**People & Places**

Founders

People & Places is founded by Khaled El Assal, Mohamed Khaled El Assal, Karim Khaled El Assal, and Nabil Amasha. The founders have been leaders of the real estate industry, have designed, developed, and delivered superb mixed use masterplans and communities in Egypt.

Purpose

We are creators of human, authentic, sustainable, young and positive everlasting experiences that ultimately create value for our clients. We design and build people-focused neighborhoods and genuine experiences that celebrate and stimulate connections amongst the community and nature. We ultimately masterplan and design for these values.

Community Making

We are believers in the younger generations, those who are the future trends’ setters and leaders; we are inspired by their everyday life, and so we masterplan our destinations to cater to their demands. We don't just build homes, we study details of your experience and engineer unique environments that naturally grow communities.

We are not just about real estate development, we are all about People, taking living experiences to a much higher level where people aspire to be more themselves, live authentically, and become the best they can be. We don’t offer just a home, we study life, embrace nature, craft lifestyles, and give back a unique community that is exclusively for you, whilst remaining true to our standards of excellence.

We believe in practical sustainability, our homes will be part of creating a better environmental future for our children and cost less to run. Our projects will enrich the local communities and fulfill the lives of our guests. We will integrate this principle in how we design, build and service our guests. We believe luxury and is about generosity. We believe we are in the JOY OF LIVING business and we know that positive human connections create JOY.

**Developments**

**The Med**

**OUR COMMUNITY BY THE SEA**

the med. is not just your home by the Mediterranean (North Coast), this is a destination that lives within you, a place that is crafted to elevate the quality of your living experience. Inspired by the beauty of the Mediterranean sensation , at this unique destination, you will find authentic lifestyle, promoting wellbeing, sustainability and maximized luxury with minimalistic Mediterranean architecture and elevations that give a mesmerizing sea views and tranquil vibes.

Your home at the med. is strategically located in the new heart of the North Coast, and just at the forefront of the main roads from Cairo and proximity to the area’s airports to give you the optimum convenience whether you choose to drive or fly.

**The Med** is a luxurious coastal project developed by **People & Places**, located in a prime area on Egypt's North Coast. Below is an overview of the project:

**Location**

The Med is strategically located in the Ras El Hekma area, which is part of the increasingly popular North Coast. The project lies along the Alexandria-Matrouh Road, making it easily accessible from Cairo, Alexandria, and other major cities. Ras El Hekma is known for its crystal-clear waters and white sandy beaches, making it a sought-after destination for both locals and tourists.

**Project Size**

The Med spans approximately **307 acres**. The expansive area is designed to accommodate a wide variety of residential units, amenities, and open green spaces, all aimed at providing a luxurious and relaxed living environment.

**Types of Units**

The Med offers a range of residential options to suit different tastes and needs:

* **Villas:** Luxurious standalone villas with spacious designs, private gardens, and swimming pools.
* **Twin Houses:** Semi-detached homes that offer a balance of privacy and community living.
* **Townhouses:** Connected homes designed for those who prefer a more communal living environment while still maintaining private spaces.
* **Chalets:** Stylish and compact units perfect for vacations, offering beautiful views and easy access to communal amenities.

**Facilities and Amenities**

The Med is equipped with a wide range of facilities and amenities designed to enhance the living experience of its residents:

* **Private Beach Access:** Residents have access to pristine, private beaches with soft sand and clear waters.
* **Swimming Pools:** Multiple swimming pools, including infinity pools, lap pools, and family-friendly pools.
* **Clubhouse:** A luxurious clubhouse featuring dining options, lounges, and various recreational facilities.
* **Sports Facilities:** Includes tennis courts, football fields, and a state-of-the-art gym.
* **Retail and Dining:** A commercial area with various retail outlets, cafes, and restaurants providing diverse dining and shopping experiences.
* **Spa and Wellness Center:** A well-appointed spa offering a range of treatments, as well as wellness facilities such as a sauna, steam rooms, and a yoga studio.
* **Children’s Play Areas:** Safe and engaging play areas for children, with a variety of activities and equipment.
* **Landscaped Gardens:** Beautifully landscaped gardens and green spaces, providing a serene and aesthetically pleasing environment.
* **Security:** The Med ensures a high level of security with 24/7 surveillance, gated entrances, and professional security personnel.

**Design and Architecture**

The Med boasts a modern design with a focus on luxury and comfort. The architecture blends contemporary styles with elements that complement the natural beauty of the surrounding landscape. Wide-open spaces, panoramic views, and the integration of indoor and outdoor living spaces are key features of the project’s design.

This combination of prime location, diverse housing options, and extensive facilities makes The Med an ideal choice for those seeking an upscale and relaxed lifestyle on Egypt's North Coast.

**Hills of ONE**

**Hills of ONE** is another premium development by **People & Places**, designed to offer a luxurious living experience. Here's a detailed overview:

**Location**

Hills of ONE is located in the heart of New Zayed, projects by People & Places are strategically placed in sought-after regions that offer both natural beauty and accessibility. The project likely benefits from a prime location, providing residents with easy access to major cities while being nestled in a serene environment.

**Project Size**

Details on the exact size (in acres) of Hills of ONE have not been widely disclosed. However, given the developer's reputation, the project is likely to cover a substantial area designed to accommodate a variety of residential units, amenities, and landscaped spaces.

**Types of Units**

Hills of ONE is expected to offer a range of high-end residential options, typically including:

* **Villas:** Luxurious, spacious standalone villas, likely designed with private gardens, swimming pools, and panoramic views.
* **Twin Houses:** Semi-detached homes that offer a blend of privacy and communal living, with modern designs.
* **Townhouses:** These connected homes provide a community-oriented living experience while maintaining personal space.
* **Chalets or Apartments:** Smaller, stylish units that may be available, especially if the project is located near a coastal or natural setting, catering to vacationers or those seeking a second home.

**Facilities and Amenities**

Although specific details about the facilities in Hills of ONE are not fully available, based on People & Places' other projects, you can expect the following:

* **Private Beach or Scenic Views:** If near a coast, private beach access or, if inland, stunning views of natural landscapes.
* **Swimming Pools:** Multiple pools, including options for families, adults, and possibly infinity pools with scenic vistas.
* **Clubhouse:** A central hub for socializing and relaxation, offering dining, lounges, and entertainment facilities.
* **Sports and Fitness Facilities:** A fully equipped gym, sports courts (like tennis or basketball), and possibly specialized fitness areas like yoga or pilates studios.
* **Retail and Dining Options:** On-site commercial spaces with cafes, restaurants, and shops.
* **Spa and Wellness Center:** Offering luxury treatments, wellness programs, and relaxation spaces such as saunas and steam rooms.
* **Children’s Play Areas:** Safe and engaging areas designed for children's play and activities.
* **Landscaped Gardens and Open Spaces:** Beautifully designed green areas that promote a serene and relaxing atmosphere.
* **24/7 Security:** Comprehensive security measures including gated entry, surveillance, and professional security teams.

**Design and Architecture**

Hills of ONE is expected to feature contemporary and luxurious architecture, with a focus on blending the living spaces with the natural environment. The design will likely emphasize spacious interiors, large windows for natural light, and outdoor living areas that maximize the enjoyment of the surrounding views.

This project, like other developments by People & Places, is poised to offer a sophisticated lifestyle, combining modern living with a touch of nature. The combination of location, variety of unit types, and extensive facilities is designed to meet the needs of discerning homeowners.