

NEWSLETTER

03

seashell

North Coast

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WELCOME TO SEASHELL —

Welcome to our exciting community, now coming to life.

It is with great joy that I welcome you to one of the most incredible destinations in the North Coast and Egypt.

This year, we have made groundbreaking progress in Seashell's development. With great anticipation, we are excited to welcome homeowners into their residences by the summer of 2018.

Building on last year's success, we are also launching a new phase, where more homeowners will be able to enjoy the exclusive experiences that are offered in this highly prominent neighborhood.

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 what 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



Nestled along Egypt's beautiful North Coast, Seashell covers 1 million sqm of land with 1 km of a pristine Mediterranean beach. Strategically located at the 134 km 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.

LOCATION

3 KM

FROM HACIENDAS



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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 out architectural design and top of the line implementation have been 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, light and shape, and at Seashell their influence is apparent in every home.

ELE ME NTS

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.

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 name suggests, the Horizon Block reflects 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, where the architecture is comforting to the soul and promises nothing short of uninterrupted peace of mind.



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 white and light grey 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.

Light Block

Purposely designed to make the most of natural light, the Light Block brings you closer to a panoramic illumination. It features larger openings in the walls, creating beautifully lit spaces and breezy areas. The units effortlessly merge the indoors and outdoors, offering plenty of room for you to grow and rejuvenate in green botanic spaces.



Shapes Block

Just glancing at the Shape Block, one can clearly notice its distinctive geometric features. With such unique architectural design, we are anticipating the launch of another phase in this ideal location by the summer of 2018. With fully finished chalets nestling amidst lush greenery and swimming pools, homeowners will experience unlimited joy.



LAUNCHING

A

seashell

NEW

PHASE

16738



UNIQUE ARCHITECTURE

The perfect blend of simplicity and modernity, Seashell's cabanas create a harmonious relationship between its 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.

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, but also durable and shielded from humidity – something all of us will come to appreciate. The Cabanas are designed to be your sanctuaries where you are able to rest, relax and 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, we ensure that form and function equally serve their purpose well. Seen as "shelters", homes at Seashell are built with materials that welcome the summer sunshine whilst enduring the winter weather. They are also planned down to the very last detail to ensure that user experience is optimized both inside the home and in the outdoors across the community. At Seashell, the architecture seeks to create alternative ways of living and invites us to enjoy Sahel in a different light.

LODGE

THE



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; The Lodge stands out by its exclusive offerings and will target both international tourists and local enthusiasts.

SEASHELL BEATS APP

Seashell Beats is yet another way Seashell brings its unique experiences to life. The initiative provides 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 also features collaborations with rising and well-established talents.

As part of our agreement, selected deejays create exclusive sets for the app, which once shared, are available to enjoy based on your mood or simply by looking up the artist or the 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.

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BEATS
DOWNLOAD NOW



LANDSCAPED

LUXURY

Seashell creates what becomes extraordinary. Within private and public settings, we elevate your experiences through the architectural brilliance of space and design. Liberating enclaves of interconnected streets, lagoons, greenery and breathtaking structures transform every space into a place to be. A world-class coastline of ivory sand and awe-inspiring Mediterranean waters, create a sense of unity and harmony from your very doorstep to the shore. Urban inspired volumes flow into your seaside surroundings to remodel public areas into stunning backdrops, distinguishing Seashell for its unique escapades. Only for the celebrated few, Seashell stands out as a landscape phenomenon of its kind.

SEASIDE BRILLIANCE



CONSTRUCTION UPDATES —



STONE



STONE



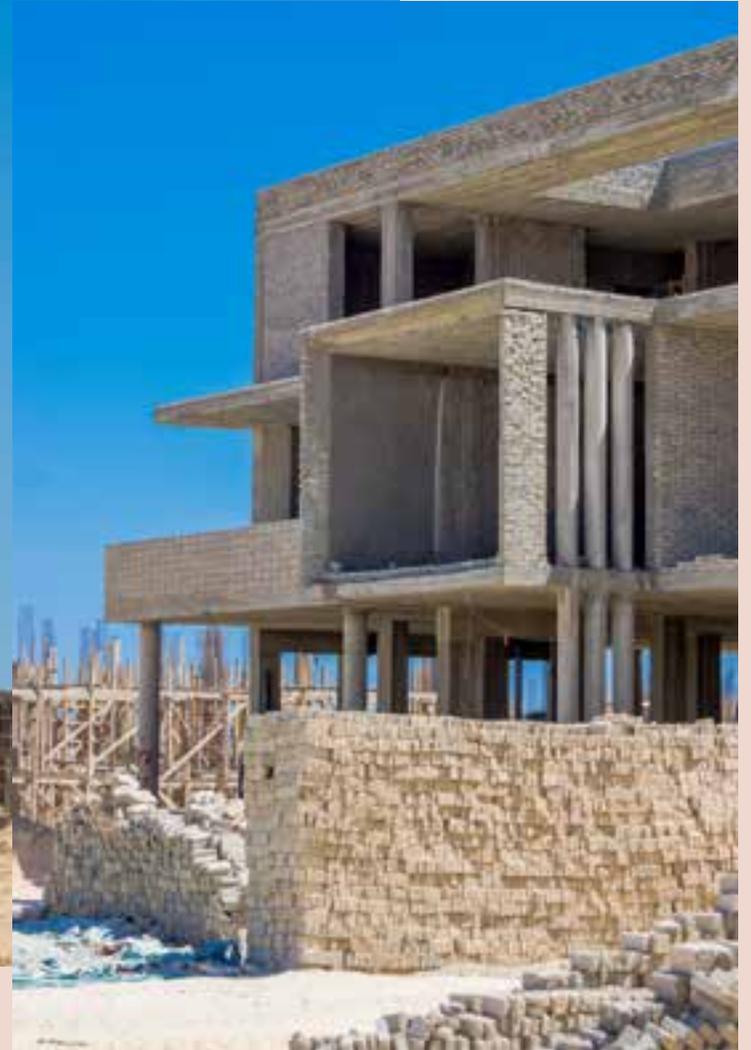
ECHO



AIR



AIR



HORIZON



HORIZON



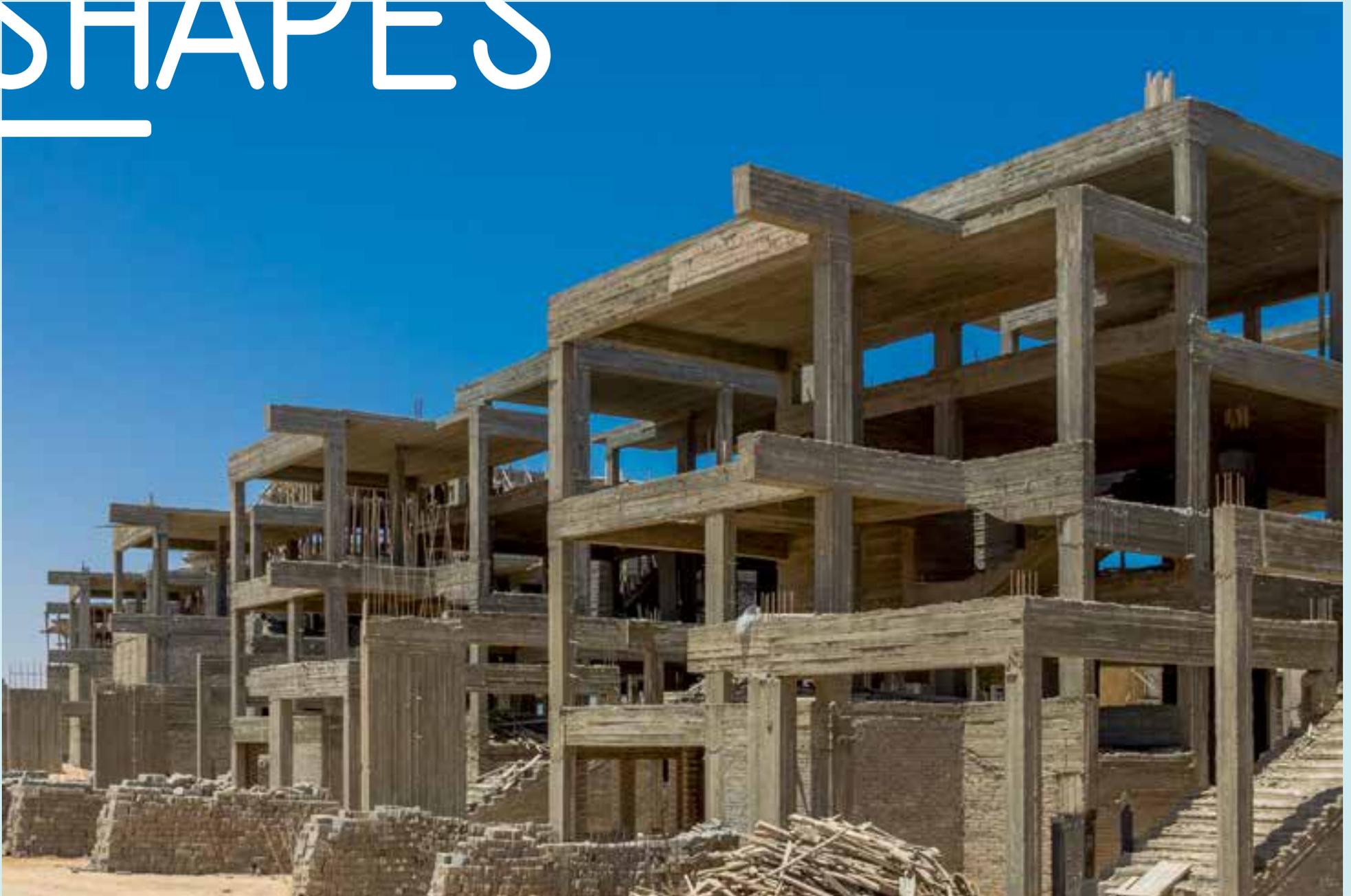
LIGHT



LIGHT



SHAPES



CABINS



CABINS



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Sahel

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