



Nineteenth century grand design meets the needs of 21st century business



HQ Main Entrance



Atrium Space



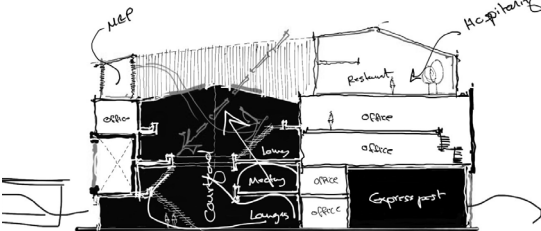
Entrance Lobby



A new heart for a restored landmark
Restoration work includes bringing back to life the atrium which now forms the heart of the building. During its original construction this had also been the case, but subsequent renovations had resulted in it being enclosed. Now Verform's design returns it to its original function in the centre of the structure, with strategic use of glass and skylights to provide natural light. Meanwhile the reuse of original materials and the return to activity of an existing structure lessens environmental impact on the area.

The new ground floor space provides a platform for art and exhibitions, with an accompanying coffee shop. Entrances and stairwells branch off upon all sides leading up to the first, second and third floors, which house offices and can also be reached by a panoramic lift.

To emphasise the sense of community, which has reverberated through its walls



since the building was a focal point of financial activity, these work spaces, studios and breakout areas can be used by shops in the immediate vicinity – providing meeting and greeting points for discussion, debate and the opening and closing of deals.

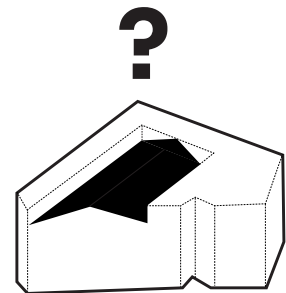
Its geographical location makes the development almost a seamless extension of the stores close by – a communal hub bringing together nearby commercial concerns and providing a platform to attract wealth and opportunities from across the city and further afield.

Restaurant and market become part of design

The rooftop consists of a restaurant, creating a further attribute to the area – nightlife, and a place for after-work relaxation, in a historic and cultural setting with views out across the city. These facilities are further complemented by the creation of an “electricity market” – an area where vital components for home and business, from plugs and bulbs to ornate chandeliers, can be obtained.

Social and commercial magnet for Cairo
So, Verform's transformation builds on the concept of the Egyptian Postal Authority, formerly established in 1865, as an institution promoting sustainable development and reuse, along with benefits to the public, by utilising one of its notable structures in ways which are very much of this moment. This visual landmark, now a social and commercial magnet in the cultural area of Attaba Square, showcases how 19th century solidity and grand design can meet and accommodate 21st century flexibility, sustainability and agility.

Taken holistically the building sends a message – it is important to be organised and think about the most effective, connectable and environmentally friendly use of space to bring people together. And then, while enriching their sense of history by rooting them in culture, also offering them a contemporary environment to work, relax, meet and thrive.



Ataba is an Arabic word meaning 'threshold'; originally, the place was called "Al-Ataba Al-khadra" meaning the 'green threshold'. The reason for this was the enormous greenery landscapes that surrounded it.

Opera and Attaba- were once considered the 'heart' of Cairo. These were distinguished places of culture and gathering, but now in disrepair and surrounded by wide roadways, two tunnels entrances/exits, parking garages and lots, as well as an elevated highway.

