Competition for the Rehabilitation of ‘Sednaoui Al khazendar’ Building and the Urban Design and Harmony of ‘Al Khazendar Square’
Organizers

MINISTRY OF INVESTMENT
HOLDING COMPANY FOR TOURISM,
HOTELS & CINEMA

MINISTRY OF CULTURE
THE NATIONAL ORGANIZATION
FOR URBAN HARMONY
Introduction

Within the comprehensive development projects performed by Ministry of investment represented by the Holding Company for Tourism, Hotels and Cinema, aiming at widening its investment scopes to integrate with national plans for comprehensive development.

Also due to the main goal of the National organization for Urban Harmony; achieving aesthetic values in the Egyptian physical environment, and its task of fulfilling urban harmonization projects (according to the law no.119 for the year 2008), it was agreed to cooperate in tendering an architectural\urban competition for the rehabilitation of ‘Sednaoui’ building and the urban design and harmony of ‘Al Khazendar’ square and surrounding area.
Article 1: Historic background and Existing Conditions

Front: Nubar Pasha palace now replaced by ‘Sednaoui’ building
On the left: Bristol Hotel (now not existing)
Photo: end of 19th century
The square is named after Ahmed Agha Al khazendar known as ‘Bunaparta’, treasurer of Mohamed Aly Pasha’s estate.

The small commercial square, located near the major famous Ataba square, embodies a group of significant historic buildings.
‘Sednaoui’ Building: Historic Background

Sednaoui Building 1911
Al Khazendar Square : Buildings of Historic value

Al Khazendar square (*) embodies significant historic buildings including:

1: Sednaoui building

2: Historic residential building- End of 19th century
   (15 ‘Al Busta’ street)

4: Eden Palace hotel 1898
Al Khazendar Square: Surrounding Buildings

(2) Residential building-end of 19th century

(4) Eden Palace hotel 1848
Al Khazendar Square: Surrounding Buildings

1. Communications Building
2. Residential tower (left)
3. Management of Social welfare (right)
Al Khazendar Square: Surrounding Streets

‘Al Bosta.’ Street

‘Aly Al kassar’ Street
Al Khazendar Square: Surrounding Streets

AlRuweii’ Street adjacent to Sednaoui

‘AlRuweii’ Street
Sednaoui Building: Existing Conditions

Main (western) façade facing ‘Al Khazendar’ square
• An eclectic building that was launched 1913. It was developed in 1989, then in 2008.

• Total floor area is 8530 m² for all floors (a basement and four floors). The area of each of the basement and ground floor is 1850 m², while that of each of the first, second and third floors is 1610 m². The building also has a front garden.

• A composite steel structure of large inner spaces with few columns, like worldwide multistory department stores of the late 19th century.

The shopping spaces overlook a full height central atrium covered by a colored glass skylight.

• It has distinguished heritage elements including an honorary wooden stairway and two original wooden elevator cabinets.
Main entrance covered by a significant glass and iron shade

One of the two towers covered by altered metal domes (main elevation)
‘Sednaoui’ Building: Existing Conditions

The space in front of ‘Sednaoui’ building

Surrounding palms and trees
‘Sednaoui’ Building: Existing Conditions

The space in front of ‘Sednaoui’ building

Black Basalt water fountain
Current problems of Sednaoui building include;

1- Major inner and outer transformations.

2- Difficult access to the building due to its location in a very congested area.

3- Deterioration of the surrounding built environment and intensive on-street commercial activities in adjacent streets and spaces (cheap goods) which affects both frequency of visits and type of customers.

4- Shortage of parking space.

5- Inadequate fire security system.

6- Poor quality of internal and external finishing, and lack of maintenance for the significant architectural elements.

7- Inappropriate use of inner spaces.

8- Improper use of the distinguished architectural quality of the building to emphasize its uniqueness and significance.
‘Sednaoui’ Building : Existing problems

- Misuse of entry space
- Intensive on-street parking
- Street vendors in adjacent Al Ruweii st.
‘Sednaoui’ Building: Existing problems

Misuse of the entry space

Decline of surrounding built environment
Conservation of ‘Sednaoui Al khazendar’ Heritage Building is a Vital Need

The building needs restoration and maintenance of original elevation designs, to ensure security and maintain heritage and aesthetic values.
Conservation of ‘Sednaoui Al khazendar’ Heritage Building is a Vital Need

This could be achieved through;

1- Restoration of all architectural elements and elimination of all additions.
2- Retaining the original image of the building.
3- Organization of movement in surrounding street especially ‘El Ruweii’.
4- Development of the adjacent urban space.
5- Elimination of inappropriate alterations in and around the building.
6- Provision of adequate parking space.
7- Development of surrounding buildings.
Cairo’s unique historic CBD, recognized for its distinctive urban fabric and architectural features, has a vital need for enhancement, due to the accelerating urban changes and problems that it encounters. It was thereby decided to develop ‘Al khazendar’ square, one of the major historic squares in ‘Al Mosky’ district, and to rehabilitate and restore the significant heritage ‘Sednaoui’ building (listed as no.03220000021 according to the law no.144 for the year 2006). Its function will hence be modified from a clothes and home equipment store, to a specialized cultural commercial center that sells books and art products (paintings- music-handicrafts-..). It will also enclose showrooms for different cultural performances, and exhibition halls.

This will imply the redesign of its inner space in a manner that allows highest flexibility of use, and utmost investment of its heritage and aesthetic value.

To fulfill this goal, it was decided to tender an architectural\urban competition, aiming to reach the best architectural solutions for ‘Sednaoui’ building, and finest urban solutions for its surrounding context.
Article 3: Competition Aims (1)

3-1 Restoration and rehabilitation of ‘Sednaoui’ building to become a major marketing complex for cultural and art products. This would be fulfilled through innovative activities, and appropriate architectural solutions, that would enhance its aesthetic and heritage quality.

3-2 Outlining an aesthetic vision for ‘Al khazendar’ square, that would preserve its historic urban character. This includes the rehabilitation of all or some of the surrounding historic buildings, to make best use of them.
Urban design and harmonization of ‘Al khazendar’ square after identifying its major problems, particularly traffic problems, inappropriate allotment of activities and land uses, sprawl of street vendors, and visual and sound pollution problems that have negative impacts on ‘Sednaoui’ heritage building.

The proposed urban design for the square in relation to surrounding activities and spaces, will necessarily delineate design concepts and practical solutions related to traffic (both vehicular and pedestrian) and parking, the visual image of the area, architectural treatment for elevations of surrounding buildings and shops, …etc.
3-4 It is obvious that such projects encompass positive impacts including:

a- economic revenue of the commercial cultural use of the building.

b- enhancement of environmental and social conditions in the area surrounding the building.
4-1 Rehabilitation Plan for ‘Sednaoui’ building

a- Architectural studies for current conditions.

b- Detailed reuse plan and its architectural and functional implications.

c- Integrated architectural drawings that fulfill rehabilitation and reuse requirements. These include the proposed design for each floor, all elevations, and cross-sections, (scale 1:\100).

d- External and internal perspectives.
4-2- Urban design and harmony of ‘Al Khazendar’ square

a- Analytical studies for the square covering up all its elements.

b- Urban design of ‘AlKhazendar’ square including significant buildings, vehicular and pedestrian routes, parking areas, landscape and street furniture, ….etc (scale 1:500)

c- Perspectives for the square including ‘Sednaoui’ building.
Article 4: Competition Deliverables (3)

4-3 A Detailed Technical Report, including;

a- A study for the architectural, urban, and economic elements of rehabilitation of ‘Sednaoui’ building.

b- An architectural program for proposed elements of rehabilitation and reuse of the building, defining their areas and distribution.

c- All studies, designs and proposed solutions.

The report should not exceed fifty (50) A3 pages.
Article 4: Competition Deliverables (4)

Guidelines

a- Deliverables should be sent in a sealed opaque envelope, marked with the competitor’s identification code, containing:

- Entrant and team Identification.

- Alphanumeric identification code chosen by the competitor.

- Scanned copy of the bank transfer showing that the registration fee has been paid.

- A statement clarifying that the entrant accepts the decision of the jury and competition regulations.

Boards should be wrapped, sealed and marked with the competitor’s identification code.
It should be noted that the only identification to appear on each piece submitted is the alphanumeric identification code chosen by the competitor, and that entrant must not write any names of individuals or organizations and should not indicate by any means his personality on any of the final submittals.

b- Drawings will be delivered on a maximum of 8 sandwich foam boards (100x70 cm) and a CD including all drawings and studies, and the technical report.

c- Languages used in all deliverables (boards, report, or any other documents) are Arabic or English languages only.
Article 5: Value of Prizes

First prize 200000 Egyptian pounds
Second prize 150000 Egyptian pounds
Third prize 100000 Egyptian pounds

3 merit awards 25000 Egyptian pounds each

The Holding Company for Tourism, Hotels and Cinema ensures the release of prizes within a month of the announcement of results.
Article 6: Insurance of Received Documents

The Holding Company for Tourism, Hotels and Cinema insures competitors’ designs from the time it receives the entries and for the duration of its responsibility.

Article 7: Announcement of Results

- When the Jury has reached its final decision, it will proceed with opening the sealed envelopes to identify the winners.

- The competition results will be announced and published on the website of NOUH immediately after being signed by the Jury.
Article 8: Competition Schedule

8-1 Announcement of competition: 21 May 2010 to 29 May 2010

8-2 Registration: 21 May 2010 to 06 June 2010
   through the website: www.urbanharmony.org, where all
   competition documents are obtainable,
   or email: Sednaoui@urbanharmony.org

8-3 Inquiries: 29 May 2010 to 13 June 2010

8-4 Final date for answers to inquiries: 27 June 2010

8-5 Final date for delivery of competition documents by special
   courier or in person to the National Organization for Urban
   Harmony: 22 September 2010.

8-6 Announcement of results: 19 October 2010
**Article 9: Registration Procedures**

**9-1** The competition will be accomplished in one stage, and it is open to architects as individuals or groups.

**9-2** The registration form, to be downloaded from NOUH’s website, includes the following:

- **a**- Individual competitor's or team representative's full name, nationality and full contact details, including the address, fax, and e-mail.

- **b**- A scanned copy of license/certificate of membership in a professional association proving the individual competitor's or team representative's right to practice the profession of architecture.

- **c**- A scanned copy of the bank transfer showing that the registration fee has been paid. The name on the bank transfer must be the same as that appearing on the registration form.
Article 10: Entry Fees

An amount of 1000 Egyptian Pounds must be paid as an irretrievable fee to the following account:

Swift bank code : NBEGEGGC X 157
Bank name : National Bank of Egypt – Garden City Branch
Ben. A/c no : 1570000001001000032
Ben name : Holding company for Tourism, hotels and Cinema

In addition, all bank charges for the transaction will be paid by the competitor.

the Bank Account for which the competitors will transfer the competition's fee in American Dollars is as following:
Bank Name : National Bank of Egypt –Sharefeen Branch
Swift Bank Code: NBEGEGCXA006
Ben. A/c no : 11000011997
Ben name: Holding company for Tourism, hotels and Cinema
A Secretariat, and a technical committee are formed by a decree from the chairman of board of the National Organization for Urban Harmony;

11-1 **Competition Secretary**

Duties of the competition secretary are as follows:

a- Receiving all requests, correspondence, inquiries and entries.

b- Submitting all correspondence, inquiries and entries to the technical committee.

c- Sending responses and required documents to competitors.

d- Recording and masking competitors’ identification codes by secret codes.

e- Ensuring the implementation of the competition schedule.
11-2 Technical Committee

The technical committee is headed by a technical consultant, and it performs the following tasks;

a- Ensuring the fulfillment of the terms of reference.

b- Responding to entrants' inquiries.

c- Reviewing submitted entries and ensuring the fulfillment of the mandatory requirements for the competition (T.O.R).

d- Ensuring anonymity of competitors' identities.

e- Helping the jury without interfering with their duties.

The competition secretary and technical committee prepare entries for presentation to the jury, and write a report on each entry.
Article 12: Correspondence and Inquiries

All inquiries relevant to the competition should be sent to the competition secretary by fax or email.
All queries received within the deadlines indicated in article 8 will be answered in the form of circular letters that will be addressed to all participants. The answers to these queries will then be considered an integral part of the TOR and will also be sent to jury members.

All correspondence relevant to the competition should be through NOUH technical committee which assists the jury, using one of the following means of communication:
Email: Sednaoui@urbanharmony.org
Fax: (+202) 201 40002
NOUH Website: www.urbanharmony.org
Article 13: Anonymity

Competition entries are to be presented anonymously. All documents will be identified exclusively by an alphanumeric identification code chosen by the competitor, consisting of a six-digit number followed by two letters. This 1 cm high identification code will be placed at the upper right hand corner, of the back of all boards. No other identification will appear on boards or accompanying documents.

The identification code will be recorded and masked by a secret code. The sealed identification envelopes accompanying entries will be kept with a notary until the Jury has made its final decision. Anonymity will then be lifted.
Article 14: Submission of Entries

Entries will be sent to the following address:

Sednaoui Al Khazendar Competition
Holding Company for Tourism, Hotels and Cinema
4 Latin America Street
Garden City
Cairo – Egypt

If deliverables are sent by courier, a receipt identifying the date of delivery should be enclosed.
Article 15: Jury

Jury Board
Aly Ahmed Raafat (Jury Board Chair)
Salah Zaky Said
Sameh El Alaily
Sayed Madbouli Aly
Omar Elhusseiny Abdelsalam
Chairman of the Holding Company for Tourism, Hotels and Cinema.
Chairman of the National Organization for Urban Harmony (NOUH)
Chairman of the General Organization for Physical Planning (GOPP)

Substitute Jury Members
Soheir Zaki Hawas
Dalila El kerdany

Jury responsibilities:
a- Evaluation of entries submitted by the competitors.
b- Issuing a jury evaluation result report.
c- At the opening session, all jury members shall declare in writing that they have no knowledge of, nor have been involved in any of the entries. Otherwise, he/she will be replaced by one of the substitute jury.
Article 16: Evaluation Criteria

16-1 Fulfillment of competition aims;

● Rehabilitation and adequate reuse of Sednaoui building.
● Efficiency in alleviating the problems of the square.
● Design creativity and innovation.
● Conceptual feasibility.
● Logic and clarity of methodology used to reach proposals.
● Integration between heritage buildings, vehicular and pedestrian movements.

16-2 Disqualification Conditions;

● Reception of entries after the deadline date.
● Non fulfillment of the terms of reference.
● Any indication on the drawings that might reveal the entrant’s identity.
● Attempting to influence the jury board’s decision.
Article 17: Copyright and Right of Ownership

Competitors shall retain the copyright of their work.

Article 18: Publication and Exhibition of Entries

18-1 After the announcement of the competition result, all projects, including those disqualified by the Jury, shall be publicly exhibited.

18-2 Competitors, other than the prize-winners, who wish to remain anonymous, must clearly state such a wish in the sealed identification envelope accompanying the entry.

18-3 The Holding Company for Tourism, Hotels and Cinema reserves the right to publish all entries. These will be published on both its and NOUH's websites and brochures.
Article 19: Return of projects

Competitors who have not received prizes can retrieve their projects at their own expense within one month of the termination of the exhibition.

Article 20: Return of projects

The Holding Company for Tourism, Hotels and Cinema will contract with the first winner to carry out the construction documents of his/her project, maintaining the technical recommendations set by the Jury.

Article 21: Legal Dispute

21-1 Any legal dispute concerning this competition can solely be resolved by the State Council Court in Egypt.
21-2 Decisions of the jury are irrevocable and non-disputable.