

**NEW CAIRO'S
LARGEST MIXED-USE
CONCEPT**

hello, *there*TM

**NEW
CAIRO**

0.1_intro,

Picture a space where you can do all you want... imagine being There. This story has no bounds, it's a tale you can wonder about for a lifetime. Fulfill your itch for achieving your corporate dreams. Take yourself on a self-care night accompanied by your favorite shopping bags. Renew your passion for life at inspirational showrooms. Find more time to do what you love as you lay back at your one-of-a-kind serviced apartment. The life you imagine... exists There.

hello, there.™

0.2__about steight,

Steight's "There" is a commercial strip larger than a dream, the right place to say hello to endless chances. Joyful experiences await There- at Steight's largest mixed-use concept: Gated Singular Villas, Community Offices, Medical Hub, Entertainment Hub, Hospitality Benefits, Serviced Apartments. An all-inclusive destination is now ready to meet you...





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. LMD reserves the right to make non-fundamental changes to the design provided herein.



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0.3__masterplan



(All areas / calculations are indicative, final areas are subjected to +/- 5% Variations based on final design.
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0.3__ go there,

- 1 Sports Club
- 2 Entertainment Hub
- 3 Offices
- 4 Retail and F&B
- 5 Showrooms
- 6 Hospitality & Serviced Residences



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0.3__ go there,

AUC	15 mins
Heliopolis	5 mins
Sokhna Road	25 mins
Cairo Airport	10 mins
New Capital	25 mins
Maadi	30 mins
One Ninety	20 mins
Downtown	40 mins
3'sixty	15 mins



0.4__ have it all there,

Going There is the result of your passionate choices. It's a place where energy fuels your dreams, and harmony aligns with ease. The excitement never ends there, blending work, play, and creativity in New Cairo's largest mixed-use concept. Tailored office spaces, leisure, and serviced apartments offer a platform to pursue your passions and create lasting memories.



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0.5__meet views there,

The serviced apartments float above the ground, embracing the serene green surroundings. Below, inviting pools offer relaxation and joy. The serviced apartments' guests experience true hospitality, providing a much needed escape from the fast pace of life. Elevated views reveal an extraordinary 450 acres of dynamic greens that overlook a new club concept. Panoramic views blend blue cascades with fresh greens, while pedestrian-friendly landscape walks and active natural settings link the project.



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live,
there.

0.6__ serviced residences,

Neighboring the community hubs is a residential space; a place to rest that is steps away from play- and everything else. Nearing the jolly clubhouse, these serviced apartments are happy to give you time to do what you love. Work spaces hug these homes, making every business dream a reality.



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0.7__there's offices,

You wake up excited to take on the day in an inspiring, lively office space. Dressed sharp and ready, you head to your beloved office, where the creative design fuels your genius. You can easily choose between dining, shopping, or heading to your serviced residences as you finish. The passion and energy never stop There, no matter the hour.



play,
there.™

0.8__community hubs,

Life is to be experienced; not watched. This community hub is a playground for adventurous souls to go wild and revisit their childhood dreams once more; a chance for go-getters to check adventure off their bucket lists. Entertainment steers the wheel of this hub, as every passenger prepares for intense bursts of joy. This place is about living in the moment and entertaining in a way you haven't seen before



0.9__retail area,

Discover the ultimate retail showrooms, where luxury meets unique charm. Enjoy a curated selection of food and beverage options while reimagining your wardrobe in architecturally stunning spaces. Experience the interplay of light and space in exclusive showrooms featuring double-height ceilings, multiple entrances, and expansive areas for mega stores—all designed to enhance the shopping experience. Take in the magical allure of switching between retail hubs, large high-end showrooms, and food and beverage- all located in one spot.



1.0__there's concept,

We can choose how our lives unfold, or let life decide for us. If you're committed to making passionate choices and shaping your dream world, you're in the right place. There... is an emblem of proactivity, There... is a tale of boldness, There... is one for the driven and dynamic, There... is a space for visionaries, There... is feeling alive... is the joy of heartfelt choices.

1.1__LMD true to you

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 high-est 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.

1.2__LMD projects,



Egypt

STEI8HT - Mixed-use development and Residential - New Cairo
Eastside - Commercial Destination - New Cairo
Eastmed- Medical - New Cairo
There - Mixed - use development - New Cairo
More - Serviced Residences - New Cairo
One Ninety - Mixed - use development- (Commercial, Retail & Offices) - New Cairo
W Residences Cairo - Branded Residences - New Cairo
Cairo Design District - Commercial and 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 - New Cairo

Dubai, UAE

Continental Tower - Residential - Marina - Dubai - United Arab Emirates
Rukan - Residential - Dubai Land - Dubai - United Arab Emirates
Marina Living - Residential - AlJaddaf - Dubai - United Arab Emirates
Boutique XII - Residential - AlJaddaf - Dubai - United Arab Emirates
Boutique 23 - Residential - AlJaddaf - Dubai - United Arab Emirates
La Boutique - Residential - AlJaddaf - Dubai - United Arab Emirates
The Pier Residence - Residential - Dubai Maritime City - Dubai - United Arab Emirates

Barcelona, Spain

Muntaner 91 - Residential - Barcelona - Spain

Greece

Karaiskaki 15 - Residential - Voula - Greece
Asklipiou 67 - Residential - Voula - Greece
Omirou 31 - Residential - Glyfada - Greece
Archimidous 5 - Residential - Glyfada - Greece

1.3__ 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 to 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. Benoy is a multi-award winning international Architecture, Masterplanning, Interior and Graphic Design Studio.



Over the years, YBA has worked on more than 1,200 projects that range from residential, public, corporates, hotels & resorts, recreational, industrial and religious to commercial projects. YBAs extensive collective experience and attention to detail has resulted in unexpected, inspirational and trend-setting design solutions. Moreover, YBA won 26 global awards out of 37 competitions.

16295 lmd.com.eg

Headquarters and showroom:
One Ninety - 90th Street South,
New Cairo, Cairo, Egypt

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STEIGHT **LMD**^o