

The background is a full-page abstract marbled pattern in shades of red and black, with swirling, organic shapes that create a sense of movement and depth.

cēllen

(→ BUSINESS HUB)

A PLATFORM FOR PRODUCTIVITY, DESIGNED TO KEEP
PROGRESS IN MOTION.

ARTAL



cäilen



cēllen

(→ WHERE BUSINESS MOVES WITH PURPOSE
AND DRIVES PERFORMANCE.)

WITH A BOLD MOVEMENT AND A SOLID VISION, ARTAL CONTINUES TO PUSH THE BOUNDARIES OF REAL ESTATE, WITH A FOCUS ON EVOLVING COMMUNITIES AND UPLIFTING PEOPLE'S MINDSETS.

OUR COMMITMENT TO INNOVATION, SUSTAINABILITY, AND PURPOSE-DRIVEN DEVELOPMENT GUIDES US AS WE SHAPE THE FUTURE OF LIVING, CREATING SPACES THAT INSPIRE AND EMPOWER, ALWAYS WITH AN EYE TOWARD PROGRESS AND EXCELLENCE.

A

FIELD

OF

OPPORTUNITY.

(→ OVERVIEW)

CÉLLEN IS A PREMIUM BUSINESS & RETAIL HUB, STRUCTURED AROUND A CLEAR VERTICAL SEPARATION OF THE 2 MAIN ELEMENTS & THEIR FUNCTIONS:

THE RETAIL ELEMENT IS ALLOCATED IN SHR LEVEL, LOWERGROUND & GROUND FLOOR WITH DIFFERENT OFFERING OF RETAIL UNITS AND LIFESTYLE DINING OUTLETS, CREATING VIBRANT & INTERACTIVE FRONTAGES THAT ENGAGE DIRECTLY WITH THE STREET AND PUBLIC REALM.

THE UPPER TYPICAL FLOORS ARE FULLY ALLOCATED TO ADMINISTRATIVE OFFICES, OFFERING FLEXIBLE AND MODULAR LAYOUTS THAT CAN BE EASILY ADAPTED TO SUIT VARIOUS BUSINESS NEEDS.

THE PROJECT ADOPTS A VERTICALLY ZONED FUNCTIONAL LOGIC, ENSURING A SEAMLESS INTEGRATION BETWEEN THE ACTIVE PUBLIC EXPERIENCE ON THE LOWER FLOORS AND THE FOCUSED PROFESSIONAL ENVIRONMENT ON THE UPPER FLOORS STRIKING A BALANCE BETWEEN ACCESSIBILITY, TRAFFIC FLOW, AND OPERATIONAL PRIVACY.

A PLATFORM FOR PRODUCTIVITY, DESIGNED TO KEEP PROGRESS

(→ WHERE BUSINESS FINDS ITS IDENTITY)

IN A CITY THAT NEVER STOPS MOVING, EVERY BRAND NEEDS A PLACE TO ANCHOR ITSELF –
NOT JUST IN SPACE, BUT IN MEANING.

CĒLLEN ISN'T MERELY A BUSINESS COMPLEX; IT'S A PLACE WHERE IDEAS GAIN STRUCTURE, AND
IDENTITIES BEGIN TO SPEAK LOUDER THAN NAMES.

IT'S WHERE THE ENERGY OF AMBITION MEETS THE CLARITY – AND WHERE EVERY BUSINESS, BIG OR
SMALL, FINDS A SPACE THAT REFLECTS ITS VISION

(→ *Movement* IS HAPPENING

(→ STEP INTO A BUSINESS ADDRESS
THAT SPEAKS BEFORE YOU DO.)

(CĒLLEN OFFERS SPACE WITH STATURE, BUILT FOR THOSE WHO LEAD.)

IN

CĒLLEN

Direction.



)

(→ CENTER STAGE ←)

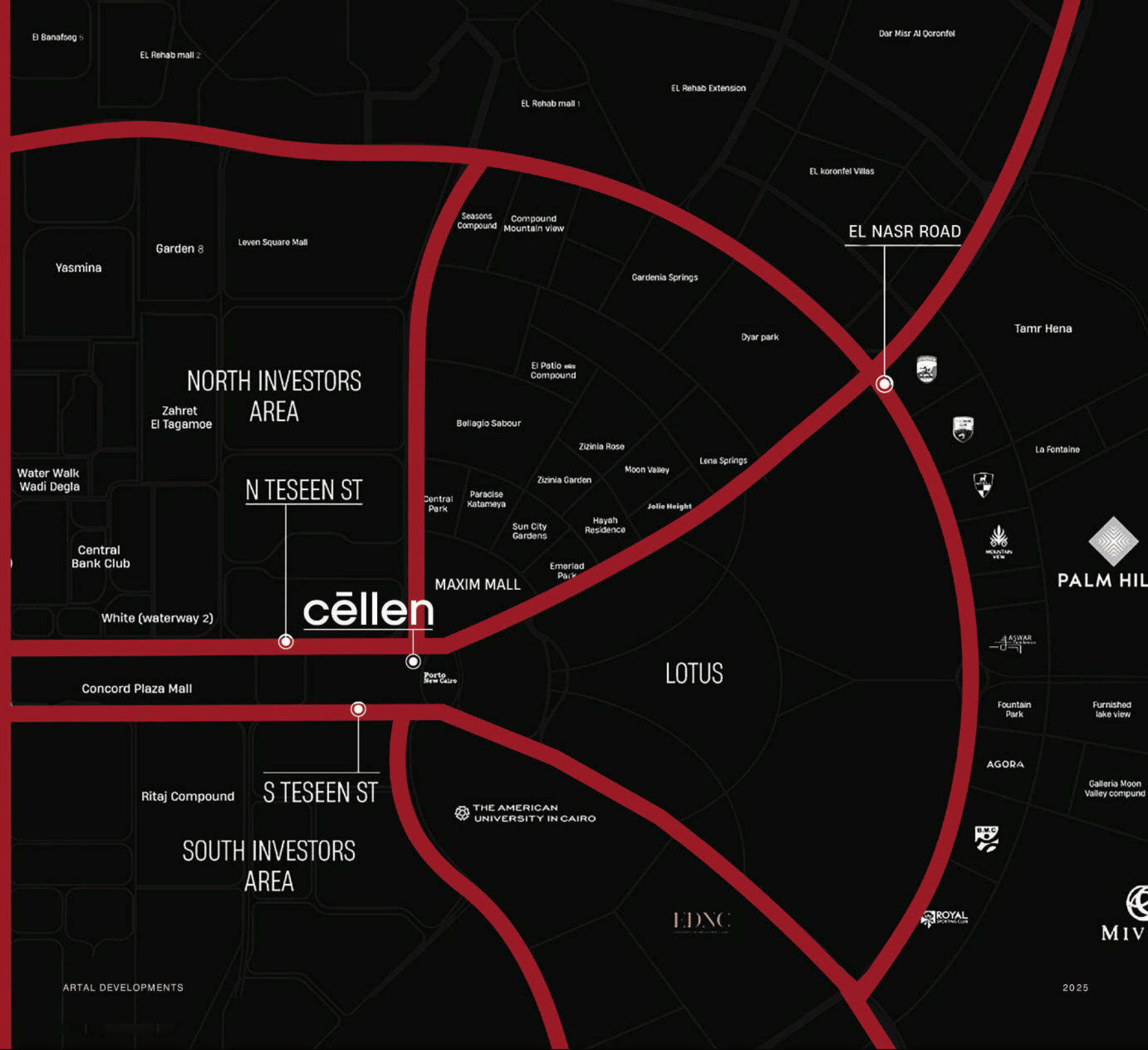
STRATEGICALLY LOCATED IN NEW CAIRO'S MOST ACTIVE BUSINESS CORRIDOR, CĒLLEN PROVIDES HIGH FOOTFALL, EXCELLENT ACCESSIBILITY, AND A CURATED MIX OF OFFICE AND COMMERCIAL SPACES. THE RESULT IS A PROPERTY THAT OFFERS YOU STABLE RENTAL YIELDS, MINIMAL VACANCY RISK, AND STRONG APPRECIATION POTENTIAL A FORMULA INVESTORS CAN COUNT ON.

SITUATED ON NORTH 90 STREET, CĒLLEN PLACES YOU AT THE CENTER OF EVERYTHING. HERE, YOU'RE NOT JUST CONNECTED TO THE CITY'S PULSE – YOU ARE THE PULSE. THIS IS WHERE BUSINESS MEETS MOVEMENT, WHERE PROGRESS NEVER STOPS.

FUE	→	5 MINS
AUC	→	10 MINS
EL REHAB	→	5 MINS
RING ROAD	→	15 MINS
AIN SOKHNA ROAD	→	20 MINS

(→ PRIME LOCATION. PROFESSIONAL DEMAND. PREDICTABLE RETURNS. CĒLLEN IS WHERE SMART CAPITAL MEETS SUSTAINED GROWTH.)

(NORTH → 90)



El Banafseg

EL Rehab mall 2

Dar Misr Al Qoronef

EL Rehab mall 1

EL Rehab Extension

EL koronef Villas

EL NASR ROAD

Yasmina

Garden 8

Lovent Square Mall

Seasons Compound
Compound Mountain view

Gardenia Springs

Dyar park

Tamr Hena

NORTH INVESTORS
AREA

Zahret
El Tagamoe

El Patio
Compound

Bellagio Sabour

Zizinia Rose

Lena Springs

La Fontaine

N TESEEN ST

Water Walk
Wadi Degla

Central
Bank Club

White (waterway 2)

cēllen

MAXIM MALL

LOTUS

PALM HILL

Concord Plaza Mall

Porto
New Cairo

ASWAR
MOUNTAIN VIEW

Ritaj Compound

S TESEEN ST

SOUTH INVESTORS
AREA

THE AMERICAN
UNIVERSITY IN CAIRO

EDNC

AGORA

Fountain
Park

Furnished
lake view

Galleria Moon
Valley compund

ARTAL DEVELOPMENTS

ROYAL
FOOTING CLUB

MIV

2025

(→ FACTS)

LAND AREA

4,284 SQM - BUILDING ON 40%
OF LAND AREA

OFFICES AREAS START FROM
53 SQM

PROJECT FRONTAGE

50.7 METER FRONTAGE (DOUBLE
SIDED OVER 2 MAIN STREETS)

OFFICES FINISHING
WHITE BOX

TOTAL B.U.A

14.412 SQM

RETAIL AREAS START FROM
66 SQM

NO. OF FLOORS

SHR LEVEL, LG, G+4

RETAIL FINISHING
CORE & SHELL

TOTAL OF UNITS

138 (RETAIL 50U / OFFICES 88U)

LOADING RATIO
35%

NO. OF BASEMENTS

2 FLOORS (1 FULL BASEMENT + ½
FLOOR)

DELIVERY DATE
JUL 2028

PARKING SLOTS

180+

LICENSE STATUS
CONSTRUCTION LICENSE ISSUED

(→ HIGH-VISIBILITY FRONTAGE. PREMIUM
OFFICE DEMAND. INSTITUTIONAL GRADE
DESIGN. CĒLLEN IS YOUR NEXT HIGH-
PERFORMANCE ASSET.)

cēllen



(→ THE SIGNATURE OF MODERN BUSINESS)

FROM MODULAR OFFICE CONFIGURATIONS FOR STARTUPS AND GROWING ENTERPRISES, TO SMART LAYOUTS THAT ACCOMMODATE HIGH-CAPACITY OPERATIONS, EVERY PART OF CĒLLEN IS DESIGNED TO DRIVE PRODUCTIVITY.

CĒLLEN ISN'T A SPACE YOU RENT. IT'S A SPACE YOU BECOME PART OF. EVERY MATERIAL, EVERY PROPORTION, EVERY CIRCULATION PATH HAS BEEN CAREFULLY CONSIDERED TO CREATE A BUILT ENVIRONMENT THAT FEELS LIKE A HIGH-END PRODUCT – POLISHED, PRECISE, AND PROUD.

THE ARCHITECTURE ISN'T DECORATIVE, IT'S STRATEGIC. IT SUPPORTS VISIBILITY, ENHANCES EXPERIENCE, AND ELEVATES YOUR PROFESSIONAL IMAGE. THIS IS NOT A PROJECT BUILT TO BLEND IN. IT'S A PROJECT DESIGNED TO LEAD.

cēllen





(→ THE ATRIUM)

AT THE HEART OF THE PROJECT LIES A LARGE, VERTICALLY OPEN ATRIUM, SERVING AS A CENTRAL ARCHITECTURAL AND FUNCTIONAL FEATURE THAT CONNECTS THE UPPER OFFICE LEVELS WITH THE INTERNAL PLAZA BELOW.

IT OFFERS: NATURAL LIGHT PENETRATION THAT REACHES DEEP INTO THE BUILDING CORE.

VISUAL CONTINUITY BETWEEN INTERIOR AND EXTERIOR SPACES.

INTUITIVE WAYFINDING THROUGH SPATIAL OPENNESS AND VISUAL ANCHORS .

INTERACTIVE FLOW THAT FOSTERS VISUAL AND FUNCTIONAL ENGAGEMENT BETWEEN VISITORS AND WORKSPACE USERS.

THE ATRIUM IMPROVES THE OVERALL ENVIRONMENTAL QUALITY AND THE SPATIAL EXPERIENCE OF THE BUILDING, MAKING IT MORE WELCOMING AND ENGAGING.

(→ INTEGRATED DUAL ACCESS POINTS)

THIS DUAL-ENTRY CONFIGURATION IMPROVES VISIBILITY AND COMMERCIAL EXPOSURE, REDUCES CONGESTION AT ACCESS POINTS, AND ENSURES A SMOOTHER CIRCULATION EXPERIENCE—PARTICULARLY FOR ADMINISTRATIVE USERS BY DISTRIBUTING THE TRAFFIC FLOW ACROSS THE SITE EFFICIENTLY.

IN CĒLLEN, YOU'RE NOT JUST INVESTING IN PROPERTY. YOU'RE INVESTING IN A PREMIUM BUSINESS DESTINATION WITH LONG-TERM VALUE.

EACH ORIENTED TOWARDS A DIFFERENT MAJOR STREET, ENHANCING URBAN INTEGRATION AND FACILITATING EFFICIENT ACCESS FROM MULTIPLE DIRECTIONS.

(ENTRANCE A) CONNECTS TO A DEDICATED DROP-OFF ZONE AND THE MAIN PLAZA, SERVING VISITORS ARRIVING FROM NORTH 90 STREET.

(ENTRANCE B) CATERS TO RETAIL TRAFFIC AND ADMINISTRATIVE OFFICE USERS APPROACHING FROM SOUTH 90 STREET.





(→ CIRCULATION)

THE PLACEMENT OF STAIRS AND ELEVATORS IN CÉLLEN HAS BEEN CAREFULLY PLANNED TO OPTIMIZE BOTH FUNCTION AND TRAFFIC FLOW: CLOSE PROXIMITY TO ALL RETAIL UNITS, ENSURING EFFICIENT ACCESS FOR TENANTS AND VISITORS. CLEAR SEPARATION BETWEEN PUBLIC VISITORS AND INTERNAL USERS, ENHANCING BOTH PRIVACY AND CONTROLLED CIRCULATION ACROSS THE PROJECT. STRATEGIC ALIGNMENT WITH EMERGENCY ROUTES AND SERVICE AREAS, SUPPORTING SMOOTH OPERATIONAL AND SAFETY LOGISTICS. THIS SMART CORE DISTRIBUTION SUPPORTS BOTH DAILY FUNCTIONALITY AND LONG-TERM BUILDING PERFORMANCE .

(→ PARKING)

THE PROJECT INCLUDES TWO BASEMENT LEVELS ALLOCATED FOR PARKING, SERVING BOTH VISITORS AND TENANTS.

THE DESIGN ENSURES: DIRECT VERTICAL CONNECTIVITY FROM THE PARKING LEVELS TO THE MAIN ENTRANCES, RETAIL UNITS, AND OFFICE FLOORS.

ORGANIZED CIRCULATION WITH SMOOTH TRAFFIC FLOW AND NO CONGESTION POINTS.

A CALCULATED INTERSECTION BETWEEN PEDESTRIAN AND VEHICULAR ROUTS, ALLOWING A NATURAL AND SEAMLESS TRANSITION FROM ARRIVAL TO ENTRY.

THIS INTEGRATED APPROACH IS INSPIRED BY GLOBAL STANDARDS THAT PRIORITIZE USER COMFORT AND INTUITIVE ACCESS – OFFERING A SUPERIOR ALTERNATIVE TO COMPLETE SEGREGATION BETWEEN PEDESTRIAN AND VEHICLE TRAFFIC.



cēllen

(→ FACILITIES AND AMINITIES)



24 Hours Security



building management
system



CCTV Surveillance



Fire System



triple play



Conference Business
Center



staff lockers



Public Address
System



electric cars
chargers



atm center



Outdoor plaza



Concierge Service



public services



Handicapped Friendly
Facilities



Emergency Response
Team



Easy Access



Escelators



Smart Elevators
System



Parking Facilities



Pray Area



(→ ELEVATED BY INTENT)

EVERY DETAIL IN CĒLLEN IS DESIGNED WITH ONE QUESTION IN MIND: "WHAT DOES A BUSINESS NEED TO GROW – NOT JUST FASTER, BUT SMARTER?"

FROM THE DAYLIGHT-FILLED ATRIUM TO THE MODULAR LAYOUTS, FROM THE CORE CIRCULATION TO THE BRAND-DEFINING FACADE – NOTHING IS RANDOM. CĒLLEN IS INTENTIONAL. THOUGHTFUL. STRATEGIC. IT'S THE SILENT PARTNER THAT MAKES YOU LOOK BETTER, WORK BETTER, AND STAND TALLER IN EVERY MEETING YOU HOST.

(→ THE FUTURE OF BUSINESS HAS AN ADDRESS)

CĒLLEN ISN'T JUST A NAME – IT'S A STATEMENT. A BOLD, CONFIDENT MARK ON NEW CAIRO'S BUSINESS LANDSCAPE. CONCEIVED TO REFLECT THE PACE, PRECISION, AND PRESENCE OF TODAY'S TOP-TIER PROFESSIONALS, CĒLLEN IS MORE THAN A LOCATION; IT'S WHERE ARCHITECTURE BECOMES IDENTITY.

(→ BUILT FOR VISIONARIES, MADE FOR MOMENTUM. CĒLLEN TURNS BUSINESS POTENTIAL INTO LASTING IMPACT.)

Welcome to Cēllen — where innovation meets elegance, and where each corner is designed to inspire progress. Here, your ambitions find a home that mirrors their scale, offering unparalleled opportunities for collaboration and growth. Whether you are hosting a pivotal meeting or strategizing your next big move, Cēllen provides the backdrop for success, seamlessly integrating cutting-edge technology with sustainable design. This is not just where business happens; it's where it thrives

cēllen

The background is a dark, monochromatic composition of blurred, light-colored architectural elements. These elements appear as soft, out-of-focus lines and shapes, suggesting a modern building's facade or interior structure. The blurring creates a sense of depth and movement. Centered in the middle of the image is the word "cēllen" in a bold, red, sans-serif typeface. The red color stands out sharply against the dark, textured background.

cēllen

(→ A BUSINESS CULTURE)

CĒLLEN REDEFINES WHAT AN OFFICE DESTINATION SHOULD BE. IT DOESN'T CATER TO SQUARE METERS; IT CATERS TO VISION. THE PROJECT CREATES A RHYTHM – BETWEEN THE CALM OF CURATED ARCHITECTURE AND THE ENERGY OF GROWTH - MINDED ENTERPRISES. WITH FLEXIBLE FLOOR PLANS, PREMIUM RETAIL ZONES, AND A CENTRAL ATRIUM PULSING WITH LIGHT AND MOVEMENT, CĒLLEN FOSTERS AN ECOSYSTEM FOR BUSINESSES THAT ARE GOING SOMEWHERE – AND WANT A SPACE THAT MOVES WITH THEM.

(→ CĒLLEN IS YOUR NEXT HIGH-PERFORMANCE ASSET.)

IN THIS DYNAMIC SPACE, BUSINESSES FLOURISH, NURTURED BY AN ENVIRONMENT THAT IS AS ASPIRATIONAL AS THE COMPANIES IT HOUSES. CĒLLEN IS NOT JUST AN OFFICE SPACE; IT IS A COMMUNITY OF LIKE-MINDED VISIONARIES DRIVING INNOVATION AND SHAPING THE FUTURE OF BUSINESS.

A silhouette of a person's head and neck, looking upwards and to the right, set against a solid red background. The person's hair is short and dark, and their neck is visible. The overall mood is contemplative and aspirational.

A

FIELD

(→ MORE THAN JUST BUSINESS)

CĒLLEN transforms office spaces by prioritizing vision over mere size, blending curated architecture with the vitality of growth-focused companies. It offers flexible floor plans, premium retail areas, and a lively central atrium, fostering an ecosystem for dynamic businesses seeking adaptable environments.



OF

OPPORTUNITY

(→ EMPOWERING YOUR JOURNEY)

Modern professionals seek more than just space—they seek experience. Cēllen delivers both, blending business essentials with lifestyle luxuries in a setting that inspires.

(→ Movement IS HAPPENING IN CĒLLEN Direction. ←)

