



GLC ,Casino Central  
cairo design week '24

designzone

## AUTHOR

It is an extremely common mistake: people think ~~the writer's~~ <sup>designer's</sup> imagination is always at work, that he is **constantly inventing** an endless supply of incidents and episodes, that he simply dreams-up his stories out of thin air. In point of fact, the opposite is true. Once the public knows you are a ~~writer~~ <sup>designer</sup>, they bring the ~~characters~~ <sup>buildings</sup> and events to you -- and as long as you maintain your ability to **look and carefully listen**, these stories will continue to seek you out

The Grand Budapest Hotel \_ opening scene

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The Grand Budapest Hotel \_ opening scene



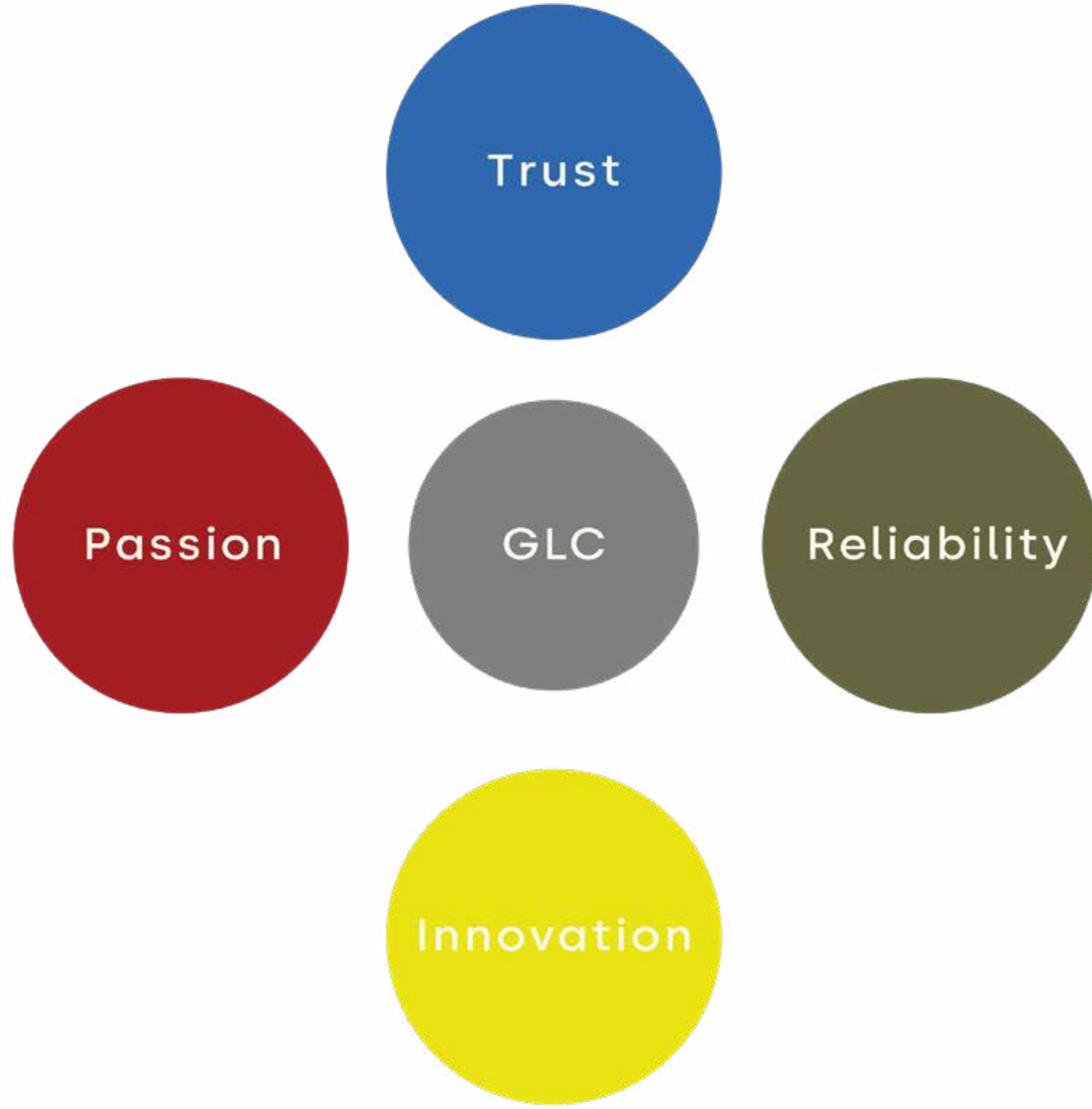
# The Story

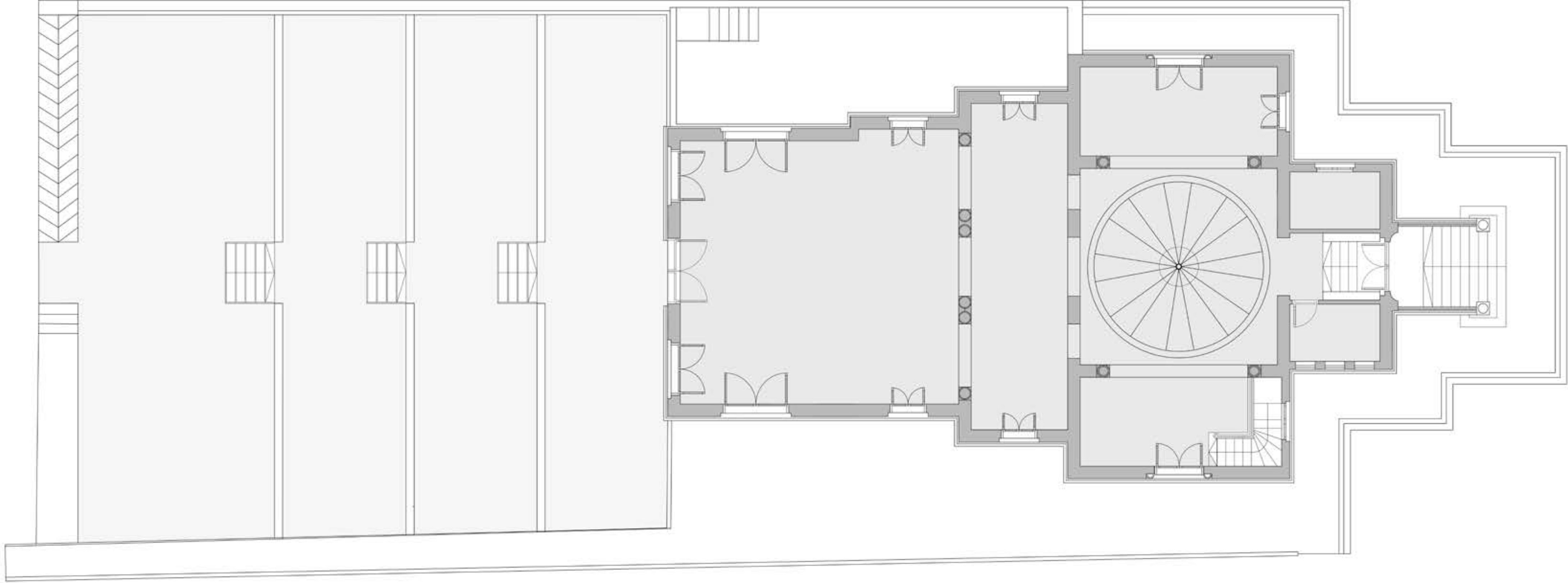
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# GLC ,Casino Central

cairo design week '24



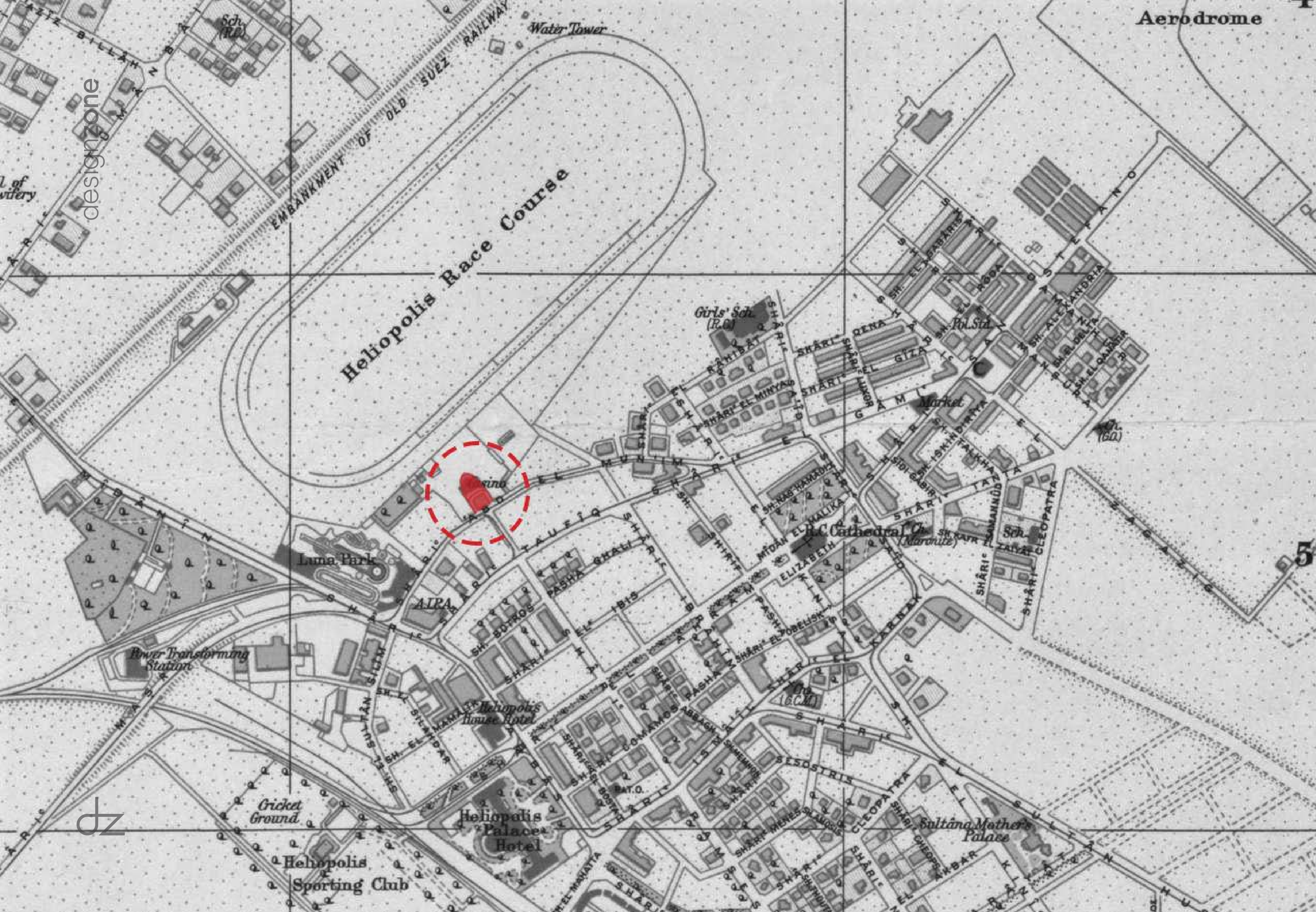






# The beginning





# Ghurnata

1910 - 1952

1952 - 2017

2017 - Now



# Ghurnata

1910 - 1952

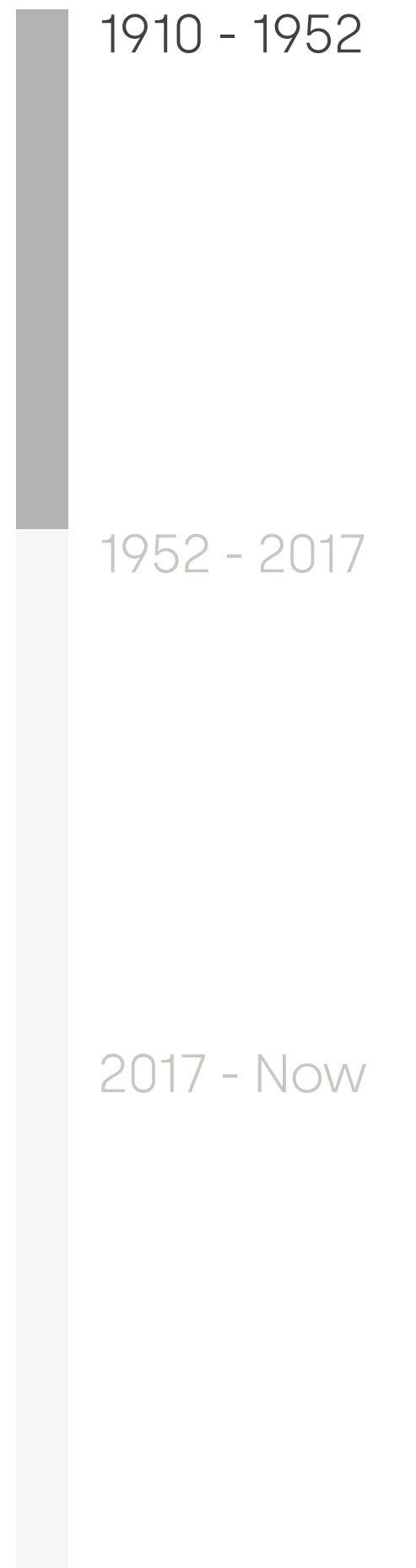
1952 - 2017

2017 - Now





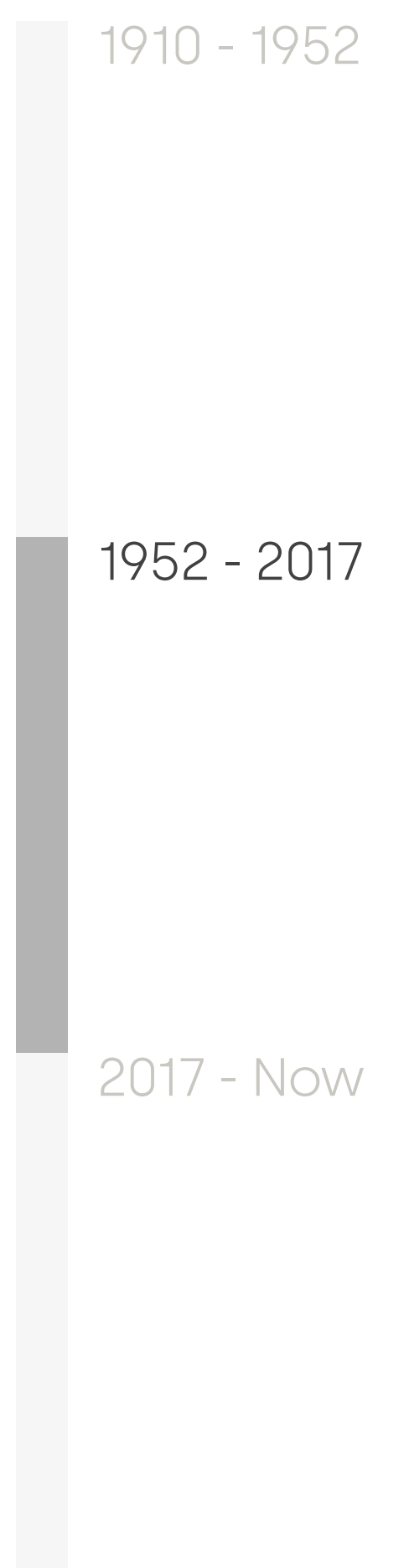
# Ghurnata



Let's  
Eat



# Ghurnata





## Ghurnata

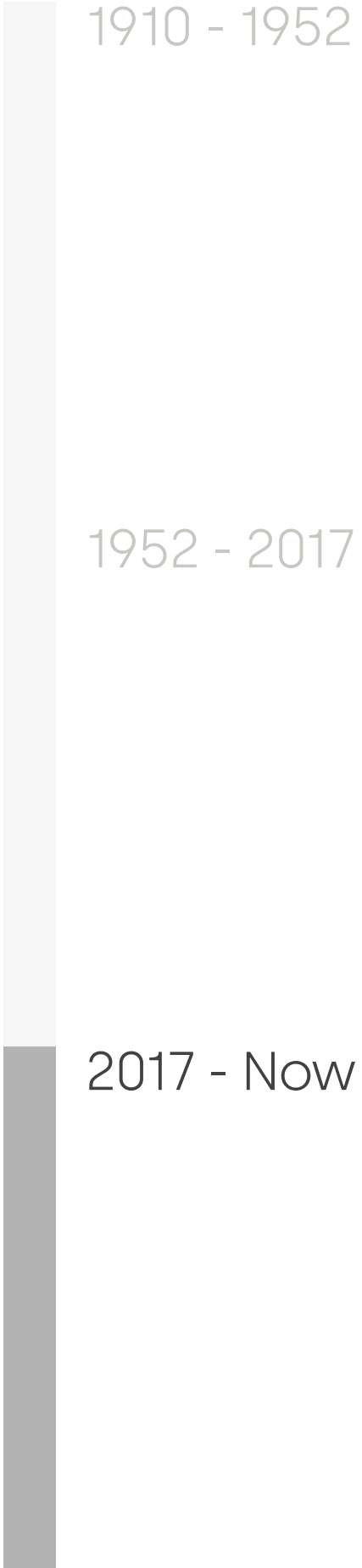
1910 - 1952

1952 - 2017

2017 - Now



# Ghurnata



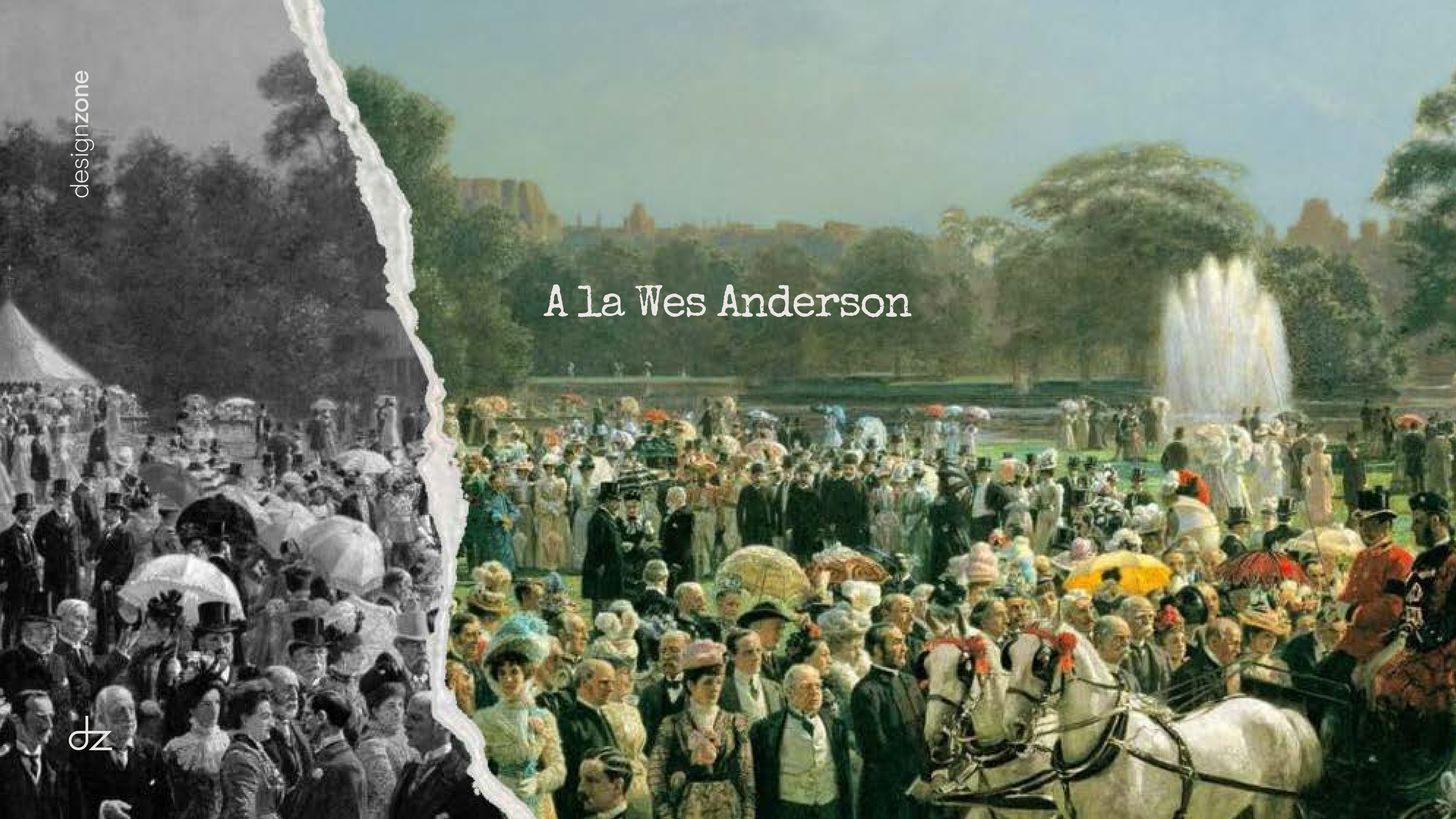


What if nothing changed





# A la Wes Anderson



An Event by the Royal Great-Grandchildren  
year 2124

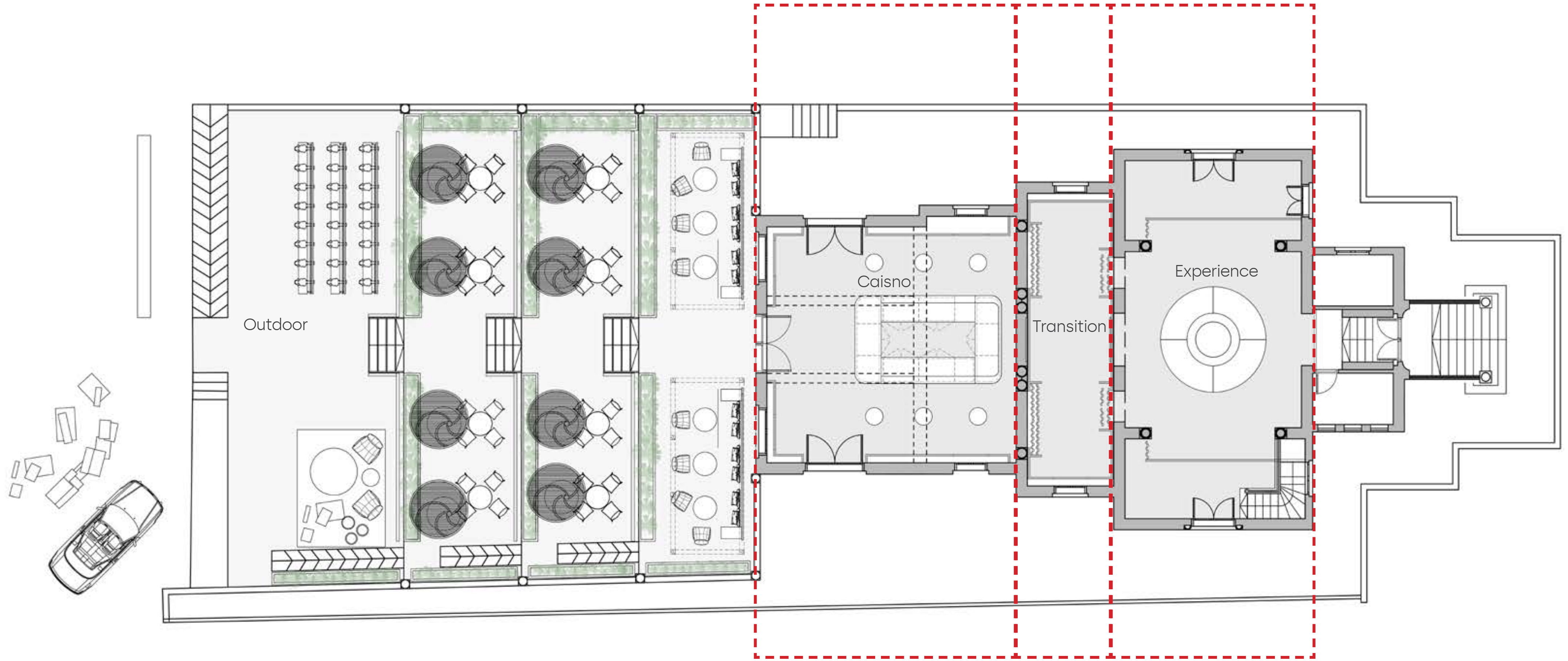


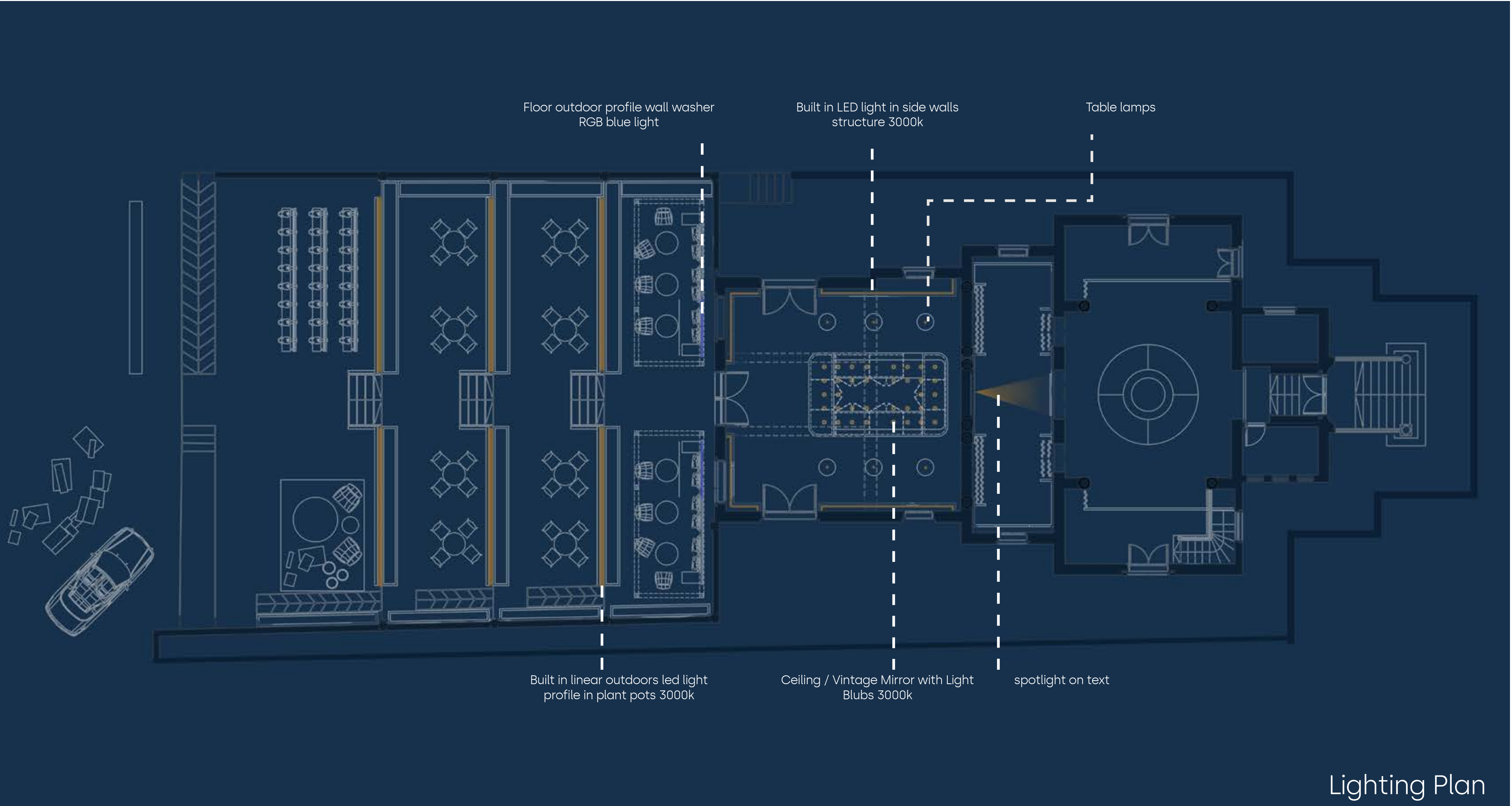
# Casino Central

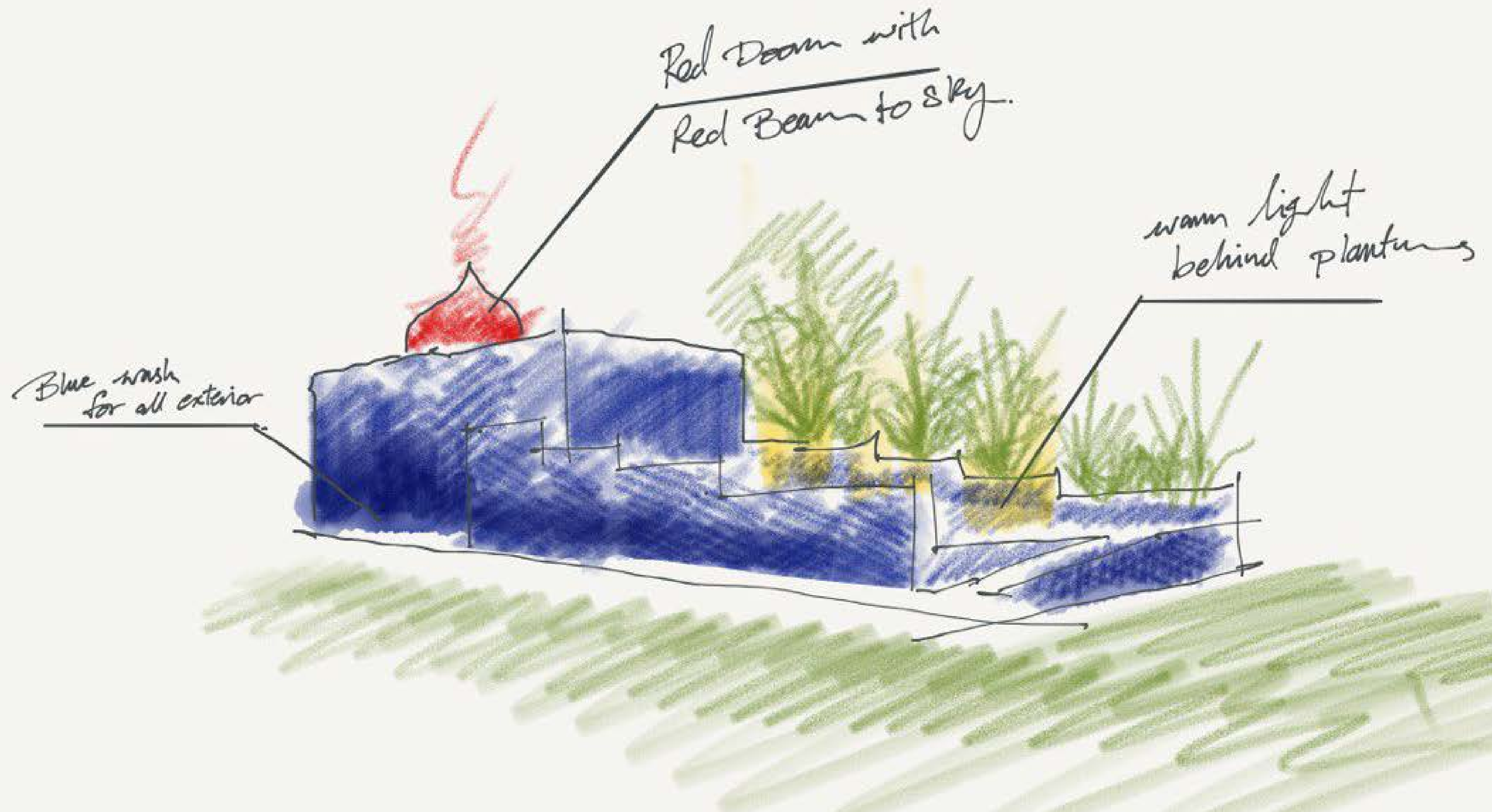
Part one  
Future/ Past

Part two  
Present 2124

Part three  
The Beginning and the End





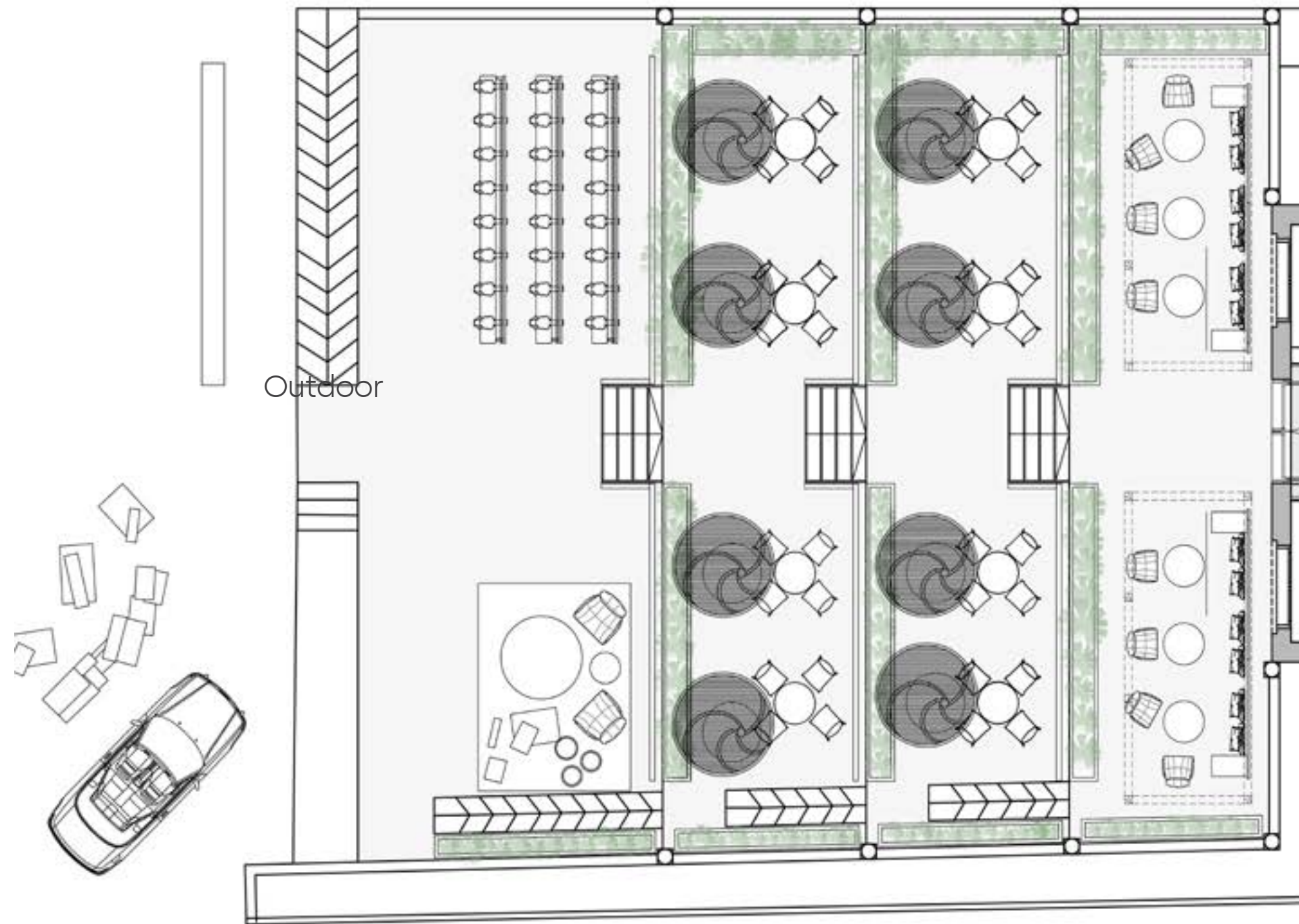






Casino Central  
part one

Part one  
Future/ Past





# TREND 2

WOOD KICK









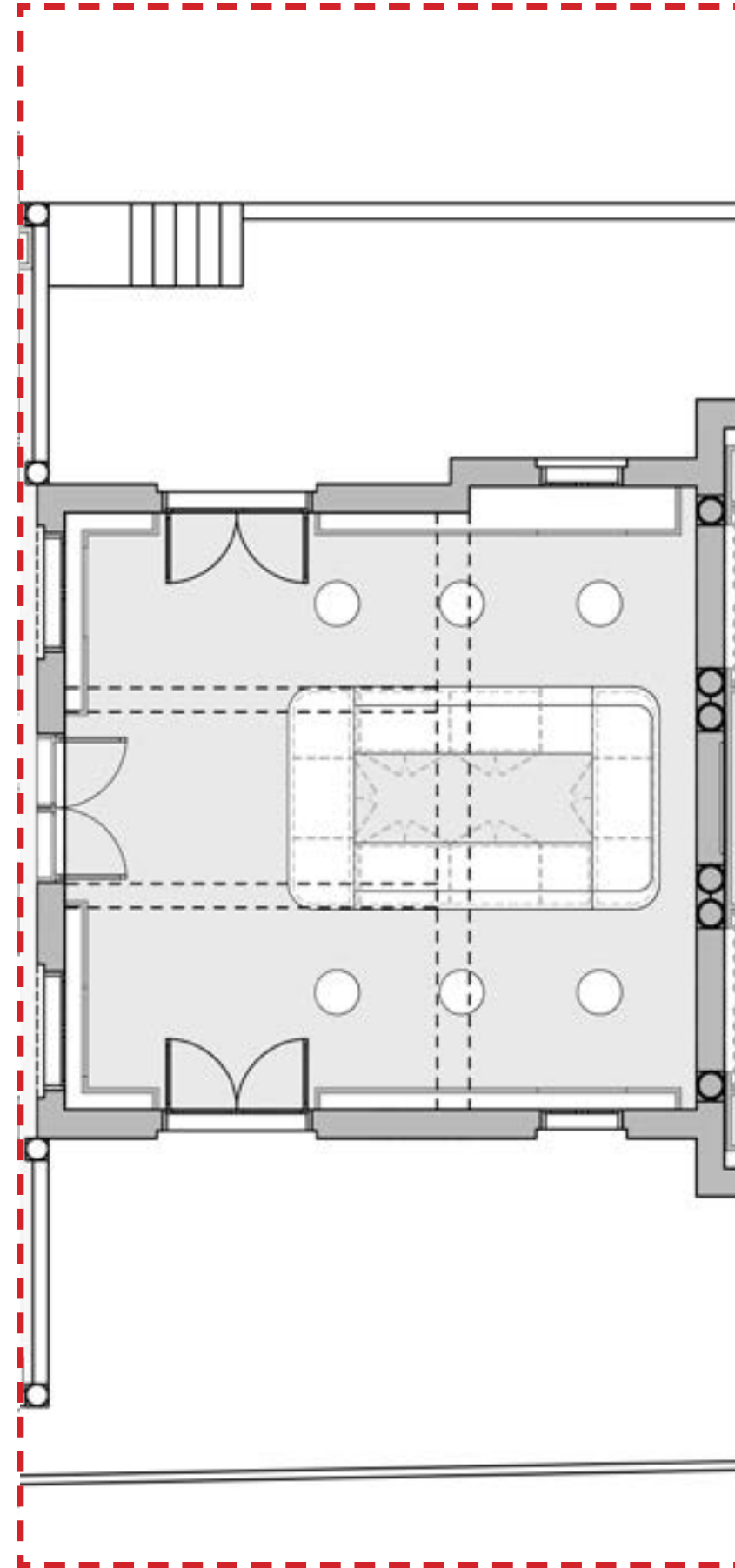


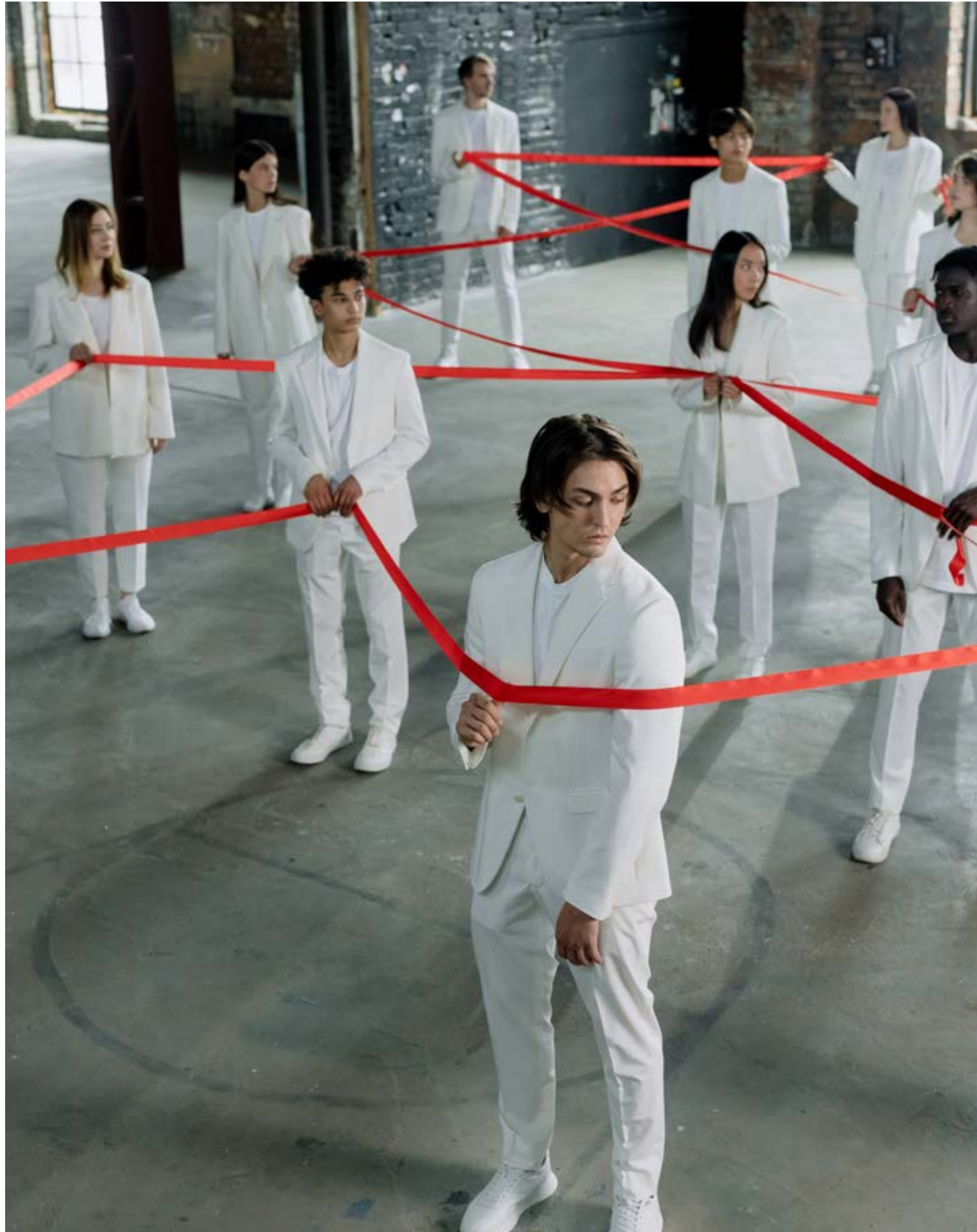




Casino Central  
part two

Part two  
Present 2124

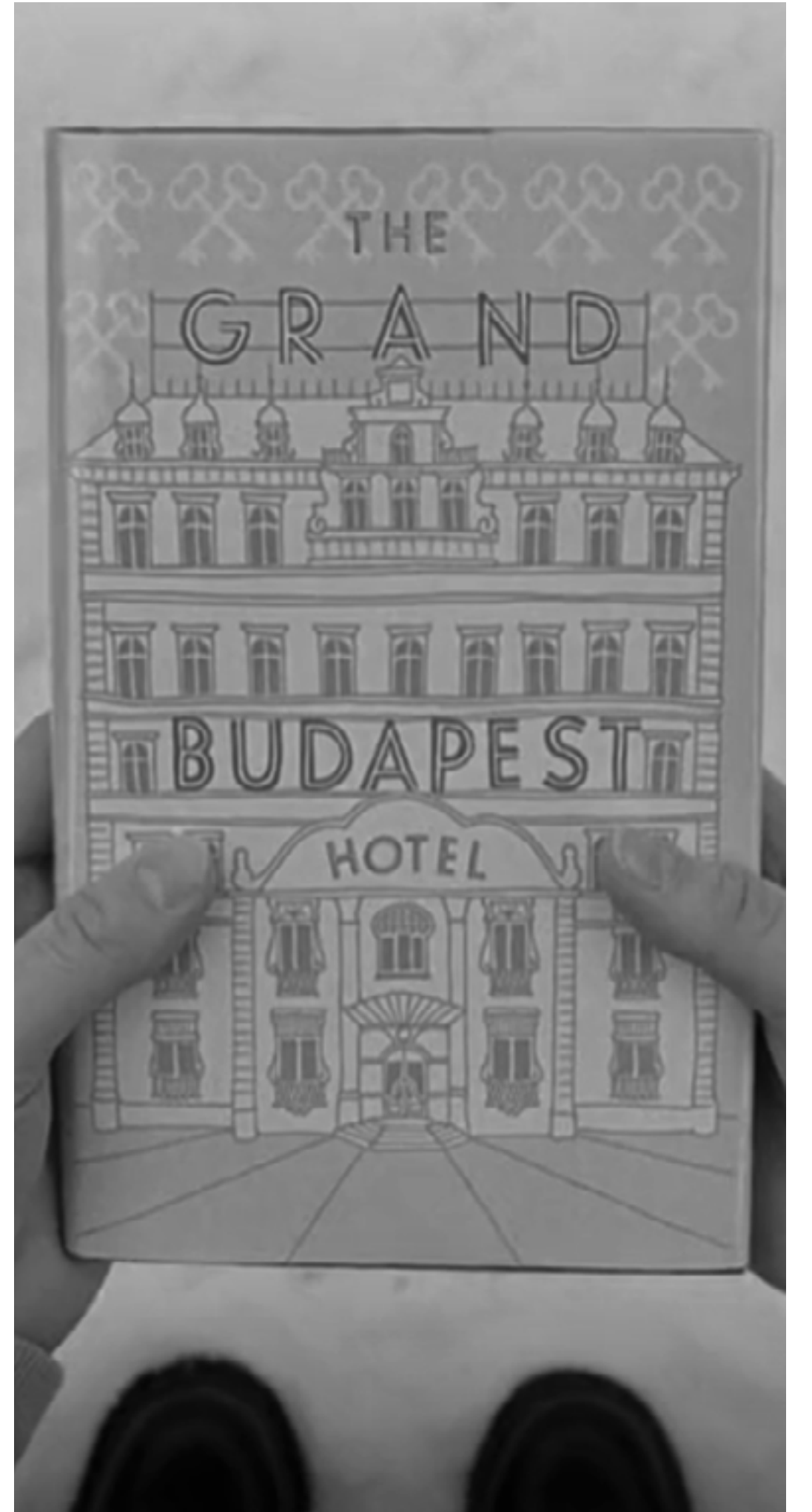




# TREND 3

heart / stop





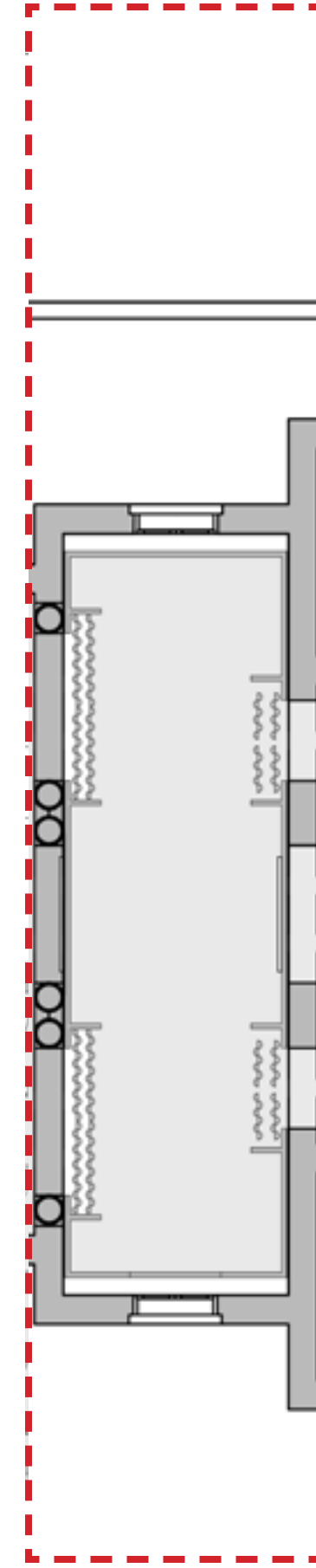






Casino Central  
In Between

Transition  
In Between



In the Beginning, there was Nothing

It was dark ... It was black

and then came the light, and when the light came we saw colors  
and we love what we saw, we loved it so much

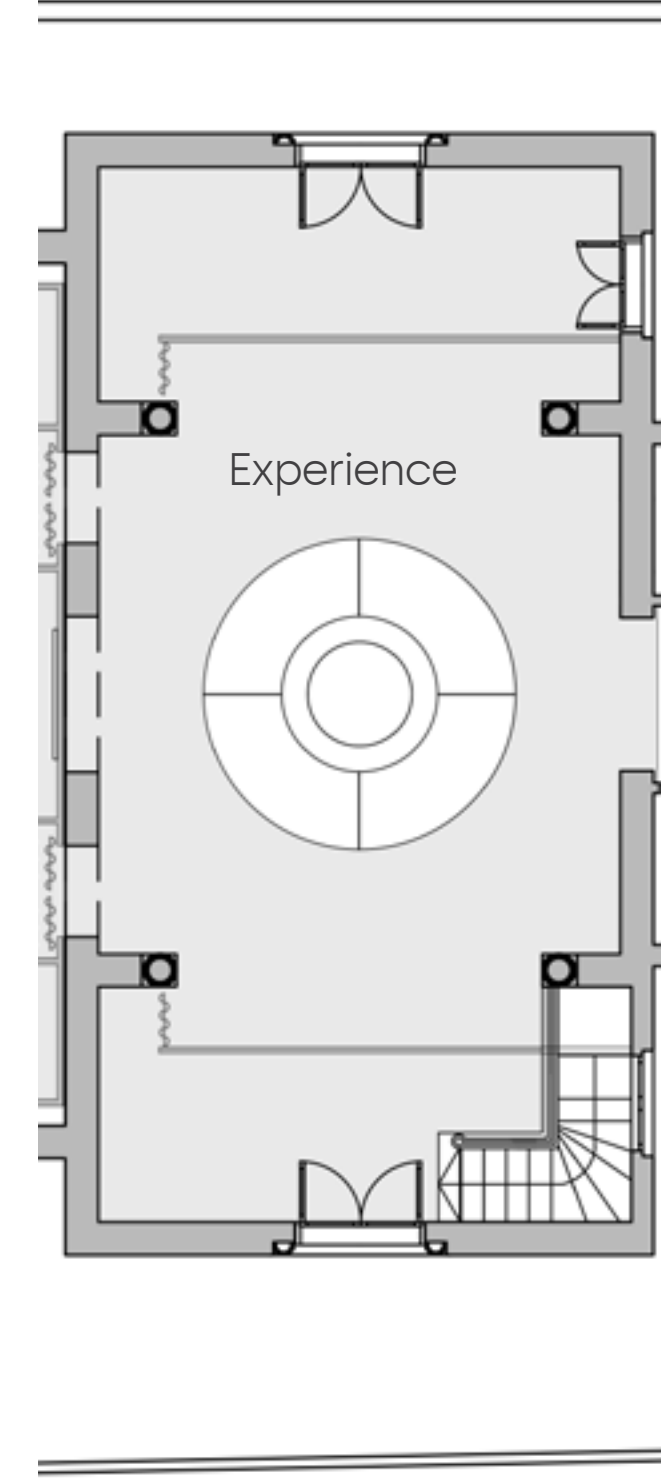
Karl Johan Bertilsson

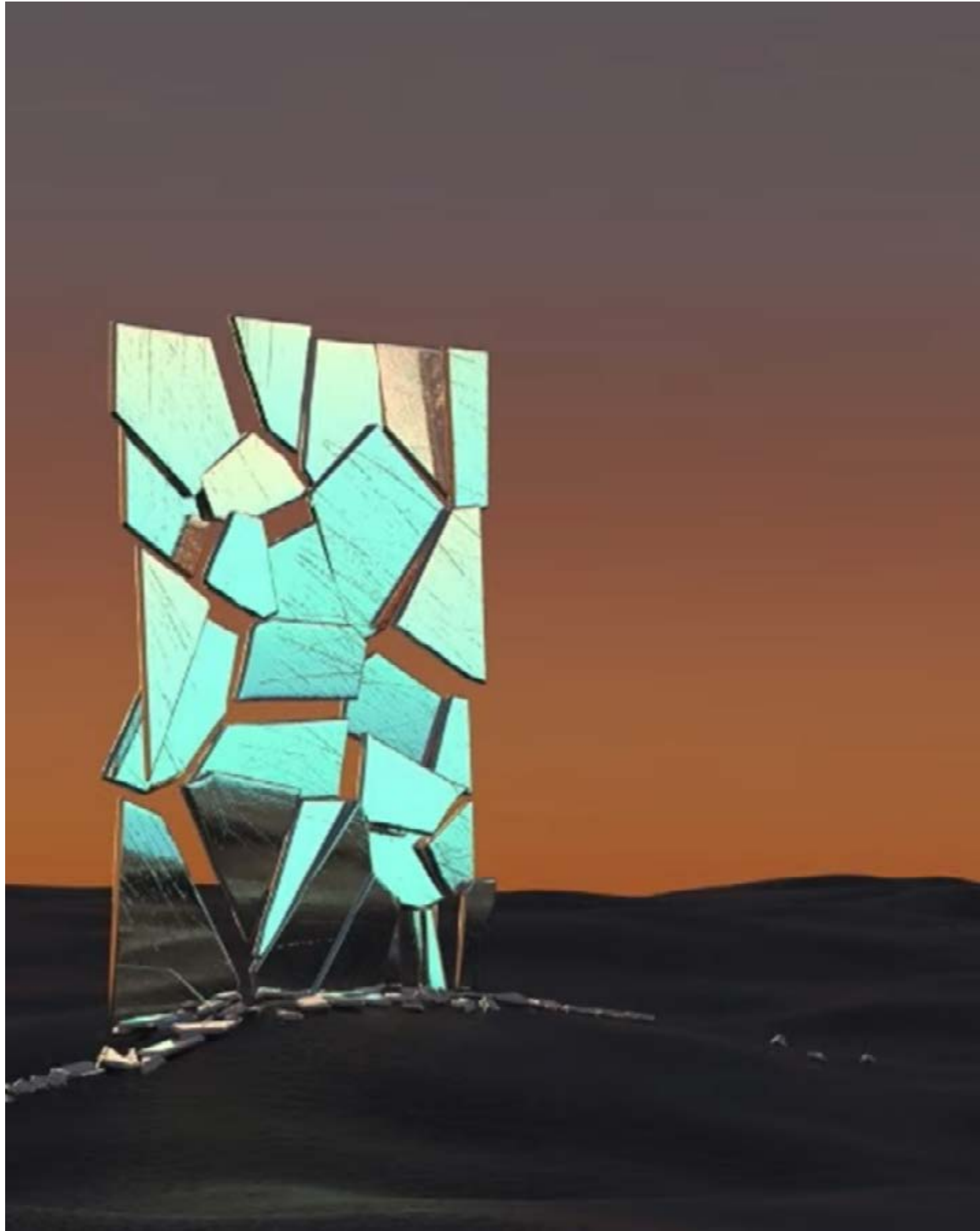




Casizno Central  
Part three

Part three  
The Beginning and the End

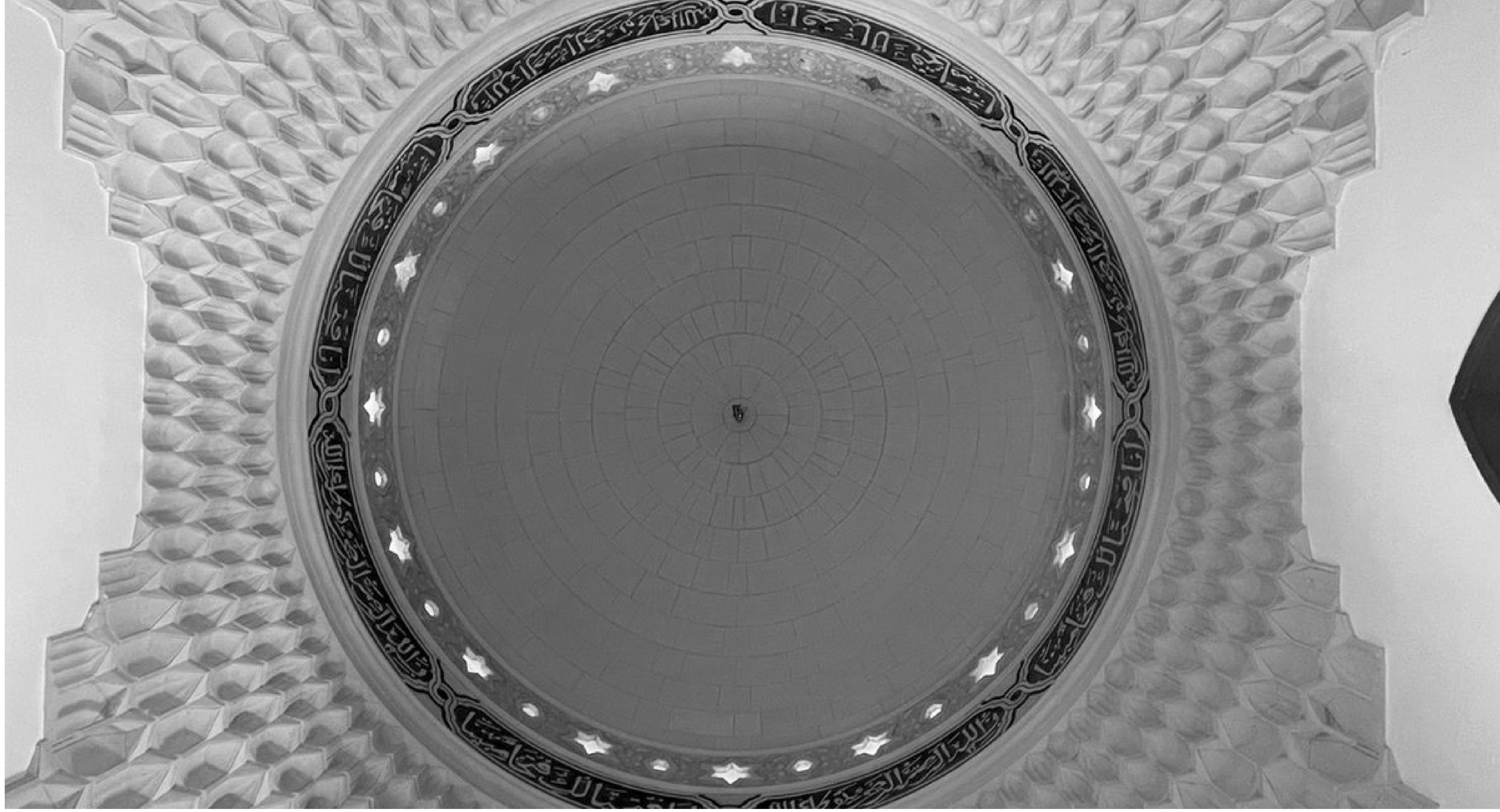




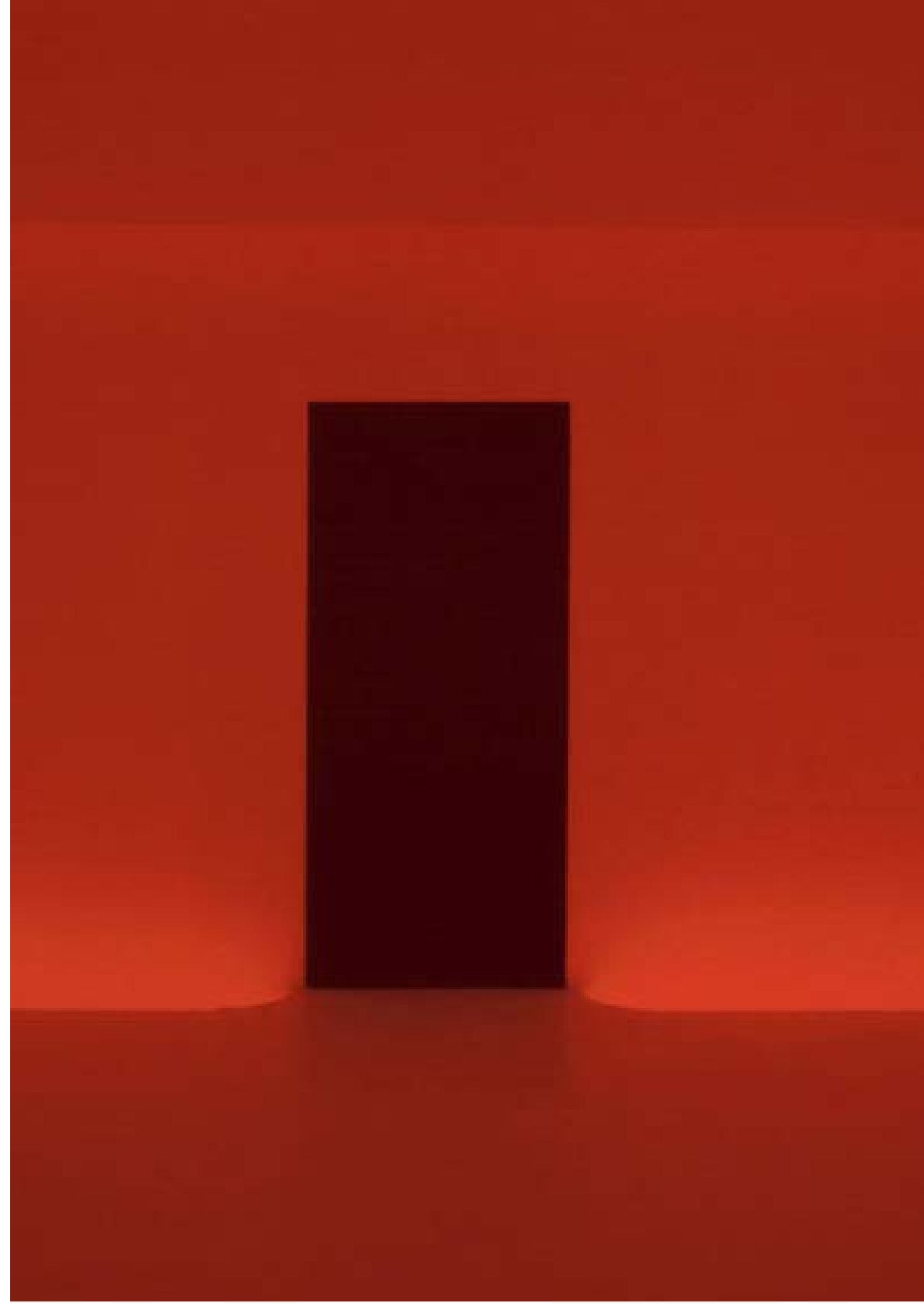
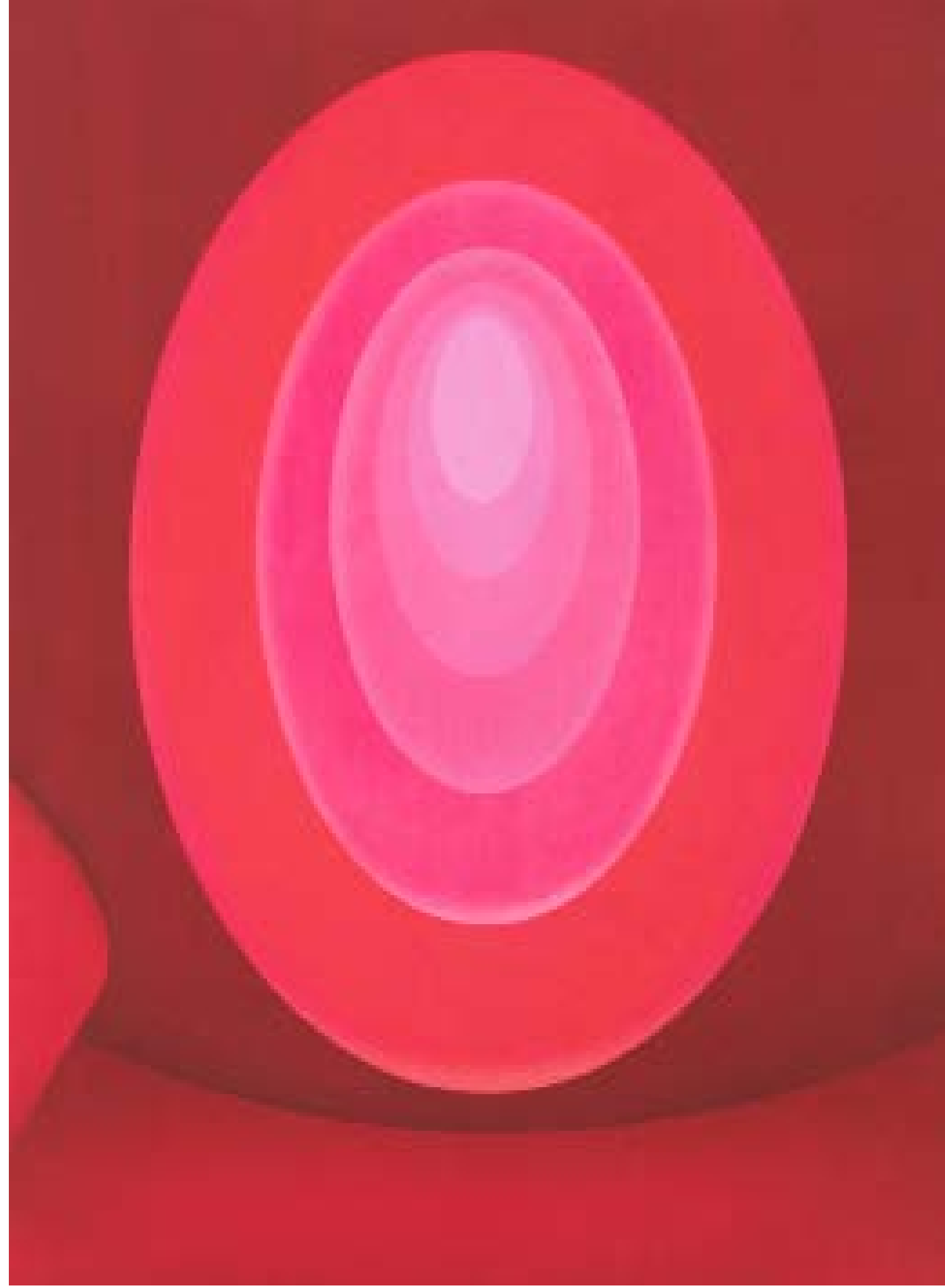
# TREND 4

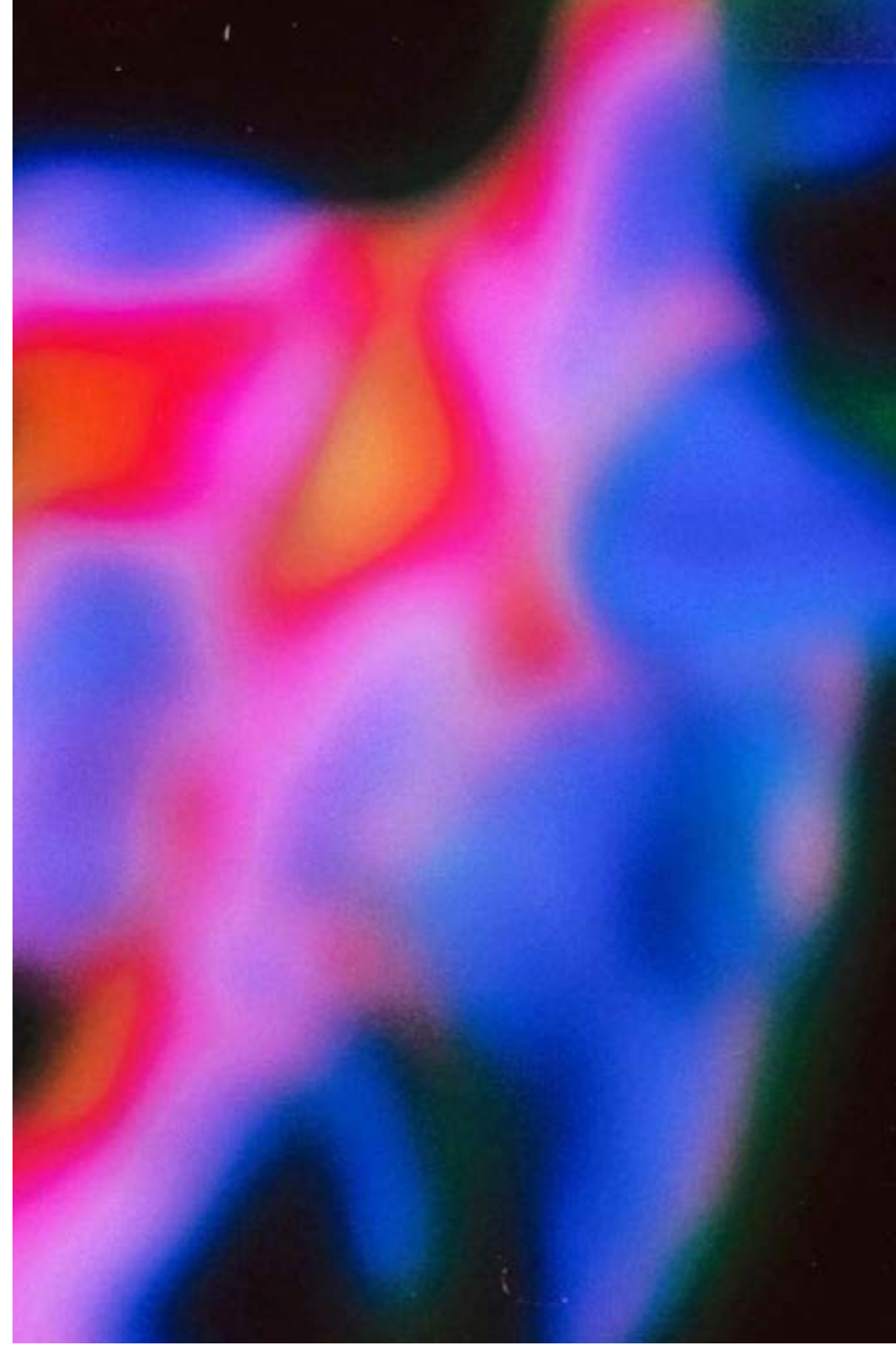
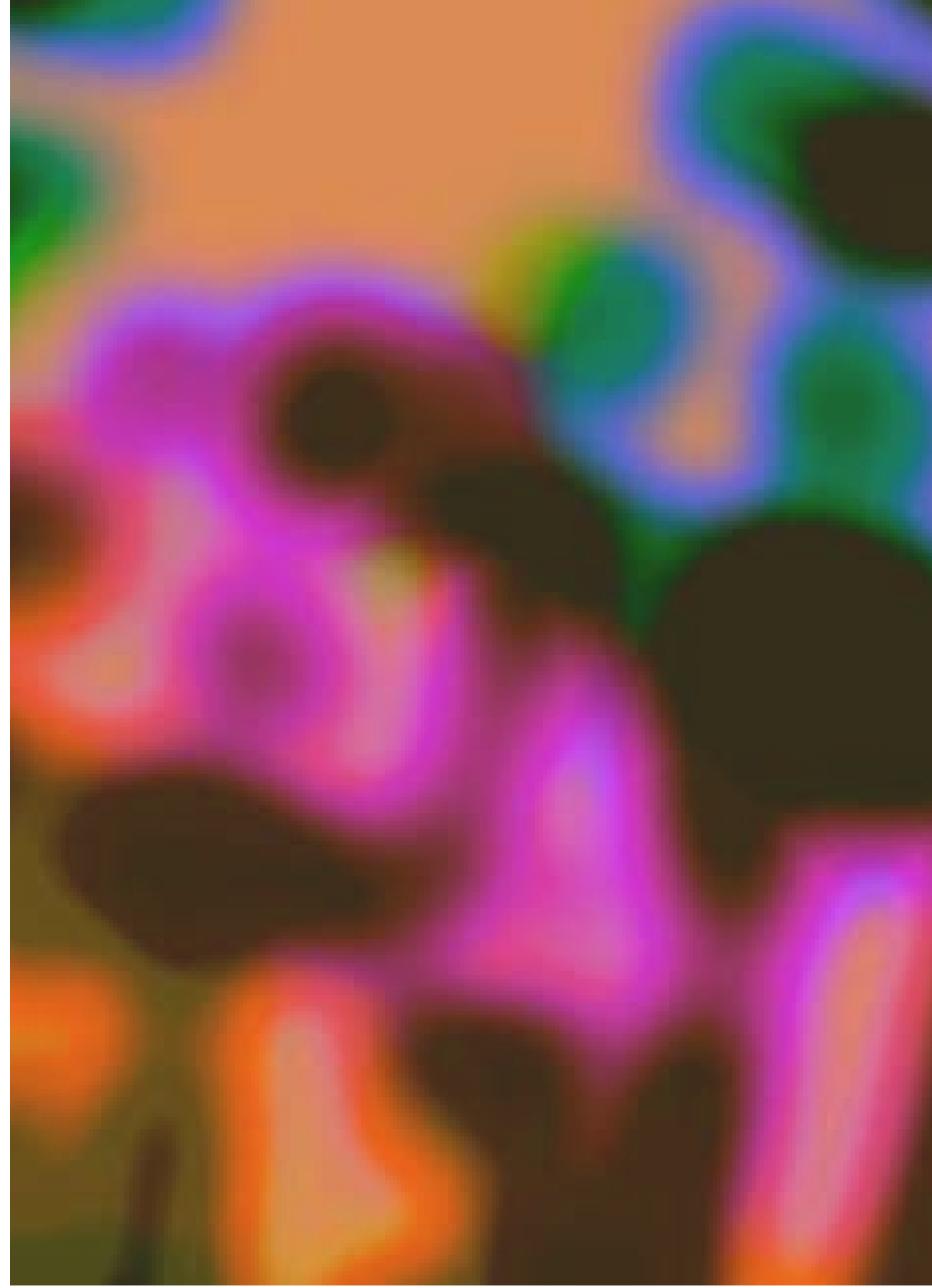
Star Gazer













# Costumes







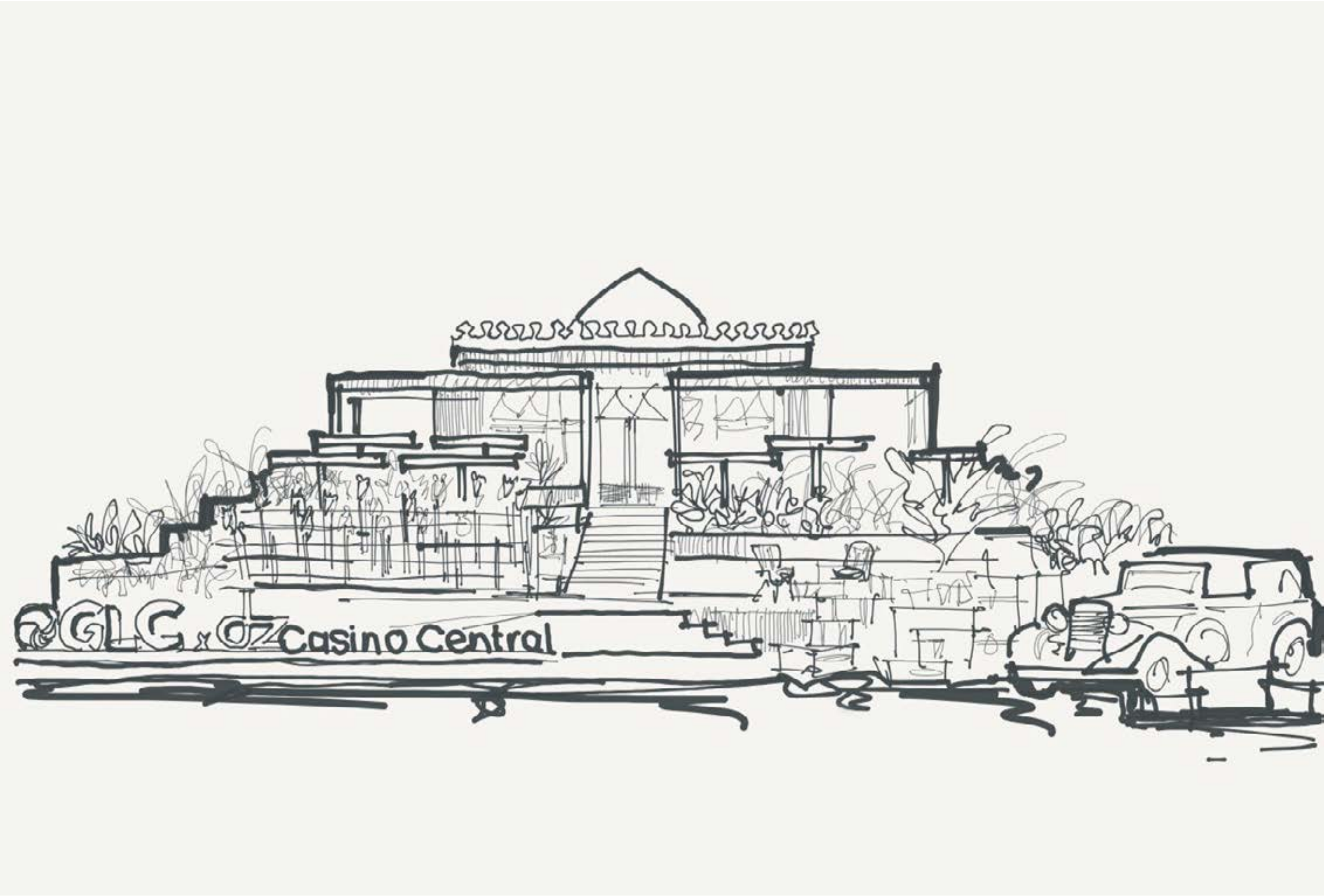
# Pastries







# Cups



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dz



In collaboration with:  
WALLY'S Wallpaper



In collaboration with: JIM-  
MYGAMMI



Production by :  
Intermark



Catering by:  
Cake Cafe



Music by: Momo

MOH  
Tarek

Video Creative  
Direction:  
MOH Tarek

MR. MOUSTAFA

To be frank, I think his world had vanished long before he ever entered it --  
but, I will say: he certainly sustained the illusion with a marvelous grace

The grand budapest hotel



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X

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