

*bēing*  
new zayed

# A SPACE FOR BEING

## ***Mixed-use destination of our dreams***

Home is a feeling, and being is the place to feel at home while doing everything your mind wanders to—the perfect escape from the everyday formula. Moving with energy is moving with magic. It's time to live in motion.

Welcome to Being, the latest multipurpose address in the heart of Sheikh Zayed City, Cairo. Perfectly positioned, Being puts you at the center of it all. With seamless access to key roads, highways, and wellness-infused wonders, it's a place where bold ideas come together.



# THE PLACE TO BE

|                       |       |         |
|-----------------------|-------|---------|
| SPHINX AIRPORT        | _____ | 5 MINS  |
| DOWNTOWN ZAYED        | _____ | 25 MINS |
| GRAND EGYPTIAN MUSEUM | _____ | 30 MINS |



# A CENTER PIECE



## ***A masterplan that connects***

In the center of it all is a built-to-service masterplan of effortless joy. An interconnected world of wonder lies, where curated experiences unfold in every direction. This centerpiece is a beating heart. With cafés that spill warmth, coworking corners that spark ideas, and boutique shops tucked between green spaces, it effortlessly weaves the rhythm of daily life together. It's where people gather, moments happen, and an entire community converges into united living, a breathing destination of grandness.

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# MINDSET



***Egypt's 1st Work Well Concept***

# MINDSET — *By*

**LMD°** X LA7 *at*  *being*  
new zayed

## ***Egypt's 1st Work Wellness Concept***

Mindset is your all-in-one journey to becoming your best self, within and beyond the workplace, where mindful meals, stress-free spaces, and joint-loving workouts meet spa serenity and creative expression. From bold gaming studios and kids' wonderlands to soul-nourishing food gatherings, every detail is designed to inspire.

Fuel your curiosity with our cooking school, music chamber, projector theatre, and refined library. It's all seamlessly tied together with a user-friendly app—your final stop for total transformation. Welcome to the art of living well.

# FEELING GOOD IN THE OFFICE

*Brighter natural light filled spaces  
Surrounded by serene landscapes  
Thoughtfully designed for privacy*



# MEET MINDSET

## *A mindset unmatched*

The LMD x LA7 mindset breaks limits and rewires how you live—freeing your potential, expressing every version of your soul, and guiding you toward inner peace. This isn't about convenience; it's wellness-integrated living that pushes you to go beyond, think bigger, and impress yourself by giving you ideas on what you're missing out on.



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# SOCIAL BUSINESS CLUB

*The first business club designed around what people truly need—to live and work well.*

We reshape the modern workspace to reduce burnout and boost productivity. Every element is thoughtfully designed to make employees work life easier, healthier, and more joyful. A space that honors human needs. From wellness-focused amenities to productivity-enhancing features, Social Business Club empowers employees to develop to their full potential—both professionally and personally.



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# OFFERINGS

***Gym – Physiotherapy – Nutritionist – Wellness space – Spa – Self-care – Tailor and Laundry – Ergonomic Furniture – Stress-release Dome – Privacy Pods – Library and Co-working Space – Conference Hall – Kids Area – Game Room – Music Room – Cooking School – Food Hall – Psychologist – Life Coach – On-board Doctor– Legal/HR/Finance Office – User-friendly App – AI and Coding Hub***

# GYM

Featuring a fully equipped gym designed to support employee wellness and promote a healthy work-life balance, the space offers a convenient and motivating environment for employees to stay active throughout the day. Additionally, locker facilities are available, allowing employees to securely store their belongings while they focus on their fitness and well-being.



# PHYSIO- THERAPY

A close-up photograph of a physiotherapist, wearing a green shirt, applying colorful kinesiology tape (pink and blue) to a woman's shoulder. The woman is looking down with a focused expression. The background is softly blurred, showing what appears to be a clinical or gym setting with wooden frames.

Helping employees manage and prevent work-related aches and pains resulting from long working hours. By improving comfort and mobility, it supports better performance and enhances overall job satisfaction.

# NUTRITIONIST

A top-down view of a wooden board filled with various snacks. On the left, there is a stack of round, golden-brown crackers. To the right of the crackers is a mix of almonds and cashews. In the upper right corner, there is a small white bowl filled with a creamy white dip, likely hummus, garnished with herbs. Below the hummus is a larger white bowl filled with green olives. At the top of the board, there are several green grapes. At the bottom, there are some sliced cucumbers. The entire board is set against a light-colored wooden background.

Nutrition services helps employees make healthier food choices, maintain balanced diets, and promote better overall health and increased energy levels.

# WELLNESS SPACE

A person is shown from the waist down, sitting in a meditative pose on a blue mat. They are wearing a red long-sleeved shirt and blue patterned pants. Their hands are held in a mudra, with the thumb and index finger touching. The background is a wooden floor.

We're giving you the key to recharging your body and mind by providing hubs for movement, mindfulness, and unique programs. Whether it's walking while working in the Cardio Corner, participating in yoga or Pilates in the Exercise Studio, or following personalized Workout Programs, this zone takes care of your well-being.

# SPA

A person's arm is shown being treated with a golden oil. A hand holds a glass dropper, dispensing a drop of oil onto the skin. The arm is resting on a dark, textured wooden surface. In the foreground, there are two small glass bottles: one dark and empty, the other containing golden oil with a cork stopper. To the right, a lit candle in a glass holder casts a warm glow, with purple and white flowers placed next to it. The background is softly blurred, showing a white towel or cloth.

The spa includes both a sauna and a steam room, creating a serene retreat for employees to unwind and recharge. Whether it's to de-stress after a busy day or take a mindful break, the spa adds a touch of comfort and calm to the workplace.

# SELF-CARE



We offer grooming services including a transformative presence of an on-site barber and beauty salon, to provide employees with a convenient way to rejuvenate during their busy workdays. These services help reduce stress, enhance personal well-being, and boost confidence. We're here to fulfill the ultimate goal of enhancing time management, productivity, and workplace engagement.

# TAILOR & LAUNDRY



An on-site tailor provides custom-made clothing and alteration services, and laundry services ensure employees' clothes stay fresh and ready for each day. By offering both services, employees can save time, maintain a professional appearance, and focus on what matters most—without the hassle of errands.

# ERGONOMIC FURNITURE

Thoughtfully designed furniture promotes employee health and comfort by helping maintain the natural curve of the spine, improving posture, and preventing back pain often caused by prolonged sitting, ensuring a more comfortable and productive environment.

# STRESS RELEASE DOME

A quiet, stress-free space featuring oxygen diffusers, smart chairs, and sound therapy headsets, designed for employees to relax and release any distractions or mental clutter.

# PRIVACY PODS

Privacy pods create quiet spaces for focused work, online conversations, or face-to-face catch-ups, enhancing both productivity and comfort.

# LIBRARY & CO- WORKING SPACE

A high-angle, slightly top-down photograph of a man sitting in a modern, dark blue armchair. He is wearing a blue jacket, dark pants, brown boots, and a black baseball cap. He is holding an open book and reading. The chair is positioned next to a round, white table with a wooden leg. The floor is made of large, light gray tiles. In the background, another similar chair is visible. The overall atmosphere is quiet and focused.

A quiet area equipped with a curated collection of books, Kindles, and a coworking space—perfect for focused reading, studying, or working in a calm, inspiring environment.



# CONFERENCE HALL

A well-equipped space specifically designed for hosting meetings that include visual aids, multimedia presentations, and collaborative discussions, providing a professional environment that enhances communication and engagement.

# KIDS AREA



Employees with access to on-site childcare experience fewer distractions, enabling them to focus better and boost their productivity.

# GAME ROOM

A person wearing a brown tweed jacket is standing over a pool table with blue felt. They are holding a pool cue in their right hand, which is positioned over the table. Several pool balls are scattered on the table, including a red and white striped ball, a solid brown ball, and a solid white ball. The background is dark and out of focus, with some greenery visible on the right side.

Games and de-stress zones in the workplace are excellent ways to boost employee energy and productivity. They also enhance interpersonal relationships, communication, and team bonding.

# MUSIC ROOM

A woman with long brown hair and red lipstick is playing a teal electric guitar. She is wearing a light blue ribbed tank top, several gold necklaces, and large hoop earrings. She has white headphones on her head. Her left hand is on the fretboard of the guitar, and her right hand is on the keys of a keyboard. The background is a soft, out-of-focus purple and pink light.

A music room studio designed to enhance both entertainment and productivity, creating a soothing yet energizing environment for employees.

# COOKING SCHOOL



The cooking school is an excellent place to explore the world of food and delve into the details of culinary techniques. It is equipped with the latest appliances and provides hands-on experience, allowing members to learn by practicing with real tools.

# FOOD HALL

Offering a wide variety of cuisine options to suit every taste. From healthy choices to international flavors, employees can enjoy a range of freshly prepared meals throughout the day.



# PSYCHOLOGIST & LIFE-COACH

A person wearing a beige suit is seated in a black leather chair. They are holding a silver pen in their right hand and a small, lined notepad in their left hand. The background is softly blurred, showing a potted plant and a window with light coming through.

A professional Psychologist and certified Life Coach are available on-site to offer personalized guidance, emotional support, and practical tools to help navigate challenges, strengthen mental resilience, and foster personal growth.

# ON-BOARD DOCTOR

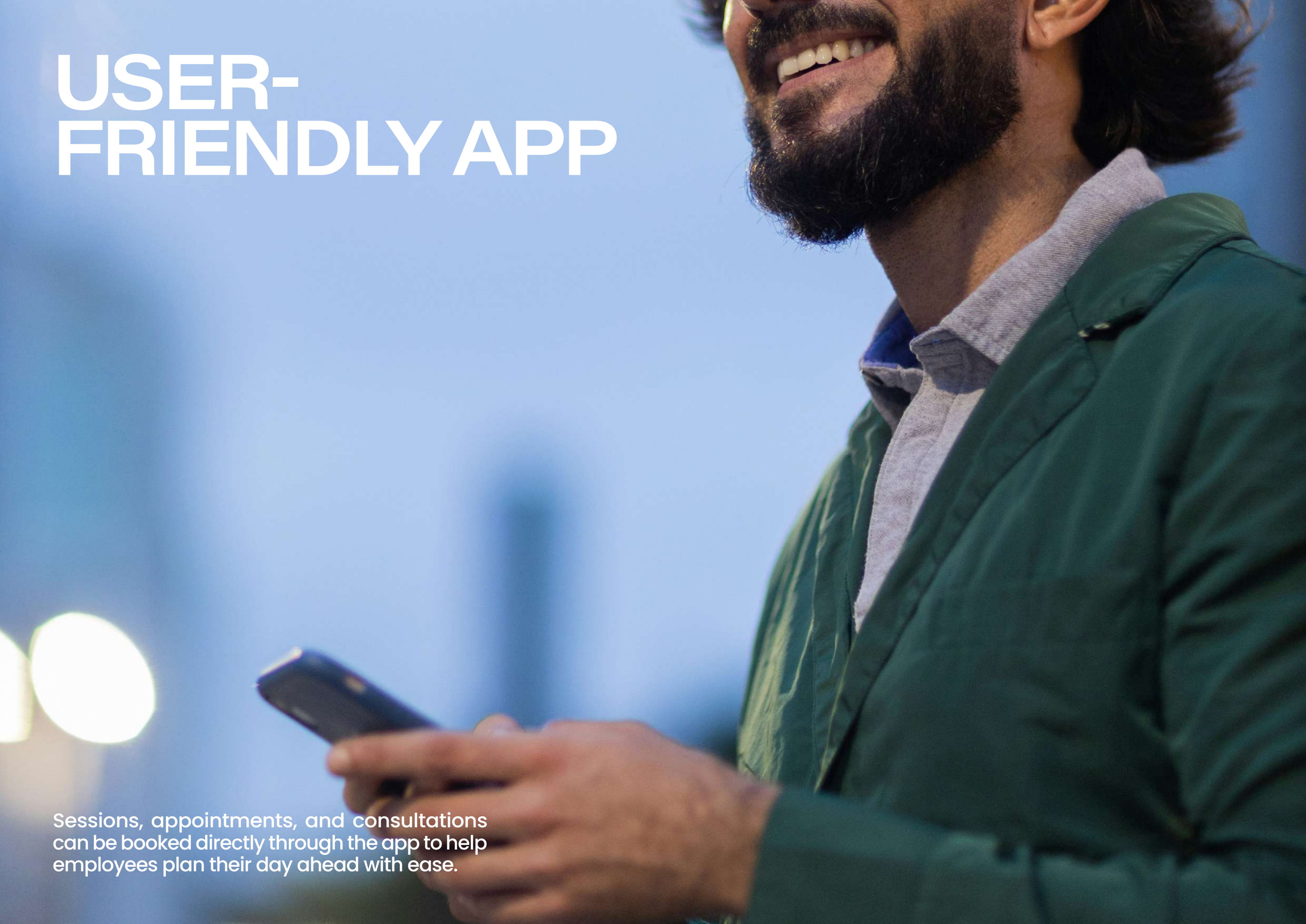


Providing immediate medical care for employees ensures quick treatment of health concerns, minimizes work disruptions, and promotes a safer, healthier work environment.

# LEGAL/HR/ FINANCE OFFICE

A dedicated team of experts committed to delivering tailored solutions across Legal, Financial, Commercial, Human Resources, Business Development, and Information Technology. With a strong focus on fostering growth, mitigating risks, and enhancing operational efficiency, this office serves as a strategic partner in driving sustainable success for businesses and individuals alike.

# USER- FRIENDLY APP

A close-up, low-angle shot of a man with a dark beard and mustache, smiling broadly. He is wearing a dark green jacket over a light-colored collared shirt. He is holding a dark smartphone in his right hand, looking down at it. The background is a blurred night scene with warm, out-of-focus lights, suggesting an urban environment.

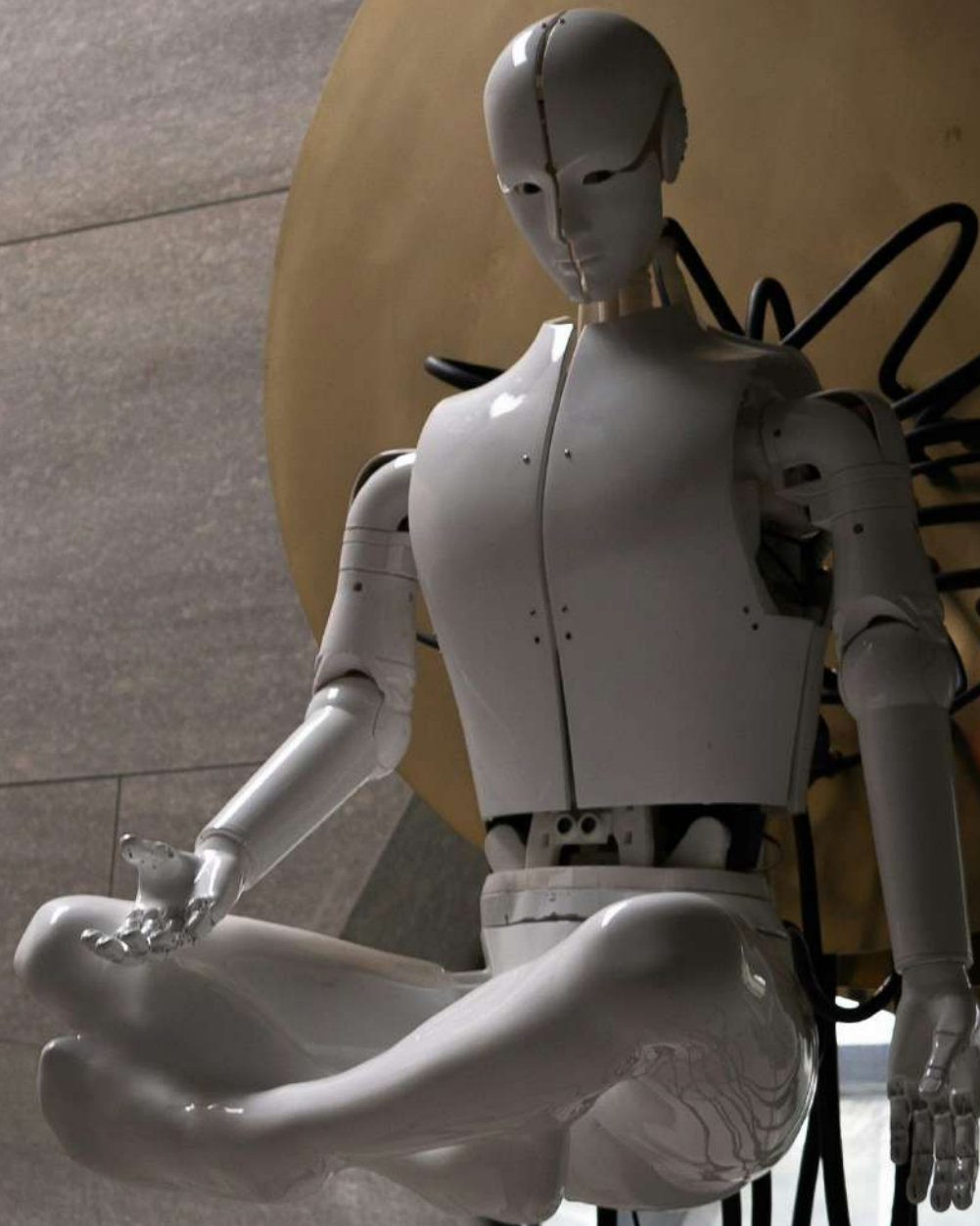
Sessions, appointments, and consultations can be booked directly through the app to help employees plan their day ahead with ease.

# AI & CODING HUB

This AI Coding hub is a vision brought to life, featuring state-of-the-art infrastructure, eco-friendly buildings, and cutting-edge facilities powered by the latest advancements in infrastructure technology and AI.

# AI & CODING HUB

It provides a collaborative space for developers and IT professionals, while the AI & Coding Hub offers services such as IT support, digital transformation and consulting, AI and data analytics, software development and coding, business model and revenue stream development, and comprehensive startup support—all within an inspiring, innovation-driven environment.



# HOSPITALITY AT WORK

A woman with her hair in a ponytail, wearing a light-colored button-down shirt, a dark skirt, a brown scarf, and black high heels, is sitting on the edge of a hotel bed. She is looking down at a smartphone in her right hand, with her left hand holding a pair of glasses. To her right, on the carpeted floor, is a black rolling suitcase. The room has a large bed with white linens, a dark wood headboard, and a lamp with a yellow shade. A window with sheer curtains and dark drapes is in the background.

Your business is our priority. Let's begin with gifting smart rooms that care about your business as much as you do, along with integrated office needs that boost your satisfaction within a sophisticated hotel space of convenience.

A concierge service that turns your desires into duty, and room assistance that moves to make your world a better place—just additional life-changing roles we hold at play. Liberating access to accelerated and boundless internet benefits, along with printing availability stamped with excellence—the icing on the cake.

# VILLAS PUT TO WORK

## ***Office Villas: Wellness Edition***

This is Framehaus – an innovative office villa concept where a central courtyard brings light, air, and clarity to the workday. At the heart of our design lies a sunlit courtyard, breathing life into every corner. It draws in daylight, stirs fresh air, and gently cools the space—nature's touch, reimagined for an unparalleled, modern workspace.



## Office Villas

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Ground Floor Plan



Office Villas

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First Floor Plan



First Floor: 359m<sup>2</sup>

First Floor: 359m<sup>2</sup>

Office Villas

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Second Floor Plan



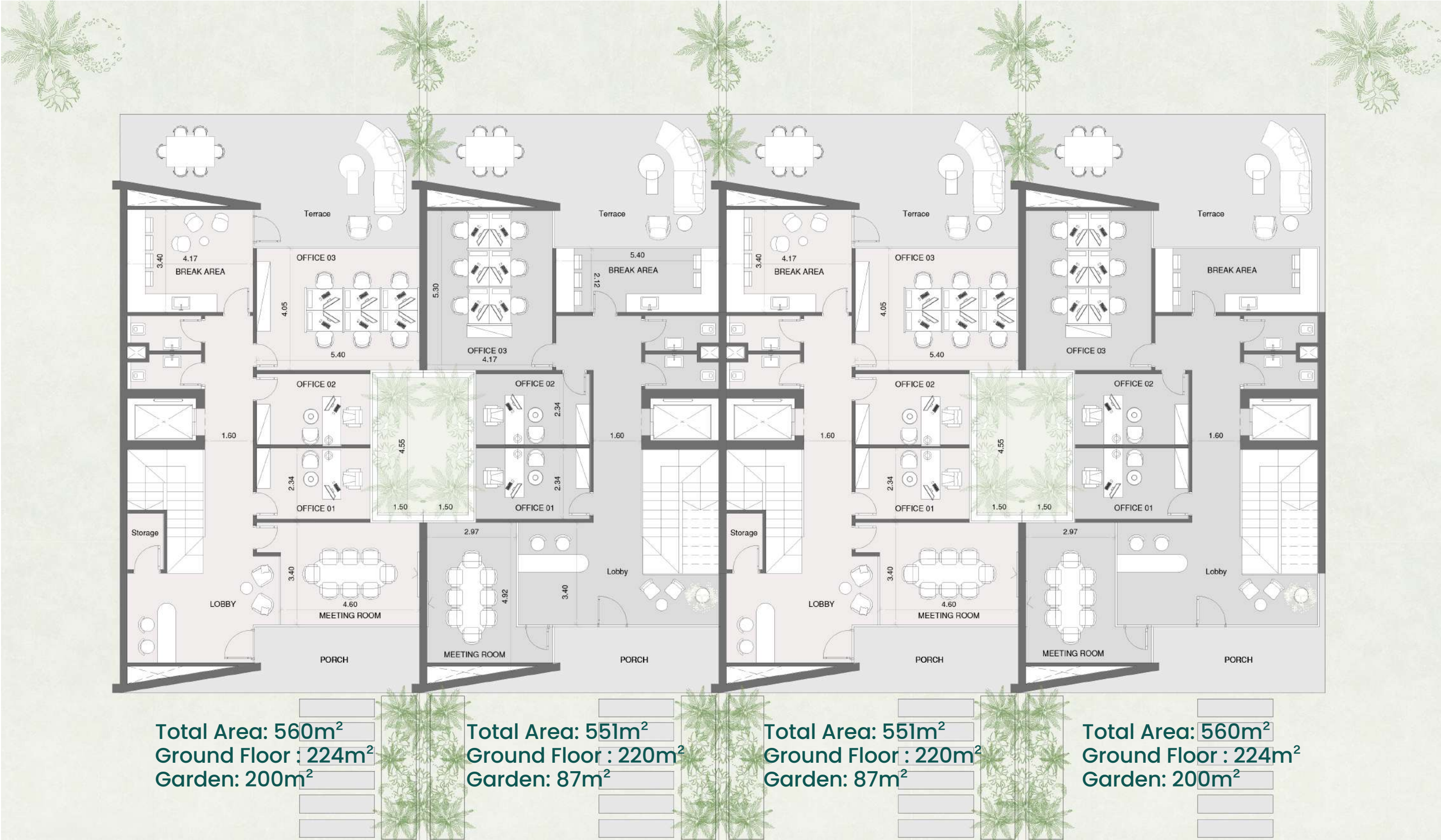
Second Floor: 309m²

Second Floor: 309m²

Office Villas

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Ground Floor Plan



Office Villas

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First Floor Plan



First Floor : 180m<sup>2</sup>

First Floor : 178m<sup>2</sup>

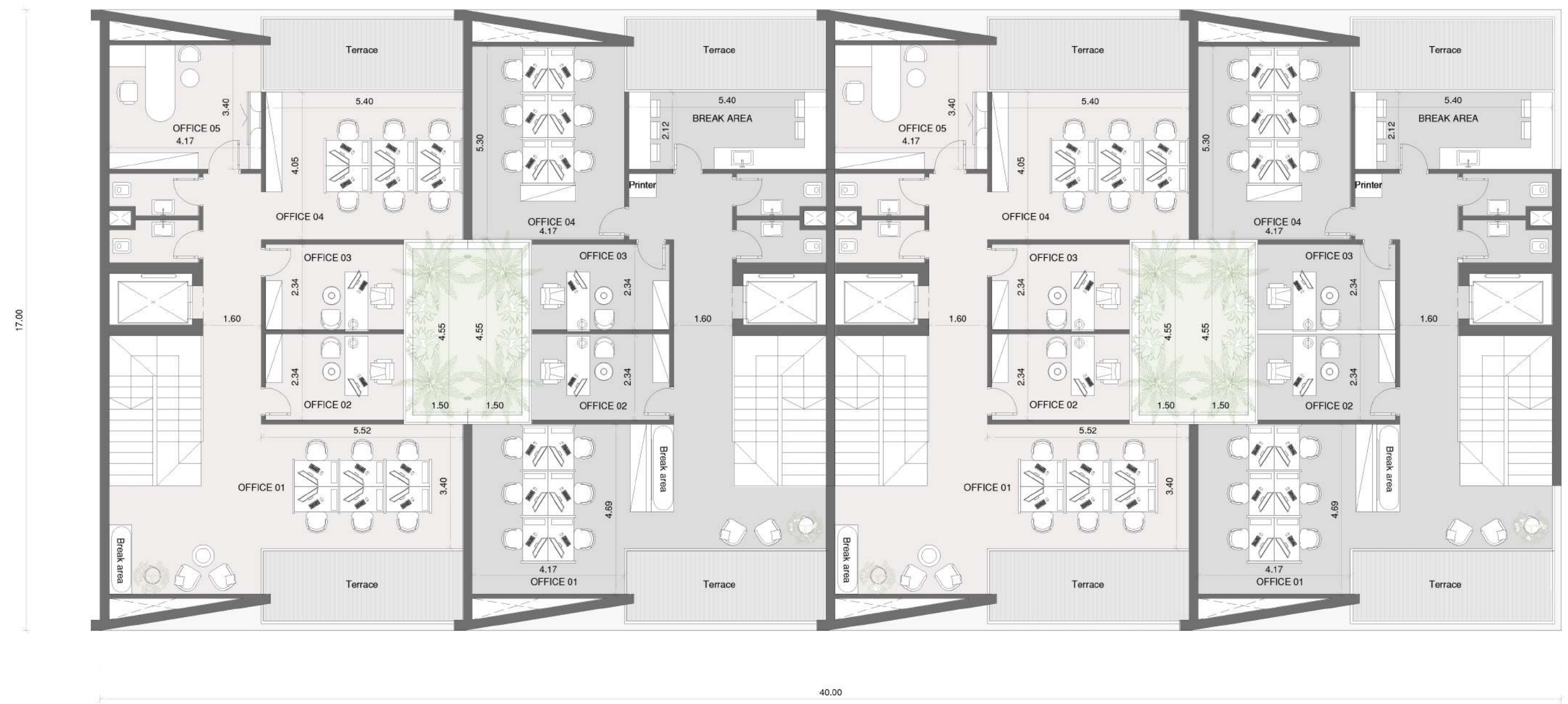
First Floor : 178m<sup>2</sup>

First Floor : 180m<sup>2</sup>

Office Villas

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Second Floor Plan



Second Floor : 156m<sup>2</sup>

Second Floor : 153m<sup>2</sup>

Second Floor : 153m<sup>2</sup>

Second Floor : 156m<sup>2</sup>

Office Villas

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# TERRACES THAT CONNECT

## ***Office Terraces: View Edition***

Innovative office terraces where a central terrace connects workspaces, offering a shared outdoor retreat for relaxation and interaction. The vibrant terrace brings in natural light, fresh air, and fosters a refreshing, open environment. Each office has a private entrance, combining communal and private spaces to create a dynamic, user-focused workspace that balances collaboration with privacy.



**Office Terraces**

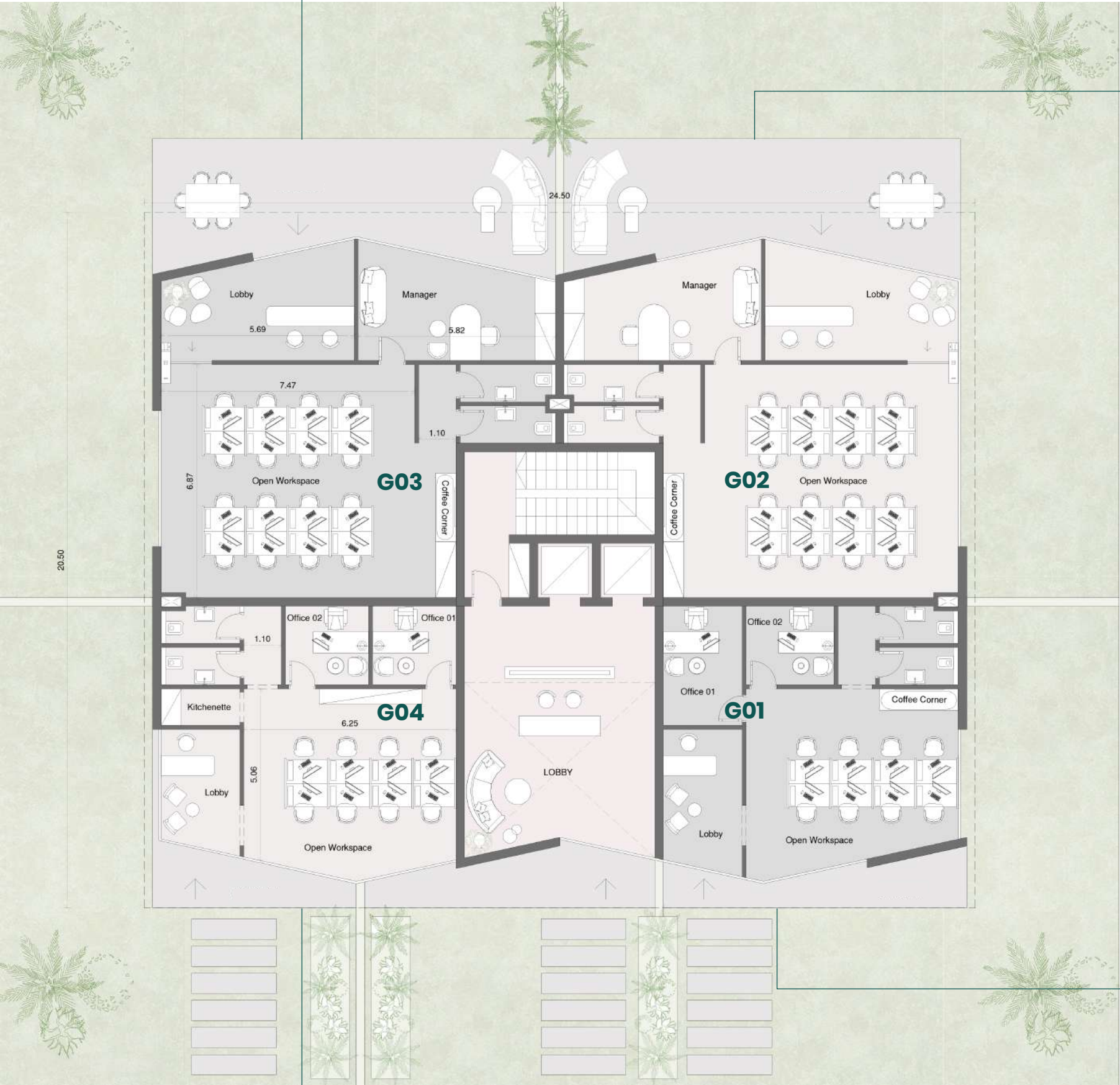
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**Office Terraces**

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Ground Floor Plan



**G03**  
Total Area: 178m<sup>2</sup>  
Garden: 135m<sup>2</sup>

**G02**  
Total Area: 178m<sup>2</sup>  
Garden: 135m<sup>2</sup>

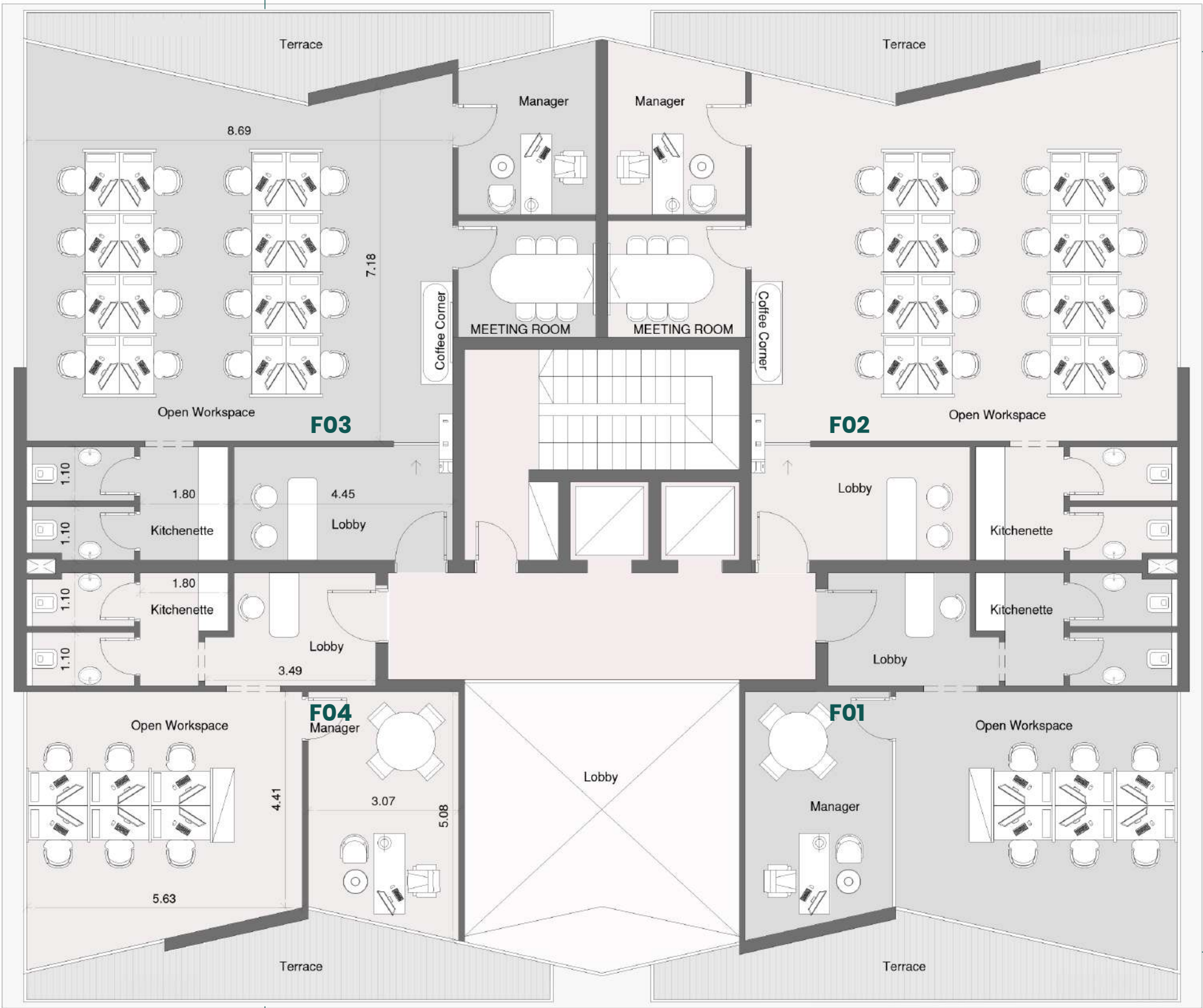
**G01**  
Total Area: 102m<sup>2</sup>  
Garden: 112m<sup>2</sup>

**G04**  
Total Area: 98m<sup>2</sup>  
Garden: 98m<sup>2</sup>

Office Terraces

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First Floor Plan



**F03**  
Total Area: 135m<sup>2</sup>  
Terrace: 13m<sup>2</sup>

**F02**  
Total Area: 135m<sup>2</sup>  
Terrace: 13m<sup>2</sup>

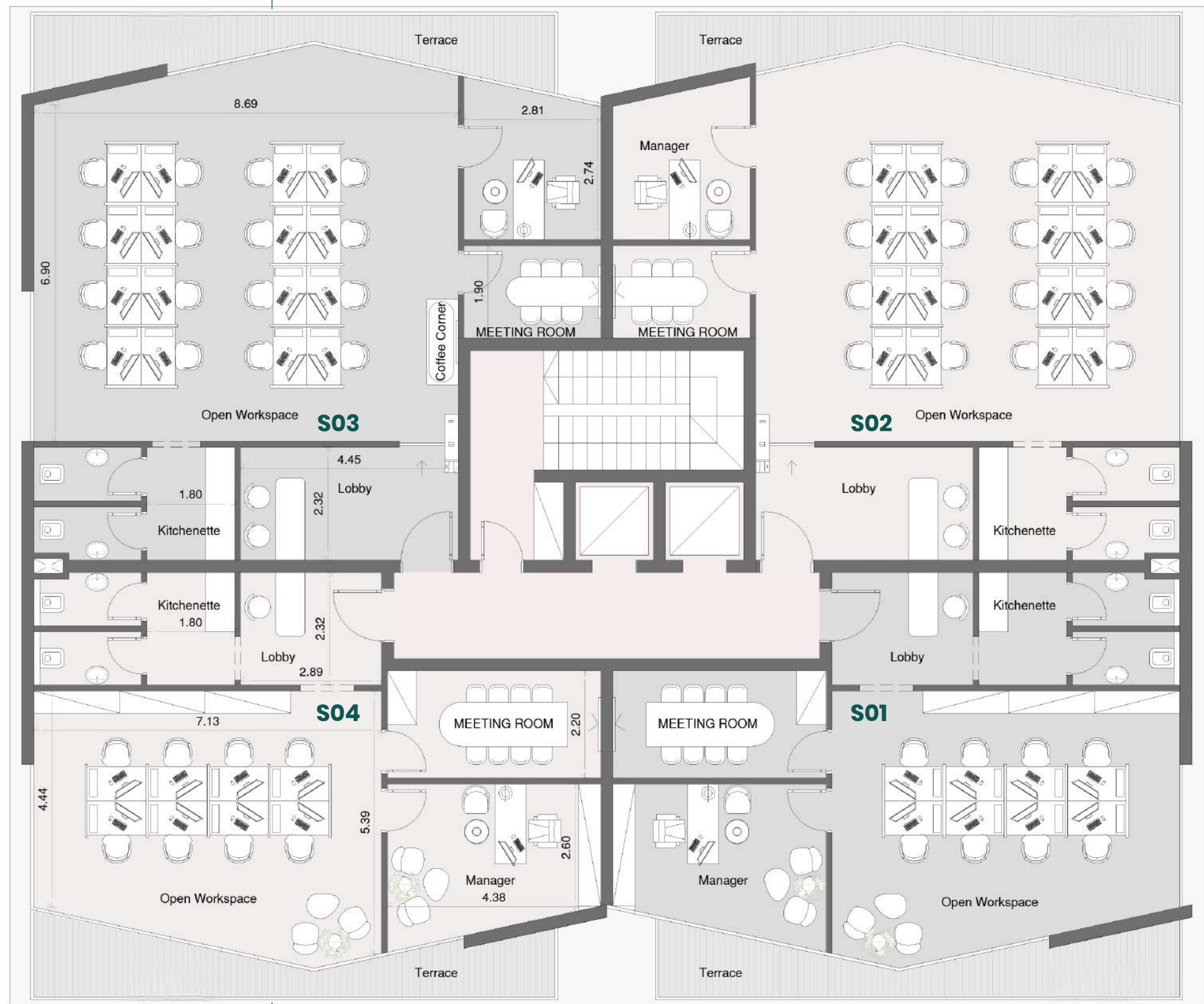
**F01**  
Total Area: 82m<sup>2</sup>  
Terrace: 13m<sup>2</sup>

**F04**  
Total Area: 98m<sup>2</sup>  
Terrace: 13m<sup>2</sup>

Office Terraces

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## Second Floor Plan



**S03**  
Total Area: 135m<sup>2</sup>  
Terrace: 13m<sup>2</sup>

**S02**  
Total Area: 135m<sup>2</sup>  
Terrace: 13m<sup>2</sup>

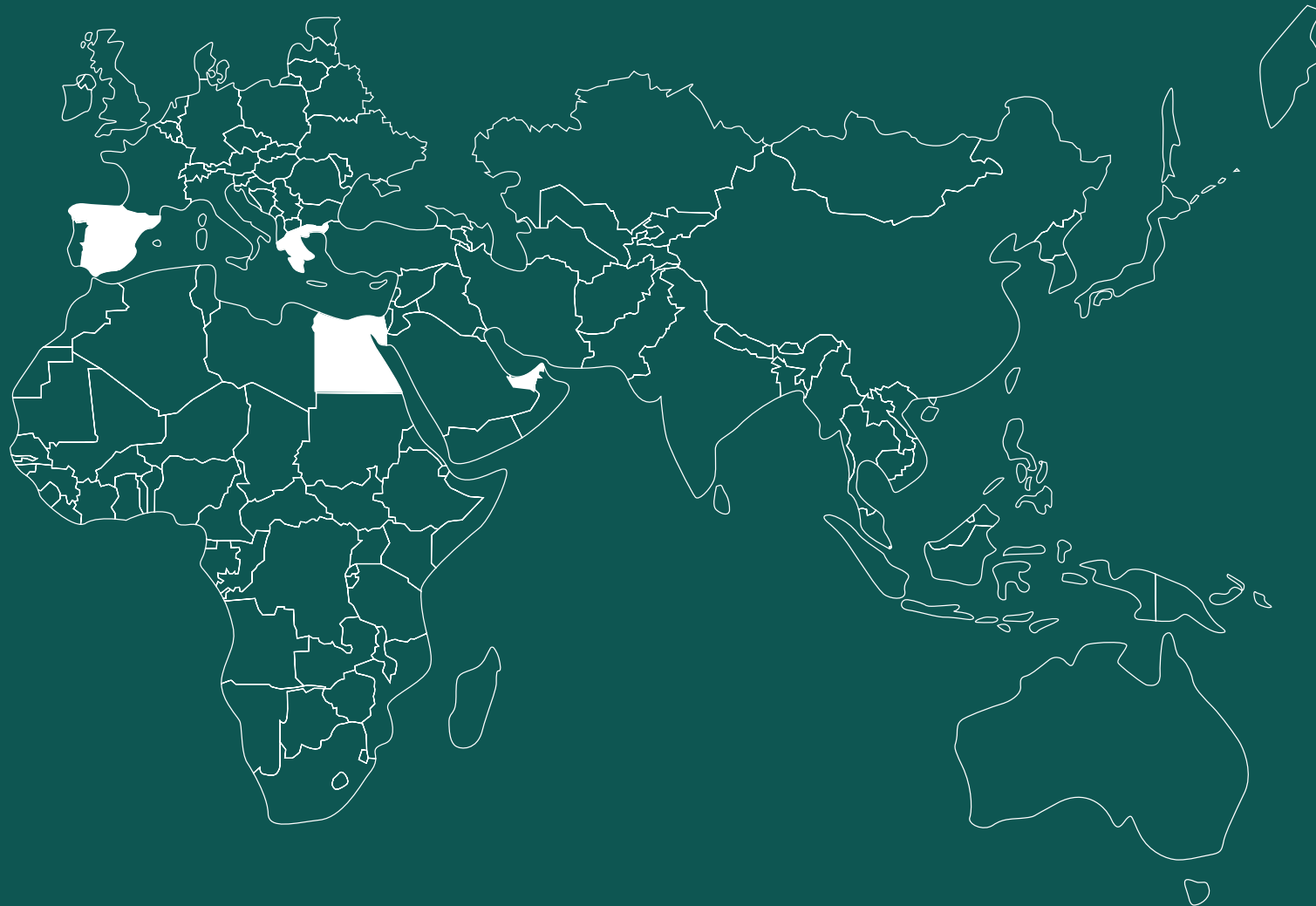
**S01**  
Total Area: 105m<sup>2</sup>  
Terrace: 13m<sup>2</sup>

**S04**  
Total Area: 105m<sup>2</sup>  
Terrace: 13m<sup>2</sup>

## Office Terraces

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# DESTINATIONS TRUE TO YOU



## ***LMD: Our Visionary Leader***

With bold vision and unmatched leadership, LMD crafts extraordinary experiences that reshape the meaning of living. Their spirit of innovation breathes life into dreams, transforming ideas into iconic realities. With over 57 iconic projects brought to life across 12 million m2 in Egypt and 4 destinations, LMD continues to set new standards, where every square meter tells a story of ambition, excellence, and timeless impact.

### ***Egypt***

STEI8HT - Mixed-use development and Residential - New Cairo - Egypt

There - Mixed-use development - New Cairo - Egypt

Eastside - Office Spaces - New Cairo - Egypt

Eastmed - Medical - New Cairo - Egypt

More - Serviced Residences - New Cairo - Egypt

Office Villas - Offices - New Cairo - Egypt

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

W Residences Cairo - Branded Residences - New Cairo - Egypt

Cairo Design District - Commercial and Hospitality - New Cairo - Egypt

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

Zoya - Coastal Living - Ghazala Bay, North Coast - Egypt

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

Aria - Residential - Mostakbal City - New Cairo - Egypt

Being - Residential & Commercial - New Zayed - Egypt

### ***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

Taiyo Residences - Residential - Was Gate - 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

The Lemon Tree & Co - Hospitality - Athens - Greece

# VICTORY PARTNERS

Success is never a solo journey. At LMD, we are proud to stand on the foundation built with our partners. Their commitment and support have been key to turning our aspirations into reality.

Every thriving project is a testament to the power of collaboration, a future full of promise. We owe our achievements to the invaluable partnerships that have inspired us to stay ahead.



Motiva is a professional design firm where expertise meets innovation. Our designs are anchored in extensive expertise and academic credentials spanning strategic planning, detailed planning, urban design, landscape, architecture, and site infrastructure.



Lab59 Architects is an international boutique architectural design studio, that works along with real-estate developers to create innovative design Concepts to boost the worth of real estate assets. Founded by Nour El Deen Khalid & Yassin El Hamaky in 2017 to be one of the Noticeably growing design studios in the middle east.



Established in 1989, DMA has solidified its reputation as a versatile and multi-disciplinary engineering consultancy, committed to delivering comprehensive solutions that exceed client expectations in Architecture, Master Planning, Landscape, Interior, Structural, MEP, Infrastructure, and Construction Supervision.



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.

**lmd.com.eg**

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

16295 **LMD**<sup>o</sup>