cēllen

(→ BUSINESS HUB)

A PLATFORM FOR PRODUCTIVITY,
DESIGNED TO KEEP PROGRESS IN MOTION.

(→ A SMART, STRATEGIC ADDRESS FOR AMBITIOUS PROFESSIONALS AND FAST-MOVING COMPANIES. DESIGNED FOR FOCUS, GROWTH, AND NETWORK.)

EST 1997

ARTAL

cēllen

WITH A BOLD MOVEMENT AND A SOLID VISION, ARTAL CONTINUES TO PUSH THE BOUNDARIES OF REAL ESTATE, WITH A FOCUS ON EVOLVING COMMUNITIES AND UPLIFTING PEOPLE’S MINDSETS.



OUR COMMITMENT TO INNOVATION, SUSTAINABILITY, AND PURPOSE-DRIVEN DEVELOPMENT GUIDES US AS WE SHAPE THE FUTURE OF LIVING, CREATING SPACES THAT INSPIRE AND EMPOWER,ALWAYS WITH AN EYE TOWARD PROGRESS AND EXCELLENCE.

A FIELD OF OPPORTUNITY.

(→ OVERVIEW)

CĒLLEN IS A PREMIUM BUSINESS & RETAIL HUB, STRUCTURED AROUND A CLEAR VERTICAL SEPARATION OF THE 2 MAIN ELEMENTS & THEIR FUNCTIONS:

THE RETAIL ELEMENT IS ALLOCATED IN SHR LEVEL, LOWERGROUND & GROUND FLOOR WITH DIFFERENT OFFERING OF RETAIL UNITS AND LIFESTYLE DINING OUTLETS, CREATING VIBRANT & INTERACTIVE FRONTAGES THAT ENGAGE DIRECTLY WITH THE STREET AND PUBLIC REALM.

THE UPPER TYPICAL FLOORS ARE FULLY ALLOCATED TO ADMINISTRATIVE OFFICES, OFFERING FLEXIBLE AND MODULAR LAYOUTS THAT CANBE EASILY ADAPTED TO SUIT VARIOUS BUSINESS NEEDS.

THE PROJECT ADOPTS A VERTICALLY ZONED FUNCTIONAL LOGIC, ENSURING A SEAMLESS INTEGRATION BETWEEN THE ACTIVE PUBLIC EXPERIENCE ON THE LOWER FLOORS AND THE FOCUSED PROFESSIONAL ENVIRONMENT ON THE UPPER FLOORS STRIKING A BALANCE BETWEEN ACCESSIBILITY, TRAFFIC FLOW, AND OPERATIONAL PRIVACY.

(→ WHERE BUSINESS MOVES WITH PURPOSE AND DRIVES PERFORMANCE.)

A PLATFORM FOR PRODUCTIVITY, KEEP TO DESIGNED PROGRESS IN

cēllen

(→ WHERE BUSINESS FINDS ITS IDENTITY)

IN A CITY THAT NEVER STOPS MOVING, EVERYBRAND NEEDS A PLACE TO ANCHOR ITSELF – NOT JUST IN SPACE,BUT IN MEANING.

CĒLLEN ISN'T MERELY A BUSINESS COMPLEX;IT'S A PLACE WHERE IDEAS GAIN STRUCTURE, AND IDENTITIES BEGIN TO SPEAK LOUDER THAN NAMES.

IT'S WHERE THE ENERGY OF AMBITION MEETS THE CLARITY – AND WHERE EVERY BUSINESS, BIG OR SMALL,FINDS A SPACE THAT REFLECTS ITS CHARACTER. VISION

(→ STEP INTO A BUSINESS ADDRESS THAT SPEAKS BEFORE YOU DO.)

(CĒLLEN OFFERS SPACE WITH STATURE, BUILT FOR THOSE WHO LEAD.)

(→ *Movement* **IS** **HAPPENING** *IN* **CĒLLEN** *Direction.* ←)

(→ FACTS)

LAND AREA
4,284 SQM - BUILDING ON 40%
OF LAND ARE

PROJECT FRONTAGE
50.7 METER FRONTAGE (DOUBLE
SIDED OVER 2 MAIN STREETS)

TOTAL B.U.A
14.412 SQM

NO. OF FLOORS
SHR LEVEL, LG, G+4

TOTAL OF UNITS
138 (RETAIL 50U / OFFICES 88U)

NO. OF BASEMENTS
2 FLOORS (1 FULL BASEMENT + ½ FLOOR)

PARKING SLOTS
180+

OFFICES AREAS START FROM
53 SQM

OFFICES FINISHING
WHITE BOX

RETAIL AREAS START FROM
66 SQM

RETAIL FINISHING
CORE & SHELL

LOADING RATIO
35%

DELIVERY DATE
JUL 2028

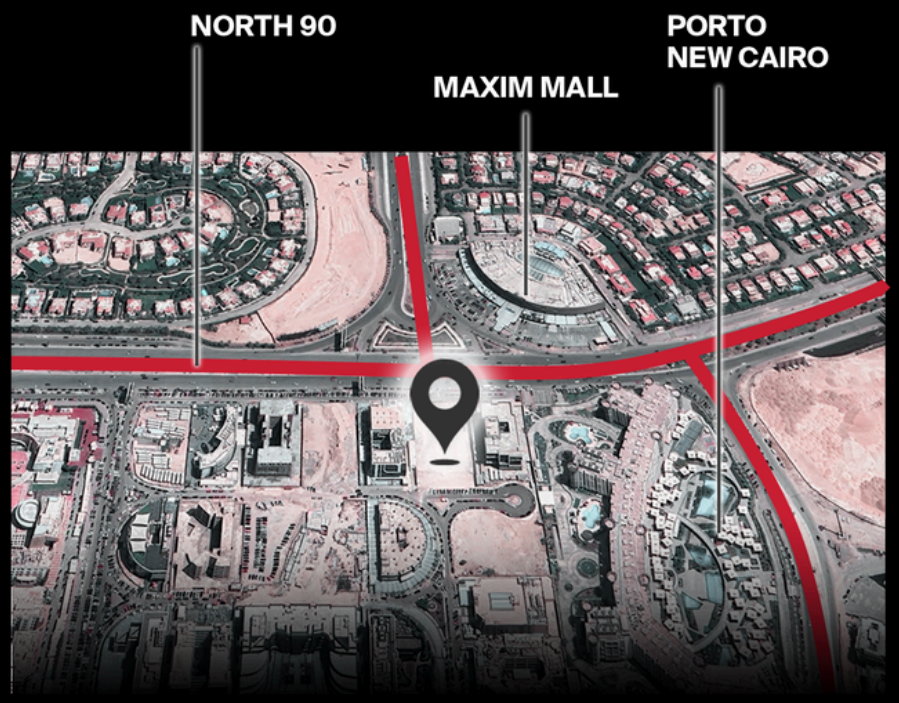
LICENSE STATUS
CONSTRUCTION LICENSE ISSUED

cēllen

(→ CENTER STAGE ←)

STRATEGICALLY LOCATED IN NEW CAIRO'S MOST ACTIVE BUSINESS CORRIDOR, CĒLLEN EVER AGES HIGH FOOTFALL, EXCELLENT ACCESSIBILITY, AND A CURATED MIX OF OFFICE AND COMMERCIAL SPACES. THE RESULT A PROPERTY THAT OFFERS YOU STABLE RENTAL YIELDS, MINIMAL VACANCY RISK, AND STRONG APPRECIATION POTENTIAL A FORMULA INVESTORS CAN COUNT ON.
SITUATED ON NORTH 90 STREET, WELLEN PLACES YOU AT THE CENTER OF EVERYTHING. HERE, YOU'RE NOT JUST CONNECTED TO THE CITY'S PULSE — YOU ARE THE PULSE. THIS IS WHERE BUSINESS MEETS MOVEMENT, WHERE PROGRESS NEVER STOPS.

FUE	→	10 MIN
AUC	→	10 MINS
EL REHAB	→	10 MINS
RING ROAD	→	15 MINS
AIN SOKHNA ROAD	→	20 MINS



(→ PRIME LOCATION. PROFESSIONAL DEMAND. PREDICTABLE RETURNS. CĒLLEN IS WHERE SMART CAPITAL MEETS SUSTAINED GROWTH.)

(NORTH → 90)

(→ THE SIGNATURE
OF MODERN BUSINESS)

FROM MODULAR OFFICE CONFIGURATIONS FOR STARTUPS AND GROWING ENTERPRISES, TO SMART LAYOUTS THAT ACCOMMODATE HIGH-CAPACITY OPERATIONS, EVERY PART OF CĒLLEN IS DESIGNED TO DRIVE PRODUCTIVITY.



cēllen

ARTAL DEVELOPMENTS

CĒLLEN IS BUILT FOR FORWARD-THINKING BUSINESSES THAT VALUE CLARITY, EFFICIENCY, AND CONNECTION.

2025



(→ BUILT TO BE A BRAND.
DESIGNED TO BE DESIRED.)

CĒLLEN ISN’T A SPACE YOU RENT. IT’S A SPACE YOU BECOME PART OF. EVERY MATERIAL, EVERY PROPORTION, EVERY CIRCULATION PATH HAS BEEN CAREFULLY CONSIDERED TO CREATE A BUILT ENVIRONMENT THAT FEELS LIKE A HIGH-END PRODUCT — POLISHED, PRECISE, AND PROUD. THE ARCHITECTURE ISN’T DECORATIVE IT’S STRATEGIC. IT SUPPORTS VISIBILITY, ENHANCES EXPERIENCE, AND ELEVATES YOUR PROFESSIONAL IMAGE. THIS IS NOT A PROJECT BUILT TO BLEND IN. IT’S A PROJECT DESIGNED TO LEAD.



(→ INTEGRATED DUAL ACCESS POINTS)

EACH ORIENTED TOWARDS A DIFFERENT MAJOR STREET, ENHANCING URBAN INTEGRATION AND FACILITATING EFFICIENT ACCESS FROM MULTIPLE DIRECTIONS.

ENTRANCE A CONNECTS TO A DEDICATED DROP-OFF ZONE AND THE MAIN PLAZA, SERVING VISITORS ARRIVING FROM NORTH 90 STREET.

ENTRANCE B CATERS TO RETAIL TRAFFIC AND ADMINISTRATIVE OFFICE USERS APPROACHING FROM SOUTH 90 STREET.

(→ THE ATRIUM)

AT THE HEART OF THE PROJECT LIES A LARGE, VERTICALLY OPEN ATRIUM, SERVING AS A CENTRAL ARCHITECTURAL AND FUNCTIONAL FEATURE THAT CONNECTS THE UPPER OFFICE LEVELS WITH THE INTERNAL PLAZA BELOW.

IT OFFERS: NATURAL LIGHT PENETRATION THAT REACHES DEEP INTO THE BUILDING CORE.

VISUAL CONTINUITY BETWEEN INTERIOR AND EXTERIOR SPACES.

INTUITIVE WAYFINDING THROUGH SPATIAL OPENNESS AND VISUAL ANCHORS .

INTERACTIVE FLOW THAT FOSTERS VISUAL AND FUNCTIONAL ENGAGEMENT BETWEEN VISITORS AND WORKSPACE USERS.

THE ATRIUM IMPROVES THE OVERALL ENVIRONMENTAL QUALITY AND THE SPATIAL EXPERIENCEOF THE BUILDING, MAKING IT MORE WELCOMING AND ENGAGING.

(→ PRIMARY ENTRANCES)

THIS DUAL-ENTRY CONFIGURATION IMPROVES VISIBILITY AND COMMERCIAL EXPOSURE,REDUCES CONGESTION AT ACCESS POINTS, AND ENSURES A SMOOTHER CIRCULATION EXPERIENCE– PARTICULARLY FOR ADMINISTRATIVEUSERS BY DISTRIBUTING THE TRAFFIC FLOW ACROSS THE SITE EFFICIENTLY.





IN CĒLLEN, YOU’RE NOT JUST INVESTING IN PROPERTY.

YOU’RE INVESTING IN A PREMIUM BUSINESS DESTINATION WITH LONGTERM VALUE.

FUTURE-READY DESIGN FOR FUTURE FORWARD BUSINESSES.

A SMART, STRATEGIC ADDRESS FOR AMBITIOUS PROFESSIONALS AND FAST-MOVING COMPANIES. DESIGNED FOR FOCUS, GROWTH, AND NETWORK.

(→ CIRCULATION)

TWO PROJECTS. ONE ECOSYSTEM.



THE PLACEMENT OF STAIRS AND ELEVATORS IN CĒLLEN HAS BEEN CAREFULLY PLANNED TO OPTIMIZE BOTH FUNCTION AND TRAFFIC FLOW:

CLOSE PROXIMITY TO ALL RETAIL UNITS, ENSURING EFFICIENT ACCESS FOR TENANTS AND VISITORS.

CLEAR SEPARATION BETWEEN PUBLIC VISITORS AND INTERNAL USERS, ENHANCING BOTH PRIVACY AND CONTROLLED CIRCULATION ACROSS THE PROJECT.

STRATEGIC ALIGNMENT WITH EMERGENCY ROUTES AND SERVICE AREAS, SUPPORTING SMOOTH OPERATIONAL AND SAFETY LOGISTICS.

THIS SMART CORE DISTRIBUTION SUPPORTS BOTH DAILY FUNCTIONALITY AND LONG-TERM BUILDING PERFORMANCE

(→ BASEMENT - PARKING)

THE PROJECT INCLUDES TWO BASEMENT LEVELS ALLOCATED FOR PARKING, SERVING BOTH VISITORS AND TENANTS.

THE DESIGN ENSURES: DIRECT VERTICAL CONNECTIVITY FROM THE PARKING LEVELS TO THE MAIN ENTRANCES, RETAILUNITS, AND OFFICE FLOORS.

ORGANIZED CIRCULATION WITH SMOOTH TRAFFIC FLOW AND NO CONGESTION POINTS.

A CALCULATED INTERSECTION BETWEEN PEDESTRIAN AND VEHICULAR ROUTS, ALLOWING ANATURAL AND SEAMLESS TRANSITION FROM ARRIVAL TO ENTRY.

THIS INTEGRATED APPROACH IS INSPIRED BY GLOBAL STANDARDS THAT PRIORITIZE USER COMFORT AND INTUITIVE ACCESS — OFFERING A SUPERIOR ALTERNATIVE TO COMPLETE SEGREGATION BETWEEN PEDESTRIAN AND VEHICLE TRAFFIC.

cēllen

CĒLLEN ISN’T JUST A NAME — IT’S A STATEMENT. A BOLD, CONFIDENT MARK ON NEW CAIRO’S BUSINESS LANDSCAPE.

CONCEIVED TO REFLECT THE PACE, PRECISION, AND PRESENCE OF TODAY’S TOP-TIER PROFESSIONALS, CELLĒN IS MORE THAN A LOCATION; IT’S WHERE ARCHITECTURE BECOMES IDENTITY.

FROM ITS ELEVATED COMMERCIAL BELT TO ITS SUNLIT ATRIUM, EVERY INCH OF CELLĒN SPEAKS THE LANGUAGE OF AMBITION — QUIETLY POWERFUL, DELIBERATELY REFINED.

HERE, BUSINESSES DON’T JUST WORK. THEY RESONATE.

cēllen

(→ BUILT FOR VISIONARIES, MADE FOR MOMENTUM. CĒLLEN TURNS BUSINESS POTENTIAL INTO LASTING IMPACT.)

(→ FACILITIES AND AMINITIES)

24 HOURS SECURITY

BUILDING MANAGEMENT SYSTEM

PUBLIC ADDRESS SYSTEM

FIRE SYSTEM

CCTV SURVEILLANCE

PUPLIC SERVICES

CONFERENCE BUSINESS CENTER

STAFF LOCKERS

CONCIERGE SERVICES

OUTDOOR PLAZAS

ELECTRIC CARS CHARGERS

ATM CENTER

SMART ELEVATORS SYSTEM.

ESCELATORS

PARKING FACILITIES

TRIPLE PLAY

HANDICAPPED FRIENDLY FACILITIES

EMERGENCY RESPONSE TEAM

EASY ACCESS

PRAY AREA

SUPPORTING BUSINESS ISN'T JUST ABOUT SPACE—IT'S ABOUT EXPERIENCE.

CĒLLEN OFFERS INTEGRATED MEETING ROOMS, FLEXIBLE BREAKOUT LOUNGES NETWORKING ZONES, AND A RETAIL LAYER THAT COMPLEMENTS THE WORKING RHYTHM OF PROFESSIONALS. IT'S NOT JUST AN OFFICE LOCATION. IT'S A READY BUSINESS ENVIRONMENT, BACKED BY INFRASTRUCTURE AND VISION.

(→ ELEVATED BY INTENT)

EVERY DETAIL IN CELLĒN IS DESIGNED WITH ONE QUESTION IN MIND: “WHAT DOES A BUSINESS NEED TO GROW — NOT JUST FASTER, BUT SMARTER?”

FROM THE DAYLIGHT-FILLED ATRIUM TO THE MODULAR LAYOUTS, FROM THE CORE CIRCULATION TO THE BRAND-DEFINING FACADE — NOTHING IS RANDOM. CELLĒN IS INTENTIONAL. THOUGHTFUL. STRATEGIC. IT’S THE SILENT PARTNER THAT MAKES YOU LOOK BETTER, WORK BETTER, AND STAND TALLER IN EVERY MEETING YOU HOST.

cēllen

(→ THE FUTURE OF BUSINESS HAS AN ADDRESS)

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IT’S WHERE ARCHITECTURE BECOMES IDENTITY.

(→ A BUSINESS CULTURE.)

CĒLLEN REDEFINES WHAT AN OFFICE DESTINATION SHOULD BE.

IT DOESN'T CATER TO SQUARE METERS; IT CATERS TO VISION. THE PROJECT CREATES A RHYTHM – BETWEEN THE CALM OF CURATED ARCHITECTURE AND THE ENERGY OF GROWTH - MINDED ENTERPRISES.

WITH FLEXIBLE FLOOR PLATES, PREMIUM RETAIL ZONES, AND A CENTRAL ATRIUM PULSING WITH LIGHT AND MOVEMENT, CELLĒN FOSTERS AN ECOSYSTEM FOR BUSINESSES THAT ARE GOING SOMEWHERE – AND WANT A SPACE THAT MOVES WITH THEM.



cēllen

(→ HIGH-VISIBILITY FRONTAGE. PREMIUM OFFICE DEMAND. INSTITUTIONAL GRADE DESIGN. CĒLLEN IS YOUR NEXT HIGH- PERFORMANCE ASSET.)

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