

[11:40 am, 15/06/2026] Ahmed: FROM MARKET CHAOS TO A LIVING CRAFT HUB Project Information

Project Title: From Market Chaos to a Living Craft Hub

Project Type: Craft Production, Training and Commercial Hub

Location: Dishna Center, Qena Governorate, Egypt

Designer: Ahmed Abdelrahim Hassan

Introduction

Dishna is one of the most active commercial centers in Qena Governorate. The traditional market represents an essential economic and social destination for residents from Dishna and surrounding villages. However, the current market environment suffers from severe congestion, pedestrian-vehicle conflicts, lack of organization, poor environmental comfort, and the absence of dedicated spaces for local craftsmen.

Rather than eliminating the market's spontaneous character, this project seeks to reorganize and elevate it through architecture. The proposal creates a contemporary craft hub that combines production, training, exhibition, and commercial activities within a climate-responsive environment rooted in Upper Egyptian identity.

Design Problem

The existing market environment faces several challenges:

- * Severe traffic congestion during market days.
- * Conflict between pedestrians and vehicles.
- * Lack of organized retail spaces.

* Limited environmental comfort caused by excessive heat and insufficient shading.

* Absence of dedicated workshops and training facilities for local craftsmen.

* Weak connection between production and commercial display.

These issues negatively affect both economic activity and user experience.

Design Vision

The project transforms the chaotic market condition into a structured architectural journey.

The proposal creates a vibrant public destination where visitors can experience the complete cycle of local craftsmanship—from learning and production to exhibition and retail.

The design promotes social interaction while supporting local economic development and preserving cultural identity.

Concept

The architectural concept is based on transforming congestion into organization.

Instead of allowing commercial activities to spread randomly, the project gathers them around a central environmental and social core.

A large internal atrium acts as the heart of the project, organizing circulation and creating a comfortable microclimate. This space becomes a gathering area, a visual landmark, and a passive cooling device.

The project encourages visitors to move through a carefully designed sequence of spaces that gradually reveal craft production, exhibitions, and commercial activities.

Program Organization Ground Floor

The ground floor contains retail shops and commercial functions.

The shops are organized around the central atrium while maintaining strong connections to external circulation routes.

This level serves as the primary public interface of the project and provides a structured alternative to the existing informal market environment.

Main Functions:

- * Retail Shops

- * Public Circulation

- * Central Atrium

- * Seating Areas

- * Services

- * Main Entrances

First Floor

The first floor is dedicated to craft production and training activities.

Workshops overlook the central atrium, allowing visitors to observe the production process and strengthening the relationship between making and selling.

Main Functions:

- * Craft Workshops

- * Training Spaces

- * Exhibition Areas

- * Administrative Spaces

- * Storage Areas

Roof Level

The roof acts as an environmental and social extension of the project.

It accommodates gathering spaces and environmental systems while providing additional views toward the surrounding urban context.

Main Functions:

- * Public Seating Areas

- * Environmental Systems

- * Roof Gathering Spaces

- * Wind Catcher Infrastructure

Environmental Strategy

The project responds directly to the hot climate of Upper Egypt through passive environmental design strategies.

A contemporary interpretation of the traditional Egyptian wind catcher (Malqaf) captures prevailing north-western winds and directs cool air into the central atrium.

As air passes thr

[11:43 am, 15/06/2026] Ahmed: As air passes through shaded vegetation and gathering spaces, its temperature is reduced before being distributed throughout the surrounding retail and workshop areas.

Warm air naturally rises and exits through high-level roof openings, creating a continuous airflow cycle based on the stack effect principle.

These passive systems reduce dependence on mechanical cooling and improve thermal comfort throughout the building.

Environmental Strategies:

- * Wind Catcher (Malqaf)
- * Natural Ventilation
- * Stack Effect Cooling
- * Passive Shading
- * Daylight Optimization
- * Vegetation-Based Microclimate

Architectural Identity

The project draws inspiration from the architectural heritage of Upper Egypt.

Rather than copying historical forms, the design reinterprets local architectural principles through contemporary architecture.

The material palette includes limestone, sandstone, and craft-inspired screening systems that provide shading while expressing local identity.

The architecture celebrates craftsmanship not only as a function but also as an architectural language.

Social Impact

The project creates a new civic destination for Dishna.

It supports local craftsmen, improves commercial organization, reduces market congestion, and provides educational opportunities for younger generations.

The proposal strengthens local identity while contributing to economic growth and community development.

By integrating production, learning, and commerce into a single architectural experience, the project transforms the traditional market into a sustainable and culturally significant public space.

Conclusion

From Market Chaos to a Living Craft Hub is an architectural response to the challenges of informal market conditions in Dishna.

Through environmental design, organized circulation, and a strong connection between production and commerce, the project creates a contemporary destination that celebrates local craftsmanship while improving urban life.

The project demonstrates how architecture can transform congestion into opportunity, creating a vibrant and climate-responsive community hub for future generations.

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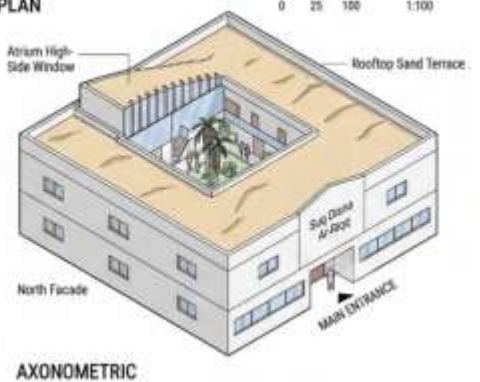
WORKSHOP RENDER



FROM MARKET CHAOS TO A LIVING CRAFT HUB

Dishna Center, Qena Governorate, Egypt

Ahmed Abdelrahim Hassan
BOARD 03: ARCHITECTURAL DRAWINGS

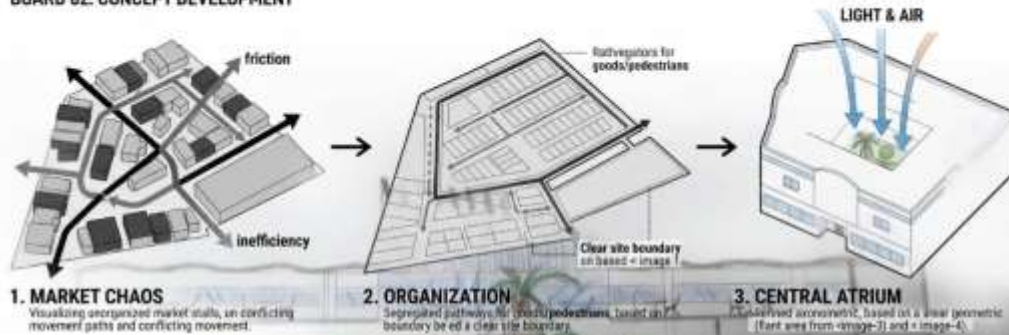


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BOARD 02: CONCEPT DEVELOPMENT



1. MARKET CHAOS

Visualizing unorganized market stalls, in conflicting movement paths and conflicting movement.

2. ORGANIZATION

Segregated pathways for goods/pedestrians, based on boundary be ed a clear site boundary.

3. CENTRAL ATRIUM

Optimized atrium, based on a linear geometric (Part one from image-3) and image-4.



4. CRAFT COMMUNITY

The ground floor is coursed via ground floor out of workshops and market synergy active and viases when dihem details and artoistops.



5. ENVIRONMENTAL COMFORT

Integrational section integrator of the profile and Dishna Center site and warm air stack effect ventilation through through the atrium.

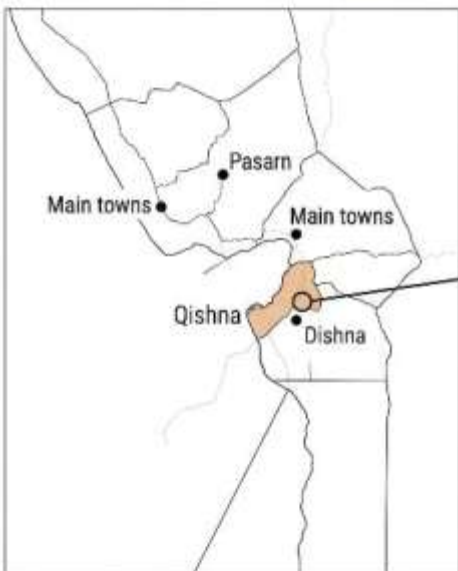
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BOARD 01: PROBLEM + SITE ANALYSIS

Market Congestion

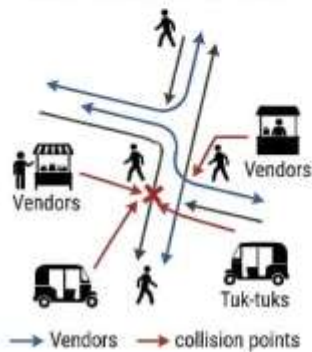


Based on mite map



Based on Google Earth

Pedestrian-Vehicle Conflicts

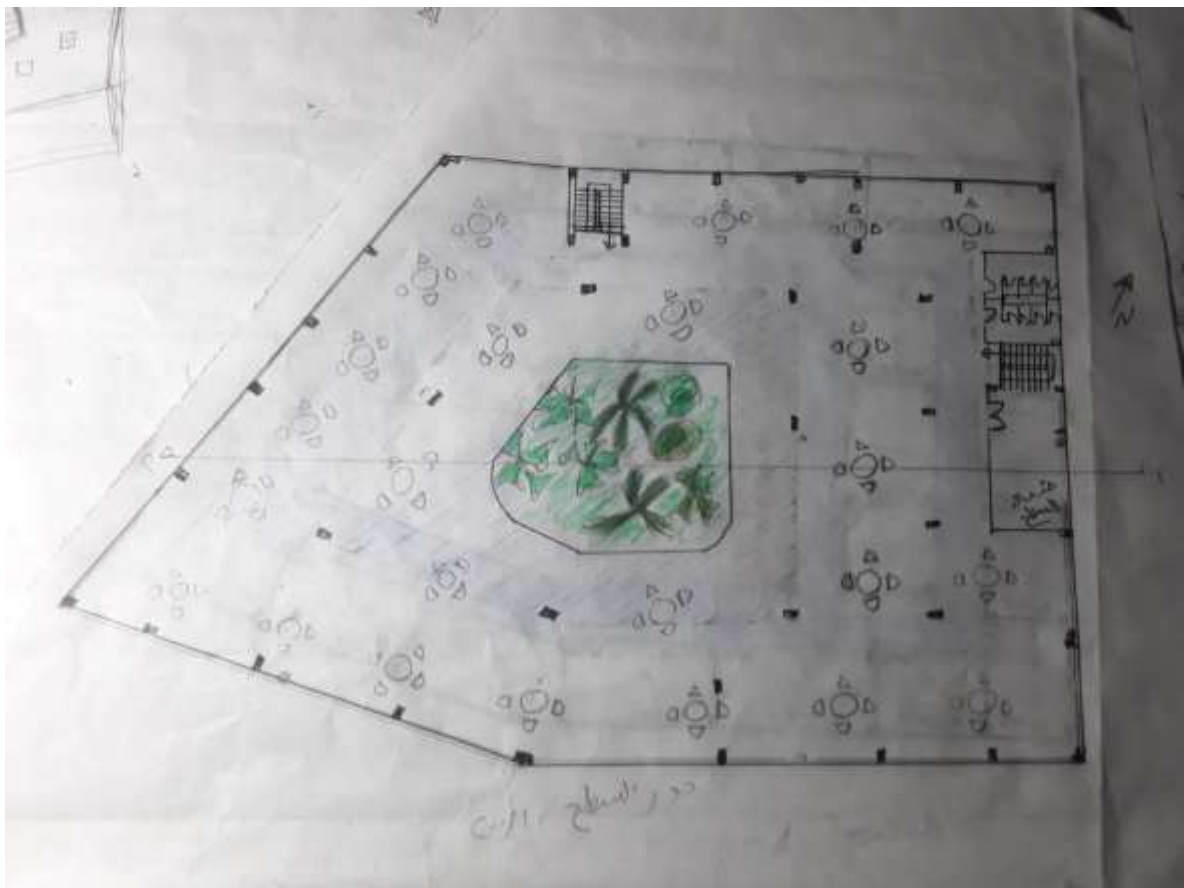
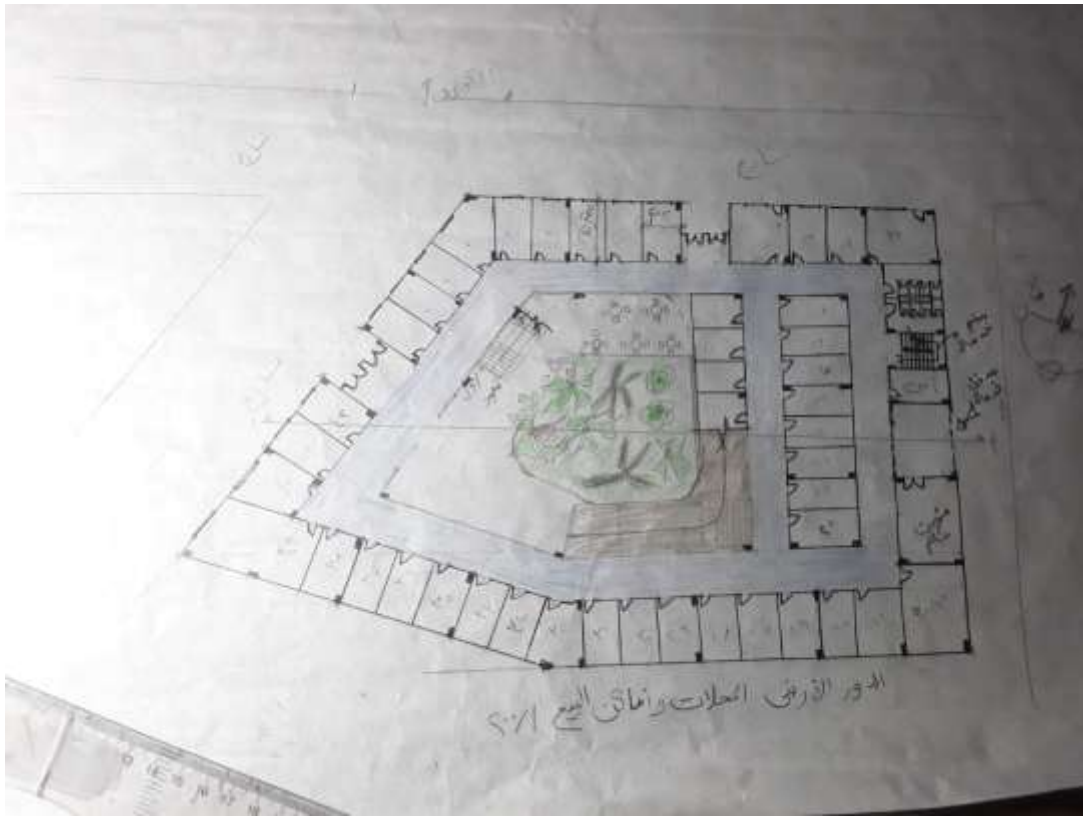


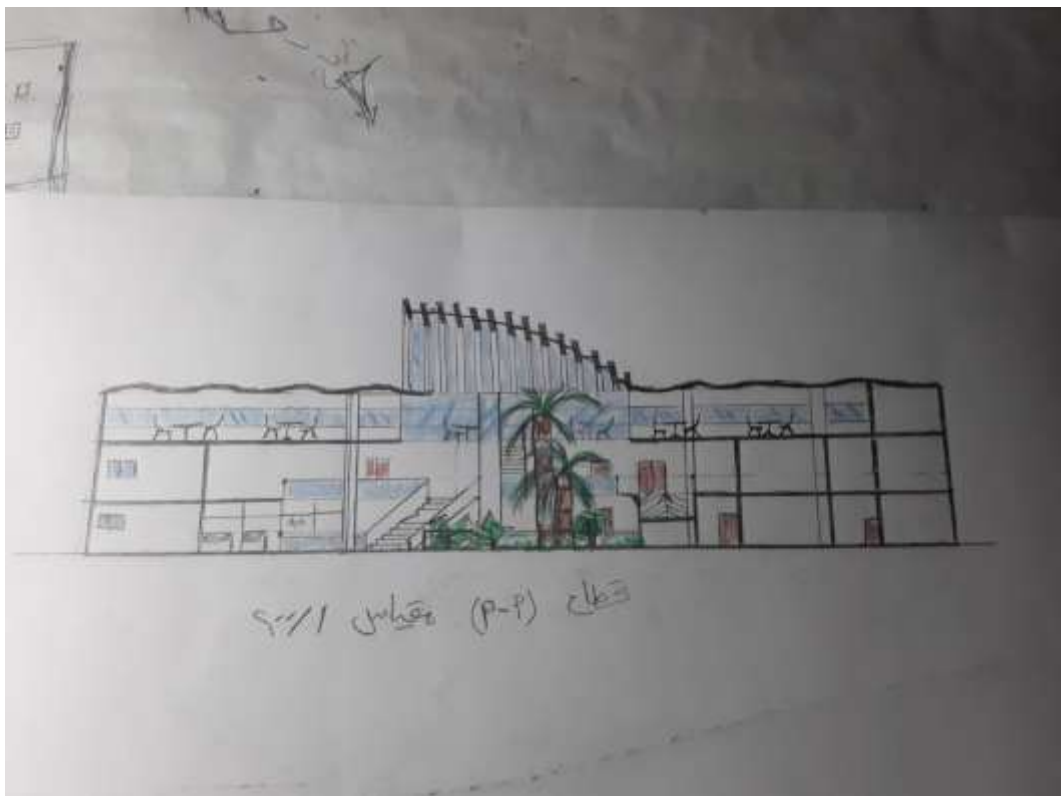
Traffic Congestion



Site Constraints + Opportunities









نقشه و بنا و کلاس درس ۱-۲



