MIDLANE

BY urbnlanes

2024

II



A DESIRE TO GROW

OUR HISTORY

AFTER CREATING A DISTINGUISHED FOUNDATION IN KUWAIT, OVER 100 PROJECTS, 20 TOWERS AND 3 CITIES. WE DECIDED TO FURTHER EXPAND IN THE MENA REGION STARTING WITH EGYPT, WITH A GREAT DEAL OF PHENOMENAL PROJECTS ON THE HORIZON.

BOTH IN CAIRO AND ALL OVER EGYPT, BUILDING AND CONSTRUCTING WITH HIGH QUALITY MATERIALS, WHILE ALSO DELIVERING BEFORE DEADLINES WAS OUR EDGE, AND THE MAIN REASON IS FIRST GROUP THE LEADING GENERAL CONTRACTING IN KUWAIT.

A LEGACY THAT STARTED 36 YEARS AGO
AND CONTINUES TO INSPIRE THE WORLD

EMEEL ABDALLA INVESTMENTS

FIRST GROUP
For General Trading & Contracting

A GLIMPSE OF OUR LEGACY



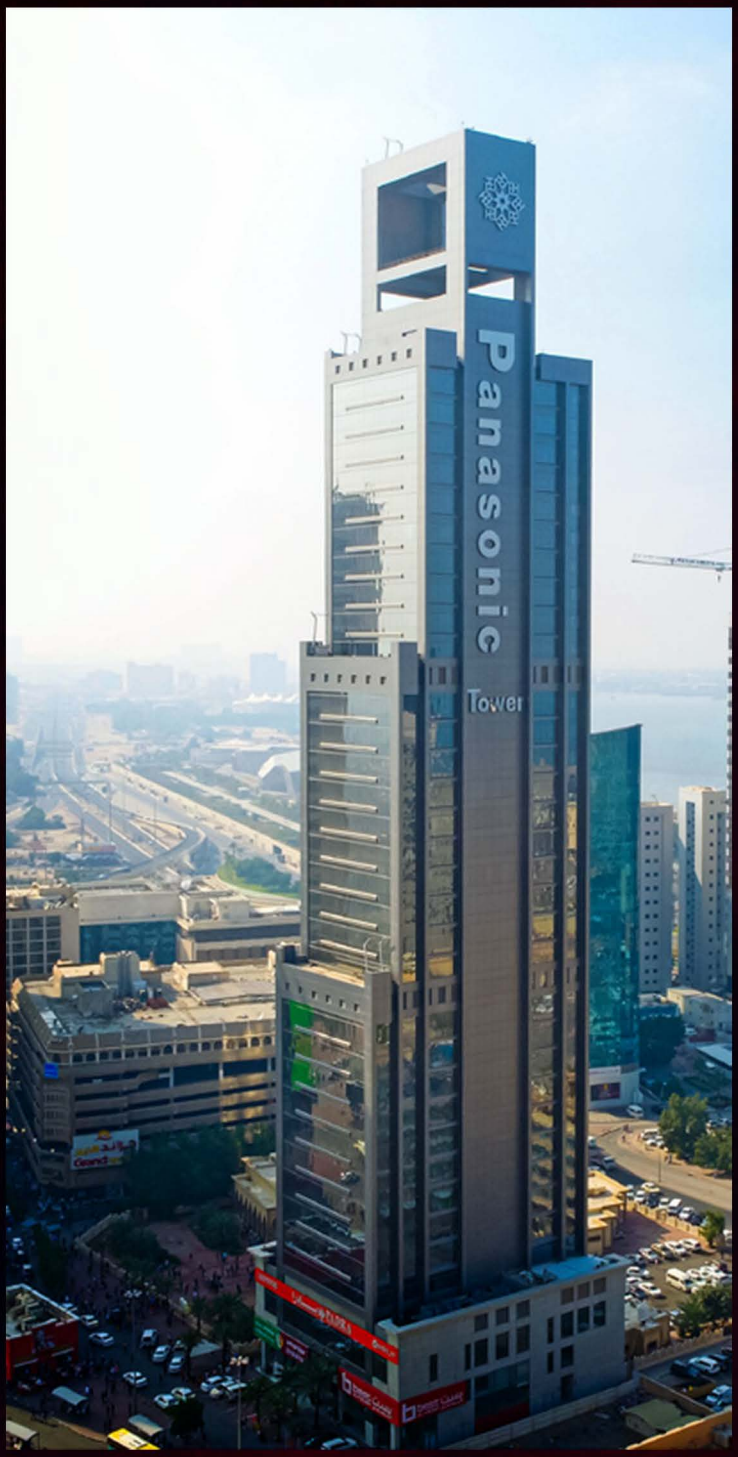
Shadadiyah University

Start Date 2017 End Date 2019



Aum

Start Date 2017 - End Date 2021



Panasonic Tower - Kuawit 2009

A GLIMPSE OF OUR LEGACY



Levels Tower - Kuwait

Start Date 2015 End Date 2018



Hessa Mubarak Tower

Start Date 2020 End Date 2023


urbnlanes



ABOUT urbnlanes

Urbnlanes, a real estate development company and a proud member of Emeel Abdalla Investments, is dedicated to delivering exceptional projects based on a rich foundation of diverse experiences spanning several years. Specializing in meeting and exceeding expectations.

Urbnlanes is committed to the successful execution of projects that seamlessly blend functionality and aesthetics.

A MEMBER OF EMEEL ABDALLAH INVESTMENTS

PREVIOUS PROJECTS

yellow LANE

East Lane

CROWN residence

Levels business tower

yellow residence

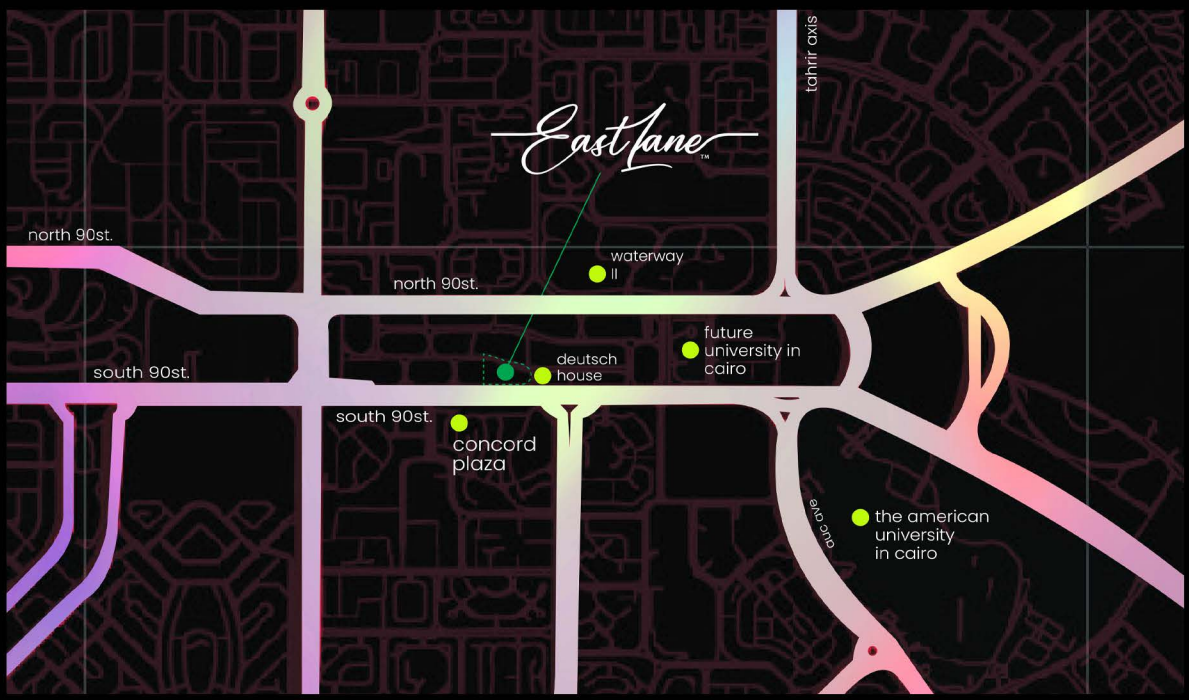
New Cairo

East Lane™

Bold for the boldest

EastLane is constituted of 2 commercial floors and 3 administrative floors with an investment of 2 Billion Egyptian Pounds.

AN ADMINISTRATIVE & COMMERCIAL SPACE BASED IN THE HEART OF NEW CAIRO



Overlooking South 90 street,
it is situated right in front of Concord Plaza and next to Deutsch House and Mahmoud El Far supermarket which makes it in the center of a vibrant and active area.

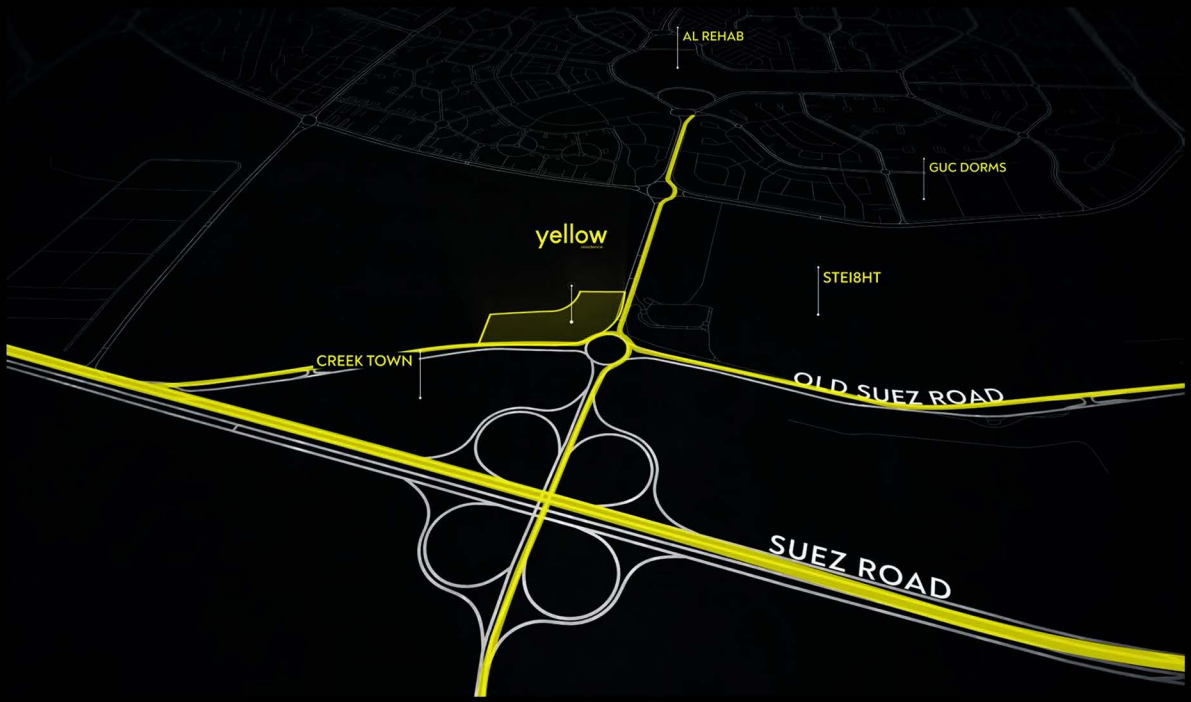


BY urbnlanes


yellow
LANE
BY urbnlanes

LOCATION

A cutting-edge location directly on Cairo-Suez road in New Cairo, granting swift access to the airport, AUC, New Capital, and Al-Rehab City, all within a swift 2-12 minute radius, while being perfectly perched 13 kilometers away from Madinaty.



THE LANE OF YOUTH

NEW CAIRO



BY urbnlanes


yellow
residence
BY urbnlanes



Yellow is a residential compound designed to provide residents with a life of bliss and empower them to reach their higher selves. The architecture and interior design of Yellow are carefully crafted to create a sense of calm and tranquility, with a focus on natural materials and open spaces to allow the community to thrive through an unparalleled experience.

//

WE ARE PEOPLE OF YELLOW

NEW CAIRO



BY urbnlanes

CROWN
residence

CROWNE PLAZA®
HOTELS & RESORTS



BY urbnlanes

NEW CAIRO

WWW.URBNLANES.COM
NEW CAPITAL

INTRODUCING
THE NEW VISION OF
HOSPITALITY

IN
COLLABORATION
WITH
IHG® HOTEL

ADDING ANOTHER LAYER OF GREATNESS TO THE CITY

Royal Treatment

NEW CAIRO



Crown Residence, situated within the esteemed Yellow Residence compound, offers a luxurious serviced apartment experience in collaboration with Crowne Plaza IHG Hotels & Resorts. With meticulously designed apartments, premium amenities, and seamless integration with hotel services, Crown Residence sets a new standard for upscale urban living.

Guests can expect exceptional facilities, personalized service, and a warm, welcoming atmosphere, making it the ultimate destination for both leisure and business travelers seeking comfort and convenience.



Levels Business Tower is an art sculpture that reflects innovation and luxury. It also obtains the latest trends in corporate spaces, allowing all units to have an infinite view of The Green River and the New Capital.

Located at the first row of the Downtown towers,
on the northern axis of Bin Zayed and the Green
River with an open view of the Green River.



5 minutes away from Iconic Tower
3 minutes away from Al Masa Hotel.
3 minutes away from LRT & the monorail
4 minutes away from the Government District
and Egypt Mosque.


MIDLANE

NEW CAIRO

a desire to grow

ADMIN COMMERCIAL CLINICS

MIDLANE IS WHERE DESIRE MEETS PURPOSE.

IN A WORLD FULL OF CONTRASTING VISIONS AND HAZY CHOICES, MIDLANE OFFERS THE RIGHT DESIRES—THE ONES THAT INSPIRE, FIT, AND ELEVATE YOUR LIFE.



A BOLD PRESENCE
2024

DESIRE

A hearts true



It's easy to get caught up in all the noise and distractions, and sometimes it's hard to know which desires are actually worth pursuing.

CLOSER

THAN YOU THINK.

Strategically positioned in the heart of New Cairo's vibrant district, Midlane boasts a prime location that puts it at the epicenter of bustling activity, offers unparalleled accessibility and visibility for both businesses and customers. Directly on the 90 North St and Mohamed Naguib Axis with close proximity to all city's concentrate, Midlane is the new landmark in New Cairo.



6 MINS TO SUEZ ROAD
3 MINS DUSIT THANI HOTEL

9 MINS CAIRO FESTIVAL CITY
5 MINS TO AL REHAB

17 MINS TO NEW ADMINISTRATIVE CAPITAL
15 MINS TO SOKHNA TOLL STATION

12 MINS TO CAIRO AIRPORT
10 MINS TO AUC

BY urbnlanes

IN THE HEART OF THE CITY
THAT NEVER SLEEPS



IT'S FOR THOSE OF US WHO ARE SEARCHING FOR SOMETHING

MORE

a desire to grow.

MIDLANE IS WHERE DESIRE MEETS PURPOSE

Midlane, a magnificent architectural masterpiece, built over 15,000 SQM of land and 85,000 SQM Built Up Area, three basement floors, ground and 5 floors, stands proudly at the heart of New Cairo. Midlane offers a GLA of 20,000 SQM unique blend of retail, entertainment, and dining experiences. With huge 24,000 administrative spaces for offices, clinics and businesses purposes.



WHERE TRUE

DESIRES

COME TO LIFE

ADMIN COMMERCIAL CLINICS



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GROUND FLOOR PLAN

HAFEZ CONSULTANTS
MOHAMED ESSAM HAFEZ
ARCHITECTS • PLANNERS • INTERIOR DESIGNERS

BY urbnlanes

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FIRST FLOOR PLAN

HAFEZ CONSULTANTS
MOHAMED ESSAM HAFEZ
ARCHITECTS • PLANNERS • INTERIOR DESIGNERS

BY urbnlanes



SECOND FLOOR PLAN

HAFEZ CONSULTANTS
MOHAMED ESSAM HAFEZ
ARCHITECTS • PLANNERS • INTERIOR DESIGNERS

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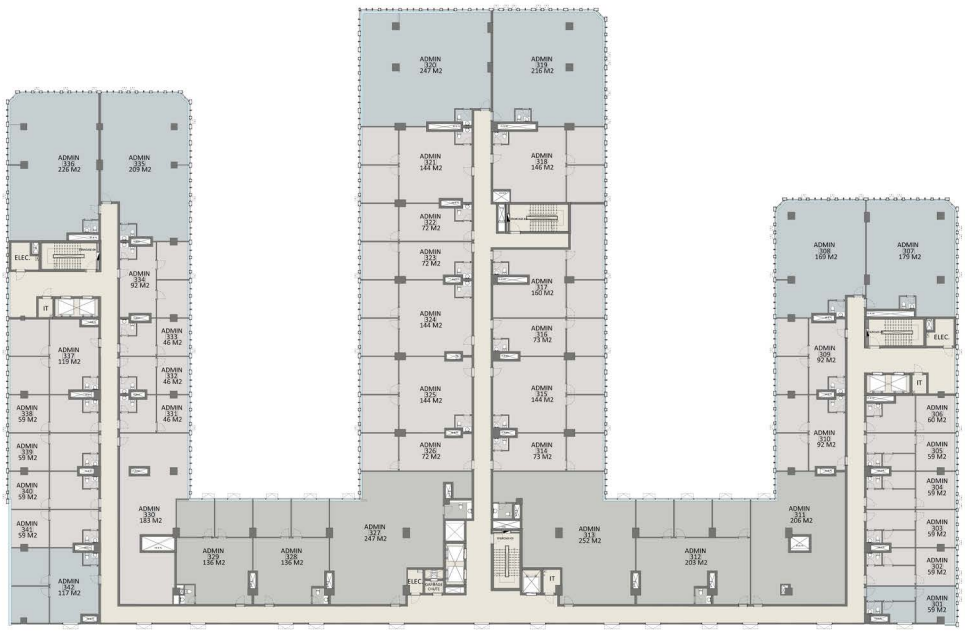
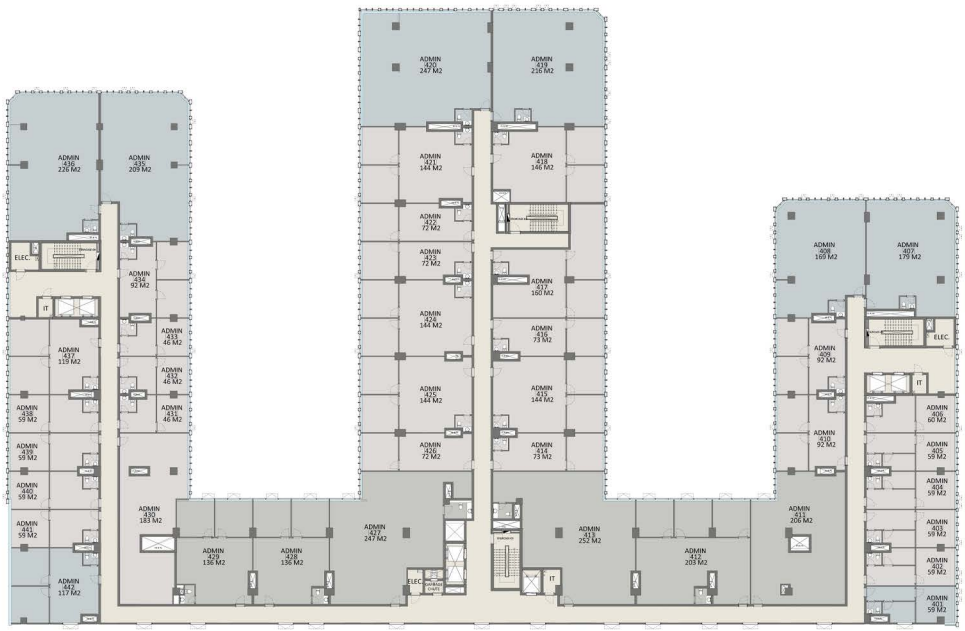


THIRD FLOOR PLAN

HAFEZ CONSULTANTS
MOHAMED ESSAM HAFEZ
ARCHITECTS • PLANNERS • INTERIOR DESIGNERS

BY urbnlanes

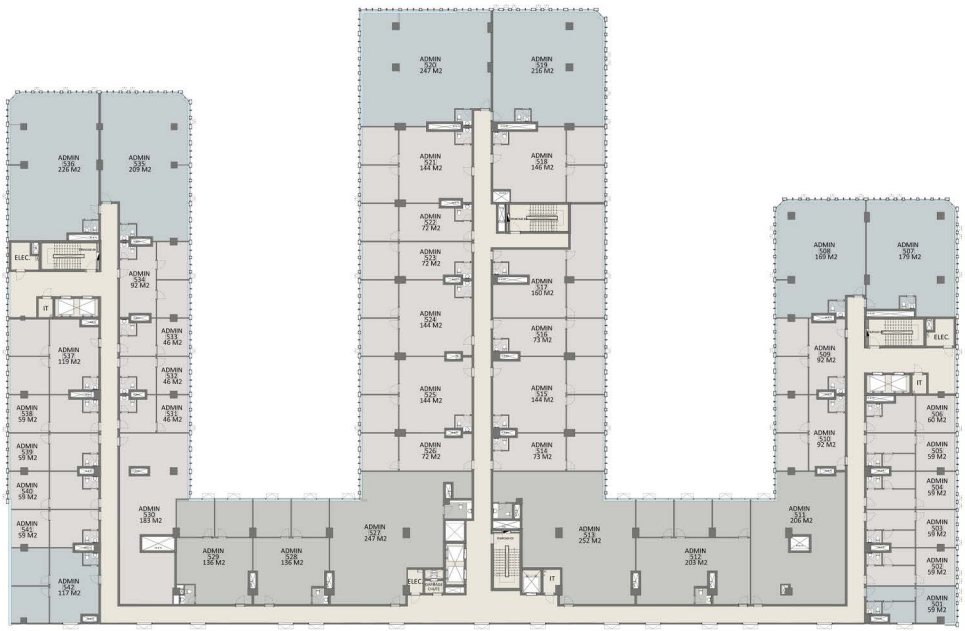
a desire to grow.



FOURTH FLOOR PLAN

HAFEZ CONSULTANTS
MOHAMED ESSAM HAFEZ
ARCHITECTS • PLANNERS • INTERIOR DESIGNERS

BY urbnlanes



FIFTH FLOOR PLAN

HAFEZ CONSULTANTS
MOHAMED ESSAM HAFEZ
ARCHITECTS • PLANNERS • INTERIOR DESIGNERS

BY urbnlanes

PARTNERS OF SUCCESS

Studio Délavé

BRANDING STUDIO OF

SIBYLLE VON MÜNSTER
JEWELS

HAFEZ CONSULTANTS
MOHAMED ESSAM HAFEZ
ARCHITECTS • PLANNERS • INTERIOR DESIGNERS

THE ARCHITECT BEHIND

LAVISTA
DEVELOPMENTS