

MEDAD

C o m m u n i t y

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MEDAD | Consultant Engineers
Future Heritage



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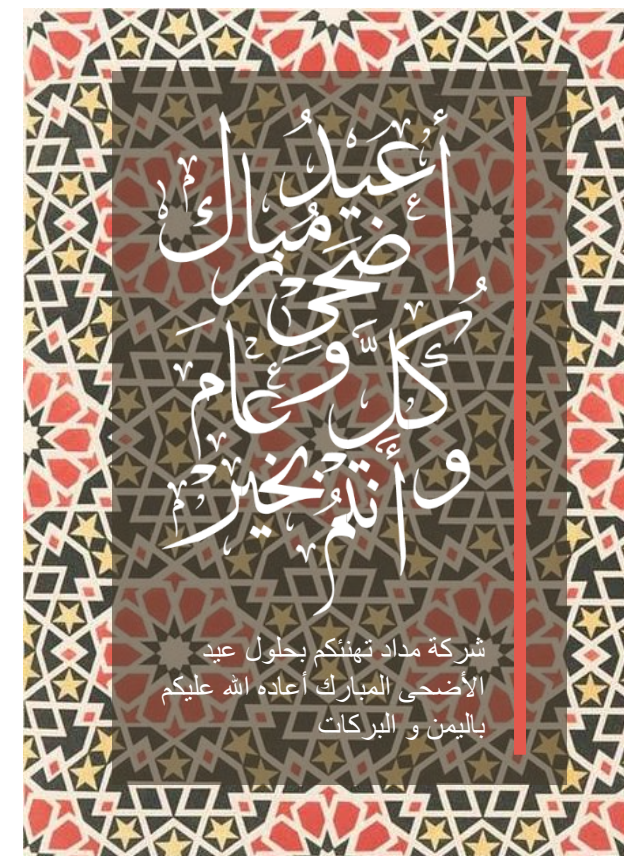
Medad News

Tips And Tricks

Sustainability

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 Albanian. The architectural group was separated from Albanian 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 (كونسبست مهندسون معماريون). و في عام 1996 اندمجت كونسبست 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 : شر البلية ما يبدع



قد يكون الحديث اليوم غريب بعض الشيء لكنني أرى أنه مرتبط كلياً بعالم الفن والإبداع.

فقد رأيت صور وأشكال عديدة من الفنون المعمارية أو النحت أو الرسم أو التصوير ... إلخ.

وكلها فنون متعارف عليها نعرفها جميعاً، وتأتي الإبداعات في هذه الفنون غالباً في لحظات تجلي قد تكون سعيدة أو تحت ضغط أو حتى في ظروف بها بعض الحزن أو المواقف الصعبة.

إلا أنه قد أصابني الدهشة الشديدة من رد فعل بعض أبناء غزة في الحرب الأخيرة (في شهر رمضان) فرغم ما عانى منه أهالي غزة وجدنا بعض أبناء القطاع لديهم حس فني وقدرة على التخيل والإبداع في مثل هذه الأوقات العصيبة حيث حول البعض منهم صور الدخان الناتج عن القذف إلى لوحات فنية فيها قدر كبير من العمق إما لتعبير عن العاطفة أو الغضب أو الأمل في كثير من الأحيان.

وقد إختبرنا بعض هذه الإبداعات لنشارك الجميع هذه الرؤية والتي تؤكد وجود الشباب المبدع في العالم العربي والذي لم يجد الفرصة الحقيقية ليظهر في عالم المبدعين حول العالم.

THE POWER OF HOPE AND ART

Palestinian artists transform smoke-filled Gaza into symbol of resistance

“A group of Palestinian artists have turned the current fighting in Gaza into a symbol of hope and resistance by transforming photographs of rocket explosions. Artists Tewfik Gabriel, Bushra Shanan and Bilal Khaled have drawn images of peace signs, clenched fists and parents playing with their children onto photographs of the smoke-filled region.

Gabriel, a Palestinian architect based in Gaza, said he began drawing images in the smoke from Israeli rocket strikes as a way of reconciling his work with the reality he saw.

He said he turned to drawing because he wanted to send a message in the “universal humanitarian language understood by all peoples of the world”.



<http://www.independent.co.uk/arts-entertainment/art/features/palestinian-artists-transform-smokefilled-gaza-into-symbol-of-resistance-9639738.html>

MEDAD'S NEW OFFICE IN QATAR



“New office
Balanced-Urban style-
Warm vs Cool color
scheme-Contemporary
Established at March 2014.



Gone are the days when offices were typically cubicle, surrounded by white walls and lit by white fluorescent lights. Thanks to corporate giants like Google that has demonstrated success despite their unconventional workplaces, so we are embracing the idea that creative work environment helps stimulate minds and inspire innovation. From simply ditching the white walls for graphical wallpapers to a total over-change of the office layout, we are all trying to break the mold and introduce a unique working environment to the team, and hopefully inspire some genius ideas along the way.

INTRODUCING A PREVIOUS PROJECT: HAYAH ACADEMY



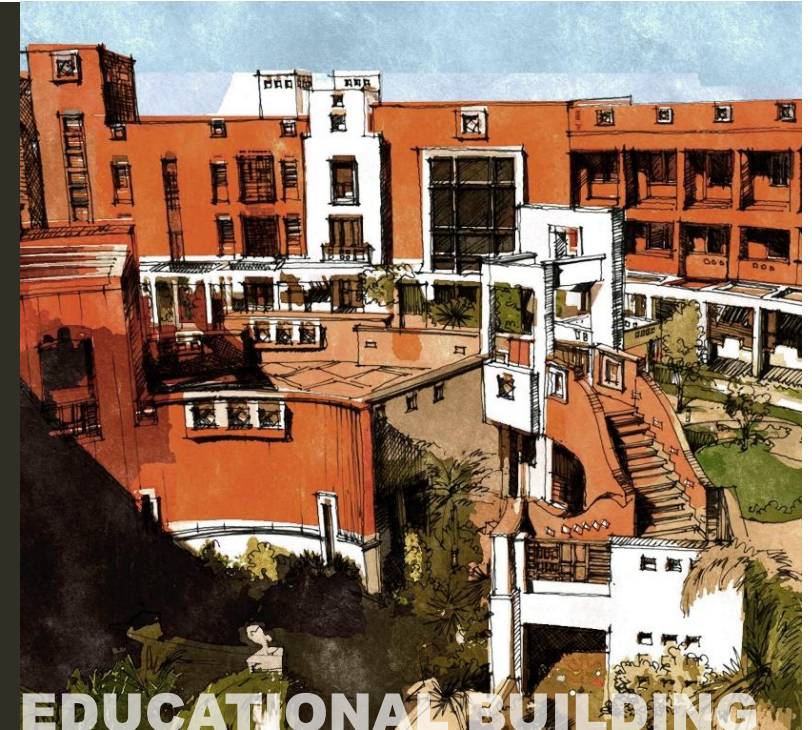
ACADEMY

“ **CREATING**
LIVABLE SPACES

“ **ENHANCING**
USERS EXPERIENCE

“ **DELIVERING**
QUALITY DESIGNS

“ **INSPIRING**
OUR SOCIETY



EDUCATIONAL BUILDING

NEWS



1st

PLACE

REDESIGN

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. As mentioned before, but the owner has requested another proposal for the variety of choices

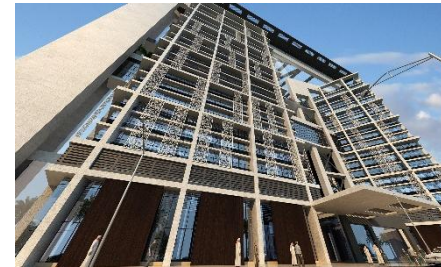
PROPOSING ANOTHER DESIGN

CONTEMPRARY DESIGN

BAKKAH RESIDENTIAL TOWER



NEWS



فازت مداد مهندسون استشاريون بالمركز الأول في مسابقة موطن .. مكة..المملكة السعودية كما ذكر في العدد السابق حيث طلب المالك عرض تصميمي اخر ليتيح للشركة الاختيار بين عدة مشاريع



RESIDENTIAL-COMMERCIAL BUILDINGS



The hotel consists of:

- Lobby
- Multi purpose hall
- Restaurant
- Administration area
- Core and services
- Mosque
- Single rooms
- Double rooms
- Suites

- الاستقبال
- صالة متعددة الاغراض
- المطعم
- الادارة
- عناصر الاتصال الرئيسية
- الخدمات
- المسجد
- الغرف



NEWS

ALKA' KEYA

MEDAO
IN SAUDI
ARABIA



Designing a contemporary hotel in an area full of historical and traditional building was such a challenge, taking certain elements from the surrounding traditional features and applying it in the elevation and the plan design while creating an eclectic fusion seeking perfection was our main goal.

NEWS





برج خوجة
ويقع في مدينة وهران بالجزائر
بمساحة سكنية تصل إلى 60600 م² ، مع
مراعاة وجود منطقة تجارية بالطابق الأرضي

BORJ KHOGA
The site is located at Wهران Algeria.
Total residential area is 60600 m² . While
considering the area of shops in the
ground floor.

A prototype for a
residential compound

OFFICE INTERIOR DESIGN

Office buildings' lobbies

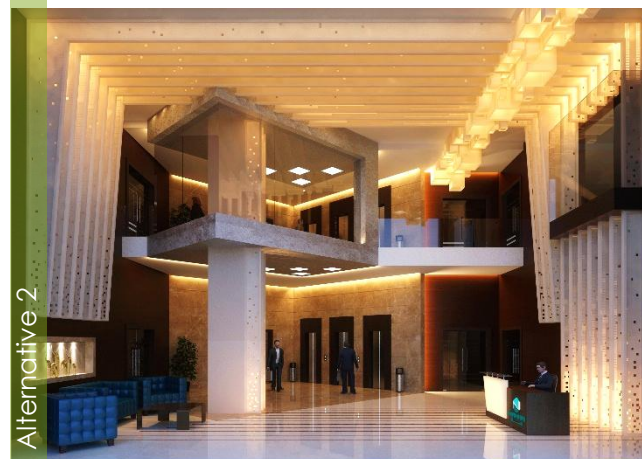


Business link office building-Egypt



Nama'a 75 office building-Egypt

Alternative 1



Alternative 2



Al-Sharief headquarters office building-Qatar

First impressions are an important part of human interaction that translates over into an office environment as well. Because of that, the reception or lobby areas can be an important element of the office – allowing you to give visitors positive feelings and impressions as they enter your office for the first time.

At Medad as we approached the design 3 different office buildings' lobbies, Our general concept is to create a homogeneous focal points that attracts the visitors attention in a modest way, design elements as patterns, contrast materials, sculptured light features, designed front offices and warm and neutral colors palettes

Students

29 WAYS TO STAY

CREATIVE

<http://media-cache-ak0.pinimg.com/originals>

1 MAKE LISTS

2 CARRY A NOTEBOOK EVERYWHERE

3 TRY FREE WRITING

5 QUIT BEATING YOURSELF UP

6 TAKE BREAKS

9 LISTEN TO NEW MUSIC

12 GET FEEDBACK

4 GET AWAY FROM THE COMPUTER

7 SING IN THE SHOWER

10 BE OPEN

13 COLLABORATE

8 DRINK COFFEE

11 SURROUND YOURSELF WITH CREATIVE PEOPLE

14 DON'T GIVE UP DON'T GIVE UP DON'T GIVE UP DON'T GIVE UP DON'T GIVE UP DON'T GIVE UP DON'T GIVE UP DON'T GIVE UP DON'T GIVE UP DON'T GIVE UP

15 PRACTICE, PRACTICE, PRACTICE

18 COUNT YOUR BLESSINGS

21 BREAK THE RULES

22 DON'T FORCE IT

24 CREATE A FRAMEWORK

27 CLEAN YOUR WORK PLACE

29 FINISH SOMETHING

16 ALLOW YOURSELF TO MAKE MISTAKES

19 GET LOTS OF REST

20 TAKE RISKS

23 READ A PAGE OF THE DICTIONARY

25 STOP TRYING TO BE SOMEONE ELSE'S PERFECT

26 GOT AN IDEA? WRITE IT DOWN

28 HAVE FUN

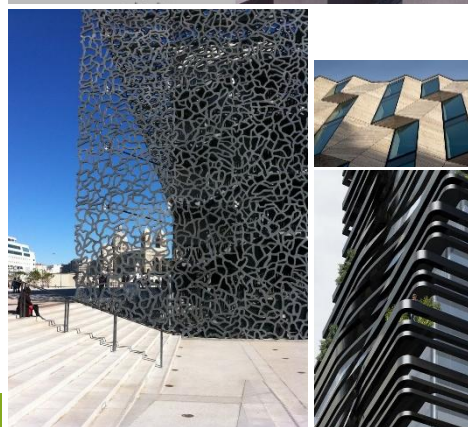
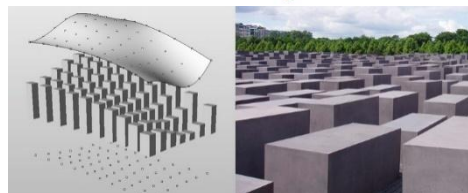
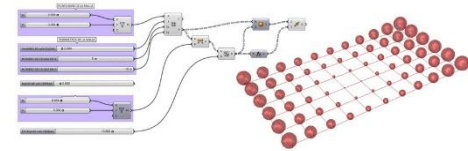
Introducing Parametric design

What is parametric design?

The ground of parametric design is the generation of geometry from the definition of a family of initial parameters and the design of the formal relations they keep with each other. It is about the use of variables and algorithms to generate a hierarchy of mathematical and geometric relations that allow you to generate a certain design, but to explore the whole range of possible solutions that the variability of the initial parameters may allow.

Benefits of parametric design?

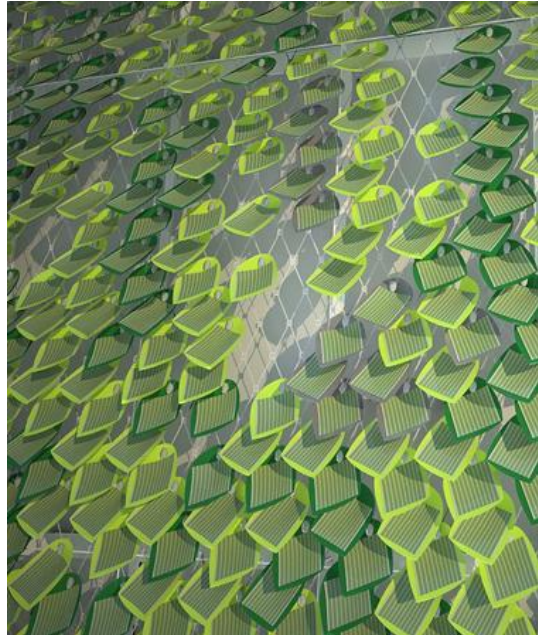
The benefits of this process are immediate. It is a huge leap in the quality of our process, since we are not bound by our tools anymore; now it will be us who design our own tools. On the other hand, parametric design is fundamental when minimizing the effort needed to create and test design variants. Generating an automated process eliminates tedious repetitive tasks, the need for complicated calculations on the fly, the possibility of human error, and generates huge shifts in the outcomes with slight variations of the original parameters. It is the difference between using the 'Cube' command one thousand times, entering center point and dimensions.



Green Tech تك خضراء



Solar Ivy – solar panels



Solar Ivy (or **SMIT Grow**) is a spectacular system of thin, **fluttering solar panels** that generate energy by sparkling in the sunlight. The **wind and solar power generating photovoltaic leaves** can be easily integrated on the side of a building to produce energy.

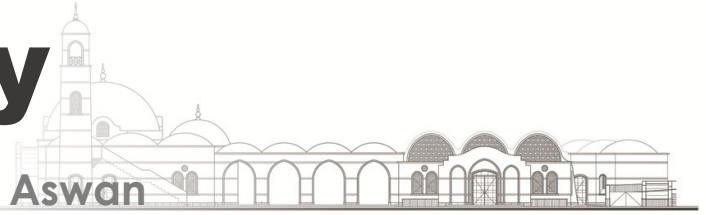
The concept, designed by Brooklyn based **SMIT (Sustainably Minded Interactive Technology)**, consists of a layer of thin-film material on top of polyethylene with a piezoelectric generator attached to each leaf. When the sun is shining or the wind is blowing, energy is being generated via Solar Ivy.



<http://solarivy.com/>
<http://www.gizmag.com/solar-ivy-captures-sun-energy/19141/>

Community Development

Community Service center in Aswan

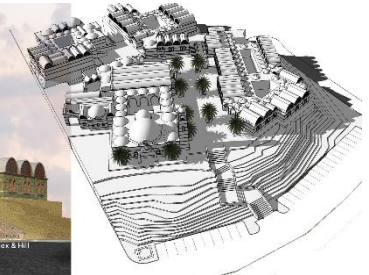
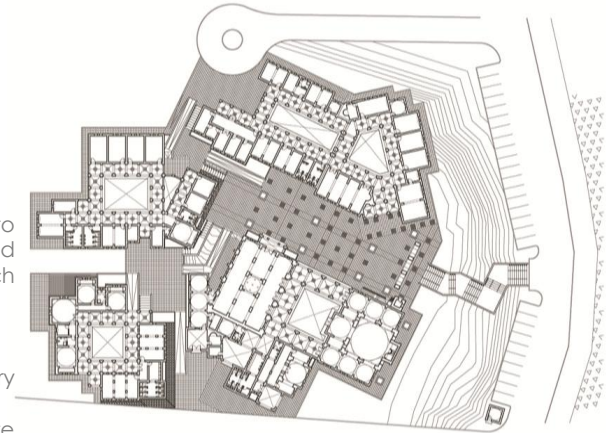


Design aspects:

Advanced design: all the possible measurements were taken to achieve an elegant relationship between spaces, circulation and technical aspects as we search for symbolic relationships which reflects historical and spiritual principles

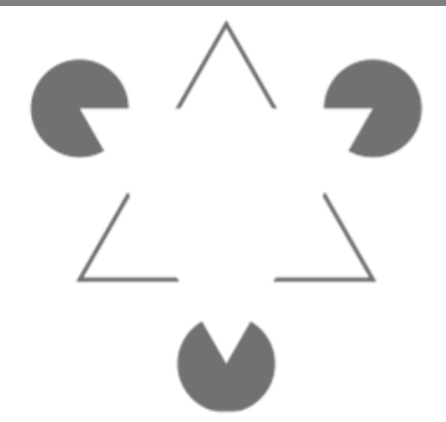
Environmental friendly materials:

- Using stones and mud bricks
- Wood: is to be selected based on non-destructive forestry practices
- General **concept:** Using products based on the least toxic waste



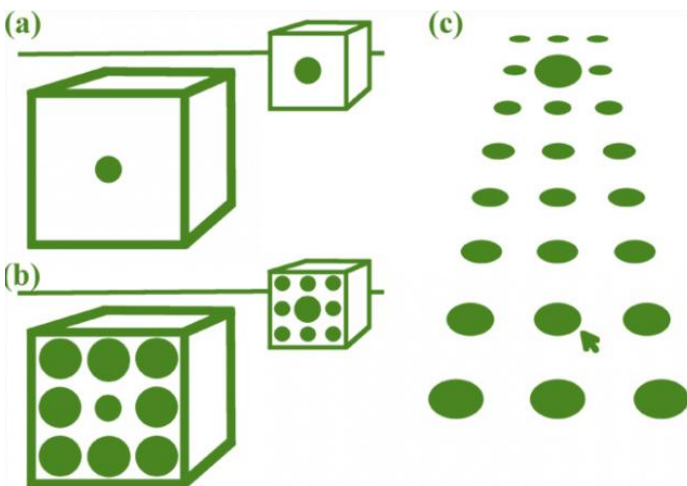
Interact with US تفاعل معنا

How many triangles are present in the image bellow



Visual illusion

Which circles are bigger in each figure?



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