

Architecture - Urban Design - Landscape - Housing - Interior Design - Product Design

# MEDAD

C o m m u n i t y



#18  
July 2017

# MEDAD

Consultant Engineers

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- ISSUE WORD BY Zeiad Khaliel



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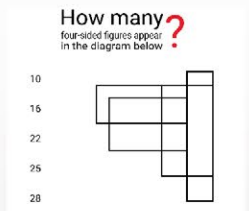
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## Light VS. energy

It is so clear that electrical lighting has completely changed our lives since Thomas Edison invented the incandescent lamp in 1879. Nightlife, once celebrated in art as source of danger, romance, confusion and supernatural phenomena, has become an indispensable way to extend daytime economic activities and intensify evening recreational pursuits- to the point that many people fail to get enough sleep. as a proof of lighting's importance in our daily life is the volume of energy devoted to it ,we will find that lighting constitutes approximately 17.6 percent of total building energy consumption or some 30.3 percent of total building electricity use. Here comes the notable role of the professional interior designers with help from lighting designers to come up with great artistic and economical solutions to improve life of humans and to enable us to accomplish whatever activities we have by night with the minimum usage of energy .



**ZEIAD KHALIEL**  
Interior Design Dept.  
Director

### الاضاءة و الطاقة

من الواضح جدا أن الإضاءة الكهربائية قد غيرت حياتنا تمامًا منذ أن اخترع توماس إديسون المصباح الكهربائي في عام 1879. اختلف شكل الحياة الليلية، التي كانت تظهر في الفن كمصدر للخطر والرومانسية والحيرة والتوتر والظواهر الخارقة للطبيعة، فأصبحت وسيلة لا غنى عنها لتهديد الأنشطة الاقتصادية النهارية و الترفيهية المسائية - لدرجة أن أصبح هناك الكثير من الناس لا يحصلون على قسط كافٍ من النوم. و دليلًا على أهمية الإضاءة في حياتنا اليومية هو حجم الطاقة المخصصة لها، حيث نجد أن الإضاءة تشكل ما يقرب من 17.6 في المائة من إجمالي طاقة البناء أو نحو 30.3 في المائة من إجمالي استخدام الكهرباء في المباني. و هنا يأتي الدور الملحوظ للمهندسين المعماريين الداخليين المحترفين بمساعدة مصممي الإضاءة من أجل التوصل إلى حلول فنية واقتصادية إبداعية لتحسين حياة البشر وتمكيننا من إنجاز أنشطتنا الليلية بأقل استهلاك للطاقة.

ARTICLE



## اتفاقية تحالف استراتيجي في مجال الاستشارات الهندسية

بحمد الله وتوفيقه تم توقيع اتفاقية تحالف استراتيجي في مجال الاستشارات الهندسية (معماري - إنشائي - كهروميكانيكا) بين الشركات الثلاثة كل في مجال تخصصه على النحو التالي:

■ شركة مداد مهندسون استشاريون ش.م.م (أعمال معماري) MEDAD

■ مكتب الرائد للإستشارات الهندسية ( أعمال إنشائي ) EI-RAEID

■ مكتب EMDEG ( أعمال كهروميكانيكا MEP ) EMDEG

The signing of a strategic alliance agreement in the field of engineering consultancy (architectural - construction - electromechanica) among the three companies each in the field of specialization as follows:

- Madad Consulting Engineers SAE (Architectural Works)
- Al Raed Engineering Consulting Office (Structural Works)
- EMDEG Office (Electromechanical Works MEP)





ElRaeid is an engineering consultancy firm operating from its regional headquarters in Cairo, Egypt.

With over 160 engineers, ElRaeid Engineering Consultants prides itself in specializing in the following disciplines:

Roads, bridges, tunnels, dams, water structures, buildings, repair and structure strengthening, structural health monitoring systems, electro-mechanical landscape and safety against storm water flooding.



Talatiny Tunnel - Ismailia 2013



Road el-Farag Project



International Coastal Road Section



Damanhour International Coastal Road Intersection



Port-said Tunnels Under Suze Canal



International Coastal Road Section 7a & 7b





# ELECTROMECHANICAL DESIGN ENGINEERING GROUP

## MAGDY KAMEL & PARTNERS

ELECTROMECHANICAL DESIGN ENGINEERING GROUP "EMDEG" was established in 1980 by Eng. Magdy Kamel as an electromechanical design office on part time basis.

EMDEG's mission is to provide high quality professional services to its clients in an efficient, timely manner, with the highest standards, state of the art and economical solutions. Hence for the past twelve years, EMDEG has been recognized as a highly specialized consultancy firm, providing integrated electromechanical services.



SHARM EL-SHEIKH .AIRPORT FREE ZONE AREA



U.G. METRO LINE No. 3  
From Cairo Airport to Imbaba, Phase 1



LAP. FACILITY RENOVATION FOR HELIOPOLIS CO.  
FOR CHEMICAL INDUSTRIES



PORTO MARINA RESORT



KAOLIN BEARING SILICA .SAND PLANT



PEPSI COLA NEW SUBSTATION &  
ELECTRICAL NETWORK



يقع المشروع فى أحد الأماكن المميزة فى التجمع الخامس ، المطلة على شارع التسعين من ناحية وعلى شارع جانبى من ناحية أخرى لتقابل الواجهة الرئيسية للمبنى العربات القادمة على شارع التسعين.

ينقسم المبنى إلى جناحين وبطارية رئيسية بالمنتصف ، تاركاً مساحة من الممرات والمساحات الخضراء بالخلف ، ذات إمكانيات عديدة للإستقبال نوعيات مختلفة من الفعاليات عند الحاجة لكل جناح ، الخدمات المختلفة من حمامات عامة و سلاسل هروب إلخ... والتي تعطيه المرونة للتقسيم لأكثر من جزء أو البقاء كوحدة واحدة بمساحة كبيرة.

- نوع المشروع : مبنى إدارى
- مجال العمل : التصميمات المتكاملة
- الموقع : مدينة القاهرة الجديدة - جمهورية مصر العربية
- مسطح الأرض : 6.775 متر مربع
- وصف المبنى : عدد 2 دور بدروم وأرضى وستة أدوار متكرر
- إجمالى مسطح المبنى : 18.450 متر مربع
- تاريخ البدء : يونيو 2013



BUREAU 175  
New Cairo, Egypt

HAS FULFILLED THE REQUIREMENTS OF THE FOLLOWING LEVEL OF CERTIFICATION ESTABLISHED BY THE U.S. GREEN BUILDING COUNCIL  
IN THE LEED GREEN BUILDING RATING SYSTEM™ AND VERIFIED BY THE GREEN BUILDING CERTIFICATION INSTITUTE.

LEED FOR CORE & SHELL

# GOLD

*R.*

S. RICHARD (FLORENZ), PRESIDENT & CEO  
U.S. GREEN BUILDING COUNCIL

May 2017

*Mahesh Samanijam*

MAHESH SAMANIJAM, PRESIDENT  
GREEN BUILDING CERTIFICATION INSTITUTE





## BUREAU

The Project is located in a distinguished plot in the 5th settlement which has 2 streets on the front and on the side, which enables the building to face the vehicles coming in this direction.

The Building consists of 2 wings and main core in the middle leaving big back space of hard and soft landscape with very good potentials to have (different or many ) sort of activities and events needed .

Every wing has the suitable facilities (WCS –Exit stairs – Etc....) which give the flexibility to divided into more than one space or remains as one big space.

- Type : office building
- Scope of work : full Design
- Location : New Cairo , Egypt
- Site Area : 6.775 m<sup>2</sup>
- Number of stories : 2 basement , ground and 6 stories
- Total built area : 18.450 m<sup>2</sup>
- Starting in : June 2013





# سوميت 75

نهاء للتنمية والإستثمار العقاري تهدف إلى إعطاء الهوية لسوميت 75 مبنى المكاتب من خلال التعامل مع بعض المبادئ التوجيهية مثل تخطيط المبادئ التوجيهية المورفولوجية، وتشكيل واجهات والتصميم الداخلي لإعطاء المبنى طابعه الخاص والهوية.

ويتميز المبنى بالعناصر وفقا للموقع والتوجيه والاستخدام ومواد التشطيب من أجل التوصل إلى مشروع متكامل وظيفي وفعال من حيث التكلفة و إستثنائي.

نوع المشروع : مبنى إداري

مجال العمل : التصميمات المتكاملة و الإشراف على التنفيذ

الموقع : مدينة القاهرة الجديدة - جمهورية مصر العربية

مسطح الأرض : 3.050 متر مربع

وصف المبنى : عدد 2 دور بحروم وأرضى وستة أدوار متكرر

إجمالي مسطح المباني : 9.700 متر مربع





# SUMMIT 75

Namaa for development and real estate aimed to give identity to Summit 75 office buildings by dealing with some guidelines such as layout morphological guidelines ,facades formation and interior design to give the building its own character and identity.

The building is characterized by elements according to location, direction, usage and finishing materials to come up with integrated, functional, cost efficient and remarkable project.

**Type:** Office Building

**Location:** New Cairo, Egypt

**Scope of work:** Full Design, site supervision

**Site Area:** 3,050m<sup>2</sup>

**Number of stories:** 2 Basement,  
Ground and 6 Stories

**Total built area:** 9,700m<sup>2</sup>

Map







## مدرسة ومسجد الرملة

الموقع: تاجوراء - طرابلس - ليبيا

مساحة الأرض : 600 متر مربع

وصف المشروع:

عباره عن مبنى مكون من:

بدروم يشمل التالي:

- فصول دراسية بمسطح 185 متر مربع
- قاعة متعددة الأغراض بمسطح 144 متر مربع
- دور أرضي المسجد على مسطح حوالي 458 متر مربع
- دور ميزانين على مسطح 258 متر مربع

### THE SCHOOL & THE MOSQUE OF RAMLA

Location : Tajoura - Tripoli - Libya

Land area 600m<sup>2</sup>

Project Description :

A building consisting of:

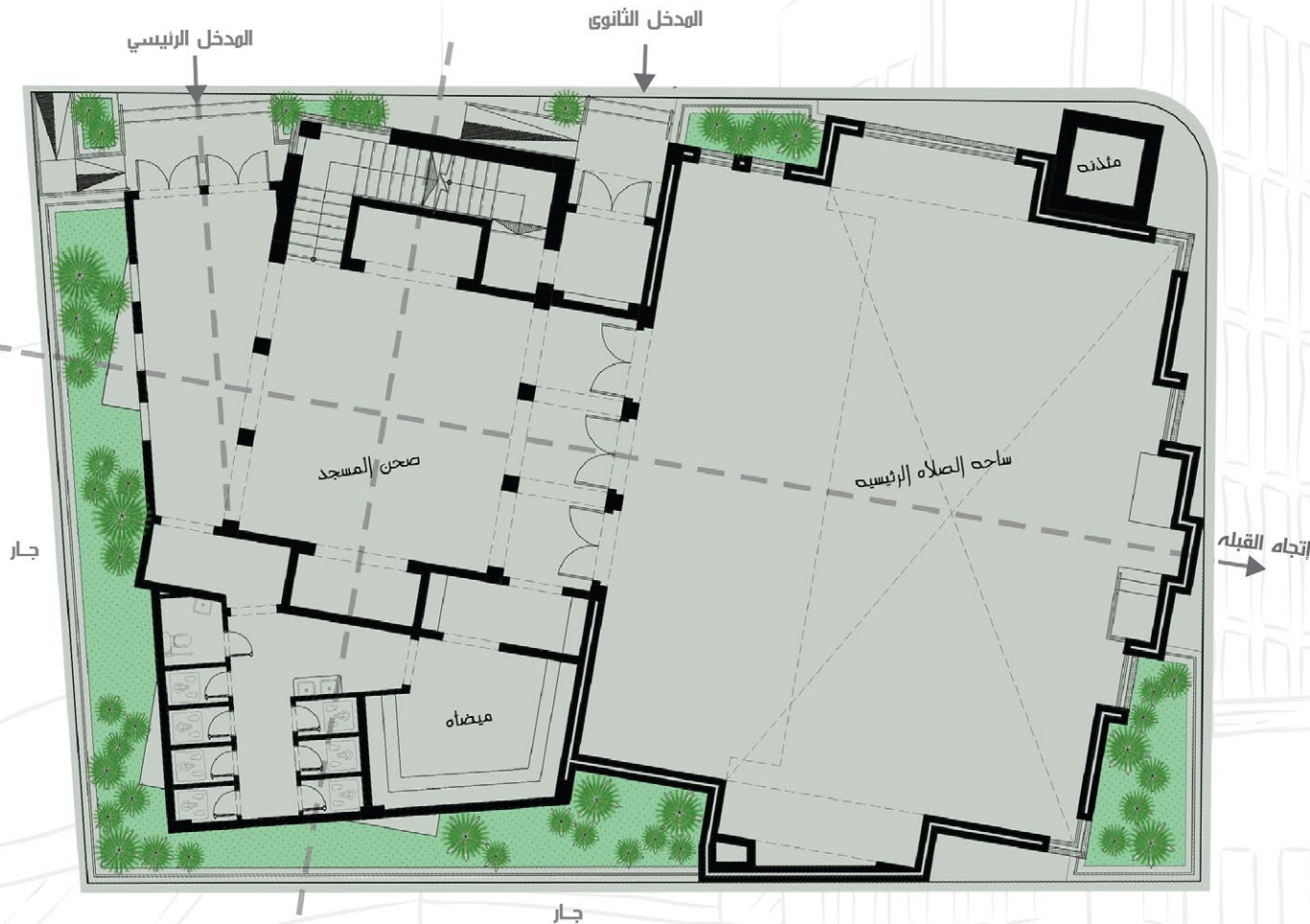
Basement includes the following:

- Classrooms : 185 m<sup>2</sup>
- Multipurpose hall : 144 m<sup>2</sup>

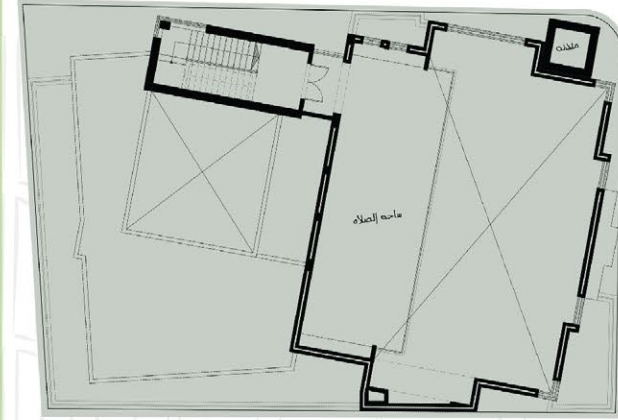
The ground floor for mosque : 458 m<sup>2</sup>

The mezzanine floor : 258 m<sup>2</sup>





المسقط الأفقي للدور الأرضي  
Ground Floor Plan



المسقط الأفقي لدور الميزانين  
Mezzanine Floor Plan



المسقط الأفقي لدور البدروم  
Bassment Floor Plan



# معرض ريستاتكس للعقارات والإسكان والتطوير العمراني بالرياض - السعودية



exhibition



# BE SMART

## 5 Designer Tricks for Picking a Perfect Color Palette

### Pick a Color, Any Color

If only choosing a color palette for your interiors was that easy. Well .... actually, it is! Our palette-perfecting tips explain the color rules that designers follow and make it a snap to put them to work in your home.



### Choose a Color Scheme From the Largest Pattern in the Space

If you've got patterned upholstery, a colorful rug or large piece of artwork, pluck colors you like from the pattern. For a neutral wall paint color, look to the pattern's whites and beiges.



### Decorate From Dark to Light, Vertically

A real "cookbook" way to make any space look good without much risk, says designer Mark McCauley, is to use darker color values for the floor, medium color values for the walls and light values for the ceiling. "Any interior space replicates the outside world," he says. "The exterior environment is generally darker below our feet (the earth itself), medium-valued as you look straight ahead (buildings/trees) and lighter skyward."



### Start With the Formal Areas of the House

Specifically, the living room, dining room and entry way. Choose a color scheme for those areas first, then pull one color from the scheme. For example, take the red sofa and tone it down (say, to burgundy) for an accent in more private spaces such as the den, office or bedroom.



### Use the Color Wheel

In general, analogous color schemes — colors next to each other on the color wheel, such as blue and green — are more casual and relaxing, and work best in informal or private spaces. This is a good strategy for a bedroom, where you want to rest and recover.

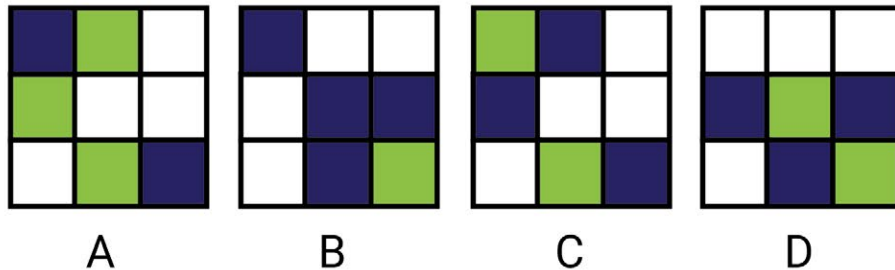




# Interact<sup>with</sup> Us

# تفاعل معنا

Which larger shape would be made if the two sections are fitted together?



How many four-sided figures appear in the diagram below?

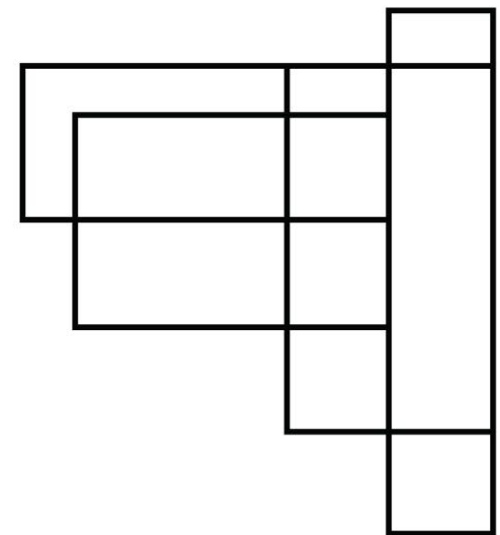
10

16

22

25

28





MEDAD over two decades of experience in the field of engineering consultation in the Middle East region

The beginning was in 1988 with concept Architects established by Arch. Hussein Assaad, then in 1996 concept architects and integrated design group merged to form a new entity called Albonian. The architectural group was separated from Albonian in 2009 and formed a new entity under the name of Medad Consultant Engineers

## Design Excellence

- MEDAD PHILOSOPHY is built on the dual concepts of client satisfaction and design excellence
- OUR PRINCIPAL GOAL is to achieve the highest standards of design excellence that reflect the unique characters of our clients
- OUR COLLABORATIVE DESIGN process uses proven approaches that inspire collaboration with our clients, explore ideas and understand the vision and goals from the project conception till the project is completed

## Quality Statement

- Design excellence
- Dedication to details
- Energy and resource efficiency
- Construction quality
- Health and comfort
- Sustainability
- Punctuality
- Highly resolved architectural solution



# CONTACT US

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