

DIVERCITY

DOWNTOWN CAIRO

ETH Studio Basel Contemporary City Institute
Julia Dyllong, Aiste Plentaite

Prof. Jacques Herzog
Prof. Pierre de Meuron
Manuel Herz
Shadi Rahbaran
Ying Zhou

THE MIDDLE EAST STUDIO
Wintersemester 2010

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„ONCE THE RATHER EXCLUSIVE DOMAIN OF THE COLONIAL P
HAS OBVIOUSLY UNDERGONE A DRAMATIC TRANSFORMATION
JANET ABO LUGHOD



FOREIGNERS AND FRANC PHONIC EGYPTIAN ELITE, THIS ZONE
SINCE THE REVOLUTION OF 1952“





„THE COUNTRY IS NOT IN AFRICA ANYMORE... IT IS A PART OF

KHEDIVE ISMAIL

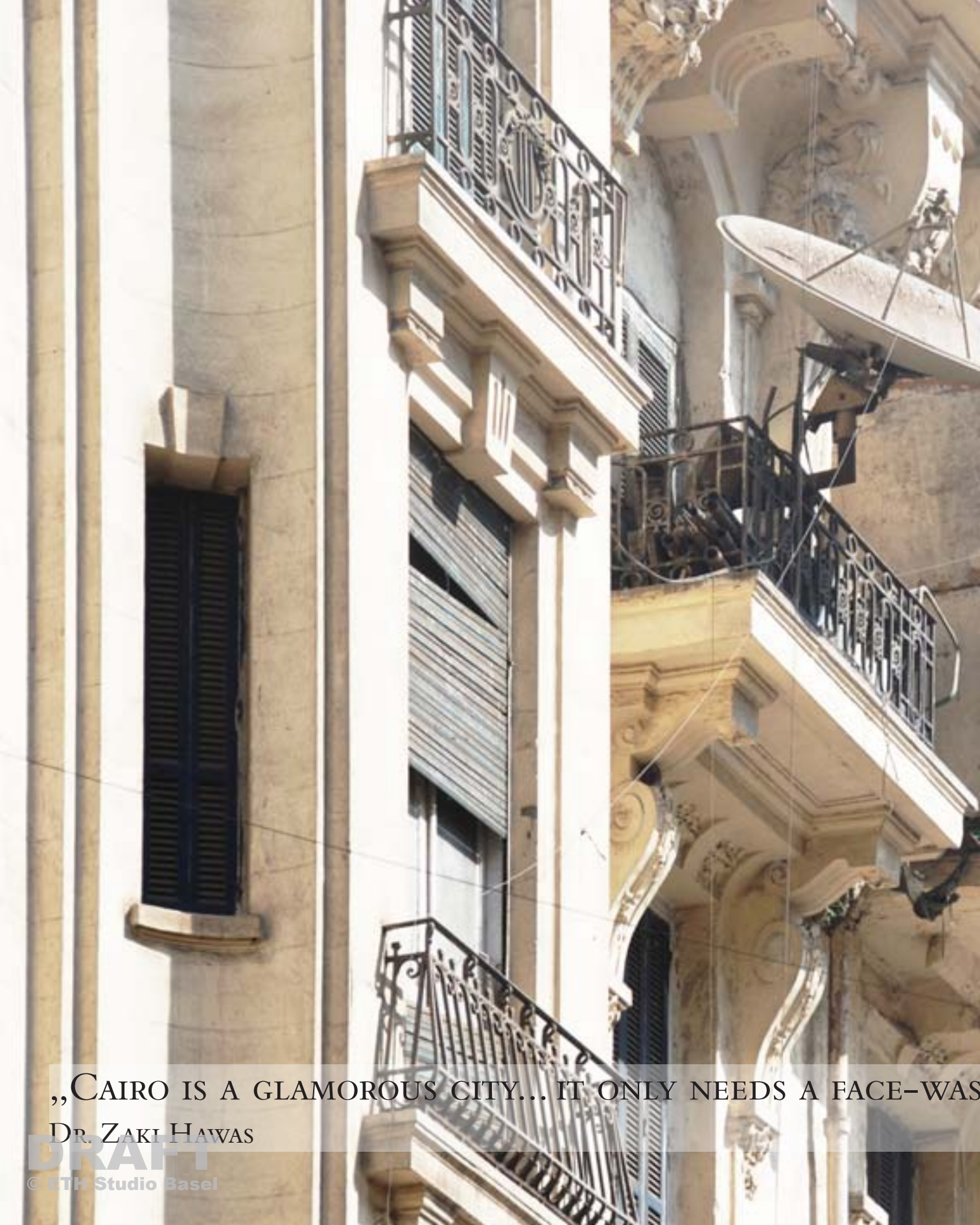
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OF EUROPE NOW. “

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„CAIRO IS A GLAMOROUS CITY... IT ONLY NEEDS A FACE-WAS

DR. ZAKI HAWAS

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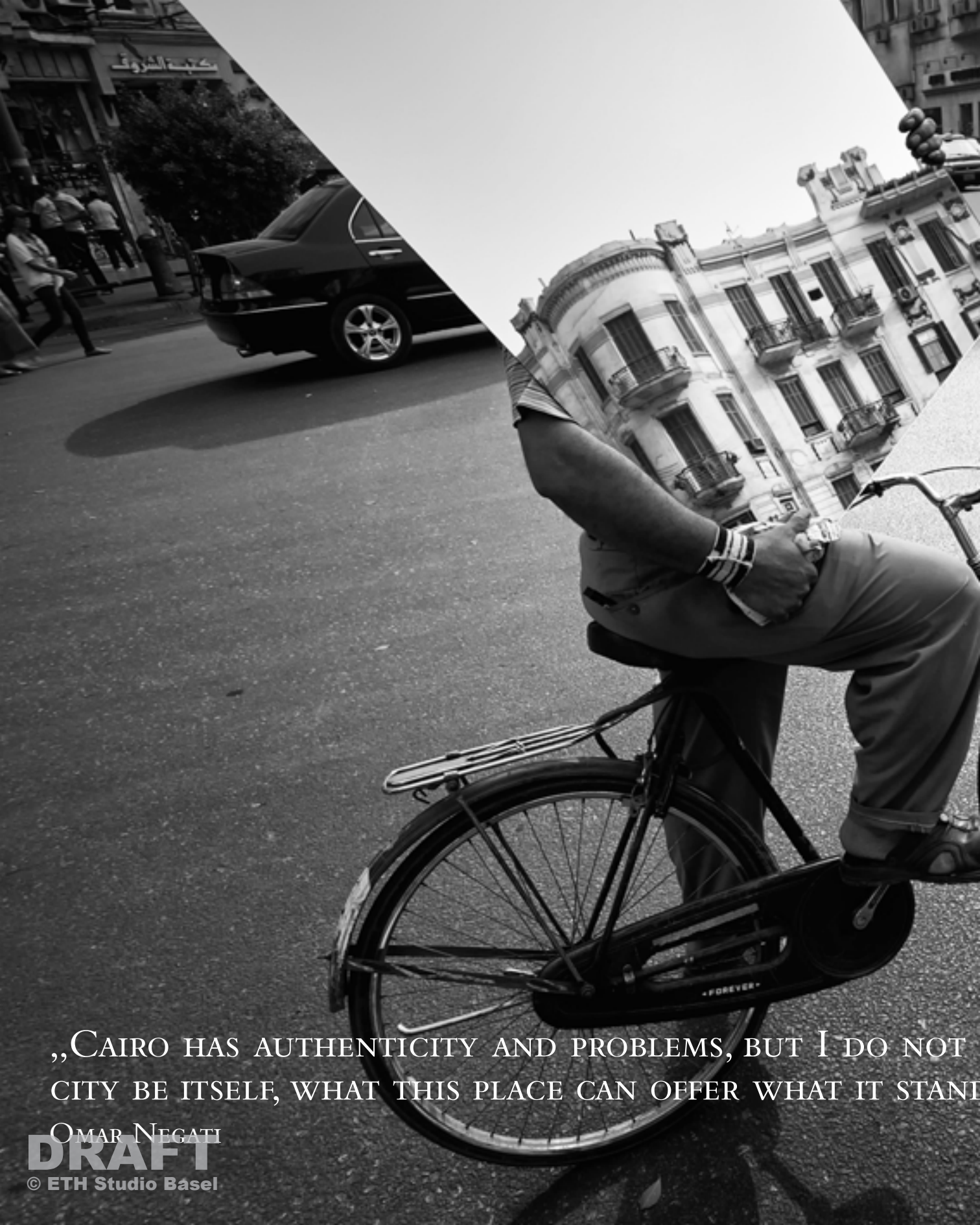


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„DOWNTOWN WAS INSPIRED BY PARIS. IT USED TO BE A BIG SPOT OF INTELLECTUALS, A PRESTIGIOUS PLACE WITH MINISTRIES, INSTITUTIONS, CAFES, BOUTIQUES AND MUSEUMS... AFTER THAT THERE WAS THE NATIONALISATION OF THE BUILDINGS AND THE RENTS WERE BLOCKED, THE DOWNGRADE OF THE AREA STARTED.

PARADOX: CAIRO DOWNTOWN IS BECOMING A PERIPHERICAL SPACE DESPITE ITS CENTRAL POSITION.“

PIERRE-ARNAUD BARTHEL



„CAIRO HAS AUTHENTICITY AND PROBLEMS, BUT I DO NOT
CITY BE ITSELF, WHAT THIS PLACE CAN OFFER WHAT IT STAND

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WANT A NEW NEW YORK, JUST A NEW MODEL. I WANT THE
DS FOR AND THAT WOULD MAKE THE DIFFERENCE.“

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THANK YOU!

We would like to thank warmly all those who helped preparing this book:

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FOREWORD

URBAN HISTO

URBAN LAYER

URBAN USER

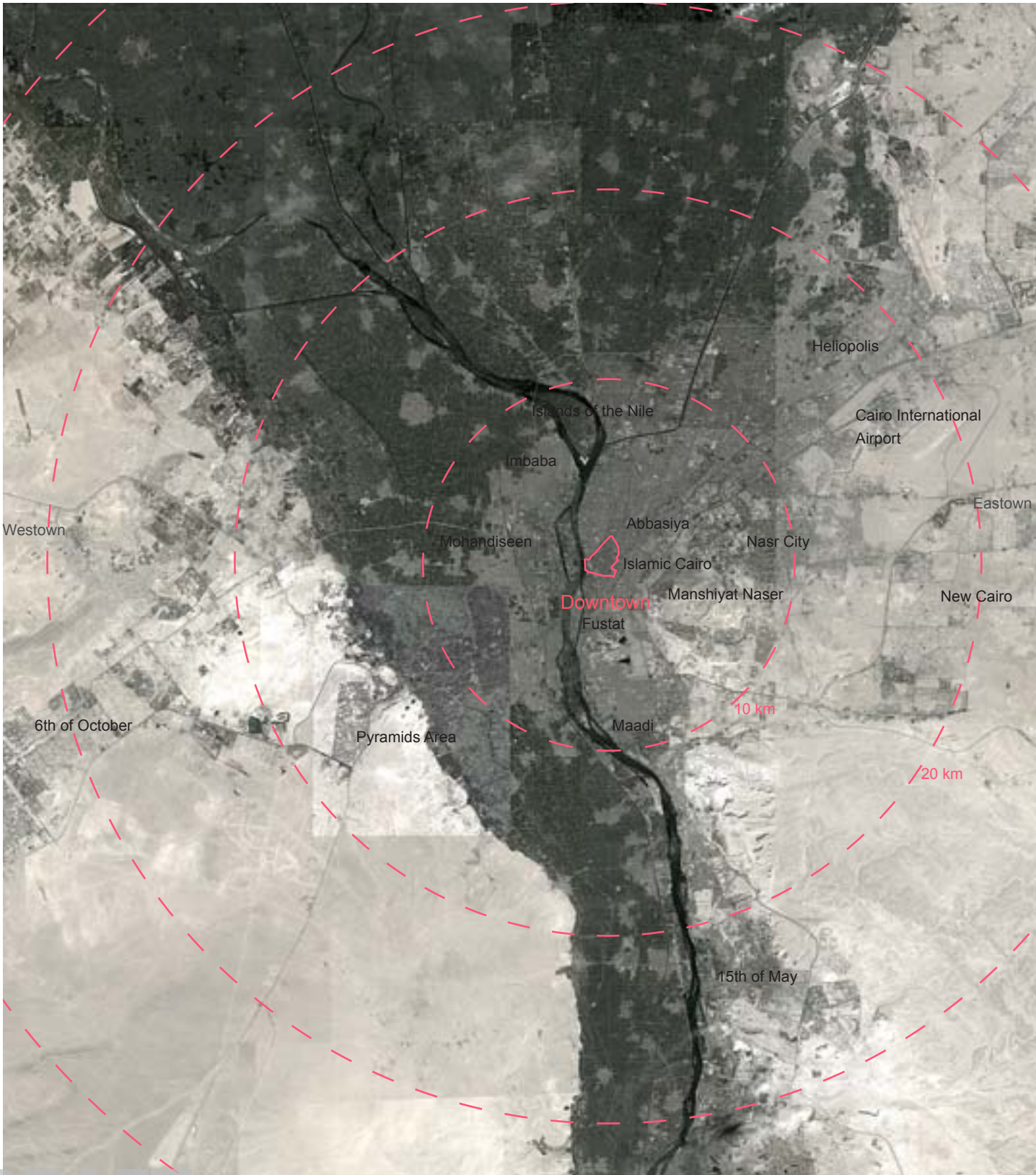
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THE TRIUMPHANT DOWNTOWN AS THE HEARTBEAT OF CAIRO



Cairo, as a city in the Middle East and the capital of Egypt, is the largest and most complex city in Africa. It was founded by the Fatimid dynasty in the 10th Century and grows continuous on a dense bed of history. Until today the vast city sprawls more and more westwards and eastwards. New Cities are developed in the desert and gated communities are created. The need of space leads to expansion bearing the desert. The green spaces are limited so that the amount of green space per citizen has been calculated at thirteen square centimeters, not enough to cover a child's palm. This fact also influences the air pollution, which is basically caused by traffic. The congestion is another major problem of Cairo. Little organization and an excessive supply of vehicles daily affect chaos on Cairo's streets.

The influence of diverse cultures and epochs are reflected in the cityscape and this situation immediately attracts attention. The city provides different ways of life and shows connections between every social layer as well as total urban segregation. All indicators are subsumed into an organism with discriminative structures and associations. There are various cultures with their own norms and traditions within the different districts of Cairo. The town lives by its own contradictions and is also one of the dense populated cities in the world. The population is today estimated at around seventeen million and is swollen by thousand new migrants every day. The every day life is determined by manifold cultures, people, lifestyles and political life, but all live in respectful and accepted relationship with each other. which is reflected in the religion and plays a very important roll in Cairo. It happens that even the poorest can be respected for piety and in the mosque you will see a millionaire and beggar kneel side by side.

Cairo, eminently Downtown, is a city full of life and movement, and it is that way almost twenty four hours a day, with the noisy honking of horns, call for prayers and children playing in the streets merchants selling their wears and services and blanket of smog. Downtown Cairo is the district in the centre of Cairo and acts as the heartbeat of the city and is located next to the river Nile. It represents the heart of the city since onset of modernity and Cairo's Belle Époque.



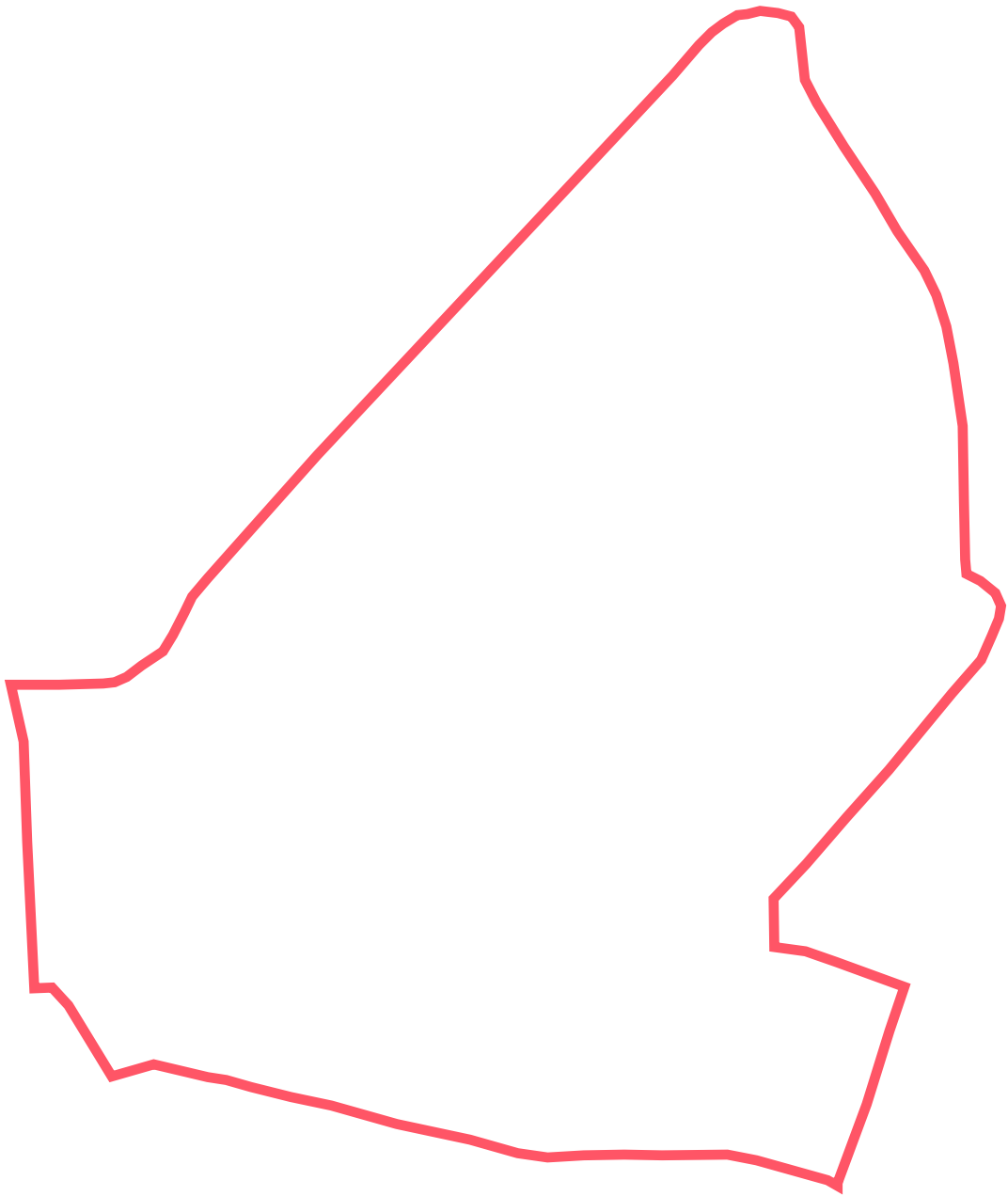
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MULTIPLICITY

ALTERATION OF URBAN CULTURE AND ITS IMPORTANCE

Downtown Cairo, the center district of Cairo, is situated on the east bank of the river Nile. The district is also known as Wust El-Balad (دبلال طسو), which literally means the center of the city. The area extends from the Ezbekiya Gardens to the Midan Tahrir and effort the influences of the Western planning, especially by the French culture. The District was established in the late 19th century and began as the modernization project under Khedive Ismail, the grandson of Muhammad Ali, who is considered the „father of modern Egypt“ and influence of Hausmannian planning and landscaping are visible in the thoroughfares and thirteen squares realized. With the Masterplan of 1867 by Khedive Ismail started a new era of the Belle Époque in Cairo. Khedive’s plan for Cairo leaves a legacy of important spaces, urban blocks, new axis and accesses and cultural and social programs.

Downtown Cairo is a site of immense opportunity and cultural importance. The multi-cultural city has a high immigration rates there are people from all over the world and various cultures living in one city. Cairo is nearly unique. It has some non-Egyptians living in it, mostly from Arab countries, and the occasional international students and foreign workers. Every day there are workers, visitors and business people coming into Downtown. This is also a reason why each area in the city has its own culture. The Centre is a place of rich urban culture and heritage. In this thesis we consider the preservation of the cultural heritage. The historic urban fabric of the Centre and the cultural identity has been analyzed related to the social space. The main focus for us is the urban transformation in Downtown Cairo in its physical, ideological, social and structural way to understand and explain the modern heritage. Furthermore we defined the urban rejuvenation and the future development. The potential for a revitalization and gentrification of Downtown seems to be realizing itself slowly. The multiple city shows divers extremes, which are coexisting: Rich and Poor people are living in a Centre of westernization and traditionalism. This complexity leads to a frame of mind of complacency and desperation. These things are adjudged in a transformation so that the living in Downtown Cairo operates a link between the past and future.



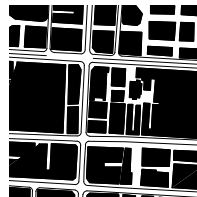
Downtown Border



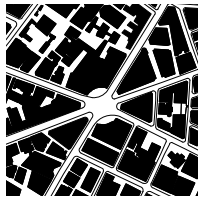
Main Axes of Masterplan 1867



Organic Structure



Grid Iron Structure



Radial Structure

Urban Patterns

The built form is responsive to each pattern which varies from one area to the other. A significant feature are the corner buildings around the squares. Throughout the area there has been subdivision of the former larger palaces plots. Building heights in the area varies between 6 to 8 floors, the radiational courtyard typology is still evident in places and functions properly as breathing semi-public spaces.

FOREWORD

URBAN HISTO

URBAN LAYER

URBAN USER

URBAN TRANS

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THE ROLE OF DOWNTOWN IN THE CITY CONTEXT

1800

The old medieval city with the Fatimid core was the city center for many centuries.



1869

Under Khedive Ismail the the „modernisation“ of Cairo with a new Masterplan began. Paris Hausmann’s plan was an example for thiw modern Cairo: streets were planned in straight lines and right angles and 13 new swuares (midans) were made. The area known as Ismailia quarter, today the downtown area was ment to inhabit rich an noble people and to serve as a new city center.



1930s

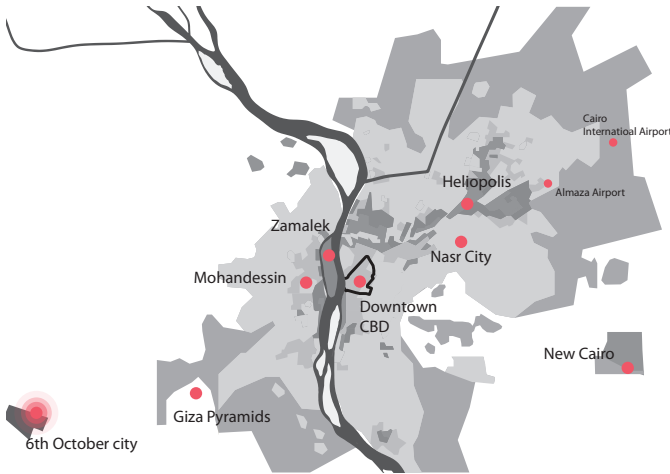
Cairo’s Belle Epoque years and glorious times. The city in tis colonial times of french occupation has rapidly increased in its population.





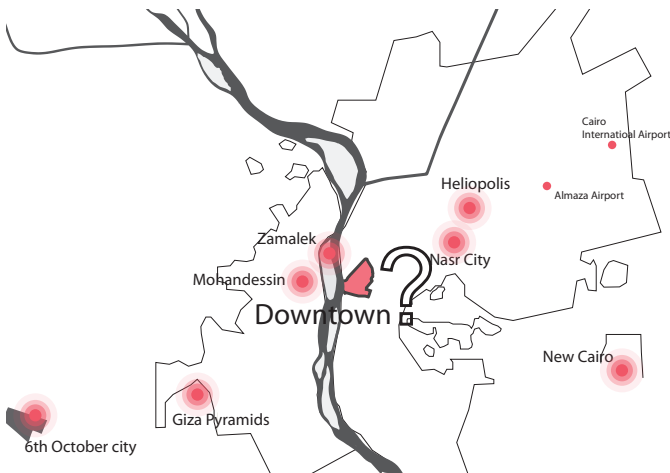
1950s Dispersed City

After the 1952 revolution and with President Nasser Cairo Downtown witnessed a big turning point, especially in socio-cultural changes. Many Buildings and shops were taken over by the governmental forces, wealthy families started to leave Downtown for other luxury areas such as Zamalek and new dessert cities. Once prestigious downtown has lost its density and population of the middle and upper class. As in the coming decades the city expanded into the dessert and new cities planned by the Government such as Nasser city, Cairo has lost its center. Cairo became something as a multi-fragmented city.



2010 Decentralisation

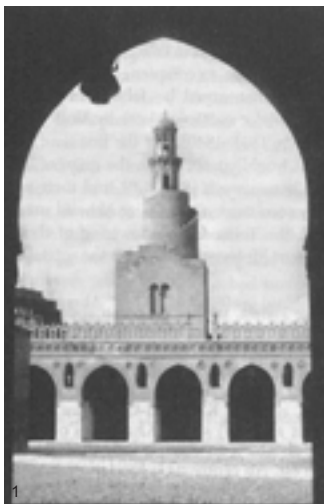
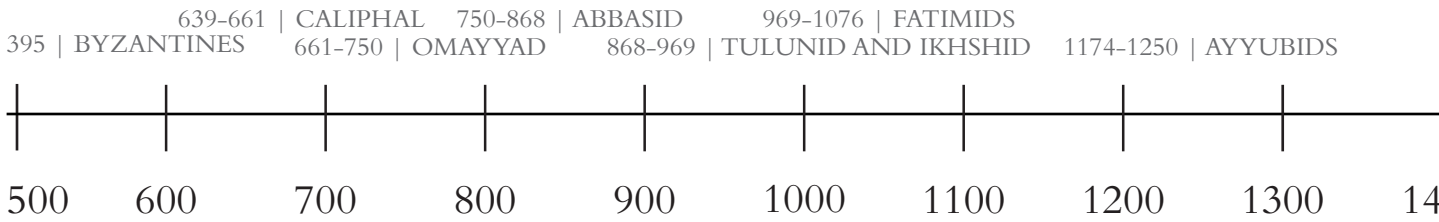
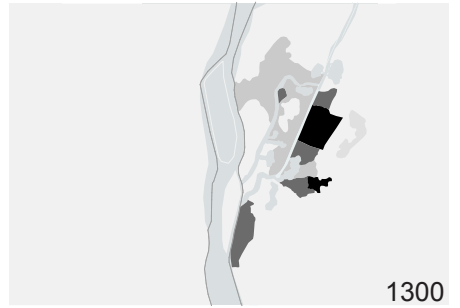
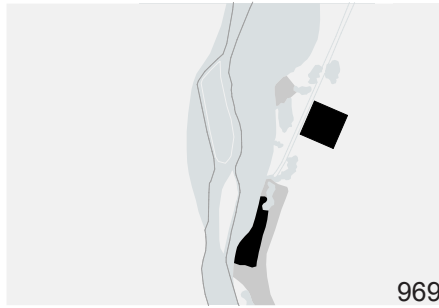
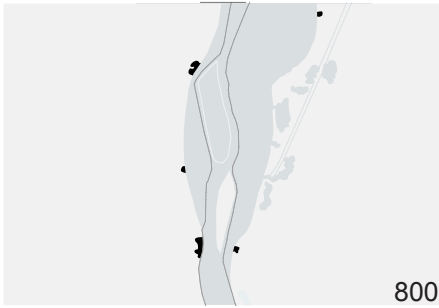
Cairo today is witnessing the trend of commercial and economic decentralization. Downtown is also losing its role as a cultural and touristical center of the city with the moving of the Egyptian Museum to the Pyramids Area. The Campus of the American University in Cairo was also moved to periphery and there are some plans to move the Stock Exchange and Mogamma buildings. Downtown today is contested and diverse place, between the rich and the poor. As downtown has lost its aesthetic quality and attractiveness as a place to live it is thus transformed today in something as a central circulation area.



Future

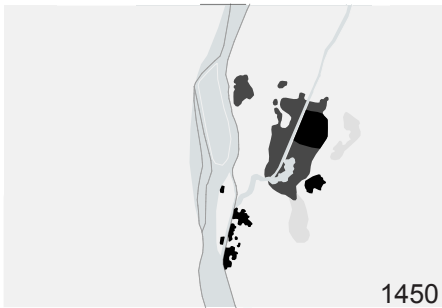
As some important functions are leaving downtown (Mogamma building with its governmental offices, The Egyptian Museum, Stock Market building) will Downtown have a possibility to become a cultural, economical, political city center again or will it merely stay a domain for circulation? Downtown with its belle-epoque building stock and central location along the Nile has a huge potential to recover and become a central place for recreational, culture, entertainment.

HISTORICAL OVERVIEW OF CAIRO



- 1 | 879 Mosque of Ibn Tulun
- 2 | 7th century Mosque of Amr
- 3 | 900_Fatimid Cairo
- 4 | 972_Courtyard of al-Azhar Mosque
- 5 | 1087 Bal al-Futuh - Gate of Conquests
- 6 | 1250 Mausoleum of Salih Ayyub
- 7 | 1340 Mosque of Maridani

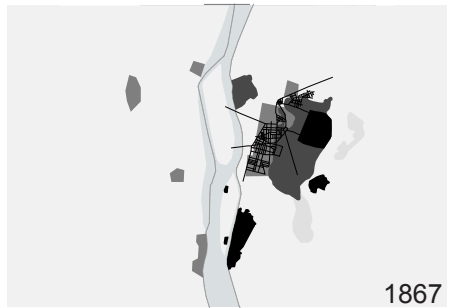




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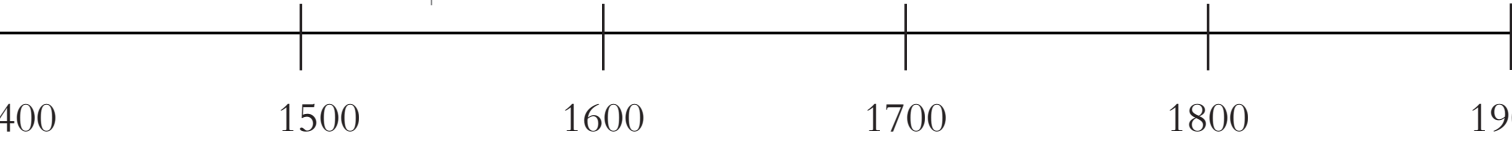
1800



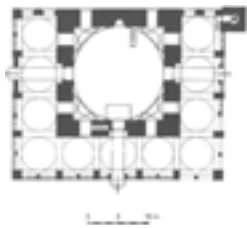
1867

1250-1516 | MEMLUKS

1516-1882 | OTTOMANS



8



10

- 12 | 1690s Wakala Bazar'a
- 13 | 1673_Wakala of Dhulfiqar Kathkuda
- 14 | 1860-1875_Suez Canal
- 15 | 1885_Kasr el Nile Palace
- 16 | 1873 Ezbekiyya Garden



14



9



11



12



15

- 8 | 1362 North Facade of Sultan Hassan mosque
- 9 | Plan of Sultan Hassan mosque
- 10 | Plan of Mosque of Sinan Pasha in Bulaq
- 11 | 1571 Mosque of Sinan Pasha in Bulaq



13



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1930



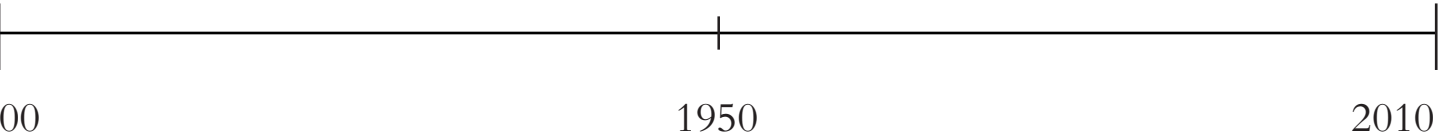
1950



2010

1882-1952 | BRITISH OCCUPATION

1952-2010 | REPUBLIC OF EGYPT



17

- 17 | 1924 Groppi Cafe at Talaat Harb Square
- 18 | 1914 Fouad Street in Cairo
- 19 | 1942 King Farouk I in Abdine Square
- 20 | 1952 Samia Gamal in Miami Theatre
- 21 | 1955 Tahrir (Liberation) Square
- 22 | 1960s Nassr City, first blocks of apartment cooperatives
- 23 | 1990s The Bank of the Nile
- 24 | 1997 Imarat Ramses residential and commercial building at Ramses Square



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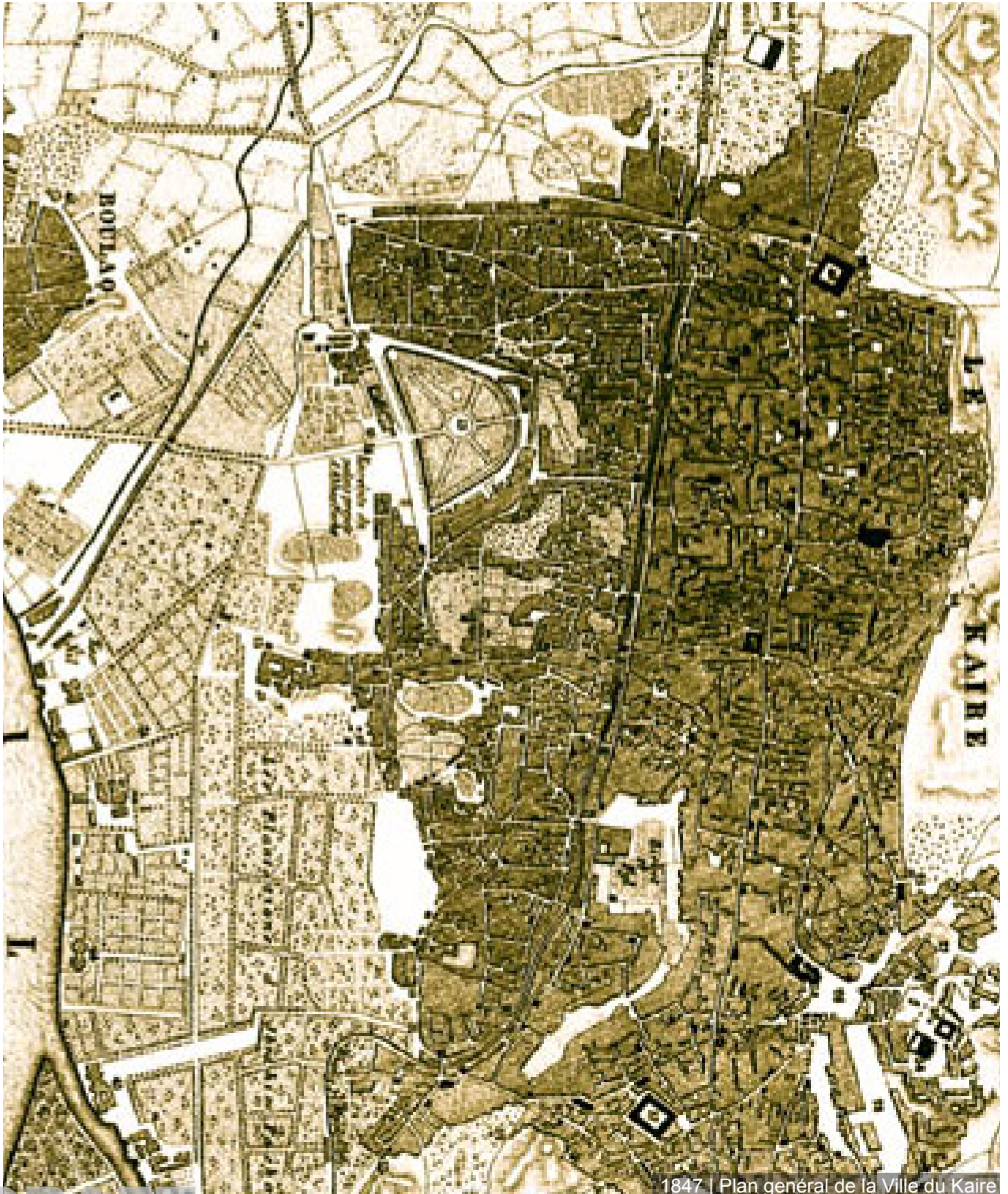


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THE BEGINNING OF THE MODERNIZATION

1847 | MUHAMMAD ALI

After the Egyptian expedition, and the departure of the last French troops in Egypt violent power struggles broke out. In these struggles in 1807, Muhammad ,Ali as governor of Egypt, prevailed, a Macedonian of Albanian origin. With the help of Western guidance, mostly French and Italians, Muhammad Ali built a relatively modern state apparatus. It was him who has once again made Egypt a country that cared for the neglected drainage problems, who accessed the country to the technical civilization, and also to the world market for cotton. Between 1798 and 1848, the city has been changed only slightly. Only slowly, the political changes were noticeable: the army reform drove the military out of town. It was placed in isolated barracks and did not hold the offices any no longer as before. Simultaneously, the new education training displaced the education in the mosques. The industrial sector has expanded, and new factories were built on the outskirts of the city. Cairo in 1848 had 256,000 inhabitants, less than the French had counted around 1800. Cairo was additionally hampered by cholera epidemics and in 1835 the plague broke out. Muhammad ,Ali is said to have built more factories as mosques. Bulaq and Old Cairo after 1848 saw an influx of labor from the rural Delta and Middle Egypt, most of which were poorly trained. That can, as at that time in Europe {London / Paris) – be traced back to the construction of factories, which arose around the city: foundries, cotton mills and the national press in Bulaq. Old Cairo became the center of the building industry. The windmills on the “Istabl ,Antar” attracted a whole host of millers. The physical growth of the city was probably why so low because the social conditions changed without structural precipitation. There was no population pressure and no shortage of space, the city was compressed inside. Migrants occupied the abandoned buildings of the former ruling class.

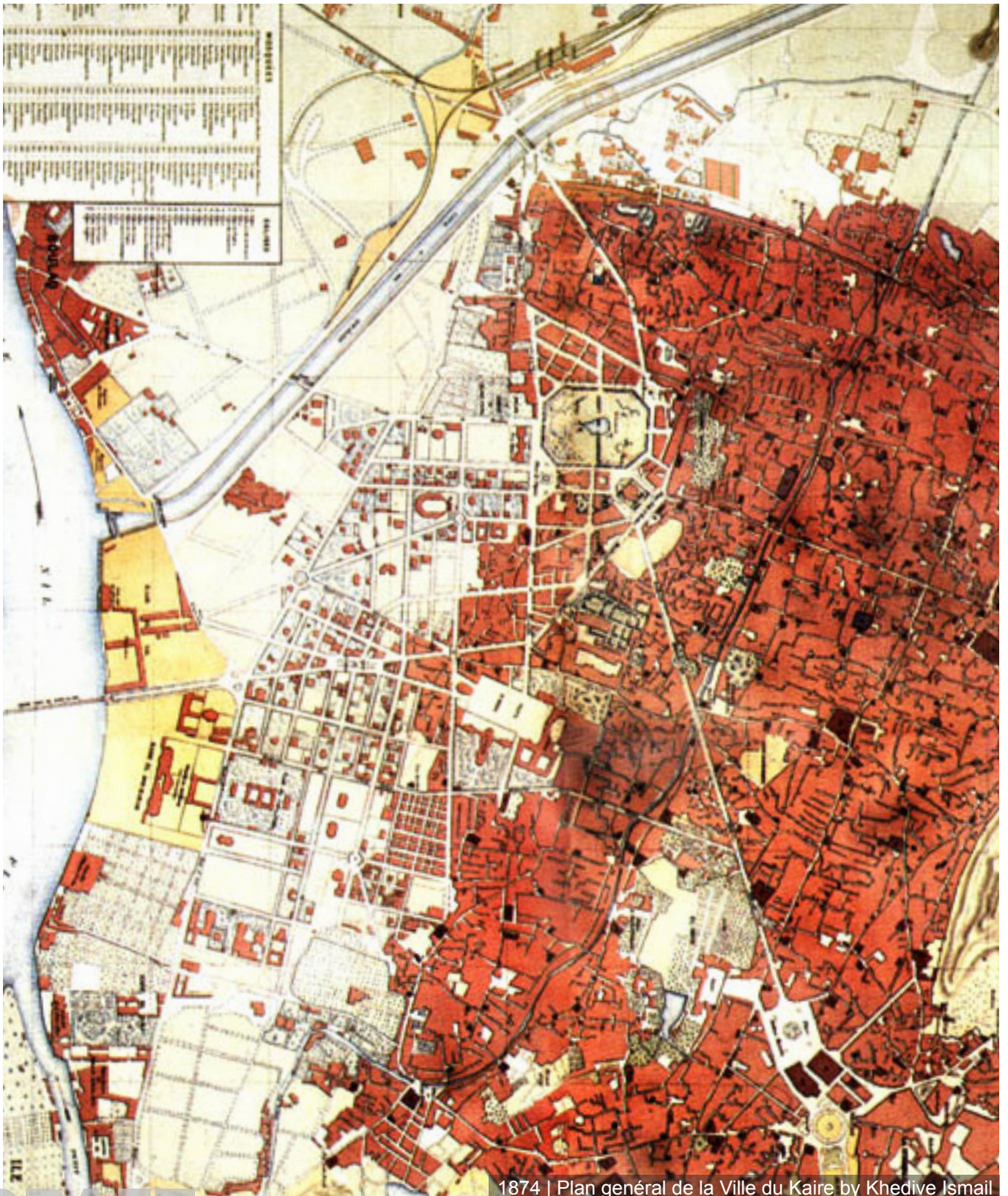


1847 | Plan général de la Ville du Kaire

THE HAUSMANNIAN MASTERPLAN

1874 | KHEDIVE ISMAIL

The opening of Cairo to the modern period took place under Muhammad ,Ali and his successors. Since its founding, Cairo grew out of a sum of individual neighborhoods. The state had never developed an overall plan. The city development always evolved from the needs of individual districts, individual buildings or complexes. For the first time since its creation, the capital was developed out of a central idea: hills were flattened, lakes filled up, new alleys created, public spaces planned. Cairo followed the trend, that Paris had set, with the goal to give the city a modern structure. Isma'il studied in 1844, together with ,Ali Mubarak, the later Minister of Public Works, in Paris. Both experienced Paris before the Second Empire, an essentially medieval city, from the modernization of Napoleon III. almost intact, with decaying buildings, slums and poor drainage. In 1861 accepted Isma ,il Pasha the invitation of Napoleon III. to the Paris World Exhibition in. The goal was to establish Egypt among the nations of the world and position themselves even within the European monarchs. The day before the opening of the exhibition on 16 June of 1867, the Viceroy was seen by the city architect of Napoleon III. Flaul Hausmann. Hausmann led the royal guest through the „new“ Paris: The „Cite de la lumiere,“ the prototype of the modern city. Khedive decided quickly: Egypt's capital city should adopt the standard of Western civilization. Employees of Alphand, the landscape architect of Fl. Hausmann, were recruited to come to Cairo to plan new promenades. The employees were Pierre Etarillet-Deschamps and Gustave Delchevalerie. The construction activities, which doubled during 1820-1840, doubled again between 1840 and 1860. Thanks to the Civil War Egypt experienced, a cotton boom and the opening of the Suez Canal in 1889, brought the country international recognition. In the reign of Khediveri Isma'il Cairo witnessed visible changes. Isma'll after his accession launched a modernization campaign to prove to the world „... that his country no longer lies in Africa, but is a part of Europe,“ and in his words, he decided to transform the city „after the model of Paris“ to „ a capital city like Egypt deserves „. He pursued this goal until the treasure chest in 1876 dried up and slowed down the extravagant program of growth and Embellishment and finally brought it to a stop.



1874 | Plan général de la Ville du Kaire by Khedive Ismail



1874 | Figure Ground Plan

THE INFLUENCE OF PARIS



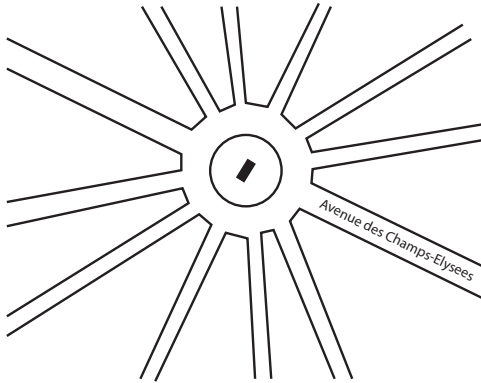
The modern plan of Khedivian Cairo is an ideological transplantaion of Paris. It was during the second half of the nineteenth century when the basic outlines of the new modern city were laid down along the patterns of French city planning.



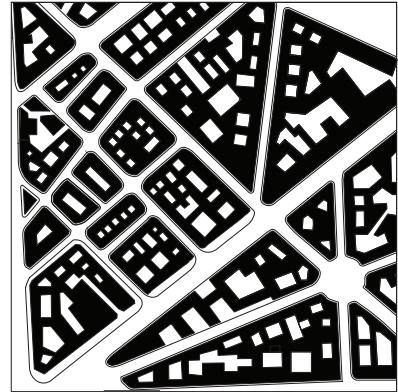
SIMILARITIES TO PARISIAN PLANNING

PARIS

Place de l'Etoile



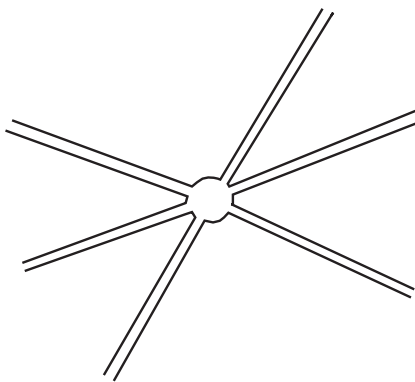
- | Square and axis as the main urban planning instrument for Paris
- | Ideological transplantation of square into Cairo
- | Scale differences of squares in Paris and Cairo



- | The street system is similar: there is the main axis and the grid attached to the axis
- | Streets are intersecting in the round squares
- | Blocks are similar in size

CAIRO

Talaat Harb Square



SQUARE



URBAN FABRIC



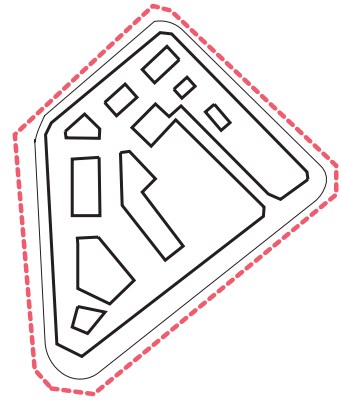
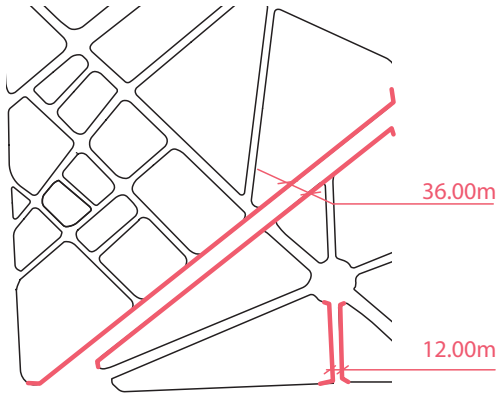
SAINT MÉDARD SQUARE IN PARIS



TALAAAT HARB SQUARE IN CAIRO

DIFFERENCES FROM PARISIAN PLANNING

PARIS



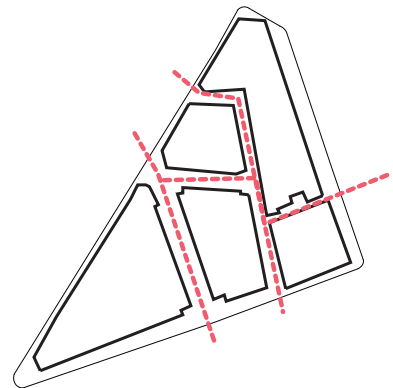
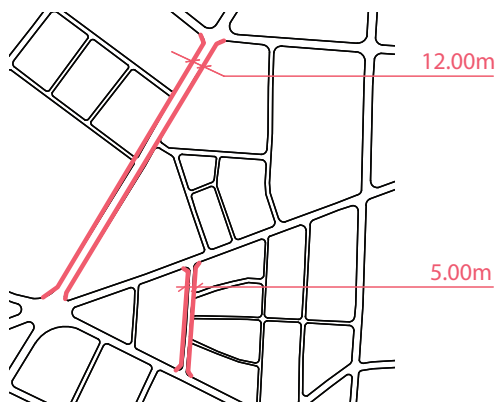
| Differences in scale of the street: parisian streets are wider and longer than streets in downtown Cairo

| Parisian Streets are planned like boulevards with many trees. There are almost no trees in the streets of downtown Cairo

| Pariser block: perimetrical, closed, inner courtyards, no circulation inside the block, only in main streets. Perimetrical buildings with courtyards.

| Cairo block: circulation inside the block (adopted to hot climate conditions), shaded passages and walkways between the buildings. Buildings as solitaires.

CAIRO



STREET

BLOCK



STREET AND BLOCK STRUCTURE IN PARIS



STREET AND BLOCK STRUCTURE IN CAIRO

THE BUILDING BOOM

1900 | THE BEGINNING OF THE BELLE EPOQUE

1862 the financial resources force Egypt to use a credit, to continue the huge investments. European bonds are guaranteed in part to horrendous conditions, so that the country is bankrupt and in 1876 falls under British-French financial control. After a military coup in 1879 the United Kingdom bombed Alexandria and an occupation army landed at the Suez Canal, not leaving the country until 1954. For more than half a century, Egypt was a type of English protectorate under Ottoman suzerainty. In particular, the private investors regained quickly their courage: European adventurers in search of high returns again found their way to Egypt. Building societies flourished and the century ended in a building boom, which ended with the first stock market crash of Egypt. From the mid-80s of the 19th Century began the great building activity in the new town and thus the change from a residential colony into a densely built city in Europe with the associated facilities.

, Paris along the Nile „was born. An essentially European city between Ataba Square and the Nile, the rising demand for trade, economic and administrative structures led to a growing urban density, which soon supplanted the garden and villa buildings. Buildings were as soon as created, demolished and replaced with even bigger and even higher under the Paris model. It was here that locals and visitors to French and English book stores, tea rooms, street cafes, fashion boutiques, galleries and department stores that were no different from Printemps, the Galleria Lafayette and Au Elon Marche. For example, the inferior Sakini Palace, 1897 organized like a wedding cake surrounded by a star-shaped street grid, long times a little-visited hygiene museum and now neglected terribly.



1900 | Figure Ground Plan

THE GLORY OF BELLE EPOQUE

DOWNTOWN IN 1930's



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Sociocultural Changes

The images showing bustling crowds of Egyptians and foreigners next to Shepherd's Hotel in 1920s reflect the years of cosmopolitan Cairo. The hotel burned during the revolution in 1950s and since then, social structure of inhabitants in Downtown has changed significantly. The image below shows the street sellers in the same street today where Shepherd's hotel used to stand.

Buildings Adopted to New Conditions

The images of the Saures Roundabout in 1930s and today, renamed to Mustafa Kamel Square show the changed appearance of the streets in Downtown Cairo which is a result of political and sociocultural changes. Although the buildings retained the commercial function in ground floor, luxury shops moved to Zamalek or other areas after revolution.

THE TURNING POINT

1950 | NATIONALISM AND LIBERALISM

The years of the officer's Revolution in 1952 mark the turning point in the history of Downtown. It had direct impact on many spatial changes in the townscape.

Former Ismaelia square was renamed to Tahrir (Liberation) and became a symbol of country's liberation from the British occupation. The Qasr Al-Nil Barracks which stood on the square were torn down and were replaced by the new buildings: Nile Hilton Hotel, Arab League Headquarters and a huge Mogamma building, reflecting the Nasser's bureaucracy.

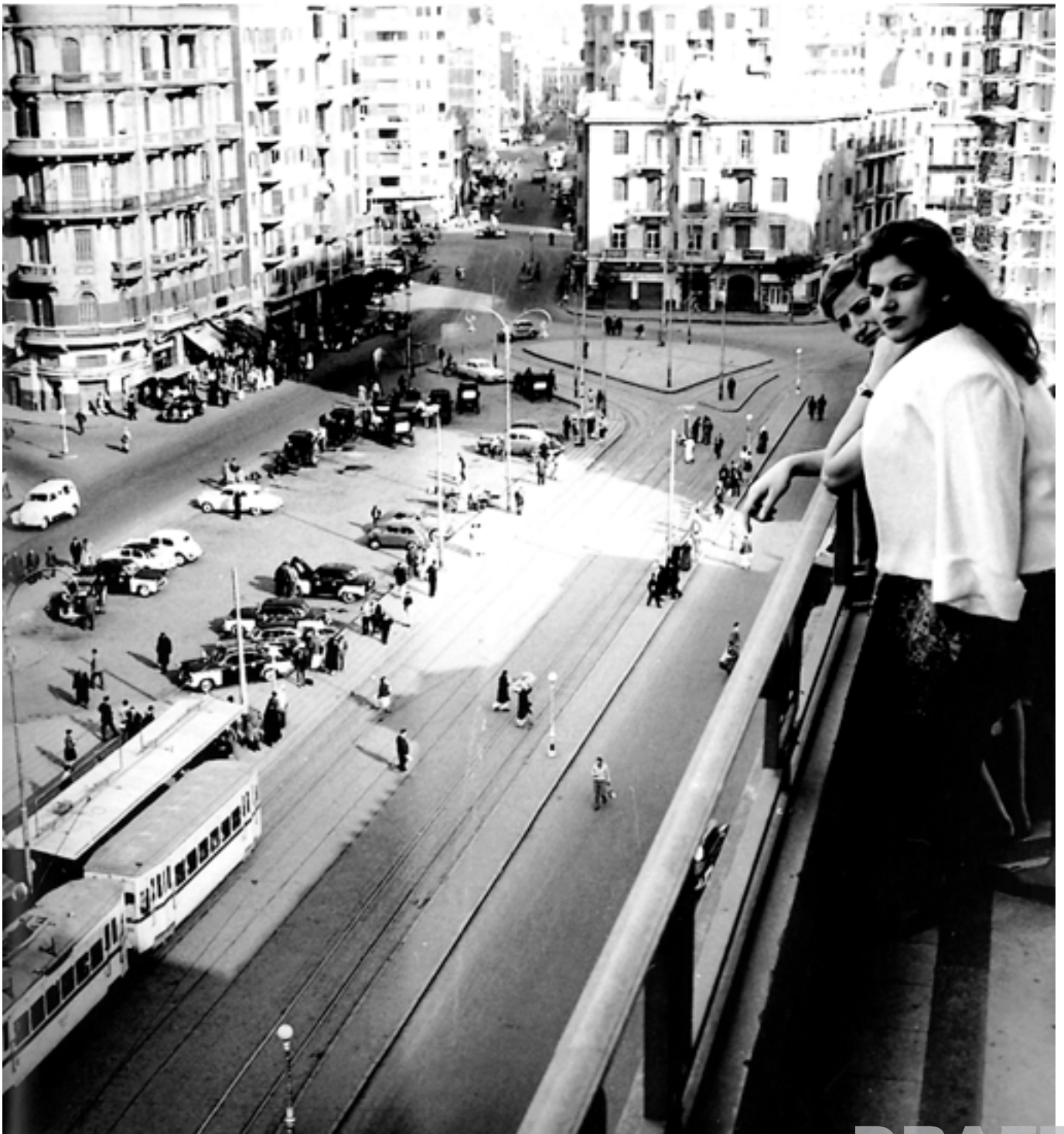
The years after revolution were characterized by the state intervention and an active social policy resulting in the nationalization of public utilities. It was the beginning of the freezing rent politics which lead to the deterioration of buildings in the following years. The core of downtown was being replaced gradually by new apartmet blocks, high-rise office buildings, multi-level garage structures.



1950 | Figure Ground Plan

NATIONALIZATION AND FIRST TRANSFORMATIONS

DOWNTOWN IN 1950's AND 1960's





Booming Culture

The images are showing the Cairo's elite life in Downtown. A movie theater in the Talaat Harb Street, photographed by Van Leo in 1961 shows the cultural life, which was booming since the belle époque times. However the picture of Miami cinema today reflects the changes, which started with the revolution (added light constructions in the ground floors) after which the elite started to leave Downtown for suburbia.

First Changes

The years after revolution in 1950s brought the first bigger changes in the spatial production and appearance of Downtown. The images show Talaat Harb square with a new building built in in 1950's and the same square today.

UTILITARIAN TREATMENT OF HISTORY

DOWNTOWN IN 1970's



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Billboards and Signs

The Downtown buildings witnessed their worst deterioration due to the utilitarian politics in 1970s. The images show a building in Bab el Luq Square with billboards and signs added in 1970s and the same building today. Another example in the same square is a „Layered“ Building where upper floors were added to the existing 19th century building.

The Counterpart of Opera

The Opera square used to be the center of khedivian Cairo where Downtown's elite was gathering. The images are showing the Opera Building in 1950s and today with a multi-storey parking lot which replaced the opera after it was destroyed by the fire in 1971.

REVITALIZATION

2010 | THE EVER GROWING CITY

In the past fifty years Downtown has changed its appearance greatly. It is now a reflection of ongoing transformations and the city's social cultural and economic shifts. The trend of trend of decentralization resulted in many important cultural, governmental, educational functions leaving Downtown.

However, there is recent revival interest in the old central 19th century core as cairene's are searching for a new identity. Governmental authorities have annouced some public competitions for restoring the historic urban value of Khedivial Cairo. There have been the recent competitions for Ramses Square, Ataba and Opera squares, Orabi Square, Tahrir square and Nile Corniche. The authority of GOPP has also prepared a vision for the city in 2050s.



2010 | Figure Ground Plan

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HISTORICAL DEVELOPMENT OF DOWNTOWN

Napoleon occupies Cairo

Napoleon's invasion in Egypt has influenced the development of the Oriental Town city greatly. Although the Cairo has not changed until the accession of Ismail Pasha in 1863, the short french occupation of Cairo had some influence on the future development. The French left a legacy that is written all over the European parts of Cairo.



Napoleon Bonaparte
1798



Muhammad Ali
1805 - 1854



Khedive Ismail
1863 - 1879

1800

1850

Roots of modernization

In the 1820s, Muhammad Ali was the first ruler to who started the modernization of Egypt. He sent the first educational „mission“ of Egyptian students to Europe. Under his reign the social structure of the country has changed, the political and administrative system was reformed, a modern army was established, and a new economy developed.

Khedivian Cairo

The year of 1863 marks the accession of Ismail Pasha, the grandson of Muhammad Ali. He was the first ruler to make an overall plan for the city's development. The new masterplan inspired by the Hausmannian planning was a result of Khedive's interest and visit to Paris. The new organization of space was based on the grid system and long street axis intersecting at thirteen new squares (maydans).



1800s Ezbekiyya Area and Alfi Bey Palace

Pond | The destruction of Ezbekiyya pond which was in modern area replaced by the gardens
Building | Palace of Alfi Bey: Bonaparte's headquarters on the Ezbekiyya



1880 Funduq Aswan

Location | 11 El-Mahdi St.
Style | Classic



1897 The Egyptian Museum

Location | Tahrir Square
Architect | Marcel Dourgnon
Style | Classic



DRAFT
© ETH Studio Basel

Building Boom

As Egypt had taken serious financial credits since 1862 and was no longer able to pay them it was taken into the hands of the british-french financial control. The British colonisation which started in 1879 lasted more than a half of a century. In this time, Cairo became attractive to european investors and many new buildings were built in the westernized Ismailia Quarter. The building boom ended with the egyptian stock market crash in 1907.

La Belle Epoque

The years of british colonisation were marked by the huge demand on administrative and residential buildings which led to the growing density of the city. The new edifices were built following the aesthetics and architectural lines of european and neo-moorish style. The city was filled bookstores, tearooms, street cafes, galleries, boutiques and department stores which brought together the people of different nations to live and work in Cairo.

Cairo under the last monarchs

With the turn of the century the city of Cairo has started its expansion to the suburbs as the new cities like Heliopolis were being planned. The British military presence in Egypt was curtailed in the 1920s. However the year 1936 marks the accession of King Farouk I and the signing of the anglo-egyptian treaty which failed to put an end to British dominance which lasted until the officer's revolution of 1952.



King Farouk I
1936 - 1952

1900



End of 19th century | Reconstructed Building

Location | Corner of 26th of July St. & Ramses St.
Use | Residential and Commercial
Style | Neo-Baroque & Art-Deco, Neo-Classic & Expressionism



1911 Schurbagy Buildings | St. Davids

Location | 16 Adly Street
Architect | R. Williams
Owner | Al Ismaelia Company



1930 „Heritage“ Building

Location | 14 Sherif Street
Use | Residential and Commercial
Style | Art Deco & Expressionism



Revolution and Nasser Era

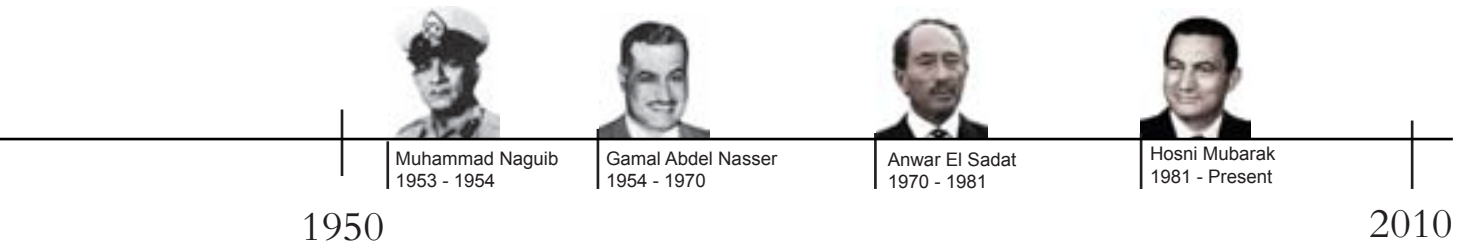
The officer's revolution in 1952 was initially aimed at overthrowing King Farouk I. The nominal leader of the Officers, General Naguib, became the head of the armed forces and prime minister. However, after an Egypt was declared a republic, Nasser became the acting head of the state. The years of Nasser were marked by anti-colonialism and politics of nationalisation which caused many transformations in Downtown area and the whole city. A new masterplan for satellite cities was prepared.

Liberalization

After Nasser's death in 1970, Sadat succeeded him as President and made an end to the Nasser's socialism. Sadat introduced the ideas of neo-liberalism and "open door" policy which encouraged private and foreign investments and reduced the role of the state economy. During the reign of Sadat the buildings in Downtown has witnessed their worst deterioration.

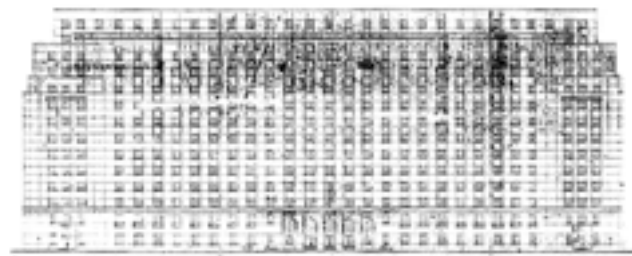
Densification

Sadat's successor, Hosni Mubarak has ruled the Egypt since 1981 through an authoritarian system essentially unchanged since Nasser's time. The city is facing huge problems such as significant population growth which leads to decentralization. Despite the efforts since 1980s an urgently since 1992 earthquake to conserve threatened belle epoque buildings and sites, deterioration processes in Downtown are still visible.



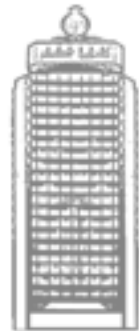
1934 Baehler Building

Location | Talaat Harb Square
Use | Residential and Commercial
Architect | Leo Nafilyan
Style | Art Deco



1952 Mogamma Building

Location | Tahrir Square
Use | Governmental offices
Architect | Kamal Ismail
Height | 55 m



1970s Office Building

Location | Mohammed Roshdi St.



CHANGES IN BUILDING STOCK THROUGH HISTORY

Belle Epoque

The era of Belle Epoque in which started with Khedive Ismail's masterplan for Cairo symbolizes its modernization newly laid squares and boulevards, splendid mansions and hotels, arcades, parks. Most buildings expressing the glory of modernized Cairo were built around the turn of the century an around 1930s in neo-classical, french neo-baroque, art deco styles.

1950s/60s

After the 1952 during the president's Nasser times, the processes of nationalisation and socialism had a big impact on spacial production in downtown. The core of downtown was replaced by the new appartmet blocs, new types of buildings representing socialism (Mogamma building)and bureuacracy were built.

1970s

The *infitah* or „open door“ policy of president Sadat which encouraged private investments lead to increased land speculation. The rates of building vacancies grew and many buildings in downtown witnessed their worst deterioration in this time. New multi-level garage structures and high-rise offices replaced the 19th century buildings. The nice belle epoque facades were embellished with signs and advertising billboards.

Today

Since Sadat's times Downtown slowly transformed into commercial area active during the day and abandoned during the night. Many shops in the groundfloor made their storage rooms, offices or even factories in the upper floors. This situation an decaying processes in downtown did not stay unattended as there have been some recent initiatives for preserving and renovating buildings in downtown (e.g. Urban Harmony Organisation).

Urban
Rise



**Belle
Epoque**

Late 19th century early 20th
century buildings represen-
ting Cairo's belle Epoque



Urban
Decline

1933

50s/60s



Mogamma Building, New appartmet blocs

High-rise office blocks, multi-level garage structures replacing the old 19th century buildings. Billboards and signs placed on the belle epoque facades.

70s



Today



Decaying buildings from the Belle Epoque times did not stay unattended and there have been some recent initiatives for building preservation and renovation.

1952

1970

2010

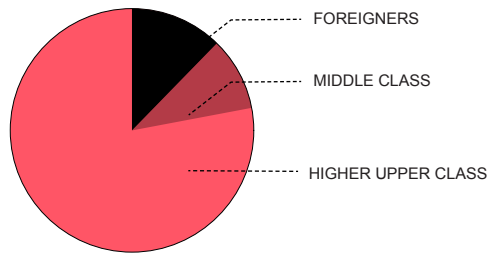
SOCIAL AND DEMOGRAPHICAL CHANGES

Although Downtown Cairo has witnessed many changes since modern Khedivian district was created, the population density throughout all these years stayed similar. However, there was a big shift in a social structure in Downtown after the „Officers‘ Revolution“ in 1950s. The politics of nationalization, a new rental system, tendencies to decentralization lead to higher upper classes leaving Downtown and new inhabitants moving in, many of who were people from lower/middle classes or rural immigrants.

CAIRO



103601
inhabitants in Downtown
Cairo in Year
1882

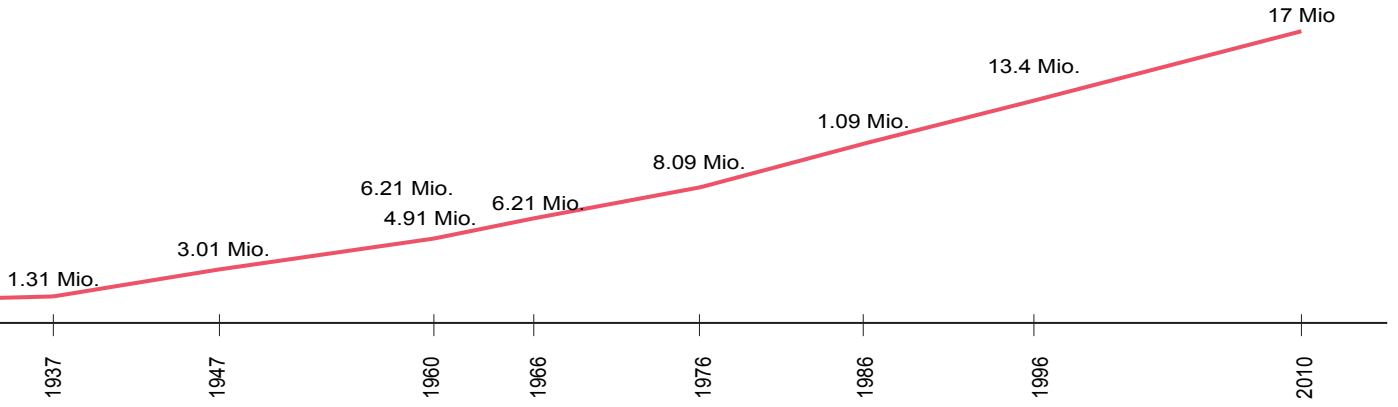


DOWNTOWN

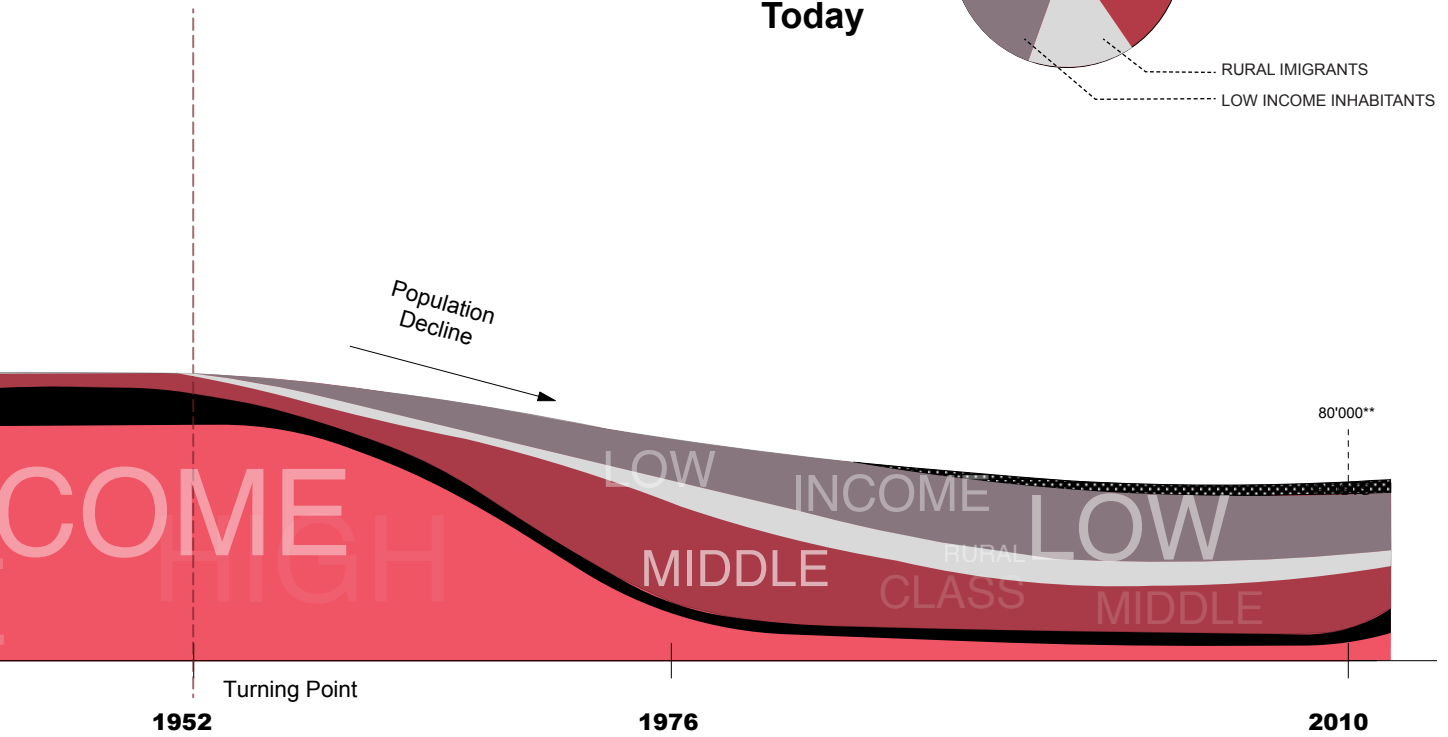
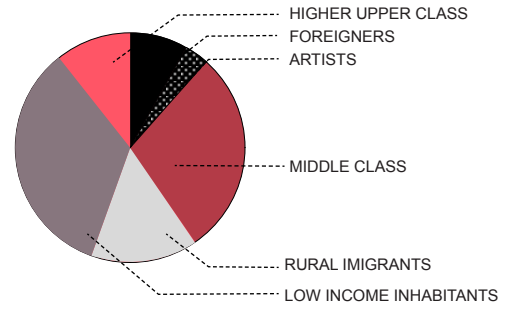


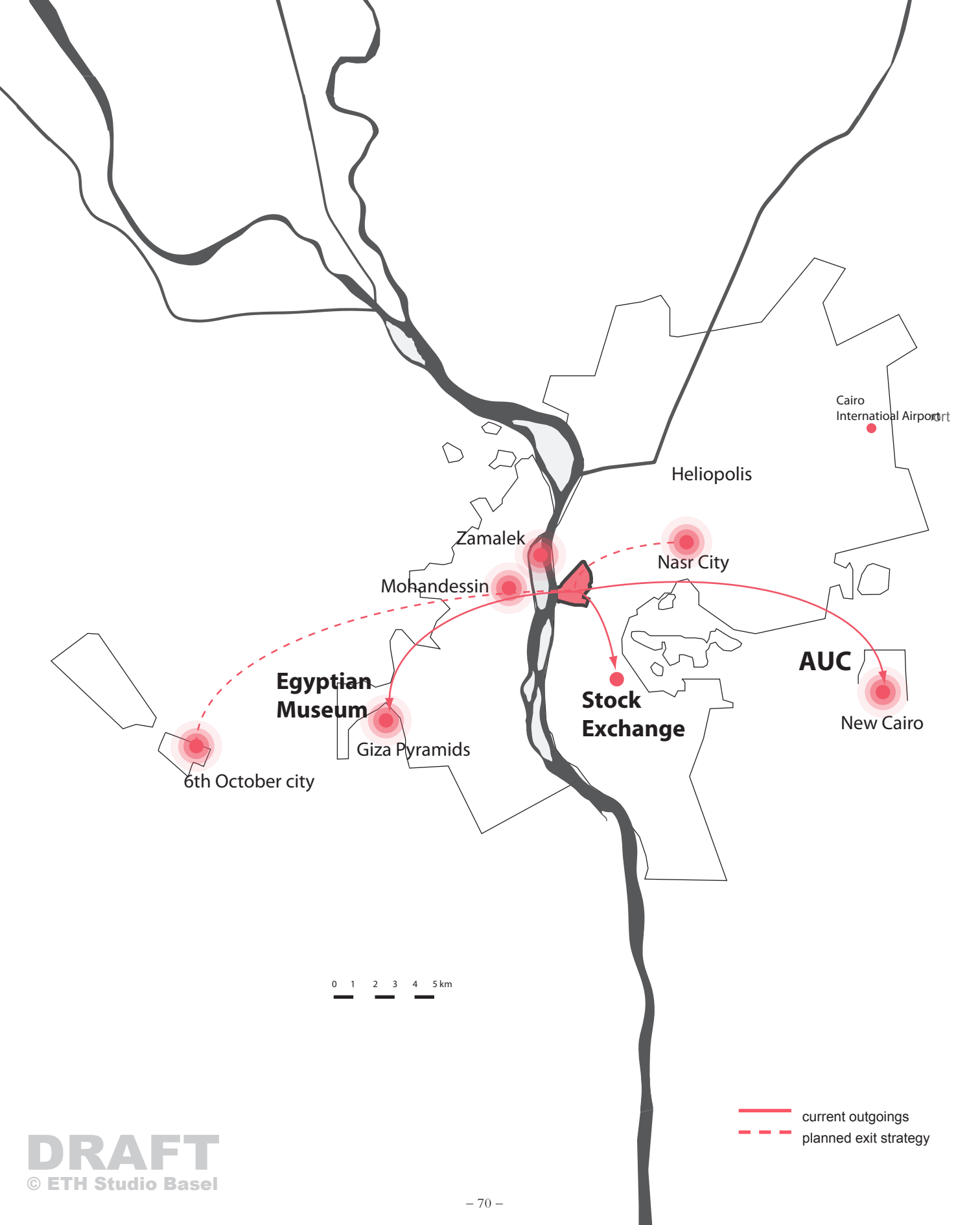
* Data taken from A. Raymond „Cairo City of History“

** Population data from Central Agency for Public Mobilization and Statistics, Egypt
Other values in diagram are interpretative



80000
inhabitants
in Downtown
Today





0 1 2 3 4 5 km

— current outgoing
- - - planned exit strategy

ENTRANCE AND EXIT STRUCTURAL AND FUNCTIONAL CHANGES INFLUENCES THE IMAGE OF DOWNTOWN

Cairo today is witnessing the trend of commercial and economic decentralization. Downtown is also losing its role as a cultural and touristic center of the city with the moving of the Egyptian Museum to the Pyramids Area. The Campus of the American University in Cairo was also moved to periphery and there are some plans to move the Stock Exchange and Mogamma buildings. Downtown today is a contested and diverse place, between the rich and the poor. As downtown has lost its aesthetic quality and attractiveness as a place to live it is thus transformed today into something as a central circulation area.

As some important functions are leaving downtown (Mogamma building with its governmental offices, The Egyptian Museum, Stock Market building) will Downtown have a possibility to become a cultural, economical, political city center again or will it merely stay a domain for circulation? Downtown with its belle-epoque building stock and central location along the Nile has a huge potential to recover and become a central place for recreational, culture, entertainment.

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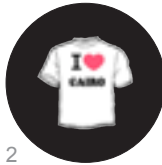
TYOLOGIES AND USAGE

ICONOGRAPHY ANNOTATION

- 1 | Education
- 2 | Tourism
- 3 | Commerce
- 4 | Religion
- 5 | Entertainment
- 6 | Public Institutions
- 7 | Transportation
- 8 | Open Space
- 9 | Hotel
- 10 | Restaurant
- 11 | Cafe
- 12 | Nightlife
- 13 | Art
- 14 | Exhibition
- 15 | Living
- 16 | Working



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7



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10



11



12



13



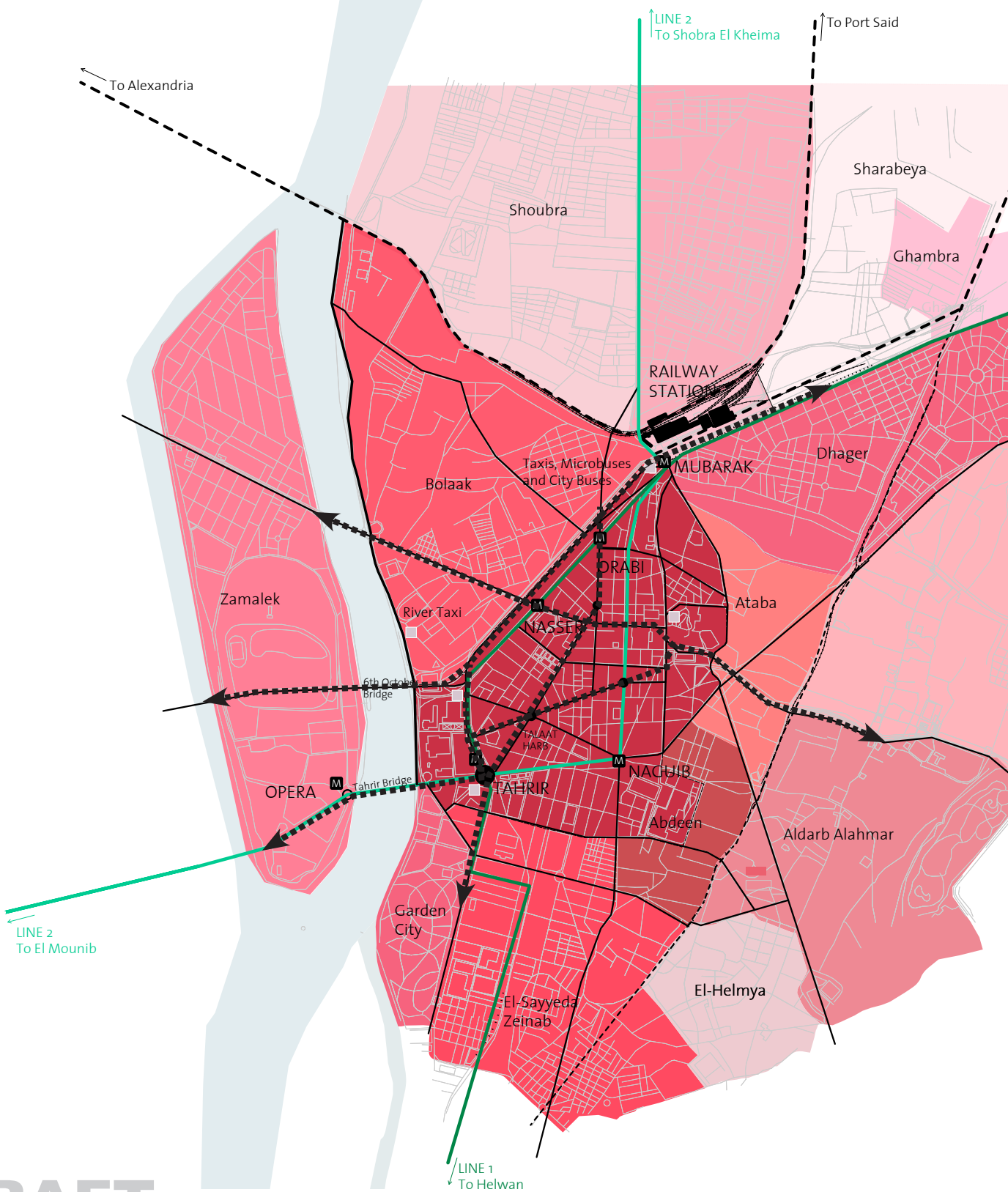
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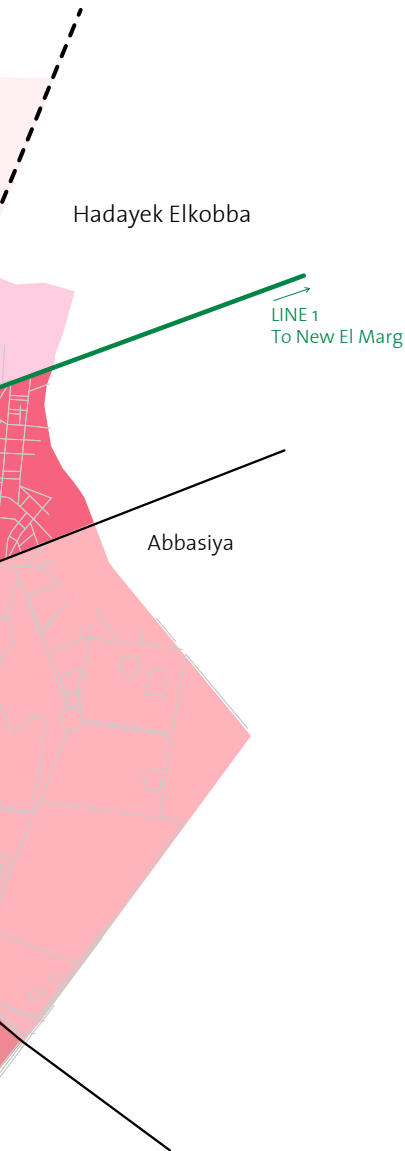


16



TRANSPORTATION

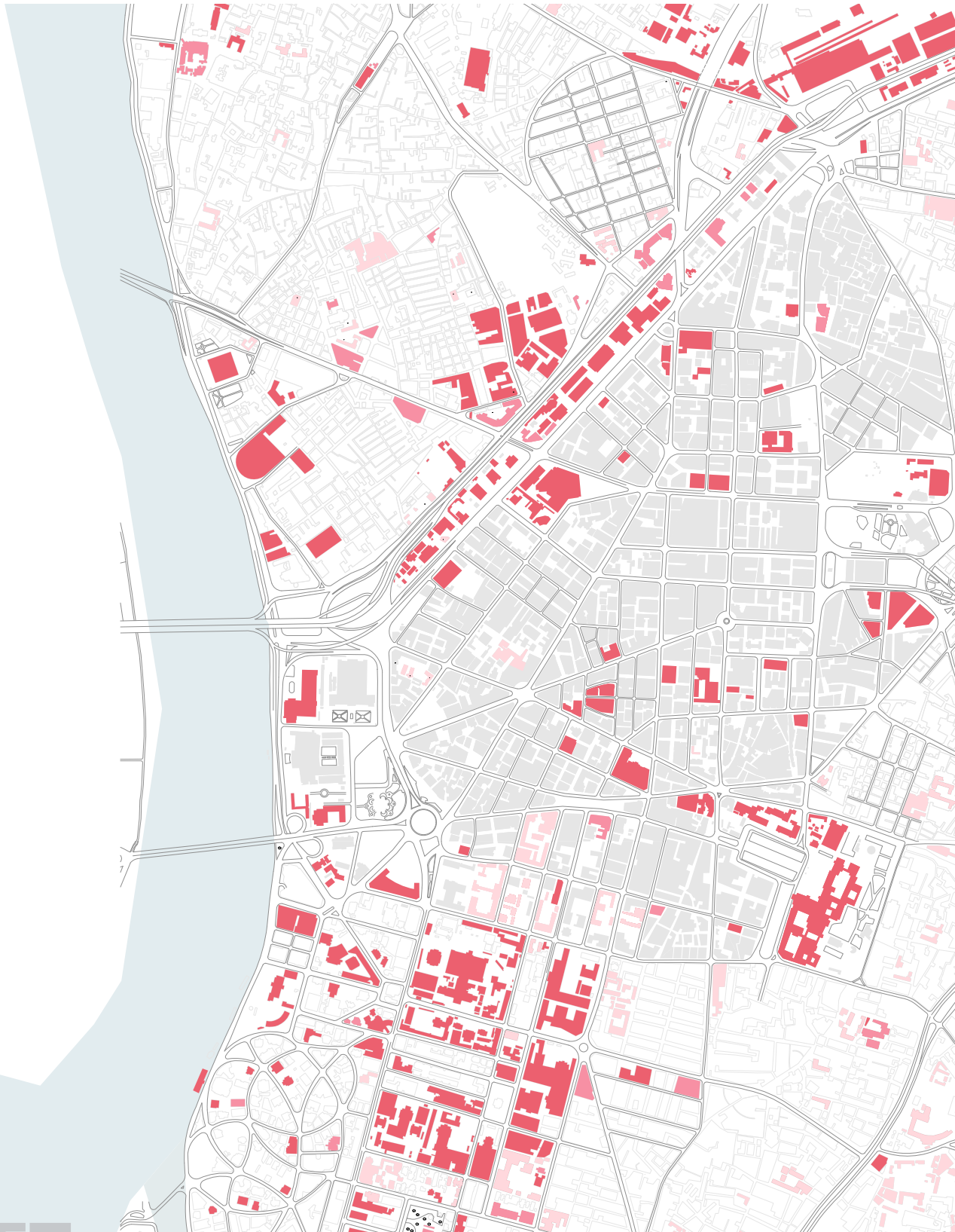
THE MAJOR TRANSPORT AXIS PASSING ALONG DOWNTOWN



Crowded Streets

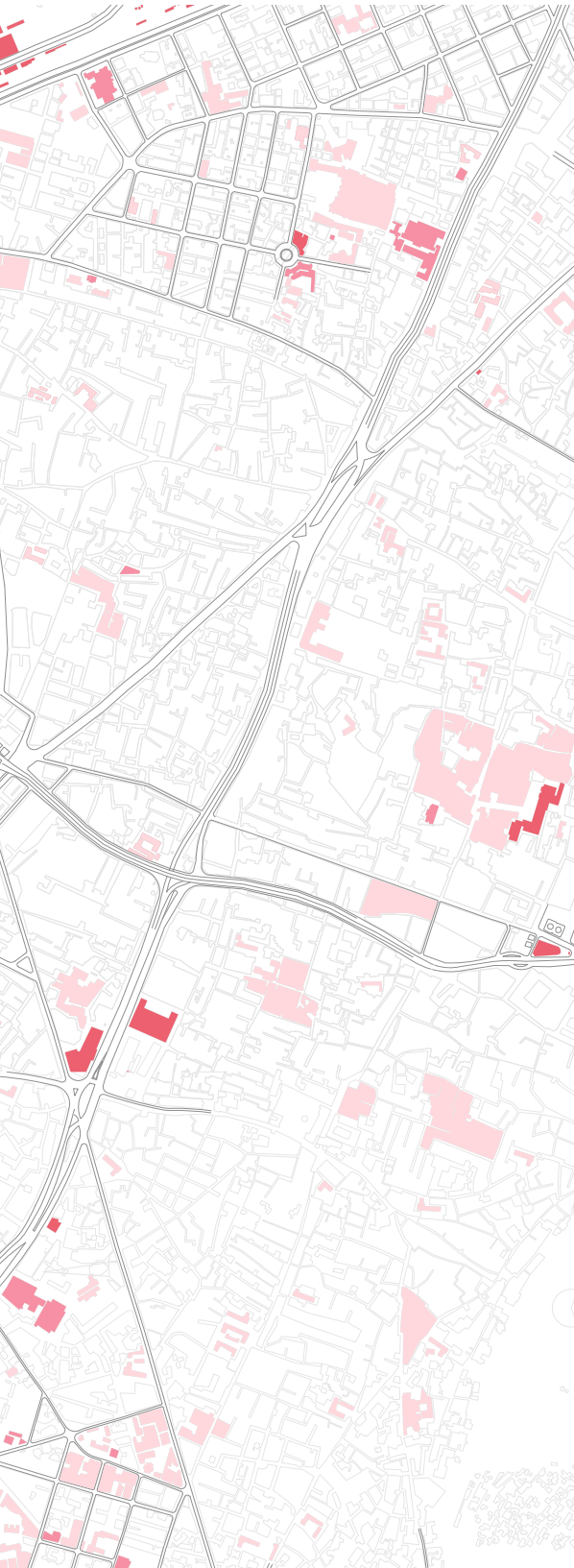
Nearly 14 million cars go through Cairo every day. There are major transportation axis bordering Downtown with the traffic peak at three main squares - Ataba, Ramses and Tahrir. However, streets inside Downtown also suffer from huge transportation problems - traffic jams, lack of parking places.

- Downtown area
- Railways
- Metro Lines
- Main Roads
- Taxis, City Buses and Microbuses
- Main traffic directions






PUBLIC BUILDINGS

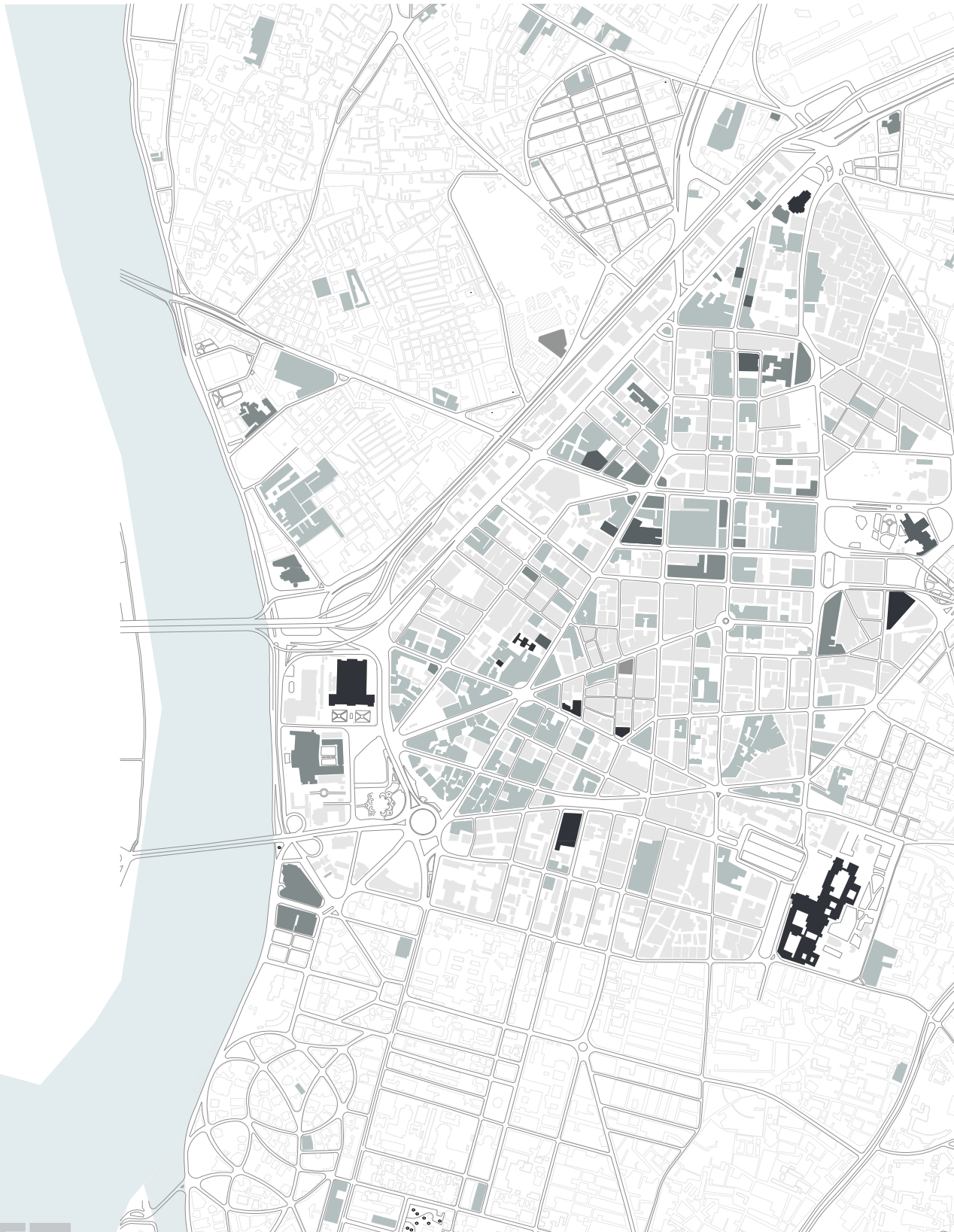
THE CONCENTRATION OF GOVERNMENTAL INSTITUTIONS

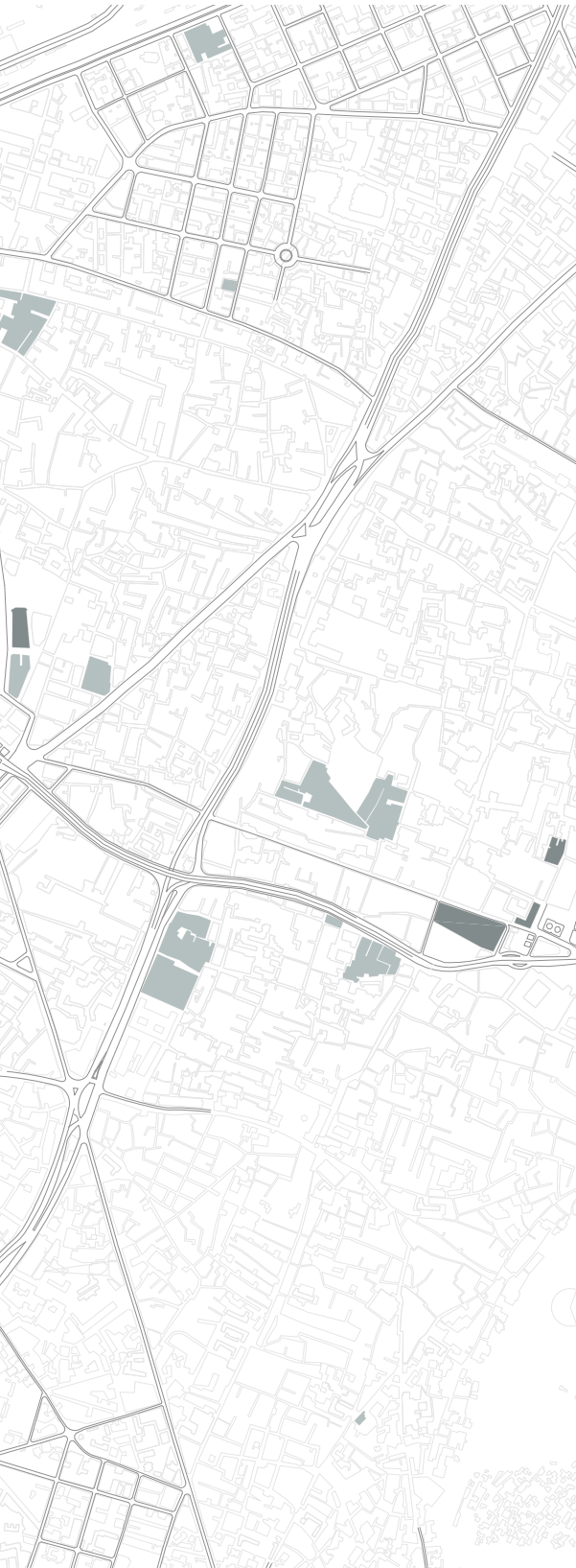


Mogamma Building

Probably one of the most important public buildings in downtown, standing on Tahrir square Mogamma attracts thousands of people from all over the country every day. It has many governmental administrative offices (passport, taxes, marriage etc.) and around 19000 employees. This building as well as dozens of other public institutions in central Cairo are highly secured by police and armed forces.

-  Public and administrative buildings
-  Medical buildings
-  Educational buildings









TOURISM AND ENTERTAINMENT

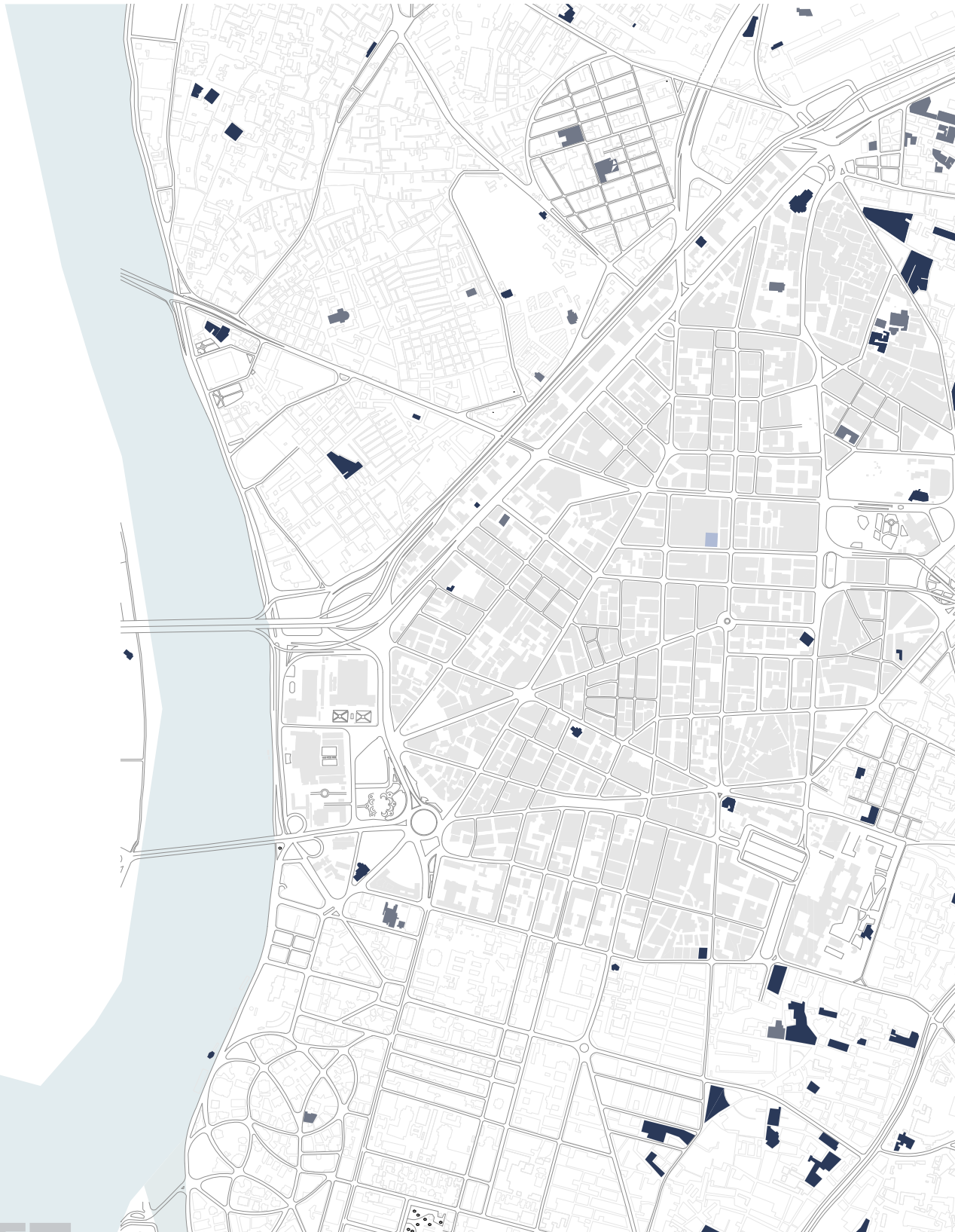
THE CENTRAL LOCATION
FOR LEISURE ACTIVITIES



Popular Tourism Activities

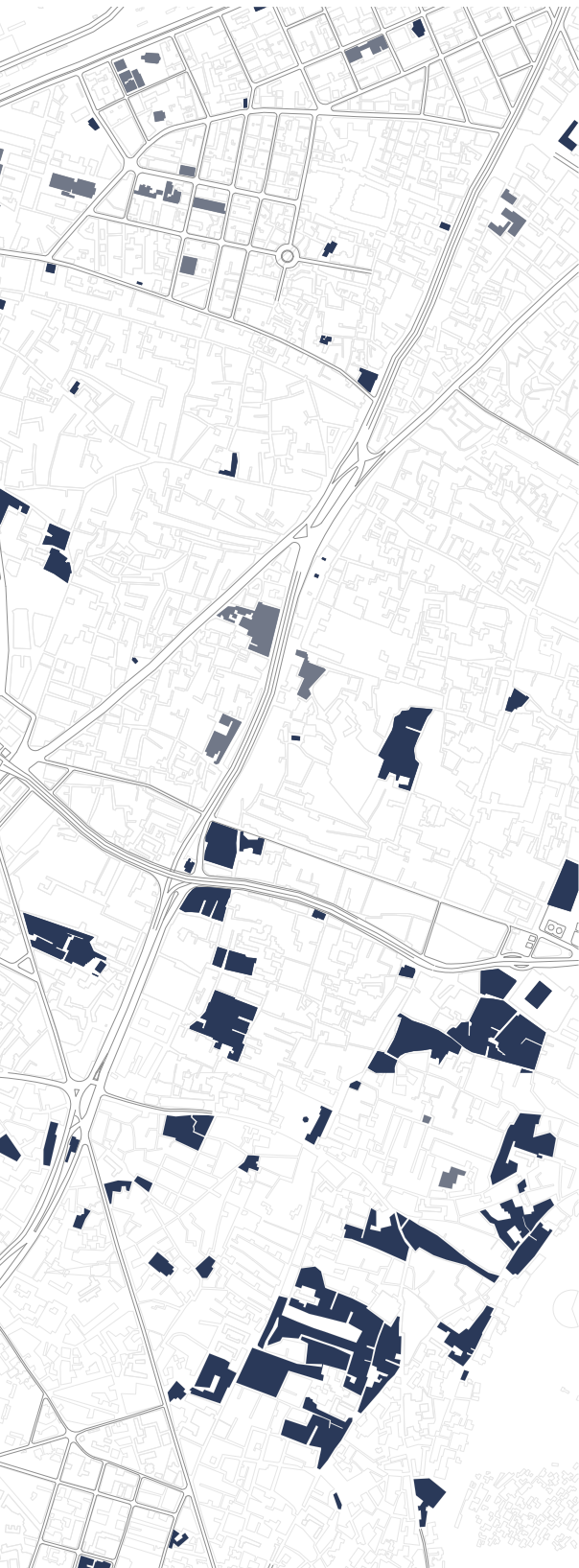
Downtown Cairo with its variety of restaurants, bars, cafes, cinemas and central location is attracting many tourists and local visitors. Most popular touristical attractions are also the museums such as the Egyptian Musuem, Post Museum or Abdeen Palace.

-  Museums and places of interest
-  Cinemas, theatres and galleries
-  Major Hotels
-  Commercial use






RELIGIOUS BUILDINGS

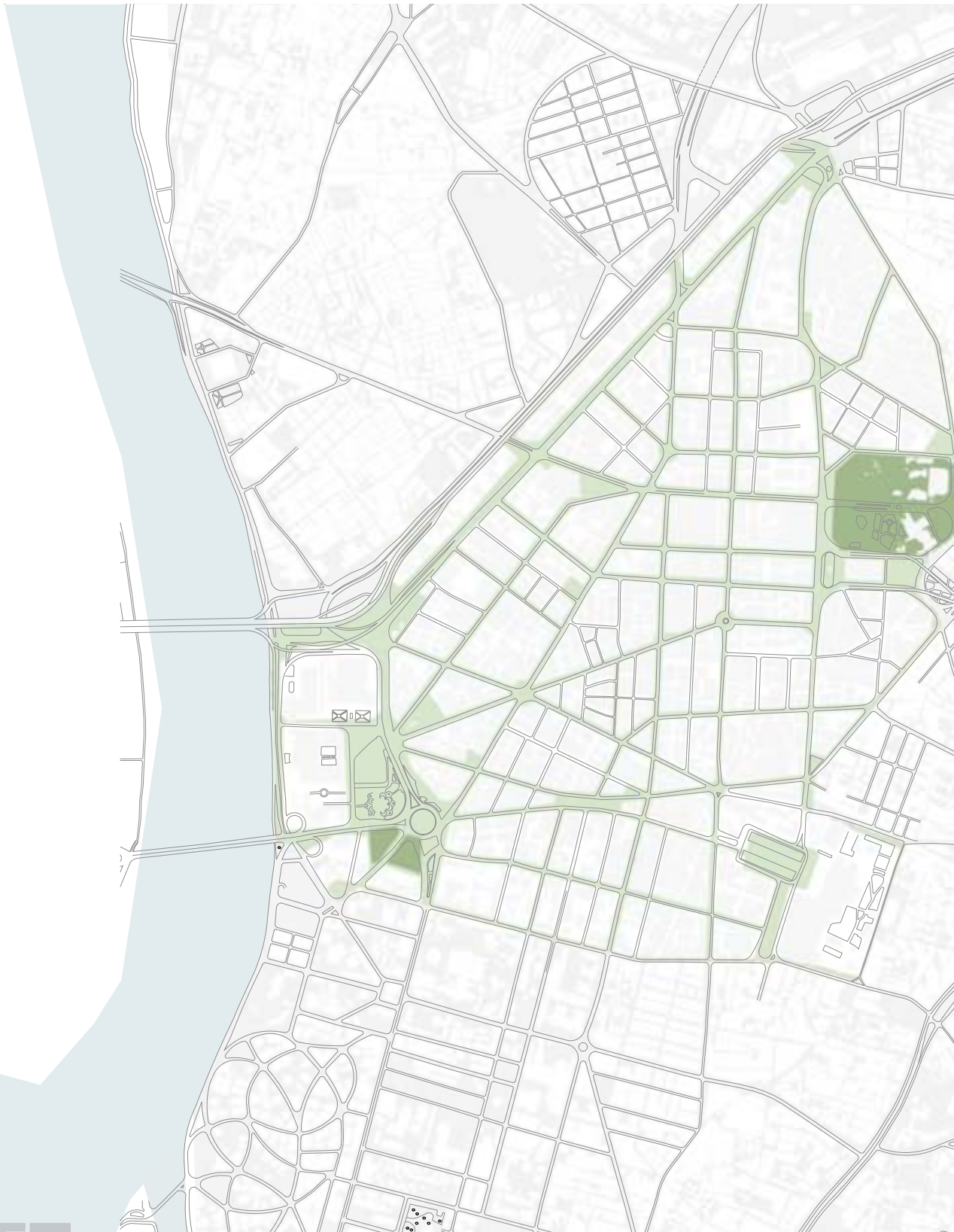
THE LACK OF RELIGIOUS BUILDINGS RESULTING IN INFORMAL PRAYING PLACES



An „informal“ street mosque

Cairo downtown is a place where governmental institutions and power are concentrated therefore there are not many religious buildings. Instead, an interesting phenomenon of „informal“ mosques in in-between spaces of downtown could be observed.

-  Mosques
-  Churches
-  Synagogues







OPEN SPACES

THE ABSENCE OF GREEN AND RECREATIONAL SPACES



Deteriorating Ezbekiyya Garden

Laid out in 1870 in the former lake territory by parisian landscape gardener M. Barillet the garden next to the Opera square used to be the heart of the downtown in the Khedivian times. The garden which used to impress visitors with the various types of bushes and plants is now slightly deteriorating and undergoing many transformations as it became the construction site for a new metro line. There has been a recent urban planning competition for reconstruction of this area.

-  Official parks and green spaces
-  Squares and street spaces

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Five million people every day come to Cairo every day on business or for pleasure. Downtown Cairo is known as a central business district where thousands of people are shuttling back and forth to finish transactions in dozens of banks and governmental offices. Many people come here to work, even more come here to spend their free time. Streets inside Downtown are packed with thousands of small businesses, variety of hotels, cinemas, banks, travel agencies, coffee shops and eating places. The diverse urban functions results in variety of different types of urban users coming into the city center every day.



TOURISM



Everyday millions of tourists come to Downtown Cairo to visit the Egyptian Museum of Antiquities. The streets of Talaat Harb and Qasr el-Nil intersecting at Talaat Harb Square are also popular destination for tourists. Almost every visitor gravitates here at least once, while many spend their time in the big variety of restaurants, cafes and bars. Downtown also offers a big variety of inexpressible accomodation and therefore is attractive to many tourists.



THE EGYPTIAN MUSEUM



Warehouse of Artefacts

Downtown is about to lose its major tourism sight attracting many visitors every year. The present building which now scarcely provides warehouse space for exhibition items is due to be closed as the new Grand Egyptian Museum in Giza will be opened in 2013.


1500000
Visitors per Year
5000
Daily visitors


136000
Exhibition Items
40000
Items stored in basement



Targeted Visitors

The Museum is located on Tahrir square which is very a very intensive traffic hub and berely attractive for pedestrians. Most of the tourists arrive directly to museum with huge buses or taxis and leave the area without even taking a walk in Downtown.

TOURISM INSIDE DOWNTOWN



1

The „Invisible“ Tourists

Many tourists come to Downtown for its variety of restaurants and hotels which are located in the grand buildings. However, tourists can be rarely seen walking in the streets of khedivian Cairo as they usually chose to take an inexpensive taxis instead of walking.



2



4



3



5

Historical Hotels

- 2. The entrance of Hotel „Odeon“
- 3. The lounge of „Windsor“ Hotel

Popular Restaurants

- 1. Restaurant „Estoril“
- 4. American Coffe House
- 5. „Groppi“ Cafe in Talaat Harb street

FREE TIME





CAFES AND BARS



Baladi Bar Index

The Stella Baladi Bar Index is the guide to Downtown Cairo's nightlife. The nightlife locations marked in this map also can be chosen by a certain criteria: price, women friendly, shisha available, belly dancing, food available etc.



1



3



2



4

Popular Cafes, Restaurants and Bars

1. „El Horreya“ Café
2. Restaurant „Le Grillon“

Street Cafes and In Between spaces

3. Café in a space in between the buildings
4. Café in pedestrianized Alfi Street

101027 | Sharia el Alfif



10:15:38



10:15:40



10:15:43



10:15:45



10:16:01



10:16:04



10:16:06



10:16:09



101027 | Clot Bey



11:24:44



11:24:47



11:24:49



11:24:52



101027 | Al Azbagiya



17:16:04



17:16:07



17:16:10



NIGHTLIFE AND ENTERTAINMENT



24 Hours Pulsation

Talaat Harb street is a vibrant and pulsating street during the day and is also one of the most popular destinations for nightlife housing famous cinemas, shops which are opened until late at night and cafes.



1



2

Popular Evening Locations

1. „El Abd“ bakery in Talaat Harb Street
2. Rivoli Cinema

In Between Spaces

Many passage between the buildings become active at night as a variety of small shops and cafes are opening in the evening. In Between Spaces have become an important part of leisure time for locals coming into Downtown.

101025 | Orabi Square



17:14:16



17:14:18



17:14:21



17:14:31



17:14:33



17:14:35

101025 | Orabi Square



17:19:05



17:19:07



17:19:10

101025 | Orabi Square



17:19:22



17:19:24



17:19:26

101027 | Talaat Harb St



16:52:31



16:52:33



16:52:36



WORKING





هيئة النقل العام
محافظة القاهرة

C120

CENTRAL BUSINESS DISTRICT



Governmental Institutions

Downtown houses numerous of public buildings such as governmental offices, ministeries, embassies, high court building or the Arab League headquarters (above).



Business

Downtown Cairo is well known as a central business district where dozens of banks and offices, travel agencies and various other businesses are located.

STREET VENDORS



Low Cost Food Comes to the Urban Poor

Although Downtown used to be an area with huge European style department stores in early 20th century, these were gradually replaced with thousands of small businesses or bargain shoppers selling their goods in the street.



Fading Traces of Luxury Shops

As the luxury shops have moved to other parts of the city the ground floors of the buildings were filled in with many small shops offering cheap goods. The street vendors are selling everything from inexpensive clothing to car parts.

101025 | 26th of July St



13:04:11



13:04:13



13:04:15



13:04:25



13:04:28



13:04:31

101025 | 26th of July St



13:08:37



13:08:40



13:08:43



13:08:53



13:08:55



13:08:58

101025 | 26th of July St



13:21:10



13:21:13



13:21:15

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LIVING





LIVING IN DOWNTOWN



Gentrification

Although many people find the quality of living in slowly decaying and polluted Downtown unattractive, artists, young professionals, foreigners see the potential of the nice belle epoque buildings and are moving into the beautiful apartments.



Rooftop Living

Another type of gentrification is rooftop living. Earlier only poor people were squatting the rooftops of Downtown. Today innovative „penthouse“ living is being discovered by the artists or some other enthusiasts.

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CULTURE

Cairo's cultural life is lively and there's no better place for it to thrive. Cairo's art community and contemporary scene is predominantly located amongst the bustling streets of Downtown. Artists and galleries are acquiring spaces to live and work in the historical area that was once rich with beautiful belle epoque buildings. Mashrabia Art Gallery, Contemporary Image Collective, Townhouse Gallery, SEE Foundation are just a couple of initiatives contributing to lively and diverse Downtown.



ARTISTS



Diverse Cultural Life

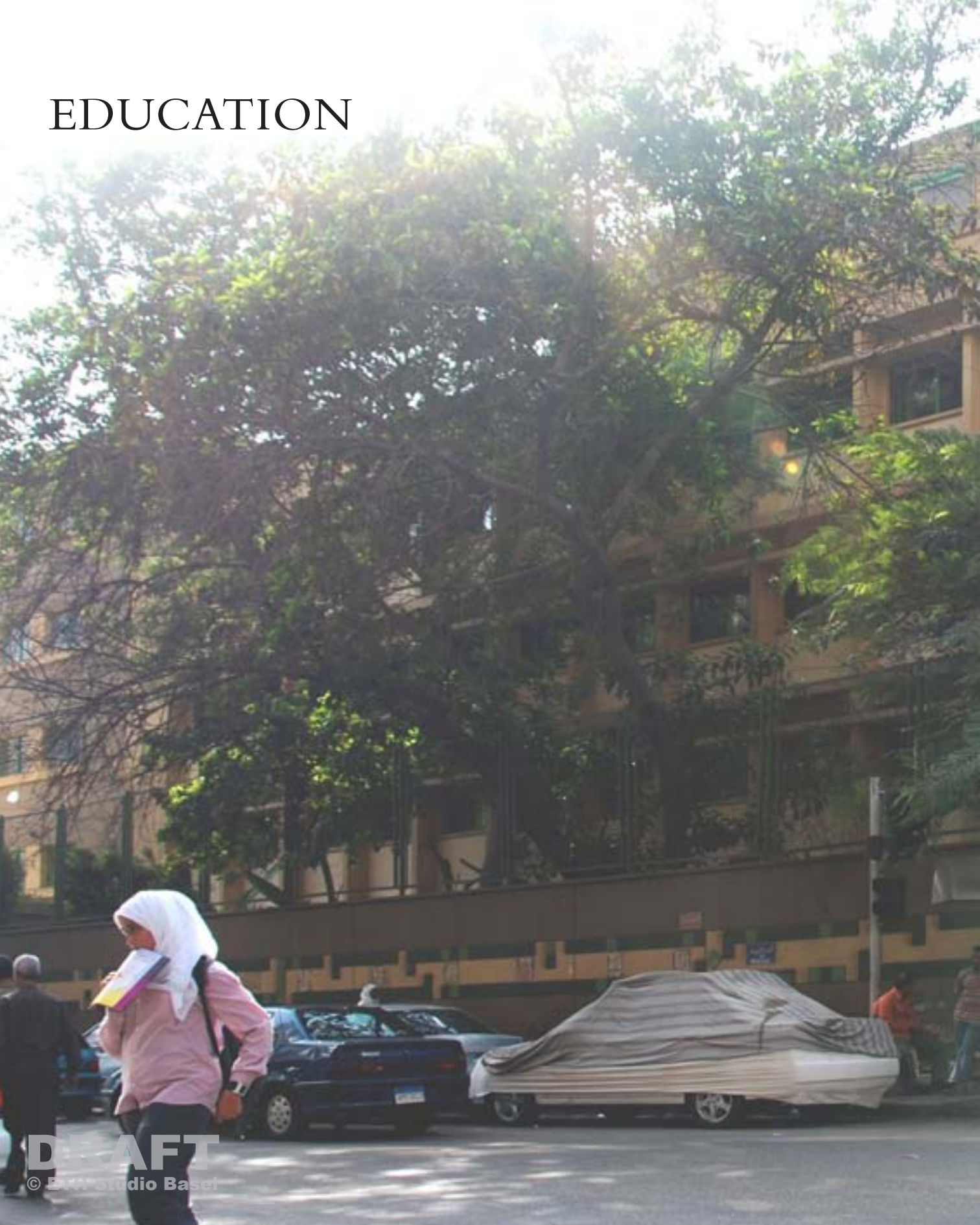
Downtown Cairo has a very diverse art scene and is popular among the artists not only for working and living but also for spending their leisure time.



Townhouse Gallery

The Townhouse Gallery is one of the recent examples of booming cultural life in Cairo. It is one of the leading independent spaces for the arts, providing an extensive programme of visual arts, film, theatre, music, workshops, educational programmes. Together with exhibition space It also houses a small library and a theatre.

EDUCATION





SCHOOLS AND UNIVERSITIES



American University in Cairo

The main campus of American University in Cairo founded almost hundred years used to be in Downtown. However, as AUC's main campus moved from the heart of Downtown Cairo to the heart of New Cairo recently only AUC Press' Bookstore as left there as a remainder of the once livable area for foreigners in Downtown.



1

2

Schools

1. Talaat Harb girl school
2. German School in Cairo built in Bauhaus style.

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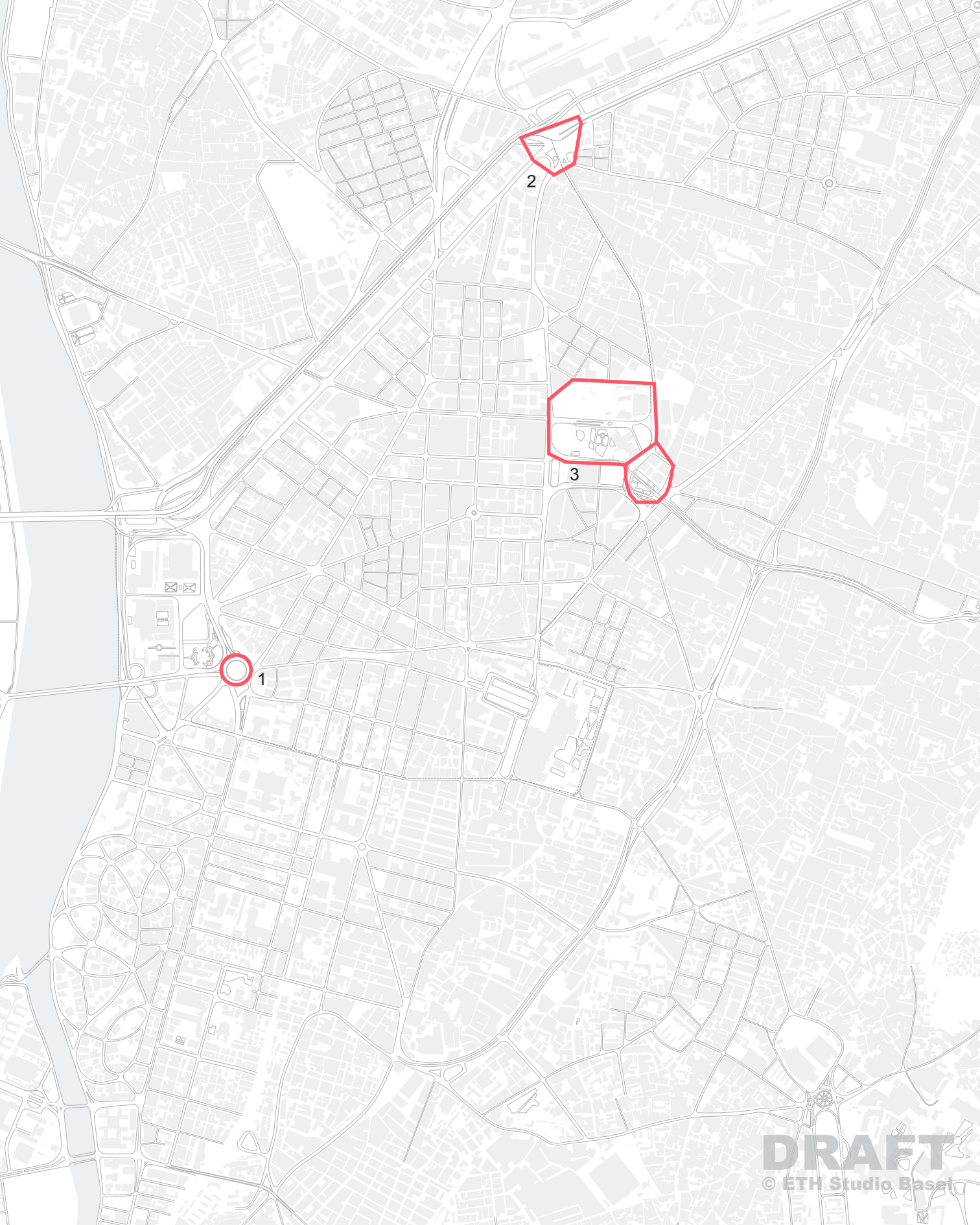
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**ENTERING DOWNTOWN
MAIN SQUARES**

- | 1 | TAHIR SQUARE
- | 2 | RAMSIS SQUARE
- | 3 | ATTABA SQUARE



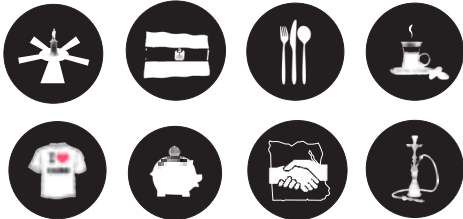
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TAHRIR SQUARE

THE SYMBOL OF LIBERATION

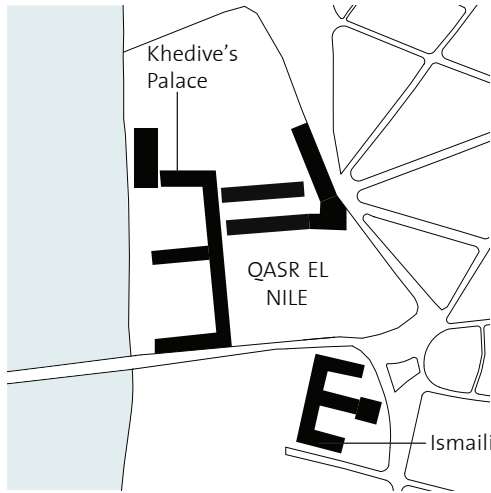


DRAFT
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Three main major squares and public open spaces on the borders of downtown are Ramses Square, Ataba square and Tahrir Square. They are also main transportation hubs in Cairo's CBD as they are located on the major city streets and work like gates when entering downtown. Being the public transport hub, Midan Al-Tahrir is one of the main and largest public squares, the absolute centre of the city. Formerly known as Midan Ismaili it was renamed in 1954 by president Nasser as Midan Tahrir „Liberation Square“. It houses numerous important buildings such as Mugamma Building, Arab League Headquarters, Nile Hilton Hotel, The Egyptian Museum.

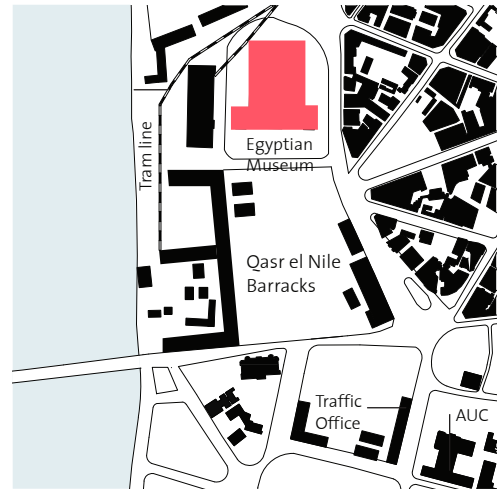


TRANSFORMATIONS OF TAHRIR SQUARE



Ismailia Square

In the Qasr en Nile along the Nile former Khedive's Palace (Palais Said Pasha) was located. The palace was surrounded by the big garden and lagunes mainly. After the new Masterplan of Kedive Ismail in 1870s was introduced, the square was given a name of Midan al-Ismailia.



Ismailia Square

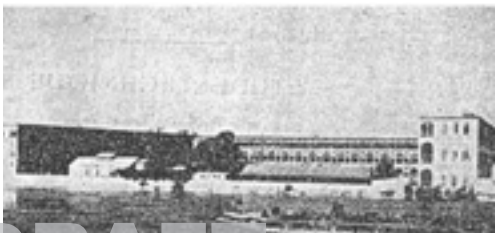
Following the Masterplan of 1870s many many new buildings where built including the Egyptian Museum which was designed in 1896 by the French Architect Marcel Dourgnon in the neo-classic style. In the Palace area military barracks were constructed.

1869
First Masterplan for Cairo

1888

1879 - 1934
Belle Epoque of Cairo.

1933



1900s
Military Barracks in the Qasr al Nile area were later replaced by the Nile Hilton Hotel

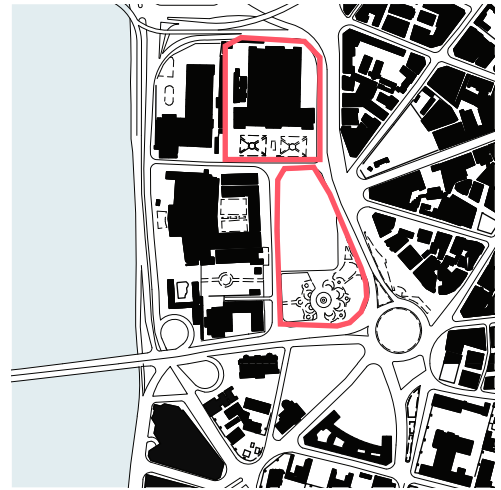
1934
Study model of the Midan al-Tahrir square





Tahrir Square

After the revolution in 1952 Midan Ismailia was remained as Midan Tahrir „Liberation Square“. Many important governmental and public buildings were constructed on the site since 1954: the Mogamma Building and The Nile Hilton Hotel, Arab League Building giving a square a big importance.



Tahrir Square

Tahrir today is a central transportation hub of the city with its metro line and thousand of cars passing by everyday. It is not only a place of circulation but also a place of transformation awaiting big changes. Nile Hilton hotel and a public underground parking is under construction with a park planned on it. There are plans to move the Egyptian Museum and Mogamma building and the AUC has already left the site.

1954
Revolution

1962

2010

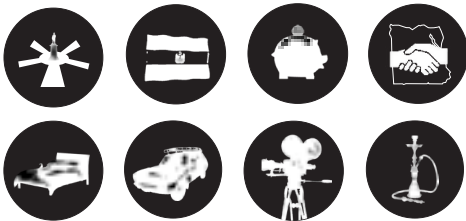
1957
Nile Hilton was one of many new public buildings constructed after the Revolution



1997
Tahrir square housing numerous of important buildings: mogamma buildign, the Egyptian Musuem, Arab Legaue

ATABA AND OPERA SQUARES EZBEKIYYA GARDEN

THE DECAY OF FORMER KHEDIVIAN CITY CENTER

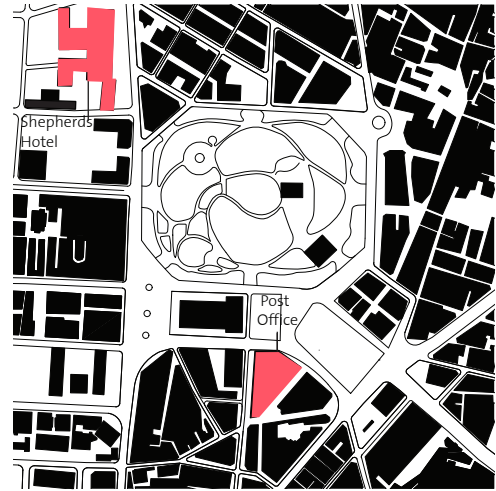
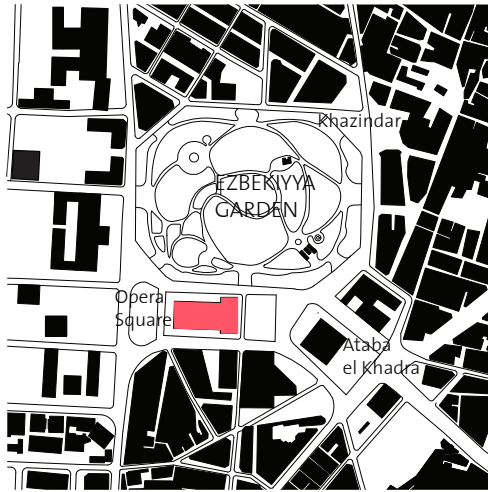


DRAFT
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Opera and Ataba squares together are important transportation hubs. They link the commercial and business district of Khedivial Cairo to a group of wholesale specialized markets surrounding Ataba Square, and traditional markets in el-Azhar district. The two squares, originally a major cultural and recreational node, are currently separated by the Opera multistory garage built on the original site of the Khedivial Opera House. The surrounding area is characterized by a diverse mixture of land uses, commercial activities, and a number of historic buildings. To the North, lies the historic Ezbakiyya Garden, which is now encroached upon by several buildings including three theatres, an on- street second hand book market, a multistory garage and bus terminal (the Ataba Garage), several office and commercial buildings, and a medical centre. The southern and eastern edges of the two squares are lined by a number of administrative buildings, a shopping mall and a cinema, in addition to a large historic fruit and vegetable market. To the west and south west of Opera Square, lies a number of mixed use (commercial-office-residential) and heritage buildings the most important of which are Parliament Hotel and the Ottoman dating al-Kekhia Mosque (on el-Gomhoureya and Kasr el-Nile Streets). On the northern al- Khazendar Square lies two major historic buildings; Sednaoui department store and Eden Palace Hotel.



TRANSFORMATIONS OF ATABA/OPERA SQUARE AND EZBEKIYYA GARDEN



Ataba/Opera/Ezbekiyya

The adjoining Ataba square existed before Opera square. During Khedive Ismail's rule, its environs were re-planned and designed. As an intersection of many main thoroughfares, it came to be considered as the "heart" of Cairo. The Ezbekiyya gardens between two squares were laid out in 1870 in the former lake territory by parisian landscape gardener M. Barillet. It boasted ponds and lakes with artificial grottos, music kiosks, promenades and several species of trees and shrubs.

Ataba/Opera/Ezbekiyya

Since 1897 Ataba square became really important as a traffic node as several trime lines were crossing in it. Many important high- value heritage buildings built in the belle-epoque years of Cairo form the boundaries of this Ataba and Opera squares till our present day. These include several hotels (such as Hotel Continental and Shepherd's Hotel), department stores as well as the Fire Brigade building (1905) and Post Office building (1904).

1869
First Masterplan for Cairo

1888

1879 - 1934
Belle Epoque of Cairo.

1933



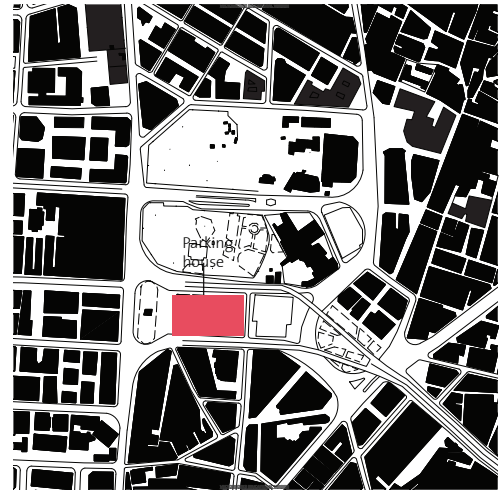
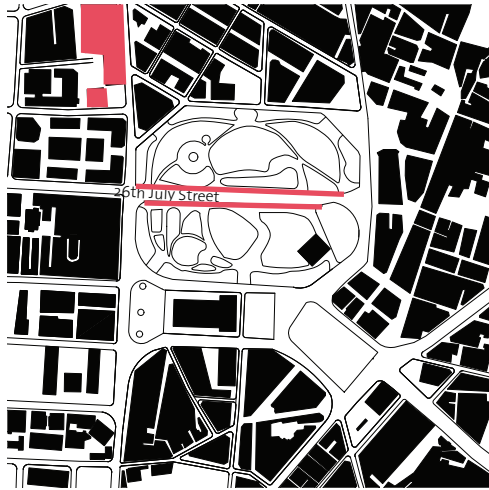
1869
The exterior of the Opera House built in 1869 and the statue of Ibrahim Pasha in front of Opera made by french sculpturer Gordier in 1872



1934
A tram- way station in Ataba square.



1940s
Shepard's Hotel before the fire.



Ataba/Opera/Ezbekiyya

During the president's Nasser era a new street concept was introduced and the 27th July street was extended through the middle of the Ezbekiyya garden. The site has lost couple of its important buildings as the Shepherd's Hotel burned in 1952 during the riot ignited by the revolution. Also in forthcoming years the Opera Building was destroyed by the fire.

Ataba/Opera/Ezbekiyya

The two squares, originally a major cultural and recreational node, are currently separated by the multistory garage. The historic Ezbekiyya Garden, which is now encroached upon by several buildings including three theatres, an on-street second hand book market is deteriorating. There is a major construction for Metro Line 3 at the northern part of the garden and the whole site covering Ataba and Opera squares as well as Ezbekiyya garden has been announced for a competition of urban renewal in June 2010.

1954
Revolution

1962

2010



1952
Shepherd's Hotel after the fire in 1952.

1971
After Opera building burned, a multistory garage was built on the original site of the Khedivial Opera House



1997
Ataba square with multi-level transportation node and central post office



2000
Ezbekiyya Garden

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RAMSES SQUARE

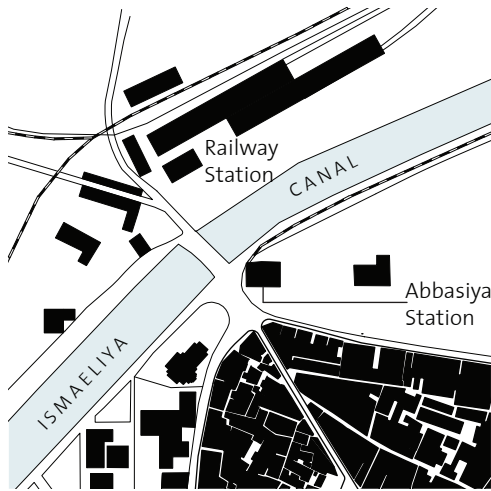
THE CENTRAL MULTI-LEVEL TRAFFIC NODE NEXT TO THE RAILWAY STATION



Ramses is one of the three main squares bordering downtown Cairo. It is considered to be the focal point of major movement and transportation. The main railway station is located direct on the square, as well as different means of public transportation are crossing the square. The square of a great important historical value sufferst now under urban and traffic problems. A recent competition commisioned by the National Organisation for Urban Harmony has dealt with the issues or redesigning the square and making it more attractive for the public.



TRANSFORMATIONS OF RAMSESES SQUARE



Bab al Hadid Square

A new railway station was constructed on the northern side of downtown where Ismailia Canal was at that time. Around 1890 there was a planned railway line to Qasr el Nile area (today Tahrir square) where british military barracks were located.

Bab al Hadid Square

During colonial times the former Ismailia Canal was converted into the Avenue de la Reine Nazil. A statue of Nahder Masr was placed in the middle of the square.

1869
First Masterplan for Cairo

1888

1879 - 1934
Belle Epoque of Cairo.

1933



1920
Bab el Hadid Railway
Station around 1920s.



1854
The first Railway
Station established in
Cairo on the Bab el
Hadid square



1891-93
After the burning of
the railway station
building in 1882 it
was replaced by a new
one. This new Main
Station building in
islamic-arabic style
was designed by architect
Edwin Patsy.

1928
The Sculpture of Nahder Masr (in the middle)
by mahmud Muchtar before in 1956 it was
brought to Gize.





Ramses Square

After the revolution in 1952 the square was renamed to Ramses square and the street crossing it to Ramses street. The old sculpture of Nahder Masr was replaced with the original statue of Ramses II. Former Ismailia Canal renamed to Ramses street is until today one of the most important and crowded streets in the city.

Ramses Square

Ramses Square today is considered the focal point of major movement and transportation nodes and lines in Cairo. Next to the railway station there is an important multi-level traffic node and Metro station. The square today is facing huge urban and traffic problems and has been foreseen to redevelopment competition by the government.

1952
Revolution

1956
The statue of
Ramses II.



1962



1992
Former Ismailia Canal, today Ramses street has been until now one of the most important and crowded streets in the city.

2010



1960s
Widened
Ramses street
in front of
Railway
station.



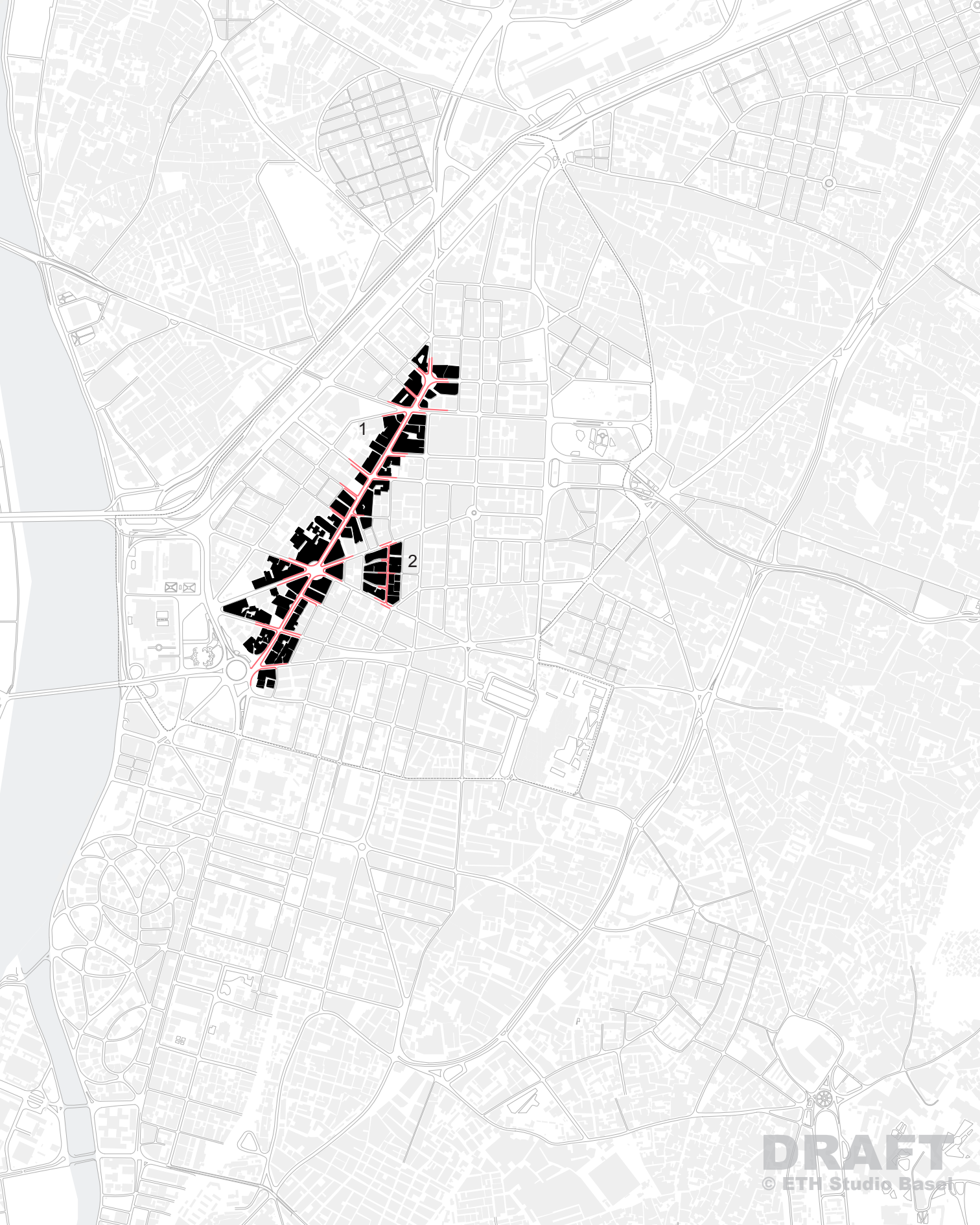
1970s
Areal view of the Ramses square

1997
Main Station and
the traffic junction
with the bridge
in front of it.



**ENTERING DOWNTOWN
MAIN STREETS**

- | 1 | TALAAT HARB STREET
- | 2 | AL SHARIFAIN





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| 1 | TALAAT HARB STREET

THE CENTRAL PLACE FOR LEISURE AND SOCIAL INTERACTION

Talaat Harb street together with Qasr el-Nile streets forming an X-shaped swathe through the area are the main streets in Downtown. Almost every visitor gravitates here at least once, while many go shopping, checking out the variety of dozens of bars, shops and bars. Together with Talaat Harb Square this street is the bustling commercial center of Cairo. It houses numerous of important and famous buildings such as Yacoubian Buildings, Egyptian Diplomatic Club, Cafe Riche. The street is also an important part of the nightlife and entertainment as Metro and Miami cinemas are located there.

Talaat Harb square and street, named after famous economist and national bank founder are one of the most important and elegant places inside Downtown. The square was in the 19th and early 20th centuries, the rendez-vous place of choice for Cairo's élite. Square is surrounded by Parisian-style art nouveau buildings such as Baehler Building or Groppi Café where Cairo elite used to meet.



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- Added floors
- Informal changes
- Added light constructions in GF
- No changes



- 100% Vacancy
- 30% Vacancy
- 15% Vacancy
- No Vacancy



- Cinemas, Galleries
- Shopping
- Major hotels
- Main touristical places of interest

Buildings | Additions

Talaat Harb street is a catalogue of building transformations as the examples of rooftop living, added floors, the changed appearance of the ground floors can be found there.



Buildings | Empty Status

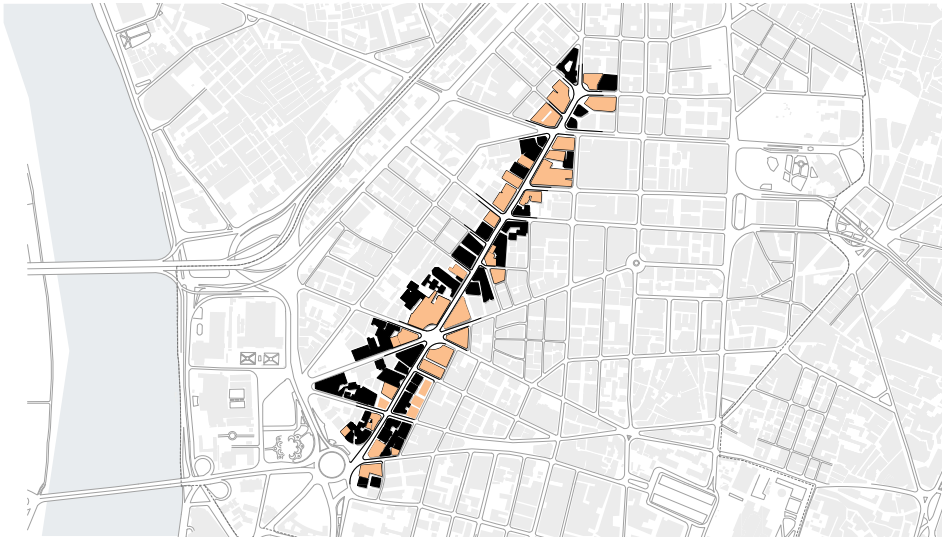
Talaat Harb street is a lively and pulsating area although it did not avoid the vacancy in the upper floors of residential buildings as some of the apartments are being left empty.



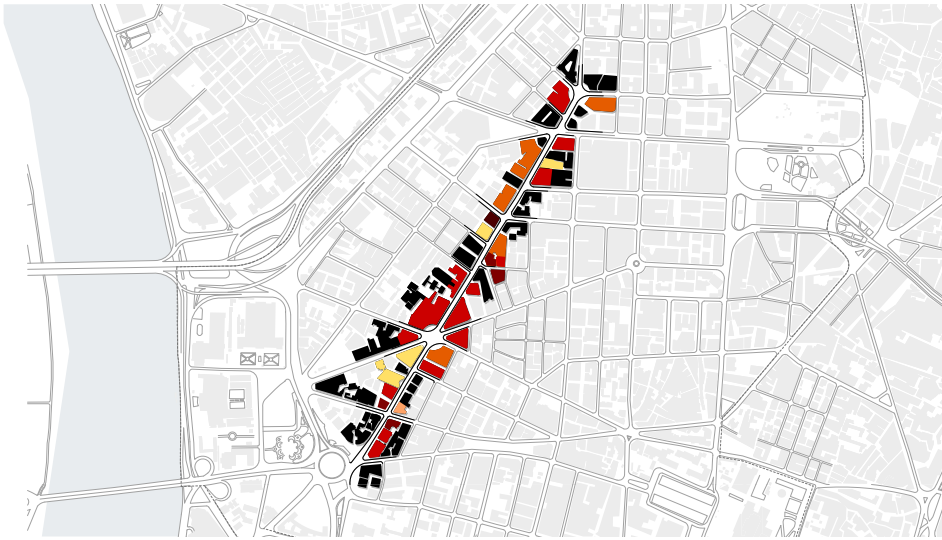
Uses | Tourism and Entertainment

The street cafes in the pedestrianized quarter are standing so dense next to each other that they are forming a one big cafe.





- Buildings protected by NOUH
- Buildings in Talaat Harb street



- After 1950
- 1941 - 1950
- 1931 - 1940
- 1921 - 1930
- 1911 - 1920
- 1900 - 1910
- Missed Values



- Buildings owned by Misr Insurance
- Buildings owned by Al Ismaelia
- Buildings in Talaat Harb street

Heritage| Urban Harmony

The facades of Talaat Harb Square are one of the most elegant in Downtown. The organization of Urban Harmony is taking care of the facades of the building, however without maintaining the inside of the building.



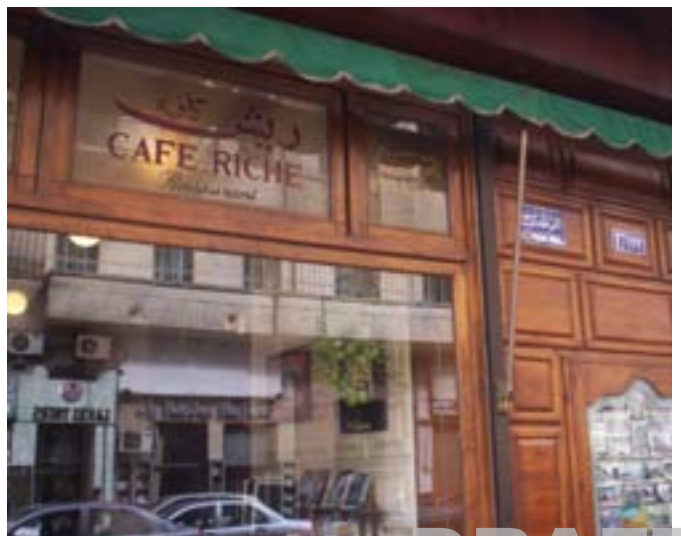
Building age

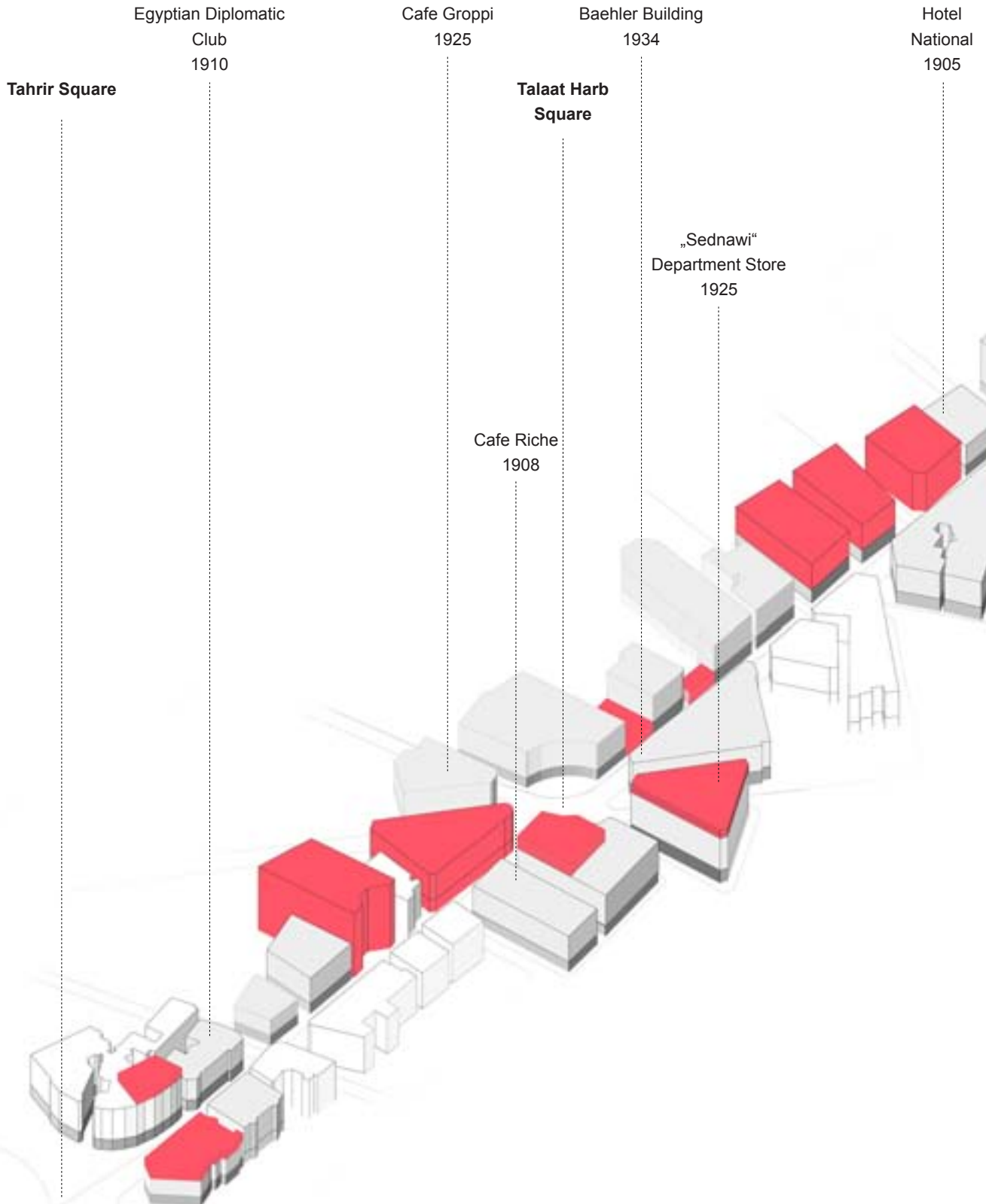
Most of the buildings in Talaat Harb street date back to the beginning of the nineteenth century. However there are some modern edifices such as high-rise offices, banks or apartment blocks built after 1950s.



Private investors | Al Ismaelia

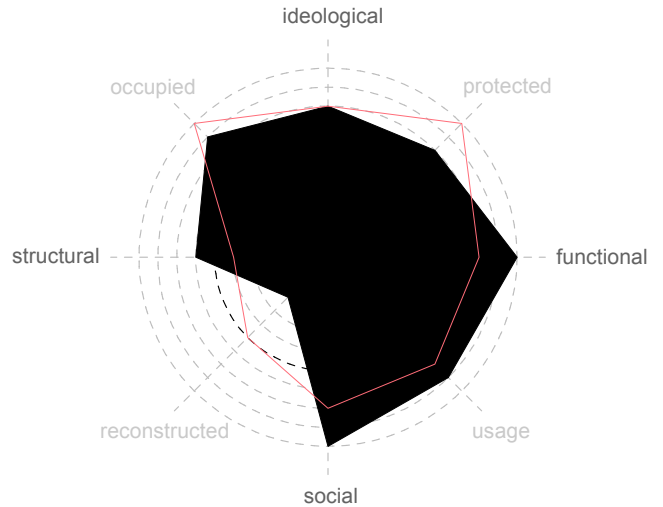
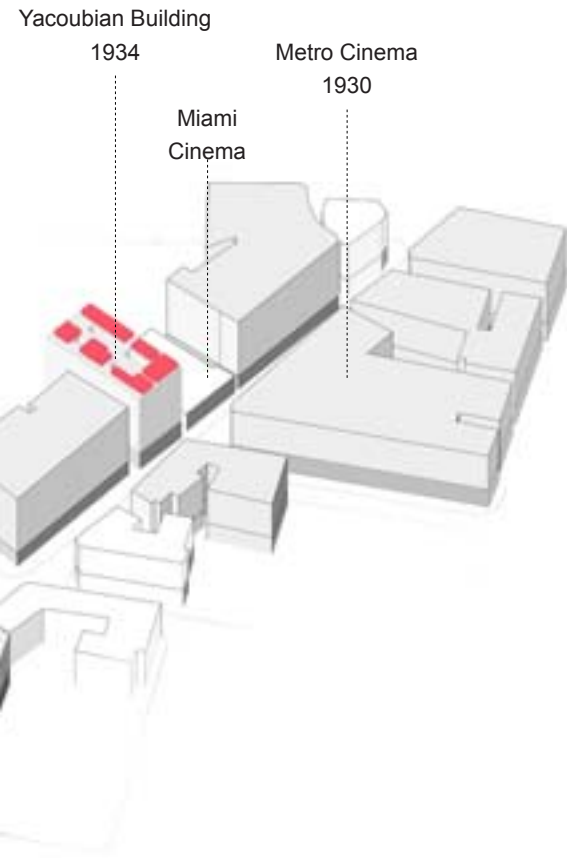
Private investment companies like Al Ismaelia investing into Downtown are trying to acquire the most beautiful and important buildings. Cafe Riche in Talaat Harb street is one of the famous buildings owned by the company.





| 1 | TALAAT HARB STREET

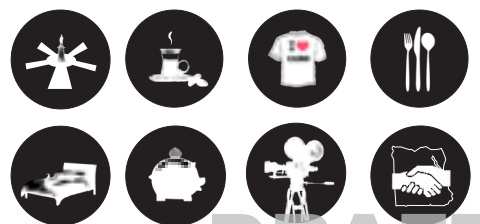
BELLE EPOQUE BUILDINGS INTERSPERCED BETWEEN MODERN COUNTERPARTS



Transformation | Conditions | Potential | Evaluation

The question of heritage preservation in Talaat Harb Street is very important as it houses numerous of celebrated and important historical buildings. The majority of buildings are being protected by the Urban Harmony which aims to maintain the beauty of the facades of the belle epoque buildings. However, as the processes of heritization is still ongoing, the damage due to the changed sociocultural and political context is very present. Most of the buildings have modified ground floors with added light constructions, billboards and signs has changed it appearance greatly since the belle epoque times. There were numerous of new buildings or added floors adjoined to the existing structures after the 1950s, most of which were built without considering the heritage and beauty of historical buildings.

- New buildings (after 1950) and added floors
- Added light constructions in ground floor
- Buildings in Talaat Harb street protected by NOUH
- Buildings in Talaat Harb street



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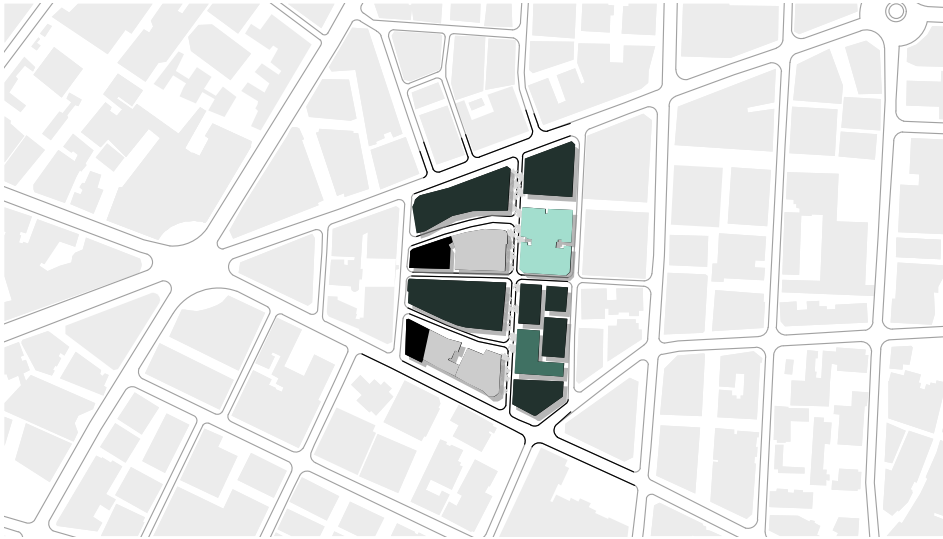


| 2 | AL SHARIFAIN STREET PEDESTRIANIZED AREA NEXT TO STOCK EXCHANGE BUILDING

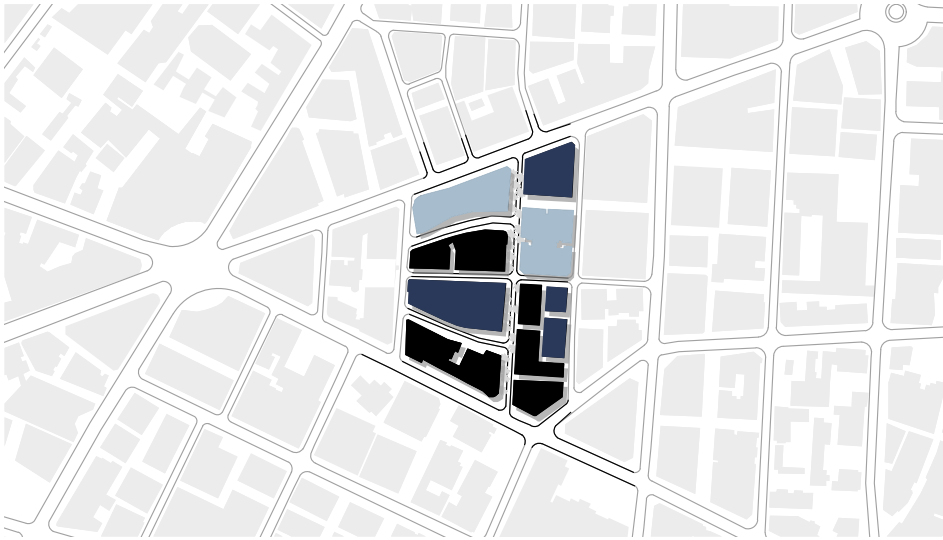
Restoring public edifices and rehabilitating downtown belle-epoque streets was a governmental initiative dating back to 1999. The streets surrounding the Egyptian Stock Exchange Building have been pedestrianized and the public buildings such as Stock Exchange and Sues Canal Bank have been restored. Roads were paved over, green spaces created, palm trees planted, urban furniture installed.

The Borsa quarter is now a lively area in Cairene social as well as economic life bustling with cafes for meetings. After the hustle and the bustle of brokers and stock-traders in the daytime is over, the neighbourhood is filled with socializing people. The area is frequented by a variety of Egyptians: shoppers taking a break in one of the many cafes in the area, journalists, intellectuals, activists and others which often arrange their meetings in one of the most famous cafes in Downtown - Borsa cafe. An attractive pedestrian street is also one of the few streets in Downtown with the alley of trees.

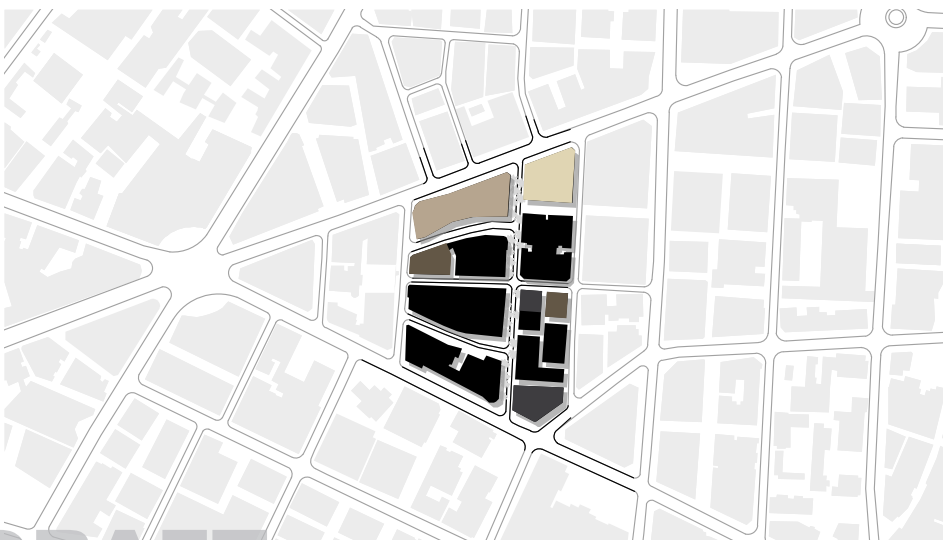




- Added floors
- Informal changes
- Added light constructions in GF
- No changes



- 100% Vacancy
- 30% Vacancy
- 15% Vacancy
- No Vacancy



- Cinemas, Galleries
- Shopping
- Major hotels
- Main touristical places of interest

Buildings | Additions

The common phenomenon of added floors on the top of the historical buildings is also present in the Borsa area.



Buildings | Empty Status

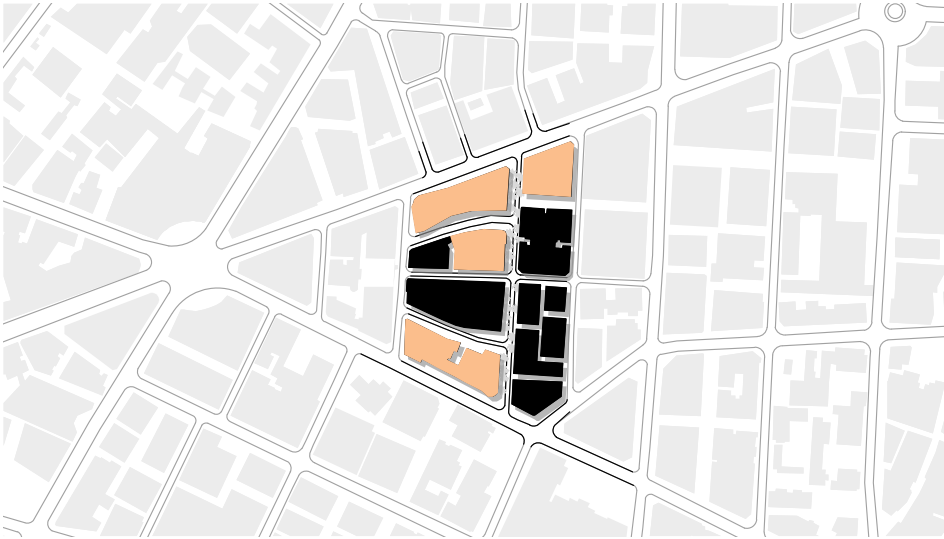
There is up to 30% vacancy status of some buildings in Borsa Street area. Some of the apartments of the upper floors of the buildings are used as storages for the shops in the ground floor.



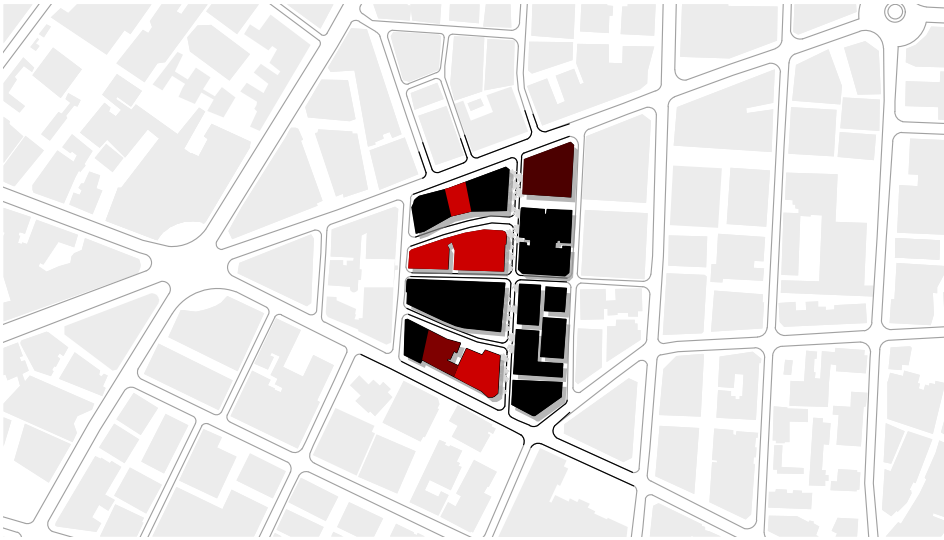
Uses | Tourism and Entertainment

The street cafes in the pedestrianized quarter are standing so dense next to each other that they are forming a one big cafe.

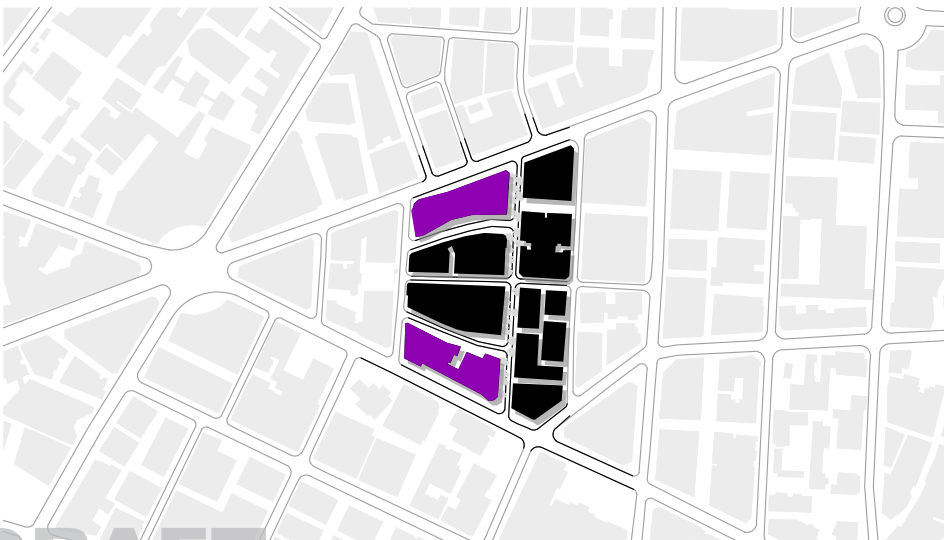




- Buildings protected by NOUH
- Buildings in Talaat Harb street



- After 1950
- 1941 - 1950
- 1931 - 1940
- 1921 - 1930
- 1911 - 1920
- 1900 - 1910
- Missed Values



- Buildings owned by Misr Real Estate
- Buildings owned by Al Ismaelia
- Buildings in Talaat Harb street

Heritage | Borsa Cafe

Borsa cafe is one of the most popular meeting places in Downtown. Although the building of Borsa cafe is not under the list of cultural heritage made by National Organization of Urban Harmony, it definitely deserves to be listed there.



Building Age | Stock Exchange Building

Stock Exchange building designed in 1928 by the architect Georges Parcq has been restored after the governmental project to rehabilitate the district was initiated. The restoration helped to save the building since its basement was flooded for years with rising groundwater.



Private investors | Misr Real Estate

Sues Canal Bank is one of the two buildings in Borsa area currently owned by Misr Insurance company. The private investors usually are targeting to acquire important and famous buildings in Downtown.

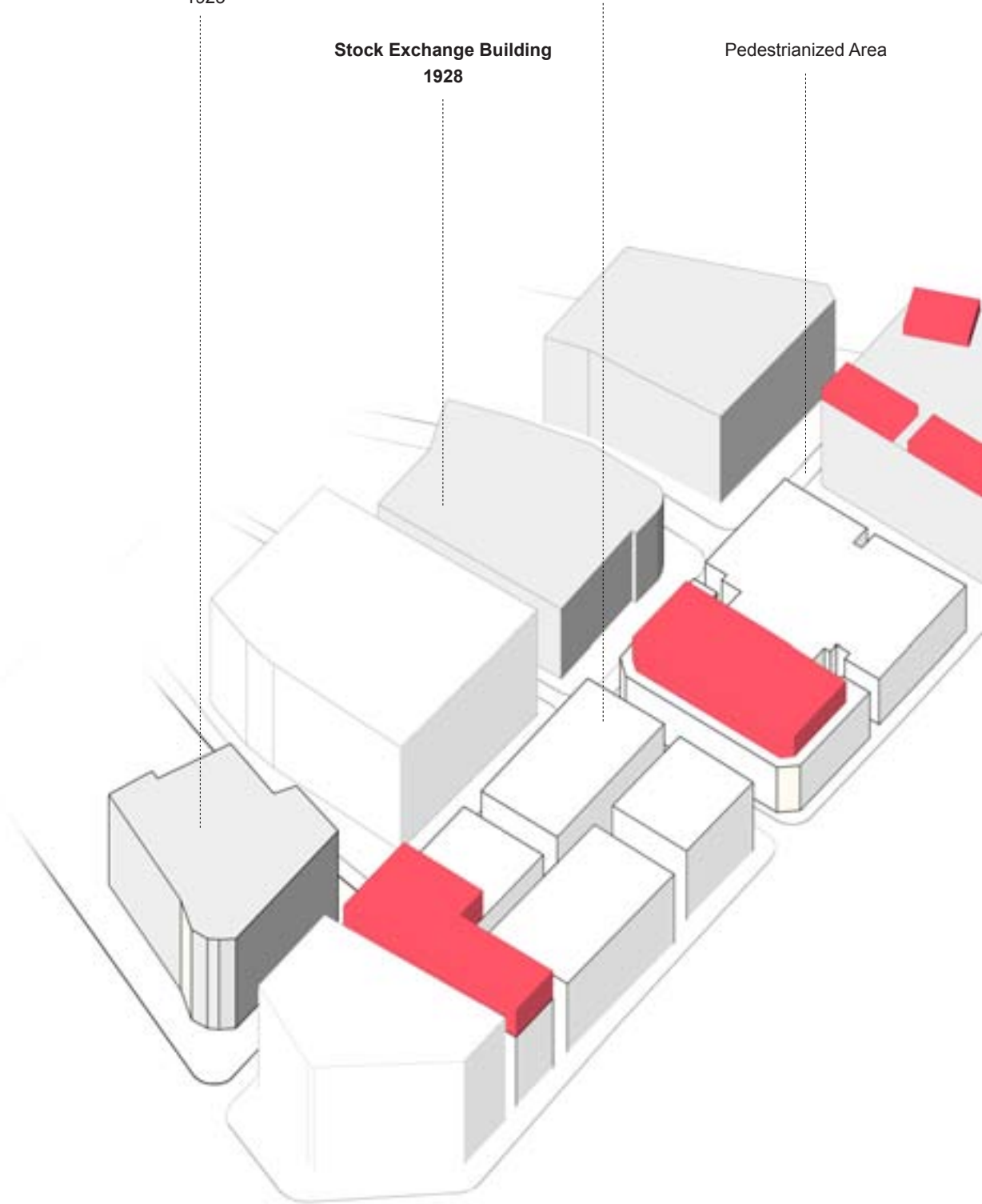


Sues Canal Bank
1925

Borsa Cafe

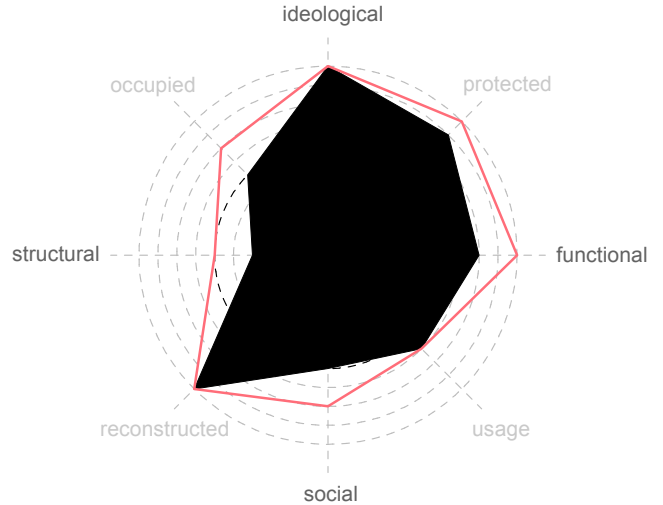
Stock Exchange Building
1928

Pedestrianized Area



| 2 | AL SHARIFAIN STREET

THE CHANGING IDENTITY OF THE BORSA AREA



Transformation | Conditions | Potential | Evaluation

Al Sharifain street has already witnessed huge transformations - added new floors to existing belle époque buildings, rooftop squaters, empty decaying apartments. However, the huge changes are about to come to the area as there has been recent governmental plans to move the Stock Exchange Building into the south of Cairo. With this movement streets around Borsa will lose an important landmark giving identity to the area but on the other hand it will gain new opportunities for the future development.

Borsa quarter is one of the examples of governmental efforts to create an attractive pedestrianized area. Although this example is more successful as the other in Alfi street, the real soul of Downtown street life is could be found in spaces in between.

- New buildings (after 1950) and added floors
- Added light constructions in ground floor
- Buildings in Talaat Harb street protected by NOUH
- Buildings in Talaat Harb street



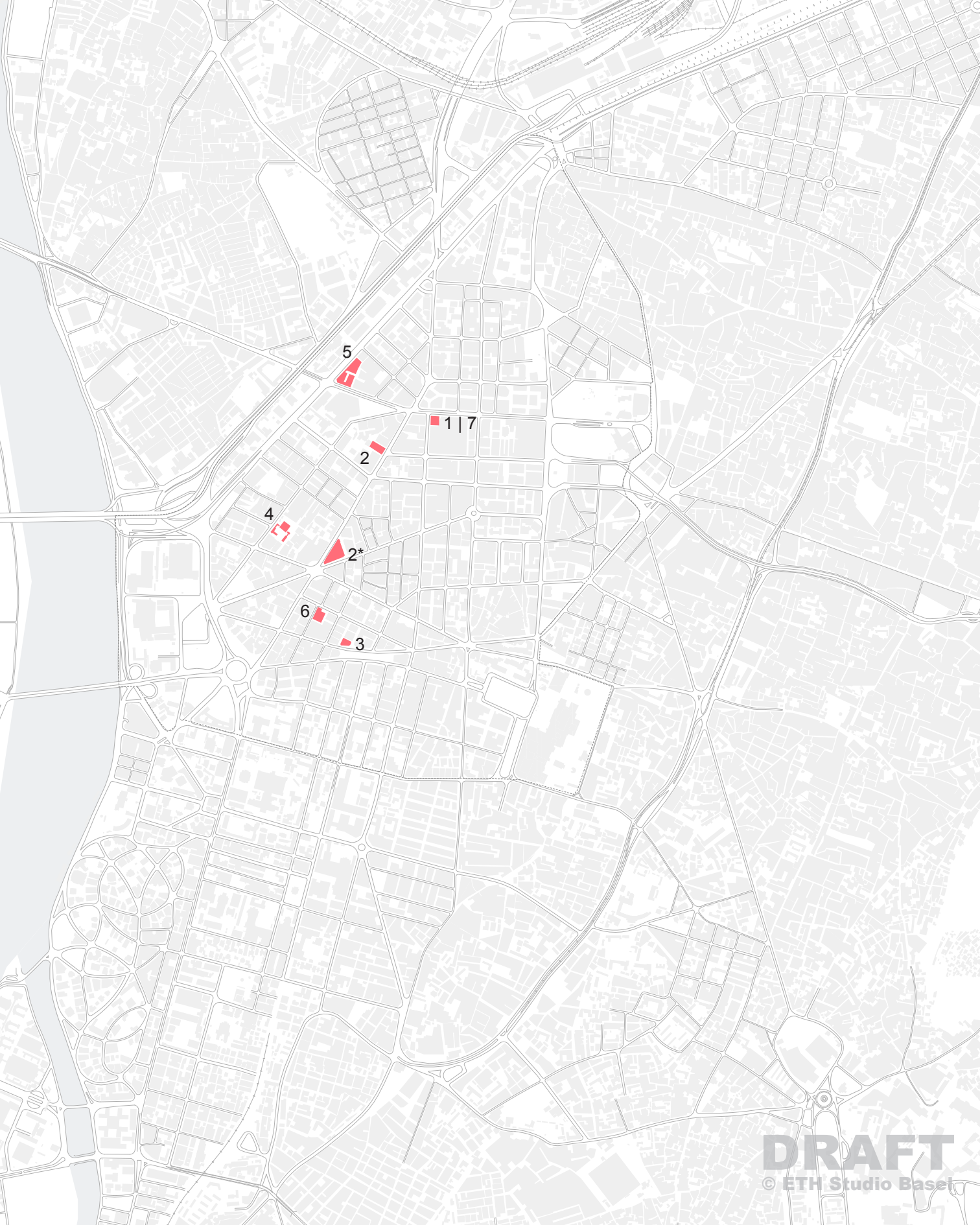
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INSIDE DOWNTOWN MAIN BUILDING TYPES

- | 1 | URBAN HARMONY | 43 SHERIF STREET
- | 2 | NEW UTILIZATION | 34 TALAAT HARB STREET
- | 3 | LAYERS OF HISTORY | 38 BAB EL LUQ
- | 4 | DEGENERATION | 11 CHAMPILLON STREET
- | 5 | RECONSTRUCTION | 59 RAMSIS STREET
- | 6 | GENTRIFICATION | 22 HODA SHARAWY
- | 7 | INBETWEEN SPACES | ARCADES AND PASSAGE

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5

1 | 7

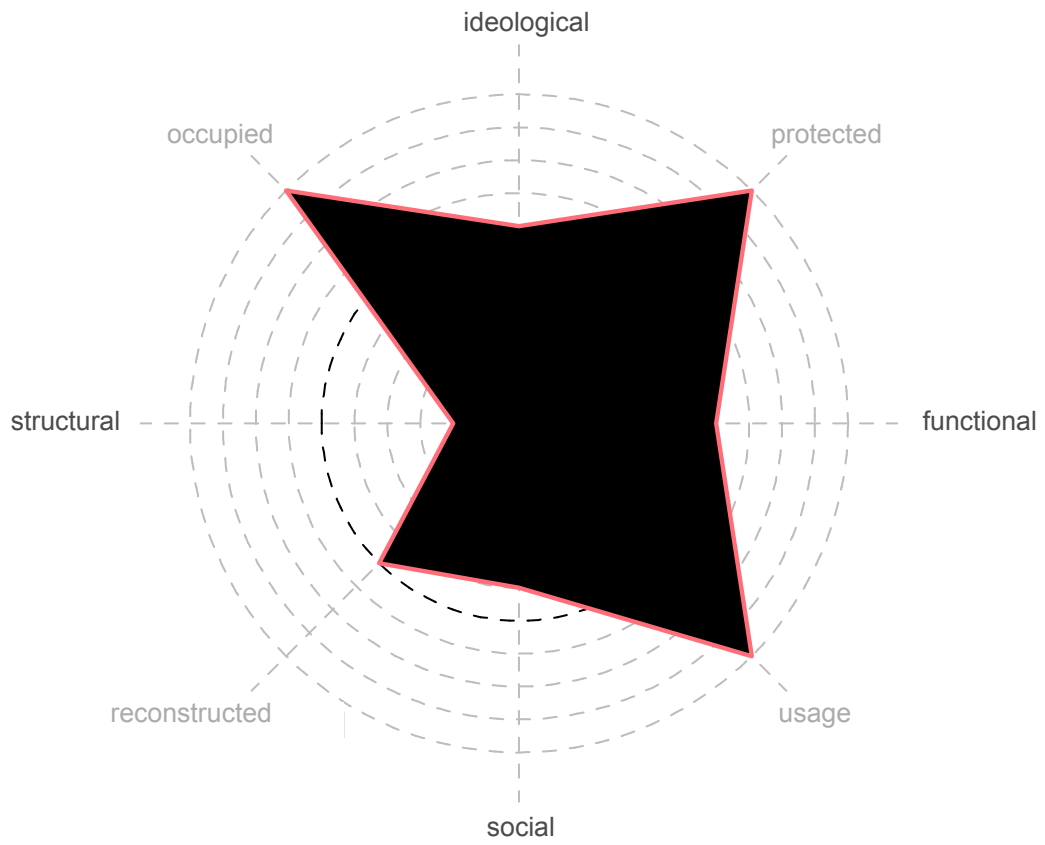
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4

2*

6

3



Conditions
Transformation
Potential
Evaluation

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SOCIOGRAM

IDEAL GRAPHICAL SOLUTION OF TRANSFORMATIONS AND CONDITIONS FOR BUILDING TYPES TO ANALYZE AND COMPARE THE URBAN STRUCTURE OF DOWNTOWN

This diagram shows the relationship between the transformations and conditions and should help to understand these, which influences the development of the urban patterns. The more the value is placed at the outline of the circles of the diagram, the more applies the respective term or it is diversified. This is the case of usage. It varies from mono usage in the center of the diagram to multi usage at the outside. The opposed terms are always in their relation to each other. The future potential is shown within the red line.

The conditions are described with the help of the terms occupied, usage, protected and reconstructed. The transformation is classified in the terms ideological, social, structural and functional.

Ideological is a system of ideas, associations and value judgments, which constitutes one's goals, expectations, and actions. It guides an individual or collective to continuity, disruption and permanency.

Social describes the changes of the living organism and the historical layers.

Structural defines the instauration of the physical structure and new designs.

Functional is the statement on the ability of the structures to adapt to new demands. A new type of use replaces a previous one.



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| 1 | HERITAGE

41 SHERIF STREET

BEAUTIFYING THE BUILDING SHELL AND THE DECAY OF THE INTERIOR

Residential | Commercial | Complex Building

41 Sherif Street

Built 1930

Area: 2760 m² total area for both buildings

No. of storeys: 8 & semi storey later add.

Style: Art Deco & Expressionism

Downtown Cairo has a rich heritage of residentials, mansions and garden landscapes, streets and squares of the Belle Epoque. This wealth of buildings provides many opportunities for study, but despite being famous throughout the world, our heritage is in constant need of protection. The first steps have been taken by the National Organisation of Urban Harmony while the facades have been painted. The Problem is that they only paint the exterior without cleaning and restoring the facade. They also do not care about the interior of the building, but they are looking forward to it.

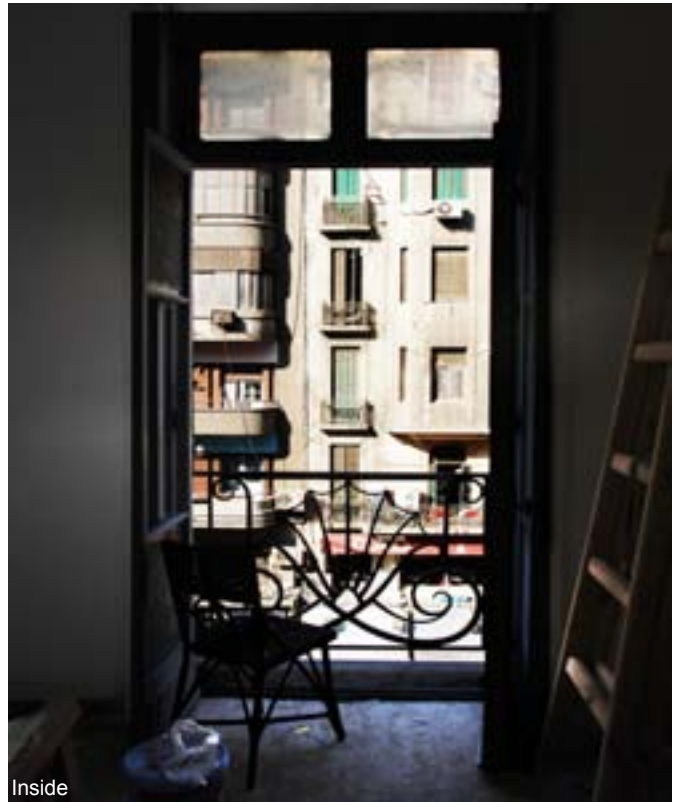
The National Organisation of Urban Harmony is committed to encouraging public understanding and appreciation of the built environment, and supports the thoughtful and meaningful preservation and restoration of historic buildings.



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Entrance Area



Inside



Entrance Arcade



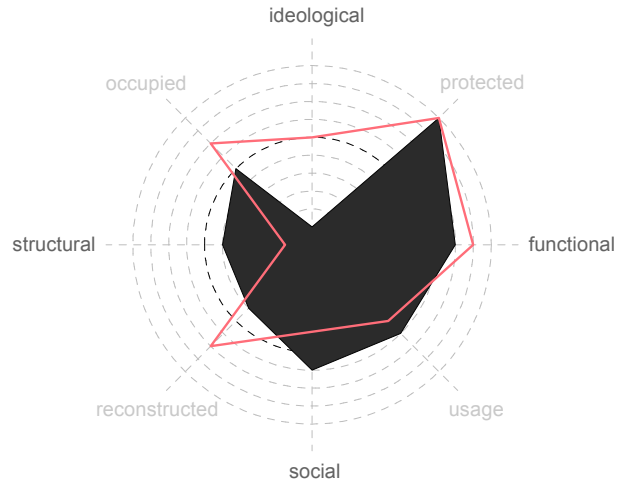
Moaque

| 1 | HERITAGE

41 SHERIF STREET

Sociogram | Transformation and Conditions

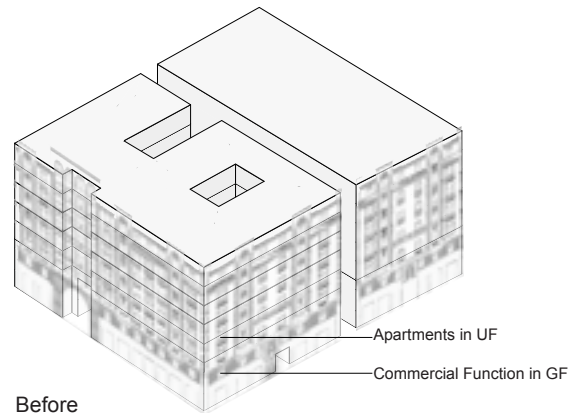
The building shape transformed average in social states. There are no ideologically transformations. On the one hand the potential lies in the reconstruction and preservation of the building in relationship to the protection and on the other hand the ideological conception should change.



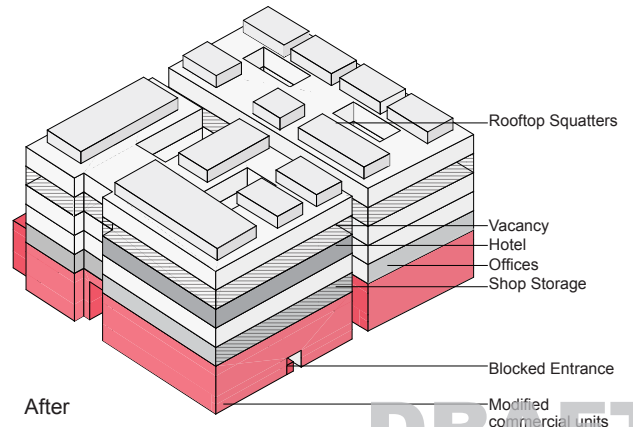
Transformation | Conditions | Potential | Evaluation

Axonometry | Volumetry Changings

New shops and merchandise modify the commercial function in the ground floor. The Entrance of the residential building is blocked. In the upper floors are new functions of usage and some floors are vacant. At the rooftop developed some rooftop squatters.



Before



After

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| 1 | HERITAGE

41 SHERIF STREET

THE INTENTION TO ENHANCE THE
KHEDIVIAN BUILDINGS

Apartment and business Building

Built probably shortly before or after 1928 (in the Baedeker Citymap of 1928 not marked); Arch. V. Erlanger (as per inscription). The building – rather a building complex – consists of eight stories (including mezzanine). Its ground area is about 1590 sqm large. The building is surrounded by three streets and a pedestrian alley. The façades are extensively designed and defined by neo baroque. However, some components and decorative elements on one hand point to neoclassicism, such as constructions of the buttress, on the other hand, influence of Art Deco, e.g. the wrought iron on the sixth floor balcony railing, are shown.



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| 2 | NEW UTILIZATION

34 TALAAT HARB STREET

CONSTANT CHANGING FUNCTIONS INFLUENCED BY POLITICAL CONDITIONS

Residential | Commercial | Complex Building
34 Talaat Harb Street
Built 1934
Area: 885 m² total area
No. of storeys: 9
Style: Art Deco & Expressionism

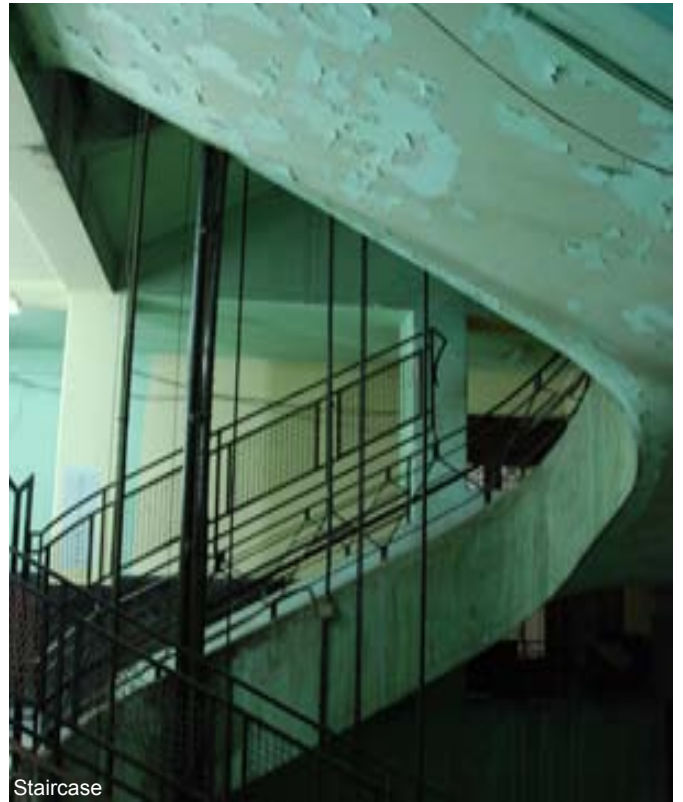
The building is also known as the „Yacoubian Building“ from the Novel by Alaa al Aswany. It is a building with continuous changing functions and lifestyles of the residents. It was originally built as residential for rich people with large apartments for them and small storage rooms on the roof for their employees. After the revolution the exodus of the Jews and foreigners started, so that officers moved into the house. In the seventies began the open door policy with the result that rich people started to sell and leave the apartments. They were reused as offices, hotels or shops. The final outcome was the growing rooftop community at the top of the building. First there lived the first inhabitant employees of the rich, then newcomers with low income almost from the countryside that were looking for a better life in the city Cairo.



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Access



Staircase



Bride Shop

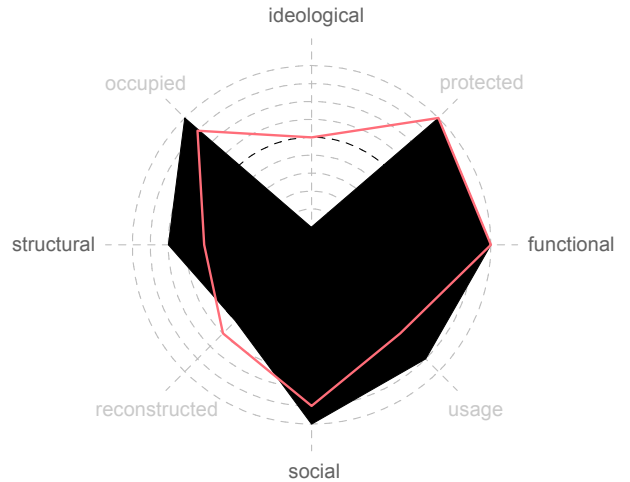


Rooftop

| 2 | NEW UTILIZATION 34 TALAAT HARB STREET

Sociogram | Transformation and Conditions

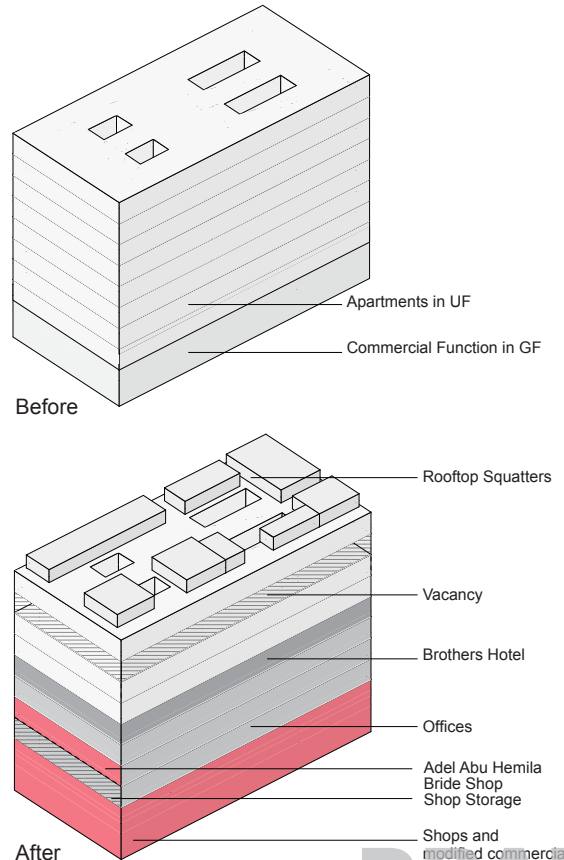
All transformations changed extremely except the ideological. The conditions are also given other than the reconstruction. The building has the potential to exist in the Talaat Harb Street.



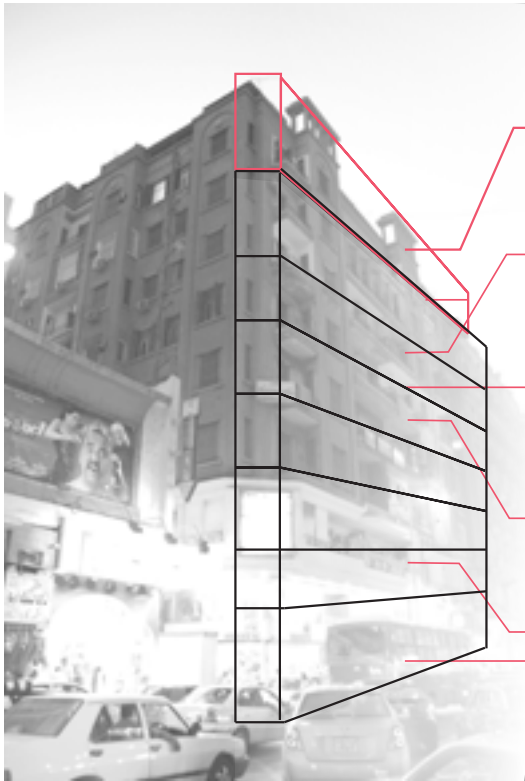
Transformation | Conditions | Potential | Evaluation

Axonometry | Volumetry Changings

The commercial function of the ground floor has remained, though new and modified commercial functions are added. The utilization of the upper floors has changed continuously through the years. Now there are offices, shops, a hotel and fewer apartments. Conspicuous are the rooftop squatters and the people who are living there.



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independant rooftop communities
 mostly poor residents coming from
 countryside or other cities

tourism
 furnished apartments mostly
 rent for arab tourists

offices
 studios, offices or clinics

apartment dwellings
 local wealthy inhabitants

**shops, storage rooms
 commerce**
 different commercial functions



1990



1970



1952



1934



* Source: Drawing based to the Alaa Al Aswany novel "Yacoubian Building"

| 2 | NEW UTILIZATION

34 TALAAT HARB STREET

ROOFTOP COMMUNITIES AND THE EMERGENCE OF THE APPRECIATION

Appartment and business building

Built in 1934 by Arch. G. Balian. The House consists of nine floors (including mezzanine); its ground area measures 885 sqm. The over accentuation of the two buttress through superstructures, consisting of a row of pillars, on which a roof tile lies, the dominance of decoration motives as e.g. wave and zig-zag lines, as well as the accentuated contrast effect, which evoke through the clear separation of wall areas and decorative elements, show the influence of expressionism and Art Deco



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| 3 | LAYERS OF HISTORY

38 EL-FALAKI PASHA STREET

THE PARASITES OF THE TOWN

Residential | Commercial | Complex Building

38 El-Falaki Pasha Street

Built most probably 1928

Area: 370 m²

No. of storeys: 11 & upper 5 storeys later added

Style: Neo-Classic & Art Deco

An attached exterior addition to a Khedivian building expands its „outer limits“ to create a new profile. Because such expansion has the capability to radically change the historic appearance, an exterior addition should be considered only after it has been determined that the new use cannot be successfully met by altering non-character-defining interior spaces. If the new use cannot be met in this way, then an attached exterior addition is usually an acceptable alternative. New additions should be designed and constructed so that the character-defining features of the historic building are not radically changed, obscured, damaged, or destroyed in the process of rehabilitation. New design should always be clearly differentiated so that the addition does not appear to be part of the historic resource. For this reason, particular care must be taken not to obscure, radically change, damage, or destroy character-defining features in the process of constructing a new addition. These conditions are not included in Downtown.



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Street View



Parking Space and Entrance



Inbetween Space



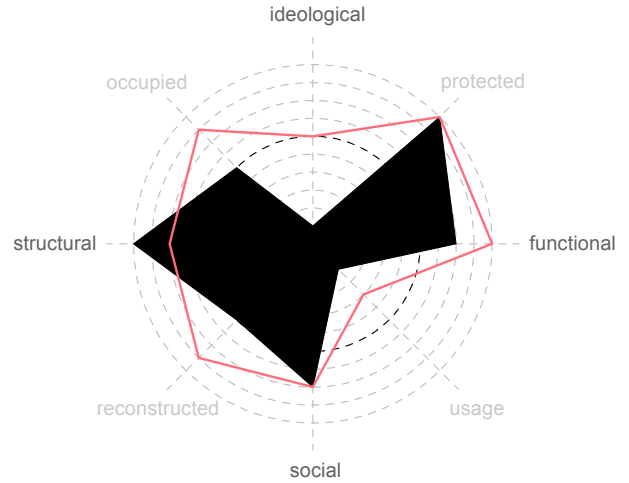
Market

| 3 | LAYERS OF HISTORY

38 EL-FALAKI PASHA STREET

Sociogram | Transformation and Conditions

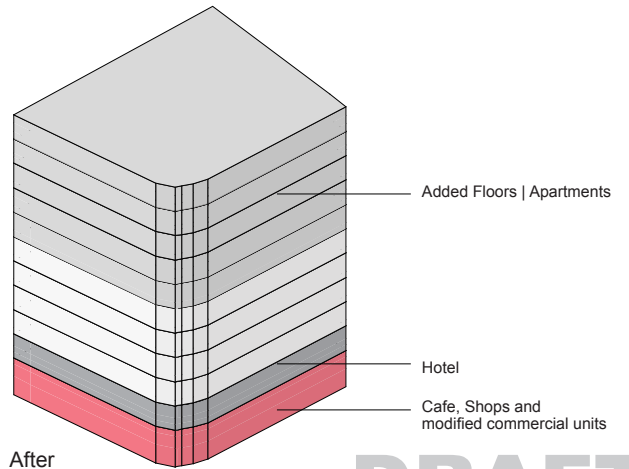
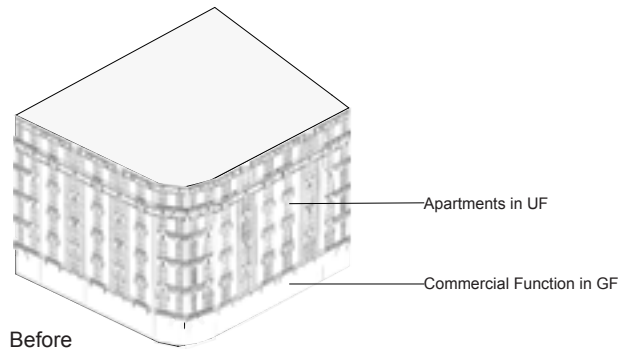
The biggest transformation is the structural change of the building with the added floors. In other respects the ideological influence does not change. The conditions are balanced except the usage, which is not very varying. The potential lies in the ideological transformation and the reconstruction of the building.



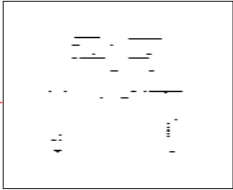
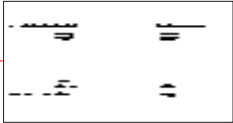
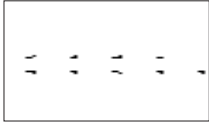
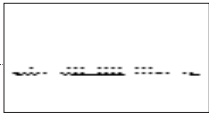
Transformation | Conditions | Potential | Evaluation

Axonometry | Volumetry Changings

The commercial function in the ground floor changed into Cafes, Shops and modified commercial units. A Hotel has been established in the upper floors. Main important is the added floors above the historical building.



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Hotel

Cafe

Shops

| 3 | LAYERS OF HISTORY

38 EL-FALAKI PASHA STREET

THE ADDITIONS DOMINATE THE TOWNSCAPE

Residential and commercial building

Probably built (entered in the Baedeker map of 1928) about 1928. The house has six floors and the new added upper floors are still under construction. The basic construction area of the house is about 370 sqm. large. The house stands on the corner of the M. Al-Falaki, this point is emphasized by the architectural formation of a semi-circle-shaped residential building at the building corner. Whether this first building was fitted with a dome, its currently not known. A kind of neo-classical architecture characterizes the appearance of the building. Design elements of the Art Deco occur in wrought iron balcony railings.



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| 4 | DEGENERATION

11 CHAMPOLLION STREET STAGNATION OF THE IMAGE BY PRIVATE OWNERS

„Naserya School“ | „Villa Amir Said Halim“

11 Champollion Street

Built 1901

Area: 1445 m²

No. of storeys: 2

Style: Neo-Baroque & Jugendstil

Walking through Downtown Cairo the sense of structural decay is overwhelming. Old stuff is just moldering into non-existence. There now seems to be a lot of resources going into repairing the Belle Époque buildings, but the structures around those buildings will not be there long. The buildings are left and owned by private persons, who does not care about the condition or do not have means. The result is the decay of the buildings, like the „Champollion Palace“. It used to be occupied, it served as a school and Amir Said Halim lived there, but now it is vacant. Some dutch artists initiated the project „Model Citizens“ as an investigation into the urban fabric of the Palace. They did 48 interviews with people who are living in the neighborhood. According to the personal preferences they visualized their proposals in a model.



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Window



Fence



Street View

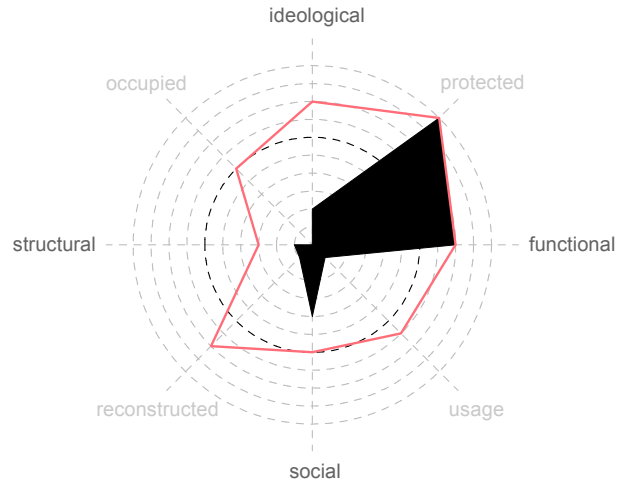
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| 4 | DEGENERATION

11 CHAMPOLLION STREET

Sociogram | Transformation and Conditions

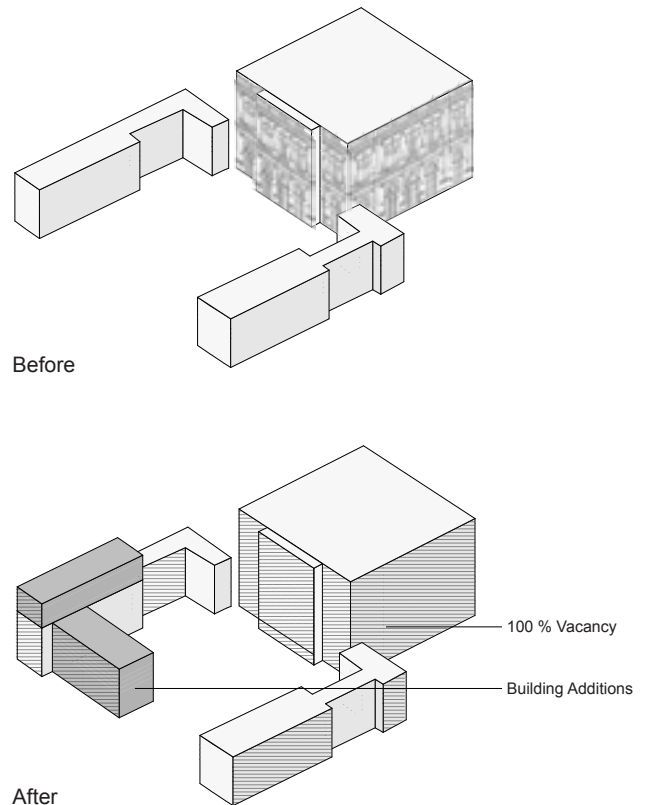
Because of the decay of the building there are not very much transformations. Only the function changed a few times. The diagram shows that the conditions are also declined. The building is protected and the potential for preservation is given with the support of changed conditions and care about the architectural heritage.



Transformation | Conditions | Potential | Evaluation

Axonometry | Volumetry Changings

Buildings are added at the side wings and today the Palace is 100% vacant.





| 4 | DEGENERATION

11 CHAMPOLLION STREET

FROM PALACE TO SCHOOL TO VILLA TO REGRESSION

Madrasat an-Nasriya school

Built in 1901 (according to statements of officials of the school). Four streets surround the facility. The built-up area is about 1445 square meters. This consists of a main building, which is accessed by a staircase and has two stories. Two galleries of two neighboring buildings flank the main building. The formal language seems, even in detail, for example volutes in the roof zone, Italian-Mediterranean. The galleries, balconies and staircases enhance the Mediterranean component. Otherwise, the architecture of the neo-baroque, but also from art nouveau (e.g., and the ceiling decoration of the surrounding wall etc.) determined. The splendor of this former villa of a folding member of the former ruling house of Egypt is reflected both in foreign and in the interior design.



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| 5 | RECONSTRUCTION

59 RAMSIS STREET

THE PRESERVATION OF THE APPEARANCE OF THE BELLE EPOQUE

Residential | Commercial | Complex Building

59 Ramsis Street & 26th July Street No. 33

Built: end of 20th of 20 Century

Area: 1835 m²

No. of storeys: 7

Style: Neo-Baroque & Art Deco & Neo-Classic & with
expressionistic figures as Sphinx-Heads

The return of a damaged building to a known earlier state by the introduction of new materials. It is related to the architectural concepts of restoration to repair existing building fabric and preservation as the prevention of further decay. The most extreme form of reconstruction is creating a replica of a completely destroyed building, but this is not desired in Downtown Cairo. The buildings should be conserving and restored, thus obtained that the architectural heritage remains. Merely the governmental buildings along the Ramsis Street and in the south of Downtown are complete reconstructed, because of the political influence.



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Frontside



Fruits and Juice Shop in GF



Facade



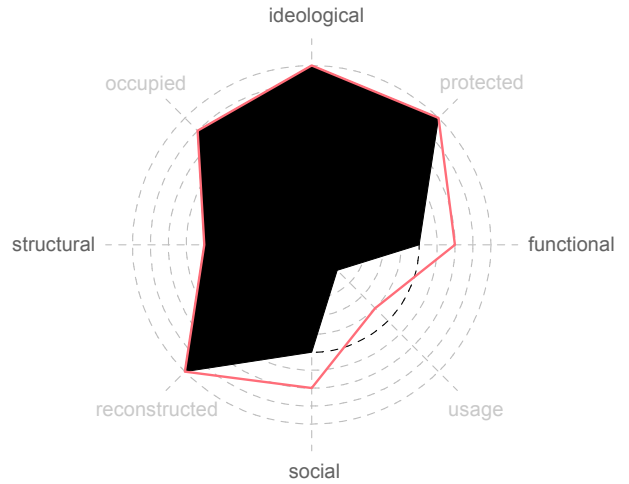
Entrance

| 5 | RECONSTRUCTION

59 RAMSIS STREET

Sociogram | Transformation and Conditions

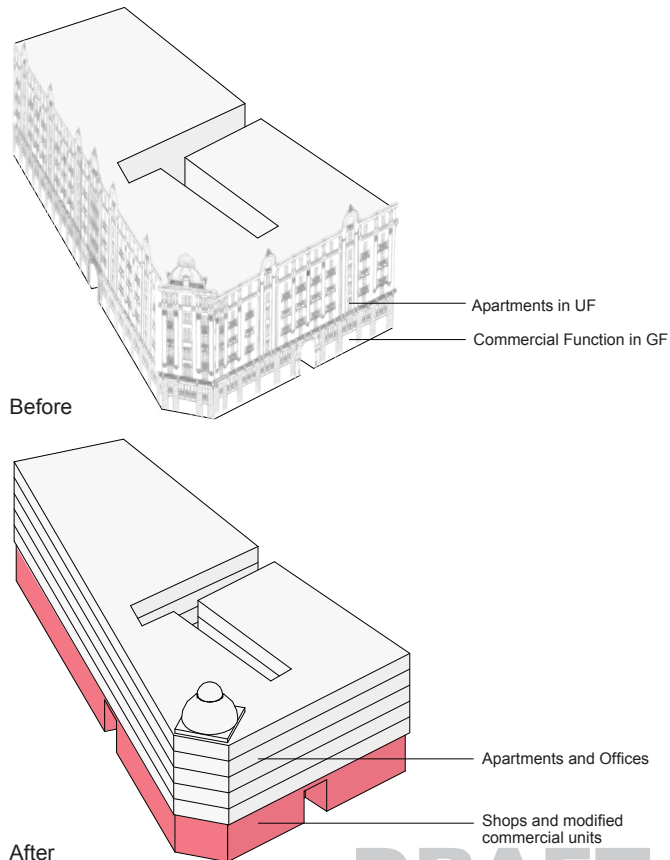
The main transformation is ideological. The structural, functional and social changes are balanced. The conditions are also given except the usage is very partial. The potential is almost exhausted.



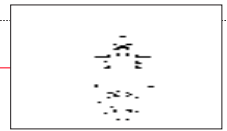
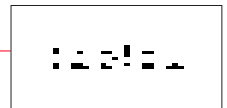
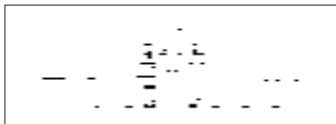
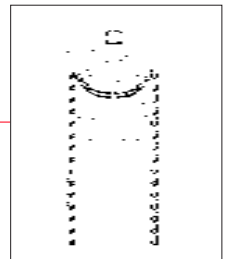
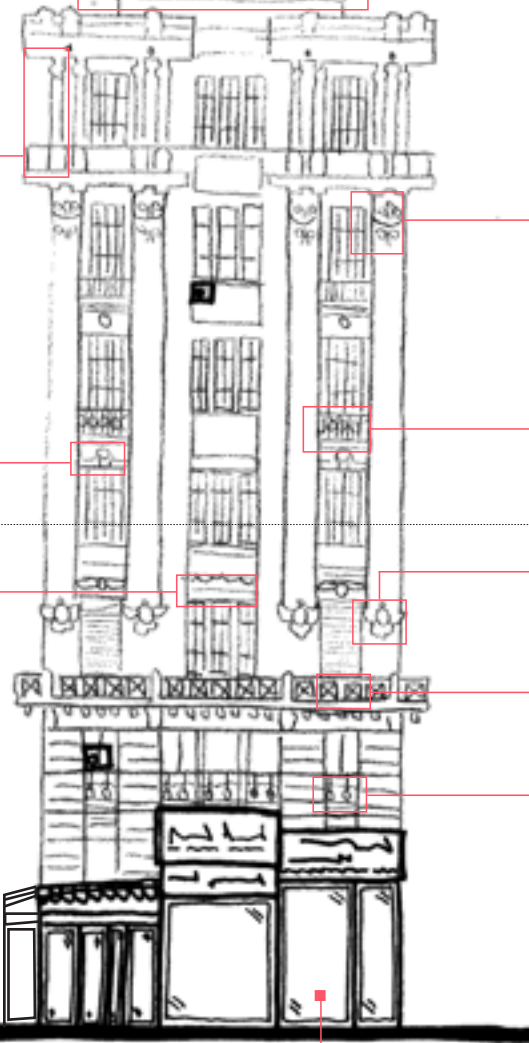
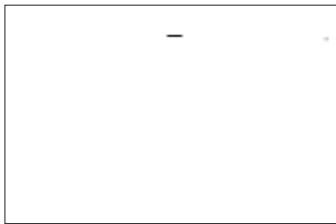
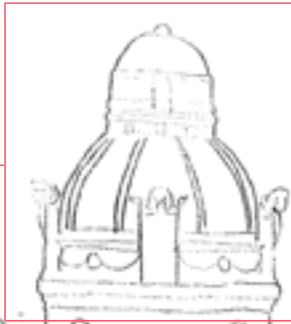
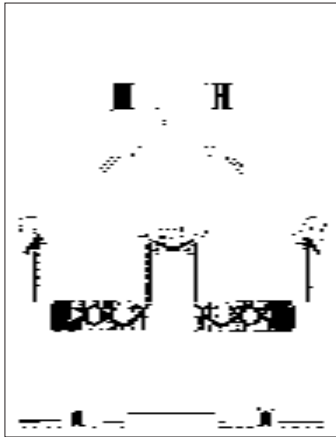
Transformation | Conditions | Potential | Evaluation

Axonometry | Volumetry Changings

The only changes are new shops and modified commercial units in the ground floor and a supplemental function in form from offices in the upper floors.



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Shops

| 5 | RECONSTRUCTION

59 RAMSIS STREET

AN EXAMPLAR OF GOVERNMENTAL TREATMENT

Apartment and business building

Built probably towards the end of the 20s. The house is made up of seven stories. Its base area measures about 1835 sqm. The architecture of this house includes many style elements that have been summarized to a unity. The dome at the edge of the street, the formal summarizing of the building through the gallery in the seventh story, the balustrade on the third floor, the plastic accentuation of the risalits, which hold the structure in a vertical level, as well as some details as the festoons are neo baroque elements. In contrast are the round balconies and the wrought iron work as well as the decoration of the segmented field at the portal of the middle part, elements that we know from Art Deco. Also the neoclassicism shows itself e.g. at the top of the dome and in the rectangular shaped balconies. Expressionistic motives, e.g. sphinx heads and the preceding and weird volutes above and below the gallery on the seventh floor, increase the decorative and plastic Character of this building.



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| 6 | GENTRIFICATION

22 HODA SHARAWY

SOCIO CULTURAL CHANGES AND MODIFIED UTILISATION

Residential | Commercial | Complex Building

22 Hoda Sharawy

Built: during 20th of 20 Century

Area: 310 m²

No. of storeys: 9 last one added later

Style: Character of Mediterenian Architecture

Urban gentrification represents the socio-cultural changes in an area resulting from wealthier people buying housing property in a less prosperous community. Consequent to gentrification, the average income increases and average family size decreases in the community, which may result in the informal economic eviction of the lower income residents because of increased rents, house prices, and property taxes. This type of population change redeveloped for commerce and housing. In addition, new businesses, catering to a more affluent base of consumers, tend to move into formerly blighted areas, further increasing the appeal to more affluent migrants and decreasing the accessibility to less wealthy natives. Gentrification occasionally changes the culturally heterogeneous character of a community to a more economically homogeneous community that some describe as having a suburban character.



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Terrace



Inside



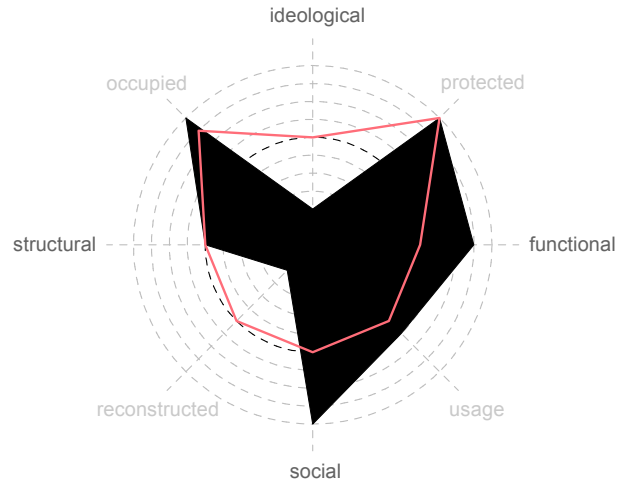
Living Room

| 6 | GENTRIFICATION

22 HODA SHARAWY

Sociogram | Transformation and Conditions

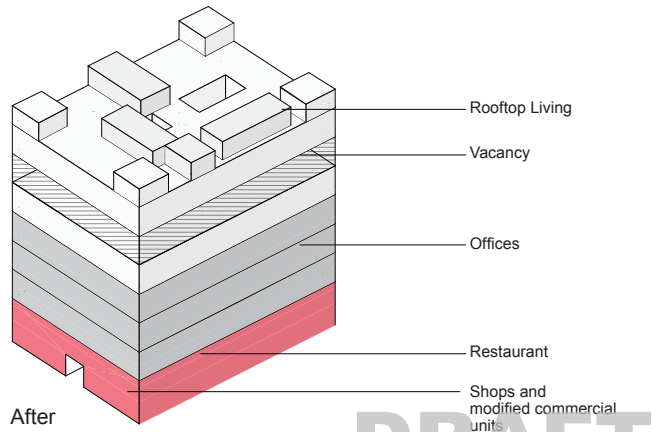
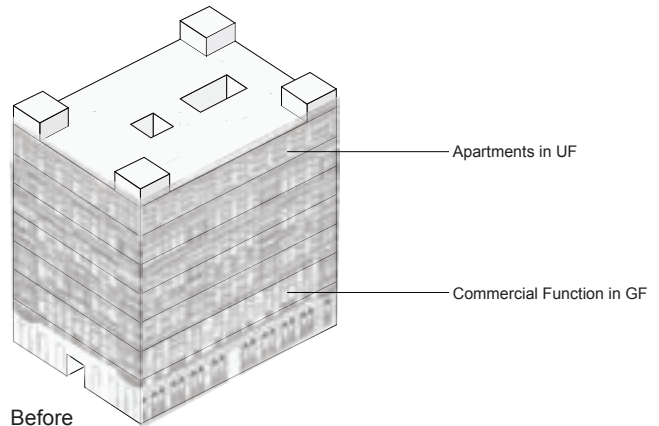
The transformation is almost reflected in the social and functional sector. The conditions describes that the building is total occupied and the usage is mixed. The potential lies in the preservation of the building and the change of the ideological fact.



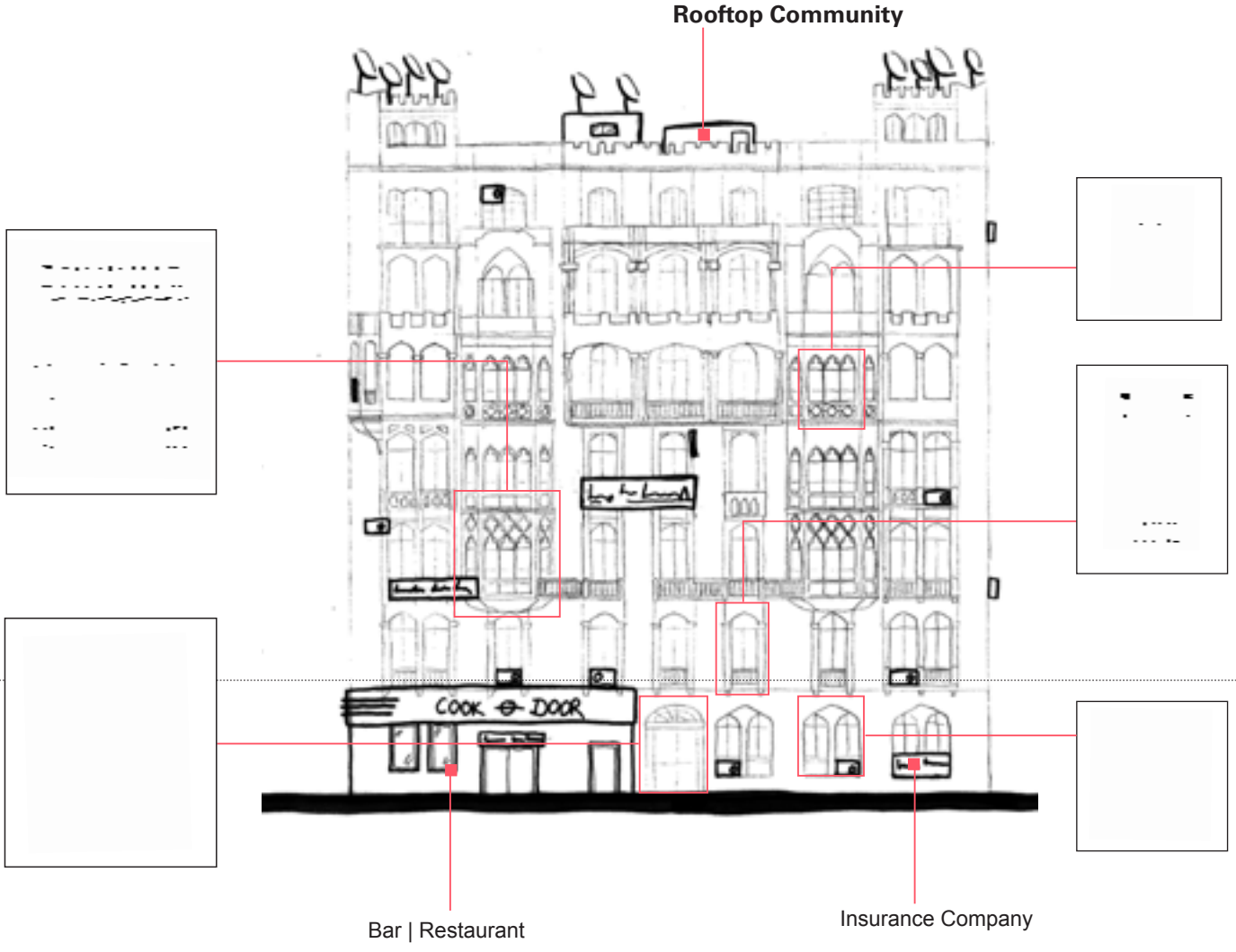
Transformation | Conditions | Potential | Evaluation

Axonometry | Volumetry Changings

The commercial function in the ground floor changed in to new shops and restaurants. Today the upper floors are offices or vacant. Very interesting is the gentrification of the rooftop. Artists are living there in little cubes inside and outside.



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| 6 | GENTRIFICATION

22 HODA SHARAWY

NEW LIFESTYLES ABOVE THE ROOFTOPS OF CAIRO

Residential

Built likely towards the end of twenties of the twenties century. The house consists of nine stores, while the two upper ones were built at a later point in time. The shops, that reach over two stores, have been taken down later. The house stands at the crossroads of two streets. Its base is about 395 sqm. The classical facade design of the French late classical time or rather neo baroque, namely the formation of plastic shaped buttress, which hold the horizontal design elements and the almost continuous gallery on the seventh floor and the almost continuous balustrade on the third floor, which connect the vertical design elements with each other, is given. The neo-Baroque character is increased through the use of broken pediments, powerful consoles, canoes and pilasters etc.



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| 7 | INBETWEEN SPACE

ARCADES AND PASSAGES

THE VIBRANT LIFE BETWEEN THE BUILDINGS DETERMINES THE TOWN

Commercial | Cafe | Entertainment
Downtown Cairo
Built: since 1970
Area: 150 m²
No. of storeys: 7
Style: Added light constructions

The Inbetween Spaces in Cairo are fundamentally a relatively large space enclosed by the walls and facades of the buildings. They are also succession of arches, each counterthrusting the next, supported by columns or piers, or a covered walk enclosed by a line of such arches on one or both sides. This fits perfectly to the warm climate in Cairo, so that the exterior arcades provide shelter for pedestrians. Khedive Ismail planned in his Masterplan an access in Downtown only by using passages and arcades. In consideration of the enormous temperatures in the summer time, this was a very smart decision. Today there is no possibility to use the Spaces in this way because they are blocked by added light constructions and new structures.



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Cafe



Prayer



Blocked Passage

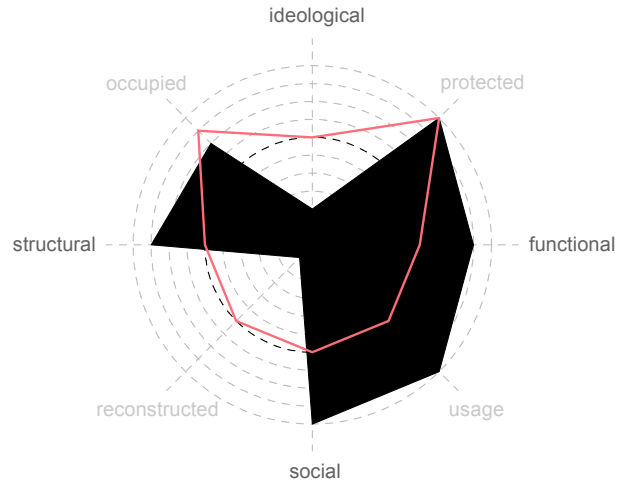


Blocked Entrance

| 7 | INBETWEEN SPACE ARCADES AND PASSAGES

Sociogram | Transformation and Conditions

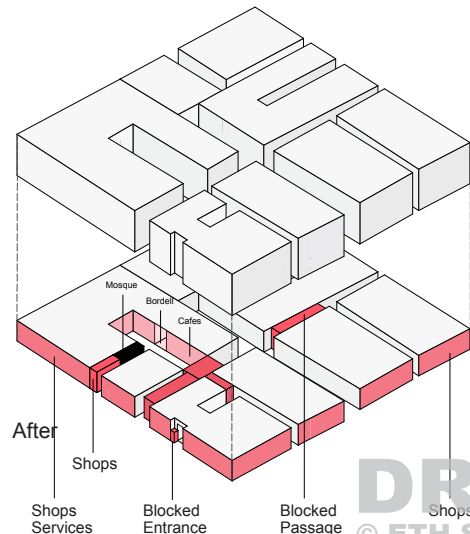
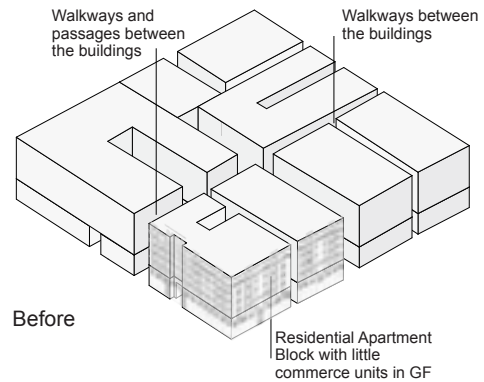
The structural, functional and social sections dominate the transformation. The Conditions shows a multi usage and almost occupied. The potential lies in the reconstruction, the removal of the barricades, and the ideological change.



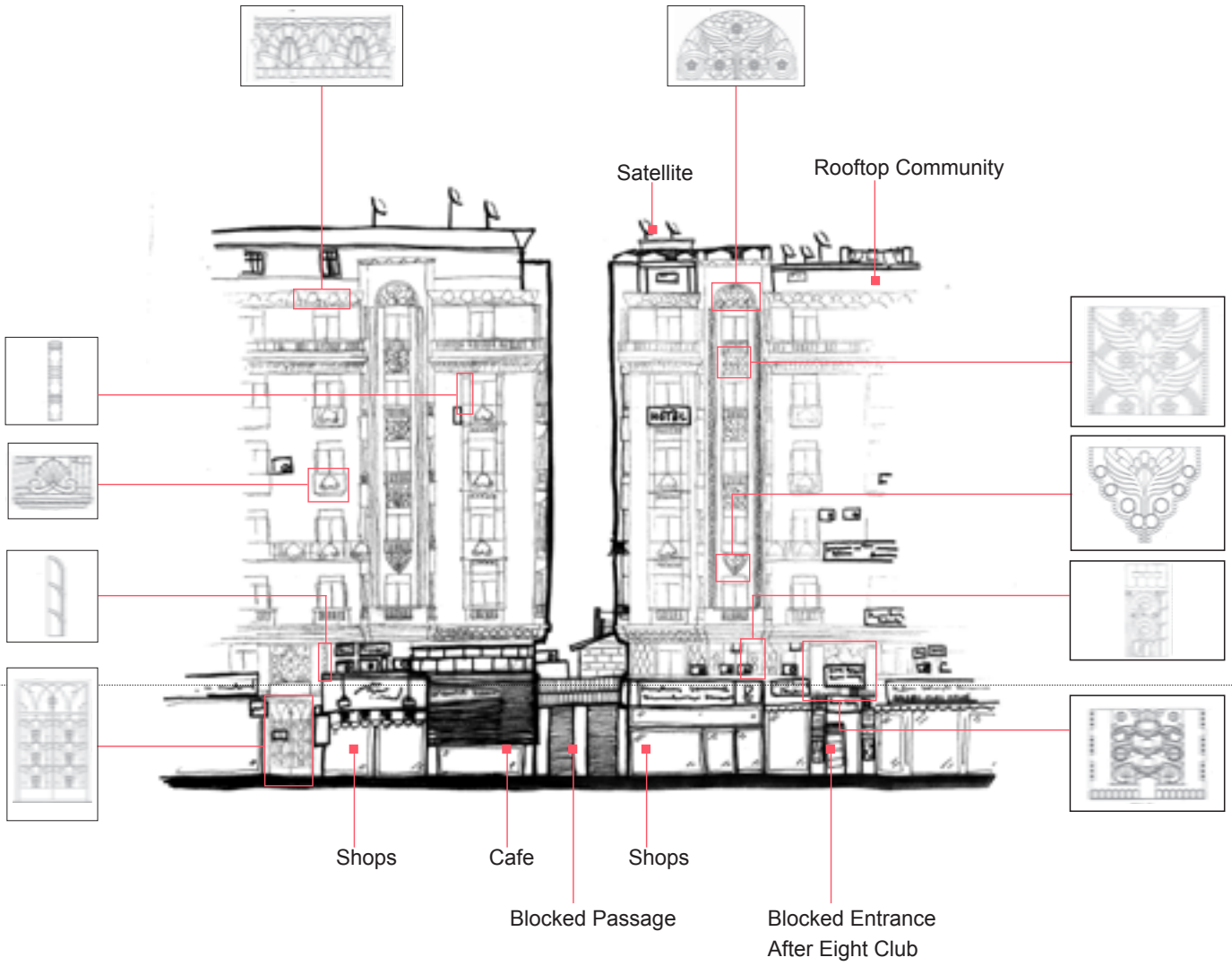
Transformation | Conditions | Potential | Evaluation

Axonometry | Volumetry Changings

The utilization of the inbetween Space developed over the years. Previously used only as access and connection, it is now one of the principal places of free time of the inhabitants. Today shops, Cafes, Mosques, Bordellos and Services are added. Light constructions constrict the arcades and passages or even block the alley.



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| 7 | INBETWEEN SPACE

ARCADES AND PASSAGES

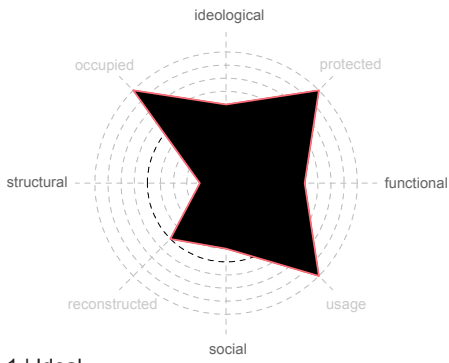
ADDED LIGHT CONSTRUCTIONS

BLOCK THE PASSAGES

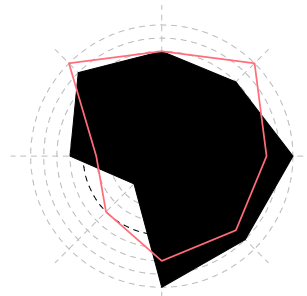
Apartment and business Building

Built probably shortly before or after 1928 (in the Baedeker Citymap of 1928 not marked); Arch. V. Erlanger (as per inscription). The building – rather a building complex – consists of eight stories (including mezzanine). Its ground area is about 1590 sqm large. The building is surrounded by three streets and a pedestrian alley. The façades are extensively designed and defined by neo baroque. However, some components and decorative elements on one hand point to neoclassicism, such as constructions of the buttress, on the other hand, influence of Art Deco, e.g. the wrought iron on the sixth floor balcony railing, are shown.

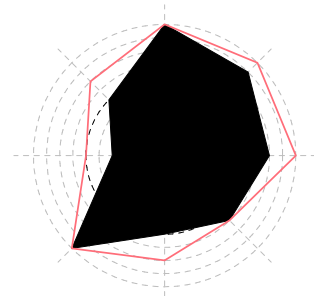




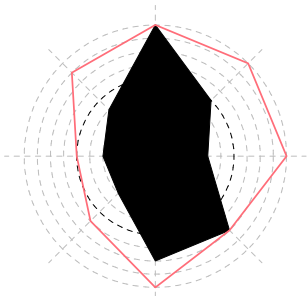
1 | Ideal



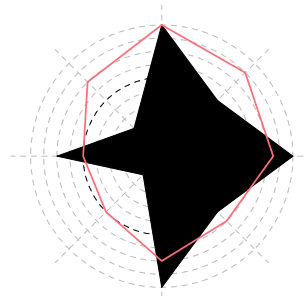
2 | Talaat Harb Street



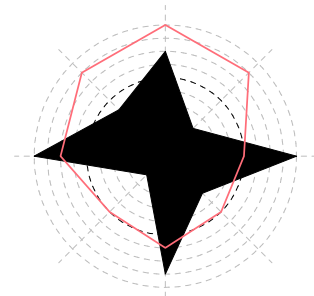
3 | Al Sharifain



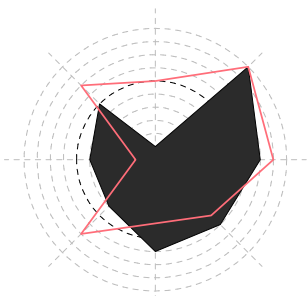
4 | Tahrir Square



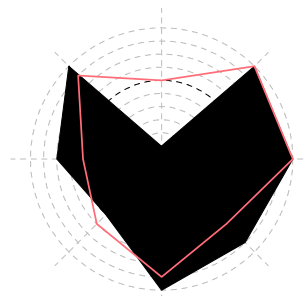
5 | Ramsis Square



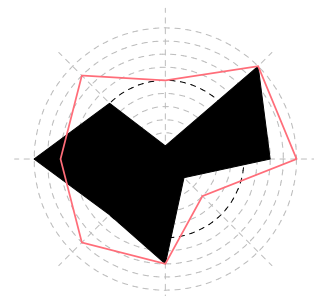
6 | Attaba Square



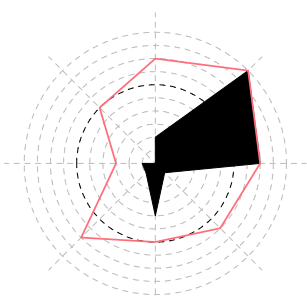
7 | Urban Harmony | 43 Sherif Street



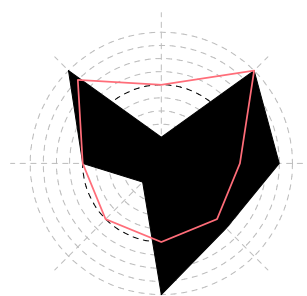
8 | New Utilization | 34 Talaat Harb Street



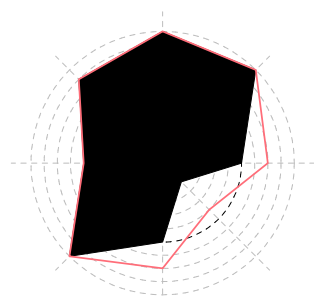
9 | Layers of History | 38 El-Falaki Pasha Street



10 | Degeneration | 11 Champillion Street



11 | Gentrification | 22 Hoda Sharawy



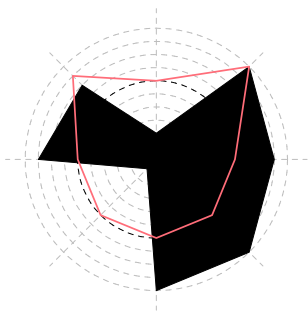
12 | Reconstruction | 59 Ramsis Street

OVERVIEW SOCIOGRAM

LIFE HAPPENS IN THE PEDESTRIANIZED URBAN PATTERNS AND THE ENORMOUS NEED OF GREEN SPACES

At the first view the comparison of the sociograms shows the complex relationship between the urban patterns as squares, streets, blocks and buildings. At the top left you can see the defined perfection for Downtown Cairo. The transportations are almost balanced except the structural changing, which should be low. The conditions are completely exhausted other than the reconstruction. A continuous preservation is desired.

Some of the diagrams can be categorized while the others are isolated. In groups can be summarized both streets (No.2, No.3). They have a similar evaluation, because pedestrians dominate them. The surrounding is attractive to them and that's the reason why these sociograms are closest to the ideal. It must be added, that the „Al Sharifain Street“ is an organized pedestrianized street by the government, but it works worse. In general the squares are not used as open spaces and people do not spend free time there. Two squares of the three can be compared (No. 5, No. 6). They are similar, because of their deterioration. They are desolated and have no green space, which is a big problem. Pedestrians do not use the squares, so that vehicles dominate these places. The urban quality is missing and a circulation of urban hub comes to the fore. The separated Tahrir Square (No. 4) has better assumptions as it act as the entrance of the Talaat Harb Street. Another group compose three of the six analyzed building types (No.7, No.8, No.11). They are almost similar in their function, especially the rooftop living and the combining gentrification. The inbetween space is also related to them because of the huge social, structural and functional transformations. The remaining urban patterns are the Champillion Palace (No.10) that reflects the development in Downtown Cairo. If no one cares about the architectural heritage than follows degeneration. The additions at the buildings lead to vacancy (No.9). The Reconstruction is a first step or the future (No.12). The potential for the urban patterns lies in the pedestrianization and the planning of more green space. Downtown only need some organization and redesign to make the city centre attractive for urban user.



Conditions
Transformation
Potential
Evaluation

FOREWORD

URBAN HISTO

URBAN LAYER

URBAN USER

URBAN TRANS

URBAN APPRI

CONCLUSION

BUILDING CA

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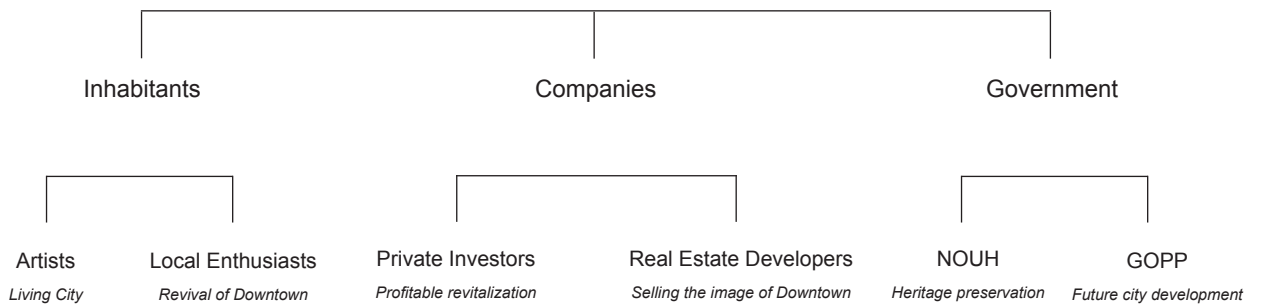
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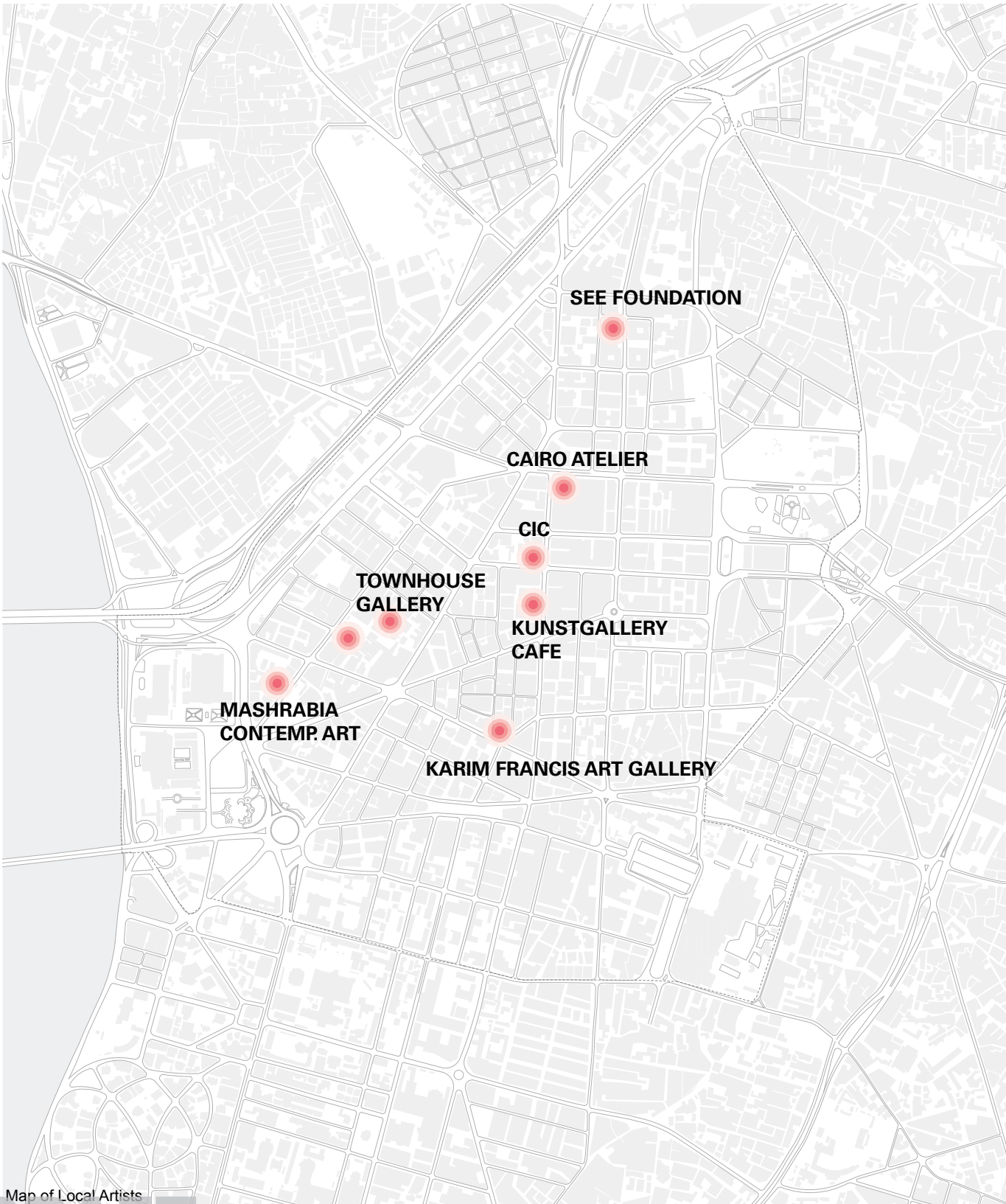
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**FUTURE POTENTIAL
INTEREST OF STAKEHOLDERS**

Chances and Risks for Downtown

Stakeholders





SEE FOUNDATION

CAIRO ATELIER

CIC

**TOWNHOUSE
GALLERY**

**KUNSTGALLERY
CAFE**

**MASHRABIA
CONTEMP ART**

KARIM FRANCIS ART GALLERY

Map of Local Artists

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LIVING CITY

INHABITANTS

INDEPENDENT ART

CONTEMPORARY IMAGE COLLECTIVE



The Contemporary Image Collective (CIC) is an independent non-profit art initiative founded in Cairo in 2004. CIC's mission spans contemporary art and educational programming that responds to and develops artistic practice, engagement, and discourse.

Since its founding by a group of artists and photographers who today make up its Board of Trustees, CIC has a special interest in the many roles of the photographic image at large. We provide courses, workshops, and technical and professional facilities, aimed at sustaining strong engagement with this form both in digital and analogue.

Contemporary art programming at CIC aims to produce critical contexts for a range of practices via a constellation of exhibitions, residencies, special projects, discursive events, publications and educational activities. Working beyond the curatorial logic of the 'platform' or 'showcase'; a primary question for CIC as a whole is rooted in the creation of milieux in which ideas, practices and discussions related to the broadest remit of contemporary art can be fostered. We consider artistic and curatorial practices we work with to be operating within and addressing simultaneously both local and international contexts and debates.

The CIC offices, studio, library, exhibition spaces and production space occupy the fourth floor of a 1940s block of flats in the heart of Cairo's Downtown.

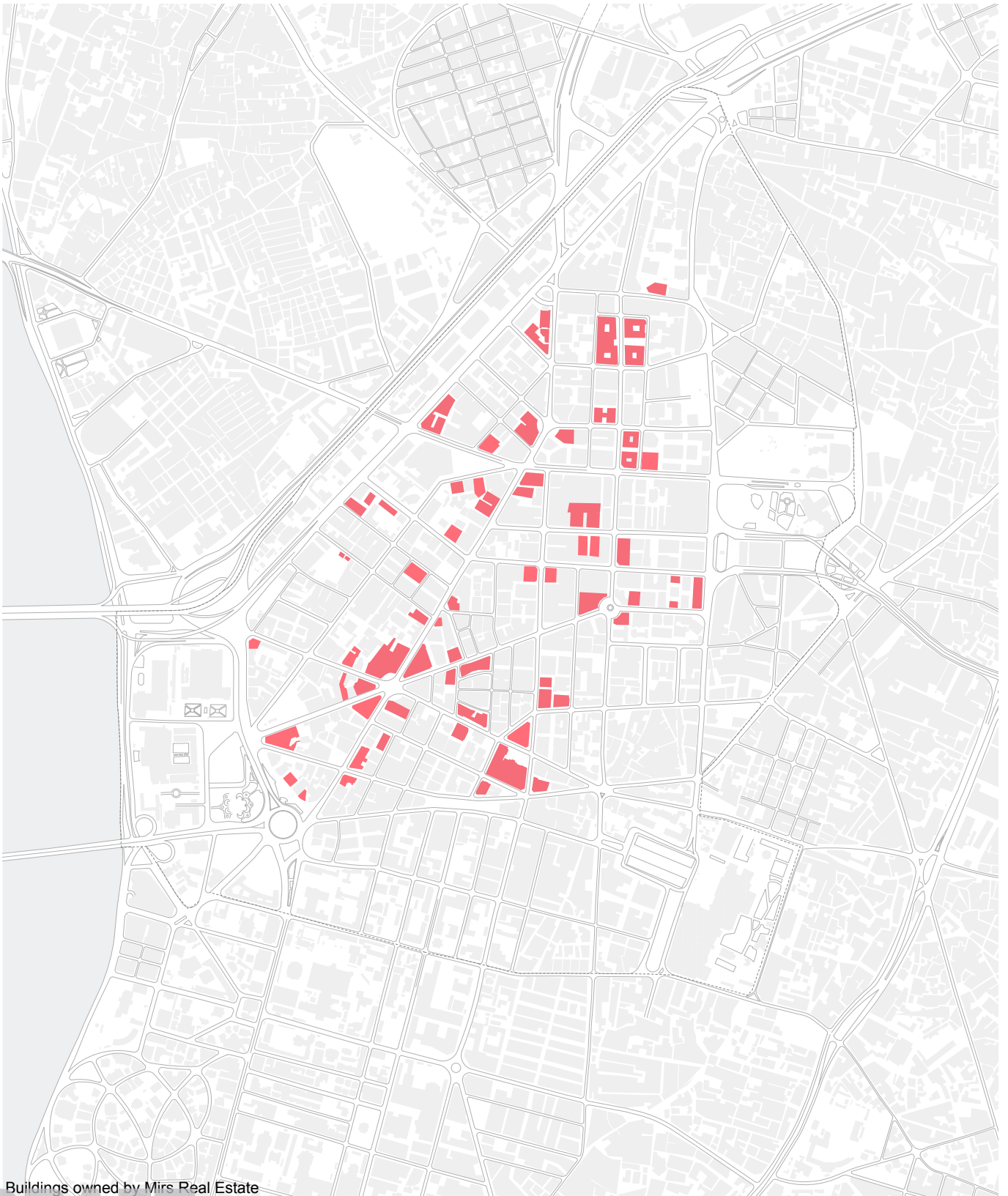
Amr Fekri works on his own tradition, especially on the spiritual folklore. He wants to express it into a modern Art language. Through the encounter with Swiss Art and artists, he hopes, he could have the chance to develop new tools for expressing his Weltanschauung.

Amr Fekri was born in 1978 and studied Fine Arts and Cinema. He had several exhibitions in Cairo, also in France and Italy.



www.ciccairo.com
www.mashrabiagallery.org





Buildings owned by Mirs Real Estate

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PROFITABLE REVITALIZATION PRIVATE COOPERATION INSURANCE COMPANY MISR REAL ESTATE



Immeubles Khedivieux | Front View



Immeubles Khedivieux | Staircase



Immeubles Khedivieux | Access

The Arab Misr Insurance Group “AMIG” is an Egyptian Insurance company established in 1994 under the Egyptian Insurance Law No. 10 of 1980, AMIG is a member of the Egyptian Insurance Federation and started business since July 1st, 1994. The main shareholders of AMIG are: Gulf Insurance Company (Kuwait), Suez Canal Bank, Egyptian Businessmen

The company was formerly known as Allied Investors Insurance Company and changed its name in August, 2000. The company was founded in 1994 and is based in Cairo, Egypt. Arab Misr Insurance Group SAE is a subsidiary of Gulf Insurance Co. Arab Misr Insurance Group SAE provides motor, fire and burglary, general accidents and engineering, marine, and medical insurance products. It also offers risk management and claims processing services.

Arab Misr Insurance Group “AMIG” is an Egyptian stock company established under the Egyptian Law No. 10 of 1981 of insurance controlling and supervision, and member of the Egyptian Insurance Federation.

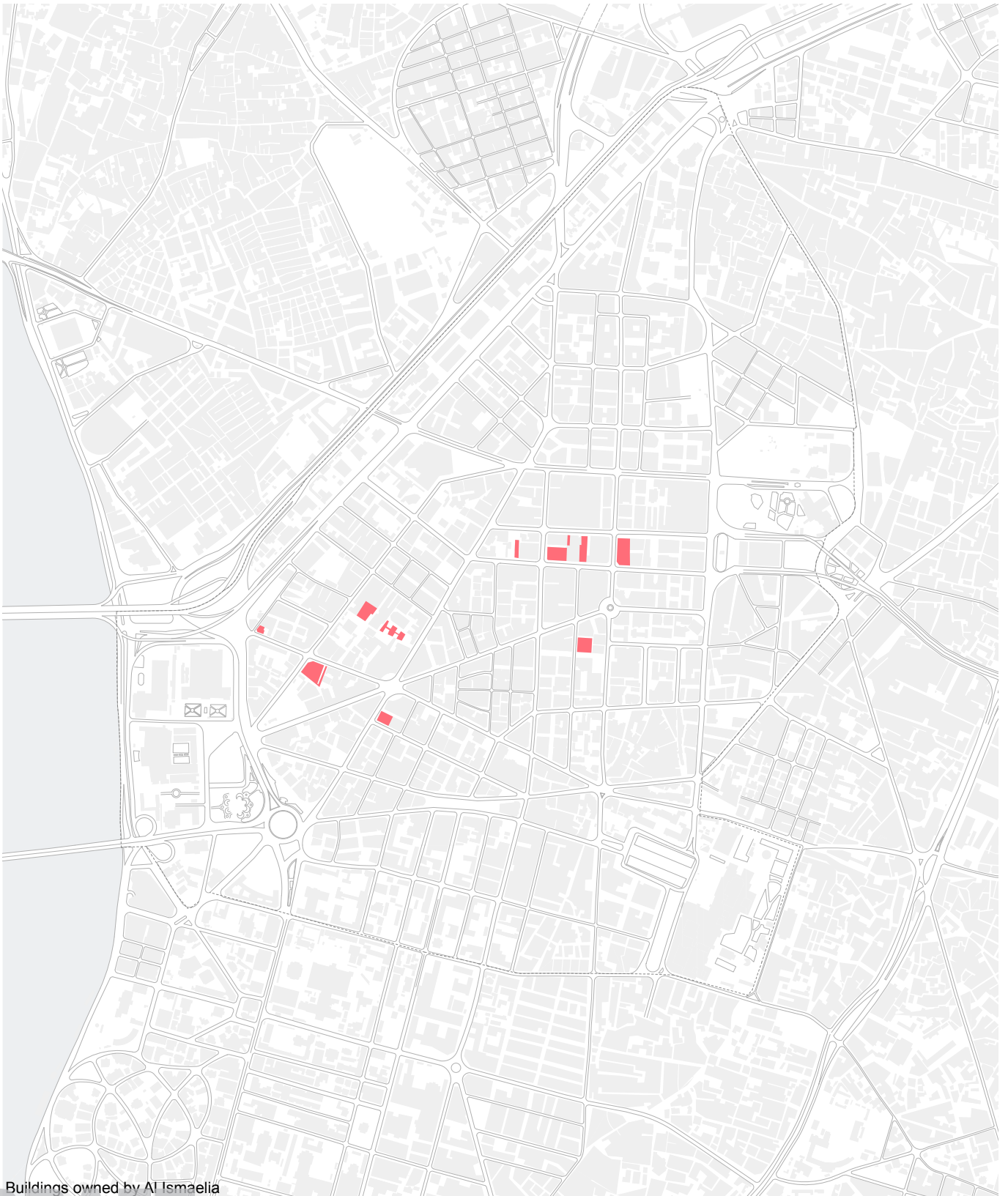
Mr. Anwar Zakry Chairman, Mr. Alaa El Zoheiry Managing Director.

The main shareholders of AMIG are: Gulf Insurance Company (Kuwait) - Arab Reinsurance Group - Egyptian & Multinationals Businessmen - Suez Canal Bank, Gulf Insurance Company, Kuwait (Major shareholder) is BBB rated and Member Co. of KEPCO Group of Kuwait. KEPCO has a total investment portfolio of USD 10 billion. AMIG provides the complete solutions for all non-life insurance business and has put together Risk Management & Business Development departments for better assessing the risks and present an added value to clients.

Issued Capital is EGP 500M .

Paid up capital is EGP 75 M

www.amig.com.eg



Buildings owned by Al Ismaelia

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PROFITABLE REVITALIZATION

PRIVATE INVESTOR AL ISMAELIA FOR REAL ESTATE INVESTMENTS



Mahmoud Basuonee Street | Front View



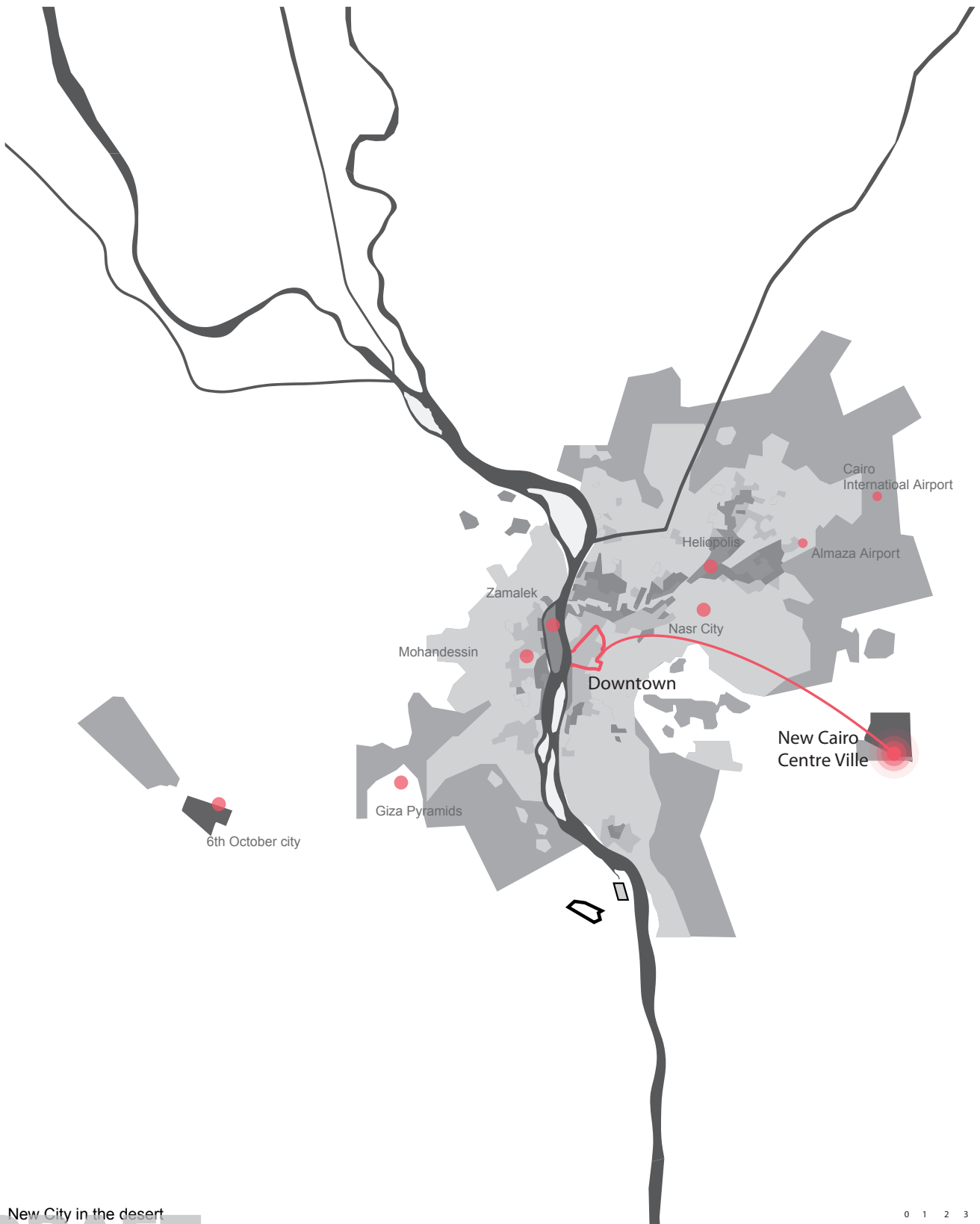
Mahmoud Basuonee Street | Inside



Mahmoud Basuonee Street | Detail

The consortium consists of Beltone Private Equities, Samih Sawiris, Amwal el-Khaleej--a private equity Saudi firm, Sherif Suleiman--a Saudi investor, and Ahmed Khaled Moustafa and Shahira Mahmoud, both Egyptian investors. Samih Sawiris is a real estate developer locally and internationally. Amwal el-Khaleej has been active in the region and Egypt for the past three years and invests in textiles, jewelry manufacturing and petrochemicals. Sherif Suleiman has invested in Egypt since the 1970s in various fields. The other Egyptians are small investors from different fields but they liked our project and wanted to pitch in.

None of our investors are experienced in urban regeneration, which is a very specific field. Nevertheless, this is an expertise that you can find anywhere in the world. And we are in discussion with people who have done that in different parts of the world. We contracted the International Institute for Urban Development, which is an offshoot of the Harvard School of Architecture and Urban Design, and they are going to do the urban plan for our buildings.



New City in the desert

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SELLING THE IMAGE OF DOWNTOWN

PRIVATE INVESTOR

NEW CAIRO CENTREVILLE

EUROPE REAL ESTATE GROUP

DAMAC Properties, part of DAMAC Holdings was established in 2002, as a private residential, leisure and commercial developer in Dubai and the Middle East. Since then, DAMAC Properties has expanded rapidly into North Africa, Jordan, Lebanon, Qatar and Saudi Arabia. 2008 and 2009 are labelled the 'Years of Construction' at DAMAC Properties, during which it aggressively focused on construction and contract delivery to trusted and quality contractors. DAMAC Properties have already delivered more than 3500 units into the market with projects at IMPZ (The Crescent), TECOM (Executive Heights), JLT (Lake View and Lake Terrace) and the Marina (The Waves and Marina Terrace) and is expected to hand over approximately a further 3971 units in 2010 across the GCC region.

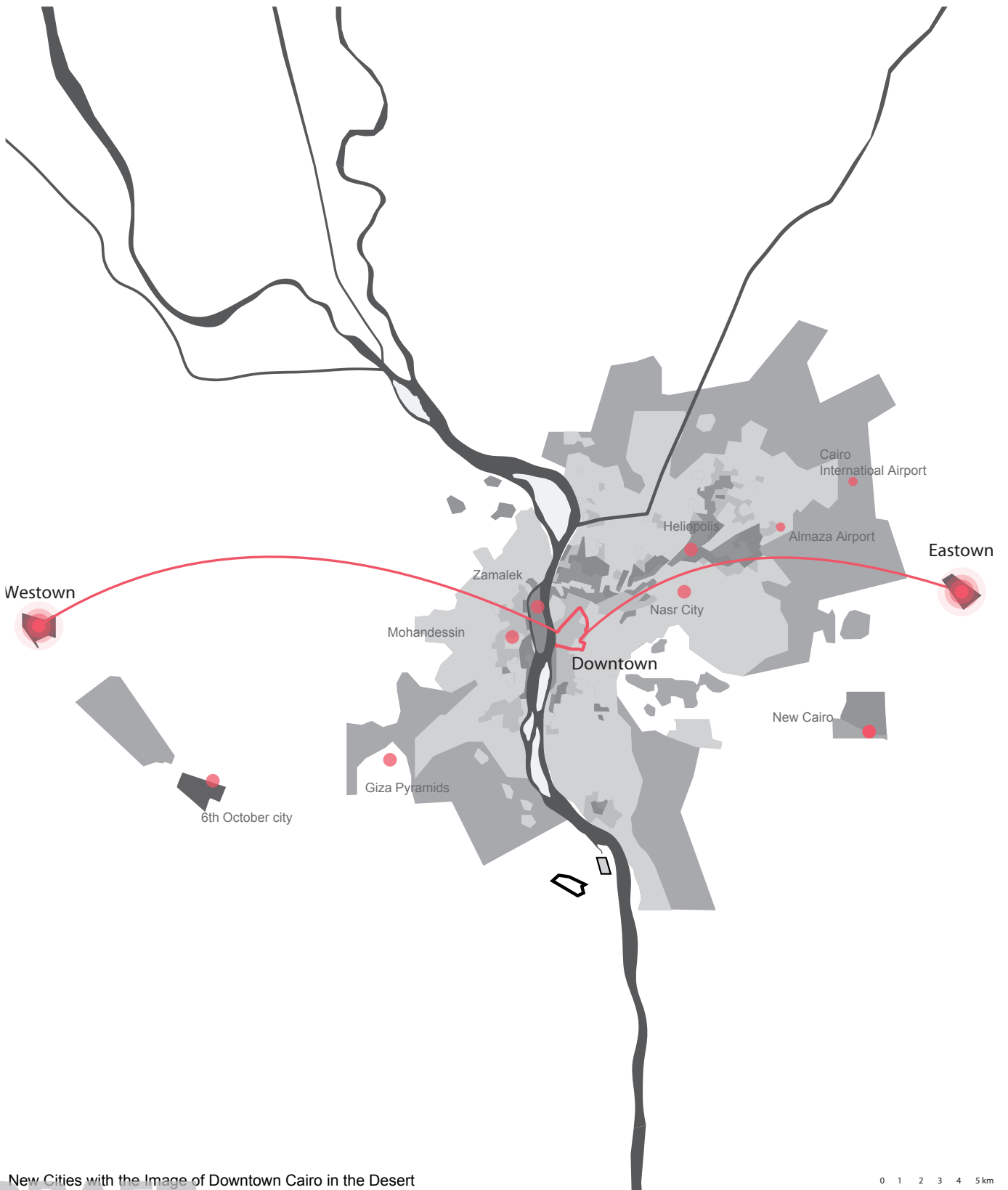
The company has a diverse range of expertise that allows them to have a good oversight and management of all aspects of a project right from the acquisition of land, appointment of architects and designers, construction and sales to after sales service.

The company's projects are located in the most desirable and exclusive locations and homes are built to a high quality specification that has become synonymous with the group. DAMAC Properties aims to develop projects that include residential, commercial and leisure facilities that will create an integrated community.

www.damacproperties.com



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New Cities with the Image of Downtown Cairo in the Desert

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SELLING THE IMAGE OF DOWNTOWN

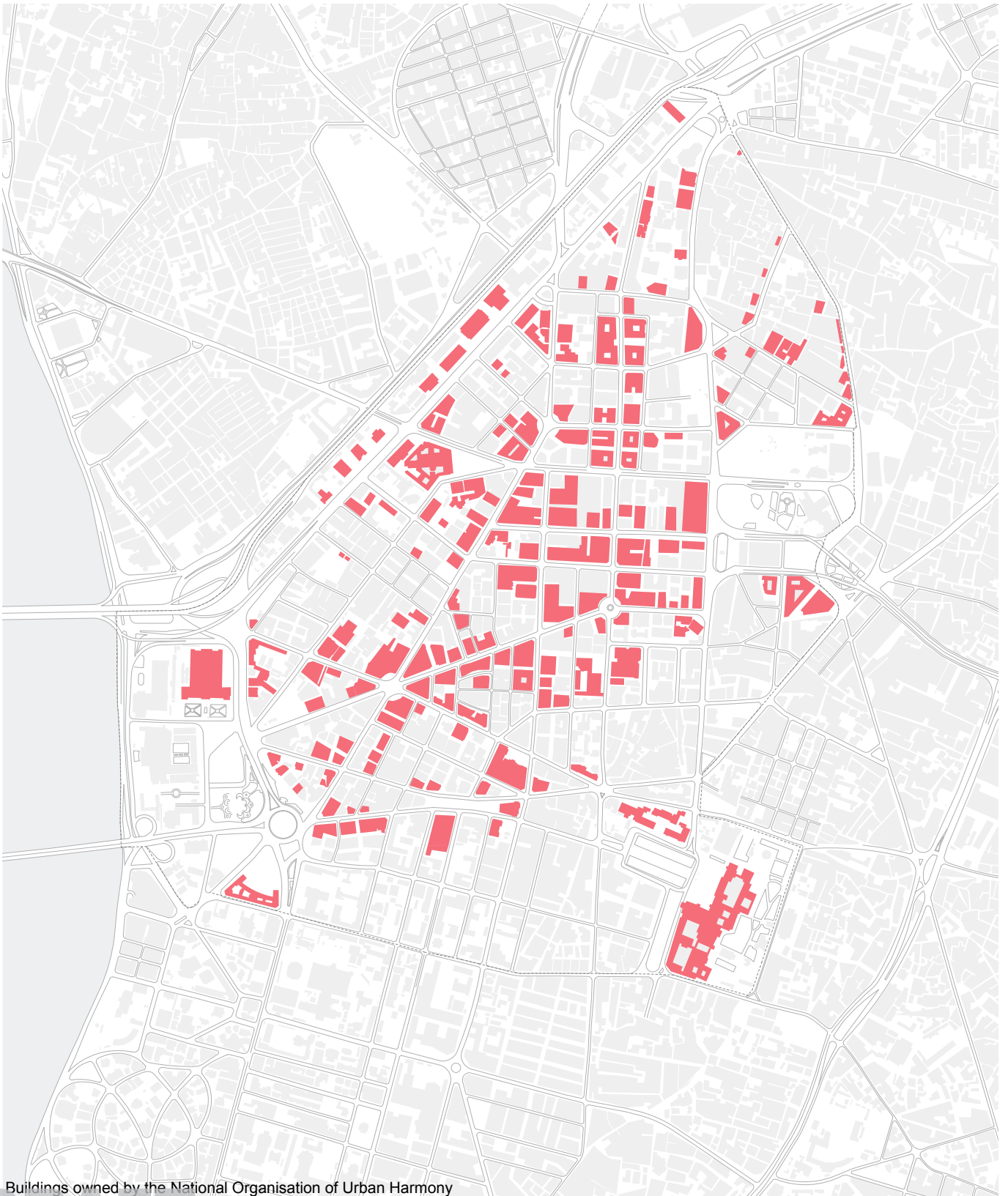
PRIVATE INVESTOR

SODIC | REAL ESTATE

DEVELOPMENT COMPANY

SODIC is one of Egypt's fastest growing real estate development companies and is currently developing a number of Egypt's largest and most exciting projects in the most lucrative real estate sectors. These developments range from residential projects of different types to retail, commercial and even full-fledged city centers aimed at becoming the main urban hubs of both east and west Cairo. The estimated total value of these projects is in excess of EGP 25 billion and are projected to be completed over the next 8-10 years. Our mission is to transform the way people live and work by encouraging innovation and entrepreneurship and by challenging convention. Easttown will be the commercial hub of eastern Cairo. It will house a thriving business community that will service the surrounding Kattameya and New Cairo areas. As the economy grows, and businesses grow with it, the need to move away from cramped offices in a residential building is increasing. Companies of all sizes are constantly looking for new premises. Easttown will fill this need, providing light, space, state-of-the-art infrastructure and room for expansion. As anyone who has worked in Cairo knows, this variety of flexibility is in huge demand. The business district will accommodate over 1,900 'Class A' offices catering to all types of businesses, from global corporations to start-ups. Here, an office tower designed around your company's needs is more than simple wishful thinking. But for a more economic approach, large numbers of office floors will be available for purchase or lease; an ideal alternative for small outfits in addition, Easttown's proximity to the Cairo international Airport, universities and educational institutes alike means it is uniquely placed to facilitate internships, business training and exchange programs between the academic and business worlds. Being at the heart of many academic institutions, Easttown's Business Park will act as a bridge between academic and business communities. All offices offer abundant parking; with secure underground car parks, getting to and from meetings will be refreshingly easy for on-the-go executives.

www.sodic.com



Buildings owned by the National Organisation of Urban Harmony

HERITAGE PRESERVATION

ARAB REPUBLIC OF EGYPT

NATIONAL ORGANISATION FOR URBAN HARMONY (NOUH)

The National Organization for Urban Harmony (NOUH) is affiliated to the Egyptian Ministry of Culture. The headquarters of the organization was inaugurated at the Citadel of Saladin on 10/08/2004. Our goal is to permit the values of beauty to prevail all over the Egyptian urban space.

Urban Harmony embraces all activities that aim at improving the visual image of cities, villages and new urban societies. It is also entitled to remove any ugliness and any visual pollution. And preserve the architectural and urban features specific to every area. This entails establishing the values of beauty all over the Egyptian urban space including streets, squares, gardens, public spaces and valuable public buildings depending on every scientific, technical, administrative and legislative method.

The idea of establishing the National Organization for Urban Harmony emerged thanks to the efforts of the Minister of Culture: Mr. Farouk Hosni. Ten years later, the republican decree has been issued to establish the Authority in 2001. The inauguration took place at the Citadel in August 2004 in the presence of the First Lady Mrs. Suzan Mubarak.



www.urbanharmony.org



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Zones of Competitions initiated by GOPP

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Plan for Cairo 2050 | Downtown



Plan for Cairo 2050 | Water Front



Plan for Cairo 2050 | Network of Subterranean Roads

FUTURE CITY DEVELOPMENT

NATIONAL EGYPTIAN AUTHORITY GENERAL ORGANISATION FOR PHYSICAL PLANNING (GOPP)

The General Organization for Physical Planning (GOPP) is the national Egyptian authority responsible for the planning process. GOPP was established in 1973 to be responsible for all planning activities in the country. Currently the GOPP is involved in organizing the planning process on all levels (regional, urban, and detailed) and preparing planning guidelines, urban development programs and coordination of the planning processes all over Egypt.

This involves monitoring the implementation of plans through cooperation with the local authorities, conducting and supervising urban studies (e.g. concerning transportation system, infrastructure, waste handling and treatment plants and environmental studies) proposing and developing planning related legislations, monitoring urban extensions to stop urban sprawl over agricultural and environmental sensitive areas and preparing village planning strategies and policies all over Egypt. More, the GOPP is responsible for building capacity for planning professionals in all planning levels and areas. Since GOPP is the major planning institution in Egypt the project is very important as it will help disseminating the use of new technologies in planning.

www.gopp.gov.eg

FOREWORD

URBAN HISTO

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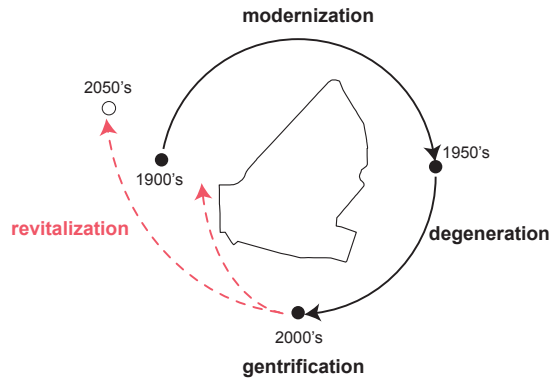
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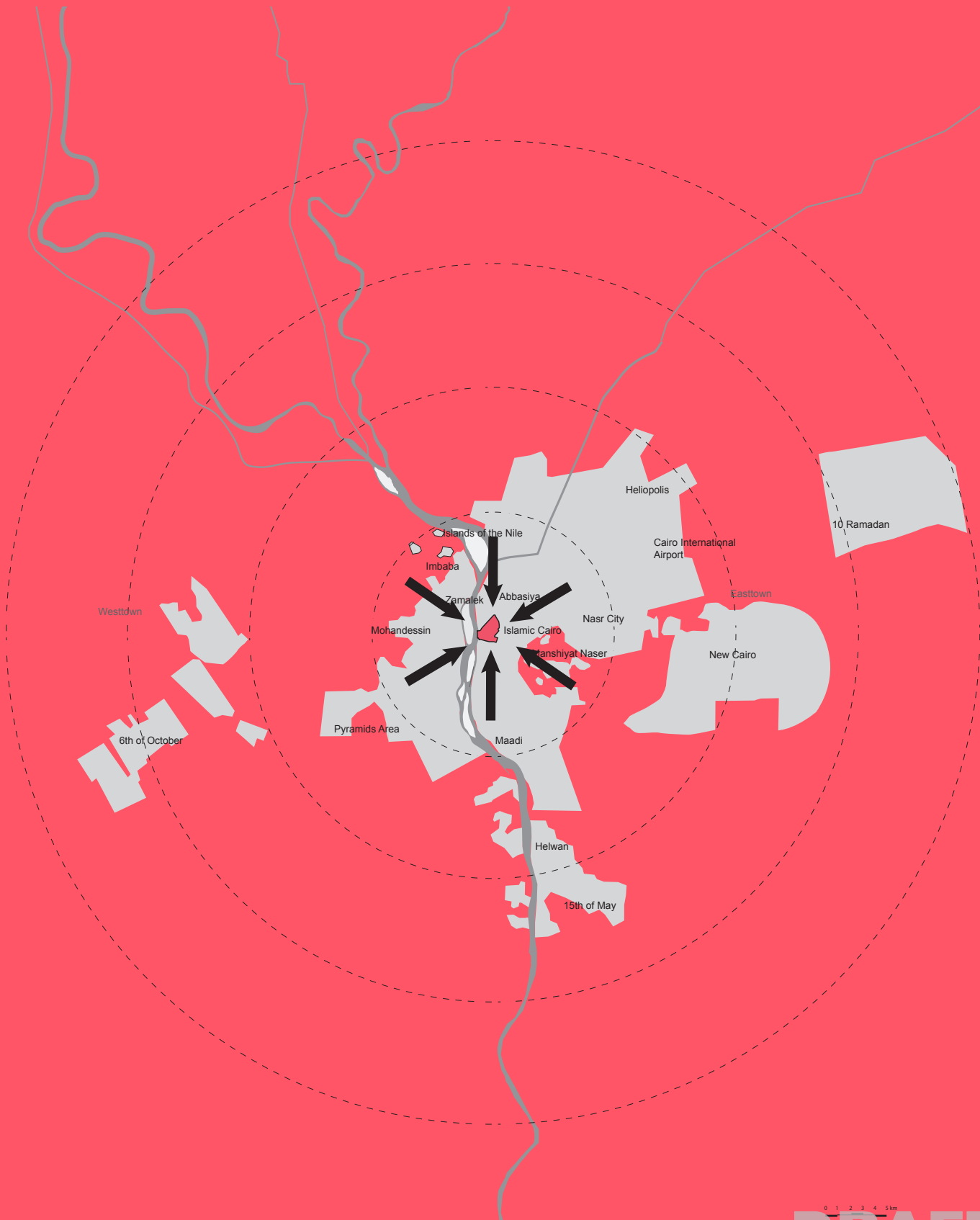
Conclusion

Downtown Cairo is a substantial district of the city having a central location and reflecting the history of modern Cairo. Since the modernization era, which has started more than two hundred years ago Downtown has witnessed huge transformations resulting from political, economical and social conditions. These transformations are also the reflection of the ongoing processes in the whole country, therefore it is important to understand what is happening in Downtown area and what position it will take up in the future.

The contemporary Downtown is a changed Downtown. The glorious years of the Belle Époque in Cairo with beautiful mansions, tree-lined boulevards, splendid hotels and cosmopolitan atmosphere has been neglected since the revolution in 1950s. With the growth of population, the politics of nationalization and decentralization and the elite turning over to gated suburban life, Downtown has witnessed its worst deterioration. The beautiful architecture has suffered aesthetically as the area's upkeep hasn't been on the priority list. However, there is a cyclical movement in the history and there have been some individual processes to start the revitalization of the area. The recent revival interest in the Khedivial Cairo is a response to a search for a new balance in the fragmented city. In fact, the Belle Époque Cairo remained only certain nostalgia from the people who do not live or work in Downtown and there is no need for recovery of Downtown as it once used to be anymore. With the ingoing initiatives of private investors, modern heritage and processes of gentrification Downtown Cairo is going a step forward towards the new kind of revitalization. The once negated history of old central 19th century district and its beautiful buildings is being reinvented again to fit the cultural and political needs of the present. Although

there are many cultural, economical, governmental and educational functions outgoing from downtown today, many new ingoing initiatives can contribute to its revival. Even though the majority of people find Downtown as decaying, polluted and unattractive to live in, the growing interest of artists, some local inhabitants, investors and governmental organizations in this area shows that there is a huge potential for enhancing the quality of urban life in Downtown. First of all, the growing art scene and cultural life is closely related to the processes of gentrification as artists make the area more lively and attractive. The private investors have also rediscovered Downtown's potential with the aim of preserving the beauty that is left while creating new extensions of growth for both business and residential options. Their goal is not only to preserve the buildings but also to create a new quality of life in developed areas. The National Organization of Urban Harmony, which attempts to preserve the beauty of architectural heritage also that is left while creating new extensions of growth for both business and residential options. On the top, there are governmental initiatives to restore some areas in Downtown as they are organizing some urban competitions and are making the future plans.

All in all, the future of downtown depends from many factors including private initiatives, massive governmental projects and also the growing concern of preservation of Downtown's historical architecture. Despite the growing city centers in the desserts Downtown Cairo will never loose its importance, as it is the very central area and the heart of the city. Whatever happens to Downtown, it will always stay of utmost importance as it is closely connected to the issues of modern history and cultural identity.



FOREWORD

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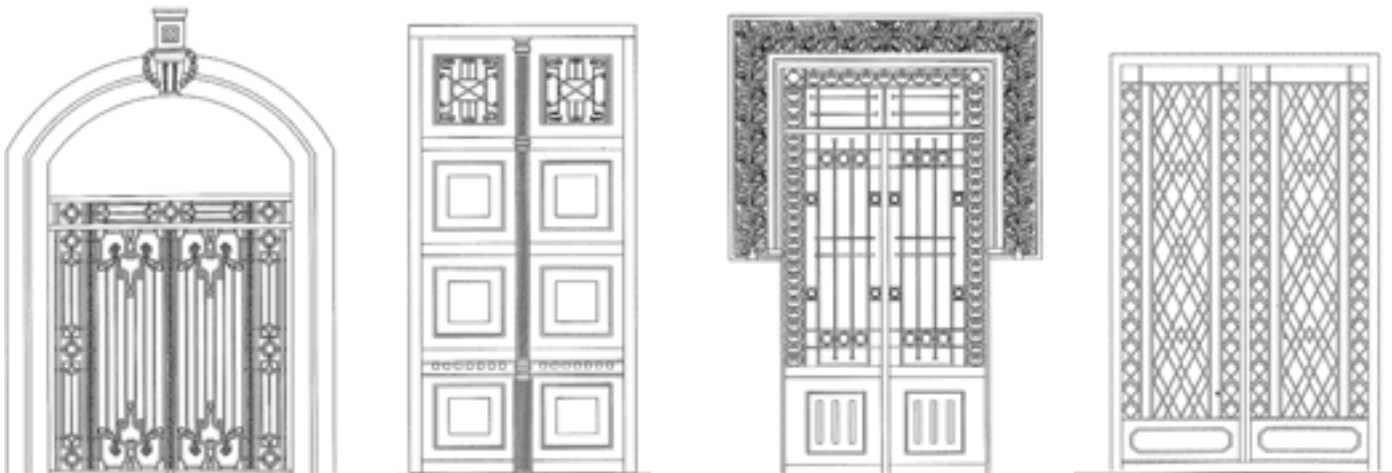
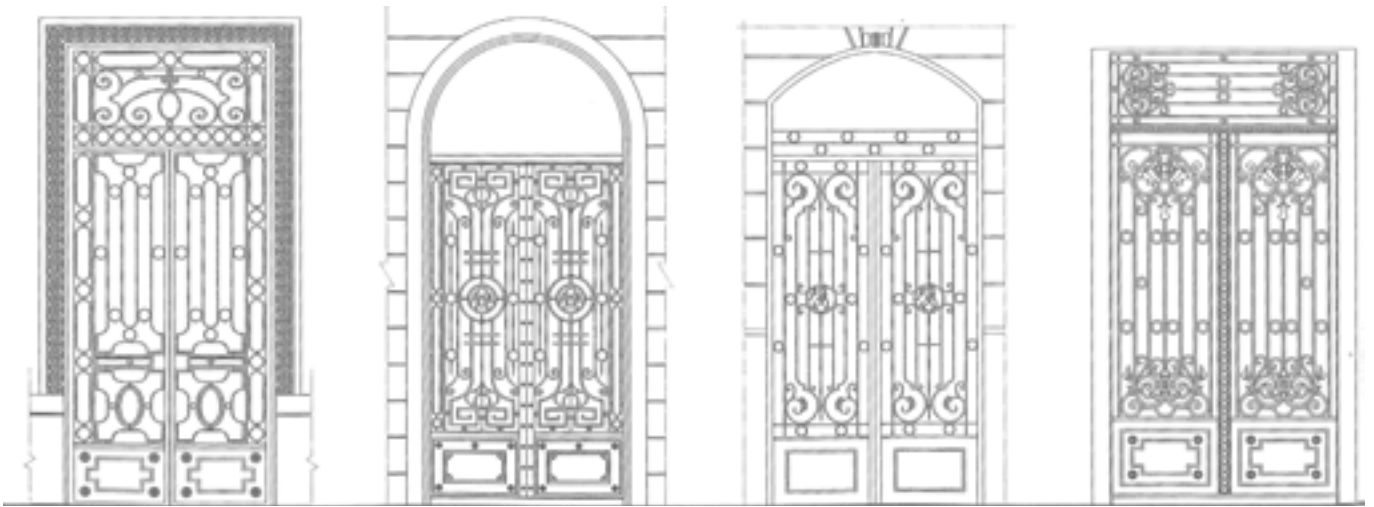
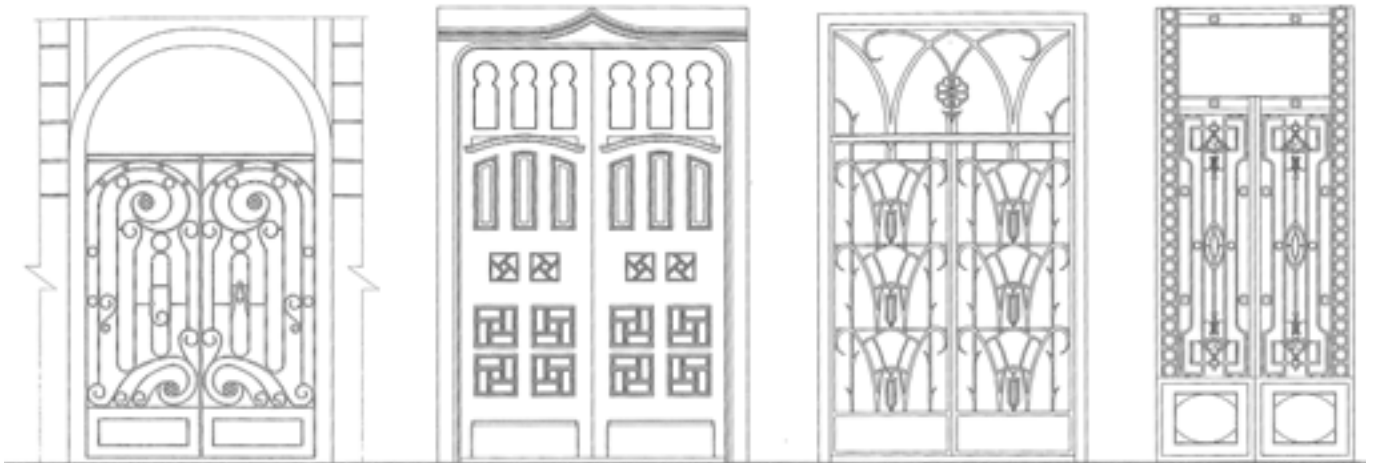
THE COLLECTION OF EMBELLISHMENTS

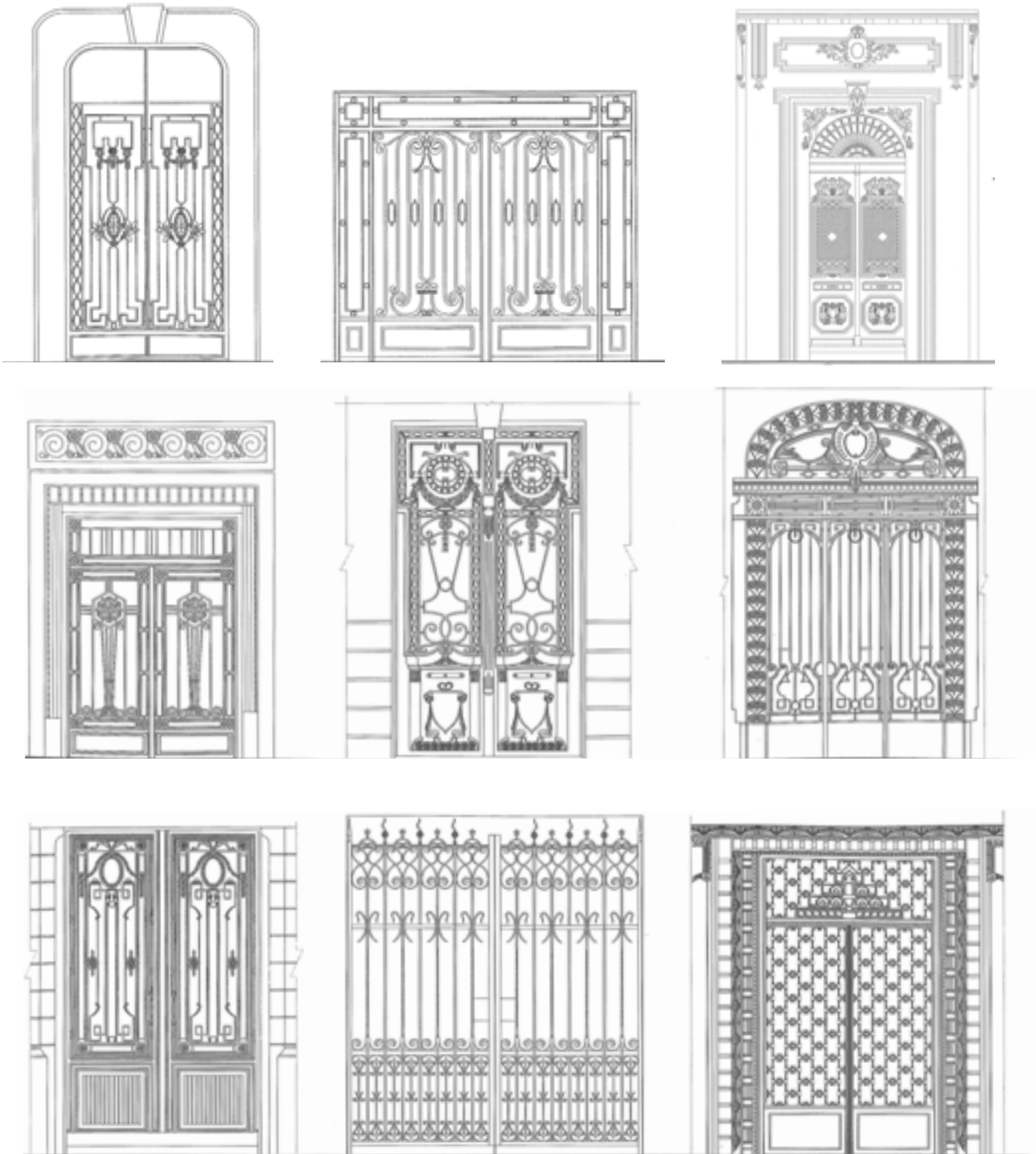




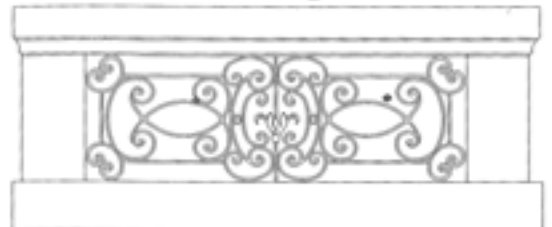
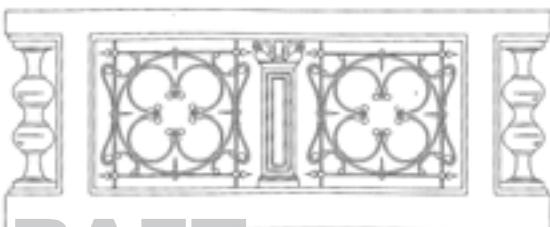
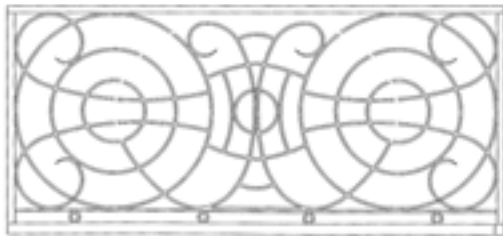
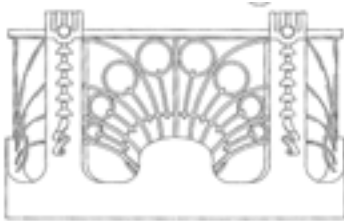
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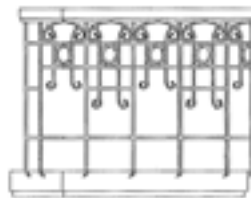
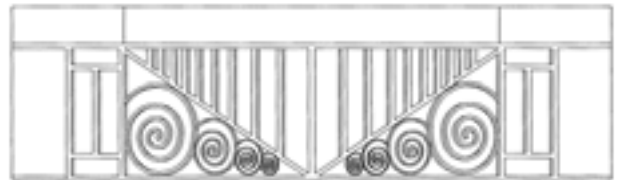
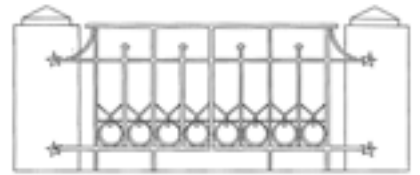
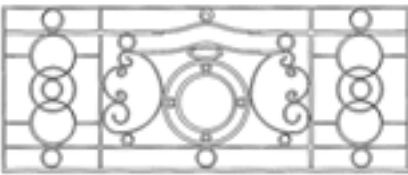
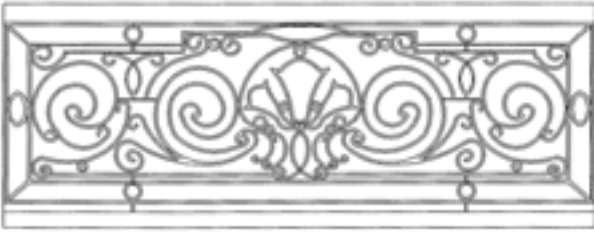
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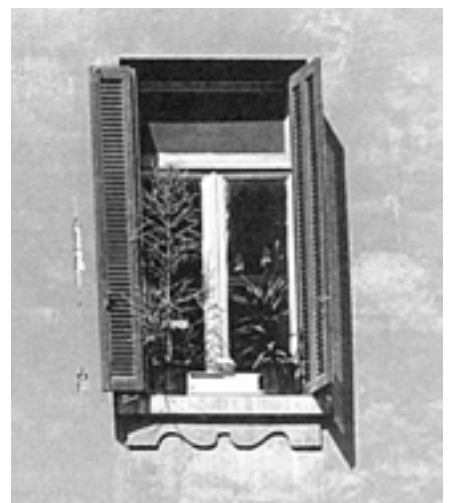


METAL WORK





WINDOWS



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DOMES



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