

*Press information from* Living Design:

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## Swedish Design in New Cairo - Egypt

Living Design Sweden has just won the desirable contract with the Egyptian investment and development company, Karrar Group. The mission is to make the internal design of a specific and exclusive 5-star hotel in Egypt. The Kempinski Royal Maxim will become a true oasis in the upcoming top district, New Cairo.

The history of Living Design is long and illustrious. With 27 years of interior design of somewhat over 170 luxurious hotels, Living Design has been at the fore of hotel design. The CEO Tarek Hegazy has his roots in both Egypt and France and has during years of design prevailed the knowledge of how to attract hotel visitors with elegant and charming design. "We are proud having the opportunity in bringing our design to the prestige project of Kempinski Royal Maxim in New Cairo. We see the prospect in further projects in the exciting region of the Middle East", says Tarek Hegazy.

The contract take account of design of about 250 hotel rooms, 24 suits, SPA and pool areas, 8 restaurants, a business center, a shopping mall and other public areas. "We are glad to invite Living Design, an international design company to influence on the design of Royal Maxim. We want to bring out an alluring oasis of Royal Maxim and the pick fell on the Swedish company Living Design", explains Mohamed Karrar, founder of Karrar Group.

Living Design's goal is to provide a unique design and guest experience, following the Kempinski Hotel guide of timeless elegancy which offers the European flair to the facility coupled with the most functional solutions. With the hotel located in the desert surrounded by lush greens Living Design will bring water, blue and turquoise shades to carry the elements together into "The Oasis feeling". "The guests will have an amazing respite from the conditions of Egypt and the water will nourish the psyche", adds Tarek Hegazy.

The location of oasis has been of critical importance for trade and transportation routes in the desert. Caravans must travel via the oasis for supply of water and food. Kempinski Royal Maxim will also have the location of business, luxury and comfort for all guests searching for oasis to spend important, relaxing and special memories.

The entire project has total area of 25.000 m2 and is estimated to be finished by the spring 2012.



Kempinski Royal Maxim - New Cairo

For more information please contact:  
Communication director, Mikaela Lassarp, +46733-211411, mikaela@livingdesign.com  
CEO, Tarek Hegazy, +46735-033399, tarek@livingdesign.com

*Living Design is a Swedish based International Interior Design Company with an unparalleled reputation across Europe within an industry that thrives on perfection. Since its establishment in 1984 Living Design has consistently honed the professionalism of the best design talent available from across the world to provide a very selective client base with a pristine service customized to meet each clients high standards and expectations'.*

**www.livingdesign.com Brovägen 1, 182 76 Stocksund SWEDEN**