

**COMPANY PORTFOLIO** 



ADDIE is a creative architectural design studio with a passion to add value to our projects & customers.



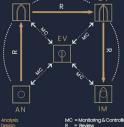




# **IDEA + ADD VALUE = ADDIE**













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# What is ADDIE?

ADDIE is an architectural design office looking forward to ADD value through Analysis, Architecture Design, Development, Implementation and Evaluation .

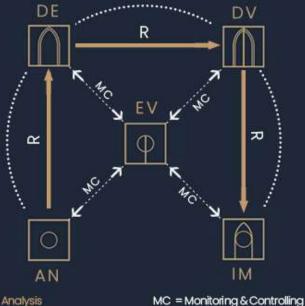
We works to provide the best quality of creative design through an integrated work between design ideas, architectural and interior details carried out by ADDIE in addition to provide technical solutions that include construction drawings, quantities and specifications (BOQ) to provide the technical definition of the project.

We believe in the creative idea and aspiration to increase the functional, social, cultural, artistic, and exchange value For architecture projects, and with a belief in seeing the green future and sustainability by Good supervision of our natural resources in an effort to apply the highest standards of efficiency, and by commitment to the framework Timeline We seek to satisfy the client's goal to reach a distinguished architectural project.

In this proposal of work plan that we will explain Architectural elevation design



**ADDING VALUE.** 



R = Review

AN = Analysis

DE = Design

DV = Development

IM = Implementation

EV = Evaluation

Focused & Result driven architectural services studio that believes in the creative idea and aspiration to increase the Environmental, functional, social, cultural, and artistic value For our projects through our process in Analysis, Architecture, Design, Development, Implementation, Evaluation

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# Type of VALUES.

### Exchange value:

The building as a commodity to be traded, whose commercial value is measured by the price that the market is willing to pay. For the owner, this is the book value, for the developer the return on capital and profitability. Also covers issues such as ease of letting and disposability.

And It measured by Book value Return on capital Rental Yield

### Use value:

Contribution of a building to organizational outcomes: productivity, profitability, competitiveness and repeat business, and arises from a working environment that is safe in use, that promotes staff health, well-being, and job satisfaction, that encourages flexible working, teamwork and communication, and enhances recruitment and retention while reducing absenteeism. And It measured by Measures associated with occupancy, such as satisfaction, motivation, teamwork. Measures of productivity and profitability, such as healthcare recovery rates, retail footfall, educational exam results, occupant satisfaction.

# Image value

Contribution of the development to corporate identity, prestige, vision and reputation, demonstrating a commitment to design excellence or to innovation, to openness, or as part of a brand image. And It measured by Public relations opportunities Brand awareness and prestige The recognition and 'wow' factors.

### Social value

Developments that make connections between people, creating or enhancing opportunities for positive social interaction, reinforcing social identity and civic pride, encouraging social inclusion and contributing towards to improved social health, prosperity, morale, goodwill, neighborly behavior, safety and security, while reducing vandalism and crime. And It measured by Place making Sense of community, civic pride and neighborly behavior Reduced crime and vandalism

### **Environmental value**

The added value arising from a concern for intergenerational equity, the protection of biodiversity and the precautionary principle in relation to consumption of finite resources and climate change. The principles include adaptability and/or flexibility, robustness and low maintenance, and the application of a whole life cost approach. The immediate benefits are to local health and pollution. And It measured by Environmental impact Whole-life value Ecological footprint

## **Cultural value**

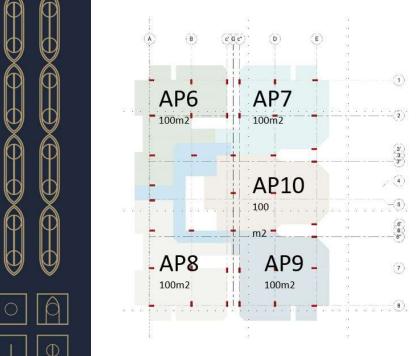
Culture makes us what we are. This is a measure of a development's contribution to the rich tapestry of a town or city, how it relates to its location and context, and also to broader patterns of historical development and a sense of place. Cultural value may include consideration of highly intangible issues like symbolism, inspiration and aesthetics. And It measured by Critical opinions and reviews Professional press coverage Lay press coverage.

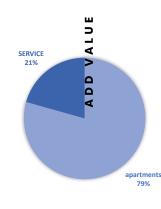
 $\mathbb{M}$ 

This stage involves assessing defining the Business Case and Client scope of the project is also defined in this stage, Depending on the circumstances, the stage can range from being a very quick review to in this stage, we study how to add value throw increasing building as a a building to organizational outcomes: productivity, profitability, environment that is safe in use, and we aim to add value to social throw Developments that make connections between people, for Environmental value we added value arising from a concern for intergenerational equity, the protection of biodiversity and the precautionary principle in relation to consumption of finite resources and climate change, and becase Culture makes us what we are we add value to cuture by add value to the building by rooting it in the design with consideration of highly intangible issues like symbolism, inspiration and aesthetics.

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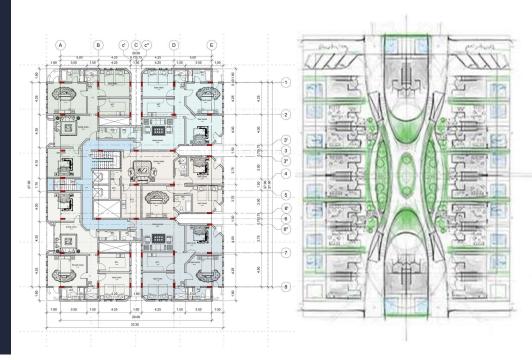




SPACES USAGE CHART

AP 3- apartment 7				
bed room	2 14 m² 17 m²			
KIT.	1 10 m²			
living room	1 24 m²			
M.bed room	119 m²			
WC.	3 3 m² 4 m²			

AP 3- apartment 8				
bed room	2 14 m² 17 m²			
KIT.	1 10 m²			
living room	1 21 m²			
M.bed room	121 m²			
wc	4 2 m <sup>2</sup> 4 m <sup>2</sup>			





in this stage we Prepare Concept Design, including outline proposals for structural design, building services systems, outline specifications and preliminary Cost Information along with relevant Project Strategies in accordance with Design program. Agree alterations to brief and issue Final Project Brief."

Following the issue of our proposal, we would take on board any comments and make alterations to the layout as necessary. We would then develop the concept further, considering some of the structure, finishes and cost implications.





# development

during this stage, the Concept Design is further developed and, crucially, the design work of the core designers is progressed until the spatial coordination exercises have been completed. This process may require a number of iterations of the design and different tools may be used, including design workshops.

By the end of develop stage, the architectural, building services and structural engineering designs will all have been developed, and will have been checked by the lead designer, with the stage design coordinated and the Cost Information aligned to the Project Budget.

Project Strategies that were prepared during develop Stage should be developed further and in sufficient detail to allow the client to sign them off once the lead designer has checked each strategy and verified that the Cost Information incorporates adequate allowances.

Change Control Procedures should be implemented to ensure that any changes to the Concept Design are properly considered and signed off, regardless of how they are instigated.



A D D I E





# im ple mentation

In this stage, we take over the design to the construction phase and make sure all the constructure elements will meet the stander and requirements defined in the project document and construction drawing.

At first, we provide the Production Information, The production information has two steps, the first step involves the preparation of detailed information for construction. Application for statutory approvals is done. The second step includes the preparation of further information for construction required under the building contract. The review of the information is provided by specialists.

Tender Documentation:

To enable a tender or tenders to be obtained for the project the tender documentation has to be prepared in detail.

Tender action:

This step involves in Identification and evaluation of potential contractors for the project. Obtaining and appraising tenders submission of recommendations to the client

Construction: In these, there are two steps Mobilisation:



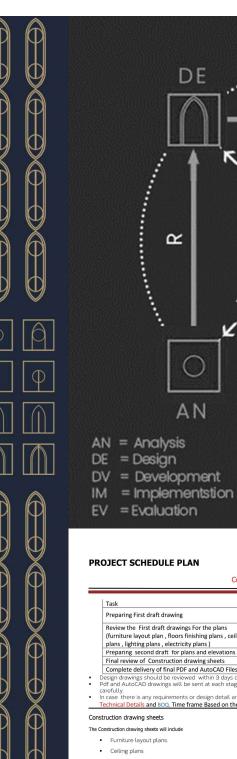


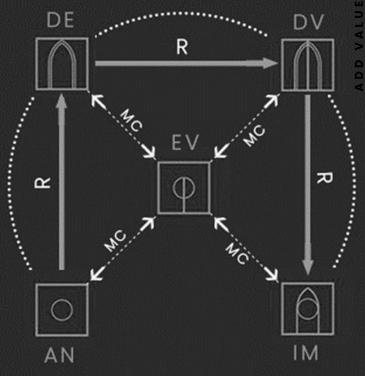


# Evaluation

Evolution proses is controlling and controlling pross, and this proses involving managing the time and quality and cost

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DV = Development

EV = Evaluation

MC = Monitoring & Controlling R = Review

### Construction drawing sheets

Task	Duration	Start	End	Week no. 1	Week no. 2	Week no. 3	Week no. 4
Preparing First draft drawing	5						
Review the First draft drawings For the plans	3						
(furniture layout plan , floors finishing plans , ceilings					<b>\rightarrow</b>		
plans , lighting plans , electricity plans )					Ť.		
Preparing second draft for plans and elevations .	5						
Final review of Construction drawing sheets	5						
Complete delivery of final PDF and AutoCAD Files	5					Y	

- Design drawings should be reviewed within 3 days of sending the drawing for review
   Pdf and AutoCAD drawings will be sent at each stage for review, please append the comment and modification request on the pdf file or d and make sure that every detail had reviewed
- In case, there is any requirements or design detail are modified, the schedule will be adjusted based on the size of the modification. Technical Details and BOQ. Time frame Based on the amount of workers

- Floor finishing plans.
- Electrical lawout plane

# Some of our Projects



# Residential Building.

Until now we designed more than 35 residential house, In a different country and different culture such as Saudi Arabia, united emirates and Sudan

We Always take The simplicity, accuracy and clarity of the lines, in addition to the symmetry in the edges and moderation in the public landscape, with the uniqueness of the addition of elements of modern design reduces the design to be characterized by the classic style of the innovative, which represents a unique architectural identity reflects the integrity and taste of the use

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We Always take The simplicity, accuracy and clarity of the lines, in



















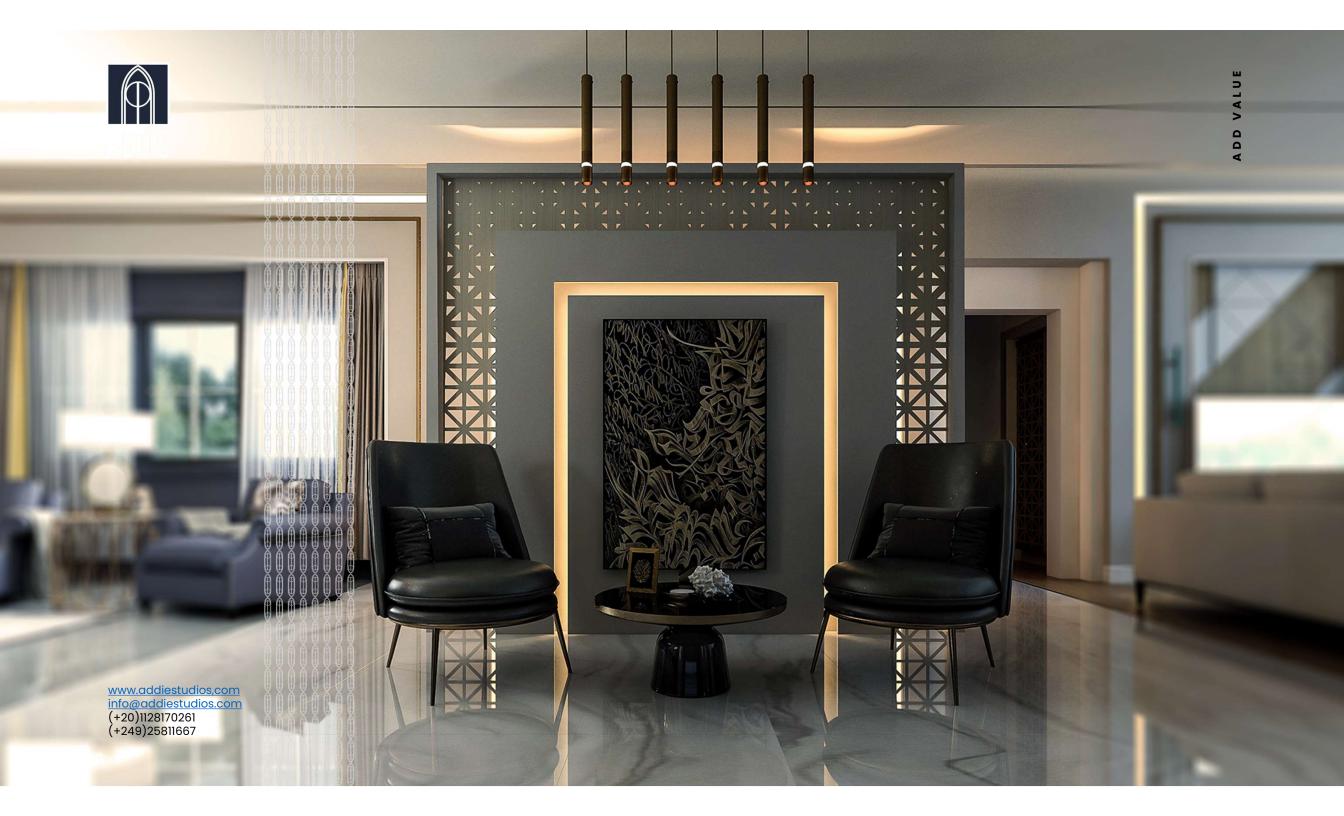


















































typology

residential, house, architecture design, interior design

Cit

Saudi Arabia KSA

Date

2018-2019

Status

Completed 2020

Client

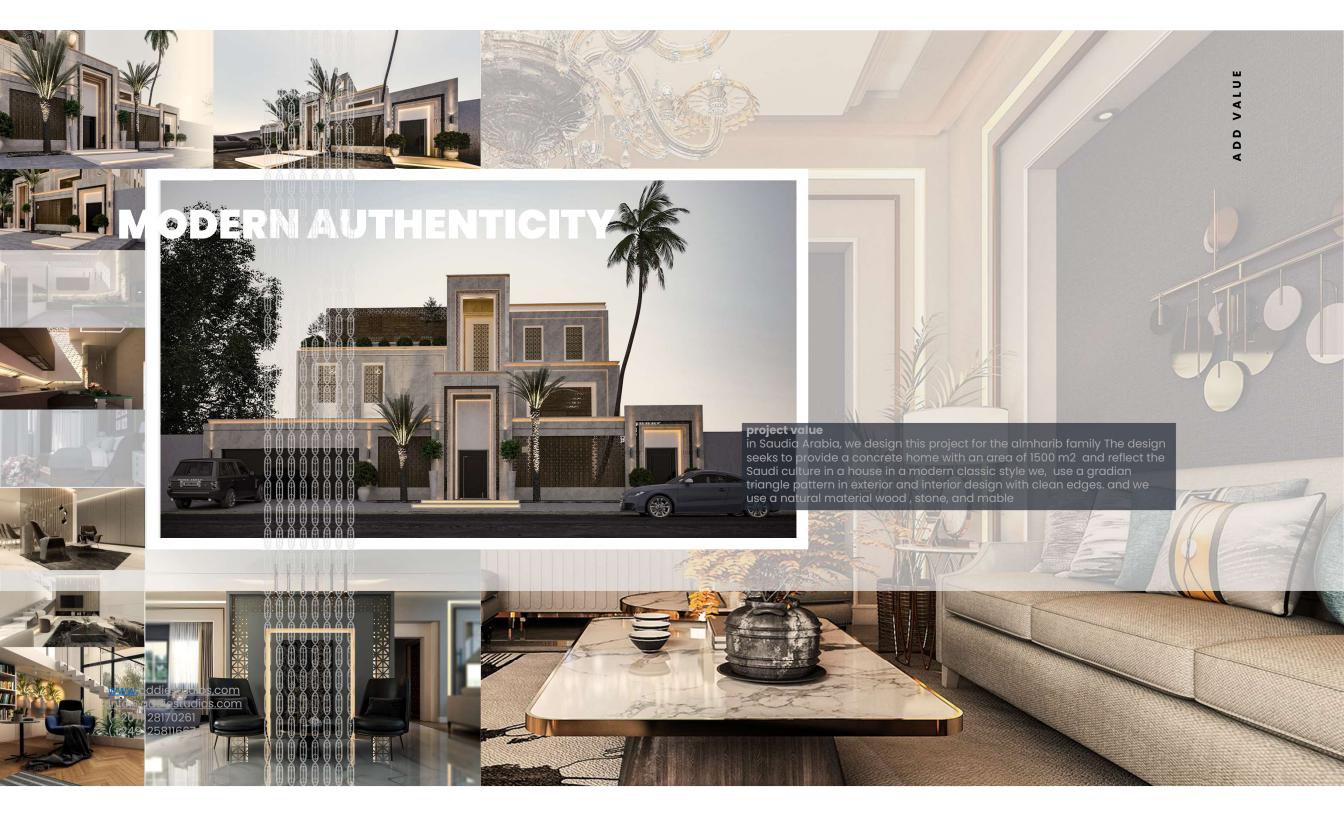
Mohammed Ibrahim Abdalaah ALMOHARIP

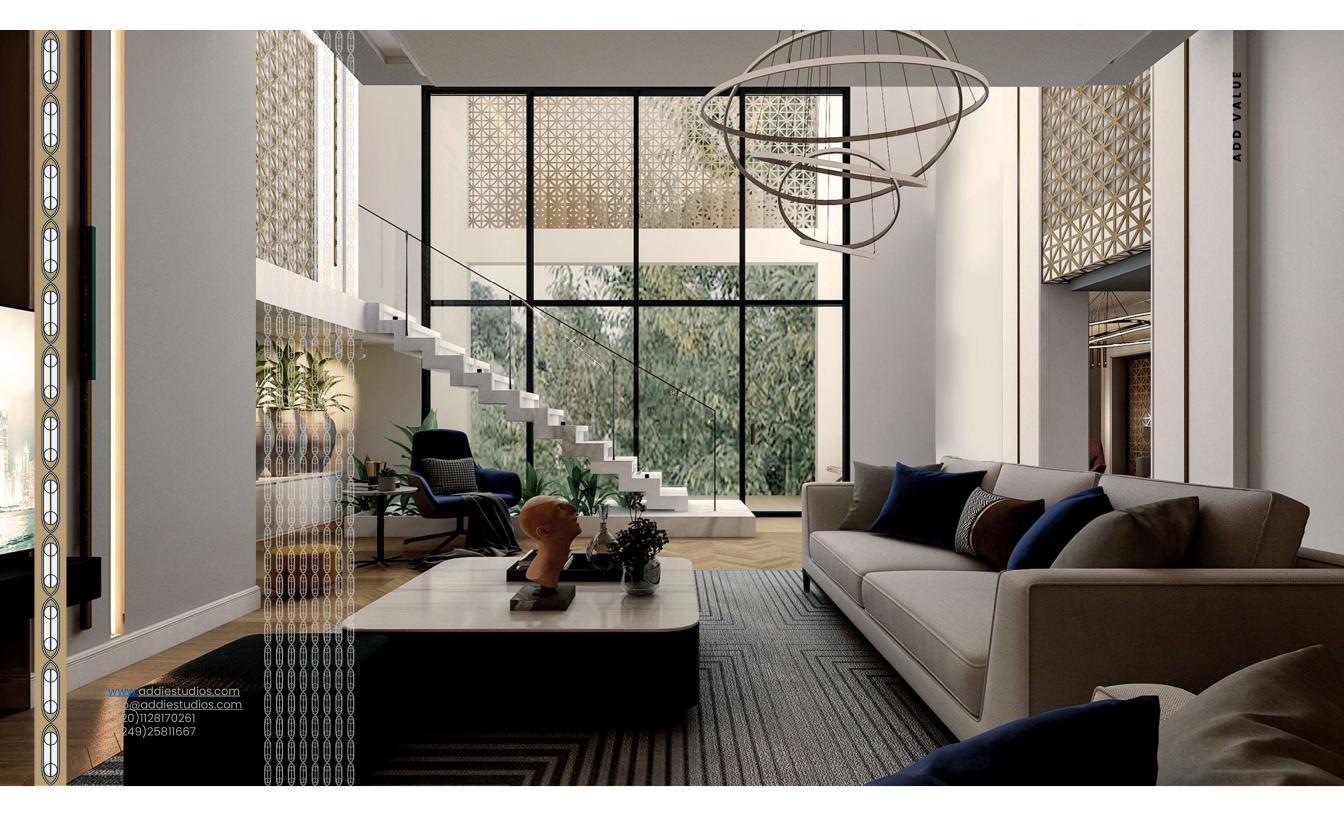
Team

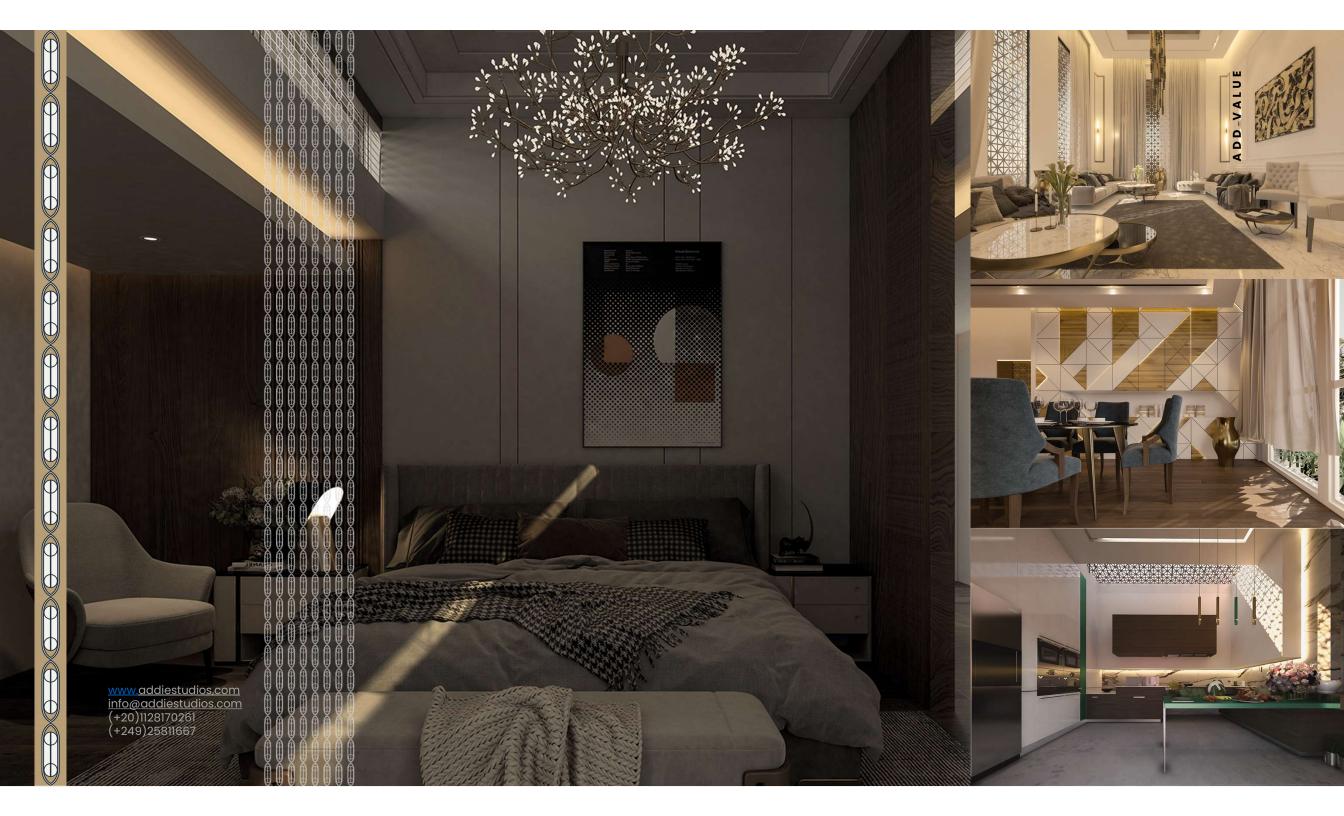
Project Architect - Abdalrhman Siddig Architect designer - Abdalrhman Siddig Interior design -Abdalrhman Siddig, Alaa Mehaisi sevel eng - monzer altag

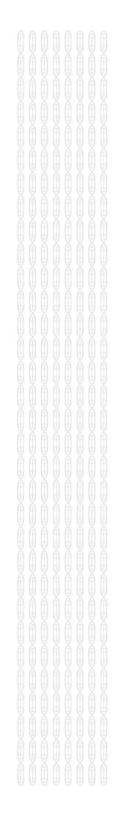
# project value

in Saudia Arabia, we design this project for the almharib family The design seeks to provide a concrete home with an area of 1500 m2 and reflect the Saudi culture in a house in a modern classic style we, use a gradian triangle pattern in exterior and interior design with clean edges. and we use a natural material wood, stone, and mable











**Typology** Hotel , architucture design

City **Kigali - Rwanda** 

Date

2020-2021

Status

2021

Client

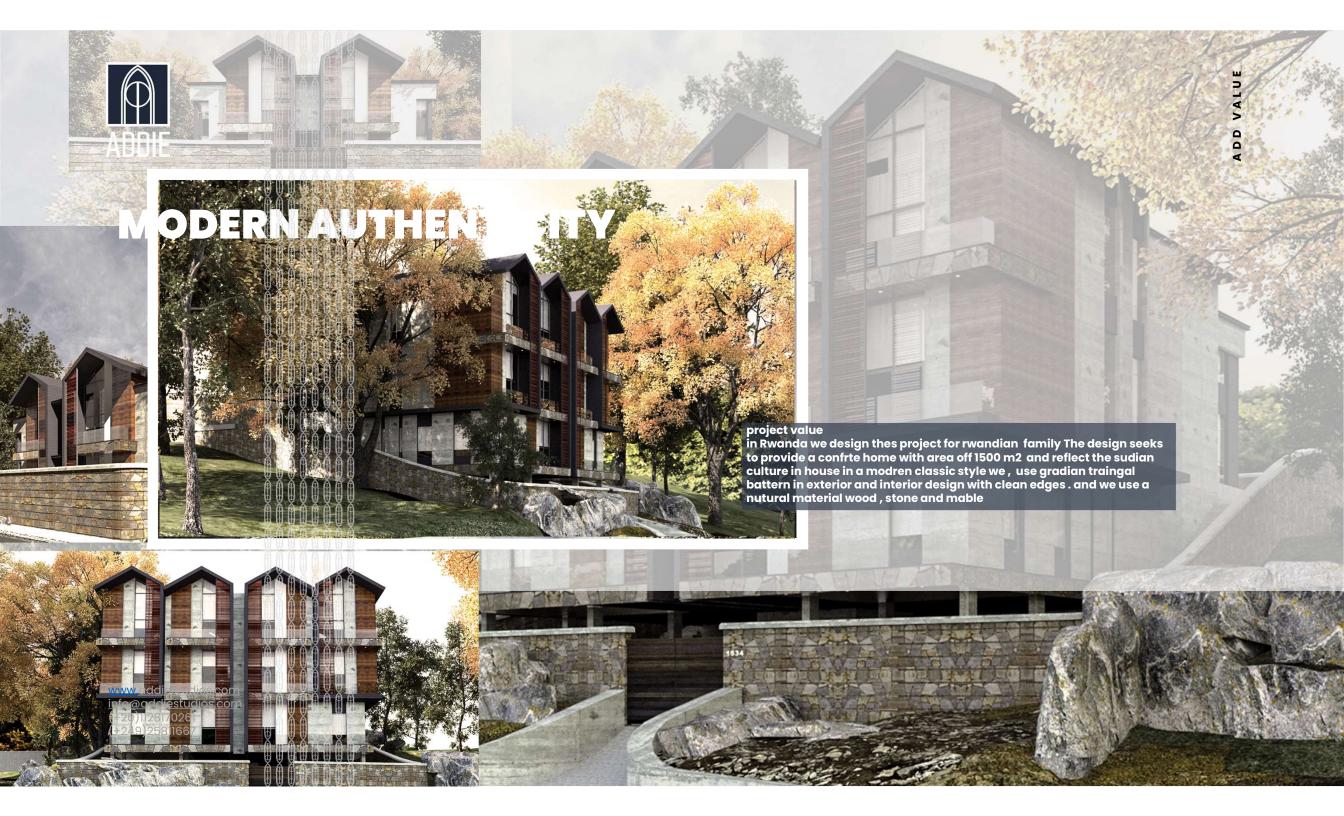
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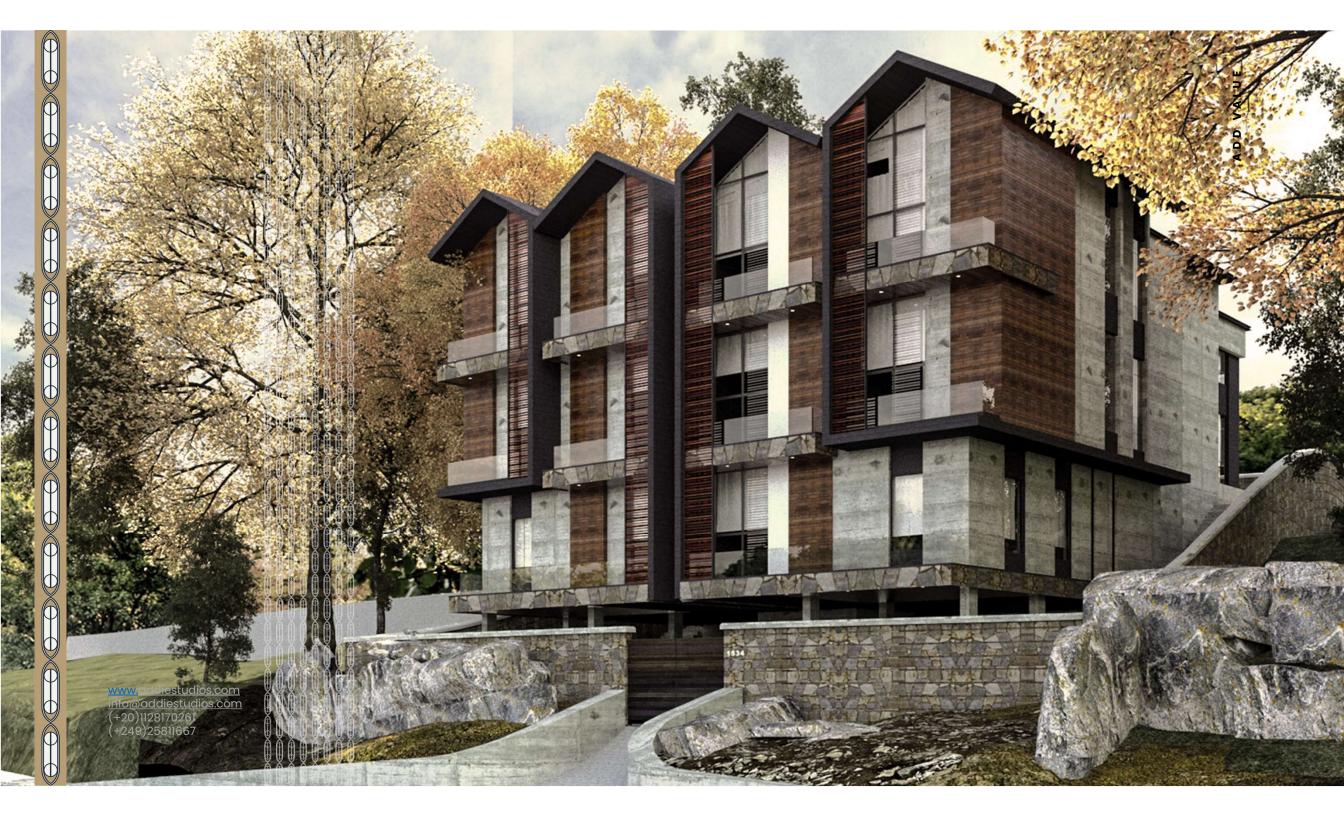
Team

Architecture, Landscape Architecture

project value

in Rwanda we design thes project for rwandian family The design seeks to provide a confrte home with area off 1500 m2 and reflect the sudian culture in house in a modren classic style we, use gradian traingal battern in exterior and interior design with clean edges. and we use a nutural material wood, stone and mable







**Typology** Hotel , architucture design

City **Kigali - Rwanda** 

Date

2020-2021

Status

2021

Client

privet clint

Team

Architecture, Landscape Architecture

in sudan we design thes project for abed family The design seeks to provide a confrte home with area off 500 m2 and reflect the sudaness culture in house in a modren classic style we, use gradian traingal battern in exterior and interior design with clean edges . and we use a nutural material wood , stone and mable







# **Neoclassical Architecture**



**Typology** residential, house,

Scope

architecture design, structure design, MEP design interior design

City

SUDAN - khartoum

Date

2019-2022

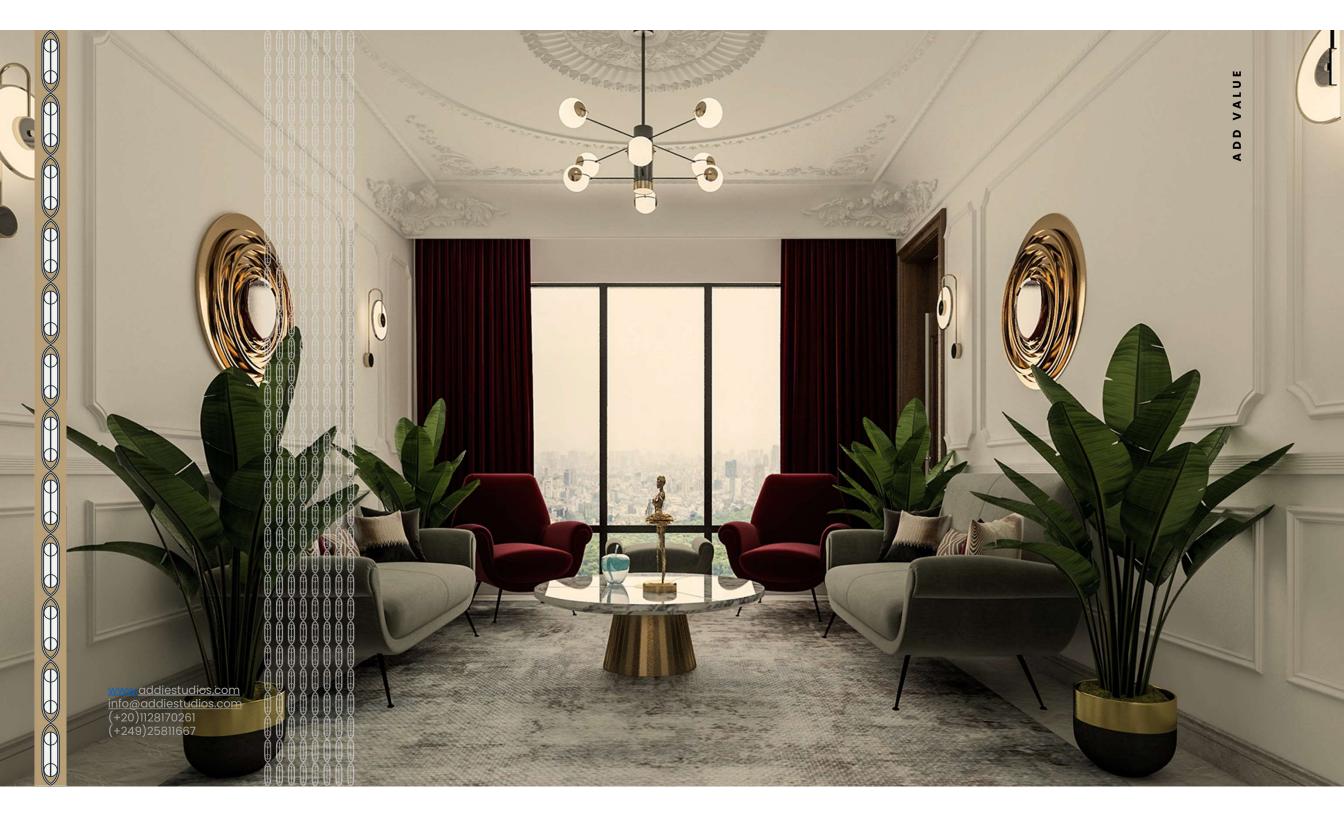
Status

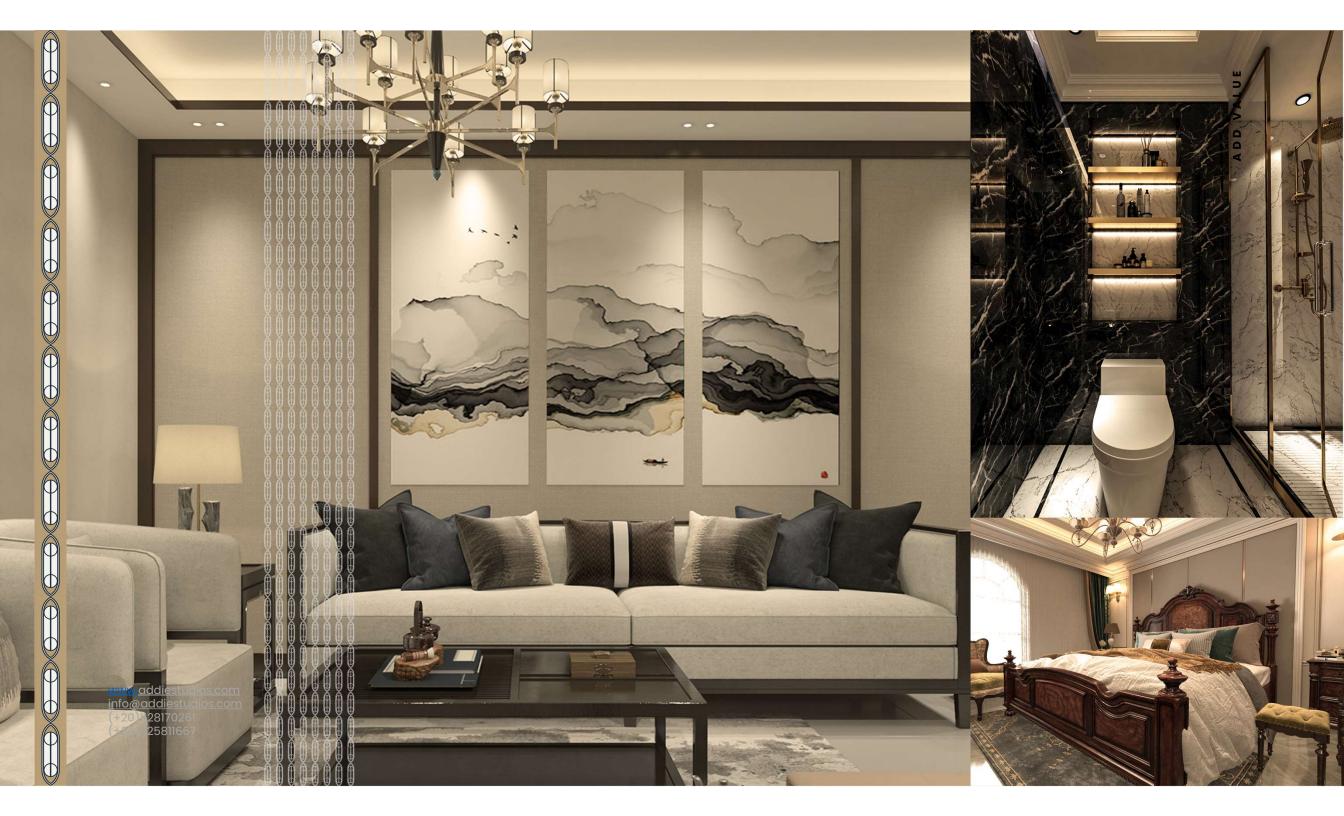
ongoing, implementation phase

Mohammed Ibrahem Abdalaah ALMOHARIP

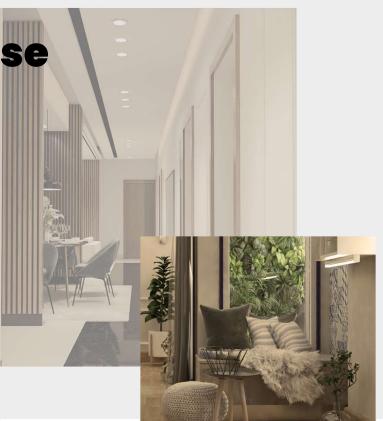
in sudia arabia we design thes project for almharib family The design seeks to provide a confrte home with area off 1500 m2 and reflect the sudian culture in house in a modren classic style we, use gradian traingal battern in exterior and interior design with clean edges . and we use a nutural material wood, stone and mable







# Nature house



**Typology** Hotel , architucture design

City **Kigali - Rwanda** 

Date

2020-2021

Status

2021

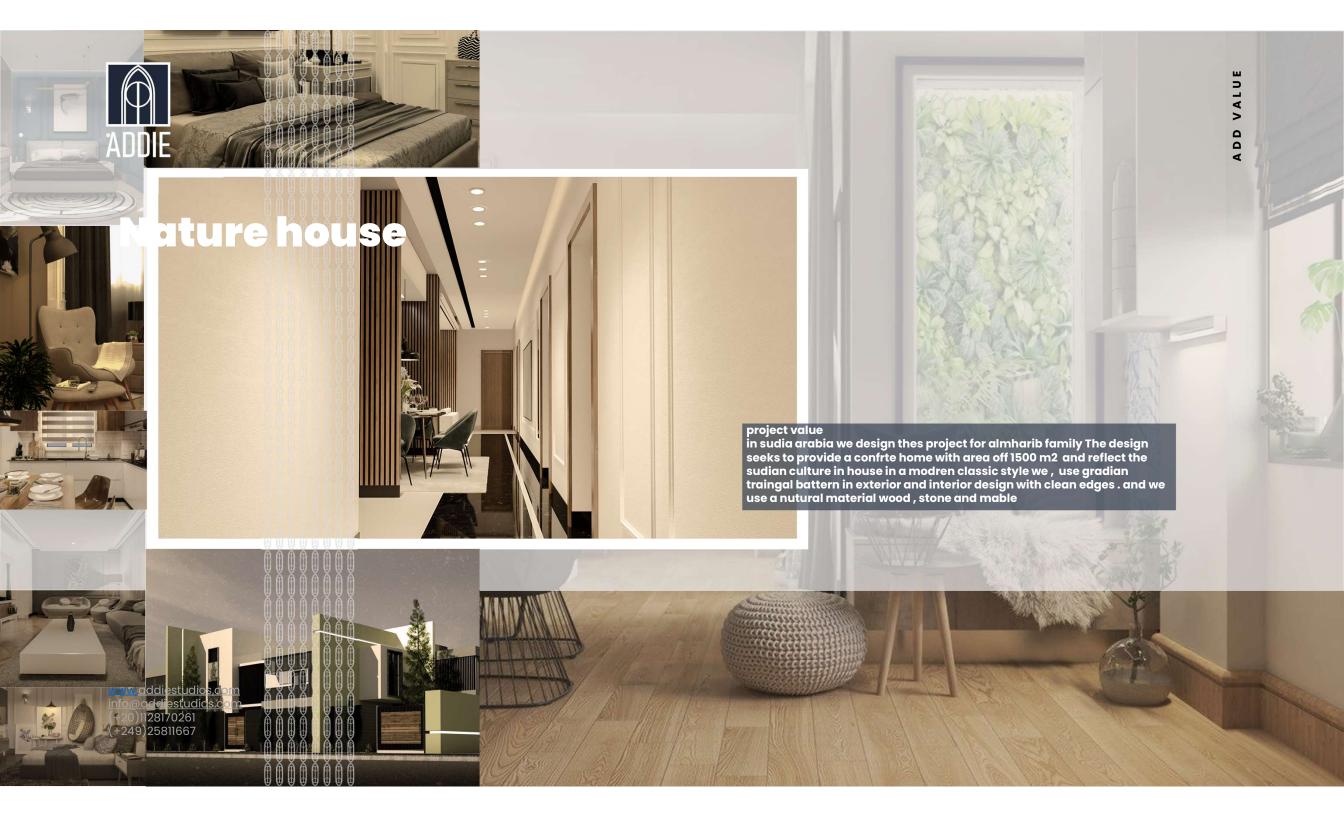
Client

privet clint

Team

Architecture, Landscape Architecture

project value in sudia arabia we design thes project for almharib family The design seeks to provide a confrte home with area off 1500 m2 and reflect the sudian culture in house in a modren classic style we, use gradian traingal battern in exterior and interior design with clean edges . and we use a nutural material wood , stone and mable











**Typology** residential, house,

Scope

architecture design , structure design , MEP design

City

SUDAN - khartoum

Date

2020

Status

Completed 2020

Client

Mr Omar.

project value

in sudia arabia we design thes project for almharib family The design seeks to provide a confrte home with area off 1500 m2 and reflect the sudian culture in house in a modren classic style we, use gradian traingal battern in exterior and interior design with clean edges. and we use a nutural material wood, stone and mable







## Simple house



**Typology** residential, house,

architecture design, structure design, MEP design interior design

City

SUDAN - khartoum

Date

2021

Status

ongoing, implementation phase

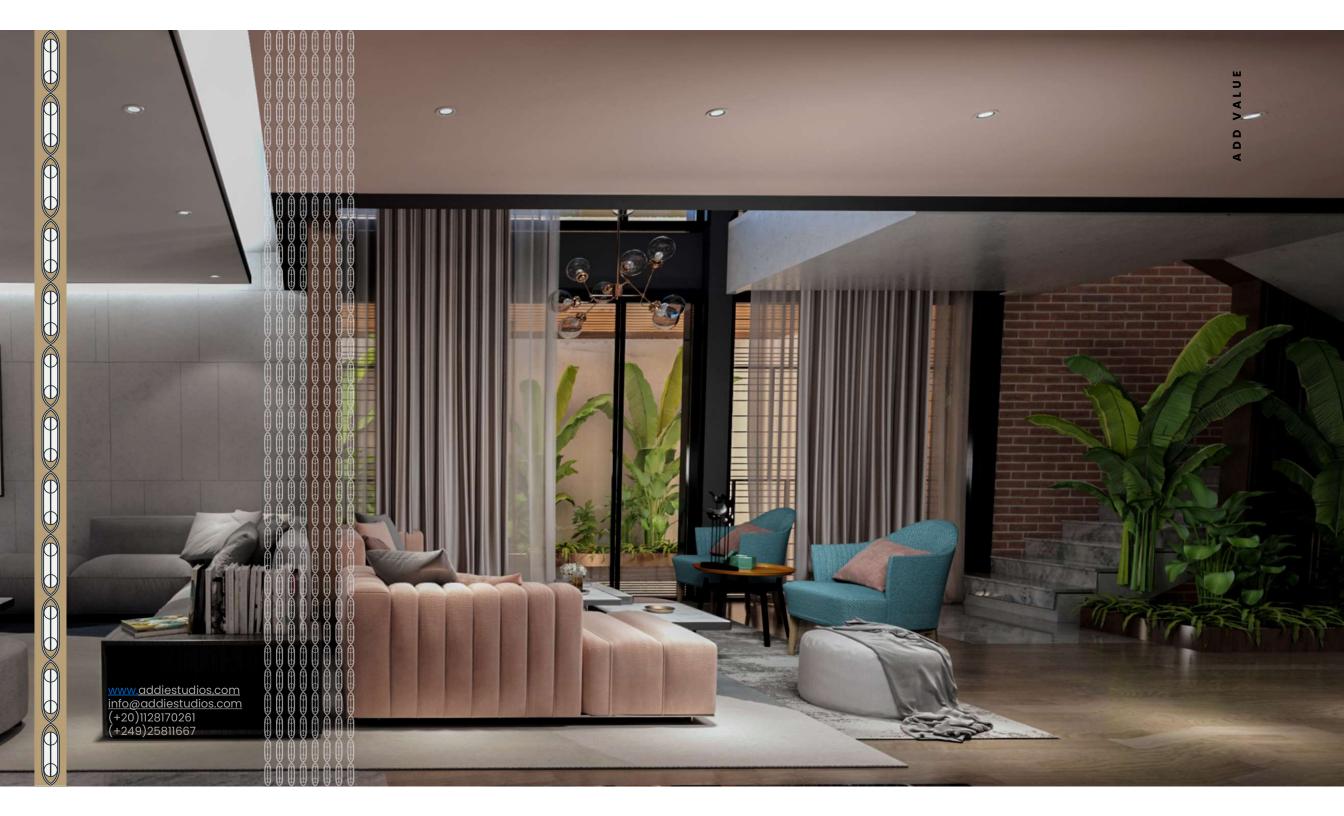
Client

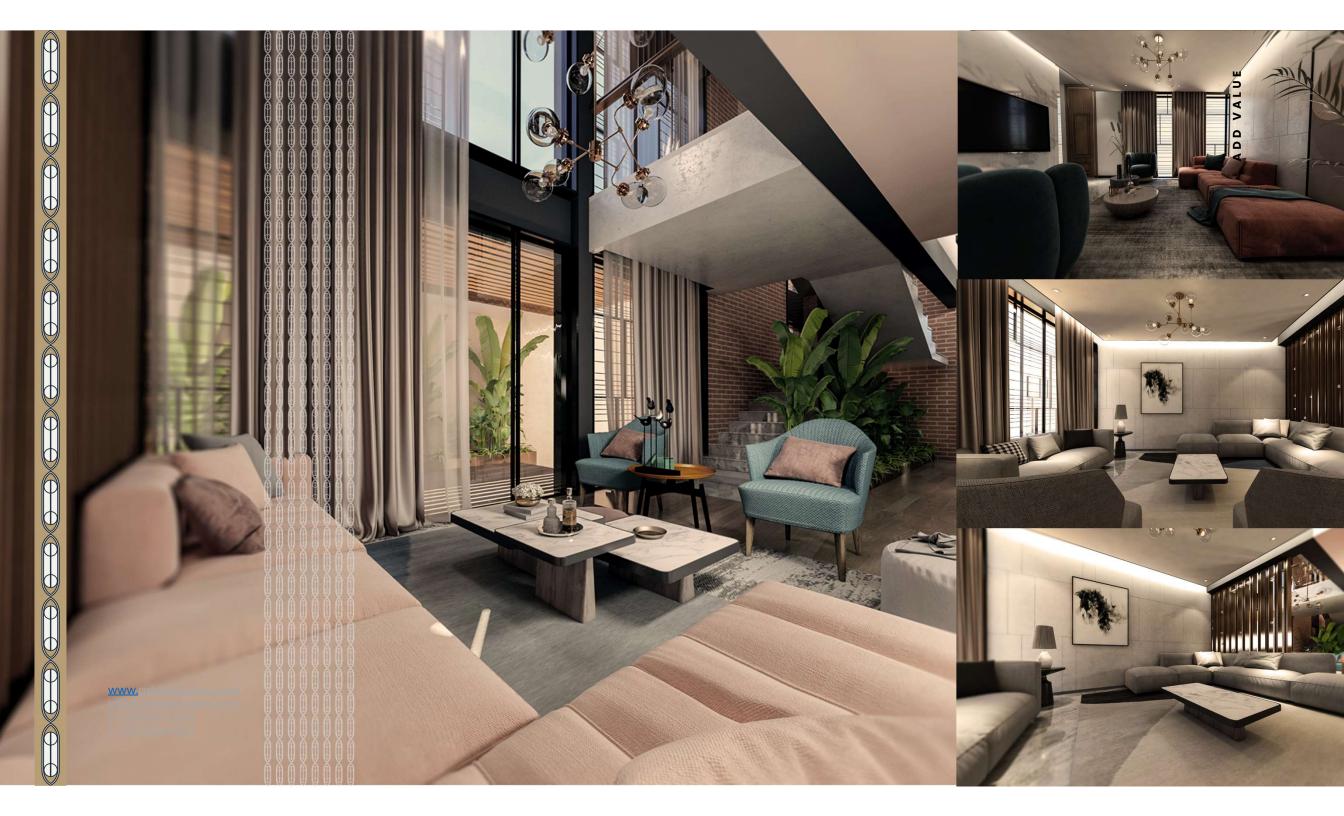
Mr. mohammad saed

project value

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**Typology** residential, house,

Scope

architecture design, structure design, MEP design interior design

City

SUDAN - khartoum

Date

2021

Status

ongoing, implementation phase

Client

Mr. mohammad saed



in sudia arabia we design thes project for almharib family The design seeks to provide a confrte home with area off 1500 m2 and reflect the sudian culture in house in a modren classic style we, use gradian traingal battern in exterior and interior design with clean edges . and we use a nutural material wood, stone and mable









**Typology** residential, house,

architecture design, structure design, MEP design interior design

SUDAN - khartoum

Date

2021

Status

ongoing, implementation phase

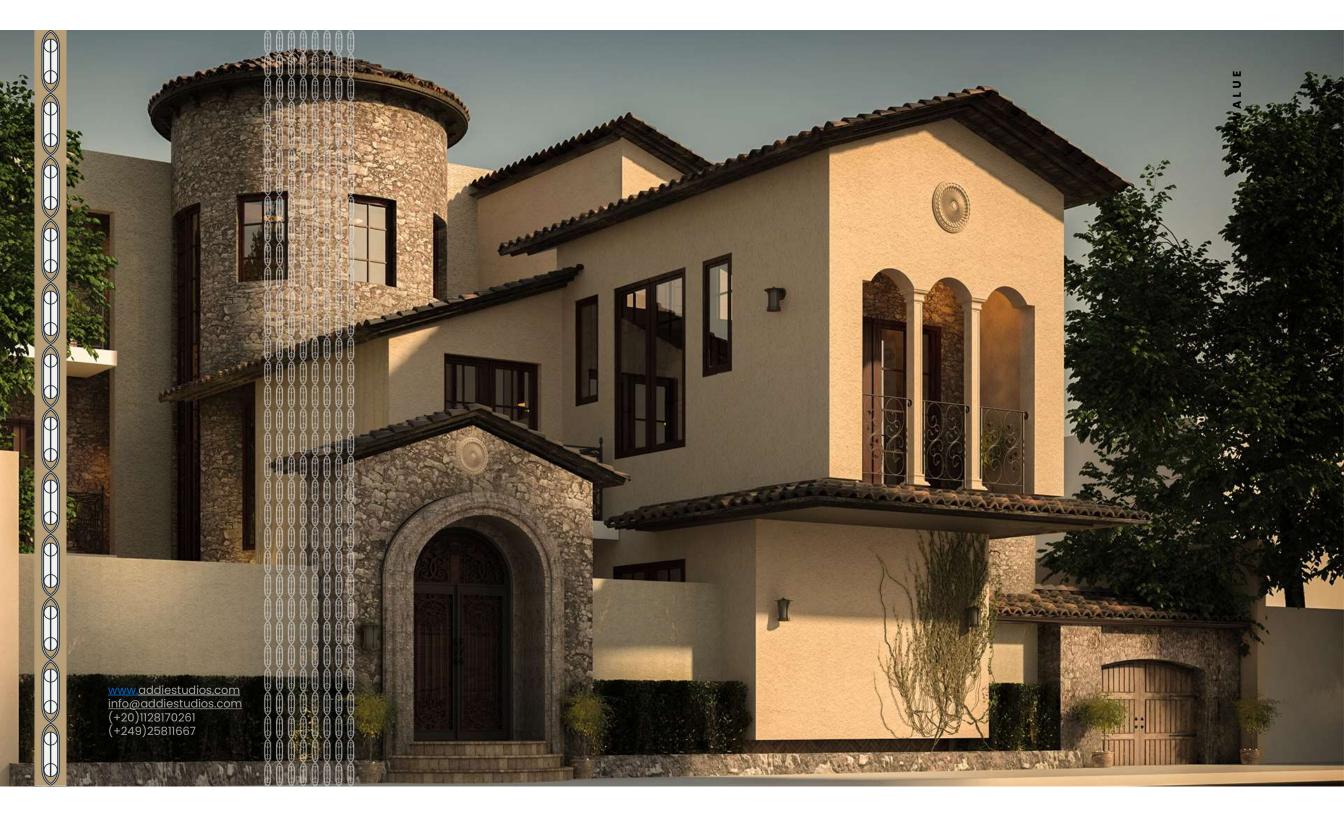
Client

Mr. mohammad saed

project value

in sudia arabia we design thes project for almharib family The design seeks to provide a confrte home with area off 1500 m2 and reflect the sudian culture in house in a modren classic style we, use gradian traingal battern in exterior and interior design with clean edges. and we use a nutural material wood, stone and mable







## **Brick house**



**Typology** residential, house,

architecture design, structure design, MEP design interior design

SUDAN - khartoum

Date

2021

Status

ongoing, implementation phase

Client

Mr. mohammad saed

in sudia arabia we design thes project for almharib family The design seeks to provide a confrte home with area off 1500 m2 and reflect the sudian culture in house in a modren classic style we, use gradian traingal battern in exterior and interior design with clean edges. and we use a nutural material wood, stone and mable







## Thanksfor your valuable time

