

# MEDAD

#2

C o m m u n i t y



VOLVO V60 PLUG-IN-HYBRID PAVILION, Italy





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# “Ramadan Kareem”



## ABOUT US

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

Positive leading role in **Community Development**, is our goal.  
**Humanity**, is our ultimate concern.

### History

The begining was in 1988 with concept Architects established by Arch. Hussein Assad, 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.

**البداية كانت عام 1988 بإنشاء مهندس حسين اسعد لمكتب كونسبت مهندسون معماريون. و فى عام 1996 اندمجت كونسبت مع انتجراتد ديزاين جروب ليكونوا كيان جديد تحت مسمى البنيان. أنفصل الفريق المعماري عن البنيان عام 2009 ليكونوا كيان جديد تحت اسم مداد مهندسون استشاريون**



Since we are concerned to always be in contact with our partners in success, we came up with this idea to be a tool of communication that aims to develop the society vision of the architectural product which suffers deeply these days. That's why we decided to launch our periodical, hopefully you will like it. So lets build together the architecture of our society today to be the heritage of our future.

  
Hussein Asaad  
CEO

من منطلق حرصنا على مد جسور التواصل مع شركائنا فى النجاح ، جاءت هذه الفكرة لتكون اداة للتواصل معكم بهدف تطوير رؤية المجتمع للمنتج المعماري و الذى هو اليوم يعانى كثيرا لذلك قررنا اليوم اطلاق مجلتنا الدورية و التي ارجو ان تحوز اعجابكم

So lets build together the architecture of our society today to be the heritage of Our future.

هيا بنا نبني معا عمارة مجتمعنا اليوم لتكون تراثا للمستقبل



Medad & AL-Azouni

# Joint Venture



أسامة العزوني للاستشارات الهندسية  
OSAMA AL-AZOUNI CONSULTANT OFFICE

Within its effort of expansion in KSA, Medad Consultant Engineers have signed a joint venture agreement with Al-Azouny Consultant Office which is a widely known one. It has been working though the whole kingdom since the 1990's. it participated in a variety of projects that include educational, office, commercial and residential buildings in different scales.

## 05 MEDAD & KAYAN 2013 Cooperation Agreement



في إطار حرص مداد على إبراز الأبعاد البيئية والتصميم الأخضر في مشروعاتها والحرص أيضاً على التفاعل مع المجتمع في بناء بيئته التي يعيش فيها من هذا المنطلق تم إجراء اتفاقية تعاون مع شركة كيان لبناء المجتمعات لما تتميز به الشركة من خبرة في مجال التصميم البيئي والتنفيذ باستخدام الأنظمة البيئية والمواد الطبيعية

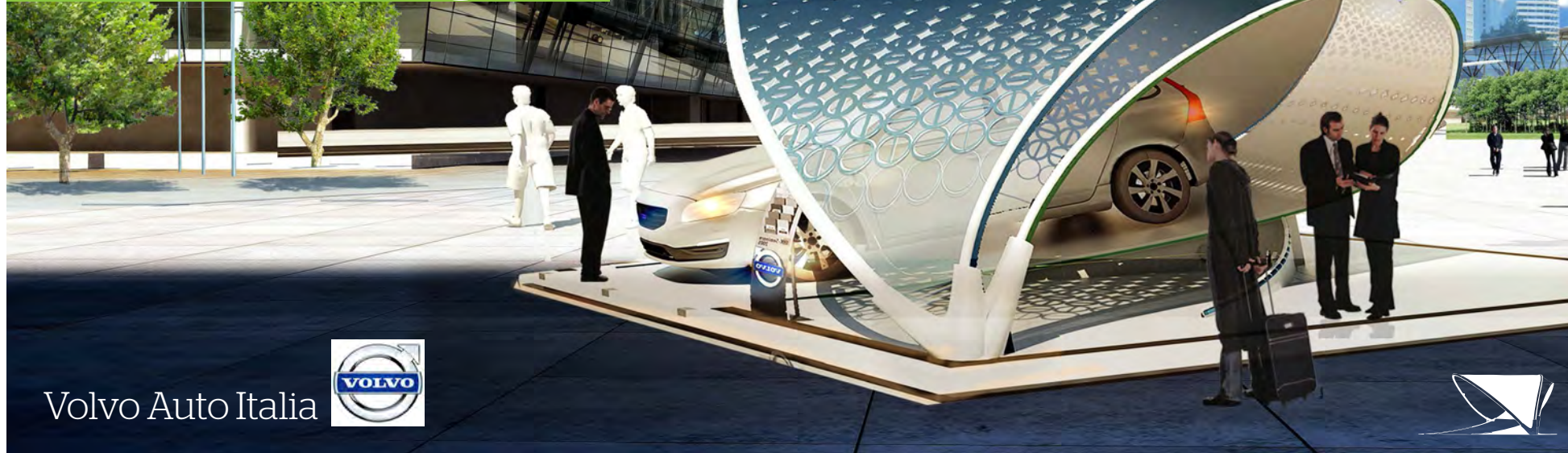


Environmental Solution  
Natural materials

# كيان



# VOLVO V60 PLUG-IN-HYBRID PAVILION



Volvo Auto Italia



اشتراك مداد في مسابقة شركة فولفو (إيطاليا) لتصميم جناح لعرض منتج الشركة لسيارة V60 Plug-in hybrid



HYBRID  
VOLVO

V60



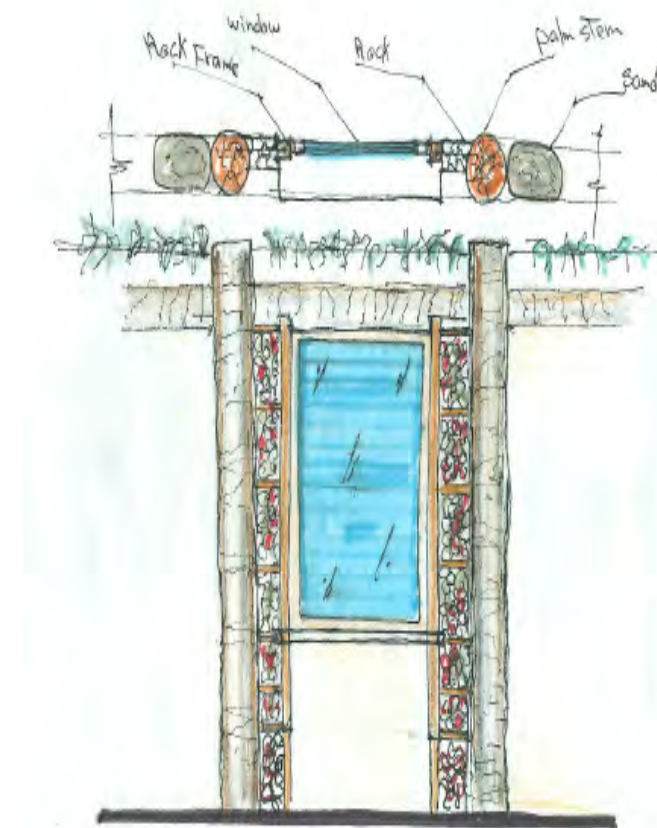
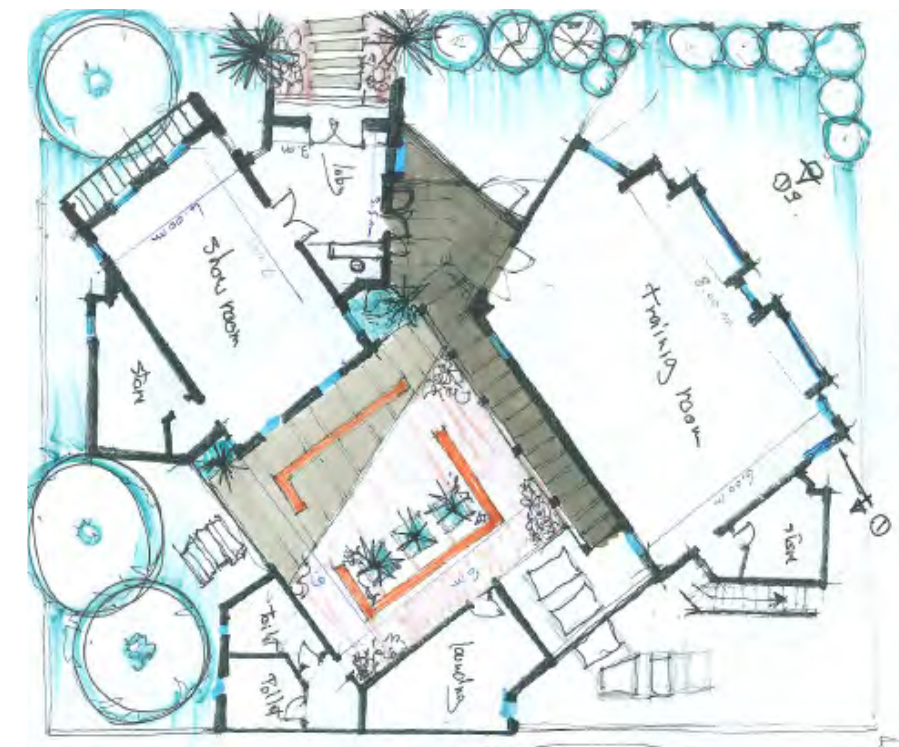
# Community Development مجتمعي



The idea of the project has started in June 2012, when Medad Consultant Engineers decided to expand their scope in the field of sustainable buildings design and community development. Accordingly, a workshop was organized for sustainable design using natural materials and passive environmental techniques in collaboration with the Egyptian Earth Construction Association "EECA". During the passive design workshop preparation, a real project appeared to EECA, a Stencil Training Center in the village of Khalta in Fayoum. The project adopted a multi-dimensional approach for community development. First, it aims at empowering women in one of the poorest areas in Egypt through increasing their income and improves their living standard. Secondly, it aims at fostering a new economic activity in the village which might create more jobs and opportunities. Thirdly, the introduction of such eco-friendly building using natural materials might add for the local construction culture in the village. Finally, training the local workers on the different construction techniques might support the new demand and create more jobs for the community. The whole project is funded by the Swiss Agency for Development and Cooperation and it's estimated to be finished by the end of October.



## Stencil Training Center village of Khalta , Fayoum



SDC

Swiss Agency for Development and Cooperation



COMMUNITY



# Tips & tricks

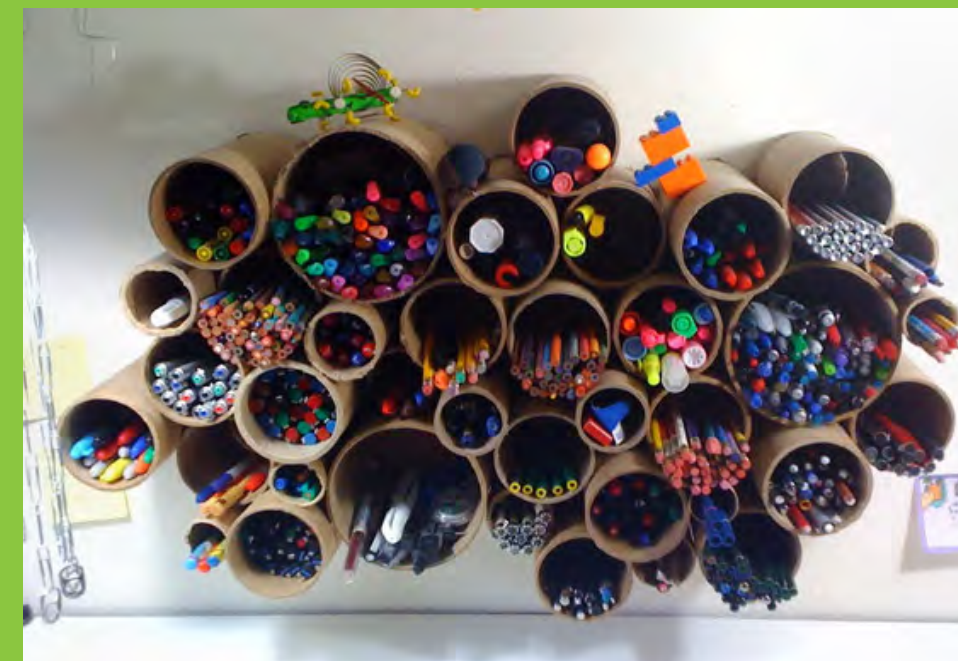
أفكار  
وحلول



## Stairs with Ramp

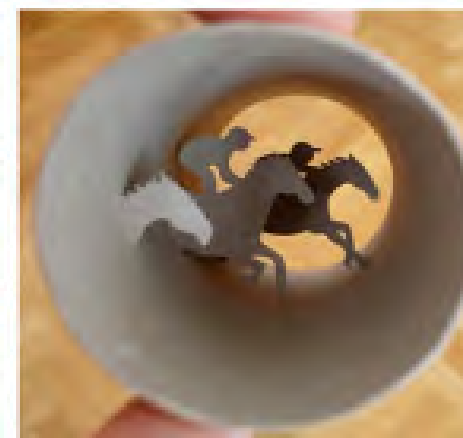
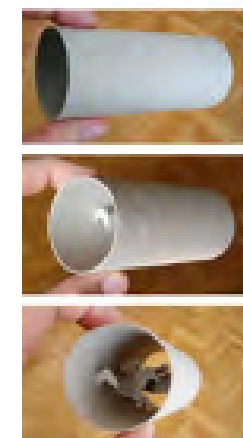
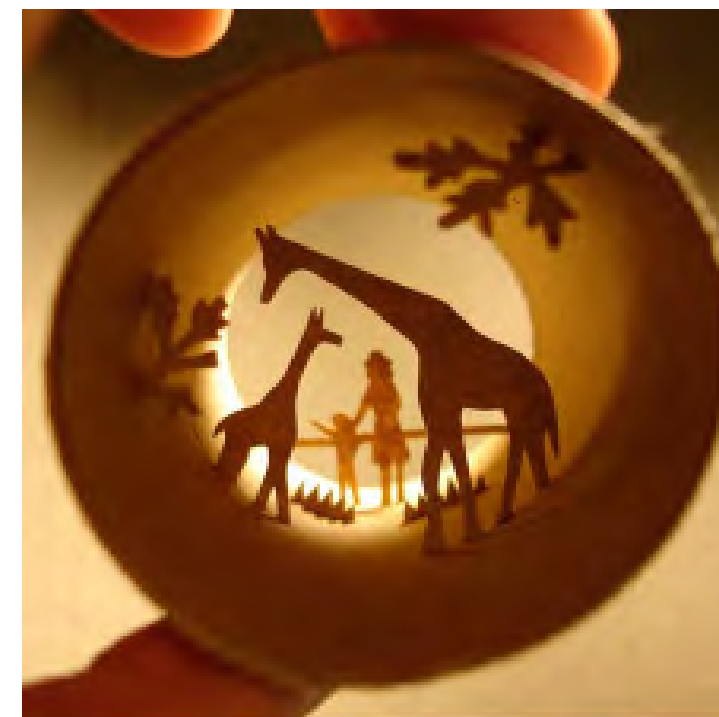
## Smart Art

creates tiny scenes with paper inside cardboard toilet paper tubes. use the paper the same color as the cardboard tubes to build up the intricate pictures of people, which gives the illusion that the scene taking place inside the walls are actually part of the roll itself.



## Tube Pen Holder

Here is a great way to sort pens and other writing implements in the family craft area while recycling plentiful cardboard tubes.





# Green Tech تكنولوجيا خضراء



The system employs the timeless forms of arches, domes and vaults to create single and double-curvature shell structures that are both strong and aesthetically pleasing. While these load-bearing or compression forms refer to the ancient mudbrick architecture of the Middle East, the use of barbed wire as a tensile element alludes to the portable tensile

structures of nomadic cultures. The result is an extremely safe structure. The addition of barbed wire to the compression structures creates earthquake resistance; the aerodynamic form resists hurricanes; the use of sandbags aids flood resistance; and the earth itself provides insulation and fireproofing.



integrating traditional earth architecture with contemporary global safety requirements.

دمج العمارة التقليدية (عمارة الأرض) مع متطلبات السلامة العالمية المعاصرة

## ENERGY

Use Less  
Save More

Energy Saving tips

## LIGHTING

- - Open windows and use natural lighting whenever possible.
- - Switch off lights and other appliances when they are not in use, Even in stand by mode, energy is being used
- - Use energy saving lamps, they can reduce energy consumption by 80%
- - If possible, install lighting control, such as daylight sensors or dimmers.

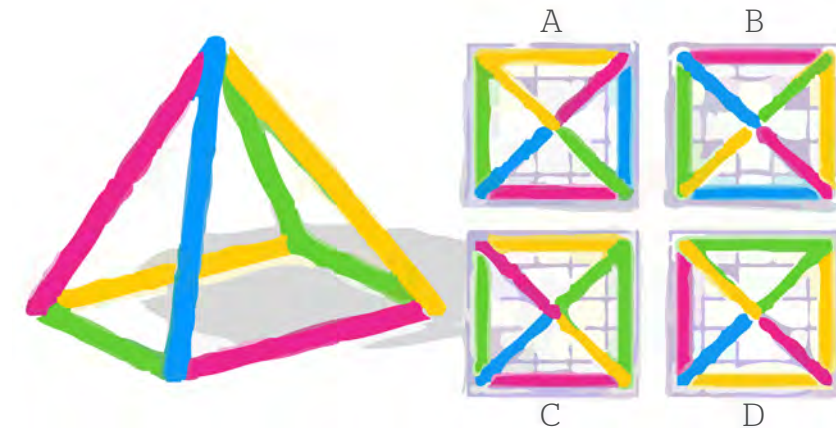




# Interact US

with

# تفاعل مع



Which IS The  
**TOP** view  
A, B, C, D ?

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