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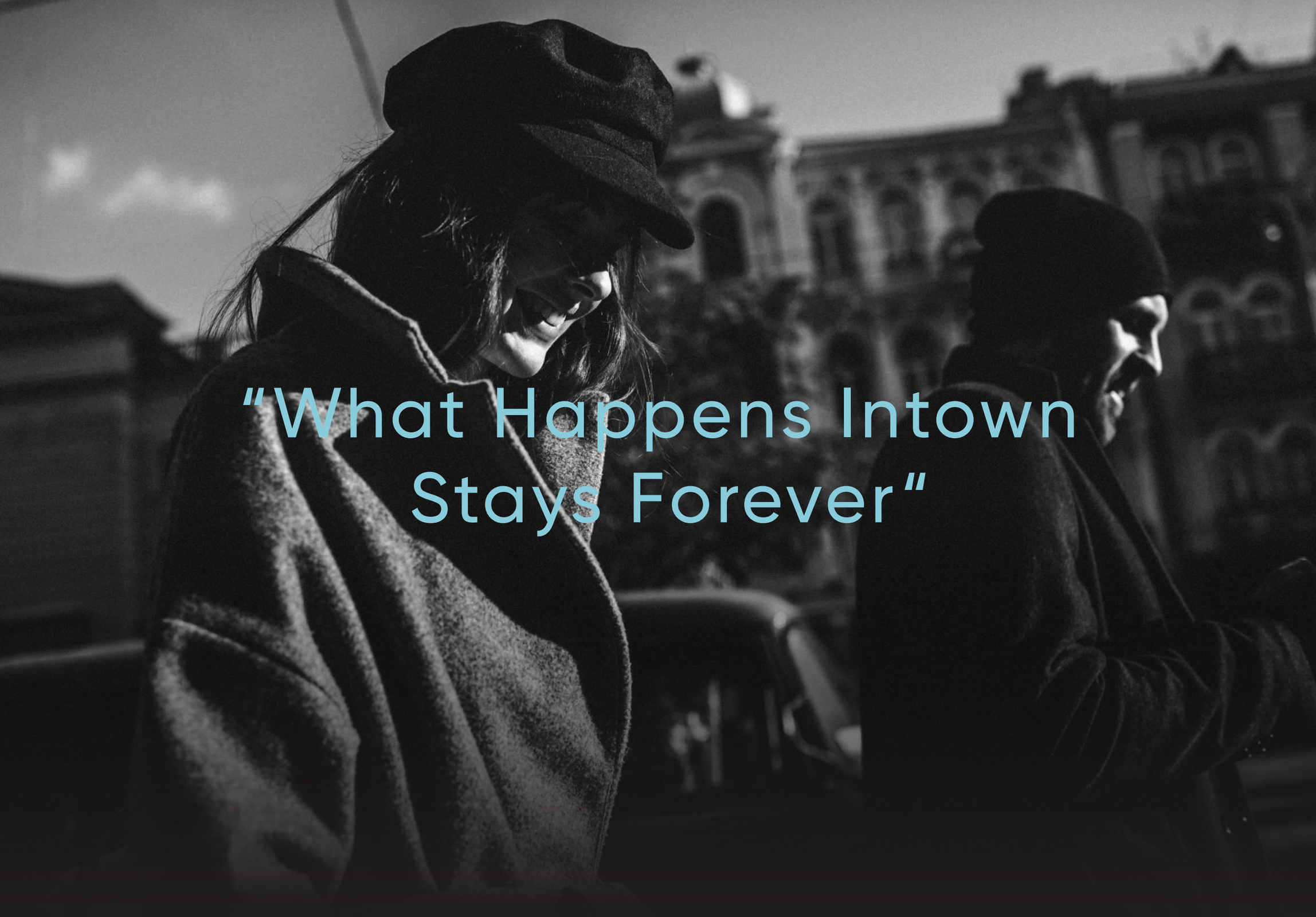
"What Happens Intown
Stays Forever"

NTG NEW TOWN GROUP.


“What Happens Intown
Stays Forever“

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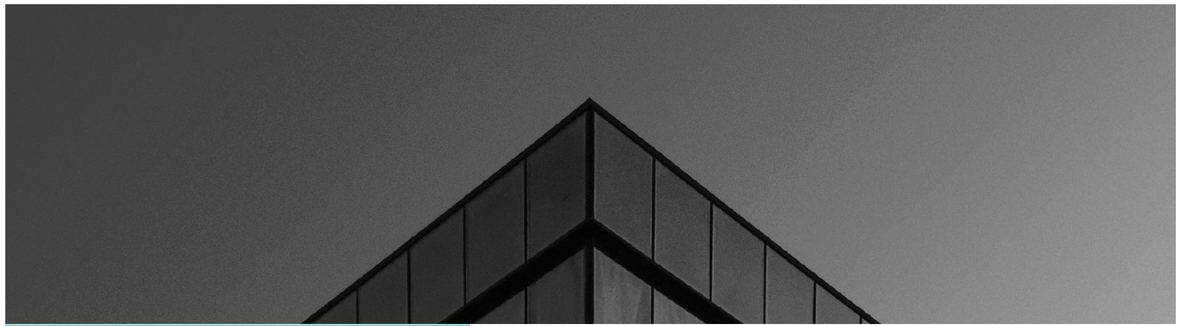
intown

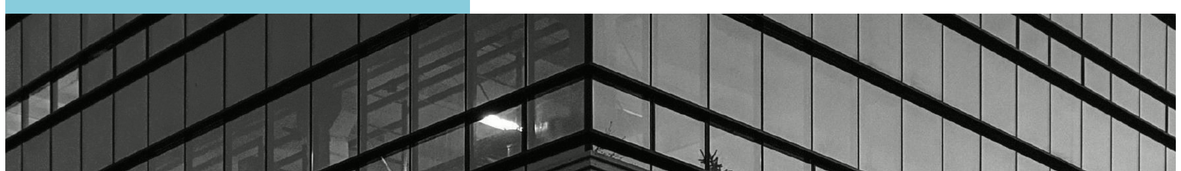
BY NTG



NTG through 30 years
of development.

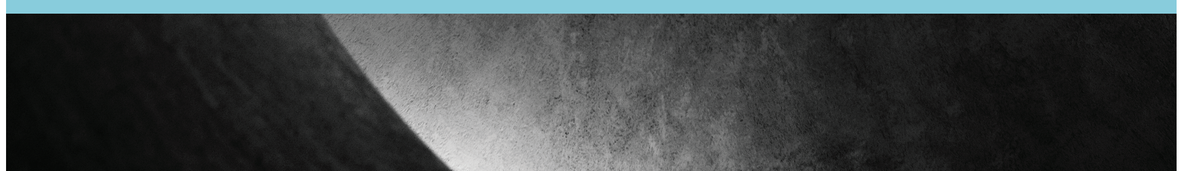
01 / NTG History

For three decades, NTG has been a pioneering force in development, tirelessly striving for excellence. Meticulously studying every step and collaborating with visionary consultants, NTG's journey of legacy continues to inspire. Our passion lies in creating spaces where happiness thrives, where dreams come to life, and where cherished memories are etched into the very fabric of our projects. With an unwavering commitment to quality, we have earned the trust of our clients and partners, making NTG a name synonymous with reliability and innovation.





relating
to development
and Progression



02 / Why Intown:

Intown is a cool, trendy, and progressive commercial complex with an energetic atmosphere. The lively city captures a sense of being right in the heart of New Cairo, highlighting the convenience and accessibility of being close to businesses and customers, Also creating a dynamic hub where businesses can grow, communities can connect, and unforgettable moments can be made.

Located within a spacious area of 6062 m^2, Intown is a multi-functional complex that serves both commercial and administrative purposes. The mall comprises a four-story structure, with the two lower floors being designated for commercial activities and the upper two floors catering to administrative functions. One notable feature of Intown Mall is the sky bridge. This architectural element serves as a connecting pathway between different sections of the mall.

Intown Mall is designed with the end-users in mind. Our driving concept is to craft a space where happy moments are not just fleeting instances but a way of life.



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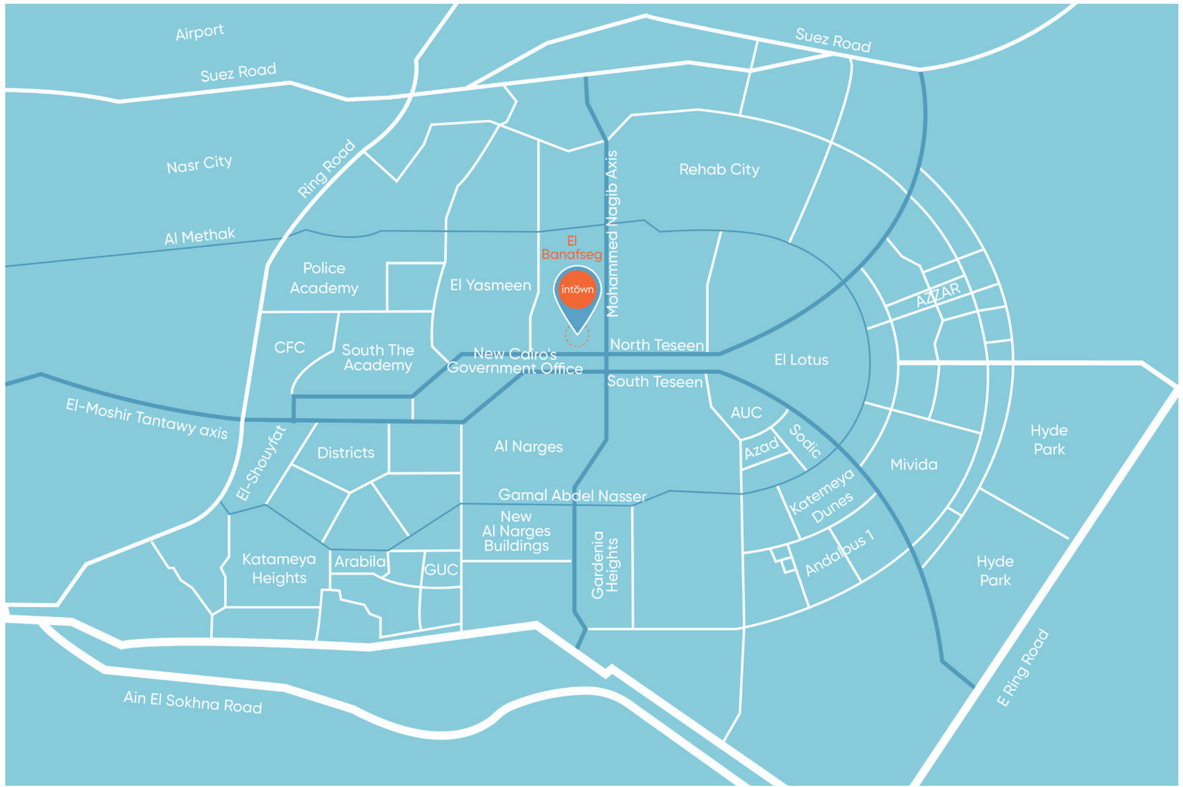
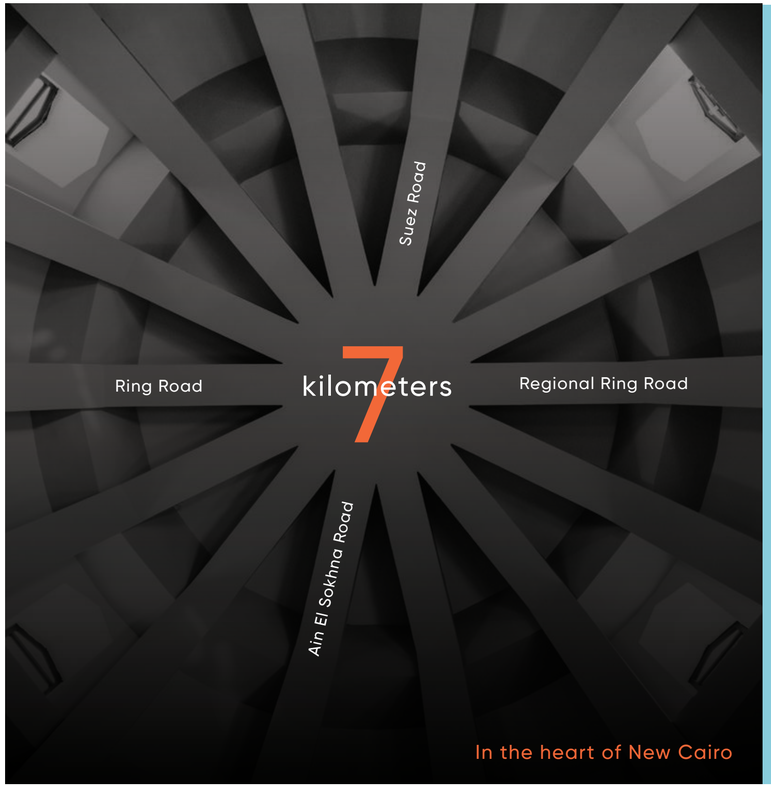




03 / Location:

INTOWN is Offering a prime location that provides convenience and accessibility and enjoying close proximity to key landmarks:

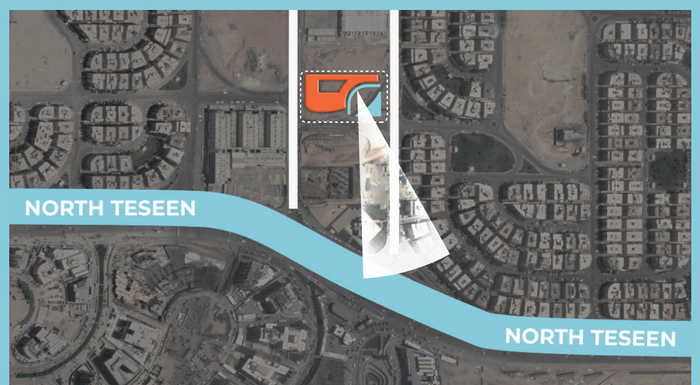
- **North 90 street**:
Located just 150m (1 min) away from North 90, INTOWN enjoys excellent traffic flow, making it easily accessible and saving valuable commuting time.
- **El-Marasem Hospital**
- **Three Renowned International Schools**
- **Chill Out**
- **Gehaz El-Madina**

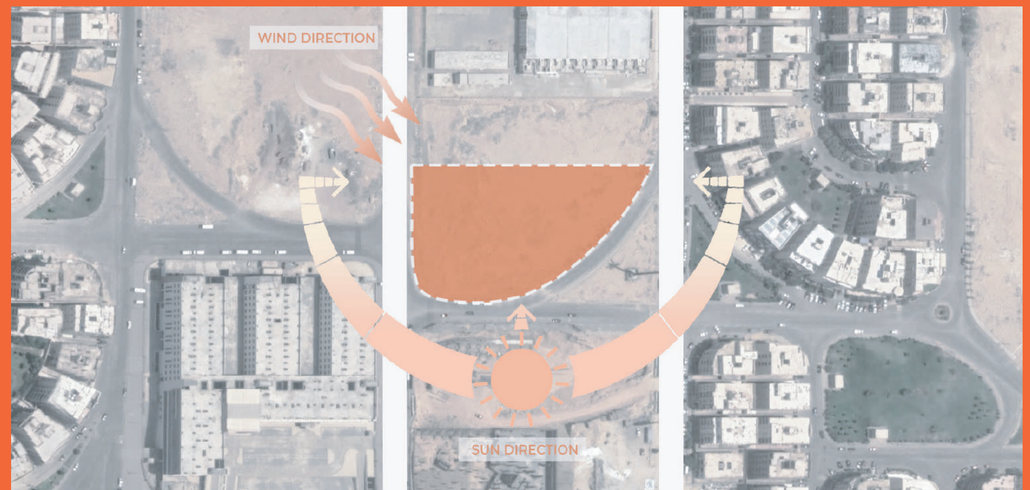
With its strategic location that encompasses the vibrant heart of New Cairo, excellent traffic flow, and close proximity to key landmarks such as El-Marasem Hospital, Chill Out and threerenowned international schools, INTOWN creates the perfect setting to meet your medical, educational, commercial, and administrative needs.

04 / Architectural Design Concept:

INTOWN's architectural design is a testament to its commitment
to transcend the ordinary and embrace happiness in every aspect.
Developed in collaboration with our esteemed partner,
LDP + Partners, the architectural concept of INTOWN combines
fluid and curved shapes that blend with the natural contours of the land.
This unique design creates a visually stunning and inviting ambiance,
elevating INTOWN to a new level of aesthetic appeal and reinforcing
its focus on creating joyful experiences.

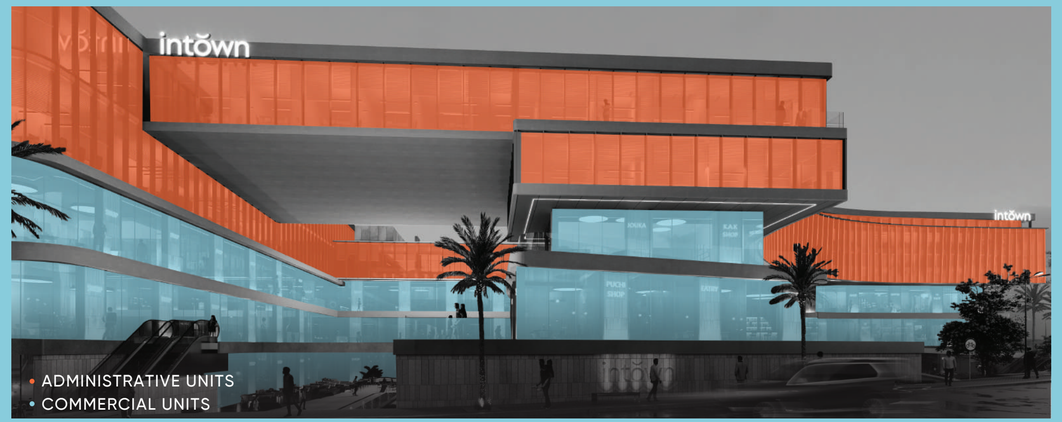






The geometry of the building is designed to
self-shade the outdoor areas and enhance airflow
between masses. The passive design strategy of the
facade treatment optimizes self-heating and
self-cooling, enabling INTOWN to adapt to extreme
weather conditions and conserve energy.

The connectivity and harmony between administrative, recreational, and retail functions in INTOWN, along with its dynamic design featuring commercial and administrative levels, create spaces that facilitate new experiences and maximize opportunities for connectivity.
The two plazas contain outdoor terraces, landscape activities, and a spacious courtyard, providing additional areas for relaxation and enjoyment.



“What Happens Intown Stays Forever“

what happens intown is to describe vibes in the place either
if it’s a happy moment during your experience in the commercial part
or your successful story in the administrative part


intown
intown
SHOP
SHOP
SHOP
YUPA
COLD BUN
EATRY
H-STORE
EATRY
EATRY
H-STORE
FOOD
EATRY
SHOP
SHOP
SHOP
SHOP
SHOP
COFFEE
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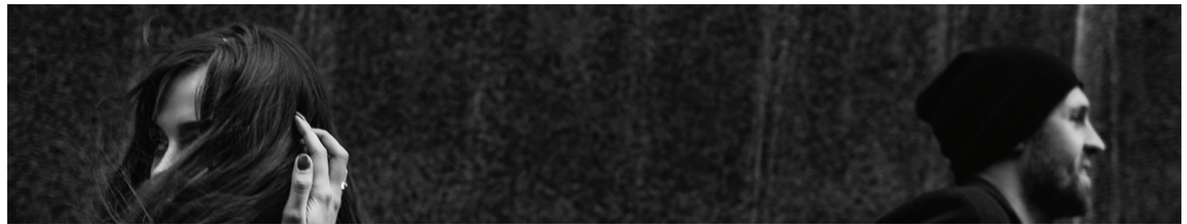
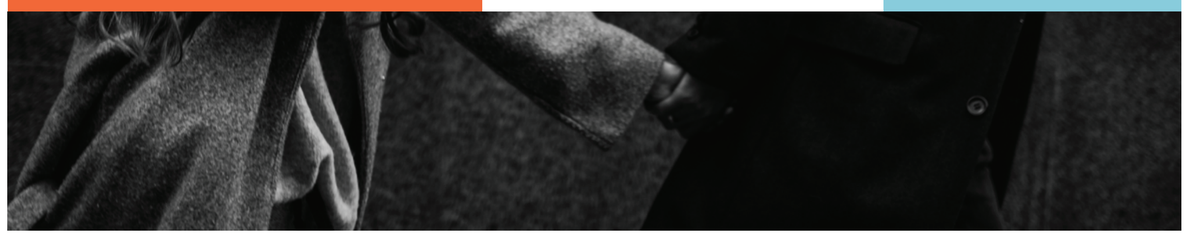


06 / Facilities

INTOWN is designed around facilitating new experiences, maximizing the opportunities to connect the retail units and surrounding roads, and wrapping around two plazas that contain outdoor terraces, landscape activities, and a spacious courtyard.

- 3 Escalators
- 4 Elevators
- 2 Basement Garage
- 2 Plazas
- 150m Walkway
- 3 Main Gates
- 2 entrances for Admin
- Admin Waiting Area
- Open Air Smoking Area
- Electric cars charger
- Kids Area and Creative Hub







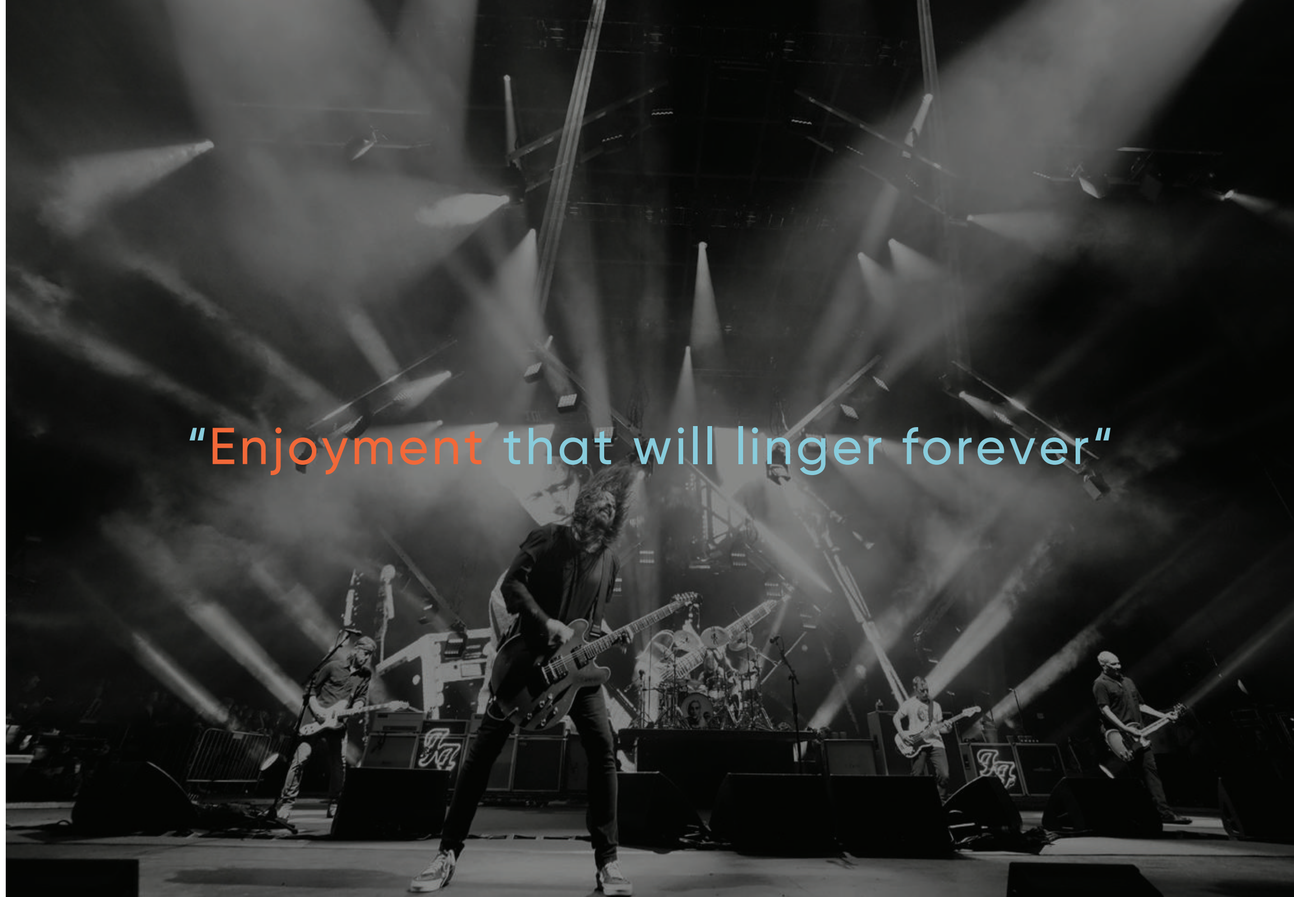
Main Plaza: The primary plaza, formed by the shape of the building, leads to the secondary entrance as an inviting gesture at the center of the courtyard. It spans an impressive **700 meter**, serving as a central gathering space for socializing, outdoor events, and relaxation. Adjacent to the Big Plaza, visitors can enjoy the sight and sound of a stunning 200-meter water feature, creating a tranquil ambiance within the complex.

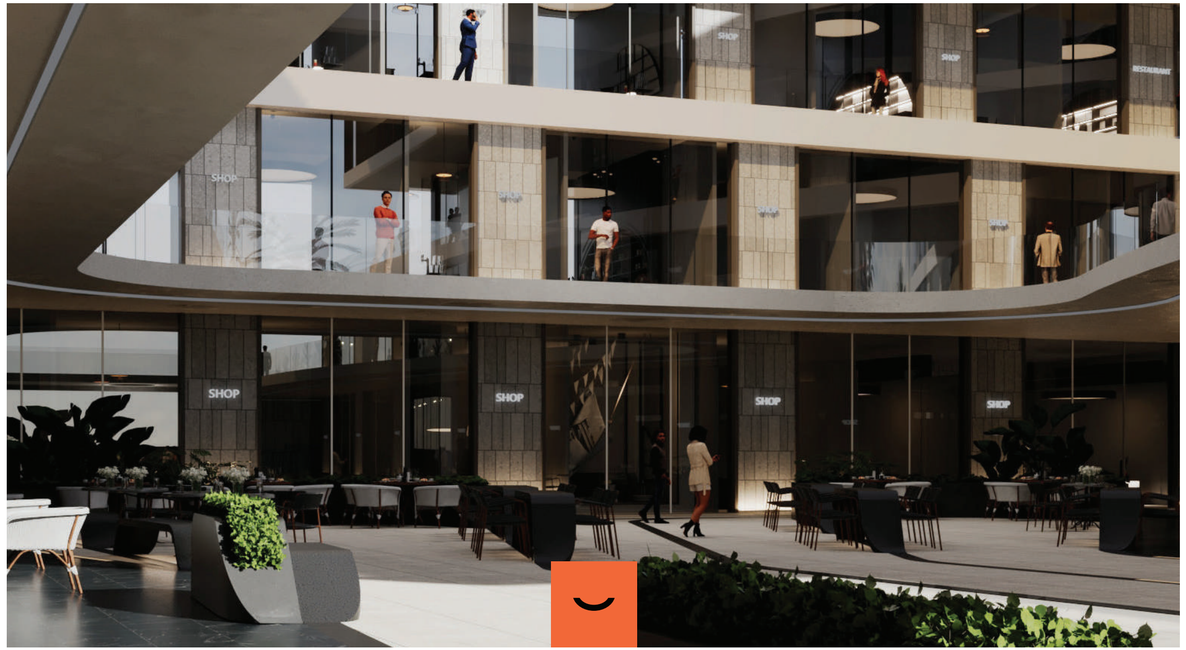




Three escalators and Four elevators: To accommodate efficient movement between different levels, the mall features three escalators and four elevators. These vertical transportation systems ensure quick and convenient access to all floors.

Huge Stage for Festivals: A huge stage has been incorporated within the complex, to accommodate various events and festivals. This multifunctional platform provides a dynamic space for performances, live music, and community celebrations. It serves as a focal point for entertainment, allowing visitors to immerse themselves in engaging and memorable experiences.



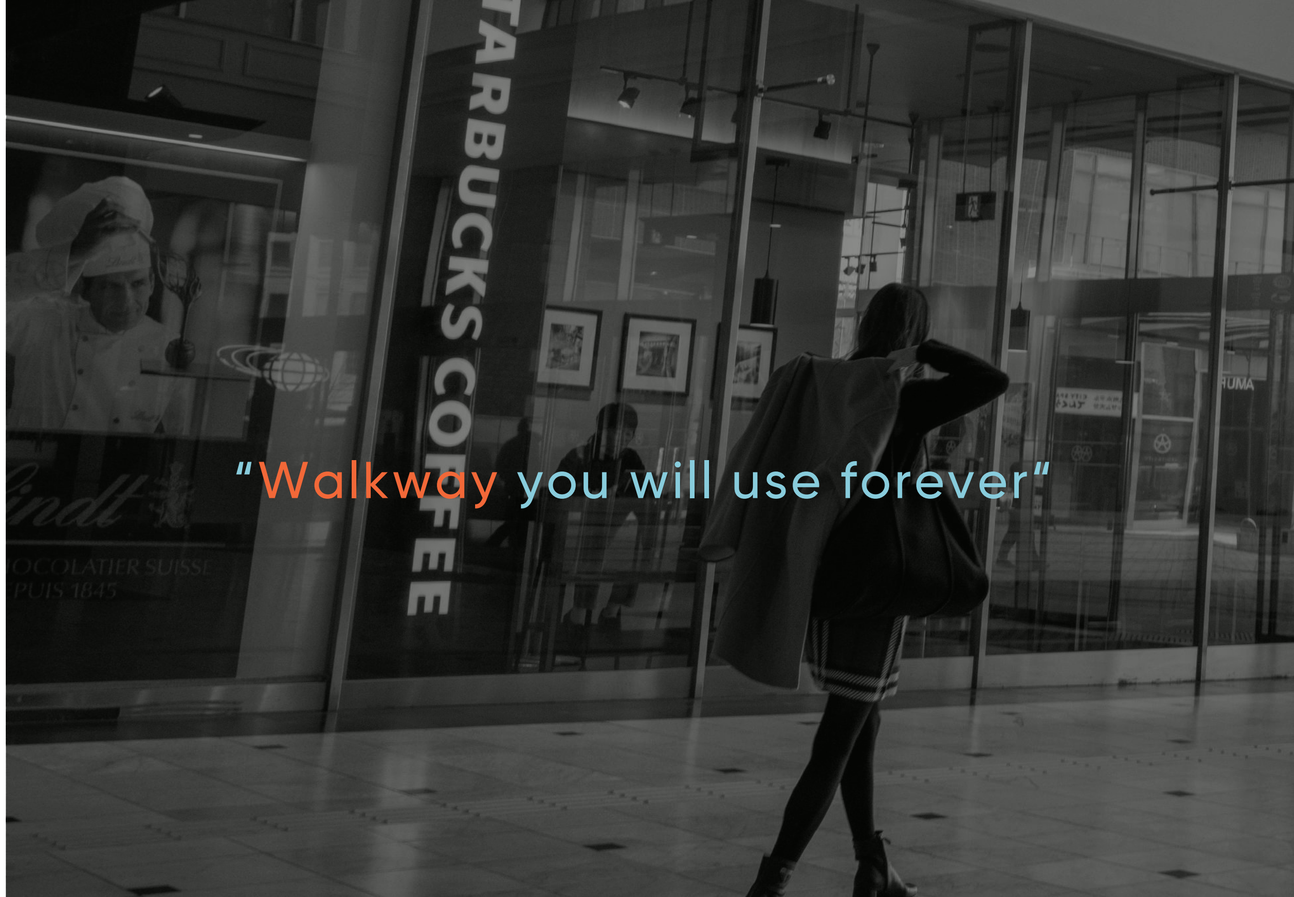


Secondary Plaza: A smaller plaza with a size of **200 meter** provides a more intimate setting for visitors to unwind and enjoy the surroundings. This plaza is adjacent to a convenient 200-meter commercial walkway, connecting seamlessly between the two main streets. It allows for easy access to the mall from different directions, ensuring convenience for shoppers and visitors.





With our **150 meter** passage Connecting two main streets for an easy access to all our visitors

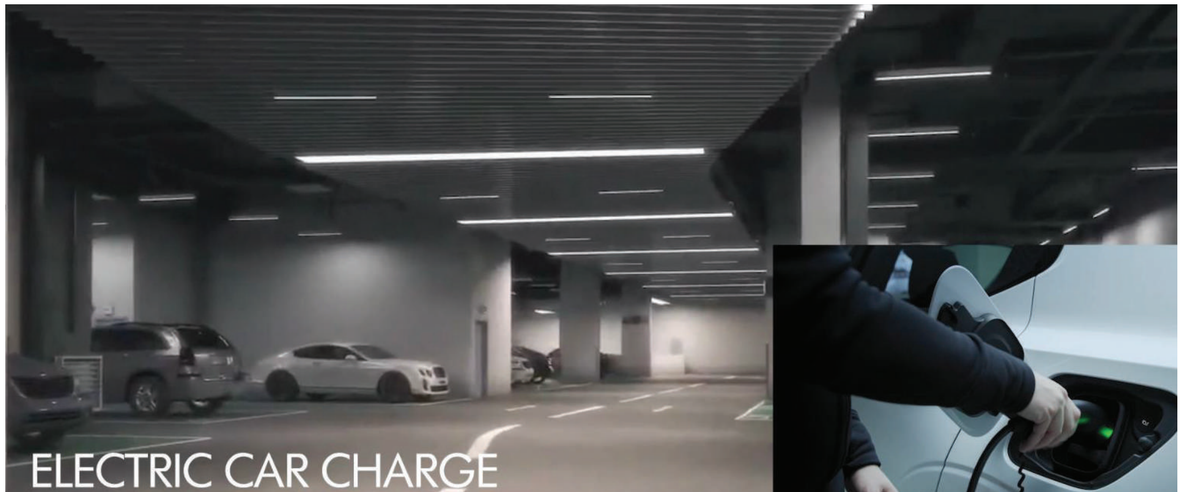


07 / Unit Types

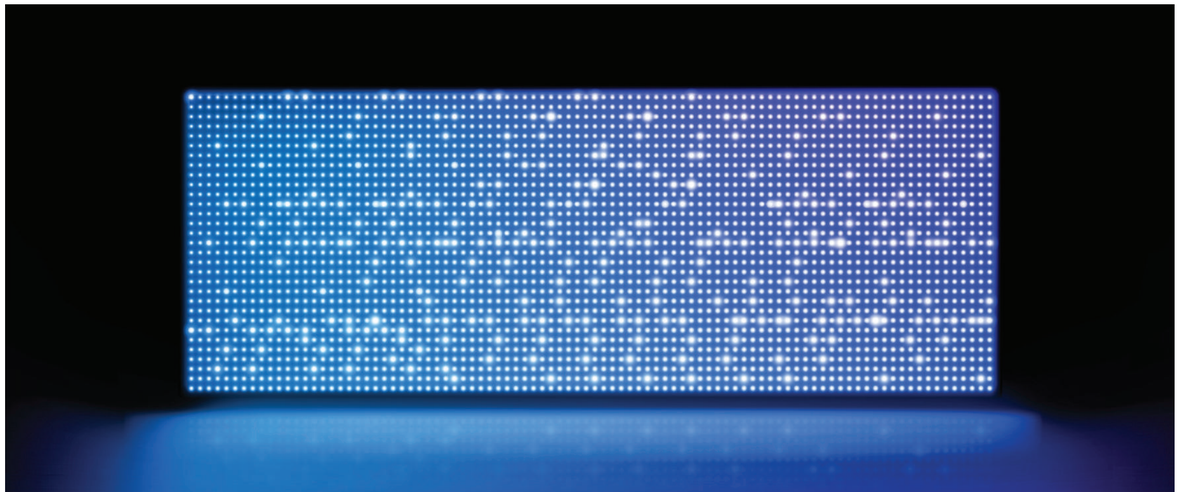
At INTOWN, we offer a diverse range of unit types that cater to the unique needs of businesses, both big and small. From spacious commercial spaces to functional administrative units, starting from 40 m2 and beyond, we have created a canvas for happy endeavors. Whether you're an established enterprise or a budding entrepreneur, our offerings provide the perfect foundation for your dreams to flourish, and your business to thrive in an environment of happiness and positivity.



Commercial units:
Our commercial spaces are designed to meet the needs of businesses in various industries, whether you're in retail, food and beverage, or services. These spaces are spaciou and versatile, offering you the freedom to create a layout that suits your business requirements. Our spaces are designed to enhance productivity and efficiency, with carefully planned layouts that optimize workflow and allow for easy collaboration among team members. At our commercial units, we prioritize creating a memorable shopping experience where customers feel valued, inspired, and excited to return. Our spaces cater to visitors of all ages, ensuring a memorable experience for everyone. From dedicated kids areas to a wide range of shops, restaurants, cafes, beauty salons, skincare centers, a fast food court, and so much more, there's something for everyone to enjoy.



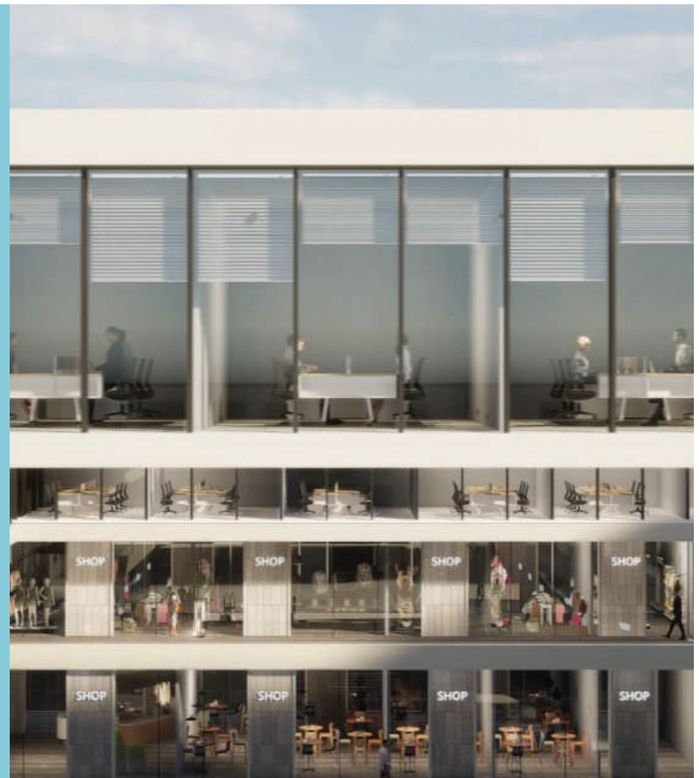
Electric charger:
Intown is all about the future,so now you get the chance to charge your electric car in the built in electric chargers in our parking lot.



Interactive screen:
Additionally, an interactive screen is strategically placed within the mall, offering an engaging and interactive experience for visitors. It allows for the display of dynamic digital content, providing information, entertainment, and promotional material.

Administrative units:
Our administrative units are tailored to meet the needs of businesses requiring office spaces, startups or professional services. These units are designed with functionality and productivity in mind, providing a conducive environment for your team to collaborate and excel.

Our office spaces are designed to be flexible and adaptable, accommodating businesses of all sizes. Whether you need a small private office or a spacious open-plan workspace, our units offer various layouts to suit your preferences. Equipped with modern amenities and ergonomic furniture, these spaces promote efficiency, comfort, and professionalism.







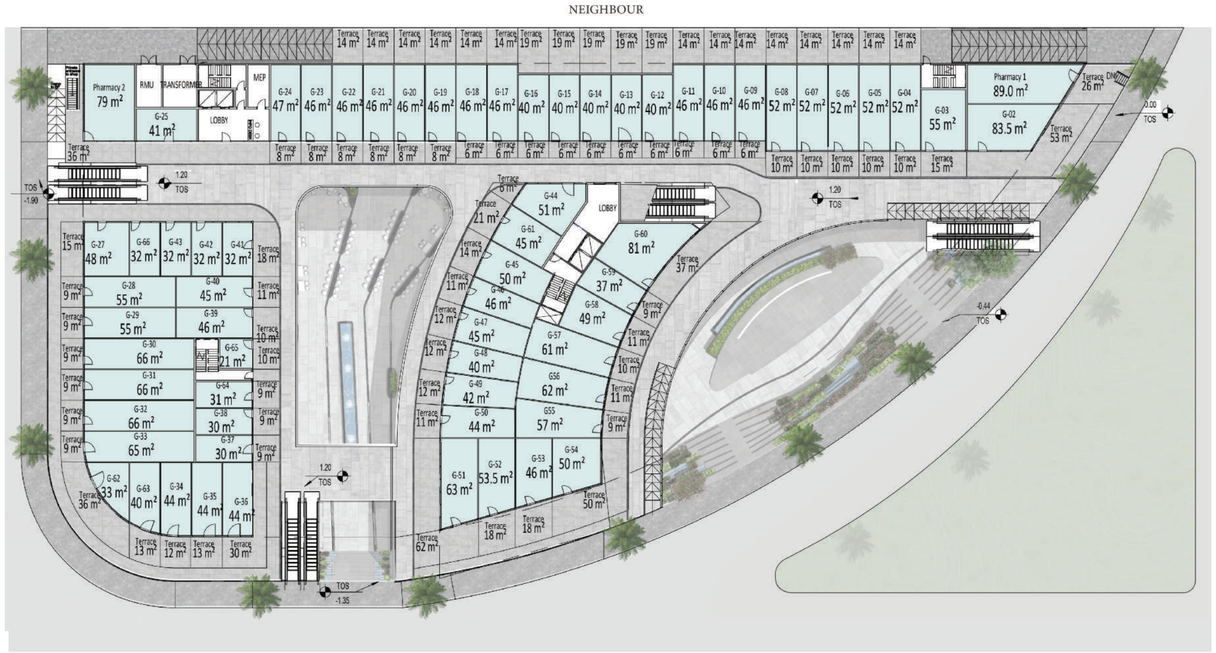
Waiting area:
We have created a dedicated waiting area located in the administrative part of the mall. With comfortable seating and a welcoming atmosphere, the waiting area aims to enhance the overall experience of our customers. Whether it's for a brief moment or a longer wait, the waiting area ensures that you have a designated space where you can relax before your scheduled activities.

Open air smoking area:
Open-air Smoking Area for Administration To cater to the needs of the administrative staff, It is designed for administration personnel who smoke. This area ensures that smokers have a comfortable and designated space while adhering to necessary regulations and ensuring a pleasant environment for all visitors.

08 / Floor plans and renders



Ground Floor Plan

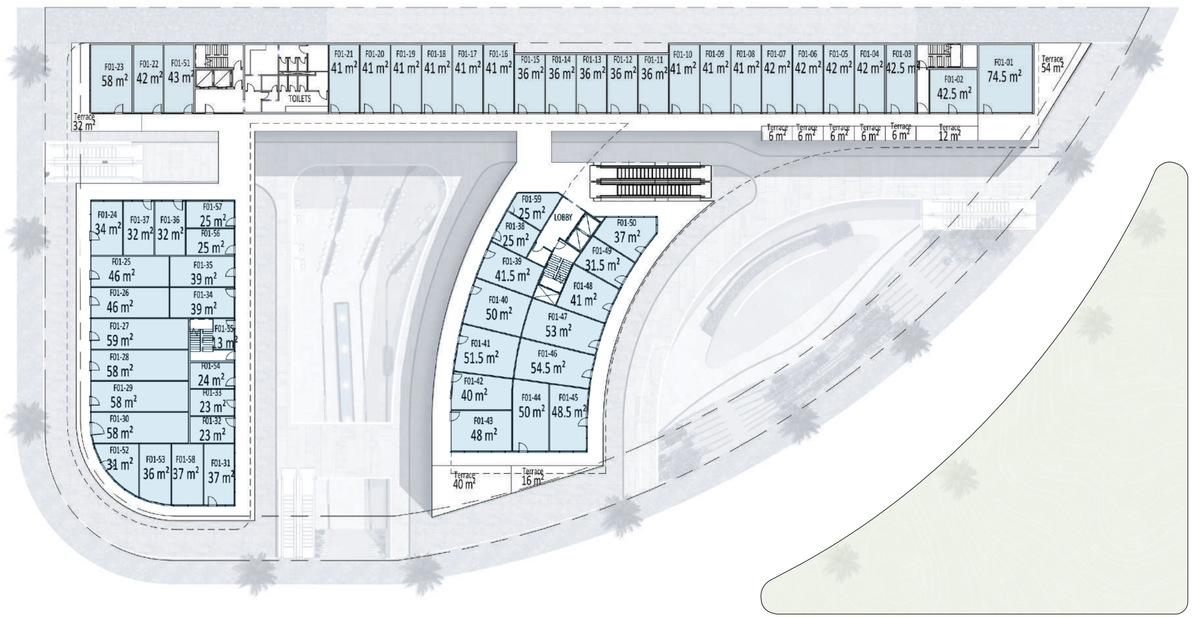


Facilities

The passage
3 escalators
4 elevators

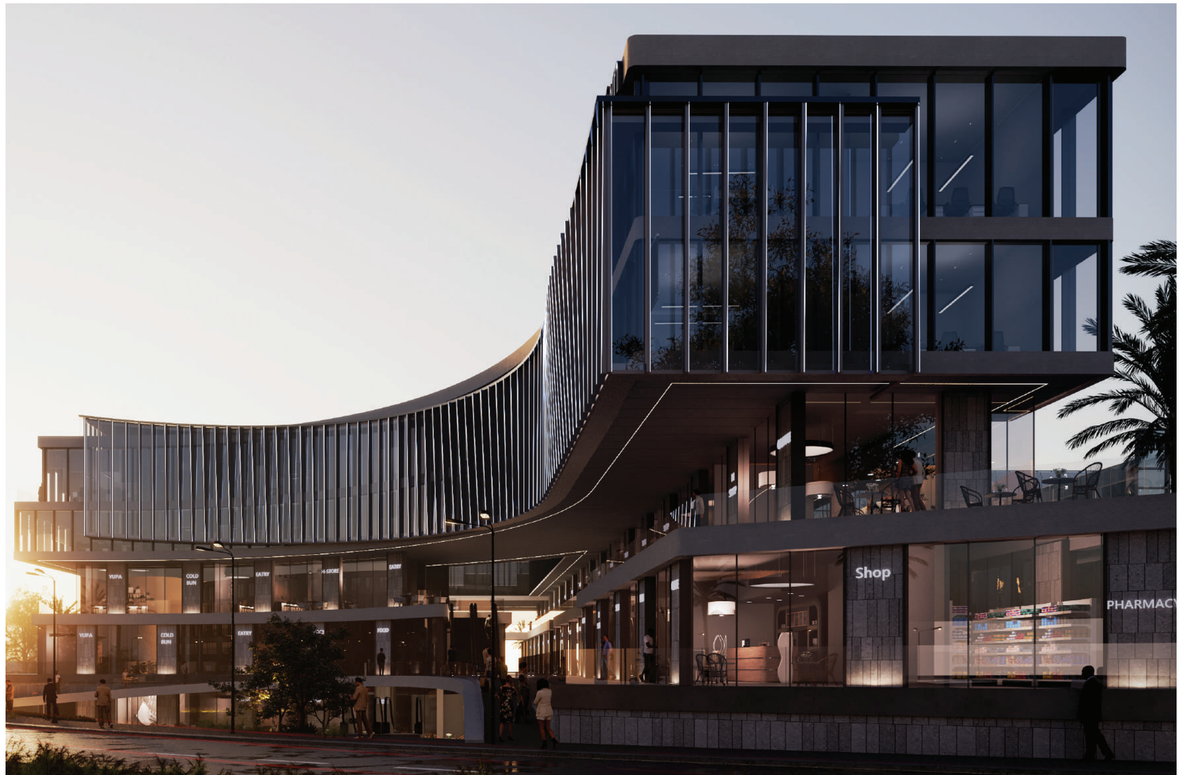


First Floor Plan

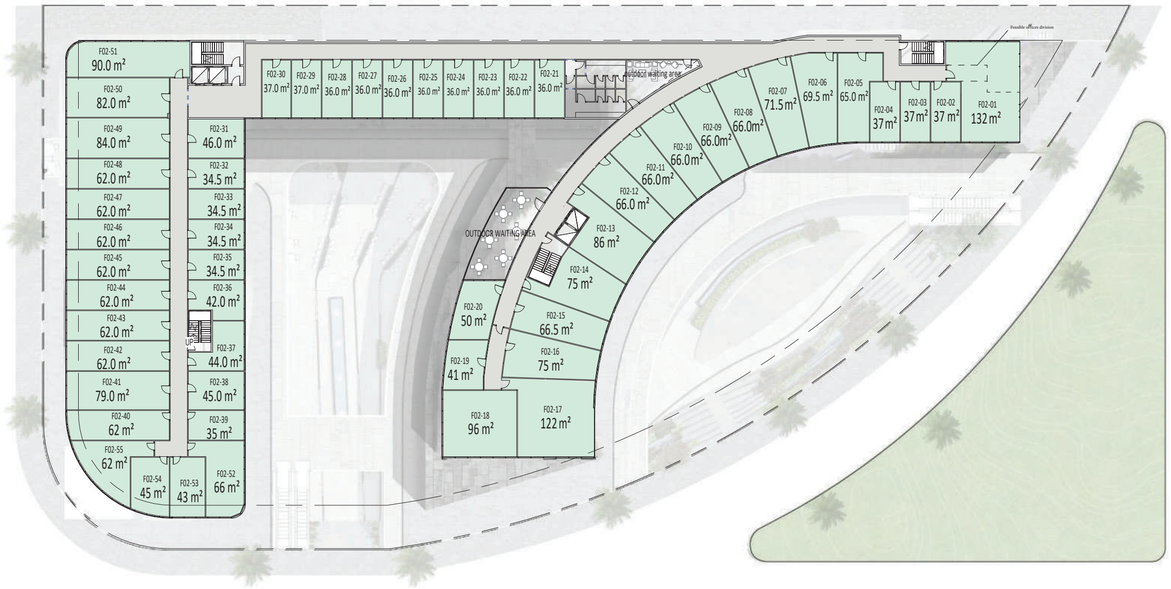


Facilities

Plaza view
Outdoor area



Second Floor Plan

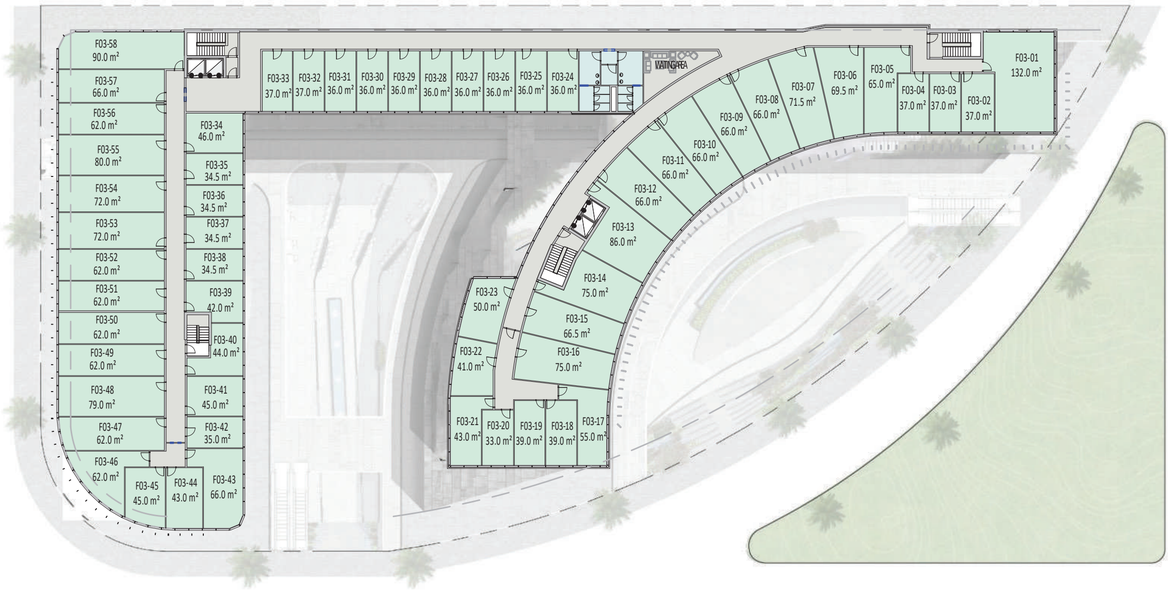


Facilities

Waiting area
Smoking area



Third Floor Plan



Facilities

Waiting area
Smoking area





Partners

ldp +PARTNERS Architecture & Engineering CONSULTANT

EgyproFME

ACE PROJECT MANAGEMENT
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