42

www.medodce.com

WE ARE ABLE TO MAKE A DESIGN THAT IS UNIQUELY YOURS AND GET IT TO REALITY

مدار

MEDAR

SUMMER EDITION

THIS EDITION FEATURES:

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 (Tripli), 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).

ALBURAQ HOTEL
TAIF, KSA
فندق البراق
الطائف، المملكة العربية السعودية

MEDAD NEWS

MEDAD`S PROJECTS WERE FEATURED IN THE LATEST ISSUE OF THE TOP ARCHITECTS MIDDLE EAST BOOK

TOP ARCHITECTS MIDDLE EAST

عُرض مشروعان من مشاريع مداد مهندسون استشاريون في العدد الأخير من كتاب أفضل معماري الشرق الأوسط "TOP ARCHITECTS MIDDLE EAST"

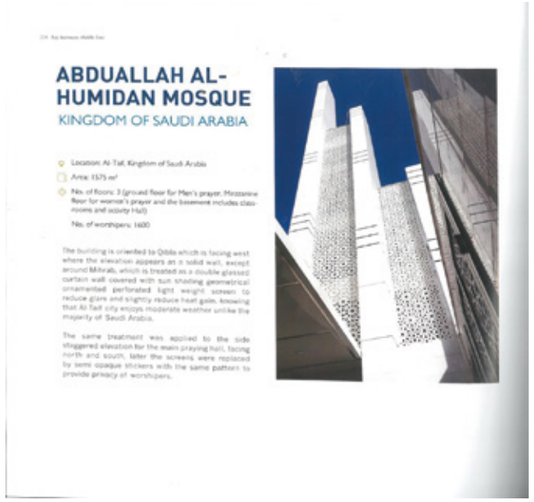
تضمن العدد عرض المشروعين الآتي ذكرهما من مشروعات مداد مهندسون استشاريون هما؛

1. مسجد الشيخ عبدالله الحميدان المنفذ في الطائف بالمملكة العربية السعودية.
2. المبنى الإداري لشركة نماء سوميت 44 المنفذ في القاهرة الجديدة بجمهورية مصر العربية.

وتضمن العرض صور المشاريع والاحتفاء بالمبادئ التصميمة التي وضعتها مداد للوصول إلى أعلى مستويات التصميم والكفاءة.

ABDUALLAH AL-HUMIDAN MOSQUE

The building is oriented to Qibla which is facing west where the elevation appears as a solid wall, except around Mihrab, which is treated as a double glassed curtain wall covered with sun shading geometrical ornamented perforated light weight screen reduce glare and slightly reduce heat gain. knowing that Al-Taif city enjoys moderate weather unlike the majority of Saudi Arabia.



يتوجه مبنى المسجد إلى جهة القبلة حيث يظهر حائط القبلة مصمتا باستثناء حول المحراب حيث استخدم فيه الزجاج المزدوج المغطى بكاسرات شمس خفيفة الوزن مزخرفة بأشكال هندسية إسلامية لتقليل وهج الضوء وتقليل الحرارة مما يؤكد رسالة مداد في أهمية تكوين علاقة قوية بين المجتمع والمسجد وتوفير البيئة المثلى للمستخدم ليزداد تعلقه واتصاله بالمسجد. علما أن مدينة الطائف تتمتع بطقس معتدل على عكس غالبية مناطق السعودية.

Summit 44 building

Summit 44 building located among northern Al-Teseen road and a back road benefits from a -3meter level difference between the two roads which offers an extra floor, the 102 m depth of the plot allows flexible form which was used to design welcoming approach and insert a central court yard dividing the building into two masses connected by services and bridges. This separation gives availability to divide the building for different tenants. Environmentally the project has 5 zones with different façade treatments.

يقع المشروع على شارع التسعين الرئيسي الخلفي بالتجمع الخامس ويطل أيضاً على شارع خلفي أخر يرتفع منسوبه عن الشارع الرئيسي بحوالي ثلاثة أمتار.
ولقد ساعد ذلك على التفكير في عمل دور خدمي للمبنى به كافيتريا وقاعات تعليمية وقاعة مناسبات وقاعات متعددة الأغراض لخدمة المبنى ككل، بالإضافة إلى عدد 2 بدروم بكامل المساحة لتوفير أماكن انتظار كافية.
ولما كانت مساحة الأرض كبيرة حوالى 7000 م² فقد سمح ذلك بأن يكون مسطح الدور المتكرر حوالي 2000 م² طبقاً للقوانين المنظمة في هذه المنطقة.
ومن هنا جاء التفكير في استخدام فناء داخلي يتوسط الكتلة لتحقيق عدة أهداف :
1. الاعتماد على الإضاءة الطبيعية إلى أقصى حد وتحقيق أكبر قدر من الوفر في الطاقة المستخدمة في كل من الإضاءة والتكييف.
2. وفّر الفناء الداخلي جو من الراحة والهدوء النفسى والسكينة والتى تساعد على العمل والإنتاج.
3. قسم الفناء المبنى إلى جناحيين فأعطى للمالك مرونة تأجير الدور لمستخدم واحد أو عدة مستخدميين.
تم استخدام مسطحات الزجاج في كل من الفناء والواجهة الشمالية أما باقى الواجهات فقد تم تصغير الفتحات بها بالإضاءة إلى إستخدام كاسرات الشمس وجاءت الواجهة الجنوبية متدرجة البروز لأعلى للزيادة من الظلال على هذه المنطقة.

MEDAD Races Against Time In Asten College Project To Open first International School

ASTEN COLLEGE
LUCIDA FUTURUM

تسابق مداد مهندسون استشاريون الزمن في الانتهاء من تنفيذ مشروع مدارس أستن كولدج الدولية قبل بداية العام الدراسي الجديد والذي أُسند إليها الإشراف على تنفيذه بمشروع تاج سيتي. وهي إحدى مشروعات شركة التعليم المتوازن (BalancED) التي تتبع نظام التعليم البريطاني (IGCSE) ومن أول المدارس التي تطبق فكرة التحول الرقمي في التعليم من خلال الشراكة مع مايكروسوفت مصر.

ويتميز مشروع تاج سيتي بموقعه الاستراتيجي المتميز بمنطقة القاهرة الجديدة على الطريق الدائري بالقرب من مطار القاهرة الدولي حيث يبعد دقائق عن كل من منطقتى شرق القاهرة وهليوبوليس.

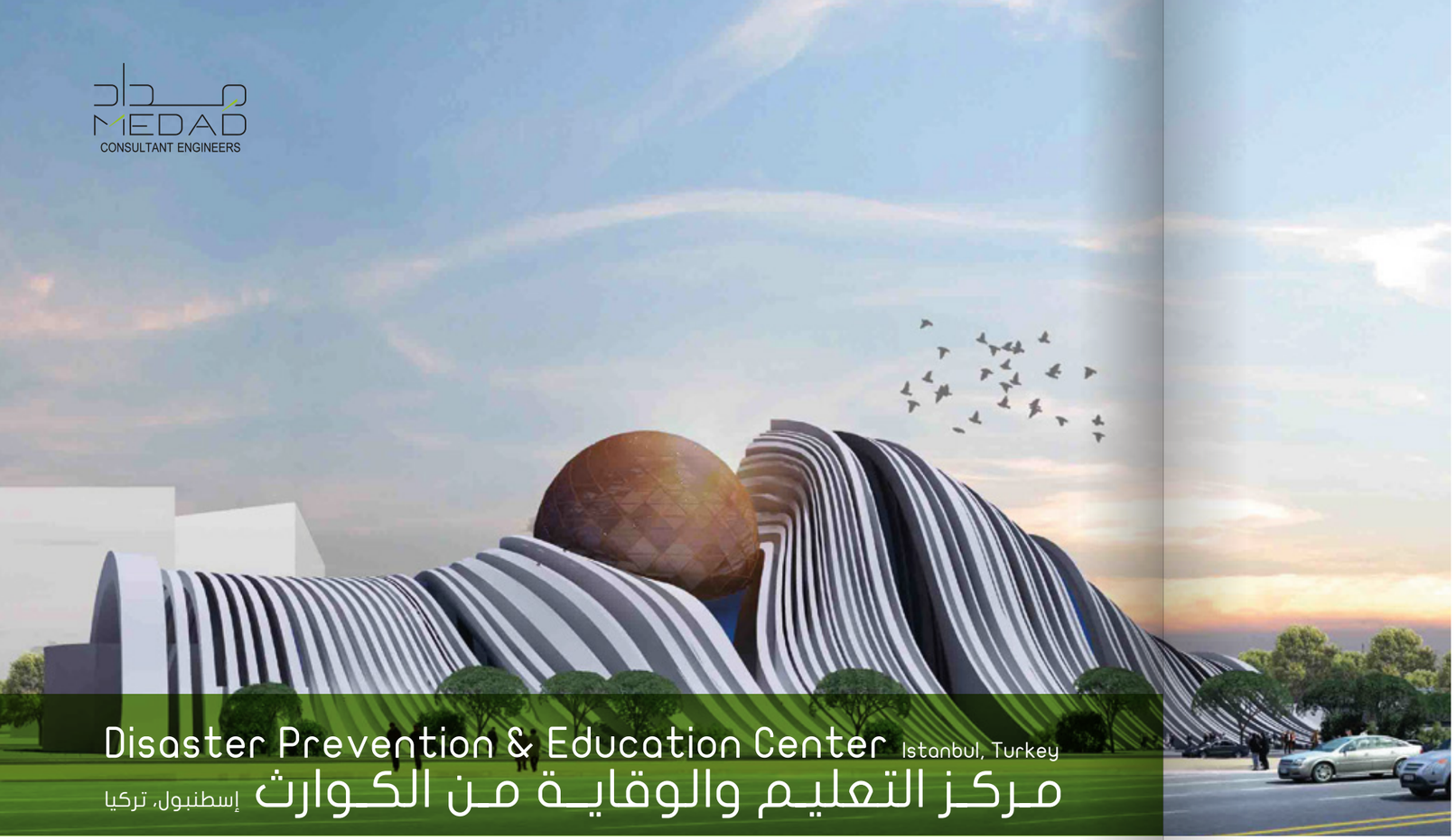
والمشروع عبارة عن مبنيين؛
1. مبنى إداري (أرضي + دورين) بمساحة حوالي 315 متر مربع لكل طابق.
2. مبنى المدرسة (أرضي + 3 أدوار) بمساحة حوالي 3500 متر مربع لكل طابق.

RABYAT MECCA RESIDENCES
MECCA, KSA
مجمع رابية مكة السكني
مكة المكرمة، السعودية

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.

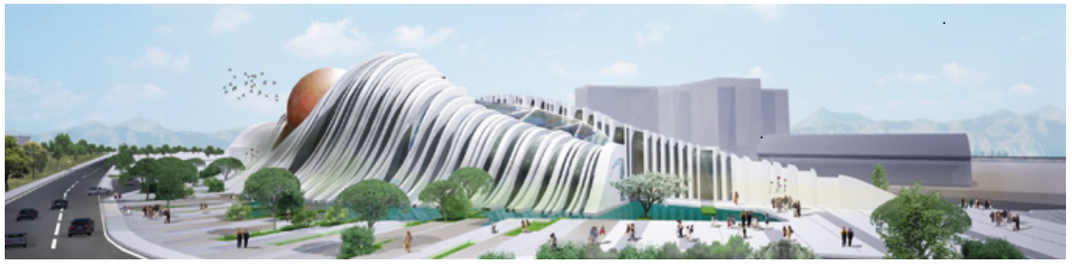


Disaster Prevention & Education Center Istanbul, Turkey

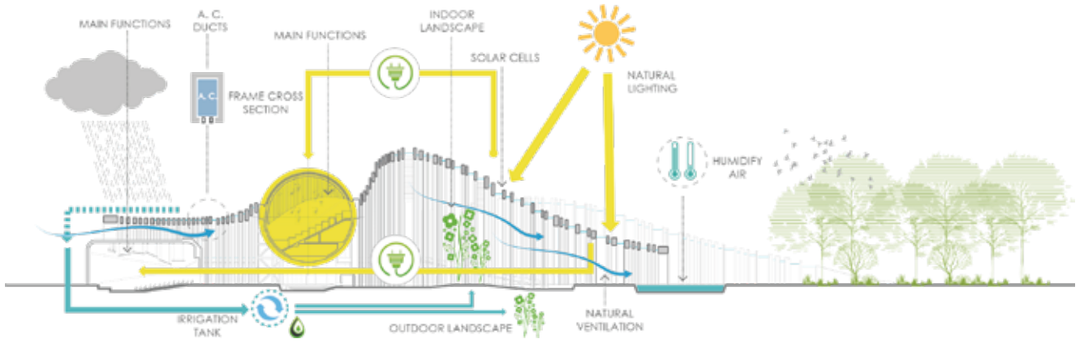
مـركـز التعليـم والوقايــة مـن الكـوارث إسطنبول، تركيا

In reference to nature periodical mutation leads to the process of natural disaster's prediction; nature always has a certain behavior towards the time factor.
Throughout the investigation of an interesting natural feature which is sunlight varying behavior as a result to the time factor. The tracing results into a certain pattern of arrayed lines indicating time intervals in reflection to the sunlight intensity. Through applying this set of lines on morphology expressing the natural slopes of the mountains and the tectonics natural feature the result indicates a process of layering that is an expression of this natural behavior.

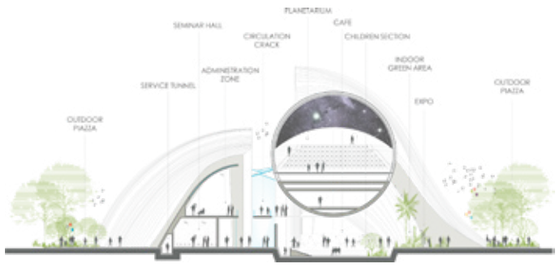
The impact of sunlight intensity through time intervals on the hypothetical time frame calendar, where the location of longest sunlight duration day will pass the largest amount of light and the shortest sunlight duration day will pass the smallest amount of sunlight.



01



صممت مداد مهندسون استشاريون مركز التعليم والوقاية من الكوارث بشكل يتناغم تناغما تاما مع الطبيعة المحيطة في تركيا سواء من حيث شكل الكتلة المستوحى من الطبيعة الجبلية الموجودة أو من تفاصيل المبنى وعلاقاته مع العوامل الطبيعية المحيطة مثل ضوء الشمس على مدار اليوم ودراسة حركتها للاستفادة منها في صور متنوعة ومنها ما استخدمته مداد لتوفير الطاقة الهائلة في القاعات الثقافية الكبرى. وكذلك استفاد التصميم من حركة الأمطار الغزيرة في تخزين المياه وتوفير كمية كبيرة منها لتستخدم في رعاية المسطحات الخضراء الداخلية والخارجية. وعوامل أخرى كثيرة سعينا فيها لتحقيق مبدأ الاستدامة مقرونا بالإبداع والتميز.



مسابقة
التصميم العمرانية
لأمانة المدينة المنورة

Urban Design Competition
AL Madinah AL Munawwarah, KSA

مسابقة التصميم العمرانية
المدينة المنورة، السعودية

The sabil and the house are the nucleus and the center of the place, from which the events of everything begin and around them the features of the historical square begin in the architectural and urban formation. The project is directed to a different visual and spatial vision, as well as the historical axis that starts from the Noble Prophet's Mosque, passing through Al-Manakha Square, then Al-Amriya Square, and reaching the ancient train station area. Finally, it reaches the Al-Asifrain neighborhood, the site of the project, and passes through the cultural Palm Square, which embraces the historic Bani Dinar Mosque, and ends at the road. The design proposal emphasized the idea of direct communication with the Railway Museum via the suspended pedestrian bridge to be a strong link with the study site. Through horizontal arteries connected to the path and the historical square, new and existing buildings were also directed to these events, and the more important the event, the more these buildings expressed that importance by embracing it and directing it.

02

شاركت مداد بالتعاون مع م. زاهر رمضان في مسابقة التصميم العمرانية لأمانة المدينة المنورة، واعتمد التصميم على فكرة أن السبيل والبيت هما نواة ومركز المكان فمنهما تبدأ أحداث كل شيء وحولهما تبدأ ملامح الساحة التاريخية في التشكيل المعماري والعمراني، بنيت الفكرة على إعادة إحياء السبيل ليرجع بنا إلى ما كان عليه في الماضي وقفًا لسقي الماء للمارة والزائرين، كذلك يخرج من مركز السبيل عدة مسارات كل منهم يوجه المشروع إلى رؤية بصرية ومكانية مختلفة، وكذلك المحور التاريخي الذي يبدأ من المسجد النبوي الشريف مارًا بساحة المناخة ثم ساحة العامرية وصولا إلى منطقة محطة القطار الأثرية. أخيراً يصل إلى حي الأصيفرين موقع المشروع فيمر على ساحة النخيل الثقافية المحتضنة مسجد بني دينار التاريخي وينتهي عند السبيل. أكد المقترح التصميمي على فكرة التواصل المباشر مع متحف السكة الحديد عن طريق كوبري المشاة المعلق ليكون حلقة وصل قوية مع موقع الدراسة، واعتمد التطوير على النظرة الشاملة حيث رُوعي في التصميم الحضري التواصل والترابط مع حي الحرة الغربية المرتبط ارتباطا قويا بنطاق الدراسة عن طريق شرايين أفقية متصلة بالمسار والساحة التاريخية كذلك سخرت المباني الجديدة والقائمة توجيهها إلى هذه الأحداث، وكلما زادت أهمية الحدث عبرت هذه المباني عن تلك الأهمية باحتضانها لها وتوجيها إليها.

JAYD RESIDENTIAL COMPLEX & CLUB
New Cairo, Egypt

مجمع سكني و نادي رياضي جايد
القاهرة الجديدة، مصر

The Saudi Egyptian Real Estate Development Company cooperated with Medad Consultant Engineers to design the last phase of this project. The phase is divided into two parts: New residential buildings, and a social club to service the residents, with the goal to give this phase a more distinguished quality, that makes it more dynamic than the previous phases.

In order to achieve this goal, the social club's grounds were designed in a distinct "U" shape that allows it to have more space along the outer facade. Besides giving these spaces a more pleasant view outside, this also doubles as a source of natural sunlight.

Another aspect of the club is to provide a plethora of varying spaces, and a diversity of effective activties within the limits of the design. This includes: a swimming pool, a football field, a multipurpose sports field, as well as a few Squash ball courts, and lastly; a children's playground, surrounded by flowering gardens.

03

قامت الشركة السعودية المصرية للتطوير العقاري بالتعاون مع مداد لتصميم المرحلة الأخيرة من المشروع و التي تتضمن مباني سكنية جديدة و نادي اجتماعي لسكان المشروع.
واستمرارا لهذا المسار تم تصميم أرض النادي الاجتماعي على شكل حرف "U" الذي يوفر مساحات طويلة من الإطلالات والإضاءة الطبيعية من جهة، ومن جهة أخري يوفر التصميم مع محدودية المساحة أنشطة وفراغات متعددة وفعالة متمثلة في حمام سباحة وملعب كرة وملعب متعدد الاستخدامات وملاعب اسكواش ومنطقة ألعاب للأطفال محاطة بحدائق مزهرة.

Business View Office BUILDING
New Cairo, Egypt
مبنى إداري بيزنس فيو
القاهرة الجديدة، مصر

OUR TEAM:

MEDAD Consultant Engineers, Relies on the talent of its experienced and professional team to create solutions that are functional, cost-effective and memorable.

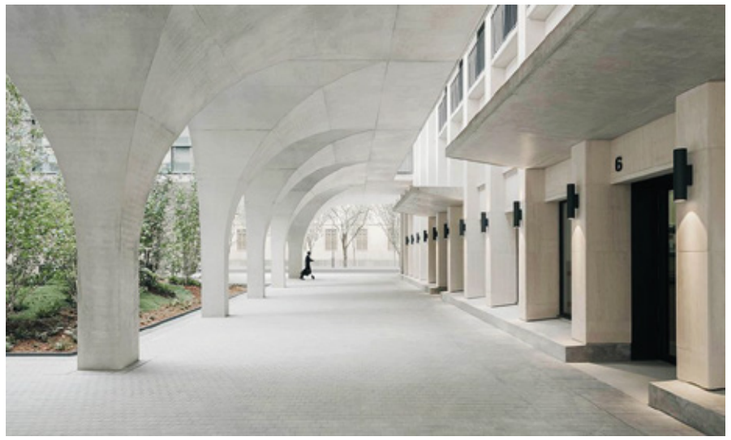
knowledge and anticipation are two key components of our design team`s ability to completely satisfy our client`s needs.

Medad maintains a staff of more than 40 dynamic, qualified and professional individuals whose purpose is to be creative in architecture and design, unique in concept development, professional in execution.

The Pritzker Architecture Prize

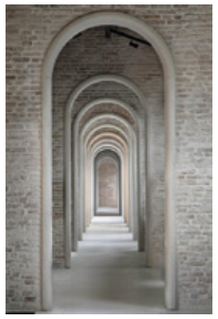
Sir.
David Alan Chipperfield

"I think good architecture provides a setting, it's there and it's not there. Like all things that have great meaning, they're both foreground and background, and I'm not so fascinated by foreground all the time. Architecture is something which can intensify and support and help our rituals and our lives. The experiences in life that I gravitate toward and enjoy most are when normal things have been made special as opposed to where everything is about the special."



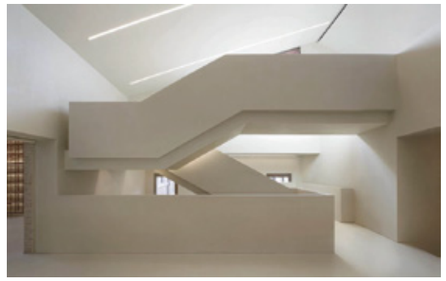
(b. 1953) was born in London and raised on a countryside farm in Devon, southwest England. He graduated from the Kingston School of Art in 1976 and the Architectural Association School of Architecture in London in 1980, where he learned to become a critic, re envisioning the potential of each element to stretch every project beyond the task itself.

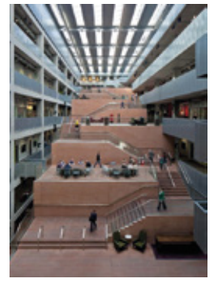
Collaboration has always been fundamental to his practice, upholding with certitude that, "the reality is that good buildings come from good process and good process means that you are engaging and collaborating with different forces"

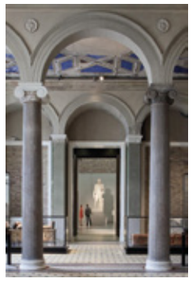


Always characterized by elegance, restraint, a sense of permanence, as well as clear compositions and refined detailing, his buildings each time exude clarity, surprise, sophisticated contextually and confident presence. In an era of excessive commercialization, over designing, and over exaggeration, he can always achieve balance: between a modern minimalistic architectural language and freedom of expression, between abstract statements and rigorous elegance never devoid of complexity.

His built works, spanning over four decades, are expansive in typology and geography, including over one hundred works .While preserving a meticulous yet consistent quality of design, David Chipperfield has continually worked across a wide array of building types from public civic buildings to commercial, residential and retail structures. But from early in his career, museums have been a particular focus. Ranging across small-scale works free standing in the landscape to large-scale monuments in prominent and often complex and delicate urban locations, his museum buildings have always defied the notion that a museum is a place for elite culture. Over and over, he has interpreted the demands of the museum program to create not only a showcase for art but also a place interwoven with its city, breaking down boundaries and inviting the public at large to engage. Over and over, his museum buildings have generated new civic spaces, new patterns of movement in the city and new ways of integrating existing fabric.







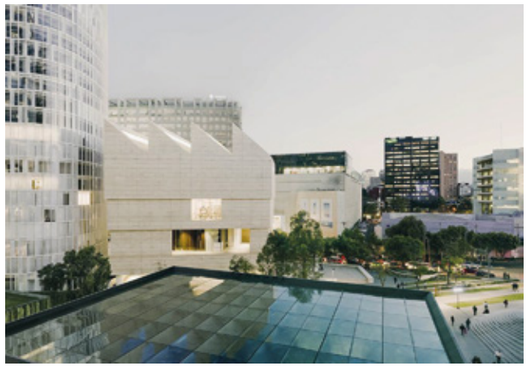
Chipperfield calculates the environmental and historical impacts of permanence, embracing the preexisting, designing and intervening in dialogue with time and place to adopt and refresh the architectural language of each locale

In his persistent search for a diverse, solid and coherent body of work, David Chipperfield manages not to deviate from a serious consideration of the genius loci—the spirit of the place—or of the growing diverse cultural contexts in which he works.
We do not see an instantly recognizable David Chipperfield building in different cities, but different David Chipperfield buildings designed specifically for each circumstance.
Each asserts its presence even as his buildings create new connections with the neighbourhood. His architectural language balances consistency with the fundamental design principles and flexibility towards the local cultures.
The work of David Chipperfield unifies European classicism, the complex nature of Britain and even the delicateness of Japan. It is the fruition of cultural diversity.

The career of David Chipperfield is marked by a long term, rigour and consistency in a body of work that has seamlessly integrated and balanced both terms of that equation.

The careful, well-crafted, precise and calm responses he has offered to the goals aspired to in his buildings can only originate in a deep and sustained knowledge of the discipline. Yet, those responses are never self-centred, nor do they serve in any way as art for art's sake: rather, they always remained focused on the higher purpose of the undertaking and on the pursuit of civic and public good.

ولد ديفيد شيبرفيلد في لندن عام 1953 ودرس الهندسة المعمارية في كلية كينجستون للفنون وكلية الهندسة المعمارية التابعة لجمعية الهندسة المعمارية. اكتسب خبرة في العمل لمهندسين معماريين مشهورين مثل دوغلاس ستيفن ونورمان فوستر وريتشارد روجرز قبل أن يؤسس شركته الخاصة ، David Chipperfield Architects ، في عام 1985. بدأ تشيبرفيلد حياته المهنية في تصميم الديكورات الداخلية التجارية في لندن وباريس وطوكيو ونيويورك. تتميز أعماله دائمًا بالأناقة ، وضبط النفس ، والشعور بالديمومة ، فضلاً عن التكوينات الواضحة والتفاصيل الدقيقة ، حيث تتميز مبانيه في كل مرة بالوضوح ، والمفاجأة ، والتطور السياقي والحضور الواثق. في عصر التسويق التجاري المفرط ، والإفراط في التصميم ، والمبالغة ، يمكنه دائمًا تحقيق التوازن: بين لغة معمارية حديثة مبسطة وحرية التعبير ، بين التعبيرات المجردة والأناقة الصارمة التي لا تخلو أبدًا من التعقيد. تمتد أعماله المبنية على مدى أربعة عقود ، وهي واسعة النطاق في التصنيف والجغرافيا ، بما في ذلك أكثر من مائة عمل. مع الحفاظ على جودة التصميم الدقيقة والمتسقة ، عمل ديفيد باستمرار عبر مجموعة واسعة من أنواع المباني من المباني المدنية العامة إلى المباني التجارية والمباني السكنية والتجزئة. ولكن منذ بداية حياته المهنية ، كانت المتاحف محط تركيز خاص. بدءًا من الأعمال الصغيرة القائمة بذاتها في المناظر الطبيعية إلى المعالم الأثرية واسعة النطاق في المواقع الحضرية البارزة والمعقدة والحساسة في كثير من الأحيان ، لطالما تحدت مباني المتحف الخاصة به فكرة أن المتحف هو مكان لثقافة النخبة. وقام بتفسير متطلبات برنامج المتحف ليس فقط لإنشاء عرض للفن ولكن أيضًا مكان متشابك مع مدينته ، وكسر الحدود ودعوة الجمهور بشكل عام للمشاركة. وأوجدت مباني المتحف الخاصة به مساحات مدنية جديدة وأنماطًا جديدة للحركة في المدينة وطرقًا جديدة لدمج النسيج الحالي.



THE GATE OFFICE BUILDING
NEW CAIRO, EGYPT
مبنى إداري ذا جيت
القاهرة الجديدة، مصر

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.

BEEAH HEADQUARTERS

BEEAH Group's new headquarters in Sharjah, UAE, was opened by His Highness Dr. Sheikh Sultan bin Muhammad Al Qasimi. Powered by its solar array and equipped with next-generation technologies for operations at LEED Platinum standards, has been designed to achieve net-zero emissions.

With their twin-pillared strategy of sustainability and digitalisation, BEEAH Group works across six key industries that include waste management and recycling, clean energy, environmental consulting, education and green mobility.

BEEAH demonstrates how technology can scale sustainable impact and ultimately serve as a blueprint for tomorrow's smart, sustainable cities.

Embodying these principles, the headquarters' design responds to its environment as a series of interconnecting 'dunes' orientated and shaped to optimize local climatic conditions.The design echoes the surrounding landscape shaped by prevailing winds into concave sand dunes and ridges that become convex when they intersect.

Ensuring all internal spaces are provided with ample daylight and views while limiting the quantity of glazing exposed to the harsh sun. the public and management departments together with the administrative zone that interconnect via a central courtyard, defining an oasis within the building which is integral to its natural ventilation strategy.

Visitors enter beneath the -15metre high dome which further enhances natural ventilation and allows passive daylight to enter the building.

Glass reinforced fibre panels reduce solar gain while slab and glass cooling regulate interior temperatures for optimum comfort. On-site water treatment filtrates waste water to minimise consumption and its solar farm charges Tesla battery packs to meet the building's energy demand throughout each day and night.

مجموعة "بيئة" مجهزة بتقنيات الجيل التالي للعمليات وفقًا لمعايير LEED البلاتينية ، وقد تم تصميمها لتحقيق صافي انبعاثات صفري

تعمل مجموعة "بيئة" عبر ستة صناعات رئيسية تشمل إدارة النفايات وإعادة التدوير والطاقة النظيفة

يوضح "بيئة" كيف يمكن للتكنولوجيا توسيع نطاق التأثير المستدام

يستجيب تصميم المقر الرئيسي لبيئته كسلسلة من "الكثبان" المترابطة الموجهة وتشكل لتحسين الظروف المناخية المحلية

تعمل الألواح المصنوعة من الألياف الزجاجية المقواة على تقليل اكتساب الطاقة الشمسية بينما ينظم تبريد الألواح والزجاج درجات الحرارة الداخلية لتوفير الراحة المثلى.

تعمل معالجة المياه في الموقع على ترشيح مياه الصرف لتقليل الاستهلاك ، كما تقوم مزرعتها الشمسية بشحن حزم بطاريات تسلا لتلبية الطلب على الطاقة في المبنى طوال النهار والليل.

University Hospital in Tangier

The project's starting point was rethinking commercial spaces to better integrate with their surroundings. the design opted to present a brand-new public space in the city: a riverside green land with cultural and leisure facilities, incorporating a subterranean commercial area.
Taking a holistic approach to the project, the vision was that of an urban valley. The commercial space is located inside the valley; while its sides take the form of stepped access points As well as a new 4floor 'gateway building,' the project's most important is the aboveground green land itself.

The pebble-shaped openings incorporate entrances to the underground commercial space and are located on either side of the bisecting road. Partially planted and with occasional seating areas along their route, as well as coffee shops, they recall the gentle slopes of a valley or stepped tea fields. With escalators alongside for accessibility, entrances merge with the surrounding landscape, with only their canopies visible from the green land above.

اختار التصميم تقديم مساحة عامة جديدة تمامًا في المدينة: أرض خضراء على ضفاف النهر مع مرافق ثقافية وترفيهية ، تضم منطقة تجارية تحت الأرض.
كانت الرؤية تتمثل في وادي حضري. مساحة تجارية تقع داخل الوادي. بالإضافة إلى مبنى بوابة جديد مكون من 4 طوابق.
الفتحات تدمج مداخل المساحات التجارية تحت الأرض وتقع على جانبي الطريق. مزروعة جزئيًا مع مناطق جلوس عرضية على طول طريقهم ، بالإضافة إلى المقاهي.
إنها مساحة عامة للمتعة والاسترخاء. في مدينة كثيفة مثل شنغهاي ، حيث لا يستطيع غالبية السكان الوصول إلى حديقة خاصة .
تفضل المدن بعد الوباء المساحات عالية الجودة التي تم بناؤها مع مراعاة الحياة الخضراء ، والتي تعد أيضًا حافزًا للنمو الاقتصادي الحضري في المستقبل.

MEDAD
CONSULTANT ENGINEERS

ARTISTIC EYE

VINAY ADMIN BUILDING
Nairobi, Kenya
مبنى إداري فيناي سانغراجكا
نيروبي، كينيا

DESIGN PHASES:

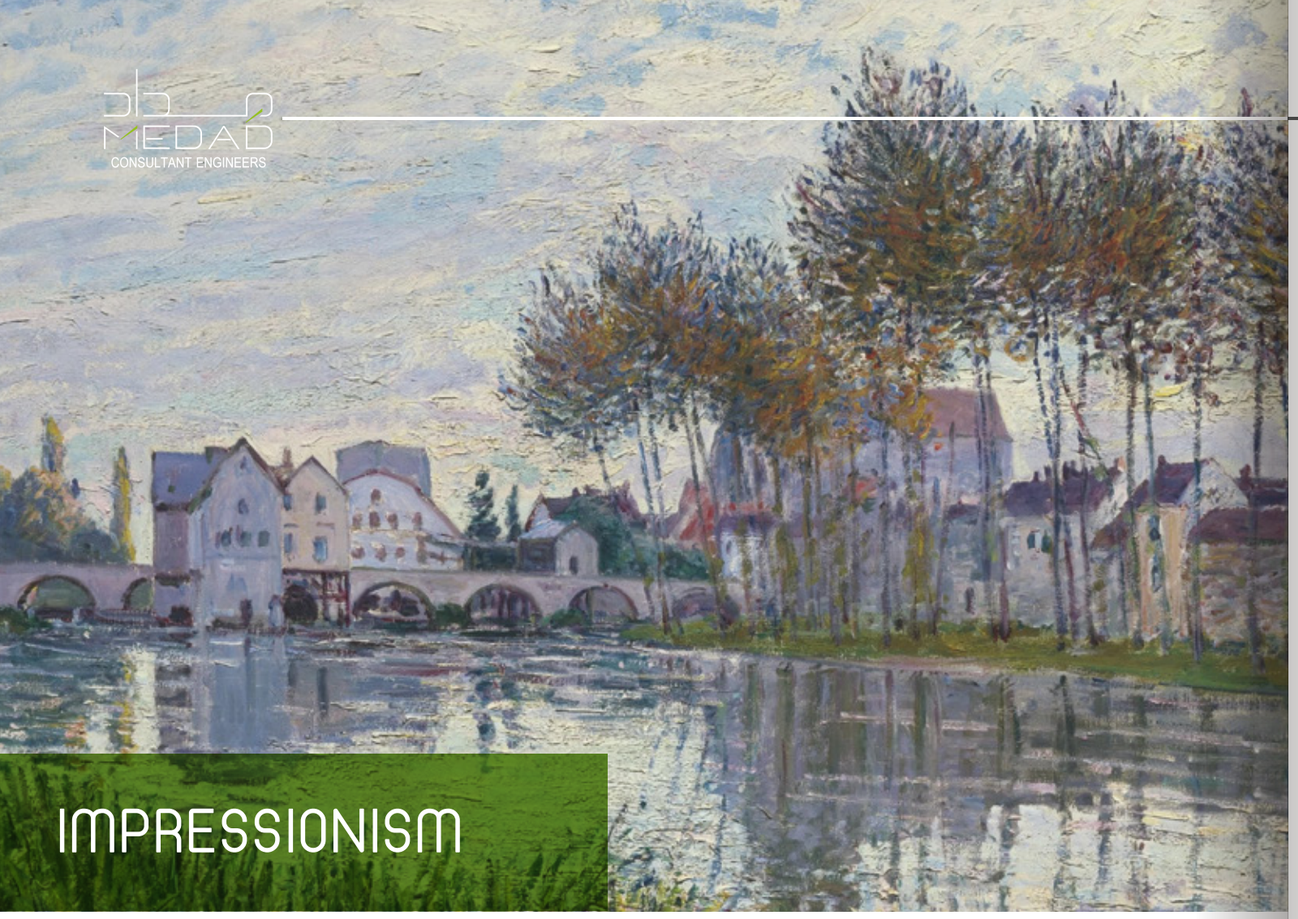
We aim to make the design process enjoyable for our clients, interpreting their ideas and developing a finished product meets their expectations with added-value.

Pre-contract design stages:

-Briefing
-Concept Design
-Schematic Design
-Detailed Design

Post-contract construction stages:

-Tender
-ff&E Procurement
-Project Supervision



IMPRESSIONISM

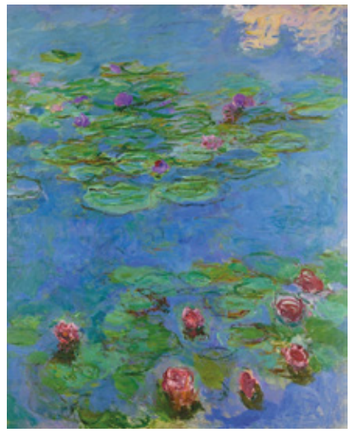
Impressionism describes a style of painting developed in france during the mid-to-late 19th century; characterizations of the style include small, visible brushstrokes that offer the bare impression of form, unblended color and an emphasis on the accurate depiction of natural light. The founding Impressionist artists – including Claude Monet, Camille Pissarro, Alfred Sisley and Edgar Degas, among others – were united by their desire to cast off the strict rules of academic-style painting. In particular, the artists sought independence from the Académie des Beaux-Arts and its annual Salon (which was, at the time, considered the greatest art show in the Western world).

Impressionism is often termed the first modern movement in painting, in part because the greater tide of modernization created the conditions which inspired the movement. The industrial revolution and the invention of the railroad suddenly awarded greater leisure time to middle and lower-class Parisians, and a way to travel quickly and inexpensively to the countryside.The Impressionists used looser brushwork and lighter colors than previous artists. They abandoned traditional three-dimensional perspective and rejected the clarity of form that had previously served to distinguish the more important elements of a picture from the lesser ones.understood were two different things.

The Impressionists sought to capture the former - the optical effects of light - to convey the fleeting nature of the present moment, including ambient features such as changes in weather, on their canvases. Their art did not necessarily rely on realistic depictions.for this reason, many critics faulted Impressionist paintings for their unfinished appearance and seemingly amateurish quality. Getting away from depictions of idealized forms and perfect symmetry, they concentrated on the world as they saw it, which was imperfect in a myriad of ways.Scientific thought in the Impressionist era was beginning to recognize that what the eye perceived and what the brain.

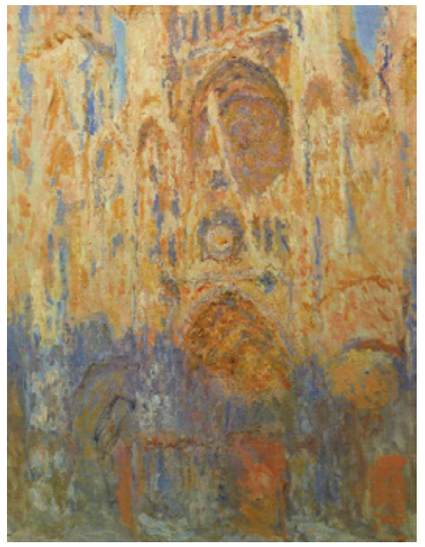
CLAUDE MONET

Claude Monet's lush, light-dappled plein air paintings exemplify the aesthetics of the Impressionist movement, which the artist helped establish in late 1800s France. Monet keenly observed and rendered urban environments, his iconic water lily gardens, haystacks, and other pastoral landscapes. He painted each setting over and over again in order to capture changes in light and ambiance. As he evoked the particularities of the environment, his brushstrokes could veer towards abstraction. Both his mark-making and rich color palettes helped establish a path for 20th-century painting.



"For me, a landscape does not exist in its own right, since its appearance changes at every moment; but the surrounding atmosphere brings it to life - the light and the air which vary continually. For me, it is only the surrounding atmosphere which gives subjects their true value."
Claude Monet

Monet departed from the clear depiction of forms and linear perspective, which were prescribed by the established art of the time, and experimented with loose handling, bold color, and strikingly unconventional compositions. The emphasis in his pictures shifted from representing figures to depicting different qualities of light and atmosphere in each scene.



DR. SAMIR ABBAS HOSPITAL
RIYADH, KSA
مستشفى دكتور سمير عباس
الرياض، السعودية

ARCHITECTURAL TECHNOLOGY

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.

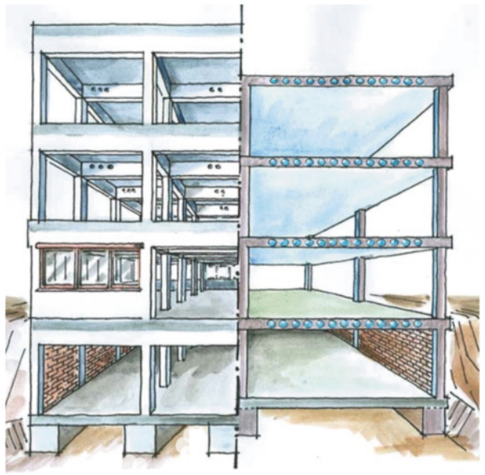
Voided Slabs Are An Economical Problem Solver

Solid slabs are extremely heavy. This added weight puts strain on the slab itself. It also exerts a great burden on the foundations and the framework of the building. fortunately, CobiaxUSA systems can provide a simple solution.

COBIAX Technology is based on generating specific hollows inside a reinforced concrete slab. A high proportion of the solid slab's concrete, usually at %80-60 of its surface, is replaced by void formers of %100 recycled plastic. Thus, it is possible to construct slabs of reduced weight and thickness for large spans and cantilevers.

Benefits of the Cobiax flat slab technology

The numerous advantages of the Cobiax technology lead to an increased value

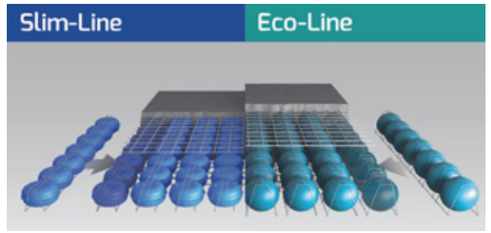


CONVENTIONAL vs. COBIAX SOLUTION

for all stakeholders involved in the design and exe- cution process of concrete structures for buildings.

1. Weight reduction and slab thickness reduction

The weight of a COBIAX slab is reduced by up to %35 compared to the corresponding solid slab and its thickness is about %25 less than a slab with girders (zoellner and sandwich type).



2. Cost reduction compared to other type of slabs

Structures with COBIAX slabs are more economical compared both to the constructions with solid slabs (cost reduction mainly due to the weight reduction) and to the constructions with slabs with girders (direct reduction to the cost of the slab of about 40 €/m2).

3. Architectural advantages

(a): Thinner slabs up to %25 compared to the corresponding slab with girders. This leads to larger clear floor heights.

(b): Larger spans.

(c): Flat slabs.

(d): Due to the reduction of the dead load up to %35, it is possible to reduce the dimensions of the cross section (even the number) of the columns. Thus, the available areas are increased.

4. Structural advantages

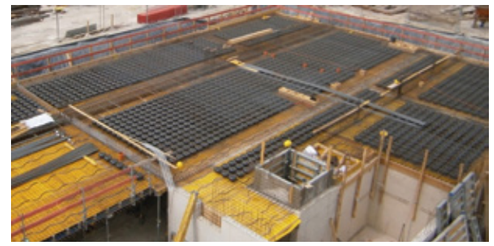
(a): The reduction of the total weight leads to a reduction of the seismic loads to the building.

(b): Deformations and cracks are reduced.

(c): Slimmer structure means less load for the foundation and the substructure.

5. Eco-friendly buildings

COBIAX technology has an EPD (Environmental Product Declaration) certification and the respective structures, as green buildings, are considered candidates for awards such as LEED certification.



MEDAD
CONSULTANT ENGINEERS

SUSTAINABLE SOLUTIONS

www.medadce.com

AL- DANA BAY GOLF COMPOUND
ALKHOBAR, KSA
منتجع سكني خاص
خليج الدانا، الخبر، السعودية

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 fulfils our client's needs and reflect their unique personality.

Services:

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

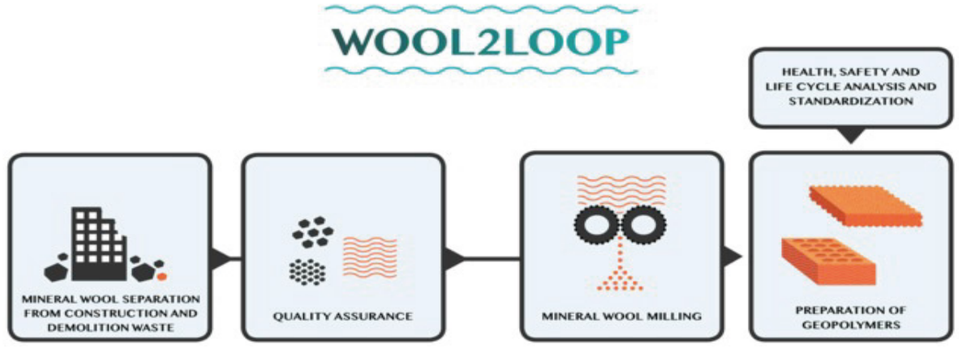
Replacing Cement with Waste

Embracing the Circular Economy with Polymer Technology

The construction industry, being a huge contributor to waste production and greenhouse gas emissions, has also developed multiple new technologies to improve its practices. This is the case of the WOOL2LOOP project, which seeks to solve one of the biggest challenges in applying a circular approach to construction and demolition waste.

One example of the unexplored possibilities of circularity is mineral wool. These are fibrous materials formed by the spinning or extracting of minerals or molten rocks, such as slag and ceramics.
They work as excellent thermal and acoustic insulators, as they have an extremely low density.
As mentioned in this article, "In Europe, around 2,5 million tonnes of mineral wool waste are generated each year in construction and demolition.

The WOOL2LOOP project aims to use mineral wool waste, after processing, in products such as façade panels, acoustic sheets, paving tiles and even as aggregates for 3D printers. To this end, a process was developed that starts by separating mineral wool residues, grinding them and using them as products through alkaline activation (or geopolymerization), converting them into ceramic or concrete-like materials.
Geopolymers are considered good alternatives for traditional Portland cement (OPC), mainly due to comparable mechanical properties, while releasing a fraction of the carbon dioxide.



The great advantage is that several residues from existing industrial processes can be used for the manufacture of geopolymers, such as fly ash or kiln slag, which makes the process ideal both environmentally and economically.

Mineral wool geopolymer concrete is estimated to produce approximately 80% less CO2 emissions compared to regular concrete and the final product is twice as hard as conventional high-strength concrete.
3D printing ,Different printing capabilities of different geopolymer blends containing insulation materials recovered from construction sites are currently being tested. With proper mixing ratios and the adaptation of printing technology, new geometries can be fabricated that otherwise could not be made with traditional techniques.

WOOL2LOOP has been developed by a consortium of 15 partners, with companies including Saint-Gobain Finland, an NGO and research institutions. As Anne Kaiser, Sustainability Manager at Saint-Gobain Finland points out, "By turning mineral wool at the end of its life to a raw material for new products, we become part of new industrial ecosystems and promote eco-innovation in the circular economy while reducing the amount of landfilled construction and demolition waste".

EGYPT

Headquarters

Address : 4 Al-Shaheed Ahmad Yahia Ibraheem Street -
off Wadi El Nile Mohandseen - Giza
Tel : + (202) 33 444 567
fax : + (202) 33 444 568
Mobile : + (20) 100 811 1313
E-mail : info@medadce.com

SAUDI ARABIA

Jeddah

Medad Al Omran Engineering Consultants

Address : 8461 Al-Batha St,
Al-faisaliah District, Jeddah,
Kingdom of Saudi Arabia
Mobile : +966 555 789 474
E-mail : info@medadce-ksa.com
e.bakry@medadce-ksa.com

Riyadh

Mr. Mostafa Ebied - Sales Manager

Mobile : + 966 552 650 256
E-mail : info@medadce-ksa.com

LIBYA

Branch

Address : 8 Al Hassn St. from Sebaweih,
Besided Eye Hospital
Zawyet Dahmani, Tripoli, Libya
Tel: + 218 21 340 8344 -46
fax: + 218 21 340 8572
Mobile : + 218 (91) 369257
E-mail : info@medadce-lby.com

KENYA

Branch

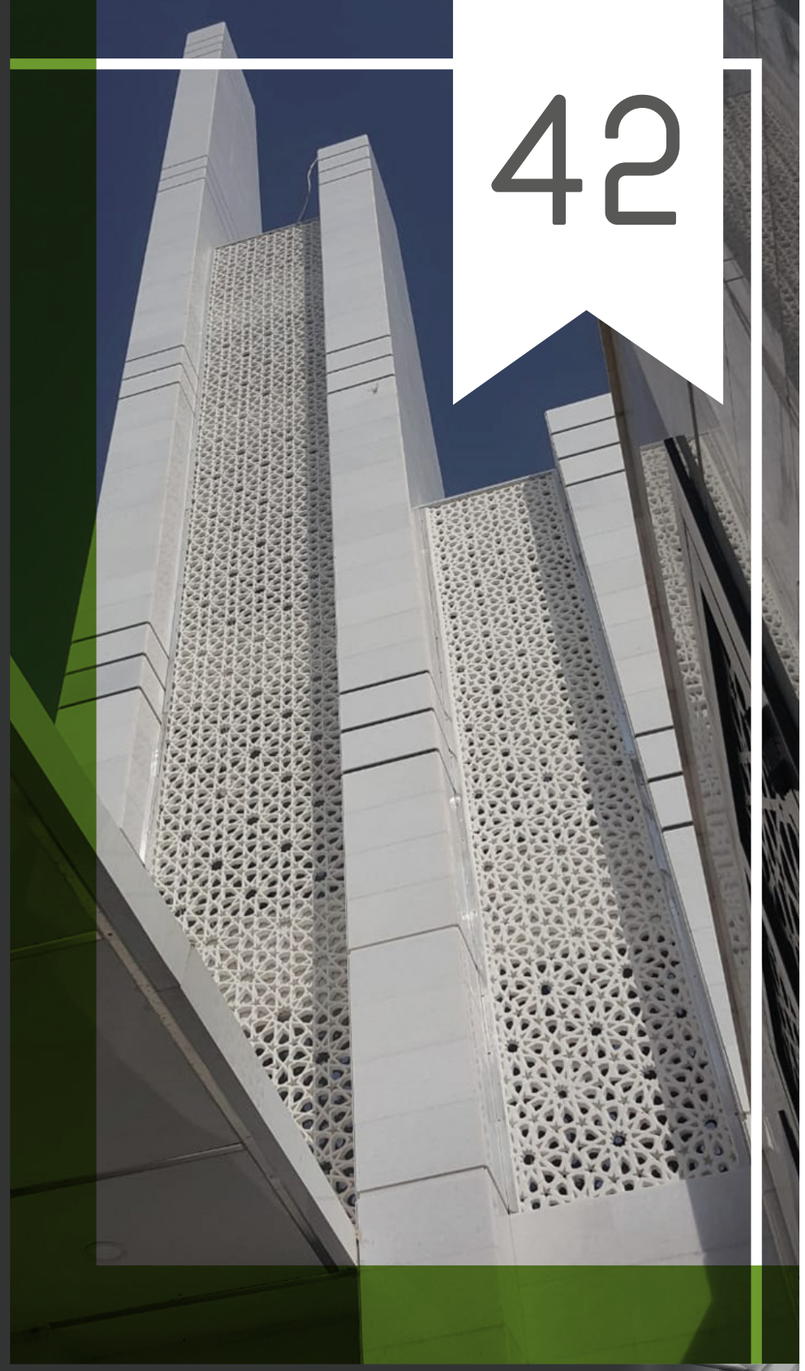
Address : Westlands, flat 25, LR No. 47/209 Muthithi Road,
P.O. Box 66883-00800 ,Nairobi, Kenya
E-mail : info@medadce-ke.com

MEDAD
CONSULTANT ENGINEERS

4 AHMED YEHIA IBRAHIM st. MOHANDESSEEN, GIZA, EGYPT. POST NO 12411
TEL :+202 33444567 - FAX : +202 33444568 MOBILE : +20 100 811 13 13
E-mail : info@medadce.com

summer edition

42



Design
Arch. Marwan Mohallel

Editors
Arch. Ahmed Elgharabawy
Arch. Shimaa Nashat
Arch. Elham Ramadan
Ms. Nourhan Mohamed

Managing Editor
Arch. Shadi Galal

Editor in chief
Arch. Hussein Assaad

MEDAD

www.medadce.com