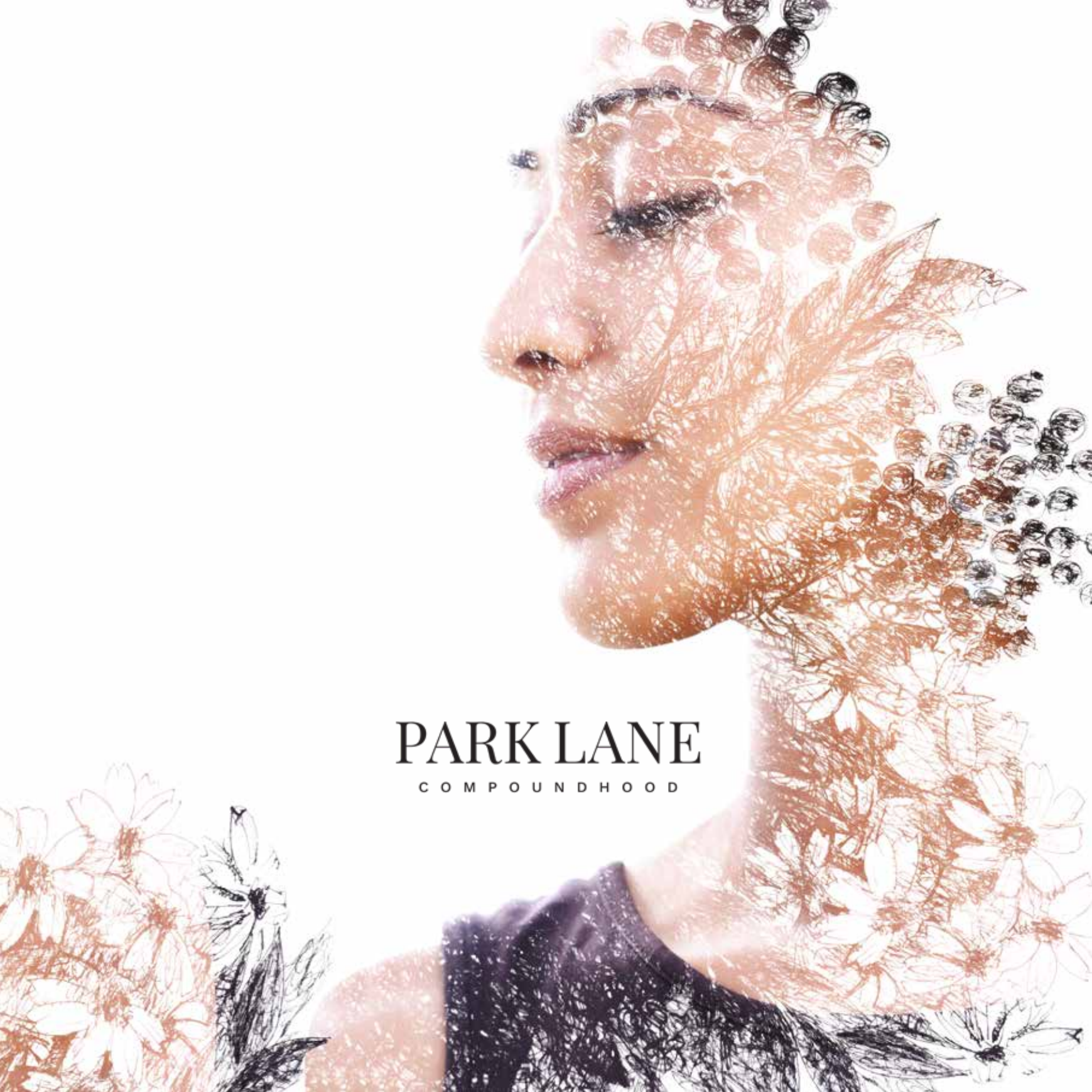

PARK LANE
COMPOUNDHOOD

B R E A T H E . . .





A word From the chairman

Our ever increasing desire to build neighborhoods beyond just perfect planning and architecture has pushed us over the years to developing an entire chain dedicated to fully integrating real estat services.

These services are closely studied and deliver an entirely balanced, well-thought out community devoted to provid comfort, enjoyment, luxury and innovation, all in consideration to our inherited and remarkable culture.

A VISION POWERED BY HERITAGE ..

OUR VISION

After a track of surefootedness and integrity in the field of building , restoring and renovating residential, industrial and commercial sectors, today EL Attal Holding shines through with a vision empowered by its established heritage and reputation in the Egyptian market.

Our vision orbits around fostering culture-led real estate developments in Egypt, through nurturing communities from the origin upwards – towards development, creativity and advancement.


A UNIQUE CROSSOVER BETWEEN
CULTURES, TIME, DESIGN

THE LUXURY AND PRIVACY OF A COMPOUND.



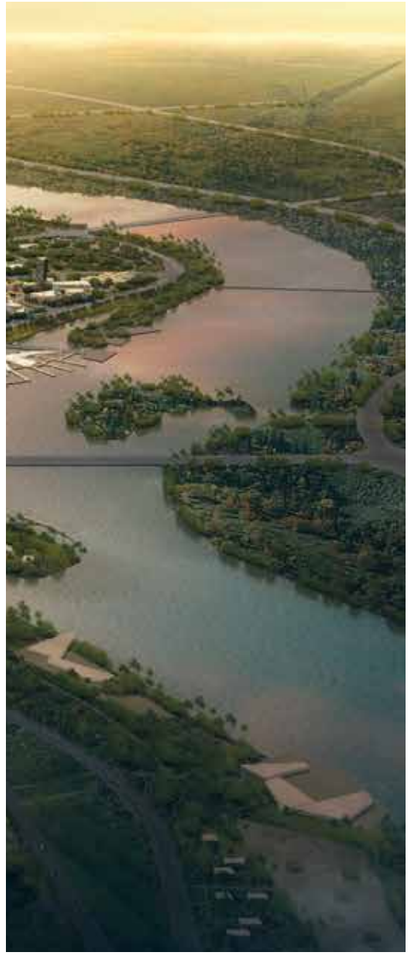

BLENDED WITH THE VIBRANCE OF
A NEIGHBOURHOOD.

BALANCED TO INCLUDE PAST, PRESENT, AND FUTURE TRICKS OF LIVABILITY.









THE NEW CAPITAL

BRINGING THE FUTURE OF REAL ESTATE TO LIFE .

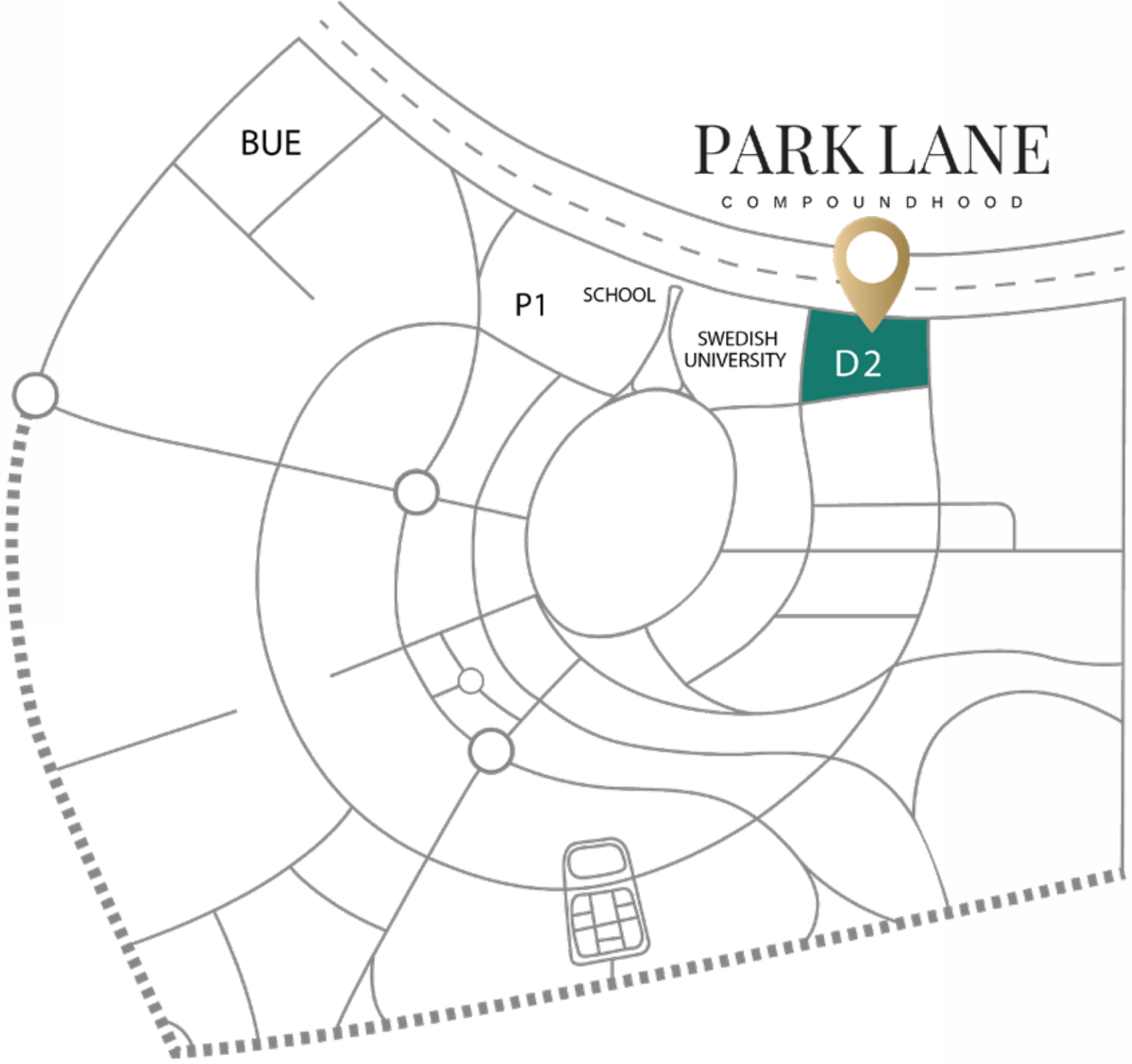
Home to an ever-expanding variety of industries, bringing the best of both local and international entities together, the New Capital of Egypt is a national initiative – a city set to boast a huge array of public institutions, commercial and residential destinations, all situated within a city firmly focused on the future. Everything from its cityscape to its architecture is representative of this mission, providing innovative developments and unrivaled designs that complement each other and serve to create a city of tomorrow.

LOCATION

THRIVING SURROUNDINGS .

As part of the national expansion towards the East, **PARKLANE** is set to be located in a strategic location in Egypt's New Capital, spreading over a total land bank of 26 acres.

Well-positioned within an upscale district, **PARKLANE** provides easy access to acclaimed academic establishments, such as the Swedish University, parks, freeways, retail, recreation and employment centers. Offering an escape from the congestion of Cairo roads, whilst maintaining attainable access to all other destinations, allows you to enjoy the convenience of less traffic, with the benefit of accessibility.





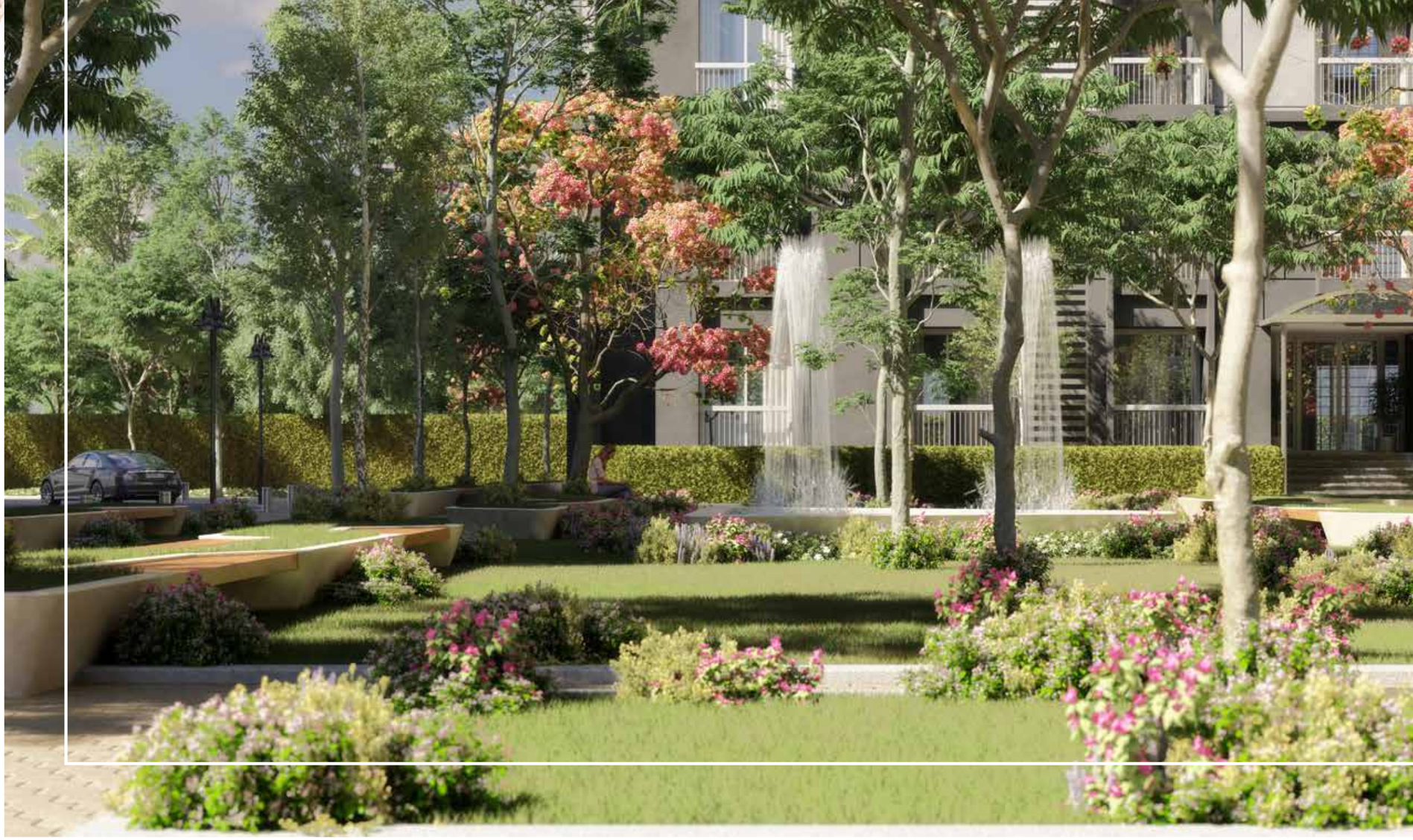
MASTER PLAN

THE BEST OF BOTH WORLDS.

The site planning and architectural base draw upon the concept of mixeduse living, where an interconnected language speaks of everyday life and conveniences.

PARKLANE was masterfully planned out with social synergy in mind. A concept revolving around maintaining life's balance, a three-part segmentation eases the energy flow of homeowners from the public surroundings, across their everyday routines and habits, and all the way to their need for privacy.

- RETAIL CENTER
- MAIN GATE
- GARDEN
- SKYLINE LOUNGE
- JOGGING TRACK
- SECURITY CHECK
- PICNIC AREA
- COURSES AREA
- STREAM PIAZZA
- SERENITY LANE
- GREEN PROMENADE



BEYOND THE PERFECTLY PLANNED LANDSCAPE AND THE SECURED GATES

LIES A PHILOSOPHY FOR LIVABILITY A CONCEPT FOR REAL LIVELIHOOD.

"Compoundhood" is the signature concept that conceived as a forward thinking, innovative development and built to ensure lasting value.

A unique crossover between the classical notion of the compound seamlessly blended with familial inclination of a neighborhood.



DESIGN PHILOSOPHY

A TWIST ON LIVING SPACES.

Design ingenuity and attention to detail integrate the dwelling with the landscape and the individual with the community.

The architectural concept behind the homes at **PARKLANE** celebrates the modern flair while instilling a flavor of authenticity. Neighborhoods have a mix of building types from residences to commercial spaces and facilities, all at the same address. Balancing living energy with social dynamics, the architectural setting and home layouts create ideal space for culture to thrive and communities to nourish.

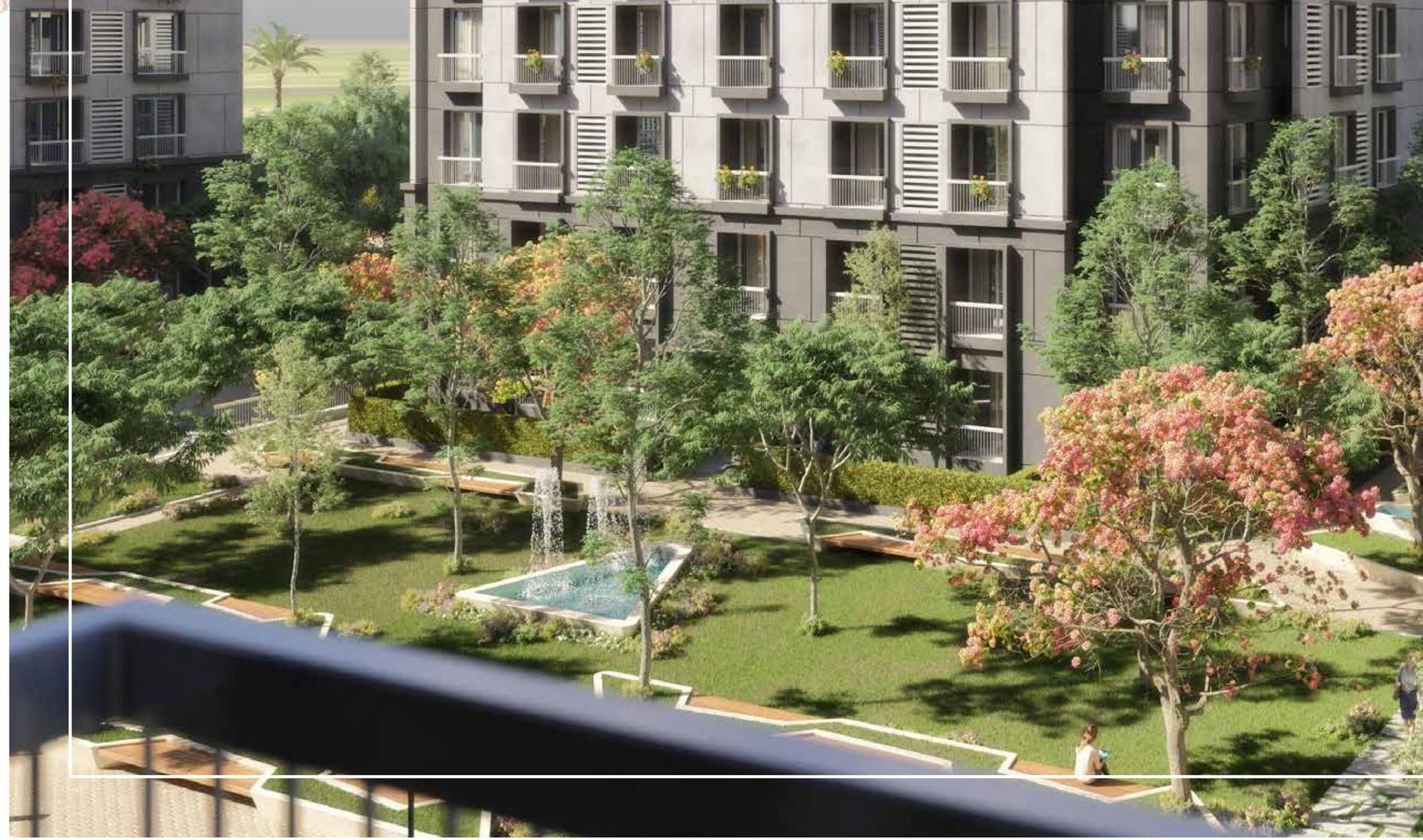
Cascading and intertwined private terraces over flexible retail space and dining venues, heighten the sense of a true mixed-use development and community.

PARKLANE HOMES

BECOME NEIGHBOURS WITH VIEWS .

In an interplay of fascination and grace, the buildings of **PARKLANE** create an amalgamation of different home types from penthouses and duplexes to apartments.

No matter what you opt for, they all come with a view whether be it from porches with manicured gardens, or large rooftop terraces and balconies.





THE STREAM PIAZZA

BECOME ONE WITH THE COMMUNITY .

Running along the middle of **PARKLANE,** the completely pedestrianized central plaza is an open space dotted with greens, an environment that encourages **PARKLANE's** people to breathe free, socialize, and relax anytime of the day. Great emphasis has been placed on both walk-ability and convenience: the cobblestone pathways intertwine with the manicured flower beds, beautiful foliage plants, and water features, blending into striking patterns and attractive designs.

Designed to be the heart and soul of the entire development, here is where the sophisticated sense meets your laid-back desires. Taking a targeted approach to attracting local residents and families, the retail mix spans from fashion and accessory designers to convenient stores, coffee houses and restaurants, meeting the need and taste of the refined shopper and satisfying the soul of the socialite

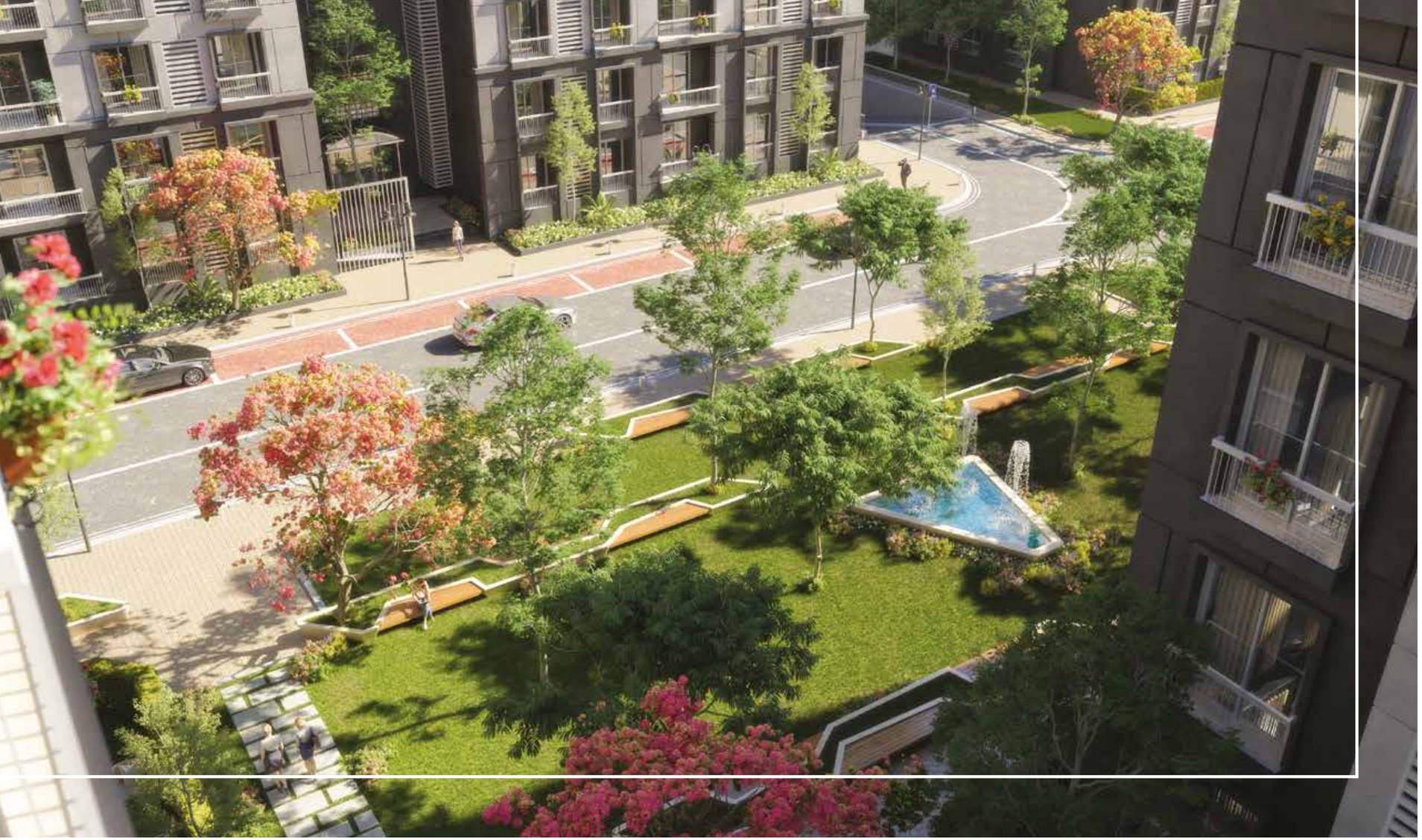
NEW CAPITAL FIRST COMMERCIAL STRIP

LIFE AT A LEISURELY PIACE .

Enjoy life, one pleasure at a time. Familiar faces and very welcoming places, greet you at every corner within **PARKLANE**, from early morning jogs and coffee to friendly evening gatherings. At **PARKLANE**, everything is thought of and nothing is overlooked from the landscape and color palettes that surround you, to the well being of your family. Residents will crave the cosmopolitan community **PARKLANE** has to offer.

Being part of **PARKLANE's** community directly entails a strong and unmistakable sense of belonging.





SERENITY LANE

A GRACEFUL JOURNEY WITHIN REACH.

An exciting new destination in the heart of **Parklane**. It splits up the project into a private glorious recreational edge; filled with passion, relief and peace. The closer you get to the edge, the more sensations your body is loaded with.

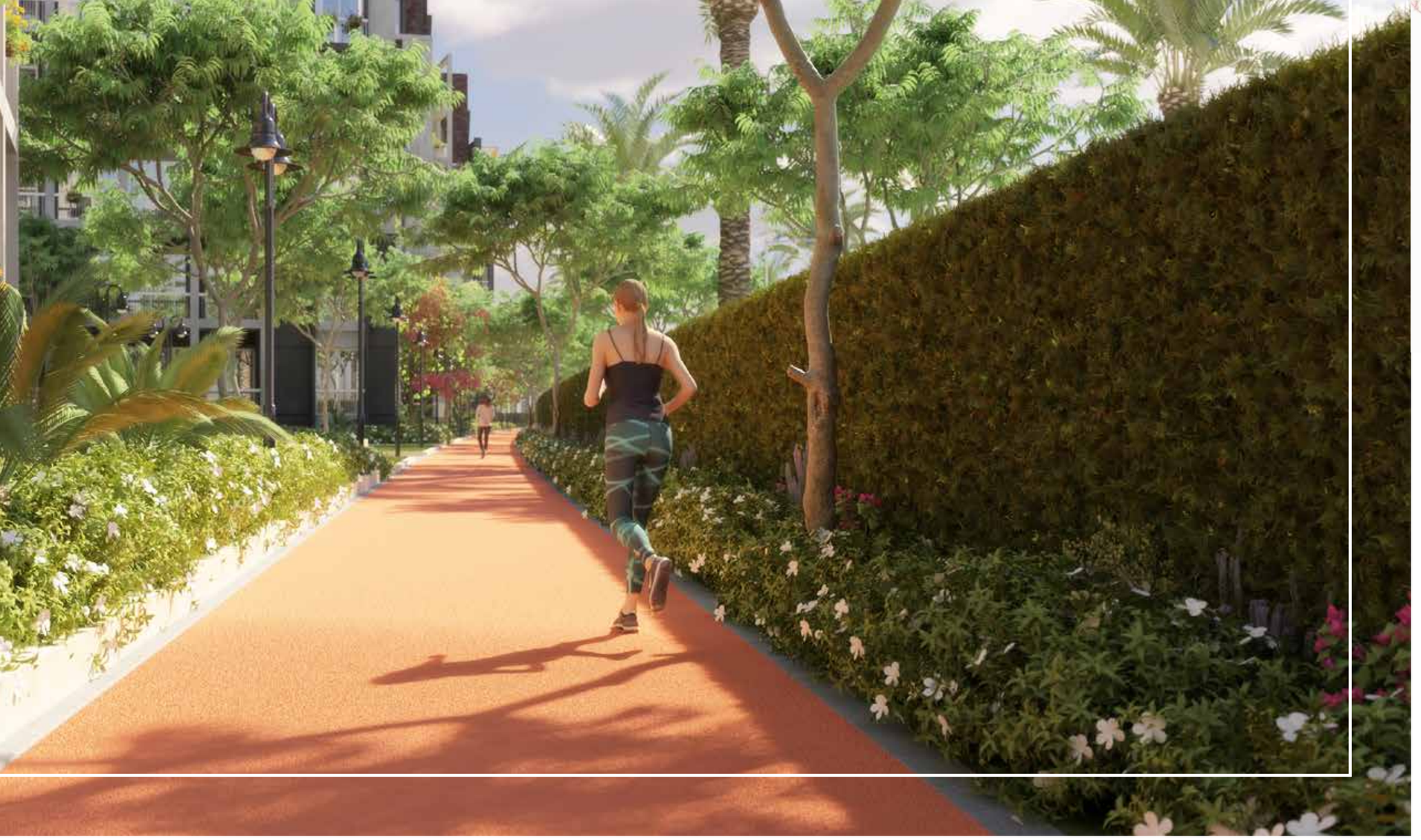
The lane consists of a series of stops that complement each other in order to reach a specific mental state. The chill-out lane dedicated to releasing the natural body tranquilizers produced when the mind and soul go through a quiet and relaxing journey of peace, art and nature. Along with non-stop daily activities that support the body like outdoor yoga and courses area and outdoor reading spaces. A much needed sweet escape within a city filled with distractions.

LANDSCAPE SCENIC DELIGHTS

Nestled between pocket parks and green corridors with shade trees, native plantings and tranquil lighting, homes at **PARKLANE** are spoilt with unparalleled serene surroundings that cleverly link all the neighborhoods together.

Access gates are dispersed along the sides of the project, while the all pedestrian stream runs like a spine down the mid section allowing for the core to be bountiful with greenery pathways and shaded areas.





LIFE LANE

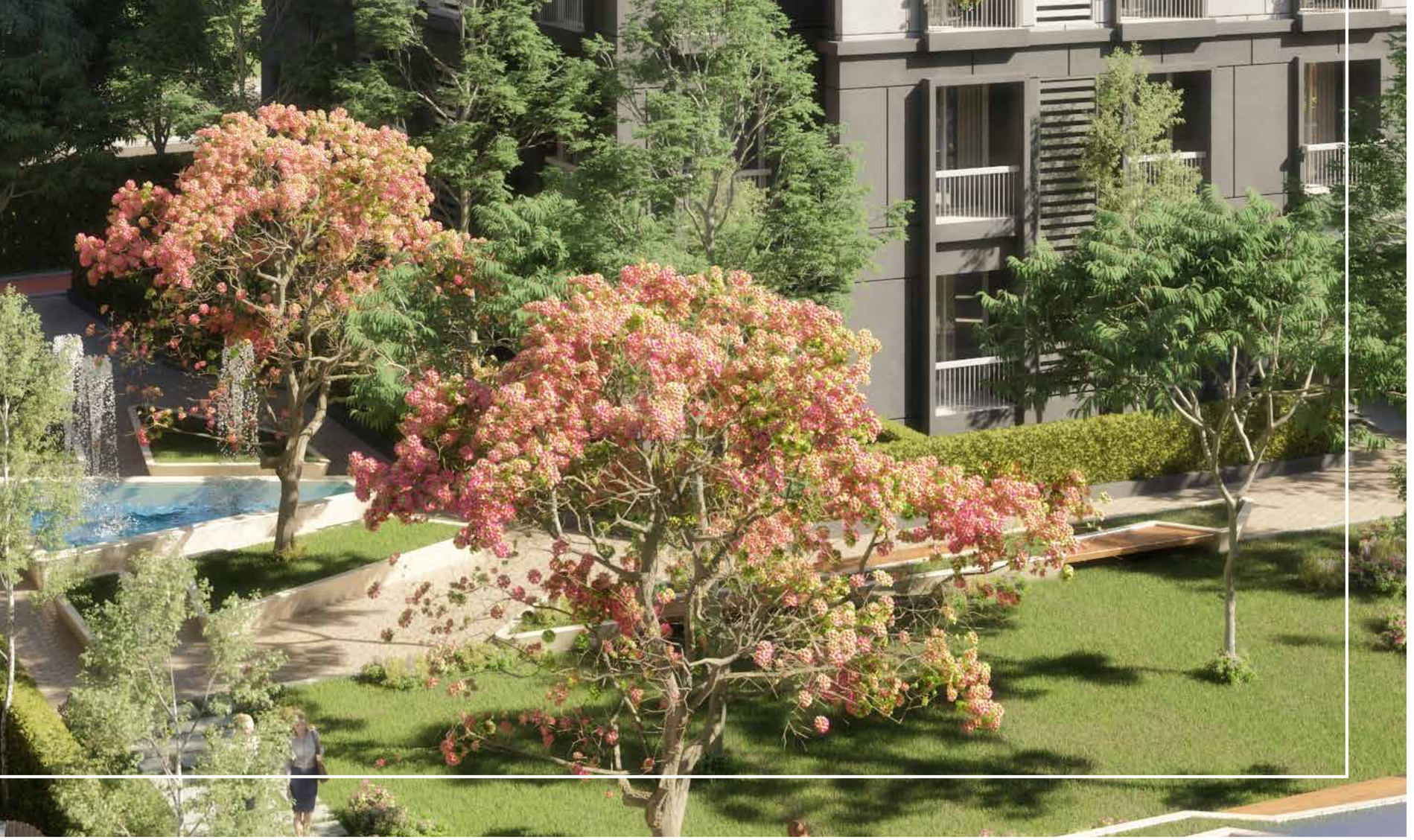
A HEALTHY TWIST ON LIVING SPACES.

The uplifting jogging track that helps the body release the natural existing endorphins produced after being hyperactive socially and physically. ‘The happy hormones’.
This lane is filled with fresh exciting activities and ambiances for both adults and kids to deliver an unforgettable energetic experience every time.
The lane splits up the edge of the project to consist of several outdoor activities and stops such as Bike club, Active courses area, kids playground, and active kiosks; Your necessary mid-run stops that serve you with all the essential supportive nutritional foods and drinks like protein bars and shakes for the best results.

THE SWING APARTMENTS

The first ever of their kind in the region. Introducing a very unique concept of living. A concept that allows you to have maximized views from all angles in the apartment. A floating feeling of happiness and lightness, swinging between two buildings which allows it to have a special sense of privacy blended with the greatest views of the calmest, most reviving area of the compound. “Serenity Lane” is the private green journey of your day that takes you where your mind, body, and soul always wanted to be.





THE TOWN AVENUE

A FASCINATING FIRST IMPRESSION.

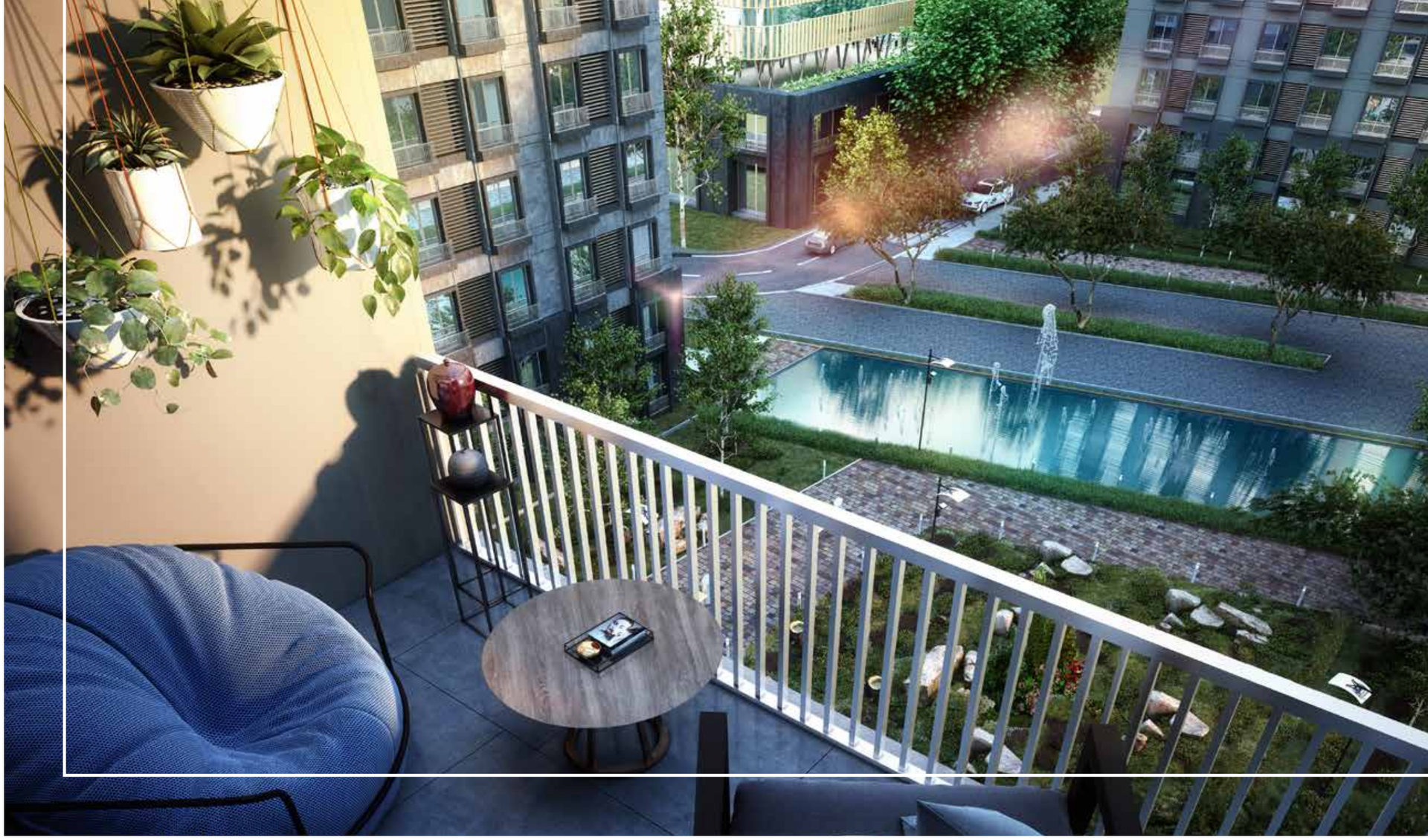
At the frontier of **PARKLANE**, where the facade meets the main public road, a welcoming first impression lingers The contemporary design mixed with a warmth of an earthy building tones reflect affluent lifestyle of the surrounding neighborhood.

Everything here emanates a dynamic, modern lifestyle, just like yours. A luxurious retail area spreading along the bottom floors of the strip, was designed to create visual harmony, elegance and simplicity. Here's where families take leisurely walks down cobblestoned pathways heading towards shops boutiques, and cafes lining its main road.

APARTMENTS

LEISURELY LIVING.

Inviting, spacious and cozy apartments, enjoy verandas which open up a sense of indoor-outdoor dynamism. Architecturally placing balconies round corners allows for uninterrupted views, sheer privacy, with absolutely no exposure to neighbors. Homeowners can experience design fluidity and a sense of openness adds refreshment to your daily life.





PENT CLOUDS

HEIGHTENED LIVING.

Right at the top, the 7th floor and roof of the buildings lies an avant-grade category of penthouses aesthetically accentuating the skyline of a project.

Tastefully designed with open reception areas spacious rooms and tall windows perfectly caters to a love for breathtaking views and extended outdoor living.

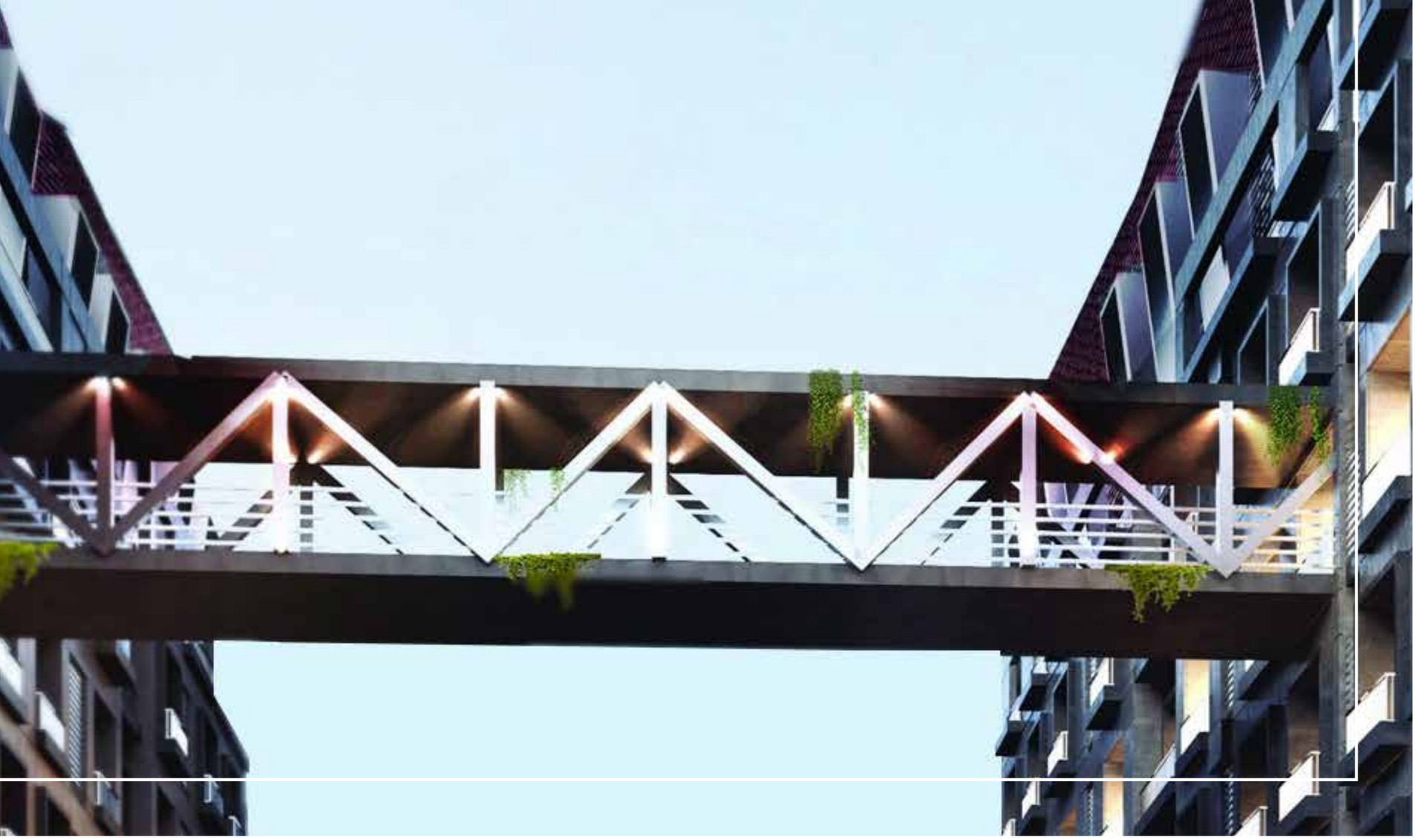
AIRY DUPLXES

TAKING DUPLEXES TO THE NEXT LEVEL.

Contemporary yet chic, the elegent design of the Airy Duplexes creates a sense of suspension to a unit, like it's captured in mid air.

A double height ceiling profile for the duplexes allow homeowners to enjoy panoramic views of the surroundings and qualify for its exclusive name the Airy Duplex. Taking up 5th and 6th floors of the building, duplexes come with recessed terrace gardens, making them ideal for everything from outdoor BBQ and socializing patios to personal quiet spots, to your own private garden.





THE FLYING BRIDGES

FOR THE LOVE OF A MORE CONNECTED LIFESTYLE.

Acharacteristic architectural serves aesthetically to reinforce the skyscape of **PARKLANE**, also serves functionally to reinforce the close knitconnection within the community Adding to the obility and dynamics of everyday lifestyle, the flying bridges conveniently interconnect the buildings at the fourth floor creating a distinctive landmark .

Solely reserving amenities such as a family zone, reading corners, fitness center and spa on upper levels give off sense of exclusivity to **PARKLANE** homeowners.

RETAIL CENTER

MIXED-USE FUSIONS.

The mixed-use nature of **PARKLANE** will drown you into intemptations and delights.

Prepare to fall in love with everything around you. Every service is available within the community and pedestrianized plaza; from aundromats, to kindergartens and hair salons, to coffee houses, libraries and kid playgrounds.





ADMINISTRATIVE CENTER

ADMINISTRATIVE SPACES AFFECT EVERYTHING .

Whether it is for meeting your clients or for nesting your team, the functionality and the appeal of the office space makes a difference. **PARKLANE** offers office buildings with impressive entrances that reflects the prestige of both your clients and your business. Natural light and greenery is well incorporated in our design to promote a fresh and healthy atmosphere. Both privacy and inclusion are well considered in our designs to accommodate different work situations. Thus, we have added separate closed offices, semi closed offices, open work spaces and cool amenities for breaks and informal meetings.

In addition, a wellequipped auditorium can be booked for your special occasions.

ADMINISTRATIVE CENTER

The buildings run on a rigid and technologically advanced infrastructure of networks, climate control and uninterrupted power supply backed by energy efficient generators. Safety and security are also an integral part of our design. For safety, emergency exits and fire systems are part of a full evacuation plan that is aligned with highest HSE standards. For security, we ensured not to compromise accessibility or ease, so we added a “one access key” concept for parking, floors, and offices that can be customized according to each person’s authority. We, in **PARKLANE**, take doing business spaces design and building very seriously. Then we add a spin of fun and beauty to it.





CLINICS

Welcome your patients in a properly designed facility for wellness. Our new medical building is designed with accessibility, hygiene and patient convenience in mind. For accessibility, we have a prime location at the heart of the new capital a clear and easy signage system ensures a smooth arrival to the required area of the building. Elevators, walkways and entrances are designed wide enough to accommodate 2 patients on wheelchairs side by side. Passages are also designed with markings to accommodate both fast and slower walkers.

CLINICS

Hygiene and health safety were also on our designers' top of mind. Building material, interior detailing, were all chosen based on an easy to clean criteria without compromising aesthetic or appeal. Moreover, our maintenance plan is already outlined as part of the design phase. For patients' convenience, we wanted to create a medical Center that de-stresses patients. Our medical building is designed on an open garden and water feature view. Large windows are utilized to maximize sunlight at day time and make use of a well light view at night. In addition, comfortable and sufficient waiting areas with amenities are added to enhance patients experience. We bring you not only a practical medical building, but a comfortable and an appealing one too.



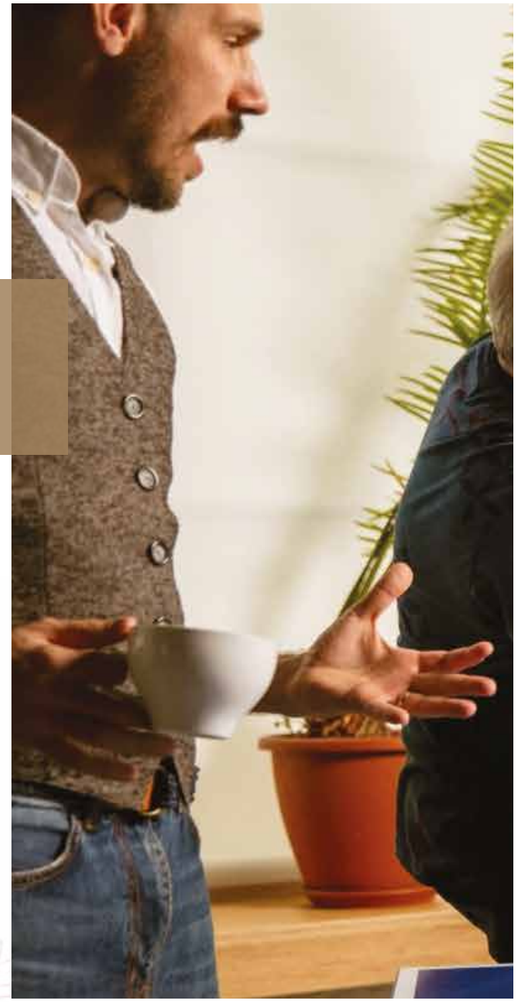


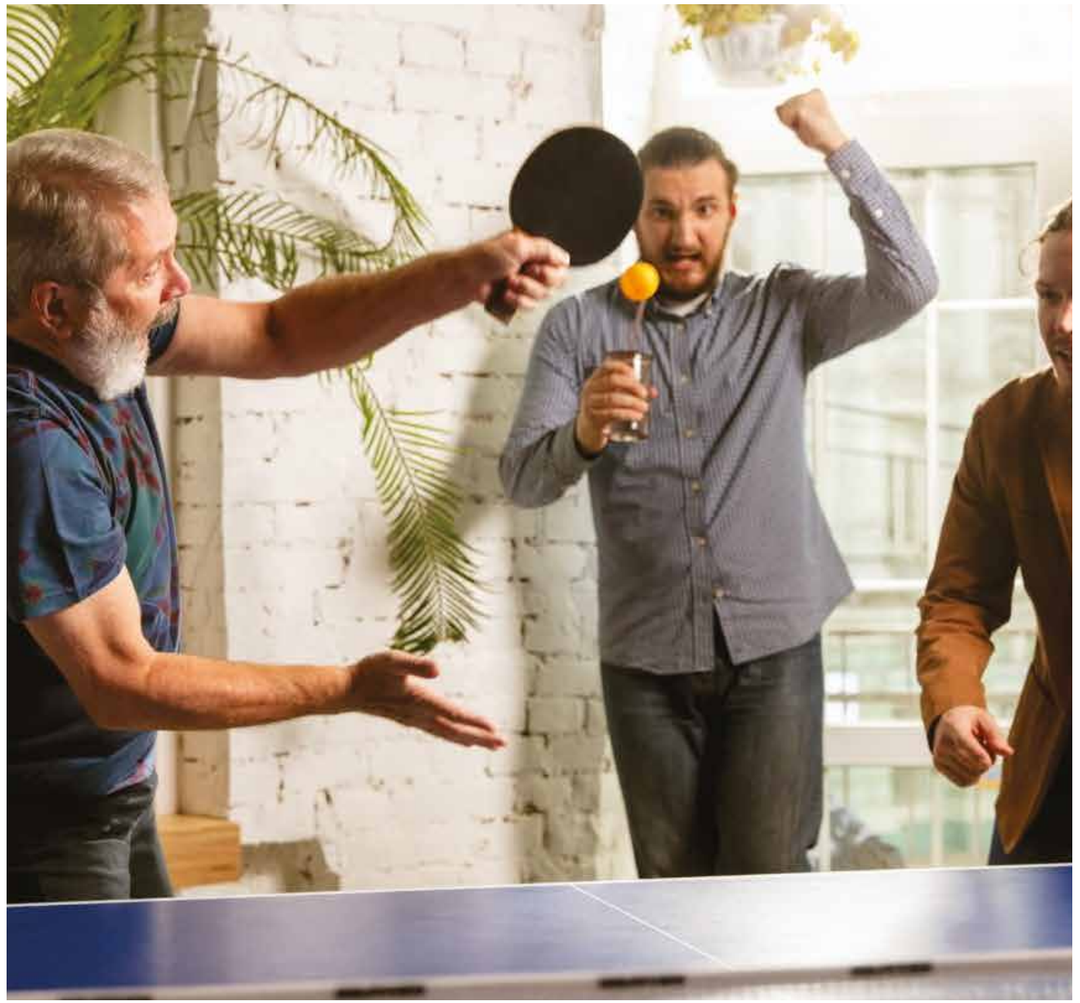
AMENITIES

We've planned the development from landscape all the way to amenities around promoting a vibrant lifestyle. **PARKLANE** makes living easy. With the chance to live comfortably and conveniently, and to pursue every hobby a person might have, people across all preferences from the socially-loving, the family-oriented to the fitness-geared are truly able to be enriched.

CLUB HOUSE

Your Comfort Zone













SKYLINE LOUNGE

Never Miss A Sunset

FITNESS CENTER

Commit To Be Fit













SIGNATURE SPA

Pampering And Relaxation

WELLNESS CENTER

A Fit Body , A Calm Mind













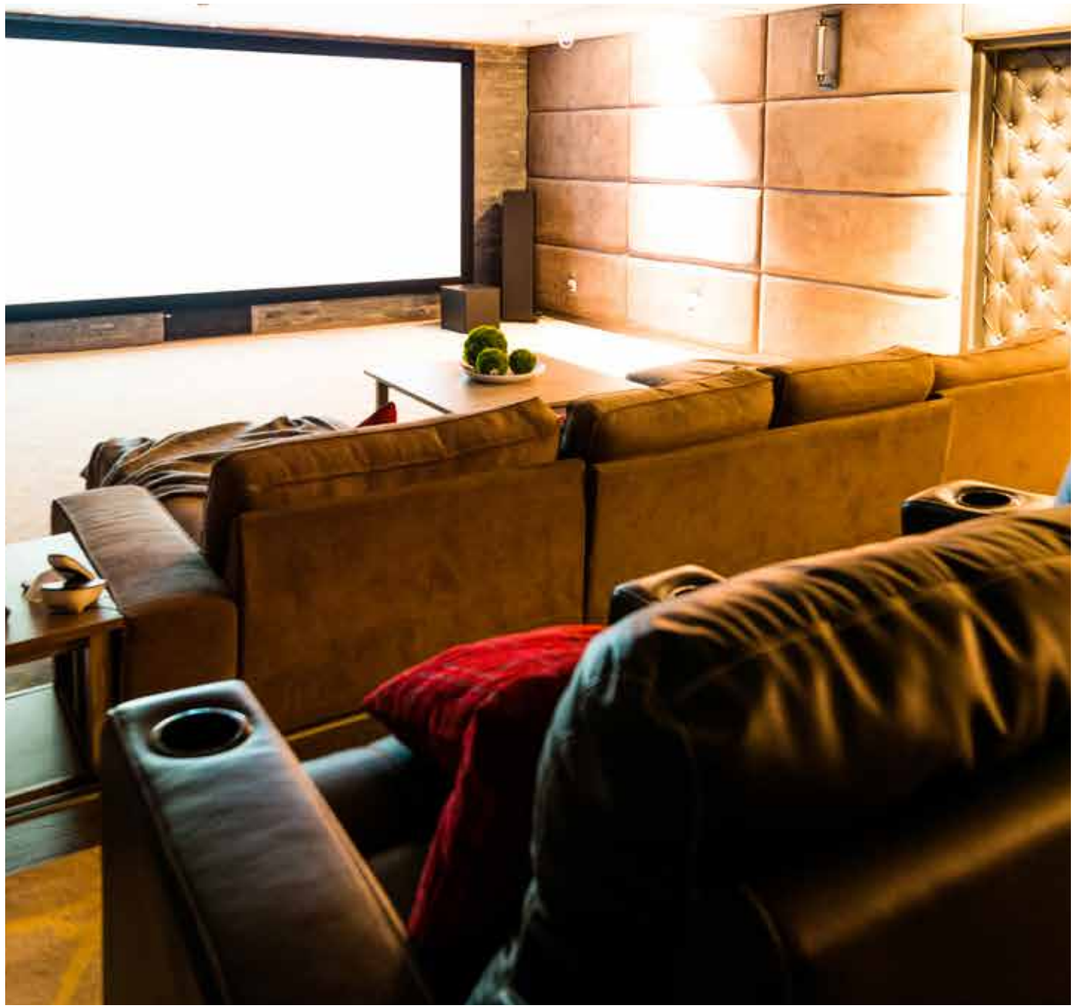
GATHERING ROOM

Better To Gether

BOUTIQUE CINEMA

Your Exclusive Movie Night













COMMON KITCHEN

Cooking Minus The Mess

MULT-PURPOSE SPACES

Stick Around













COMMUNITY CENTER

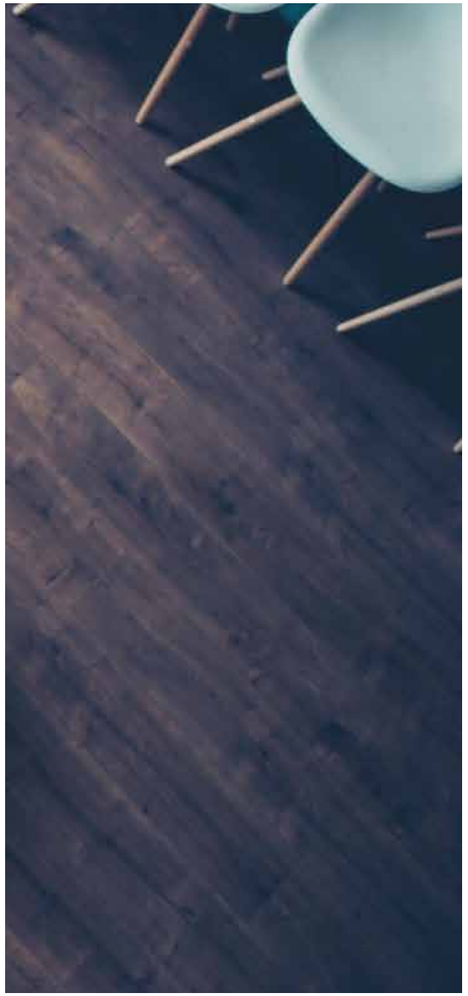
Gather Your Loved Ones

STUDY ROOMS

Nurture Your Mind











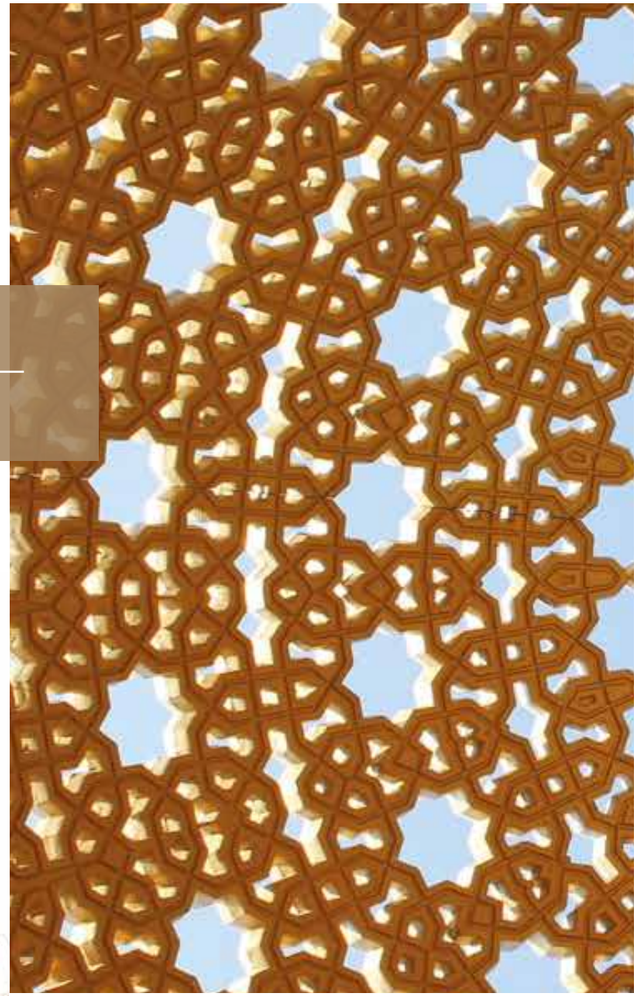


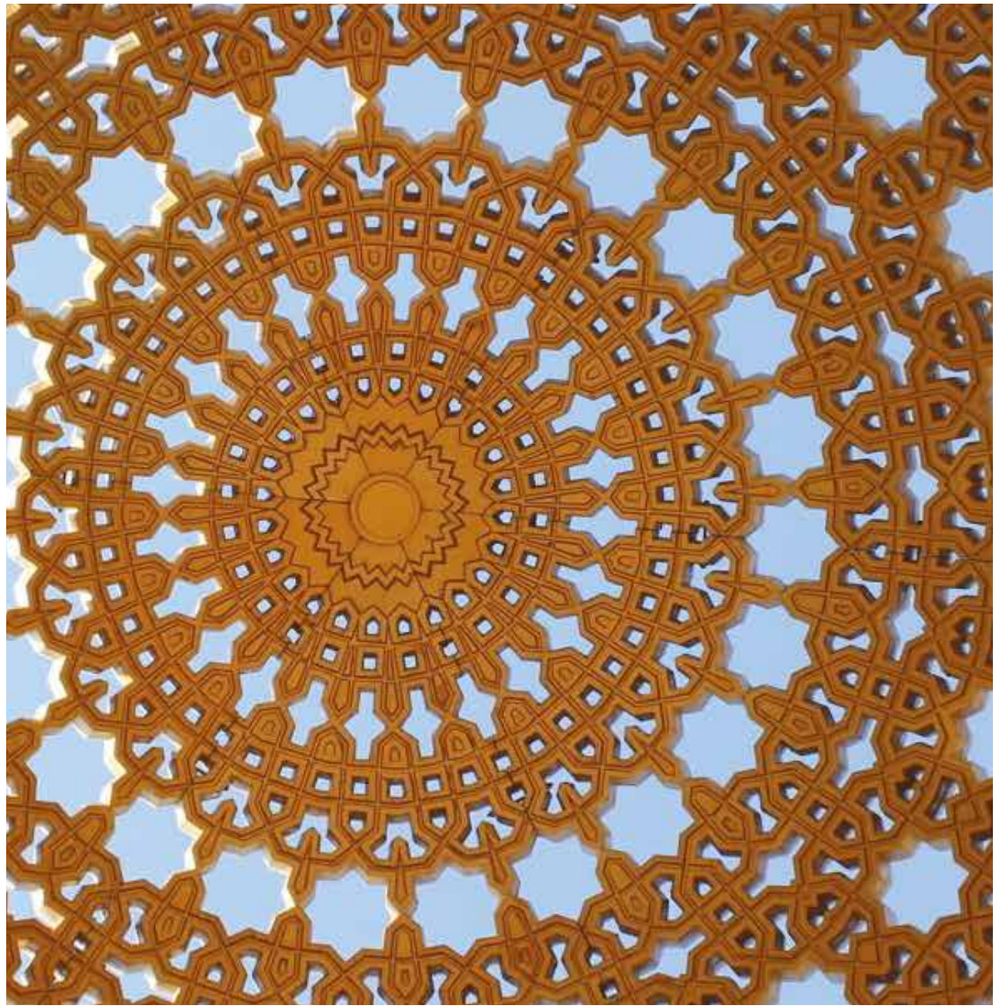
UNDERGROUND PARKING

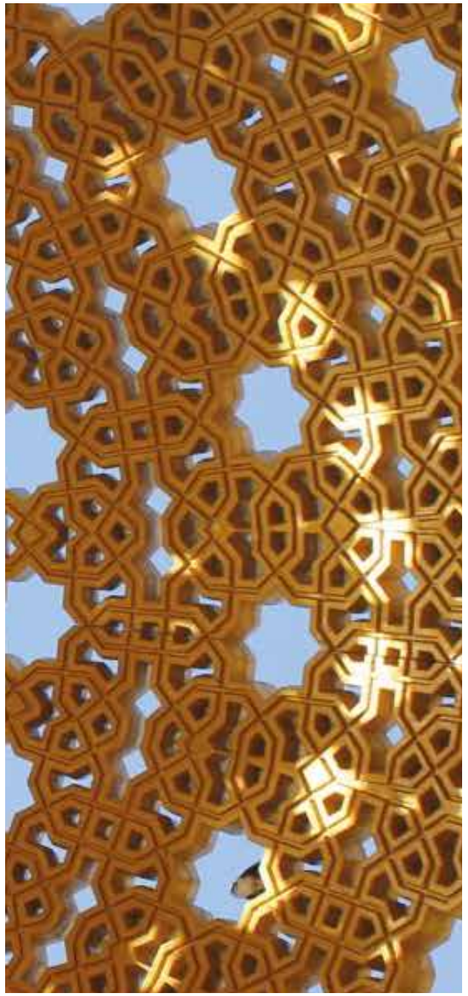
Never Worry About Parking Again

MOSQUE

Praise Your Bliefs







A NEW CULTURE IS BORN ..





OUR SUCCESS PARTNERS

inVERSION
MANAGING AND DEVELOPMENT SERVICES

raeffahmi.
architects
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ESO
ELECTROMECHANICAL STUDIES OFFICE

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