



صنعة



Furniture Innovation & Development Hub - Damietta, Egypt





PROJECT OVERVIEW

SENA is a specialized center dedicated to furniture design, research, innovation, training, exhibition, and market development. The project aims to transform Damietta from a furniture manufacturing hub into a leading center for furniture design, research, and innovation by integrating education, technology, production, and marketing.

00

INTRODUCTION

Furniture Innovation & Development Hub - Damietta, Egypt

PROJECT NAME	Furniture Innovation & Development Hub - Damietta, Egypt	
LOCATION	El-Sanania, Damietta, Egypt	
TARGET ENTITIES	Furniture Designers - Students & Graduates - Researchers & Innovators - Furniture Manufacturers - Furniture Brands & Companies - Investors & Entrepreneurs - Local Craftsmen & Artisans - Visitors & Consumers	
TARGETED DEVELOPMENT AXES (EGYPT 2030)	Economic Development - Industrial Development - Innovation & Research - Education & Human Capacity Building - Entrepreneurship & Investment - Sustainable Urban Development - Digital Transformation & Smart Technologies	
PROJECT OBJECTIVES	Strengthen Damietta's position as Egypt's furniture capital. Promote furniture design, innovation, and research. Bridge the gap between education and industry. Integrate AI and advanced technologies into furniture	Support prototype development and product testing. Create a platform for exhibitions, marketing, and investment. Enhance the competitiveness of Egyptian furniture in local and global markets.
PROPOSED AREA	14 FEDDAN / 60000 METER SQUARE	
INDEX	- INTRODUCTION - STADGE ONE - STAGGE TWO - PROJECT DESIGN	



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01

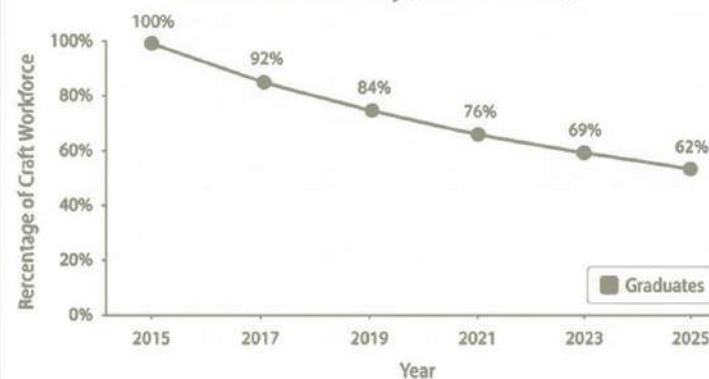
STUDIES

Furniture Innovation & Development Hub - Damietta, Egypt

PROJECT PROBLEM

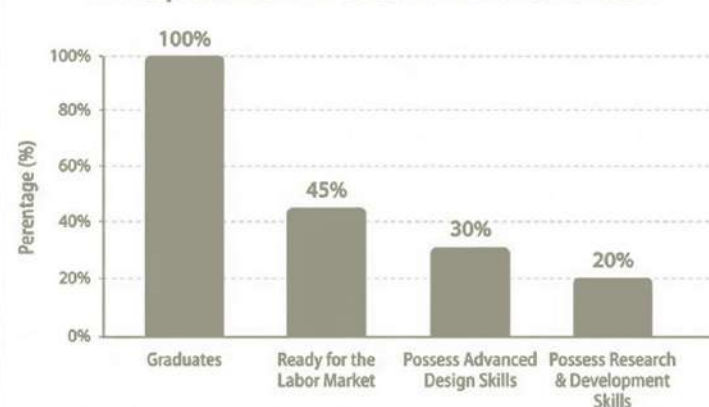
Strengthen Damietta's position as Egypt's furniture capital. Promote furniture design, innovation, and research. Bridge the gap between education and industry. Integrate AI and advanced technologies into furniture development. Support prototype development and product testing. Create a platform for exhibitions, marketing, and investment. Enhance the competitiveness of Egyptian furniture in local and global markets.

Decline in Craftsmanship Workforce in the Furniture Industry (2015 - 2025)



The chart shows the continuous decrease in craftsmanship numbers due to youth reluctance, weak development, and the lack of a sustainable professional path.

The Gap between Education and Demand Needs



The chart illustrates the gap between educational outcomes and the requirements of the furniture industry market, highlighting the need for a committed R&D and training center.

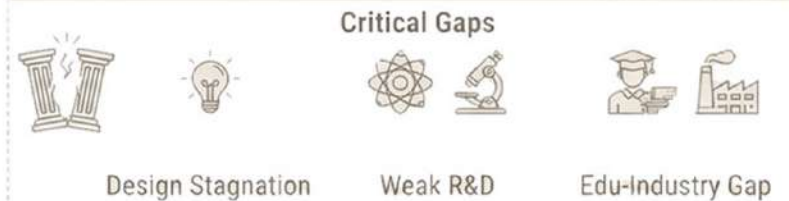
Strategic Respons

1. CONTEXT & IDENTITY .1

Damietta Location



GAP ANALYSIS .2



3. STRATEGIC PLAN

Proposed: Specialized Innovation Hub



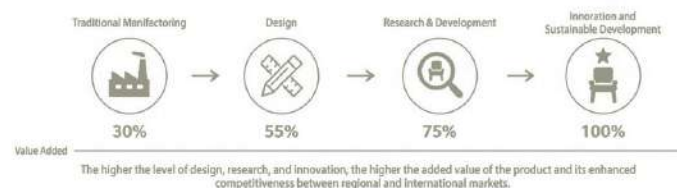
Bridge Gaps via Innovation, Training, Tech

CORE PILLARS .4

Hub Pillars

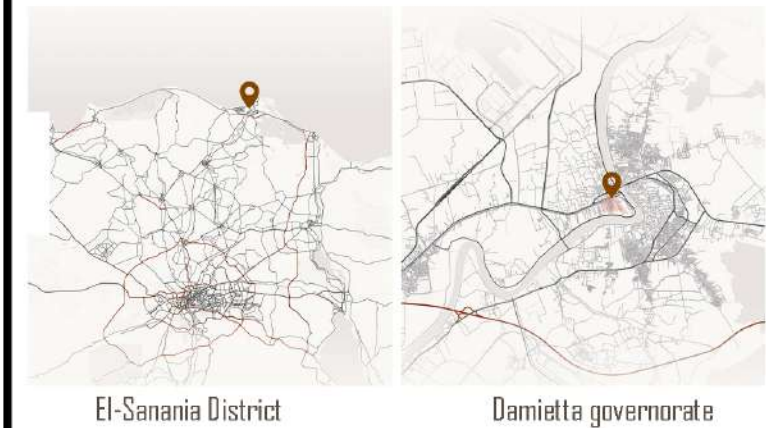


STAKEHOLDERS

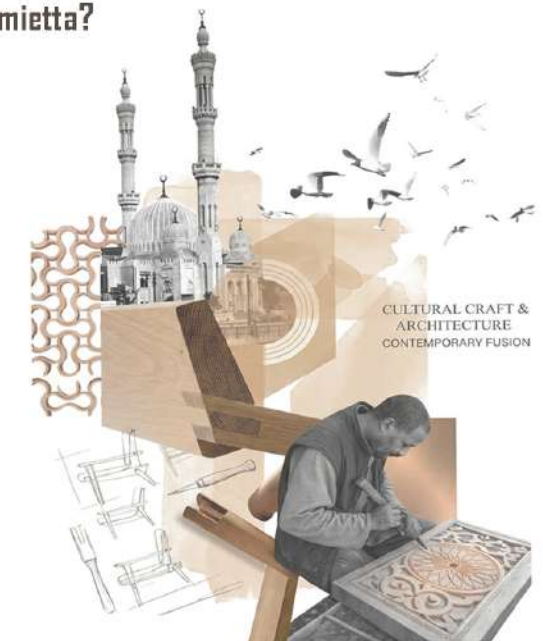


MACRO SITE

El-Sanania, Damietta, Egypt



Why Damietta?



Damietta is recognized as Egypt's furniture manufacturing capital; however, the industry still faces challenges related to design innovation, research and development, and the integration of education with industry. The project addresses these gaps by creating a specialized center that supports furniture design, innovation, training, and market development.

STAKEHOLDERS





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02
STUDIES

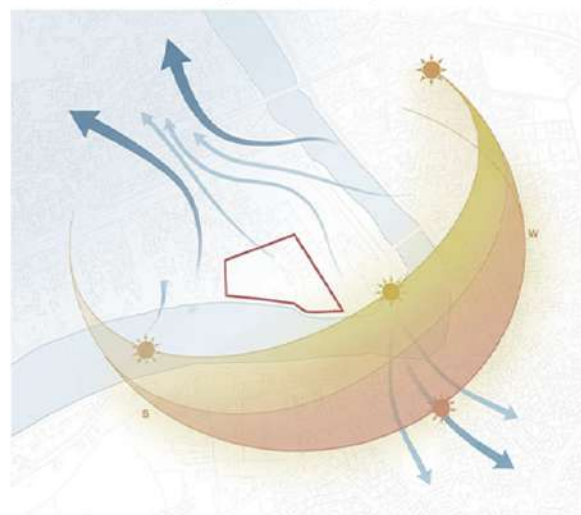
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SITE ANALYSIS

SPATIAL FLOWS / URBAN AXES



SUN PATH + WIND



NOISE ANALYSIS

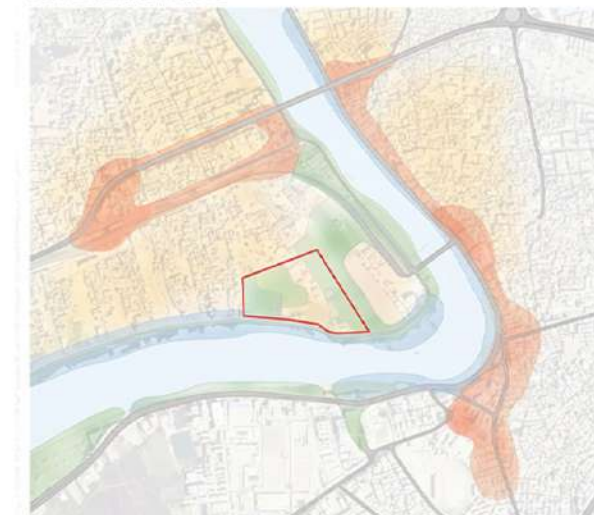


SITE ANALYSIS

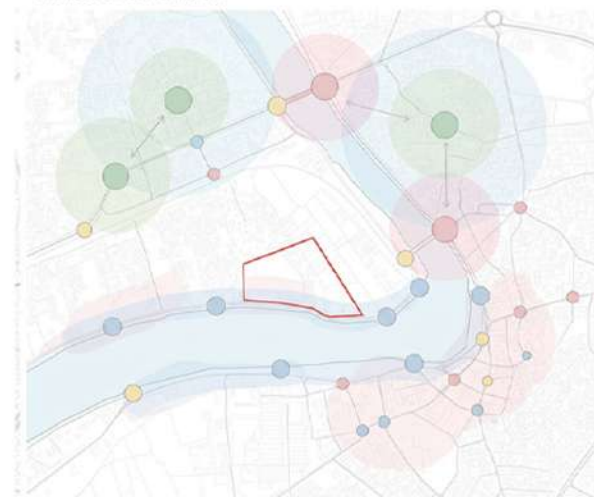
STREETS + ACCESSIBILITY



FUNCTIONAL AREAS



IMPORTANT PLACES



CONCEPT

Concept Definition

The concept is inspired by the idea of joinery in furniture, which is the point where separate wooden pieces connect to form a unified structure. This logic is translated architecturally by creating a central spine that acts as the main joint, connecting the different project components such as education, design, prototyping, and exhibition. These masses interlock around this spine, reflecting the process of transforming ideas into prototypes and final products. The architecture therefore becomes a physical representation of the project's role as a link between education and furniture production in Damietta



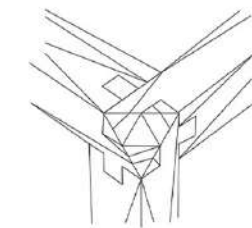
DOVETAIL JOINT



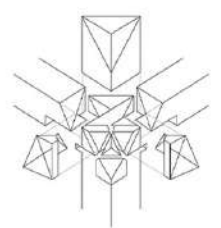
Cross-Lap Joint



Knuckle Joint



Abstract the wooden joint into angular geometry

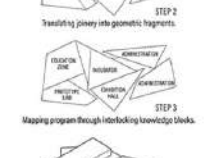
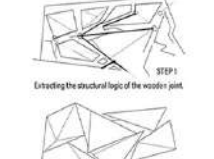
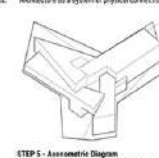
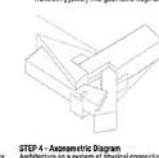
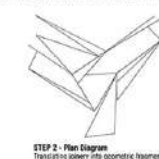


Extract interlocking triangular forms from jointery logic

Damietta Furniture Design Hub - The Kinetic Joinery

The wooden joint is the moment where separate pieces become one structure. Likewise, this project connects education, experimentation, and industry into a unified architectural system. Design must interlock with manufacturing. Knowledge must transform into production.

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03 STUDIES

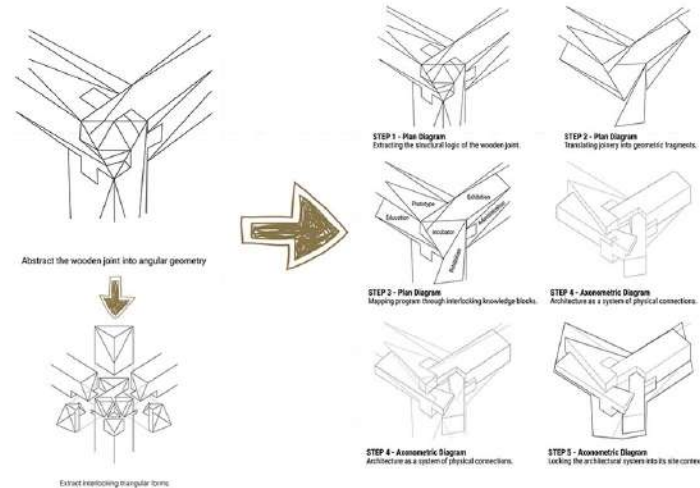
Furniture Innovation & Development Hub - Damietta, Egypt

CONCEPT

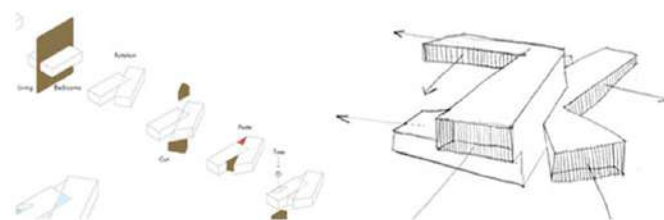
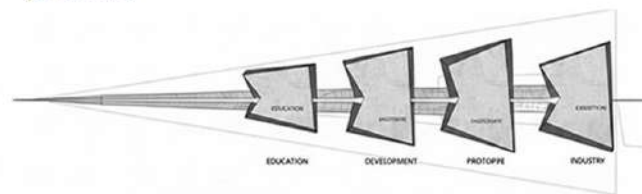
Concept Development

Joinery is the moment when separate parts become one unified entity. The project translates this idea by treating architecture as a joint that connects the stages of furniture production in Damietta, from education and design to manufacturing and exhibition.

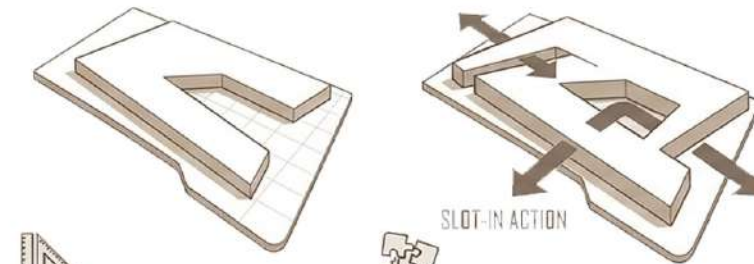
The central spine and main plaza represent the joinery element, acting as the project's backbone and a transitional space where ideas evolve into prototypes and prototypes into products.



The project becomes more than a group of buildings; it forms an interlocking architectural system that reflects Damietta's furniture industry, where architecture embodies the connection between knowledge and production.

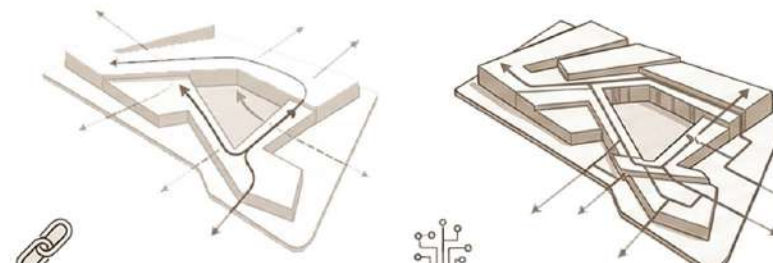


FORM GENERATION



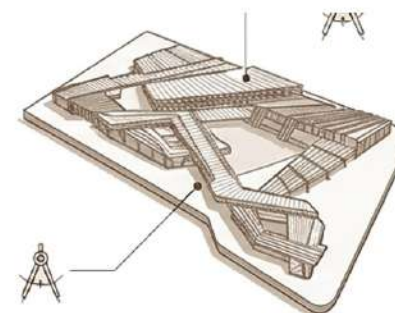
01 DEFINE
Defining the primary project masses

02 INTERLOCK
Interlocking the masses to express furniture craftsmanship



03 CONNECT
Strengthening visual and physical connectivity.

04 INTEGRATE
Integrating movement and innovation pathways



05 IDENTITY
Creating a unified architectural identity inspired by Damietta's furniture heritage

"A reference to the heritage of Damietta's furniture making, expressed through craftsmanship and geometry."

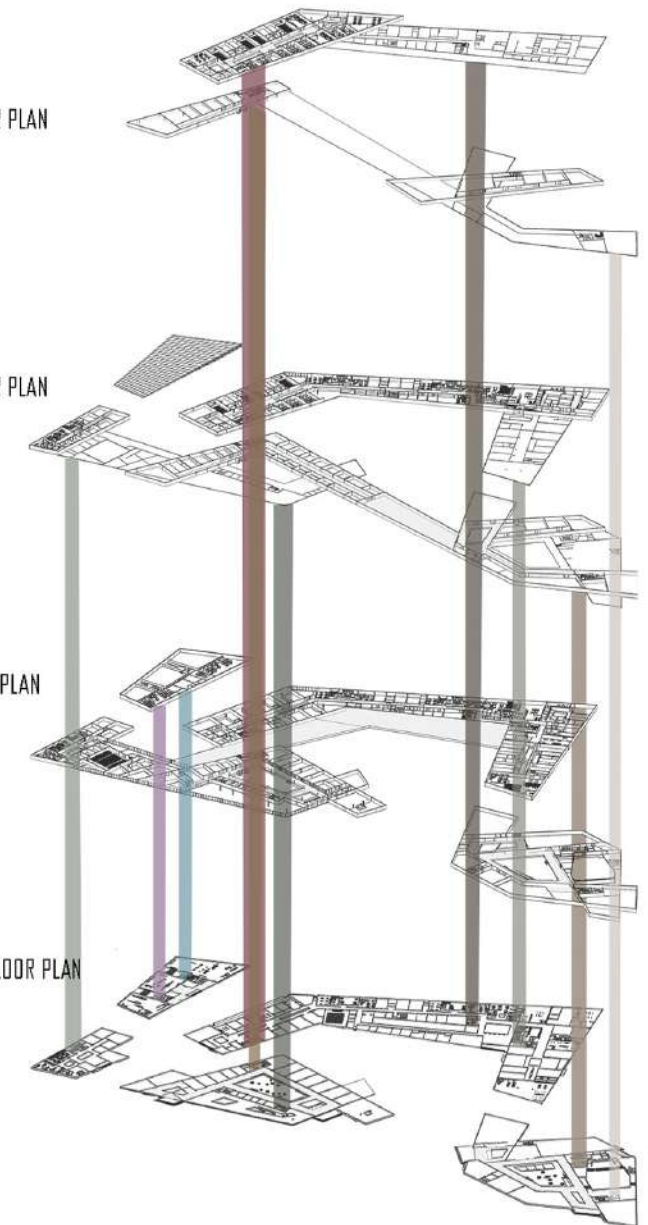
3D ZONING

3RD FLOOR PLAN
+5.75 M

2ND FLOOR PLAN
+5.75 M

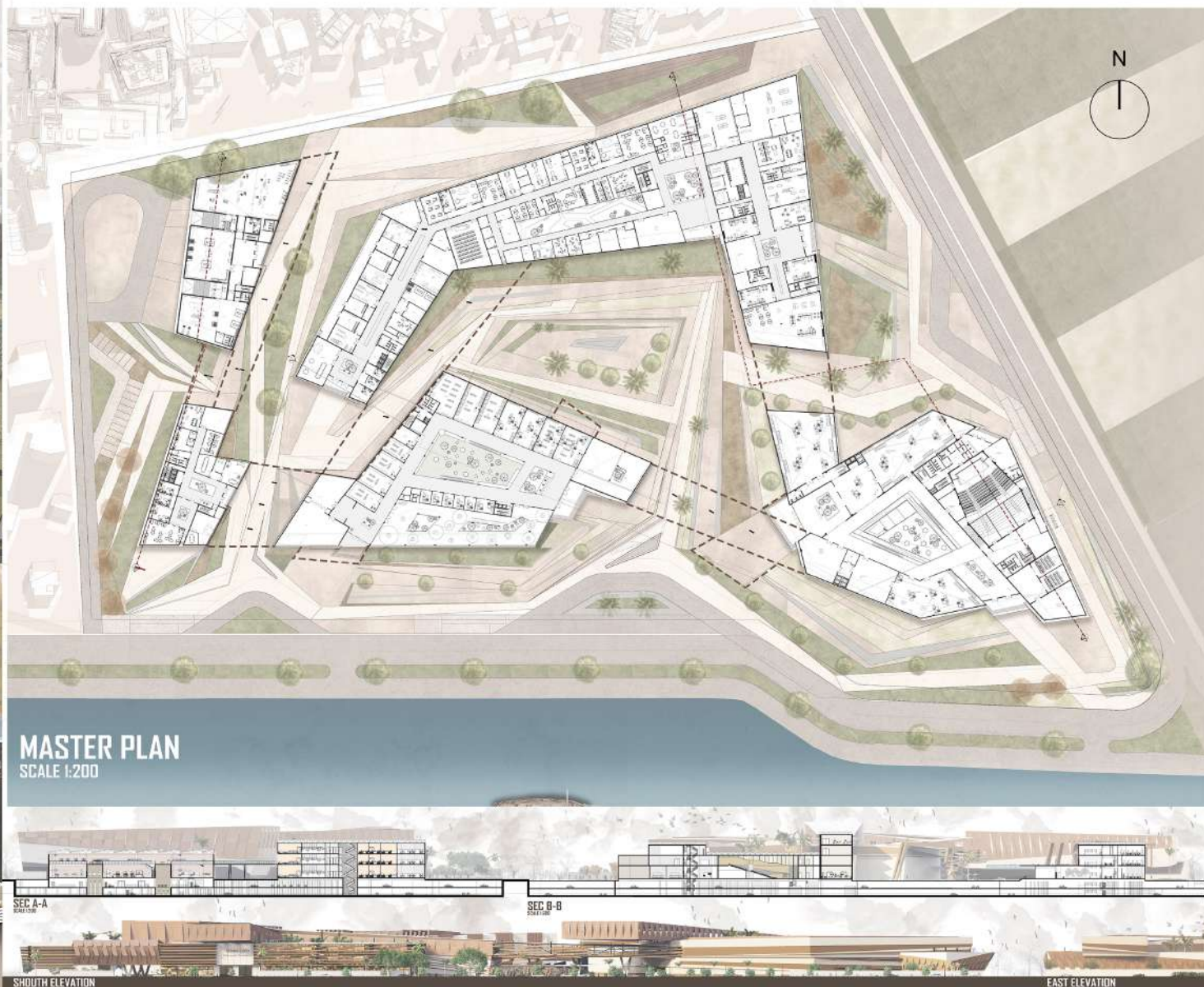
1ST FLOOR PLAN
+5.75 M

GROUND FLOOR PLAN
+0.75 M





Furniture Innovation & Development Hub - Damietta, Egypt

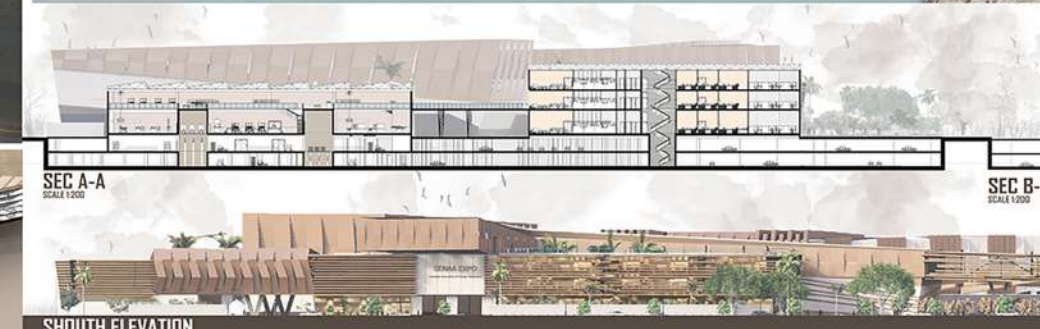
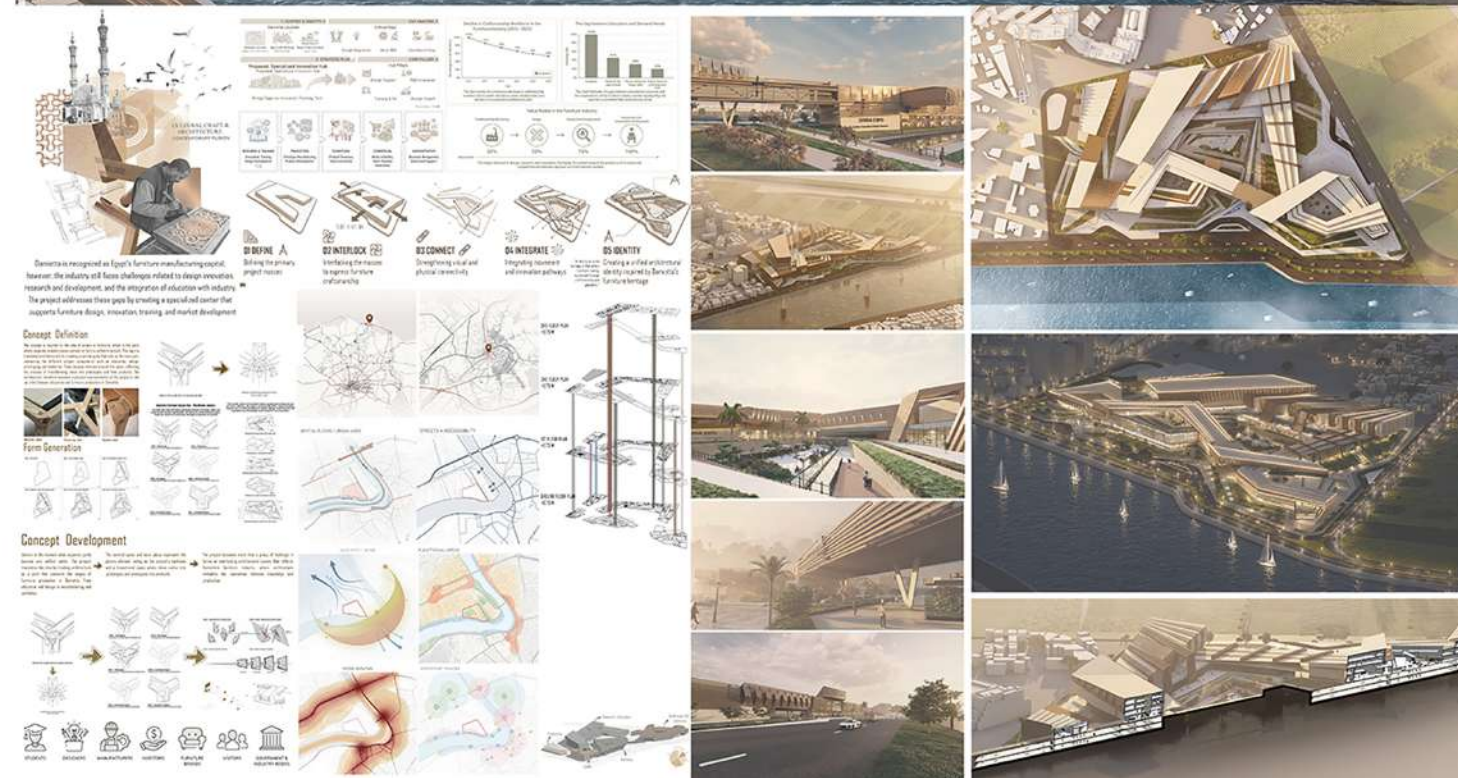




Furniture Innovation & Development Hub - Damietta, Egypt



MASTER PLAN
SCALE 1:200



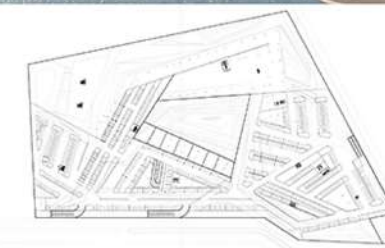
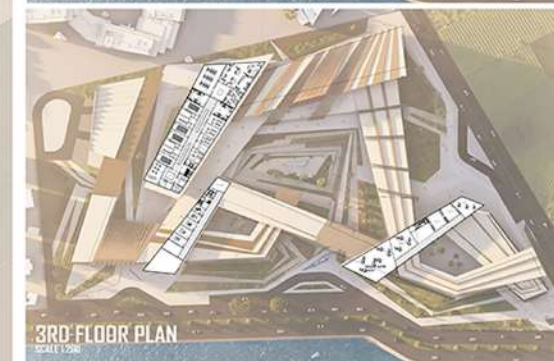
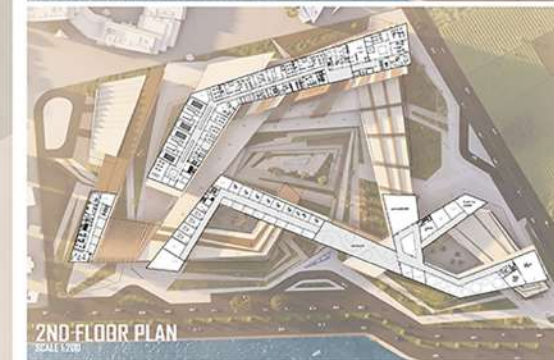
SEC A-A
SCALE 1:200

SHOUTH ELEVATION
SCALE 1:200

SEC B-B
SCALE 1:200



Furniture Innovation & Development Hub - Damietta, Egypt





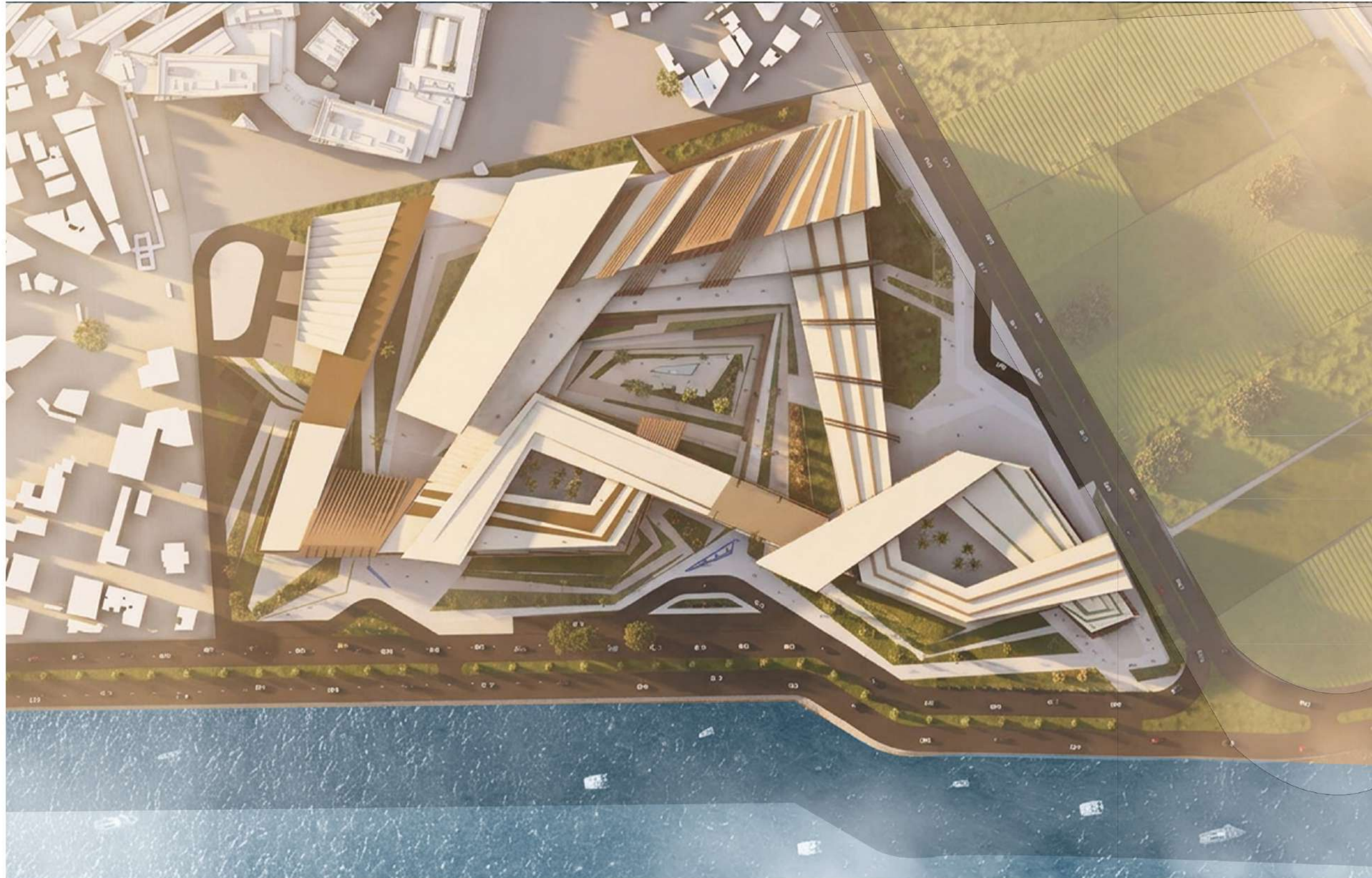
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07 LAYOUT

Furniture Innovation & Development Hub - Damietta, Egypt

LAYOUT





صناعة

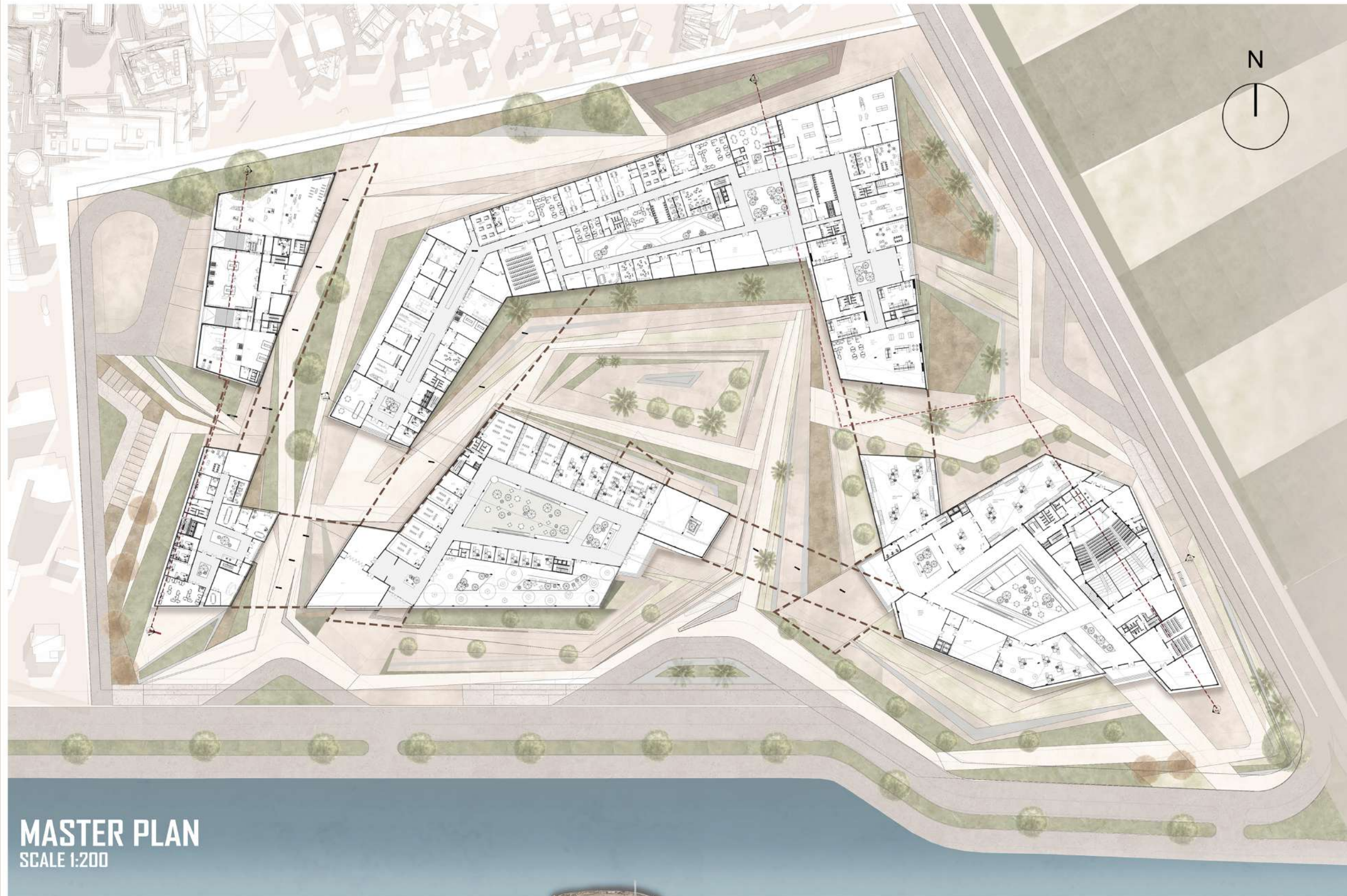
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Furniture Innovation & Development Hub - Damietta, Egypt



MASTER PLAN



08

MASTER PLAN



صناعة

PROJECT OVERVIEW

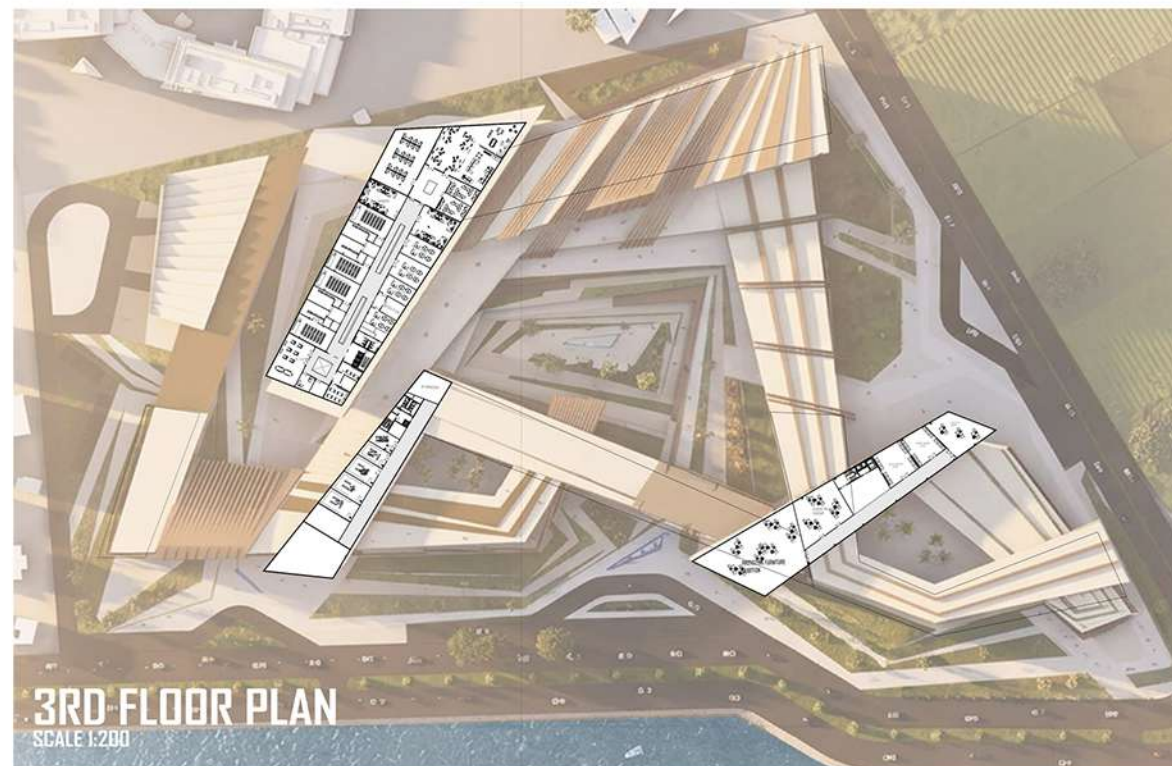
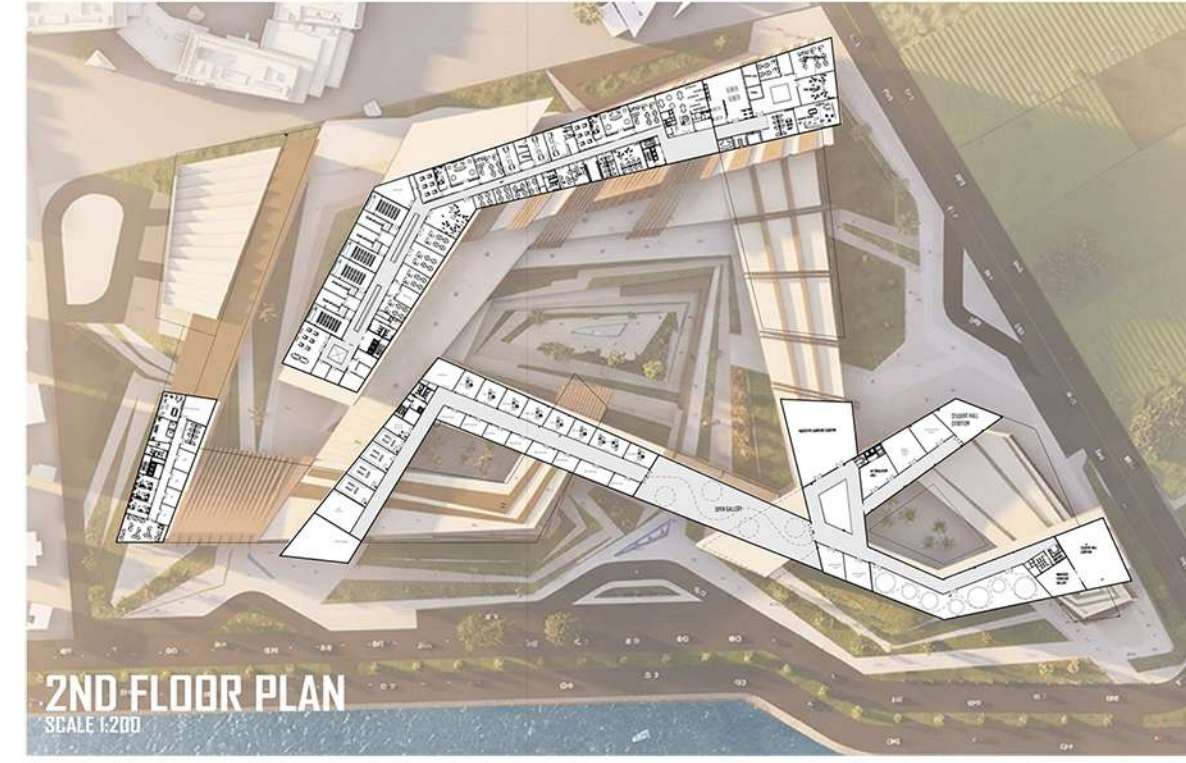
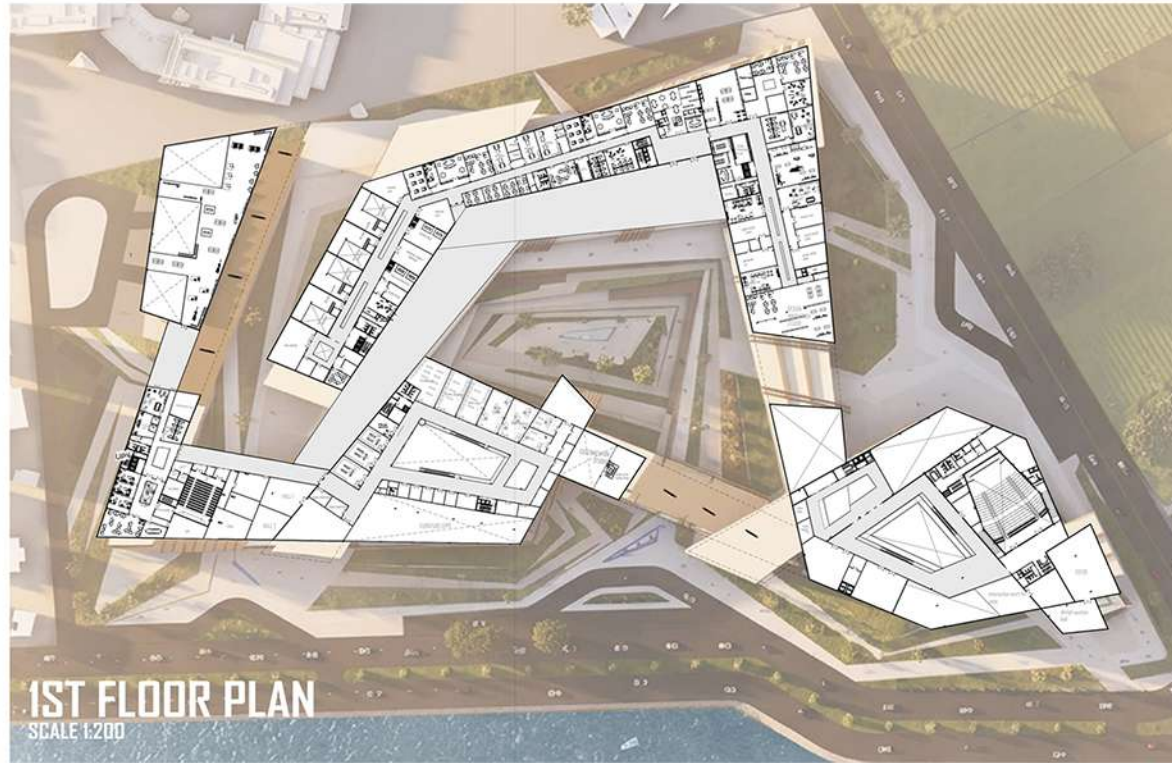
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09

PLANS

Furniture Innovation & Development Hub - Damietta, Egypt

PLANS





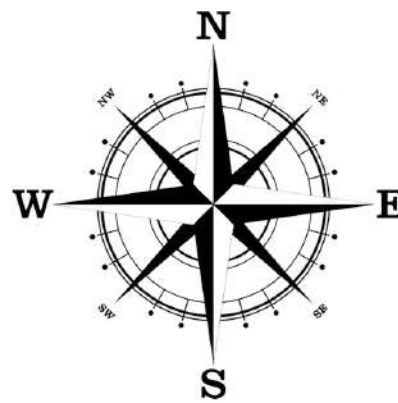
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11
NIGHT SHOT

Furniture Innovation & Development Hub - Damietta, Egypt

NIGHT SHOT





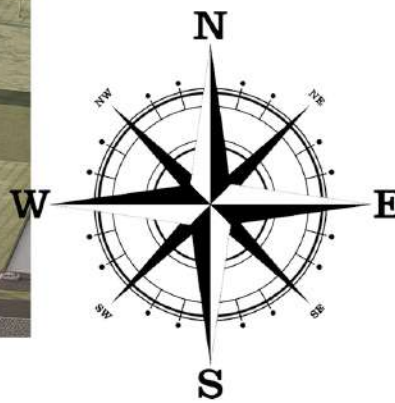
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10 MAIN SHOT

Furniture Innovation & Development Hub - Damietta, Egypt

MAIN SHOT





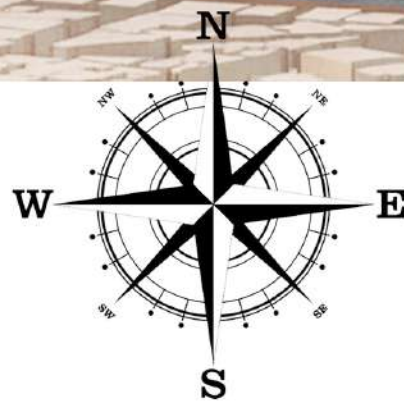
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12
SHOT

Furniture Innovation & Development Hub - Damietta, Egypt

SHOT



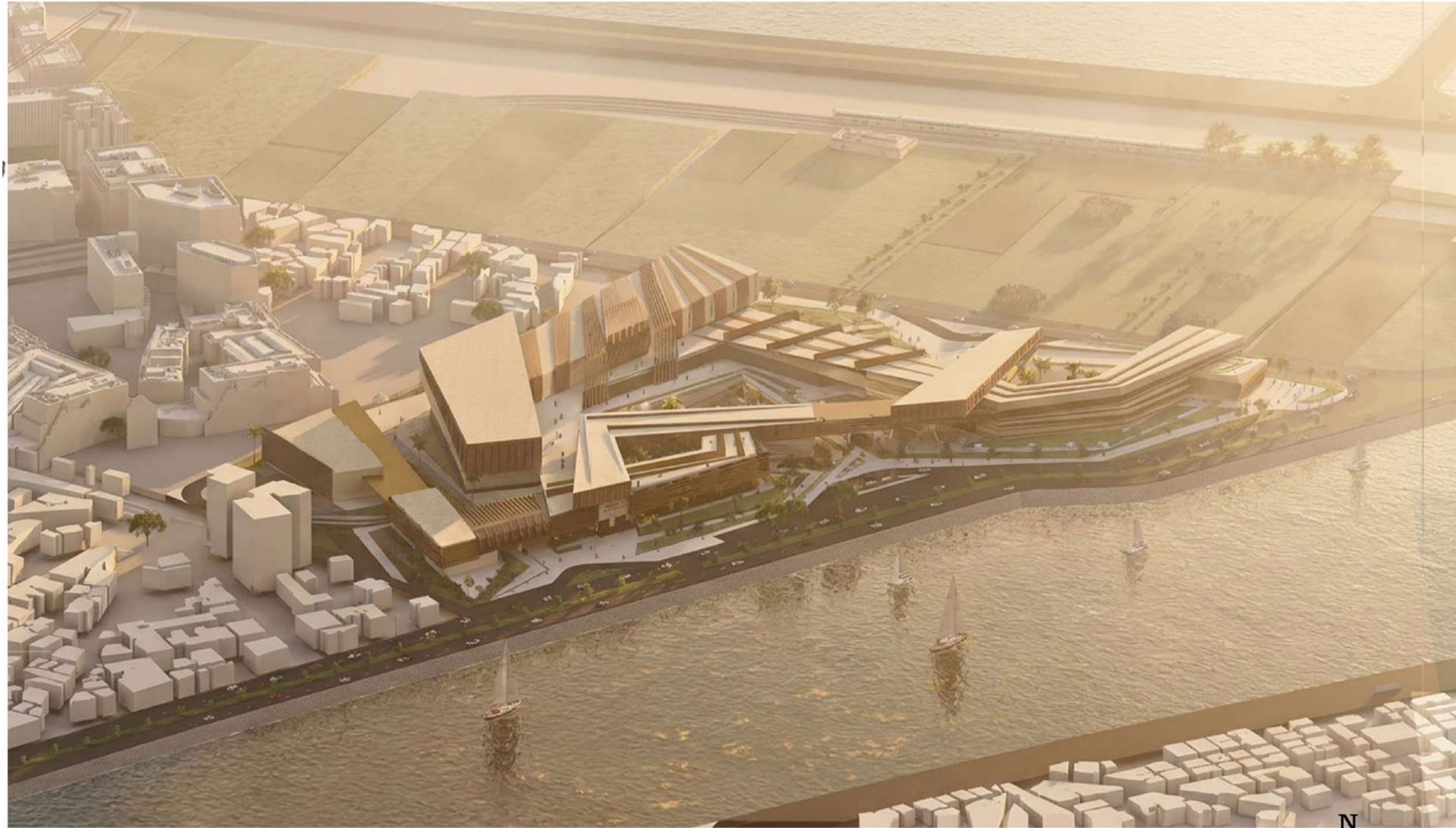


صنعة PROJECT OVERVIEW

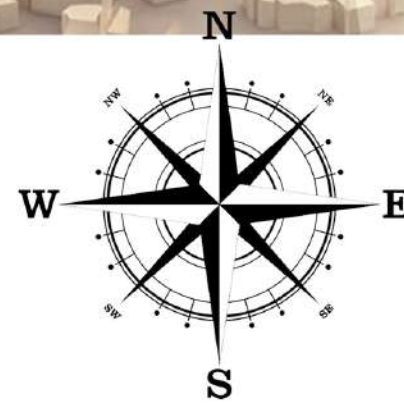
SHOT



Furniture Innovation & Development Hub - Damietta, Egypt



13
SHOT





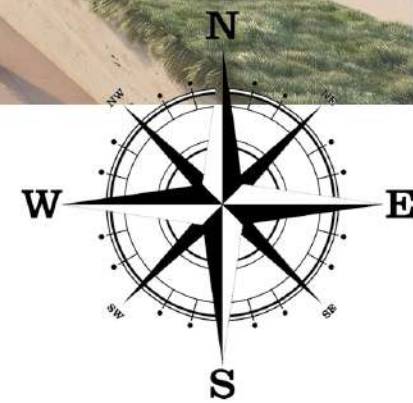
سنو PROJECT OVERVIEW

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14 SHOTS

Furniture Innovation & Development Hub - Damietta, Egypt

SHOTS



Furniture Innovation & Development Hub - Damietta, Egypt

صنعة

ELEVATIONS

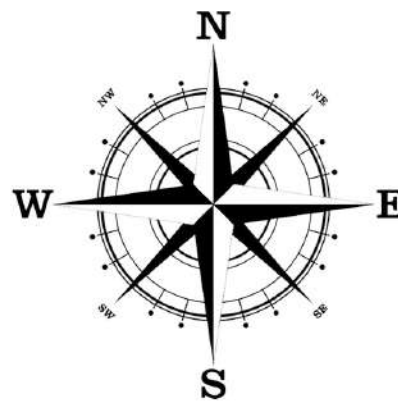


SOUTH ELEVATION
SCALE 1:200



EAST ELEVATION
SCALE 1:200

15
ELEVATIONS





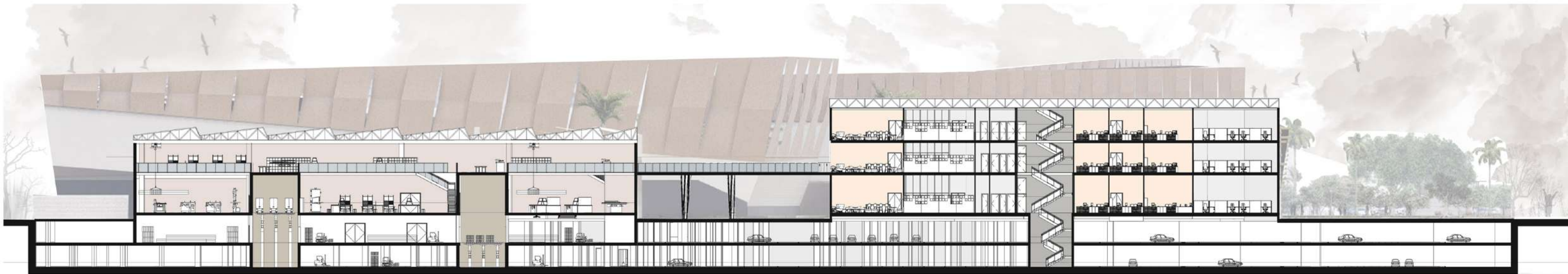
صنعة

Furniture Innovation & Development Hub - Damietta, Egypt

SECTIONS

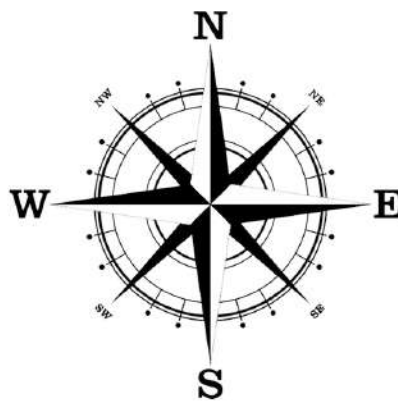


SEC B-B
SCALE 1:200



SEC A-A
SCALE 1:200

16
SECTIONS





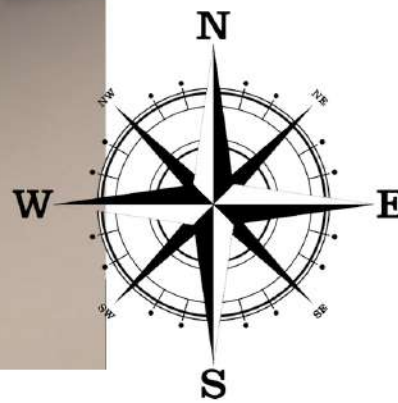
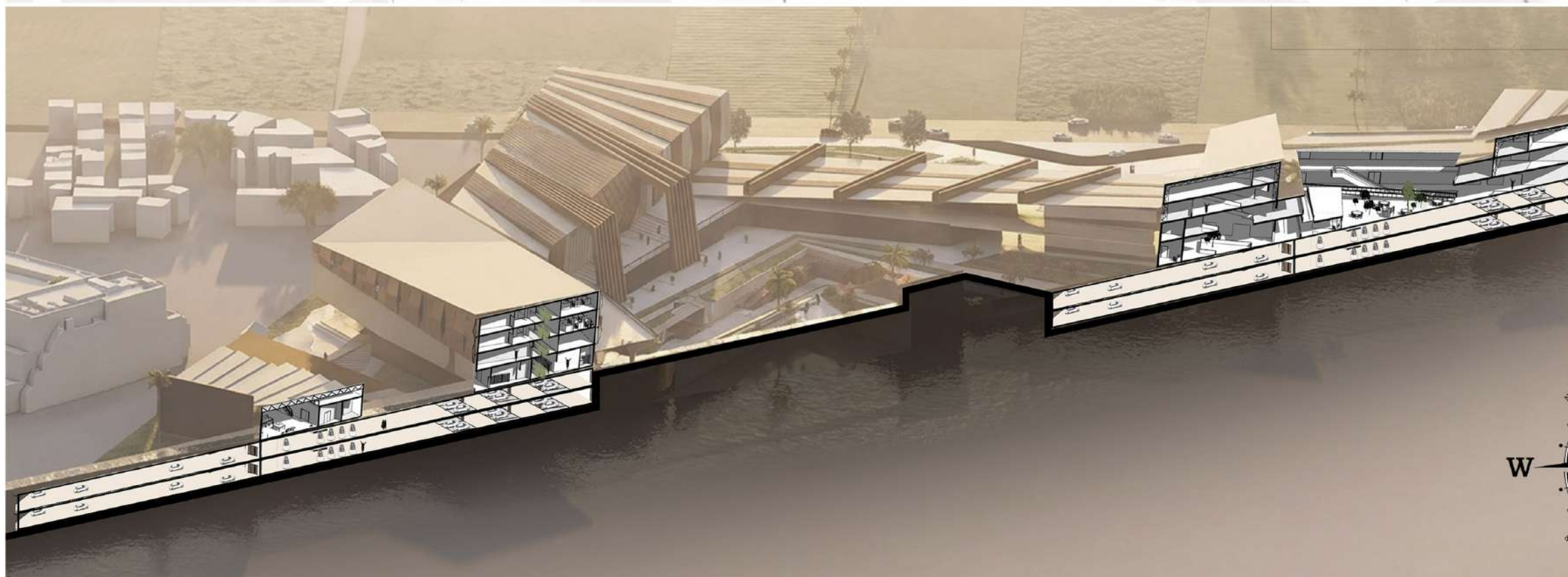
صناعة

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3D SECTIONS



3D SECTION



17
3D SECTIONS