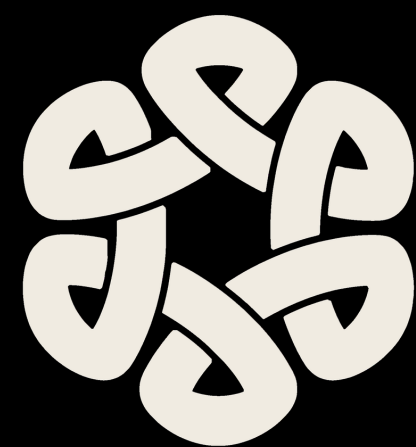


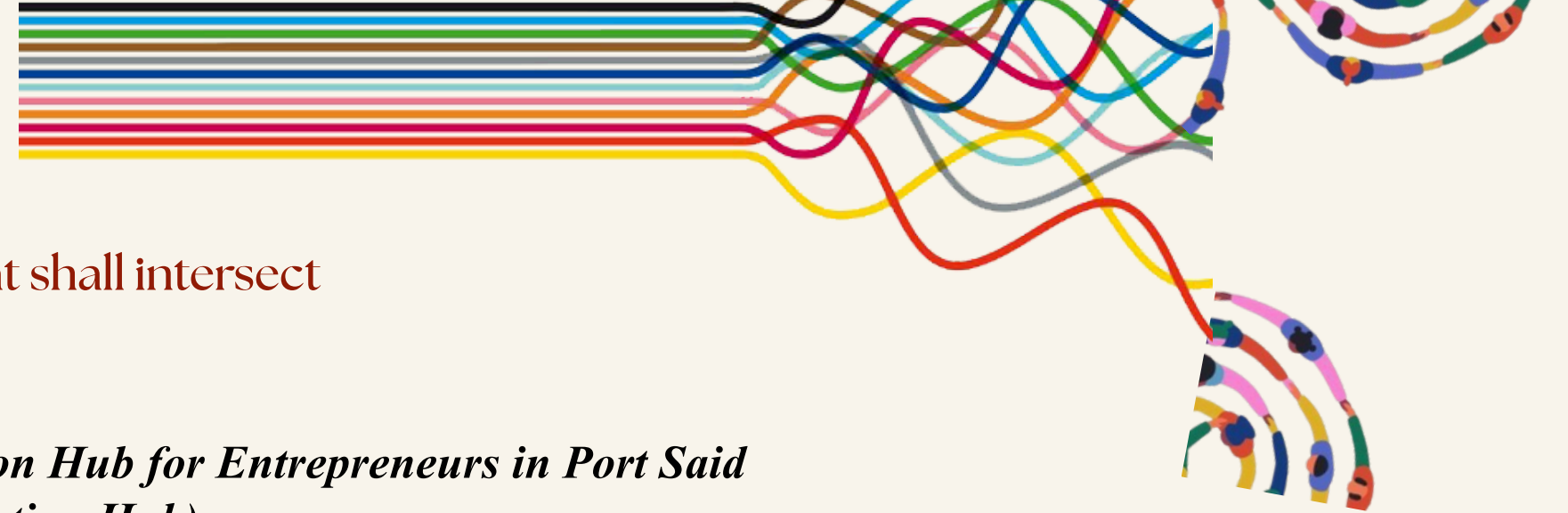
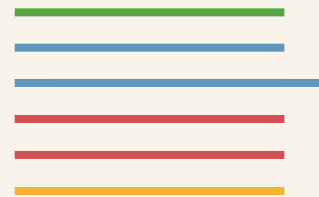


روابط هب
Rawabet Hub



Project Brief

This Business Incubation Hub aims to bridge the gap between startups & Entrepreneurs in the Business Landscape in Egypt.



Startups & entrepreneurs are parallel lines that shall intersect

Project Title

***Interior Urbanism Approach for a Futuristic Innovation Hub for Entrepreneurs in Port Said
(Entrepreneurship Incubation Hub)***

SDGs Tackled



Project Issues & Aims

Issues

- *Lack of innovative and flexible physical environments that support entrepreneurship and startup culture in Port Said, Egypt.*
- *Need for sustainable interior design strategies that enhance user wellbeing and environmental performance.*
- *Absence of networking facility that effectively connect startups, investors, mentors, and industry experts for collaboration and growth.*

Aims

- *Develop a futuristic interior urbanism approach that integrates smart systems and renewable energy solutions.*
- *Create a business hub that fosters creativity, collaboration, inclusivity, and productivity within an entrepreneurial environment.*
- *Enhance networking and connectivity between startups, mentors, and investors through integrated spatial planning and technology-driven solutions.*

Rawabet Business Hub Branding

Logo

Introduction

The Rawabet logo consists of two elements, a symbol and a wordmark.

Symbol

The loop symbol is built around the repetition of the waves of the fidget spinner 'Makkah'. This signifies unity and collaboration

Wordmark

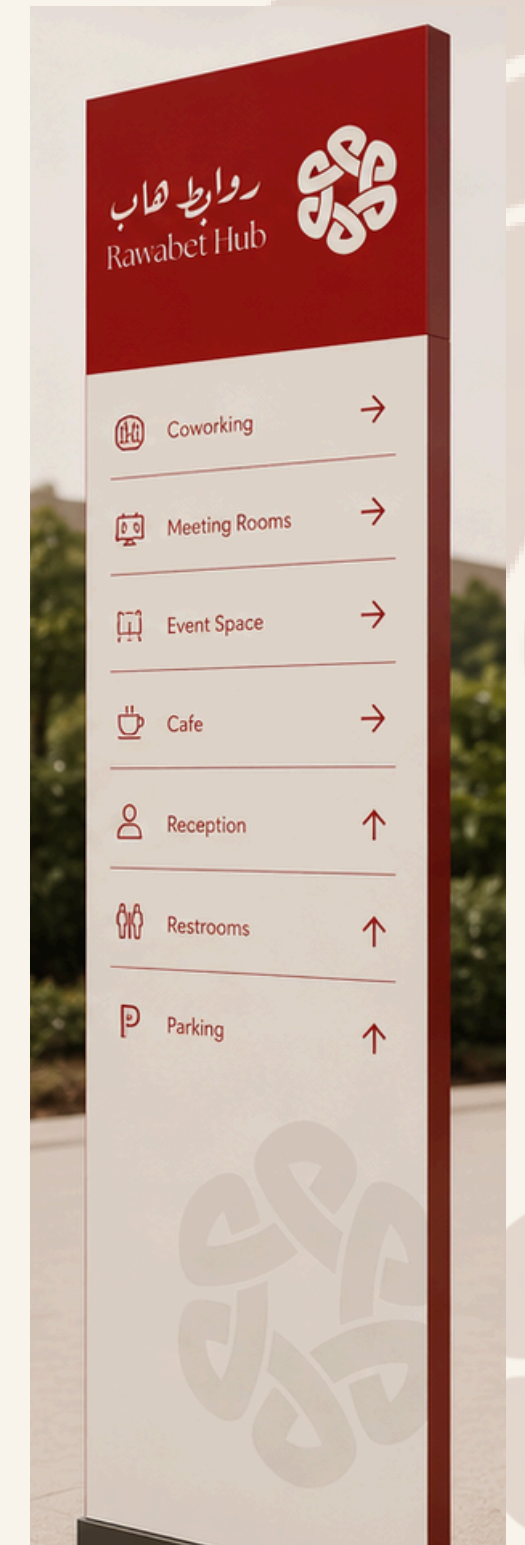
The logo features a contemporary, confident and clear Arabic wordmark. The English wordmark is stylistically balanced beneath and supportive to the Arabic.



Rawabet Hub Target Audience

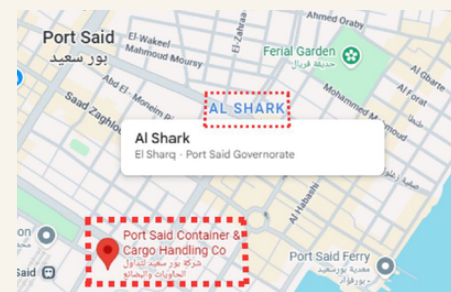


Rawabet Hub Signage

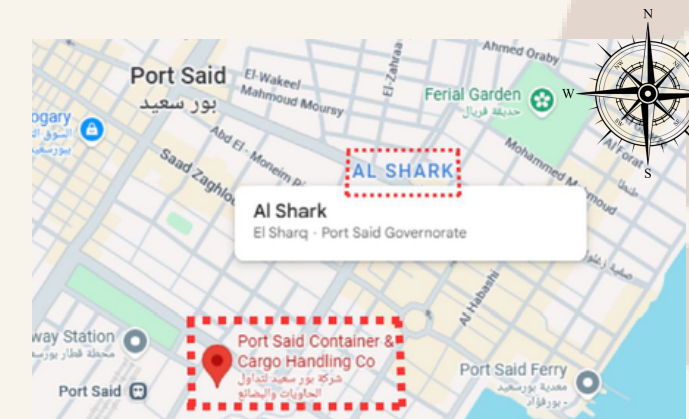
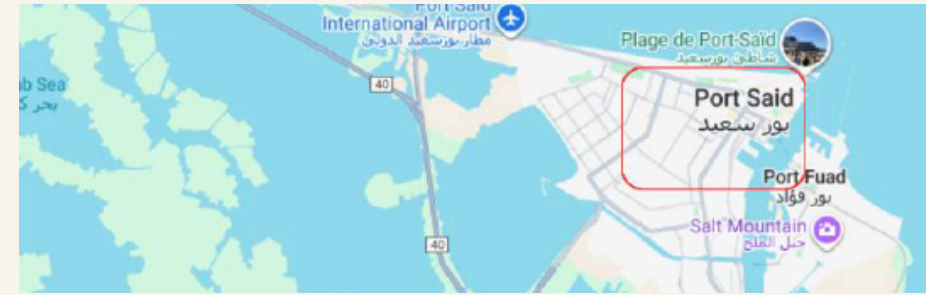


Location & Site Analysis

Port Said, Egypt.



El Sharq Region



Legend



Sun Path



Unpreferable wind



preferable wind



Noise Source



Key View



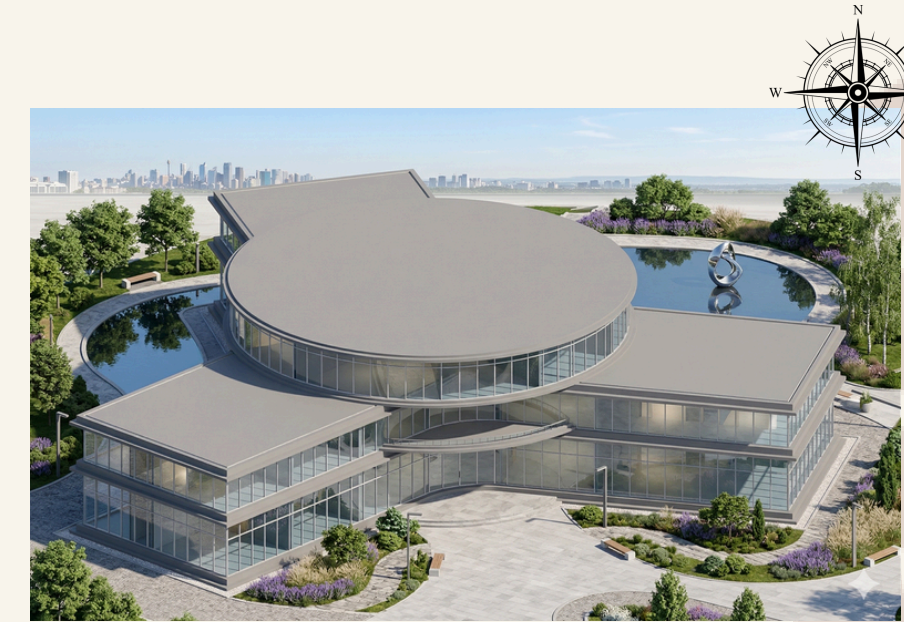
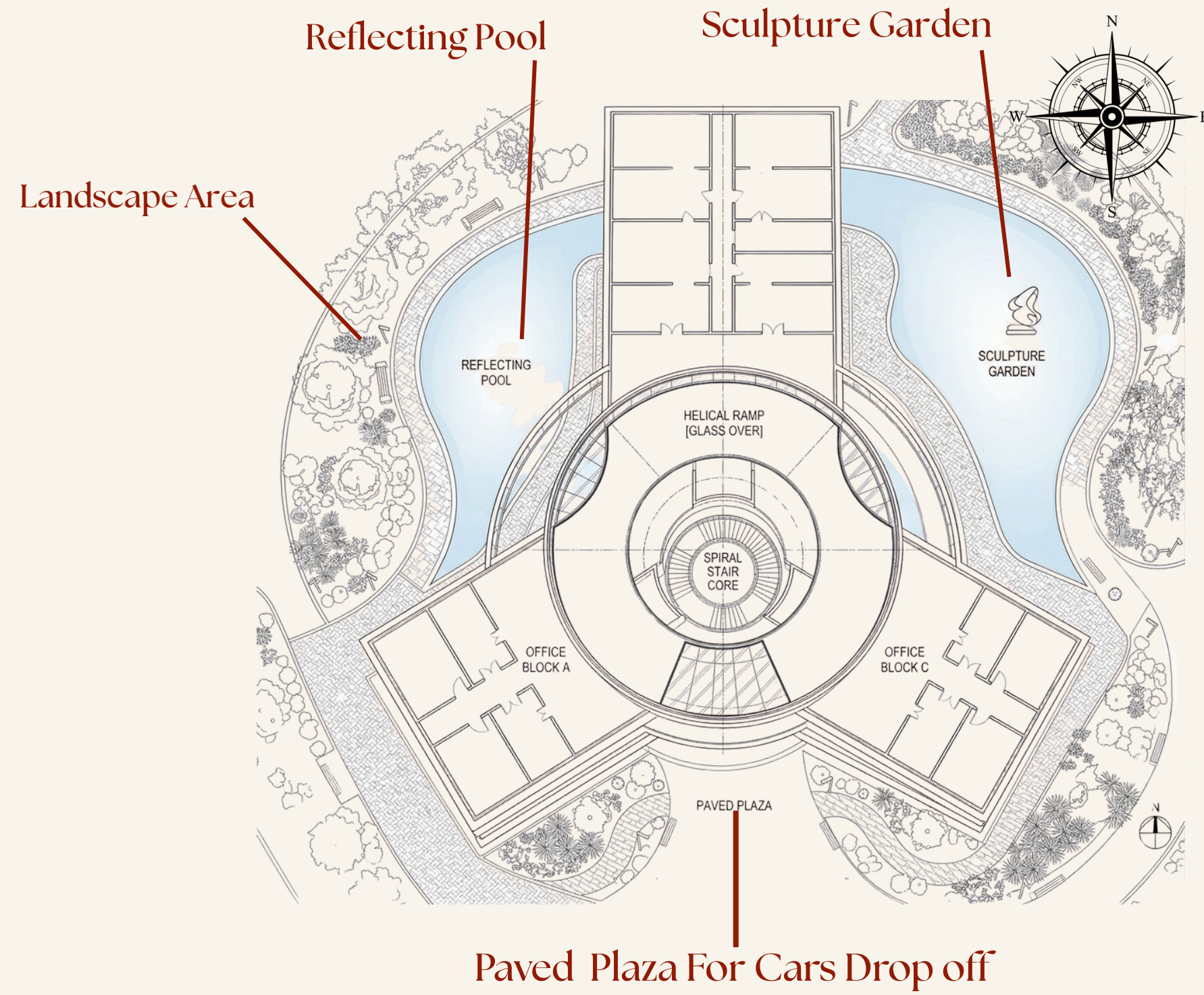
Suez Canal



Entrance



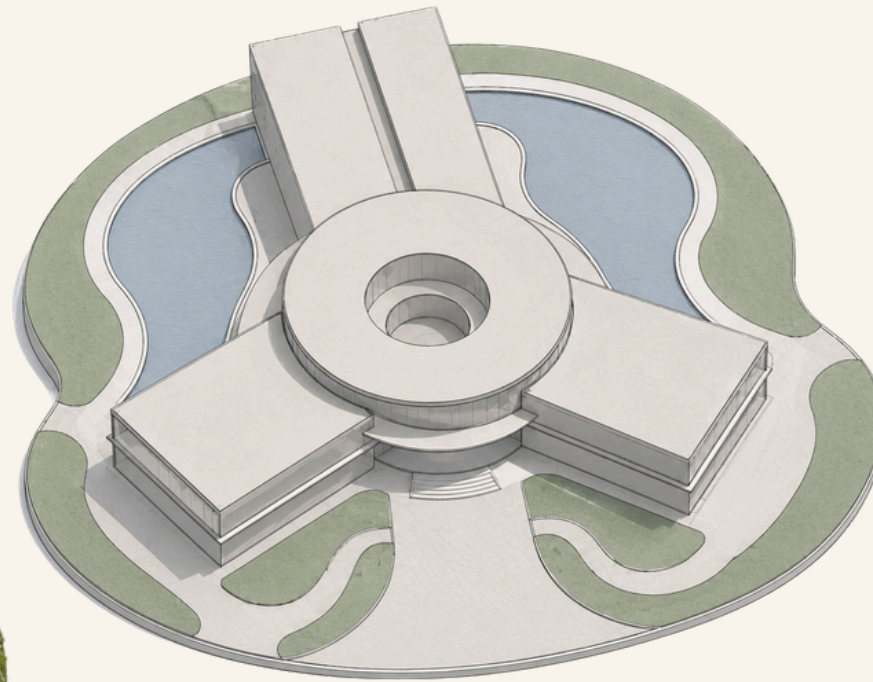
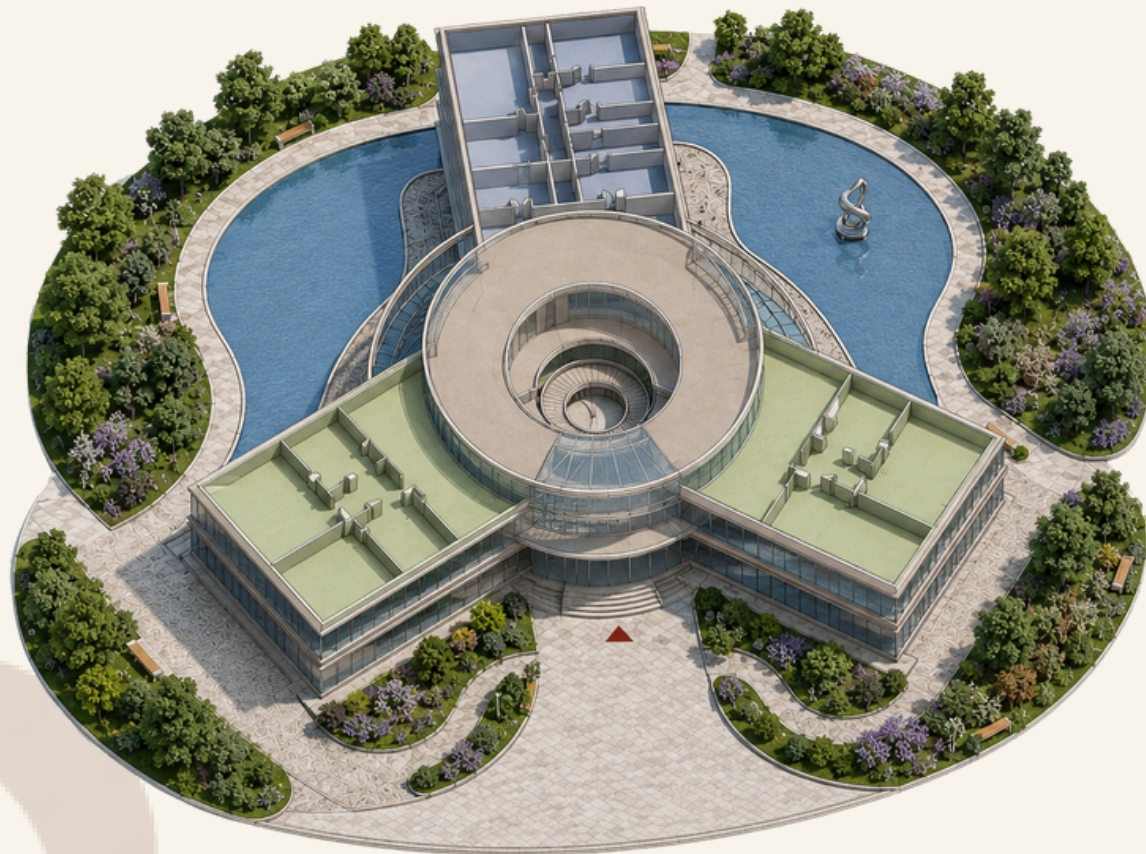
Layout Analysis



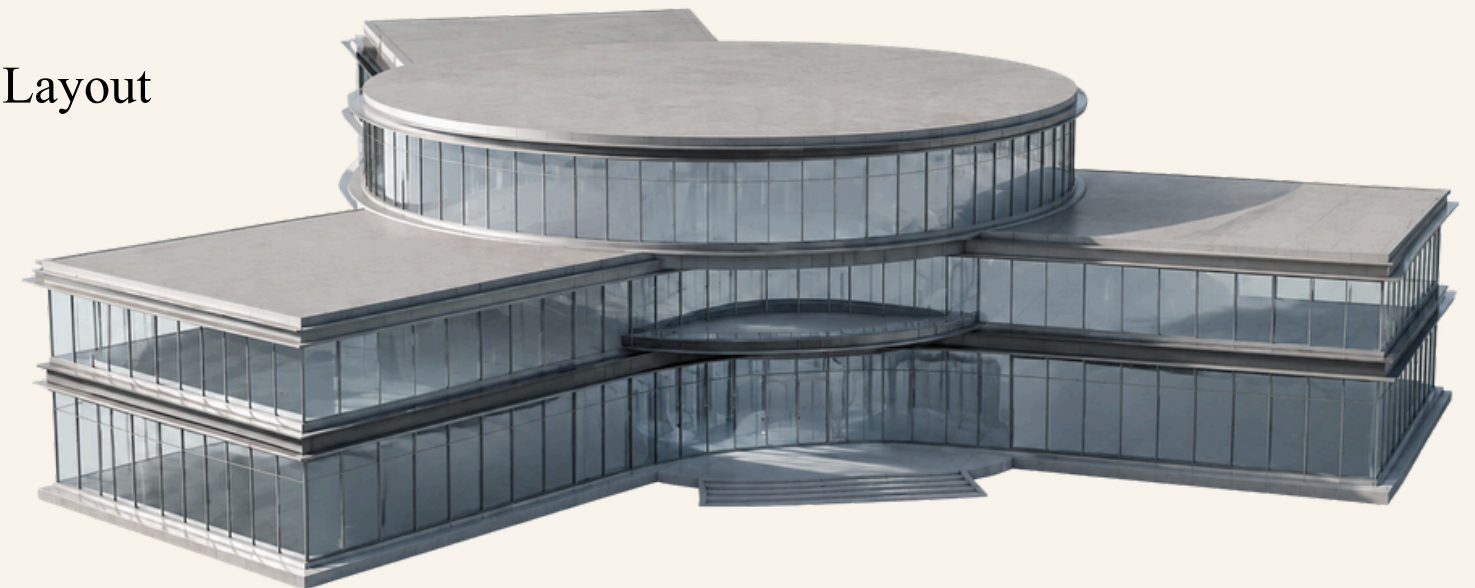
Building Typology

Business Incubation Hub

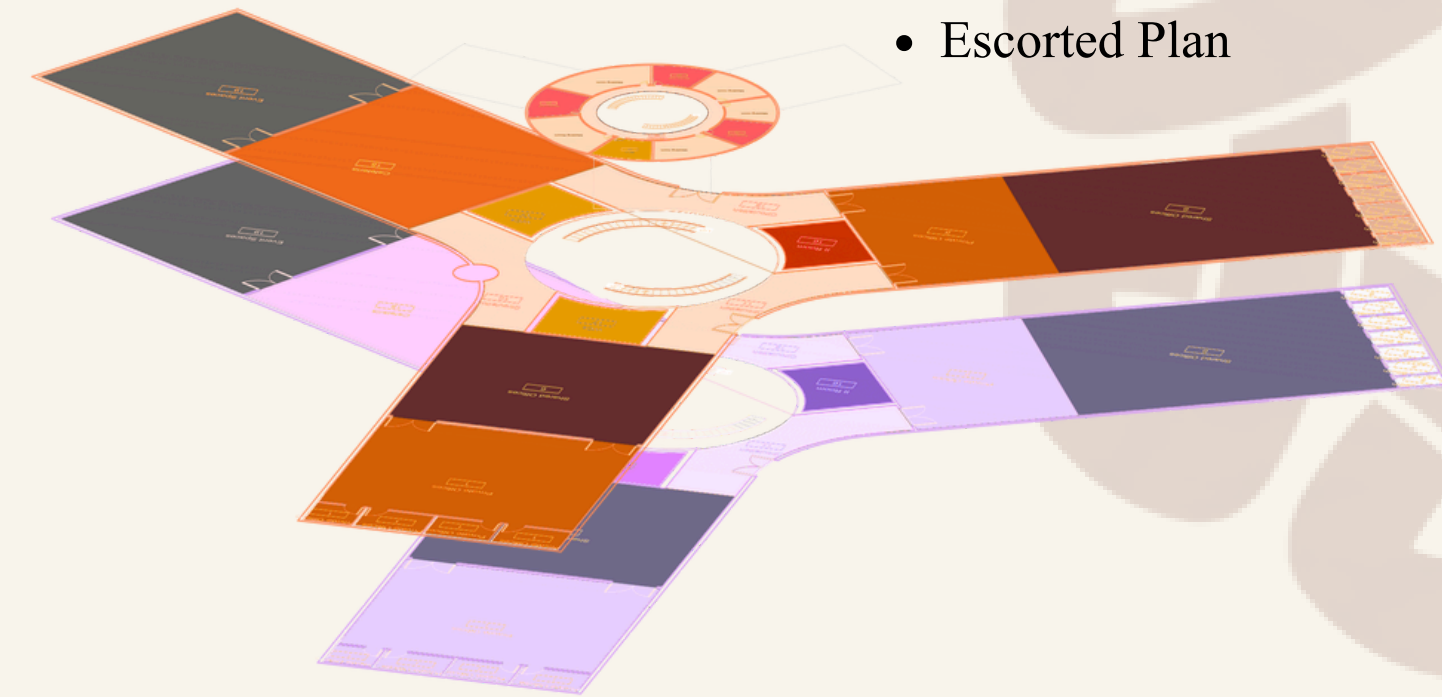
- Massing Plan



- Building Layout



- Escorted Plan



Concept Analysis

FIDGET SPINNER

BALANCE IN MOTION

CONCEPT BRIEF

The concept is based on **law of moment of inertia**
Where objects keep moving until its obstructed by a friction force.



The spinner, defined by its high speed, function as a stress relief tool, and demonstration of unity and efficient management through balance and that reflects on the concept through dynamic efficiency, well-being and collaborative synergy.



Formula

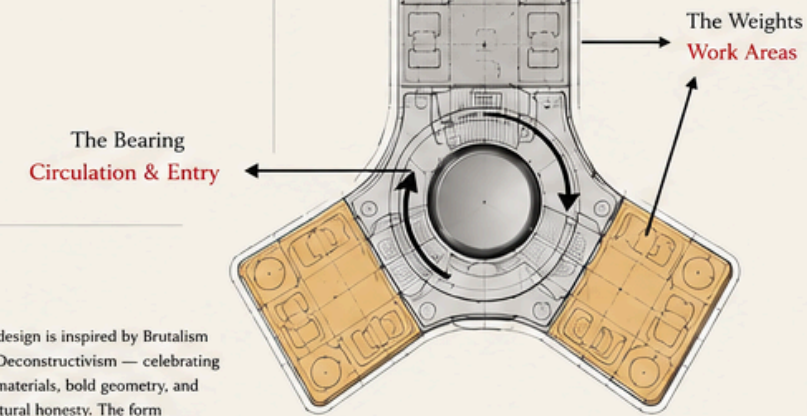
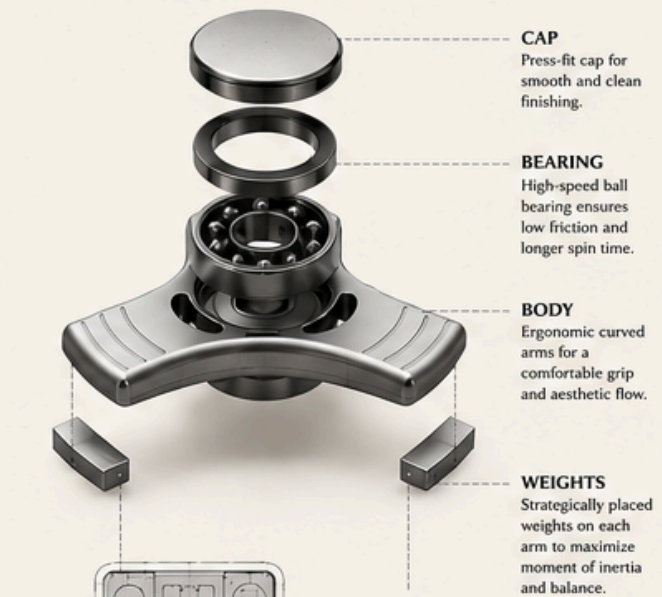
$$I = \frac{L}{\omega}$$

I = inertia

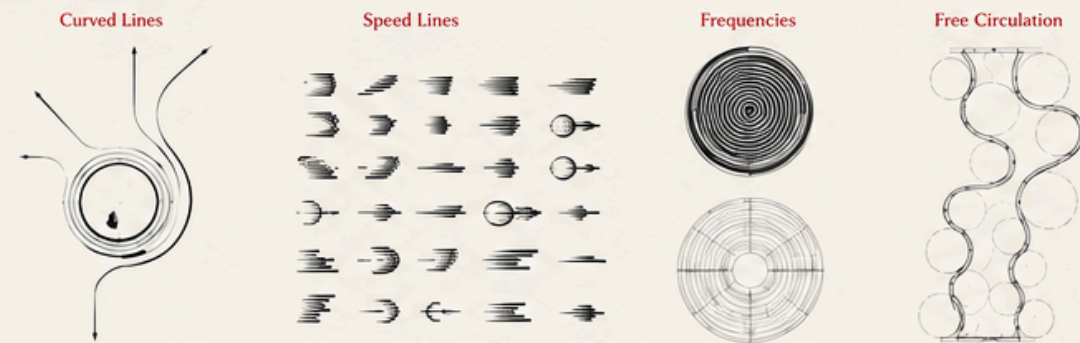
L = angular momentum

ω = angular velocity

FIDGET SPINNER ANATOMY



ELEMENTS OF INSPO



INSPIRED BY

BRUTALISM



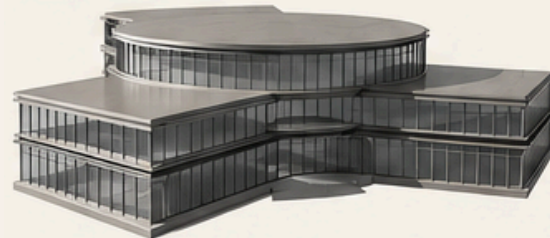
DECONSTRUCTIVISM



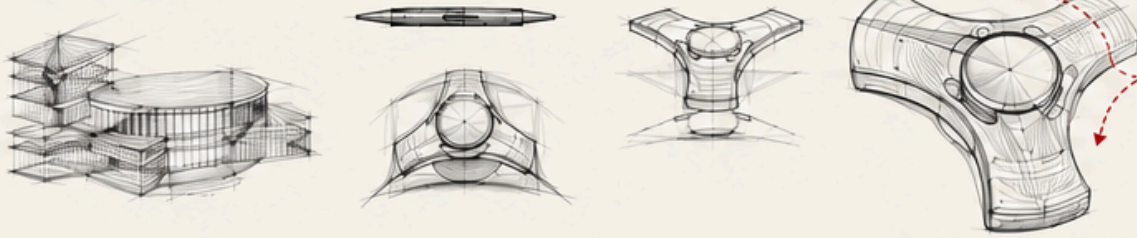
The design is inspired by Brutalism and Deconstructivism — celebrating raw materials, bold geometry, and structural honesty. The form reflects strength, balance, and controlled disruption, translating architectural principles into a dynamic object of focus and calm.

DESIGN DEVELOPMENT

INSPIRATION REFERENCE



FORM EXPLORATION



Curved form for smooth circulation

Lines guide the eye & movement

SUSTAINABLE DEVELOPMENT GOALS

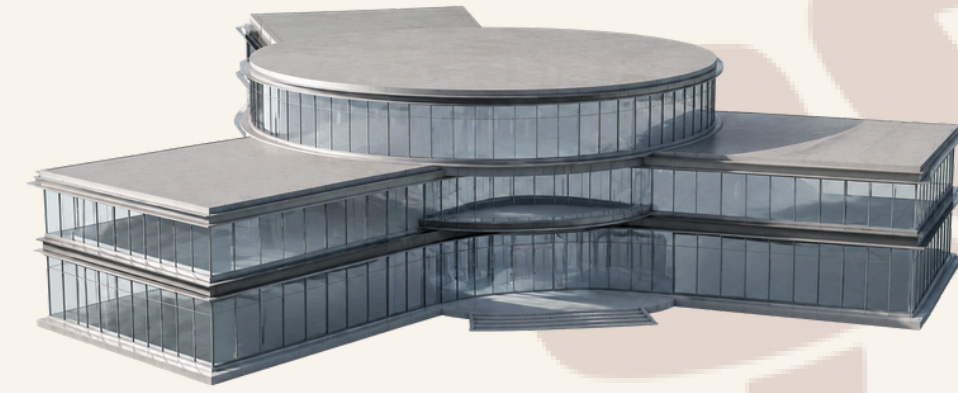


Promotes productivity, focus, and well-being in the workplace by reducing stress and supporting mental health.



Encourages innovative design and efficient use of resources through precision engineering and durable materials.

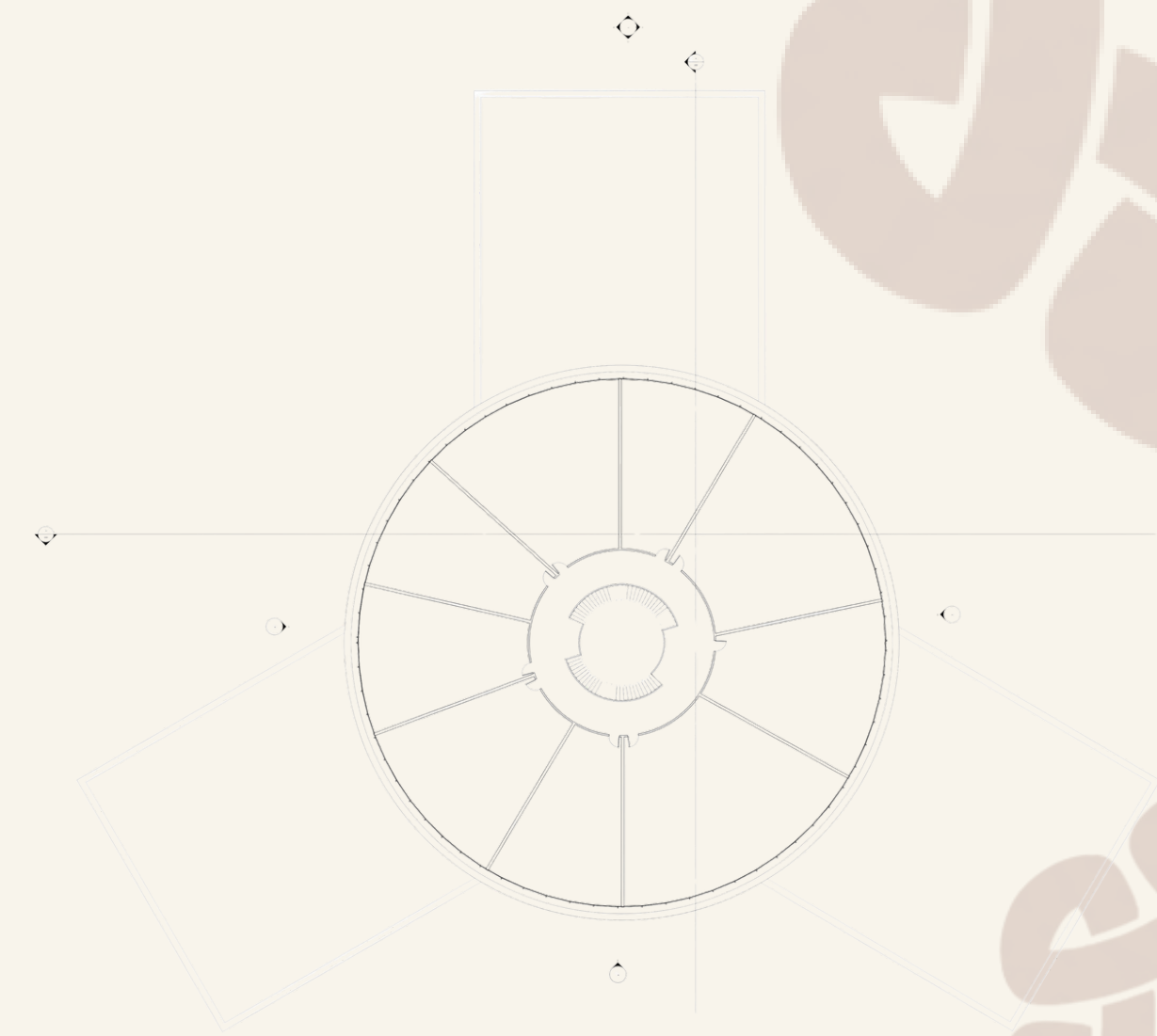
Architectural Drawings



Ground Floor Plan

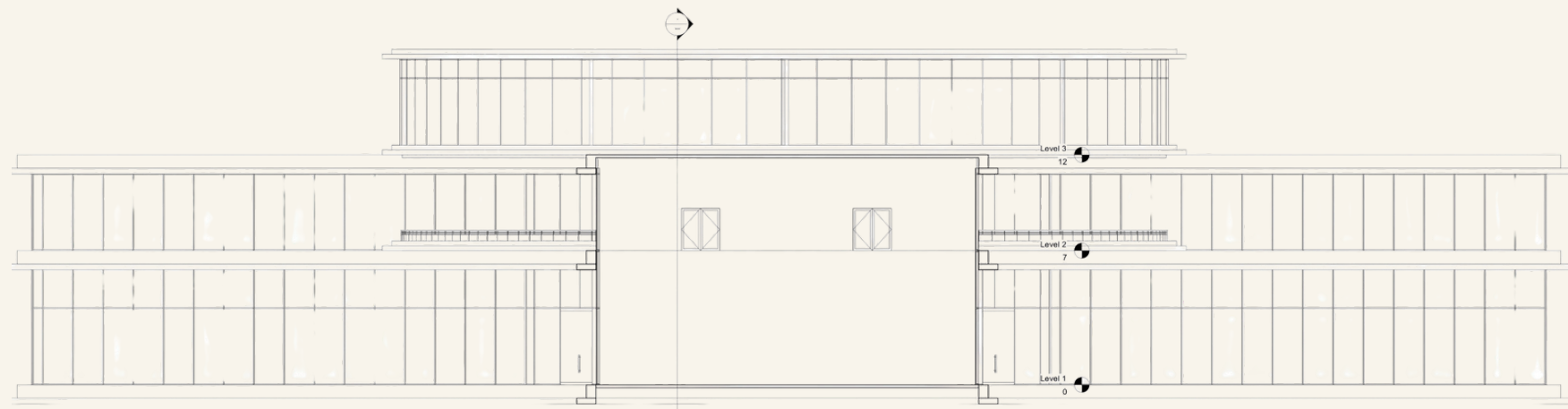
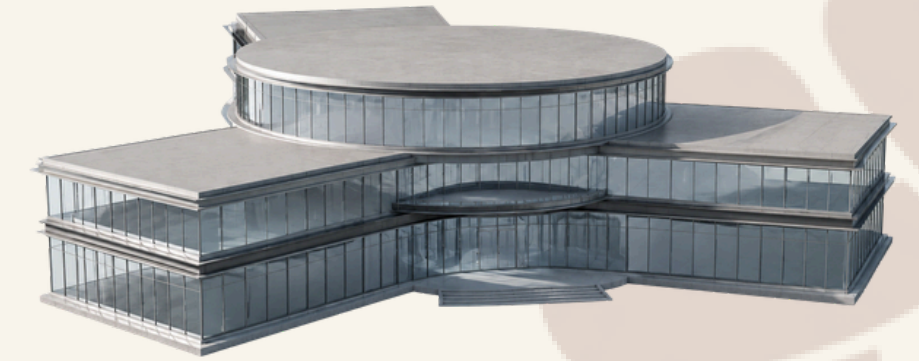


First Floor Plan

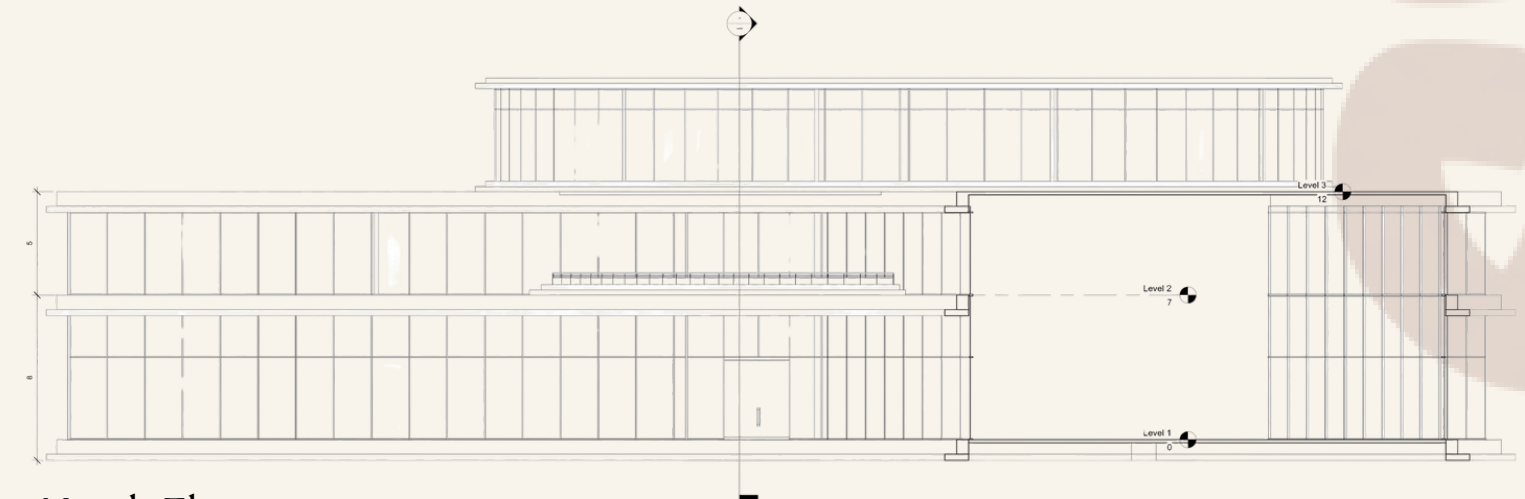


Second Floor Plan

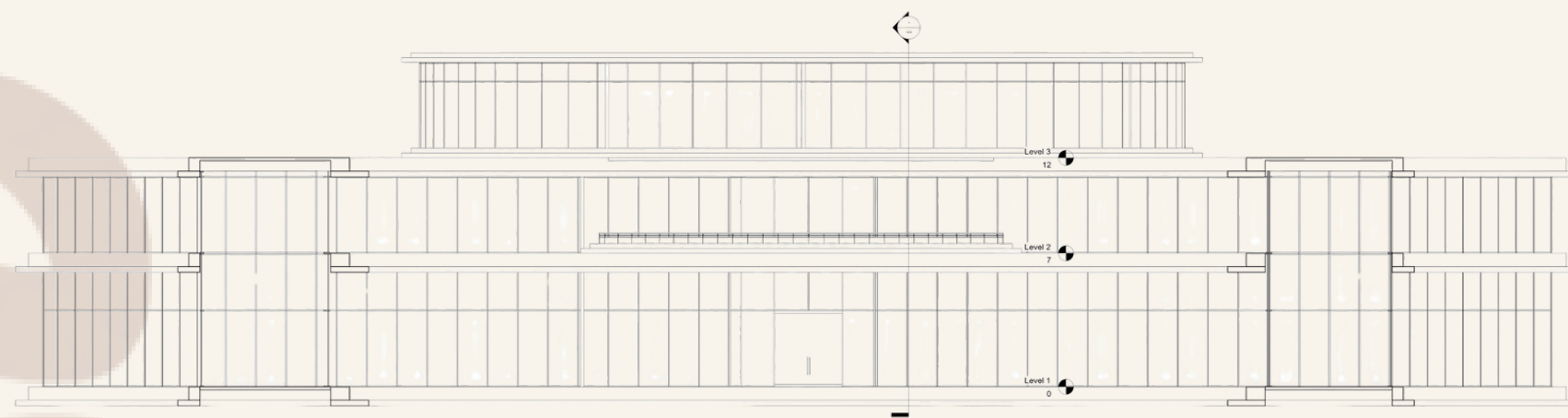
Architectural Elevations



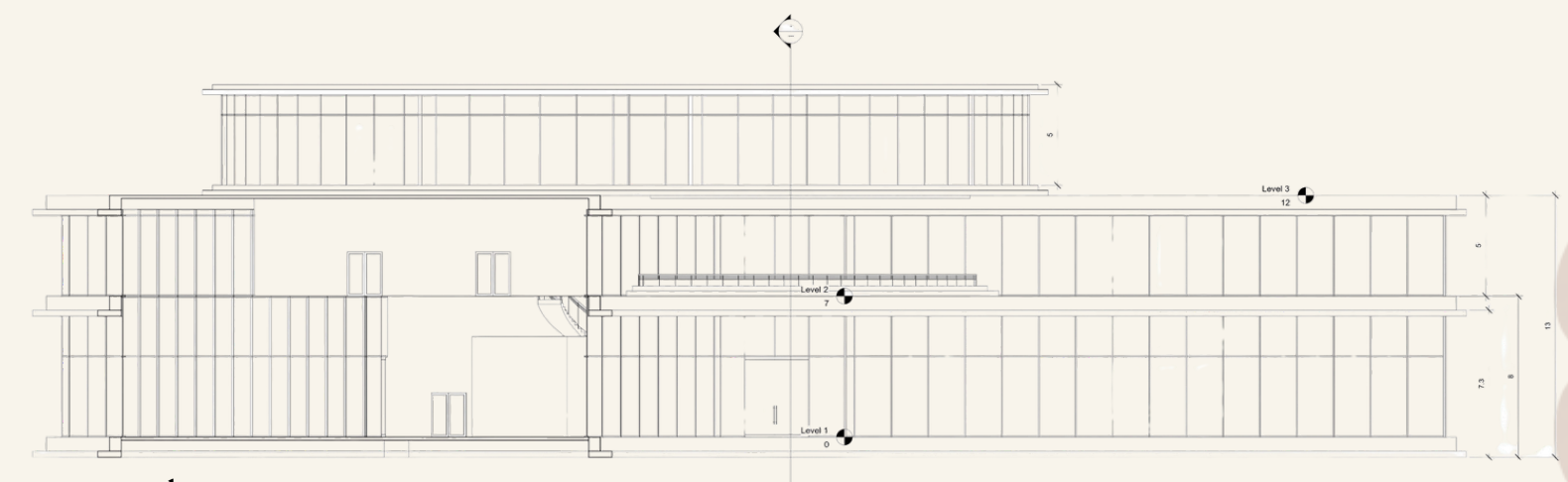
South Elevation



North Elevation

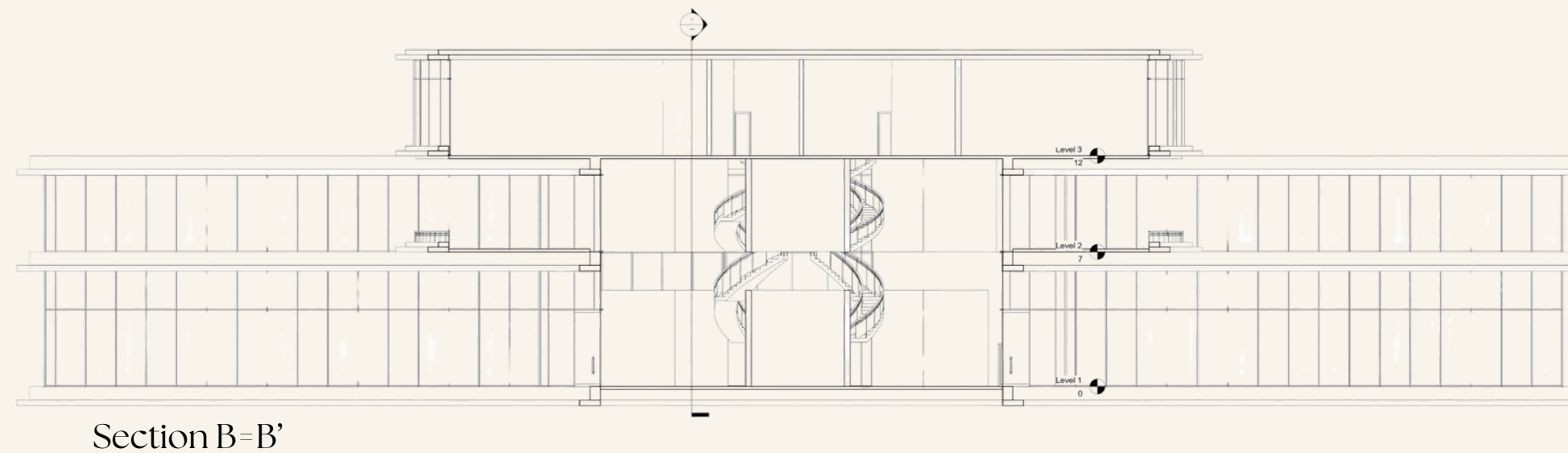
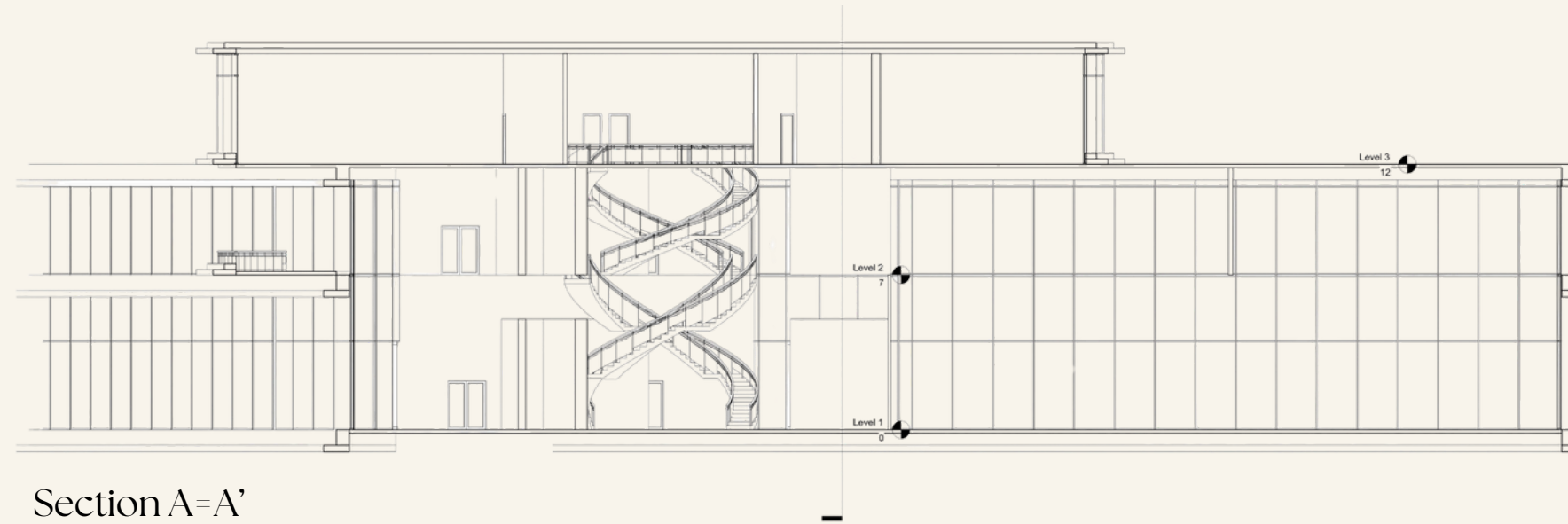
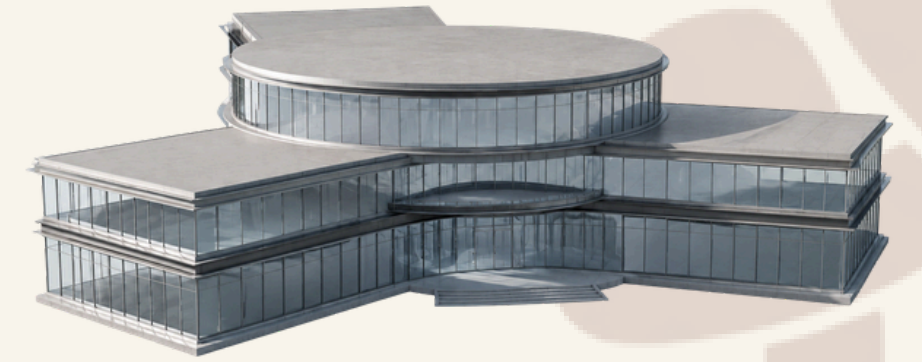


East Elevation



West Elevation

Architectural Sections

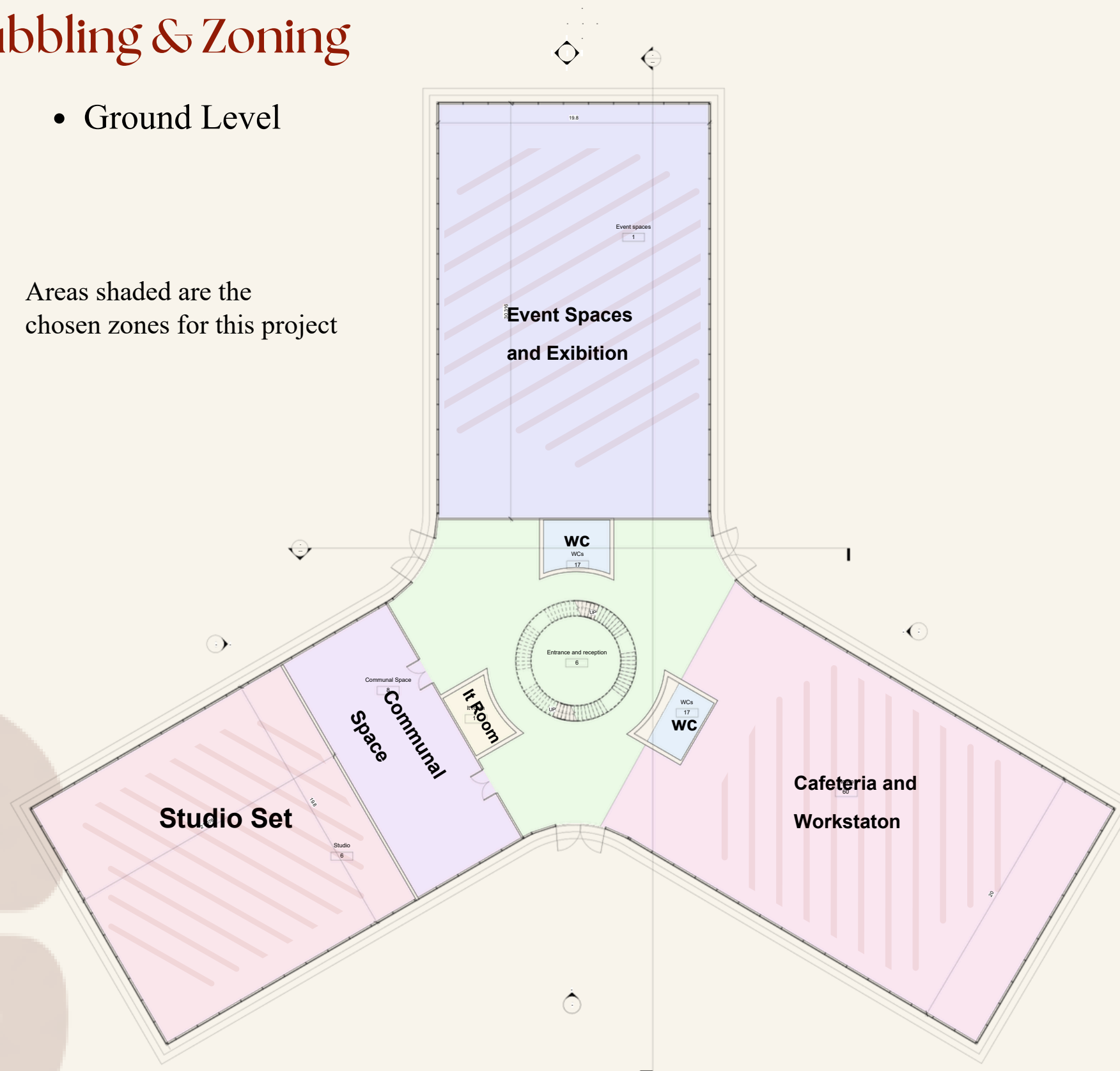


Bubbling & Zoning

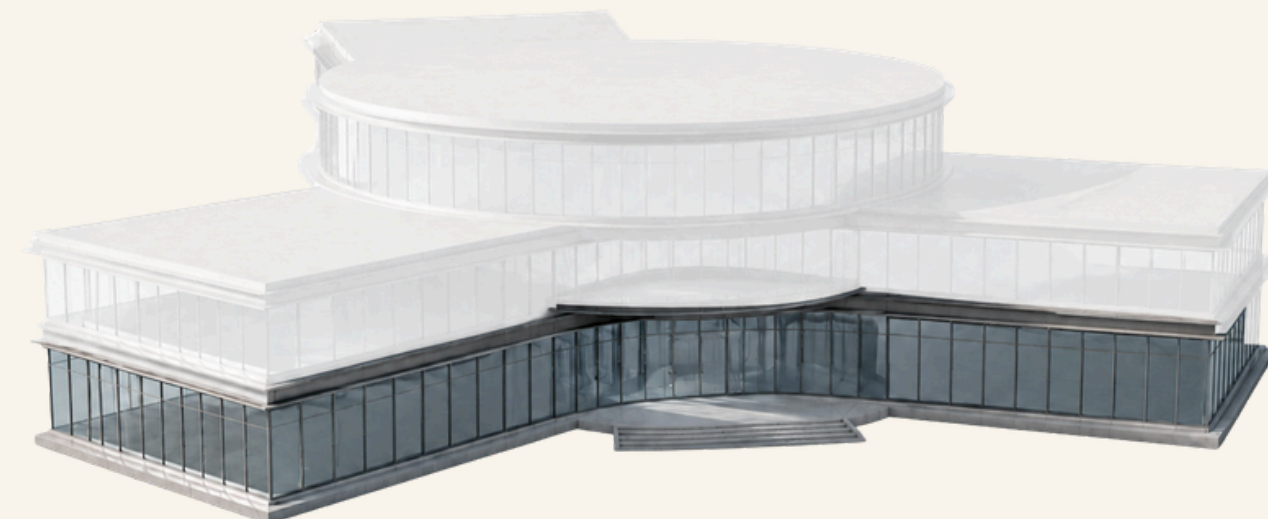
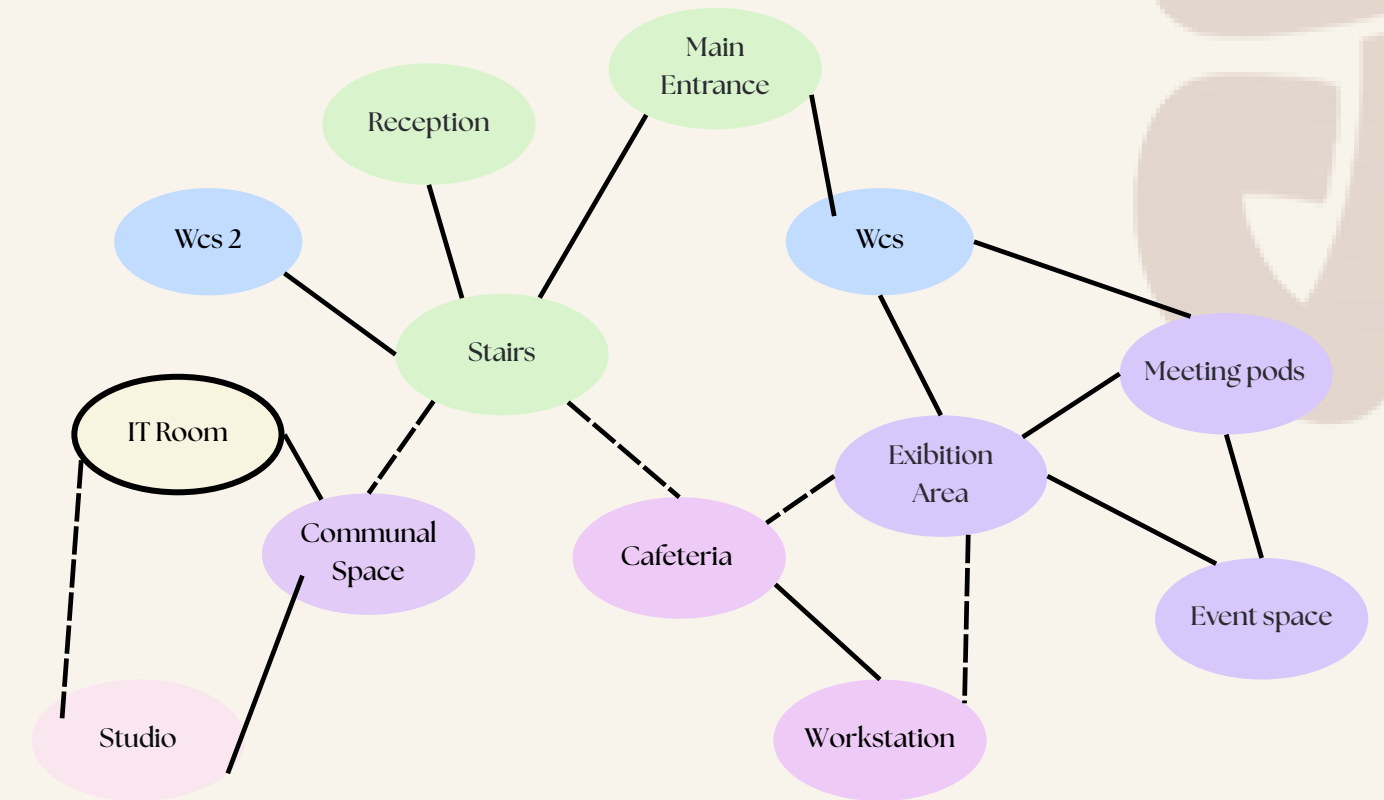
- Ground Level



Areas shaded are the chosen zones for this project

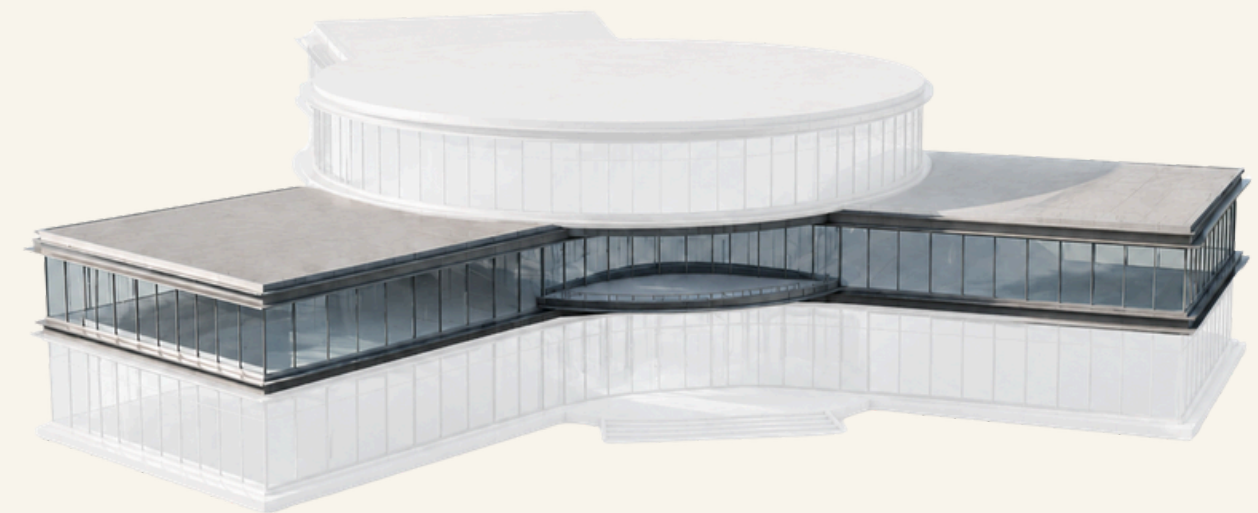
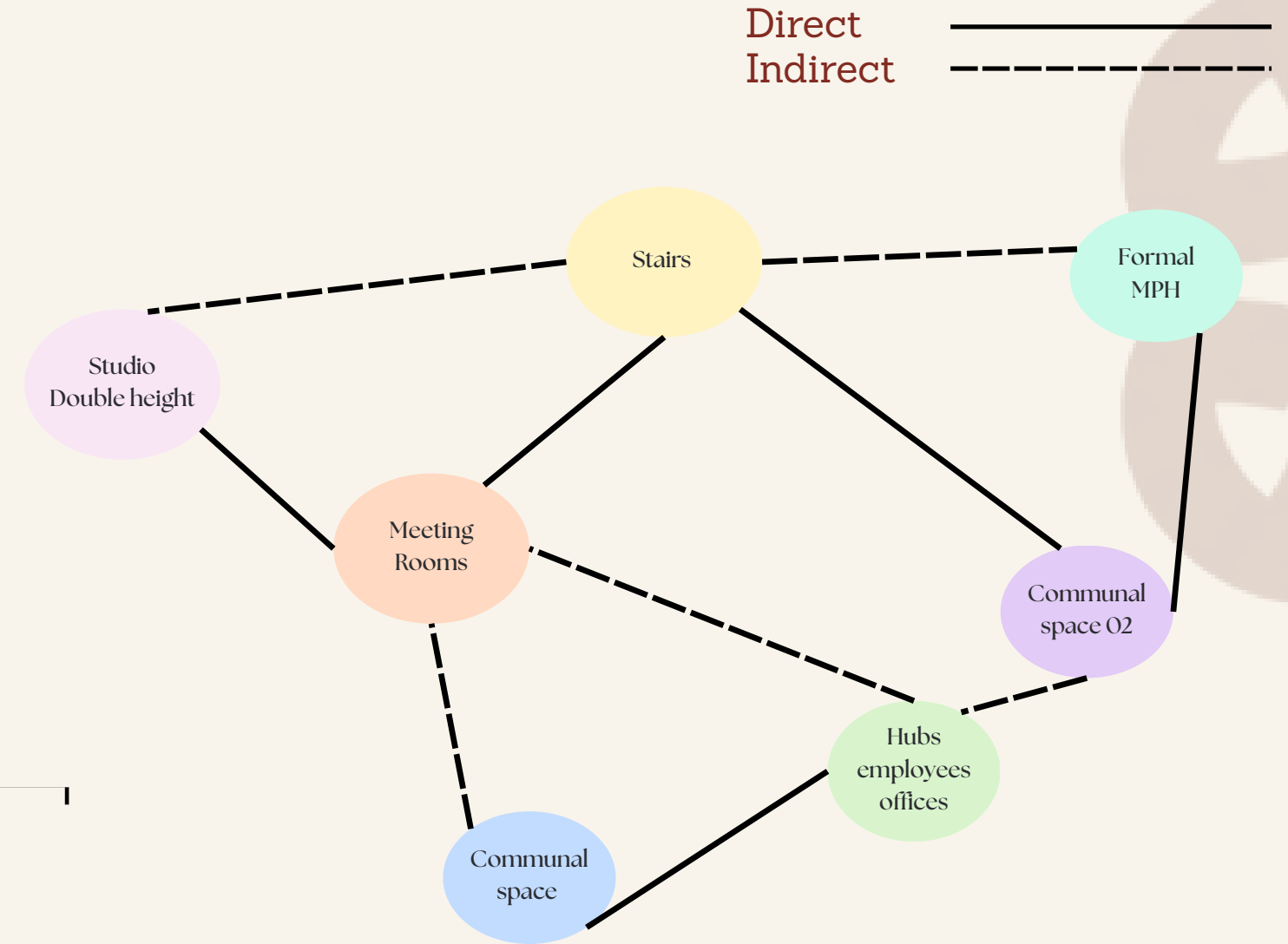
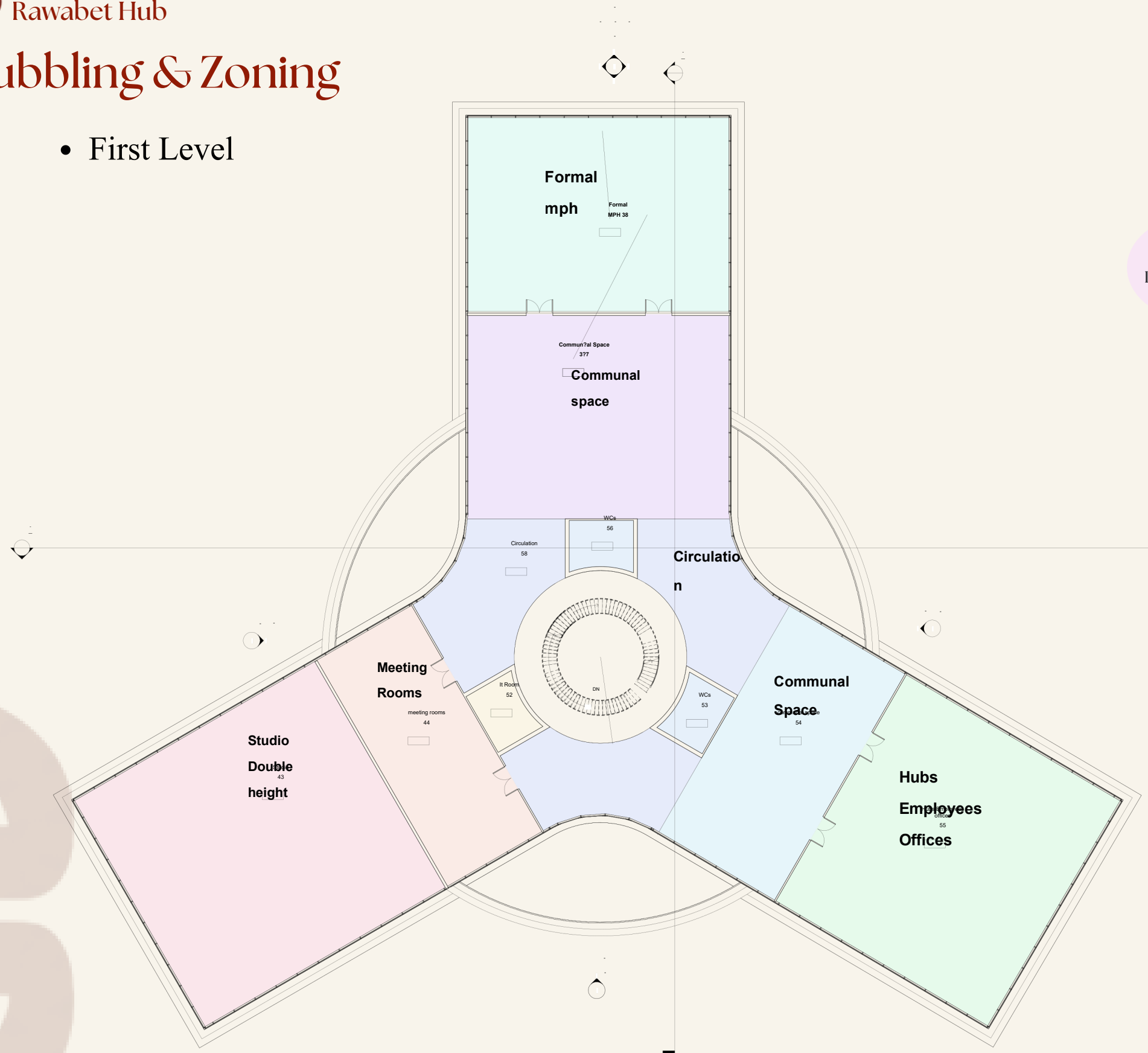


Direct
Indirect



Bubbling & Zoning

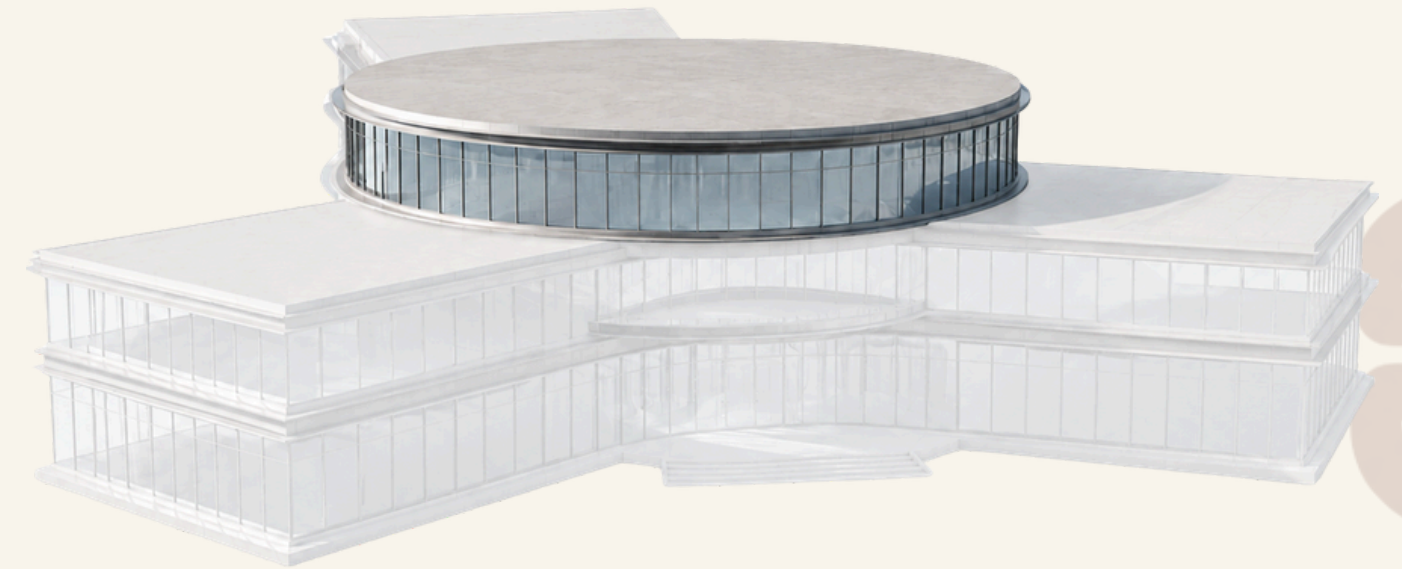
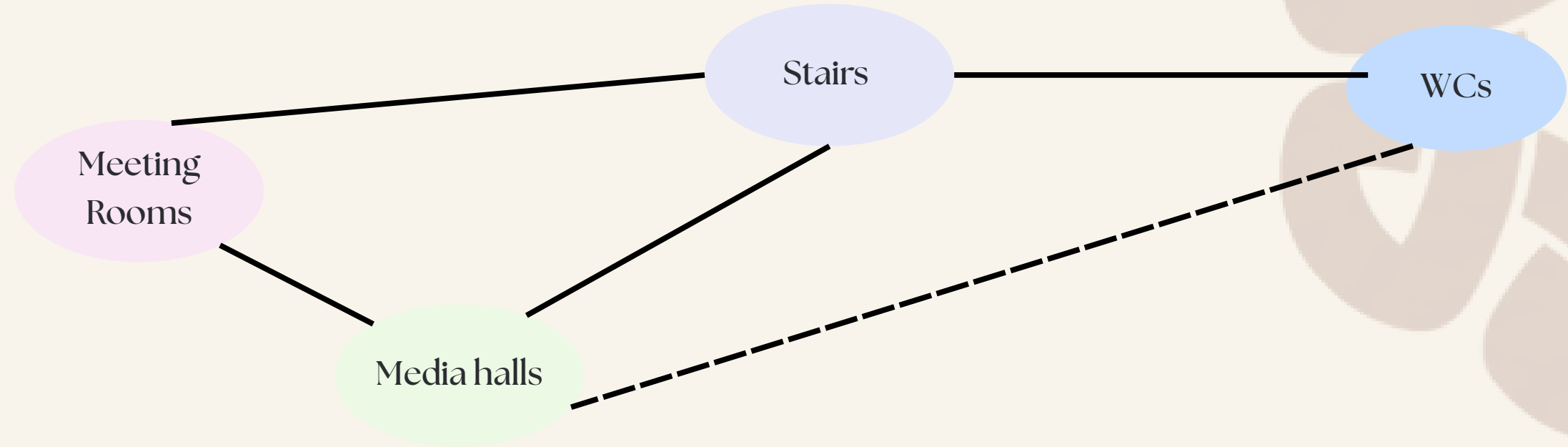
- First Level



Bubbling & Zoning

Direct _____
Indirect - - - - -

- Second Level



Zone 01 Rawabet Studio

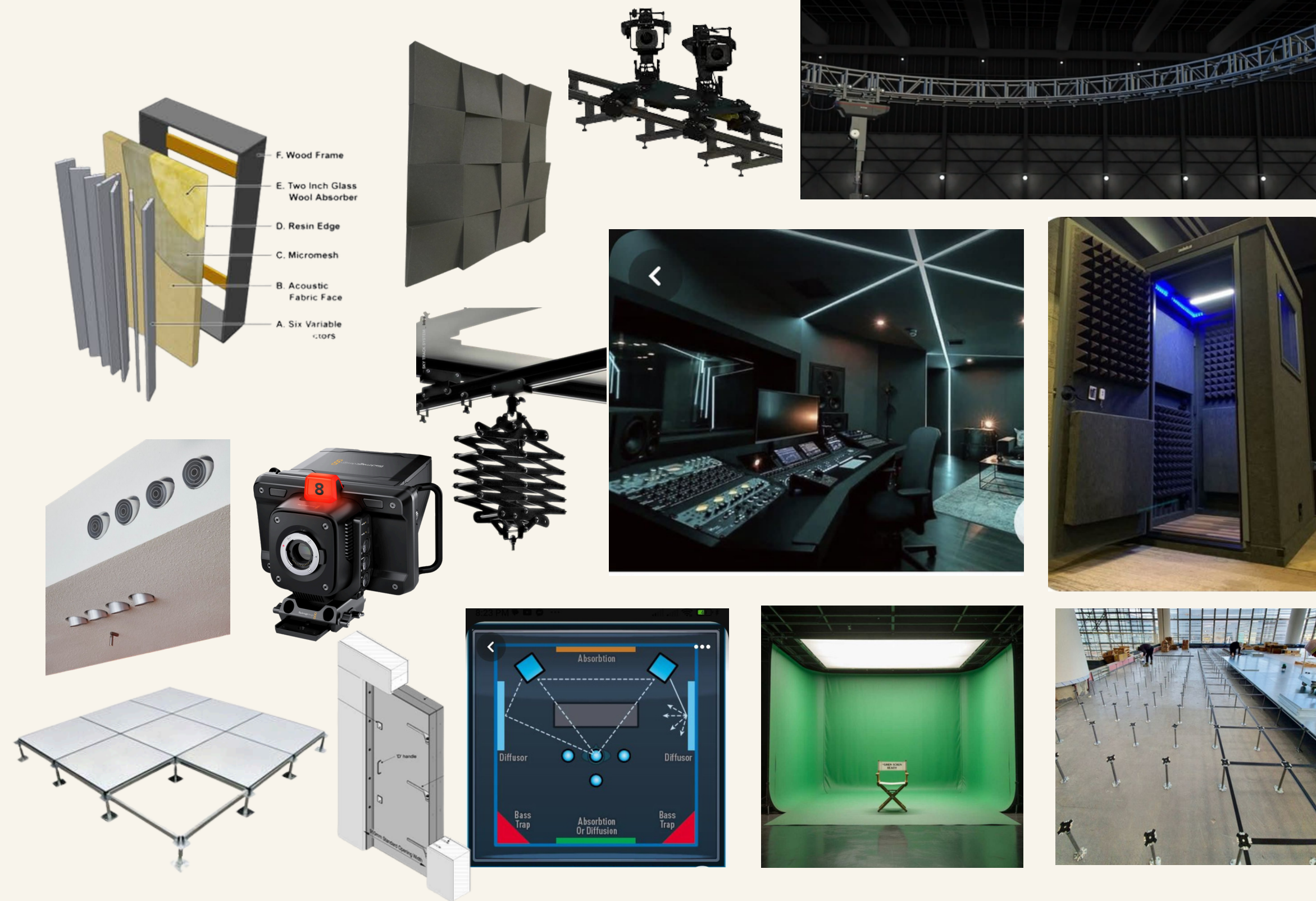
- Moodboard

Inspired by brutalism architecture & deconstructivism



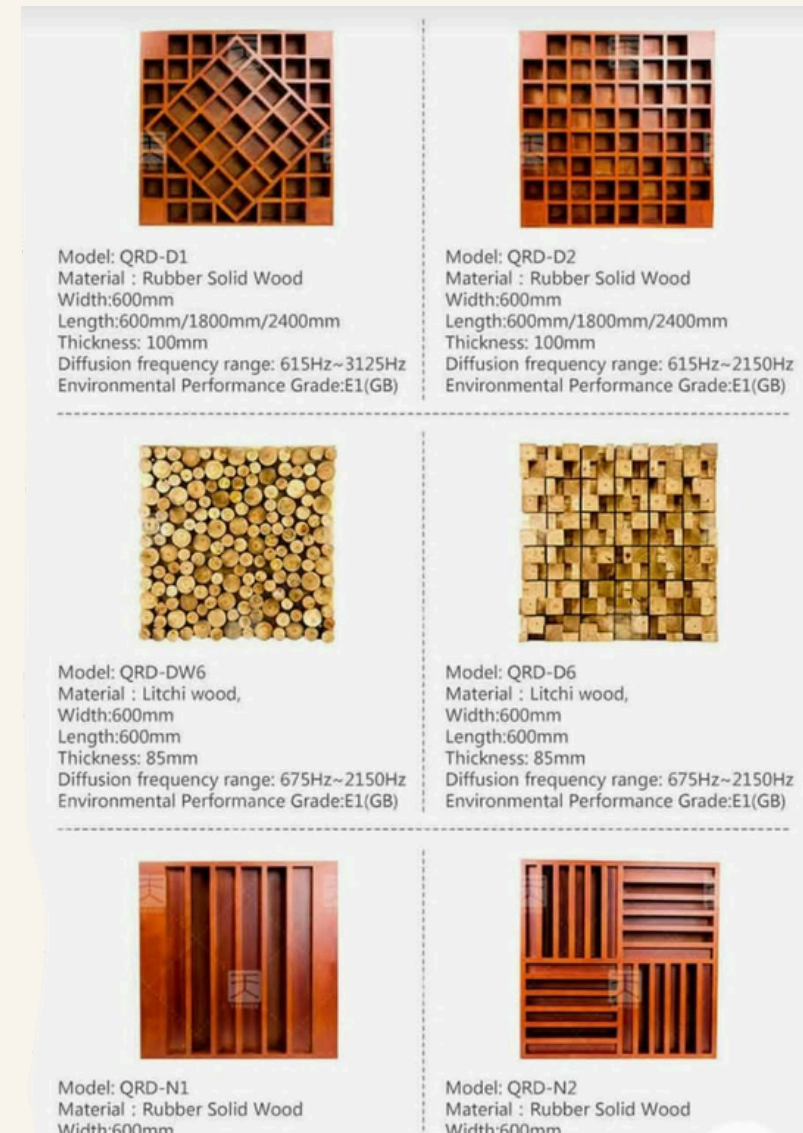
Zone 01 Rawabet Studio

- System Board

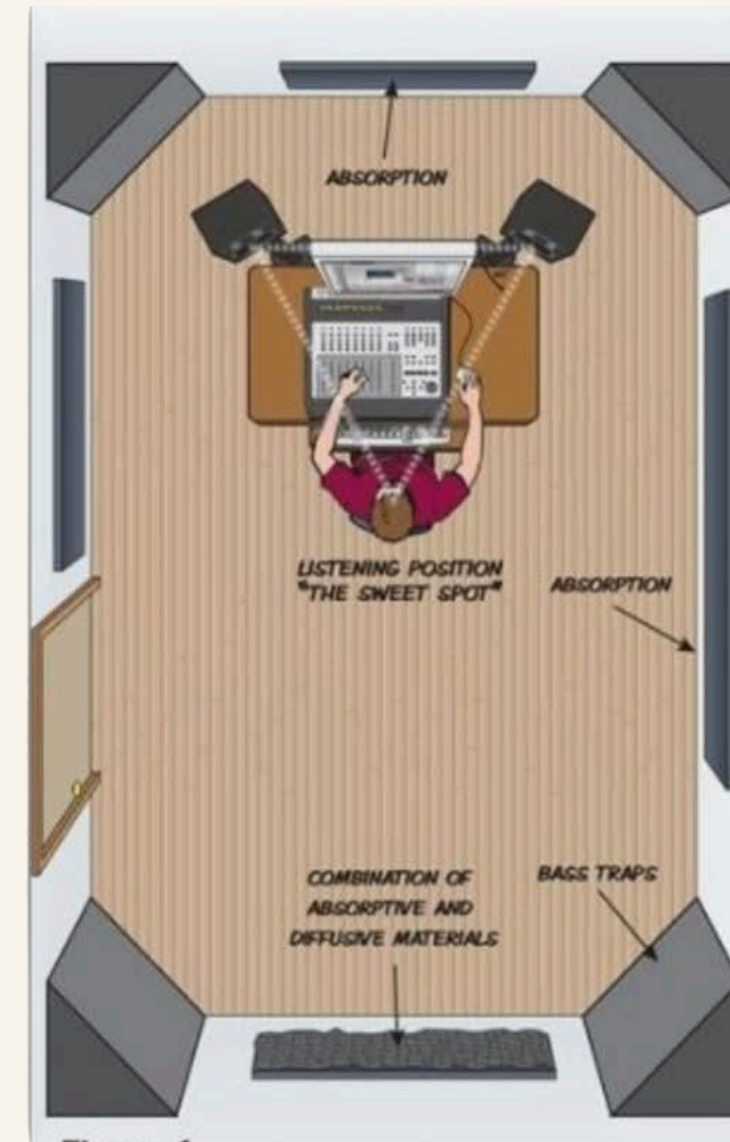
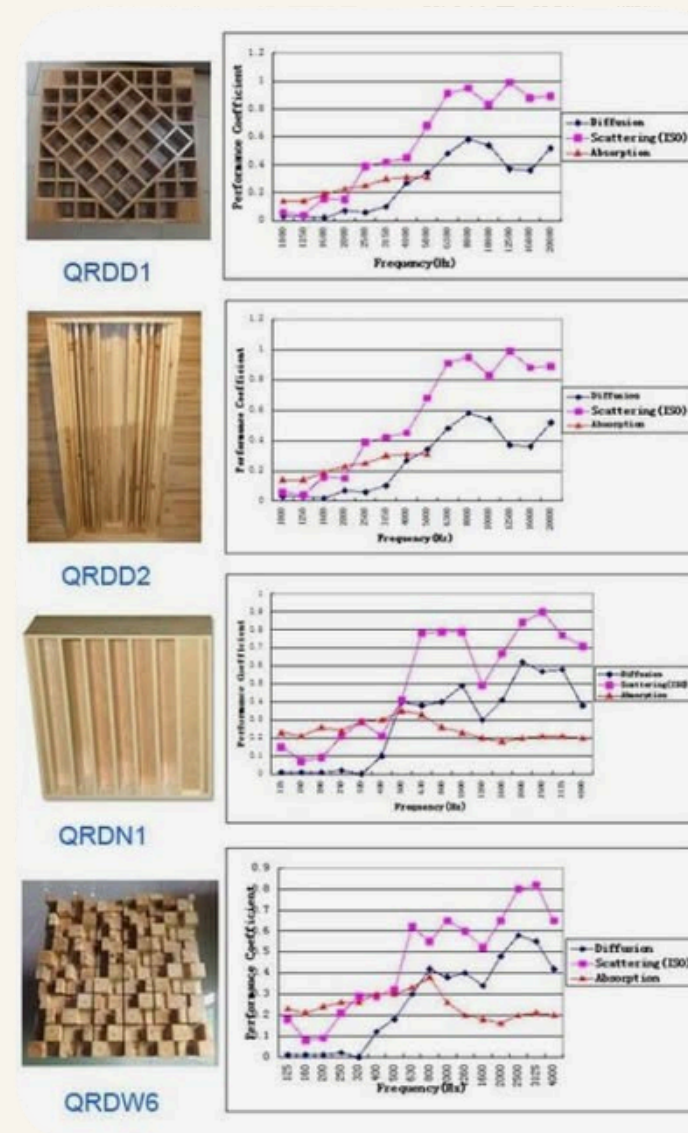


Zone 01 Rawabet Studio

- Technical Sheet



Acoustic Panel Technical



Control Room Setup

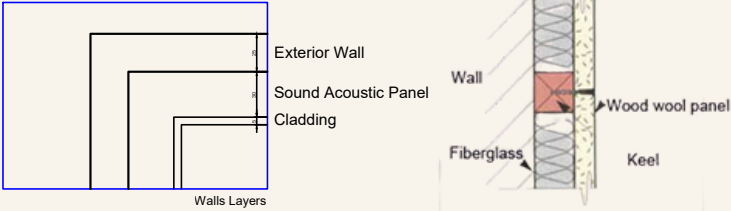
Zone 01 Rawabet Studio

- Simualting SharkTank

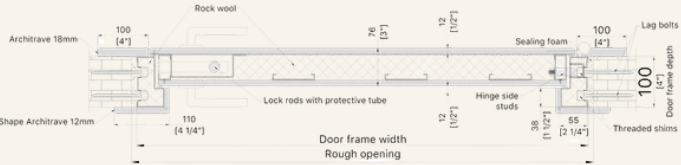
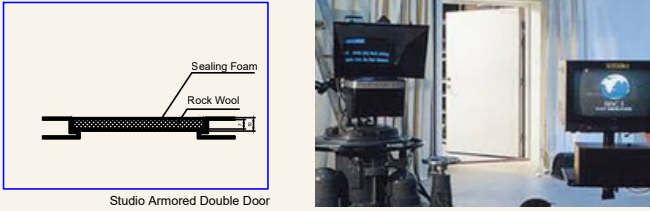


Rawabet Studio Shot 1

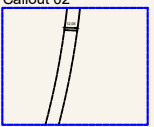
Callout 01



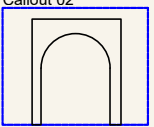
Callout 03



Callout 02



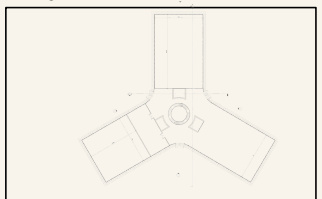
Callout 02



Studio Equipment Legend

Equipment	Picture
Production Light Stand	
Blackmagic Studio Stand Camera 6K Pro	
Acoustic Panel	

Key Plan

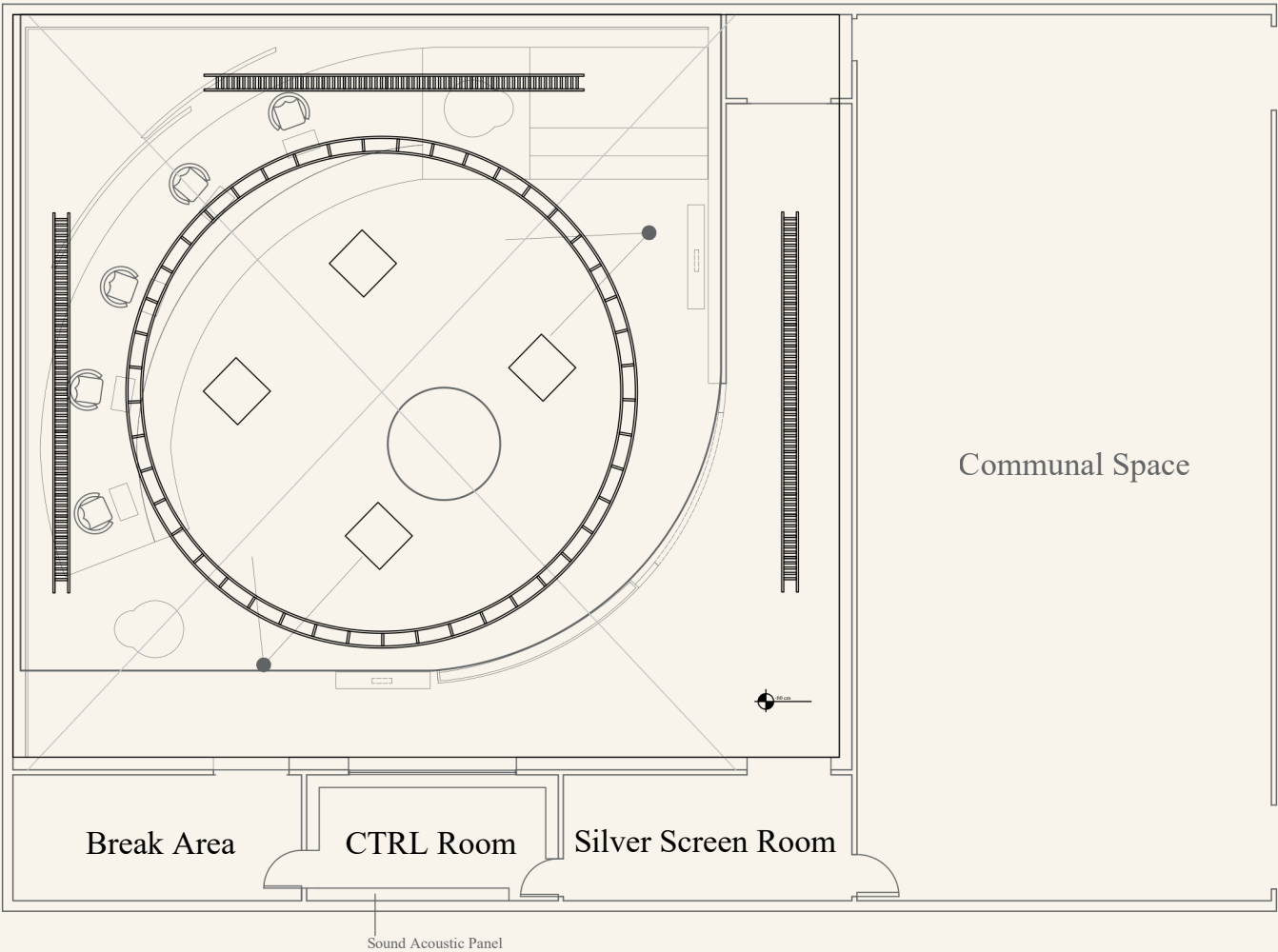


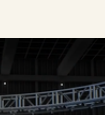
Key Plan



Rawabet Studio Shot 2

Rawabet Studio Furniture Plan



Studio Equipment Legend	
Flooring Pattern	Picture
Circular Camera Railing	
Rectangular Camera Rail	
Studio Lighting Panels	



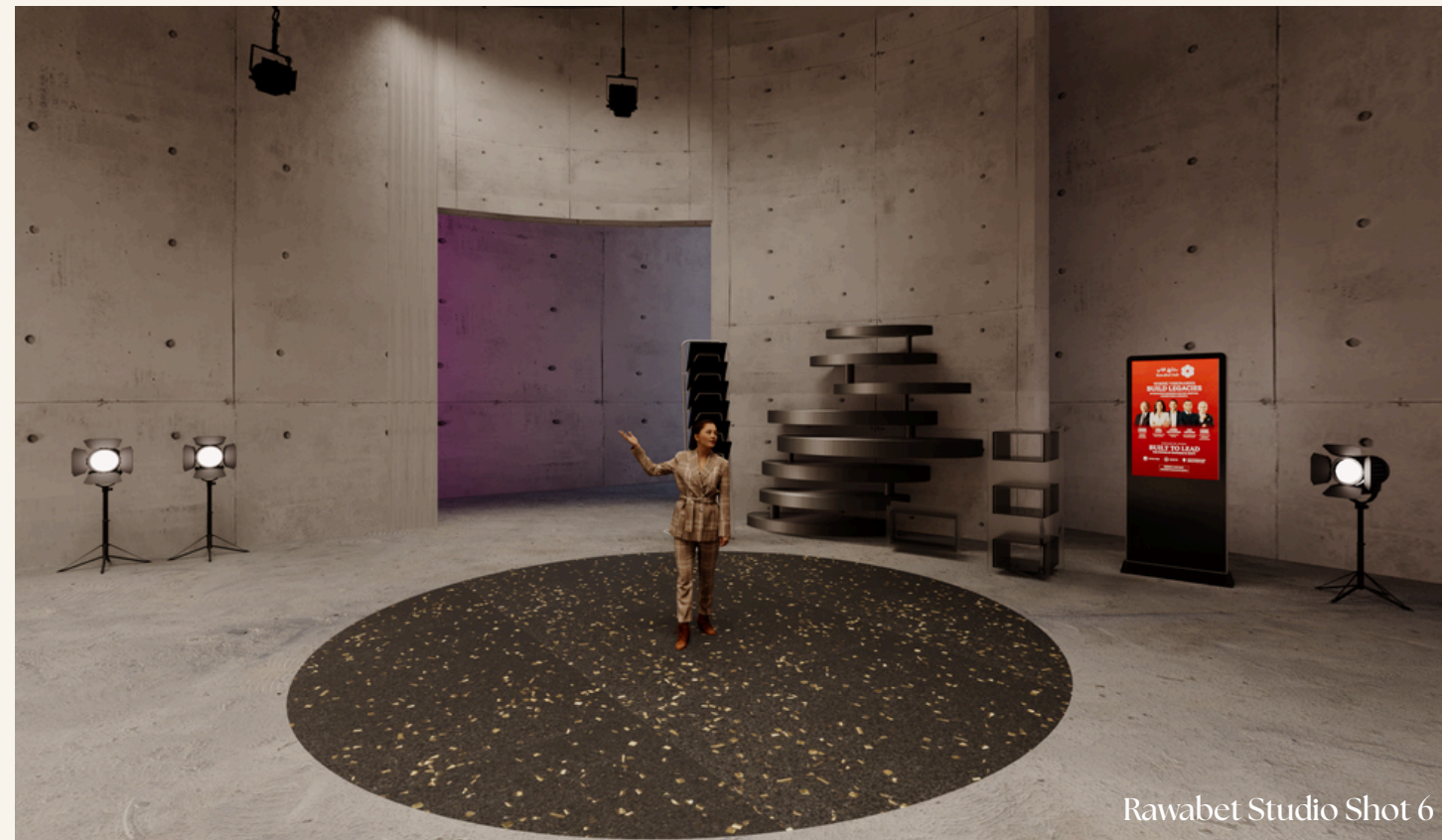
Rawabet Studio Ceiling Plan



Rawabet Studio Shot 4



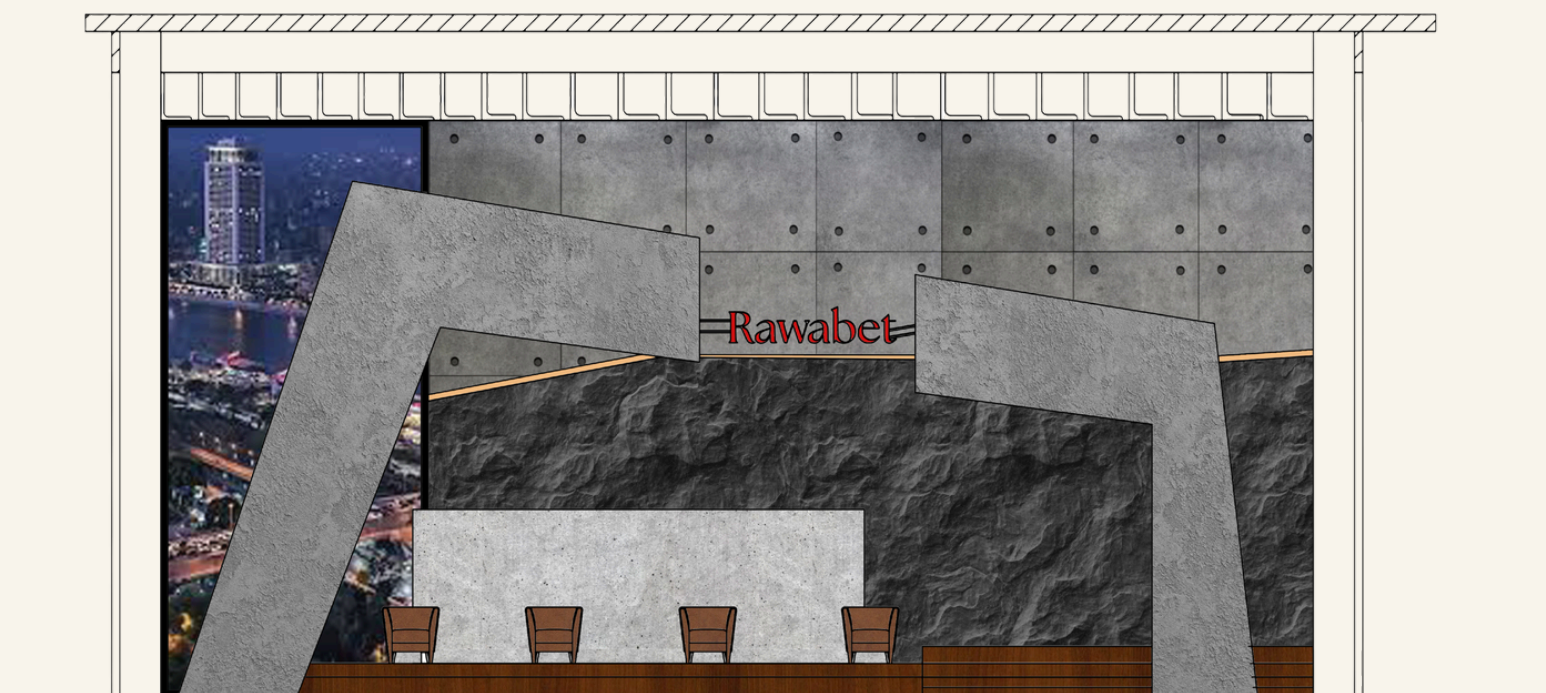
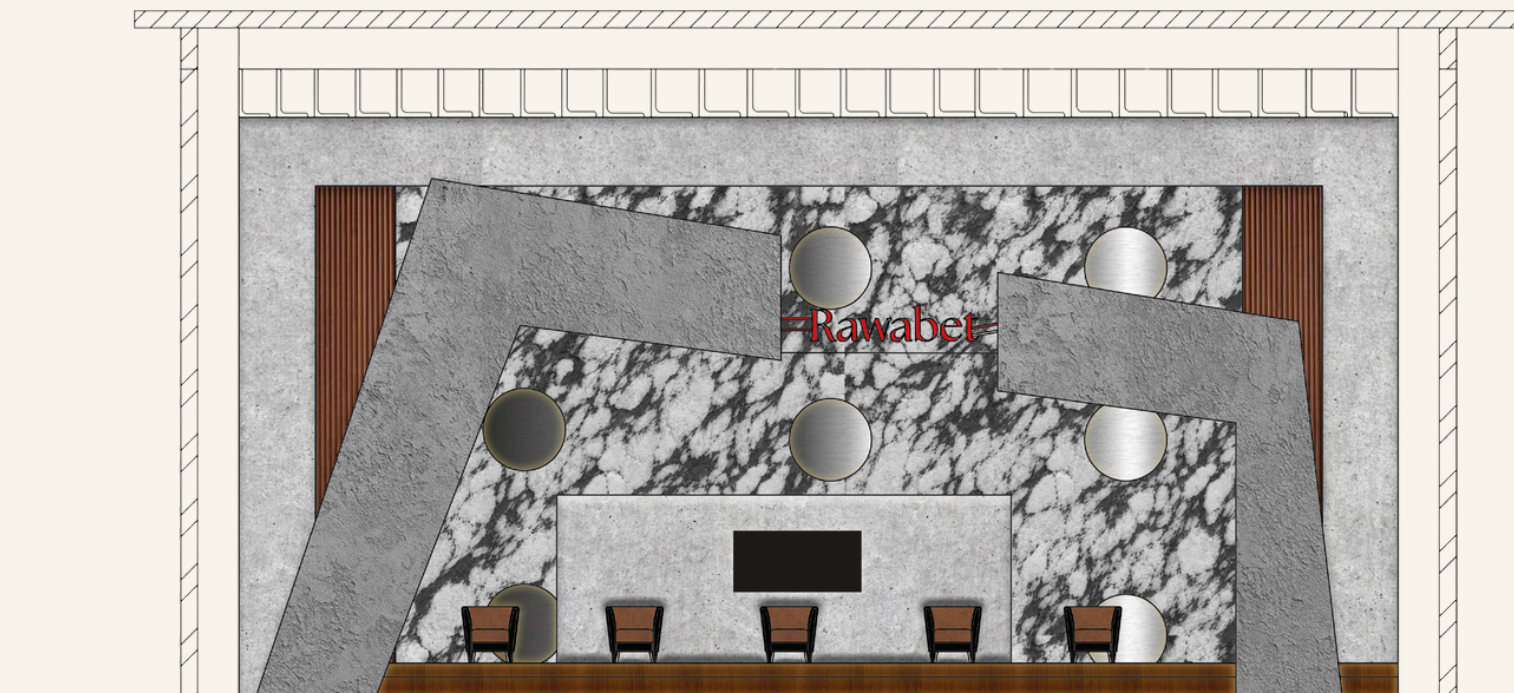
Rawabet Studio Shot 5



Rawabet Studio Shot 6



Rawabet Studio Shot 7



Rawabet Studio Section A-A'

Rawabet Studio Section B-B'

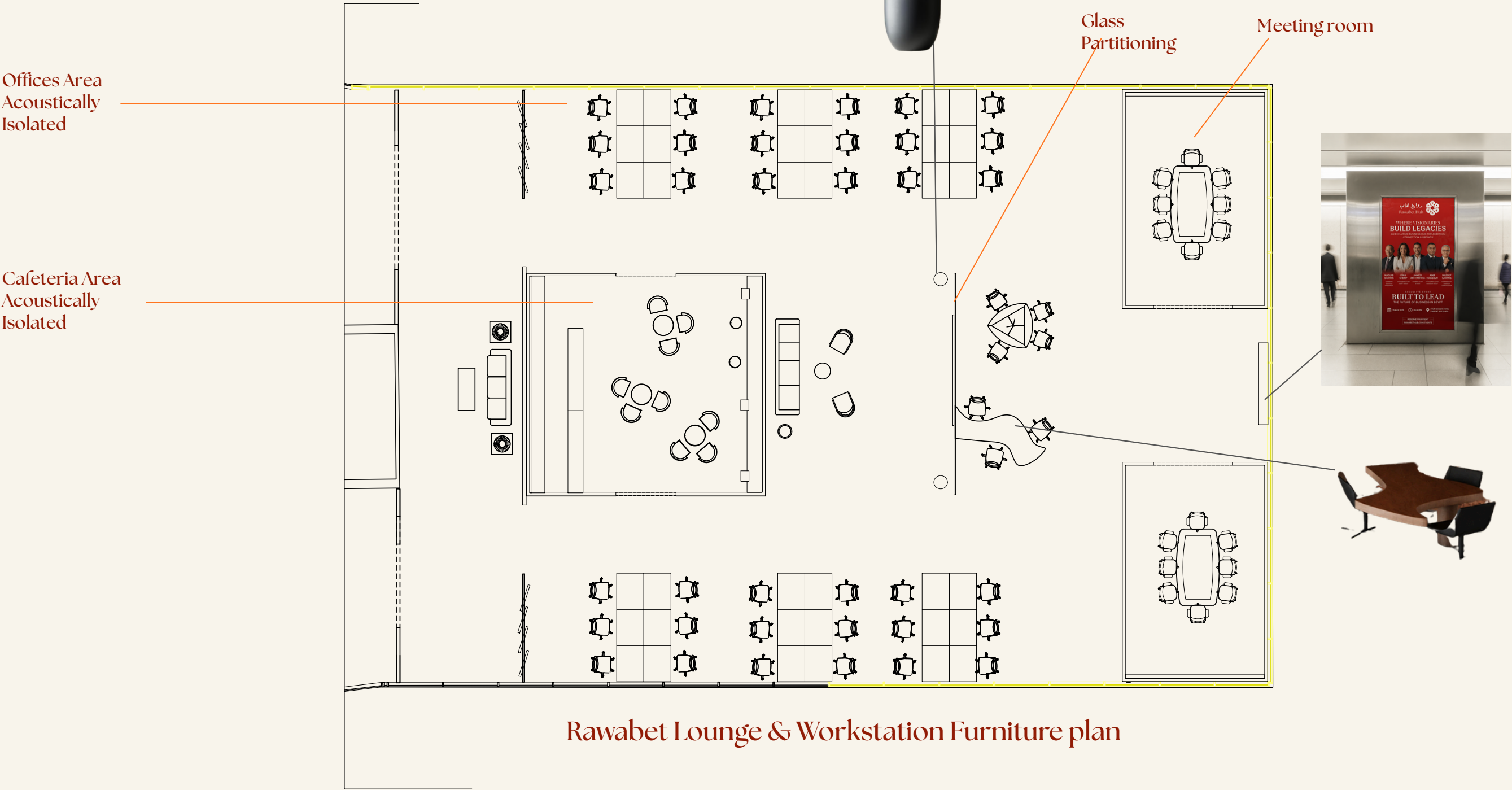
Moodboard

Zone 02 Rawabet Lounge & Workstation



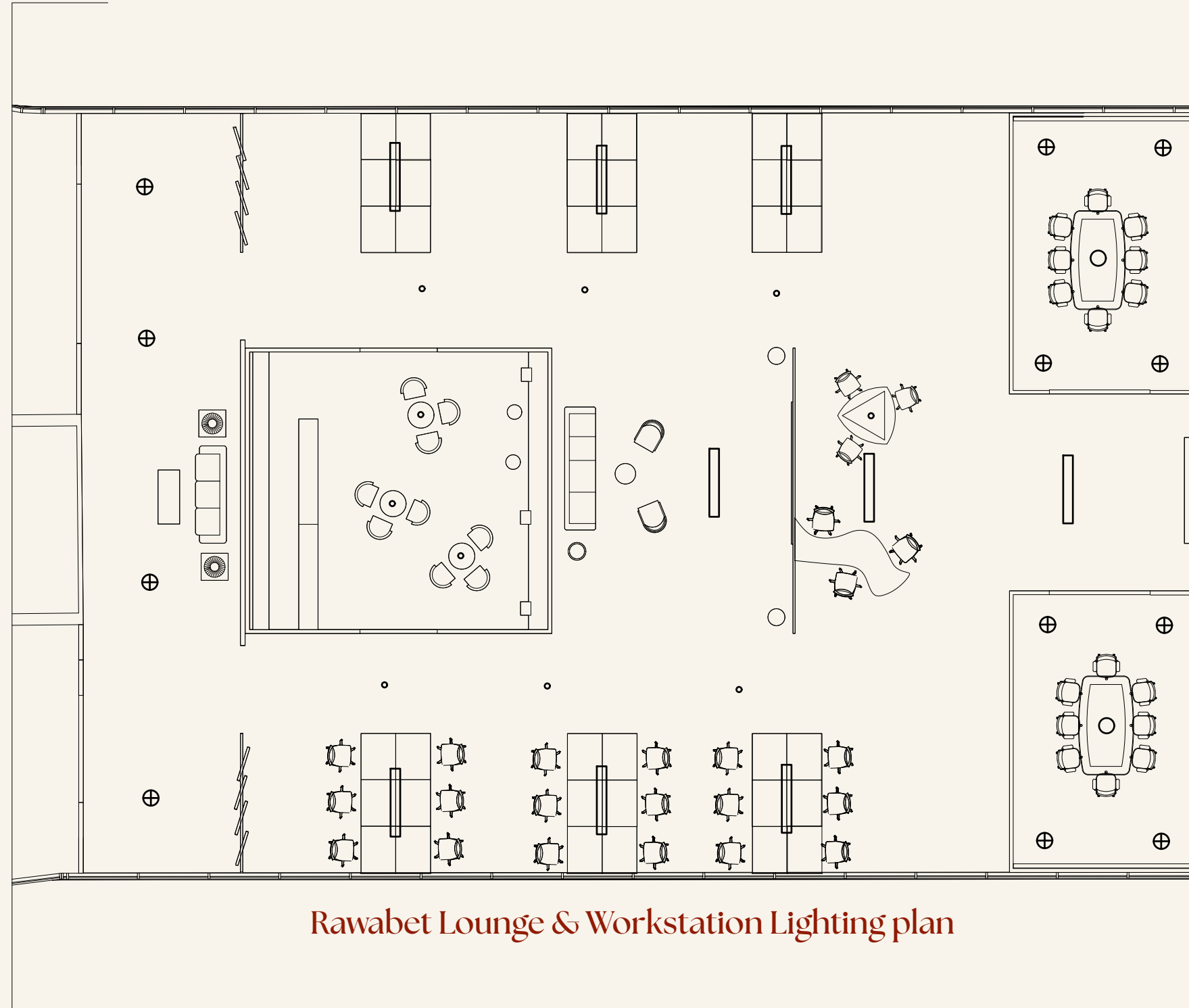
Zone 02 Rawabet Lounge & Workstation

- Merged Zone



Rawabet Lounge & Workstation Furniture plan

Zone 02 Rawabet Lounge & Workstation



Lighting Legend

Fixture	Picture
⊕	
•	
⊙	
—	

Rawabet Lounge & Workstation Lighting plan

Zone 02 Rawabet Lounge & Workstation

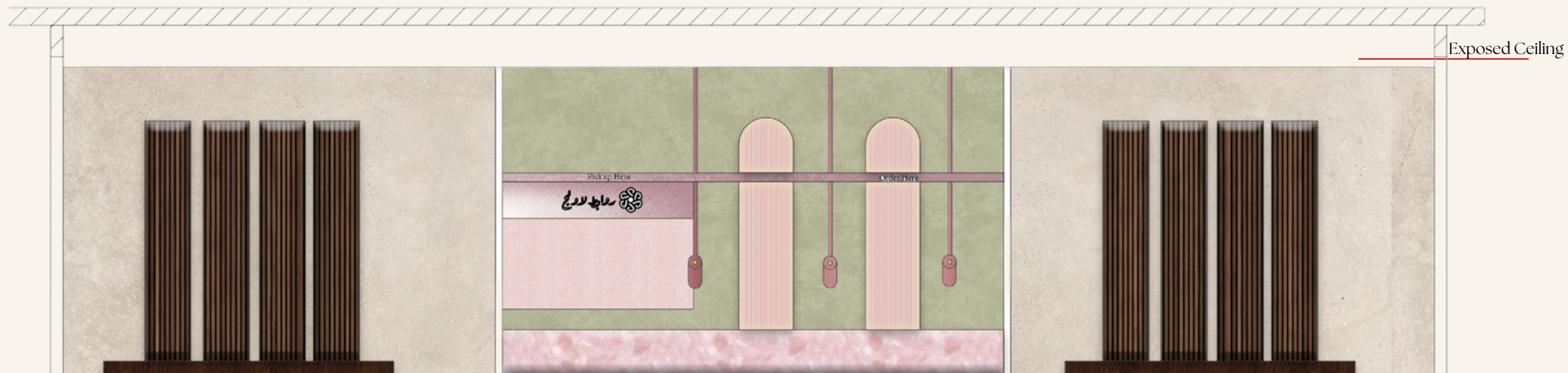
- Cafeteria Area



Cafeteria Shot

Zone 02 Rawabet Lounge & Workstation

- Cafeteria Area



Zone 2 Section A-A'



Zone 02 Rawabet Lounge & Workstation

- Workstation Area



Zone 02 Rawabet Lounge & Workstation

- Workstation Area



Zone 2 Section B-B'

Zone 03 Event Spaces and Exhibition

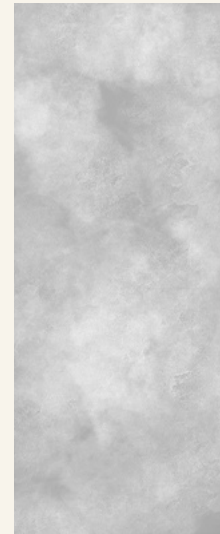
- Moodboard

The Casual Edition

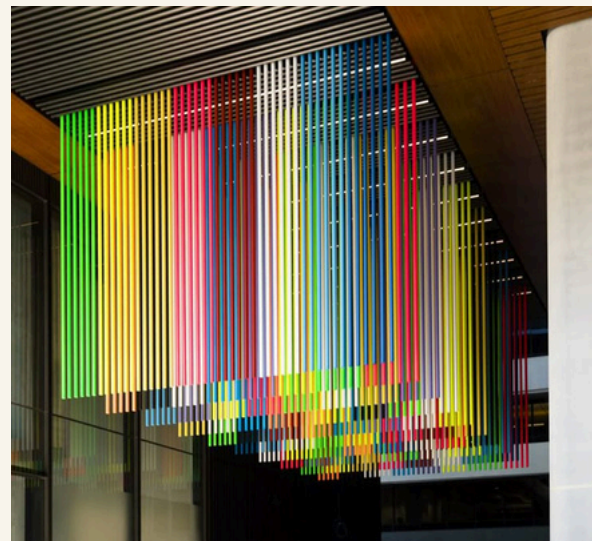
Grey Limewash



Seating setup



Flooring Pattern



Zone 03 Event Spaces and Exhibition



Isometric Shot

Zone 03 Event Spaces and Exhibition

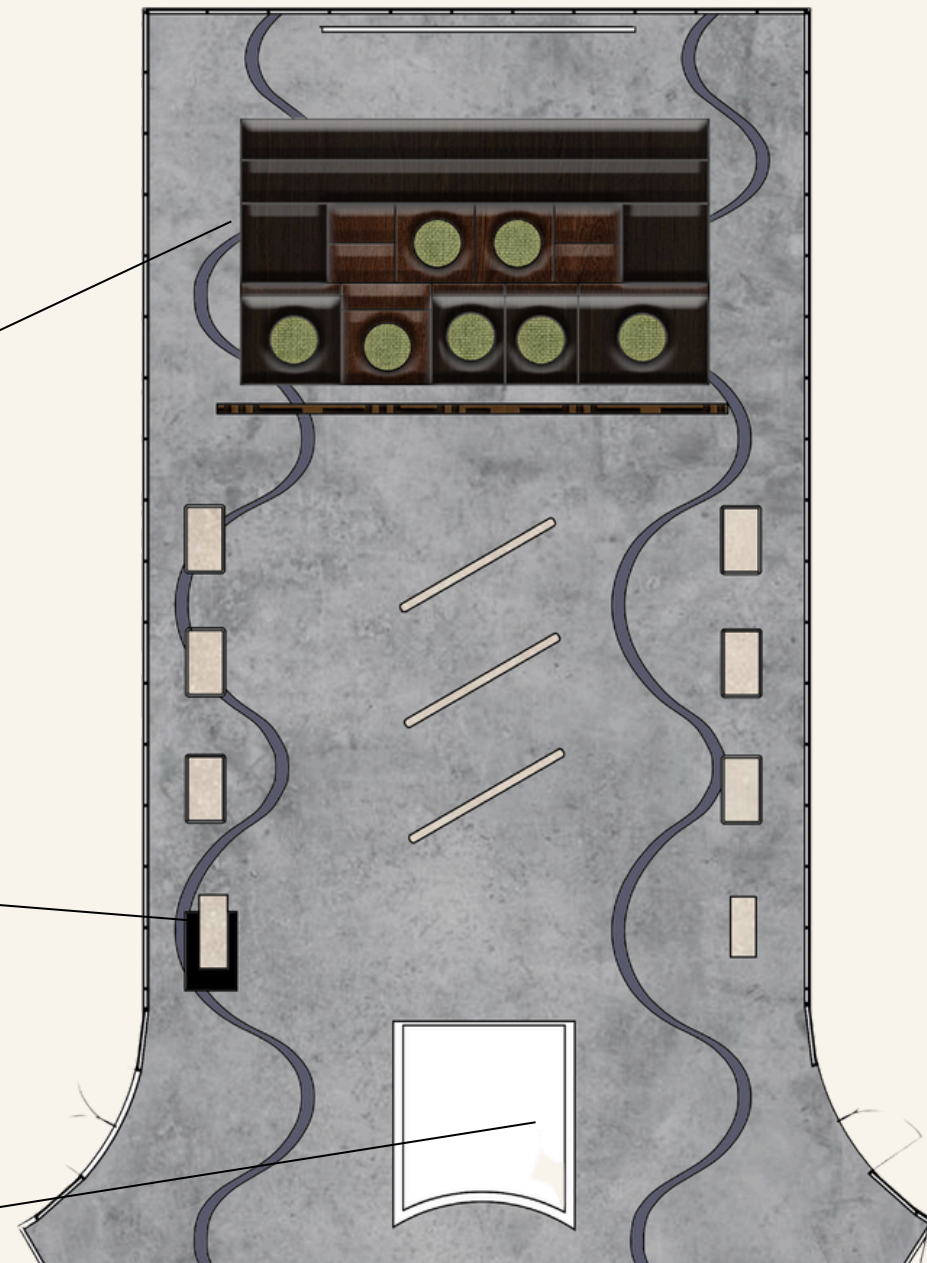


Leveled Seating



Meeting Pods

WCs

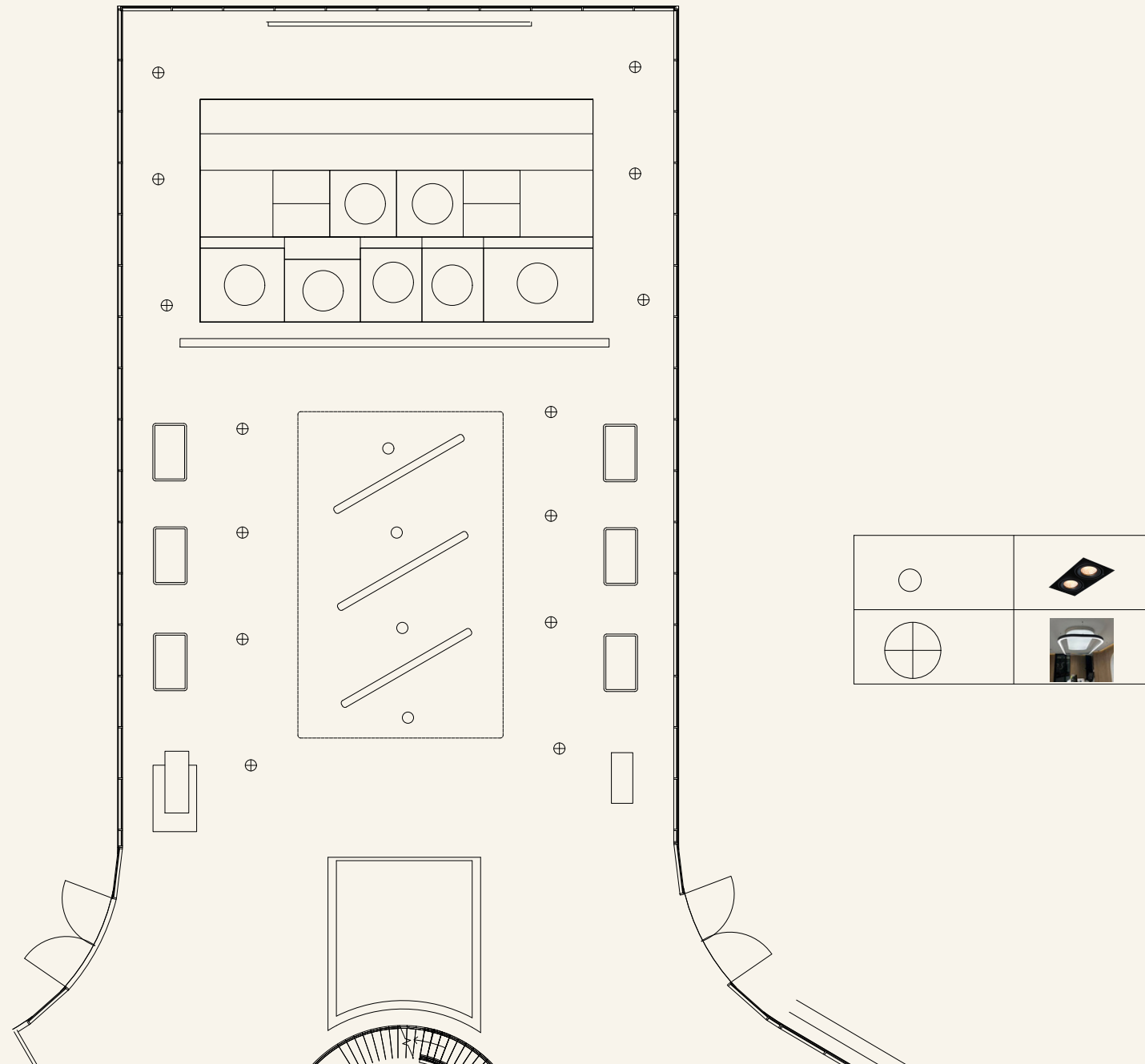


Zone 03 Furniture Plan



Shot 02

Zone 03 Event Spaces and Exhibition



Zone 03 Lighting Plan



Zone 03 Event Spaces and Exhibition



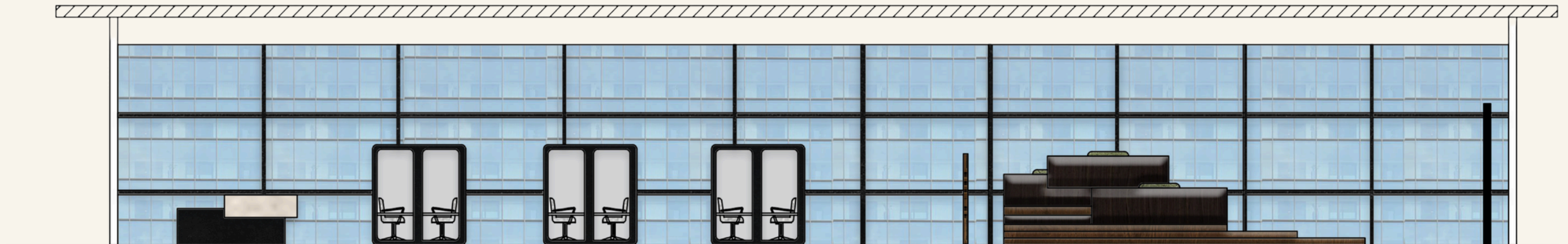
Zone 03 Event Spaces and Exhibition



Zone 03 Section A-A'



Zone 03 Event Spaces and Exhibition



Zone 03 Section B-B'

Zone 04 Exterior Communal Space

