

MISR-ALGADIDA.COM

SINCE  1906
MISR AL GADIDA
مصر الجديدة

Tadimāh

The future with a familiar heartbeat.

 NEW HELIOPOLIS
هليوبوليس الجديدة



A Timeless Heritage With a Bold Future.

MISR AL GADIDA | A LEGACY TO LIVE

With a legacy dating back to 1905, Misr Al Gadida is one of Egypt's most respected & long-standing master developers. For over a century, the name has stood for trust, credibility, and consistent impact in shaping Egypt's urban landscape.

Rooted in the rich heritage of the Heliopolis neighborhood, the brand is committed to preserving its identity while embracing a modern, future-focused outlook. It reflects both Egypt's historical depth in urban planning and its forward momentum toward sustainable development.

As a master brand, Misr Al Gadida oversees a dynamic portfolio of sub-brands that address diverse market needs; from residential & commercial projects, to integrated community living and infrastructure.

Together, the master brand & its sub-brands embody a unified commitment to building vibrant, future-ready communities, shaping the next chapter in Egypt's urban evolution.

ABOUT THE DEVELOPER

MISR AL GADIDA COMPANY

NEW HELIOPOLIS هليوبوليس الجديدة

One Destination, Endless Experiences.

NEW HELIOPOLIS | A NEW DAWN

New Heliopolis is the contemporary development arm and sub-brand of Masr Al Gadida, it is a fully integrated city built on 25.2 acres in East Cairo, easily accessible through Cairo – Suez and Cairo–Ismailia roads.

New Heliopolis carries forward a pioneering spirit to build future-ready, human-centric communities through thoughtful planning and progressive design.

With a focus on green spaces, smart infrastructure, and resilient design, New Heliopolis creates integrated environments where quality of life, connectivity, & long-term value shape the future of Egyptian urbanism.

Born from Egypt's most iconic urban heritage, New Heliopolis carries forward the spirit of progress that defined the original Heliopolis – a bridge between past and future – honoring legacy while boldly embracing what's next.

OUR PARTNERSHIPS

G Developments

- 867 Acres
- 849 Acres



- 655 Acres



- 491 Acres



- 77 Acres



NEW HELIOPOLIS
هليوبوليس الجديدة

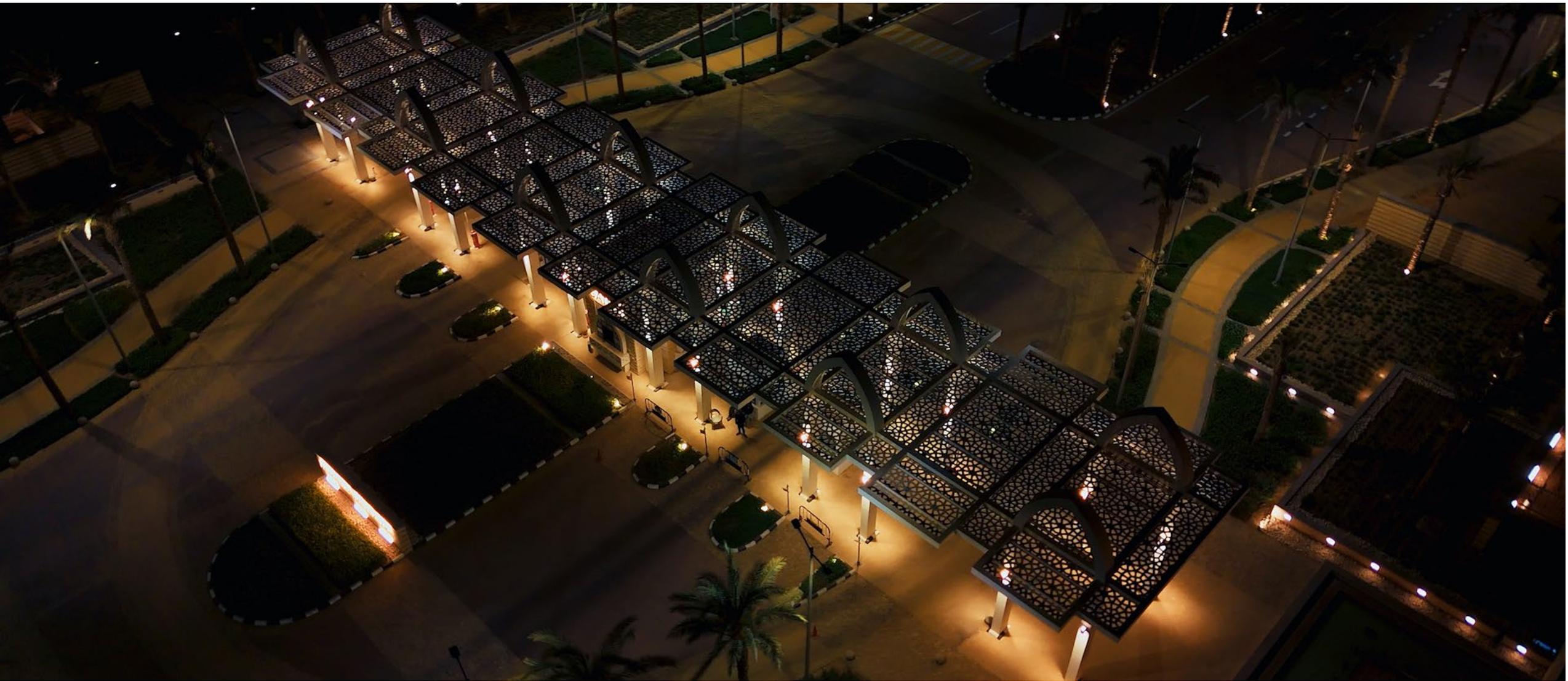




GATE 1

NEW HELIOPOLIS CITY

New



Jadīnah

ABOUT JADINAH
THE FUTURE WITH A
FAMILIAR HEARBEAT

Rooted in the pioneering spirit of Misr Al Gadida, Jadīnah is a fully integrated mixed-use compound in the heart of New Heliopolis, blending the spirit of timeless heritage with the aspirations of a new generation.

Jadīnah's narrative is inspired by the 'Jadid' spirit of our master brand, carrying forward a future-focused vision, bringing a fresh perspective to Misr Al Gadida's legacy.

JADINAH BY MISR AL GADIDA COMPANY

04

MISR-ALGADIDA.COM

NEW HELIOPOLIS
هليوبوليس الجديدة

SINCE 1998
MISR AL GADIDA
مصر الجديدة



Jadinah, The Art of Contemporary Living

Jadinah is a fully integrated compound in the heart of New Heliopolis, it is a holistic neighborhood designed for balance and convenience.

Offering a curated mix of residential spaces, recreational facilities, commercial, administrative areas, medical clinics and offices, Jadinah ensures that everything you need is just a short walk away.

Set amidst expansive lush greenery and calming water features, Jadinah is home to 540 residential units, creating an intimate, well-connected community in East Cairo.

This boutique-scale compound combines privacy, comfort, and modern amenities, providing a smooth lifestyle with every detail.

Project Fact Sheet:

Total Project Area	Feddan SQM	25 105,840.24
Total Residential Area	Feddan SQM % of Total Project	5.25 22,056.00 20.84%
Total Com/Adm Area	Feddan SQM % of Total Project	6.09 25,563.21 24.15%
Total Landscape/Roads Area	Feddan SQM % of Total Project	13.86 58,221.04 55%



State-of-the-Art Architecture

ARCHITECTURAL STYLE

Jadinah represents a contemporary rebirth of Heliopolis. We aim to deliver a modern neighborhood inspired by the essence of Heliopolis' rich historic tapestry of Islamic, Moorish and Art Deco as seen through a contemporary lens.

Jadinah is the modern neighborhood that comes to blend sustainability, innovation and the enduring identity of Heliopolis in a new light.



1. ARCHITECTURAL

1. DESCRIPTION

JADINAH is residential, commercial, administrative project built on 25.2 acre (105816.6 M2), the proposed project explores the full potential of this prominent site in its urban setting to develop the new Heliopolis city and increase its economic value providing luxurious residential and entertainment service to be an attractive point in the city.

The new mixed project consists of strip mall, office buildings, retail, banks, headquarters building, clinics and residential buildings and services which are interconnected and complemented with a fitting landscape.

1. LOCATION

JADINAH is located at the north of first district of new Heliopolis city limited from the east by a 60 m main road, the west by green buffer area, the north by 60m Sherouk-Badr road and new Heliopolis authority office and the south by the first district.





B01

B02

B03

B03M

B05

B04

RZ 04

RZ 03

RZ 05

RZ 10

RZ 02

RZ 06

RZ 09

RZ 01

RZ 08

RZ 07



ARCHITECTURAL ZONE ANALYSIS

The project consists of retails, mall, offices, clinics, banks and residential area.



B01 - Strip Mall/ Offices Building

K01 - Food kiosks / open Bazars area

B02 A - Retail/Banks/Headquarters Building

B02 B - Retail/Banks/Headquarters Building

B03 - Retail/Clinics Building

B04 - Retail/Clinics Building

B05 - Retail/Residential Building



Club House

ARCHITECTURAL SPACE PROGRAM

The project contains 4 parts:

1- The commercial / administrative area consisting of four buildings of:

- Strip Mall
- Retail/Offices building
- 2 Retail/Clinics buildings

2 -Retail/Residential building (Mixed-Use) contain 96 residential Units

3 - Residential area consisting of 10 buildings G+6, each consist of 8 apartments per floor.

Total number of units is (540 Unit)

4- Club house building on total plot area= 3338 m2.

- (Spa, Restaurant, Kids Area)
- Entertainment Ground (Gym, Lounge, Outdoor Playfields for Outdoor Activities)

JADINAH Renders



Residential Buildings



Residential Buildings



Residential Buildings



Residential Buildings



Residential Buildings



Residential Buildings



Retail /Offices Buildings



Retail /Offices Buildings



Strip Mall



Strip Mall



Strip Mall



CLINICS BUILDING



Retail/Residential building (Mixed-Use)



Retail/Residential building (Mixed-Use)



Retail/Residential building (Mixed-Use)



Club house



Club house



JADINAH Interior



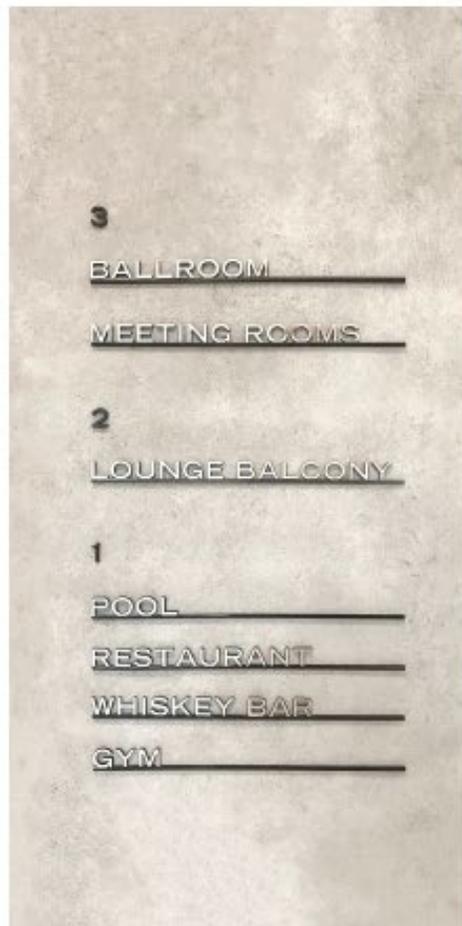
DESIGN PHILOSOPHY

Implementing a contemporary interior design concept reflects a vision that fuses simplicity with refined sophistication, drawing on a palette of clean lines, subtle textures, and thoughtfully selected materials. This approach emphasizes open, uncluttered spaces that balance functionality and comfort, while enhancing the overall sensory experience of the home. The mood board captures this harmony through cohesive color schemes, natural light integration, and tactile finishes, all working together to create an environment that is both inviting and effortlessly stylish.

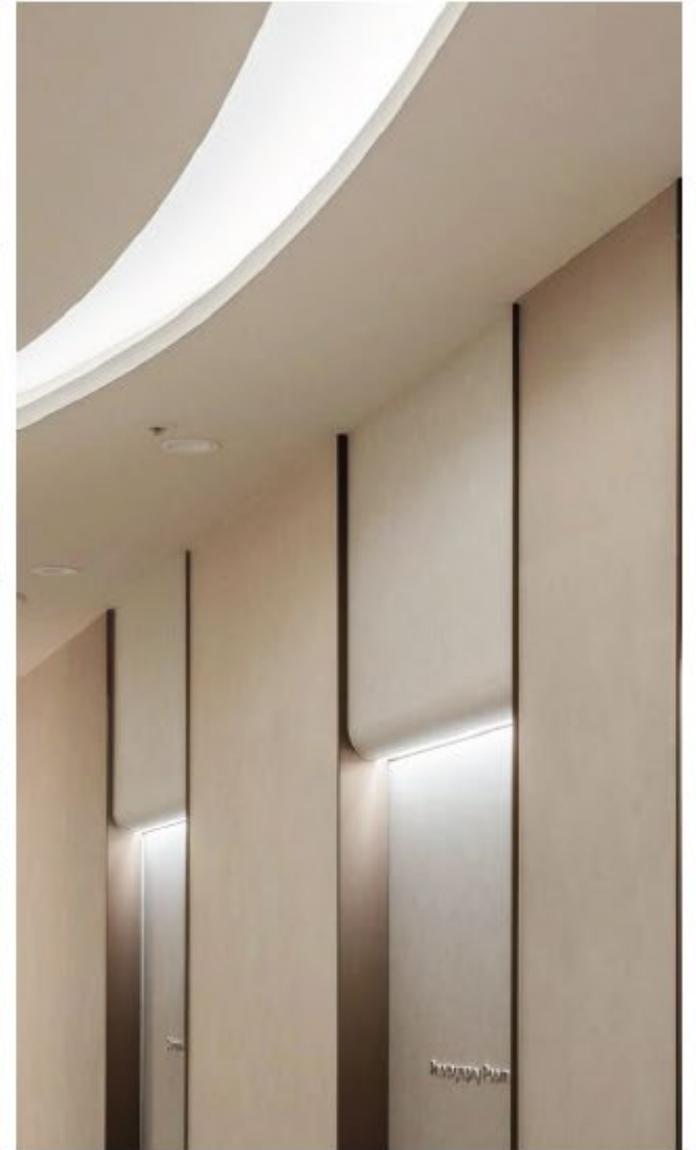


MALL BUILDING

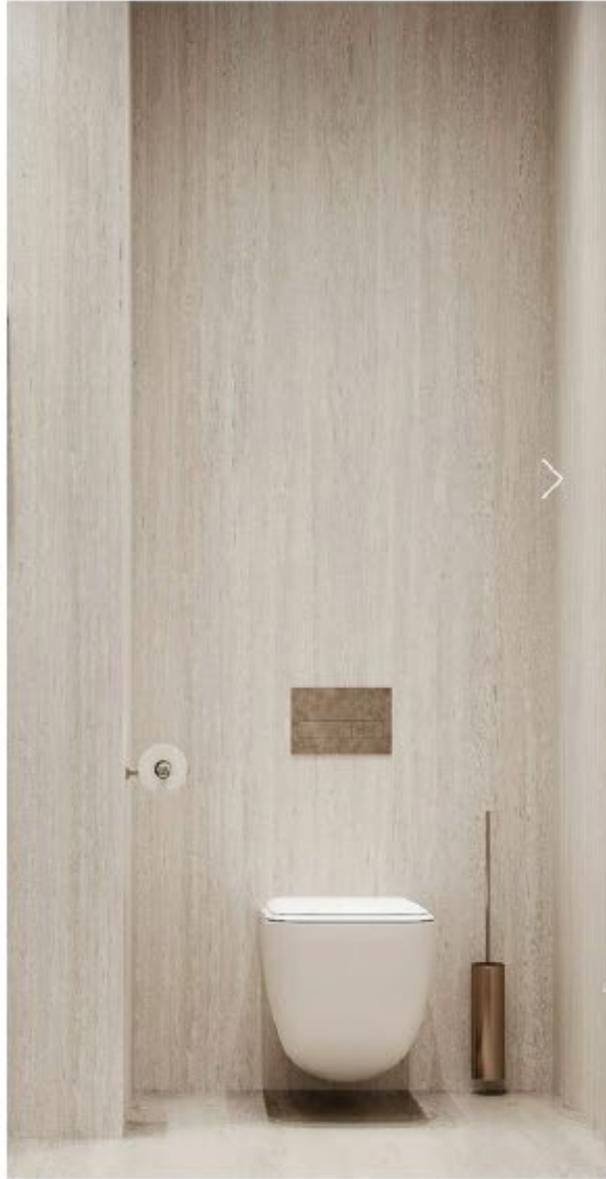
ELEVATOR LOBBY



OFFICES CORRIDOR



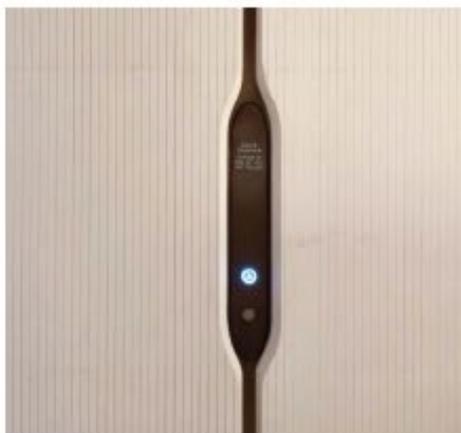
PUBLIC TOILETS





RETAIL, OFFICES, AND CLINICS

ELEVATOR LOBBY & CORRIDOR





RESIDENTIAL BUILDINGS

ELEVATOR LOBBY & CORRIDOR



Jadinah Amenities & Facilities

Discover unmatched services & facilities thoughtfully bringing together every lifestyle need, all within a walk away at the heart of Jadinah.



Jadinah Amenities & Facilities

01.

Residences

540 residential units with different selections to match every need residences constituting 20% area of the project.



Jadinah Amenities & Facilities

02.

Lush Green Spaces

Total landscapes & roads covering 55%
of the project

03.

Wide Internal Roads

Clean and structured streets and roads



Jadinah Amenities & Facilities

04.

Clubhouse

With pool, spa, gym, restaurant & events space

05.

Water Features

Scenic views



Jadinah Amenities
& Facilities

06.

Offices & Clinics

For your convenience

07.

Commercial & Retail Areas

A strip mall, restaurants, food trucks & entertainment



Jadinah Amenities
& Facilities

08.

Commercial & Retail Areas

A strip mall, restaurants, food trucks & entertainment

09.

Shaded Sitting Plaza

To enjoy nature comfortably



Jadinah Amenities & Facilities

10.

Bike Lane

Encouraging outdoor activities

11.

Basement Parking

Easily access to parking spots

12.

24/7 Security

Round the clock security



JADINAH Landscape





LEGEND:

- ① MAIN PATHWAY
- ② MAIN PLAZA
- ③ FOOD TRUCKS ZONE
- ④ SHADED SITTING PLAZA
- ⑤ WATER FEATURE
- ⑥ POOL
- ⑦ SEAT WALL
- ⑧ EVENTS AREA
- ⑨ CLUB HOUSE
- ⑩ BIKE LANE

B. LANDSCAPE STYLE

MODERN STYLE



01

BALANCE

Modern landscape design involves creating a sense of equilibrium in the garden. This can be achieved through symmetrical or asymmetrical arrangements of elements, ensuring that no part of the garden feels heavier or lighter than another

02

FOCALIZATION

Focalization involves creating a central point of interest in the garden. This could be a water feature, a sculpture, or a unique plant arrangement that draws the eye and serves as a focal point for the design

03

SIMPLICITY

Modern landscape design often emphasizes simplicity, using clean lines and minimalistic elements. This approach helps to create a serene and uncluttered environment, making the garden feel more spacious and open

04

FLOW

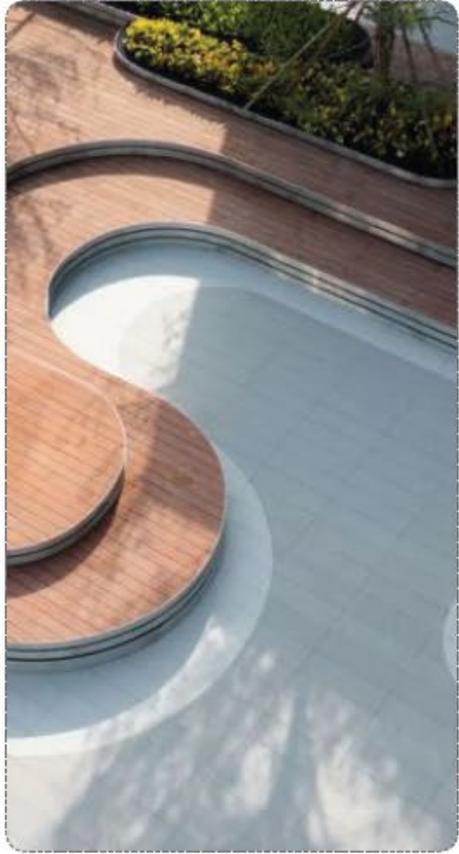
The principle of flow involves creating a seamless transition between different areas of the garden. This can be achieved through the use of pathways, water features, and plant arrangements that guide the viewer's eye and movement through the space

05

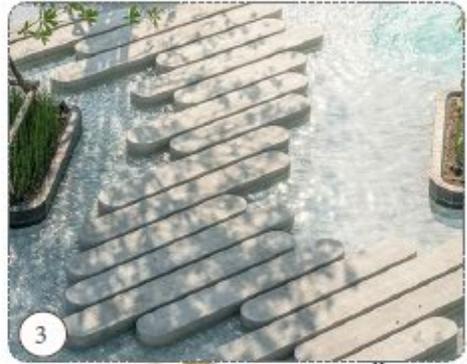
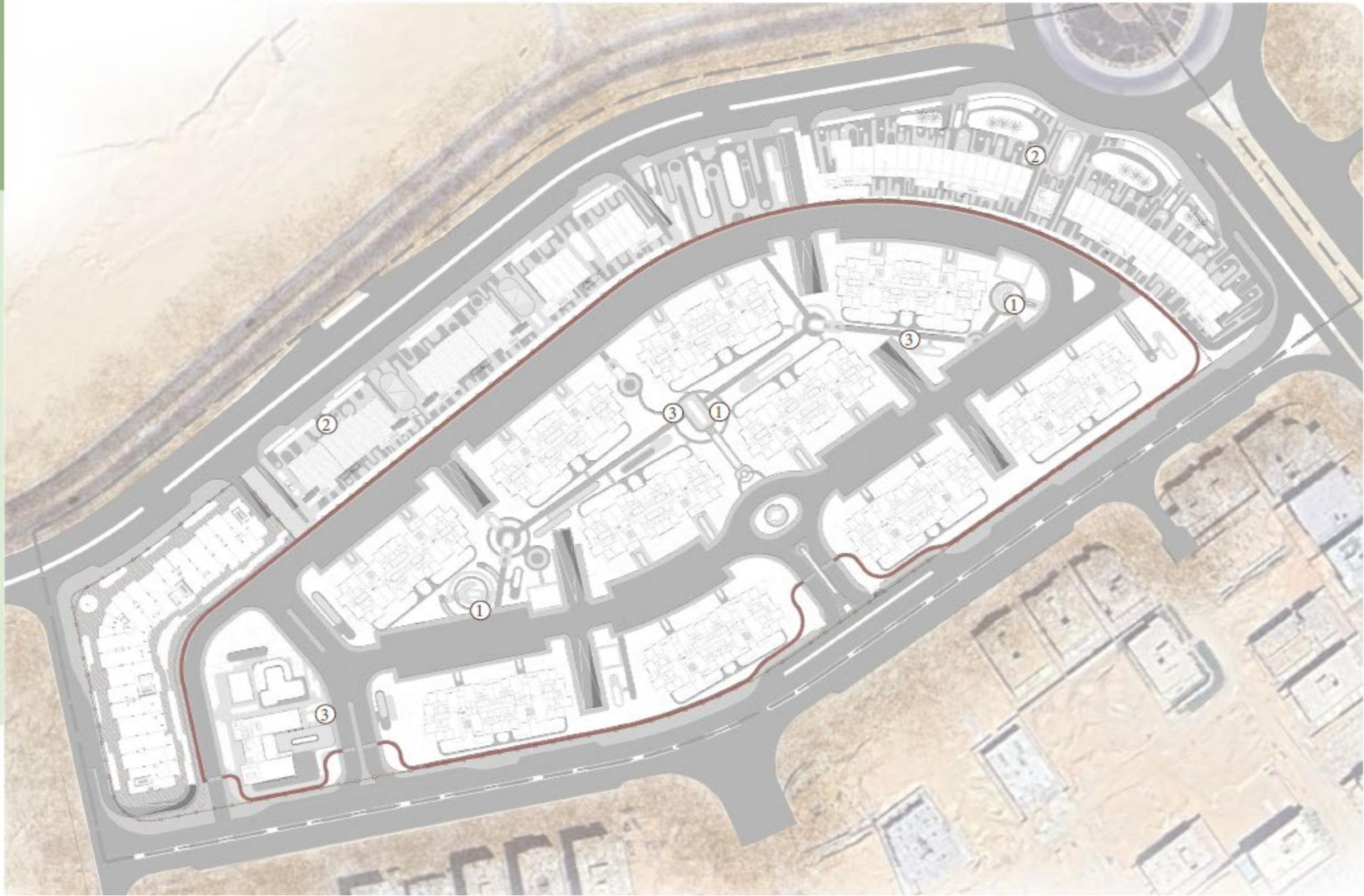
FORM AND SHAPE

Form and shape are found throughout a garden, from architectural features to specific plants. These elements establish a garden's style and atmosphere, whether formal or informal. Form includes the shape combined with depth, making it three-dimensional

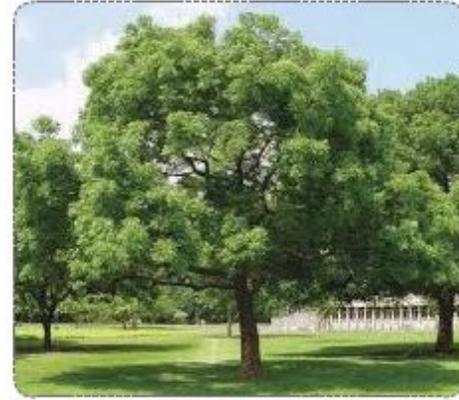
A. DESIGN INSPIRATION



C. HARDSCAPE PLAN

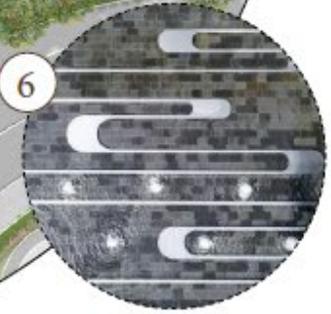
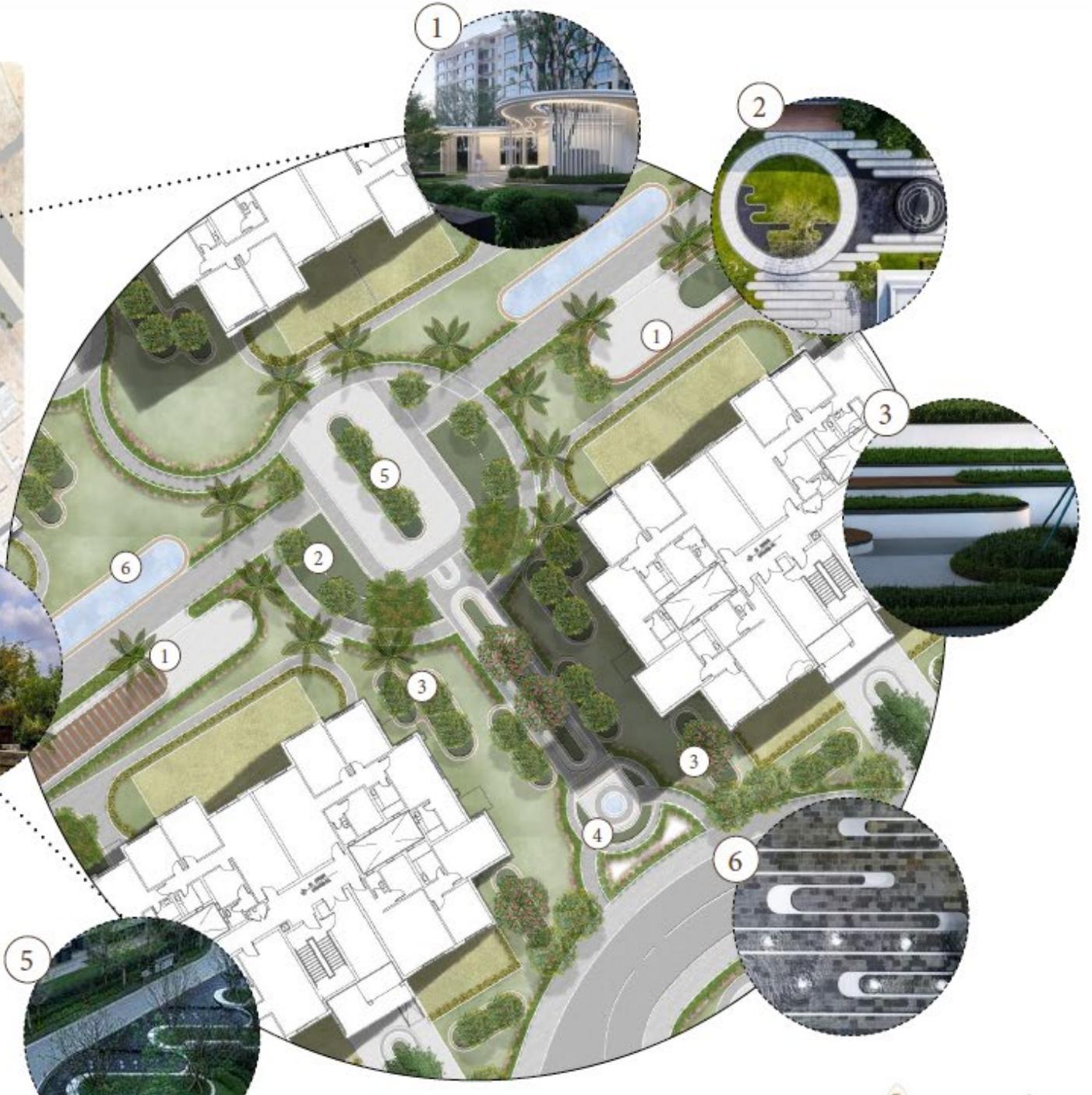


D. SOFTSCAPE PLAN



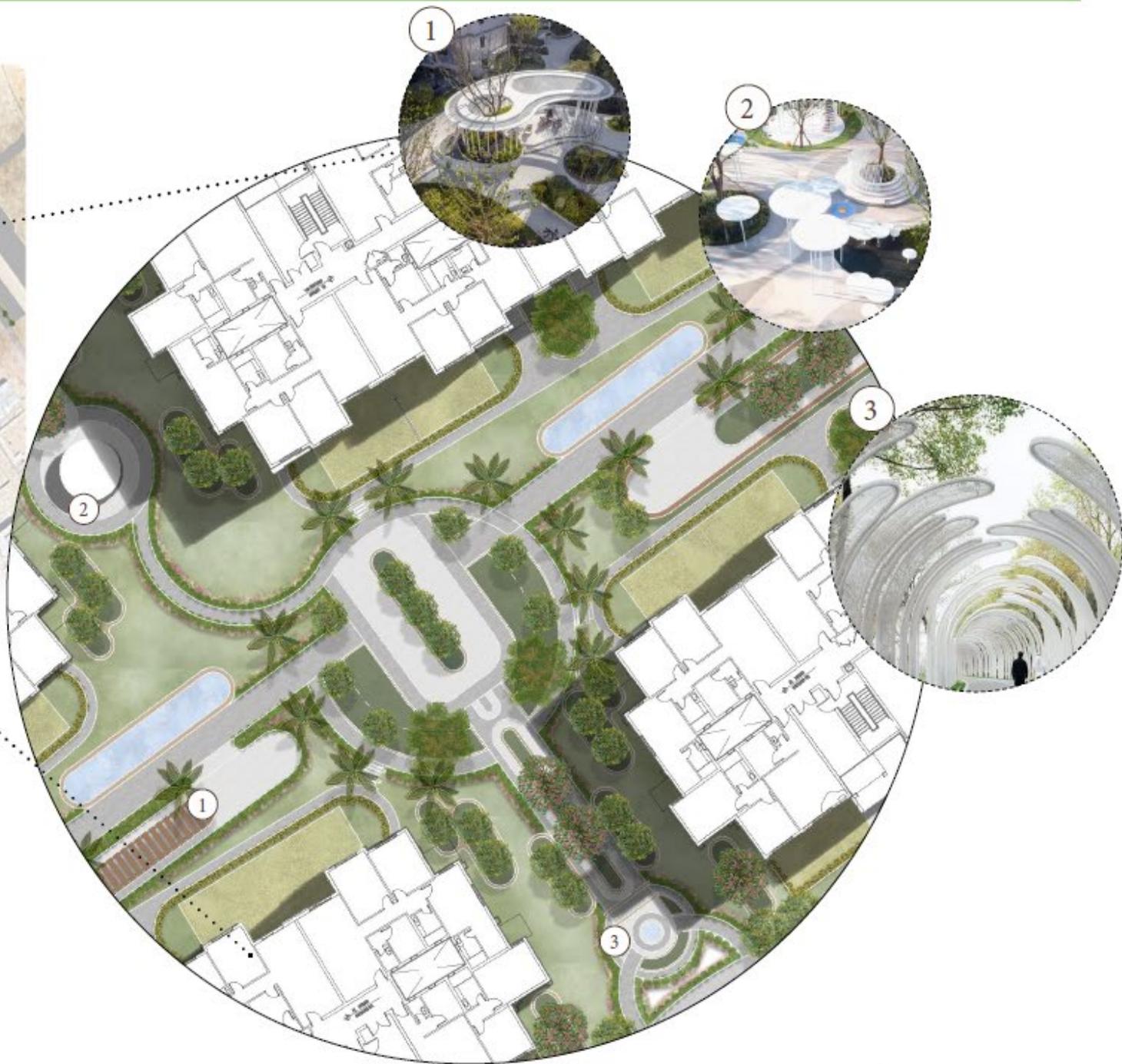
E. BLOWUP

central area



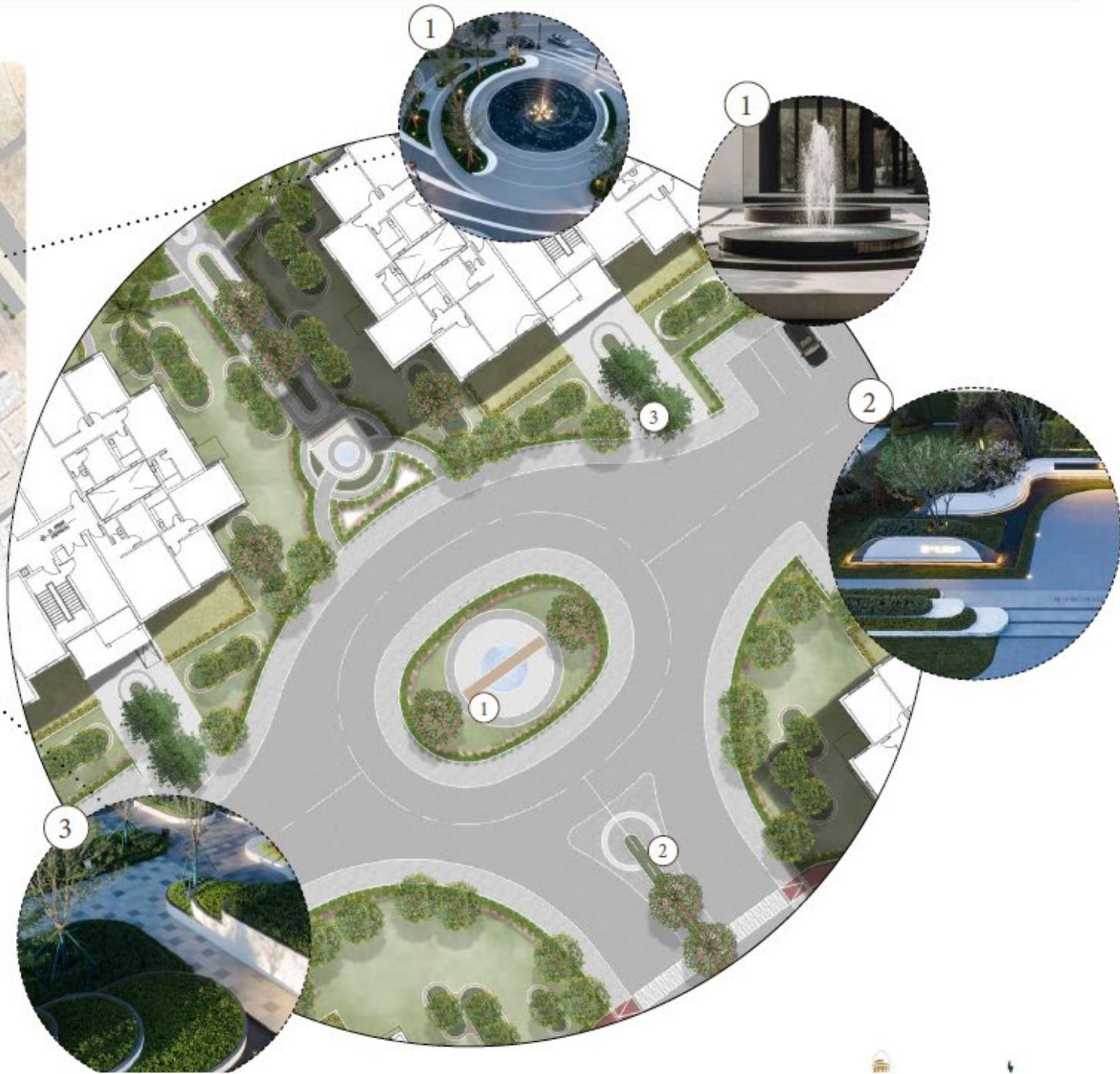
E. BLOWUP

shding elements



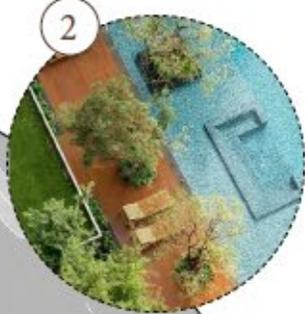
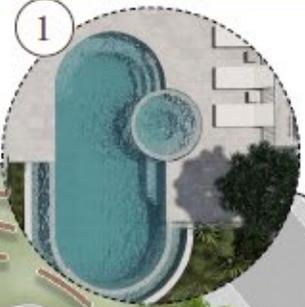
E. BLOWUP

median



E. BLOWUP

club zone



B. SOFTSCAPE PALETTE

TREES



BAUHINIA VARIEGATA WHITE



BAUHINIA VARIEGATA



LAGERSTROEMIA SPECIOSA



MAGNOLIA GRANDIFLORA

ORNAMENTAL GRASSES



ASPARGUS DENSIFLORUS



DIETES BICOLOR

B. SOFTSCAPE PALETTE

SHRUBS



CARISSA MACROCARPA



MURRAYA PANICULATA



DURANTA ERECTA



ALTERNANTHERA DENTATA



GROUND COVERS



HEDERA HELIX



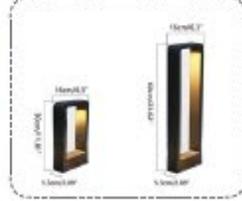
SESUVIUM PORTULACASTRUM



PASPALUM



C. LIGHTING PALETTE



JADINAH Residential Buildings







GROUND FLOOR PLAN - TYPE 2



Ground floor plan - type 2

PROTOTYPE J-R10-01

Lobby (1)	4.57 x 2.21 m
Dinning	5.65 x 4.78 m
Reception	4.54 x 3.95 m
Corridor	4.52 x 1.41 m
Kitchen	2.54 x 3.36 m
Bathroom	1.98 x 3.36 m
Bedroom (1)	3.31 x 3.95 m
Bedroom (2)	3.91 x 3.95 m
Bedroom (3)	5.21x 3.98 m
Private Garden	87.57 m ²

TOTAL AREA= 151.67 M2





Ground floor plan - type 2

PROTOTYPE J-R10-02

Reception	4.250 x 8.14 m
Lobby (1)	1.38 x 1.30 m
Corridor	3.91 x 1.22 m
Lobby (2)	1.99 x 1.62 m
Toilet	1.38 x 2.21 m
Kitchen	2.54 x 3.51 m
Bathroom	1.98 x 3.11 m
Bedroom (1)	3.58 x 5.01 m
Bedroom (2)	3.91 x 5.01 m
Master Bedroom	3.86 x 4.87 m
Closet	2.05 x 3.09 m
Master's Bathroom	1.86 x 3.09 m
Private Garden	63.32 m ²

TOTAL AREA= 158.36 M2





Ground floor plan - type 2

PROTOTYPE J-R10-03

Lobby (1)	1.75 x 2.60 m
Reception	4.59 x 7.25 m
Corridor	2.10 x 1.22 m
Lobby (2)	1.54 x 1.22 m
Kitchen	2.40 x 3.44 m
Bathroom	2.17 x 2.21 m
Bedroom (1)	3.65 x 4.51 m
Master Bedroom	3.63 x 4.36 m
Closet	2.40 x 2.21 m
Master's Bathroom	2.70 x 2.26 m
Private Garden	56.40 m ²



TOTAL AREA= 117.35 M2



Ground floor plan - type 2
PROTOTYPE J-R10-04

Lobby (1)	1.75 x 2.60 m
Reception	4.59 x 7.25 m
Corridor	2.10 x 1.22 m
Lobby (2)	1.54 x 1.22 m
Kitchen	2.40 x 3.44 m
Bathroom	2.17 x 2.21 m
Bedroom (1)	3.65 x 4.51 m
Master Bedroom	3.63 x 4.36 m
Closet	2.40 x 2.21 m
Master's Bathroom	2.70 x 2.26 m
Private Garden	56.40 m ²

TOTAL AREA= 117.35 M2





Ground floor plan - type 2

PROTOTYPE J-R10-05

Reception	4.250 x 8.14 m
Lobby (1)	1.38 x 1.30 m
Corridor	3.91 x 1.22 m
Lobby (2)	1.99 x 1.62 m
Toilet	1.38 x 2.21 m
Kitchen	2.54 x 3.51 m
Bathroom	1.98 x 3.11 m
Bedroom (1)	3.58 x 5.01 m
Bedroom (2)	3.91 x 5.01 m
Master Bedroom	3.86 x 4.87 m
Closet	2.05 x 3.09 m
Master's Bathroom	1.86 x 3.09 m
Private Garden	63.32 m ²

TOTAL AREA= 158.36 M2





Ground floor plan - type 2

PROTOTYPE J-R10-06

Lobby (1)	3.34x 2.21 m
Dinning	4.41 x 4.78 m
Reception	3.30x 3.95 m
Corridor	4.52 x 1.41 m
Kitchen	2.54 x 3.36 m
Bathroom	1.98 x 3.36 m
Bedroom (1)	3.31 x 3.95 m
Bedroom (2)	3.91 x 3.95 m
Bedroom (3)	5.21x 3.98 m
Private Garden	80.64 m ²

TOTAL AREA= 134.88 M2





Ground floor plan - type 2

PROTOTYPE J-R10-07

Reception	3.99 x 8.03 m
Corridor	4.28 x 1.22 m
Lobby (1)	1.48 x 1.29 m
Toilet	2.80 x 1.35 m
Kitchen	3.37 x 3.04 m
Bathroom	2.99 x 2.76 m
Bedroom (1)	3.58 x 4.24 m
Bedroom (2)	3.69 x 4.61 m
Private Garden	46.45 m ²

TOTAL AREA= 111.14 M2





Ground floor plan - type 1

PROTOTYPE J-R10-08

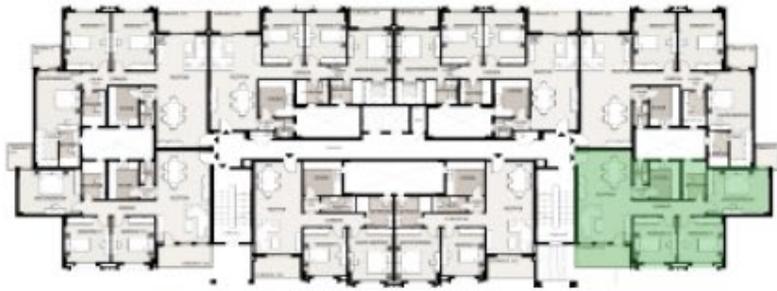
Reception	3.99 x 8.03 m
Corridor	4.28 x 1.22 m
Lobby (1)	1.48 x 1.29 m
Toilet	2.80 x 1.35 m
Kitchen	3.37 x 3.04 m
Bathroom	2.99 x 2.76 m
Bedroom (1)	3.58 x 4.24 m
Bedroom (2)	3.69 x 4.61 m
Private Garden	46.45 m ²

TOTAL AREA= 111.14 M2





FIRST FLOOR PLAN



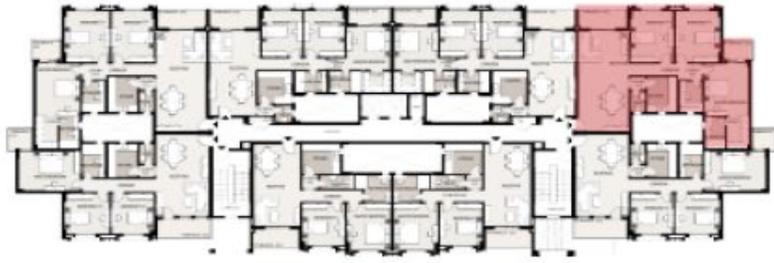
First floor plan

PROTOTYPE J- R10-11

Reception	4.54 x 7.83 m
Terrace (1)	4.48 x 1.90 m
Lobby (1)	1.38 x 1.125 m
Corridor	5.90 x 1.35 m
Toilet	1.38 x 2.11 m
Kitchen	2.54x 3.33 m
Bathroom	1.98 x 3.36 m
Bedroom (1)	3.58 x 4.01 m
Bedroom (2)	3.91 x 4.51 m
Master Bedroom	5.21 x 3.79m
Terrace (2)	2.05 x 2.17 m

TOTAL AREA= 153.20 M2



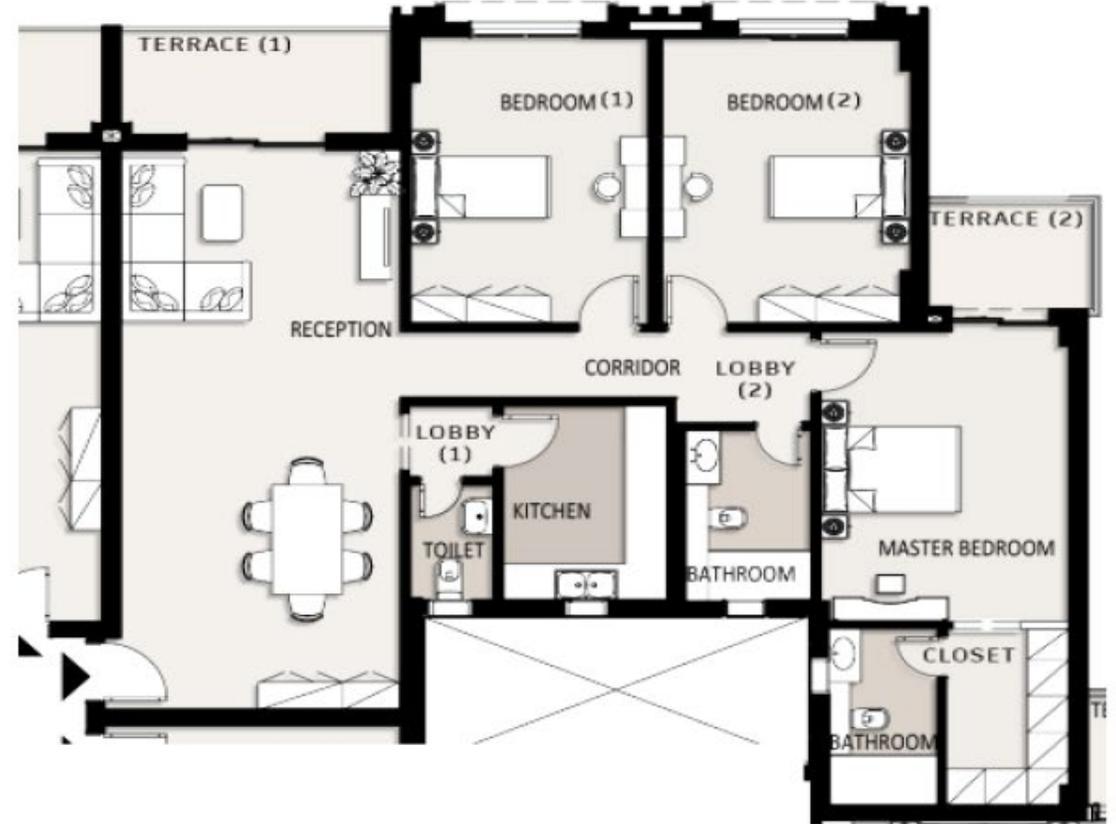


First floor plan

PROTOTYPE J- R10-12

Reception	4.13 x 9.45 m
Terrace (1)	4.13 x 1.89 m
Lobby (1)	1.38 x 1.35 m
Corridor	3.91 x 1.22 m
Lobby (2)	1.99 x 1.62 m
Toilet	1.38 x 2.21 m
Kitchen	2.54 x 3.51 m
Bathroom	1.98 x 3.11 m
Bedroom (1)	3.58 x 5.01 m
Bedroom (2)	3.91 x 5.01 m
Master Bedroom	3.86 x 4.87 m
Closet	2.05 x 3.09 m
Master's Bathroom	1.86 x 3.09 m
Terrace (2)	2.46 x 2.27 m

TOTAL AREA= 181.84 M2



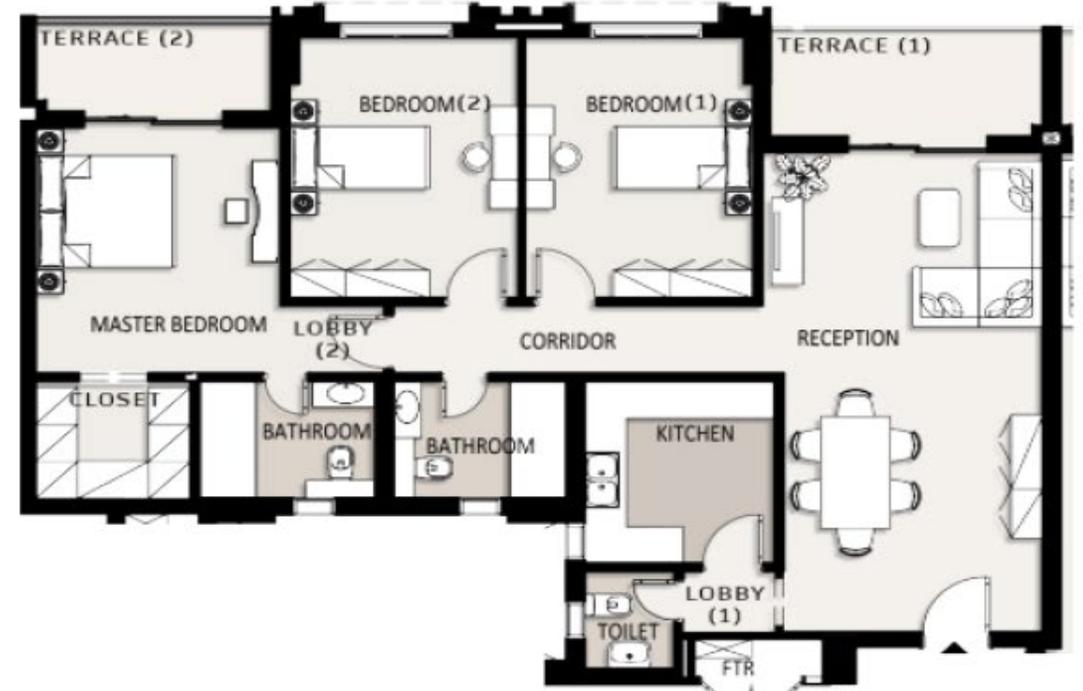


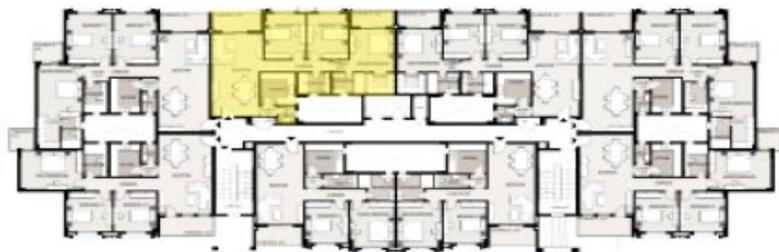
First floor plan

PROTOTYPE J- R10-13

Reception	4.00 x 8.26 m
Terrace (1)	4.01 x 1.84 m
Lobby (1)	1.38 x 1.38 m
Corridor	5.45 x 1.22 m
Lobby (2)	1.54 x 1.22 m
Toilet	1.54 x 1.89 m
Kitchen	2.92 x 3.07 m
Bathroom	2.60 x 2.21 m
Bedroom (1)	3.56 x 4.51 m
Bedroom (2)	3.43 x 4.51 m
Master Bedroom	3.60 x 4.29m
Closet	2.40 x 2.21 m
Master's Bathroom	2.70 x 2.25 m
Terrace (2)	3.63 x 1.54 m

TOTAL AREA= 159.27 M2



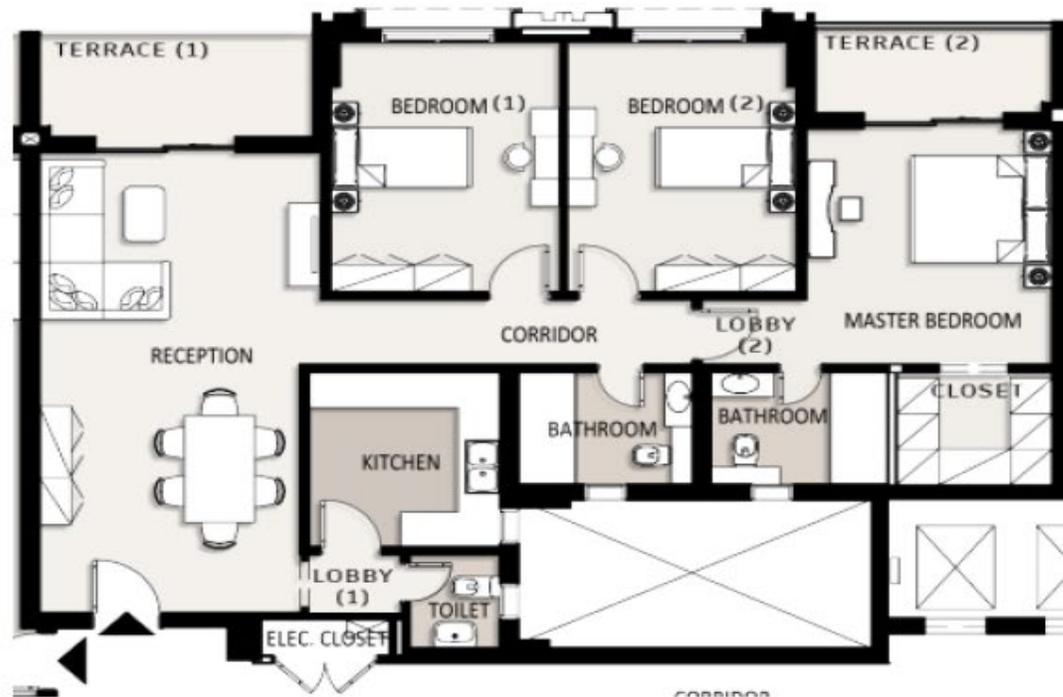


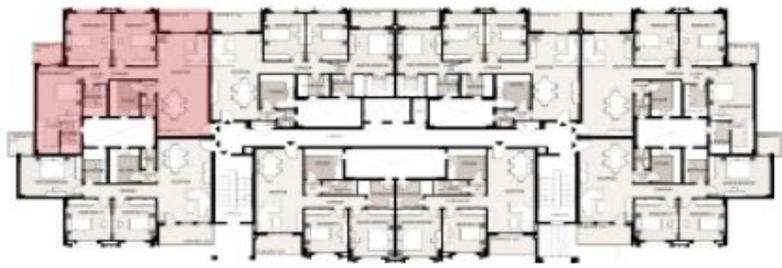
First floor plan

PROTOTYPE J- R10-14

Reception	4.00 x 8.26 m
Terrace (1)	4.01 x 1.84 m
Lobby (1)	1.38 x 1.38 m
Corridor	5.45 x 1.22 m
Lobby (2)	1.54 x 1.22 m
Toilet	1.54 x 1.89 m
Kitchen	2.92 x 3.07 m
Bathroom	2.60 x 2.21 m
Bedroom (1)	3.56 x 4.51 m
Bedroom (2)	3.43 x 4.51 m
Master Bedroom	3.60 x 4.29m
Closet	2.40 x 2.21 m
Master's Bathroom	2.70 x 2.25 m
Terrace (2)	3.63 x 1.54 m

TOTAL AREA= 159.27 M2





First floor plan

PROTOTYPE J- R10-15

Reception	4.13 x 9.45 m
Terrace (1)	4.13 x 1.89 m
Lobby (1)	1.38 x 1.35 m
Corridor	3.91 x 1.22 m
Lobby (2)	1.99 x 1.62 m
Toilet	1.38 x 2.21 m
Kitchen	2.54 x 3.51 m
Bathroom	1.98 x 3.11 m
Bedroom (1)	3.58 x 5.01 m
Bedroom (2)	3.91 x 5.01 m
Master Bedroom	3.86 x 4.87 m
Closet	2.05 x 3.09 m
Master's Bathroom	1.86 x 3.09 m
Terrace (2)	2.46 x 2.27 m

TOTAL AREA= 181.84 M2





First floor plan

PROTOTYPE J- R10-16

Reception	4.54 x 7.83 m
Terrace (1)	4.48 x 1.90 m
Lobby (1)	1.38 x 1.125 m
Corridor	5.90 x 1.35 m
Toilet	1.38 x 2.11 m
Kitchen	2.54x 3.33 m
Bathroom	1.98 x 3.36 m
Bedroom (1)	3.58 x 4.01 m
Bedroom (2)	3.91 x 4.51 m
Master Bedroom	5.21 x 3.79m
Terrace (2)	2.05 x 2.17 m

TOTAL AREA= 153.2 M2





First floor plan

PROTOTYPE J- R10-17

Reception	4.04 x 8.03 m
Terrace (1)	4.04 x 1.83 m
Lobby (1)	1.48 x 1.35 m
Corridor	4.28 x 1.22 m
Toilet	2.8 x 1.35 m
Kitchen	3.37 x 3.04 m
Bathroom	2.99 x 2.76 m
Bedroom (1)	3.58 x 4.24 m
Master Bedroom	3.69 x 4.61 m



TOTAL AREA= 121.27 M2



First floor plan

PROTOTYPE J- R10-18

Reception	4.04 x 8.03 m
Terrace (1)	4.04 x 1.83 m
Lobby (1)	1.48 x 1.35 m
Corridor	4.28 x 1.22 m
Toilet	2.8 x 1.35 m
Kitchen	3.37 x 3.04 m
Bathroom	2.99 x 2.76 m
Bedroom (1)	3.58 x 4.24 m
Master Bedroom	3.69 x 4.61 m

TOTAL AREA= 121.27 M2





5th floor plan



PROTOTYPE J- R10-57

Entrance lobby	5.44 x 4.04 m
Reception	7.57 x 6.81m
Lobby (12)	1.91 x 1.28 m
Toilet	1.91 x 1.76 m
Kitchen	3.69 x 3.78 m
Private Garden	14.40 m ²

Staircase	5.35 x 3.01 m
Lobby (1)	5.15 x 1.62 m
Kitchen	2.55 x 1.62 m
Toilet	2.00 x 3.04 m
Bedroom (1)	4.05 x 5.19 m
Bedroom (2)	3.64 x 3.66 m
Terrace (1)	3.52 x 1.53 m
Bedroom (3)	3.69 x 5.55 m
Toilet	3.55 x 2.17 m

Penthouse

TOTAL AREA = 236.8 M2

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Tadimah

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