

Architecture

Urban design

Landscape

Housing

Interior Design

Product design

Light version

April 2015

#9

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p.1 “ **Users vs. space article**

While going through the process of designing, we should get back to the old school of design.....

p.3 “ **News: New Projects**

To p.9

- Food bank in Egypt
- Fox hills residential building
- Qortoba residential compound
- Residential tower in Qatar
- Rest house in Saudi Arabia

p.10 “ **Articles**

To p.12

- Application: What is Augmented Reality?
- Sustainability : Sustainable development in middle east
- Housing: Colorful Camouflage:
- Painting Buildings Brushes
- Problems Under The Rug



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Landscape

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Interior Design

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Future Heritage

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ABOUT US

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

MEDAD

C o m m u n i t y

APRIL 2015



Salma Tammam
Senior Architect
and Editor

design vs. user needs : كلمة العدد

While going through the process of designing, we should get back to the old school of design, where the users are the key factor for designing a space, so the ability to define and understand the nature of the design problem adequately is an essential part of the solution, then the synthesis phase, design requires rational thought based on knowledge and understanding gained through experience and research also playing equal roles and intuition and imagination , which add the creative dimension to the rational design process , simulating possibilities , test and refine ideas , evaluation , design , requires a critical review of alternatives and careful weighting of the strengths and weaknesses of each proposal until the possible fit between problem and solution is achieved .

Defining the design criteria, including function and purpose, utility and economy, form and style / image and meaning. Yet function is the most fundamental level of design, we design to improve the functioning of space according to its architecture and design, while making our tasks and activities within them more convenient, comfortable and pleasurable to reach this point Correspondingly we should identify users, needs, territorial requirements, activity requirements / furnishing requirements, dimensional requirements, desired qualities and desired relationships.

Egyptian Food bank Office Building

يقع المشروع في مركز خدمات التجمع الثالث- القاهرة الجديدة على القطعة رقم 44 - بمساحة 3160 متر مربع، وهو عبارة عن مبنى إداري بمسطح مباني إجمالي 6815 متر مربع، مكون من عدد (3) بدرومات تستخدم في تعبئة وتغليف المنتجات وتجهيزها للتوزيع، وجزء من الدور الأرضي لتوزيع الأدوية " بنك الأدوية" وباقي الدور الأرضي والدور الأول مقر إداري رئيسي لأنشطة بنك الطعام.



Fox hills

Residential Building Under construction



Courtesy of:
Architectural design : Erga
Interior design : David Linley

The project is located in Foxhills district in Qatar new mega development project the prestigious Lusail City. It consists of 4 residential buildings with total built up area of around 35000 sqm. The buildings are eco-friendly with 2 stars GSAS certificate. Medad is covering the interior design scope as well as Project Management and construction supervision. The project is expected to be running by the end of 2015.

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Qortoba

Residential compound

Creating an internal luxurious living space



يقع المشروع في منطقة سكنية ما بين مسجد في الشمال وحديقة في الجنوب وتميل الأرض نزولاً من الشرق إلى الشمال الغربي، تم إستغلال تلك المقومات في فكرتين رئيسيتين الأولى هي عمل الفراغ العام للمشروع كمسار حدائقي يمر في طرفيه إلى المسجد والحديقة ليسهل على قاطني المشروع إستخدامها كما تم إستغلال فارق المنسوب في عمل نادي صحي تحت المسار الرئيسي مطلقاً على حمام السباحة وعمل مصاطب ومدرجات مطلة على حمام السباحة وتشغل فارق المنسوب بين المسار الرئيسي وبين النادي الصحي.

The project consists of 21 villas, each villa consists of ground floor, first floor and roof

Area: 7425 m2

Each Villa's Area: 254 m2

Qortoba

Residential compound

Creating an internal luxurious
living space



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Landscape

Housing

Interior Design

Product design

Vertical Living City in Qatar

Residential Building

Creating luxurious Green space in the middle of the city

The project consists of 3 underground floors used as parking areas + Ground floor +21 typical floors

Area: 4017 m2

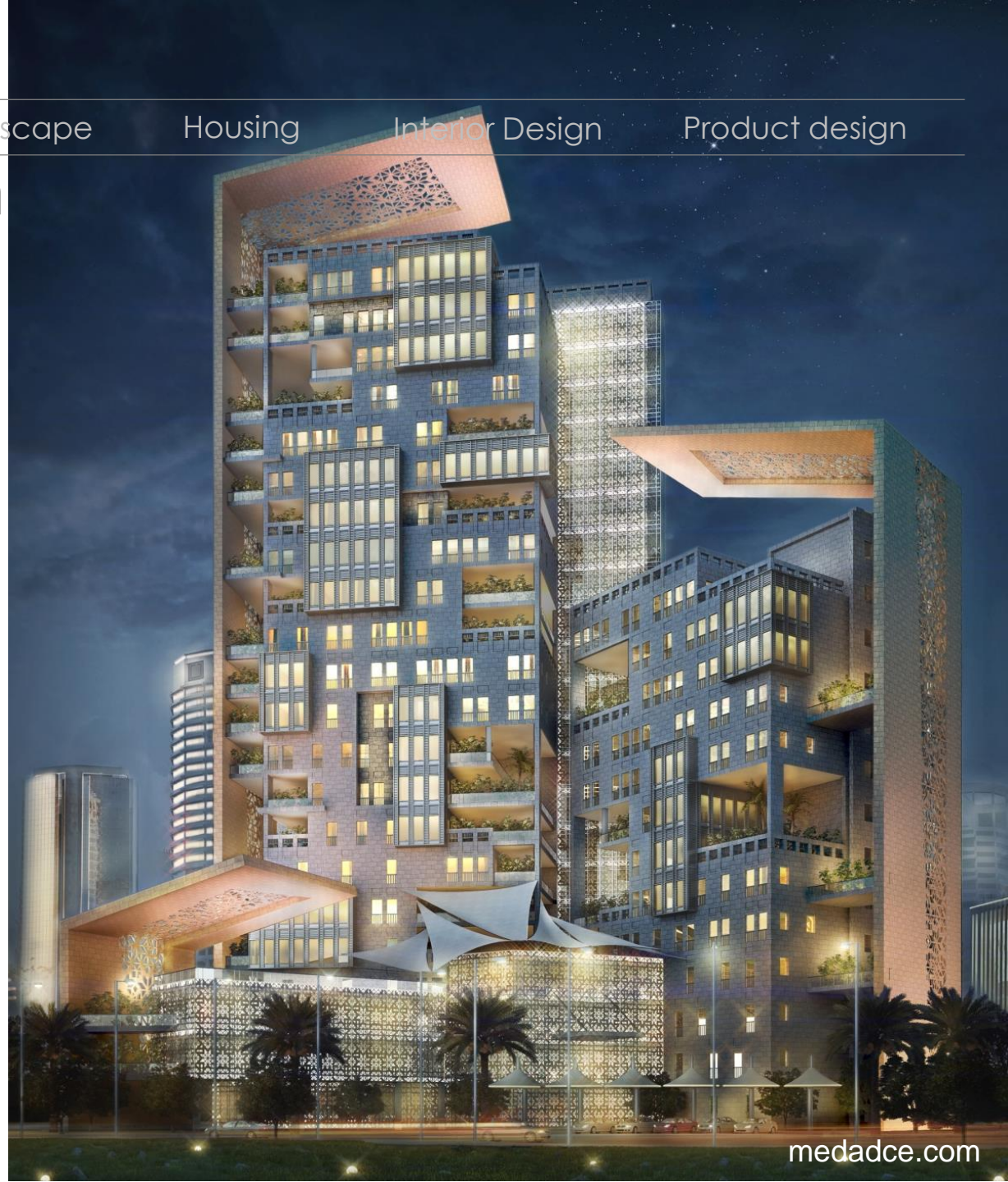
Total built area :
27460 m2

Vertical Living City in Qatar **Residential Building**

Creating luxurious Green space in
the middle of the city



The main aim of the project is to preserve the historical features of the old city in Qatar while creating this contemporary image of a modern residential tower





Rest House

Creating a complete city escape

يقع المشروع بمدينة الرياض - المملكة العربية السعودية على قطعة ارض بأبعاد 100 * 240 متر باجمالي مسطح 24,000 متر ، وهو عبارة عن استراحة عائلية خاصة على الطابع النجدي القديم وتستخدم لقضاء عطلة نهاية الأسبوع وتقام على مساحة 6000 متر2 ، بالإضافة إلى عدة أنشطة تتمثل في منطقة لزراعة شتلات نخيل وجزء مخصص لتربية الأغنام و الدجاج و زراعات منزلية، وكذلك أعمال تنسيق الموقع العام ويشمل عمل أماكن مظلة بمواد خفيفة و جراج انتظار خارجي ونافورة و عمل ملاعب .

General Architecture and arts articles

Applications: What is Augmented Reality?



Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are *augmented* (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data.

With the help of advanced AR technology, the information about the surrounding real world of the user becomes interactive and digitally manipulable. Artificial information about the environment and its objects can be overlaid on the real world.



In 2014 IKEA released an Augmented Reality Catalog which lets You Preview Products in Your Apartment!



هو عرض لايف مباشر أو غير مباشر من المادية والبيئة (AR) الواقع المعزز (العالم الحقيقي الذين المعزز (أو تكملها) من خلال إدخال الحاسوب ولدت العناصر. GPS الحسية مثل الصوت والفيديو والرسومات أو البيانات ، فإن المعلومات عن العالم AR مع مساعدة من التكنولوجيا المتقدمة الحقيقي المحيطة للمستخدم تصبح التفاعلية وتلاعب رقميا. يمكن مضافين المعلومات الاصطناعية حول البيئة وكائناتها على العالم الحقيقي.

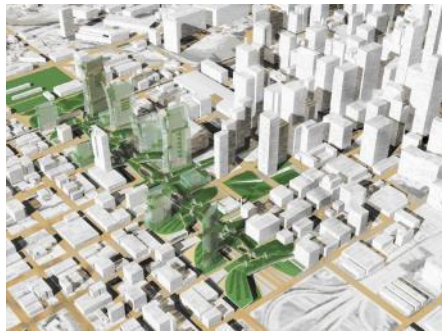
General Architecture and arts articles

Sustainability: Sustainable development and the built environment in the Middle East Challenges and Opportunities



In the western context, notions of sustainable development often refer to the need to adjust existing economic models in order to maintain better balances between economic growth and social needs, while protecting local ecologies and reducing the negative impact of growth on the global environment.

In the developing world, however, sustainable development takes on a rather different meaning. With the agendas of developing nations focused on addressing basic developmental challenges such as economic growth, water scarcity, food security, and health, other environmental and social aspects are considered secondary at best and for the most part a luxury that a developing nation cannot afford.



Challenges to Sustainable Development:

- At the urban scale, sustainable development faces the lack of an urban development framework in most of the region's cities and the general lack of an encouraging regulatory environment that could stimulate a market change towards sustainable development.

- At the individual building scale, sustainable development faces different — but equally difficult — challenges.

- Chief among which is the region's hot and arid climate. While it is common knowledge that the rapid growth of many of the region's cities was only possible with the help of the great energy resources discovered under its sands, it is perhaps a less known fact that these cities require great energy supplies to keep them habitable given the way they were planned and built.

- Another challenge that faces sustainable development at the building scale is the region's construction industry.

- The general lack of enforceable energy efficiency requirements for buildings together with the lack of financial incentives and the predominant lack of sufficient sustainable design knowledge among building professionals have all created an industry that is reluctant to adopt sustainable construction.

General Architecture and arts articles

Sustainable development: sustainable development and the built environment in the Middle East Challenges and Opportunities



Opportunities and Natural Potential

With the challenges above in mind, the Middle East's urban environments also have natural potentials for sustainable development:

- The region's increasing urbanization and high population densities have a natural potential for the construction of the highly-economical neighborhood-scale energy systems;
- The region's heritage of traditional building models can also provide relevant guidance for designs that are more energy efficient;
- The region's abundant solar and wind resources also present a potential for renewable energy systems to be effectively employed and integrated into the built environment.

In addition to these inherent potentials, recent interest in sustainable development by governments, non-governmental organizations, and professional bodies around the region presents further opportunities that can be capitalized upon. As it relates to the built environment, this interest has so far taken the form of efforts to establish sustainable development institutions and regulations.

The Moroccan government, for example, has recently announced the establishment of a national charter for sustainable development and the environment, while the governments of the United Arab Emirates (UAE), Egypt, and Jordan have started introducing energy efficiency standards for buildings. Non-governmental organizations (NGOs) and professional organizations in Jordan, Qatar, and the UAE have established green building councils in their respective countries with the goal of promoting sustainable design and developing — or importing — green building rating systems.

The governments of the Emirates and Saudi Arabia have also been engaged in commissioning sustainable design pilot projects, while others are considering providing financial incentives for energy efficient buildings and small renewable energy systems to make them commercially viable.

General Architecture and arts articles

Housing: Colorful Camouflage: Painting Buildings Brushes Problems Under The Rug



Began the application of a giant band-aid to an exponentially large issue: Rather than tackle the very problems that cause the need for housing projects, it seems as if governments, architects, and some NGOs all agreed that substandard or problematic living situations just needed a coat of paint to make the buildings less depressing. Entire vibrant (if less than pristine) neighborhoods were bulldozed to make way for modernist buildings to house the previous residents (as with Pruitt Igoe) in a more "sanitized" environment, and the only way to ease the overwhelming starkness of these spaces was to bling them out with supersaturated color. From an architectural point of view, this solution, now ubiquitous, is unacceptable (at least in isolation).

To paint over uninspired design rather than invest in more cogent solutions is cynical to say the least. It is as if because future residents have little choice in the matter, they should be happy with what they are given. Of course, anyone would be glad to find a place to call their own, but there are generally more urgent issues at hand—first, designers and developers should make sure that these projects are well-integrated into existing social, cultural, and economic networks.



Your opinion matters

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