

started RAWDA LED in Egypt, trading
 Alexandria University Bsc. Electronics Engineering. "grades are confidential i)
 Multiple projects in low current systems
 Installing LED screens & BILLBOARDS including LED video screens for outdoor advertising
 Started RAWDA KSA as a JV with Nassir Al-Mulhim Group
 shifting focus to LED LIGHTING - supply & applications
 facade lighting (design & build), Khobar KSA
 Al-Qasr mall - Riyadh
 one of the very first in the Middle-East
 Multiple facade lighting / media facade projects (KSA)
 I was selected as one of the best 40 Lighting designers under 40 by The Lighting Magazine, London
 Moving to the UAE, joining 3S Lighting Solutions as a manager for applications & design-support
 2000 2003 2006 2010 2011 2016 2020 2021 2022 2024

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CREATIVE HUMAN

AMIR ELSOBKY
 ARTIST
 LIGHTING DESIGNER
 WORLD CITIZEN
 PASSIONISTA
 MUSICIAN



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My approach:
 "Our capacity grows & stretches to touch the idea that source is offering up. we accept this responsibility with gratitude, cherish it & protect it. Acknowledging with humility that it comes from beyond us. More important than us. And not just for us. We are in its service"
 [RICK RUBIN]
 My intention: "I want to create a piece of art, that would make someone, passing by, thinking about some issue, worrying thought, or a problem, stop, stare, get lost for a minute & when he/she walks away, they would be wondering, what was I thinking of before I saw this?"
 [BEAU McClellan]
 My strategy: "Making the simple complicated is commonplace, making the complicated simple, that's SCUBA DIVING"
 [CHARLES MINGUS]



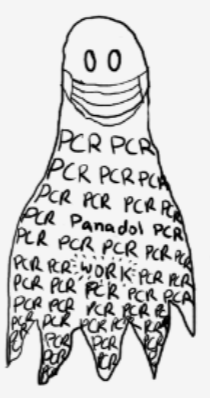
I like to dive deep into ideas when most people are busy looking at the surface
 I play an instrument called handpan
 This is my tool for bliss



"Pun intended"
 NOTE: NO AI WAS INVOLVED HERE ✓

from that point onwards nothing really lit my fire like Beeah did... I'm still searching....

Media facade & architectural lighting combined
 Multiple design & consultancy projects with Damac properties to uplift their night theme "currently gain' on"
 2022
 2024
 Professional



2020

2021

2022

2024

Professional

Dear Great Creator,
 I will take care of the quantity,
 YOU take care of the quality.
 "Julia Cameron"