

"Sienna watercolors" Administrative Building Design

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Sienna store watercolor brand
 Egypt's first handmade watercolor brand
 Online presence only
 Established in 2020

Brand concept
 Revival of the art of handmade watercolor making, which is a distinguished ancient Egyptian craft.

Adjacency matrix

Moodboard

Zoning

Initial bubble diagrams

Brand Analysis
 Based on the brand's website

Key Brand Characteristics:
 Handmade professional watercolors
 Inspired by Ancient Egyptian painting traditions
 Palette designs featuring hieroglyphic motifs
 Personalized engraving: customer names inside Pharaonic cartouches
 Suitable for artists, designers, and art students

Main Products:
 -Watercolor paint sets
 -Portable metal palettes
 -Ancient Egyptian-inspired color collections
 -Metallic watercolor paints

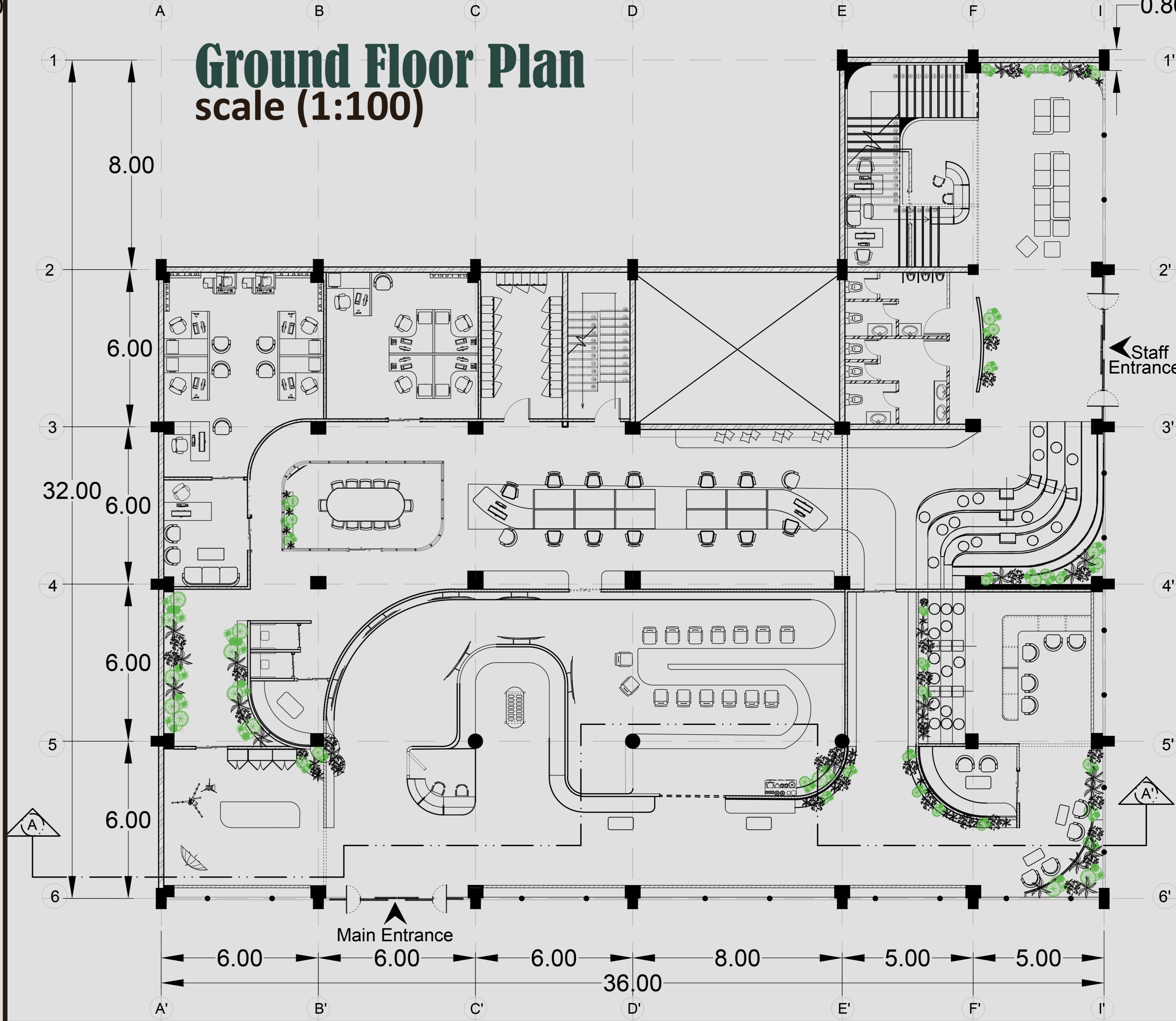
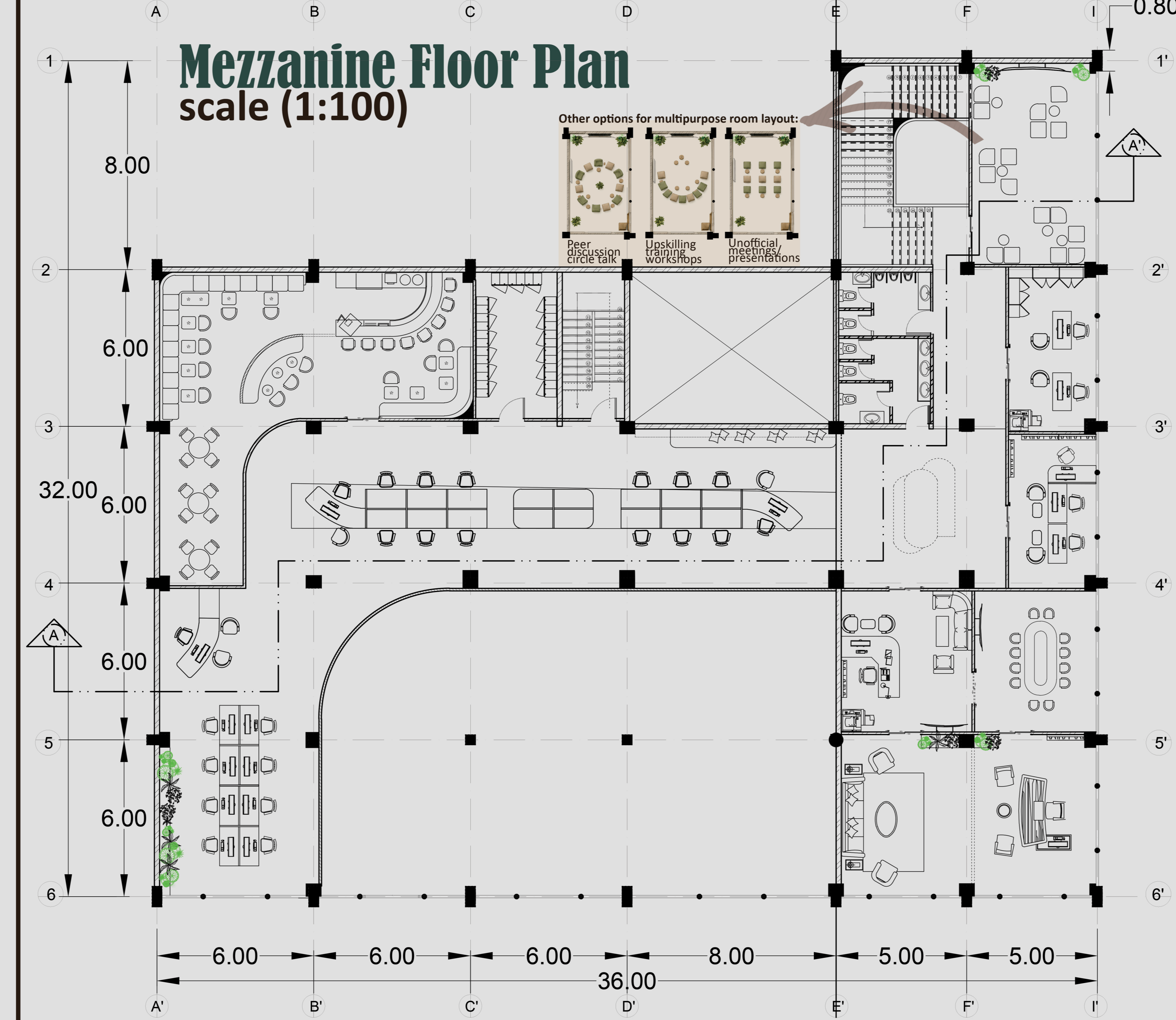
Target Audience:
 -Fine arts and applied arts students
 -Professional artists
 -Designers and illustrators
 -Art enthusiasts

Our story began in 2020 with a big dream to revive the art of handmade watercolor making, infused with a modern touch and method to meet the needs of today's artists.

"Sienna" is a type of natural earth pigment, originally derived from the clay found in Sienna, Italy, rich in iron oxides that give it its distinctive reddish-brown hue. Artists have used it since ancient times, including the great masters of the Renaissance, down to its warm, rich tones that became essential in the history of painting. This timeless connection to art and nature inspired us to choose Sienna as our name and identity.



Main perspective shots: Gallery



Shot 1: Pigments display room



Shot 2: Workshop room



Shot 3: Workshop entrance



Shot 4: Stepped seating area



Shot 5: Workstations



Shot 6: Client meeting room & reception



Section (A-A') scale (1:25)