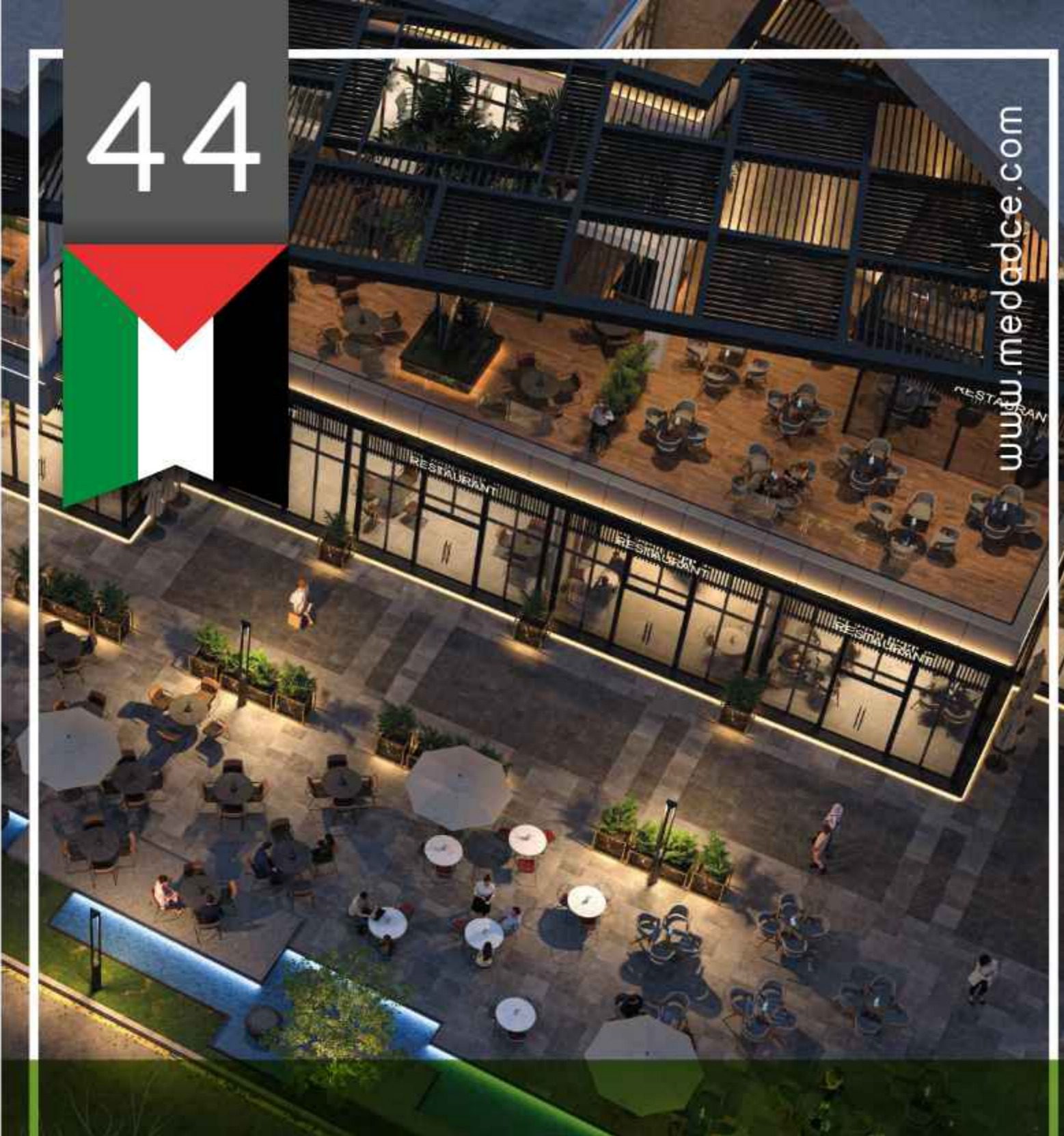


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www.medadce.com

مَدَاد
MEDAD

WINTER EDITION

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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 of the architecture community and engineering consulting for 34 years with a rich history of collaborations and ever enriched artistic, 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 branches extend to several countries including Saudi Arabia (Riyadh, Jeddah), Qatar (Doha), UAE (Ras Al Khaimah), Libya (Tripoli), and finally Kenya (Nairobi).

Medad senior staff's accumulated experiences are being passed on through an educational process, whether lecturing or arbitration projects in 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).

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 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 effective and timely results.

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, and professional in execution.

OUR VALUES:

Collaboration is the center of 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. We 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.

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 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.

DESIGN PHASES:

We aim to make the design process enjoyable for our clients, interpreting their ideas and developing a finished product that 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

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-made designs that fulfill our client's needs and reflect their unique personality.

Services:

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



Asten International College
New Cairo, Egypt
مدارس أسترن الدولية
القاهرة الجديدة، مصر



MEDAD NEWS



MEDAD NEWS

The Implementation of masjed Al-Tawfik Is almost complete!



اقتراب افتتاح مسجد التوفيق والذي أسند إلى ممداد مهندسون استشاريون تصميمه والإشراف على تنفيذه بالتجمع الخامس، القاهرة الجديدة، مصر.

لدى ممداد رؤية خاصة في تصميم المساجد مبنية على عدة اعتبارات تتصل وترعى جميع حواس المصلين، وكذلك تهتم بإثراء شعورهم الإيماني وتركيزهم التام في الاتصال بالله -عز وجل- كما يركز التصميم على تحقيق اعتبارات الفقه المتعلقة بالصلاة والمصلين على أكمل وجه.



الموقع: القاهرة الجديدة - جمهورية مصر العربية
مسطح الأرض: 2,115 م²
وصف المبنى: دور أرضي وميزانين
إجمالي مسطح المباني: 850 م²
فكرة التصميم:

إن مخطط الأرض للمشروع هو عبارة عن شكل ربع دائرة في منطقة التجمع الخامس القاهرة الجديدة حيث المدخل الموجود في منتصف المنحنى يواجه الشارع واتجاه القبلة يتجه إلى مركز الدائرة.

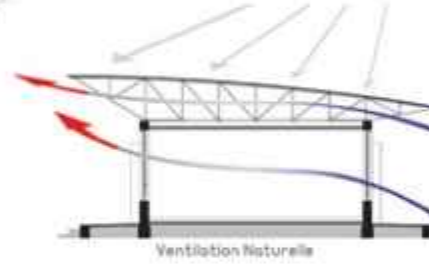
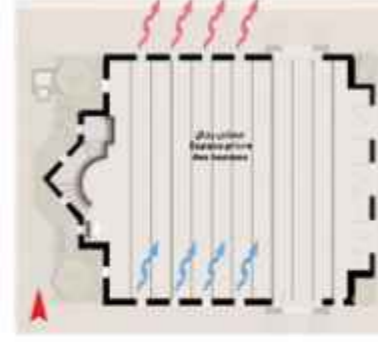
يقع المسجد في المنتصف في حين أن أماكن الوضوء للرجال والبوابة والخدمات الرئيسية تقع على اليسار. تشكيل الكتلة يعتمد على الجدران المتدرجة المحيطة بالمدخل لتدرج الشعور بالانفصال عن الدنيا والتفرغ للعبادة. وكذلك تم إنشاء المنذنة عن طريق سلسلة جدران متتالية على صورة شهادة التوحيد تأكيداً على مبدأ إخلاص العبادة لله تبارك وتعالى. وقد تم اختيار موقع المنذنة بعناية ليتم رؤيتها من جميع الطرق المؤدية للمسجد.

كما أن السور يندمج بالشكل العام للمبنى من خلال تعظيم الفراغات مقابل المداخل. وقد صمم طابق الميزانين به نوافذ صغيرة لتحقيق أقصى قدر من الخصوصية حيث أنها مخصصة للنساء، على عكس الطابق الأرضي الذي لديه نوافذ أكبر. العنصر الأكثر إثارة للاهتمام في هذا المشروع هو جدار القبلة، وهو تماماً من الزجاج ويطل على الغطاء النباتي الكثيف لمنع التشننت واستحضار الحلم بالجنة.



اشهد ان لا اله الا الله

Focus On The Principle Of Sustainability!!



«Cameroon Masjed»

الموقع: الكاميرون

مساحة مسطح الأرض: 1230 م²

أسند إلى مداد مهندسون استشاريون تصميم مسجد في الكاميرون يتوافق مع رؤى مداد في عمارة المساجد، ووضعت مداد نصب عينيها تحقيق مبادئ الاستدامة في التصميم مع الاعتماد على المواد المحلية من البيئة المحيطة، وخلق تجانس تام بين مبنى المسجد والعمارة المحلية، ويتميز تصميم المسجد بمرونة عالية في استخدام التهوية و الإنارة الطبيعية والاعتماد على الطاقات المتجددة لتحقيق أقصى مبادئ الاستدامة وترشيد الاستهلاك والتوافق مع الطبيعة المحلية.

الاستلهام من العمارة المحلية

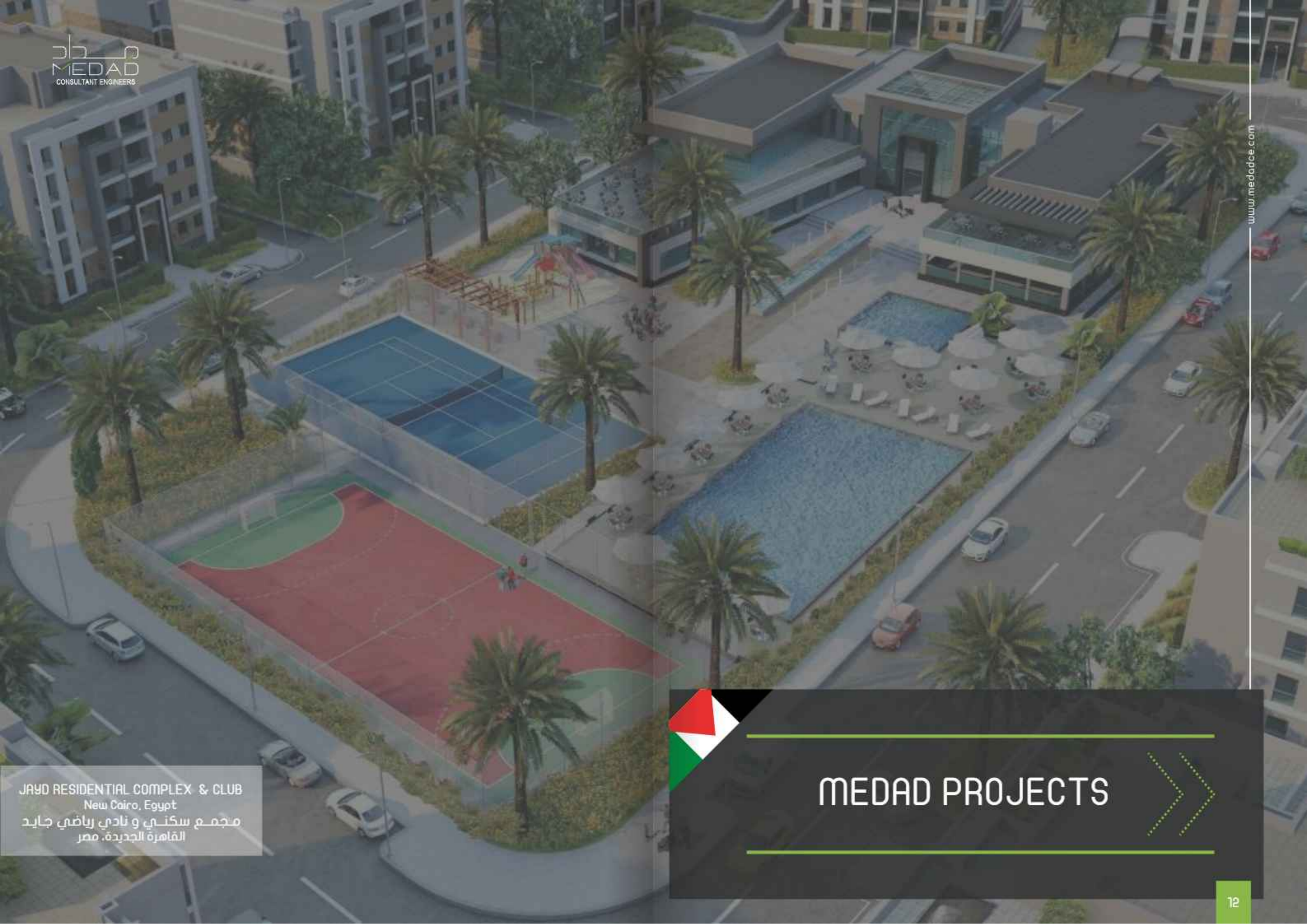


Plan

■ superficie totale 1,230 m²
■ Empreinte 452 m² (36%)

1- Espace prière des hommes	(225 m ²)	15*15	1- مصلّى رجال
2- La cour de la mosquée	(198 m ²)	11*18	2- ساحة المسجد
3- Espace prière des femmes \ Classe	(72 m ²)	6*12	3- مصلّى نساء / فصل
4- Classe	(33 m ²)	5.5*6	4- فصل
5- Zone d'ablution	(45 m ²)		5- منطقة وضوء
6- Toilettes pour hommes	(18 m ²)		6- دورة مياه رجال
7- Toilettes pour femmes	(7.7 m ²)		7- دورة مياه سيدات
8- La chambre de l'imam	(30 m ²)		8- غرفة الإمام





JAYD RESIDENTIAL COMPLEX & CLUB
New Cairo, Egypt
مجمع سكني و نادي رياضي جايد
القاهرة الجديدة، مصر



MEDAD PROJECTS



AI-SADAN SUBURB VILLAS Jeddah, KSA فلل ضاحية السدن جدة، السعودية

Sadan suburb villa complex project

A project consisting of a residential complex of recurring villa models in the city of Jeddah - Kingdom of Saudi Arabia. A design has been prepared for (4) residential villa models in a residential complex (Town house and Twin house), each model with a total area not exceeding 325 square meters (building factor 1,3) in accordance with the standards of villa designs for the city of Jeddah.

It includes the following:

- Ground floor with an area not exceeding %65 of the total land area.
- First floor with an area not exceeding %60 of the total land area.
- A second floor with an area not exceeding %30 of the total land area.



مشروع مجمع فيلات ضاحية السدن مشروع عبارة عن مجمع سكني لنماذج فيلات متكررة مدينة جدة - المملكة العربية السعودية. وقد تم إعداد تصميم لعدد (4) نموذج فيلا سكنية بجمع سكني منها نماذج فيلات منفصلة ومنها شبه متصلة، والنموذج الواحد بإجمالي مساحة لا تزيد على 325 متر مربع (معامل بناء 1,3) طبقاً لمعايير تصاميم الفيلات لمدينة جدة. ويشمل الآتي:

- دور أرضي بمساحة لا تزيد عن %65 من إجمالي مساحة الأرض.
- دور أول بمساحة لا تزيد عن %60 من إجمالي مساحة الأرض.
- دور ثاني بمساحة لا تزيد عن %30 من إجمالي مساحة الأرض.



TUYA RESIDENTIAL COMPOUND 6th October, Egypt مجمع توياسكني 6 أكتوبر، مصر

The project is a residential compound located within the Green Belt area in 6th October city, with a total area of 21000 m². The scope of work that Medad was contracted for was to design 5 different Villa models, to be distributed along 33 land plots.

The designs use stone and earthy colours to create a familiar, nature-oriented environment, while the form is staggered and broken up to create privacy between the individual villas. To further emphasize the focus on privacy, the villas have minimal openings or windows from the sides that overlook one another.



يقع المجمع السكني في منطقة الحزام الأخضر في مدينة 6 أكتوبر، و تبلغ مساحة الأرض الكلية 21000 م² يتكون نطاق العمل التي نفذته شركة مداد من أعمال تصميم لخمس نماذج مختلفة من الفيلات الخاصة، ليتم توزيعهم على 33 قطعة أرض تصميم الفيلات يستخدم خامات حجرية و ألوان طينية تخلق جواً مألوفاً متناعماً مع الطبيعة. في نفس الوقت التصميم معاصر يستخدم تكسيرات في الشكل ليؤكد الخصوصية الشخصية بين الفيلات المتجاورة. الفيلات مصممة بحيث أن الجوانب الموازية للجيران تكون حوائطها شبه مغلقة، عن طريق تقليل عدد الفتحات في الاتجاهات المطلة على الجيران حتى تضمن بذلك الخصوصية للجهتين



03

GOLF PORTO CAIRO New Cairo, Egypt جولف بورتو كايرو القاهرة الجديدة، مصر

The Golf Porto project is located on Al Amal Road in the future city of New Cairo, and Medad has been assigned the design of the front strip of the project, through continued cooperation with the Amer Group company.

The project consists of shops, offices, and various residential areas. The challenge in designing this project lies in achieving the targeted areas and number of units while also maintaining a distinctive urban framework. This framework was reached by giving the urban unit a distinct fingers shape that ensures the largest number of units benefit from a front view. It also gives the largest possible length for the facade, giving all stores a direct connection to the main street.

With a focus on privacy, the commercial and administrative entrances at the front were separated from the entrances to the residential units at the back. For ease of implementation, the urban unit has been divided into two main parts, namely "branch and link", in addition to a secondary part, a corner that resides on both sides.



يقع مشروع جولف بورتو على طريق الأمل بمدينة المستقبل بالقاهرة الجديدة، وقد أسند إلينا تصميم الشريط الأمامي للمشروع، في إطار التعاون المستمر مع شركة عامر جروب.

المشروع يشمل محلات و مكاتب إدارية و شقق سكنية متعددة المساحات، و يكمن التحدي في تصميم هذا المشروع في تحقيق المساحات و الأعداد المستهدفة للوحدات البيعية لكن في إطار عمراي متميز. هذا الإطار تمثل في صنع وحدة عمرايية في شكل أصابع اليد مما يخلق مساحات شبه مغلقة ومساحات مفتوحة لتضمن استفادة أكبر عدد من الوحدات على إطلالة أمامية و تعطي أكبر طول ممكن للواجهة بما يعطي كل المحلات اتصالا مباشرا بالشارع الرئيسي ولتحقيق أكبر قدر من الخصوصية تم فصل المداخل التجارية والإدارية من الأمام عن مداخل الوحدات السكنية من الخلف.

TAJOURA REST HOUSE
Tripoli, Libya
استراحة مزعجة تاجوراء
طرابلس، ليبيا



THE PRITZKER
ARCHITECTURE PRIZE

The Pritzker Architecture Prize



Arata Isozaki

"When I was old enough to begin an understanding of the world, my hometown was burned down. Across the shore, the Atomic bomb was dropped on Hiroshima, so I grew up near ground zero. It was in complete ruins, and there was no architecture, no buildings and not even a city. Only barracks and shelters surrounded me. So, my first experience of architecture was the void of architecture, and I began to consider how people might rebuild their homes and cities."



LUCERNE FESTIVAL PARK NOVIA
Miyagi, Japan, 2013

Arata Isozaki (2022-1931) was born in Ōita, Island of Kyushu, Japan. He was 14 years old when Hiroshima and Nagasaki were bombed, and builds with the theory that while buildings are transitory, they should please the senses of the users presently passing through and around them. Isozaki graduated from the University of Tokyo in 1954, and began his career under the guidance of 1987 Pritzker Prize Laureate Kenzo Tange. He established Arata Isozaki & Associates in 1963.



Qatar National Convention Center
Doha, Qatar, 2011

Isozaki demonstrated a worldwide vision that was ahead of his time and facilitated a dialogue between East and West. He had an impact on world architecture, through his works, writings, exhibitions, the organization of important conferences and participation on competition juries.



Tsukuba Center Building
Ibaraki, Japan, 1983



Ceramic Park
Mino, Gifu, Japan, 2003



Nara Centennial Hall
1988



MOMA, Gunma
Gunma, Japan, 1974



Zendai Himalayas Center
Shanghai, China, 2010

Isozaki's oeuvre has been described as heterogeneous and encompasses descriptions from vernacular to high tech. What is patently clear is that he has not been following trends but forging his own path. An early exploration of a new vision for the city is seen in the project City in the Air, from the early 1960s, for a multilayered city which hovers over the traditional city. His first works in his home country of Japan include a masterpiece of Japanese Brutalism, the Ōita Prefectural Library (1966). Such projects as the Kitakyushu Central Library (1974) and the Gunma Prefectural Museum of Modern Art, opened in 1974, reveal an exploration of a more personal architecture. In the museum, the clear geometry of the cube reflects his fascination with void and grid as it seeks to attain an equilibrium in which to display changing works of art.



Kitakyushu Central Library
Fukuoka, Japan, 1974



Pala Alpittour
Torino, Italy, 2005

"In order to find the most appropriate way to solve these problems, I could not dwell upon a single style. Change became constant. Paradoxically, this came to be my own style." His work began locally, with many buildings in his hometown and fukuoka, and quickly expanded to Gunma, Osaka and Tokyo. Significant works in his early career include the Ōita Prefectural Library (1962, Japan).

He has supported many young architects from across the globe to have a chance to realize their potential.

Arata Isozaki's reach and repertoire have expanded over the years to include projects of many scales and typologies and in numerous countries. In the US, Isozaki is probably most well-known for undertaking the Museum of Contemporary Art in LA (1986) and the Team Disney building in Florida (1991). The first is a study of the vault or what he calls "rhetoric of the cylinder" and the second is evidenced by a more playful use of shapes with a postmodern flair.

Many know his work through such significant buildings as the Sant Jordi Stadium for the 1992 Olympics in Barcelona. He has undertaken exemplary works in China such as the CAFA (China Central Academy of Fine Arts).

Isozaki has shown extraordinary dynamism in recent years with such works as Qatar Convention Center (2011), the traveling inflatable Ark Nova (2013) designed with Anish Kapoor for regions in Japan affected by the 2011 tsunami, and the powerful yet elegant Allianz Tower in Milan, opened in 2018.

Once again, it is a testimony to his ability to understand the context in all its complexity and to create a remarkable, well-crafted and inspiring building that is successful from city scale to the interior spaces.

Clearly, he is one of the most influential figures in contemporary world architecture on a constant search, not afraid to change and try new ideas. His architecture rests on profound understanding, not only of architecture but also of philosophy, history, theory and culture. He has brought together East and West, not through mimicry or as a collage, but through the forging of new paths. He has set an example of generosity as he supports other architects and encourages them in competitions or through collaborative works. For all these reasons, the Pritzker Architecture Prize Jury has selected Arata Isozaki the 2018 Laureate.



Domus: La Casa del Hombre
A Coruña, Spain, 1995



Art Tower Mito
Ibaraki, Japan, 1990



Shanghai Symphony Hall
Shanghai, China, 2014



Oita Prefectural Library
Oita, Japan, 1966



Palau Sant Jordi
Barcelona, Spain, 1990

كان يُنظر إلى المهندس المعماري أراتا إيزوزاكي الحداثي. انطبع خطه الهندسي بتأثيرات من الثقافة الآسيوية والغربية، في وقت كانت تهيمن الأنماط الأميركية والأوروبية على العمارة العالمية. حاز على جائزة بريترزكر Pritzker لتفوق الهندسي في العام 2019 هو الذي كان ملما في التاريخ المعماري والنظريات الهندسية وكان سباقا لعصره في تصميم معالم شهيرة تتحدى التنميطات في الأسلوب. تشمل أشهر أعماله متحف الفن المعاصر في لوس أنجليس، بالإضافة إلى مدرج باللو سانت جوردي الرياضي في برشلونة، الذي ضم لاستضافة دورة الألعاب الأولمبية الصيفية لعام 1992. برع في التصميم العمراني بشكل أذهل كل من رآه حتى غدت الأبنية المنفذة وفقا لتصميماته من أروع ما صنعه الإنسان. عاش أراتا في الفترة التي تلت كارثة هيروشيما وناغازاكي، وتخرج من كلية الهندسة المعمارية في طوكيو. ساهمت موهبته المميزة في أن يصبح أحد أشهر المهندسين المعماريين ما بعد الحرب العالمية الثانية. بعد انضمامه لأحد أشهر الفرق العاملة في مجال التصميم العمراني، أسس إيسوزاكي استديو خاص به للتصميم العمراني. يعتبر تصميمه لمبنى مكتبة محافظة أويتا عام 1966 أولى إبداعات إيسوزاكي المعمارية، تلاها متحف كيتا كيوشو عام 1974. سرعان ما وصلت شهرته إلى العالمية وظهرت بصمته في عدد من الأماكن حول العالم، يُذكر منها مبنى ديزني، ومركز قطر الوطني للمؤتمرات. في رصيده العديد من الكتب حول الهندسة المعمارية، وحقق عددا من الجوائز العالمية أيضا.

عُرف عن أراتا إيسوزاكي أسلوبه المتأثر بالقليل من منهج الوحشية الجديدة، مع فن العمارة الأيضية. مبتعدا عن طريقة البناء المعتمدة على الحداثي، ركز أراتا إيسوزاكي كل جهوده على إيجاد حلول لمختلف المشاكل التي واجهت المهندسين المعماريين تلك الفترة إلى جانب التصميم المعماري، كان أراتا إيسوزاكي أستاذا جامعيا في عدد من أرقى جامعات العالم مثل هارفارد وجامعة بل.

SHEIKH ABDULLAH ALHEMIDAN MOSQUE
Taif, KSA
مسجد الشيخ عبدالله الحميدان
الطائف، السعودية



INTERNATIONAL
PROJECTS

New Techo International Airport



Construction is underway at the new Techo International Airport in Phnom Penh, Cambodia, designed by Foster + Partners. The project, located 20 kilometers from Cambodia's capital city, draws inspiration from the vernacular architecture that defines the area, searching to provide adequate design solutions in response to the tropical climate. The commission, which was won following an international competition, includes the master plan for a new airport city in addition to the new terminal building.

Two airfoil-shaped piers define the shape of the terminal building, converging towards a central head house that contains the passengers' security check, immigration offices as well as retail elements.



All functional elements are contained under an overarching roof canopy stretching over 36 meters, supported by 'structural trees.' The lightweight steel grid allows natural light to enter the vast terminal space. The design also strives to provide clear and intuitive paths for the passengers, opening views out to the apron and providing minimal level changes throughout its public areas.



Warm interior materials define the interior atmosphere, taking cues from the image of the Cambodian vernacular. According to the architects, the project is also designed to become 'one of the greenest airports in the world' by combining contemporary solutions with local craftsmanship and striving to minimize operational costs. Ample greenery is included in the design, and energy generated by an onsite photovoltaic farm will power the terminal.

تجري أعمال البناء في مطار تيكو الدولي الجديد في بنوم بنه، كمبوديا، والذي صممته شركة فوستر وشركاه. يقع المشروع على بعد 20 كيلومترا من عاصمة كمبوديا، وهو مستوحى من الهندسة المعمارية المحلية التي تتسم بها المنطقة، وكما يبحث التصميم عن توفير حلول مناسبة استجابة للمناخ الاستوائي. ويشمل المشروع المقدم للجائزة المخطط الرئيسي لمدينة المطار الجديدة بالإضافة إلى مبنى المطار الجديد.

يحدد رصيفان شكل مبنى المطار، حيث يتقاربان نحو المبنى الرئيسي المركزي الذي يحتوي على الفحص الأمني للركاب ومكاتب الهجرة بالإضافة إلى عناصر البيع بالتجزئة. يتم احتواء جميع العناصر الوظيفية تحت مظلة سقف شاملة تمتد على مسافة 36 مترا، مدعومة بـ "أشجار هيكلية"، وتسمح الشبكة الفولاذية خفيفة الوزن للضوء الطبيعي بالدخول إلى مساحة المحطة الشاسعة. ويسعى التصميم أيضا إلى توفير مسارات واضحة وبديهية للركاب، وفتح المناظر على ساحة المطار وتوفير الحد الأدنى من التغييرات في المستوى في جميع أنحاء المناطق العامة.

تحدد المواد الداخلية الدافئة الجو الداخلي، وهي مستوحاة من الصورة العامة الكمبودية. وفقا لتصريحات المهندسين المعماريين: تم تصميم المشروع أيضا ليصبح "واحدًا من أكثر المطارات خضرة في العالم" من خلال الجمع بين الحلول المعاصرة والحرفية المحلية والسعي لتقليل تكاليف التشغيل. تم تضمين مساحات خضراء وافرة في التصميم، وستقوم الطاقة المولدة من مزرعة الخلايا الكهروضوئية الموجودة في الموقع بتشغيل المحطة.

Nanhai Art Center



MAD Architects has revealed the designs for the Nanhai Art Center in Foshan City, Guangdong. Covering 59,445 sqm, the project features three main elements: a Grand Theater, a Museum, and a Sports Center. Aiming to encourage community and traditional culture, the center features a wave-like form with a new public gateway to the waterfront. Upon completion, the Art Center seeks to become a new waterfront public space blending social and creative aspects. The Nanhai Cultural District—which connects Guangzhou and Foshan—is a significant area within the Guangdong-Hongkong-Macao Greater Bay location. The new center's goal of reviving Nanhai's traditional culture in

contemporary living, drawing inspiration from regional events such as the lion dance and dragon boat race.



The three main structures in the wave-like form are sheltered by a floating sun canopy, encouraging residents to interact with the lakeside environment. Inspired by the historic architecture of Southern Guangdong, the design plays a significant role in maintaining the area's community spirit.



In keeping with national museum standards, the Grand Theater and Museum are located on one side of the center's layout, which forms a visual axis towards the lake. On the other side, the Sports Center provides a range of sporting amenities.

كشفت شركة MAD Architects عن تصميمات مركز نانهاي للفنون في مدينة فوشان بمقاطعة قوانغدونغ. ويمتد المشروع على مساحة 59,445 متراً مربعاً، ويضم ثلاثة عناصر رئيسية: المسرح الكبير، والمتحف، والمركز الرياضي. وبهدف تشجيع المجتمع والثقافة التقليدية، يسعى مركز الفنون إلى أن يصبح مساحة عامة جديدة على الواجهة البحرية تمزج بين الجوانب الاجتماعية والإبداعية.

تعد منطقة نانهاي الثقافية - التي تربط قوانغتشو وفوشان - منطقة مهمة داخل موقع خليج قوانغدونغ وهونغ كونغ وماكاو الأكبر. إن هدف المركز الجديد متمثل في إحياء ثقافة نانهاي التقليدية في الحياة المعاصرة، ومستوحى من الأحداث الإقليمية مثل رقصة الأسد وسباق قوارب التنين.

الهيكل الثلاثة الرئيسية على شكل موجة محمية بمظلة شمسية عائمة، مما يشجع السكان على التفاعل مع البيئة الواقعة على ضفاف البحيرة. ويلعب التصميم المستوحى من الهندسة المعمارية التاريخية لجنوب قوانغدونغ دوراً مهماً في الحفاظ على روح المجتمع في المنطقة.

وتماشياً مع معايير المتحف الوطني، يقع المسرح الكبير والمتحف على جانب واحد من مخطط المركز، مما يشكل محوراً بصرياً باتجاه البحيرة. وعلى الجانب الآخر، يوفر المركز الرياضي مجموعة من المرافق الرياضية. وتعمل الواجهات غير المفلقة ومنصة المناظر الطبيعية التي تربط البحيرة والمنتزه المطل على النهر والمنطقة الحضرية على تشجيع المناطق الطبيعية المحيطة على الاندماج بسهولة.

Hayah International Academy
New Cairo, Egypt
أكاديمية حياة الدولية
القاهرة الجديدة، مصر



ARTISTIC EYE



GAZA: A TALE OF RESILIENCE

We have all been profoundly shaken by recent events in Gaza. This latest conflict marks the start of a chapter that is likely to affect millions of lives, both in the Middle East and further afield, for years to come. The haunting images of Palestinian babies, children, women, and men from Gaza have become deeply etched into our minds and souls. They are repulsive to us as emotional beings, shaking us to the core of our existence and leaving us in tatters. These visuals starkly portray the depths of human cruelty, our fragile hope, unlikely sense of recovery, enduring sense of hopelessness, and imminent fear of collective amnesia. These are the times of genocide.



While the world counts our massacred, Palestinians don't count. Keeping track of the numbers will not give justice to those who are murdered every day without compunction or remorse. They, too, have dreams, aspirations, and everything anyone with a beating heart holds dear. They are not numbers that will be erased from Palestinian collective consciousness. Each life that is cut short is a constant reminder that justice has no price tag, that colonization is a failed experiment of humanity, and that the loss of one life is equivalent to the loss of all humankind. "Our resolve to live is stronger than ever." says the people their. They will not lose hope. they will keep on living . they keep finding resilience through their surroundings .

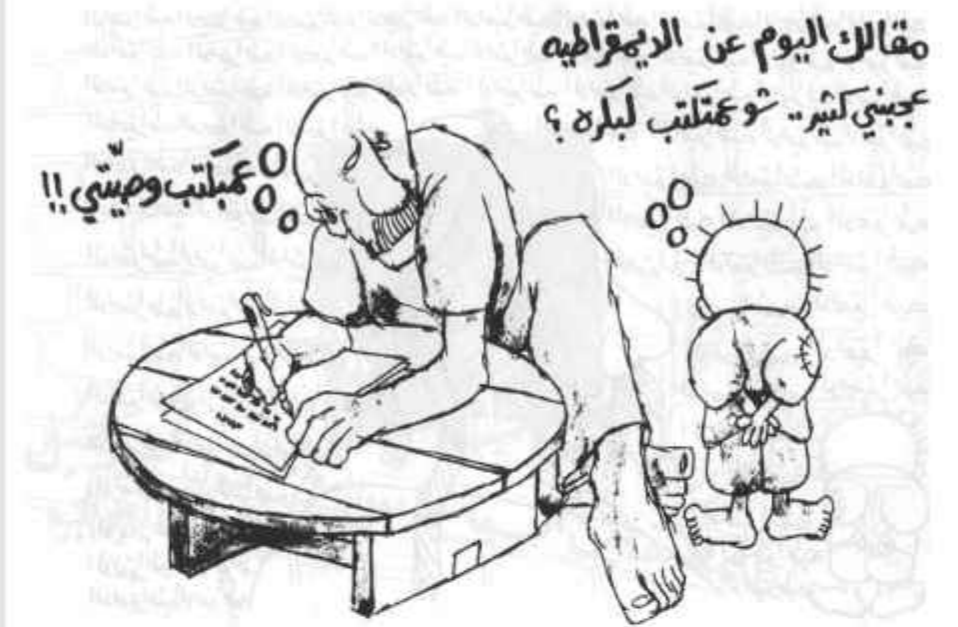




NAJI AL-ALI

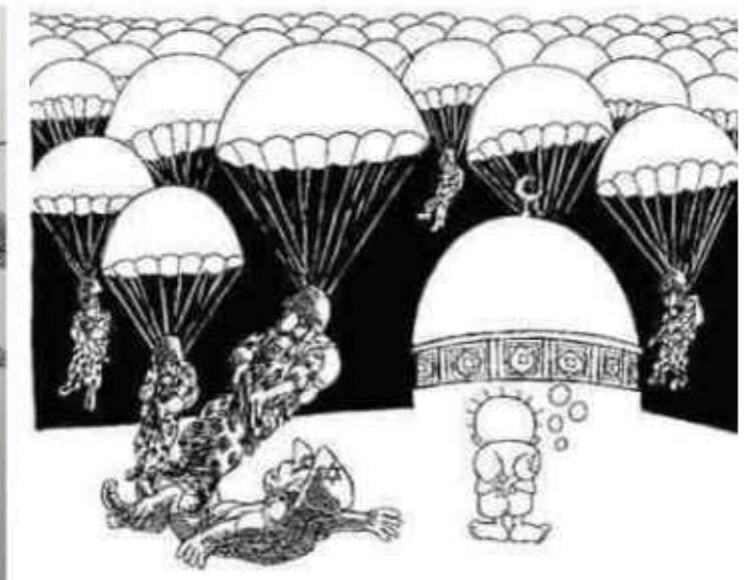
A Palestinian activist and cartoonist whose work was revered throughout the Arab region for its boldness, outspokenness, and humanity, Naji al-Ali was one of the most influential Arab artists in mid-twentieth century. Al-Ali was born in 1938 in al-Sharja village in Palestine, one of the 480 villages later destroyed in the Nakba (catastrophe) that took place in 1948. His family fled to southern Lebanon to the Ayn al-Hilwa refugee camp, which is where his artistic talent emerged.

Naji al-Ali is considered among the most prominent Arab and world caricaturists. His drawings, nearly fourteen thousand in number, are characterized by their biting criticism of the Palestinian and Arab situation. These drawings became his only way of expressing his anxieties and the suffering and agonies of his Palestinian people. He created several figures that recur in his work. Sarcastic, poignant and perhaps too bold, his cartoons were drawn from his experience as a Palestinian refugee.



WHO IS HANDALAP?

Naji Al-Ali wrote: "The child Handala is my signature, everyone asks me about him wherever I go. I gave birth to this child in the Gulf and I presented him to the people. His name is Handala and he has promised the people that he will remain true to himself. I drew him as a child who is not beautiful; his hair is like the hair of a hedgehog who uses his thorns as a weapon. Handala is not a fat, happy, relaxed, or pampered child. He is barefooted like the refugee camp children, and he is an icon that protects me from making mistakes. Even though he is rough, he smells of amber. His hands are clasped behind his back as a sign of rejection at a time when solutions are presented to us the American way." Handala was born ten years old, and he will always be ten years old. At that age, he left Palestine, and when Handhala returns to Palestine, he will still be ten years old, and then he will begin to grow up.."



87c Plaza
New Cairo, Egypt
بلازا ج 87
القاهرة الجديدة، مصر

87c
Plaza



ARCHITECTURAL
TECHNOLOGY



Ecological, Lightweight, and Slender: Energy-Efficient Architecture with Translucent Polycarbonate

Global warming has marked a turning point in the way we think about architecture. We are witnessing record temperatures on our planet and a challenging panorama in many large cities, characterized by heatwaves and, in some cases, more severe winters. These circumstances have triggered a cycle in which the demand for heating and cooling systems increases, which, in turn, translates into higher energy and operating costs for buildings.

Given this situation, it becomes imperative to design energy-efficient buildings to reduce both the environmental impact and the associated costs. In this context, the polycarbonate panels contribute to the energy efficiency of buildings.



Features and Architectural Applications of Polycarbonate Panels

Translucent building elements combine effective thermal insulation and translucency to create a striking visual appearance in architecture. Made of thermoplastic polycarbonate, the panels are particularly lightweight, making them suitable for retrofit projects of any scale or complexity. Their low weight also helps prevent any structural issues, and their co-extruded layer protects against UV rays, ensuring long life and durability. These panels find diverse applications, from interiors to exteriors, where they are especially suitable as facade and roofing solutions for industrial and commercial buildings.

The structure of the translucent building elements is composed of several layers that form air chambers acting as multi-level insulators, which reduce heat transmission. Depending on the specific project requirements and the energy demand in the building, it is possible to use panels that have from four to twelve layers. In this manner, the multi-layer structure effectively minimizes heat transfer through the facade. Furthermore, polycarbonate possesses a naturally low thermal conductivity in comparison to materials like glass or metal.



To enhance their characteristics, translucent polycarbonate panels can also be used in conjunction with thermally broken aluminum framing systems. This reduces heat loss in the building during winter and minimizes heat transfer from the exterior to the interior during summer, a beneficial condition in the contemporary urban context. Additionally, aluminum, like polycarbonate, is very lightweight compared to other building materials, such as steel, while maintaining the same strength and stability.

System

1. Extruded aluminum profile
2. Polycarbonate panel
3. Thermal break
4. Extruded aluminum profile
5. Polycarbonate panel
6. Extruded aluminum profile
7. Thermal break
8. Polycarbonate panel
9. Extruded aluminum profile
10. Thermal break
11. Polycarbonate panel
12. Extruded aluminum profile



In addition, their translucency allows natural light to enter without causing glare, making it an optimal way to naturally illuminate interiors, enhancing the well-being of its inhabitants. Consequently, the need for artificial lighting and energy is reduced, demonstrating how polycarbonate panels contribute to a design that makes conscientious and efficient use of resources.

Al-Wakrah Medical Center
Al-Wakrah, Qatar
مركز الوكرة الطبي
الوكرة، قطر



SUSTAINABLE
SOLUTIONS



Revolutionizing Affordable Housing: The AI-Powered, Climate-Friendly Solution of Project Phoenix

World need to build massively in the future to improve the housing situation. The implementation of efficient construction methods, such as prefabrication and modular construction, can speed up the creation of affordable housing units, reducing construction costs and timeframes. Adopting green building practices, such as using recycled materials and designing energy-efficient structures, not only contributes to sustainability but minimizes long-term operating expenses for residents.

The Phoenix project, which represents a beacon of hope for the future of sustainable, affordable, and fast construction. It will consist of 316 affordable and sustainable homes, built with about half the cost, time, and carbon footprint of a typical multi-family building in the San Francisco Bay Area. The project presents an innovative approach reducing the initial design package creation time from two weeks to six hours.



Mycelium on the Façade

A significant challenge when looking for a sustainable project lies in its envelope, which is often responsible for more than 20% of the embodied carbon. This is because finding materials with a low carbon footprint is complex due to stringent performance requirements, such as durability and fire resistance.

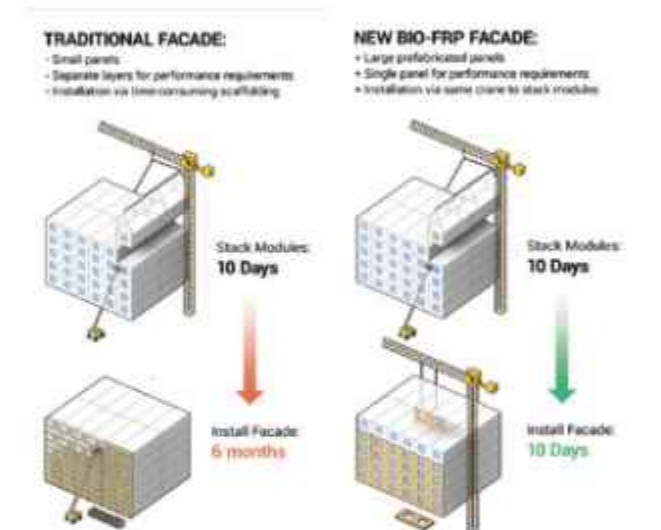
"In terms of carbon footprint, Autodesk Forma and Autodesk Insight gave the team a platform to track and reduce the embodied carbon of the project through a first-of-its-kind façade system that combined a durable fiber-reinforced-polymer shell with a bio-material core.

The resulting 38-foot-long panels are carbon-negative and they can be installed about five times faster than a standard façade system."

By prefabricating housing modules in a factory and assembling them on-site, the team achieved an unprecedented completion time of around two weeks, a fraction of the time that traditional construction processes would require.

This innovation in the choice of materials is an iconic part of the project.

MycoComposite mycelium-based materials have the potential to revolutionize the construction industry on several fronts. Developed by Ecovative, they offer long-lasting sustainability by integrating indefinitely into structures, and are compostable after demolition, enriching soil nutrients and ensuring a sustainable life cycle.



The mixture of mycelium and plant fibers creates a lightweight, durable, flame-resistant, and insulating material, significantly reducing energy consumption, resources, and carbon emissions in production compared to conventional building materials.

CONTACT US:

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

UNITED STATES - USA:

Texas

Address : 888 W Sam Houston Pkwy S
Suite# 125 , Houston , Tx , 77042
Mobile : (713)-463-9994 / (832)-339-2937

KINGDOM OF SAUDI ARABIA:

Jeddah

Address : 8461 Al-Batha St, Al-Faisaliah District
Mobile : +966 555 789 474
E-mail : info@medadce-ksa.com
e.bakry@medadce-ksa.com

LIBYA

Tripoli

Address : 8 Al Hassn St. Besided Eye Hospital
Zawyet Dahmani, Tripoli, Libya
Mobile : + 218 (91) 369257
E-mail : info@medadce-lby.com

KENYA

Nairobi

Address : Westlands, Flat 25, LR No. 41/209 Muthithi Road,
P.O. Box 66883-00800 ,Nairobi, Kenya
E-mail : info@medadce-ke.com



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



Design

Arch. Marwan Mohallel

Editors

Arch. Elham Ramadan
Arch. Shimaa Nashat

Managing Editor

Arch. Shadi Galal

Editor in chief

Arch. Hussein Assaad

