



مهندسون استشاريون

MEDAD

Architects & Consultant Engineers

SUMMER EDITION

#38 معداد

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ABOUT MEDAD:

Medad is a creative design office providing architectural, urban and interior design along with project management and furniture procurement services for clients across the globe.

We design innovative retail, residential, hospitality, office and integrated mixed-use developments, with a focus on the people who use them. Our office is committed to creating unique and memorable destinations – projects and places that enhance their surroundings and improve the lives of those who populate and move through them daily.

Medad thinks globally but acts locally. We believe design should be timeless and inspiring yet practical for both their owners and occupants. We imagine things from both the outside to the inside and the inside to the outside. Our special expertise is the interlocking of the architecture to the interior design. With creativity and modern thinking we realize projects which stand out and the result is perfectly tailored to the user.

Medad has been part os the arcitecture community and engineering consulting for 34 years with a rich history of collaborations and ever enriched artistical, technical, and professional capabilities.

Medad also established several entities and sister companies (Egyptian Company for Building Industry "Madina", Arabian Wood industries Co. "Araek", "Madar" Project Management, United Group of Wood Industry "khashab Khan", TORATH for construction and urban development, fNON for the wood industry and finally AlMayan for handmade products). with a continued creative activities and products with a high degree of excellence.

Medad's brances extend to several countries including Saudi Arabia (Riyadh, Jeddah), Qatar (Doha), UAE (Ras Al Khaimah), Libya (Tripoli), and finally Kenya (Nairobi).

Medad senior staff's accumulated experinces are being passed on through an educational process, whether lecturing or arbitration projectsin various Egyptian universities such as Cairo University, American University in Cairo, Arab Academy for Science, Technology & Maritime Transport, and Modern Sciences and Art University (MSA).



Al-Wakrah Medical Center
Al-Wakrah, Qatar
مركز الوكرة الطبي
الوكرة، قطر

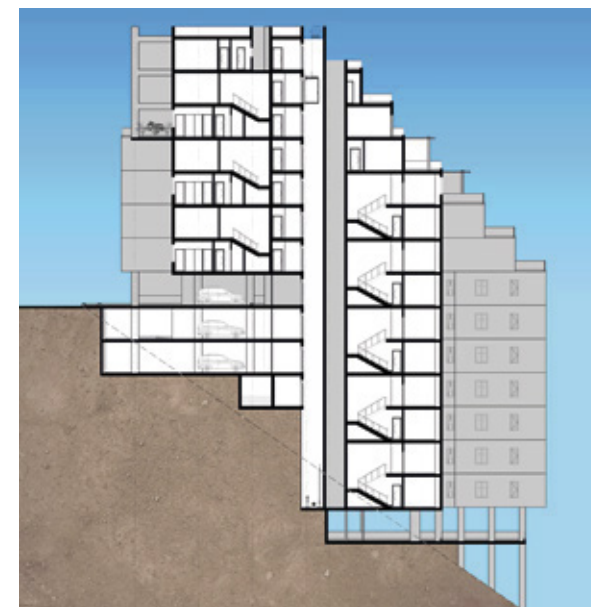
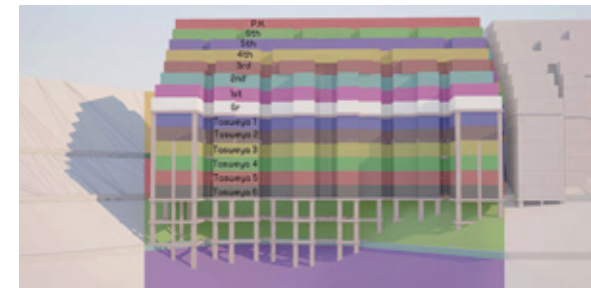
MEDAD'S COMMUNITY:

The directors and senior staff of Medad bring many years of collective experience to every project – we know what works. At the same time, we capture emerging trends worldwide and incorporate the best new ideas into our designs on a continual basis. Working with many of the world's strongest developers, designers, and retailers, we treat each new opportunity as a collaborative exploration, with the goal of meeting the expectations of our clients with added-value of our clients and our projects' end users.

We believe in investing in a team of strong collaborators and supporters of one another. Our process is an open studio where input and comment is sought and considered from all of members of our team guided by a strong design lead. Nurturing a creative atmosphere and drawing on a diverse and experienced team ensures for effective and timely results.

RABWAT AL MATALAT Mecca, KSA ربوة المطلات مكة، السعودية

This project is located in Mecca, within the larger Rabwat AlMatalat compound. The compound takes advantage of its unique location of being the closest residential complex to the Great Mosque of Mecca to date at 5,5 km distance. Not only that, but the compound is located along two major roads that lead directly to the Mosque and the downtown area of the holy city. The compound also has the advantage of being closeby to many public services. The scope of work was to come up with the preliminary design for one of the compound lots. The total site area is approx. 22,000 m², while the proposed built-up area is 88,000 m² (Ground + 4 Stories) with a coverage rate around 65 percent of the site area. Medad faced a significant challenge, given the topography of its location. The lot is set to be built along the side of a mountainous landmass, so the project had to undergo many iterations before a viable solution was conceived.



Medad's Scope of work: Preliminary designs for the assigned land lots.

- Site area is approx. 22,000 m²
- Proposed built-up area is 88,000 m²
- Ground + 4 Stories
- Strategic location within Mecca
- Coverage rate: 65 percent of site area.

يقع هذا المشروع في مكة المكرمة ضمن مجمع ربوة المطلات. ويتميز المجمع بموقعه الفريد لكونه أقرب مجمع سكني للحرم المكي على مسافة 5,5 كم و يقع على طول طريقين رئيسيين يؤديان مباشرة إلى الحرم و وسط مكة المكرمة. كما يتميز بقربه من العديد من الخدمات العامة. وكان نطاق العمل عبارة عن التصميم الأولي لإحدى القطع.

يبلغ إجمالي مساحة الموقع 22000 م² و إجمالي مساحة البناء 88000 م² (أرضي + 4 طوابق) لتغطية حوالي 65% من مساحة الموقع. وقد واجهت شركة مداد تحديًا كبيرًا ، نظرًا لتضاريس الموقع شديدة الانحدار ، لذلك خضع المشروع للعديد من الدراسات قبل أن يتم الوصول لأفضل حل .

02

WAHA OIL CO. HOSPITAL Tripoli, Libya مستشفى شركة الواحة للنفط طرابلس، ليبيا



This project is located in Tripoli as part of the Waha Oil Company. The site area is 1,500 m², while the total built up area is 11,950 m² with 4 stories and a basement.

The project was fully designed and supervised by Medad Consultant Engineers. It is a medical hospital that specializes in treating children and pregnant women that are related to the company's workers.

يقع هذا المشروع في طرابلس، كجزء من شركة الواحة للنفط. تبلغ مساحة الموقع 1500 م²، بينما تبلغ مساحة البناء الإجمالية 11,950 م² متمثلة في 4 طوابق و بدروم.

تم تصميم المشروع بالكامل والإشراف عليه من قبل مهندسي شركة مداد. وصمم المستشفى ليكون متخصصا في علاج أطفال العاملين بشركة الواحة للنفط وزوجاتهم.

03

MIDDLE EAST CO. OFFICE BUILDING New Cairo, Egypt مبنى إداري لشركة الشرق الأوسط القاهرة الجديدة، مصر



The project is a development of a pre-existing office building in New Cairo, wherein Medad was contracted to renovate the building's elevations, as well as propose revisions of the interior spaces.

The office building, belonging to Middle East Co., is to be used as a leasable office space for Banks or Companies. The site Area is 1500 m² and contains a basement, ground floor, and 3 Stories.

المشروع عبارة عن تطوير مبنى إداري قائم في القاهرة الجديدة، حيث تم التعاقد مع شركة مداد لإعادة تصميم واجهات المبنى، بالإضافة إلى مقترح إعادة تقسيم الفراغات الداخلية بالمبنى. ليكون مناسباً للاستخدام بالإضافة إلى مرونته في التكيف مع الجهات المستأجرة المختلفة كالبنوك والشركات. مساحة الموقع 1500 م² ويحتوي على بدروم و دور أرضي و 3 طوابق.



Al-Kakya Hotel Contest
Mecca, KSA
مسابقة فندق الكعكية
مكة المكرمة، السعودية

OUR VALUES:

Collaboration is central to our creative process.

We believe in the power of people working together creatively. We actively engage with clients, consultants and our staff, encouraging open discussion throughout all phases of a project.

We build relationships – care about our clients.

"Our word is our bond" and it is the guiding principle in all of our client relationships. This enables us to add value significantly and to build trust with our clients and partners.

Our designs are based on simple and elegant solutions, with the client in mind.

Our design approach is sensitive to location and culture, often combining the latest thinking with the local Islamic requirements to create truly inspirational spaces.

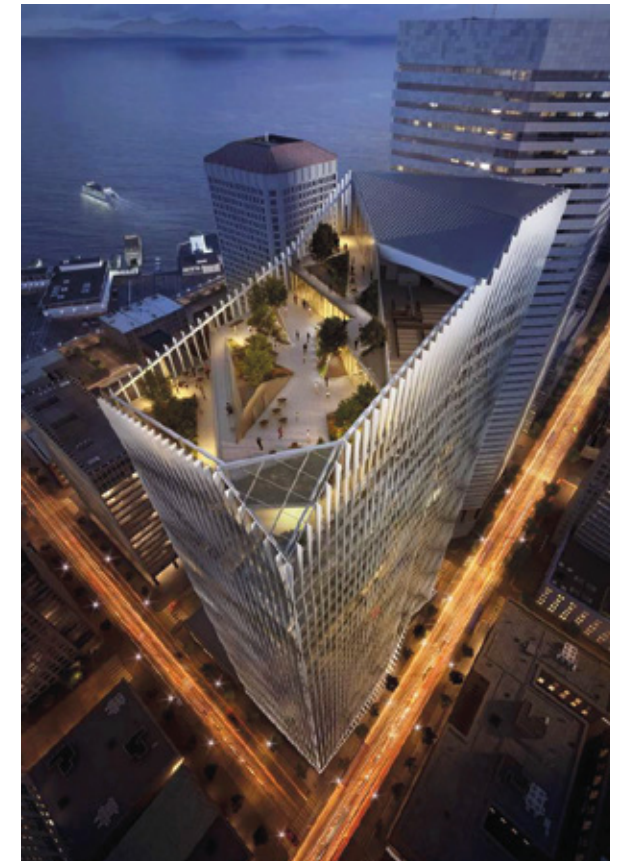
The Net: The first "Anti High Rise" Office Building - Seattle

Architecture firm NBBJ have revealed the design of The Net, a next generation office tower in Seattle that fosters wellness and community. The firm's proposal is a response to the problems that high-rise buildings impose on individuals and urban spaces, such as lack of communal integration and the difficulties of accessing fresh air from the outdoors due to mechanical ventilation systems imposed on the facades. Although buildings with such typologies help reduce physical and environmental footprints, as well as provide critical space for housing, work, and recreation, the architecture firm saw that tall towers "hinder physical and social health", as their vertical floors tend to isolate inhabitants and reduce connectivity amongst them.



The Net revisits the dynamics of office buildings and could well serve as a model for a new generation of commercial architecture. By prioritising two ideas that improve both human and professional performance: Well-being at work and the connected tower. Furthermore, the tower encourages physical activity and interaction with nature. Sky Park, a three-tier rooftop, will provide outdoor access and a panoramic view of the town. If they so choose, visitors will be able to gain access to the roof using stair spanning 33 floors, which will obviously provide an opportunity for physical activity.

In terms of technological innovations, the building will also use 'contactless access from the street to the office'. This design strategy will enable occupants and visitors to enter the building and reach their destination without touching a single surface. Finally, the building will take in 2700 of its air and water from outdoors and will also have a bicycle room and even a repair workshop. Interpersonal communication is at the heart of the project, particularly by improving flow of movement and making it easier to see and communicate with both colleagues and visitors.



ABBA Voyage Arena - London



STUFISH Entertainment Architects have designed the ABBA Arena— a brand new performance space in East London. The ~3000 capacity arena will serve as the home for ABBA's virtual concert 'ABBA VOYAGE', which opened 26 May 2022. The building is set to become a new cultural destination to the city, situated close to Pudding Mill Lane DLR station.

The steel and timber building has been conceived as a mysterious, intriguing object that demands attention, whilst creating a welcoming atmosphere for visitors to enjoy their experience. Designed from the inside out, the 25.5m high hexagonal form of the arena is in



response to the requirements of the show, the staging and the desired seating geometry. The largest of its kind, the structure has been designed as a demountable temporary venue, which is able to be relocated to another site at the end of its five-year tenure in East London.

After undergoing rapid change under the LLDC Legacy Communities Scheme, Pudding Mill Lane was identified as the suitable location for the revolutionary new venue, due to its closeness to nearby cultural hubs, Olympic Park and neighbouring Hackney and Stratford. Prior to construction the site was vacant and occasionally used for temporary event parking. As part of its sustainable environmental agenda,

its proximity to public transport links made Pudding Mill a desirable choice and once opened, Crossrail will allow even more options for visitors to reach the venue by public transport. The transport assessment indicates that 83 % of visitors will travel to the arena using public transport.



Outside the auditorium an extended concourse area is used to serve visitors as they arrive, sheltered from the elements by a large timber canopy built by Stage One. Like the superstructure itself, the canopy is a modular system that can be removed in sections and can be reconfigured to meet the needs of a new site once it has relocated. Timber modules follow the hexagonal shape of the venue to accommodate food and beverage options, retail, toilets, and a guest lounge.



Waqf Al-Suwailem Hotel
Mecca, KSA
فندق وقف السويلم
مكة المكرمة، المملكة السعودية

DESIGN PHASES:

We aim to make the design process enjoyable for our clients, interpreting their ideas and developing a finished product meets their expectations with added-value.

Pre-contract design stages:

- Briefing
- Concept Design
- Schematic Design
- Detailed Design

Post-contract construction stages:

- Tender
- FF&E Procurement
- Project Supervision



Surrealism, Automatism, And Exploring The Unconscious

The Persistence Of Memory
Salvador Dalí - 1931

When you hear the word "Surrealism", you probably think of fantastical art like the works of Salvador Dalí and Pablo Picasso, but did you know that Surrealism actually started as a literature movement? Although it was officially popularized in 1924 when writer André Breton published the "Surrealist Manifesto", the movement actually started in 1917 as a new mode of expression called "Automatic Writing", or "Automatism". The movement sought to release the unbridled imagination of the subconscious. Throughout the following decades the artform expanded to exist in not just literature, but also art, film, theatre, photography and even music.



Wood - Vladimir Kush



The Song Of Love
Giorgio de Chirico
1914



Untitled
Ahmed Elgharabawy
2021



Self Portrait
Zdzislaw Beksinski
1956

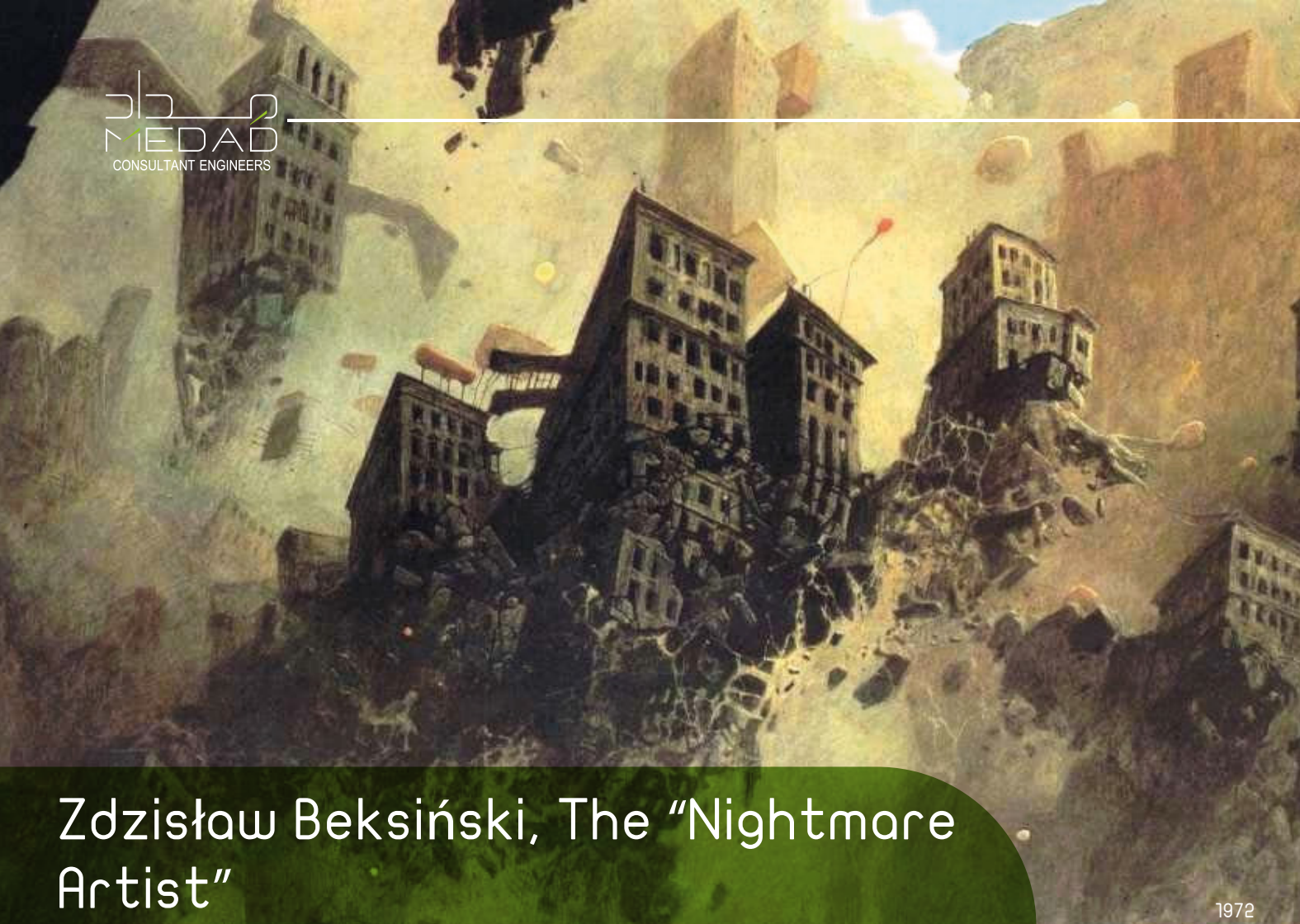
The most fascinating aspect of surrealism is the sheer variety in its interpretations. From abstract depictions of the human condition, to philosophical and political statements with a clearer vision. One thing is for certain, however, and that is how surrealism is considered a window into the artist's psyche. Following Sigmund Freud's theory of the unconscious, the end product can say a lot about who the artist is, even things they don't know about themselves. That is why it's an important element in modern psychology. Some even argue that surrealism is the penultimate embodiment of art and self expression.



Rayograph - 1923



Bathyscaphe
Jacek Yerka



Zdzisław Beksiński, The "Nightmare Artist"

1972

Born in 1929, Zdzisław Beksiński was a renowned Polish painter, photographer, and sculptor. Although he was most famous for his paintings, Beksiński actually started as an experimental photographer, before moving on to painting in the early 60's. Between the 1960s to the mid 1980s, Beksiński would create his renowned "fantastic" series. In it, he combined architecture, spiritualism, war, and dream logic into a series of hellscape paintings.

Although Beksiński's art was often grim, he himself was known to be a pleasant person who took enjoyment from conversation and had a keen sense of humour.

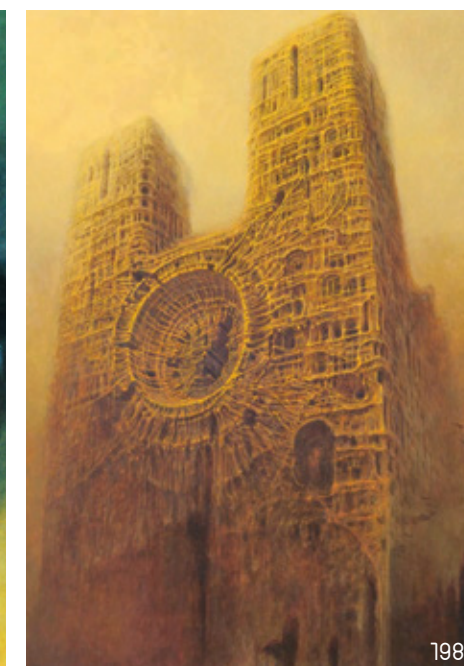
He was modest and somewhat shy, avoiding public events such as the openings of his own exhibitions. He credited music as his main source of inspiration, rather than literature,



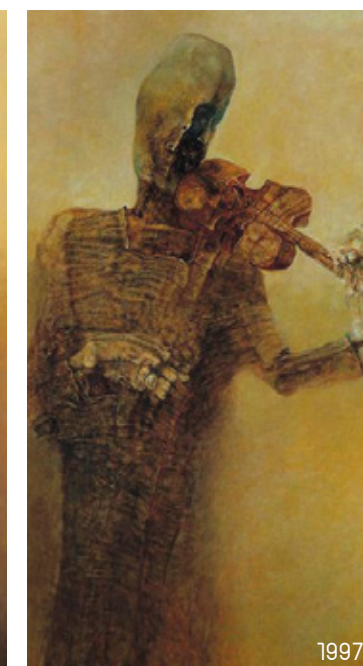
1985



1980



1983

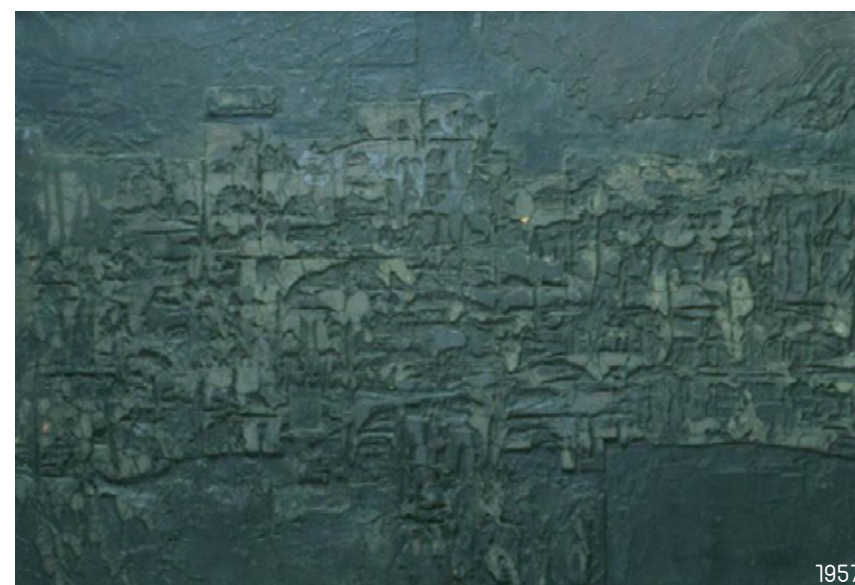


1997

Beksiński avoided concrete analyses of the content of his work. For the most part, Beksiński was adamant that even he did not know the meaning of his artworks and was uninterested in possible interpretations. In keeping with this, he refused to provide titles for any of his drawings or paintings.

"I wish to paint in such a manner as if I were photographing dreams"

Despite all that, it's very difficult not to see the war motifs in his work, especially those pertaining to World War 2. Perhaps that dark period has ingrained itself into his mind so deeply, that his subconscious could all but explode with a visceral and genuine reaction through his surreal work.



1957



1986

Sawary
Alexandria, Egypt
مجمع صواري
الإسكندرية، مصر

MEDAD'S VISION:

It's all about the people..

People are at the heart of what we do. Our culture is open and collaborative, and working in dynamic teams we inspire and challenge each other to achieve pioneering outcomes and service excellence for our clients. Our designers are committed to perform effectively in order to provide our clients with the ultimate in well-conceived, innovative design solutions.

We foster a highly creative, collaborative work environment at our office and constantly infuse our various teams with developing young design talent. Our creative staff is comprised of exceptionally talented design professionals who have embraced Medad's philosophy of design.



Virtual Reality As A Creative Design Solution

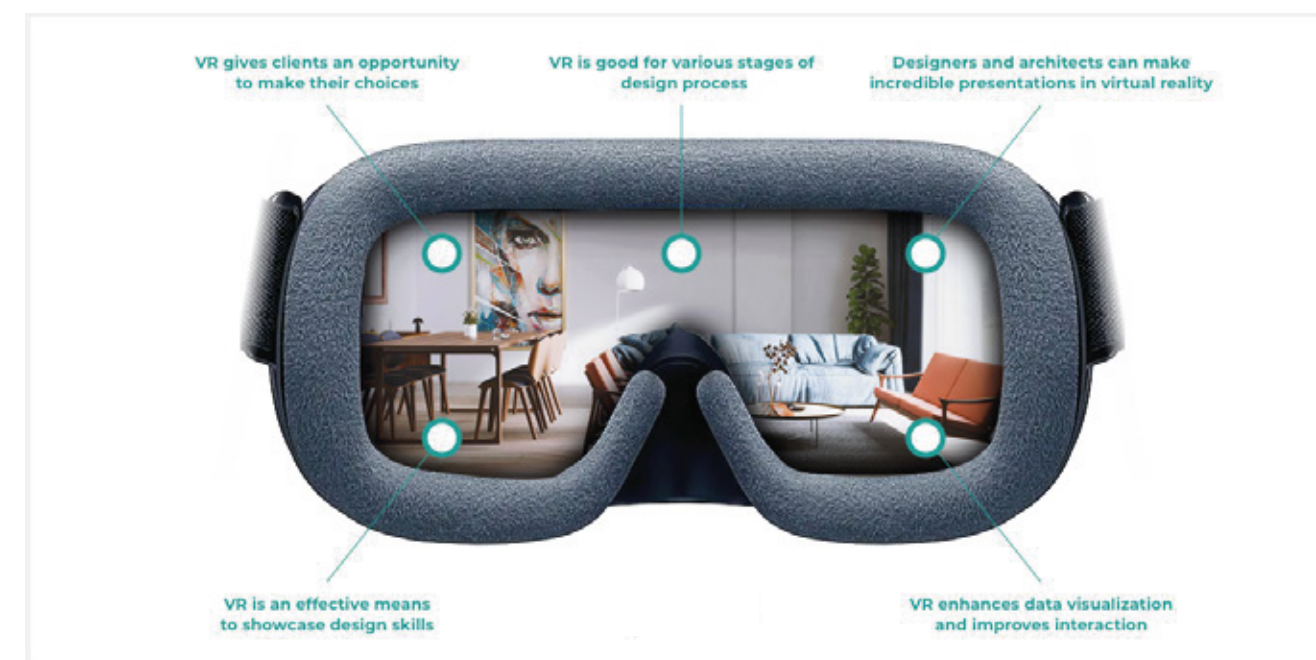
No matter how beautiful a rendered image may be, it will never be able to fully convey the scope and feel of a project. With technology moving along leaps and bounds, and with the availability and affordability of virtual reality growing every day, it is now very much a possibility for architects of all backgrounds.

VR Headsets have the power to change how architects and designers create and communicate their ideas long before the structures are actually built. The client can easily be transported into a 3D representation of the working design. The immersive environment gives a much more accurate and representative feel, providing them with a real sense of scale, depth and spatial awareness



that cannot be matched by traditional renders, scaled models or animations.

Having the ability to experience the actual scale of the space makes it easier to discuss details, exchange feedback, and make better design decisions faster. A better understanding will also enable you to manage expectations to avoid unwanted surprises during



construction. This can prevent expensive re-work and delays from happening. Not only that, but they are also incredibly easy to operate. You don't have to be a VR expert to use it with real-time visualization software. Just a couple of clicks and your VR headset will start displaying your model, allowing you to experience your building before it's built.

It's projected that VR will be an essential part of Architecture within the following decade, and any architect who chooses not to adopt the use of virtual reality technologies into their design process will find themselves falling behind very soon.



Ritaj
New Capital, Egypt
مجمع ريتاج
العاصمة الجديدة، مصر

OUR SERVICES:

Medad is a full-service interior design firm known for its luxury, sophistication, and comfort in the world of architecture and interior design. Our skilled design team specializes in creating unique spaces. We do not have a predetermined style. Our goal is to create beautiful custom design that fulfills our client's needs and reflect their unique personality.

Services:

- Architecture
- Interior Design
- ff&E Procurement
- Urban Design
- Project Supervision

Sustainable Materials In Construction

Green, eco-friendly buildings are not only a hype. Modern architecture requires a house to be designed not only aesthetically pleasing but environmentally friendly too. Indeed, sustainability is among the top features that put a premium on real estate.

Recycling is no doubt the number one option when it comes to eco-friendly construction. Not only it helps you keep your footprint to the minimum, but it's also only much cheaper too. So there's all the more reason to choose this type of building. The following is a list of creative sustainable building materials that can be used in construction to cut costs and reduce energy demands.



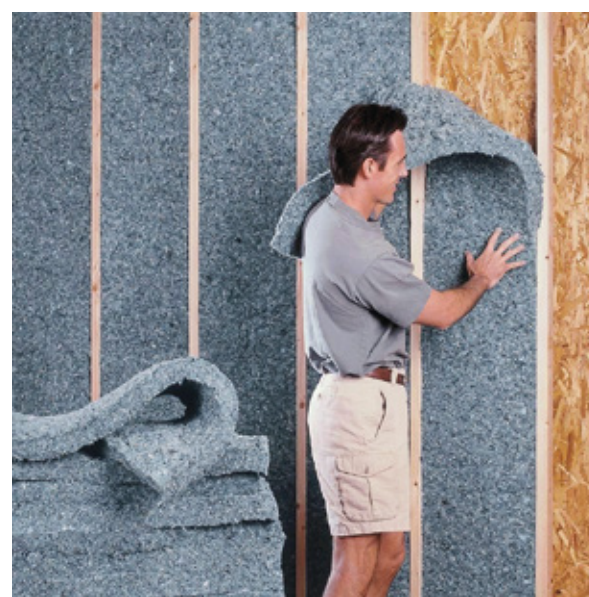
Rammed Earth

A material that has been used for thousands of years. Technology allows pressing the sand mixture into stone-like building blocks which are ideal for construction.



Bamboo

Bamboo is one of the fastest growing plants on the planet so it's far from endangerment and it's easy to produce. Thus it has been widely popular in construction and it still is.



Denim

Old denim is used for the insulation of walls, attics, and floors. It makes a great eco friendly insulation material and it's surprisingly efficient too.



Recycled Plastic

The problem with waste plastic in the environment is huge. There are enormous landfills of it, and oceans being polluted. So compressing this waste into "eco bricks" can be a big factor in saving the planet.



Recycled Glass

Glass is one of the most prevalent waste resources so it can be recycled. From straight-up bottles, to accent walls, to producing glass blocks and making mosaics.



Newspaperwood

This is wood made by recycling and repurposing paper waste. Since there is an overabundance of paper waste that makes it a very sustainable material.



Plasphalt

Using grains of plastic instead of sand and gravel to produce asphalt, you get plasphalt. It's a great alternative to the conventional thing and it's more durable too.

In conclusion, we can see how there are so many possibilities in the realm of recycled construction materials. With advancements in technology, many of these alternatives are becoming more viable and affordable.

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