



CENTROID

PLANNERS, ARCHITECTS, ENGINEERS



About us

CENTROID is a professional design practice consultancy services in the core disciplines of Architecture, Planning and Urban Design, Structural Engineering, Interior Design, 3D Visualization and Construction Management. Our dynamic design team delivers innovative design solutions with effective and efficient project coordination.

CENTROID was founded in 2004 by a group of professionals spanning over 20 years of practical and academic experience. “ART OF FUNCTION” is a rule; by which we balance between design and beauty. CENTROID had been contributing in a diversity of projects, with the persistence to extend our practice beyond our borders.

Values & Philosophy

In Creating our Architecture, CENTROID aims to give every Project a distinguished character, this is done by identifying the Project's needs and fulfilling all aspects of Functionality in terms of Planning, Elevation Treatment and Engineering.

Our goal is combining Creativity and Technical Skills, believing that each building is shaped by its client culture & needs. We target to build a professional practice that adopts accurate and sustainable management system, and insure the output quality within the planned time frame.



Our Clients



CENTROID Services

Our services cover all phases of a project from inception to completion, including programming and concept design, preliminary design, design development, construction documents and construction tendering to contract administration and site supervision.

• Planning & Urban Design

- Site analysis of the built and/or natural environment, climate, landscape and local culture
- Master planning, from concept to final design
- Coordination with transport, civil, and infrastructure engineering
- Design guidelines and regulations

• Architecture

- Site Analysis
- Pre-Concept Design
- Concept Design
- Schematic Design
- Detailed Design
- Coordination with engineering design (structural, mechanical, electrical, plumbing)
- Tender Design
- Construction Supervision

• Structure

- Building structural frames in reinforced concrete and structural steel
- Building foundations.
- Structural members and elements for re-modeling and refurbishment of existing buildings.
- Technical support for site queries



- **Landscape**

- Site analysis
- Landscape master planning
- Landscape design & documentation, from concept to detailed design, including plans and specifications for planting / softscape, hardscape, landscape lighting, water features, exterior furniture, and irrigation
- Landscape and visual impact analysis and assessment

- **Interior Design**

- Building evaluation
- Research, space planning, and design direction
- Conceptual design
- 3D Visual themes
- Design development
- Finishes selection
- Furniture, fixtures and equipment (FF&E) plans and specifications
- Coordination with MEP
- Tender documentation
- Site supervision

- **Construction Management**

- Project daily inspection and supervision
- Project Specification conformity
- Safety compliance
- Ensuring contractors' correct interpretation and implementation of the design intent
- Review and approval of contractors' submittals (shop drawings, materials, method statements, mock-ups, as-built drawings and operations and maintenance manuals)
- Monitoring of contractors' construction schedules.



• 3D Visualization

- 3D Exteriors Renderings
- 3D Interior Renderings
- 3D Plans
- Study Models
- Photomontage Images
- 3D Animation walkthrough
- Movie post production

• BIM Solutions

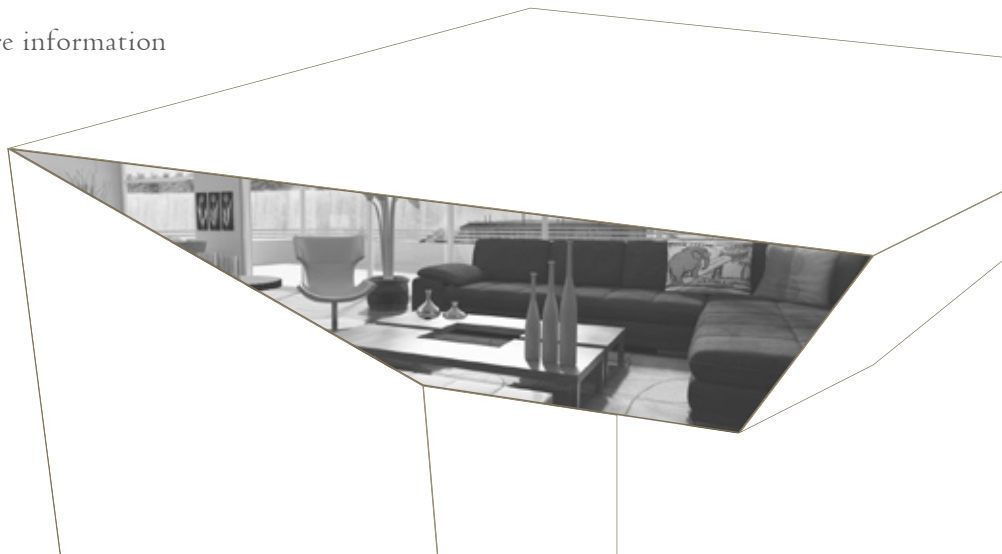
- Information Models Development
- Coordination
- BIM Execution Plan
- BIM Implementation & Consultancy
- 4D & 5D Services

• Virtual & Augmented Reality

By incorporating AR/VR technology within the Architectural/ Real Estate projects, our sister co. GAWLA VR is able to visualize 3d models for design and presentation purposes, helping to create an immersive visualization technique with multiple layers of interactivity, and allows the user to explore 3d data with an added level of navigational freedom.

We use the latest VR headsets from Samsung and HTC to provide clients with the unmatched opportunity to virtually visit and interact with your design, and their future homes, just as they do in reality.

Visit GAWLA VR website for more information
www.gawlavr.com



MOVENPICK MARSA ALAM EGYPT



Location

Marsa Alam, Egypt

Function

5 Stars Hotel

Area

BUA : 50,000 m²

Value

250 million EGP

Date

2012

Client

AMWAJ International, DSC

Scope & Services

- Architecture Design Proposal
- Architecture Preliminary Design
- Marketing Materials (3D Rendering)

A five star hotel with associated banquet facilities, Health Club & SPA, with seafront shallets, and villas have large external terraces, roof terraces and shaded pergolas with Lush landscaping including infinity edge pools tie the linear development together.



LEJAM BOULEVARD

JORDAN



Location

Amman - Jordan

Function

Hotel & Commercial

Area

4,500 m2

Value

30 Million USD

Date

2016

Client

Lejam Hotels

Scope & Services

- Architecture Design works
- Architecture Tender documents
- Interior Design Works

Boutique Hotel packed with shopping arcade on the basement, ground and first floors, with a total built up area 4,500m², with total no. of Hotel rooms 30 rooms with additionally 12 Hotel served apartments.



YAMAMA QUATRO

KSA



Location	Jeddah - KSA
Function	Residential / commercial/ Office complex + services
Area	Land plot : 780,000 m2
Value	250 Million USD
Date	2014
Client	BIN Holding
Scope & Services	<ul style="list-style-type: none">• Master Planning• Architectural Concept Design Schematic & Preliminary• Design Package Marketing Materials (3D Rendering – 3D Animation)



Mixed Development on total area of 780,000m², 5 prototypes of residential villas each representing a different mode embracing a central entertainment zone, a northern commercial zone and a western office high-rise waterfront on the Red Sea shore.



DAMIETTA FURNITURE CITY

EGYPT



Location

Damietta – Egypt

Function

Commercial/Retail/Hospitality

Area

Land plot = 190,000m², BUA = 225,000m²

Value

3 Billion EGP

Date

2017

Client

Damietta Furniture City Co. / AMID

Scope & Services

- Architecture Design works
- Main Engineering Consultant
- Marketing Materials (3D Rendering – 3D Animation)



The investment mixed use zone in DFC offering Expo/Retail, Cinema Complex, Hypermarket, Convention center and 4* Hotel in a master planned community designed to become a regional hub to serve furniture industry related activities and needs.



AL MARG RESIDENTIAL DEVELOPMENT

LIBYA



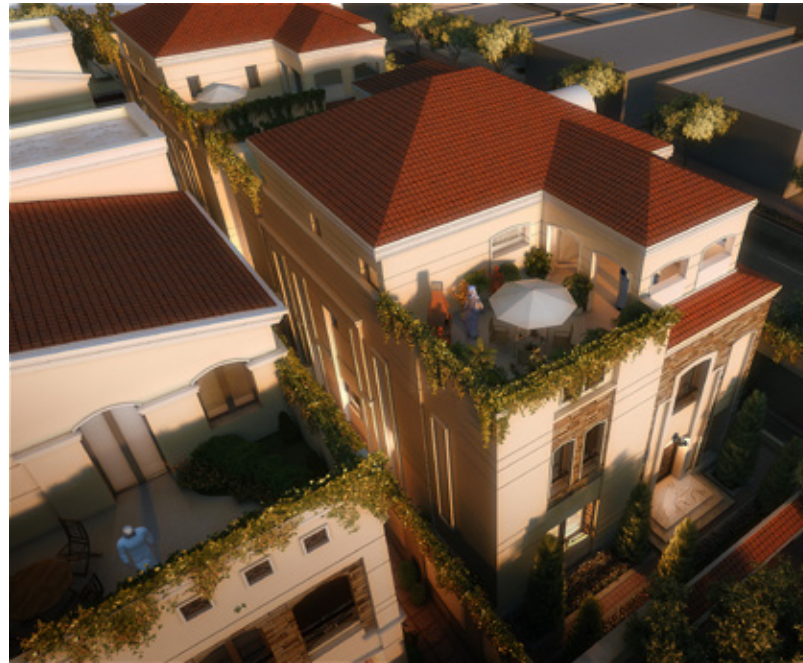
Location	Al Marg – Libya
Function	Residential Development for 20,000 residents
Area	4.8 KM
Value	600 Million USD
Date	2006 - 2008
Client	ODAC
Scope & Services	<ul style="list-style-type: none">• Master Planning• Main Engineering Consultant (Architecture – Structure – MEP – Landscape – Infrastructure)

Over an area of 480 hectare consisted mainly of 5 neighborhoods with two prototypes of housing units with a variety of service buildings ranging from Religious, Commercial, Educational, Health, Recreational, Administrative and Sport Facilities.



SOGOUF AL-QAIRAWAN VILLAS

KSA



Location	Riyadh - KSA
Function	Residential Villas
Area	Land plot = 7,850m ² , BUA = 14,600m ²
Value	28 Million SR
Date	2012
Client	SOGOUF Real Estate Development
Scope & Services	<ul style="list-style-type: none">• Main Engineering Consultant (Architecture – Structure – MEP – Landscape – Infrastructure)• Marketing Materials (3D Rendering – 3D Animation)

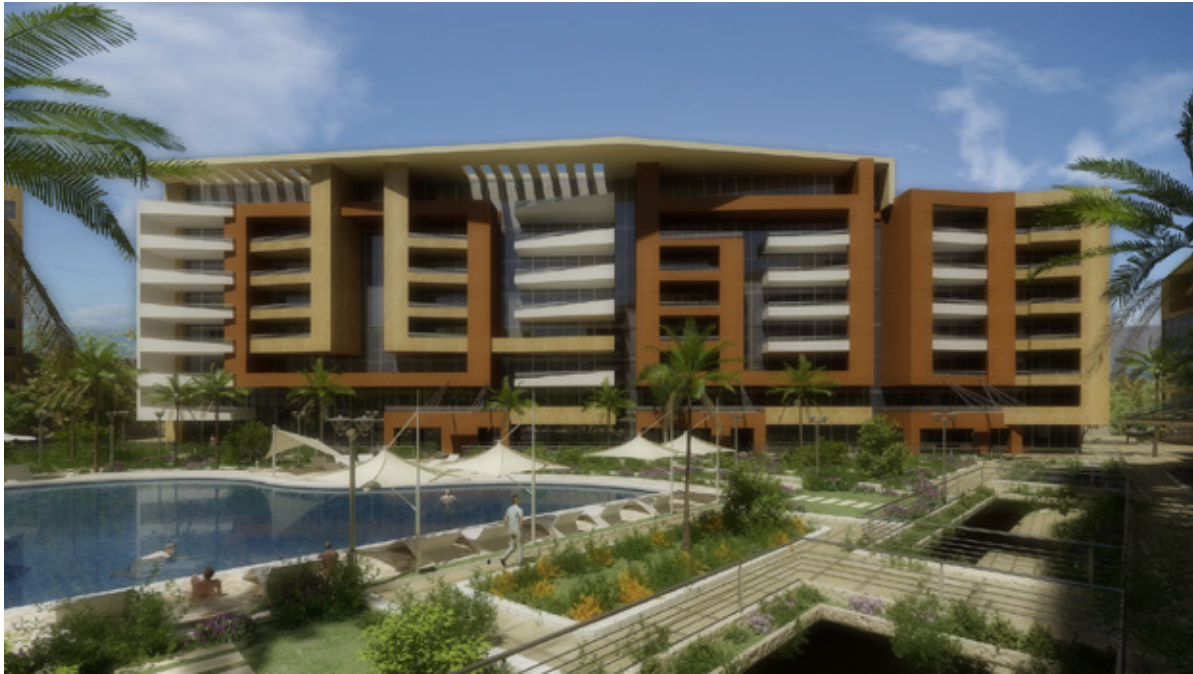


Residential community consisting from 24 villas on land plot area 7,850m², varying between 3 prototypes (attached & single Villas). The Mediterranean architectural style was adopted to reflect both the functional and spatial spaces.



OCEAN BLUE HELIOPOLIS

EGYPT



Location

Cairo - Egypt

Function

Residential Complex

Area

BUA = 58,000m²

Value

200 Million EGP

Date

2013

Client

OCEAN for Real Estate Development

Scope & Services

- Architecture Design Works
- Structure Design Works
- Landscape Design Works
- Marketing Materials (3D Rendering)



Luxurious Residential complex with all leisure facilities, on an land area of 14,700m² including 7 residential towers (G + 7), one Residential Tower with penthouse prototype with private swimming pools, in addition to Office Building and underground parking.



MANSSION RESIDENCE

EGYPT



Location

Cairo - Egypt

Function

Residential

Area

8 Acres

Value

30 Million EGP

Date

2016

Client

Dr. Mohamed Saad / DSC Int.

Scope & Services

- Architecture Design Works
- Landscape Design Works

Private Family Mansion Residence on a land plot area 36,000m², the Mansion comprise of Basement, Ground Floor and First floor with total build up area of 4500m², in addition to a luxurious backyard area with swimming pool, tennis courts, entertainment zone, etc.



AL ZAWIA MARKET

LIBYA



Location	Al Zawia - Libya
Function	Commercial Complex
Area	Land plot = 60,000m ² , BUA = 42,000m ² + 60,000m ² (garage)
Value	26 Million USD
Date	2009
Client	ODAC
Scope & Services	<ul style="list-style-type: none">• Architecture Concept Design• Architecture Schematic & Preliminary Design• Marketing Materials (3D Rendering)



Commercial Complex on 60,000m² serving Al-Zawia City. The project consists of a U shaped mass wrapping an internal piazza having direct access to the parking level below. The project is signified by its traditional Islamic treatments like wind catchers, mashrabias and tent structures with modern treatments.

AL ZAWIA INDUSTRIAL ZONE

LIBYA



Location	Al Zawia - Libya
Function	Industrial Zone + Services & Facilities
Area	3.6 Km2
Value	400 Million USD
Date	2010
Client	General Authority for Industrial Zones
Scope & Services	<ul style="list-style-type: none">• Master Planning• Architecture Concept Design• Architecture Schematic & Preliminary Design• Marketing Materials (3D Rendering)



Representing one of two main industrial zones surrounding Al-Zawia City, serving the North West region of Libya, the project consists of 3 categories of industries (Light & Medium & High industries) with a central span logistic zone and administrative public zone.



PRINCE TALAL BIN SALMAN PALACE

KSA



Location

Al Khobar - KSA

Function

Residential Palace

Area

BUA = 4,500m²

Value

22 Million SR

Date

2011

Client

TAB for Contracting & Trading

Scope & Services

- Architecture Concept Design
- Main Engineering Consultant
(Architecture – Structure – MEP – Landscape)

Palace consisting of a main building in addition to a secondary one including casual majlis plus services, the palace design adopts a modern Moroccan style from outside; with luxurious Interiors integrating with the previous orientation.



WAHAT AL-SHAFAA MEDICAL COMPLEX

KSA



Location

Riyadh - KSA

Function

Health Care

Area

62,000m2

Value

450 Million SR

Date

2016

Client

Saudi Construction & Engineering co.

Scope & Services

- Architecture Concept Design
- Marketing Materials (3D Rendering – 3D Animation)

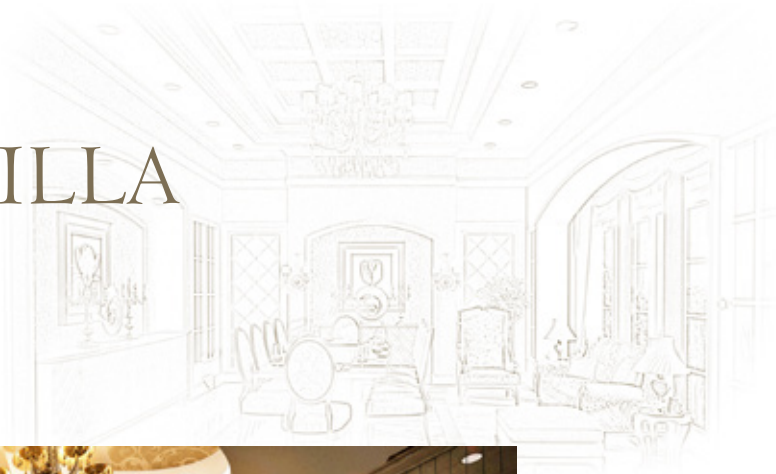


Medical Complex with total BUA 58,000m², providing about 287 beds with an option for a future extension to reach about 350 beds. The complex comprises of (Main Hospital Buildings - Center of Excellence - Wellness & Rehabilitation Center - Healing Center - Edu. & Research Center - Staff).



AL THAWADI VILLA

QATAR



Location

Doha - Qatar

Function

Residential

Area

BUA = 600m²

Value

700,000 USD

Date

2018

Client

Mr. Sultan Al-Thawadi

Scope & Services

- Interior Design Works
- Detailed & Tender documents execution works



Interior Design for a 600 m2 villa at Al Doha, Qatar including executive drawings and coordination with all engineering disciplines; Luxurious treatments with post modern style, accurate material and color selection.



HYDE PARK VILLA

EGYPT



Location

New Cairo - Egypt

Function

Residential

Area

BUA = 350m²

Value

2,500,000 EGP

Date

2018

Client

Dr. Mohamed Hegazi

Scope & Services

- Interior Design Works
- Detailed & Tender documents execution works
- Site Supervision

Full interior design package and site supervision for a family villa in Hyde Park compound. The scope covers the full ID & Landscape tender package with full set of 3D images to illustrate the final design mode for each and every space and a full site supervision in daily bases.



DAR AL MONA

EGYPT



Location	Cairo Alex Rd. - Egypt
Function	Residential
Area	168,000m ²
Value	2.5 Billion EGP
Date	2017
Client	Mabany Idris Real Estate
Scope & Services	<ul style="list-style-type: none">• Architecture Design proposal



Residential community targeted for middle class families overlooking the Pyramids, comprise of apartments with ranging areas 90m – 200m, with max. height G+2+roof and underground parking. The community is backed as well with services zone comprising of club house, commercial arcade, mosque and sports faculties (about %8 from total area).



LA PLACE

EGYPT



Location

New Cairo - Egypt

Function

Commercial / Retail / Hospitality

Area

Land plot = 20,000m², BUA = 45,000m²

Value

3 50 Billion EGP

Date

2018

Client

Abraj Misr / Allied Consultants

Scope & Services

- Façades Design works
- Architecture Design Development
- Construction drawings and the Architecture Tender package
- 3D Visualization

A commercial and hotel services complex comprising of commercial mall with BUA 16,000m² (G1+) backed with commercial outlets and family restaurants, Hotel building with BUA 5,000m² (G1+) with total capacity 65 rooms, and Retail Island gathering high end commercial brands over 3 typical floor with BUA 21,000m².



WAR MEMORIAL

UAE



Location	Abu Dhabi - UAE
Function	Culture / Museum
Area	Land plot = 45,000m ²
Value	200 Million USD
Date	2017
Client	Sinan Real Estate
Scope & Services	<ul style="list-style-type: none">• Architecture Design proposal



Open museum, culture hub, and war memorial dedicated to those soldiers who lost their lives defending their country.



Projects Locations

CENTROID primarily operates in the Egyptian and UAE market and spanning among the Middle East region. In the past few years, CENTROID has worked with a wide variety of clients as the lead project. Through years we have build a strong clients network that shaped our creditability and kept us at the forefront of clients choices.





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