

SWANLAKE

RESIDENCES

NEW CAIRO


The
SCARLET

FOR GENERATIONS TO COME.

Originating as a trusted family-run business in 1936, Hassan Mohamed Allam started his journey as a general contractor and achieved a series of evolutions throughout the years. After being nationalized in 1961, he established Hassan Allam Sons in 1972 under the label, Hassan Allam Sons for Construction (HAC). With over eighty years of notable expertise, the empire passes down its distinct legacy to three generations; whereby, its management team has proven to build what is celebrated today as one of Egypt's top real estate leaders.

Since 2000, Hassan Allam Properties (HAP) has carved an enviable niche for itself as an exclusive boutique developer, building intimate communities where families always come first. Established by Mohamed Allam, a third generation family member, HAP has mastered the equation of private luxury and inviting hospitality, to exceed the notion of just building homes. We have achieved almost 6 million sqm worth of land bank and 14,891 residential units – both developed and underdeveloped. Our community-centric vision and passion for individuality have both driven a wide portfolio of first-class residential neighborhoods, mixed-use districts, town centers and vacation resorts; thus, offering unmatched experiences throughout prestigious locations across Egypt, with you in the city and by the sea.





*“The artist sees what others only
catch a glimpse of.”*

LEONARDO DA VINCI

**TIMELESS
PRECISION.**

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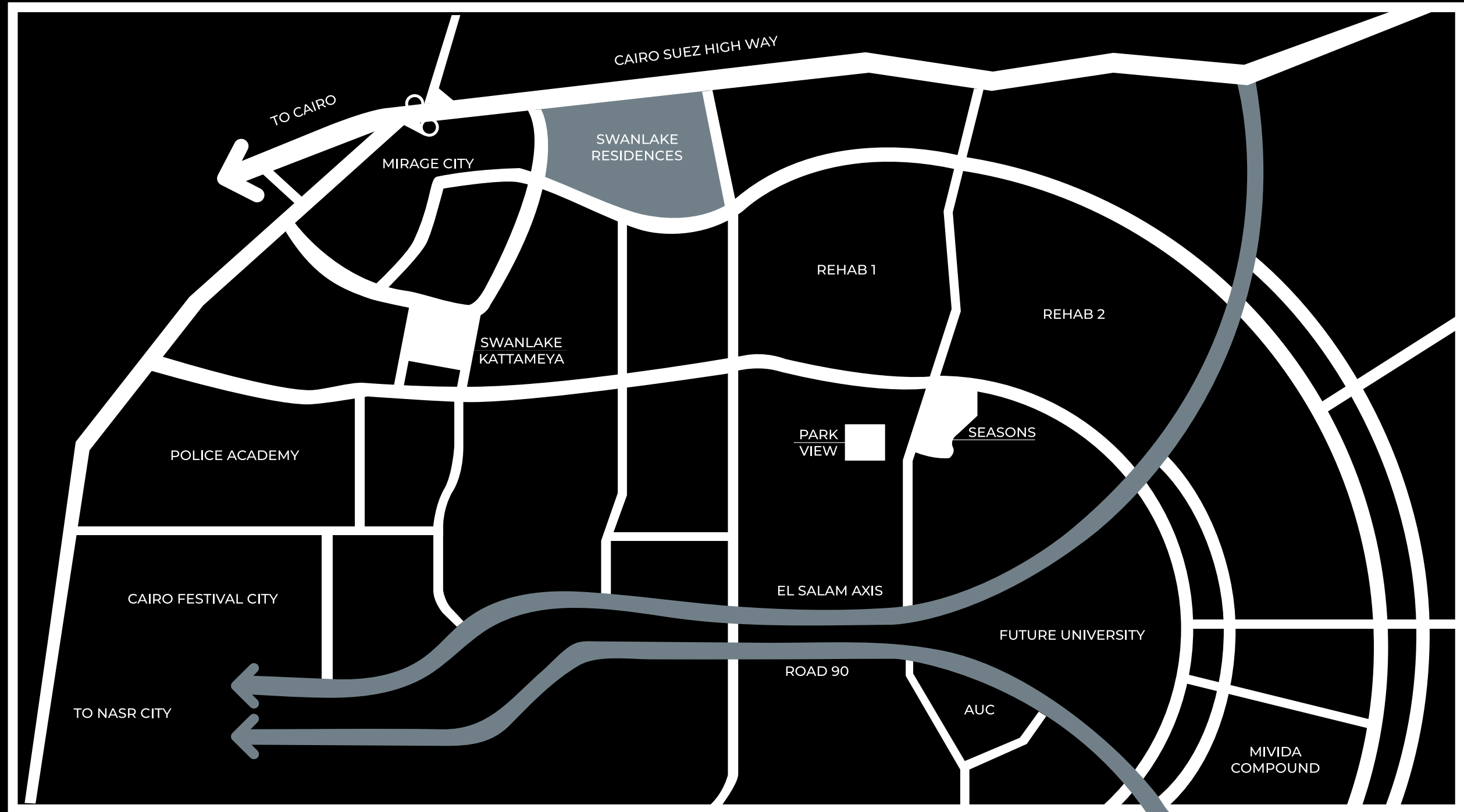
For almost two decades, Hassan Allam Properties (HAP) has been shaping residential areas, where hand-picked lifestyles and communities emerge. Today, this legacy continues in its newest ultra-premium destination: Swan Lake Residences – New Cairo. There, twelve exclusive gated neighborhoods come together in one high-end center point sprawling over 460 acres, to ultimately revive Cairo's favorite east side. The graceful living opportunities at Swan Lake Residences are strategically designed to complement distinct culture, architectural symmetry and timeless precision, where everyone can ultimately experience the finest essence of life.

CONVENIENT PROXIMITY.

Situated in Cairo's prestigious east side, Swan Lake Residences – New Cairo evokes ultra-premium lifestyles in close proximity to the capital's prime destinations. Far from the city's noise and crowds, Swan Lake Residences features niche settings that spread across lush landscapes and select luxuries.

Proximity

Heliopolis – 10 KM
American University in Cairo [AUC] – 9 KM
Cairo International Airport – 6 KM
Cairo Festival City [CFC] – 9 KM
Swan Lake Kattameya [SLK] – 2 KM
Al Rehab – 1 KM
Mirage City – 1 KM



*“Your attention is so sacred
that if you truly look for beauty
and grace, you will find it in
everything.”*

KAMAND KOJOUR

**GRACEFUL
LIVING.**



ECLECTIC LIFESTYLE.

Business park and retail luxuries that extend over a 1.3 km long avenue.

Swan Lake Residences – New Cairo has planned for its very own Champs-Élysées – a 1.3 km long promenade boasts handpicked eateries and signature restaurants as well as niche retail luxuries, demanding quality experiences. The finest brands and global level entertainment cater to those who value the crème de la crème of leisure. While, on the upper floors of the lively promenade, strategically located premium office spaces offer the perfect setting for business growth and creative surroundings, which come with aesthetically pleasing views of the verdant Kattameya horizon.




BUILT TO SUIT.

*12 exclusively gated projects
centered along 30 meter boulevard.*

While entertainment is celebrated for its world-class standards at Swan Lake Residences – New Cairo, its residential harmony is number one. The premium destination provides its community with graceful living experiences in its 12 secluded and privately gated developments. Spread along a 30 meter wide boulevard, each project stands out with distinct indoor design and outdoor luxury. In the outdoors, socially-oriented and fitness-inspired surroundings manifest in Cracknell's brilliant landscape design, where communities are encouraged to walk amidst pedestrian friendly hardscapes and jog along specially carved trails. A spine of greenery also welcomes you into verdant distinction, where lush terrains occupy 50% of the total land area and seamlessly connect its communities with the exclusively gated residences.





“Without culture, and the relative freedom it implies, society, even when perfect, is but a jungle. This is why any authentic creation is a gift to the future.”

ALBERT CAMUS

**CULTURE,
REFLECTED.**

FLAGSHIP RESIDENCES.

Swan Lake Residences – New Cairo is anchored around 12 distinct projects, which shape the town's premium community. Each gated project thrives with its unique design and function, while collectively granting unparalleled privacy, high-end security and endless tranquility.



WORLD-CLASS SPORTS CLUB.

80,000 sqm of premium fitness regimes.

The momentum in Swan Lake Residences – New Cairo is exceptionally vibrant, along with its social and fitness settings. Spanning 80,000 sqm of land inside the residences, the Sports Club brings the most celebrated sports academies, coaches and nutritionists to ground, where children, adults and senior members can unleash their potential. Beyond its magnitude of features, the premium destination promises nothing short of handpicked luxury and wellbeing for future generations to come.



RESIDENTIAL HARMONY.

Within each residence, a deep sense of comfort emerges at every corner. A wide-range of premium villas, twin houses and apartments stands out in contemporary architectural forms, which exude the convenience of living in your very own interior and exterior space. The timeless precision radiates through carefully planned layouts and modern elements, thus, matching the luxury of residential harmony.



“The desire for symmetry, for balance, for rhythm in form as well as in sound, is one of the most inveterate of human instincts.”

EDITH WHARTON

A flock of birds, likely swans or geese, is shown in flight against a vibrant sunset sky. The birds are arranged in a V-formation, with the lead bird on the left and others following behind it. The sky transitions from a deep orange at the bottom to a lighter, hazy yellow at the top. The birds are silhouetted against the bright light, with their wings spread wide. The overall mood is serene and majestic.

**GRAND
SYMMETRY.**

SWAN LAKE

RESIDENCES
NEW CAIRO

The Master Plan

Hassan Allam Properties has partnered with one of the most established master planners, CRTKL, to highlight its high-end center point with twelve exclusive gated communities centered along a 30-meter wide boulevard. The expansive 460-acre enclave features a wide range of socially oriented attractions and fitness inspired setups. While, in collaboration with Cracknell, brilliant landscapes designed with lush open spaces and pedestrian friendly walkways, seamlessly blend with the 1.3 KM long Retail and Business Park. Within grand symmetry and timeless precision, Swan Lake Residences ultimately masters the art of experiencing every day luxury for futures ahead.

LEGEND

1. Villas Residence
2. Villas Residence
3. *The Scarlet*
4. Apartments Residence
5. Apartments Residence
6. Apartments Residence
7. Retail and Office Park
8. Villas Residence
9. Villas Residence
10. Villas Residence
11. Apartments Residence
12. Apartments Residence
13. Apartments Residence
14. Sports Club



The
S C A R L E T

S W A N L A K E

RESIDENCES

NEW CAIRO

The SCARLET

Nestling in one of the most premium locations in New Cairo, Scarlet is Swan Lake Residence's pioneer project, which is distinct for its luxurious settings. Other than its symbolism with the bright red color, Scarlet originally takes its name from one of the most costly birds in the world: the Scarlet Tanager. Like the Black Swan, the bird is distinct for its dark black wings, which contrast with its red body. However, what it is most exclusively valued for is its beautiful songs. In the same aesthetic appeal, the niche project features artistically designed outdoor surroundings, which seamlessly blend with the affluent architecture of its Villas and Twin Houses. The lush landscapes and illuminating horizons especially offer an unlimited ground for luxury, ultimately marking Scarlet as a distinct community at Swan Lake Residences.



The
SCARLET

**VILLA
TYPE A**

Land: 1,155 – 1,240 sqm

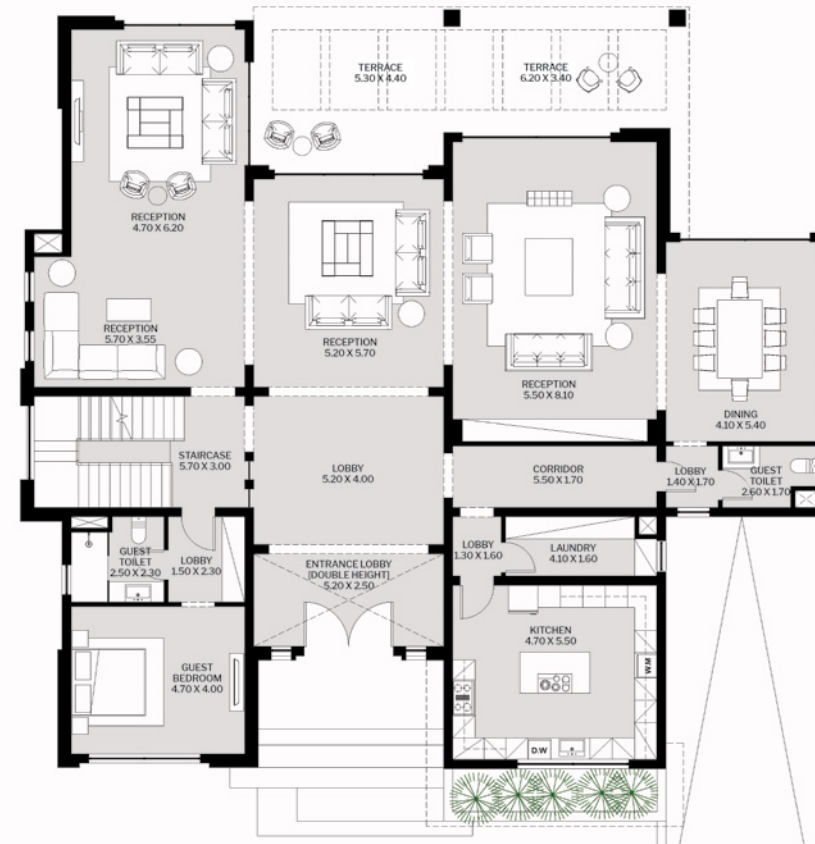
BUA: 977 sqm

VILLA TYPE A

Land: 1,155 – 1,240 sqm

BUA: 977 sqm

The
SCARLET



Ground Floor
379 sqm



First Floor
327 sqm



Basement
271 sqm

Disclaimer

Diagrams are not to scale and are for illustrative purposes only. All renderings and landscaping visuals, materials, facades are for indicative purposes only subject to change. Hassan Allam Properties reserves the right to make non-fundamental changes to the design provided herein.

The
SCARLET



**VILLA
TYPE B**

Land: 870 – 960 sqm

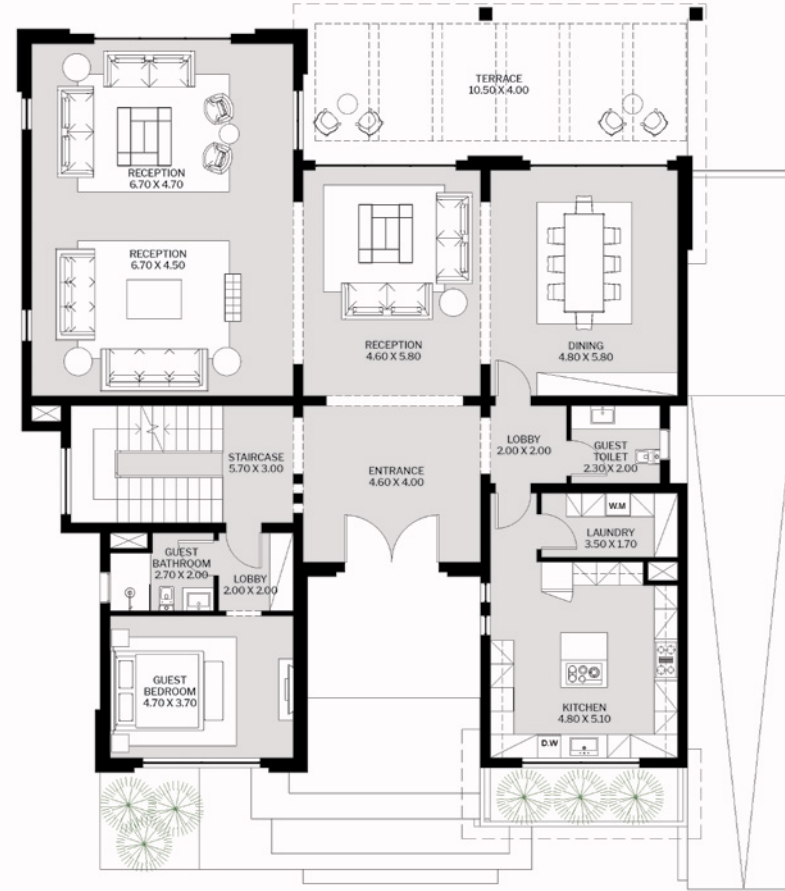
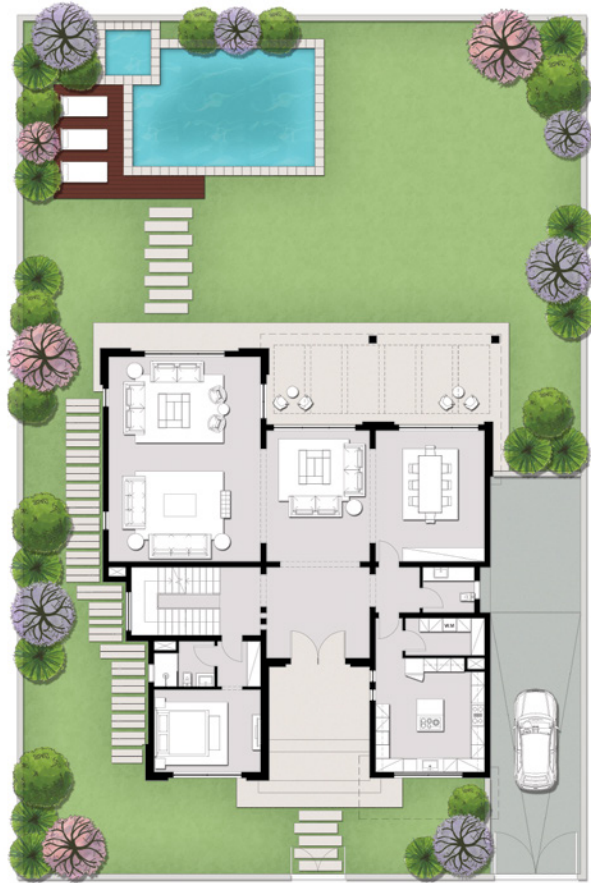
BUA: 824 sqm

VILLA TYPE B

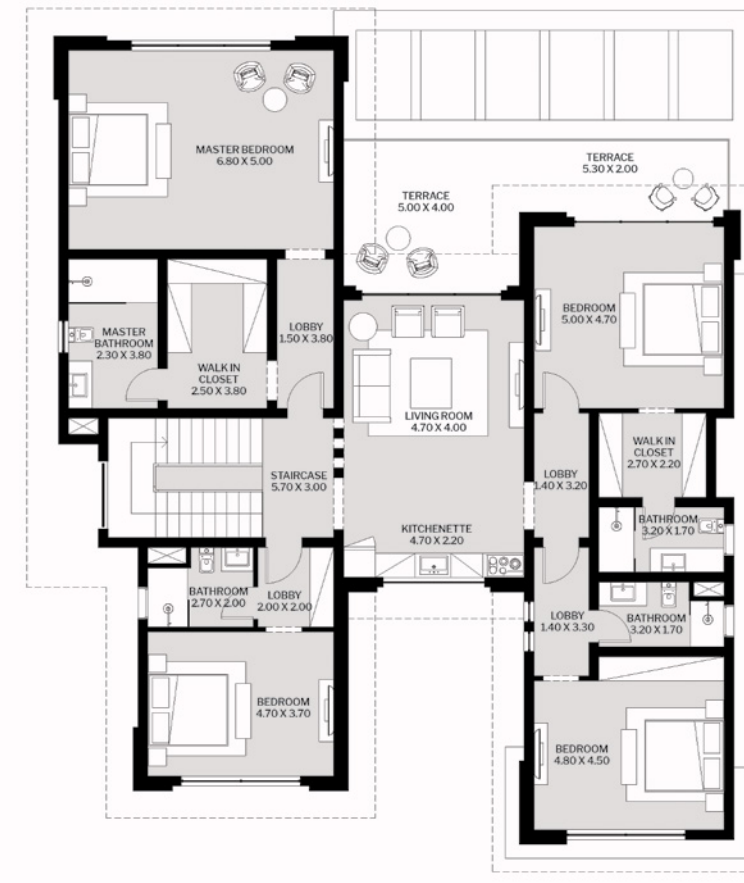
Land: 870 – 960 sqm

BUA: 824 sqm

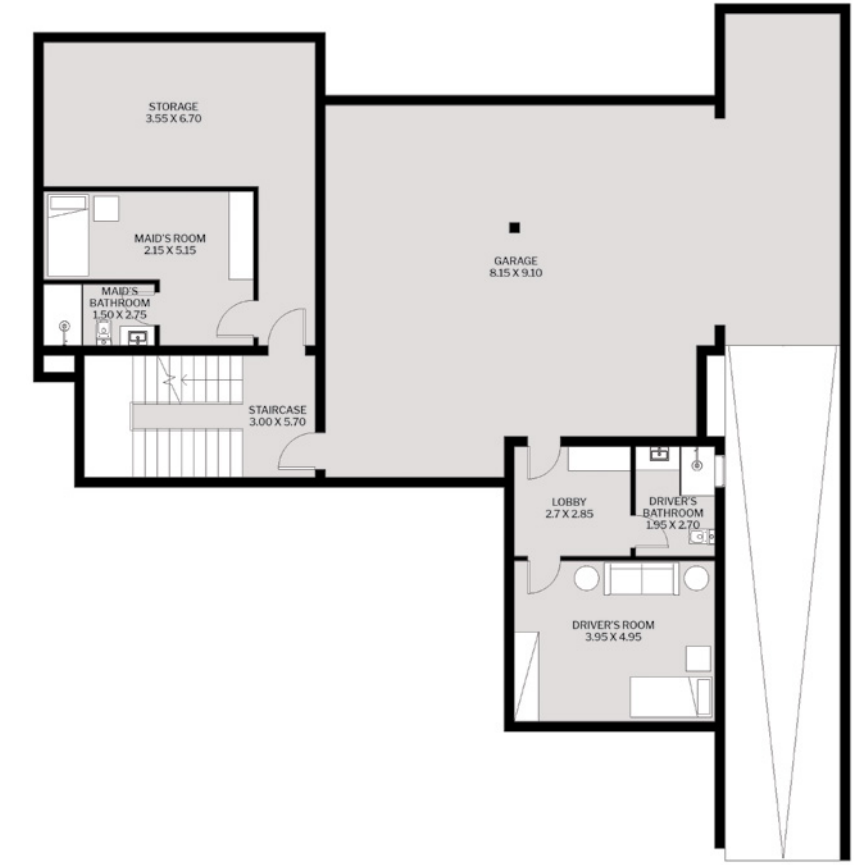
The
SCARLET



Ground Floor
315 sqm



First Floor
266 sqm



Basement
243 sqm

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The
SCARLET

**VILLA
TYPE D**

Land: 715 – 760 sqm

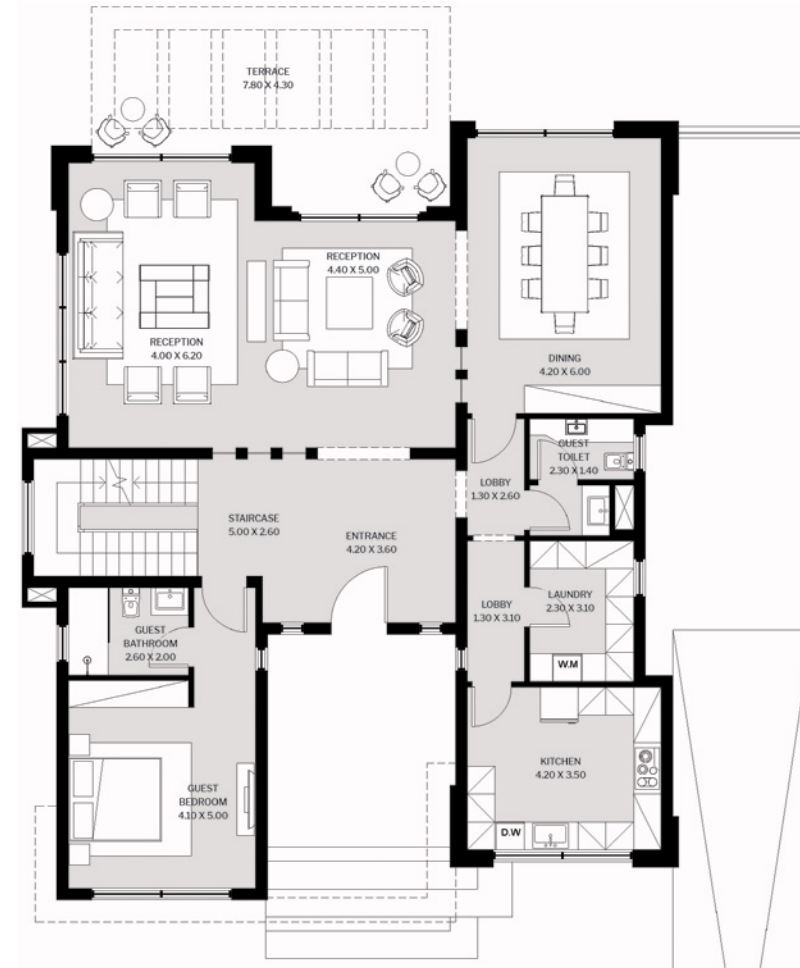
BUA: 601 sqm

VILLA TYPE D

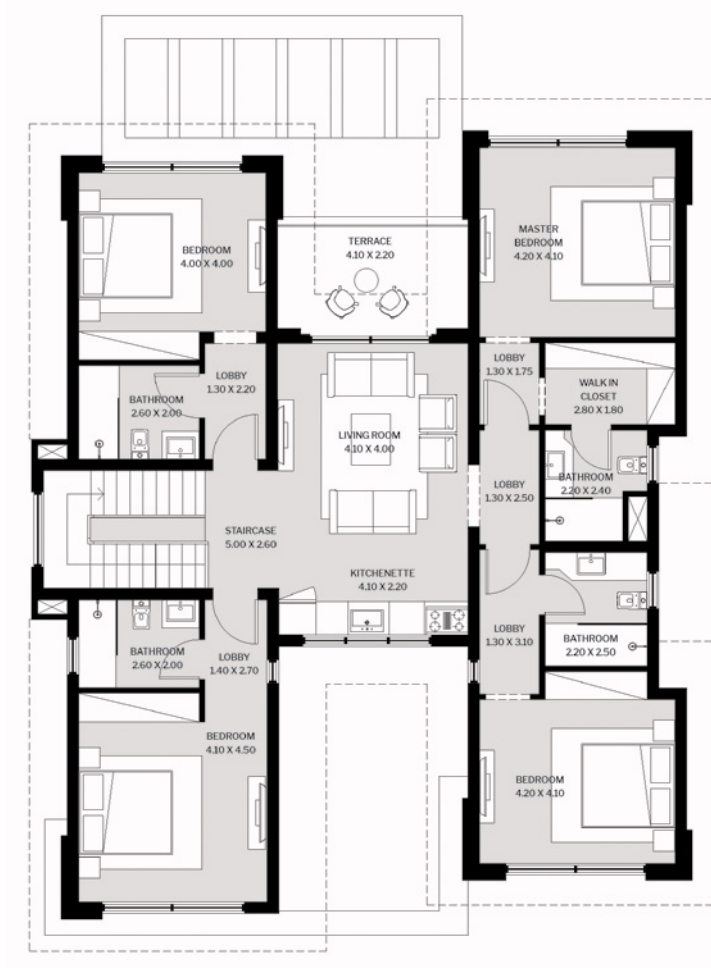
Land: 715 – 760 sqm

BUA: 601 sqm

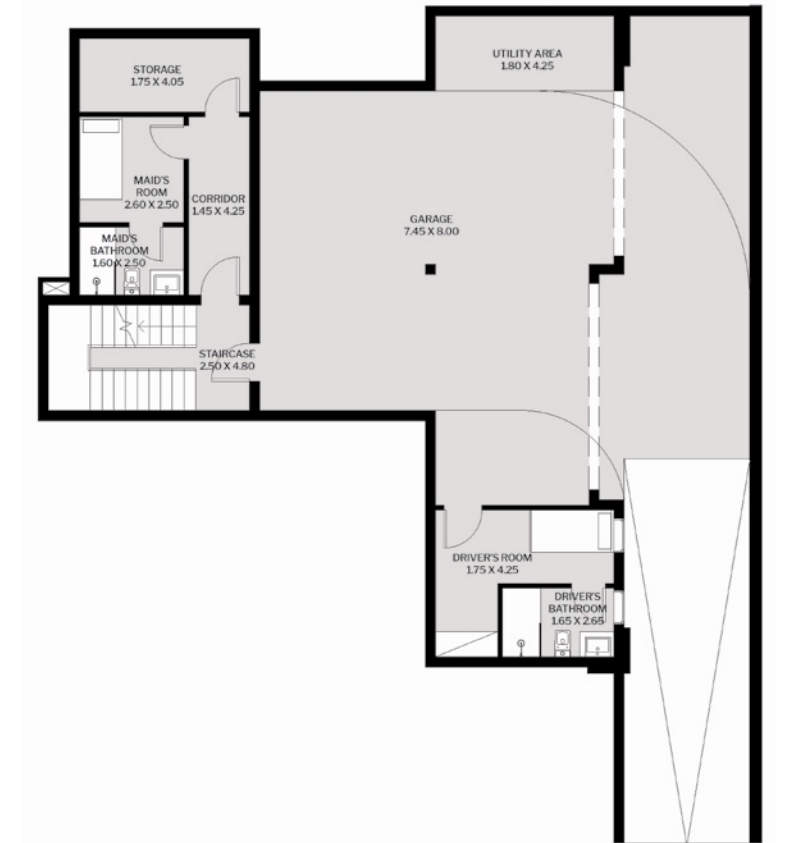
The
SCARLET



Ground Floor
234 sqm



First Floor
185 sqm



Basement
182 sqm

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The
SCARLET

**VILLA
TYPE E**

Land: 605 – 665 sqm

BUA: 542 sqm

VILLA TYPE E

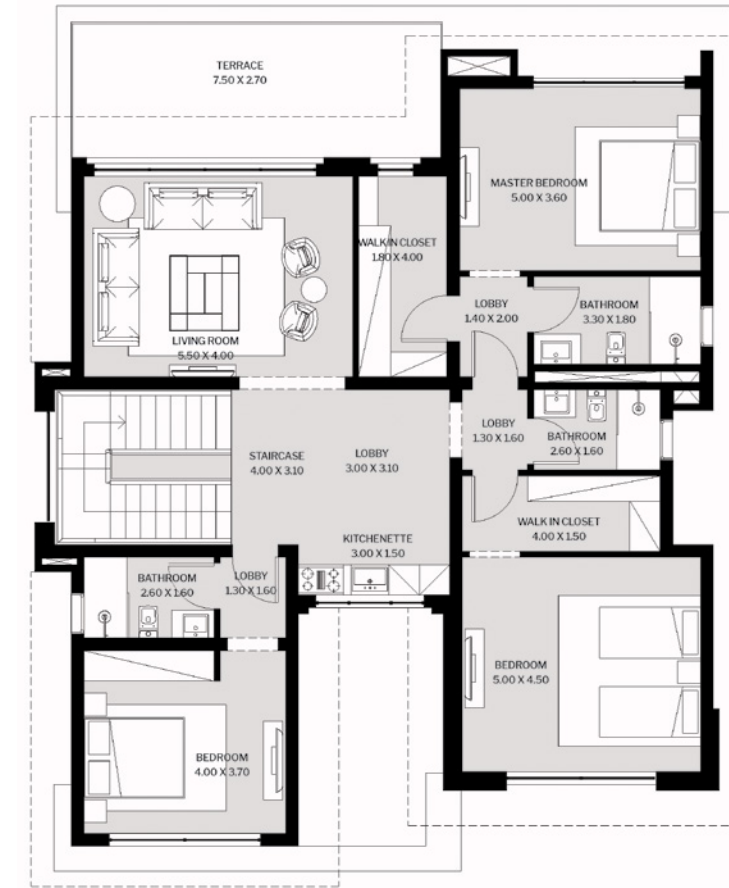
Land: 605 – 665 sqm

BUA: 542 sqm

The
SCARLET



Ground Floor
199 sqm



First Floor
191 sqm



Basement
152 sqm

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The
SCARLET



**TWIN
HOUSE**

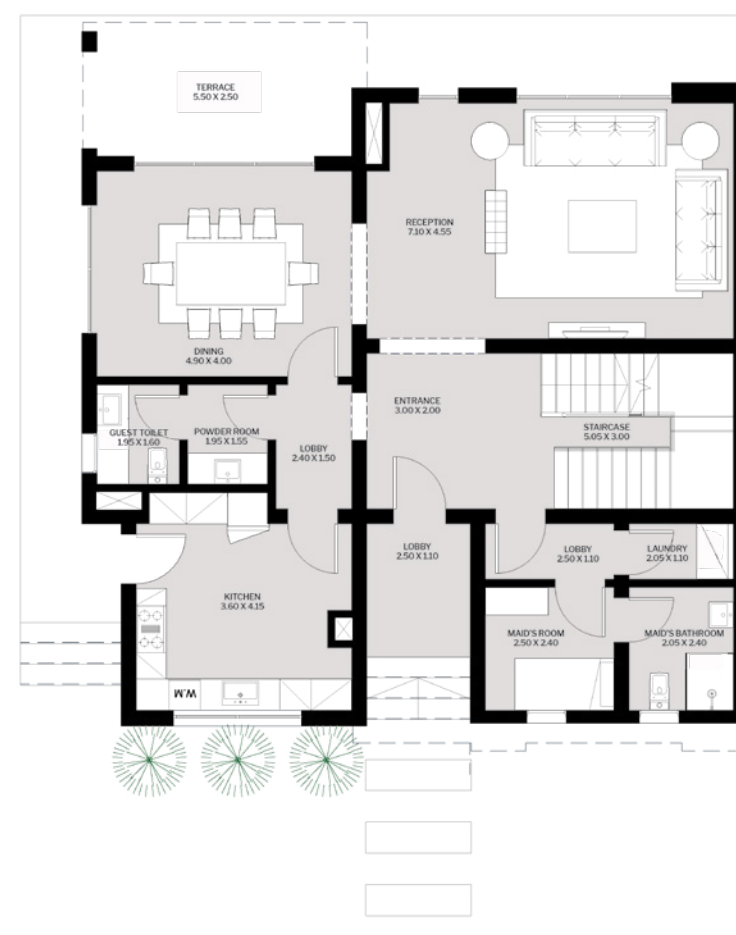
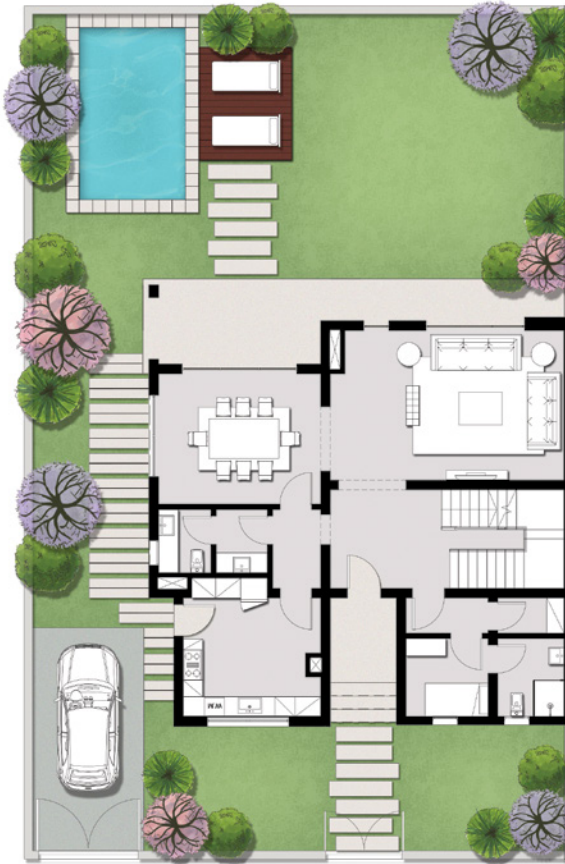
Land: 400 – 455 sqm

BUA: 357 sqm

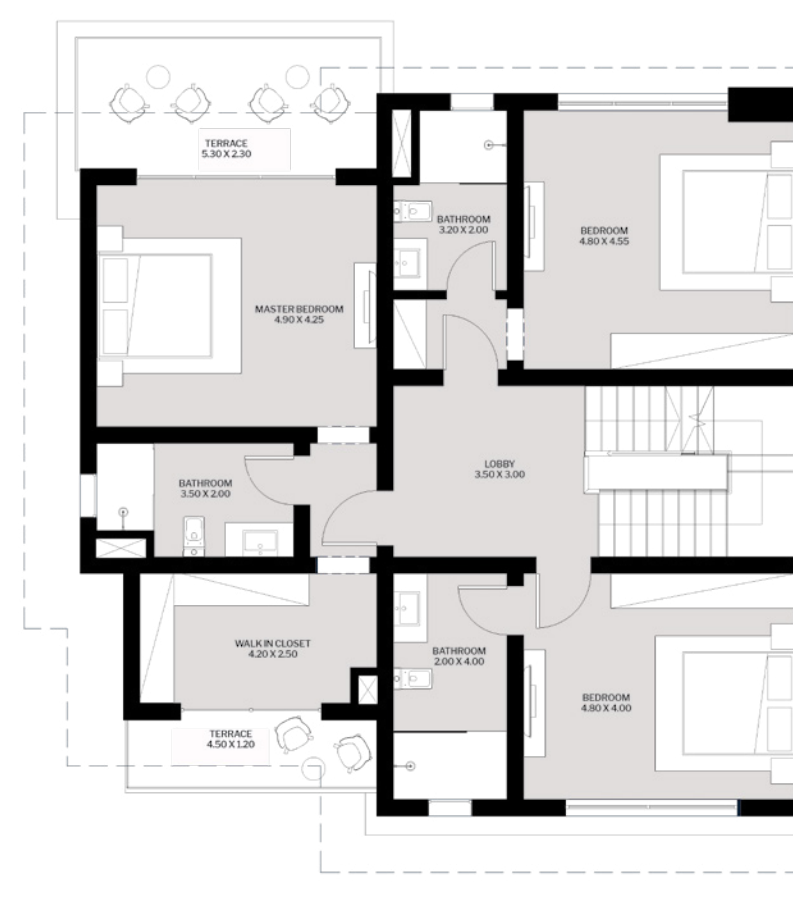
TWIN HOUSE

Land: 400 – 455 sqm
 BUA: 357 sqm

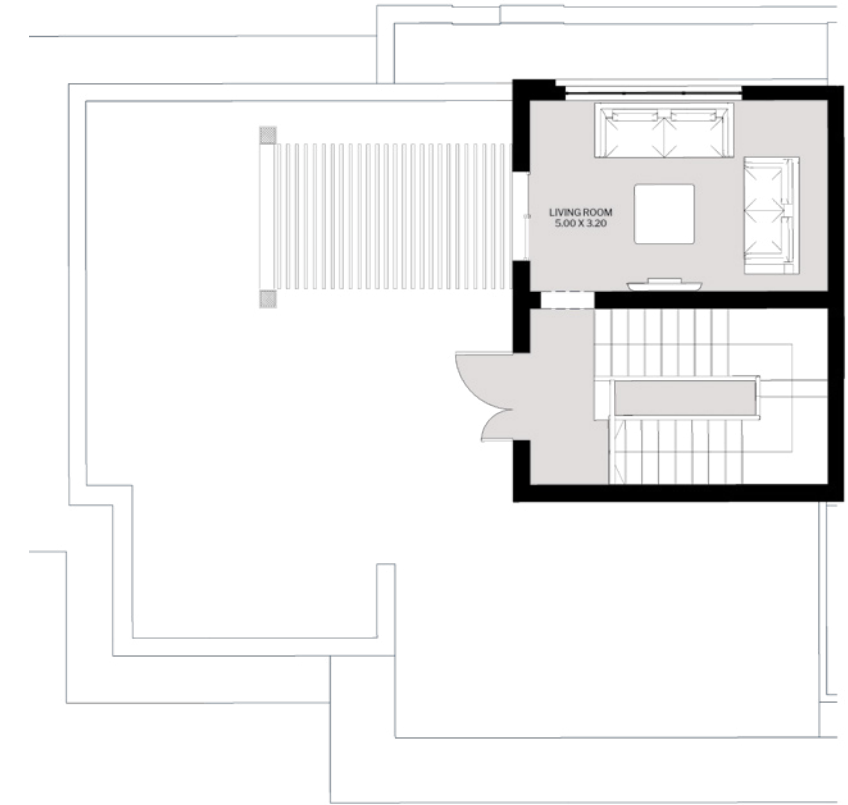
The
 SCARLET



Ground Floor
 159 sqm



First Floor
 160 sqm



Penthouse
 38 sqm
 Roof Terrace
 86 sqm



The
SCARLET

**GRAND
TWIN**

Land: 430 – 485 sqm

BUA: 393 sqm

GRAND TWIN

Land: 430 – 485 sqm

BUA: 393 sqm

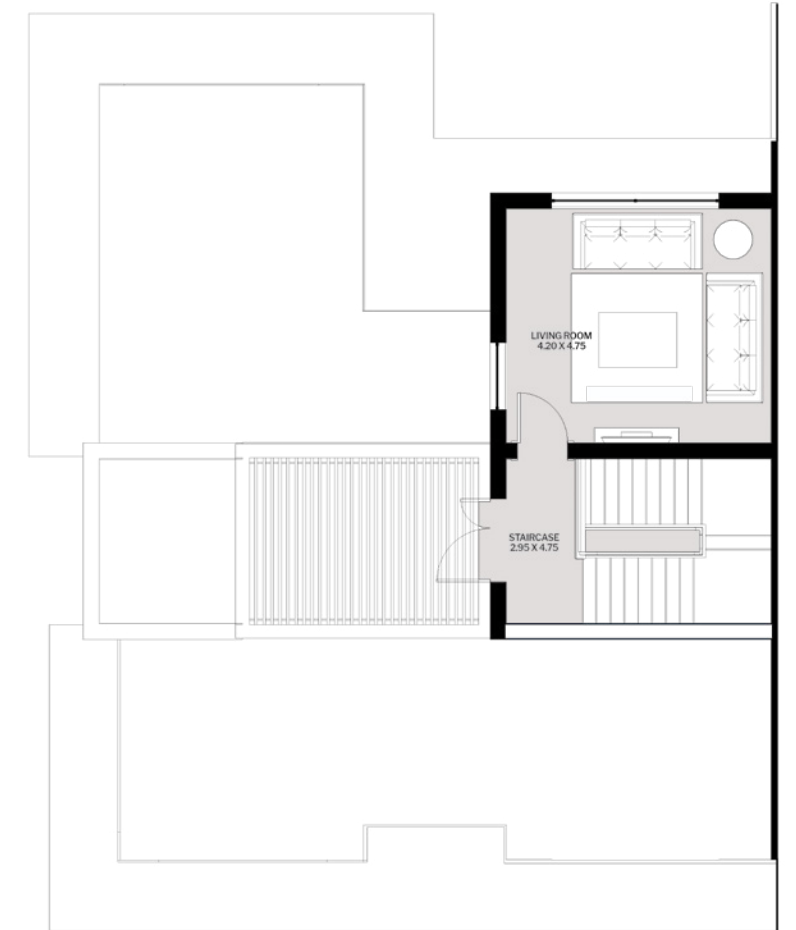
The
SCARLET



Ground Floor
176 sqm



First Floor
176 sqm



Penthouse
41 sqm
Roof Terrace
105 sqm

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Our Partners.



Khstudio is an acclaimed name in Egypt's architecture and interior design sector. Since 2007, architect Ahmed Khalifa and interior designer Shereen Helmy, have managed a creative young team of architects and designers, who have delivered top innovative and strategic works. The studio thrives with an impressive portfolio, creating intimate settings and solutions for private houses, summer homes, office spaces as well as renowned restaurants world-class gyms and spas. While working closely with clients to thoroughly understand their personal needs, Khstudio ultimately tailors an experience that is both comfortable and aesthetically exceptional.



Mimar is a leading professional design practice that provides consultancy services in the core disciplines of master planning, architecture, urban design and landscape as well as interior design, structure, civil engineering, electro-mechanical as well as project supervision. Mimar was established more than 20 years ago, with office spanning the MENA region in Abu Dhabi, Dubai, Sharjah, Ajman, Doha, Baghdad, Tripoli and Cairo as well as its in-house bureau of structural, electro-mechanical and interior design. Mimar also has a long history of partnering with specialty consultants, to ensure design excellence and the highest level of client servicing. By partnering with a wide range of clients as the lead project consultant, Mimar has exhibited its strength in the core discipline and remained at the forefront of design innovations, thus, providing creative yet functional solutions. With more than 300 qualified engineers, their dynamic design team delivers innovative design solutions with effective and efficient project coordination. Consistently, a high level of design achievement stems from their experience in a diverse range of building types, and pursuit of highly trained and talented staff. Driven by passion, Mimar continues to respond to its clients' individual needs, by providing the most effective solutions and excellent levels of services.



CallisonRTKL is a global architecture, planning and design firm that has created some of the world's most successful environments for developers, retailers, investors, institutions and public entities. It combines the legacy of two celebrated design practices into a distinct voice. Its voice is characterized by the strength of their ideas, the spirit of their culture and the passion of their people, to ultimately create a better world. In this world, people focus on their talents, relationships, clients and teams, where they can transform their experiences, personalize their lifestyles and thrive in the right direction. CallisonRTKL's global creative team has delivered exceptional projects across the Middle East and Africa, namely the Dubai Creek Harbor in Dubai, The Pearl in Qatar, Sandton City in South Africa and Lowry Mixed Use in the UK. By cross-pollinating ideas and talents across their offices, the firm delivers quality excellence at all levels and strives to be an active participant in the world.

cracknell

Cracknell is one of the leading international landscape architectural, planning and urban design practices in the world. Since 1987, they have completed numerous projects that span the Middle East, Europe, Africa and Asia. They are renowned for delivering world-class, unique and practical design solutions; underpinned by a company ethos that is focused on quality, project delivery and commitment to clients. Some of their established projects include the Burj Khalifa in Dubai and the Aphrodite Golf Resort in Cyprus.

FROM OUR FAMILY TO YOURS.



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