

## WELCOME

## WELCOME

to Rithu where the  
future identity is  
conserved through  
regenerating heritage



## Hi!

We are Rithu Company

We are a heritage conservation consultancy

We plan and put strategies to regenerate heritage.

We afford studies that will qualify your project to  
achieve sustainability, creativity, authenticity and  
branding.

# WHAT WE DO

1- Providing technical consultation to conserve all fields related to heritage .

2- Maintenance and restoration for buildings and facilities.

3- Preparing architectural and engineering designs.

4- Establishing and organizing conferences, seminars, lectures & workshops.

5- Marketing products of all kinds.

6- Scientific research.

7- Organizing training courses and programs.

8- Provide translation services.

9- Project management (except for hotels).

10- Establishing and operating a center for training human resources.

11- Projects that continue to develop intellectual property, including patents, designs and industrial designs.)



RITHU FOR HERITAGE CONSERVATION CONSULTANCY - RITHU TRAINING PROGRAM

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

**We Have  
Already  
Launched**

Consultation Program  
Educational Program  
Community Contribution Program

**Key TOPICS**

# THE VALUE WE ADD

---

We balance between applying contemporary life and conserving heritage



WE untap hidden investment potentials



Our work include all aspects as in Tourism/  
markets/crafts/entertainment/cultural



RITHU FOR HERITAGE CONSERVATION CONSULTANCY

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

# Packages/Regeneration of historic areas/components/practices

| Scope                       |                                  |                                 | Phases  |   |                             | Other Services  |
|-----------------------------|----------------------------------|---------------------------------|---|---|-----------------------------|---|
| In means of spatial context | In means of a product/investment | In means of a cultural practice | Main Consultation Phase   | Detailed Consultation Phase                             | Implementation              | Workshops/Lectures<br>Seminars/webinars<br>Conferences<br>Videos<br>Advertising/Marketing<br>Researches<br>Training courses & programs<br>scientific researches<br>Provide translation services for researchers<br>Develop intellectual property, including patents, designs and industrial designs |
| Urban scale                 | Craft                            | Folkloric practice              | Detailed study and documentation :<br>Legislative , Urban ,<br>Architectural ,<br>Economic, Social,<br>Cultural,<br>Environmental | Produce Detailed<br>architectural &<br>working drawings | Restoration,<br>maintenance |   |
| Streetscape                 | Touristic itinerary              | Religious practice              |   |   |                             |   |
| Architectural scale         | markets                          | Social gatherings               |   |   |                             |   |

## Key features

Sustainability  
Branding  
Creativity

Authenticity  
Integrity  
Equality

Multi-stakeholder participation  
Organizational framework  
Specialized case and potentials in every project

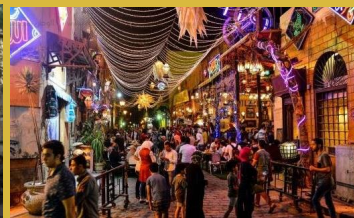
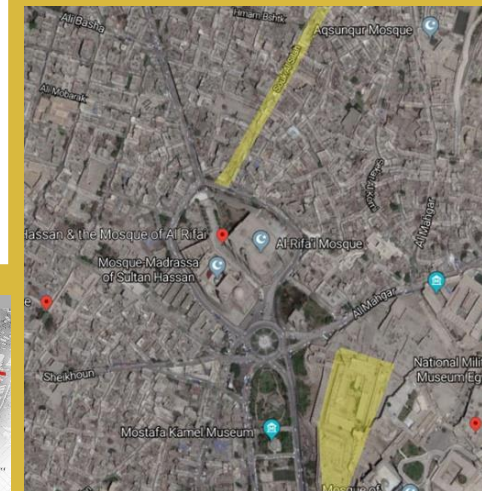
RITHU FOR HERITAGE CONSERVATION CONSULTANCY

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



# Packages/Regeneration of historic areas/components/practices

| Tangible urban details  | Intangible aspects  | Regeneration Strategy                             | Leading sector, touristic, economic, social, cultural  |
|---|---|---|--|
| <p>Ordinance Lines<br/>Urban tissue<br/>Markets<br/>Crafts<br/>Economic activities<br/>building typologies<br/>Lots and appendages<br/>Nodes<br/>Open spaces<br/>Etc.</p> | <p>History<br/>Myths<br/>Economic<br/>Social<br/>Cultural<br/>Leading</p> | <p><b>Intervention (Conservation methods)</b></p> | <p><b>Rehabilitation , Adaptive Re-use , Replication , Relocation , Restoration, Maintenance , Reversibility</b></p>   |
|   |   | <p><b>Investment opportunities</b></p>            | <p><b>Tourism/ markets/crafts/entertainment/culture</b></p>  |
|   |   | <p><b>Adaptive reuse strategies</b></p>           | <p><b>Buildings related to an outstanding significant change reusing buildings related to a main development strategy reusing supporting a basic community need reusing related to economical investment absolute conserving trend and finally</b></p> |



RITHU FOR HERITAGE CONSERVATION CONSULTANCY

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



# Packages/Regeneration of historic areas/components/practice

| Tangible urban details  | Intangible aspects  | Regeneration Strategy  | Leading sector, touristic, economic, social, cultural  |
|---|---|--|--|
| <p>Ordinance Lines<br/>Urban tissue<br/>Markets<br/>Crafts<br/>Economic activities<br/>building typologies<br/>Lots and appendages<br/>Nodes<br/>Open spaces<br/>Etc.</p> | <p>History<br/>Myths<br/>Economic<br/>Social<br/>Cultural<br/>Leading</p> | <p><b>Intervention<br/>(Conservation methods)</b></p> <p><b>Investment opportunities</b></p> | <p><b>Rehabilitation , Adaptive Re-use , Replication ,<br/>Relocation , Restoration, Maintenance , Reversibility</b></p> <p><b>Tourism/ markets/crafts/entertainment/culture</b></p>   |
|   |   | <p><b>Adaptive reuse strategies</b></p>  | <p><b>Buildings related to an outstanding significant change<br/>reusing buildings related to a main development<br/>strategy</b></p> <p><b>reusing supporting a basic community need reusing<br/>related to economical investment<br/>absolute conserving trend and finally</b></p> |



RITHU FOR HERITAGE CONSERVATION CONSULTANCY

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



# We deal with the special character of the place

## Intangible aspects

History, Myths, Culture , Social ,  
Cultural

### Daily activities



### Historic activities



### Mulids, Celebrations



## Tangible aspects

building typologies, Lots and  
appendages, Nodes , Open spaces,  
Etc.

### Transportation heritage



### Markets, Crafts, Economic activities



### Industrial heritage



### Ordinance Lines, Urban tissue





# Frequently Asked Questions

Why you are not specialized in one kind of heritage products as the urban or crafts or any other?

A- When you say conservation, do you mean restoration?  
B- Please explain more, what is the difference between conservation and restoration?

Can we balance between conserving values and make a profit?

Why you would afford more successful projects than others?

Any heritage product lived long enough to find that it is already woven with other contexts within the surroundings. what we do is to regenerate the project according to its own surrounding contexts network, according to all aspects related.

A- Restoration is just one of many conservation methods, it is a practical stage.  
B- Sure! It is like the difference between designing and constructing a building. How would any one construct a building without the architectural design phase that has considered a concept and other aspects as the environmental, economic, social, psychological, cultural, etc...  
Simply, how would we physically construct and make intervention without a vision.

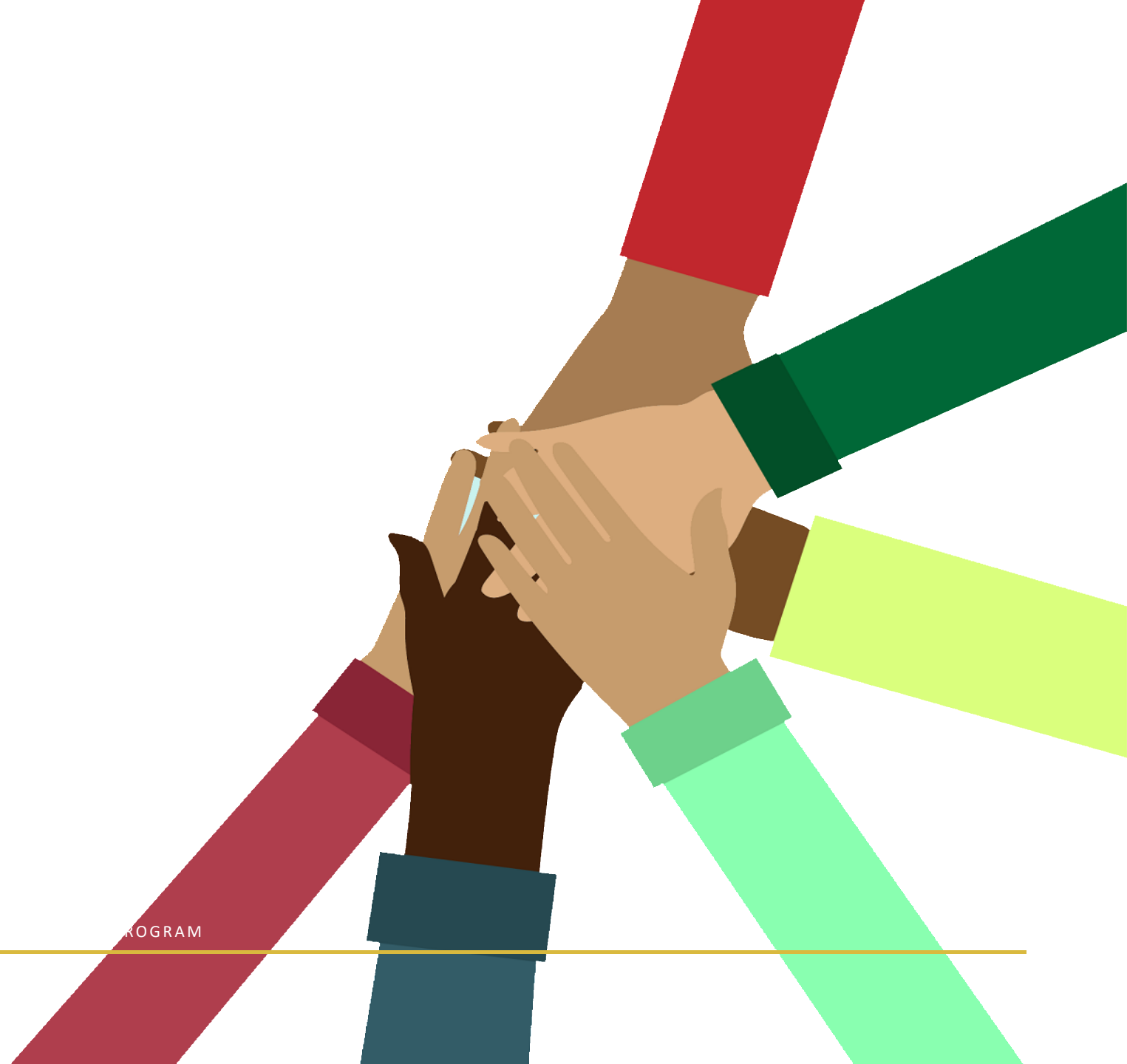
Of course, it is an essential part to achieve sustainability.

If you put in consideration just one aspect you would only get it regardless the other ones, our life is integrated in a complex way, sure we would lose a lot if we don't work according to a multi-contextual approach.



# OUR TEAM

Our team is professional and qualified to deal with the individuality of every project and trace the hidden potentials, investment opportunities and to get benefit of every single detail within the distinguished multi-contextual patterns.



RITHU FOR HERITAGE CONSERVATION CONSULTANCY - RITHU FOR HERITAGE CONSERVATION PROGRAM

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



Our team is professional and qualified to deal with the individuality of every project and trace the hidden potentials, investment opportunities and to get benefit of every single detail within the distinguished multi-contextual patterns.

---

OUR TEAM

Go [Back](#)

# Administrative Team

---



Assoc. Prof Hanaa Moosa  
Owner & CEO



Arc. Aya M. Bassiouny  
Commercial Manager



Emad Adly  
Architect Business Development  
Manager



# OUR TEAM

---



Laila Khodeir  
Professor of  
Architecture Project Management and  
Sustainable Development



Manar El Gamal  
Assistant Professor of  
Architecture Documentation , Urban  
Design and Heritage Conservation



Maha Fawzy  
Assistant Professor of  
Architecture Environmental Design and  
Energy Efficiency in Buildings

# OUR TEAM

---



Arc. Liza Wilson



Arc. Ahmed Gharib



Arc. Alaa Kamal



Arc. Bassant Mahmoud

# CONTACTS

---

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

**+20220650320**

**+20220650310**

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

**Hanaa Moosa**

**Assoc. Prof.**

**Owner/Founder/CEO**

**+201222326866**

**[h.moosa@rithu.org](mailto:h.moosa@rithu.org)**

