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AND EXCELLENCE IN THE
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INDUSTRY

INTERNATIONAL WOMEN'S DAY



International Women's Day is a global celebration of women's achievements and a call for gender equality. In the overall construction industry, this day is particularly significant because the field has traditionally been dominated by men. However, over the past few years this is starting to change as

women have stated to provide significant contributions in the sector. Construction Business News ME spoke with several women who have worked in different fields of the construction sector to find out their views and how they have contributed successfully to their companies.



Haneen Abdel Khalek

Senior Interior Designer | **THE FITOUT**



Breaking the glass ceiling, women in the realm of interior designing has been driving growth and innovation within the industry, redefining and shaping a bright future for the sector through their captivating and impressive designs that transcend imaginations. An increasing number of brilliant female designers are stamping their mark in the interior designing industry, which is constantly flourishing with the countless accomplishments and contributions of several leading women players in the field.

Greater strides have been made by women in the history of interior designing since the mid-20th century, bringing innovative concepts and holistic designs in the field in order to produce remarkable living and working spaces. In pursuance of their goals, these female creatives have also extended their creativity to a variety of brands and businesses, opened their own design firms and transformed the industry with their ground-breaking ideas and designs. There are multiple reasons to why women thrive in the interior design which includes their innate creativity and capacity for multitasking. They are able to blend their innovation, creativity as well as detail-oriented mindset to transform areas into beautiful and functional spaces for living and working. Women can transform a space into the most wonderful ambiance by choosing the right fabrics and colours as well as appropriately placing furniture and décor.

Additionally, the ability of women to think outside the box is another factor contributing to their success in interior designing. Women undoubtedly offer a unique perspective to design ideas and execution. They frequently employ more fluid and organic shapes, textures, and colours in their designs, all of which contributes to creating an ambiance that is warm and welcoming through their imagination and vision. Furthermore, women are great at communicating and collaborating with people more effectively, which is a significant benefit in the design sector. In the field of interior designing, it is considered critical to possess the

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ability to effectively communicate concepts and solutions, collaborate well with the team, and pay close attention to the requirements of clients.

With influential and talented designers emerging from several corners of the world, there has been witnessed an increase in female-focused designs. For instance, there is a growing demand for a variety of designs that take into account sustainability, eco-friendliness, comfort, health, and wellbeing. This opens up new opportunities for inclusive design that satisfies everyone's needs regardless of gender, age, culture, or other distinctions, as well as for the interior design sector to diversify.

As a Senior Interior Designer at THE FITOUT, I have a major role in overseeing the entire design processes at the company, working closely and paying attention to our clients' demands and requirements to develop distinctive designs that turn their ideas into reality. Putting my talents and finesse to the best use, I focus on transforming the clients' concepts into an exceptionally designed space that meets their requirements as well as goes above and beyond their expectations. In my designs, we, at THE FITOUT highly prioritise the security and wellbeing of the people who use the space. Aspects like lighting, acoustics, and ergonomics are taken into account when designing for either a residential or business space, to make sure that the area is comfortable and safe along with being aesthetically pleasing.

Designs for working spaces are one of my areas of expertise. The layout of a workspace can have a substantial influence on employee happiness and productivity in the present, rapidly changing business world. Therefore, the workplace designs that we fabri-

cate not only represents the brand's image but also encourages employee creativity and collaboration by adding elements such as natural light, ergonomic furniture, and flexible spaces. In my opinion, the client, the design team, and the construction team must all work together during the planning process. With this strategy, everyone is guaranteed to be on the same page and working towards achieving the same objectives, and the outcome is a space that surpasses expectations. I firmly believe that the design process should be a seamless integration of creativity, functionality, and safety.

As a mom and an entrepreneur, I strive towards empowering the women entrepreneurial ecosystem. I am familiar with the difficulties to maintain a work-life balance. It is true that fulfilling family commitments all while efficiently satisfying work obligations and meeting deadlines can be challenging. However, doing so has also helped shape who I am, allowing me to embrace all facets of my wellbeing and progress both personally and professionally.

Being a working mother presents several difficulties, of which the most significant one is time management. Over the years, maintaining a perfect balance between work and personal life has empowered me to become more efficient and organised with my time. I have learned to establish priorities for both my work and family, enabling me to sustain a healthy work-life balance. I have also learned the value of setting goals, communicating clearly, organising my time, and assigning duties. All these abilities have translated into numerous benefits for the company, and I am pleased to be able to set a good example for all of my co-workers.