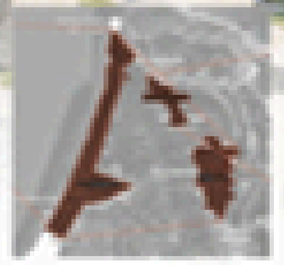
A MARITIME CRAFTS AND COMMUNITY HUB FOR ROSETTA

SITE LOCATION

ROSETTA (RASHID) IS A HISTORIC COASTAL CITY ON THE MEDITERRANEAN SEA, BEST KNOWN FOR THE DISCOVERY OF THE ROSETTA STONE, WHICH HELPED UNLOCK THE SECRETS OF ANCIENT EGYPT. IT LIES ABOUT 65 KM NORTHEAST OF ALEXANDRIA.

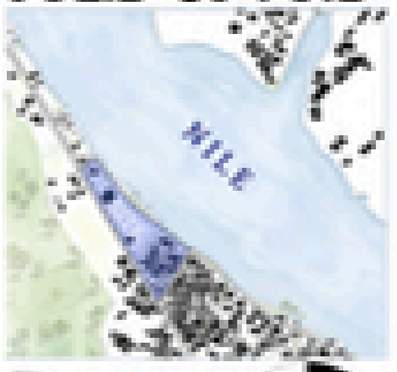


VIEWS

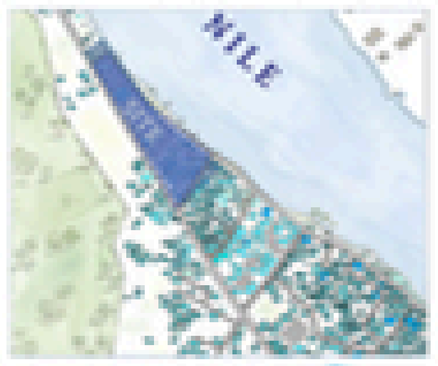
ANALYSIS

LAND USE

SOLID & VOID



BUILDING HEIGHTS



ACCESSIBILITY

CONCEPT

chaos
order

CONCEPTUAL STATEMENT

Inspired by the urban duality of Old and New Rosetta, the project explores the relationship between fragmentation and continuity. The irregular and scattered masses reflect the organic, chaotic character of Old Rosetta, while a continuous architectural spine represents the structured order of the newer urban fabric. Acting as both a circulation and organizational element, the spine reconnects fragmented functions into one cohesive experience, creating a balance between disorder and unity.

KEYWORDS DUALITY CONNECTIVITY FRAGMENTATION

FISH MARKETS

Inspired by Rashid's fish farming identity, the project integrates organized fish markets to ensure a clean and efficient experience.

Ensure the fish markets and surrounding areas are clean, healthy, and safe for both residents and visitors.

BOAT PRODUCTIONS

Rooted in Rashid's maritime heritage, the boat production zone supports traditional craftsmanship through efficient spatial organization for building, assembling, and maintaining boats.

Create exhibition spaces to showcase the work of Rashid's local craftsmen.

PALM CRAFTS

Integrate functional craft production areas for palm work, supporting local economy and preserving traditional skills.

The palm crafts zone is designed to sustain local craftsmanship, offering a platform for production, exhibition, and cultural continuity.

FORM GENERATION

1- defining site boundries & site shoreline boundary

2- fragmented masses functional zoning (boat production & fish markets & palm crafts & community spaces & admission)

3- main axis lines (one parallel to road & other to nile) defining project main spine

4- project main spine connecting the fragmentaed masses

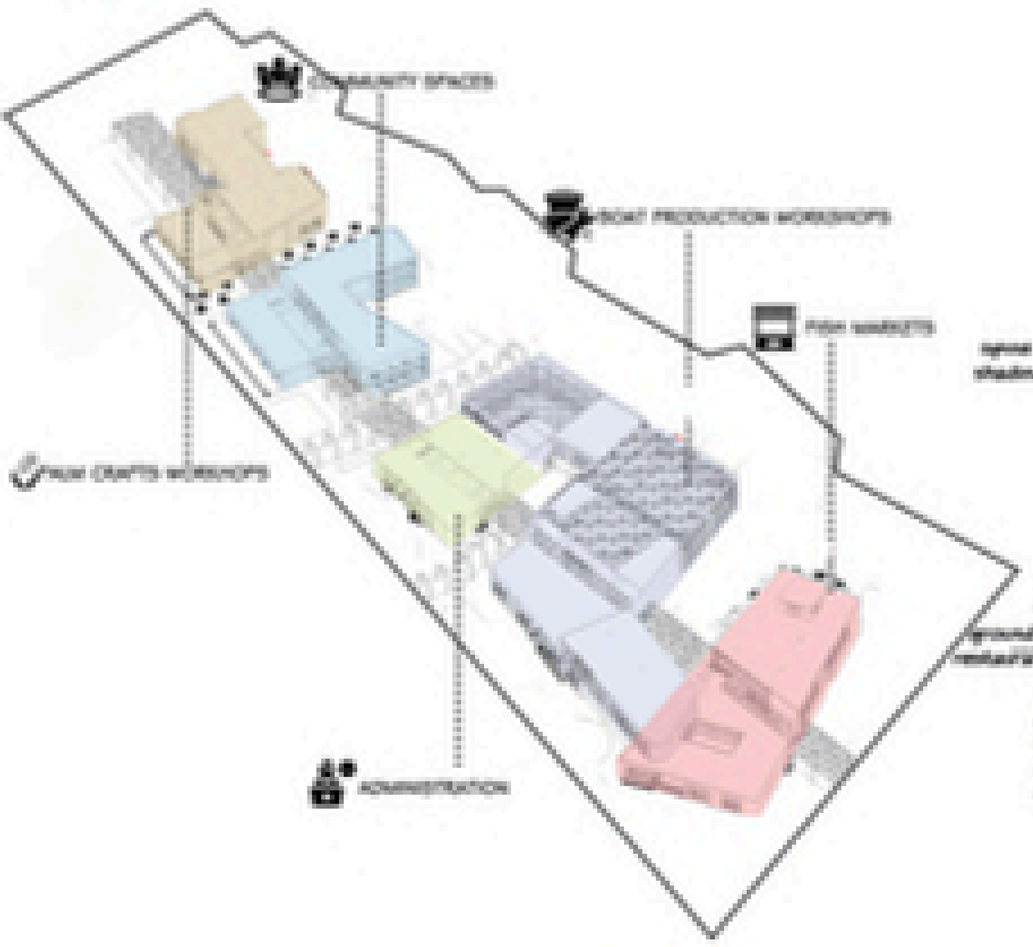
5- making sloped walls to make the masses regular forms (to emphasize the chaos within order)

FINAL FORM

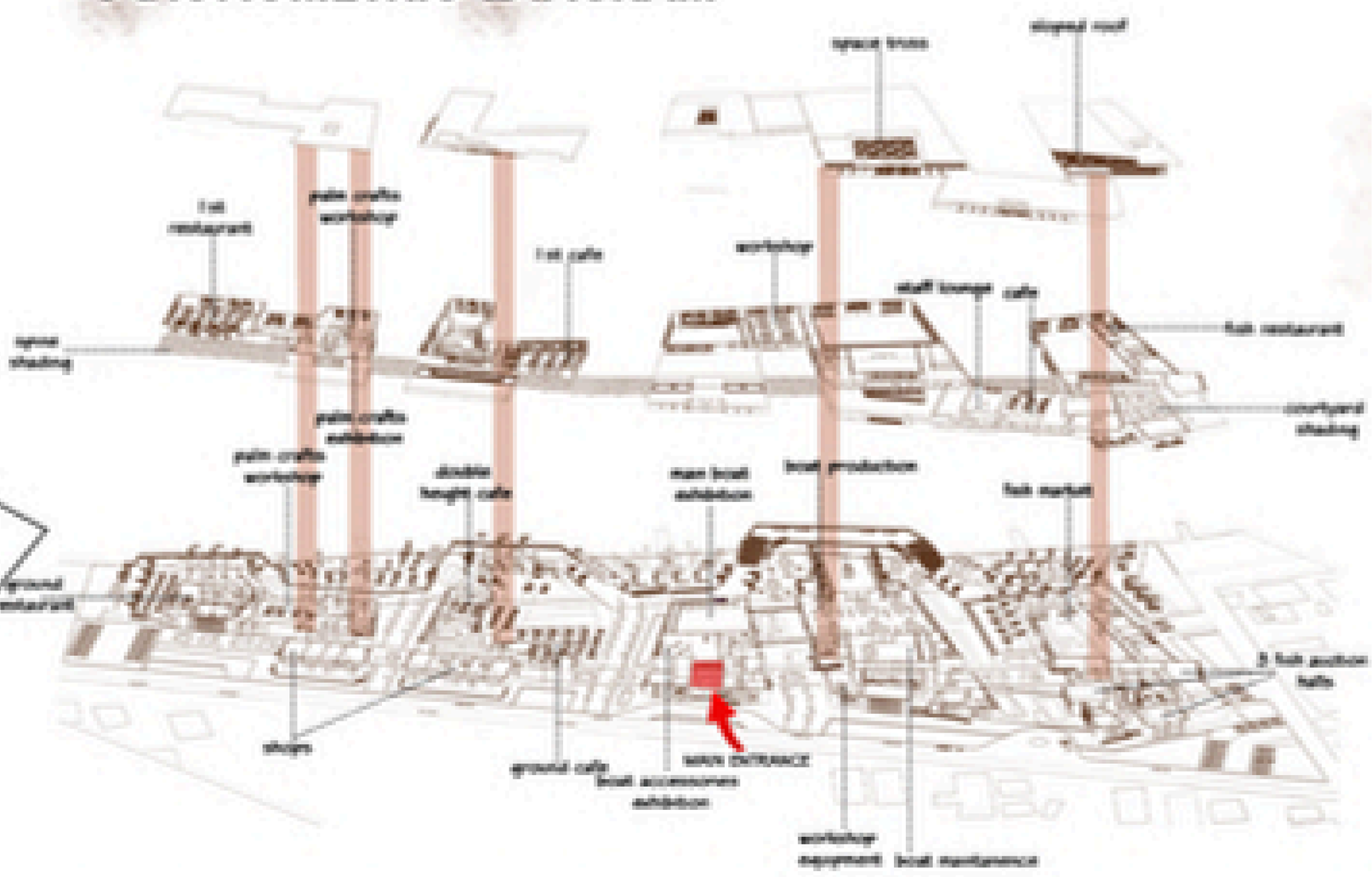
Spatial Configuration

The project follows a clear spatial configuration that organizes its functions into interconnected zones according to their operational and public requirements. The axonometric diagram demonstrates the relationship between these zones, circulation networks, and key architectural elements, creating an efficient and cohesive user experience.

3D zoning



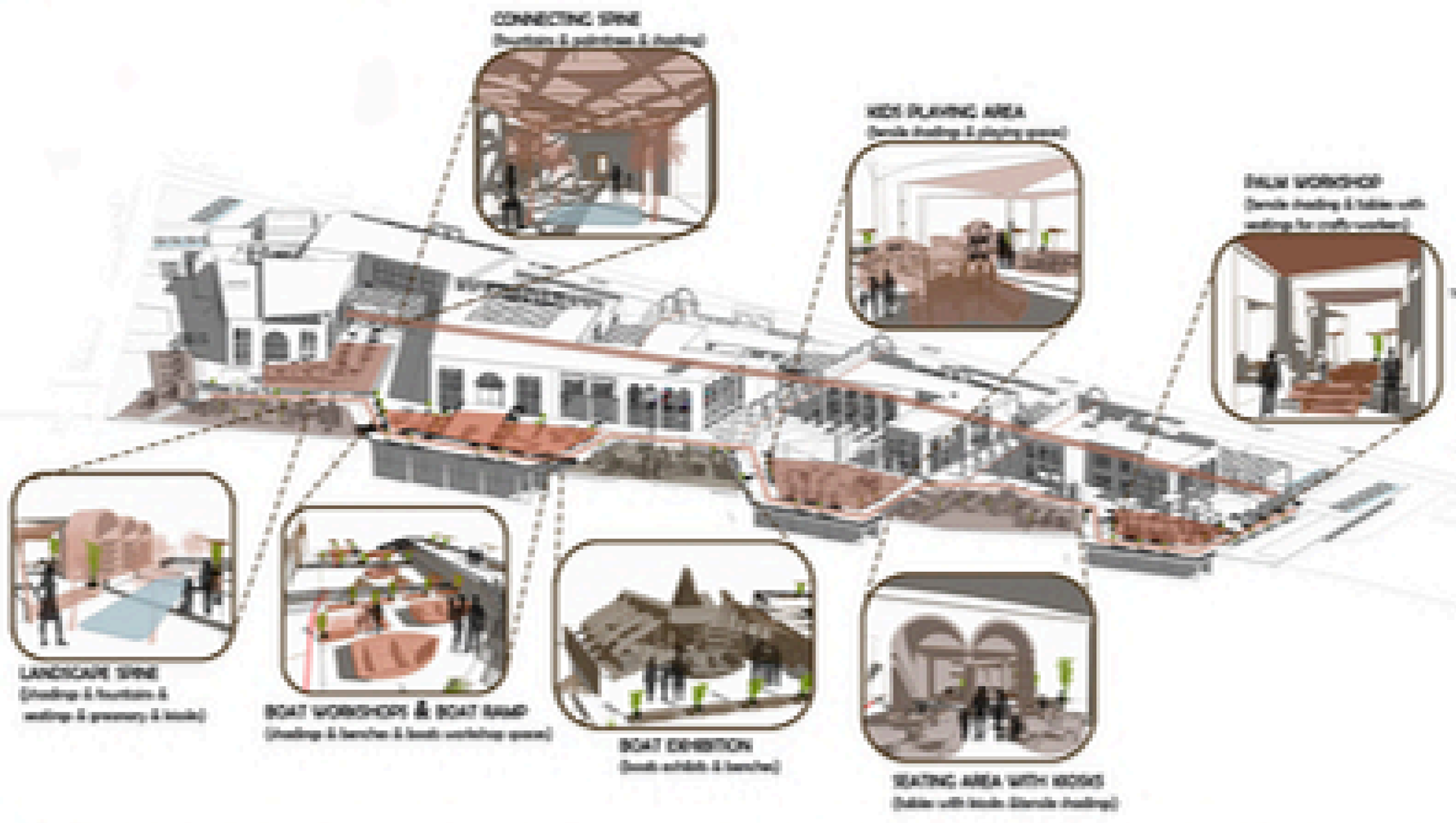
Axonometric Diagram



Landscape

The landscape design is organized through a functional zoning strategy that connects the project's different activities through a continuous landscape spine. Various outdoor spaces, including boat workshops, exhibition areas, seating zones, children's play areas, and palm workshops, are integrated with shading elements, kiosks, greenery, and pedestrian pathways to enhance user experience and create an active waterfront environment.

Functional Zoning

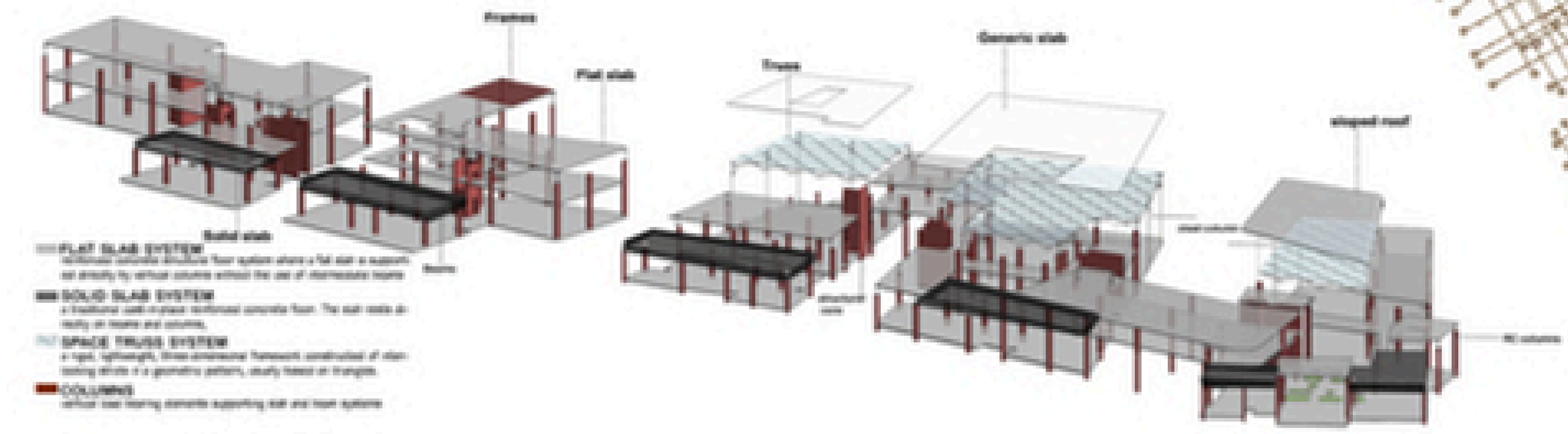


Features Integration

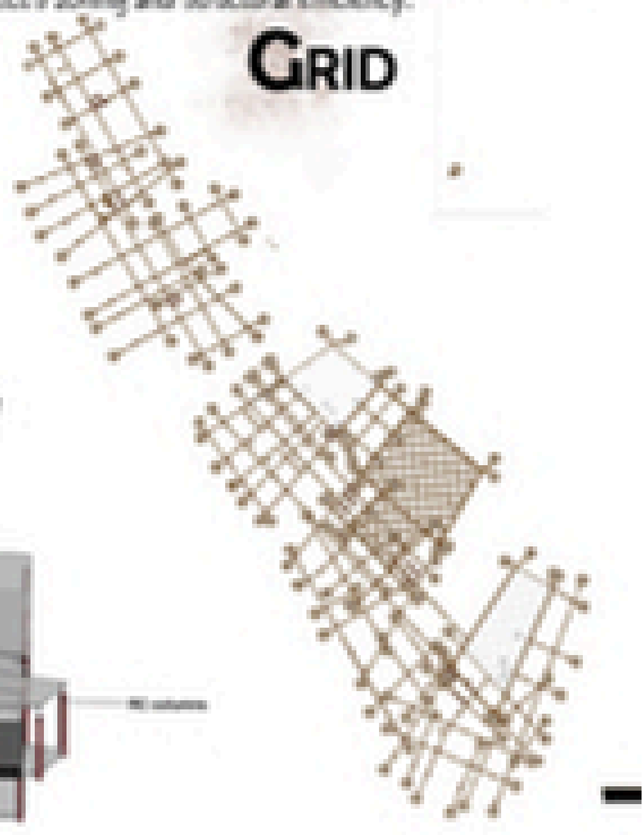
Structure

A mixed structural system is adopted to respond to the project's different functional requirements. Space trusses are used in large-span double-height spaces such as the boat workshops, exhibition, maintenance areas, and fish market. Flat slabs are applied in most spaces to provide beam-free ceilings and flexible layouts, while solid slabs are used in smaller-span spaces such as offices. The grid system is developed to support the project's zoning and structural efficiency.

Systems

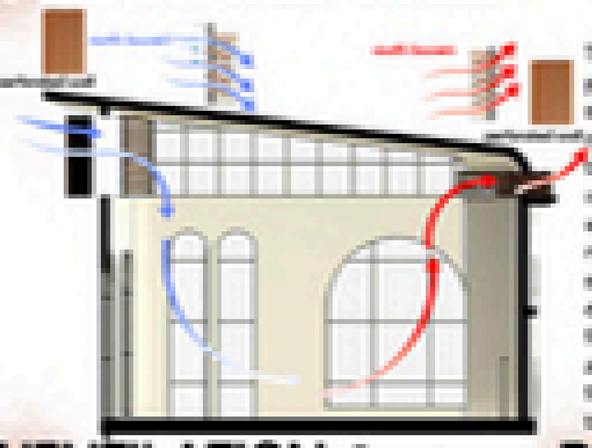


Grid



MASTER PLAN scale 1:200

STUDIES
PERFORMATED WALL

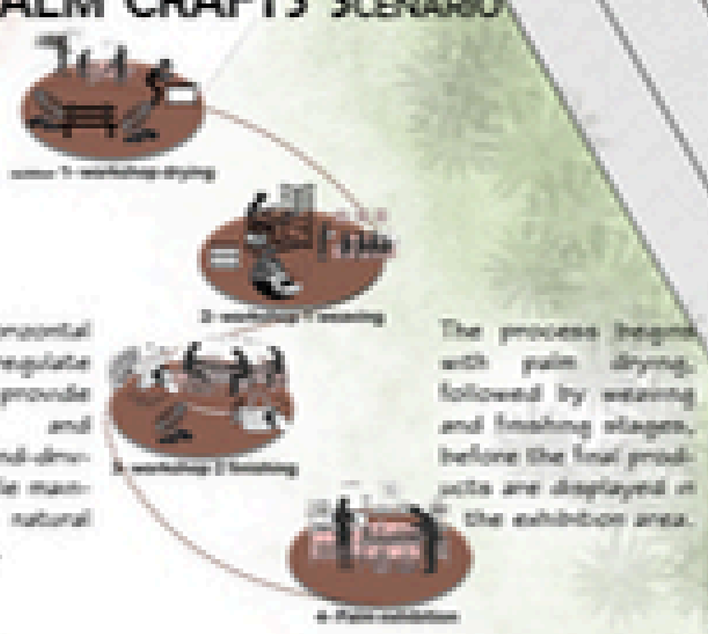


The fish market utilizes a passive ventilation system where prevailing north winds are directed through angled louvers into the interior space, while warm air naturally rises and exits through south-facing openings, enhancing thermal comfort, reducing humidity, and minimizing the need for mechanical ventilation.

VENTILATION STRATEGY

Inclined horizontal louvers regulate airflow, provide privacy, and reduce wind-driven rain while maintaining natural ventilation.

PALM CRAFTS SCENARIO



The process begins with palm drying, followed by weaving and finishing stages, before the final products are displayed in the exhibition area.

LAYOUT scale 1:400

SDGs Diagram

The project supports multiple Sustainable Development Goals (SDGs) by promoting education, local economic growth, cultural heritage preservation, sustainable design, and environmental awareness.

Integrated Resilience Strategies

CULTURAL RESILIENCE
preserving the tradition of boat building through dedicated workshops and exhibition spaces
strengthens local identity and transmits heritage for future generations

SOCIAL RESILIENCE
central communal shaded spaces and open spaces and cafés + restaurants encourage interaction, gathering, and sense of belonging

ECONOMIC RESILIENCE
a mix of workshops, fish markets training, exhibition, retail and cafe supports local livelihoods and creates diverse income opportunities

CLIMATE RESILIENCE
Palm trees, arcades, and shading systems reduce solar gain and create comfortable outdoor spaces.

ENVIRONMENTAL RESILIENCE
Local, durable materials reduce environmental impact, enhance building longevity, and support sustainable development.

URBAN RESILIENCE
a strong connection to the Nile waterfront enhances the project's adaptability to changing urban and environmental conditions

Terracotta panels enhance ventilation, thermal performance, and reinforce the project's warm waterfront identity.

Lime plaster regulates moisture, enhances durability, and improves indoor comfort.

Local limestone enhances durability, reduces maintenance, and strengthens regional identity.

The diagram illustrates how the project enhances cultural, social, economic, environmental, climate, and urban resilience through heritage preservation, community engagement, sustainable materials, passive design strategies, and a strong connection to the Nile waterfront.

Longtudinal Se

Main Elevatio

Nile-view Elev

C

A

ECTION **A-A** scale 1:200

N scale 1:200

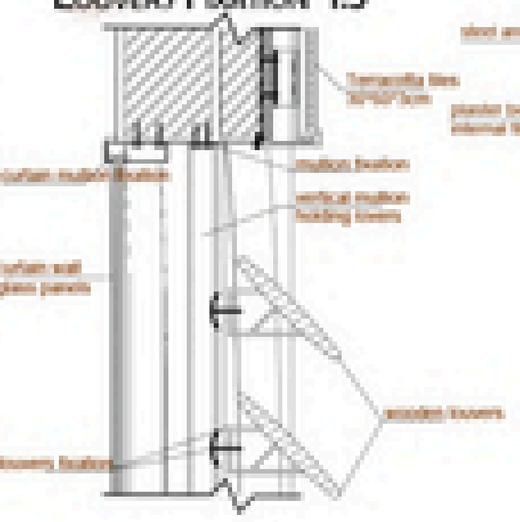
UATION scale 1:200

1ST FLOOR PLAN scale 1:400

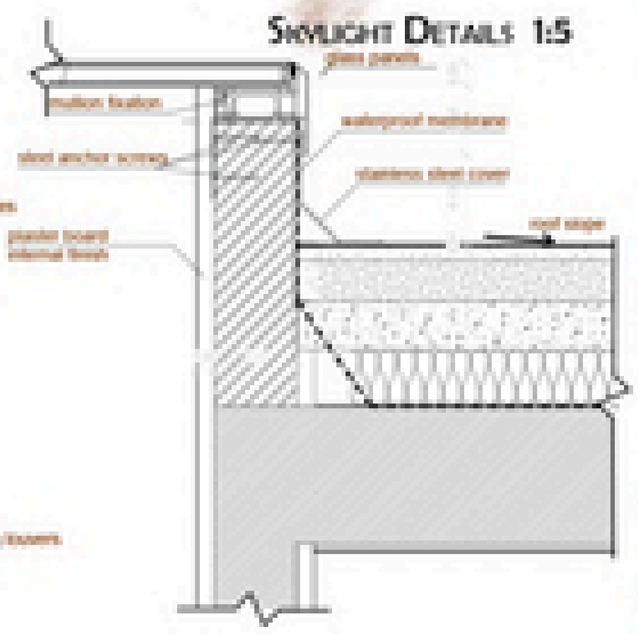
3D SHOTS KEY PLAN

DETAILS

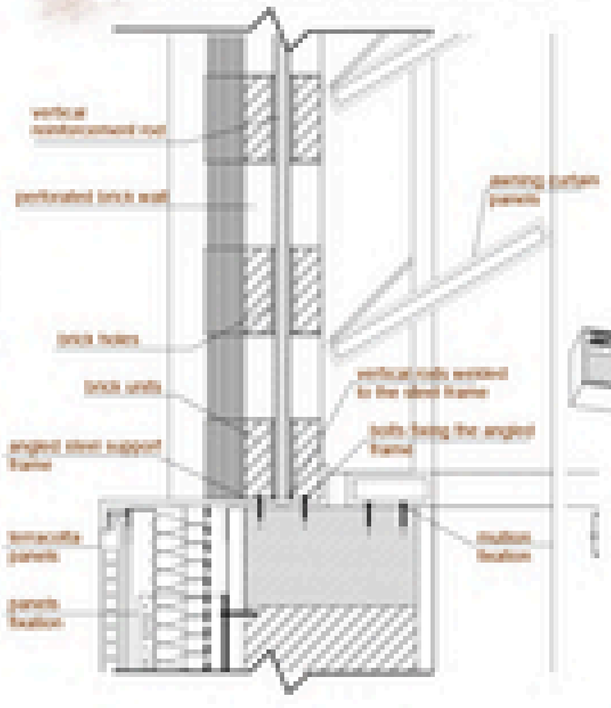
LOUVERS FIXATION 1:5



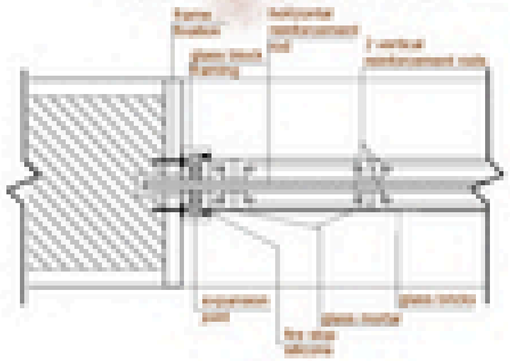
SKYLIGHT DETAILS 1:5



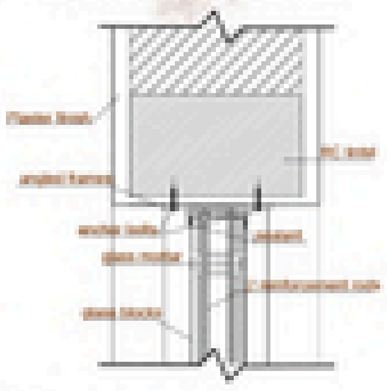
PERFORATED BRICK WALL SILL 1:5



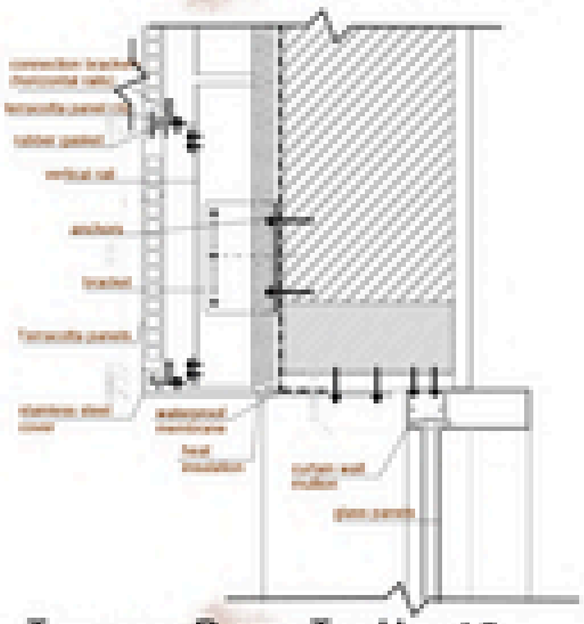
GLASS BRICK TOP VIEW 1:5



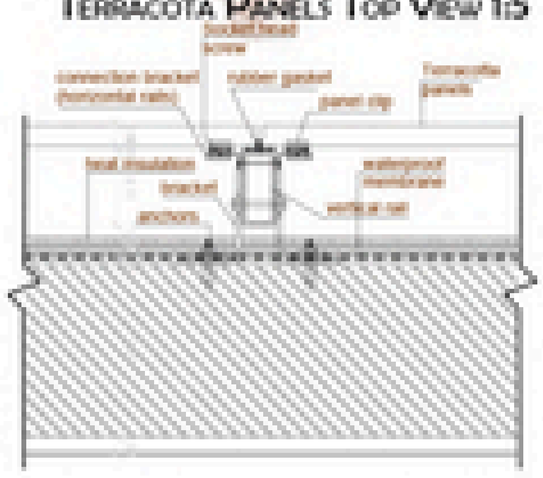
GLASS BRICK HEAD 1:5



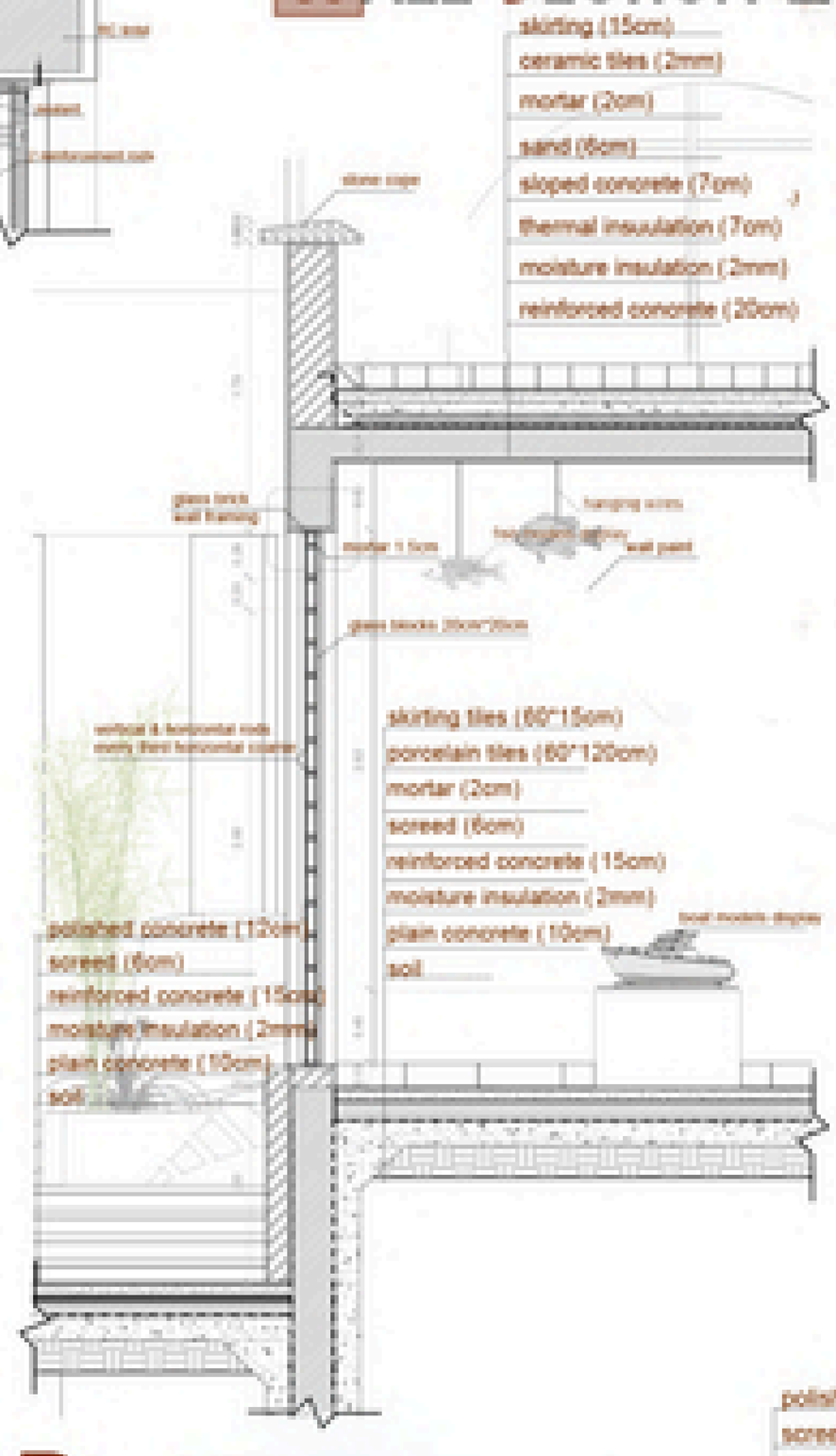
TERRACOTA PANELS HEAD 1:5



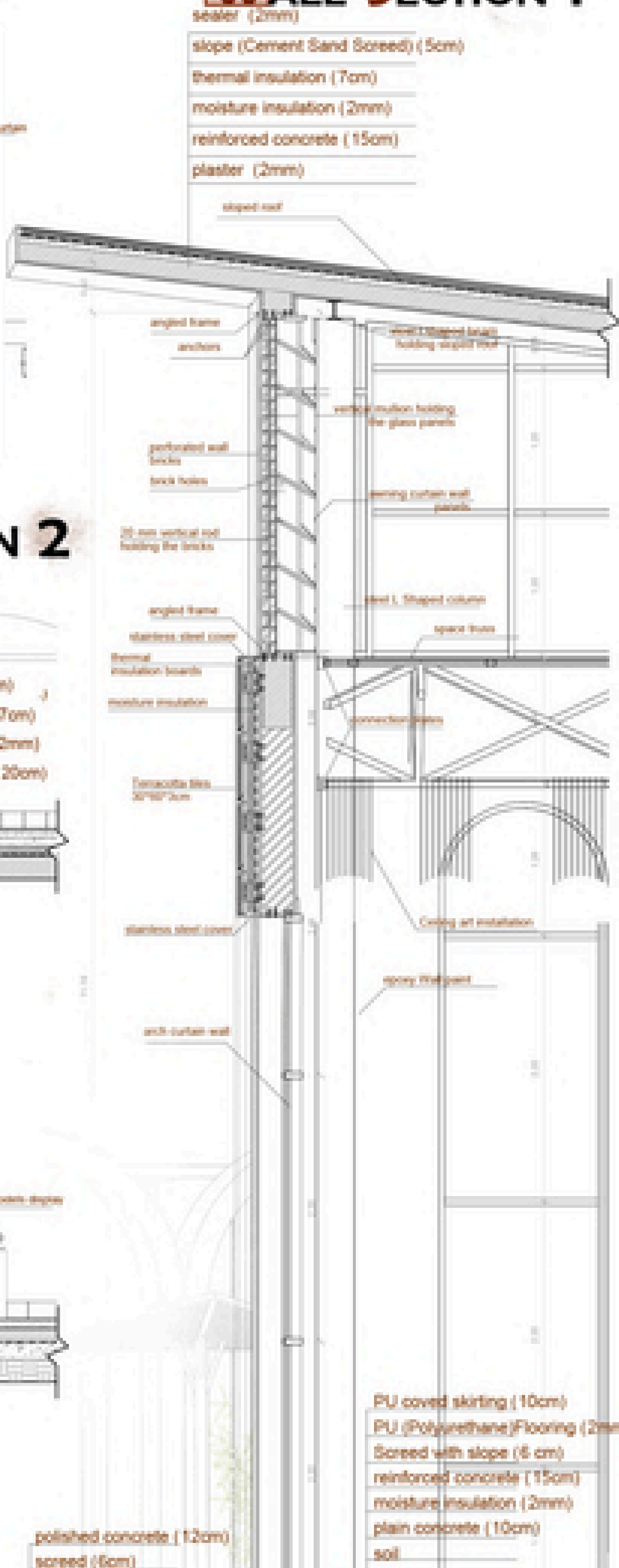
TERRACOTA PANELS TOP VIEW 1:5



WALL SECTION 2



WALL SECTION 1

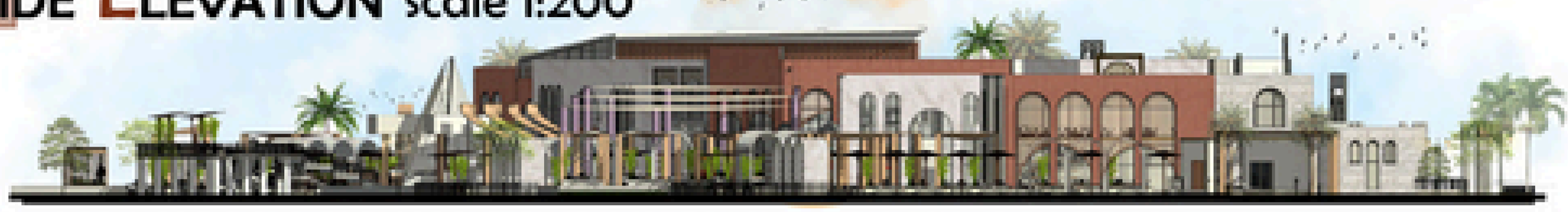


CROSS SECTION B-B scale 1:200

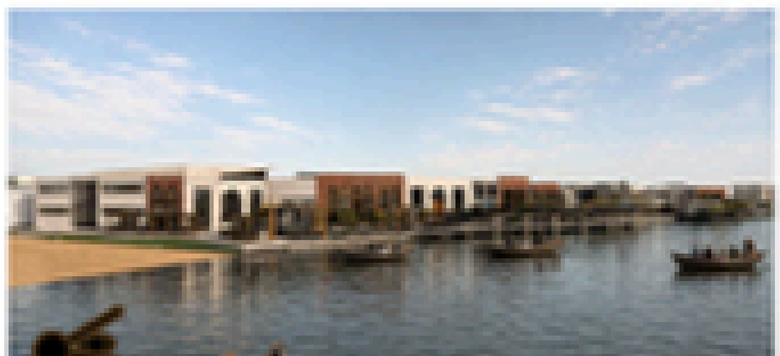
TENSILE SHADING 1:5

CROSS SECTION C-C scale 1:200

SIDE ELEVATION scale 1:200



3D SHOTS



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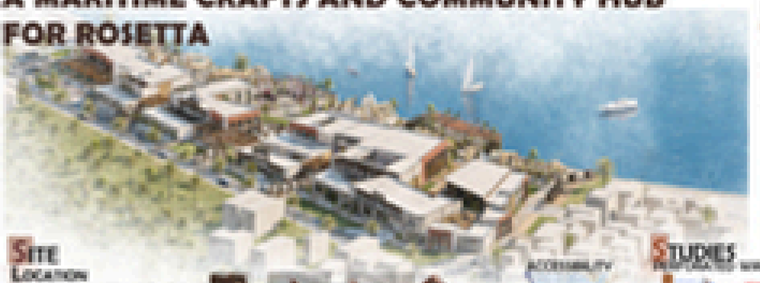


Site Location

Analysis

Views

Accessibility

Land Use

Solid & Void

Building Heights

Studies

Ventilation

Palm Crafts

Concept

chaos order

Conceptual Statement

Form Generation

Keywords: Duality · Connectivity · Fragmentation

Spatial Configuration

3D Zoning

Axonometric Diagram

Landscape

Functional Zoning

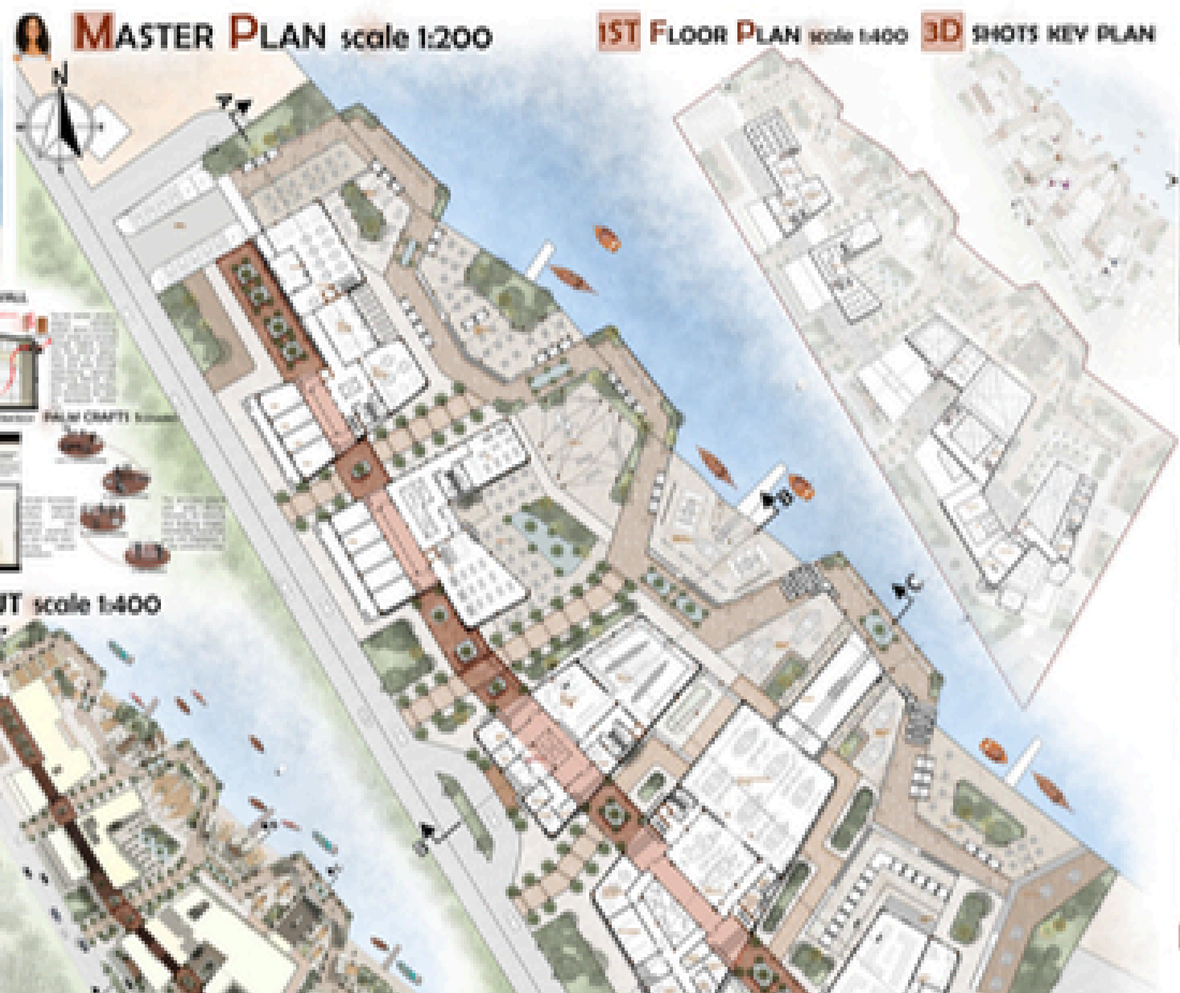
Features Integration

Structure

Systems

Grid

Master Plan scale 1:200



1st Floor Plan scale 1:400

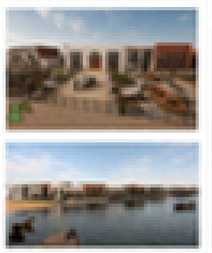
3D Shots key plan

Layout scale 1:400

SDGs Diagram

Integrated Resilience Strategies

3D Shots



Details

Wall Section 1

Wall Section 2

Longitudinal Section A-A scale 1:200

Cross Section B-B scale 1:200

Main Elevation scale 1:200

Cross Section C-C scale 1:200

Nile-view Elevation scale 1:200

Side Elevation scale 1:200