

WELCOME

to Rithu where the  
future identity is  
conserved through  
regenerating

heritage



RITHU FOR HERITAGE CONSERVATION CONSULTANCY

WELCOME

**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/)

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**We Have  
Already  
Launched**

Consultation Program  
Educational Program  
Community Contribution Program



**Key TOPICS**



# THE VALUE WE ADD

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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



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# 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 Seminars/webinars Conferences Videos Advertising/Marketing Researches Training courses & programs scientific researches Provide translation services for researchers Develop intellectual property, including patents, designs and industrial designs
Urban scale	Craft	Folkloric practice	Detailed study and documentation : Legislative , Urban , Architectural , Economic, Social, Cultural, Environmental	Produce Detailed architectural & working drawings	Restoration, maintenance	
Streetscape	Touristic itinerary	Religious practice				
Architectural scale	markets	Social gatherings				
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Key features		Sustainability Branding Creativity	Authenticity Integrity Equality	Multi-stakeholder participation Organizational framework Specialized case and potentials in every project		

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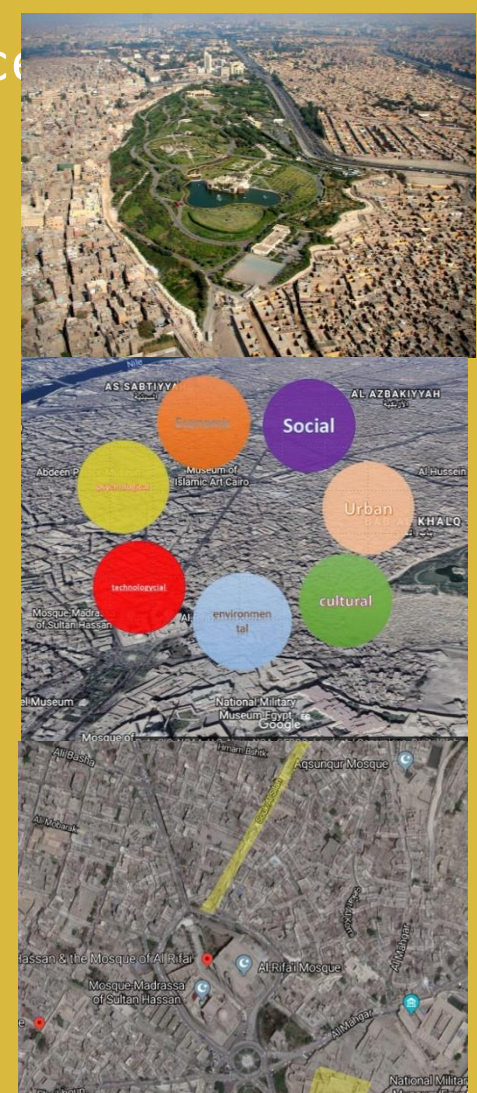
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# Packages/Regeneration of historic areas/components/practice

Tangible urban details	Intangible aspects
<p>Ordinance Lines</p> <p>Urban tissue</p> <p>Markets</p> <p>Crafts</p> <p>Economic activities</p> <p>building typologies</p> <p>Lots and appendages</p> <p>Nodes</p> <p>Open spaces</p> <p>Etc.</p>	<p>History</p> <p>Myths</p> <p>Economic</p> <p>Social</p> <p>Cultural</p> <p>Leading</p>

Regeneration Strategy	Leading sector, touristic, economic, social, cultural
Intervention (Conservation methods )	Rehabilitation , Adaptive Re-use , Replication , Relocation , Restoration, Maintenance , Reversibility
Investment opportunities	Tourism/ markets/crafts/entertainment/culture
Adaptive reuse strategies	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



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# 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

<b>Why you are not specialized in one kind of heritage products as the urban or crafts or any other?</b> <hr/>	<b>A- When you say conservation, do you mean restoration?</b> <b>B- Please explain more, what is the difference between conservation and restoration?</b> <hr/>	<b>Can we balance between conserving values and make a profit?</b> <hr/>	<b>Why you would afford more successful projects than others?</b> <hr/>
<p>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.</p>	<p>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.</p>	<p>Of course, it is an essential part to achieve sustainability.</p>	<p>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.</p>

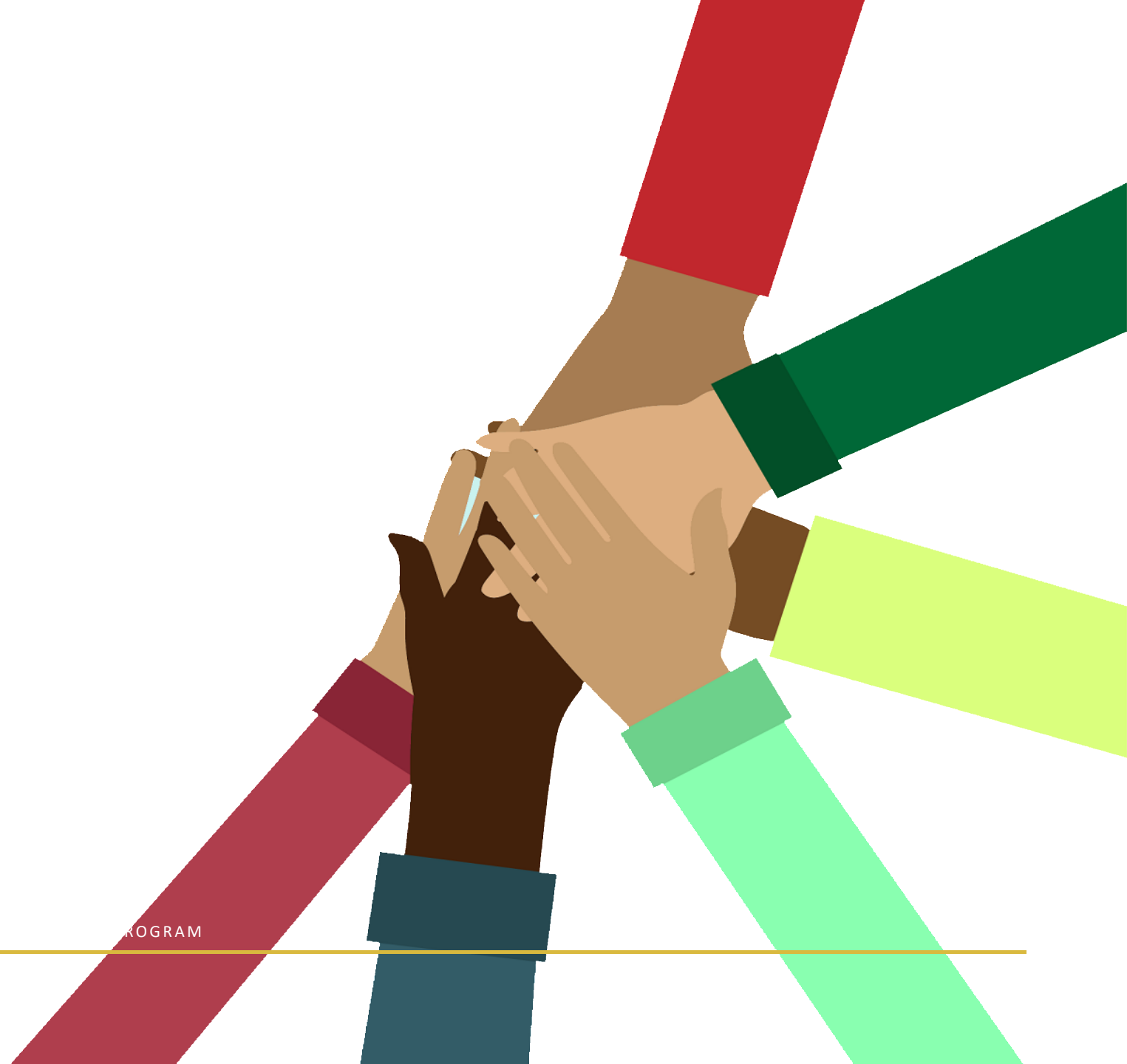
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# OUR TEAM

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.



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# Administrative Team



Hanaa Moosa  
Associate Professor  
Founder, Owner & CEO  
Executive Manager  
of  
Consultation Program

“

I Strongly believe that Rithu will make a change, not Just on Professional levels, but also for community awareness of heritage conservation.

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# Administrative Team

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**Laila Khodeir**

Professor of Architecture Project Management  
and Sustainable Development  
**Executive Manager  
of  
Educational Program**



**Yassmein Hamdy Abdalla**

Ph.D. Vernacular Architecture and Urbanism  
**Executive Manager  
of  
Publishing and Scientific Research  
Program**



**Maha Fawzy**

Assistant Professor of Architecture  
Environmental Design and Energy Efficiency in  
Buildings  
**Business Development Executive**



# Administrative Team

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Aya M. Bassiouny  
Architect  
Commercial Manager Consultant



Emad Adly  
Architect  
Technical Consultant



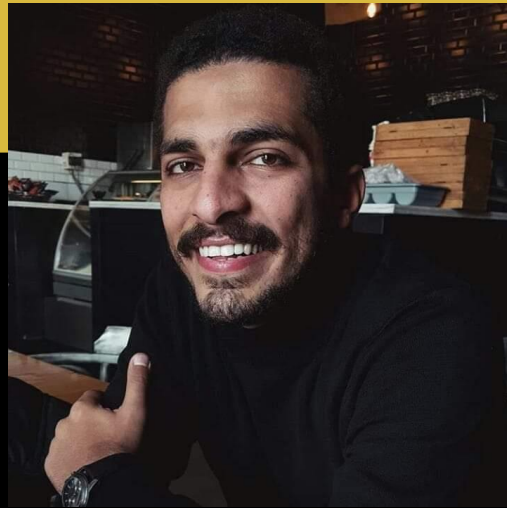
Manar El Gamal  
Assistant Professor of Architecture  
Documentation , Urban Design and  
Heritage Conservation Consultant

# OUR TEAM

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Liza Wilson  
Architect



Ahmed Gharib  
Architect



Alaa Kamal  
Architect



Bassant Mahmoud  
Architect

# CONTACTS

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