Live,
White.



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SUMMER, AS IT
SHOULD FEEL NOW.
A WHITE SUMMER
SEASON
SUMMER
WITH WHITE
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A DIFFERENT RHYTHM

BY THE COAST

A WHITE SUMMER SEASON

SUMMER WITH WHITE

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A WHITE SUMMER SEASON

Direction White is designed around a way of living that feels effortless from the moment you arrive.

A destination where architecture, landscape, hospitality, wellness, and social experiences all move together naturally, creating a coastal lifestyle that extends far beyond the idea of a traditional summer escape.

Every space, every experience, and every detail is designed to shape the season differently. Slower mornings, longer afternoons, active days by the shoreline, and evenings that unfold naturally around the sea.

More than a destination, Direction White becomes a complete lifestyle built around the coast.

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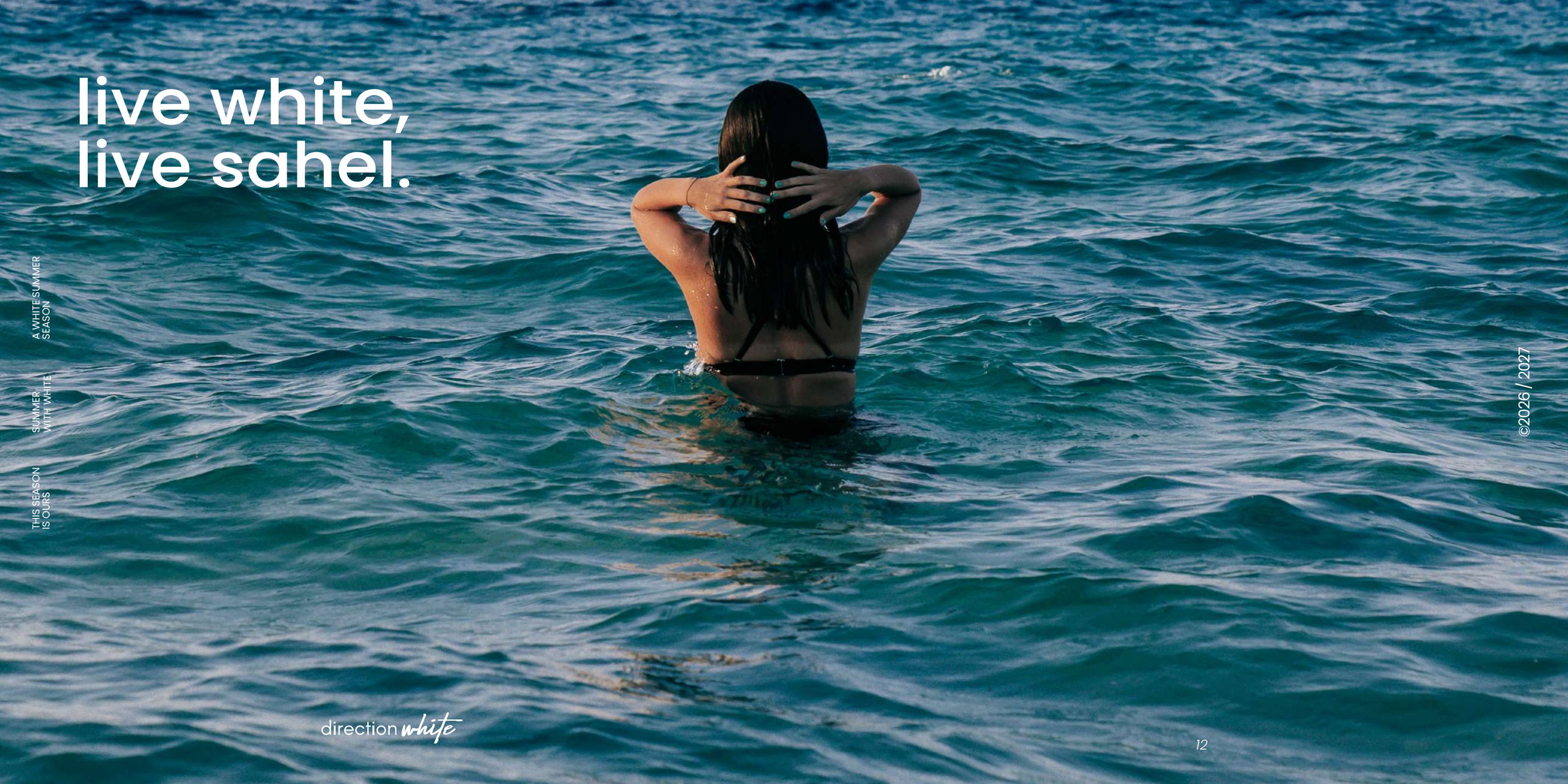


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Arabella

With more than 35 years of experience in the field of construction, Arabella developments successfully penetrated the real estate world positioning itself as a key player in the industry.
Some of its most prominent and highly reputable projects are Arabella Plaza, Arabella Compound and Enawalks.

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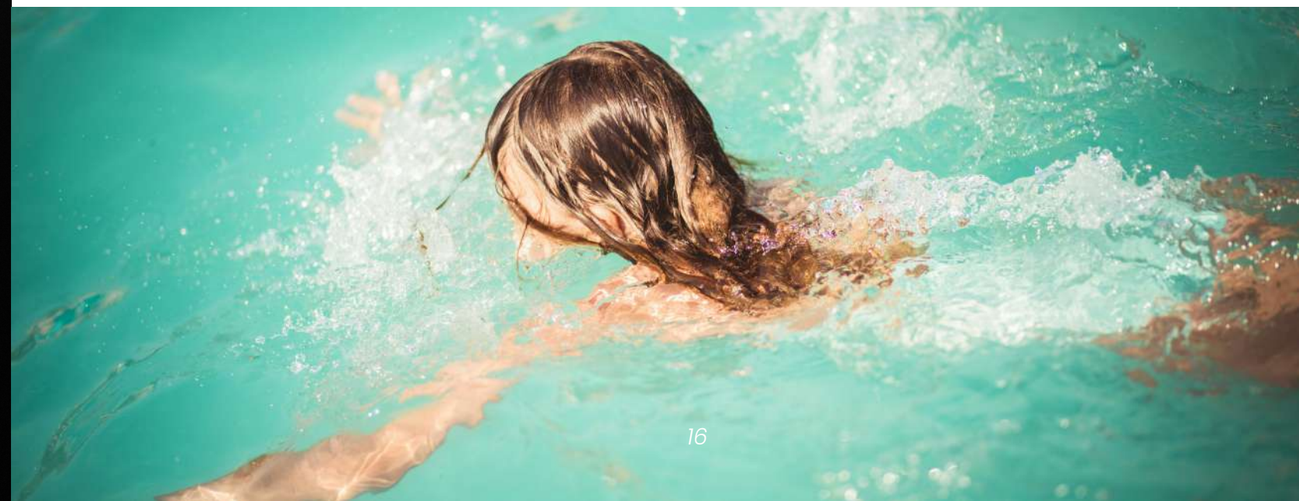




CREATING MEMORIES

Direction White is your window to life, it is the place where you'll get to experience raw nature with its crystal clear waters and sublime views.

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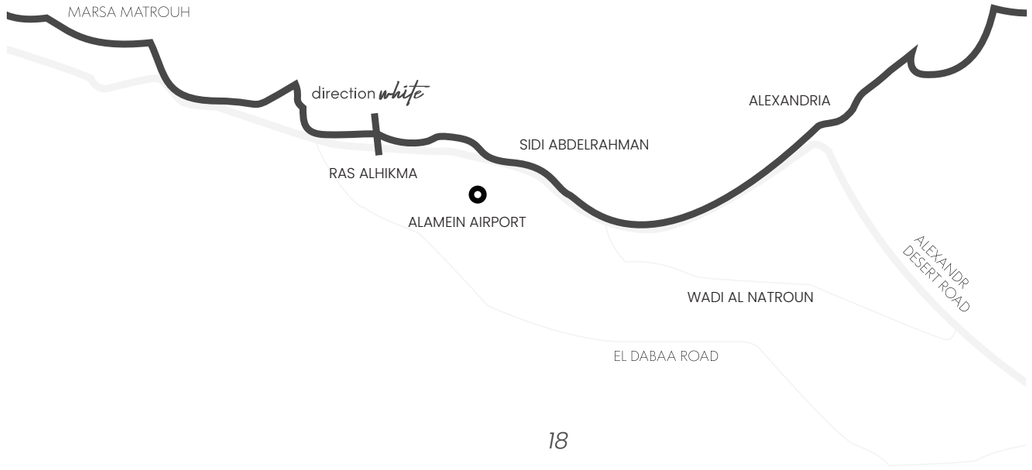
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PERFECT LOCATION

Located in the North Coast of Egypt, **Direction White** boasts an ideal location that is 12 kms away from El Dabaa new exit and at the heart of both old and new Sahel.



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CRYSTAL CLEAR WATER

Direction White is characterized by its smooth white sands that stretch throughout its mesmerizing turquoise beach. You'll always feel like you're living over the clouds.

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OUR REAL *SHOREFRONT*



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EXPERIENCES

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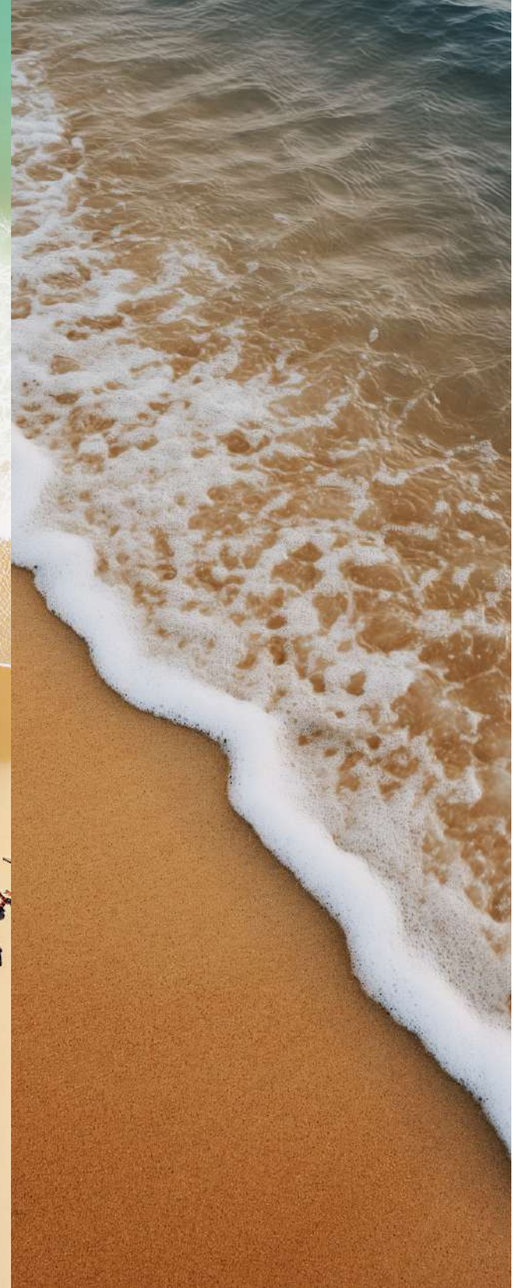


1. InterContinental Hotel - IHG HOTELS
2. Clubhouse
3. F&B Zone
4. Wave Pool - Padel Court
5. Boutique Hotel - Serviced Cabins
6. Shaded Parking
7. Valley Area
8. The Mosque
9. New Phase - WaterCrest
10. Gulf Craft

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THE SHORELINE EXPERIENCE

At the heart of Direction White lies a fully curated beach experience designed to feel alive throughout the season.

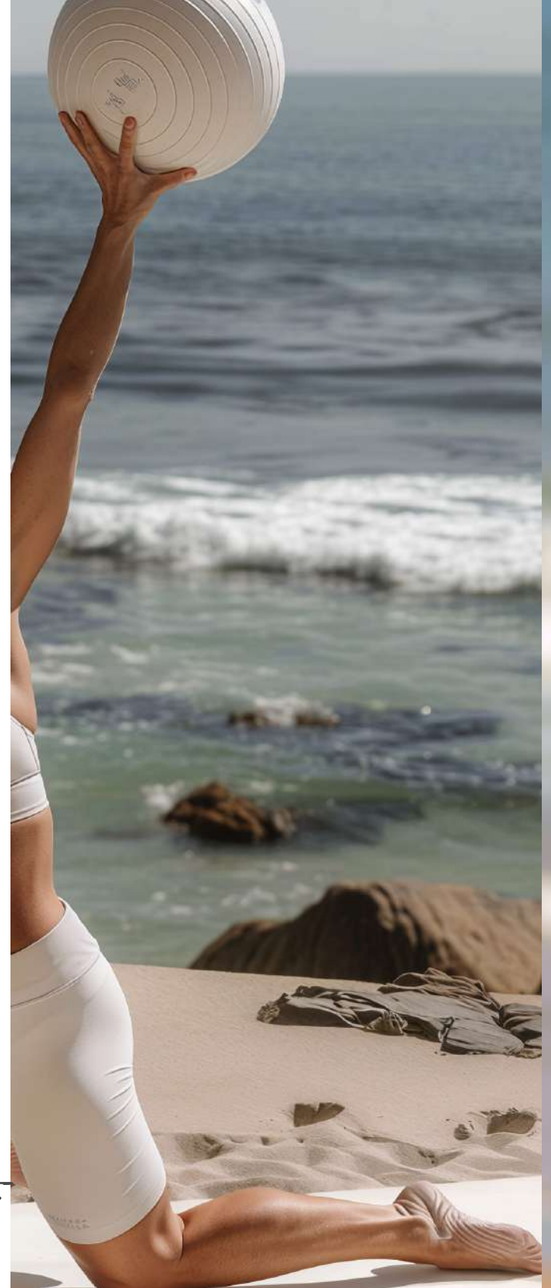
From early mornings by the water to sunset gatherings and ongoing activations, the beach carries a rhythm that defines everyday life at Direction White.

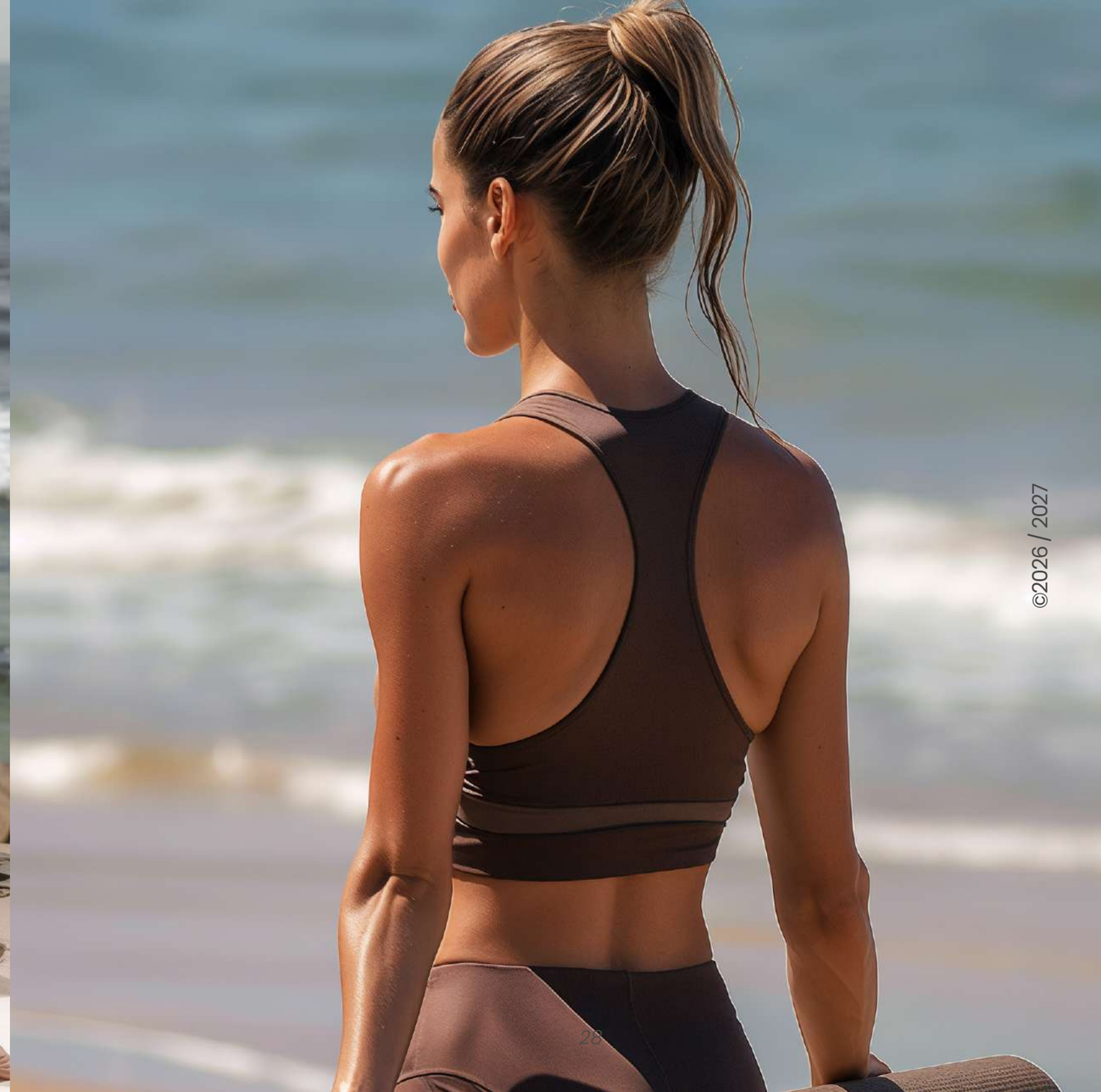
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BEACH PILATES

Mornings at Direction White begin with movement by the sea.

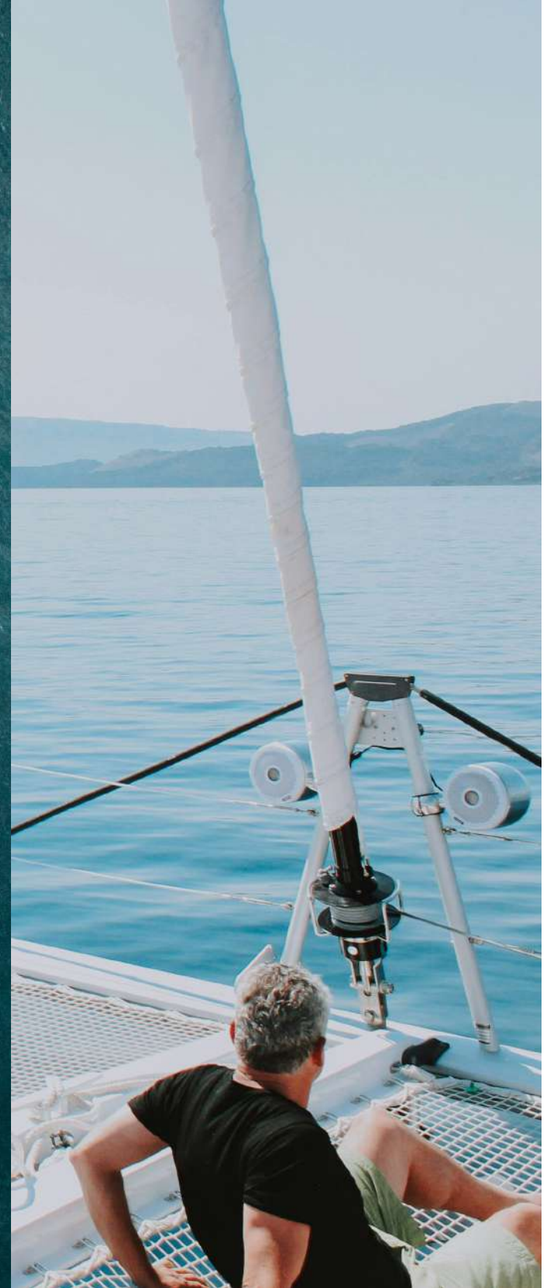
Beach pilates sessions are designed as part of the destination's wellness-driven lifestyle, creating an experience that blends the calm of the coastline with mindful movement, open air, and uninterrupted sea views.





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YACHT CLUB

The Yacht Club introduces a new expression of coastal living at Direction White, bringing together the elegance of the sea with a lifestyle built around discovery, leisure, and connection.

Designed as a destination for those drawn to life on the water, the Yacht Club offers an elevated social atmosphere overlooking the coastline, creating a setting where residents can gather, unwind, and experience the sea from a different perspective.

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HALO
CABINS

At the heart of Direction White lies The Valley, a destination designed around gathering, relaxation, and everyday coastal living.

Framed by landscape and centered around a beautifully designed pool experience, The Valley offers a more social and vibrant setting where residents can spend the day between the water, shaded lounges, and a collection of curated kiosks.

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FOOD TRUCKS & SEASONAL EXPERIENCES

The beach experience extends through curated food trucks, cafés, and seasonal culinary concepts positioned across the shoreline.

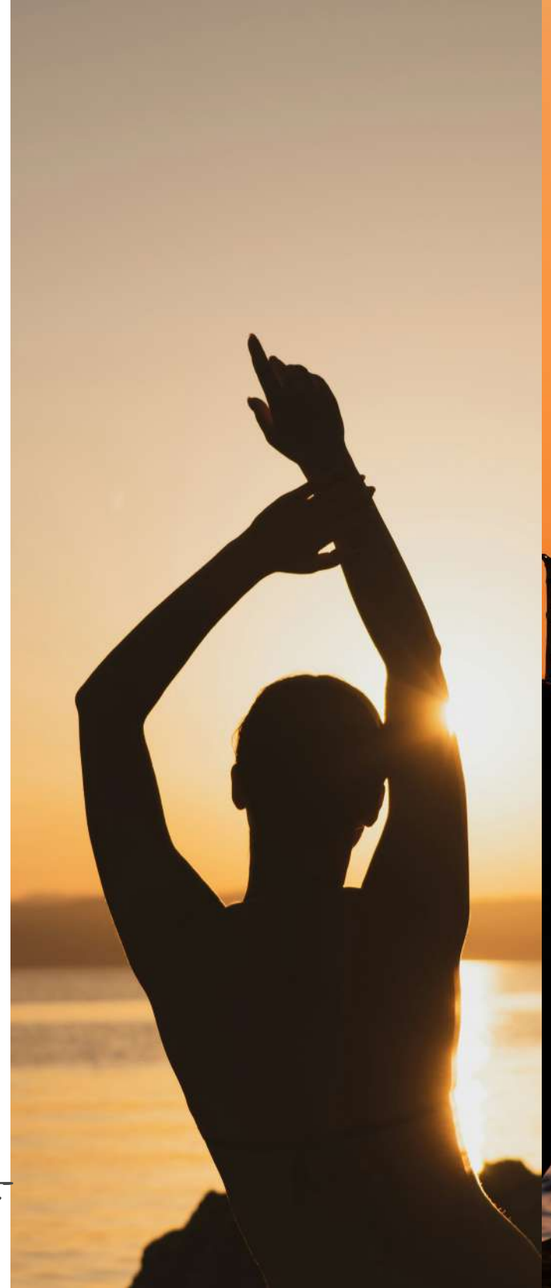
Designed to feel relaxed, social, and naturally integrated into the destination, these spaces bring energy and movement to the beach throughout the day while creating an atmosphere that feels spontaneous and vibrant.

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LIFESTYLE ACTIVATIONS

Direction White hosts an evolving calendar of lifestyle activations and brand experiences throughout the season.

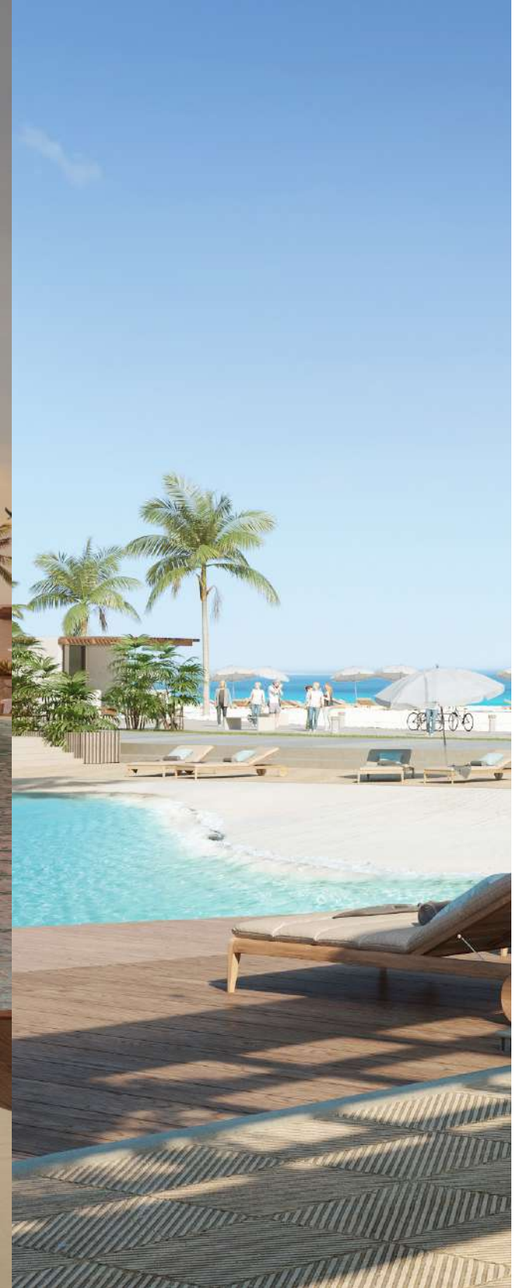
From wellness collaborations and curated pop-ups to partnerships with brands and other seasonal experiences, the destination constantly introduces new moments that keep the coastline active, engaging, and culturally connected.





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WAVE POOL

The wave pool introduces a more immersive water experience into the heart of the destination.

Designed as both a social and visual centerpiece, it creates a dynamic atmosphere that brings together movement, energy, relaxation, and entertainment within a single coastal setting.

& ADULTS ONLY POOL

The adults will get to enjoy exclusivity and privacy in a hassle free adults only pool; where they will get to destress, get a bronze tan, and sip on their favorite cocktails.

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PRIVATE CABANAS

Positioned directly along the shoreline, the private cabanas create a more intimate and elevated beach experience.

Designed around comfort, privacy, and uninterrupted views, they offer dedicated spaces where the day slows naturally into long conversations, quiet moments, and complete ease by the water.





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BEACH
CABINS

The beach cabins introduce a more personal layer to the coastline experience.

Placed within close reach of the sea, they create private retreats that feel connected to the rhythm of the beach while maintaining a sense of calm and exclusivity throughout the day.

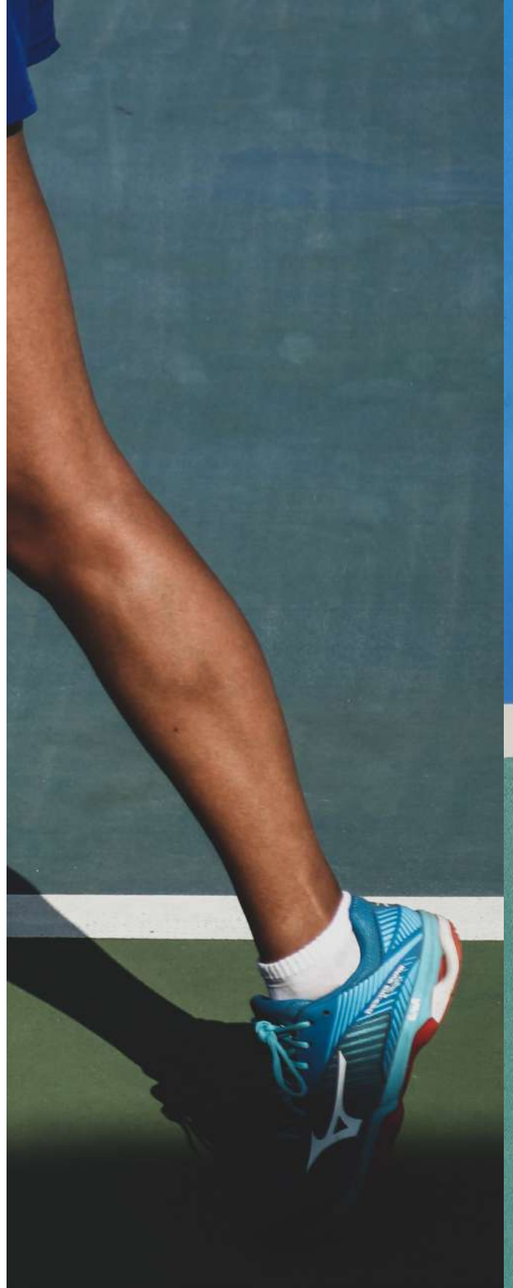
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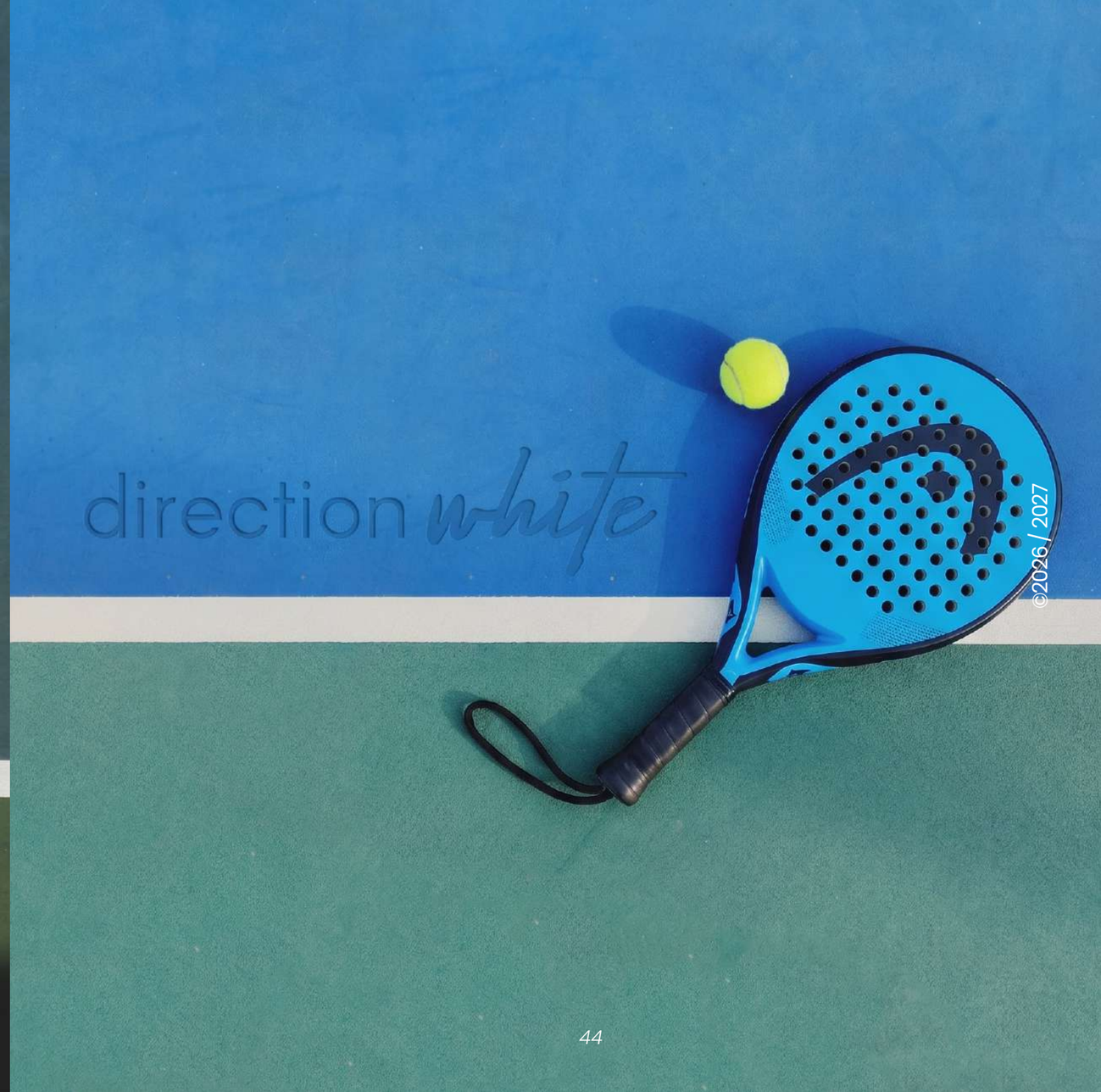
PADEL COURT

Direction White integrates movement naturally into everyday coastal living through a series of sports and wellness experiences designed around energy and community.

The three padel courts become active social spaces throughout the season, bringing together sport, connection, and an elevated outdoor lifestyle experience within the destination.

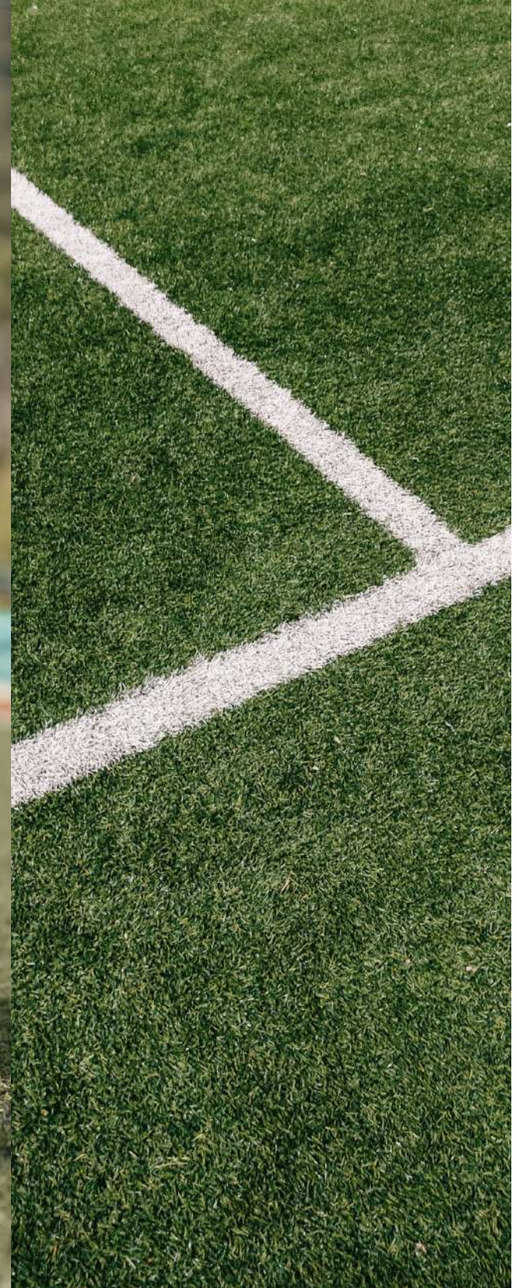
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FOOTBALL COURTS

The football courts extend the destination's active living experience through professionally designed spaces built for both casual play and organized activities.

Integrated naturally within the masterplan, they create another layer of movement and community within Direction White's lifestyle-driven environment.

& SPORTS FACILITIES

For all health and wellness enthusiasts, we provide a fully fledged sports facility with a highly equipped gym and sports courts with international standards. From football fields and tennis courts to padel tennis and everything in between, our sports facility will be a place for both adults and kids to enjoy.

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COMMERCIAL DISTRICT

Located outside the compound, the commercial district expands the Direction White experience into a complete lifestyle destination that remains active beyond the shoreline itself.

The destination becomes an extension of the overall lifestyle, creating a space where residents and visitors naturally gather throughout the season.





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WHITE
HOSPITALITY

Direction White's hospitality experience is anchored by the InterContinental Hotel and Azur White Resort, creating a destination where elevated stays, coastal living, and curated experiences exist seamlessly together.

The hospitality offering introduces a more complete lifestyle experience into the destination, allowing residents and guests to move naturally between leisure, wellness, dining, social experiences, and the shoreline itself.

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INTERCONTINENTAL
HOTELS & RESORTS

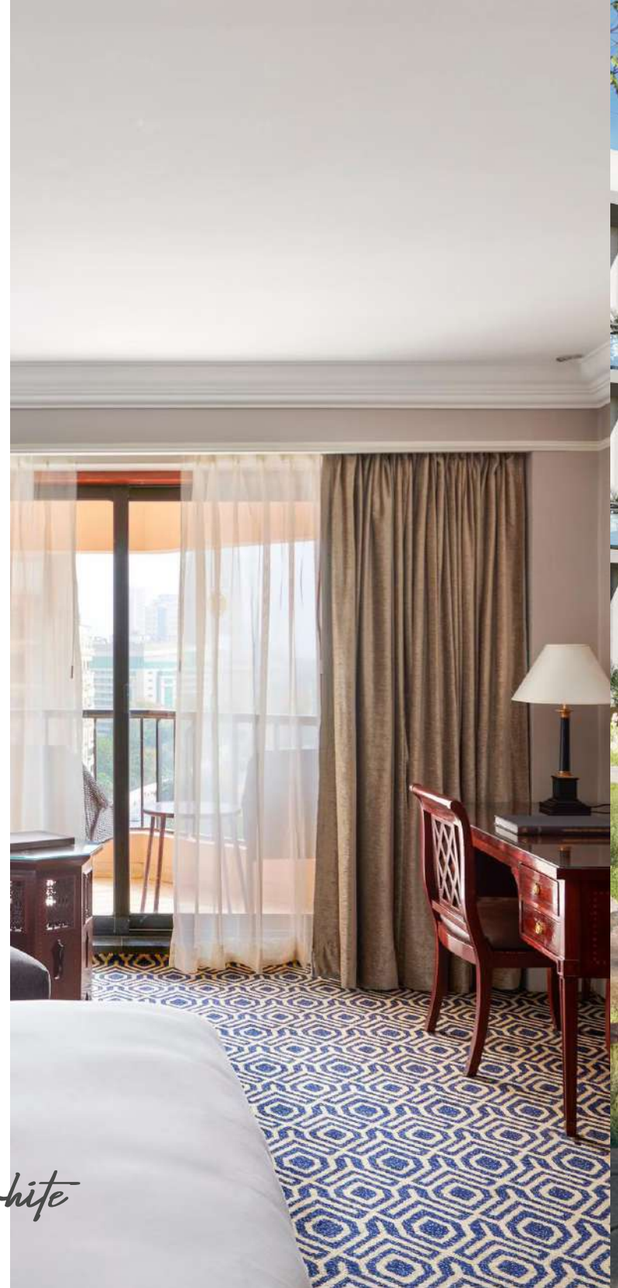
The InterContinental Hotel introduces internationally recognized hospitality into the heart of Direction White.

Designed around refined service, elevated stays, and seamless coastal comfort, the hotel enhances the destination through a hospitality experience that reflects the same effortless rhythm and understated elegance that defines the overall project.

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Azur white RESORT

Azur White brings a more immersive resort experience into Direction White.

Defined by open horizons, slower days, and a hospitality atmosphere shaped entirely around the sea. More than a resort, Azur White becomes part of the lifestyle itself.


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UP TO

50M
ABOVE SEA LEVEL

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Direction White is designed in a way to allow a view of the sea from every single point of the project with the highest point being at 50 meters from sea level.

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VIEWS, ALL *SUMMER.*

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LIVE
SERINITY.
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POOL AREA
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IVORY KING



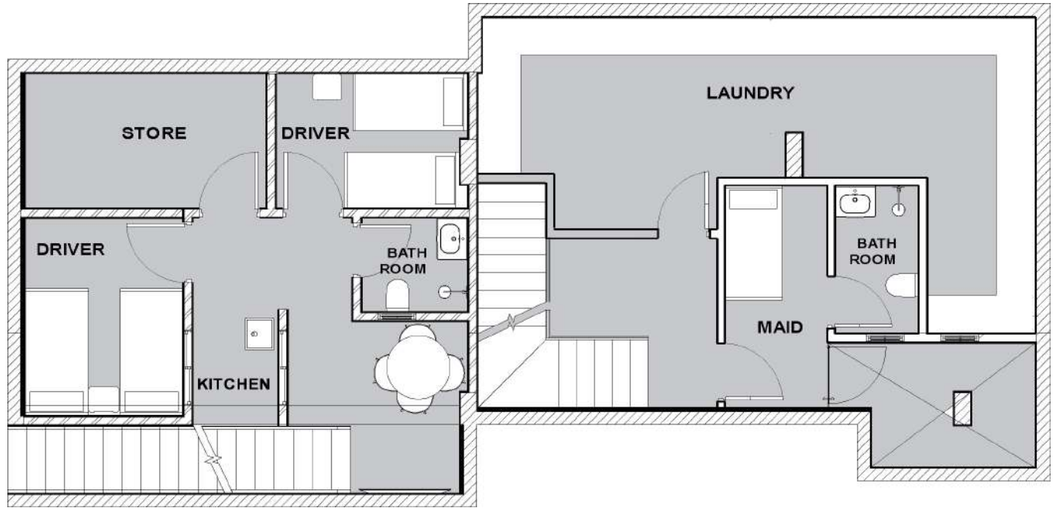
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BASEMENT FLOOR.



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GROUND FLOOR



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ROYALE



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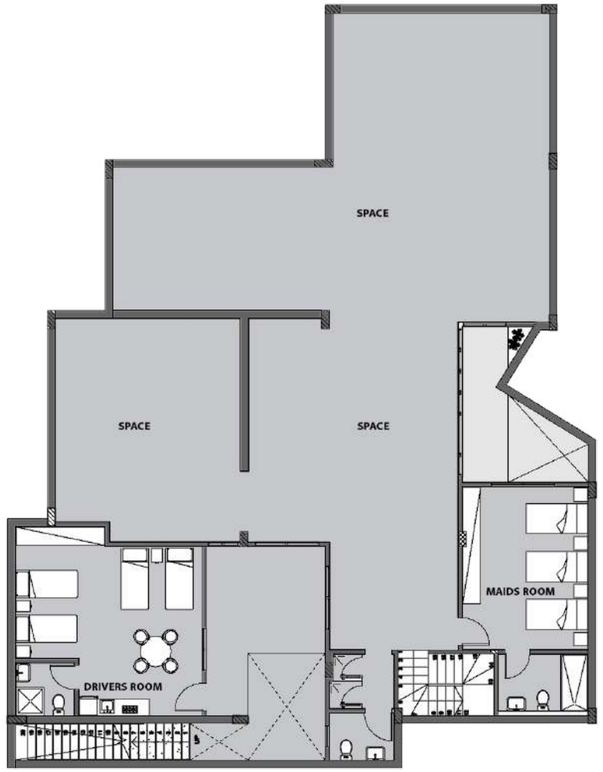


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BASEMENT

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MOONSTONE



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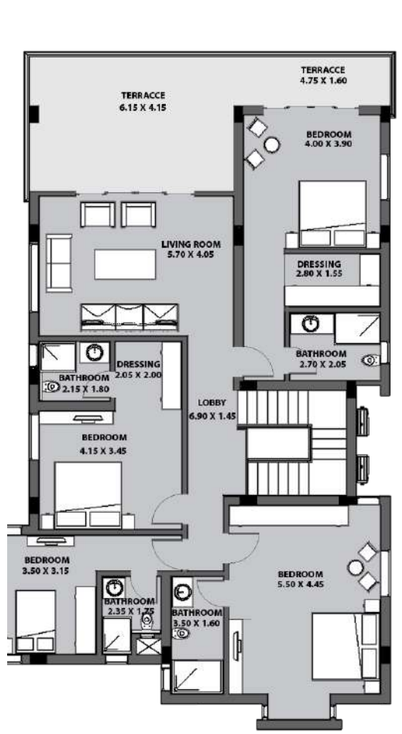
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A WHITE SUMMER SEASON



GROUND FLOOR



FIRST FLOOR

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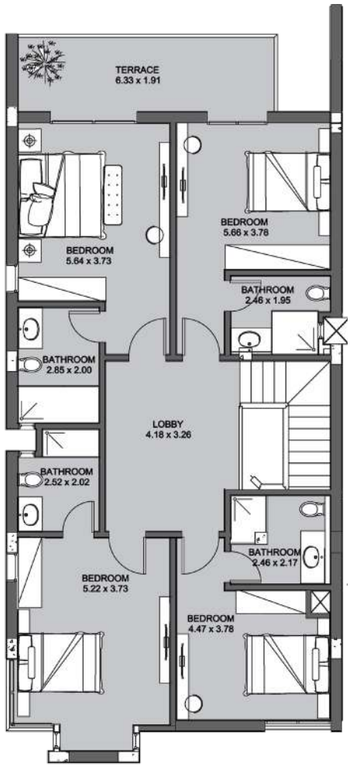
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GROUND FLOOR



FIRST FLOOR

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(G+1) CHALETS

ENJOY A LIFESTYLE OF LUXURY IN OUR BRANDED CHALETS DESIGNED TO GIVE YOU THE BEST COASTAL LIVING EXPERIENCE.

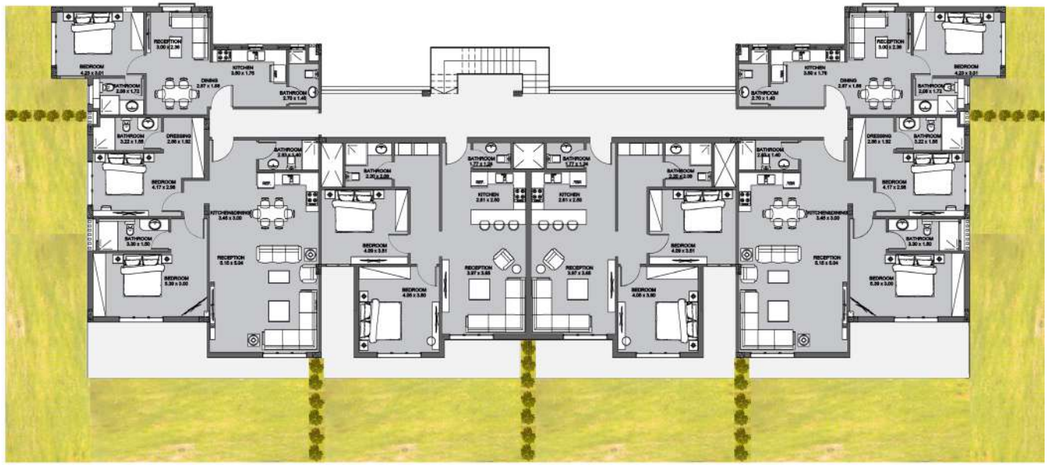


THIS SEASON
IS OURS

SUMMER
WITH WHITE

A WHITE SUMMER
SEASON

GROUND FLOOR
CHALET.



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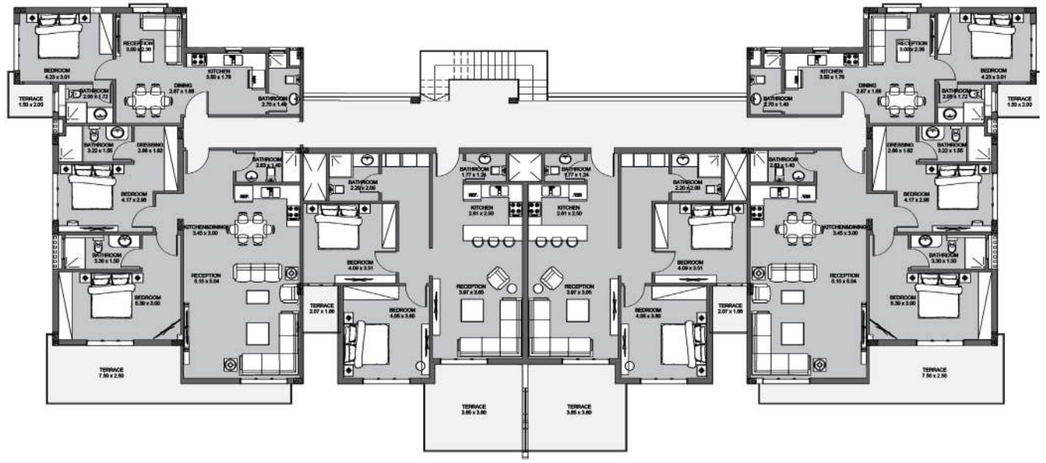
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A WHITE SUMMER
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FIRST FLOOR
CHALET.



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(G + 1) WATER CREST CHALETS



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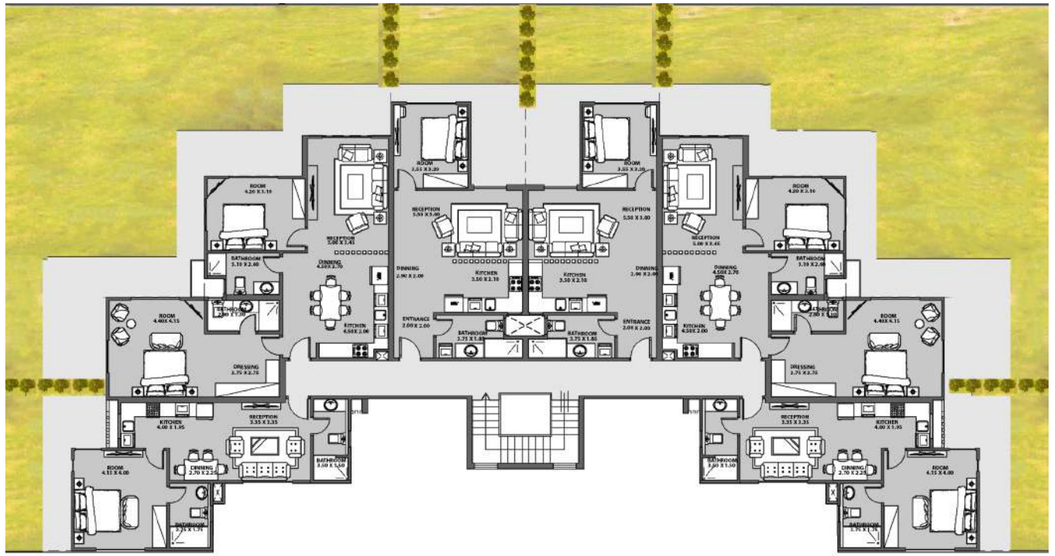
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A WHITE SUMMER SEASON

SUMMER WITH WHITE

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GROUND FLOOR
CHALET.



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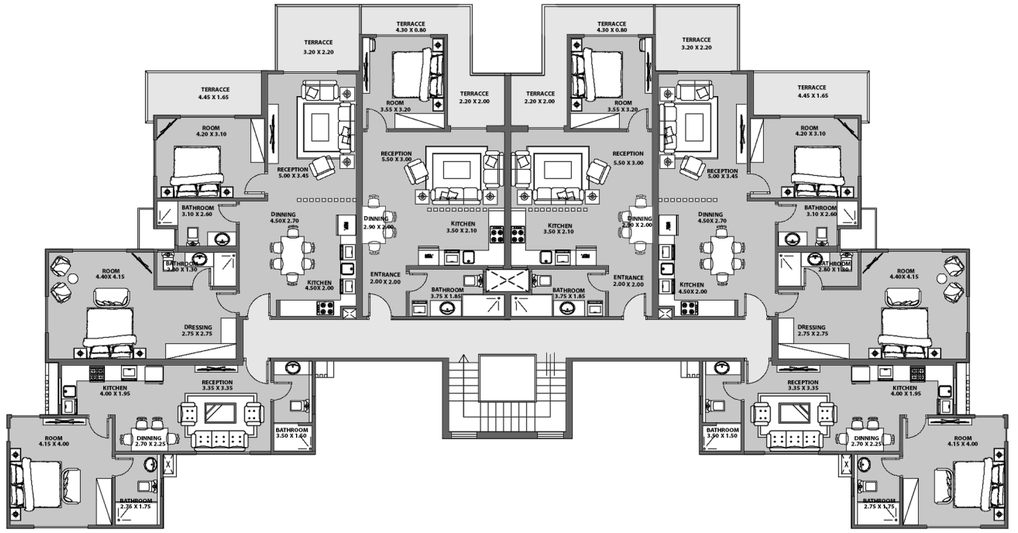
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A WHITE SUMMER SEASON

SUMMER WITH WHITE

THIS SEASON IS OURS

FIRST FLOOR
CHALET.



direction white

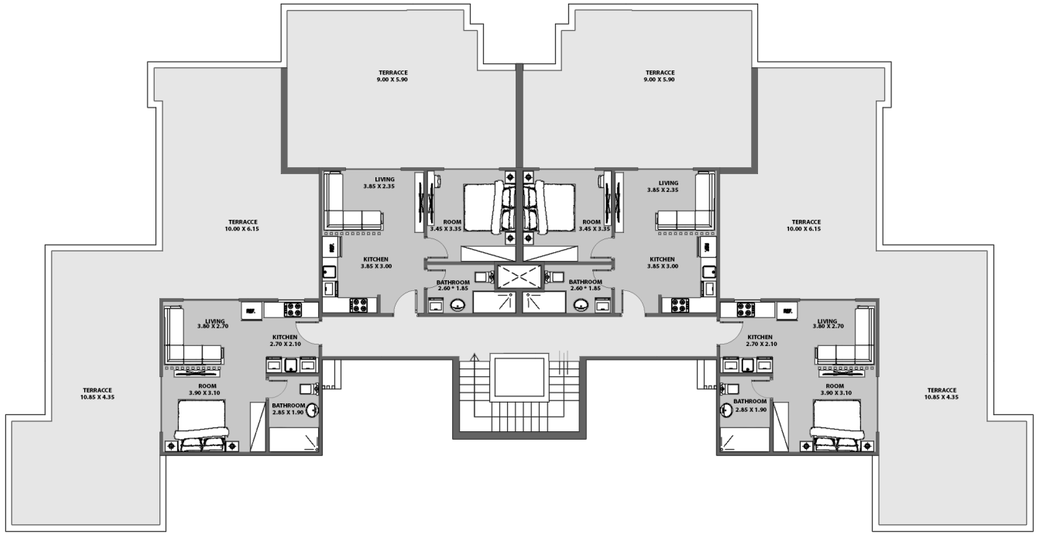
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SEASON

SUMMER
WITH WHITE

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ROOF FLOOR
CHALET.



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(G+2) CHALETS

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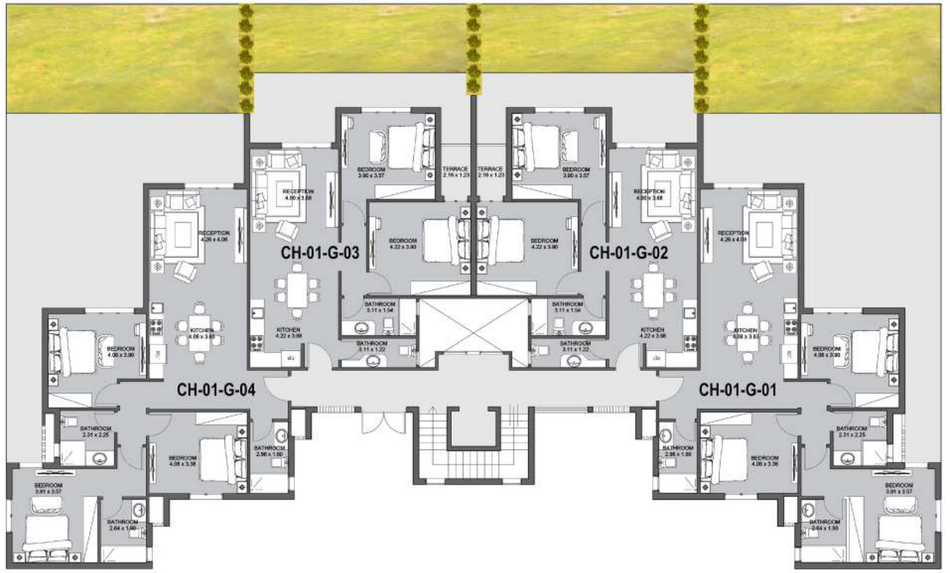
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GROUND FLOOR
CHALET.



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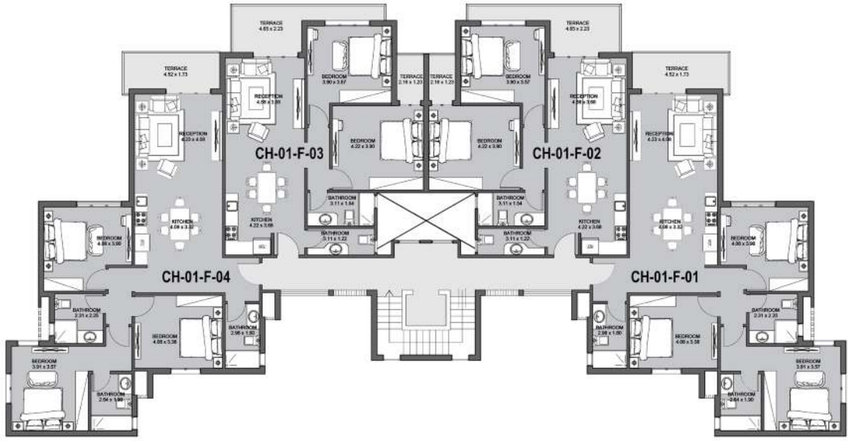
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A WHITE SUMMER SEASON

SUMMER WITH WHITE

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FIRST FLOOR
CHALET.



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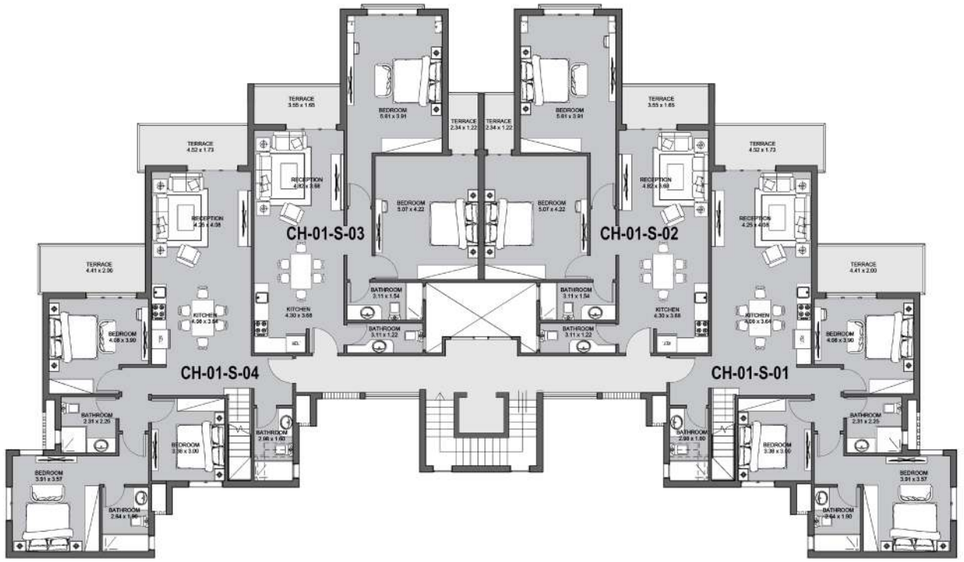
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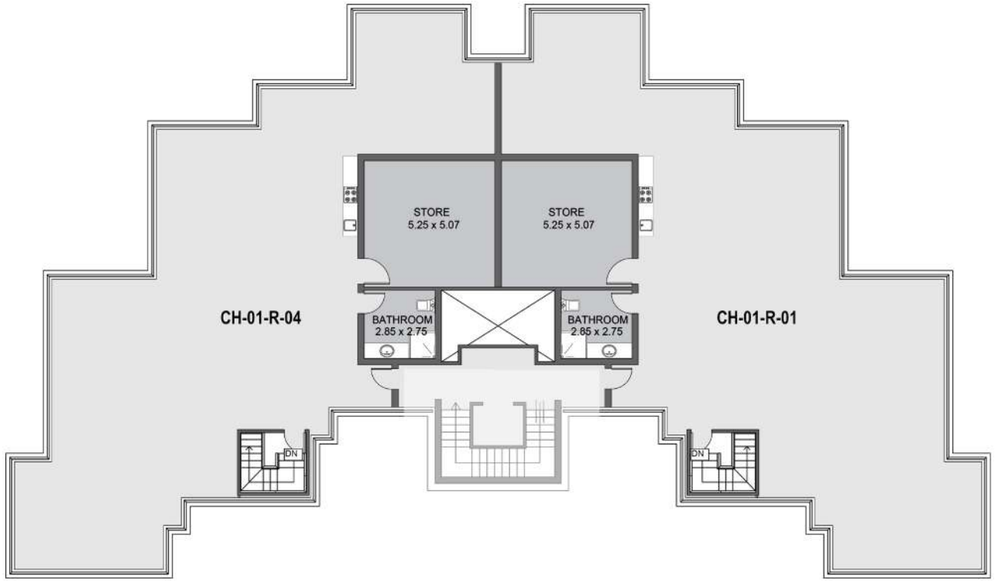
SECOND FLOOR
CHALET.

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TOWNHOUSES (TYPE A)

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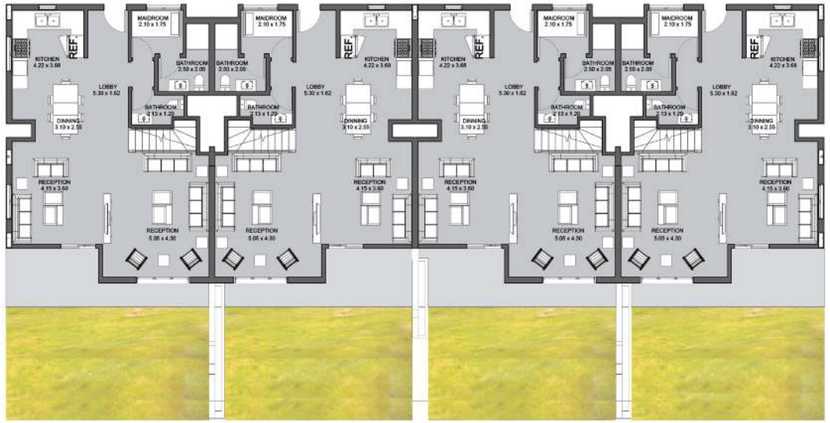
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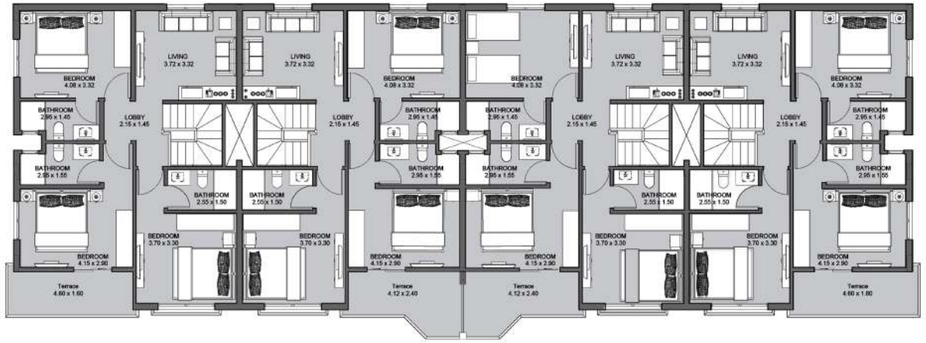
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3-4 BEDROOM
TOWNHOUSE





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TOWNHOUSES (TYPE B)



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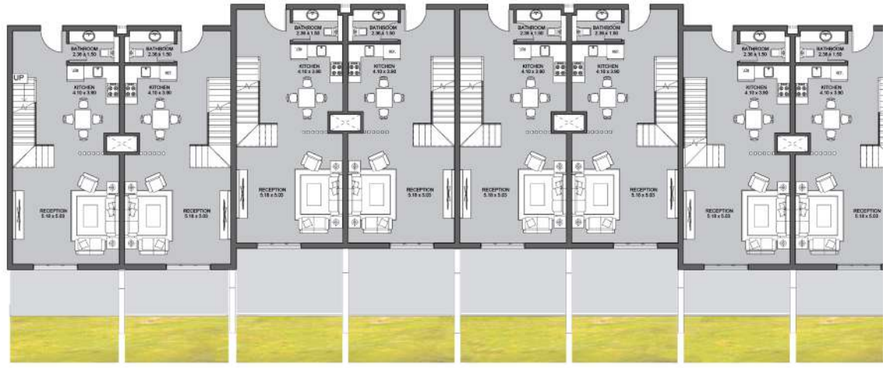
ENJOY A LIFE OF PRIVACY AND COMMUNITY CONNECTEDNESS IN OUR BRANDED TOWNHOUSES.

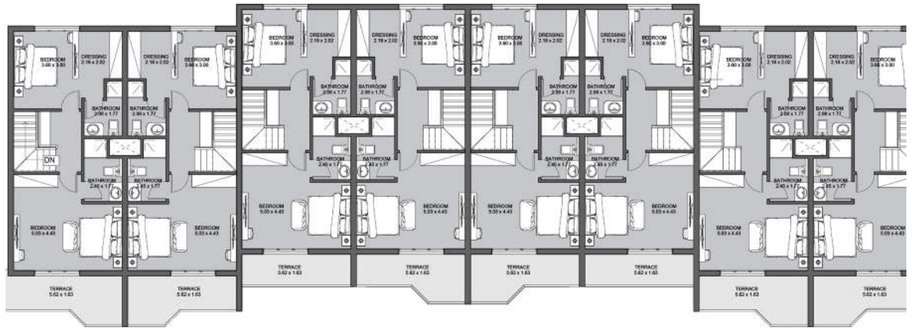
2 BEDROOM
TOWNHOUSE

A WHITE SUMMER SEASON

SUMMER WITH WHITE

THIS SEASON IS OURS





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OYSTER LOFTS

A WHITE SUMMER SEASON

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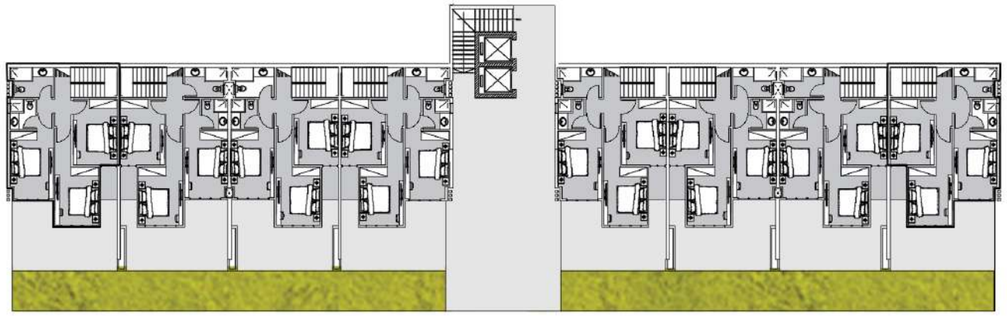


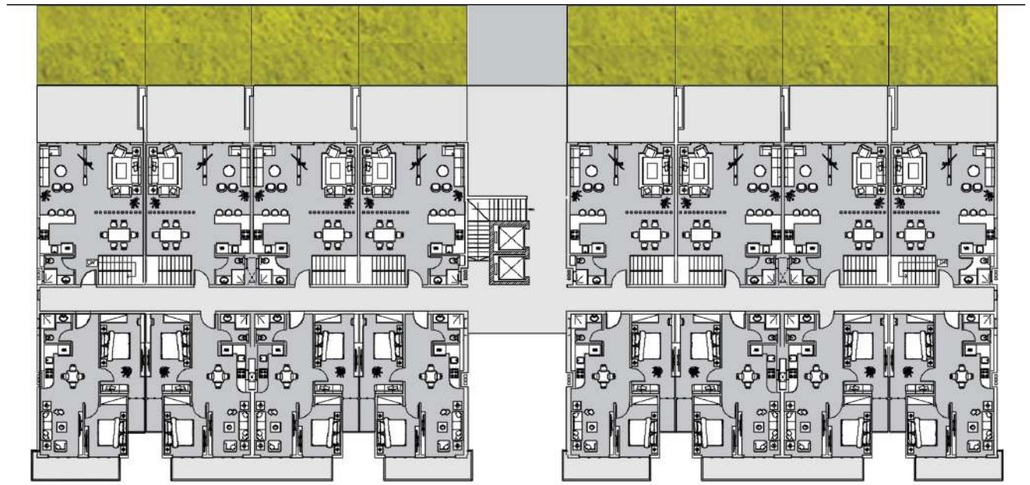
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ENJOY A LIFE OF PRIVACY AND COMMUNITY CONNECTEDNESS IN OUR BRANDED TOWNHOUSES.

GROUND FLOOR
DUPLEX.

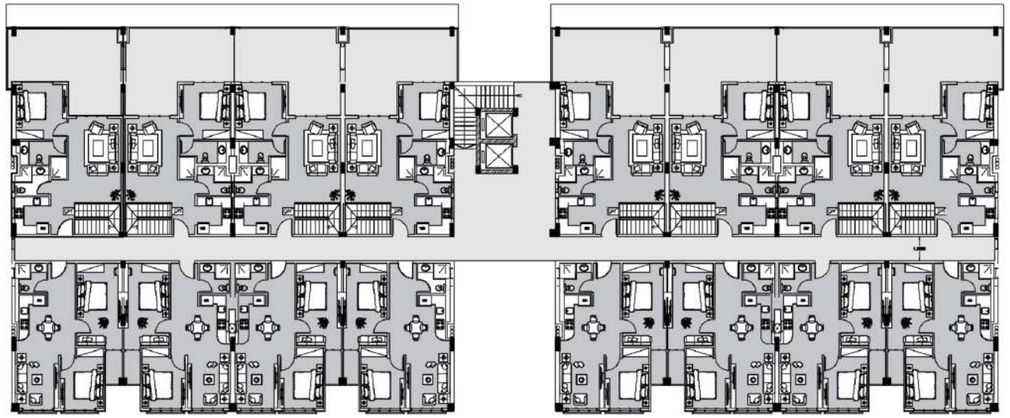




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SUMMER WITH WHITE
A WHITE SUMMER SEASON

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FIRST FLOOR
DUPLEX.



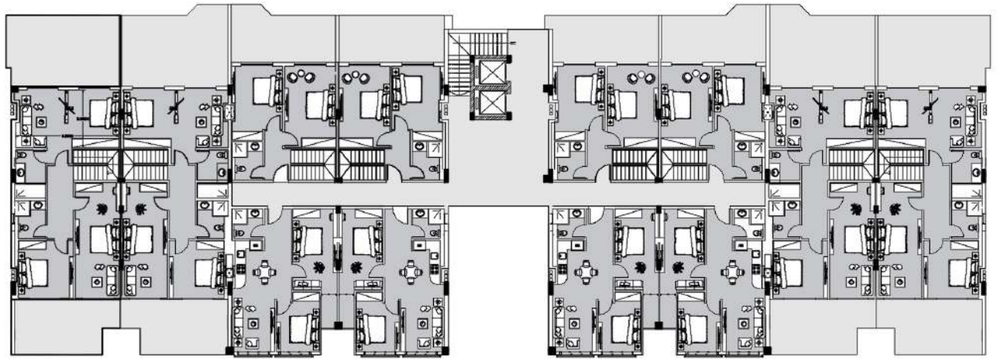
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THIS SEASON IS OURS

SUMMER WITH WHITE

A WHITE SUMMER SEASON

SECOND FLOOR DUPLEX.



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VELOUR LOFTS



A WHITE SUMMER SEASON

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ENJOY A LIFE OF PRIVACY AND COMMUNITY CONNECTEDNESS IN OUR BRANDED TOWNHOUSES.

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GROUND FLOOR
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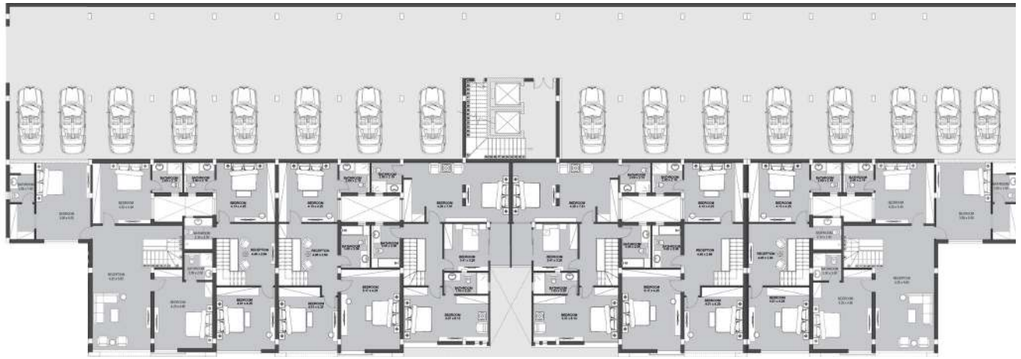
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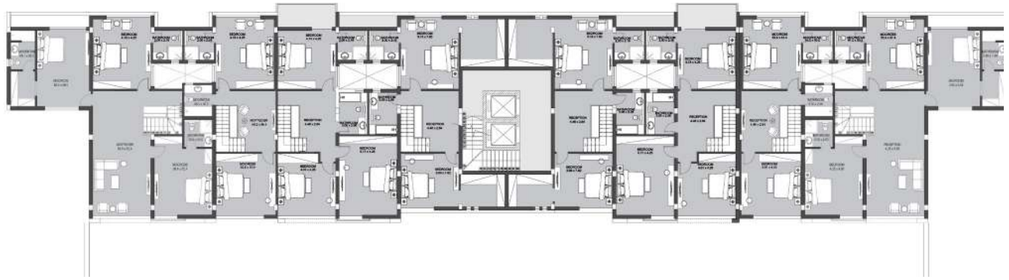
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SECOND FLOOR DUPLEX.



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THIRD FLOOR
DUPLEX.



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A WHITE SUMMER SEASON

SUMMER WITH WHITE

THIS SEASON IS OURS

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We collaborated with **Longe Black,** Egypt's most luxurious personal branding firm, to create the ultimate branded experience with royal branded units. In Ivory, you get to indulge in the royal life with your home being specifically tailored with your name and every detail branded and relating to **Direction White.**

LONGEBLACK

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