



Empowering Urban Appeal

## About Us

DUCO is a boutique agency, production house and future platform dedicated to urban art and outdoor luminous hand-painted wallsapes powered by a commercial approach while maintaining the mission of contributing towards an urban cosmetic development.

The word DUCO derives from one of the most durable paint materials generally used for cars and industrial applications, it also describes the technique and process of spray painting typically using a compressor and nowadays replaced by spray cans; our brand name and slogan together indicate our intentions towards painting anything that is commonly visible in the urban context whether static or in transit.

We operate at the intersection of lifestyle, construction and media industries by serving a clientele of sector specific stakeholders as well as a general public sharing the same values and culture.

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## Co-Founders



**Hassan Ismail**  
Creative & Managing Director

Hassan Ismail is the founder and managing partner at DUCO, LLC - a social enterprise dedicated to the empowerment and realization of urban art.

The idea has been developed since 2011 targeting urban and public surfaces with the potential of a visual transformation on decorative and commercial basis.



**Ehab Ghali**  
Design & Technical Advisor

Ehab Ghali is the CEO and founder of (COT) CrossOver Technologies, LLC - a design-to-manufacturing service bureau and which is a sister company to DUCO.

Ehab is a design and technical advisor for DUCO consulting and training in multidisciplinary design and fabrication aspects.



**Amin Khairy**  
Financial Advisor

Amin Khairy is the strategic and financial advisor for DUCO. He is involved in all aspects related to strategic and financial planning including market outlook, financial modeling, business plan execution and investor relations.

Amin has over 9 years of commercial banking experience in risk management, business analytics and digital finance.



**Ibrahim El Demirdash**  
Business Development

Ibrahim El Demirdash is the CEO and founder of LUX Finishing - a construction company specialized in high luxury surface finishing and which is also a sister company to DUCO.

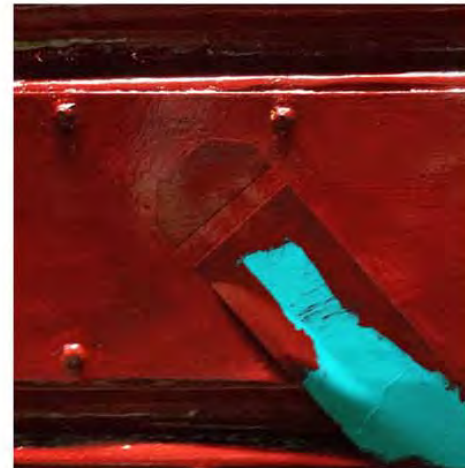
Ibrahim is a technical consultant and holds a Doctorate degree in Structural Engineering from the University of California Irvine (UCI).

## OUR WORK SO FAR



© DUCO 2015 Mohandessin Electrician

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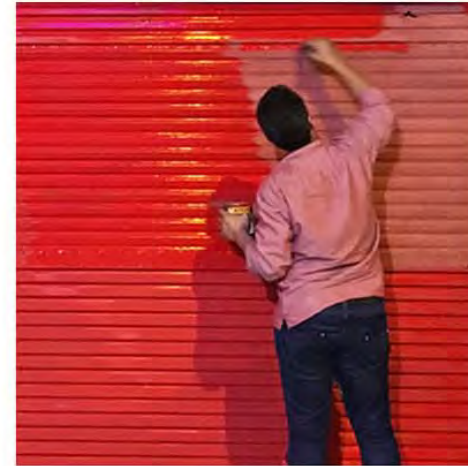


Production Team:  
Sameh Harfoush

**designed & produced by DUCO**



## OUR WORK SO FAR



Production Team:  
Sameh Harfoush



## OUR WORK SO FAR



© DUCO 2016 Mounir Store

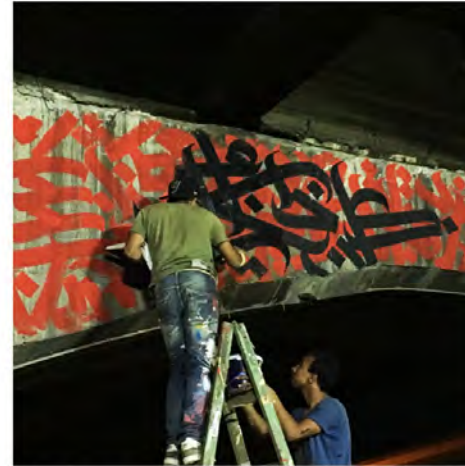


Production Team:  
Sameh Harfoush

**Artist: Ahmed Fathy (ElNa2ash)**



## OUR WORK SO FAR

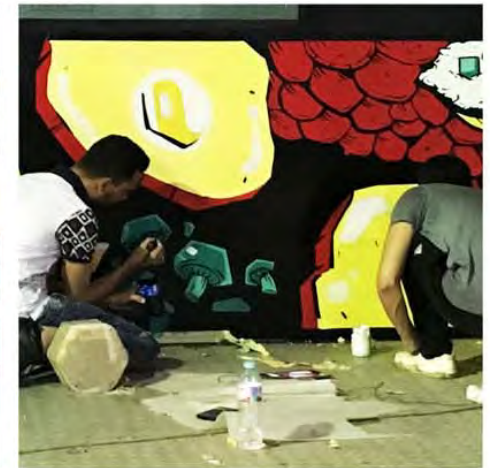
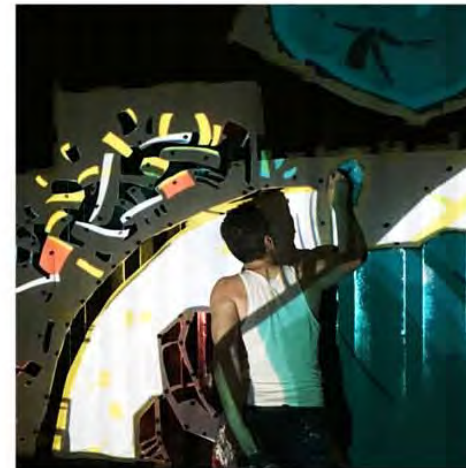
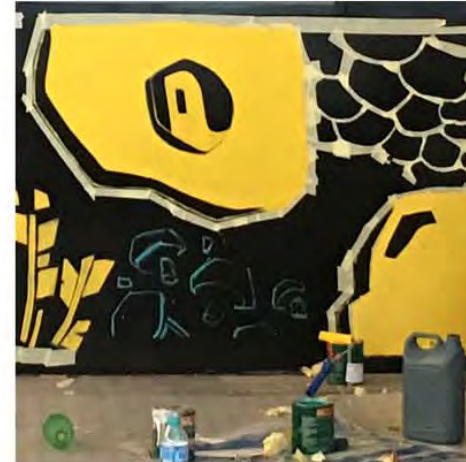


**Artists:**  
Ahmed Fathy (ElNa2ash)  
El-Hassan Hedayah





## OUR WORK SO FAR



Production Team:  
Sameh Harfoush, Eslam L Ruby, Mostafa Fouad



© DUCO 2017 The Lunch Box

designed by Matter & produced by DUCO



## OUR WORK SO FAR



Production Artists: Mohamed Khafagi & Ahmed Omar  
special thanks to Mostafa Fouad

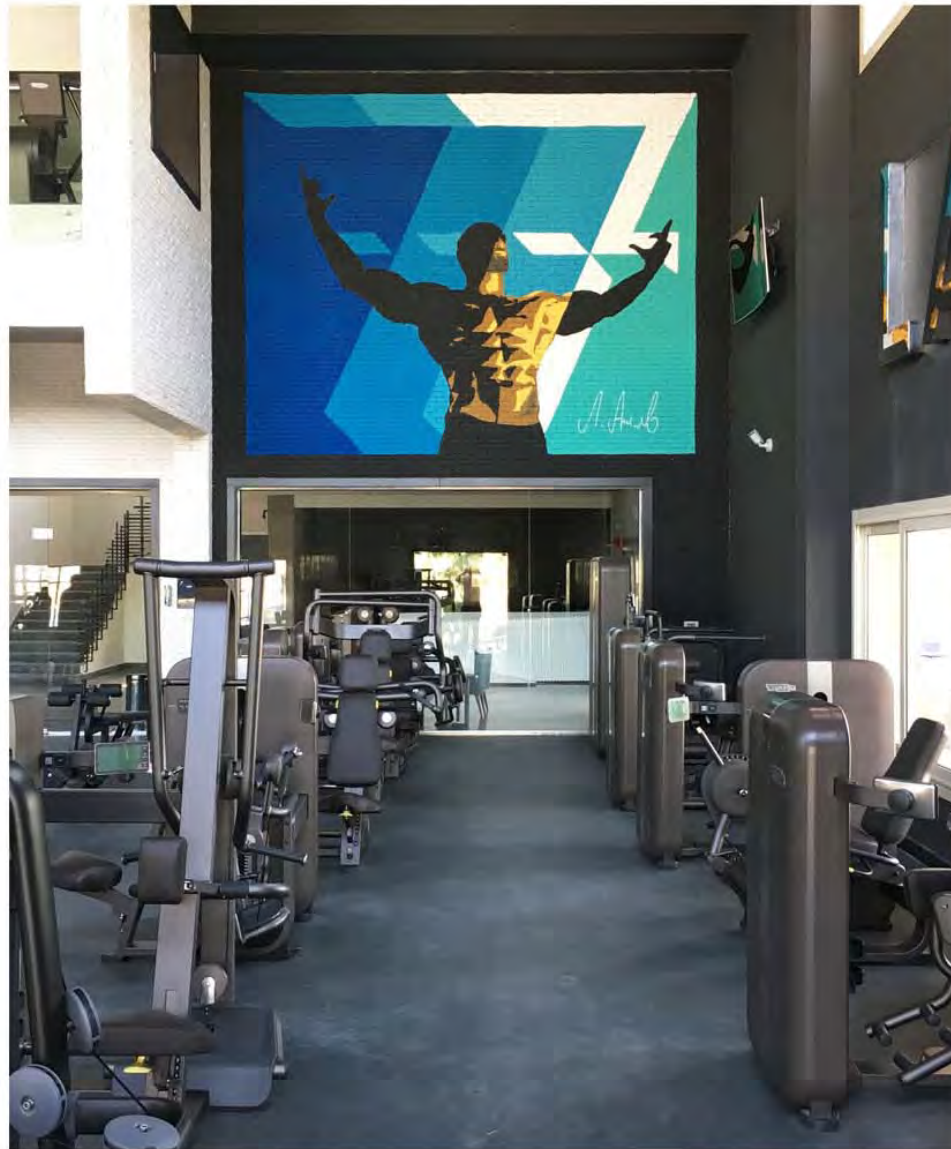
Production Team:

Eslam L Ruby, Sameh Harfoush, Abdo Ramadan

PALM  
HILLS  
CLUB

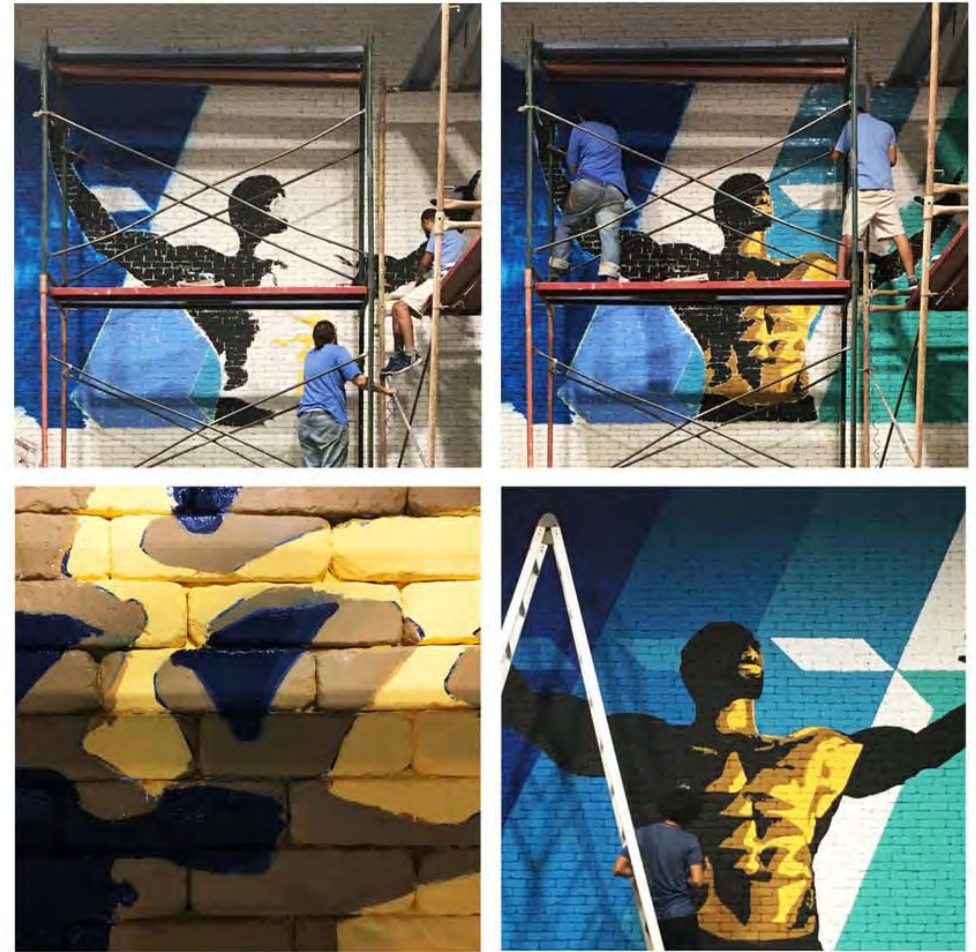


## OUR WORK SO FAR



© DUCO 2017 LA7 Gym

LA7



Production Artists: Mohamed Khafagi & Ahmed Omar

Production Team:

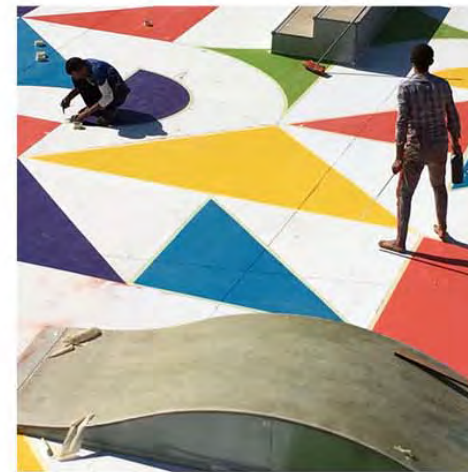
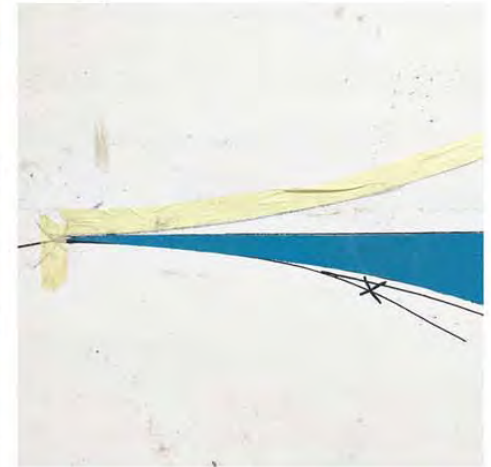
Magdy Shokry, Emad Shokry, Ashraf Fahmy

Retouch Artists: Ahmed Fathy (EINa2ash) & Hassan Ismail

**designed & produced by DUCO**



## OUR WORK SO FAR

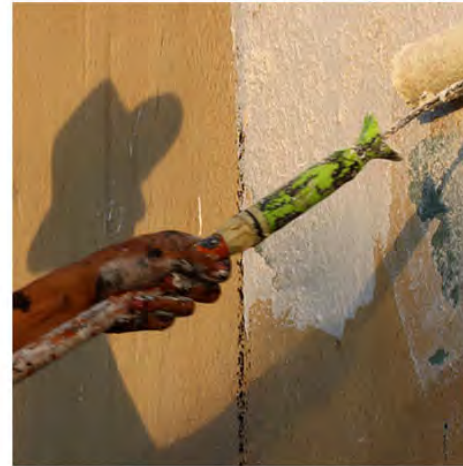


Production Team:  
Amr El Sayed, Ibrahim Mohamed, Ahmed Ahmed  
Salah Mohamed, Attia Mohamed





## OUR WORK SO FAR



**Artist:**  
**Nofal O-one Graff**





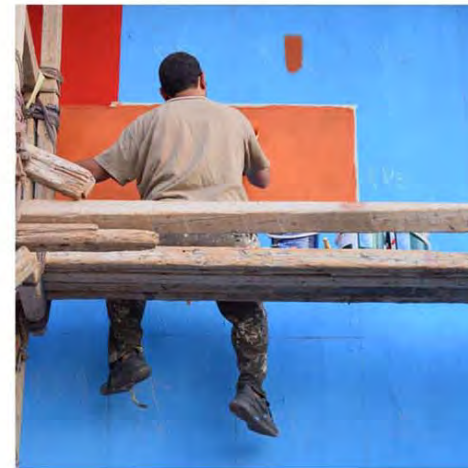
## OUR WORK SO FAR



**Artists:**  
Amaro Abreu, Alberto Pereira & El-Hassan Hedayah



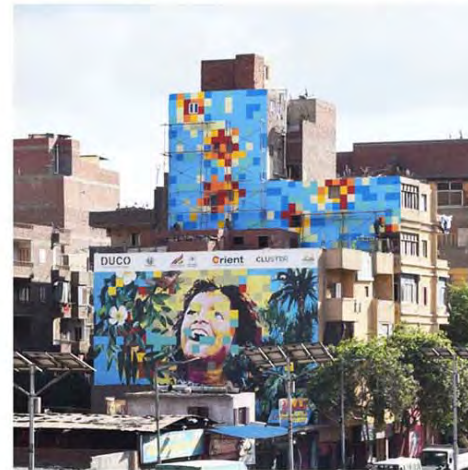
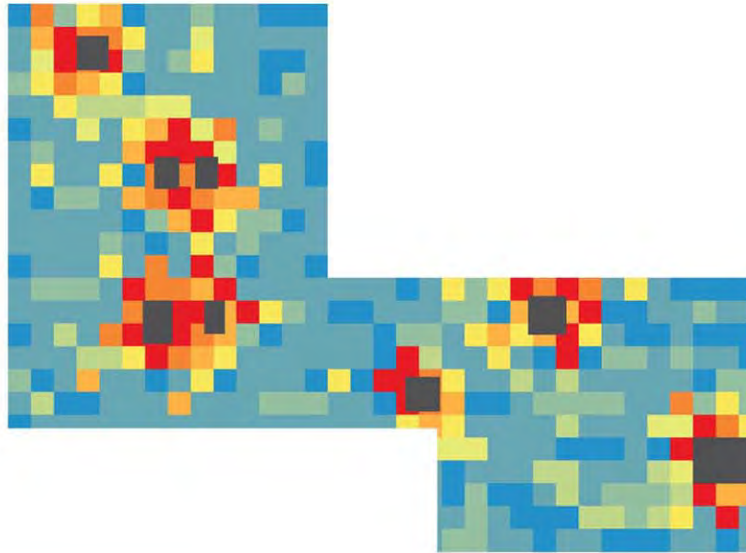
## OUR WORK SO FAR



Production Team:  
Ibrahim Mohamed, Magdy Shokry, Daniel William & others  
designed & led by **Engy Al Garf**  
with the support of **Faculty of Applied Arts, Helwan University**



## OUR WORK SO FAR



Production: Aly Abdel Sabour & Team



**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



© DUCO 2018 GIZ Mural Backdrop

**designed & produced by DUCO**



## OUR WORK SO FAR

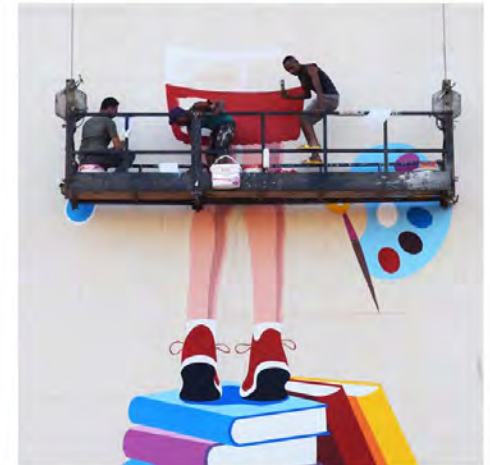
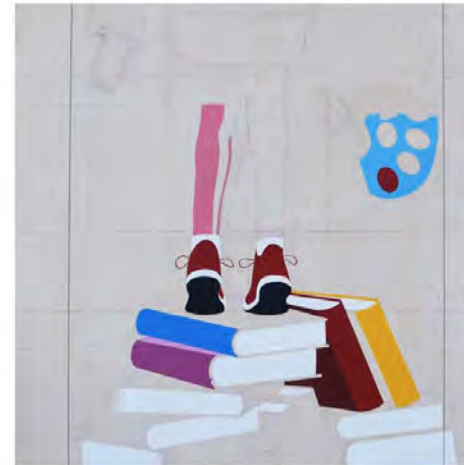


Production Artists: Mostafa Fouad & Mohamed Ahmed  
Production Team: Sameh Harfoush

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



## OUR WORK SO FAR



Lead Artist: Mostafa Fouad  
Production Team:  
Aly Abdel Sabour & Amr Atef





## OUR WORK SO FAR



Production Artist: Mostafa Fouad

Production Team:

Aly Abdel Sabour, Hussein Hassan & Ahmed Thabet





## OUR WORK SO FAR

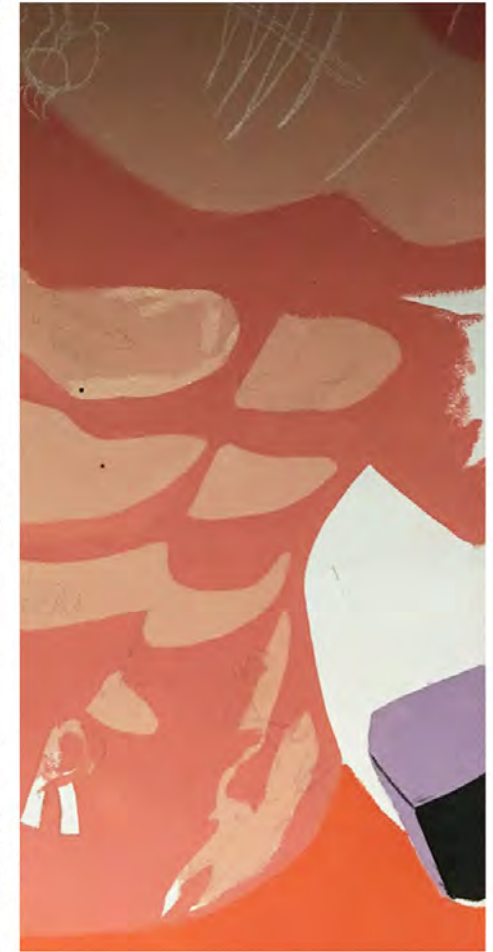


**Lead Artist: El-Hassan Hedayah**  
Production Artist: Mostafa Fouad





## OUR WORK SO FAR



Production Artists:  
Mostafa Fouad & Mohamed Ahmed  
Production Team: Sameh Harfoush

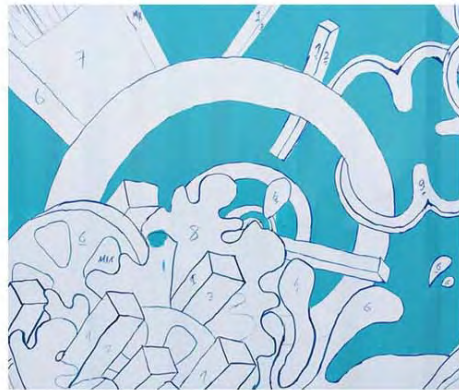




## OUR WORK SO FAR



SOMABAY





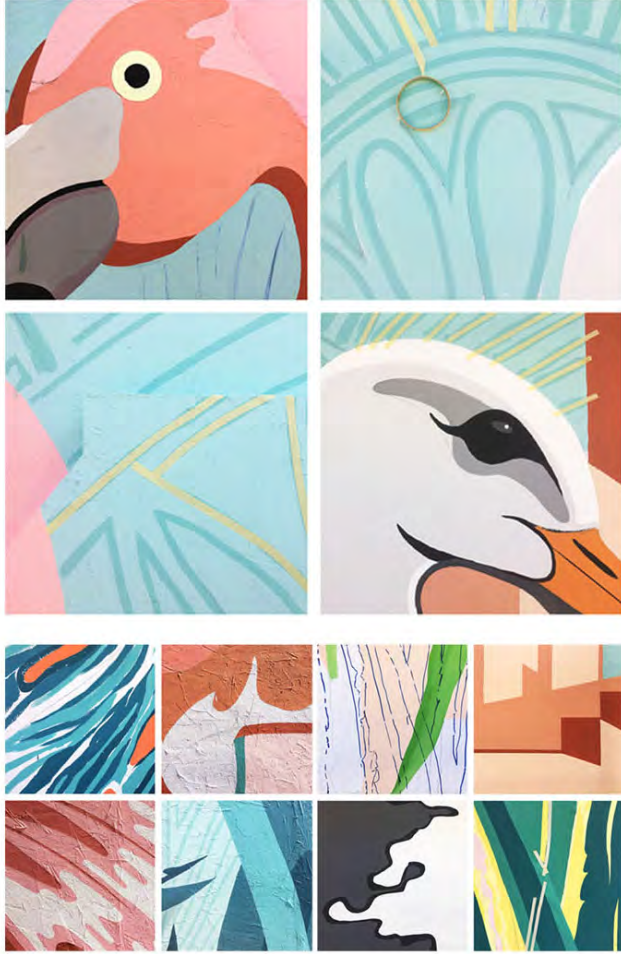
## OUR WORK SO FAR



Production Artists: Ahmed Omar & Mostafa Fouad  
Production Team: Aly Abdel Sabour, Hussein & Ahmed



## OUR WORK SO FAR



SOMABAY

© DUCO 2020 Somabay Marina



Production Artists: Mohamed Khafagi & Ahmed Omar  
Production Team: Aly Abdel Sabour, Amr, Hussein & Ahmed



designed by SOUP x Kingfisher Studio & produced by DUCO





## Partners include:

**KINGFISHER**  
STUDIO

**Orient**  
SINCE 1946

**CLUSTER**

**ICON**  
CONSTRUCTION AND DEVELOPMENT  
SINCE 1977



NAHDET EL MAHROUSA

Incubation Cycle 2017  
Social Enterprise Track



2018 Finalist  
Startups Track



2019 Finalist  
Social Ventures

## Clients include:



**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



**NEWGIZA**



**SOMABAY**

**SODIC**

**Google**

Embassy of the Kingdom of the Netherlands



## GLOBAL PARTNERS

As part of our networking and strategic partnership objectives DUCO curates, hosts and participates among international urban art projects towards a better exchange and exposure for local scenes.



INTRODUCTION  
SUPPORTED BY



EUROPEAN  
CULTURAL  
FOUNDATION



HOME ABOUT ART VIDEOS SUPPORTERS CONTACT BLOG



Hakfort welcomes Ammar Abo Bakr in Bijlmer

## SISTER NETWORK - AMSTERDAM



HOME SHOP ▾ ABOUT INTERVIEWS FEATURED NEWS ▾ VIDEO GALLERY SUBMISSIONS CONTACT OFFTHEBEATENPATH

BLOG: JORGE RODRÍGUEZ-GERADA AT  
THE NATIONAL MALL IN DC

SAMI WAKIM OCTOBER 2, 2014



INO IN FORTALEZA, BRAZIL

SAMI WAKIM DECEMBER 16, 2017



TELMOMIEL IN GOL, NORWAY

BARBARA PICCI JUNE 7, 2017



AXEL VOID "LEVEN" IN OSTEND,  
BELGIUM

FRAN CACIRAND APRIL 22, 2017



STREET ART  
UNITED STATES

## MEDIA PARTNER - BOSTON





## WHAT WE OFFER

**DUCO** is a boutique agency, production house and platform dedicated to the promotion and facilitation of urban and commercial art besides being an industry stakeholder by contributing to the ecosystem among advertising, trading and contracting contexts offering the following scope of services:

- Surveying and Site Measurements
- Project Brief Interpretation and Theme Development
- Artist Selection, Solicitation and Recommendation
- Concept Development
- Design Coordination
- Time and Budget Management
- Project Administration
- Procurement
- Site and Surface Preparation
- Operations and Logistics
- Art Production and Implementation
- Maintenance

## MEMBERSHIPS & AFFILIATIONS



**Egyptian Federation for  
Construction and Building Contractors**

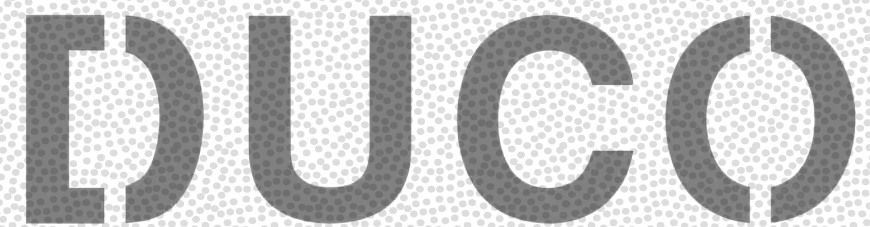


**Egyptian Advertising Association**

### Additional Affiliating Services

- Public Art Events
- Trainings and Workshops
- Community Engagement Programs





Empowering Urban Appeal

**[www.duco-eg.com](http://www.duco-eg.com)**