

THE riseTIMES

ISSUE #2

WINTER 2017



A NEWSLETTER
POWERED BY



PYRAMIDS
HEIGHTS
RESIDENCES

Partners Who Deliver

PYRAMIDS HEIGHTS BUSINESS DISTRICT

Samcrete Development's flagship project, Pyramids Heights Business District, was launched in 2000 making it the first office park in Egypt and properly earning the title of pioneer for developments of its kind. Offering local and international organizations a private, secure and well connected hub, the district has for over the past decade been refurbished to cater to the daily needs of its growing list of clients by implementing an array of facilities to improve the adequacy of the work environment.

At Samcrete Development, we identified the need for a location away from pollution, noise and traffic clutter, where our clients' businesses can grow. Our prime location, situated on KM 22 of Cairo - Alexandria Desert Road offers great connectivity to the rest of the city being strategically positioned between the Cairo Ring Road and 26th of July Corridor.

Designed by award winning Perkins & Will, utilizing a harmonious design focused on ergonomics and functionality, Pyramids Heights Business District is conceptually conceived around the idea of providing spacious and flexible office spaces in a prime location for companies seeking international standards and a modern work environment that best reflects their corporate image and values. Core & shell as well as finished spaces starting from 300 sqm are available to accommodate all types of enterprises.

Building Specifications:

- 85% efficiency interior space utilization
- 3.3 meter floor-to-floor height
- 7.6 meter modules
- 15 meter building span
- Natural ventilation
- Optimum exposure to natural light
- Turn/tilt windows (Holztec wooden windows)

Integrated Technology:

- IBM designed, installed and managed equipment
- Digital telephone lines and network
- Fiber optic cables linked to Telecom Egypt



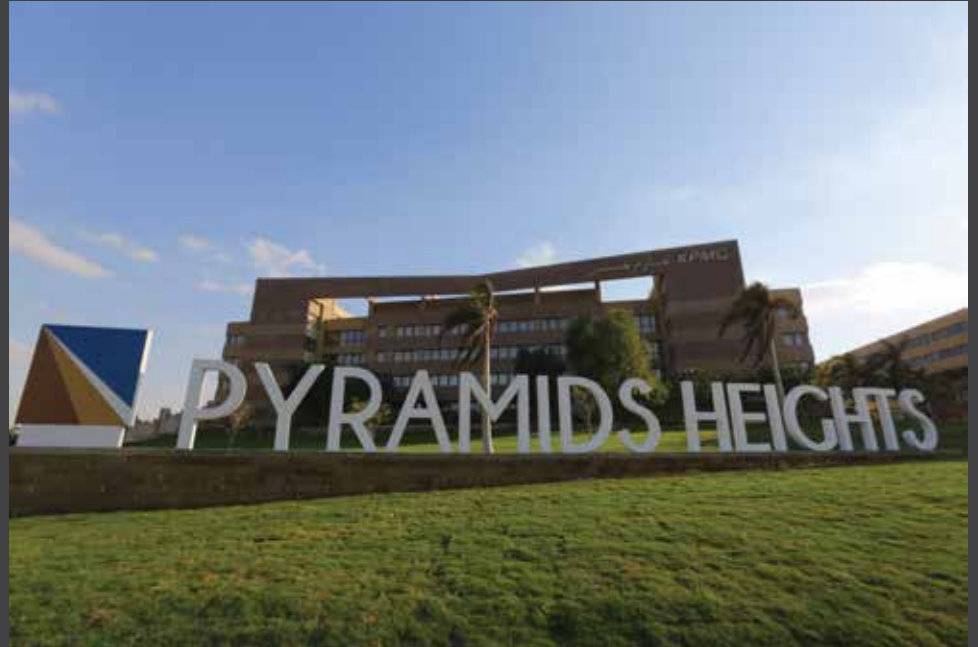
the welcoming, friendly feeling and a sense of security which we have felt since our first day here."

Karim Madwar
Managing Director
Metito Water Treatment S.A.E.



"As newcomers to Pyramids Heights Business District, our company has been warmly welcomed and shown impeccable support by Samcrete Development's team. This has been of great significance to the way our business has been running; smooth and uninterrupted, which is very important to a newly established company such as ours. For a year now, Pyramids Heights Business District provides us with a calm and green environment in which our business can grow."

Karim Afifi
Chairman
IFSS



"On behalf of Orange we would like to thank Samcrete Development for making our work experience a pleasant one at our Call Center in Pyramids Heights Business District. The peaceful surroundings and greenery of Pyramids Heights make for a relaxing and friendly work environment. Thank you for providing our Call Center Employees with a second home."

Sameh Badie
Head of Properties & Facilities Finance
Orange - Egypt



"For the past ten years, Pyramids Heights Business District has been a home to our company. Over the years we have witnessed many positive changes and improvements to the business park which have made our stay more pleasant. The only thing that has remained unchanged is

TO DOWNLOAD A SOFT COPY
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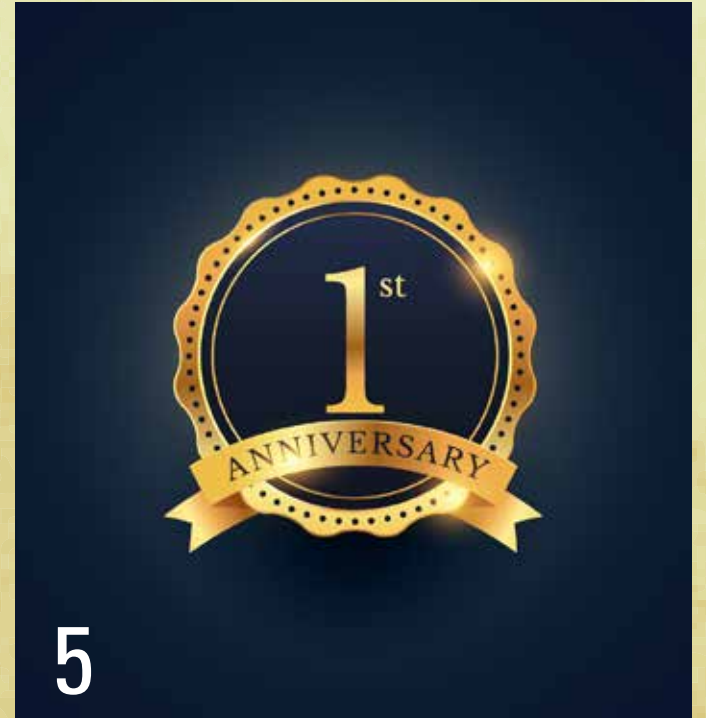
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Meet the Mastermind of Landscape Architecture in Egypt

INTERVIEW WITH MAHER STINO



1. Could you identify the inspirations that has sparked such a unique concept as Sites International, which today has become a leading and award- winning, multi-disciplinary consultancy firm in Egypt and the Middle East?

My wife Laila and I both had the privilege of studying architecture, urban planning, urban design, and landscape architecture/environmental planning. Our studies and practice in the U.S.A throughout the seventies and eighties, got us involved in the environmental movement emphasizing on the concept of "design with nature".

During our visit to Egypt in the late eighties, we found that this area of practice was missing, so we decided to start the Sites International office to practice design and planning of total integrated environments where architecture, site engineering, and landscape architecture work in full harmony with the site condition and user needs.

2. Sites International is reputed for its pioneering work in the Middle East. What is it that makes this region so compelling to practice your line of work?

The Middle East is compelling to practice our line of work because it is pioneering in this region. When we first came back to Egypt in the eighties, we found that most of the work done on site planning and landscape architecture were done by foreign companies. Given Our knowledge of the local environment and socio- behavioral aspects, we decided that we should give it a chance to start our own affair.

3. Given that you also have offices in the U.S.A, how different is it to operate in such a contrasting market compared to the Middle East?

Operating in Egypt proved to be much more difficult than the U.S.A. Given that we wanted to produce the same design/planning qualities, the limitation that we faced here in Egypt were numerous. Time allowed to finish the work is limited and the fees are very low compared to the U.S.A. Not to mention that contractors are not qualified enough to produce quality landscape and site works. The construction industry does not offer a variety of quality building materials, and high qualities plant nurseries are almost non-existing.

4. Sites International specialized in a wide variety of engineering services and has a very diverse portfolio of projects including anything from large leisure and touristic resorts to residential and commercial developments. How would you define your contributions in the Egyptian market?

We think that we have contributed to the Egyptian market in two areas. The first is the establishment of the profession of landscape architecture as a respectable area of design to be practiced by trained landscape architects within recognized international standards. We also introduced the area of detailed planning site engineering in which architectures, roads, infrastructure, and landscape architecture are coordinated to produce a beautiful harmonious development.

Alazhar Park has encouraged residents of Cairo to go and enjoy public parks again after more than 50 year absence. All people of different financial statuses are gathered together and enjoying the green open space.

5. How would you differentiate master planning from landscaping?

Landscape architecture as a profession was established in the U.S.A by Frederick Law Olmsted, the designer of Central Park in New York city. It was further developed in the late sixties and early seventies as part of the environmental movement pioneered by writings of Rachel Carson (Silent Spring 1969) and Ian L. McHarg (Design with Nature). The profession revolves around respecting the physical, ecological, and visual characters of a site and introduces human activities harmoniously with such aspects. The scale of work ranges from landscape design of small neighborhoods' to the master planning of complete projects, and environmental planning of special regions such as the Nile Valley, the Northern Egyptian Coast or the Red Sea coastal areas.

6. What was your wife, Dr. Laila El-Masry's role in the foundation of Sites International?

Dr. Laila El-Masry is a partner and co-founder of Sites International. She holds degrees in architecture, planning, and landscape architecture. We started the office jointly in the late eighties, early nineties. Her major contribution is the Nubian Museum design which received the Aga Khan award, and the planting design of Al Azhar Park. She published two important books in Arabic titled "Landscape Architecture" and the "Planting Design of Al-Azhar Park"

7. Given your firm's exposure to local development, can you outline industry forecast and 5 year look - ahead?

Despite the slow economic conditions in Egypt, the real estate sector is flourishing. Given the devaluation of the Egyptian pound, people are investing heavily in real estate. However, it is very difficult to predict what will happen within the next five years.

8. What can you tell us about your collaboration with Samcrete Development and more specifically Pyramids Heights?

Our collaboration with Samcrete Development dates back to more than 8 years ago when we started working on the Pyramids Heights Business District. Then we eventually started to collaborate once more for the Pyramids Heights Residences project, handling master planning, and landscape architecture design. The collaboration between Samcrete Development's management, engineering, and marketing departments together with Sites International proved to be very successful in formulating a wonderful living residential community. The team is currently engaged in follow up on construction activities and pursuing other joint work.

9. In your opinion, what are some of the most notable projects you have done in Egypt?

The most notable and internationally known project is the redevelopment of Al Azhar Park as well as the AUC new campus.

10. What do you feel is Sites' biggest accomplishments to date?

Our biggest accomplishments are the pioneering work of establishing landscape architecture and environmental planning/ master planning as a respected recognized profession. Also, the training of a new generation of landscape architects/ planners in addition to other internationally and regionally recognized projects which we completed at Sites International.

11. What are your aspirations for the future regarding the country? Any personal or career aspirations you feel you have not reached yet?

My aspiration is that we protect our valuable heritage of the built up environment and the natural landscape, and stop the rapid deterioration of such environments. This can be done with careful application of environmental planning and design.

Pyramids Heights Residences' 1 Year Anniversary



48
posts

3.4K
followers

400
following

Pyramids Heights

#PyramidsHeightsResidences #SamcreteDevelopment #FirstBirthday #OneYear #Anniversary #Together #Success #Happy #Love #Family #Celebrating #Life #Team #Blast #DreamCameTrue #Proud #BestIsYetToCome

profile



56 21



Top 5 Architectural Designs in the World



5

The exterior of Gare do Oriente, a train station in Lisbon designed by the Spanish architect Santiago Calatrava, is made up of spires and large, skeleton-like wings.



4

Frank Lloyd Wright's church at Cathedral Rock in Sedona, Arizona, blends almost seamlessly into the rocks surrounding it.



3

Find peace at Wat Rong Khun, also known as the White Temple, in northern Thailand.



2

Zaha Hadid's Heydar Aliyev Centre in Baku, Azerbaijan, embodies the architect's signature curvy, dramatic style.



1

The Lutheran Hallgrímskirkja in Reykjavík is the largest church in Iceland. The design -by state architect Guðjón Samúelsson- represents the flowing lava of Iceland's active volcanoes.



CONSTRUCTION UPDATES



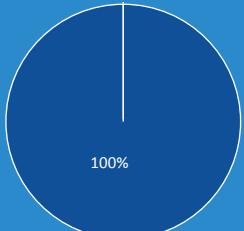
1- 35% of site grading has been accomplished.

2- Construction work is in progress for all 40 buildings of phase 1.

3- 92% of construction and finishing works for mock-up buildings have been completed.

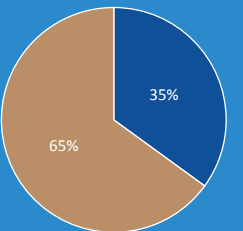
4- 70% of mobilization for retaining walls have been accomplished and mobilization completed.

PHASE 1 CONSTRUCTION PROGRESS



IN PROGRESS

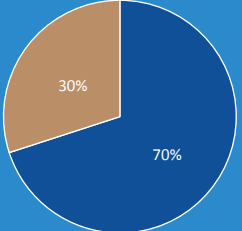
SITE GRADING



COMPLETED

REMAINING WORK

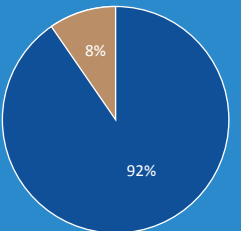
RETAINING WALLS



COMPLETED

REMAINING

MOCK-UPS



COMPLETED

REMAINING



What we Can Learn from Scandinavian Designs

Looking back at the styles and movements that ruled the world in the beginning of the 20th century, it is evident that many influences and ideas have evolved into what we know as “Scandinavian design” which was surprisingly not fully recognized until the 1950s.

Modernism, one of the most prominent characteristics in Scandinavian design, was considered a break from the Realism that dominated the art world in the early 19th century which was hence very conservative, and people were eager to break away from these forms and set of rules. Thus modernism became a fresh approach pioneered by the Scandinavians that inspired an escape from this rigidity and opened up a multitude of cultural and aesthetic movements that took nature as its inspiration. Overtime, the style became widely celebrated as a break from the past.

Scandinavian design is described by many as being fairly minimalist, with clean simple lines. Highly functional, the style is effective without needing heavy elements; only what is needed is used. Today, the meaning of the term has been established as: beautiful, simple, clean, inspired by nature and the northern climate, accessible and available to all, with an emphasis on enjoying the domestic environment. These ideas gradually evolved into design principles and philosophies which eventually had international effects.

Having defined the movement, let's have a closer look into some of the most distinguished elements in Scandinavian interiors and what we can learn from these simple, yet unique European designs.

1) Neutral Colors

The calm muted tones of pale blue, cool grey, white and cream are seen everywhere in Scandinavian interiors which has almost become the trademark of Scandinavian design and seems to be one of the main draws to its global recognition.

However, not all Scandinavian designs are muted and calm, in fact, there are some noteworthy designers who preferred a much bolder design statement.

2) White Wood Floors

Unlike North American homes, carpet is not a common occurrence in European homes. Scandinavian designers have always seemed to prefer the use of simple, white wood from floor to ceiling. It is easy to understand why this is so popular when one looks at rooms designed in this manner. White wood floors make a room seem open, airy, clean, and draw much-needed attention to their interior craftsmanship.

3) Let in the Light

What better way to let in the much-loved light than large windows? With upwards of 60 days of polar nights, floor-to-ceiling windows are common in Scandinavian designs to fight those cold and dark days.



4) A Love of Nature

Scandinavians have a deep-rooted love of nature. With past-times revolving around outdoor activities such as biking, hiking and swimming - they take every possible opportunity to be in the great outdoors. Of course, during those cold winter days and nights, it can be easy to forget the natural beauty of their much-missed summer world, so they bring nature indoors as much as possible.



5) Form and Function

Functionality reigns supreme within these minimalist Scandinavian designs. Homes are meant to be open, airy and have a flow that allows easy living. Survival in the North required products to be functional; they didn't need heavy decorative elements, only what was functional and useful. This is not to say that art and romanticism don't have a place in these designs. In fact, culture and art play a large role in Scandinavian life.



6) Scandinavian Furniture

No matter what decade their furniture is derived from, one thing is certain-attention to detail and high-quality materials will always show-up in Scandinavian furniture designs. A simplistic yet artful approach reveals itself in all their furnishings through simple straight lines combined with understated ornateness.



7) Simple, Yet Cozy Corner Fireplaces

Unlike North American homes, Scandinavian fireplaces do not usually take center-stage in the middle of one wall and they were never meant to be ornate centerpieces with mantles to decorate but are rather meant to be functional, provide warmth and a place to cook. Of course, modern homes do not need to worry so much about this functionality, so the fireplace design has become a bit more of an artful focal point.



8) Eco-Friendly Interiors

Along with their love of nature, there is also a strong desire to nurture it. Modern Scandinavian homes feature world-leading green technologies that are exported around the globe. Through political movements and a strong desire to save nature, Scandinavians have helped in leading the eco-friendly design movement – with 99% of Norway's power being derived by hydropower.



Why JUICE?

Making fresh juice a part of a well-balanced, plant-based diet is an important tool for achieving good health.

Juicing offers many life-enhancing health benefits including a faster, more efficient way to absorb immune boosting nutrients naturally found in fruits and vegetables. It provides a way to access digestive enzymes typically locked away in the fiber matrix of whole fruits and vegetables. Most commercial juices are processed and lacking in nutrition while freshly juiced fruits and vegetables are loaded with an abundance of vitamins, minerals and phytonutrients.

Drinking fresh juice can help us adopt healthier eating patterns. For those of us who do not traditionally consume many fruits and vegetables, incorporating fresh juice can be a fun and different approach to increasing consumption of these important plant foods for improved health and wellness and reaching your weight loss goals.

Here are some of Jason Vale's essential juicing recipes which you can find in his book *Juice Master: Over 100 Delicious Juices & Smoothies*

Migraine Miracle

Migraines are not headaches, they are a world apart, and our hearts goes out to all those who suffer from them. However, the good news is that a study published in the *Lancet* magazine established that 93% of long-term sufferers can obtain relief by eliminating certain offending foods; most common of these are cheese, chocolate, red wine, wheat, corn, eggs, milk, shellfish, citrus fruits, coffee and tomatoes. If you eliminate those foods and get this juice down you a few times a week, all should be well.



2 apples (Golden Delicious or Royal Gala)
1 large handful spinach
1 inch stem broccoli
1 inch slice cucumber
1 inch slice lemon
½ inch fresh ginger
Ice

Place one apple in your whole fruit juicer and pack in the spinach. Then add cucumber, lemon, ginger and broccoli and top with the last apple. Juice the lot and pour into the glass over ice.

Juice Master's Ultimate Health Booster

Don't let ingredients like 'broccoli' or 'watercress' put you off here. This 'beauty juice' not only tastes sweet and creamy, due to a high percentage of apple and pineapple juice combined with avocado, but it contains just about everything your body and mind require for outstanding beauty. All of the ingredients help to cleanse the system, feed the cells and boost the immune system.



1 inch slice pineapple
1 apple (Golden Delicious or Royal Gala)
1 inch chunk broccoli stem
1 small handful spinach
½ stick celery
¼ inch piece ginger (with skin on)
1 inch slice cucumber
1 small handful watercress
Parsley (just a small amount – it's quite a powerful herb. Leave out if you have problems or are pregnant)
½ ripe avocado (de-stoned)
Ice cubes

Juice everything except the avocado. Place the avocado in the blender along with the ice and add juice. Blend until smooth – enjoy!

Beyond Detox

Beyond Detox has all the vitamins, minerals, and anti-oxidants you would expect in a full-on detox.



3 apples
1 large handful spinach
1 inch raw beetroot
1 inch slice cucumber
Parsley (just a small amount it's quite a powerful herb. Leave out if you have problems or are pregnant)
½ ripe avocado
Ice

Before turning on your machine, place one whole apple into your whole fruit juicer, then push down and pack the spinach and parsley tight before adding the cucumber, beetroot and other apples. If there isn't enough room for the other apples, simply follow through with them afterwards. Place the avocado into the blender along with the juice and ice. Blend until smooth – drink slowly and brush your teeth afterwards!

Cold War

While it appears that there is no cure for the common cold, there is no question that a little rest along with the right juicy nutrients can certainly go a long way to help. This gorgeous combination of vitamin C and potassium, along with the active ingredients of the unique Manuka active honey, and the array of vitamins, minerals and anti-oxidants in the fruit, is the perfect combination to help stop the sniffles and get you back on your feet.



¼ pineapple (fair trade if you can)
1 orange (peeled but leave the pith on)
1 inch of lemon (with skin on if unwaxed)
1 teaspoon Manuka active honey
4 ice cubes

Juice the pineapple, orange and lemon. Pour the juice into the blender then add honey and ice. Blend until smooth.



How to Keep your Pets Happy

- 1. Greet your pets.** Even if you have a busy schedule and return home late, make sure to call out to your pets. If you have a dog, he will probably be all over you within seconds of your arrival.
- 2. Take special time each day to interact with your pets.** Even 20 minutes will help them feel taken care of. For more active pets, a walk might be a good idea.
- 3. Wipe/clean up "accidents".** If your cat has peed on your favourite luggage bag, wipe it clean. The very best and most effective cleanser would be bicarbonate soda and/or a little white vinegar.
- 4. Give your pets a safe place to travel.** Dogs love to travel, but only if they get to ride shot-gun, so invest in a proper and spacey carrier box. Kittens like to sneak into dark corners within the car and this can be pretty hazardous if your kittens slip towards the food pedestals.

دليل التليفونات

الشهر العقاري بالجيزة: ٣٥٧١٨٨٤
الشهر العقاري بـ ٦ أكتوبر: ٣٨٣٤١٤٠٢
جهاز مدينة ٦ أكتوبر: ٣٨٣٥٠٤١٠

هيئة مياه الشرب: ٣٨٩٥٦٧١٦
الغاز: ١٩٣٩٠ – ١٩٩٩٠
الكهرباء: ٣٨٣٣٢١٩٨
السنترا: ٣٨٣٣٩٠٠
مكتب البريد: ١٦٧٨٩

الشرطة: ١٢٢
النجدة والإسعاف: ١٢٣
المطافي: ١٨٠
المرور: ٣٨٣٥٥٥٣٨
الإسعاف: ٨٣٢٢١٩٨٣
المستشفى العام: ٣٨٥٠٠٩٢٢ – ٣٨٥٠٠٩٢١
٣٨٥٠٠٩٢٦ – ٣٨٥٠٠٩٢٣
مستشفى دار الفؤاد: ١٦٣٧٠
مستشفى الزهور: ٣٨٣٦٢٤٦٥
المصل واللقاح: ٠١١١١٠٢٦٦٢

FIND THE WORDS

H A T S I V G G Z H R O E I R
P E E H N R C A Y J D Q S Y A
Q J S P C Y D G X E L P U D I
D O I X O T L T R O F M O C X
P Y R A M I D S H E I G H T S
G F U E P N V A L U E S T D P
X Y O J A U K F L P U N N X T
L H X Y R M L V U L W E E I N
G K I F A M I L Y B I V P R G
Q W U F B O S P P R I V A C Y
U C U F L C Z W F E H U F O L
U U O R E D N O W B H N A M X
B O P N V B S F W J R P Y N E
N K I W D E S K H B W P B Z L
C C D Y Z O C J A T I R U M A

COMFORT
COZY
FRIENDS
LUSH
PRIVACY
SCENIC
VILLA

COMMUNITY
DUPLEX
GREENERY
PENTHOUSE
PYRAMIDS
HEIGHTS
VALUE
VISTA

CONDO
FAMILY
INCOMPARABLE
POSH
RISE
VIEW
WONDER

Choosing the Right Compound

Privacy

Is it too cluttered? Are neighbors too close to you? Are there too many units in one building?

State of the art facilities

Are there enough facilities to service your basic needs? Is parking an issue? Is the grocery store nearby? What about a gas station? Schools? How's the clubhouse?

Maintenance fee included in payment plan

Many compounds will surprise you with shocking maintenance fees which they might not necessarily mention in the buying process. Make sure you ask about these fees and if they are included in the offered payment plan.

Adequate payment plan

Probably one of the most important factor. It is absolute crucial to evaluate the payment plan and make sure it is feasible to your budget.

Satisfying open spaces

Who doesn't want to wake up surrounded by lush and beautiful landscapes? Make sure the compound of your choice has the right ratio between open spaces and built up areas.

Prime location

Most compounds in Egypt tend to be quite secluded from the clutter of the city which is a good thing for the most part. However, you wouldn't want to feel too marginalized from the rest of the city. Make sure the compound has easy access to major highways, buzzing neighborhoods, business or shopping centers.

Reliable partners

It is important to be familiar with the developers and partners that have contributed to a compound. The better you know who is behind such projects, the more you will feel you have made a safe choice. Do a background check on who was involved in the designs, master-planning, construction, architecture, landscape. And if you find well reputed names, it most probably means they are to be trusted.



The advertisement features a modern, multi-story residential building with large windows and balconies, surrounded by lush greenery and orange-flowered trees. The building is set against a clear blue sky. In the foreground, there is a white and blue banner with the following text:

 **PYRAMIDS
HEIGHTS**
RESIDENCES
Rise to New Heights

 **SAMCRETE**
Development
1 6 8 0 0
www.pyramidsheights.com

**8 YEARS
PAYMENT
PLAN**

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FIND THE WORDS

H A T S I V G G Z H R O E I R
P E E H N R C A Y J D Q S Y A
Q J S P C Y D G X E L P U D I
D O I X O T L T R O F M O C X
P Y R A M I D S H E I G H T S
G F U E P N V A L U E S T D P
X Y O J A U K F L P U N N X T
L H X Y R M L V U L W E E I N
G K I F A M I L Y B I V P R G
Q W U F B O S P P R I V A C Y
U C U F L C Z W F E H U F O L
U U O R E D N O W B H N A M X
B O P N V B S F W J R P Y N E
N K I W D E S K H B W P B Z L
C C D Y Z O C J A T I R U M A

COMFORT
COZY
FRIENDS
LUSH
PRIVACY
SCENIC
VILLA

COMMUNITY
DUPLEX
GREENERY
PENTHOUSE
PYRAMIDSHEIGHTS
VALUE
VISTA

CONDO
FAMILY
INCOMPARABLE
POSH
RISE
VIEW
WONDER

دليل التليفونات

الشهر العقاري بالجيزة: ٣٥٧١٨٦٨٤

الشهر العقاري بـ ٦ أكتوبر: ٣٨٣٤١٤٠٢

جهاز مدينة ٦ أكتوبر: ٣٨٣٥٠٤١٠

هيئة مياه الشرب: ٣٨٩٥٦٧٦

شركة الغاز: ١٩٩٩٠ – ١٩٣٩٠

كهرباء: ٣٨٣٣٢١٩٨

سنترال: ٣٨٣٣٩٠٠

مكتب البريد: ١٦٧٨٩

الشرطة: ١٢٢

النجدة والإسعاف: ١٢٣

المطافي: ١٨٠

المرو: ٣٨٣٥٥٥٣٨

الإسعاف: ٨٣٢٢١٩٨٣

المستشفى العام: ٣٨٥٠٠٩٢٢ – ٣٨٥٠٠٩٢٢

٣٨٥٠٠٩٢٣ – ٣٨٥٠٠٩٢٣

مستشفى دار الفؤاد: ١٦٣٧٠

مستشفى الزهور: ٣٨٣٦٢٤٦٥

المصل واللقاح: ٠١١١١٠٢٦٦٢