

# **BUILDING THE MATERIAL CITY**

## **THE TECHNO-POLITICAL MARGINALIZATION OF THE RED BRICK IN CAIRO (EGYPT)**

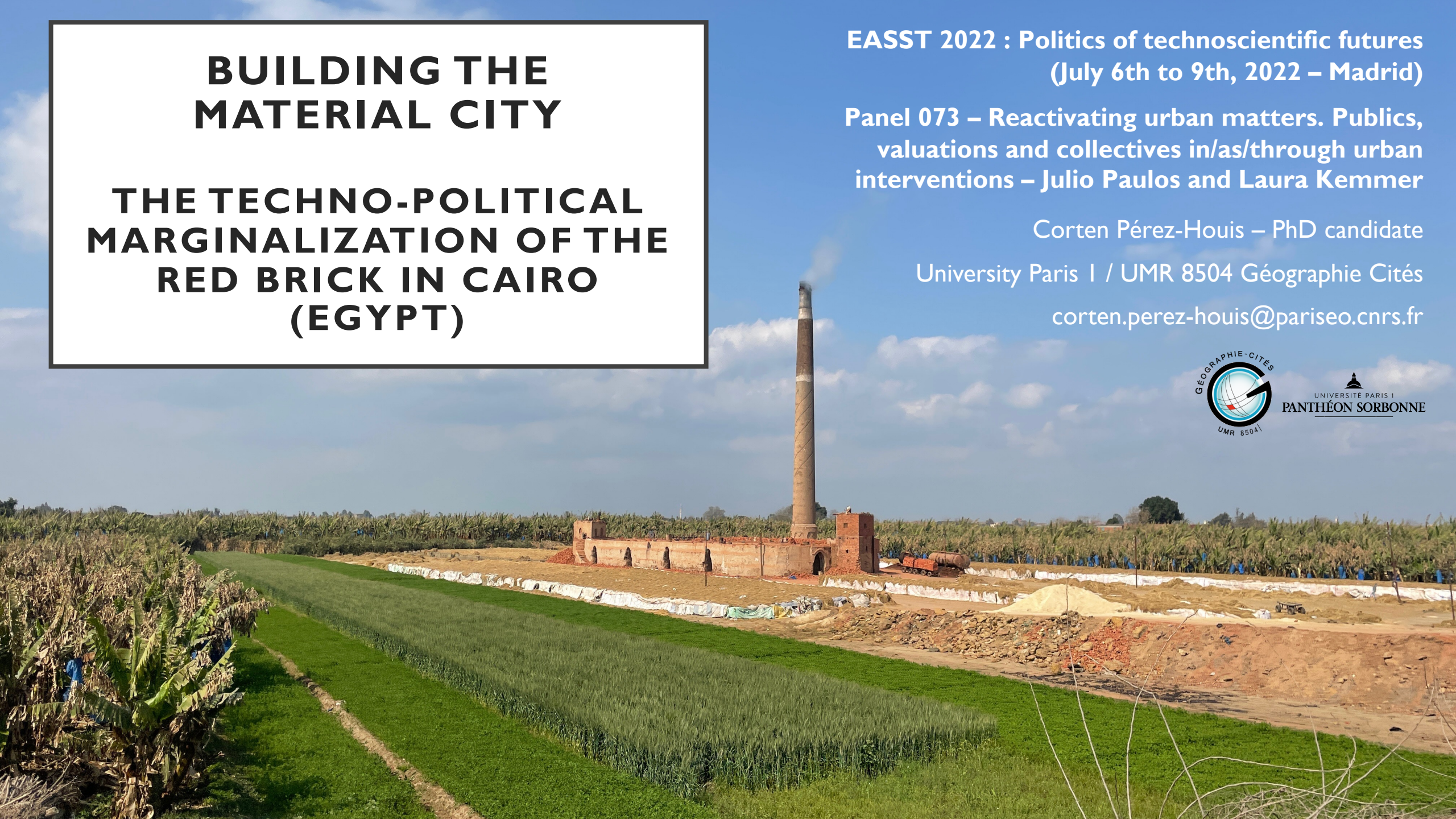
**EASST 2022 : Politics of technoscientific futures  
(July 6th to 9th, 2022 – Madrid)**

**Panel 073 – Reactivating urban matters. Publics,  
valuations and collectives in/as/through urban  
interventions – Julio Paulos and Laura Kemmer**

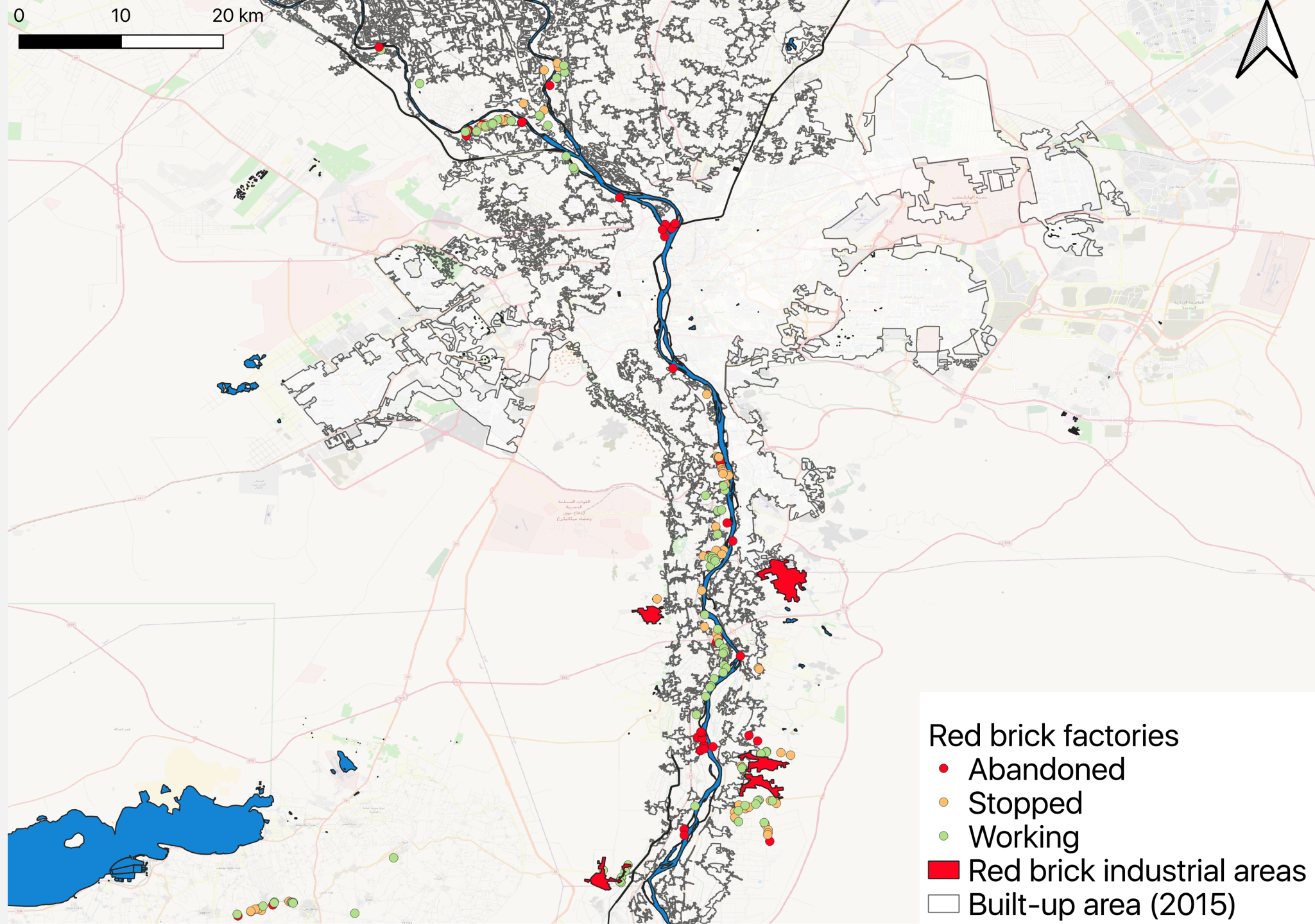
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**In Cairo, a  
peripheral  
industrial  
activity**



How public actors  
are mobilizing a  
wide set of  
arguments to  
marginalize a  
building material ?

- 1. A polluting material
- 2. A non-standardized material
- 3. An « uncivilized » material

I. A POLLUTING MATERIAL

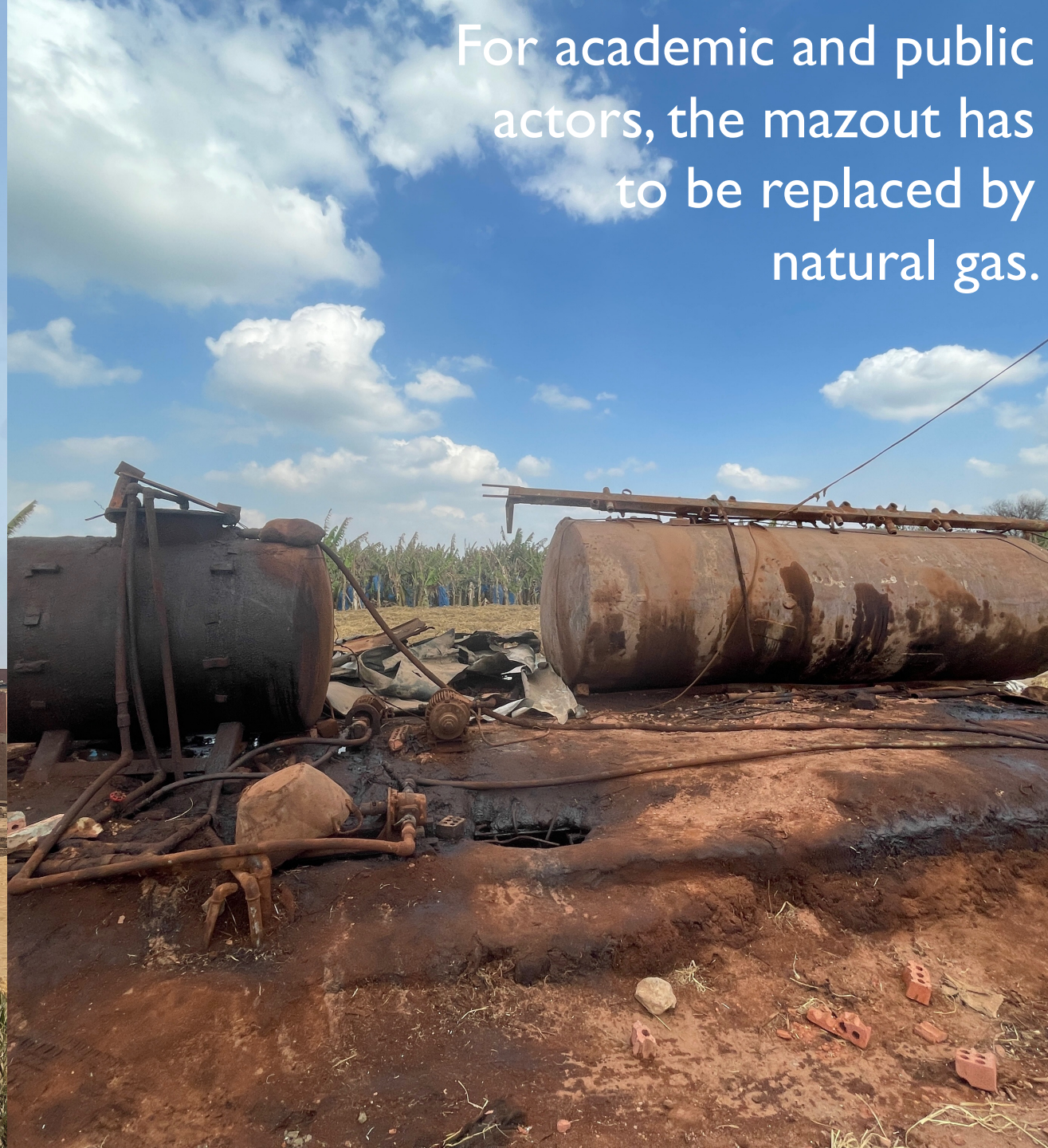
Red brick  
production  
criticized as a very  
polluting activity



Red brick  
production  
criticized as a very  
polluting activity



For academic and public  
actors, the mazout has  
to be replaced by  
natural gas.





## 2. A NON-STANDARDIZED MATERIAL

## REGULATE THE ACCESS TO NATURAL RESSOURCES

August 2019 : all the  
quarries of the country  
become under the  
control of the Armed  
Forces (taxes,  
mandatoriy exploitation  
license...)





**COMPRESSIVE STRENGTH & DIMENSIONS  
OF CONCRETE MASONRY UNITS  
( ES 1292 - 05 )**

Date : 27/01/2020  
Client : الشروق للمقاولات العمومية و التوريدات  
Location :  
Reference : Q 2630  
Delivery Date : 12/01/2020  
Supplier : مصنع الهلال  
Samples : 25x40x20 cm  
Samples ID :

Item	1	2	3	Average
Date of casting	12/01/2020			
Date of Testing	12/01/2020			
<b>Dimensions in cm. (measured):</b>				
* Width ( W )	25.0	25.0	25.0	25.0
* Length ( L )	39.8	39.8	39.8	39.8
* Height ( H )	20.0	20.0	20.0	20.0
* Face Shell ( FST )	3.7	3.7	3.7	3.7
* Web Thickness ( WT )	4.0	4.0	4.0	4.0
Weight ( Kg. )	23.500	22.810	27.497	
Gross area ( cm <sup>2</sup> )	995.0	995.0	995.0	
Net area ( cm <sup>2</sup> )	530.0	530.0	530.0	
Crushing Load (KN)	256.1	274.2	261.3	
Strength ( gross area ) (Kg/cm <sup>2</sup> )	26.3	28.1	26.8	27.2
Strength ( net area ) (Kg/cm <sup>2</sup> )	49.3	52.8	50.3	51.0

**Remarks:**  
- Limits ( Net area ) : Individual > 35 Kg/cm<sup>2</sup>, Average ( 3 units ) > 42 Kg/cm<sup>2</sup> - for non-load bearing units

Tested By :

Tech.Dixon



Checked By :

Egg.Ashraf A.Zaki

# Registration Certificate

This is to certify that  
the Quality Management Systems of

## Egyptian Greek for Clay Bricks and Roofing Tiles A.S.E.

have been assessed by AJA Registrars and registered  
against the requirements of

BS EN ISO 9001:2000

Certificate No. : AJA06/10768 Date of Original Registration : 05/09/2006

Date of Expiry : 25/08/2009 Date of Re-Registration : N/A



Reg. No. 029

*Ramona Anton* *Timothy Dixon*  
Joint Chief Executives, AJA Registrars



This certificate is issued in respect of the locations & scope of registration detailed in the Associated Registration Schedule.  
This certificate is the property of AJA Registrars and must be returned on request.



**WATER ABSORPTION OF  
CONCRETE MASONRY UNITS  
( ES 1292 - 05 )**

Date : 27/01/2020  
Client : الشروق للمقاولات العمومية و التوريدات  
Location :  
Reference : Q 2630  
Delivery Date : 12/01/2020  
Supplier : مصنع الهلال  
Samples : 25x40x20 cm

Item	1	2	3	Average
Date of Testing	12/01/2020			
Wt of specimen ( oven dry ) (Kg.)	21.420	22.805	25.460	
Wt of specimen ( saturated ) (Kg.)	23.060	24.470	27.150	
Wt of specimen ( immersed ) (Kg.)	13.190	13.947	15.556	
Water Absorption (Kg / m <sup>3</sup> )	2170.2	2167.2	2196.0	2177.8
Water Absorption (%)	7.7	7.3	6.6	7.2
Water Absorption (Kg / m <sup>3</sup> )	166.2	158.2	145.8	156.7

**Remarks:**  
- Limits acc. ES 1292 : Average ( 3 units ) < 208 Kg/m<sup>3</sup> ( for normal weight classification )  
- Samples comply to the limits of the specification

Checked By :

Tech.Dixon

Checked By :

Egg.Ashraf A.Zaki



*« In the New Administrative Capital, the government and the consultants are imposing 75% of cement blocks. »*

*(sales manager in a cement block factory, May 2022)*



### 3. AN « UNCIVILIZED » MATERIAL

# Al-Sisi instructs painting all red brick buildings with unified colours

Prime Minister ordered governors to begin implementation of decision over several phases

Daily News Egypt, 21/01/2019

« Madbouly  
(Prime Minister)  
described the  
red brick  
facades spread  
across the  
country as  
“uncivilized.” »



## REGULATE THE INDIVIDUAL CONSTRUCTION

January 2022 : « We said that for 10 years, the state is building and it won't allow any individual to build again, until we have disciplined mechanisms. »

Abdel Fatah Al Sissi,  
president of Egypt

شبكة رصد  
@RassdNewsN

"وقف البناء في مصر 10 سنوات باستثناءات يقررها السيسي  
ما نتائج هذا القرار؟"

À l'origine en arabe et traduit par Google

Arrêt de la construction en Égypte pendant 10 ans,  
avec des exceptions décidées par Sisi  
Quelles sont les conséquences de cette décision ?



## CONCLUSION

- From a technical marginalization to a social/political/economic one
- Both material (change of fuel, of localization...) and immaterial control (standardization, control of building permits...)
- Reactivate the materiality of the cities in the South



**Thank you for  
your attention !**

