THE QUE

17654

RETAIL | F&B | MEDICAL | OFFICES

BY MURTAQA



ELEVATING EVERYDAY EXPERIENCES

[Creating Experiences That Bring People Together]

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MURTAQA
BUILT WITH A DIFFERENT MINDSET

ABOUT MURTAQA



Where Purpose Shapes Every Space

Murtaqa was founded on a simple belief: meaningful spaces begin with intention. Rather than building for occupancy alone, Murtaqa creates environments designed around the people who will experience them.

Every project is approached as an opportunity to shape how people connect, move, work, and spend their time. From the earliest concept to the finest detail, each development is guided by a commitment to thoughtful design, functionality, and long-term relevance.

The result is not simply a collection of buildings, but destinations that become part of everyday life.

ABOUT MURTAQA

MISSION

To create spaces where design, function, and experience come together to support the rhythm of modern living.

VISION

To develop environments that go beyond occupancy places that inspire connection, elevate experiences, and remain meaningful for generations to come.



THE STORY BEHIND THE QUE

[Inspired By Elevation]

Some destinations are built.
Others are discovered.

THE QUE draws inspiration from the timeless beauty of the Mediterranean hillsides, where architecture follows the landscape rather than reshaping it.

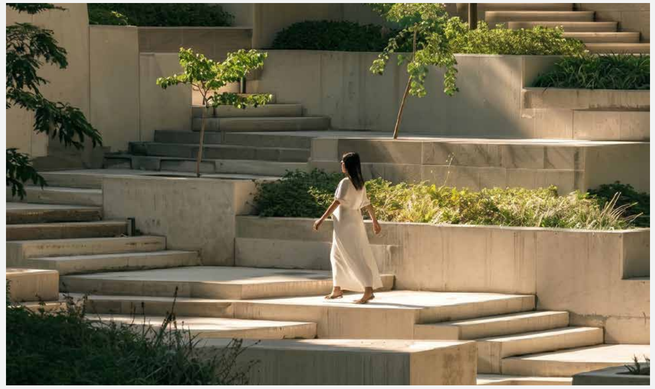


THE STORY BEHIND THE QUE



Like the iconic villages of Santorini, where every level unveils a new view a new atmosphere, and a new experience, THE QUE embraces the site’s natural topography to create a destination unlike anything else in New Cairo.

Instead of a single ground floor, the experience unfolds across four cascading levels.



THE STORY BEHIND THE QUE

Each terrace carries its own identity.
Each pathway reveals a new perspective.
Each arrival feels like a destination of its own.

As visitors move through landscaped plazas, vibrant cafés, rooftop terraces, and panoramic gathering spaces, the experience becomes more than a visit.





It becomes a journey. A journey shaped by architecture.
Guided by discovery. Elevated by unforgettable moments.
At THE QUE, the destination is not where you arrive.
It is everything you experience along the way.

ARCHITECTURE

ELEVATING EVERYDAY EXPERIENCES



[Designed By]

Raef Fahmy Architects

One of Egypt’s most respected architectural practices.
THE QUE transforms a natural slope into an architectural statement.
Rather than imposing itself on the landscape, the design works in harmony with it, creating four interconnected levels that flow naturally from one experience to the next.

Defined by contemporary forms, premium materials, open-air public spaces, and rooftop destinations, the project establishes a distinctive identity that is instantly recognizable.
The result is architecture that is not only seen, but experienced.

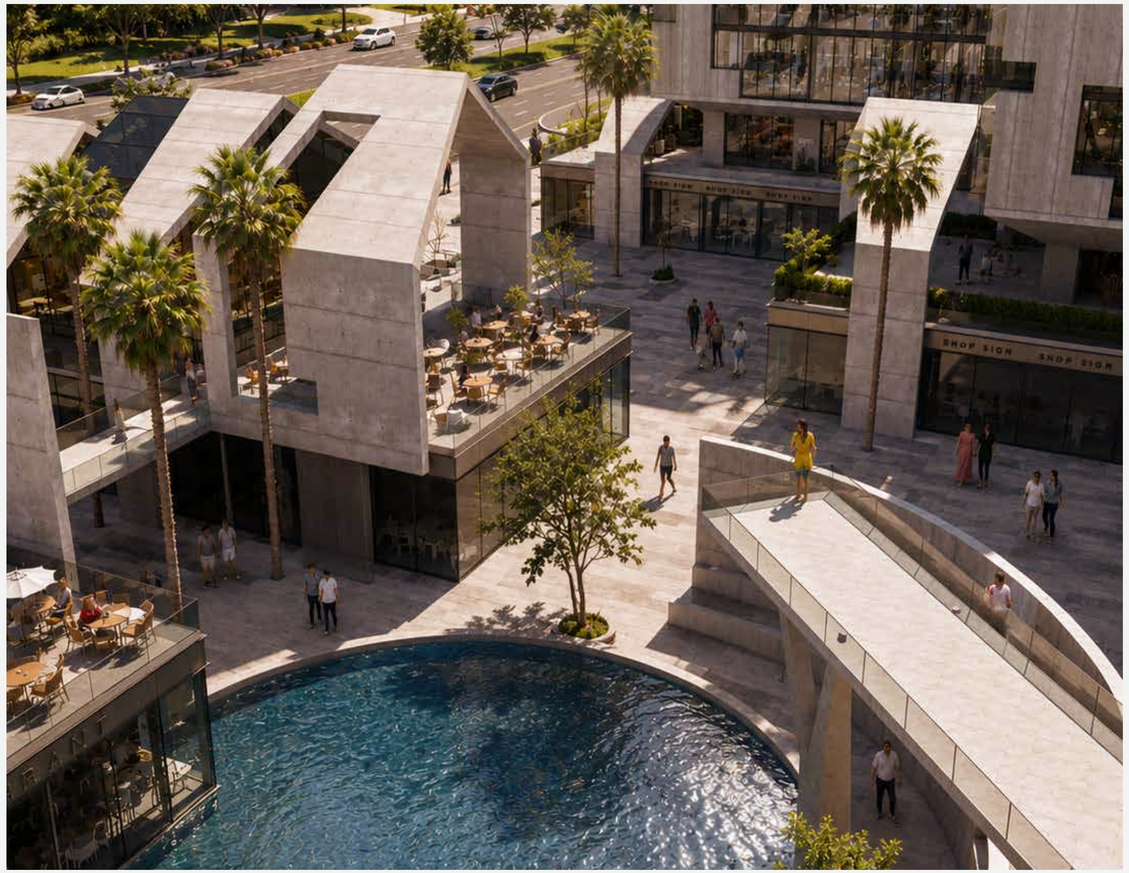
ARCHITECTURE

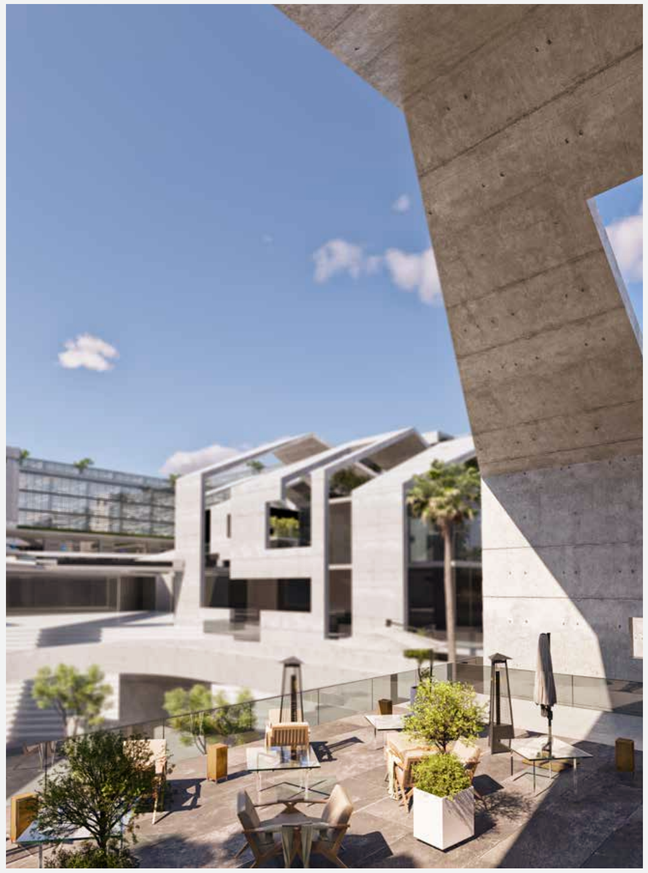
ELEVATING EVERYDAY EXPERIENCES



ARCHITECTURE

ELEVATING EVERYDAY EXPERIENCES







LOCATION



[At The Heart of]

New Cairo

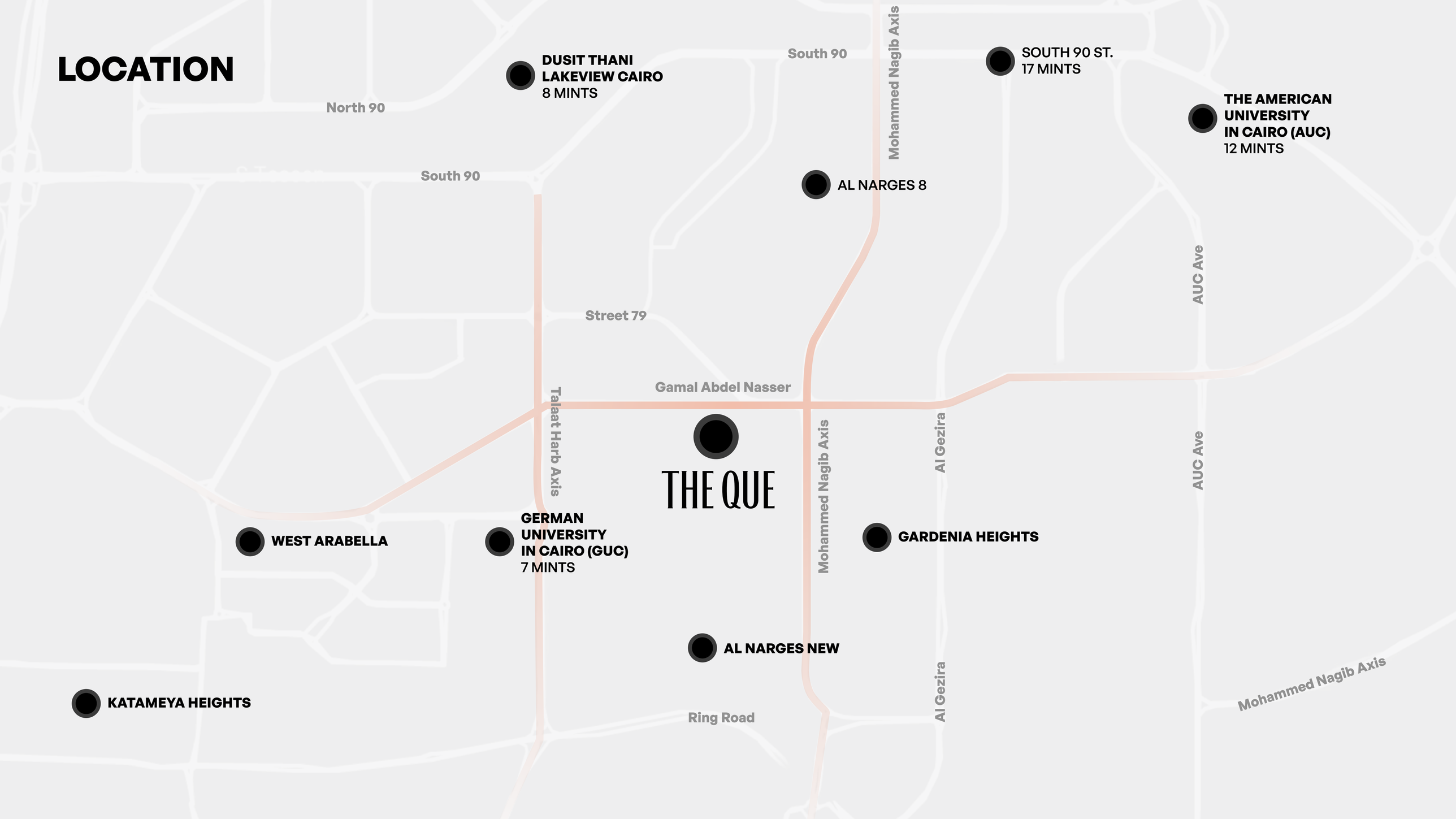
Strategically positioned on Gamal Abdel Nasser Axis,

THE QUE enjoys approximately 180 meters of direct frontage along one of New Cairo’s most prominent corridors.

Connecting New Cairo, the New Administrative Capital, and surrounding residential communities, the project benefits from exceptional visibility, accessibility, and daily movement.

Surrounded by established neighborhoods and growing commercial activity, THE QUE occupies a location where demand already exists and opportunity continues to grow.

LOCATION

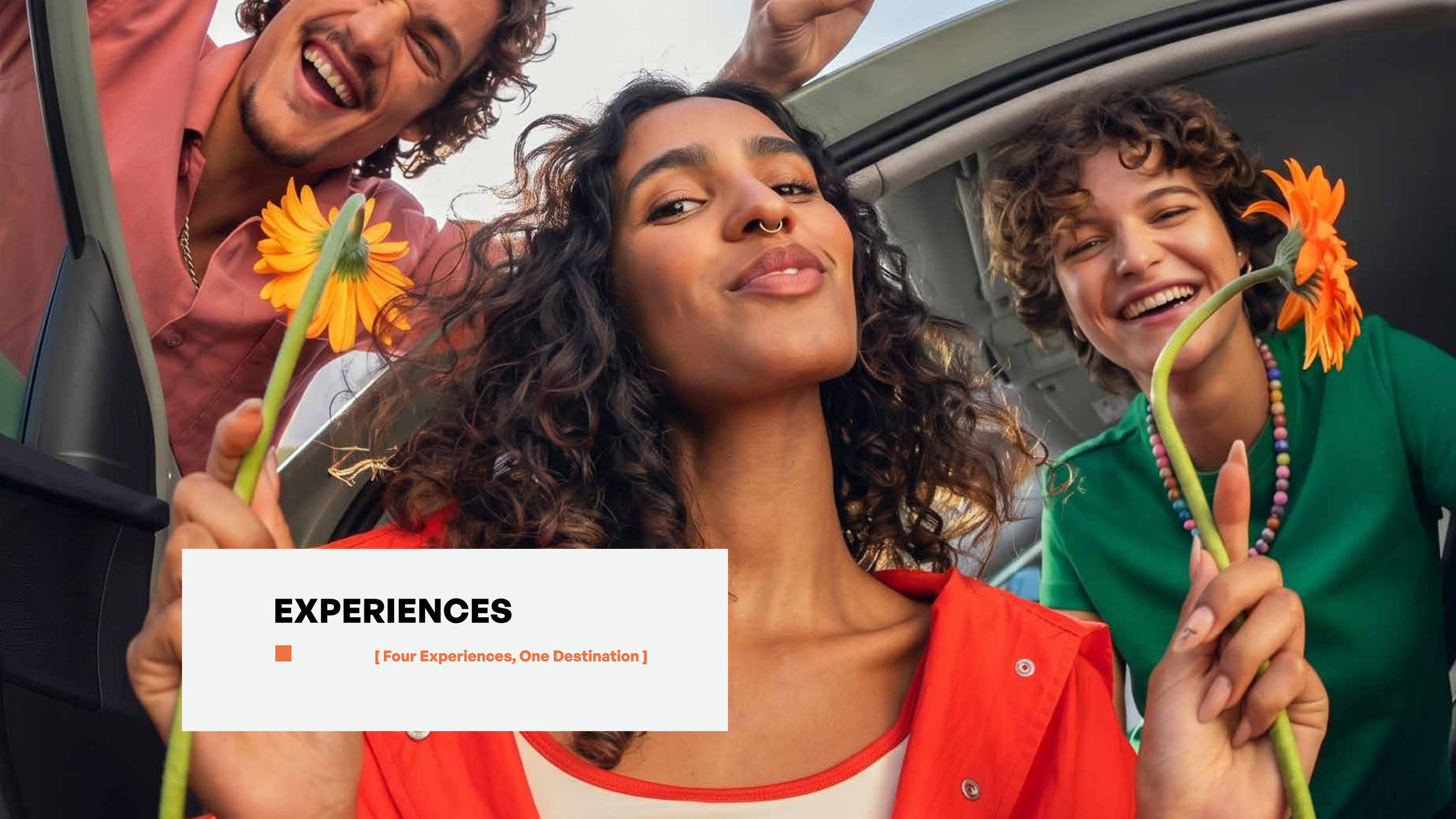

DUSIT THANI
LAKEVIEW CAIRO
8 MINTS
South 90
Mohammed Nagib Axis
SOUTH 90 ST.
17 MINTS
North 90
THE AMERICAN
UNIVERSITY
IN CAIRO (AUC)
12 MINTS
South 90
AL NARGES 8
AUC Ave
Street 79
Gamal Abdel Nasser
Talaat Harb Axis
THE QUE
Mohammed Nagib Axis
Al Gezira
AUC Ave
WEST ARABELLA
GERMAN
UNIVERSITY
IN CAIRO (GUC)
7 MINTS
GARDENIA HEIGHTS
AL NARGES NEW
Al Gezira
Mohammed Nagib Axis
KATAMEYA HEIGHTS
Ring Road

PROJECT HIGHLIGHTS

30K m^2	Total Plot Area
180 m	Direct Frontage
1,010	Parking Spaces
+44 %	Above Parking Requirement
4	Different Elevation
6	Mixed-Use Buildings
7	Standalone F&B Buildings
4	Parking Levels

The Numbers Behind The Destination

Designed to support a vibrant, year-round destination experience.



EXPERIENCES

[Four Experiences, One Destination]

EXPERIENCES





01 Retail

A carefully curated retail environment designed to maximize visibility, engagement, and brand presence.

02 Food & Beverage

Distinctive dining concepts, social spaces, and rooftop experiences that bring people together throughout the day and into the evening.

Four Experiences,
One Destination

EXPERIENCES





03 Medical

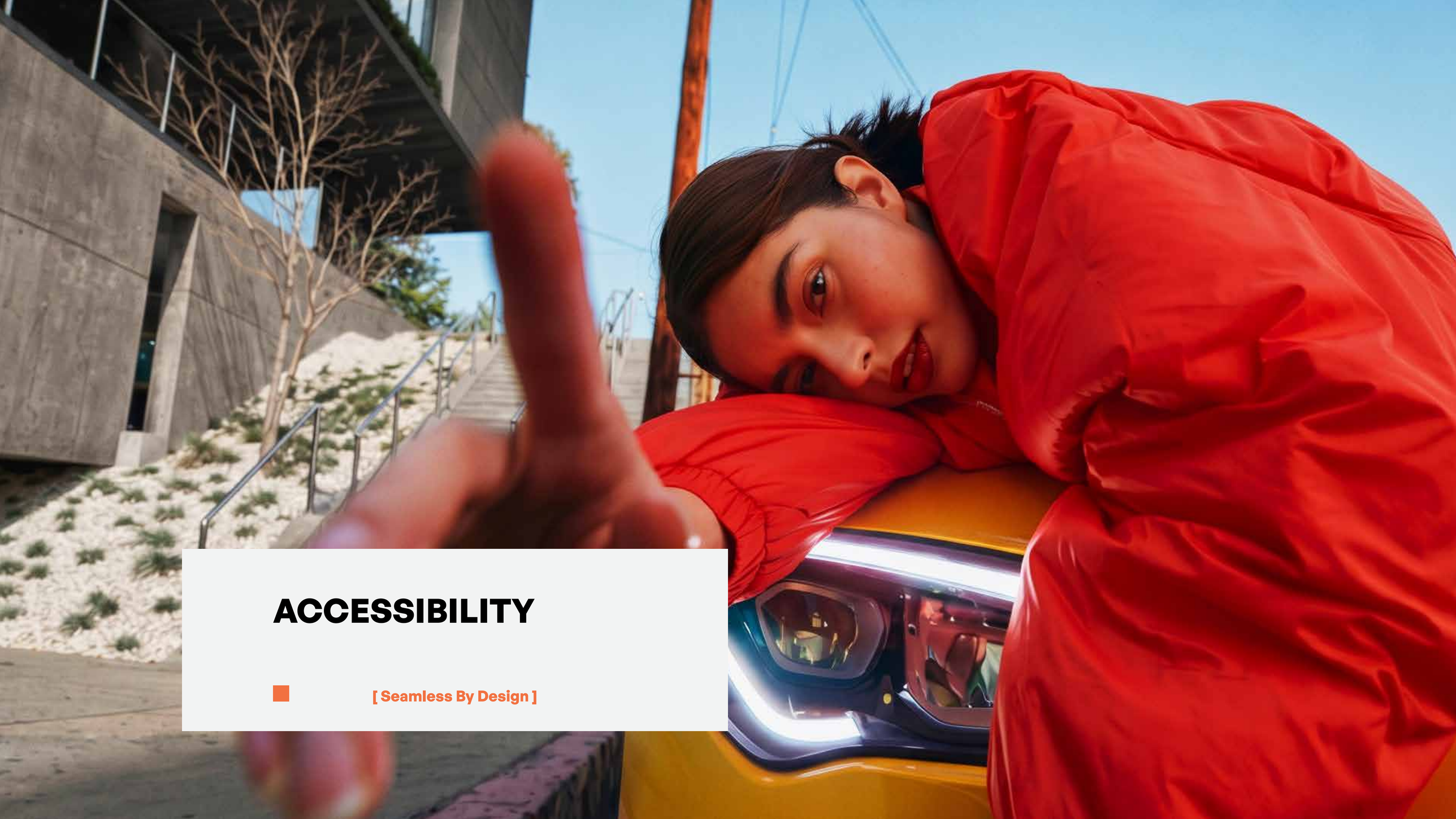
Premium healthcare environments offering accessibility, convenience, and a destination worthy of leading practitioners.

04 Offices

Contemporary workspaces for ambitious businesses seeking a prestigious address and inspiring surroundings.

Four Experiences, One Destination

Together, these experiences create a destination that remains active, vibrant, and connected throughout the day.



ACCESSIBILITY

[Seamless By Design]

ACCESSIBILITY



Seamless By Design

Convenience is built into every aspect of THE QUE.

[1,010] Parking Spaces
[4] Dedicated Parking Levels
Direct Vertical Access
Multiple Entry & Exit Points

A continuous pedestrian spine and elevated bridges connect all experiences, allowing visitors to move effortlessly between destinations while enjoying the journey itself.

Partners

Behind The Vision

THE QUE brings together a distinguished team of architects, consultants, engineers, and specialists united by a shared commitment to excellence.

Every partner has been selected for their expertise, experience, and ability to contribute to a destination designed to set a new benchmark for lifestyle developments in New Cairo.

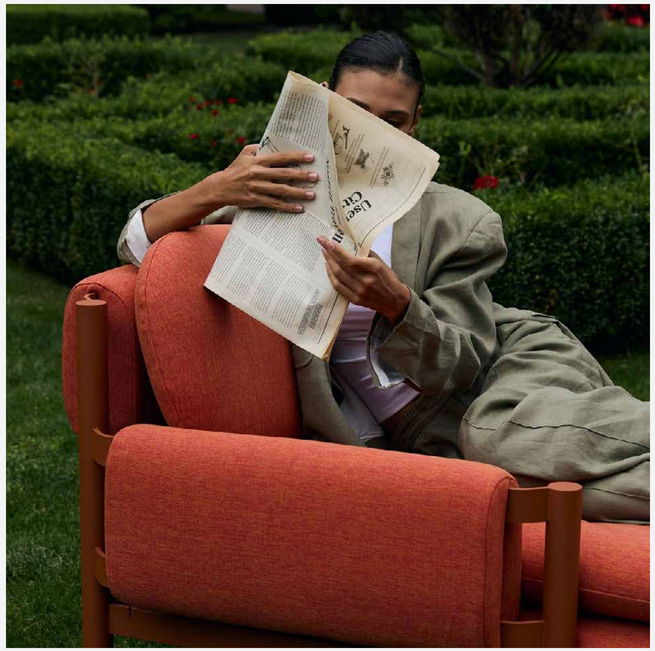
Architecture [Raef Fahmy Architects]

Additional partners to be announced.





THE ESSENCE



Beyond A Destination

THE QUE is more than a place to shop, dine, work, or meet. It is a destination shaped by movement, inspired by elevation, and designed around people. A place where architecture creates experiences.

Where every level tells a different story.
And where every visit becomes
a memorable journey.



MASTERPLAN

[Four Destinations, , One Journey]

MASTERPLAN

Four Destinations,
One Journey



BY MURTAQA

MASTERPLAN

Four Destinations,
One Journey



BY MURTAQA

MASTERPLAN

Building **E**

Level [01] The Boulevard
Level [02] The Social Terrace
Level [03] The Bridge Experience
Level [04] The Rooftop Collection

Each level introduces a different atmosphere, creating a continuous journey of discovery and elevating the traditional commercial experience into something far more memorable.

Ground Floor



Typical Floor (1-2-3)



Fourth Floor



MASTERPLAN

Four Destinations,
One Journey



BY MURTAQA

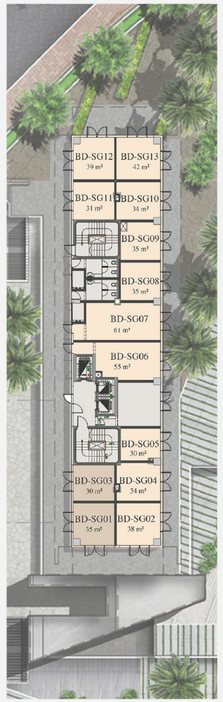
MASTERPLAN

Building **D**

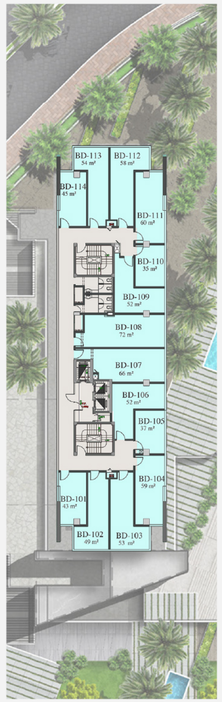
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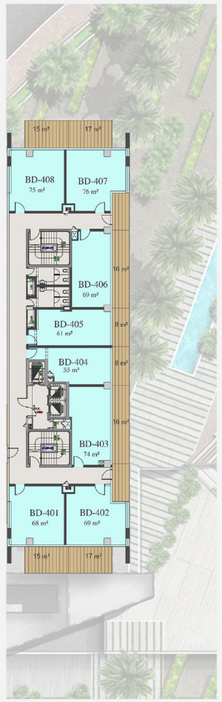
Ground Floor



Typical Floor (1-2-3)



Fourth Floor



CONTACT US

[THE QUE Creating Experiences That Bring People Together]

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