

RITHU

by Hanaa Moosa

Heritage Conservation Consultancy

Educational

Consultation

Research & Publication

Community Contribution



RITHU FOR HERITAGE CONSERVATION CONSULTANCY

WEBSITE: [HTTPS://WWW.RITHU.ORG/](https://www.rithu.org/)

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Who am I?

MY NAME IS HANAA MOOSA

ASSOC. PROF. ARCHITECT

Regeneration Strategies and Adaptive Reuse

ETERNAL OPTIMIST

I strongly believe that Rithu will make a change, not just on professional levels, but also for the community awareness of heritage.



About Us

Programs



Consultation



Educational



Research &
Publication



Community
Contribution



Studio Moosa

RITHU FOR HERITAGE CONSERVATION CONSULTANCY - RITHU TRAINING PROGRAM

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What We Do?

Consultation



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Regeneration of Historic Contexts

- **RITHU FOUNDER & CEO CONTRIBUTED IN A COUPLE OF GOVERNMENT PROJECTS & RITHU WAS THE RUNNER UP OF EGIS CONSTRUCTION ENGINEERING COMPANY. THE PERPETRATION OF ARCHEOLOGICAL REPORT OF ESTABLISHING THE GREATER CAIRO METRO LINE 6 (CGML6).**
- **RITHU RELIED ON THE BASIS OF PERSONAL EFFORTS AND PRACTICES OF THE FOUNDER, OVER 20 YEARS WHO EXPERIENCED THE PRACTICAL FIELD OF ARCHITECTURAL DESIGNS, WORKING DESIGNS, HERITAGE CONSERVATION PRACTICES AND RESEARCHES, IN ADDITION TO ACTIVELY PARTICIPATING IN EDUCATIONAL FIELD.**
- **SHE WAS CONSULTANT FOR THE ADAPTIVE REUSE REPORT, AND A PERMANENT TEAM MEMBER FOR THE MINISTRY OF ANTIQUITIES PROJECT, SPONSORED BY THE UNESCO, AND ENTITLED "URBAN REGENERATION OF HISTORIC CAIRO - STAGE THREE".**
- **THE SCIENTIFIC RESEARCHES IN WHICH THE FOUNDER PARTICIPATED CAN SERVE AS A FOUNDATION FOR THE APPLICATION OF REAL-LIFE CASE STUDIES.**

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Rithu Network

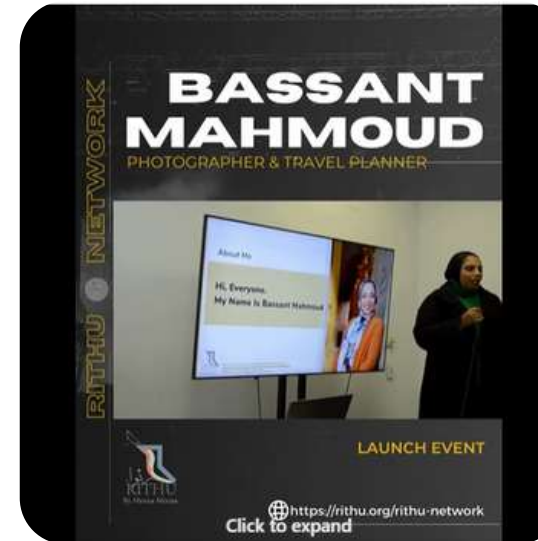
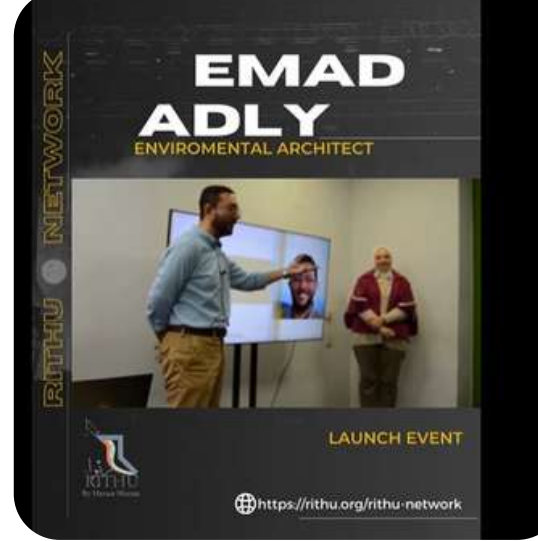
- Consulting startup businesses by providing heritage-related, unique ideas to help in the business plan and execution.
- The network includes members in different fields like design, marketing, arts & crafts, catering, and photography that benefit from each other's services at discounted rates.



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Rithu Network Launch Event



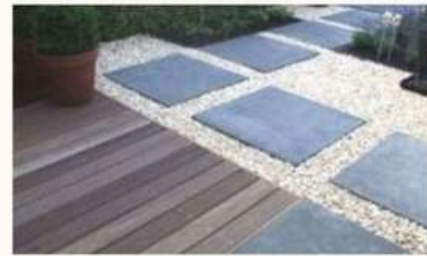
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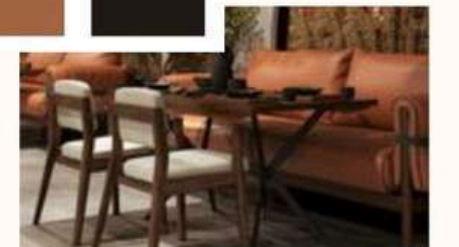
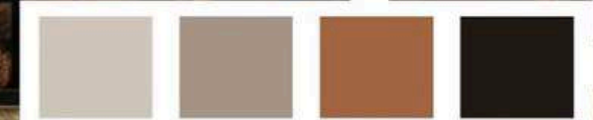
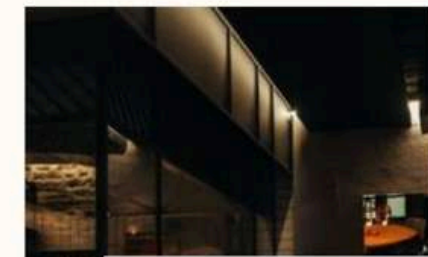
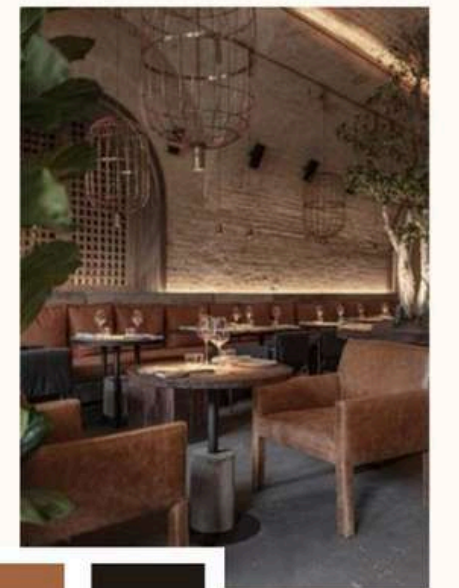
- Architecture and Interior Designs with heritage and enviromental concepts



Moosa Studio



MOOD — BOARD ROOF



MOOD — BOARD INDOOR

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What We Do ?

Education Program



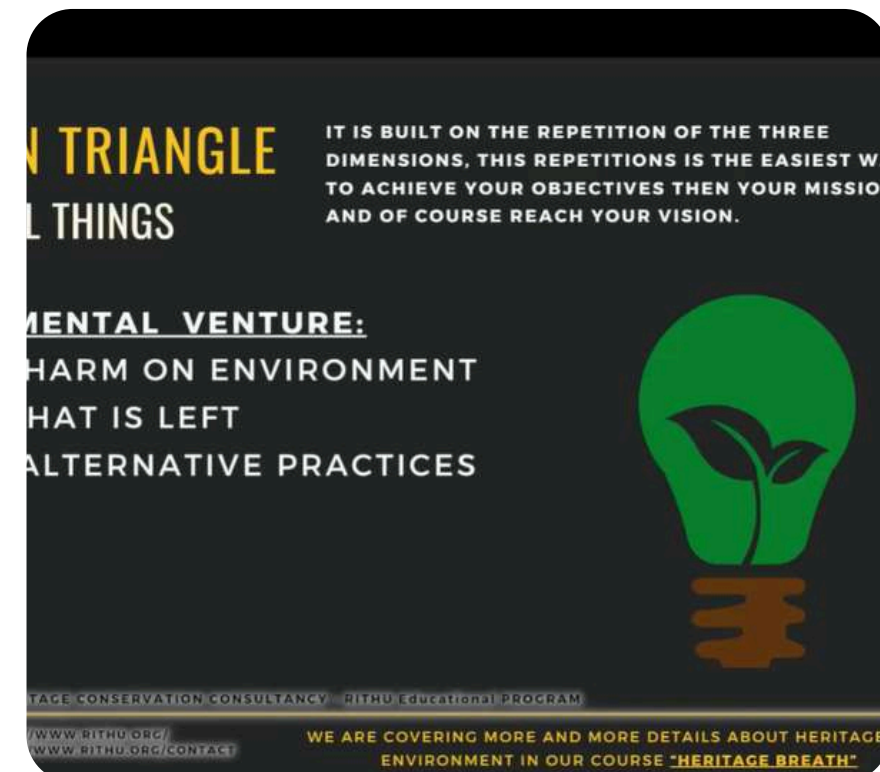
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INVESTMENT IN HERITAGE ONLINE WORKSHOP

This workshop introduced various approaches to find investment opportunities in heritage whether tangible or non-tangible for example how to revive our agriculture heritage in using balconies and rooftops, using sugar cane waste in making eco friendly paper products, reviving old crafts and others.

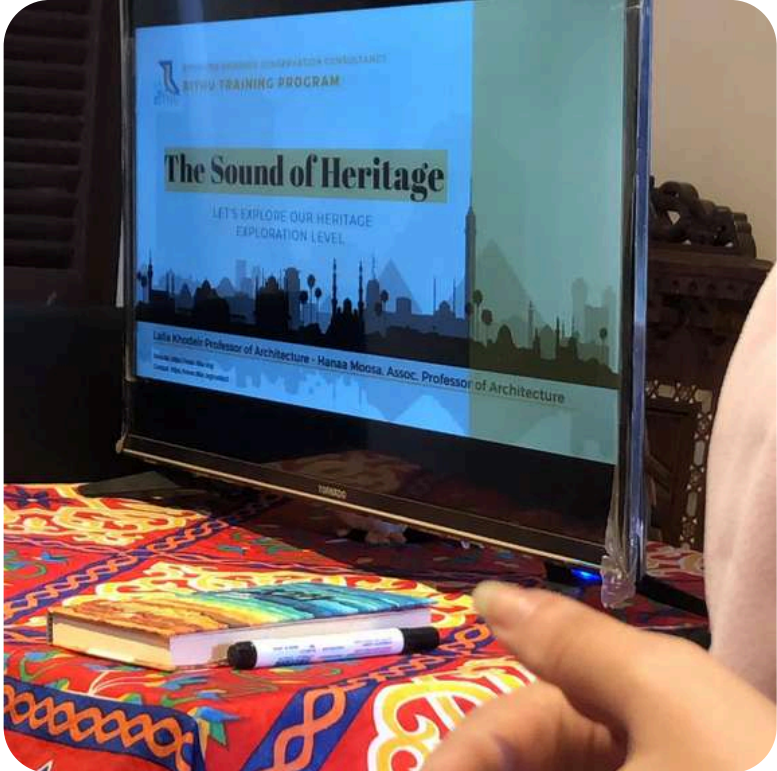


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SOUND OF HERITAGE OFFLINE WORKSHOP

Sound of Heritage was an event that engaged the attendees with their 5 senses of smell, sight, hearing & touching through a passage walk in historic Cairo. The event included a workshop on how to apply your paper & research into real life and turn it into profitable experience.



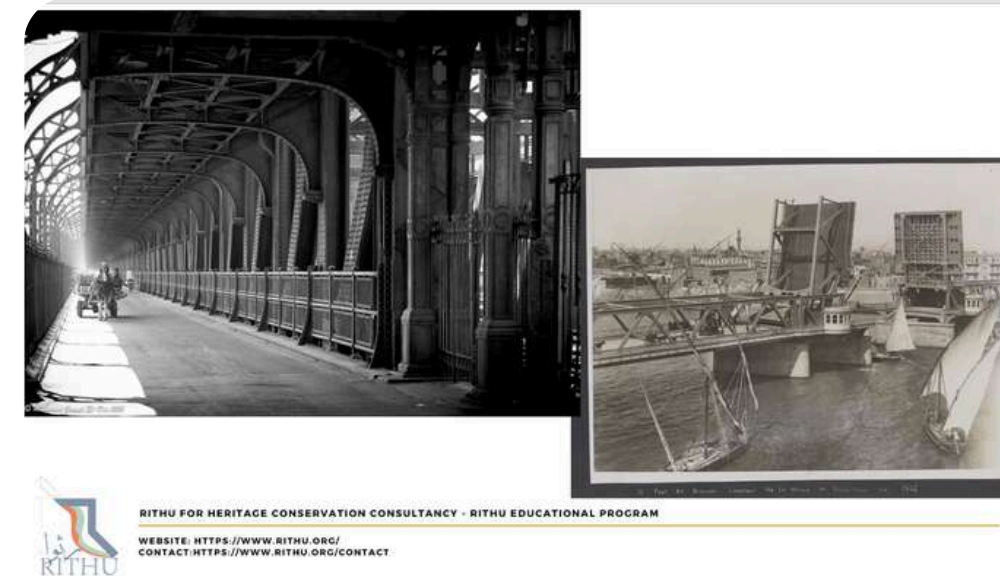
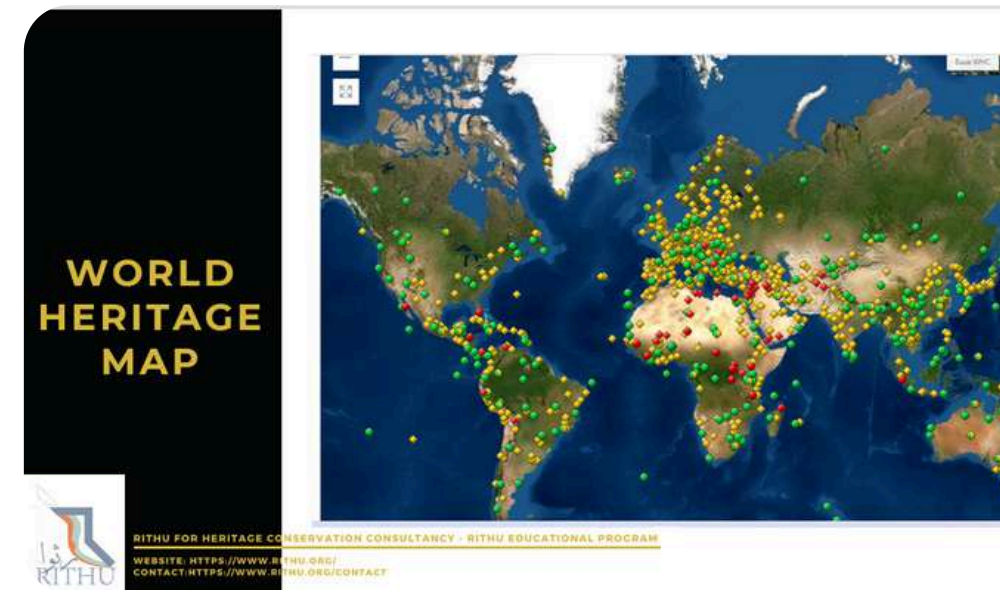
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INHERIT IT ONLINE WORKSHOP



This workshop aims to raise knowledge about heritage and the fundamentals of heritage conservation and how it affects our current daily and future lives.

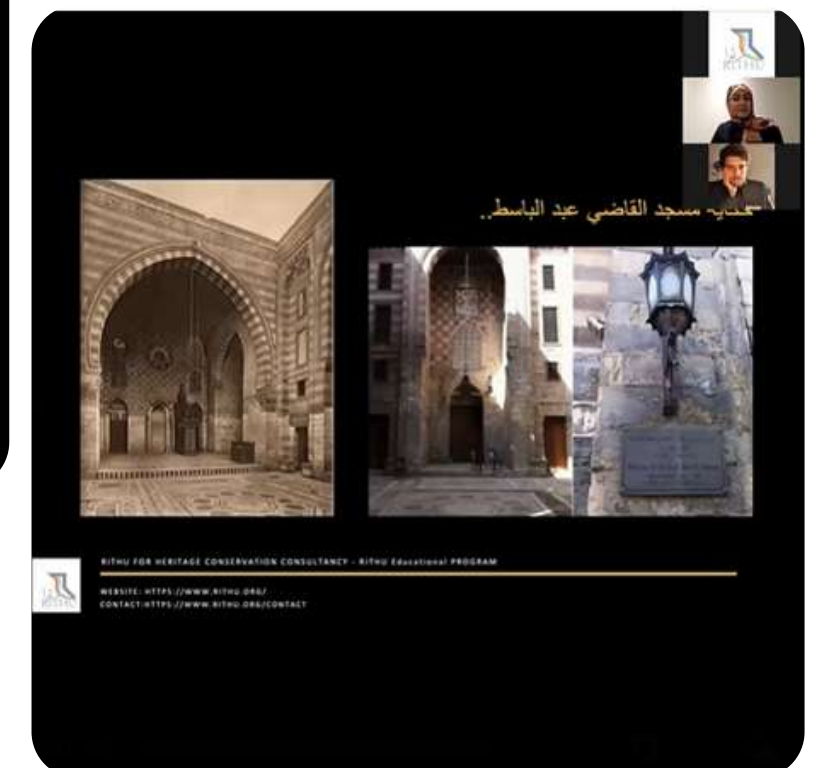
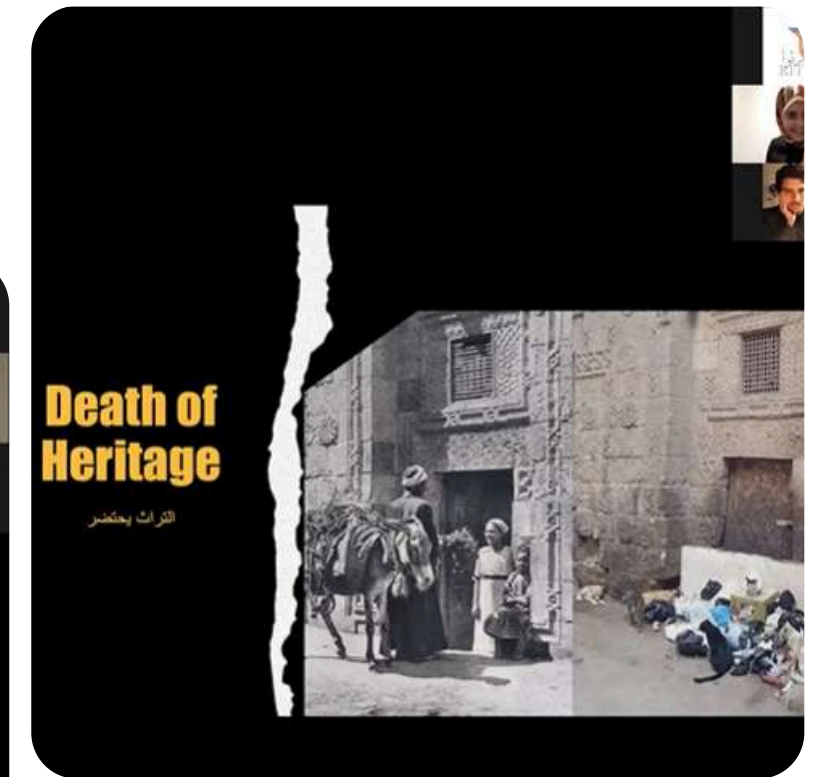
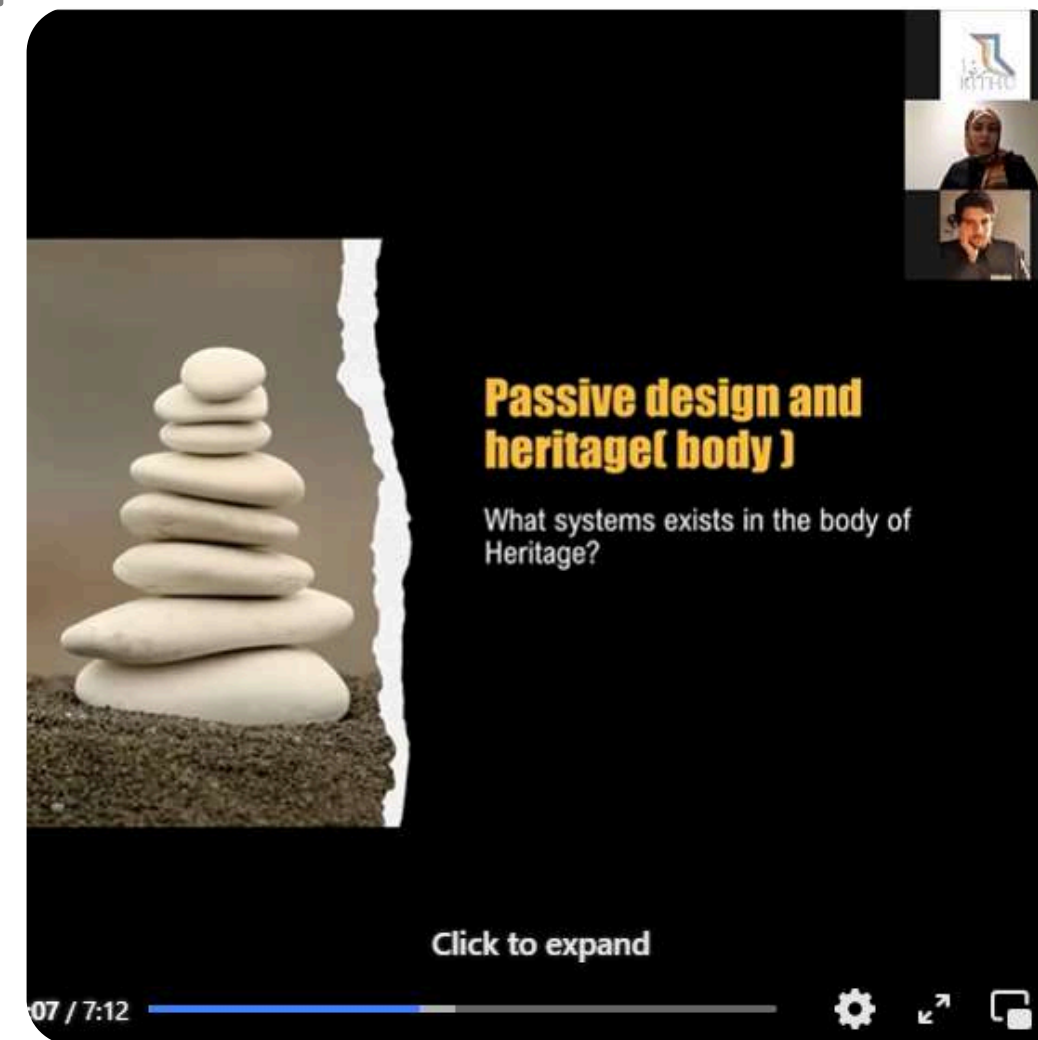


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HERITAGE BREATH ONLINE WORKSHOP

- Heritage Breath workshop focuses on passive environmental design elements in heritage buildings.
- Aiming to help professionals into better environmental designs inspired by heritage solutions.



HOW TO THINK LIKE AN ARCHITECT OFFLINE WORKSHOP

- How to Think like an architect workshop aims to provide young architects and students with a creative designing methodology.
- This workshop is influenced by the prevailing value system methodology by Hanaa Moosa. where designing within a heritage context requires a number of limits. This workshop was based on the principle of the power of limits.



What We Do ?

Publication & Research



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Generate Novelty Researches

Whether you are an academic or a researcher

We will get the most out of your knowledge, ideas,
and experience. We will help you generate your
novelty through our program

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What We Do ?

Mahlaha Program (محلّاه)



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AWARENESS SESSIONS & WEBINARS

Free Online Awareness Sessions presented
by certified coaches and specialized
University Professors in:

- Health and Wellbeing
- Parenting Coaching
- Heritage based Career Consulting
- Energy Efficient Interior Design



Maha M. Soliman
Parenting Coach



Hanaa Moosa
Associate Prof. of
Architecture & Heritage
based Career
Consultant



Dalia Kassem
Assis. Prof. of
Architecture & Interior
Design Specialist



Walaa Yousry
Assistant Professor
Clinical Pathology



Reem Fakhr
Health & Wellbeing
Coach



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WOMEN EMPOWERMENT IN START UP BUSINESS

Tailored program for consultation & business solutions to help a new start up career for:

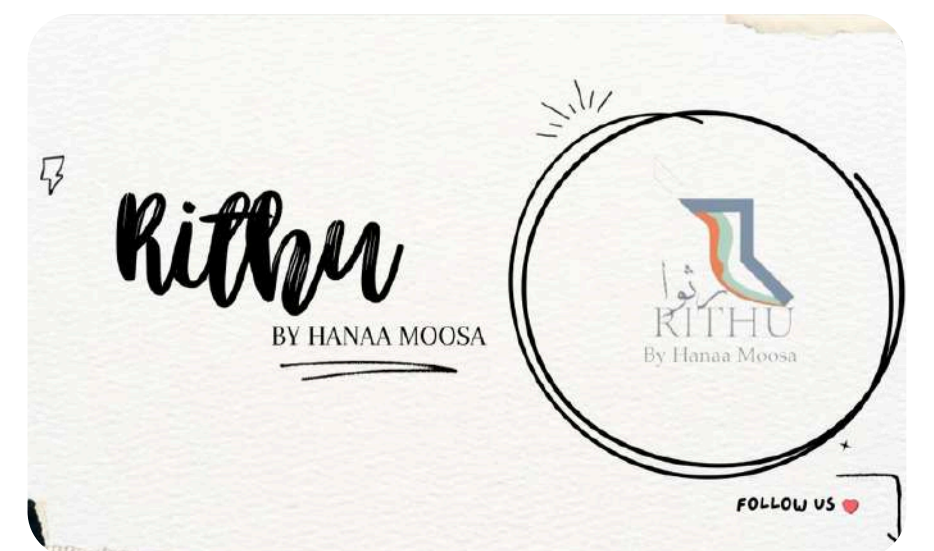
- New mothers who left behind careers
- Women who seek extra income
- Home wives who seek a flexible hour's career
- Women seeking a career shift or advancement



WOMEN EMPOWERMENT

Reem was a stay at home mom who left corporate life for years and wanted to work again but in different field with more flexible working hours.

Rithu made an assessment for her talents and skills and guided her to pursue a new career in Marketing and offered her a job to as a start to handle video series for the company Founder & CEO & after couple of campaigns she was hired her as Marketing Manager since December 2023 She also proposed several initiatives to improve the company operations, based on her previous work experience, that got her hired as the company COO since February 2024 .



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WOMEN EMPOWERMENT

Walaa is an Assistant Professor of Clinical Pathology & a single mom who has 2 jobs & needed extra income.

Rithu helped her turn her passion in cooking into a start up business with heritage flavor menu & tailored business plan for her tight schedule so that she can keep her current jobs as well & launched her start up at the company big event last February where she did the event catering.

Rithu also offered her to work by project within the company Education Program through online workshops & webinars .

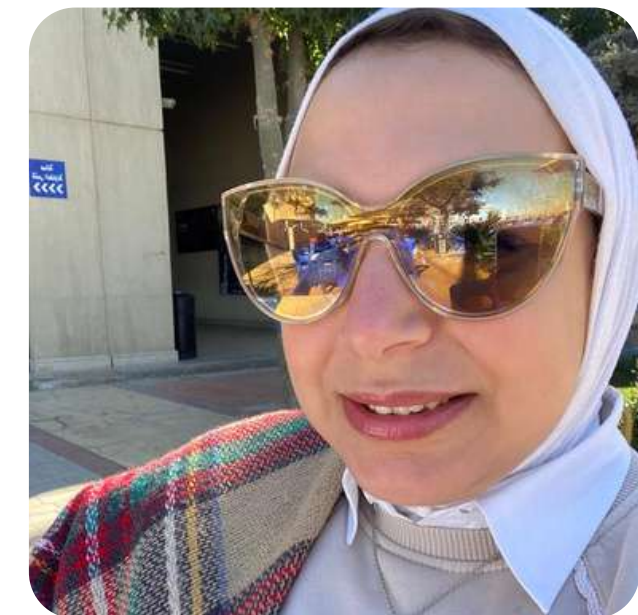


WOMEN EMPOWERMENT

Dalia is an Assistant Professor of Architecture, a working mom who had her own private business as an Interior Design office that she had to close in 2020 during the COVID19 pandemic.

She wanted to get back to Interior Design private business without the hassle & responsibility of the legal procedures for opening her own office and hiring new staff & crew.

Rithu offered her to work by project within the company Consultancy Program at Moosa Studio and within the company Education Program through online workshops & webinars.

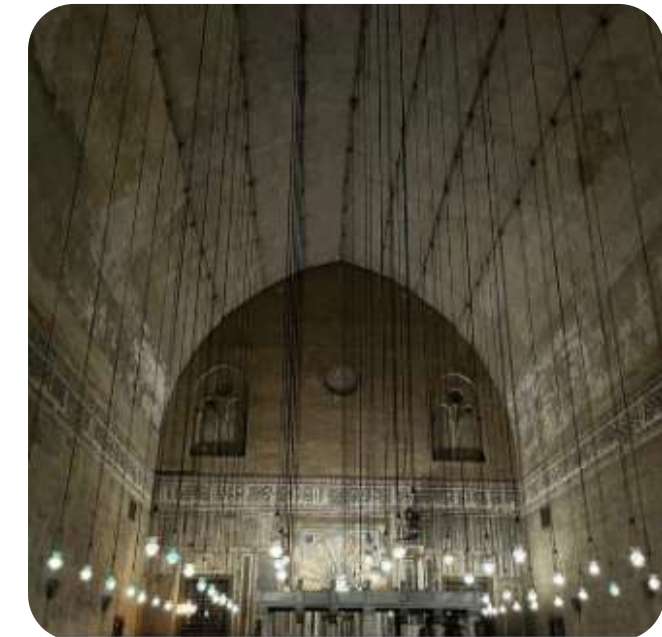


WOMEN EMPOWERMENT

Bassant is an architect who is not happy in her current work field and wanted a career shift to Photography for a long time but did not know how to start.

Rithu helped her in her work assessment and finding the areas of improvement to work on to increase her work quality & hired her to cover the company big event last February as her first job & launched her new start up in the event .

Rithu is currently handling her start up business development & marketing.

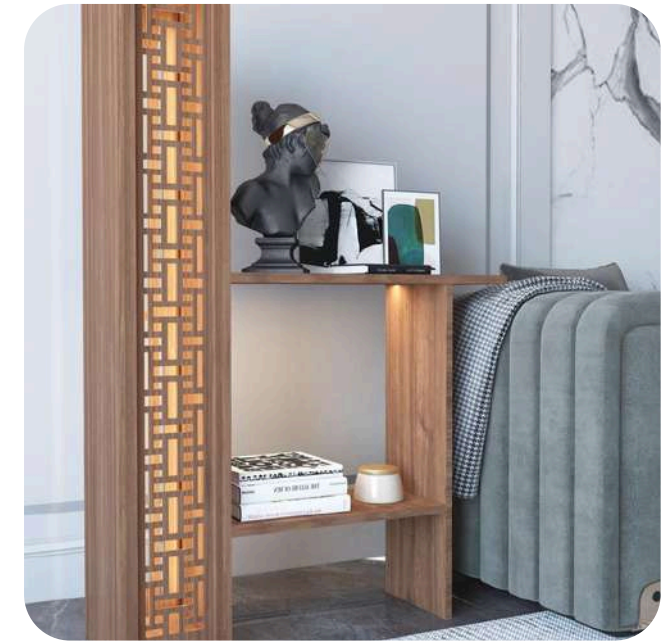


WOMEN EMPOWERMENT

Alaa is an architect who has a great passion in designing Home Decor Accessories but was always afraid to take the risk of leaving her job to start her own business. Rithu helped Alaa to start her project under Rithu umbrella with her own brand but without the need to go through the formal requirements to establish a new business as a trial phase where she only focus on the product till she master her tools and test her product risk free where Rithu handle all other aspects for running the project.

HO
MIS

HOME ACCESSORIES

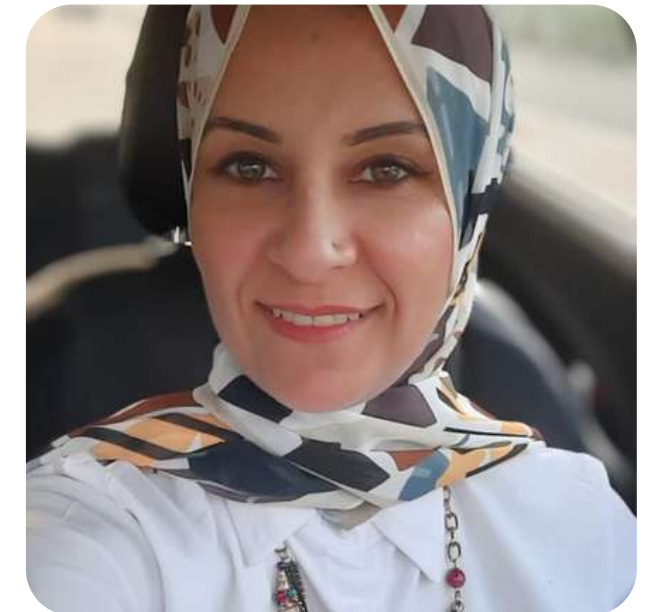
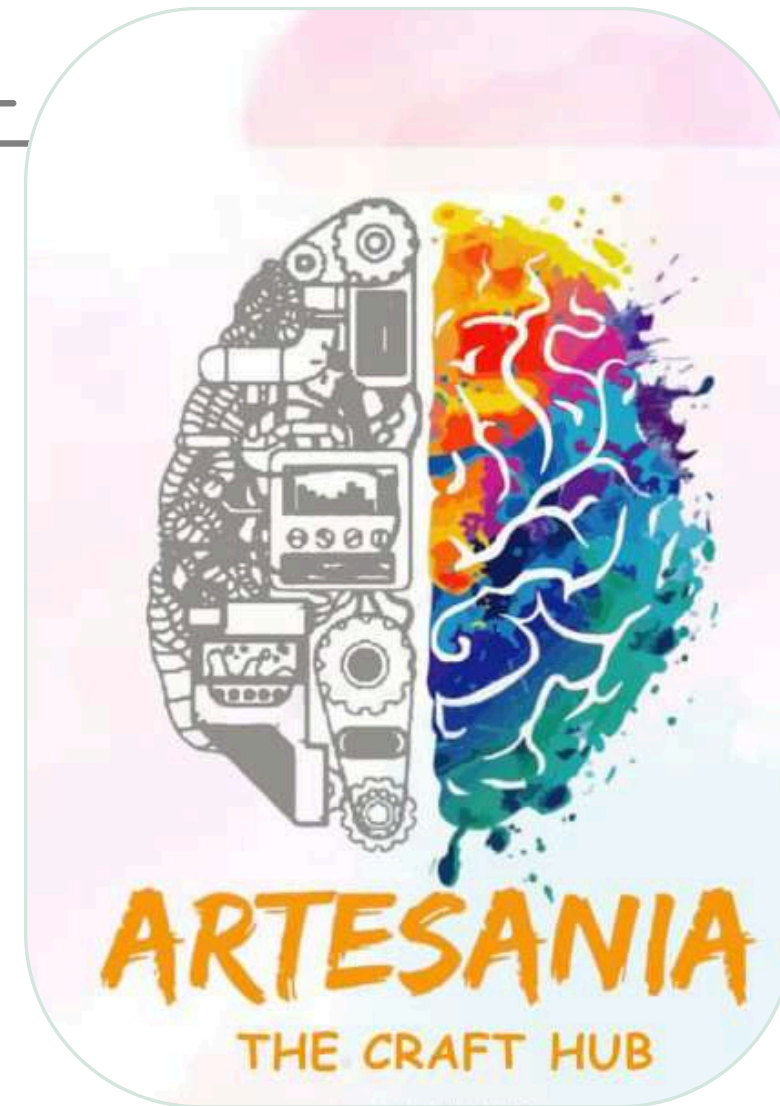


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WOMEN EMPOWERMENT

Hend is an assistant professor of Architecture, a mother of three who is looking to increase her income by doing her own business of her passion in hand crafts for children. For years she was stopped by the fear of failing due to the huge number of competitors in the market. Rithu provided her with unique ideas generated from heritage that totally distinguished her start up. Rithu launched her start up at the company big event last February & gave her the chance of conducting her first workshop with the event children and teens attendees.



What We Do?

Community Contribution



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EDUCATIONAL COMMUNITY CONTRIBUTION

Rithu delivered several free lectures for college students

- Today is Our Future Heritage lecture at the International Academy of Engineering and Media Science.
- Heritage Value as a Tool for Generating Architectural Conceptual Designs at Faculty of Engineering, Ain Shams University.
- Legislation and Heritage at Faculty of Engineering, Ain Shams University.
- Associate Professor Hanaa Moosa, Rithu Founder & CEO, acted as a juror in the Project Management and Development course (ARC541) of the Master Program at the Department of Architecture and Engineering at Ain Shams University.

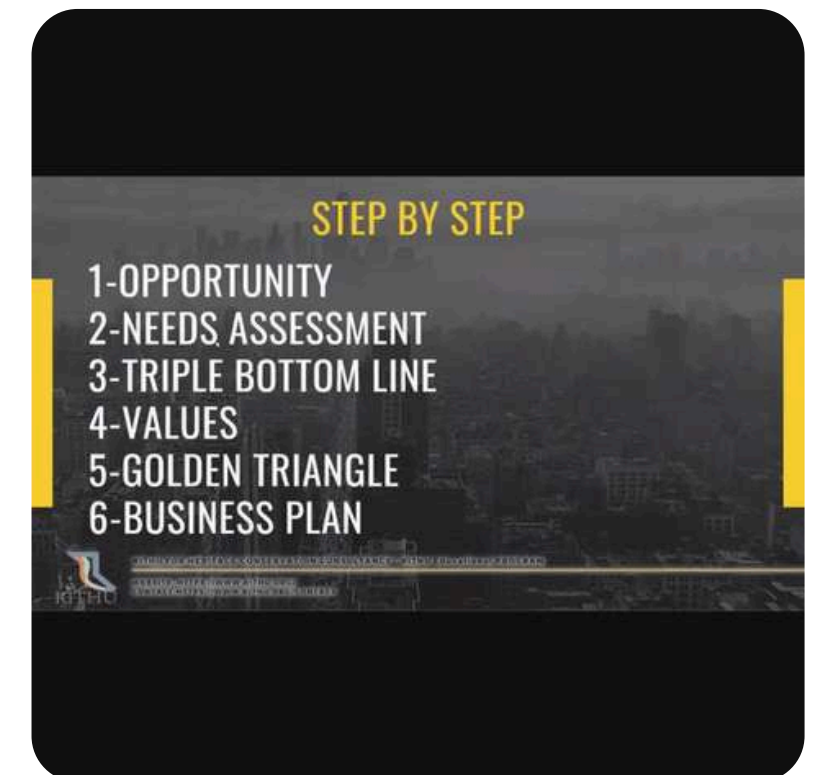
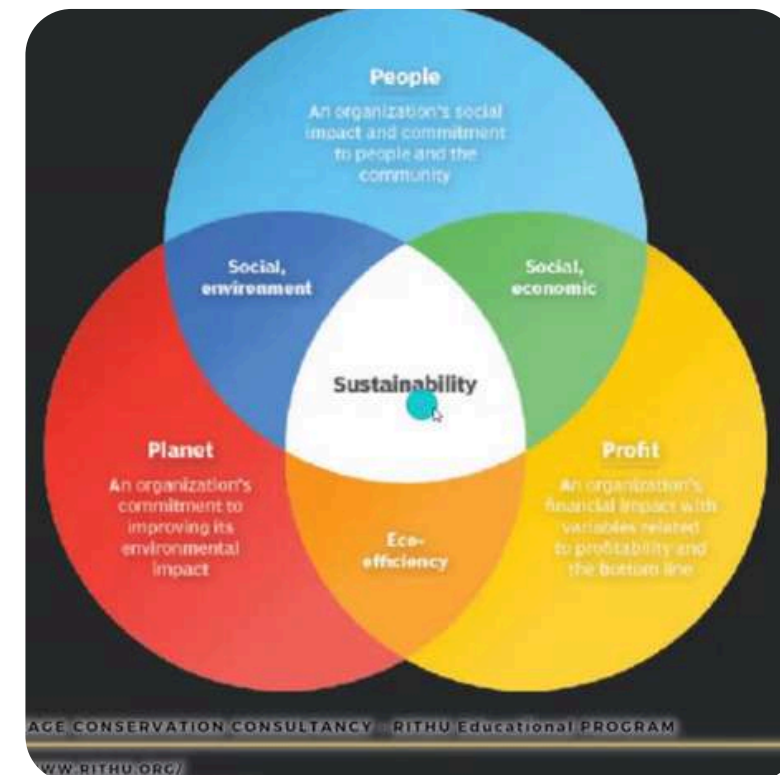
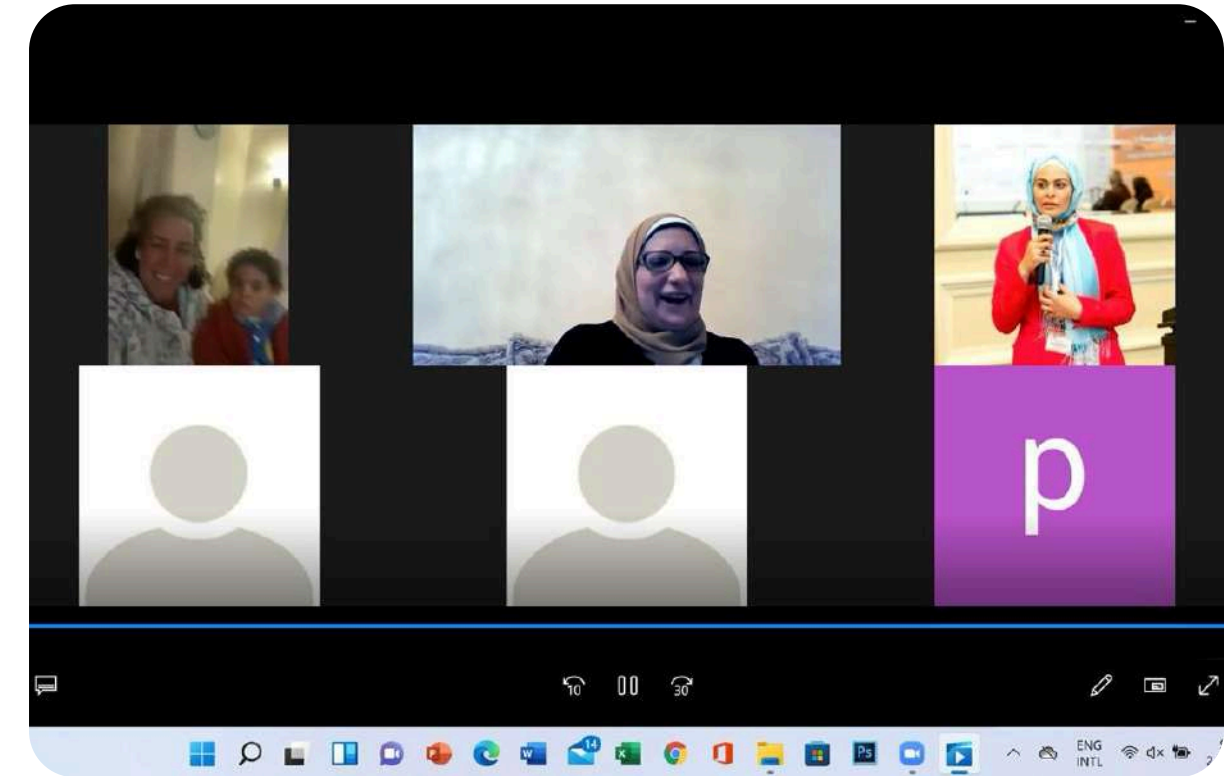


EDUCATIONAL COMMUNITY CONTRIBUTION

Rithu delivered online courses and workshops about how to relate all kind of work fields with heritage and how to benefit from heritage in our daily life.

All courses and workshops were delivered by University Professors & Professionals.

All courses and workshops were delivered at 75% discounted rate .



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EDUCATIONAL COMMUNITY CONTRIBUTION

Rithu was one of the sponsors and organizers of the annual conference by “Egypt Future Foundation”.

The 12th International Conference on Current, Recent and Advanced Research on Arts and Architecture (ICCRARAA 2023) that was held at Hurghada in 2023, where the conference aimed to bring together leading academic scholars and researchers to share their experiences and research results in seven different fields of research.

Rithu contributed with free workshops in the conference & Rithu CEO Hanaa Moosa was the conference keynote speaker.



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WORKSHOP
AN ADAPTIVE REUSE STRATEGY FOR ECONOMIC RESILIENCE
BY
RITHU
By Hanaa Moosa
Aqua Resort, Hurghada , Egypt
Oct. 21st - 1:00 - 3:30 P.m.
HANAA MOOSA
Associate Professor of Architecture
Founder,CEO
Rithu for Heritage Conservation Consultancy
HEND HUSSEIN
Ph.D. Architecture
Tourism in Heritage Contexts
Rithu for Heritage Conservation Consultancy
INSTRUCTORS
12th International Conference on Current recent and Advanced Research
+201096801179 +201067784617 +201063789957 iccrar.2023@gmail.com



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on Current, Recent and Advanced Research on Engineering, Science and Technology
19-22 Oct 2023
Hurghada
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https://iccrarest2023.conferences.ekb.eg/
Abstract Deadline 12/10

SPECIAL THANKS TO OUR SPONSORS
The 12th INTERNATIONAL CONFERENCE on Current recent and Advanced Research
19-22 Oct 2023 Hurghada
RITHU By Hanaa Moosa
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EDUCATIONAL COMMUNITY CONTRIBUTION

Rithu delivered offline workshops for children & teens through family days to help them bond with their heritage roots through several arts and crafts activities and story telling. All Workshops were delivered by University Professors at 75% discounted rate .



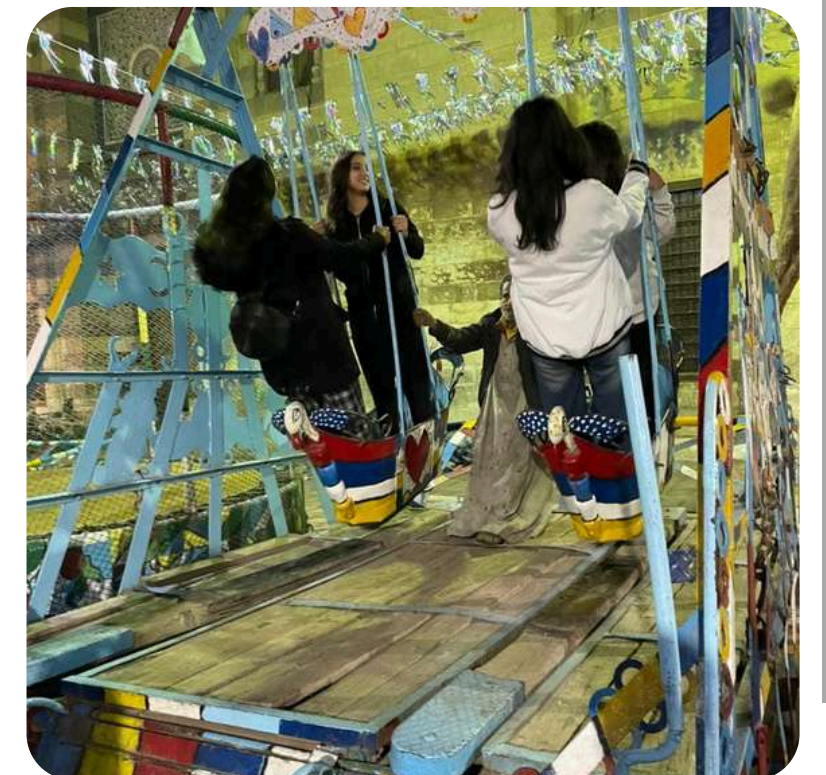
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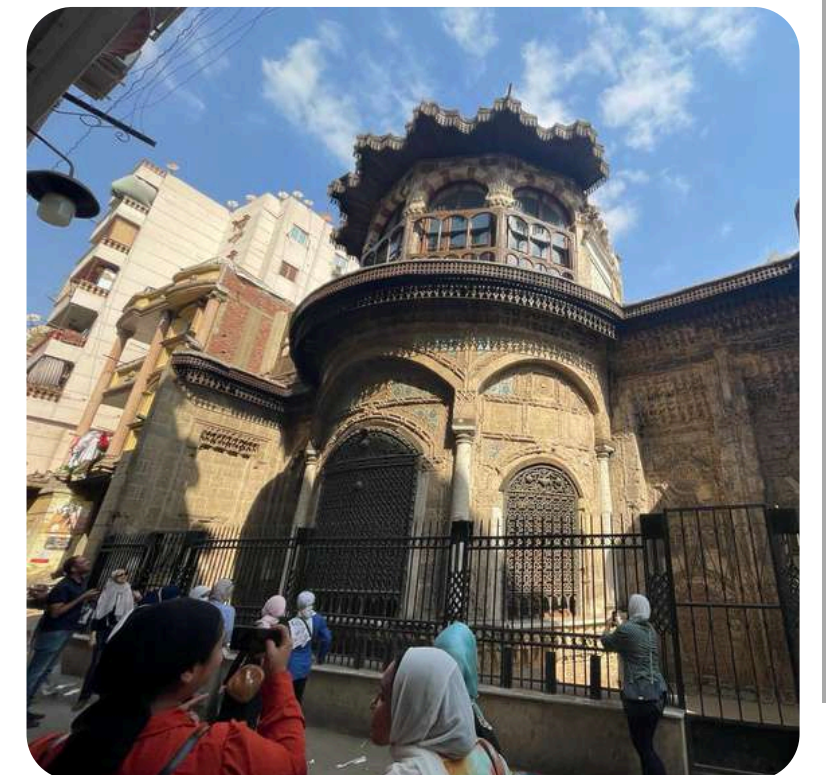
ENTERTAINING COMMUNITY CONTRIBUTION

Rithu delivered several free events and walks for adults, teens and Children to raise awareness of our heritage various aspects like crafts, sites, arts, architecture and others to help the new generations to understand heritage conservation concept and benefit from heritage in all life aspects.



ENTERTAINING COMMUNITY CONTRIBUTION

Sample of our free walks is through historic Cairo into the deep unpopular sites like Souk Elselah, Asllam Square, Yakan House, The Blue Mosque, Sabeel Rokaya Dodo and many others through different times some morning walks and other sohour gatherings.



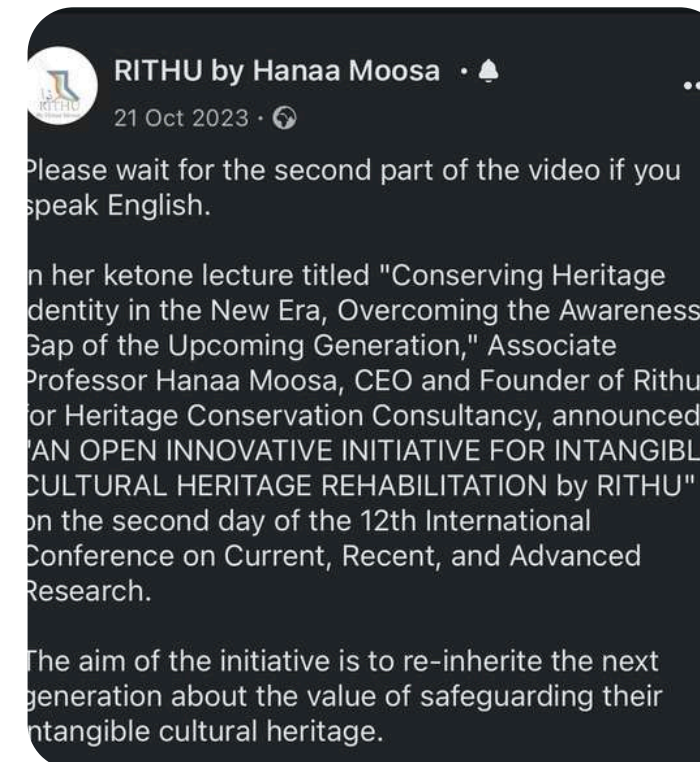
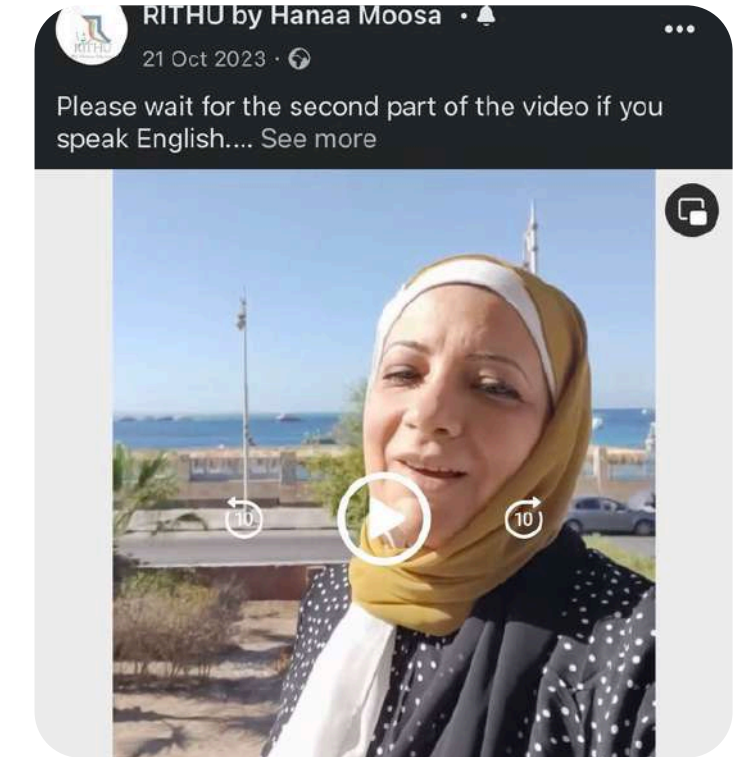
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INITIATIVES

Rithu have announced couple of Initiatives

- Open Innovative Initiative for Intangible Cultural Heritage Rehabilitation, aiming to re-inherit the next generation the value of safeguarding their intangible cultural heritage.
- Arts & Crafts Initiative aiming to help entrepreneurs in this field to start their business or expand their current one with a unique brand & distinguished approaches through heritage integrated solutions and elite exposure through the company events
- Grandparents Tales initiative aiming to conserve lost intangible heritage values.



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OUR CONTACTS

**Makanak 36. Sheraton Al Matar,
El Nozha, Cairo Governorate.**

All meetings are pre-scheduled

<https://www.rithu.org/contact>

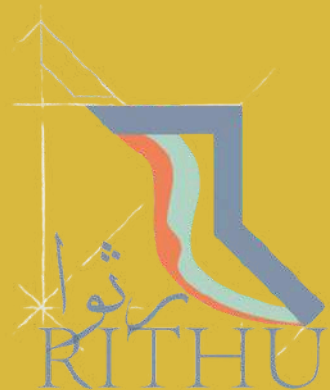
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[COO: r.fakhr@rithu.org](mailto:r.fakhr@rithu.org)



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THANK YOU

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