











*The*

# PHOENIX

FUNCTIONAL & FULLY-FINISHED  
APARTMENT LIVING

SWANLAKE

RESIDENCES  
NEW CAIRO



HE WHO LIVES  
IN HARMONY  
WITH HIMSELF  
LIVES IN  
HARMONY WITH  
THE UNIVERSE.

SWANLAKE  
RESIDENCES  
NEW CAIRO

For almost two decades, Hassan Allam Properties (HAP) has been expertly shaping residential areas to introduce hand-picked lifestyles, empowering communities to grow, connect and thrive. Today, this legacy continues in its newest ultra-premium destination: SwanLake Residences-New Cairo. Twelve exclusive gated neighborhoods coming together as one in a high-end center point, sprawling over 454 lush acres, to ultimately revive Cairo's favorite east side.

The graceful living opportunities at SwanLake Residences - New Cairo is mindfully designed to complement distinct culture, inspired architecture and timeless precision, encouraging generations to flourish, while experiencing the finer things in life.



Situated in Cairo's prestigious East side, SwanLake Residences–New Cairo [SLR] is strategically nestled on 1.9 million square meters in the heart of New Cairo's urban communities.

"SLR" is a world-class mixed-use destination and one of the largest premier developments in Egypt, lying at convenient proximity to El Rehab City and bordered by Madinaty and El Shorouk City to the north.

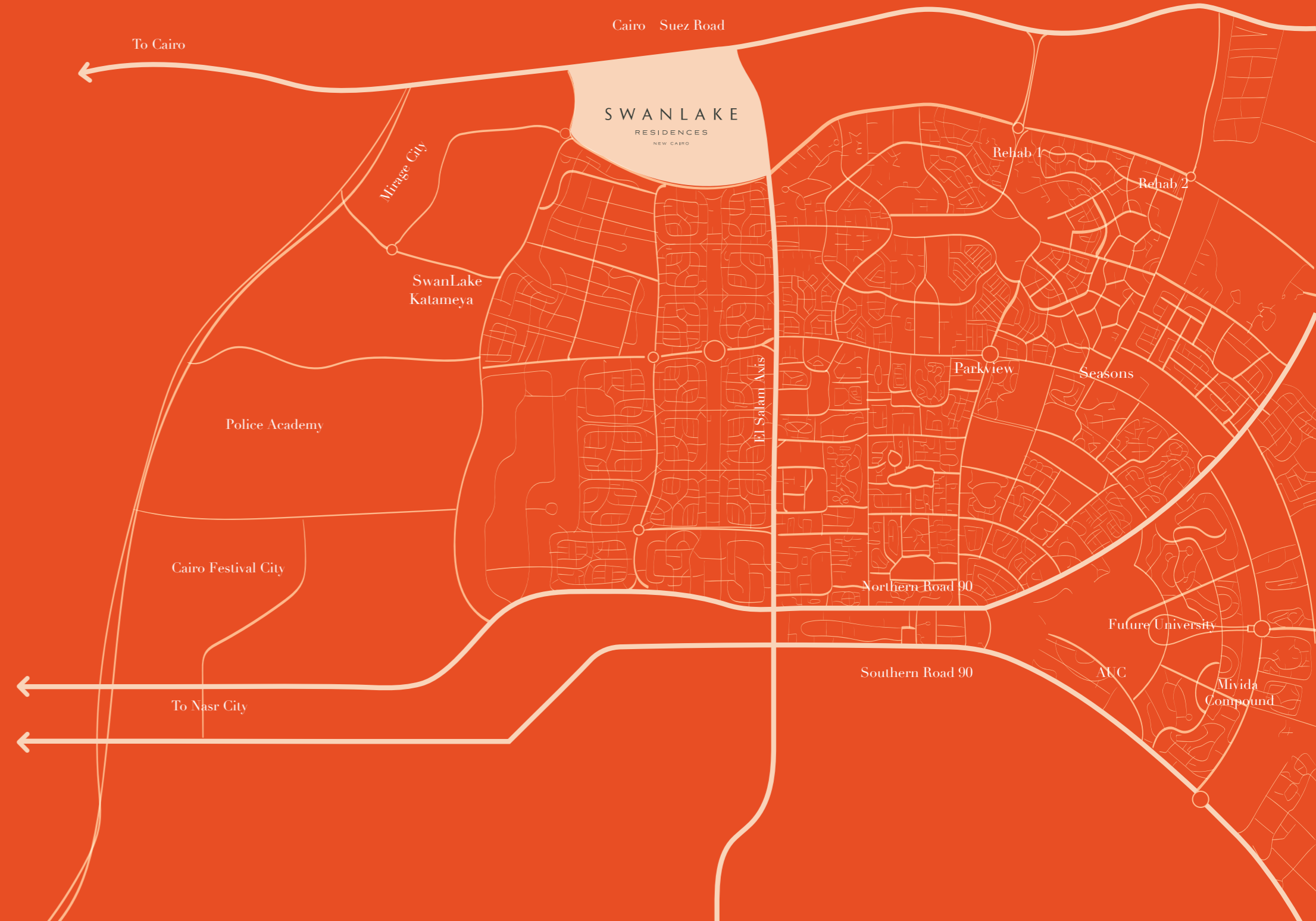
Masterplanned to place residents' life at the intersection of tranquility and action, SLR's twelve exclusive gated communities are directly located on Cairo-Suez Road and are also connected by the Ring Road to grant easy access to Cairo's vital attractions, leading to Ain Sokhna, as well as the New Administrative Capital via the Regional Ring Road.

# CONVE- NIENT PROXIMITY.

## MINUTES AWAY FROM EVERYWHERE.

Cairo International Airport 6 km/8 minutes  
 The American University in Cairo 10 km/14 minutes  
 JW Marriott Hotel 8 km/13 minutes  
 Cairo Festival City 12 km/18 minutes

Cairo English School 1 km/2 minutes  
 Heliopolis 10 km/15 minutes  
 Mirage City 1 km/5 minutes  
 SwanLake Katameya 5 km/10 minutes  
 Rehab 1 km/5 minutes







# A GRAND WELCOME SETTING STAGE.

Sleek, artistic and more than a little glaring, Swanlake Residences-New Cairo's (SLR's) two main landmark entrances set the stage for a privately exceptional experience, guarded behind private gates to teleport residents into a multi-sensory world of their own.

By balancing artistic elegance - captured in contemporary motif-decorated installations - with green manicured landscapes, soothing water features and spacious streets for easy navigation, SLR guarantees love at first sight for those wishing to start new, away from stress of city life. Designed with your ultimate privacy and convenience in mind, SLR boasts five private gates, as well as private access points to individual parcels for a hassle-free living experience, all year-round.



5 SWANLAKE RESIDENCES - NEW CAIRO'S  
GATES FOR

# SEAMILESS ENTRY/EXIT FLOW.

Behind the entry gates masterfully planned to harmonize vital ingredients such as living, leisure and nature under one roof, Cracknell's exceptional landscape design with a green spine and lush valleys rich in well versed communal activities cutting through its heart, encourages residents to walk amidst pedestrian friendly hardscapes and jog or bike along specially carved trails. The lush terrains and breathing open space occupy nearly 50% of Swanlake Residences - New Cairo's total land area, connecting communities with their exclusively gated residences in a naturally inviting experience like no other.

BEHIND THE  
ENTRY GATES

LUSH TERRAINS AND  
BREATHING OPEN SPACE  
OCCUPY NEARLY 50% OF  
SLR'S TOTAL LAND AREA

EXCEPTIONAL LANDSCAPE  
DESIGN WITH A GREEN  
SPINE AND LUSH VALLEYS

PEDESTRIAN  
FRIENDLY  
HARDSCAPES

SPECIALLY CARVED  
TRAILS TO JOG  
OR BIKE

COMMUNAL  
ACTIVITIES





(every)

# IDEA AND LUXURY IN EQUI- LIBRIUM.

Boasted over 161,000 sqm (every), is HAP's innovative mixed-use brainchild. Crowning its flagship SwanLake Residences – New Cairo and building on its top-class offerings, (every) brings to fruition a signature one stop destination, combining state-of-the-art office park and retail hub supported by luxury business hotel, sports and health-care facilities, across an enjoyable walkable experience along 1.4 KM eclectic promenade, whilst catering to the ever-changing needs of contemporary lifestyle.

Masterplanned on par with Paris's Champs-Elysees and California Rodeo Drive, (every)'s promenade is an interactive world, designed to suit every mood. Lose yourself in a multitude of, handpicked eateries and gourmet cafes or simply connect with loved ones in world-class restaurants while taking in captivating views. Shopping lovers can also enjoy the finest brands and top level entertainment in (every) Retail Hub and experience what is set to become the happening spot for fashion, art and entertainment attracting those value a differentiated experience.

BUSINESS PARK AND RETAIL LUXURIES  
EXTENDING OVER A 1.4 KM LONG AVENUE.







## WORLD-CLASS SPORTS HUB 68,000 SQM OF PREMIUM FITNESS FACILITIES

Artfully designed to balance wellbeing and life, the momentum at SwanLake Residences - New Cairo (SLR) is exceptionally vibrant along with its social and fitness settings. SLR allows its residents access to its differentiated Sports Club, unfolding over 68,000 sqm of verdant land, and home to the most celebrated sports academies, top-notch coaches and nutritionists. Ideal for children, adults and senior members alike, SLR's Sports Club is a daily invitation to unleash your full potential while engaging in stimulating activities that keep you moving to restore balance to your body, soul and mind.

# THE PERFECT LIFE/HEALTH BALANCE.





BOASTING A 20 FEDDAN  
MAIN VALLEY CUTTING  
THROUGH ALL PARCELS

ABOUT 24 DIFFERENT  
WIDE PARCELS' VALLEYS

5 PRIVATE GATED  
ENTRANCES

3,000 M JOGGING TRACK

16 M AND 13 M ROADS FOR  
SAFE MOBILITY SOLUTIONS

ACCOMMODATING BIKE  
LANES ALONG THE  
BOULEVARD

VAST LAWN AREA AND  
HARDSCAPE SPACES

14 DESIGNATED OUTDOOR  
SEATING AREAS

31 M BOULEVARD

LANDSCAPED BY  
CRACKNELL  
& MASTER-PLANNED BY  
CALLISONRTKL

WHERE DISTINCT INTEGRATION &  
UNINTERRUPTED PRIVACY MEET

# THE MASTER- PLAN.

Hassan Allam Properties has partnered with one of the most established master planners, CRTKL, to highlight its high-end center point with twelve exclusive gated communities centered along a 30-meter wide boulevard. The expansive 454-acre enclave features a wide range of socially oriented attractions and fitness inspired setups. While, in collaboration with Cracknell, brilliant landscapes designed with lush open spaces and pedestrian friendly walkways, seamlessly blend with the eclectic mixed use development (every), East Cairo's most integrated destination. Within grand symmetry and timeless precision, SwanLake Residences - New Cairo ultimately masters the art of experiencing every day luxury for futures ahead.

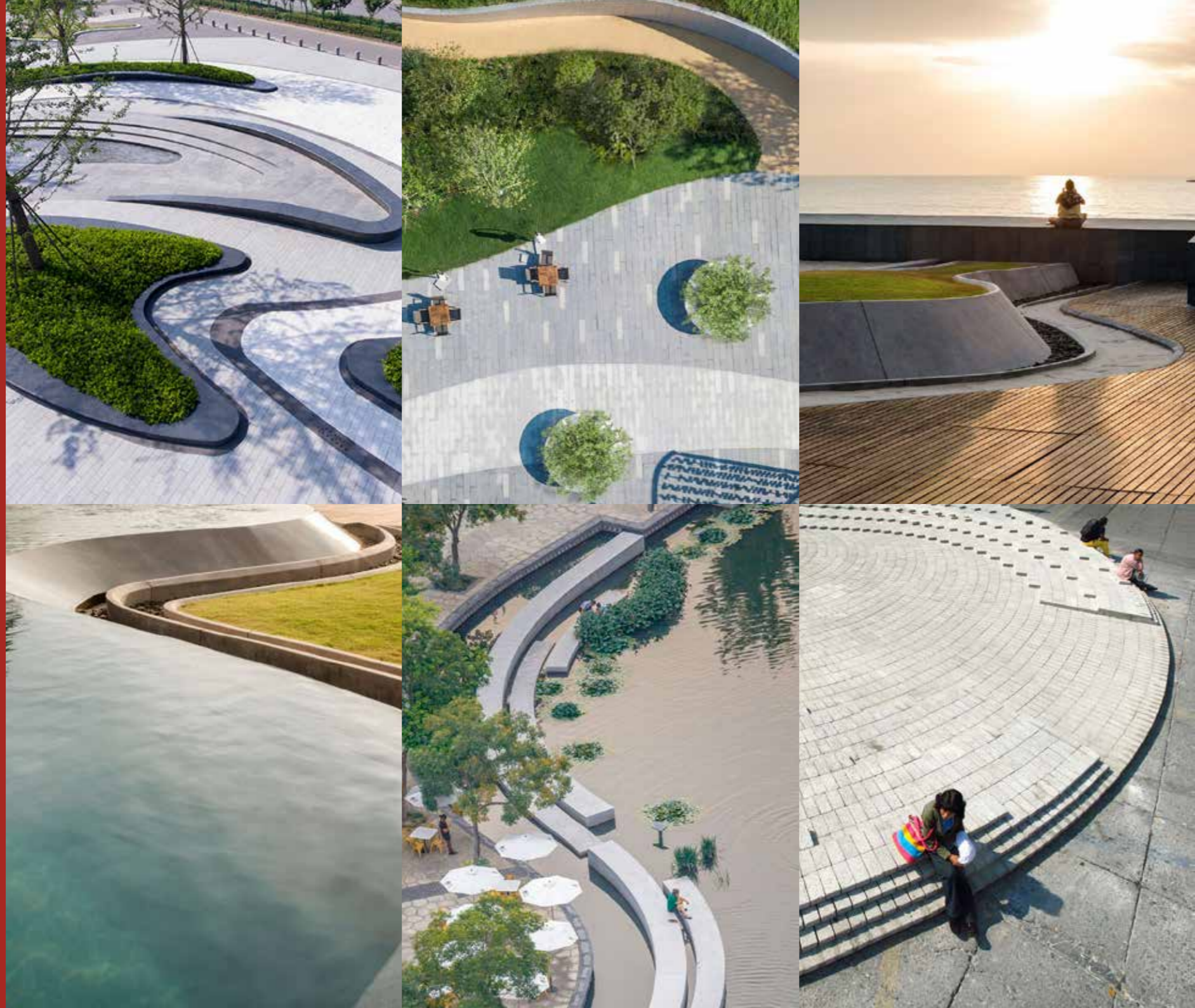
## LEGEND

1. THE SELINA
2. THE GISELLE
3. THE SCARLET
4. APARTMENTS RESIDENCE
5. *The* PHOENIX
6. THE IRIS
7. (every )
8. VILLAS RESIDENCE
9. VILLAS RESIDENCE
10. VILLAS RESIDENCE
11. VILLAS RESIDENCE
12. VILLAS RESIDENCE
13. VILLAS RESIDENCE
14. SPORTS CLUB



Disclaimer:  
Masterplan is for indicative purposes only and is subject to change.





## PERFECT BALANCE BETWEEN LINEAR ARCHITECTURE AND CURVY HARDSCAPE

Introducing a unique marriage between open contemporary spaces, and a breathtaking central park, SwanLake Residences - New Cairo is where life effortlessly flows and communal interaction is encouraged around every winding corner, thanks to Cracknell and CallisonRTKL exceptional landscaping, master-planning and design.

At SLR design is all about fluidity of movement; one that breaks barriers, leading to interaction and seamless mobility, as well as an unparalleled sense of community, bringing the surrounding architecture to life. From a bird's eye view, SLR evokes a constant state of motion and flow, symbolizing activity and life; here is where green landscapes take organic curvy shapes to embrace tranquil water features, as well as winding pedestrian paths to strike the perfect balance with SLR's modern linear architecture you call home.

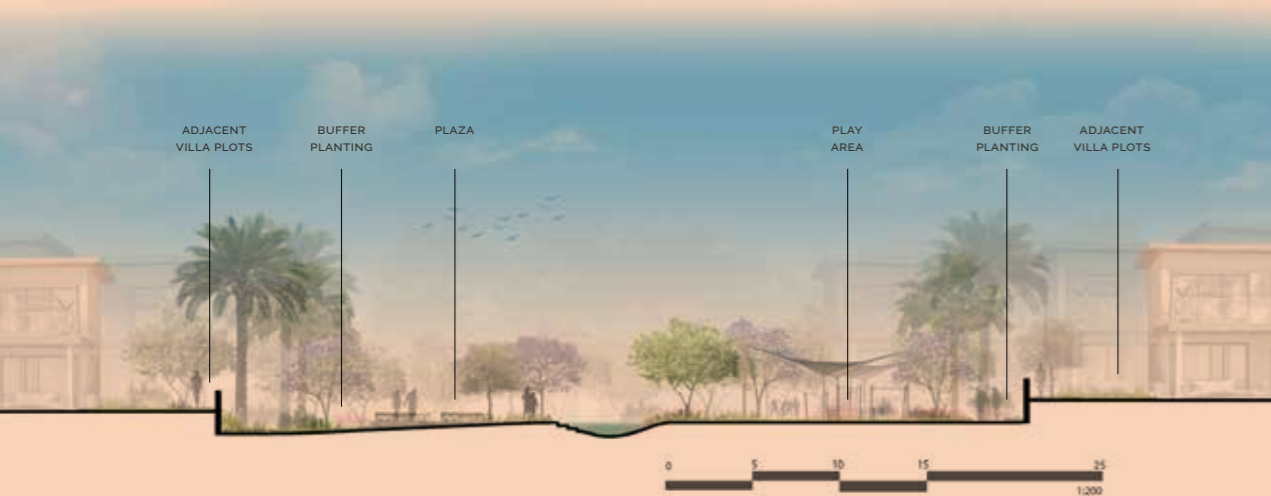
# SEAMILESS UNION OF FLUID- ITY AND FLOW.





# LANDSCAPING

# A CUT ABOVE THE NORM.



Imaginatively planned to introduce a unique elevation technique, SwanLake Residences - New Cairo is entirely conceived using a multi-layering method between villa plots through a 20 feddan main valley, embracing nine water features, as well as buffers of natural palm trees, distinct shrubs and green walls to create an airy space of natural privacy and grandeur. Masterfully planned to seamlessly cut through the parcels to bring natural beauty closer to every home, the valley is an oasis of calm boasting 14 outdoor seating areas, and 18 lawn areas, in addition to a multitude of communal experiences, inviting the young, as well as the elderly to move, interact and enjoy.





THE MAIN VALLEYS FORM  
**JUNCTURES OF  
RICH LAND-  
SCAPE**  
SWEEPING THROUGHOUT  
SWANLAKE RESIDENCES -  
NEW CAIRO.

Master-planned to enrich residents' lives with top-class recreational and leisure facilities, SLR's valley opens onto a world of communal experiences, fostering relaxation and interaction, whichever mood strikes. The valley's layered elevation technique, unfolds a tranquil plaza for reflection and recreation, six safe play areas for children, a 3,000 m jogging track, as well as five outdoor fitness zones for sports enthusiasts. Relaxation lovers can enjoy wandering around the valley's meandering path, or simply sit back and relax in one of the 18 lawn areas, perfected by the sound of chirping of birds. A quality cafe is also available for morning gatherings or sunset unwinding, and the captivating seating is the year-round spot for those simply wishing to take in views for life.







A BALANCED  
WORLD OF  
COMMUNAL EX-  
PERIENCES AT  
YOUR DOOR.



# LAYERED MOBILITY EXPERIENCES

## AROUND SWANLAKE RES- IDENCES BOULEVARD.

SwanLake Residences - New Cairo is encircled by a multi-layered 31 meter boulevard, designed to foster care-free movement and safe mobility with no interruption, beautiful planting and zero chances of harm. Introducing an innovative model that puts accessibility and convenience at its forefront, the boulevard is expertly planned to accommodate a spacious 7 meter wide way, separated by a 3m wide central median with green corridors and a 12.5 m spacing between palms. On both of its sides, lies a 1.2 m cycling lane, as well as a 1.3 m pedestrian path, allowing for different mobility experiences — all perfected by organic fluidity to ensure a worry-free life.





1.2 M WIDE  
CYCLING  
LANE.

1.3 M WIDE  
PEDESTRIAN  
PATH.







*The*

# PHOENIX

Continually morphing and evolving, the Phoenix represents fresh starts and new beginnings. The Phoenix is a symbol of rebirth, life, growth and longevity. It marks the start of a new chapter, a new beginning, a new era.

It embodies overcoming obstacles and resiliently rising to the challenge.

The Phoenix is for the dynamic, rebellious and pragmatic. It is for the daring, bold and fearless. It is for the trailblazers, trendsetters and the city's movers and shakers. It is for those who don't settle for less and for those who leave no stone unturned.





A SYM-  
BOL OF RE-  
BIRTH, LIFE,  
GROWTH  
AND LON-  
GEVITY.



# DEFINING A NEW DIMEN- SION OF LUXURY.

HAP proudly presents its fifth exclusively gated neighborhood, The Phoenix, within SwanLake Residences - New Cairo (SLR). The Phoenix is here to kick start the renaissance of luxury living, defining a new accessible dimension to artfully executed elegance, daringly breaking the rules on hefty price tags. Master-planned and designed by PROFILERZ and landscaped by Cracknell, The Phoenix is a fully finished accessible luxury product that allows its residents an integrated ecosystem experience drenched in exclusive amenities and facilities that mirror SLR. A physical embodiment of excellence, where functionality and luxury unite, The Phoenix - apartment buildings' double height entry lobbies, elevators, fire escapes, garbage chute systems, underground as well as surface parking spaces and scenic communal parks; - is at a price point within reach.

THE PRODUCT OFFERING COMES IN EXCEPTIONALLY CURATED DELUXE ONE BEDROOM, TWO BEDROOM AND THREE BEDROOM APARTMENTS, DESIGNED TO BE ACCESSIBLE, PRACTICAL AND STILL LUXURIOUS.





CONTINUALLY  
MORPHING  
AND  
EVOLVING.







IT IS FOR  
THE DAR-  
ING, BOLD  
AND  
FEARLESS.







A NEW  
CHAPTER,  
A NEW BE-  
GINNING, A  
NEW ERA.



A FLA-  
VOR FOR  
THE FINER  
THINGS IN  
LIFE.







FOR THE  
TRAILBLAZERS  
AND TREND-  
SETTERS.





FOR THE  
CITY'S  
MOVERS  
AND  
SHAKERS.







FOR THOSE  
WHO  
LEAVE NO  
STONE UN-  
TURNED.



# OUR PARTNERS.



Khstudio is an acclaimed name in Egypt's architecture and interior design sector. Since 2007, architect Ahmed Khalifa and interior designer Shereen Helmy, have managed a creative young team of architects and designers, who have delivered top innovative and strategic works. The studio thrives with an impressive portfolio, creating intimate settings and solutions for private houses, summer homes, office spaces as well as renowned restaurants world-class gyms and spas. While working closely with clients to thoroughly understand their personal needs, Khstudio ultimately tailors an experience that is both comfortable and aesthetically exceptional.



CallisonRTKL is a global architecture, planning and design firm that has created some of the world's most successful environments for developers, retailers, investors, institutions and public entities. It combines the legacy of two celebrated design practices into a distinct voice. Its voice is characterized by the strength of their ideas, the spirit of their culture and the passion of their people, to ultimately create a better world. In this world, people focus on their talents, relationships, clients and teams, where they can transform their experiences, personalize their lifestyles and thrive in the right direction. CallisonRTKL's global creative team has delivered exceptional projects across the Middle East and Africa, namely the Dubai Creek Harbor in Dubai, The Pearl in Qatar, Sandton City in South Africa and Lowry Mixed Use in the UK. By cross-pollinating ideas and talents across their offices, the firm delivers quality excellence at all levels and strives to be an active participant in the world.



Mimar is a leading professional design practice that provides consultancy services in the core disciplines of master planning, architecture, urban design and landscape as well as interior design, structure, civil engineering, electro-mechanical as well as project supervision. Mimar was established more than 20 years ago, with office spanning the MENA region in Abu Dhabi, Dubai, Sharjah, Ajman, Doha, Baghdad, Tripoli and Cairo as well as its in-house bureau of structural, electro-mechanical and interior design. Mimar also has a long history of partnering with specialty consultants, to ensure design excellence and the highest level of client servicing. By partnering with a wide range of clients as the lead project consultant, Mimar has exhibited its strength in the core discipline and remained at the forefront of design innovations, thus, providing creative yet functional solutions. With more than 300 qualified engineers, their dynamic design team delivers innovative design solutions with effective and efficient project coordination. Consistently, a high level of design achievement stems from their experience in a diverse range of building types, and pursuit of highly trained and talented staff. Driven by passion, Mimar continues to respond to its clients' individual needs, by providing the most effective solutions and excellent levels of services.



Cracknell is one of the leading international landscape architectural, planning and urban design practices in the world. Since 1987, they have completed numerous projects that span the Middle East, Europe, Africa and Asia. They are renowned for delivering world-class, unique and practical design solutions; underpinned by a company ethos that is focused on quality, project delivery and commitment to clients. Some of their established projects include the Burj Khalifa in Dubai and the Aphrodite Golf Resort in Cyprus.



In the quest of designing creative spaces for people; lines, masses, colors and textures are the building blocks that PROFILERZ puts together to explore new possibilities, and to reach another balance point between dualities. Since 1995 PROFILERZ works side by side with their clients to achieve innovative architecture for better life quality.



# OUR PORTFOLIO.

SWANLAKE  
RESIDENCES  
NEW CAIRO

Hassan Allam Properties (HAP)'s newest ultra-premium destination, SwanLake Residences – New Cairo (SLR), brings together twelve exclusively gated neighborhoods in one high-end center point. Sprawling over 454 acres, SwanLake Residences aims to ultimately revive Cairo's favorite eastside. The destination has exhibited great success through its previously launched neighborhoods, The Iris and The Scarlet, followed by The Giselle and The Selina; altogether granting graceful living opportunities, where everyone can ultimately experience the finest essence of life.

Being the signature mixed use development in the East of Cairo, SwanLake Residences - New Cairo (SLR) is home to (every ), Hassan Allam Properties innovative brainchild crowning SLR's prime location, with its top-class offerings while bringing to fruition a signature one-stop destination, combining vital ingredients such as business, retail, and leisure to creatively cater to the ever-changing needs of contemporary lifestyles, over 1.4 km walkable promenade.

*The*  
SCARLET

Nestling in one of the most premium locations in New Cairo, Scarlet is SwanLake Residences – New Cairo's pioneer villa project, which is distinct for its lavish settings. Housing 169 Villas with a total land area of 193,285 sqm and a built up area of 77,906 sqm, The Scarlet is distinct for its expansive luxuries and spacious homes. Other than its symbolism with the bright red color, Scarlet originally takes its name from one of the most costly birds in the world: the Scarlet Tanager.

Like the Black Swan, the bird is distinct for its dark black wings, which contrast with its red body. However, what it is most exclusively valued for is its beautiful songs. In the same aesthetic appeal, the niche project features artistically designed outdoor surroundings, which seamlessly blend with the affluent architecture of its Villas and Twin Villas. The lush landscapes and illuminating horizons especially offer an unlimited ground for luxury, ultimately marking Scarlet as a distinct community at SwanLake Residences – New Cairo.

(every )

SWANLAKE  
RESIDENCES  
NEW CAIRO

Boasted over 161,000 sqm, (every ) is HAP's innovative brainchild, crowning a prime location in the heart of its flagship mixed use development SwanLake Residences - New Cairo (SLR). Building on its top-class offerings, (every ) brings to fruition a signature one stop destination, combining vital ingredients such as business, retail, and leisure to creatively cater to the ever-changing needs of contemporary lifestyles.

Suitable to work in cutting edge settings over (190,000 sqm Office Park), or socialize in an uplifting destination across (1.4 km promenade), or play all day and unwind in a naturally inviting world (40,000 sqm retail hub), (every ) is a wanderer's delight inspiring creativity, social interaction and an intimate sense of community by offering every sought after experience.

*The*  
GISELLE

SWANLAKE  
RESIDENCES  
NEW CAIRO

The Giselle is distinguished for its strategic location within SwanLake Residences – New Cairo. As the second exclusively gated neighborhood accommodating select variety of stand-alone villas, twin villas and townhomes, The Giselle evokes ultra-premium lifestyles that are perfect for new beginnings and young families to embark on while combining function and art of form. Far from the city's noise and crowds, it features niche experiences that spread across lush landscapes and select luxuries.

Named after the world-famous ballet masterpiece created by Theophile Gautier in 1842, Giselle stands out in SwanLake Residences - New Cairo as one of its most lavish neighborhoods, flaunting an exquisite and contemporary mood and harmonic life-style.

*The*  
SELINA

SWANLAKE  
RESIDENCES  
NEW CAIRO

The Selina is distinguished for its strategic location within SwanLake Residences – New Cairo. As the forth exclusively gated neighborhood, The Selina spreads over 141,984 sqm, with 180 land plots accommodating select stand-alone and twin villas.

The Selina introduces an aesthetic parcel of contemporary elegance, reflected on 4 valleys where function and form effortlessly intertwine — all seamlessly connected to the main valley through lush passage-. The YBA and PROFILERZ layouts offer a variety of living spaces with built up areas ranging from 230 sqm to 344 sqm, as well as breathing land areas ranging from 296.9 sqm to 405 sqm. Every home opens onto scenic views, in addition to inviting gathering areas, kids playgrounds and lawn areas to paint before residents an oasis of calm.

*The*  
IRIS  
APARTMENT LIVING

SWANLAKE  
RESIDENCES  
NEW CAIRO

IRIS is SwanLake Residences - New Cairo 1st exclusively gated premium apartment living subproject, named after the multi-colored flower, reflecting the neighborhood's surrounding green and lush landscapes.

IRIS houses families into a sophisticated residential area, where every one of its ten buildings offers abundant levels of comfort and serenity.









Dedicating 85% of its 50 acres to lush spaces and breathtaking landscapes, Seasons Residence is Katameya's tranquil haven for families who wish to enjoy nature, yet gain easy access to the city life. Created in partnership with the acclaimed architect, Shehab Mazhar, and International Landscape specialists, Belt Collins; Seasons embodies traditional Spanish styles. With 91 beautifully designed homes accommodating its exceptional community, Seasons is where neighbors become a chosen family for all.



Designed by Egypt's leading architect, Shehab Mazhar, Parkview infuses the best of nature with contemporary elegance. Spanning 35 acres, the neighborhood is home to 336 residential units, which are distinctly designed with an abundance of privacy and luxury, to complement the lives of families with children.



Situated in Ain El Sokhna just an hour's drive from Cairo, The Little Venice Golf Resort boasts panoramic sea and garden views over 225 acres, complimented by tranquil water features and first-class amenities serving 700 resort homes. Designed by world renowned Magnum Enterprise, the resort is an exclusive holiday destination not only offering worldclass accommodation at Jaz Hotel, but also an iconic 9-hole golf course designed by world specialists Sanford Golf Designs.



With a prime location in Mostakbal City, Haptown boasts a premium range of contemporary townhouses and sophisticated apartments spanning 250 acres of land. Emulating the finest qualities of life in CallisonRTKL and Alchemy's world class masterplan and Cracknell's distinct landscape, Haptown stands out with a futuristic suburban model. Homeowners reside in a variety of guard-gated neighborhoods, including over 1,573 luxury apartments in Parkview and 161 villas in Seasons – altogether released in one massively integrated area. Set to manifest its community's exclusive lifestyles, Haptown unfolds genuine experiences and world class hospitality, pledging grand luxuries for years to come.



Parkview is Haptown Mostakbal city's exclusively gated apartment project, inspired by HAP's flagship project Parkview Katameya and its premium up-market positioning of an apartment living in a villa environment. Parkview Haptown spreads over land area of 145,000 Sqm, housing 1,573 apartments, with various BUA ranges starting 93 Sqm up to 348 Sqm, amidst 93,000 sqm of vast breathing space.



Dedicating 118,620 sqm of land area, Seasons – Haptown's first exclusive villas sub-project, is an attraction for lush spaces and breathtaking landscapes. A replica of Seasons Katameya's project, the neighborhood is a tranquil haven for families who wish to enjoy nature, yet gain direct access to the city lifestyle. Designed by Alchemy studios, master-planned by the renowned CallisonRTKL and landscaped by Cracknell, Seasons – Haptown boasts 47,000 sqm of built up area that accommodates 161 beautifully designed homes for its exceptional community.



