



ZAHRA

العلمين الجديدة

THE TIMELESS BEACH RESORT



Where the *sky*
meets the *sea*

INTRODUCING

ZAHRA

An oasis *of* TRANQUILITY

overlooking the mesmerising turquoise
waters and ideally situated on the
Alamein coastline

A lifestyle *of* LUXURY Awaits You

Sprawled on a total area of 890 feddans,
Zahra, our newly-initiated North Coast
gated-community, is the epitome of all that is
opulent and exclusive.

Here, in our beautifully-crafted residences,
each of our homeowners shall have the
opportunity to live the high-end summer life
and enjoy a uniquely-tailored experience.



L E T T E R F R O M T H E C E O



Memaar Al Morshedy would like to welcome you all to Zahra, our latest beachside residential community. After years of providing clients with premium locations all around Greater Cairo, we decided to head to Sahel's exclusive Sidi Abdelrahman to build our owners a seaside haven of spectacular international designs.

Homeowners can now enjoy a year-round second home in a residential compound of splendid magnitudes, delivering on a promise of grandeur and fine living with access to luxurious services, amenities and more. With countless perks and exclusive services, our owners are set to enjoy a secure community embracing a luxurious lifestyle that fulfills numerous day-to-day wants and needs.

Nestled between Hacienda Bay and Bo Islands, Zahra overlooks golden sand beaches, azure blue waters and picturesque scenery, in the midst of all the hustle and bustle of the north coast. These homes are at the center of an exclusive summer spot, at the heart of all that is going down in the Sahel scene, with the convenience and luxury features that thousands of Memaar Al Morshedy's homeowners enjoy around the world.

While designing, we always have the interest of our owners in mind and in striving to attain this vision, we will be providing them with exclusive access to restaurants, pool lounges, a sports club, central park and an international hotel chain.

Memaar Al Morshedy looks to build residential communities that will serve our homeowners' living aspirations, while providing them with a lavish lifestyle at a convenient value

Hassan Morshedy
CEO

THE DESIGNERS



Architect

RAEF FAHMI



This community-sensitive architectural firm aims to raise architectural awareness within Egypt and the MENA region by incorporating the infinite richness and diversity of the heritage and culture that distinguish our part of the world into modern workable architectural designs.

Taking initiative from the urban planning perspective, the firm understands the necessity of building architecturally-homogeneous societies that specifically-cater to the diverse needs of clientele.

Raef Fahmi believes in the achievability of architecture for a wide range of budgets, through which a culture that reflects each client's way of life is obtained.



Architect

MOHAMED HADID

Ever since his early beginnings in Washington D.C., Mohamed Hadid, the man behind Hadid Developments, has been offering the world unsurpassed vision and development acumen.

With more than 30 years of experience, Hadid is known for his work establishing office developments like no other at the heart of the American capital as well as residential developments and Ritz Carlton Hotels in Washington, New York, Aspen and Houston. Hadid further expanded his career to become one of the leading figures redefining exquisite estates in Aspen, Mexico and now Beverly Hills.

With a reputation for taking on challenges that might seem insurmountable to many, Hadid's insight coupled with his fusion of business desire, elegance, perfection and the belief in stretching the realm of possibility have led to his creations.

Designers

VAN DER PAS



With Principals Graham Van Der Pas and Dough Van Der Pas, the talented two men behind the name of the firm, on the forefront of VDP's vision, the Spanish Design Studio has delivered on a number of residential, hotel and commercial projects with a multitude of developers through out Asia, Europe, Africa, Russia, North America and the Middle East.

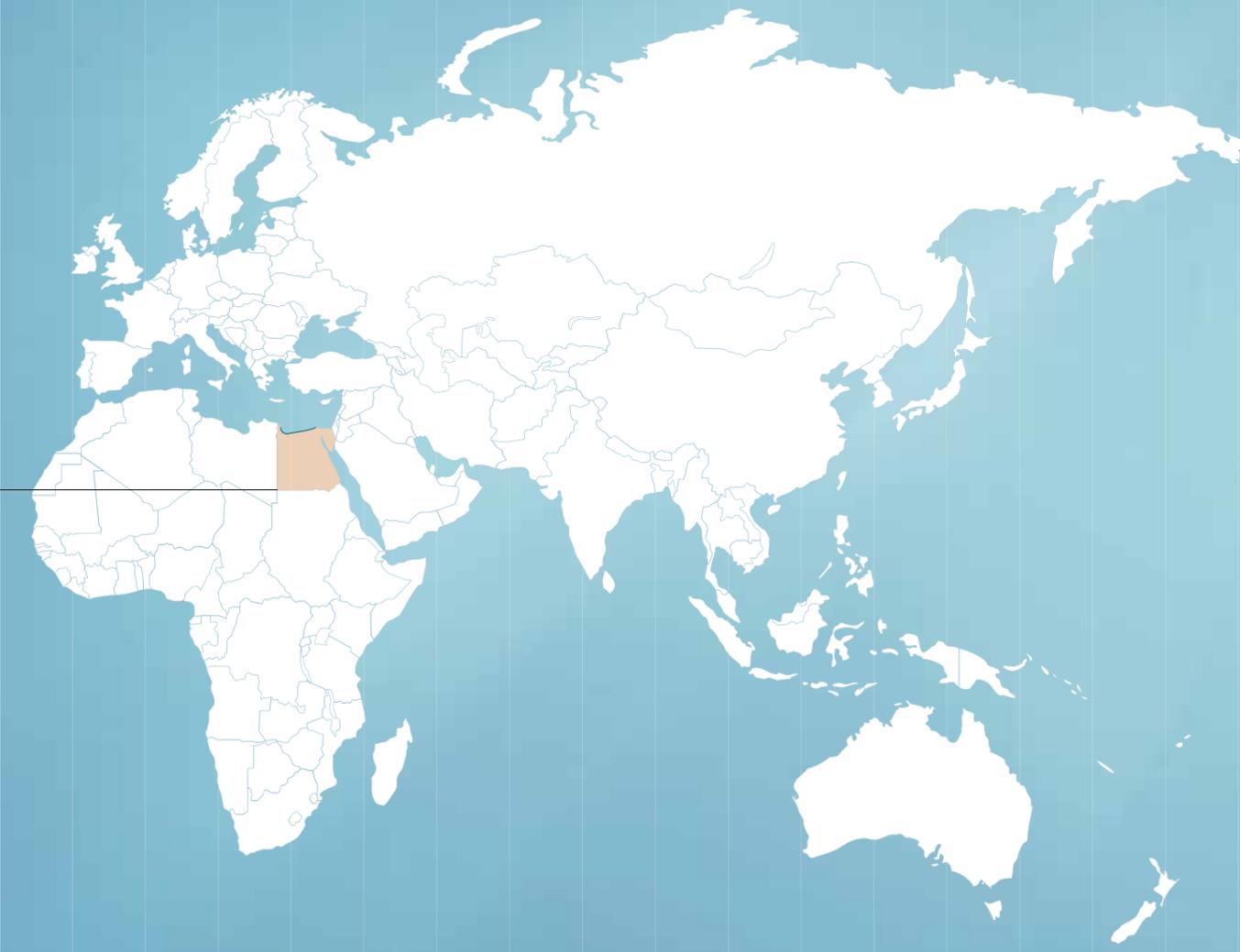
VDP has long established a brand that specializes in creating exceptional spaces for the commercial market. It has been a concept creator of projects for Marcel Wanders and Philippe Starck's YOO in Hong Kong, Spain, Egypt, USA and Germany.

VDP always looks forward to delivering its expertise in spatial design and marketing material to meet the unique demands of every project through close and intuitive consultation with the client.

L o c a t i o n

ZAHRA

E G Y P T



EXCEPTIONAL LOCATION. LIMITLESS POSSIBILITY.

Along the Alamein coastline and at the center of all Sahel's hustle and bustle, Zahra is located -10minutes away from New Alamein, beside Hacienda Bay.

With an optimum location, several accessibility points and a series of endless entertainment as well as commercial areas, Zahra is destined to become Sahel's latest hub, while, simultaneously maintaining the exclusivity and privacy Memaar Al-Morshedy is renowned for.

All unites are provided lagoons, while the remaining 20 percent overlook a soothing garden view of the many green areas of the project.

This beautiful spot will offer a suite of unique amenities such as an international hotel chain, water features, a sports club, club house, entertainment area, football club and a central park.





ZAHRA

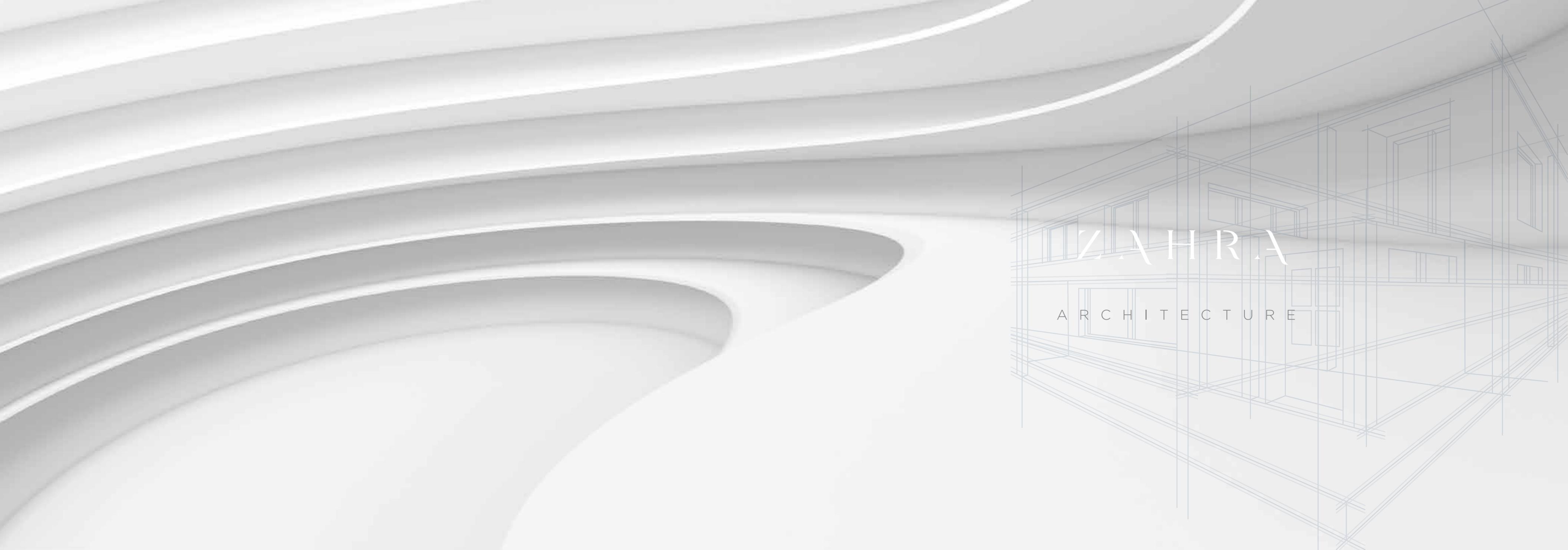
MASTERPLAN



ZONE
1,2,4,5,6,16

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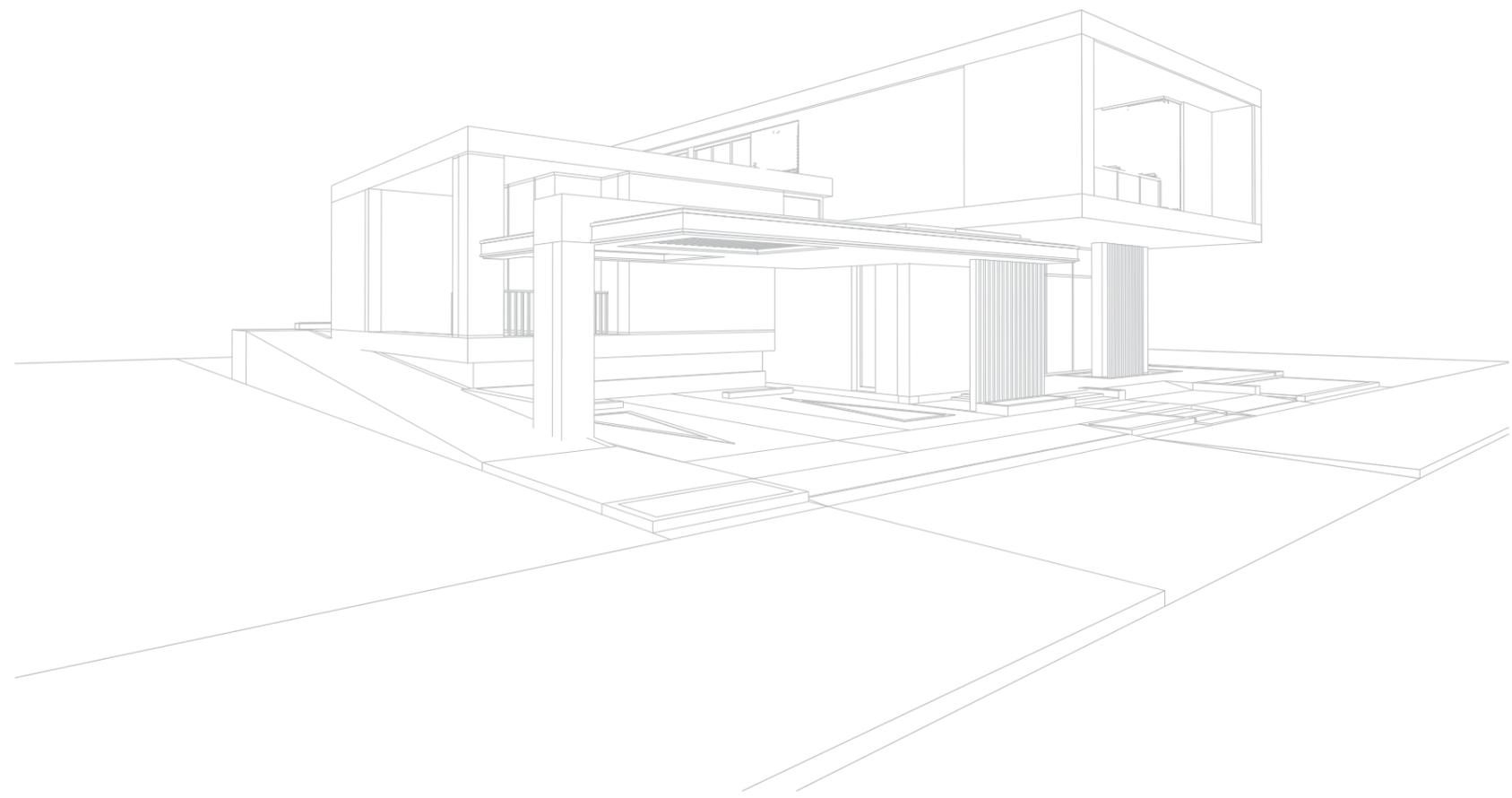
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ZAHRA

ARCHITECTURE







With a streamlined, modern design of international caliber, Zahra's residences are gated-communities within gated-communities that offer our homeowners a level of convenience and privacy that cannot be experienced elsewhere.

Units include chalets, cabanas, bungalows and penthouses; all tailor-designed to meet a high standard of fine-living and luxury.

Each cluster of units has its own private courtyard, which could provide a safe environment for little ones to play and socialize as well as an excellent spot for family barbeques on special occasions. Residents can also form micro-community centers within these courtyards to better bring the neighborhood together.







Designed to the most exacting standards these lavish waterfront properties craft the ultimate lifestyle to help you take a step back from the hectic city life.



Waterfront living is more than about the buildings. Each property is nestled in a community of its own, with first-class facilities, and amenities close at hand.

ZAHRA WILL FULFIL ALL THAT YOUR HEART DESIRES

Here, the whole residential community is interconnected by a network of major multi-laned streets, jogging and cycling lanes, as well as an electric tram lane.

The entire property is accessible via 8 gates, which are all connected to Sahel's main roads.

Parking is not an issue here as each resident will have a private parking spot within the vicinity of their unit.







Zahra's residences combine contemporary elegance with the subtle signature style of Memaar Al Morshedy.

The residential community offers a myriad of spaces that start from 49 m² for units and 60 m² for bungalows.





Membership grants access to a range of glamorous spaces where guests may be entertained, business ideas exchanged and new collaborations contemplated.



Zahra comes with an array of luxury hotel-style amenities, including 7/24 concierge service and on-demand luxury hotel service, in addition to an upscale shopping and dining destination by the sea.



Setting a new standard for
the high-rise living EXPERIENCE



FIRST CLASS
Amenities





WHERE HOME MEETS EXCLUSIVE AMENITIES

From a wide-array of restaurants to a central park resembling that of New York City, Zahra's exclusive properties are accessible to its residents. Now, homeowners can enjoy a clubhouse, sports club, ice skating rink, bazaars and an entertainment area.





Enjoy a year-round second home in a compound that offers all the golden features and comfortable amenities characterizing the living standard you desire.

To attract a local as well as an international footing, the property includes several 5 and 7-star hotels as well as a myriad of boutique hotels scattered throughout the six zones. Sahel is known for many things, but a diverse food scene is not one of them.

Now, with Zahra in the making, residents will also be able to experience a wide range of delicacies at the community's many restaurants.



SPORTS CLUB



UNPARALLELED

Keep your fitness and maintain your health by exercising in one of the finest sports clubs in the region.





WHEN THE BEACH IS YOUR FRONT YARD

Whether it is yoga on the beach or weightlifting at the gym, residents will discover that our facilities are well-equipped for their preferred physical activity.



Now at Zahra, an exclusive Sports Club with state-of-the-art equipment is at the disposal of our residents to workout, train and stay in shape.





Homeowners can remain in shape by going for a jog in the early morning or riding their bicycles along the many branched jogging and cycling lanes of Zahra.

Dozens of promenades are spread throughout Zahra's landscape, where Memaar's residents can stroll and enjoy the breathtaking scenery.



FAMILY ACTIVITIES

Zahra brings the best-in-class family amenities that have never been seen before in the region engaging families in a fun and safe surrounding.





FINE DINING
AT HOME



For Zahra's residents
"dinner at mine"
can always mean something
memorable



Enjoy a wide variety of restaurants bringing in cuisines from different parts of the world, located only a few minutes away from the comfort of your home.

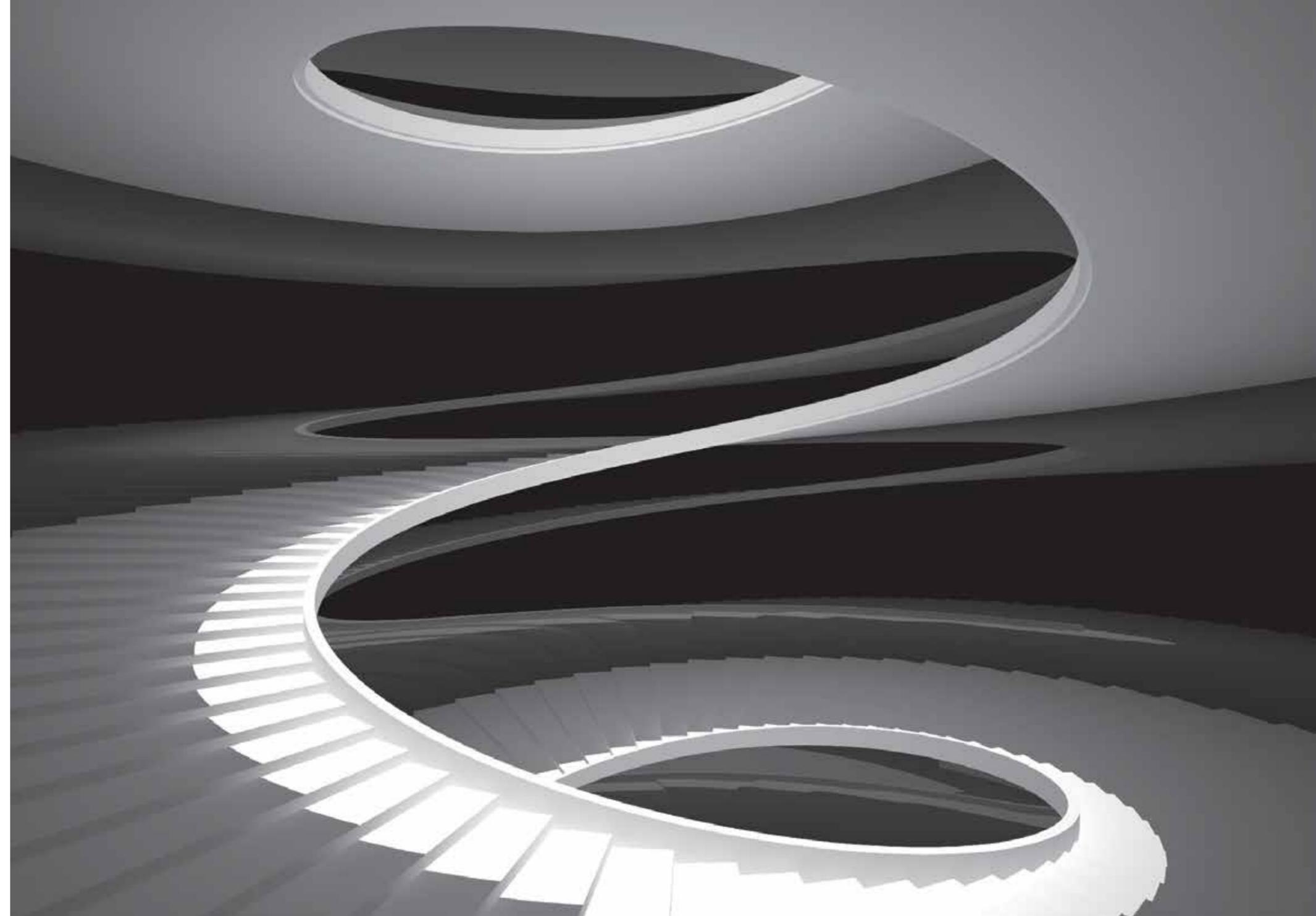
Clients can relish their warm meals while admiring the beautiful scenery of azure-blue fjords and clear indigo skies.

At Zahra, a clubhouse of an area of 7.5 acres that is only accessible to residents awaits our homeowners for an unforgettable experience.





COMMERCIAL AREAS
AT YOUR FINGERTIPS



A Downtown area connecting two commercial areas as well as a 100,000-m² entertainment hub is also accessible via a network of major roads, jogging and cyclic lanes and an electric tram lane.





The commercial areas comprise a broad assortment of shops and brands selected to cater to the needs of our homeowners.

Enjoy a first-class shopping experience at any of the many outlets clustered around the Downtown area.



SKYLINE



ONE KATTAMEYA



RAYHANAH PLAZA



LAKEFRONT





www.morshedy.com

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