



# MODERN TRENDS

INTERVIEW WITH MSA  
UNIVERSITY FOUNDER  
DR NAWAL EL-DEGWI



INTERVIEW WITH MSA PRESIDENT  
PROF. KHAIRY ABDEL EL-HAMEED

INTERVIEW WITH THE DEAN  
OF THE FACULTY OF ARTS &  
DESIGN PROF. TAREK SALEH

**10 YEARS CELEBRATION**  
10 GREAT YEARS WITH COUNTLESS GREAT ACHIEVEMENTS  
AWARDS - COMPETITIONS - PUBLISHED RESEARCH - EVENTS & EXHIBITIONS

**SPECIAL  
EDITION  
004**

## Acknowledgements

Usually I don't do this, and I shouldn't do this, but the acknowledgement and expression of gratitude for assistance in creating this work is a must. A lot of appreciation for the sake of people who truly assisted me in this long ride and special edition as this edition been circulating since December 2020. It was hard to finish this edition during the ongoing uncertain period, when some thought we should stop, calls inside us were leading us to finish. I wanted to conclude this edition to create happiness for people who worked hard in my faculty, and it is meant as a thank you and congratulations for your achievement. We will look back in ten years and proudly recognize where we stand today.

*Dr. Nawal El-Degwi*, our magnificent lady, I would like to express my gratitude for the inspiration carried in your kind interview, it is an everyday lesson on success. Your imaginary vision lead all of us. We love you.

*Prof. Khairy Abdel Hamid*, our president and role model. Many thanks for the gifted hours I spent with your kind self to complete and render your kind interview. I enjoyed every single minute and learned the rich philosophy well above the apparent simplicity with its compassionate principles and concrete applications.

*Prof. Tarek Saleh*, a huge deep thanks and ultimate appreciation is not even enough for you, for continuously widening my scope and leading us in this work with a lot of innovative ideas and active guidance 24/7 and an endless role to inspire the team. Restless in teaching us perfection and true dedication. And true thanks for trusting and providing me with the opportunity to embark on this task.

*Head of departments and all my colleagues* thank you for supporting our faculty celebration special edition and for your kind patience, truly everyone helped.

My old team *Marian* and *Nisreen*, thank you so much dearest for your innovative inputs, and for working patiently with a lot of tasks.

My new team *Fatma Elarmani*, *Alaa Elgammal*, *Abd El-Aziz Elwassify*, you came to the rescue, many thanks you are the best.

*Abd El-Aziz*, again thank you for your artistic lavish ideas, dedication and patience to explore all the options to open the gates for creativity and more.

Last but not least, *Prof. Dina Abboud* thanks for your support.

My small supportive family, bearing with me while I work practically as long as I am awake and still loving and encouraging me.

*Dr, Samah Nassar*  
Editor-In-Chief



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An Interview by Dr Samah Nassar with:

**DR. NAWAL EL-DEGWI**  
**MSA UNIVERSITY FOUNDER**

# “A LEGEND TRANSCENDING TIME” DR. NAWAL EL DEGWI



Dr. Nawal El Degwi, one of the most pioneering women who changed the path of education in Egypt...

Or rather, Mama Nawal as we all learned to call her. A strong unyielding woman, over her distinguished career she pursued her dream into a shrine and a haven for quality-education seekers and believer starting with Dar el Tarbiah Schools, then October University for Modern Sciences and Arts (MSA University)

Dr. Nawal El Degwi was honoured by the Presidency. Her achievements were recognized at home and abroad many times. Furthermore, she received over 50 awards for dedication to her cause.

She was able uphold her vision in making her distinguished institutions such as Dar El-Tarbiah Schools and October University for Modern Sciences and Arts (MSA) become known for their exceptional educational value and quality, that it is no surprise they match and exceed the benchmark of their foreign UK validation partners.

Dr. Nawal has become a symbol of inspiration and accomplishment for a multitude of Egyptian youth to pursue their dreams and to deliver excellence and progress in their communities through hard work. Her remarkable efforts have paved the road for high-caliber standards of private education in Egypt and the outstanding preparation of students for their job markets.

Before we proceed, I would like to mention that in any business it is against all rules to insert emotions, but Dr. Nawal defied the basic rule of “Never make it personal”. Nevertheless being “Personal” is how she got to build and sustain her soundly founded path in education.

You would be mistaken if you thought MSA was built by a sole dreamer... Her dream became that of all those around her too, as we all became inspired to pursue.

## How did you develop the idea to start a system of educational institutes within Egypt?

I have been in contact with the educational field for more than 50 years, and I have always believed that supporting anyone at any age is a divine duty. I started as Head of School at the age of 21, and loving my career got me to think carefully about how to start, thinking analytically of every step, learning and adding to my skills with every step of the way.

## What inspired you to put this dream into action?

I can't forget the positive support of my father - he was the Deputy Minister of Education (El Maaref at that time), who had the exposure to international education systems through travel. My idea to start a language private school was new at that time (the 60s) as language schools belonged to embassies. He supported me and arranged for a study tour to British and American schools.

There I learnt a lot; the American system cares a lot for child psychological development and the careful transition from home to school. While the British cared about developing character through activities. I recall a principle of one of the prominent British schools once told me that if he had an opportunity to start a new school, he would build the theater prior to classes.

I applied both into my schools and never stopped learning and thinking of ways to improve.

## Throughout your journey to building such a sublime educational empire... how did your educational vision crystalize?

Education means improvement for humanity, it is about building capacities of self-learning and analytical thinking. Teaching and learning are at their best through a multidisciplinary approach, as each discipline formulate part of the student's character and mentality; while math and science train the mind and build problem solving skills, arts and humanities expands innovation and imagination, then comes activities to maintain the balance of a healthy character.

## Where do you find motivation to go on?

The prominent records of our graduates and their reaching back to us with their success stories are my ongoing reward. Exploring new ideas and areas for development keeps me ongoing. Working with my team gives me strength. Then the ultimate recognition is the blessing of success that God's grants us, this has always been a message to me to keep going.

## How do you manage to use education to strengthen students' ability to face the society and the different situations they may come across?

Education was and will never be only about delivering information and knowledge from books, it has always been about building a strong wholesome character that has the knowledge, the character, and the mentality to utilize this knowledge into great achievements. This has always been our ultimate goal that I believe we have succeeded in reaching and sustaining; building characters that can stand against all sorts of malicious streams and ideologies that may impose a threat to our society.



## STEPPING AHEAD OF OURSELVES

# A DREAM COMES TRUE

## “MSA LOVES YOU”

IS A WORD COMMONLY USED AND SEEN ON CAMPUS, IT REFLECTS THE FAMILY SPIRIT THAT WE LIVE, THE TRUST AND MOTIVATION THAT ARE SHARED WITH OUR STUDENTS, FACULTY AND STAFF.





**How do you manage to continuously match MSA with the world recent advancements and global standards of education?**

I have a great confidence that Egyptian students are smart enough to catch up, compete and excel. Even before university, our school results were the best IG results across the IG scale. This went on through university as we persistently negotiated agreements with the leading education providers – UK – to obtain an accredited certificate of quality accreditation from our partner British universities. This granted our graduates opportunities for post graduate studies, and scholarships at many international universities.

**Being a pioneer in adopting AI strategies what is the core value of incorporating Artificial intelligence into curricula and training of students and staff?**

Since we all coexist in this world, it is crucial to be well prepared to understand, and utilize the changes we face. The essence of AI education is to answer future challenges. AI is inevitable; it is quite evident that AI will be the new path in the near future, a way to live in the near future. LinkedIn's 2020

**Emerging Jobs Report mentions 15 emerging jobs, top 3 are: Artificial intelligence specialists, Robotics engineers, and Data scientists.**

**MSA has started this plan on April 2019, when we announced our AI and DX strategy, through which students and staff are categorized into four types of AI empowered individual: User, Builder, Engineer and Scientist.**



**How did MSA University set its strategies to align with the global SDGs that are undertaken by Egypt's 2030 vision?**

MSA also realizes that aligned visions and plans are essential to survival and sustainable development of our society. Thus our 2018/2023 strategy, governance structures and operational policies are set on the bases to:

- Equip the student with the knowledge, skills, and motivation to understand and address our national strategy and SDGs.
- Create more opportunities for student training and building professional skills to meet challenges
- Support the full range of research work needed to address, including interdisciplinary and transdisciplinary research.
- Foster innovative solutions for sustainable development.

These plans are constantly assessed through their outcome from graduation projects, published research, and applied research through our center of excellence and also community development projects.

**What do you believe are the main community contributions of MSA to serve and apply the SDG's and AI aims?**

My years of practice in Education have taught me that education is the base for community welfare and that our prime investment is the graduate. Our graduates are our main contribution; enlightened capable youth who are prepared with a contemporary perspective for global and national challenges. Our AI and DX strategy ensures the integration of national AI initiatives. MSA does not stop here but extends to serve the community in vital industries, using innovation with AI and DX technologies in a way to present new business models to a wide spectrum of industries, for example:

- Smart irrigation system implemented with ministry of irrigation.
- Radio Sond project with ministry of aviation
- AI research indexed as Q1 is a result of collaborative efforts for multidisciplinary research projects
- By the end of July 2021, we target 200 Microsoft AI professional, recognizing Microsoft as AI market leader according to GARTNER
- Preparing a cadre of trainers on AI and IoT to serve not only MSA community but a wide range of students within Egypt Digital Initiative in collaboration with prominent IT companies like Huawei and IBM.
- Digital smile design as prototype to industry
- Robotics in industry



**What do you think are the “stepping stones” for someone to pursue their dreams and make them a reality?**

“Dream big”, know your dream, live its details and carefully think about how to achieve it, fear nothing and remain persistent to achieve your goals. Never despair, the fault is to accept defeat and abandon your dream, because success requires struggle especially against enemies of success, you need patience, perseverance, self-confidence and full trust in God. Sound results require careful thinking and constant enrichment. Even when the results are delayed, never despair, keep trying and it will eventually pay off. Always remember that your feeling of achievement is crucial to recharge your energy and enthusiasm, and replace fear with hope.

**What societal message did you aspire to deliver through your unique educational systems?**

Education depends on developing the character, deeply understanding what you teach and its impact on the student is essential because every single word and action you say and do affects your students in one way or another.

It's also very important to understand that education starts from early days, parent awareness on the importance of pre-school child development has all the impact on her/his eagerness to learn and think on how to use the knowledge.

**FROM THEN TO NOW... AND MORE**



**What is the real engine behind your strong motive?**

My belief in humans' right in a better life, I can do anything to teach, encourage, and guide others to make good use of the gift they have been granted; life

**How have you managed to lead your team and yourself to treat the hardest equations with love?**

Don't ever fall for the trap of judging the situation when it gets difficult, rather think about the reason behind the difficulty and find ways to solve it.

Love is key to prospering; love what you are doing and embrace your team. Working at any field needs establishing strong ties with those you are working with and working for.

Your team is your true strength so listen to them, make them see and feel that they have the talent and personality required to excel, know their strengths, remind them of their achievements to inspire them, and always motivate them before adding responsibilities. Such love allows fruitful cooperation, and ensures that the experience and knowledge you build will remain with them all their lives.



An Interview by Dr Samah Nassar with:

**PROF. DR. KHAIRY ABDEL EL-HAMEED**  
**MSA UNIVERSITY PRESIDENT**

# INTERVIEW WITH PROFESSOR KHAIRY, PRESIDENT OF MSA UNIVERSITY

I was provided with a unique opportunity to shadow Dr. Khayri Abdelhamid, the president of MSA University who had a pivotal role in building the educational standards of MSA University established by our beloved Dr. Nawal El Degwi in 1996. In preparing for this interview, I was aiming to reveal the job of the University's President for multiple perspectives and provide readers with a chance to get to know Dr. Khayri Abdelhamid beyond what is expected from him as per his role as University President.

However, at the end of the interview, I came to realize that the always humble Dr. Khayri who manages to lead and establish the team at MSA University in a very coordinated manner, carries much more wisdom as an educational leader, innovative researcher and an inspirational figure.

I went into the interview with so much respect for Dr. Khayri as a person, yet after the interview I had so much respect and admiration for the values he carries and the hard work it took to develop him to be of this character and knowing the reason for such success. In short, I am very thankful to be given the privilege to enjoy this interview.

BY DR.SAMAH NASSAR



## How do you establish a system of communication within the university organization?

I always feel responsible for the MSA staff and students and especially in mediating their interactions. I believe that no one is too big or too small; we all have a role and we must be accountable for our actions and must have the ability to apologize for our mistakes. We also must be aware of each other's' rights allowing each individual, whether student or staff, full access to their rights.

## How do you motivate and inspire others?

**"FIND TRUTH IN THE SOULS"**  
I think you have to be a reason to make others see the best out of a situation and out of their performance. You also have to seek the sources of happiness of others and attempt to make them reach it through your interactions with them. This will lead to the utmost goal of creating a healthy environment. I also believe that it is very important to always do the right thing regardless of anything else.

**"I BELIEVE THAT ANY ORGANIZATION PLAYS AS ONE TEAM. EVERY MEMBER HAS A ROLE AND EVERY ROLE IS VERY IMPORTANT TO THE WHOLE TO ACHIEVE OUR MAIN GOAL."**

## How did you develop your passion for education?

Since I was young, I carried the passion to teach others the things that I know. Therefore, I developed a responsibility to always deliver the information I possess. It started as small as helping my friends and relatives with maths and physics which I was very clever in as a child. Then, in university, I helped explain difficult concepts to my colleagues which provided me with a great sense of satisfaction and fulfillment.

**"I BELIEVE THAT THE MAIN GOAL OF EDUCATION IS TO TRANSFORM PEOPLE TO BE GREAT FOR THEMSELVES, THIS IS THE SOURCE OF MY HAPPINESS THAT TRULY DRIVES MY PASSION"**

## What was your main goal when you first started your work at MSA University?

The most important goal for me was to establish a system of quality education and build a reputation for the university. Especially when we first started, there were a very small number of private universities in Egypt and the concept of private universities was still blurred for many people. It was truly our goal to establish MSA University as a pioneer in Higher Education in Egypt with the highest quality and standards.

## Can you tell us about your experience in Sweden?

I was given a great chance to be part of the researchers on Fifth Generation Computer Systems in the 90's. When 5th Generation Computer Systems were emerging, there was almost a race for the first country to set advancements in the field as this would be accompanied by technological and economic growth. During my PhD, my supervisor offered me the opportunity to work in the institute responsible for such advancements in 5th Generation Computer Systems in Sweden.



I was able to work on ground breaking projects and contribute to the body of knowledge with critical novel ideas during my time as a researcher there. I felt that I was working on finding innovative solutions to be used in many other fields in the future with my publications reaching front end research. To this day, I still feel very proud when I find that very large companies are using my patented advancements in the field. "I believe that not anyone can make their way in IT, it is a given talent to be able to succeed"







**Having achieved such astounding successes, what made you decide to move back to Egypt and deny multiple offers and opportunities?**

**“WHEN I WAS ABROAD, I ALWAYS HAD AN EYE ON EGYPT. I FELT THAT I CAN FIND AN APPLICATION TO MY EDUCATION AND USE THIS MINDSET IN MANY DIFFERENT DISCIPLINES IN MY COUNTRY”.**

I felt that I had a responsibility to give back to my country. And this was a very difficult decision, given that it was not widely welcomed by my professors in Sweden. This was also an important decision for my family as I felt the need to provide my family with what I was given in terms of being in a similar culture, language and ideas.

**What is your secret ingredient for continuous development?**

Any system characterized by a high standard of quality must have a continuous system for development through different factors. Those being constant monitoring, evaluation, keeping good practices, implementing a correction plan, diagnosing the correction plan, measurements of quality and maintaining this cycle and updating it to be in line with what is happening around the world.

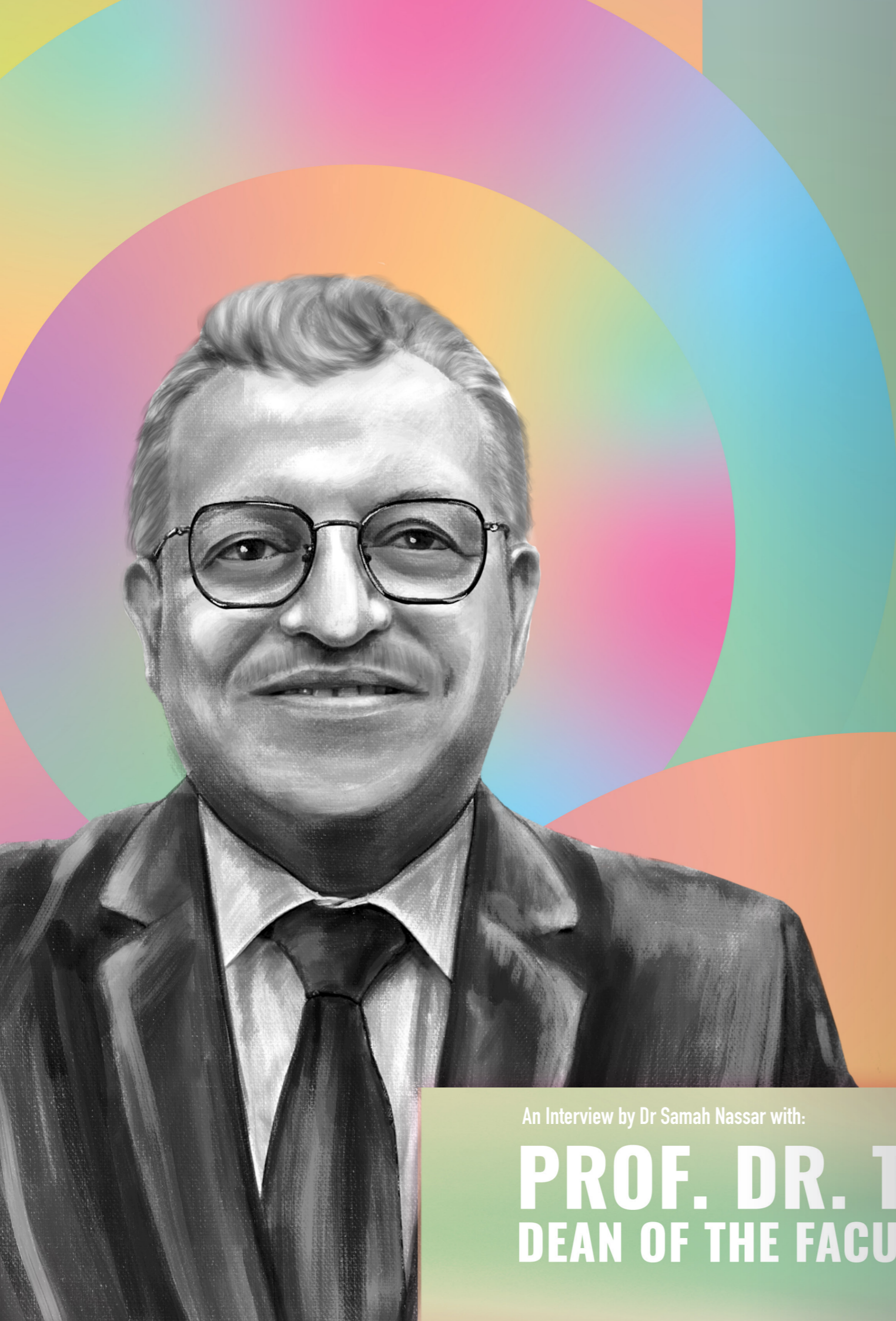
I have to say that the handling of the COVID-19 situation has been truly remarkable.

**How has the university been able to adapt very quickly to match the emerging situation and as smooth for the students as possible?**

One of the most important yet challenging strategies was to read between the lines and predict the situation before it happens, taking all precautionary measures to help prepare for the situation as it unfolded. This helped us to monitor the situation in Egypt and tailor our responses to the decisions released by the Ministry of Higher Education. One of the most important things to keep in mind during this shift to online delivery was to make sure the learning and the assessment processes were fair to the students which we closely worked with our IT team to develop. I think we handled the situation very well through being prepared for different scenarios and placing plans very early on, we even helped several other universities through sharing our solutions and methodology.

We shifted to online delivery very quickly providing students with a continuation of their learning process very early without any disruptions or pauses. As the COVID-19 situation started to emerge we immediately prepared training workshops on online delivery for our staff members.

One very important method by which MSA university was able to adapt quickly and effectively as a whole was based on our very efficient communication. We were able to consult with different faculty members and staff as well as our international partners to reach the most perfect solutions.



An Interview by Dr Samah Nassar with:

**PROF. DR. TAREK SALEH**  
**DEAN OF THE FACULTY OF ARTS AND DESIGN**

## “A LEADER WITH A VISION” AN INTERVIEW WITH PROF. DR. TAREK SALEH

These uncertain and rapidly changing times call for leaders who are ready to catalyze global digital and social transformation. When people roll out for rest, Dr. Tarek stay alerted to find new innovative way to solve things. A person who looks to any small idea as a potential for a great achievement. I learned from him to keep the progress turned on and at full tilt, I owed him a lot of my recent development at my work. Problem never stopped at his door.

BY DR.SAMAH NASSAR



### Can we start by a kind introduction to yourself?

Prof. Dr. Tarek Saleh is Dean of the Faculty of Arts & Design October University for Modern Sciences and Arts (MSA) September 2010 - present. He serves as full Professor of Composite Fabric design Textile Dept, Faculty of applied art, Helwan University. He is the president of the Center of excellence for projects and entrepreneurship at MSA University, the entity that manages the projects starts up for the students' projects. He serves on several student leadership activities including

social committee, social activities, and students' family activities. He has served on several national boards and committees, including, supreme council of the Egyptian universities supreme council of culture, and others. Prof. Dr. Tarek Saleh formerly started as textile consultant owned a private international garments export company across USA, Canada and Europe this successful involvement in the fabric and garments had a massive impact to widen his vision and real scope about the market and business, which later on affected and shaped his marketing prospective,

including international trading agreements and quality and international standards. All these was the building rocks for his management skills to lead the international communications.

He holds a master's degree and doctorate Applied Arts - (Textile Design), and received his bachelor's degree from applied arts Textile Dept. In addition, a Post Doctor Researches, University of Huddersfield, School of Design Technology, UK.

### AS THE FOUNDER OF THE FACULTY OF ARTS AND DESIGN IN MSA, WHAT WAS THE MAIN INTERDISCIPLINARY PHILOSOPHY THAT ARTS AND DESIGN WAS BUILT TO PRESENT?

From my previous experience, It was built to avoid the problem in our universities. My main interdisciplinary philosophy comes from the Bauhaus school, as an artistic school that links industry with design so the outcomes become affluent. To link the industry with design can extend the interaction with other disciplinary problems. Then moving to coordinate between the main problems, solutions, and the main interest of the university's vision.

As an eager proponent of innovation and with a vision for continuous progress within the faculty, how is it that you generate and incubate new ideas every day, such as updating our curriculum? And how do you create a united vision amongst faculty members and work collectively to cultivate different ideas and proposals?

By listening to each other, this gives us an area to brainstorm all activities, thought we changed our new perspective to match it with the international level and standard. Mainly very interest with our student attributes. We received very good feedback about our students by winning the international competition. And based on that we started to update our vision and curriculum accordingly to align our self with the right track. And mainly we are very interested in updating our student attributes.



As we celebrate 10 years since our faculty has been founded, what do you believe were some of the most important milestones through which our faculty progressed and developed to be at the impressive level we witness today?

The most important thing is we work in an updated framework, and technology like AI, I believe we were able to match more than the locale and international basic requirements, which give us the stability of today and standing on solid ground.

Faculty of arts and design has grown fast in a very short time frame and quickly joined our impressive faculties in MSA in duties and outcomes although it is the youngest. Please let us know more on how that was planned?

The plan from day one was to establish a main target to be one of the top faculties on the Middle East, and with time we gain trust in short time specially the trust of the parents, communities, and the stakeholders.





**Can you let us know more about your vision for our faculty which have set the stage for what would become one of the best faculties of our time with a worldwide respect for its graduates, faculty, and students?**

Our ultimate objective is to cultivate the artistic talents that set our students apart in their fields and to enrich such talents with modern principles, knowledge, and skills. It is of utmost importance that the students can think innovatively and propose critical ideas that work to revolutionize their industries. They must also be able to adapt to rapidly happening changes and in fact, become drivers of such beneficial reformations.

**What is the approach that makes the academic programs at Arts and Design stands with all the success we see today?**

A part of this stems from the fact that we are in continuous communication with our international partner Bedfordshire to ensure that the highest standards, and the feedback from external examiners to make sure we met and exceeded the highest standards. Furthermore, we also work to benchmark our curriculum with some of the most prestigious institutions worldwide allowing our students to become exposed to a rich curriculum that is global in scope and that incorporates various ideas on the topics they learn.

**Having worked and learned from your massive experience while creating a collection of courses for our program, what was your vision behind ensuring a combination of both practical and theoretical components?**

This is something that we continuously work to expand and develop. Our quest to equip students with indispensable practical skills that set them apart in their fields guided our motivation to incorporate an internship program into our new curriculum. Our excitement for this program's potential is immense, as it will expose students at the third- and fourth-year level to the applications of their majors in real job markets. We make sure the main theoretical components will be reflected on the students' skills.

**As part of your work for the Centre of Excellence for projects and entrepreneurship, what is your criteria when considering various proposals and how do you identify ideas that would be successful in the long term and generate the greatest outcomes?**

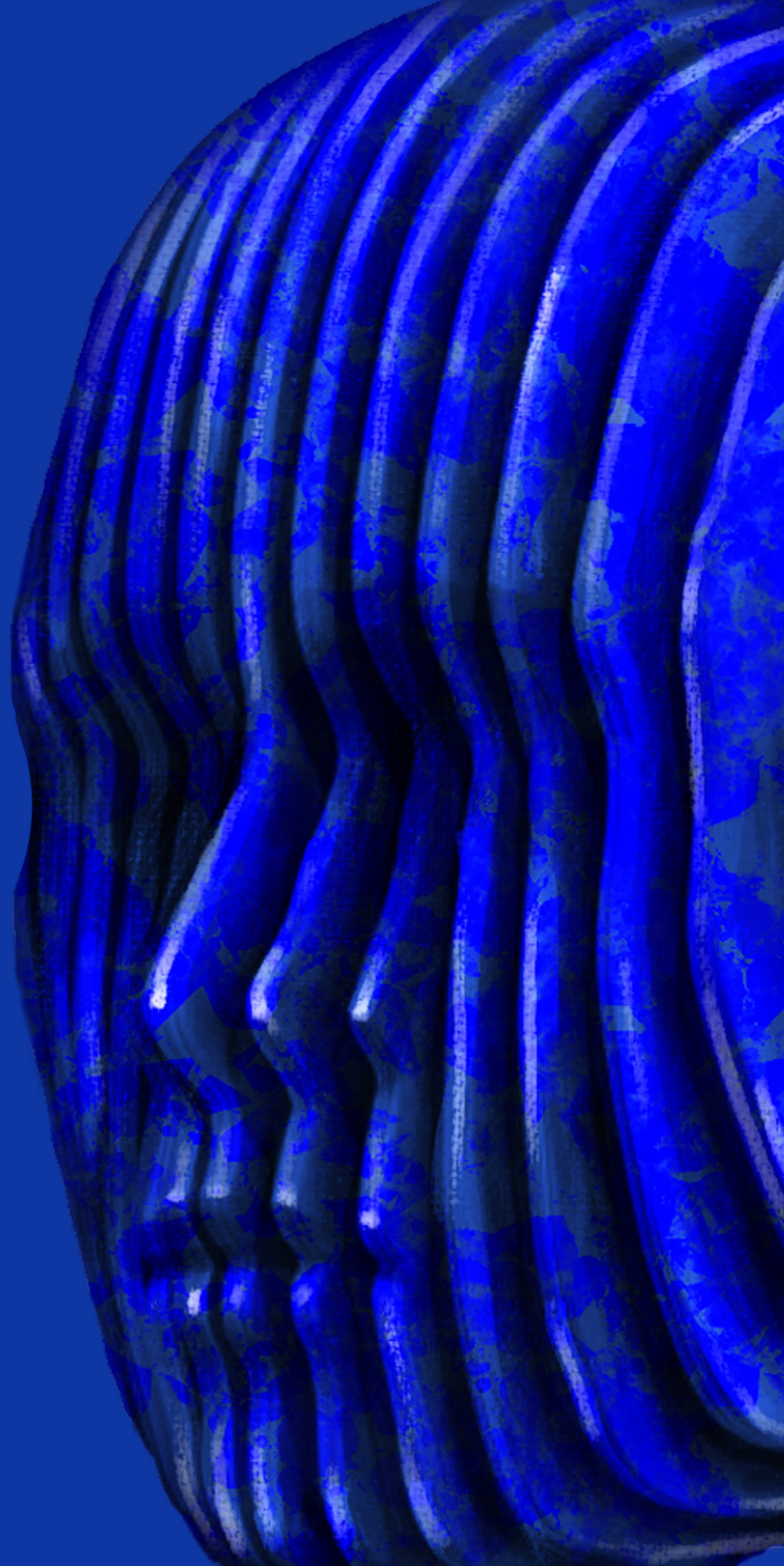
I find great value in projects that are innovative in the solutions that they propose to their market. Promising projects must address common problems in their field as evaluated by stakeholders which are in active communication with our faculty. To finance the start-ups, and we already have so many students who were able to establish their own start-ups and we pass the level of incubation to the level of acceleration.



**In your opinion, what is the most attractive feature that bring our students to the Faculty of Arts and Design at MSA University?**

Our students work on one independent graduation projects gaining practical and theoretical expertise prior to their graduation, facilitating their smooth entry into their job markets, and cultivating their innovation and problem-solving skills. The first part to collect the necessary details and prepare a literature review. And the second is reserve it for the practical side and translate their interest to a start up thinking. At the same time, our students are proficient experts in their fields on both the national and international levels as their knowledge aligns with the highest levels of standards of both the accredited degrees they attain.

# INTERIOR DESIGN 01



# MASTER DEGREES FROM INTERNATIONAL UNIVERSITIES



**Researcher Name:** Sherwette A. Abdrabou  
**Name of the thesis:** Investigating interior architecture through methods of biophilic design: The urge to affiliate with other forms of life  
**Degree field:** Interior Architecture and Design  
**Thesis Type:** Master of Arts  
**Department:** Interior Design  
**Published in:** September 2020  
**Date:** 11.09.2020

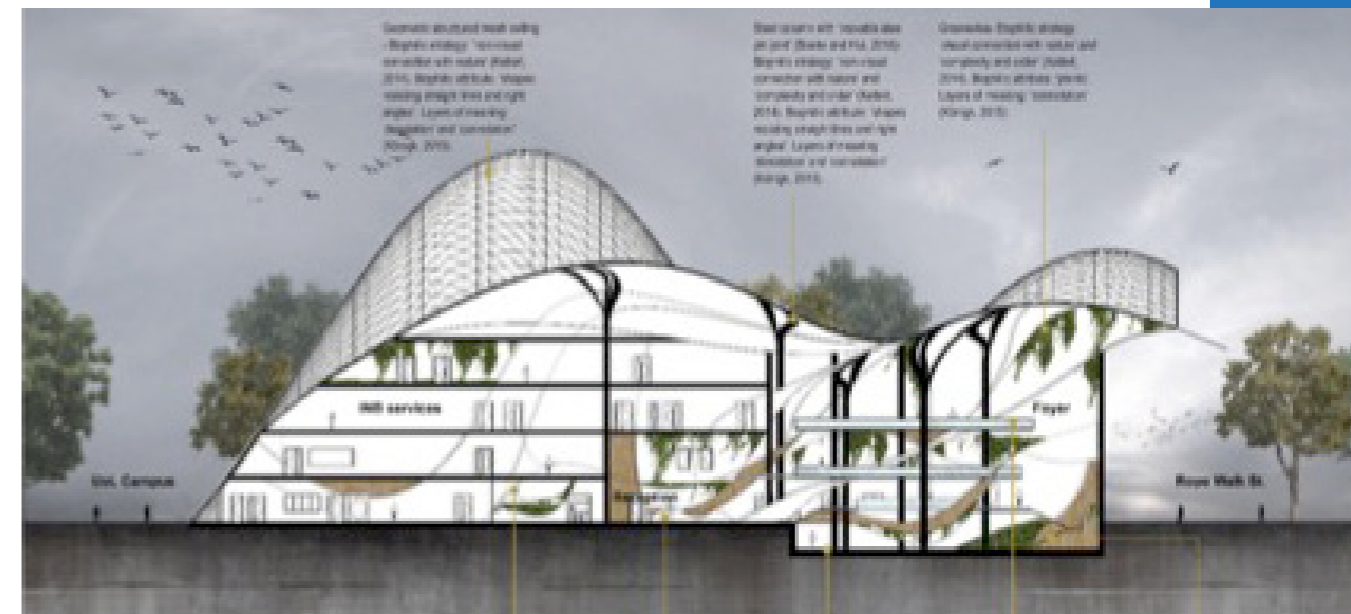
## INVESTIGATING INTERIOR ARCHITECTURE THROUGH METHODS OF BIOPHILIC DESIGN

Theorists, research scientists, and design practitioners have been working for ages to delineate aspects of the natural world which greatly influence humans' gratification towards architecture and the built environment. Therefore, researches in the field of interior architecture and design show advantages in applying biophilic concepts throughout the design process. The focus of this treatise problem is to investigate the impact of biophilia theory on interior architecture through strategies and attributes of biophilic methods and semiotic design layers of meaning. The overall intention and initiative contribution of the study is to comprehend how biophilic concepts

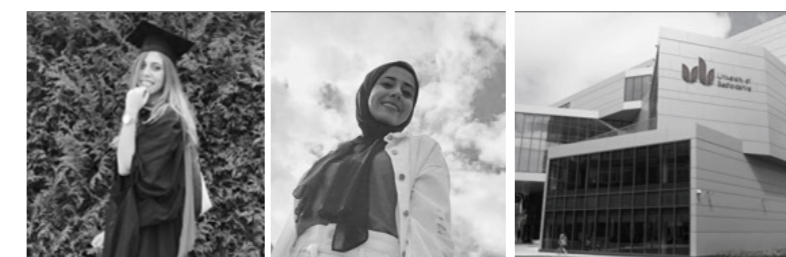
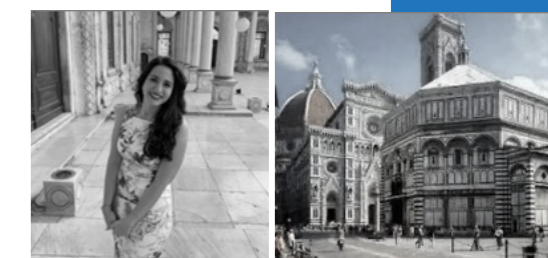
incorporate with the foyer's interior architecture of the Isaac Newton Building located in the University of Lincoln – UK; thus, there could be more contemporary biophilic interior architectural design concepts that may feed inhabitants' innate feelings towards the natural world.

Through perceiving novel knowledge, methods and development processes, two original contributions were manifested; first, there is a great potential in investigating the biophilia theory throughout a semiotic approach to formulate a theoretical framework that is capable of guiding future theoretical researches and practical projects; and second, is defining and transforming the intangible significance of biophilic strategies and attributes into a proposed tangible biophilic interior design throughout a semiotic approach by

identifying first-order and second order layers of meaning (denotation and connotation). The treatise is significant since it plays a fundamental role in enhancing the perception of professional and novel designers, design educators and design students towards understanding how strategic biophilic design concepts can transport an interior architecture form functionally, artistically and healthfully.



## OTHER AWARDS



# CELEBRATING WORLD INTERIOR DAY

5TH OF MAY 2018

The event objectives were celebrating the International Interiors Day, discovering many meaningful connections between academia and marketplace, and giving the interior design students the chance to benefit from the experience of the professionals

The Interior Design Department,  
Faculty of Arts and Design is celebrating

## WORLD INTERIORS DAY

DESIGN WITHOUT BORDERS  
5<sup>th</sup> of MAY 2018



- Outdoors Activities.
- Arch.Hany Saad, CEO of HIS.
- The Winners of Cairo Design.
- Award Talented Students performance.
- El Fostat Traditional Crafts Center.

The event program had indoor activities that include talks by iconic guest speakers and presentations for new ideas in interior design, in addition to outdoor activities, including interiors products exhibition & students tour inside the campus to raise the awareness of Interior Design Field



# TORATHONA EXHIBITION

UNDER THE CARE OF EGYPT'S PRESIDENT ABD EL-FATTAH AL-SISI  
10 OCTOBER- 15 OCTOBER

Interior Design Department participation in (Torathona Exhibition) In MSA University Booth on Saturday morning, President Abdel Fattah El-Sisi inaugurated an exhibition of our heritage, organized by Egyptian projects.



The department participated in with Five portable furniture Pieces inspired from the Egyptian Heritage. The pieces are executed by group of level three students in Furniture Construction course

## AWARDS & HONORING: GAYER- ANDERSON MUSEUM HONORS INTERIOR DESIGN STUDENTS, AND EXHIBITS THEIR WORK

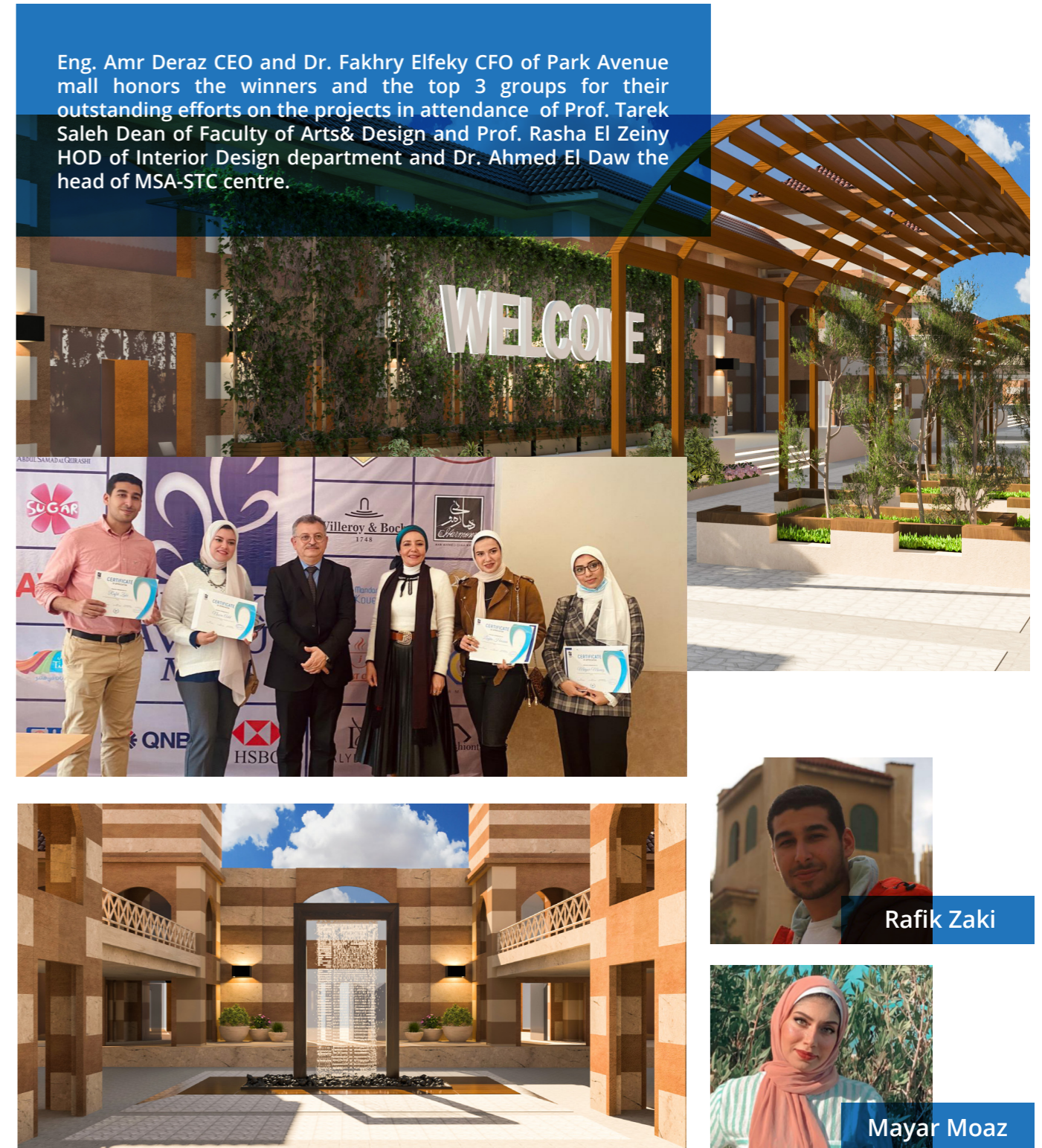
Thursday, 21st of June, 2019.

On Thursday, 21nd of June, 2019, Interior Design Students, faculty of Art& Design have been honored in the international museums day by the director of Gayer- Anderson Museum "Bayt Al-Kiritliya" for their outstanding work in documenting the museum. The students prepared accurate architectural drawings for the interior design elements and furniture of selected rooms and showed their work through physical models. The students work was under supervision of Dr. Karam Abdallah and Al/ Sara Nabih.



## AWARDS & HONORING: PARK AVENUE MALL COMPETITION

Eng. Amr Deraz CEO and Dr. Fakhry Elfeky CFO of Park Avenue mall honors the winners and the top 3 groups for their outstanding efforts on the projects in attendance of Prof. Tarek Saleh Dean of Faculty of Arts& Design and Prof. Rasha El Zeiny HOD of Interior Design department and Dr. Ahmed El Daw the head of MSA-STC centre.



Students from Interior Design department Rafik Zaki and Mayar Moaz for winning the competition of redesigning the outdoor area inside Park Avenue Mall, one of the biggest malls in 6th of October& Sheikh Zayed district. Congratulations to Interior Design students; Farah Wael & Ayda Elbran(the 2nd place) Loujine Hassan& Noura Adel( the 3rd place) for their efforts



## AWARDS & HONORING: WA AWARDS

"Introducing a different collection of activities in a Complex camp project in a futuristic approach, attracting many visitors into experiencing the Holy land of Sinai in a different and modern way, with an approach of building a sustainable eco-lodge as a way of appreciating, understanding, and connecting the visitors with the surrounding environment, and understanding its culture through various amounts of entertainments used in the interior and exterior spaces. With the help of its true and honest surrounding sustainable materials used in the construction of the project, "Dai Camp" aims to educate the future generations in a journey and an unforgettable experience in many different ways, hoping to create an advanced and a more united tomorrow."

- Taif Al Mokadem



Based on the spiritual meaning of mountains the project "Allure of the Desert" existed. Which is a cultural center in Nuweiba, Egypt consisting of a hydroponic farm that produces 100% organic products without using soil nor fertilizers. The edible products are served in the restaurant, while the herbal products are used for making therapeutic and aromatic oils for the therapy center. The Interior Design strongly aids the purposes and functions performed in the building, it also indulges the visitor in the ambience through a deliberate planning for the surrounding environment.

- Nada Ayman Zaid



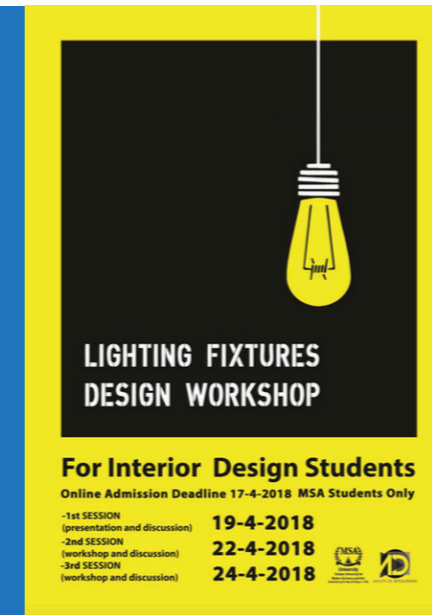
## STIMULATING NEW FORMS WITH NEW TECHNIQUES: WORKSHOPS

The Interior Design Department in Faculty of Arts And Design was delighted to Make A Creative workshop for Our Students about " LIGHTING FIXTURE DESIGN " In which they have limitless creativity of Designing a sustainable Lighting Fixture unit. 30 Students of Interior Design at the faculty applied and the Staff Team Working on this workshop was their to guide and help them.

### Workshop Aims:

The workshop aims to provide the participants with good experience and knowledge about the relation between Art, design and forming, and stimulate their skills of thinking, imagination and creativity to illustrate various and innovative forms as the base and the key for unique, elegant and inspirational design.

As the workshop works on the link between art as an influencer of design, its activities will vary between lectures, case studies analysis and working on trial and art proposals projects.



### Workshop Reflection to the Learning Outcome:

Stimulate the students imagination to a high extent, and help them create a New file/a New form using New techniques.

## FACULTY OF ARTS AND DESIGN FRAMEWORK TO LINK EDUCATION WITH THE LABOR MARKET COLLABORATION

Within the framework of the mission of the Faculty of Arts and Design to link education with the labor market, build bridges with industry and achieve the Egyptian development Plan, students of Interior Design Department, through Furniture Design course, implemented sustainable outdoor furniture units in cooperation with furniture companies and factories. Students presented a variety of seating units equipped with energy-saving solar panels to charge electrical devices, which are suitable for all uses and can be used in new emerging cities. Students presented their projects today and explained the stages of implementation and cost, in the presence of representatives from the industry, who praised the students and the effort made by faculty members



**GRAPHIC  
DESIGN  
02**

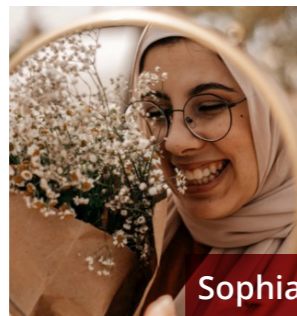


## EGYPTIAN ANIMATION SOCIETY: SHORT FILMS

Faculty of Arts and Design under the supervision of Prof. Dr/ Tarek Saleh collaborated with the Egyptian Animation Society, represented by Mr. Ahmad Abdelsalam, a selection of 16 brilliant animation short films created by the students of Graphics & Media Arts (graduation projects & junior projects, instructed by Prof. Dr/ Ahmed Hanno and Assoc. Prof. Dr/ Tamer Assem, have been nominated for screening at the International Animation Festival in Al kairouan, under the auspices of the Tunisian Ministry Of Culture. The festival took place between the 26th and 28th of December 2020. Films of Sofia Solliman and Sherief Lisi were chosen by the festival to have individual screening slots.

### Event Description

As a cooperation with the Egyptian Animation society, the top Animated short films for the Graphics & Media Arts students have been selected for screening at AlQirawan International Animation Film festival in Tunisia, at its First round, on the 26th,27th and 28th of December 2020. Screening at this Culture event offers a good opportunity for Art & Design students to promote their work, and grant their films an exposure to an international audience.



Sophia Soliman



Sherief Lisi



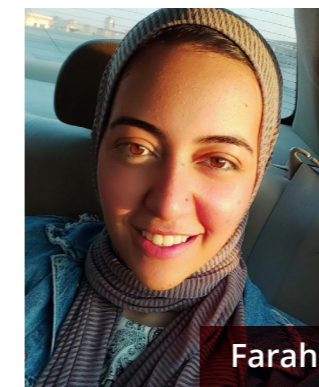
### Participating Students Names:

- Ali Amr
- Ali Galal
- Emil Khella
- Farida Ahmed
- Hadeel Hany
- Mahinar Ehab
- Mai Ahmed
- Omar Sharqy
- Rana Ashraf
- Salma Saleh
- Sherif Lisi
- Sophia Soliman
- Walid Mamdouh
- Youmna Mohamed

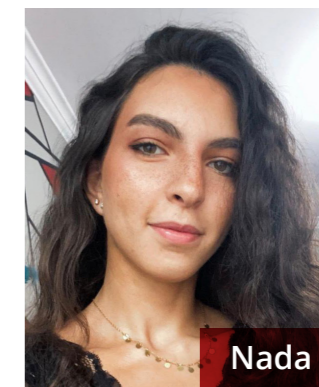
## ARAB STARPACK COMPETITION

### Event Description:

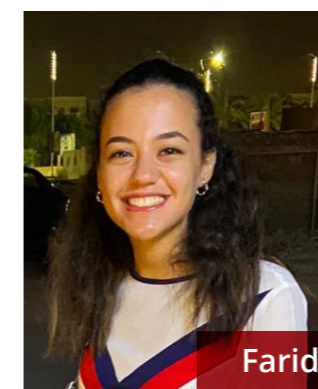
ARAB STARPACK competition is the first packaging contest in the Arab region to promote innovation in the domain of packaging. LibanPack has been organizing Lebanon Student StarPack, the first packaging contest in Lebanon and the Middle East since 2010. The competition falls within the packaging "awareness side of LibanPack" objective. The competition is accredited by World Packaging Organization. Moreover, Winners will automatically be qualified to participate in World Star competition organized by WPO, granting winning projects international visibility. The competition contains four main categories, which are visual packaging category, structural category, save the food category and smart waste category. The number of participants for this year were 460 participate from all the Middle East and the number of participants from Egypt was 216 participate. Our faculty of arts and design was submitted for 36 projects by 34 participate in all categories from the graphic and media arts department. The final results for the competition were announced by LibanPack Director and five of our students won in the ARAB STARPACK competition, our students won five prizes from the competition in three categories.



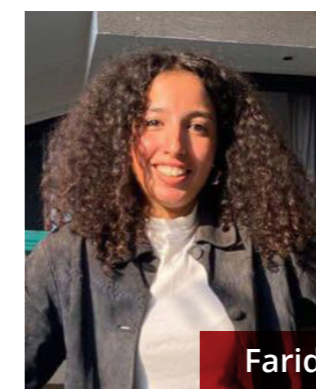
Farah Khaled



Nada Bakkar



Farida Amr



Farida Amr



Farida Amr

### CATEGORIES OF COMPETITION

**Smart waste category**  
Farah Khaled won the second prize.

**Saving the food category**  
Nada Bakkar won the first prize.  
Farida Amr won the third prize.

**Structural packaging category**  
Nouran Tarek won the second prize  
Marian Magdy won the third prize.

# PACKDESIGNER COMPETITION 2020

Under the supervision of Prof. Dr.Tarek Saleh, Dean of the Faculty Arts & design, MSA and with the guidance and directing of assistant professor Dr. Ahmed Attia, eight of our students participated won in the Pack Designer Egypt competition 2020. Pack Designer competition is the first packaging contest in Egypt to promote innovation in the domain of packaging. Pack Designer 2020 organized by industrial Modernisation Central, Creative Hub Egypt, Nile Preneurs Initiative and Printing Industries Chamber.

**The competition contains three main categories, which are :**

- 1-visual packaging
- 2-structural category
- 3-Food Save category

The number of participates for this year were 65 participates form 11 Universities in Egypt. Faculty of Arts and Design, October University for Modern Sciences and Arts (MSA) participated with 22 projects from 10 students from Graphic and media arts department in all categories. MSA participants won first seven places and the ninth place from the top ten places.



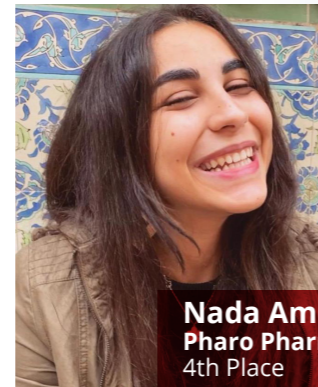
**Nesrin Heikal**  
BEDAYA  
1st Place



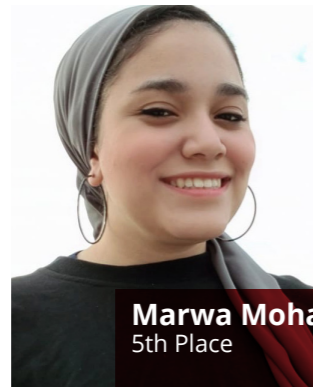
**Shaimaa Gamal**  
Dabur  
2nd Place



**Mennatallah Osama**  
BEDAYA  
3rd Place



**Nada Amin**  
Pharo Pharma  
4th Place



**Marwa Mohamed**  
5th Place



**Aya Ezzat**  
United Group  
6th Place



**Passant Ahmed**  
Pharo Pharma  
7th Place



**Michael Essam**  
Dabur Egypt  
9th Place

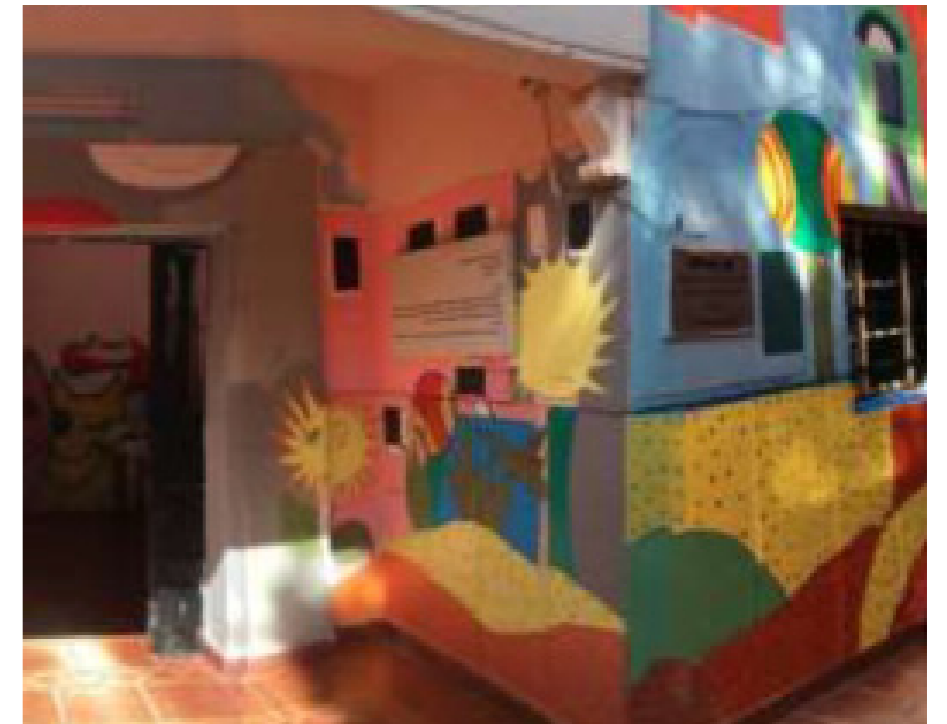
# MURAL PAINTING USING OIL PAINT & COLORING SPRAY: WORKSHOP AT EL AMAN ORPHANGE

## Workshop Aims :

Drawing their own Sketches that suit the Place (Little Girls Orphanage), then applying the outline on the Walls of the Garden & the Entrance & the Studying Room then mixing the Colors & working in Teams to Color the Outlines & the Finishing Touches to complete a hug Mural in the Garden with the entrance & another one in the study room

## Workshop reflection to the learning outcome :

Studying the various techniques of painting Murals (or painting Walls) using the Oil Paintings (& Mixing colors in bigger scale) & using Sprayes through Applying them in Studio



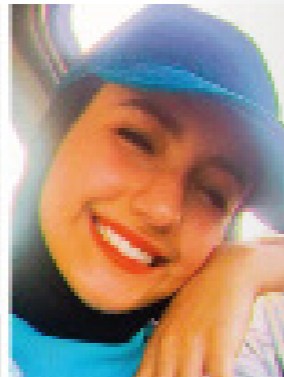
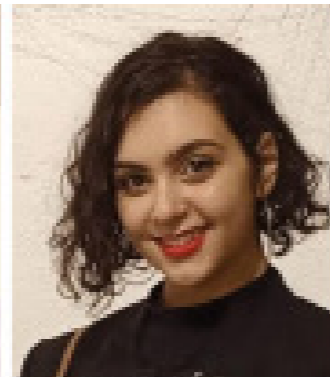
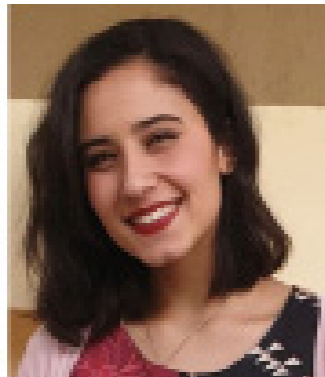
## Workshop Activities :

Mural paintings enhance the Graphics & Media Arts Students Ability to be able to Interpret their small sketches into a large Painting. Beside working with volunteers from different faculties made them be able to work in team work & to take the Lead & give assignments to other students with different studying backgrounds to be able to finish the work with professional artistic outcome. Also painting Murals is Painting by various methods using different surfaces & also using brushes or Sprays.

# EGY HACKATHON COMPETITION

**DaVinci Code team supervised by Dr Sara Ahmed from The Faculty of Arts and Design (MSA) won the second place in the Digital EGY Hackathon**

Accordingly, the "Docamii" system offers a platform using cloud computing and artificial intelligence techniques to communicate with the educational process parties, along with the kindergarten and primary school children, helping the student, his parents, the teacher, and the school to create an attractive, stimulating, and interactive environment for distance education under the Corona pandemic. Also, unlike similar software, "Docamii" is not just an educational platform, it is also a social one that maintains students' relationships with each other and their teachers. For instance, "Docamii" allows students to create their avatars, which can then interact with the avatars of other students and teachers. "Docamii's" immersive gamification features, together with a potent UX/UI design, sets a new standard for how an online school can be like, including features like mini-games, chatbots, and AR compatibility.

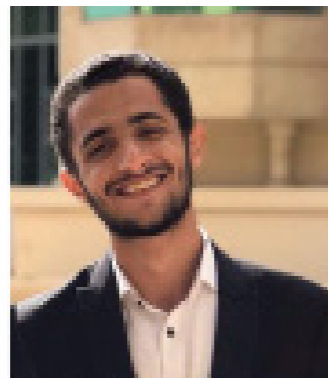


**Yomna Mohamed**  
Student  
Faculty of Arts and Design.  
Graphics and Media Arts department

**Mennah Talaat**  
Student  
Faculty of Arts and Design.  
Graphics and Media Arts department

**Donia Rafaat**  
Student  
Faculty of Arts and Design.  
Graphics and Media Arts department

**Dr. Sara Ahmed Sayed**  
(Team Advisor)  
Lecturer at the Faculty of Arts and Design, Graphics and Media Arts department, MSA University



**Mounir Hossam**  
Student  
Faculty of Computer sciences



**Emil Khella**  
Student  
Faculty of Arts and design  
Graphics and Media Arts department

## DaVinci Code team members

### Project Description:

The university's team provided an innovative solution using digital transformation technologies and artificial intelligence to develop the education process in light of the epidemic crisis. The team called the solution "Docamii", which was inspired by two Latin words, the first (Doctrina), which means learning, and the second (Amica), which means making a friend.

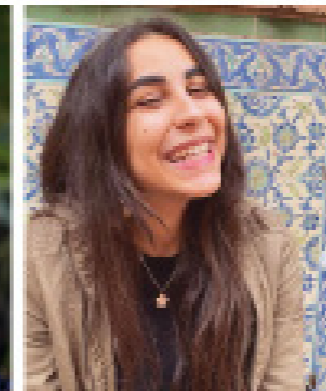
"Docamii" offers scientific solutions based on two advanced methods to improve learning, they are Pomodoro and Montessori. It is when Pomodoro's approach to improving learning and work management and Montessori was introduced by the development of students' internal and mental capabilities, increasing their motivation to learn.

# NILE UNIVERSITY COMPETITION (UGRF 10)

Genzi team supervised by Dr Sara Ahmed from The Faculty of Arts and Design Qualified to the last stage of the Nile University competition (UGRF 10) as shortlisted among more than 500 presented projects from 35 universities in 19 governorates all over Egypt



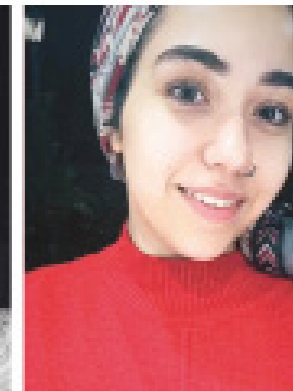
**Dr. Sara Ahmed Sayed**  
(Team Advisor)  
Lecturer at the Faculty of Arts and Design, Graphics and Media Arts department, MSA University



**Nada Mahmoud Hafez**  
Student  
Faculty of Arts and Design.  
Graphics and Media Arts department



**Mahenar Ehab Fawzy**  
Student  
Faculty of Arts and Design.  
Graphics and Media Arts department



**Rawan Mohamed**  
Student  
Faculty of Arts and Design.  
Graphics and Media Arts department

## GENZI team members



**Yomna Ahmed**  
Student  
Faculty of Computer sciences



**Vereena Michael Mounir**  
Student  
Faculty of Biotechnology

### Project Description

Genzi Team noticed that Autistic Children waste too much time in front of mobile phones in addition some parents find difficulties to communicate with their autistic children or even find a solution to learn them some manners moreover There is no online educational services or programs for autistic children

So Genzi team Came up with an idea of Genzi Application which provides educational material especially designed for autistic children so they can get benefit from their usage of the mobile phone ,It helps to educate autistic children some manners by providing interactive features moreover it helps parents to communicate with Autistic specialists by sending a reports on a regular base about the autistic children progress

## GUEST SPEAKER: DESIGN MANAGEMENT COURSE - DSN456



**Speakers' Names:** Dr Mai Nada - Dr Hameed Amer  
**Founders of "The Art of Mai and Hameed"**  
 Dr Mai Nada - Lecturer at the Advertising dept. Faculty of Applied Arts - Helwan University  
 Dr Hameed Amer - Lecturer at the Ceramics dept. Faculty of Applied Arts - Helwan University  
**Training Aims :**  
 Learning from the founders about the steps they had to go through to build their business  
 Learning the tools of communications and marketing to promote for their business such as the Exhibitions that are held by the Egyptian government that support the small business.

**Speaker Name :** Lamia Ameen

**Position :** Creative AT Kijami advertising agency

**Training Aims :**

Demonstrating how advertising agencies work.

Knowing the hierarchy inside the different kinds of ad agencies

Training reflection to the learning outcome :

Learning how to distinguish between elements of creative design in an enterprise culture.

Knowing about the factors which can influence the design of a project.

**Training in points :**

Departments in advertising agencies

Job titles in advertising agencies

Workflow in and agency



**Speaker Name:** Ahmed Hussien

**Position:** Film maker/ Director of TV commercials, x-creative director at Leo Brunette

**Training Aims :**

Learning about how the advertising campaigns are managed starting from the brief till the final phase. Showing successful campaigns in Egypt and regionally that have been awarded internationally.

**Training in points :**

Steps of creating a TV commercials

Case studies and samples of successful TV commercials

Challenges that the speaker faced in various shoots



## 1ST PLACE AWARD IN MINITURES EXHIBITION



**Abdelaziz Elwassify**  
 Minitures Exhibition  
 1st Place



The work was a combination of 3 artworks. The 3 artworks contained human/animal hybrids, aiming to emphasise on the similarity between the animalistic wants and needs of some humans - such as domination and violence - that leave them with less human traits everytime they allow those needs to take control.



# MOLSAK SOLO EXHIBITION

"Molsak" Exhibition is one of the first solo exhibitions in Egypt that exhibits posters as art pieces on its own. Lately poster design approaches became more shallow, as posters are used only to narrate information and not considered as an art piece that must have an aesthetic value that contains harmonious visual elements. The exhibition contains 80 illustrated posters, that has a modern Egyptian visual style, presented as artworks not only as commercial tools.



Exhibition Poster



Exhibition Flyer Front



Exhibition Flyer Back

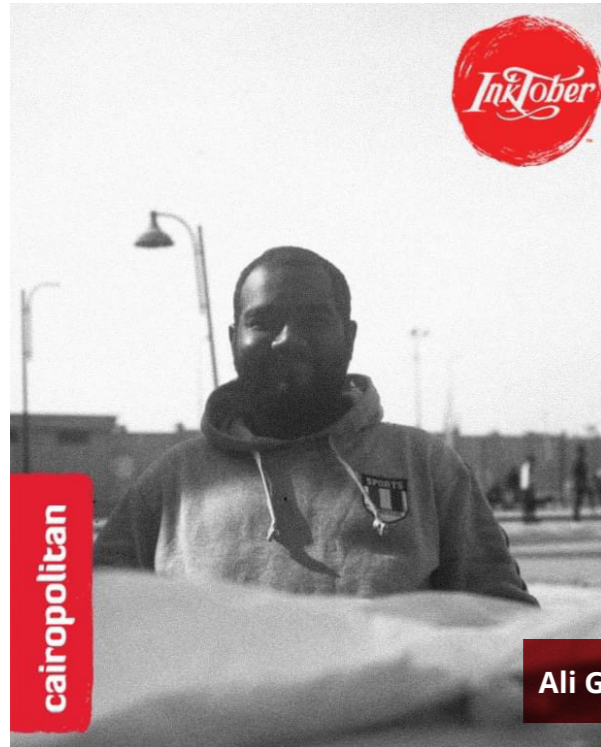


Abdelaziz Elwassify Exhibition Opening





# CAIROPOLITAN

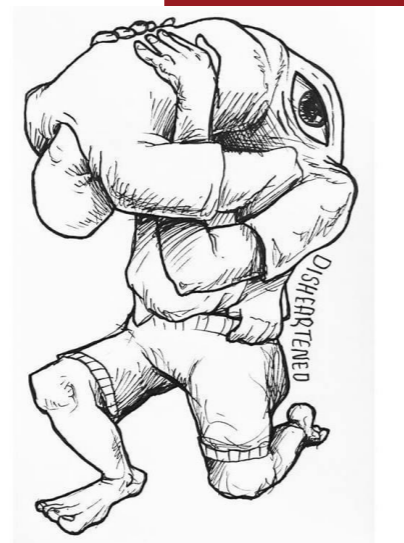
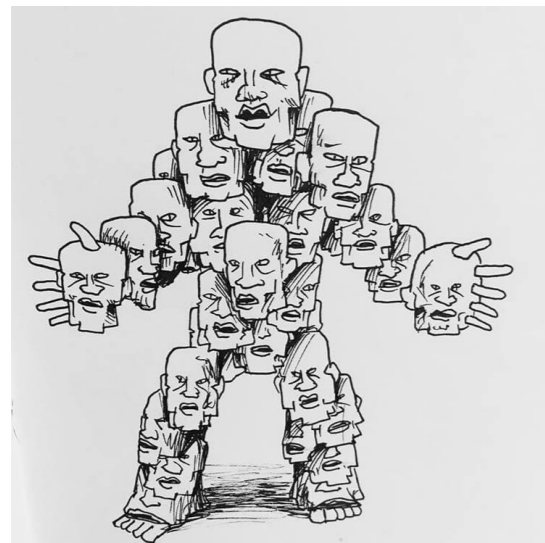
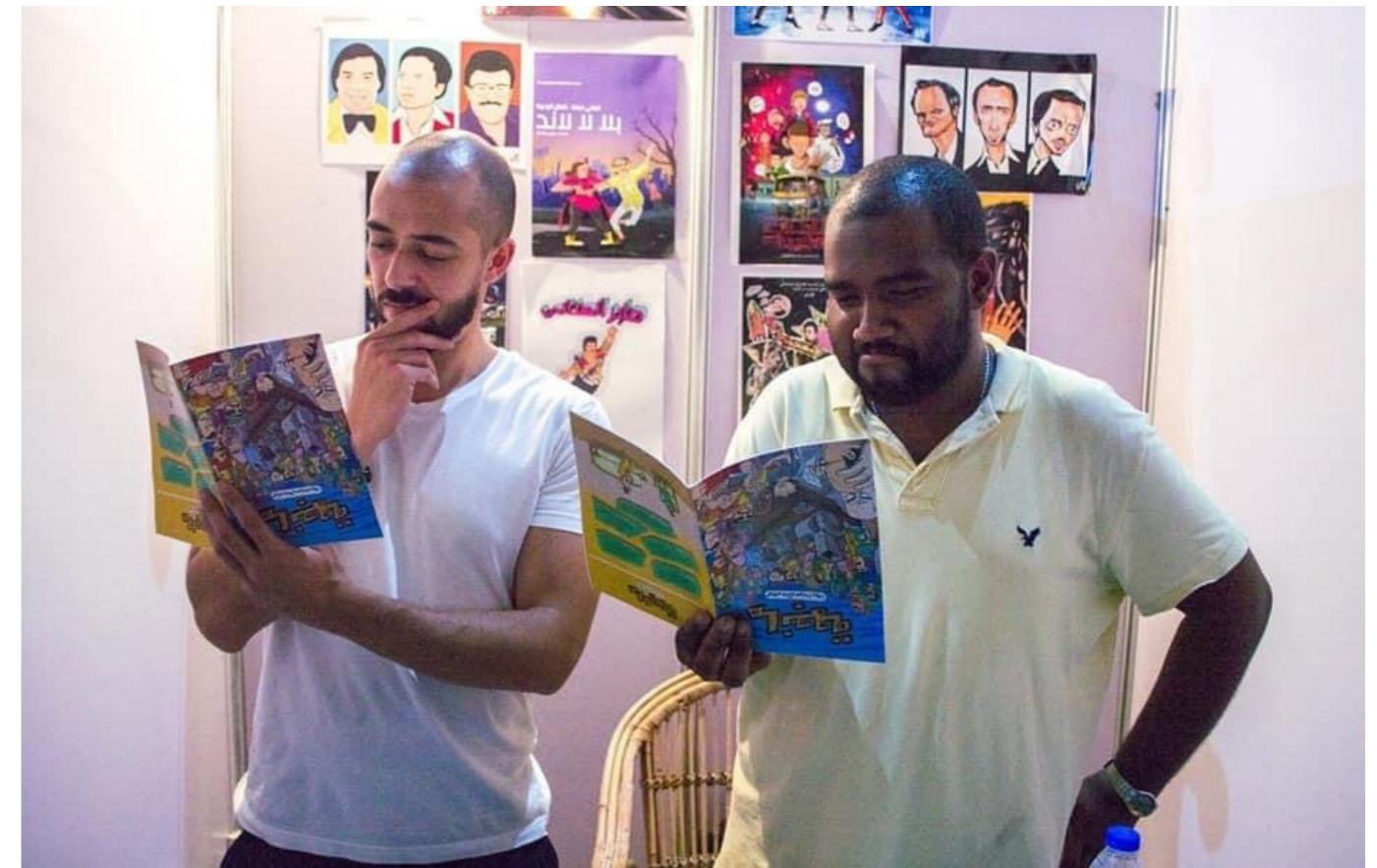


Ali Galal

## Ali Galal

On Thursday the 4th of October, 2018. The magnificent Ali Galal - Who's a webcomics artist whose work features a surrealist view on contemporary culture - joined another 24 artists in exhibiting their works and conducting workshops in Cairopolititan.

Cairopolititan hosted an illustration workshop for the entire month of October managed by Makhlof in collaboration with 25 other local artists. Each day of the workshop a different artist attended to talk about and teach their different techniques in illustration to the attendees every day of the week except for Sundays.



# IMAGINARY WORLD EXHIBITION

Imaginary world is an exhibition specifically for surrealistic or imaginative artworks. It's organized by Lamassat Art Gallery on the 24th of November. 39 Artist from Egypt and abroad participated in the event.

## Faculties participation and achievements:

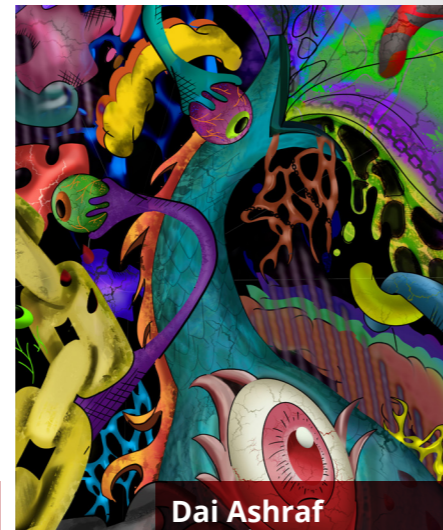
- 6 of Graphics and media arts department current students participated in the exhibition.
- 3 of Graphics and media arts department Alumni participated in the exhibition.
- Eman Nabil an assistant lecturer in the Graphics and media arts department participated in the exhibition.
- Abdelaziz Elwassify a teaching assistant in the Graphics and media arts department was the Exhibition curator.
- Student May Gaber won the second place prize in the exhibition.

## Event objectives

Imaginary world is an exhibition specifically for surrealistic or imaginative artworks, pushing artists to think and create beyond the ordinary.

## Participating Members:

- T.A. Abdelaziz Elwassify (Event curator and MSA Alumni)
- A.L. Eman Nabil (Participating staff member)
- T.A. Nourhan Bassem ((Participating Staff member and MSA Alumni)
- Mai Gaber (Participating current student)
- Emil Khela (Participating current student)
- Aya Alaa (Participating current student)
- Dai Ashraf (Participating current student)
- Hams Hesham (Participating current student)
- Mariam El-Liethy (Participating current student)
- Ashraf Abu Hiekal (Participating Alumni)
- Ghazal Elkhodary (Participating Alumni)



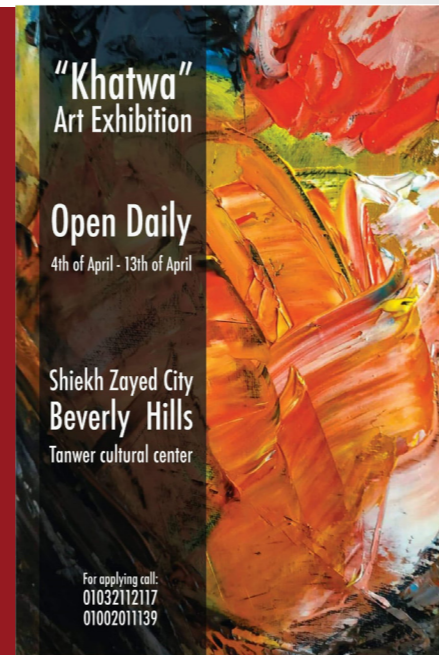
# KHATWA EXHIBITION

## Curator word/ Event description

Life starts with a step, then we keep moving in continuous steps. Every-day is an action or a decision that starts with another step, and pushes us forward. Artists work passionately in each of those steps - small it's or big - to draw their steps on life, and leave a footprint in the art field. Every line, every color, every exhibition, is another step forward in the artist's life. "Khatwa" exhibition is one step further in the field of visual arts, and in the lives of each participating artist. Let this exhibition be a step further in exploring and exhibiting different forms of visual arts that reflects all the previous steps took by the artists.

**Event curator**  
-Abdelaziz Elwassify

The exhibition took place in early 2019 in Tawneer cultural center in beverly. With the back then student Abdelaziz Elwassify acting as the Exhibition Curator, and 19 Faculty of arts and design participating with their artworks in the exhibition.



## Faculty Participation:

- Abdelaziz Elwassify (Exhibition Curator)
- Alyaa Khaled (Participating Artist)
- Arwa mohamed (Participating Artist)
- Bishoy Lawrence (Participating Artist)
- Hadeel Shalaby (Participating Artist)
- Engy Elsherbiny (Participating Artist)
- Karim Daa (Participating Artist)
- Mariam Elleithy (Participating Artist)
- Mayar Magdy (Participating Artist)
- Rowan Magdy (Participating Artist)
- Mazen Zaki (Participating Artist)
- Meirna Dokmak (Participating Artist)
- Michael Essam (Participating Artist)
- Raghda Almetwaly (Participating Artist)
- Sama Kashef (Participating Artist)
- Nada Ghoniema (Participating Artist)
- Salma Hany (Participating Artist)
- Shahd Fouda (Participating Artist)
- Sherine Elgabry (Participating Artist)
- Sarah Thabet (Participating Artist)



# BLACK & WHITE SALOON



**Nada mohamed**  
Participating Artist



# LAMASSAT ART GALLERY EXHIBITION

Nour Koura's participation in Lamassat art gallery exhibition "Palestine in the Heart" The exhibition exhibited works that reflect the Palestinian cause with donations being made to the Red Crescent Society with a percentage of the sales of the exhibition to support the Palestinian cause



# GRAIN | ANALOGUE PHOTOGRAPHY EXHIBITION

Wessam Wafik was one of the 23 national and international artists exhibiting their work in Grain exhibition. The aim of "GRAIN" is to capture the special beauty in shooting on film and why it's not dead even after decades of competing against digital photography, starts from the unique feeling with every image cultivated from the moment you choose the type of film to loading it into the camera and then playing with development techniques and ends with a heartwarming nostalgic feeling we all get when looking at analogue photographs which are believed to be one of the main reasons why photographers keep shooting on film or going back to it over the last few years.

**GRAIN**  
ANALOGUE PHOTOGRAPHY  
EXHIBITION  
11 - 20 MARCH, 2021  
THE FACTORY WORKSHOPS



CAIROPHOTO WEEK  
11-20 March, 2021 | Downtown Cairo

DEPTH  
XFF  
FIELD

Founded & Organized by [Logo] Main Partners [Logos] PHOTO BY AYA CHIRKI



Rawan Elagamey's participation in Lamassat art gallery exhibition "Egyptain African"



# SALON 20 EXHIBITION



**Prof. Tamer assem (The exhibition curator) with the Participating students:**

- Abdelaziz Elwassify
- Mai Elsawi
- Meirna Dokmak
- Nouran Zalat
- Nourhan Ahmed
- Sama Kashef
- Salma Saleh
- Yara Ali

SALON 20, is a bold approach from the Sector of Fine Arts targeting a new demographic of young promising artists. It's definitely time to shed light on the primary experiences of distinguished students from all around and bring them out to the light outside the Academic premises. These students need to become part of the Visual Art scene rather than just observers, spectators and searchers waiting to exhibit one day in major events such as The Youth Salon. This event targets the distinguished students studying art and enables them to set foot in the visual circles and become familiar with the sector of Fine Arts premises and administration as well as getting exposed to audience, critics and above all peers from different backgrounds and faculties. A new platform of young dedicated students working hard to set foot in the Art scene will rise. Another age level has been successfully targeted by the Sector of Fine Arts to encourage consistency, continuity and deepen the link between young artists from diverse backgrounds and the Sector of Fine Arts.



**Moemn Saleh**  
Participating Artist

**Saloon 20 Assistant curators were 4 students from Graphics and media art department**  
Wesam Wafeek  
Clara Samir  
Eman Elian  
Nathalie Elsharkawy

**The "wall project" participating student:**  
The Fine Arts Sector and the Exhibition Curator chose 10 Artists to paint in the exterior walls of Mahmoud Mokhtar museum in preparation for the exhibition, and the chosen 10 artists were MSA students!  
Ali Galal  
Abdelaziz Elwassify  
Mahmoud El-Gebaly  
Bishoy Laurence  
Wessam Waffik  
Clara Samir  
Rawan Abdegelil  
Mariam Gehad  
Mai Elsayay  
Habiba Elshalakany



**Abdelaziz Elwassify**  
Participating Artist



**Mohamed Elgebaly**  
Participating Artist



**Clara Bishay**  
Participating Artist

**CINEMA &  
THEATER  
03**



## THE BEGINNING.

By Nada Sherif

Our Cinema and Theatre department was founded in 2013 when the first class of students joined the department. The main pillar behind our department is Prof. Omneya Yehia who established the department under the guidance of the Faculty Dean Prof. Tarek Saleh.

The first class was graduated in 2014/2015 after holding an exhibition for the graduation projects led by great names as external jury members, Dr. Nagy Shaker, Prof. Dr. Mohamed Ibrahim, Assoc. Prof. Dr. Hanadi Sileit and internal jury members, Prof. Dr. Omneya Yehia, Prof. Dr. Hassan Fedawy, Assoc. Prof. Dr. Mostafa Shakweer.

The department continues to graduate very successful art directors and set designers in the field of the cinema and theatre production under the guidance of professional academic staff, Dr. Mostafa Romeeh, Dr. Samah Nassar, Dr. Ola Hosny, Dr. Fakhry ElAzazy, Dr. Nehal Hommos and Dr. Manal Eissa.



Class 2015, First graduated class



Dr. Nagy Shaker with Faculty Dean Prof. Dr. Tarek Saleh and Prof. Dr. Omneya Yehia with the students of Class 2015

## SALMA EL SEIFY STARTING AT INTERIOR MOVING CINEMA



### SALMA EL SEIFY

is a student of Art's and Design Salma El Seify a former MSA students graduated from Interior design department who continue to chasing her cinematic passion and dreams. She been hooked in script writing as one daydream. Used to join her colleagues at cinema department as a listener, we loved having her and she loved the extra knowledge. When she finished her major, she ran after her working dreams and join (Unbreakable series) Within the art department team, later moved to join the director team in the same episode. She loved both jobs. She intends to keep working in both fields Now she is also engaged with a script writing workshop.



# POST GRADUATES STUDIES



## Alaa Abdelbar

Achieved the MFA in filmmaking in New York Film Academy, Los Angeles branch, Class of 2018. Her Graduation Project Film premiere was screened in Warner Brother Studios.



# SUHAYLA HESHAM THE FESTIVAL GIRL

**Suhayla Seliman** is a 2020 graduate from Cinema and theatre department at the faculty of arts and design MSA. Since then, Suhayla has been working as an assistant art director and has managed to work on a couple of passion projects as production designer and art director.

Usually, we teach our students the artistic rules, where we set them familiar with all artistic disciplines and perspective, then later on we might let them test it and even break the rules if they have a special point of view parallel with a satisfactory interpretation. Suhayla on the other hand came ready and seems like mastered the rules.

When I met her in level 3, she was ready to break it.

## PROJECT NUMBER 1: DOCUMENTARY FILM: TRUCAGE

**Project description:** Trucage is a short documentary film discussing a somewhat overlooked sector of the filmmaking crew: stunt men. Trucage demonstrates the type of stunts, how the stunt teams work, the hardships they face and other tricks from their craft. Trucage has been officially chosen to participate in two film festivals: Lift-off online film festival and first time filmmaker online film festival.



before and after from the set



3D sketch vs real set

## Haya Arafa

She took a virtual Design thinking course at Stanford. She Achieved her Masters degree of science in Architecture at Politecnico Di Milano University in Italy LEED GREEN ASSOCIATE -Green Business Certification.



Finished set





## PROJECT NUMBER 2: CONCEPTUAL ART FILM: THE FASHION FILM

**Project description:** The fashion film is a conceptual short film about how the fashion industry slowly turns models into objects, devoid of human emotion. The visual structure of the film has been a collaborative process between the director, DOP and production designer, to achieve the most harmonious final product possible.

Before and after from the 1st set where one model is about to embark on her inevitable path to become an object. The choice of production design is to contradict the model's current phase, the most chaotic emotions with the most pale, minimal and carefully staged set.



Stills from the 1st set





Before and after from the 3rd and final set: where the two of them become objects of the industry, whereas the set contradicts the emptiness they feel inside. With minor touches of hidden brutality symbolized with the blood red pasta they produced



Details and the robotic symbolism in the pasta machine

# MAYAR MEHREZ, MSA FIRST PUPPETEER EVER

written by Dr.Ola Hosny



The great Egyptian Civilization has ever been a civilization that is based on the Nile river, agriculture. Hence the peasants responsible of agriculture are one of the most important factors supporting the continuity of this civilization. For this reason Mayar Mehrez (Class of 2020) felt that the "Egyptian Peasants" were an ideal choice to represent the "Egyptian Identity" with all the meanings that the term suggests like: the power of the Egyptians, their capability of hard work, and their adaptation against the power of nature and using it to their benefits. Identity represents a moral and spiritual bond between the individual and his nation, a bond that motivates him to uphold his country among other ones, and predestines that he should be aware of his potentials and attributes.



Mayar was able, by the support of our Dean Prof.Dr. Tarek Saleh, to participate in "Turathna" Exhibition 2020 with her 9 Egyptian puppets to successfully catch the eye of the audience, stakeholders and above all, the media. Mayar's contribution was a great success for the department of Cinema and theatre to be able to participate for the first time in such a huge platform under the patronage of the Egyptian President Abd El-Fattah El-Sisi.

## MAYAR MEHREZ ... MSA FIRST PUPPETEER EVER



### Fellah

Pure Egyptian features.  
- Broken lines  
- Exhausted eyes.  
- minimal but sharp



## SKETCHES AND INSPIRATIONS OF THE MAN PEASANT (EXECUTED).

## SKETCHES AND INSPIRATIONS OF THE WOMAN PEASANT (EXECUTED).

### Fellaha

Pure Egyptian features.  
- Broken lines  
- Innocent eye look  
- minimal but sharp



## THE MAKING

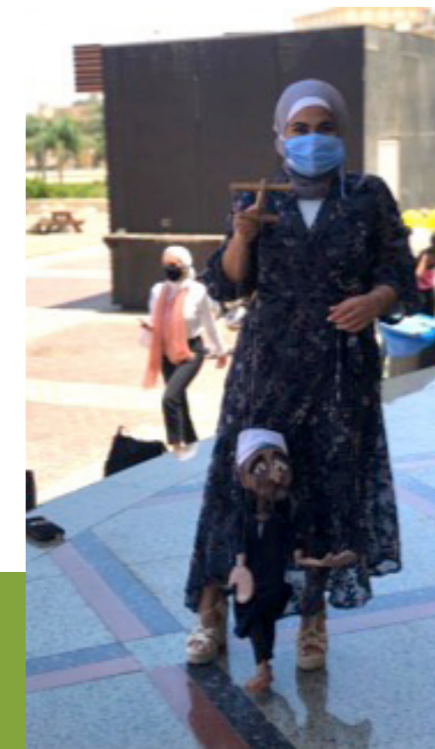
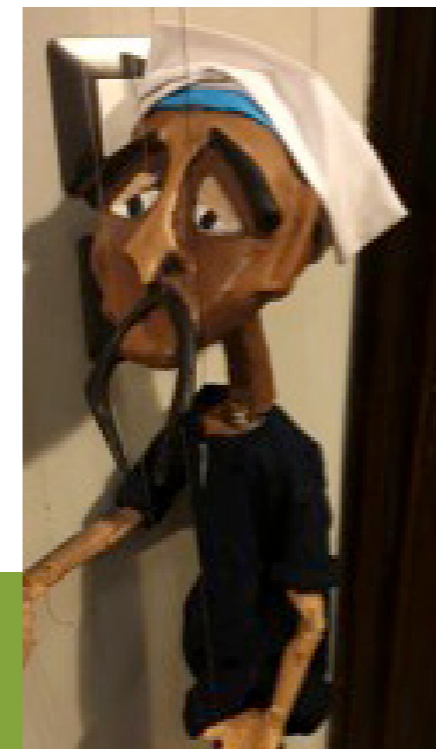
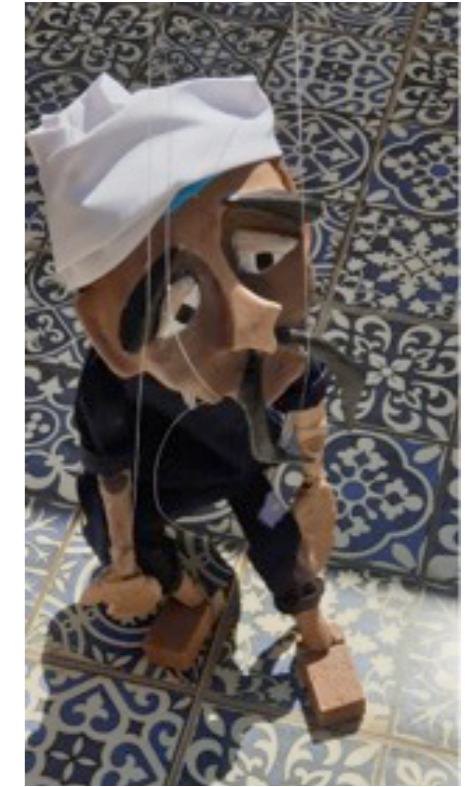
1 : THE HEAD: MADE OF PAPER CLAY AND FOAM TO SCULPT THE FEATURES.



2: THE BODY: MADE OF WOOD WITH DIFFERENT THICKNESS, LEATHER, FOAM AND PAPER CLAY



## 3: THE FINAL LOOK



## LAYALY ABO AZZAM, ASSISTANT ART DIRECTOR

### Layaly Abo Azzam

is a student of Art's and Design who proved to everyone that she is just extraordinary on so many levels, she has a well known reputation of being a hard worker and a fast learner.

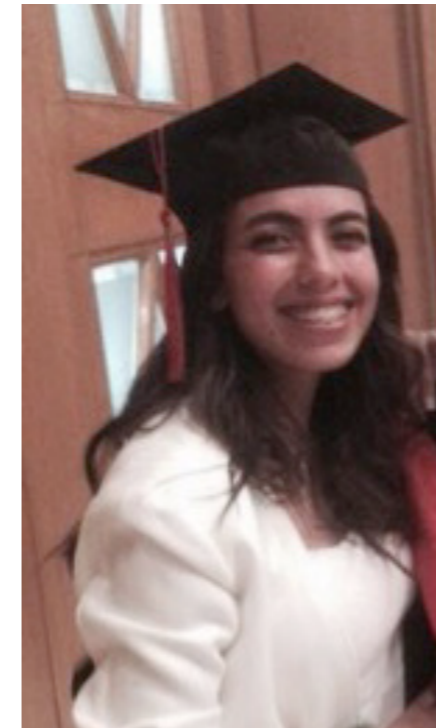
On the personal level she is unique in her own way and everyone who knows her will tell about her politeness and decency, and also her popularity around her friends. eager to learn, ambitious, wants to do something, very competitive, achiever, intelligent and talented are all the characteristics helped Layali achieve her dream which is being a part of the cinema industry.

Layaly always dreamt about this career, and she finally made it by being an assistant art director in three of the most reputable movies in recent times, Eshtebak, Hepta and Mawlana, in addition to several other big advertising campaign such as Lipton, Molto, Bake Rolls and Orange. Her work in the art department of these projects was really remarkable, this is why she keeps being number one as she always wanted.



## ANAN FATHI, QUICKLY BUT SURELY

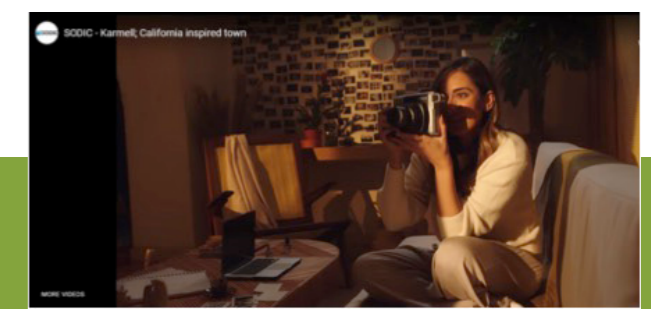
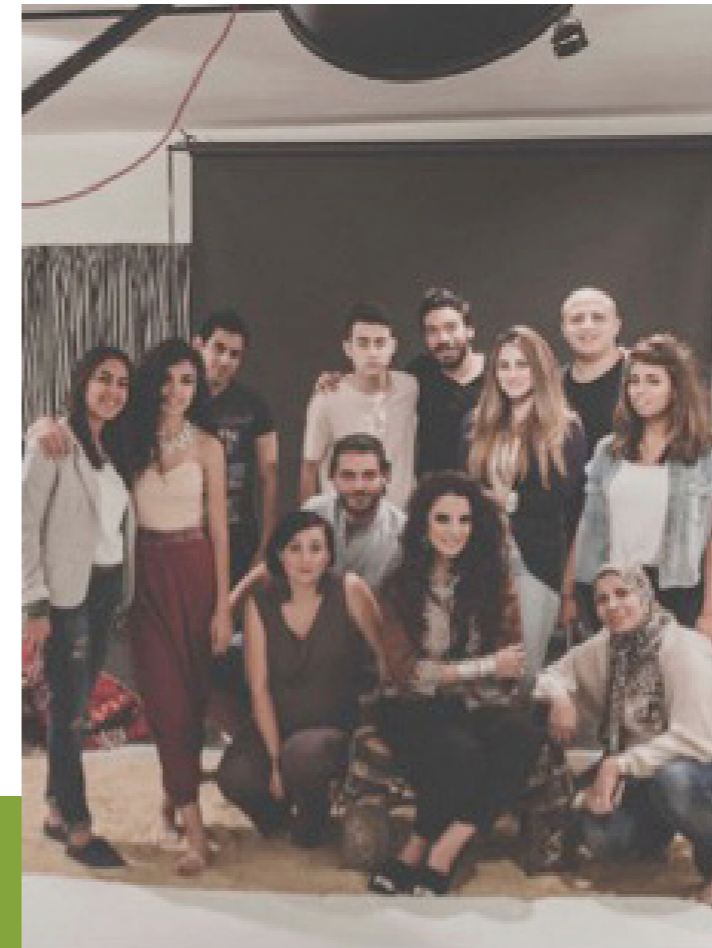
written by Dr.Ola Hosny



Ever since Anan was a student, she showed great attention to both details and essence of design. Anan's undergraduate projects revealed great passion to analysis, philosophy behind the design and to adding values to the preceptor. Her presentation skills added more value to her distinguished works, in addition to her ability in successfully working in a team and bringing the best out of everyone around.

As an MSA graduate, Anan succeeded in proving herself to be a talented and remarkable member of the Art Department in one of Egypt's biggest agencies in Production Design, creating the TVCs for huge entities like SODIC, Orange, COCACOLA and many others.

Anan's sums up her experience in MSA: "Our experience was very passionate with the knowledgeable instructors and T.As who always pushed us to explore our abilities. The organized talks and lectures with influential production designers helped us jump start our careers." Her advice is: "Be eager to learn than to accomplish."



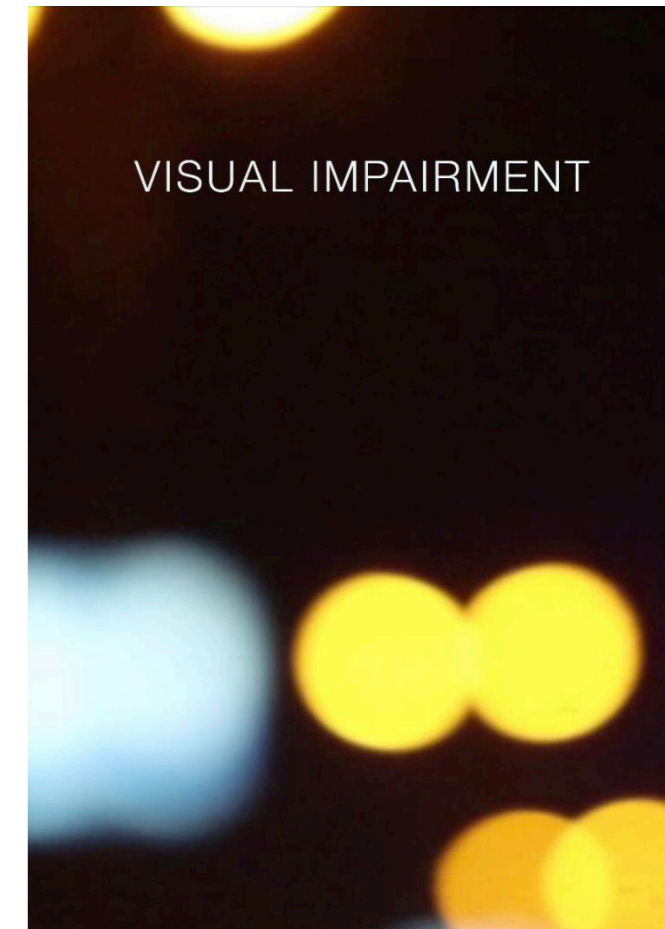
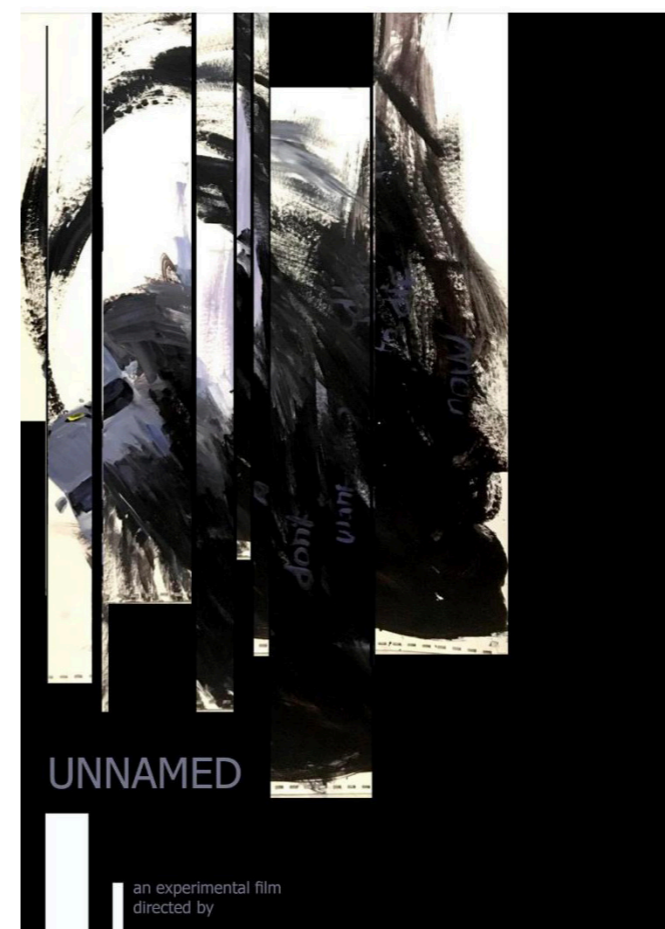
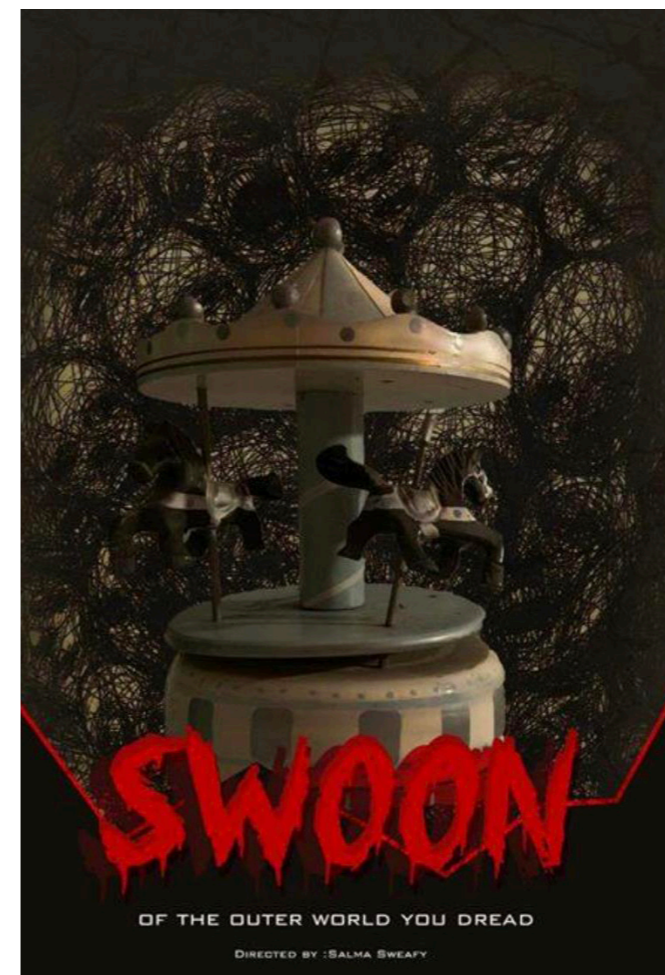
## MSA PARTICIPATING IN THE TRÈS COURT FILM FESTIVAL

Très Court International festival choose 6 MSA students' films to enter the main competition along side with other filmmakers from 110 cities around the world.



As we believe in Arts and design in the importance of the practical skills and enhancing the role of production among our students, 6 films from MSA Students level 3 been selected to participate with their films in the international festival competition. The films been selected came as an application of the course outline in principle of directing THTR377 and was the final project for the course. The students felt amazing about their attendance and it make them see the real picture in a real way. They felt the importance of their work and the power of their voice. It was my pride to share their expectations and goals come closer. They all expressed their life point of view and came with a real expression to the world they live in with all worries, concerns and hopes.

The students from level 3 to participate in the festival with their final project from directing course THTR377)



# FASHION DESIGN 04



# FRANKFURT STYLE AWARD

**frank**  
furtstyleaward THE INTERNATIONAL  
TALENT CONTEST  
FOR FASHION & DESIGN

Two of our talented students, Shahira Khaled and Rola Mohamed succeeded in reaching The Final Stage of The International Talent Contest for Fashion & Design "Frankfurt Style Award" in Germany and publish their project videos and designs on their channels. Our students competed against 167 fashion designers who participated from 17 different countries and they were able to reach the final stage of the competition



Shahira and Rola were conducting their projects during the coronavirus lockdown under supervision

The Top60 final list project videos published on 24th of Jun 2020 presenting the exceptional efforts of our students during the lockdown; they have executed their designs into fashion outfits and documented that with a short video.



## FIBER AND TEXTILE SUMMER SCHOOL-JAPAN



According to a mutual agreement between the Faculty of Arts and Design and the Kyoto Institute of Technology, students from the Fashion department got the opportunity to participate in one of the summer schools held at the Kyoto Institute of Technology in Japan.

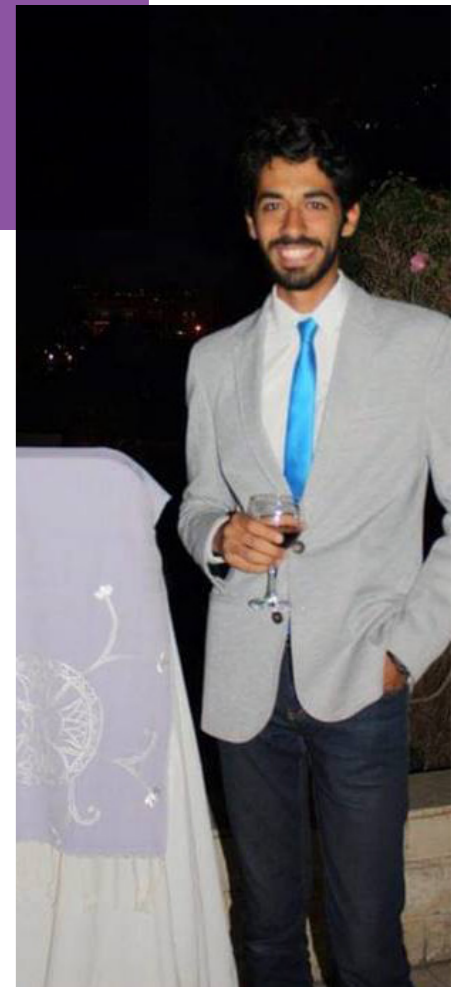
The summer school has enabled them to have a better understanding, more knowledge and wider perspective regarding fibers which may contribute in their future studies and work.



## HANS & LOUISE SWEDEN DESIGNERS WORKSHOP



In 2013 we had a workshop with Swedish designers Hans & Louise as a corporation with Sweden embassy under the name of fashion in a multicultural dialogue and as a result of this workshop Sweden embassy prepared an exhibition for the students works and announce one of them (Hesham Abdel Allah) as a winner of a trip to Stockholm to attend Sweden fashion week and visit Sweden museums.



# SDGs & Graduation projects

Proudly our faculty is transitioning to sustainability in its courses and program. As part of our faculty's commitment to the implementation of UN Sustainable Development Goals (SDG's). Our students had recently the chance to get well informed and introduced to the SDG's, and the opportunity to explore the realities of the global goals, and what they mean for our Community and Country. In addition, our students have innovatively worked to incorporate those goals and address rising global challenges in their graduation projects. This ensures that the students create projects that are driven by an awareness of rising local as well as global problems. Such efforts by our students demonstrate that their projects are not only novel and inspired by industry demands but that they are also sustainable in nature, highlighting that their technical expertise go hand in hand with their mindset on societal sustainability.



Unit THTR406: GRADUATION PROJECT II - SEM74 - SPRING'21  
 Student Name: MOATAZ KHALED ABD-ELWAHAB  
 Student ID: 184461

Presented To: Dr. Samah Nassar  
 Dr. Fakhry ElAzzazy  
 Dr. Ola Hosny  
 Dr. Nehal Hommos

## LIKE ICARUS - Theatrical Adaptation

### AUTHOR & BRIEF

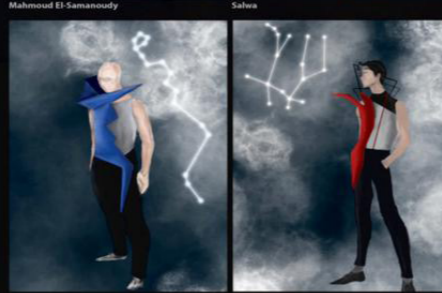


A novel like Icarus is one of the novels of the Egyptian author Ahmed Khalid Tawfik. Dr. Ahmad begins his novel "like Icarus" in the year 2020 and writes about what a program have to pay and struggle for having a knowledge that he was not supposed to have, in our case of Mahmoud knowledge about the future, the writer writes in the start of the novel " Mahmoud died because of he approached the truth more than what is necessary, he did not leave it, he burned him and melted his wings, he plunged from flyer to drown in the ocean, like Icarus. In this novel he confirms that knowledge has a high price, and truth also has a price that must be paid, and this why the protagonist, Mahmoud paid the price of his knowledge by struggling, pain, suffering, displacement, and distraction, when from Mahmoud was a child could he become a man, Dr. Ahmad Khalid in his novel went beyond 2020 and then returned to the past to collect and interpretive events of the novel with each other in the course in a psychiatric hospital where Mahmoud can read events at different times resides.

### SKETCHES



### COSTUMES



### SCENES



SCENE 1  
 Mahmoud's home where he tried to commit a suicide and his wife, where went to save him.



SCENE 2  
 The Tibetan Plateau where Mahmoud Al-Samanoudy gathered a group of people to talk in wisdom about end life issues.

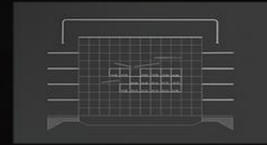


SCENE 3  
 The National security office where Mahmoud was under investigation from the officers.

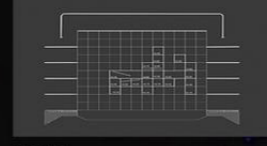


SCENE 4  
 The psychiatric hospital where Mahmoud was tortured and a panic attack because he wanted to leave.

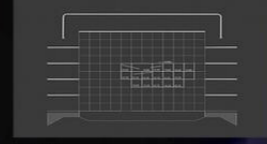
### PLANS



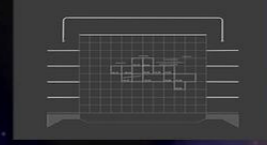
Plan 1



Plan 2



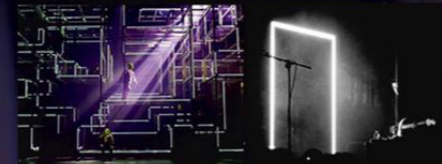
Plan 3



Plan 4

### DESIGN CONCEPT & INSPIRATIONS

Our main characters and Icarus they all lost their way and took the wrong path which led them to the destruction. The stars and the constellations help those lost people in the desert to find a way to survive.



Name: Farah Mahmoud Haridy  
 I.D.: 184839

Graduation Project II THTR406- spring/74

presented to:  
 Dr.Samar Nassar  
 Dr.Fakhry ElAzzazy  
 Dr.Ola Hosny  
 Dr.Nehal Hommos

## 10 Minutes & 38 Seconds in this strange world - Cinematic Adaptation



### AUTHOR

Farah Haridy is a 48 years old Egyptian actress with a mixture of very successful beauty, she was born in Egypt when went to university her education in Egypt before studying in Italy in many countries and returning to her motherland and continue to work in the film industry in Egypt and abroad. She has worked with many famous directors, offering various roles in her career. She has worked in many successful movies and TV series. She is a member of the Egyptian Actors' Syndicate and the Egyptian Film Directors' Association.

### BRIEF

The book revolves around a forty three years old Turkish woman that had a very traumatic life that ended in a very brutal way, she was murdered and buried in a grave. Despite that she was there and he was there, there was still 20 minutes and 38 seconds after he had been buried, where he could still see her, being over her memories, watching the way she lived in her childhood, while the book told us through the journey of Icarus, a lot of stories of her family and friends close to her mind which makes the reader

### SCENES

Scene 1: Laila remembers her birth.



This is the scene where Laila was born, she remembered salt when she thought of that memory, it will start as a dreamy heavenly scene and then settle to be the harsh reality that hit her, a tragedy where she was taken away from her birth mom and given as a "gift" to her step mom.

Scene 2: Laila's room at the Brothel.

This is where Laila used to work as a prostitute, she remembered acid as it was a very traumatic memory and it reminded her of the time she was burnt by acid.



Scene 3: The club Laila works at.

The night club Laila used to go to to get her customers, she met there one of her best friends that always reminded her of deep love moments.



Scene 4: The apartment where Laila was happily Married.

This is where Laila was happily married and finally settled. The scent she remembers from her apartment was home-made strawberry cake, it was a comfortable and cozy place where she was finally felt some peace.

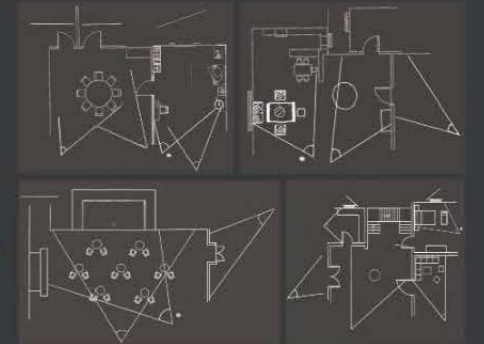
### CONCEPT

Synesthesia



Synesthesia is a condition in which one sense is connected with another sense. For example, some people see colors when they hear music. In this concept, the main character, Laila, has synesthesia and she is taking with smell and taste, color, texture and even sound.

### PLANS



### SECTIONS



### SKETCHES



### COSTUMES



Laila All her life phases.



Water Family The people she met that she considered family.

Moataz Khaled Abdelwahab

Farah Mahmoud Haridy

# BEAD A NEW LIFE

**Student Name:** Rania Hossam

**Unit Supervisors**  
 Prof. Dr.Hazem Abdelfattah  
 Assoc.Prof. Dr.Noha Fawzy  
 Asst.Prof. Dr.Walaa Salem

L.A. Mohamed Khafagy  
 L.A. Soha Rafek  
 L.A. Dalia Abu EL Soud  
 L.A. Noha Nawwar

**Student ID:** 184593

Rania Hossam

# Aquatic Savior

**Student Name**  
 Jumana elzayat  
**Student ID**  
 183157

**Unit Supervisors**  
 Prof. Dr.Hazem Abdelfattah  
 Assoc.Prof. Dr.Noha Fawzy  
 Asst.Prof. Dr.Walaa Salem

L.A. Mohamed Khafagy  
 L.A. Soha Rafek  
 L.A. Dalia Abu EL Soud  
 L.A. Noha Nawwar

Jumana ElZayat





**colour code**

  
2e5e8b

  
3287be

**inspiration**



**Project Description**

Banlastic is an awareness campaign and rebranding of Banlastic Egypt. Banlastic's campaign aims to ban the single use of plastic in Egypt and to use environmentally friendly materials instead of plastic. Banlastic review solved with beach cleanup trips, workshops, events and online competitions to solve a major SDG 14 life below water problem. The campaign is about the characters bottles that is the main core in the application to aware people to download the application.

**Posters**



**Mobile Application**






**Social media**




**Smart watch**




Ahmed Ayman

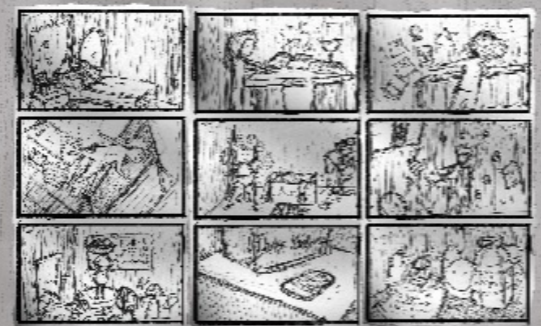
# Danse Macabre



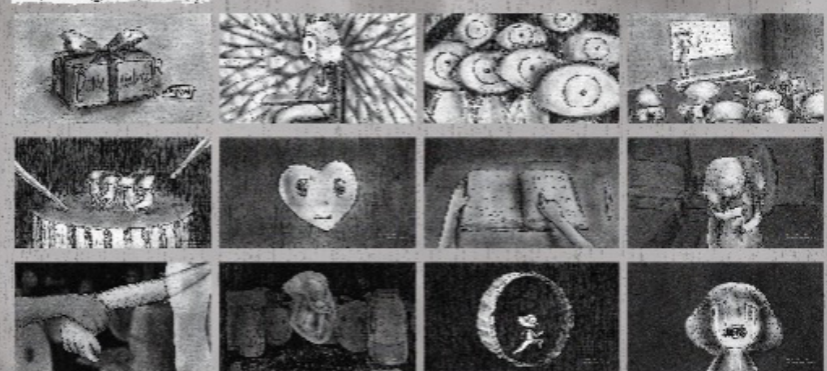
**Progress**



**Storyboard**



**Movie stills**



**concept & Ideation**

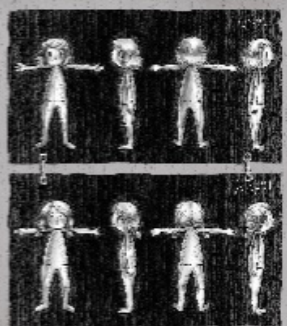
*"Anxiety always dances with me in a Dance Macabre, yet one can change a sinister dance partner with a friend."*

The idea arose from my own struggle with anxiety. My concept is to express anxiety through a medieval theme called the "Danse Macabre" or the "Dance of Death". Early through the 14th and 15th centuries, the idea of the "Danse Macabre" was to engage in a struggle with death, which is metaphorically given to the dance between the dead and the living in the Danse Macabre. Eventually, anxiety leads patients to death. In the Danse Macabre, skeletons walk the living to their graves. Nonetheless, patients can still escape their deaths by changing their dance partner.

**Plot**

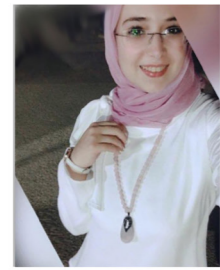
On the 17th birthday, Anna received a music box titled "The Danse Macabre" from a mysterious person called Eric. After losing the wedding keys of the music box, Anna finds Eric in a dark room and cannot help but feel scared of everything around her. She gets dragged to a Dance Macabre with her anxious troupe and an unexpected guest comes to save her...

**Character Design**



Younna Mohamed

# INTERIOR DESIGN DEPARTMENT



## THE INTERNATIONAL MUSEUM OF PHOTOGRAPHY

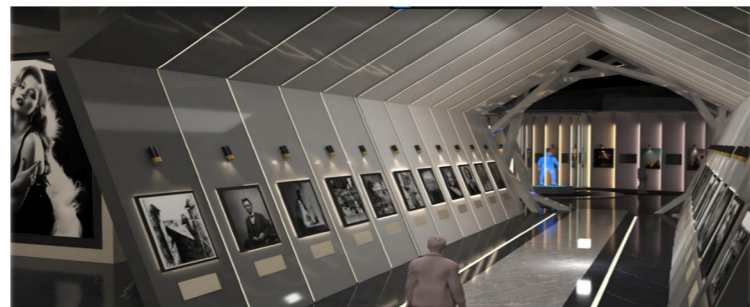
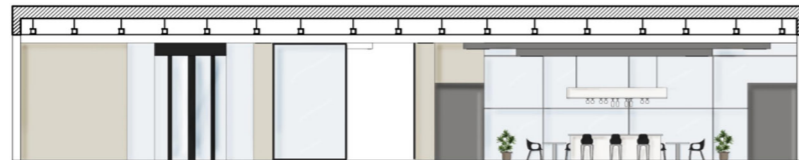
6th of october  
Mai Khaled Mokhtar

The Project aim is displaying the art of Photography. Showing its improvement starting from the history and gradually reaching to the (best quality- colour & clearness) Of the photo applying the concept of "Capturing the moment".

## المتحف الدولي للتصوير الفوتوغرافي

السادس من أكتوبر  
مى خالد مختار

هدف المشروع هو عرض فن التصوير الفوتوغرافي. إظهار تطورها تاريخيا و وصولاً تدريجياً إلى (أفضل جودة - لون ووضوح) للصورة بتطبيق مفهوم التقاط اللحظة.



Mai Khaled Mokhtar

# INTERIOR DESIGN DEPARTMENT



## Alabaster Creative & historical Cener\_luxor

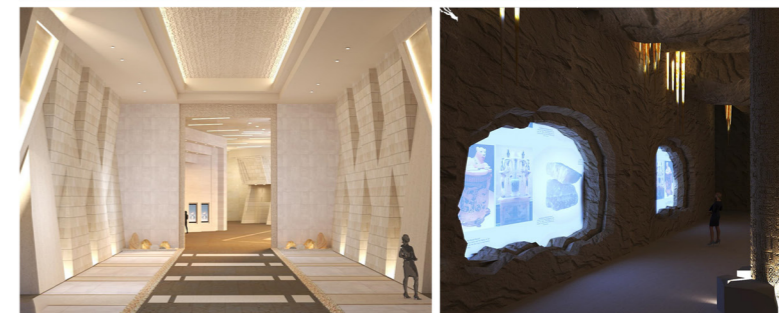
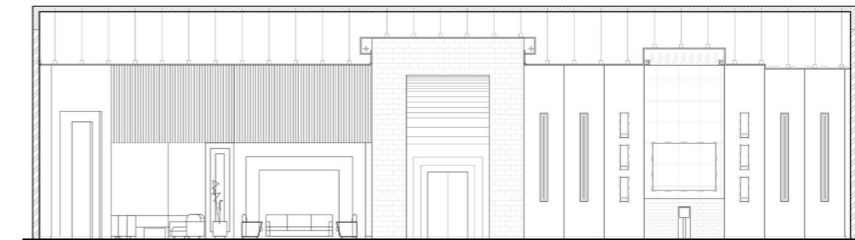
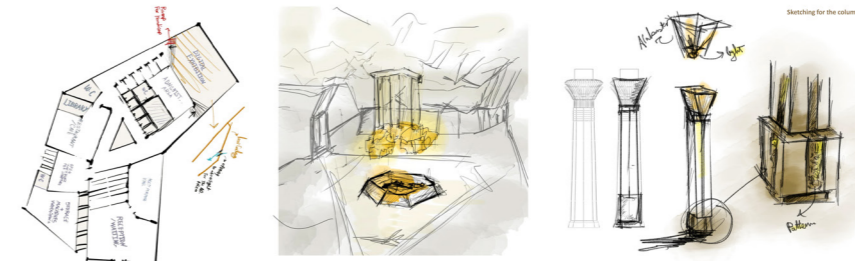
Creative Center\_luxor  
Farah Wael Samir Sobhy Khalil Elsayed

The project aims to provide a space for Craftsman Luxor to support their innovation and develop social engagement with tourists from all over the world, promote traditional crafts and create a space for exhibiting alabaster products Elegantly.

## المركز الإبداعي و التاريخي للمرمر

مركز الإبداع بالاقصر  
فرح وائل سمير صبحي خليل السيد

يهدف المركز إلى استكشاف الحضارة الجيولوجية في مصر. التصميم الداخلي المتكامل مع المنظر الطبيعية المحيطة يخلق وسطاً وظيفياً وجمالياً ملائماً للزائرين و العاملين



Farah Wael Sameer

# **PUBLISHING TEAM**

**Magazine Idea, Mentored and Supervised By  
Prof.Dr.Tarek Saleh Said**

**Interviews by**  
Dr. Samah Nassar

**Designed by**  
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A.L Fatma El-Armani  
T.A Alaa El-Gammal  
T.A Abdelaziz El-Wassify



FACULTY OF ARTS & DESIGN

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