



Said Belmir
Portfolio

Hello.



I am Saïd Belmir, an award-winning architect and design director with over 10 years of international experience, specializing in high-end residential architecture, product design, and photo-realistic visualization. This portfolio highlights my works as the founder of an independent multidisciplinary studio in France and my previous role at TAF Architecture in Luxembourg.

Welcome, I hope you're going to enjoy it.

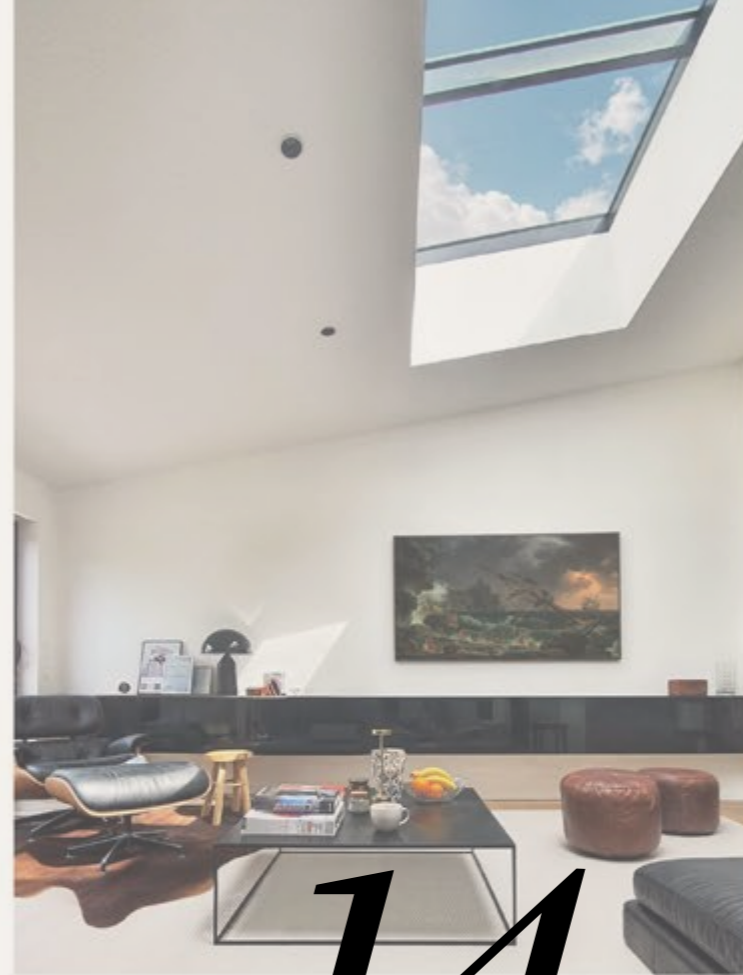
A handwritten signature in black ink, appearing to read 'Saïd', written in a fluid, cursive style.



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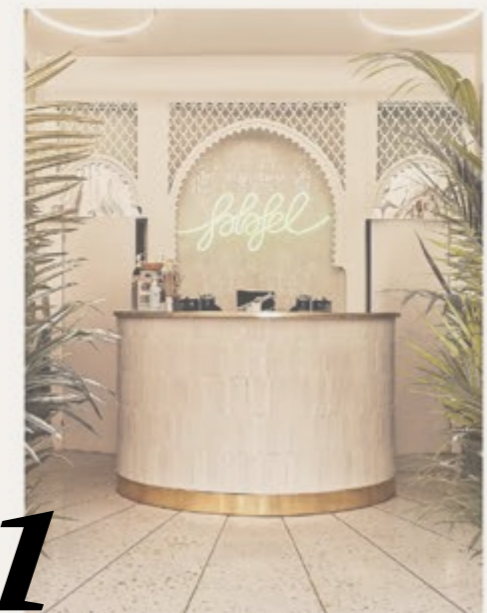


14



26

9



21

Contents

p.2 **Hello**

p.7 **La Villa Terra Nova**
France
2021

p.12 **Goat House**
Luxembourg
2018

p.17 **Timeless Apartment VR**
France
2023

p.23 **Snack Sezame**
France
2020

p.29 **Mudd Al Nabawi**
Saudi Arabia
2018

Architecture

p.9 **La Villa Pyrite**
Luxembourg
2018

p.13 **The Profit Block**
France
2022

p.20 **Showroom Verbeke** 🏆
Czech Republic
2016

Design

p.31 **Egg** 🏆
France
2016

p.5 **The Comet's Embrace**
France
2024

p.11 **Folding Residences**
Luxembourg
2018

p.14 **Miners's Home VR**
France
2022

p.21 **Falafel Kitchen**
France
2020

p.26 **XX Table** 🏆
Italy
2017

Architecture

Residential.

The Comet's

Embrace

1

The Riad, *redefined.*

La Villa Comet's Embrace, a 420 m² residence on a 900 m² plot in an exclusive development in Villeneuve d'Ascq, blends privacy with openness. Its U-shaped layout, inspired by riads, orients the open facades inward to create a secluded oasis with views of a lush garden and private courtyard.

A key design feature—the “comet,” a beam of light—harmoniously links the three internal facades, structuring and illuminating the villa's varied heights. The beam begins in the living room, casting light across the half-height ceiling, and extends into the main space, accentuating the double-height volume and the mezzanine leading to the bedrooms. Finally, it defines

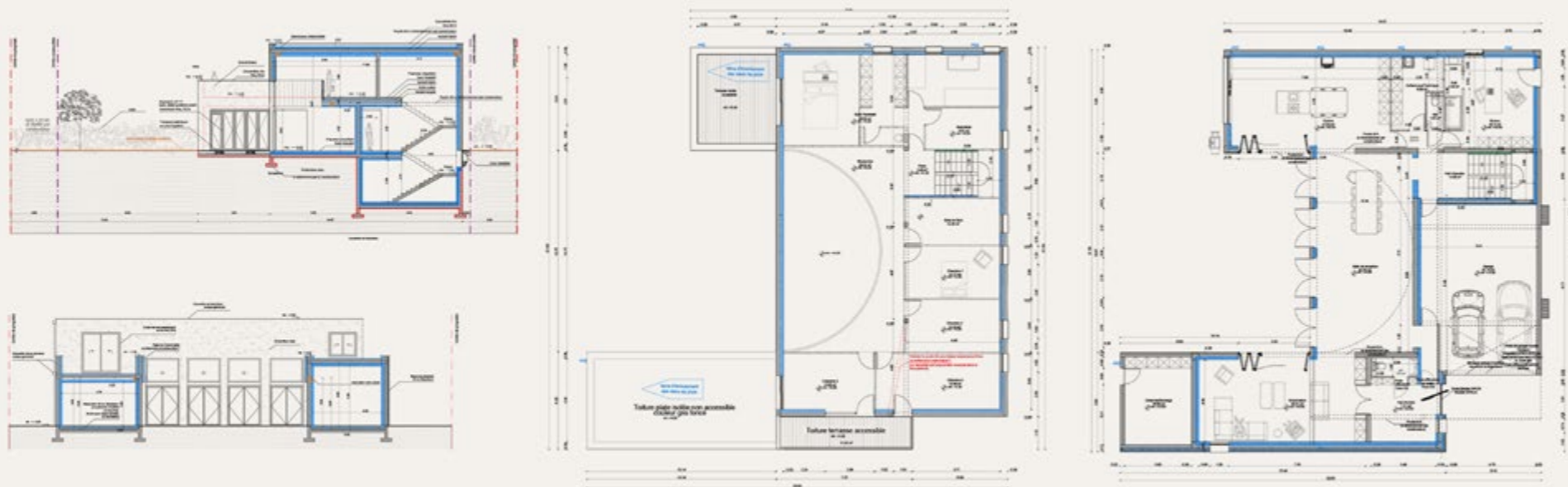
the private terrace of the master suite, blurring the boundaries between interior and exterior spaces and creating visual and functional continuity.

The design achieves a seamless aesthetic coherence and fosters a deeply intimate living experience. Despite the density of the neighborhood, the outdoor spaces are fully optimized, offering the perfect balance between privacy and openness. This Carte Blanche project was a true pleasure to design, made possible by the trust and confidence the client placed in me.

Below: night exterior rendering showing the beam of light passing through the entire villa.



On the left: rendering showing the future reception hall.



Client : private
Budget : 1 500 000 €
Softwares : AutoCAD, Sketchup, Vray

Role : Architect, Project Manager
Structural Engineer : BA Structure
Year : 2024

Type : New Construction
Surface : 420 m²
Place : Nord, France

How's it going ?

I oversaw the structural execution to ensure the design vision, concluding my final project as an independent architect. To achieve AAA environmental classification, Ytong masonry blocks were chosen for their thermal resistance, supporting sustainability goals.

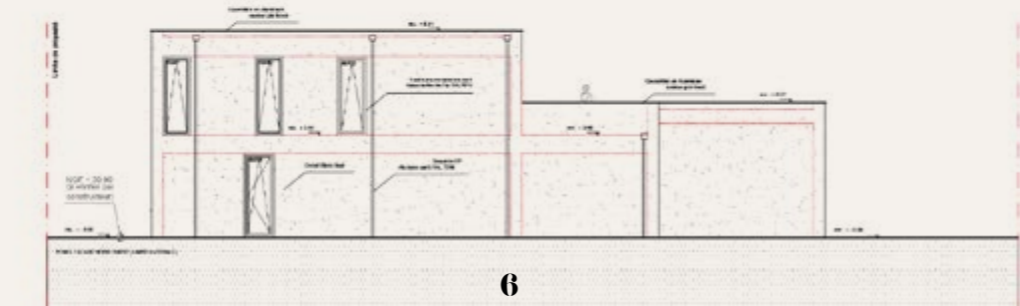
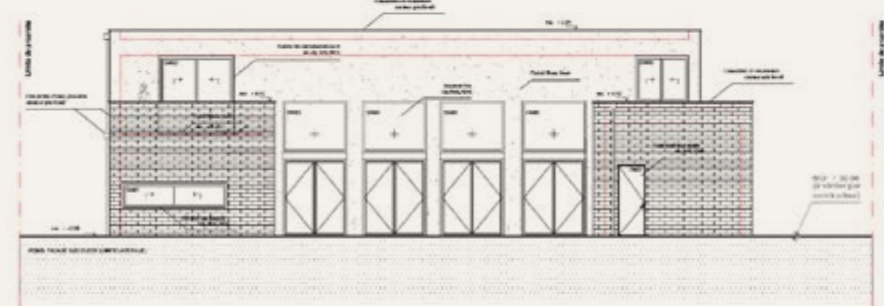
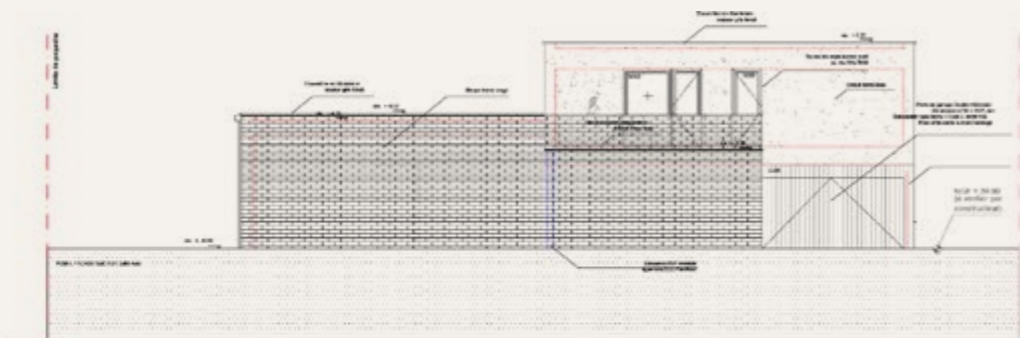
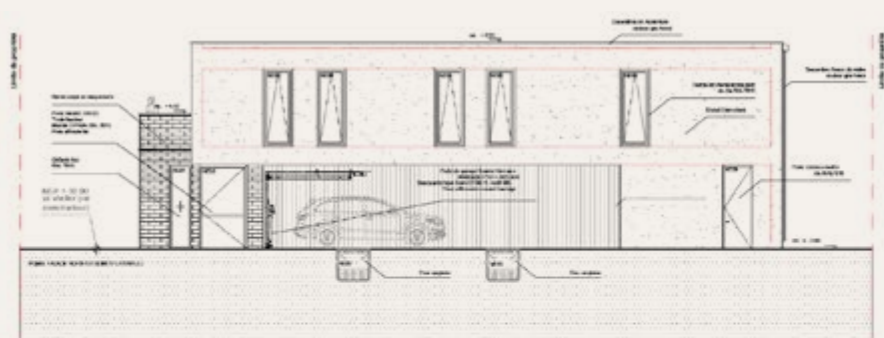
A striking cantilever was crafted to define the entrance, with the support beam inverted to achieve a clean underside. The street-facing façade, a solid brick wall, contrasts with the monolithic interior volumes. The curved slab was traditionally poured, supported by IPN steel beams and pre-stressed concrete slabs («Belgian floor» system), expediting the roof slab's completion while maintaining the project's architectural and structural coherence.



The natural light enters as expected at the anticipated time, in the designed location.



Picture taken from the same viewpoint as the rendering. Captured during the installation of the flat roof with Belgian floor slabs.



La Villa *Terra Nova*

Reimagining Spaces, Rehabilitating Land.

Terra Nova, with its blind façade, was designed to maximize privacy through an L-shaped layout. The north-facing wings feature narrow windows to limit visibility from the surrounding neighborhood. In contrast, the rear façades, oriented to the south, are extensively glazed, offering unobstructed views without direct visibility. The villa's volumetry is defined by varying ceiling heights that influence the spatial dynamics of each room.

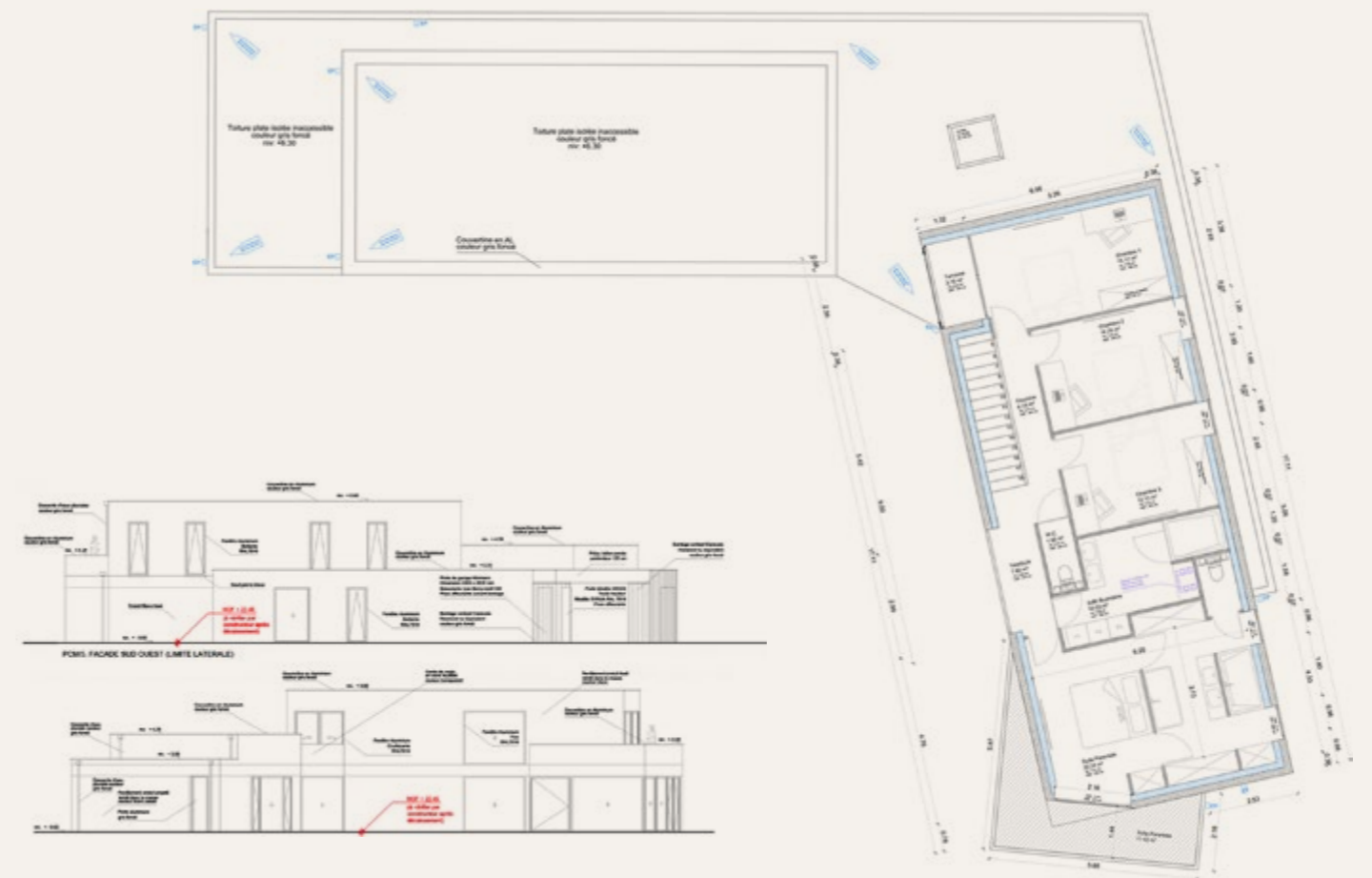
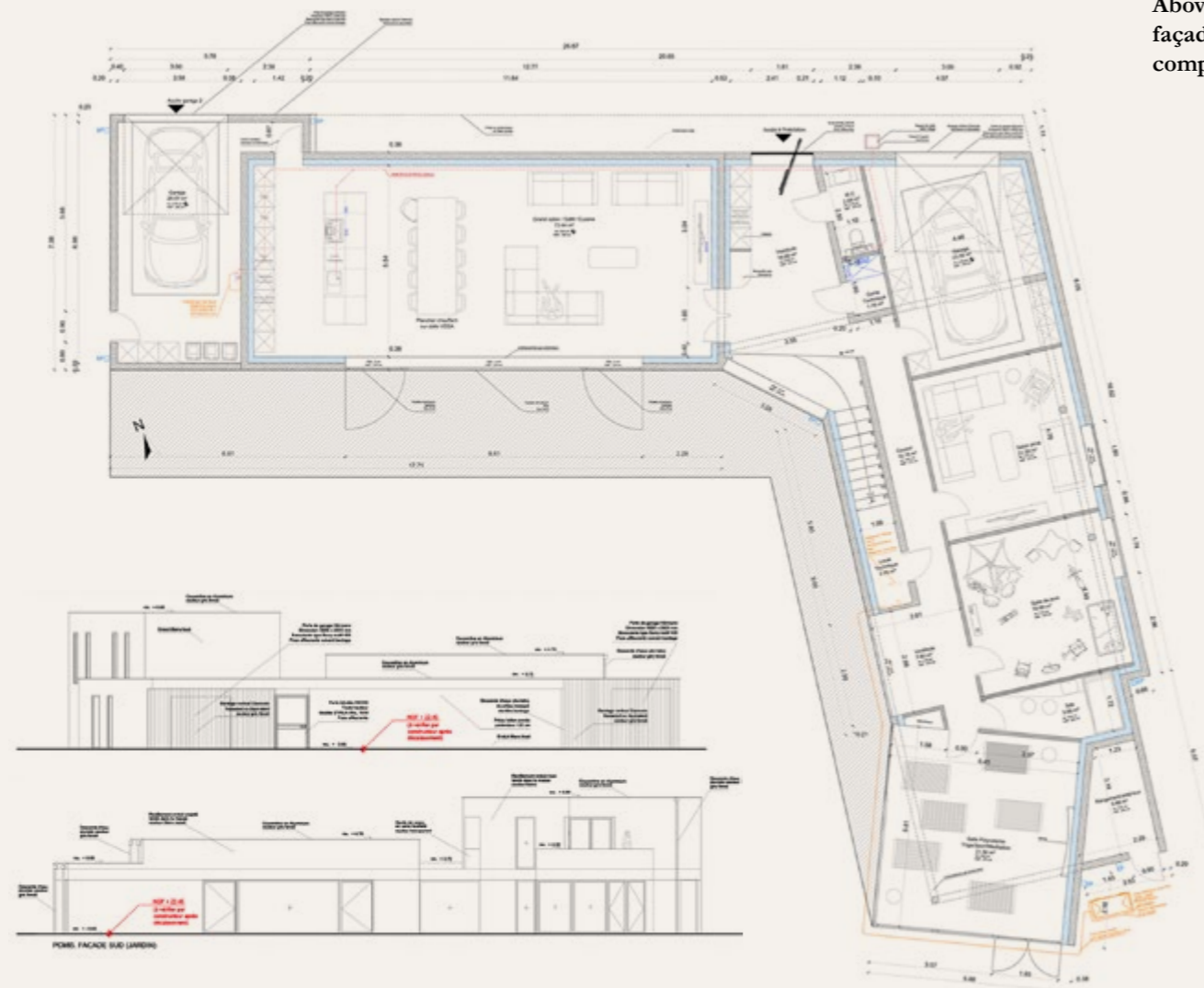
Risk Agency, the Urban Community, and the Agency for Sustainable and Integrated Rainwater Management to secure the necessary permits. Once the building permit was obtained, I also secured a development permit (Permis d'Aménager) to create a subdivision that complemented the villa's architectural style. This not only facilitated the sale of the plots but also helped finance part of the project.

Today, the earthworks and infrastructure development for the subdivision are nearly complete. During the connection works, it was necessary to block access to the highway interchange and coordinate a detour with the municipality.

The land was classified as a PIG zone due to soil contamination from previous industrial activity. This required compliance with stringent regulations set by the Sanitary

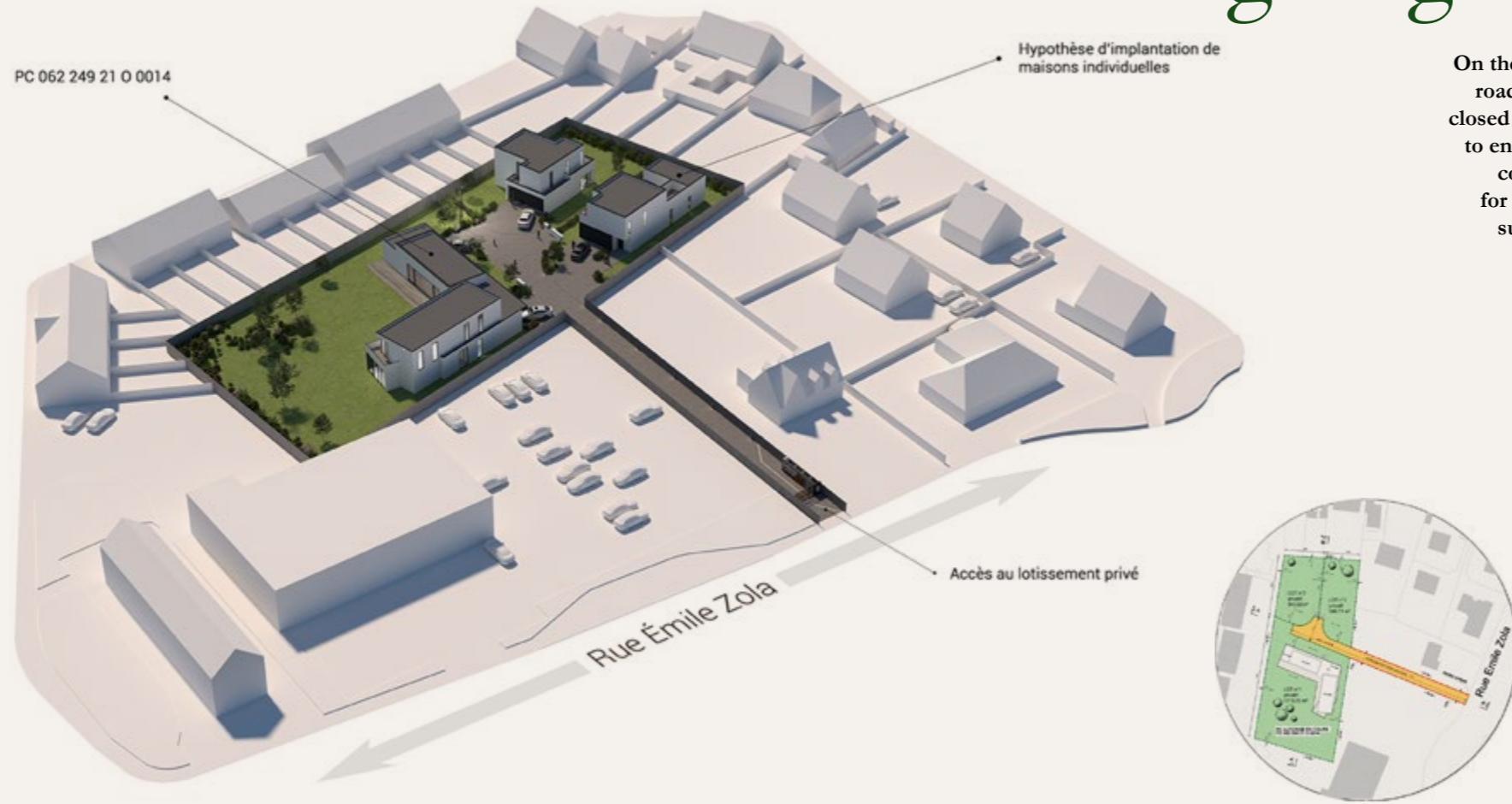


Above: Renderings showing the main façade, entirely blind with volumetric complexity.



Client : SCI CHAHINIMMO
 Budget : n/a
 Softwares : AutoCAD, Sketchup, Vray
 Role : Architect, Project Manager, Urban Planner
 Environmental Consultant : Adopta
 Year : 2022
 Type : New Construction & Residence Area
 Surface : 290 m² & 3600 m²
 Place : Pas-de-Calais, France

Infrastructure linked, eco-living begins.



On the right: the road had to be closed for a week to enable utility connections for the private subdivision.

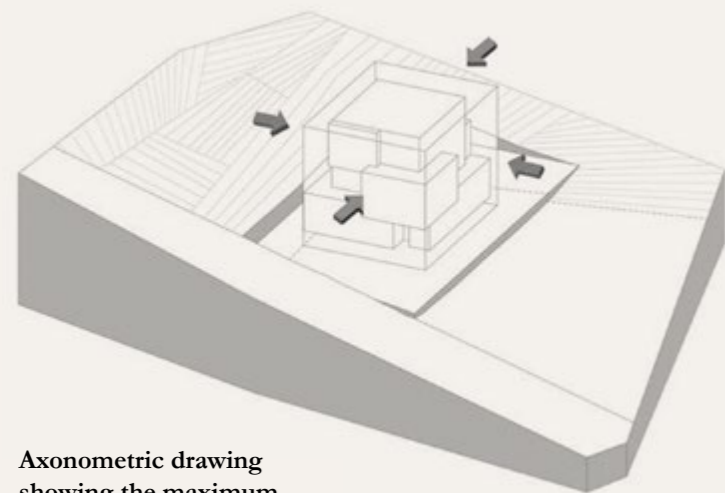


Below: earthworks to prepare the land for utility connections.
Below in the middle: creation of a vegetated swale at the rear of the plot.



La Villa *Pyrite*

Stacked cubes with hillside views.



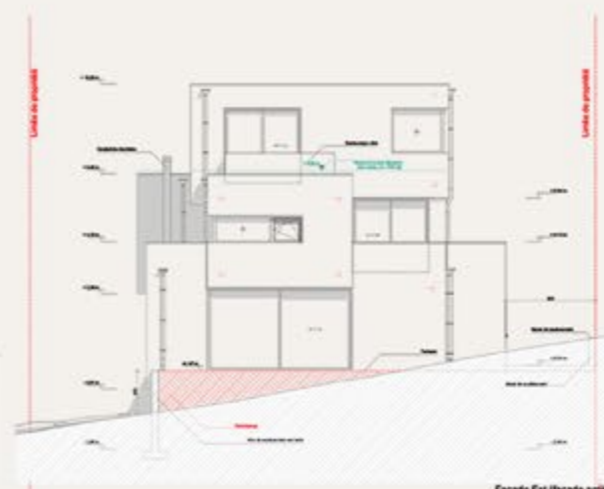
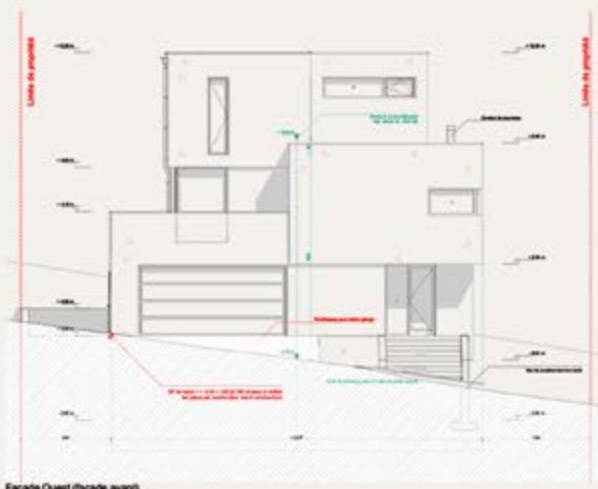
Axonometric drawing showing the maximum buildable volume and how it has been excavated to reveal the pyrite.

Perched atop a hill in Moesdorf, Villa Pyrite spans approximately 320 m². Designed by gradually excavating the maximum buildable volume, the villa features terraces on every floor, each offering unobstructed views to fully embrace the unique surroundings. Its complex aesthetic arises from the interweaving of simple cubes, inspired by natural pyrite formations—a mineral renowned for the perfect alignment of its interlocking cubes.

From a technical perspective, the terraces posed a challenge for rainwater management. Initially concealed within the wall, the client requested that the downspouts be made visible in the event of a leak. As a result, I directed all downspouts toward the façade least exposed to the main street.



Above: rendering front the main street.



Done.

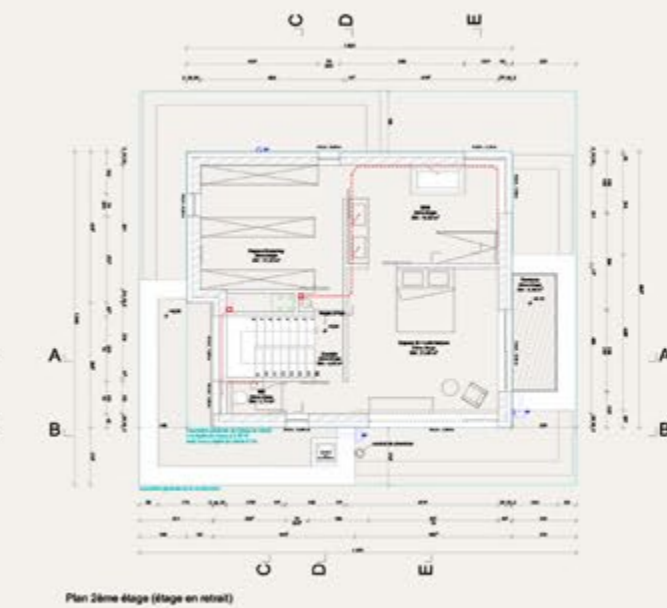
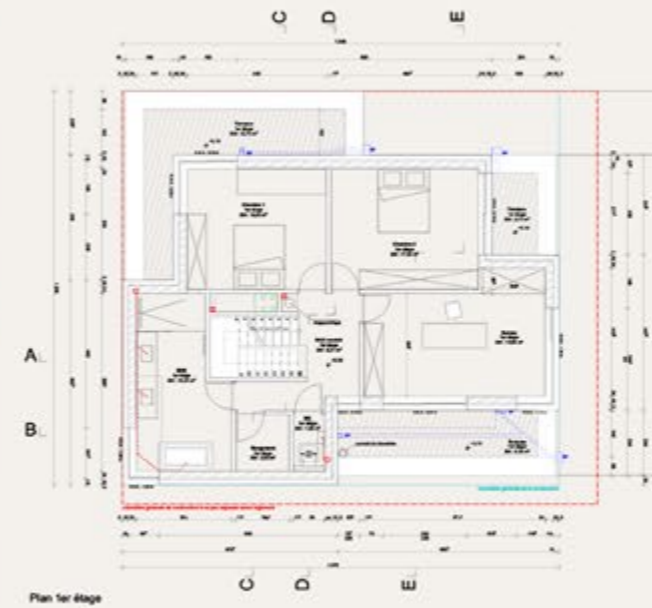
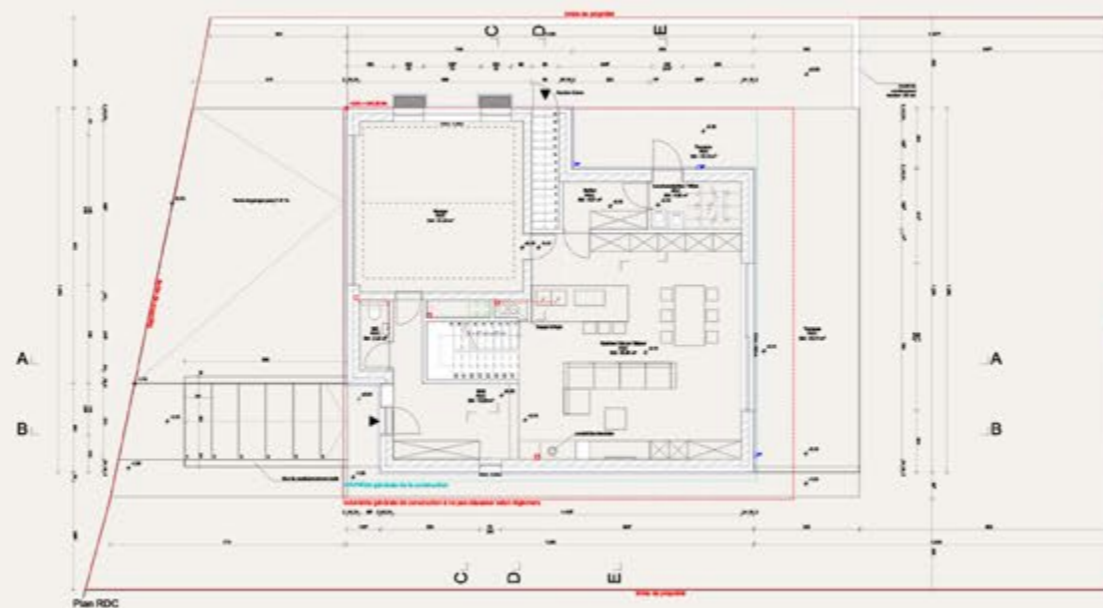
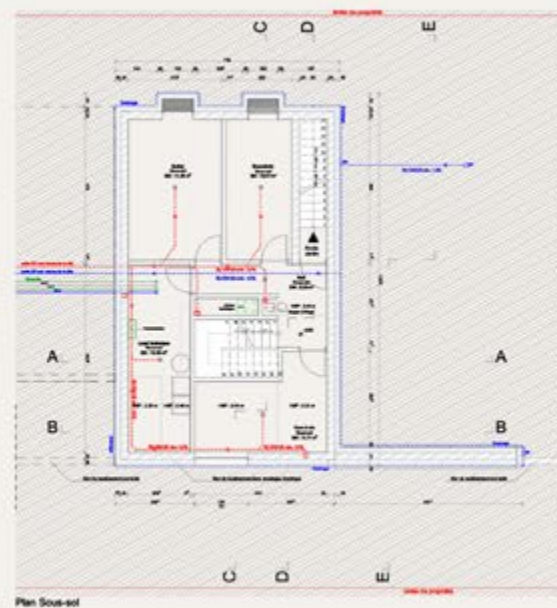


Above : a natural formation of pyrite.

On the left: a photo of the completed project, showing all the rainwater downspouts, hidden from the street.



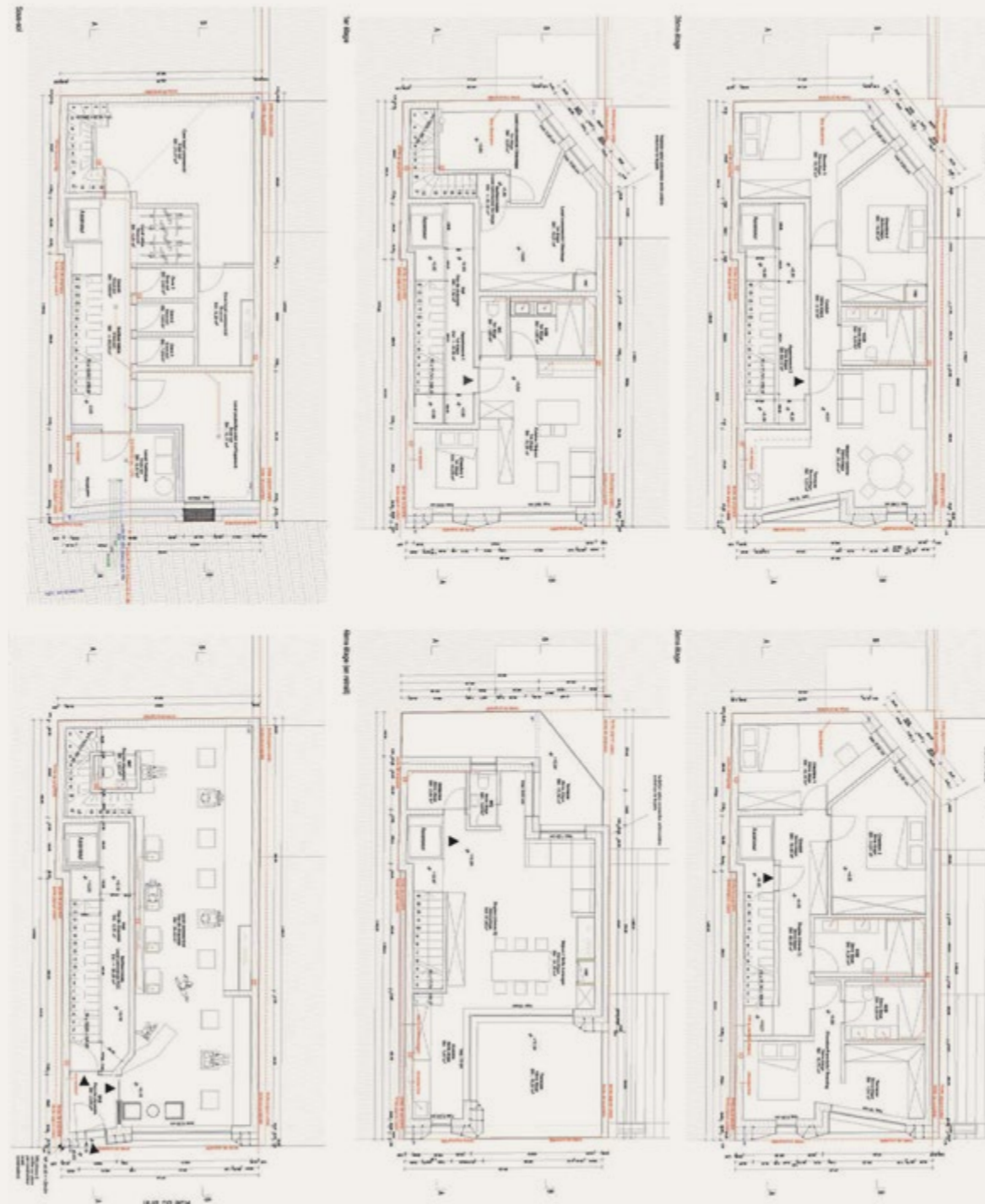
Above : the general contractor Luxtim completing structural work.



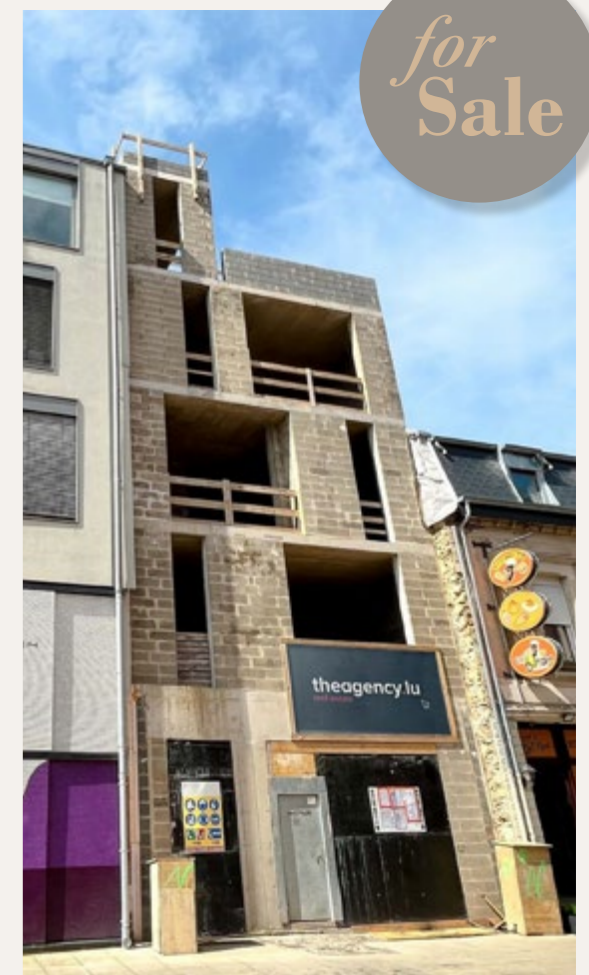
Folding Residences

From city constraints, come *value-driven design*.

Folding Residences is a mixed-use building in Esch-sur-Alzette, comprising three apartments, including a duplex, and a commercial space on the ground floor. Its origami-inspired façade features multiple inward-facing terraces, designed to navigate the city's restrictions on overhang construction. A market analysis revealed that terraces would significantly increase the apartments' value, provided the right balance of square meters was sacrificed. With this in mind, each terrace was carefully designed, resulting in the distinctive form that inspired the building's name.



Structural work completed by the general contractor MaçonLux.



Client : Private
Budget : 900 000 €
Softwares : ArchiCAD, Sketchup, Vray

Office : TAF Architecture
Role : Architect, Design Director
Year : 2018

Type : New Construction
Surface : 290 m²
Place : Esch-sur-Alzette, Luxembourg

Goat House

Built on solid rock.

Client : Private
Budget : n/a
Softwares : ArchiCAD, Sketchup, Vray

Office : TAF Architecture
Role : Architect, Design Director
Year : 2018

Type : New Construction
Surface : 290 m²
Place : Esch-sur-Alzette, Luxembourg

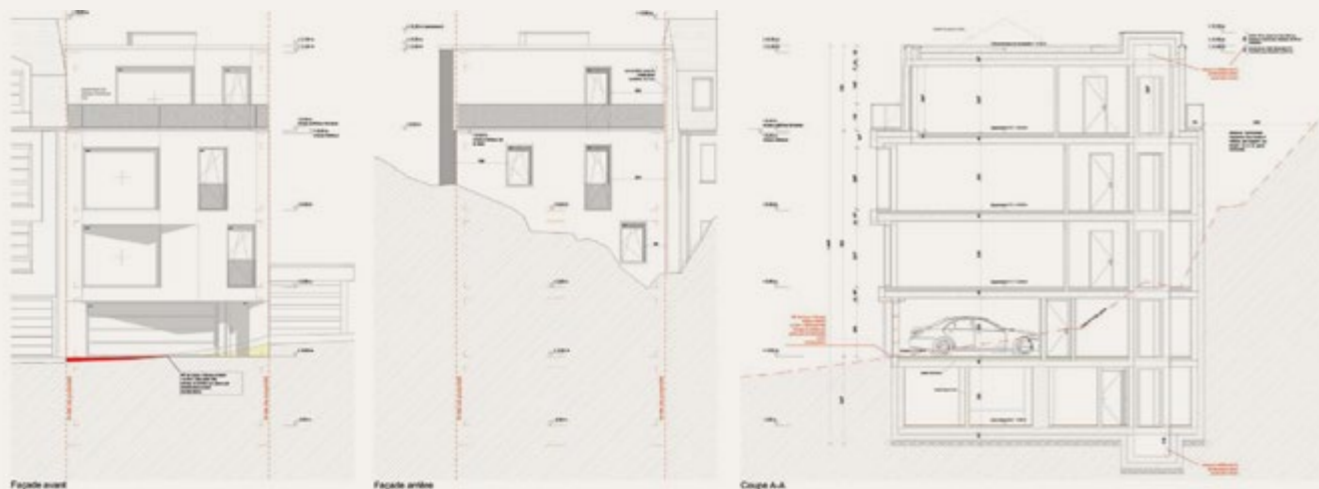
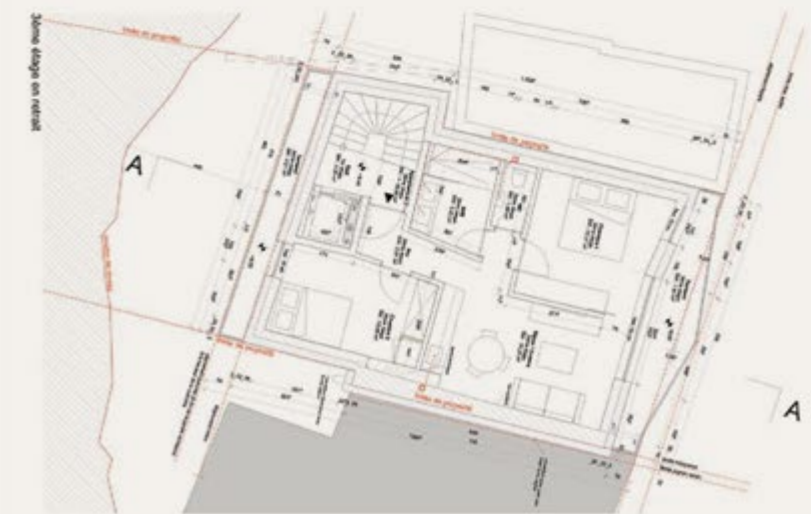
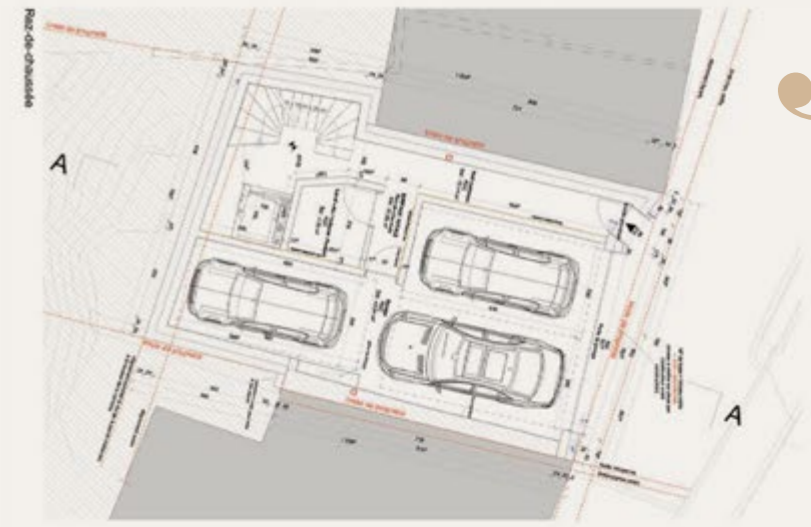


On left, a graphical insert showing the building from the street.

Goat House is a building with three apartments, aptly named for its location perched on a steep rocky massif.

Originally, a small house stood on the plot, and the client intended only to renovate and sell it. However, after reviewing the city's building regulations, we informed him that he could significantly increase the building's volume and offer a higher-quality product on the market.

As a seasoned developer, he agreed to demolish the old house and construct a larger, new building, despite the challenges of excavating foundations in solid rock and mitigating landslide risks on the rear façade. Ultimately, this decision allowed both the client and the firm to increase their profit margins.



The Profit Block

Underrated to Elevated.

Client : Private
 Budget : 150 000 €
 Softwares : AutoCAD, Sketchup, Vray

Architect : Saïd Belmir
 Features : Heritage protection area with eco-friendly stormwater management. Year : 2022

Type : Renovation and additional floor
 Surface : 290 m²
 Place : Pas-de-Calais, France



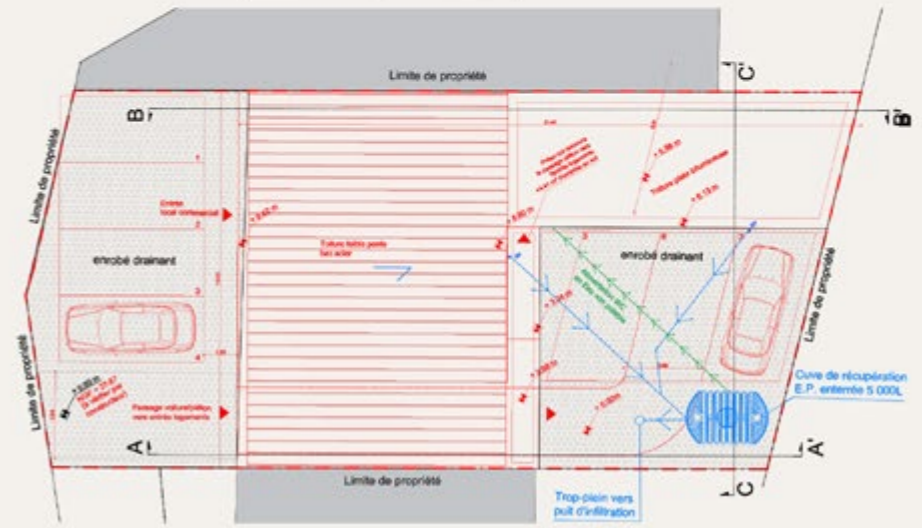
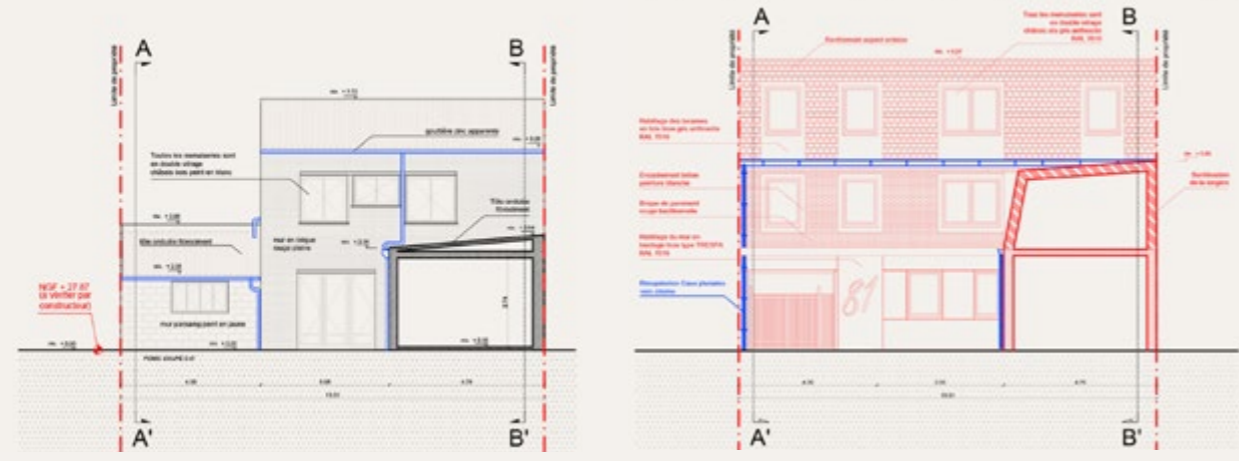
Conversion of a single-family house into 6 two-bedroom apartments, 1 studio and a commercial space. This project optimizes the buildable volume under the local urban plan and achieves an efficient interior layout, treating every square meter as highly valuable.

Common corridors are minimized to maximize apartment spaces, with pedestrian access via an exterior covered passage in Trespa panels leading to a well-located stairwell serving seven housing units and a commercial space.

Located in a heritage protection zone, the project respects the style of Fosse 9 and complies with RE2020 regulations. On-site rainwater management includes an underground tank, with collected water repurposed for ground-floor toilets and cleaning the trash room, enhancing sustainability and functionality.



on left : renderings showing the elevations from the courtyard turned into parking lot.



The Miner's Home

From theory to action, a *DIY* journey.

To broaden my expertise in construction, I decided to renovate a 100 m² dilapidated property in a former mining region, now a UNESCO World Heritage site. These old miner's houses, long overlooked by investors due to their poor condition, are now, in my opinion, in the best locations due to urban expansion. As remnants of local history, they possess remarkable spatial qualities that simply need to be uncovered and celebrated. Inspired by the striking transformations I've witnessed in similar properties in London, I was determined to prove what could be achieved by moving from theory to practice.

With a desire to learn each trade involved, I took on most of the work myself while managing my architecture studio, outsourcing only the roofing, windows, and plastering. The renovation required a complete reorganization: the kitchen and living room were swapped so the kitchen

could benefit from southern light, while the living room, now facing north, was designed with large openings to capture soft, indirect light. The interior design direction was directly inspired by the mining history of the area. A black-and-white palette with integrated lighting evokes the dark tunnels of coal mines, while cement tiles, reminiscent of this heritage, blend historical character with a modern aesthetic.

To optimize the use of space, I experimented with ceiling heights in the living room and upstairs, integrating an open mezzanine into the attic. Removing a load-bearing wall created open sightlines to the garden, further enhancing the home's airy feel. Exposing the metallic beams was a stylistic choice, providing another reference to the industrial past. The result is a striking modern residence with a strong historical character, just steps away from essential services.



Above : archival photo showing a historical mining settlement, called «coron».



The oversized triple glazing skylight brings an unprecedented soft light in the living room.

Client : Self-initiated
Budget : 50 000 €
Softwares : AutoCAD, Sketchup, Vray, VR

Role : Architect, DIY self-builder, project manager
Features : systematic use of upcycling & recycling.
Year : 2019-2023

Type : Complete Renovation
Surface : 100 m²
Place : UNESCO World Heritage site



The true cost of learning by doing.

Time is the true cost of being self-taught. It demands perseverance, inner strength, and using the resources at hand. When money is scarce, time and ideas become your main assets. As the saying goes: time is money.

For this project, I made systematic use of upcycling and recycling methods. For example, the granite Impala countertop, salvaged from a construction site, cost me €150 instead of €3,500, though it required cutting and polishing. Leftover drywall from construction projects was often free, and tiles for small spaces came from surplus materials.

Also, building relationships with tradespeople was key—recommending them on other projects often led to favors like tool loans, salvaged materials, or occasional help. This resourcefulness halved renovation costs and slashed some, like the kitchen, to a tenth of the usual expense.



Demolition phase at the renovation's first days.

Above : the kitchen completed with the upcycled granite impala countertop, and free black marble tiles from client's surplus. All appliances are reconditionned or bought to be repaired.

Below : a diverse overview of the construction site at various stages of progress.

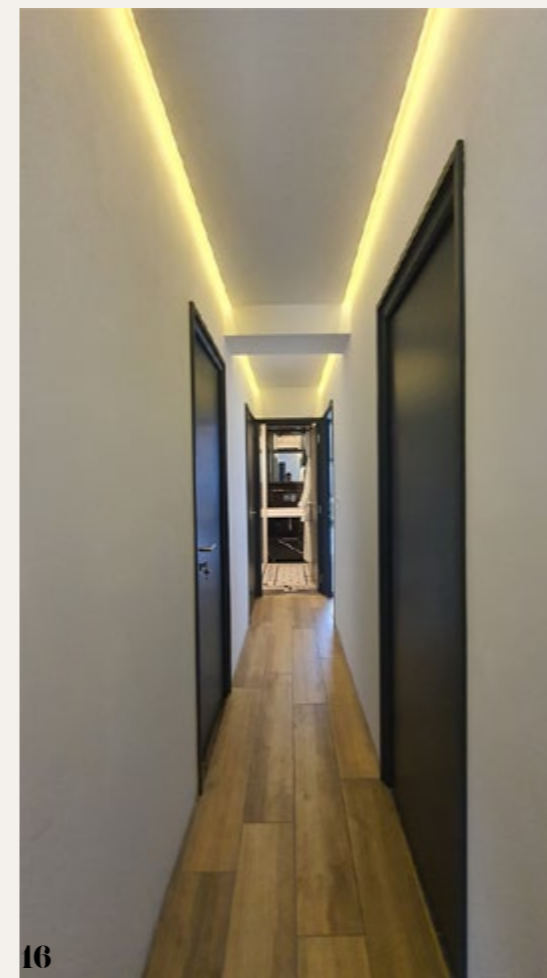
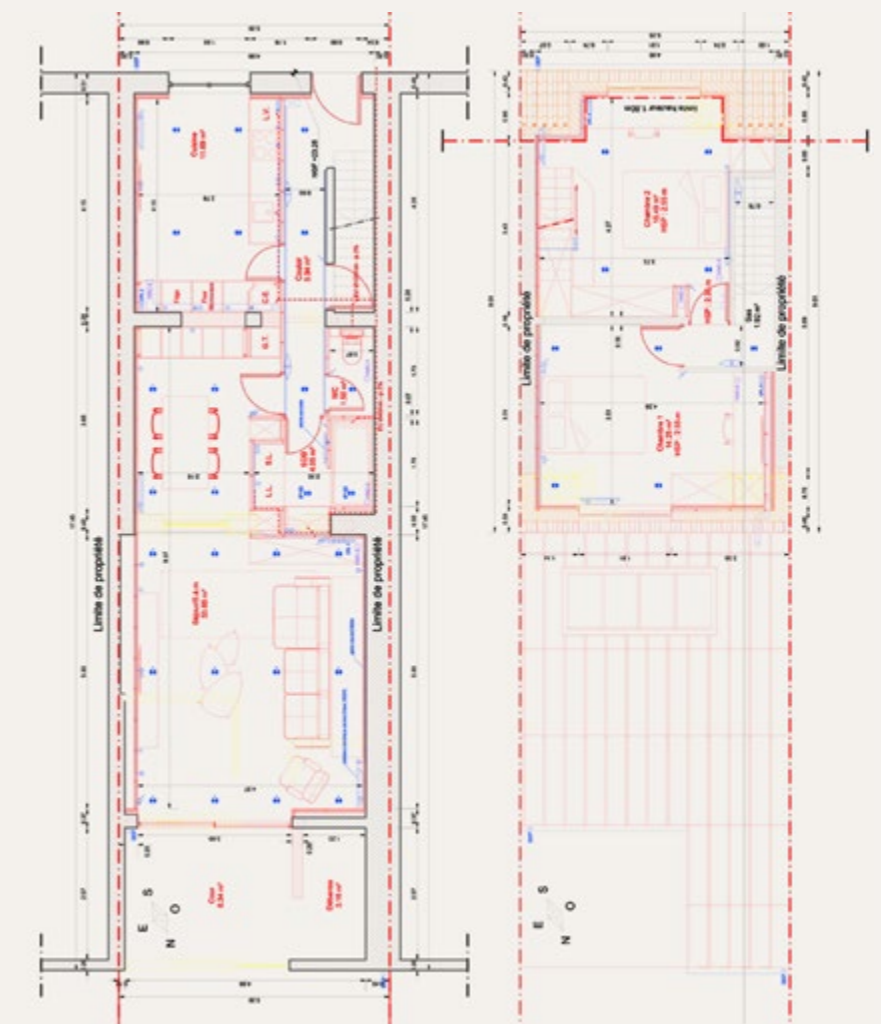


Trust the process, stick to the plans.

Of course, this approach meant the project stretched over several years, with long periods of downtime. But perseverance and faith in the process were essential.

Also, this process allowed me to explore an interest in construction. Rebuilding everything from scratch, I gained hands-on experience and deepened my passion for finishing trades.

Today, I am skilled in these tasks and can meet industry standards, greatly enhancing my ability to communicate technical details and execute my designs effectively. Perseverance and faith in the process proved invaluable.



Adding designer table lamps in different spots creates a cozy and refined ambiance by night.

On the right: the automatic indirect artificial lighting in the corridor lifts the ceiling and creates a unique atmosphere.

The Timeless Apartment

The Quiet Glow of Heritage.



This renovation of an 80 m² apartment in the historic center of Valenciennes strikes a delicate balance between preserving heritage and embracing modernity. Located on the third floor of a listed building, the apartment underwent a complete redesign to fulfill the client's vision of a master suite with the ambiance of a luxury hotel room.

To achieve this transformation, sections of the flooring were raised to reroute wastewater systems, enabling an optimized layout of the spaces. The new arrangement maximizes the use of natural light by pening up the main living area, resulting in an unprecedented brightness throughout the apartment. Given the building's historic status, every detail was carefully crafted to preserve the original moldings, which were seamlessly integrated with contemporary amenities.

Digital tools, such as VR Construction and the online Client Profile, proved invaluable for planning material selections in advance and ensuring a cohesive design. They also facilitated coordination between the architect, the general contractor, and the client, who was often traveling for business. This approach helped maintain a unified aesthetic and smooth project management. Recently completed, the apartment was awarded the "Coup de Coeur" label by La Pépité Immobilier, a testament to the success of the renovation.



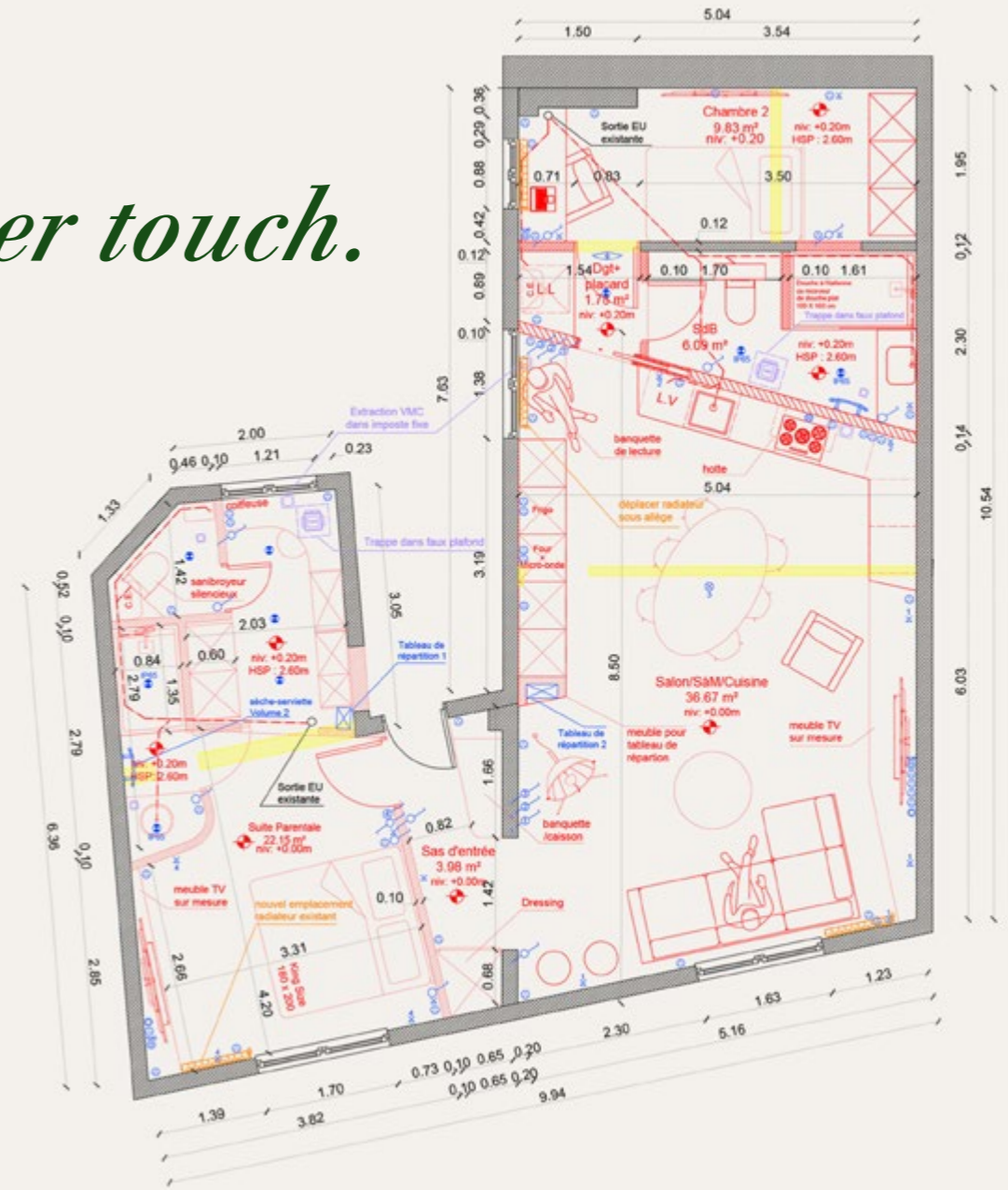
Rendering showing the living room and dining room.

Client : Private
Budget : 100 000 €
Softwares : AutoCAD, Sketchup, Vray, VR

Role : Architect, project manager
General Contractor : K-Renov
Year : 2023

Type : Complete Renovation
Surface : 80 m²
Place : Nord, France

This renovation, required a softer touch.



On the left: the project building surrounded during the Christmas market.
Below: the demolition phase revealing the existing concrete beam.

In a listed building on the third floor, with neighbors above and below, during the Christmas market and with shops on the ground floor, this renovation required strict organization to minimize disruption. No debris chutes were used; everything was carried down discreetly in small bags

and directly loaded into the van. Technical constraints included narrow staircases, requiring 60 cm-wide drywall sheets and careful furniture selection. Work hours were also set based on neighbors' preferences to avoid disturbance.



Architecture

Small Retail Experiment.

Type : Luxury Clothing Boutique
 Surface : 100 m²
 Place : Prague, Czech Republic
 Year : 2016
 Prize : Public Choice Award at the International Inspireli Awards
 Features : Wooden structure
 Client : Stylist known for nature-inspired collections
 Budget : Not specified
 Softwares : AutoCAD, Sketchup, Vray, VR, hands



INSPIRELI AWARDS 2016

Top world talent competition of young architects and designers



9

Verbeke Showroom

Seasoned.

This project began with an empty warehouse, which was transformed into a luxury clothing boutique. The vision for the space went on to win the Public Choice Award at the 2016 International Inspireli Awards in Prague, an honor granted by the audience in recognition of the project's design and approach. The concept behind the boutique was straightforward: to capture the essence of the stylist's world and translate it into an architectural experience. Known for her collections inspired by nature and the changing seasons, the stylist's creative philosophy became the heart of the design.

In response, I designed a wooden structure that weaves through the space, concealing existing columns while adding an organic warmth. This structure also serves as the functional backbone of the boutique, dividing the open space into intimate zones and subtly guiding visitors through the collections. Additionally, it provides ample storage for products, seamlessly blending practicality with beauty. Fun fact: At the time, I wasn't familiar with parametric software, so this vernacular form was designed by hand in 2D and through mental projection.



Falafel Kitchen

Small space, big vision.

Small spaces often present some of the greatest challenges, requiring smart solutions to balance aesthetics and functionality in a compact area. This retail restaurant project, developed from scratch, is a prime example. With only 26m² in an unusually shaped location, I had to integrate a professional kitchen for three staff members, ensure efficient ventilation, include a proper restroom for customers, add a movable reception counter for events like La Braderie de Lille, and create a seating area that is fully accessible to persons with reduced mobility. Additionally, due to the project's location in the historic center near Gare Lille Flandres and the Gothic Church Saint Maurice,

the façade had to comply with cultural heritage protection regulations. Given the space constraints, I maximized ceiling height to enhance the sense of volume. The new storefront extends to the building's original lintel, while the upper frame was doubled to discreetly house the ventilation ducts. Visual openings were created in the seating area, offering views towards Gare Lille Flandres to further enhance the feeling of openness. Terrazzo-effect tiling with brass inlays also contributes to visually expanding the space. Drawing inspiration directly from the served food, I incorporated three traditional arches to organize the symmetrical layout and give the establishment a distinctive identity.

Client : Loyalina SAS
 Budget : 55 000 €
 Softwares : AutoCAD, Sketchup, Vray, VR
 Role : Architect, project manager
 Features : Space Optimization and heritage compliance
 Year : 2020
 Type : Retail Complete Renovation
 Surface : 26 m²
 Place : Historic center near Gare Lille Flandres

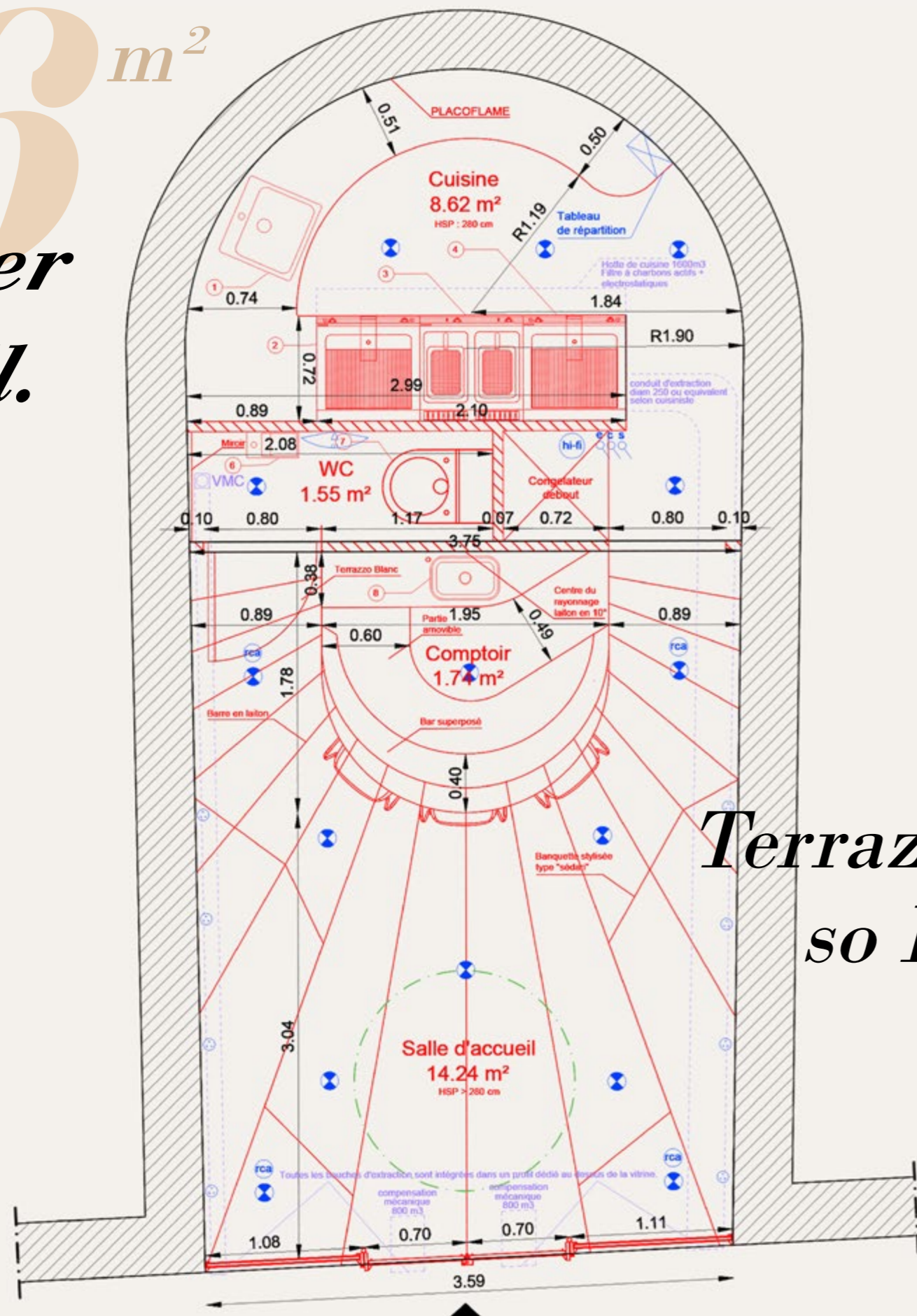


Photo on the left: view upon entering the retail
 In the middle: visual opening created towards the train station
 On the right: view from the train station towards the retail



23 m²

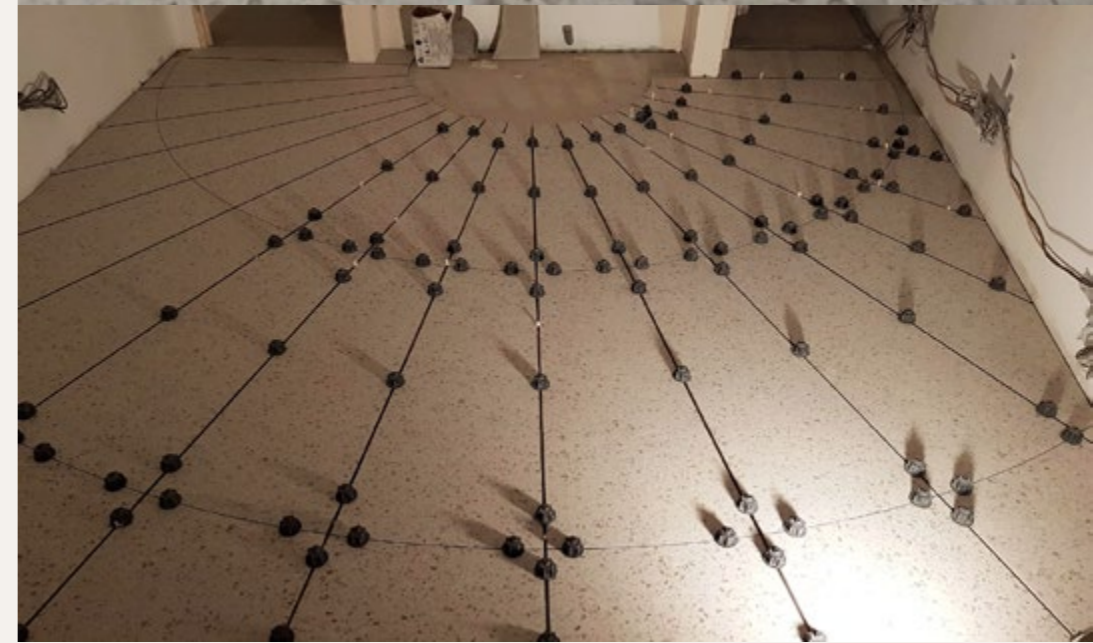
is never too small.



Terrazzo was expensive, so I called the tiler.



The initial estimate for real terrazzo was approximately €400/m²—far too expensive for this compact restaurant project. Instead, I reached out to a talented tiler, confident he could do it using 60 x 120 cm porcelain stoneware tiles at just €40/m². Although he had never attempted such a design before, I believe in his potential and strongly recommended him to create this cost-effective yet equally stunning solution.



On the right: the custom cuts of each 60 x 120 cm tile after I submit the layout.



Client : O'Sezame SAS
 Budget : 35 000 €
 Softwares : AutoCAD, Sketchup, Vray, CNC

Role : Architect, project manager
 Features : CNC Machining
 Year : 2020

Type : Retail Complete Renovation
 Surface : 39 m²
 Place : Lille, France



The hexagonal tiles form the snack's name in pixel art style and the colors' tiles define walking and seating zones.

Snack Sezame

Snake into *narrow space*.

Here is the complete renovation of a Public Establishment (ERP) located in a dynamic neighborhood of Lille. Beyond the renovation, this project required the complete creation of an identity.

The depth of the space inspired the design of a wooden structure in the shape of a continuous snake, conceived as a suspended bridge 8 meters long. This structure starts at the ground, transforms into a bench, and then into a high table. At the opposite end, the snake emerges from the ceiling to form the reception bar, where coffee and juice are served.

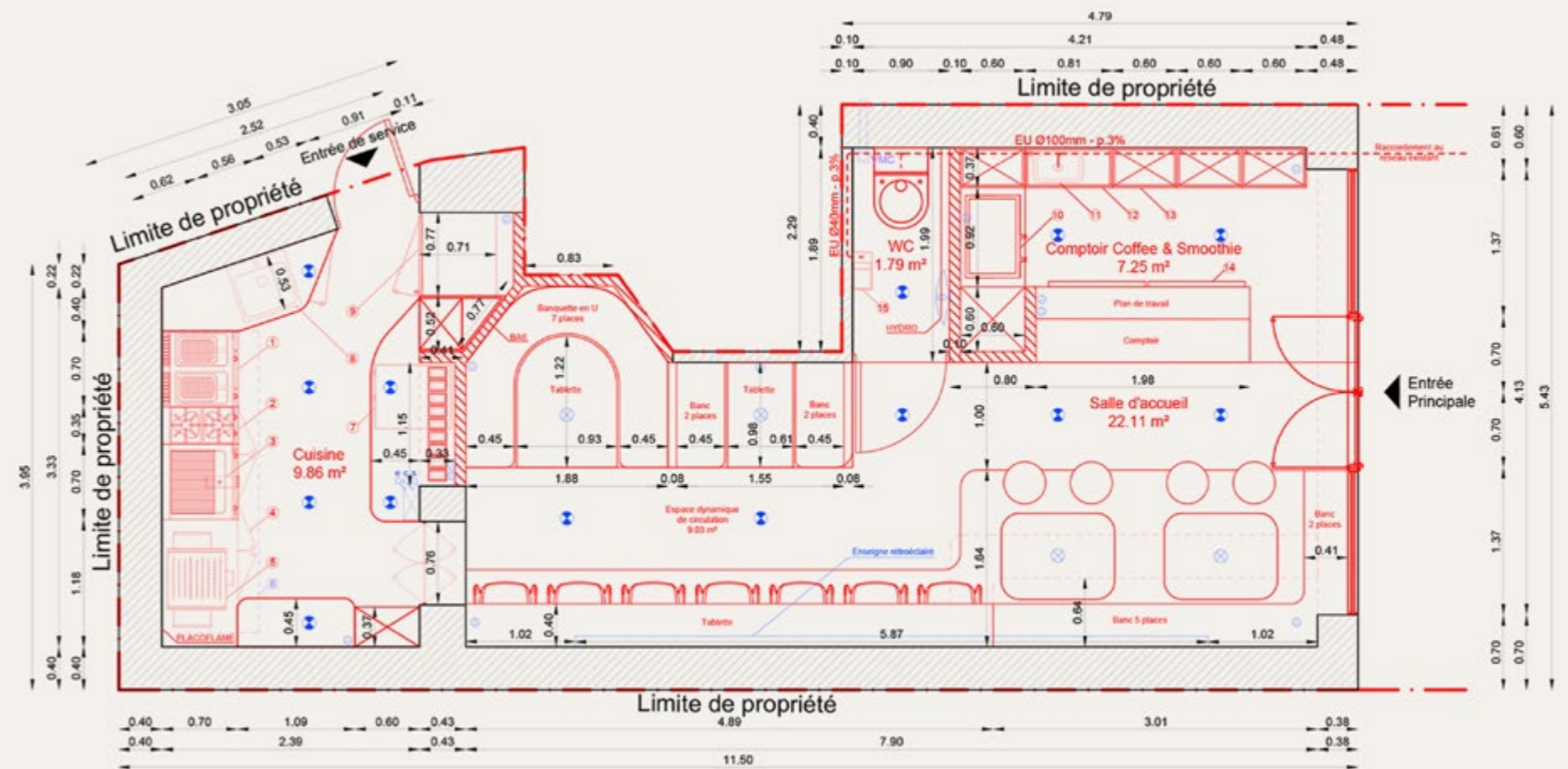
The execution plans for this multi-meter structure were meticulously developed for CNC machining and were designed for ease of assembly using a fitting system.



Custom real neon sign made by a Chinese manufacturer and designed by myself.

Everybody understood the concept in a glance thanks to this absolute legend nokia 3310 game.

*20 plywood sheets,
each 22mm thick,
to get a 44cm deep.*



Better to start right away.

The structure is designed like a bridge. A wooden beam is secured to the load-bearing wall using threaded rods and chemical anchors with a pull-out resistance of 2 tons.

Repeating the process 20 times, the final plate is glued to conceal screws, creating a floating structure with a 44 cm cantilever.

Next comes the sanding and varnishing stage, of course, which is essential to achieving the final polished result.



Design



Soul

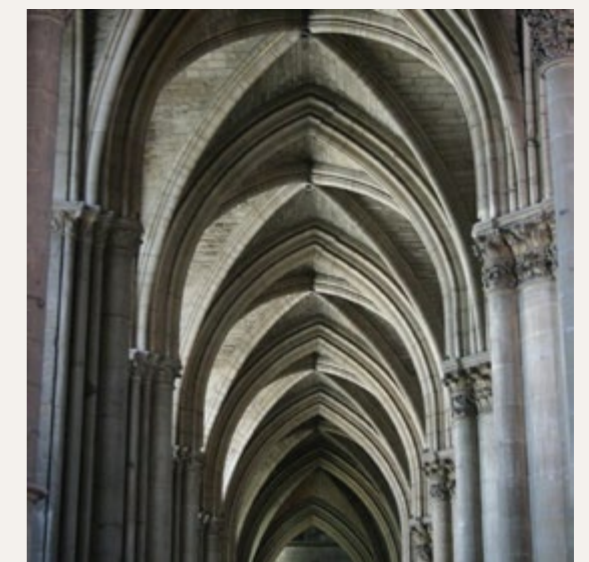
XX Table

Structure is *Shaped-Culture*.



Xx Table is an award-winning contemporary work of art, inspired by Moorish patterns and Gothic naves, that transcends its function as mere furniture. It combines a bold structural design with artistic expression. Created with a «Flat Pack» approach, the table requires no tools for assembly; its stability emerges naturally once the last piece is assembled, revealing an octogram pattern within the structure. As the designer of this personal project, I drew on my cultural heritage and architectural background to create a timeless piece that reinterprets the relationship between art and functionality. To my surprise, it became evident during various international exhibitions that the design resonated

across multiple cultural contexts. One of the most surprising interactions was with Chinese designers, who recognized it as a modern reinterpretation of Ming dynasty wood joinery. This exchange allowed us to explore our shared cultural histories, and their enthusiasm led China to become the country where the table was most prominently displayed. While flat-pack design is typically associated with convenience and simplicity, I sought to expand its boundaries, creating a piece that is not only practical but also rich in symbolism. The Table XX exemplifies this approach, seamlessly blending Moroccan tradition with modern influences to challenge conventional furniture design.



Client : Personal project, later with Dutilleul Industries
Budget : 0 € with ROI based on recognition
Awards : Multi-Awarded around the world
Role : Designer
Features : Symbolic blend of tradition and modern design
Year : 2017
Type : Furniture Design
Place : International exhibitions, with a significant presence in Europe, and China



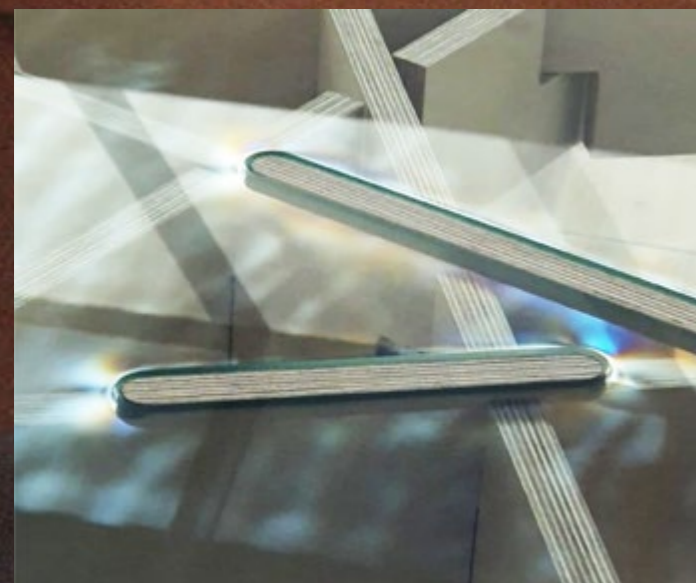
EXHIBITION
EX-CHIESA DI SAN FRANCESCO
VALEVARO SPALLINO 1, 22100 COMO / ITALY
OPENING CEREMONY: 10 JUNE 18.00
6 - 26 JUNE 2017
OPENING HOURS: 11.00 - 14.00 & 15.00 - 18.00





The production of Table XX in collaboration with Dutilleul Industries highlights the significance of partnerships between designers and manufacturers. Dutilleul Industries, renowned for its high-precision expertise, seemed like the ideal fit. During our initial meeting, I demonstrated how producing Table XX at no cost could yield a return on investment—not immediately in financial terms, but through their involvement in a project that was gaining international recognition.

High precision machining
makes the balance look *effortless*.



The tempered glass version offers a fascinating introduction to birefringence and photoelasticity. These phenomena highlight the internal stresses of the material, revealing colorful patterns when exposed to polarized light.

By the way, discussions with tempered glass engineers led to minor design changes compared to the initial version with an acrylic PMMA tabletop.



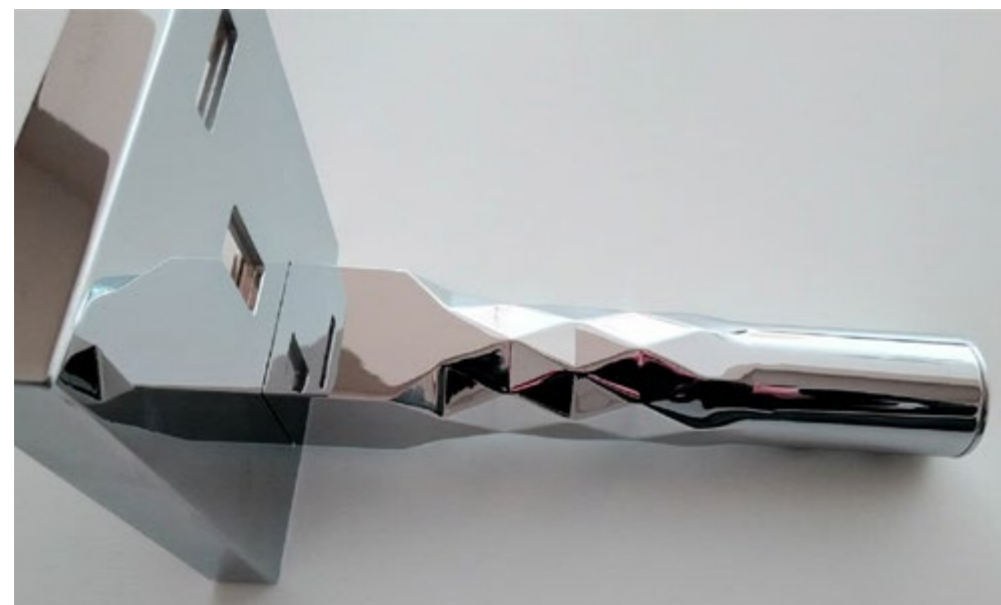
Mudd Al Nabawi

Water Saving faucet, Rooted in *Spiritual Values*.

Client : SAMI Holding Company
Budget : 30 000 €
Softwares : AutoCAD, Sketchup, Vray, 3D SMAX

Role : Design Director
Mechanical Engineer : Innosys Systems
Year : 2018

Type : Product Design (High-Tech Faucet)
Place : Djeddah, Saudi Arabia



Above : The final product is slightly different compared to the prototype. The mirrored glass has been removed due to budget constraints.

In a region where water is a precious resource, a Saudi desalination company took the initiative to promote sustainable water use by developing a high-tech faucet.

Their concept was inspired by the Mudd, a 750 ml vessel traditionally used by the Prophet of Islam for ablutions. This stands in stark contrast to current practices, where ablutions typically consume around 6 liters of water. So the goal's product was to make muslims more aware of water use and ensure ablutions stayed within the Mudd's limit, helping both the environment and religious practices.

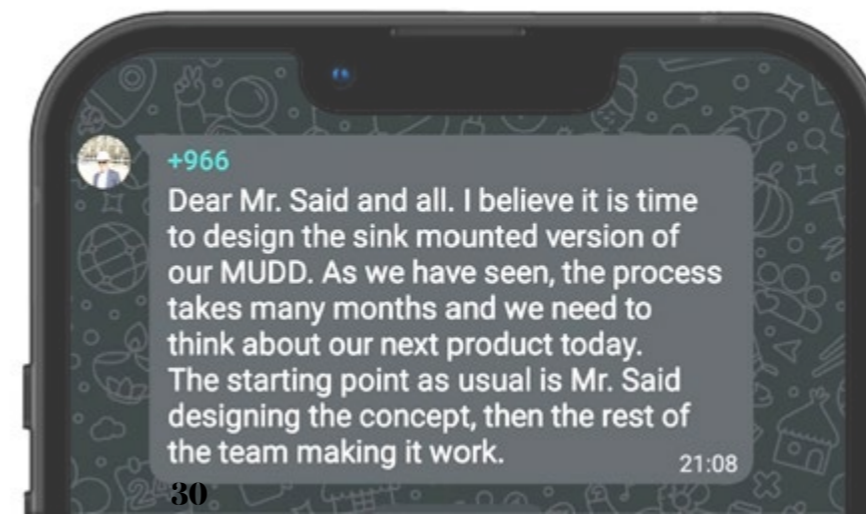
In my proposal, I emphasized the symbolism of basic geometric forms that have been central to civilizations for

millennia, particularly in the typology of mosques. Three key forms dominate: the square, symbolizing humanity; the circle, representing infinity; and the octagon, which bridges the square and the circle, symbolizing the transition between the earthly and the divine.

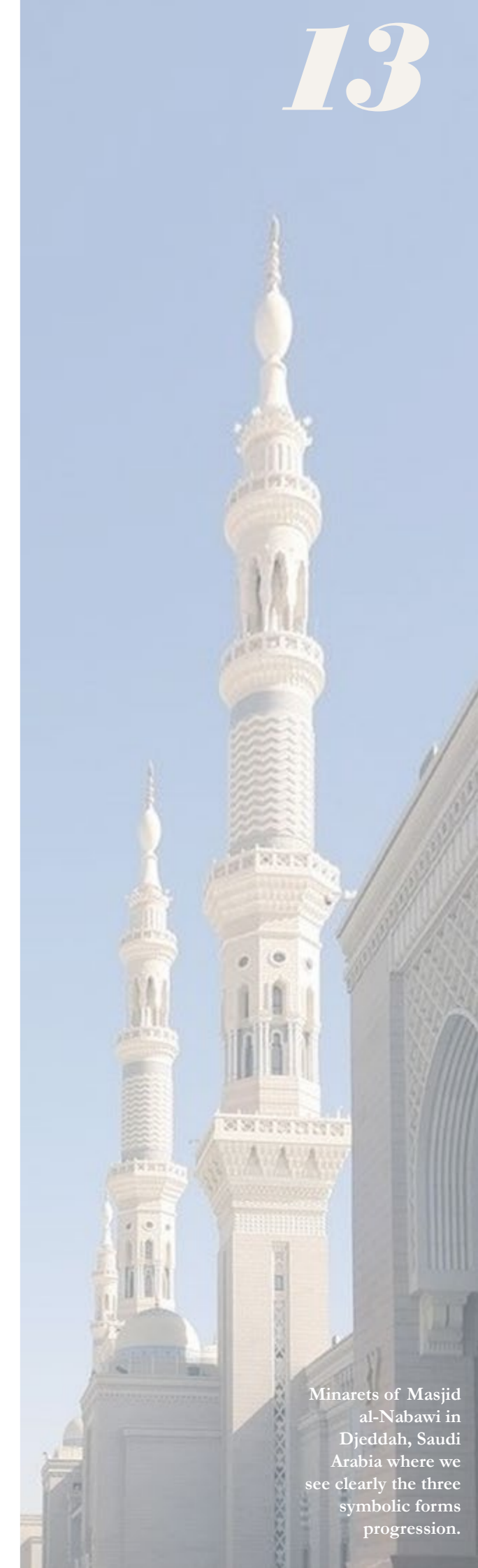
These forms are present in Saudi mosque architecture, from the base of the minaret to its summit, illustrating the spiritual ascension of the faithful.

The designed faucet embodied this spiritual journey of water, transforming ablutions into a meaningful act. The concept resonated, leading to a successful collaboration.

26,000 units sold, the first day.



On right : Message from the CEO to the team, after the successful launch.



Minarets of Masjid al-Nabawi in Djeddah, Saudi Arabia where we see clearly the three symbolic forms progression.

Egg Urban Network

Turning the City into a *Living Museum*.



Cultural and tourism experiences often feel limited—stuck within museum walls or hindered by connectivity issues. Visitors, like those in Lens, may enjoy the museum but miss out on the rich heritage scattered across the city. Enter EGG, the groundbreaking solution that bridges the gap between the museum and the urban landscape.

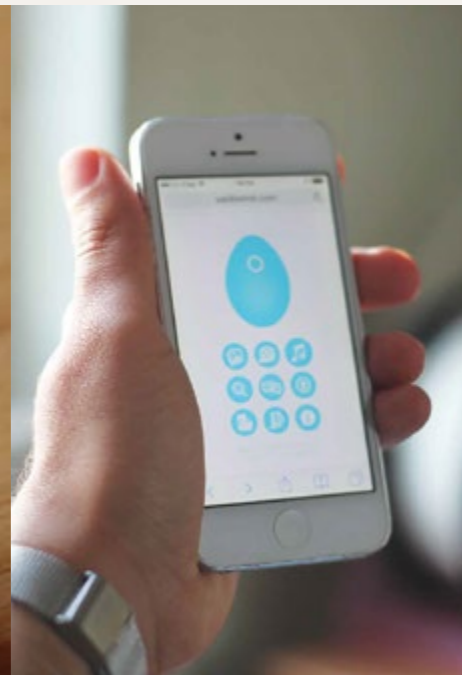
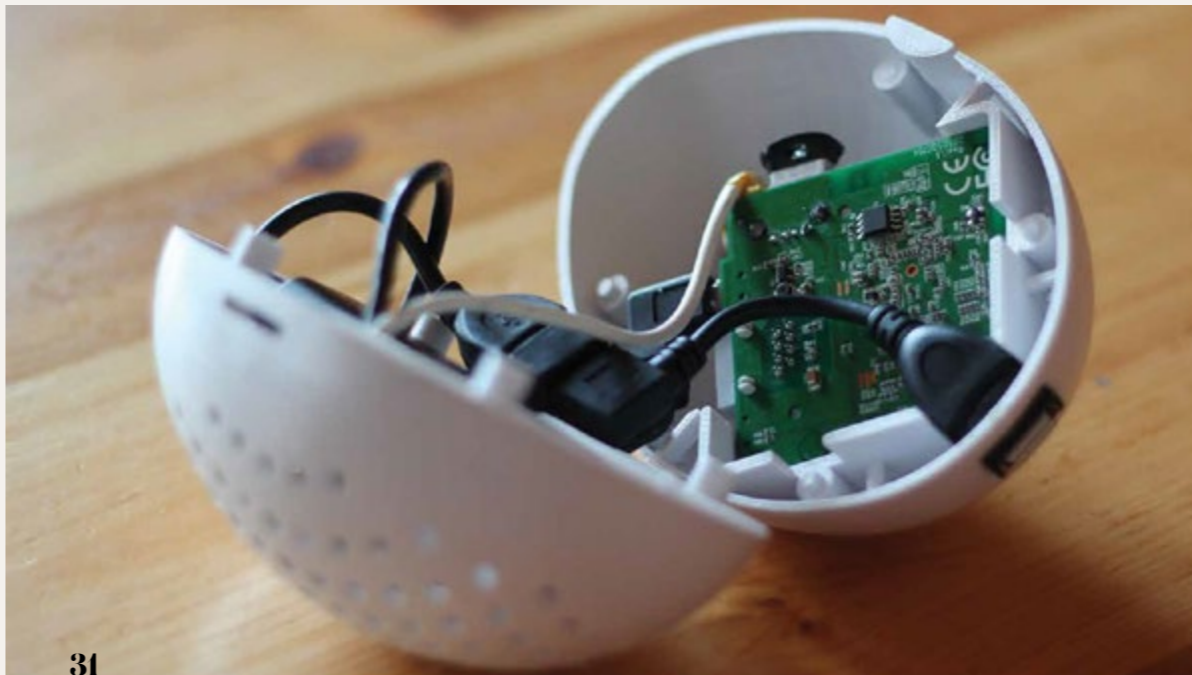
challenges like dense vegetation or railway tracks. By extending exploration beyond the museum, it invites users to immerse themselves in the broader cultural narrative of the city.

The EGG combines cutting-edge technology with sleek design, inspired by a passion for innovation and inclusivity. At its core is an offline mobile server, encased in an elegant egg-shaped shell, that transforms any smartphone or tablet into a fully functional tour guide—no apps, no fees, no barriers.

The project's potential was immediately recognized during its pitch to the Louvre Lens Selection Committee, capturing the attention of tech giant Orange and earning significant media coverage. This momentum propelled EGG into the Louvre Lens Vallée incubator, cementing its role in the future of cultural digital technologies.

Placed strategically across cities, the EGG creates a seamless network, guiding visitors to hidden landmarks while overcoming

Interestingly, just a year later, Pokemon GO took the world by storm, using a similar concept to blend digital engagement with real-world exploration. The EGG was ahead of its time, paving the way for a more connected and immersive world.



Client : Self-initiated Project
Budget : 200 € for an advanced prototype
Softwares : AutoCAD , Sketchup, Vray, HTML 5, PHP, CSS3
Role : Design Director, IT Developer
Year : 2016
Awards : Incubator French Tech Louvre-Lens Vallée
Type : Product Design (High-Tech Device)
Place : Lens, France

Bridging, The *Louvre-Lens* Case.

Lens faces a persistent challenge: tourists visit the museum but rarely explore the city. A shuttle transports visitors directly from the train station to the museum, bypassing the historic center with its bars, restaurants, and local heritage. Why does this happen? The city is divided by a railway line, with the museum located on the west side, surrounded by dense vegetation, while the lively city center lies to the east.

This divide limits the museum's reach and prevents visitors from experiencing all that Lens has to offer. The Pritzker Prize-winning architects at SANAA designed the Louvre Lens to be an open, glass structure connecting the museum to its surroundings. However, the physical barriers—vegetation and the railway—prevent this vision from becoming a reality.

Guiding You Across the City Without Even Noticing.



EGG applies the concept of Easter eggs—hidden surprises in video games—to the real world, encouraging visitors to explore Lens as if uncovering secrets. Starting at the museum, EGG guides users across the divide, creating a seamless connection between the museum's tranquil surroundings and the lively historic center.

By turning the city into a trail of discovery, EGG transforms Lens into an engaging, interactive experience, blending culture, history, and exploration.



Let's Create Together.

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Conferences & Exhibitions

- De 06.06.2017 à 26.06.2017 - **Ex-Chiesa Di San Francesco, Como, Italy**
- De 07.09.2017 à 11.01.2018 - **QG Gallery, Brussels, 62 rue de la concorde, Belgium**
- De 09.09.2017 à 13.09.2017 - **Paris Design Week, Cité de la Mode et du Design, Paris, France**
- 20.09.2017 - Conférencier - **Applied Creativity Lab, Universidad la Salle, Victoria, Mexico**
- De 22.09.2017 à 23.09.2017 - **Festival of Architecture and Interior Designing Conférence, Mumbai, India**
- De 08.10.2017 à 31.10.2017 - **40x40 Exhibition, Budapest, Hungary**
- De 24.10.2017 à 30.10.2017 - **Casablanca Design Week, École des Beaux-Arts, Casablanca, Morocco**
- 28.10.2017 - Conférencier - **Synergy between Design & Industries, ESCA (School Management), Casablanca, Morocco**
- De 05.11.2017 à 07.11.2017 - **Shenzhen International Industrial Design Fair, Shenzhen Convention & Exhibition Center, Shenzhen, China**
- De 26.12.2017 à 20.03.2018 - **Utopa International Design Exhibition, ShenNonTaiYangCheng, ZhuZhou City, China**



2024