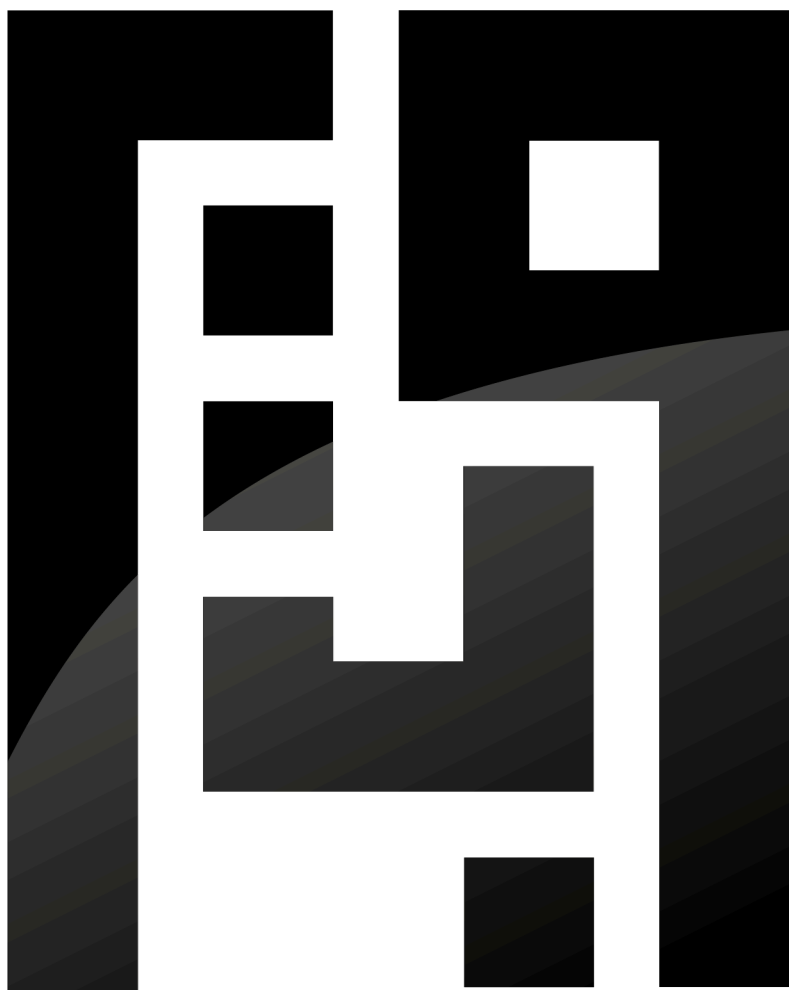


R O U B A I R



ARCHITECTURE
PORTFOLIO



Roubair Ashraf George

Architect & Urban Planner

- +201066223698
- roubair_10@hotmail.com
- roubair.wixsite.com/arch
- Heliopolis, Cairo

SUMMARY

Born in 1996, graduated from high school in Kuwait, continued to pursue my passion in architecture and urban design from the German university in Cairo up to earning a master's degree in contemporary architecture from Barcelona, Spain and currently based in Cairo, Egypt.

An enthusiastic architect with several travel and study experiences across Europe. Huge interest to details and humans as the main force of progression in design and urbanism. Highly inspired and eager to discover more every day towards better reality.

EXPERIENCE

Studio Manager & 3D Designer
The Better Co. - Cairo, EG

07/2023 - Present

- Design and visualize installations and events for major corporate clients conceiving that align with their objectives and brand guidelines.
- Managed day-to-day communications with clients.
- Developed primary models and sketches to showcase final product designs.

Interior Designer and Architect
Freelance & Competition - Cairo, EG

03/2022 - Present

- Completed various residential and office interior projects.
- Earned recognition with a top 4 ranking in Saudi Arabian government-sponsored urban design competition.
- Developed key client relationships by providing design solutions that met needs and budgets without compromising quality or design intent.
- Designed floor plans, elevations, 3D perspective views, and material boards for review and presentation.

Project Supervisor
Egyptian Military Engineering Authority - Sohag, EG

03/2021 - 03/2022

- Served as an Engineer soldier in Hayah Kareema presidential campaign to improve the living standards of Upper Egypt communities in Sohag.
- Supervised and coordinated infrastructure and building projects on-site and in office.

Architect Intern
Studio 39 - Heliopolis, EG

07/2019 - 09/2019

- Exposed to different work patterns mainly landscape and urban design of highly reputable projects.
- Created concept designs and estimated projects for residential and commercial customers.

Research Assistant Intern
German University In Cairo (GUC) - Cairo, EG

07/2017 - 08/2017

- Contributed to a research project by Dr. Wafaa to design modular systems for low-cost buildings in Sakiet Mekki.

Architectural Intern
Memari Architects - Kuwait, KW

07/2016 - 08/2016

- Assisted with designing single and multi-family, residential projects.
- Assisted with redesigning of facades and choosing materials.

EDUCATION

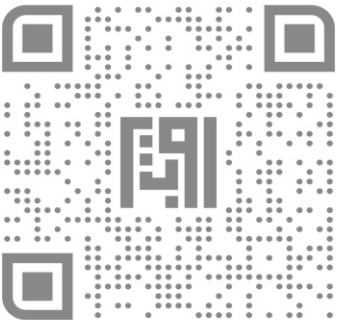
Contemporary Architecture Barcelona School of Architecture (ETSAB - UPC) Barcelona, Spain - Master of Science	09/2019 - 09/2020
Architecture And Urban Planning German University in Cairo (GUC) Cairo, Egypt - Bachelor of Science	09/2014 - 07/2019
Urban Design Universität Stuttgart Stuttgart, Germany - Bachelor's Thesis	03/2018 - 08/2018

SKILLS

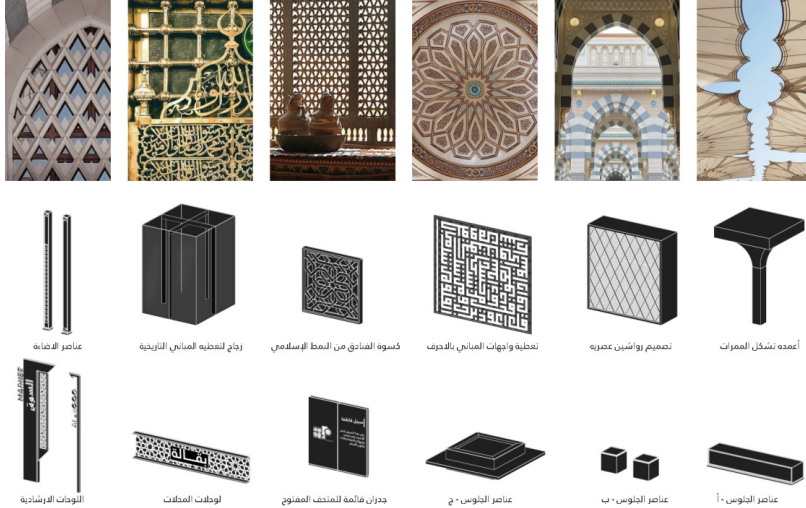
Autocad 3Dsmax +	Expert	Attention to Detail
Corona Revit	IntermediateAdvanced	Cultural Awareness
Photoshop	d Expert Advanced	Creativity Problem
Illustrator Indesign	Advanced Expert	Solving Teamworker
Rhinoceros 3D	Advanced	Time Management
Lumion		Self-Motivated
		Critical Thinking

LANGUAGES

Arabic	Native	German	Basic
English	Native		

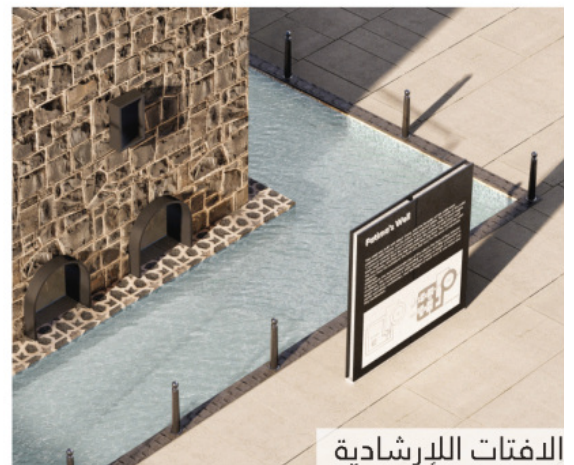
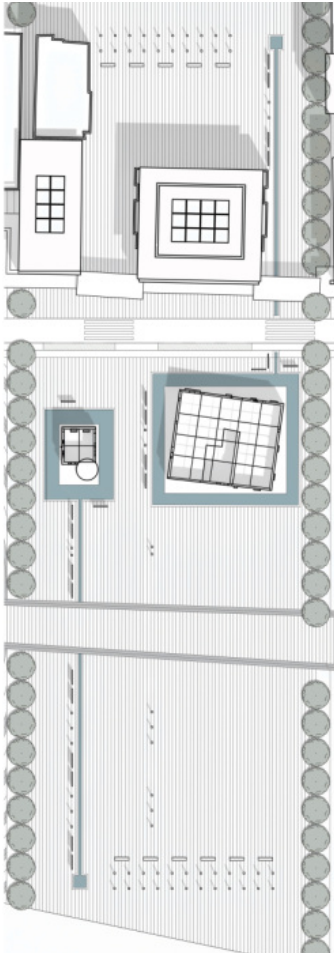


Al Usayfirin Rennovation Madinah, KSA Competition (4th)



The project aims to transform an unorganized area in Medina into a historical and cultural zone, leveraging its proximity to Masjid Al Nabawy. It creates a direct connection through a pedestrian walkway, converting car roads into paths with seating, lighting, kiosks, and bike lanes. The design enhances building facades with modern elements inspired by traditional architecture, maintaining the area's historical and Islamic identity. This approach creates a harmonious blend, making the area more accessible and visually appealing for both residents and visitors.





إبراز عنصر الماء

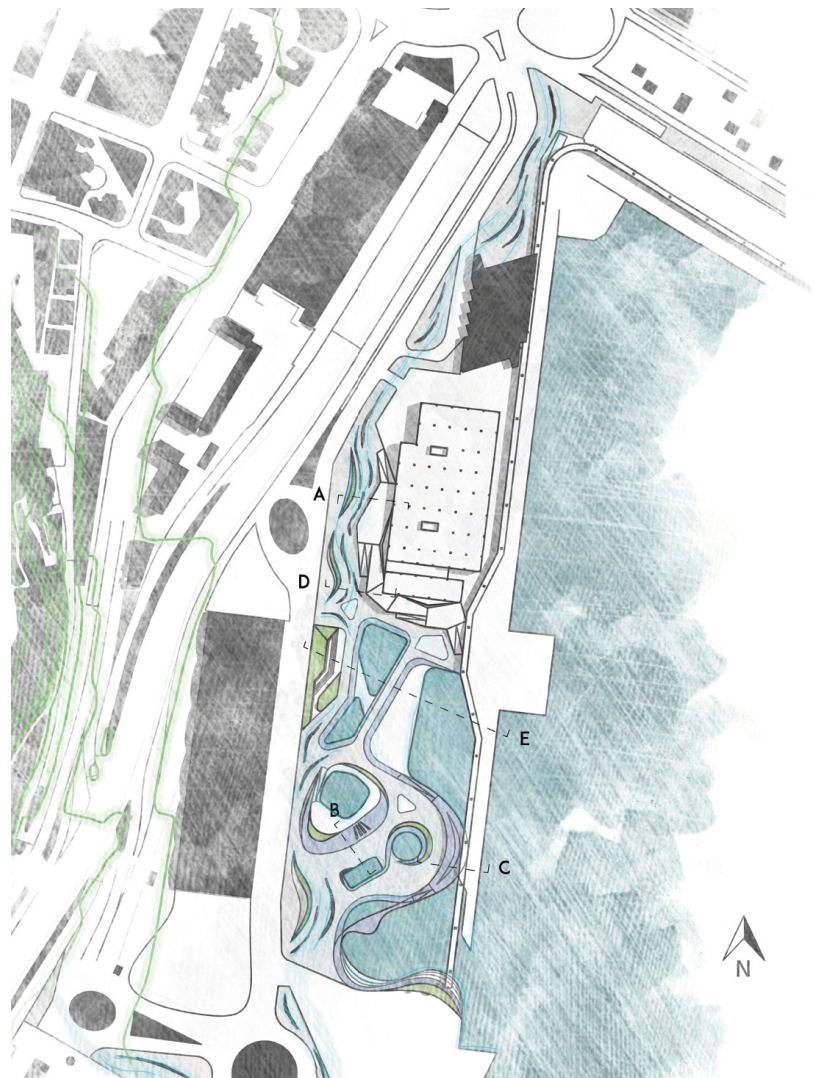
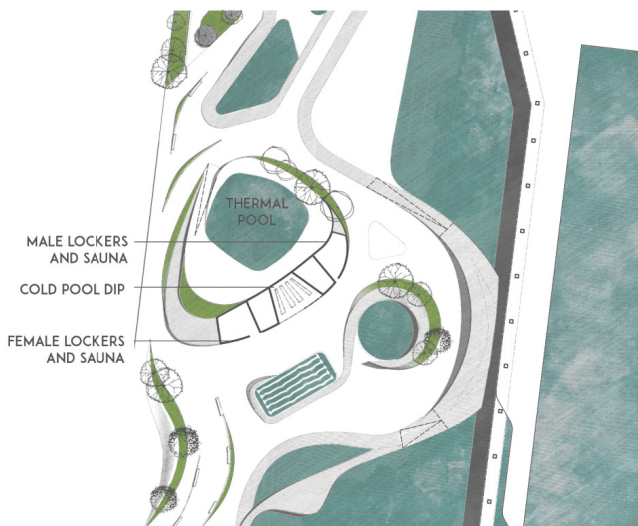
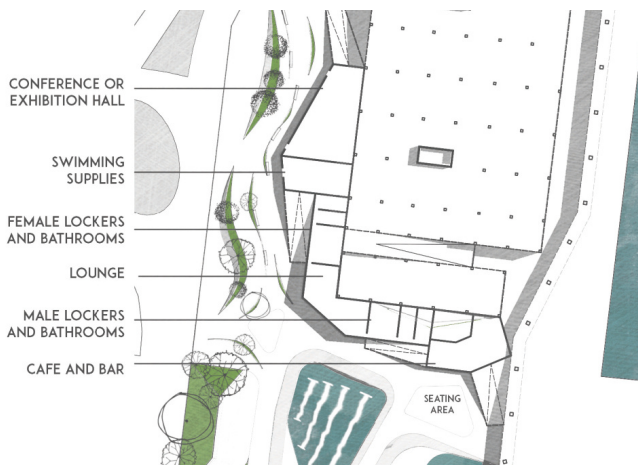
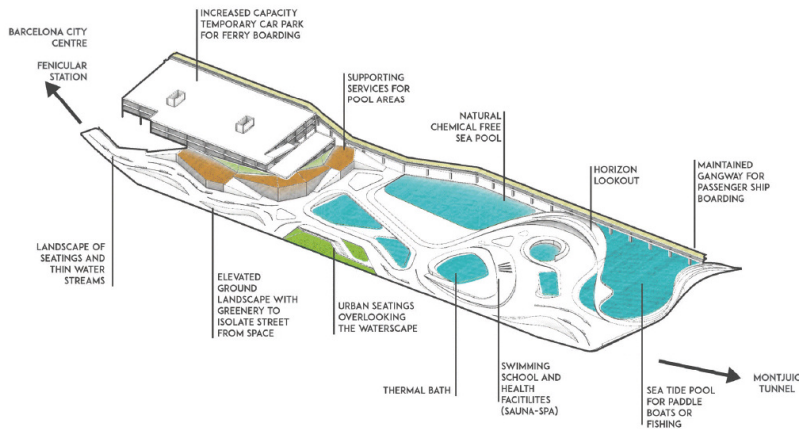
الافتات الإرشادية

TERMINAL BATHS

Barcelona, Spain
MSc. Project



The rapid advancements in technology and globalization have disrupted the intrinsic bond between humans and their built environment. This connection is evident in our daily lives and how we experience urban spaces. Water, both a vital resource and symbolic element, plays a crucial role in shaping architectural phenomenology and meaning. This thesis posits that the human body serves as the primary design inspiration, exploring its interaction with water as a fundamental architectural element.



Kids area marks the entrance of the park from the city with its embodied enjoyment.

A KIDS POOL

Kids pool with a playground and low jumping platforms for children and a depth ranging from 0.50m to 1.00m.

Vertical fountains for enjoyment and playing with the water jets and a depth of 0.15m to improve movement and running with a rough surface to prevent falling and

B SEA POOL

Sea pool aims to be a social pool for all ages and diversity. Inspired by the ancient bath houses, urban seatings integrated inside the pool to gather people together. Water from the sea is naturally filtered with minimum chemical usage to prevent skin problems and capture the natural sensation and benefits of sea water. The pool depth slopes from the edge to mimic the entry to the sea and ranges up to 2.50m towards the sea.

C HEALTH AND SPA

Sauna and steam compartments for health needs and bathing

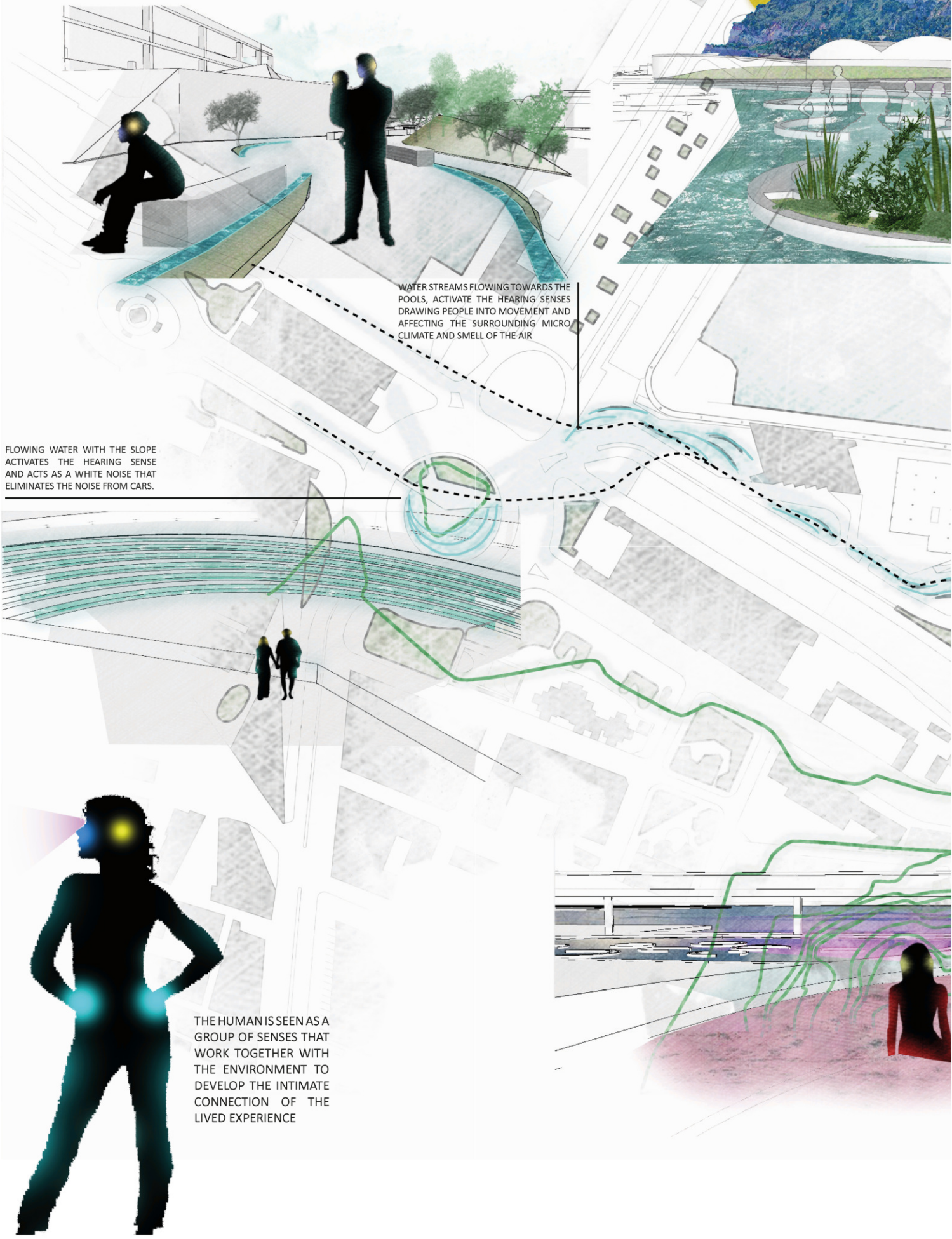
D FORMAL SWIMMING & PRACTICE POOLS

Elevated thermal pool for winter swimming and health care with a ranging depth from 1.50m to 3.00m. Heating machinery and maintenance of the pool is accessible from the elevated platform overlooking the pool.

Diving pool for divers with a depth of 4.00m.

Lap pool for professional and swimming classes with a depth of 2.00m.

SENSORY JOURNEY WITH WATER



WATER STREAMS FLOWING TOWARDS THE POOLS, ACTIVATE THE HEARING SENSES DRAWING PEOPLE INTO MOVEMENT AND AFFECTING THE SURROUNDING MICRO CLIMATE AND SMELL OF THE AIR

FLOWING WATER WITH THE SLOPE ACTIVATES THE HEARING SENSE AND ACTS AS A WHITE NOISE THAT ELIMINATES THE NOISE FROM CARS.

THE HUMAN IS SEEN AS A GROUP OF SENSES THAT WORK TOGETHER WITH THE ENVIRONMENT TO DEVELOP THE INTIMATE CONNECTION OF THE LIVED EXPERIENCE

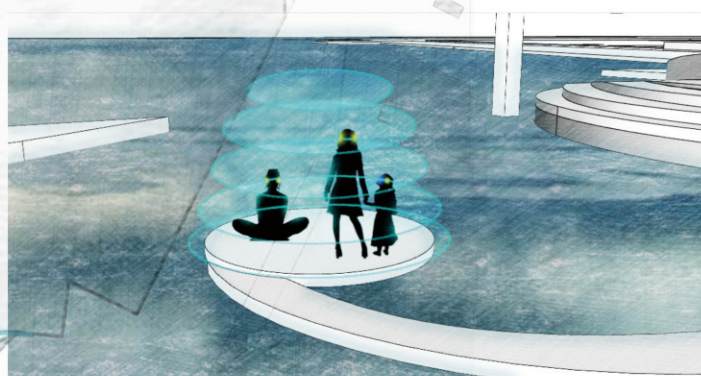


IN-WATER SEATINGS ALLOW PEOPLE TO INTERACT TOGETHER AND SOCIALIZE WHILE BEING DIPPED IN WATER.

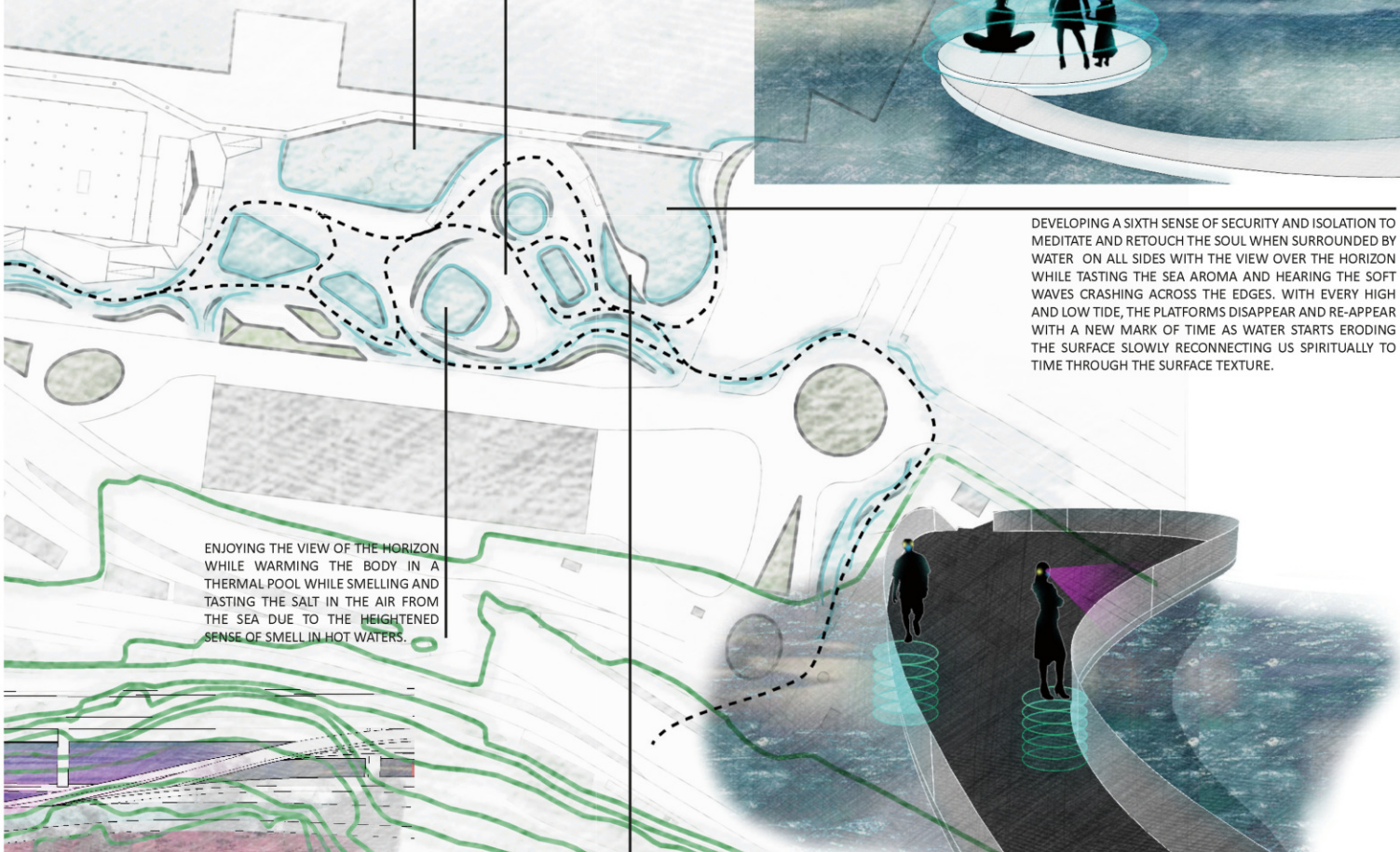
A WAY TO LET PEOPLE ENJOY SURROUNDINGS WHILE RELAXING INSIDE THE WATER GIVES ANOTHER EXPERIENCE OF THE SERENE NATURE OF MONTJUÏC.



A COLD WATER FALL THAT ACTS AS A SHOWER BEFORE DIPPING INTO THE COLD POOL AS A RITUAL OF THE ROMAN BATHING HOUSE, COOLS DOWN THE BODY TEMPERATURE AFTER A HOT SAUNA TO MAKE YOU READY. CHILDREN ARE DRAWN INTO PLAYING UNDER WATER AND FEELING IT FALL ON THEIR BODIES AND THE SOUND OF THE WATER FALL HELPS IN SOOTHING THE ENVIRONMENT AND REDUCING NOISES

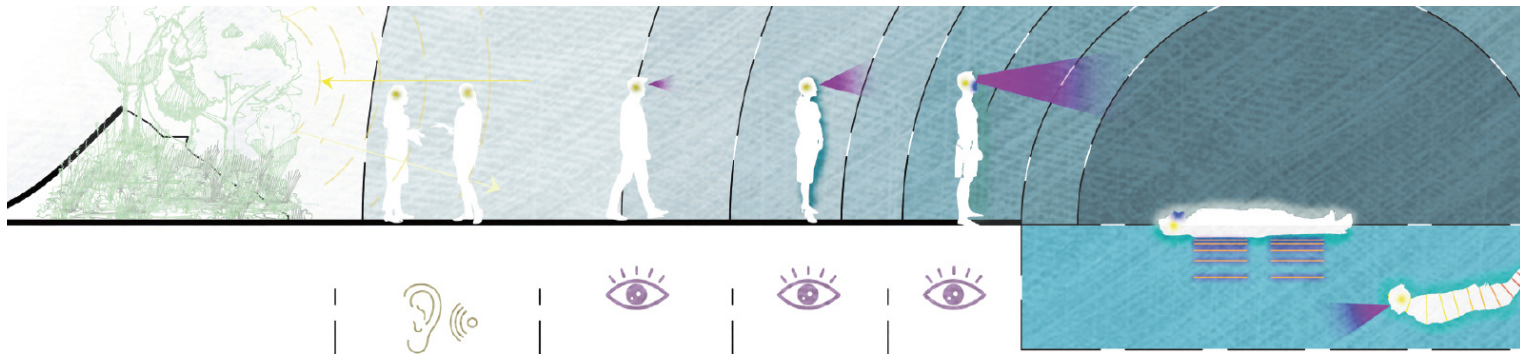


DEVELOPING A SIXTH SENSE OF SECURITY AND ISOLATION TO MEDITATE AND RETOUCH THE SOUL WHEN SURROUNDED BY WATER ON ALL SIDES WITH THE VIEW OVER THE HORIZON WHILE TASTING THE SEA AROMA AND HEARING THE SOFT WAVES CRASHING ACROSS THE EDGES. WITH EVERY HIGH AND LOW TIDE, THE PLATFORMS DISAPPEAR AND RE-APPEAR WITH A NEW MARK OF TIME AS WATER STARTS ERODING THE SURFACE SLOWLY RECONNECTING US SPIRITUALLY TO TIME THROUGH THE SURFACE TEXTURE.



ENJOYING THE VIEW OF THE HORIZON WHILE WARMING THE BODY IN A THERMAL POOL WHILE SMELLING AND TASTING THE SALT IN THE AIR FROM THE SEA DUE TO THE HEIGHTENED SENSE OF SMELL IN HOT WATERS.

THE FEELING OF BEING ELEVATED ABOVE WATER WHILE STANDING ON GROUND PROVIDE PEOPLE WITH INTIMATE CONTACT WITH WATER THROUGH FISHING AND THE SOUND OF WATER LAPPING AGAINST THE STRUCTURE.



AS SOUND OF WATER REFLECTS UPON THE SURROUNDING SURFACES AND OBJECTS, IT CAN BE HEARD FROM LONG DISTANCE BUILDING A SENSE OF ATTRACTION AND EXCITEMENT WITHOUT BEING VIEWED WHILE ACTING AS BACKGROUND SOUND FOR PRIVATE CONVERSATIONS

FROM A FAR DISTANCE WE VISION IS REDUCED OF THE MIRROR SURFACE OF WATER REFLECTING THE HORIZON

AS WE GO FURTHER WE START SEEING THE WATER REFLECTION WITH LESS DETAILS AND THE COOLING EFFECT IS REDUCED ON OUR BODY

STANDING ON THE EDGE WE ENJOY THE VIEW OF MOVING WATER AND RIPPLES ON THE SURFACE ALONG WITH THE SOUND, SMELL AND COOLING EFFECT IT HAS ON THE MICROCLIMATE

FLOATING ON SURFACE WE FEEL LIGHT WEIGHTED. EXPERIENCE THE COOLING EFFECT OF THE WATER EVAPORATING FROM OUR SKIN, SMELL AND TASTE THE MISTY WIND AND HEAR THE SOUND OF WATER CRASHING AGAINST OUR BODY

DIVING THROUGH WATER WE FEEL THE DRAG FORCE ON OUR SKIN, BLURRED

Sensual Proximity



HAZE



NATURE INTIMACY



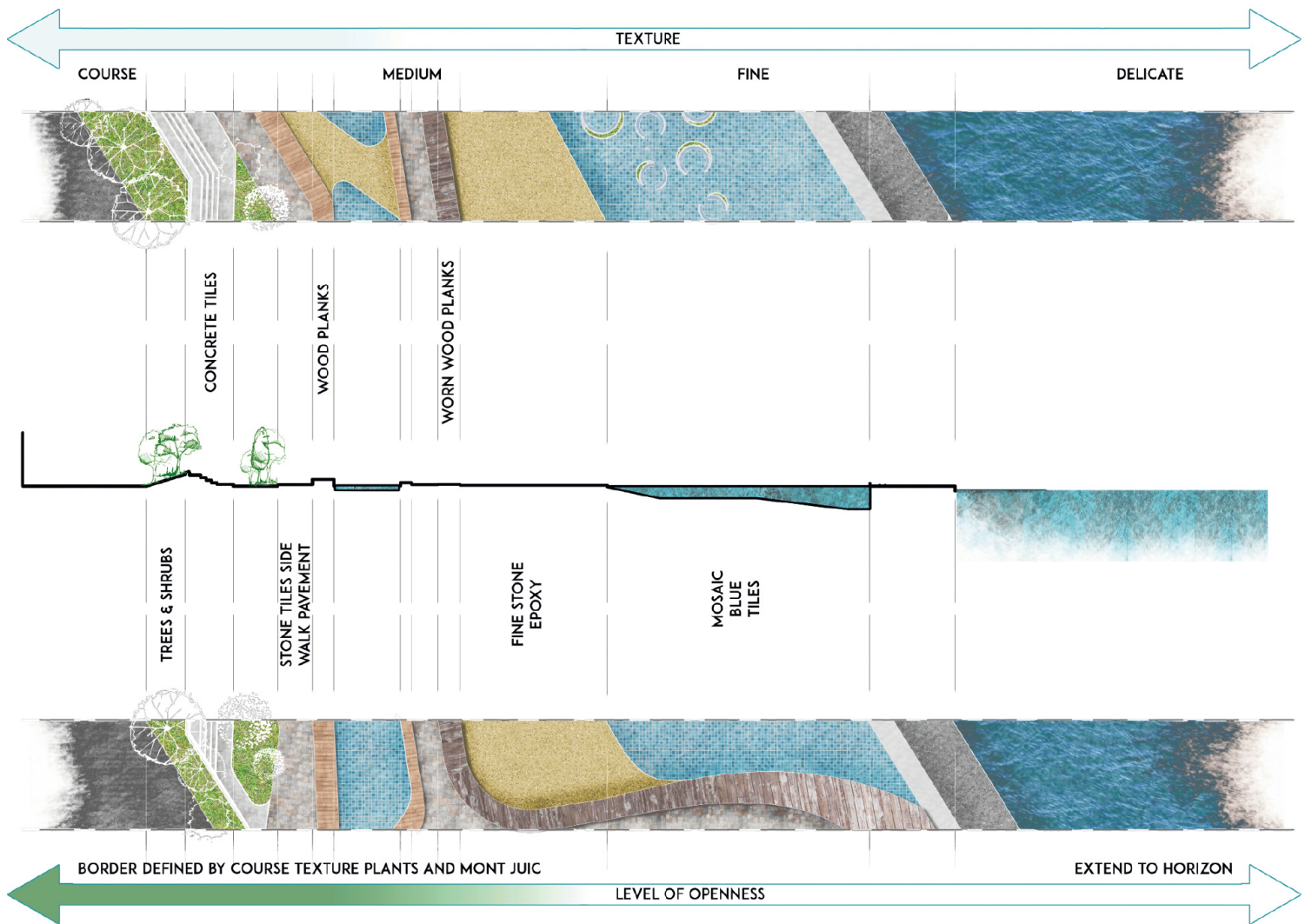
HORIZON



RESISTANCE



FLOW ATTRACTION



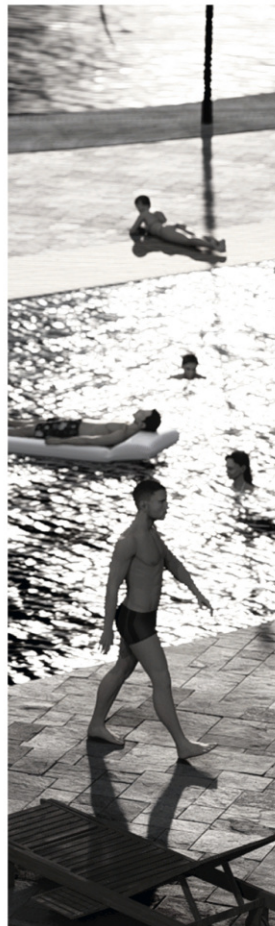
Landscape Materials



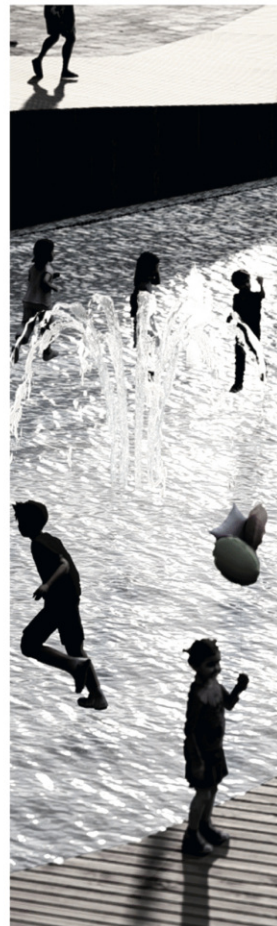
GATHERING



SERENITY



DIVERSITY



EMBODIED ENJOYMENT



LEVITATION



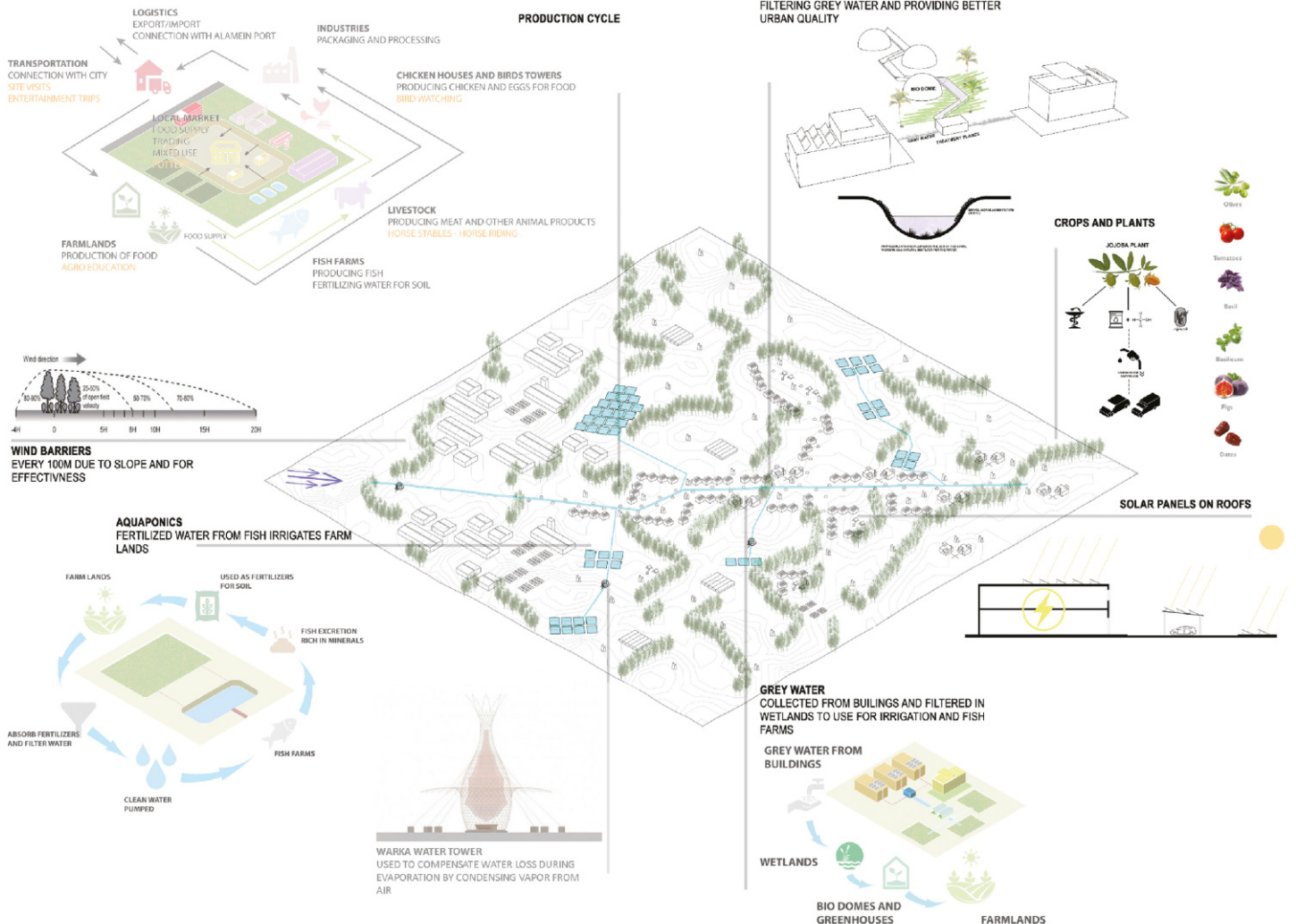


MOGHRA OASIS

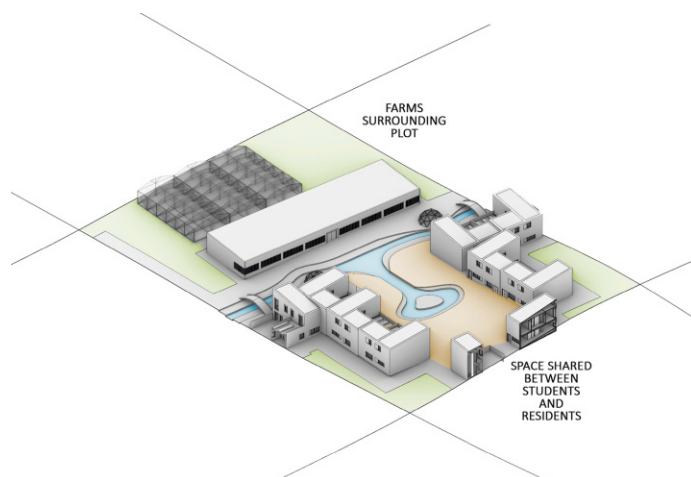
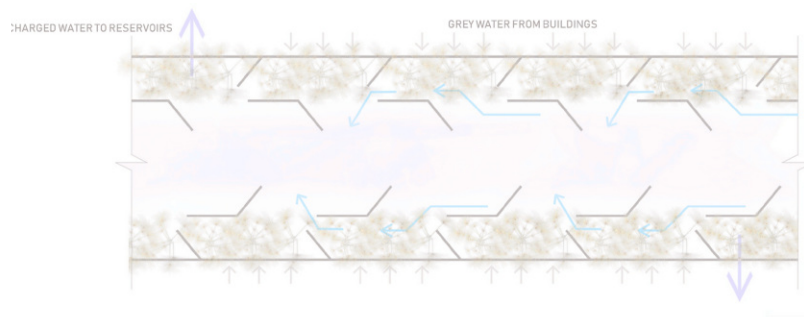
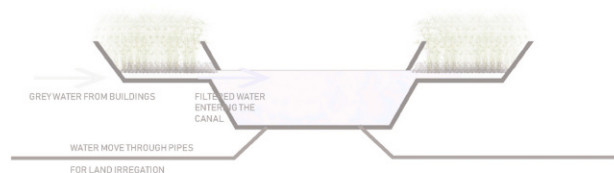
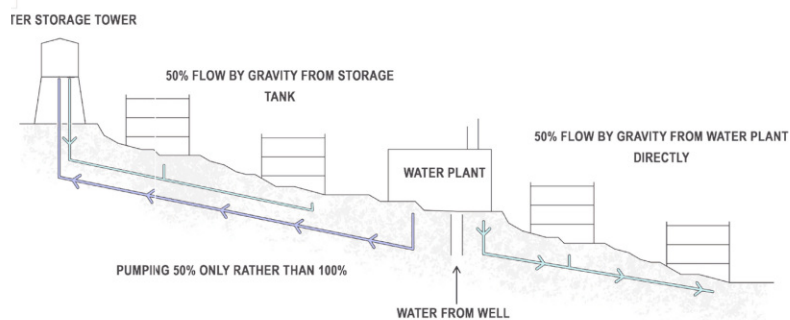
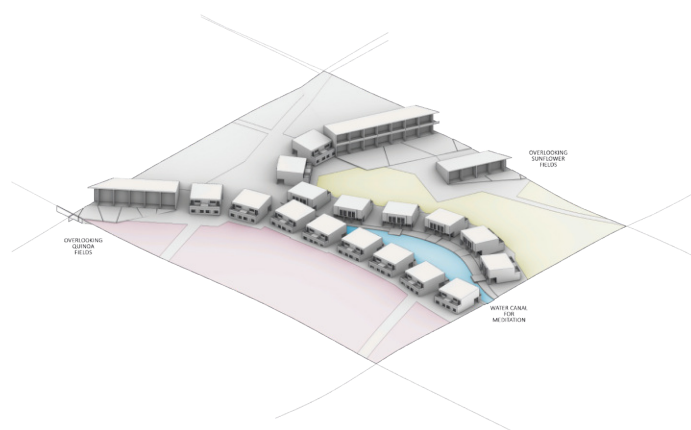
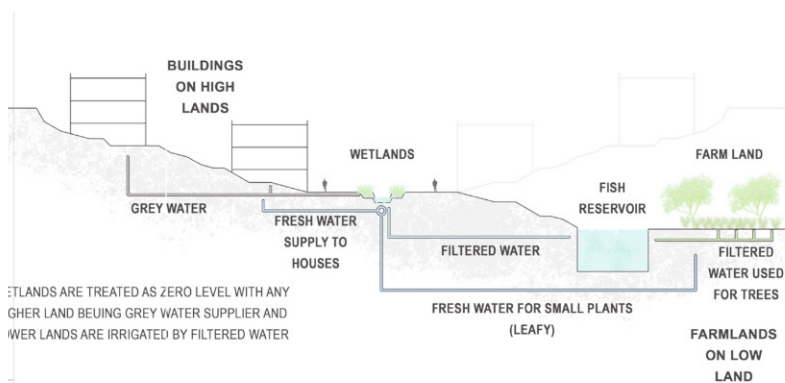
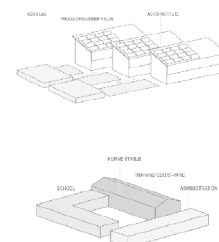
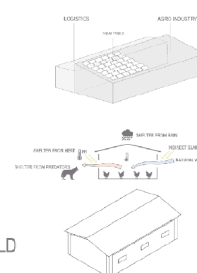
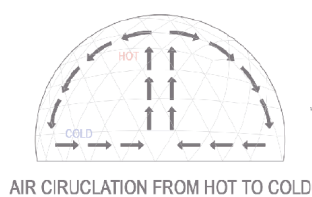
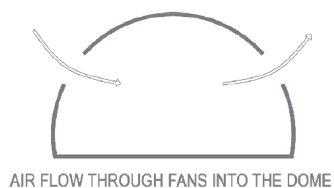
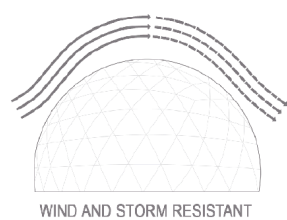
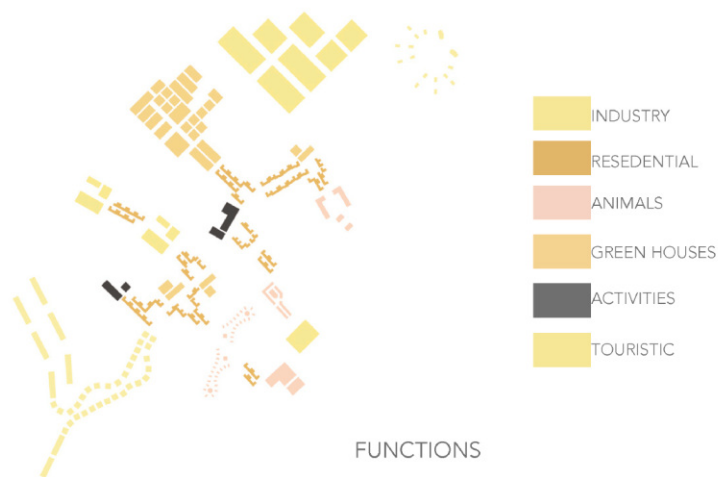
Matrouh, Egypt



This project envisions a self-sufficient desert community, integrating agricultural production, contemporary living standards, and sustainable architectural principles. Utilizing eco-friendly materials, renewable energy, and advanced water conservation techniques, the community aims to reduce its environmental footprint. The development includes a tourist resort, cultural and leisure facilities, and an Innovation Research & Development Center. Notably, 90% of the land is dedicated to green spaces, underscoring the project's commitment to environmental stewardship.

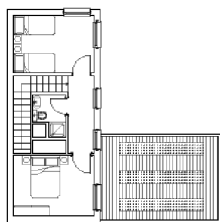
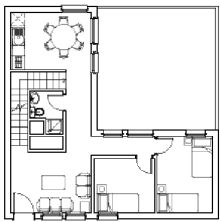


BUILDINGS

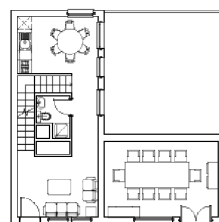




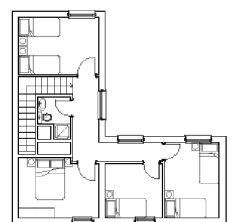
RESEDENTIAL HOUSES



RESEDENTIAL HOUSES + WORK SPACE



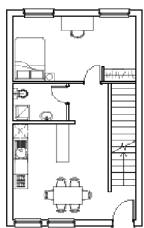
GROUND FLOOR
SCALE 1:100



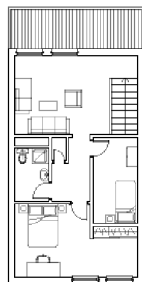
FIRST FLOOR
SCALE 1:100



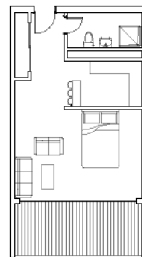
TOURISTIC HOUSES
TWIN VILLA



□ GROUND FLOOR
SCALE 1:100



FIRST FLOOR
SCALE 1:100



REPEATED FLOOR PLAN
SCALE 1:100



TOURISTIC HOUSES
CHALLETS



SPANDAU BALLET

Berlin, Germany



RESIDENTIAL
COMMERCIAL
MIXED USE



This project aims to revitalize a plot in Spandau that carries a negative historical legacy. Formerly used as barracks for soldiers during World War II, the plot is now occupied by refugees. It is isolated from its surroundings and features poorly designed spaces and scattered buildings. Most of the buildings are historical and cannot be demolished. Therefore, the project adopts a surgical approach, preserving the historical buildings and integrating them with new ones to create clusters with quality public and semi-public spaces.

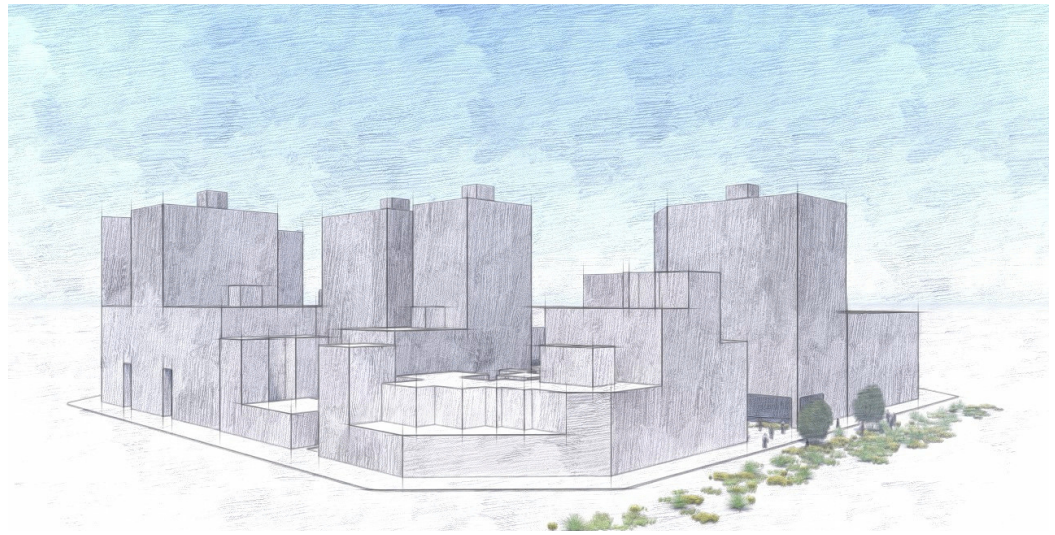




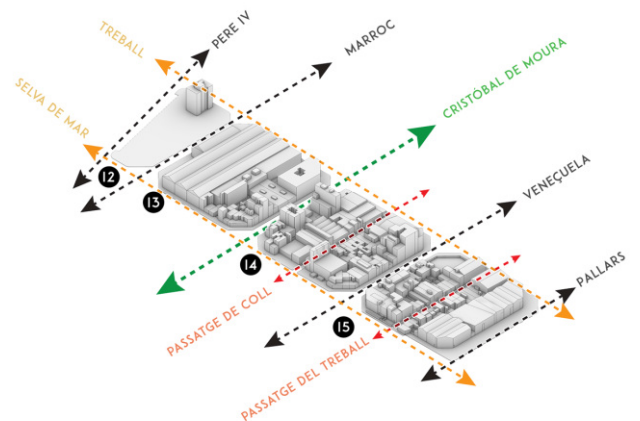
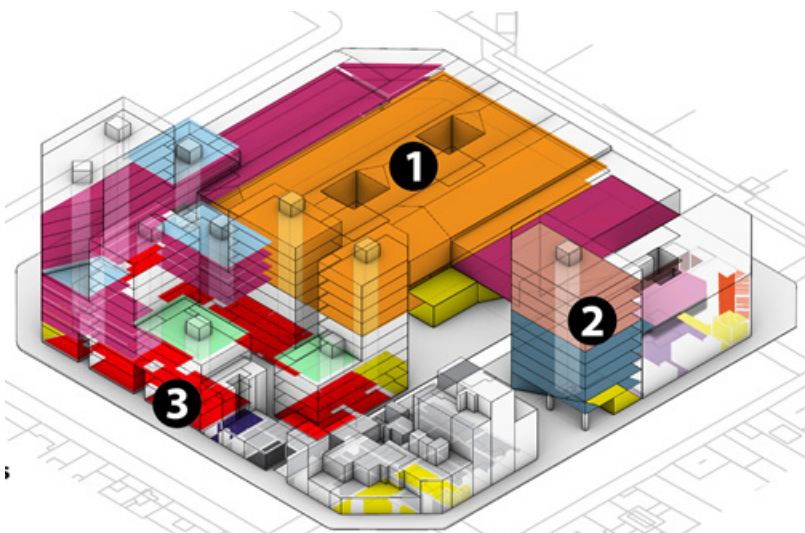
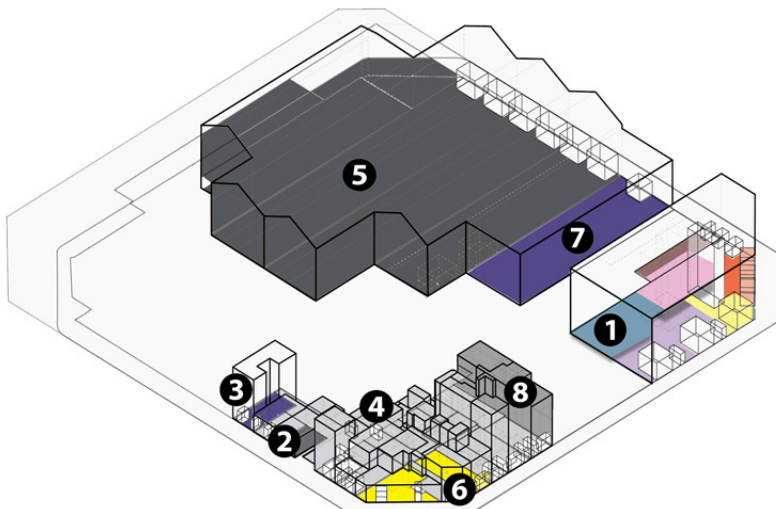
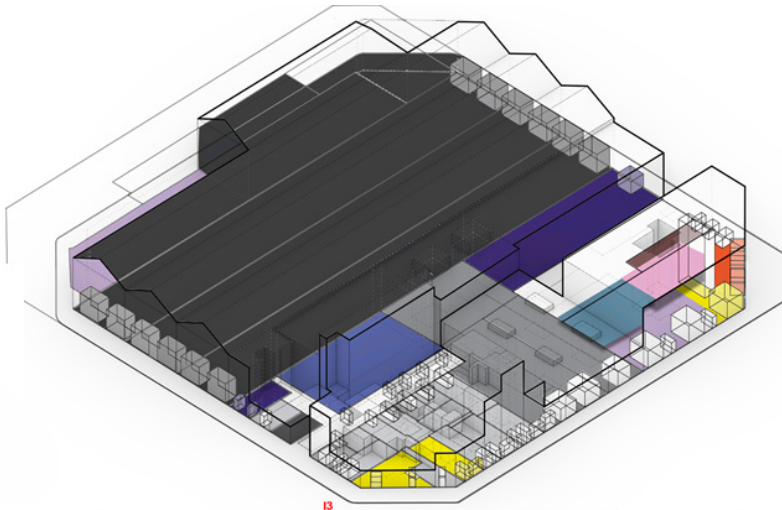
BARCELONA

22@

Barcelona, Spain



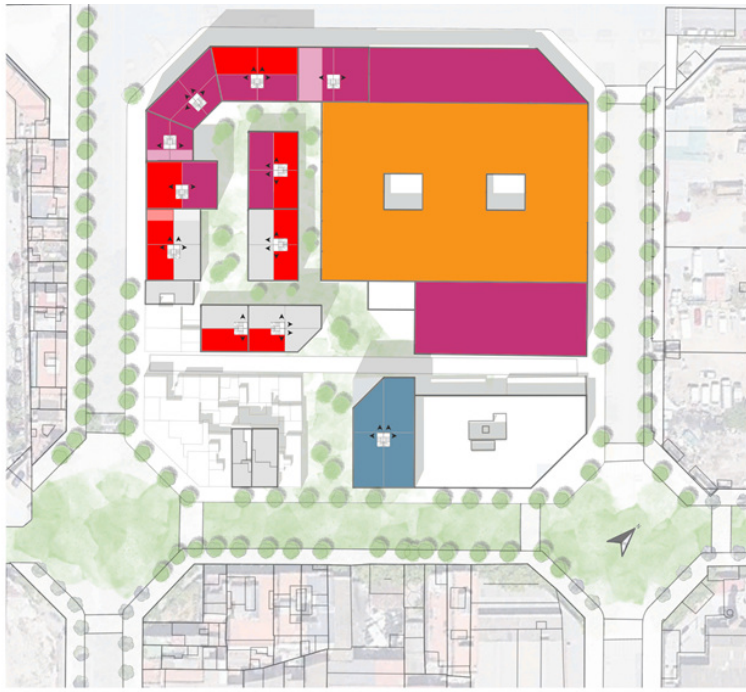
The project's objective is to create a cohesive super block that integrates the public spaces across the nine blocks. These public spaces are designed to accommodate various activities that cater to different age groups and interests. The project also aims to enhance pedestrian connectivity by urbanizing the secondary streets and extending the pathways for smoother circulation. The interconnected public spaces and pathways will activate the building facades with facilities that support culture, shopping, business, and more.



- | | |
|---|------------------|
| Telecommunications | Coworking Spaces |
| Household appliance and vehicle repairs | Urban Farms |
| Sports apparel and equipment store | Social Terraces |
| Technical office services | Parking |
| Live/Work studios | |
| Cultural and leisure facilities | |
| Food and beverage services | |
| Fruits and vegetables (Market) | |
| Housing-Direct access-exterior window | |
| Empty | |
| Industry | |



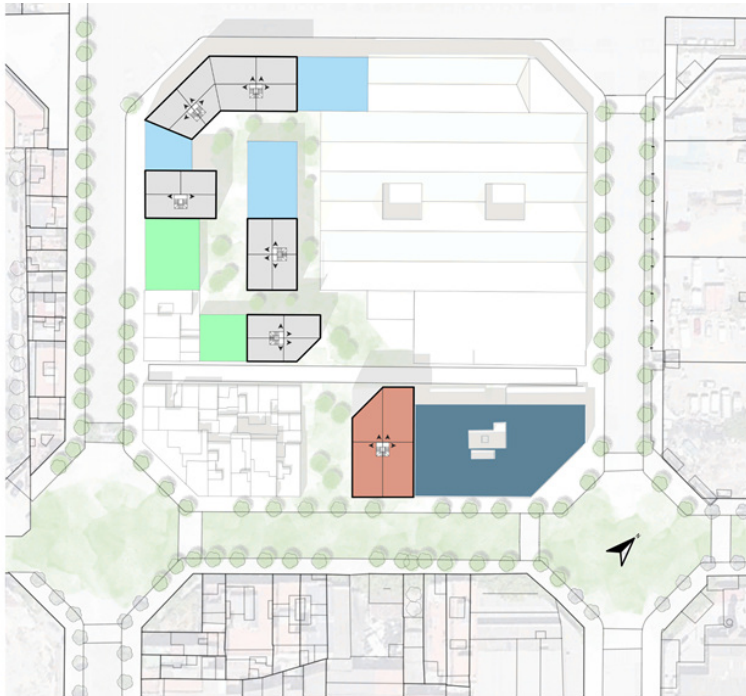
Ground Floor Plan



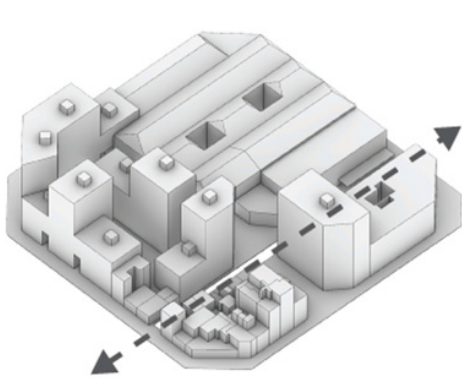
First Floor Plan



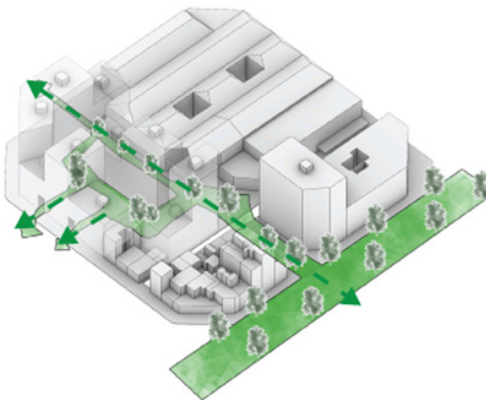
Typical Floors



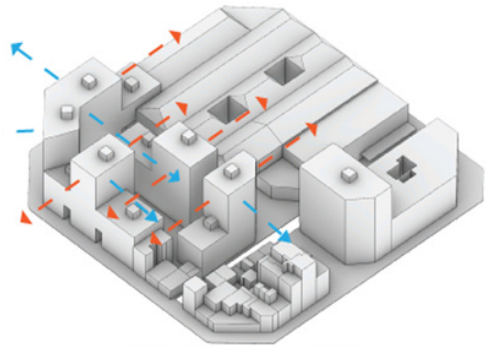
Top Floors



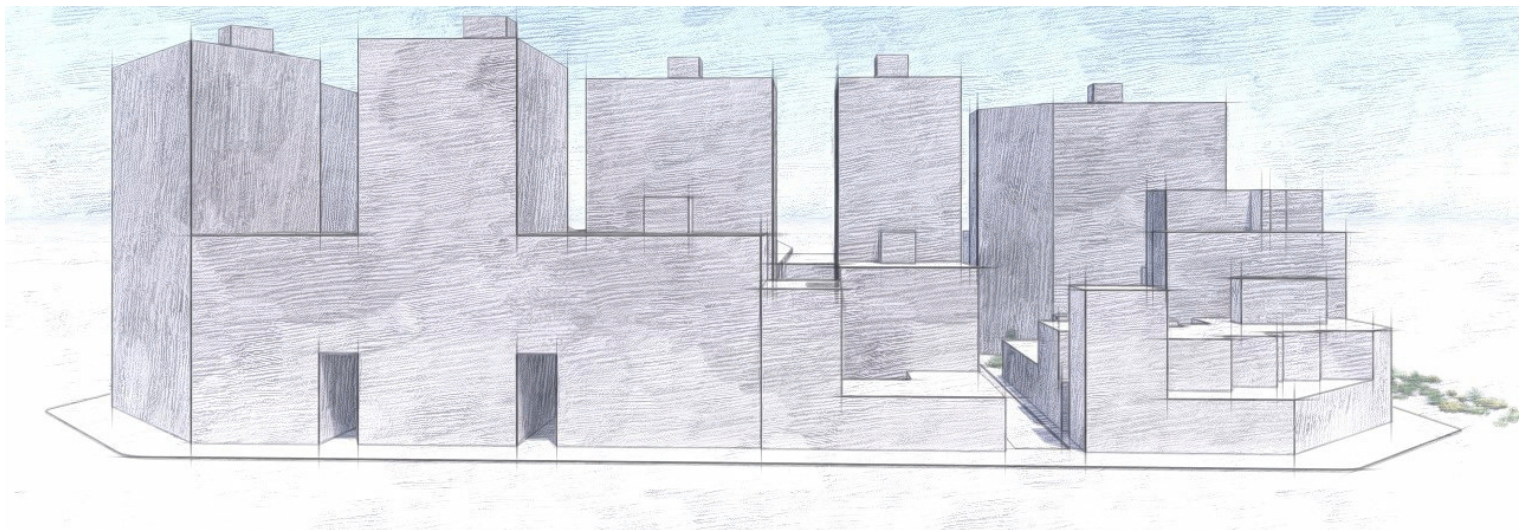
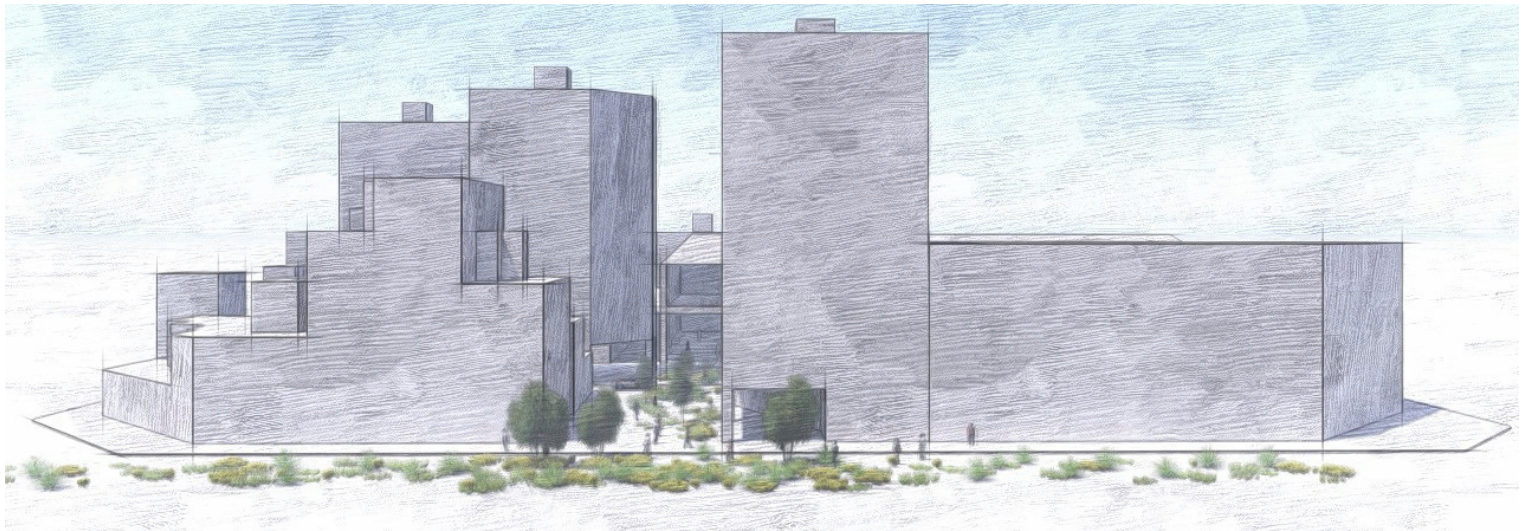
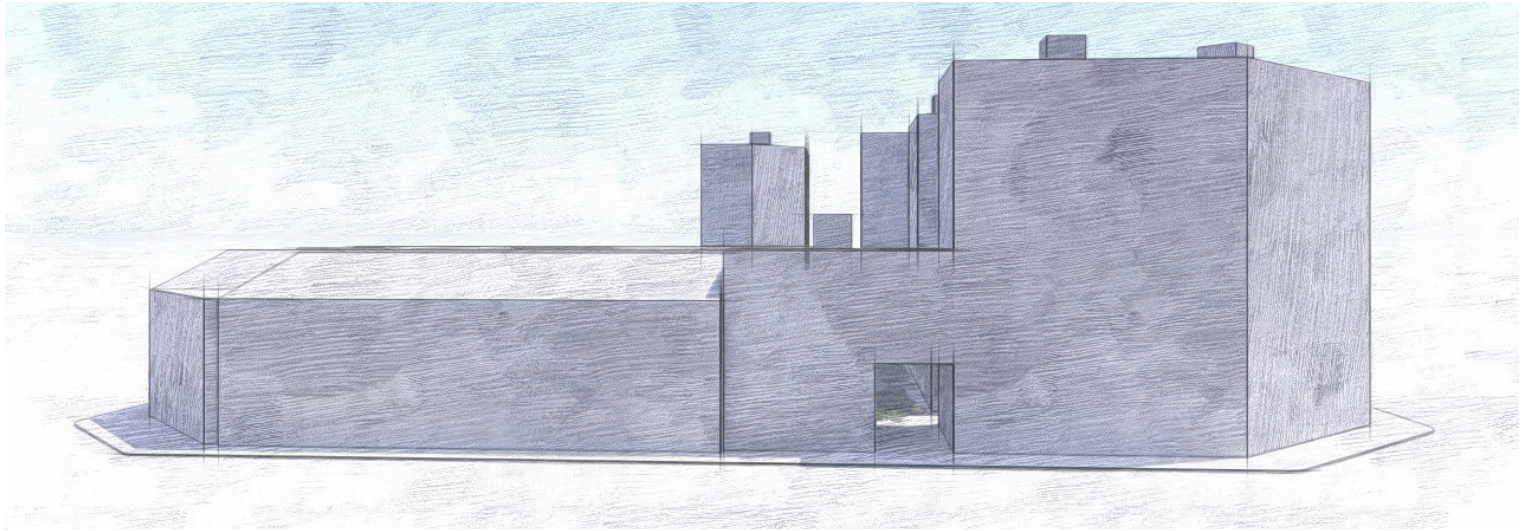
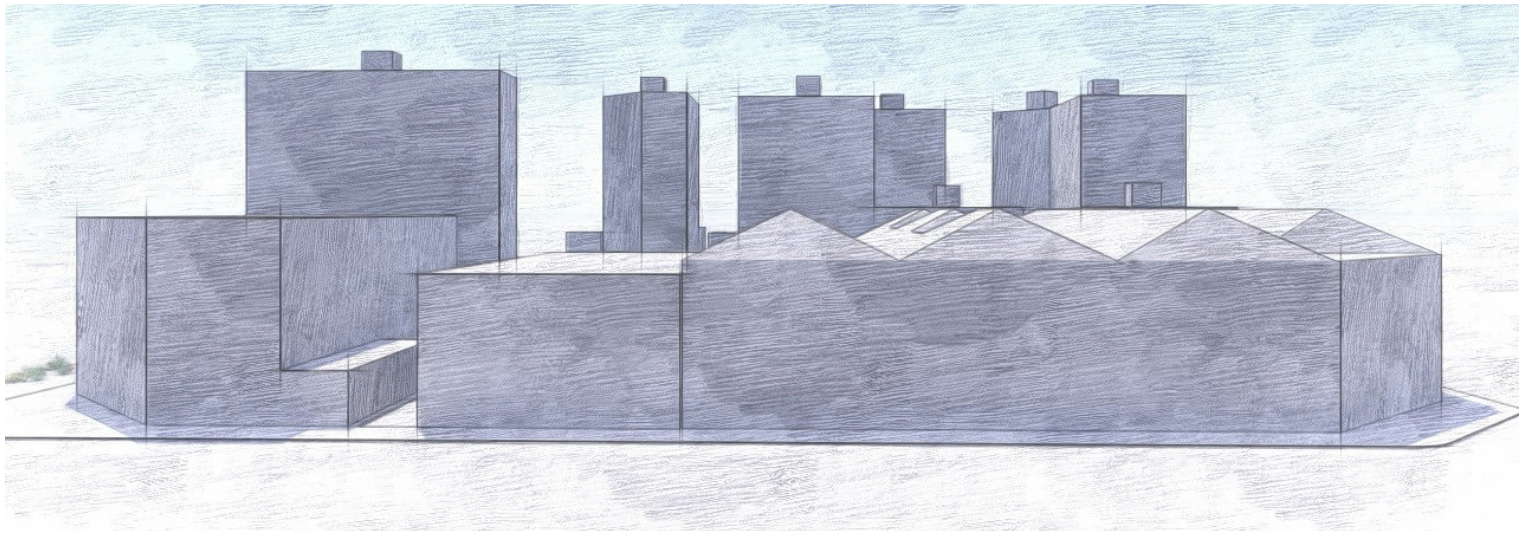
Reviving the passage to increase public facade and allow accessibility.



Integration of Cristóbal de Moura green spine into the block to create pedestrian passages that provide more facade for public functions. This helps to increase porosity

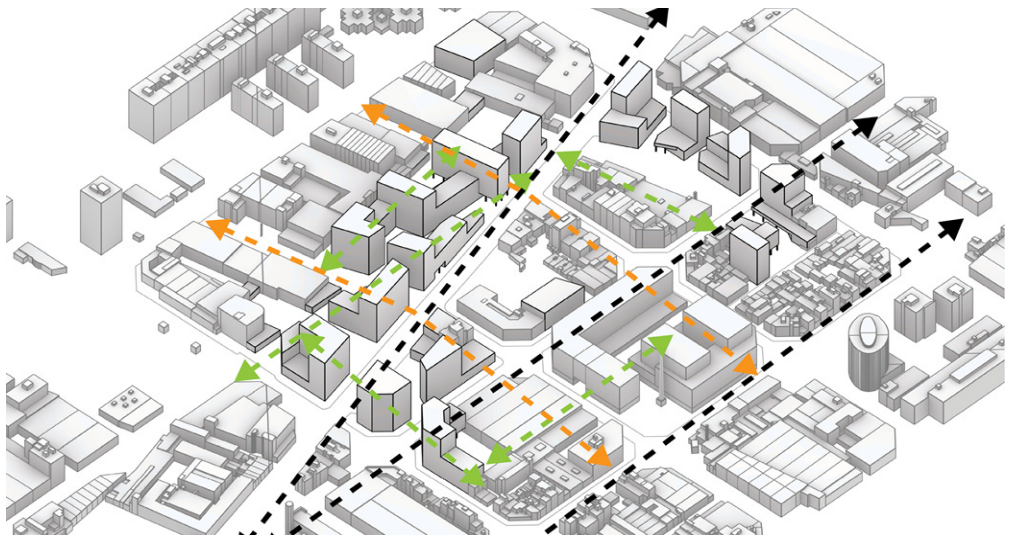


Tall buildings designed to increase visual connection and increase exposure to natural light and ventilation

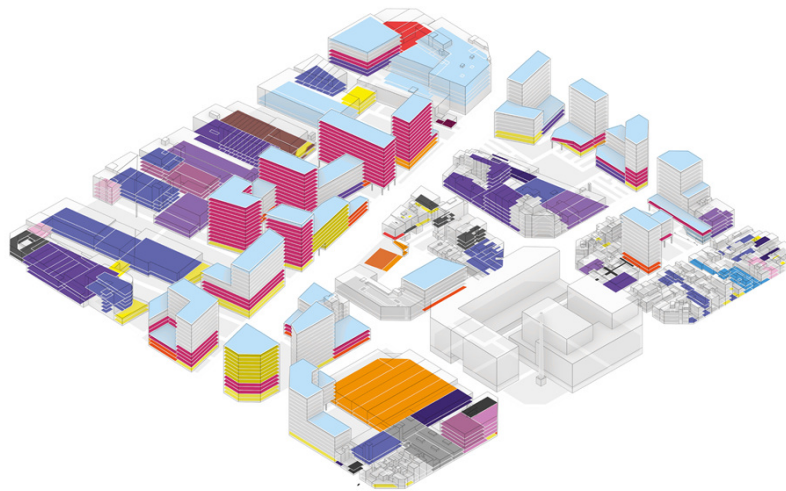




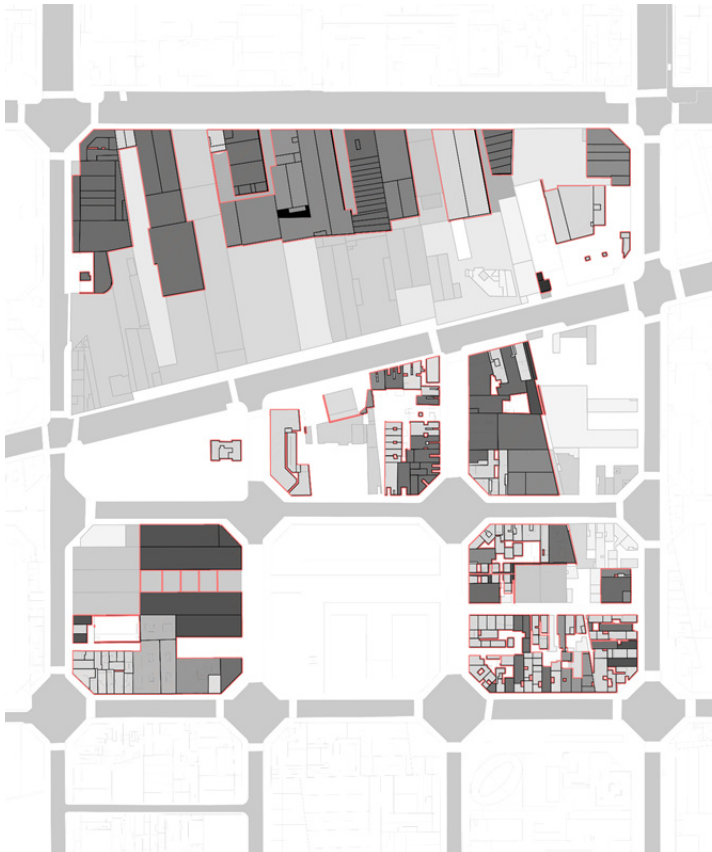
BARCELONA 22@ SUPERBLOCK



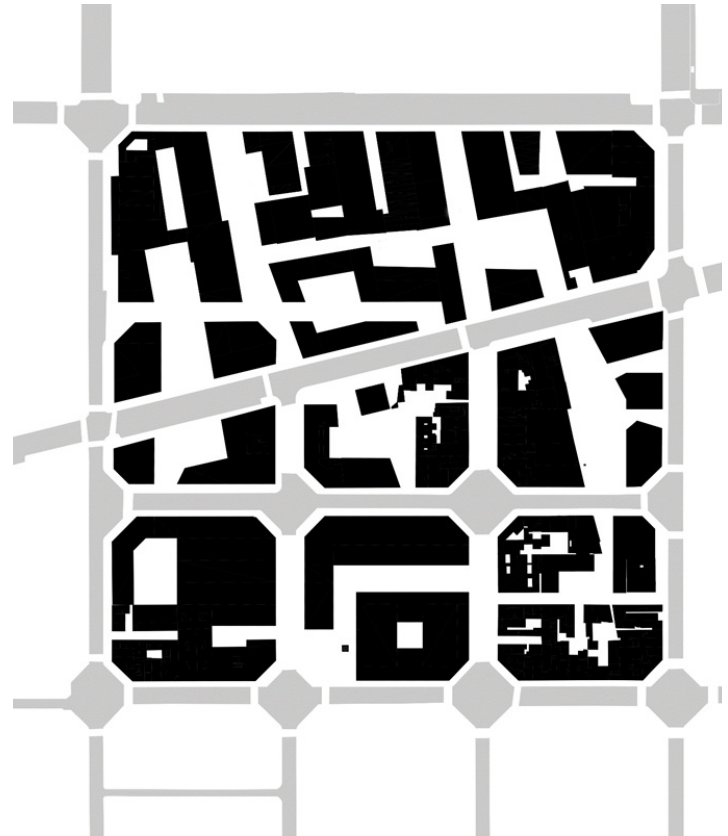
The project's objective is to create a cohesive super block that integrates the public spaces across the nine blocks. The public spaces are designed to accommodate various activities that cater to different age groups and interests. The project also aims to enhance pedestrian connectivity by urbanizing the secondary streets and extending the pathways for smoother circulation. The public spaces and pathways connect the block and activate the building facades with facilities that support culture, shopping, business, and more.



Super Block



Demolished Buildings



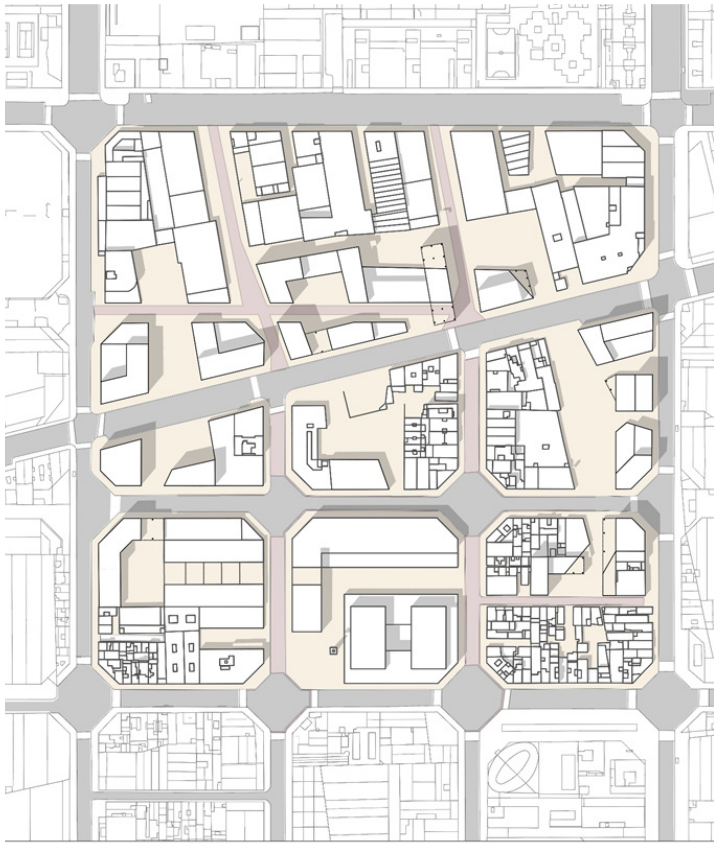
Solid & Void



Aerial View



Open Spaces



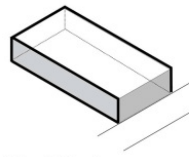
Street Hierarchy

House of the Future

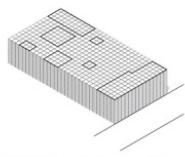
Dubai, UAE
Competition



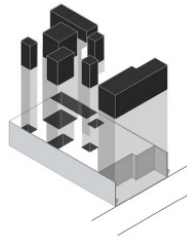
Concept Diagrams



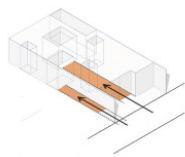
Site Filled



Dividing into grid



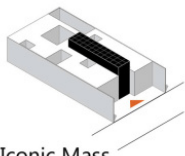
Subtraction - Voids



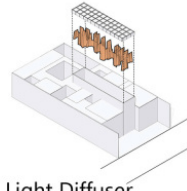
Alleys - Access



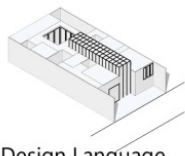
Courtyards - Nature



Iconic Mass

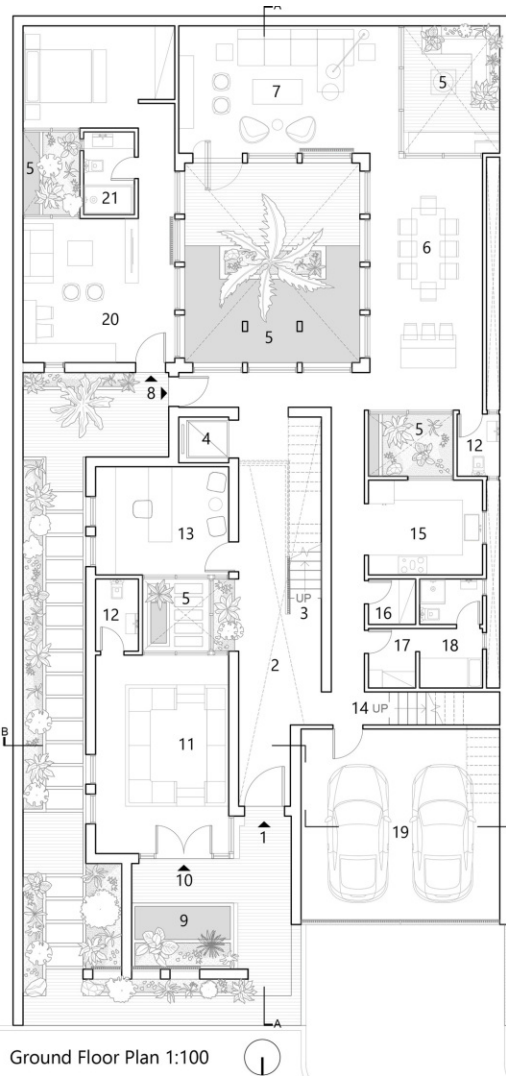


Light Diffuser

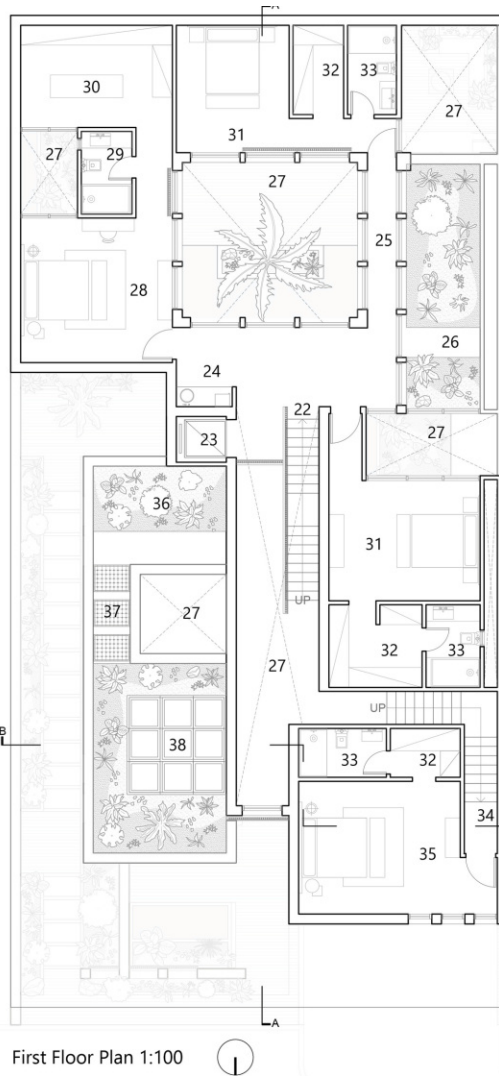


Design Language

The "Sky Oases" envisions a sustainable living concept, blending Dubai's architectural heritage, technological advancements, and natural desert landscapes. It aims to create a balanced environment using natural resources to produce a regenerative house. The design focuses on providing a retreat from daily activities, promoting both an active body and a restful mind. Innovative use of technology, natural ventilation systems, and prefabrication for modularity and flexibility highlight the project's commitment to sustainability and quality of life.



Ground Floor Plan 1:100



First Floor Plan 1:100



Shading Fabrics



Skyline



Mashrabyia



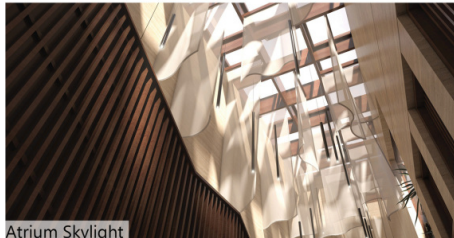
Courtyards



Urban Fabric



Entrance Atrium



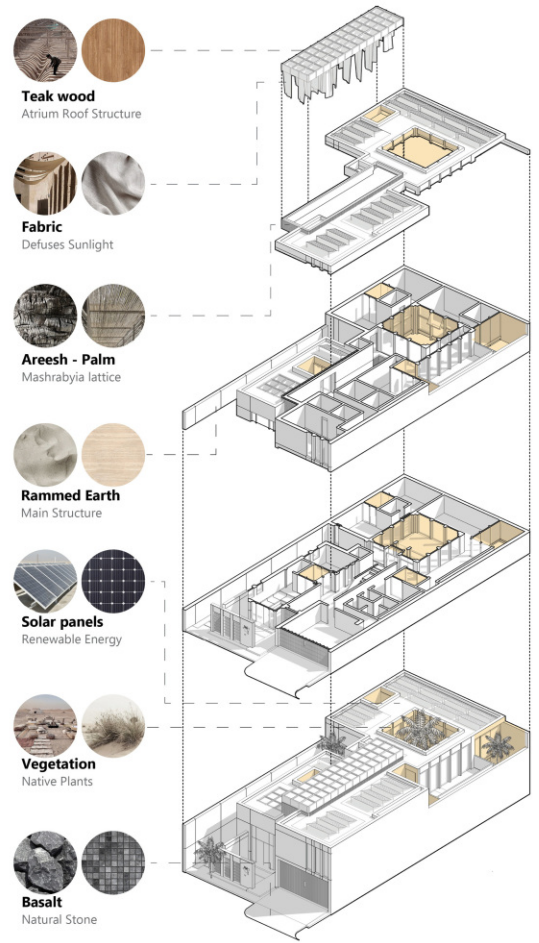
Atrium Skylight



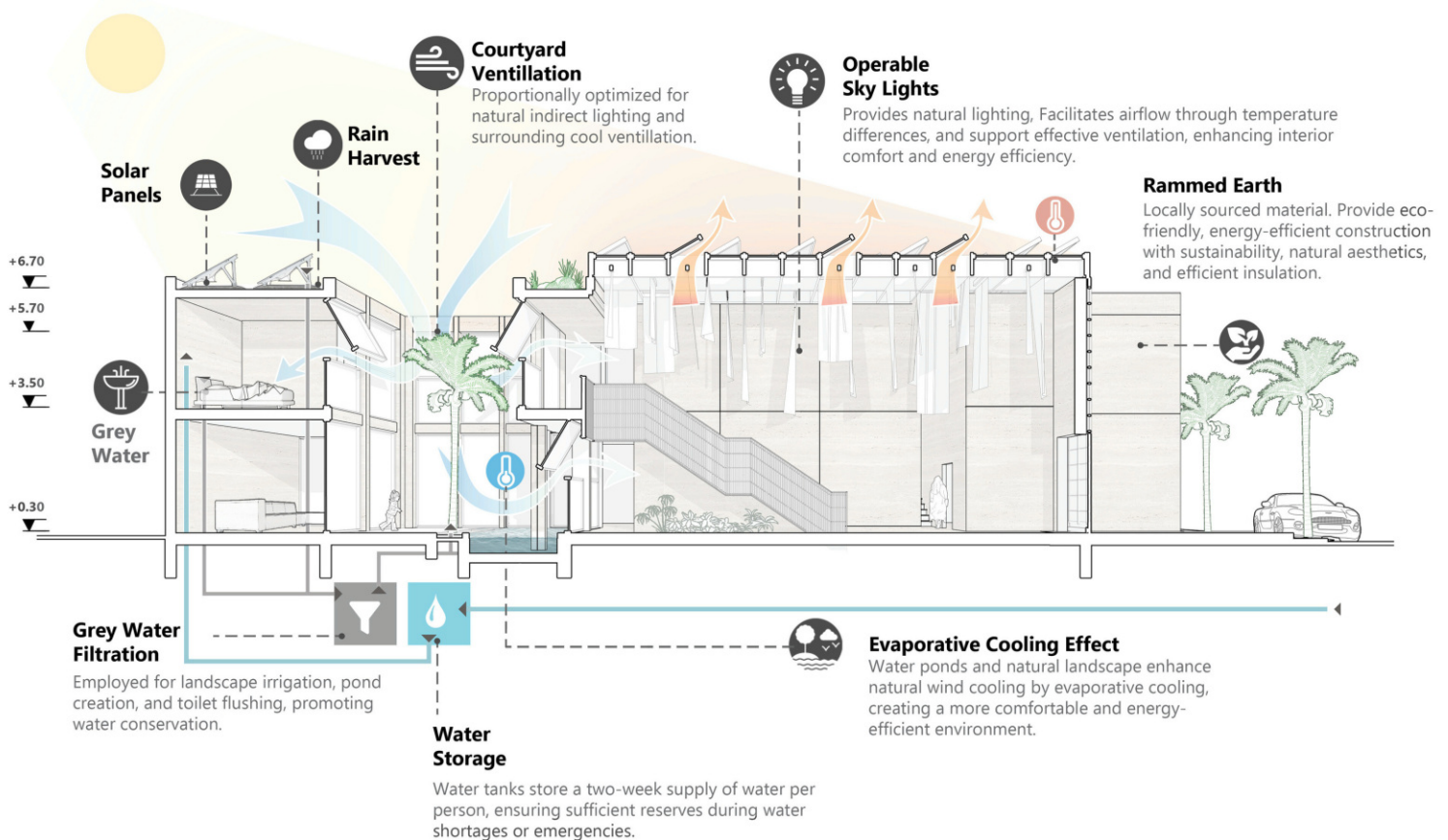
Courtyard - Sky



Main Courtyard

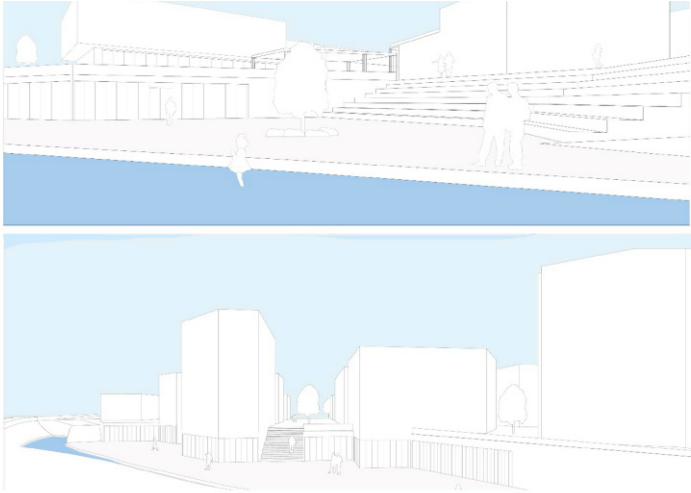


Exploded Axonometry
Materials Usage



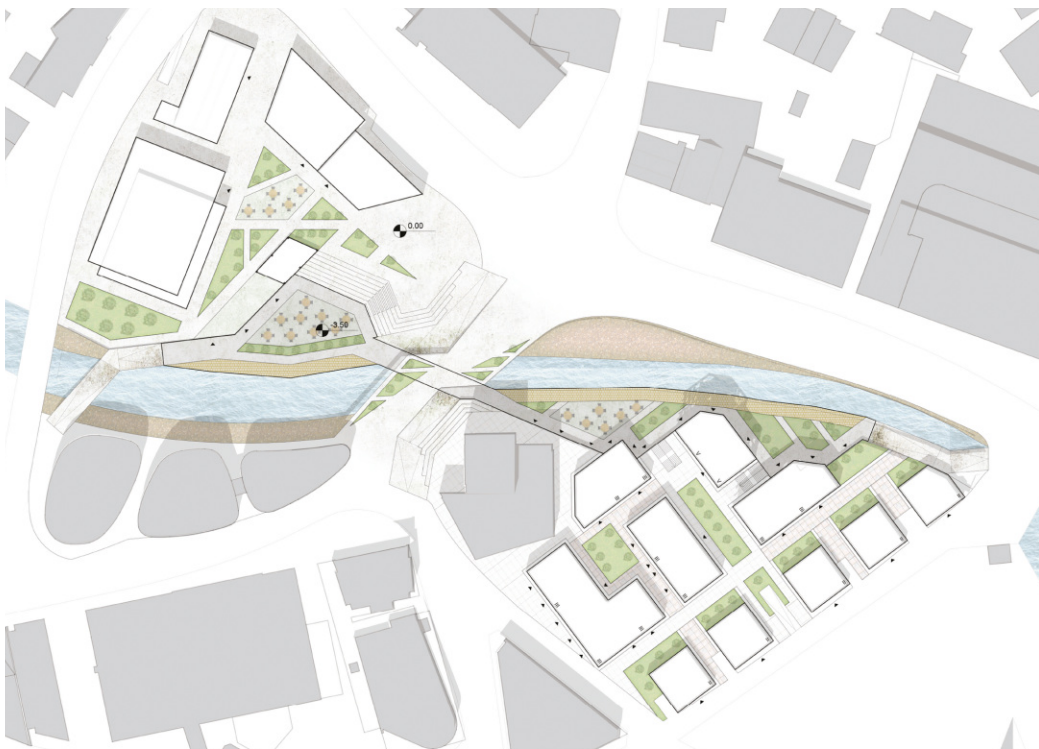
METZINGEN OUTLET CITY EXTENSION

Stuttgart,
Germany



Metzingen, nestled in the heart of the Ermsstal valley and encircled by vineyards and regional orchards, is renowned for its shopping attractions and modern outlets. We conducted an analysis of the architectural language and identity contrasting the outlet city with the historic old town. Our design objective is to forge a seamless connection between the old and the new along the riverbank, harmonizing the diverse architectural elements and enhancing the town's cohesive identity.

Responding to the existing situation and contrast of the outlet city and the old town by creating visual connections, spatial order and hierarchy along the river. The aim is to activate the riverfront and integrate the old and the new parts of the city

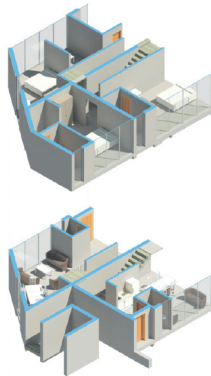
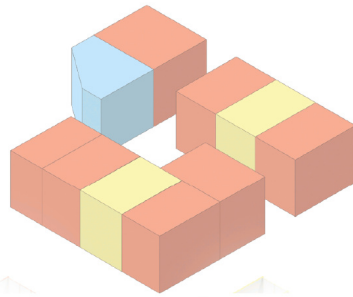




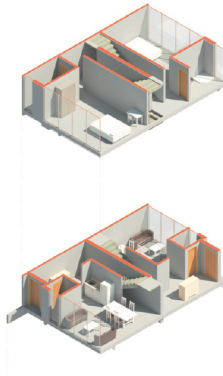
Ground



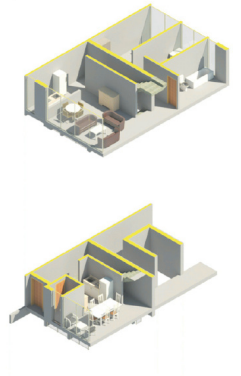
Upper Floors



CHAMFERED MODULE



STANDARD MODULE

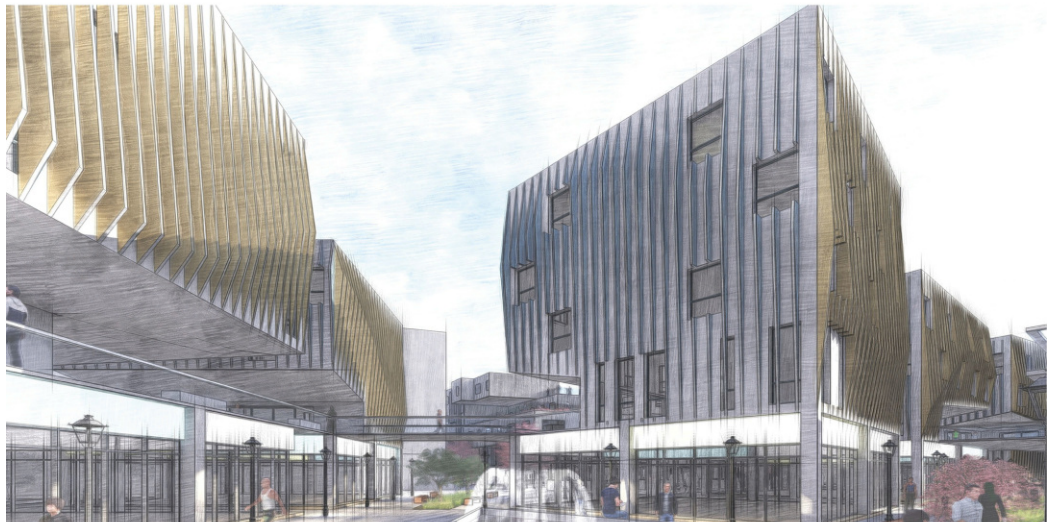


CORE MODULE



MASPERO TRIANGLE

Cairo, Egypt



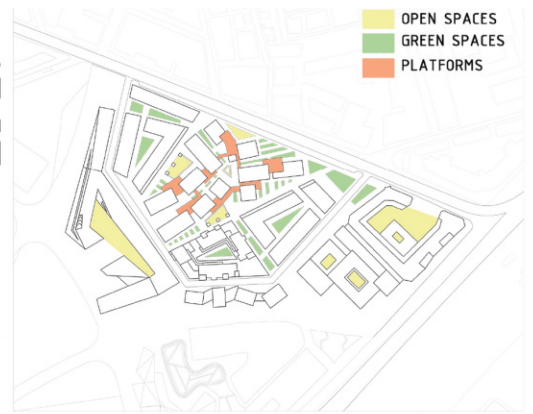
The Maspero Triangle, strategically situated in the heart of Cairo, serves as a vibrant hub for diverse businesses while embodying the city's rich cultural and historical heritage. The proposed masterplan meticulously segments the area into distinct zones, each thoughtfully themed and contextualized to reflect the unique character of the locale. These zones are crafted with architectural styles and functions that harmoniously integrate with their surroundings, creating a cohesive and dynamic urban environment.



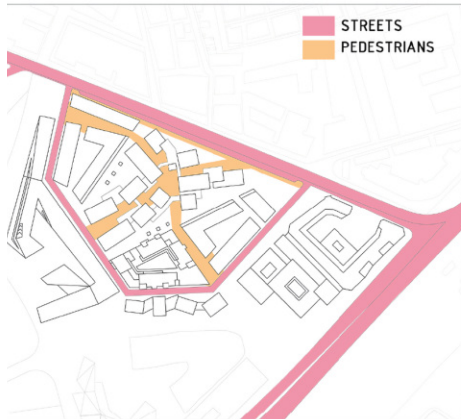


SOLID AND VOID

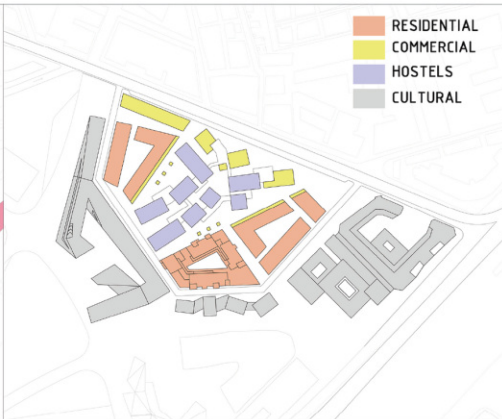
INTRODUCED MASSES



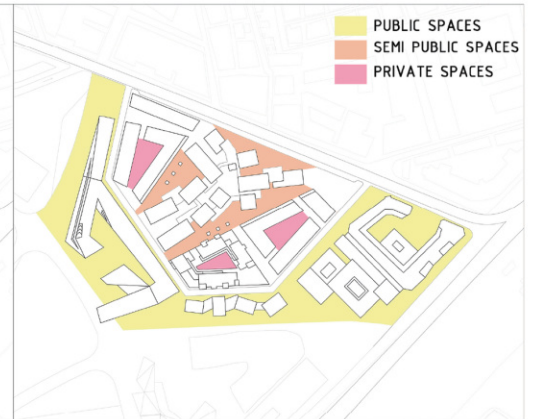
OPEN SPACES



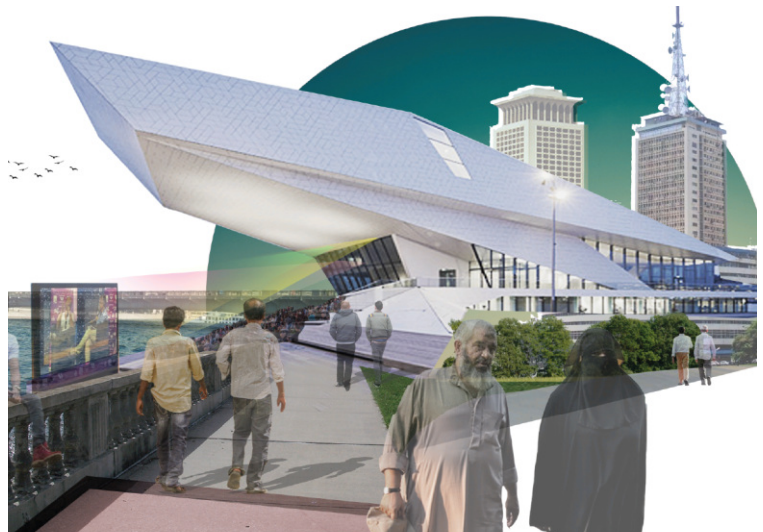
STREET HEIRARCHY

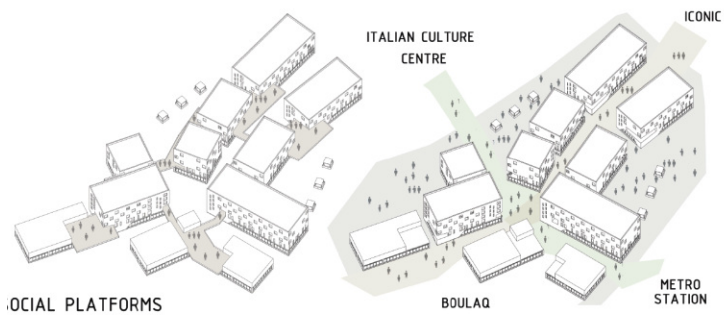


FUNCTIONS

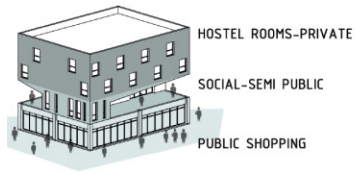


SPACES HEIRARCHY





SOCIAL PLATFORMS



SOUTH FACADES



NORTH FACADES



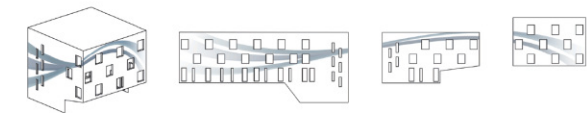
GROUND FLOOR PLAN 1:400 0.00



YELLOW DIRECTION



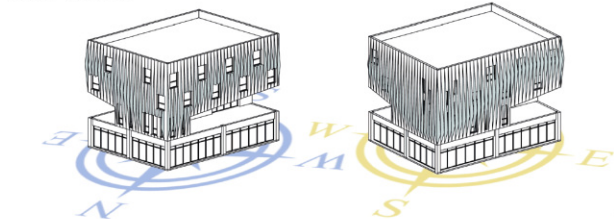
BLUE DIRECTION



VARIOUS FACADE

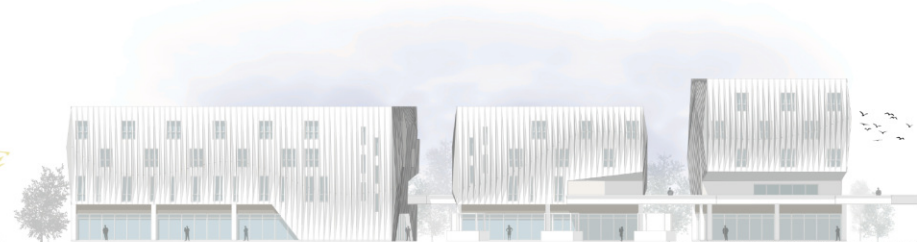


NORTHERN ELEVATIONS 1:200



NORTH ORIENTED FACADES

SOUTH ORIENTED FACADES



SOUTHERN ELEVATIONS 1:200



FIRST FLOOR PLAN 1:400 +4.00



TYPICAL FLOOR PLAN 1:400



SECTION B-B 1:200



SECTION A-A 1:200



JACKIE TOURS

Cairo, Egypt



Jackie Tours is a tourism office dedicated to providing unique and immersive travel experiences. The design seamlessly blends sleek, modern elements with a warm, welcoming atmosphere, creating a space that is both functional and visually appealing. By incorporating innovative design features and thoughtful details, the office environment not only enhances the customer experience but also reflects the brand's commitment to excellence and hospitality.









H Residence

Gouna, Egypt



The villa boasts a sophisticated contemporary interior design infused with a boho aesthetic, marked by clean lines and a neutral color palette. It elegantly integrates traditional elements, including intricate geometric patterns inspired by wabi-sabi architecture. This fusion results in a distinctive and opulent vacation home. The design masterfully combines modern and traditional motifs, creating an elegant and harmonious living space that honors unique heritage while embracing modernity.





S. Tagoury villa

Giza, Egypt



The villa's interior design embodies modern luxury, characterized by clean lines, a neutral color scheme, and opulent textures. Emphasizing spacious, well-lit areas with a fluid transition between rooms, the design harmoniously combines sophistication and coziness using elements like marble, wood embellishments, and refined finishes.











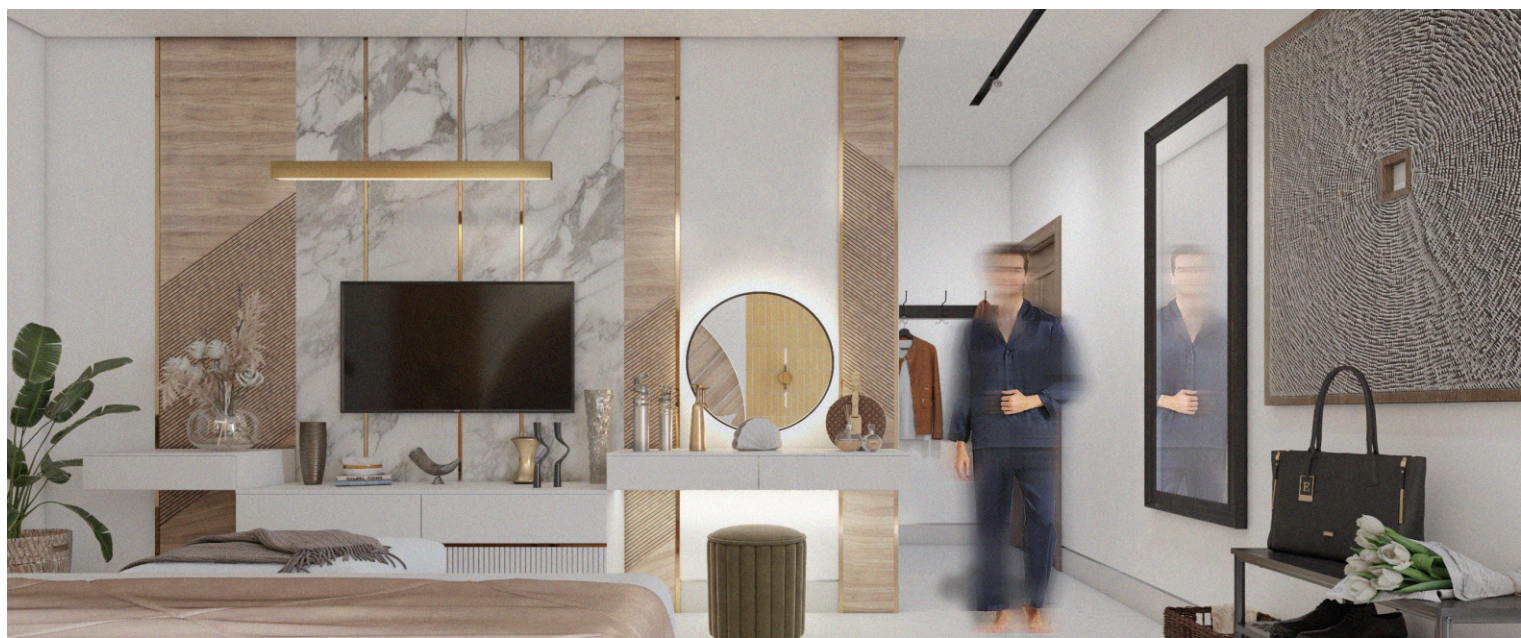
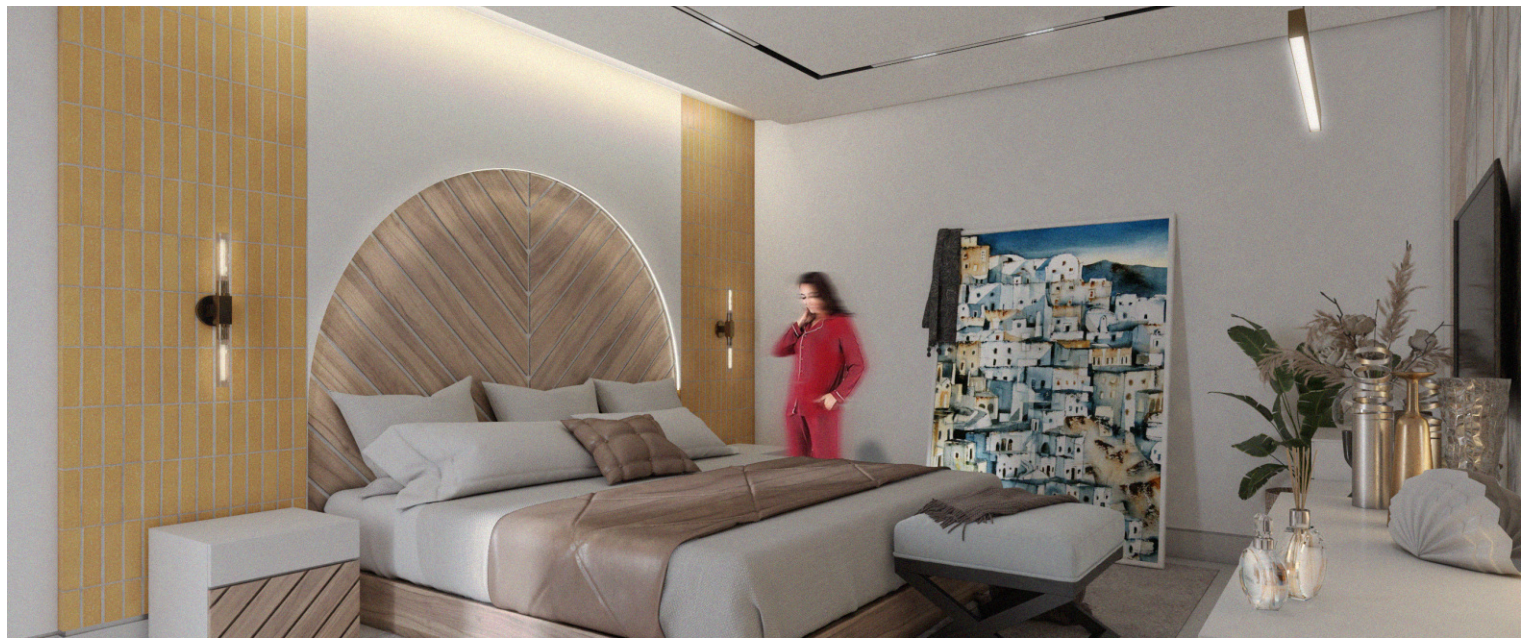
MEDITERRANEAN RESIDENCE

New Capital, Egypt

This family apartment seamlessly blends contemporary design with Mediterranean influences. Local color palettes and thoughtful spatial planning create distinct living areas, each with its own unique character. A harmonious balance of materials and tones delivers a modern yet traditional living experience.











MINIMA RESIDENCE

New Capital, Egypt



Embracing a minimalist lifestyle, this apartment achieves a spacious ambiance through a thoughtfully compact distribution of furniture, enhancing the sense of openness. The meticulous selection of patterns and nuanced details cultivates a unique identity while preserving the minimalist design, creating a harmonious and inviting living space.













HAYAH KAREEMA

Sohag, Egypt



Served as an on-site supervising soldier for several projects under the Hayah Kareema initiative, endorsed by H.E. President Abdel Fattah Al-Sisi on January 2nd. This national initiative is multi-faceted and integrated, driven by a sense of civilized responsibility and a profound human dimension. Its primary goal transcends mere improvement of living conditions and daily life for Egyptian citizens; it aims for immediate and urgent interventions to honor their dignity and uphold their right to a decent life



Farming Service Complex Prototype



Ambulance Serving Station Prototype



Governmental Service Complex Prototype



Sports Operating Building Prototype



Football Pitch Prototype



Sports Area Protecting Wall

