grova™

east hills

BY HASSAN ALLAM HOLDING

THE LEGACY, THE LAND,
AND THE LONGEVITY

GROUNDED IN WHAT LASTS

A Signature Living



OUR MANIFESTO

01

There is a moment when you stop looking. Not because you've seen everything. Because you've finally recognized something.

A place that doesn't perform. A name that was earned before it was ever given to a home. A ground that was here long before the plans were drawn and will be here long after. You know what the market sounds like. You've learned to hear past it. So when something arrives without the noise, without the urgency, without the spectacle, you notice. Not because it demands attention. Because it doesn't. This was built the way things used to be built. Slowly. Carefully.

For generations. This is not where you move. This is where you stay.

Grova Easthills By Hassan Allam Holding. Grounded in What Lasts.

THE NAME BEHIND THE GROUND

02



Hassan Allam has spent ninety years building the infrastructure Egypt runs on. When that institution chose, for the first time, to place its name behind a residential community, the decision carried weight far beyond real estate. Every construction methodology was re-examined. Every material specification was held to the same standard that governs national infrastructure. Every detail, from the depth of a foundation to the composition of a plaster mix, was treated with the seriousness of a project the country would depend on.

Because in a way, it is. A home is infrastructure of the most intimate kind.

Easthills is the first residential community by Grova Developments, the real estate vision of Hassan Allam Holding. It carries forward decades of construction discipline, translated into a deeply personal form: a place where families live, gather, grow, and remain.

A Signature Living

INTRODUCING GROVA EASTHILLS



5 MINS TO AUC
6 MINS TO WESTIN RESORT
8 MINS TO SOKHNA ROAD
15 MINS TO 6TH SETTLEMENT
25 MINS TO MOSTAKBAL CITY
30 MINS TO NEW CAPITAL CITY

03

A DECISION ABOUT LAND

Before a single line was drawn, the land spoke.

300 Feddan of natural elevation in East Cairo, thirty minutes from Cairo International Airport. The site sits where the desert plateau begins to fold and rise, ridge lines and valleys, elevated plateaus and sheltered corridors, slopes that catch the morning sun and hollows that hold the cool of evening.

This topography was not engineered. It was formed over millennia by wind, water, and the slow geological patience of the Eastern Desert. The contours carry the memory of ancient drainage patterns.

The soil tells a story of limestone and sandstone, of mineral deposits that give the ground its particular warmth of color. The masterplan that followed was drawn from the earth. Roads follow the contour lines. Building plots sit where the terrain naturally accommodates them. Open spaces gather where the land opens. Nothing was forced. Nothing was flattened. The land was allowed to remain itself, and the community was shaped around it.



EASTHILLS ON
A NEW CAIRO MAP

EASTHILLS
MASTERPLAN

A SIGNATURE LIVING





04

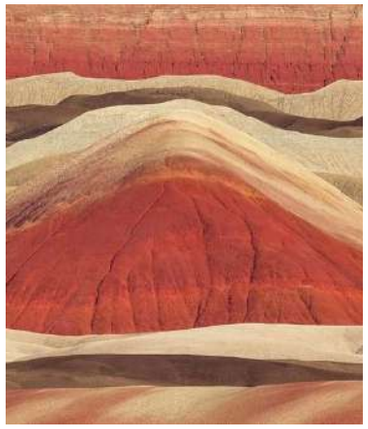
SEVEN NEIGHBORHOODS

Easthills unfolds across seven distinct neighborhoods, each shaped by the character of the terrain it occupies. In the elevated zones, homes sit with an openness that mirrors the landscape. Views extend in every direction. The air moves freely across the ridge, carrying desert warmth in the afternoon and the cool of altitude after sunset.

In the valley neighborhoods, the experience shifts. Light arrives filtered through canopy. The temperature drops. Sound softens. Planting grows denser, tall trees overhead, mid-story shrubs creating enclosure, ground cover underfoot. Walking here feels like entering a different climate, a private ecology created by the shape of the land.

Between ridges and valleys, transitional zones carry their own character, slopes and mid-elevations where the terrain tilts and views open gradually toward clearings below. Across all seven neighborhoods, residences are placed according to the specific conditions of their ground. Standalone villas, twin villas, and townhouses, each calibrated to slope, orientation, sun path, and view corridor. No two homes have exactly the same relationship with the landscape. This is the nature of building with terrain rather than upon it.

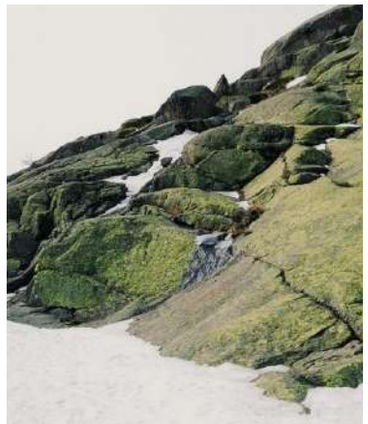
Each neighborhood feels distinct. Each walk reveals a new perspective. The place rewards familiarity the way only places of genuine depth can: slowly, and with increasing detail.



STRATA
LAYERED SPATIAL DESIGN OFFERING DIVERSE EXPERIENCES, CONNECTIVITY, AND IDENTITY ACROSS MULTIPLE LEVELS

01

STRATA VALLEY
SECLUDED AND INTIMATE GARDENS, EMBRACED BY GREENERY, WATER AND EARTH



02



CLIFF GARDENS
OFF-SIDE GARDENS WHERE STONE MEETS GREENERY, SHAPED BY SUN, ROCK, AND WATER

03

SKY GARDENS
ELEVATED SKY GARDENS WITH PANORAMIC VIEWS AND STUNNING SUNSETS



04

DESIGN PRINCIPLES OF EASTHILLS

DESIGN PRINCIPLES OF EASTHILLS

05

ARCHITECTURAL AUTHORSHIP

Every architectural decision at Easthills is filtered through four principles. Together, they form a design language authored from this site, for this site: Crafted Stillness, Terrene, Emerging from Earth, and Active Living.

Crafted Stillness governs the spatial experience, proportions that give the eye room to rest. Terrene governs the material palette, building with the site's own geology, a palette that ages well because it was never imported. Emerging from Earth governs the relationship between building and ground, architecture that follows terrain, rooflines that defer to ridgelines. Active Living governs the experience of the body, movement, wellness, and outdoor engagement woven into the community at the level of infrastructure.

These four principles are the authorship of Easthills. They are the reason every corner of this community feels as though it belongs to the same hand, the same eye, the same quiet conviction about what a place should be.



FOUR PILLARS OF EASTHILLS



I. EMERGING FROM EARTH

The terrain set the rules. The architecture listened.

Buildings follow the natural gradient. Where the ground rises, the roofline rises with it. Where the terrain steps down, floor plates step in tandem, a rhythm of horizontal planes mirroring the geological layering of the hillside.

Standing inside a home at Easthills, the eye moves from interior floor to terrace to garden to slope to sky in a single, unbroken line. The threshold between inside and out is gradual, almost imperceptible. The stone of the terrace carries the same tone as the living room floor. The boundary dissolves. The land came first. The architecture followed. And the relationship between the two is one of respect, the kind of careful attention that produces buildings which feel, after a few years, as though they have always been there.

II. CRAFTED STILLNESS

At Easthills, this quality has a name: Crafted Stillness. An Arabic word meaning stillness, rest, the absence of agitation. In the Grova vocabulary, it becomes a spatial principle, governing the proportions of every room, the height of every ceiling, the distance between structures.

Rooms designed with Crafted Stillness are generous without being vast. Light enters from carefully considered openings, falling in patterns that shift with the hour and season, creating a slow internal clock that connects the inhabitant to the world outside without demanding attention. Between homes, distances are calibrated for the same purpose. ***Crafted Stillness is what remains when everything unnecessary has been removed. It is the feeling of walking into a room and exhaling, without knowing why.***



FOUR PILLARS OF EASTHILLS



III. TERRENE

The materials of Easthills are drawn from the site itself and the broader geological character of the Eastern Desert.

Local limestone carries the pale warmth of the terrain color that shifts between cream and amber depending on the light. Sandstone aggregate provides texture to walls, pathways, and garden structures. Earth pigments inform the color palette of plaster, render, and painted surfaces. The principle behind these choices is Terrene: a commitment to building with materials that belong to the place.

The home at ten years is more beautiful than the home at one, because the stone has found its patina, the timber has reached its mature color, the plaster has softened from bright to warm. Every material at Easthills was chosen twice: once for how it looks on the day of completion, and once for how it will look in twenty years. The second question always governs.

IV. ACTIVE LIVING

A morning walk begins at the edge of a plateau, where the air carries the last of the night's coolness. Networks of walking and cycling paths are integrated into the masterplan with the same rigor as roads and utilities. Gradients are managed for accessibility.

Children's routes connect playground to park to school without crossing a vehicle road. A parent watching from a garden terrace can follow a child's path with an unbroken sight-line. Wellness at Easthills lives in this infrastructure. In the daily walk that becomes a ritual. In the garden that demands tending. In the terrace where morning stretching becomes habitual because the view and the air make it impossible to stay indoors.

GROUNDED IN WHAT LASTS

CIRCULATION ROUTES 06

CYCLING NETWORK

PRIMARY CYCLE LOOP (~2.5KM)

SECONDARY CYCLE LOOP (~13KM)







CIRCULATION ROUTES 06

PEDESTRIAN NETWORK

PRIMARY PEDESTRIAN LOOP (~1.2 KM)
SECONDARY PEDESTRIAN LOOP (~2.1 KM)
TERTIARY PEDESTRIAN LOOP (~12.8 KM)
FOOTPATHS (~13.4 KM)







GROUNDED IN WHAT LASTS

THE RESIDENCES

Every home at Easthills begins with its ground. Orientation is determined by sun path and prevailing breeze. Elevation sets the view's character. The slope shapes the section of the house, split levels, sunken gardens, elevated terraces, rooms that step toward the landscape as the land descends.

Residences occupy this terrain across three typologies.

The standalone villas sit on the most generous plots, private compositions of indoor and outdoor space.

The twin villas share a party wall but nothing else. Each half maintains its own orientation, its own garden, its own relationship with the terrain. The shared wall becomes a grounding spine of stone that anchors both homes while allowing each to open toward its own view.

The townhouses are arranged in rows of two-story homes, each with a generous ground-floor living plan opening directly to a private garden, and a first floor arranged around light and outlook.

Across all typologies, the interior discipline is consistent. Generous proportions. Natural light managed through deep window reveals and internal courtyards. Material palettes drawn from the Terrene principle: stone floors, lime plaster walls, timber joinery.

Rooms are sized for the morning when the house fills with voices and the kitchen becomes the center of everything.





GROUNDED IN WHAT LASTS

A Signature Living

EASTHILLS AMENITIES

EASTHILLS MASTERPLAN

1 THE VILLAGE
2 GROVA SPORTS COMPLEX
3 GROVA WELLBEING CLUB
4 OUTDOOR NODES











THE
VILLAGE

A SIGNATURE LIVING



EASTHILLS MASTERPLAN

1 SALES CENTER
2 OFFICES, RETAIL STRIP + F&B
3 GROVA WELLBEING CLUB

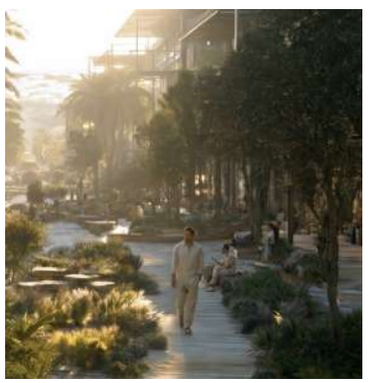


THE VILLAGE

The commercial center achieves a cohesive, nature-fused experience anchored by a central wadi. As the wadi descends through the site, it shapes a sequence of terraces, plazas, and bridge crossings that stitch together the various retail floors. This cascading landscape culminates in a grand water feature at the heart of the development.







SPORTS COMPLEX



EASTHILLS MASTERPLAN





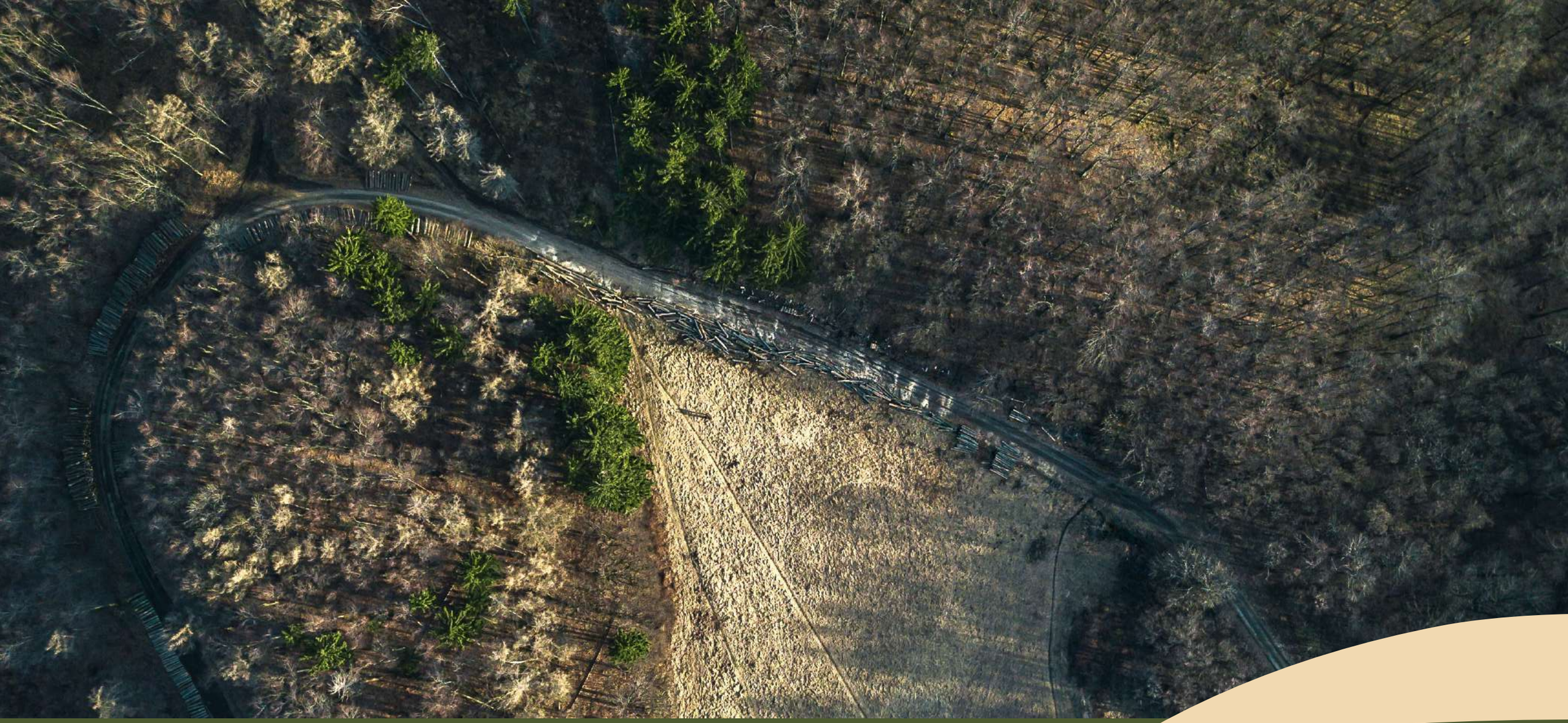




GROVA SPORTS COMPLEX

With a rich and diverse program, the active edge offers something for every age and interest, combining competitive sports, recreation, wellness and social spaces. It is a vibrant hub designed to support an active lifestyle and bring the community together through movement and play.

GROUNDED IN WHAT LASTS



A Signature Living

EASTHILLS ARCHITECTURE

GROUNDED IN WHAT LASTS

EASTHILLS VILLA 03

VILLA 03
ENTRANCE VIEW

VILLA 03
MAIN GARDEN VIEW

VILLA 03 LAYOUTS

UPPER GROUND FLOOR



FIRST FLOOR



LOWER GROUND FLOOR



AVG PLOT	VILLA	LIVING ROOM	BEDROOM
640 SQM	465 SQM	3	5

1	ARRIVAL FOYER 3.5 x 2.5 m	10	EN-SUITE BATHROOM 2.5 x 1.4 m	19	MAID'S BATHROOM 1.2 x 2.6 m
2	RECEPTION LOUNGE & LIVING ROOM 9.7 x 5.6 m	11	SHARED BATHROOM 2.7 x 1.4 m	20	DRIVER'S ROOM 1.8 x 2.5 m
3	DINING ROOM 5.8 x 4.9 m	12	FAMILY ROOM 4.3 x 5.5 m	21	DRIVER'S BATHROOM 1.8 x 1.4 m
4	SHOW KITCHEN 2.7 x 3.1 m	13	MASTER BEDROOM 5.1 x 4.8 m	22	LAUNDRY AREA 1.1 x 2.6 m
5	BOH KITCHEN 2.6 x 2.8 m	14	MASTER BATHROOM 3.4 x 3.4 m	23	BALCONY 1.3 x 4.3 m
6	POWDER ROOM 1.8 x 1.7 m	15	MASTER WALK-IN CLOSET 2.7 x 2.5 m	24	BALCONY 1.6 x 6.3 m
7	BEDROOM 3.9 x 4.0 m	16	BEDROOM 3.6 x 5.2 m	25	BALCONY 1.5 x 5.7 m
8	BEDROOM 3.5 x 3.41 m	17	SHARED BATHROOM 2.9 x 2.0 m	26	LIFT
9	EN-SUITE BEDROOM 3.7 x 4.0 m	18	MAID'S ROOM 2.5 x 2.8 m		



VILLA 03
LIVING AREA VIEW



VILLA 03
MASTER BEDROOM VIEW

EASTHILLS VILLA 02A



VILLA 02A
ENTRANCE VIEW

VILLA 02A
MAIN GARDEN VIEW

VILLA 02A
LAYOUT

UPPER GROUND FLOOR



LOWER GROUND FLOOR



AVG PLOT
550 SQM

VILLA
396 SQM

LIVING ROOM
3

BEDROOM
4

1	ARRIVAL FOYER 2.2 x 5.0 m	9	MASTER WALK-IN CLOSET 2.4 x 2.6 m	17	DRIVER'S ROOM 2.0 x 3.3 m
2	RECEPTION LOUNGE & LIVING ROOM 5.4 x 10.1 m	10	EN-SUITE BEDROOM 3.6 x 4.5 m	18	DRIVER'S BATHROOM 1.4 x 3.3 m
3	DINING ROOM 3.4 x 3.7 m	11	EN-SUITE BATHROOM 1.9 x 2.5 m	19	LAUNDRY AREA 1.3 x 1.8 m
4	SHOW KITCHEN 4.0 x 3.6 m	12	BEDROOM 4.1 x 3.9 m	20	PANTRY 1.3 x 2.0 m
5	POWDER ROOM 1.5 x 2.9 m	13	BEDROOM 4.1 x 4.4 m	21	BALCONY 2.0 x 7.4 m
6	FAMILY ROOM 4.6 x 4.6 m	14	SHARED BATHROOM 2.0 x 2.5 m	22	COURTYARD 3.8 x 2.0 m
7	MASTER BEDROOM 3.9 x 4.4 m	15	MAID'S ROOM 1.3 x 3.4 m		
8	MASTER BATHROOM 3.3 x 2.1 m	16	MAID'S BATHROOM 1.2 x 1.8 m		



EASTHILLS VILLA 02B



VILLA 02B
ENTRANCE VIEW



VILLA 02B
MAIN GARDEN VIEW

VILLA 02B
LAYOUT

LOWER GROUND FLOOR



UPPER GROUND FLOOR



AVG PLOT
580 SQM

VILLA
397 SQM

LIVING ROOM
3

BEDROOM
4

1 ARRIVAL FOYER
2.8 x 2.1 m

2 RECEPTION LOUNGE & LIVING ROOM
5.3 x 9.4 m

3 DINING ROOM
3.6 x 4.5 m

4 SHOW KITCHEN
3.6 x 3.6 m

5 BOH KITCHEN
3.0 x 3.0 m

6 POWDER ROOM
1.9 x 1.7 m

7 FAMILY ROOM
4.3 x 5.7 m

8 MASTER BEDROOM
3.6 x 5.5 m

9 MASTER BATHROOM
3.8 x 2.0 m

10 MASTER WALK-IN CLOSET
2.4 x 4.0 m

11 EN-SUITE BEDROOM
3.4 x 5.3 m

12 EN-SUITE BATHROOM
1.9 x 3.4 m

13 BEDROOM
3.8 x 3.4 m

14 BEDROOM
3.9 x 3.7 m

15 SHARED BATHROOM
2.4 x 2.6 m

16 MAID'S BEDROOM
2.2 x 2.2 m

17 MAID'S BATHROOM
1.3 x 2.2 m

18 DRIVER'S ROOM
1.6 x 2.1 m

19 DRIVER'S BATHROOM
1.0 x 2.1 m

20 LAUNDRY AREA
1.6 x 2.4 m

21 BALCONY
2.6 x 3.6 m

22 BALCONY
3.3 x 3.2 m

23 COURTYARD
3.6 x 2.7 m



VILLA 02B
LIVING AREA VIEW



EASTHILLS VILLA 01



VILLA 01
ENTRANCE VIEW



VILLA 01
MAIN GARDEN VIEW

VILLA 01
LAYOUT

UPPER GROUND FLOOR



LOWER GROUND FLOOR



AVG PLOT	VILLA	LIVING ROOM	BEDROOM
440 SQM	332 SQM	3	3

1	ARRIVAL FOYER 2.4 x 2.0 m	7	MASTER BEDROOM 4.0 x 4.2 m	13	MAID'S ROOM 1.9 x 2.4 m
2	RECEPTION LOUNGE & LIVING ROOM 10.0 x 4.6 m	8	MASTER BATHROOM 2.9 x 1.5 m	14	MAID'S BATHROOM 1.0 x 2.4 m
3	DINING ROOM 3.2 x 4.4 m	9	MASTER WALK-IN CLOSET 2.9 x 2.9 m	15	DRIVER'S ROOM 3.0 x 2.3 m
4	SHOW KITCHEN 3.0 x 3.0 m	10	BEDROOM 4.0 x 4.3 m	16	DRIVER'S BATHROOM 1.5 x 1.6 m
5	POWDER ROOM 2.3 x 1.3 m	11	BEDROOM 3.5 x 4.6 m	17	LAUNDRY AREA 1.0 x 1.5 m
6	FAMILY ROOM 4.8 x 5.4 m	12	SHARED BATHROOM 2.5 x 1.8 m	18	BALCONY 2.0 x 4.5 m

VILLA 01
(OPTIONAL LAYOUT)

UPPER GROUND FLOOR



LOWER GROUND FLOOR



AVG PLOT	VILLA	LIVING ROOM	BEDROOM
440 SQM	332 SQM	2	4

1	ARRIVAL FOYER 2.4 x 2.0 m	7	MASTER BATHROOM 2.9 x 1.5 m	13	MAID'S ROOM 1.9 x 2.4 m
2	RECEPTION LOUNGE & LIVING ROOM 10.0 x 4.6 m	8	MASTER WALK-IN CLOSET 2.9 x 2.9 m	14	MAID'S BATHROOM 1.0 x 2.4 m
3	DINING ROOM 3.2 x 4.4 m	9	BEDROOM 4.0 x 4.3 m	15	DRIVER'S ROOM 3.0 x 2.3 m
4	SHOW KITCHEN 3.0 x 3.0 m	10	BEDROOM 3.5 x 4.6 m	16	DRIVER'S BATHROOM 1.5 x 1.6 m
5	POWDER ROOM 2.3 x 1.3 m	11	BEDROOM 4.8 x 4.2 m	17	LAUNDRY AREA 1.0 x 1.5 m
6	MASTER BEDROOM 4.0 x 4.2 m	12	SHARED BATHROOM 2.5 x 1.8 m	18	BALCONY 2.0 x 4.5 m



EASTHILLS TWIN HOUSE A



TWIN HOUSE A
ENTRANCE VIEW



TWIN HOUSE A
MAIN GARDEN VIEW

TWINHOUSE A LAYOUT

UPPER GROUND FLOOR



LOWER GROUND FLOOR



AVG PLOT
380 SQM

VILLA
276 SQM

LIVING ROOM
3

BEDROOM
3

1 ARRIVAL FOYER
2.2 x 3.4 m

2 RECEPTION LOUNGE & LIVING ROOM
9.6 x 4.2 m

3 DINING ROOM
5.8 x 4.0 m

4 SHOW KITCHEN
3.3 x 3.2 m

5 POWDER ROOM
2.2 x 2.2 m

6 MASTER BEDROOM
4.5 x 3.7 m

7 MASTER BATHROOM
3.0 x 2.0 m

8 MASTER WALK-IN CLOSET
2.3 x 2.5 m

9 BEDROOM
4.6 x 3.0 m

10 BEDROOM
3.9 x 4.4 m

11 SHARED BATHROOM
3.0 x 1.6 m

12 MAID'S ROOM
3.0 x 1.5 m

13 MAID'S BATHROOM
2.0 x 1.4 m

14 LAUNDRY AREA
1.0 x 1.4 m

15 BALCONY
6.1 x 2.5 m

16 COURTYARD
3.0 x 2.1 m

17 FAMILY ROOM
4.5 x 4.4 m

EASTHILLS TWIN HOUSE B



TWIN HOUSE B
ENTRANCE VIEW

TWIN HOUSE B

MAIN GARDEN VIEW

TWINHOUSE B LAYOUT

GROUND FLOOR



FIRST FLOOR



AVG PLOT
390 SQM

VILLA
287 SQM

LIVING ROOM
3

BEDROOM
3

1 ARRIVAL FOYER
2.5 x 3.4 m

2 RECEPTION LOUNGE & LIVING ROOM
6.1 x 8.2 m

3 DINING ROOM
4.6 x 4.7 m

4 SHOW KITCHEN
3.2 x 3.2 m

5 POWDER ROOM
3.5 x 1.3 m

6 FAMILY ROOM
4.7 x 4.6 m

7 MASTER BEDROOM
3.5 x 4.6 m

8 MASTER BATHROOM
1.9 x 2.8 m

9 MASTER WALK-IN CLOSET
3.2 x 1.5 m

10 BEDROOM
4.8 x 3.4 m

11 BEDROOM
4.4 x 3.4 m

12 SHARED BATHROOM
2.0 x 2.5 m

13 MAID'S ROOM
2.0 x 2.0 m

14 MAID'S BATHROOM
2.0 x 1.0 m

15 LAUNDRY AREA
2.0 x 1.1 m

16 BALCONY
4.3 x 3.3 m

17 COURTYARD
3.0 x 1.7 m



EASTHILLS TOWNHOUSE



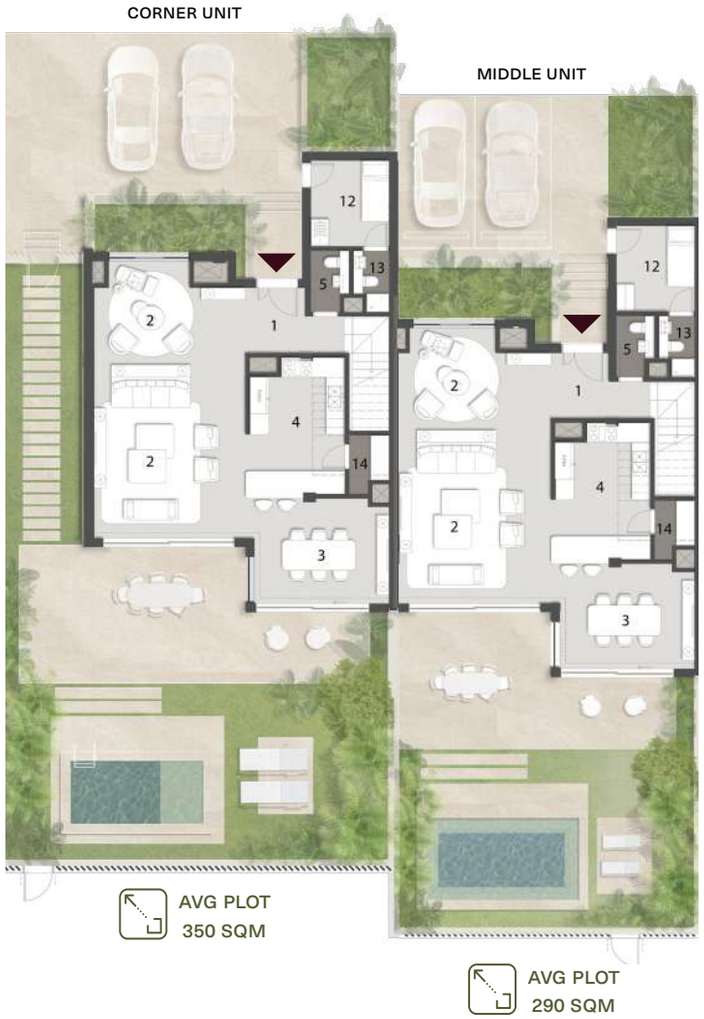
TOWNHOUSE
ENTRANCE VIEW

TOWNHOUSE

MAIN GARDEN VIEW

TOWNHOUSE LAYOUT

GROUND FLOOR



VILLA
263 SQM

LIVING ROOM
2

BEDROOM
3

FIRST FLOOR



1 ARRIVAL FOYER
2.0 x 4.6 m

2 RECEPTION LOUNGE & LIVING ROOM
9.1 x 5.0 m

3 DINING ROOM
3.2 x 4.4 m

4 SHOW KITCHEN
4.5 x 3.1 m

5 POWDER ROOM
2.0 x 1.2 m

6 MASTER BEDROOM
4.4 x 3.6 m

7 MASTER BATHROOM
1.8 x 3.8 m

8 MASTER WALK-IN CLOSET
2.4 x 3.7 m

9 BEDROOM
4.5 x 3.3 m

10 BEDROOM
4.4 x 3.6 m

11 SHARED BATHROOM
2.5 x 1.9 m

12 MAID'S ROOM
2.7 x 2.6 m

13 MAID'S BATHROOM
2.0 x 1.4 m

14 LAUNDRY AREA
1.7 x 1.2 m

15 BALCONY
3.0 x 3.4 m

16 BALCONY
0.9 x 6.0 m

17 BALCONY
2.3 x 2.0 m



PROJECT TEAM

DESIGNER (MASTERPLAN & ARCHITECTURE)

IO DESIGN (UK)
LOCAL CONSULTANT: ECG

LANDSCAPE DESIGNER

SRLA (UK)

MAIN CONTRACTOR

HASSAN ALLAM CONSTRUCTION

FACILITY MANAGEMENT

EDEN

LANDSCAPE PARTNER

JINET

MEP/INFRASTRUCTURE PARTNER

KORTECH



16022
GROVADEVELOPMENTS.COM

EASTHILLS BY GROVA
A HASSAN ALLAM HOLDING COMMUNITY
1,260,000 SQM
7 NEIGHBORHOODS
7 TYPOLOGIES
30 MINUTES FROM CAIRO INTERNATIONAL AIRPORT
EAST CAIRO
GROUNDED IN WHAT LASTS
THE LEGACY, THE LAND, THE LONGEVITY

Grova™ easthills
BY HASSAN ALLAM HOLDING