

NEWSLETTER

# seashell

North Coast

AUGUST 2016 | ISSUE



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# WELCOME TO SEASHELL



## Welcome to our exciting community!

It is with great joy that I welcome you to what is set to be amongst the most incredible destinations.

Throughout the years in Sahel, we have taken pride in creating developments that stand out like the original Haciendas by building strong and thriving communities. This time is no different.

Seashell is about prospering something from our experience and expertise. Yet again, our vision for this project is none other than that we had in mind at every milestone of our growth; a cleverly designed development and home to a warm family-centric community.

Celebrating life and the beauty of the Mediterranean Coast, Seashell encourages healthy outdoor living and features a rich mix of on-site amenities ensuring your everyday needs are at your fingertips and that your Sahel experience is unmatched. More than just an investment in your dream summer home, Seashell is an investment in your happiness and that of your family for generations to come.

We look forward to wonderful summers together at Seashell.

Sincerely,

Eng. Mahmoud Y. El Gammal  
**CEO**



# LOCATION

HACIENDAS



3 KM

FROM HACIENDAS

Nestled along Egypt's beautiful North Coast, Seashell covers 1 million sqm of land with 1km of pristine Mediterranean beach. Strategically located at the 134km on the Alex Road, it is a short drive from the capital and at close proximity to all of the coast's happening destinations. A prime location for summer homes, Seashell features distinctively designed houses, from beachfront villas to lofts, penthouses and chalets, it caters to the cosmopolitan crowds that appreciate the finer things in life. Set to be home to ritzy boutiques, lush dining options and a boutique hotel, Seashell will bring together the best things in life.

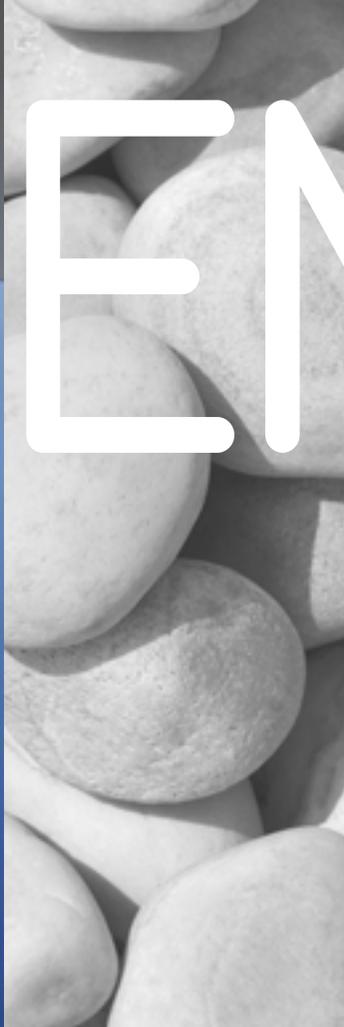
SEASHELL



# Seashell

Seashell is more than a residential development: it is about bringing to life a philosophy and lifestyle that we aspire to. In fulfilling this mission, well thought architectural design and top of the line implementation of this design was crucial to our success. Today, we boast a concept that personifies nature's elements. We've drawn inspiration from the sand, echo, air, stone, horizon and light- and today their influence is apparent in every Seashell home.

# ELEMENTS



## **Sand Block**

As its name would suggest, imagine your surroundings in soft hues of pearly whites and a nude palette, serene colors that hold the space for unprecedented peace of mind, only enhanced with clean cut design. Opportunely overlooking the seashore, the Sand Block is where Mediterranean turquoise is the backdrop to your summer.

## **Echo Block**

Natural beach palettes meet design ingenuity at the Echo Block. With views overlooking the beach and lagoons, these sandy beige units are beautifully contrasted with petroleum blue touches, only reflecting the natural colors of their surroundings. Echo is a perfect portrait of the seamless and clever integration of manmade and nature.

## **Air Block**

Units that truly stand out with their unique designs, the Air Block homes overlook the lagoons and feature cross ventilation systems that make the most of the Mediterranean coastal weather. Predominantly boasting shades of whites and light greys with an occasional hint of navy blue, the palette is reminiscent of the beauty of lightness and, for those who opt for navy blue, is suggestive of the glamour of nautical life.

## **Stone Block**

At Seashell, it comes naturally to think of design that is built to endure the challenging and changing weather conditions of the Mediterranean Coast. Boasting architecture that celebrates sustainability, the Stone Block stands out by its predominantly warm feel. Homes are carefully designed with materials that withstand both the strong sun and winter weather and adorned with rustic touches that add that bit of charm. The Stone Block promises you the simplest joys in life: Hassle free living in beautiful surroundings.

## **Horizon Block**

As its names suggest, the Horizon Block celebrates the beauty of horizons, that unique place where earth, sky and sea come together. Let yourself be carried away in this medley of soft blues, pale greens and timeless neutrals, the architecture is comforting to the soul and promises nothing short of uninterrupted peace of mind.

## **Light Block**

Purposely designed to make the most of natural light, the Light block features larger openings in the walls creating beautifully lit spaces. These units beautifully merge indoors and outdoors, creating plenty of room to plant and enjoy plants.

ANDREA  
MARIOUTEYA  
heading to  
seashell



# NEW PHASE LAUNCHING

Just glancing at the project one can clearly notice its distinctive architecture which is why Summer 2016 marked the launch of Seashell's latest phase; **Shapes**.

The aesthetically designed new phase is ideally located and offers fully finished chalets amidst lush greenery and swimming pools for the residents to enjoy.

At Seashell, less is truly more and thus, all excessive ornamentation and unnecessary clutter was avoided leaving room to enjoy the beauty of landscaped surroundings, natural topography and the inspiring architectural lines.

Beyond looks, they ensured form and function weighted equally and that these incredible designs serve their purpose well. Seen as "shelters", the homes at Seashell are built with materials that welcome the summer sunshine whilst enduring the winter weather and are planned down to the very last detail to ensure the user experience is optimized both inside the home and in the outdoor places across the community. At Seashell, the architecture seeks to create alternative ways of living and invites us to enjoy Sahel in a different light.



# CABANAS

Designed by the masterminds at the renowned Alchemy Design Studios, Seashell is more than just an aesthetically appealing design; a design that takes into consideration lifestyle aspirations and natural surroundings, and translates both into pure ingenuity.





# FULLY FINISHED and FURNISHED

The Cabanas at Seashell speak that same architectural language: Large patios and enough openings to let the natural light come in along with functional designs ensure that not only is the Cabana experience pleasurable, it is also durable and shielded from humidity, something all of us will come to appreciate. The Cabanas are designed to be your sanctuaries to rest, relax and enjoy.

The perfect blend of simplicity and modernity, Seashell's cabanas create a harmonious relationship between it's modern architecture and natural surroundings and invites its residents to enjoy the serenity of this harmony. Dynamic elements mold the inner and outer works of the cabanas, creating volumes and spaces beautifully dividing the private from the public.

# HØTEL

# THE LODGE

Experience the pinnacle of lavish hospitality at the boutique hotel located right on Seashell's beautiful beach. Set to celebrate the beauty of the view, it includes 60 cleverly designed rooms, world-class restaurants and high end bars.

A venue that will redefine the coast's lodging experience; it'll stand out by its exclusive offering and will target both international tourists and local enthusiasts.



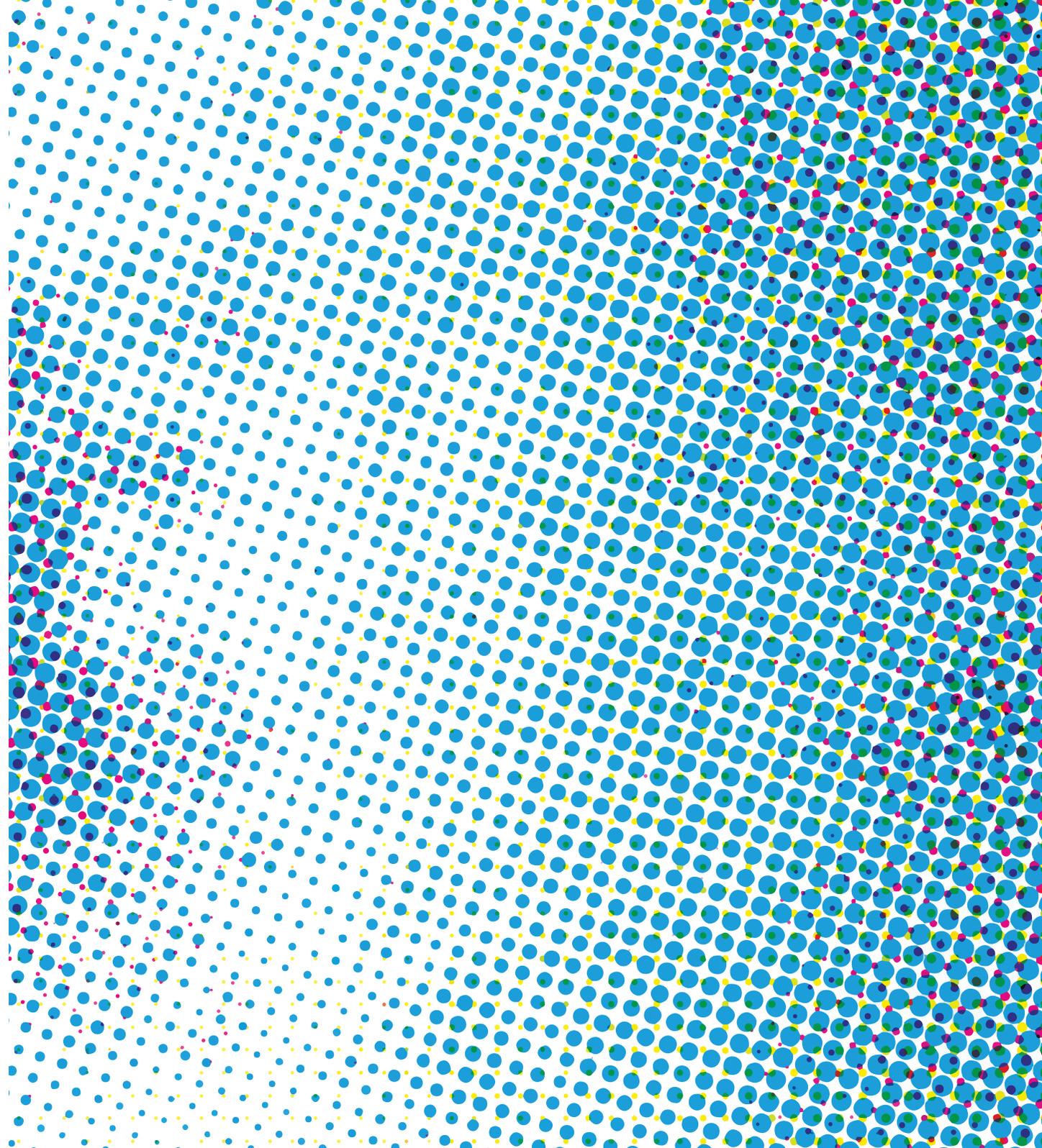
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B E A T S

DOWNLOAD NOW



Seashell Beats is yet another way Seashell brings its unique lifestyle to life. The initiative is an online community for music lovers, one that reflects Seashell's values and culture, cleverly bringing together local and European talents. The bespoke app is designed to keep you updated with the latest sounds and features collaborations with rising and well-established talents.



# SEASHELL BEATS APP



As part of their agreement, selected deejays create exclusive sets for the app, which once shared, are available to enjoy based on mood or simply by looking up the artist or set name. Seashell Beats invites people to explore and discover new music and gives us a sneak peek as to what the Seashell lifestyle will be.

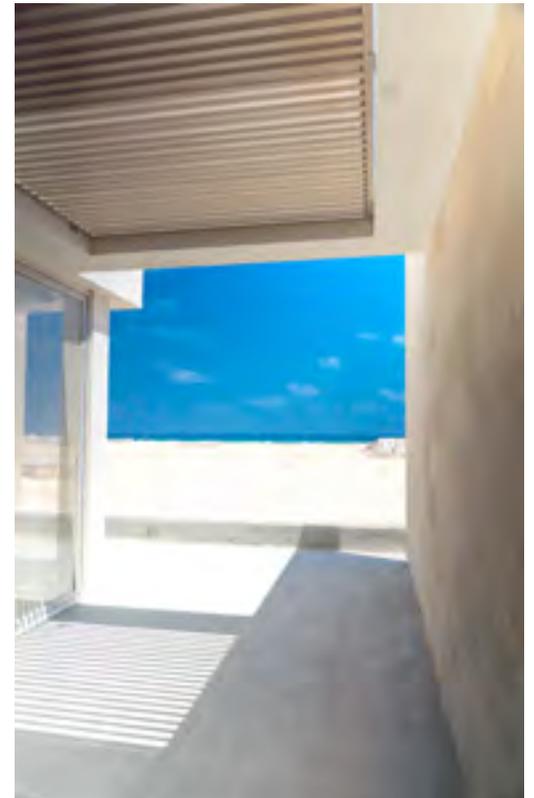
# CONSTRUCTION UPDATE



# AIR



# HORIZON



# CABANAS





Sales Center **16738**

**Cairo**

3 Al Mansour Mohamed Street  
11211 , Zamalek  
Cairo, Egypt

**Sahel**

El Corte Mall (outside Haciendas)

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[seashellbeats.com](http://seashellbeats.com)

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