

FESTIVAL AVENUE

CAIRO FESTIVAL CITY MALL



Cairo Festival City Mall



A STRATEGIC LOCATION IN THE CENTER OF LIFE

EGP45 BILLION

Main trade area retail spend

2.5 MILLION

Population within the primary and secondary trade area

4.7 MILLION

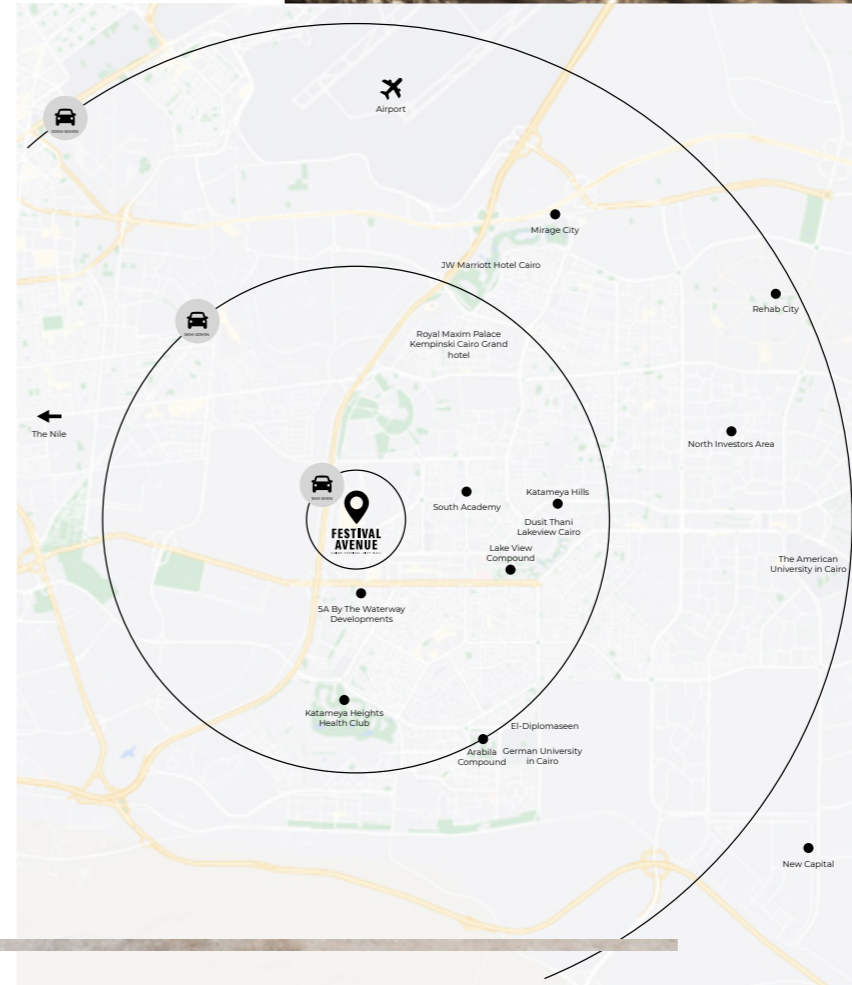
Population in tertiary trade area

20 MINUTES

From Cairo International Airport

45 MINUTES

From the New Administrative Capital





AIS

The American International School
Main Campus

ORIANA

Villas and Twin Houses

FESTIVAL AVENUE
CAIRO FESTIVAL CITY MALL

LUXURY & BUSINESS HOTELS

CAIRO FESTIVAL CITY MALL

AURA

Apartments, Penthouses & Duplexes

BUSINESS DISTRICT

Office Spaces

FESTIVAL LIVING

Fully-Finished Apartments, Penthouses and Duplexes

THE CULTURAL DISTRICT

THE PODIUM

Small & Medium Sized Office Spaces



THE DESTINATION OF CHOICE

2 MILLION SQM

10,000 RESIDENTS

2000+

INTERNATIONAL EDUCATION

AUTOMOTIVE PARK

Total area

Completed in 2024

Villas and apartments

American International School

Including Honda, Toyota, Lexus



RESIDENTIAL NEIGHBORHOODS

Sophisticated communities with high-quality villas, townhouses and apartments



ORIANA VILLAS



AURA APARTMENTS



FESTIVAL LIVING APARTMENTS



ORIANA IV



EXCLUSIVE BUSINESS COMMUNITIES

380,000+ SQM

Commercial hubs with prime office locations

38,000

Employees upon completion





THE CULTURAL DISTRICT

A vibrant dynamic hub of creative and social spaces

- 100,000 sqm total GFA
- Art galleries, retail & business centers
- Venues for versatile cultural events & festivals
- International F&B concepts

THE CULTURAL DISTRICT



THE FOREST OF LIGHT



THE GATHERING LAWN



THE GRAND PLAZA



THE OASIS PLAZA ARRIVAL



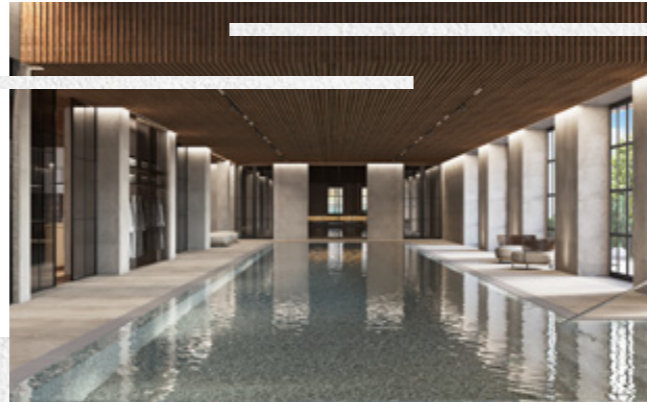
THE MARKET PLAZA



THE CREATIVE STREET

OPULENCE AND COMFORT IN THE HEART OF THE CITY

Connected seamlessly to Cairo Festival City Mall, we have over 750 four and five star hotel rooms, and branded serviced apartments with state-of-the-art banquet and MICE facilities.



LUXURY WELLNESS RESORT

Cairo Festival City hotels will host the best in health, wellness and lifestyle amenities.



THE SOCIAL BOULEVARD OF LUXURY AND LIFESTYLE

Connecting Festival Avenue to the new Cairo Festival City hotels is a vibrant hub of fashion, dining and entertainment.



FESTIVAL AVENUE

CAIRO FESTIVAL CITY MALL

EGYPT'S #1 SHOPPING MALL

215,000 SQM

LARGEST MALL IN AFRICA
including expansion

IKEA

HOME TO THE FIRST STORE IN EGYPT

2,000 SEAT

FOOD COURT

30 MILLION

ANNUAL FOOTFALL*
including expansion

400+

STORES

50+

CAFES & RESTAURANTS

9,000

PARKING SPACES

5 ENTERTAINMENT

RETAILERS



FESTIVAL AVENUE A NEW PLATFORM OF LUXURY RETAIL

22,000 SQM

Additional gross leasable area

FIRST-TO-MARKET

Luxury brands in Egypt

PREMIUM DINING

Alfresco and fine dining experiences
with rooftop gardens

- Simple Circulation Patterns, seamless integration with existing mall.
- Innovative Retailing Design & shopfronts with accessible & convenient parking.





FIRST CLASS, EXCLUSIVE SERVICES

CONCIERGE SERVICES

Taking your retail experience to a whole new level, this service offers personalized treatment to ensure a carefree shopping & leisure experience.

DIGITAL EXPERIENCES

State-of-the-art technology

FESTIVAL CITY GIFT CARD

With over 100 exclusive offers, the Festival City Mall Gift Card can be used for practically all things! Shopping, dining, entertainment, hotels and more.

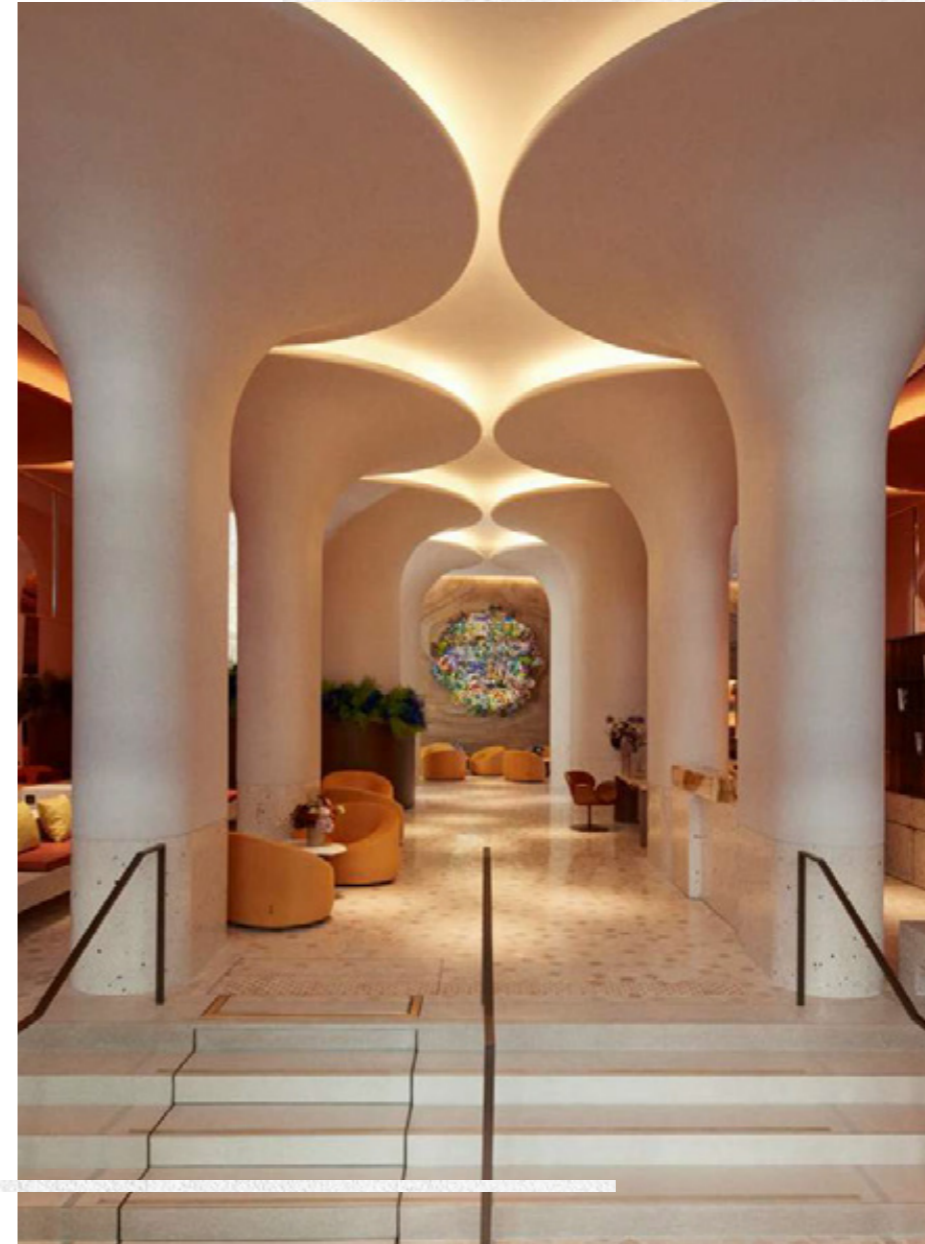
VIP VALET

And personalised services

LUXURY BOUTIQUE HOTEL



Seamlessly connected to the new Festival Avenue expansion at Cairo Festival City Mall, a micro-world of fashion, design, culture and F&B.



CONCEPT MOOD BOARD

The Customer Journey



CONCEPT MOOD BOARD

Linear Approach



Embellish

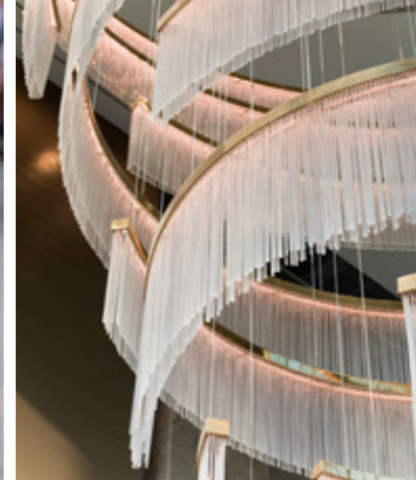


Light & Shadow

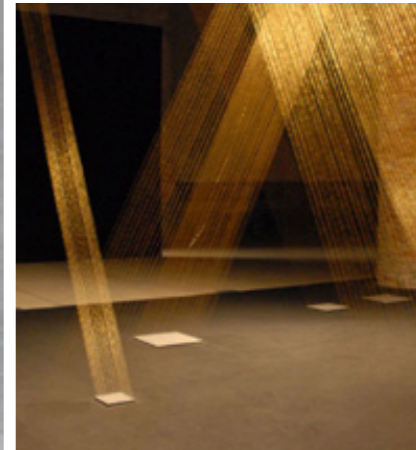
Refined lines, planes and accents to define the interior space, with pure materiality and a timeless tonal colour palette



Expressive



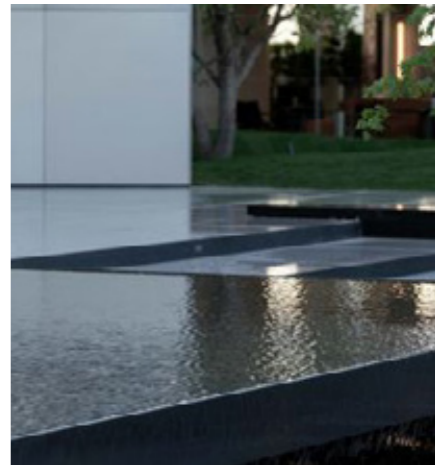
Richness



Celebration

CONCEPT MOOD BOARD

Exteriors



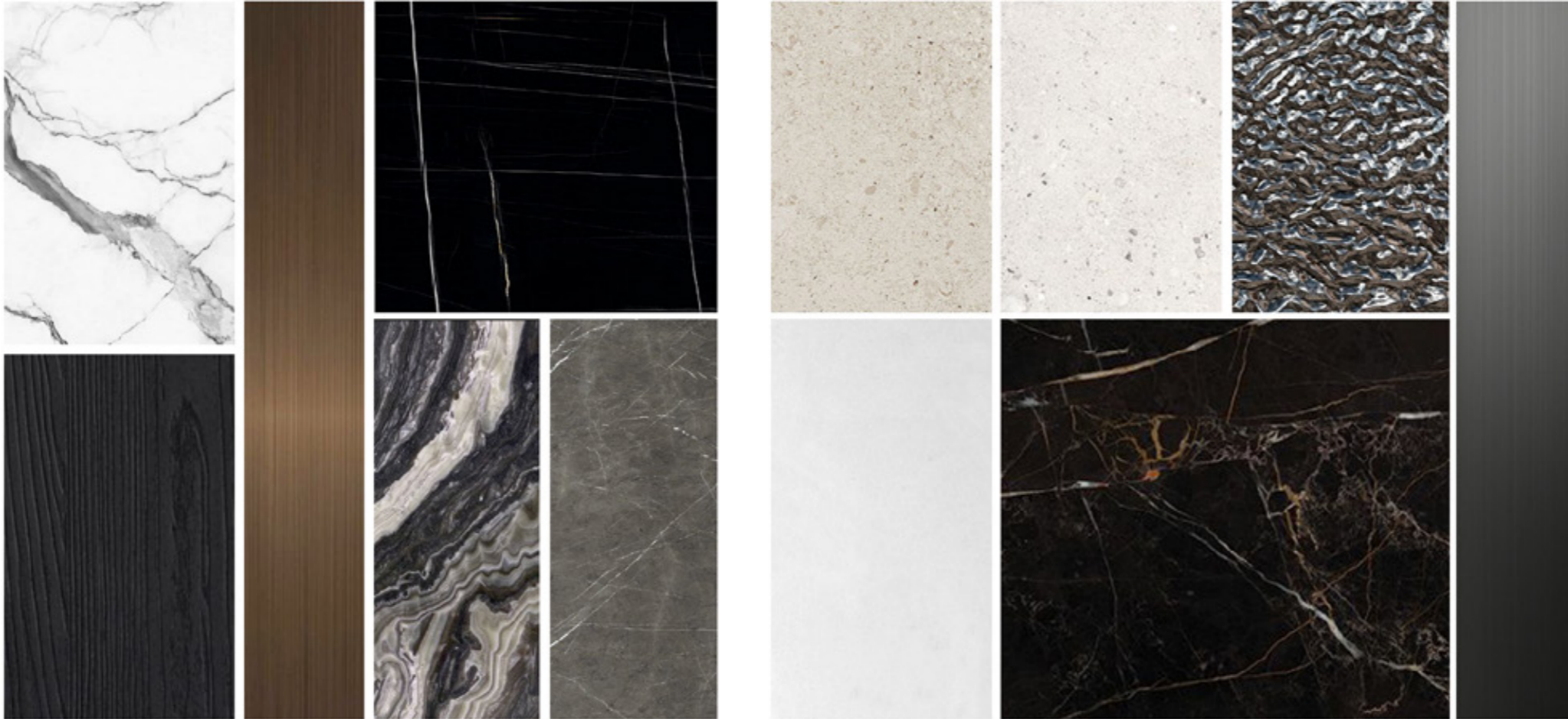
CONCEPT MOOD BOARD

Interiors



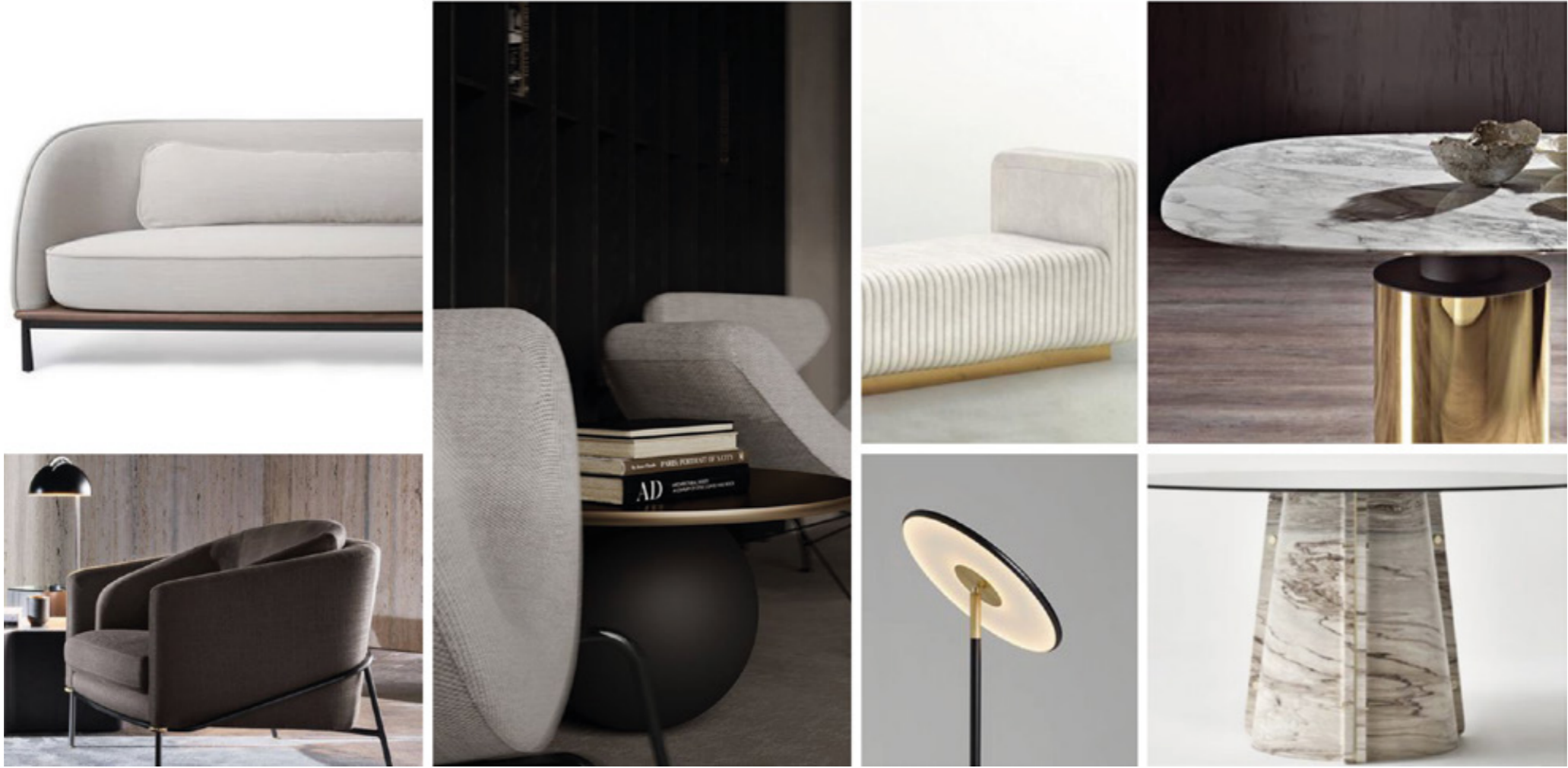
CONCEPT MOOD BOARD

Material Palette



CONCEPT MOOD BOARD

FF&E - Initial Approach



FESTIVAL AVENUE

Ground Floor - Phase 1&2



Legend:

- Double Height Facade
- Single Height Facade
- F&B Brand
- F&B Brand Terrace

FESTIVAL AVENUE

First Floor - Phase 1&2





A Luxury Expansion to
Redefine Cairo's Retail Scene

Lead Architect

CALLISONRTKL™

Interior Design

KINNERSLEY KENT DESIGN

Investment

170 MILLION USD



THE BIGGEST PRIVATE COMPANY IN THE ARAB WORLD

Established in the 1930s as a trading business, Al-Futtaim is one of the most progressive regional business houses headquartered in Dubai, United Arab Emirates.

The Group has significantly expanded its business operations through a strategic acquisition plan and has entered a number of new territories, increasing its footprint beyond the GCC and Greater Middle East to encompass, Asia and East Africa. Structured into five operational divisions; automotive, financial services, real estate, retail and healthcare, the success of Al-Futtaim is attributed to proactively managing change whilst upholding the values of respect, excellence, collaboration and integrity.

90 YEARS of service
35,000+ Employees
100+ Nationalities
200 Companies and brands
20 Countries
RANKED by Forbes



Dubai Festival City



Cairo Festival City



Doha Festival City



