

CAIRO  
DESIGN  
DISTRICT



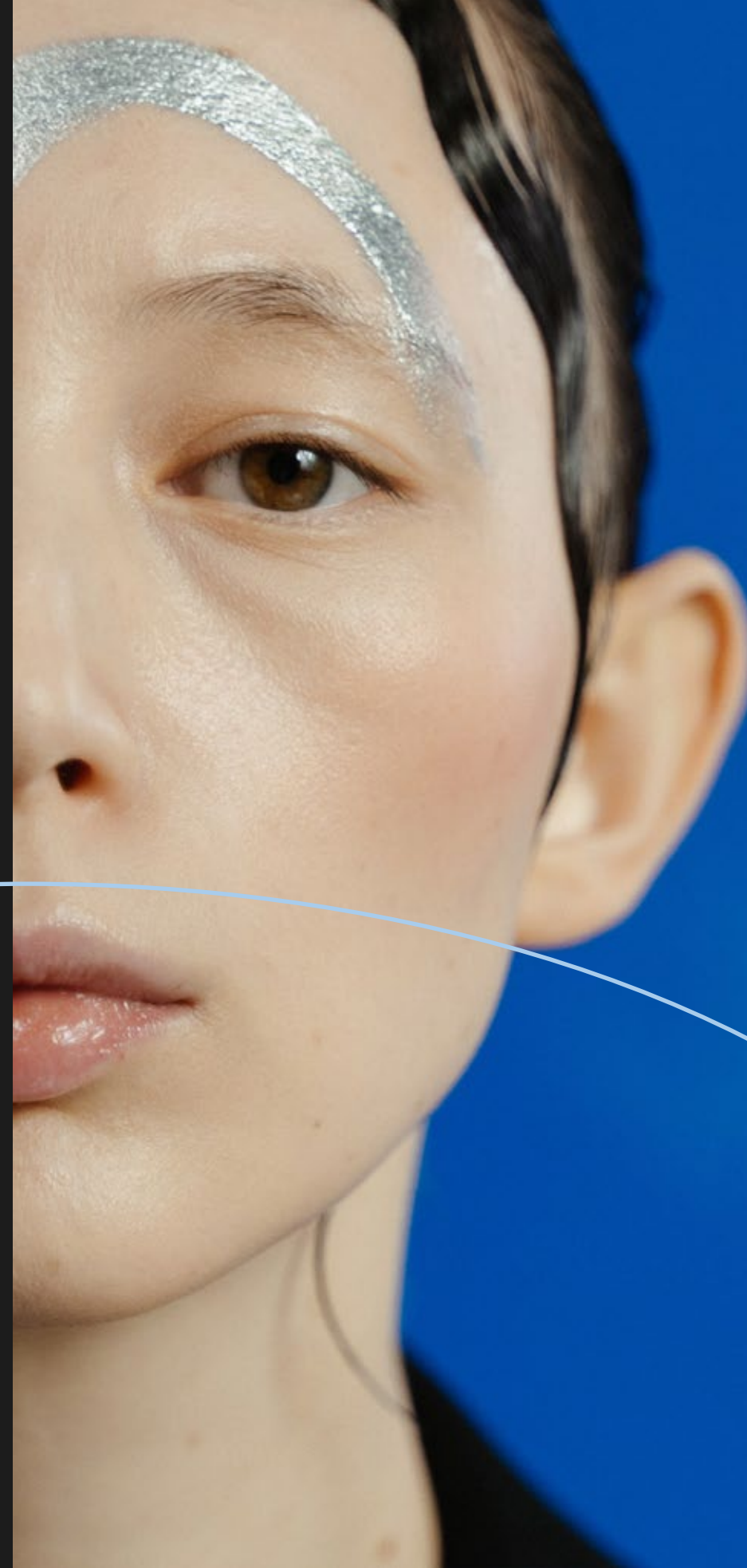
# Table of Contents

A Global Concept	001
Cairo Design District	003
The Design of CDD	007
Inspiration Meets Prime Location	009
Planned for Mastery	011
Inside CDD	013
Fashion Designers	015
Art & Culture	019
Culinary Artists	023
Contemporary Offices	027
Entertainment	031
Maestros of Hospitality	035
The Boulevard	039
Introducing One Ninety	041
Meet the Masterminds	045
Projects and Locations	049
LMD Partners	051

# A Global Concept Now in Cairo

**The design district** is a global idea featured for the first time in Cairo by LMD in reference to Dubai, London, and Miami. The latest project proposes an entire precinct dedicated to the passion of design in multiple & diverse sectors. The only place dedicated to design in Cairo.

**CDD stands as Cairo's exclusive luxury district.** It is fully prepared to put the spotlight on Cairo.



**Cairo Design District's composition** is created from dots and lines inspired by the beating pulse of an eccentric design. A district where inspiration and creativity bounce back and forth between the mavericks of; **Fashion**, Art & Culture, **Culinary**, Contemporary Offices, **Hospitality**, Entertainment.







Diagrams are not to scale and are for illustrative purposes only. All rendering & landscaping visuals, materials, facades are for indicative purposes only, and subject to change.  
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# The Design of CDD

**Cairo Design District** is a forward-looking immersive cultural experience that captures a moment in time. Episodic in nature with a design that redefines what it means to go to work, play, or shop. A vision curated with interactive art installations and a lively museum. The overall design is a transformative visitor experience with micro-environments, each with its own architectural identity.

007



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# Inspiration meets prime location

Living at One Ninety translates to vitality flaring from every direction, whether within the mixed-use development or outside your intimate world.

Sketched at the meeting point between Ring Road and 90 Street, One Ninety boasts six entrances for an uninterrupted stream of creativity. With its private gate, located directly on the Ring Road, Cairo Design District welcomes all global & local innovators with open arms.

The monorail station on 90 Street, One Ninety, has a tube leading right into the development to grant its community access to all the exclusive "first times" happening in One Ninety.



# Planned for Mastery

**One Ninety stays true** to its voyage-centric vision with its latest project, Cairo Design District. Master-planned by the internationally acclaimed SOM in partnership with Portland, Pragama, EDSA, and WATG.

**CDD is famous for** its Park perimeter road (252m) which is the anchor axis at the site. It links the visitors with a premium frontage of a park view from a 6m floor height for the F&B programs, with a VIP drop-off at the south. The prime setting for luxurious retail.



### One Ninety

Total land area	344,315 m <sup>2</sup>
Total built up area	460,766 m <sup>2</sup>
Footprint	94,019 m <sup>2</sup>
Open space and landscape	73%
Number of entrances	6

### CDD

Total built up	199,000 m <sup>2</sup>
Hotels	30,000 m <sup>2</sup>
Retail	53,000 m <sup>2</sup>
Offices	116,000 m <sup>2</sup>
Buildings height	G+5

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# Inside CDD





# Fashion Designers

**The district for transformative trendsetters.** The clothes whisperers. They know what's hot and what's not. Both international inspirational designers and aspirationally growing and passionate ones will always have a place here to work their magic. For the love of fashion, all designers are welcome to show the colorful fabrics and figments of their imagination.

## Fashion Stores

Premium Brand Stores

Luxury Bespoke Retail

Convenient Retailers

Luxury Showroom Retail

Modern Pop-up Pavilions





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Enter a cluster of art & culture via a venue of dynamic arts & interactive galleries that will captivate and stimulate your artistic sensory system. Every piece of work is meticulously hand-selected with nothing less than an enriching experience as the standard.

# Art & Culture

Yoga, Fitness, Health & Dance  
Cinemas & Theatres  
Event Centers & Art Galleries  
Interior Furniture & Accessories Outlets  
Handmade Designs  
Creative Services







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# Culinary Artists

This segment is for a different kind of craft. It's the zone for all artists that have a cultivated gift for finding the perfect mixture of spices and garnishing them with flavors that leaves our taste buds in absolute awe. Raise your expectations as high as your flavorsome fantasy wants with this masterpiece of a culinary experience.



Luxury Fine Dining  
High end Casual Dining  
Trending Bars  
Bistros  
International Cuisine Experiences





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# Contemporary Offices

You'll feel a breeze of inspiration within the contemporary office zone. The air is full of creative fireflies hovering with ideas from advertising agencies and digital media publishers. Watch the masters of communication in action and discern the originality of telepathic motion caused by TV/radio/broadcasting offices and production houses.

**Creative Agencies** (Advertising, PR, Marketing, Digital, Events and TV/Radio Production Houses)

**Architecture, Designing & Engineering firms**

**Consulting Groups**(Business Management & Legal Advisers)

**Global Corporations** (FMCGs, Automotive, Telecom, Banking & electronics)

**Fashion Houses, Designers & Makers**

**CO-Working Spaces for creative Freelancers and Startups**







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# Entertainment

Here is where the spotlight highlights worldwide events. The stage for international entertainment, on the soil of Cairo. It is intended to be the attraction for entertainers from all around the globe and the spot all creators go to unwind, have fun, and get back to inspiring those around them.

Arena for mega musical concerts  
Ticketing and Public Events







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# Maestros of Hospitality

**Ideally situated** in the beating heart of One Ninety's Design District are signature hotels that will open your eyes to the beauty of space combined with spirit to surround you with a fresh and vibrant environment, enhancing your stay at every touchpoint.

**Ideal for all the professionals** in the business world. Compliment your visit with a full range of hand-selected amenities, an ideal location at the entrance of New Cairo, and the next generation of technology. Top-tier comfort for you to disconnect while always staying connected with everything happening in the world.





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# The Boulevard

**You no longer have to travel** thousands of miles to wander freely and lose yourself in a car-free street experience where every corner is a lively ticket to endless entertainment and discovery. The Boulevard is One Ninety's version of Oxford Street in London and Champs-Élysées in Paris.

Set to become a lively happening spot and a thriving social nexus for guaranteed fun. The Boulevard passes through CDD carrying with it, aesthetic surroundings, grand encounters, and infinite opportunities for sensory indulgence, everywhere you turn.



# Introducing One Ninety

**Mindfully master-planned** by the internationally acclaimed SOM on an iconic lush land of 344,315 m<sup>2</sup>. One Ninety is a fully integrated forward-thinking universe, welcoming you with a trendsetting lifestyle. One Ninety is home to an array of global concepts that complement everything CDD represents. Starting with the redefinition of branded residences, for the first time in Egypt, at W Residences Cairo to world-class hospitality with W Cairo hotel and Aloft hotel. For the business mavericks at the Business Quarter, you find business dancing with pleasure at the rooftops and premium retail that neighbors its offices. The cherry on top is an Urban Park that will ignite the creative fireflies of all designers. One Ninety introduces The Boulevard, where you enjoy ultimate interconnectivity through pedestrian-friendly paths and breathing promenades, bringing them closer to nature and the mental clarity needed to excel.

**The location of One-Ninety** gives CDD seamless connectivity to inspire everything design related while shedding the spotlight on a whole new world of premium experiences.







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# Meet the Masterminds

The artisans of  
transformative  
experiences



# LMD°

## True to You

### About LMD

Since its inception in 2007, LMD has been on a dedicated mission to craft transformative experiences through thriving communities and integrated destinations that put you and innovation at heart. The company boasts a successful selection of projects, spanning first and second homes, as well as iconic mixed-use developments with a strong foothold in Dubai, Spain and Greece.

In Egypt, the journey began with two distinctive projects in New Cairo. With an eye on excellence, a passion for impeccable taste and a commitment to exceed every expectation, LMD is renowned today for its strategic locations, generous spaces and the highest standards of quality. The company strives to transform living spaces by crafting larger than life places where quality seamlessly merges with comfort and integrated excellence, dictating the LMD experience.



# LMD projects and locations

049

## Egypt

**STEI8HT** - Mixed-use development & Residential  
New Cairo

**One Ninety** - Mixed-use development  
(Commercial, Retail & Offices) - New Cairo

**W Residences Cairo** - Branded Residences & Residential  
New Cairo

**Cairo Design District** - Commercial & Hospitality  
New Cairo

**3'Sixty** - Commercial (Retail, Offices, Clinics)  
Golden Square, New Cairo

**Zoya** - Second home - Coastal Living  
Ghazala Bay, North Coast

**Layan Residence** - Residential  
Golden Square, New Cairo

**Aria** - Residential  
Mostakbal City

## Dubai, UAE

**Continental Tower** - Residential  
Marina - Dubai - United Arab Emirates

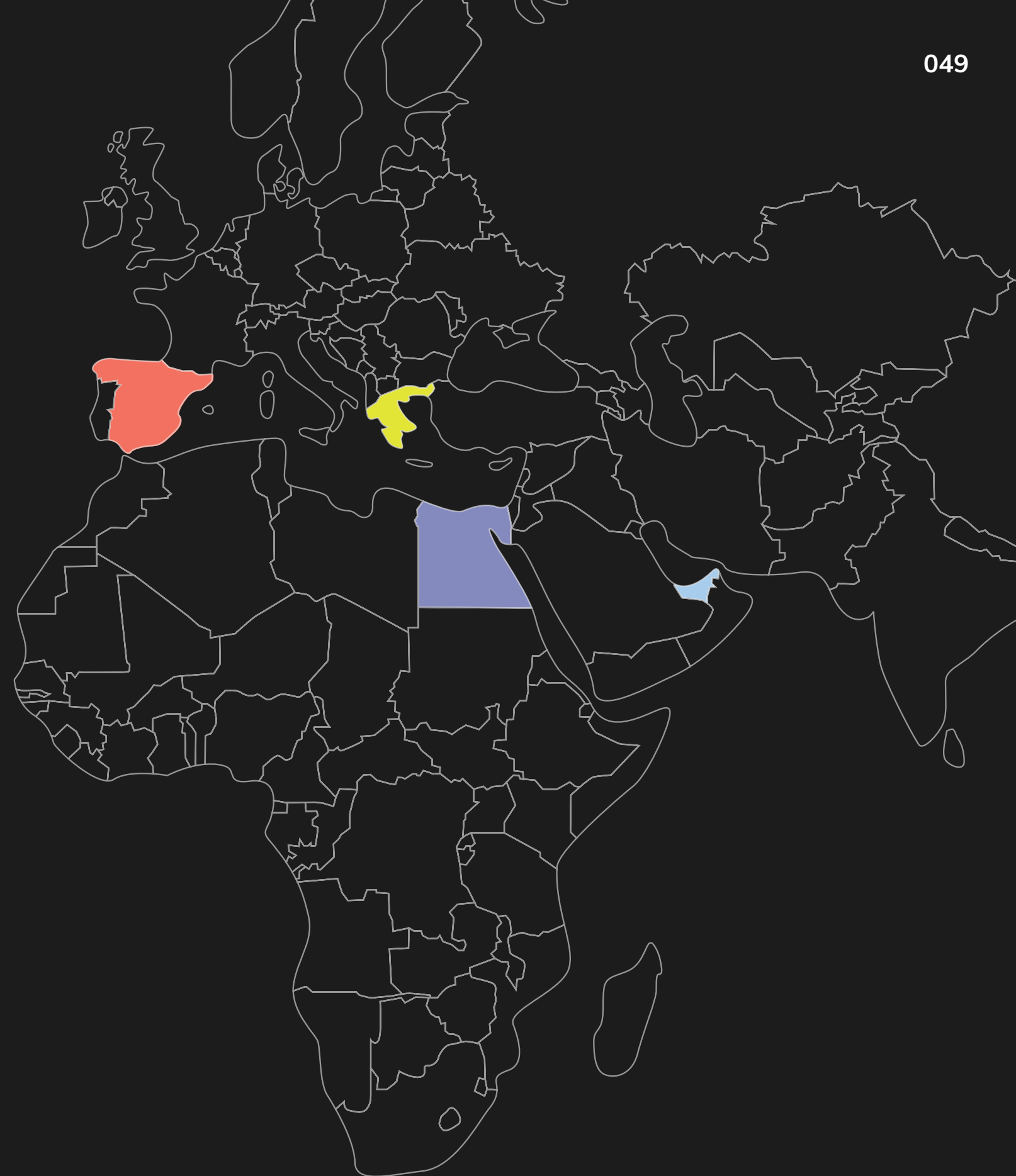
**Rukan** - Residential  
Dubai Land - Dubai - United Arab Emirates

## Barcelona, Spain

**Muntaner 91** - Residential  
Barcelona

## Voula, Greece

**Athines By The Sea**





# Our Partners

LMD is committed to share its vision of progressive excellence with like-minded global partners that have an eye on sustainable development. Therefore, the company collaborates with leading pioneers in every field to bring a world of cosmopolitan distinction at your door.



Sabbour is one of the most experienced engineering consultancy firms in the Middle East. The company has successfully conducted numerous multidisciplinary projects in Egypt and abroad for a range of clients including governmental organizations, NGOs and the private sector

## SOM

Skidmore, Owings & Merrill (SOM) is a global architectural, urban planning and engineering firm founded in Chicago in 1936. The firm has offices in New York City, San Francisco, Los Angeles, Washington, D.C., London, Hong Kong, Shanghai, Mumbai and Dubai. With a portfolio spanning thousands of projects across 50 countries, SOM is one of the most significant architectural firms in the world. The firm's notable current work includes the new headquarters for The Walt Disney Company, the global headquarters for Citigroup, the restoration and renovation of the Waldorf Astoria in New York City, and Burj Khalifa

## Gensler

Founded in 1965, Gensler is a global design and architecture firm with 16 diverse practice areas covering a broad spectrum of industry sectors. As of 2018, Gensler operated offices in 48 cities in 16 countries worldwide, working for clients in over 100 countries. The firm has launched mega projects such as SFO Airport, the Shanghai Tower (China's tallest building), the Coca-Cola Company Headquarters in Atlanta, John F. Kennedy International Airport, JetBlue T5 in New York, and The Gate, Dubai International Finance Centre



## Hill International

Hill international provides program, project management & construction management participating in more than 10,000 projects assignments



LMS Construction was established as an Egyptian Shareholding Company in 2019. LMS construction carries out mega construction projects using agile project management methodologies to tackle the challenges in a highly dynamic industry



EL GHONEIMI

With a diverse portfolio of over 100 hospitality projects, El Ghoneimi proudly specializes in hotel architecture and interior design, from design to construction. Established in 1983, the firm today has a team of over 60 expert architects, engineers, and consultants focusing on four key areas: architecture, interior design, consultancy and site supervision

LMLT

LMLT is a natural evolution of two pioneer companies, merging a perfect amalgam of hospitality, retail, and development. LMD and TLT Concepts have joined forces to create a bespoke retail planning and shopping destinations development advisory firm. Their primary focus is being a comprehensive development consulting firm, offering planning, leasing and management services of retail projects.

WATG

Since its establishment in 1945, WATG pioneered in hospitality, tourism and destination design. Independent to this day, we are a global multi-disciplinary design firm specializing in Strategy, Master Planning, Architecture, Landscape and Wimberly Interiors. WATG are a team of 500 creative, world-traveling professionals designing landmark urban and leisure destinations with eight offices across three continents

P R A G M A      PORTLAND.

Pragma uk + Portland: The leading commercial advisors for retail and mixed-use, workplace and transport companies that create stories and experiences that inspire people to connect with brands and places



Bowler James Brindley is an interior design consultancy based in London. The 3 partners work within the UK and internationally on residential and hospitality projects. They have designed projects such as W Barcelona, Majestic Florence, and One Crown Place in London



Cosmos-E was established in 1999 to be a leading company in the field of engineering, design, and services. Since then, Cosmos-E is dedicated to quality, value engineering and delivering on time



SHAKER Consultancy Group was established in 1982 and is a specialized consultancy and engineering firm. Since its establishment, Shaker has successfully undertaken over 2000 projects of different disciplines to the highest international standards at both local and overseas markets

RMJM

RMJM is one of the largest architecture, interior design, engineering, and urban planning networks in the world established in 1956. They have worked on a selection of project such as Dubai Hills - Emaar Dubai, MSIC Technological Park - Czech Republic, and Dubai Design District - Dubai



Marriott International, Inc. is an American multinational diversified hospitality company that manages and franchises a broad portfolio of hotels and related lodging facilities. Founded by J. Willard Marriott, the company is now led by his son, executive chairman Bill Marriott. Marriott International is the largest hotel chain in the world by number of available rooms. It has 30 brands with 7,484 properties in 131 countries and territories



W is one of the high end hospitality brands owned by Marriott International Inc. It offers an upscale life style bringing the best music, fashion, design and fuel to stunning global destinations and currently has 67 hotels and 17 W residences worldwide





Headquarters and Sales Center:  
One Ninety - 90<sup>th</sup> Street South, New Cairo, Cairo, Egypt

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