

# erga

a channel  
connecting you  
to ergamania

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# BUSINESSEVENTSCIENT QUALITYAWARDS OFFICES NEW SUSTAINABLE ARCHITECTURE GREEN PROJECTS INNOVATION STAFFSOCIAL IN THE PRESS SPORTS



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**Elie and Randa Gebrayel**  
Chairman and Vice Chairman

*Elie & Randa*

## A WORD FROM ELIE AND RANDA GEBRAYEL



Following the newsletter's special issue that was given to you in Winter 2009 and that we hope you enjoyed, we present to you the first official issue that will be standardized from now on with fixed business and social articles. You will feel through the upcoming newsletters a sense of continuity in its ideas and themes. It will allow us to communicate to you and to the wider erga community, our latest news about our work and activities. Our three current agenda items as chairman and vice chairman are:

- optimizing our staff satisfaction to reach client satisfaction,
- celebrating erga's 30 years,
- going green while working only on sustainable projects.

Being aware that year 2009 was considered tough in the real estate business, we would like to thank our clients for their loyalty and our staff for their patience and commitment. Therefore, we will be working this year to improve ourselves internally ensuring our clients' expectations by delivering projects on time with reasonable cost and high quality conform to international standards.

In addition, since this issue's release date coincides with the beginning of spring time and with mother's day, we would like to take this opportunity to thank our mothers for the wonderful love they have given us and the care they have shown us. And since our mother earth also deserves to be celebrated, what better way to cherish her than to take good care of her? Erga is committed to a wide recycling campaign of paper, cardboard and plastic as well as a forestation campaign along with working only on sustainable projects from now on reflecting our day to day dedication for and even obligation to save the planet as much as we can.



Please help us recycle this newsletter.  
After reading, kindly place it in the  
recycle bin or let someone else enjoy it.  
Do your bit for the environment.



Save a tree.  
Thank you



Special thanks to all those who contributed in the success of this issue: Paul Abi Dergham, Nassib Ayoub, Marie Assaad, Elie Chebly, Jihad Bou Saba, Bassem Charbel, Sana El Khoury, Paulette Maghariki, Nathalie Nouaimeh, Nicholas Khalaf, Alfred Riachy, Joseph Sawaya, Nathalie Shaffu and Elissa Zeidane.



## AL HOUARA RESORT TANGIER, MOROCCO

Located on the Atlantic coast south of the metropolis of Tangier and close to Southern Spain, Al Houara's master plan is being developed by Erga Group Overseas comprising of two major touristic and private dwelling components. It includes a 5 stars hotel with villas and a Moroccan Spa, a golf zone, beach zone, forest zone, a traditional Kasbah zone, serviced and residential apartments, piazzas and retail area, sport facilities and tourism amenities including a Casino, and an equestrian centre.

(photos 1, 2, 3)



## CROWNE PLAZA RIYADH, KSA

The luxurious 5 stars hotel located in central Riyadh, on a land area of 7,125 sqm focuses on the aspect of transparency. Erga designed the tower in a contemporary architecture, using innovative material in compliance with the regulations of the Intercontinental Hotel Group. (photos 4, 5, 6)



## LES RESIDENCES DES JARDINS CHERAGA, ALGERIA

Along with its internal Zen gardens, the elegant ten-story residence is located minutes away from Dar El Diaf occupying a surface of 11,750 sqm. Furthermore, independent commercial boutiques are located on the ground floor for elite clientele. (photos 7, 8, 9))



## GOLDEN LANDS QATAR

Incorporated within a master plan of Energy City Qatar, the plot ECQ F-05 implements green architecture whereby energy conservation and human comfort meet harmoniously. It comprises offices and retail spaces in an environmental and sustainable architecture. (photos 10, 11, 12)



## MIXED USE BUILDING BATA, EQUATORIAL GUINEA

Located in the city center, few meters from the water front and the boulevard, the mixed use building will be an iconic landmark and will define a new benchmark for the contemporary architecture of the city. It comprises residential, commercial and retail uses. (photos 13, 14)





## AWARDS 2009

ARCHITECT  
OF THE YEAR  
CONCEPT DEPARTMENT

**MRS. MARIE-ROSE  
HOBEIKA**



ARCHITECT  
OF THE YEAR  
DEVELOPMENT DEPARTMENT

**MR. RABIH  
SHALHOUB**



TEAM DESIGN LEADER  
OF THE YEAR  
SENIOR ARCHITECT

**MR. ANTOINE  
NEHME**



ENGINEER OF THE YEAR  
CIVIL, STRUCTURAL  
& EPOS DEPARTMENTS

**MR. ELIAS  
MOUSSA**



ENGINEER OF THE YEAR  
ELECTRICAL & MECHANICAL  
DEPARTMENTS

**MR. ZIAD  
EL HAYEK**



SENIOR ARCHITECT  
OF THE YEAR  
REGULATION & PERMIT

**MR. ALI  
OBEID**



PROJECT ENGINEER  
OF THE YEAR  
BUSINESS DEVELOPMENT

**MR. ANTHONY  
SFEIR**



BEST BRANCH MANAGER  
OF THE YEAR

**MS. PAULETTE  
MAGHARIKI**



EMPLOYEE  
OF THE YEAR  
OPERATIONS

**MR. SELIM  
ABOU MALHAB**



OVERSEAS EMPLOYEE  
OF THE YEAR  
ACCOUNTING

**MR. GEORGES  
EL HADDAD**



ENGINEER  
OF THE YEAR  
ERGA MANAGEMENT

**MR. HUSSEIN  
JAWAD**



OVERSEAS ARCHITECT  
OF THE YEAR

**MR. HUSSEIN  
EID**



SPECIAL AWARD  
FOR OUTSTANDING  
PERFORMANCE & LOYALTY

**MR. ALFRED  
RIACHY**



SPECIAL AWARD FOR  
18 YEARS OF SERVICE,  
LOYALTY & DEVOTION

**MR. ASSAAD  
KALLAS**



# CREATING A COMPANY FROM SCRATCH

RANDA GEBRAYEL, VICE CHAIRMAN



Starting a business from scratch is like playing basketball with only you covering the whole field. You are the secretary, the draftsman, the architect... you are the whole team. Luckily, we were two in a mutual and continuous support looking always in the same direction.

As few of erga's members know, the start-up of erga, thirty years ago, was in a small room on the roof, with one lonely project, zero fund, minimum overhead, with no pretention but ambition. Every single drawing or document was done manually, no computers, no printers nor plotters. But of course, as we all know, Elie was always after the latest technologies and we soon got our first version of AutoCad in 1982. Since then Erga started to be known and the team began to grow progressively.

Seems easy? No, it wasn't. We have faced a lot of challenges and have had our ups and downs. Erga has survived more than one war and has come over several bumps and pitfalls with the patience and the hard work of the whole team, the erga family team.

In fact, we always insist on the family spirit no matter how numerous we were, that's what makes us unique. In our domain, creativity is crucial, but effectiveness is a must. It is imperative to understand what this business is all about. We are not selling a product, we are selling the means to fulfill and make a client's needs realistic. Add to this, the honesty, integrity and transparency, joined together, give the client the assurance of serious work and professionalism, and therefore protect the trust and support earned along the way. Total devotion to business and sincerity towards the people we deal with made erga what it is today and allowed us to branch out stronger then we started.



## BUSINESS EVENTS ANNUAL MEETING '09

An annual meeting with the entire erga staff took place at the "Palais des Congrès" where awards were handed out to those who showed professionalism and achievement in their work. A speech was also given by the chairman thanking the staff for their patience, commitment and loyalty, followed by the overall results of 2009 with the COO. The accomplishments of the social committee and the importance of the TQM unit were also presented.







## AWAY FROM HOMELAND NATHALIE SHAFFU, ARCHITECT

It has been two years now away from my family, away from my country Lebanon. Two years in Qatar has been a tough experience, not only due to the change of environment but also due to the change of culture. On the one hand, being an active female architect in Qatar has forged many difficulties such as the constraints in dialogue, communication, appearance, and behavior. In addition, factors such as living quarters, climate, and severe weather fluctuation affect the human conduct negatively. On the other hand, I was intrigued by the respect given to women. Women no longer stand inferior to men. As time goes by, the discrimination among sexes that once prevailed gradually fades away hence allowing women to embark towards a new and booming future.



## WHO AM I?

I am a palace built by Emir Bechir Chehab II in the early 19th century and remained his residence until his forced exile in 1840.

I was declared a historic monument in 1934, and then began a restoration process.

Since 1943, I had been the summer home of the president.

*I am Beiteddine Palace.*



## sustainable architecture THE SOIL WE PLANT ELISSA ZEIDANE, TEAM DESIGN LEADER

The soil we plant, the water we drink, the air we breathe, the sun that warms us... this is Mother Nature's way of keeping us alive...

Since creation generously gave us a skin for protection and a second skin, our clothes, for comfort, the third skin can be our habitat, relying on the architects to design individual comfort and well-being.

The Passive Architecture Principles promote positive interaction with nature, using wind, light, sun, and rain as comfort generators. They include: **building orientation** towards south exposure where natural lighting infiltrates all spaces; **natural ventilation** through multi-openings oriented towards prevailing winds; **chimney effect** where vertical air movement is provoked by water basins located below openings to humidify circulating hot summer air; **greenhouse effect** where heat is trapped in south-oriented glass houses and temperature rise is transmitted to building spaces; **thermal mass** by exposing to sun a mass that can absorb and store heat or coolness and restore it back to internal ambiance, internal plantation...

While nature will always be committed to us, and though Copenhagen treaty will contribute to the environment preservation and healing, the question remains: *how can each and every one of us be committed to nature?*



**OTHER PROJECTS BY ELISSA ZEIDANE:**  
MIRA BUILDING, LEBANON  
MINA EL HOSN, LEBANON  
MAHMOUD DALAL FURNISHED APARTMENTS, LEBANON  
ETOILE REALITY, LEBANON



## ARCHITECT OF THE SEASON JULIA MORGAN (1872-1957)

Never turn down a job because you think it's too small, you don't know where it can lead.

Born in San Francisco on January 20, 1872, Julia Morgan was the only woman to complete the program of civil engineering at the University of California in 1894 and then of architecture at the École Nationale Supérieure des Beaux-Arts. She soon became a highly regarded American architect.

Her accomplishments include: Hearst Castle in San Simeon, the rebuilding of the Fairmont Hotel, the Bell Tower at Mills College, and as well as over 700 buildings and private homes.



## QUALITY IN ERGA MANAGEMENT

- **BASSEM CHARBEL**,  
PROJECT OPERATION HDV  
- **ALFRED RIACHY**, ASSISTANT  
PROJECT OPERATION HDV

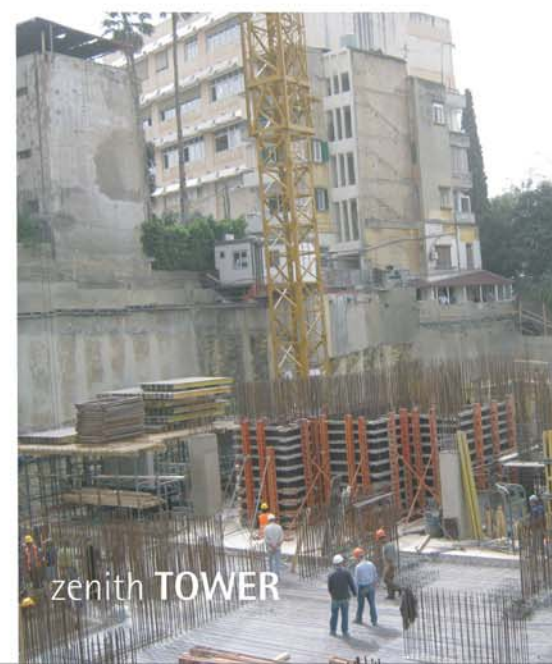
Erga Management provides professional project management services meeting three constraints:

**time:** tracking the work schedule and keeping the owner posted;

**cost:** controlling the contractual price of projects;

**quality:** approving shop drawings and material and ensuring the work execution.

Based on the above, Erga Management was accredited the ISO 9001:2000 Certificate for Project Management in 2007 till now.







zaha HADID



gae AULENTI



maya LIN



**HR TEAM**  
PAMELA AZZI  
JIHAD BOU SABA  
RITA KHALIL

# WOMEN ARCHITECTURE

SANA EL KHOURY, TEAM DESIGN LEADER

The time we are living in is introducing women in all professional fields, particularly, women architects, women urban planners and all those who have to do with the world of construction.

In the country of the Cedars, women are participating significantly in this profession and are revealing an undeniable talent. Is architecture a male-dominated profession? Does the gender of the architect affect the "gender" of the building?

**Women number growth in the architectural profession 2004–2008:**

- In the USA 45%
- In Finland (world leader in women's rights) 33%
- In Lebanon 17%

**Some of the pioneer women architects are:**

- Anahid Moshayan: first woman architect in Lebanon - 1957
- Zaha Hadid: first woman to win the Pritzker Architecture Prize in 2004
- Gae Aulenti, Maya Lin and others...

As a woman architect working in erga, I have faced many challenges that I overcame with the respect of all clients, contractors as well as our male colleagues. Like other women, I was able to balance a full family life with my architectural practices. We, as women architects, can share responsibilities and **combine skills**. All occupations, of course, should be gender-neutral.

**contribution and not comparison** ⇒ **balanced architecture**

We have to seek beauty, proportion, harmony, and poetry of daily life...

Afterall, "It is impossible to live daily life without poetry"... (Felix de Azua).



beirut **GARDENS**  
in association with arata isozaiki



rahal **VILLA**

**OTHER PROJECTS BY SANA EI KHOURY:**  
CROWNE PLAZA HOTEL, KSA  
CONVENTION CENTER, DAMASCUS  
ST. JUDE CANCER CENTER, LEBANON  
US EMBASSY CONSULAR SECTION, LEBANON

## WHAT IS HUMAN RESOURCES MANAGEMENT?

JIHAD BOU SABA, HR HOD

A business of any size needs employees, an essential asset, in order for it to run. Therefore they need to be properly managed for optimal efficiency. However, it is a lot more complicated than the maintenance of a company's material capital.

The HR management focuses largely on a more sensitive and human analysis to determine what are the needs of the employees. HR management involves recruitment, employee satisfaction, performance appraisal, training and career development plans as a function of human capital management.

In addition, HR management takes care of a variety of other concerns such as providing direction for the team members, working on a good communication within the company, preparing and diffusing job descriptions, compiling benefit packages as well as a variety of other vital responsibilities that relate directly to the employee workforce.

## OUR SUB-CONSULTANT: NASR AND KHALAF CONSULTING ENGINEERS

**1) How was your first contact with us?**

We were contacted by Mr. Elie Gebrayel in 1994 to work on the Meridien Hotel (Now Movenpick Hotel).

**2) Describe erga in a sentence, and then Elie and Randa Gebrayel in one word.**

A leading multi-disciplinary design consultancy firm; E.G: visionary; R.G: bright and clear-minded

**3) What makes dealing with us special?**

Honesty, commitment and fulfilling agreements to the last end

**4) What advice can you give us?**

Keep your dedication to engineering as a profession and don't compromise on the quality of the delivered projects to clients.

**5) What are the added values given to you by erga and the ones you feel you have given it in return?**

We have learned from erga how to manage, grow and succeed in turbulent times. In return, we believe erga has realized the importance of discipline and efficiency that we practice in our office.

**6) Anything else to add?**

We are proud to have worked as erga's MEP consultant for such a long time and are thankful for their continued confidence in our office. We wish erga more progress, profitability and sustainability.



NEWBORN BABIES



ROGER SAADE 08.12.2009



FRANCOIS TABY 08.01.2010



MARIA EL RAHI 21.01.2010

NEWLY ENGAGED



JACK GHANEM & SANDRA NASR  
01.08.2009



CHARLES MRAD & CHERINE SLEIMAN  
12.12.2009



ELIE SHUCRY & DALIA MANSOUR  
25.12.2009



KHALED RAMY & PAMELA AZZI  
05.02.2010



## CHRISTMAS EVENT

Santa Clause and his elves entertained erga's kids on Saturday the 19th of December with fun games and holiday jingles offering them gifts followed by delicious lunch and mouth-watering homemade dessert prepared by erga's mothers and cooks. It was on that day that everyone believed Santa Clause is not just a fairytale!



## OLD vs. NEW

MARIE ASSAAD AND NATHALIE NOUAIMEH

- 1) Tell us more about yourself.
- 2) What did life teach you?
- 3) How would you deal with failure?
- 4) What are the principles that you will never change?
- 5) What's the best advice you can give to new members?

### MARIE ASSAAD CEO EXECUTIVE SECRETARY

- 1) After earning my degree, I started working at erga in 1984.
- 2) Nothing matters in life without love and mercy
- 3) By trying not to give up and keep on trying
- 4) Following God's words
- 5) Work hard and be loyal no matter what.

### NATHALIE NOUAIMEH PROJECT ARCHITECT

- 1) After graduating from in 2005 I started my career at erga.
- 2) To never give up
- 3) I just stand up and keep on going
- 4) When there's a will there's a way.
- 5) Erga is a school, ask in order to learn.

## A DEDICATION TO MY MOTHER

"M" is for the million things she gave me,  
"O" means only that she's growing old,  
"T" is for the tears she shed to save me,  
"H" is for her heart of purest gold,  
"E" is for her eyes, with love-light shining,  
"R" means right, and right she'll always be,  
Put them all together, they spell "MOTHER",  
A word that means the world to me.  
Howard Johnson





## A WEEKEND WITH THE LEBANESE MAGHAWEER

What a marvelous idea to spend time with our Lebanese army at the yearly event "Raid Des Cèdres" organized specifically by the army on the 14th of March 2010. It was basically an 18 km race with "raquettes" in the Cedars region after a camping night with bonfire. It was an honour sharing time with our brave soldiers and we are all eager to participate again next year. We definitely had the time of our lives!



## erga RUNNING FOR KUNHADI

50 erga members participated in the Blom Beirut Marathon supporting Kunhadi whose mission is to work on lowering the road car accidents toll in Lebanon. This is done through spreading awareness about factors causing these accidents such as drinking and driving, speeding, and not putting on the seat belt. We ran...we made it...we are proud!



## erga SPONSORING GALACTICOS RUGBY LEAGUE

Jounieh Al Galacticos, sponsored by erga, maintained its title in the BoB Rugby League Championship winning the final game (30-28) versus the L.A.U Immortals in Bhamdoun. The trophee was awarded to the captain of the team and erga member Youssef El Helou.



## erga FOOTBALL TEAM WINS FINAL MATCH

Congratulations to our football team who lately performed wonderfully and won the final match in Antoura Inter-Companies Tournament and to Andre Chahine who won the team's best player award!



## erga BASKETBALL TEAM ENTERS SECOND ROUND

Erga's basketball team recently entered the second round in the Inter-Companies Tournament at Hoops after winning a couple of matches. Our best scorers till now are Charbel Barouky and Anthony Sfeir. May the best team win!





## GREEN RIVER

The Green River project is an environmentally conscious and daring mission undertaken by the Green Party of Lebanon, aiming to the transformation of Beirut River from an environmentally and ecologically poisoning artery cutting through Beirut City into a green spine connecting the different neighbourhoods and serving as breathing space, entertainment, social encountering and activities. The intervention area starts from Kanater Zbeydeh up to the sea in the Dora region covering a total length of 8.5 km of different river aspects and characteristics as well as different urban, industrial and natural surrounding environment. This project involves the private as well as the public sector to transform a danger and a threat to the city into a green heart, a public attraction, a green river that links the mountains to the sea.



## caps RECYCLING

إذا الحل بين إيديك، بتخلص منو؟  
حافظ عالغطا تتحافظ عالحياء.

## PAPER RECYCLING WITH CRAFT

The overall amount of paper resulting from this campaign is an average of 3000 kg.

## PLASTIC RECYCLING WITH DEBS COMPANY

Erga has collected an average of 400 kg since July 2009.

## CAPS RECYCLING CAMPAIGN

The result of the wheeling caps in collaboration to ArcEnCiel is 345 kg=172 500 caps=1/3 of a wheel chair since June 2009. The neighbors are now also participating with us in the same mission.

## JOUZOUR LOUBNAN

Erga collaborated in financing the forestation project "Jouzour Loubnan" at the Faculty of Sciences - USJ. Our plan for the year 2010 is planting the financed trees ourselves with the assistance of experts.

## santa BARBARA

## VIDE GRENIER

More than 1500 items mainly consisting of clothes, books, and toys were collected by erga as part of the "vide grenier" project and were sent to four associations.

## SANTA BARBARA COLLECTION

On Saint Barbara's day, money was raised to finance social projects: buying clothes, toys and books for needy children and families.

## DAMAGED COMPUTERS

Erga is collecting old computers and sending them to ArcEnCiel to be donated for NGOs and schools. The result until now is the following: 34 cases, 16 screens, 5 printers & faxes, 2 UPS.

## IN THE NEXT ISSUE

erga's 30th anniversary ■  
beirut corporate games 2010 ■



pamela AZZI  
editor



aline BEZIRJIAN  
graphic designer, editor



myriam EL HELOU  
editor



perrine POSBIC  
editor



eliane SAKR  
editor