

The logo consists of a stylized white icon resembling a flame or a drop with a central notch, positioned to the left of the word "Pinnacle".

Pinnacle

Pinnacle Real Estate Investment & Development Management has been registered by Intertek as conforming to the requirements of:

ISO 9001:2015

The management system is applicable to:
Investments, Development, Management and Design Consultancy



I.N.S.P.I.R.E

At Pinnacle, we strive to **INNOVATE**, to create something new and **NOVEL**. Here, we believe in working harder and **SMARTER**, in trusting our **PEOPLE** who believe in **INTEGRITY**; creating a family of experienced, **RELIABLE** individuals who are **EAGER** to achieve their best, to reach the pinnacle.

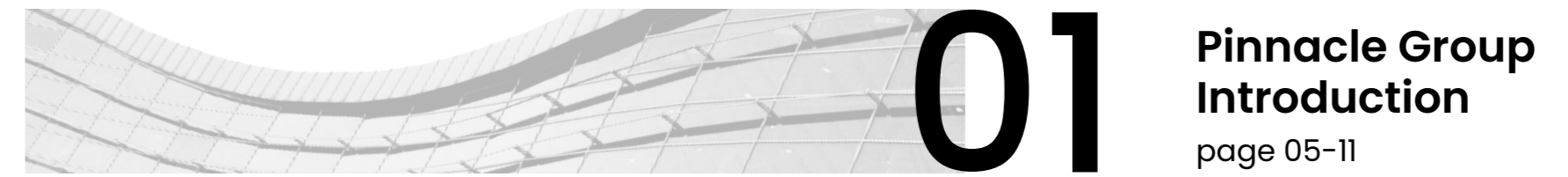
PINNACLE

MISR.

Our path is guided by a will to be unique and push boundaries, creating a future of innovation and knowledge that make our work speak for us.



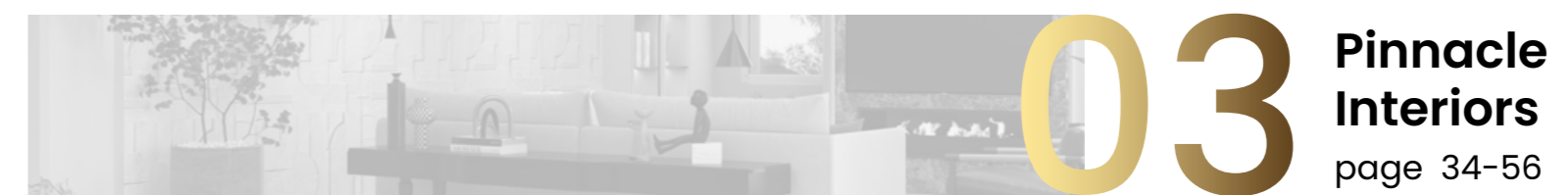
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THE FOUNDER.



“

While urban planning and architecture have always been my core passion since I was a young architect, I was particularly taken with what makes a healthy, successful community. The obsession to understand and contribute to the strategic direction of community development ensuring that it enriches people's lives has led me later in my career to strategic planning, project management, development management, and real estate development.

”

Arch. Sherif M. Seleem
Pinnacle Misr Founder, Chairman And CEO

from
INCEPTION
To REALISATION

Affiliated

THE SPINE TOWERS, MADINATY

THE PINNACLE WAY



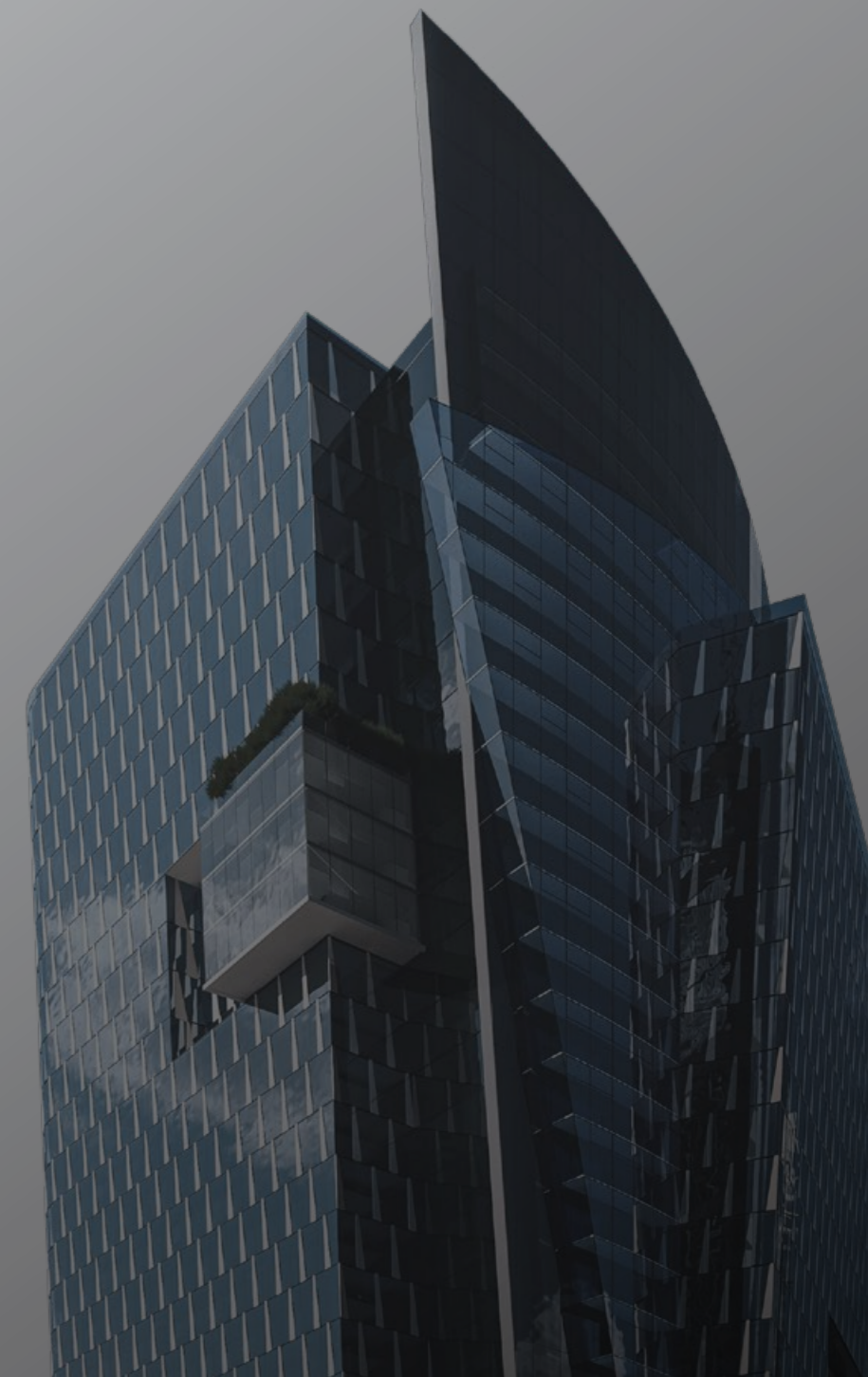
Inclusion

WHO WE ARE

Established by Architect/ Sherif Seleem in 2015 with a vision of being a leader in the market when it comes to architecture, business development, and engineering, as well as a passion for excellence that drives what the company stands for. Pinnacle Misr was established with a vision of fulfilling all market needs, through creating multiple sectors that could work as separate companies or be connected as one.

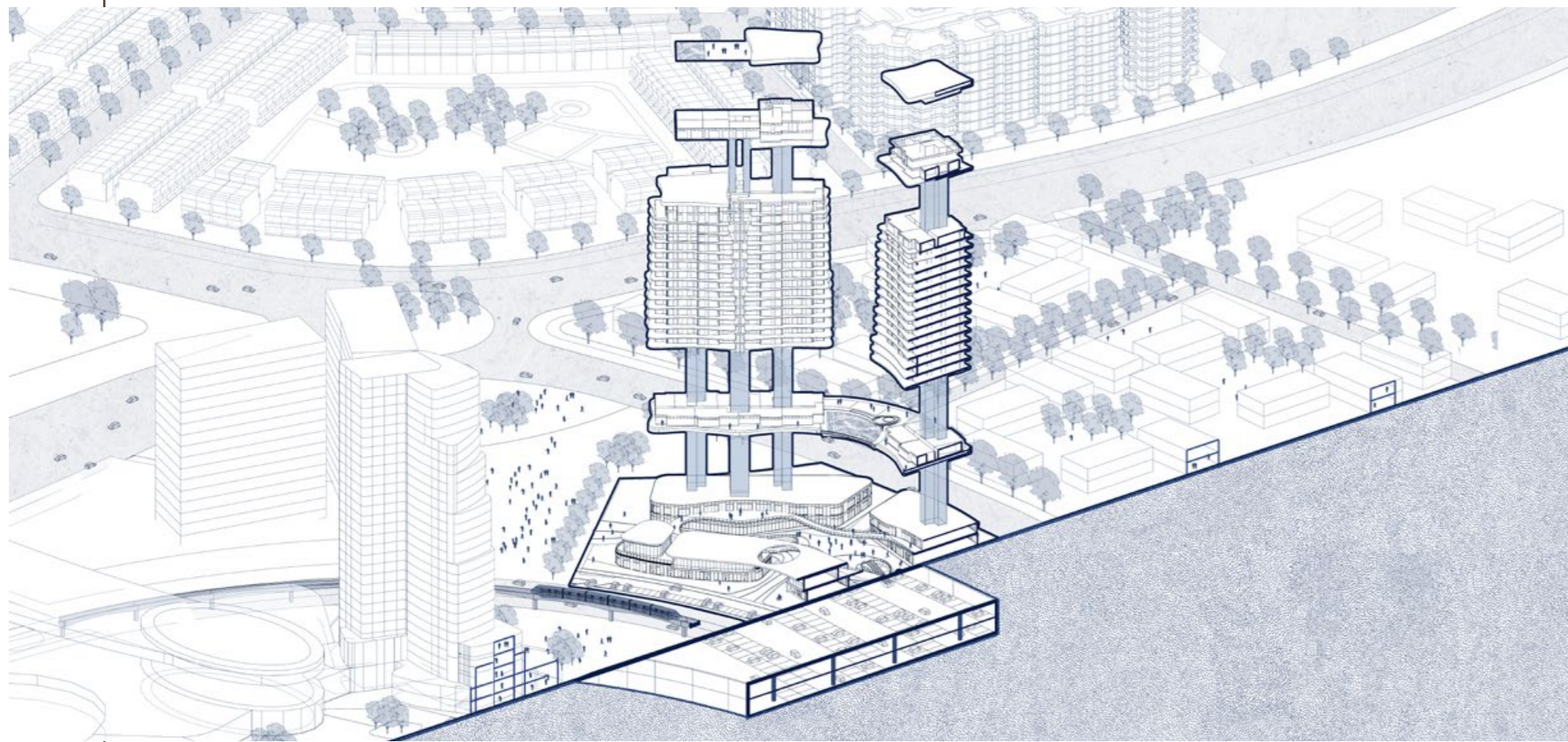
OUR PHILOSOPHY

Creating a space of inclusiveness that gives its people a sense of belonging and makes them feel motivated to exceed their limits and have an impact on the society, supported by a team of experts who can make their innovative vision come to life.



What we stand for

Every step we take is guided by a mixture of rules and ethics that we follow; We tend to apply our knowledge and strengthen it in every possible way to be able to give more to a better future and have an actual legacy in society. Supporting such knowledge and talent by aiming for innovation and inspiration.



“Moral authority comes from following universal and timeless principles like honesty, integrity, and treating people with respect “

Stephen Covey

02

There is always room for developing your talent

We are always on the hunt for new talents, knowledge and technology, to help boost the efficiency of our organization, creating a smarter workforce with an exceptional decision-making ability that takes the business to a better place.

03

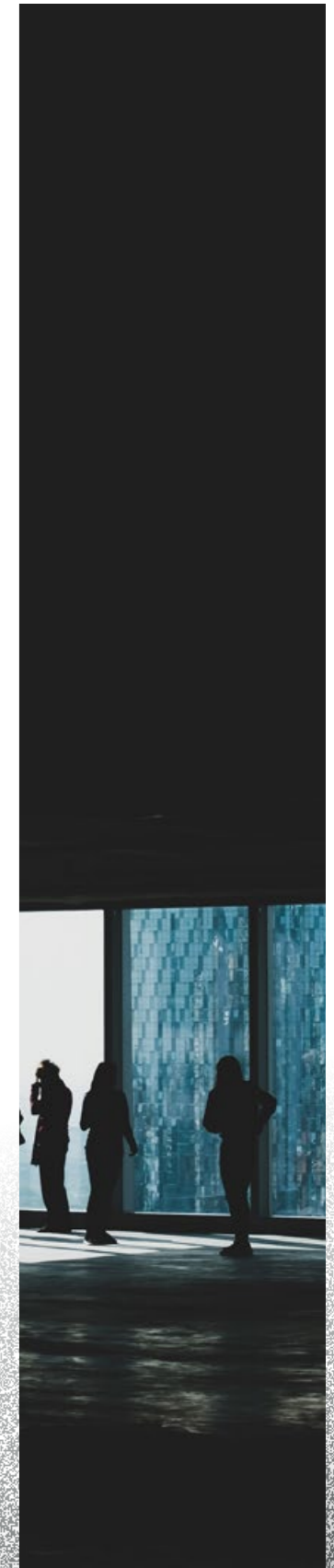
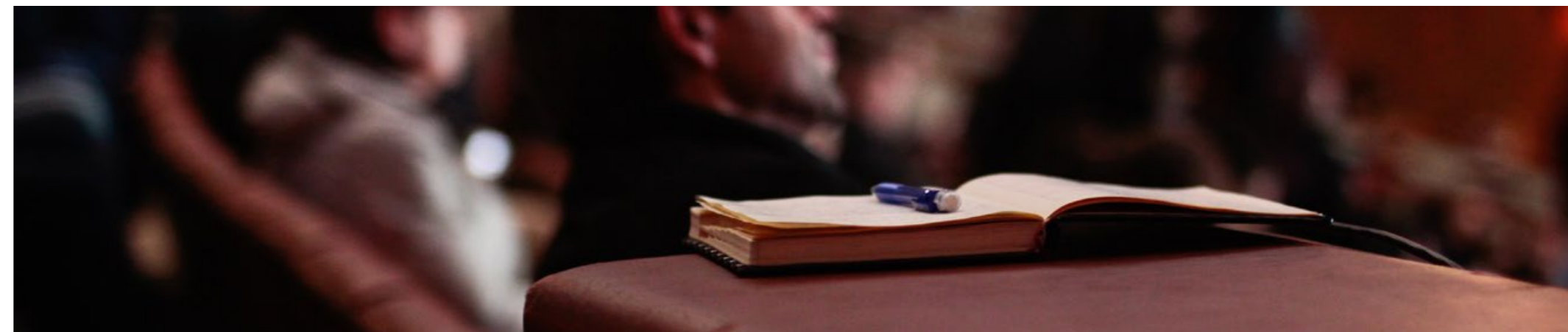
Everything we do is guided by our vision of making the world a better place

For every project, we conduct environmental analysis Research and run simulations. Our studies help us find out the most efficient, energy-saving design solutions when it comes to energy consumption. Our designs can reduce energy consumption by 40% to help make the environment more clean and contribute in making this world a better place for future generations.

01

We don't compromise when it comes to Integrity & Honesty

We believe that integrity and honesty are the cornerstones of a successful business. We don't compromise on these values, because we know that they're what make our clients happy, and they're what make us proud of our work.



OUR ACHIEVEMENTS IN NUMBERS

59

Billion _{egp}
Total works market value

291

M height
Highest tower designed

1.7

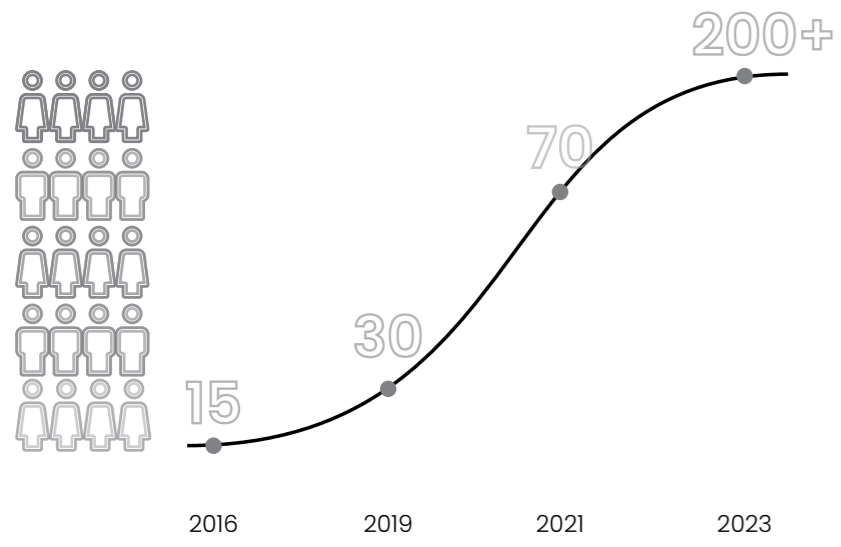
Million _{sqm}
Total built up area

18

Million _{sqm}
Total planned area

PINNACLE IS ITS PEOPLE

We are a home for the creative and innovative, where ideas are not just welcomed but celebrated. A place where talents and skills can be developed, enhanced, and shared.





Pinnacle



Pinnacle
DESIGN STUDIOS.



Pinnacle
INTERIORS



Pinnacle
VISIONS



Pinnacle
PMC
PROJECT MNGMT
CONSULTANCY



Pinnacle Design Studios is a subsidiary of Pinnacle group.

A multi-disciplinary consultancy, providing services in architecture, design, planning and engineering in the local and regional markets.

Proud of our individuality, we aren't afraid to push boundaries and face new challenges, Pinnacle Design Studios leaps into the future with cutting edge innovations, powered by knowledge.

-Pinnacle Design Studios Team



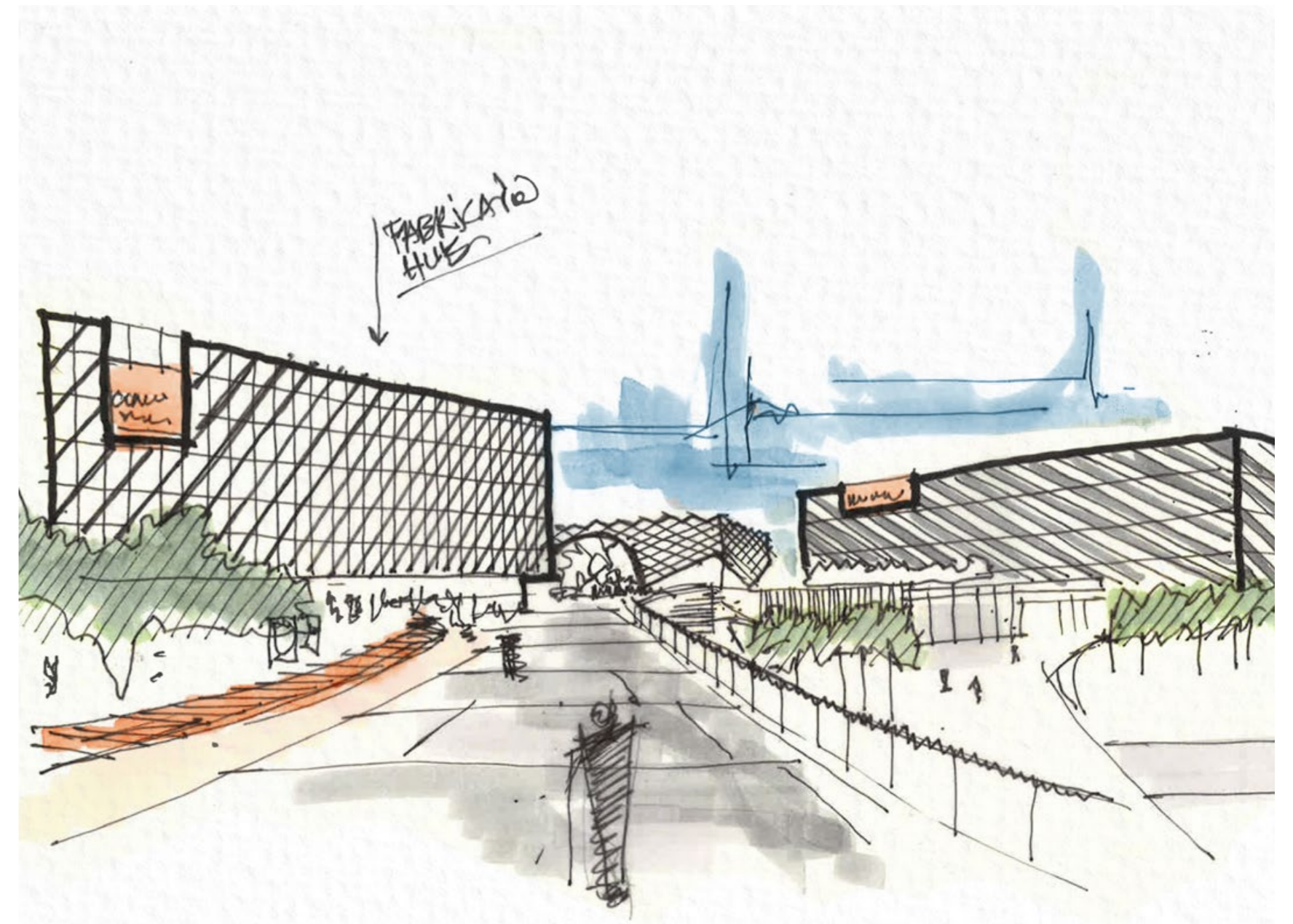
To visit our website, scan the QR Code

The Principles

Going beyond just a pretty form or trendy character in our design, every line should have its reason and every shape should have its purpose. Every design decision should be directly linked by a client's need, motivated by experience or building surroundings, it is about finding a reason for everything.

In Harmony With Nature

If a building wants to truly exist it has to respect its surroundings to unlock its potential. The soil, the landscape, the winds, and the movement of the sun are all elements that are carefully studied and considered while shaping the design.



Big Ideas. Incredible Execution.

Creating a brand new vision for the community's perception of Architecture. By utilizing local materials, our unique climatic impact, and cultural influences, we introduce imperceptible solutions for exterior architectural designs to with stand the international evolution.

OUR SERVICES

01 MASTER PLANNING & URBAN DESIGN

The basis and first phase of bringing an idea to reality; the architecture department is responsible for producing conceptual designs in order to be eventually developed and constructed.

A thorough analysis is carried out to design and build according to the surrounding context, user and client needs and resources, while always keeping in mind the aesthetics and technical characteristics of the building.

02 ARCHITECTURE

Urban planning involves the design of buildings, groups of buildings, spaces and landscapes, as well as establishing frameworks and procedures that will deliver successful development by different people over time.

It is where the identity of a plot is formed, hence, the future of the project.

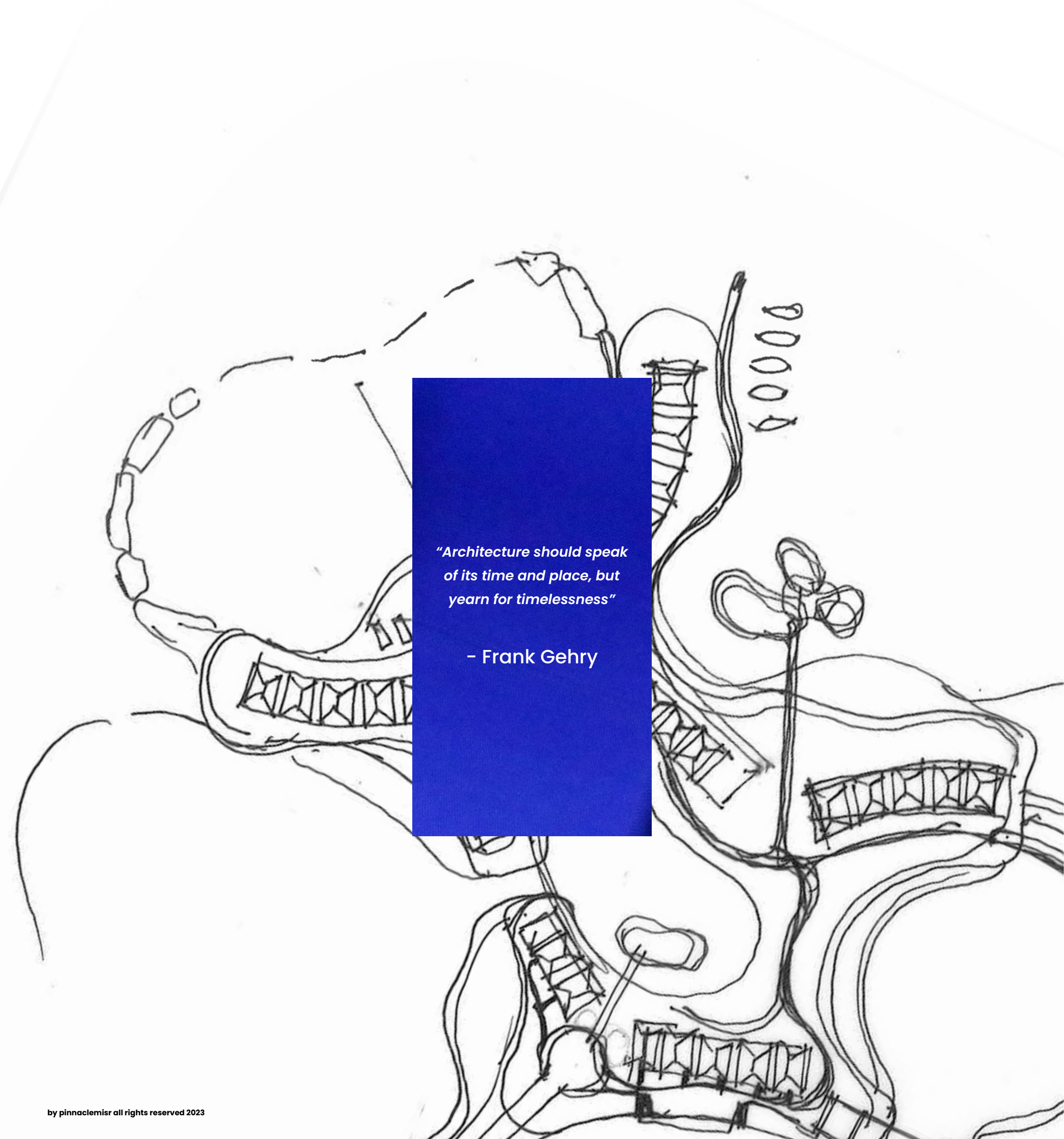
03 ENGINEERING

The basic objective of the structural design department is to produce a structure capable of resisting all applied loads without failure during its intended life.

The department analyzes and investigates the stability, strength and rigidity of structures. This phase involves detailed consideration of the alternative solutions defined in the planning phase and results in the determination of the most suitable proportions, dimensions and details of the structural elements and connections for construction.

MEP stands for mechanical, electrical and plumbing engineering. These three technical fields cover the systems that make buildings habitable for humans.

MEP installations are designed together, due to the high degree of interaction between them. MEP department optimizes material requirements to reduce installation costs, while simultaneously achieving high performance and meeting codes.



*"Architecture should speak
of its time and place, but
yearn for timelessness"*

- Frank Gehry

ICONIC TOWER

New Alamein City

LOCATION: Alamein, Egypt
CLIENT: China State Construction Engineering (CSCEC)
OWNER: NUCA
TOTAL BUA: 470,000 sq.m.
PROJECT TYPE: Mixed use
SCOPE: Design Consultancy
BUDGET: 12.9 Bn EGP

New Alamein City is currently on the forefront of developing cities in Egypt taking a different approach to what has always been the norm in the North Coast, New Alamein City aspires to provide an alternative to living in the crowded capital of Egypt boasting international businesses and trade centers, residential towers and luxurious resorts.

The centrally-located iconic tower will generate interest and act as a catalyst for adjacent development. This centerpiece is enhanced by the crystal lagoon and the promenade. It houses over 700 units of different types of residential apartments, to suit various consumer needs.

An exclusive recreational floor provides an enhanced user experience, featuring winter gardens, pools, gyms, and other luxurious amenities.

Pinnacle was engaged to provide variety of services that included:

- Architectural design.
- Interior design.
- Landscape design.





RESIDENTIAL TOWER

New Alamein City

LOCATION: Alamein, Egypt
CLIENT: China State Construction Engineering (CSCEC)
OWNER: NUCA
TOTAL BUA: 156,000 Sq.m.
PROJECT TYPE: Residential Towers
SCOPE: Design Consultancy
BUDGET: 4.25 Bn EGP

In the heart of Al-Alamein downtown, four I-shaped towers of 5 floors overlook the spacious lagoon. The first three floors form the retail podium, with a floor exclusively for recreational services, and 51 residential floors housing over 470 apartments.

The building reflects its surroundings personality; with its soft edges, dynamic movement, and rhythmic façade, the tower gloriously mimics nature's flowing smooth curves.

Pinnacle was engaged to provide variety of services that included:

- Architectural design.
- Interior design.
- Landscape design.





ALAMEIN DOWNTOWN MASTER PLAN

New Alamein City

LOCATION: Alamein, Egypt
CLIENT: China State Construction Engineering (CSCEC), NUCA
TOTAL BUA: 810 Feddan
PROJECT TYPE: Mixed Use
SCOPE: Design Consultancy

In the heart of New Al-Alamein city, the downtown area is expected to house over 1.6 million people all year round. Hosting residential towers, retail podiums and public parks. Downtown Alamein will create a new way of living, never seen in Egypt. With the Alamein Iconic Tower in the heart of the downtown and the 4 Iconic residential towers opposite, a 400,000 sqm area is an artificial lake.

Between these towers, Pinnacle has designed over 230,000 sqm of crystal clear lagoons, surrounded by an exceptional promenade, filled with activities and specifically designed functional areas to create a one of a kind destination.

This exciting promenade also houses the Downtown Alamein lagoon islands, each island boasting a different function. From rentable cabanas and private beaches, to hotels, sports facilities, amphitheatres and family parks. All this coming together to create an all year round desitation, which brings the New Alamein City to life.





KITOKO MINISTERIAL BUILDING

Congo

LOCATION: Democratic Republic Of Congo
CLIENT: Government Of DRC
TOTAL BUA: 312,470 Sq.m.
PROJECT TYPE: Ministerial Office Buildings
SCOPE: Design Consultancy

Kitoko is set to be a new smart global city for The Democratic Republic of Congo perfectly located close to Ndjili and N'Dolo airports.

The ministerial district consists of nine plots that are arranged in a radial manner, eight plots house the ministerial buildings while the head of the table is reserved for the Prime ministry building.

Ministerial buildings surround the prime ministry buildings, accommodating a flexible division of ministries each building's plot area varies between 23000–37000 sqm with a height of 123m, while the Prime Ministry building sits at the top of the ministerial district designed as a monumental gate to the city on a land plot of area 108,320-meter square with height 48m.





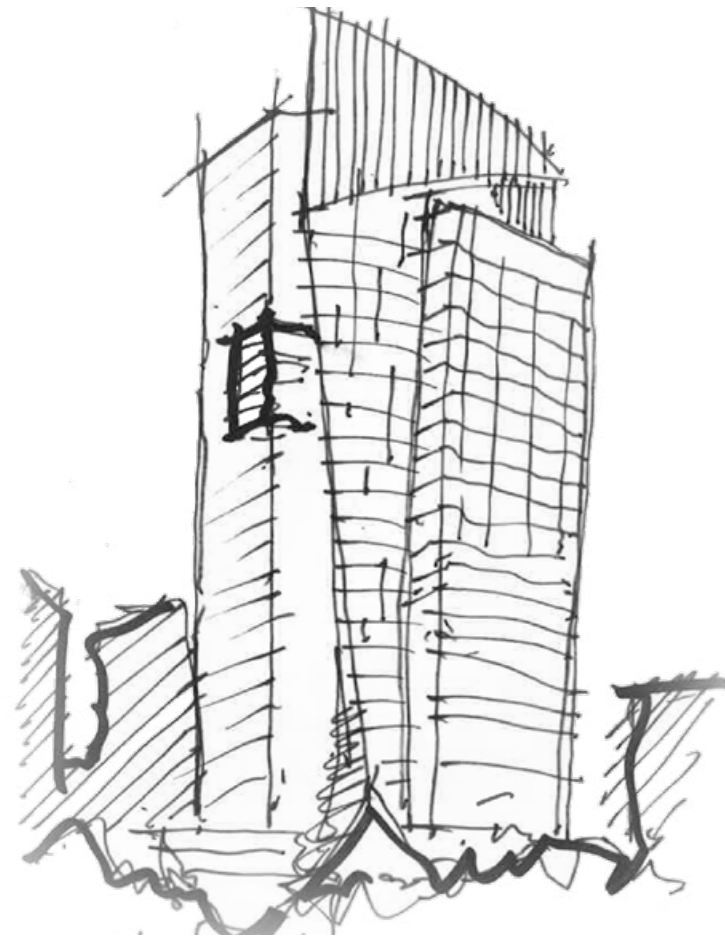
PODIA TOWER

New Administrative Capital, Egypt

LOCATION: New Administration Capital, Egypt
CLIENT: Menassat Developments
TOTAL BUA: 59,693 Sq.m.
PROJECT TYPE: Office Building
SCOPE: Design Concept, Marketing Materials, Construction Drawings & Project Management
BUDGET: 1.2 Bn EGP

Podia is located in the core of the New Capital City, in a remarkably distinct site, overlooking the green Nile with views on wide green spaces from three sides, and next to the iconic Mizr Mosque. The project includes an office building of 24 floors (110 m) built on a two-storey podium. It holds over 300 office units and around 175 retail stores.

The main design concept was to achieve the highest exposure to the surrounding view, thus enriching the user experience by creating a positive, comfortable work environment. The offices are designed around a central court, allowing natural lighting and enhancing the building's interior design experience.





THE SPINE TOWERS

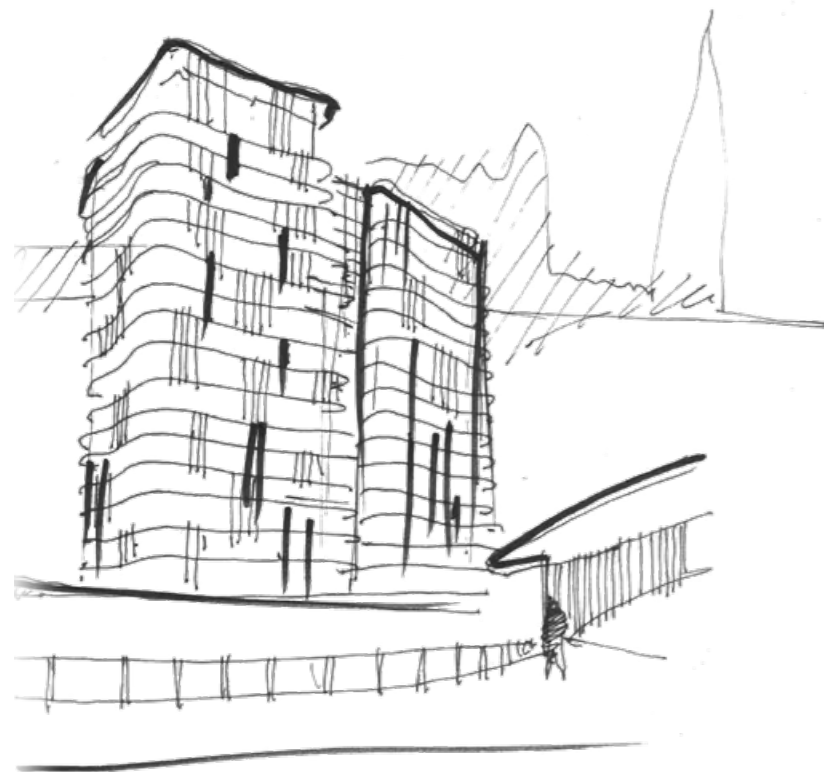
Madinaty

LOCATION: Madinaty City, Egypt
CLIENT: Talaat Mostafa Group
TOTAL BUA: 60,000 Sq.m.
PROJECT TYPE: Mixed Use
SCOPE: Design Consultancy

The project reflects the unique experience of the Madinaty downtown city center and be part of a unique destination, which will express and emphasize significant design qualities and standards such as sustainability, user centric design, ambiance intelligence, barriers free, and universal design. These qualities will directly promote and affect the park side urban lifestyle concept, freedom, simplicity and joy.

Parcel A3 is an array of residential and office towers bordering the periphery of the site and provide a transition from the looser weave of the surrounding area to the dense urban fabric. Its unique design approach offers a sense of freedom and grandeur as it is part of a rhythmic journey connecting all parcels of 'The Spine' synchronically together.

The project consists of two 18-storey residential buildings sitting on a high-end commercial podium, designed with a futuristic approach to meet modern day requirements.





LAGOON TOWERS DOWNTOWN

New Alamein City

LOCATION: Alamein, Egypt
CLIENT: ElHazek Constructions Rowad Constructions
TOTAL BUA: 225,500 Sq.m.
PROJECT TYPE: Residential Towers
SCOPE: Design Consultancy
BUDGET: 6.25 Bn EGP

Aiming for an iconic landmark that reflects El-Hazek stature, following a modern architecture theme and providing its residents with luxurious unprecedented experience blended within a comfortable and cozy environment.

Al-Alamein Lagoon Towers were developed with unique architectural language and an iconic image that highlights the essence of Al-Alamein. Its forms are derived from the surrounding context, as well as adopting an environmental approach.

A Prime location right next to the centrally located iconic tower of Al-Alamein Downtown which generates interest and act as a catalyst for adjacent developments. The project consists of two premium residential towers with built-up area 134,400 sqm above one podium includes the retail and recreational activities.





GALALA TOWERS

Galala – Ain Elsokhna

LOCATION: Galah, Ain El Sokhna
CLIENT: NUCA
PROJECT TYPE: Mixed Use Towers
SCOPE: Design Consultancy
BUDGET: 1.2 Bn EGP

Situated on the highest mountain plateau between Ain Sokhna and Zafarana and overlooking the Red Seacoast, around 180 kilometers away from Cairo International airport as its going to be a unique tourist attraction location due to its overwhelming location overlooking the Red Sea and acting as a guide to ships moving to and forth the Suez Canal.

Three alternatives were created to present to the client, all inspired from Egyptian culture and Islamic design, aesthetics was not the only thing taken into consideration.

All these different design elements are inspired from the culture but are also used in a functional manner, resulting in three, well thought out, awe inspiring designs for the Galalah Iconic Towers.



NEW GIZA VILLAS/PRIVATE RESIDENCE

NEW GIZA, CAIRO

LOCATION: New Giza, Cairo
CLIENT: Private
PROJECT TYPE: Residential
SCOPE: Design Consultancy
BUDGET: 150 Mn. EGP

The New Giza Villas client approached PDS with an idea to build villas adjacent to one another for the 5 brothers of the family. These 5 villas are designed to be unique and personal to each resident; while keeping in mind to create a coherent design externally. Therefore, Pinnacle created alternative solutions for each design that suits each residents way out life and needs; this is evident in the layouts presented here.

The homes will share a garden to host family events and more; as well as a shared underground parking that houses a vareity of facilities.

Pinnacle scope of work includes the following:

- Architecture Design
- Structure Design
- MEP Design
- Interior Design
- Landscape Design
- Project Management & Construction Management





SHARM EL NAGA RESORT

Hurghada, Egypt

LOCATION: Sharm El Naga, Hurghada
CLIENT: Sealand Tourism
PROJECT TYPE: Hotel & Resort
SCOPE: Design Consultancy
BUDGET: Undisclosed

Sharm El Naga Resort is a project in one of the most special diving locations in the world. The project aims to create a unique destination for Egyptians as well as foreigners in which they can spend a peaceful time by the beach but also have a variety of activities. Diving and scuba diving will be the main activity but the resort hopes to provide amenities such as pools, large green areas, kids areas, restaurants as well as a gym and spa/wellness center. Aiming to achieve a 4&5-star experience under the management of Sentido and Al Diana brands.

Pinnacle was assigned the scope of design development after an international consultant has created the design concept. Taking it from the initial stages of design to a full set of construction documents in order to commence with the development of the project.







Pinnacle INTERIORS

We are a team of diverse, creative, and visionary individuals passionate about design and creating unique spaces that stand out in the field, and we are committed to providing a personalized, one-on-one experience that will excite and inspire you.

Our team participates in the vision of each space we design for our clients. We come from different backgrounds and design cultures, but we all came together because we all share the same conviction, breaking the barriers of conformal design and restoring the essence of personalized interior design.

-Pinnacle Interiors Team



To visit our website, scan the QR Code

The Principles

"What you see is what you get" is a motto that best describes our company's beliefs. We follow a very strict process that helps assure the executed spaces are delivered exactly as designed. Having successfully built a team of creative interior designers, capable interior architects and experienced fit-out specialists has led to creating innovative and sophisticated designs that serve human needs and stand out in the market while maintaining cost and time efficiency.


Euphoric



One Of A Kind

Every space is a story we narrate from inception to realization. We invest in time and money to change continuously using our vast knowledge and experiences to navigate through business challenges.

Our goal is to create a professional and comforting working space that lays the groundwork for creative and well presented outcomes.



"I always put in one controversial item. It makes people talk"

—Dorothy Draper

OUR — SERVICES

01 INTERIOR DESIGN

Using a combination of art & science of interior design and complimenting it with decorative arts, we base our designs on your vision and demands; resulting in a unique interior style for each project.

02 FF&E SPECIFICATION

Having an FF&E department that is always up to date with the market brands and suppliers, we get to provide each project with all its needs according to the clients' budget.

03 PRODUCT DESIGN

Using a balance of style and function, we design custom furniture that are fit with the design, and make them, come to life. Following a process of sketches and prototypes to manufacture and installation.

04 BRANDING

Creating successfully strong perception of an entity and its products by crafting a personal brand that mostly goes along with the interior design concepts.

ICONIC TOWER

New Alamein City

LOCATION: New Alamein City, Egypt
CLIENT: China State Construction Engineering (CSCEC)
TOTAL BUA: 470,000 sq.m
PROJECT TYPE: Mixed Use
SCOPE: Design Consultancy

An iconic tower that acts as the focal point and main attraction of the New Alamein city, Acting as a vista that is visible to all people upon arrival, representing and showcasing the endless possibilities of this city.

Inspired by the historic background of the city with an influence of the futuristic vision of the new Alamein city, resembling the origin of the development of new Alamein city, hence, the beginning of life. The design resembles a combination of the symbol of life, beginning and regeneration in ancient Egypt and modern history of the city, that is then tailored to narrate a story about each building, creating a fascinating theme and inspiring atmosphere.



A. ELEVATOR LOBBY
< SECONDARY ENTRANCE
< SWIMMING POOL
< RESIDENTIAL UNITS
A. GYM



RESIDENTIAL TOWER

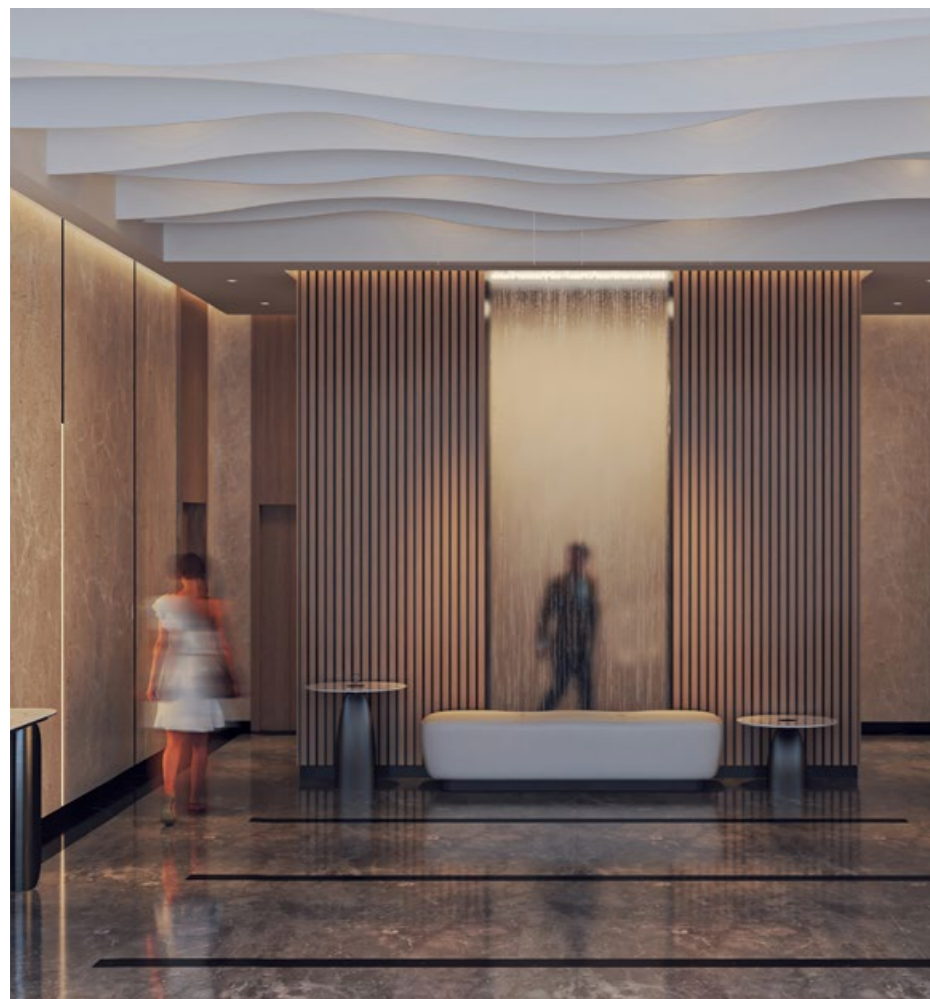
New Alamein City

LOCATION: New Alamein City, Egypt
CLIENT: China State Construction Engineering (CSCEC)
TOTAL BUA: 470,000 sq.m
PROJECT TYPE: Residential Units
SCOPE: Design Consultancy

In the heart of Al-Alamein downtown, four L-shaped towers of 54 floors overlook the spacious lagoon.

The first three floors form the retail podium, with a floor exclusively for recreational services, and 51 residential floors housing over 470 apartments.

The building reflects its surroundings personality; With its soft edges, dynamic movement, and rhythmic façade, the tower gloriously mimics nature's flowing smooth curves.





OFFICE BUILDING

New Alamein City

LOCATION: New Alamein City, Egypt
CLIENT: China State Construction Engineering (CSCEC)
TOTAL BUA: 470,000 Sq.m.
PROJECT TYPE: Office Building
SCOPE: Design Consultancy

In the heart of Al-Alamein downtown, inspired by the historic background of the city with an influence of the futuristic vision of the new Alamein city.

The design resembles a combination of the symbol of life, beginning and regeneration in ancient Egypt and modern history of the city, that is then tailored to narrate a story about each building, creating a fascinating theme and inspiring atmosphere.

The five platonic shapes resemble the five towers surrounding the iconic tower, reflecting five different and unique identities that are derived from the flower of life.





CABANAS

New Alamein City

LOCATION: New Alamein City, Egypt
CLIENT: China State Construction Engineering (CSCEC)
TOTAL BUA: 470,000 sq.m
PROJECT TYPE: Residential
SCOPE: Design Consultancy

In the heart of Al-Alamein downtown, Inspired by the history and vision for New Alamein city, the Cabanas are designed to give comfort to its users.

The design resembles a combination of the symbol of life, beginning and regeneration in ancient Egypt and modern history of the city, that is then tailored to narrate a story about each building, creating a fascinating theme and inspiring atmosphere.





PODIA TOWER

New Administrative Capital

LOCATION: New Capital, Egypt
CLIENT: Menassat
TOTAL BUA: 59,693 sq.m
PROJECT TYPE: Commercial Use
SCOPE: Design Consultancy

The Significant Podia Tower is located in the core of a very distinctive site in the core of the new capital, overlooking the green Nile and enjoying a three-sided view of green spaces.

The idea of the design is having a central element that every other unit revolves around, thus, having the atrium in the middle of the tower to highlight its magnificent height and setting a different perspective for the users to experience.

The tower uses a very smart tool of signage and floor patterns that leads users through the spaces easily.

The project consists of a 24-floor high office building on a two-story podium, accommodating over 300 office units and around 175 retail stores, making it a self-serving building.





Reception

Comprehensive Care For Kids & Teen

Clinics 01 to 06

01

02

03

30 of 70

GREEN AVENUES

Damanhour, Egypt

LOCATION: Damanhour, Egypt
CLIENT: Pinnacle Misr
TOTAL BUA: 167,894 sq.m
SCOPE: Project Management/Facility Management/Design Consultancy

Residential complex located in Damanhour Egypt, serving different users of various tastes.

Avoiding conflict when it comes to different preferences in design, the complex offers various design options that serve different users with different tastes while also serving as a multi-use host, providing rooftop gardens, swimming pools, and medical units.





THE SPINE TOWERS MADINATY

LOCATION: Madinaty City, Egypt
CLIENT: Talaat Mostafa Group
TOTAL BUA: 60,000 Sq.m.
PROJECT TYPE: Mixed Use
SCOPE: Design Consultancy

The project reflects the unique experience of the Madinaty downtown city center and be part of a unique destination.

Expressing and emphasizing significant design qualities and standards such as sustainability, user centric design, ambiance intelligence, barriers free, and universal design. These qualities will directly promote and affect the park side urban lifestyle concept, freedom, simplicity and joy.





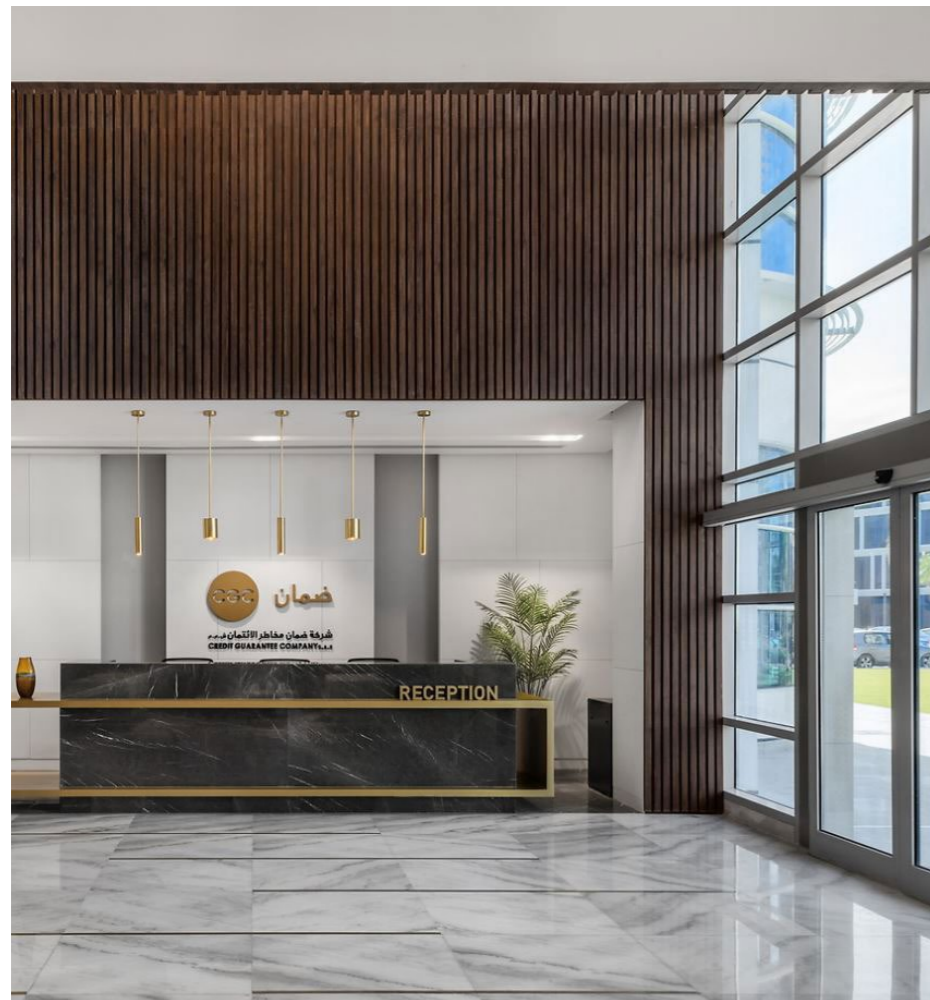
CREDIT GUARANTEE COMPANY

Cairo, Egypt

LOCATION: Smart Village, Egypt
CLIENT: CGC (Credit Guarantee Company)
PROJECT TYPE: Office Building
SCOPE: Design Consultancy
BUDGET: 150 Mn. EGP

A cheerful and colorful office building was designed to give comfort to its users.

CGC is designed to strengthen the community culture within the organization and empower employees. Using an activity-based working philosophy, the new headquarters reflects a dynamic corporate culture concept.



AFRICAN
PROPERTY
AWARDS
INTERIOR DESIGN

AWARD WINNER

OFFICE INTERIOR EGYPT

CGC - Credit
Guarantee Company
by Pinnacle Interiors

2021-2022



SUEZ CANAL BANK – SMART BRANCH

Cairo, Egypt

LOCATION: Cairo, Egypt
CLIENT: Suez Canal Bank
PROJECT TYPE: Bank
SCOPE: Design Consultancy
BUDGET: 20 Mn. EGP

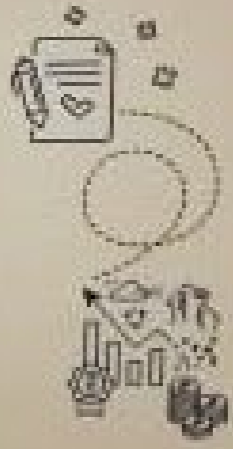
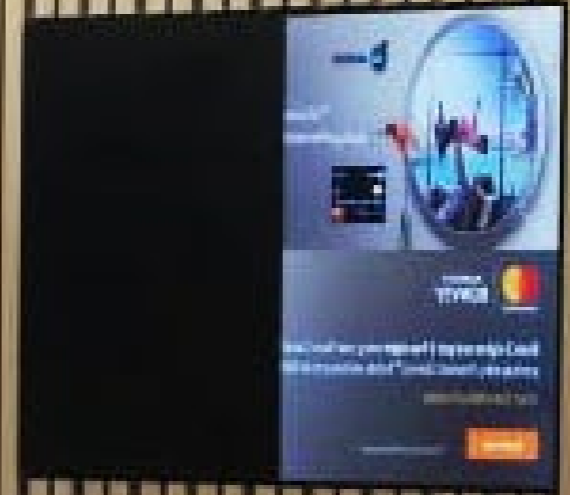
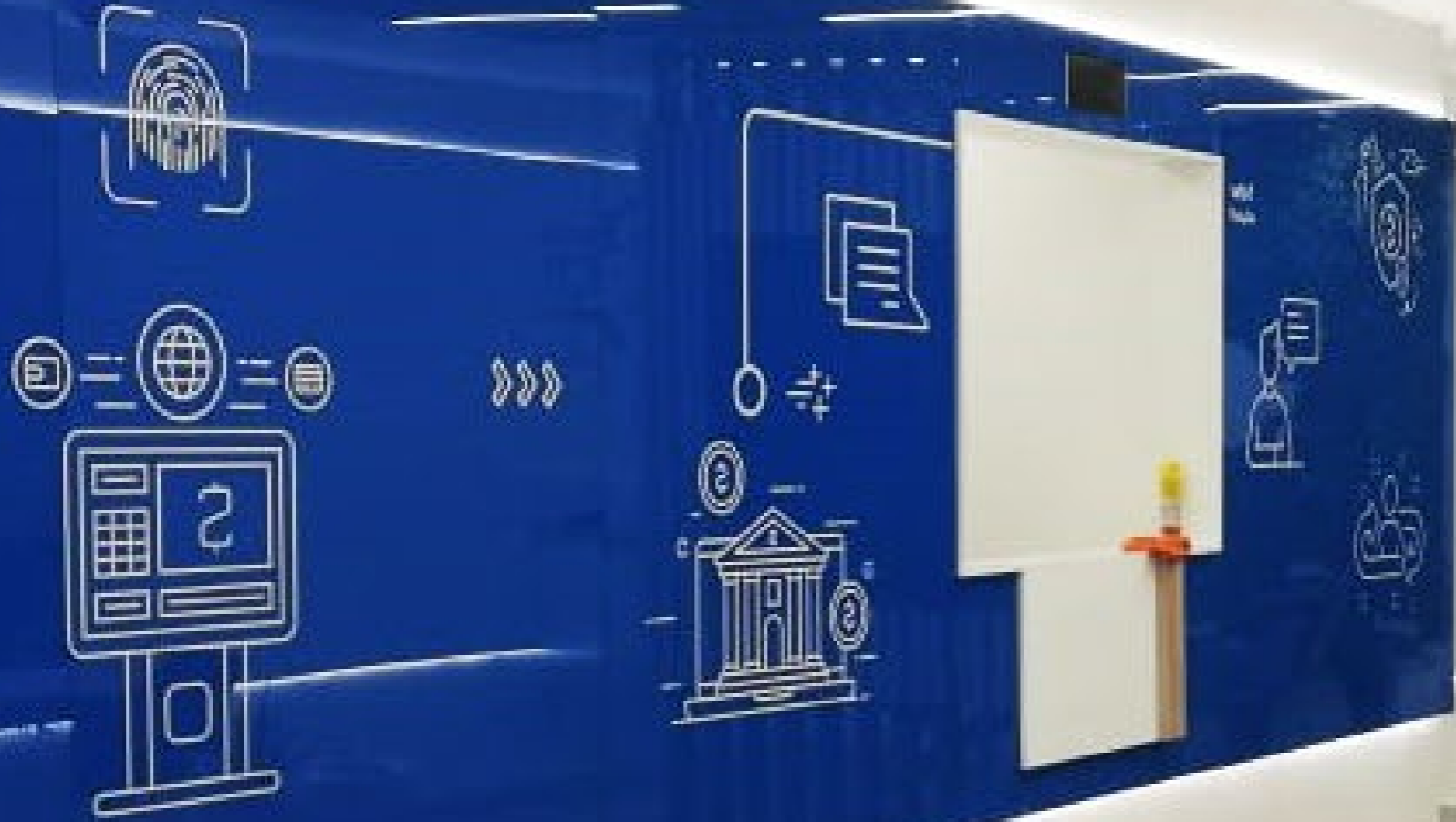
Aiming to create a new image for SCB smart branches that reflects the digitalization concept in a fresh modern look, while maintaining the corporate identity of the bank.

The new design theme takes the employees to a new modern journey through the futuristic design look.





MTI
بناؤنا
بناؤنا



RESIDENTIAL VILLA

Cairo, Egypt

LOCATION: Meadows Park, Egypt
CLIENT: Private Client
PROJECT TYPE: Residential
SCOPE: Design Consultancy

A private villa located in Sheikh Zayed, inspired by the eclectic interior style.

An eclectic inspired Property designed to meet the clients expectations of having a home that has various styles and can accomodate different styles of finishes, materials and furniture items & statement pieces.







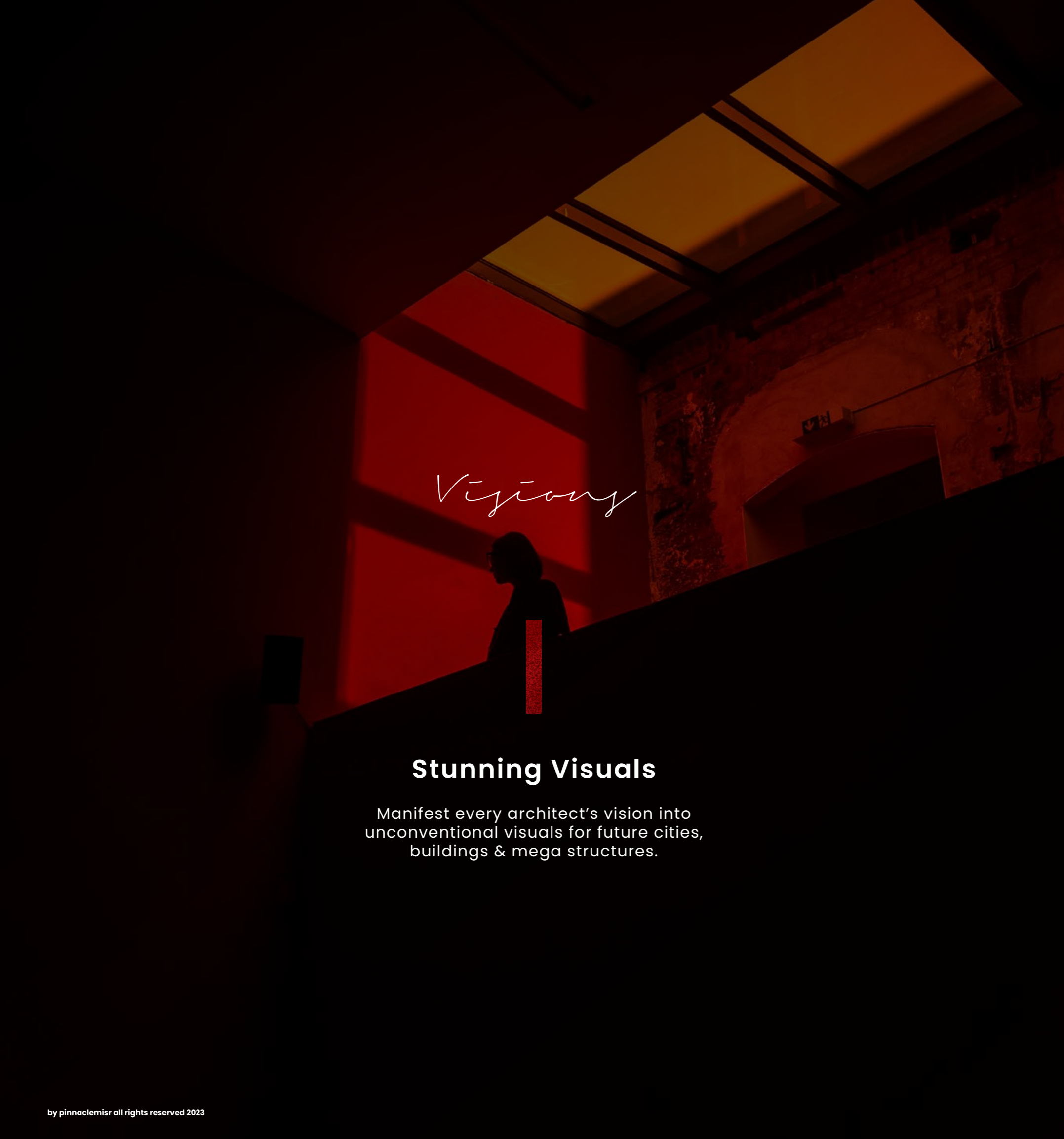
As communication professionals with strong architectural backgrounds, we consider our duty to effectively convert architectural concepts into appealing and engaging visuals.

Our works are designed to tell stories, evoke emotions, inspire the audience, and allow the viewer to participate.

-Pinnacle Visions



To visit our website, scan the QR Code



Visionary

Stunning Visuals

Manifest every architect's vision into unconventional visuals for future cities, buildings & mega structures.



Visual Storytelling

Leading visual storytellers; transforming architecture sketches into 3d digital models by utilizing cutting-edge design tools and techniques.



OUR — SERVICES

*"The Sun does not realise
how wonderful it is until
after a room is made"*

-Louis Kahn

01 ARCHITECTURAL ANIMATIONS

We leverage the power of authentic narrative in all of our services. We produce animations from scratch thanks to our well-equipped green-box studio. Characters, sound design, even music composition, camera tracking, and vfx all be developed in-house.

02 BUILDING INFORMATION MODELING

The holistic process of creating and managing information for a built asset. Based on an intelligent model integrating structured, multi-disciplinary data to produce a digital representation of an asset across its lifecycle, from planning and design to construction and operations.

03 STILL IMAGES

We use artistic techniques to create compelling, detailed visuals that will be effective tools in your hands whether pitching to a customer or entering a competition.

04 VIRTUAL REALITY

Through cutting edge technology, we propel design from blueprint to reality. We use vr extended reality to evoke the future of real estate by allowing users to explore and interact with hyper realistic spaces before they are brought to life. Users get to experience what their future could hold, allowing for companies to position themselves in the most elevated way possible and ensure market value.



BREATHTAKING
— atmosphere —



THE HIGHEST LEVEL OF every detail



STUNNING — visuals





EMOTIONS THROUGH IMAGE





Pinnacle PMC was founded to serve the Egyptian market with a professional project management services.

Pinnacle PMC main asset is the team of regional and global experts coming from diverse multidisciplinary backgrounds including architects, designers, engineers, planners, construction specialists and program managers Who will be ready to become extensions of our client's staff - providing the manpower And expertise necessary to keep a project / program on or ahead of schedule.

-Pinnacle PMC Team

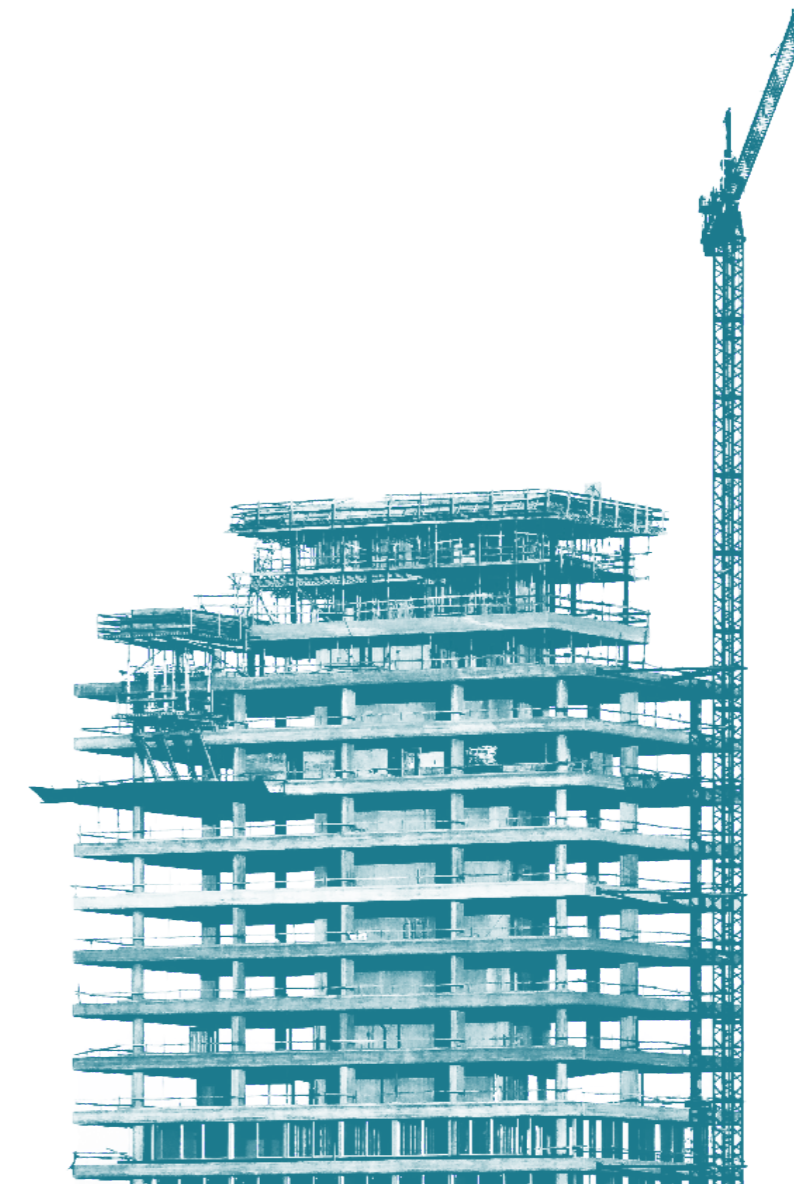


To visit our website, scan the QR Code

Management

Our Vision

Become the destination of choice for our clients in Egypt and in MENA region for providing project and program management solutions merging modern international industry techniques and standards with regional approaches.



Our Mission.

In Pinnacle PMC we aspire to transform communities and improve lives by providing innovative solutions to our client's most complex problems, our talent acquisition criteria is designed to bring on board team members that believe in the same vision, willing to serve our clients not as traditional employees but rather as project partners driven by the target of completing complex projects and setting new benchmarks within the industry.

OUR — SERVICES

Management

" Project management can be defined as a way of developing structure in a complex project, where the independent variables of time, cost, resources and human behavior come together "

– Rory Burke

- Strategic Advisory
- Project Management
- Portfolio & Program Management
- Design Management
- Construction Management & Supervision
- Risk Management
- Cost Management
- Contract Administration
- Value Engineering
- Scheduling & Planning
- Integrated Project Controls
- Claims And Dispute Resolution
- Facility Management
- Visibility Studies

Podia Tower

New Administrative Capital, Egypt

LOCATION: New Administration Capital, Egypt
CLIENT: Menassat Developments
TOTAL BUA: 59,693 Sq.M.
PROJECT TYPE: Multi-Purpose
SCOPE: Design Management, Development Management, Cost Estimation and Control
BUDGET: 1.2 Bn EGP

Podia is located in the core of the New Capital city, in a remarkably distinct site, overlooking the green Nile with views on wide green spaces from three sides. The building consists of 24 floors (110 m) built on a two-storey podium and 3 basements with total built-up area of 59,693 sqm.. It holds over 300 office units and around 175 retail stores.

Pinnacle was engaged to provide variety of services that included:

- Management of the design process from initiation to the monitoring and control.
- Coordinating Interior, Landscape, Arch and structure designs
- Develop a detailed project program that co-ordinates and aligns with all the project stakeholders.
- Budgeting & Cost Control
- Contracts Management.
- Planning & Scheduling.



AHL MASR PROMENADE

Cairo, Egypt

LOCATION: Cairo, Egypt
CLIENT: Ministry of Housing, Utilities and Urban Communities
PROJECT TYPE: Commercial/Retail
SCOPE: Construction Management & Supervision
DURATION: 2022 - Ongoing

The promenade will become one of the most important touristic attractions in Cairo, in which the historical area is being developed, by providing new destinations that show the eternal beauty of the Nile.

The project's main aim is to create a two-level promenade on multiple parts of the Nile Corniche, starting from Cairo and going to the upper and lower ends of the Nile. This was done to give people better access to the waterfront, which can be difficult due to the privatization of several parts of the corniche allocated to clubs and restaurants.

Pinnacle was engaged to provide variety of services that included:

- Efficient management of the initial project design process.
- Provide an effective management plan over the construction process.
- Contract management.
- Cost & Planning Control
- Supervising the material selection and sampling process
- Supervising the mock-up erection
- Day to day supervision of site works to ensure and report conformity.



LAVAL MALL

New Administrative Capital, Egypt

LOCATION: New Administrative Capital, Egypt
CLIENT: Capital Link Developments
PROJECT TYPE: Commercial/Retail
SCOPE: Design & Construction Management & Supervision
DURATION: 2022 - Ongoing

With Total Built-up Area of 16,500 sqm and 12 floors LAVAL Project is to embody Capital Link's vision of building landmarks that please the viewers. It's spread over 4,234 land area with a total of 446 units, to be the largest among its fellow projects.

Pinnacle was engaged to provide variety of services that included:

- Efficient management of the project design process.
- Expediting the permits and authorities approvals
- Complete Tender management for the project
- Budgeting & Cost Control
- Planning & Delivery Approach
- Contract Management
- Full Construction Management.



SHARM EL NAGA RESORT

Hurghada, Egypt

LOCATION: Hurghada, Egypt
CLIENT: Sealand for Touristic Development
PROJECT TYPE: Hotel & Resort
SCOPE: Design Management
DURATION: 2022 - Ongoing

Sharm El Naga Resort offers everything a Holiday-maker could wish for: a sandy beach, a protected house reef for snorkeling and diving, comfortable accommodation, restaurants, Gyms and sports courts. With total built-up area of 46,630 sqm Split into two hotels complementing each other, on footprint over 70,550 sqm providing 550 key. In addition to a real estate compound.

- Pinnacle was engaged to provide variety of services that included:
- Management of the design process from initiation to completion.
 - Develop a detailed project program that co-ordinates and aligns with all the project stakeholders.
 - A complete real estate product development strategy from the planning stage through to the closure.
 - Planning & Delivery Approach



MONTROZA TOWER

Salmiya, Kuwait

LOCATION: Salmiya, Kuwait
CLIENT: Sharq Montrose for General Trading & Contracting
PROJECT TYPE: Multi-Purpose
SCOPE: Design Management
DURATION: 2022 - Ongoing

A future focal point located in Salmiya City near the sea side. A built-up area of 2,547 sqm over 11 floors and a commercial podium, providing a contemporary residential life style through the integration of indoor and outdoor amenities and creatively engaging a livable environment.

Pinnacle was engaged to provide variety of services that included:

- Efficient management of the project design process.
- Complete Tender management for the project.
- Contract management.



KINDA'S OFFICE BUILDINGS

Taj City, New Cairo, Egypt

LOCATION: Taj City, New Cairo, Egypt
CLIENT: Madinet Masr for Housing and Development (MMHD)
PROJECT TYPE: Office Building
SCOPE: Design Management
DURATION: 2023 - Ongoing

Kinda is a Canadian-Egyptian inspired community. Kinda's office buildings are future focal points with built-up area of 25,500 sqm, offering contemporary lifestyle seamlessly combining sustainability and livability. The two buildings comprise a total plot land area of 9,196 sqm. With 2 basements for parking.

Pinnacle was engaged to provide variety of services that included:

- Efficient management of the project design process.
- Expediting the permits and authorities approvals
- Complete tender management for the project
- Cost estimating and control
- Contract Management



NEW GIZA PRIVATE RESIDENCE

6th of October, Egypt

LOCATION: 6th of October, Egypt
CLIENT: El-Maghrabi
PROJECT TYPE: Residential
SCOPE: Design & Construction Management and Supervision
DURATION: 2022 - Ongoing

The Private Residence is a collection of five villas with built-up area of 3,500 sqm in New Giza, situated adjacently to one another, each accommodating a single family. The five villas match in the spirit of the architectural design and spatial programming, taking advantage of the large outdoor spaces and providing luxury in the architecture, which works to highlight the aesthetic element of design and sophistication in the compound. With one common basement across the villas with Built-up area of 3275 sqm.

Pinnacle was engaged to provide variety of services that included:

- Management of the design process from initiation to the monitoring and control.
- Coordinating Interior, Landscape, Arch and structure designs
- Develop a detailed project program that co-ordinates and aligns with all the project stakeholders.
- Supervising and managing construction and the quality of the execution
- Budgeting & Cost Control
- Contracts Management
- Planning & Scheduling



EL-GOUNA PRIVATE RESIDENCE

EL-Gouna, Egypt

LOCATION: Hurghada, Egypt
CLIENT: Hesham Sheta
PROJECT TYPE: Residential
SCOPE: Complete Project Management & Construction Supervision
DURATION: 2021 - Ongoing

In the heart of El-Gouna's most exclusive neighborhood, Fanadir Bay encompasses life's finest gifts. The island is ideally located 300 meters away from the open sea with land area of 5,825 sqm, upon which is the villa of built up area over 1,500 sqm. The villa's personalized design embraces the advantages of its unique location and integrates its surroundings into its concept. The construction team works carefully to ensure all vital parts of the island are well protected integrating modern and traditional techniques providing a state-of-the-art services.

Pinnacle was engaged to provide variety of services that included:

- Management of the design process from initiation to the monitoring and control.
- Coordinating Interior, Landscape, Arch and structure designs
- Develop a detailed project program that co-ordinates and aligns with all the project stakeholders.
- Supervising and managing construction and the quality of the execution
- Budgeting & Cost Control
- Contracts Management
- Planning & Scheduling



ECLIPSE BUSINESS SPACE

New Cairo, Egypt

LOCATION: New Cairo, Egypt
CLIENT: Menassat Development
PROJECT TYPE: Multi-Purpose
SCOPE: Construction Supervision
DURATION: 2022 - Ongoing

With a built-up area of 17,017 sqm, Eclipse Business Space is a 5-floor mall located in the Fifth Settlement in the plot of land No. 48A in the first sector directly on the northern 90th Street. The mall will contain administrative, commercial and medical units. It consists of 5 floors and 2 basements for car parking.

Pinnacle was engaged to provide variety of services that included:

- Design Review/Coordination services
- Tender Documents Preparation
- Complete Site supervision
- Contract management.
- Claim prevention and conflict resolution.
- Manage the project complete close-out process.



RETAIL / ASHGAR CITY COMPOUND

Cairo, Egypt

LOCATION: Ashgar City, Egypt
CLIENT: IGI Real Estate
PROJECT TYPE: Commercial/Retail
SCOPE: Full Consultancy Services
BUDGET: 2.1 Bn. EGP

Commercial/Retail development including medical clinics and offices.
The project consists of ground, first and second floors.

Pinnacle was engaged to provide variety of services that included:

- Efficient management of the project design process.
- Expediting the permits and authorities approvals
- Complete Tender management for the project
- Complete project management services.
- Budgeting & Cost Control.
- Contracts Management



IGI HEADQUARTER

6th of October City, Egypt

LOCATION: Ashgar Heights, 6th Of October City, Egypt
CLIENT: IGI Real Estate
PROJECT TYPE: Office Building
SCOPE: Design Services / Project Management
BUDGET: 115.5 Mn. EGP

Settled in Ashgar Heights and neighboring Hay Alashgar, The building will serve as the company's luxurious headquarter in the future, it's also to accommodate various retails and commercial spaces.

Pinnacle was engaged to provide variety of services that included:

- Full Architectural, structural and MEP design services.
- PM/ CM services.



HURGHADA HILTON PLAZA

Hurghada, Egypt

LOCATION: Hurghada, Egypt
CLIENT: Arab Investment Company
PROJECT TYPE: Hotel & Resort
SCOPE: Design & Project Management
BUDGET: 7.5 Bn. EGP

With a Built-up area of 106,000 sqm, Hilton Hurghada Plaza lies on the crystal blue waters of the red sea. The 5-star hotel has 580 rooms all of which have full views of the sea. In addition to restaurants, bars, sports facilities, pools, and gym.

Pinnacle was engaged to provide variety of services that included:

- A pro-active complete project management services.
- Efficient management of the project design process.
- Provide an effective management plan over the construction process.
- Contract management.
- Claim prevention and conflict resolution.
- Coordinate and expedite the project complete close-out process.
- Coordination management with the hotel operator and project handover and opening management.



ARABELLA RETAIL MALL

New Cairo, Egypt

LOCATION: New Cairo, Egypt
CLIENT: Arabella Tourist & Urban Developments
PROJECT TYPE: Commercial/Retail
SCOPE: Development Advisory
BUDGET: 3.3 Bn. EGP

The project is located in one of the most prime locations in New Cairo, Egypt. Arabella Mall, with build up area of approximately 212,000m², provides a new retail experience by offering an open retail environment with multiple street level direct access.

The purpose of this engagement was to assess in the project coordination, timing & phasing, scope of work, budgets plus in addition to advisory for the project construction, from the planning stage to the closure.

Pinnacle was engaged to provide variety of services that included:

- Development management consultancy.
- Management of the design process from initiation to the monitoring and control.
- Provide marketing and leasing strategy, methodology and implementations.
- Provide advice and reporting on cash-flows & funds strategies.



INDUSTRIAL DEVELOPMENT BANK (IDB)

12 Different branches

LOCATION: Egypt
CLIENT: Industrial Development Bank
PROJECT TYPE: Bank
SCOPE: Pre-Contract Advisory / Project Management /
Design Management
BUDGET: Confidential

IDB management board had an ambitious plan to transform the existing business image to a new modern image. The project provides new corporate identity for IDB and creating a new design manual for the branches. Our scope includes the implementation of the new identity in existing head office and the new branches.

Pinnacle was engaged to provide variety of services that included:

- Development of new design theme and market image.
- Provided corporate brand and visual identity services.
- The preparation of due-diligence reports.
- Design management.
- Management of the projects tendering process.
- Provided a professional construction management service during the implementation phase.
- Rendered all the necessary contract management services.
- Performed site supervision.
- Facility management advisory services.



ASHGAR CITY

6th of October City, Cairo, Egypt

LOCATION: 6th of October City, Egypt
CLIENT: IGI Real Estate
PROJECT TYPE: Residential
SCOPE: Design, Contract & Project Management
BUDGET: 350 Mn. EGP Till Now

The Ashgar City is a residential compound. It is located in the center of 6 October City, with 154 residential building with variety of commercial spaces.

Pinnacle was engaged to provide variety of services that included:

- Complete project management services.
- Efficient management of the project design process.
- Provide an effective management plan over the construction process.
- Contract management .
- Claim prevention and conflict resolution.
- Coordinate and expedite the project complete close-out process.
- Coordination management with the hotel operator and project handover and opening management.



ASHGAR RESIDENCE

6th of October City, Cairo, Egypt

LOCATION: 6th of October City, Egypt
CLIENT: IGI Real Estate
PROJECT TYPE: Residential
SCOPE: Design, Contract, Supervision & Project Management
BUDGET: 132 Mn. EGP till now

Ashgar Residence is located on 22,800 sqm consisting of 17 buildings. it offers 210 apartments through three different models with unit areas ranging from 142 sqm to 221 sqm.

Pinnacle was engaged to provide variety of services that included:

- Complete project management services.
- Efficient management of the project design process.
- Provide an effective management plan over the construction process.
- Cost & Planning Control and Management
- Contract management.
- Claim prevention and conflict resolution.
- Managing the prioritization and handing-over process for the ready units
- Coordinate and expedite projects complete close-out process.



OAK PARK

6th of October City, Cairo, Egypt

LOCATION: 6th of October City, Egypt
CLIENT: IGI Real Estate
PROJECT TYPE: Residential
SCOPE: Design, Contract, Supervision & Project Management
BUDGET: 211.3 Mn. EGP Till Now

The Project comprises total area of 50,609 sqm. consisting of 16 buildings with Built-up area of 57,129 sqm with 3 types of buildings. Each building consists of Ground+3+roof floors.

Pinnacle was engaged to provide variety of services that included:

- Complete project management services.
- Efficient management of the project design process.
- Provide an effective management plan over the construction process.
- Cost & Planning Control.
- Contract management.
- Claim prevention and conflict resolution.
- Managing the prioritization and handing-over process for the ready units
- Coordinate and expedite projects complete close-out process.



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