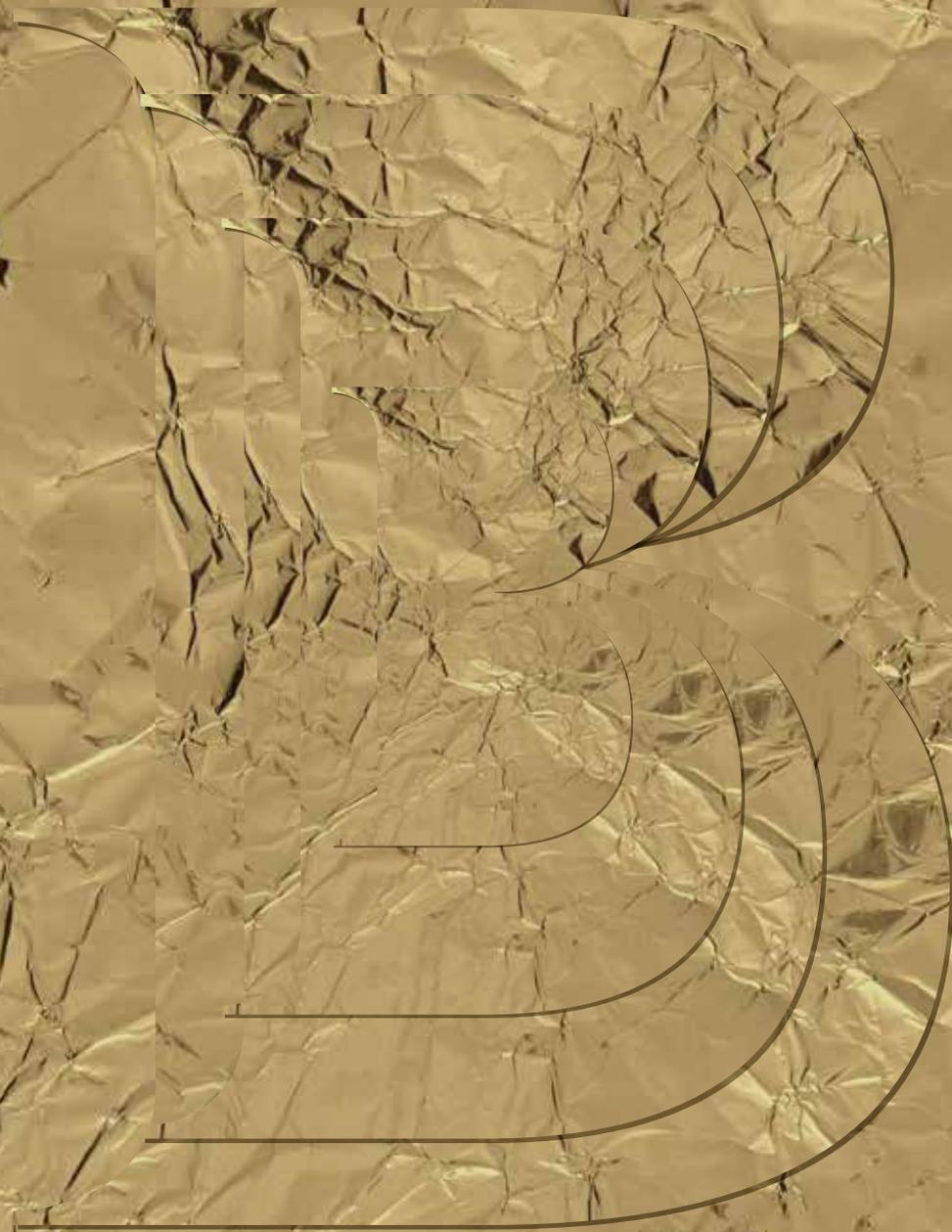


THIRD ISSUE

BERKELEY *bespoke*

LUXURY TRAVEL AND LIFESTYLE MAGAZINE





WHEN THE WIND FLOWS OVER THE DESERT



SKYLINE

AHEAD OF YOUR
IMAGINATION



Have
y o u
e v e r
d r e a m e d
to live in The
World's Biggest
Home? A true
mastermind with a
defying vision for Cairo-

Hassan Morshedy talks
about THE SKYLINE.

Truly ahead of your
imagination - the
project, that is
influenced by
the natural
p a s s i o n
towards
Egypt.



HASSAN MORSHEDY
Visionary

SKYLINE has been officially stated to be the biggest residential building in the World to be built, approved by the Guinness World records and also to have the biggest infinity swimming pool. What was the vision behind the project?

Before I share our vision behind the project - I will share a background of our heritage and activities, that give us the confidence to build the largest building in the World. Being the largest - might scare some people, but if it is done right - it could be an enormous opportunity. Our company has been in the business for the past 35 years, started by my father and been steadily growing. Due to my lifestyle in different cities around the World, from London to Athens - to Los Angeles - I had an opportunity to see an Architectural and Design objects that would give me ideas and inspiration for creating an ideal living environment, a place, that someone could live with dignity, comfort and style. I have worked with the World's best Architects and Designers, just to name a few: Philippe Starck, Mohamed Hadid, Marcel Wanders, VDP, who greatly inspired my vision. Egypt has been known for the pyramids, that have been the biggest man-made structure for the past 3,800 years. And we thought it is a time to break that, with all the 3 important elements in our hands: finance, reputation and demand - it is a perfect opportunity to create a development with beautiful apartments in a nice neighbourhood.

You are trying to create something that's beyond today's imagination, you are creating a city within a city. As per your projection - who will be the residents of the SKYLINE?

Creating a demand and desire: we will be welcoming upper-middle class and families, professionals that live and work in the sectors of banking, telecom, education and other. Our aim is to create a healthy community of people that could relate to each other. That could enjoy living in the modern environment.

SKYLINE is a name that would more likely be affiliated with buildings in such metropolitan cities like New York or Shanghai, rather than in the middle of Cairo. What was the main aspect of selecting this location? Competing for a place for another Wonder of the World?

Actually, in the second phase of documentary that we are doing - we will have a chapter called "SKYLINE versus the Wonders of the World". We are comparing the SKYLINE to other significant structures in the World, for example: how many Eiffel towers make SKYLINE? In terms of materials used, scale and feel. We are creating another iconic building, something that has never been done before.



AN OASIS
YOU HAVE BEEN WAITING FOR

The scale of the biggest residential building is not leased by its height but by its footprint - tell us about the stages that it will be developed by?

Building by the footprint is a very interesting development process, rather than height. When you build vertically - you have certain restrictions and safety aspects that you have to consider. Living so high up - it is more dreamy, rather than practical. SKYLINE phases are simple: each of the elements of the building are the same and we will be using a process of copying each one. The first stage will take 3,5 years and overall the project will be completed in 6 years.

How does travelling influencing your approach in your developments?

It plays a major part and influences a lot. As mentioned, I was fortunate enough to live in various countries, experiencing different designs, approaches and styles. And I was able to choose what was relevant and beneficial for me here and how could I combine all of the elements under one roof. How could I offer an upper middle class that they could be proud of to live in? I am working with one of the best designers that are passionate about the project, as much as am I. Because it is for a very good cause, we are changing people's eyes, we are showing something aesthetically pleasing. SKYLINE will have many Art Galleries, installations, creating a demand and opportunities for communities and artists.

As an international Jetsetter - you have lived and travelled the World, is there a place on Earth that you haven't been to and is on your wish list to visit?

There are some Islands that I haven't been to and would love to discover in the far East. Japan is also on my wishlist to visit, I am fascinated by its culture.

What is the biggest passion in your life?

To give back to a community and to create something that would give you a legacy. I think passion is a word that is being used a lot, but being really passionate about something - is to be beneficial to our clients. To present something that they have not been expecting, something iconic. I am passionate about design and aesthetics, something that looks beautiful: what is easy on the eye - makes you feel better.

What has been the keys to your own success?

Dedication. I have a very good team, that I am very happy about. You can not be a 1 man show, you have to work with people that are better caliber than you. To be humble and always learning. I like to ask questions and get pioneering opinions. You can learn from different angeles and walks of life, as I believe that the successful path in any sphere is achieved in the similar way. Also, it is important to have a very good reputation.

What is 1 item you are always travel with and why?

For the past couple of years, I have found that people are becoming attached to materialistic things, therefore I am trying not to get attached to things. But there is something, that I always keep with me, but it is more of a spiritual element. I have with me pictures of certain people that inspire me, from educational backgrounds, philosophers, spirituals leaders, that follow the paths of their hearts. Their presence in my life always influences me. It is the feeling that I will never lose and that will always be with me.

What does Bespoke mean to you?

Uniqueness...
In everything that you do.

interview by Arina Sprynz

