PORTFOLIO

Strategic & Urban Planning
Urban Design
Landscape Architecture
Architecture
BIM Landscape





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Eng. Ahmed Elnamer

C.E.O AND FOUNDER

team seeks to helps stakeholders globally with complex challenges in environmental zones, planning smart cities, humane residential communities, water in landscape area and environmental for utility, Eco - industrial parks and local development programmes, state, investment and foreign government agencies.

we have successfully completed projects of all kinds. We take an integrated approach, and we carefully address each and every aspect of our landscape design assignments. Our objective is to transform urban environments.



fruit .



Eng. Amr Elbadawy

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we have successfully completed projects of all kinds. We take an integrated approach, and we carefully address each and every aspect of our landscape design assignments. Our objective is to transform urban environments through the utilization of meticulously designed landscape architecture, and we think long-term. The goal is to strengthen and revitalize urban communities in permanent ways, and we have a proven track record of success.

We provide comprehensive services from the planning to construction stage, applying our design vision and integrated approach to all aspects of the built environment. Outreach facilitation is integral to our design process, using high quality visualizations to clearly communicate the design vision and intent, build consensus and generate funding support

Who we are

Purpose Vision Core value

Our urban design and landscape architecture professionals collaborate with clients and communities to create memorable places.

We shape the communities in which we live, work and play through innovative and creative planning and design. From large master planned communities to small rooftop gardens, we strive to connect people to the environment and each other through design that reflects context, structure, form, and sophistication. We are committed to design solutions that are sustainable, maintainable, and cost effective. Our passion for problem solving drives creativity and innovation, creating bold solutions for our stakeholders.



Our Team



Ahmed El-Namer
CEO | Founder
Leading Urban & Master Planning

Teaching Assistant, Faculty of Urban and Regional Planning, Cairo University MSc. | PhD Candidate "Passionate about shaping sustainable urban futures through innovative master



Amr Gamal El-Badawy
Founder
Head of Urban Design and landscap

MSc. Candidate
We blend innovative design and
functionality to deliver sustainable,
adaptive, and user-focused landscape
solutions.



planning and education."

Ahmed Ehab Mokbel Senior Landscape Architect and Bim Coordinator MSc. Candidate



Moaz Ahmed Ebrahim 3D Visulization and Urban Planning



Ahmed Esmat Abd Elsalam
Senior Urban Desian and Illustration



Nouran Mostafa Awad Senior Landscape Architecture

Our Foot Print EGYPT - KSA - LIBYA - UAE





Our Projects

Strategic & Urban Planning

- Replanning Of The Historical City Of Benghazi
- Corniche Jeddah Masterplan
- Planning of the Armed Forces' land in the Fedco area
- Ajlan Master Plan
- New Bani Mazar Master Plan
- Najran Valley
- El-Madinah Warehouse Land No. (2)
- Capital Gardens Boulevard
- Muroj Jeddah
- Sama El-khair Compound
- Ruba Jeddah
- Al-Dabaa Masterplan
- 14 Hail Cities Local and Detailed Plans
- Obour Land Fill
- ↑ Medical Industries Recycling Center

()2 Urban design

- Replanning Of Benghazi Marina
- Palm Hills Master Plan Phase 5A
- SARAI RAI Master Plan (ZONE 2-3-4)
- Taj City Club side
- Glory Compound
- Parkside Community
- Direction White
- Renovation of 76 Arch Land Competition
- Commercial Promenade
- Benghazi Marwa Motel
- Southern Jazan Front Community
- Tobrouk Port

03 Landscape

- Al-Asalah Gardens and Streetscape
- Bab El-Zayton Villa
- AL-AHLY AFRICAN TROPHIES PLAZA
- Mansoura Cournich
- Qena Courniche Renovation
- Streetscape Cairo Festival City
- Special Service & Investment (12 Zone)
- The Humanization of Riyadh Neighbourhood
 Streetscape
- Rehabilitation and Restoration of Darin Palace and Darin Heritage Town
- Al-Khandak Al-Madinah Al-Munwara
- Al-Manar Square
- Royal Club Entrance
- Al-Turaif Landscape
- Urban Code For Mohamed Bin Zayed Axis
- 5 Million New Cairo Investment Land
- Dubai swimming Pool Design

04 Architecture

- Villa Benghazi
- Special service & investment Buildings
- Special service & investment Buildings

05 BIM Landscape

- International Medical Center Extension
- International Medical Center
- Latin District New Alamein

Partners in success

























































































STRATEGIC & URBAN PLANNING

SEDUM develops visionary, sustainable strategies that guide the growth and evolution of cities, ensuring balanced and practical urban development for the future.





Replanning Of The Historical City Of Benghazi

• Year 2023

Area 128.42 H

• Location Benghazi - Libya

Scope Master plan

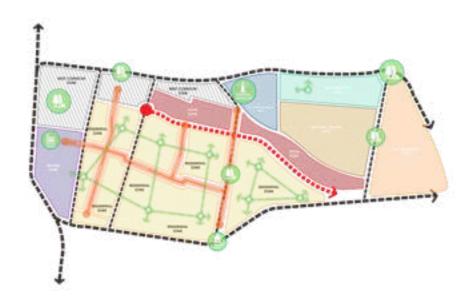
CLIENT MUNICIPALITY OF BENGHAZI

CONSULTANT

The project is the green corridor passing through the center of Najran city, and a series of recreational, sports, cultural and investment activities were proposed that suit the requirements of society and improve the visual image of the city within the initiative of humanizing Saudi cities and the Kingdom's vision 2030.











Corniche Jeddah Masterplan

• Year 2025

Area 97.96 H

Location Jeddah - KSA

Scope Master plan

CLIENT JEDDAH MUNICIPALITY



CONSULTANT

SOLUTION



The "Corniche Jeddah Master Plan" explores alternative designs for two distinct plots separated by a 52-meter road. Land uses include residential, services, tourism, investment, and commercial residential zones, shaping a vibrant, sustainable, and well-connected vision for Jeddah's waterfront development.





Planning of the Armed Forces' land in the Fedco area

• Year 2025

• Area 659.9 H

Location Ismailia - Egypt

Scope Master plan

CLIENT EGYPTIAN ARMED FORCES ENGINEERING AUTHORITY



CONSULTANT UNITED CONSULTANT

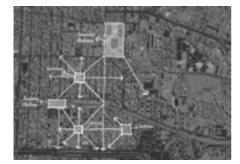


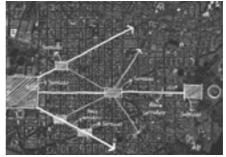
The project delivers two alternative master plans presented on professional boards.

Proposals integrate diverse residential typologies, including villas, medium, high, social, and distinctive housing.

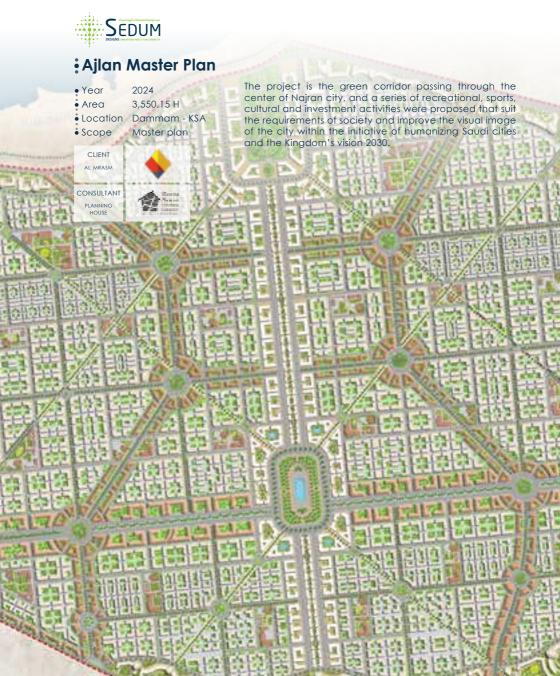
Service zones and investment areas are strategically planned to support community growth and vitality.

Regional utilities are incorporated to ensure infrastructure efficiency and long-term sustainable urban development.

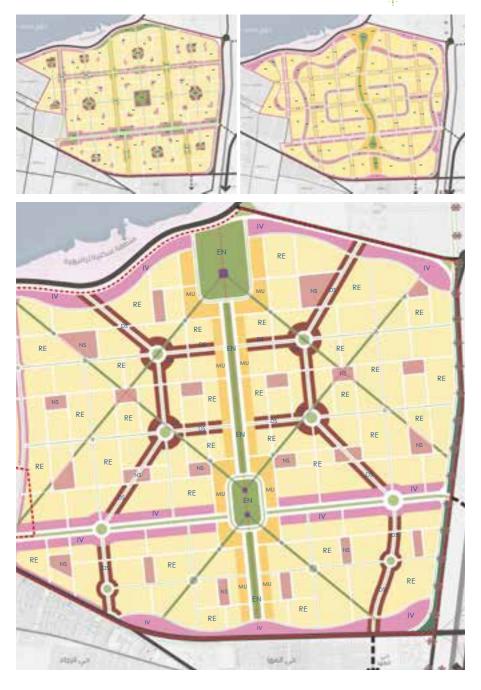


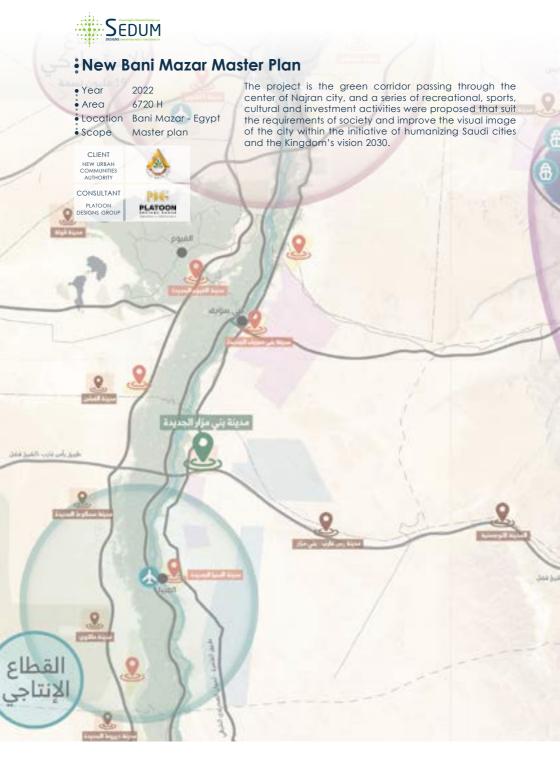






















• Najran Valley









El-Madinah Warehouse Land No. (2)

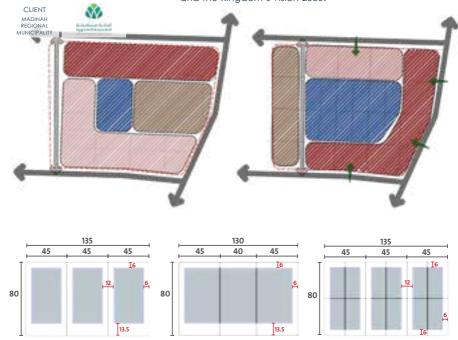
• Year 2021

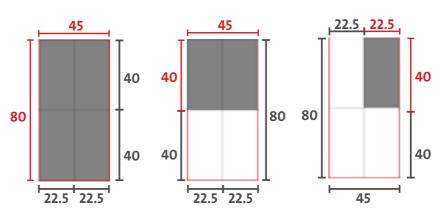
• Area 13.1 H

Location El-Madinah - KSA

Scope Master plan

The project is the green corridor passing through the center of Najran city, and a series of recreational, sports, cultural and investment activities were proposed that suit the requirements of society and improve the visual image of the city within the initiative of humanizing Saudi cities and the Kinadom's vision 2030.

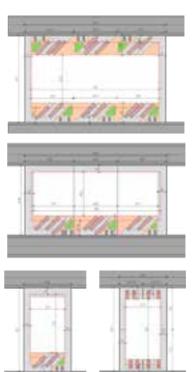
















Capital Gardens Boulevard

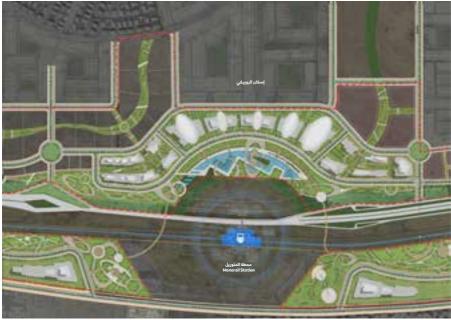














Muroj Jeddah

Year 2017Area 500 H

Location Jeddah - KSA

Scope Master plan

CLIENT



MUROOJ JEDDAH, north-west of GADA is an established residential primarily composed of private villas. Recent residential compounds were developed with mid-range townhouse/villa housing units. The area is in close proximity with several communal and recreational developments enabling pedestrian vitality & public flow.

The green spine concept follows an organic pattern approach in the masterplan design taking inspiration from vernacular settlements.









Sama El-khair Compound

• Year

Area 296.29 H

Location Mecca - KSA

• Scope

Master plan

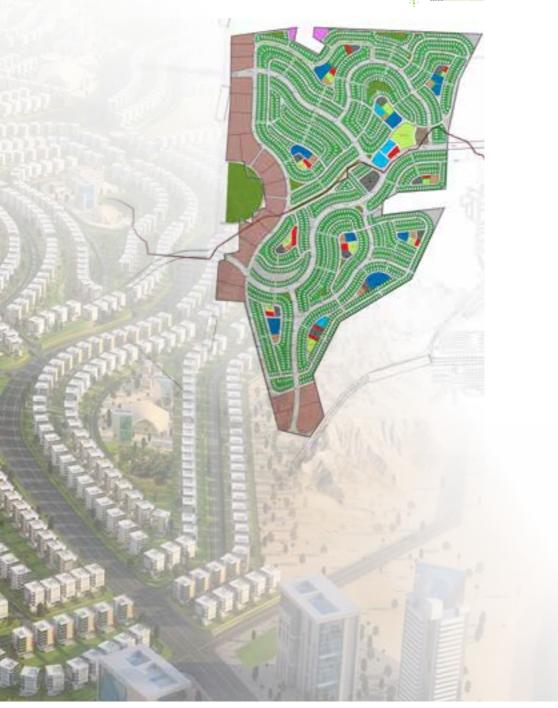
2018

CLIENT SAMA EL-KHAIR DEVELOPMENT COMPANY



Sama Al-Khair is one of the most important projects of residential complexes in the area of Makkah Al-Mukarramah, in which integrated and sustainable planning units were formed in accordance with the development requirements in the region, in addition to exploiting the project's facade as mixed-use and hotel areas.







Ruba Jeddah

• Year 2018

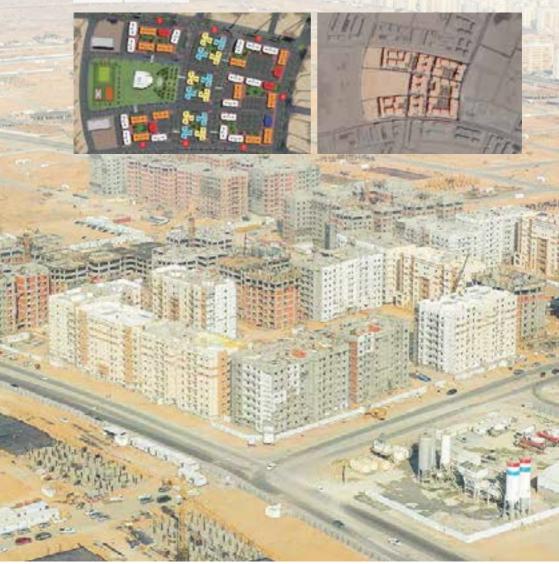
• Area 9.6 H

Location Jeddah - KSAScope Master plan

CLIENT MAKKIYOON URBAN DEVELOPERS



Ruba Jeddah is an integrated residential project in the city center of Jeddah that contributes to the support of residential units of different areas and styles. Green urban spaces have been created with the provision of car parks, gardens for families, and areas for educational, health and religious services, which contributes to the integration of the Ruba Jeddah community.





Al-Dabaa Masterplan

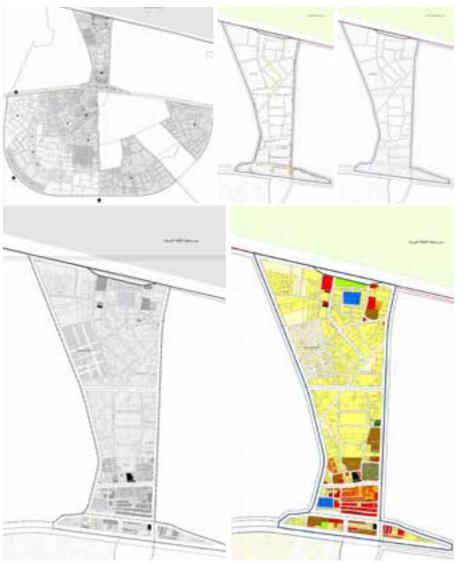
Year 2010Area 998 H

Location Al-Dabaa - Egypt

Scope Master plan

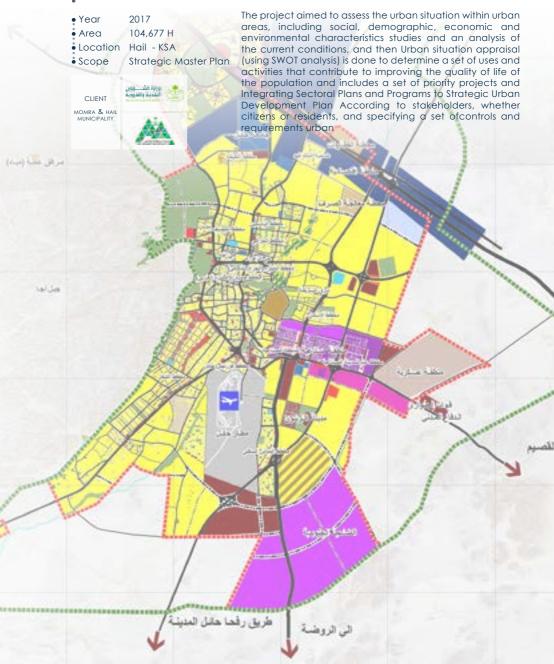
CLIENT GOPP Muroj Jeddah, north-west of Jeddah is an established residential primarily composed of private villas. Recent residential compounds were developed with mid-range townhouse/villa housing units. The area is in close proximity with several communal and recreational developments enabling pedestrian vitality & public flow.

The green spine concept follows an organic pattern approach in the masterplan design taking inspiration from vernacular settlements.

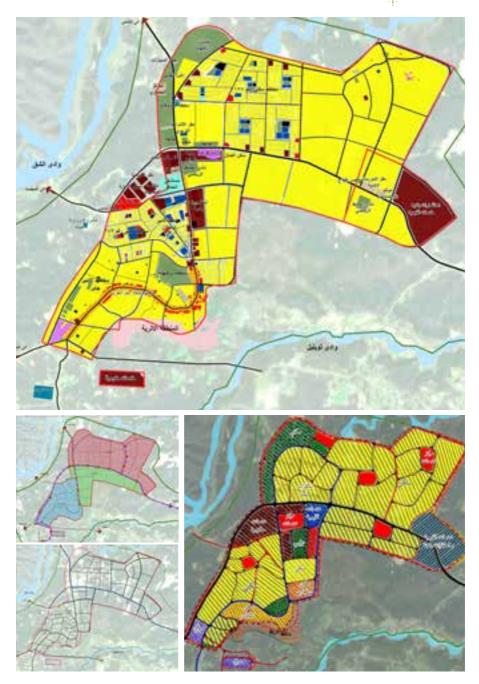




•14 Hail Cities Local and Detailed Plans









Obour Land Fill

• Year 2017

• Area 52.94 H

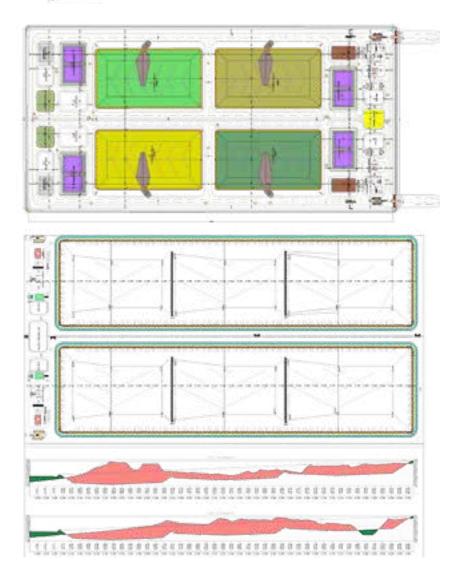
Location Al-Obour - Egypt

Scope Master Plan

CLIENT WMRA



The project aimed to assess the urban situation within urban areas, including social, demographic, economic and environmental characteristics studies and an analysis of the current conditions, and then Urban situation appraisal (using SWOT analysis) is done to determine a set of uses and activities that contribute to improving the quality of life of





Medical Industries Recycling Center

Year 2016Area 35.6 H

Location Belbies - Egypt

Scope Master Plan

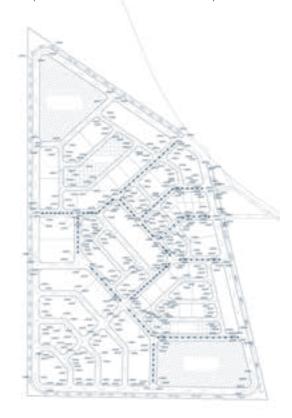
CLIENT WMRA



The project is a central location for integration processing and industrial, The main idea relied on preparing an ecological industrial zone based on segregation in receiving types of waste according to risk and dealing with them, whether treatment or recycling, master plan proposed of the main uses, including (classification wast zone / recycling plants / incinerators / pelleting factories / landfill cells) with a set of administrative services and green and open areas to achieve the sustainability of the area.













URBAN DESIGN

SEDUM team creates vibrant, functional public spaces where community and creativity thrive, transforming urban areas into inspiring and enduring environments.















Palm Hills Master Plan - Phase 5A

• Year 2023 - Until now

Area 30.1 H

Location Cairo - EgyptScope Master plan &

Rough Grading

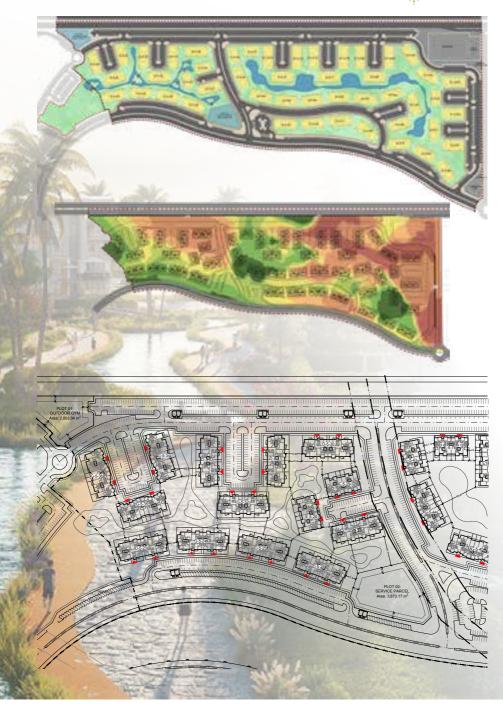






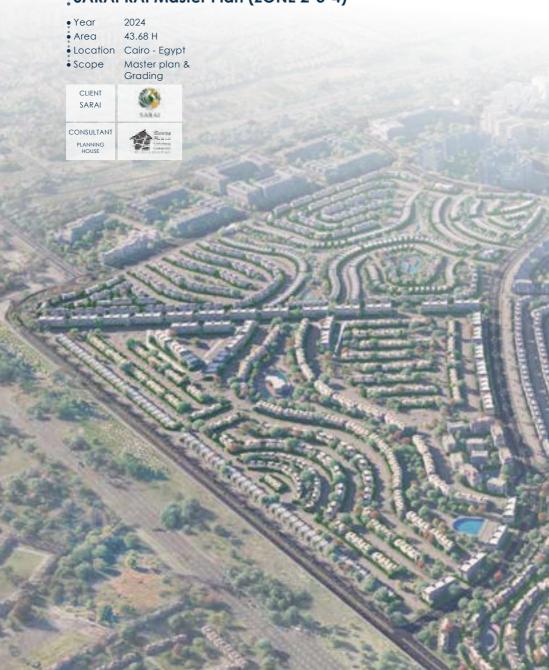






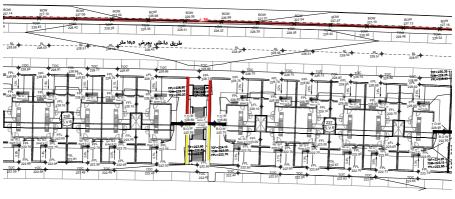


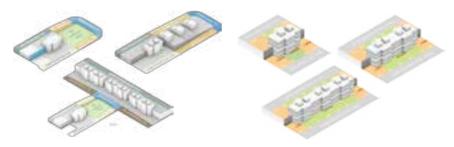
SARAI RAI Master Plan (ZONE 2-3-4)













•Taj City - Club side

Year 2024Area 22.24 H

Location Cairo - Egypt

Scope Master plan &

Rough Grading

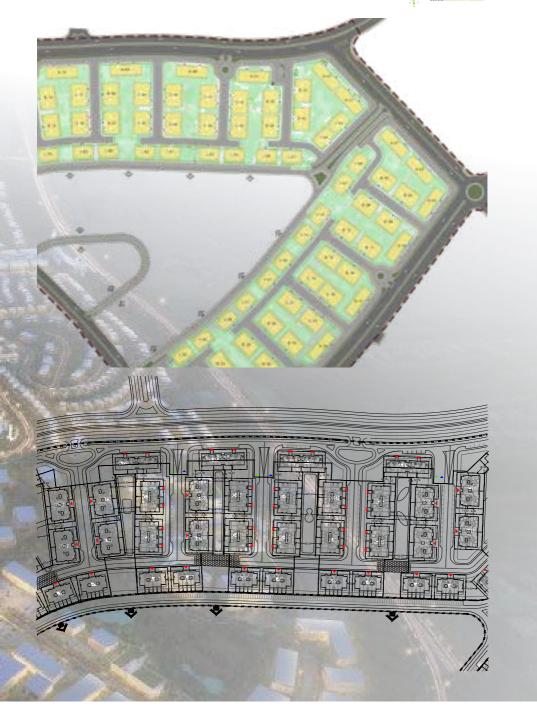
CLIENT TAJ CITY



CONSULTANT
PLANNING
HOUSE









Glory Compound

• Year 2024

• Area 1.05 H

Location 6th of October - Egypt

• Scope Master plan -

Architecture

CLIENT



The "Glory Compound" project in Cairo features three alternative urban designs with residential zones of twin houses, townhouses, and a small service area enhanced by light landscaping. It also delivers detailed architectural designs, alongside a marketing report and promotional video, ensuring both functional quality and strong market positioning.













Parkside Community

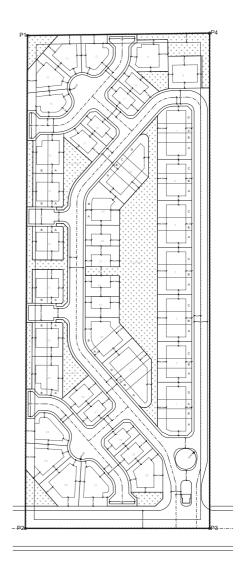
Year 2025Area 4.1 H

Location 6th of October - Egypt Scope Ministrial Decree -Master plan

CLIENT UNITED CONSULTANT









Direction White

• Year

2025

• Area

121.98 H

Location Northcoast - Egypt

Scope

Ministrial Descree -Complition rates

securing GIS plan approvals from the New Urban Communities Authority and monitoring completion rates. Our role ensured compliance, timely delivery, and quality execution, supporting the successful realization of this

The "Direction White" project in the North Coast involved

landmark development.









Renovation of 76 Arch Land Competition

• Year 2021

• Area 30.76 H

Location Ras El-Bar - Egypt

Scope Competition

CLIENT NEW URBAN COMMUNITIES AUTHORITY

CONSULTANT PLATOON DESIGNS GROUP



LATOON

Preparing a development plan for the undeveloped coastal space lands, The main conceptual plan relied on preserving the urban fabric of Ras El Bar, while achieving humanization of Societies, Mixed Use and Diversity, Livability Community, Walkability and sustainability in the design process, increasing green and open spaces, and forming urban spaces commensurate with the proposed levels of tourist housing.









Commercial Promenade

• Year 2021

• Area 10.54 H

Location Cairo - EgyptScope Master plan

CLIENT NEW URBAN COMMUNITIES

COMMUNITIES AUTHORITY CONSULTANT

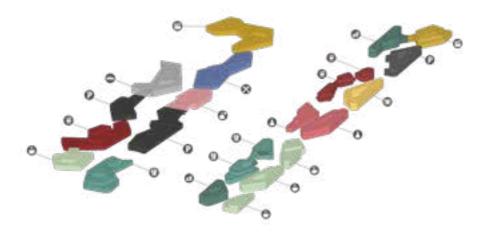
PLATOON DESIGNS GROUP AND



The promenade is one of Egypt's traditional street malls and urban aspects are upheld in the design concept while simultaneously keeping it open and inviting to passing traffic and pedestrians alike. To create an attractive commercial hub, the outdoor landscape will include a square plaza, patios, walkways and balconies among its seating areas for food and beverage spaces.















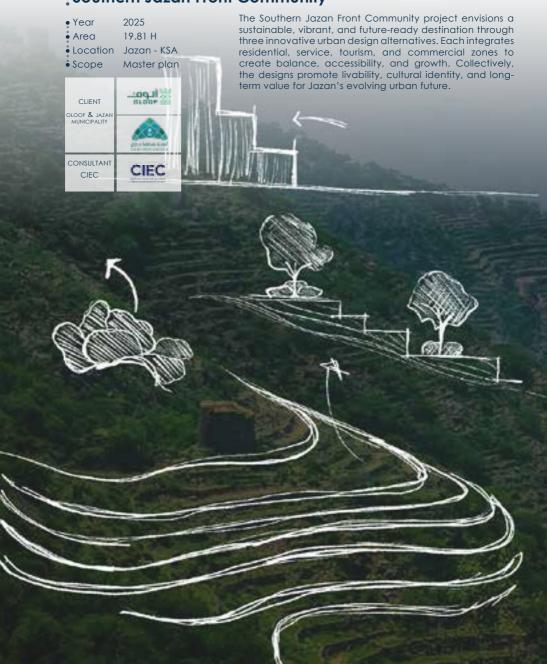








Southern Jazan Front Community

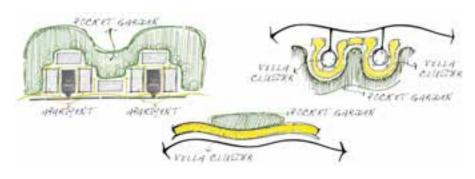
















Tobrouk Port

• Year

2025 • Area 6.64 H

• Location Tobrouk - LIBYA

Avant du project • Scope

The "Maintenance and Refinement of Tobruk Seaport" project delivers a modernized, sustainable maritime hub. It includes a new service area, redeveloped administration building, dedicated container zone, and redesigned seaport gates, enhancing logistics, security, and efficiency while reinforcing the port's identity and competitiveness.

CLIENT FREE ZONE













LANDSCAPE

SEDUM Team designs harmonious outdoor spaces that unite natural beauty with purposeful design, enhancing both aesthetics and well-being.





Al-Asalah Gardens and Streetscape

• Year 2024 - Until now

Area 314 H

Location Al-Riyadh - KSA

 Scope Landscape Design to Tender document

CLIENT

CONSULTANT

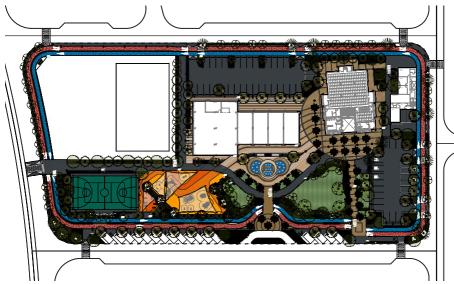


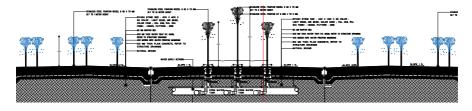
We collaborated with CIEC on the design of gardens and streetscape for the Al-Asalah Community in Riyadh, a project under the National Housing Company (NHC). From the concept through detailed design and IFC stages, we contributed as landscape designers overseeing irrigation and lighting systems. Our modern, sustainable designs are tailored to the southern Riyadh environment, balancing cost-efficiency and privacy while ensuring ease of implementation, maintenance, and monitoring in line with the client's vision.







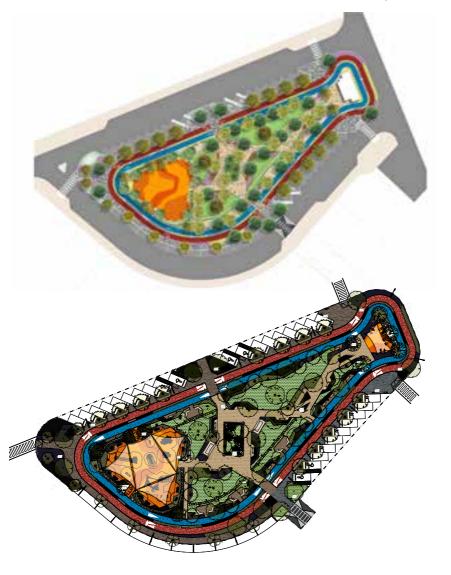


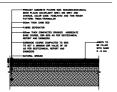


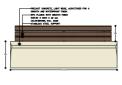


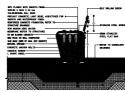






















AL-AHLY AFRICAN TROPHIES PLAZA

• Year 2021

• Area

• Location Cairo - Egypt

Scope Competition

CLIENT AL-AHLY SPORTING CLUB



The 10th trophy Space is the landmark adorns Al Ahly's main entrance to Mukhtar Altetsh Stadium, Concept design is the circular shape that expresses the time line of the years in which Al-Ahly club won the African Cup championships through distinctive tiles in the void, while emphasizing its importance by linking them to visual axes and considering it a reflection of the distinctive Cairo Tower.









Mansoura Cournich

• Year 2021

• Area

• Location Mansoura - Egypt

Scope Landscape Design

CLIENT M.O.T INVESTMENT



CONSULTANT



The aim of The Mansoura Corniche concept is to create a unique and vibrant waterfront environment that will attract visitors. Sedum's scope of services included a high-level concept master plan, providing preliminary land-use options and solutions that fulfil the client's vision While preserving the natural environment of the Nile River, We try to preserve the natural environment with optimum utilization of the value of the land and create an interactive and investment environment



















Qena Courniche Renovation

• Year 2021

· Area -

Location Qena - EgyptScope Competition

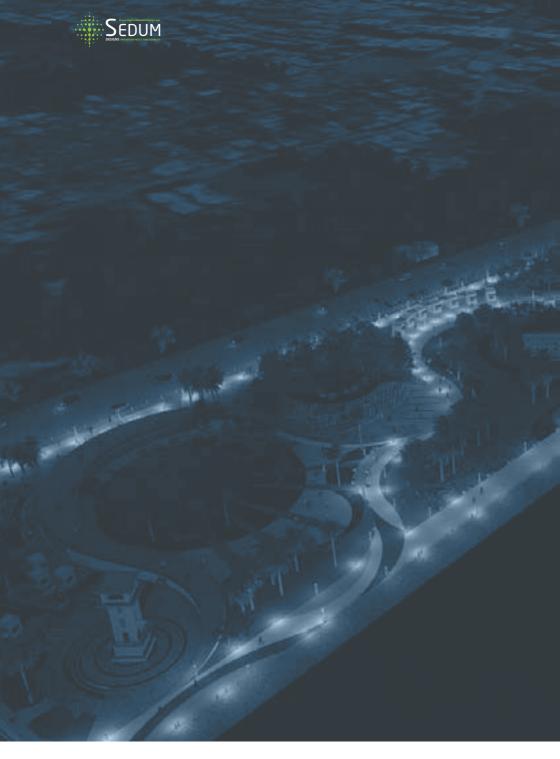
CLIENT QENA GOVERNMENT



The conceptual kernel of the proposed design was the combination of contemporary design orientation and historical character. Through this concept which aims to combine the contemporary orientation design with the distinctive historical character of the city, through a set of design principles that reflects the special character of Qena, as follows: The ancient Pharaonic history. The morphology of the city, The main spaces and the Nile anchors have Formed an axis towards the Dendera Temple.



















Streetscape Cairo Festival City

• Year 2021

Area

Location Cairo - Egypt

• Scope Design - Softscape -

Hardscape - Grading

CLIENT AL-FUTAIM E^S

CONSULTANT
PLATOON
DESIGNS GROUP

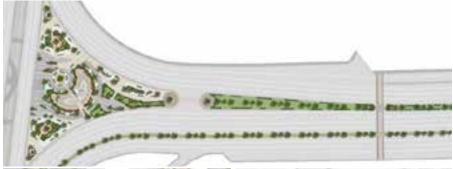


This project entailed the development of a detailed redevelopment master plan, including the conceptual design of transit-oriented development (TOD) around the likely future location of a Metropolitan Ring Road, Cairoand Main Streets in new cairo. The master plan delineates areas for enhancement and likely locations for substantial redevelopment while providing improved bicycle, pedestrian, parking, and streetscaping.















Special Service & Investment (12 Zone)

• Year 2021

Area

Scope

Location Najran - KSA

Design and

Construction

Landscape

Najran Urban Oasis' experience in the landscape architecture and construction in the beautiful valley south can be seen all around the mountainous area of the city. From urban fabric, Distinctive traditional architecture to installation of native plants to complex modern outdoor structures, we seek to Achieve: Quality Construction Solutions / Sustainable, environmentally-friendly designs / Materials both beautiful and durable.





CONSULTANT ALQURAISHI















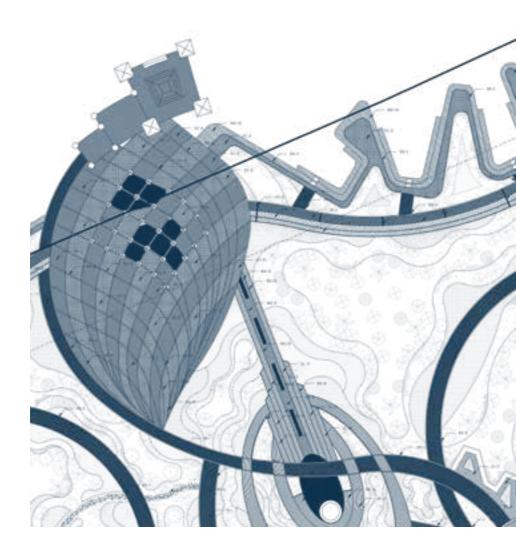








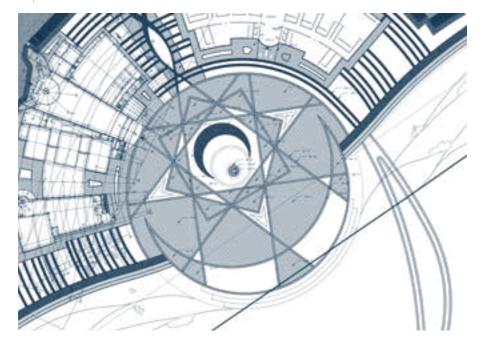


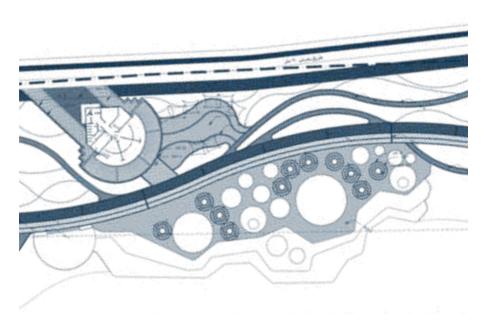




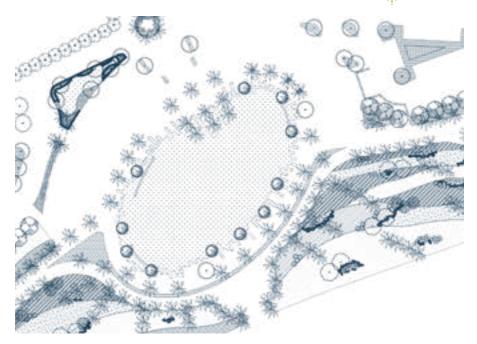


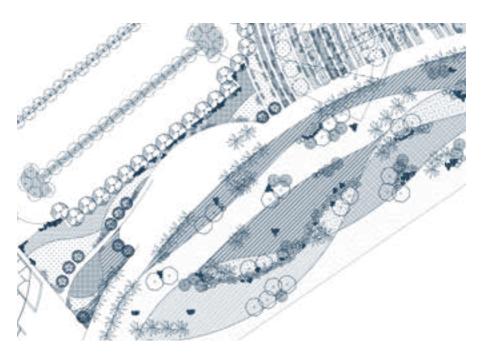




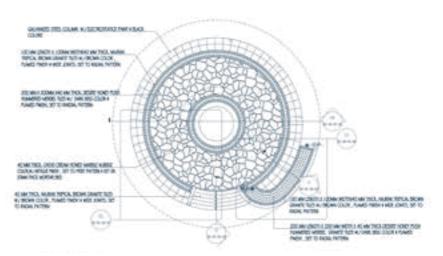


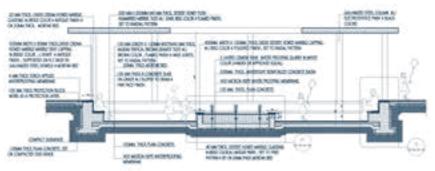


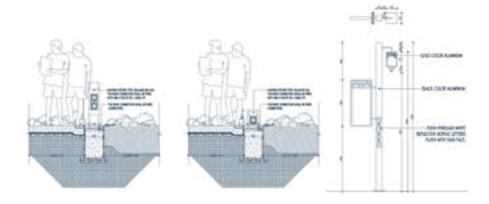




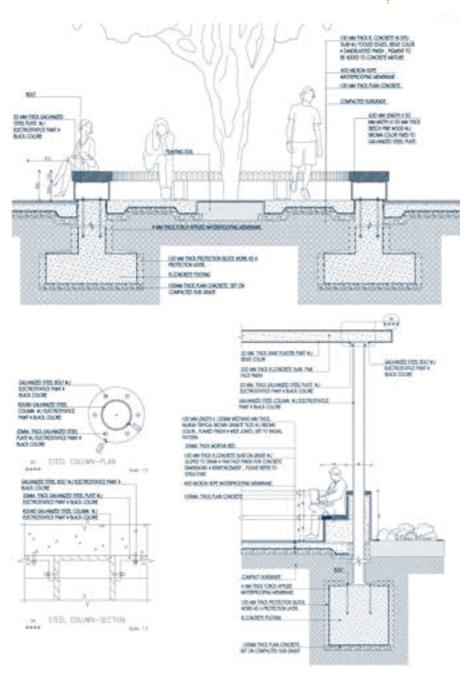














The Humanization of Riyadh Neighbourhood Streetscape

• Year 2023

Area 520 H

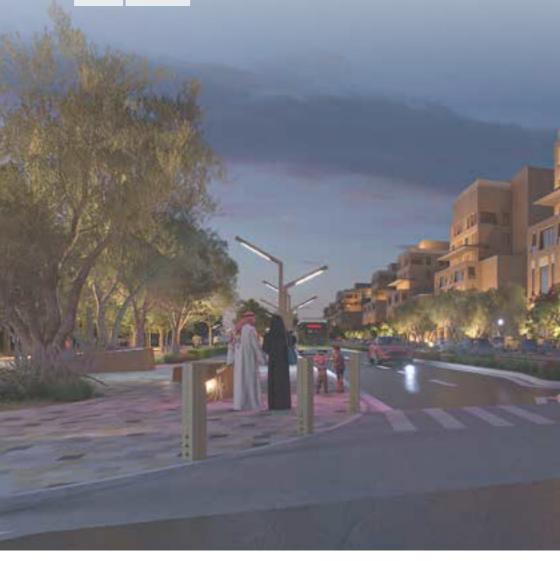
• Location Riyadh - KSA

Scope Softscape -Hardscape - Grading

CLIENT DAR AL-OMRAN



We participated in the monumental and unique Riyadh Urban Revitalization project through the development of King Salman District, under the umbrella of Dar Al Omran. Renowned for its distinctive design and sustainable interventions, this project has significantly enhanced the quality of life within the district, fully aligned with Saudi Vision 2030. Our contribution involved preparing detailed drawings and tender documents for the landscape scope, covering an area exceeding 3.5 million square meters







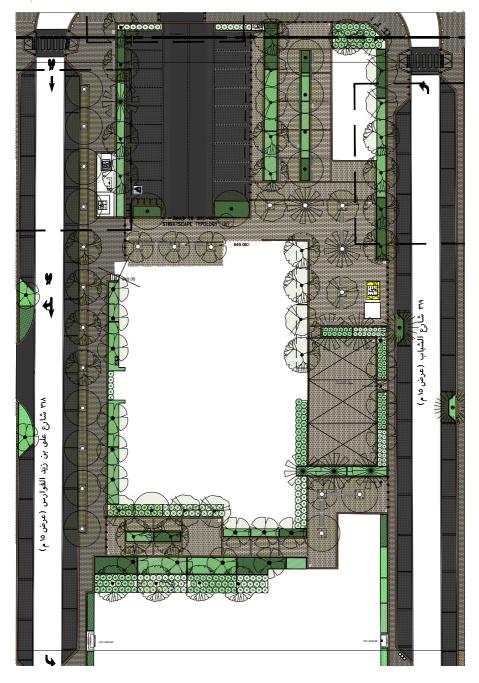




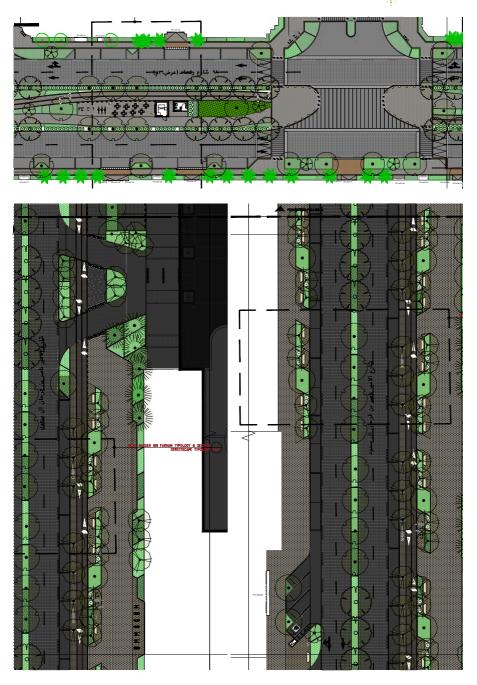














Rehabilitation and Restoration of Darin Palace and Darin Heritage Town

Year 2024Area 26.85 H

Location Darin Village - KSA

Scope Detailed Design -

IFC Package.

CLIENT DAR AL-OMRAN



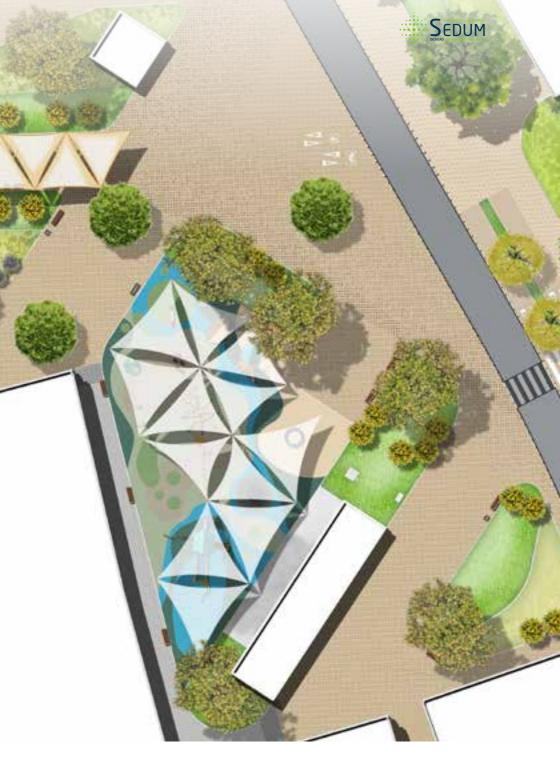
Our role in the "Rehabilitation and Restoration of Darin Palace and Darin Heritage Town" project in Darin, Saudi Arabia, is focused on collaborating during the preparation of detailed and technical drawings. We deliver design details that respect the unique character and privacy of the site. The landscape design fosters interconnected public spaces, creating a walkable environment that links the neighborhood seamlessly with Darin Palace and the waterfront, enhancing both aesthetic and experiential qualities. Working alongside Dar Al Omran, we combine heritage preservation with modern urban design expertise.



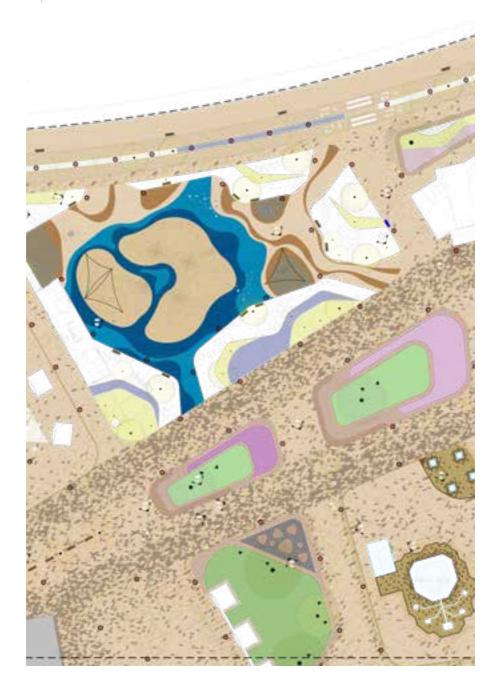




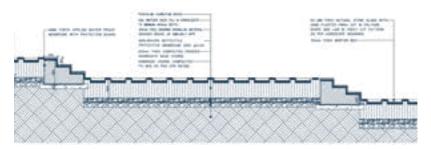


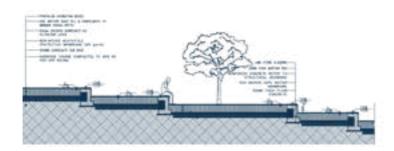


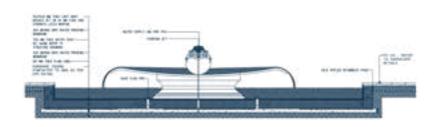


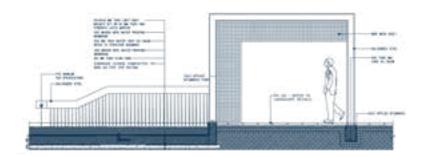














Al-Khandak Al-Madinah Al-Munwara

Year 2024Area 40 H

• Area 40 H

Location Al-Madinah - KSA
Scope Schematic Design

to Tender Package

CLIENT DAR AL-OMRAN



We are collaborating with Dar Al Omran in preparing detailed and technical landscape drawings for the Ghazwat Al-Khandaq development. Our role focuses on realizing the deep design philosophy and the expressive historical narrative of the Battle of the Trench by integrating its elements into the landscape design to tell its story. We deliver distinctive, site-sensitive design details that honor the heritage, history, and natural character of the area, creating an immersive and meaningful visitor experience.





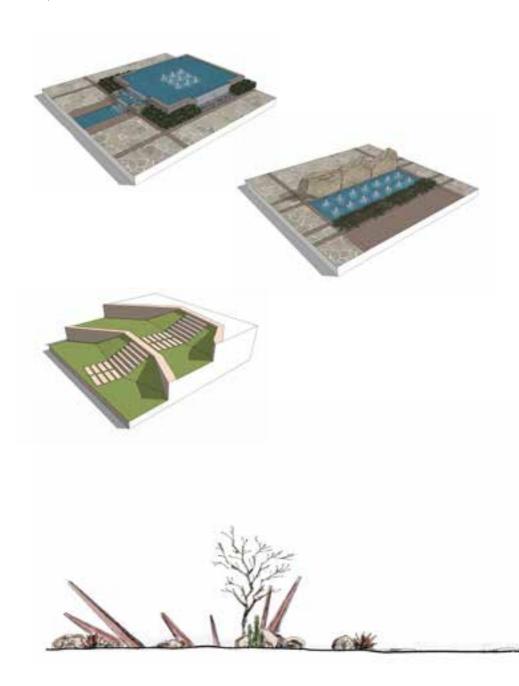




















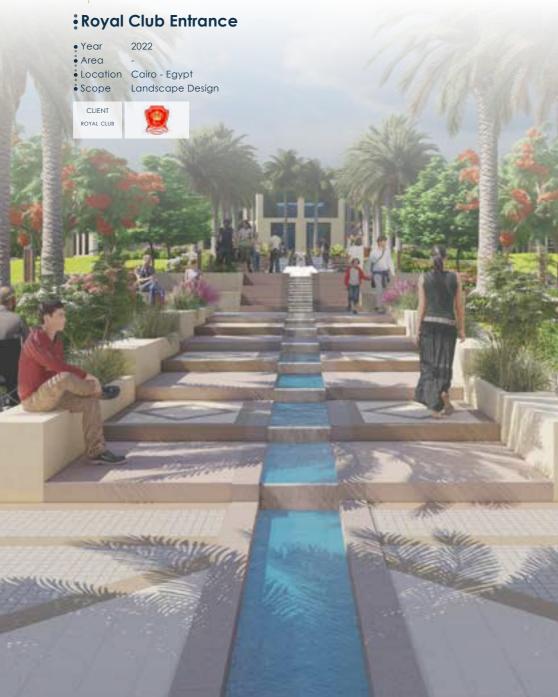




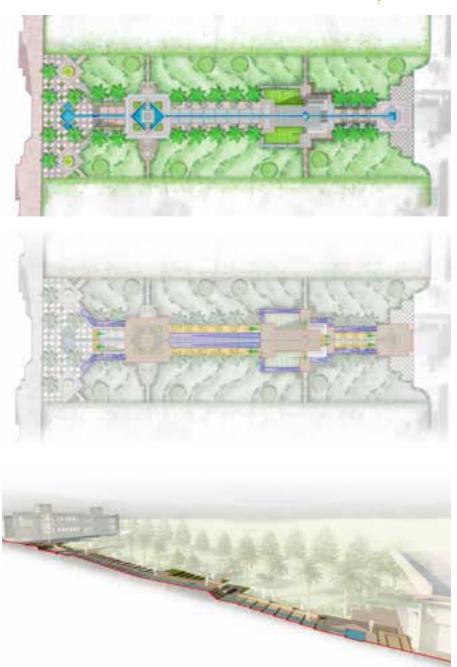




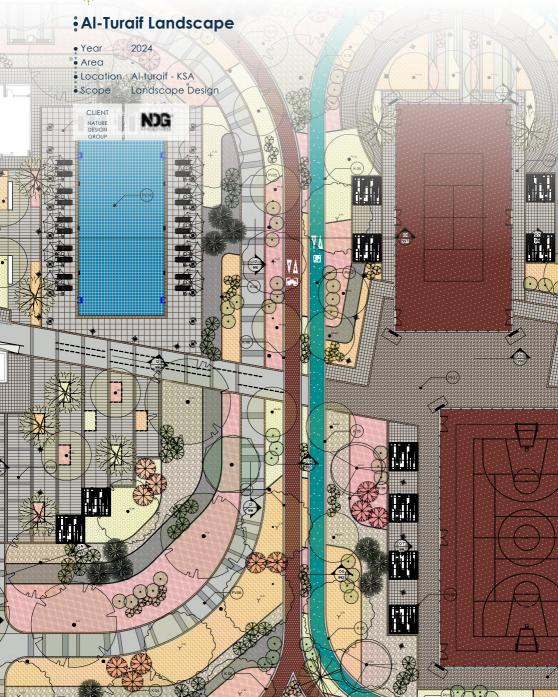




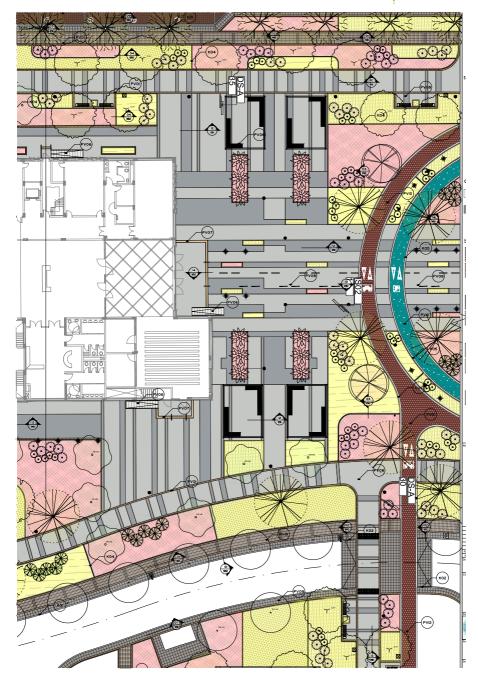














Urban Code For Mohamed Bin Zayed Axis

• Year 2022

Area

Location Cairo - Egypt

Scope Urban Design Code

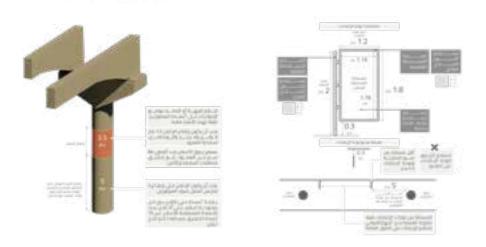
CLIENT NEW URBAN COMMUNITES AUTHORITY A

CONSULTANT

PLATOON DESIGNS GROUP









•5 Million New Cairo Investment Land

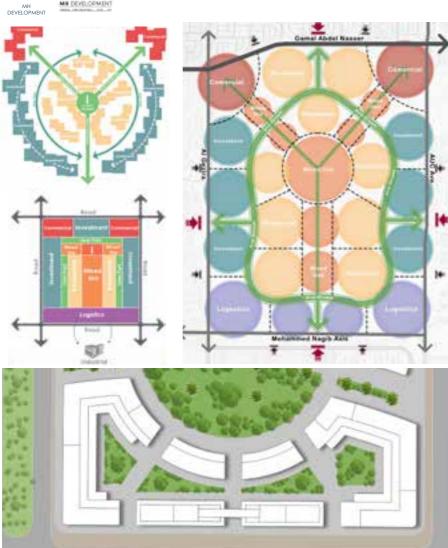
• Year 2022

• Area

Location Cairo - Egypt Avant du Project Scope

CLIENT

MI DEVELOPMENT





Dubai swimming Pool Design









ARCHITECTURE

SEDUM combines imaginative concepts with practical requirements to create architectural designs that inspire, serve their intended purpose, and enrich communities.





Villa Benghazi

Year 2022 Area 17.6 H Location Benghazi - Libya Scope Avant du project

CLIENT PRIVATE VILLA









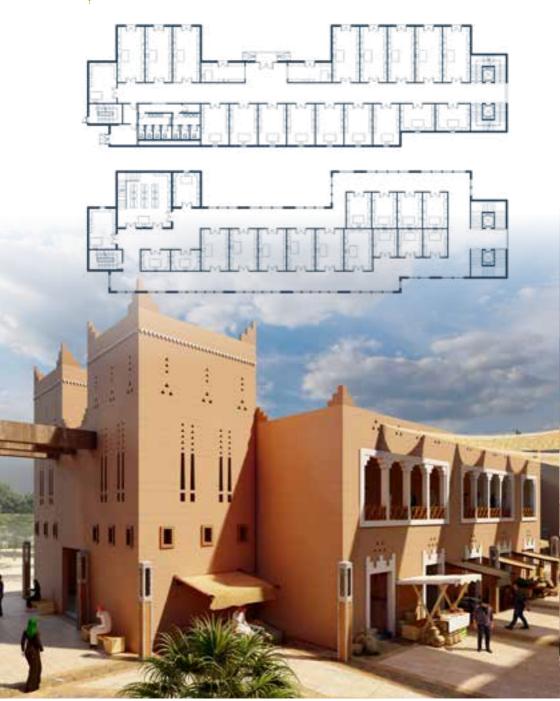
Special service & investment Buildings















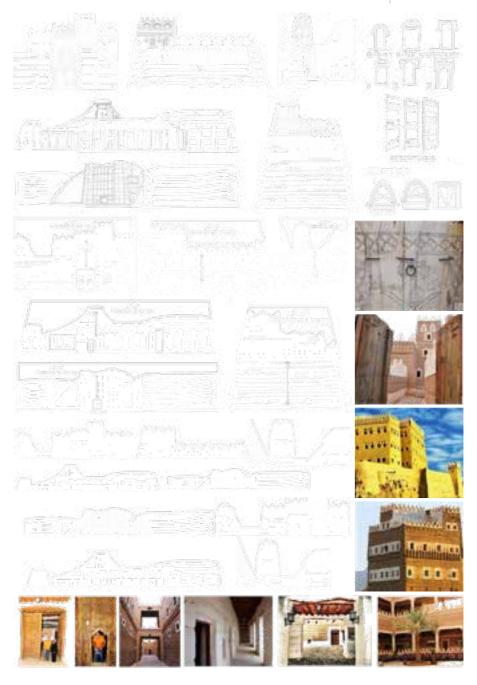


Special service & investment Buildings

Year 2021
Area 17.6 H
Location Najran - KSA
Scope Architecture



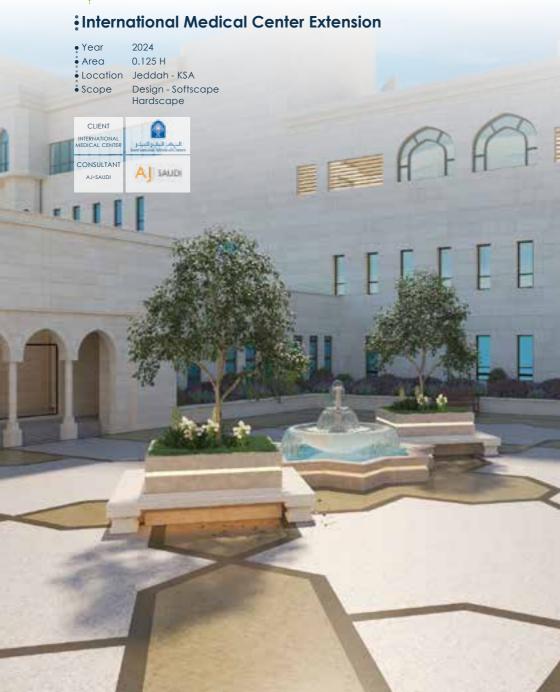








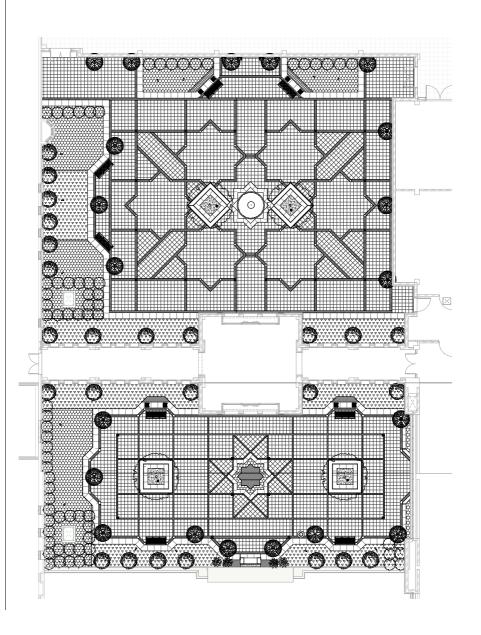




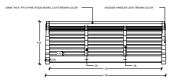


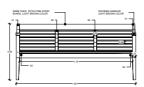


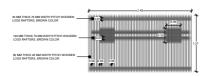


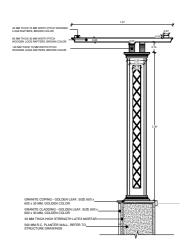


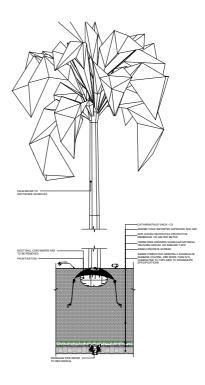


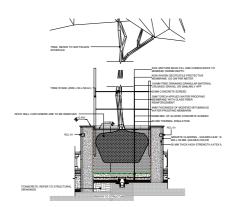








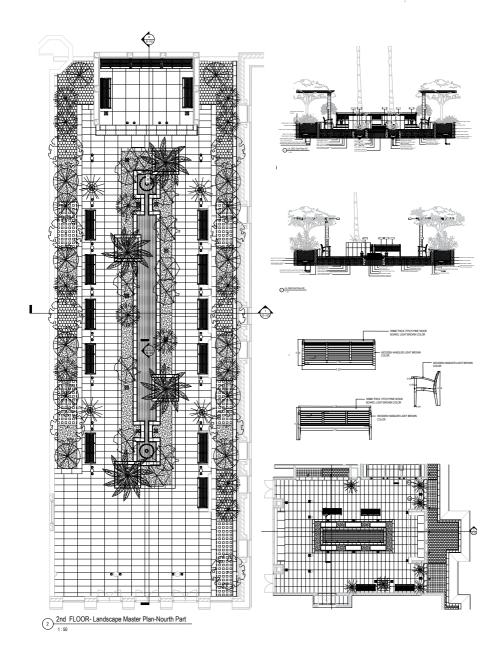








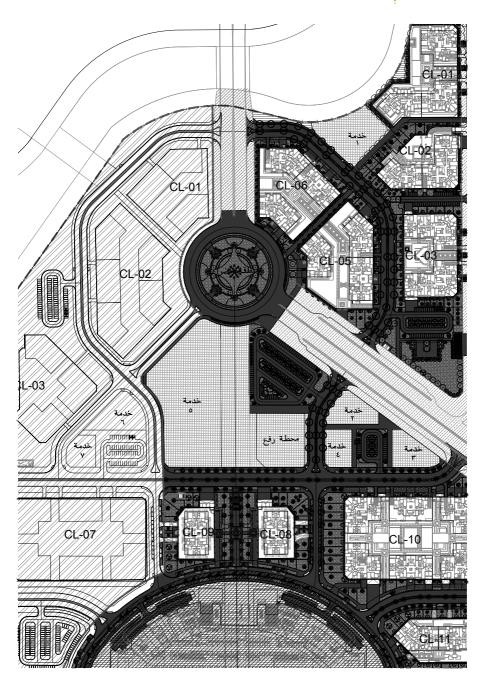














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