

ISOLA[®]

SHERATON

A PROJECT BY



ELMASRIA
GROUP
DEVELOPMENTS



OVER **35 YEARS** EXPERIENCE

ESTABLISHED IN 1987

ABOUT **EL MASRIA DEVELOPMENTS**

Founded in 1987 and for over 34 years, Al Masria Developments has implemented several outstanding projects across Egypt. We have been meeting the interests and needs of various groups and classes while keeping our promise of delivery dates and quality standards. Therefore, we managed to meet the needs of more than 10,000 clients who received their units before the delivery date with exceptional quality.

EL MASRIA DEVELOPMENTS TRACK RECORD



MORE THAN **1000**
UNITES DELIVERING NOW



DELIVERED MORE THAN
10,000 TURN-KEY



MORE THAN **200**
ACRES LAND BANK

WORKED ON PROJECTS OF VARIOUS NATURES AND LOCATIONS



RESIDENTIAL



COMMERCIAL



ADMINISTRATIVE



CLINICS

120+ VARIOUS PROJECTS ALL OVER EGYPT IN KEY AREAS

10,000+ residential, administrative, and commercial units have been delivered.



CURRENT PROJECTS

There are currently units ready for immediate delivery in the Company's projects in Badr City and 6th of October City with a sales volume exceeding one billion EGP.
Badr Al Masria Compound - Bait Al Masria Compound - Isola October Compound

PORTFOLIO OF LANDS

The Company owns an extensive land portfolio of more than 700 thousand square meters in New Zayed, Nasr City, and North Coast.

New projects will be launched during 2023-2024, with investments exceeding 12 billion EGP.

NOW,
IN COOPERATION WITH THE ARMED FORCES LAND PROJECTS AGENCY,
we are launching the most outstanding residential, administrative, and commercial project
in Sheraton Heliopolis, with a façade of more than 1000 meters.

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SHERATON

THE NEW SYMPHONY *of life*



WITH INVESTMENTS OF MORE THAN
6 BILLION EGP.

The project area is 45 acres, with a 15% building footprint for residential buildings and 15% for commercial buildings.



LOCATION

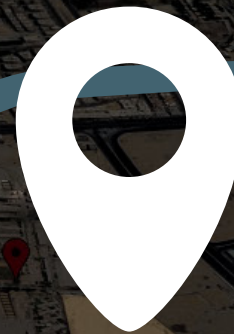
A PRIME LOCATION NEAR SHERATON AIRPORT.

EASY ACCESS TO THE PROJECT FROM THE MAJOR AXES
THROUGH SUEZ ROAD, NASR STREET OR SALAH SALEM

Arouba Rd.
طريق العروبة

Nasr Rd.
طريق النصر

Suez Rd.
طريق السويس





Landscapes

Landscapes

ALLURING GREEN LANDSCAPES WITH LAKES

Achieving our vision is based on using the land topography to our advantage by creating levels and steps in the landscaping area, making the vision and skyline of the project more interesting to the user, while enjoying the view of the landscape.

Our goal is to surround our residents with nature and the beauty of a valley by creating water canals to connect all the project phases in the middle and land steps with buildings.

All landscapes are safe zones with no car entry and surrounded by running tracks and bicycle passages, along lakes and greenery with kid's areas located in the middle.









C23 C24

Residential

Residential

COMPREHENSIVE RESIDENTIAL AREA

Residential Types Variety

Townhouses – 2BR Apartments – 3BR Apartments

An overall dominance of earthy colors blended with a modern look gives ease to the eye and boosts one's productivity. Using vertical vines details with Long windows create staggered lines to reduce the feeling of the repetition of the module in the buildings connecting each other, giving the user a new experience while walking through the project.





Mega strip mall

Mega strip mall

STATE OF THE ART

A COMMERCIAL MALL WITH A LENGTH OF 1500 METERS, THE LARGEST IN THE REGION, INCLUDING SHOPS AND ADMINISTRATIVE HEADQUARTERS.

COMMERCIAL TYPES VARIETY AND AREAS
ADMINISTRATIVE OFFICES – COMMERCIAL SHOPS – MEDICAL CLINICS

The popping impact of colors was our aim in the design by using different color codes in each phase of the building, making it more iconic to the place and landmark of the project.

We mixed it up with coated black glass to make colors more apparent from far away and give the illusion of

flying colored cubes in the air.

Using the contour levels of the land to lift the cubes makes the view alternating and diverse while walking through the project, which grabs the attention and adds an element of excitement.





FACILITIES @ISOLA[®] SHERATON

A man in a dark suit and white shirt is holding a violin. He is standing in a room with a window in the background. In the foreground, there is an open violin case and some sheet music. The lighting is dramatic, with strong shadows.

A TIMELESS MELODY



SWIMMING POOLS

FACILITIES @ISOLA[®] SHERATON



JOGGING TRACK



GYM



WATER FEATURE

FACILITIES @ISOLA SHERATON



MASTER PLAN ISOLA

Ir-cu- i- bo, et immo-la-bo
ber-na-cu-lo e- jus ho- sti-am ju-bi-
o- nis: can-ta- bo, et psal-mum di-
cam Do-mino.

VII. DIMANCHE APRES LA PENTECOTE SEMIDOUBLE.

INTROÏT.
6^e Mode.

O M- NES gen- tes,
te ma- ni-bus: ju-bi- la- te De-
in vo-ce ex-sul-ta-ti- o- nis. Ps. Quo- ni-
Do-minus excel- sus, terri- bi- lis, * Rex ma-
su-per

THE NOTES THAT
BUILD OUR SYMPHONY

SEPTIÈME DIMANCHE APRÈS LA PENTECÔTE

E u o u a e.

GRADUEL.
5^e Mode.
(Miste.)

V

E-ni-te,

fi-

au di-

te

me:

ti-mo-

ni do-ce-bo

VOS.

ŷ. Acce-di-te

ad e-

um,

et il-lumi-

na-mi-ni:

et fa-ci-es

vestrae

non

con-

funden-tur.

7^e
Mode.

A

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FLOOR PLANS
ISOLA®

A dark, moody photograph of a person playing a guitar. The image is heavily shadowed, with the guitar's body and the player's hands visible against a dark background. The text "HARMONY IN DESIGN" is overlaid in the center in a white, serif font.

HARMONY IN DESIGN

TYPE A

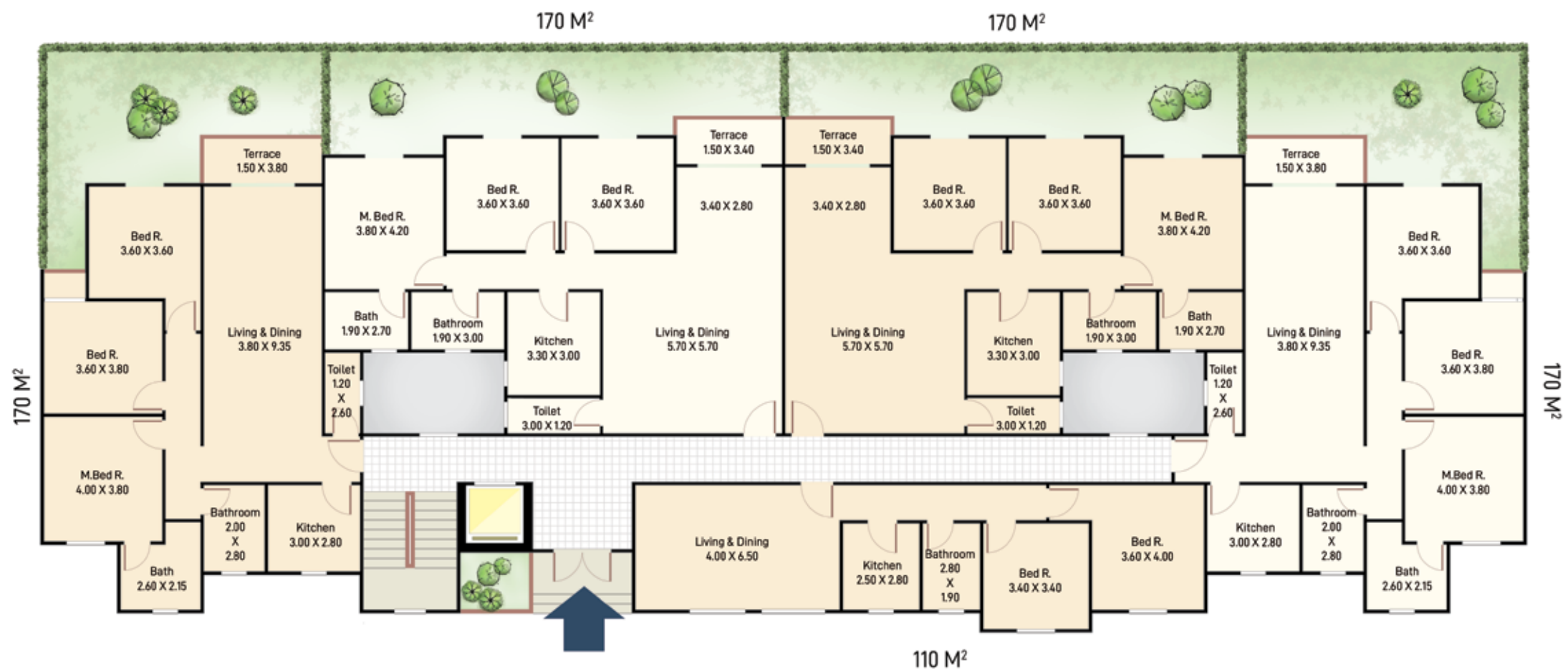




TYPE A

Ground Floor

170 m² – 110 m²



TYPE A

Typical Floors

170 m² – 150 m²



TYPE C





Ground Floor

170 m²



TYPE C

Typical Floors

170 m² – 175 m²



TYPE D-E





TYPE D

Ground Floor

170 m² – 150 m²



TYPE D

Typical Floors

170 m² – 160 m²



TYPE E

Ground Floor

200 m²



TYPE E

Typical Floors

200 m²



TYPE G





TYPE G

Ground Floor

175 m² – 150 m²



TYPE G

Typical Floors

175 m² – 150 m²



TYPE H





TYPE H

Ground Floor

170 m² - 160 m² - 120 m²



TYPE H

Typical Floors

170 m² – 160 m²



TOWN HOUSE

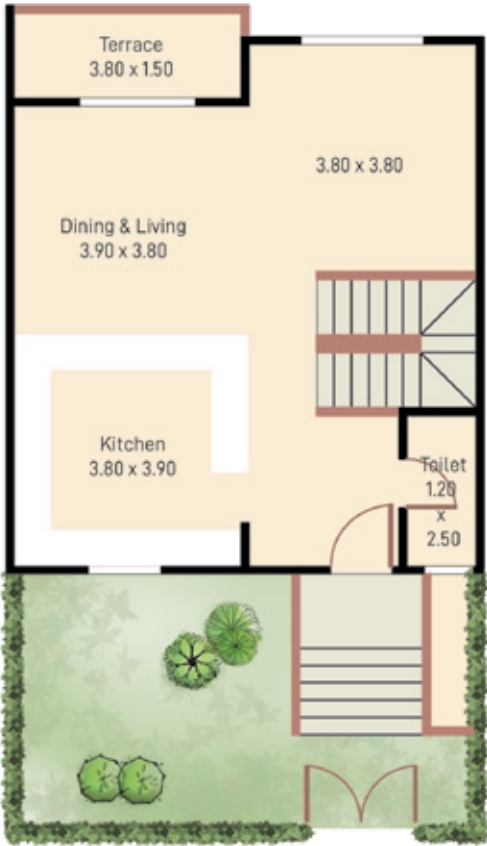




TOWN HOUSE

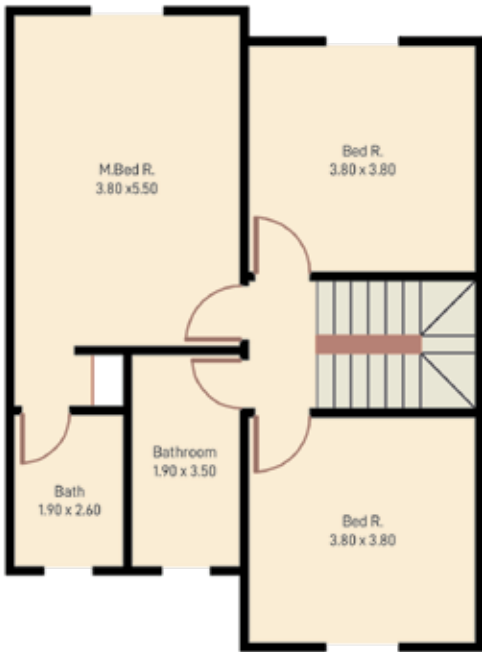


Basement

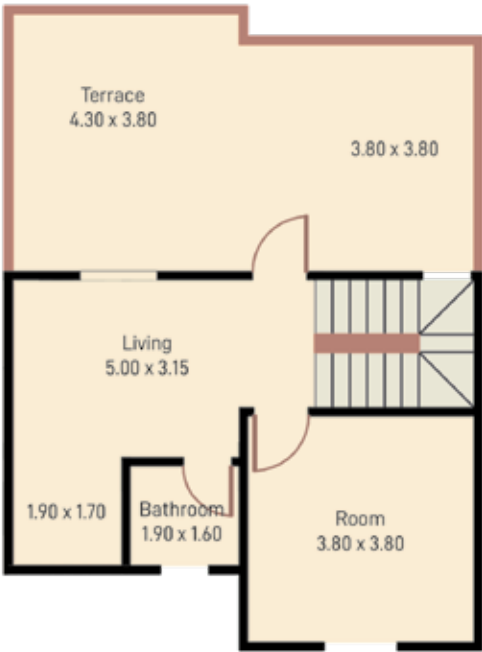


Ground Floor

TOWN HOUSE



First Floor



Roaf



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