

EST 2016

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THE STORYLINE

THE WORLD IS ON A FAST TRACK COURSE TO TECHNOLOGY BEING OUR MAIN WAY OF LIVING.

IT WILL TAKE OVER THE WAY WE BUILD OUR HOMES.

IT WILL ALSO AFFECT OUR LIVES AND HOW SOCIETIES ARE GOING TO FUNCTION.

WE ENVISIONED THAT IN 50 YEARS, TECHNOLOGY WOULD BE AT ITS PEAK.

ALTHOUGH TECHNOLOGY WOULD BE EFFICIENT AND CONVENIENT, THE DOWNFALL OF EXCESS USE OF TECHNOLOGY WOULD BE THE LOSS OF HUMAN SENSES AND HUMAN INTERACTIONS.

YEAR
2074



YEAR
2124



THE RESEARCH

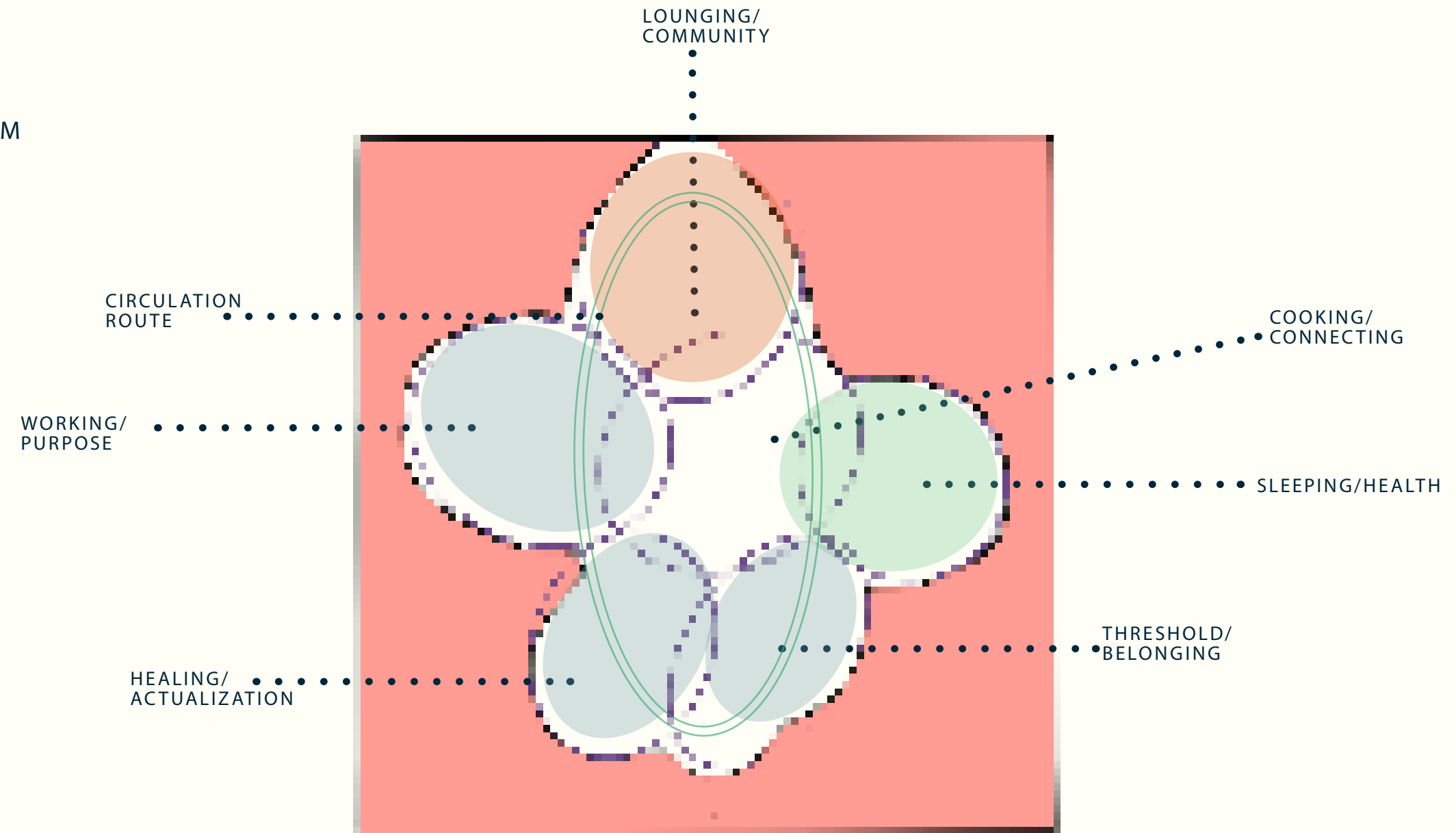
"THE PASSIONATE LOVE OF LIFE AND ALL THAT IS ALIVE" - ERICH FROMM

WE TOOK THE LIBERTY OF ASSUMING THAT THE FOLLOWING 50 YEARS THE HUMAN BEING WOULD BUILD A DESIRE TO GO BACK TO NATURE, AND TO THEIR REAL NEEDS. ALTHOUGH THE WORLD WILL CONTINUE TO BE FAST TRACKED, WE ENVISIONED THAT OUR HOUSES SHOULD BECOME A SANCTUARY THAT ENCOURAGES US TO CONNECT MORE TO NATURE, TO OUR COMMUNITIES, TO OURSELVES.

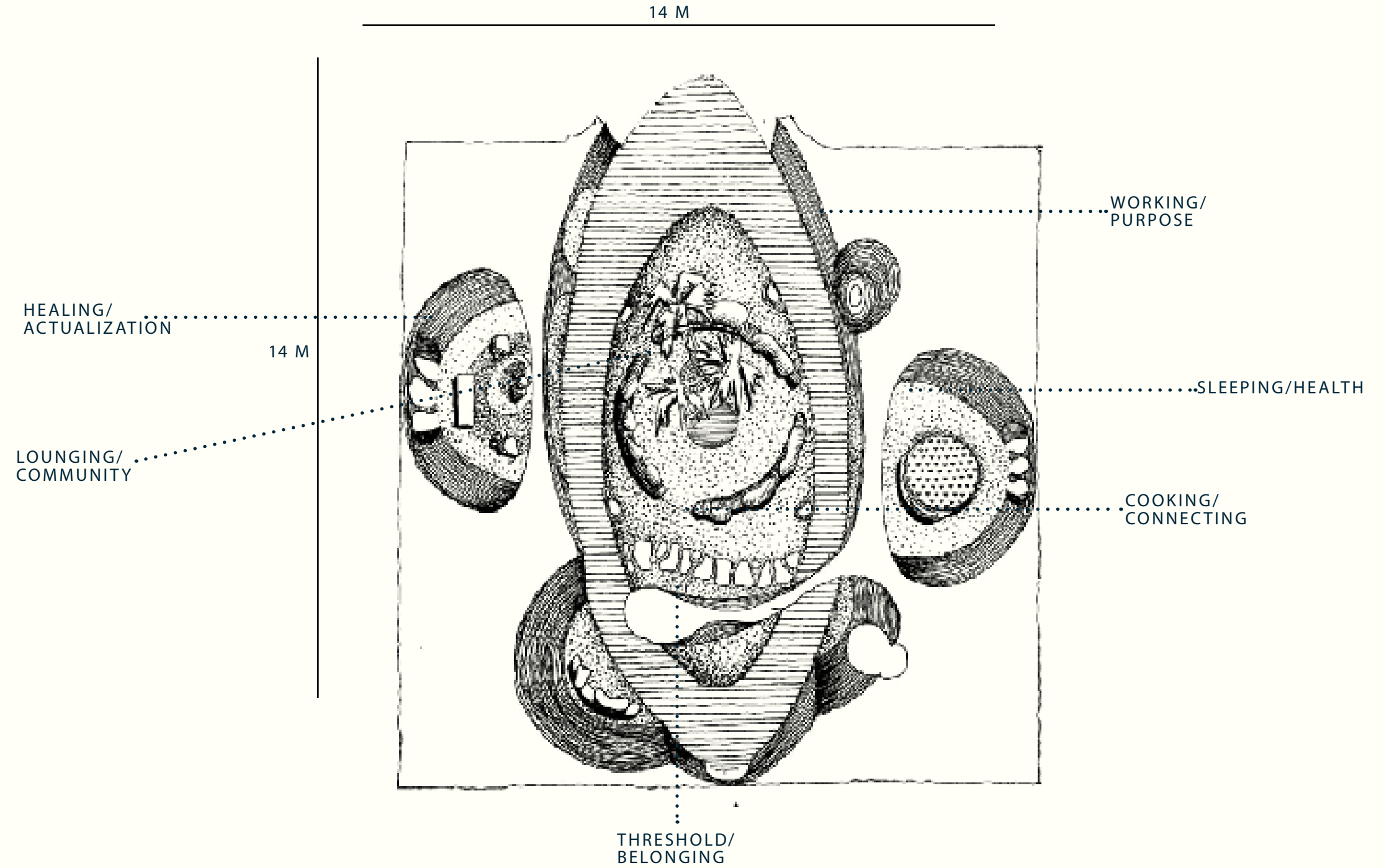


THE PROCESS

THE HOME AS A SELF SUSTAINING ORGANISM



THE PROCESS

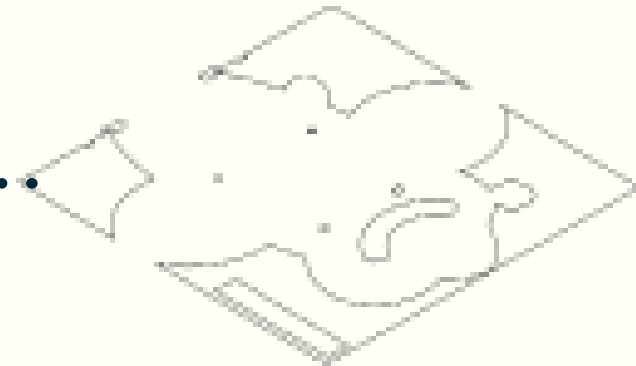


THE EXECUTION

PLAN LEVEL 4M



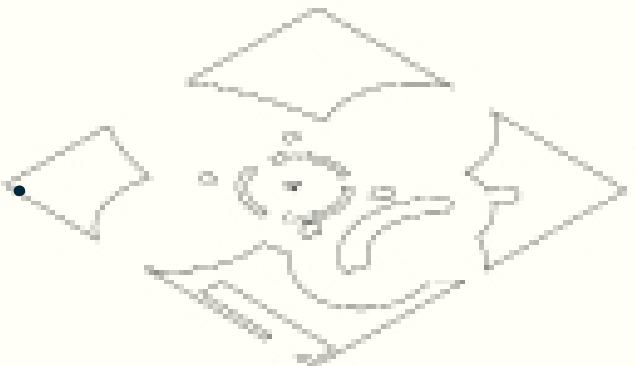
PLAN LEVEL 3M



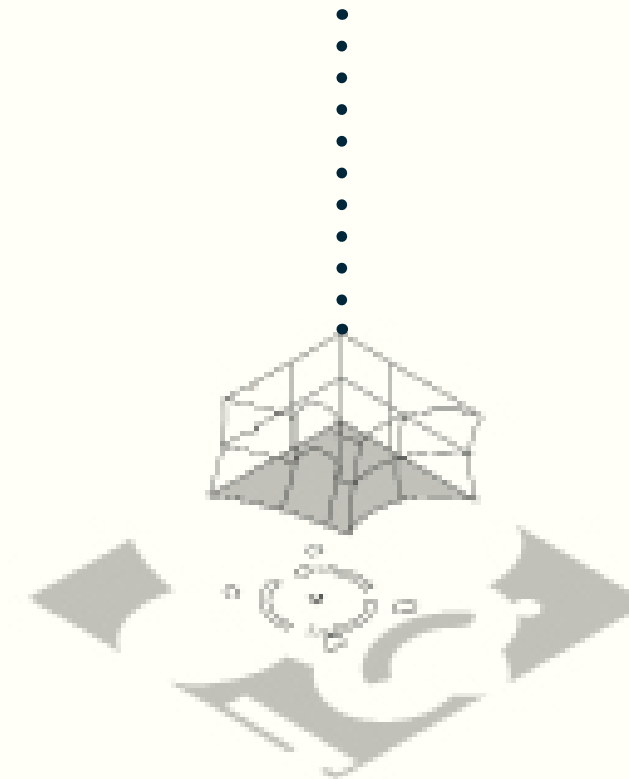
PLAN LEVEL 2M



PLAN LEVEL 1M



STEEL SKELETON COVERED WITH STEEL MESH AND MOLDED WITH MUD



OUR HOME



THE FACADE



THE FACADE



THE FACADE







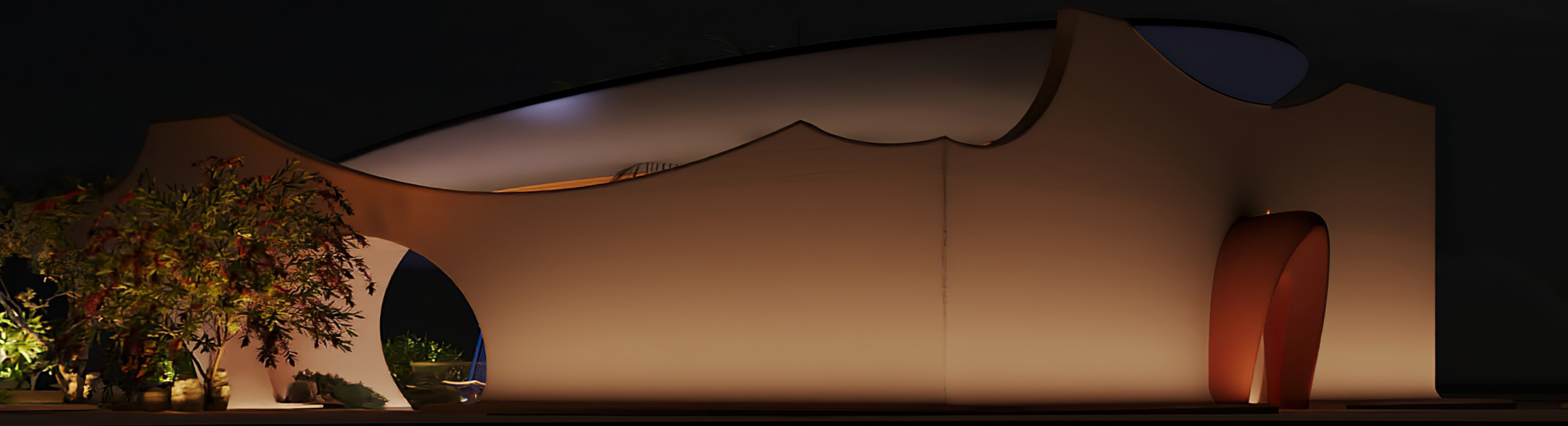




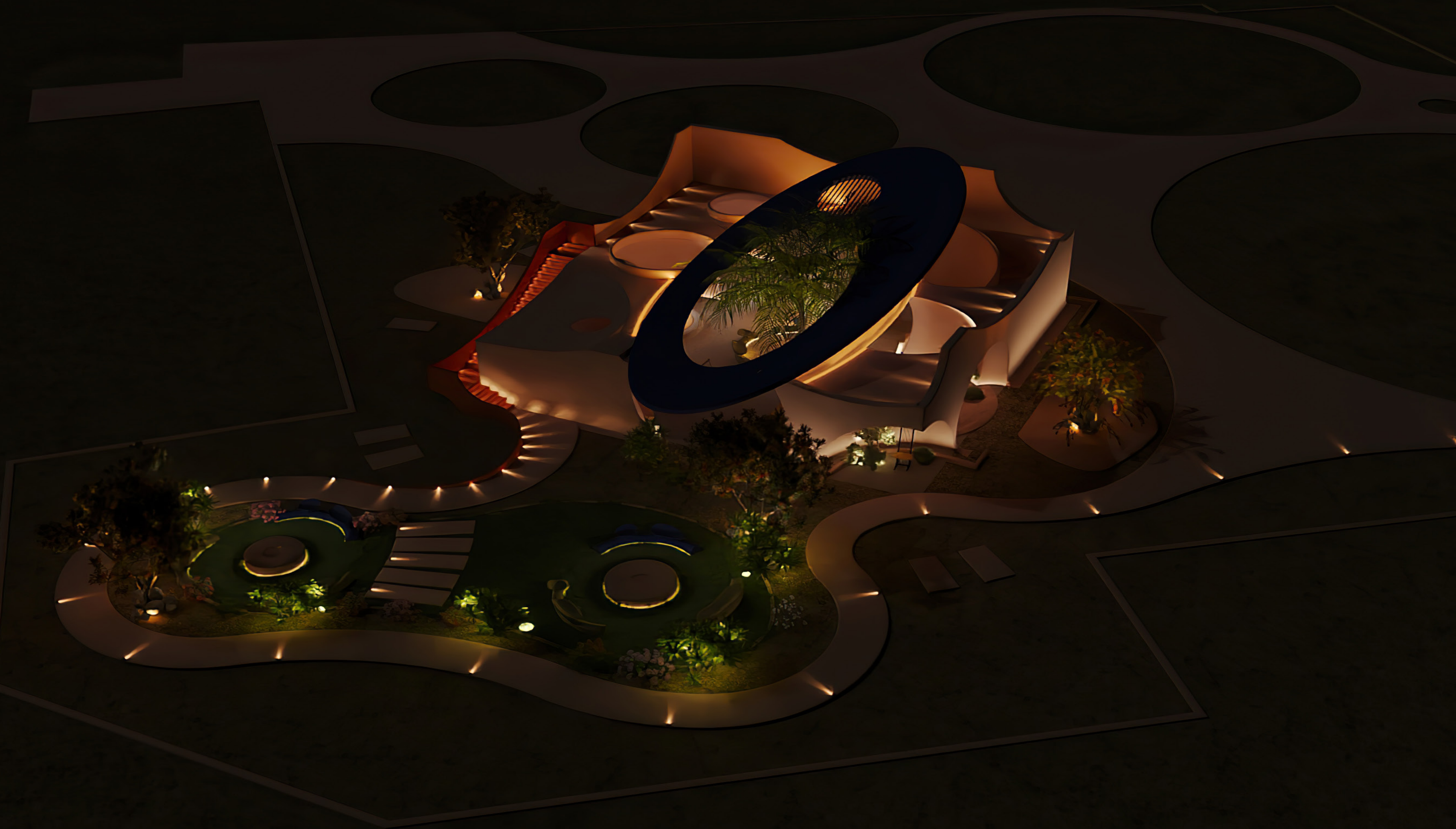












PRODUCT DESIGN



THE FIGURE



THE FAMILY



THE COMMUNITY

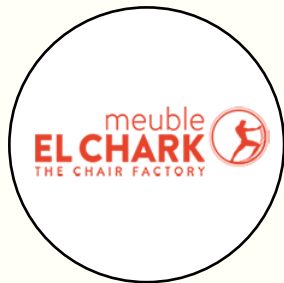
IN COLLABORATION WITH MALAK AHMED HELMY (MEUBLE EL CHARK)

SUB-CONTRACTORS AND COLLABORATORS

FURNITURE



MEUBLE EL CHARK



[HTTPS://MEUBLE-ELCHARK.COM/](https://meuble-elchark.com/)

CONSTRUCTION



INTERMARK



[IMNHEALTH.COM](https://imnhealth.com)

LIGHTING



HIGHLIGHTS



[HTTPS://HIGHLIGHTSGROUP.ME/](https://highlightsgroup.me/)

SOUND



DIGITAL COM



[HTTPS://WWW.DIGITAL-COM.TECH/](https://www.digital-com.tech/)

SOUND DESIGN



RAMEZ NAGUIB



[HTTPS://WWW.RAMEZNAGUIB.COM/](https://www.rameznaguib.com/)

SCENT



AREEJ



[HTTPS://AREEJAROMATHERAPY.COM/](https://areejaromatherapy.com/)

LANDSCAPE



FLOWER BAR



[HTTPS://WWW.INSTAGRAM.COM/FLOWERBAR_EGYPT/](https://www.instagram.com/flowerbar_egypt/)

THANK YOU

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