



SCGC celebrates Jenan Azmi, Egypt's winner of the inaugural arcVision Prize Egypt- Women and Architecture

Cairo, 10 of February 2014. Suez Cement Group of Companies (SCGC) is proud to announce that Egyptian architect **Jenan Azmi** has won the inaugural **arcVision Prize Egypt – Women and Architecture Award**. This is the first prize of its kind to be presented to female designers from Egypt.

The announcement was made on February, 9th during the arcVision award ceremony at the Cairo Opera House. Minister of State for Environmental Affairs, H.E. Laila Iskandar and H.E. Ibrahim Mehleb, Minister of Housing, and H.E. Camelia Sobhi, First Under Secretary of the Ministry of Culture, were on hand to mark the occasion.

SCGC sponsored the national contest as part of efforts to celebrate female architects who have made their mark on Egypt's impressive architectural landscape.

“Women have been important players in contemporary architecture for some time now. Their designs are particularly sensitive to the needs of citizens and the building's function. SCGC wants to back this trend and honor women in the world of design,” said SCGC CEO Bruno Carre'. *“SCGC is an active proponent of creating initiatives that recognize female designers who bring authentic solutions to an industry that spans economic, social and cultural contexts.”*

The jury panel, which included architects Seif Abulnaga, Zakia Hassan Shafie, Zeinab Youssef Shafik and Manal Batran as well as Dr. Moushira Khattab, were tasked with selecting a project that featured local materials used in innovative ways and would inspire similar efforts on other building schemes in the area. After much deliberation, the panel chose Azmi and her design by unanimous decision.

Her entry, the Seil Design Hotel located just outside of Marsa Allam on the Red Sea, was designed to balance environmental awareness and luxury in direct contrast to the majority of major seaside resorts across the governorate. The hotel, with its sophisticated horizontal-line patterns throughout, was built into a hillside to offer visitors an authentic and secluded getaway.

Her main inspiration was water – a precious commodity in the desert – which had left its mark on the land via dried out river beds and flash flood plains.

Instead of conforming to the motto “bigger is better”, Azmi took inspiration from nature, using materials and color schemes found in the desert. Her eco-friendly and sustainable design lets the lush, natural beauty of the Red Sea coast speak for itself. However, her blueprints did not leave out the modern luxuries boutique travelers have come to expect.

Azmi’s project married function and form, while lending a keen eye for sustainable principles and environmental protection. She also was able to honor the region’s past by taking traditional design elements from the area and giving them a modern, luxurious twist. The scheme represents the desert’s longevity and stark beauty, while paying homage to the powers of the sea, rain and rivers.

According to the jury, Azmi and her designs embody courage and unconventional creativity. She also seeks out solutions that reflect the needs of the communities she designs for.

The jury awarded second prize to architect Sahar Attia for her train station in 10th of Ramadan City, while Manar Kamal's green house project tied for third place with Amani Saad Kamel's children's library.

The fourth prize was given to Hend El Dahan for her desert agriculture center. She shared the prize with Shahira Fahmy, who designed the Ahmed Bahaa El Din Cultural Center.

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About Suez Cement Group of Companies

With an industrial network of five production facilities in Suez, Kattameya, Tourah, Helwan and El Minya, Suez Cement Group of Companies is one of the largest cement producers in Egypt.

The company has a long-standing history in the market, yet is innovative in launching new brands and products to meet market needs.

SCGC is home to more than 3,000 employees who participate in continuous training and advancement programs. The group has a comprehensive safety and environmental policy, which is imperative for building a sustainable environment for employees and communities where SCGC operates.

The group has provided materials for some of Egypt’s most famous landmarks and is building its future around serving the market and growing customer demands.

About Jenan Azmi

Celebrated Egyptian architect Jenan Azmi cut her teeth in the industry by designing furniture. But it wasn't long until the 34-year-old got her chance to make it big by joining Rami el Dahan-Soheir Farid Architects. There she worked on two private residents for the Agha Khan Foundation, one in Pakistan and one in Upper Egypt, as well as the Royal Miramar and Al Fujairah resorts in the UAE. In addition, she designed Al Azhar Park's iconic mosque.

Later, Azmi joined Shahira H. Fahmy Architects where she rose to Project Manager. One of her premier projects was the much-touted Westown Cairo mixed-use living center in New Cairo by SODIC.

Her entrepreneurial spirit won out when she left to start her own firm as Principal Architect and Managing Director at Tasmimat in 2009. In addition to the Seil Design Hotel, Azmi has also worked on projects including the Terazza Boutique Hotel, Beit el Zeila & The Split House for the Kastour family and the Portal to the Sea's residential annex.

Azmi attended the American University in Cairo and got her engineering degree from Egypt's University for the Modern Sciences. She also has a Masters degree in Conservation of the Built Environment from the Universite de Montreal (2005).