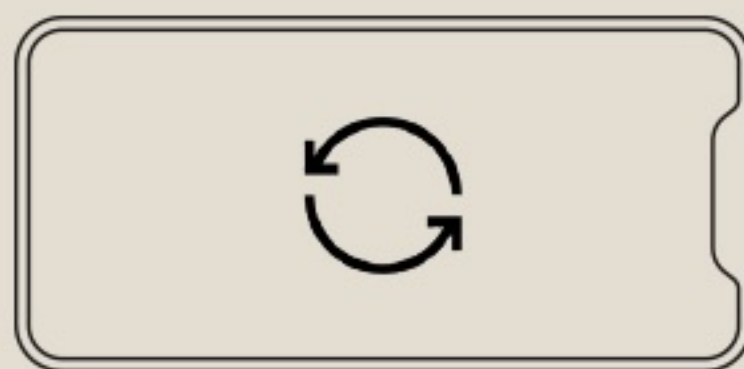


FOR INTERNAL USE

hills of one

NEW ZAYED

*people[®]
& places.*



ROTATE YOUR PHONE
FOR A BETTER EXPERIENCE



ABOUT PEOPLE & PLACES

We are the next generation community makers, creators of authentic, sustainable, young and positive everlasting human experiences that ultimately create value for our community.

The company is introduced by Khaled El Assal, Mohamed Khaled El Assal, Karim Khaled El Assal, and Nabil Amasha. The founders have been leaders of the real estate industry, have designed, developed, and delivered superb mixed use masterplans and communities in Egypt.

The med.

The Med is the first flagship project launched by People & Places, offering an authentic Mediterranean living experience in the heart of Ras el Hekma, North Coast, Egypt.



IN ONLY ONE YEAR

The med.



Launched villas, lofts
& residences,
designed by
Alchemy Architecture



Partnership with

CAMPBELL GRAY
HOSPITALITY
to offer serviced residences



Construction award
signing with 1.6B EGP
total investment

IN ONLY ONE YEAR

The med.



Obtained the Ministerial Decree permit & started construction at The Med



Partnership with
LA7
to launch the first Fitness & Wellness Boutique Hotel in the region



Operated the beach at The Med, Summer 2023

*people[®]
& places.*



IS OFFERING
FIRST HOMES
TO ITS COMMUNITY
IN NEW ZAYED

LAUNCHING NOW

hills of one

NEW ZAYED

A STORY UNFOLDING





Hills of One is prestigiously located in West Cairo, right across the street from Sphinx International airport. Easy accessibility from and to the Dabaa Road Al Farag Axis, the Cairo-Alex Desert Road and the 26th of July Corridor.

Downtown Zayed	22 KM	25 mins
Sphinx Airport	3.5 KM	5 mins
Grand Egyptian Museum	33 KM	30 mins

75 METER WIDE MAIN ROAD CONNECTING TO NEW ZAYED AND ZAYED AREAS



CAIRO-ALEX ROAD

MASTERPLAN

THE PROJECT IS DOMINATED BY
CONTEMPORARY ONE FLOOR HOMES





WELCOME TO
A REALM OF DESIGN
ENRICHED LIVING.

OUR STORY

- Stretched across 168 Acres of land
- Project is designed to have different elevations
- Homes are surrounded by nature & lakes
- Low density to ensure a selected community



PROJECT COMPONENTS

BESPOKE EXPERIENCES

For those who admire art, music
and refined hospitality

PROJECT COMPONENTS



DOWNTOWN FRONTAGE ON CAIRO ALEX ROAD

Elegant office buildings,
high end retail and F&B



LAKE FLOATING RESTAURANT

by a renowned
hospitality brand



HOSPITALITY

2 boutique hotels will be
launched soon

PROJECT COMPONENTS



MUSIC & ENTERTAINMENT HUB

for elegant international
plays, musicals and
entertainment



COMMUNITY CENTER

Facilities & services offered
to enhance our homeowners
living experience

NATURE-CENTRIC ACTIVITIES



SCENIC BOULEVARD

Edged by elevated landscape

TRIATHLON TRACK FITNESS AREA

To swim, cycle & run



A photograph of a modern outdoor courtyard. In the foreground, a swimming pool with dark water reflects the sky. To the left, a lounge chair with a light-colored cushion sits on a paved area. In the background, a large, leafy tree stands next to a low, textured stone wall. A daybed with two white cushions is positioned against the wall. The overall atmosphere is serene and minimalist.

WE THOUGHT
OF EVERY DETAIL.

DESIGN PHILOSOPHY

We passionately traced the living experience of every member of the family and designed every detail to ensure comfort, elegance and functionality.

Being design-focused has given us the opportunity to go beyond a carefully designed masterplan, and create a uniquely designed home, where every corner is an unravelling experience.



UNIQUE DESIGN FEATURES

For unravelling experiences
in every corner.

UNIQUE DESIGN FEATURES

RECEPTION EXTENSION



Homeowners can enjoy seamless outdoor-indoor living, where a spacious outdoor shaded living area extends from the elegant interior setting of the living & dining space.

UNIQUE DESIGN FEATURES



Our villas will be delivered with pergola structures in the outdoor terraces ready to be fitted with the shading material.

**Features are offered with select units & finishing types*

UNIQUE DESIGN FEATURES

MAXIMIZED DAYLIGHT



LARGE MODERN GLASS WINDOWS
SKYLIGHTS IN SIGNATURE PLACES

A VIEW FROM WHEREVER YOU STAND



UNIQUE DESIGN FEATURES

INVITE YOUR GUESTS OVER

for a unique design experience



OPEN & CLOSED KITCHENS



SPACIOUS LIVING AREA WITH FIREPLACE

UNIQUE DESIGN FEATURES

MASTER SUITE BEDROOM



LARGE MASTER SUITE BEDROOMS FOR PAMPERING THE HOME OWNER

Providing privacy and superior comfort,
featuring:

- A private living area
- His and hers dressing rooms
- Sky-lit island bathtub
- Private garden terrace

**Features are offered with select units & finishing types*

UNIQUE DESIGN FEATURES



GRAND
ENTRANCES



UNDERGROUND
GARAGES



INTERNAL
GREENERY

**Features are offered with select units & finishing types*



REFINED HOMES

VILLA U

4 BR







VILLA U

4 BR

An innovative design allowing indoors to seamlessly connect with the outdoors offering a remarkable space for gatherings and relaxation.



VILLA U

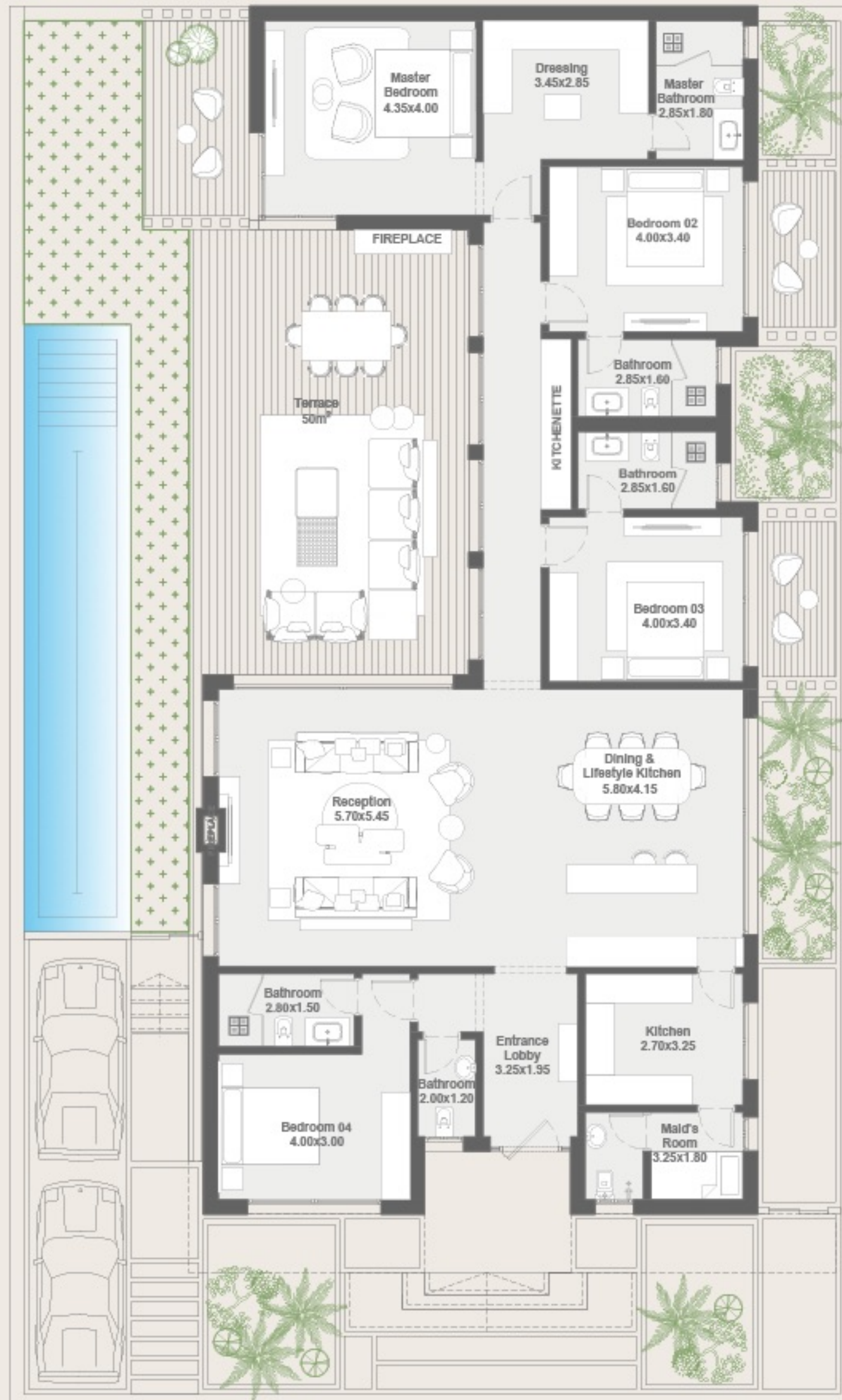
4 BR

- Indoor, outdoor living and dining areas
- High ceilings & Skylights
- Greenery filled courtyards
- Open & Closed kitchens
- Kitchenette
- Master Suite with private garden terrace
- 3 En-suite bedrooms
- Maid's Quarter









VILLA U

4 BR

Floor Plan

BUA: 276 sqm

hills of one

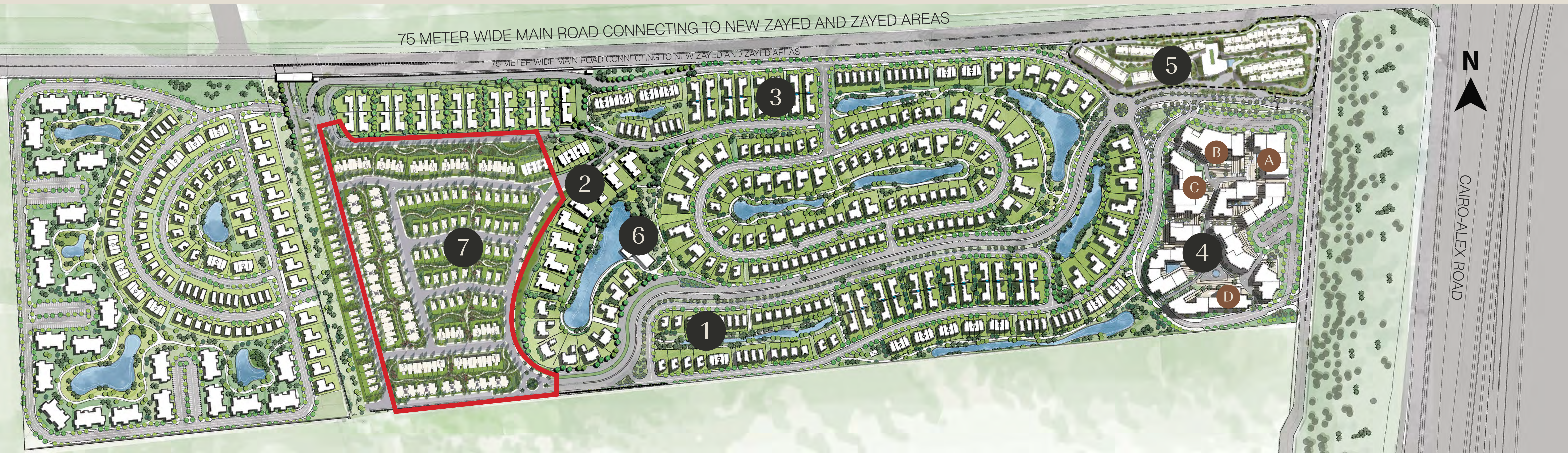
NEW ZAYED

P I N E · L A N E S

*people[®]
& places.*



MASTERPLAN



1
boulevard hill

2
lake villas

3
north villas

4
SPHINX PLAZA
A Retail & Dining
B Music & Entertainment Hub
C Fitness Center
D Office Buildings

5
THE GRAY
RESIDENCES

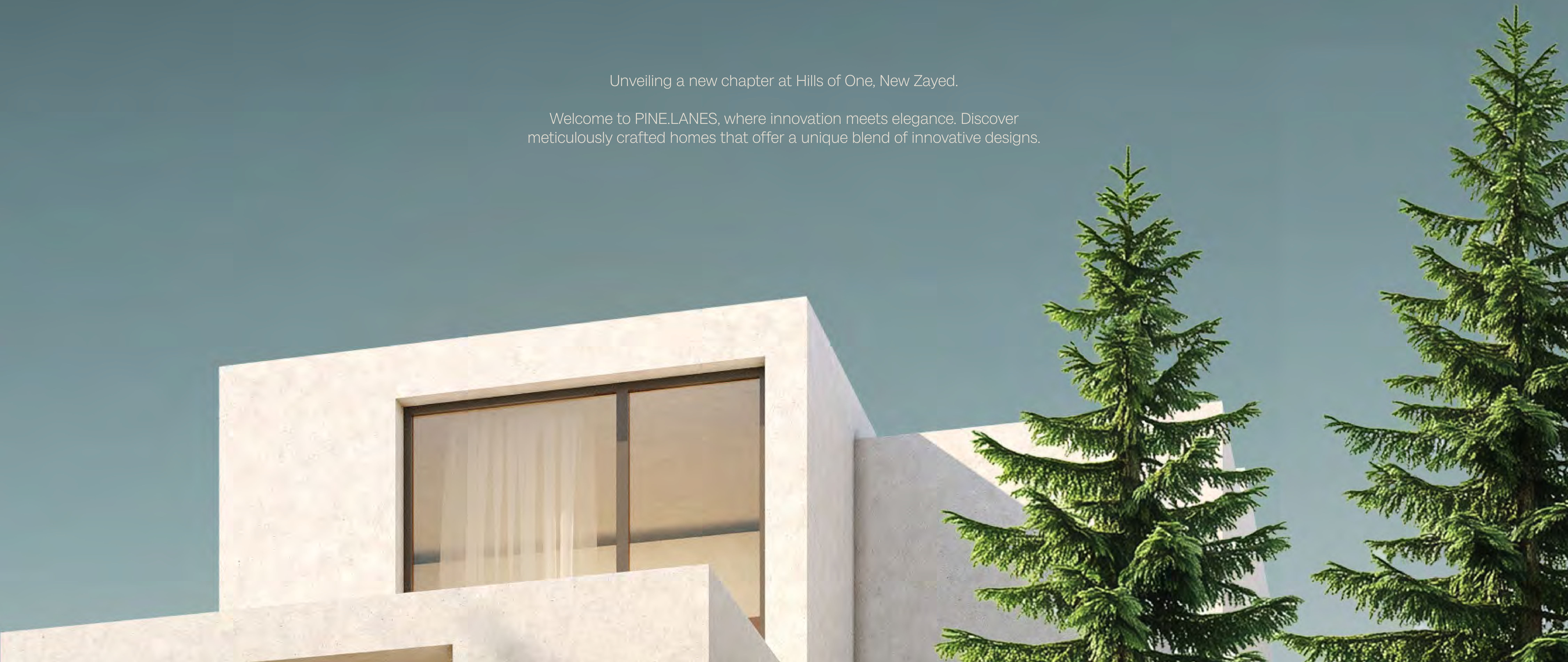
6
LAKESIDE
CLUB

7
P I N E · L A N E S

PINE · LANES

Unveiling a new chapter at Hills of One, New Zayed.

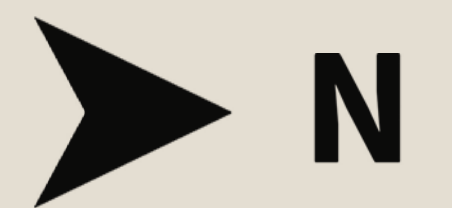
Welcome to PINE.LANES, where innovation meets elegance. Discover meticulously crafted homes that offer a unique blend of innovative designs.



A visionary neighborhood where every element has been meticulously crafted to redefine modern living. Our unique selection of innovative homes harmonizes elegance with functionality, nestled within picturesque lanes lined with majestic pine trees.



PINELANES MASTERPLAN



EACH HOME PRESENTS AN ELEVATED
LIVING EXPERIENCE SURROUNDED BY PINE TREE
STUDDED LANES AND ELEGANT LANDSCAPE.



URBAN MINIMAL ARCHITECTURE



UNIQUE DESIGN FEATURES



Grand Double Height Entrances



Spacious Living Areas with
Double Height Ceilings



Curated Private Spaces



Greenery Filled Courtyards

UNIQUE DESIGN FEATURES



Corner Windows



Intelligently Designed Outdoors



Lush Green Scenery



Double Kitchens

STAND ALONE VILLA



THE PINEHOUSE







Grand Entrance with Glass
Façade & Courtyard



Double-height ceiling &
Greenery-filled Courtyard





Double-height ceilings providing natural light & Double Kitchen for convenience

THE PINEHOUSE

3 + 1 BR

Total Unit Area **182m²**

Internal Area **173m²**

Terrace **9m²**

Special Features

- Living and dining areas with corner windows
- Side garden area designed to include a swimming pool, dining area, and side nook
- Three separate living areas
- A staff bedroom with an en-suite bathroom
- A dedicated space to accommodate two cars
- No windows overlook the garden from the neighboring villa



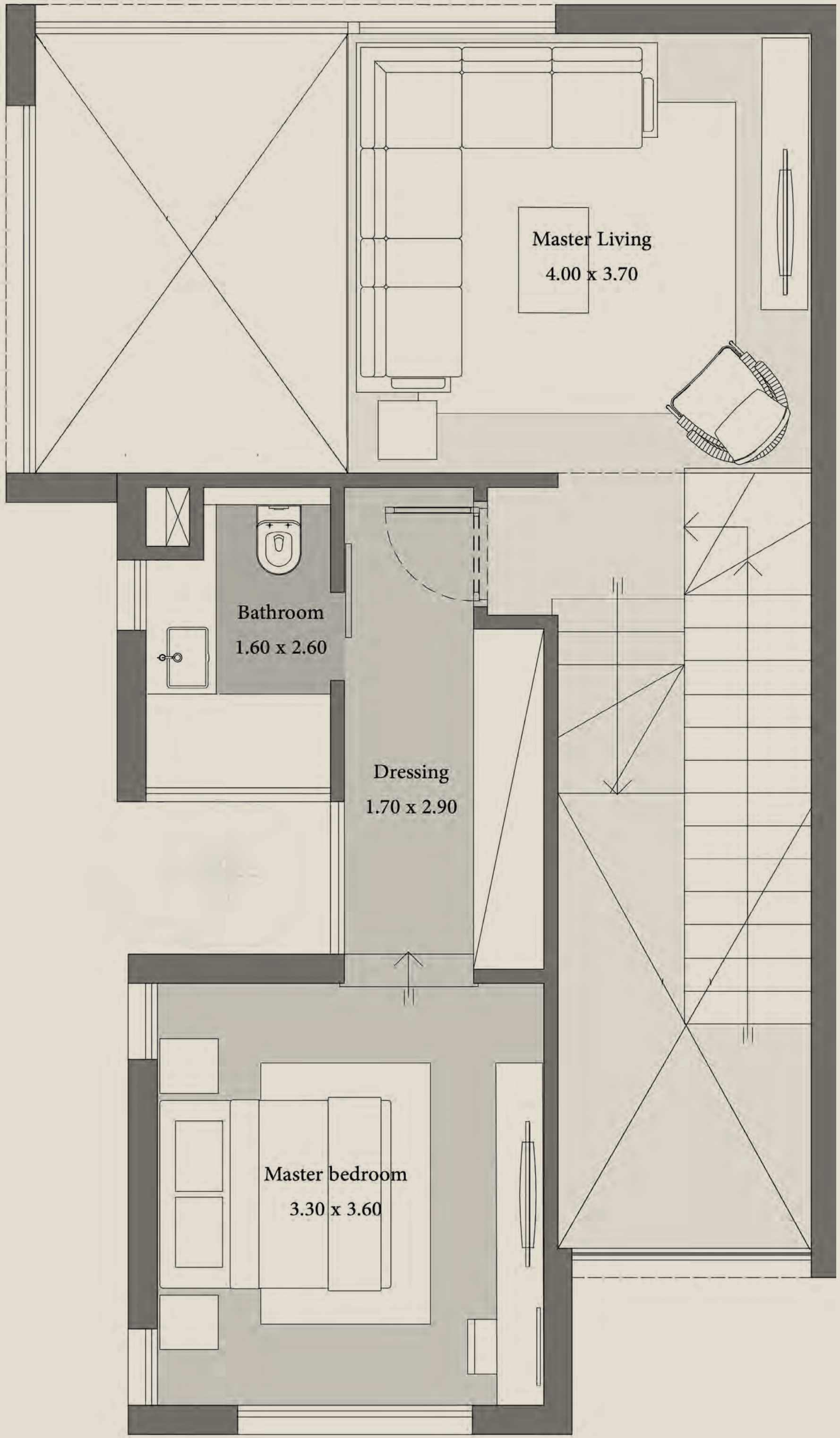
Ground Floor

THE PINEHOUSE

3 + 1 BR

Senior Suite **60m²**

Senior suite on the mezzanine floor ensuring maximum privacy



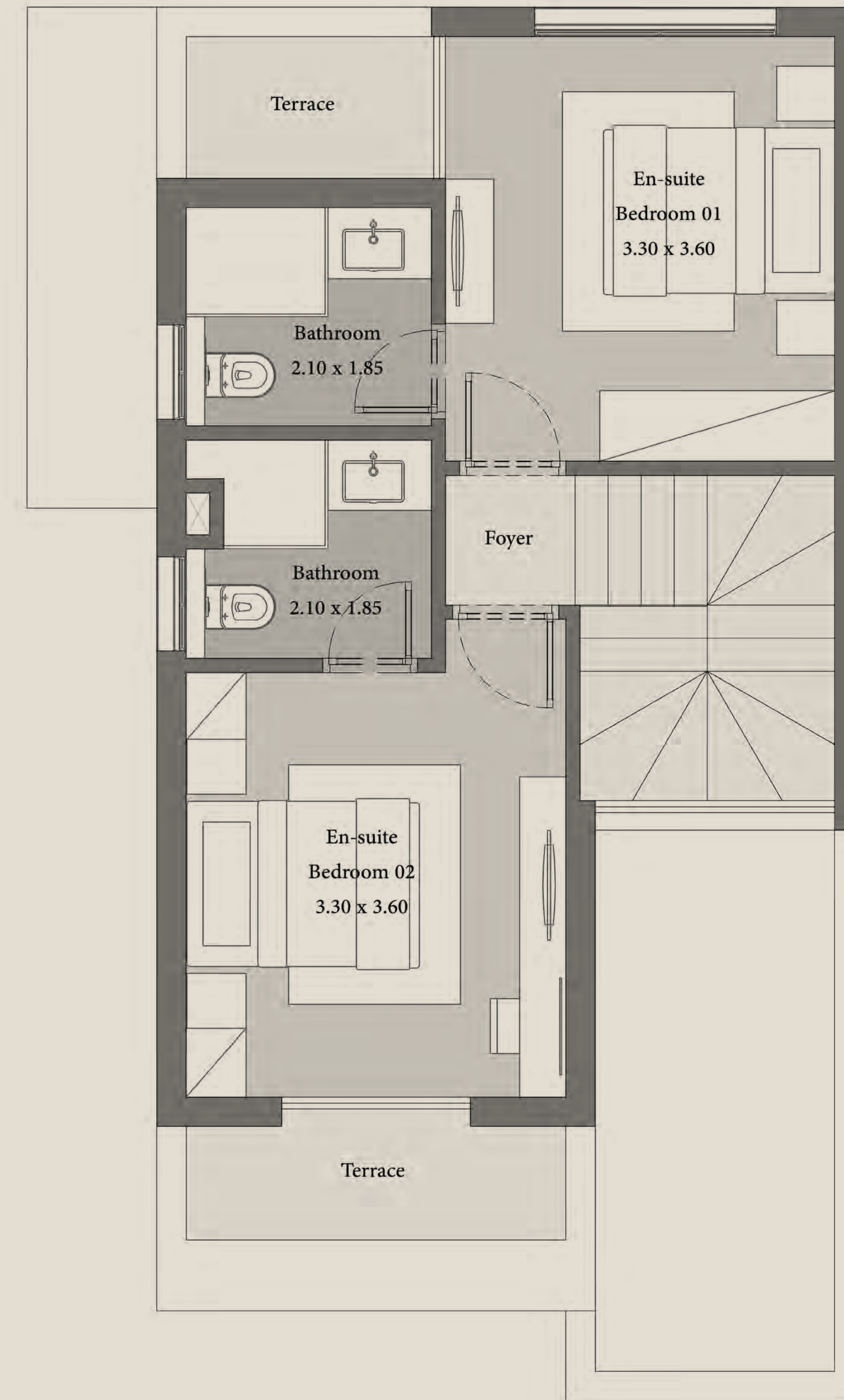
Mezzanine Floor

THE PINEHOUSE

3 + 1 BR

Special Features

- Two en-suite bedrooms with private outdoor terraces



First Floor

TOWNHOUSES



PINE NEST TOWNHOUSES



PINE NEST TOWNHOUSE

Ground Floor



PINE NEST CORNER TOWNHOUSE

3BR (ONE-FLOOR)

These townhouses exude elegance in every detail, featuring a spacious outdoor entertainment area, perfect for inviting guests over.

Features

Double Height entrance surrounded by glass façade

Living area with corner windows and double-height ceilings

U-shaped garden for privacy & swimming pool utilization

Open kitchen

A spacious roof terrace

Ground floor bedrooms

Separation between bedrooms & living areas

A staff bedroom with an en-suite bathroom

A dedicated space to accommodate two cars



PINE NEST TOWNHOUSE

3 B R

Corner Unit

Total Unit Area **212m²**
Internal Area **159m²**
Roof Terrace **53m²**



Ground Floor



First Floor

PINE NEST MIDDLE TOWNHOUSE

3 B R

This townhouse is thoughtfully designed to provide utmost comfort, featuring an outdoor garden area and three spacious en-suite bedrooms.

Features

Three en-suite bedrooms

Bedrooms are located on the upper floor

Separation between bedrooms & living areas

Spacious U shaped garden

Open kitchen

A staff bedroom with an en-suite bathroom

A dedicated parking spot

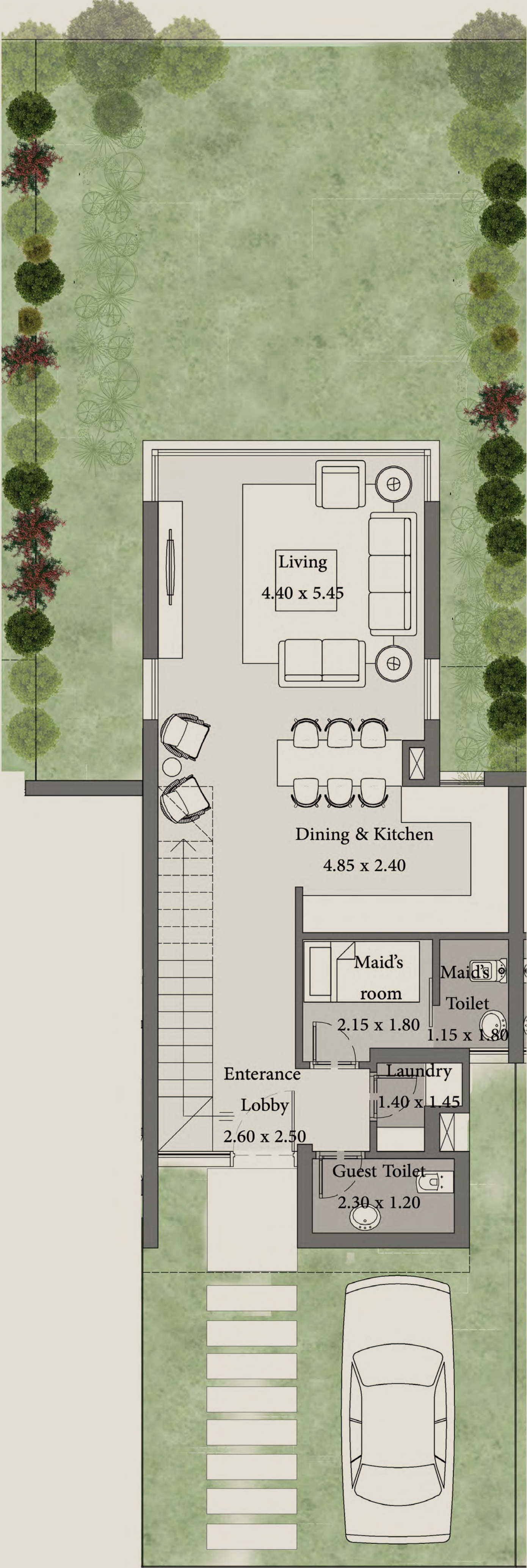


PINE NEST TOWNHOUSE

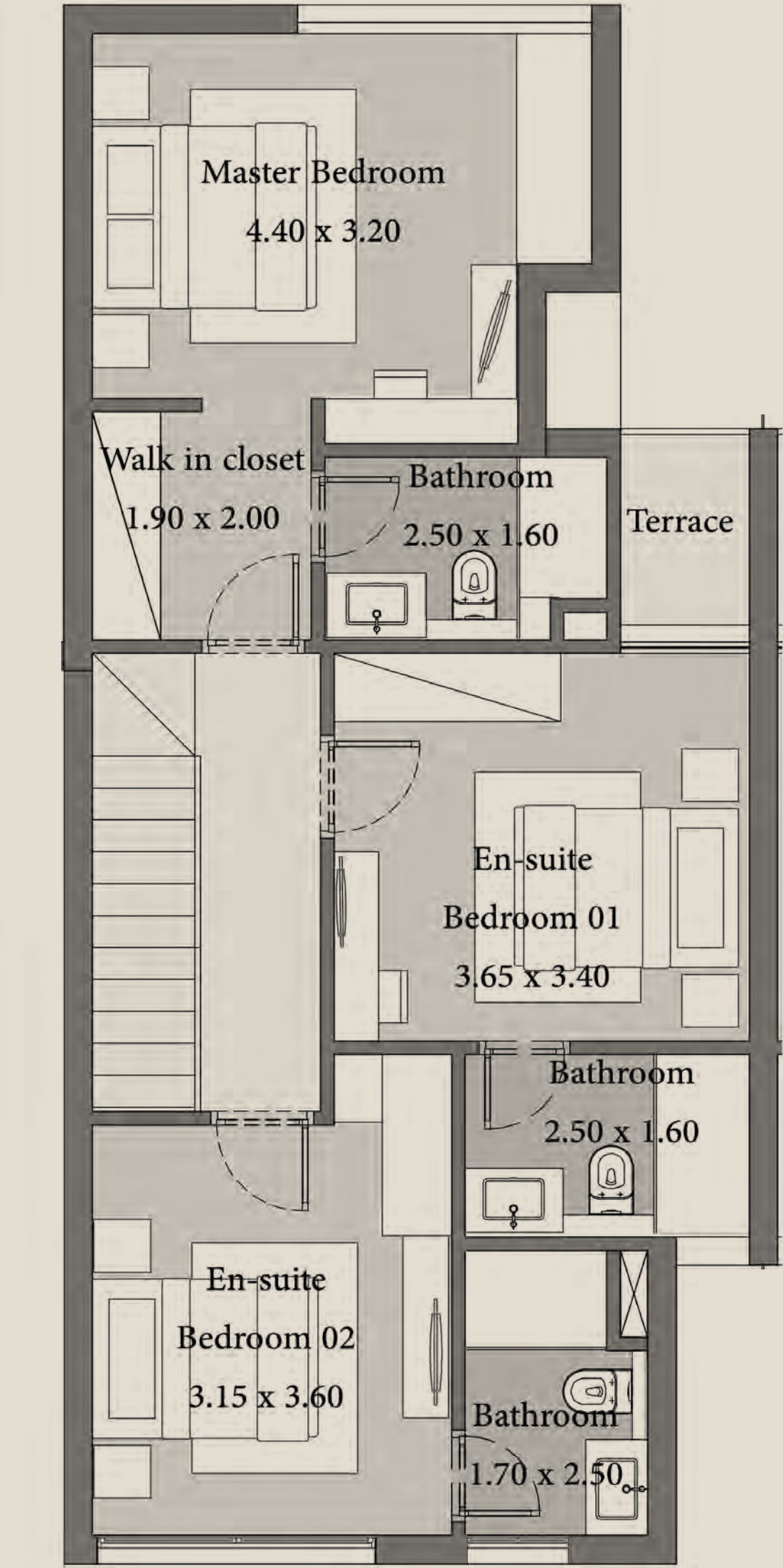
3 B R

Middle Unit

Total Unit Area **144m²**



Ground Floor



First Floor

PINEVIEW VILLAS





PINEVIEW VILLAS

TYPE A (DUPLEX)

Ground Floor



PINEVIEW

GARDEN VILLA (A)

3 BR DUPLEX

The Pineview villas are innovatively designed with meticulous attention to every detail, maximizing the use of space to create a harmonious living experience

Features

Grand private entrance

Spacious living area

Open kitchen

Master bedroom located on an upper level

The neighboring villa has no windows facing the garden

A guest bathroom

A staff bedroom with an en-suite bathroom



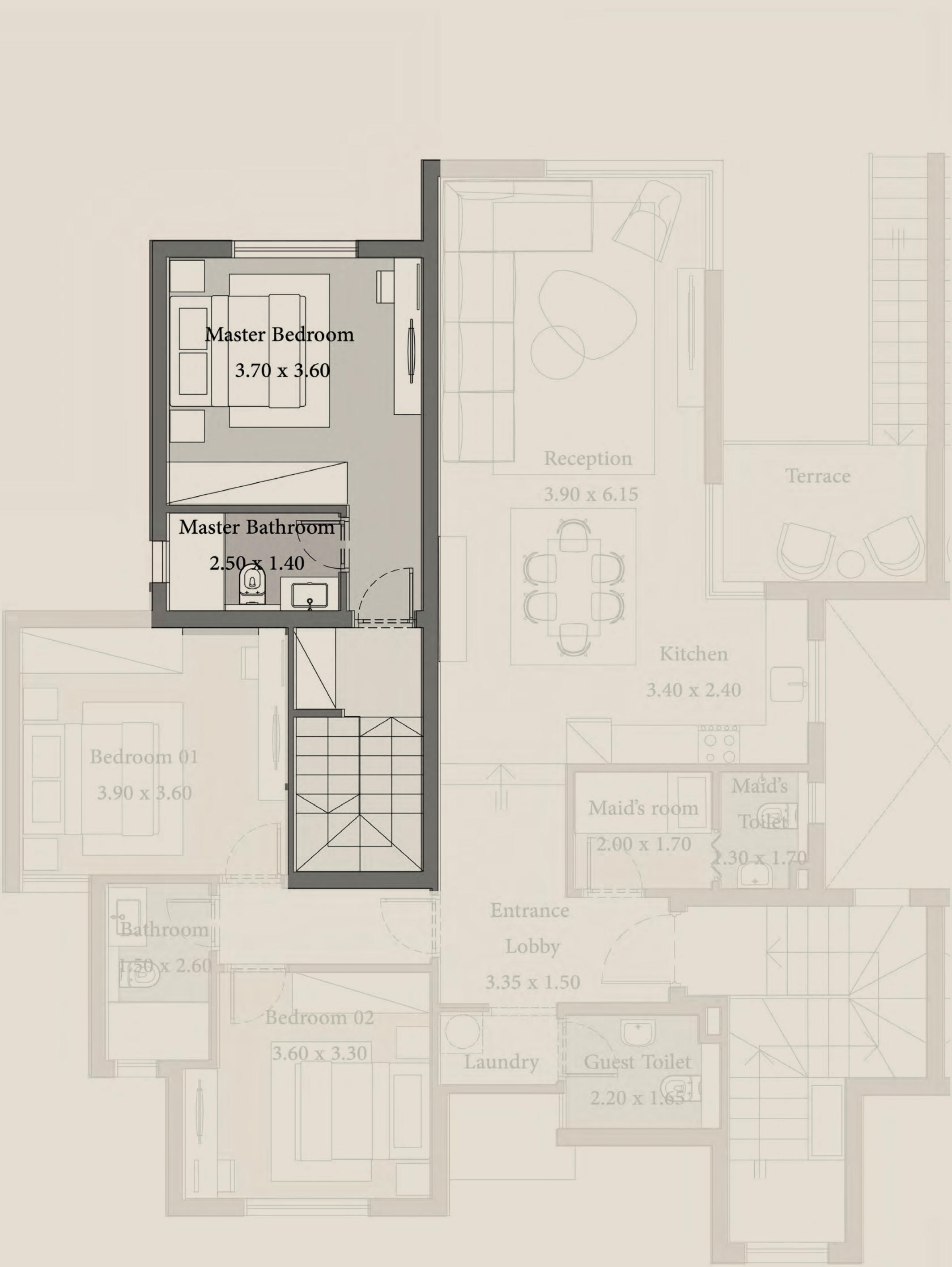
PINEVIEW GARDEN VILLA (A)

3BR DUPLEX

Total Unit Area **151m²**



Ground Floor



First Floor

PINEVIEW UPPER VILLA (A)

Featuring two elegant bedrooms, this villa offers functionality in every space for an elevated living experience.

Features

Grand private entrance

Open kitchen

Garden with dual access

A guest bathroom

A staff bedroom with an en-suite bathroom



PINEVIEW UPPER VILLA (A)

2 B R

Total Unit Area **129m²**
Internal Area **122m²**
Terrace Area **7m²**



First Floor



PINEVIEW VILLAS

TYPE B (FLAT)



PINEVIEW GARDEN VILLA (B) 3 B R

Features

Private entrance

Living area with corner windows

Scenic garden views & natural light into the reception

Separation between bedrooms & living areas

Four Rooms with Pine views

Master suite with direct access to the garden

U-shape spacious garden area

A guest bathroom

A staff bedroom with an en-suite bathroom



PINEVIEW GARDEN VILLA (B)

3 B R

Ground Floor **150m²**



Ground Floor

PINEVIEW UPPER VILLA (B)

Features

Private entrance

Terrace extending from dining area

Separation between bedrooms & living areas

A guest bathroom

A staff bedroom with an en-suite bathroom

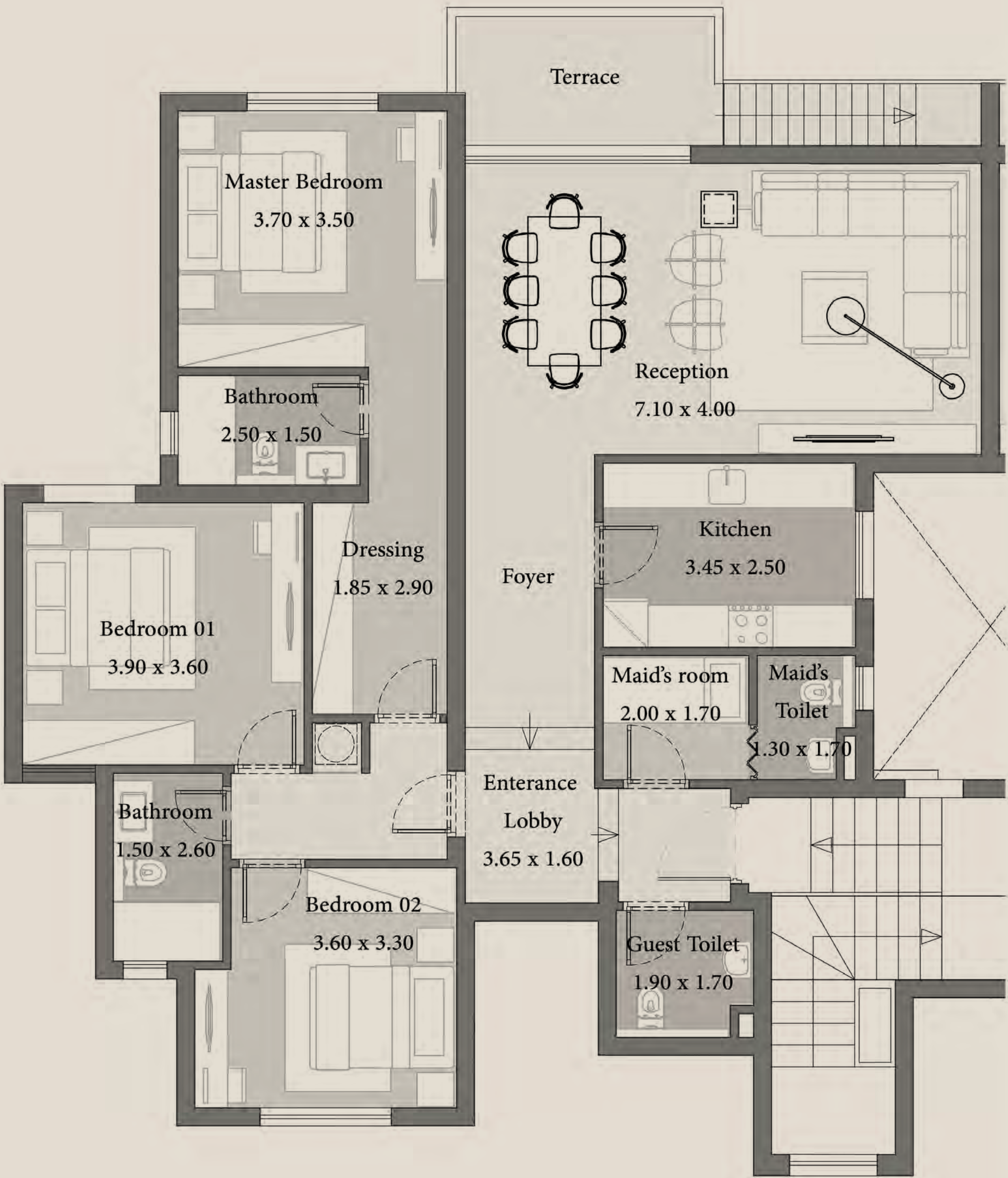
Large Spacious Roof Terrace



PINE VIEW UPPER VILLA (B)

3 B R

Total Area **293m²**
Internal Area **154m²**
Terrace **7m²**
Roof Terrace **132m²**



First Floor



Roof Floor



Beige

RESIDENCE

A NEIGHBORHOOD FOR YOUR EVERY SIDE

hills of one

SPHINX CITY

Masterplan

1

boulevard hill

2

LAKE-
FRONT
VILLAS

3

north villas

4

SPHINX PLAZA

Retail & Dining
Music & Entertainment Hub
International Hotel
Office Buildings
Fitness Center

5

the gray
residences

6

lakeside club

7

P I N E · L A N E S

8

Beige
RESIDENCE





hills *of* one

Overview

Masterplan Design & Concept

- Homes are designed around picturesque landscapes, swimmable lagoons and water features, ensuring that every home enjoys serene view
- The masterplan design introduces a Community Hub, designed to bring the community together through meaningful shared experiences.

Swimmable Lagoons

B-Central

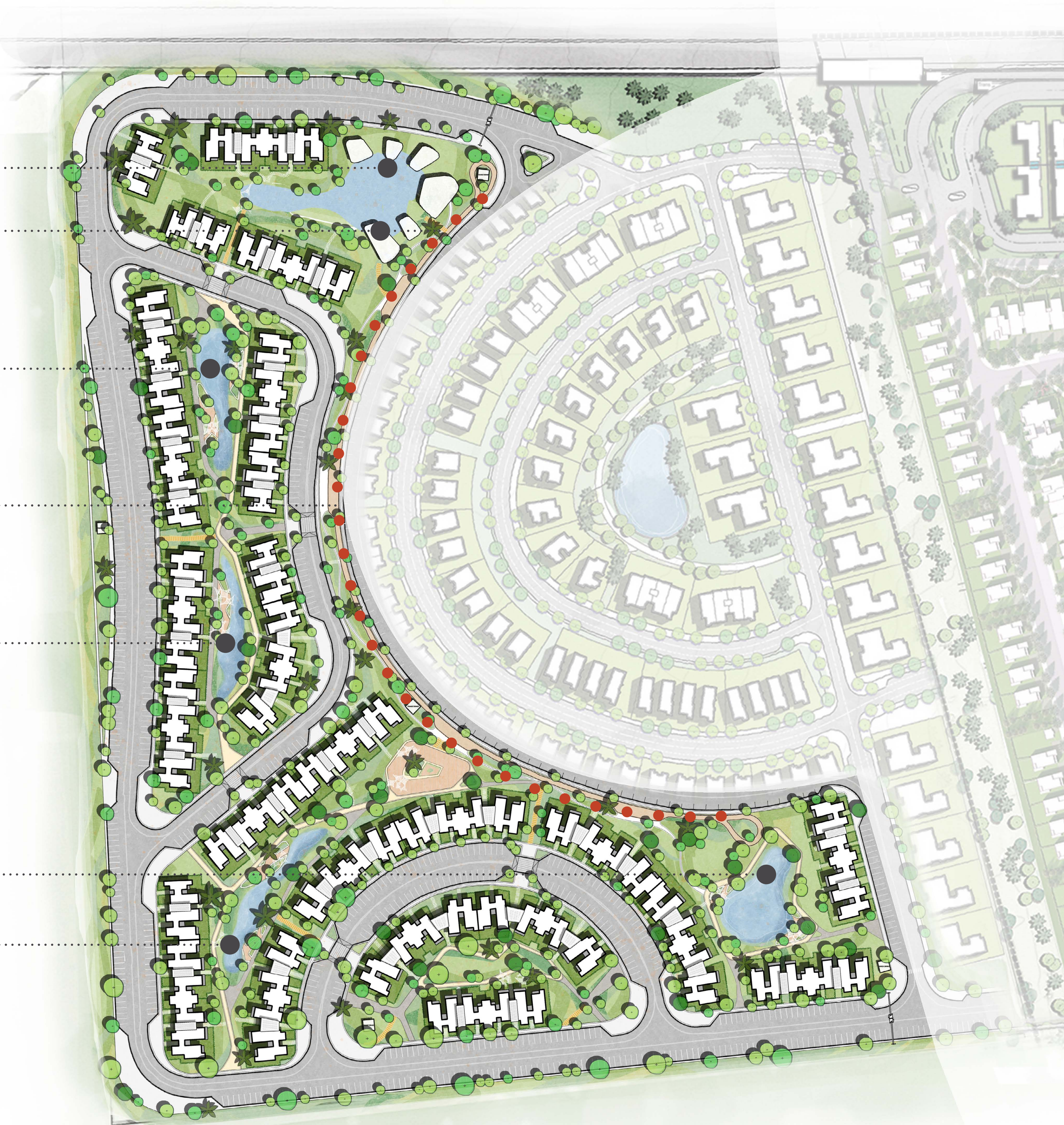
Water Features

B-Walk

Water Features

Swimmable Lagoons

Water Features





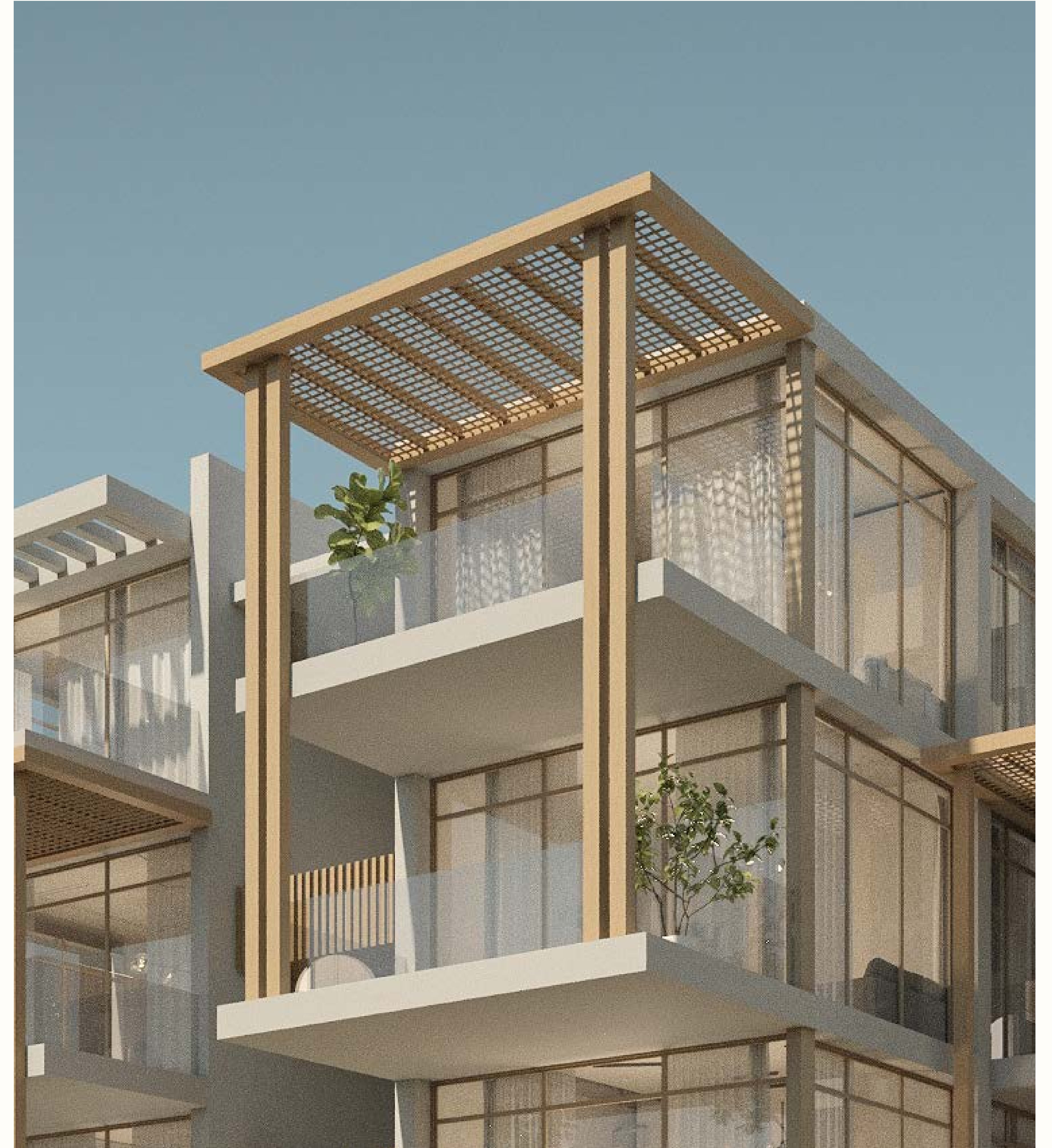
Design Philosophy: Exterior
Blending Wood with
Light-colored Tones



Scandinavian simplicity meets Japanese harmony in every detail. Where light flows through open spaces and greenery softens modern lines.

A design language that feels both refined and welcoming.

Architecture that balances functionality with beauty.











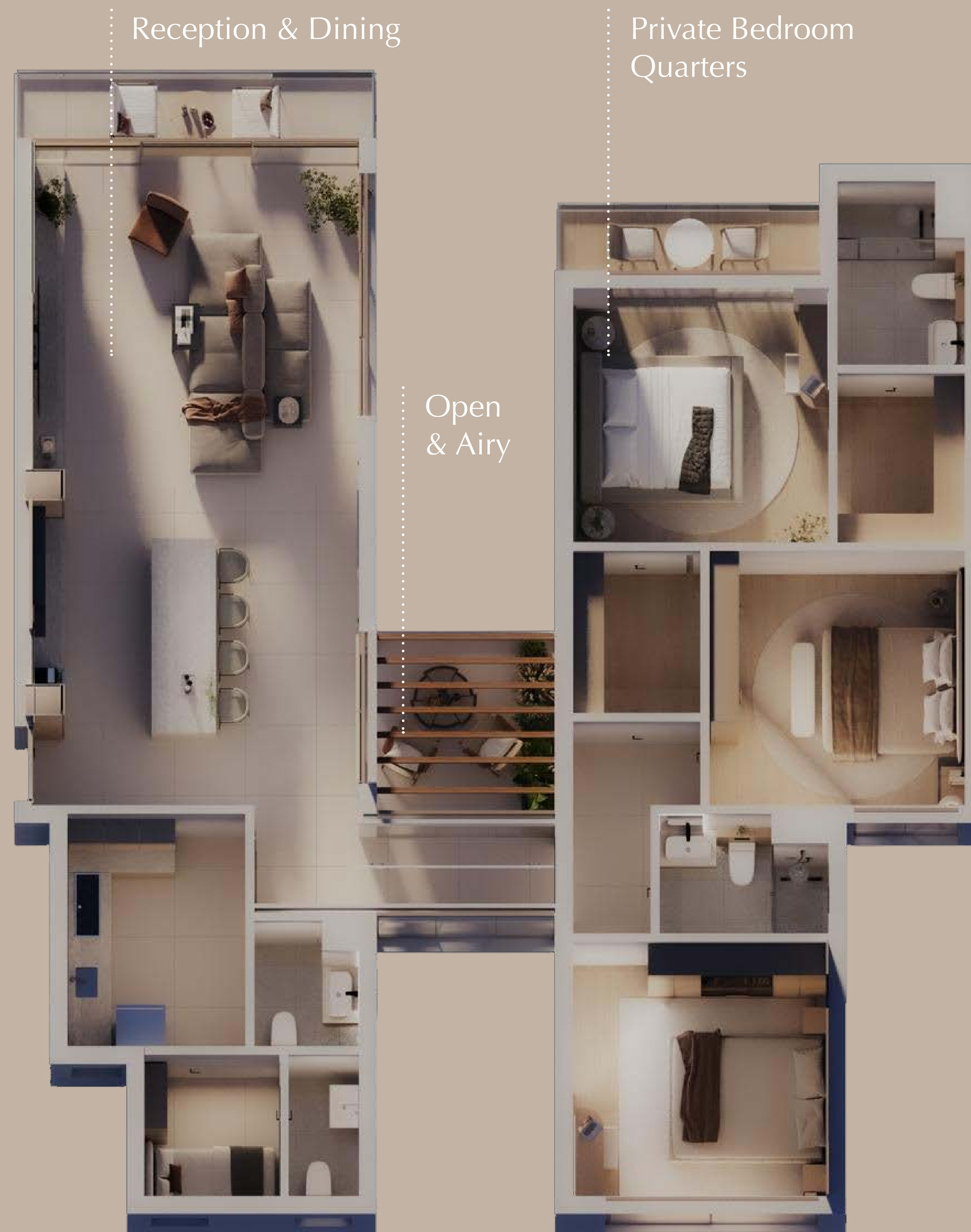


Design Philosophy: Interior

Light, space, and natural textures set the mood for harmonious living.



A layout that separates bedrooms from the reception and dining areas, ensuring privacy where it matters most.



Reception and dining areas open fully to gardens and natural light, creating a constant visual and physical connection to the outdoors, featuring a terrace at every turn.







An elegant entrance welcomes
you with sunlit views of trees and
leaves, where light is filtered,
dappled, and alive.



A hidden kitchen keeps the mess tucked away, while a second open kitchen offers everyday convenience and connection.





Your backdrop is your backyard,
where greenery and light create a
constant, calming presence.

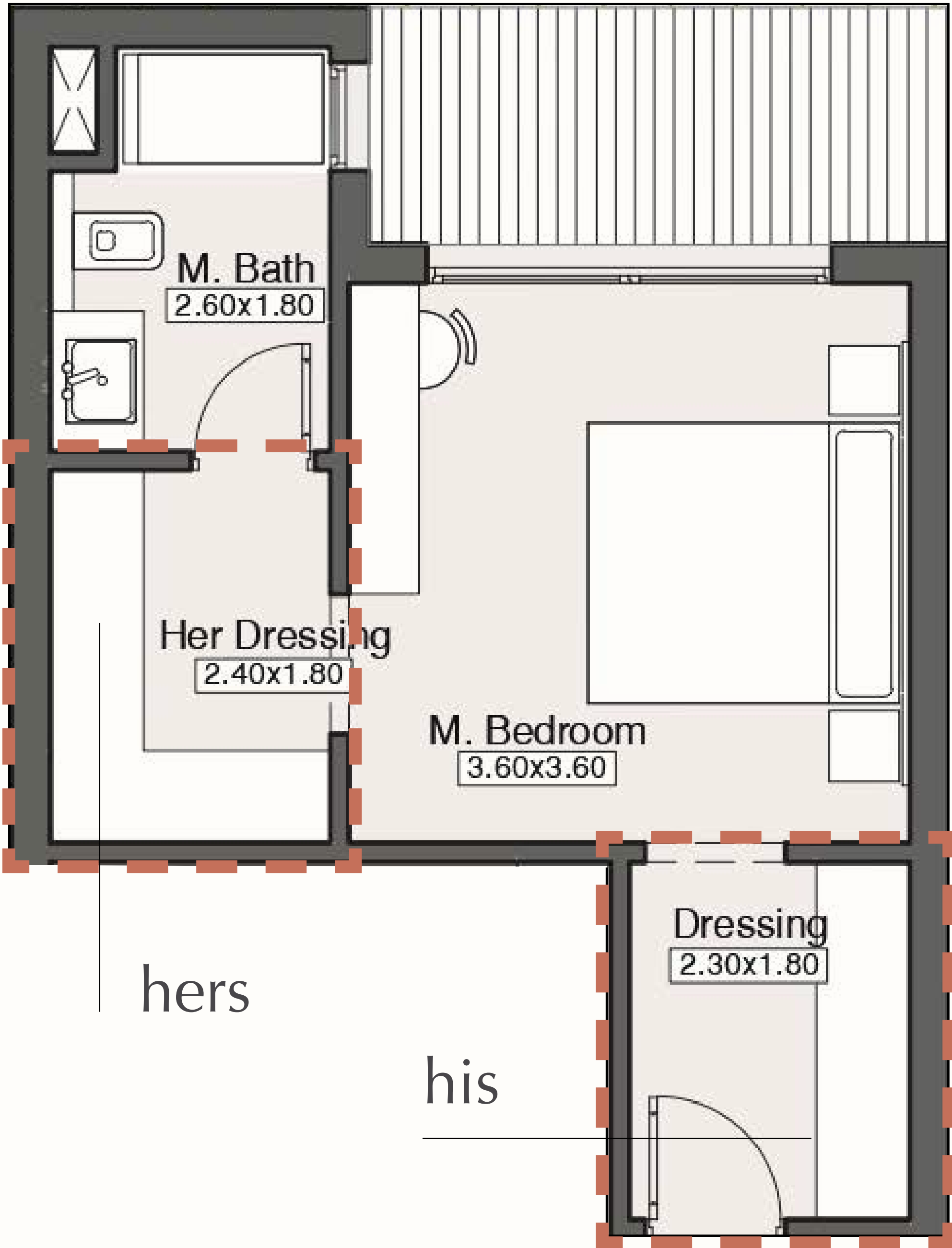


Spaces that protect your privacy
yet remain open and airy.





Spacious suites featuring his and hers dressing rooms and a private terrace.









Introducing New Finishing Packages

Providing you the flexibility to choose your preferred finishing style. Every home is crafted to reflect your personal taste.

Whether you wish to add your own touch through the **Easy Finish**, or move into a fully completed **Standard or Premium Finish**, each option offers the opportunity to perfect your home with high-quality materials, refined details, and timeless design.



Easy Finish

How it's delivered

Fully Plastered Ceiling
with First Coat of Paint

Frame of the Door only

All Windows are Done

All Conduits are Done

High Quality Cement
Tiles (Mosaico)

Easy Finish

with your own touch



Easy Finish

with your own touch



Standard Finish

High-quality porcelain flooring with HDF for bedrooms. Walls finished with premium paint.



Premium Finish

Elegant marble or engineered wood flooring; walls finished with high-quality paint for a refined look.



	Easy Finish		Standard Finish		Premium Finish	
Wall Finishing	White Paint		High Quality Paint		High Quality Paint	
Receptions Flooring	Ceramic Tiles		Porcelain Tiles		Marble or Engineered Wood	
Bedrooms Flooring	Ceramic Tiles		HDF		HDF	
Kitchen Flooring	Concrete		Porcelain Tiles		Porcelain Tiles	
Kitchen Walls	Plaster		Porcelain Tiles		Porcelain Tiles	
Bathroom Flooring	Concrete		Porcelain Tiles		Porcelain Tiles	
Bathroom Walls	Plaster		Porcelain Tiles		Porcelain Tiles	
Sanitary Fixtures	Not Included		Included		Included	
Plumbing Works	Rough-In		Finished		Finished	
Electrical Works	Rough-In		Finished		Finished	
Internal Doors	Not Included		Wooden Doors + Accessories		Wooden Doors + Accessories	
External Doors	Wooden Door		Wooden Door		Wooden Door	
Aluminum Windows	Included		Included		Included	



Apartment Buildings

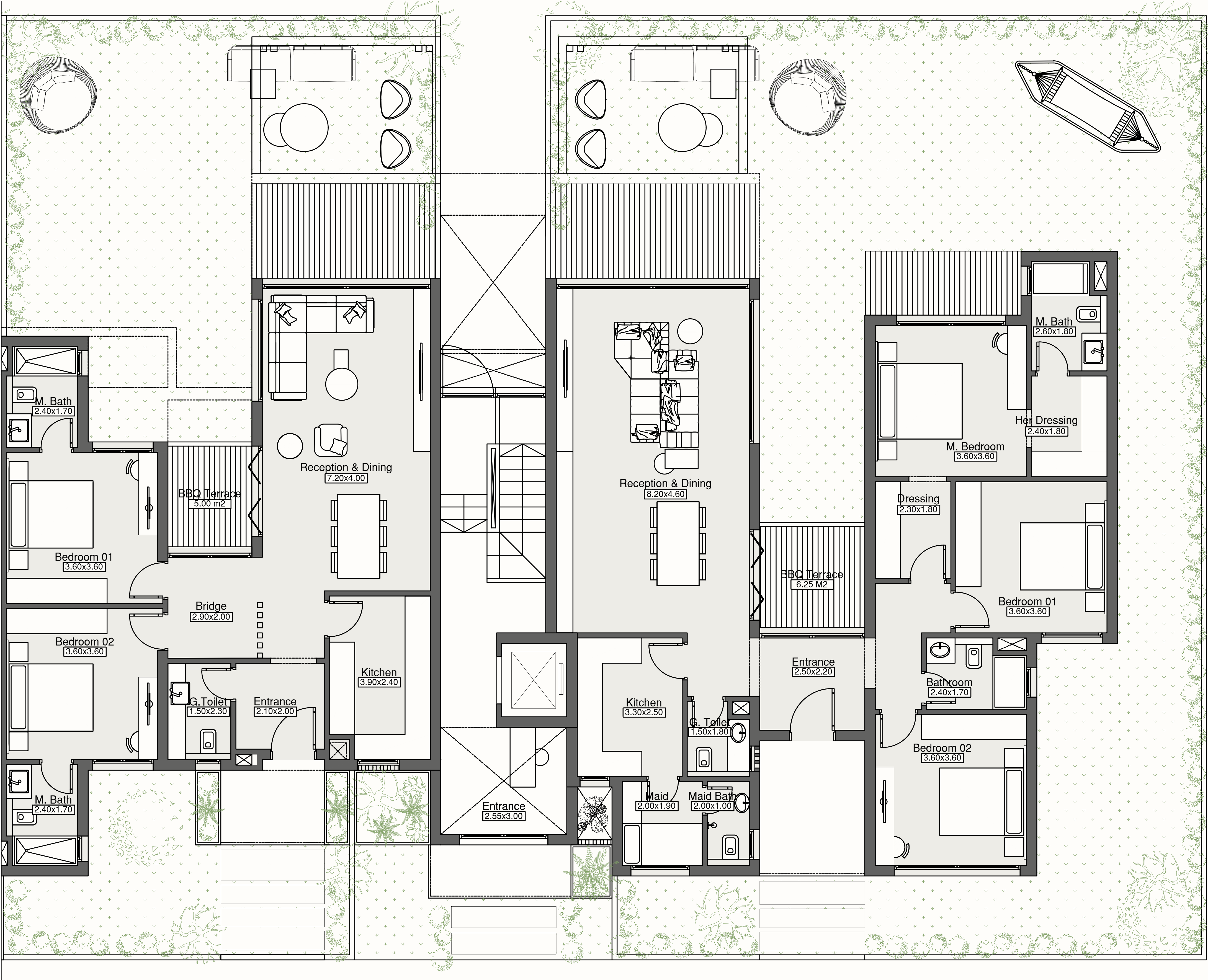
Ground Floor

3BR Apartment

Average Total Sellable Area	178.5m ²
Average Gross Area	165.7m ²
Average Terraces Area	14.3m ²

2BR Apartment

Average Total Area	127m ²
Average Gross Area	114m ²
Average Terraces Area	13m ²



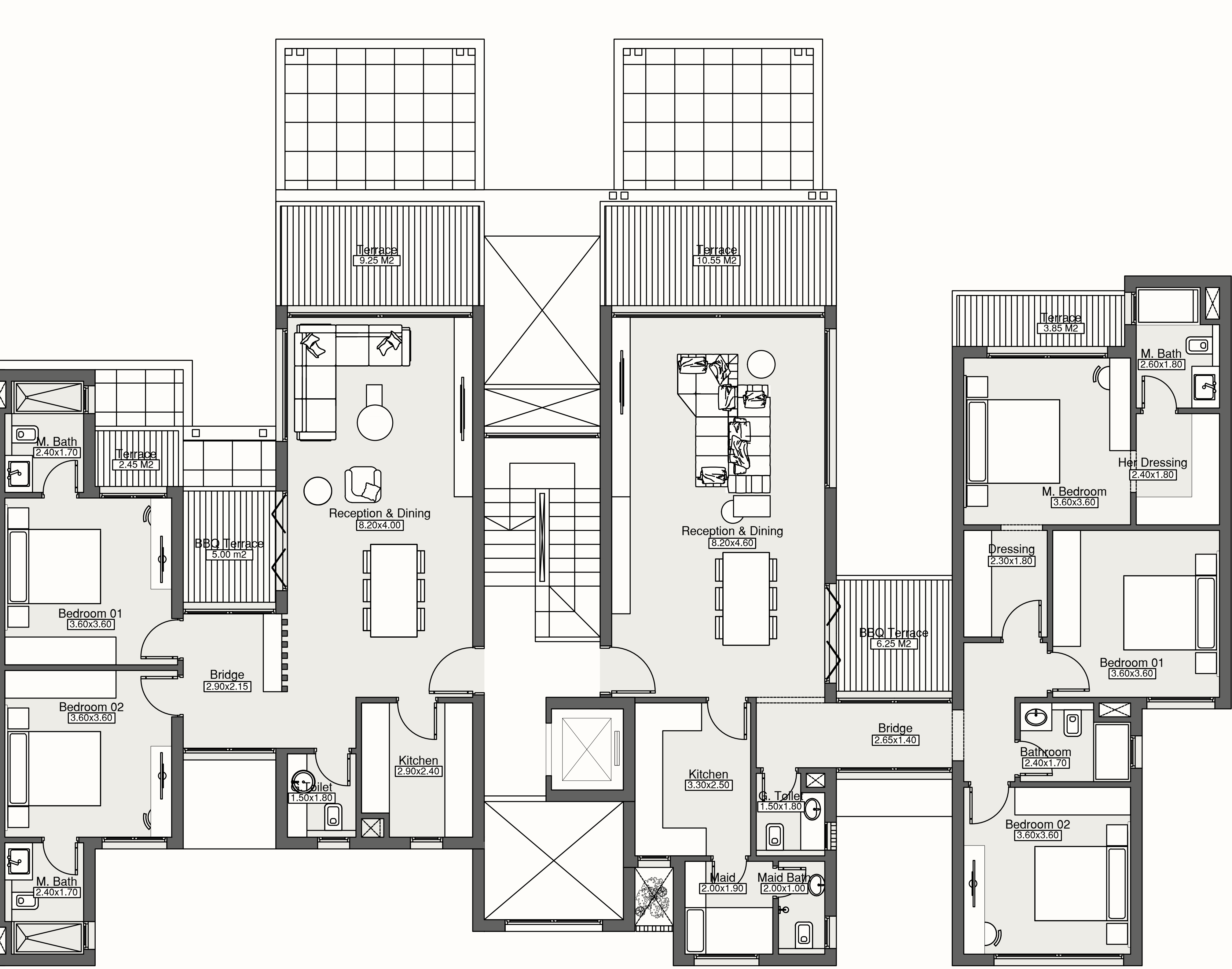
First Floor

3BR Apartment

Average Total Sellable Area	178.5m ²
Average Gross Area	165.7m ²
Average Terraces Area	14.3m ²

2BR Apartment

Average Total Area	127m ²
Average Gross Area	114m ²
Average Terraces Area	13m ²



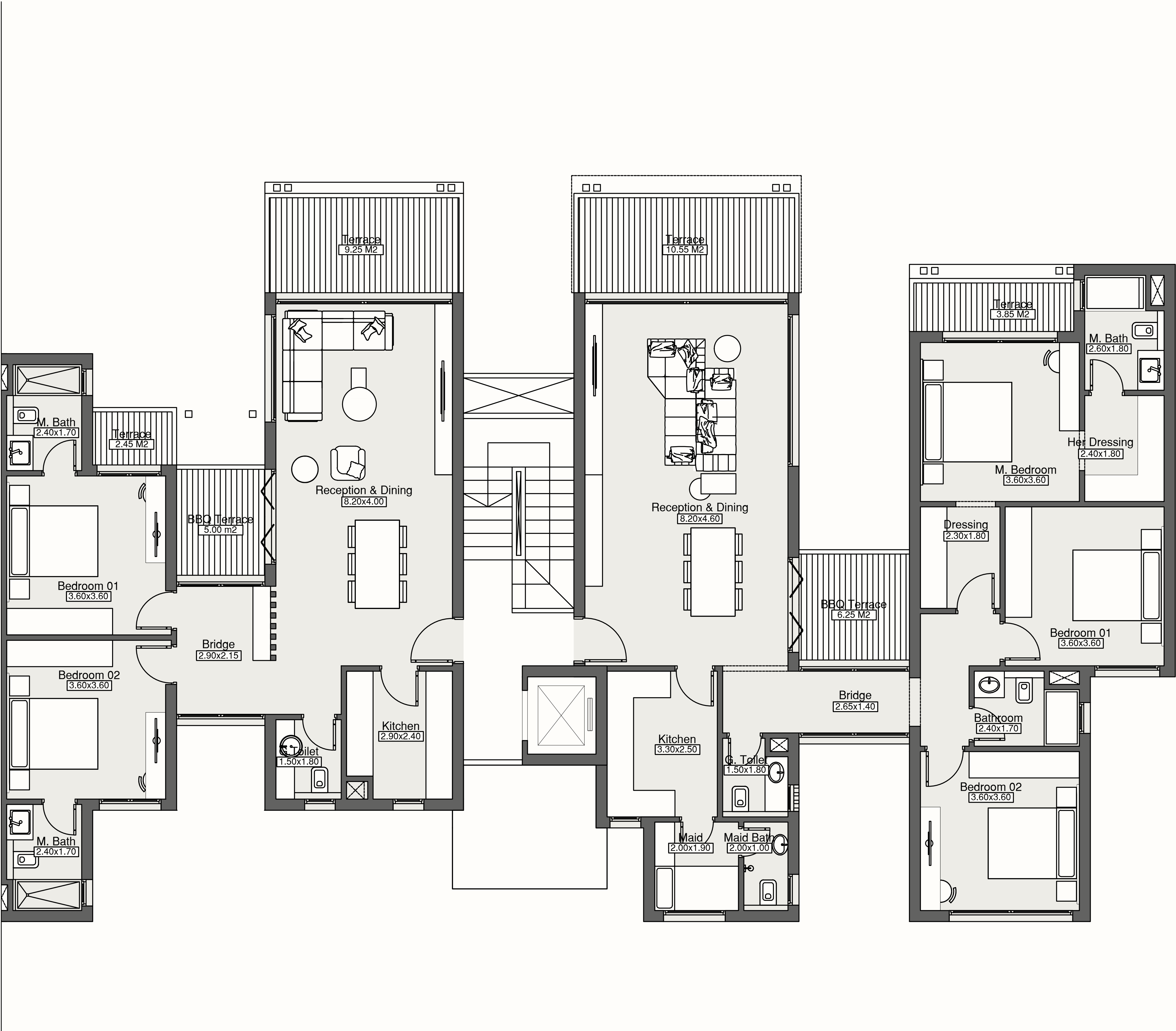
Second Floor

3BR Apartment

Average Total Sellable Area	178.5m ²
Average Gross Area	165.7m ²
Average Terraces Area	14.3m ²

2BR Apartment

Average Total Area	127m ²
Average Gross Area	114m ²
Average Terraces Area	13m ²



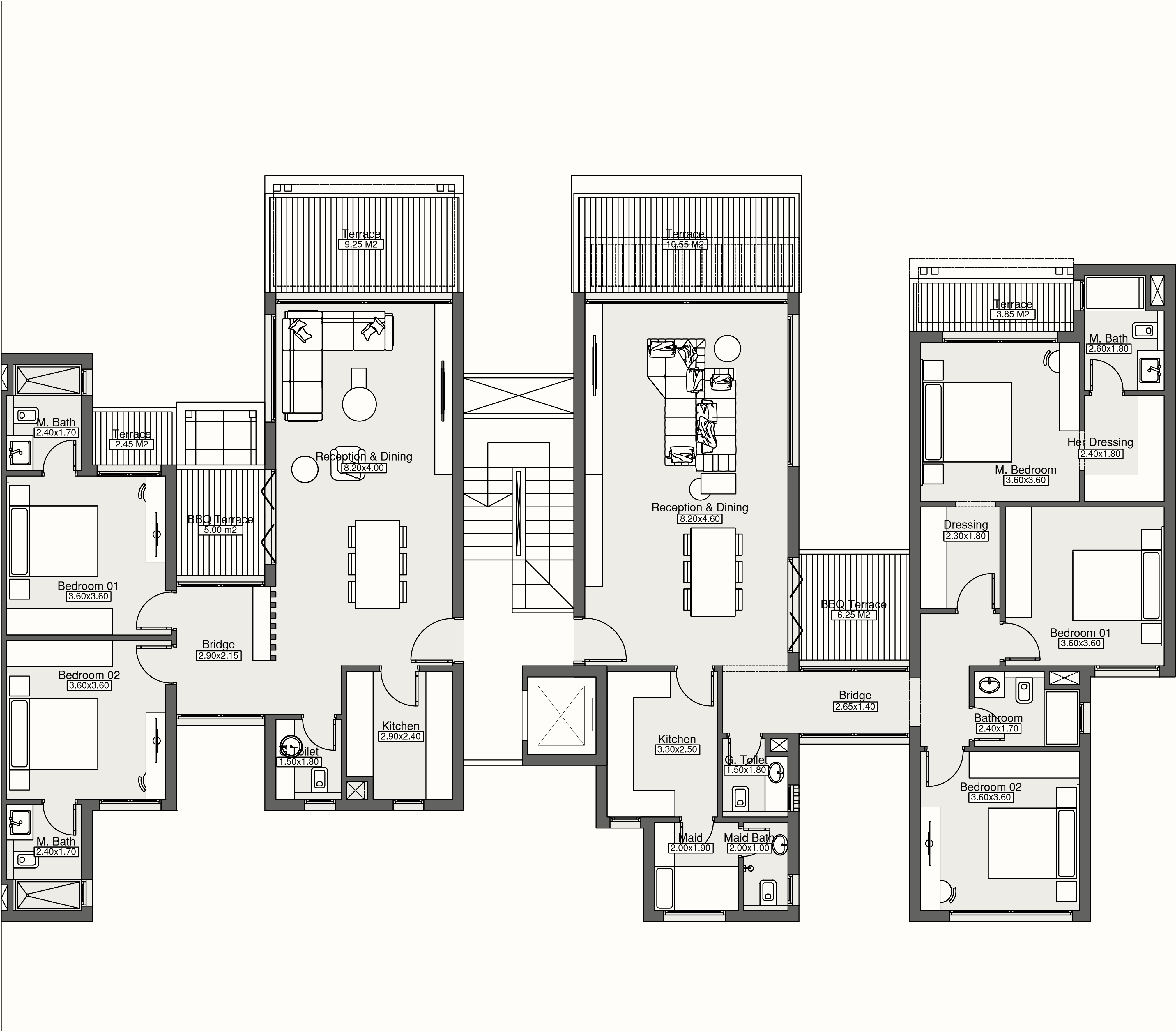
Third Floor

3BR Apartment

Average Total Sellable Area	178.5m ²
Average Gross Area	165.7m ²
Average Terraces Area	14.3m ²

2BR Apartment

Average Total Area	127m ²
Average Gross Area	114m ²
Average Terraces Area	13m ²



Disclaimers

FLOORPLAN DISCLAIMER

- 1. Drawings are not to scale.
- 2. All rooms dimensions are measured wall to wall excluding wall finishes, structural elements, and construction tolerances. Also, the structural design and permits requirements may have an impact on the plans and dimensions by adding or removing structural elements.
- 3. All materials, dimensions and drawings might be slightly changed without notice. Actual areas may vary from the-stated area subject to construction or permits.
- 4. Drawings are not to scale. The developer reserves the right to make revisions throughout the design and construction process.
- 5. Actual front windows, porches, terraces, loggia, and exterior trim detail may vary due to design functionality, constructability and/or permits requirements.
- 6. Pools, water features, plantation and indoors and outdoors furniture are not included.
- 7. Only the Main Structure of Car Parking Canopy and Background Terrace Canopy are included. All canopies secondary ribs/beams as well as shown wooden pergolas structure and cladding are not included. Guidelines for implementing it after delivery will be provided then.
- 8. Unit orientation as well as layout allocation and mirroring depend on the plot location and urban design parameters. The shown layouts are only for Illustrative Purposes.

MASTERPLAN DISCLAIMER

- 1. Drawings are not to scale.
- 2. The developer reserves the right to make technical revisions, without notice.
- 3. Plot shape and area may vary following the location of the unit and the masterplan authority approvals.

EXTERIOR RENDERS DISCLAIMER

- 1. The facades may be subject to minor amendments without prior notice.
- 2. Specification, materials and/or colors might be changed based on the final design and material availability, actual unit finishings for front windows, porches, terraces, loggia, and exterior trims may vary by elevation styles and floor level.
- 3. The facades surroundings and effects are for illustrative purposes.
- 4. Pools, water features, plantation and indoors and outdoors furniture are not included.
- 5. Only the Main Structure of Car Parking Canopy and Background Terrace Canopy are included. All canopies secondary ribs/beams as well as shown wooden pergolas structure and cladding are not included. Guidelines for implementing the pergolas after delivery will be provided by then.

INTERIOR RENDERS DISCLAIMER

- 1. All materials, specifications, colors, and furniture layouts are provided as a design alternative and may be subject to change and alteration without notice depending on availability of specified materials, specification and/or colors.
- 2. Finishing will follow the specs clarified in Contract Annexes. The shown look and feel are only for Illustrative Purposes and does not include additional finishing materials, furniture, paintings, and accessories that are not included in the deliverables.
- 3. Skylight feature design details may be subject to change without notice depending on design intent, functionality constructability and permits approvals. The features shown are only for Illustrative Purposes.



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& places.