



The
IRIS
APARTMENT LIVING

SWANLAKE
RESIDENCES
NEW CAIRO



Coming to Life.

For Generations
to **Come.**



Originating as a trusted family-run business in 1936, Hassan Mohamed Allam started his journey as a general contractor and achieved a series of evolutions throughout the years. After being nationalized in 1961, he established Hassan Allam Sons in 1972 under the label, Hassan Allam Sons for Construction (HAC). With over eighty years of notable expertise, the empire passes on its distinct legacy to three generations; whereby, its management team has proven to build what is celebrated today as one of Egypt's top real estate leaders.

Since 2000, Hassan Allam Properties (HAP) has carved an enviable niche for itself as an exclusive boutique developer, building intimate communities where families always come first. Established by Mohamed Allam, a third generation family member, HAP has mastered the equation of private luxury and inviting hospitality, to exceed the notion of just building homes.

We have achieved almost 6 million sqm worth of land bank and 13,891 residential units – both developed and underdeveloped. Our community-centric vision and passion for individuality have both driven a wide portfolio of first-class residential neighborhoods, mixed-use districts, town centers and vacation resorts; thus, offering unmatched experiences throughout prestigious locations across Egypt, with you in the city and by the sea.



Timeless
PRECISION.

*“The artist sees what others
only catch a glimpse of.”*

LEONARDO DA VINCI

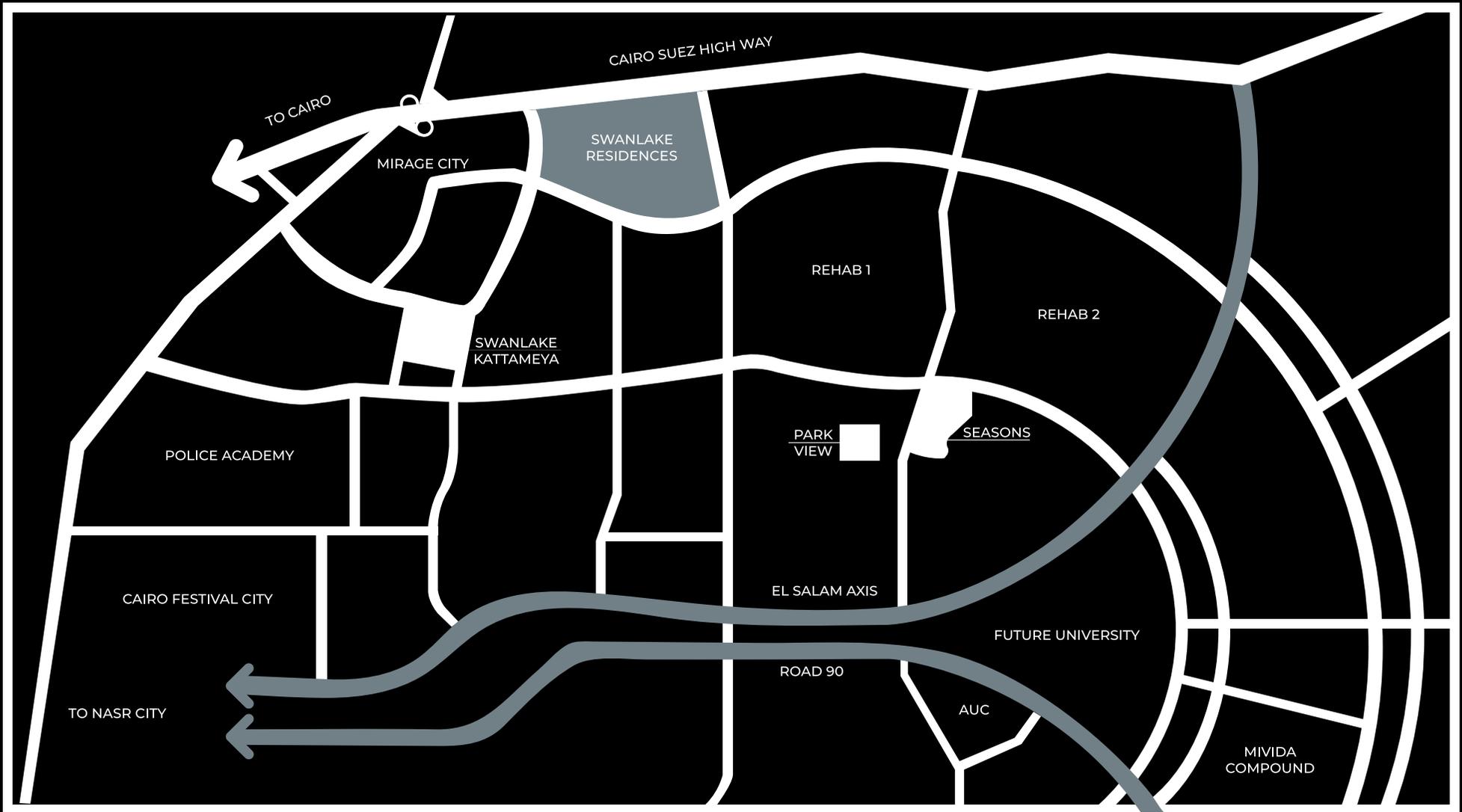


SWAN LAKE

RESIDENCES

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For almost two decades, Hassan Allam Properties (HAP) has been shaping residential areas, where hand-picked lifestyles and communities emerge. Today, this legacy continues in its newest ultra-premium destination: Swan Lake Residences – New Cairo. There, twelve exclusively gated neighborhoods come together in one high-end center point sprawling over 460 acres, to ultimately revive Cairo's favorite east side. The graceful living opportunities at Swan Lake Residences are strategically designed to complement distinct culture, architectural symmetry and timeless precision, where everyone can ultimately experience the finest essence of life.



Convenient Proximity.

Situated in Cairo's prestigious east side, Swan Lake Residences – New Cairo evokes ultra-premium lifestyles in close proximity to the capital's prime destinations. Far from the city's noise and crowds, Swan Lake Residences features niche settings that spread over lush landscapes and select luxuries.

PROXIMITY

- Heliopolis – 10 km
- American University in Cairo (AUC) – 9 km
- Cairo Festival City (CFC) – 9 km
- Cairo International Airport – 6 km
- Swan Lake Kattameya (SLK) – 2 km
- Al Rehab – 1 km
- Mirage City – 1 km

Graceful

LIVING.

*“Your attention is so sacred
that if you truly look for
beauty and grace, you will
find it in everything.”*

KAMAND KOJOUR

Eclectic Lifestyle.

Business park and retail luxuries that extend over a 1.3 km long avenue.

Swan Lake Residences – New Cairo has planned for its very own Champs-Élysées. A 1.3 km long promenade boasts handpicked eateries and signature restaurants as well as niche retail luxuries, demanding quality experiences. The finest brands and global level entertainments cater to those who value the crème de la crème of leisure. While, on the upper floors of the lively promenade, strategically located premium office spaces offer the perfect setting for business growth and creative surroundings, which come with aesthetically pleasing views of the verdant New Cairo horizon.

**All renderings and landscaping visuals, materials, facades are for indicative purposes only and are subject to changes.*





Built to Suit.

12 exclusively gated projects centered along 30 meter boulevard.

While entertainment is celebrated for its world-class standards at Swan Lake Residences – New Cairo, its residential harmony is number one. The premium destination provides its community with graceful living experiences in its 12 secluded and privately gated developments. Spread along a 30 meter wide boulevard, each project stands out with distinct indoor design and outdoor luxury. In the outdoors, socially-oriented and fitness-inspired surroundings manifest in Cracknell's brilliant landscape design, where communities are encouraged to walk amidst pedestrian friendly hardscapes and jog along specially carved trails. A spine of greenery also welcomes you into verdant distinction, where lush terrains occupy 50% of the total land area and seamlessly connect its communities with the exclusively gated residences.

“Without culture, and the relative freedom it implies, society, even when perfect, is but a jungle. This is why any authentic creation is a gift to the future.”

ALBERT CAMUS

Culture,
REFLECTED.

World-Class Sports Club.

80,000 sqm of premium fitness regimes.

The momentum in Swan Lake Residences – New Cairo is exceptionally vibrant, along with its social and fitness settings. Spanning 80,000 sqm of land inside the residences, the Sports Club brings the most celebrated sports academies, coaches and nutritionists to ground, where children, adults and senior members can unleash their potential. Beyond its magnitude of features, the premium destination promises nothing short of handpicked luxury and wellbeing for future generations to come.





Expansive Retail Luxuries.

World-class retail attractions spanning over 52,000 sqm.

Living at Swan Lake Residences – New Cairo and its exclusively gated projects not only promise outstanding living experiences, but also provide direct access to extravagant retail luxury. From world-class shopping opportunities to unparalleled recreations, residents and visitors together can relish in suburban harmony. More than 52,000 sqm of retail attractions address the community's love for indulgence. There, families, friends and neighbors gather, dine, unite and express themselves freely. While the 1.3 km long boulevard unfolds a wide range of boutique brands, commercial stores and topnotch entertainments; its upper floors boast strategic office spaces with splendid views of Swan Lake Residences thriving horizon. Standing out with distinct design and ultramodern architecture, this signature center point stimulates the most vibrant lifestyles, offering international luxuries, aesthetic settings, exceptionally paved sidewalks and verdant backdrops.

Thriving Bureaus.

Creative office spaces thriving in more than 237,000 sqm.

Within the harmonious suburban destination, Swan Lake Residences – New Cairo brings homeowners in convenient proximity to the business park. Situated in the top floors of the commercial boulevard, the state-of-the-art bureaus boast an area of 237,000 sqm and overlook the destination's beautiful greenery. There, modern designs seamlessly blend with cutting-edge layouts, well suited for dynamic team work, creative thinking and strategic planning. The exceptionally devised spaces bring local, regional and international enterprises in direct connection with the community; thus, offering unparalleled comfort, while inspiring growth and progressive achievements.





Flagship Residences.

Swan Lake Residences – New Cairo is anchored around 12 distinct projects, which shape the town's premium community. Each gated project thrives with its unique design and function, while collectively granting unparalleled privacy, high-end security and endless tranquility.

Grand SYMMETRY.

“The desire for symmetry, for balance, for rhythm in form as well as in sound, is one of the most inveterate of human instincts.”

EDITH WHARTON

The Masterplan.

Hassan Allam Properties has partnered with one of the most established master planners, CallisonRTKL, to highlight its high-end center point with twelve exclusive gated communities centered along a 30-meter wide boulevard. The expansive 460-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 1.3 KM long Retail and Business Park. Within grand symmetry and timeless precision, Swan Lake Residences ultimately masters the art of experiencing every day luxury for futures ahead.

SWAN LAKE

RESIDENCES

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*Masterplan is for indicative purpose only and is subject to change.

- 1. Villas Residence
- 2. Villas Residence
- 3. The Scarlet

- 4. Apartments Residence
- 5. Apartments Residence
- 6. **The Iris**

- 7. Retail and Office Park
- 8. Villas Residence
- 9. Villas Residence

- 10. Villas Residence
- 11. Apartments Residence
- 12. Apartments Residence

- 13. Apartments Residence
- 14. Sports Club



The
IRIS

**A True Symbol of
Luxury Apartment Living.**

The Iris takes its name from the multi-colored garden flower, reflecting the neighborhood's surrounding green and lush landscapes. Believed to symbolize valor and wisdom, the name carries its energy across the neighborhood's premium apartment living settings. Granting peaceful vibes and exceptional privacy, all of The Iris's apartments boast spacious layouts and grand architecture that emanate world-class luxuries for futures to come. Welcome to The Iris, where apartment living is an unmatched experience designed for life.

Master-planned by the renowned CallisonRTKL and landscaped by the reputable Cracknell, IRIS boasts 93,487 sqm of total land area, housing 765 homes amidst verdant landscapes spread over 32,043 sqm.

Lifetime Exclusivity.

The Iris houses families into a sophisticated residential area, where every one of its ten buildings offers abundant levels of comfort and serenity. Its total land area, spanning 93,487 sqm, owes expansive levels of privacy and exclusive backdrops to its community. 32,043 sqm of verdant landscapes beautifully surround almost every building, offering 360-degree views of greenery to 765 units. At the heart of its ever-growing foliage, the neighborhood's central park spread out across 18,849 sqm.

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Lasting First Impressions.

Home to the most lavish apartments in Swan Lake Residences – New Cairo, The Irish welcomes its residents into a stately entrance hall. The entryway is beautifully designed with chic flooring and world-class ceiling concepts, which lead to an exquisite lobby. Each detail is laced with signature contemporary elements that introduce your home's sophisticated personality. Guaranteed to make an elegant first impression, every apartment building welcomes homeowners and guests into a luxurious haven, where taste and comfort go hand-in-hand.

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Bespoke to the Community.

With the popularity of apartment living surging and luxury becoming more on demand by young professionals, new couples and small families, living at The Iris guarantees a lifestyle that is unmatched by any other. The close-knit community is strategically designed in a way to grant a sense of comradery, allowing homeowners to create close connections with their families, neighbors and friends. The living arrangements in the apartments are ingeniously designed to encourage the community's long lasting relationships; thus, offering a distinct concept in apartment living uncompromised by a prime and grand setting.





Homes Beyond Compare.

With beautifully designed apartments radiating around an endless landscape of greenery and a full-fledged commercial boulevard, The Iris stands out as the first luxury community in Swan Lake Residences – New Cairo to offer exceptional apartment living. The beautiful layouts are spacious and immaculate, reflecting their brilliant contemporary architecture inside out. Unrivaled grand entrances and exquisite lobbies welcome residents with an extravagant feel as they arrive home. Each corner is fashioned with signature design elements, blending chic elegance with contemporary glam. Living at The Iris guarantees a sense of exclusivity that will last you a lifetime.

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Homes Beyond Compare.

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Homes
Beyond Compare.

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Ingenious Indoors.

Homeowners at The Iris are well-appointed with a diversified range of apartment living settings, which aim to address unconventional functionality and signature lifestyles. Each room offers splendid comfort, where the spacious layouts come with floor-to-ceiling windows, expansive living areas and smart home features. Every room is coated with layers of natural light and moderates a healthy expanse of air circulation. As well, the elegant contemporary indoors seamlessly blend with the exquisitely lush outdoors, where a verdant haven offers a luxuriant feel from your living room. Uncompromised by privacy, The Iris stands out as Swan Lake Residences – New Cairo's foremost lavish community, which promises exclusive apartment living experiences, suited to your needs for lifetimes ahead.

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Nature-Inspired Life.

Distinguished with its expansive open spaces and lush landscapes, The Iris promises unbounded nature-inspired experiences for its residents. With the expansive pocket parks and private gardens spanning the entire neighborhood, The Iris offers limitless breathing spaces and luxuriant settings. Surrounding the apartments' ground levels and elevated skylines, families, friends and neighbors can come together, to enjoy sunny mornings or relaxing evenings across the unlimited horizons, or by the private pool side.

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Pedestrian Haven.

The community at The Iris is celebrated for its unlimited momentum. Mastered with ingenious design, the streets boast pedestrian-friendly terrains surrounded by contemporary landscaped parks and pathways. The culture of walking, jogging, running and cycling subsequently becomes a pleasant everyday routine for homeowners. Panoramic water features, luxuriant parkland pathways and cycling lanes bring outstanding pedestrian experiences, secured by world-class exposed aggregate concrete and terracotta tarmac. Meanwhile, the tarmac pedestrian and cycling lanes, which are surrounded by 360 degrees of greenery, seamlessly catch glimpses of an active lifestyle. At The Iris, every waking minute is planned down to the finest detail, promising unlimited mobility within its luxurious community.§



Connected Community.

At The Iris, the masterfully planned destination boasts active lifestyles that connect communities for life. Its full-fledged pedestrian-friendly terrains inspire families to take peaceful walks through the parks, neighbors to share energizing runs in the gardens, and individuals to enjoy recreational bike rides in the streets. While the outdoors promote care-free experiences, every road leads to the Sports Club, where first-rate indoor fitness regimes further boost the community's dynamic standards of living.

The Iris also offers exceptional convenience, by connecting the community with their commercial and professional needs. Within close proximity, residents can enjoy an energizing walk or a short drive to Swan Lake Residences – New Cairo's premium commercial district. There, world-class diners, high-end fashion and exclusive boutique stores offer families, friends and neighbors the chance to gather and enjoy the day nearby their homes. Ultimately, living at The Iris promises limitless opportunities for the community to grow, refresh and revive within a car-free, noise-free and vibrant neighborhood.



The

IRIS

Our Partners.

CALLISONRTKL[®] A DESIGN CONSULTANCY OF ARCADIS

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.

cracknell

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.

Our Partners.



kh studio

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.



FROM OUR FAMILY TO YOURS.



HASSAN ALLAM
PROPERTIES