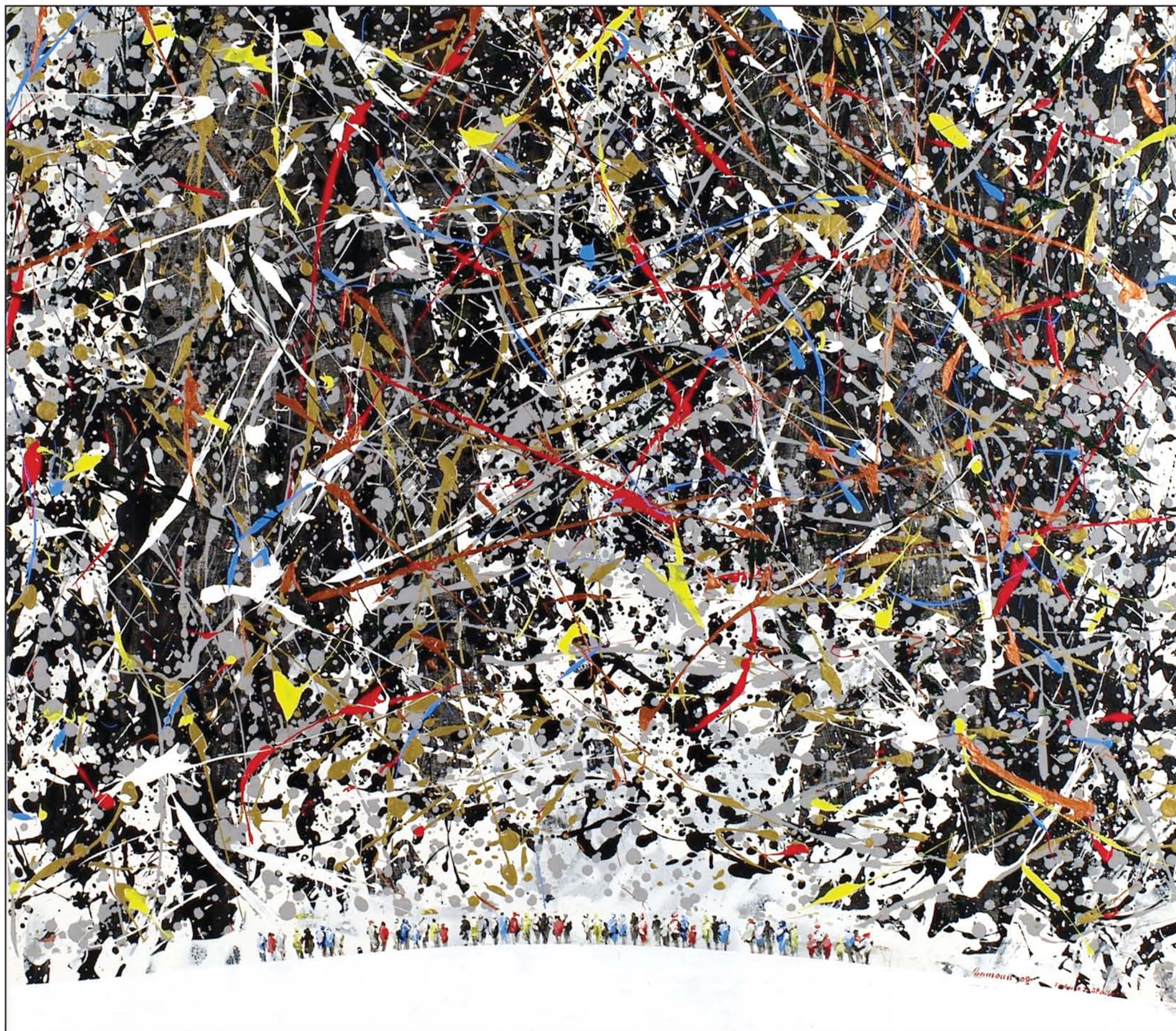


erga **NEWS**



ACRYLIC ON CANVAS "TRIBUTE TO JACKSON POLLOCK" - ARTIST CHAOUKI CHAMOUN

02

TWO MORE WINNING COMPETITONS: AL HADA MIXED USE
DEVELOPMENT & CREDIT LIBANAIS HEADQUARTERS
+ LATEST NEWS ON ERGA'S PROJECTS AND OFFICES

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.

erga head office
naccache, mar mansour st
tel +961 4 524 124
fax +961 4 524 224
p.o.box 70344 antelias



AL HADA CONTRACT SIGNING
MR. AIMAN Y. HAWARI, SHEIKH SALEH AL SUBEAEI,
MR. ELIE GEBRAYEL, MR. PAUL ABI DERGHAM,
SHEIKH KHALED AL SUBEAEI



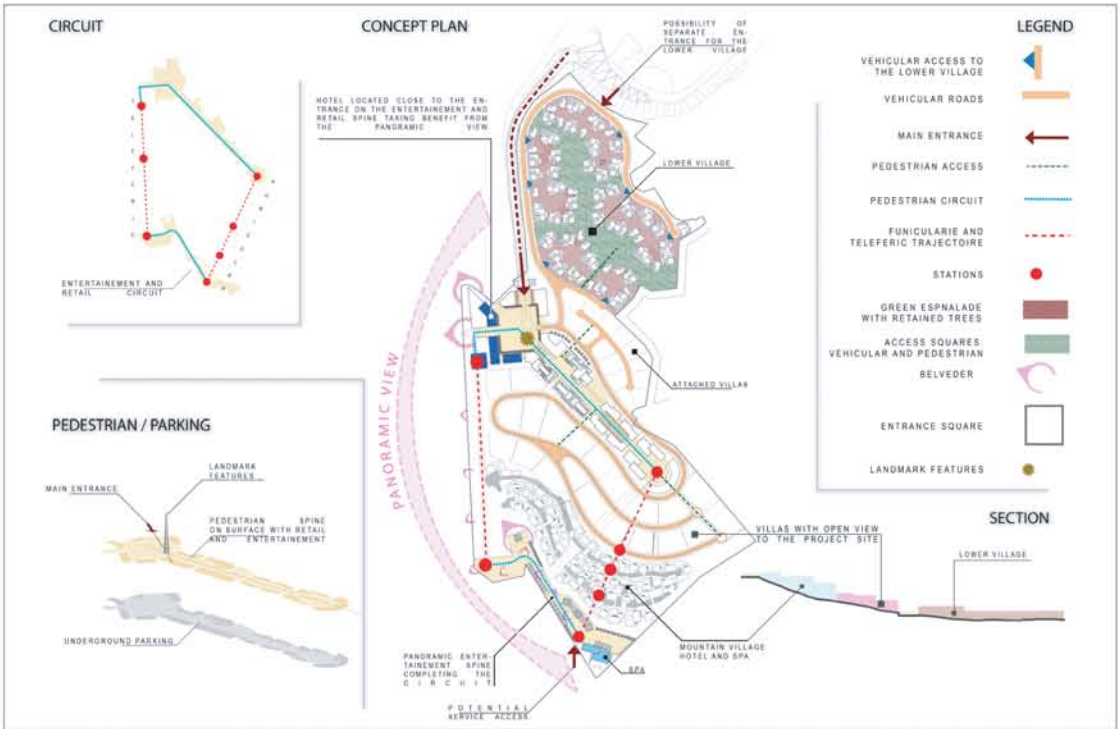
MR. ELIE GEBRAYEL, MR. WALID SAAD AL HAZZA



> Laying on a land of 153,000 sqm, the particularity of the site in terms of location, topography, and views was the leading guide to the project's concept. The master plan was designed to respond to the site's characteristics as a destination while maintaining the privacy of the residents. Hence, a central core was created, that will articulate the hotel, some retail and entertainment uses as well as optional furnished apartments uses that can be operated by the hotel or separately.

WINNING COMPETITION: AL HADA RESORT

AL TA'IF CITY, SAUDI ARABIA



> The village of Rachana, located north of Lebanon is a museum-like village that comes to life with modern sculpture made of wood, stone, granite, or metal. Situated at a 300m altitude, Mr. Rabih Abdallah's villa is surrounded by a magnificent view overlooking the Lebanese coast horizon from one side and the Rachana Green Valley from the other. Its modern architectural type, composed of large openings overlooking the sea view and tiled by two types of white stone and wood louvers, makes it a true work of art.

VILLA RABIH ABDALLAH

RASHANA VILLAGE, LEBANON



> The two elegantly rising towers decorating the Beirut City line, overlook an area of 5345 sqm of the Mediterranean Sea. More than 150 additional car parking space and 4000 sqm of landscaped area are available. Moreover, 22 floors of luxury residential apartments with duplexes on the top two floors are characterized by their simple and modern design, and by the delicate treatment of noble materials of glass, metal and stone cladding.



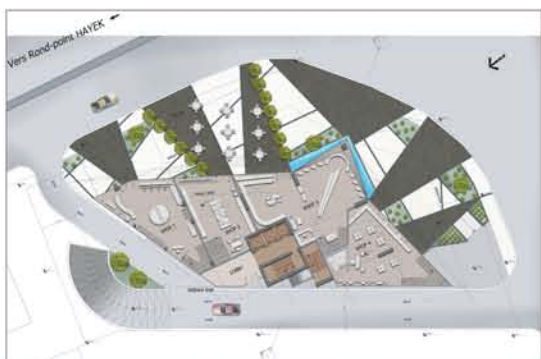
TITANIUM RESIDENTIAL BUILDINGS

AIN EL TINEH, LEBANON



MARC 1 OFFICE BUILDING

SIN EL FIL, LEBANON



> MARC 1's modern transparent architectural concept is designed to look like a fine sculpture facing Metropolitan Hotel from one side and Habtour Hotel from the other.

> The proposed project consists of constructing a high quality Office Building, along with the associated Architectural, Structural, Electrical and Mechanical Works, Car Parks, Storage Areas, and External Landscaped works, all to accommodate the latest technologies and international codes and requirements.



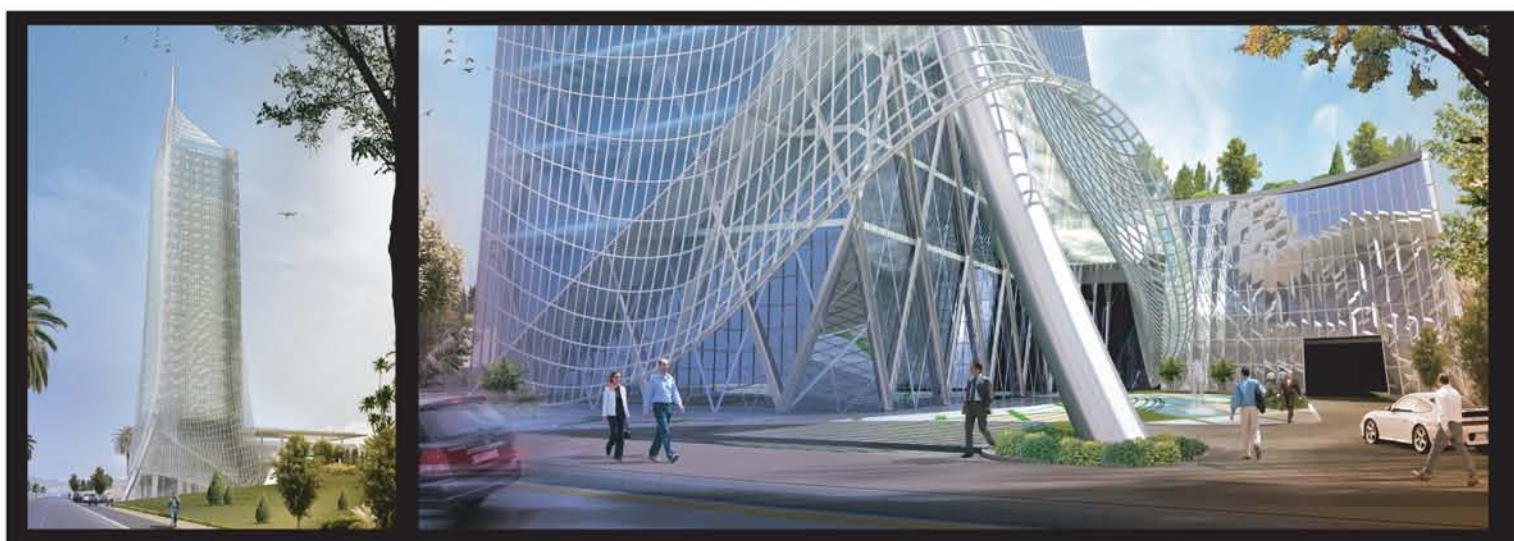
ERGA SCORES AGAIN! CREDIT LIBANAIS HQ

MARAM ATALLAH
ASSISTANT HOD, CONCEPTUAL DESIGN



> Designing this project posed by itself many questions that we designers face everytime we have to deal with all the real world criteria that stands in the way of our dreams; i.e. from dealing with the client needs and demands, to the budget and areas built, the construction laws. I truly believe that we designers are doomed!

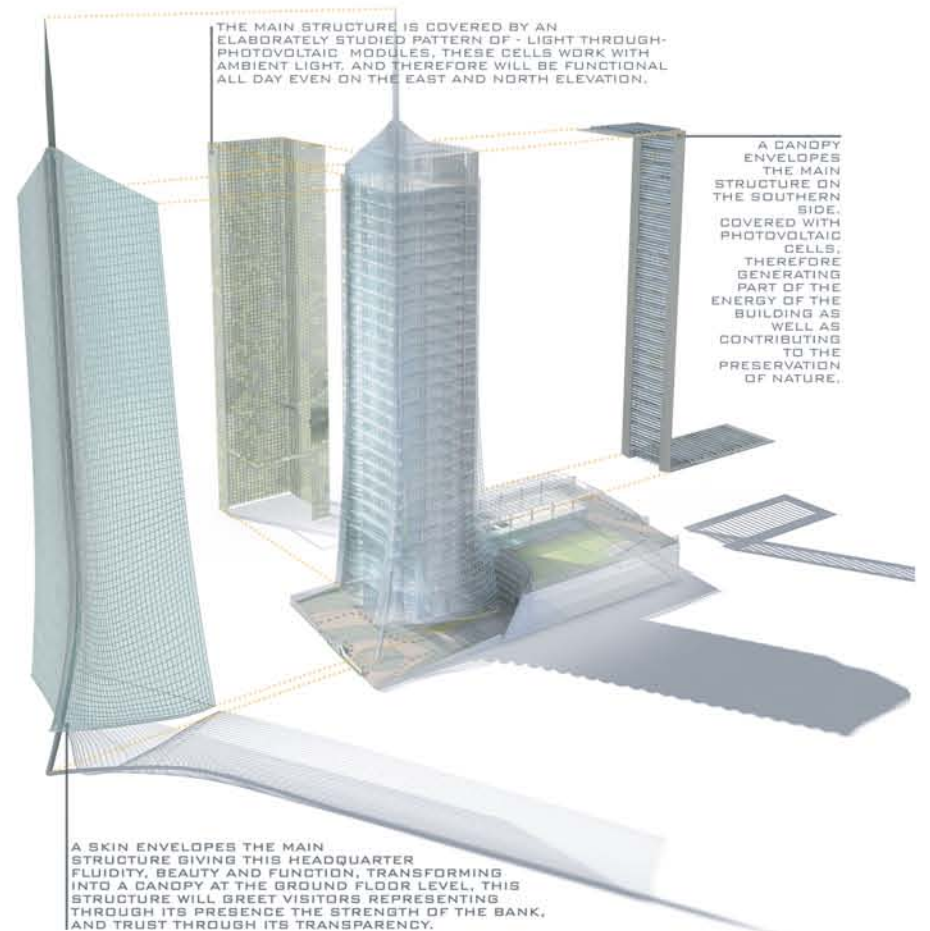
What I like about this project is that although it answers to all the needs of the client, the built-up area required, the permit and construction laws, not ideal from the budget side maybe, but definitely worth the extra leverage it demands, but this project also answers to the small need inside every architect to express himself, by going slightly outside the box, and laying out a design that is a bit unique and challenging especially from the construction point of view. Another point worth mentioning is the age we live in, the age of technology, the era of the internet, humanity faces lots of changes, such as the collapse of the concept of distance. The concept of the printed book is on the way to its own demise as well, being replaced by the eBook, as a result of a merger between our environmental concerns, technology at hand, and cost control.



> Architecture however cannot deteriorate due to this movement; man's need for shelter will always remain. Architectural design however has been affected, and although we still start with a sketch, since sketching still remains the fastest means of translating and expressing our thoughts, feelings and ideas, the development of our designs today cannot but be affected by technology, the computer input to the design equation has allowed us to come up with limitless complexity in free forms, definitely unattainable with a paper and a t-square, and has given us the ability to construct them with complete precision, as is the case with the project at hand.



CREDIT LIBANAIS CONTRACT SIGNING
DR. JOSEPH TORBEY, MR. ELIE GEBRAYEL



CREDIT LIBANAIS: THE CONCEPT

> The project is at its base a typical high rise building, in simple language: a box. A free flowing mesh envelops this box, while a curved column ascends from under this mesh, raising, manipulating and defining it, characterizing the project by fluidity and elegance through this graceful inviting structure, and rendering the project as one that reflects individuality.

A curved glass wall lies behind the main structure, concealing the parking and technical spaces, and acting as a backstage reflecting the life and the energy within the building, while the space in between this wall and the tower will be the social interaction heart of the project. Photo voltaic cells occupy the southern façade compensating for part of the energy used by the building, and house under them a roof garden which will act as the green soothing extension to the cafeteria. The project will also incorporate an array of sustainable systems to be defined at a later stage.



**LIFE IS A CHALLENGE
MEET IT**

NADINE DERGHAM
INTERIOR DESIGNER
ERGA STUDIO

> Working and studying at the same time is helping me become more independent and self-motivated. I decided to improve myself by earning Master's Degree in Landscaping. For that matter, I got a great deal of help and support by the team and managers at erga. I manage my time between work, studies, and other commitments while finding pleasure in what I do. In the end, I consider hard work, sacrifice, and dedication highly necessary in accomplishing something that is truly worth being proud of.

SUSTAINABLE = ECO-FRIENDLY



KING ABDULLAH F.D
MAIN ARCHITECT: LAB

> By definition, environmentally friendly, also called eco-friendly, refers to any product or service that is not harmful to the atmosphere.

Who would ever want to destroy the beauty of nature or live without fresh air? Who would want to wipe out millions of plants and animals? Definitely nobody does. For this, we owe it to nature and to ourselves to utilize state of the art technology including LEED certification to minimize the negative impact of buildings on the environment. Hence, we meet the LEED requirements & lots of other disciplines and guidelines all aiming for the same purpose. We try to prevent pollution, use innovative waste water technologies, and protect or restore a habitat as much as we can. King Abdullah Financial District and 014 Business Bay are examples.

Nowadays one must be thankful for having the tools to create sustainable buildings. However one fearing question remains: What if there was no sustainability in architecture?



EDGARDO CABRIGA
AND ROWENA ESCOLANO
ARCHITECTS
ERGA PROGRESS



014 BUSINESS BAY
MAIN ARCHITECT: RUR



HE WHO WISHES TO SECURE THE GOOD OF OTHERS, HAS ALREADY SECURED HIS OWN. CONFUCIUS



FADI BOUSTANY
CHIEF BUSINESS
DEVELOPMENT OFFICER
ERGA HEAD OFFICE

RECENTLY MANAGED PROJECTS:

- AL AREEN DEVELOPMENT, BAHRAIN
- IBN HANI BAY RESORT, LATAKIA
- CONVENTION CENTER, DAMASCUS
- BLC BRANCHES
- CREDIT LIBANAIS HQ

**THE KEY TO
 OUR SUCCESS**

ERGA STUDIO
ANTELIAS, LEBANON

> It's true that "erga studio" is a branch of erga, still the working conditions are a bit similar to erga "overbeach" with its internal mood of having fun and maintaining our values and professionalism; this is the way we do things here and succeed. The spirit is being able to live as a family and work in an integrated fashion. "Welcome to the good life" as it was mentioned in one of our project emblems. Join us.



GOOD SERVICE IS GOOD BUSINESS

> Client satisfaction is the most important element in the survival and growth of our business. Erga constantly strives and seeks towards improving its product and satisfying its clients. The client satisfaction survey we started implementing is a very important tool of communication with our clients. The survey reaches all clients investigating their opinion about erga, their judgment of erga's capacities as well as the product that was delivered to them.

What is more important than the questions drawn is how erga uses their answers. Erga compiles all answers received and acts on the information gathered. We look for the weaknesses and try to improve our work to overcome the deficiencies. We deal with the complaints received from the client so that the client feels that his comments were appreciated and are being taken into consideration.

Like any aspect of business, client satisfaction is a practiced art that takes time and effort to master. In order to ensure adequate delivery of our product we believe switching roles with the client is essential. What would we want from erga if we were the clients? How would we want to be treated?



**CREDIT LIBANAIS
 HEADQUARTERS**



**AL AREEN
 DEVELOPMENT**



**IBN HANI BAY
 RESORT**



**DAMASCUS
 CONVENTION CENTER**



MANY HANDS, ONE MIND

ERGA SAUDI LEBANESE COMPANY
FOR PROJECT MANAGEMENT, RIYADH

> Erga Saudi's range of operation covers the entire Kingdom of Saudi Arabia through offices based in Jeddah and the capital Riyadh. Due to the relatively small number of our staff, we operate as one very closely-knit team on all our projects and develop them accordingly.

Our work focuses on maintaining good relationships with our clients by viewing each project from their perspective, responding to their needs, probing for details, essentially involving them at the center of the team. Through our commitment to time delivery schedules and client satisfaction, we build on our image to engage new clients, and consequently new projects. Despite the challenging living conditions we face in terms of weather, culture and local customs we have managed to maintain a healthy and supportive office atmosphere for all members of our team.

NEWBORN BABY



JOE LOUBNAN NAJEM
06 JANUARY 2010

NEWLY WED



YEHYA MAANAKI & SALAM MANSOUR
28 APRIL 2010

NEWLY ENGAGED



JAD SALAMEH & MELISSA ABS
28 NOVEMBER 2009



JAD ABBOUD & SABINE GHOCH
01 JUIN 2010

ONE WEEKEND OF FUN OUTSIDE THE CORPORATE WORLD

**CONGRATULATIONS TO ERGA'S TEAMS FOR
WINNING 3 GOLD AND 2 BRONZE MEDALS!**

> Other than the physical health benefits, participating in organized sports events helps one perform better at work, have better interpersonal skills, and be more team oriented. It provides opportunities for leadership and socialization, as well as the development of skills for handling success as well as failure.

Consequently, on the 10th & 11th of April, Beirut Corporate Games 2010 took place with around 2200 participants from well-known local and international companies.

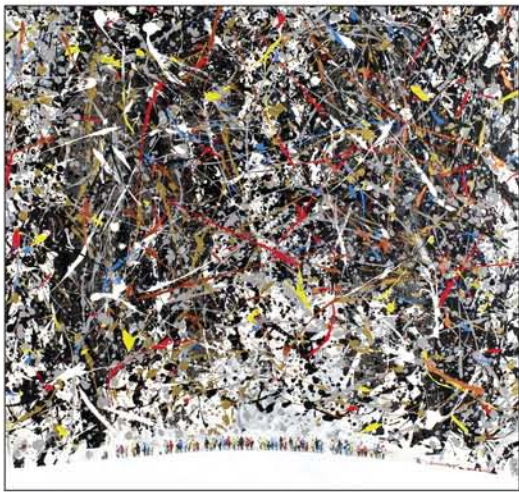
All participants had the chance to compete in whichever sports or educational field they like. Erga joined the fun and competed in all the following games: football, basketball, tug of war, bag race, three-legged race, ping-pong, squash, dodge-ball, PS3, babyfoot, arm wrestling, general quiz, backgammon, sports quiz, 100m race, 4x100m race, mini marathon, darts, and sudoku.

Congratulations to erga's teams for winning 3 gold medals for dodgeball, men's tug of war, and darts as well as 2 bronze medals for PS3 football game and basketball!



A SMALL GESTURE AS A SYMBOL OF GRATITUDE

> Mother's day was quite festive this year at erga; a great surprise awaited all of erga's mothers. In fact, they each received cute colorful cupcakes as well as makeup kits. This small gesture was a symbol of gratitude for the hardships they bare in bringing up their children. In return for her kindness and devotion, the ladies also surprised Mrs. Randa Gebrayel.



TRIBUTE TO JACKSON POLLOCK
ACRYLIC ON CANVAS

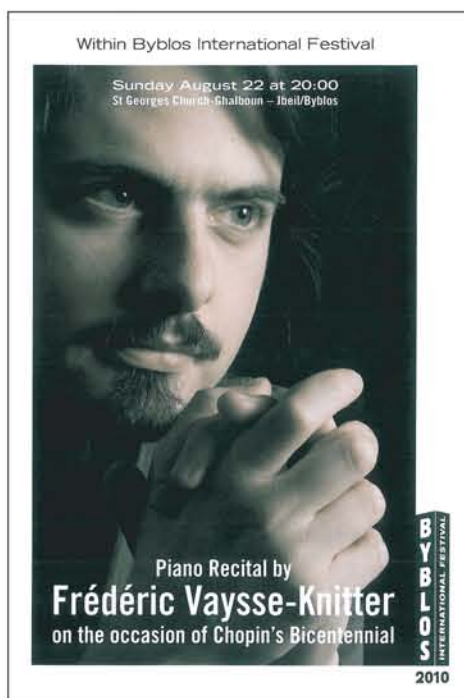
RENEWAL OF ISO CERTIFICATE

> The Quality Management System of Erga Management has been approved by Lloyd's Register Quality Assurance to the following Quality Management Standards:

ISO 9001:2008

The Quality Management System is applicable to:

Project management and construction management



EDITORS

Pamela El Azzi
Aline-Grace Bezirjian
Myriam El Helou
Perrine Posbic
Eliane Sakr

GRAPHIC DESIGNER

Aline-Grace Bezirjian

SPECIAL THANKS TO ALL
THOSE WHO CONTRIBUTED IN
THE SUCCESS OF THIS ISSUE



LEBANESE ARTIST: CHAOUKI CHAMOUN

SOURCE: [HTTP://WWW.LAU.EDU.LB](http://www.lau.edu.lb)

> Since 1968, LAU Associate Professor Chaouki Chamoun has participated in over 50 art shows across the world including the Rochester Memorial Museum in New York and Art Paris Exhibit in Abu Dhabi. In his website, he explains: "I am always in search for new aesthetic vocabulary in the making of my art. I do not believe that one single style or one single subject matter would ever express all my demanding aesthetic needs." Chamoun received a master's in fine arts from Syracuse University, NY, and a Ph.D. in art education from NYU. He worked on architectural and interior design projects for companies like Dress Barn and Saks Fifth Avenue Department Store in New York, and Bloomingdale's Department Store in Minnesota. "If we stop learning, we stop growing," he says, advising students to have excellence as their goal. "Life pays back only to successful people."



(SELIM ABOU MALHAB, ELIE ABI KHALIL)

- 1) Tell us more about yourself.
- 2) What did life teach you?
- 3) Dream career?
- 4) Principles that will never change?
- 5) Best advice to new members?

OLD VS. NEW

GETTING TO KNOW BETTER, THE OLD AND THE NEW
ELIE ABI KHALIL SELIM ABOU MALHAB

> **ELIE** (HEAD OF ADMINISTRATION DEPARTMENT):

- 1) I graduated with Elie Et Randa from "L'Institut Des Beaux-Arts".
- 2) Sometimes silence is the best solution.
- 3) An actor or a chef
- 4) Honesty and loyalty in work
- 5) Be honest from the beginning and you will succeed.

> **SELIM** (HEAD OF OPERATION DEPARTMENT):

- 1) I worked at the British Embassy for 9 years before erga.
- 2) Patience
- 3) I would have loved working in administration.
- 4) Honesty and loyalty
- 5) Be honest because the company's owners deserve it.

ARCHITECT OF THE SEASON

FRANK LLOYD WRIGHT
JUNE 8, 1867

> Frank's name had become synonymous with great design, not only because of the form of his designs, but also because of the function. In the end, he showed not just what to live in, but more importantly he influenced the very nature of how we lived: "Form and Function Are One". Some of his most notable creations include the Robie House in Chicago, the Martin House in Buffalo, the Imperial Hotel in Tokyo, and the Guggenheim Museum in New York City.



WHY, I JUST SHAKE THE
BUILDINGS OUT OF MY SLEEVES.



RUBBISH CAN BE RECYCLED. NATURE CANNOT

UPDATES ON ERGA'S RECYCLING
CAMPAIGNS

- > Average of 3000 kg of paper since June 2009.
- > Average of 400 kg of plastic bottles since July 2009.
- > Average of 172 500 caps=1/3 of a wheel chair since June 2009.