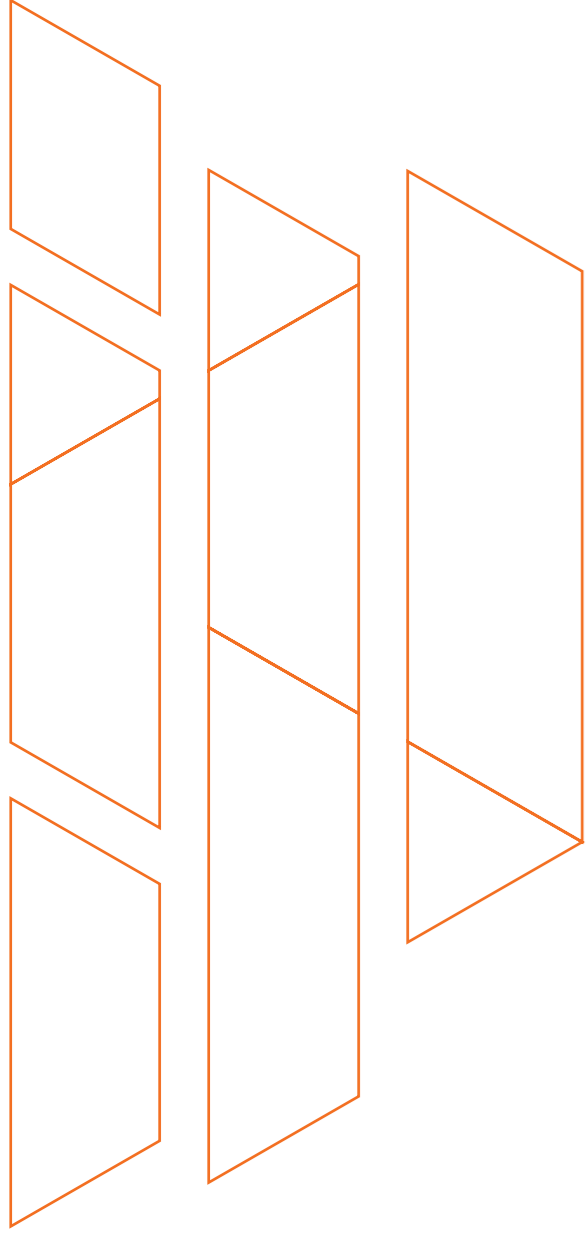




EDNC



“ OPPORTUNITIES DON'T HAPPEN, YOU CREATE THEM ”



INTRODUCTION



EDNC is a dynamic office and retail complex located in New Cairo, that marks an important transition between urban space and landscape. The design took a highly creative, playful yet a professional approach to set the scene for this leisure/business destination. Its strategic location captures the civic heart of New Cairo, leaving a positive legacy for the region.



COMMERCIAL OFFICES

The office buildings' form is composed of a cantilevered 4-storey buildings elevated on a clear see through glass base, enhancing the visual connectivity and accessibility with the central piazza. The piazza is designed to encourage the concept of an informal working environment within the professional setting.



RETAIL

A photograph of two women in a retail setting. The woman on the right is smiling and holding a white coffee cup and a shopping bag with a floral pattern. The woman on the left is holding a piece of fabric. The background shows a store interior with shelves and a blue wall.

EDNC will be home to some of Cairo's finest restaurants, lounges and cafes. As well as top brands and boutiques situated among a pedestrian friendly environment embellished with beautiful greenery. Where else would anyone enjoy a small family & friends gathering or a relaxing lunch break with colleagues.



MAYA
modern mexican kitchen

WE ARE
We love to
make coffee
for the
that's
\$1.50
it

HOURLY
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

ROASTED
DRIP
COFFEE

KNIGHTS

Argento
ristorante italiano

EAT AT JOE'S

DRINK
HOT

RETAIL

LOCATION

EDNC is located in New Cairo's most strategic area, which is directly on road 90, immediately adjacent to the American University in Cairo (AUC) and a twenty minute drive away from the Cairo International Airport.



MASTERPLAN

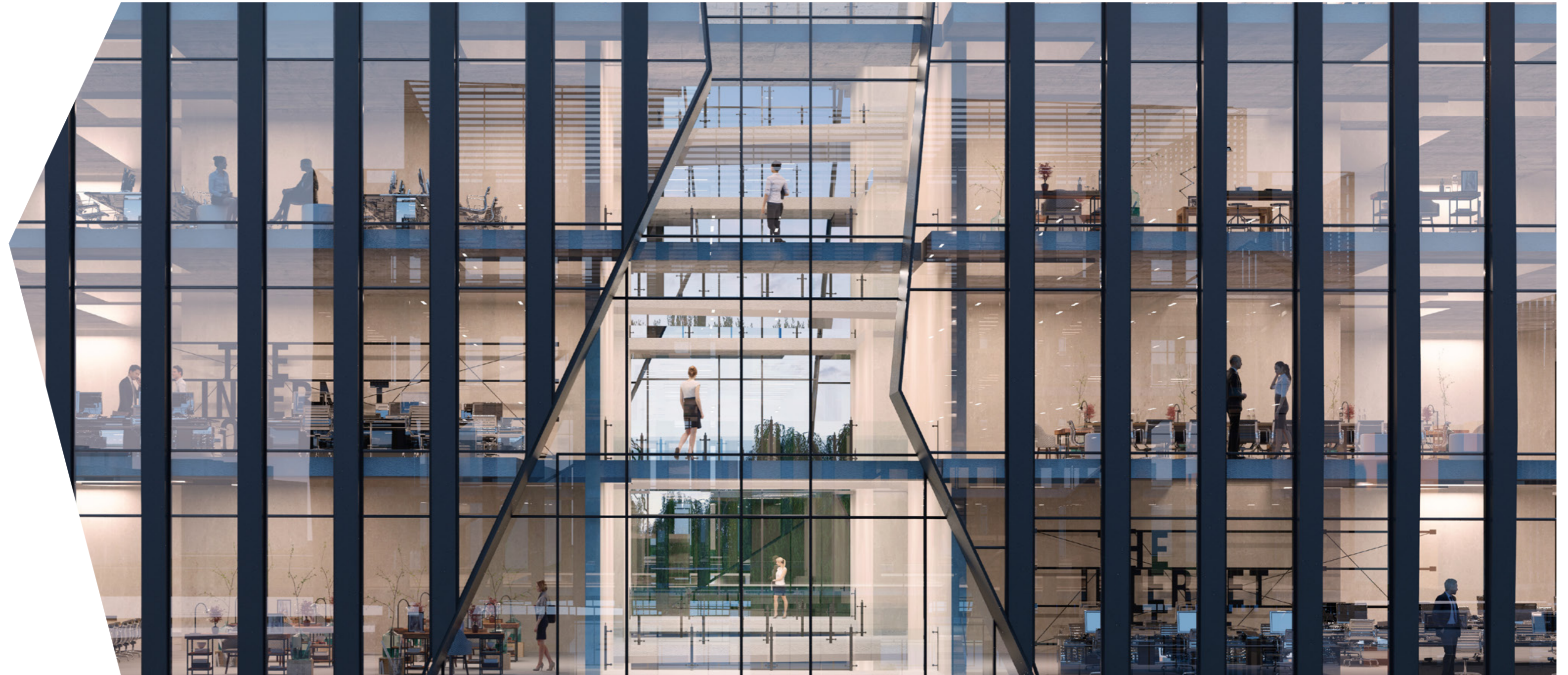
EDNC being located on one of the vibrant roads of New Cairo, the architectural design of the project is reflecting this fast paced experience not only through its dynamic modern architectural form but also through the inflowing urban design.

The complex follows an introverted urban layout, 8 buildings are designed overlooking a central piazza that is directly linked to the main spine of the adjacent retail hub. The focal piazza inspire the idea of outdoor meetings through providing an encouraging environment within the professional setting of the business park.



ARCHITECTURE

The architecture of the facade reflects the idea of “diversity within unity” which could be perceived through its composition. The buildings’ facade design is a dynamic play between a harmonious grids intersected by an abstract set of cut-outs. The unorthodox positioning of the cut-outs creates vantage points for each building reflecting its uniqueness while maintaining a sense of unity within the entire complex.



SUSTAINABILITY

Given that a more energy efficient building correlates to a more efficient and productive work environment. The design is energy efficient in itself. The merge of the protruding gridded ribs, acting as a shading device, intersected by a double glazed curtain wall. Both elements are working together to reduce the thermal transfer through the building.

Therefore, the building's form and its skin strategy have been proportioned to provide an ideal day-lighting through an optimum organisation of office space to encourage a more healthy and productive environment.



Disclaimers:

All information deemed reliable but not guaranteed. Actual terms and conditions are contained in purchase contract annexes for each specific unit.

1. Room dimensions are consistent with structural elements and do not reflect wall finishes or construction tolerances.
2. Diagrams are not to scale and are for illustrative purposes only.
3. SODIC reserves the right to make minor alterations.
4. All renderings and other visual materials, designs, façades are for illustrative purposes only and are subject to change.
5. All landscaping visuals are for illustrative purposes only and are not included in the property.
6. Balconies and planters may differ depending on the selected building façade type. Please see contract annex for exact terrace configuration and planter option.
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