

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



NEW SPHINX CITY

IVY NEW GIZA

HYPER ONE

bēing

SPHINX INTERNATIONAL AIRPORT

ROD ELFARAG CORRIDOR

AL DABAA CORRIDOR

SMART VILLAGE

WALK OF CAIRO

TOLL STATION

SHEIKH ZAYED CITY

CAIRO ALEX DESERT ROAD

ARKAN

NEW GIZA

WASLET DAHSHOUR ROAD

MALL OF ARABIA

26TH OF JULY CORRIDOR

RING ROAD

GRAND EGYPTIAN MUSEUM

PYRAMIDS OF GIZA

MIDDLE RING ROAD

MIDDLE RING ROAD

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

A high-angle, close-up photograph of a person's hands typing on a silver laptop. The person is wearing a grey and white plaid blazer over a white top. A silver watch is visible on their left wrist. The laptop is on a white table. To the right of the laptop are two spiral-bound notebooks, one orange and one white, with black pencils resting on them. In the bottom left corner, there is a glass of pinkish-red beverage with ice and a cherry. The background is a blurred, light-colored wall.

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 (blue and pink) to a patient's shoulder and upper arm. The patient is a woman with dark hair, looking down. The background is a bright, clinical setting with a whiteboard and wooden frame visible.

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 tray filled with various snacks. On the left, there is a stack of round, golden-brown crackers. In the center, there is a mix of almonds and cashews. To the right, there is a small white bowl filled with green olives. Above the olives, there are several green grapes. In the top right corner, there is a white bowl containing a creamy dip, likely hummus, with a spoon resting in it. The tray is set on a light-colored wooden surface.

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 top and blue patterned pants. Their hands are held in a mudra gesture, with the index and thumb fingers 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 close-up photograph of a person's arm being treated with a glass dropper. The person is wearing a white robe. In the foreground, on a rustic wooden surface, are two small glass bottles of essential oils, one with a cork stopper, and a lit candle in a glass holder with purple flowers. The scene is dimly lit, creating a relaxing and serene atmosphere.

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 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 conference hall with a projector on a stand, a large projection screen, and a window with blinds. The room is well-lit and features a carpeted floor, a potted plant, and a large window with vertical blinds. The projector is a silver and black model, and the screen is a large, dark, rectangular projection screen on a stand. The overall atmosphere is professional and modern.

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. The person is holding a wooden pool cue in their right hand, which is positioned over the table. Several pool balls are scattered on the table, including a white cue ball with a red dot, a red and white striped ball, a brown ball, and an orange and white striped ball. The background is slightly blurred, showing a window with some greenery outside.

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, wearing a light blue ribbed tank top and headphones, is playing a teal electric guitar. She is also playing a keyboard, which is visible in the foreground. The background is a soft, purple and blue gradient, suggesting a music room or studio setting.

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 white pen over an open, lined notepad. The background is softly blurred, showing a green potted plant and a light-colored wall.

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, profile view 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 hands, looking at the screen. The background is a blurred night scene with warm, out-of-focus lights, suggesting an outdoor setting like a city street or park at dusk.

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

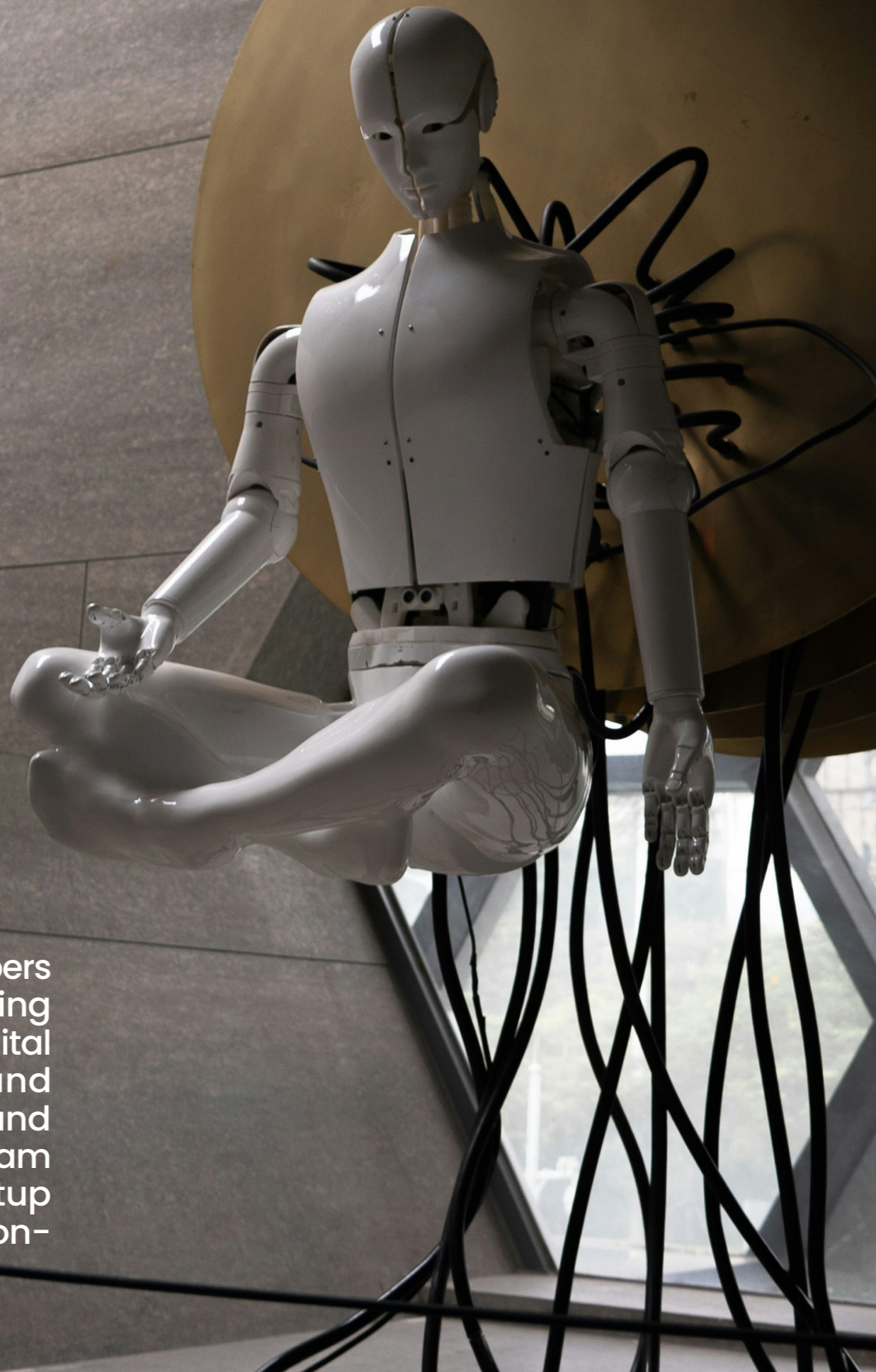
AI & CODING HUB

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 in business attire is sitting on the edge of a hotel bed, looking at her smartphone. She is wearing a white blouse, a dark blue skirt, and high heels. A black suitcase is on the floor next to her. The room has a large window with curtains and a lamp on a bedside table.

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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ALTO

Zylo

PLUS

XTEA

Office Villas

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Ground Floor Plan



Office Villas

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First Floor Plan



First Floor: 359m²

First Floor: 359m²

Office Villas

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Second Floor Plan



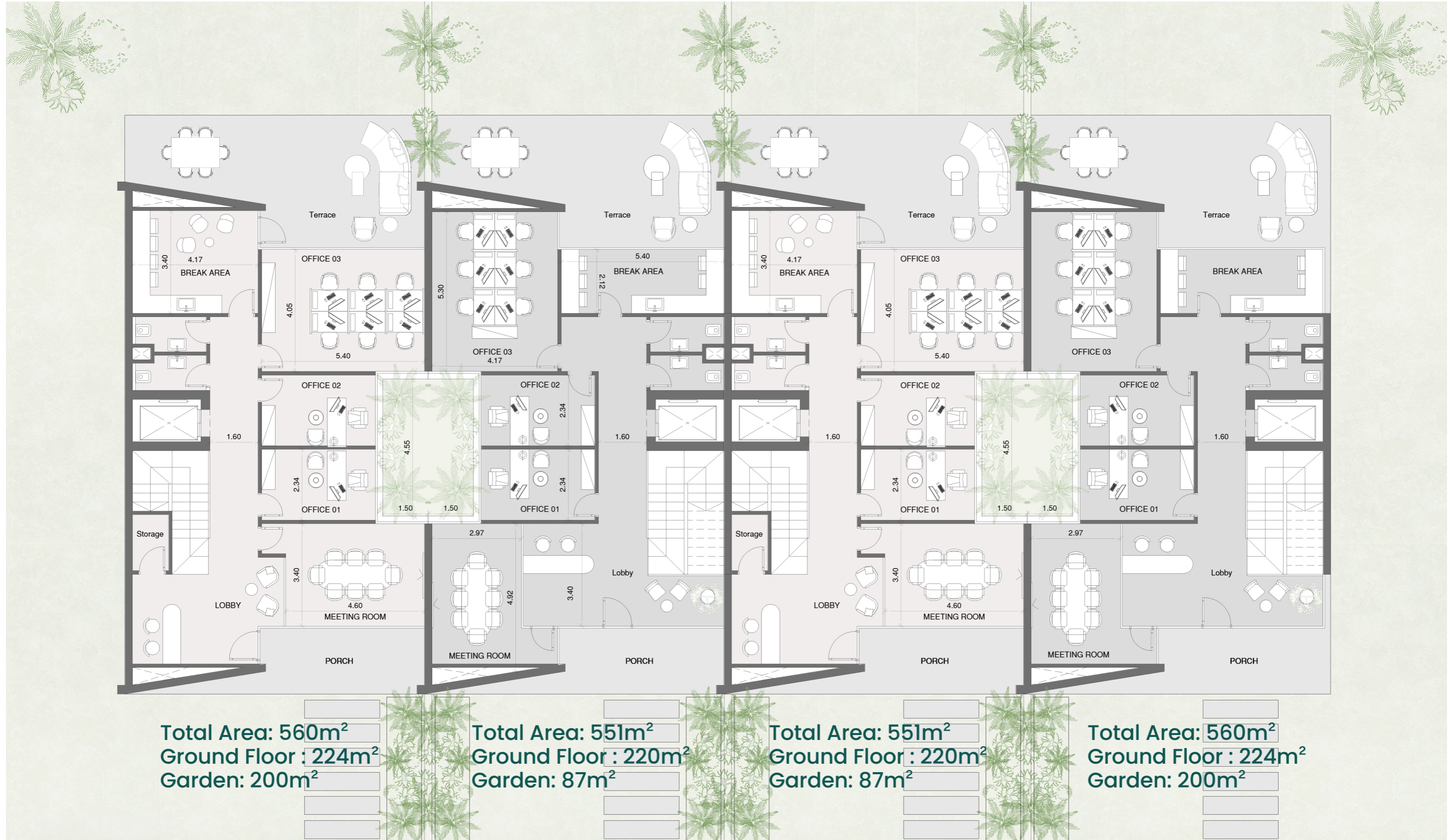
Second Floor: 309m²

Second Floor: 309m²

Office Villas

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Ground Floor Plan



Office Villas

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First Floor Plan



First Floor : 180m²

First Floor : 178m²

First Floor : 178m²

First Floor : 180m²

Office Villas

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Second Floor Plan



Second Floor : 156m²

Second Floor : 153m²

Second Floor : 153m²

Second Floor : 156m²

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

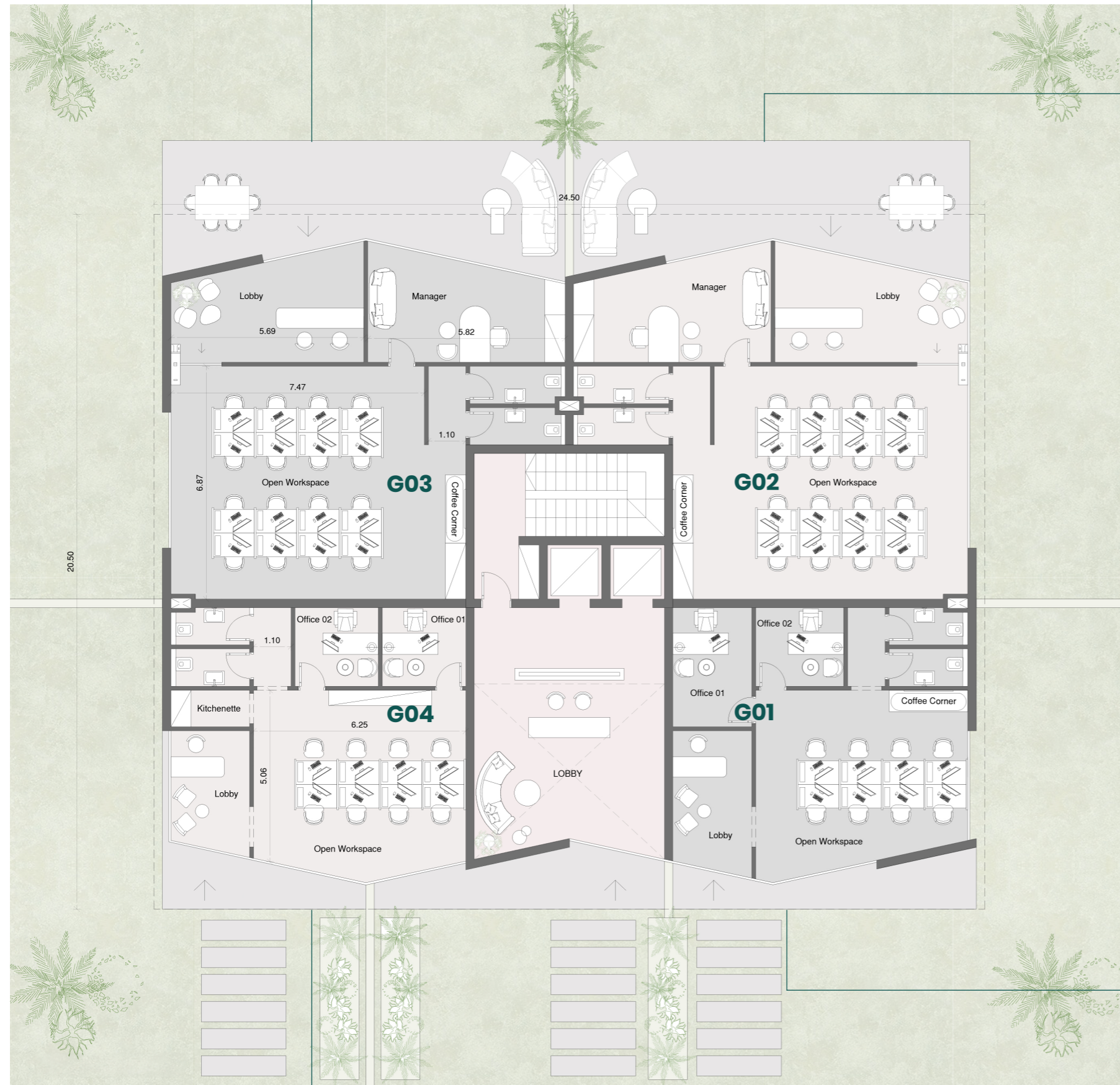
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Office Terraces

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Ground Floor Plan



G03
Total Area: 178m²
Garden: 135m²

G02
Total Area: 178m²
Garden: 135m²

G01
Total Area: 102m²
Garden: 112m²

G04
Total Area: 98m²
Garden: 98m²

Office Terraces

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First Floor Plan



F03
 Total Area: 135m²
 Terrace: 13m²

F02
 Total Area: 135m²
 Terrace: 13m²

F01
 Total Area: 82m²
 Terrace: 13m²

F04
 Total Area: 98m²
 Terrace: 13m²

Office Terraces

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Second Floor Plan



S03
Total Area: 135m²
Terrace: 13m²

S02
Total Area: 135m²
Terrace: 13m²

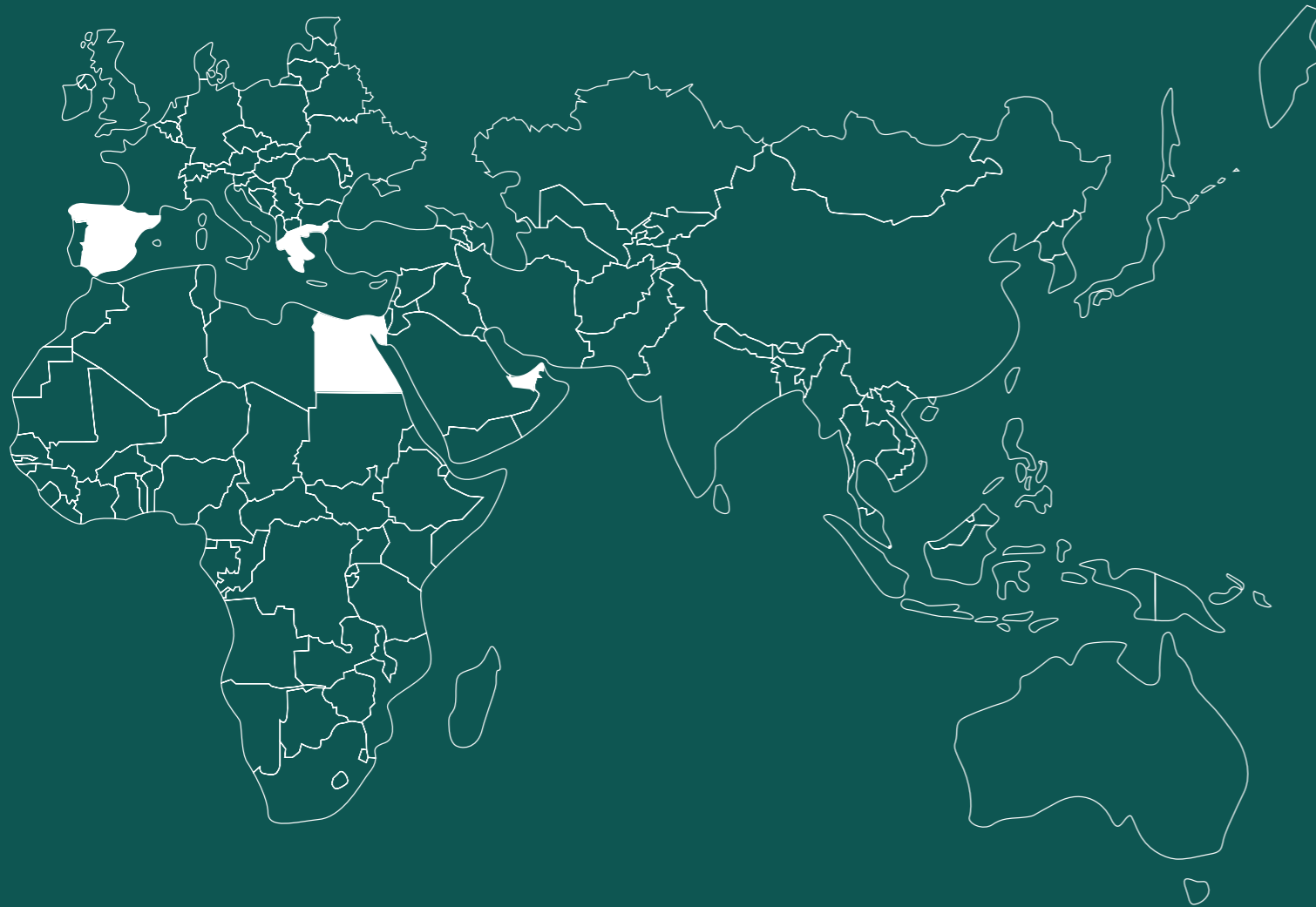
S01
Total Area: 105m²
Terrace: 13m²

S04
Total Area: 105m²
Terrace: 13m²

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 DESIGNS

URBAN DESIGN, LANDSCAPE ARCHITECTURE, INFRASTRUCTURE

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

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