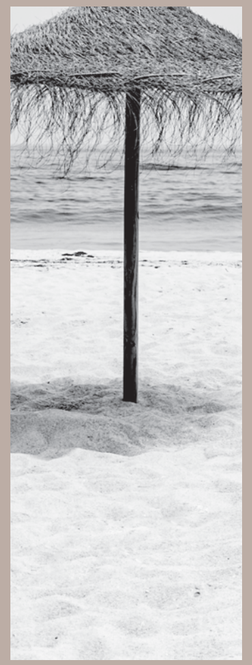
Sidi ABDELRAHMAN







Aura

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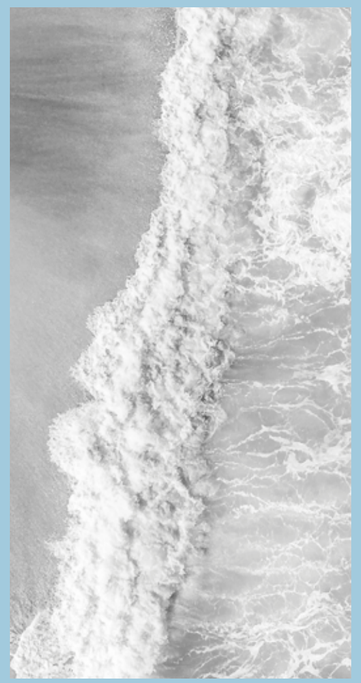
SERAC DEVELOPMENTS

Brought to you by



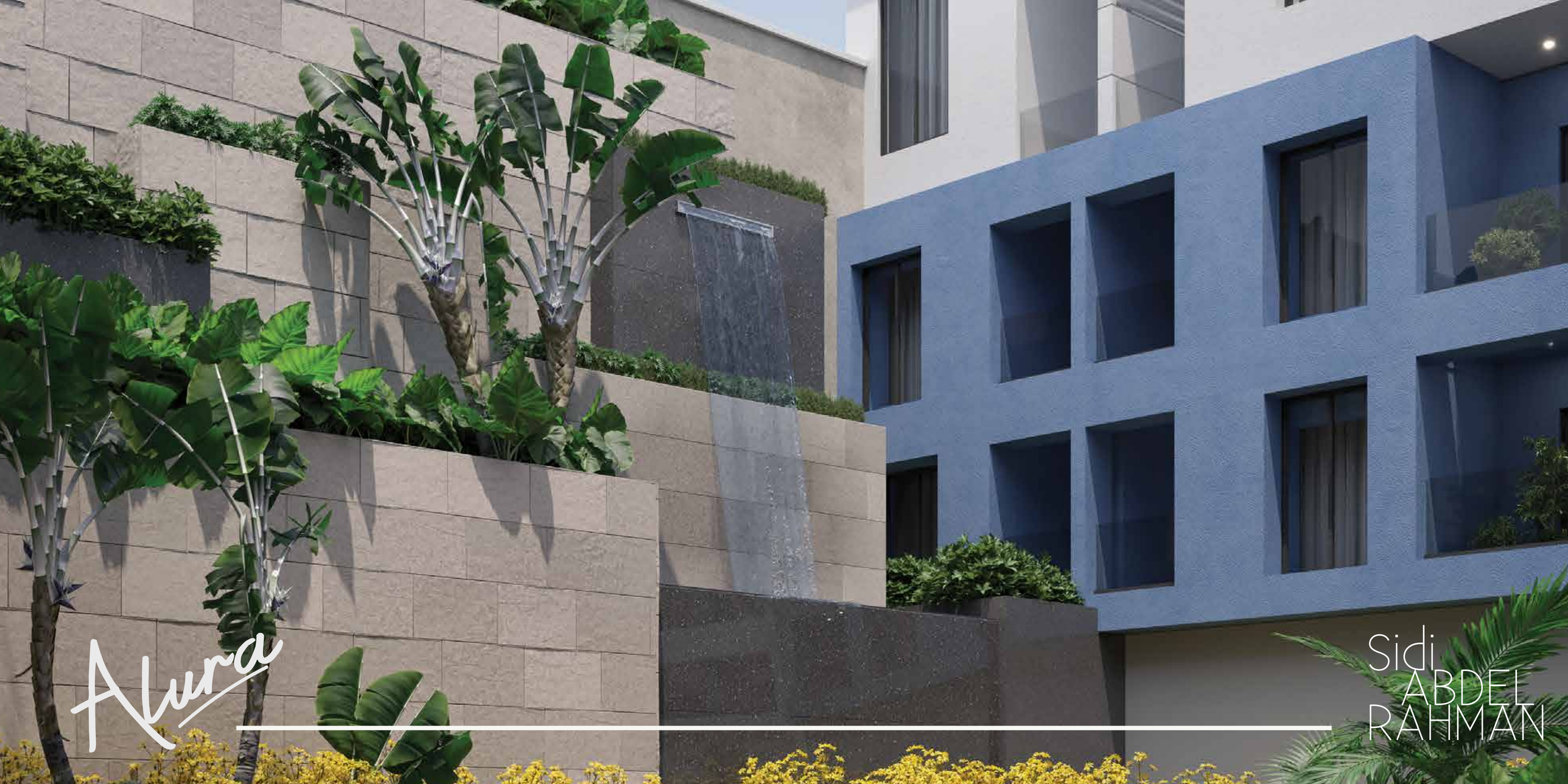


SERAC
DEVELOPMENTS



SIDI ABDELRAHMAN

FIND YOUR OASIS AT ALURA
IN THE ***serene*** NORTH COAST.


Aura
Sidi
ABDEL
RAHMAN





ABOUT

SERAC
DEVELOPMENTS



Serac developments is a unique real estate developer that combines over 40 years of experience in building unique and diverse architectural icons in the UAE and the Arab world.

Serac developments launched in Egypt in 2022, embracing the dynamic real estate market with its visionary approach to shape futuristic and luxury real estate developments possessing a promising land bank in Egypt.

Uniquely positioned to set the pace for elegance and sustainable real estate development in differentiated cities of Egypt, Serac Developments offers classy and sustainable developmental projects through a variety of offerings catering to a wide-scale customer base in various sectors including residential and commercial developments.

Its investment portfolio encompasses projects in the New Cairo, New administrative capital and the North Coast.

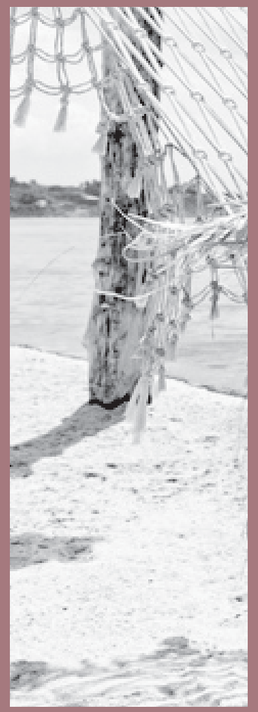
ABOUT SERAC DEVELOPMENTS

Live THE COASTAL DREAM

Alura

SIDI ABDELRAHMAN

WHY






Aura
Sidi
ABDEL
RAHMAN

Alura Sidi Abdel Rahman: Where divine guidance meets coastal living.

Inspired by the meaning of 'God-like adviser,' our project embraces a harmonious blend of luxurious spaces, breathtaking landscapes, and a nurturing community.

Experience a sanctuary that embodies wisdom and beauty, offering an unparalleled coastal living experience.

WHY *Alura*



Aura

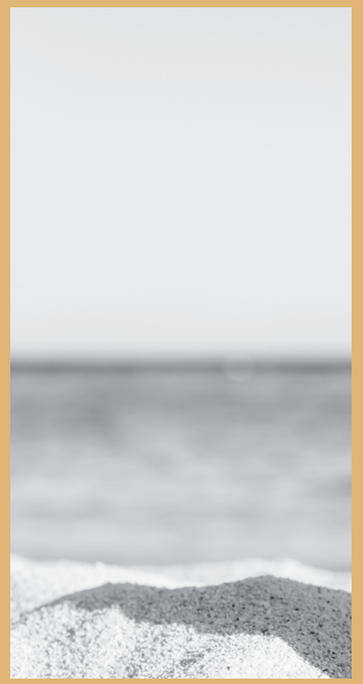
Sidi
ABDEL
RAHMAN


Aura
Sidi
ABDEL
RAHMAN

T H E

DISCOVER SIDI
ABDEL RAHMAN *Paradise*

LOCATION






Aura
Sidi
ABDEL
RAHMAN



THE *Location*

Perfectly situated between all the friendly venues of the North Coast.

This luxury beach compound is located in the midst of Sidi Abd el Rahman 134 kilometers from Alexandria. Making the location perfectly situated between all the trendy venues of the North Coast.

145 KM
from Marsa Matrouh

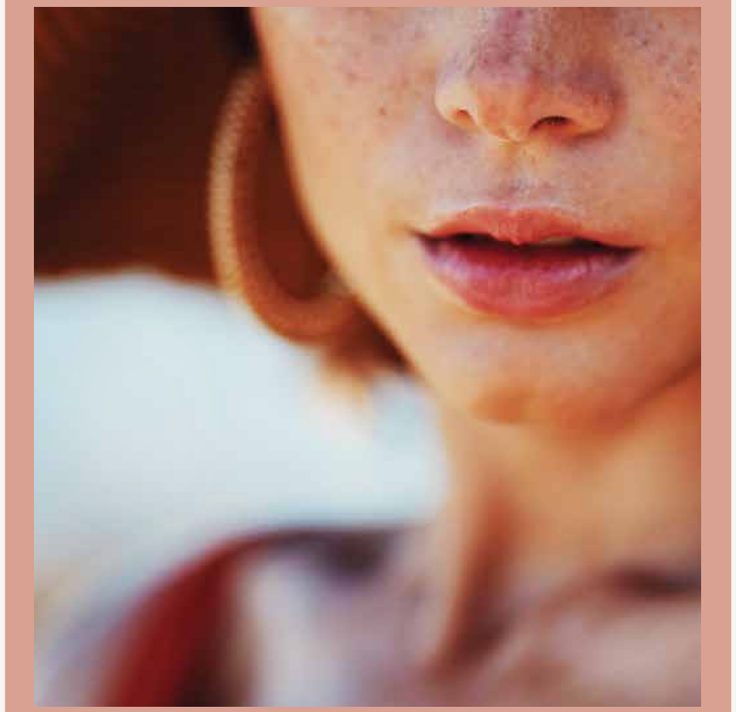
20 KM
from Dabaa Axis

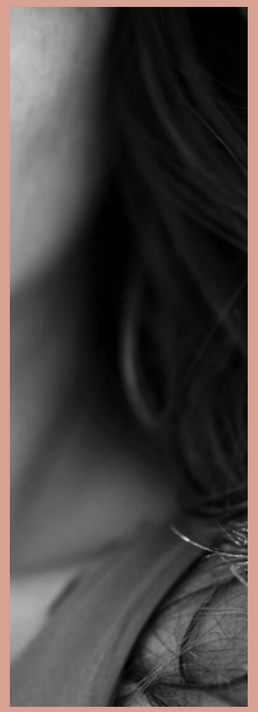
20 KM
from Alamien Airport

35 KM
from Alamien City

EMBRACE *Coastal*

LIFESTYLE





LIFE STYLE

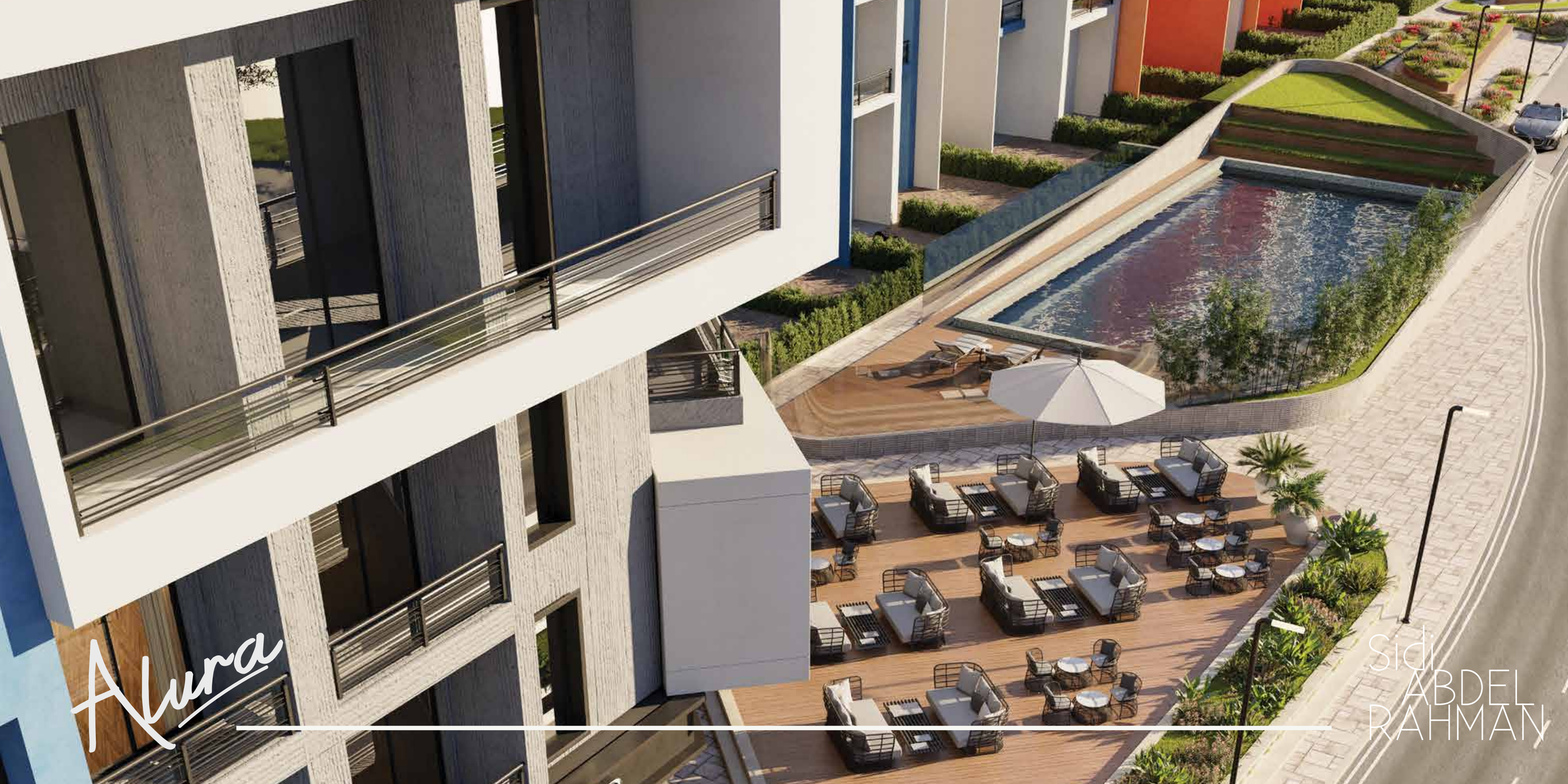
LIFE STYLE

LUXURIOUS YET ENGAGING SUMMER LIFE IS WHAT WE ALWAYS AIM FOR IN ALURA



A Place where you will be able to rest and have fun from its staggering natural wealth to its breathtaking landscapes, Alura is your Mediterranean relax in a family-friendly summer destination.

We aim to fulfill all the aspects of a perfect beach destination with multiple facilities, serving all residents & guests.


Aura
Sidi
ABDEL
RAHMAN



Aura

Sidi ABDEL RAHMAN

A L U R A







REDEFINE
Coastal LIVING

FACILITIES


StellaWalk
SHOP
SHOP
SHOP
SHOP
SHOP
SHOP
Aura
Sidi
ABDEL
RAHMAN


Stella Walk
Stella Walk
Aura
Sidi
ABDEL
RAHMAN


SHOP
SHOP
SHOP
SHOP
SHO
Aura
Sidi
ABDEL
RAHMAN

A WELCOMING PLAZA

A design concept with smart space arrangement and infrastructure that allows for convenient client movement while optimizing transaction opportunities.

Designed in opulent styles with a stunning façade and enthralling interiors.


Stella Walk II
SHOP
SHOP
SHOP



Alura

Sidi ABDEL RAHMAN



Aura

Sidi
ABDEL
RAHMAN



Aura

Sidi ABDEL RAHMAN

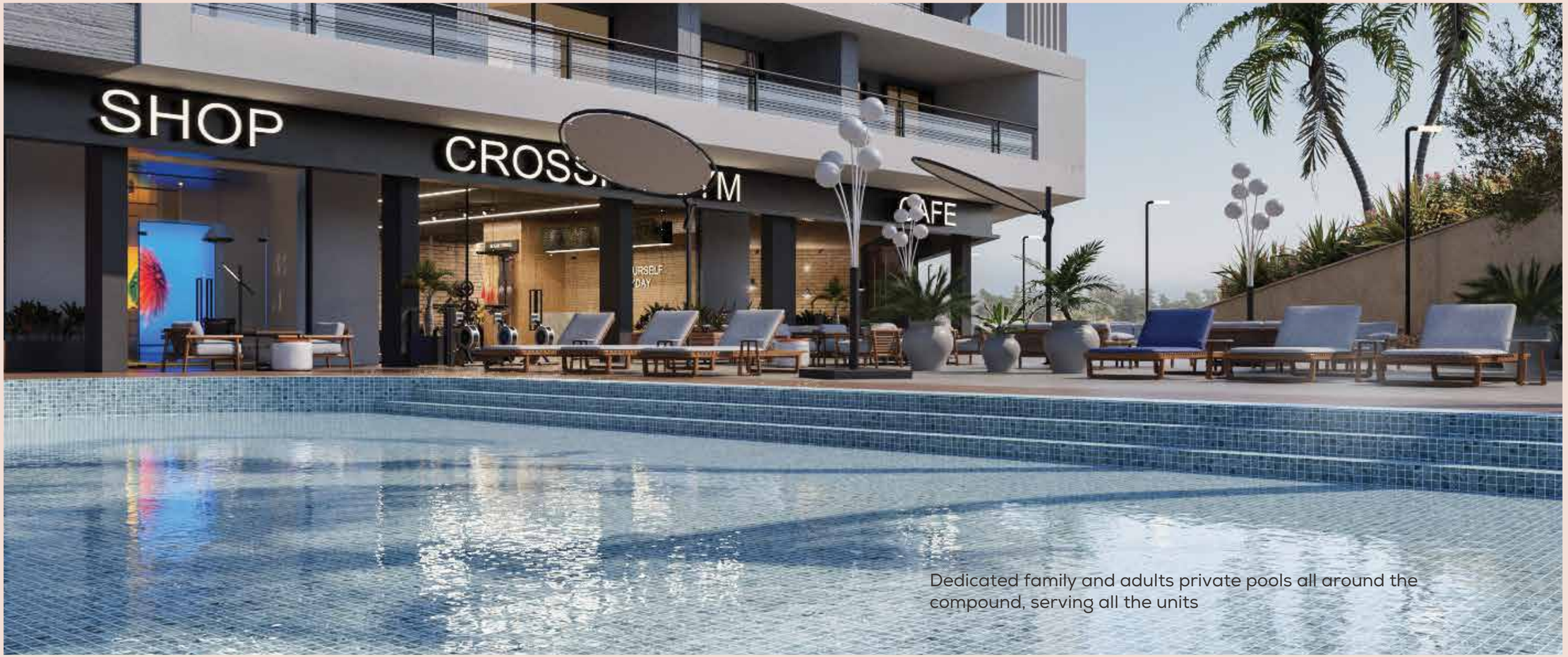


02

BEACH & BEACH ACTIVITIES

Our beach front
with vast spaces all around giving the liberty of comfort & availability.

03 POOLS



Dedicated family and adults private pools all around the compound, serving all the units

04



KIDS AREA

GYM



05



SUPERMARKET

06

07



PHARMACY

CLUB HOUSE



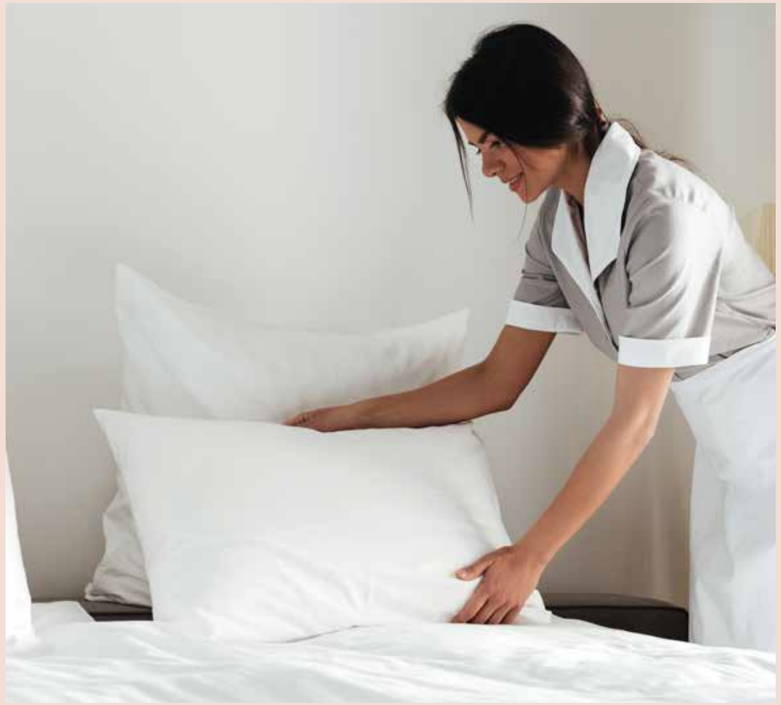
08

09



GOLF CARS

HOUSEKEEPING



10

O U R

SEASIDE *Sanctuary*

SCHEMATIC DESIGNS






Aura
Sidi
ABDEL
RAHMAN



THE DESIGN STRIKES THE DELICATE BALANCE OF ARCHITECTURE AND LANDSCAPE

The combination of the modern-chic setting that promotes wellbeing and the clean lines and wide spaces provides a balance between comfort and intellectual tranquilly.





BALANCED BACK EXTERIOR


Aura
Sidi
ABDEL
RAHMAN



BALANCED BACK EXTERIOR

The important ingredients that went into creating this well-made room were good planning, imaginative design thinking, space management, skillful handiwork, and accurate execution. Using interior design strategies that seamlessly mix, create aesthetically intriguing zones that follow specific themes, giving the room a unique twist.

O U R

The purpose of the design is to deliver the feelings comfort and tranquility to our guests through the spacious and distinctive architectural design.

Modernity and minimalism blend together through high walls and open spaces and the styling of the space is elevated trough unique furnishings and accessories.

UNIT TYPES





STUDIO +



Aura

Sidi
ABDEL
RAHMAN



Aura

Sidi ABDEL RAHMAN


Aura
Sidi
ABDEL
RAHMAN

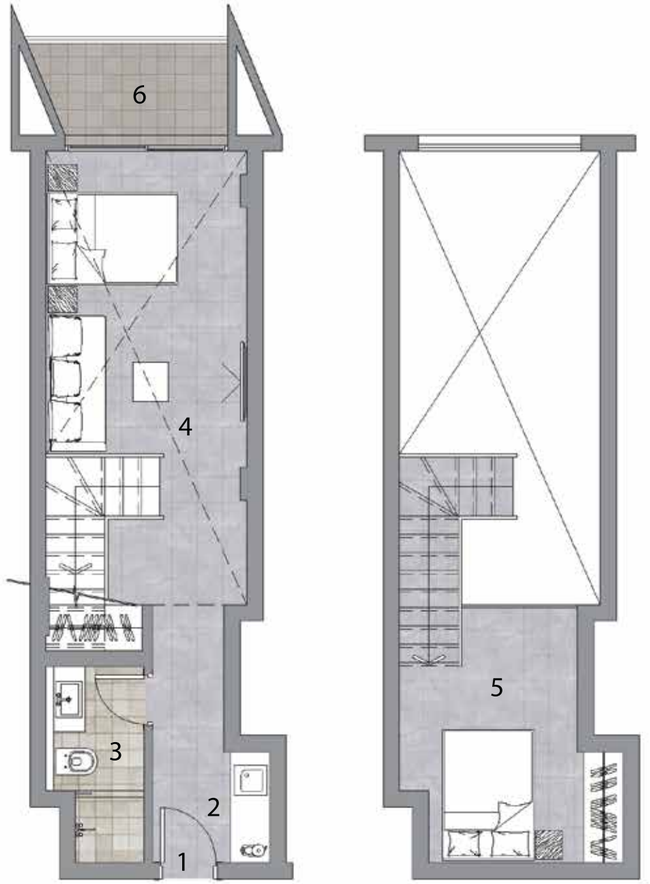
STUDIO PLUS

TOTAL AREA:
60 M2

FLOOR:
THIRD
FOURTH

MEZZANINE AREA:
22 M2

1-Entrance	
2-Kitchen	1.80 m x 1.68 m
3-Bathroom	3 m x 1.5 m
4-Studio Area	7.65 M X 3.10 M
5-Mezzanin Area	3.90 M X 3.43 M
6-Terrace	2.80 m x 1.50 m



CREATING A PERSONAL ATMOSPHERE

O U R

We create the home you deserve by utilizing every square inch of your space through proper planning and furnishing.

The studio apartment is a multifunctional area that is aesthetically styled with the perfect finishing touches.





STUDIO

UNIT TYPES


Aura
Sidi
ABDEL
RAHMAN


Alma
Sidi
ABDEL
RAHMAN


Aura
Sidi
ABDEL
RAHMAN

STUDIO

TOTAL AREA:
60 M2

FLOOR:
FIRST
SECOND

GARDEN AREA:
13 M2

FLOOR:
GROUND

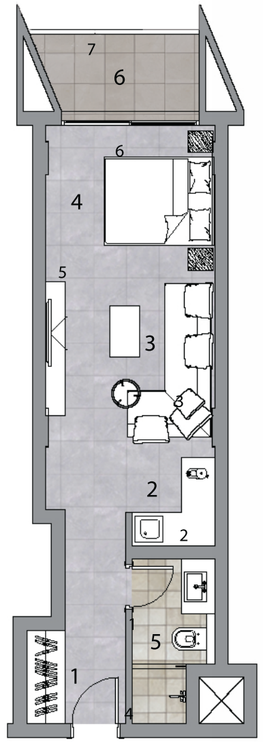
STUDIO

1-Entrance	1.80 m x 1.70 m
2-Kitchen	1.80 m x 1.65 m
3-Reception	3.40 m x 3.10 m
4-Bedroom	2.65 m x 3.10 m
5-Bathroom	3 m x 1.5 m
6-Terrace	1.75 m x 2.70 m

STUDIO WITH GARDEN

1-Entrance	1.80 m x 1.70 m
2-Kitchen	1.80 m x 1.65
3-Reception	3.40m x 3.10 m
4-Bedroom	2.65m x 3.10 m
5-Bathroom	3m x1.5m
6-Terrace	1.75m x 2.70 m
7-Garden	3.80m x 3.35 m

STUDIO



STUDIO WITH GARDEN



STUDIO

STUDIO MEZZANINE

TOTAL AREA:
57 M2

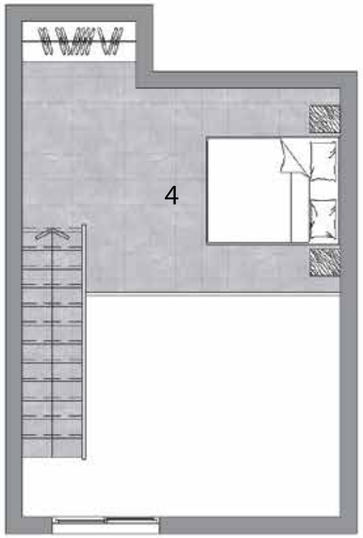
FLOOR:
FOURTH

MEZZANINE AREA:
29 M2

STUDIO MEZZANINE

1-Entrance	1.40 m X 1.70 m
2-Kitchen	2.50 m x 1.70 m
3-Bathroom	2.93 m x 1.60 m
4-Reception	4.55 m X 4.75 m
5-Bedroom	4.75 m X 4.10 m
6-Terrace	2.50 m x 1.50 m





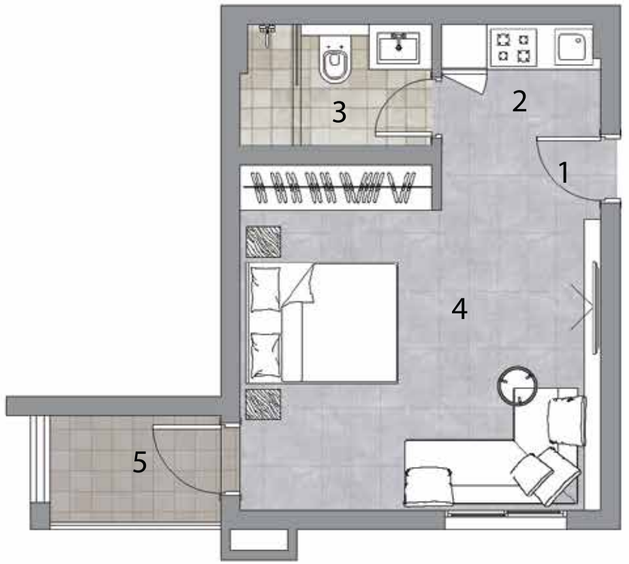
STUDIO

STUDIO PLAZA

TOTAL AREA:
54 M2

FLOOR:
FIRST
SECOND
THIRD
FOURTH

1-Entrance	
2-Kitchen	2.10 m x 1.60 m
3-Bathroom	2.52 m x 1.60 m
4-Studio Area	4.75 m X 4.55 m
5-Terrace	2.50 m x 1.50 m



O U R

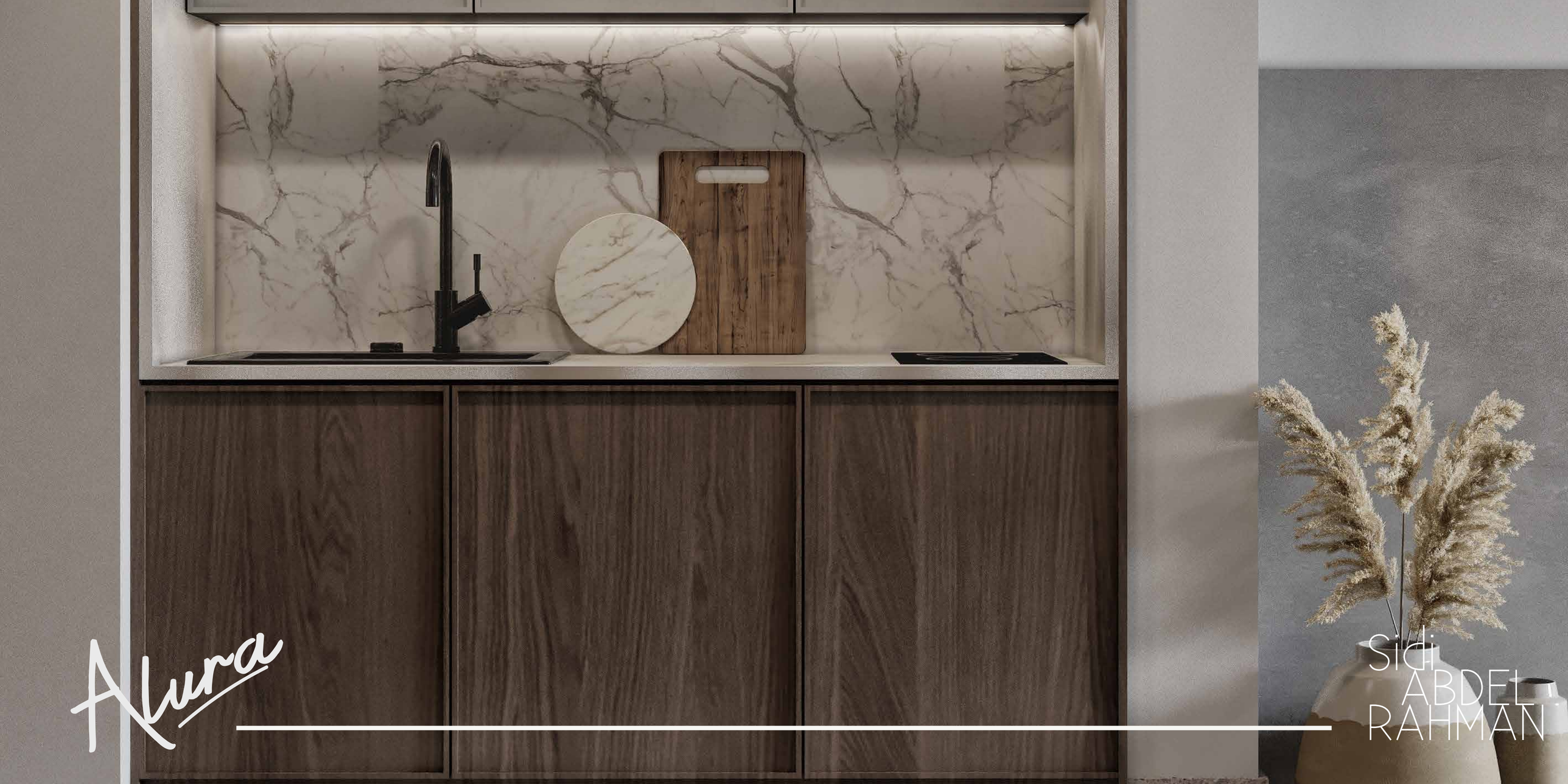
The physical architecture of the model depicts a comfortable atmosphere that adapts to the needs and lifestyles of the occupants.

UNIT TYPES





1 BEDROOM


Aura
Sidi
ABDEL
RAHMAN


Aura
Sidi
ABDEL
RAHMAN

TYPE A

ONE BEDROOM

TOTAL AREA:
91 M2

FLOOR:
FIRST
SECOND
THIRD
FOURTH

1- Entrance	
2- Bedroom	3.73 m x 3.37 m
3- Bathroom	3 m x 3.57 m
4- Kitchen	2.35 m x 1.38 m
5- Reception	5 m x 3 m
6- Terrace	1.25 m x 3.55 m



O U R

A smokey color palette and layers of texture are chosen to add to the room's aesthetic. It relies on a few notable objects to portray a tranquil and modern appearance to promote restful and relaxed living.

UNIT TYPES





2 BEDROOMS


Aura
Sidi
ABDEL
RAHMAN


Aura
Sidi
ABDEL
RAHMAN


Alura
Sidi
ABDEL
RAHMAN

TYPE A

TWO BEDROOMS

TOTAL AREA:
107 M2

FLOOR:
FIRST
SECOND

GARDEN AREA:
47 M2

FLOOR:
GROUND

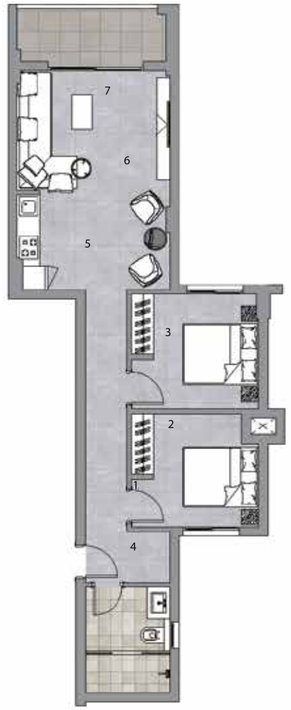
TYPE A

1-Entrance	2.25 m x 1.35 m
2-Bedroom 1	3 m x 3.37 m
3-Bedroom 2	3 m x 3.37 m
4-Bathroom	2.80 m x 2.25 m
5-Kitchen	1.80 m x 2.60 m
6-Reception	4 m x 3.18 m
7-Terrace	3.95 m x 1.5 m

TYPE A WITH GARDEN

1-Entrance	2.25 m x 1.35 m
2-Bedroom 1	3 m x 3.37 m
3-Bedroom 2	3 m x 3.37 m
4-Bathroom	2.80 m x 2.25 m
5-Kitchen	1.80 m x 2.60 m
6-Reception	4 m x 3.18 m
7-Terrace	3.95 m x 1.5 m

TYPE A



TYPE A WITH GARDEN



TYPE B

TWO BEDROOMS

TOTAL AREA:
120 M2

FLOOR:
FIRST
SECOND

GARDEN AREA:
15 M2

FLOOR:
GROUND

TYPE B

1-Entrance	2.53 m x 3 m
2-Bedroom 1	4.75m x 3.40 m
3-Bedroom 2	3.60m x 3.43 m
4-Bathroom	3.43 m x 1.56 m
5-Kitchen	3.55 m x 1.26 m
6-Reception	4.75 m x 3.51 m
7-Terrace	4.55 m x 1.5 m

TYPE B
WITH GARDEN

1-Entrance	2.53 m x 3 m
2-Bedroom 1	4.75m x 3.40 m
3-Bedroom 2	3.60m x 3.43 m
4-Bathroom	3.43 m x 1.56 m
5-Kitchen	3.55 m x 1.26 m
6-Reception	4.75 m x 3.51 m
7-Terrace	4.55 m x 1.5 m

TYPE B



TYPE B
WITH GARDEN



TYPE C

TWO BEDROOMS

TOTAL AREA:
147 M2

FLOOR:
FIRST
SECOND

GARDEN AREA:
61 M2

FLOOR:
GROUND

TYPE C

1-Entrance	
2-Bedroom 1	2.92 m x 5.30 m
3-Bedroom 2	3.43m x 5.53 m
4-Bathroom	3 m x 1.70 m
5-Kitchen	3.55 m x 2.23 m
6-Reception	4.75 m x 4.11 m
7-Terrace	4 m x 1.5 m

TYPE C
WITH GARDEN

1-Entrance	
2-Bedroom 1	2.92 m x 5.30 m
3-Bedroom 2	3.43m x 5.53 m
4-Bathroom	3 m x 1.70 m
5-Kitchen	3.55 m x 2.23 m
6-Reception	4.75 m x 4.11 m
7-Terrace	4 m x 1.5 m

TYPE C



TYPE C
WITH GARDEN



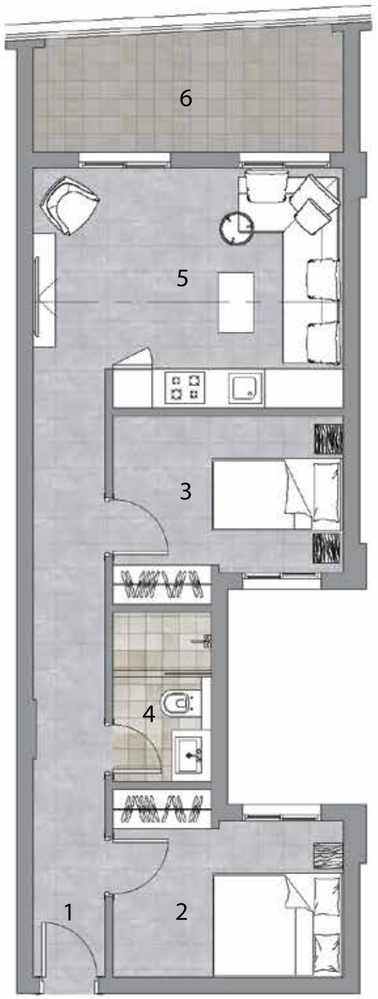
TYPE D

TWO BEDROOMS

TOTAL AREA:
95 M2

FLOOR:
THIRD
FOURTH

1-Entrance	
2-Bedroom 1	3.53 m x 2.88 m
3-Bedroom 2	3.53 m x 2.88 m
4-Bathroom	2.60 m x 1.50 m
5-Reception + KITCHENET	4.75 m x 3.68 m
7-Terrace	2 m x 4.75 m



TYPE E

TWO BEDROOMS

TOTAL AREA:
81 M2

FLOOR:
FOURTH

1-Entrance	
2-Bedroom 1	3.85 m x 2.60 m
3-Bedroom 2	3.80 m x 2.60 m
4-Bathroom	2.60 m x 1.73 m
5-Kitchen	2.5 m x 2 m
6-Reception	3 m X 4.75 m
7-Terrace	1.50 m x 2.75 m



TYPE F

TWO BEDROOMS

TOTAL AREA:
97 M2

FLOOR:
FOURTH

1-Entrance	
2-Bedroom 1	4 m x 2.70 m
3-Bedroom 2	2.90 m x 2.83 m
4-Bathroom	2.83 m x 1.67 m
5-Kitchen	2.95 m x 1.13 m
6-Reception	2.90 m X 6.40 m
7-Terrace	3.15 m x 2.10 m



O U R

Relax and enjoy your favorite activity while relishing the beautiful view of the North Coast’s the deep blue sea

UNIT TYPES





3 BEDROOMS


Aura
Sidi
ABDEL
RAHMAN


Aura
Sidi
ABDEL
RAHMAN


Alura
Sidi
ABDEL
RAHMAN

TYPE A

THREE BEDROOMS

TOTAL AREA:
161 M2

FLOOR:
FIRST
SECOND

GARDEN AREA:
52 M2

FLOOR:
GROUND

TYPE A

1-Entrance	
2-Master Bedroom	5.10 m x 3.77 m
3-Bedroom 1	5.30 m x 3.30 m
4-Bedroom 2	3.53 m x 3 m
5-Master Bathroom	2.5 m x 1.5 m
6-Bathroom	1.57 m x 3 m
7-Kitchen	2 m x 3.65 m
8-Reception	3.25 m x 4.70 m
9-Terrace	1.45 m x 2.5 m

TYPE A WITH GARDEN

1-Entrance	
2-Master Bedroom	5.10 m x 3.77 m
3-Bedroom 1	5.30 m x 3.30 m
4-Bedroom 2	3.53 m x 3 m
5-Master Bathroom	2.5 m x 1.5 m
6-Bathroom	1.57 m x 3 m
7-Kitchen	2 m x 3.65 m
8-Reception	3.25 m x 4.70 m
9-Terrace	1.45 m x 2.5 m
10-Garden	12.20 m x 4.85 m

TYPE A



TYPE A WITH GARDEN



TYPE B

THREE BEDROOMS

TOTAL AREA:
148 M2

FLOOR:
FIRST
SECOND

GARDEN AREA:
47 M2

FLOOR:
GROUND

TYPE B

1-Entrance	
2-Master Bedroom	5.30 m x 3.15 m
3-Bedroom 1	3 m x 3.43 m
4-Bedroom 2	3 m x 3.40 m
5-Master Bathroom	1.58 m x 2.77 m
6-Bathroom	2.98 m x 1.58 m
7-Kitchen	3.55 m x 1.58 m
8-Reception	4.65 m x 4 m
9-Terrace	1.75 m x 4.40 m

TYPE B WITH GARDEN

1-Entrance	
2-Master Bedroom	5.30 m x 3.15 m
3-Bedroom 1	3 m x 3.43 m
4-Bedroom 2	3 m x 3.40 m
5-Master Bathroom	1.58 m x 2.77 m
6-Bathroom	2.98 m x 1.58 m
7-Kitchen	3.55 m x 1.58 m
8-Reception	4.65 m x 4 m
9-Terrace	1.75 m x 4.40 m
10-Garden	8.87 m x 6 m

TYPE B



TYPE B WITH GARDEN







OUR

STRATEGIC PARTNERS


Aura
Sidi
ABDEL
RAHMAN

Hany Saad Innovations™

ARCHITECTURE DESIGN & INTERIOR DESIGN

Since its initiation in 2003, Hany Saad Innovations has completed more than 800 projects across Africa and the Middle East ranging from private residential villas and to multi-use commercial projects, clubs, hotels, shopping malls, administrative buildings, and ultra-luxurious residential compounds including projects of the likes of Garden 8 mall, East side Mall, Kattameya Coast, Azha Sokhna, JW Marriott residences, and The MarQ compound.



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Sidi
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RAHMAN



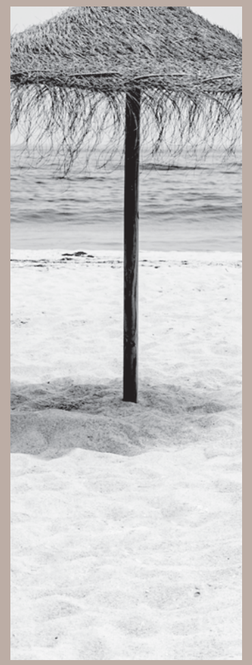


ICON

ELECTROMECHANICAL CONSULTANT

Icon is a full-service engineering firm specializing in the design of mechanical, electrical and plumbing systems for commercial, residential and industrial projects, with years of experience in the industry, The company has developed a reputation for excellence and are trusted by clients all over the world to deliver top quality MEP designs. With wide range of projects as Skoda showroom , Cred mall , Royal mall , Garden Hills Mall , AOF headquarters and Senator twin towers.

Sidi ABDELRAHMAN







Aura

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SERAC DEVELOPMENTS