



Competition: Call for Interior Design Proposals

The Goethe-Institut Alexandria intends to renew the interior design of part of its premises, namely the entrance hall, main hall, and reception. The goal is to receive professional design proposals on improving the use and design of the space while considering the parameters mentioned below.

All proposals will be evaluated towards their completeness, quality, feasibility. The 5 best proposals will be exhibited to the public in the premises of the Goethe-Institut.

The best proposal

- will be awarded with an **Apple iPad 10th generation** and
- shall be implemented under the professional supervision of the proponent. The supervision and realization follow regular qualitative and remunerative standards.

Key Challenges

- **Conceptual Clarity:**
 - Develop clear spatial concepts that are easily understood by visitors and employees.
 - Ensure a harmonious blend of the historic premises with modern organizational requirements.
- **Signage and Identity:**
 - Define the visual identity of the Goethe-Institut within the space.
 - Communicate the essence of the institute and its connection to Germany, where feasible.

Specific Improvements Required

Reception Area

- **Modernization:**
 - Redesign the reception area for a contemporary look.
- **Storage Solutions:**
 - Provide secure storage space for belongings of up to 50 examinees (e.g., bags, coats).
 - Explore creative storage opportunities.

Entrance Hall

- **Conceptualization:**
 - Transform the entrance hall into an inviting waiting area.
 - Display information about the Goethe-Institut's mission and activities.
 - Create a welcoming atmosphere, that reflects the German background of the Goethe-Institut.
 - Pay attention to lighting and overall ambiance.

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Alexandria

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الازارطة
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Hall Space

- **Improved Lighting:**
 - Enhance lighting conditions in the hall.
 - Explore different lighting atmospheres (e.g., natural light, warm tones).
- **Storage Reconfiguration:**
 - Evaluate the storage space in front of the library.
 - Consider alternative uses or relocation of stored items.

Parameters to consider

- **Goethe Corporate Design (CD):**
 - Ensure that design choices align with the Goethe-Institut's branding guidelines, please see [Design guidelines](#)
 - Incorporate the institute's logo, colors, and typography, where feasible.
- **Sustainability:**
 - Prioritize sustainable materials and installations.
 - Consider energy-efficient lighting and eco-friendly solutions.
- **Gradual Implementation:**
 - Plan for phased renovations if necessary.
 - Identify priority areas for immediate improvement.

Call for interior design proposals

To get a personal impression you can visit the Goethe-Institut during operating hours, Sunday-Thursday, 10am – 6pm. Please note that the institute is closed August 9th - 18th

In case of any question please reach out to: Lamia.Fadel@goethe.de

Please submit your design proposal via email **by September 10th** to: matthias.jochmann@goethe.de

All submissions shall include:

- Visual design proposal
- Portfolio showcasing relevant projects (if available).
- Website or online presence (if available).
- Contact information for further communication.

