

# Studio Seilern Architects

Gouna Festival Plaza  
El Gouna, Egypt



Landmarks featuring **AALBORG WHITE**®

# GOUNA FESTIVAL PLAZA

Located in El Gouna, the El Gouna Conference and Culture Center is a major cultural destination on Egypt's Red Sea coast. Designed by Studio Seilern Architects, the 30,000 sqm development is composed of three main components: a central plaza, a concert hall, and a conference center.



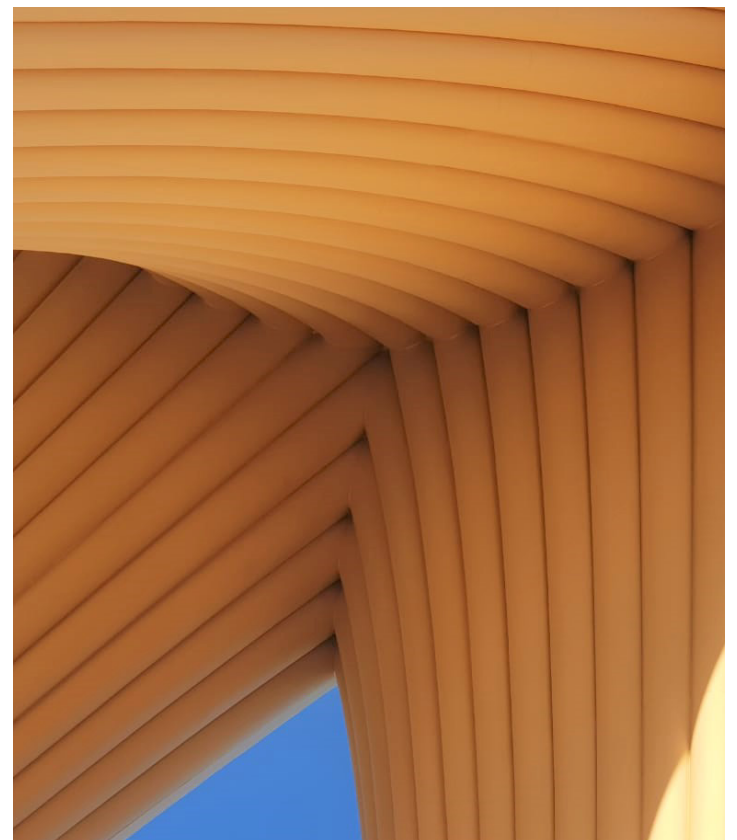
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The plaza is defined by a monumental colonnade of Islamic-inspired GRC vaults and arches, produced by Fibrex Construction Group using Aalborg White Cement from Cementir's Sinai plant. These sculptural elements provide shaded circulation while acting as a buffer against wind, sand, and noise, responding directly to the desert environment.





The architectural language draws on the monumental scale of ancient Egyptian architecture, combined with Islamic spatial principles. The semi-open colonnade frames the sky dramatically, creating a powerful yet serene public space.

Designed to host up to 1,400 people, the open-air plaza accommodates events such as film screenings and ceremonies. Lush planting and water features introduce a contrasting oasis-like atmosphere within the arid landscape.

#### **Project Information:**

Year: 2023

Location: El Gouna, Egypt

AALBORG WHITE® cement Application: GRC arches and vaults

Precaster: Fibrex Construction Group

Architects: Studio Seilern Architects