

SEIFELDIN MEDHAT







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.

THE STORY

This collection takes a closer look at how interconnected all matters of existence are; both physical and metaphysical universes are in constant dialogue, forever nurturing their intimate pre-eminent bond.

This whispered dialogue presents itself as a ripple of impressions that in due course leave within us an engraved mark, an unseen but very tangible memory, an impulse that resides. Wedded to each other, these imprints create an amorous tune that resonates within us like a song once heard.

Using the abstracted notion of imprints, this collection brings impression to perception with a tessellated play on pattern color and scale, enkindling the 'sensus' once again.

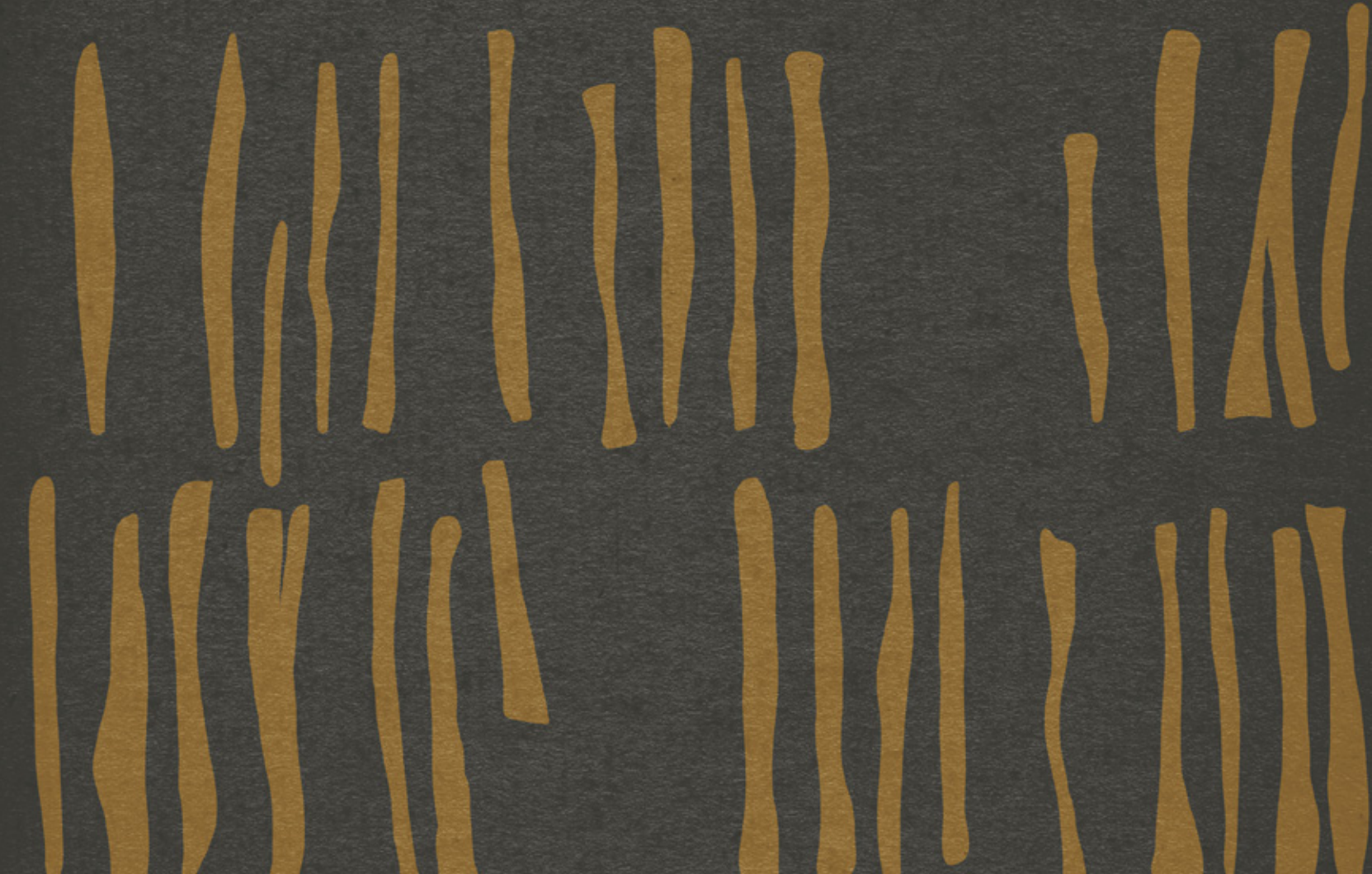




ETERNITY COLLECTION







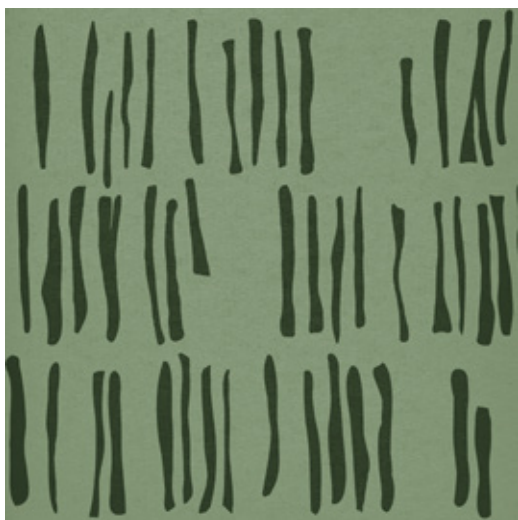
BARK WALLPAPER

Proven to have evolved to protect and retain moisture; a tree's most important resource, bark has come to symbolize the act of "fortifying ones most sacred values"; be it one's well-being, family, or restful sanctuary.

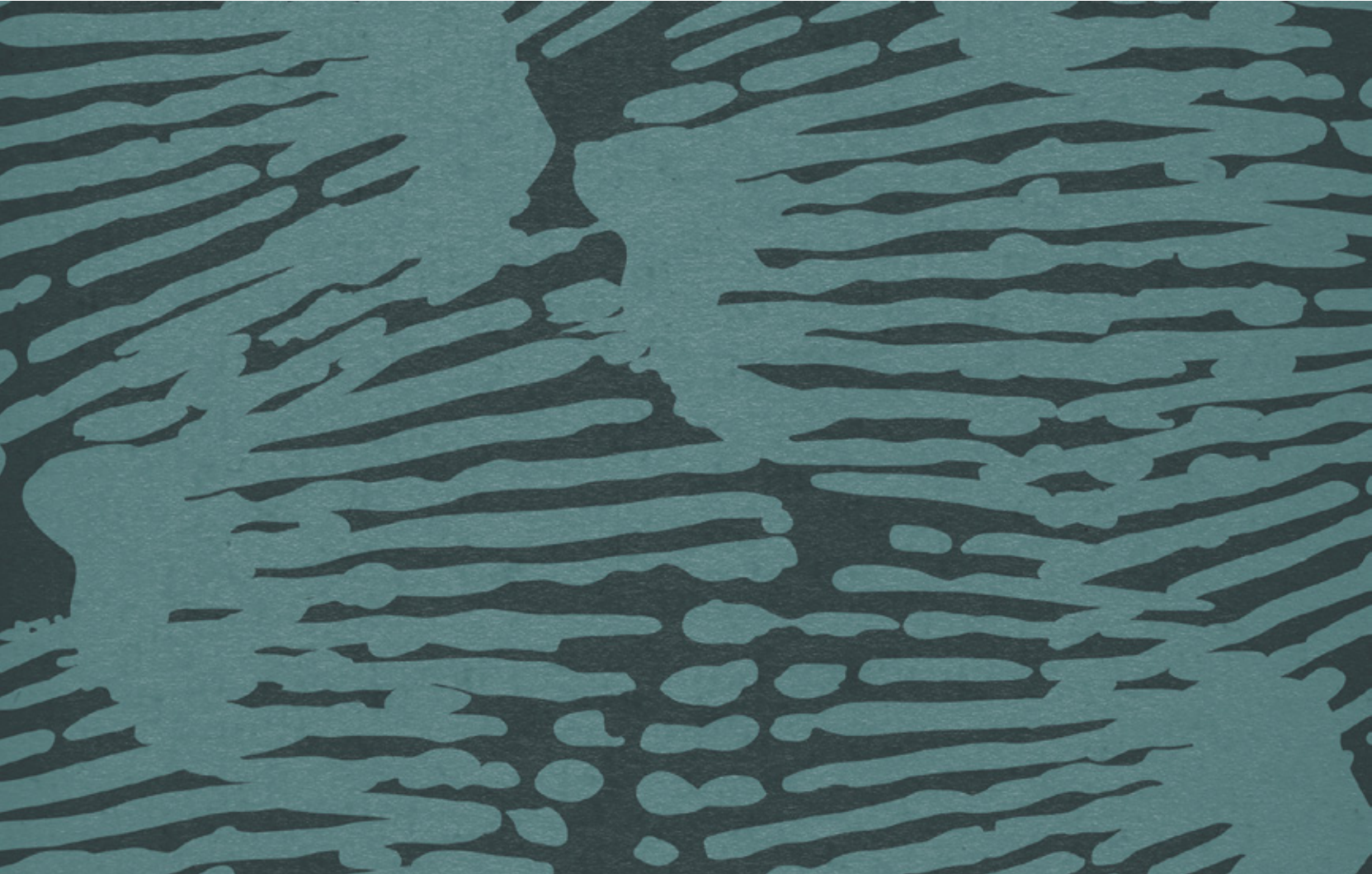
Bark is the emblematic synonym of a safe haven.

Bark print juxtaposes the raw with the refined in this generously-scaled faux bois pattern. Available in ten fashion-forward options.







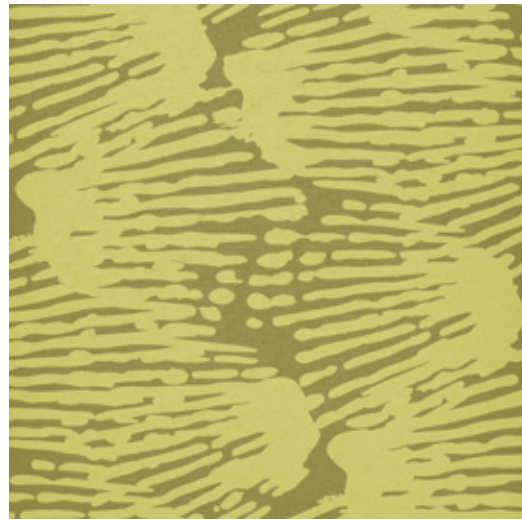
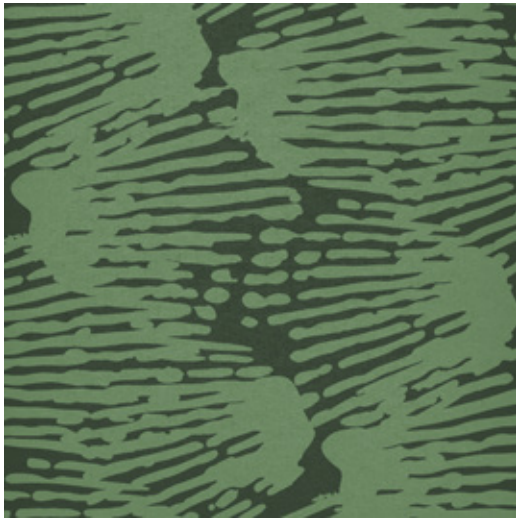


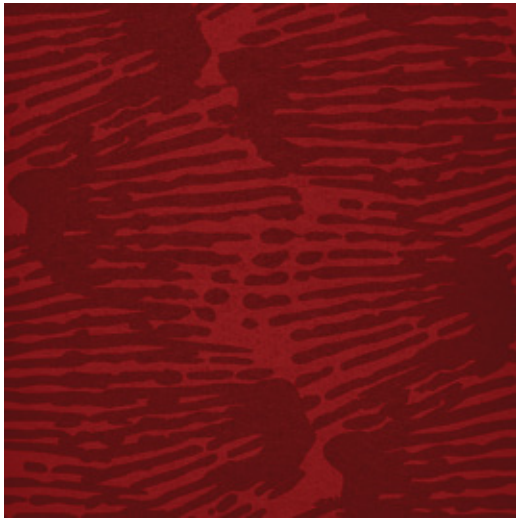
FLUKE WALLPAPER

Fluke is a direct ode to the whimsical journey a sea shell makes from deep within the oceans bed to washing up onto the shore and into your hands.

The Fluke ink-blot pattern walks the fine line between a fashion print and a textural solid.

The movement of this ridged shell graphic evokes the senses, while the oversized scale maintains its status as an approachable staple. Available in twelve color editions.





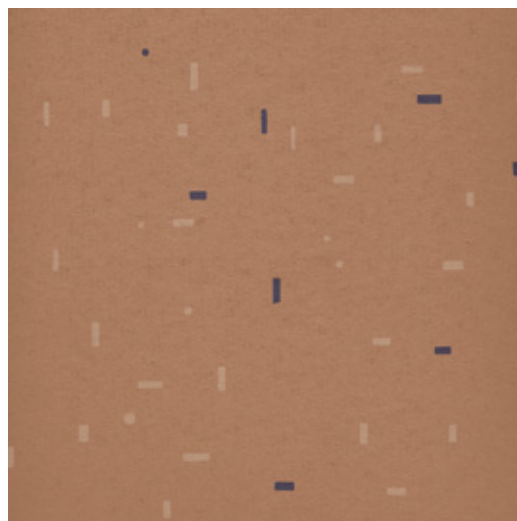
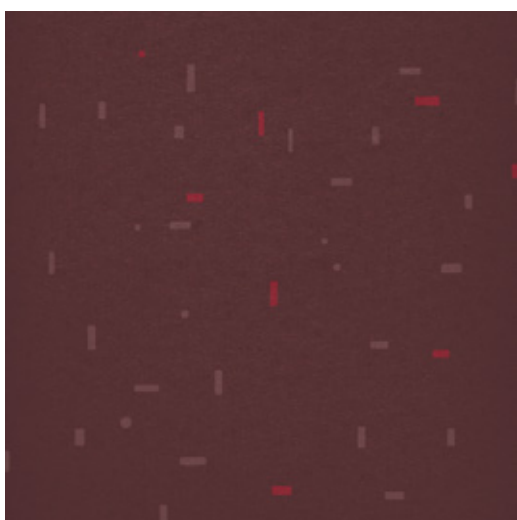


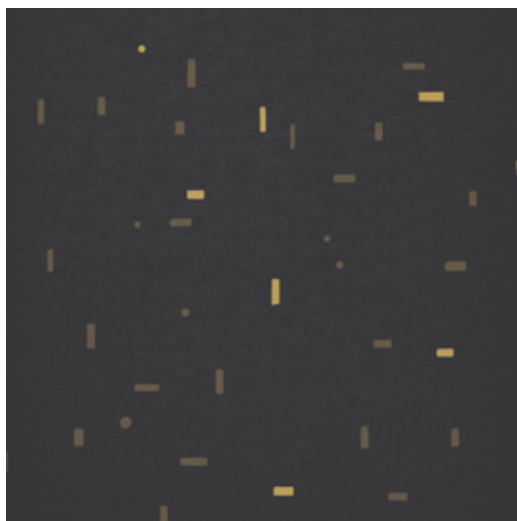
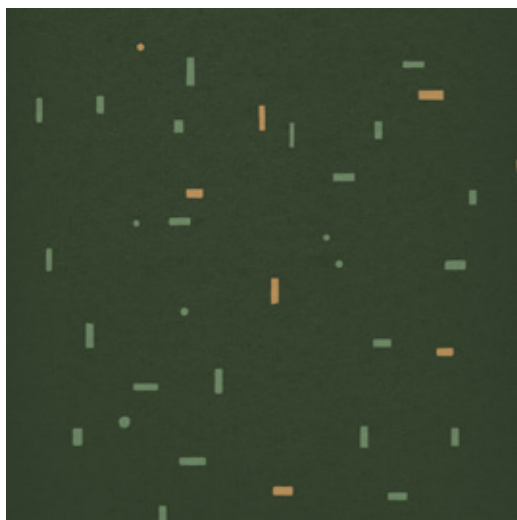
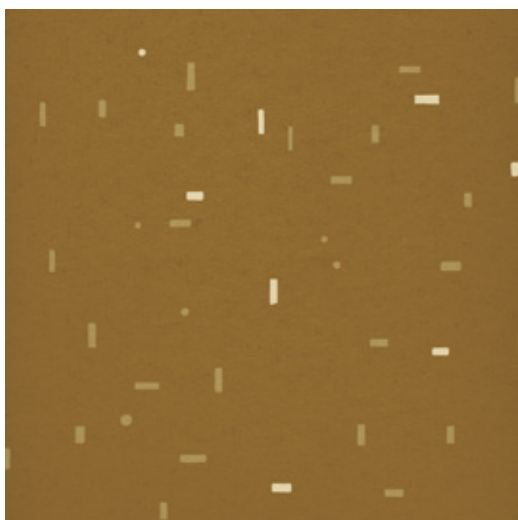


INTIMO WALLPAPER

Intimo is a subtle yet prominent, architecturally built diacritic pattern that emanates the movement of oscillating energies.

A visual reminiscence of the marks left behind; initials chiseled on wood, constellated stars against the night sky or the bloom marks of a lightning strike are expressed by the design's hand-drawn artistic brush strokes. Available in 13 color editions.







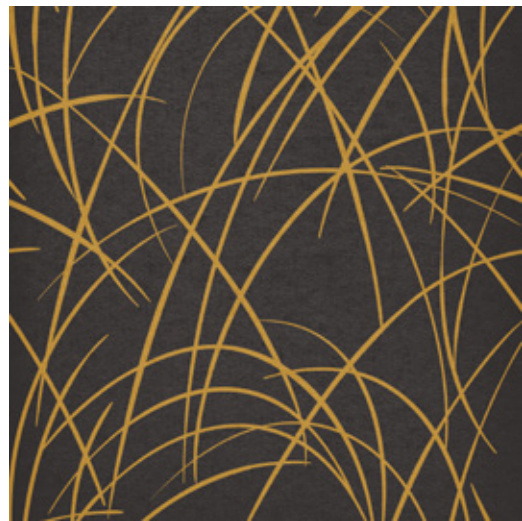


VICTORUM WALLPAPER

Celebrated as a symbol of victory and triumph within the Fertile Crescent; from the Ancient Near East to the Mediterranean, the palm branch has continued to evolve in its ideological and sentimental significance throughout history. Victorium is a visual exemplification of the 'moment of triumph.'

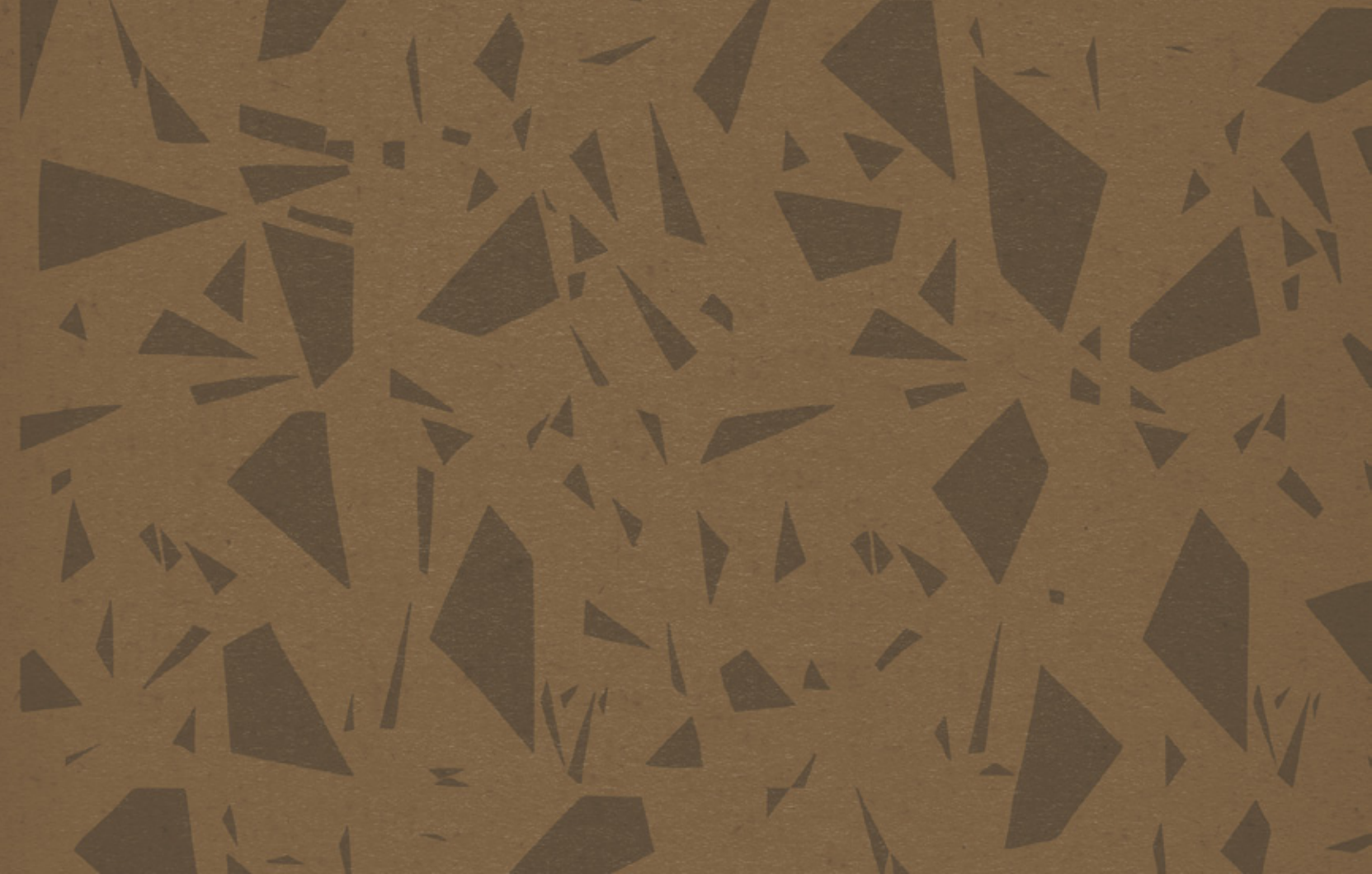
Composed of accentuated organic lines reaching out into the heavens, resembling a firecracker's elated burst and the spirit of joy and bliss, the fluid natural curves of this design embody a singular movement and spirit.

Available in twelve color editions.









FRACTAL WALLPAPER

Inspired by a never ending pattern found in nature, they are created by repeating a simple process over and over in an ongoing feedback loop, the Fractal pattern is an artful composition of line and space. Fractal is available in eight fashion-forward options.





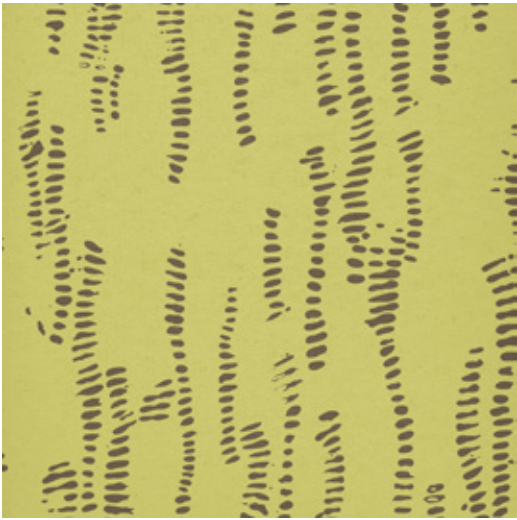
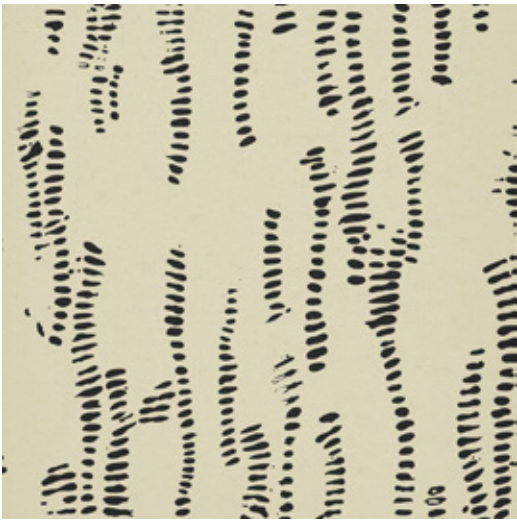
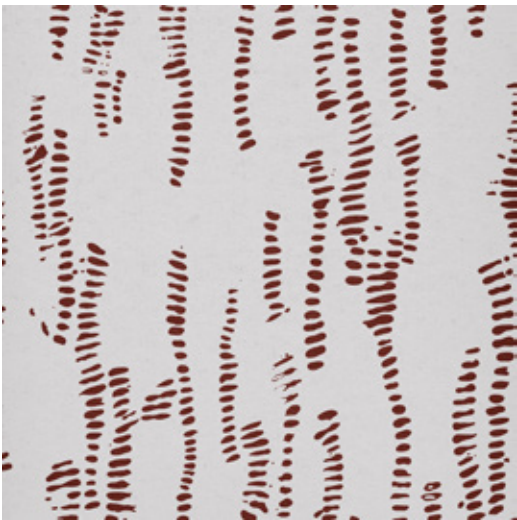


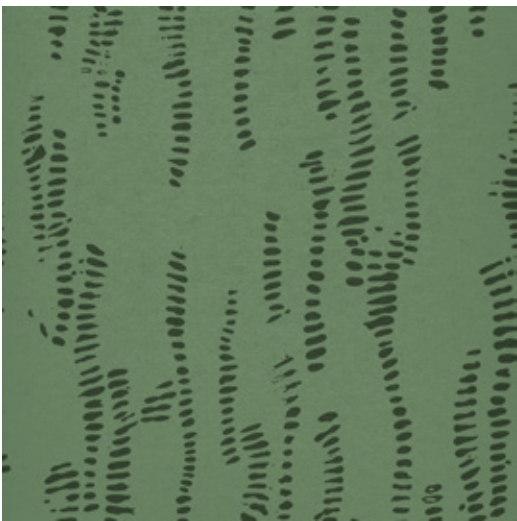
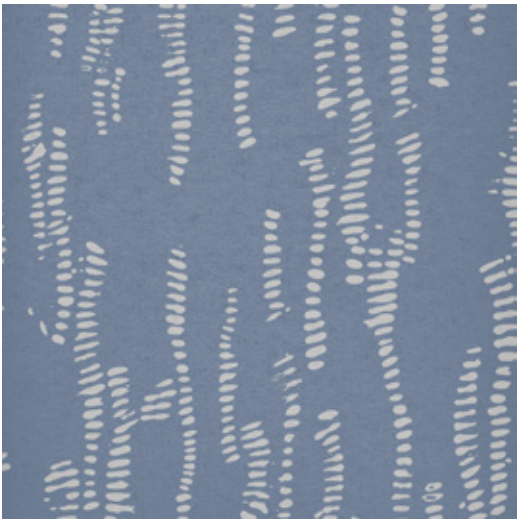
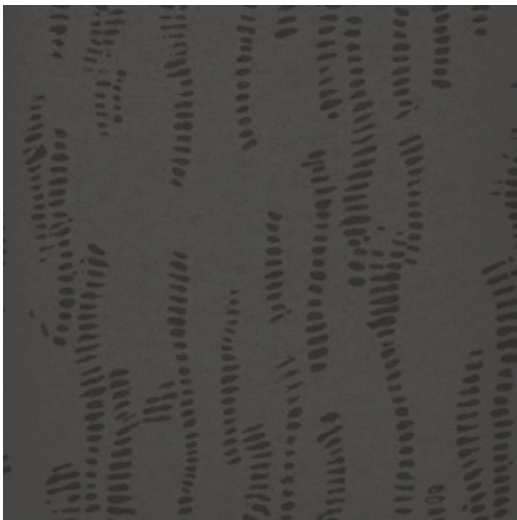


VISION WALLPAPER

Vision was instigated by a brief but memorable moment as a seahorse washed up on the shores one day. This brave and patient navigator of the sea, with his grooved armor symbolises traits beyond its seemingly delicate structure. Distinguished by his exceptional eyesight, the seahorse has become linked in the sacred realm with intuition, precognition and tenacity; characteristics that help us build better perspectives on matters both physically and spiritually.

Vision print embodies a textured background providing depth beyond the surface of this organic geometric design. available in 11 color editions.











INQUIRIES

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