

**CUBE CONSULTANTS**

Since 1990



**Company Portfolio**

Updated, March 2024





BE THE **CHANGE**  
YOU WANT TO SEE  
**IN THE WORLD!!**

MAHATMA GHANDI

THE FUTURE IS DIFFERENT AND WE SHOULD UNDERSTAND HOW TO DEAL WITH IT, HOW  
TO COMMUNICATE AND HOW TO WRITE IN THE FUTURE LANGUAGE OF ARCHITECTURE.



## Who are we?

In CUBE, A new day means new beauty. Everything around us is changing, Life is progressing so fast, and Technology is being uplifted every day to a higher and smarter level.

& Actually, SO We Are...

We uplift ourselves to higher levels too, but that of the original smart human states of being... through living with the spirit of natural beauty & enjoying the art of being ourselves. We're intuitively directed by the pure nature's act, as being the greatest teacher and receiver of all, towards a truthful fulfillment of this real imaginary beauty; aiming to fill the whole world with.

We appreciate this unlimited number of new lives that we're all gifted out of these new breaths, as a very uniquely designed bliss. It allows us to create many forms of art with great passion, with a lot of care and responsibility too; working upon our vision and applying our mission, to show out in real terms of actions what's beyond imagination, and how we can beautifully change the world through new visions, approaches and smart technologies.

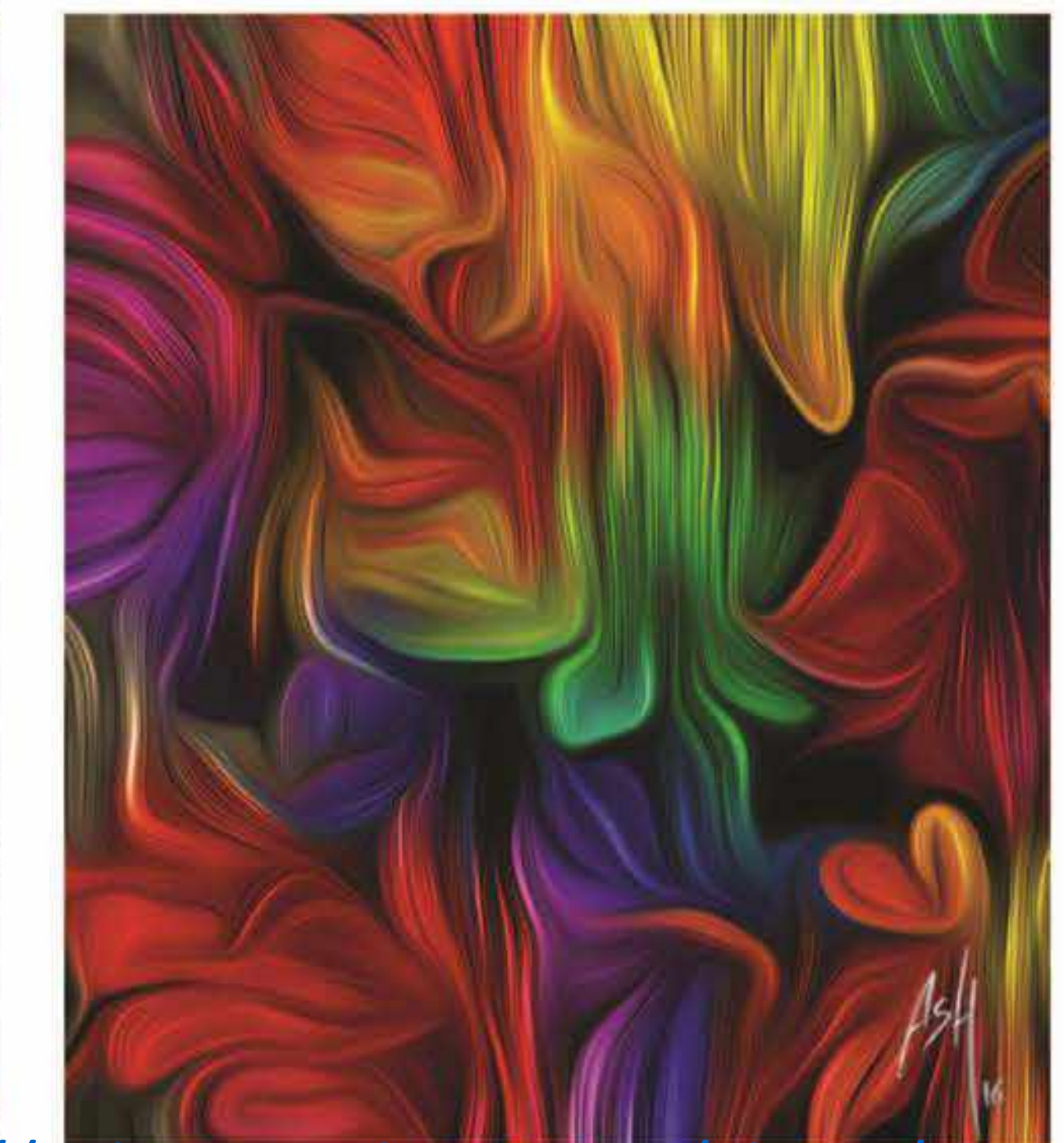
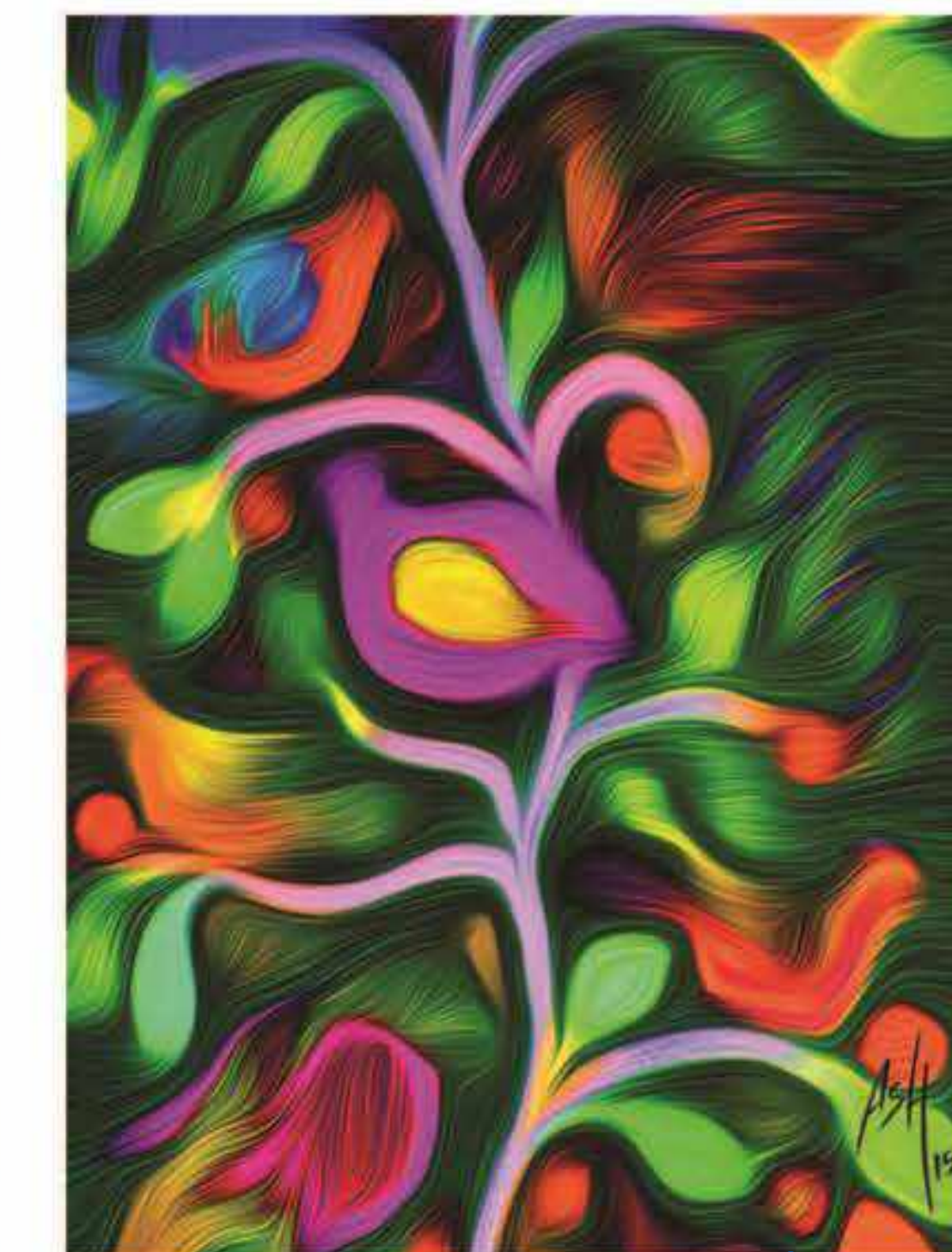
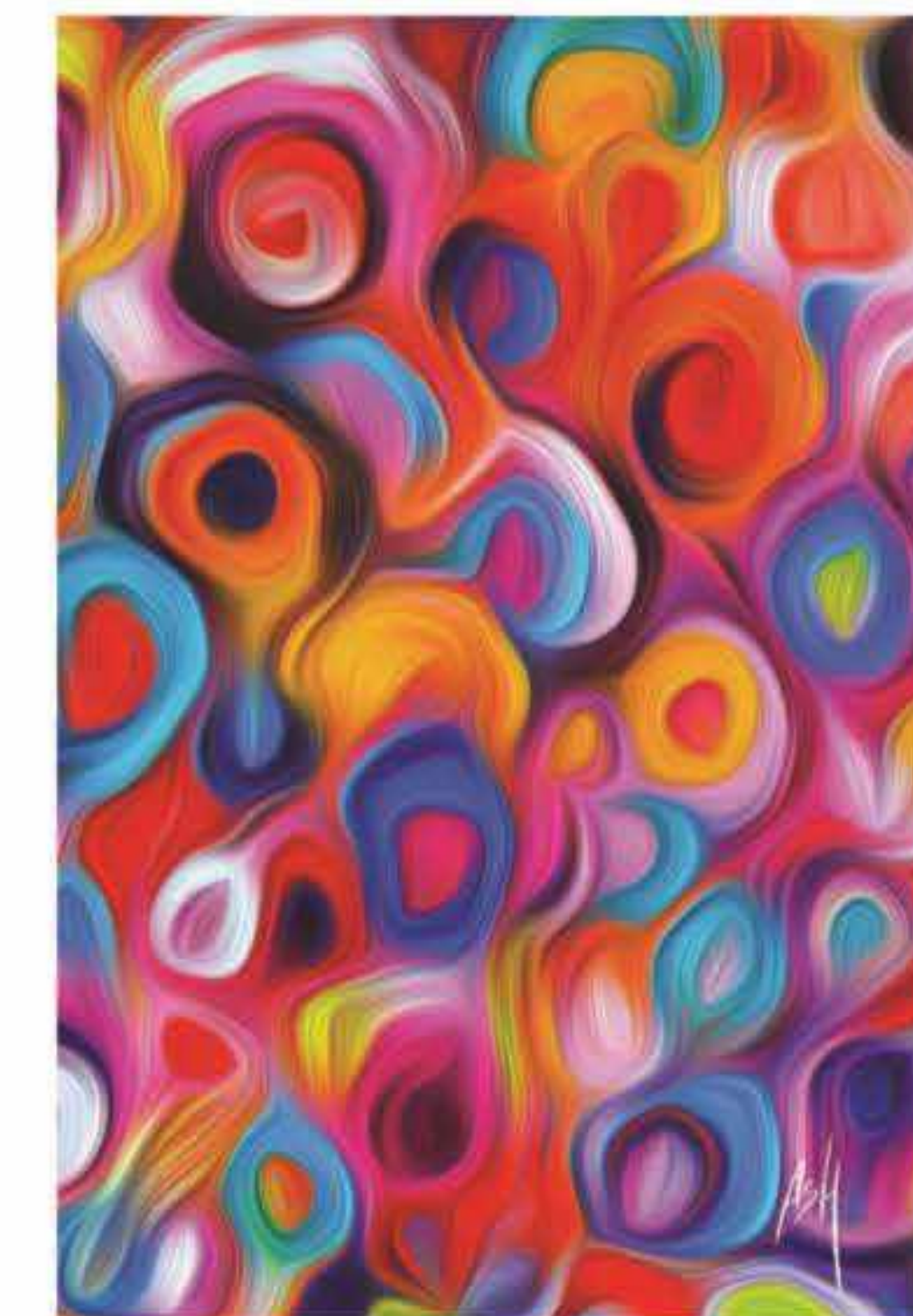


It's all about Our integrated "mind" and "soul", it's our greatest wealth. We heartfully insist on creating beauty-originated perceptions on different mindful levels through our continuous architectural speech, a speech to & from Earth, pointing out to a true invitation to each and every one out there to think about their true creative selves and their great capabilities of being... to realize the appropriate usage to their hidden powers. Let's increase the freed-up minds to pave a new road of fruitful change for how better we all want the world to be.

With great faith, consistency and persistence; We keep heading to an upper forward. We realize by each step we take our true role on Earth. We Imagine and Create, because we believe... We Design and Implement, because we insist on living a better life... We Develop and Expand, because we still have a lot of experience to share...



**CUBE ... Towards a world full of Art through Love, Beauty and**



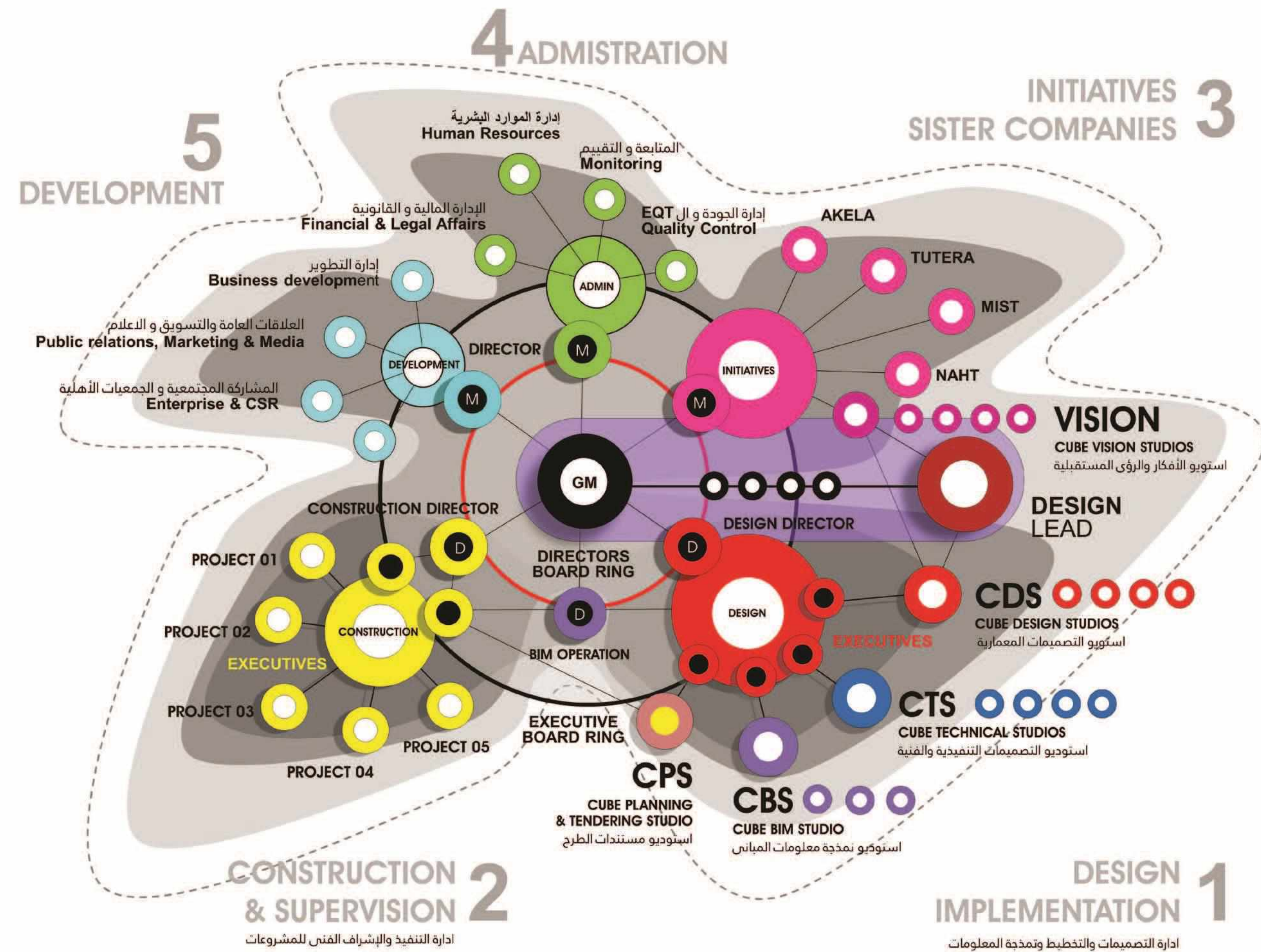
<https://cubeconsultants.org/about/>



# CUBE FLOWER CHART

## DYNAMIC ORGANIZATION AND SKELETON

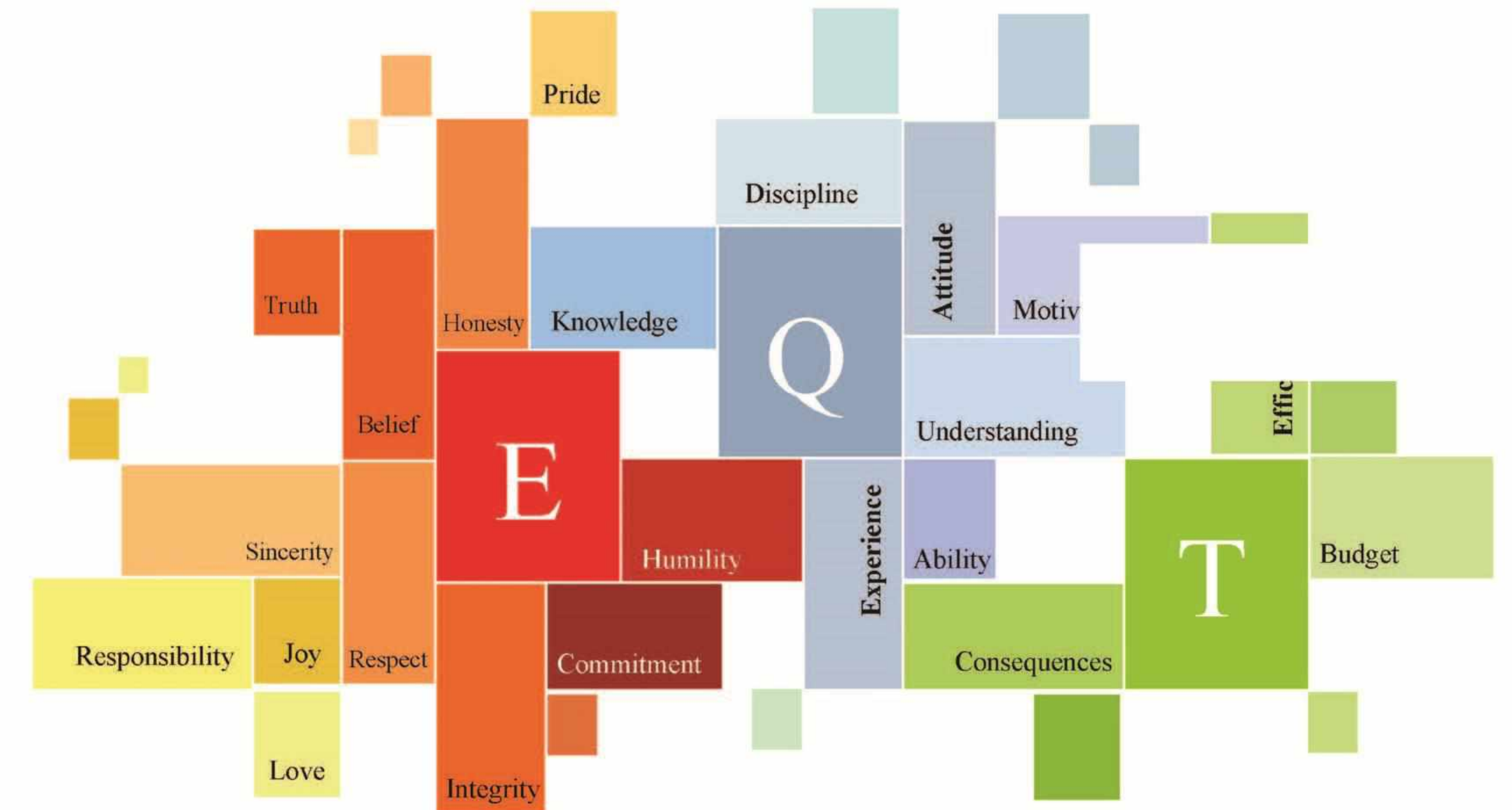
2020



# CUBE PRINCIPALS

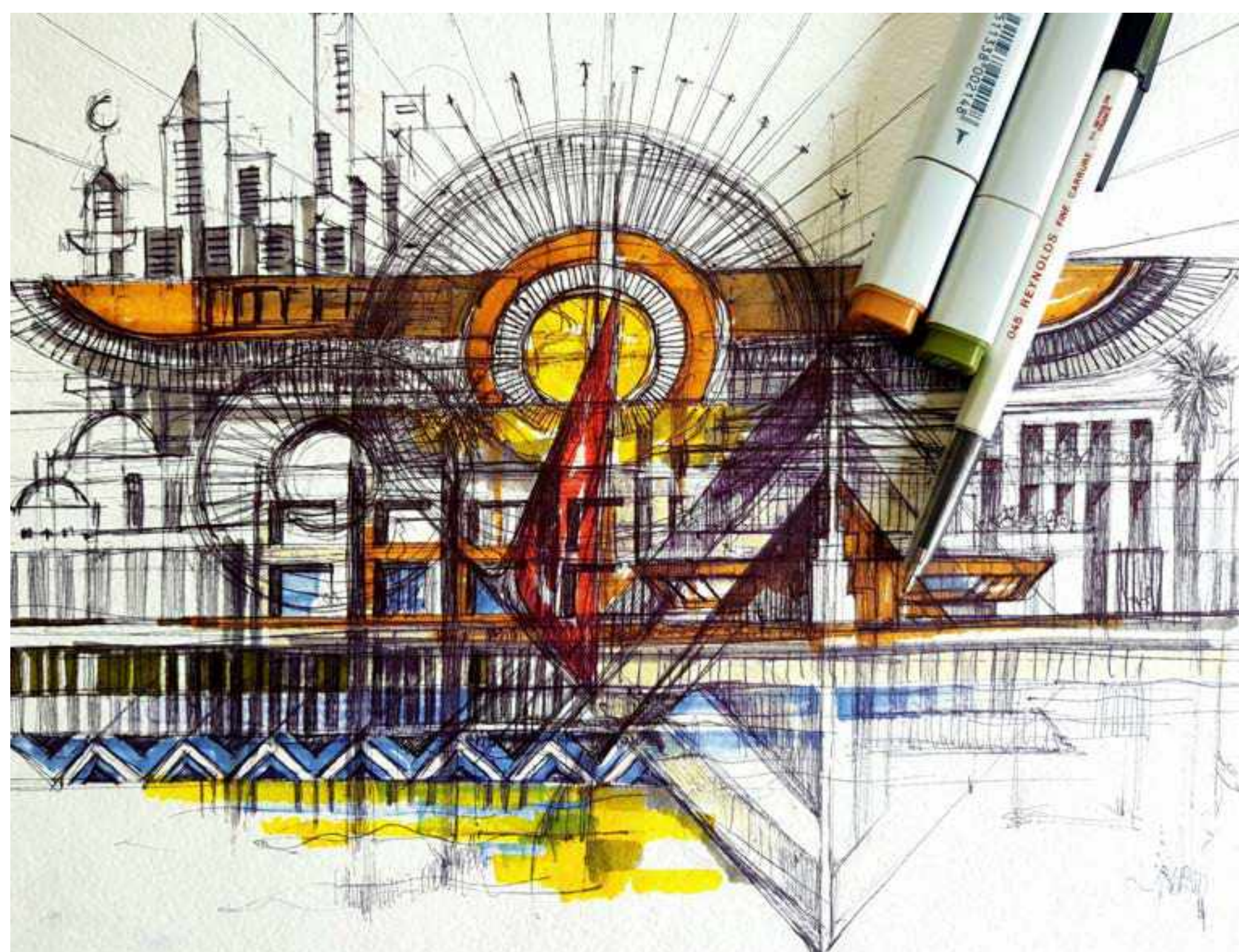
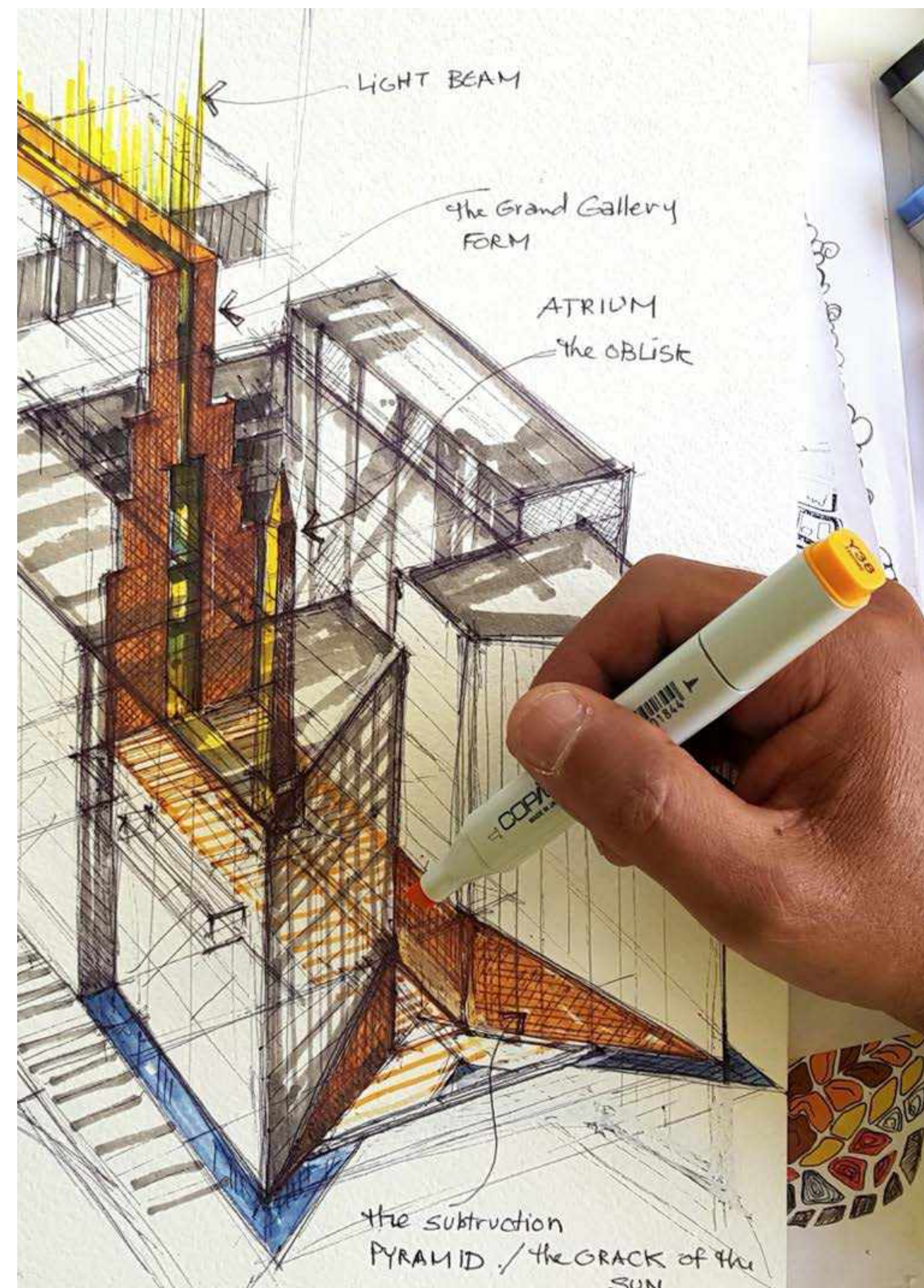
# EQT

## ETHICS . QUALITY . TIME



BASIC PRINCIPLES FOR A SUCCESSFUL BUSINESS ENVIRONMENT FOR CUBE CONSULTANTS





## OUR MASTER MIND


Professor Dr. Ashraf Abdel Mohsen

In 1990, Professor Dr. Ashraf Abdel Mohsen founded CUBE, an architecture firm with a specialized focus. Driven by his passion for the field, he carefully selected a team of skilled designers and creatives to collaborate closely on projects, bringing unique visions to fruition. Abdel Mohsen's goal was to promote sustainable urban expansion that adhered to international standards. He proposed a visionary plan named Cairo 2050 to enhance the urban quality of Cairo, which spanned from 2005 to 2010.

In 2012, Abdel Mohsen established Remal, a non-governmental organization. He and his team created a comprehensive plan and vision for developing Egypt under the name Egypt712. As a founding member of the 5+ Urban Development Consortium, Abdel Mohsen played a crucial role in the planning of the new administrative capital in Egypt.

Currently, Abdel Mohsen's primary focus is his Tuteria project, which involves revitalizing ancient Egyptian roots and applying historical concepts to urban and architectural design. His innovative approach and unwavering commitment to the development of Egypt have established him as a prominent figure in the fields of architecture and urban planning. Additionally, Tuteria has launched "METATUT," the first Egyptian city in the Metaverse, which the World Economic Forum recognized by the end of 2021.





To ensure sustainable growth and reputation, we developed our strategy, which depends on three factors:

## 1. INNOVATION

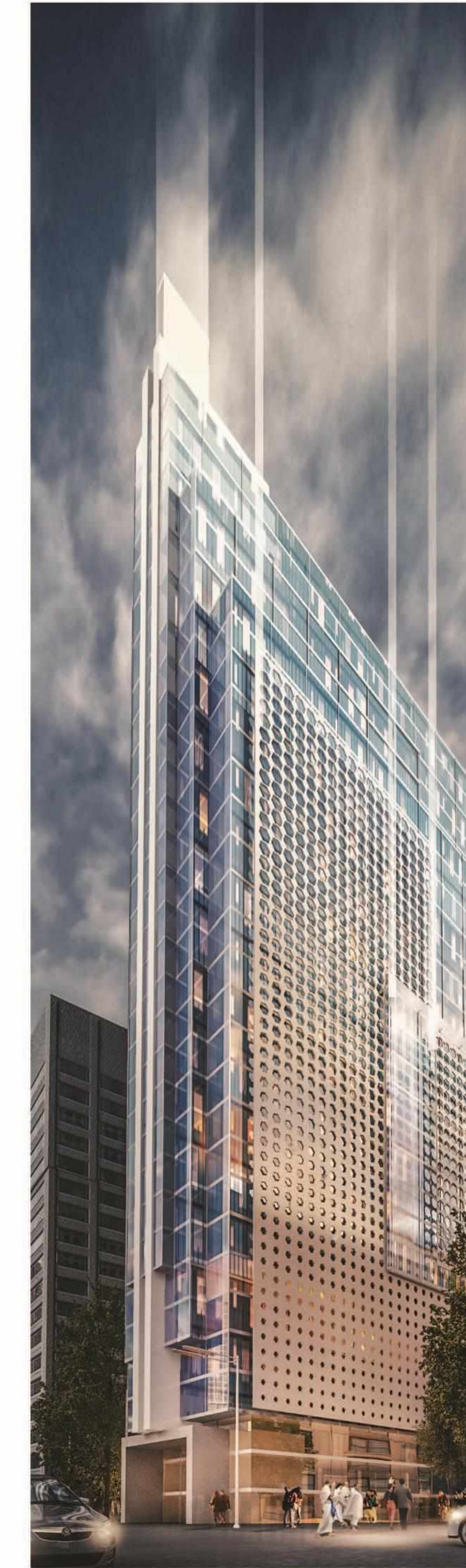
Creating innovative, unique and revolutionary designs, through the constant generation of a spiritual element within our designs, to satisfy both the physical and meta-physical needs of people for a richer quality of life.

## 2. DIVERSITY

We are capable of offering a diverse scope of services such as architectural designs, spatial & interior designs, landscape architecture and environmental studies, urban planning, property development, historical preservation, research & studies, architectural visualization and animation, graphics & multimedia, construction tender documents, construction supervision and project management. This diversity of services is accompanied by a wide range of clients, in different regions around the world.

## 3. UNIQUENESS

We are always offering our clients distinguished services, always bringing something new to the table by developing our strategy that based on creativity and keeping up-to-date utilizing the latest technologies.



# VISION

Our vision is to be one of the leading visionary architectural, urban design and planning consultancies in the world, as well as being a set standard in industry ethics, quality and time!

# MISSION

CUBE Consultants will be a growing, employee-owned firm providing advisory, design, management, and operational solutions to meet the local and international requirements and needs, and emerging challenges worldwide.

In order to achieve our vision, our missions are to be more innovative and creative in designs and teamwork in order to create quality products and maintain our positive reputation in Egypt and Africa.

<https://cubeconsultants.org/about/>



# CUBE VISION & Design Philosophy 2024

Embracing 2024 with foresight and ingenuity, we at Cube Consultants are fervently constructing not just buildings, but ecosystems that embody our vision of Spirit Care, Earth Care, and the seamless melding of Science, Technology, & Architecture. Each creation is a sanctuary, designed to foster spiritual wellness and celebrate cultural richness, deeply rooted in our commitment to imbue every space with soul.

Our Earth Care principle is unwavering; it's reflected in our conscientious selection of sustainable materials and our passion for energy efficiency and stewardship of water. We design environments that harmonize with nature's rhythm, actively contributing to the ecological well-being of our world.

The fusion of Science, Technology, & Architecture at Cube is a testament to our innovative spirit. We craft spaces that are adaptive, intuitive, and at the vanguard of design—spaces where functionality meets beauty and intelligent interaction.

Looking ahead to 2024 and beyond, Cube Consultants is dedicated to creating a legacy where each project stands as a testament to our commitment to sustainability and community enrichment. We are crafting a future where our architectural works resonate deeply with our heritage and guide us toward a future that is sustainable and intrinsically connected.



CUBE Pyramid Code: **3.4.7.12**

Triangle of life: SPIRIT, SOUL, BODY **3**

3 Principals: ETHICS, QUALITY, TIME

The 4 Elements of Life: EARTH, AIR, FIRE, WATER **4**

4 Weeks/Month

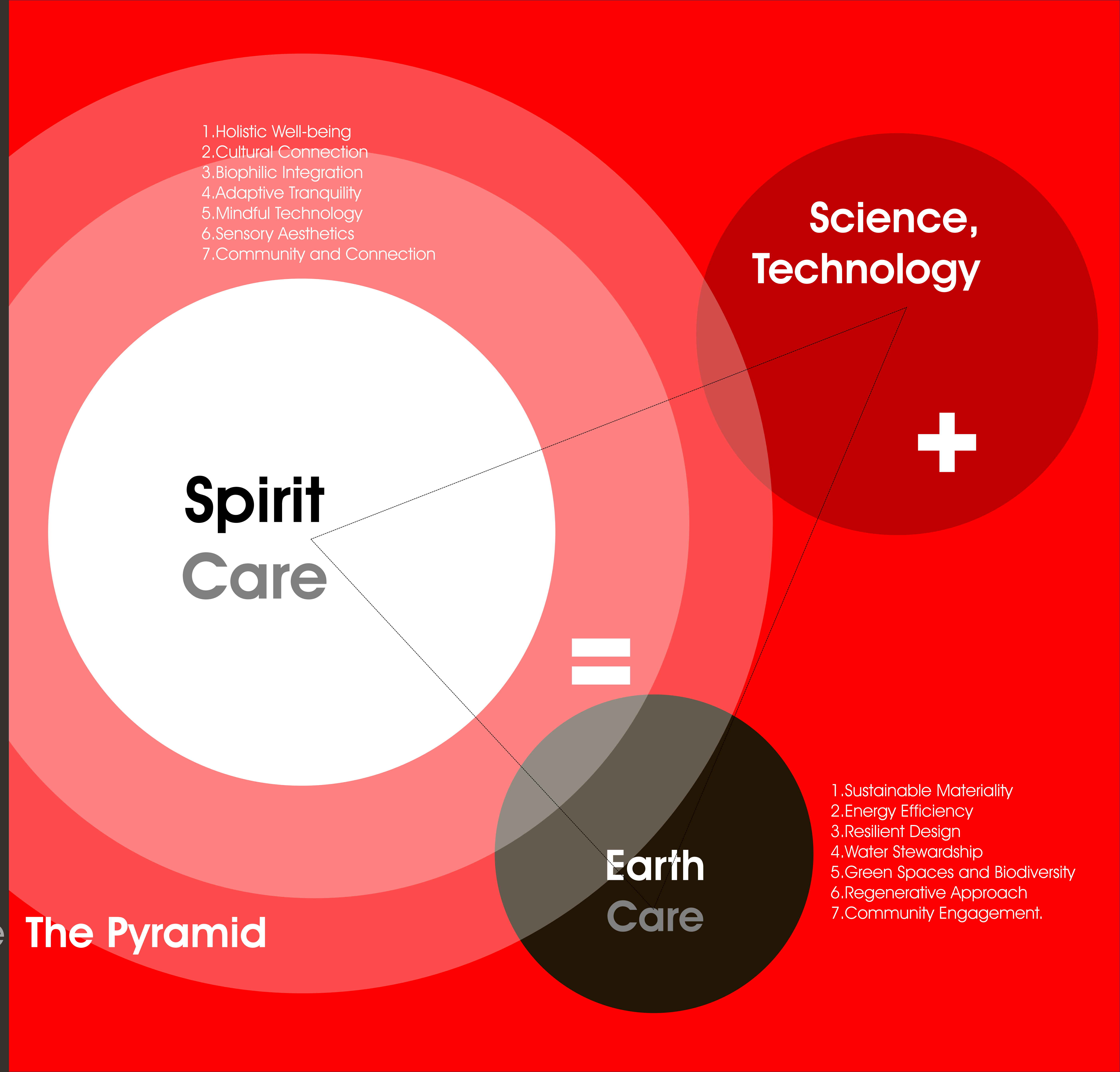
Seven is the **number** of completeness and perfection (both physical and spiritual) **7**

7 Days/Week

twelve is a symbol of cosmic order, it reflects Space & Time **12**

12 Months/Year

Branding Code **The Pyramid**







## **Table of contents:**

01 Visions

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06 Culture & Education

07 Industrial & transportation

**Meta CUBE**





**01**

# **VISIONS & CITIES REPLANNING**

**SELECTED PROJECTS**

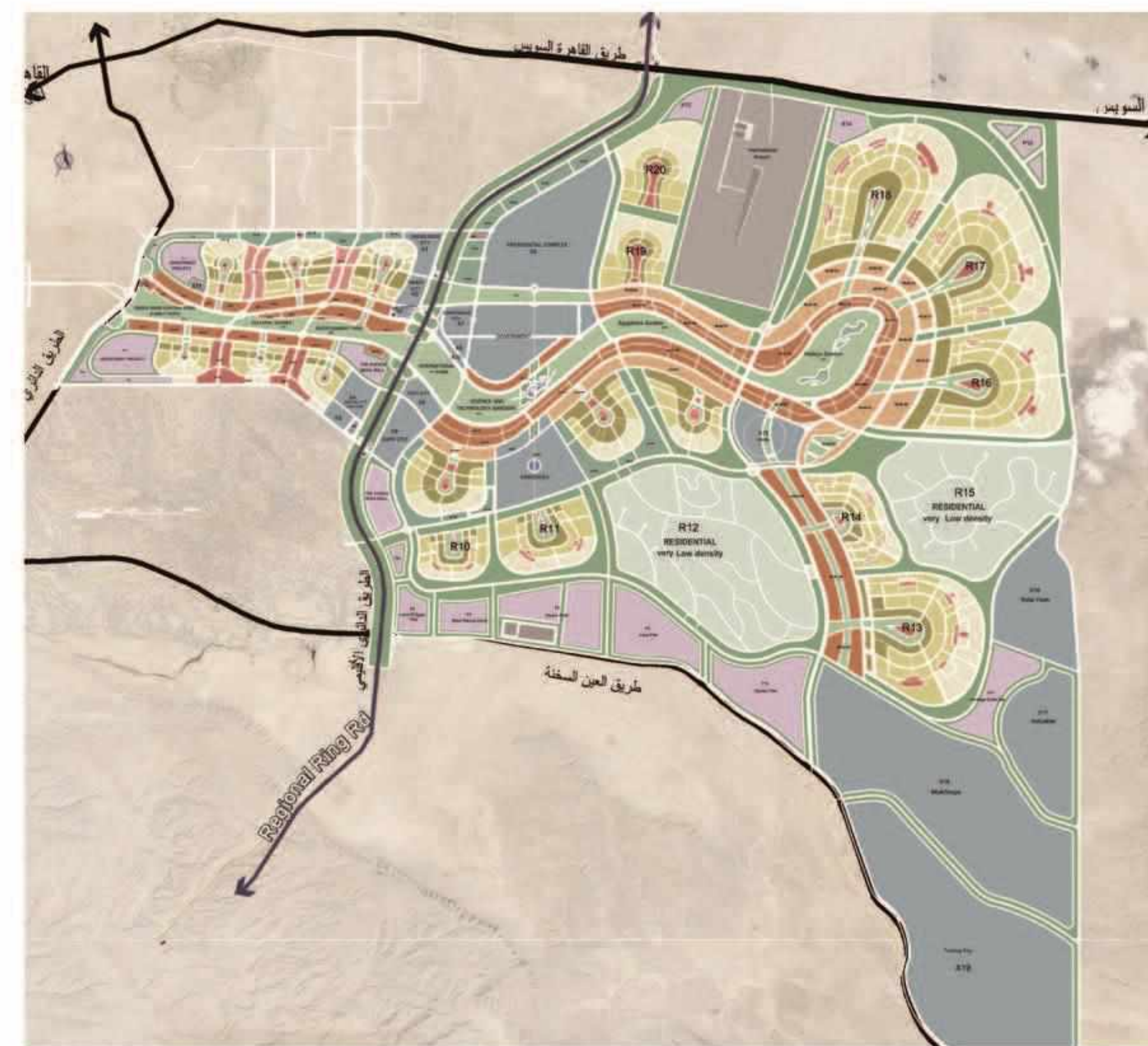




Cairo Capital is a meaningful venture to build national spirit, foster harmony, that will provide for long-term a sustainable prosperity and address distinct issues faced by Egypt through a new city, which will create more places to live, work and visit. If built as planned, it will be a distinction from Cairo's historic, aging infrastructure. Cairo is home to some 18 million people and is known for its overwhelming congestion." said the Egyptian Minister of housing. The master plan is to create a global city with smart infrastructure for Egypt's future, which will provide a myriad of economic opportunities and offer a noticeable quality of life.

Therefore, it must be flexible enough to adjust to future changes. It calls for a new harbor designed to adapt and embrace its natural desert setting.

<https://cubeconsultants.org/thecapitalcairo/>





An architectural rendering of a modern city. The scene is dominated by a central green oasis with a winding waterway that flows through the city. The waterway is bordered by lush greenery and modern buildings. In the background, a dense skyline of skyscrapers is visible under a hazy, sunset-like sky. The overall atmosphere is one of a vibrant, sustainable urban environment.

## MASTER PLAN CONCEPT

The planning idea consist on creating natural oasis, valid for the development, that links between them green axes to emphasize the concept of a green city while taking into account the nature and the topography of the site, corridors, streams, torrents of rain in the site as a whole, also it provides entertainment hubs while taking advantages of the storm water drains, by converting it into a green axis. Therefore, the whole strategic planning idea for the site depends on the integration, urban and economic interdependence with the surrounding national projects through the land usage and proposed network of roads. Thus the Coherence is achieved with the national project for the development of the Suez Canal region. As well as the central foundations design of the central region, that extends rectangular CBD (surrounded by residential neighborhoods, and each neighborhood has its own center. Allocated at the end of the project area technological industries, sports activities and universities where it is difficult to be within the project.

The capital is Green, consisting of a number of 12 New Valley according to the land nature, the topography and geography so that every valley is based on an essential principle of activity , which is known as a key figure reflecting the center of excellence Each valley of the residential neighborhoods, contains all different levels, of economic, medium and outstanding, also includes all services of green, recreational areas, commercial schools and therapeutic units. Thus, those valleys reflect in the overall design and integration, the Egyptian nature, from various activities and seek to achieve their dreams and legitimate aspirations. The capital is a green, Egyptian modern international city that reflects her personality through the Egyptian nature and civilization to reflect a rebuilding Bridge to their civilization and to create a new life for them, materialize their ambitions and aspirations for decent living and quality of life, through the modern ways, transportation networks, integrated and modern infrastructure.

### VISION

With over 10,000 km of thoroughfare, artery and streets, the city will be familiar. It will have vibrant competitive spaces to bring people together. It will be buzzing with life day and night. Simply it will be every Egyptian dream to live in a safe, quiet and smooth place.

### MISSION

New city integrity is forged in order to draw people to this new capital city, a series of key stimulant developments will be established at its essence. This will carry a new government administrative district, a cultural sector and a wide variety of civil region .Egypt future is glistening. This new capital city has the probability to become a powerful bridge between Egypt's prosperous past and its spirited future





# THE NEW ADMENSTRATIVE CAPITAL CAIRO, EGYPT - 714 km2 / 170,000 FD

The Green River  
Cairo Capital Central Park



**5+** The Green River  
UDC 21 km2 / 5,000 FD









# CAPITAL CAIRO



THE CBD



GOVERNMENTAL  
DISTRICT

Following the completion of Vision  
Projects Construction in **2022**.





# CAPITAL CAIRO

5+  
UDC

700 km<sup>2</sup> / 170,000 FD

The New Administrative Capital (NAC) of Egypt is a new planned city that is currently under construction east of Cairo. The city is being built on a total area of about 170,000 feddans (about 707.3 square kilometers or 273 square miles). The city is planned to be a new government and administrative center, and will include new presidential palace, government offices, foreign embassies, residential areas, and various public facilities. The NAC is intended to relieve the congestion and overpopulation of Cairo, and to provide a modern, sustainable city.



GOVERNMENTAL  
DISTRICT

20 Rethinking  
21 The Future  
Awards  
**WINNER**

[awards.re-thinkingthefuture.com](https://awards.re-thinkingthefuture.com)

RETHINKING THE FUTURE AWARDS 2021  
**AWARDEE**  
URBAN DESIGN (BUILT)  
THE NEW ADMINISTRATIVE CAPITAL  
CUBE CONSULTANTS

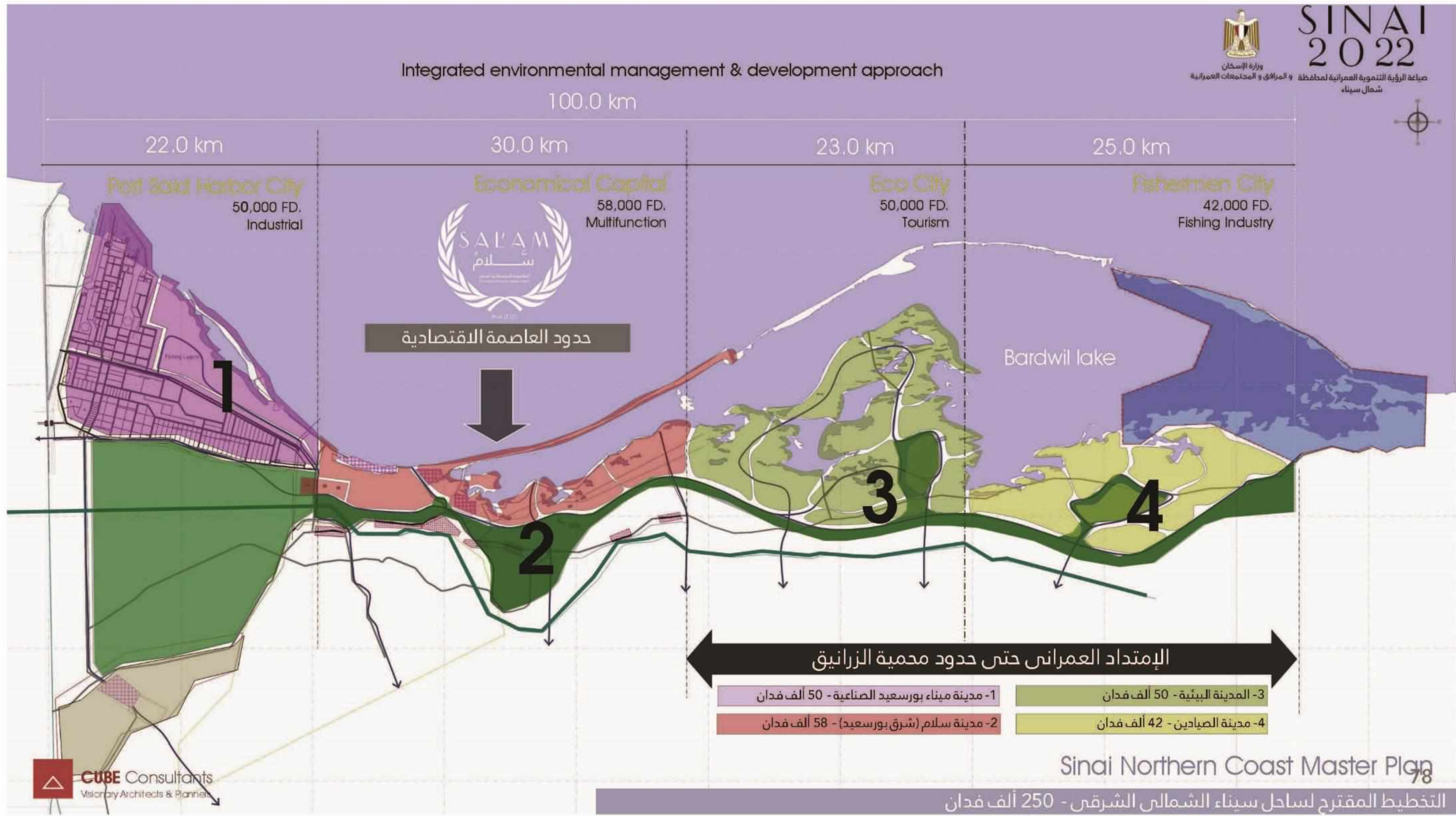
The New Administrative Capital  
Cube Consultants  
receives Second Award for  
Urban Design (Built)

RTFA 2021  
[awards.re-thinkingthefuture.com](https://awards.re-thinkingthefuture.com)



Following the completion of Vision  
Projects Construction in 2022.





# SINAI

## 2022

2018







## THE VISION

“The Sinai Peninsula Is A Global Region With A Secure Land, Its Inhabitants Live In Peace And Prosperity, A Destination And Headquarters For International Companies, An Engine For Development Based On Knowledge And Innovation”

## THE OBJECTIVES:

### Security:

Safeguarding The Security Of Sinai By Making The World Depend On Its Territory Of Investments. Human Development And Not Construction: By Creating Attraction Points For Residents Both Inside Egypt And Abroad.

### Production:

The Establishment Of Special Laws For Sinai To Make It A Free Zone And The Center Of World Trade And Capital. ETQAN - Stability Centers ... Centers For Creativity And Production Outstanding For Export. d modern infrastructure.



# ETQAN Settlement - مستقرات إتقان

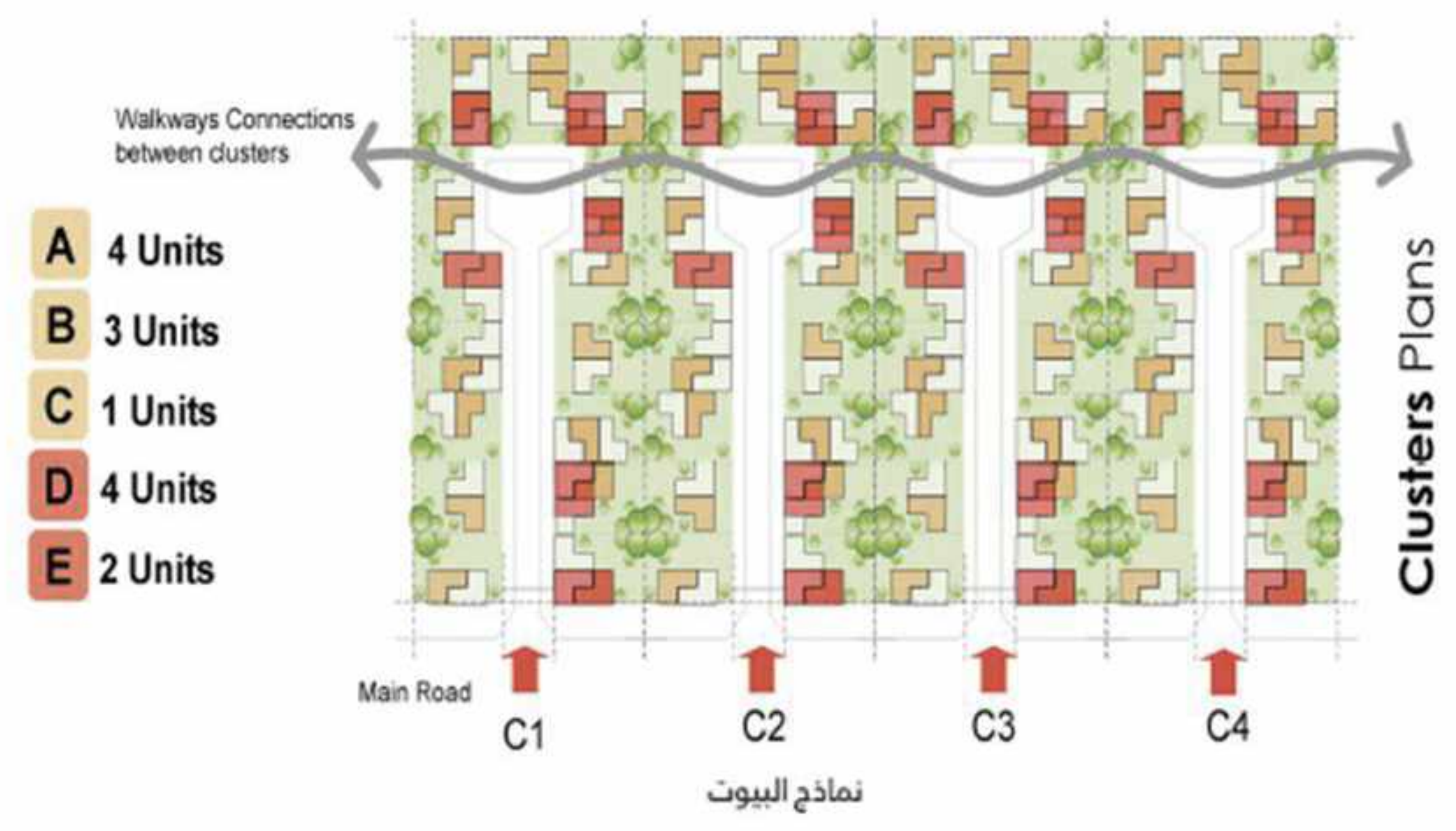
500 m.



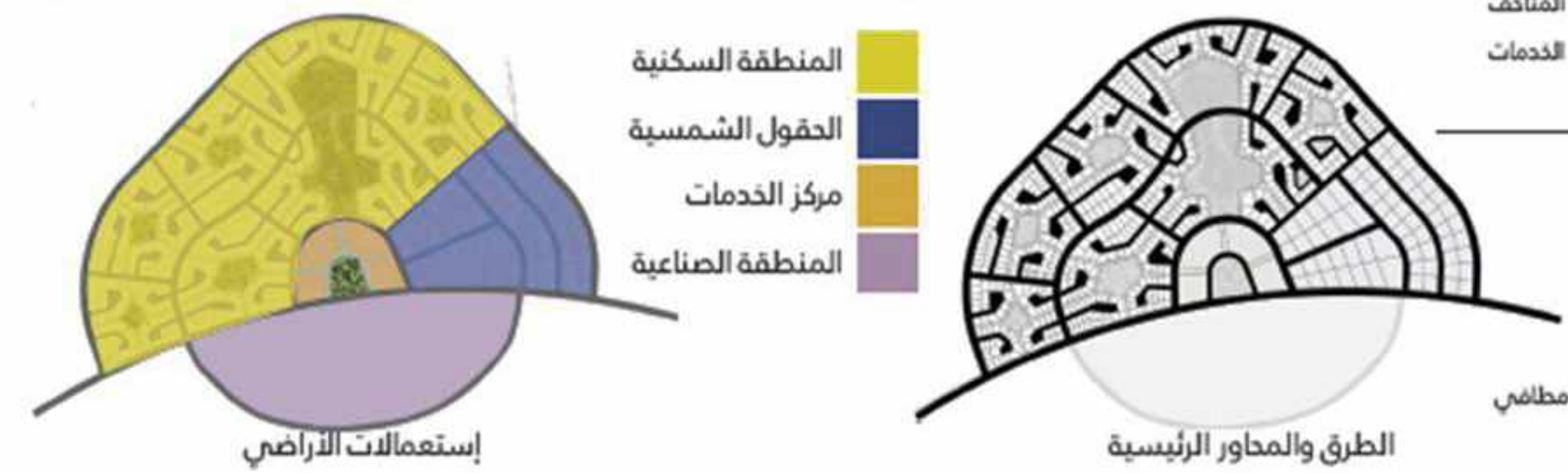
500 m.

المرحلة الأولى

المساحة بالفدان: 50 فدان  
 عدد السكان التقريبي: 750 أسرة  
 الكثافة السكانية: 100 فرد/ الفدان

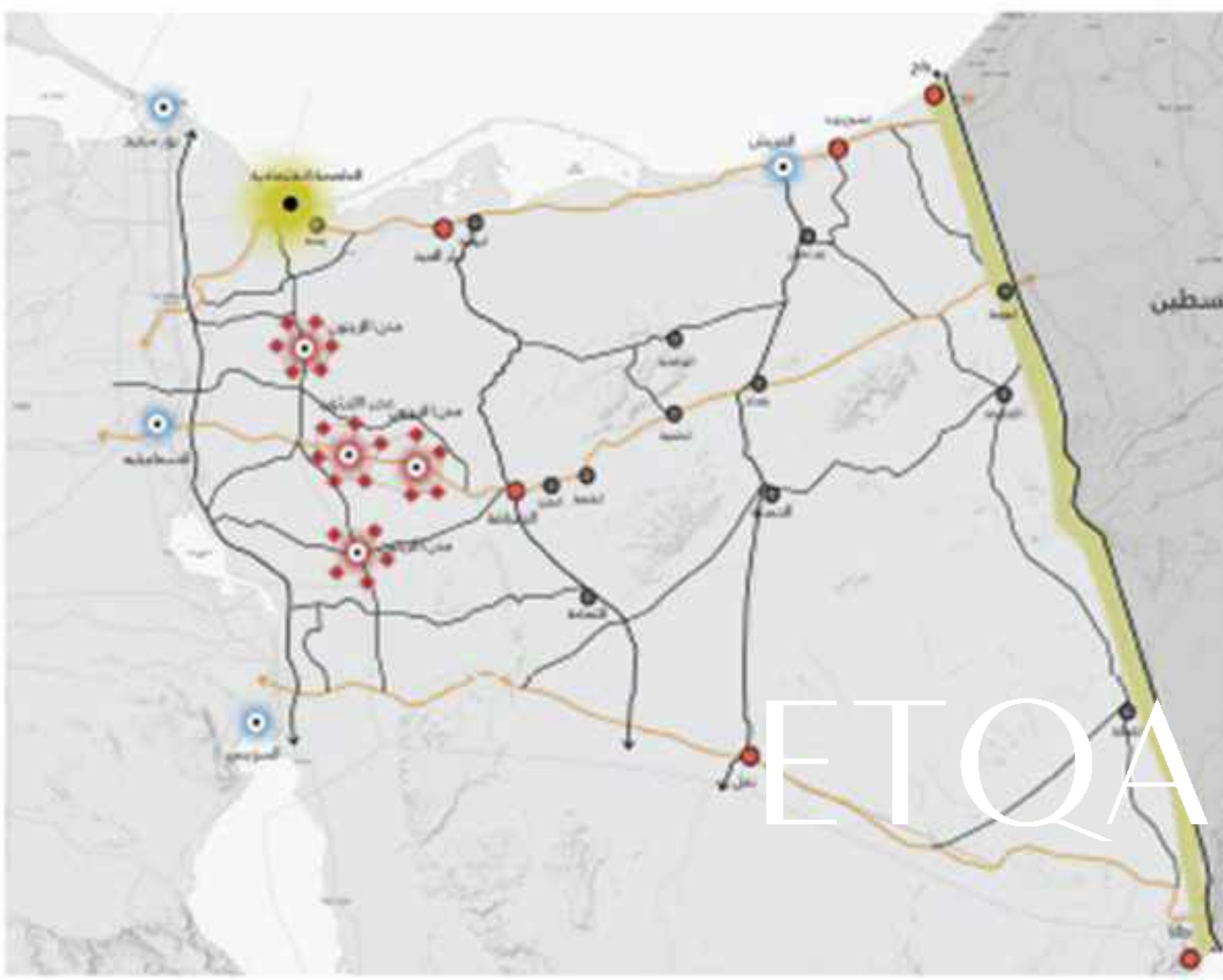


الإجمالي	الحقول الشمسية	المنطقة الصناعية	المنطقة السكنية	المرحلة الأولى
22 فدان	2 فدان	10 فدان	10 فدان	
55 فدان	5 فدان	20 فدان	30 فدان	الإجمالي



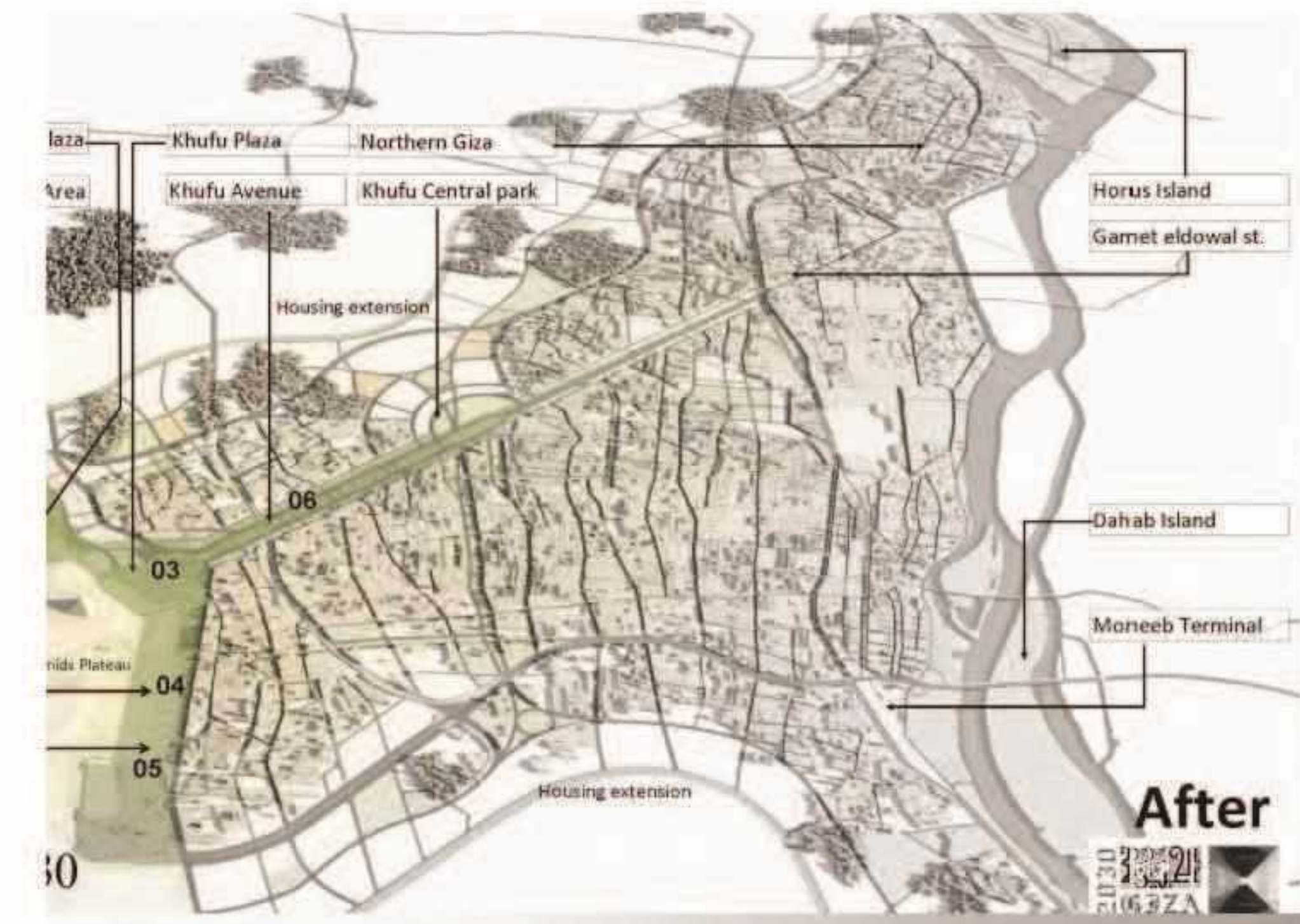
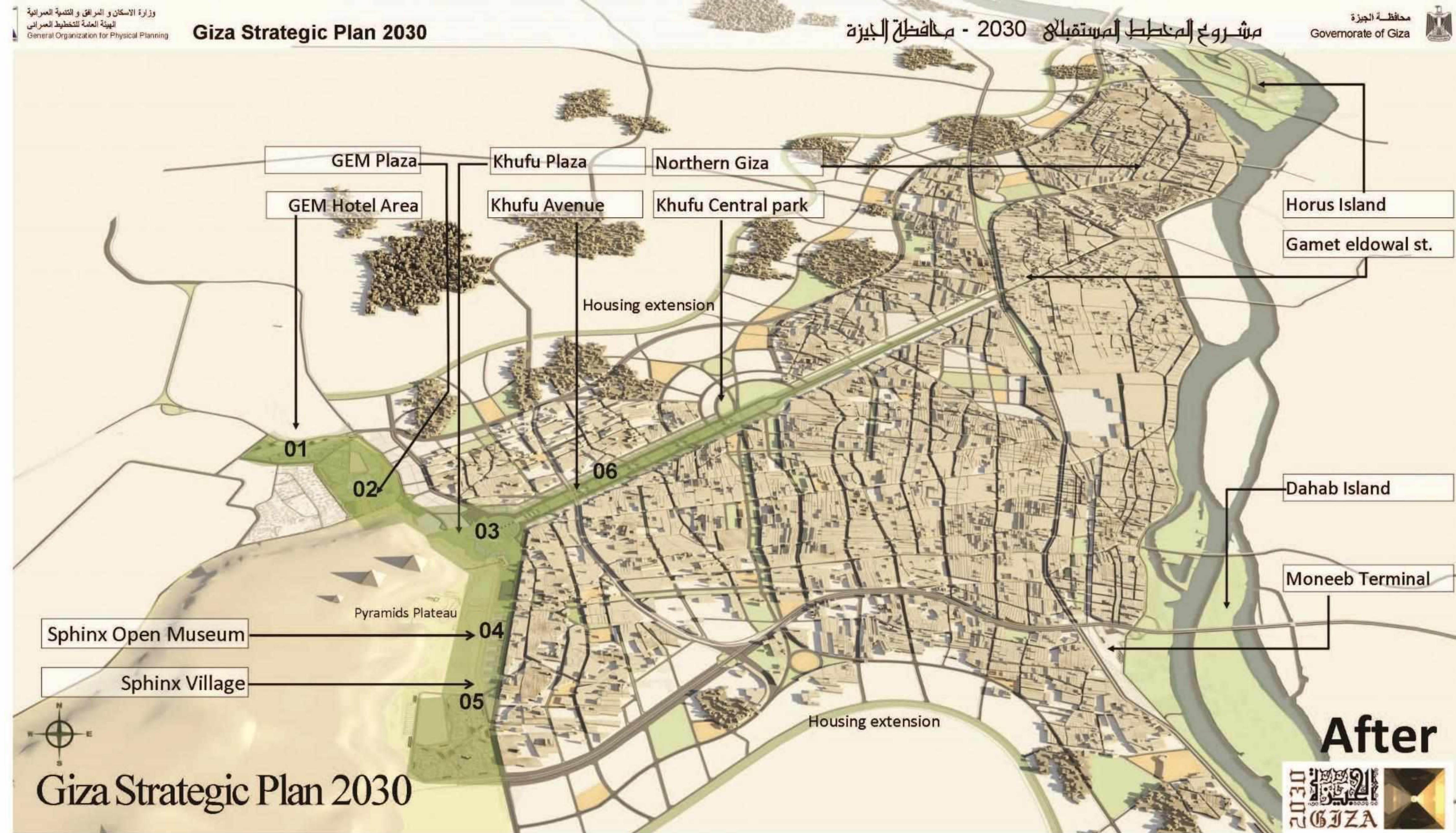
**مدن الزيتون**  
 محبة الزيتون - إنشاء محبة خضراء وتعد مقر مصر للزراعات الجوية و الطبيعية - و تعد هي مرآة مصر للزراعات الجوية و صناعات الأغذية ذات الجودة العالية و التي يصدر معظم إنتاجها للعالم و تنصل مباشر بالمستقرات القائمة علي الصناعات الزراعية وتشمل كافة أنواع المزارع الطبيعية لإنتاج الزراعات الطبيعية بخلاف المراكز البحثية و المناحف الإستكشافية و المناطق السكنية و الخدمات بجودة حياة

**خدمات المستقرات**  
 رياض أطفال / مدرسة تعليم أساسي  
 مركز طبي  
 مسجد  
 خدمات تجارية أسبوعية  
 مكتب بريد فرعي / قسم شرطة / وحدة مطافئ  
 منطقة رياضية / نادي إجتماعي



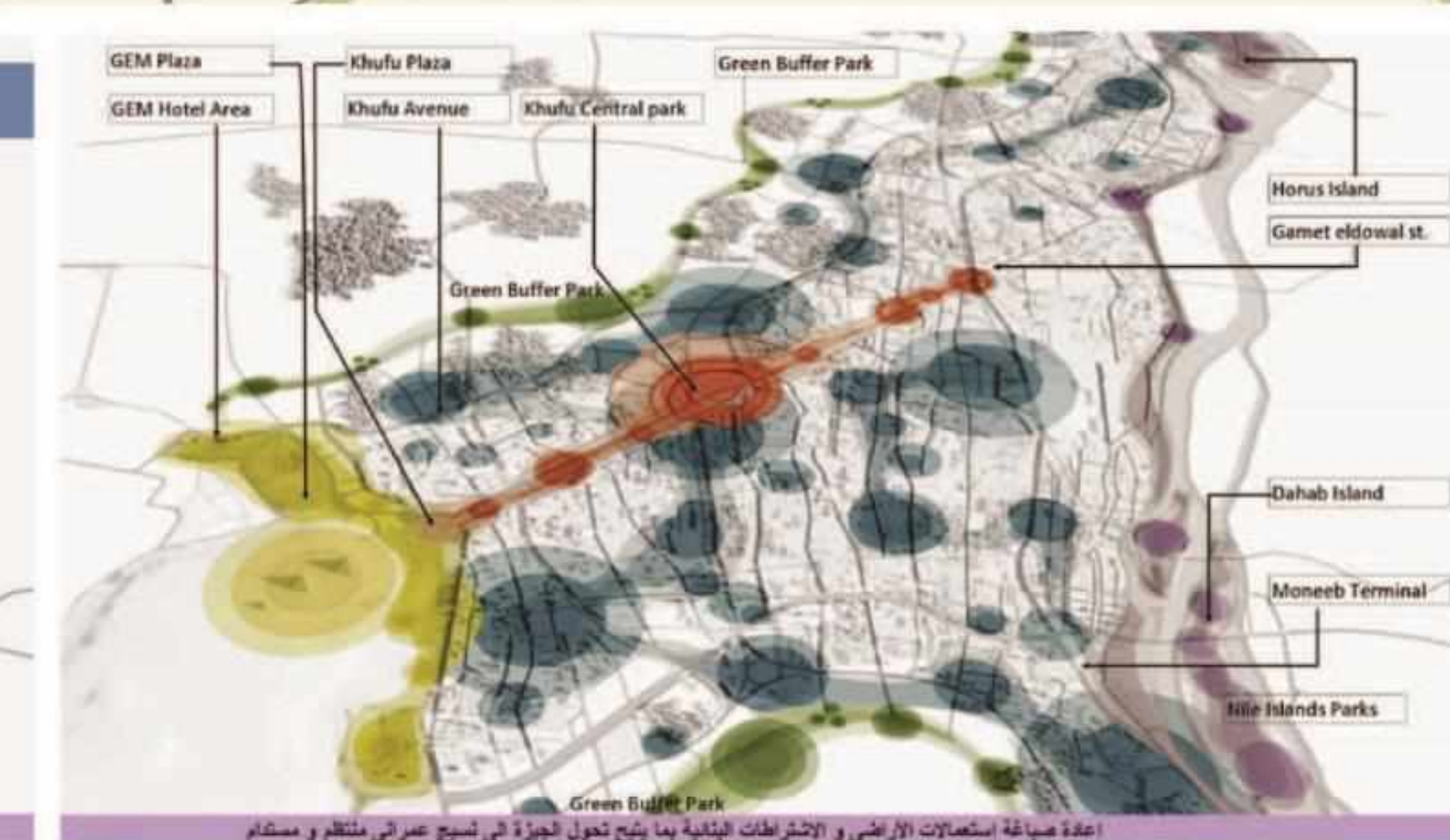
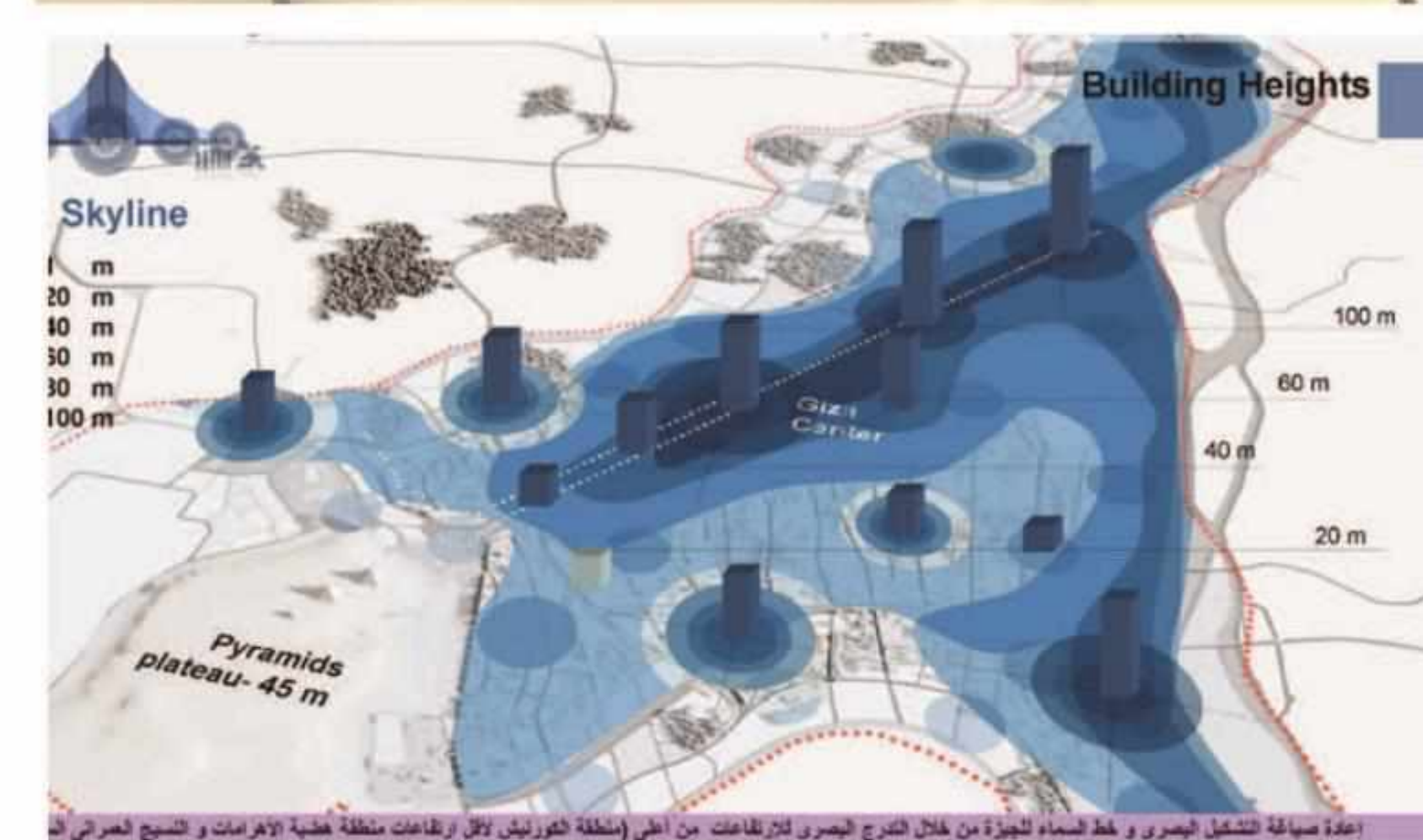
ETQAN VILLAGES, SINAI





# GIZA

## 2030



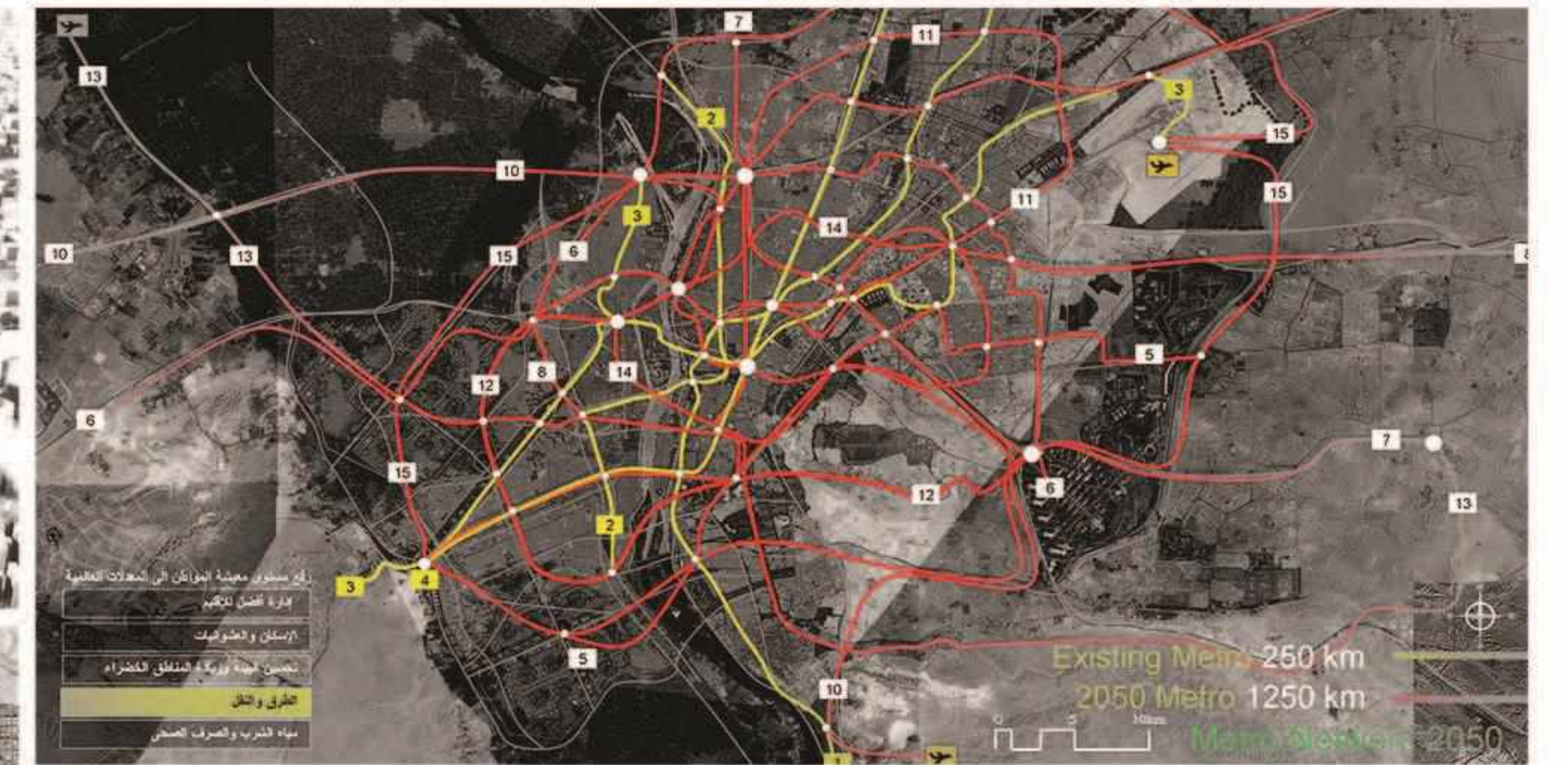
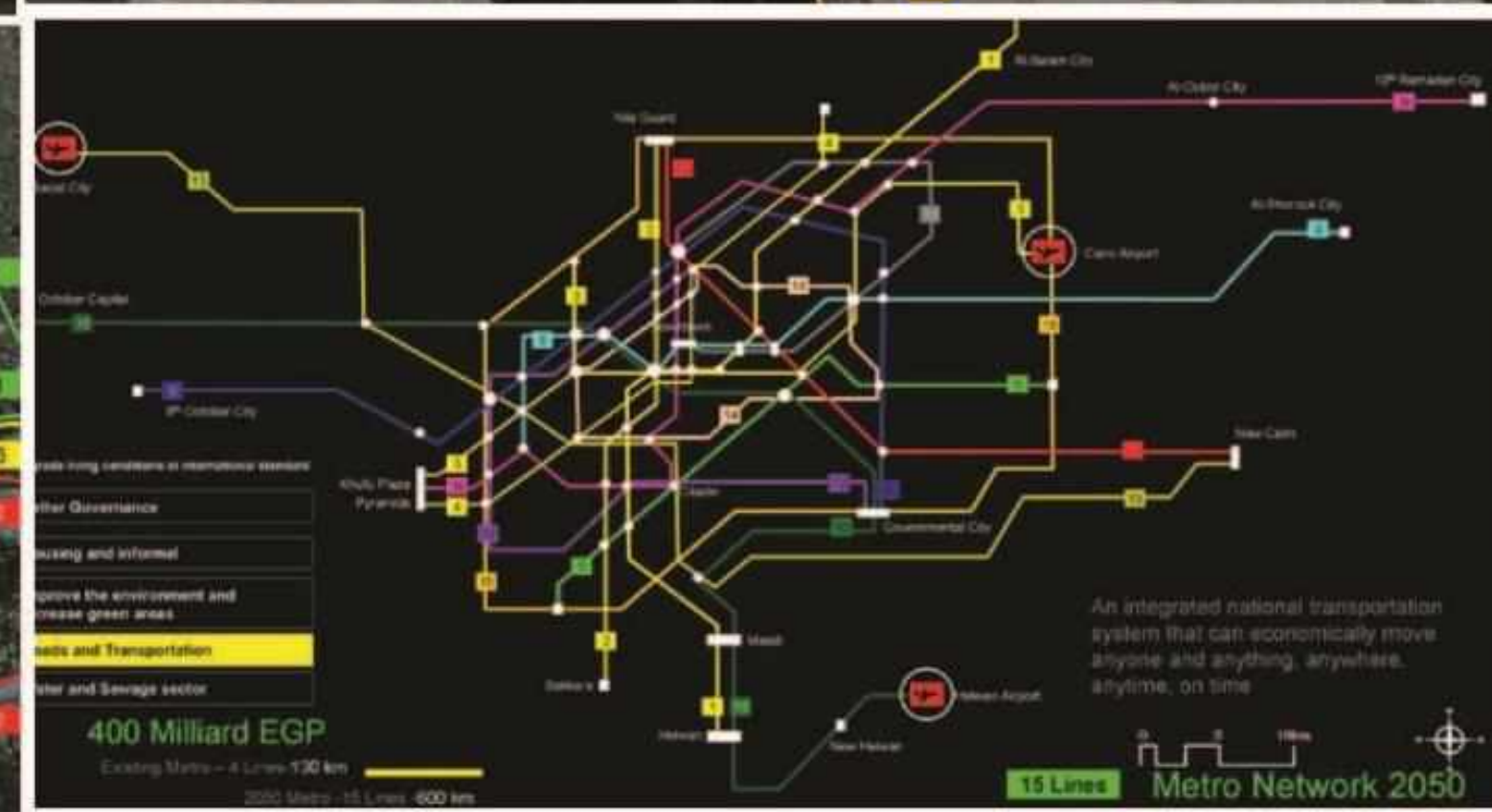
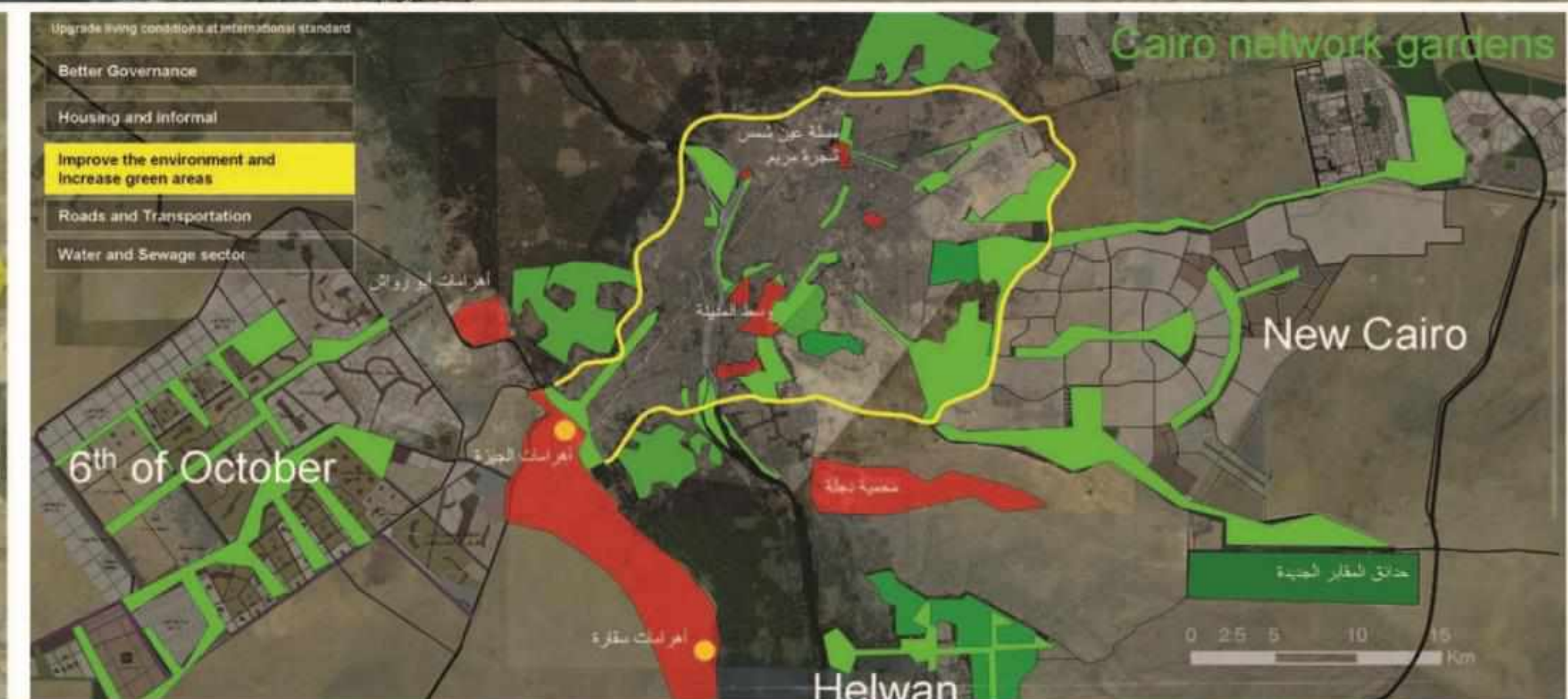
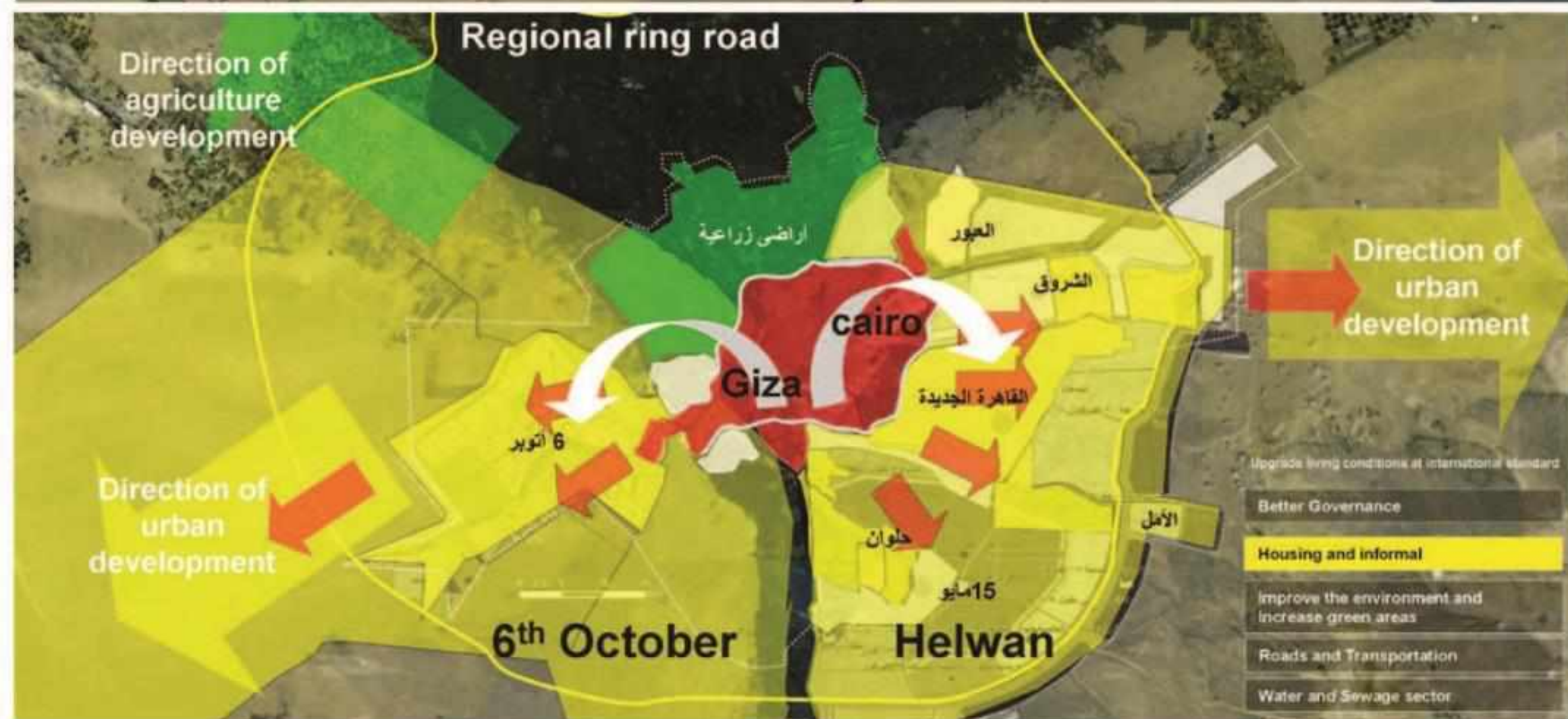
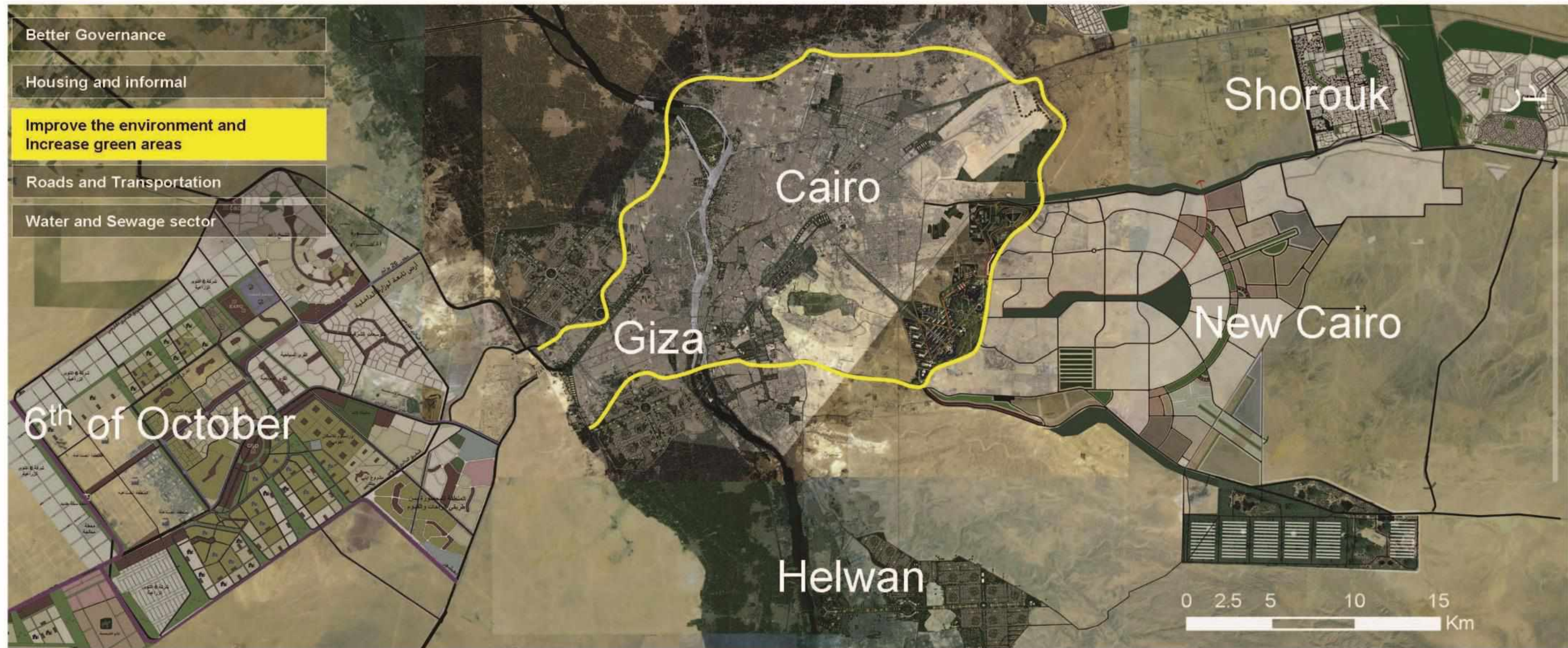




The vision simultaneously is made for Giza toward a housing and informal development. The development will be achieved through the decentralization of Cairo, Giza through upgrading unsecure and unplanned areas by opening new access roads, provide a suitable relocation areas (if needed) on near location within the same governorate or in 6<sup>th</sup> of October or Helwan. Also to accommodate, the expected population, increase in 6<sup>th</sup> of October and Helwan. Furthermore the protection and preservation of planned areas in Cairo and Giza through enforcing building regulations. Moreover to deal with unsecure and non-planned areas, through execution, plan and precise time schedule.

- Improve the living conditions of the inhabitants of the province of Giza.
- Prosperity of the province of Giza as a whole to work as a key part of Greater Cairo and achieve strong economic growth through investment optimization of the elements of archaeological and cultural aspects enjoyed by the people of the province.
- Loosening and development of areas that are not planned or are informally clustered.
- Achieve a balance in the urban structure of a region important touristically not only for Greater Cairo, but also globally in the world.
- Coordination and planning to maintain a deliberate planning study, to be right in line with the objectives and strategy development for Greater Cairo.
- The creation of new residential areas with limitation of suppressing non-planned areas.
- Provide a residential environment and cultural facilitator with housing costs capable to afford by the people of the province and the development of the living environment of the slums.
- Planning and implementation of urban transportation network provided for the entire province.
- Providing green landscaped areas & parks for the people of the province.
- Providing all possible main services and touristic potential that serves tourism in the province and Egypt, to be the source of income for the people of the province.
- Promote and enhance human resources developments and control the urban growth speed and magnitude to maintain generating and cultural structure fit for the province with well inconsistent planning.





# 2009 CAIRO 2050





## THE VISION

Sustainable development vision for Cairo 2050 and beyond,  
Includes social, cultural and economic fields integrated with urban field.  
With good Governance, we can achieve the best results for current and future generations

### City ..International-green-integrated

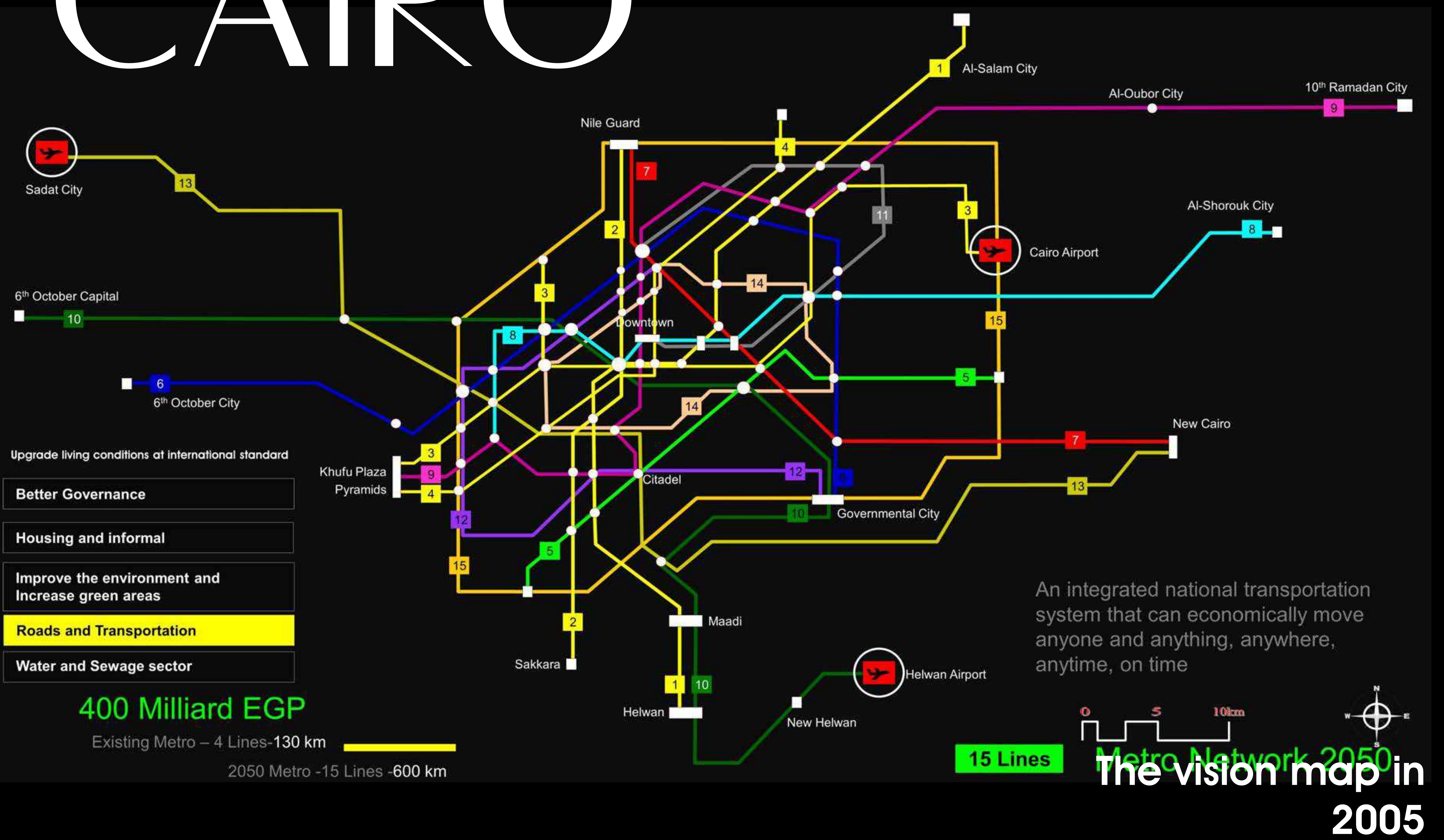
1. African gate and one of the best Middle Eastern capitals.
2. Regional and international pole for: political, administrative, cultural, tourism and economical sectors.
3. Capital of world heritage with all its historical heritage.
4. Act effectively in the global culture networks and an active partner in the global knowledge exchange.
5. Includes tourism and commercial activities and high level business.
6. Includes social, cultural and tourism institutions to protect, attract different talents.
7. Global city with high technology.





# CAIRO

## Public transportation: increasing Subway lines



The vision map in 2005

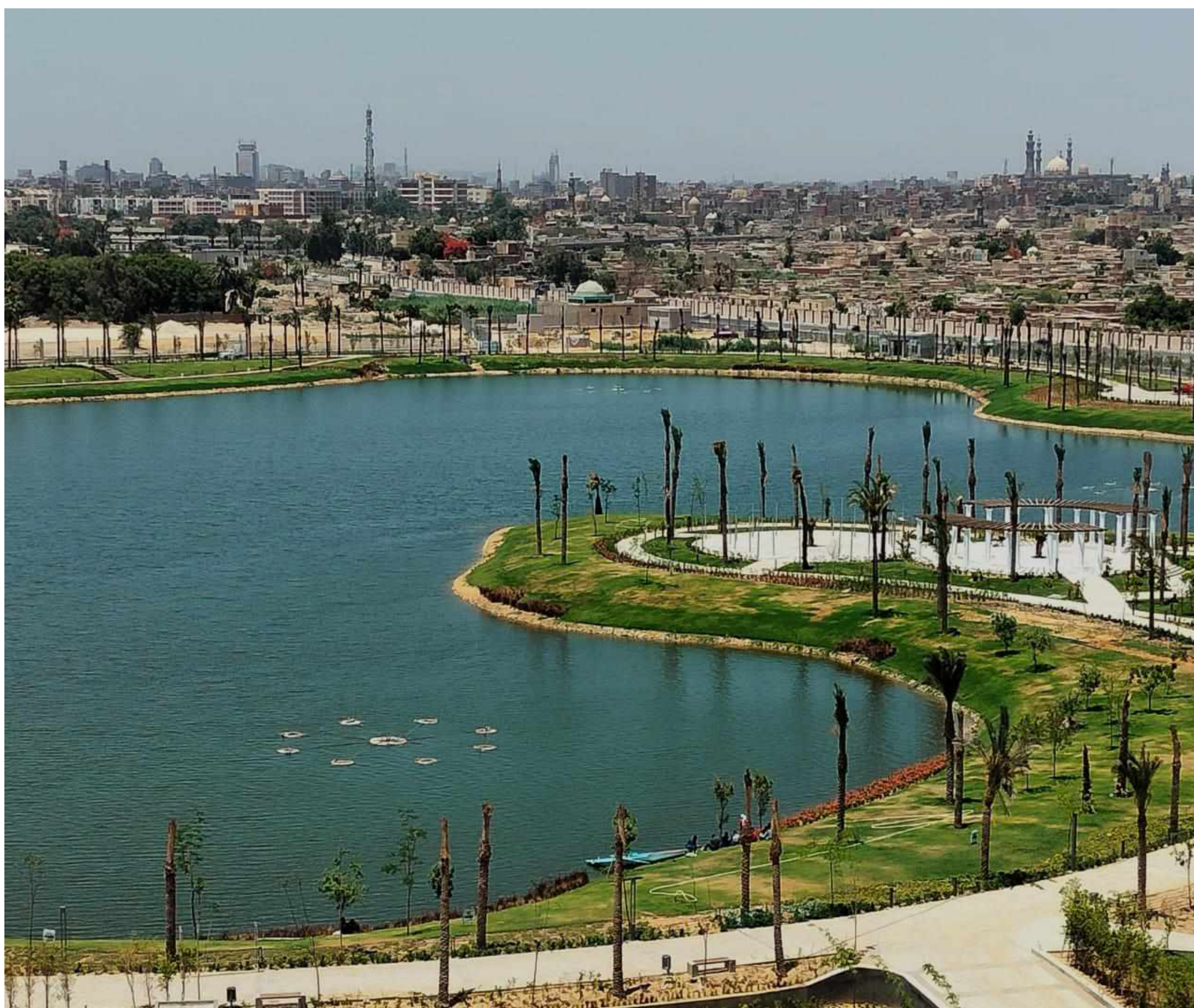


The real map in 2023

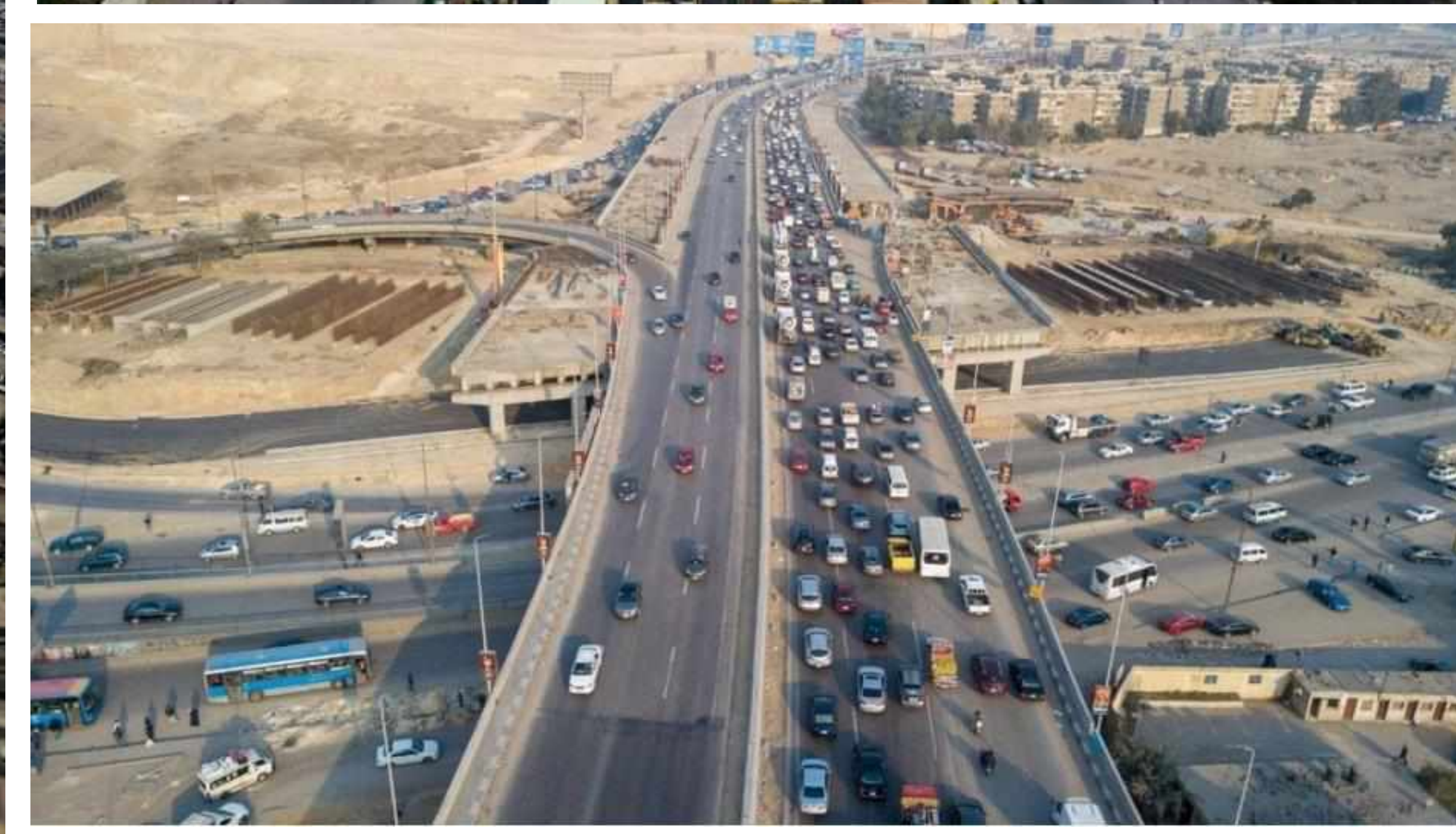
Following the completion of Vision Projects Construction in 2022.





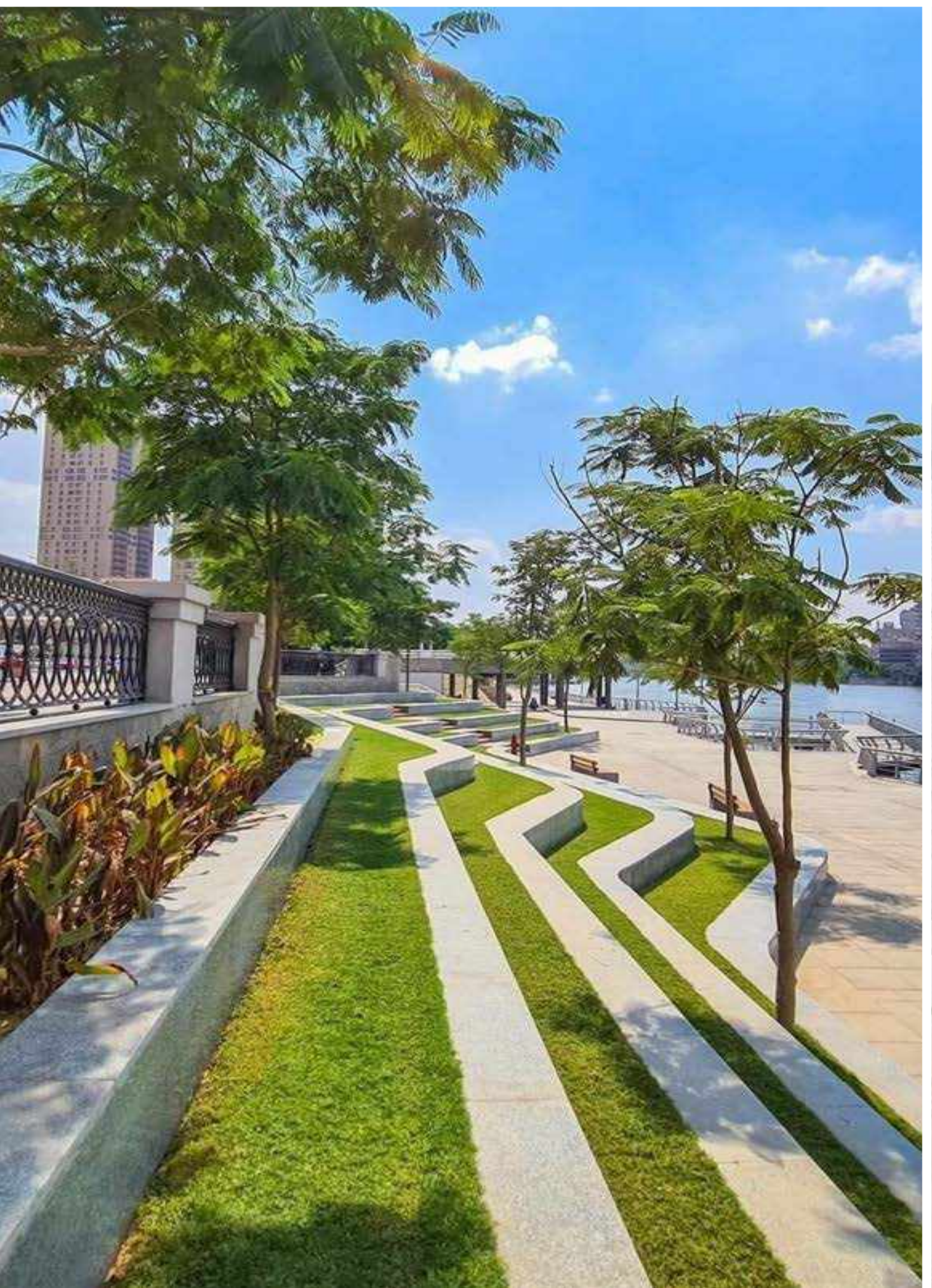
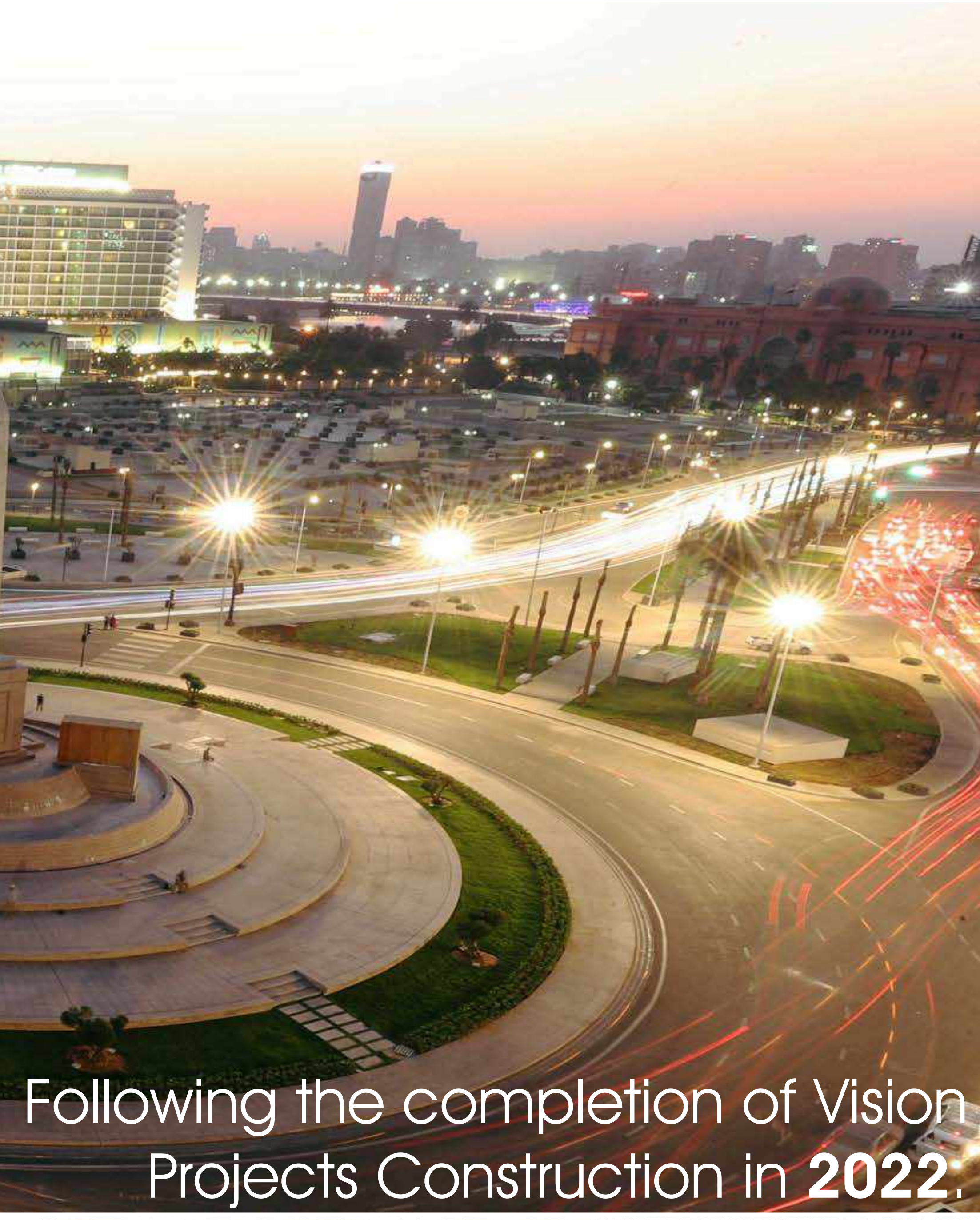
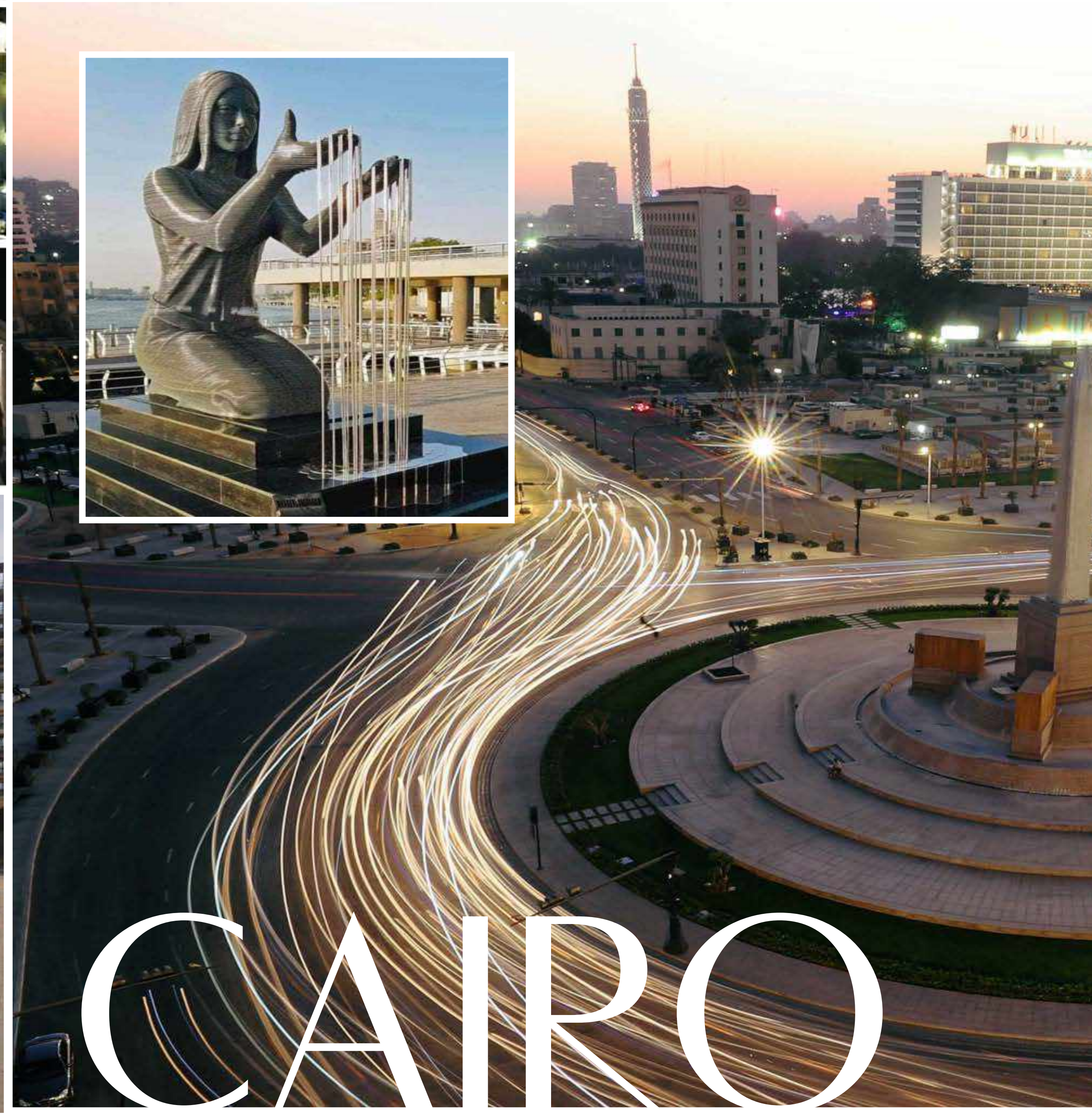
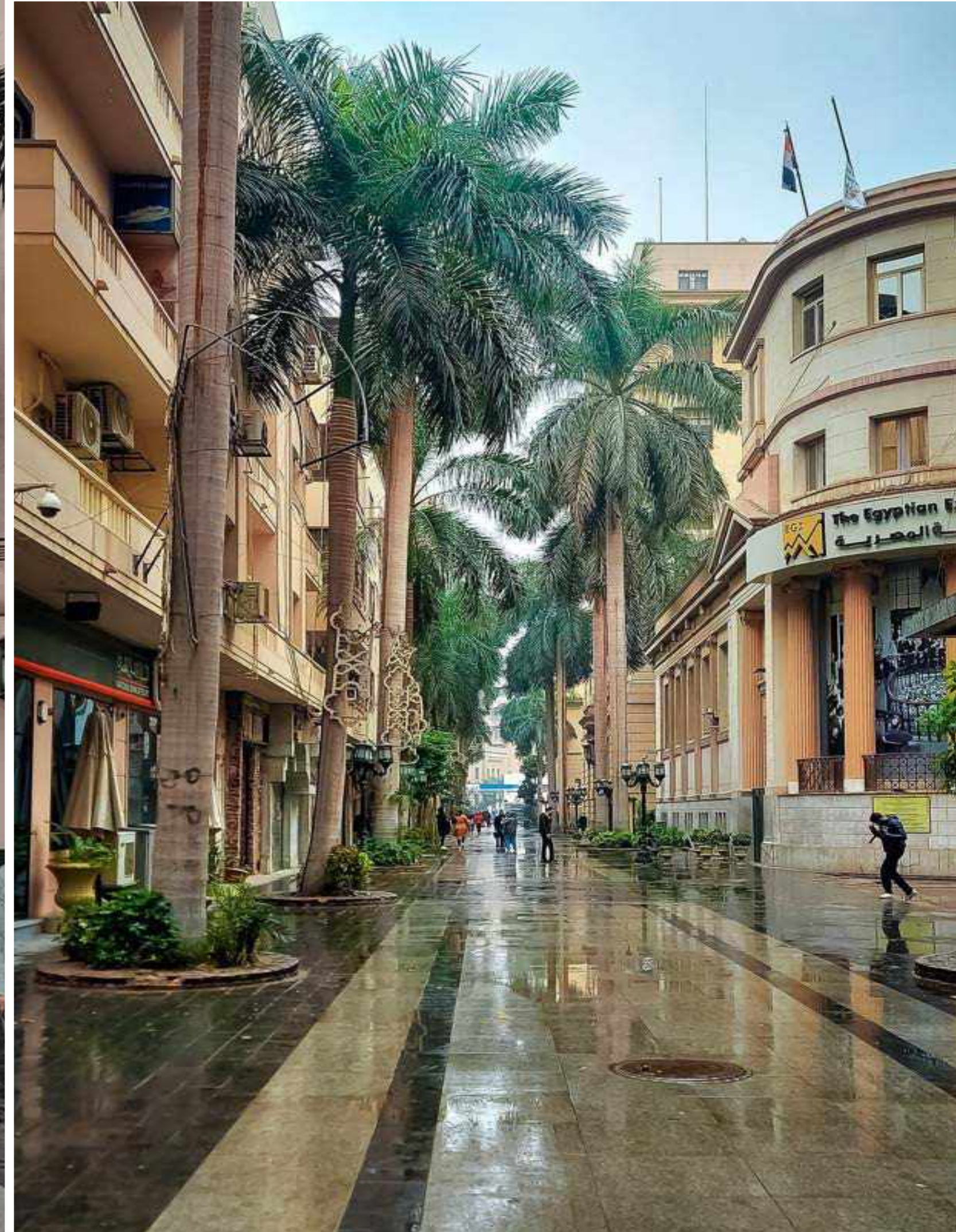






Following the completion of Vision Projects Construction in **2022**.

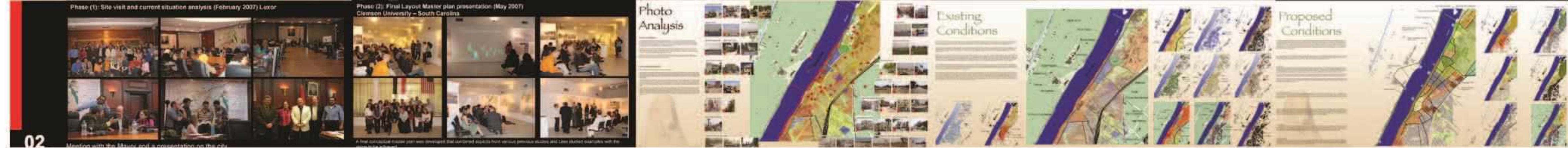




# CAIRO

Following the completion of Vision  
Projects Construction in 2022.





# LUXOR

2005 - 2009





An aerial photograph of Luxor, Egypt, showing the Nile river on the left with several boats. A long, straight road, Sphinx Avenue, runs parallel to the river. To the right of the river, there are numerous buildings and palm trees, representing the urban area. The background shows a hazy landscape with distant hills.


## THE VISION

Sphinx Avenue is situated on the east bank of the Nile river and is the junction between Luxor and Karnak temple. The 2,700-meter long infrastructure is one of the oldest of its kind. It was annually used during the Opet Festivals, where Ancient Egyptians joyously paraded along the road while escorting the statues of Amun and Mut as an allegorical representation of their marriage. Unfortunately, over the years, this iconic road has been completely neglected and has led to the construction of many unplanned urban settlements in the area. Golden Triangle's main objective is to preserve the area's historical legacy and heritage by relocating the buildings and providing the area with major tourist attractions and hospitality services in order to utilize the historical land. In addition, the project aims to lower the cornice to be at ground level with sphinx avenue in order to provide an undisturbed view of the Nile and form a connection between the two.

Three main pedestrian axes were emphasized:

1. Axis one (East): Market Street, life in the old city
2. Axis two (Middle): Sphinxes Avenue, history as a backbone
3. Axis three (West): Cornice Path, the main walkway on the bank of the Nile, including any services a visitor might need.





TEMPLES OF KARNAK

THE REVIVAL OF THE AVENUE OF SPHINXES

TEMPLE OF LUXOR

Sphinx Avenue is situated on the east bank of the Nile river and is the junction between Luxor and Karnak temple. The 2,700 -meter long infrastructure is one of the oldest of its kind. It was annually used during the Opet Festivals, where Ancient Egyptians joyously paraded along the road while escorting the statues of Amun and Mut as an allegorical representation of their marriage. Unfortunately, over the years, this iconic road has been completely neglected and has led to the construction of many unplanned urban settlements in the area.

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# LUXOR

Egypt unveils renovated  
'Avenue of the Sphinxes' in Luxor 2.5 km







LUXOR  
THE SPHINX AVENUE

AHMED EL-MOUDY & NADER ABBASSI  
THE UNITED PHILHARMONIC ORCHESTRA

2021

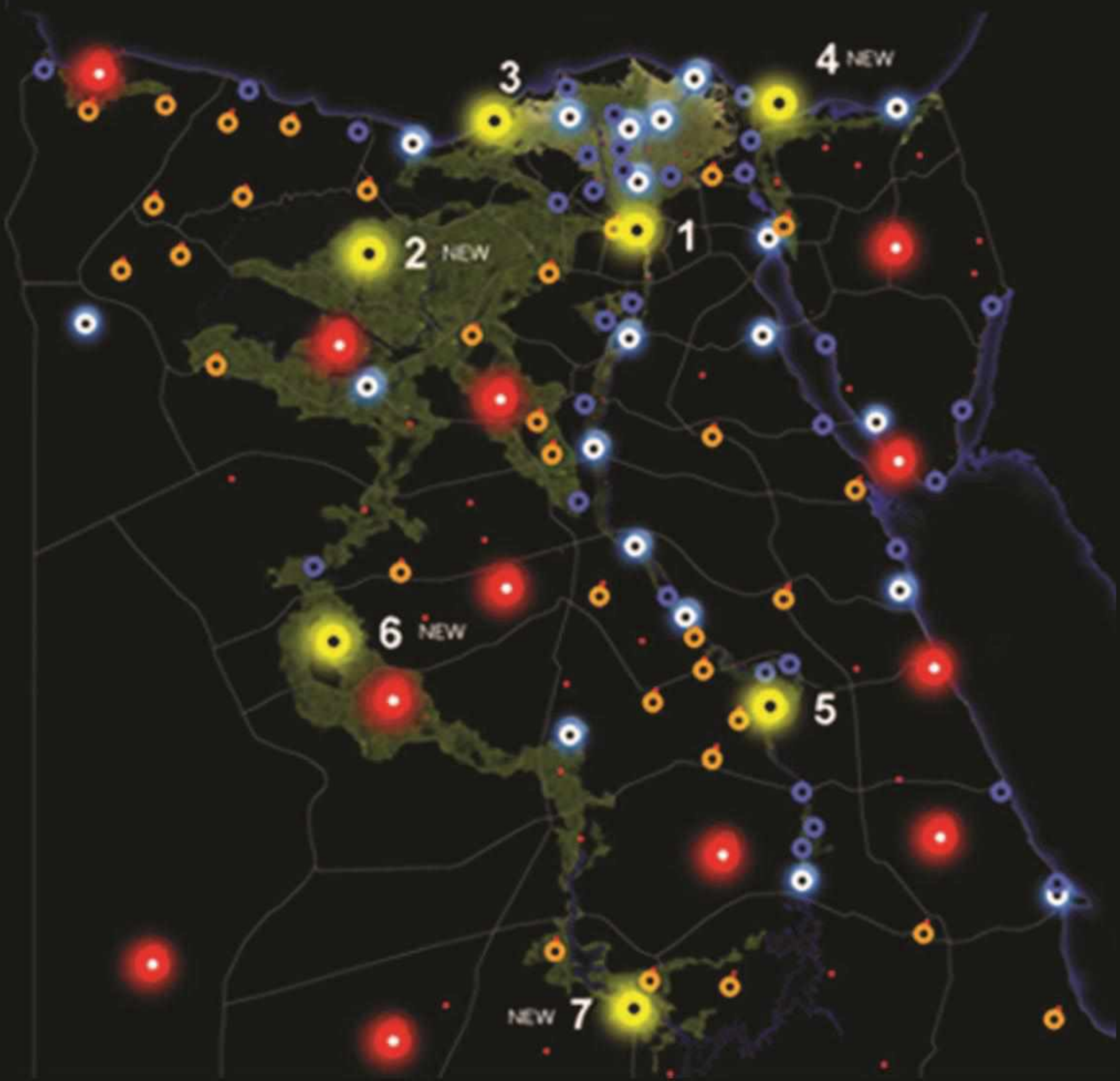
LUXOR  
THE SPHINX AVENUE



Egypt unveils renovated  
'Avenue of the Sphinxes' in Luxor 2.5 km







WORLDWIDE  
Back to the Future

Business Capital

Knowledge Capital

Alexandria - Science City  
100,000 FD. Egypt 712/ Project 44. Science City - 2015

### Tourism Cities and Network

- Cultural Tourism - History, Monuments, Temples**  
Regions: 1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12
- Nature - Conservation Areas, Greens**  
Regions: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
- Entertainment - Coasts, Recreation**  
Regions: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
- Desert Safari and Natural Therapy Tourism**  
Regions: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
- Technological Tourism**  
Regions: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
- Economic Tourism**  
Regions: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12

Egypt Tourism ... 73,000,000 tourists / 2040  
100 Millions Tourists / 2060

### Healthcare Cities and Network

- Natural Therapy Cities**  
Regions: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12

Egypt Healthcare ... Expenditure, total (5% of GDP) الإنفاق على الرعاية الصحية، من إجمالي الناتج المحلي  
00.00 \$/Person

Healthcare Expenditure 15% of GDP - 2060

# EGYPT 712





# TUTERA CITY

## THE FIRST SPACE TOURISM CITY

Introducing the first scientific research city in the land of "Egypt" to allocate its applications in the field of tourism.

Its urban, architectural and artistic features are being designed as a leap for the Egyptian state towards the future, and thus it represents one of the most important tools of the state for political, economic and cultural marketing challenges in the 21st century.

<https://cubeconsultants.org/tutera-city-the-invisible-city/>



**Tutera City**  
Cube Consultants  
receives First Award for  
Mixed Use (Concept)



<https://awards.re-thinkingthefuture.com/tutera-city-by-cube-consultants/>



# TUTERA CITY VISION

THE FIRST SPACE TOURISM CITY IN EGYPT

## PROJECT BRIEF

### The First Space Tourism City

Introducing the first scientific research city in the land of "Egypt" to allocate its applications in the field of tourism. Its urban, architectural and artistic features are being designed as a leap for the Egyptian state towards the future, and thus it represents one of the most important tools of the state for political, economic and cultural marketing challenges in the 21st century.

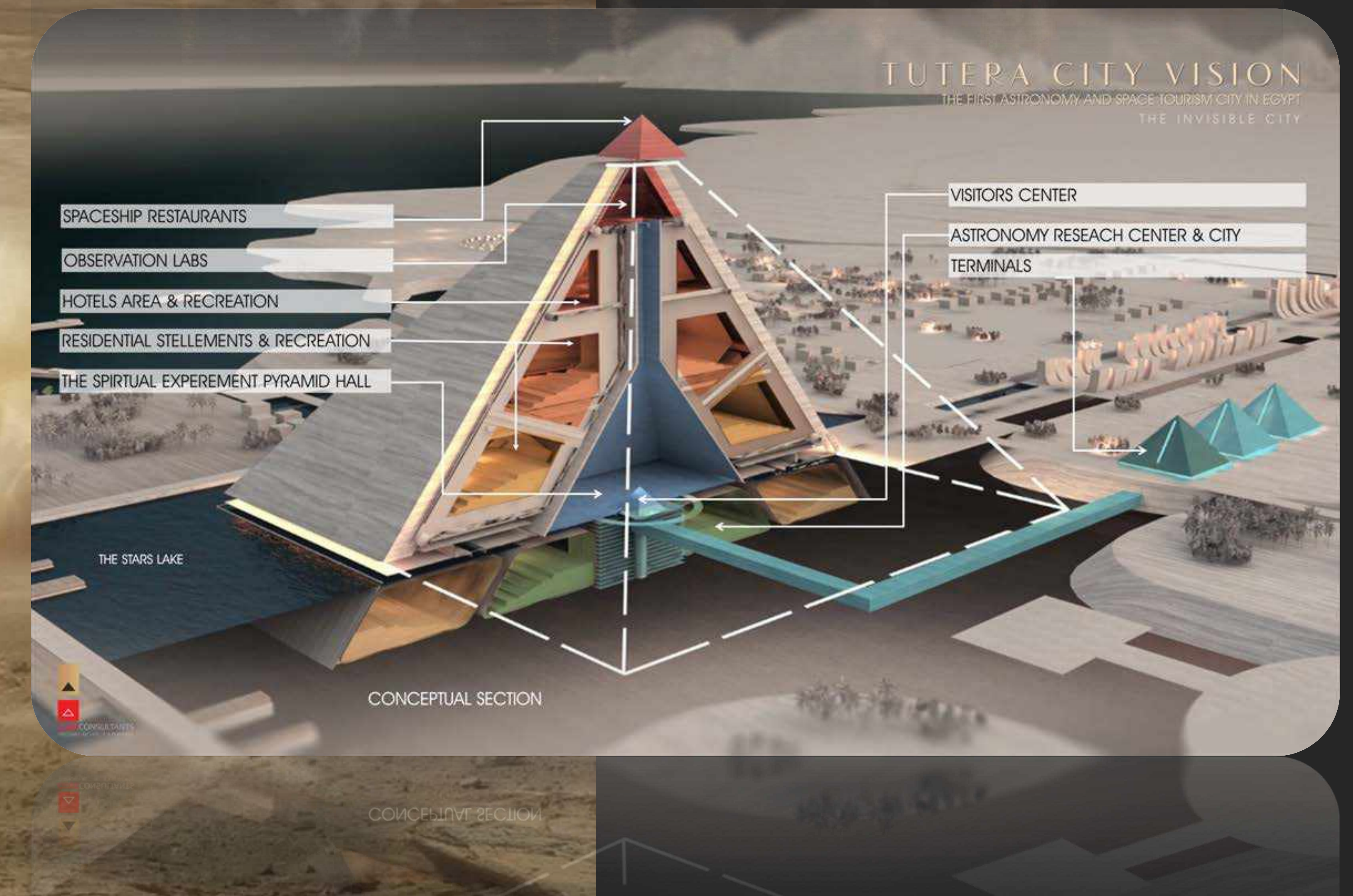
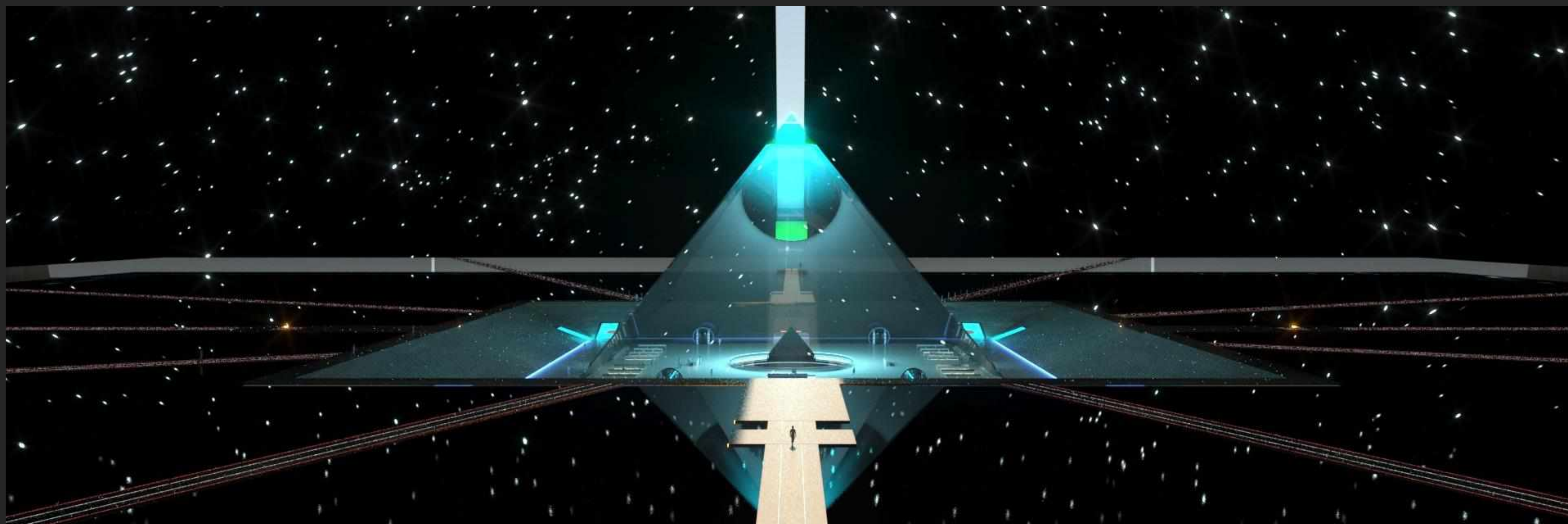
Total Plot Area: 100 km<sup>2</sup> / 23,800 FD

## DESIGN CONCEPT

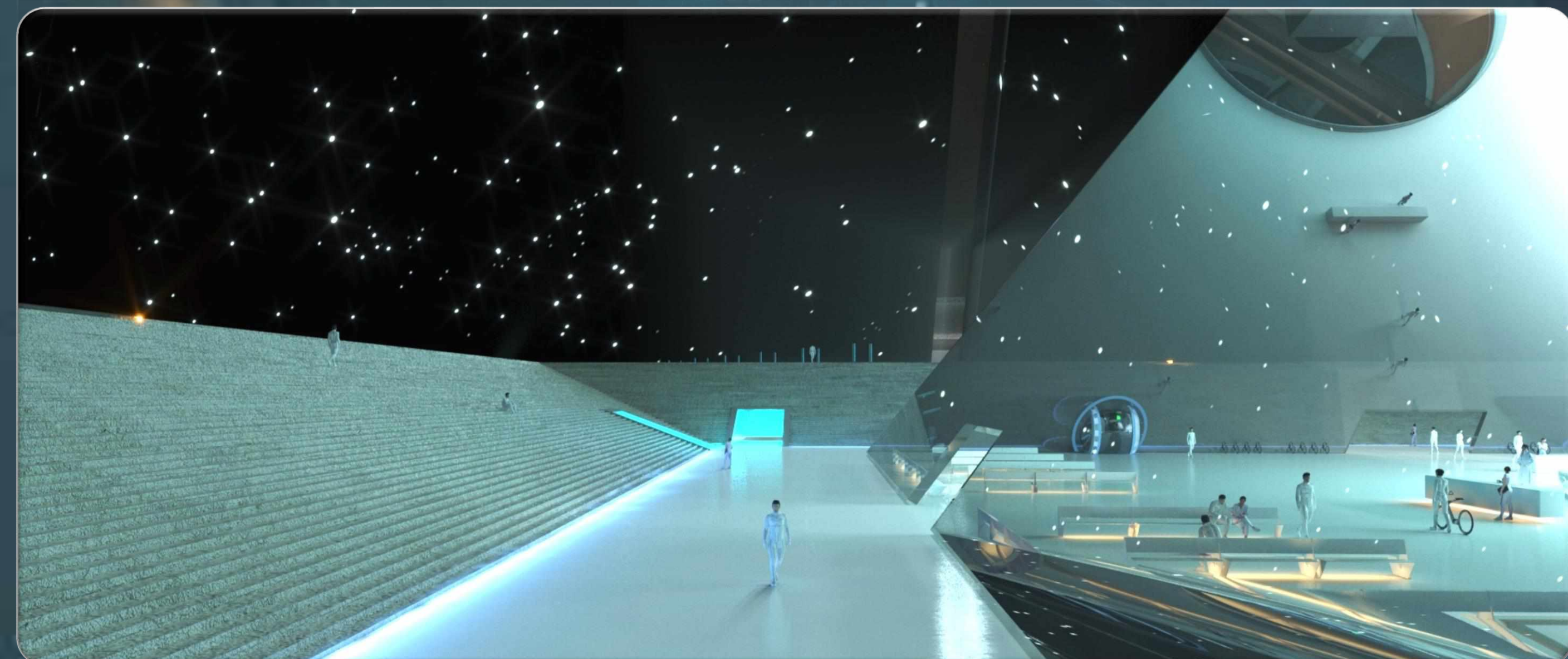
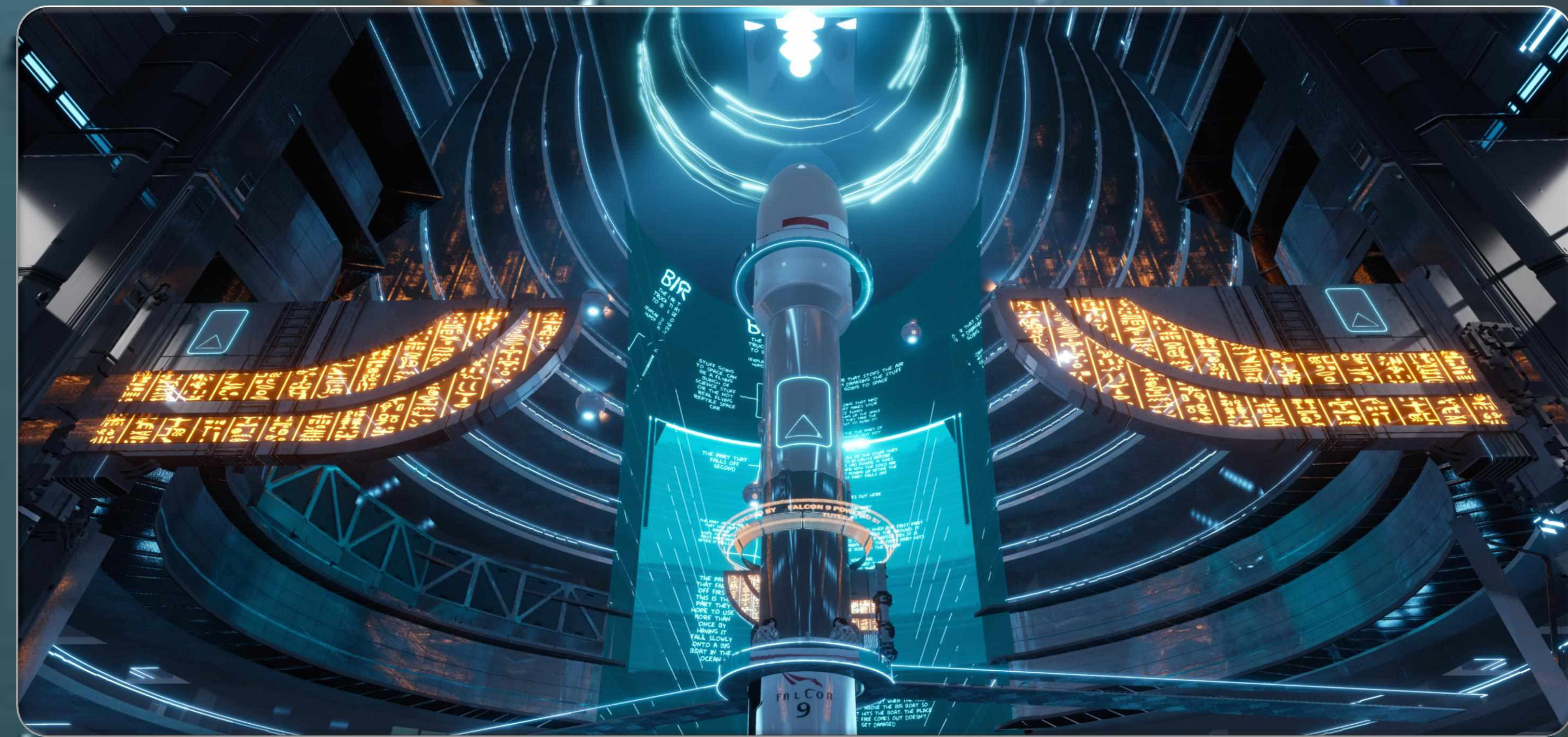
### INSPIRED BY THE PYRAMID OF KING KHUFU

The design of TUTERA City main building is inspired by the greatest building constructed in ancient times, the pyramid of King Khufu in Giza; as an expression of the strength of our civilization and our heritage. Thus it is the optimal building formally and symbolically to express the spiritual link between earth, man and sky - as the ancient Egyptians imagined it transcending the limits of time and space.













**02**

**URBAN PLANNING**

SELECTED PROJECTS





# ENSAN CITY

ELGALALA, EGYPT

INTELLIGENT, ECO-TECH, SUSTAINABLE, HUMANE  
EXPERIENCE



# ENSAN City of Knowledge

## El-Galala, Ain Sokhna - Egypt

**Area:** 21,000,000.0 m2 (5,000 FD)

**Location:** Al-Galala Cit, Ain Shokhna . Egypt



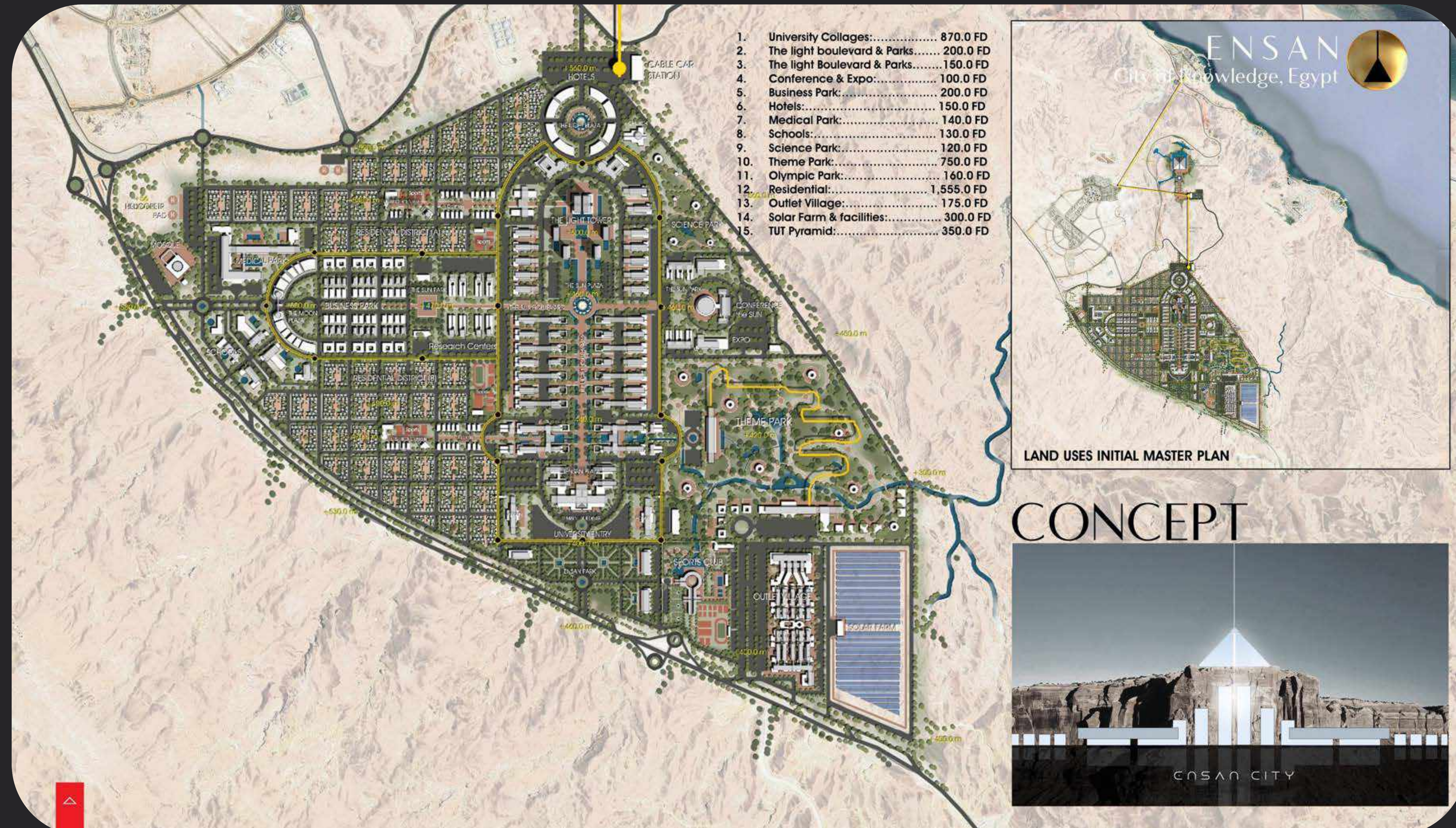
Ensan City, Cube Consultants' visionary project, is a blueprint for the future, a City of Knowledge that exemplifies our core philosophy. It's a seamless weave of ancient Egyptian wisdom and advanced technology, where Egypt's rich cultural heritage meets the edge of innovation in a sustainable urban landscape. This is where the past is not just remembered but actively converses with the future.

Our strategic approach to Ensan City is deeply rooted in **Spiritual Essence**, **Cultural Fusion**, and **Soulful Beauty**—the cornerstones of Cube's philosophy. The city's design celebrates spiritual connections with places of reflection and natural elements that nurture the soul. We're creating an educational haven with architecture that is both a canvas for cultural expression and a crucible for pioneering sustainable living.

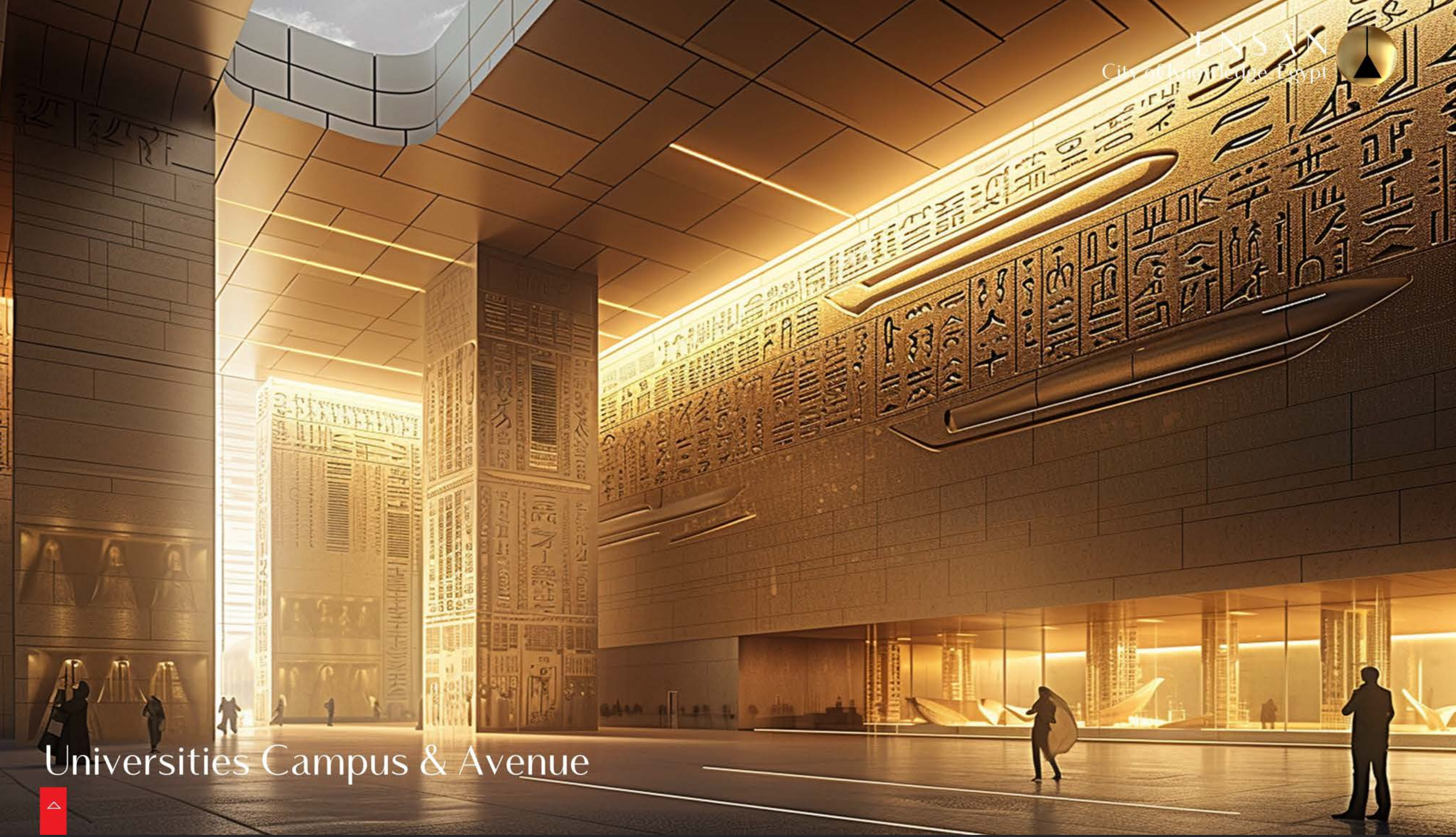
In every corner of Ensan City, there's a dialogue between the echoes of history and the whispers of tomorrow. Our mission unfolds in the layout of the city, the flow of its energy, and the curve of its domes and spires. We commit to an environmentally conscious framework that enriches both the ecology and the community.

This project isn't just a vision; it's a commitment to an intelligent, green, and holistic urban development, a testament to Cube's dedication to merging souls and awakening spirits in every space we create.









Universities Campus & Avenue



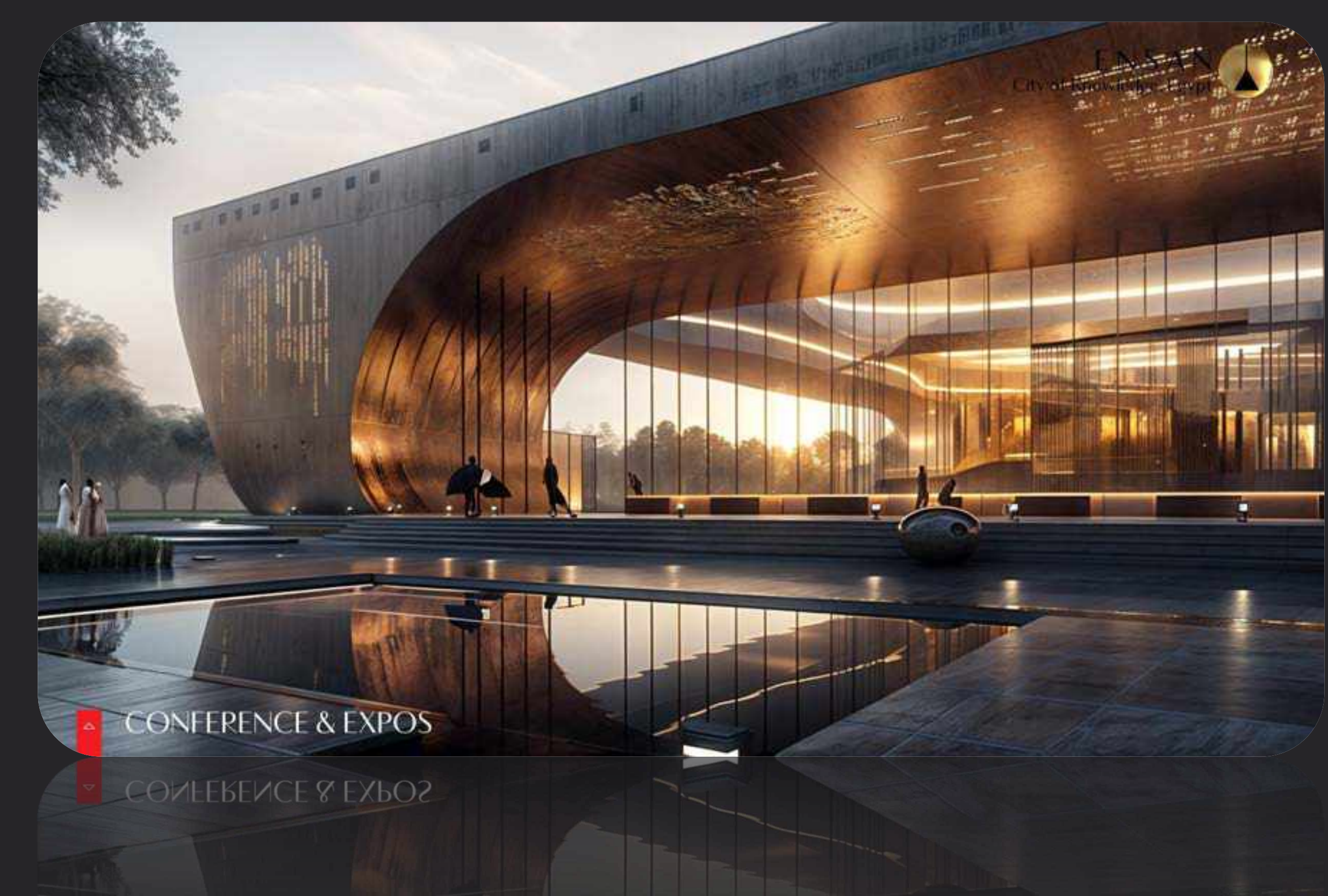
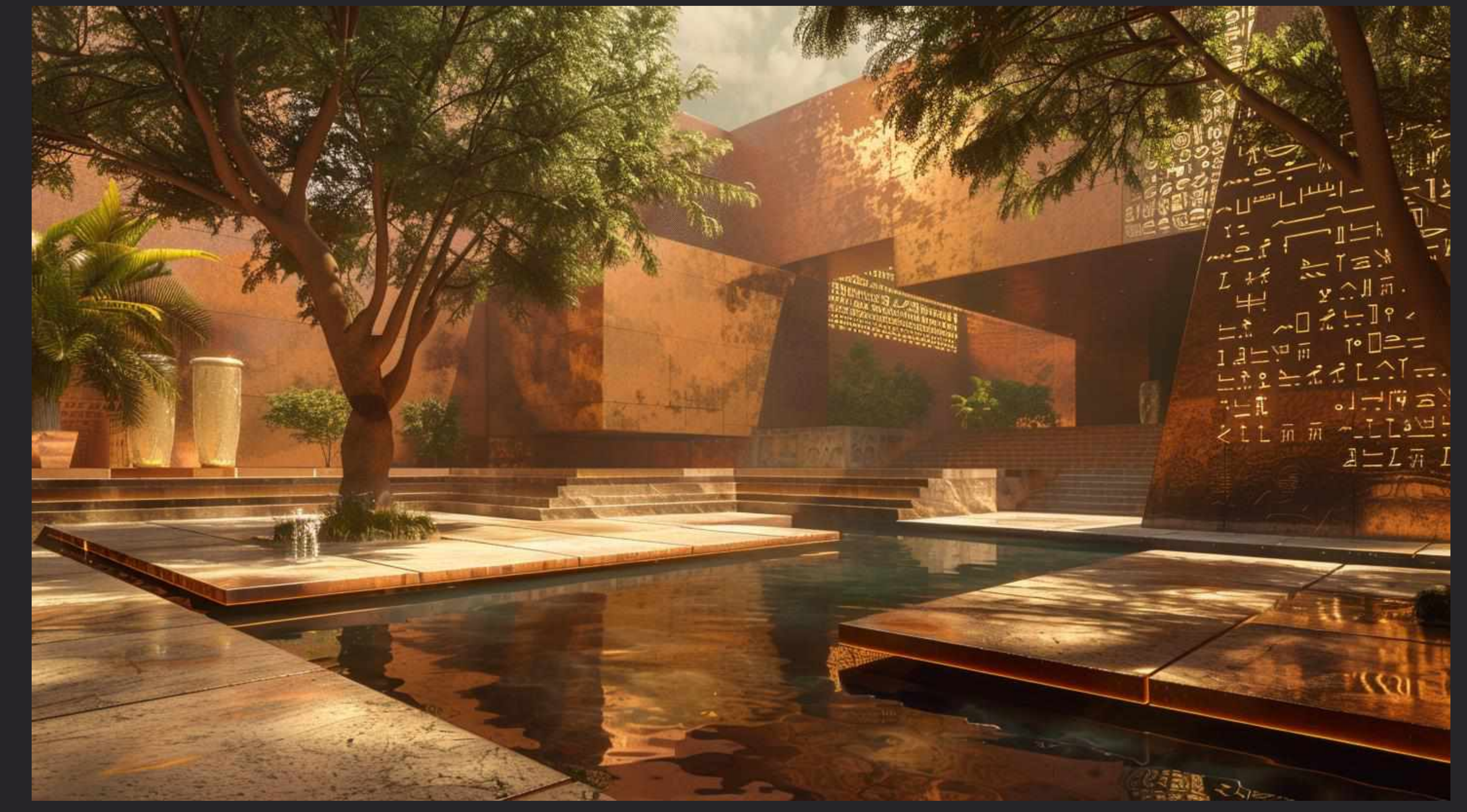
Educational Life Spirit & Nature



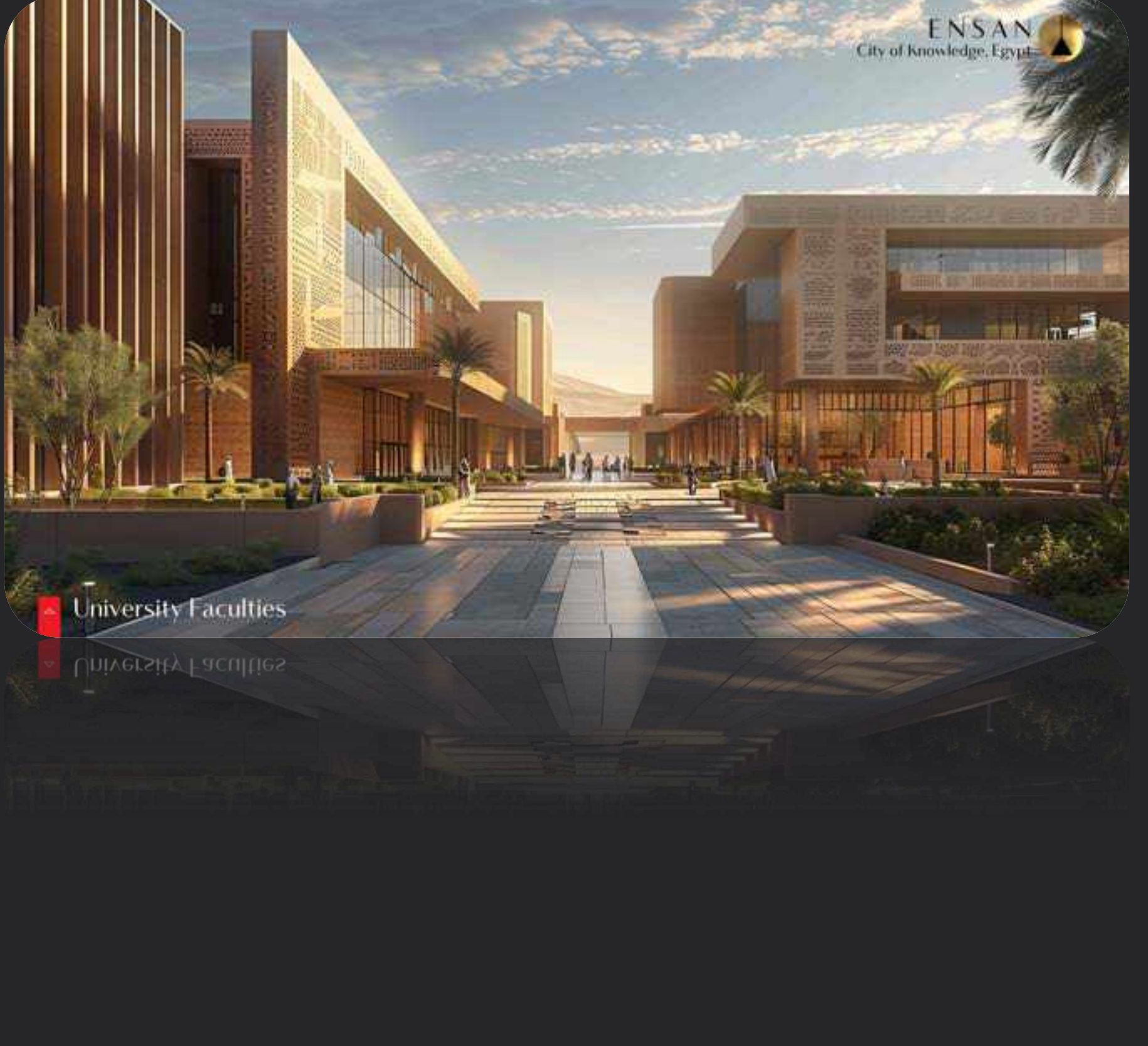
Educational Life Spirit & Nature



Educational Life Spirit & Nature



CONFERENCE & EXPOS  
СОБЛЕНИЯ И ВЫСТАВКИ



University Faculties  
УНИВЕРСИТЕТСКИЕ КАФЕДРЫ



Universities Campus & Avenue





# THE CLOUD

Abu Dhabi, UAE

INTELLIGENT, ECO-TECH, SUSTAINABLE, HUMANE  
EXPERIENCE





# THE CLOUD

Abu Dhabi, UAE

INTELLIGENT, ECO-TECH, SUSTAINABLE, HUMANE  
EXPERIENCE





"The Cloud" – Abu Dhabi, UAE



### "The Cloud" - A Future Crafted with Soulful Innovation and Sustainability

The Cloud project brilliantly melding Spiritual Essence, Cultural Fusion, and Soulful Beauty in Abu Dhabi's dynamic urban fabric.

With Spiritual Essence at its core, The Cloud is a tranquil haven within the city, fostering reflection and unity with nature. Its cloud structures, reminiscent of natural phenomena, create an aura of tranquility, inviting inhabitants to a serene experience amidst the urban dynamism.

Cultural Fusion is evident in the project's design, which respects Abu Dhabi's rich heritage while incorporating contemporary global influences. This synthesis celebrates cultural diversity, turning The Cloud into a vibrant mosaic that weaves the past with the future.

Soulful Beauty is captured in the project's human-scale design, where attention to detail, material selection, and the interplay of light and shadow offer an emotionally engaging experience. The Cloud's design is a journey through senses, evoking wonder and providing a sanctuary that speaks to both mind and heart.





**THE TRIFECTA**



The Cloud  
**AQUARIUM**



The Cloud  
**GATEWAY**



The Cloud  
**THE HIVE**



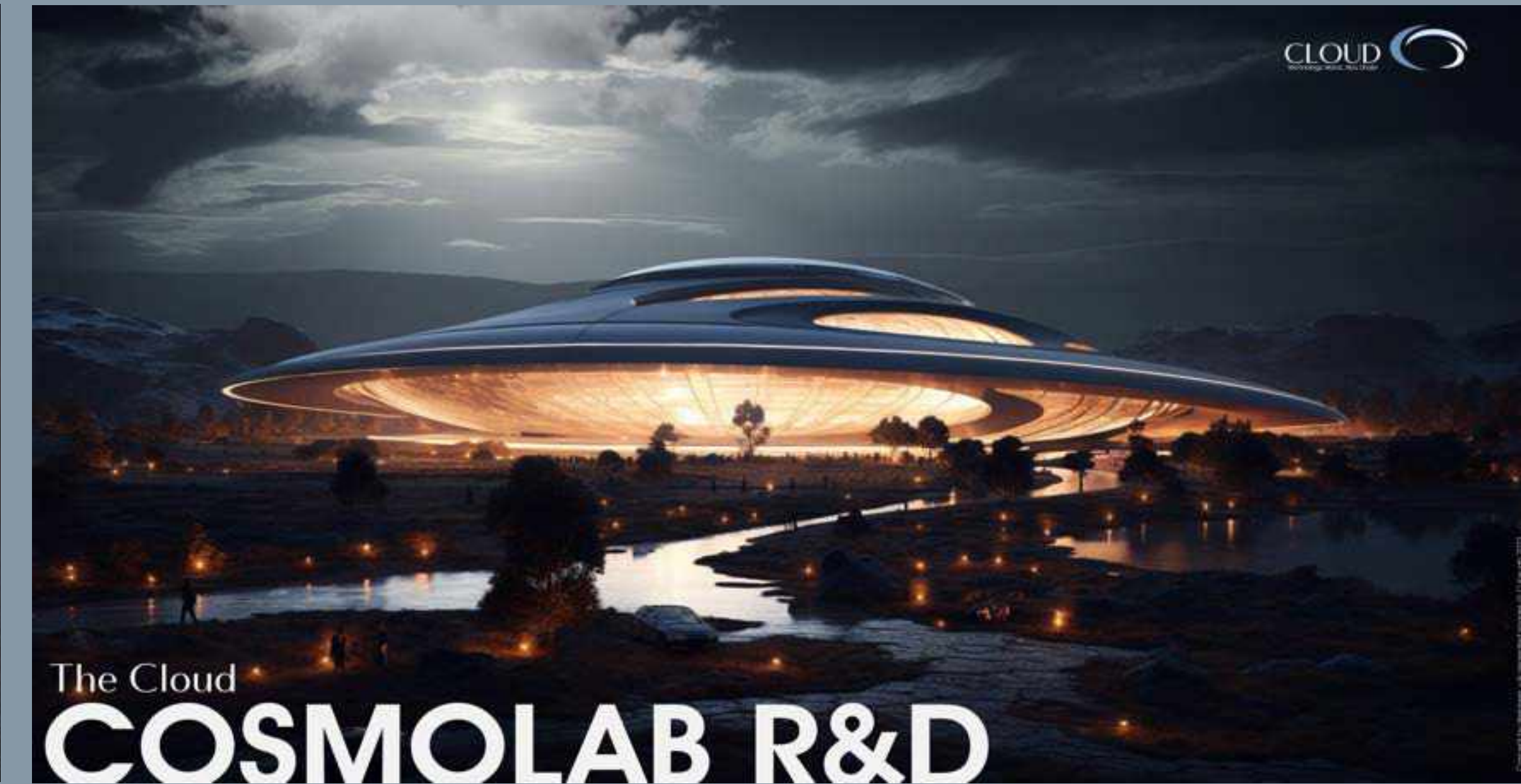
The Cloud  
**SNOW WORLD**



The Cloud  
**SHOPPING MALL**



**DREAMSCAPE**



The Cloud  
**COSMOLAB R&D**



The Cloud  
**JUNGLE**



The Merge Between  
Reality & Virtual  
World  
The Cloud  
**CYBERSPACE**



The Cloud  
**MARINAS**



**YACHT VILLAS**



The Merge Between  
Reality & Virtual  
World  
The Cloud  
**EXHIBITIONS**



The Merge Between  
Reality & Virtual  
World  
The Cloud  
**IMMERSIVE REALM**



The Cloud  
**E-SPORTS ARENA**



**Metaverse**  
Virtual Reality & Metaverse  
As step forward to a  
world where all kinds of  
imaginations come true.

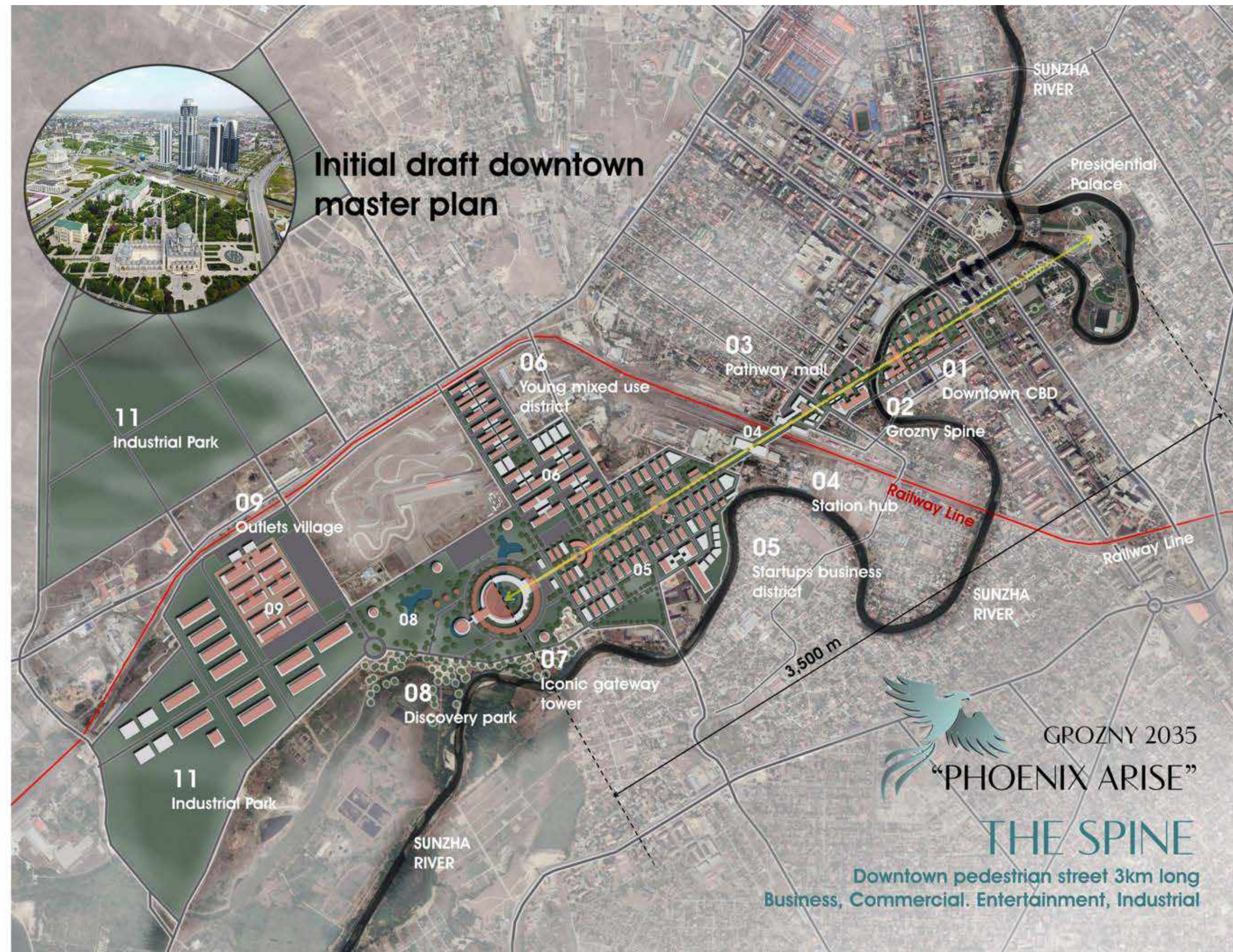




### Grozny City Spine downtown pedestrian street Vision / 3.0 km long

Grozny, situated in Chechnya, Russia, is a bustling capital city that boasts a vibrant downtown urban development known as "The Spine." This impressive area features a 3km-long pedestrian street that begins at the presidential palace on the northeast side and runs through the CBD towers, crossing the railway to the newly established startups and industrial CBD on the southwest side. The street culminates in an iconic building, and offers a mix of commercial, entertainment, business, and industrial opportunities to visitors and locals alike

1. Downtown CBD. 200,000 m2
2. Grozny pedestrian commercial Spine. 3.0 km
3. The Spine commercial plaza. 100,000 m2
4. Rail station hub. 20,000 m2
5. Startups business district. 300,000 m2
6. Young mixed use district. 450,000 m2
7. The iconic gateway complex. 180,000 m2
8. Discovery park. 500,000 m2
9. Outlets village. 400,000 m2
10. Industrial Park. 1,300,000 m2



### The Spine:

**The Green Spine is a major part of the phoenix vision for the development of Grozny city 2035.**

The Green Spine supposed to be a significant development project in Grozny city, known for its length of 3.5 km. It is designed to serve as the backbone of the city's growth and development, aiming to encourage innovation, sustainability, and economic growth. This green smart walkway offers numerous activities for both local people and tourists to enjoy.



### Grozny Vision 2035 Competition



### "Resurgent Harmony: The Grozny 2035 Vision by Cube Consultants"

Cube Consultants' vision for Grozny City, titled "PHOENIX ARISE," is a transformative blueprint set to redefine the capital of the Chechen Republic by 2035. Marrying the past with the future, this plan envisions a city that preserves its unique identity while evolving into a dynamic hub of culture, innovation, and sustainable growth. Central to this vision is "The Spine," a 3.5 km long development corridor, symbolizing the rebirth of Grozny, interlacing various urban functions such as governance, business, and innovation.

Aligned with Cube's design philosophy, the Grozny proposal emphasizes Spirit Care, through nurturing spaces for community interaction; Earth Care, via green industries and ecological advancements; and a blend of Science, Technology & Architecture, incorporating smart urban planning with soulful aesthetics. This holistic approach aims to craft Grozny into a city that is not only industrious and tourist-friendly but also an integrated, efficient, and globally recognized model of urban sustainability and soulful urban living. Top of Form



# Grozny Competition, Russia

## The Spine

### 01: Community

The Central Parks Sector which includes:

1. Central Park / 335,000 m<sup>2</sup>
2. Central park Hotels / 160,000 m<sup>2</sup>
3. Memorial Park / 150,000 m<sup>2</sup>
4. National Expo Parks / 638,000 m<sup>2</sup>
5. Berkat Mall / 375,000 m<sup>2</sup>
6. Hotels, Residential & Mixed uses / 300,000 m<sup>2</sup>

### 02: Business

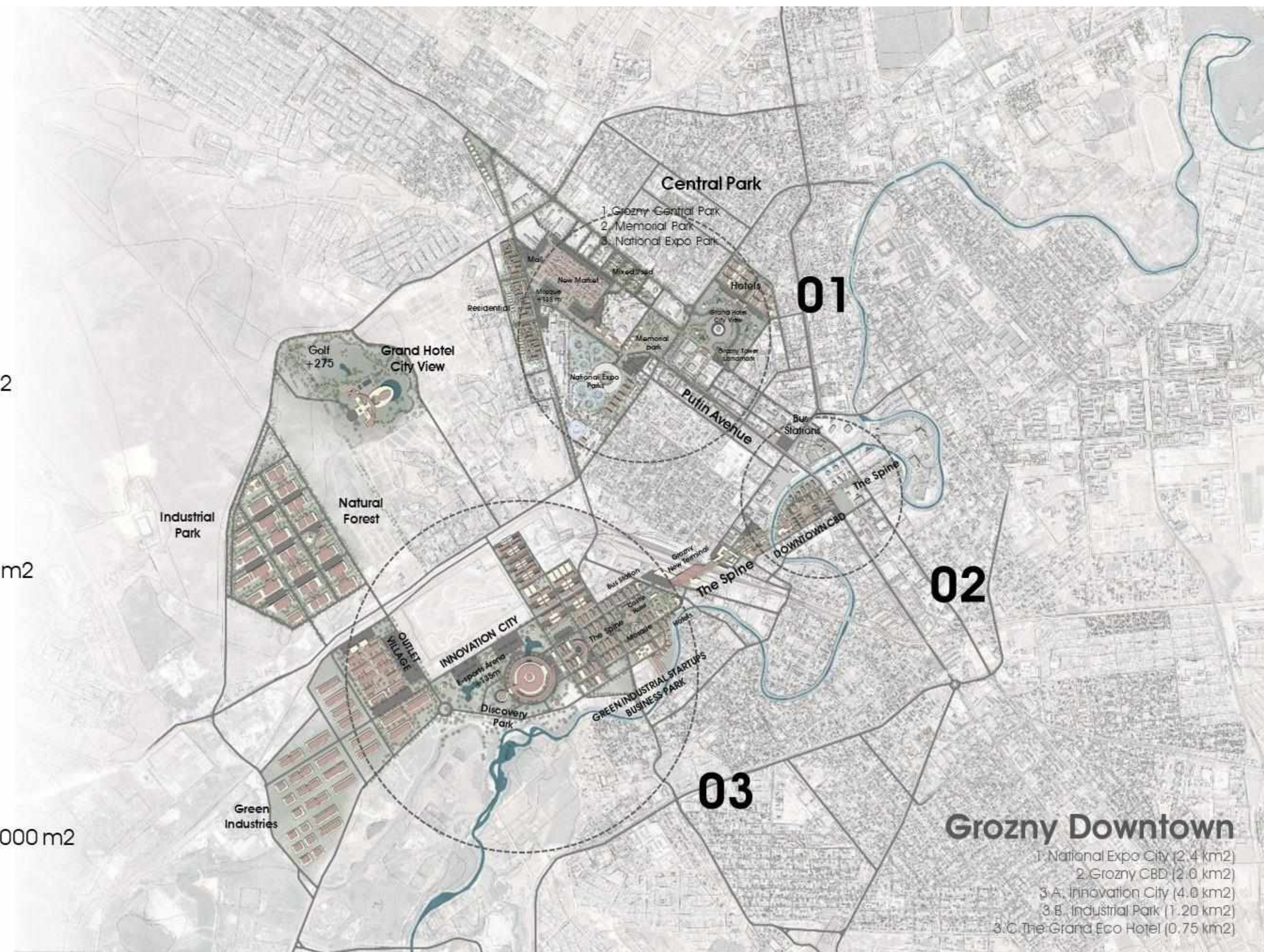
The City Center Sector which includes:

1. Putin pedestrian Spine / 3km
2. City CBD / 350,000 m<sup>2</sup>
3. The iconic gateway tower complex / 30,000 m<sup>2</sup>
4. Grozny Innovative Spine / 3.5 km

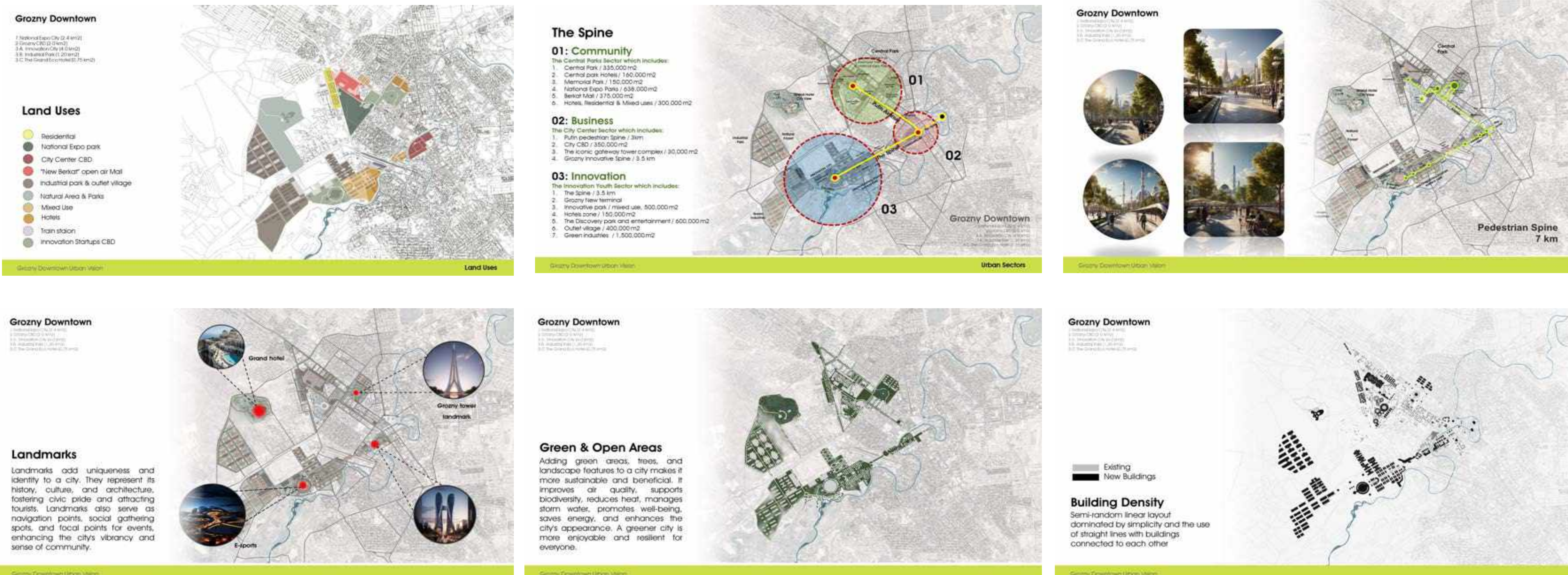
### 03: Innovation

The Innovation Youth Sector which includes:

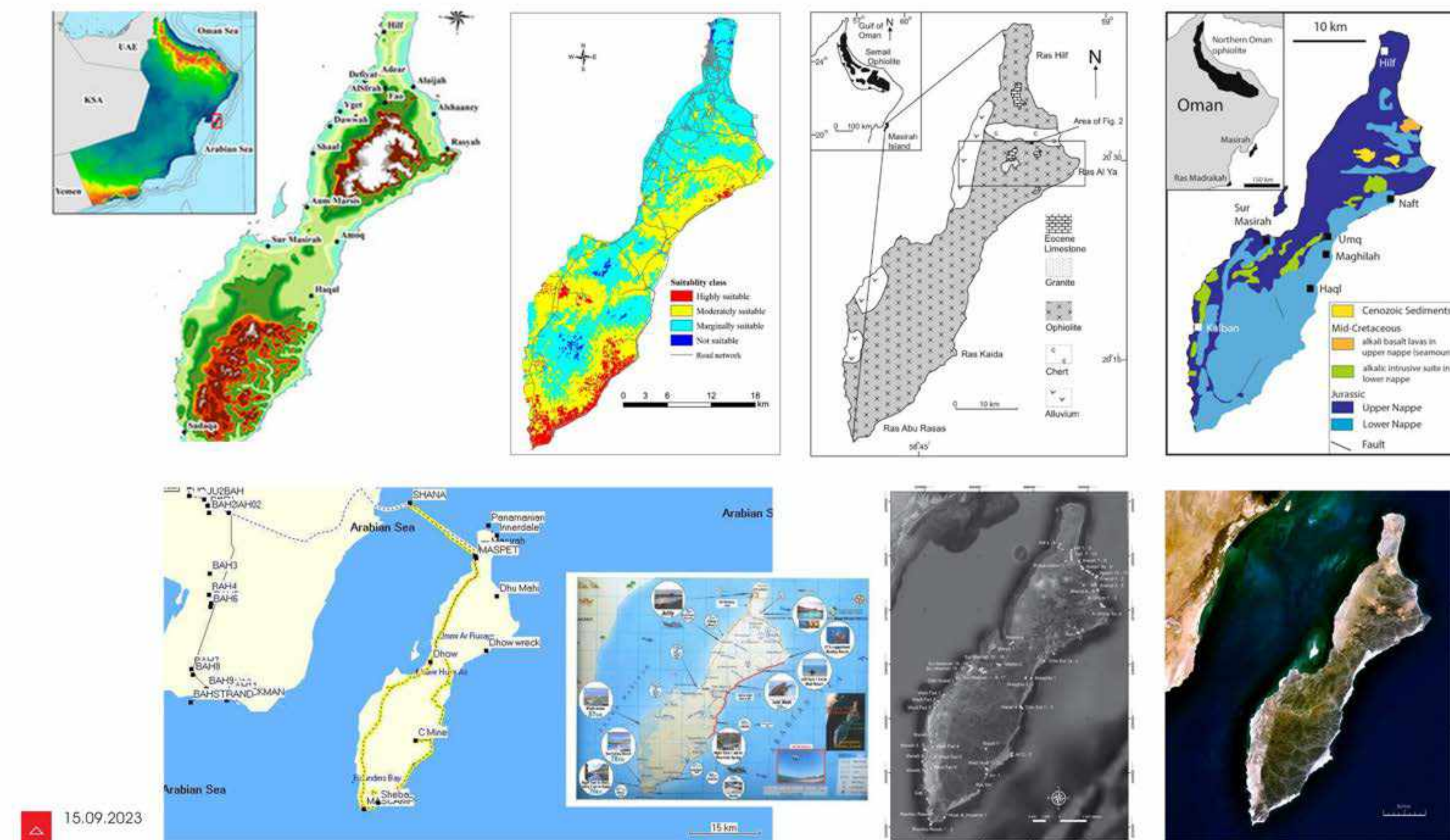
1. The Spine / 3.5 km
2. Grozny New terminal
3. Innovative park / mixed use, 500,000 m<sup>2</sup>
4. Hotels zone / 150,000 m<sup>2</sup>
5. The Discovery park and entertainment / 600,000 m<sup>2</sup>
6. Outlet village / 400,000 m<sup>2</sup>
7. Green industries / 1,500,000 m<sup>2</sup>



The Green Spine supposed to be a significant development project in Grozny city, known for its length of 3.5 km. It is designed to serve as the backbone of the city's growth and development, aiming to encourage innovation, sustainability, and economic growth. This green smart walkway offers numerous activities for both local people and tourists to enjoy.







**"Masirah Island: Where Nature and Wellness Thrive Together."**

"Our vision for Masirah Island is to transform it into a sustainable and harmonious eco-wellness tourist destination that showcases the beauty of Oman's natural landscapes, celebrates its rich cultural heritage, and promotes the well-being of both visitors and the local community.

Through carefully planned developments such as a commercial harbor, airport, bridge, and thoughtfully designed tourist towns, we aim to balance economic growth with environmental preservation.

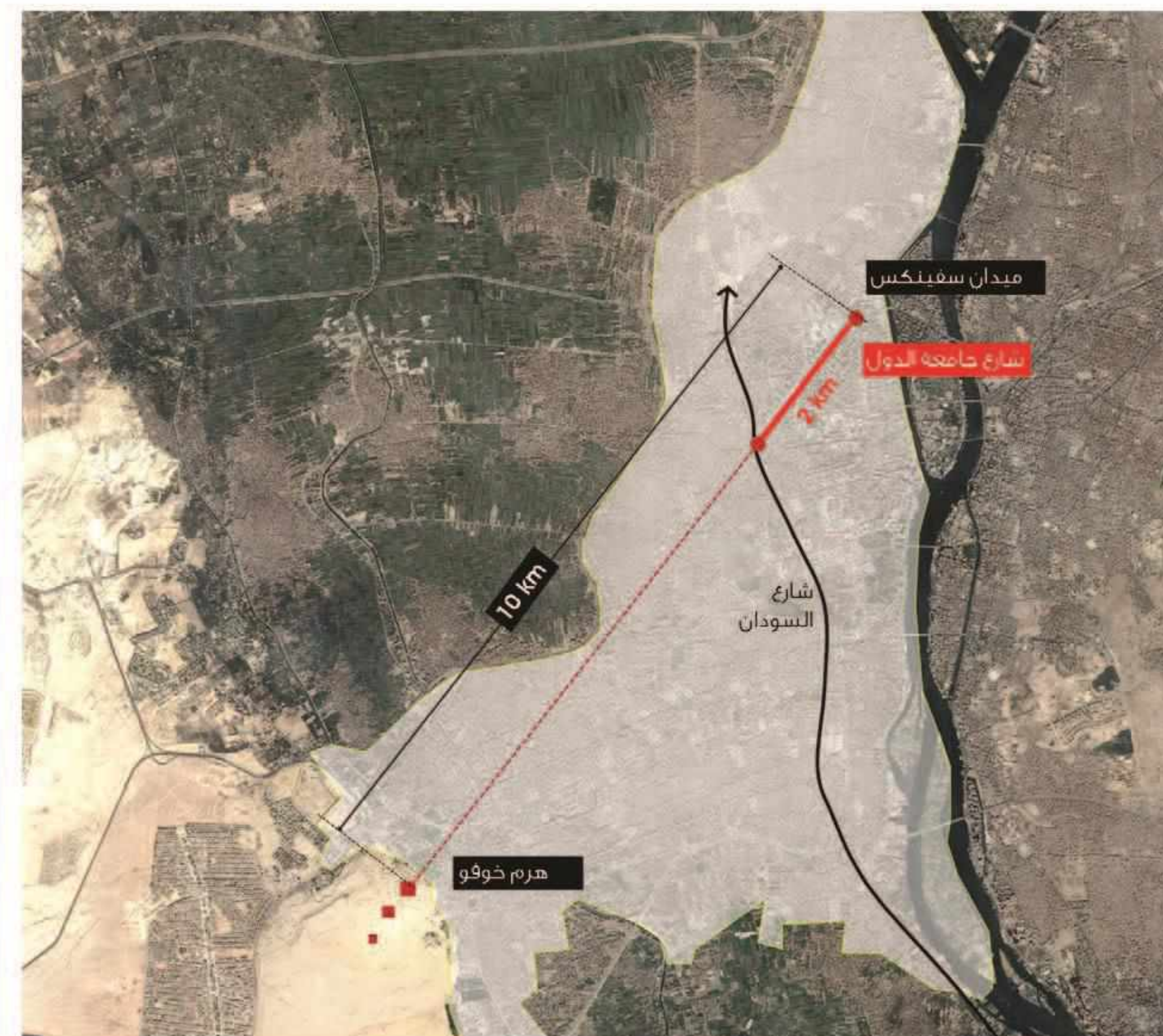
Our commitment to sustainability encompasses eco-friendly infrastructure, responsible tourism practices, and a deep respect for the island's unique ecosystems.

By embracing this vision, Masirah Island will thrive as a global model of eco-tourism, offering unforgettable experiences while safeguarding its natural wonders for generations to come."









**Project Summary**  
 The vision and dream of Dr. Ashraf Abdel Mohsen of Khufu Plaza since 2010 within the vision and scheme of Giza 2030. He used to say, "The residents of Giza deserve a different life and remain the richest people in the world because they have the most valuable and the greatest monument in the world" in addition to having the largest museum in the world. Indeed by 2030, you will be able to see the pyramids from Sphinx Square and the Gameat Al Dowal Street from a distance of 10 km, a dream that has been delayed so much but within a few years Khufu Avenue will show Khufu Axis in a distance of 10 km and a width of 600 meters that has been updated to be a width ranging from 100-250 meters, and thus will be one of the largest streets in the world and the greatest of all because of its historical and miraculous grandeur with the pyramids in front of it.

it's one of 6 projects proposed for developing the area around the Pyramids Plateau through Giza vision 2030





THE GREATNESS

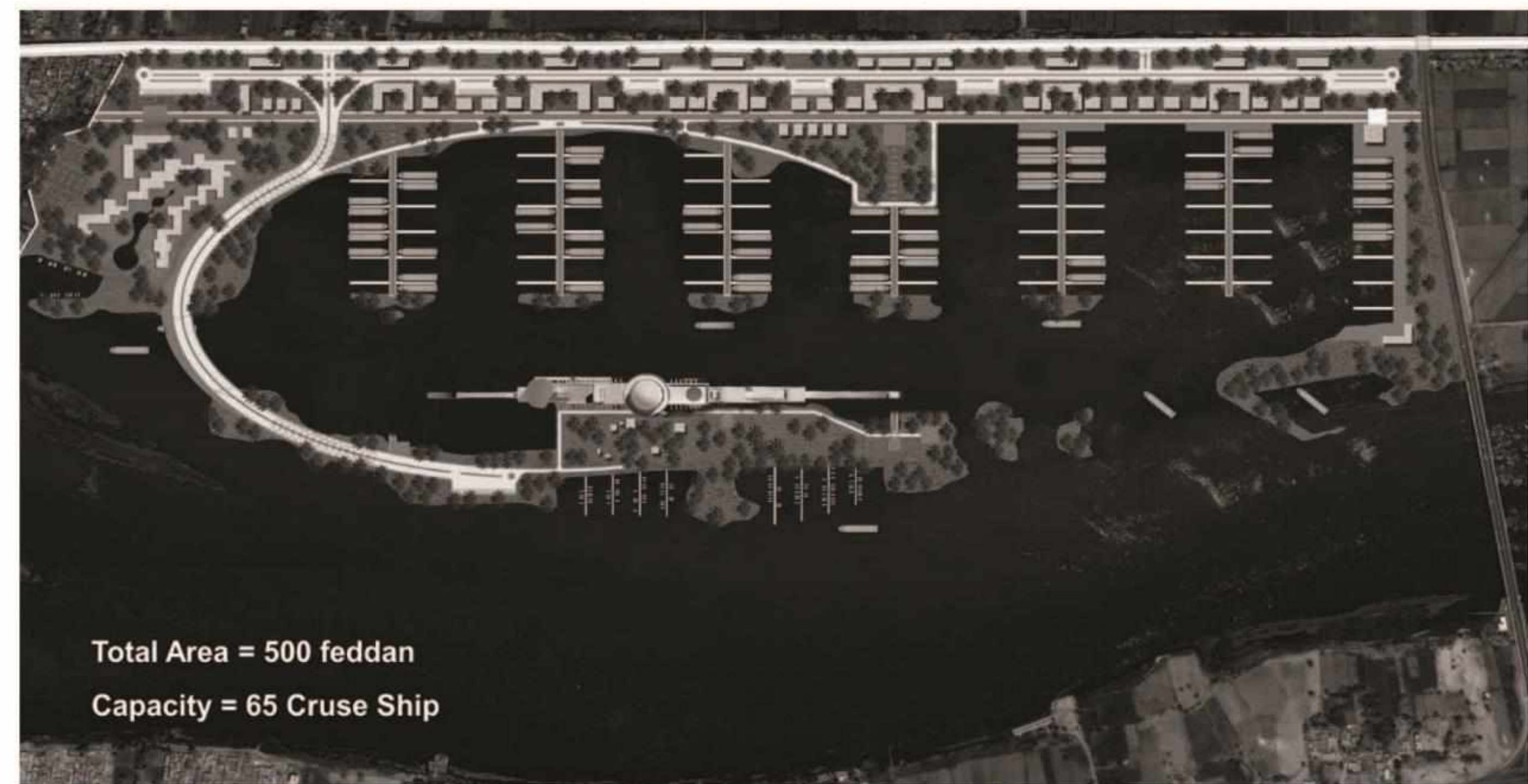
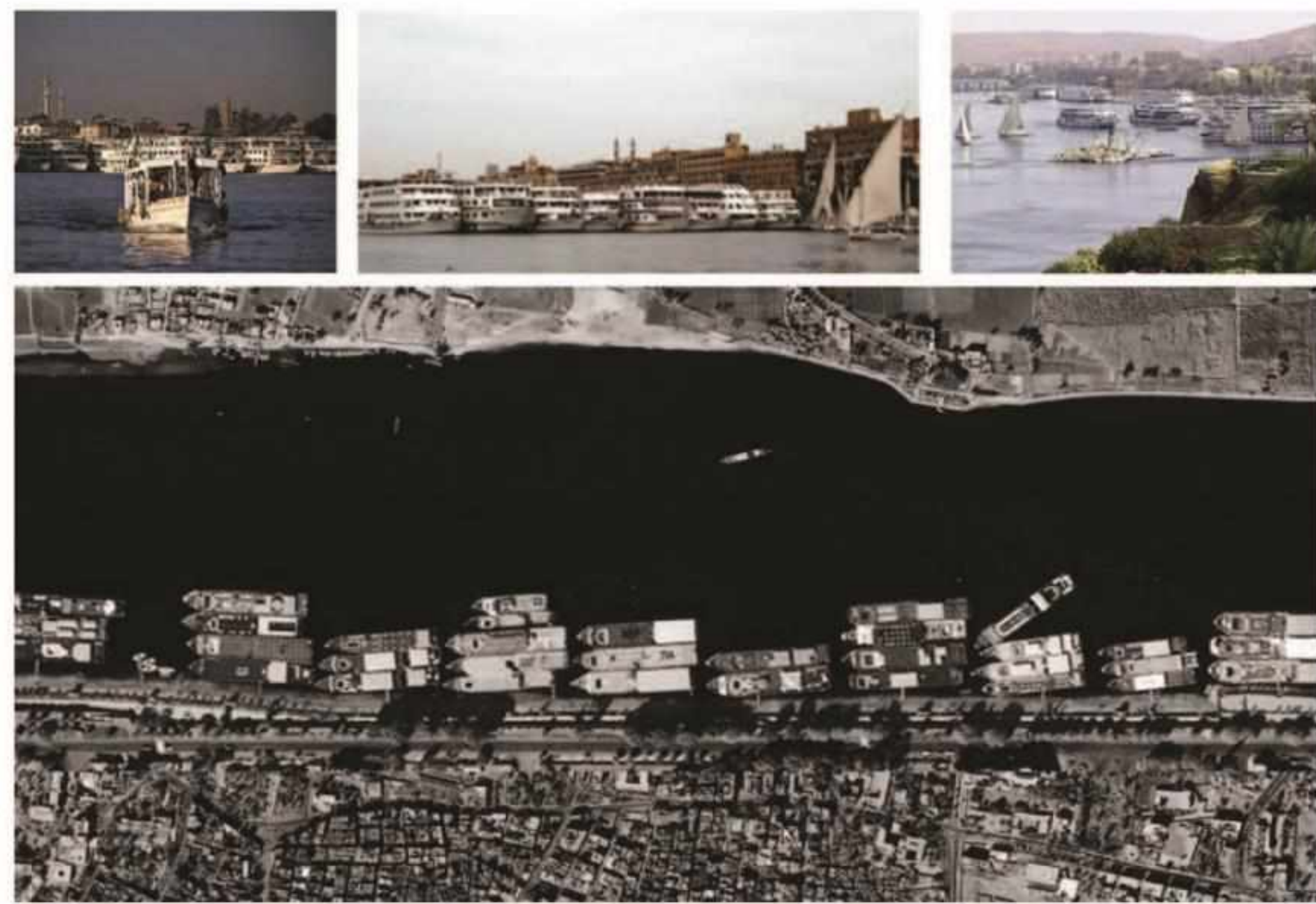


KHUFU CENTRAL PARK



OPEN MUSEUM & RESORTS







Luxor Marine is located along with the Sun Ship, a stable boat that is designed to resemble the ritual vessel that carried Khufu's resurrected body across the heavens to the Sun God, Ra. Each terminal will accommodate tourists in the utmost luxury with entertainment, leisure as well as numerous retail offerings.

**Main goal:**

"Luxor Marine" aims to reconstruct the marinas parking area in a way that would be more structured and less damaging to the environment. The project will not only consist of a more organized anchorage area for cruise ships and sailboats but will also include numerous services such as dockyards, hospitals, fire and police stations, as well as travel agencies.

**Current situation:**

Luxor, a city in Upper Egypt, is reputed to be the "world's greatest open-air museum." Thousands of tourists travel overseas to glance at the historical monuments, buildings, and tombs. Located across the iconic Luxor temple, the Nile cruise offers tourists the experience of unfolding thousands of historical years through a memorable journey. It is one of Luxor's most popular tourist attractions and greatly contributes to the economic growth of the city. Unfortunately, the marina has been completely neglected which caused many ships to be left to sink or burn as a form of disposal. This reckless action results in severe damage to the marine ecosystem killing marine life and impacting worldwide economic structures.



**SUN BOAT HOTEL**



# LUXOR GOLDEN TRIANGLE

LUXOR - EGYPT



Year: 2005-09  
Location: Luxor, Egypt  
Project Area: 750 FD / 3.15 km2  
Main Consultant: Archplan & Cube  
Consultants  
Scope: Vision & Conceptual Planning

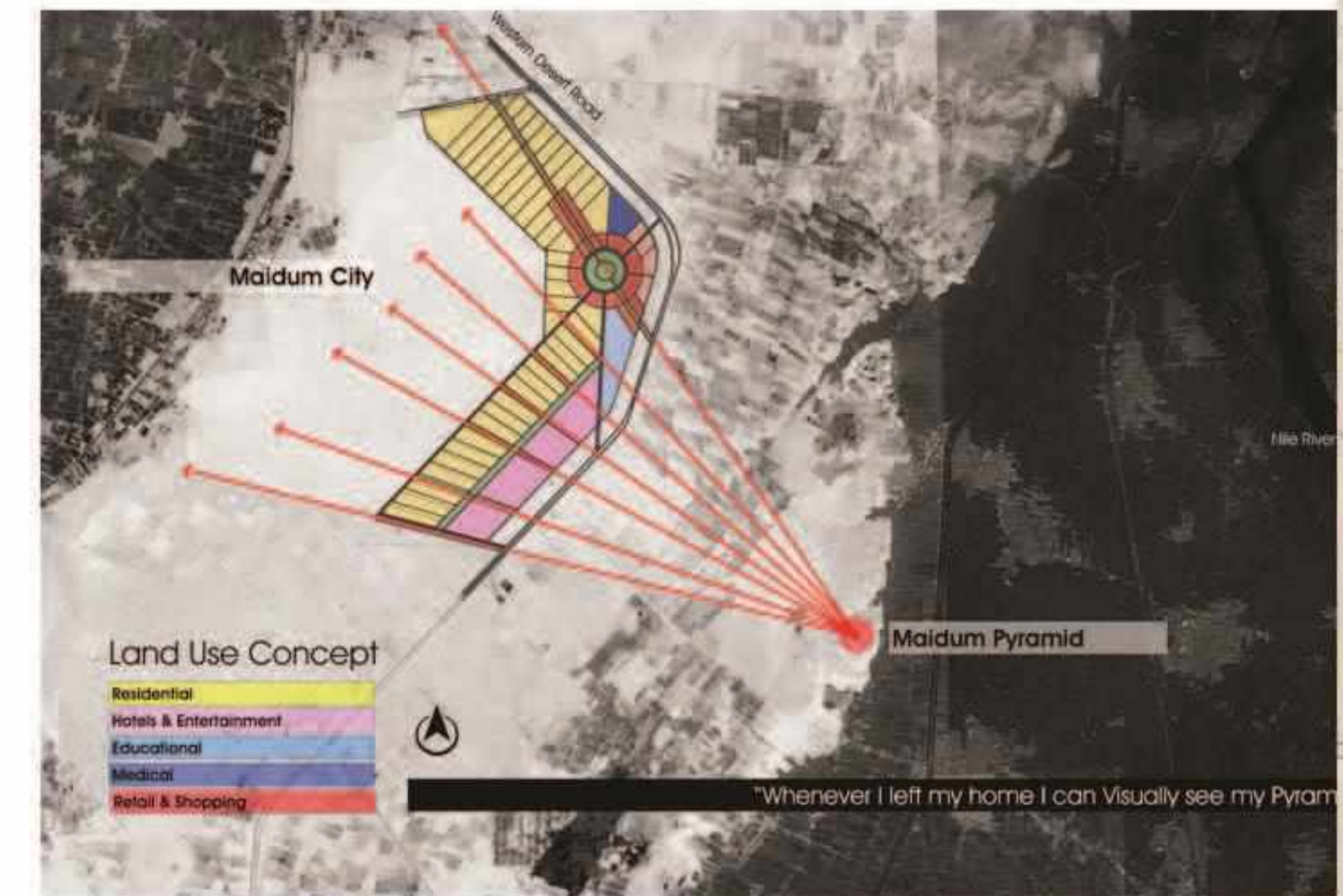






Project Information:

Year: 2019  
 Location: Beni Suef Governorate, Egypt  
 Plot Area: 8,920,800 m<sup>2</sup> (2,124 FD)  
 Scope: Conceptual Master Plan



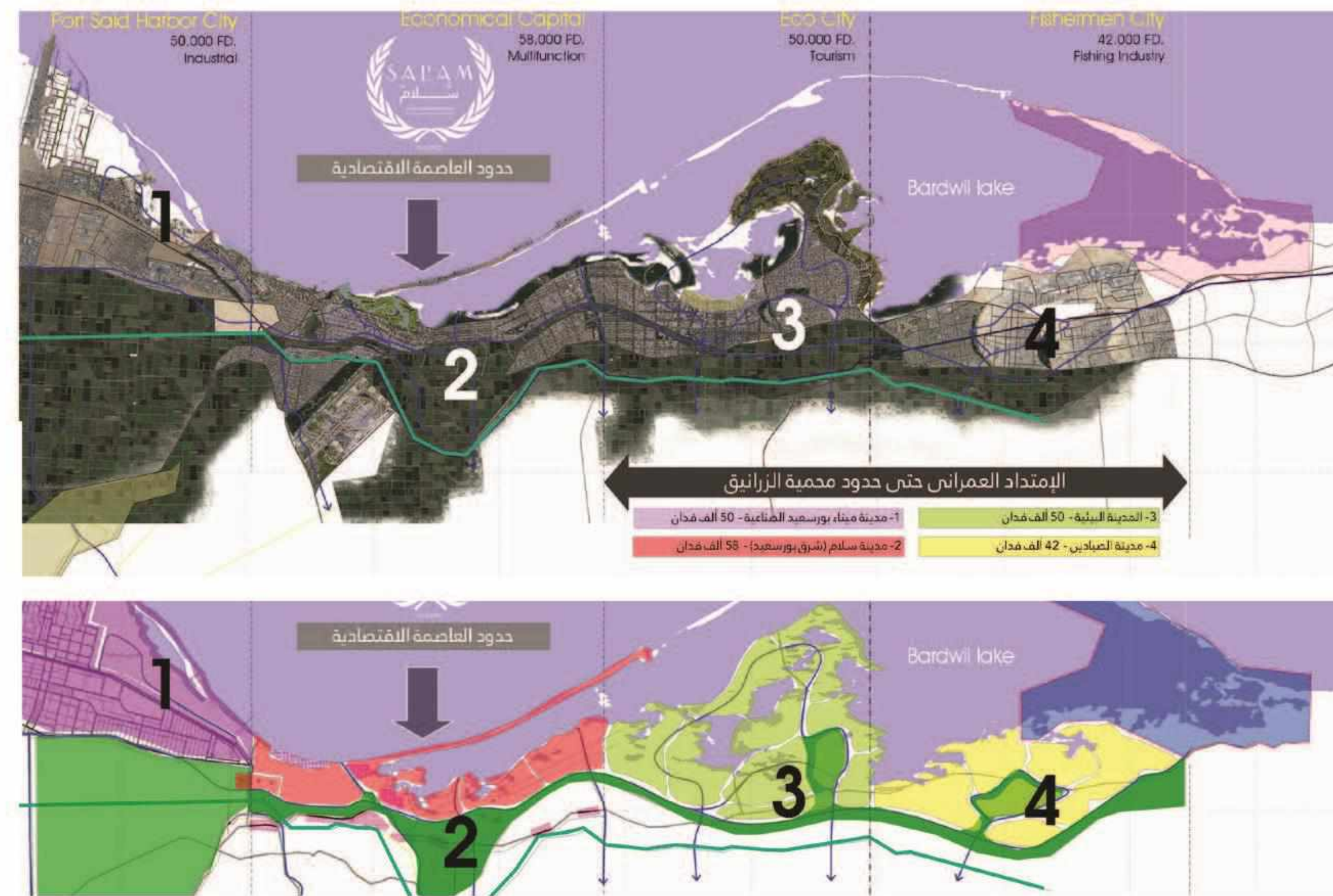




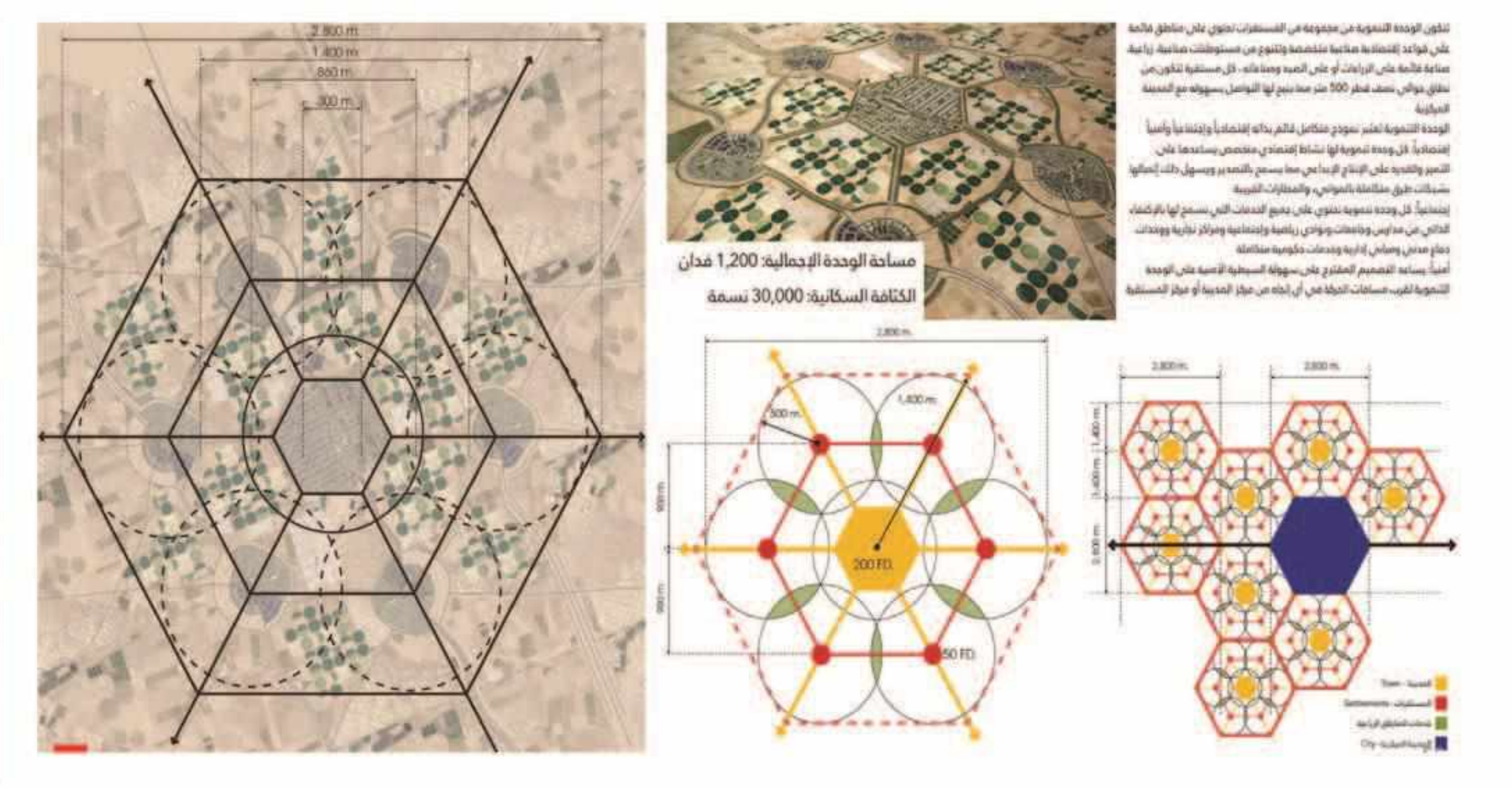
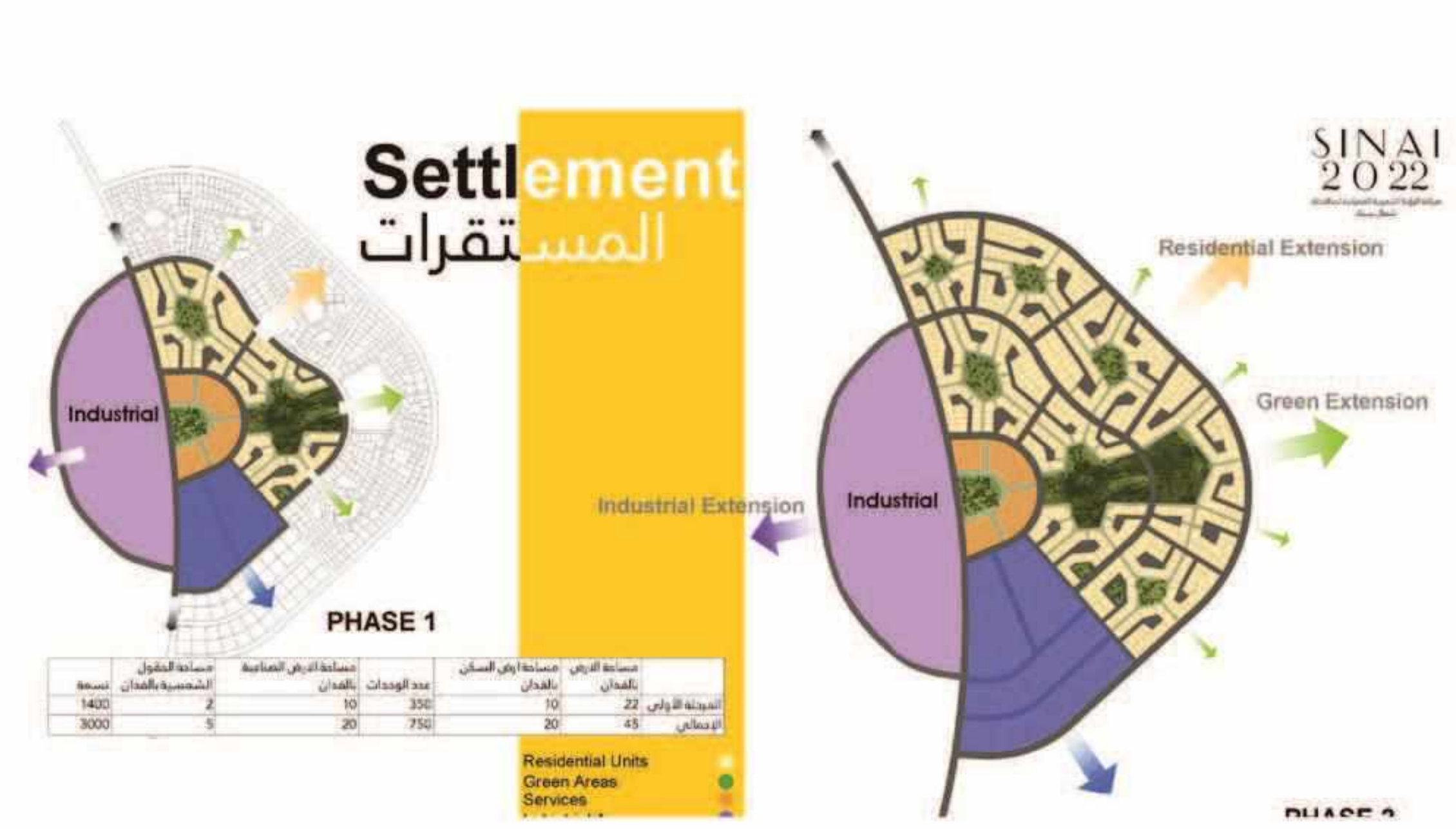
Project Information:  
Year: 2018  
MINISTRY OF HOUSING  
Scope: VISION

**SINAI**  
**2022**  
صياغة الرؤية التنموية العمرانية لمحافظة  
شمال سيناء

<https://cubeconsultants.org/sinai/>







Project Information:

Year: 2018  
 MINISTRY OF HOUSING  
 Scope: VISION

**ITQAN Settlement - مستقرات إيتقان - 500 m.**

المساحة بالمدان: 50 فدان  
 عدد السكان التقريبي: 750 أسرة  
 الكثافة السكانية: 100 فرد/ فدان

Unit Type	Area (m²)	Population (est.)
A (4 Units) <td>15</td> <td>10</td>	15	10
B (3 Units) <td>10</td> <td>7</td>	10	7
C (1 Unit) <td>5</td> <td>3</td>	5	3
D (4 Units) <td>20</td> <td>14</td>	20	14
E (2 Units) <td>10</td> <td>7</td>	10	7

**SINAI 2022**

صياغة الرؤية التنموية العمرانية لمحافظة شمال سيناء

<https://cubeconsultants.org/sinai/>







# RAS ELTEEN DEVELOPMENT

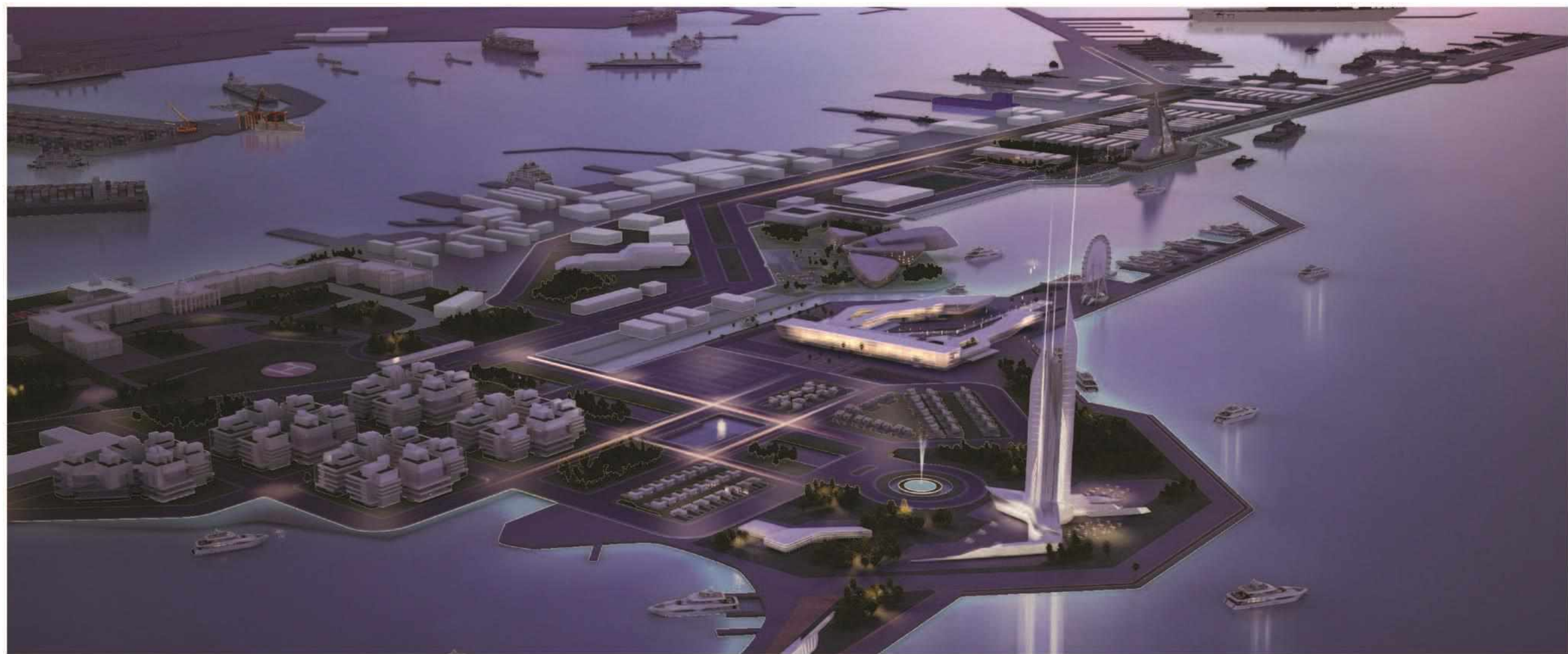
ALEXANDRIA- EGYPT

Project Information:

Year: 2018  
 MINISTRY OF HOUSING  
 Scope: VISION







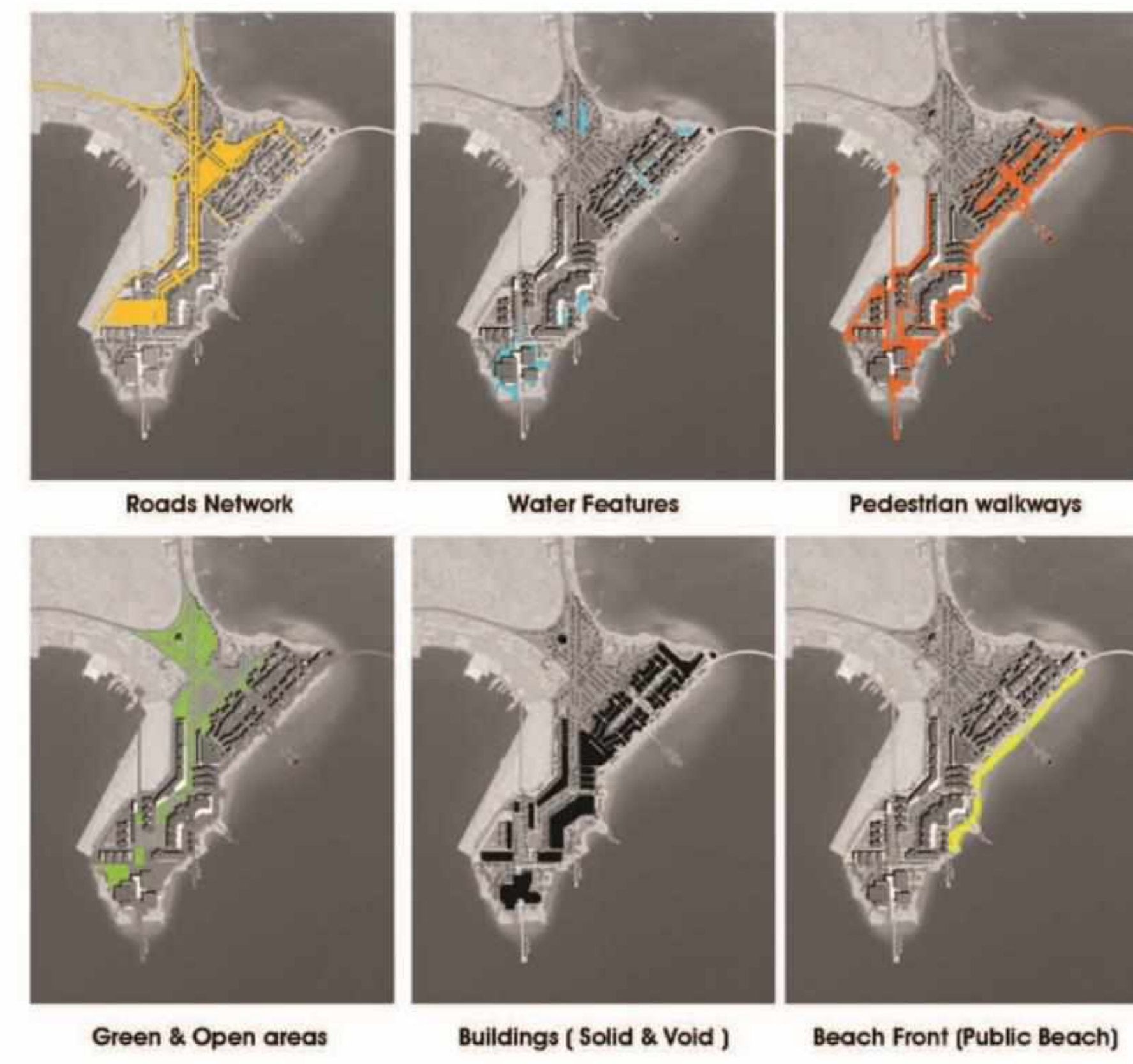


# OPERA CITY

SHARM ELSHIEKH, SINAI- EGYPT



Project Information:  
 Year: 2019  
 SOUTH SINAI GOVERNORATE  
 Scope: URBAN RE-PLANNING VISION



OPERA HOUSE AREA

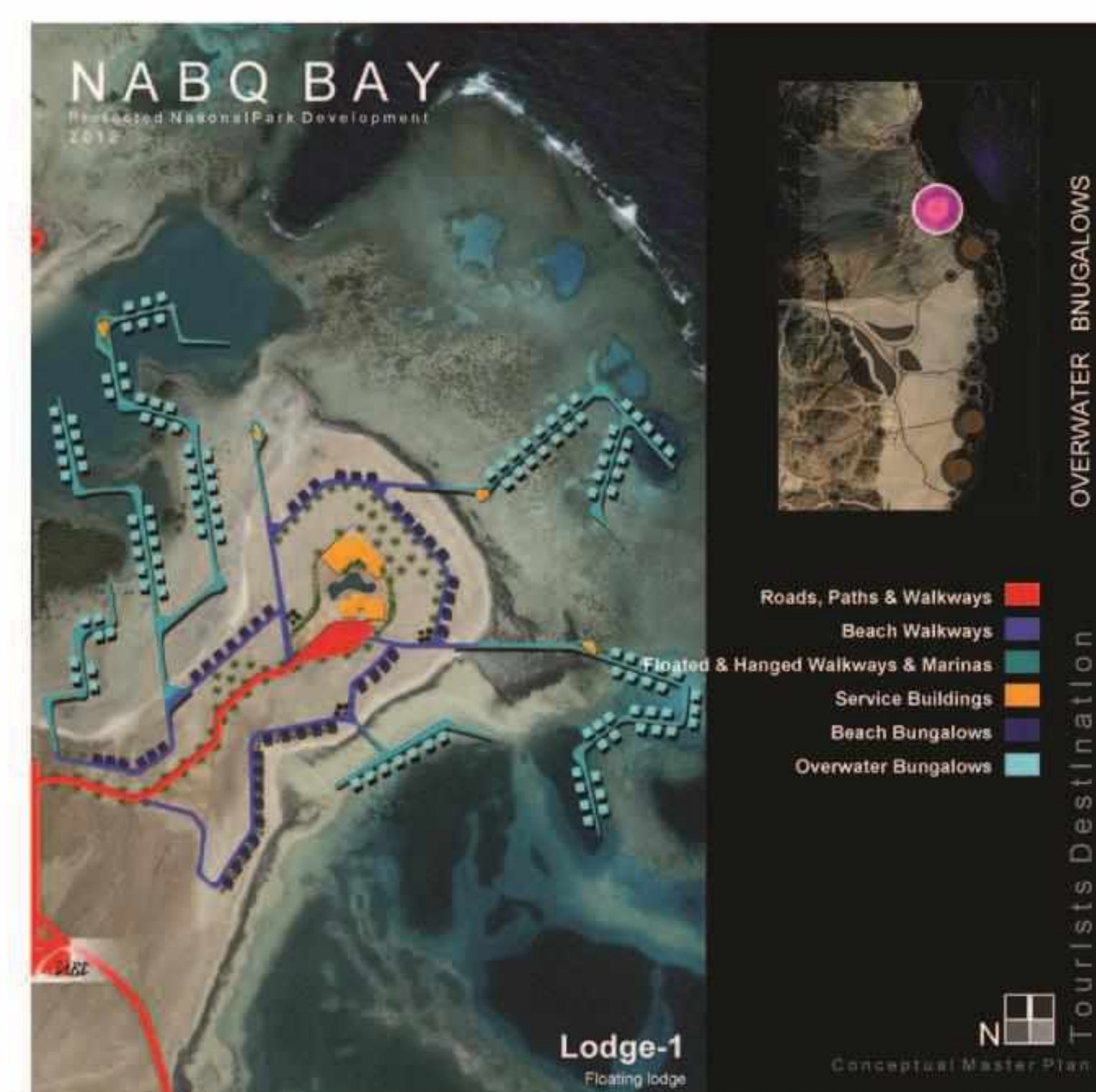
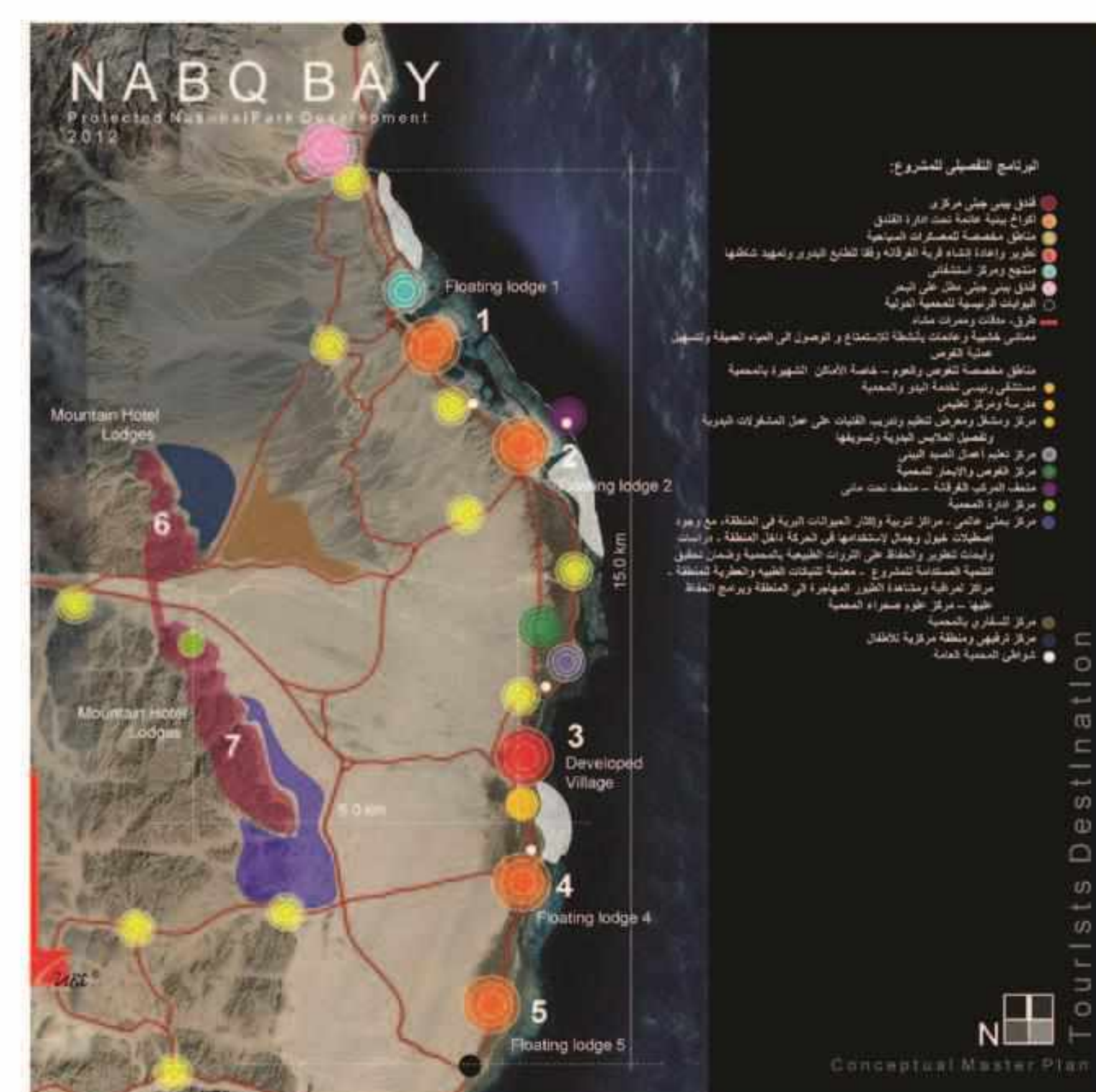
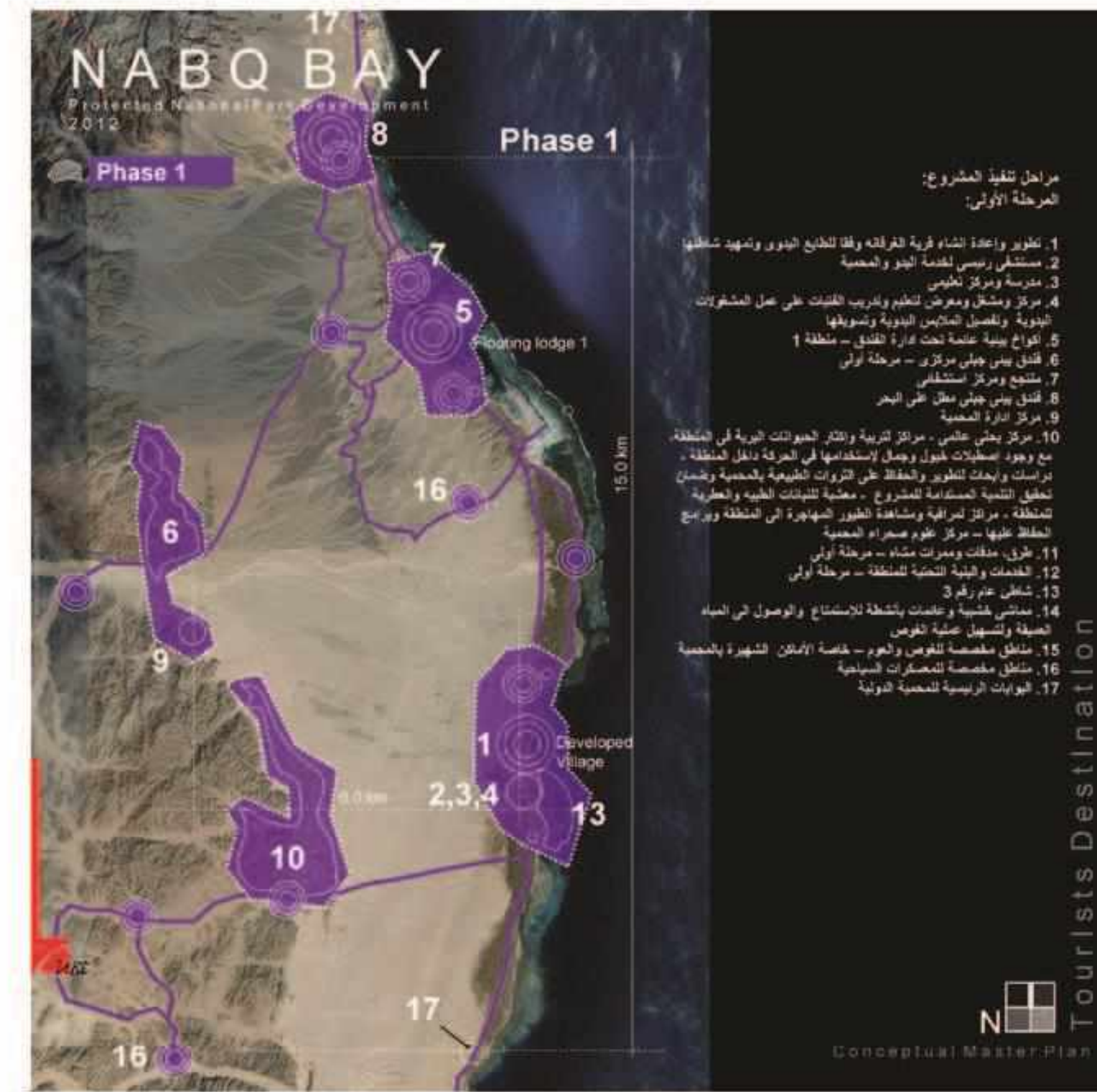
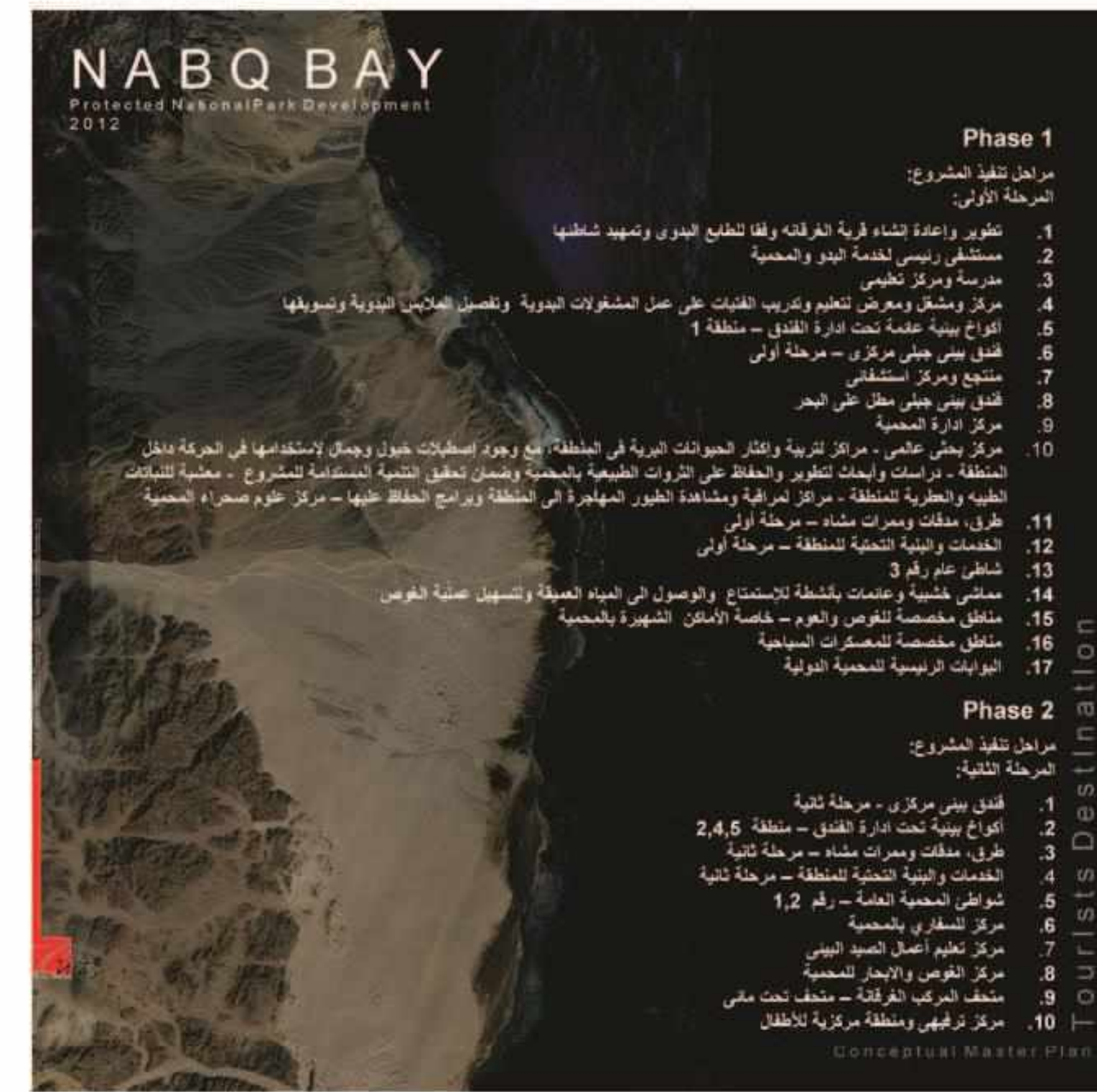
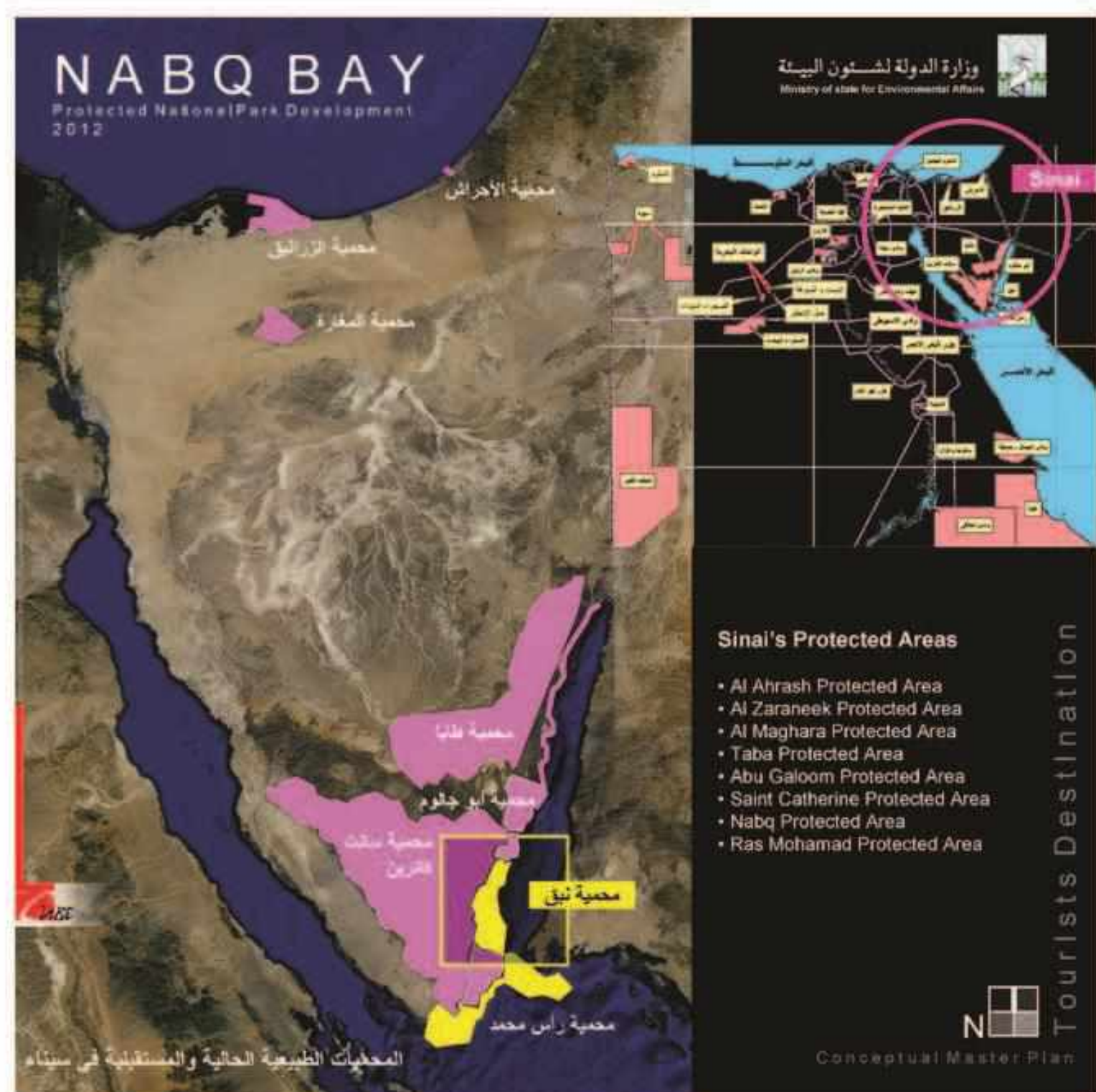






# NABQ BAY

## PROTECTED AREA CAIRO, EGYPT



CLIENT: Ministry Of State For Environmental Affairs  
 YEAR: 2012  
 AREA: 100 km<sup>2</sup>

The Protected Area Management Unit (PAMU) of Nabq is one of the Sinai Protected Area Network which is affiliated to the Central Department of the Protected Areas in Egypt under the Nature Conservation Sector of EEAA. The PAMU is responsible of controlling, developing protection actions, cooperation with stakeholders, enforcing the environmental laws (law 102/1983 and law 4/1994) and reporting the Sinai Regional PA Office in Sharm El Sheikh, which in turn reports to NCS/EEAA in Cairo.

The protected area had the status of Managed Resource Protected Area (MRPA) IUCN which is managed mainly for sustainable use of natural ecosystem. It is an area containing mostly unmodified natural systems, managed to ensure long-term protection and maintenance of biological diversity, while at the same time providing a sustainable flow of natural products and services to meet community needs.



### Objectives

To maintain the natural and cultural resources in good conditions and conserve Nabaq Protected Area biodiversity. To enhance the sustainable utility of natural resources in the Protected Area. To promote Nabaq Protected Area as a focal point for ecotourism in the region, and supporting socio-economic benefits to the local community to increase public understanding and appreciation of Nabaq Protected Area natural and cultural heritage.







**03**

**RESIDENTIAL & RESORTS**

SELECTED PROJECTS



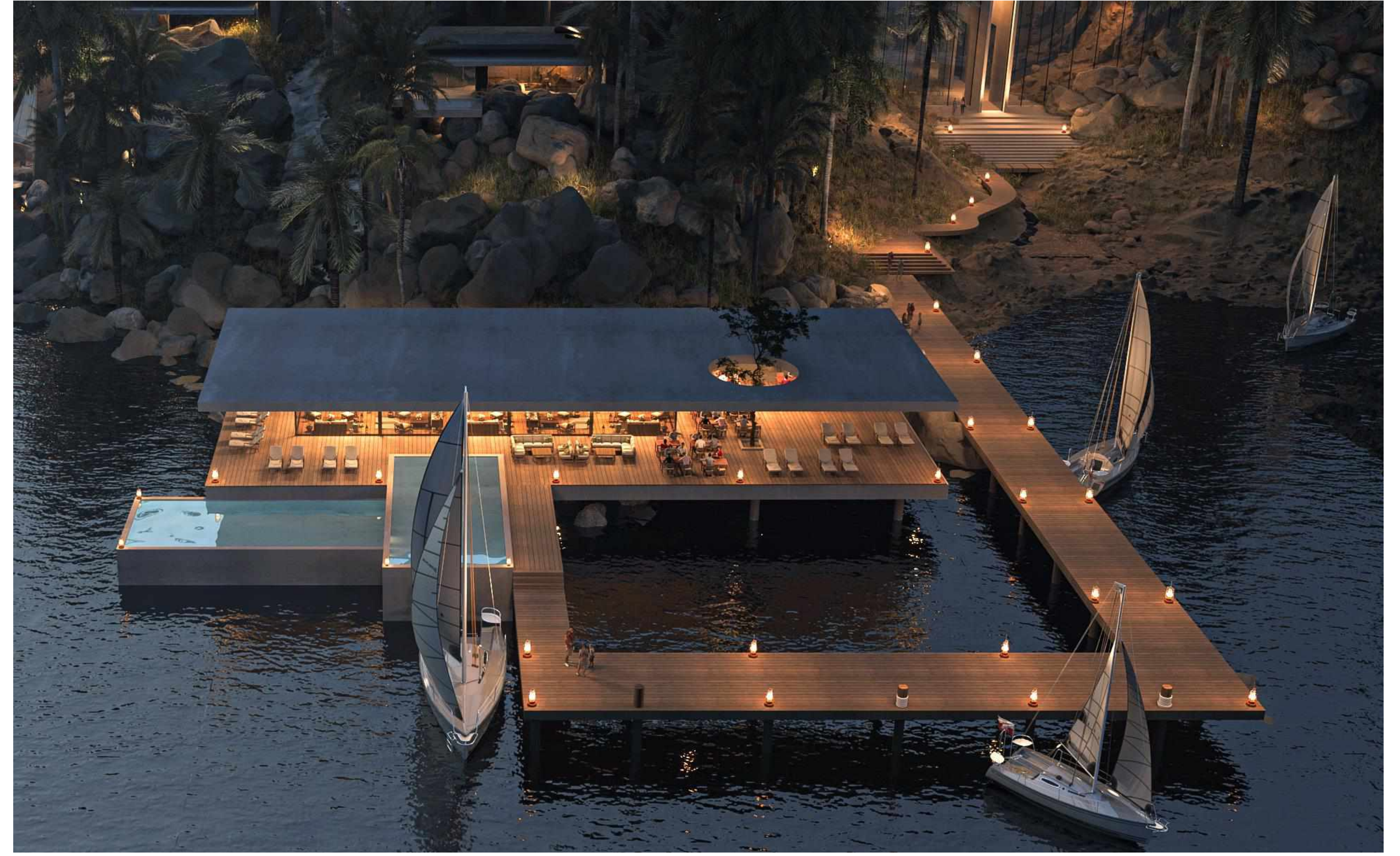
# TUT LODGE

## WELLNESS RESORT

Creating a new anchor for spiritual tourism in one of the most relaxing and important touristic spots in Egypt.  
In addition to expanding the cultural economical status of the island whilst building a spatial hub for  
enhancing the well being of locals all throughout a touristic experience.

From the locals to the locals, Creating a full-on touristic and cultural experience



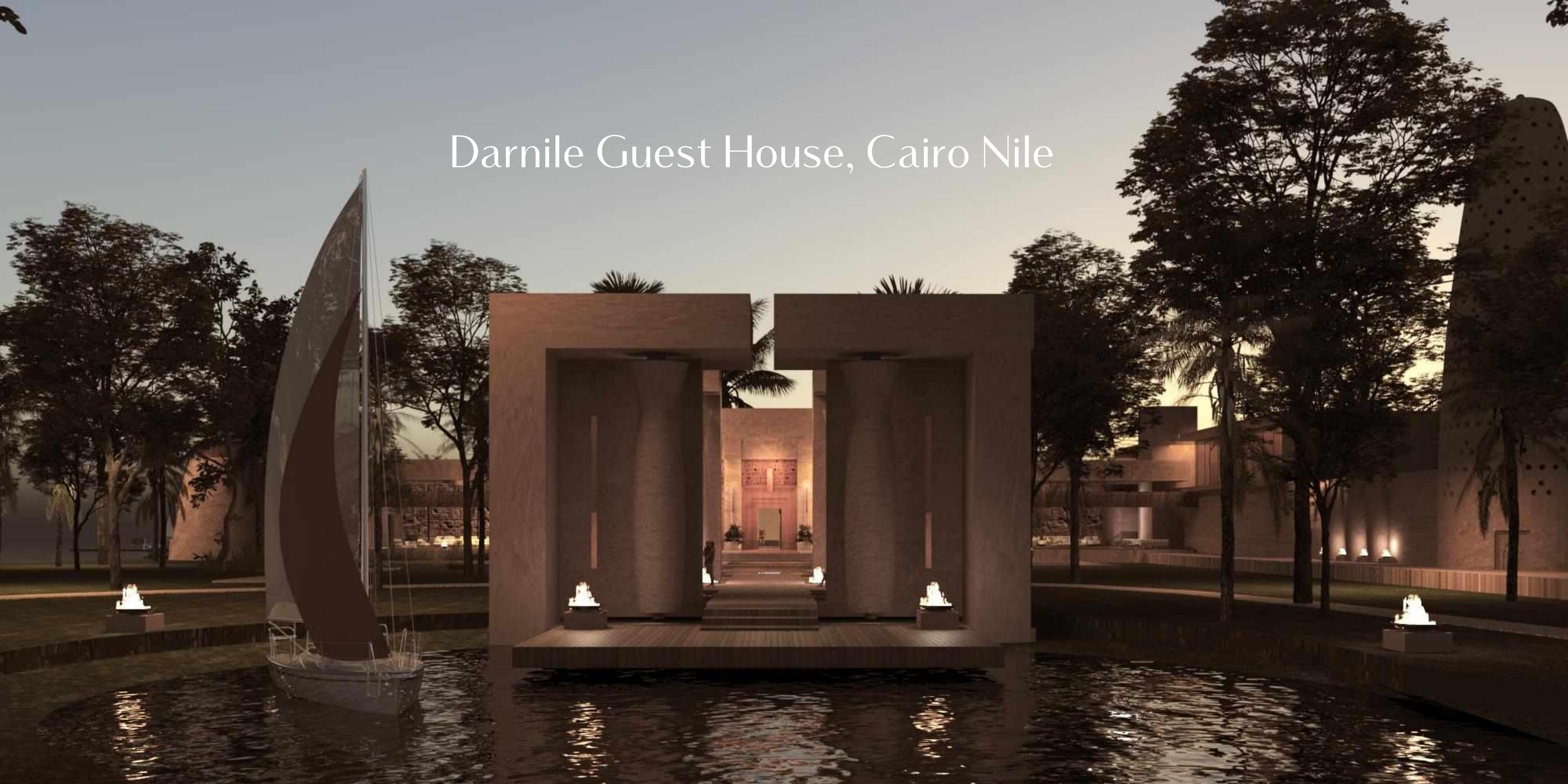








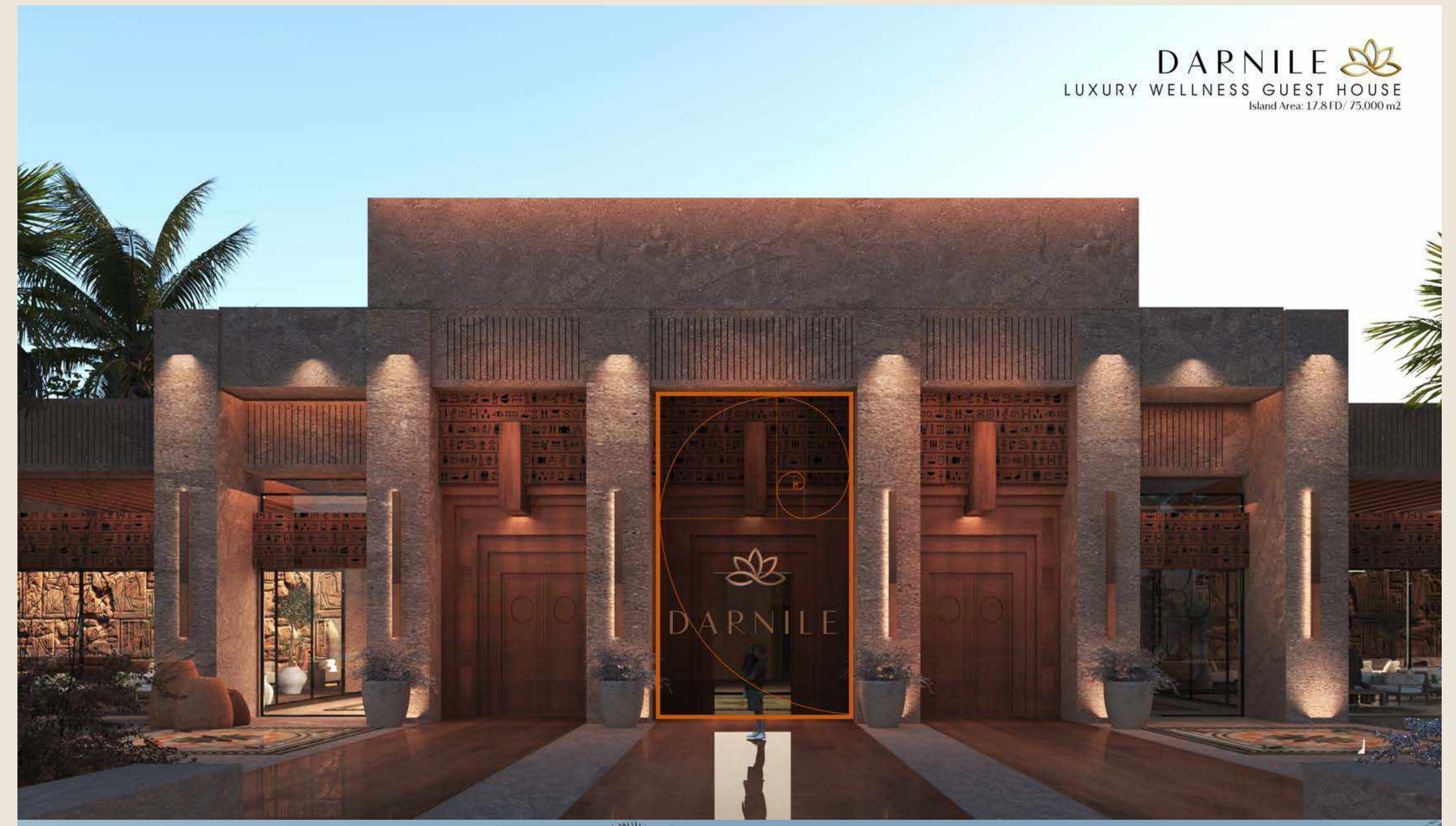
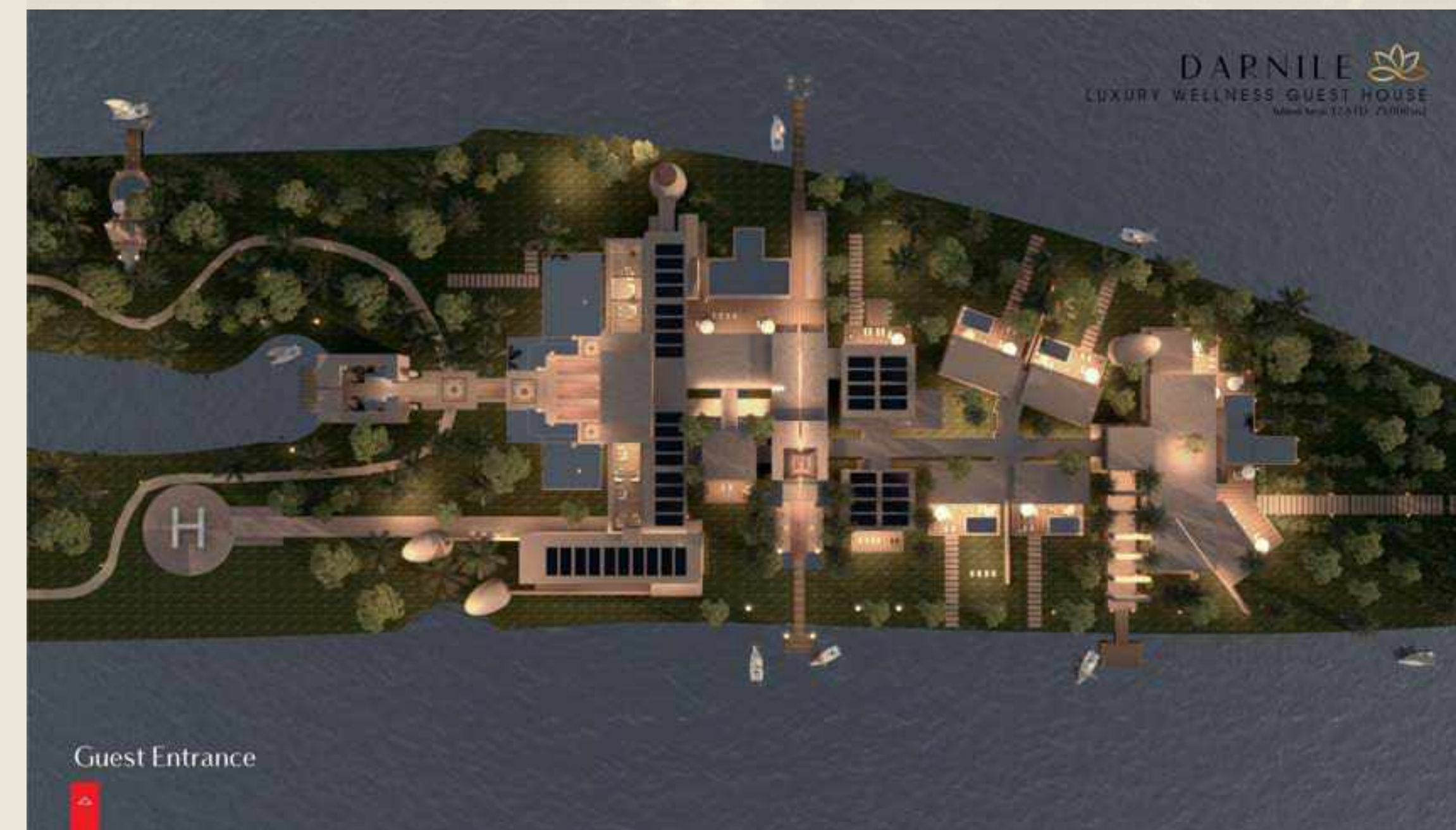
# Darnile Guest House, Cairo Nile



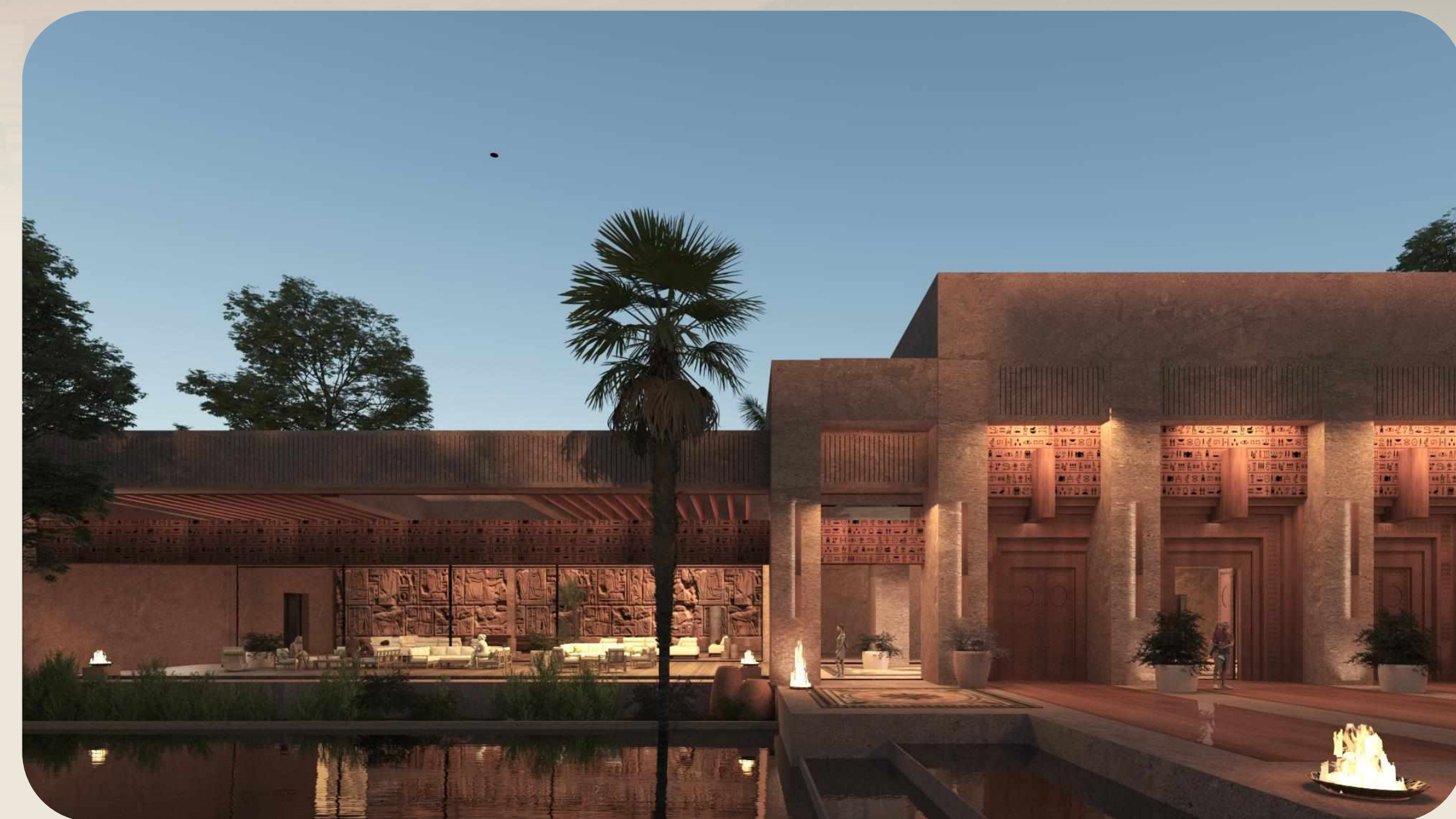




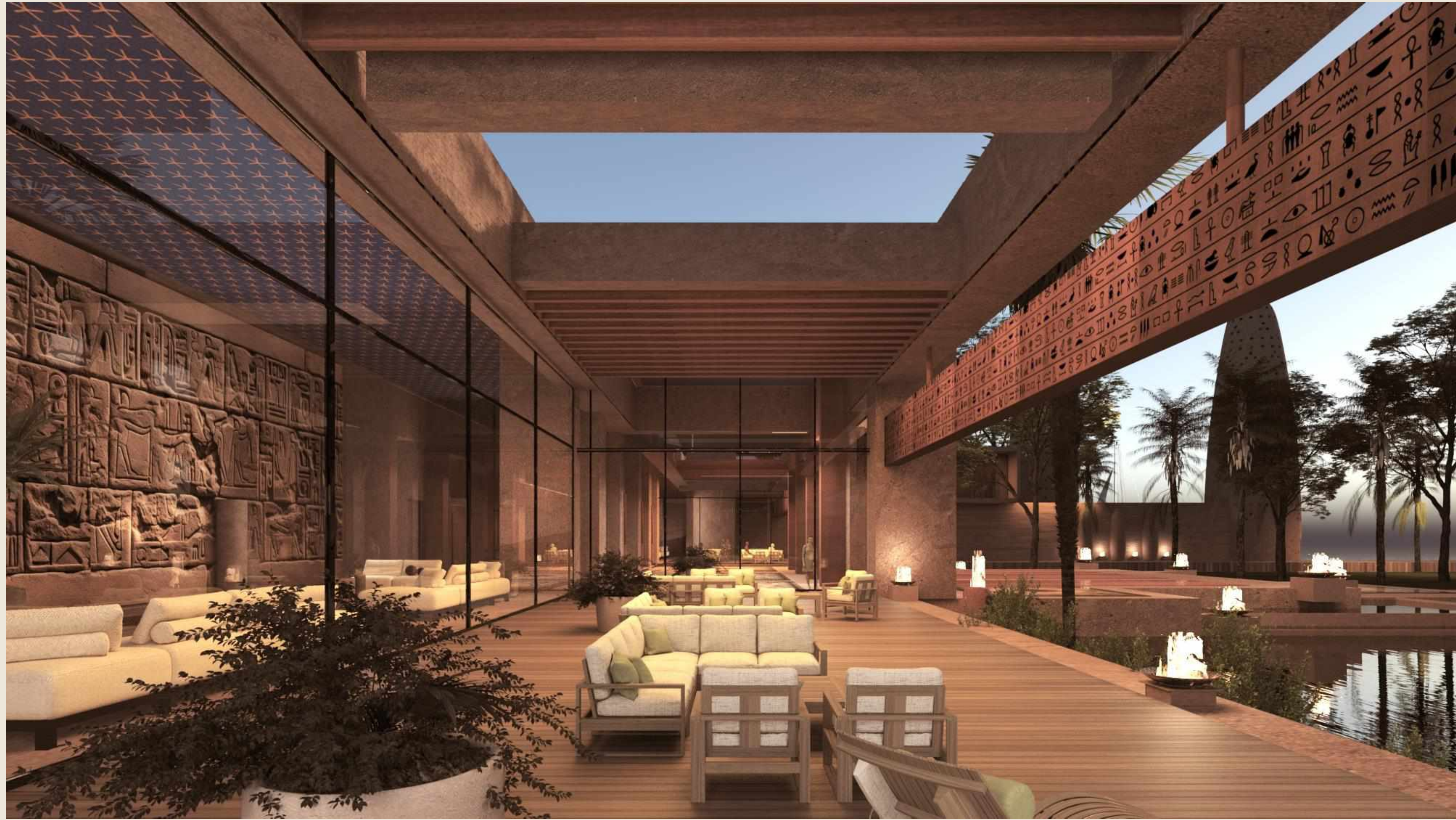














# AMAZ RESIDENCE

NEW CAIRO, EGYPT

Project Information:  
Total Plot Area: 12,396.70 m<sup>2</sup> / 2.95  
FD  
Location: Cairo, New Cairo, Egypt  
City: Cairo  
Year: 2020  
Themes: Religious, civic

## Concept:

The Amaz Golf Residence project, is a new vision for life and luxury within Cairo. The project is located in new Cairo and overlooks the Kattameya Golf Heights from the northern side. The services in addition to the wide green areas, social, cultural and sporting activities and all the integrated elements achieve a safe and healthy quality of life



One of the challenges of the land was the different levels that go up to 30 meters and had to be taken in consideration and exploited by creating a step-by-step natural oasis between the residential buildings inspired by the tree of life through green plateaus and traffic corridors that move the site smoothly and flexibly within the various levels.

The buildings were designed to integrate with nature through the movement of natural and varied terraces and the creation of tree full areas. The outer limits of the terraces were designed to operate as basins for the vertical gardens of the Vertical Forest, giving a sense of the building's integration with nature.







VIEW WITH NATURE



NATURAL LANDSCAPE



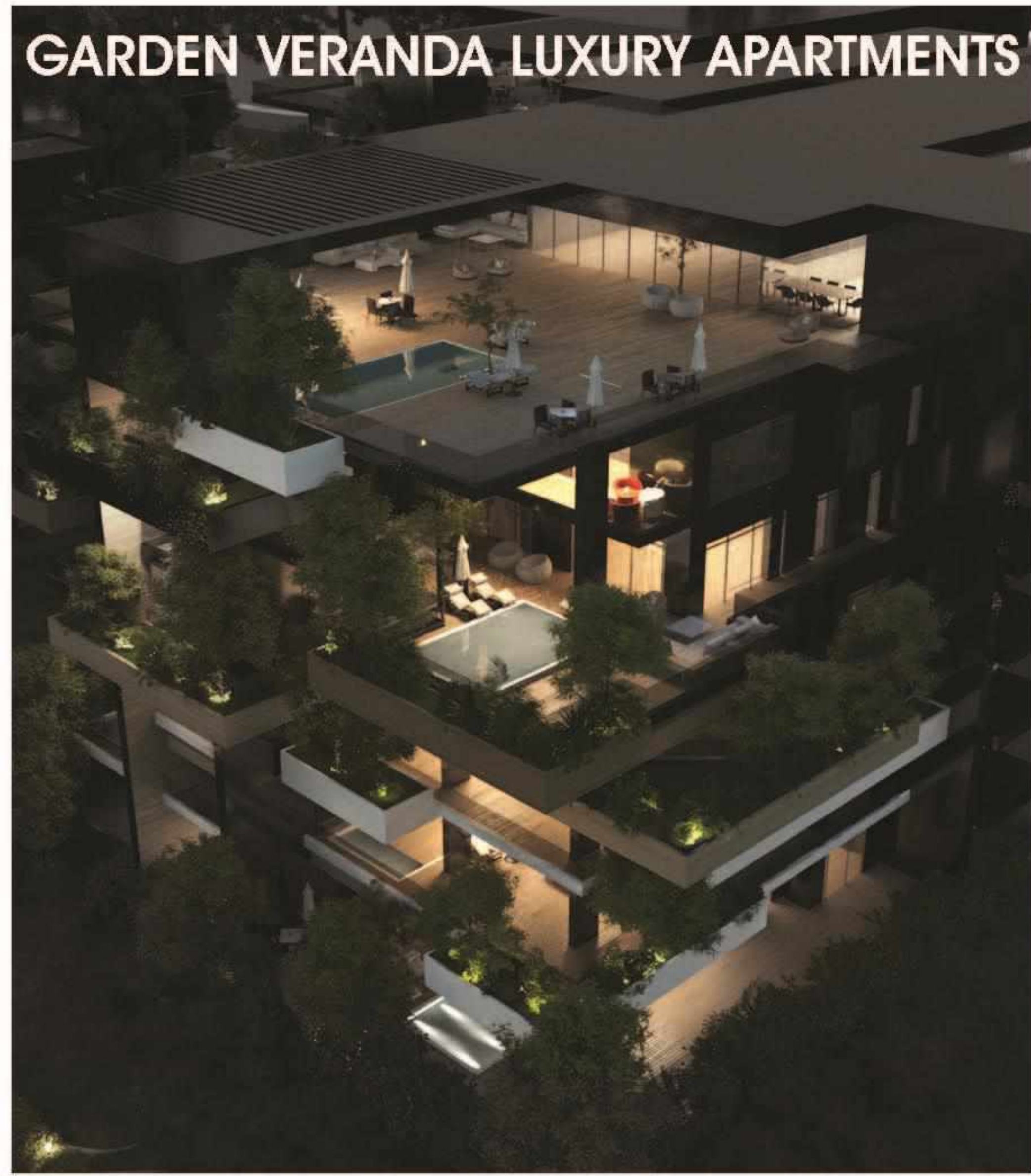
LUXURY INTERIORS







GARDEN VERANDA LUXURY APARTMENTS



FIVE STARS HOTEL & CLUB HOUSE







## DIPLO RESIDENCE

Total Plot Area: 229,517 m<sup>2</sup>

Total Gross Area: 217,990.5 m<sup>2</sup>

Total Foot Print Area: 50,466 m<sup>2</sup>

Location: New Katameya, New Cairo

City: New Cairo

Year: 2019

Themes: Architecture, Housing, Entertainment

Concept:

Residential compound.

Smart systems and utilities.



Residential gathering dedicated to members of the diplomatic corps in New Cairo. The main idea in planning the general site is to provide different types of housing units that suit all levels and achieve the required privacy for such projects.

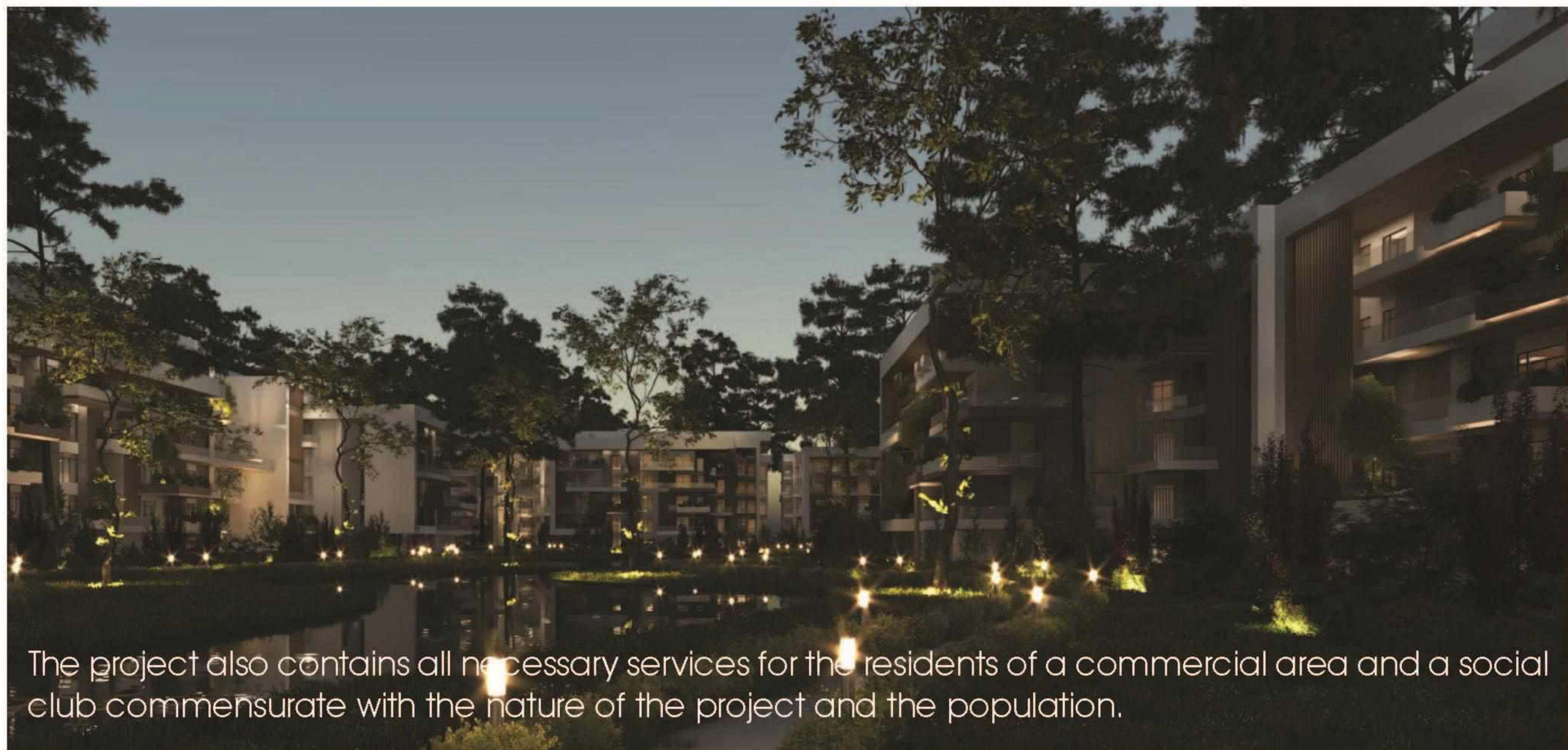
4 types of housing were achieved: Twin Houses, Town Houses, Family Houses, and Apartments. The design of villa units is based on the idea of interior courtyards to achieve privacy and luxury at the same time.







The design depended on providing an interior patio that achieves ventilation and natural lighting for all homes. The project also includes a new family house model for families inspired by ancient historical Egypt houses but with a unique modern style to create complete privacy for the family.



The project also contains all necessary services for the residents of a commercial area and a social club commensurate with the nature of the project and the population.









# BOARDWALK RESIDENCE

CAPITAL CAIRO - EGYPT



## INFORMATION:

Type: Residential Compound  
Location: Capital Cairo, Egypt  
CLIENT: El Asreya Developments  
YEAR: 2018  
Plot Area: 45.45 FD - 190,912.85



Boardwalk lies in the heart of the New Capital at the R7 zone amongst an elite neighborhood with only 10 minutes maximum drive to the main areas and landmarks of the new capital including Ben Zayed road, opera house, governmental district, embassies and many other services and facility management zones.

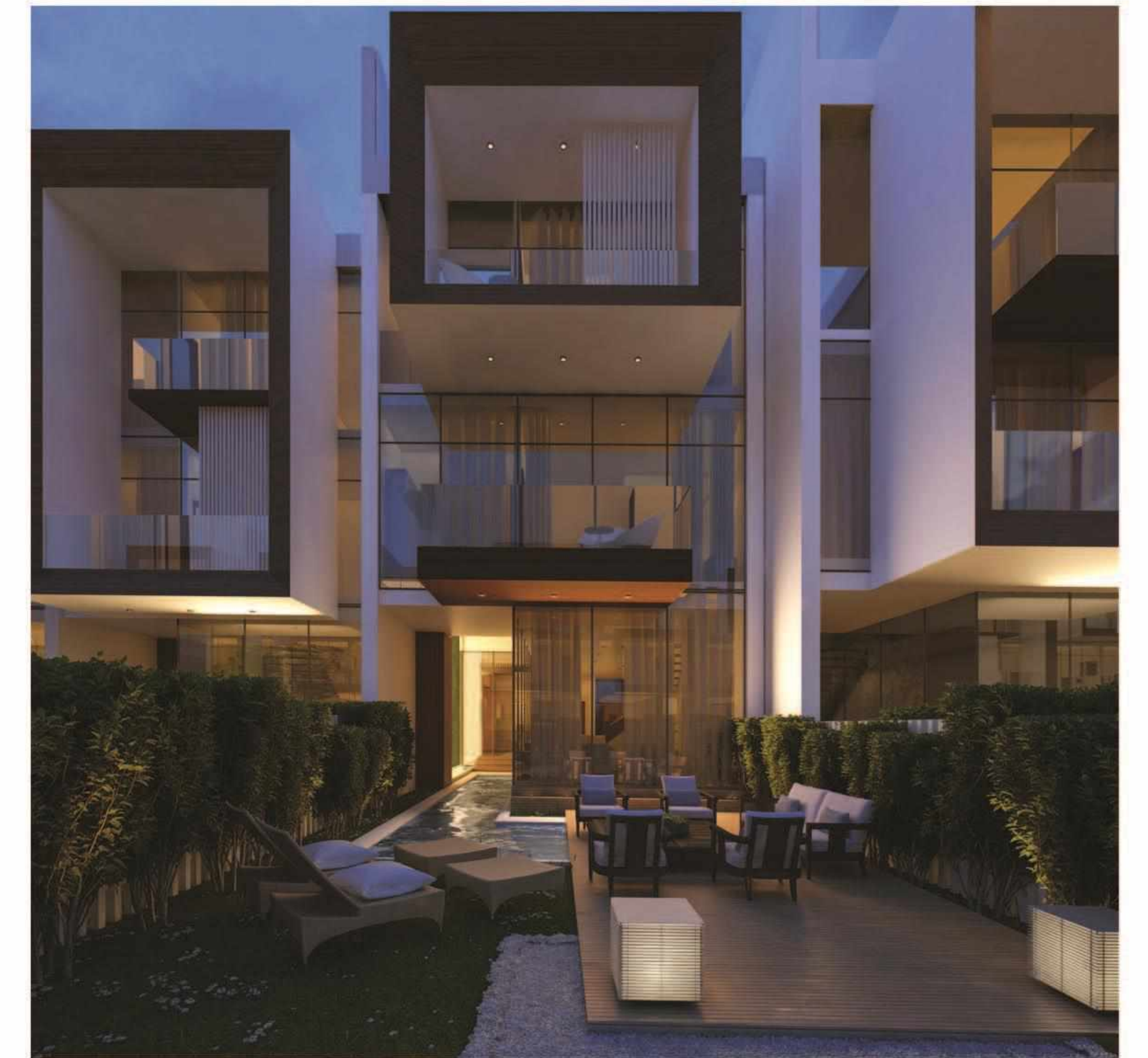
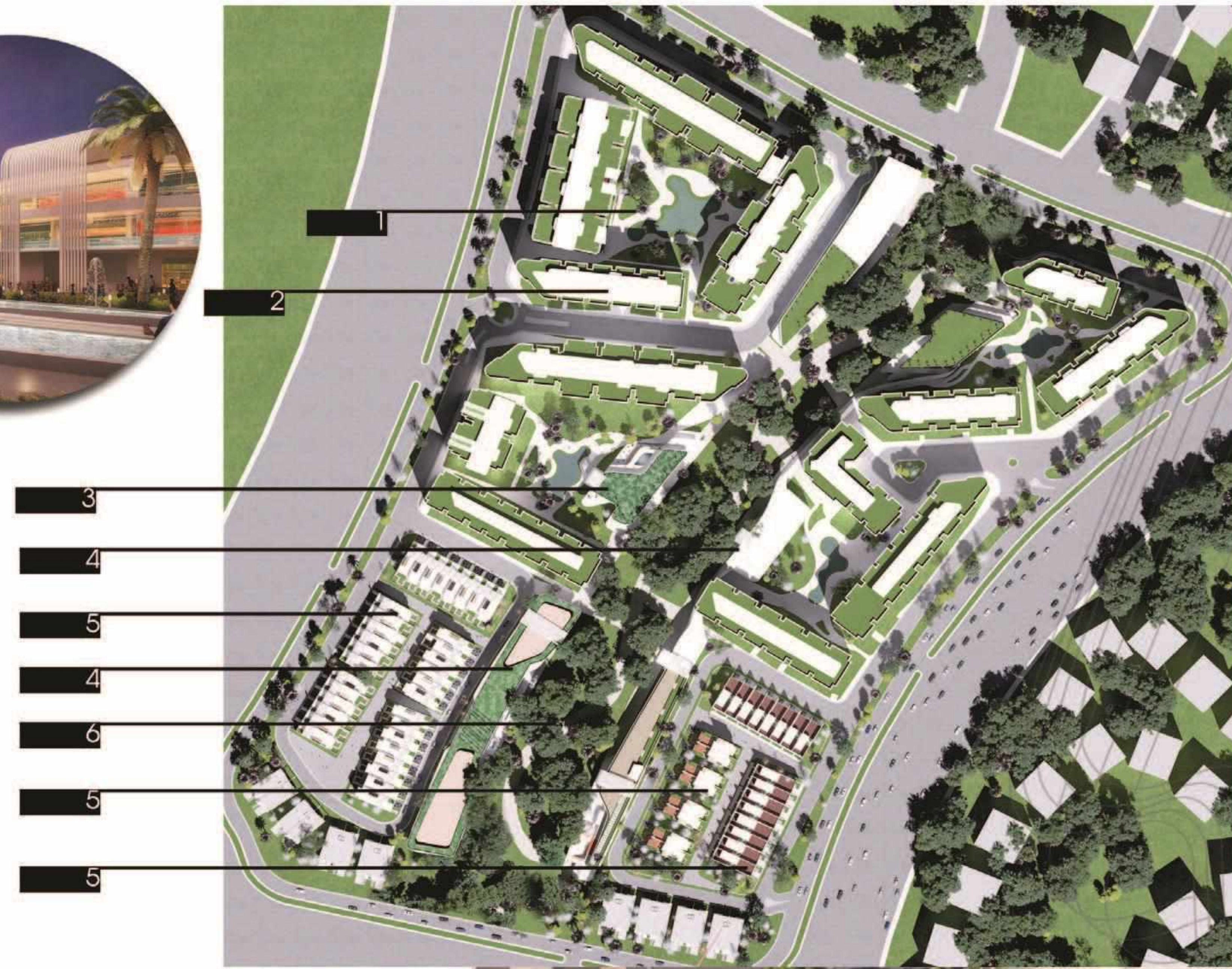






## THE MASTER PLAN COMPONENTS

- 1. GARDENS
- 2. RESIDENTIAL BUILDINGS
- 3. THE CLUB HOUSE
- 4. COMMERCIAL
- 5. VILLAS
- 6. THE CENTRAL PARK







BOARDWALK is one of El Asreya – Developments Projects and though it comes from the discipline of creating and attracting communities with elevated standards of living and comfort. We always focus to afford the ultimate services and most leverage tools to please our community. At Boardwalk, everything is attainable and everything is reachable. Life form in the middle of a fully integrated residential compound that supports every single need from daily basis needs to the very luxurious fantasy. Living booster vibe is overwhelming in the course of the atmosphere of extra-relieving amenities and services that re-innovates the luxurious theme. Boardwalk land covers over 190,912.85sqm with vast greeneries and enough space to implement harmony and sensual type of living.

<https://cubeconsultants.org/portfolio/boardwalk-2/>

#### Sustainable facilities

Energy is sustained by applying high-tech devices and hard wares to improve, re-cycle and sustain the energy sources. Solar panels are allocated to keep the electric energy going efficiently. Waste management that helps recycling disposals leaving behind a pollutant-free environment.





# BARCA RESIDENCE

NEW CAIRO - EGYPT



Project Information:  
Total Plot Area: 42150 m<sup>2</sup>  
Total Gross Area: 162,987.52 m<sup>2</sup>  
Total Foot Print Area: 69,900m<sup>2</sup>

A meaningful healthy residential environment by bonding with nature, applying the four elements in our spaces (Earth, Fire, Air, Water)



earth



water



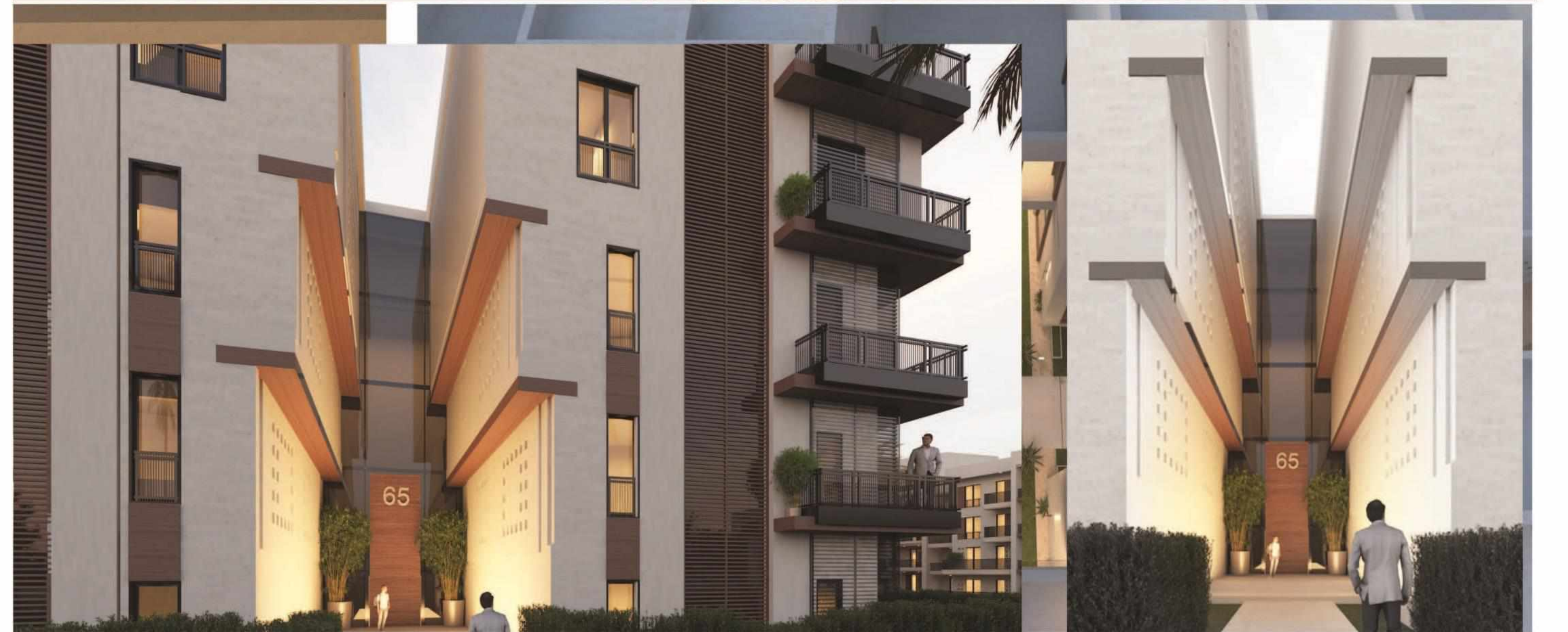
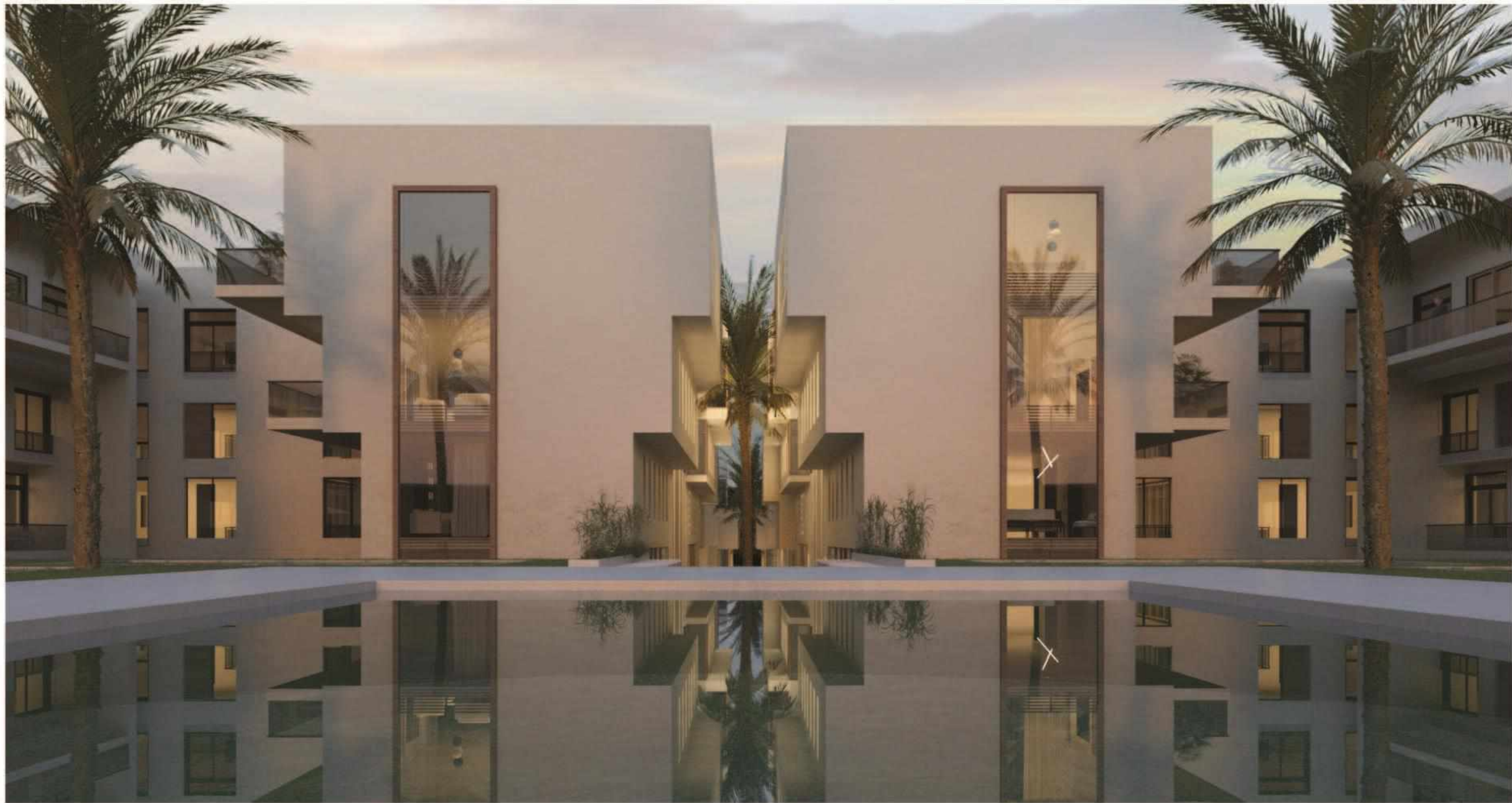
fire



air











**Project Information:**

Total Plot Area: 101,863.89 m<sup>2</sup>

Total Gross Area: 69,900 m<sup>2</sup>

Total Foot Print Area: 20,050m<sup>2</sup>

Location: North Coast, Egypt

Year: 2019

Client: confidential

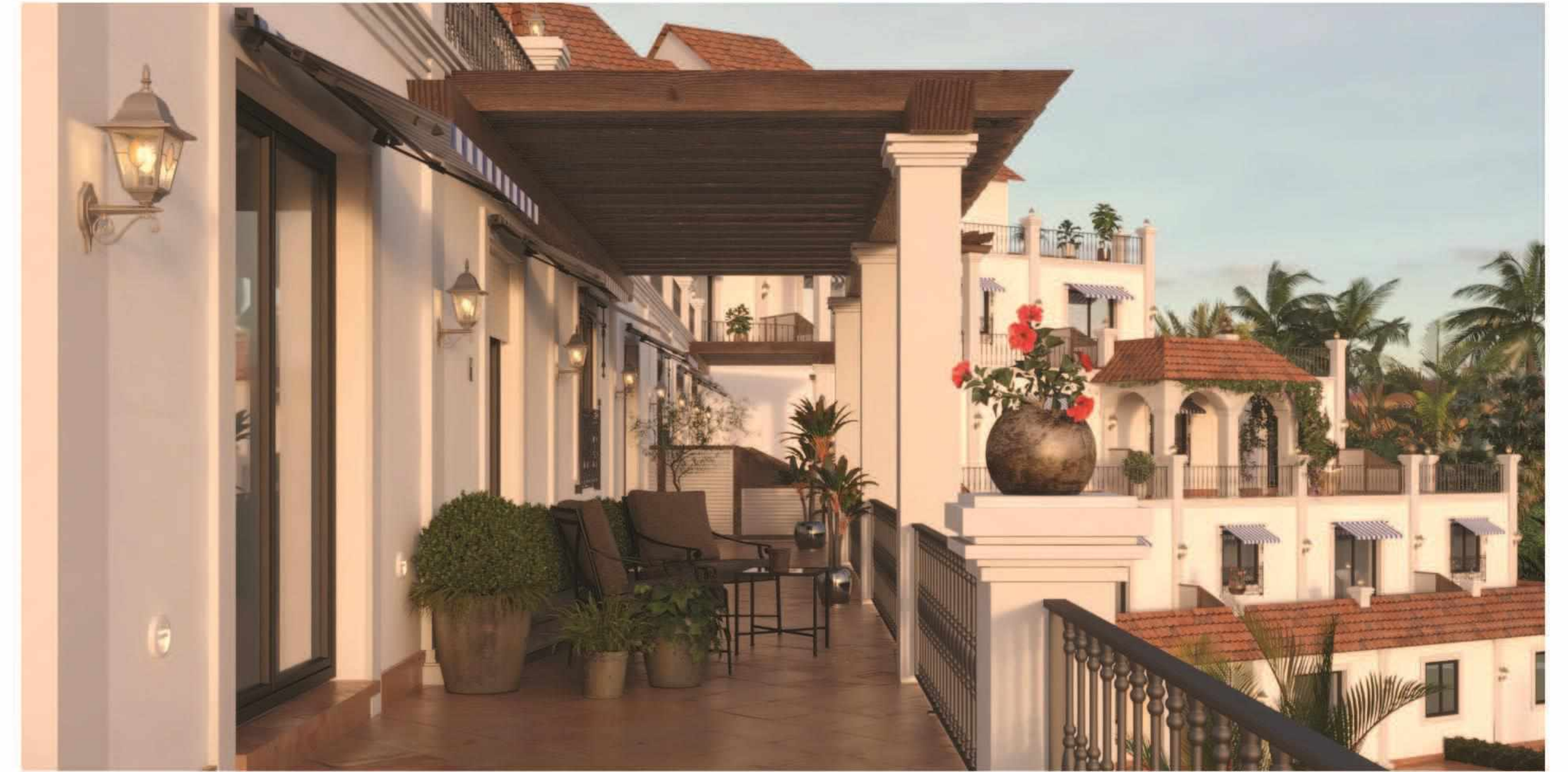
Themes:

Architecture, Housing, Entertainment

# FARO RESORT



With a Mediterranean smell and Italian style the compound inspires and gives the luxurious taste for all the users, The Project is located at km 79 the North coast road and the challenge is that the land is stripped on the seafront, and the site finds a gradation of 18 m above the surface. The site is planned to fit the land and it consists all of graded chalets (G+3) of various sizes from 90 m<sup>2</sup> to 180 m<sup>2</sup> graded to achieve the vision of gardens, swimming pools and sea view by 50% of the units







With a Mediterranean smell and Italian style, the compound inspires and gives the luxurious taste for all the users, The Project is located at km 79 the North coast road and the challenge is that the land is striped on the sea front, and the site finds a gradation of 18 m above the surface. The site is planned to fit the land and it consists all of graded chalets (G+3) of various sizes from 90 m<sup>2</sup> to 180 m<sup>2</sup> graded to achieve the vision of gardens, swimming pools and sea view by 50% of the units







Project Information:

Total Plot Area: 350,000 m<sup>2</sup>  
Total Gross Area: 162,987.52 m<sup>2</sup>  
Total Foot Print Area: 69,900m<sup>2</sup>  
Location: North Coast, Egypt  
Year: 2019



The plot of land is located in the back area of the existing Long Beach village, and the land extends along with the village, which is 1.5 km and a seafront with an average width of about 250 m. A unique and distinct atmosphere has been designed on the artificial lakes where the residential buildings and lodges are located on terraces so that you can see the sea as well as the artificial lakes. That jungle feel creates privacy as well as overlooks the sea, bushes, and lakes altogether. The hotel and the club have been designed in a central area between the new extension and the existing village to be a point of attraction and the hotel came in the two upper floors to take the circular formation revealing the sea and the existing village from one direction and reveals the lakes and the new extension from the southern direction, the design includes various swimming pools that extend around and inside the club and hotel facilities connected to waterfalls on the lake.











# WAI RESORT

ELGOUNA, HURGHADA - EGYPT

Project Information:  
 Total Plot Area: 42150 m<sup>2</sup>  
 Total Gross Area: 162,987.52 m<sup>2</sup>  
 Total Foot Print Area: 69,900m<sup>2</sup>

A meaningful healthy residential environment by bonding with nature, applying the four elements in our spaces (Earth, Fire, Air, Water)





# KARNAK HOTEL

LUXOR - EGYPT



Project Information:  
Total Plot Area: 273,740 m<sup>2</sup>  
Floors: Basements + G + 10  
Location: Luxor -Egypt  
Year: 2019

Imagine diving into the deep blue waters in the West Bank while overlooking the sunset at the great temple of Queen Hatshepsut. Karnak Hotel provides visitors with a once-in-a-lifetime experience, allowing them to witness a panoramic view of the great temple from a height of about 30 meters. Every hotel room and suite channels its style and finesse. The hotel also includes infinity pools, and high-end restaurants to further enhance the guest's overall experience. It is the perfect place to be pampered with an astonishing view, scrumptious dinners, or simply soak up the rays of sunshine alongside 5000 years of history.

<https://cubeconsultants.org/portfolio/karnak-hotel-residence/>



Concept:

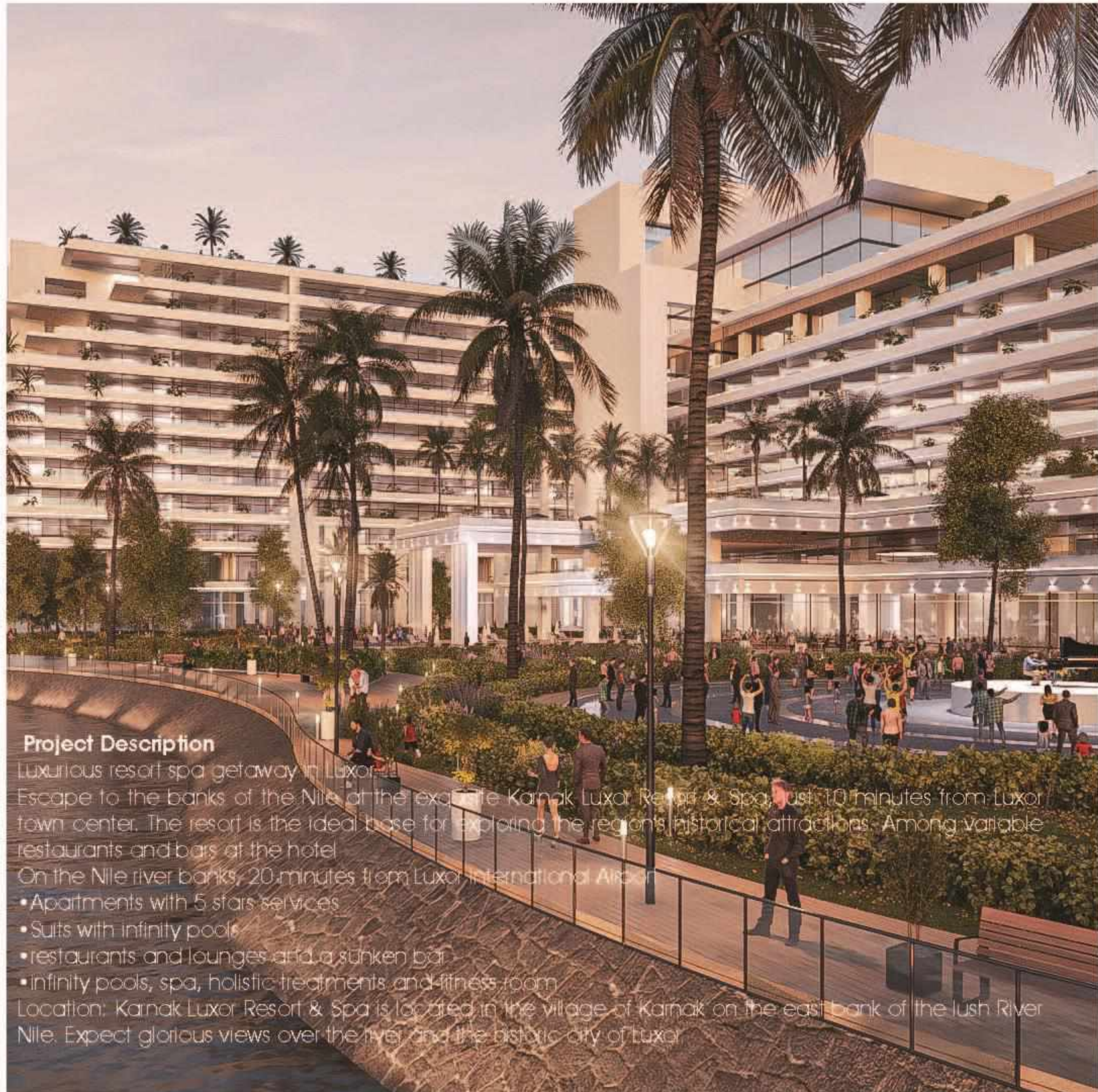
- Luxurious 5 stars Hotel
- Relaxation and satisfaction.
- Smart systems and utilities.

Project components:

1. Hotel rooms
2. Hotel apartments
3. Rooftop infinity pools
4. Restaurants







### Project Description

Luxurious resort spa getaway in Luxor.  
Escape to the banks of the Nile at the exclusive Karnak Luxor Resort & Spa, just 10 minutes from Luxor town center. The resort is the ideal base for exploring the region's historical attractions. Among variable restaurants and bars at the hotel.  
On the Nile river banks, 20 minutes from Luxor International Airport.

- Apartments with 5 stars services
- Suits with infinity pools
- restaurants and lounges and a sunken bar
- infinity pools, spa, holistic treatments and fitness room

Location: Karnak Luxor Resort & Spa is located in the village of Karnak on the east bank of the lush River Nile. Expect glorious views over the river and the historic city of Luxor.





# TIMES SQUARE

MIXED USE PROJECT  
PORT SAID - EGYPT



Project Information:  
Location: Egypt  
City: Port said  
Year: 2019  
Plot Area: 273,740 m<sup>2</sup>  
Client: GV developments  
Themes:  
Architecture, Housing, Entertainment,  
Luxury

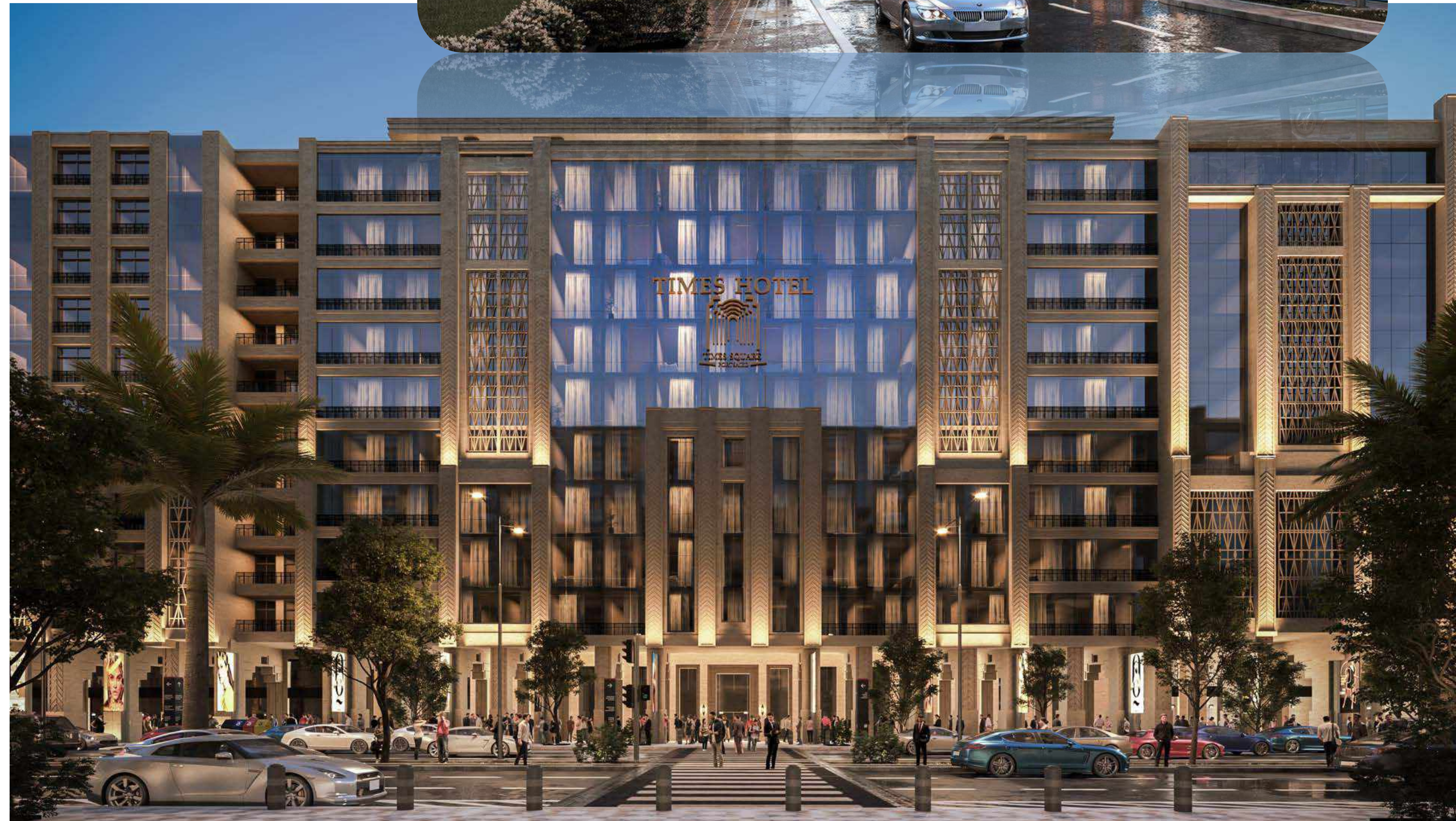
<https://cubecan-studio.org/port-said-times-square/>



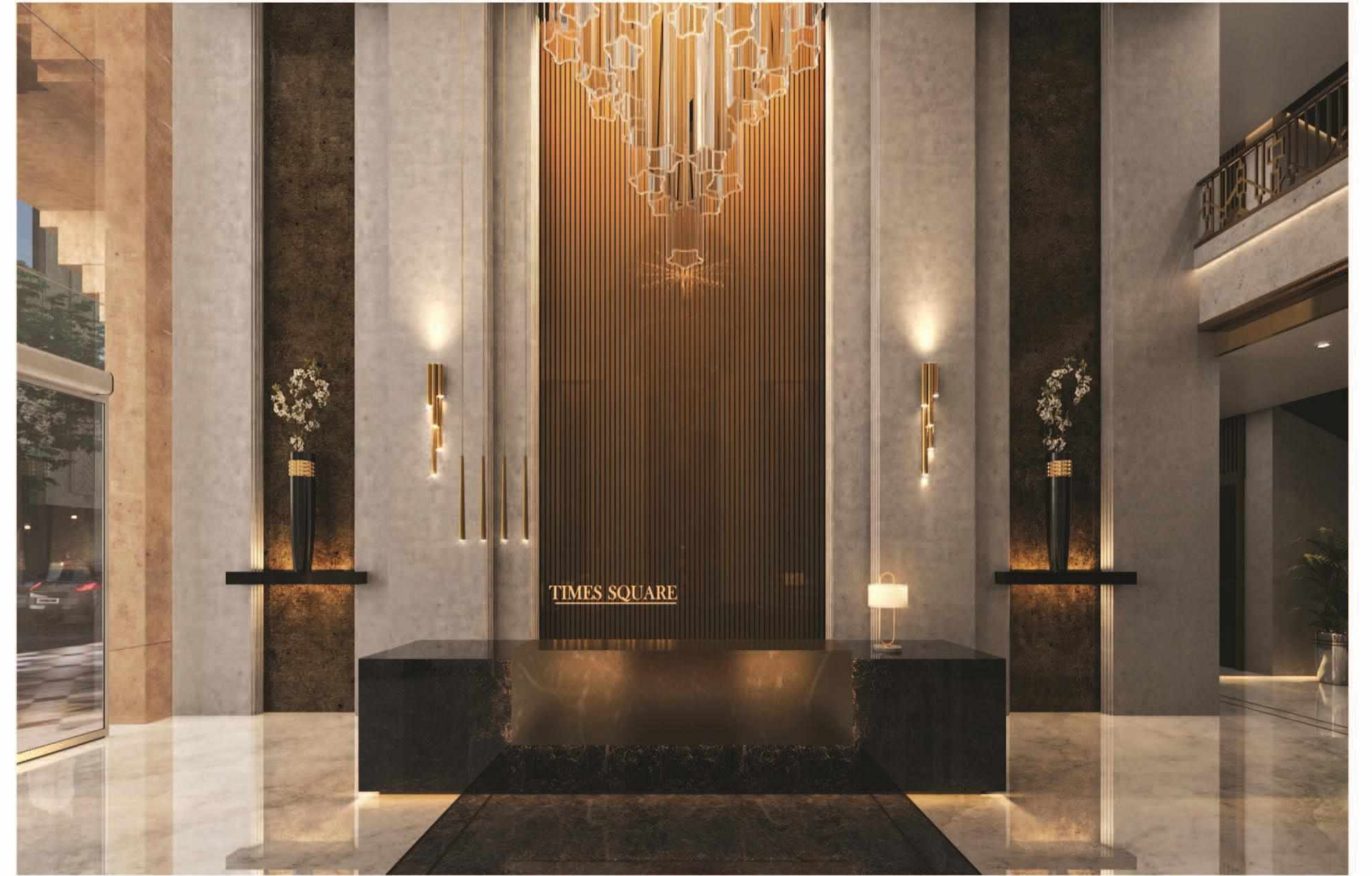
Time Square is a mixed-use project in the center of Port Said city. The project consists of retail, restaurants, and workspaces alongside an auditorium, hanging gardens, residential apartments, rooftop terrace and a public walkway.

Emerging from the heart of Port Said bustling the city center, Times Square will represent one of the most complex new projects built in Port Said over the last decade in development for The GV Group.

Depicting inspiration from Port Said's old heritage of the Art Deco style, the project is designed to reshape the district's dense urban environment and reconnect visitors with the spirit of old Port Said.







**ARTDECO LUXURY INTERIORS**





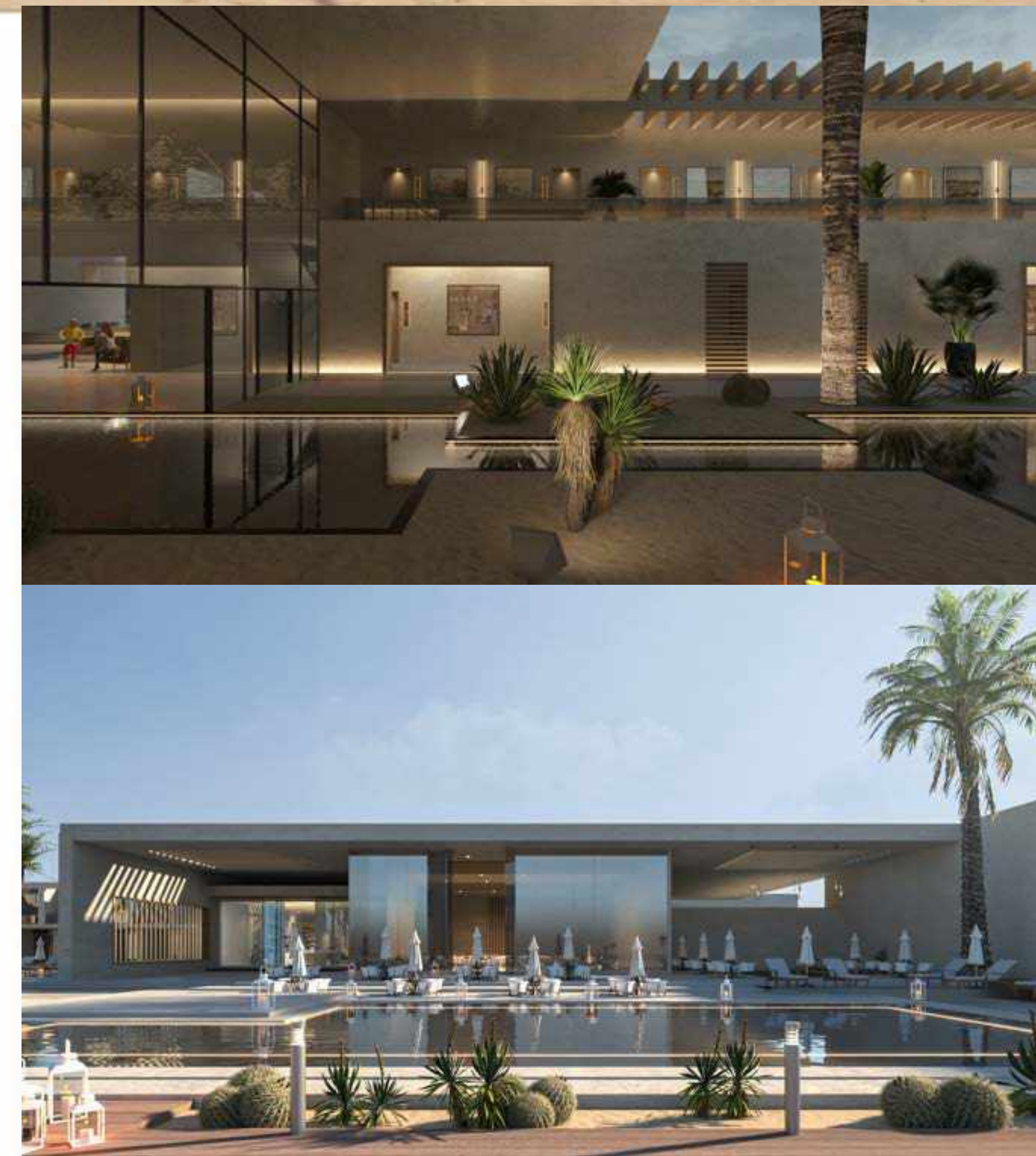
# ATON HOTEL

MENYA, EGYPT

## Project Information:

- Total Plot Area: 22,800 m<sup>2</sup>
- Location: Minya, Egypt
- City: Minya
- Year: 2020
- Themes: Hospitality, entertainment

Aton Hotel is located in Minya, Egypt, and overlooks the grand Aton Museum. Not only is it a marvelous destination, but it also encourages tourists to visit Upper Egypt and learn about one of Egypt's most significant periods, the reign of King Akhenaton and Nefertiti. The hotel's structure aims to complement the Museum's symbolic pyramid shape and presence, by offering tourists an astonishing view of the pyramids through various angles.











04

**PUBLIC BUILDINGS & RETAIL**

SELECTED PROJECTS



# LUN CULTURAL CENTER

Discovery Island (Dana bay), AlKhobar – Saudi Arabia

**CUBE Scope:** Architectural Vision & Concept

**Area:** 15,200.00 m<sup>2</sup>

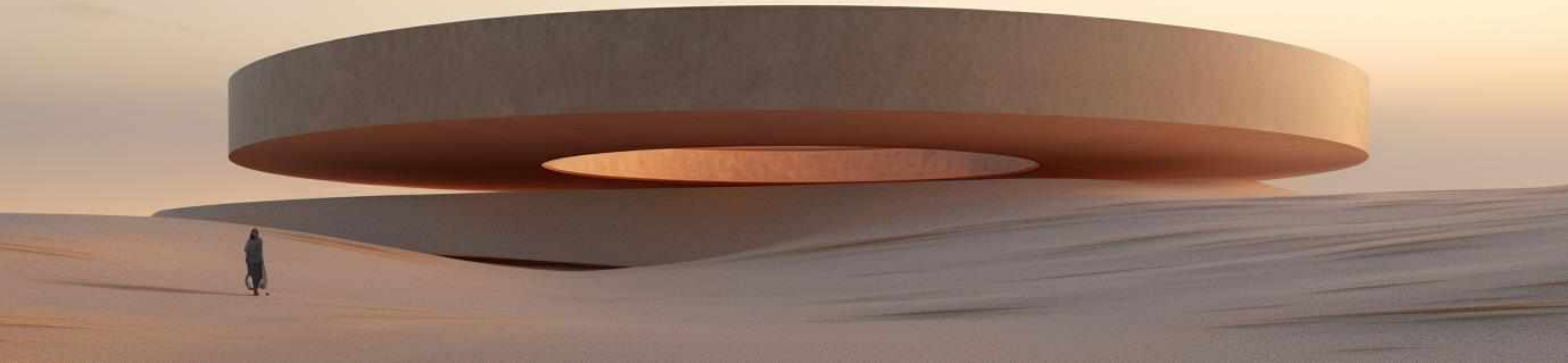
**Location:** Discovery Island (Dana bay), AlKhobar – Saudi Arabia

At Cube Consultants, our design for the Luna Cultural Center in Saudi Arabia articulates our design philosophy in a form that is as innovative as it is culturally reverent. Situated on the serene shores of Discovery Island, the center spans 15,200 square meters and serves as a harmonious blend of culture, nature, and innovation.

Our architectural concept presents a floating disc, a form that symbolizes the unity of desert and sea, and speaks to the heart of minimal environmental impact. This design choice underlines our commitment to sustainability, encapsulating zero-carbon initiatives and reflecting our Earth Care principles.

The Luna Cultural Center is conceived as a hub for community, art, and expression—a tranquil venue for spiritual engagement and tranquil reflection. True to our holistic vision, we seamlessly integrate the rich heritage of the locale with contemporary design elements, promoting a cultural dialogue that bridges time.

This center is not just an architectural undertaking but a manifestation of our belief in the power of thoughtful design to uplift spirits and forge connections. As this project takes its place on our website, it stands as a showcase of our dedication to creating soul-enriching, community-focused, and forward-thinking spaces.



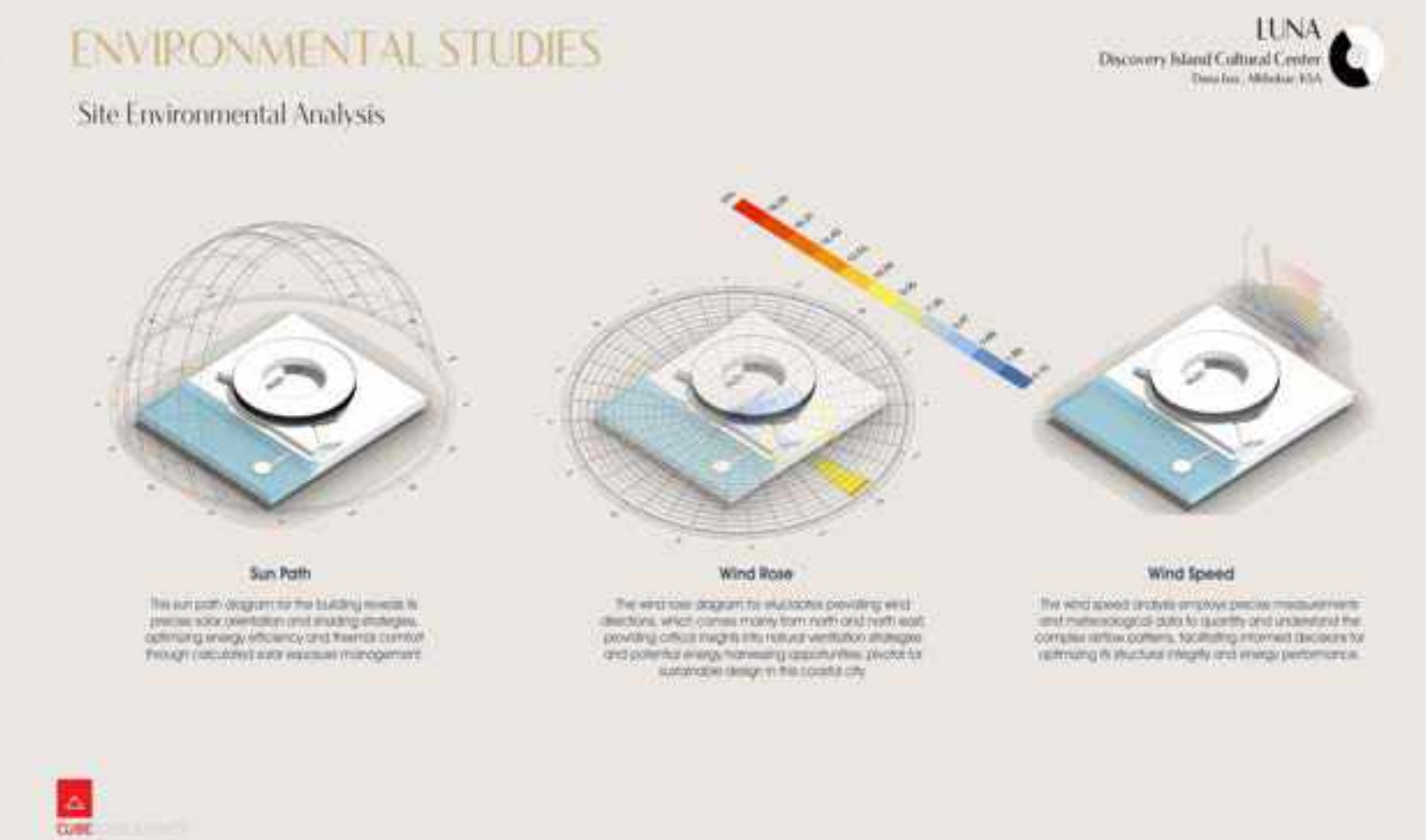


# INTRODUCTION

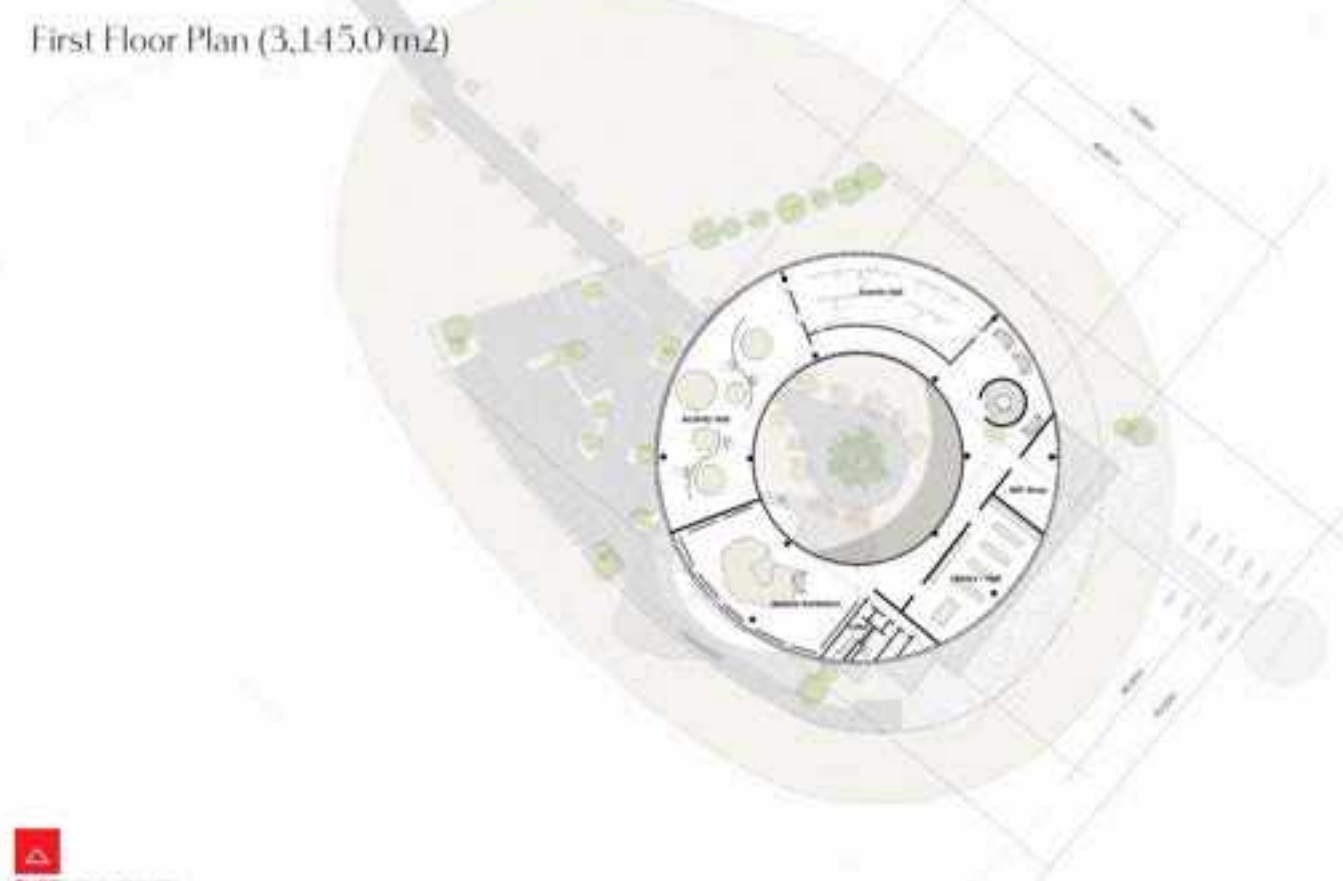
Dana Bay is a visionary and progressive urban development located on the famous Half Moon Bay in Al-Khobar, Saudi Arabia. It is a comprehensive, fully integrated modern touristic city that includes a variety of residential and commercial projects, as well as recreational and cultural facilities.



## ENVIRONMENTAL STUDIES



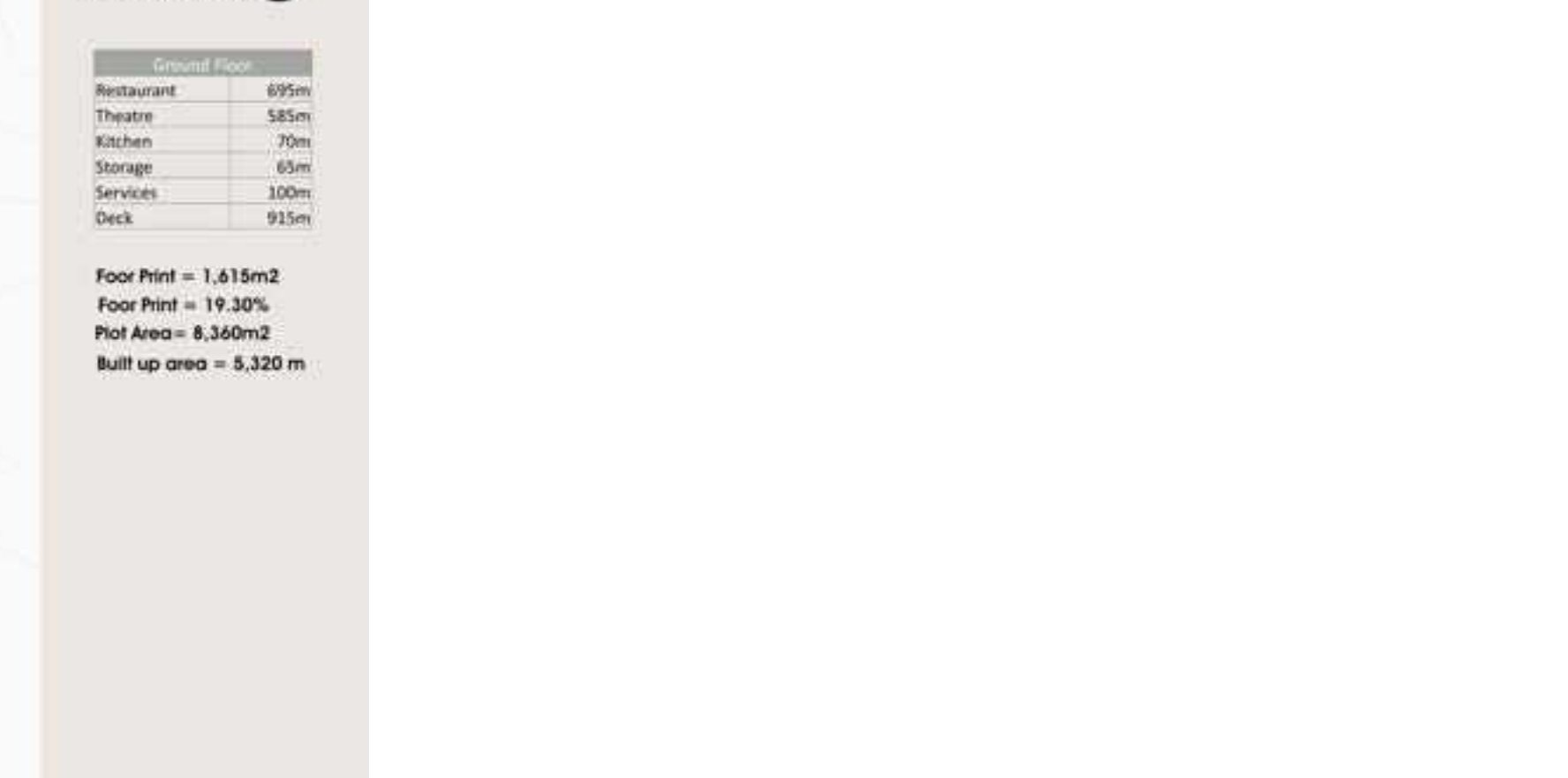
## ARCHITECTURAL DRAWINGS



## ARCHITECTURAL DRAWINGS



## ARCHITECTURAL DRAWINGS









# FAMILY HEALTH CENTER

SHARM ELSHIEKH, EGYPT

Client: UNESCO, Egypt  
Design Year: 2022  
Location: Sharm Elshiekh, Sinai, Egypt  
Plot Area: 3,000 m2







# THE CITY PLAZA

## THE NEW ADMINISTRATIVE CAPITAL CAIRO- EGYPT

TYPE: Landmark and Public Space

Design Date: 2018

Location: New administrative Capital Cairo, Egypt

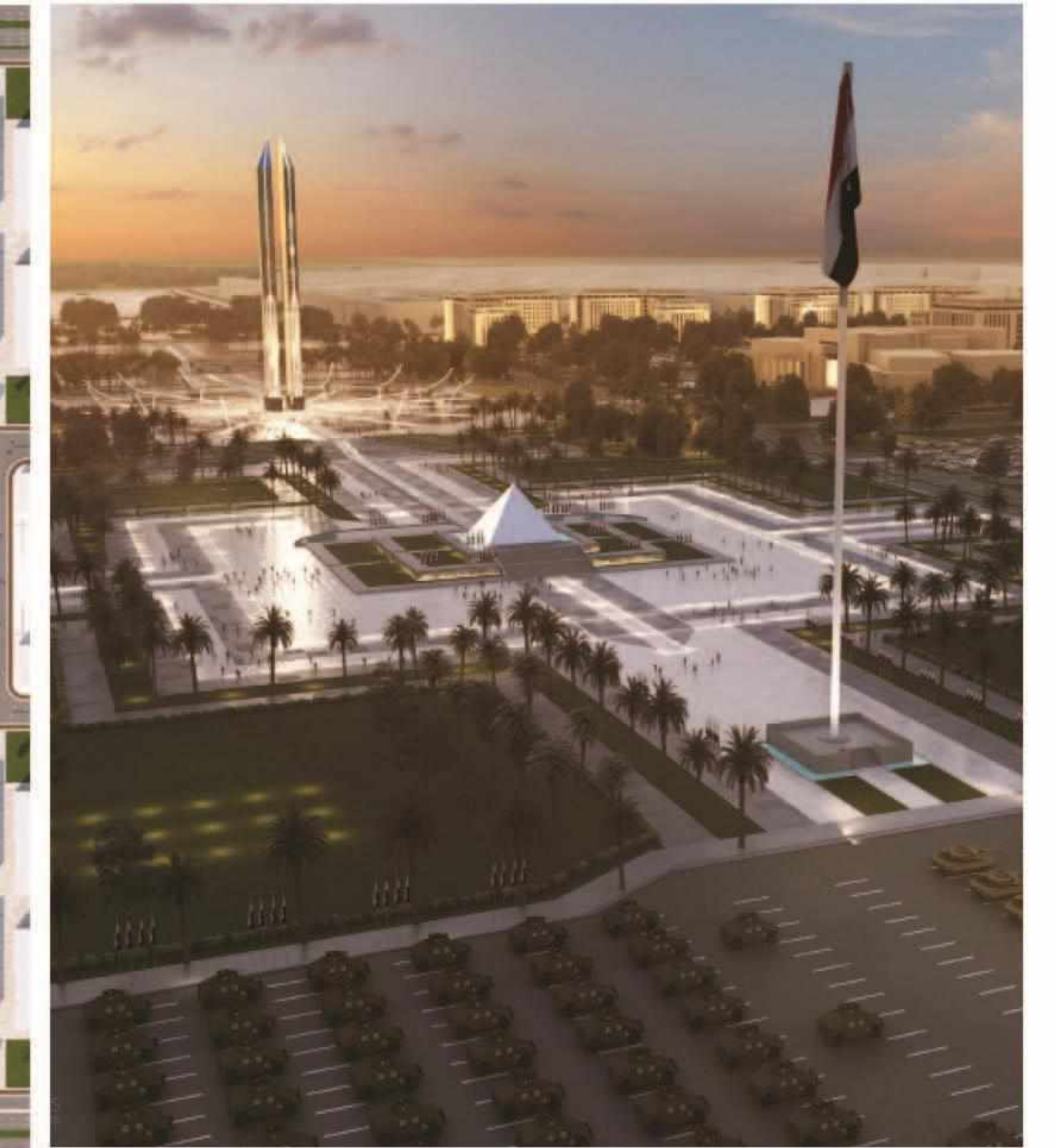
Plot Area: 93 FD - 390,414 m<sup>2</sup>

- City Plaza
- Open theater
- Public spaces
- Landmarks
- Green Parks

The City Plaza lies in the heart of the New Capital at the center of the governmental zone one of the main squares for the Egyptian state, which will be the official national celebrations, as well as taking the organization of military marches.

Defining the identity of Heliopolis through the concept of the spiritual relationship between man and the Creator

- Jeb - the symbol of the land of Egypt
- Nut - the symbol of heaven and connection with the Creator
- Spiritual relationship between man and the Creator
- The Landmark (Obelisks) is the symbol of the Egyptian lands and its people, and Nut is the symbol of connection with the Creator
- The sun perpendicular into the memorial at noon Where the sun is perpendicular on the same time inside the Egypt Palace









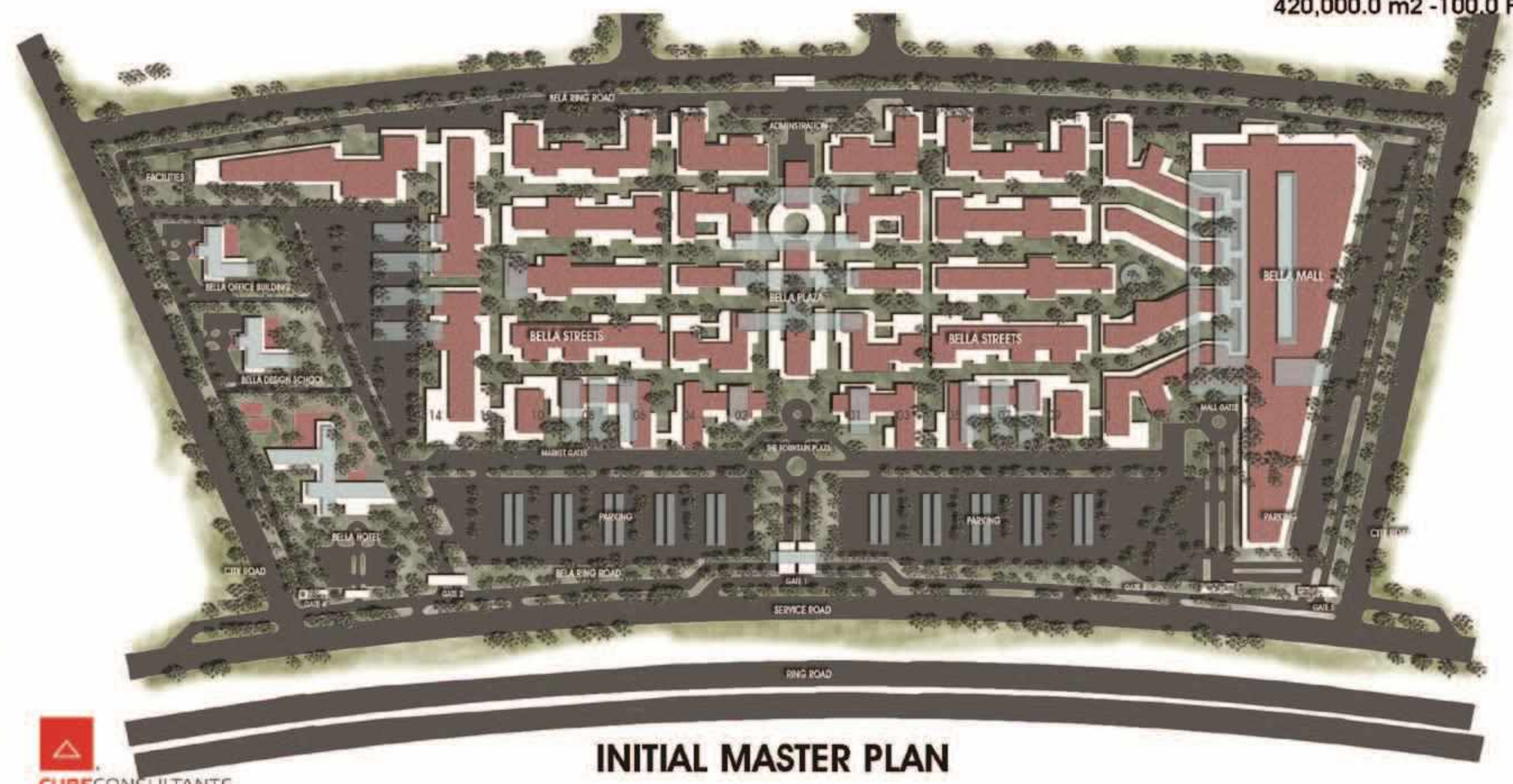


# BELLA MART

## AL-OUBOR CITY, CAIRO- EGYPT

Client: Ministry of Transportation  
 Design Date: 2019  
 Client: Ministry of Transportation  
 Plot Area: 90 FD- 378,000 m<sup>2</sup>

**Bella Mart**  
 CLOTHES WHOLESALE MARKET  
 New Oubour City- Ring Road  
 420,000.0 m<sup>2</sup> -100.0 FD



INITIAL MASTER PLAN

CUBE CONSULTANTS  
 VISIONARY ARCHITECTS & PLANNERS  
 2019



A Wholesale markets hub that requires a high level of quality and professionalism within areas such creation, style, manufacturing and retail. Bella mart is a unique experience, a fashion hub that everyone will find his needs in the fashion industry, also it will got a school for fashion, to increase and support the creative direction for students that seeks this field.



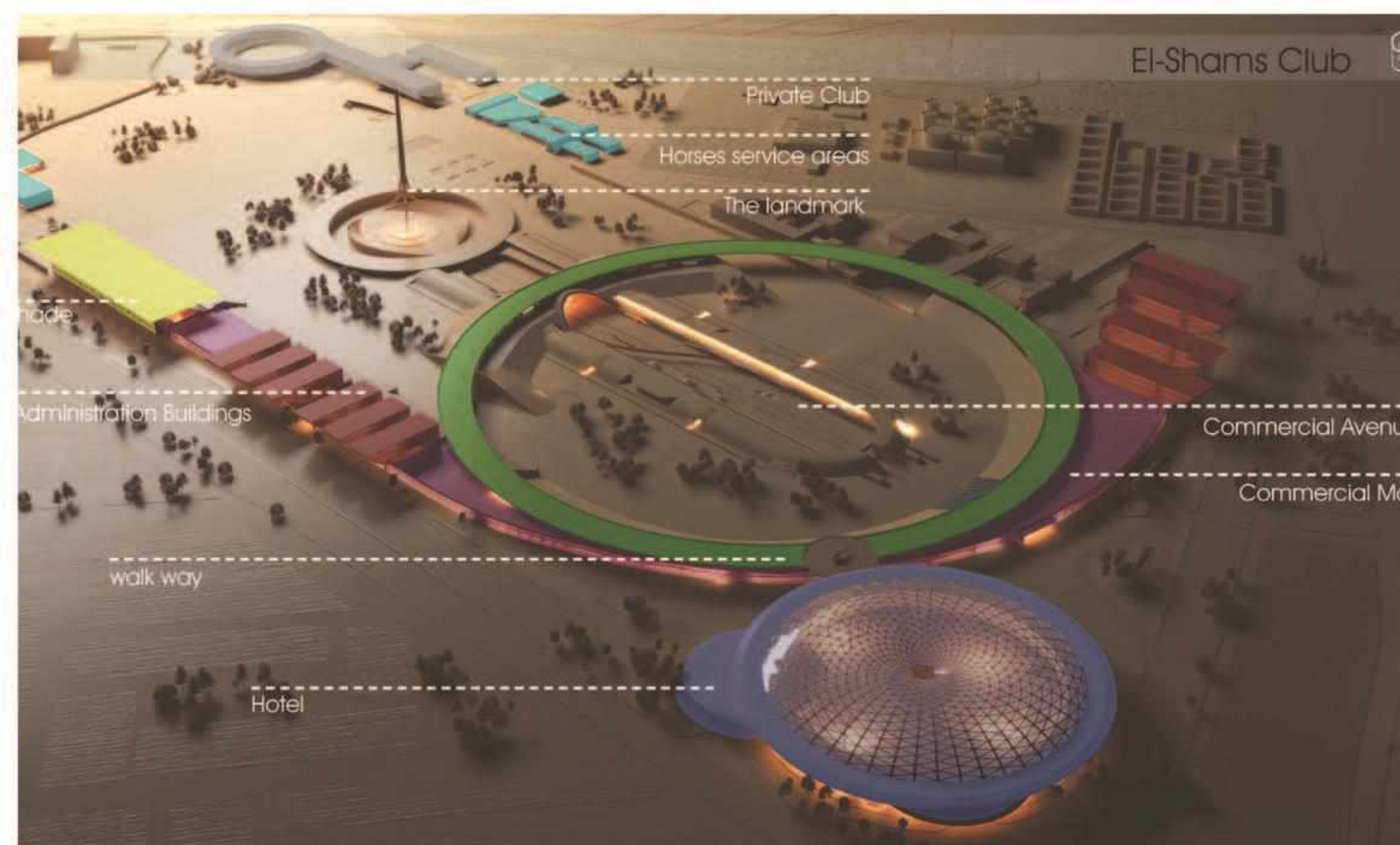
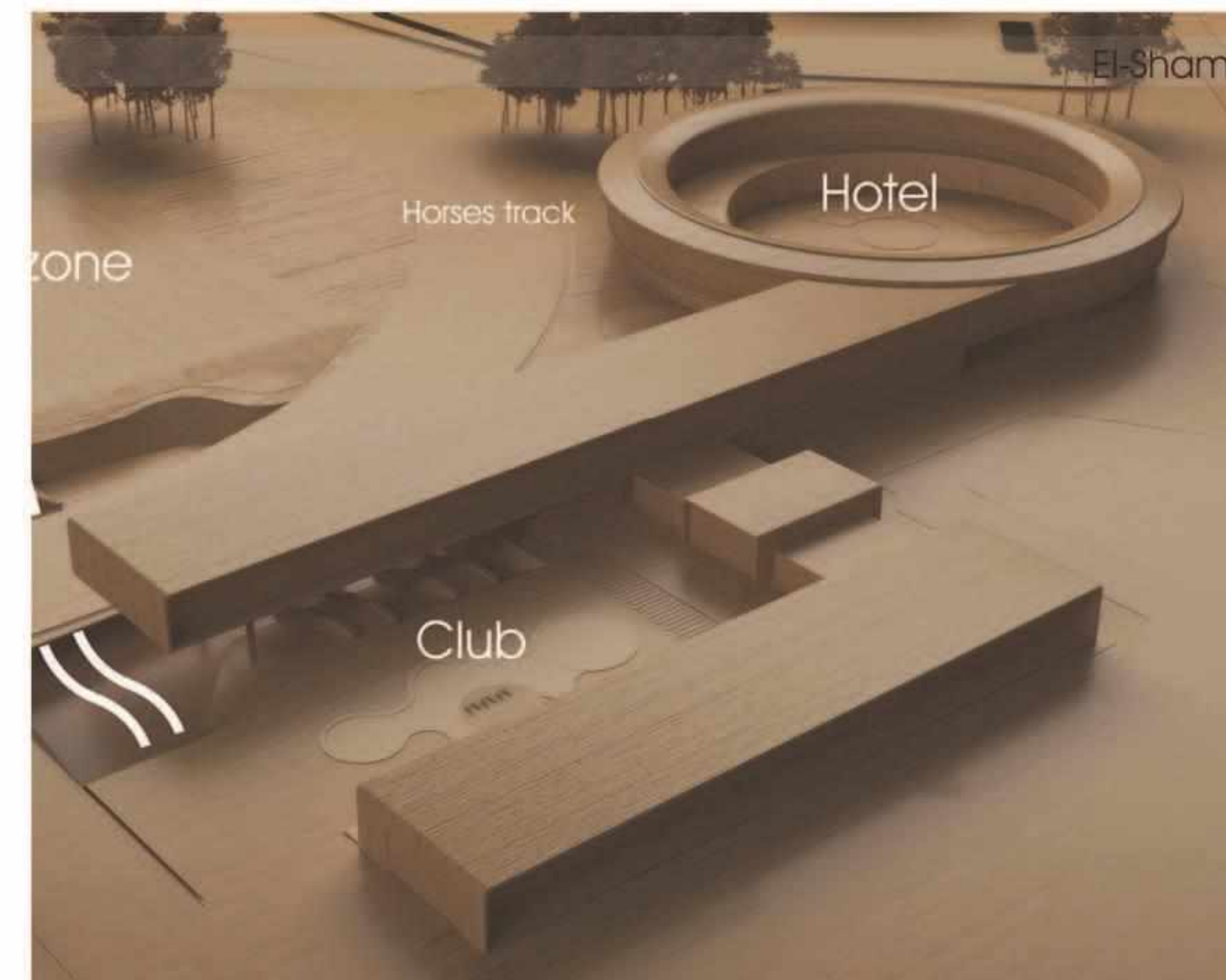




# AL-SHAMS CLUB

HELIOPOLIS, CAIRO- EGYPT

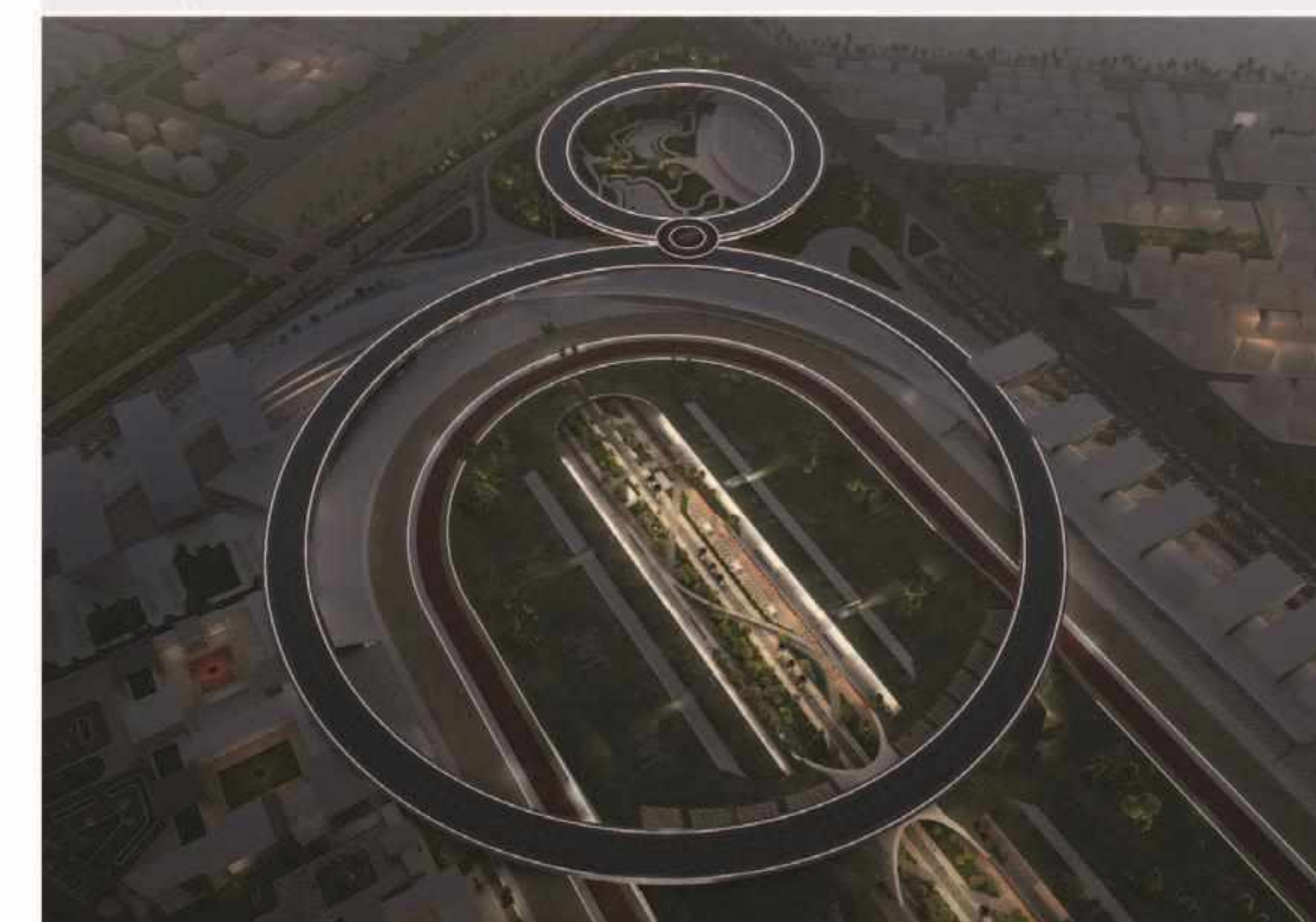
Year: 2019  
 Client: Confidential  
 Land area: 1,008,033 m<sup>2</sup> – about 240 acres  
 Building area: 10% 200,000 m<sup>2</sup>




<https://cubeconsultants.org/portfolio/el-shams-club-2-2/>



Horses have always been key members in the history of all cultures around the world. And giving them the adequate respect and perfectly dynamic and aesthetically pleasing sense of space is a simple yet noble goal. Once known for its magical equestrian shows and international competitions of all kinds, Egypt and Egyptian-Arabian horses have always been one of the most valuable breeds of horses known worldwide making them a strong means of attraction when it comes to the equestrian field. The core concept of this project is to bring international equestrian sports and shows back to the heart of Egypt with a newfound perspective taking it back to the future and into all corners of the world. Having the horse track at the center of the field surrounded by touristic and commercial attractions all to get to the main goal, shedding the light back on equestrian competitions and horse shows.







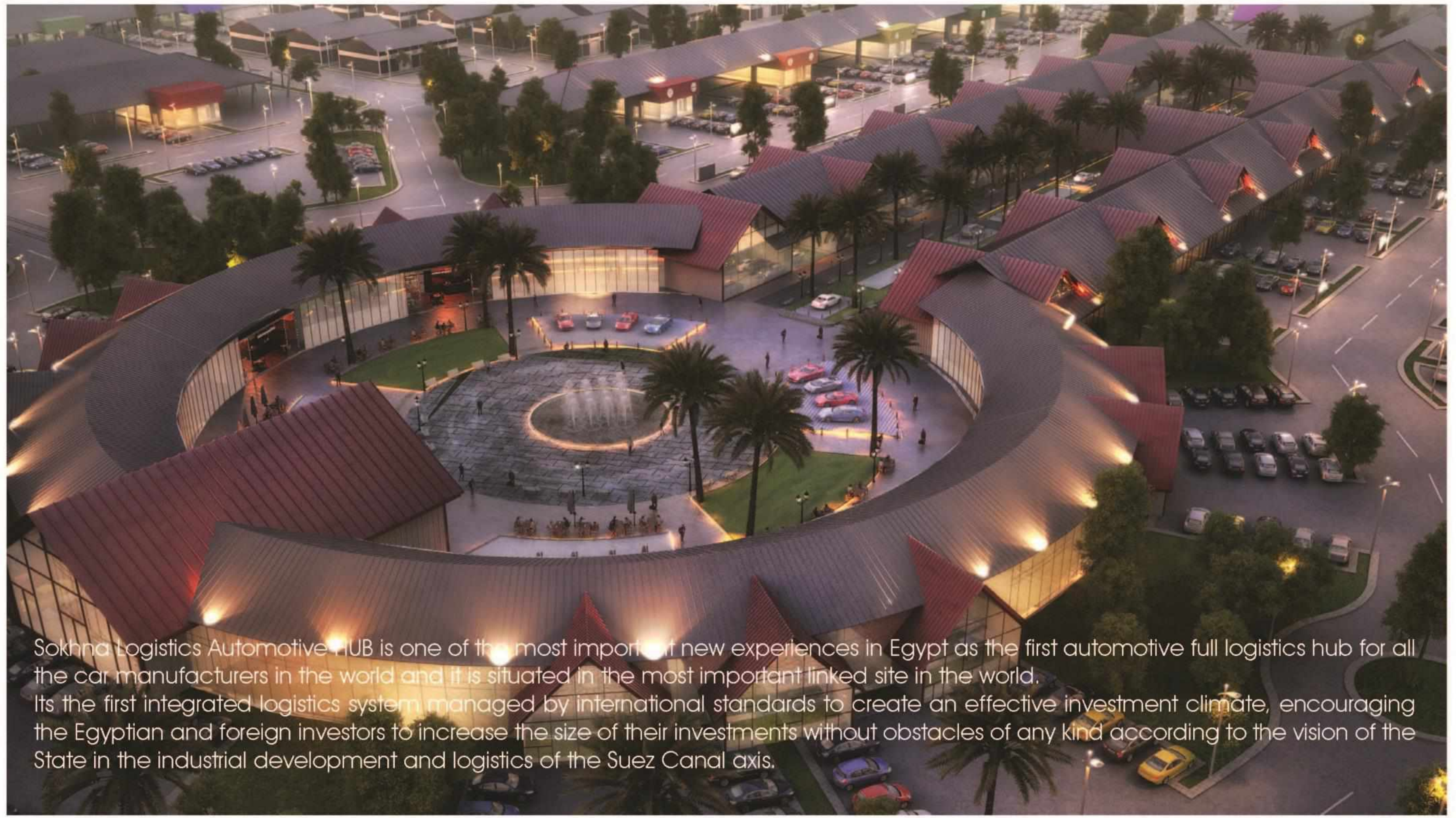
The area of El-Shams club once being an essential attraction in the city to become one of the most neglected spaces in town. Developing a plot like this one is a great challenge but also a massive opportunity to create something that changes the perception of what architecture can do to a simple unused piece of land. Combining between different facilities and functionalities while maintaining the feeling of the vastness of the space through the use of cross rings in the architectural formation inspired by the track and the movement of the horses to give a smooth flow to the place for visitors and visual comfort for the horses. This revolutionary development is considered one of the most valuable investments for the city at this time and place helping the city of Heliopolis regain its glory and elegance once again.





# AUTOMOTIVE HUB

AIN ELSOKHNA- EGYPT



Sokhna Logistics Automotive HUB is one of the most important new experiences in Egypt as the first automotive full logistics hub for all the car manufacturers in the world and it is situated in the most important linked site in the world. Its the first integrated logistics system managed by international standards to create an effective investment climate, encouraging the Egyptian and foreign investors to increase the size of their investments without obstacles of any kind according to the vision of the State in the industrial development and logistics of the Suez Canal axis.

Owner: Sokhna Logistics  
 Automotive Hub  
 Area: 260,000 m<sup>2</sup> – 62 FD  
 Year: 2018





# PERLA MALL

SUN CAPITAL, GIZA, EGYPT  
Cairo, Egypt





# PERLA MALL

SUN CAPITAL, GIZA, EGYPT  
Cairo, Egypt







**05**

**OFFICES & TOWERS**

SELECTED PROJECTS

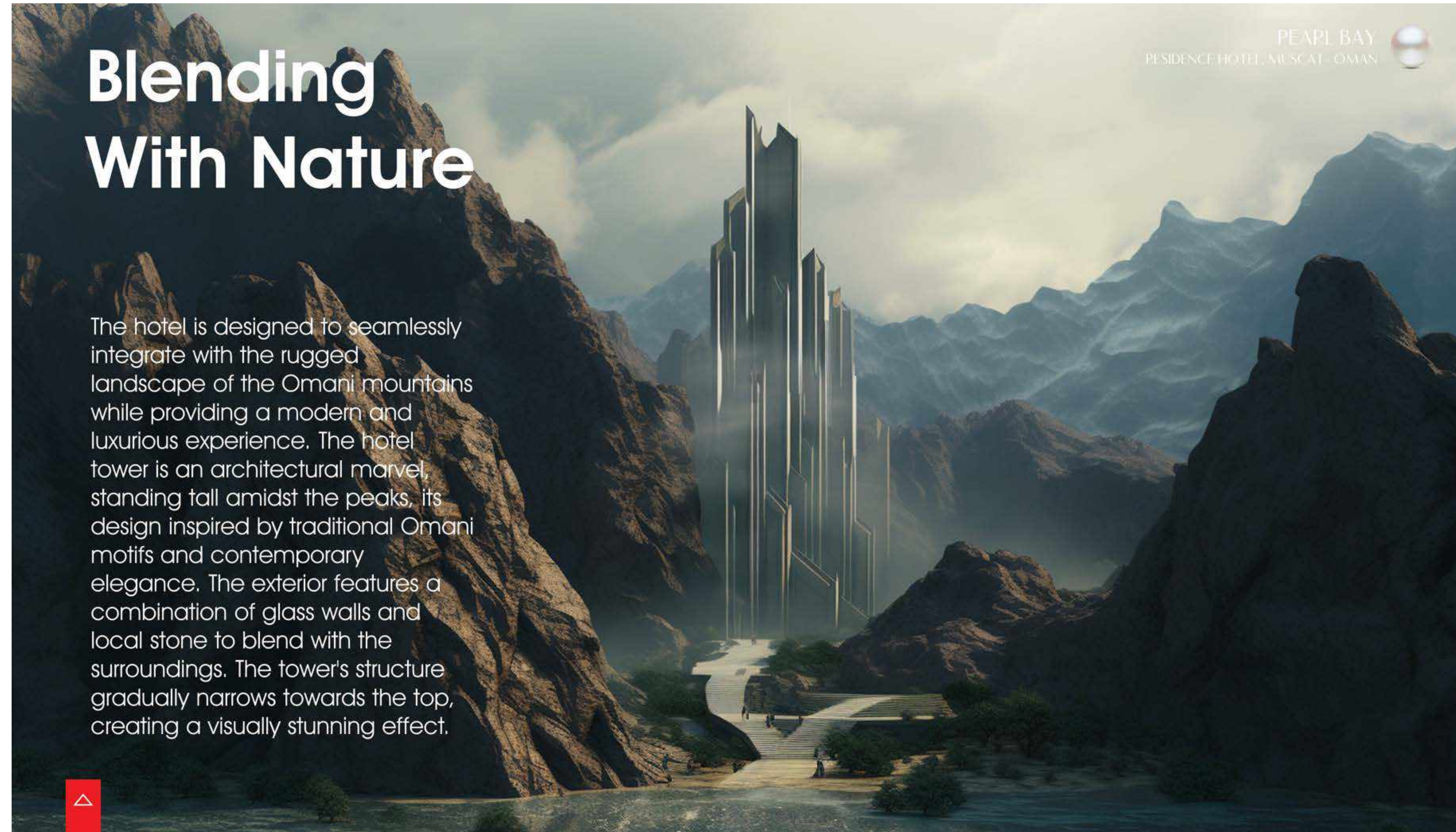




PEARL CAVE TOWER  
Oman Hotel & residence

**CUBE Scope:** Visionary Concept  
**Area:** 100,000.00 m<sup>2</sup>  
**Location:** Muscat, Oman





# Blending With Nature

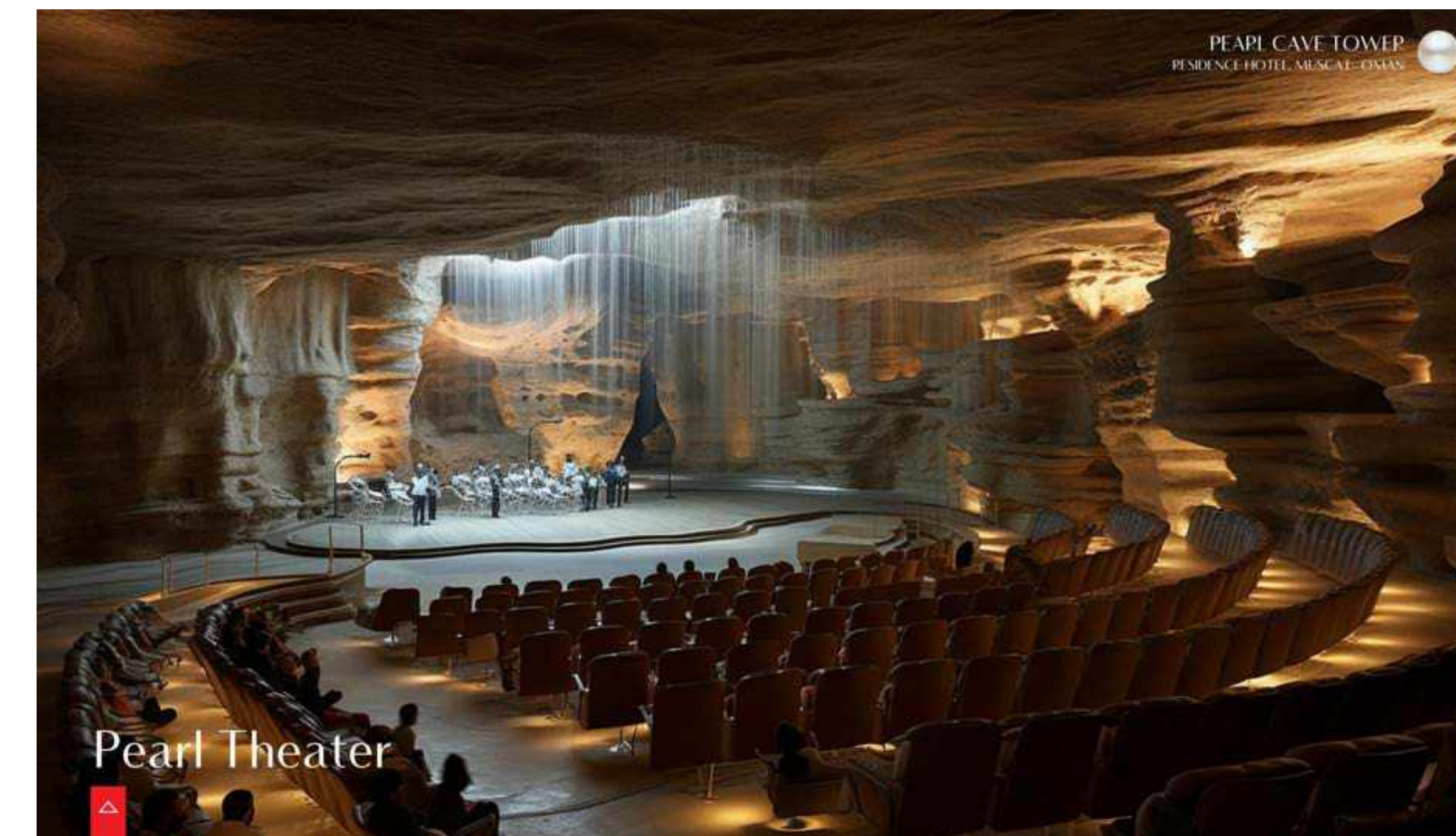
The hotel is designed to seamlessly integrate with the rugged landscape of the Omani mountains while providing a modern and luxurious experience. The hotel tower is an architectural marvel, standing tall amidst the peaks, its design inspired by traditional Omani motifs and contemporary elegance. The exterior features a combination of glass walls and local stone to blend with the surroundings. The tower's structure gradually narrows towards the top, creating a visually stunning effect.



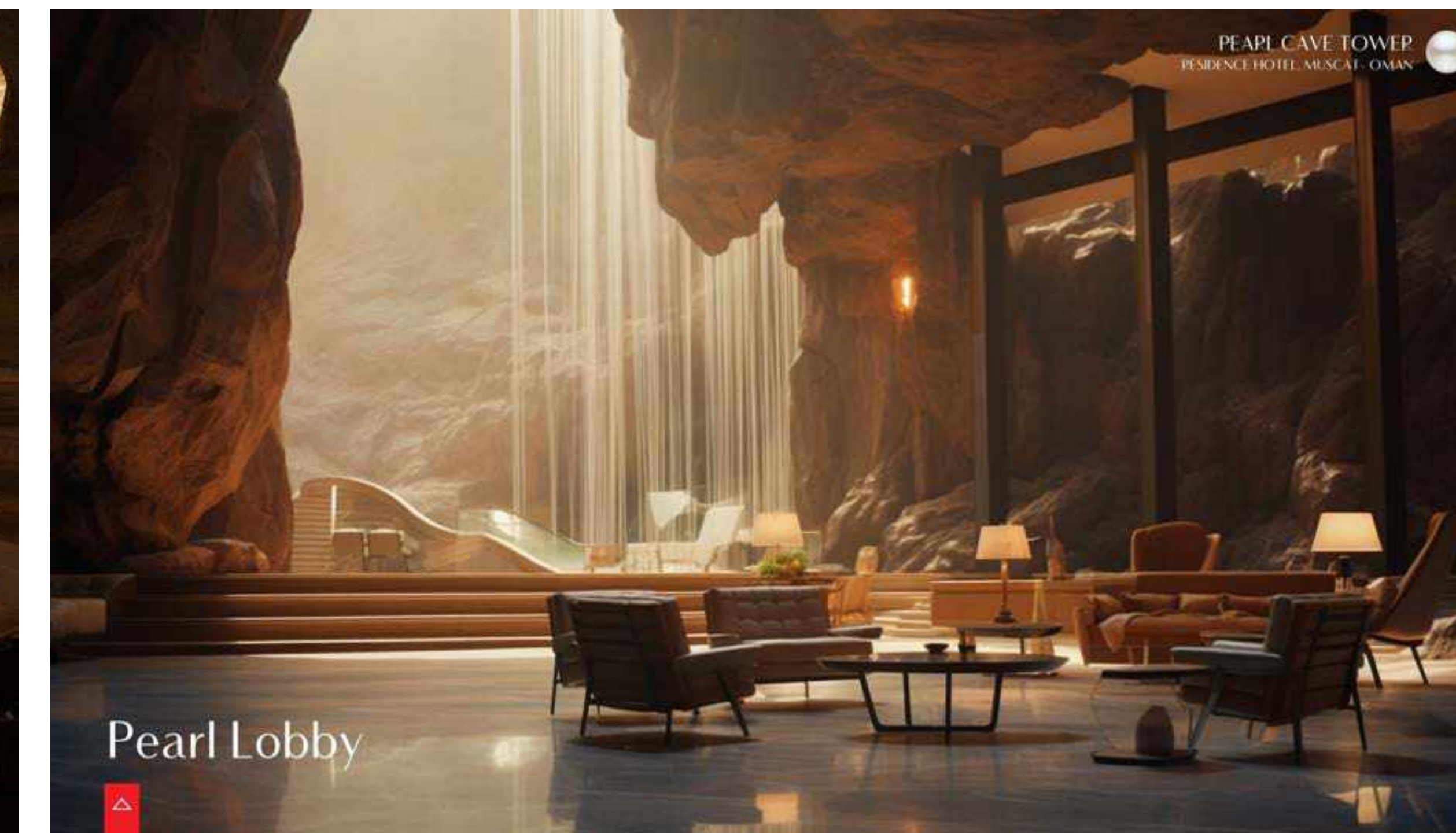
Pearl Exhibition



Pearl Hall



Pearl Theater



Pearl Lobby

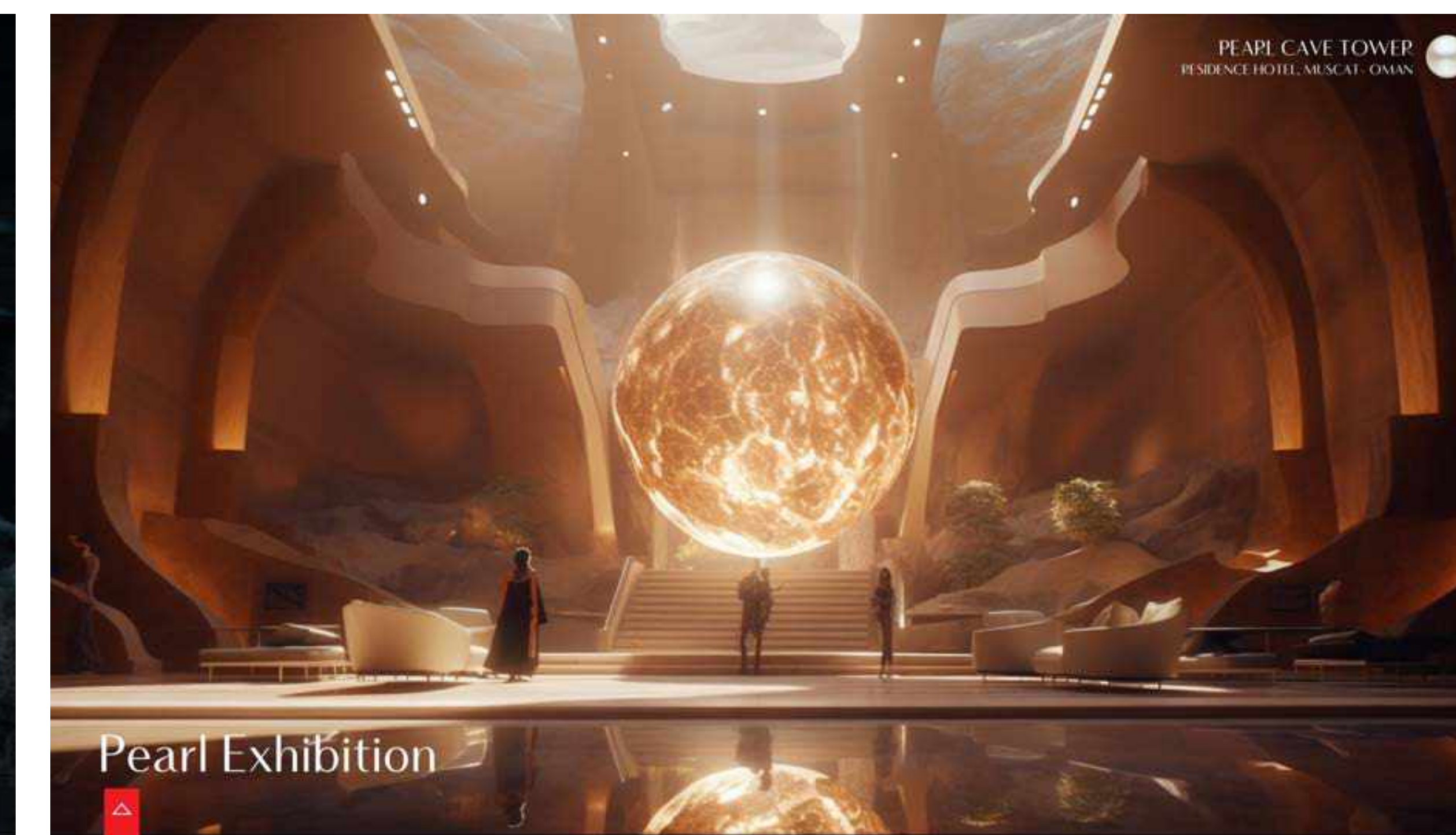
The Pearl Cave Tower in Muscat, Oman, is a testament to Cube Consultants' vision of synthesizing the majesty of nature with the pinnacle of luxury living. This visionary concept, spanning 100,000 square meters, aspires to embrace the raw beauty of Muscat's bay and the grandeur of its surrounding mountains, while offering an escape where every moment is a symphony between luxury and nature. This project is not merely a structure but a landmark of luxury, designed to stand tall amidst a breathtaking tapestry of geological wonders. It's an architectural ode to the region's pearls, envisioned as a vertical resort that integrates with the landscape in a celebration of form and environment. Here, the Cube Consultants' philosophy and strategy come alive in the commitment to relaxation, sophistication, and holistic well-being.

Architecturally, the Pearl Cave Tower merges traditional Omani motifs with contemporary elegance. The use of glass and local stone in its façade reflects Cube's design principle of blending with nature, allowing the building to become part of the rugged mountainous backdrop, all while maintaining a distinct, luxurious identity. Cube's strategy of Cultural Fusion is evident in the seamless incorporation of local aesthetics into a modern design, ensuring the project not only stands out but also fits elegantly within its cultural context.

Cube Consultants upholds Soulful Beauty by creating spaces that transcend aesthetics. Each corner of the Pearl Cave Tower is crafted to offer serenity and opulence. From the pearl-like luminosity of the cave that forms the heart of the complex to the terraced apartments and floating structures, every design choice is imbued with intention and harmony, speaking to the language of the land and luxury..



Tranquil Spa



Pearl Exhibition







# CRYSTAL PYRAMID

SUN CAPITAL, GIZA, EGYPT

Cairo, Egypt

Client: Arabia Holding Company,  
Egypt

Design Year: 2022

Location: Giza, Egypt

Plot Area: 84,000 m<sup>2</sup>

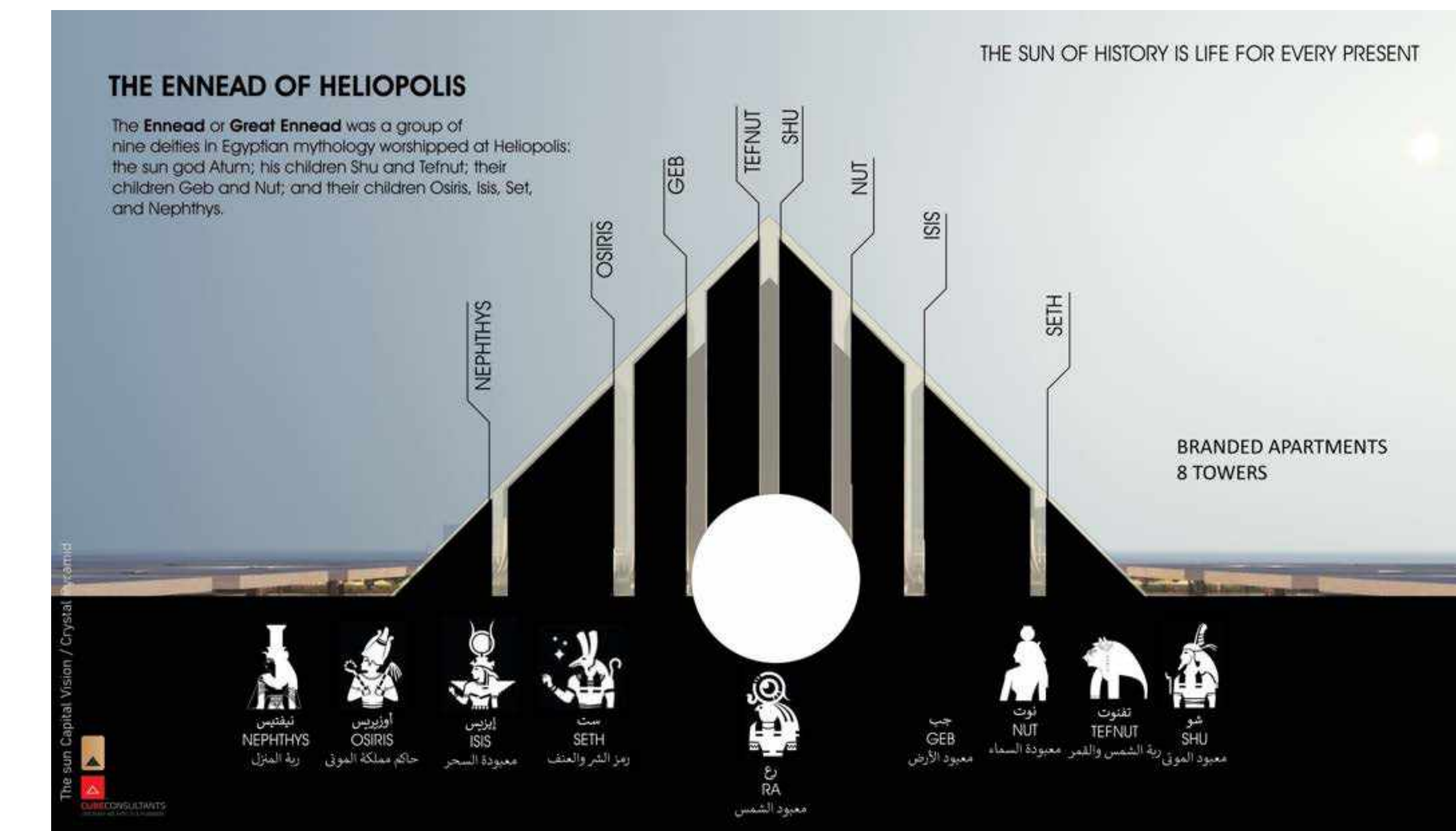
Tower height: 60.0 m







Client: Arabia Holding Company, Egypt  
 Design Year: 2022  
 Location: Giza, Egypt  
 Plot Area: 84,000 m<sup>2</sup>  
 Tower height: 60.0 m



The potential of the Sun Capital location is that it overlooks the consecutive line of pyramids trail, from the greatness of **the Giza Necropolis**, passing through **the famous Saqqara pyramid**, to reach **the bent pyramid**. The number of pyramids across this line reaches **10 pyramids** of different ratios and forms, documenting history. **BACK TO THE FUTURE!**





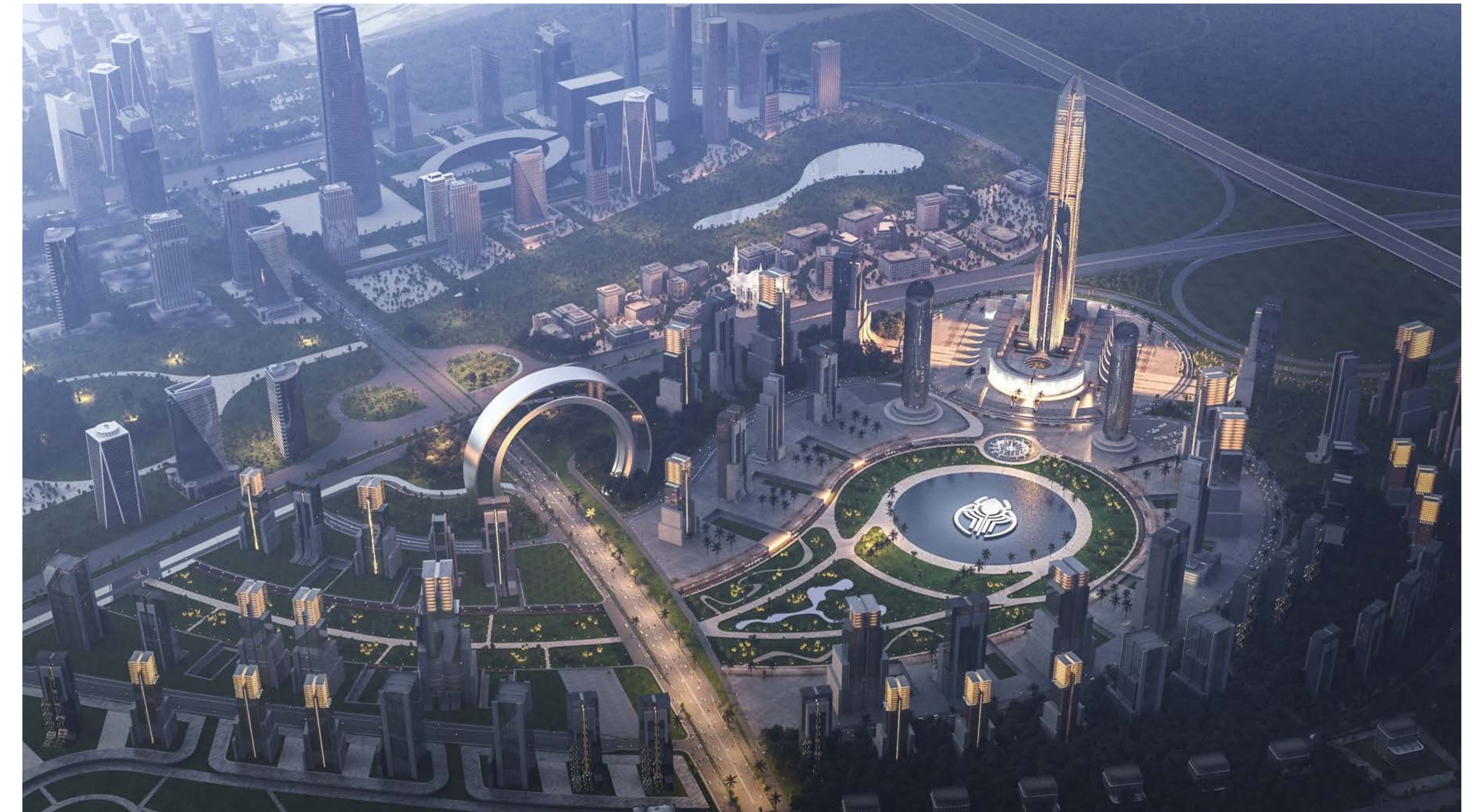
# MEDIA CITY New Adminis trative



Client: Administrative Capital for Development Company, Egypt  
 Design Year: 2021  
 Location: Capital Cairo, New administrative capital - Egypt  
 Project Area: 473.8 FD - 1.98 km<sup>2</sup>  
 Planning Consultant: ARCHPLAN

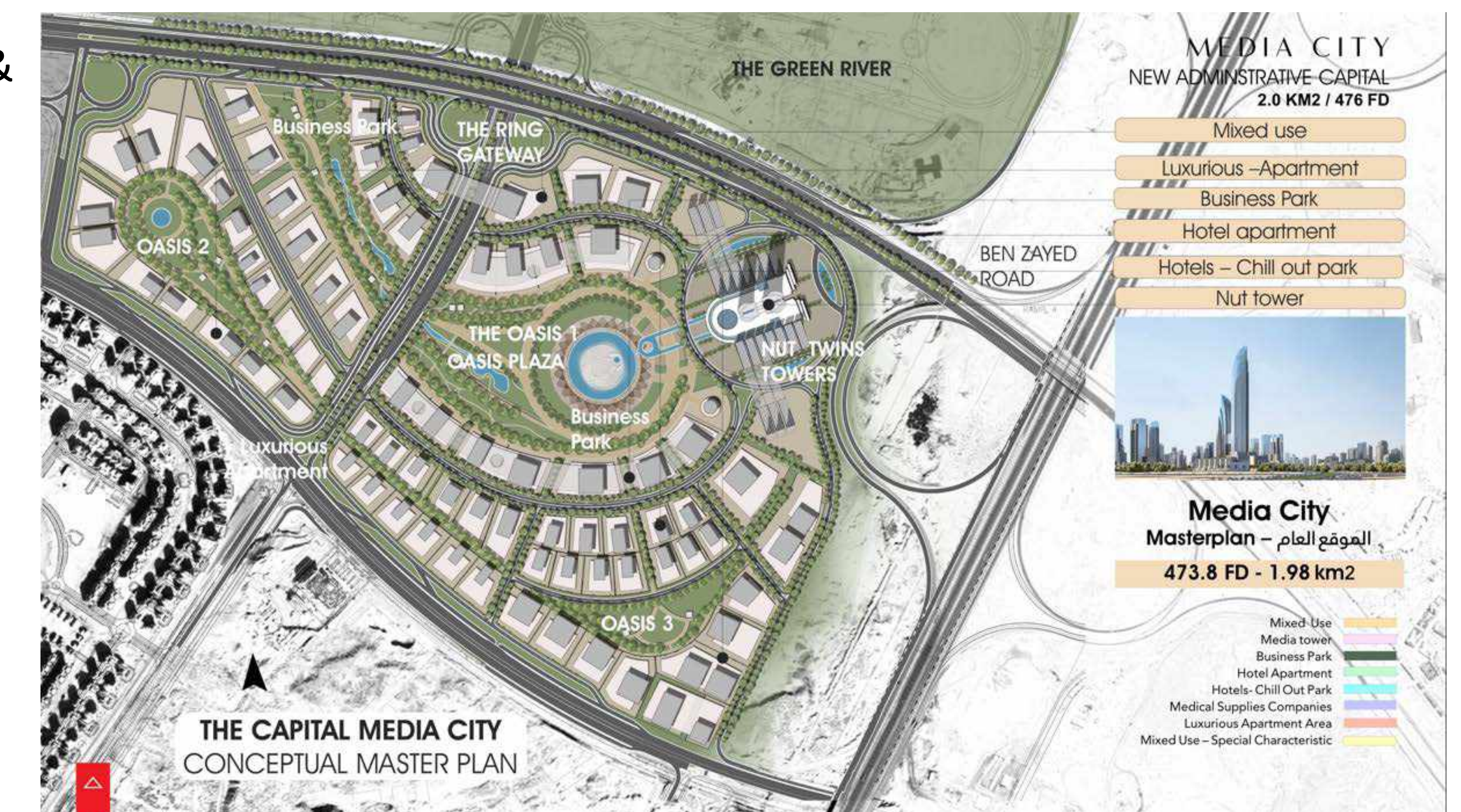


# Capital Cairo,



Media city is developed to hold all the Egyptian media Channels, local & international media expertise. Moreover, hosting some business, hotels & residential facilities.

- Project Program:**
- Mixed Use
  - Media tower
  - Business Park
  - Hotel Apartment
  - Hotels- Chill Out Park
  - Medical Supplies Companies
  - Luxurious Apartment Area
  - Mixed Use – Special Characteristic



<https://cubeconsultants.org/portfolio/media-city/>



# NUT TOWER

Media City, New  
Administrative Capital  
Cairo, Egypt



revealing The Truth from the Bottom of Earth Toward the Heights of The Sky The new innovative way of producing a media building was inspired by our ancient Egyptian roots and principles allocated inside the new administrative capital. following our practice of thinking of TUTERA style, which consists of the completion of the ancient Egyptian civilization



# NUT TOWER

Media City, New  
Administrative Capital  
Cairo, Egypt





# DAMIETTA

GOVERNORATE HEADQUARTER, Egypt





# DAMIETTA

GOVERNORATE HEADQUARTER

Egypt



Construction progress 2022







# KEMET TOWER

THE NEW ADMINISTRATIVE CAPITAL  
CAIRO- EGYPT

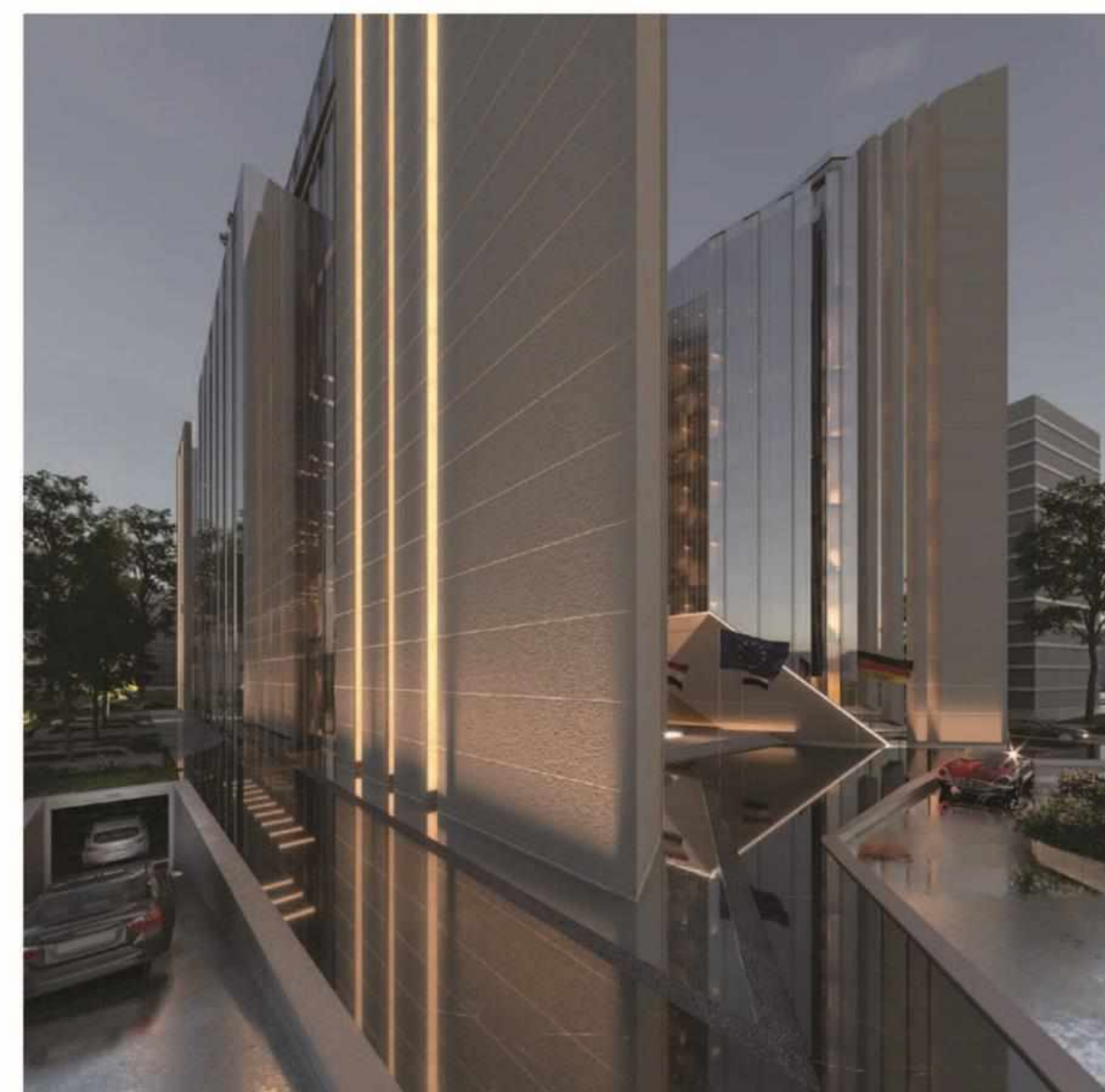
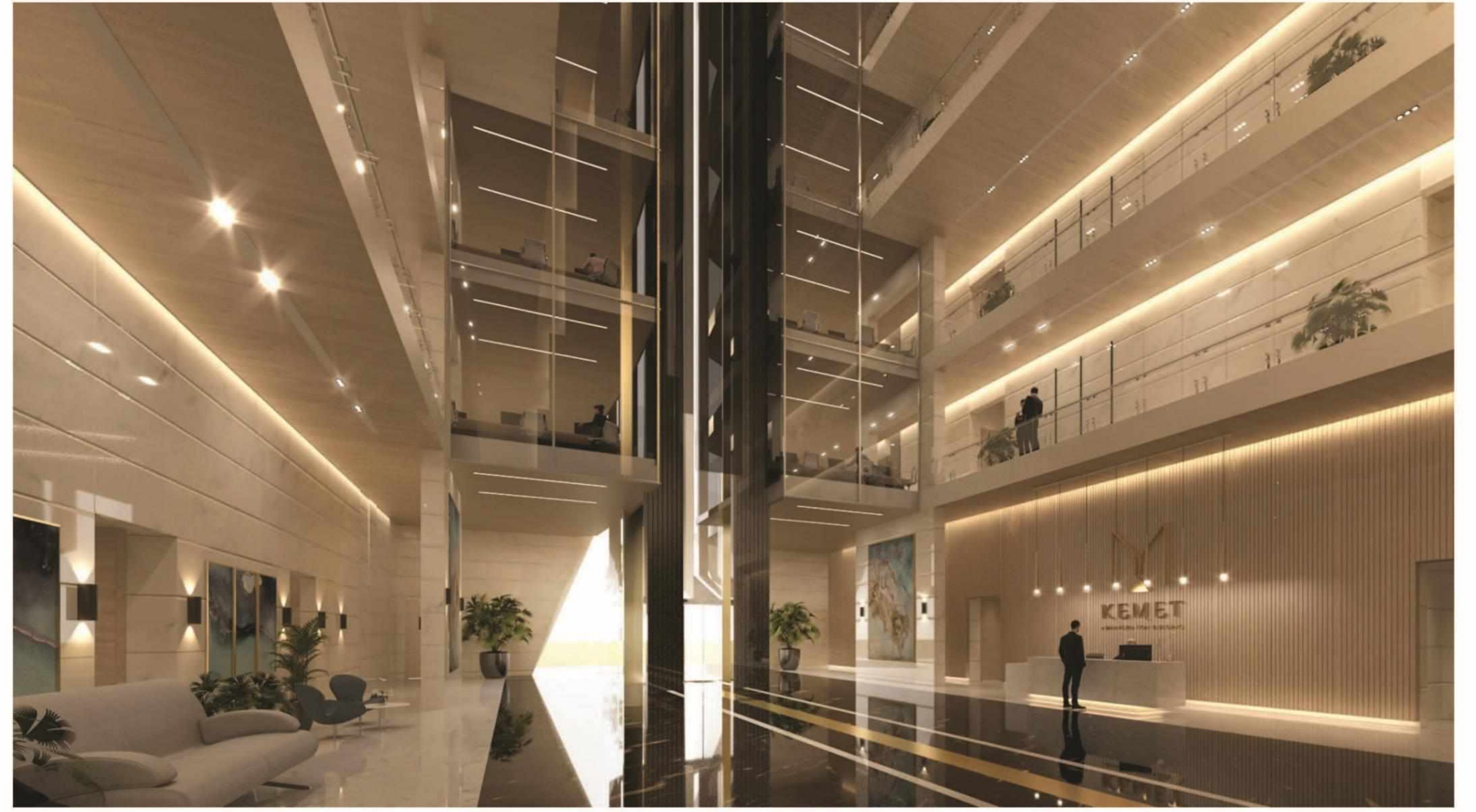
Client: Private Sector  
Design Date: 2019  
Location: New Administrative Capital, Cairo  
Plot Area: 1.38 FD- 5,836 m<sup>2</sup>



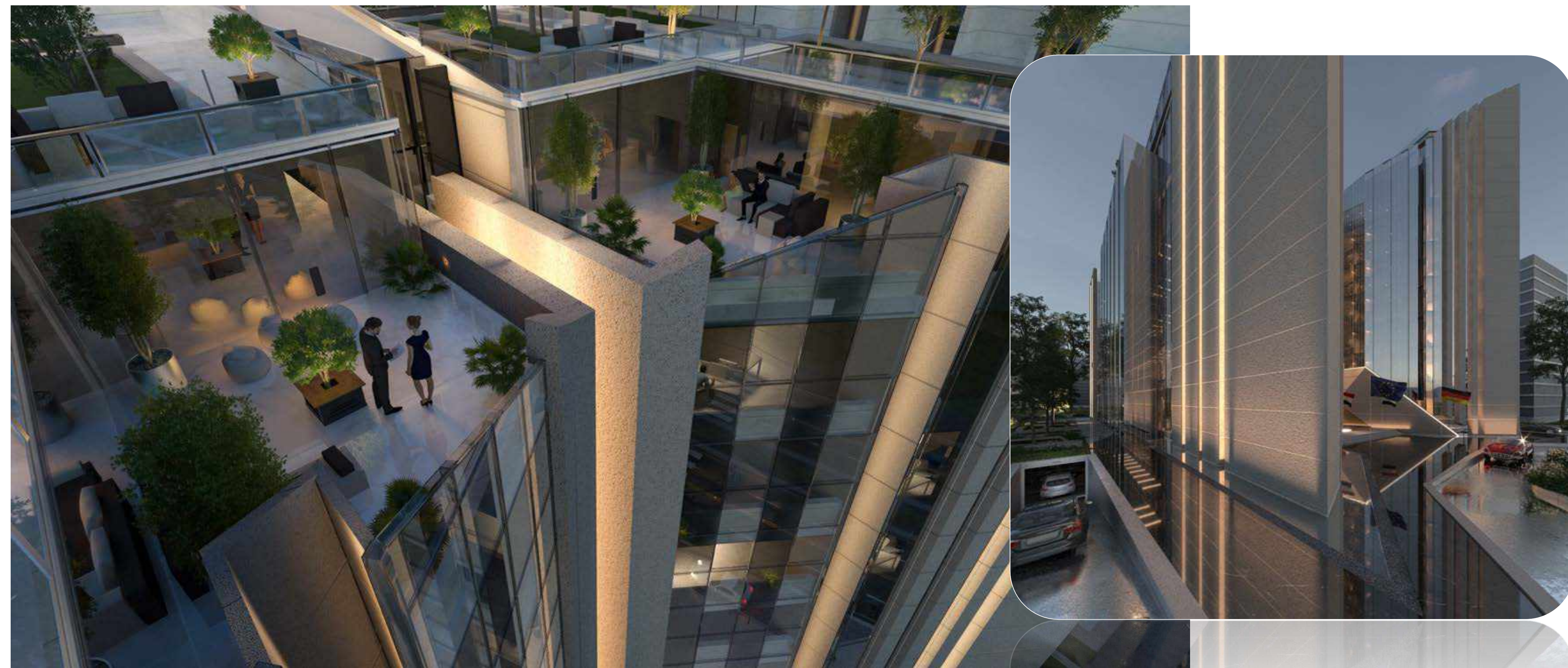
The office building in capital Cairo, combines the diverse functions of a public administrative building and rooftop garden in a new way, integrating features of both typologies. The axis of the building was positioned in such a way that every day, the rays of the sun would penetrate the golden pyramid and illuminate the Obelisk in the middle of the building, which represent the connection between the earth and the sky.



<https://cubeconsultants.org/portfolio/kemet-tower/>







The interior of the building was designed as King Khufu's Great Pyramid - Grand gallery the Obelisk in the middle of the building, which emphasis on the connection between the earth and the sky.



# STONE TOWER

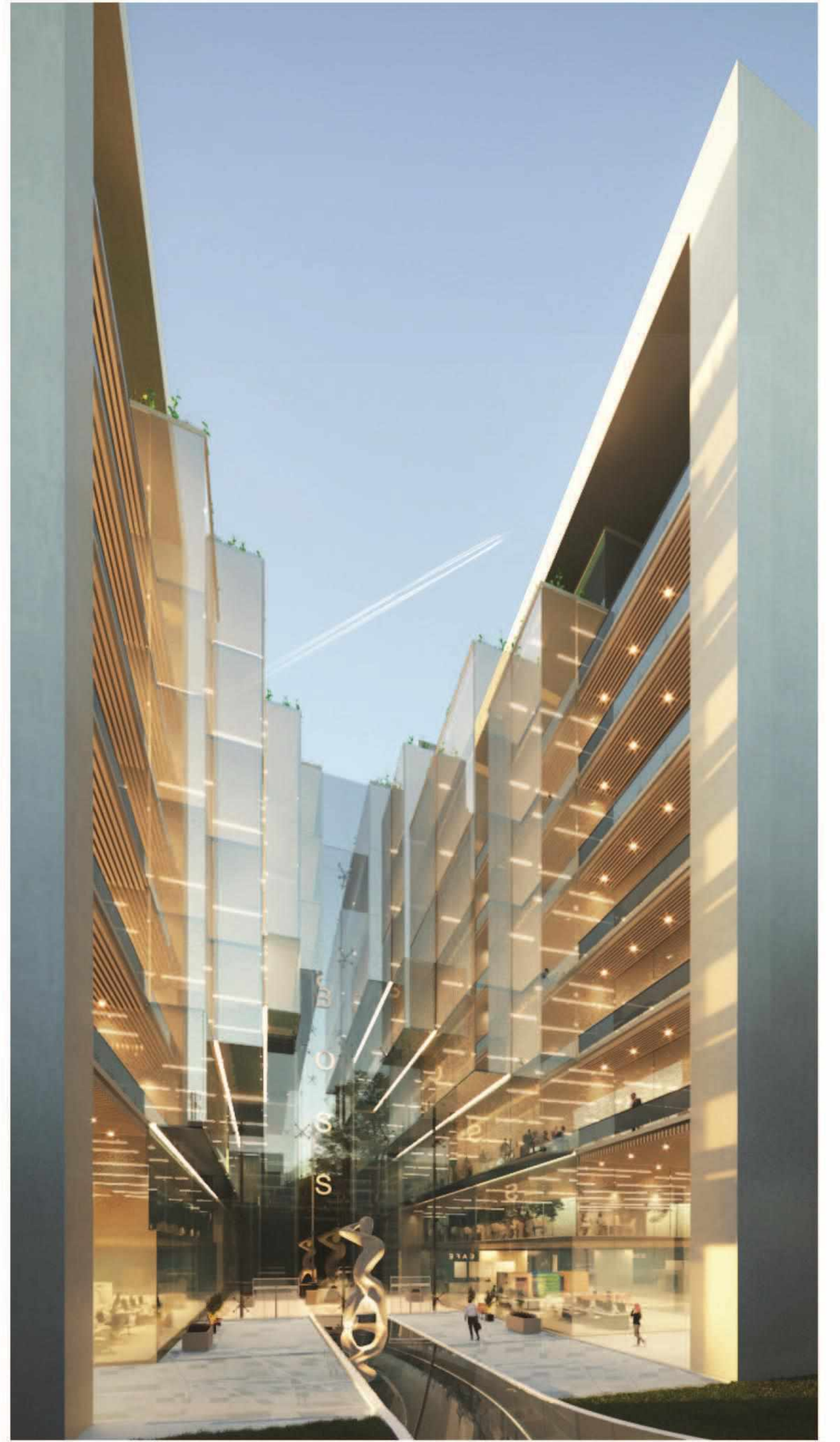
NEW CAIRO- EGYPT



Client: Private Sector  
Design Date: 2019  
Location: New Cairo, EGYPT  
Plot Area: 6,700 m<sup>2</sup>







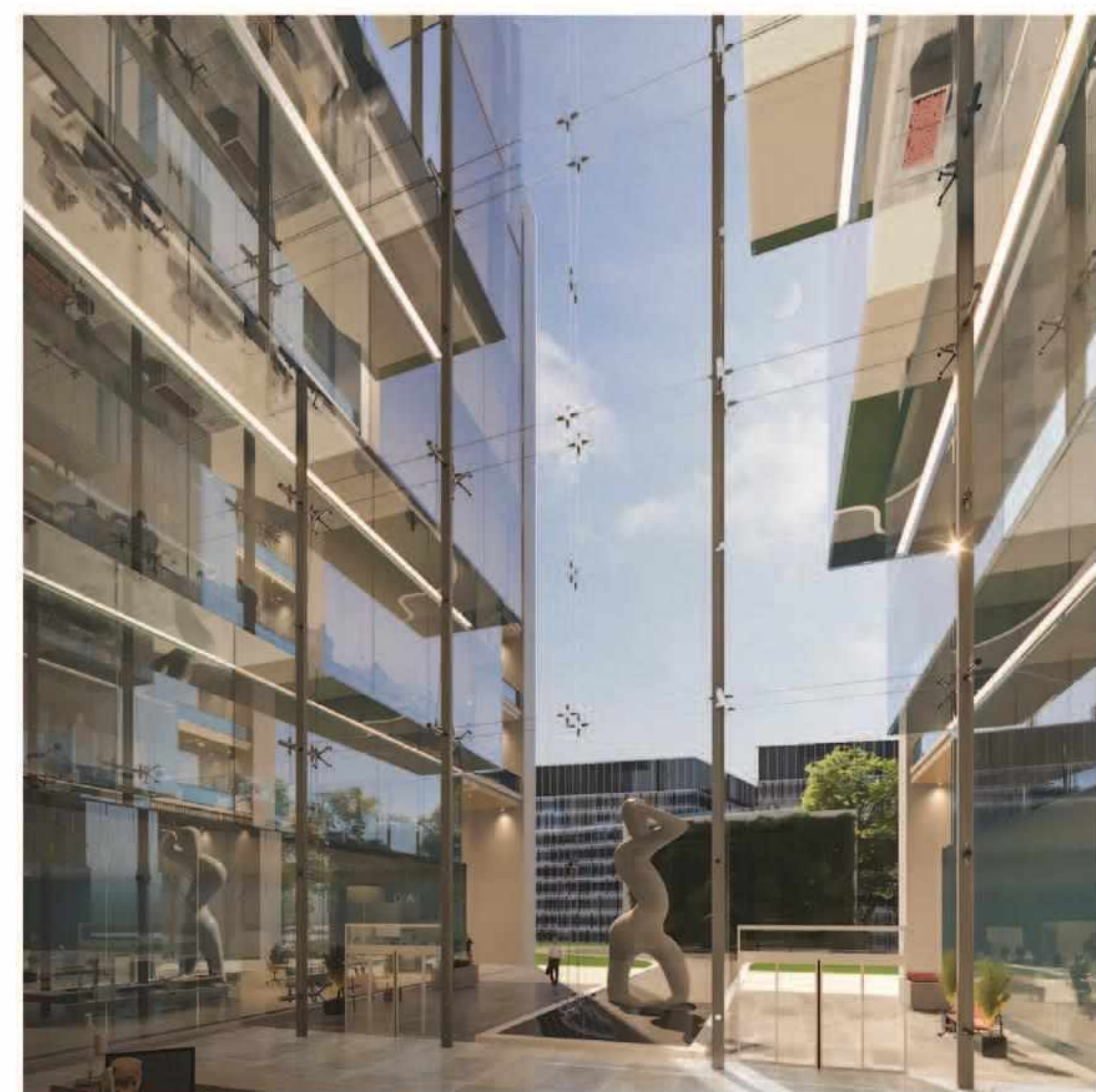
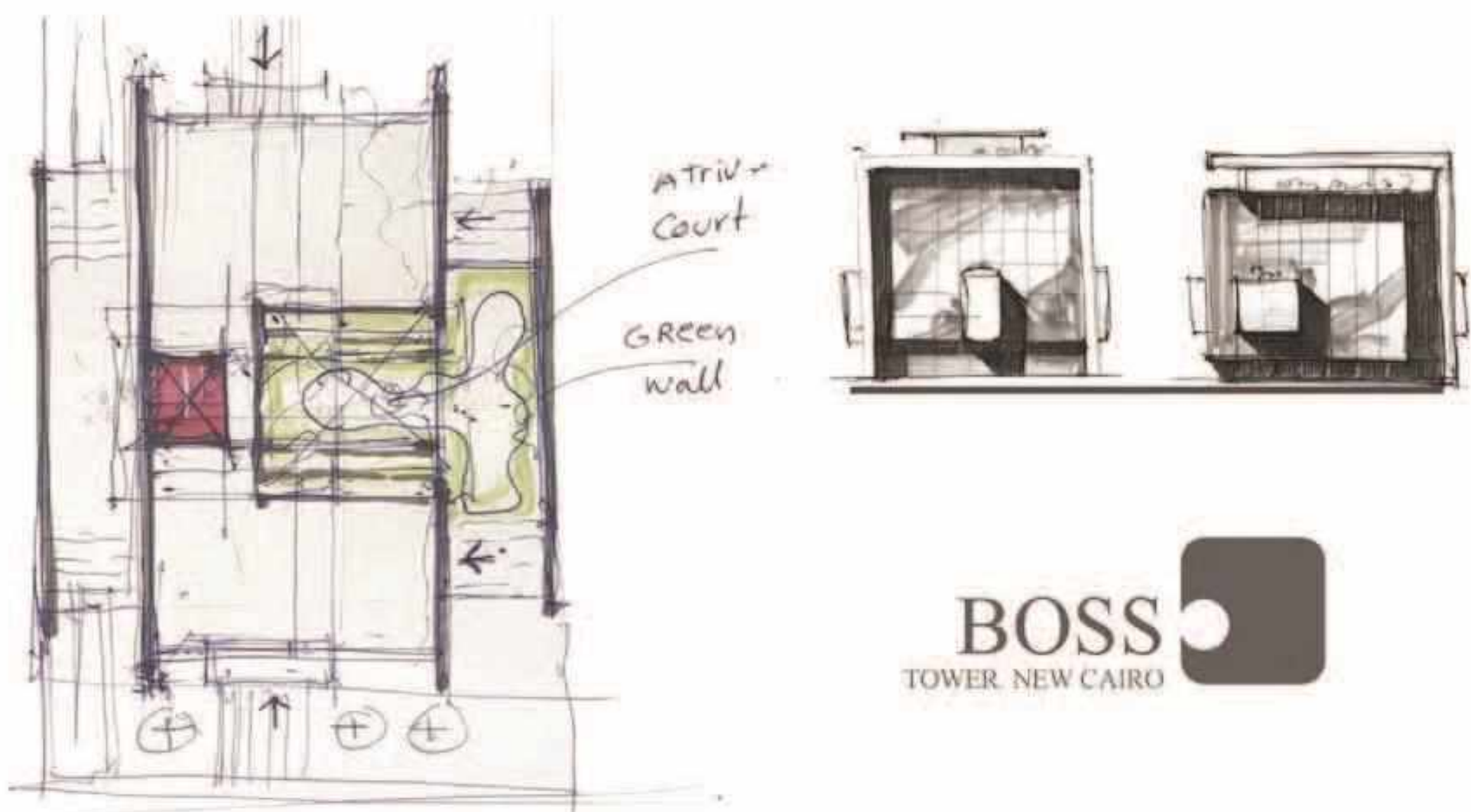
# BOSS TOWER

Location: New Cairo, EGYPT

Client: Private Sector

Design Date: 2019

Plot Area: 6,700 m<sup>2</sup>







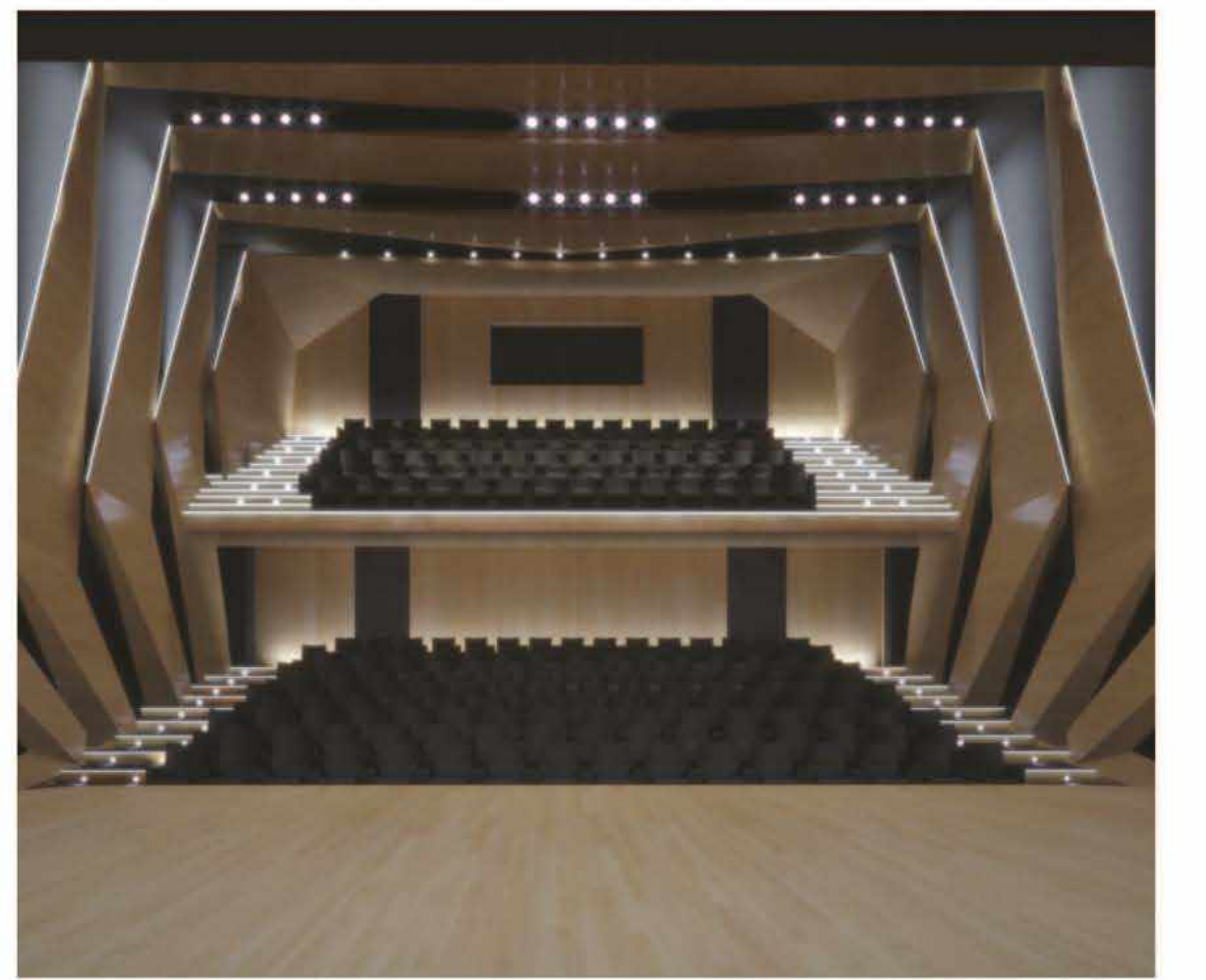
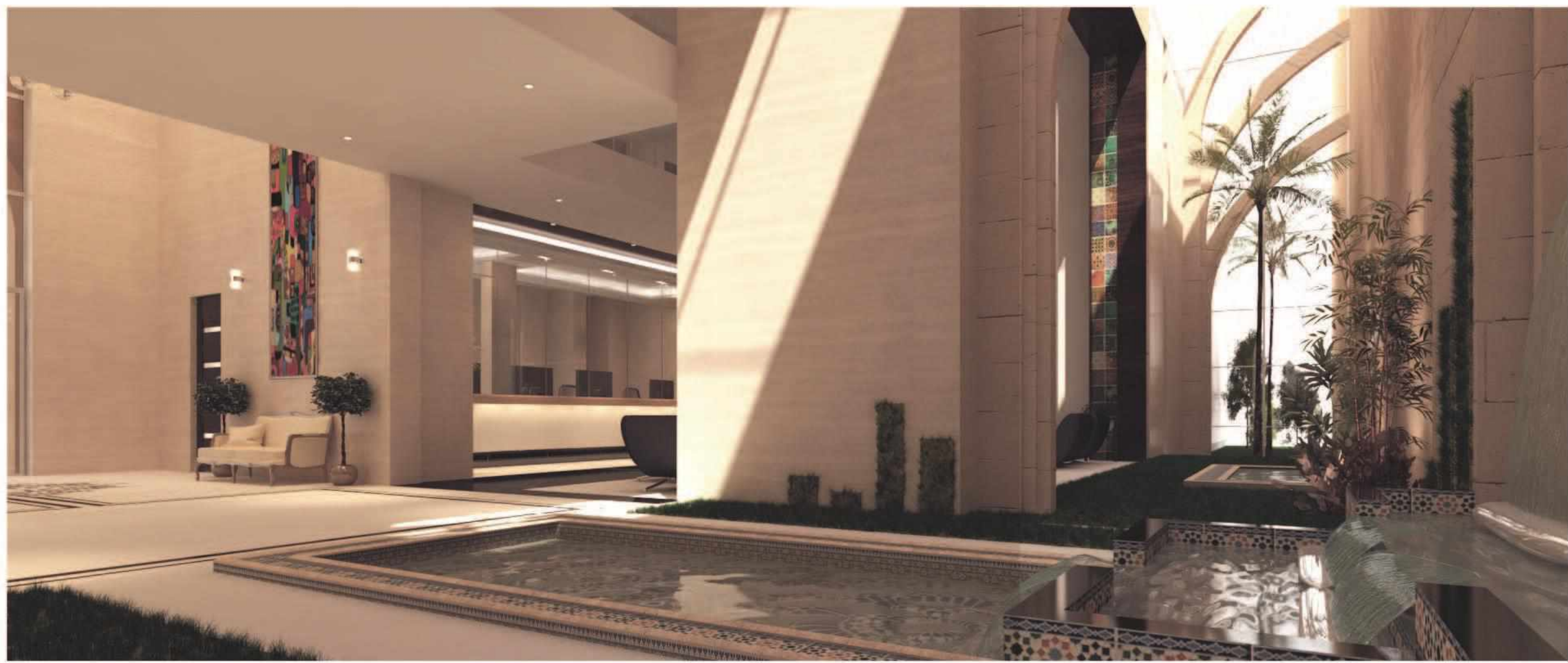
# PALESTINIAN EMBASSY, CAIRO

TYPE: Governmental  
CLIENT: Palestinian Embassy in Egypt  
YEAR: 2013 - AREA: 5,800 m<sup>2</sup> or 1.4 FD

A contemporary blend between traditional Palestinian architecture with its elements, and modern architecture with its simplicity and purity, offering an administrative space with a very authentic spirit as well as fulfilling all functional requirements in an efficient and simple way. The initial idea started out with the intention of bringing out the Palestinian struggle in a building that resembles their culture. First thing that came to mind was the heavy usage of Jerusalem stones, within a formation that gives out a modern feeling and hope for a better future.











SEASPARK



CUBE CONSULTANTS  
VISIONARY ARCHITECTS & PLANNERS

Type: Towers, Mixed-use  
Location: New Alamein city, Egypt  
YEAR: 2018

AREA: 155,332 m<sup>2</sup>

North coast project or Sea Spark El Alamein Towers is one of the largest projects currently being implemented in the northern coast region within the new city of El Alamein which is being implemented by the government and the Urban Communities Authority with the aim of creating an integrated industrial, tourist and leisure residential city in the northern coast

Among the most prominent features of the project are the wonderful diversity in the units provided by apartments and hotel units inside the towers of different sizes to suit all the requirements of the valued customers.

- Swimming pools
- Running and biking trails
- Children's area
- Private parking
- A huge commercial area that contains the largest number of international stores.
- The hotels and midtown neighborhood contains hotels
- Turquoise Beach and tourist walkway
- Lake El Alamein huge
- Theme parks

SEA SPARK

NEW ALAMINE TWIN TOWERS- EGYPT  
CONCEPT





# THE CRYSTAL SPARK

SHEIKH ZAYED - EGYPT







TYPE: Mixed-Use  
 YEAR: 2015

CLIENT: Ministry Of Housing  
 AREA: 800,000 m<sup>2</sup> or 190.5 FD

A concentric approach to the design, putting a centered tower as the main feature of the project, with all other things scattered around or attached to it. The tower has the main services of the complex and serves as an icon for the city. Taking its geometrical ideas and proportions from the Great Pyramid of Khufu, as well as pointing towards it, the Crystal Spark is a symbol of modern Egypt, and an icon to look up on the western side of Cairo, beyond the actual Pyramids of Giza.

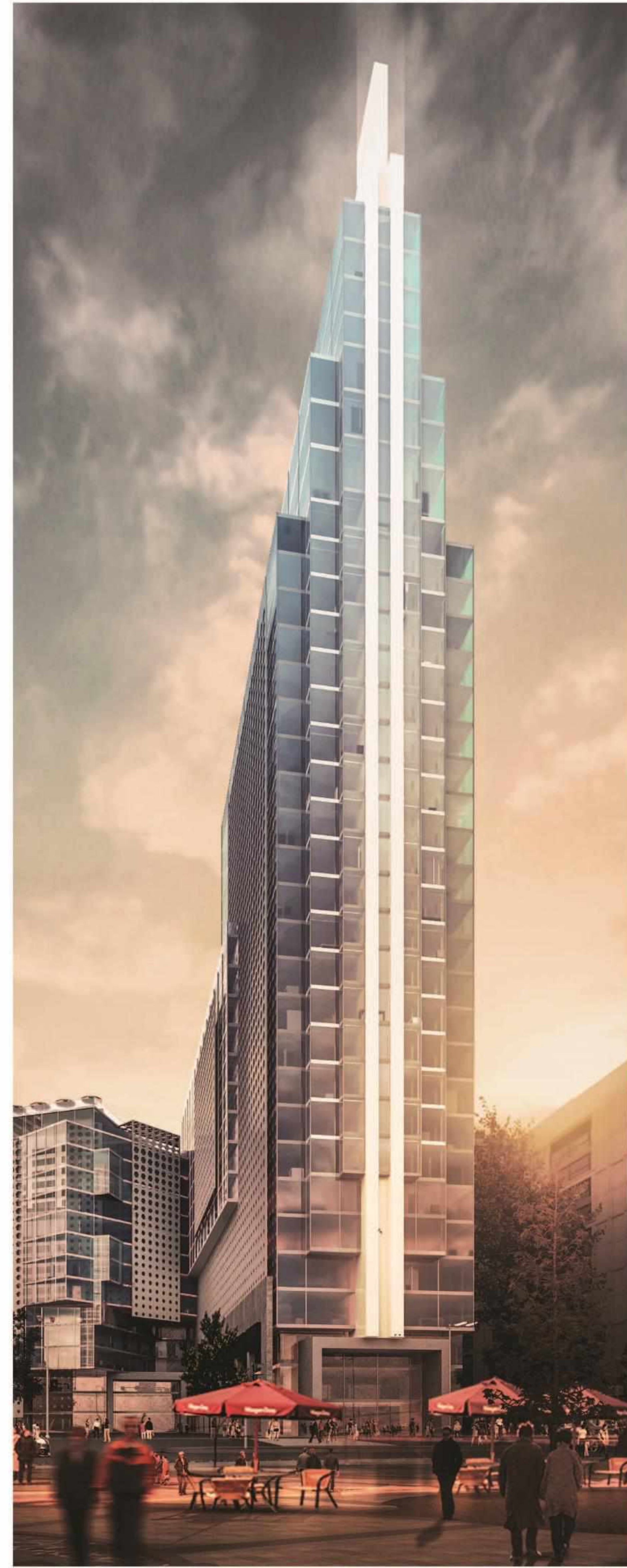
<https://cubeconsultants.org/portfolio/the-crystal-spark-2/>





# SPIRIT HOTEL

MAKKAH - KSA



TYPE: Hotels  
CLIENT: Saudi Arabia  
YEAR: 2014  
AREA: 2,964.6 m<sup>2</sup>

The Spirit Hotel in Makkah is a spiritual destination for pilgrims, to spend their free time in a place that keeps the spirit of their destination alive, and the purpose of their trip always in front of them. It's idea comes from the verticality of reaching out to God, and the singular notion of reaching to the sky. The tower transcends into the skies.





# THE RING TOWER

NEW ADMINISTRATIVE, CAIRO- EGYPT

## The New Gateway Concept

The Ring Tower Gateway (Height 400m) is the Place Where Dreams Comes True In The Top It Exist Hotels, Restaurants And Entertainment Areas Sulling All The visitors Needs And Inspirations. Inside The Ring There Is A Wheel That Can Take You To The Other World, Which Is The Sea World In Which, You Will Find Yourself In The Bottom Inside A Tremendous Museum And Aquarium, From Which You Can Explore All The Undersea Animals To Grasp A Fun Facts And Much More About The Underwater Life, From Sea Turtles To Octopus And Corals, You Will Be In The Right Place To Take A Deep Dive Into Life Under The Sea. The Ring As Its Total Built Up Area Around 200m<sup>2</sup> Arc Eye Shaped, Has Many Benefits,( Heat, Technology, Engineering, Civilization And Knowledge), Like Generating Energy, It Is Created With A High Technology, Varying At Night And Morning At Night It Has A Lightening Technology That Makes Lid With Different Colors, Attracting The Visitors Perception, Plus A Virtual Projection That Makes You See The Moon Reflection So Does In The Morning With This Technology That Makes You See The Sun Reflection Simultaneously.

## The New Gateway For The Future

Getting Back To The Time When Egypt Was The Richest And Most Powerful Cmlizations In The World, When The Egyptians Built The Pyramids, Especially The Pyramids Of Giza, Which Are Known To Be The Most Magnificent Man-Made Structures In History, With Their Massive Scale Reflecting The Unique Role That The Ancient Egyptians Played In The Egyptian Society. Egypt Today Is Moving Towards A New Civilization, And Seeking To Repeat The Dominant Civilizations With The New Cairo Capital Formation.

THE CAPITAL GATEWAY CONCEPTUAL DESIGN

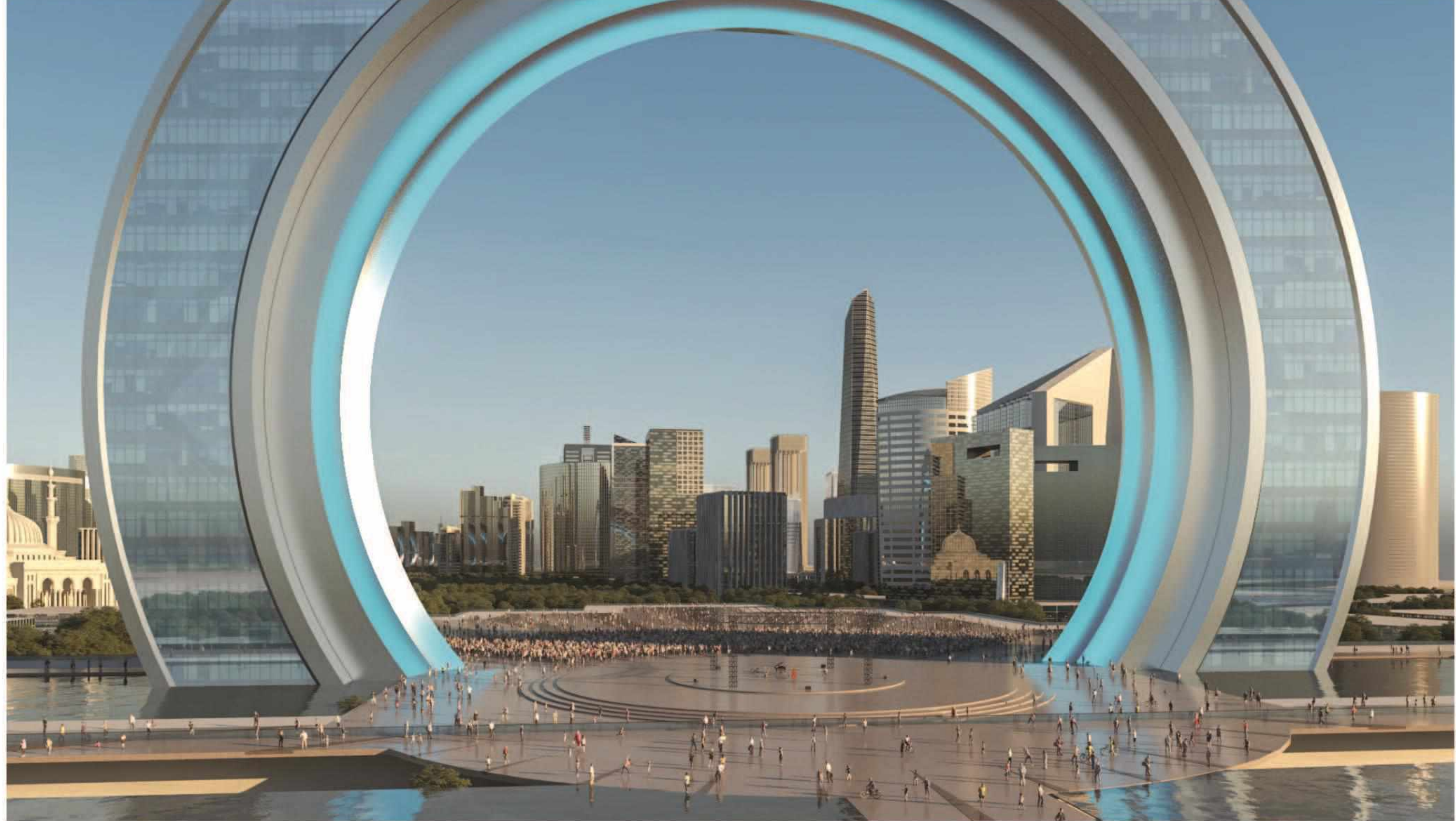




The Cairo Capital

One Doesn't Have To Look Far For Inspiration For What This New Capital City Can Attempt. Cairo Grants A World-City Atmosphere Of Historic Sense And Regional Inspiration. Revelation For The Subsequent City Will Also Be Drawn From The Best National Environments From Across The Globe. That's Why The New Cairo Capital Needs An Iconic Symbol That Represents The Formidable Future That Egypt Has An Ambition To Achieve. Creating An Iconic Symbol That Describes The Cairo Capital City While Having The Ring As A Gateway, Which Is The Actual Combination Between The Two Natures The Sea And The Land. The Gateway Is Created To Be The First Path To The Future... In Which You Can See An Imaginary World That You Always Dreamt About.

THE CAPITAL GATEWAY CONCEPTUAL DESIGN





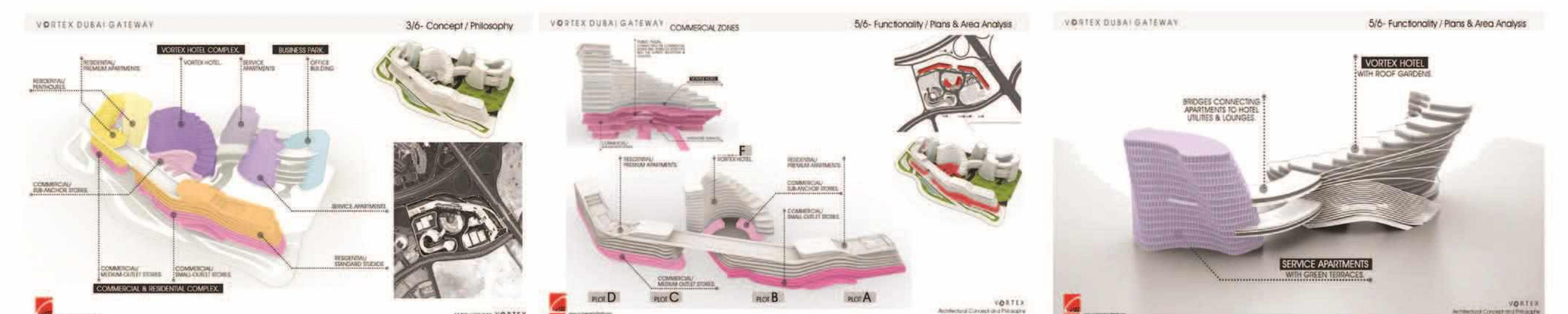
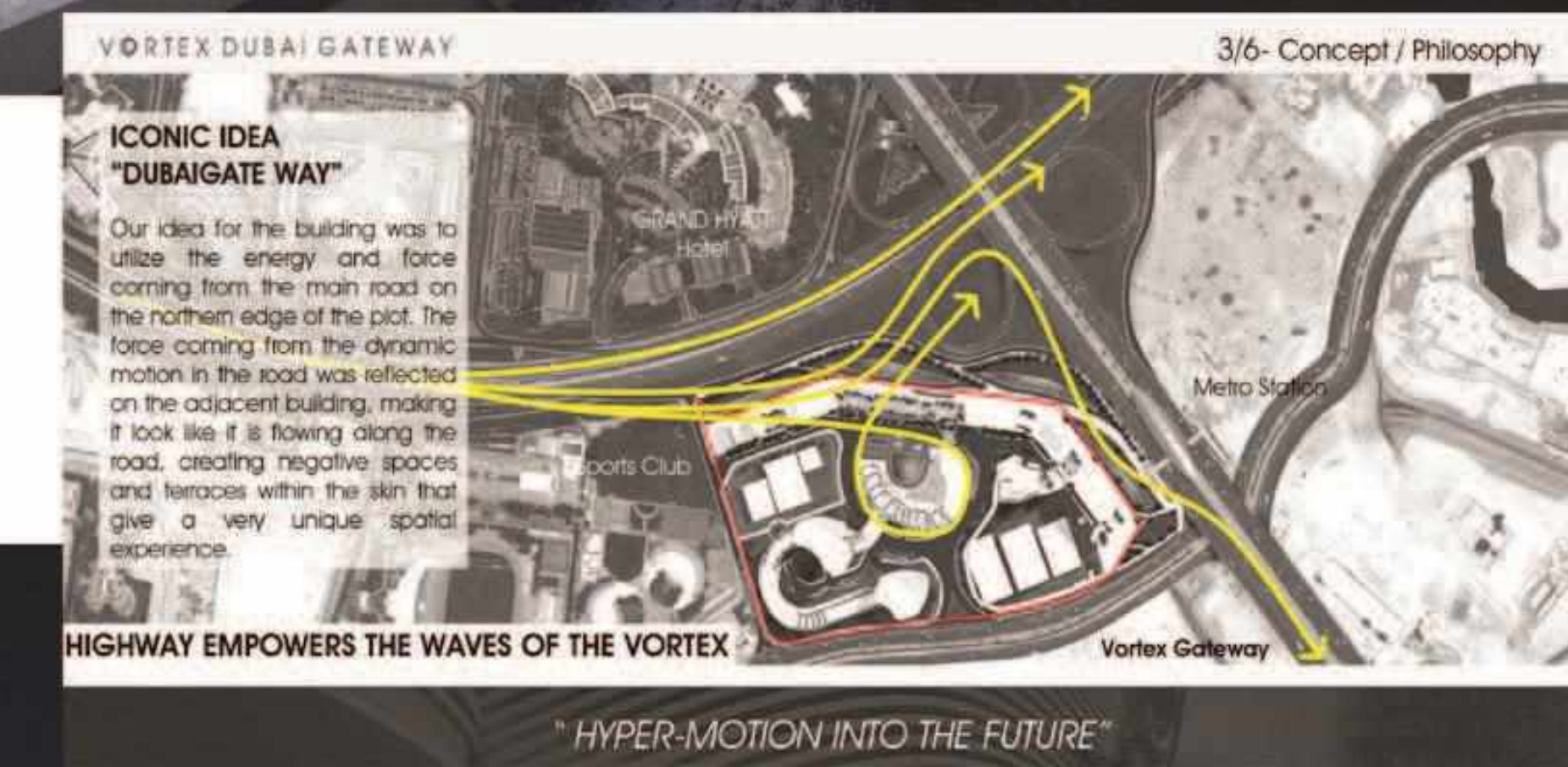
# VORTEX GATEWAY

DUBAI - UAE

The new gateway to Dubai 'Vortex' is a mixed use complex that provides a unique feature to the area and merges the city with it's edges in a new dynamic way that allows for public interaction, quality living and new forms of spaces rarely experienced in a metropolis of heights like Dubai.

The distribution of functions within the scattered masses were carefully studied to suit the needs of the users. With the hotel being the "center-piece" of the project, it is the secondary force after the road, making all other buildings revolve around it.

Client: Arabian C Real Estate Co.  
Year: 2014  
Location: Dubai, UAE  
Plot Area: 512,902.00 sqft







Our scheme starts with one unifying theme that goes all the way from the outer formation of the mass to the spatial experience in all the main spaces of the project, that is "motion". There are lots of factors that affect this project making it a very vital and dynamic entity in the city, mainly it's with the city itself, and its prime location on one of Dubai's main roads "Sheikh Rashid Road", as well as being practically the "gate" from the airport to the city. The masses seem to be flowing through the application of a fluid elevation skin, which is the effect of the rapid motion of the nearby highway, making the whole project appear to be flowing in space, rapidly moving into the future of an ever-growing city.





**06**

**CULTURE & EDUCATION**

SELECTED PROJECTS





**WindRose International School**

Shiekh zayed, Cairo



# WindRose International School

## Shiekh zayed, Cairo



Library, Restaurant & GYM

Library

Bus stop & Student's Entrance

Private Courtyards

Main Courtyard

Sports Area / GYM

Theater

WINDROSE International School  
Cairo, Egypt 20,099.76 m<sup>2</sup> - 4.78 FD

Plot Area: 20,180.9 m<sup>2</sup>  
Footprint = 5,760 m<sup>2</sup> – 28%  
Basement, Ground & First floors  
Built-up Area: 20,327.0 m<sup>2</sup>

CLASSES	
SPACE	COUNT
Y1-y2	5
Y3-y5	5
Y6-y8	5
Y9-y12	5
Kg	11
<b>Total</b>	<b>31</b>

Program	
Space	Count
Activity Room	2
Labs	10
Teachers Room	7
Show Room	1
Workshops	4
Clinic Examination	1
Storage	5
W.C	4
Teachers W.C	2
Library	1

First Floor Plan 6,687 m<sup>2</sup>

Our vision for the WindRose International School in Sheikh Zayed, Cairo, is an exemplar of Cube Consultants' commitment to Smart, Sustainable, and Livable design philosophy. It's an educational landscape where advanced technology, ecological mindfulness, and inclusive spaces converge to forge a nurturing environment. The architecture embodies sustainability not only through its energy-efficient systems but also through creating spaces that enhance the educational journey.

This institution stands as a beacon of innovation, integrating smart technologies to seamlessly enhance learning experiences. It serves as both a hub of innovation and environmental responsibility, and as a community-centric space that fosters inclusivity, celebrates diversity, and inspires holistic development. By committing to intelligent, sustainable, and enjoyable design principles, we aim to forge an educational institution that not only meets the needs of today's learners but also paves the way for a more inclusive and sustainable future.

COURT SPACES

CIRCULATION

ENVIRONMENTAL STUDIES  
Building Environmental Analysis (Before Treatment)

ZONES

**Direct Sun Hours**

The building receives more than 3000 hours from the sun facade which makes it essential to heat it with suitable materials and techniques. This data informs daylighting and passive solar strategies for enhanced energy efficiency and occupant comfort.

**Incident Radiation**

The building receives incident radiation of approximately 3,500 kWh/m<sup>2</sup> based on rigorous solar radiation modeling. This quantitative data informs solar energy generation and thermal analysis for sustainable design optimization.

**Outside Views**

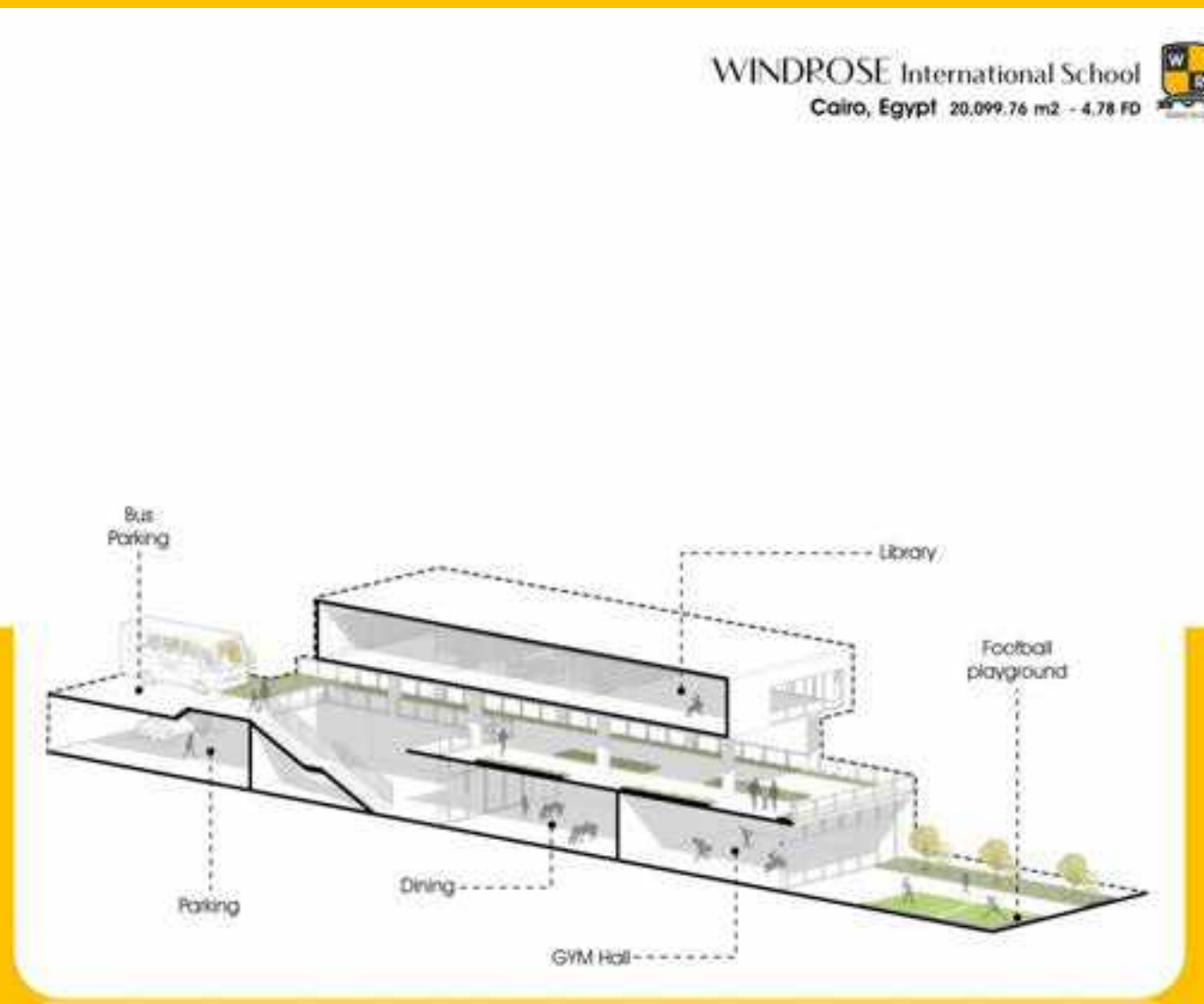
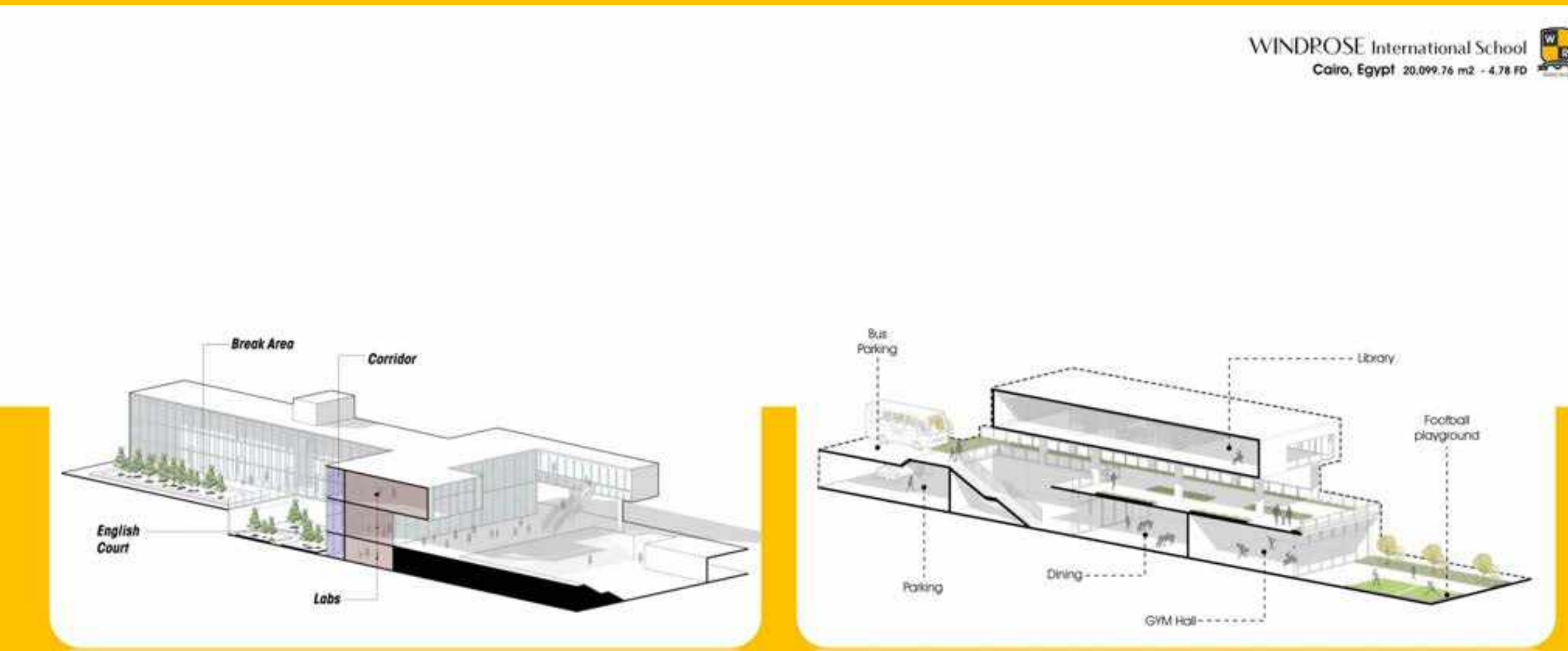
The building offers panoramic views of the surrounding beach, with windows well above designed at 20% to optimize daylighting while minimizing solar heat gain. The strategy balances visual comfort and energy efficiency.



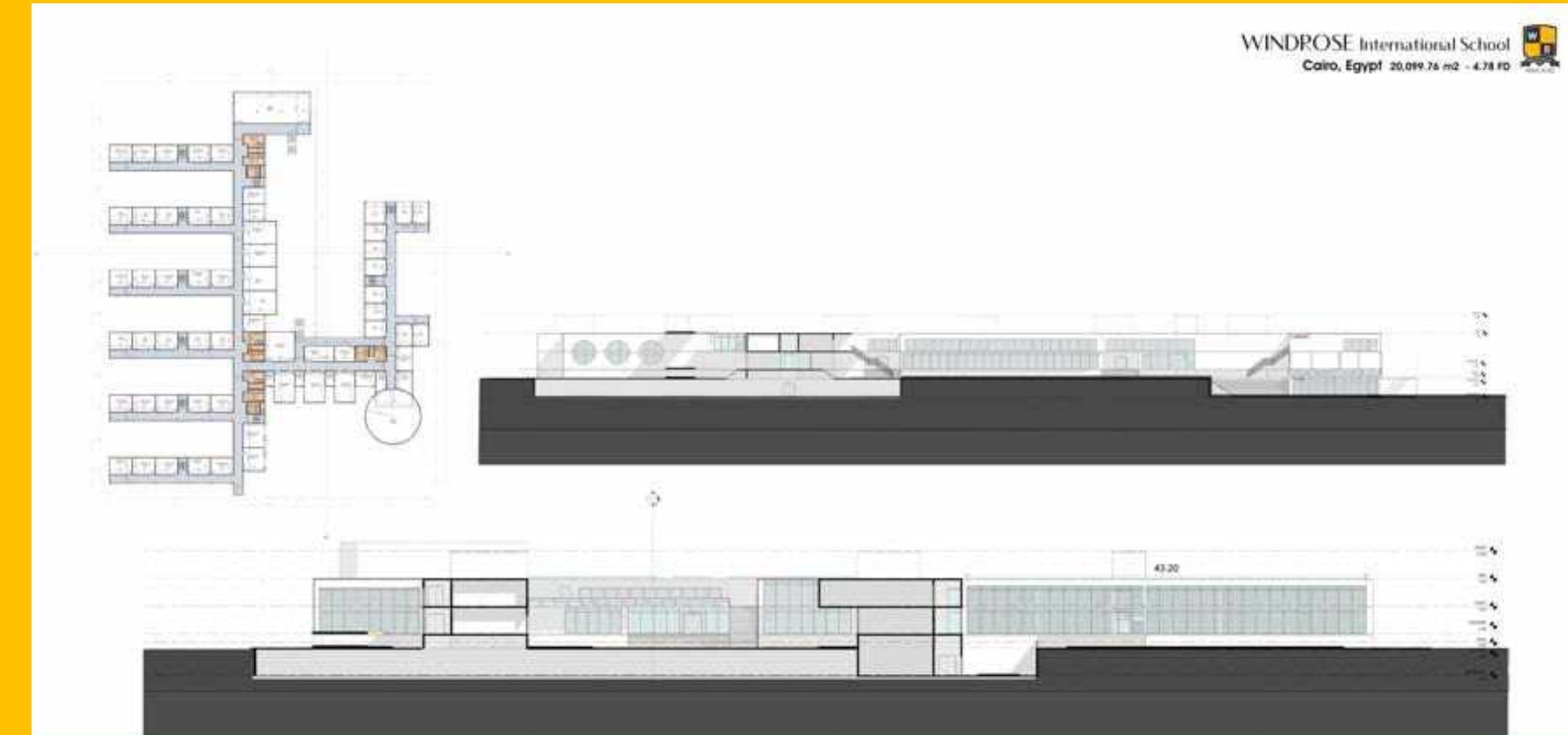


# WindRose International School

Shiekh zayed, Cairo



3D SECTIONS



LONGITUDINAL SECTIONS





20 Rethinking  
21 The Future  
Awards  
**WINNER**  
awards.re-thinkingthefuture.com

# SAHARA SCHOOL

New Administrative Capital, Cairo, Egypt

<https://cubeconsultants.org/portfolio/sahara-international-school/>





# SAHARA SCHOOL

New Administrative Capital. Cairo, Egypt

Year: 2018

Client: SAHARA INTERNATIONAL SCHOOLS

Land area: 16,162 m<sup>2</sup>

Building area: 40%



<https://cubeconsultants.org/portfolio/sahara-international-school/>



Concept:

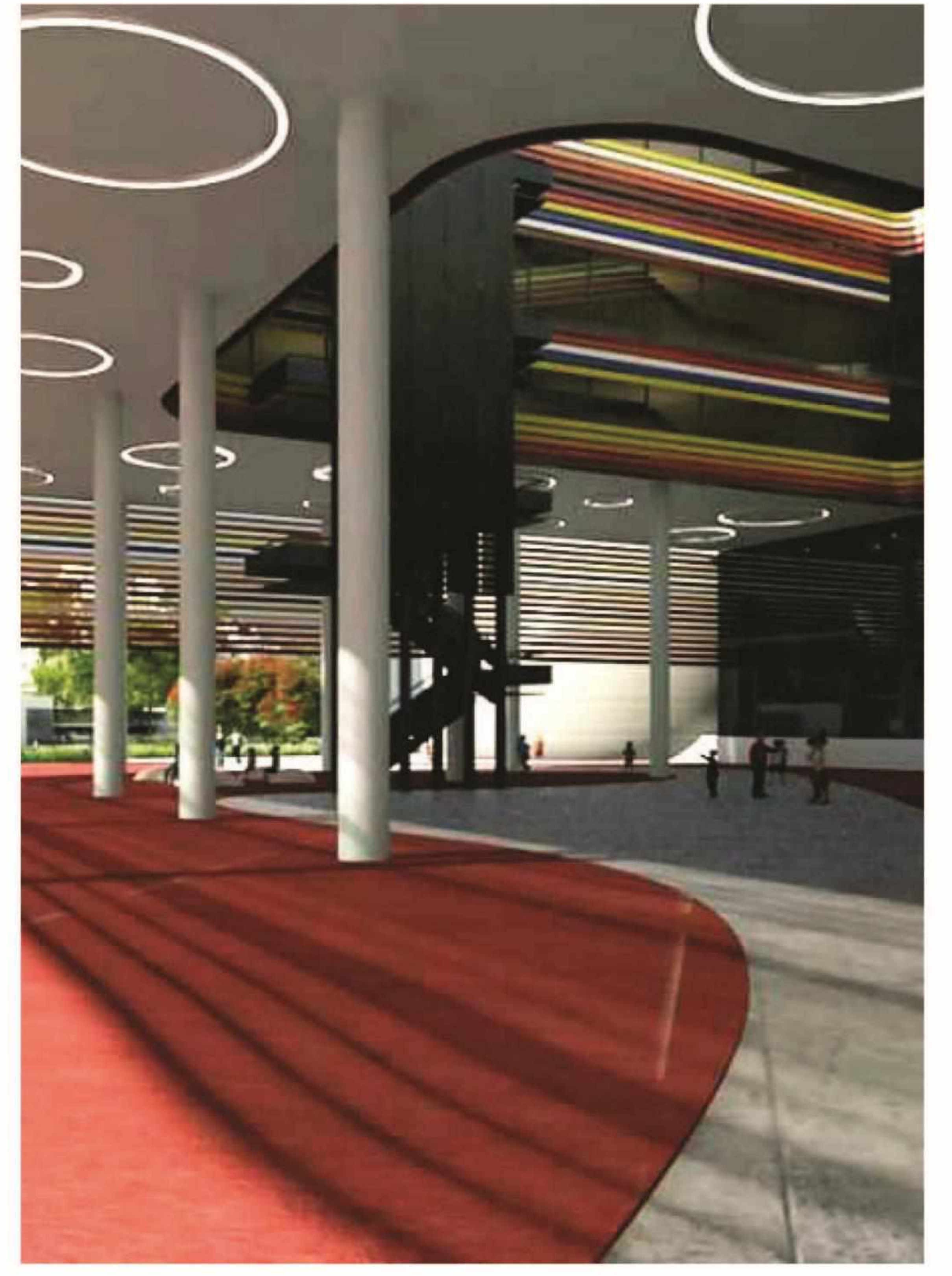
The flow of knowledge demolish stones that represent the old regulations and traditions make it dynamic, simple for the new capital

New environment for schools in Egypt dynamic simple modern high Tec, Attracting new generation, by many creative activates, the flow of knowledge connects all ages and generations.

Sahara International School is a new cultural building built in New Administration Capital, Located on the Oasis It is the First Smart & Sustainable performing School in the new capital,











TYPE: Educational

CLIENT: Mediterranean University

YEAR: 2015

AREA: 190,827 m<sup>2</sup> or 45 FD

The Mediterranean coast is home to some of the most beautiful ancient cities in the world. These well-preserved coastal cities have a captivating medieval atmosphere. There are magnificent Venetian palaces, museums, a wealth of art and architecture. The nature in its loveliest, most scenic guise. These cities are full of fabulous art and colors, that was taken into consideration through the design process, each faculty has specific color that specifies the Mediterranean atmosphere.







Mission

1. Providing world-class educational and research services.
2. Graduates students are fully equipped to fit labor market to achieve the highest personal and professional standards.
3. To strengthen and consolidate scientific research and innovation through learning and developing the latest global research mechanisms findings
4. Team work and cooperation between the university, state institutions, the private sector and civil to determine the needs of society and keep pace with aspirations.
5. The university is smart, sustainable and vibrant and interacts with the community
6. The idea of the proposed plan is to create a center that will integrate the society into the university through the work of a university center, commercial and administrative activities
7. To enjoy the city residents as well as students.







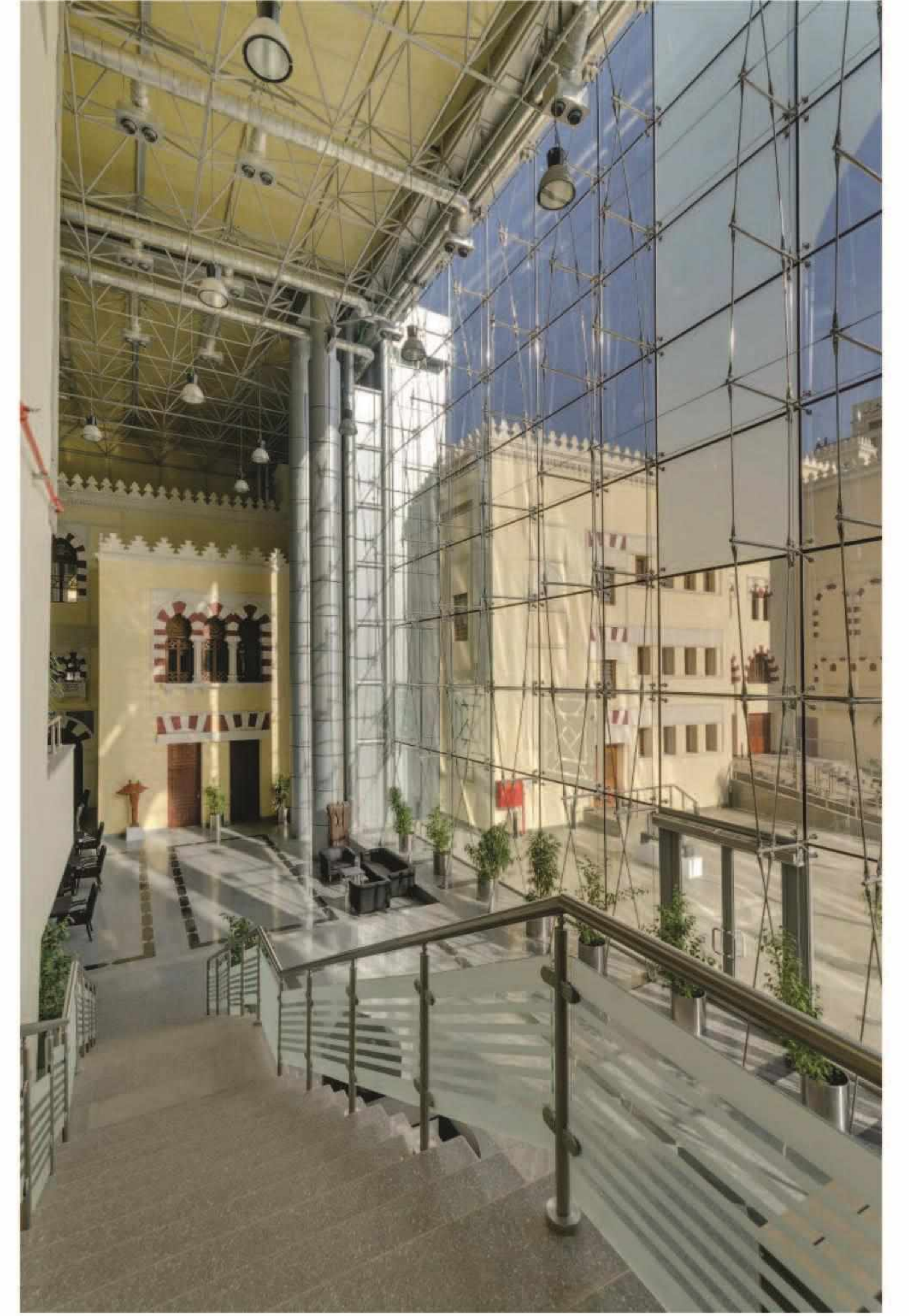
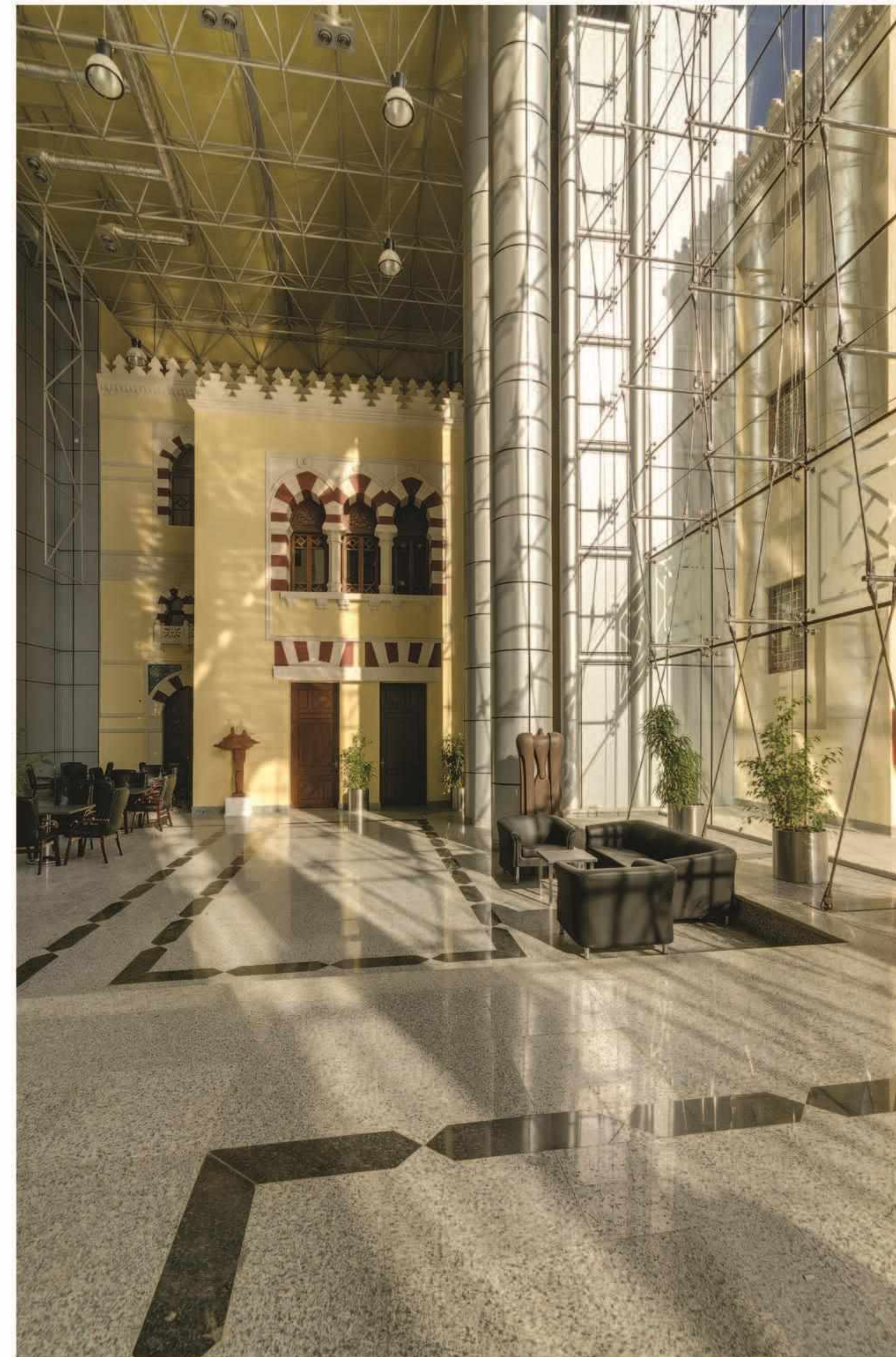




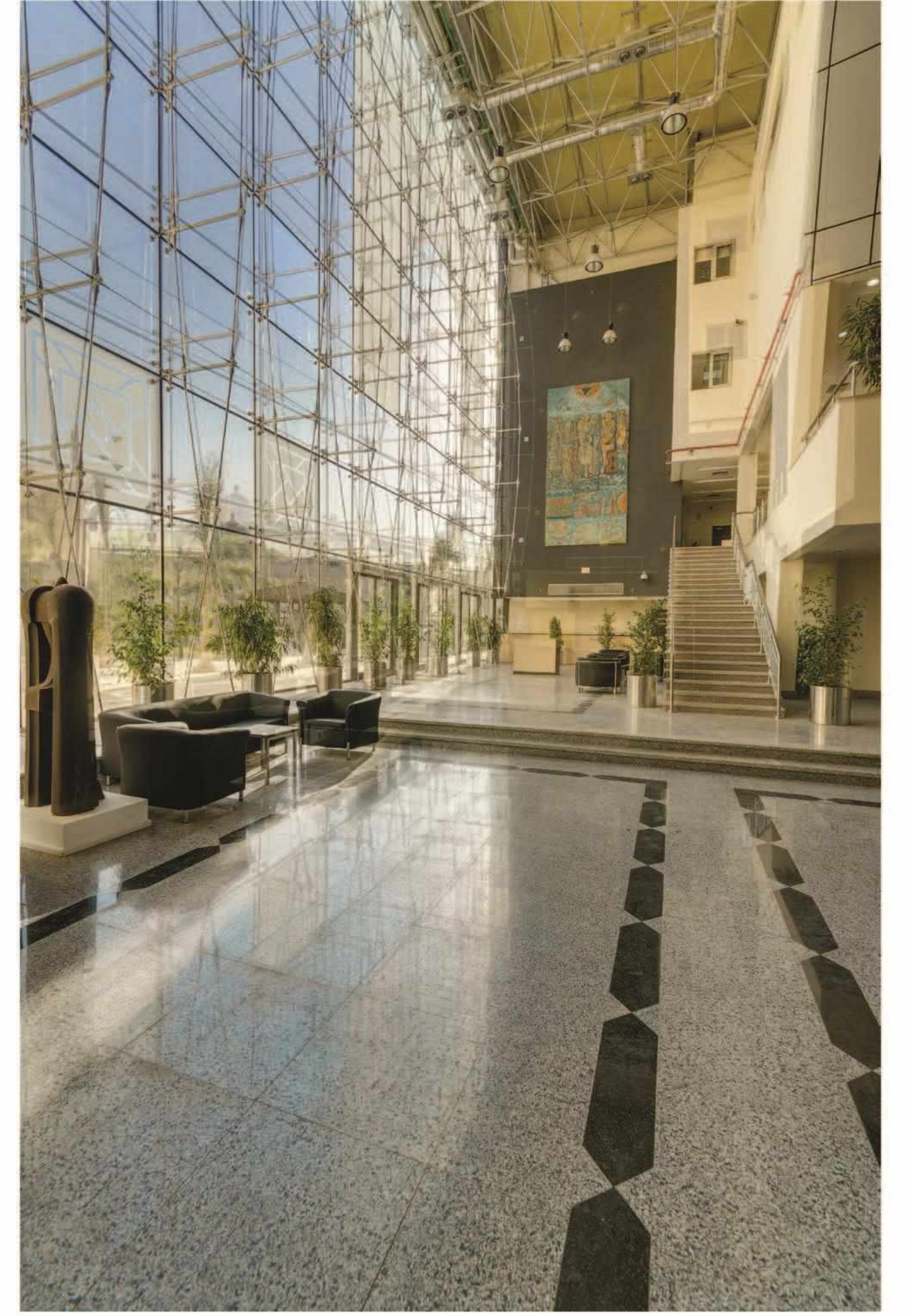
# NATIONAL THEATER CAIRO, EGYPT

TYPE: Public Entertainment  
CLIENT: Ministry of Culture, Theater Artistic House  
YEAR: 2012  
AREA: 2,000 m<sup>2</sup>

The Opera and Ataba Squares witness prosperous urban culture. Due to an in-homogeneous prospect, an aim of development is uprising along with historic conservation of Opera and Ataba Squares' area, to be a cultural, recreational, and commercial spot. The fulfillment of this goal will be an important step in realizing the government's vision for Greater Cairo while once again drawing the world's attention to the unique history, architecture and urbanism of this central zone. The Gateway's design concept is reusing and redeveloping the historical pattern of old Cairo Opera House to regain the spirit and glory of the past. The embraced tower reflects the Opera Gateway and the surroundings, emphasizing their importance.











**NATIONAL THEATER** CAIRO, EGYPT



# AL AZHAR LIBRARY

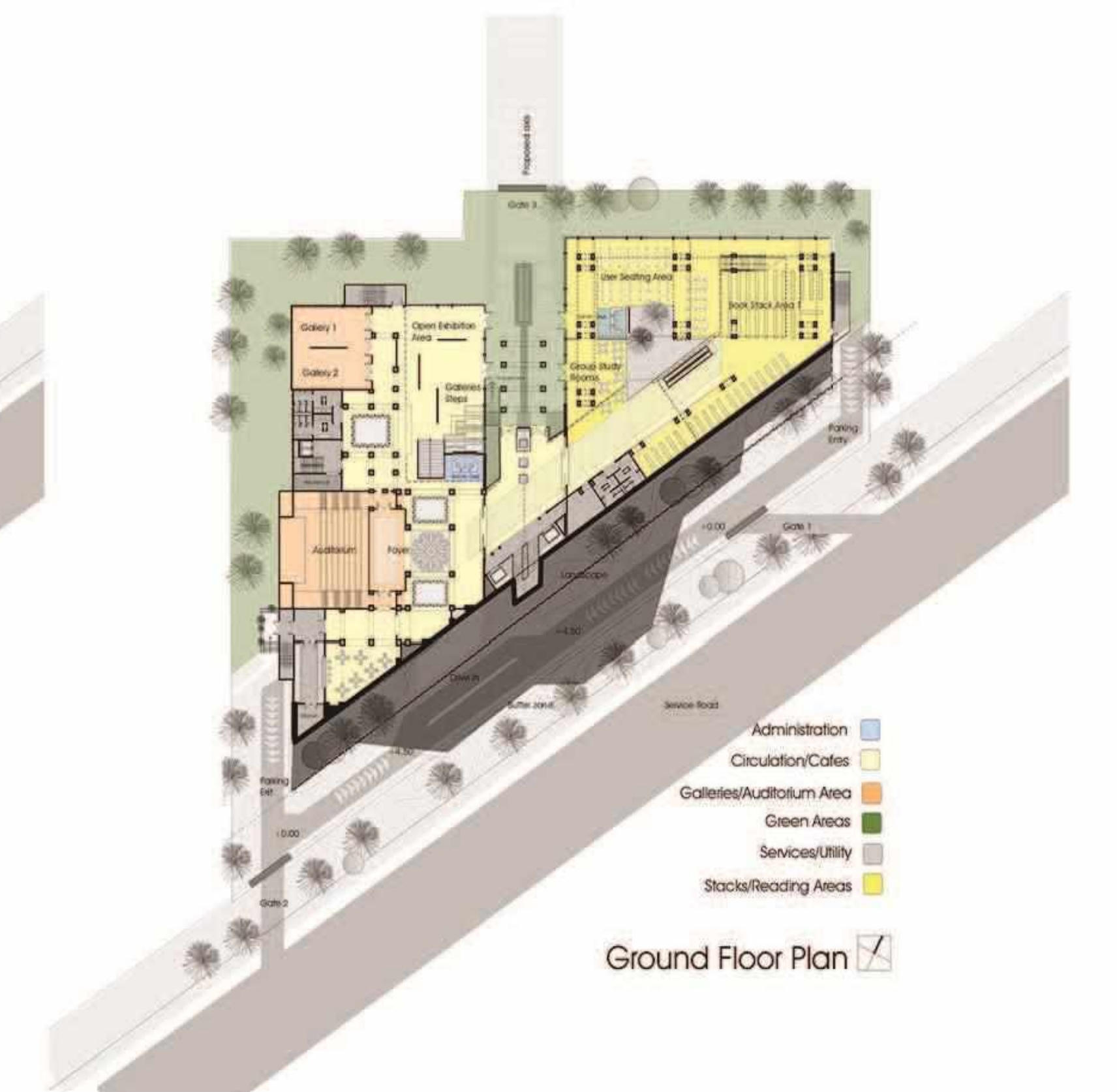
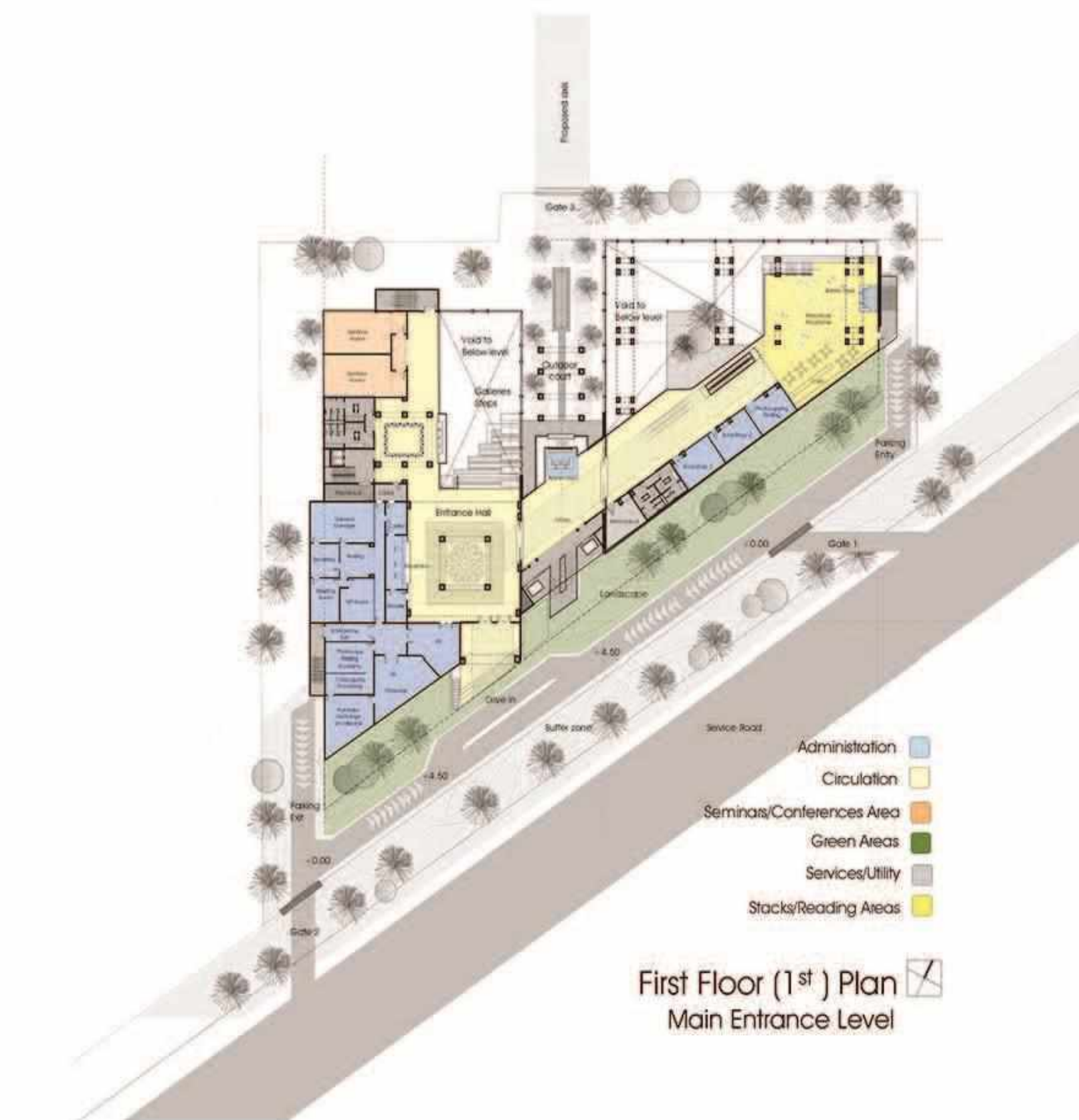
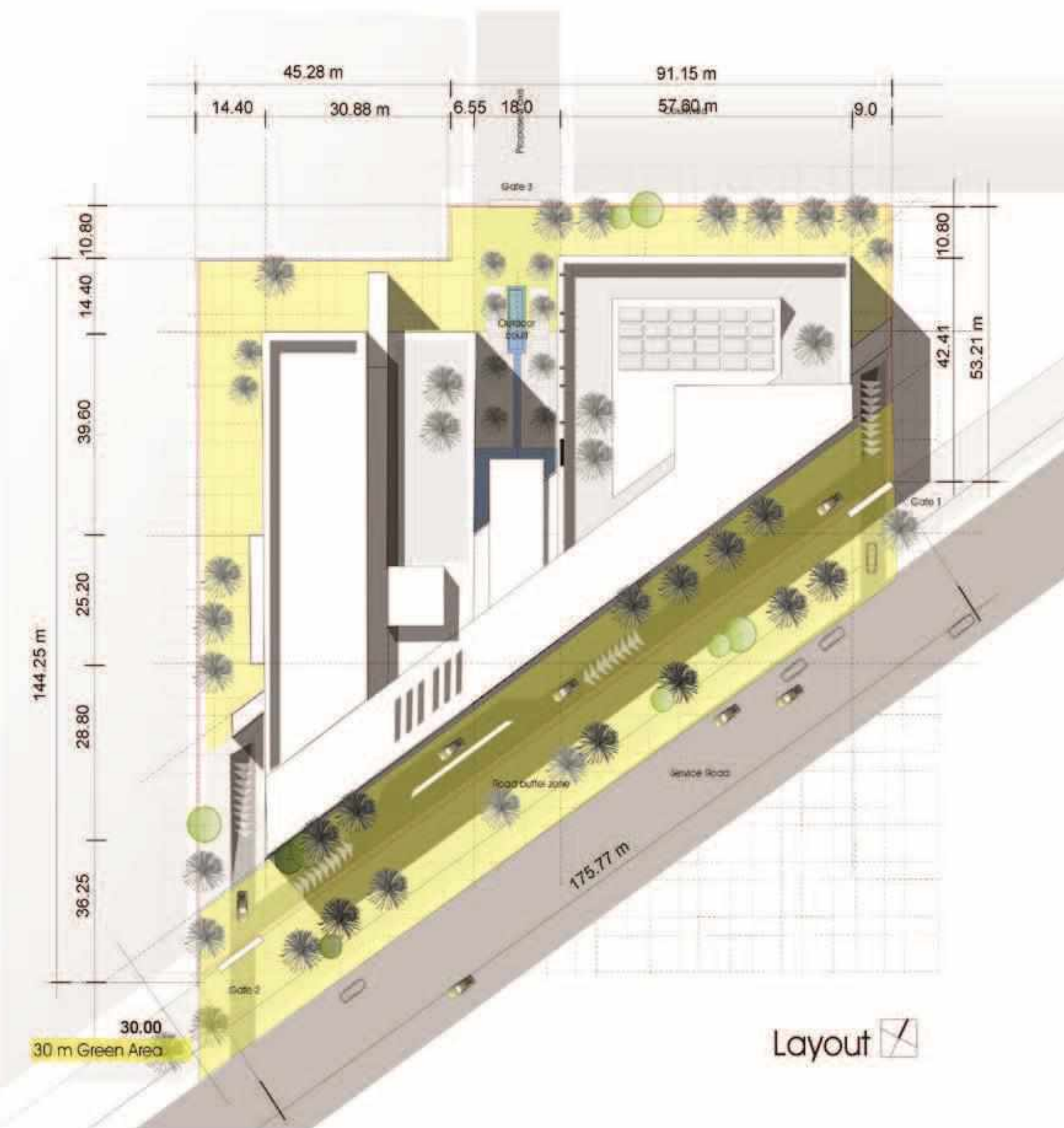
CAIRO, EGYPT



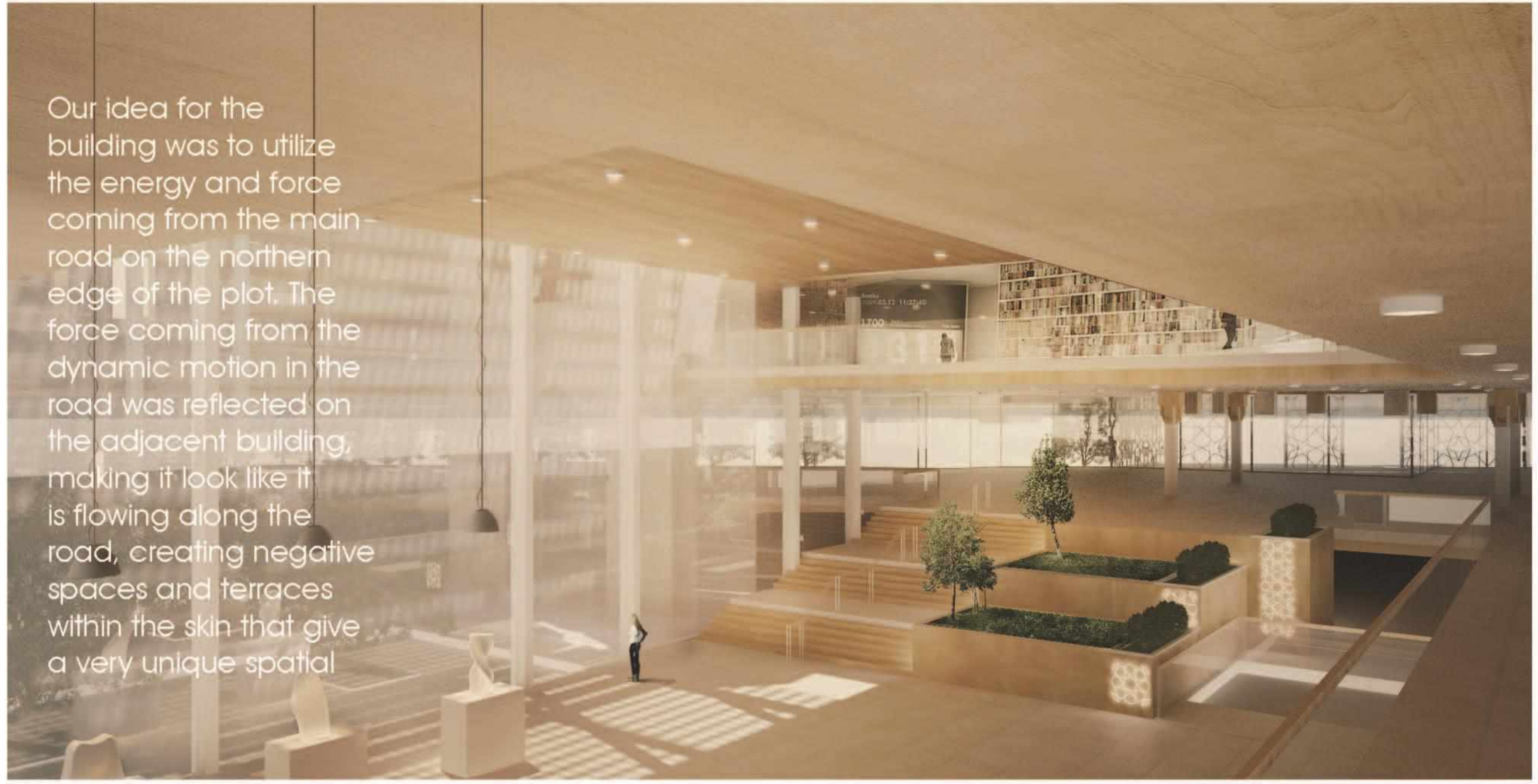
Client: Al-Azhar Al-Sharif  
Location: Cairo, Egypt  
Plot Area: 13,900 m<sup>2</sup>



Our aim for the design has been to create a building that reflects to the role of Al Azhar as a centre for Islamic education and culture uniquely and represent it in a contemporary image. Our proposal is designed to be inclusive with a developed sensitivity to the integration of the past and the celebration of the new. In a challenging conventional thought on the use of space, we achieve innovative contemporary design that interprets familiar, traditional building types in a new cultural and social paradigm, and endeavor to achieve environmental mindfulness.








Our idea for the building was to utilize the energy and force coming from the main road on the northern edge of the plot. The force coming from the dynamic motion in the road was reflected on the adjacent building, making it look like it is flowing along the road, creating negative spaces and terraces within the skin that give a very unique spatial







Our scheme addresses its goal by creating a unique design for Al-Azhar as part of the rethinking of a very vibrant precinct in the heart of Cairo within its community. This new library resembles much more than just a place for books. It is a place to learn, meet, and explore the vital heritage and most ultimately, a place to be an investment in a true public building.

We have addressed the four key challenges of the project: Salah Salem Road, Azhar's Islamic heritage, innovation and fulfilling spatial requirements. Our proposal offers a potential for a new sense of public space derived out of a design that celebrates learning as 'integrating environmentally and socially sustainable initiatives within an intimate intimate space'.

The Azhar Library as a public square provides a unique feature to the area and merges the boundary of interior and exterior space in a new way that allows for public interaction and introvert privacy. It provides an introvert place for the community as a landscape extension of the building to create a special and highly usable new addition to the public domain.

Together, the outdoor market area that makes one wander through space, and then the journey through the covered entrance, into that even more massive covered space with water elements, landscape and flying stairs, make the building a very graceful spiritual place, where one feels attached to and comfortable in.



# BELKAD MOSQUE

New Cairo, Egypt

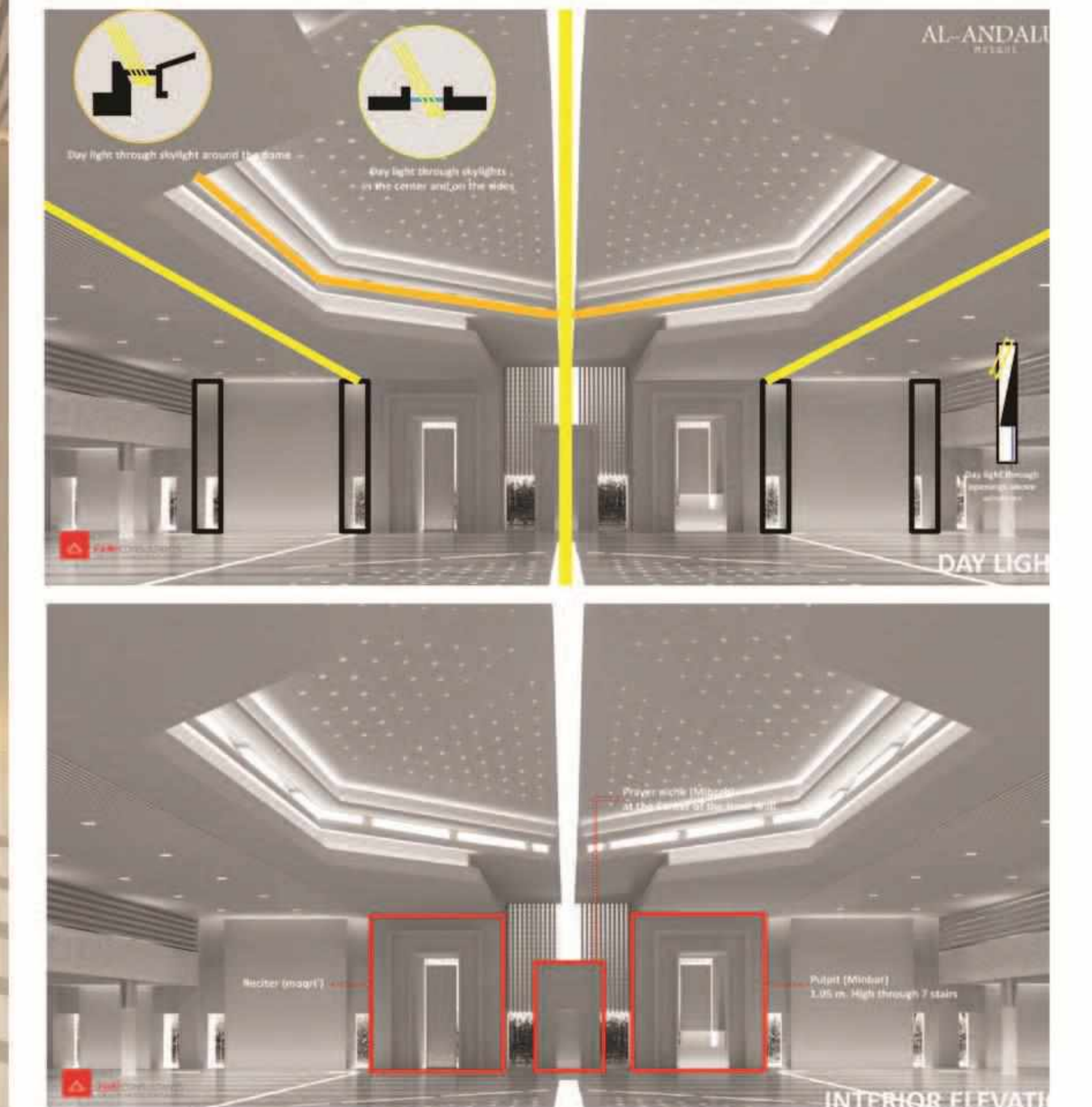
It takes vision and courage to create -  
it takes faith and courage to prove.

Owen D. Young





Conceptually, the objective of the design is to allow worshippers to feel the presence of God while praying. Therefore, each element was carefully designed to amplify the spiritual and aesthetic sense of the space.







**07**

# **INDUSTRIAL & TRANSPORTATION**

**SELECTED PROJECTS**



# Saudi Korean Industrial village

Jazan, KSA







**Conclusion:**

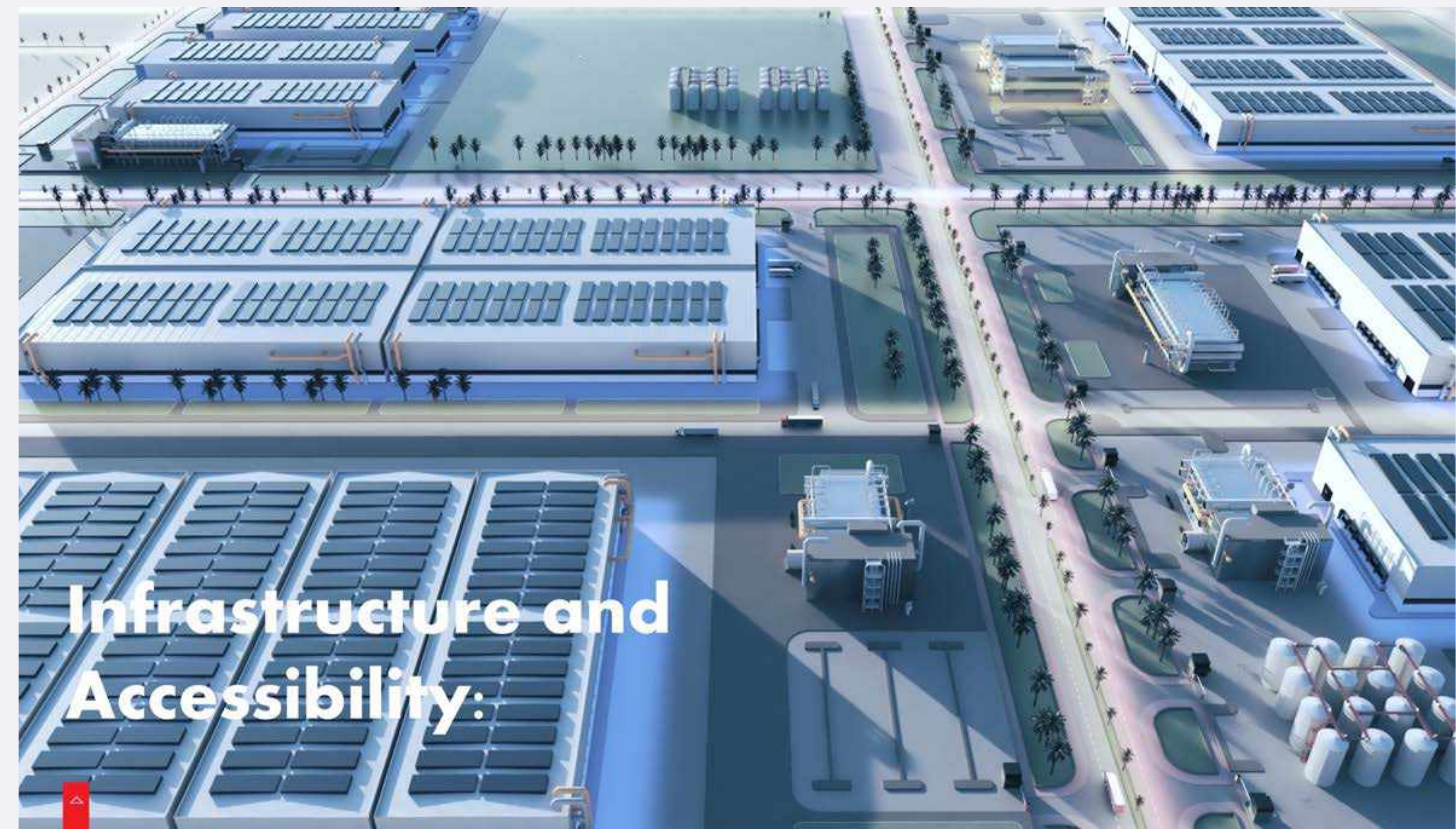
The urban planning of the industrial park is a testament to a holistic approach to industrial development. It balances the demands of high-efficiency production with the necessities of environmental stewardship and social responsibility. This industrial park is not just a collection of buildings and machinery but a living, breathing ecosystem that is poised to thrive well into the future.



**Sustainability Focus:**

The urban planning of this industrial park, masterfully designed to cater to the needs of a 21st-century manufacturing hub, represents a blend of functionality, sustainability, and community wellness. The layout is strategically tailored to facilitate efficient industrial operations while fostering an environment conducive to innovation and growth.

**Zone Integration:**  
The industrial park is meticulously segmented into zones based on the nature of the industrial activities, with careful consideration given to logistics, environmental impact, and worker accessibility. Heavy manufacturing plants are situated to minimize their influence on the park's lighter commercial and research areas, ensuring operational harmony.



**Infrastructure and Accessibility:**



**Operational Harmony:**  
The design ensures that heavy machinery and transport vehicles are strategically placed to minimize disruption to the surrounding industrial zones, maintaining a smooth flow of operations.



**Visual Dynamics:**  
The design uses a color palette of blues and greys to create a clean, industrial aesthetic, while the strategic placement of pipes and machinery adds a sense of depth and complexity to the overall visual experience.



**Sustainable Design:**

In an era where sustainability is paramount, the office building stands as a beacon of eco-friendly design. The pipes play a pivotal role in natural climate control, reducing the dependence on energy-intensive air conditioning and thus aligning with Saudi Arabia's commitment to environmental stewardship.





# TARBOUL INDUSTRIAL CITY

GIZA - EGYPT

1. Handcraft environmental industries
2. Industrial zone for hydroponic plants
3. Medium and small industries
4. Industrial land dedicated to the armed forces
5. Marble Industries
6. Building Materials Industries
7. Industrial Investors Area
8. Administrative Services
9. Regional Services
10. Community Services
11. Mountain zone for renewable power plants
12. Treatment plant land
13. Residential activity
14. Green belt and green areas
15. Tree forests



SMART SUSTAINABLE CITY



## TARBUL INDUSTRIAL CITY

109.65 Km2 / 26,106.64 FD

1. Handcraft environmental industries
2. Industrial zone for hydroponic plants
3. Medium and small industries
4. Industrial land dedicated to the armed forces
5. Marble Industries
6. Building Materials Industries
7. Industrial Investors Area
8. Administrative Services
9. Regional Services
10. Community Services
11. Mountain zone for renewable power plants
12. Treatment plant land
13. Residential activity
14. Green belt and green areas
15. Tree forests

Conceptual Draft Master Plan



## مدينة طربول الصناعية

109.66 Km2 / 26,111.82 FD

### مدينة ذكية

ستكون مدينة طربول أول مدينة صناعية ذكية بالكامل في مصر والمنطقة من خلال تبني الجيل الرابع من الثورة الصناعية حيث إنها تعتمد على ميكنة جميع أنشطة المدن الصناعية، بما في ذلك منشآت المصانع.

تغطي المدينة بأكملها شبكة المعلومات الذكية التي يسيطر عليها مبنى مركزي لكل منطقة صناعية وسيتم تحويلها إلى مبنى رئيسي يسيطر على المدينة بأكملها.

ستقدم المدينة الأنظمة الذكية كما حددتها الأمم المتحدة:

- المبانى الذكية.
- التنقل الذكي.
- الطاقة الذكية.
- المياه الذكية.
- إدارة النفايات الذكية.
- الصحة الذكية.

### SMART SUSTAINABLE CITY

The Main stream that will be used in a futuristic city

#### Sustainable City

- 50% of energy using solar and renewable energy
- 100% of irrigation water consumption from wastewater treatment
- Recycling management system in all over the city, and using as an energy source
- Wind turbans using on the top of the mountains



### مدينة طربول الصناعية

### مدينة طربول الصناعية

109.66 Km2 / 26,111.82 FD

### مدينة الاقتصاد دائري

#### The Circular Economy City

الاقتصاد الدائري هو الإطار الفهمي للتنمية المستدامة. هدفها هو إنتاج السلع والخدمات وفي نفس الوقت تقليل استهلاك وهدار المواد الخام ومصادر الطاقة والمياه. إنه يتعلق بتنفيذ اقتصاد حديد دائري وليس خطي استناداً إلى مبدأ "إغلاق الحلقة" لدورات حياة المنتجات والخدمات والنفايات والمواد والمياه والطاقة.

### مدينة طربول الصناعية

109.66 Km2 / 26,111.82 FD

### مدينة صالحة للعيش

حيث تبلغ مساحة المدينة حوالي 26,000 فدان. ستقدم مكونات أو مدينة كاملة تبدأ من السكن وتنتهي بوجهات سياحية وترفيهية مع جميع الخدمات التي يجب أن تتوفر للمدينة للحفاظ على هذه المساحة الكبيرة من الأرض.

الاعتماد الرئيسية التي ستعتمد عليها لاجل مدينة طربول مدينة صالحة للعيش:

- مساكن بأسعار معقولة للعمال وأسرههم
- مناطق ترفيه
- الجهات التعليمية المختلفة لخدمة الصناعات القائمة في المدينة.
- وجهة سياحية باستخدام جبل طربول كعلامة جذب سياحي

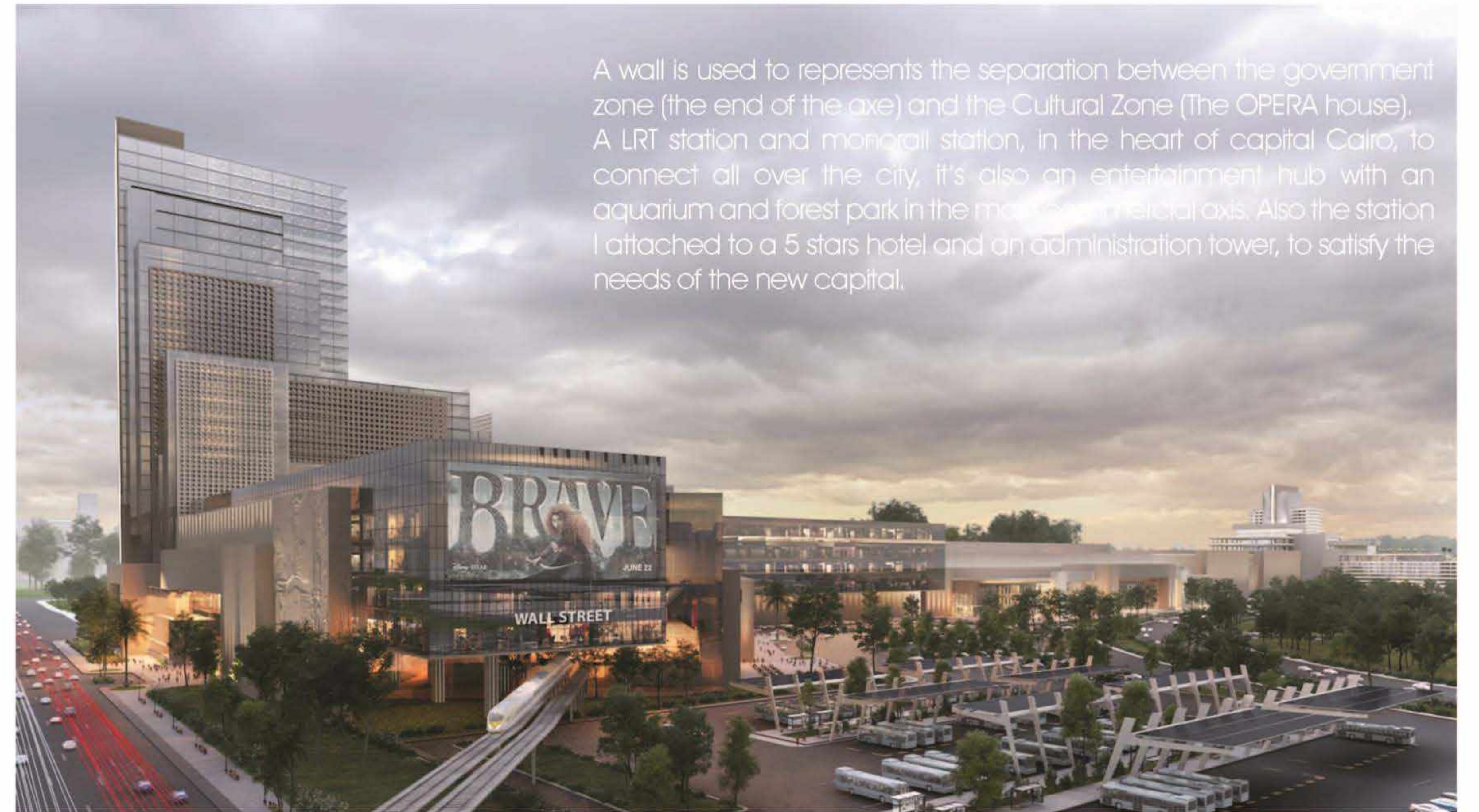
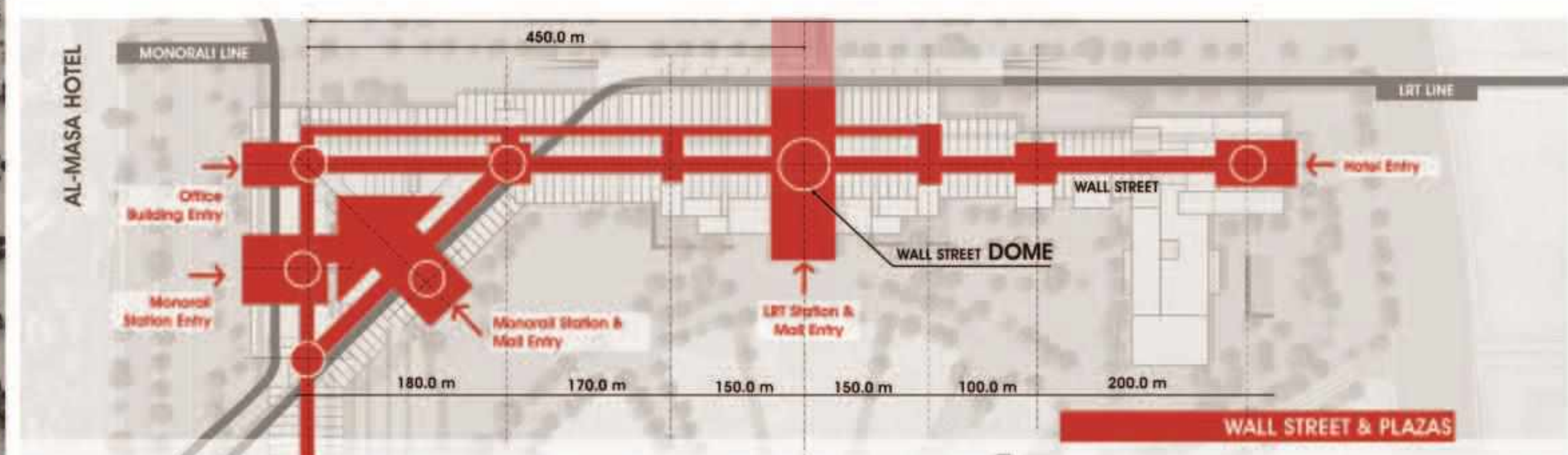
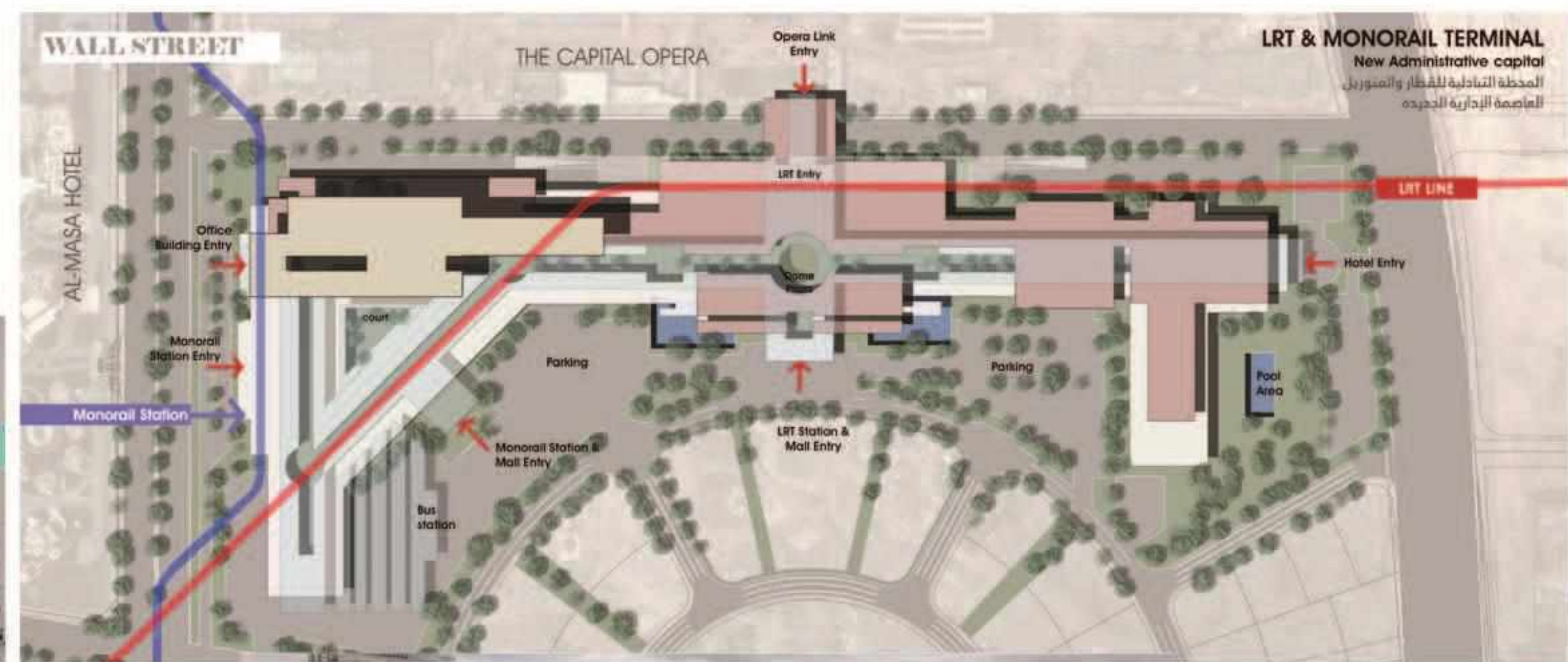




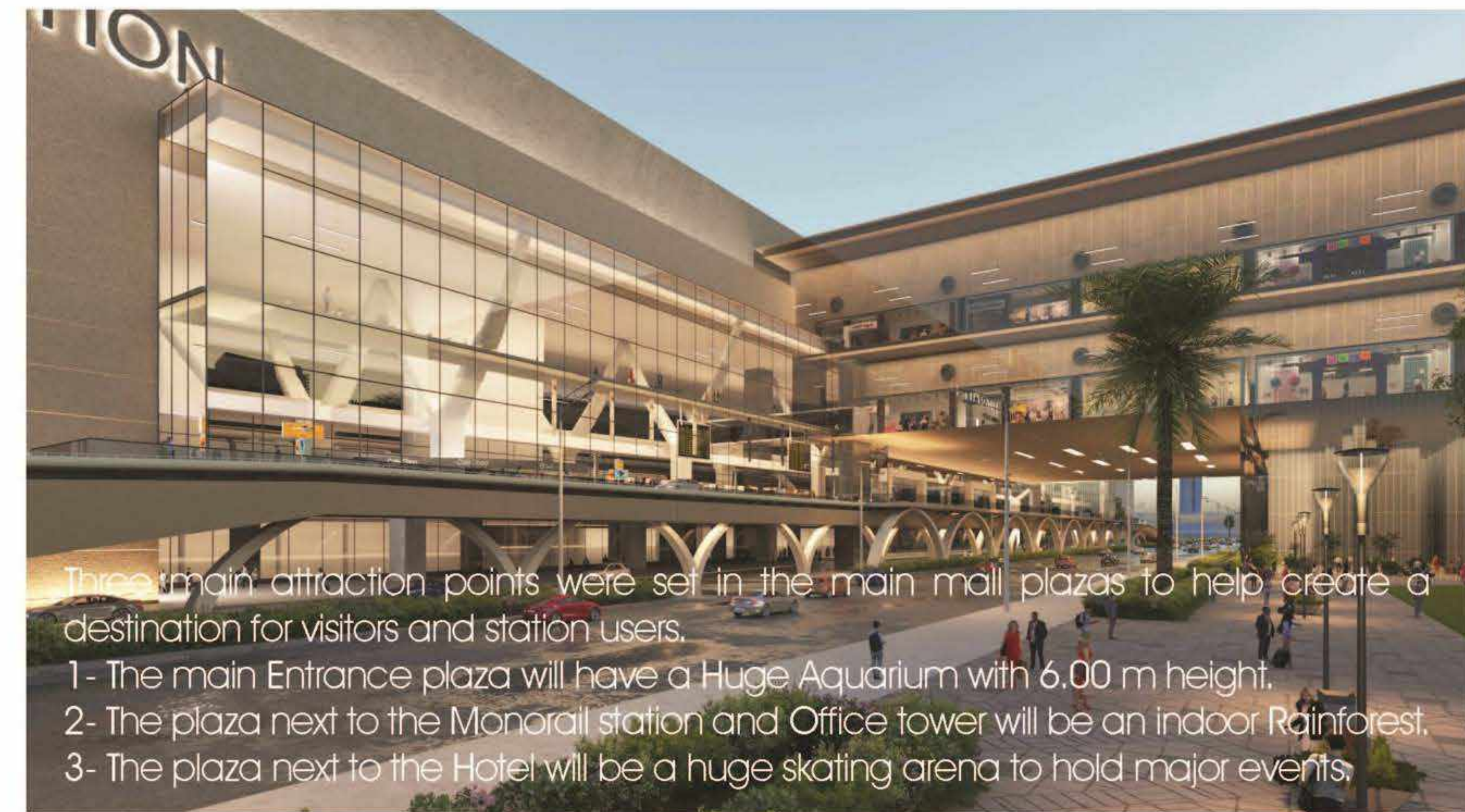




Client: Ministry of Transportation  
 Design Date: 2019  
 Client: Ministry of Transportation  
 Plot Area: 90 FD- 378,000 m<sup>2</sup>







Three main attraction points were set in the main mall plazas to help create a destination for visitors and station users.

- 1- The main Entrance plaza will have a Huge Aquarium with 6.00 m height.
- 2- The plaza next to the Monorail station and Office tower will be an indoor Rainforest.
- 3- The plaza next to the Hotel will be a huge skating arena to hold major events.

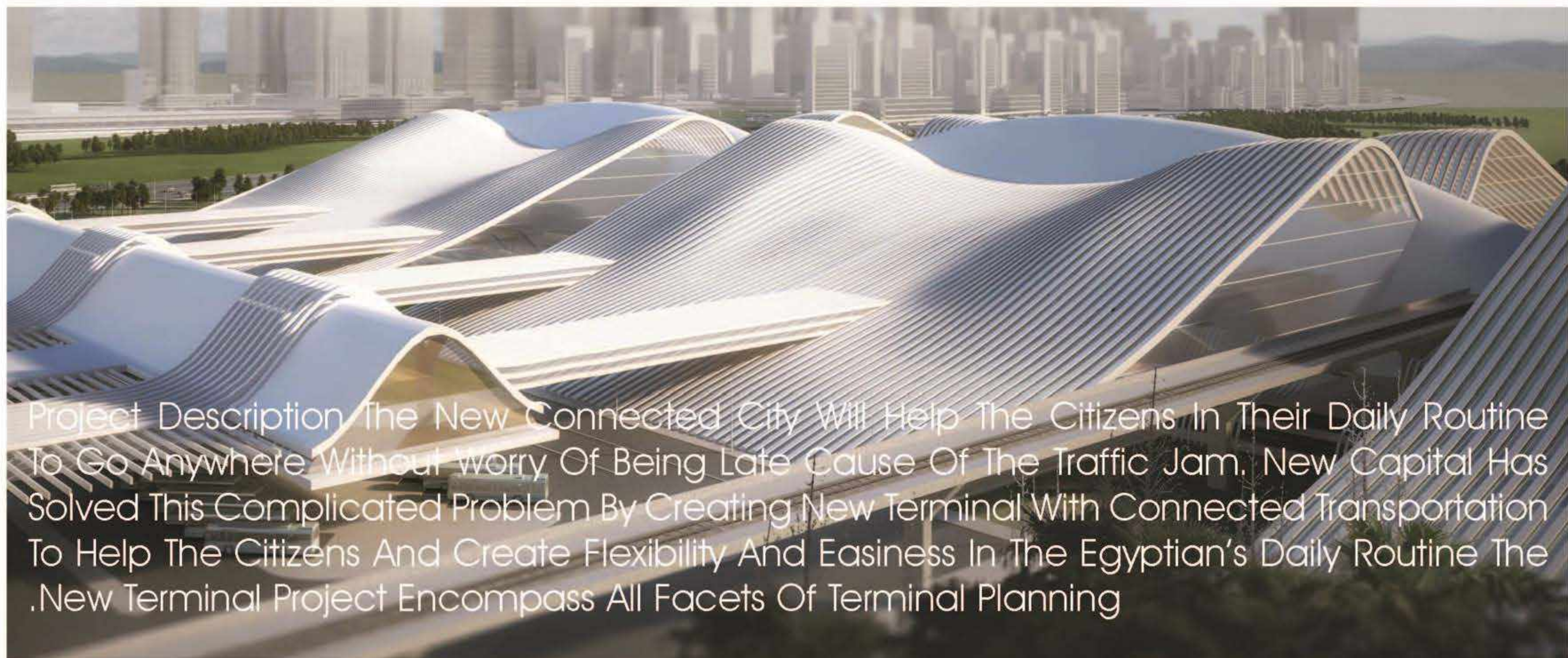




# THE CAPITAL TERMINAL

THE NEW ADMINISTRATIVE CAPITAL, CAIRO- EGYPT

2018 :Year  
 Location: Giza, Egypt  
 Client: Ministry of Transportation  
 m2 154,600 :Plot Area



Project Description The New Connected City Will Help The Citizens In Their Daily Routine To Go Anywhere Without worry Of Being Late Cause Of The Traffic Jam. New Capital Has Solved This Complicated Problem By Creating New Terminal With Connected Transportation To Help The Citizens And Create Flexibility And Easiness In The Egyptian's Daily Routine The .New Terminal Project Encompass All Facets Of Terminal Planning



**THE Capital TERMINAL**  
 THE CAPITAL CAIRO

- 1. The Terminal (103,680 FD)
- 2. High-speed rail (45,120 FD)
- 3. The monorail (3,000 FD)
- 4. Car parking (83,500 FD)
- 5. Bus stations (60,350 FD)
- 6. Stores and Hangars (20,000 FD)

**Terminal Plot area : 148, 800 m2**  
 Site Plot Area:  
 110 FD/ 462,067.6 m2





From Classifying Existing Facilities, To Establishing Terminal Layouts and Operational Concepts for Capable Use of Assets Within the Terminal (Commercial Facilities, Entertainment, Shopping,). Our Goal Is To Enhance the Function of Terminal Buildings, Guaranteeing Long-Term Utilization and Transportation

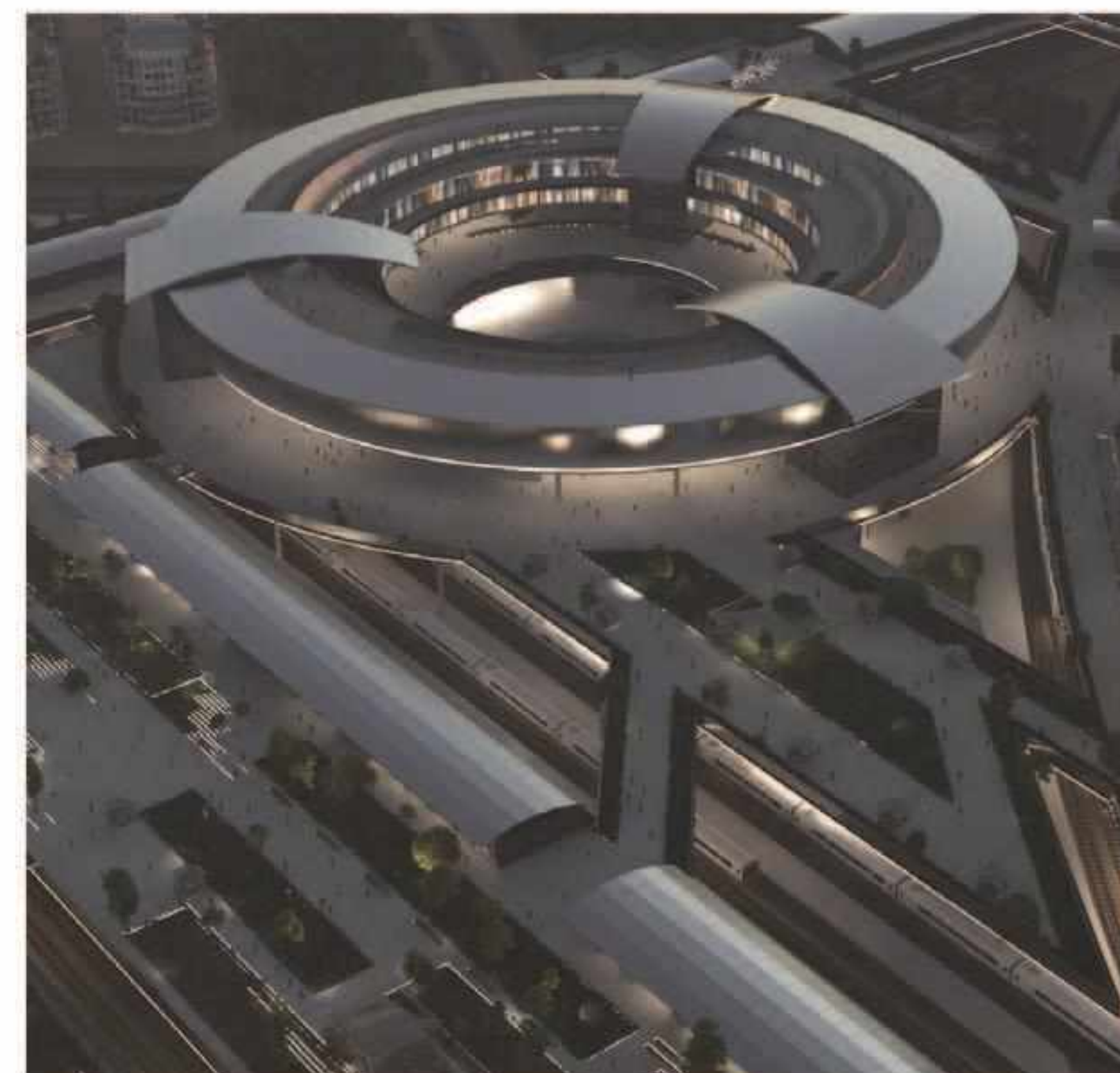




The Giza bashteel Station has a strong civic element, acting as a new landmark with an immediate sense of arrival, The station in a very unique location, it connects all over Egypt upper, lower and great Cairo, The interior of the hall is almost like a forest, with leaning steel columns supporting a giant floating roof and lifting up light glass panels to bring in natural daylight into the building and a glimpse of the city even from the lower levels of the station



2018 :Year  
Location: Giza, Egypt  
Client: Ministry of Transportation  
m2 154,600 :Plot Area





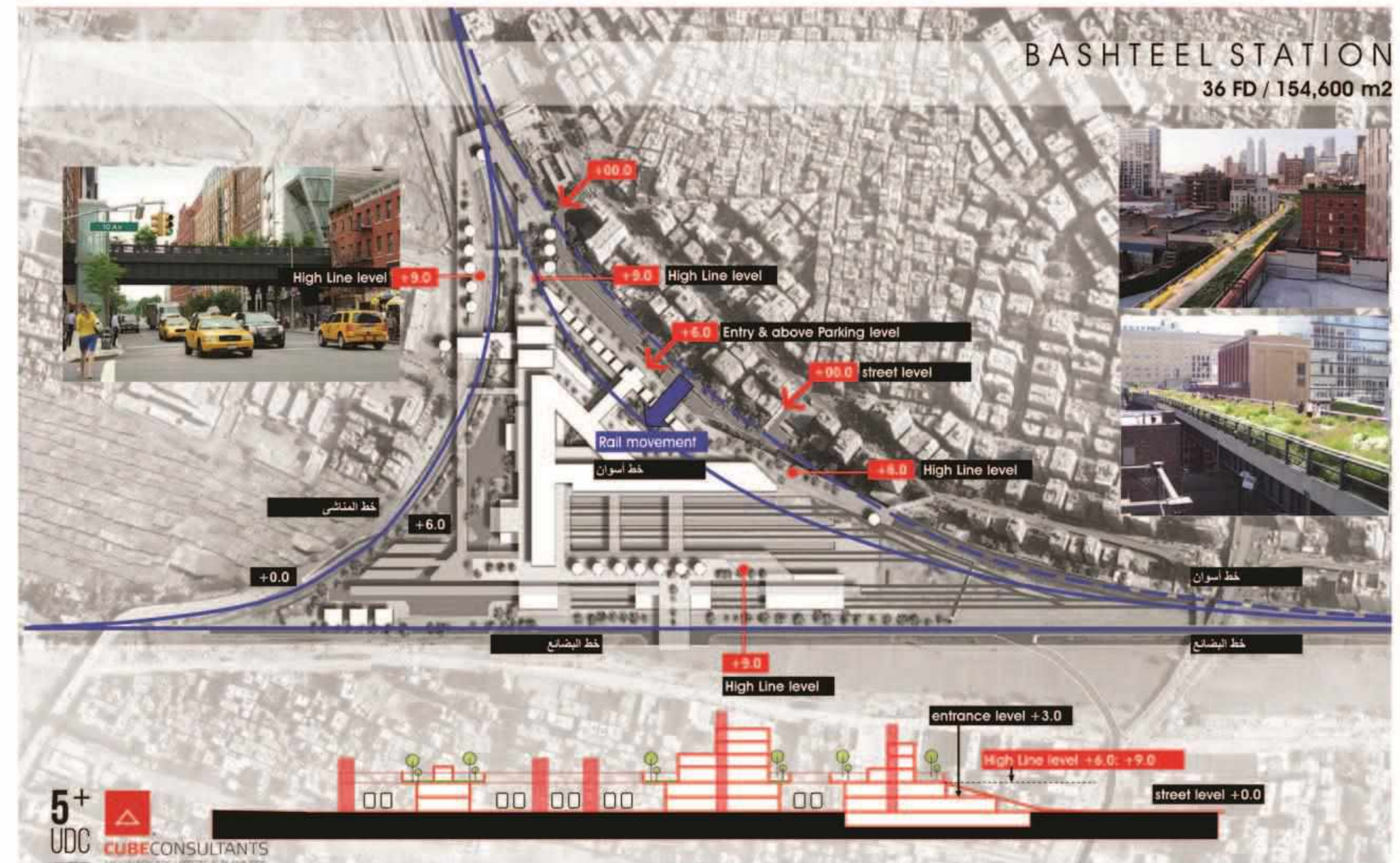


### محطة بشتيل

- المساحة: 147,188 m<sup>2</sup>
- المساحة المسطحة: 19,233 m<sup>2</sup>
- المساحة الترابية: 53,406 m<sup>2</sup>
- المساحة الترابية: 13,657 m<sup>2</sup>
- حراج السيارات: 146,056 m<sup>2</sup>
- مساحة المقاعد: 25,248 m<sup>2</sup>
- مساحة التسوق: 11,252 m<sup>2</sup>
- المسكن: 7,499 m<sup>2</sup>
- مساحة أرض التراب: 154,600 m<sup>2</sup>



المساحة التجارية: 19,446 m<sup>2</sup>  
 مساحات المشي القابل للترويج: +12,000

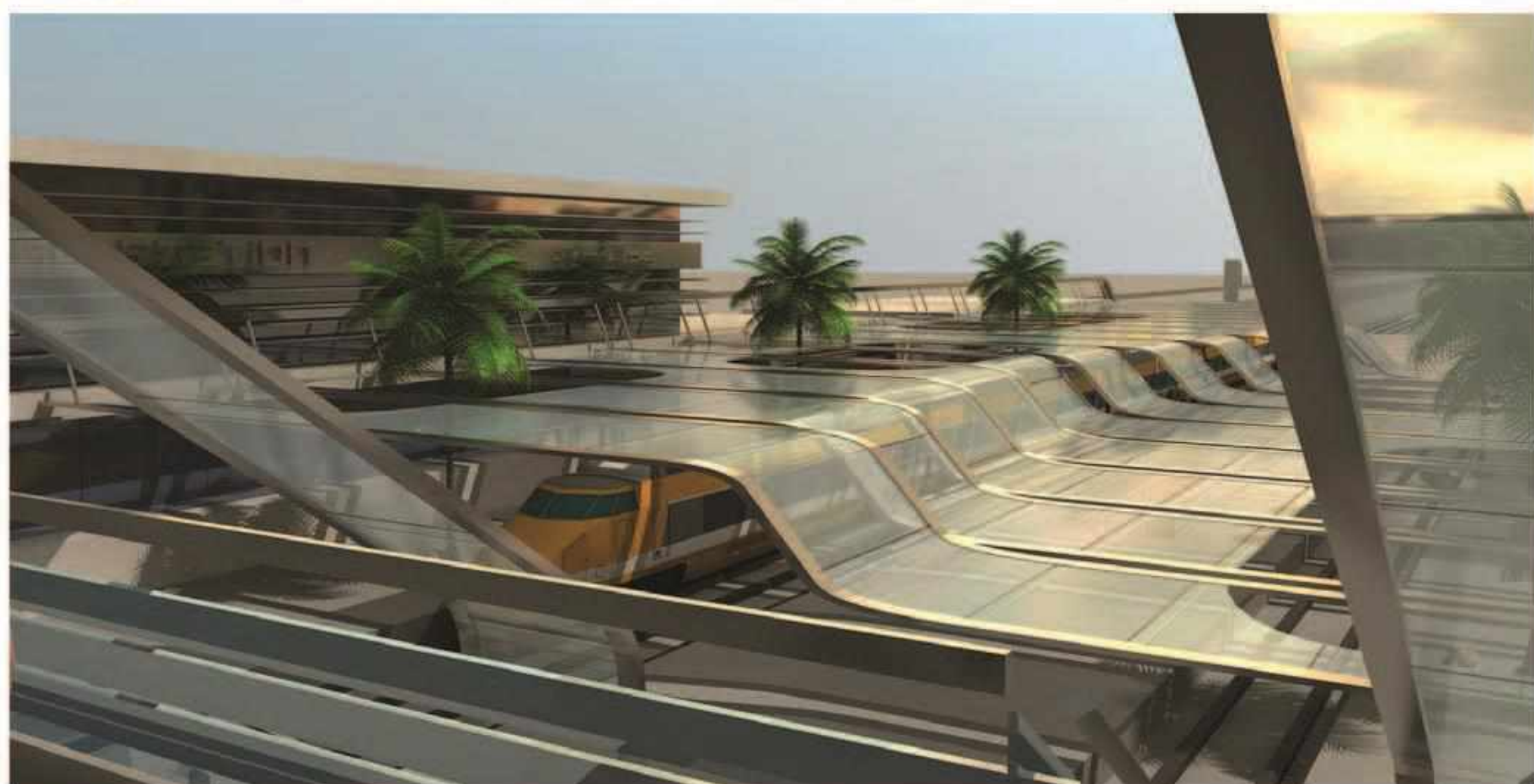
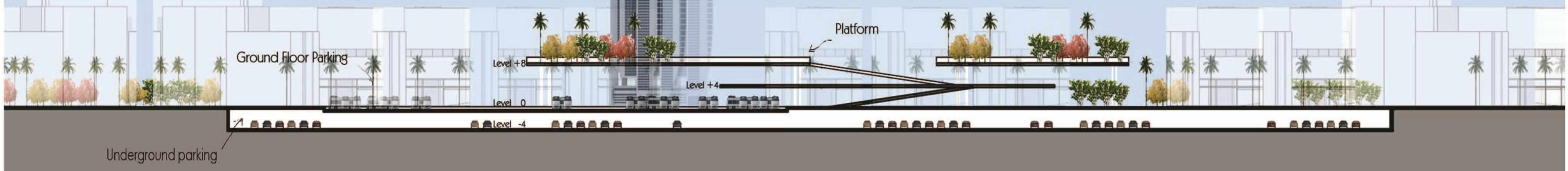




# RAMSEES SQUARE DEVELOPMENT

CAIRO - EGYPT

Hotel →





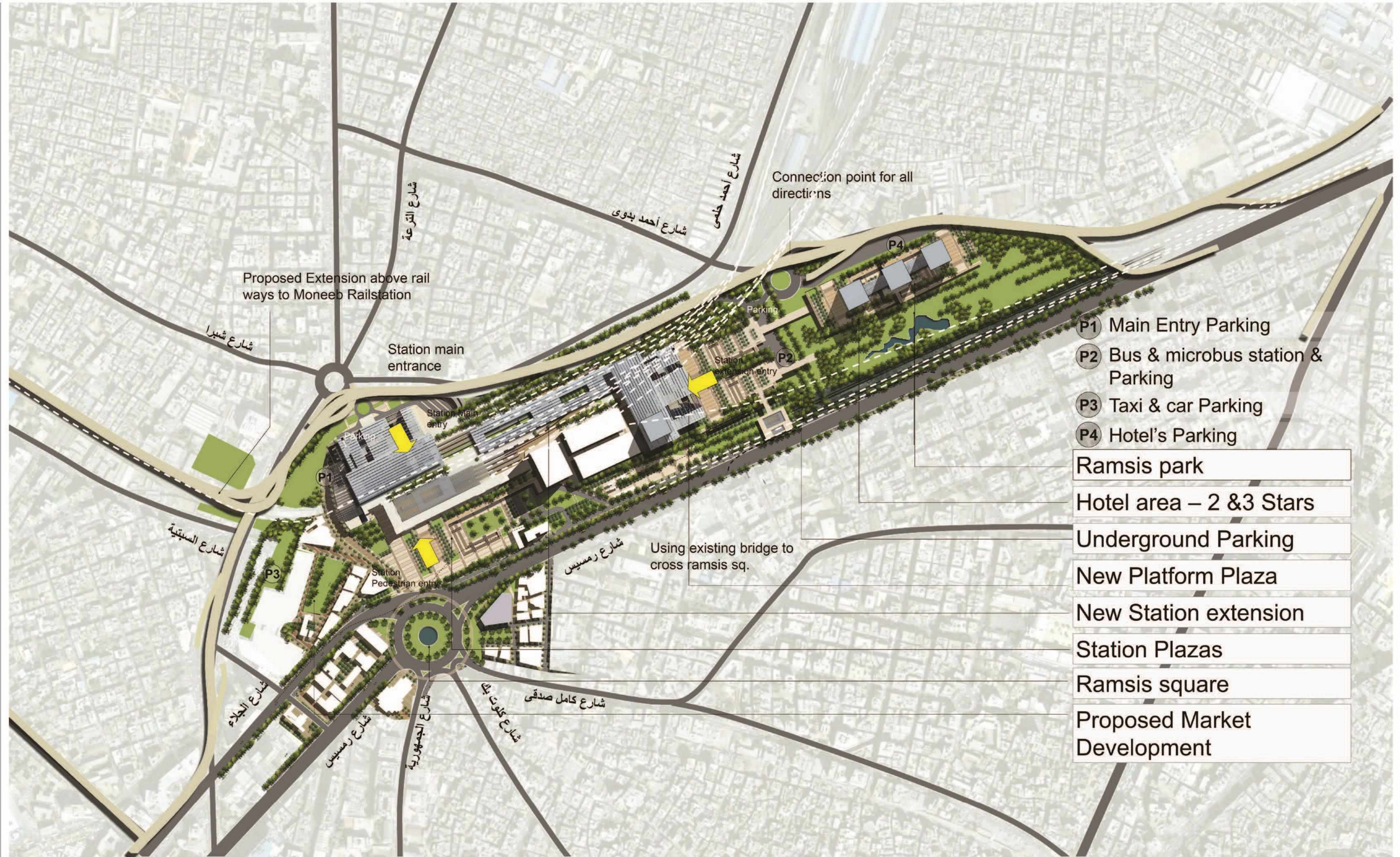
TYPE: Urban Planning

CLIENT: General Organization for Physical Planning

AREA: 35,000 m<sup>2</sup> or 9 FD

### Project Elements

- Reorienting the bridge's path to a distance of 1600 meters.
- Creating a number of houses to connect the tunnel with ahmed helmy street and also with public transportation parking with shobra tunnel, and two streets of al-galaa and ramsis, and ahmed badawy tunnel.
- Adding a metro station in front of the garden to be the ending point for the metro station and misr el gedeeda.
- Developing the square area and all the leading streets, and creating a plaza for the station.
- Creating a bridge connecting al-fagala and ramsis street to ahmed helmy tunnel in shobra.
- Decreasing traffic density around ramsis square by redirecting 50% of the movement to other streets around the square.
- Achieving ease of access to the square and better pedestrian flow, taking in consideration the need of separation between movement of pedestrians and vehicles through platforms on higher levels.
- Creating a public park around the square that's fully equipped with services needed for people passing by the area or those resident around the area.







# META CUBE

**METaverse, AI & VR APPLICATIONS**

**STARTS IN 2023**



# MET TUT

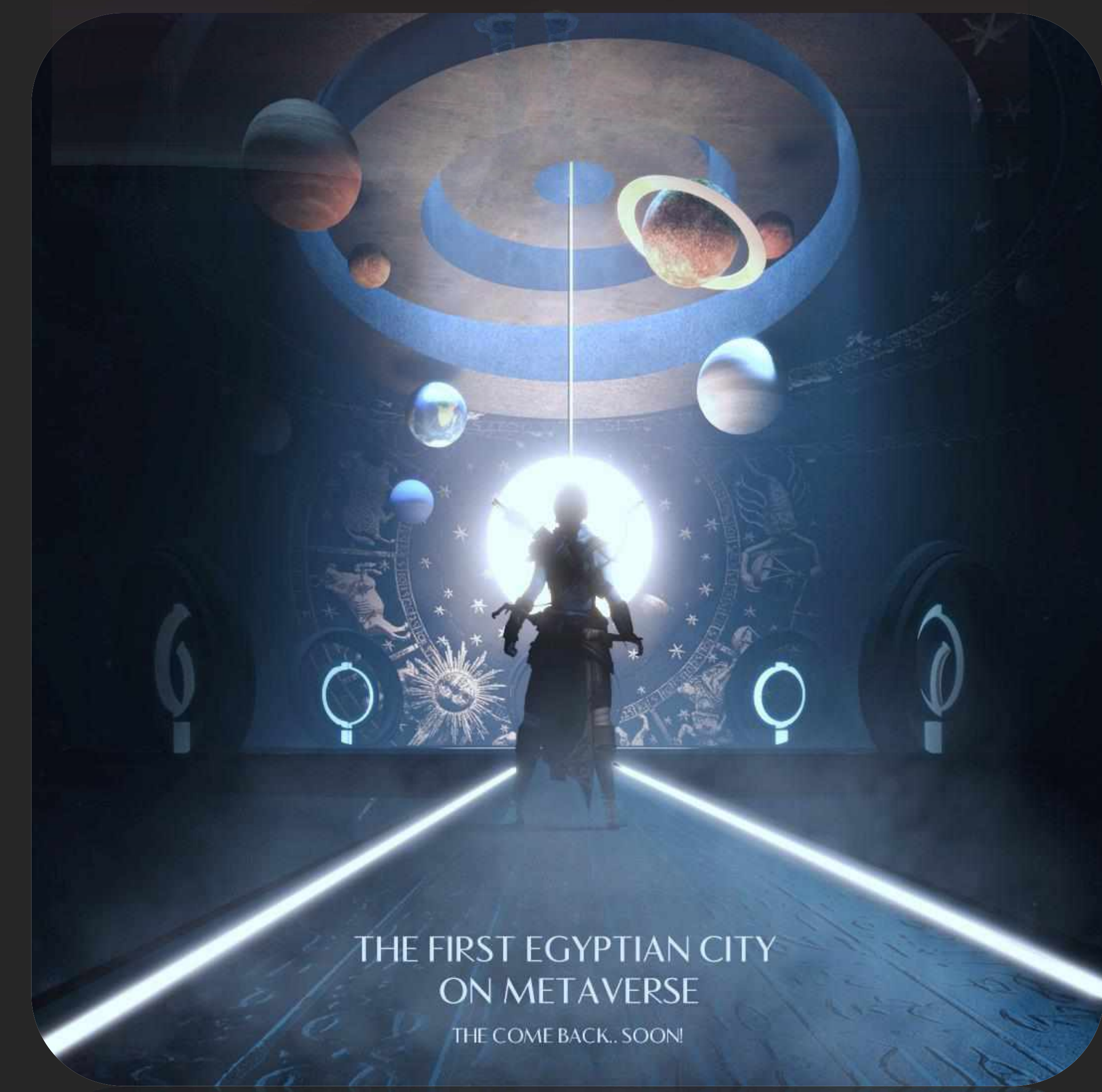
The first Egyptian city on Metaverse

<https://metatut.nera.co/>

Check the city



METATUT



REGISTER NOW FOR THE LAUNCH EVENT

BACK TO THE FUTURE

EVERY CORNER HAS A STORY TO TELL

THE FIRST EGYPTIAN CITY ON METAVERSE  
THE COME BACK, SOON!

REGISTER NOW FOR THE LAUNCH EVENT

BACK TO THE FUTURE

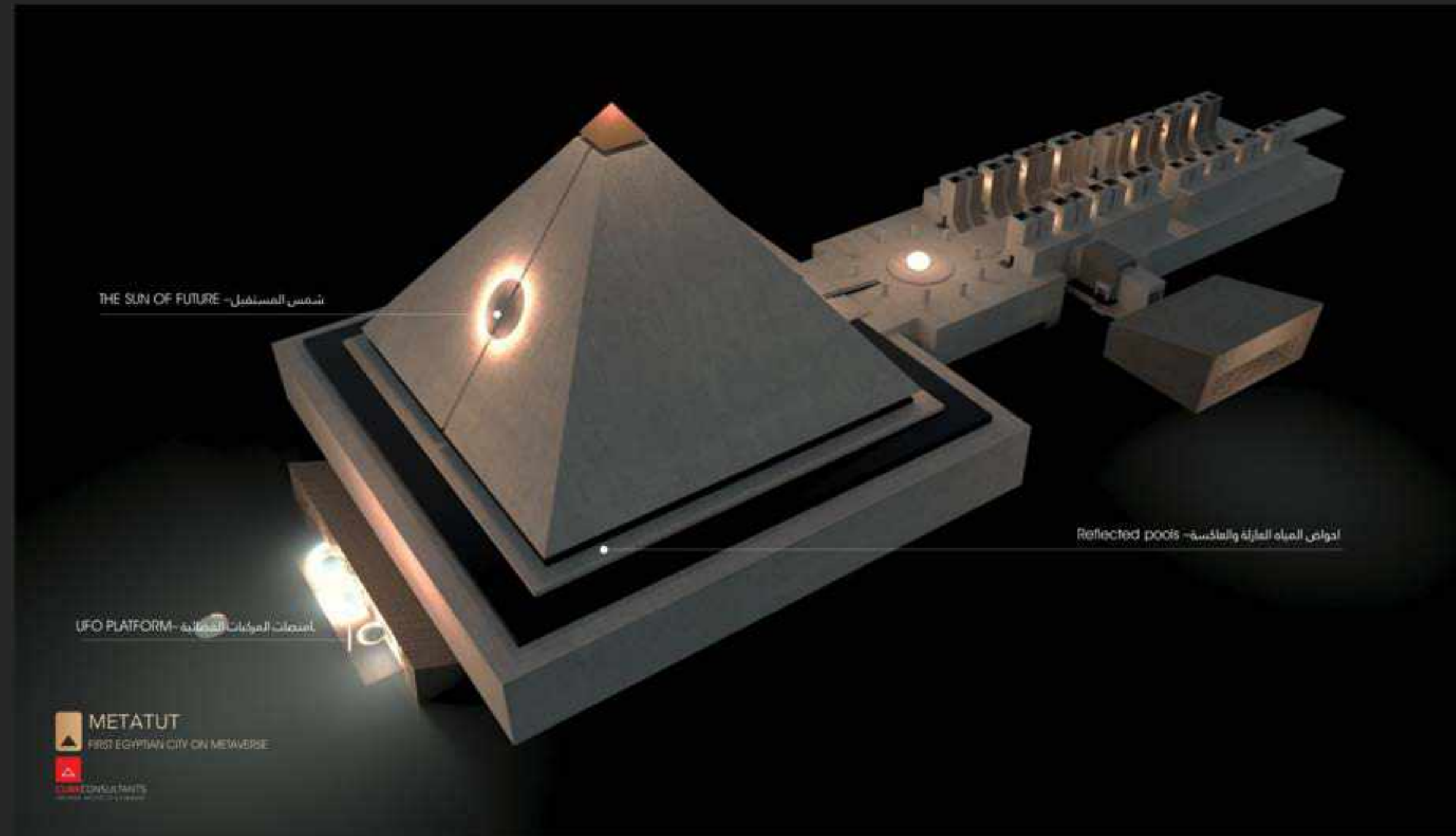
EVERY CORNER HAS A STORY TO TELL

THE COME BACK, SOON!  
ON METAVERSE  
THE FIRST EGYPTIAN CITY

VIDEO LINK

TUTERA STUDIOS  
TUTERIZE YOUR EXPERIANCE





# METATUT

**METATUT**  
FIRST EGYPTIAN CITY ON METAVERSE

- DIAMOND ZONE** The Top Secret
- GOLDEN ZONE** Science & advanced futuristic Pyramid city
- SILVER ZONE** Adventure & Exploration Portals
- BLACK ZONE** Land of Egypt History

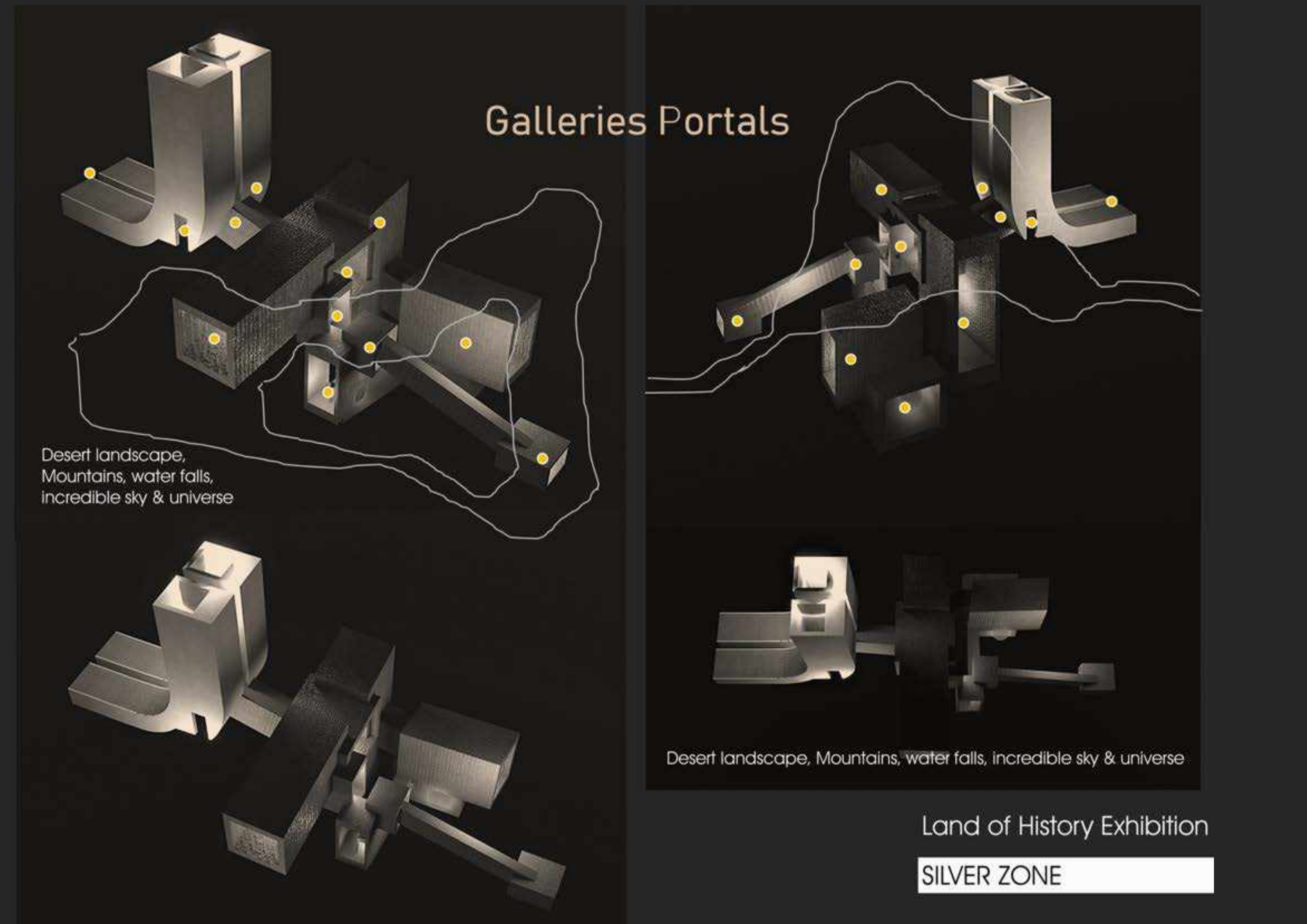
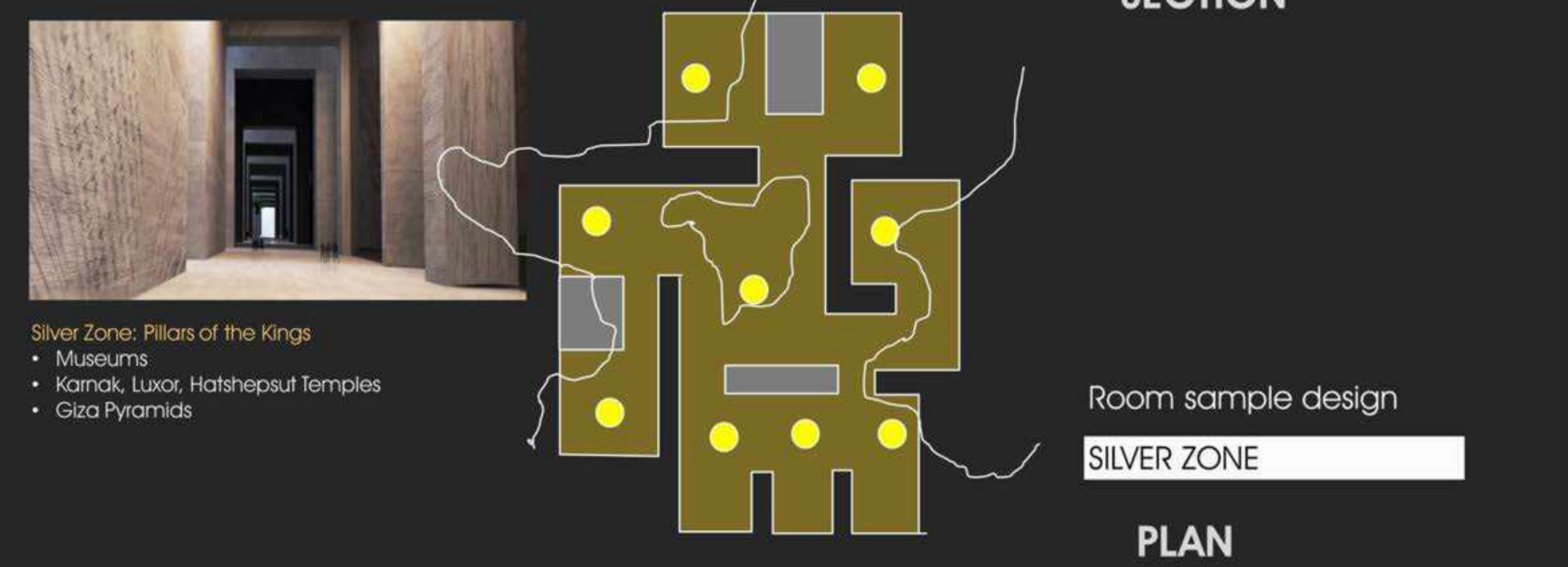
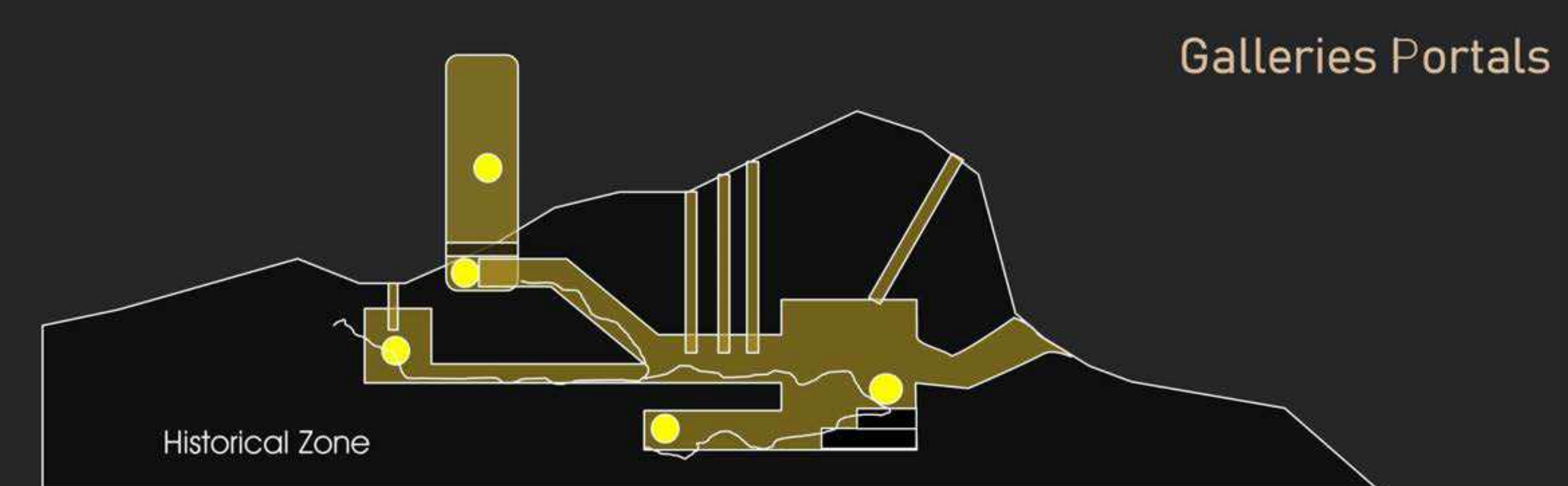
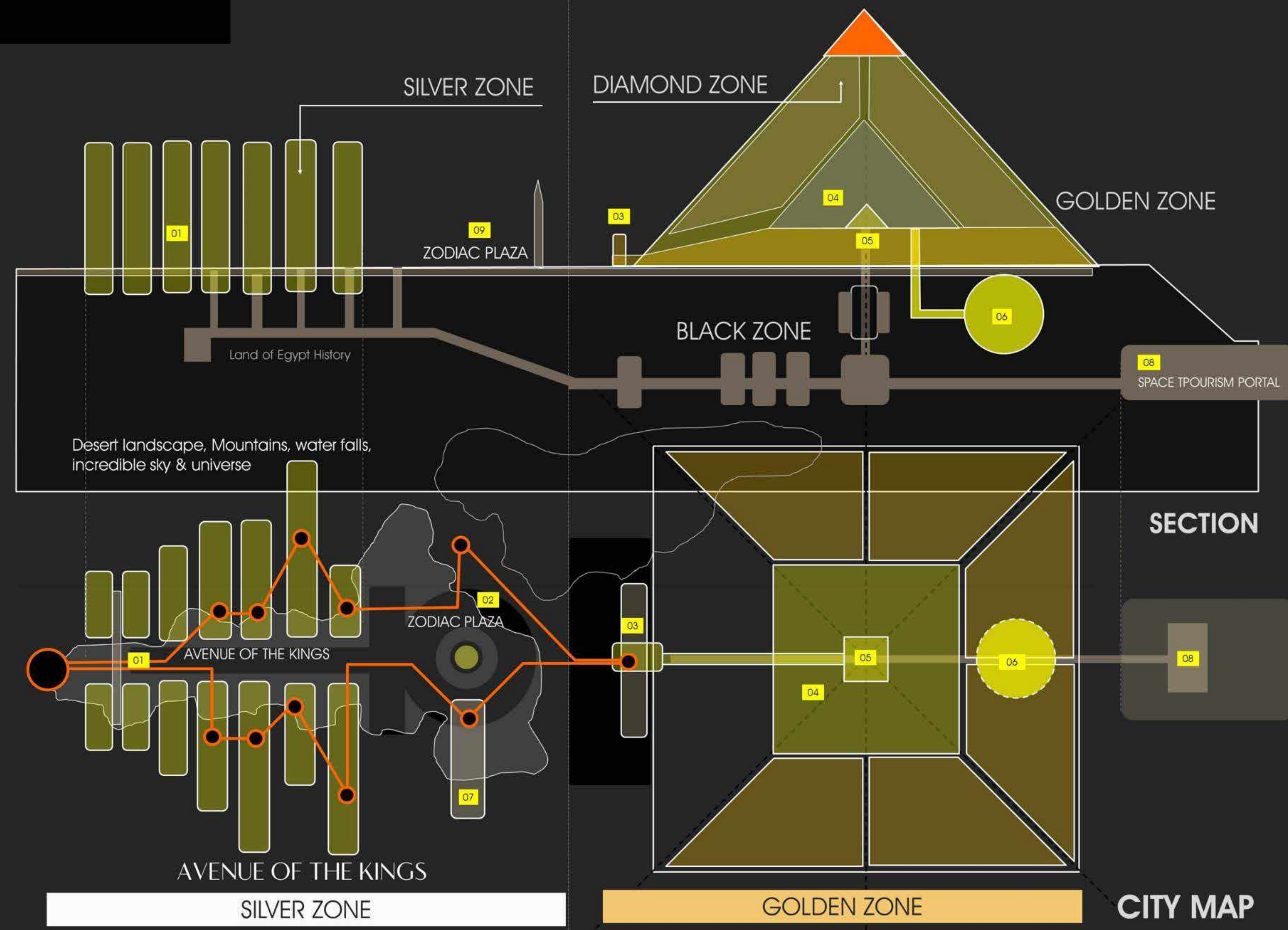
1. Education
2. Festivals & Events
3. Museums & Exhibitions
4. Theaters & Cinemas
5. Conferences & meeting Halls
6. Galleries & Shops in all sectors
7. Residential Districts in deferent levels
8. Offices, Meetings & Showrooms
9. Real stat & Architectural interactive Marketing
10. Virtual interactive Marketing

- Active Portals:**
1. Avenue of the Kings & ZODIAC PLAZA
  2. TUTERA Pyramid Gateway Portal
  3. The Grand Inner Pyramid (Khufu Hall)
  4. The Crystal Pyramid Artificial intelligent Core
  5. AMARNA CITY ( Sun Chamber, Akhnaten & Nefertiti Palace)
  6. Events & Galleries Hall
  7. SPACE TOURISM PORTAL



UPDATED 15.12.2022

**CUBECONSULTANTS**  
VISIONARY ARCHITECTS & PLANNERS





The Sun Crack- شق الشمس

Reflected pools- احواض المياه العازلة والعاكسة

ZODIAC PLAZA- ساحة الأبراج السماوية

The Royal Boulevard - الطريق الملكي

HISTORICAL Portals- بوابات المدينة التاريخية

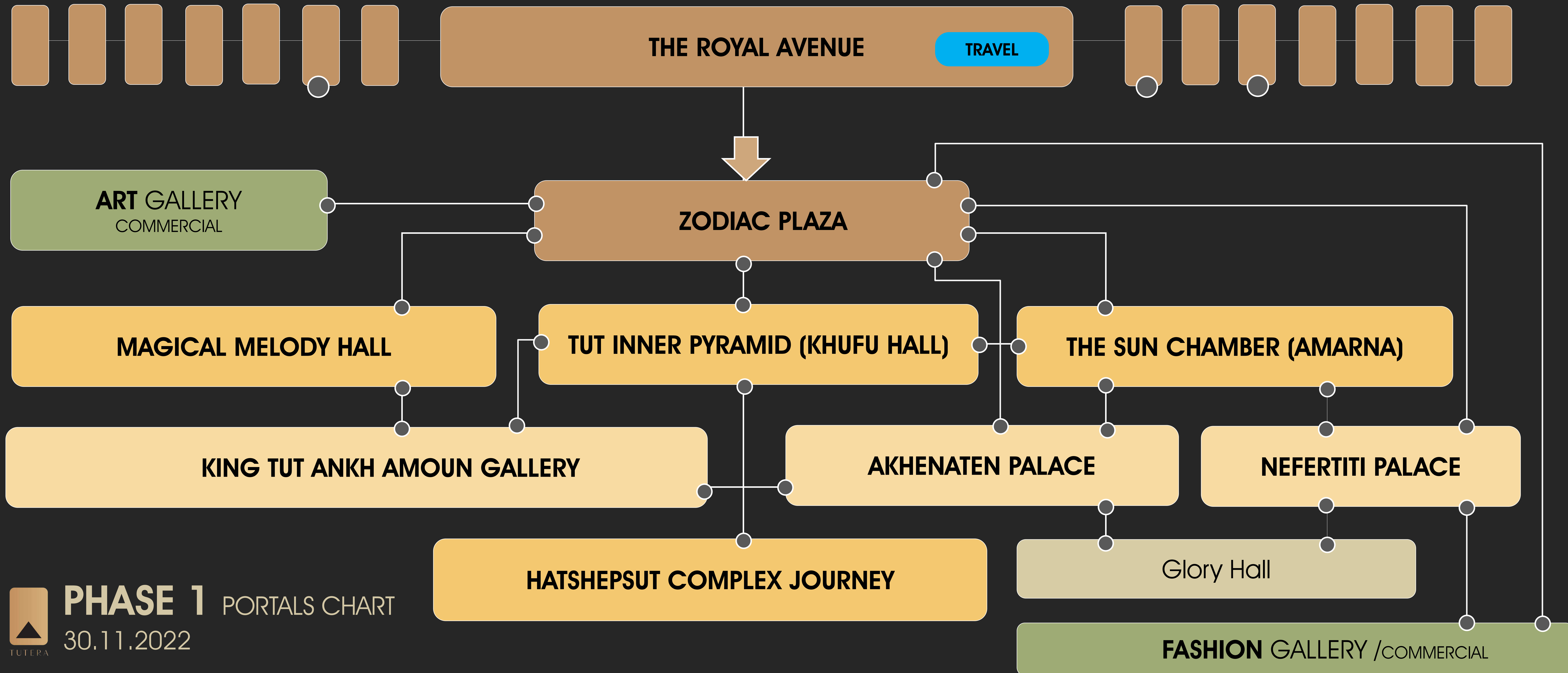
the Historical city- مدينة التاريخ



# MET TUT

THE 7 PILLARS – LEFT SIDE  
MUSEUM OF HISTORY

THE 7 PILLARS – RIGHT SIDE  
MUSEUM OF HISTORY



 **PHASE 1** PORTALS CHART  
30.11.2022

[Click on any Portal to Travel NOW](#)



MET  TUT

# The royal avenue



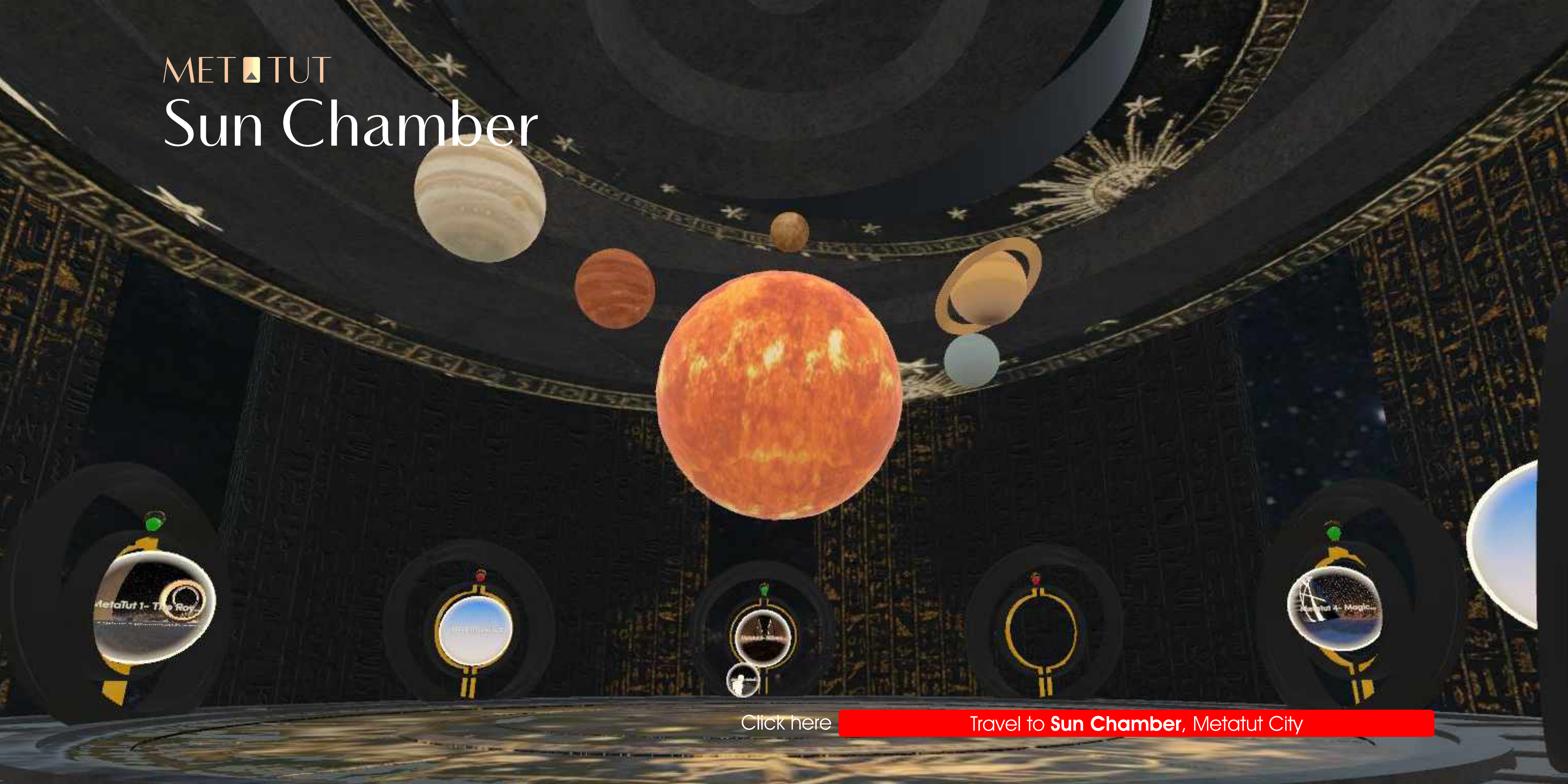
[Click here](#)

Travel to the **Royal Kings Avenue**, Metatut City



METATUT

# Sun Chamber



[Click here](#)

Travel to **Sun Chamber**, Metatut City



MET  TUT

# Nefertiti palace



[Click here](#)

Travel to Queen **NEFERTITI PALACE** , Metatut



MET ■ TUT

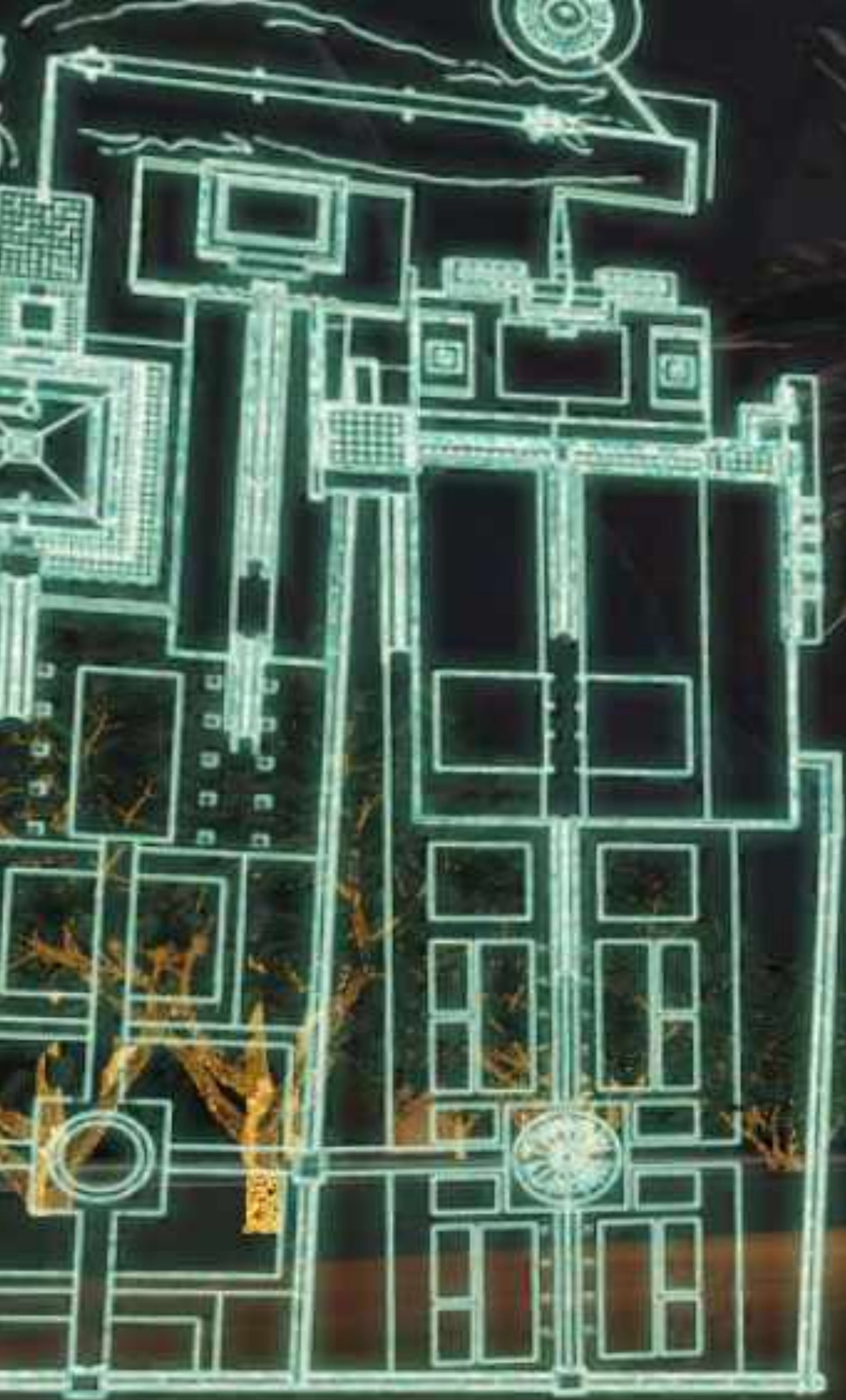
# Akhenaten palace



[Click here](#)

Travel to King Akhenaten PALACE , Metatut





# THE MULTIVERSE OF HATSHEPSUT

EXPLORE THE STORY OF THE MIGHTY HATSHEPSUT, IN A PARALLEL REALITY, A PARALLEL UNIVERSE.

Welcome Adventure  
Space might take 2 to 3 m  
Sit Tight.

METATUT



[Click here](#)

Travel to Queen **Hatshepsut PALACE** , Metatut



METATUT

# Magical melody chamber

Click on any Portal to Travel NOW

Travel to **Magical Melody Chamber**, Metatut City







# THANK YOU



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