

I'M _____®

RESERVA '77

M — F A R E S
& ASSOCIATES

an **Alchemy** studio

MF A x GLC

THE GLC PROJECT/ NOVEMBER 2023 / CAIRO DESIGN
WEEK / THE HOUSE OF 2124

['77]

RESERVA '77

M — F A

A Hundred Years from Now..

& A hundred years then..

RESERVA '77

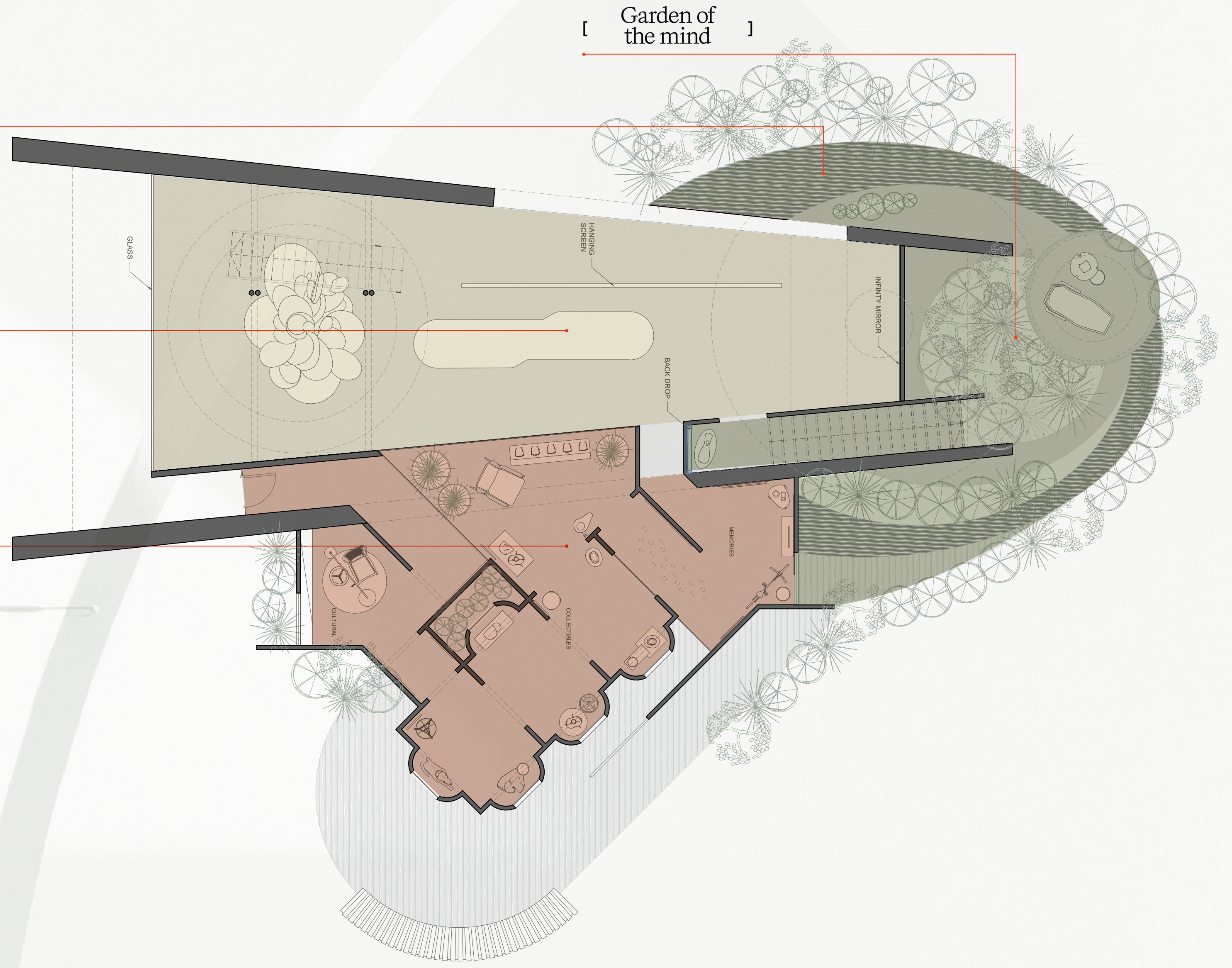
[Reserva is a time capsule of **heritage & the future.**
As we conserve our Authenticity, we form layers
to create our own conception of vision & what
lies ahead.]

[Master plan]

ground floor

- [utopia]
- [the future]
- [the past]

[Garden of the mind]

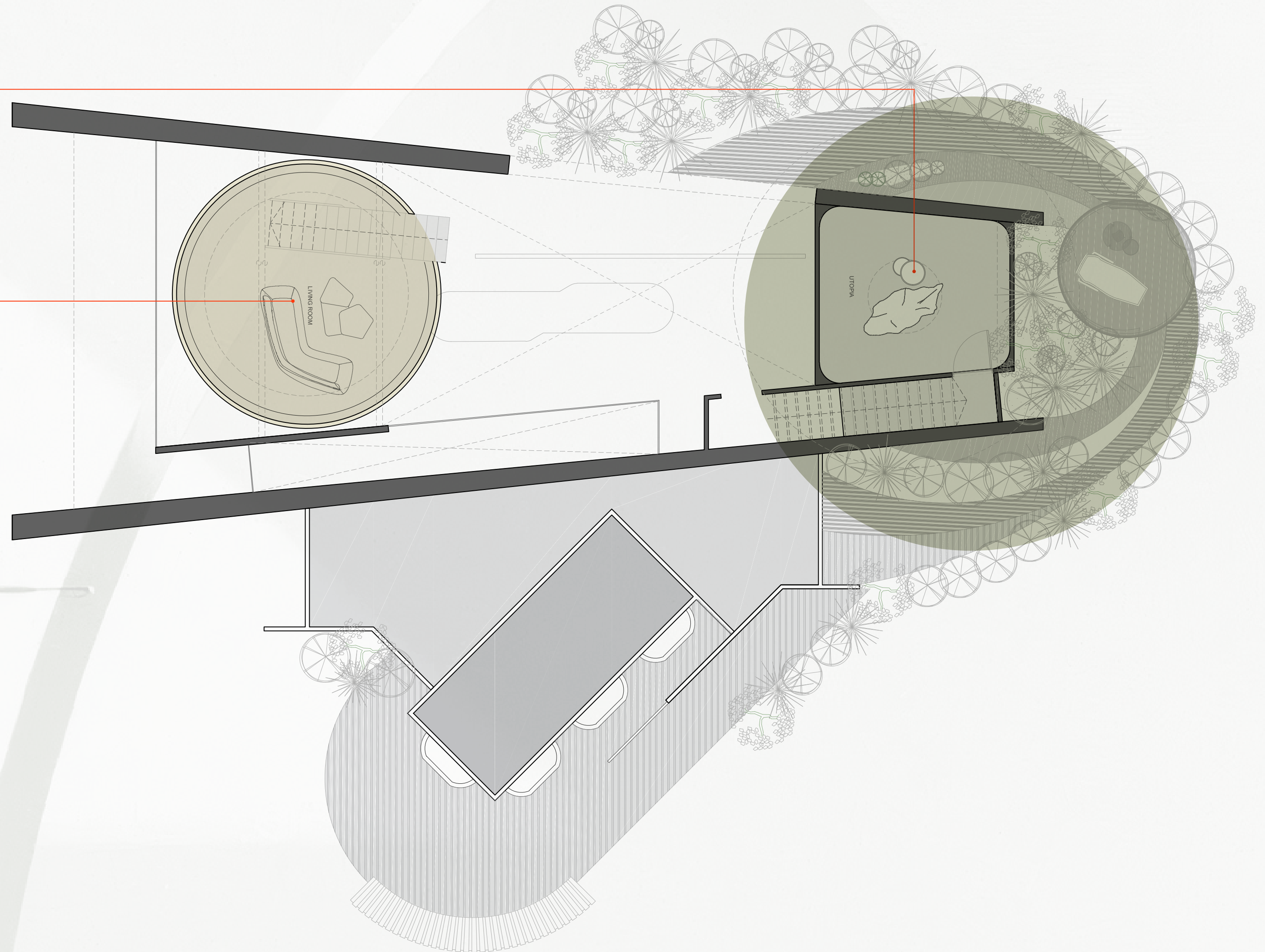


[Master plan]

first floor

● [utopia]

● [the future]



[*An embrace of the present*]

In the symphony of existence, the present moment orchestrates a sensory feast, inviting us to taste the flavors, feel the textures, hear the melodies, see the colors, and inhale the scents that dance around us.

[The journey of life *commences* upon a *blank canvas*, where your lifeline *unfolds before you* in a mere glance.]

This pristine setting is **your present**, where you are **the user** and **navigate** the pathways of success and failure, basking in the experiences birthed through **the souls you encounter** and the places you **venture**.

Layers of memories envelop you, each a brushstroke crafting the masterpiece of **your essence**, eternally imprinted.

Amid this *evolving* mosaic, you clasp onto *your roots*, the
[bedrock of your existence. Where *humanity* found its mooring]
and *your spine* has been formed.

You, the user, are what's **tangible** and **constant**. Your senses are finely attuned to the world around you as you perceive **the grandeur of spaces** through the symphony of **sight** and **sounds** as your fingertips dance upon the **palpable**.

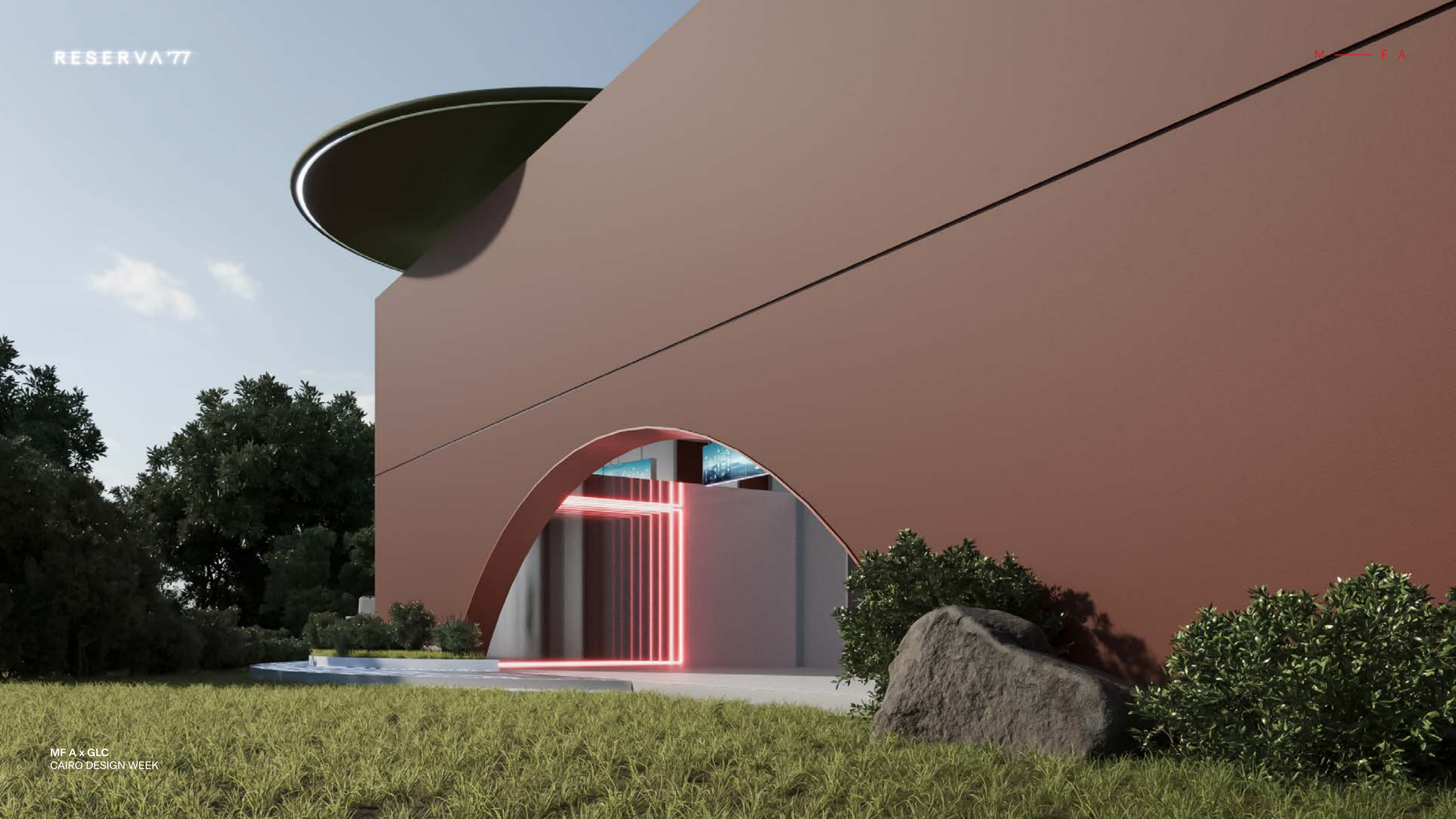
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RESERVA '77

RESERVA '77

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CAIRO DESIGN WEEK

RESERVA '77

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DESIGN BY: THE
CAPSULE OF INTERIOR
& EXTERIOR

MF A x GLC
CAIRO DESIGN WEEK



RESERVA '77

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CAIRO DESIGN WEEK

RESERVA '77

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RESERVA IS A TIME
CAPSULE OF HERITAGE
& THE FUTURE.

As we conserve our authenticity, we form layers to create our own conception of vision and what lies ahead.

MF A x GLC
CAIRO DESIGN WEEK

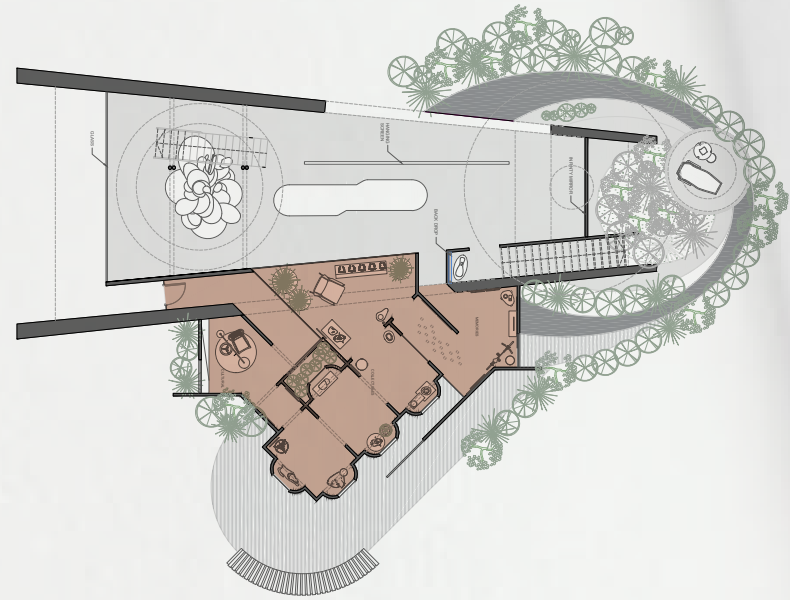
[THE PAST]

RESERVA'77

M — F A

Down the *memory lane*

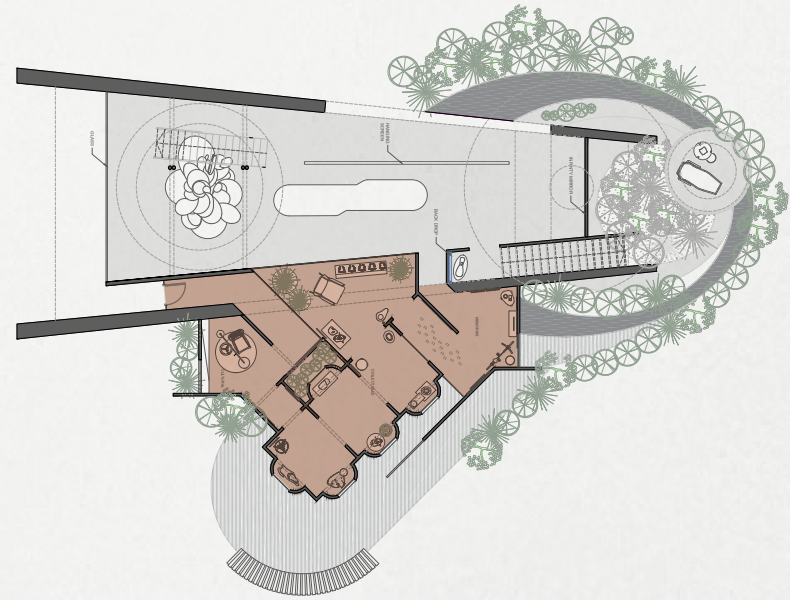
Layers of memories that envelop you
are eternally imprinted.



[the past]

[The walls that stand tall, *shaping our edifices*, echo the whispered tales of *generations past*.]

Just as **Ancient Egyptians** adorned temple walls with **stories for successors to decipher**, so too did the eras following cascade their narratives across **the vast canvas of architectural diversity**. Be it the ornate intricacies meticulously carved upon stone or **the soaring arches** that define spaces; societies are shaped through **the unspoken language** they share. **With the passage of time**, it evolves, blossoming into **something new**, yet the roots remain **steadfast**, an everlasting testament to **identity**.



[the past]

They say *the eye feasts before the stomach*, and so it is with perception and possessions. You encounter beauty, a fleeting moment that beckons admiration, and *you choose to savor it within your surroundings*.

Life becomes a **collection of art**, trinkets, books, and mementos, each imbued with **sentimental value**, fleeting or enduring. As you wander through the tapestry of **cities**, you revel in **their architecture**, weaving it into the **fabric of your memory**, unknowingly **molding your style** and passions.

[THE PAST]

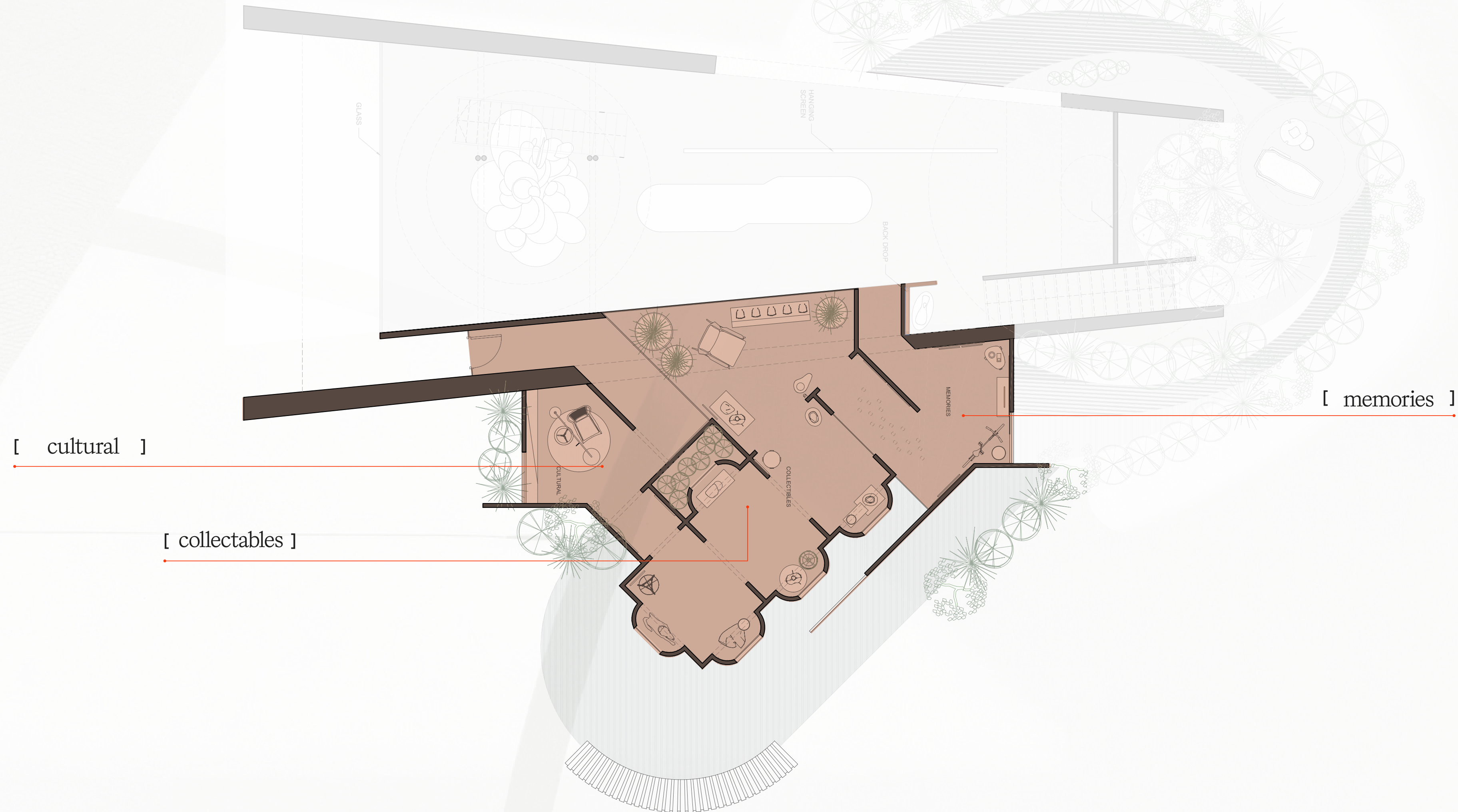
RESERVA 77

M — F A

[*A reference to the past*]

A hundred years of rooting
a unified language

[The past
ground floor]





NCS S 6030-Y80R

Color of the past

[

This colour communicates authenticity, quiet luxury and promotes a return of classic design.

]

[THE PAST]

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M — F A

[The road to *the collectables*]

Life becomes a collection of art, trinkets,
books, and mementos

[THE PAST]

RESERVA '77

M — F A

[*Beauty* along the way]

Our roots weave the fabric of our unique style
defining our heritage and individuality

[ABSTRACT]

M — F A

[THE WALLS THAT STAND TALL, SHAPE THE
EDIFICES, ECHO THE WHISPERED TALES OF
GENERATIONS PAST.]

[THE PAST]

M — F A

AND THIS EVENTING WALK TO OUR
ONTO YOUR HOUSE TELEPHONE FOR
EXISTENCE



[THE PAST]

M — F A





THE WALLS THAT STAND TALL, SHAPING OUR
EDIFICES, ECHO THE WHISPERED TALES OF
GENERATIONS PAST.



[THE PAST]

M — F A



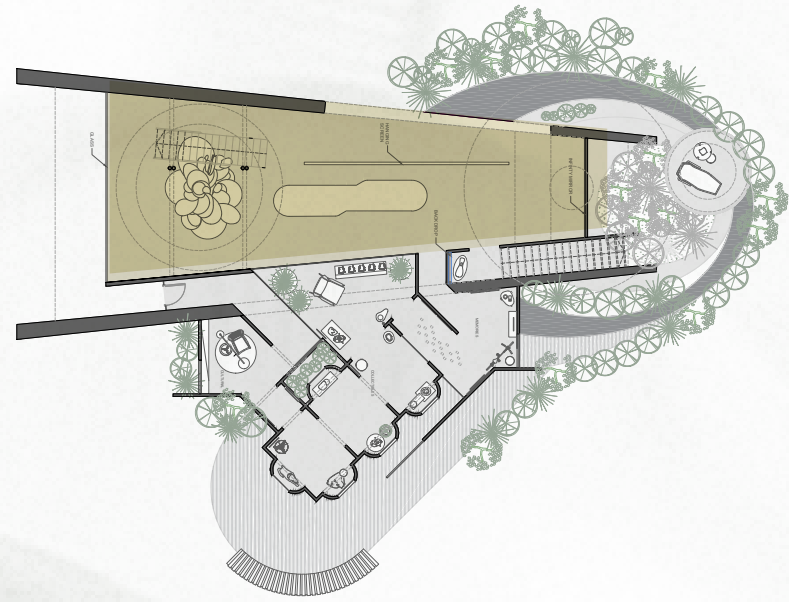
ALL THAT STAND TALL, SHAPING OUR
PAST, ECHO THE WHISPERED TALES OF
GENERATIONS PAST.



RESERVA '77

[*A glimpse into the future*]

The promise of progress, growth, and
the realization of our dreams & aspirations.



[the future]

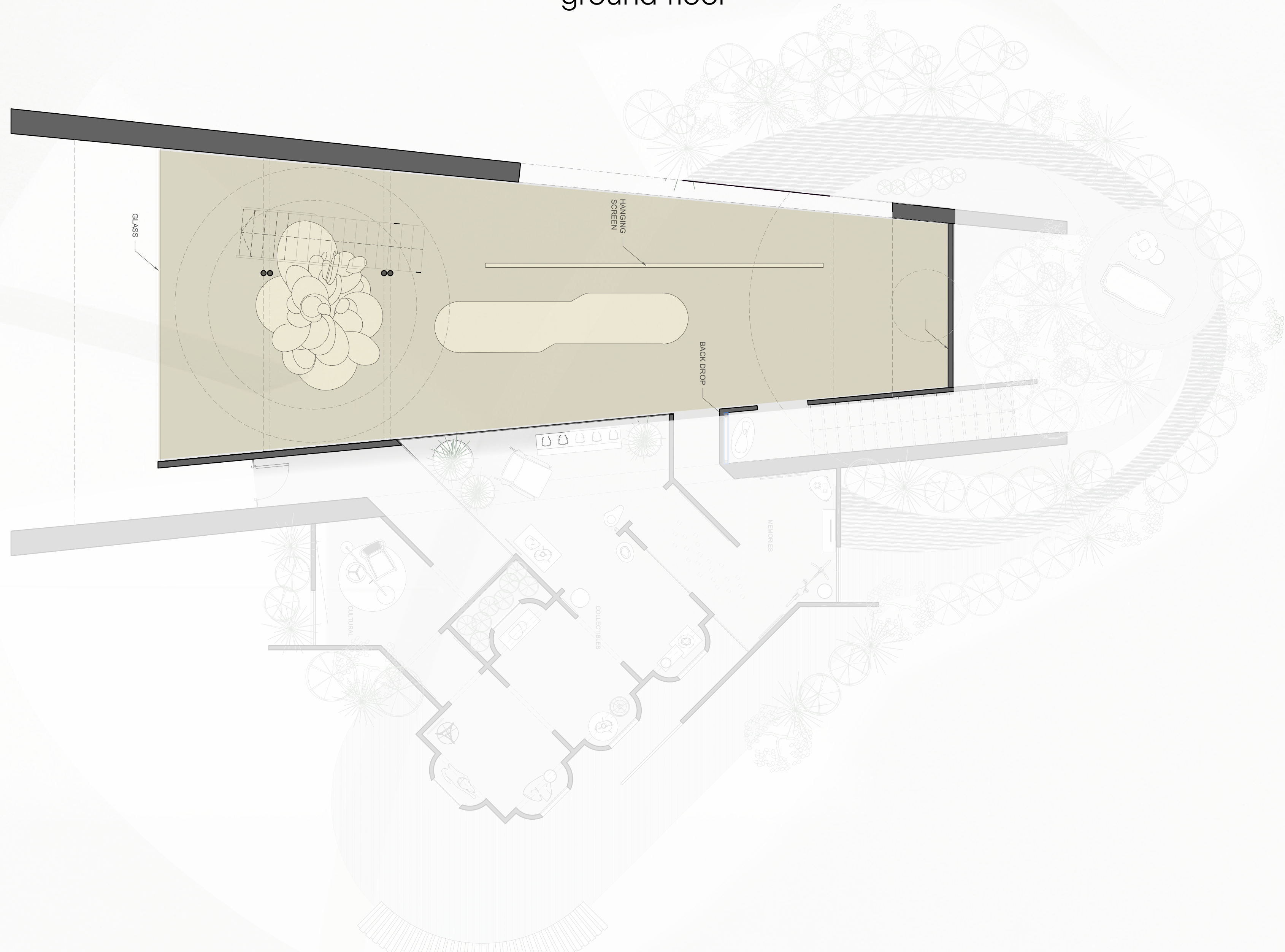
[Nature beckons with an allure *often taken for granted*, a yearning to embrace it *in the Future*—a symbiotic union of your *physical and metaphysical dimensions*.]

Walls, once mere sentinels, awaken to **breathe the essence of nature**, as you **nourish** them with your presence. What lies ahead is a **realm unknown**, a transition into an **infinite dimension**, where the boundaries of your journey **blur**, and existence **unfurls endlessly**.

"Anything that is in space has *form*.
Space itself has *form*. Either you are
in space, or *space is in you*. The soul is
beyond all space. Space is in the soul,
not *the soul in space*."

- Swami Vivekananda

[The future]
ground floor



[The future]
first floor







THE JOURNEY OF LIFE
COMMENCES UPON A
BLANK CANVAS,

where your lifeline unfolds before you
in a mere glance. This pristine setting
is your **present**, where you are the
user and you navigate the pathways
of success and failure, banking in the
experiences bequeathed through the soul
you encounter and the places you
venture. Layers of memories envelope
you, each a brushstroke-crafting the
masterpiece of your endeavor. **Presently**
appreciate.



[THE FUTURE]

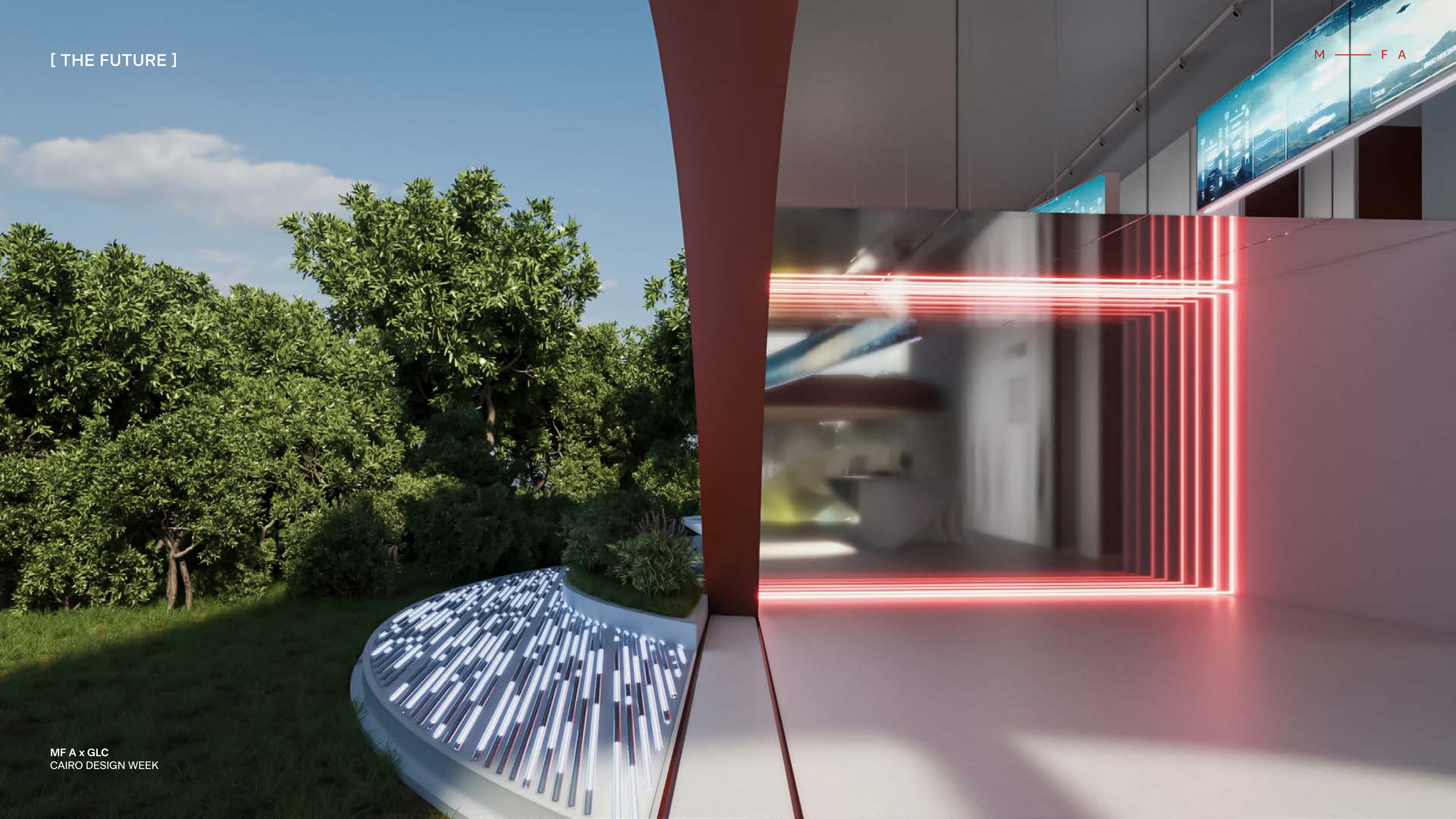
M — F A





[THE FUTURE]

M — F A

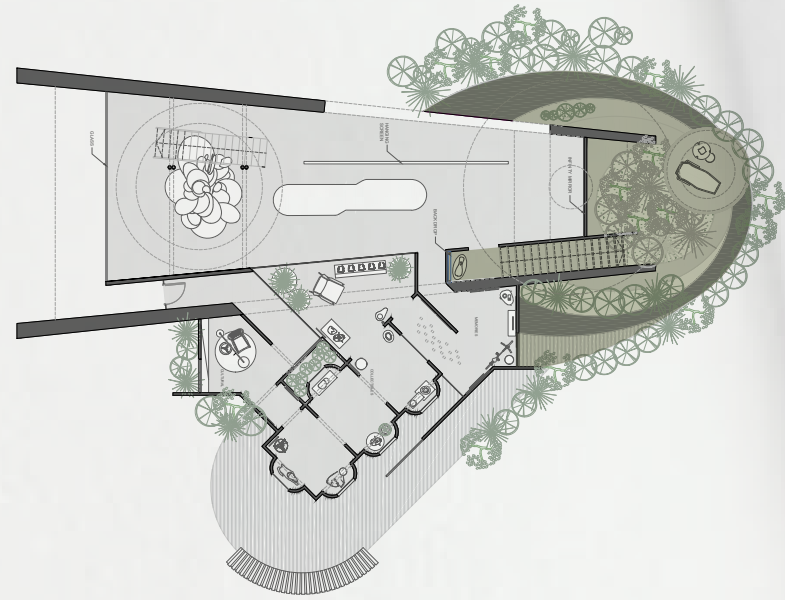


from a
symphony of
existence

[

]

to a
vision of a
futuristic self



[Utopia]

[They claim the concept of utopia is *unattainable* since humans will never *live up to it*, but we have *a hundred* years to work on our aspirations.]

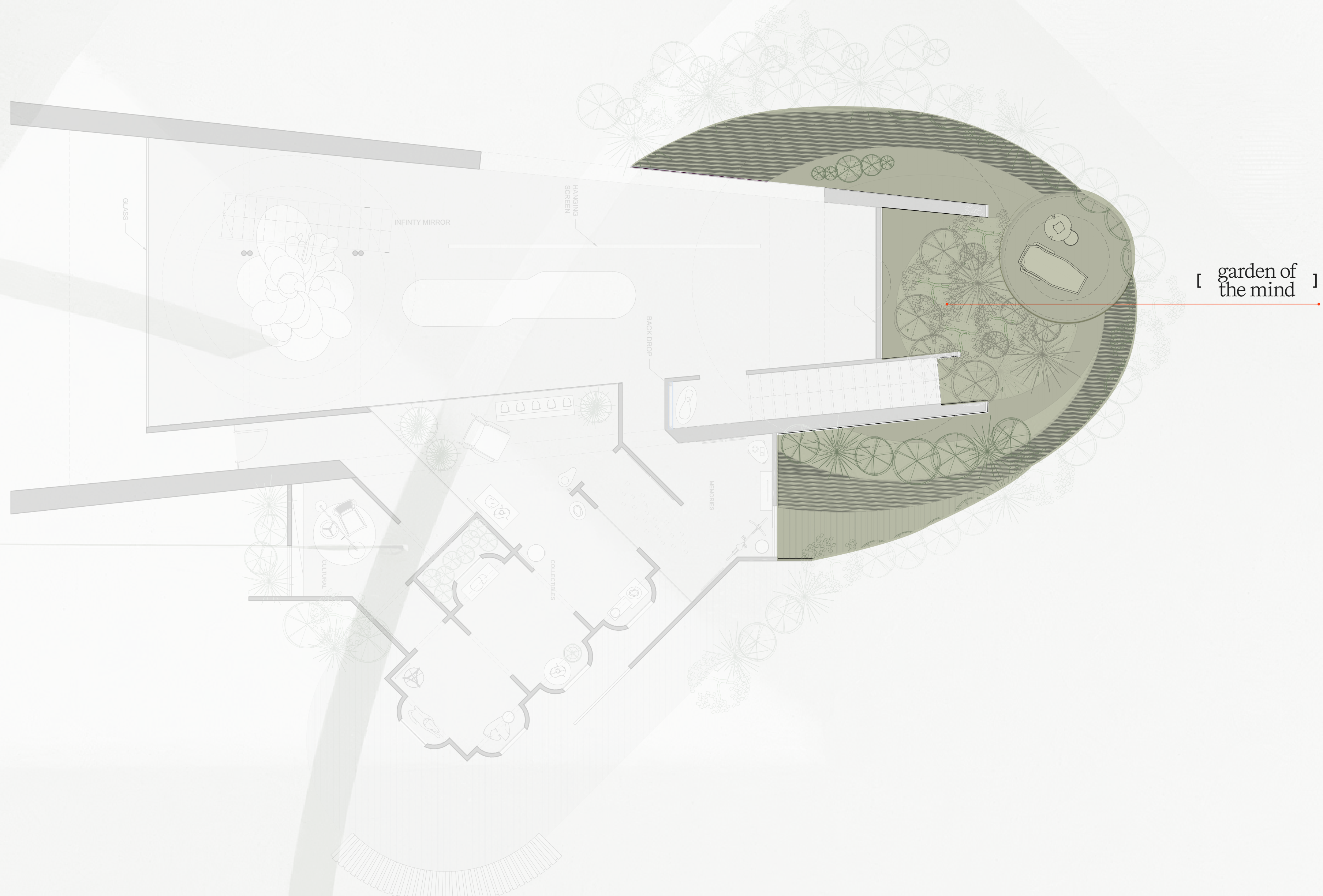
In this **limitless realm**, you sculpt your destiny as you **embrace** the possibility, for the creation of **tomorrow awaits you**.



Garden of *the mind*

[is the image of the landscape formed and interpreted in one's mind through experienced and memorialised landscapes or is it borne from imaginary places that the mind has created on it's own?]

[Utopia]
ground floor



NATURE BEACKONS
WITH AN ALLURE
OFTEN TAKEN FOR
GRANTED,

A yearning to embrace it in the
future—a symbolic union of
your physical and metaphysical
dimensions. Walls, once mere
barriers, seem to breathe the
essence of nature as you retreat
into presence. What
happens when a
city unfolds, a
new dimension,
a new way of
being?



URE BEACKONS
WITH AN ALLURE
OFTEN TAKEN FOR
GRANTED.

RESORT '77

[UTOPIA]

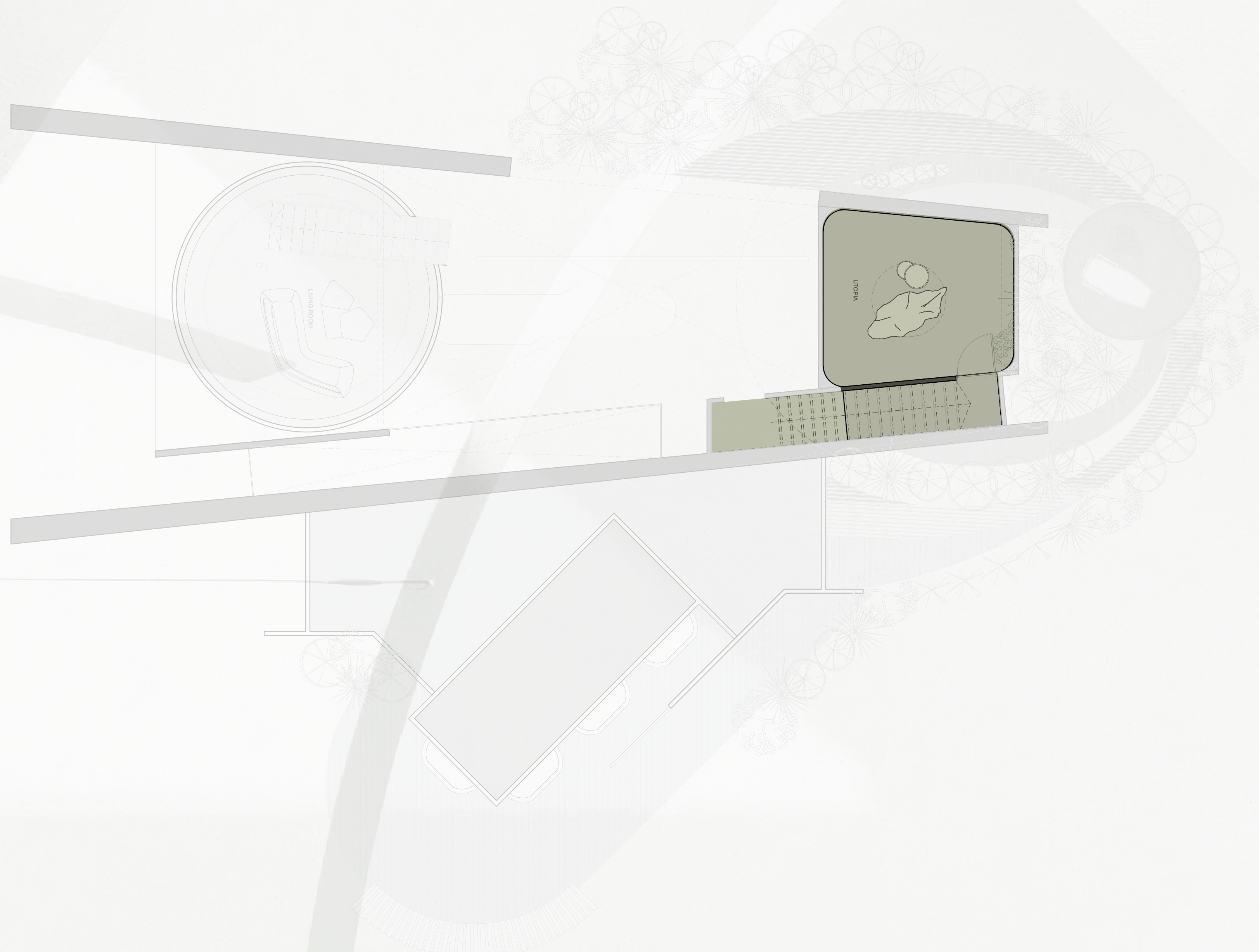
RESERVA '77

M — F A

[*A state of Utopia*]

A symbiotic union of your physical and metaphysical dimensions.

[Utopia]
first floor



[UTOPIA]

M — F A





[glc color trends]
2024

a return to
classic design



FRAGILE DUSK
NCS S 6030-Y80R

a sense of rest
& reflection



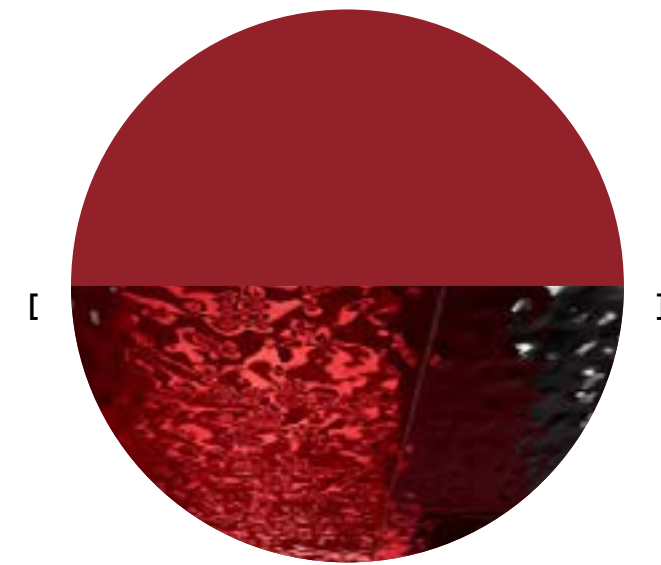
CASHMERE GREEN
NCS S 6020-G70Y

calm
definition



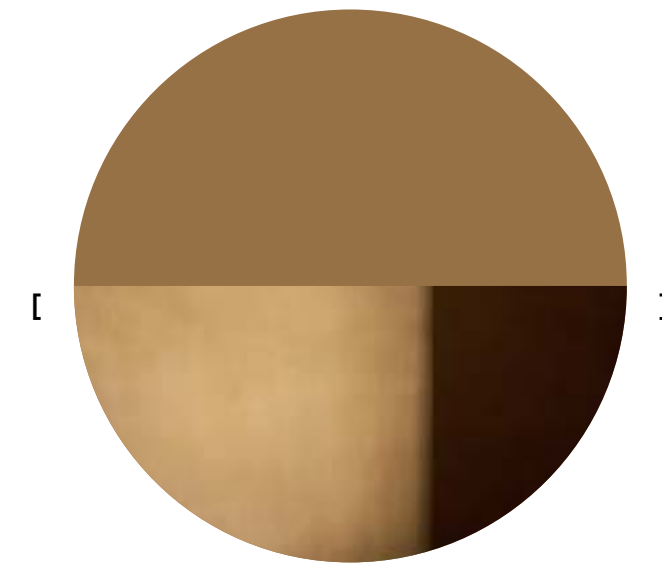
POWDER BLUE
NCS S 2010-B

a daring
statement



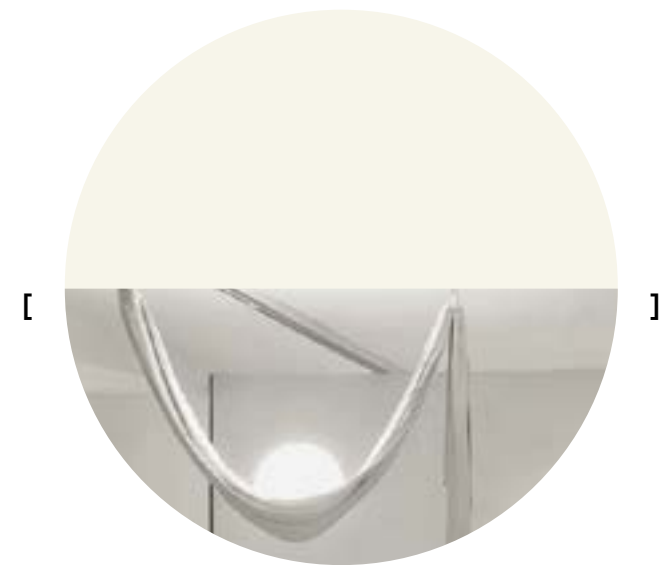
RUSSIAN RED
NCS S 1580-R

staying
grounded

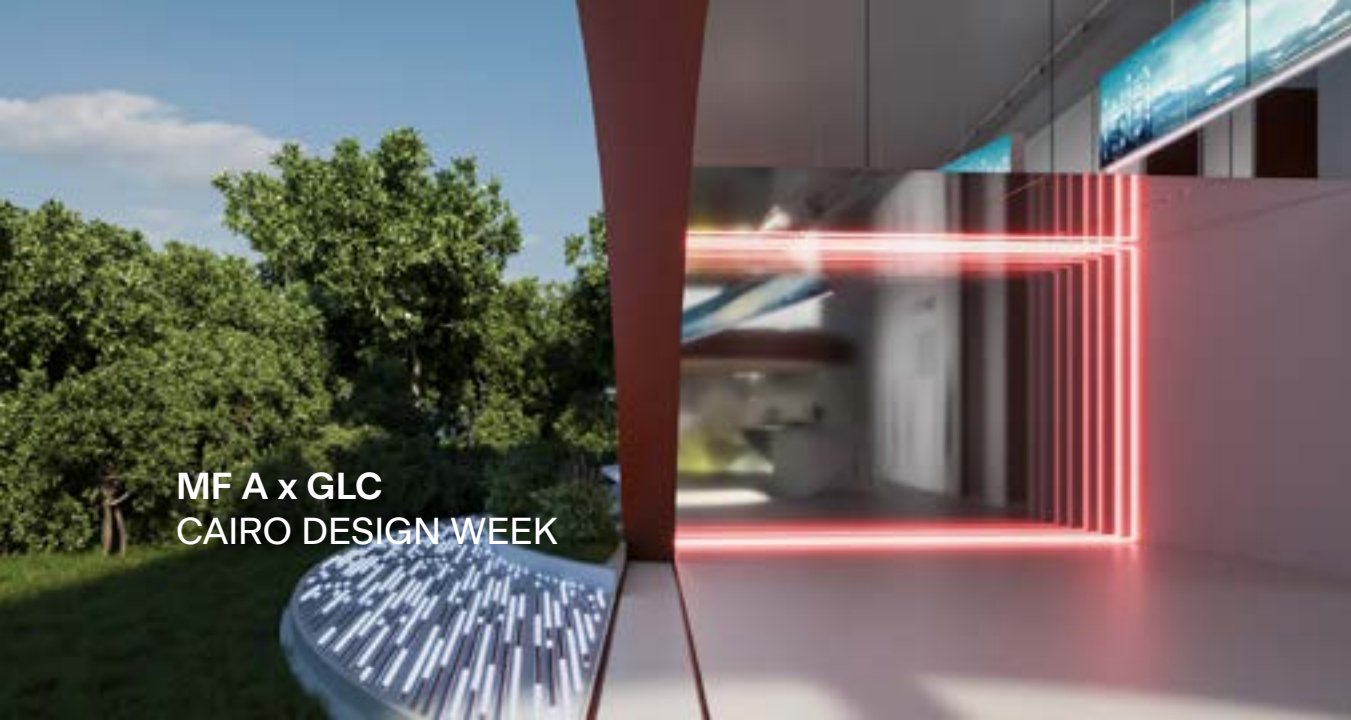


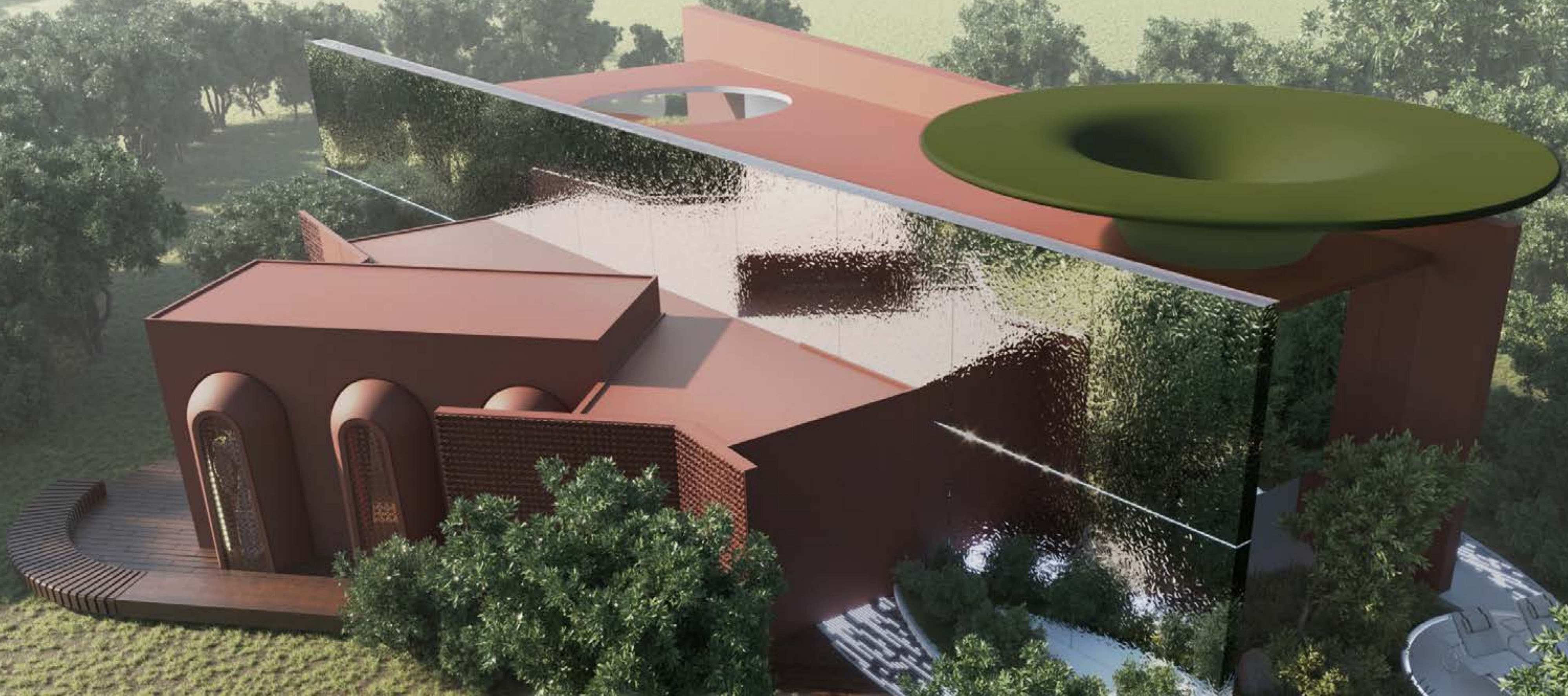
DOWN TO EARTH
NCS S 4040-Y30R

practicality &
reliability



SUSTAINED WHITE
NCS S 0502-Y20R





RESERVA '77

a special thanks
to our Collaborators

