



SWAY

WORK | PLAY

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WORK

The time has come for every business to feature a reflective address on their business cards and to create coherent working spaces that is reliable in terms of functionality and productivity. Sway introduces Class A office spaces and clinics designed for growth by field experts.



PLAY

It's not necessarily that miscellaneous plans take place in different venues. Besides offering premium office spaces, Sway strikes a balance between a dynamic mix of uses including Restaurants, Cafes, Retail Stores, a Hypermarket, and a Health & Wellness Center.





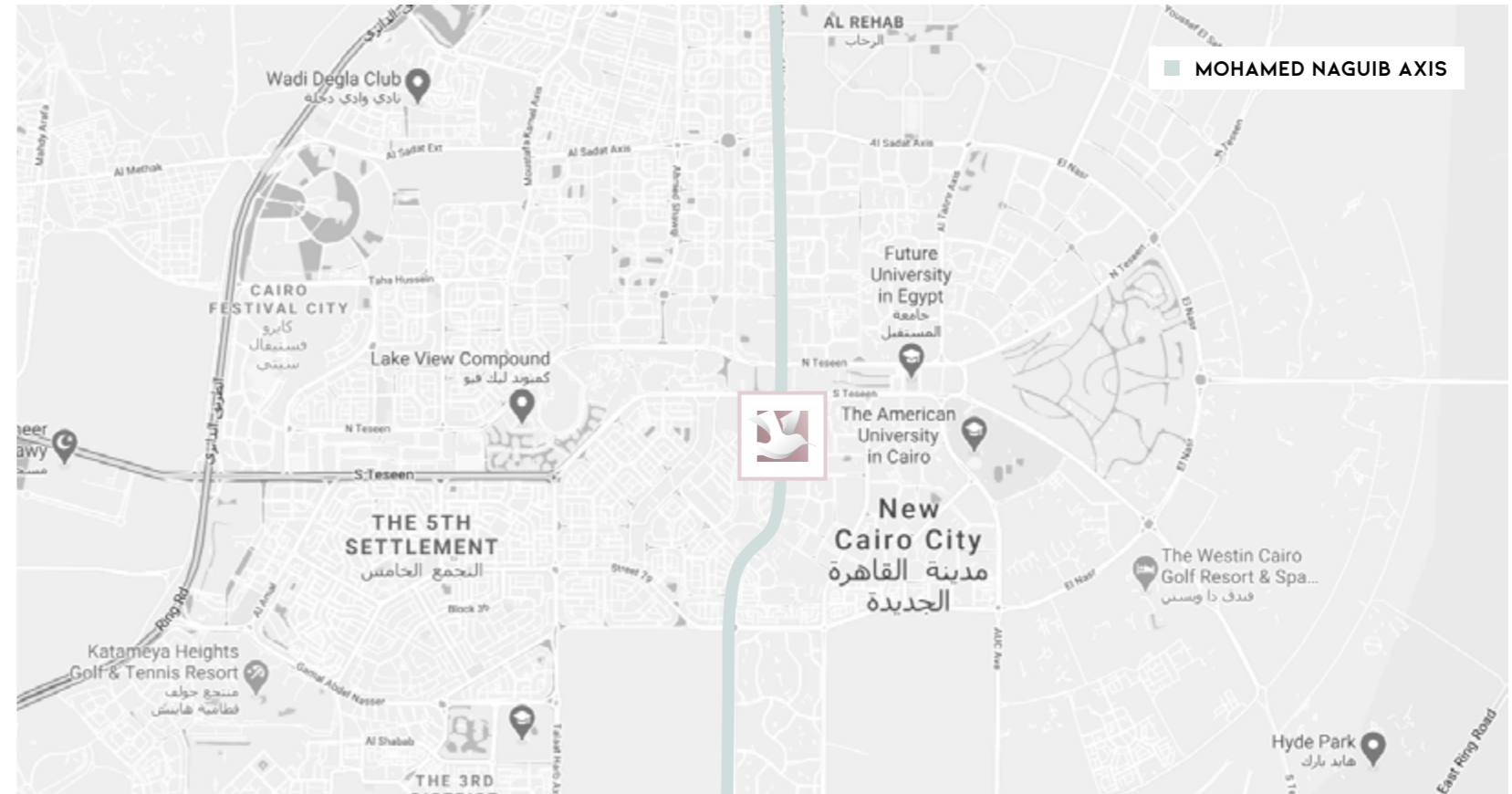
SWAY

A transformative mixed-use complex debuted to revitalize one of New Cairo's most thriving avenues and to take over the cityscape of the entire Mohamed Naguib axis. Designed with varied uses in mind, Sway seamlessly integrates Retail Units, Clinics, and Office Spaces into one fabric. Sway is a thoughtful response to the community's demand for more classy administrative and commercial spaces with ample parking areas and within a well-managed and secure environment.

Sway your way.

CONNECT

The exact center point of New Cairo is where Sway lays a pin, an exceptional spot surrounded by plenty of residential compounds, sporting clubs, headquarters, and commercial venues. Despite the liveliness of the district, still, the growth of residential communities requires an equivalent expansion in the medical, commercial, and administrative developments, which all lie within the sphere of Sway.



Over the past few years, Mohamed Naguib Axis has gradually become a district for A-Class commercial and mixed-use venues. The overpowering attractiveness of the axis demographics and its proximity to almost every major road in Cairo exposes Sway to a flow of highly preferable audiences. The regional success of multiple malls and complexes on Mohamed Naguib Axis is like a seal of guarantee to the location potentiality.



RELATE

Coping with the urban awakening of modern Egypt, Sway features a 145 meters long facade that fuses hard edges with wavy lines in an architectural model that leaves a stunning impression every time and enables the brands operating inside to dominate the street view with their storefronts. Sway is comprised of a basement, a garage/hypermarket lower ground, retail ground & first floors, and administrative second & third floors. The two escalators centering the building are positioned to encourage pedestrian movement and to draw activity from nearby districts. Envisioned for the office spaces is a simple yet powerful stroked rectangular glass curtain atop the building with an inspiring view inside out. As one approaches the north side of the complex the hypermarket will be the hero of the scene, the 1200+ Sqm market-side by side with other anchor shops-will act as a major traffic magnet for the entire complex.





ACQUIRE

In Sway, a book is never judged by its cover. Surely, an impressive outward appearance is a must, but interior design can act as a turning point between acquiring a prestigious image and visitors looking to flee from the nearest exit point.

There's a thin line when it comes to space proper utilization, if crossed, overcrowding is an inevitable result. That's why the functionality of each zone was prioritized in order to achieve balance, keeping in mind the scale and size of all objects, while placing privacy and security first. Sway's interior is mastered to allow visitors to experience deceptively simple designs.



Man-made items and nature were mixed with the brilliant placement of windows, doors, light sources, and mirrors, which make the place naturally bright during day time, and elegantly vibrant at night, leaving clean reflections on our glossy floors and fancy ceiling pendants.

Each corner is invested wisely to maintain symmetry and help guide eyes while evoking feelings of freedom and warmth by picking the right items and placing them in the right place.



BALANCE

It doesn't only have to look good but also feel good to be present, which brings another dimension to the space—the vibes. Sway mixed the textures within a space which gave a subtle sense of depth and contrast. Layering the details is what matters, from choosing polished marble and creating patterns to lampshades and mirror shapes to set the mood.





Functional deficiencies are carefully estimated side by side with how the elements in the place can be adjusted to better fit those who work or hang out at Sway. Anticipating movement patterns is a proven methodology to provide an optimal pedestrian experience.

Breathe

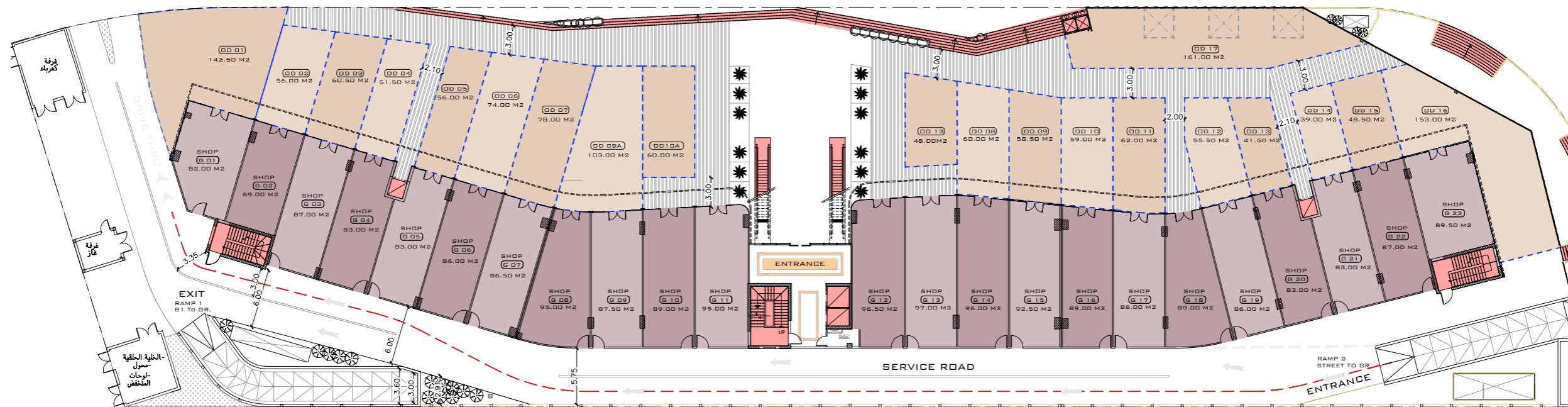
BASEMENT



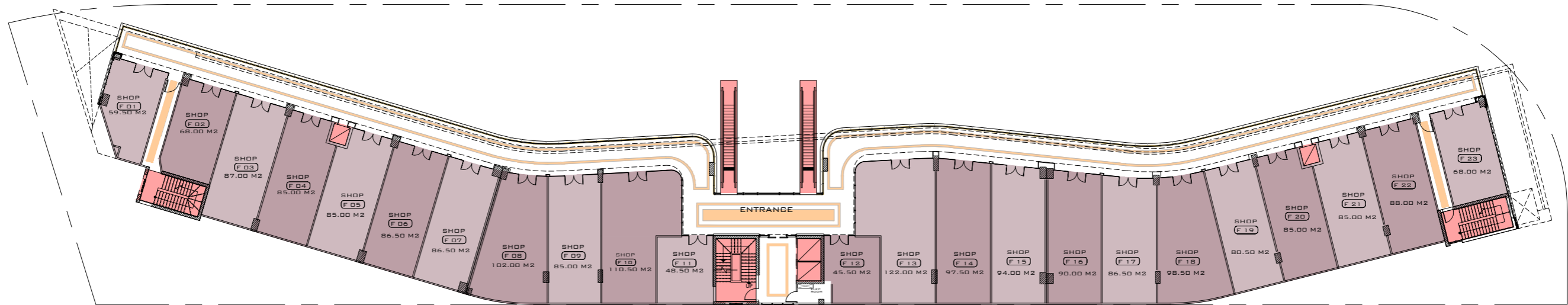
L GROUND



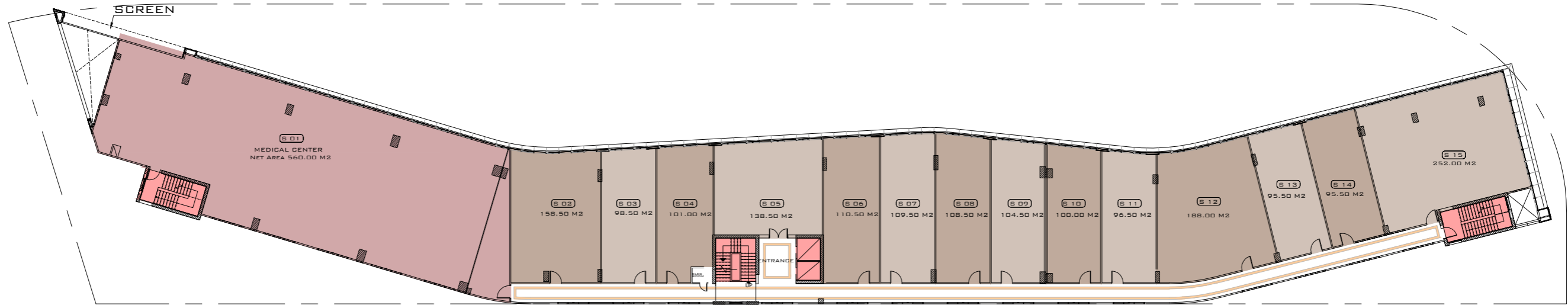
GROUND



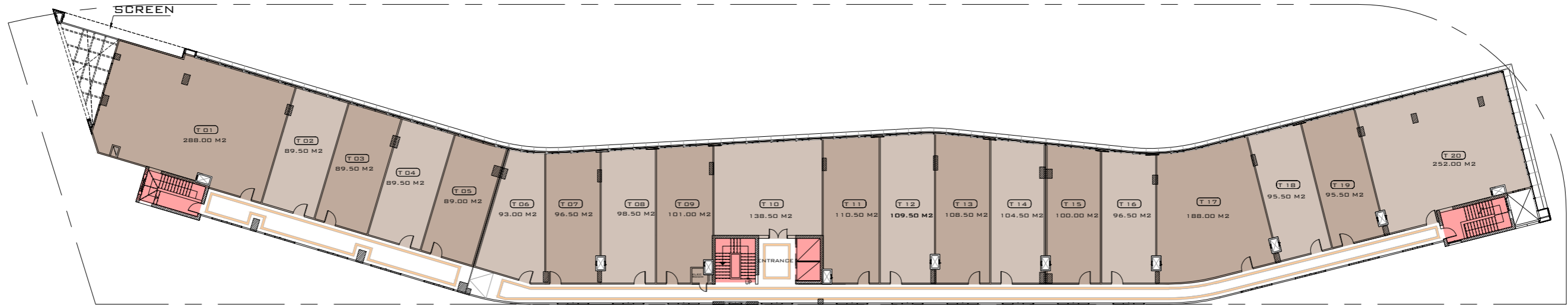
1ST FLOOR



2ND FLOOR



3RD FLOOR



TRUST

Expertise is the key to every flawless development, and Sway is not a lonely child, it's preceded by 3 successful mixed-use complexes developed by Al-Rabat Properties/Ezz Fahmy alliance, developments include B303, B255, B424, and still more in the pipeline. The alliance has always adopted sustainability and efficient use of resources, the complexes developed by AlRabat/Ezz Fahmy are mostly characterized by usability, smartness, and ease of access, the thing that made these developments rapidly embraced by their communities and encouraged the alliance to pursue bigger dreams in this field embodied in Sway as the cherry on top for this partnership.



20,000 M²
Built-up Area



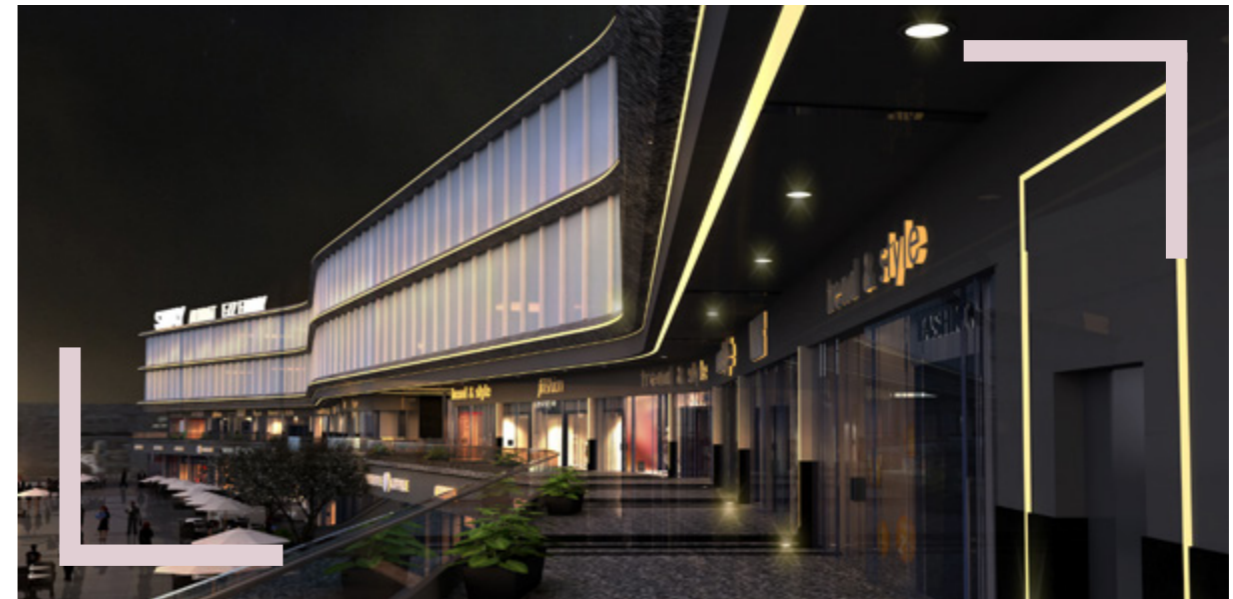
10,500 M²
Parking Area



6,250 M²
Land Area



145 M
Façade Length



ALRABAT PROPERTIES

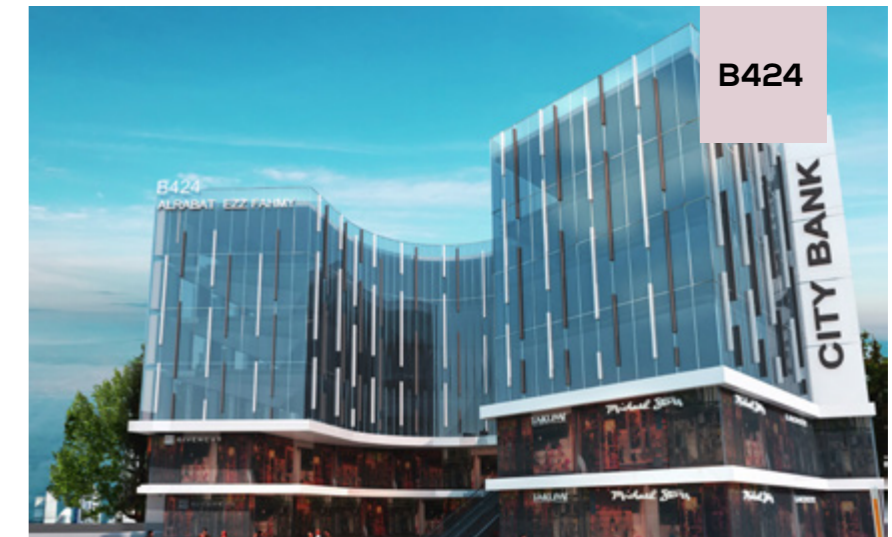
Number 1 medical complexes developer nationwide, one of the top five mixed-use complexes in Egypt, and the developer of Egypt's first eco-friendly mall. For more than 4 decades, AlRabat Properties has been committed to building for the triple Ps; Prosperity, Professionalism, and Prioritizing Communities. AlRabat Properties is a pioneer in applying the world's most recent theories in specialized real estate development. As service-oriented facilities are getting trendier, AlRabat is proven to be just on the right track. Today AlRabat boasts the ownership of a group of market-leading developments including Medical Park, The Yard, and The B Series.



B303



B255



B424

EZZ FAHMY

With over 50 years of experience in real estate development, Ezz Fahmy Development and its consulting arm EHAF Consulting Engineers have an absolute commitment to delivering state-of-the-art projects that transform people's lives. Ezz Fahmy Development has an intimate knowledge of the local Cairo market and is well acquainted with the needs of local and international companies. EHAF has developed thousands of spaces in the middle east region ranging from G+03 towers to G+60 towers with all amenities. EHAF is worldwide ranked #17 in PM/CM for projects by the engineering news records, #15 in office complexes, and #121 in design consultancy firms by the ENR.

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