

the one

ALEX.

**Life. Work. Future.
All In One**

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**Taking you...
,elsewhere.**

Behind the curtain of our venture

It is easy to accept the way things are, and difficult to envision a future we cannot see, the new way that would replace the old. However, sometimes, when we are deeply lost in thought, we imagine the unimaginable, brilliant new steps that, if taken, you could never imagine how you lived without them.

This is where we thrive. We do not accept things as they are, but rather our whole mission is to take you to those places, the places you have to see to believe, the ones you thought only existed in your mind... to take you ,elsewhere.

Starting now.





**Making something progressive,
Making something reminiscent**



Are they not the same?



**Purity and complexity, modernity
and heritage,**

pinpoint precision and freedom of expression... These things may seem separate, but they are in fact part of something bigger, of the whole, of the One. The pioneers of the past understood this, and so do the charters of the future.

These elements, even if they seem contradictory, are only pieces of the same eternal cycle, all necessary to form the larger picture, united and harmonious.

One informs the other, making the experience One. By having one, you have the other, by looking to the past culture, you can create a new beginning.



This is it... This is the One!

A peek at what the future holds

Enter the One. A place unlike any other, and yet rooted deeply in the rich and historic culture of its area. Set to be Alexandria's premiere living destination, the One is not a reinvention of Alexandrian ideals and legacy, but the natural evolution; from Progressiveness, to Artistic Exquisiteness and a distinct and singular identity.

That being said, the One also means it is the only one of its kind. So, in the spirit of progressiveness, citizens will be witnessing a place beyond any comparisons, a concept that is entirely unique to itself. As man has already conquered land, we thought... why not look up to the heavens?

And so the idea for the One's distinct style was born. With its state-of-the-art vertical design that towers above the city, a whole sprawling community and ecosystem stretches in the sky.

A residential, commercial and admin project with a full suite of interconnected elements and inclusive amenities at your disposal...

Giving you the complete, One experience that is matchless across all of Alexandria.

In a nutshell, the heart and soul of the one can be characterized by a strong sense of connectivity and harmony – between the residents of its community, between the different elements and sections that interplay, and between pristine nature and avant-garde urban living.



The Lighthouse, the Library, the One

Alexandria's up-and-coming landmark

Forward-thinking does not stop at creating your masterpiece, but also extends to the environment you choose to put it in. What good is being at the premiere living destination, when everything else is out of reach? Knowing that our full vision can only be accomplished with every element perfectly set in place, this was a top priority.

In the beating heart of Alexandria, in the premiere district of Smouha, lies what is lining up to be one of Alex's hallmark icons. With its top-of-mind positioning reinforced by its strategic placement at the crossroads of all the city's attractions and essentials, everything from a bustling night out, an engaging day of activity, serene dining options, a venture into the expanses of culture, or anything in between, is all easily within arm's length.

Alexandria
Sporting Club

Smouha
Sporting Club

Victor
Amanoiel Sq.

the one
ALEX.



Al Gamee Sq.

Antonides
Gardens

Elshohada
Square Rd.

Charting the blueprint for Alexandria's new era

Masterplan

See it to believe it



The One Experience

Synergy, inclusivity... Oneness

A solid concept and mission, a thoughtful setting, and an essential character are all crucial baselines of any project, but what would you be doing there? How would the day to day life feel?

Accordingly, let us take a look into what you are waiting to hear most, how the experience of living at the One would be.

With 50,000 sqm of overall project space, the One comfortably encompasses every aspect of a balanced, thrilling and impactful life, while prioritizing practicality and accessibility.

Whether you aim for invigoration, expression, spiritual attunement, indulgence – any and all is found at the towers of the One: from a Main Spine dedicated to retail and entertainment, to cafes and fine dining surrounded by the stars, to specialized playground zones, cozy lounge settings in each building, mosque, an abundant selection of convenience options which include an electric trash chute, service rooms and apartments, multiple storage areas, and plentiful parking slots and elevators... and so much more yet.



One Body

Securing the physical quality of life

You cannot begin your journey towards a satisfying lifestyle without the very first step: the body. Understanding the vital role of an active way of life in any individual's daily schedule, the One promotes energetic, dynamic and disciplined living with our luxury fitness center. Alternatively, the One features an array of bike lanes to boot, for those who like to embrace a bit of the outdoors in their workouts.





FITNESS HUB

RETAIL

RETAIL

One Mind

Peaceful mind, peaceful life

What is more peaceful than your very own green sanctuary in the sky, amidst passing clouds outside your window? In our eyes, not much. No longer are serenity gardens limited to the ground, as the One includes exclusive aerial serenity gardens as well, for those looking to make their experience a little extra divine.

In addition, our wellness centers will aid you in reaching your zen space and promoting a balanced and healthy lifestyle.

This is the new age, and with it comes a new standard for serenity.





One Spirit

The spice to your every day

Sometimes, a day is not complete without a touch of adventure. If you feel the time has come for you to indulge, you are welcome to soothe your dynamic spirit at our tremendous 2000 sqm social clubhouse. If you hope to revitalize instead, an evening of stunning views, splendid ambiance and superb cuisine at our rooftop restaurants will surely be to your fancy.





One Framework

The structure of brilliance

Walking on a flying sky bridge, kilometers above ground level; soaring spines reaching to the clouds, with a cutting-edge curved design curated for airflow; scenic roofs of bountiful green... We are not talking distant future, we are talking Tuesdays.

At the One, every waking moment is one where you will find yourself surrounded by the stuff of dreams and fantasy, a testament to exquisite architectural splendor. Not only is the foundation itself elevated, but along with it every aspect of life.





One Framework

The Design of Brilliance

Characterized by clean lines and angular geometric patterns embodying the organic shapes and forms of the natural world, the minimalistic aesthetic and design of the One's facades bring to mind a surreal and fantastical feeling, evoking an otherworldly grandeur that is all unified by a singular and seamless sense of flow from one part to the next.

Along with enjoying panoramic city views from the comfort of your home, the at-once deeply modern and timeless design of the One comes full circle with the combination of louvers, pergolas and white vertical elements, adding a touch of dynamism to the functional exterior.





RETAIL

RETAIL

One Responsibility

A Merge between Sustainability and Accessibility

As true futurists, our vision extends beyond the now – to create a blueprint that effortlessly holds steady through the generations, designed with one thing in mind first and foremost: Your experience.

The entirety of the One is built with lanes for both bikes and pedestrians, in addition to the easily-accessible club cars provided, giving you full control to choose whatever suits you.

In addition, the captivating allure of a landscape filled with stunning greenery and enchanting water features, coupled with the colorful magnificence of the flowers, provide you with a tinge of that untouched nature feeling that balances the urban elements, and creates a more sustainable living environment for all.





REI

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One Network

A Community with a Pulse

At the One, we concern ourselves with not only environmental sustainability, but social sustainability is equally important in our eyes. Combining the best of both worlds when it comes to privacy and connection, the One never fails to manifest opportunities for intimate human moments – from the lively commercial areas of the Main Spine, to the many communal areas such as the green roofs, or the serenity and fitness areas.

When the whole thing can be seen as one massive shared space between residents, there is more than one reason we call it the One.





RETAIL

RETAIL

THE ONE RESIDENCE





A specimen of what life could look like

Sample our range of living spaces

And here we come to the final piece of the whole. No words needed, look on for yourself.





Interior concept





















Exterior concept























The Minds Behind the Vision



Mohamed Megahed, Founder of MMG and Elsewhere Mohamed Talaat,
Architect Behind the One

Mohamed Megahed, Market leader and Founder of MMG, brainwave behind the group
owning Elsewhere with it's first premium project The One.

[Mohamed Talaat logo]

Designed by Eng.Mohamed Talaat renowned innovator and CEO of MTA .The One captures
the beauty of architecture allowing
it's residents, tenants and visitors to have a complete exclusive experience



Tarek Zarkawy, the pioneering founder of DMC, has managed the groundwork for the One's
successful execution.

,elsewhere

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