MIDTOWN
EAST

Better home
Better Lifestyle

Better home
Better Lifestyle

MIDTOWN
NEW ZAYED
WEST

MIDTOWN
NEW CAIRO
EAST

Where
NATURE MEETS
COMFORT



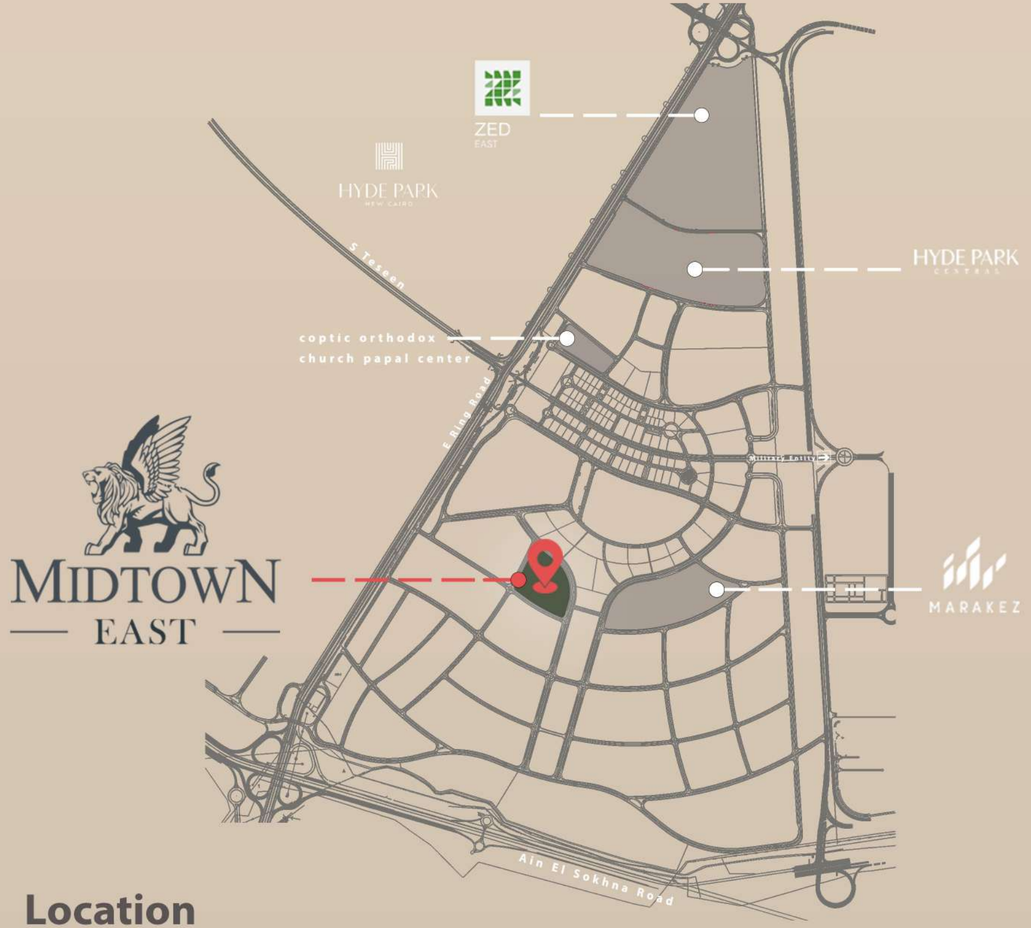
MidTown East

Offers asophisticated living experience defined by modern elegance, thoughtful planning, and timeless quality in New Cairo.



Location

- Approximately 20 minutes (35 km) from Cairo International Airport
- Around 10 minutes (12 km) from the American University in Cairo (AUC)
- Nearly 12 minutes from Madinaty
- About 45 minutes (86 km) from Ain Sokhna



Location

MIDTOWN EAST also benefits from direct access to **Ain Sokhna Road** and close connectivity to Cairo's primary transportation corridors, including **the Middle Ring Road**, **the Greater Cairo Ring Road, and Suez Road**, ensuring exceptional mobility and ease of access across the city.

Moreover**, MIDTOWN** EAST is located along the extension of **South 90th Street**, the main arterial spine of New Cairo, which hosts the city's most prominent commercial, administrative, and lifestyle destinations—significantly enhancing both present and future asset value.

In essence, **MIDTOWN EAST's** location represents more than a place to live; it is **a strategically positioned real estate asset** in a high-growth zone, offering long-term capital appreciation, sustained demand, and a strong return on investment.

Countryside with a Contemporary Spirit

The urban layout is centered around creating an open, interconnected environment that encourages social interaction and family-oriented outdoor living. A carefully designed network of pedestrian pathways allows parents and children to move freely through expansive green spaces. Along these paths, thoughtfully placed rest areas and elegant wooden seating elements provide moments of relaxation and quiet reflection within nature.



MASTERPLAN

MIDTOWN EAST is designed as a cohesive urban system integrating usability, quality of life, and operational efficiency within a refined, forward-looking, and sustainable environment.





VILLA DESIGN

The villa design at **MIDTOWN EAST** reflects a sophisticated architectural vision that goes beyond conventional residential development, creating a fully integrated living experience where architecture, landscape, and lifestyle exist in perfect harmony. Every villa is carefully designed to enhance comfort, privacy, natural light, and the connection between indoor and outdoor spaces, transforming the home into a dynamic living environment that responds to the needs and lifestyle of its residents while promoting relaxation, well-being, and a closer relationship with nature through timeless contemporary architectural principles.

VILLA DESIGN

The villa design at **MIDTOWN WEST** reflects an advanced architectural vision that goes far beyond pure aesthetics. It aims to create a fully integrated residential experience that enhances daily quality of life and strengthens the relationship between people, place, and nature. Here, the villa is not merely an architectural mass, but a living entity that breathes and responds to its users, offering harmony, comfort, functionality, sustainability, privacy, and timeless contemporary living experiences seamlessly.



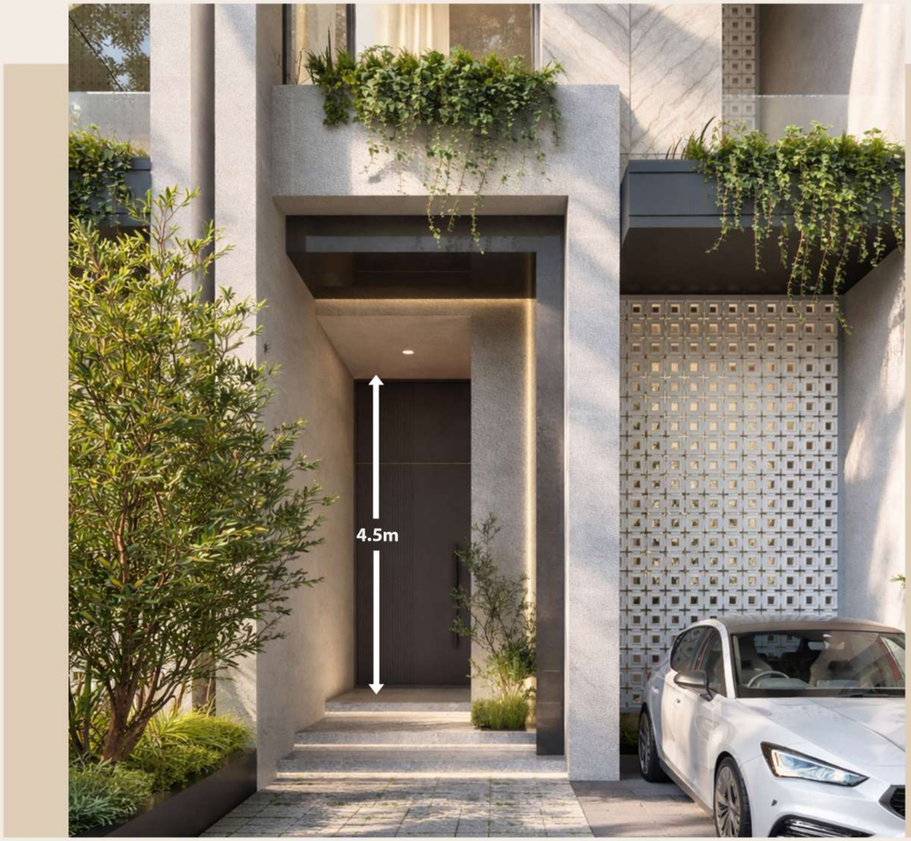
VILLA DESIGN

Beyond its architectural identity, **MIDTOWN EAST** embraces a lifestyle-focused planning vision centered on well-being, convenience, sustainability, and modern living. Through the integration of mixed-use spaces, recreational amenities, pedestrian-friendly environments, and contemporary infrastructure, the project creates a vibrant and self-sustained community where residential, social, and leisure experiences coexist seamlessly. Thoughtfully planned communal spaces, efficient circulation, and accessible services enhance everyday comfort while shaping a future-ready environment that redefines residential living through innovation, connectivity, and human-centered design.



Extra-Height Ground Floor & Entrances

The villas at **MIDTOWN EAST** feature an exceptionally generous clear ground-floor height of approximately 4.5 meters after finishing, making it one of the highest ground-floor ceiling heights available in the Egyptian villa market. This exceptional height enhances the sense of luxury and spatial openness while significantly improving natural ventilation and daylight quality, creating brighter interiors, enhanced comfort, improved airflow, and a more refined residential living experience for residents.



Extra-Height Ground Floor & Entrances

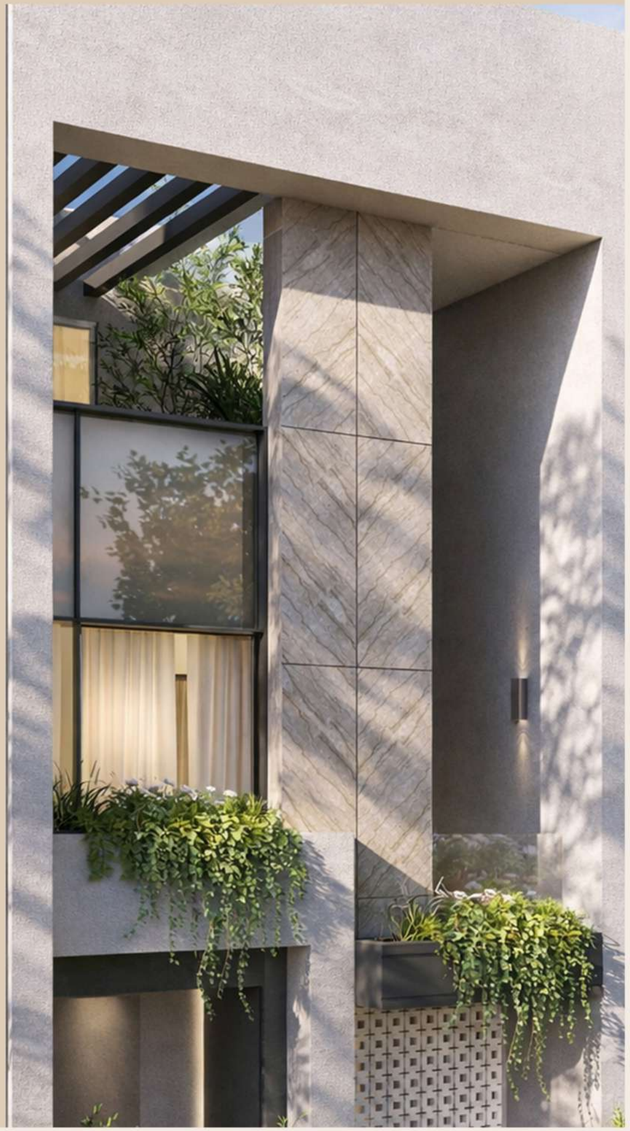


Extra-Height Ground Floor & Entrances



Bauhaus Marble Walls

Despite the simplicity of this approach and its alignment with minimalist principles, it embodies a deep sense of refined luxury. The marble used is never arbitrary; each slab is meticulously chosen to form expressive compositions that reflect the villa's character and give it a distinguished, timeless architectural presence and identity.



Bauhaus Marble Walls



Bauhaus Marble Walls

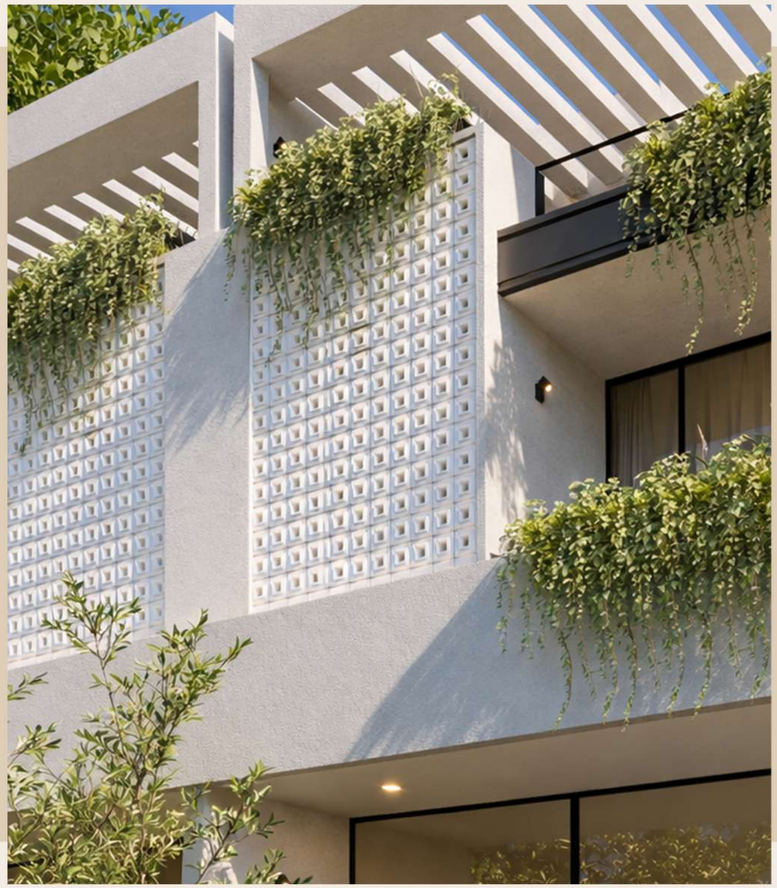


Terracotta Breathing Walls

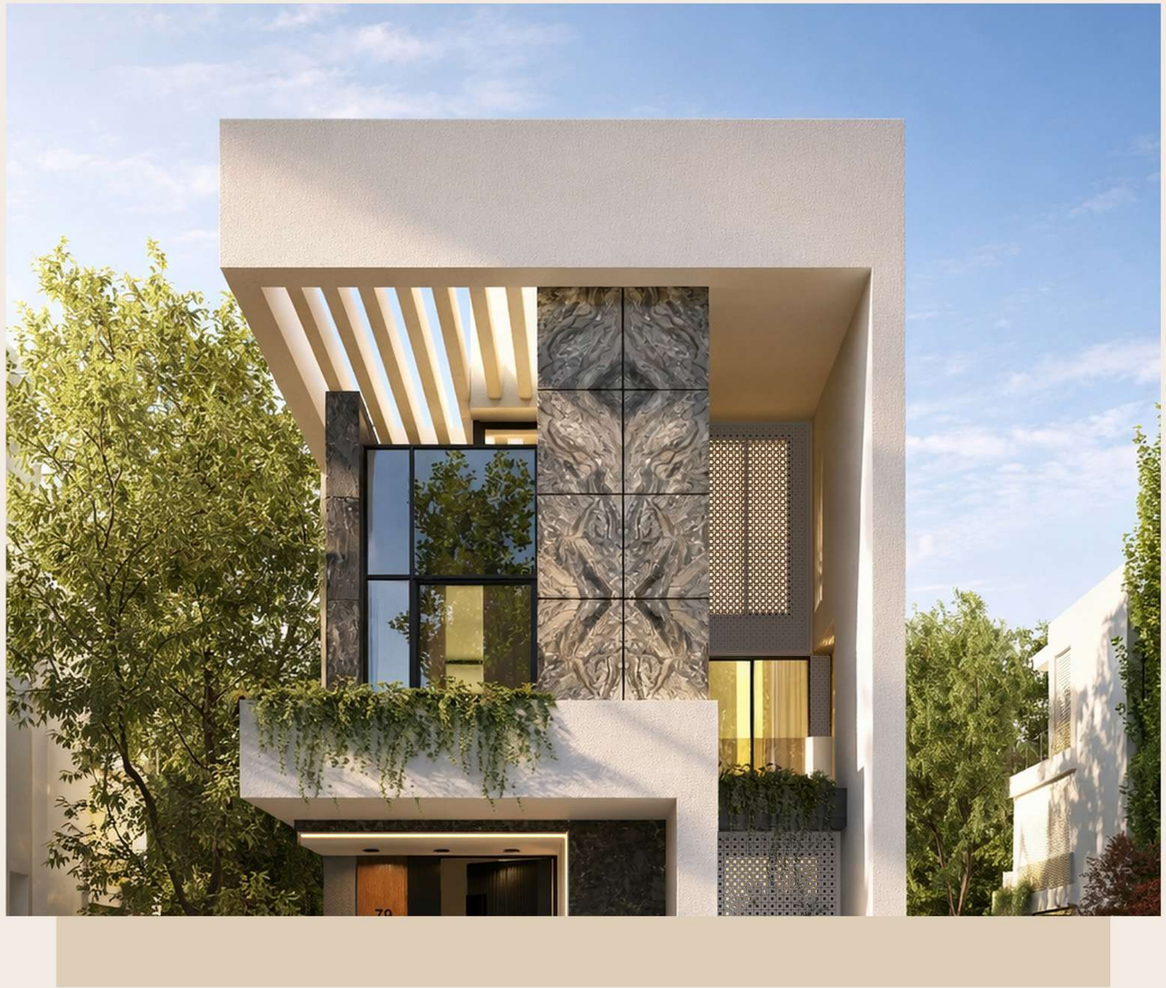
In facade treatment, terracotta units are employed as intelligent cladding elements that serve both aesthetic and environmental purposes. On southern facades, terracotta units reduce the impact of direct solar radiation and help cool the walls, positively affecting the villa's internal thermal comfort.



Terracotta Breathing Walls



On open facades, these units allow filtered daylight and natural airflow to pass through, offering a contemporary reinterpretation of the traditional Egyptian Mashrabiya. This solution reinforces local architectural identity, softens harsh sunlight, ensures continuous natural ventilation, improves indoor air quality, and reduces reliance on mechanical cooling systems



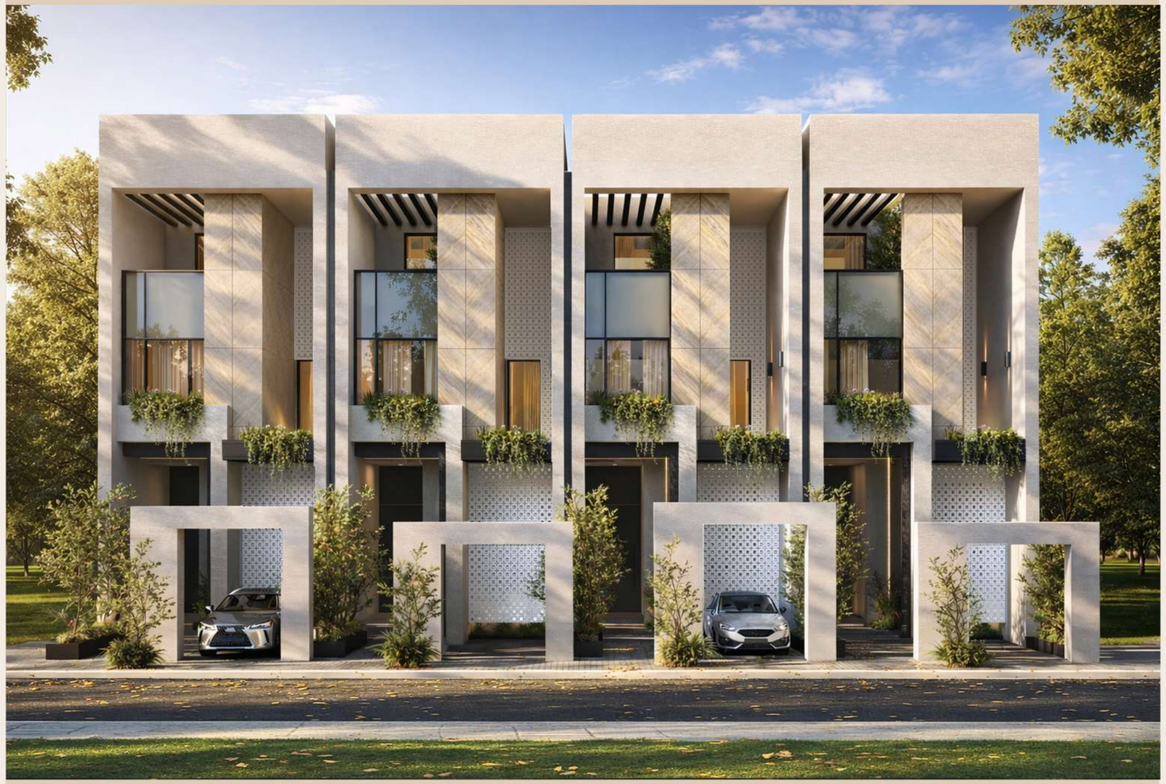
Terracotta Breathing Walls

Integrated Planting Basins

Planting basins are seamlessly integrated into the architectural facades and spatial composition of the villa, becoming an inherent part of the architectural mass rather than an added feature. These basins are designed with proper insulation and drainage systems and are fully prepared for the future installation of smart irrigation systems, including automated watering and liquid fertilization.



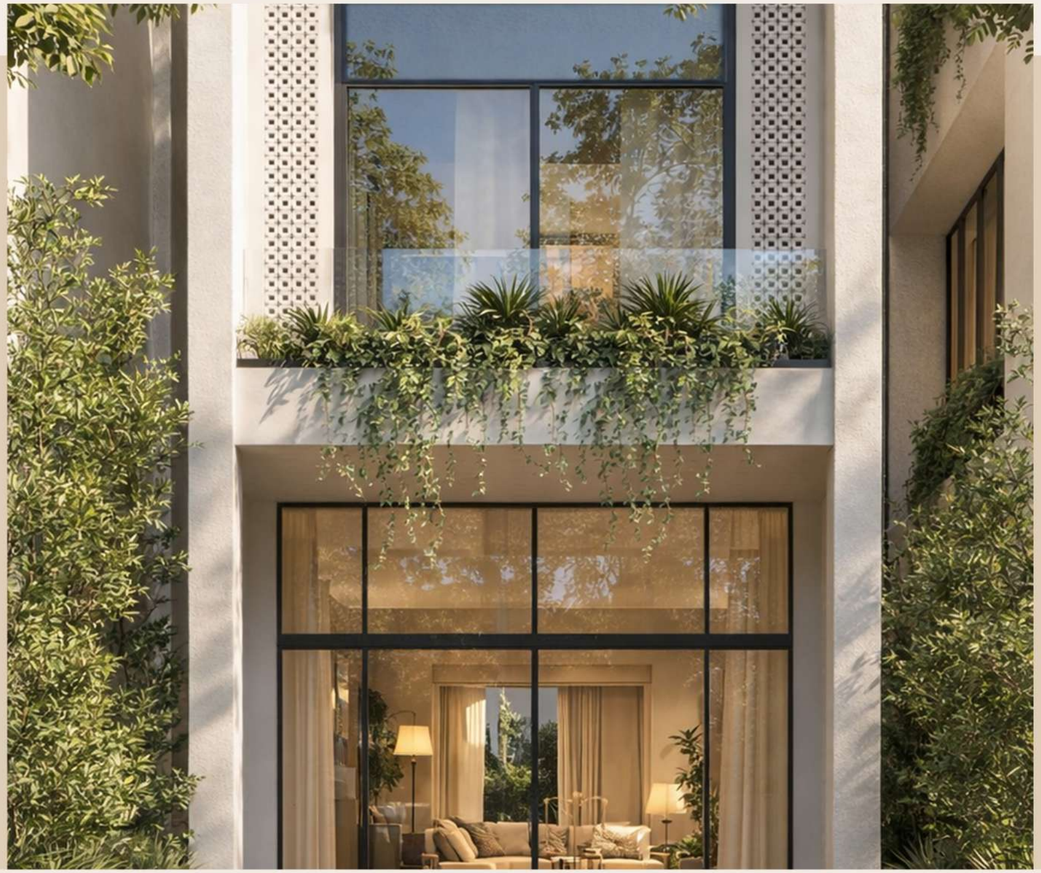
TOWN HOUSE VILLA



This approach provides residents with flexibility to upgrade planting systems over time while ensuring that facades and green elements remain vibrant and alive supporting sustainability principles and enhancing both the visual and thermal performance of the villa.

Green Architecture as an Extension of the Built Form

Vegetation is not applied as a decorative layer but is embedded within the architectural language of the villa. Planting zones are carved into the massing itself, allowing greenery to become a living façade element that enhances spatial depth, softens edges, and creates a continuous dialogue between solid and void.





Landscape design is fully intertwined with the residential experience, transforming outdoor areas into immersive living environments rather than conventional gardens. Water features, shaded seating zones, native planting, and softscape elements work together to establish a tranquil and resort-inspired atmosphere, enhancing relaxation, privacy, visual harmony, comfort, and everyday outdoor living experiences with timeless elegance and sophistication.

Architecture is carefully fragmented to create layered spatial experiences where courtyards, voids, and green pockets become integral components of the villa rather than secondary outdoor additions. This approach allows natural light, ventilation, and landscape to penetrate deeply into the built form, establishing a constant visual and environmental connection with nature across all interior living spaces and functions seamlessly throughout naturally everywhere continuously harmoniously.



Fully Covered Roofs: Built for Protection and Comfort

All villas are designed with fully covered roofs, offering superior protection against weather conditions while enhancing durability and ensuring a more comfortable indoor living environment throughout the year.





Fully Covered Roofs: Built for Protection and Comfort

Fully covered upper levels help maintain more stable indoor temperatures, creating healthier and more comfortable interior environments during both summer and winter seasons.





Fully Covered Roofs: Built for Protection and Comfort

By shielding critical structural components from continuous environmental exposure, the fully covered top floors contribute to a more resilient architectural solution with enhanced durability and long-term efficiency.



The In-House Garden

The in-house garden represents the beating heart of the villa, functioning as its natural lung. It allows daylight to penetrate deep into the interior spaces, creating a constant sense of openness and vitality. It also offers residents a unique opportunity to plant a tree that reflects their personality or lifestyle whether an olive tree, a palm, or any plant carrying personal or symbolic value for the family.



Its connection to the outdoor air enables effective natural ventilation throughout the villa, allowing for the creation of additional façades. Through this strategy, southern-facing facades can be transformed via their openness to the garden into climate-efficient facades comparable to northern orientations, enhancing air movement and creating a more comfortable and balanced indoor environment.



Smart Roof Design & Sustainable Living

Maximized Rooftop Potential

The villa is thoughtfully designed with a fully covered upper level, allowing for optimal space utilization in full legal compliance while providing additional comfort and functionality.

Advanced Thermal Protection

Both the first and second floors are equipped with complete thermal insulation systems, delivering superior energy efficiency and year-round thermal comfort consistently indoors.

Future-Ready Sustainable Living

A spacious 70 sqm dedicated rooftop area allows for the installation of solar panels, offering the opportunity for clean energy generation and a more sustainable efficiently integrated..



VILLAS
FLOOR PLANS

TOWNHOUSE VILLA

BUA	305 sqm
Total Land Area	180 sqm
Covered Terraces	39 sqm
Uncovered Gardens	83 sqm

2 Guest Bedrooms + 2 Bedrooms +
2 Master Bedrooms

Ground Floor

1. Front Yard	5.60 X 5.00
2. Guest Bedroom	3.60 X 4.00
3. Guest Bathroom	2.15 X 1.40
4. Powder Room	2.00 X 1.60
5. Internal Garden	4.30 X 2.60
6. Corridor	1.20 X 9.90
7. Dining Area & Kitchen	5.50 X 4.80
8. Living Area	4.35 X 3.40
9. Back Yard	5.70 X 5.85



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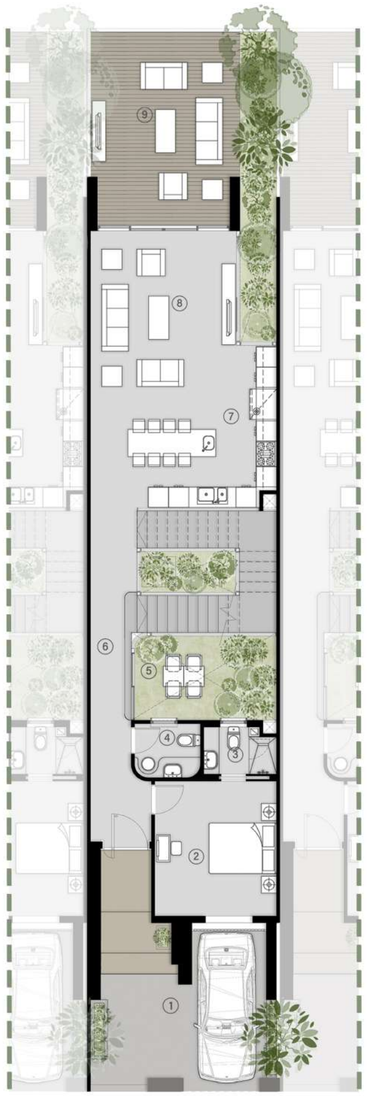

TOWNHOUSE VILLA

BUA	305 sqm
Total Land Area	180 sqm
Covered Terraces	39 sqm
Uncovered Gardens	83 sqm

2 Guest Bedrooms + 2 Bedrooms +
2 Master Bedrooms

First Floor

1. Bedroom 1	3.60 X 3.60
2. Terrace 1	1.70 X 3.90
3. Bedroom 2	4.20 X 3.60
4. Corridor	1.00 X 9.30
5. Bathroom	3.20 X 1.80
6. Master Bathroom	1.80 X 4.30
7. Dressing Room	3.60 X 2.20
8. Master Bedroom	3.60 X 3.80
9. Terrace 2	4.35 X 1.70

Second Floor

1. Terrace 1	3.60 X 3.50
2. bedroom	3.60 X 3.60
3. Bathroom 1	1.70 X 3.60
4. Corridor	1.20 X 6.20
5. Bathroom 2	1.80 X 2.10
6. Family Living Room	3.60 X 4.80
7. Kitchenette	1.80 X 2.60
8. Terrace 2	4.35 X 3.30



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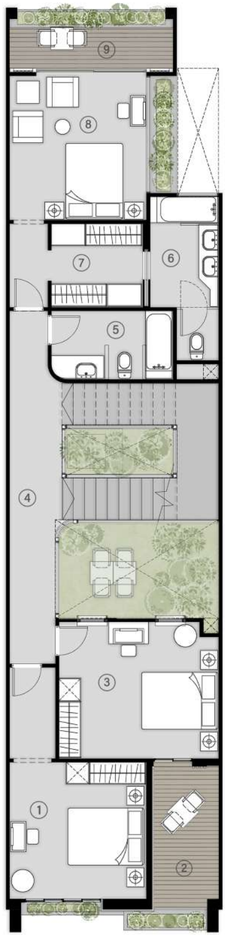
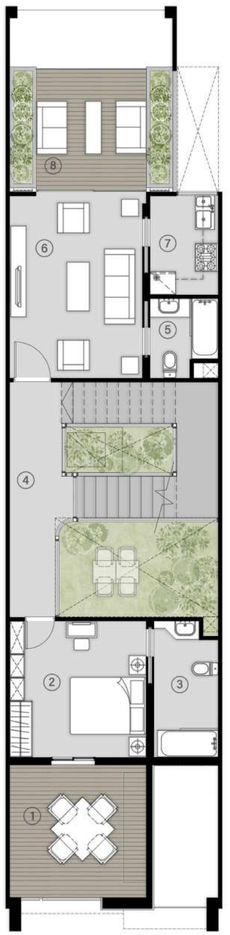


First Floor



Second Floor

TWIN HOUSE VILLA

BUA	420 sqm
Total Land Area	300 sqm
Covered Terraces	75 sqm
Uncovered Gardens	160 sqm

1 Bedroom + 2 Guest Bedrooms
+ 4 Master Bedrooms

Ground Floor

1. Front yard	3.50 X 7.00
2. Private Parking	5.70 X 5.00
3. Foyer seating	3.60 X 4.90
4. Powder room	1.70 X 1.90
5. Office	3.60 X 3.90
6. Office Bathroom	1.70 X 1.90
7. Maid's room	3.60 X 2.00
8. Corridor	1.40 X 5.50
9. Side Yard	2.50 X 5.50
10. Kitchen	3.70 X 5.20
11. Dining	3.70 X 3.10
12. Formal Living	3.60 X 6.60
13. Bcakyard	9.20 X 7.00



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TWIN HOUSE VILLA

BUA	420 sqm
Total Land Area	300 sqm
Covered Terraces	75 sqm
Uncovered Gardens	160 sqm

1 Bedroom + 2 Guest Bedrooms
+ 4 Master Bedrooms

First Floor

1. Private Terrace 1	3.60 X 2.55
2. Master Bedroom 1	3.60 X 3.40
3. Dressing Room 1	2.20 X 2.40
4. Bathroom 1	3.60 X 2.00
5. Guest Bedroom	3.60 X 3.60
6. Dressing Room 2	2.20 X 2.00
7. Corridor	1.30 X 9.90
8. Bedroom	3.60 X 4.00
9. Bathroom 2	2.20 X 2.70
10. Master Bedroom 2	5.00 X 3.60
11. Dressing Room 3	2.10 X 2.50
12. Bathroom 3	2.20 X 2.50
13. Private Terrace 2	1.45 X 5.10



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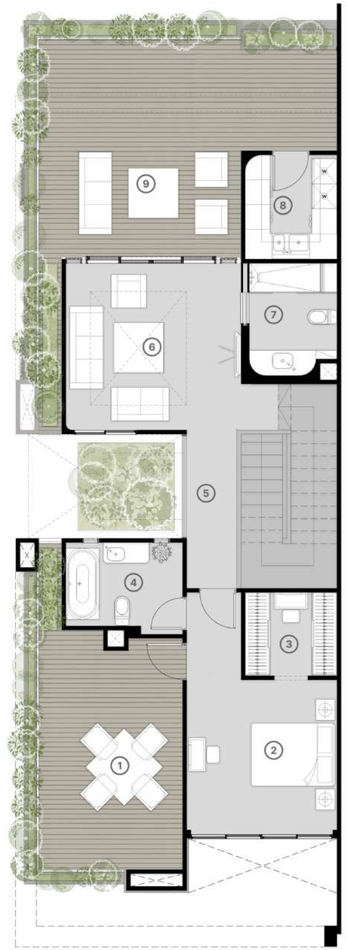
TWIN HOUSE VILLA

BUA	420 sqm
Total Land Area	300 sqm
Covered Terraces	75 sqm
Uncovered Gardens	160 sqm

1 Bedroom + 2 Guest Bedrooms
+ 4 Master Bedrooms

Second Floor

1. Terrace 1	3.70 X 8.30
2. Master Bedroom	3.60 X 3.60
3. Dressing Room	2.20 X 2.00
4. Bathroom 1	2.80 X 2.20
5. Corridor	1.30 X 3.80
6. Family Living	4.20 X 4.00
7. Bathroom 2	2.10 X 2.70
8. Kitchenette 1	2.20 X 2.50
9. Terrace 2	7.40 X 5.20





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STAND ALONE VILLA

BUA	450 sqm
Total Land Area	410 sqm
Covered Terraces	80 sqm
Uncovered Gardens	285 sqm

6 Master Bedrooms

Ground Floor

1. Front yard	5.00 X 7.00
2. Private Parking	5.70 X 4.90
3. Foyer seating	3.50 X 4.20
4. Powder room	1.80 X 1.80
5. Office	4.00 X 4.50
6. Office Bathroom	2.00 X 1.70
7. Maid's room	1.60 X 3.60
8. Corridor	1.20 X 5.10
9. Side Yard	5.20 X 5.10
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13. Bcakyard	13.60 X 7.20

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STAND ALONE VILLA

BUA	450 sqm
Total Land Area	410 sqm
Covered Terraces	80 sqm
Uncovered Gardens	285 sqm

6 Master Bedrooms

First Floor

1. Private terrace 1	1.40 X 3.70
2. Master bedroom 1	4.00 X 3.60
3. Private terrace 2	2.30 X 3.10
4. Dressing room 1	2.10 X 2.10
5. Bathroom 1	2.10 X 2.10
6. Master bedroom 2	4.00 X 4.30
7. Dressing room 2	1.60 X 2.35
8. Bathroom 2	1.60 X 2.45
9. Corridor	1.20 X 6.20
10. Family living room	3.50 X 3.50
11. Dressing room 3	2.30 X 3.60
12. Bathroom 3	1.60 X 3.60
13. Master living area	3.50 X 3.80
14. Master bedroom 3	4.10 X 3.80
15. Private terrace 3	8.00 X 1.90

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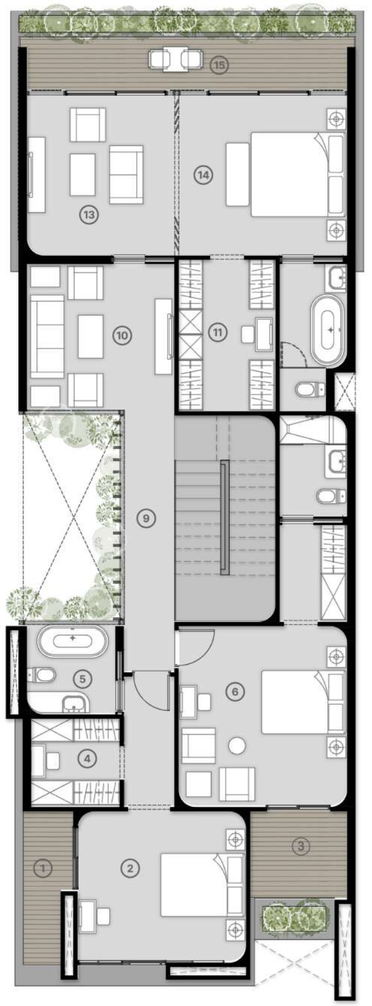


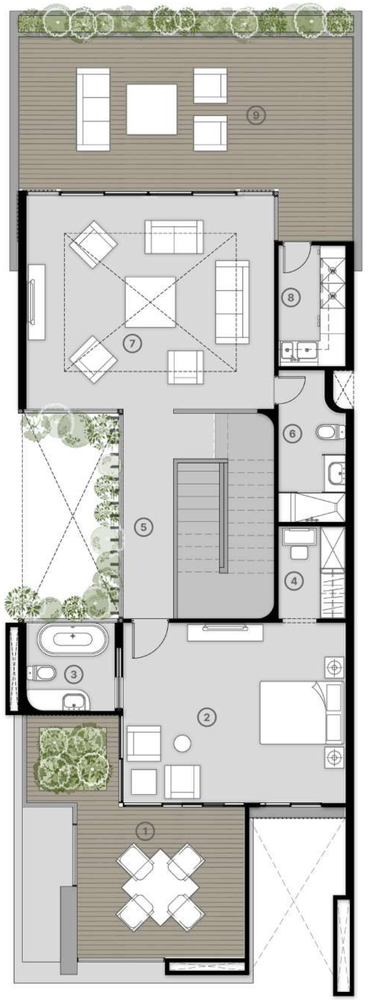
STAND ALONE VILLA

BUA	450 sqm
Total Land Area	410 sqm
Covered Terraces	80 sqm
Uncovered Gardens	285 sqm

6 Master Bedrooms

Second Floor

1. Terrace 1	5.30 X 5.80
2. Master Bedroom	5.30 X 4.30
3. Bathroom 1	2.10 X 2.10
4. Dressing	1.60 X 2.20
5. Corridor	1.20 X 5.00
6. Bathroom 2	1.60 X 3.65
7. Family Living Room	5.90 X 5.10
8. Kitchenette	1.60 X 2.90
9. Terrace 2	8.00 X 5.50





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