

BOTANICAL {GLOSSARY}

ΟΓΑ

ZED
BROCHURE

EAST


SPARK —
HAPPINESS



SPARK — HAPPINESS

by **OGA**

WE {DREAM} BIG

*"We design to make a difference and bring happiness.
We embrace creativity, innovation, sustainability and
harmony. We are more than developers."*

Naguib Sawiris, Chairman



SPARK — HAPPINESS



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*Looking out the window.
 We do it when we wait for something.
 When we daydream.
 When we need a moment alone.
 To refuel and find something to be happy and grateful for.
 Our view from our homes shapes how we view the world.
 And seeing grey doesn't spark happiness.
 We create ecosystems, where nature greets you from your urban abode.
 Where families grow at the pace of roots, reaffirming themselves in the ground.
 Where everything you need to live a purposeful life, is close enough, but never in your way.
 Where connection doesn't mean escaping into a screen.
 It means looking out your window.
 Or conversing with others around you.*

*Where it isn't about being impressive or on trend.
 It's about being real, alive and well.*

There is a way for modernity and nature to coexist harmoniously. We know this to be true, because we've done it before.

We were never about being the smartest, tallest or biggest. But always about being the most real, richest and healthiest. We may build with brick and mortar, but our purpose is to create spaces that spark happiness through nature and connection.

And when you put everything that matters to human beings together harmoniously, you can make that happen.

*We view the world differently.
 You can too.*

A BREATH OF FRESH AIR IN NEW CAIRO.

WE KNOW WHAT MAKES PEOPLE HAPPY.
WE'VE BEEN SPARKING IT ALL OVER EGYPT.
NOW IT'S TIME FOR NEW CAIRO TO LIGHT UP AS WELL.

The seed we planted for ZED East sprouted in the sands between New Cairo and the Capital City. Over 50% of the 400 feddan area is living greenery, stretched out in every corner of the project.

A replica of ZED El Sheikh Zayed, the gorgeous development includes retail, office and clinics to serve the residential-led community.

The project offers standalone villas, twin houses, town houses, chalets and duplexes, all connected to landscape gardens. The unlimited greenery follows all residents from every vantage point.

Think of expansive park stretches. Interconnected courtyards. A community of like-minded people who genuinely cherish the space that they call home.

With a pioneering sports club, commercial complex and university, ZED East dedicates itself to building people from the ground up, physically and psychologically.

Put people and nature together and watch that spark glow. Connect them to what matters, be it sports, retail, services or leisure, and watch that glow turn into full on fireworks.

Bringing happiness to the East, leaf by leaf, brick by brick.





THE ZEN OF URBAN LIVING



WHEN 50% OF A SPACE IS GREEN, YOU KNOW THAT LIVELINESS IS A GIVEN.

The residential offerings of ZED East are horizontal and vertical, versatile and catering everyone. Single-family clusters include standalone, twinhouses, townhouses, chalets and apartments. Some apartments overlook our lush green clusters while the club residence apartments enjoy the view of the vivacious club.

The university at ZED is a pioneering concept aiming to nurture the physical body and empowered souls of youth, bringing international sports academies to Egypt. We have partnered with ESLSCA University to reform the sports education sector in Egypt.

The aim is to expand the fields of application for sports, sport exercise, exercise science and sports management for athletes.

ZED Sports Club is for all sports enthusiasts wanting to integrate a healthy mode of living into their life. Spoiled with various sports courts and swimming pools, the club just needs one thing: your energy.

Zed East complex is the momentous area where social happenings occur without interrupting the zen nature of the space.

We dare to say that ZED East is an immaculately planned and calculated space that has an answer to everything we as humans desire.



ONE {SPARK} LEADS ++TO ANOTHER++

Whoever said that one small positive thing could create a domino effect of happiness throughout your day wasn't lying.

That's how we planned ZED East out. We made sure that all spaces, the greenery, the standard of the facilities, the generous offerings and overall energy of the place all fit like puzzle pieces. Together, they create a place brimming with beautiful energy.

We want families to raise their own amidst the modernity of urban capsules while still being intertwined with life-fueling fauna.

We want the best ideas to come to innovators and creators as they stroll in our parks.

We want every sports player to feel like a champion in their own right, not with medals but simply because they chose to put their bodies and health as a priority.

We want the lifestyle of the development to put everything in perspective for our community. To realize what truly matters and what can wait.

In short, we want to create a space where happy and meaningful people can flourish, however they need to.

That's the lifestyle we want you to lead at ZED East.





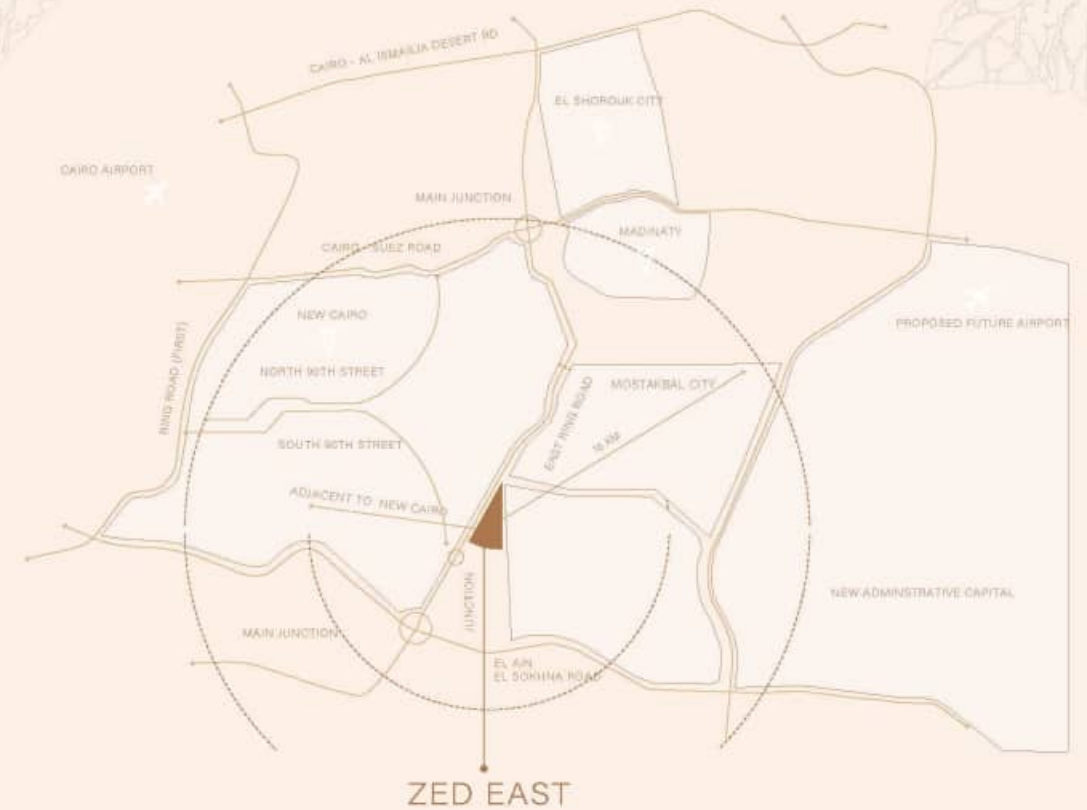
LEAF BY LEAF, BRICK BY BRICK.

LOCATION

Although ZED East is a tranquil development, it is in tune with the future of Egypt, situating itself at the brim of the New Capital. In no time, it'll be the oxygen-beating heart of this ever-developing area.

It is strategically located at the end of South Teseen road, adjacent to New Cairo, ZED East is effortlessly connected to East Ring Road, Ain Al Sokhna Road and the regional Ring Road.

The development introduces a new variant amidst the traditional offerings of New Cairo's developments.





MASTERPLAN

ZED EAST BROCHURE

SECTION V



BOTANICAL {GLOSSARY}
PLANT NO. (02)
// FICUS CURLY



HAPPINESS {STARTS} IN (YOUR)
++ GREEN HAVEN ++

SPARK — HAPPINESS

ZED East is a vivacious, triangular complex of land, zoned out into circular clusters all overlooking green spaces, the Club or large open courtyards.



FUTURE
EXTENSION



BOTANICAL {GLOSSARY}
PLANT NO. (03)
// MOTH ORCHID



HAPPINESS {STARTS} IN (YOUR)
++ GREEN HAVEN ++



SPARK — HAPPINESS

GIVING YOU THE SPACE TO BREATHE

A stunning backdrop to your life. We're beautifying using the raw colors of nature as the palette of the development.

The architectural language of all the homes are assorted, allowing eyes to curiously trace the intriguing yet harmonious lines and shapes of the structures.

Each zone, although unique in character, is designed in a way that makes sense. No two courtyards or streets are the same. Yet the comprehensive network of paths for walkers, cyclists and drivers don't interrupt each other.

The free flowing topography of lush greenery provides spacious views from walkers and residents alike. Like a body's oxygen circulation system, the design of the space is created to create an ever flow of energy in the development.

Space is a luxury nowadays, and we intend to maximize its potential at ZED East.





BOTANICAL {GLOSSARY}
PLANT NO. (04)
// GOLDEN POTHOS



HAPPINESS {STARTS} IN (YOUR)
++ GREEN HAVEN ++

SPARK — HAPPINESS

PLANT NO. (04) // GOLDEN POTHOS

- 01 A plant with heart-shaped green leaves that are variegated with white, yellow or pale green striations from the Solomon Islands in the South Pacific.
- 02 Lives perfectly with owners who love low light and tend to be a little forgetful with watering.
- 03 She doesn't like animals at all, so keep her high up where your pets can't reach them as a hanging plant.
- 04 Likes to be misted every once in a while.



ZED _____ EAST
BROCHURE _____

BOTANICAL NAME	_____	Epipremnum aureum
SUN EXPOSURE	_____	Full sun, partial shade
SOIL TYPE	_____	Moist but well-drained
SOIL PH	_____	Neutral to acidic
BLOOM TYPE	_____	Does not flower
FLOWER COLOR	_____	Does not flower
NATIVE AREA	_____	South Pacific

(HOME) MEANS
++ SOMETHING ++
DIFFERENT TO {US A' L}
// FIND YOURS

-
- A. SAGE
Standalone villas | Big villas | Twinhouses | Townhouses
-
- B. MINT
Chalets | Duplexes
-
- C. C1 APARTMENTS
C2 APARTMENTS
-
- D. CLUB RESIDENCE
Apartments with ZED Club view
-

SAGE {VILLAS}

The villas at ZED East are the embodiment of harmony. Their aesthetic palettes and unifying architectural structures, even though they come in four varying sizes.

Simple materials with playful designs make every unique ooze with a lively spirit, while still imbuing a zen energy.

With so much room to grow and flourish, the villas at ZED East will play a beautiful part in this chapter of your life.



VILLA SMALL (A) STREET VIEW



VILLA MEDIUM (B) GARDEN VIEW



EXTERIOR

BOTANICAL GLOSSARY

SECTION VII

VILLA SMALL (C) STREET VIEW



VILLA (XL) GARDEN VIEW



ZED EAST TROCHURE

BOYD GLOSSARY

SECTION VI



SAGE

SAGE {TWIN} AND ++ (TOWNHOUSES)

Crisp lines, earthy nuances, connected with a unifying wall. The twin and townhouses at ZED East are adorned with balconies and terraces, letting you view the world around you from a refreshing perspective.



BOTANICAL GLOSSARY ZED EAST PRODUCE

SECTION VII

TWINHOUSE GARDEN VIEW



TWINHOUSE STREET VIEW



TOWNHOUSE STREET VIEW




MINT {CHALETs} ++ DUPLEXES

The chalets of ZED come in two prototypes: G+ garden and first floor with a penthouse. Clear, simple lines decorate the chalets as they soar 4m high. Well-thought-out and structured, the chalets provide a clear palette for every homeowner to add their own personal touch. The two prototypes offer a G+ garden and first floor with a penthouse.

The duplexes of the MINT cluster are not short on space either. Treat it like your new intimate sanctuary, by allocating and partitioning your space however you see fit.

P.78
ZED EAST BROCHURE
BOTANICAL GLOSSARY
SECTION VII



MINT ++ CHALET STREET VIEW



MINT ++ DUPLEX STREET VIEW



C1&C2 APARTMENTS



C1&C2 APARTMENTS

The bright apartments that overlook lush green spaces really help you romanticize life a little better. Every time you open a window, you let in life that inspires the one you create between your four walls. The appropriately sized apartment layouts create seamless flows of energy for families of all sizes.

With so much character and spirit, spotting your apartment as you walk towards your building will always put a relaxed smile on your face.



CLUB RESIDENCE OVERLOOKING // ZED CLUB

The Club Residence apartments at ZED East are the embodiment of harmony. They have a heterogenous architectural palette. The materials are concise and clean but are used carefully to establish a series of distinct languages. The apartments overlook the club, providing a prime view that bustles with life.

The interplay of solids, voids, and light and dark create a playful, lively energy for the club residence apartment buildings.







BOTANICAL {GLOSSARY}
PLANT NO. (05)
// BOSTON FERN



HAPPINESS {STARTS} IN (YOUR)
++ GREEN HAVEN ++

SPARK — HAPPINESS

PLANT NO. (5) // BOSTON FERN

- 01 Boston Fern is a very popular houseplant that isn't a huge fan of high sunlight needs.
- 02 She stays evergreen with her sword-shaped, blue-green foliage.
- 03 She loves balanced temperatures and gets distressed in extreme weather conditions.
- 04 Would blossom and look beautiful near your cool-toned or neutral furniture and gold decor.



ZED
BROCHU

EAST

BOTANICAL NAME	_____	Nephrolepis exaltata
SUN EXPOSURE	_____	Partial
SOIL TYPE	_____	Moist, well drained
SOIL PH	_____	Acidic
BLOOM TYPE	_____	Non-flowering
FLOWER COLOR	_____	Non-flowering
NATIVE AREA	_____	America, Africa

THE {DELICATE} // DETAILS THAT SPARK HAPPINESS.

Upholding the premium standards of ZED is uncompromisable. Our team of experts have handpicked the best finishing materials to create zen havens out of bland brick and mortar.

Neat, well executed finishings glaze the walls and floors of every urban space at ZED East. Even the most minute detail is counted for.





BOTANICAL {GLOSSARY}
PLANT NO. (06)
// BAMBOO PALM

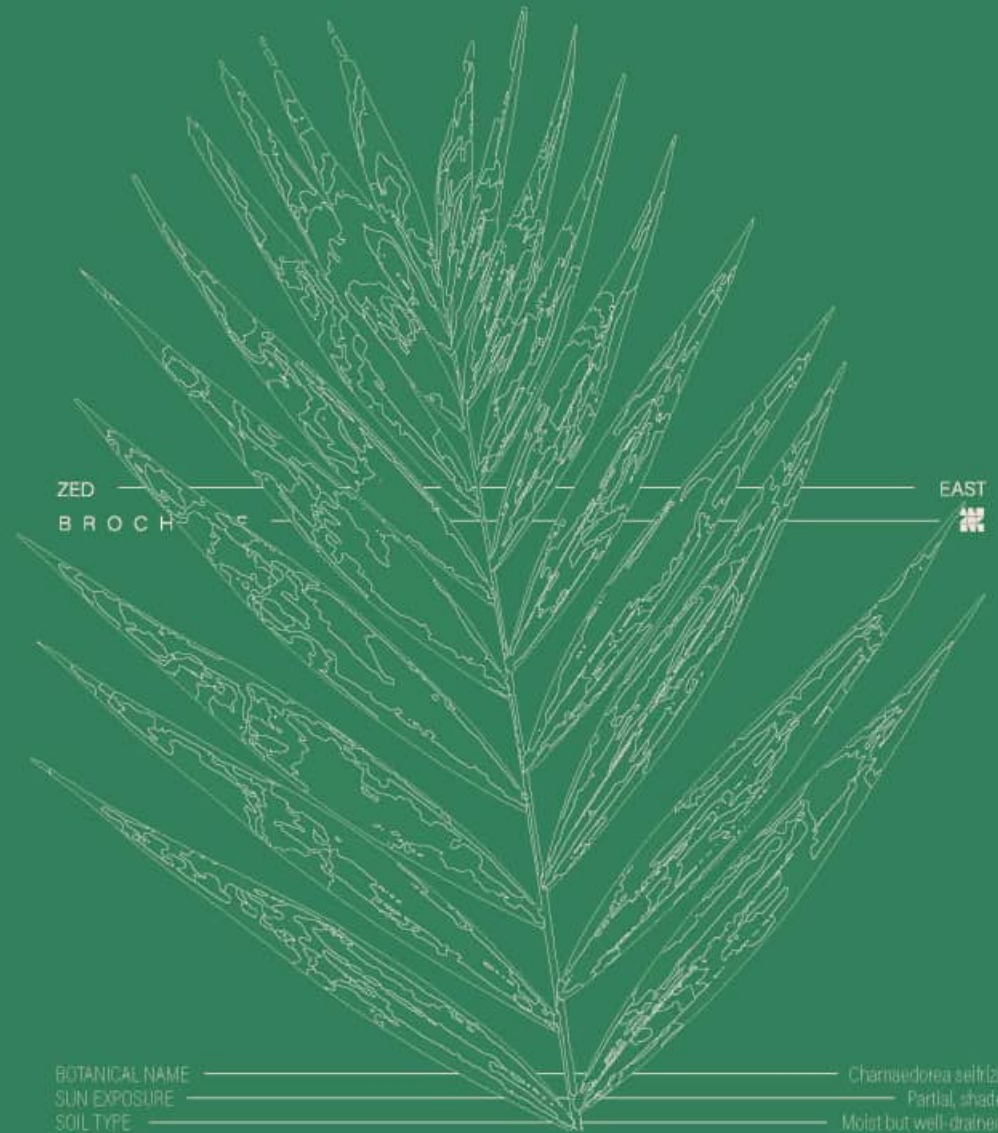


HAPPINESS {STARTS} IN (YOUR)
++ GREEN HAVEN ++

SPARK — HAPPINESS

PLANT NO. (06) // BAMBOO PALM

- 01 A tropical plant native to Mexico and Central America.
- 02 She adores corridors with low and indirect light.
- 03 She spends most of her time cleaning the air around her.
- 04 With such a great character, you need to give her space to bloom.
- 05 She loves to put on a good show and adds a tropical feel to any bedroom that needs an oomph.



BOTANICAL NAME	Chamaedorea seifrizii
SUN EXPOSURE	Partial, shade
SOIL TYPE	Moist but well-drained
SOIL PH	Acidic, neutral
BLOOM TYPE	Spring, summer
FLOWER COLOR	Yellow, orange
NATIVE AREA	Central America



WHICH (PLANT) WILL {YOU}
++ TAKE HOME? ++

ALIGN WITH YOUR NATURAL INSTINCT.

When we observed how people interacted with the flora around them, we realized two things: they either enjoy it in absolute solace or use it to connect to the people around them more deeply.

That's why ZED East is curated to host the deep thinkers who need a few minutes alone during their practice or introspection and also the groups of families and friends that want to picnic, barbecue or just soak in the sun.

Central plazas and play areas are distributed around the development for every homeowner to feel free in.



SPORTS CLUB



BOTANICAL {GLOSSARY}
PLANT NO. (07)
// FICUS GINSENG



HAPPINESS {STARTS} IN (YOUR)
++ GREEN HAVEN ++



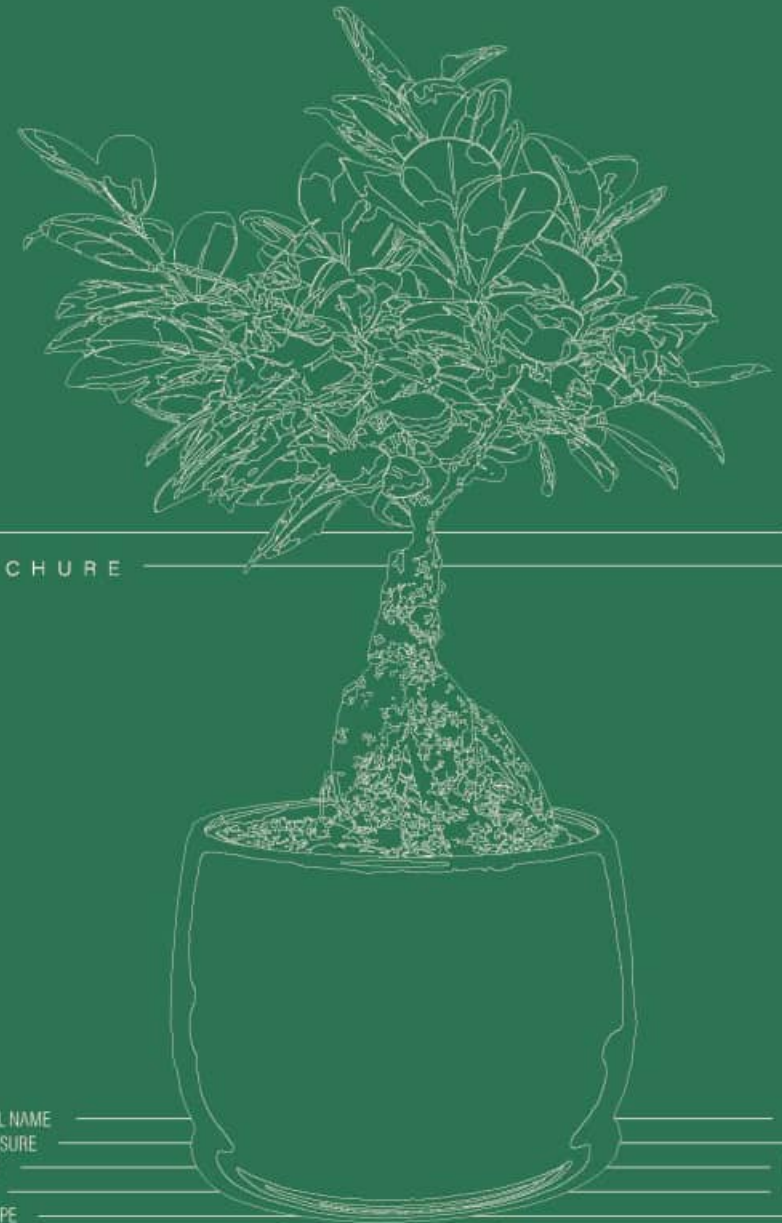
SPARK — HAPPINESS

- 01 A quirky plant with branched aerial root-bearing sturdy oval shiny leaves from Japan.
- 02 She's easy to live with, looks extremely unique and loves her attention but isn't difficult.
- 03 When she wants to go on a summer holiday, put her on the patio.
- 04 When indoors, put her as a focal point in the room if you want to add a little Ancient Japanese vibe to your dining or living room.
- 05 She loves to brighten spaces up with her textures and tones, so place her near darker furniture to create a fun contrast

PLANT NO. (07)

// FICUS GINSENG

OGA



ZED _____ EAST
 BROCHURE _____

BOTANICAL NAME	_____	Ficus retusa
SUN EXPOSURE	_____	Full Sun
SOIL TYPE	_____	Well drained
SOIL PH	_____	Acid, Neutral
BLOOM TYPE	_____	n/a
FLOWER COLOR	_____	n/a
NATIVE AREA	_____	Southeast Asia



WHICH (PLANT) WILL {YOU}
++ TAKE HOME? ++



LIVELY ENERGY

The kinetic energy of ZED East. For those who just enjoy the beauty of sports, ZED Sports Club fortifies and recalibrates your system with 40 feddans worth of various sports courts, classes and swimming pools along with stadium to enjoy all kinds of sport engagements. It provides international academies for all popular sporting fields as well.





UNIVERSITY



BOTANICAL {GLOSSARY}
PLANT NO. (08)

// CHINESE EVERGREEN 

HAPPINESS {STARTS} IN (YOUR)
++ GREEN HAVEN ++

SPARK - HAPPINESS

PLANT NO. (08)

OGA

// CHINESE EVERGREEN

- 01 An attractive, decorative plant native to Asia with large, narrow and glossy oval leaves on short stems.
- 02 As she gets older, she blooms more flowers during spring or summer.
- 03 She's popular because she's easy going, and adds so much personality with her dark green and silver to red variations.
- 04 Place her in indirect sunlight away from the cold where your dogs and cats can't reach her.



ZED
BROCHURE

EAST
M

BOTANICAL NAME	Aglaonema commutatum
SUN EXPOSURE	Partial shade, full shade
SOIL TYPE	Peaty, well drained
SOIL PH	Acidic
BLOOM TYPE	Spring, summer
FLOWER COLOR	White
NATIVE AREA	Asia

The background is a solid dark green. Scattered across the page are white line-art sketches of various plant parts, including long, pointed leaves and stems, some with detailed vein patterns. These sketches are positioned in the top right, bottom left, and bottom right corners, framing the central text.

WHICH (PLANT) WILL {YOU}
++ TAKE HOME? ++

START A MOMENTUM

With its pioneering philosophy on sports, the university at ZED East is a major pillar for Egypt and the whole Arab region. In partnership with the Parisian ESLSCA University, the university aims to grow the sports world like never before. The research, teaching, further education and consultation activities revolve around sport exercise.

Swimming, football and racket sports academies are ready to host the new athletes of Egypt. The pioneering curriculum will establish a new ideology and perspective for Egyptians on the meaning of sports.

It will instill students with the proper tools to expand their understanding of sports, skillset, knowledge of exercise science and sport management. The end goal? To prepare a new generation of athletes and sport experts for the competitive and challenging sports business scene.





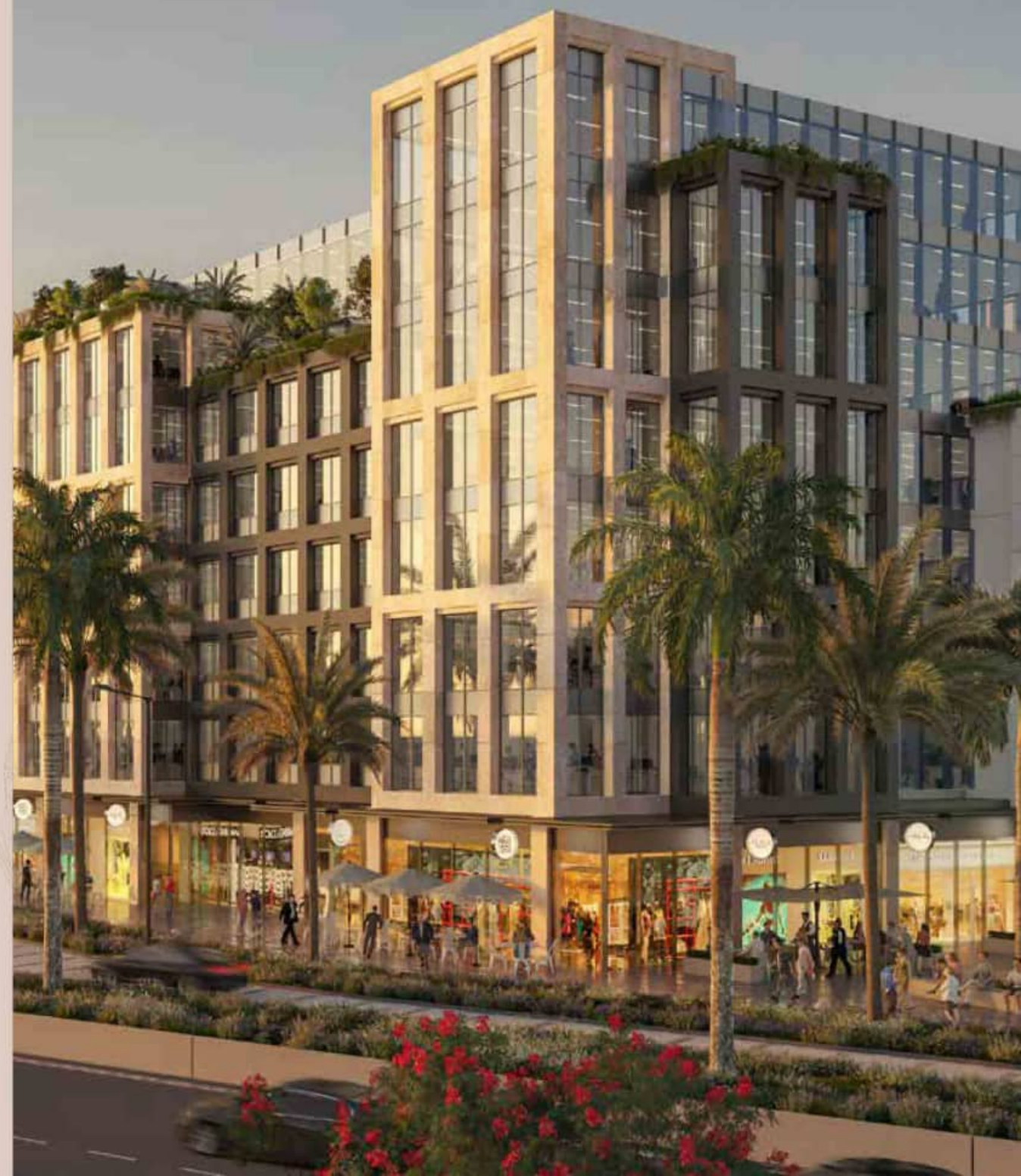
ZED STRIP



IF YOU {LOOK}
CLOSELY, YOU'LL
SEE THAT IT'S (ALL)
// CONNECTED

On the outer border of the development is a commercial complex that'll be bustling with momentous events, an array of prime retail options and satisfying coffee shops and restaurants. Offices will host all sorts of corporate moguls. The clinics also include the leading experts in beauty and health for you to check in with yourself.

We value the luxury of space and quiet living, but still find a way to keep our community connected to the more vivacious side of life too.







ABOUT ORA



BOTANICAL {GLOSSARY}
PLANT NO. (09)
// SNAKE PLANT



HAPPINESS {STARTS} IN (YOUR)
++ GREEN HAVEN ++

SPARK — HAPPINESS

PLANT NO. (09) // SNAKE PLANT

- 01 One of the most popular and hardy species of houseplants with stiff, sword-like leaves.
- 02 She has green banded leaves and a yellow border.
- 03 She filters indoor air from toxic pollutants.
- 04 She spends most of her time converting carbon dioxide into oxygen.
- 05 Place her in the dark corners of your bedroom to add a touch of liveliness to the space.
- 06 She's lovely but isnt the best with cats and dogs.

ZED
BROCHURE

EAST
✦

BOTANICAL NAME	Dracaena trifasciata
SUN EXPOSURE	Partial
SOIL TYPE	Sandy, well-drained
SOIL PH	Slightly acidic to slightly alkaline
BLOOM TYPE	Spring (blooms are rare)
FLOWER COLOR	White
NATIVE AREA	West Africa (tropical)



The background is a solid dark green. There are white line-art illustrations of leaves and plant parts. On the right side, there are several overlapping leaves with detailed vein patterns. On the left side, there are two elongated, pointed leaf-like shapes, also with vein patterns. The text is centered in the middle of the page.

WHICH (PLANT) WILL {YOU}
++ TAKE HOME? ++

AN {URBAN-GREEN} ECOSYSTEM THAT GROWS CREATIVE AND (PRODUCTIVE) // PEOPLE

At Ora, we bring extraordinary visions to life by harnessing the glory of natural landscapes and modern innovations to create pioneering sustainable and impactful developments. We design to make a difference and foster happiness. We embrace creativity, innovation, sustainability and harmony.



GET IN TOUCH



BOTANICAL {GLOSSARY}
PLANT NO. (10)
// AECHMEA

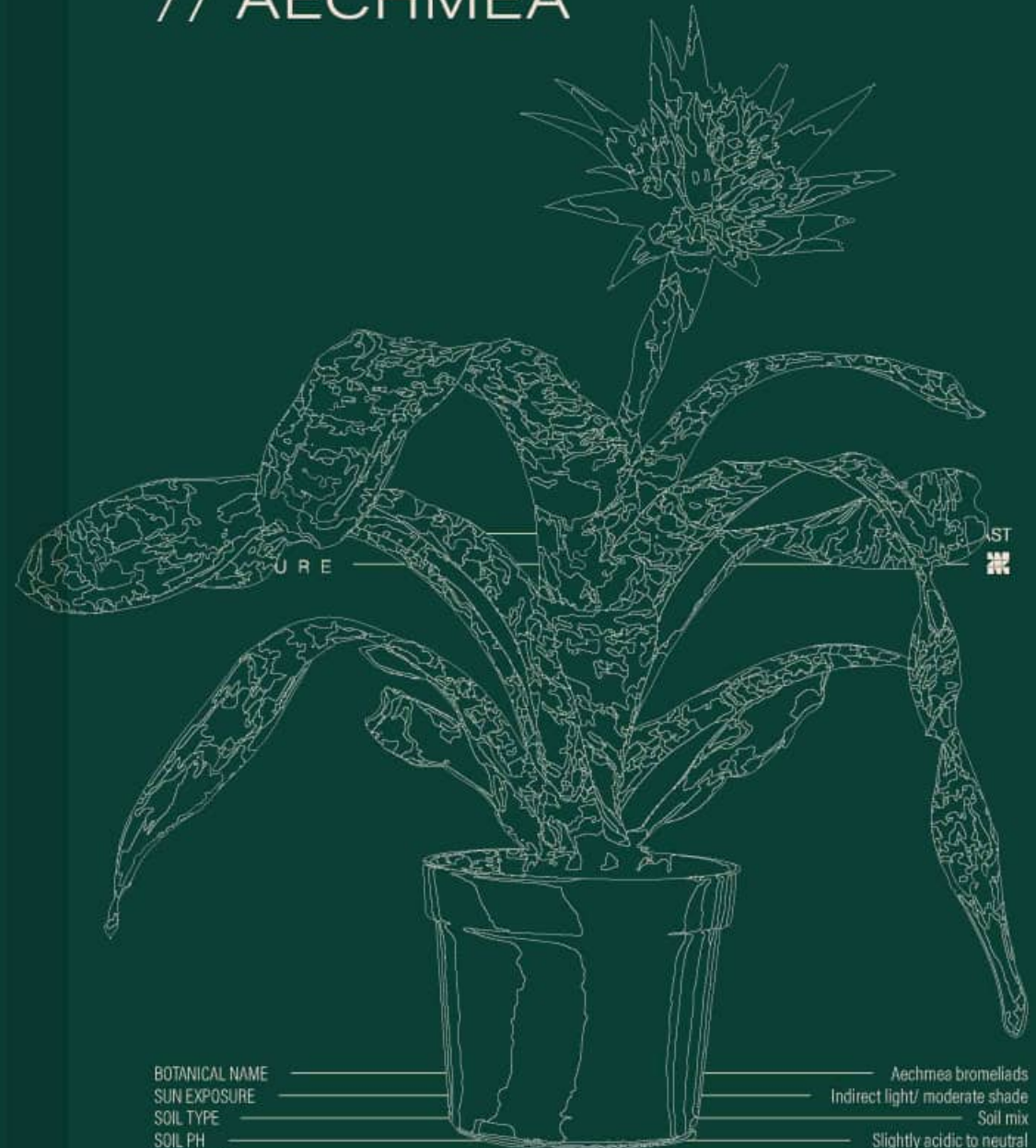


HAPPINESS {STARTS} IN (YOUR)
++ GREEN HAVEN ++

SPARK — HAPPINESS

PLANT NO. (10) // AECHMEA

- 01 A plant with wide, strappy green leaves that look lightly powdered with long-lasting pink, purple or orange flower bracts.
- 02 She's beautiful and small flowers that last for months if taken care of.
- 03 She's moody and loves to change color from time to time.
- 04 Place her in a room that needs character or by your piano for some added expressiveness.



BOTANICAL NAME	Aechmea bromeliads
SUN EXPOSURE	Indirect light/ moderate shade
SOIL TYPE	Soil mix
SOIL PH	Slightly acidic to neutral
BLOOM TYPE	End of winter or summer
FLOWER COLOR	Pink, purple
NATIVE AREA	South America

The background is a solid dark green. Scattered throughout are white line-art illustrations of various plant parts. In the top right, there are two large, detailed leaves with prominent veins. In the bottom left, there is a cluster of stems and leaves, some showing small circular details. A single leaf is also visible on the left side, partially cut off.

WHICH (PLANT) WILL {YOU}
++ TAKE HOME? ++

READY TO (SPARK) {YOUR} HAPPINESS? // GET IN TOUCH.

CALL CENTER | 15003
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SALES OFFICE | EL SHEIKH ZAYED
Zayed Central Park, Gate 3

WHITE BY THE WATERWAY
Building B12 - Second Floor

NILE CITY TOWERS
2005 c Nile City Towers, North Tower,
13th Floor, Cornich El Nile



WATCHING A (TREE)
{SWAY} BACK AND ++
FORTH AND // FLIRT WITH
THE (AIR), IS ENOUGH...

... TO {QUIETLY} EXCITE
YOU. EASE INTO (YOUR)
++ MORNINGS AT ++
//ZED EAST.

