

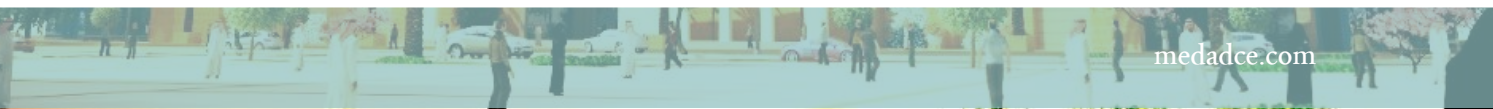
MEDAD

C o m m u n i t y

Digital Magazine

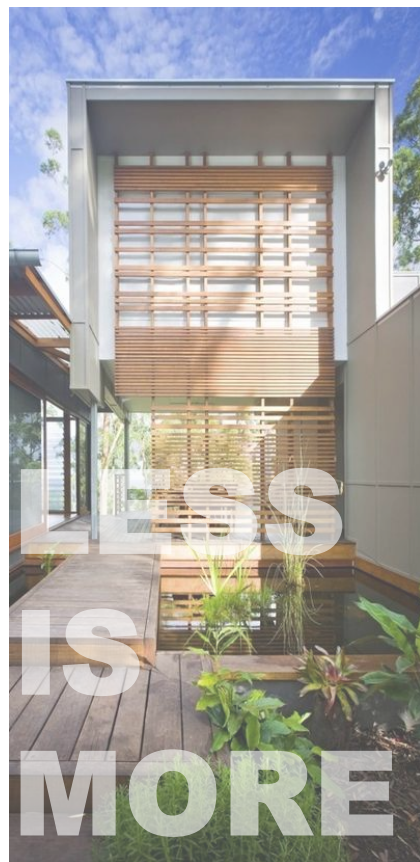
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July- 2014



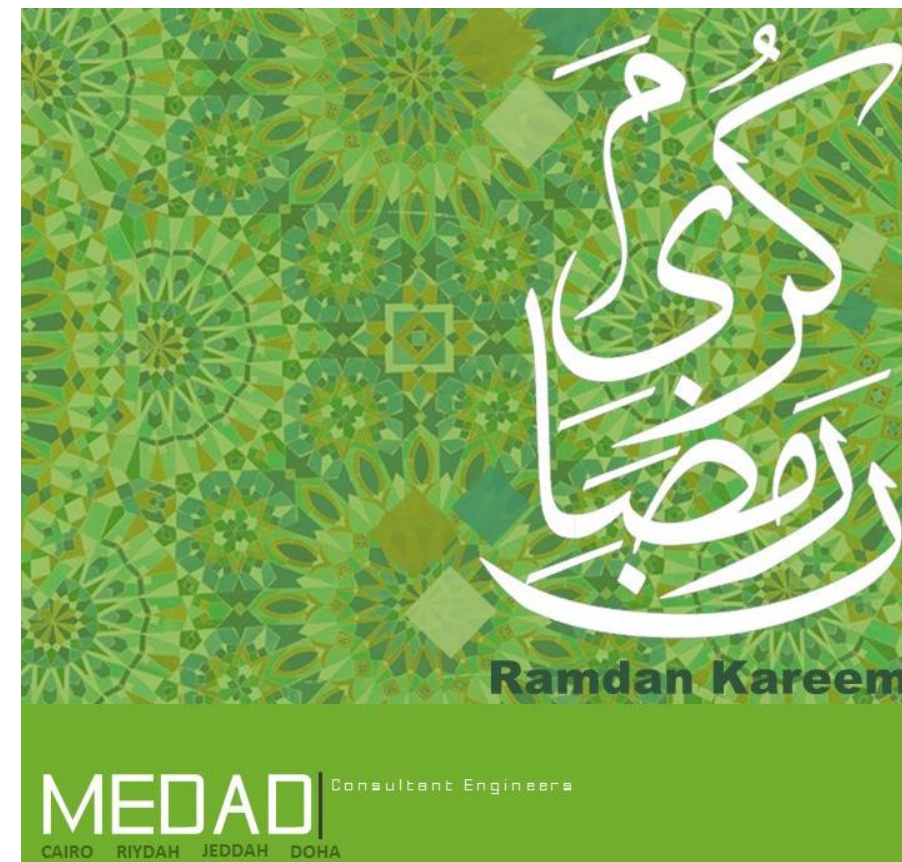
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MEDAD | Consultant Engineers
Future Heritage



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Community Development
Interaction



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

كانت البداية عام 1988 عندما أنشأ المهندس حسين سعيد أسعد مكتب (كونسبنت مهندسون معماريون). و في عام 1996 اندمجت كونسبنت مع انتجراتد ديزاين جروب ليكونا كياناً جديداً تحت مسمى (البنيان). أنفصل الفريق المعماري عن البنيان عام 2009 ليكونوا كياناً جديداً تحت اسم (مداد مهندسون استشاريون)

The Beginning

1988

1996

2005

2006

2007

2009

2010

2011

2013

2014



Hussein Assaad
Chairman

Hussein Assaad

كلمة العدد : عشوائية التلقائية



Original City planning vs informal settlements in Old Cairo



Common informal settlement pattern in Cairo

يعتقد البعض أن العشوائيات أمر جديد علينا والحقيقة أن هذا غير صحيح فالعشوائية موجودة من قديم الأزل وإن اختلفت هيئتها من حقبة إلى أخرى.

فكلما كانت سمات هذه الحقبة من الزمن هي الثقافة والرقى الفكري تحولت العشوائية إلى تلقائية ويجب أن نعلم أن الفرق هنا كبير.

فالتلقائية تأتي معبرة عن الثقافة الموجودة فلا تفتقد أي من أصول العمارة في البناء من خصوصية أو راحة أو أمن وأمان بالإضافة إلى القيم الجمالية، ولقد تجلى ذلك بوضوح في العمارة الإسلامية حيث نجد أنه كلما كانت الحقبة الزمنية تتسم بالرقى الفكري والنوعي كلما إتسم النصف العمراني بنفس الرقى وبمراعاته وتفاعله مع أعلى القيم الإنسانية.

والعكس صحيح كلما إفتقدنا هذه القيم والمعاني كلما أصبحت هذه التلقائية عبارة عن عشوائيات لها تأثير سلبي في تكوين نسيج المجتمع وللأسف هذا ما نعيشه اليوم في كثير من المناطق بالوطن العربي.

والمطلوب هنا هو إيجاد حل سريع لهذه المشكلة حتى نهض من جديد وعلى الجميع العمل في ذلك وكل له دور فالمطلوب هو بناء الإنسان وإعادة بناء الحيز العمراني المحيط به حتى نصل إلى العشوائية المحمودة " التلقائية " والتي توفر حياة متزنة وكريمة للبشر فتحقق عمارة الأرض على الوجه الأفضل للبشرية جمعاء.

INTRODUCING THE KEY PERSONS IN OUR TEAM



“ 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 SOBHY
Vice Chairman: Executive Operation Officer

The “Maestro”

Arch. Sobhy 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 NAEIF
Site Supervision Dept. Director

The “Responsible”

Arch. Naief is responsible of constriction 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 manger and currently as Qatar managing director, known fro his energetic work attitude, seeking the best quality of products

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



“ **ARCHITECTURE**
DESIGN



“ **LANDSCAPE**
DESIGN



“ **INTERIOR**
DESIGN



“ **PRODUCT**
DESIGN

NEWS



1st
PLACE

Medad wins 1st place at Bakkah residential towers- Saudi Arabia. Designing a landmark in the entrance of Makkah was the main criteria in the competition assessment.

فازت محاد مهندسون
استشاريون بالمركز الأول
في مسابقة موطن ..
مكة.. المملكة السعودية



شركة موطن العقارية
mauten real estate co.
شركة مساهمة مغلقة رأس مالها ١٠٠ مليون ريال سعودي

التاريخ: ٢٠١٤/٥/٢٥ م
الرقم: ص/١٤/٦٤

السادة/ مداد مهندسون استشاريون
المحترمين
الموضوع: نتيجة المسابقة المعمارية لتصميم مشروع برج مكة .

السلام عليكم ورحمة الله وبركاته،،،

تتقدم شركة موطن العقارية لكم بالشكر على تجاوبكم ومشارككم الفعالة في المسابقة المعمارية لتصميم مشروع برج مكة ، ونفيدكم بأنه تم عقد لجنة تحكيم المسابقة لتقييم التصميمات المشاركة ، وقد جاء قرار لجنة التحكيم كما يلي:

- | | |
|-----------------|--|
| المركز الأول : | التصميم المقدم من مداد "مهندسون استشاريون". |
| المركز الثاني : | التصميم المقدم من مكتب الخدمات الإستشارية السعودي "سعود كونسلت". |
| المركز الثالث : | التصميم المقدم من المكتب العربي للخدمات الهندسية الإستشارية. |

أملين التعاون معكم من خلال مشروعنا القادم بمشينة الله.



NEWS

BAKKAH RESIDENTIAL TOWER



RESIDENTIAL BUILDINGS

NEWS

FOX
DOHA,
QATAR

MEDAD in
Qatar قطر



Two design proposals were submitted to the owner, the first 1st proposal showed in the last issue, while the final proposal is displayed below, the main residential mass is divided into two masses with separate relation between apartments and recreational facilities with a common landscaped area.

NEWS



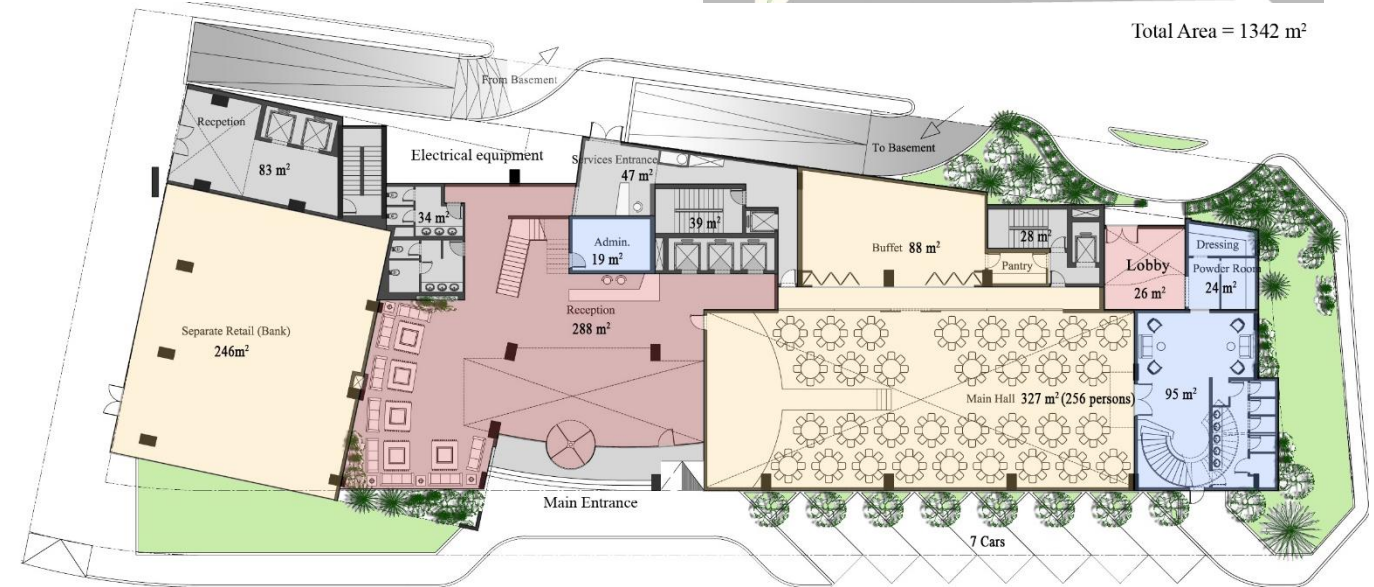


Medad was asked to propose an internal design plans and landscape for an existing hotel elevations

- Area of 1342 m²
- Consists of: -96 rooms
 - 3 royal suites
 - 19 junior suites



Total Area = 1342 m²



NEWS



فيلا النجف الأشرف

30 م. بإجمالي * على قطعة أرض بإبعاد 20 مسطح 600 م2 و 2 و الواجهة الامامية للقطعة هي 20 م. تحد القطعة قطع سكنية من ثلاث جهات وهي عبارة عن نموذج فيلا خاصة وتكون المباني لكل دور على مساحة إجمالية 400 م2 للدور

ELNAGAF ALASHRAF

The site is located at Al Najaf Al Ashraf , Iraq.
Total site Area for each villa is 600 m2 . Built up area total is 400 m2.

A prototype for a
residential compound



NEWS



PRIVATE VILLA

RESIDENTIAL BUILDINGS

Tips for Architecture

Students

GOOD DESIGN MANIFESTO

GOOD DESIGN IS LESS
“LESS IS MORE”
01

EXPERIMENTAL DESIGN IS FRESH
“FRESH FACES ARE ALWAYS WELCOME”
04

FRESH DESIGN IS CREATIVE
“CREATIVITY ATTRACTS CURIOSITY”
05

SMART DESIGN IS COMMUNICATIVE
“COMMUNICATE VISUALLY”
07

SIMPLE DESIGN IS AESTHETIC
“ATTRACTIVE THINKS WORK BETTER”
09

LESS DESIGN IS BOLD
“BOLD MEANS CONFIDENCE”
02

BOLD DESIGN IS EXPERIMENTAL
“EXPERIMENTS INVOLVE RISKS”
03

CREATIVE DESIGN IS SMART
“MAKE PEOPLE THINK AND REETHINK”
06

COMMUNICATIVE DESIGN IS SIMPLE
“EASY TO UNDERSTAND YET DIFFICULT TO PRODUCE”
08

AESTHETIC DESIGN IS GOOD
“GOOD ENOUGH IS NEVER GOOD ENOUGH”
10

HJDGFSFDHJDAHSJGDAGSGFDSJGFHJD
GSJKASFJDHDFDFJKSHDHDSJFHJDSFHD
KKFDSSKJFHDSKJHFKJDSHKJFDSH

CREATING AN URBAN PLANNING STRATEGY
PLANNING FOR A PERFECT BUILT ENVIRONMENTS WHILE CONSIDERING 3 MAIN FACTORS

01 LIFE

02 SPACE

03 BUILDINGS

Community Development

Solutions for low-income housing units

CREATING GATHERING HUB

LIVABLE –SHADED EDGES

CREATING AN ACTIVITY-SUPPORTING RESIDENTIAL NEIGHBORHOOD

SEMI PRIVATE PASSAGES CONNECTING RESIDENTIAL UNITS

CREATING MAIN PERSTRIAN PASSAGE

SHADED PEDSTRIAN PASSAGE

GENERAL TIPS TO BE CONSIDERED....

1-SAVING ENOUGH AREAS AND EFEECIENCY OF USING IT WHILE MINIMIZING THE UNUSED AREAS
2-PROVIDING INTERNAL AND EXTERNAL PRIVACY
3-FACILITATING MOVEMENT ON THE SCALE OF UNIT AND SPACE
4-VENTILATION AND NATURAL LIGHTING
5-PROPER AND ACCEPTABLE ELEVATIONS
6-SMART SPACE PLANNING
7-LOW BULDING COSTS

8-USING FLEXIBILITY
9-PRESERVING IDENTITY
10-CREATING A CLEAN ENVIRONMENT AND PREVENT SOURCES OF POLLUTIONS
11-ENERGY SAVING
12-RECYCLING
13-GREENRY
14-PROPSING USES FOR THE OPEN

Green Tech

تك خضراء



Sasaki's sustainable solutions framework



Sasaki work will contribute to the resilience of the world's built environment, natural environment, society and economy. Decisions made in their projects will affect the ability of future generations to meet their needs.

Across the breadth of the practice and the depth of the work, Sasaki provides sustainable solutions at multiple scales-the region, the city, the neighborhood, the campus, the building. Across these scales, we integrate multiple professions, including planning and urban design, landscape architecture, architecture, civil engineering, strategic planning and interior design.

The firm main belief is the most creative and enduring solutions across the full spectrum of design challenges will emerge from a strong foundation in sustainability- the "triple bottom line" of the social, environmental and economic conditions unique to each project.

Design solutions criteria



ENERGY
CLIMATE

ECOLOGY
WATER

MOBILITY
MATERIALS

COMMUNITY

FRAMEWORK MAIN MISSION IN UNIVERSITY OF MAINE



PEOPLE

MEET GROWTH TARGETS FOR 5000 ADDITIONAL STUDENTS, 160 ADDITIONAL TENURED FACULTY AND REREALATED PERSONNEL GROWTH



MISSION

DEVELOP STRATEGIES FOR SUPPORTING THE MISSION TO "GO BIG" AND TEACH, RESEARCH AND SERVE



ATHLETICS

SUPPORT THE ATHLETIC MISSION OF THE NEBRASKA HUSKERS AND ROLE IN THE BIG 10 CONFERENCE



PLACE

ESTABLISH A SENSE OF PLACE THAT IS REFLECTIVE OF A BIG TEN INSTITUTION WHILE PRESERVING THE CHARACTER AND IMAGE OF UNL



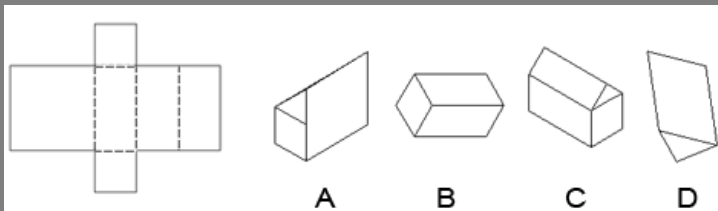
COMMUNITY

FOSTER COLLABORATION AMONG UNL AND THE SURROUNDING COMMUNITY



Interact with US تفاعل مع أمريكا

Choose the folded shape that matches the blue print edges



Choose the right set of letters that fits the best in the missing space (highlighted in blue)

A	G	D	K	G	R	K
F	R	N	L	A	B	D
L	B	B	F	F	N	N
K	N	R	A	L	D	B
D	D	G	G	K	K	R
N	K	A			L	G
B	L	F			F	A

D	R	R	D	D	R	R	D
B	N	N	B	N	B	B	N
A		B		C			D

MATH TEST!

$$3 + 3 \times 3 - 3 + 3 = ?$$

- a) 18
- b) 12
- c) 03
- d) 06

ANSWERS

Volume of a cube = $s \times s \times s$
 Volume of a sphere = $(4/3) \times 3.14 \times s \times s \times s$
 Volume of the big cube = $1 \times 1 \times 1 = 1$
 Volume of the sphere = $(4/3) \times 3.14 \times 0.5 \times 0.5 \times 0.5 = 1.04$
 In order to get the inner cube volume 1 the cube vertices are tangent to the sphere so, the radius of the sphere is 0.5, using pythagorean theorem ($0.5^2 + 0.5^2 = \text{the inner cube side}^2$) which equals .25 the inner cube volume = $0.25^3 = 0.01$



CONTACT US

CAIRO

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

RIYADH

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

DOHA

C-Ring Road, Qatar Finance House Building
 P.O.Box 209036
 Doha, Qatar
 Tel +974 44677209
 Fax: +974 44151806
 Mobile : +974 66749402

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@mce.nhc.com.sa

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