

# MEDAD

C o m m u n i t y

Medad News<sub>p</sub> 03

Community  
development<sub>p</sub> 07

Interaction<sub>p</sub> 13

Green  
Tech<sub>p</sub> 11

Tips &  
Tricks<sub>p</sub> 09

## 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 beginning 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 كونسبست مهندسون معماريون. و في عام 1996 اندمجت كونسبست 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 يعاني 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





For the second year, MedadCE has participated in Cityscape architectural exhibition held in Riyadh, KSA.

للعام الثانی علی التوالي مداد تشارك فی معرض سیتی سکایپ المقام بالریاض،  
فی المملكة العربیة السعودیة



MedadCE plans to open a new branch in Riyadh to join Jeddah's branch  
In it's goal to offer different and unique architectural masterpieces for the real estate stock of the Gulf area.

مداد تخطط لأفتتاح فرعها الجدید فی المملكة العربیة السعودیة  
بمدینة الریاض لینضم لفرع مداد جدہ فی سبیل التوسع فی تقدیم  
خدماتها فی منطقة الخلیج

MEDAD in  
Riyadh الرياض





## MASTER'S DEGREE

Architect Amin Afifi has finally got his masters degree in Architecture from Ain Shams University. The thesis is entitled **"The Architectural Environmental Compatibility as an Approach to Conservation of Heritage Buildings in Egypt"**, and discussed the environmental solutions that can be applied to buildings with historical values.

## Day Of Development



Architect Ehab Abbas, board member and director of architecture and urban design department, held a lecture in the faculty of engineering, Cairo university as a part of Medad's participation in the day of development event, organized by the syndicate of engineering.



ايهاب عباس ، عضو مجلس الإدارة و رئيس قسم التصميم المعماري و العمراني بمداد، قام بالقاء محاضرة فى كلية الهندسة بجامعة القاهرة كجزء من مشاركة مداد فى يوم التنمية للمهندسين والطلاب الذي نظمته نقابة المهندسين



## From Chicago to MEDAD



Sherif Zaki is an Egyptian entrepreneur who brings to MEDAD over 7 years of professional experience as a business consultant. He holds a Bachelor's degree in Finance from Roosevelt University, and was the youngest Executive Analyst to be hired for an eighty-five year old management consulting firm in USA.



# 3rd PLACE

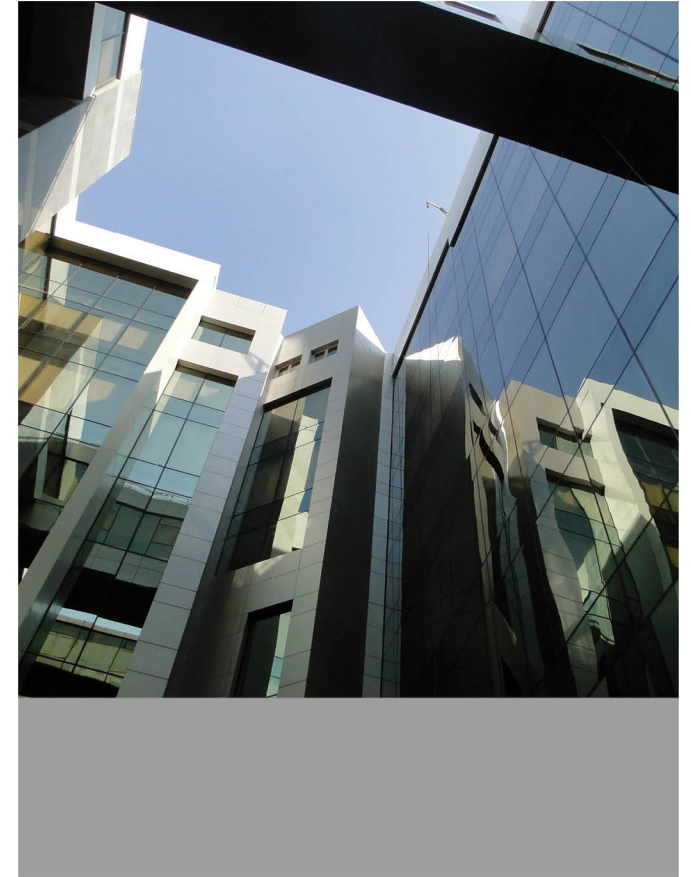


MedadCE wins the third prize in the competition of developing the Egyptian Syndicate of Engineers club at El Bahr El Aazam st. , Giza

فازت مداد مهندسون استشاريون بالمركز الثالث فى مسابقة نقابة المهندسين

لتطوير نادى النقابة بشارع البحر الاعظم بالجيزة





# Summit 44, Administrative

building is now opened and ready for use , with

**Nestlé'** As a main tenant







## Million Residential Unit Competition

After winning the first place in the Architectural and urban design for housing sites Competition within the Government Program of social housing , MedadCE gave the designs out to Maan organization as a participation in their initiative of building new homes for slum residents in Egypt.

COMMUNITY

التعاون مع  
مؤسسة معا  
للتنمية والبيئة

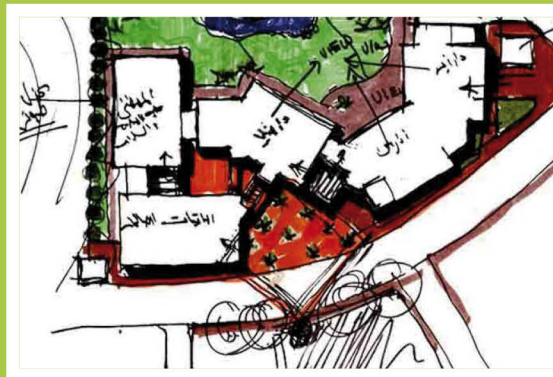


# Community Development مجتمعي

## Al-Bakeyt Al-Salehat Complex



The final phase of the construction of Al-Bakeyt Al-Salehat complex at Al-Mokattam, Cairo has been Completed. The project plays a societal role as it consists of several element including a community nursing centre for old people who suffer from alzheimer, Dorms for children coming from outside Cairo, clinics and pre-professional preparation centre for girls. The design creates spaces and green areas integrating with the buildings, the front piazza is opposite to the mosque and can be used in specific events. Since the building itself is the fence as well, the green areas left will increase the width of the road.



البقاقيات  
المصالحات

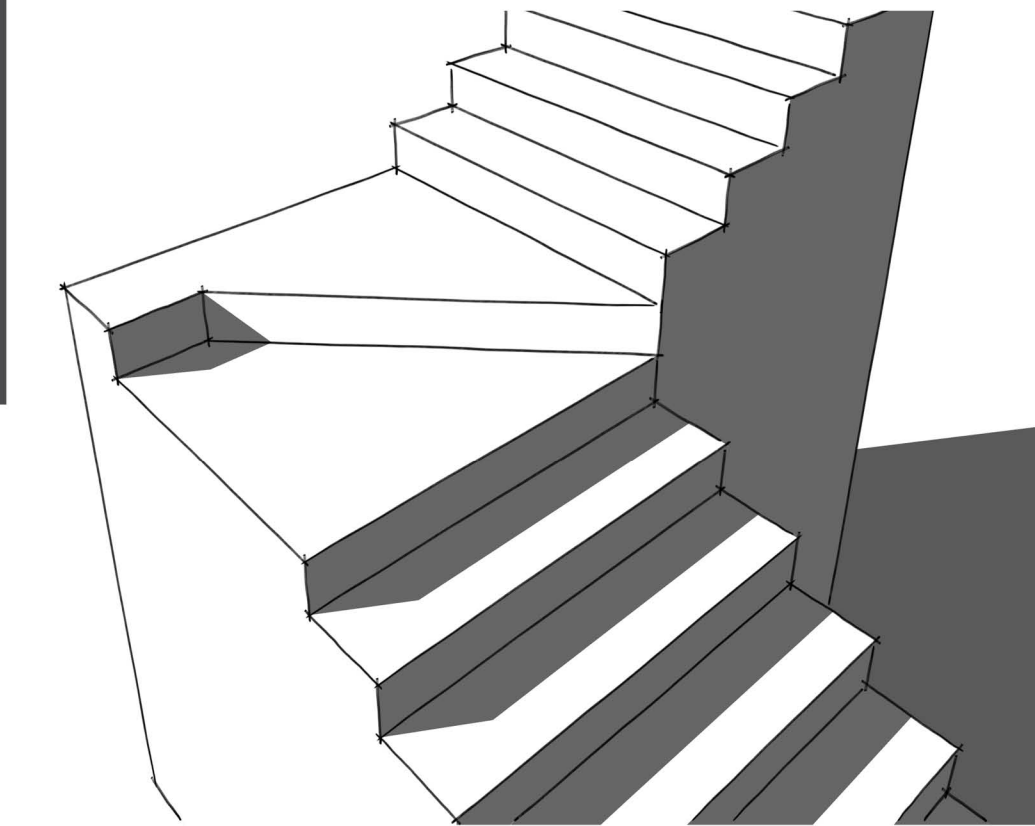


Taking a part in developing the Egyptian community, MedadCE has reached the final phases in the mega project.

This project consists of 7 sub-projects in 7 different poor areas (**Ezbeṭ Khair Allah, Bashtil, Al-Baragil, Masaken Al-Zelzal, Mansheyet Radwan, Al-Kom Al-Ahmar, Boulag**), youth sports centres in these areas will be developed and enhanced to fulfil their role in the community. The enhancements includes applying proper finishes to the buildings exterior and interior installing playgrounds and landscape designs.

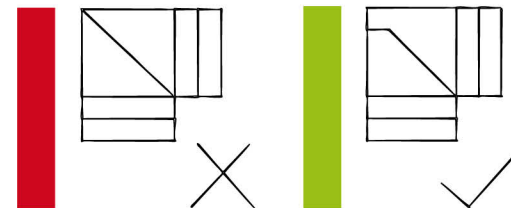
# Tips & tricks

## أفكار وحلول



## Stairs with winders

A trick that can be used when constructing stairs with winders to avoid sharp **Angles**.





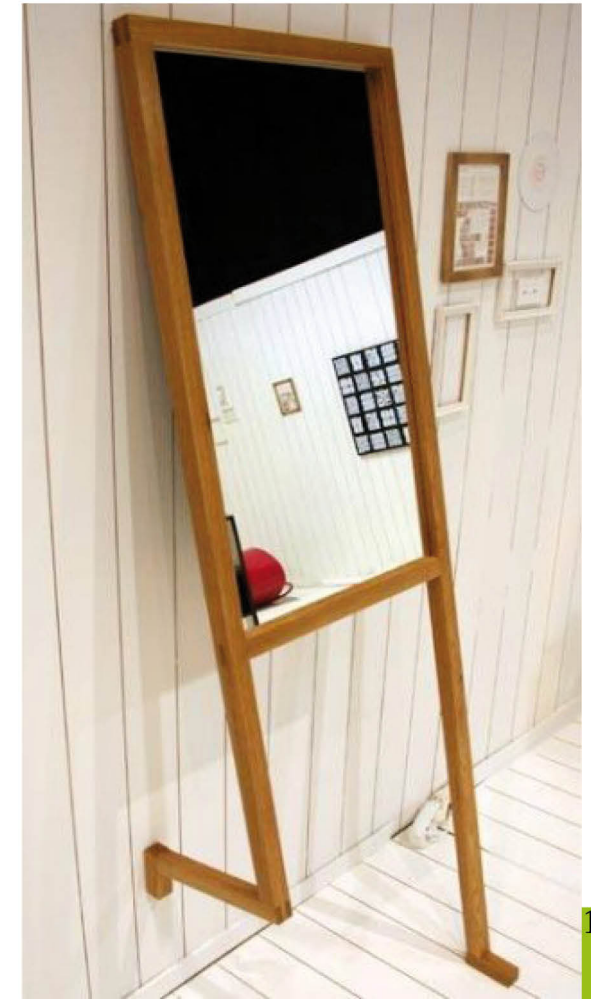
# Got a Tiny Apartment ? Need Storage Spaces ?

These simple solutions and designs can help you make maximum usage of your home space!

The Book-Seat



Storage Stairs



Standing mirror

# Green Tech تكنولوجيا خضراء



The world's largest concentrated solar power plant, Shams 1, launched on the 17th of March, representing a major milestone in the development of renewable energy in the Middle East. Taking three years to build, the \$600m plant is located in Abu Dhabi's western region, the heart of

the UAE's hydrocarbon industry. At full capacity, the 100 megawatt Masdar, Total and Abengoa joint-project will power thousands of homes in the United Arab Emirates and displace 175,000 tons of CO2 a year

## SOLAR Powered Pump



For the first time in the western desert in Egypt, a tremendous amount of water is being pumped up to the surface using a solar powered water pump.

للمرة الاولى في الصحراء الغربية المصرية ، تدفق كميات كبيرة من المياه الجوفية عن طريق مضخة تعمل بالطاقة الشمسية





# Solatube

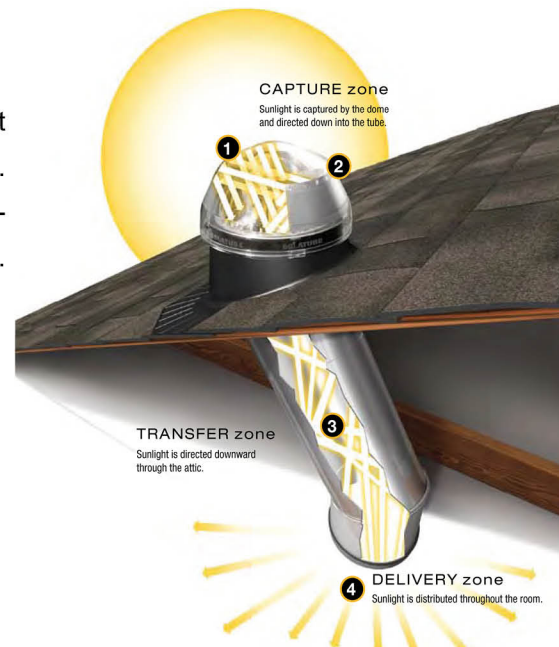
## Daylighting System

At the heart and soul of every Solatube product, you'll discover an array of innovative technologies that defy conventional thinking.

Technology in the dome nearly doubles the Effective Daylight Capture Surface (EDCS) compared to ordinary clear domes used by "tubular skylights."

The proprietary reflective tubing uses a revolutionary multi-layer polymer surface to reflect more light than physicists thought possible. In fact, it is the most

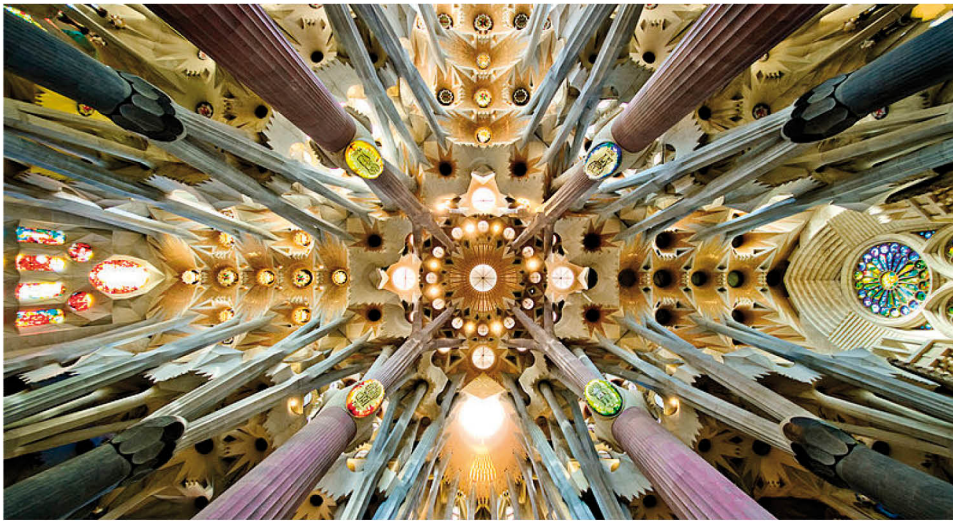
reflective material in the world without using environmentally harmful metals. Optical lenses give designers the ability to deliver daylight like never before. That's a Solatube Day lighting System.





# Interact US

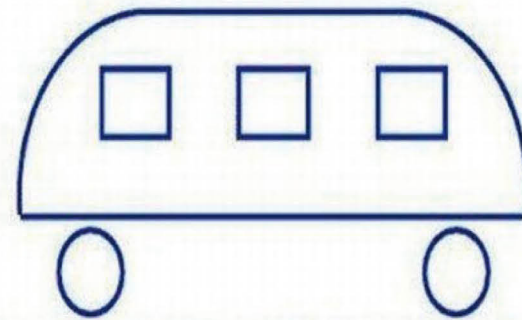
The crossing and dome of the Sagrada Familia basilica, Barcelona



Who is the Architect?  
What do you think about his unique style?

INTERACTION

Which Way  
The **BUS** is going



**Right or Left**



# Contact US

## Egypt Headquarters

4 Alshaheed Ahmed Yahia Ibrahim st,  
Mohandessin, Giza 12411 Egypt.

Tel: +(202) 33 444 567  
Fax: +(202) 33 444 568  
Mobile: +(2) 010 8 111 313  
E-mail: [Info@medadce.com](mailto:Info@medadce.com)

## Gulf Branches

Jeddah Office

Al Farsi Center - Level 7  
King Abdulla Road & Hael (Al Rowais Area)  
P.O.BOX: 176 - Jeddah - 214111  
Kingdom of Saudi Arabia

Tel: +966 2 65 77 721  
Fax: +966 2 65 22 884  
Mobile: +966 53 567 3516  
E-mail: [info@mce.nhc.com.sa](mailto:info@mce.nhc.com.sa)

Riyadh (temporary Office)

Regus, Riyadh World Trade Center  
Bahrain Tower 2nd Floor, King Fahd  
Road Riyadh , Kingdom of Saudi Arabia

Tel +966 01 279 5088  
Fax: +966 02 279 5101  
Mobile : +966 555987585

## Libya Branch

8 Ibn Al-Hassan st., Zawiet Al-Dahmani, Tripoli.

Tel: +218 21 340 8344 /45 /46  
Fax: +218 21 340 2380  
Mobile: +218 91 755 1171  
E-mail: [Info@medadce-lby.com](mailto:Info@medadce-lby.com)

**MEDAD**  
Future Heritage

Consultant Engineers

[www.medadce.com](http://www.medadce.com)