

Architecture

Interior Design

Landscape

Urban Design

Housing

Product Design



MEDAD

C o m m u n i t y

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JANUARY 2015

medadce.com

Architecture

Interior Design

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Operational Officer :**
Mohamed Sobhi

**Vice Chairman: Arch. &
Urban Design Dept. Director:**
Ehab Abbas

Editor:
Salma Tammam



“ **Hayah
International
academy**

Won Hassan fathi's
Architecture award, a full
preview for the project



p.9



p.17

p.10

“ **MEDAD IN SAUDI**

A family resort in Khobar, interior
design



p.20

“ **MEDAD IN SMART
VILLAGE**

A full preview and a walk through
an office building



p.25

“ **MEDAD IN ALGERIA**

A Housing project designed in
Algeria (Dawar Bu Gomaa)

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HAPPY

NEW

YEAR

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JANUARY 2015

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كلمة العدد : الحفاظ على العلاقة الاجتماعية



Ehab Hussein

Vice Chairman-
Arch. And urban
design
department
director

#08

خلال جولتنا المعمارية بين مصر ودول الخليج العربي، ومن خلال ما يحدث حولنا في مجال العمارة والعمران في العالم أجمع أصبح من الجلي سيطرة المفاهيم العلمانية على فكر الحكومات والمستخدمين والأفراد والهيئات بطريقة تنذر بافتقاد كثير مما تأسسنا عليه كمعماريين من احترام الثقافة والهوية والتراث عن طريق الإيهار بالخامات (خاصة الزجاج) والإضاءة والمواد المصنعة.

فأصبح لزاما علينا أن ننظم مجال العمل في مواجهة سلبيات تلك المفاهيم والاستفادة من إيجابياتها.

فمن الأهمية بمكان الحفاظ على العلاقة الاجتماعية المميزة للمجتمعات العربية من ألفة ومودة وكرم ضيافة وعناية وترباط، وذلك في إطار دراسة الفراغات والعناصر المعمارية الراحية والمحتضنة لتلك السلوكيات وتطويرها ومعرفة المعايير الحاكمة لها ونحدث هنا (كما أكد المعماري الشهير / راسم بدران) عن ضرورة تصميم الفراغات الخارجية والبيئية بنفس الحرص على تصميم الفراغات الداخلية المغلقة بحيث تكون ثرية بتشكيلاتها ونسبها وخاماتها كحاضنة للأنشطة الخارجية المجتمعية والفردية على حد السواء.

وعلي سبيل المثال هذا ما حاولنا الوصول إليه في تصميم مدرسة أكاديمية حياة الدولية للغات الحائزة حديثاً على جائزة حسن فتحي التقديرية لعام 2014 في تصميم المدارس حيث أن تشكيل الفراغ هو المولد الأساسي في تشكيل الكتل وترباطها آملين من الله ثم من المجتمع المعماري العمراني في مصر والعالم العربي مراعاة ذلك التوجه حتى نلتزم بتقديم منتج معماري غاية في التأثير في الحفاظ على هويتنا جنباً إلى جنب مع التطور الحتمي المطلوب للحاق بركب الأمم المتحضرة.

Architecture

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Urban design

Housing

Product design

MEDAD | Consultant Engineers
Future Heritage

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

JANUARY 2015

ABOUT US

Find Us In...

CAIRO

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

Tel: +(20) 2 33 444 567

Fax: +(20) 2 33 444 568

Mobile: +(20) 100 8 111 313

E-mail: Info@medadce.com

JEDDAH

Saudi Commission For Health Specialties
Building

Level 4, Office 405-406, Palestine Street
(next to Dallah Tower)

176 -Jeddah -21411 -Kingdom of Saudi Arabia

Tel: +966 012 67 000 05 Ext: 242

Fax: +966 012 617 00 11

E-mail: Info@medadce-ksa.com

RIYADH

Malga Riyadh , Kingdom of Saudi Arabia

Mobile : +966 555987585

E-mail: Info@medadce-ksa.com

DOHA

C-ring Road, Qatar Finance House Building
P.O. Box 209036

Doha, Qatar

Tel: +974 44677209

Fax: +974 44151806

Mobile : +974 66749402

MAIN SCOPE OF WORK MAIN PROJECTS

VARIOUS CRITERIAS

Religious

Educational

Commercial

Urban Design &

Planning

Medical

Hospitalities

Governmental Buildings

Office

Landscape

Infrastructure

Landmarks

Industrial

Housing

Interior

Public Buildings

Products Design

SELECTED CLIENTS

Clients are partners

Over two decades in the field of project designs, Medad has Achieved, during its ever growing stages, a tangible presence in the Middle East Markets. This has been achieved through its head office in Egypt and the representation offices in Saudi Arabia and Qatar, During that period, Medad also participated in many competitions and designs outside the Arab world, Namely Japan, Germany ,Bosnia ,Slovenia, Niger and Nigeria, in an attempt to expand the scope of work and acquire new experiences in order to develop the standards of our projects and to spread worldwide



OUR TEAM

INTRODUCING THE KEY PERSONS IN MEDAD



AHMED NAWITO
Vice Chairman

The "Balance" and the "Negotiator"

Arch. Nawito main task varies between financial managing, balancing between "Medad" and other sister companies, and negotiating in huge deals.



MOHAMED SOBHI
Vice Chairman: Executive Operation Officer

The "Maestro"

Arch. Sobhi main task is managing all the departments in a homogeneous way, seeking the efficiency of all tasks while motivating everyone



EHAB HUSSEIN
Vice Chairman: Arch. & Urban Design Dept. Director

The "Creative"

Arch. Ehab is the main designer and the key architect of Medad's projects, Not to mention his outstanding skills in different artistic fields.



MOHAMED NAIEF
Site Supervision Dept. Director

The "Responsible"

Arch. Naief is responsible of construction site tasks, known for his very efficient managerial skills in site.



ZEIAD KHALIL
Interior Design Dept. Director

The "Data base"

Arch. Zeyad's main task varies between directing the interior department team and designing projects, known for his huge knowledge in his field and experience



MOHAMED NEZAR
Working Design Dept. Director

The "Efficient"

Arch. Nezar is responsible of working department, he is known for his efficient task delivering and smooth managing of his department



HAITHAM NOUR
Qatar Managing Director

The "Energetic"

Dr. Haitham working previously as the business development manager and currently as Qatar managing director, known for his energetic work attitude, seeking the best quality of products



EMAD BAKRY
Jeddah Managing Director

The "Accurate"

Arch. Emad main scope of work varies between targeting new clients, presentation and we here in Medad act as back office backing up offers and dealing with clients issues and request's. Known for his efficient skills in negotiation



TAMER SULTAN
Riyadh Managing Director

The "Good spirit"

Arch. Tamer scope of work is identical to Arch. Emad scope work with the consideration of the difference of the nature of projects according to the difference in the clients.

OUR DESIGN TEAM



SHADY GALAL
Vice Arch & Urban
Design Dept. Director

Graduated in 2003, have been working in Medad for 8 consecutive years. Have alternated in several departments and leaded the office branch in Libya.

أحد أعضاء فريق دائرة الميدان
دائرة الميدان مشروع يهدف الى نشر ثقافة الحوار في المجتمع ليستطيع أن يتكامل افراده معاً، فتضاف عناصر القوة الى عناصر الضعف منتجة عناصر متكاملة.



AHMED HASSENIEN
Architect

Graduated in 2014, takes part in "Arabesque" as the head of event department, "Arabesque" is a student activity that is meant to break the daily routine for the architecture students and act as a consultant center to lead the students to their real interests and hobbies



SARAH SAYED
Architect

Graduated in 2014 from Cairo university . She is into teaching so she takes part in teaching little children in "Magaz" school in imbaba

AHMED TAREK
Architect

Graduated in 2014, joined Medad's team 6 months ago, correspondingly he has joined several workshops, interested in urban design and housing issues.



MAHMOUD MO'MEN
Senior Architect and
visualization specialist



SALMA TAMMAM
Architect

Graduated in 2012, known for her Manual skills while working on conceptual design issues ,presentations and graphical editing, have been editing the magazine for 3 issues. Interested in arts and portrait painting.



ACTIVITIES

WORKSHOPS

ARTS

INTRODUCING OUR AIMS, SERVICES AND SISTER COMPANIES

“ **CREATING**
LIVABLE SPACES

“ **ENHANCING**
USERS EXPERIENCE

“ **DELIVERING**
QUALITY DESIGNS

“ **INSPIRING**
OUR SOCIETY



| Sister companies

TORATH:
contracting and
construction

MADINA:
contracting and
construction

KHASHAB KHAN:

product design

HODA LASHEEN:
interior design



IMPORTANT NEWS



جائزة حسن فتحى للعمارة جائزة تقديرية للمباني التعليمية أكاديمية حياة الدولية



HAYAH INTERNATIONAL ACADEMY



Land area :54000 m²

Program

- Playgrounds
- administration
- Preschool
- Elementary school
- Girls secondary school
- Shared facilities boys
- secondary school
- Library
- Sports facilities
- Girls swimming
- Boys swimming pool
- Theater and services



“ **CREATING**
LIVABLE SPACES

“ **ENHANCING**
USERS EXPERIENCE

“ **DELIVERING**
QUALITY DESIGN

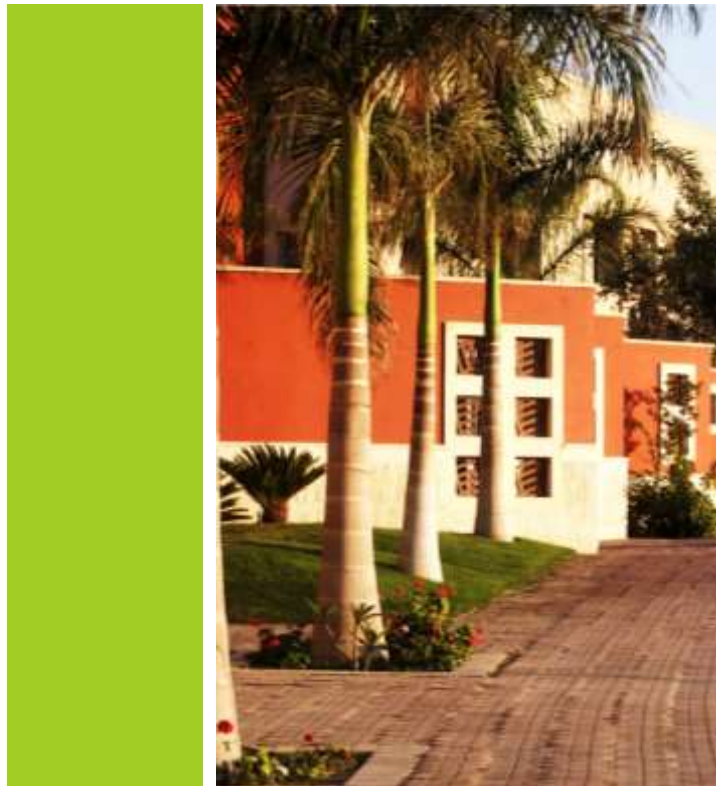
“ **INSPIRING**
OUR SOCIETY

HAYAH

INTERNATIONAL ACADEMY

CHARACTER AND ARCHITECTURAL FEATURES

The main aim of building the academy is establishing a high standard learning school that graduates a well prepared physical, mental and spiritual individuals



HAYAH

INTERNATIONAL ACADEMY

CHARACTER AND ARCHITECTURAL FEATURES



HAYAH INTERNATIONAL ACADEMY LIBRARIES



To approach the main target, it is crucial to provide:

- Learning spaces that allows high level of interaction



- Activities that helps to achieve noble values
- providing spaces with certain colors that helps the highest levels of concentration and energy



HAYAH

INTERNATIONAL ACADEMY RECREATIONAL FACILITY



As well as providing cheerful spaces to initiate social interaction while eating and socializing in the food court



While maintaining the importance of interaction with nature by providing outdoor eating spaces

HAYAH INTERNATIONAL ACADEMY

SPORTS FACILITY



Providing variety of sporting spaces that matches the international standards



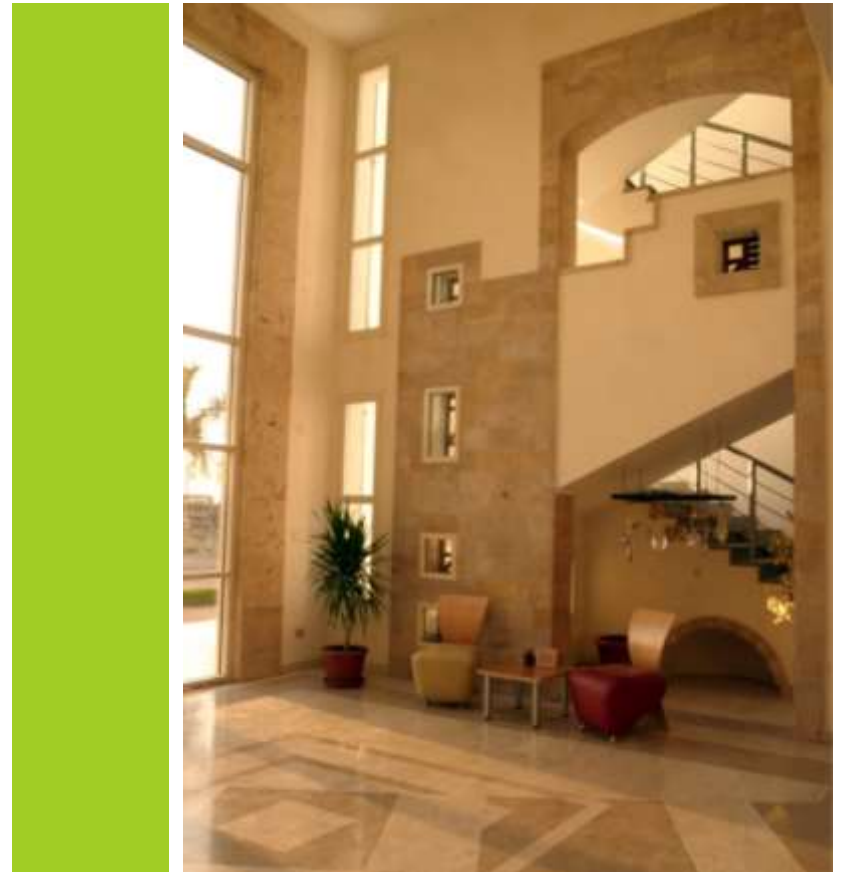
HAYAH

INTERNATIONAL ACADEMY

CORRIDORS AND INTERNAL SPACES



Through enhancing the idea of curiosity and enjoyment, different materials were chosen to determine different zoning.





Dana Family Resort Living spaces



Starting in : March 2014
Type : Residential
Location: Khobar, KSA
Number of stories : 2

Site Area : 6540 m²
Total built area : 4657 m²
Scope of work : Full Design



Eating and Sleeping spaces



Large spacious family areas are designed to be occupied with different users needs, it varies from age-designed rooms, huge dining areas (for family and guests) to gathering livings. We understand the need of a space that comforts like home. The luxury aspect is also considered, designing a space that is sophisticated and yet simple was such a twist.



Front office



Landscape

Naeem Office Space Redesigning the Entrance

عمل التصميم الداخلي لمقر الشركة الكائن بالقبة الذكية - طريق مصر الإسكندرية الصحراوي- جمهورية مصر العربية، وهو عبارة عن دور أول بمسطح حوالي 1000 م² ودور ثاني بمسطح حوالي 1000 م².

- أعمال التصميم الداخلي (Hard Interior)
- أعمال التصميم الكهربوميكانيكي
- إعداد الرسومات التنفيذية للأعمال السابقة
- قائمة الكميات والمواصفات الفنية للأعمال السابقة
- التنسيق بين التخصصات المختلفة السابق ذكرها
- إقتراح لترتيبات النقل من المقر الحالي إلى المقر الجديد



Corridors



Lobby

Naeem

Office Space

Public Areas

The design concept's features is to provide a simple and functional space that accommodate the users needs in luxurious way



Public spaces

Working Areas



Meeting room

Depending on simple yet durable finishing materials, while using contrasting colors to provide the space with an energetic vibe.



Naeem's old company building

We have previously designed El Naeem's old campus in Mohandseen according to which the owner have assigned us the task of designing the new campus in Smart Village





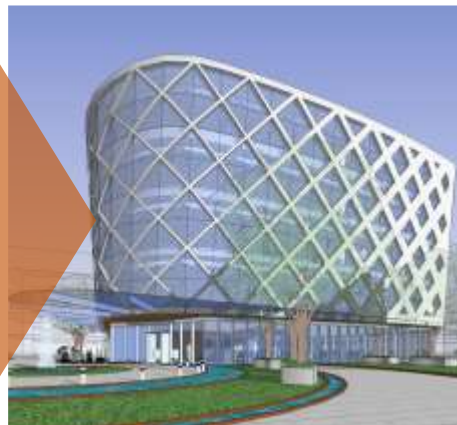
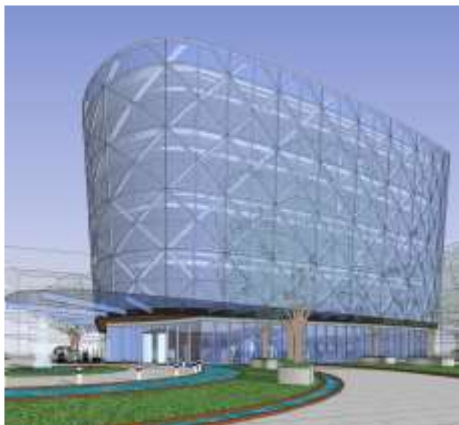
A fusion between the modernist style landscape and the urban style landscape was achieved by using cool colored materials and blending them with colorful types of greens and plants while conserving the concept of Water as a source of a livable space.

Project's name: Business link
Completing date: June 2013
Building type: Office building
Location: New Cairo, Egypt
Scope of work: Architectural design

Corporate Headquarters



The scope of work is the design development and all the tender drawings. The main design concept and design held is by KEO international consultants, in the corporation with Medad Qatar.



The design development proposal .

Foxhills

Apartment Buildings

Name: Foxhills

Completing time: January 2015

Type: Residential

Location: Lusail, Qatar

Scope of work: Architectural designs



Dawar Bou Gomaa Residential Compound

Name: Dawar Bou Gomaa

Completing time: August 2014

Type: Residential

Location: Wahan, Algeria

Scope of work: Architectural designs



Designing a livable space was our main goal, Studying the variety of users and their main needs of a pedestrian friendly environment while preserving the distinguished features of the Algerian identity.





Doors and outdoor elements

Khashab Khan

Furniture design



One of our sister companies, many joint projects have been designed where Khashab Khan took the responsibility of design and manufacturing the furniture and the wooden features.

**Furniture**

Office furniture



Master pieces



Bathroom units

General Architecture and arts articles

The 10 Most Sustainable Architecture Projects

In the US

According to the AIA



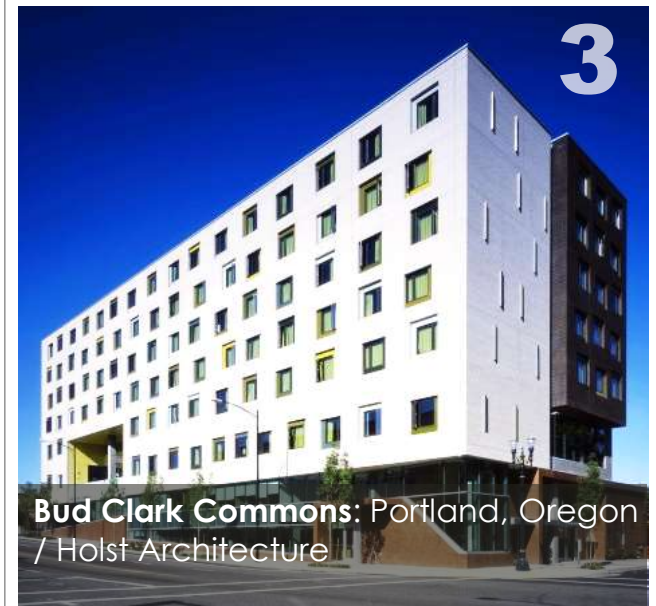
Sustainability Treehouse: Glen Jean, West Virginia / Mithun with BNIM

“ Situated in the forest at the Summit Bechtel Reserve, this interactive, interpretive and gathering facility serves as a unique icon of scouting adventure, environmental stewardship and high performance building design.



Arizona State University Student Health Services: Tempe, Arizona / Lake | Flato Architects + Orcutt | Winslow

“ ASU's Health Services Building sought to clearly define a healthful, non-clinical, welcoming identity. The project included the partial demolition of existing facilities, the renovation of the original facility and the construction of a new wing that transformed the identity of the facility.

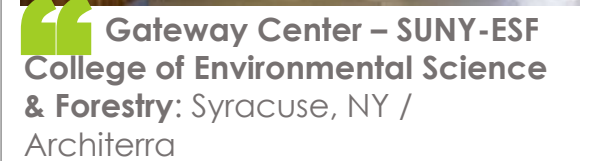
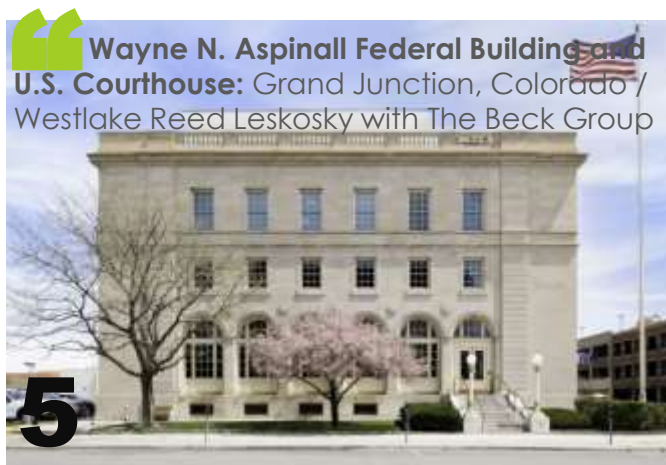


Bud Clark Commons: Portland, Oregon / Holst Architecture

“ This LEED Platinum project provides a continuum of services to help transition homeless individuals toward stable, permanent living arrangements. The architecture helps achieve this goal with a walk-in day center with public courtyard and access to support services.

General Architecture and arts articles

The 10 Most Sustainable Architecture Projects In the US



General Architecture and arts articles

The 10 Most Sustainable Architecture Projects In the US



8

“ **John & Frances Angelos Law Center:** Baltimore / Behnisch Architekten and Ayers Saint Gross



9

“ **The David and Lucile Packard Foundation Headquarters:** Los Altos California / EHDD

David and Lucile Packard Foundation headquarters acts as a catalyst for broad organizational sustainability and brings staff, grantees and partners together to solve the world's most intractable problems.. This project enhances proximity and collaboration while renewing the Foundation's commitment to the local community by investing in a downtown project.



10

“ **U.S. Land Port of Entry:** Warroad, Minnesota / Snow Kreilich Architects, Inc.

This LEED Gold certified Land Port of Entry is the first to employ a ground source heat pump system. Sustainably harvested cedar was used on the entire exterior envelope. Additionally 22% of the material content came from recycled materials.

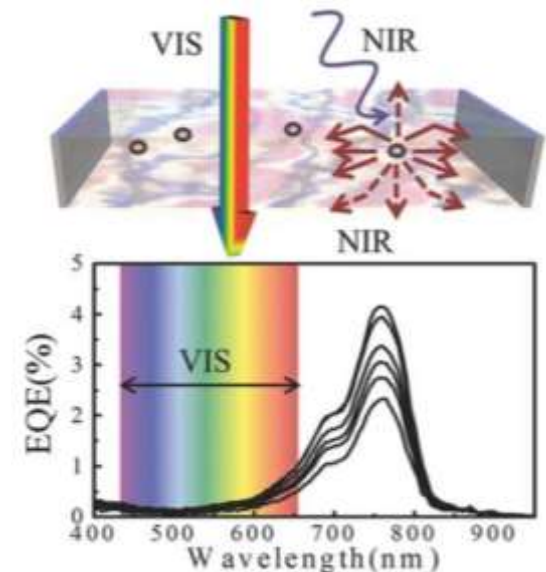
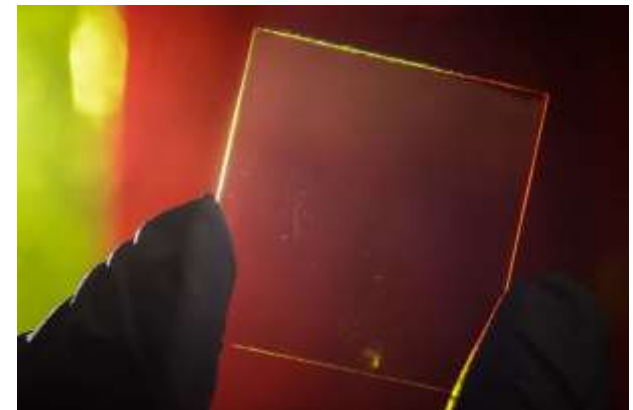


General Architecture and arts articles

Fully Transparent Cells Could Transform Every Window Into a Solar Power Collector



It seems we have a gift for disregarding the many advantages of the technology that reshaped the world in the last few centuries, taking most of it for granted and hissing at the thought of slightest discomfort. But when it comes to major sustainable technologies, like solar power harvesting, is frustration really a sign of jadedness? It's been more than a century since the first solar PV cells were made with an efficiency of around 2%, while most solar panels used today are around 11-15% efficient. House owners interested in acquiring solar panels are limited by the orientation, roof surface area, and geographical location of their homes. Although many claim that solar energy harvesting may be terminally inefficient, a number of studies and experiments are pushing the envelope and making us excited about the possibility of a new kind of stealth solar technology.

**McCallum Sather
Architects Inc.****TYPE:** Cultural › Hall/Theater**STATUS :** Built**YEAR :** 2013**SIZE :** 10,000 sqft - 25,000 sqft**BUDGET:** \$1M - 5M

General Architecture and arts articles

Housing: 58 Social Housing, Les Corts

Travessera de les corts. Barcelona, Spain

FIRM :FLEXO Arquitectura

TYPE :Commercial - Retail

Residential - Apartment Multi Unit Housing

YEAR :2006

BUDGET: \$5M – 10M



THE PROJECT IS CONFIGURED ON THE BASIS OF A TRIPLE OBJECTIVE:

1.SETTING / CONTEXT.

To give a response to the multiplicity of scales in the setting, using the volumetric fragmentation and the layout (grouping and rhythm) of the facade window spaces and balconies.

2.SPECIFICITY.

To endow each of the apartments with the corresponding specificity according to its placement in the building. One flees from form as a result of the addition of a single type.

3.COMFORT

.To use architectural form as a strategy of comfort, working with the emptying volume in order to guarantee maximum insulation and natural cross ventilation. Incorporated in the south-facing facades are galleries with solar protection in order to regulate the energy exchange.

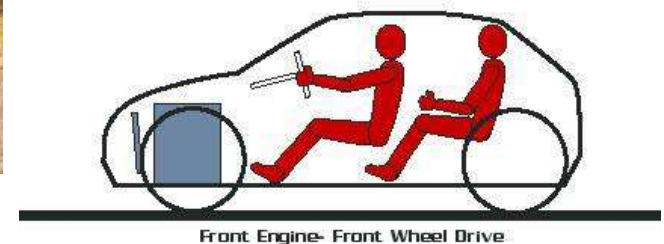
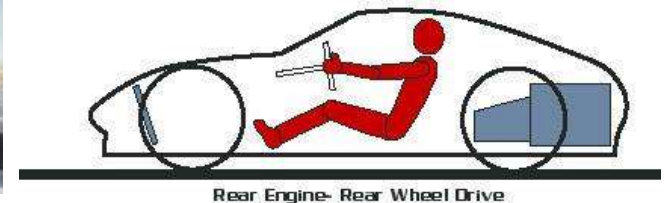
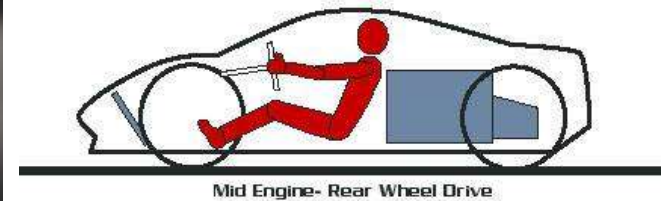
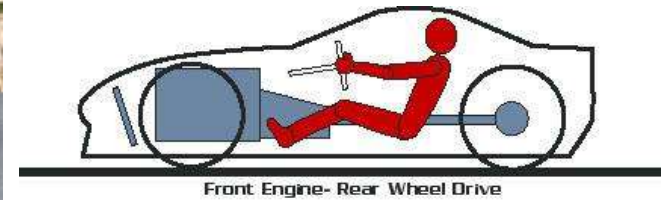


General Architecture and arts articles

Car design By: Ehab Hussein



While designing a car ,engine placement plays a major rule in defining shape, stability, comfort and performance. For example front engine front wheel drive allow wide passenger space, while mid engine give a centric CG that gives the car maximum stability but minimum internal space which concedes the perfect formula for sports car. While front engine rear wheel drive combination is much for a powerful car with comfortable space . Classic rear engine rear wheel drive gives an interesting car that slides smoothly through curves and a blustering boost over straight lines



General Architecture and arts articles

التشكيل , الوظيفة والراحة المزاجية لمستخدمي الفراغات

By: Mahmoud Mo'men

وبالنظر إلى التصميم الداخلي بوجه عام فهو ليس فقط الأكسسوارات والألوان الجذابة المستخدمة في التصميم فلا بد من توافر الحالة المزاجية الجيدة للأفراد المستخدمين للفراغات المراد تصميمها.

ولابد من أن التصميم يضمن نجاح الفكره التي تتضمن (التشكيل والوظيفه والخصوصيه) والعوامل النفسية للمستخدمين والمزج بينهما دون إهدار العلاقات بينهما

وعند النظر في المجلات فأحيانا تروق لنا فكره لفراغ ما تبعث لنا الالهام وقضاء بعض الوقت في التفكير لحل الفراغات مع الحفاظ على شكلها الجمالي الذي هو جزء لا يتجزئ من التصميم.

وعند دراسة العوامل الخارجيه للتصميم الداخلي فلا بد من الأخذ بعين الاعتبار كل ما يحيط بالمبنى المراد تصميمه من الوان ودراسة طبيعته المحيطه به دراسة واعية واستنتاج كل ما يترتب على ذلك من علاقات وخصوصيه في استخدام الفراغات



General Architecture and arts articles

SCALE

By: Ahmed Tarek

As a tool to impress in Tolkein's legendarium



Sir Peter Jackson has just directed the last movie of "the Hobbit" trilogy, the second trilogy of Tolkein's famous legendarium; "Lord of the Rings", "the Hobbit" & "the Silmarion". The books were among the best-selling books of all time, and the adapted movie series was described as one of the hugest and most ambitious.

The *hugeness* of the series wasn't only in its budget or in the huge amount of equipment, clothes, armors & actors, but also in the enormous & different visual scales.

The team working on the movie seek to achieve a shocking impressive look through flying shots showing vast armies in battle, panoramic views of the open nature that minimizes the heroes of the story & also through architecture that gave a cathedral-like feeling to many of the castles and cities shown in the movie, that were inspired often by classical architecture.

The last movie was lately showed in Egypt in IMAX 3D, which adds even much more *impressiveness* to the experience.

An *impressiveness*, that almost resembles being in a real life cathedral, like Zumthor's chapel to the right.



"Erebor", or the "lonely mountain" Where the dwarves treasure lies



"Argonath" or "the Pillars of the King"

Bruder Klaus feild chapel, Peter Zumthor

Your opinion matters

Our magazine email

MAGAZINE@MEDADCE.COM

CONTACT US

CAIRO

**4 AlShaheed Ahmed Yahya Ibrahim St.
Mohandessin, Giza 12411 Egypt.**

Tel: +(20) 2 33 444 567

Fax: +(20) 2 33 444 568

Mobile: +(20) 100 8 111 313

E-mail: info@medadce.com

DOHA

**C-Ring Road ,Qatar Finance House Building
P.O. Box 209036,Doha, Qatar**

Tel: +974 44677209

Fax: +974 44151806

Mob: +974 66749402

E-mail: info@medadce-qa.com

RIYADH

Malga , Riyadh , Kingdom of Saudi Arabia

Mobile : +966 555987585

E-mail: info@medadce-ksa.com

JEDDAH

**Saudi Commission For Health Specialties
Building**

**Level 4, Office 405-406, Palestine Street
(next to Dallah Tower)**

176 —Jeddah -21411 -Kingdom of Saudi Arabia

Tel: +966 012 67 000 05 Ext: 242

Fax: +966 012 617 00 11

E-mail: info@medadce-ksa.com