

# الفُسطاط

EL FUSTAT

# TABLE OF CONTENT

- 01 ABOUT SAUDI EGYPTIAN DEVELOPERS
- 02 NUCA + SED PARTNERSHIP
- 03 THE OLD CAIRO
- 04 AL FUSTAT
- 05 REVIVING & RELIVING HISTORY
- 06 AL FUSTAT, DEVELOPED
- 07 LIVING IN A MODERN HISTORIC DISTRICT
- 08 ARABESQUE
- 09 A MONUMENTAL HOME
- 10 CULTURE IN ABUNDANCE
- 11 PLACES NEARBY
- 12 FOR THE JETSETTERS
- 13 MASTERPLAN







# 01 ABOUT SED

## ABOUT SAUDI EGYPTIAN DEVELOPERS



Founded in 1975, SED is a joint partnership between the Saudi and Egyptian governments that focuses on developing and introducing the Egyptian market with breakthrough destinations that add value through innovative solutions and strategies.

With our track record and objective to create communities that shape future landmarks, the company has delivered around 25,000 housing units currently inhabited by more than 114,000 individuals.



The group's current portfolio carries a variety of over 50 landmark projects within Egypt presenting a mix of luxurious residential towers as well as mixed-use communities such as Jayd New Cairo, Bleu Vert New Capital and Nile Pearl. SED's future investments and developments carry the establishment of 7 new projects across Egypt.



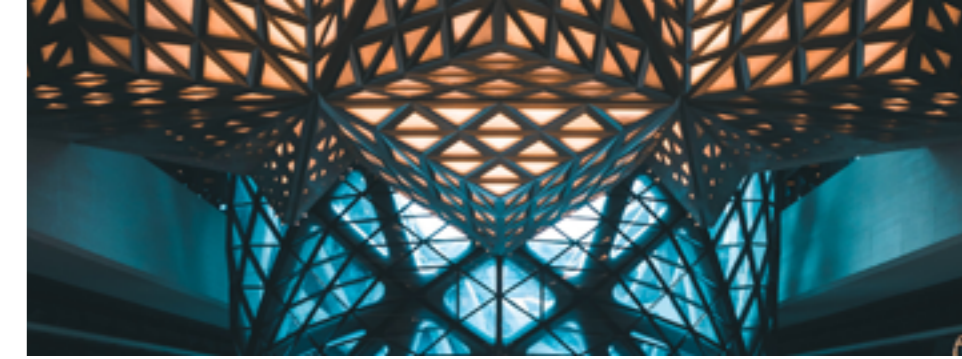




## 02

NUCA & SED  
PARTNERSHIPNUCA & SED  
PARTNERSHIP

Established in 1979 in affiliation with the Ministry of Housing, New Urban Communities Authority (NUCA) seeks to shift the concentration of population density from being solely in Egypt's capital and the Nile valley through the redistribution of population across newly developed attraction areas of suburbs and communities.



Our partner owns Egypt's largest land bank and is well known for its efforts in planning modern cities with the latest systems and strategies. Their impact can be clearly seen in large-scale projects, as well as in the creation of robust infrastructure and valuable investment partnerships.









# 03

# THE OLD CAIRO

IMAGINING AL FUSTAT

# THE OLD CAIRO



Al Fustat, also known as Old Cairo, holds a captivating history that echoes through time. Its name originates from the Arabic word "fustat," meaning "tent," as it was initially established as a military camp during the Arab conquest of Egypt in 641 AD.



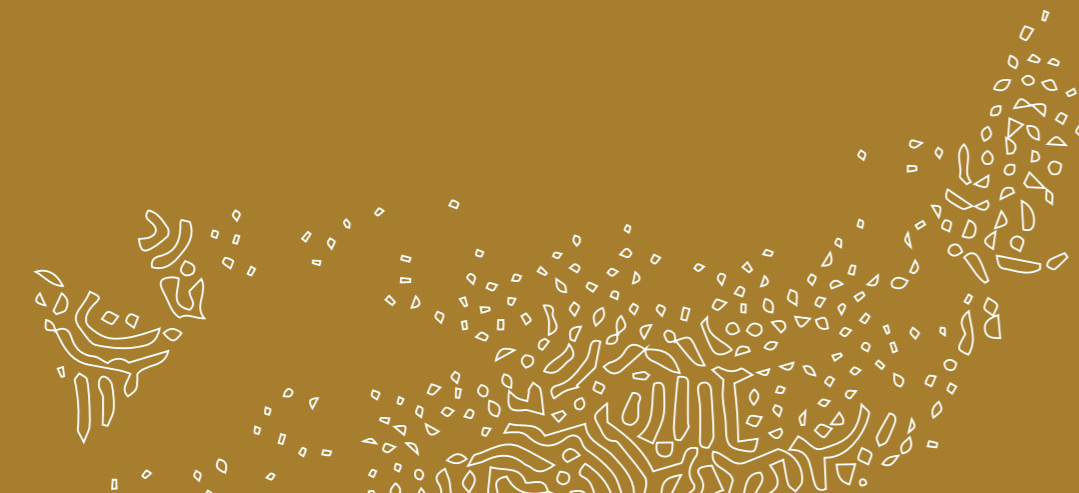
Legend says that a dove laid an egg in the tent of Muslim conqueror Amr Ibn El As just before his march against Alexandria. He declared the dove's nest as a sign from God, leaving the tent untouched before he went to bat tle.



# 04 AL FUSTAT

THE METROPOLIS OF EGYPT

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# AL FUSTAT

Al Fustat was a bustling metropolis, renowned for its grand palaces, vibrant markets, and diverse cultural heritage. This ancient city served as Egypt's capital for over 900 years, witnessing the rise and fall of dynasties and empires.



Today, it stands as a living testament to Egypt's rich past, with its narrow winding streets leading to hidden mosques, Coptic churches, and archaeological treasures waiting to be discovered by curious souls seeking a glimpse into the enchanting tapestry of history.



In its prime, Al Fustat attracted traders and travelers from all over the world due to its strategic location on the eastern bank of the Nile River which facilitated trade and commerce.

It boasted important leather tanneries, glassware, and ceramics industries.





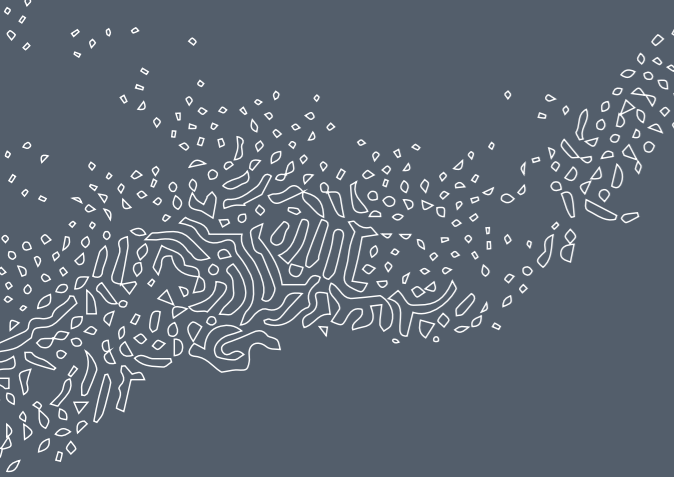




# 05

# REVIVING & RELIVING HISTORY

## A TRANSFORMATIONAL PROCESS



# REVIVING & RELIVING HISTORY



Recognising its historical value, the New Urban Communities Authorities have prioritized developing, improving, and upgrading Al Fustat. Their vision is to restore the ancient city to its former glory by preserving its architectural heritage,

enhancing infrastructure, and promoting tourism. This initiative aims to not only revive the cultural and historical importance of Al Fustat but also create a vibrant urban community that blends tradition with modernity.



By investing in this transformational project, Egypt seeks to showcase its rich history while providing a sustainable future for Old Cairo, making the area an open museum that attracts tourists from all over the world.



# 06

# AL FUSTAT, DEVELOPED

## PROJECT OVERVIEW





# AL FUSTAT, DEVELOPED

Reigniting the true power of Al Fustat begins with fortifying and honouring its history while also aligning it with the progressive needs of people today. The Al Fustat development is a grand endeavour that will include various social spots, at tractions, and services, unparalleled to any other development the city has seen before.





# SOME GET TO VISIT IT.

YOU GET TO LIVE IN IT.



# LIVING IN A MODERN HISTORIC DISTRICT

THE HOMES OF AL FUSTAT



# LIVING IN A MODERN HISTORIC DISTRICT

## THE HOMES OF AL FUSTAT

Admiring out-of-reach history from afar is a thing of the past. Co-exist in the middle of Old Cairo and live out your cultural curiosity forever.

Al Fustat Compounds is a living gated community near the Magra Al-Oyoun aqueduct, intertwined with the cultural and historic aura of the vivacious Old Cairo, breathtaking views, and hundreds of opportunities to explore, see, and experience culture.



The arabesque-inspired aesthetic The Homes of Al Fustat of the space makes it a modern monument in itself, harmoniously melting into the area's aesthetic with comfortable apartments that are accessible and well-equipped with the modern amenities they need.



Own a piece of history, and admire the charismatic flare of Old Cairo, right from your new home as a 'forever tourist'.



# ARABESQUE أرابيسك

THE FIRST CHAPTER OF AL FUSTAT



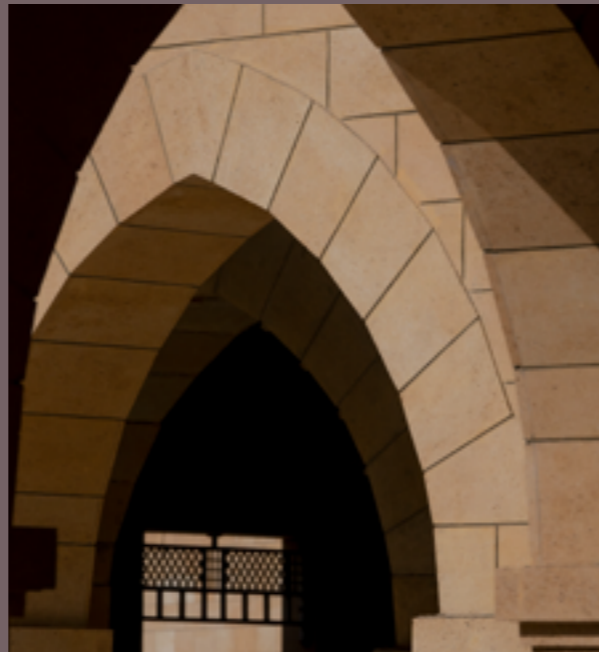
# ARABESQUE

## THE FIRST CHAPTER OF AL FUSTAT



Inspired by the artistic essence of the area, Arabesque is the first fully finished, ready-to-move phase that'll begin writing the story of Al Fustat Compound with 79 buildings, 1924 residential and 18 commercial units.

The decadent, stylistic phase is bordered by two prominent Islamic-era buildings: The Tulunia era house and Fatimid era 'Hammam'.



Residents can take their time and explore the history surrounding them at their own pace, taking the occasional break from culture to enjoy full access to Al Fustat's commercial amenities as well.

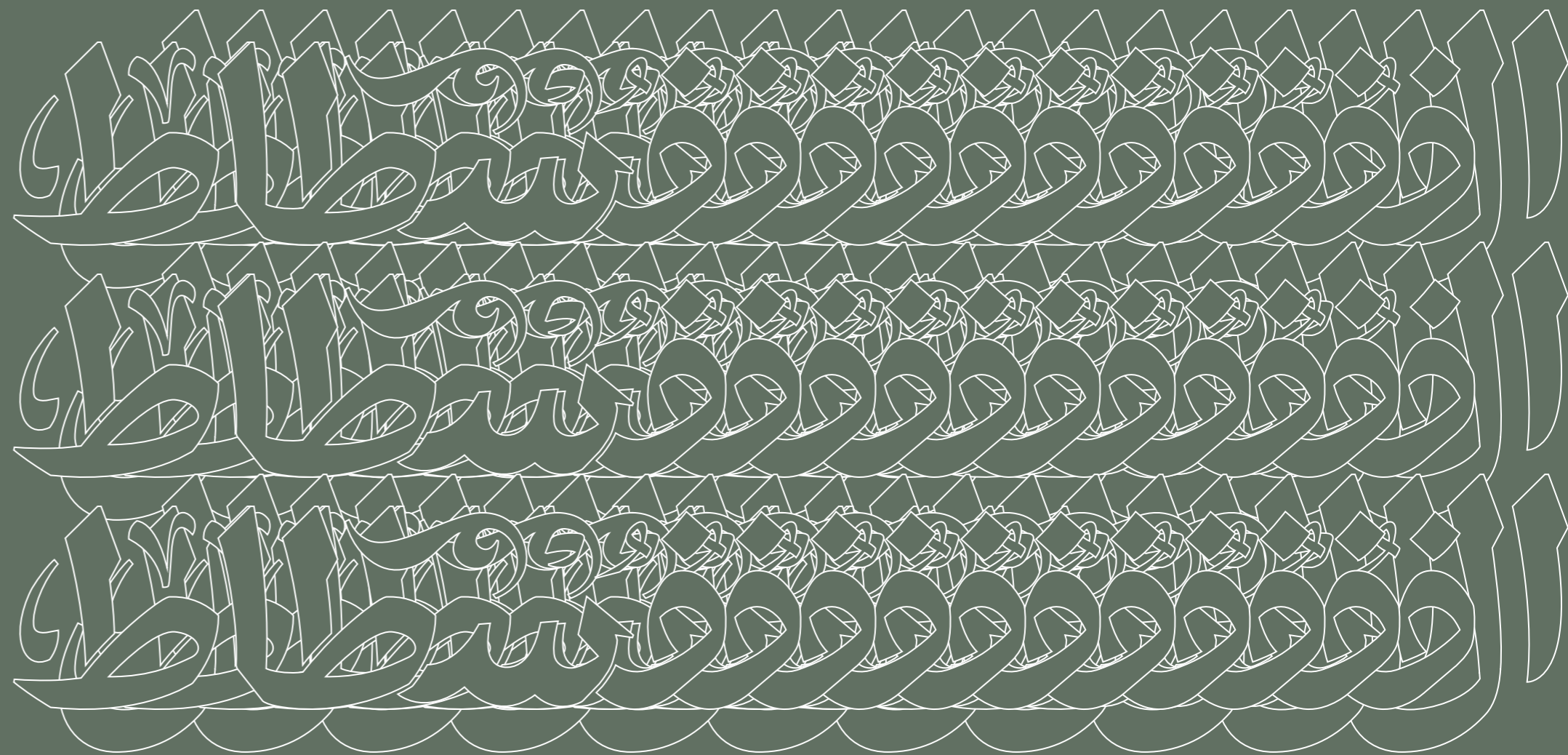




# 08

## A MONUMENTAL HOME

### ARCHITECTURAL STYLE





# A MONUMENTAL HOME

## ARCHITECTURAL STYLE

Very few people can say they have historical monuments in their backyard, let alone Living in Living in Arabesque means walking below grand arches.

Admiring stone cladding on building facades. Tracing intertwining plant and abstract curvilinear motifs with your eyes and fingers. It's a life of aesthetic admiration.



The decorative traditions of the 10th century are a part of your modern-day sanctuary, intertwining the essence of the development's architecture through impressive elements that tie in your home to the Islamic spirit surrounding it.





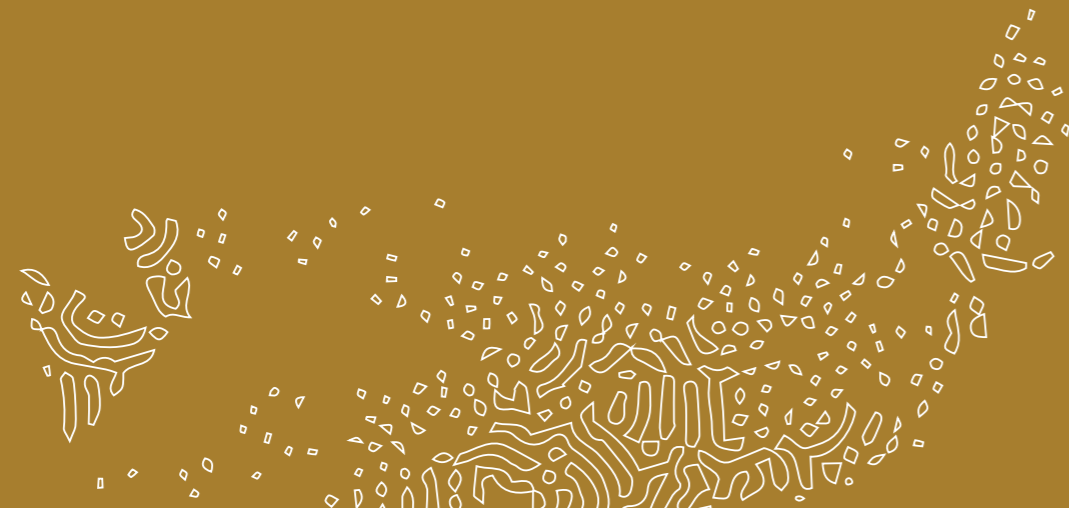




# 09

# CULTURE IN ABUNDANCE

## AL FUSTAT'S SURROUNDING AT TRACTIONS



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### 01 SALAH EL DIN CITADEL

A fortress symbolizing strength and power that offers breathtaking views of Cairo's skyline.



### 02 AL FUSTAT PARK

A green oasis with beautiful gardens for people to walk and socialize in.



### 03 MAGRA EL OYON AQUEDUCT

An ancient structure of masterful engineering that once supplied water to the city of Cairo.



### 04 CIVILIZATION MUSEUM

Artifacts exhibiting Egypt's history and journey over the ages.

### 05 TULUNID ERA HOUSE

A historical residential building constructed during the reign of the Tulunid dynasty in Egypt, known for its unique architectural features and cultural significance.



### 06 FATIMID ERA HAMMAM

A public bathhouse built during the Fatimid dynasty in Egypt, serving as a communal bathing facility and reflecting the architectural and cultural influences of that era.



### 07 AL SAYDA AISHA MOSQUE

A mosque dedicated to Sayda Aisha, known for its spiritual atmosphere and historical importance.

### 08 AMR IBN AL AS MOSQUE

The oldest mosque of Egypt represents the early Islamic era of Egypt.



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# 10

# PLACES NEARBY



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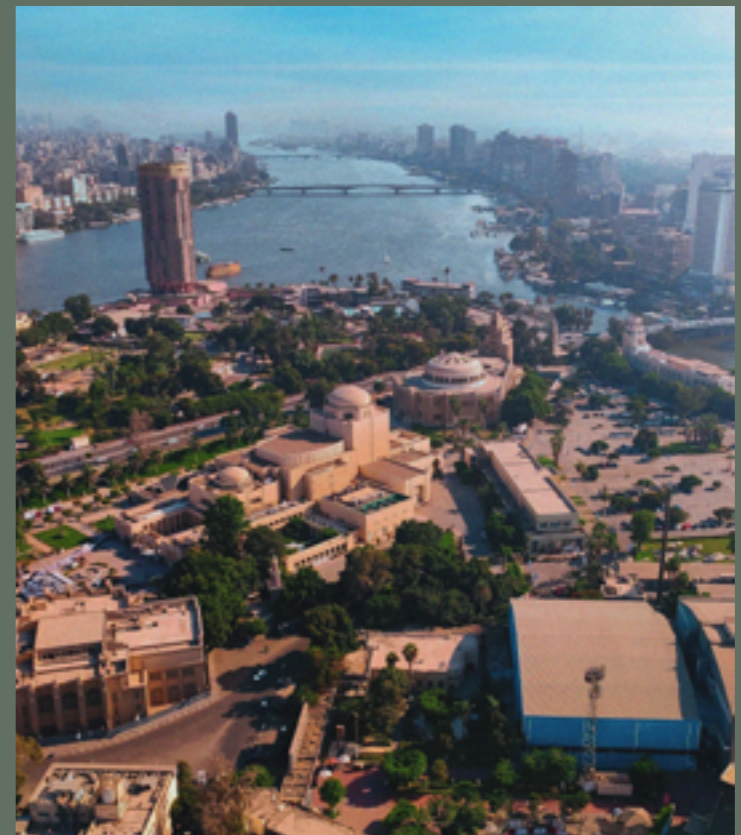
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Located in the core of the city, the homes of Al Fustat will be near various metropolitan districts in Cairo such as Al Manial, Zamalek, Downtown, and El Sheikh Zayed.



Accessibility to Salah Salem Road, Ring Road, and Civilization Road allows you to get wherever you need to be in minutes.





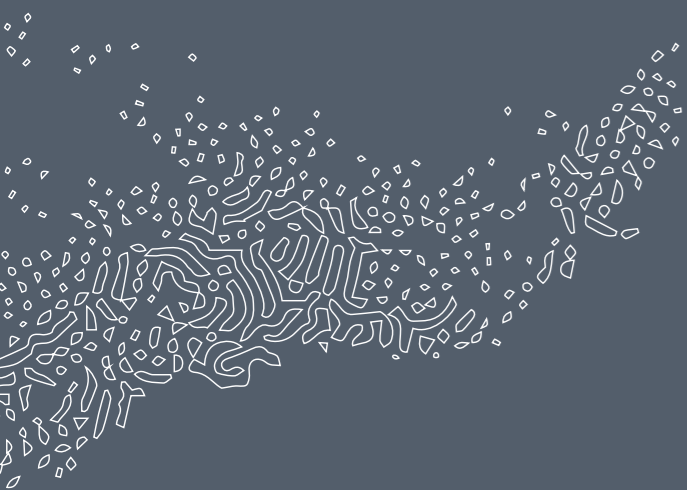




# II

# FOR THE JETSETTERS

## INVESTING IN AL FUSTAT



The ideal AIRBNB for lovers of culture, history, and new experiences.



The homes of Al Fustat compound work like ideal launchpads for travelers and backpackers who want to Investing in Al Fustat explore the city's every corner without the logistical hardships of commuting with various iconic attractions only minutes away from their location.

Living with history has never been this seamless.





# 12

# MAS- TERPLAN

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# 13

# FLOOR PLANS

