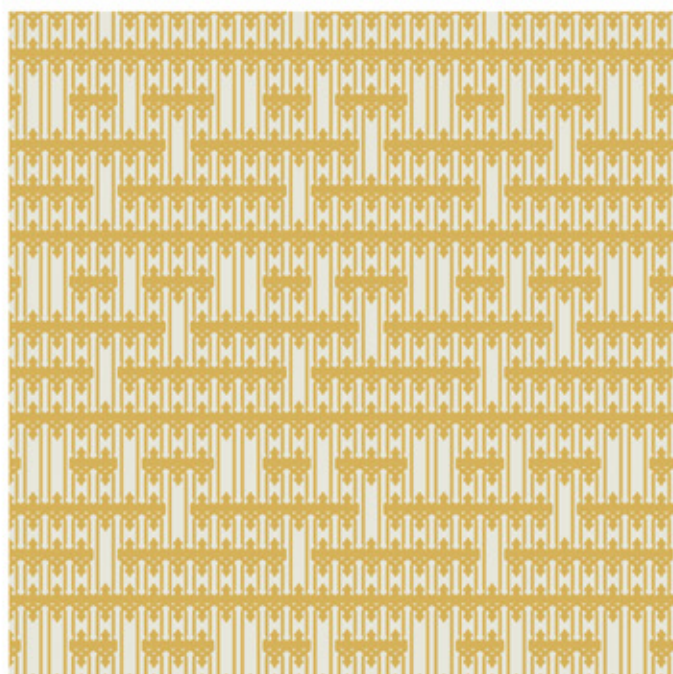
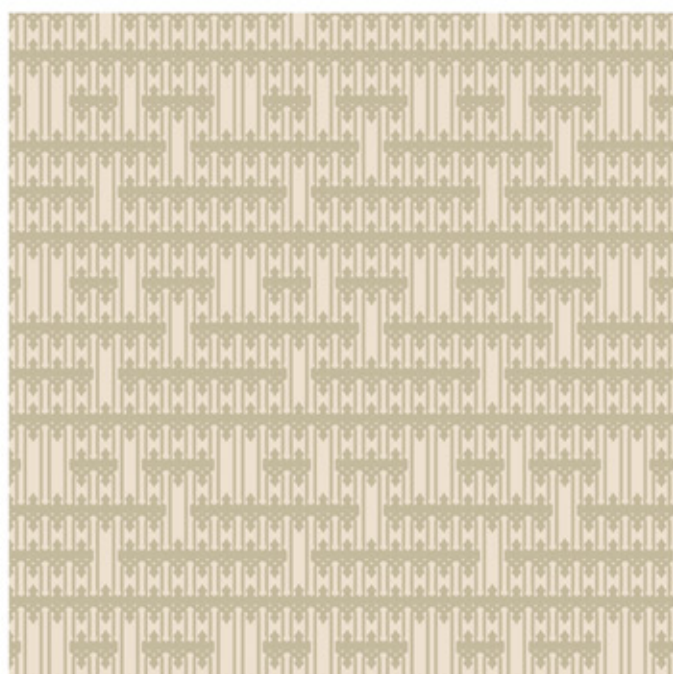
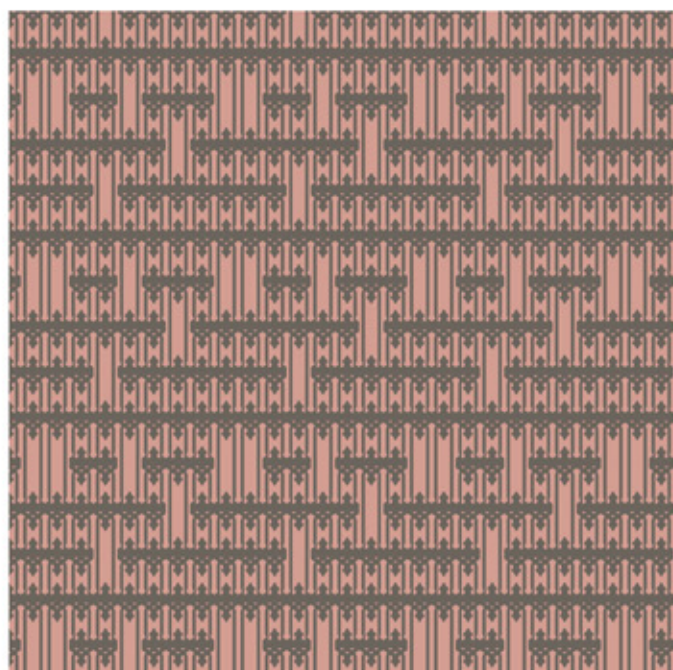
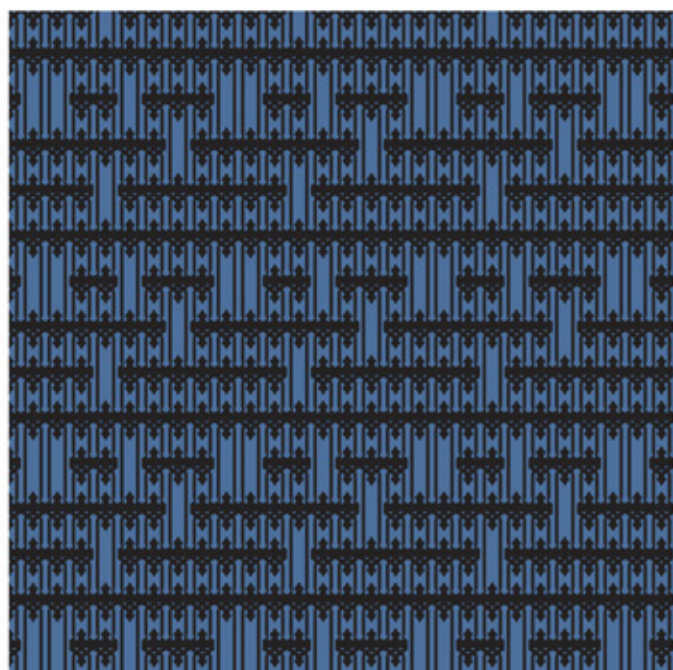
Organic forms intersect with architectural silhouettes in a thoughtful interplay of scale, depth and a rich range of patterns and colors. Inspired by different eras and movements, the Seifeldin Medhat wallpaper collection is fused with souls in its unique melding of art and history. Designs are at once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



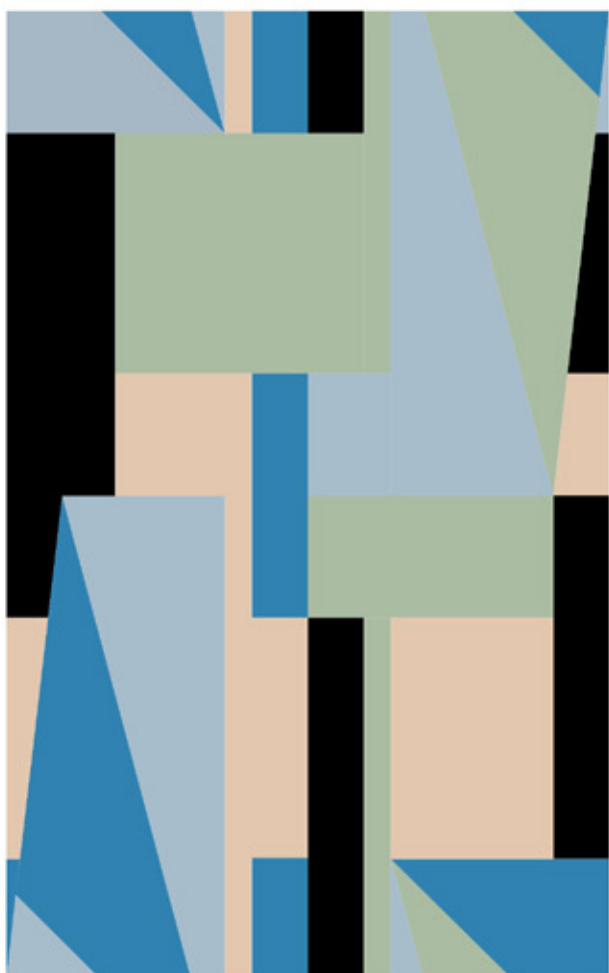
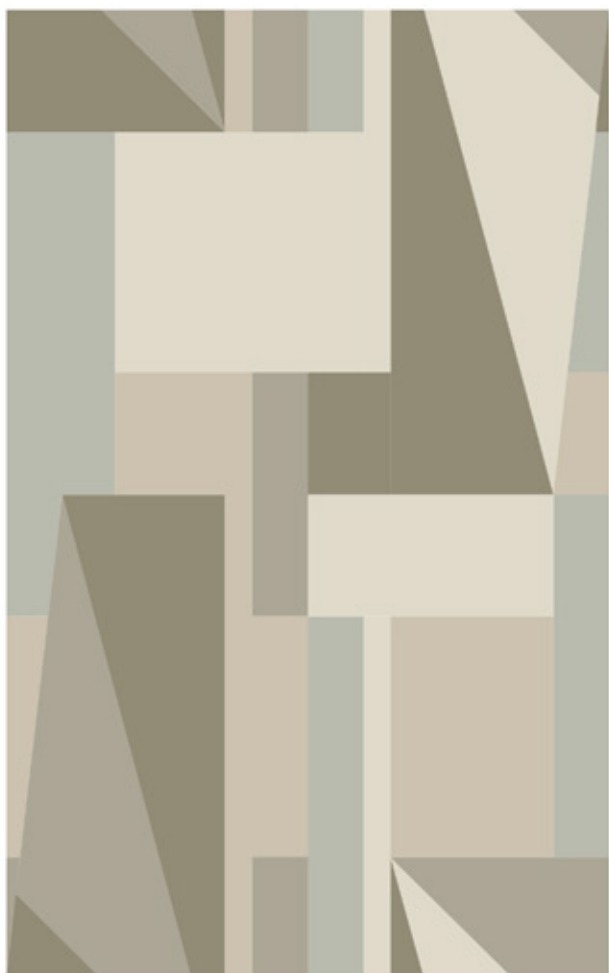




CASSATA WALLPAPER



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.

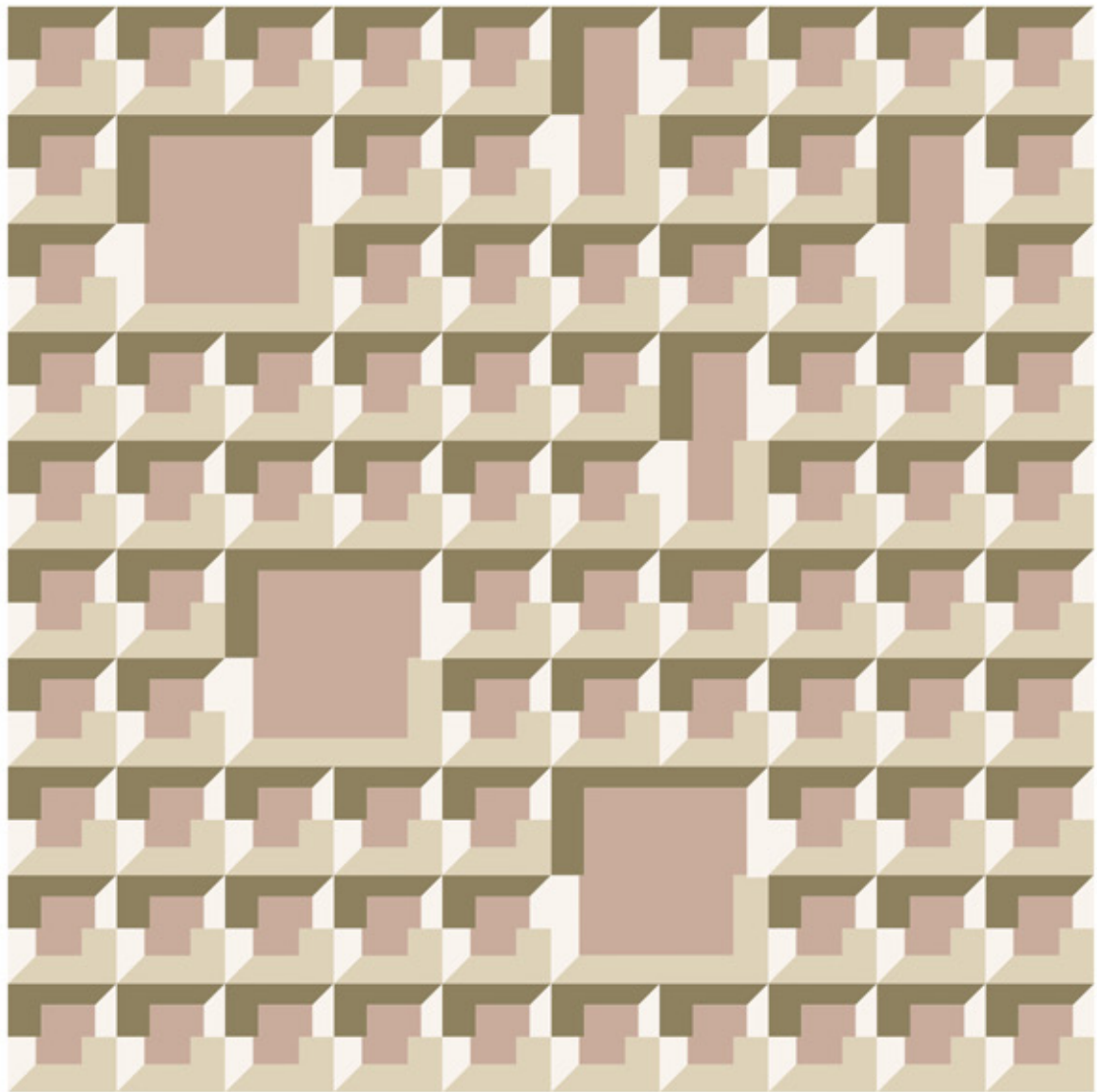




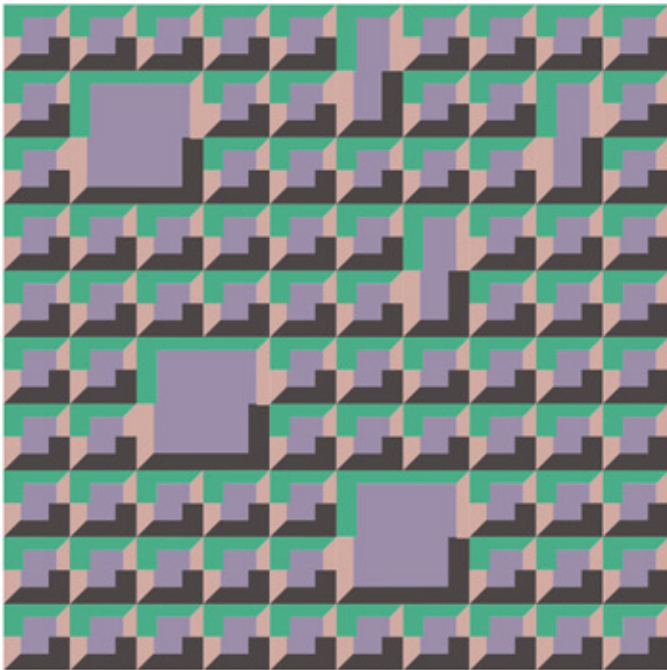
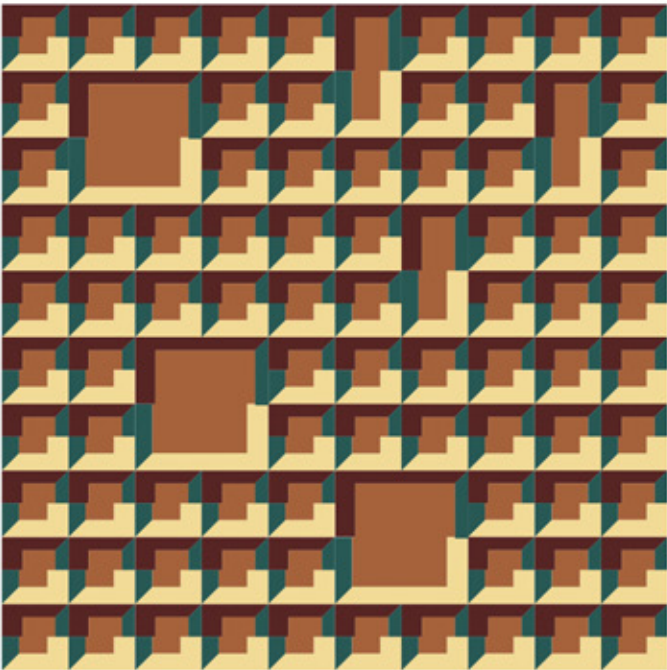
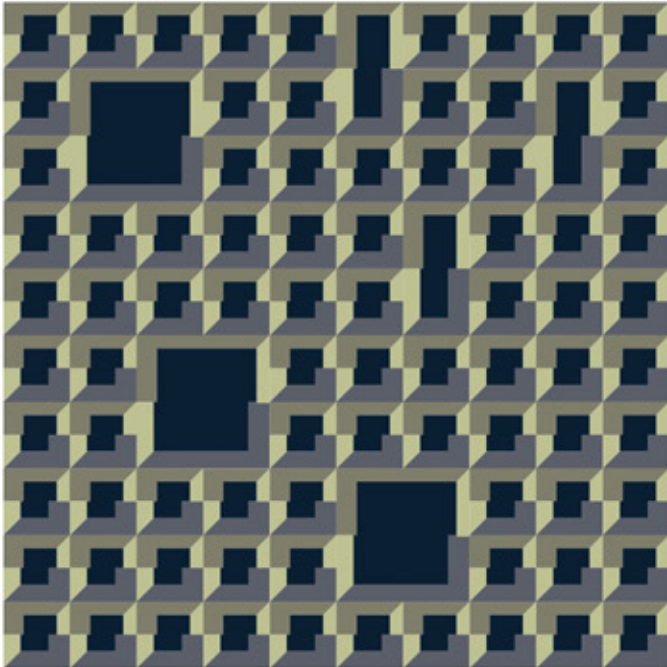
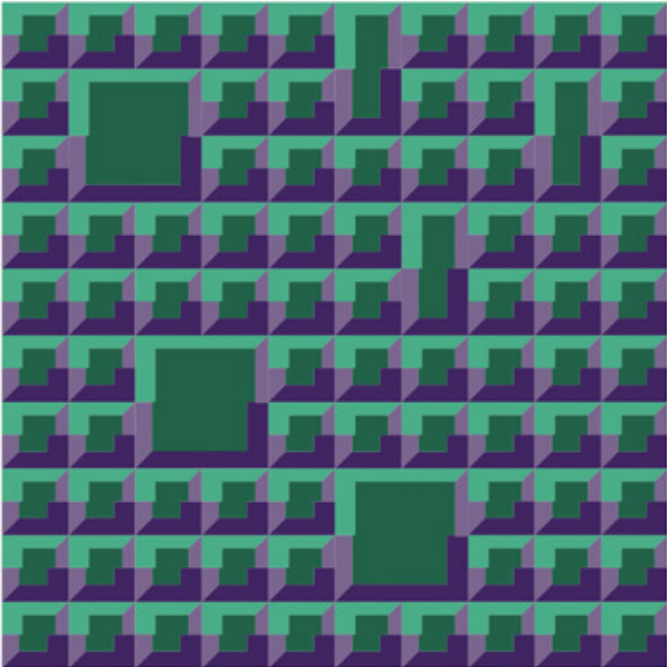




SPARSITY WALLPAPER

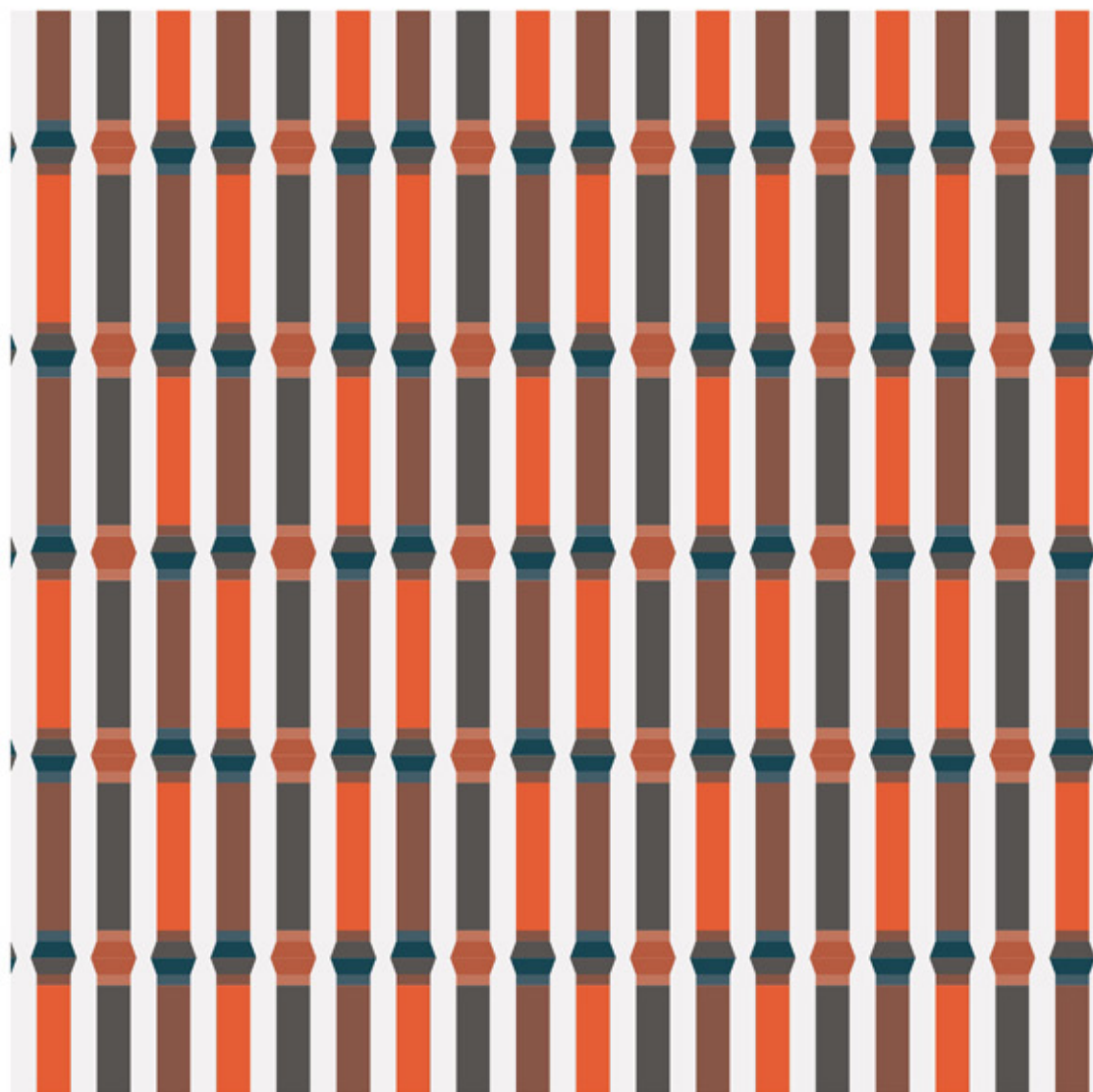


Enter another dimension with Sparsity. This paper print with a sharp look combines an optical pattern with glaring colors. Rich in composition, this print is also available in five colors.

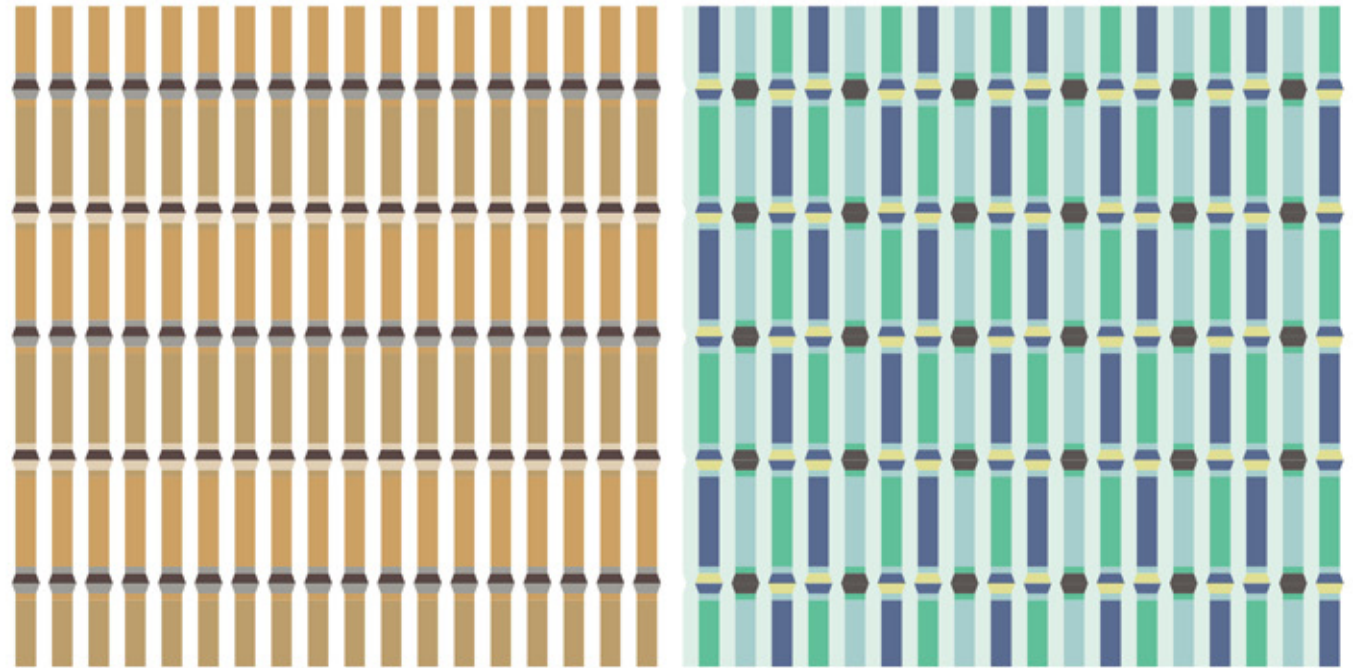




CAMEO WALLPAPER



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.

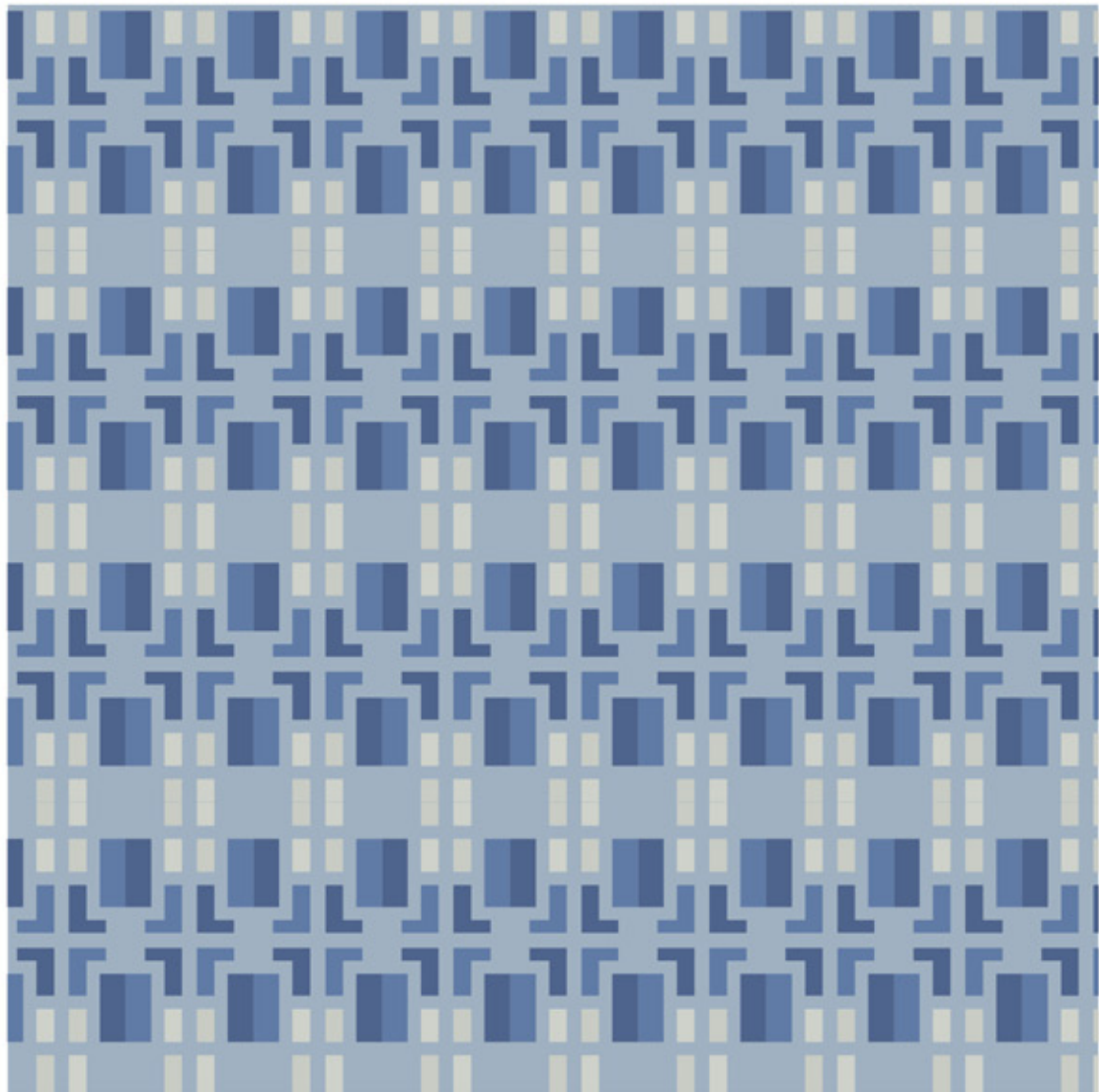




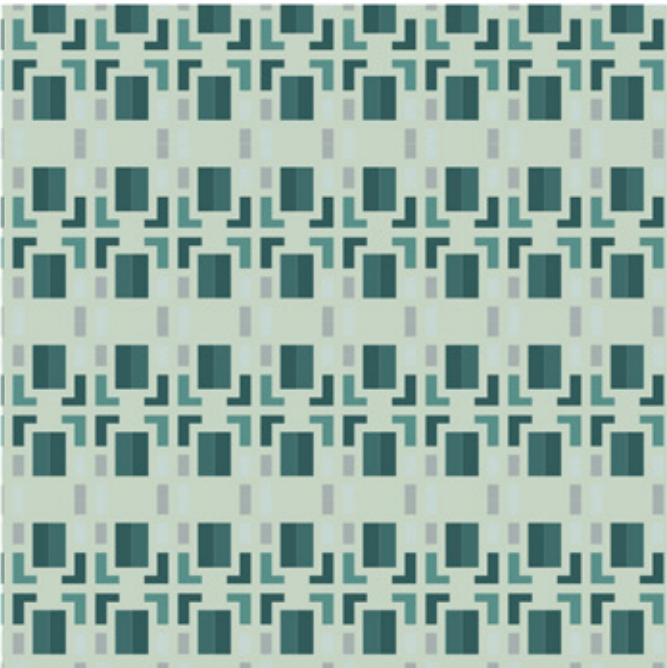
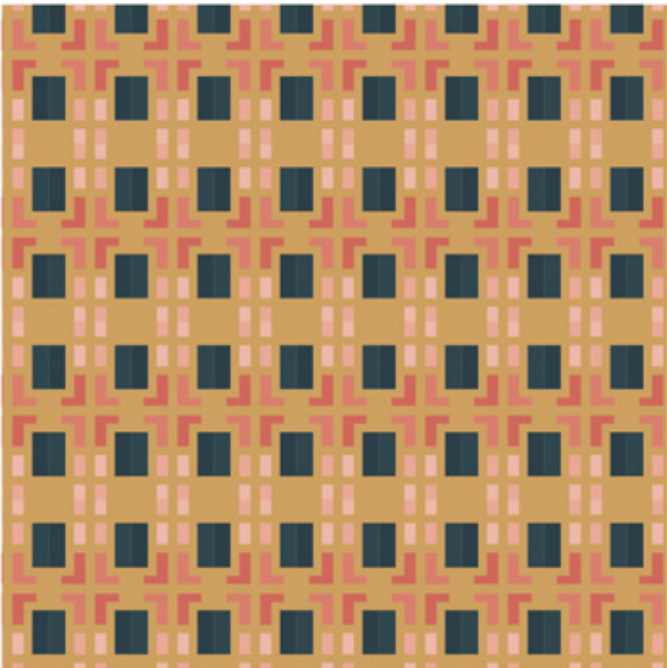
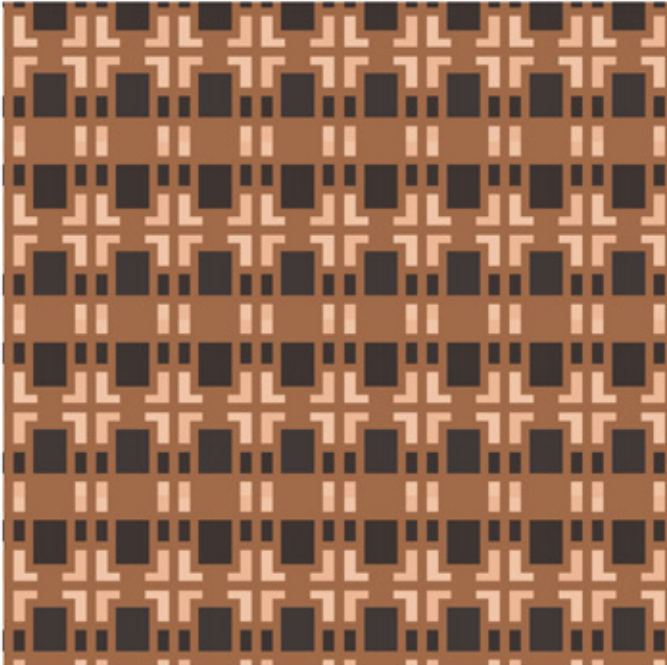
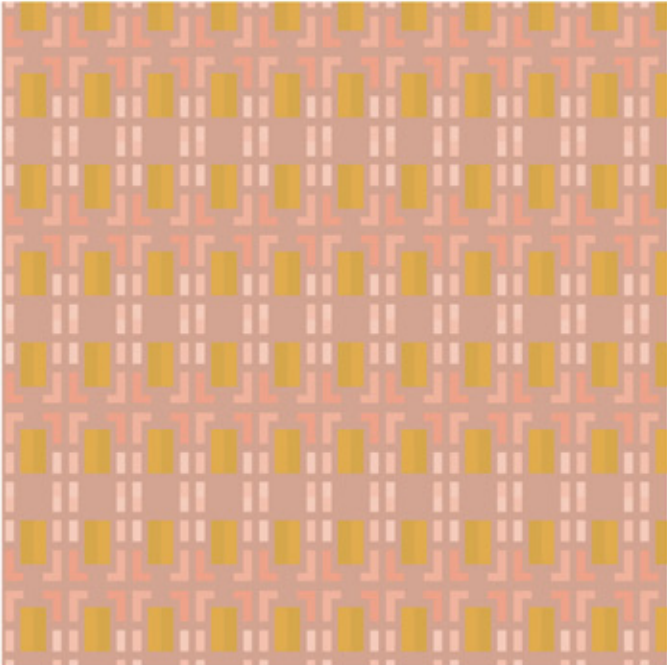




MARCHES WALLPAPER



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



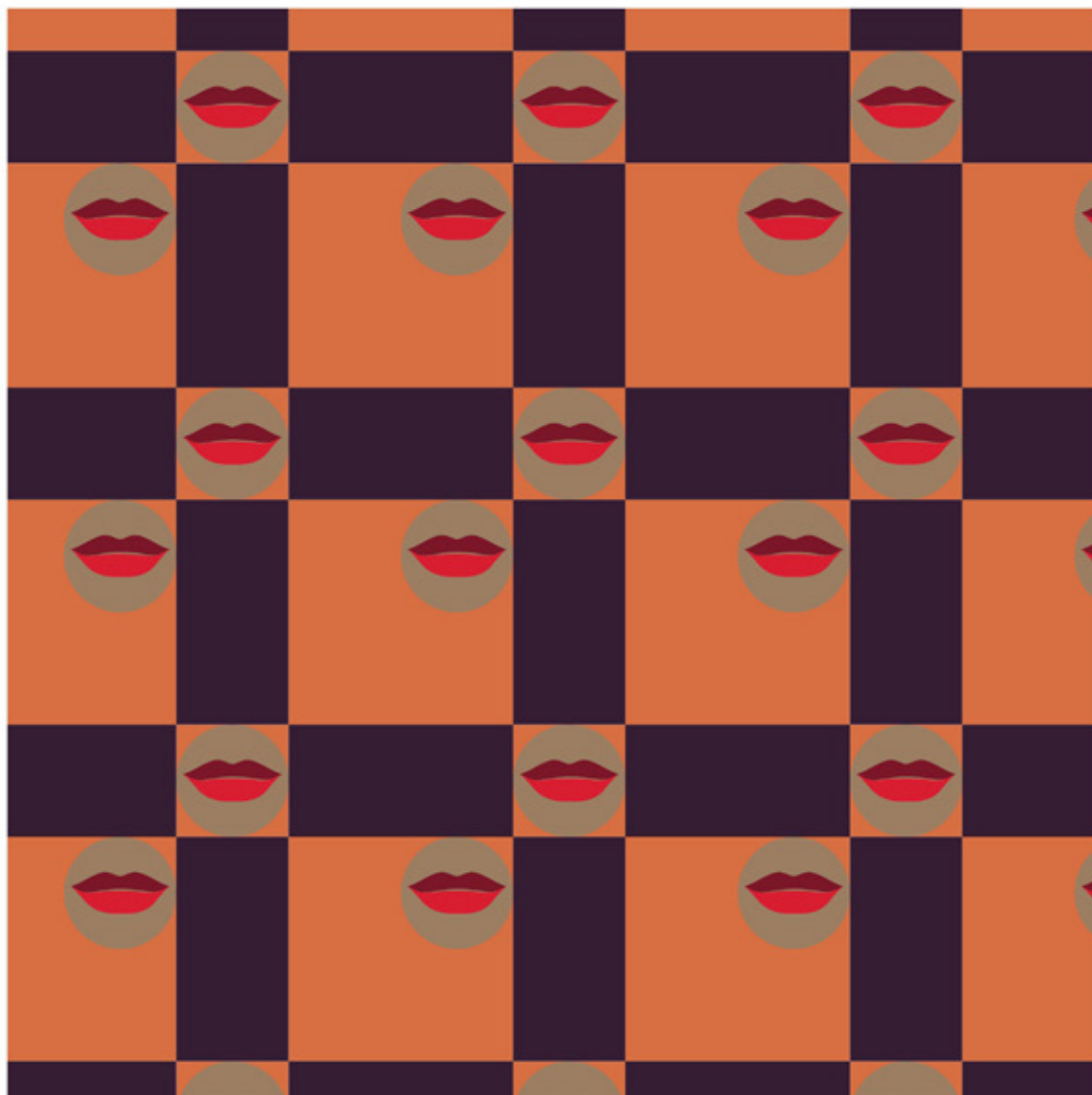
REBELLION COLLECTION



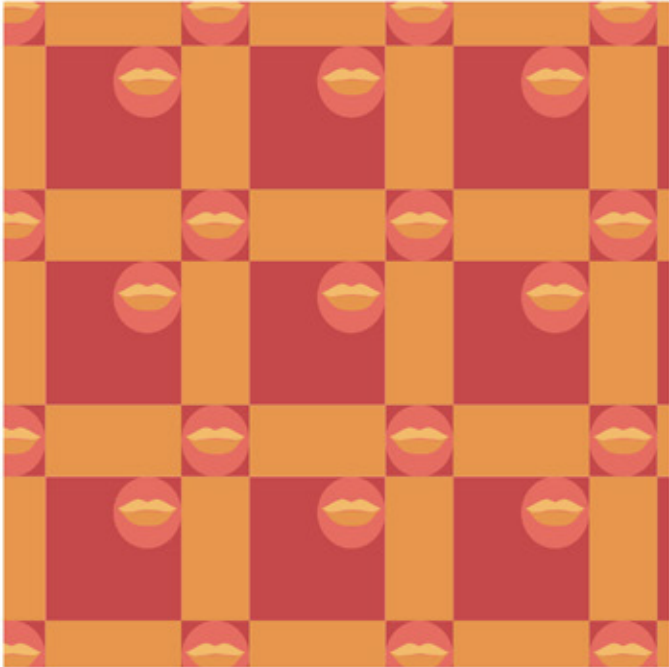
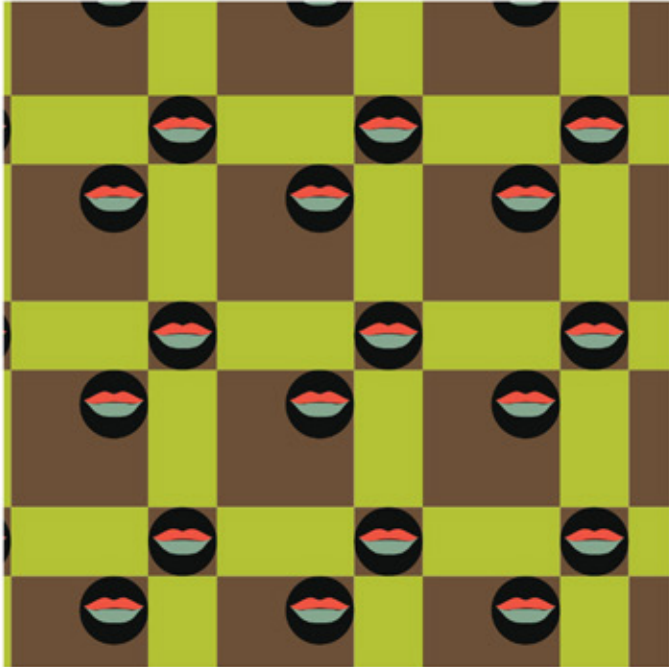
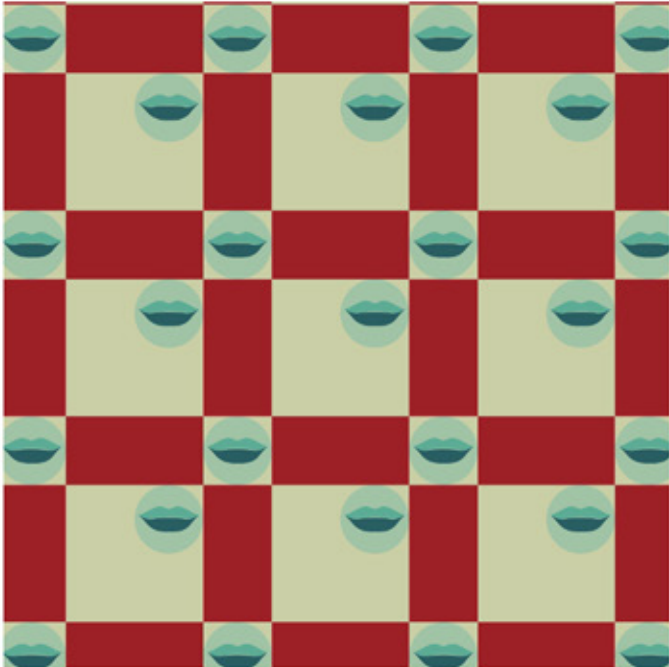
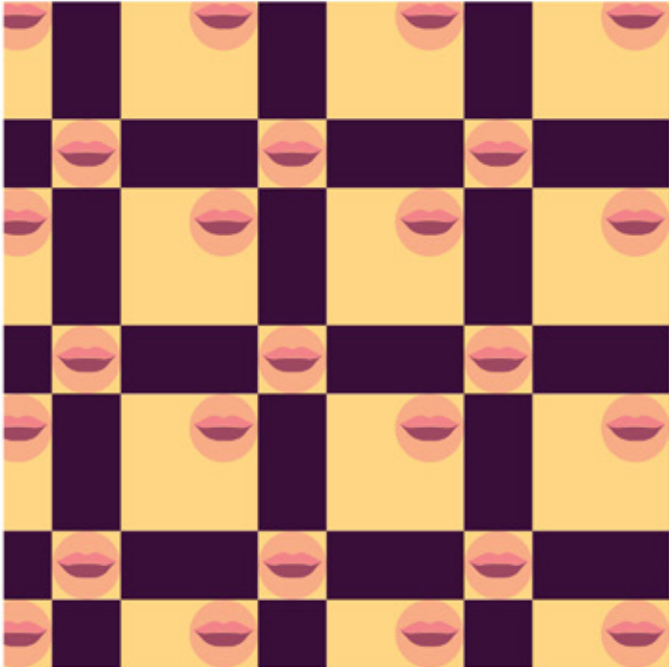




VAMP WALLPAPER



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.







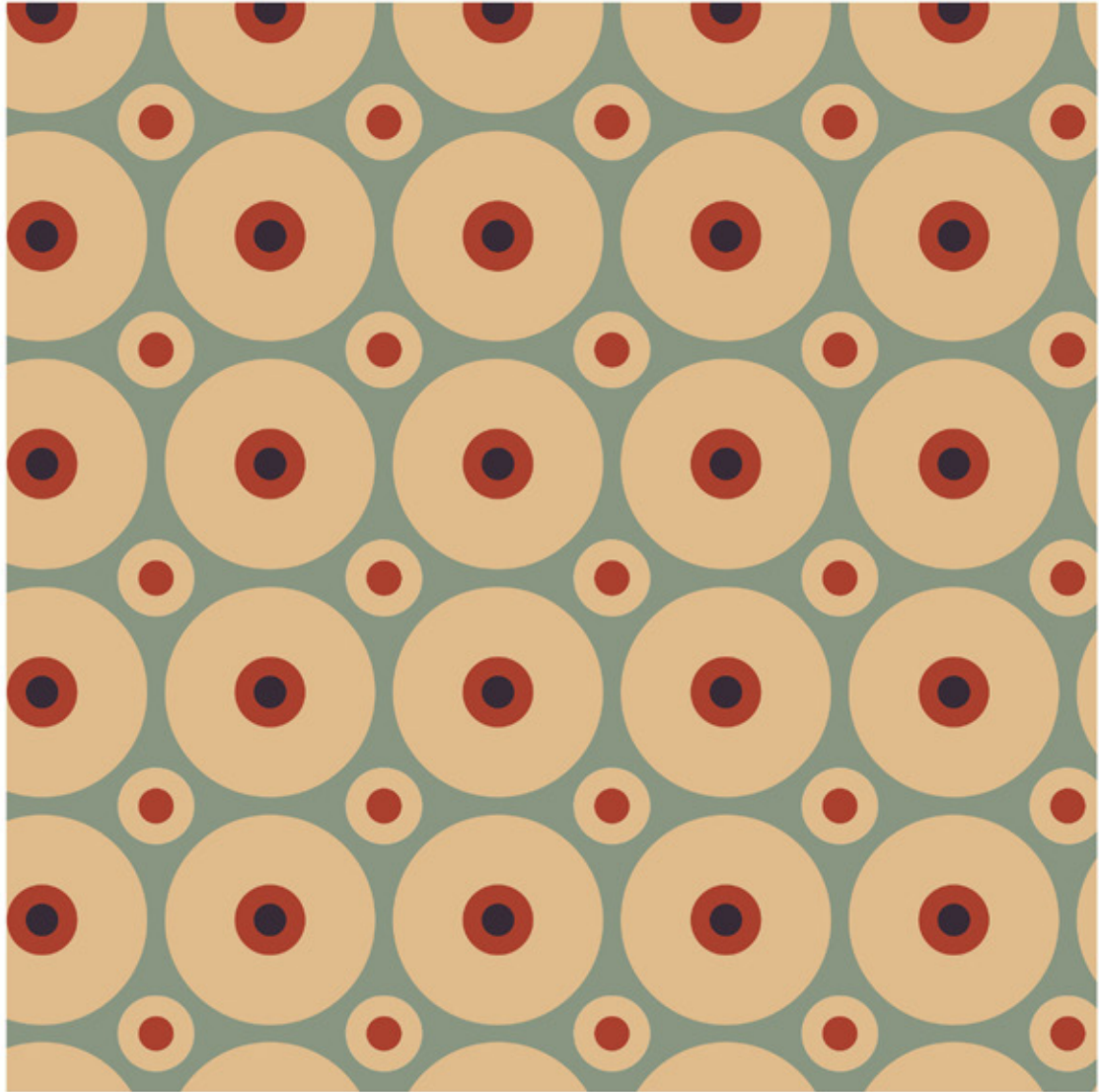
STAPES WALLPAPER



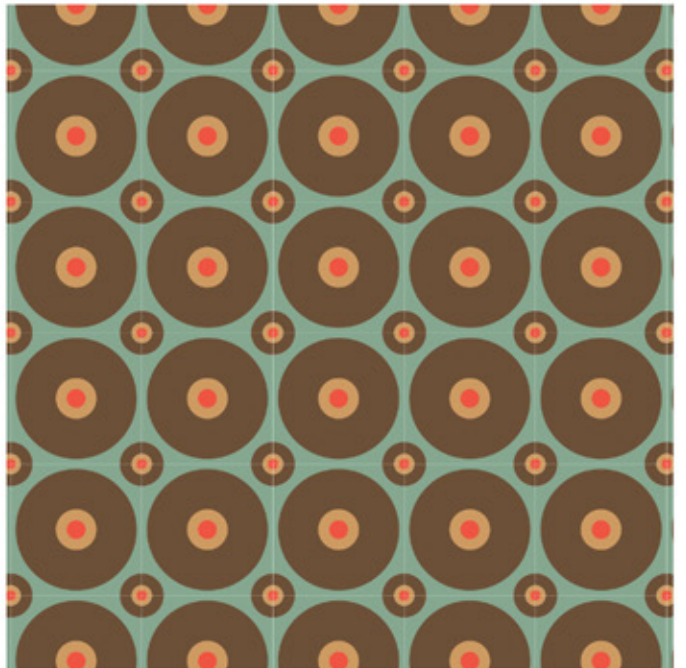
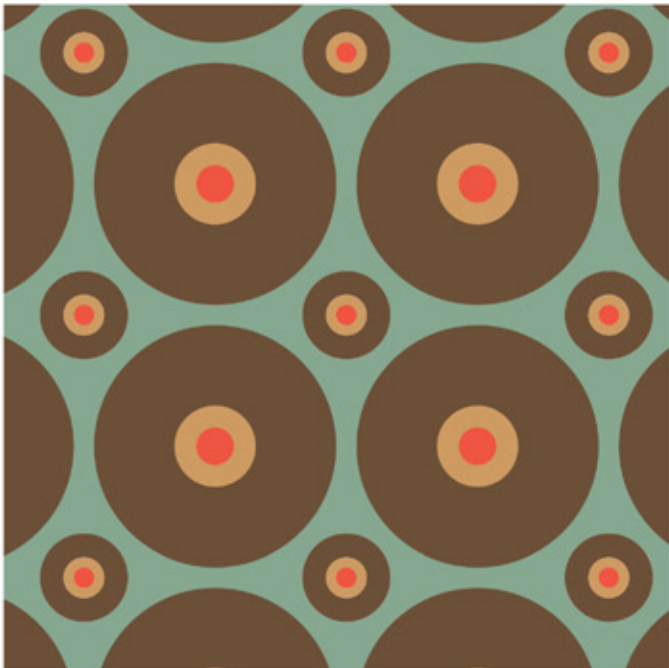
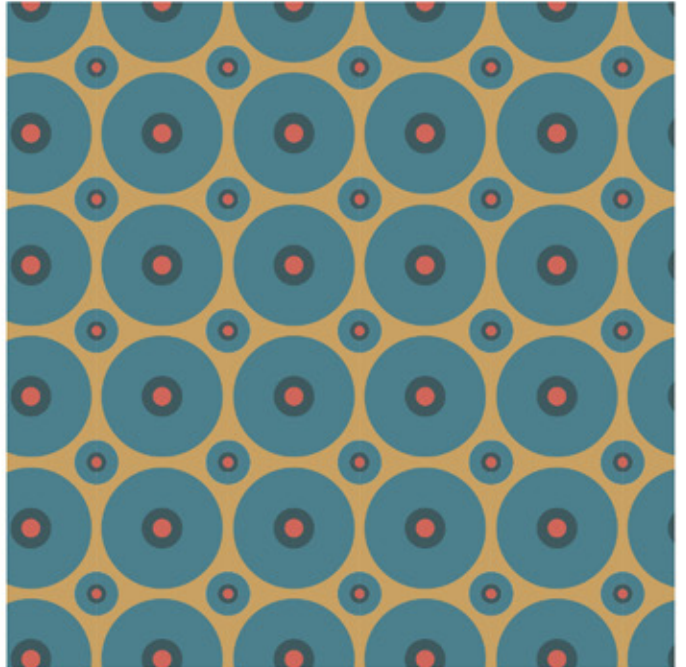
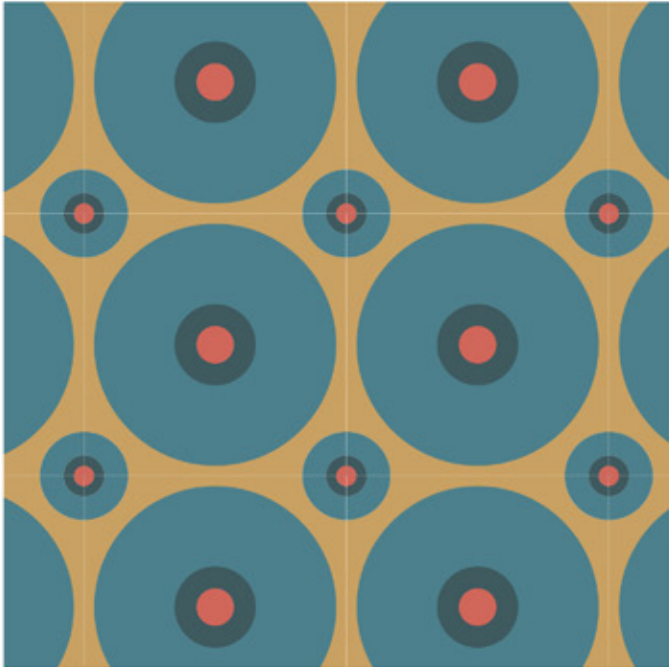
Hand illustrated symmetry work together to make the leg patterned Stapes both chic and sleek. Available in 4 colors.



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.







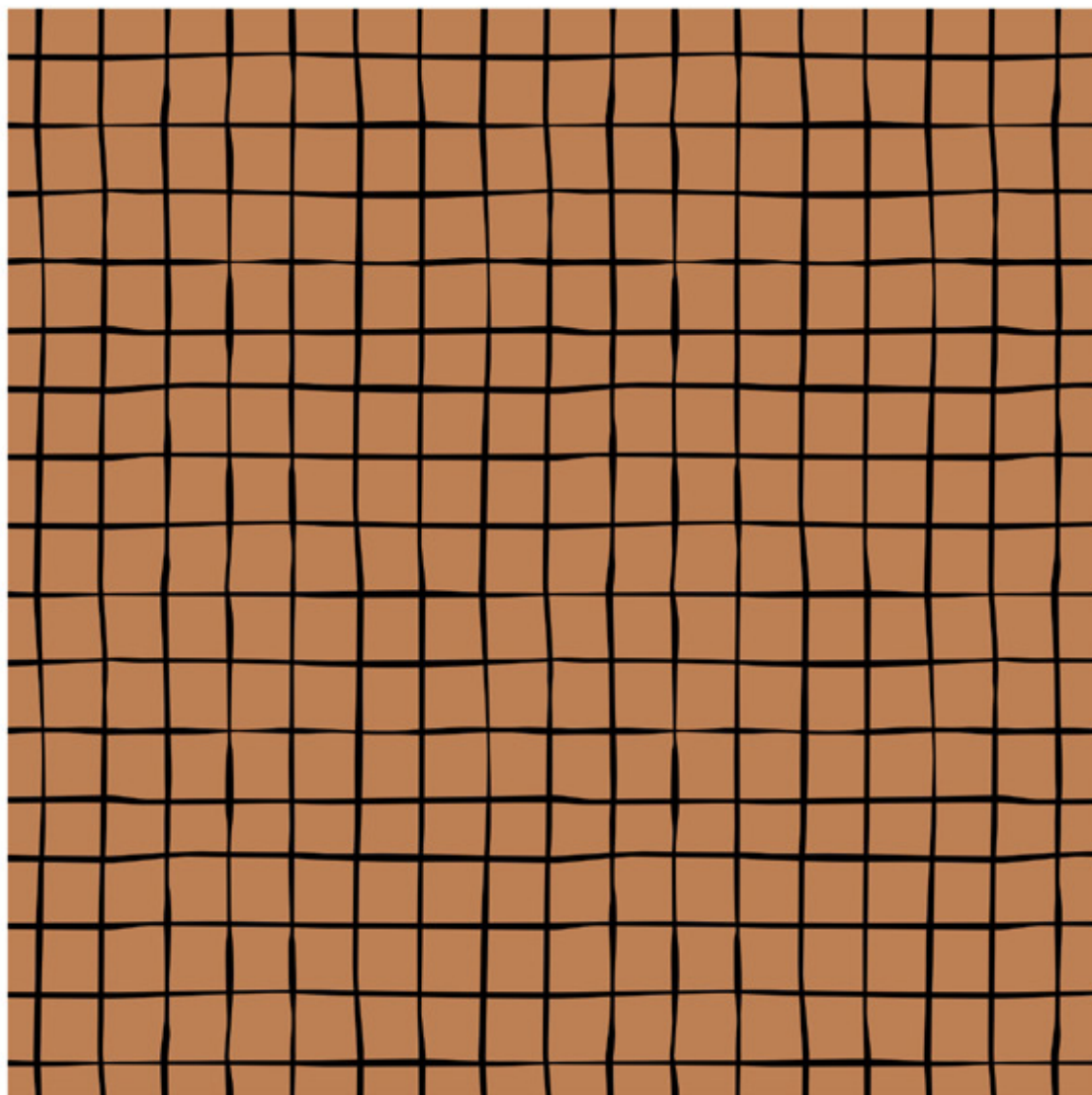
KARAMU COLLECTION



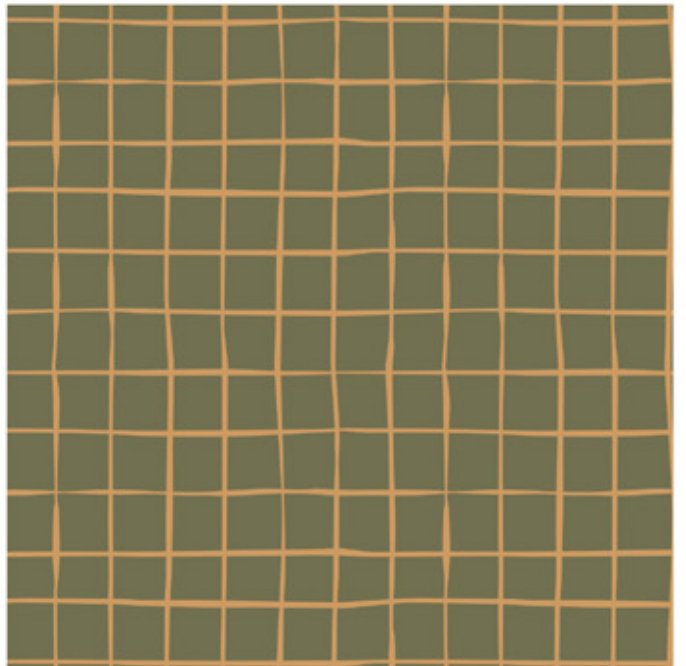
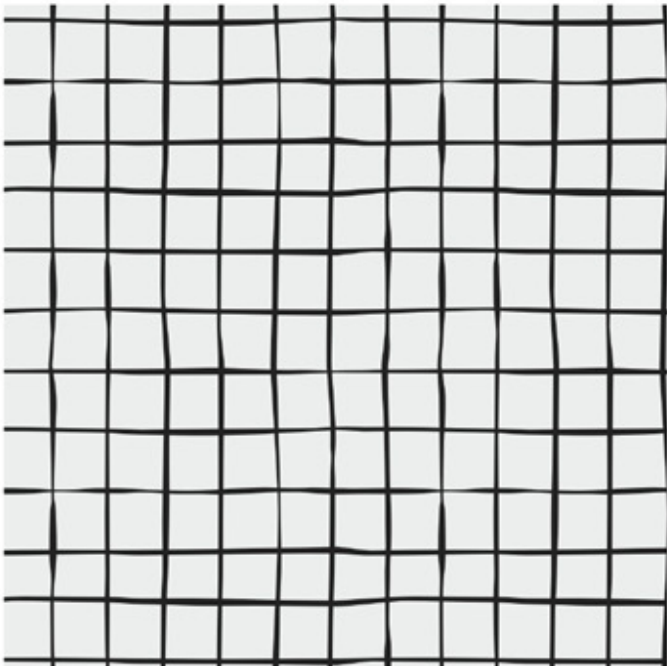
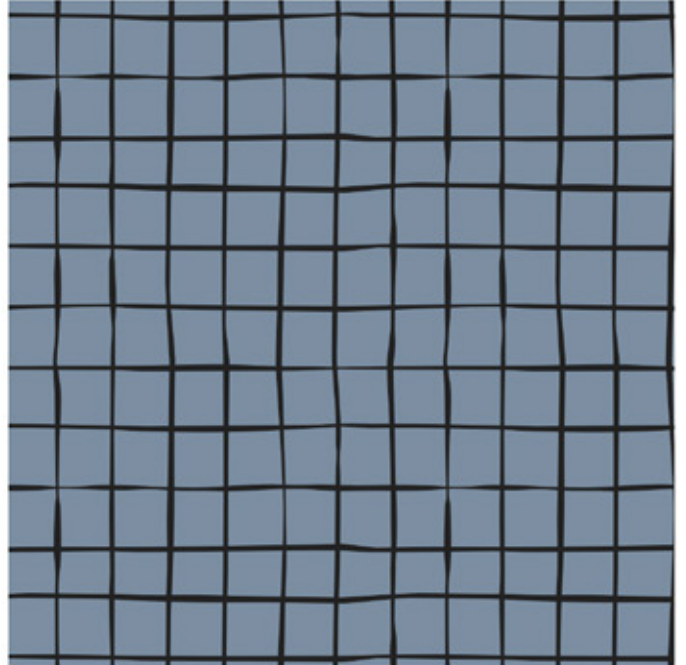
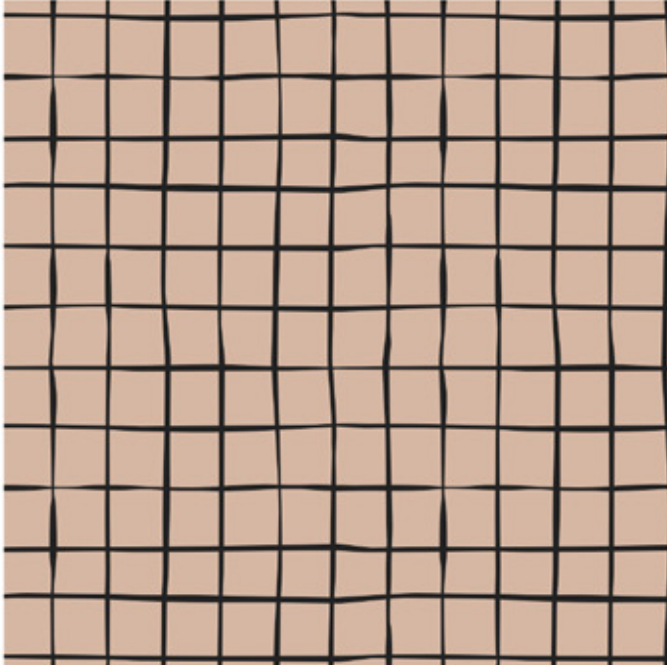


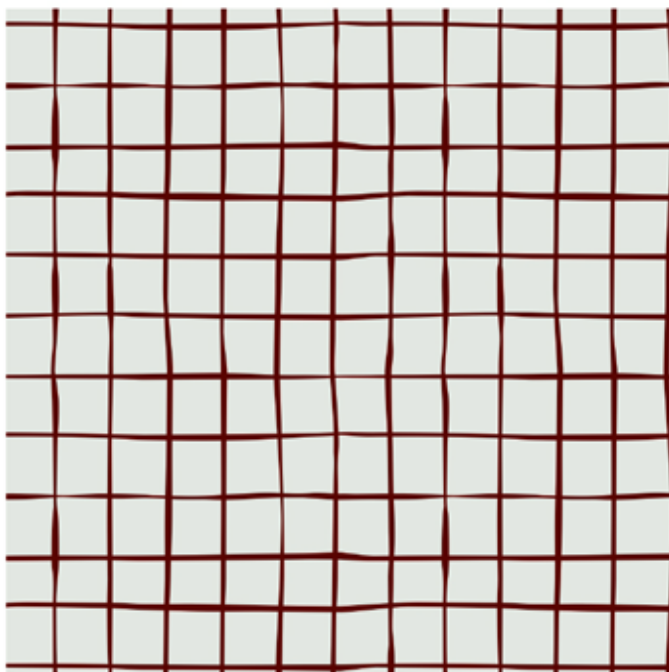
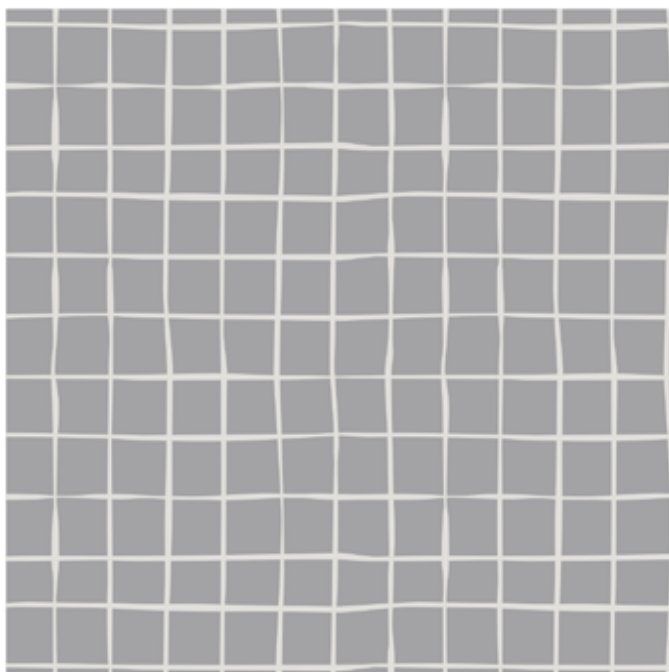


LURE WALLPAPER



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

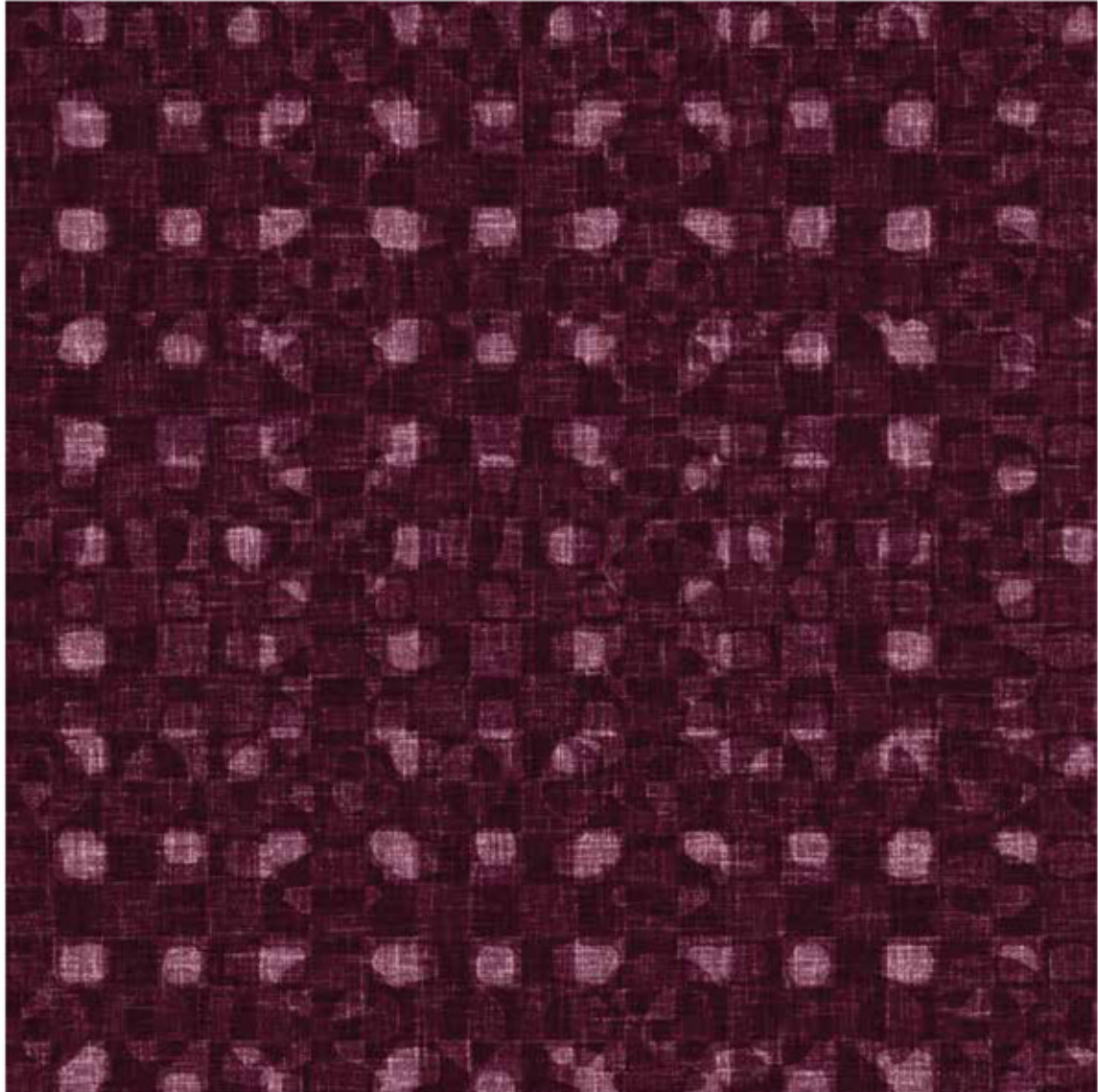




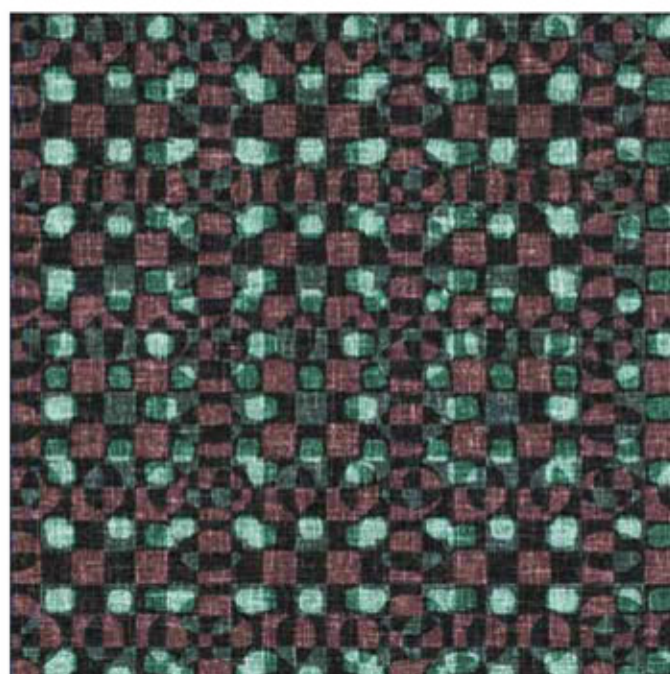
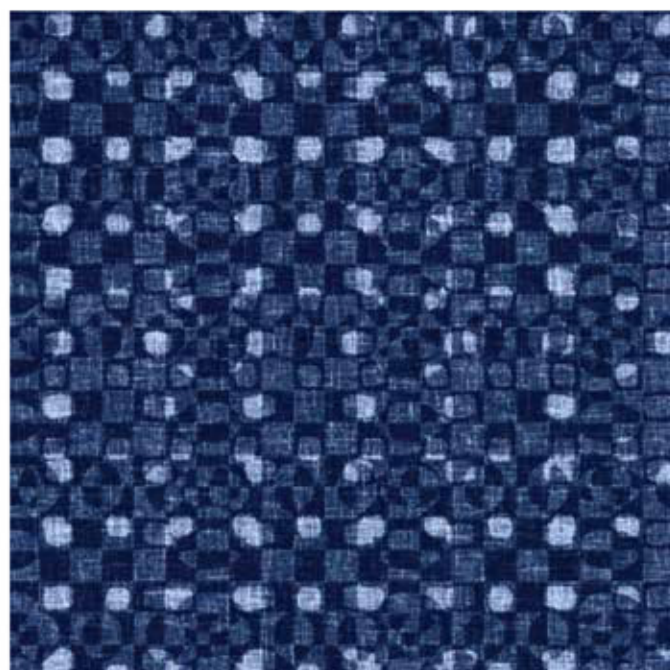




FROLICS WALLPAPER

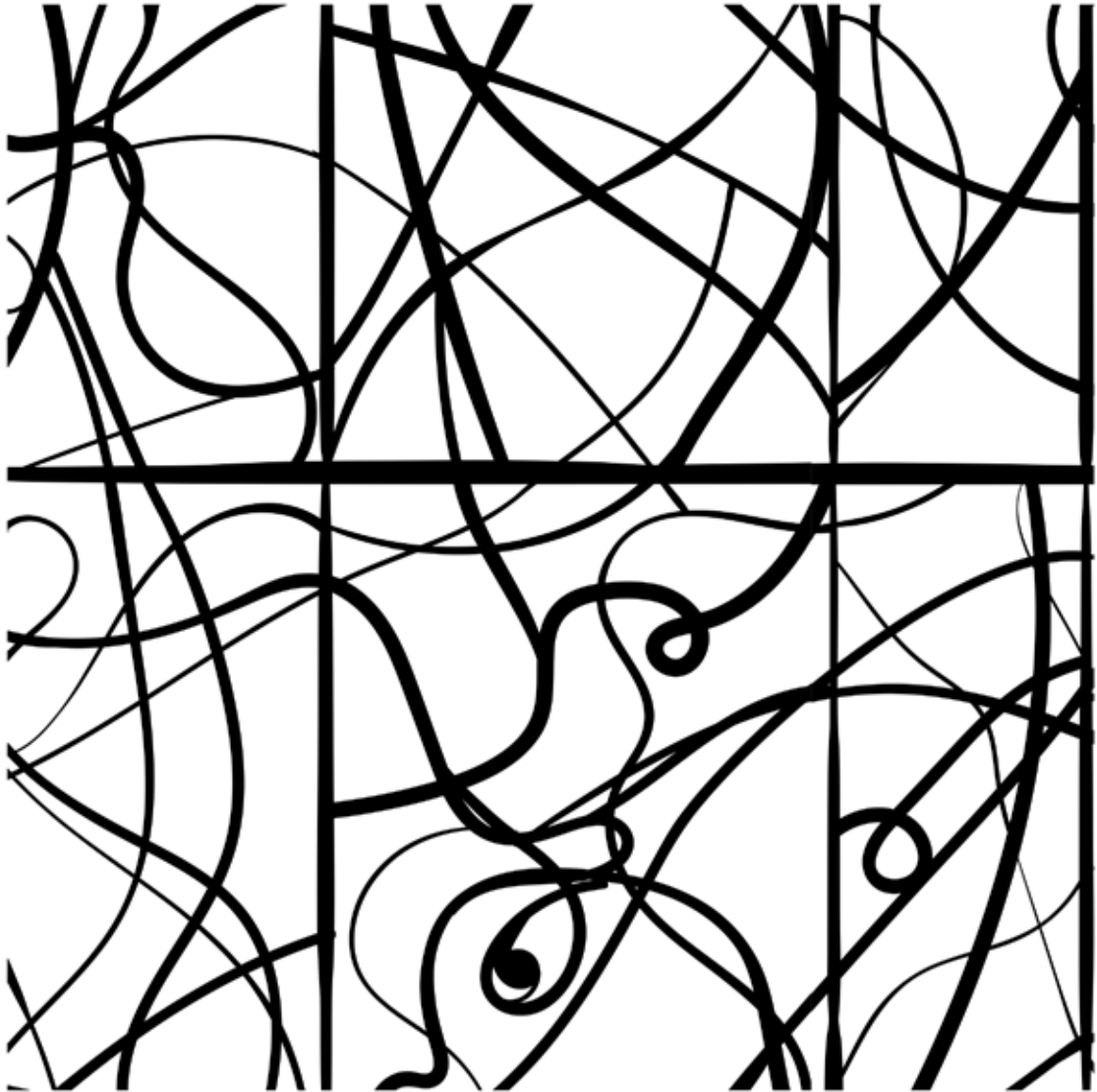


Frolics captures the senses with its unique scale and perfected pattern on a textured ground. The hand painted print Frolics comes in three fashionable color ways.

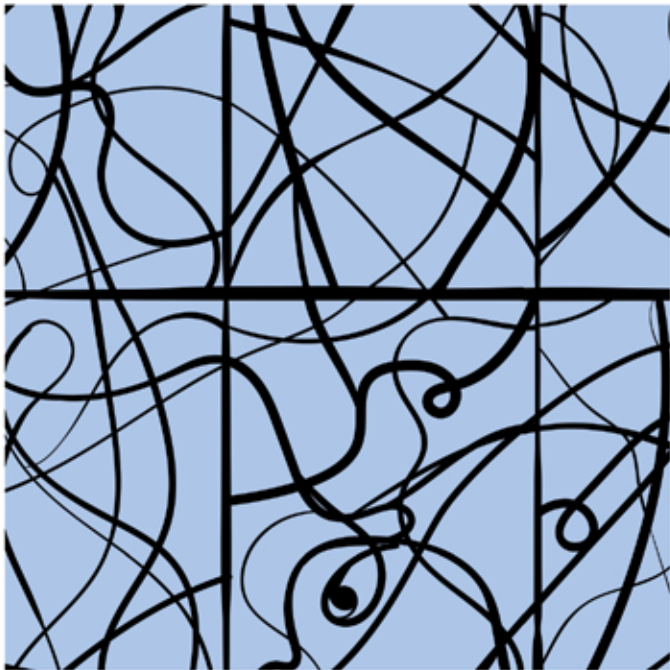


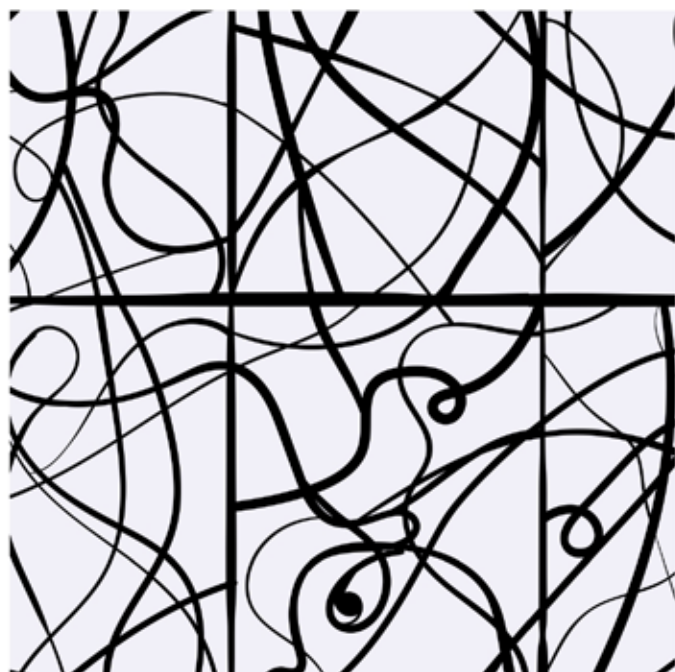


GROOVE WALLPAPER

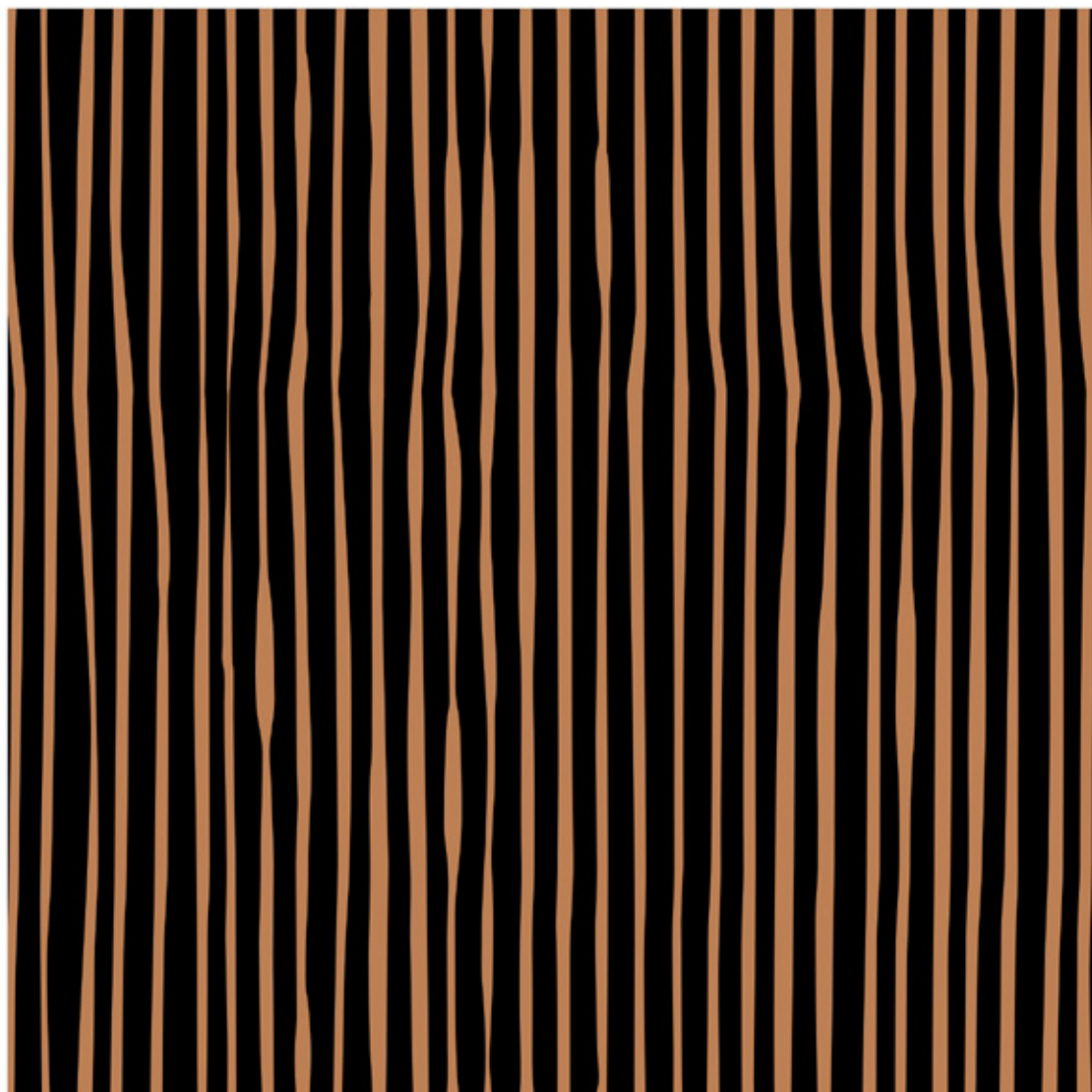


Where graphic art meets architecture, Groove is an abstract graphic print. The trademark hand painted pattern brings the expression of movement and texture to a room. Groove now comes in 8 fashion color ways.



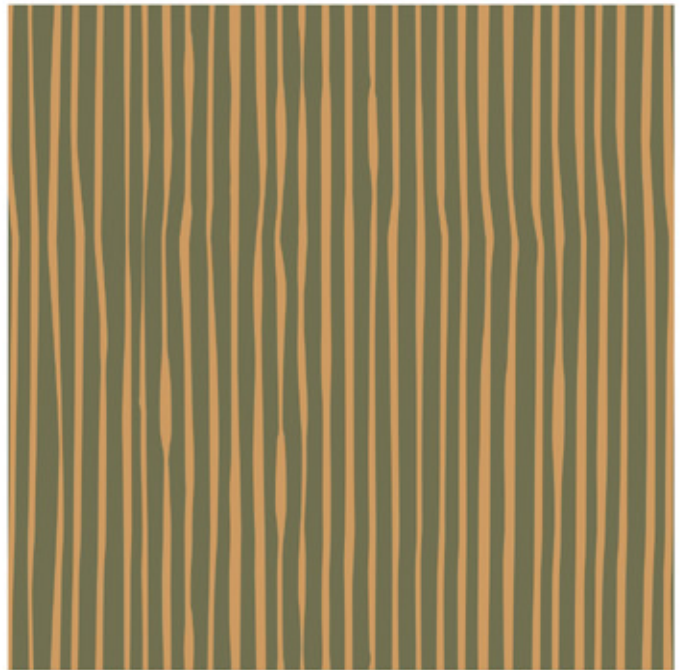
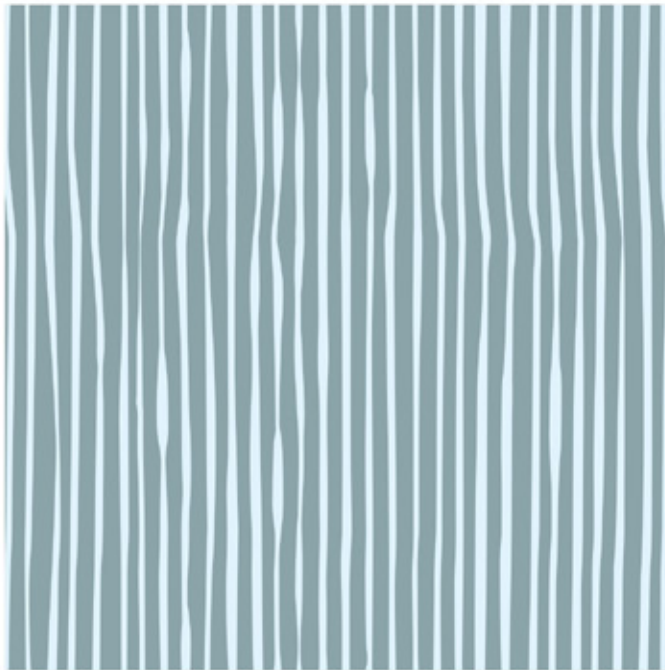


SCHISM WALLPAPER

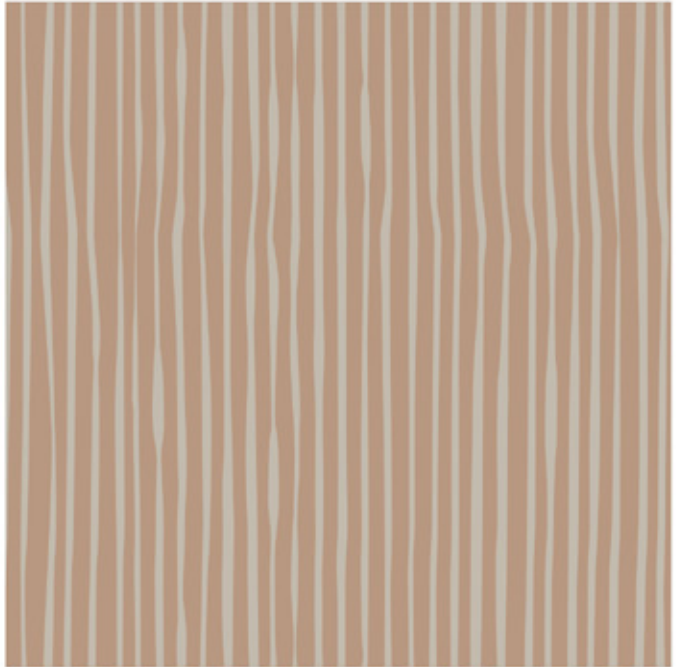
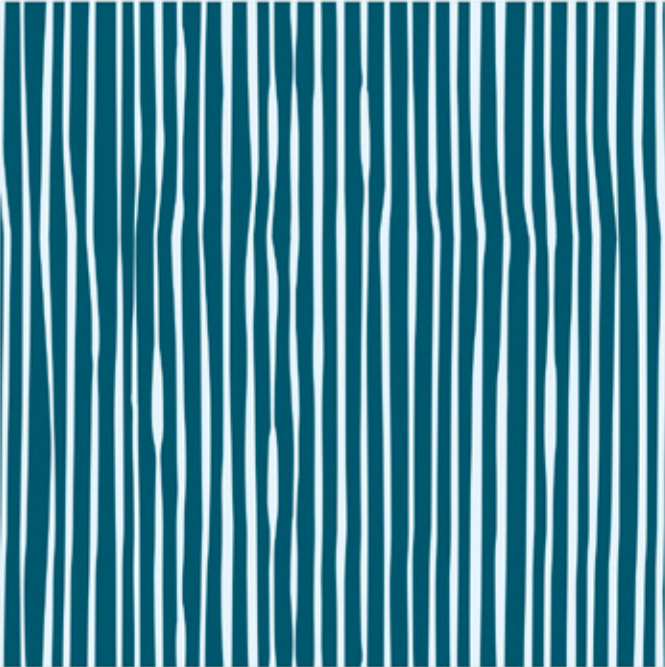


Schism, a print on paper, is the ultimate combination of abstract lines and graphic boundaries. Available in five striking colorways.











Mohamed Elmaghrabi

UNE POÉTIQUE PRAGMATISTE

Raq5 Media Collective: Casebook

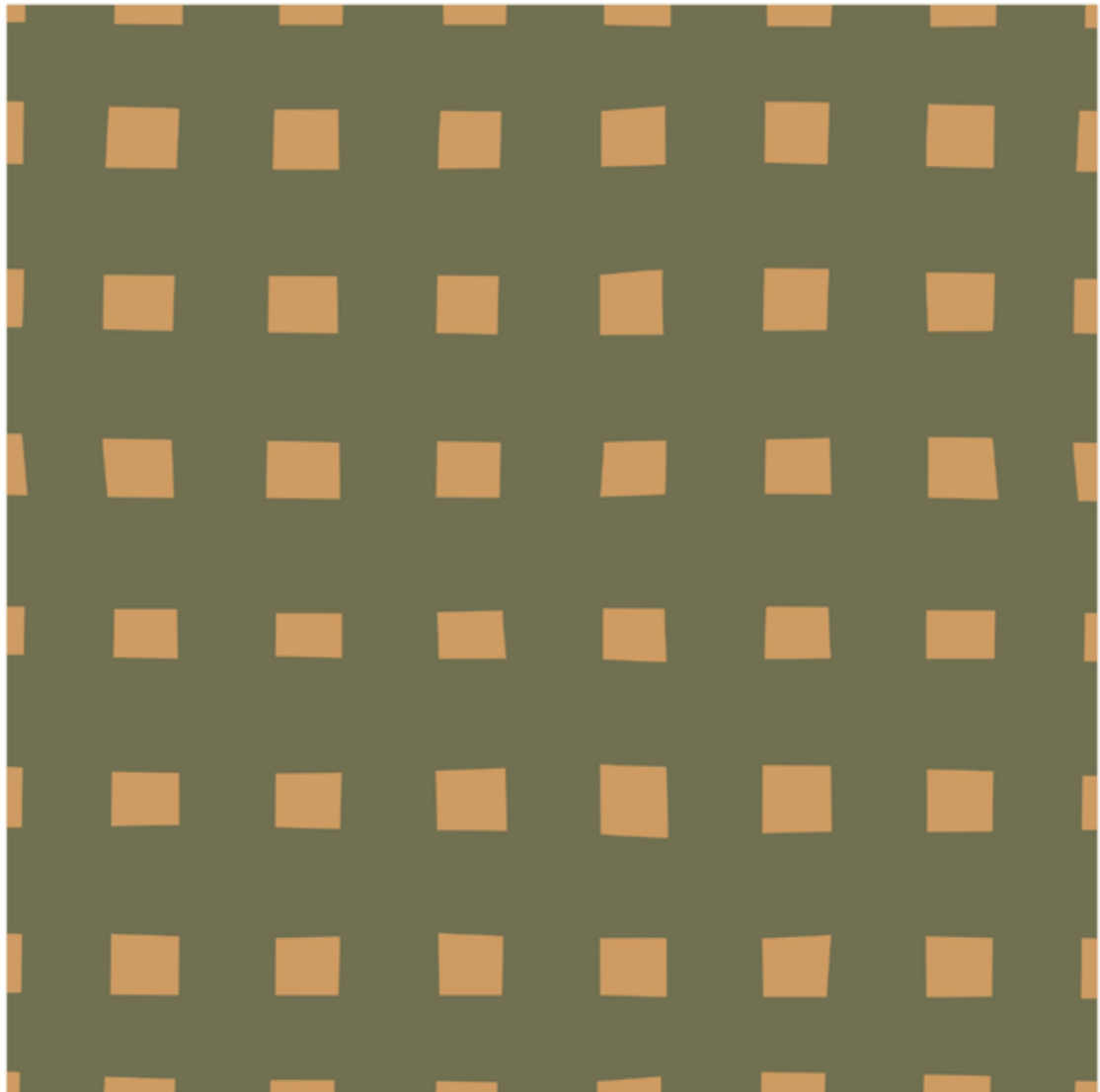
agYU

If / THEN - Chance, Uncertainty, and the Search for True Randomness

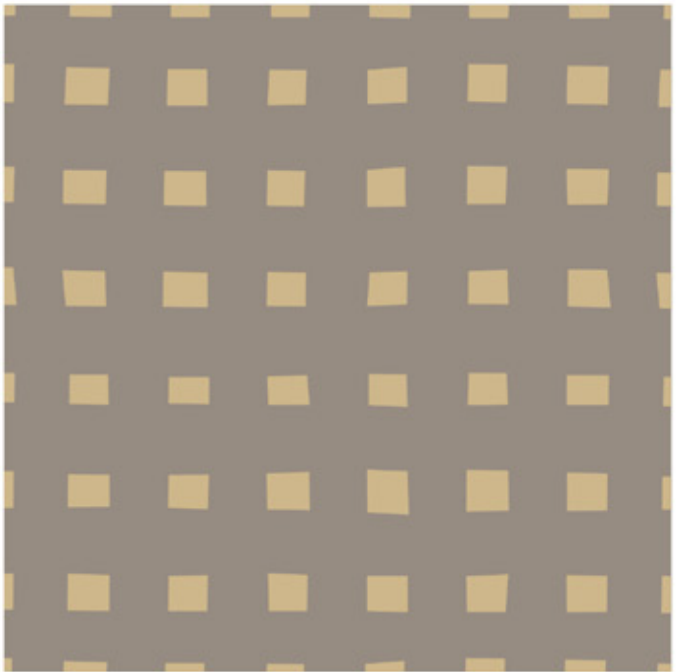
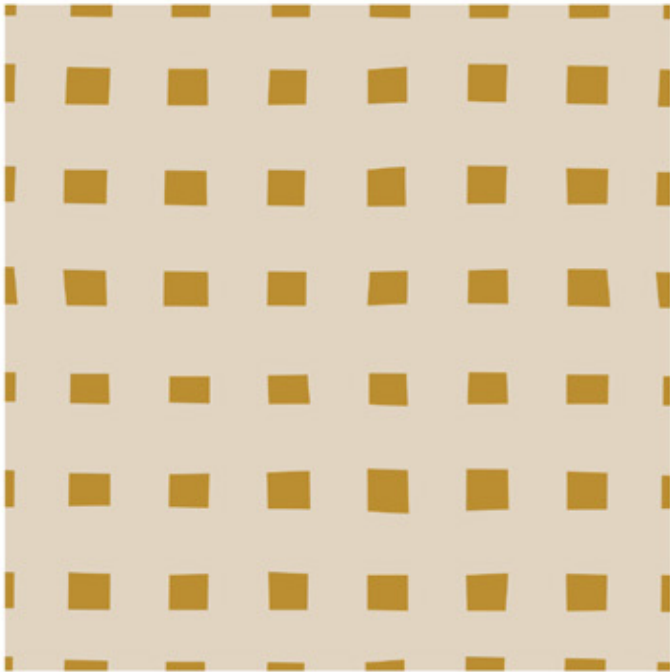
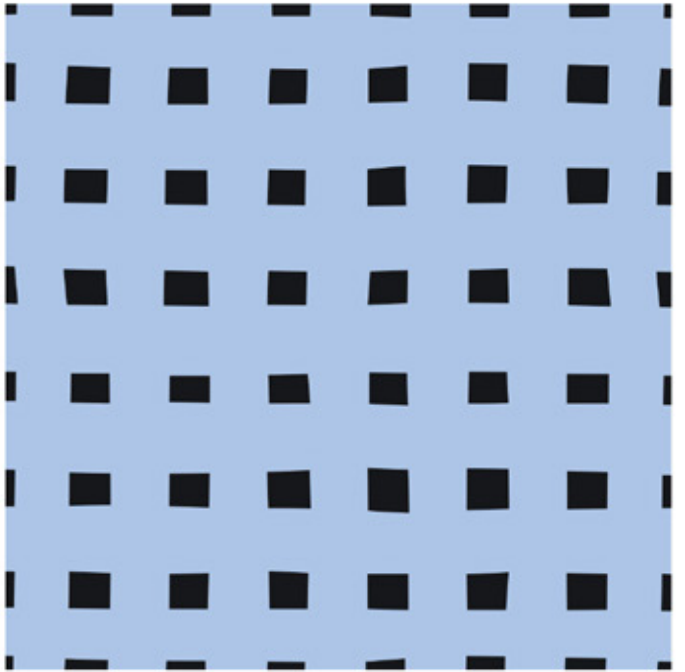
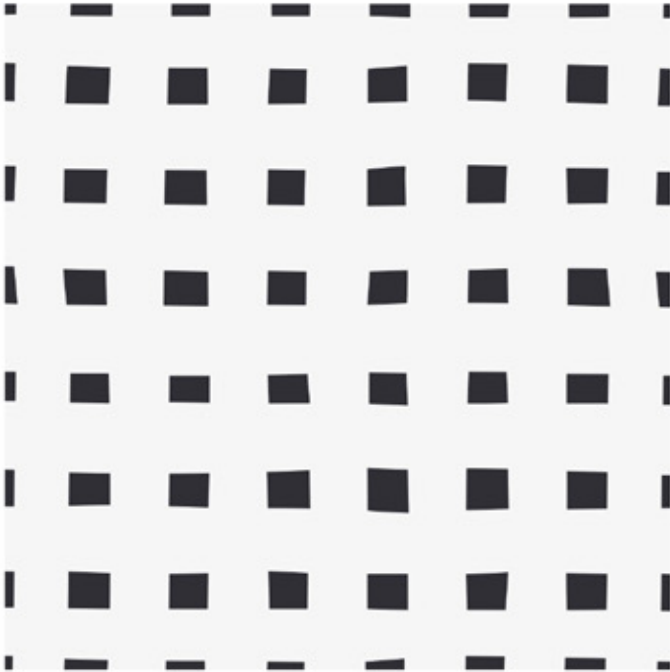
Kaz Oshiro

The Senses: Design Beyond Vision

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 primarily about narrating stories in various ways. It is significant because it contributes to our overall well-being and quality of life. We all aspire to live in more beautiful homes that reflect our identities.

WHEN DESIGNING AN INTERIOR, WHAT ARE THE MOST IMPORTANT CONSIDERATIONS?

The foremost consideration when initiating a project is addressing the client's needs and desires. This is achieved through extensive questioning and attentive listening. We aim to understand their vision, how they intend to inhabit the space, their color preferences, and the desired experience. Frequently, we encourage clients to envision things they love in their homes, whether it's a yacht or a luxurious suite. This process aids in creating what we refer to as the client's program, outlining how they wish to live in their home. Personally, I draw inspiration from architecture, but I always infuse a room with my unconventional touch.

WHAT INSPIRED THE DESIGN BEHIND YOUR WALLPAPER COLLECTION, AND WHERE DO YOU GENERALLY FIND INSPIRATION?

Wallpaper holds a pivotal role in any space. The right wallpaper can even infuse a room with sensuality. I have consistently been passionate about graphic design and its influence on interior design. This collection is the culmination of numerous intersecting points of interest and inspiration that I've amassed throughout my experiences working on various projects. Inspiration is abundant, often stemming from organic forms found in nature, heightened awareness, gallery visits, and collaborations with diverse artists.



TELL US ABOUT YOUR WALLPAPER COLLECTION.

This collection spans different eras and approaches, blending classic modernity with iconic designs. Each design possesses a distinctive character and complements others in various ways, encompassing both traditional and modern styles.

HOW DO YOU SELECT COLORS AND HOW DO THEY INFLUENCE THE FUNCTION?

Color holds immense power, capable of evoking a wide range of emotions. For instance, if someone desires a cheerful and fresh ambiance, shades of white are ideal for them.

WHY IS WALLPAPER IMPORTANT, ESPECIALLY IN HOMES, RESTAURANTS, AND PUBLIC SPACES?

There is nothing more captivating than beautiful wallpaper paired with suitable lighting. It genuinely transforms the atmosphere and energy of a space, adding a touch of glamour. Each wallpaper design possesses its unique personality, becoming a distinct character within the space. If you intend to convey a specific narrative, wallpaper is imperative.

DOES THE SCALE OF THE PATTERN MATTER IN WALLPAPER?

Absolutely, the scale of a pattern is crucial. Our new Cassata pattern, for instance, features a large-scale print that presents differently in other scales. This pattern exudes a refined and delicate feel at a larger scale, while at a smaller scale, it appears less of a statement and blends into the room with a more subtle personality.

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

While conventional choices such as wall painting and familiar wall coverings always work, I relish breaking the rules and experimenting with unexpected choices. This adds spirit and authority to a room, allowing for creative risks.





INQUIRIES

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