

# PARK LANE

C O M P O U N D H O O D

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NEW CAPITAL

A HERITAGE TO BE PROUD OF..



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





# 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.

**AS WE SHAPE DEVELOPMENTS, LIFE TAKES SHAPE IN THE PROCESS..**

Neighborhoods, when established with a visionary mindset, has the power to change people's lives in relevant and meaningful ways. El Attal Holding prides itself in being one of the few real estate developers who establish developments with values in mind. Using an integrated, innovative approach, El Attal Holding strives to truly awaken neighborhoods in urban cities and emerging communities.

**FULFILLING LIFESTYLES.**

THE CONCEPT OF LIVING IS ABOUT TO CHANGE.  
INTRODUCING THE WORLD'S FIRST

COMPOUNDHOOD

PARK LANE  
COMPOUNDHOOD

**BEYOND THE PERFECTLY PLANNED LANDSCAPE AND THE SECURED, GATES LIES A PHILOSOPHY FOR LIVABILITY, A CONCEPT FOR REAL LIVELIHOOD.**

**“Compoundhood”** is a signature concept conceived as a forward-thinking, innovative development and built to ensure lasting value. A unique crossover between the classical notion of a compound seamlessly blended with familial inclination of a neighborhood.

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COMPOUNDHOOD



## SO HOW DOES THIS CONCEPT DIFFER FROM THE TRADITIONAL SENSE OF A COMPOUND?

Landscaped, planned, and gated, a compound brings together houses which receive similar maintenance, utilities, and surroundings. Yet, they have not been planned around the happenings of your life. Conversely, in a compoundhood, every little detail will revolve around maximizing your experience, every part of the place will help create your memories and moments. A compoundhood is an integrative concept that goes beyond creating a laid-back, relaxed and intimate community; to further entice its dwellers with a lively, vibrant and entertaining retail district. Through its flagship development, PARKLANE, El Attal Holding injects culture in the daily lives and surroundings of residents, bringing the vibes of a real town to life, yet remaining true to the concept of gated districts.



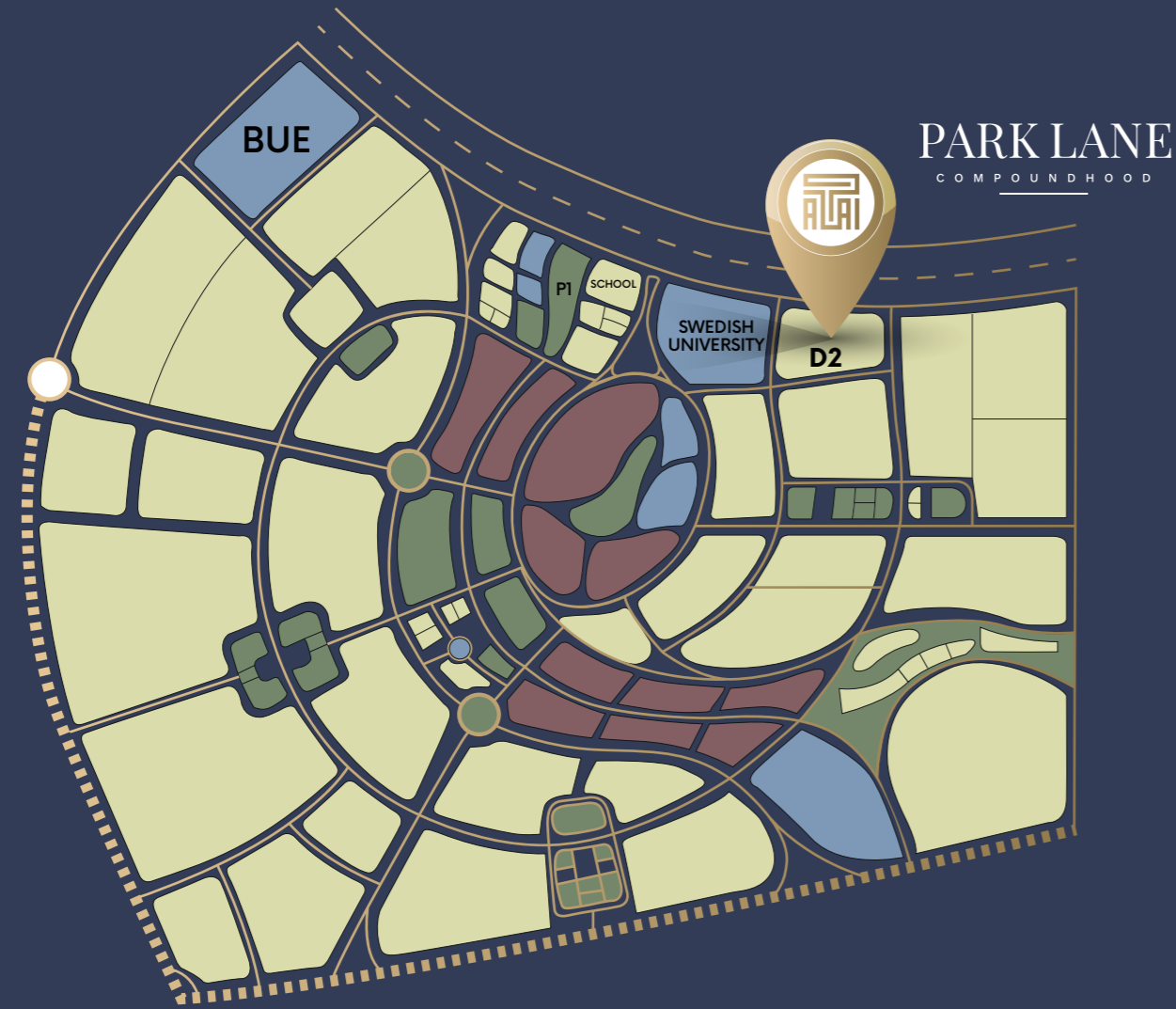
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A NEW CULTURE IS BORN..



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## 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.

## MASTERPLAN THE BEST OF BOTH WORLDS.

The site planning and architectural base draw upon the concept of mixed-use 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 habit and all the way to their need for privacy.





# LIFE AT A LEISURELY PACE.

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Enjoy life, one pleasure at a time. Familiar faces and 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 wellbeing 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.

**DESIGN PHILOSOPHY**  
A TWIST ON LIVING SPACES.

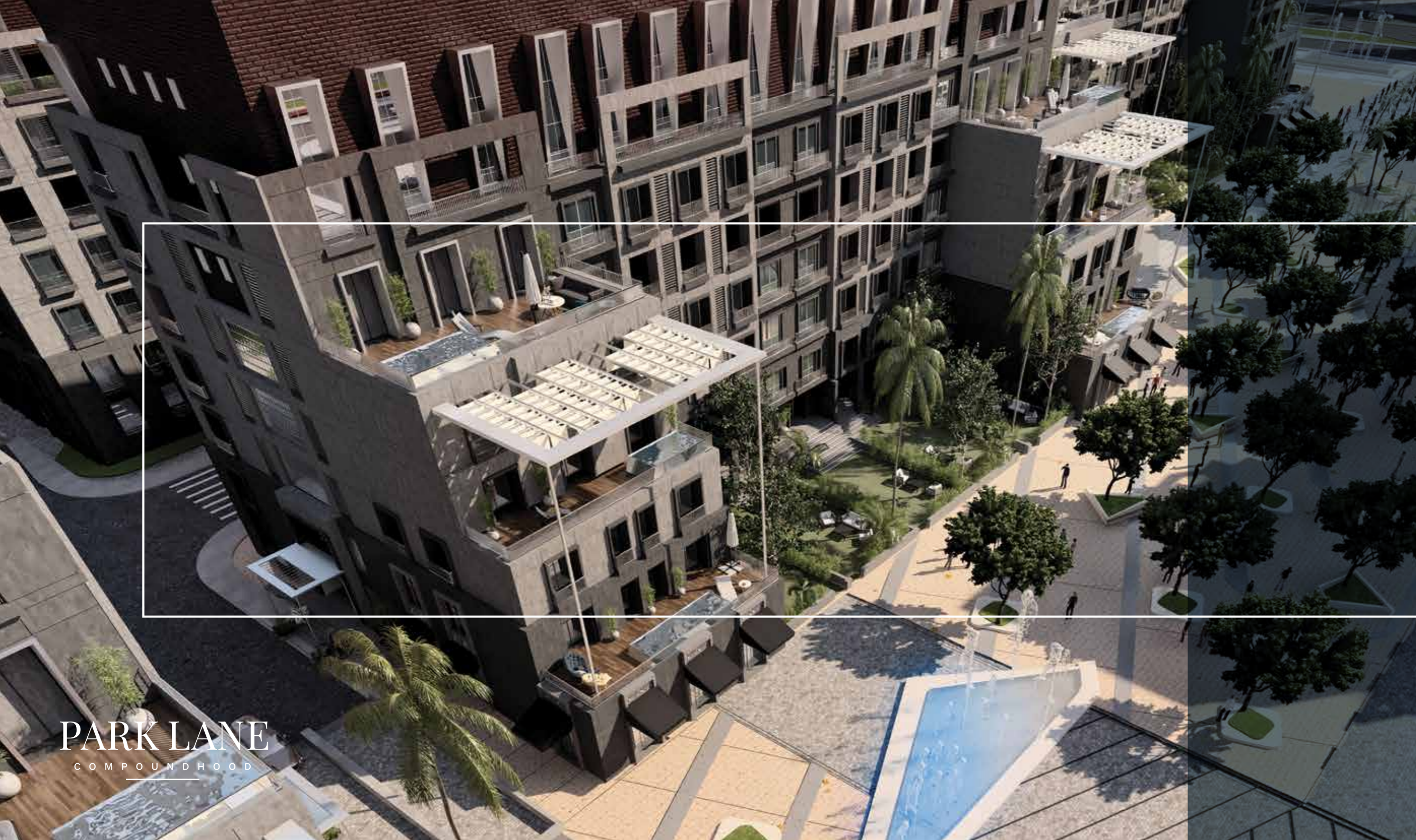
Design ingenuity and attention to detail integrate the dwelling with the landscape and the individual with the community.

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, driving home a human scale and sense of a true mixed-use development and community.

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**PARKLANE HOMES**  
BECOME NEIGHBORS 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 TOWN AVENUE**  
A FASCINATING FIRST IMPRESSION.

At the frontier of PARKLANE, where the façade meets the main public road, a welcoming first impression lingers. The contemporary design mixed with the warmth of the earthy building tones reflect the 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.





**PENTCLOUDS**  
HEIGHTENED LIVING.

Right at the top, on the 7th floor and roof of the buildings lie an avant-grade category of penthouses aesthetically accentuating the skyline of the project. Tastefully designed with open reception areas, spacious rooms and tall windows perfectly caters to the love for breathtaking views and extended outdoor living.

**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 walkability and convenience: the cobblestone pathways, intertwine with the manicured flower beds, beautiful foliage plants, and water features, blends 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.







**THE FLYING BRIDGES**  
FOR THE LOVE OF A MORE CONNECTED LIFESTYLE.

A characteristic architectural addition that serves aesthetically to reinforce the skyline of PARKLANE, also serves functionally to reinforce the close-knit connection within the community. Adding to the mobility 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 the upper levels gives off a sense of exclusivity to PARKLANE homeowners.

**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.

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## **AIRY DUPLXES** TAKING DUPLEXES TO THE NEXT LEVEL.

Contemporary yet chic, the design of the Airy Duplexes creates a sense of suspension to the units, 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 the 5th and 6th floors of the building, the duplexes comes with recessed terrace gardens, making them ideal for everything from outdoor BBQ and socializing patios, to personal quiet spots, to your own private garden.



## **APARTMENTS** LEISURELY LIVING.

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

# 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-gearred are truly able to be enriched.



## BOUTIQUE CINEMA

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### ENTERTAINMENT PERKS.

Exclusively catering to PARKLANE residents, the boutique cinema brings entertainment right around the corner. Catch an early morning animation with your kids, or a late-night movie with your friends with sheer convenience.

## WELLNESS AND WORKOUTS.

Because exercise and wellness are becoming a must in the rituals of the modern day, PARKLANE residents can easily establish their fitness and meditation routine. With a fully-equipped gym and an impressive wellness center within a walking distance from your home, you'll be able to fit your health hour within your daily schedule.

GYM

SIGNATURE SPA







## SKYLINE LOUNGE

### READING, SOCIALIZING AND QUIET TIME.

**The reading room** for those with a laid-back sense, or wish to have relaxing afternoons, nothing beats a book and a cup of coffee.

**The skyline lounge** sets another dimension of sociability and sophistication adding a unique experience for you, your friends and your family.

**The shared study room** sets the mood for some work to get done privately with your kids.



READING ROOM

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SHARED STUDY ROOM

# RETAIL

## MIXED-USE FUSIONS.

The mixed-use nature of PARKLANE will drown you in temptations and delights – prepare to fall passionately in love with everything around you. Every service is available within the community and its pedestrianized plaza; from hair salons, to kindergartens and laundromats, to coffee houses, libraries and kids' playgrounds.

## EVERYDAY ERRANDS.

Tick off the to-do list at the retail shops, laundromat, grocery and bakery stores within the gates of PARKLANE.

## YOUR CAFFEINE STOP.

And with all these errands out of the way, stopping for a warm cup of rich coffee alone, or with some friends, overlooking PARKLANE'S Stream Piazza is a perfect break away from the everyday routine.

## SPECIALTY STORES.

Necessities such as a convenient pharmacy will keep your worries away and cater to your cosmetic and medical needs. With a nearby pet store and library in sight, you'll keep every family member happy and satisfied.



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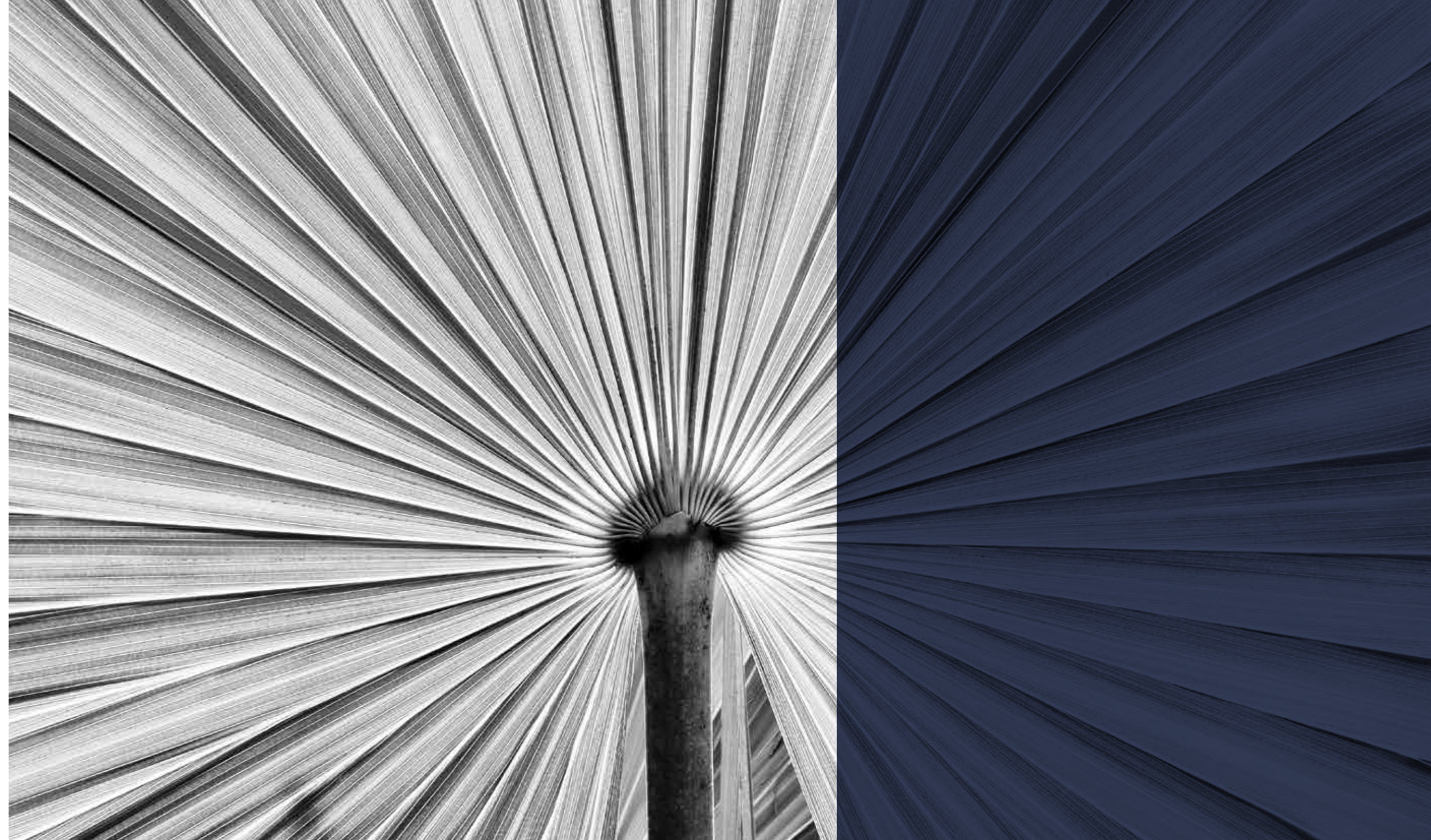
## OUR PARTNERS



***i*VERSION**

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