



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.

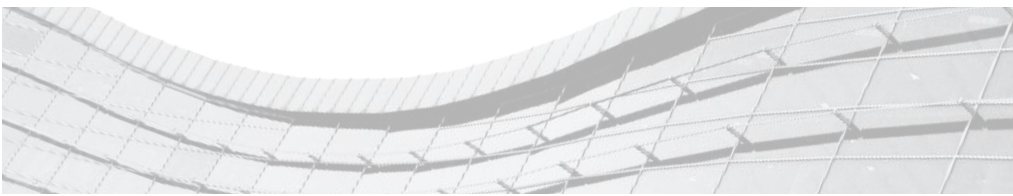

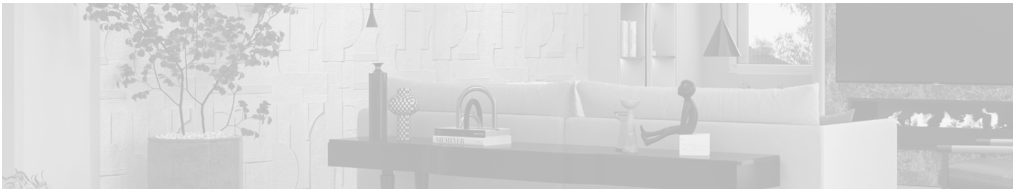


PINNACLE

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.



TABLE OF CONTENTS

	01	Pinnacle Group Introduction page 08-21
	02	Pinnacle Design Studios page 22-189
	03	Pinnacle Interiors page 190-271
	04	Pinnacle Visions page 272-309
	05	Pinnacle PMC page 310-349

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

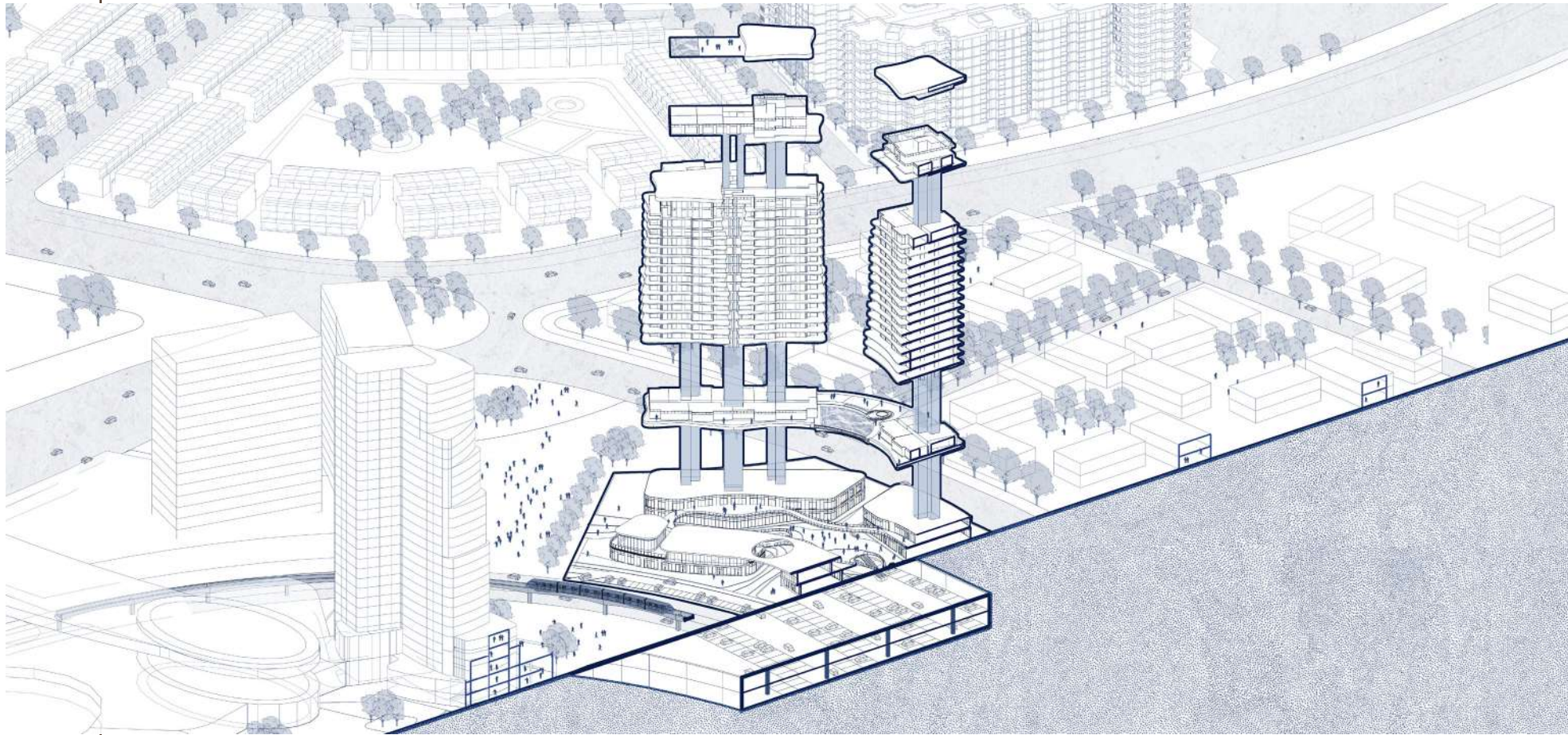
Established by Architect / Sherif Seleem in 2015 with a vision of being a leader in the market when it comes to architecture, business development, and engineering, as well as a passion for excellence that drives what the company stands for. Pinnacle Misr was established with a vision of fulfilling all 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.



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.



"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.



OUR ACHIEVEMENTS IN NUMBERS

59

Billion egp
Total works market value

291

M height
Highest tower designed

1.7

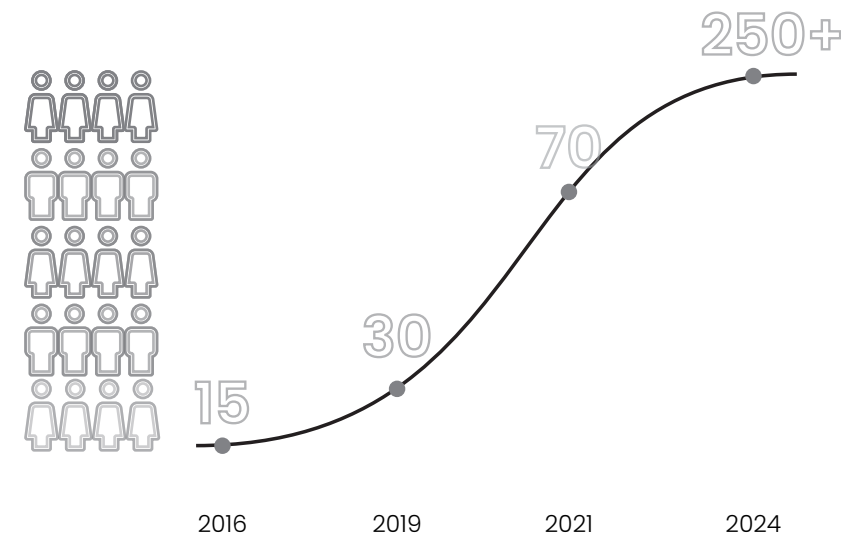
Million sqm
Total built up area

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.



G R O W T H







Pinnacle Design Studios is a subsidiary of Pinnacle group.

A multi-disciplinary consultancy, providing services in architecture, design, master 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



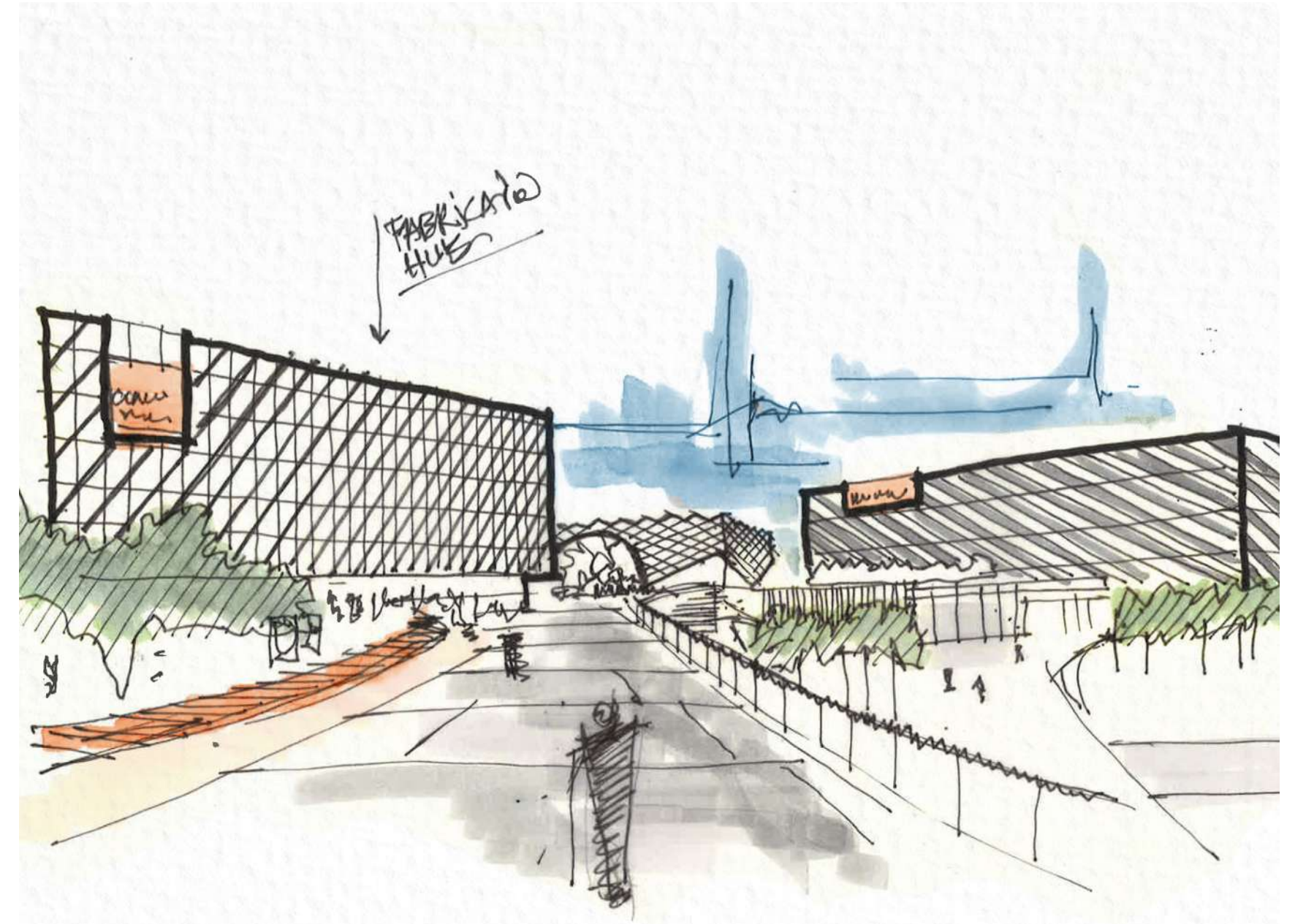
To visit our website, scan the QR Code

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, Egypt

LOCATION:	Alamein, Egypt
CLIENT:	China State Construction Engineering (CSCEC)
OWNER:	NUCA
TOTAL BUA:	470,000 SQM
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 TOWERS

New Alamein City, Egypt

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

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 buildings reflect their surroundings personality; with their soft edges, dynamic movement, and rhythmic façade, the towers gloriously mimic 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 / LAGOONS

New Alamein City, Egypt

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, ampitheaters 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

Kitoko, Congo

LOCATION:	Democratic Republic of Congo
CLIENT:	Government of DRC
TOTAL BUA:	312,470 SQM
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 sqm with height 48m.





PODIA TOWER

New Adminstrative Capital, Egypt

LOCATION:	New Administration Capital, Egypt
CLIENT:	Menassat Developments
TOTAL BUA:	59,693 SQM
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 MISR 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, Egypt

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

The project reflects the unique experience of the Madinaty downtown city center and will 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 provides 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, Egypt

LOCATION:	New Alamein City, Egypt
CLIENT:	ElHazeK Constructions Rowad Constructions
TOTAL BUA:	225,500 SQM
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. Their 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.





NEW GIZA VILLAS/PRIVATE RESIDENCE

New Giza, Cairo, Egypt

LOCATION: New Giza, Cairo, Egypt
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 of 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

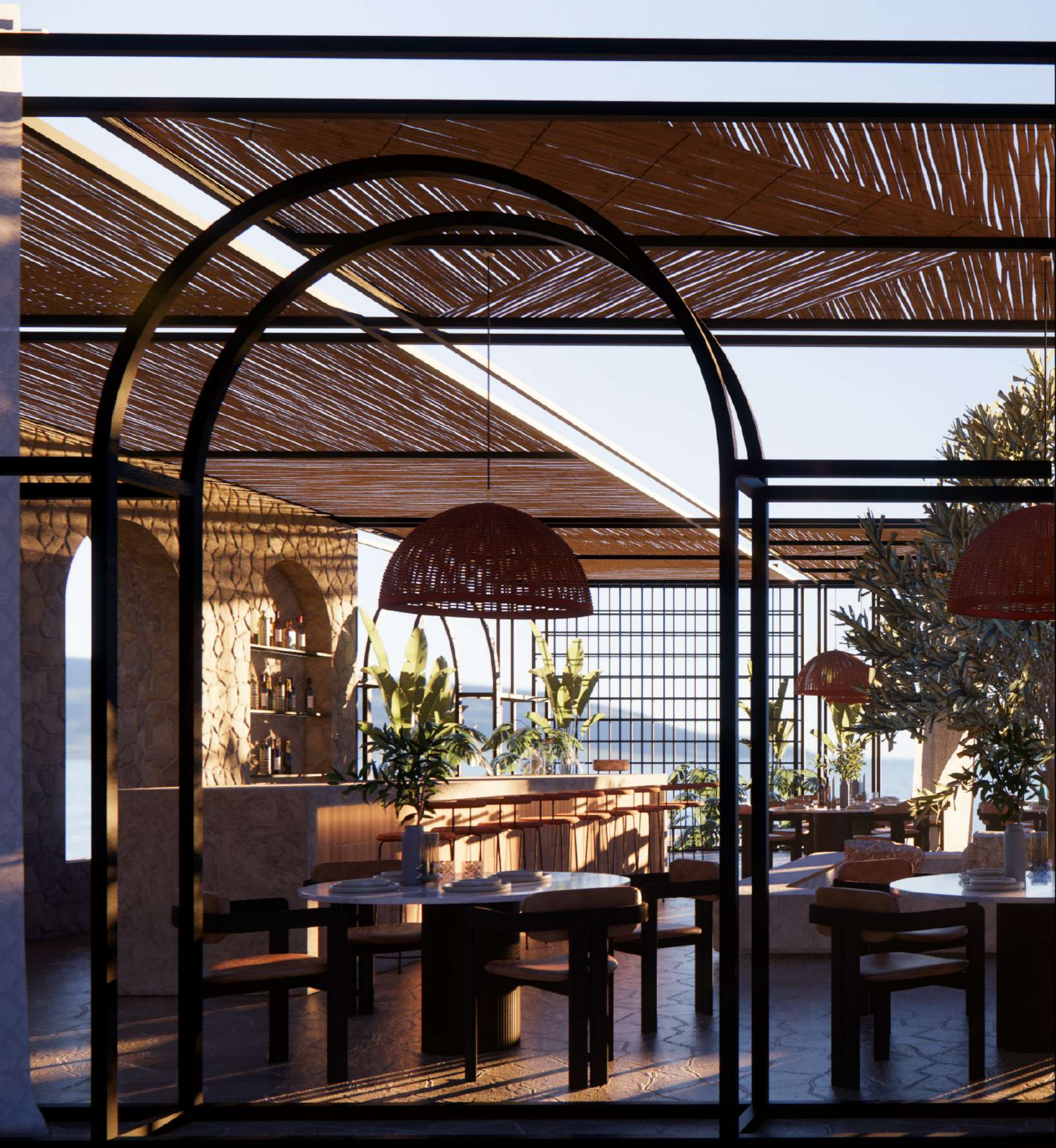
LOCATION: Hurghada, Egypt
CLIENT: Sealand Tourism
PROJECT TYPE: Hotel & Resort
SCOPE: Design Consultancy
BUDGET: Undisclosed

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 activities 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.







OBHUR RESIDENCE

Jeddah, KSA

LOCATION: Jeddah, KSA
CLIENT: Knowledge Economic City
TOTAL BUA: 19,500 SQM
PROJECT TYPE: Residential
SCOPE: Design Consultancy

The Obhur Residential Tower project aims to create a luxurious and modern residential development on the picturesque Obhur coast in Jeddah, Saudi Arabia. The project will offer high-quality living spaces with stunning views of the Red Sea, providing residents with a serene and prestigious coastal lifestyle.

The aim of this project is to design a residential/commercial tower that will become an iconic building in Jeddah, KSA. The project is situated on a plot area of 2,650m2 and comprises of one basement, a ground floor, mezzanine level, 11 typical floors, and a roof that houses facilities such as a gym, swimming pool and lounge.





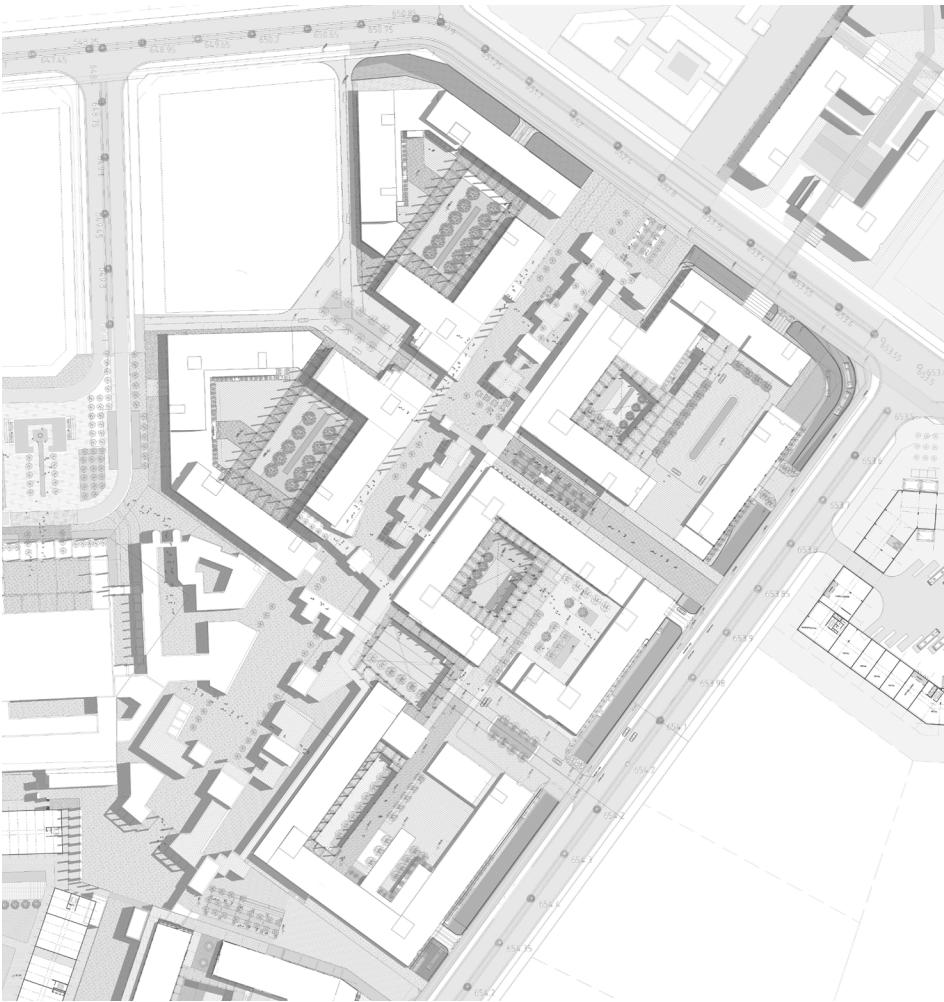
ISLAMIC WORLD DISTRICT (Phase-1)

Madinah, KSA









LOCATION: Madinah, KSA
CLIENT: Knowledge Economic City
PROJECT TYPE: Mixed Use
SCOPE: Masterplanning, Pre-Concept & Concept Design for the Whole Project
BUA: 621,272 Sqm

The Islamic World District Project is one of the main initiatives being implemented in Madinah as part of the Knowledge Economic City. With the aim of enriching cultural and religious experiences in one of the holiest cities for Muslims, the project is an integral part of the development of Medina.

The first phase of the project is 5,000+ hospitality keys & 804 residential keys. It is expected that the project will include approximately 20,000 hotel rooms upon completion of its stages, with environmentally friendly means of transportation, whether individual or group, allocating approximately 27 percent of its total area to pedestrian walkways and roads.



KEY PLAN FOR OPERATORS

CLUSTER	OPERATOR	LOGO
CLUSTER 1	Holiday Inn & Suites Holiday Inn Express	 
CLUSTER 2	Park Inn Hotel Park Inn Serviced Apartment	
CLUSTER 3	Hilton Garden Inn Home Suites By Hilton	 
CLUSTER 4	Aston Hotel Aston Serviced Apartment	
CLUSTER 5	Courtyard By Marriott Four Points By Sheraton Residence Inn By Marriott	  

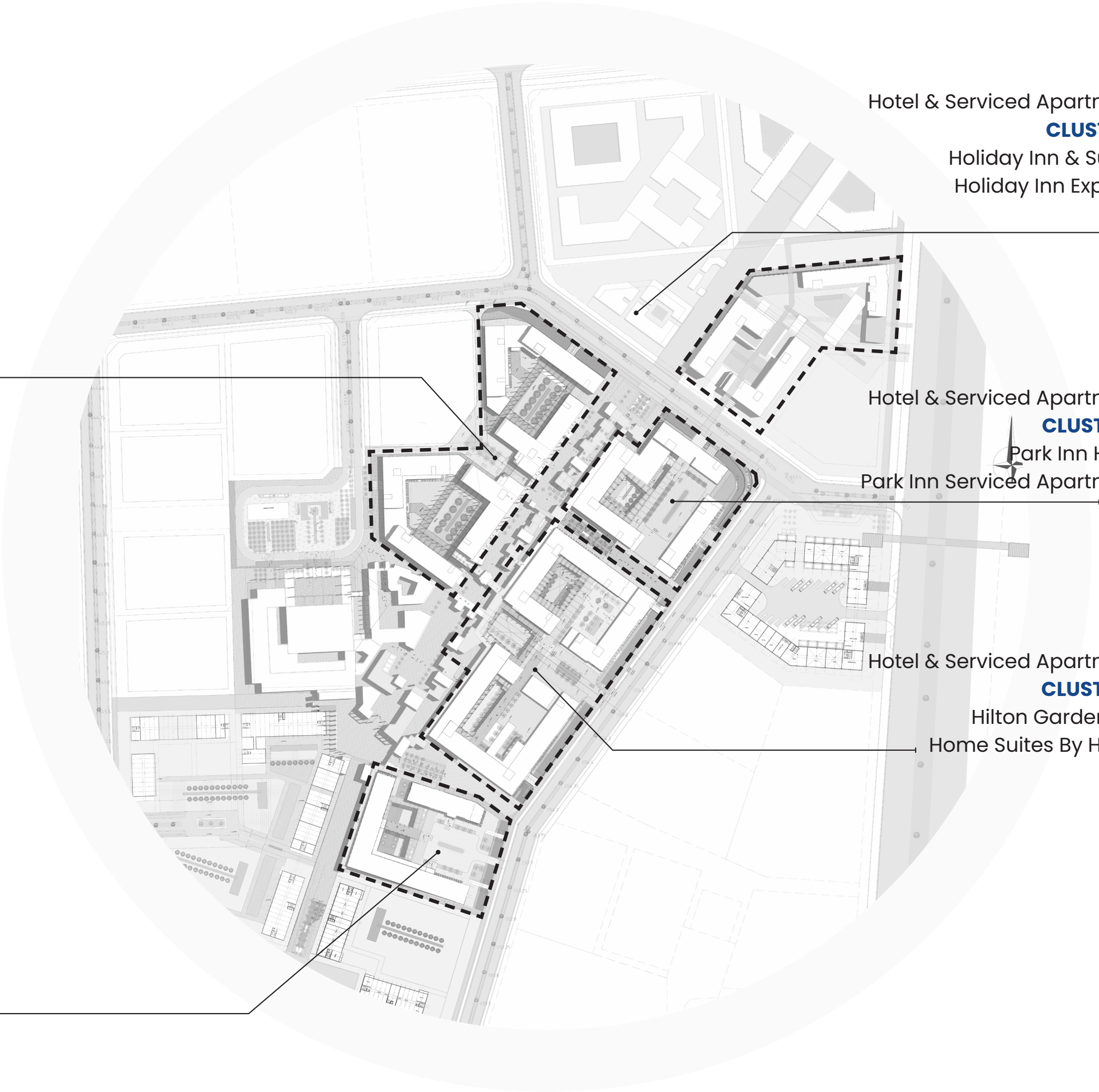
Serviced Apartments /
Coffee Lounge
CLUSTER 5
Courtyard By Marriott
Four Points By Sheraton
Residence Inn By Marriott

Hotel & Serviced Apartment
CLUSTER 4
Aston Hotel
Aston Serviced Apartment

Hotel & Serviced Apartment
CLUSTER 1
Holiday Inn & Suites
Holiday Inn Express

Hotel & Serviced Apartment
CLUSTER 2
Park Inn Hotel
Park Inn Serviced Apartment

Hotel & Serviced Apartment
CLUSTER 3
Hilton Garden Inn
Home Suites By Hilton





AL ALIYAA MANSIONS

Madinah, KSA

LOCATION: Madinah, KSA
CLIENT: Knowledge Economic City
TOTAL BUA: 41,610 SQM
PROJECT TYPE: Residential
SCOPE: CD-IFC & Design Consultancy

Knowledge Economic City (KEC) “the Employer” is the master developer for a major mixed-use development in Al-Medinah Al-Munawarah city in KSA, with the main aim to build one of the major economic vibrant cities, promoted in the kingdom under the directions of Economic Cities and Special Zones Authorities (ECZA). Al Aliyaa Gardens is an exclusive area within the Knowledge Economic City. This distinguished area is dedicated to offer luxurious homes, impressive mansions, and a charming boutique hotel.

The “Al-Aliyaa mansion/townhouses” initiative involves the creation of elegant mansions situated along a visually appealing landscaped path within designated plot ranges (N34-23 to N34-91). The project boasts a moderate degree of management, monitoring, and adaptability, ensuring a connected environment that maintains control while allowing external access to developed areas. Encompassing a total area of 21,534 square meters.





AL ALIYAA OFFICES, RETAIL AND AMENITIES

Madinah, KSA

LOCATION: Madinah, KSA
CLIENT: Knowledge Economic City
TOTAL BUA: 11,360 SQM
PROJECT TYPE: Commercial
SCOPE: CD-IFC & Design Consultancy

Knowledge Economic City (KEC) “the Employer” is the master developer for a major mixed-use development in Al-Medinah Al-Munawarah city in KSA, with the main aim to build one of the major economic vibrant cities, promoted in the kingdom under the directions of Economic Cities and Special Zones Authorities (ECZA). Al Aliyaa Gardens is an exclusive area within the Knowledge Economic City. This distinguished area is dedicated to offer luxurious homes, impressive mansions, and a charming boutique hotel.

This project aims to develop two separate plots of land in KEC that includes retail, office spaces, Mosque and Nursery. The development of these plots will enhance the commercial infrastructure in the local area and cater to demand for retail and office spaces in the area’s growing economy. The design aims to create modern, functional, and aesthetically pleasing spaces that cater to the needs of businesses and customers





AL ALIYAA HYATT CENTRIC HOTEL

Madinah, KSA

LOCATION:	Madinah, KSA
CLIENT:	Knowledge Economic City
TOTAL BUA:	9,704 SQM
PROJECT TYPE:	Residential
SCOPE:	CD-IFC & Design Consultancy

Knowledge Economic City (KEC) “the Employer” is the master developer for a major mixed-use development in Al-Medinah Al-Munawarah city in KSA, with the main aim to build one of the major economic vibrant cities, promoted in the kingdom under the directions of Economic Cities and Special Zones Authorities (ECZA). Al Aliyaa Gardens is an exclusive area within the Knowledge Economic City. This distinguished area is dedicated to offer luxurious homes, impressive mansions, and a charming boutique hotel.

The proposed project involves the design and development of a luxury hotel within the Knowledge Economic City (KEC). This hotel aims to serve as a distinctive landmark that aligns with KEC’s vision of fostering knowledge, innovation, and economic growth while providing world-class hospitality and services to visitors, researchers, entrepreneurs, and business professionals.



HYATT CENTRIC

MAIN
ENTRANCE

AL ALIYAA HYATT HOUSE RESIDENTIAL BUILDINGS Madinah, KSA

LOCATION: Madinah, KSA
CLIENT: Knowledge Economic City
TOTAL BUA: 52,571 SQM
PROJECT TYPE: Residential
SCOPE: CD-IFC & Design Consultancy

The Hyatt House project in Al Aliyaa Gardens, situated within the prestigious KEC, presents an exciting opportunity for the transformation of three existing typical apartment buildings into modern and luxurious service apartments. The project aims to redefine urban living in the heart of KEC by seamlessly blending contemporary design with functionality, creating an upscale residential experience.

The projects aims to elevate the standard of living in KEC through the creation of upscale service apartments, and provide residents with a seamless blend of luxury, convenience, and functionality.

The apartments will be designed to offer a range of amenities and services catering to the needs of both short-term and long-term residents. This includes Restaurants, kitchen, housekeeping services, and recreational facilities such as fitness centers and communal spaces.





MISK SCHOOL IN MURCIA

Riyadh, KSA

LOCATION: Riyadh, KSA
CLIENT: Knowledge Economic City
TOTAL BUA: 30,146 SQM
PROJECT TYPE: Educational
SCOPE: Design Consultancy

The goal of this project is to create a comprehensive school in Riyadh, Saudi Arabia, spanning from kindergarten to high school levels. This school will excel in sports, science, drama, and all other activities, aiming to provide luxury and uniqueness to the students.

The project is set on a 30,450 square meter plot with four floors (ground, first, second, and rooftop) reaching a total height of about 18 meters. The school is located in the northern area of Riyadh (KHUZAM).





FURSAN PARK STRIP MALL

Riyadh, KSA

LOCATION: Riyadh, KSA
CLIENT: NHC National Housing Company
TOTAL BUA: 4,000 SQM
PROJECT TYPE: Commercial
SCOPE: Design Consultancy

Fursan strip mall project aims to create a retail and F&B center to be a modern sustainable development in Riyadh, Saudi Arabia. The project will offer high-quality outdoor spaces with stunning views; providing luxurious landscape features.

The aim of this project is to design a social community and creating an iconic building in Riyadh, KSA. Communal spaces and amenities will encourage interaction and a sense of community among residents. The design will integrate the mall with the landscape, taking advantage of the stunning views, and natural surroundings.





Zamalek SC

6th of October, Egypt

LOCATION: 6th of OCTOBER , Egypt
CLIENT: Emaar
PROJECT TYPE: Residential
SCOPE: Design Consultancy

Pinnacle has entered into a framework agreement with EMAAR, encompassing the development of villa prototypes for various projects situated throughout Egypt.

This agreement outlines a comprehensive scope of work, which entails receiving conceptual or schematic designs, previously formulated, and Pinnacle’s scope is integrating EMAAR’s feedback and guidelines as well as refining and enhancing each villa’s design, including an aesthetic upgrade, followed by the creation of detailed 3D models and IFC submissions.









An aerial, high-angle photograph of a tropical resort. The image is dominated by a dense canopy of palm trees. In the upper right corner, a large, circular building with a prominent, radial-patterned roof is visible. Several winding paths or roads cut through the palm forest. The overall color palette is a monochromatic, dark blue, giving it a sophisticated and serene feel.

LANDSCAPE DESIGN —

DOWNTOWN LAGOONS New Alamein City, Egypt

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

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 buildings reflect their surroundings personality; with their soft edges, dynamic movement, and rhythmic façade, the towers gloriously mimic nature’s flowing smooth curves.

- Pinnacle was engaged to provide variety of services that included:
- Architectural Design.
 - Interior Design.
 - Landscape Design.



NEW ALAMEIN



1.6

MILLION

BY HORIZON
YEAR 2030



STRATEGIC

ALL-YEAR ROUND DESTINATION



DOWNTOWN LAGOONS PROMENADE

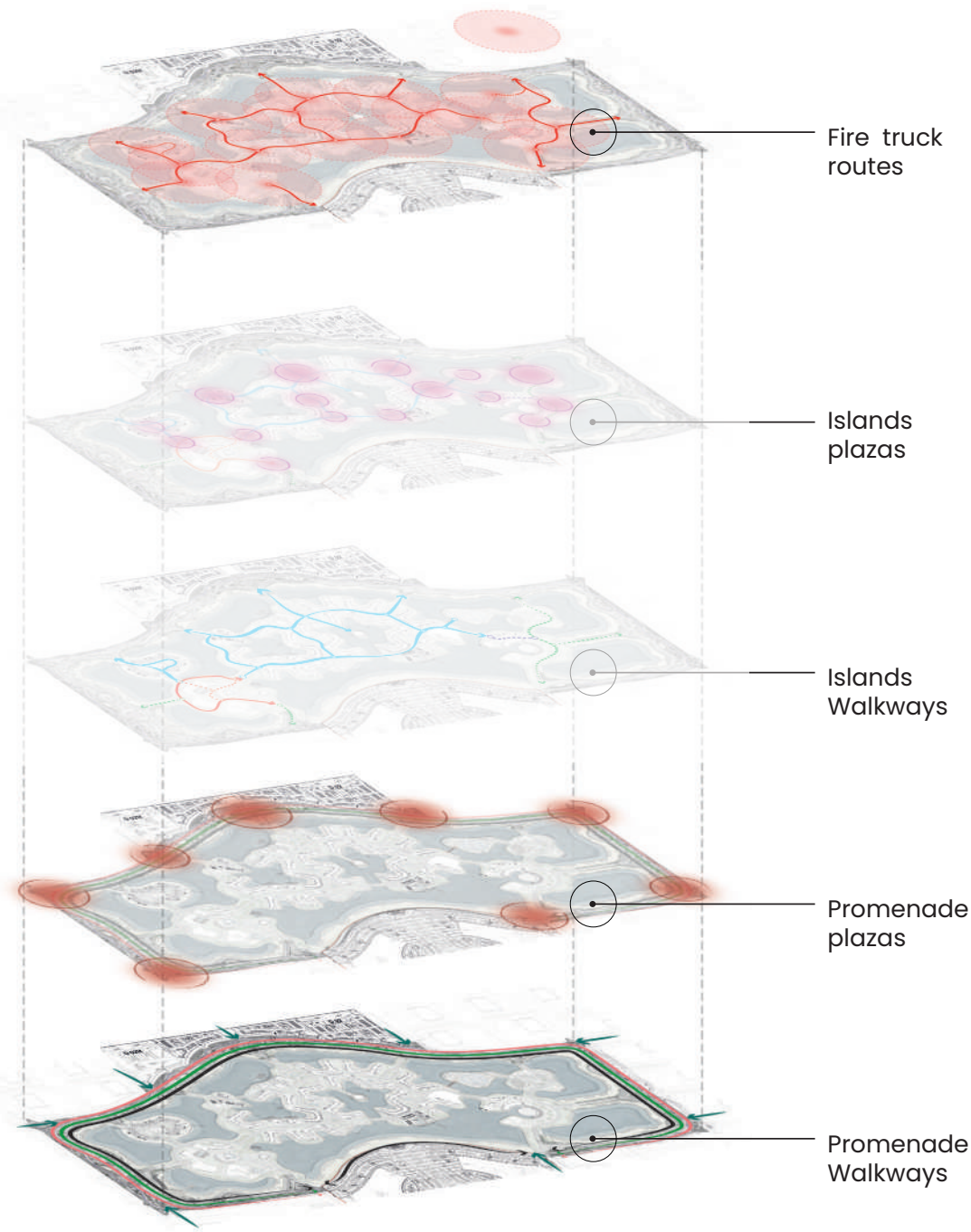
New Alamein City, Egypt

The “Free Wavey” landscape design theme for the promenade embraces fluidity and natural curves, echoing the lagoon’s contours. Organic pathways wind gracefully along the water’s edge, inviting exploration.

Indigenous flora such as swaying grasses, and native trees dot the landscape, promoting biodiversity. Transparent glass railings offer unobstructed views, seamlessly merging the promenade with its aquatic surroundings.

Interactive water features, like fountains and misting stations, add playful charm. Sustainable materials like wood and stone harmonize with the environment. Soft, diffused lighting illuminates pathways, enhancing the nighttime ambiance.

Flexibility allows for seasonal adaptations and temporary installations, ensuring dynamic engagement year-round. Open pavilions provide sheltered gathering spaces while preserving the connection to nature. Overall, the “Free Wavey” theme creates an enchanting waterfront experience, celebrating the beauty and vitality of the lagoon ecosystem.



Leisure Facilities

Enjoy a variety of recreational activities, from fitness centers to tennis courts and playgrounds, catering to your active lifestyle.



Lagoons

Take a refreshing dip in one of the many pools scattered throughout the development, offering options for all ages and preferences.



Aqua Park

The design offers a unique opportunity to blend natural beauty with invigorating water features. Inspired by the lagoon’s vibrant waters and pristine landscape, the park focuses on sustainability and harmoniously integrates with its surroundings.



Promenade

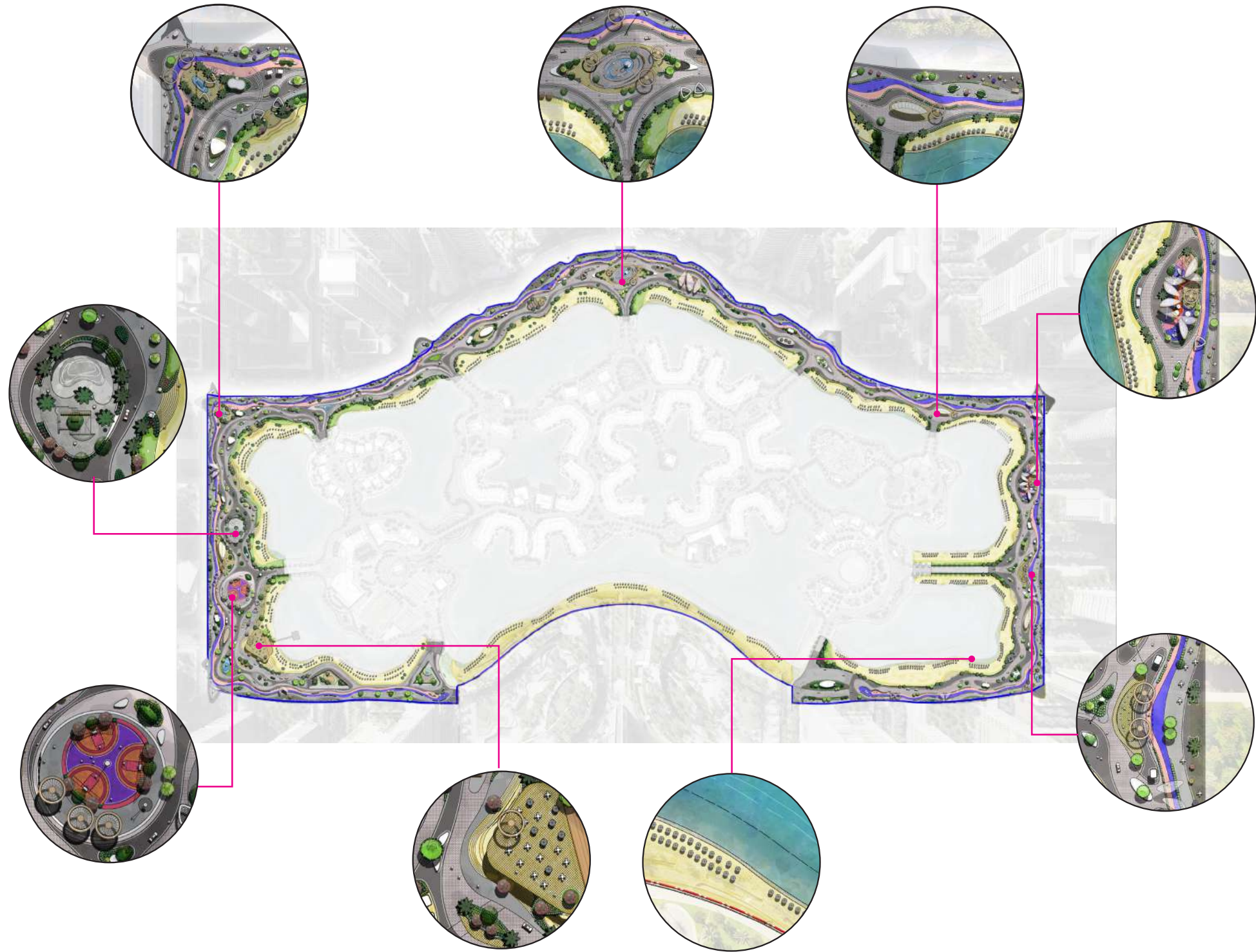
offering a curated selection of restaurants and cafes, conveniently located within the development.



DOWNTOWN LAGOONS PROMENADE

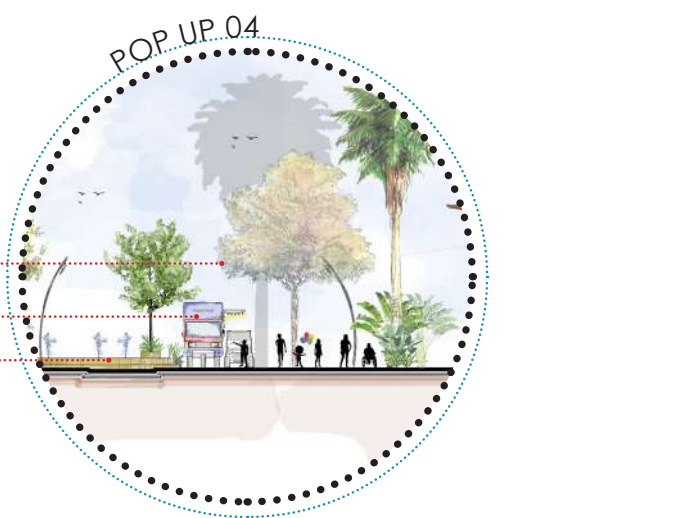
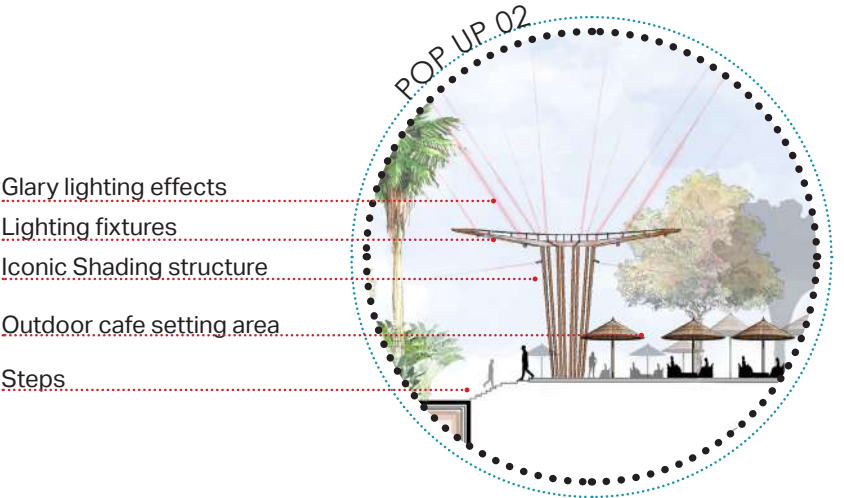
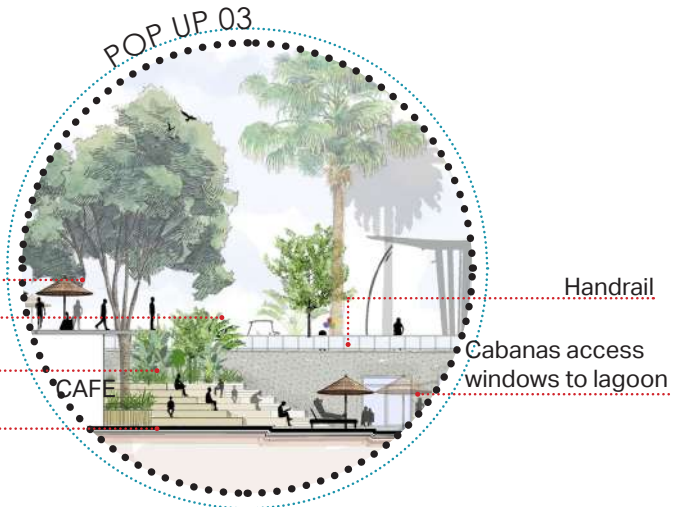
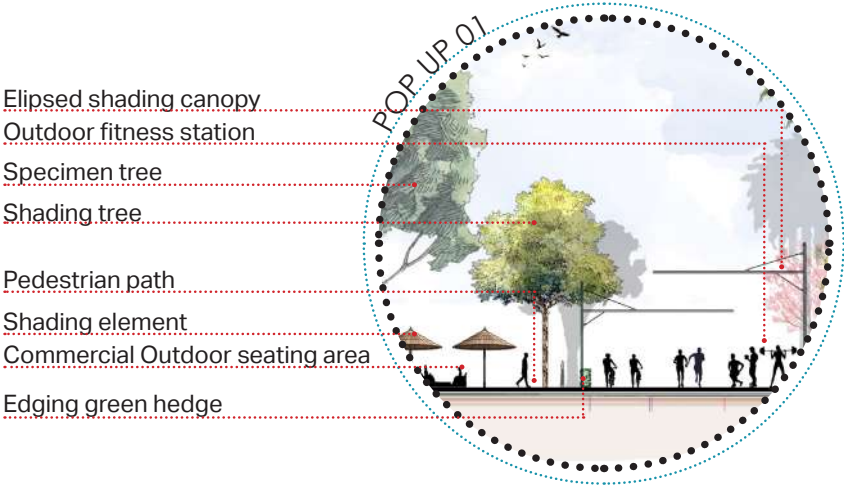
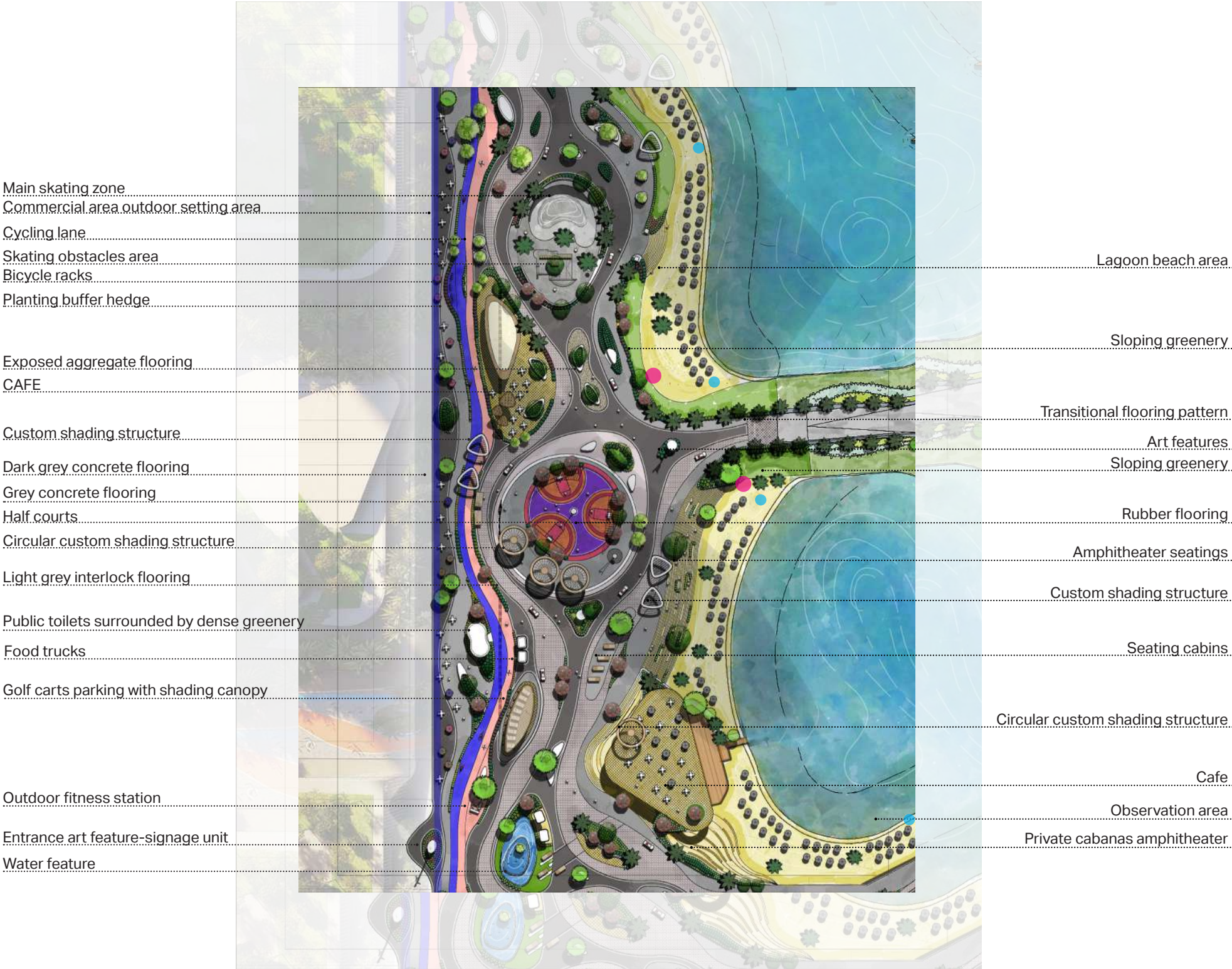
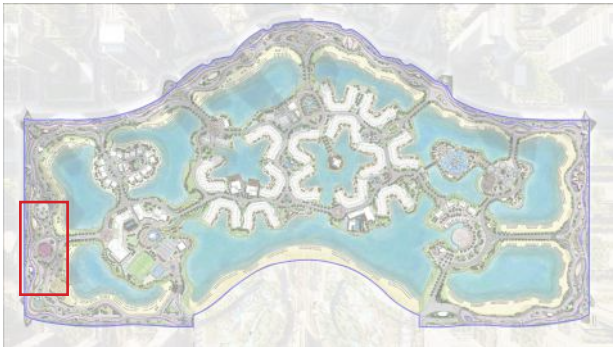
New Alamein City, Egypt

The “Free Wavy” landscape design theme for the promenade embraces fluidity and natural curves, echoing the lagoon’s contours. Organic pathways wind gracefully along the water’s edge, inviting exploration. Indigenous flora such as swaying grasses, and native trees dot the landscape, promoting biodiversity. Transparent glass railings offer unobstructed views, seamlessly merging the promenade with its aquatic surroundings. Interactive water features, like fountains and misting stations, add playful charm. Sustainable materials like wood and stone harmonize with the environment. Soft, diffused lighting illuminates pathways, enhancing the nighttime ambiance. Flexibility allows for seasonal adaptations and temporary installations, ensuring dynamic engagement year-round. Open pavilions provide sheltered gathering spaces while preserving the connection to nature.



DOWNTOWN LAGOONS PROMENADE

New Alamein City, Egypt



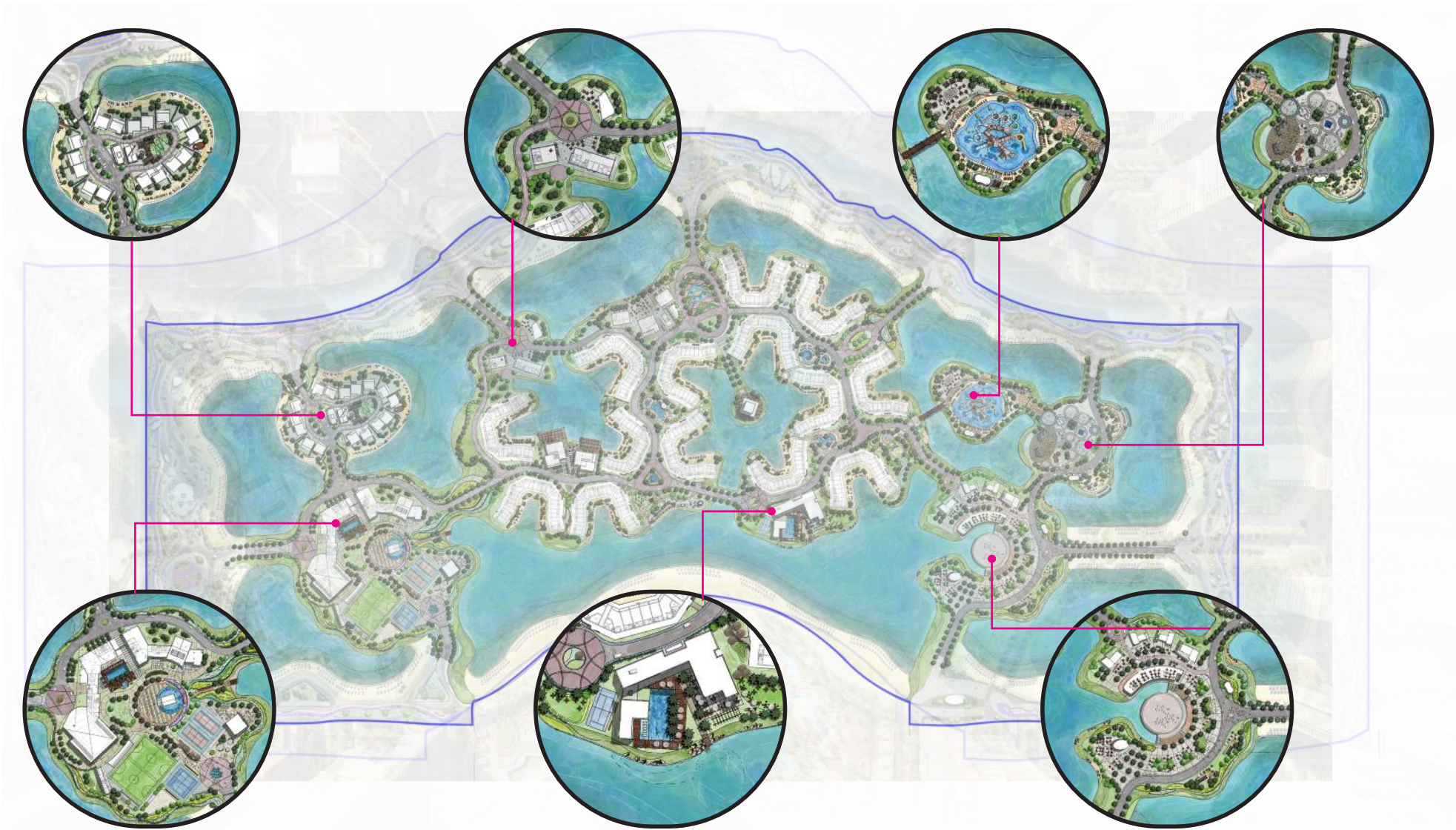


DOWNTOWN LAGOONS PROMENADE

New Alamein City, Egypt

Insert text for islands design. Please check spelling.

The Lagoon Island landscape design creates a dynamic yet harmonious environment where diverse activities, movements, and realms flow seamlessly, enhancing the visitor experience. Bustling cafes, food trucks, festive plazas, and gathering spaces offer lively areas for social interaction, bringing a vibrant energy to the island. As visitors move toward the shore, the ambiance shifts, inviting leisurely strolls along the water’s edge, where the rhythmic sound of waves provides a soothing backdrop. Throughout the island, carefully placed benches and shaded alcoves offer serene spots for reflection, allowing visitors to pause and reconnect with the tranquil beauty of their surroundings. The thoughtful layout of spaces—from lively gathering points to quiet corners—ensures a balanced, immersive experience, appealing to a variety of moods and activities amidst the natural charm of the lagoon.

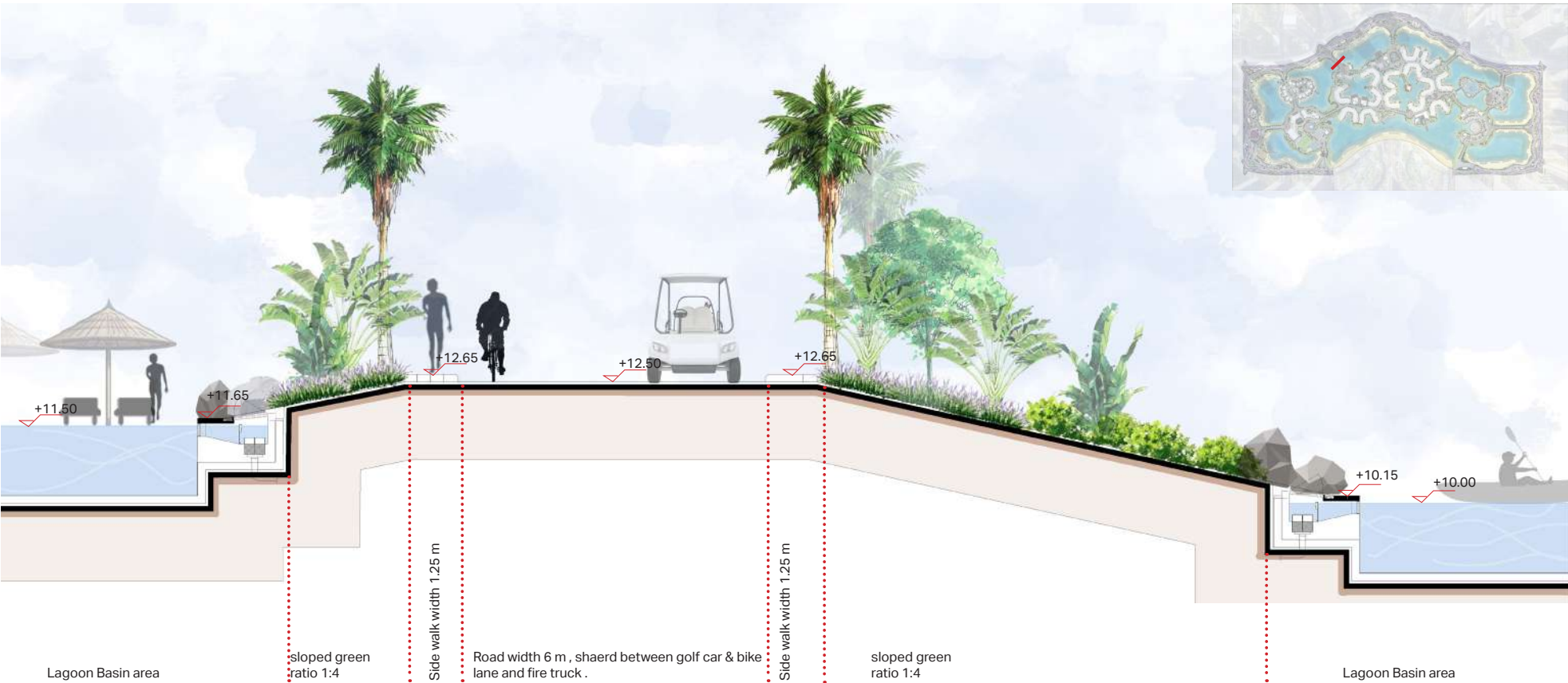
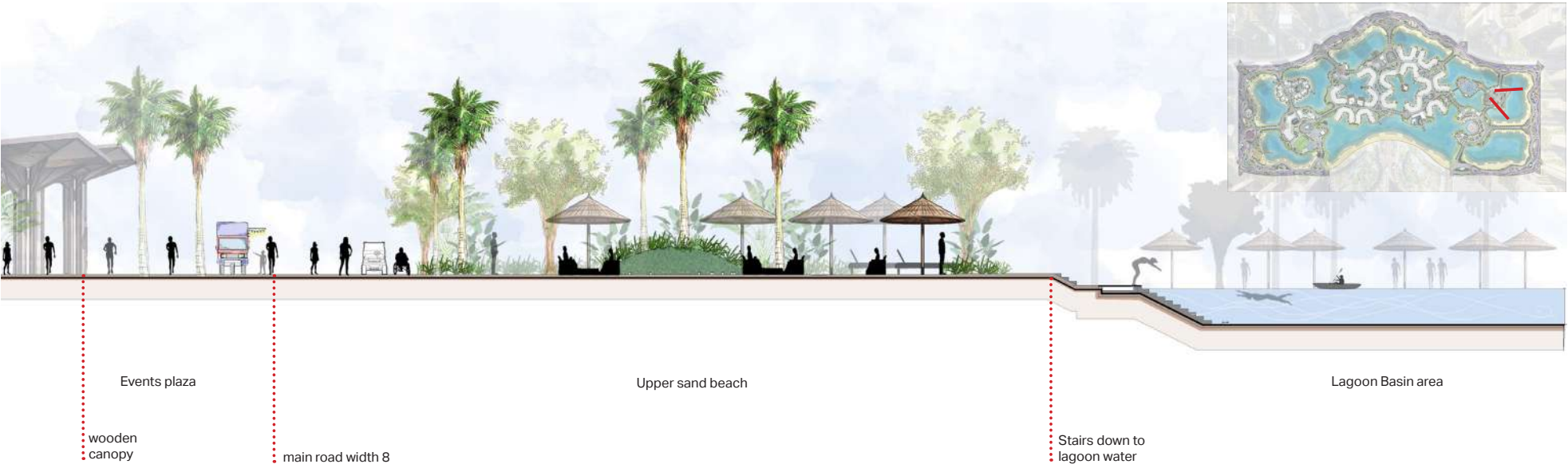


AMPHITHEATER ISLAND



DOWNTOWN LAGOON ISLANDS

New Alamein City, Egypt





ISLAMIC WORLD DISTRICT

Madinah, KSA

LOCATION: Knowledge Economic City
CLIENT: 237500 SQM
TOTAL BUA: Hospitality
PROJECT TYPE: Design Consultancy
SCOPE:

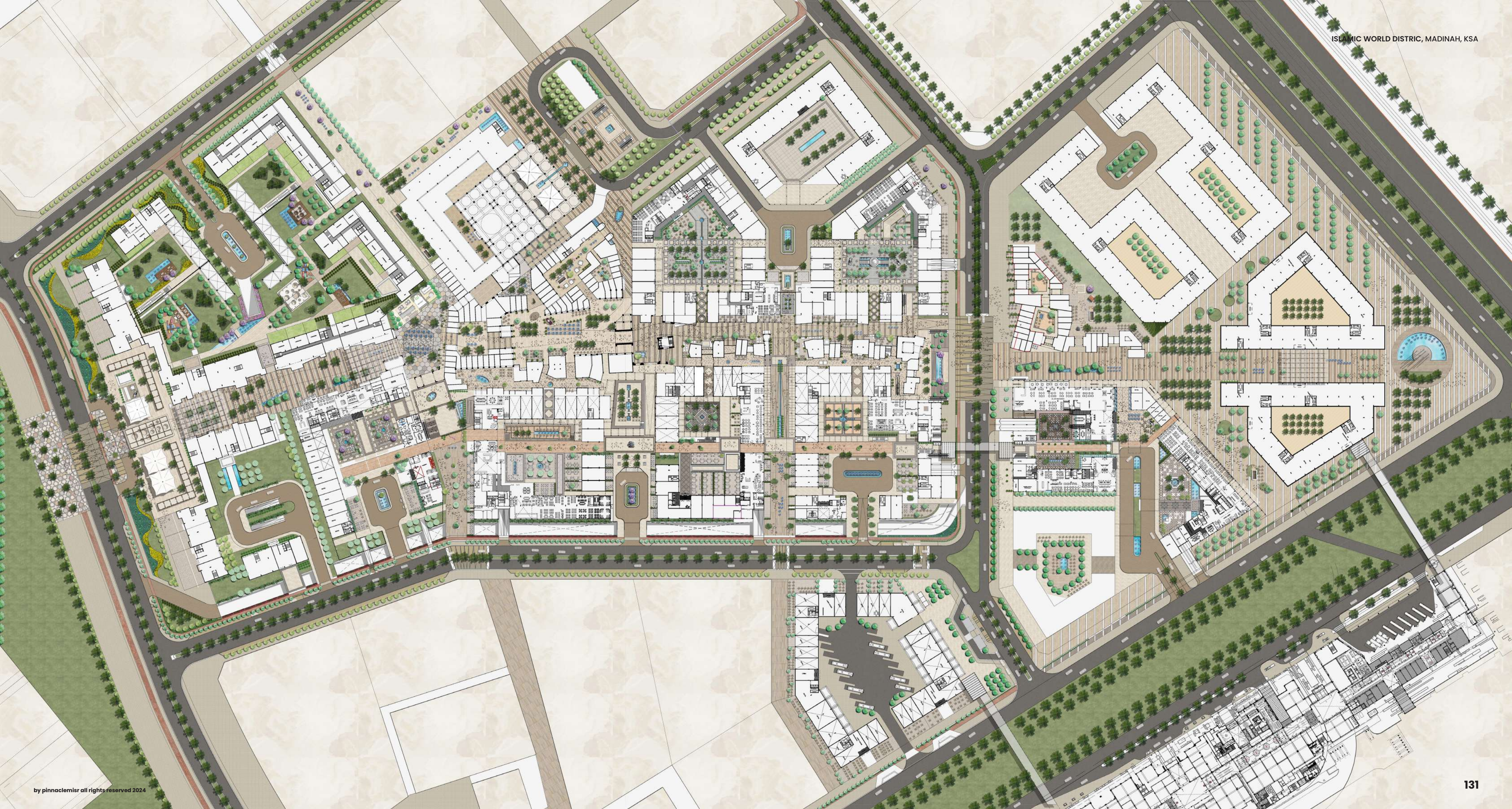
**THE HEART OF THE ARAB AND ISLAMIC WORLDS,
THE INVESTMENT POWERHOUSE,
AND THE HUB CONNECTING THREE CONTINENTS:**

- An ambitious nation: Reshaping the social and cultural landscape in pursuit of a new era of inclusive opportunity.
- A thriving economy: Accelerating growth through strategic investment, new industries and world-class leadership.
- A vibrant society: A society in which every citizen enjoys a happy fulfilling lifestyle complemented by a standard of living providing a safe and secure environment

Pinnacle was engaged to provide variety of services that included:

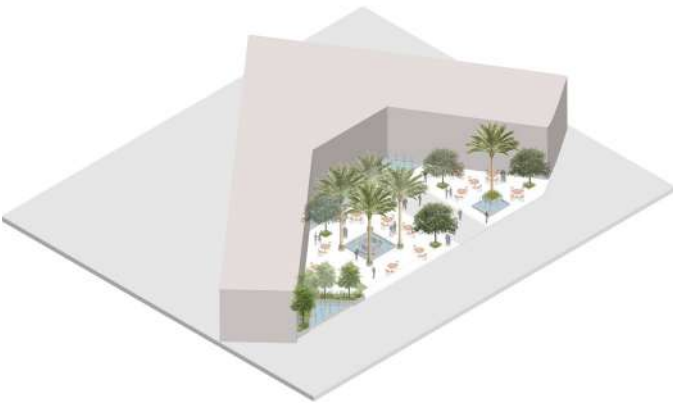
- Architectural Design.
- Interior Design.
- Landscape Design.





ISLAMIC WORLD DISTRICT

Madinah, KSA



Mamluki Court



Morrocan Court



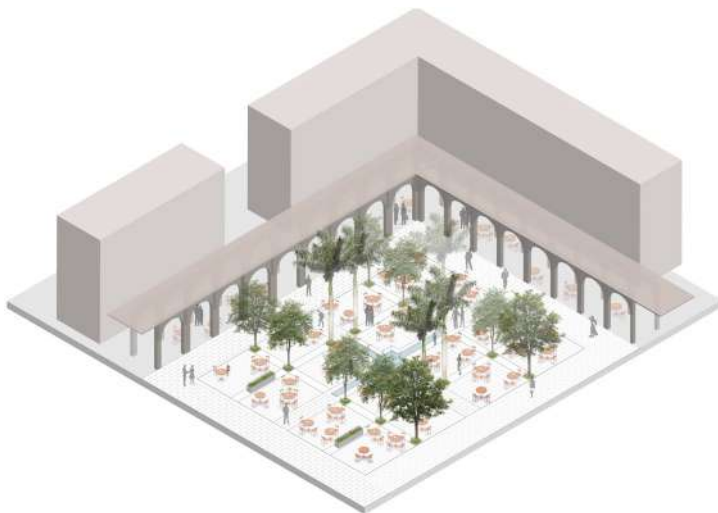
Turkish Court



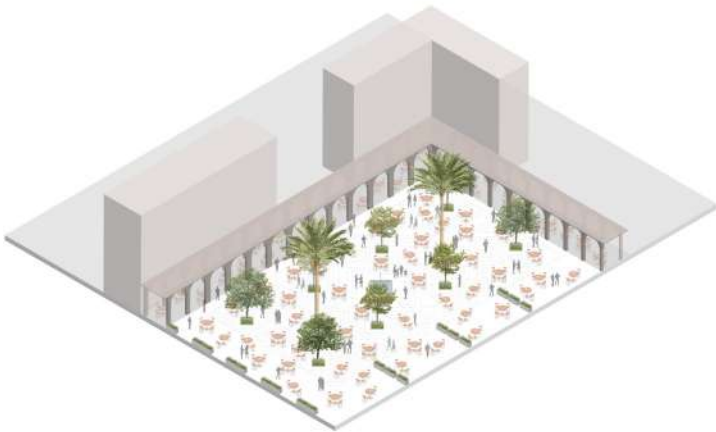
Andalusian Court



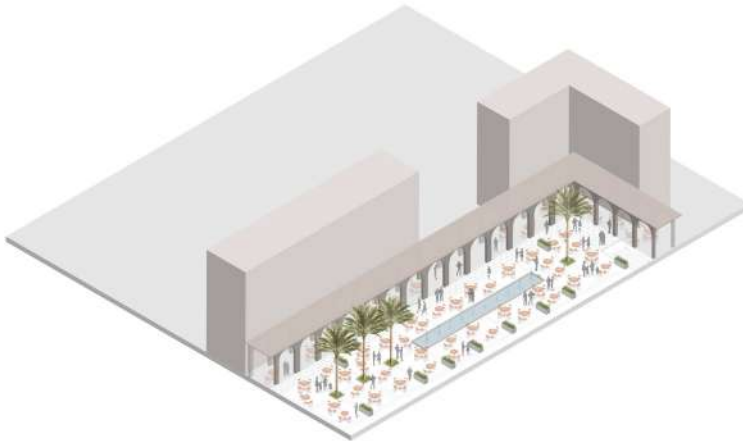
Masjid plaza



Indian Court



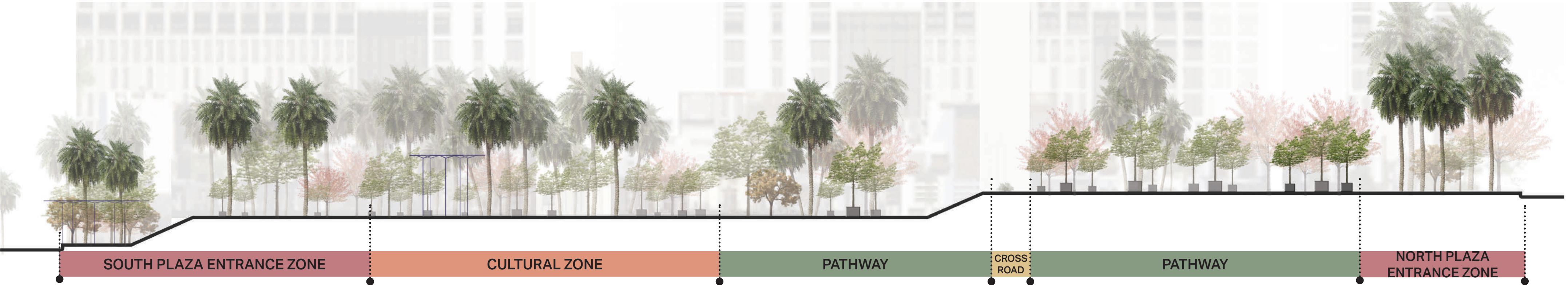
Uzbekistan Court



Kazakhstan Court



Malaysian court

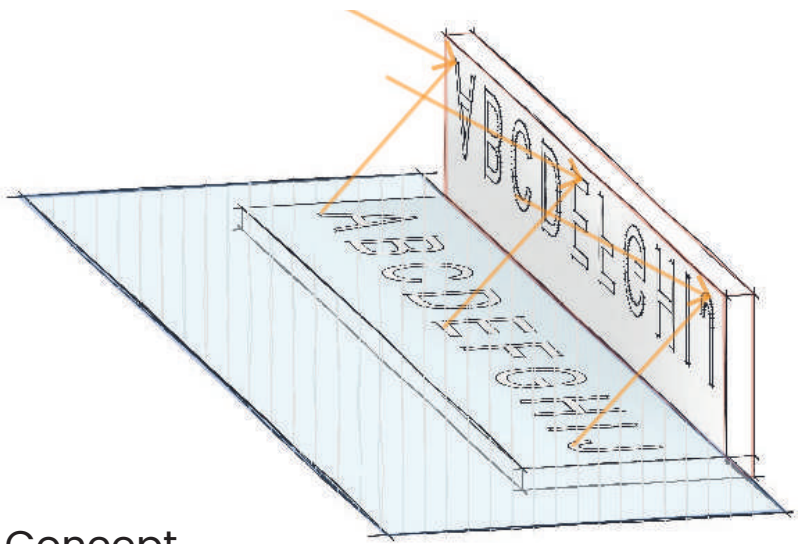
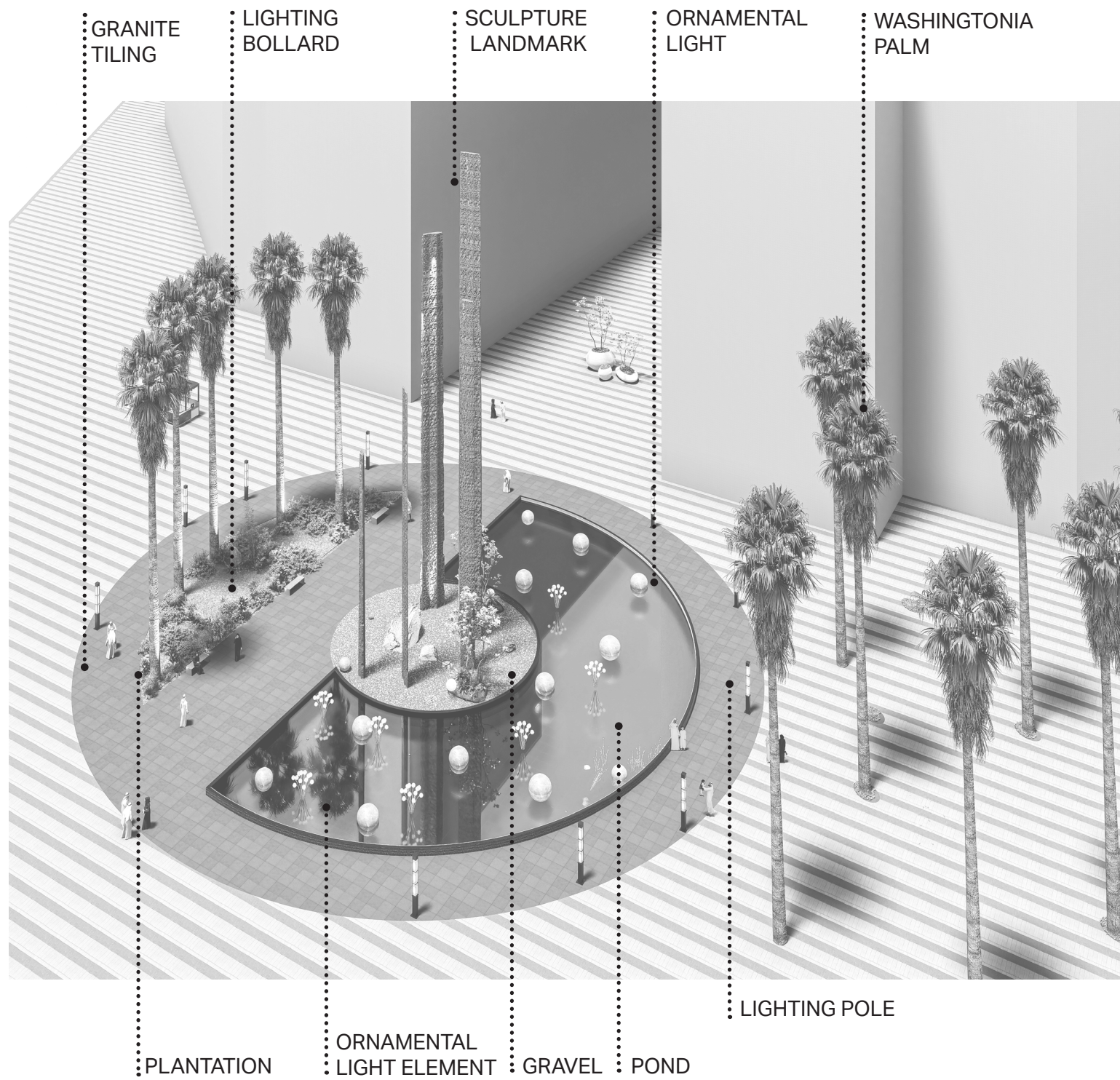


ISLAMIC WORLD DISTRICT

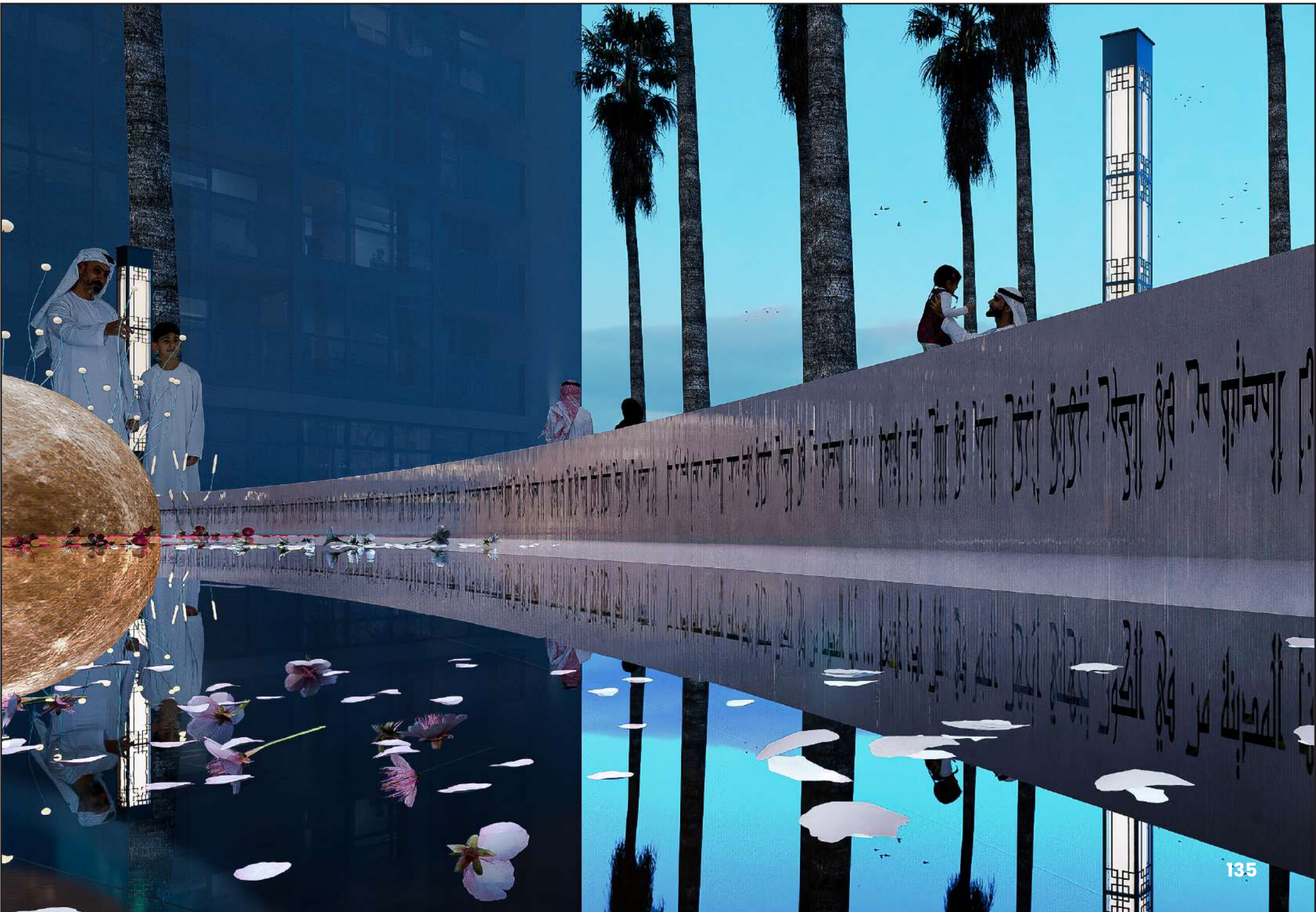
Madinah, KSA

NORTH PLAZA

The primary entrance plaza features a series of landmarks, beginning with a vertical sculpture that abstractly represents a group of trees. This is followed by a reflective pond adorned with words from a poem about the City of al Madinah.



Concept

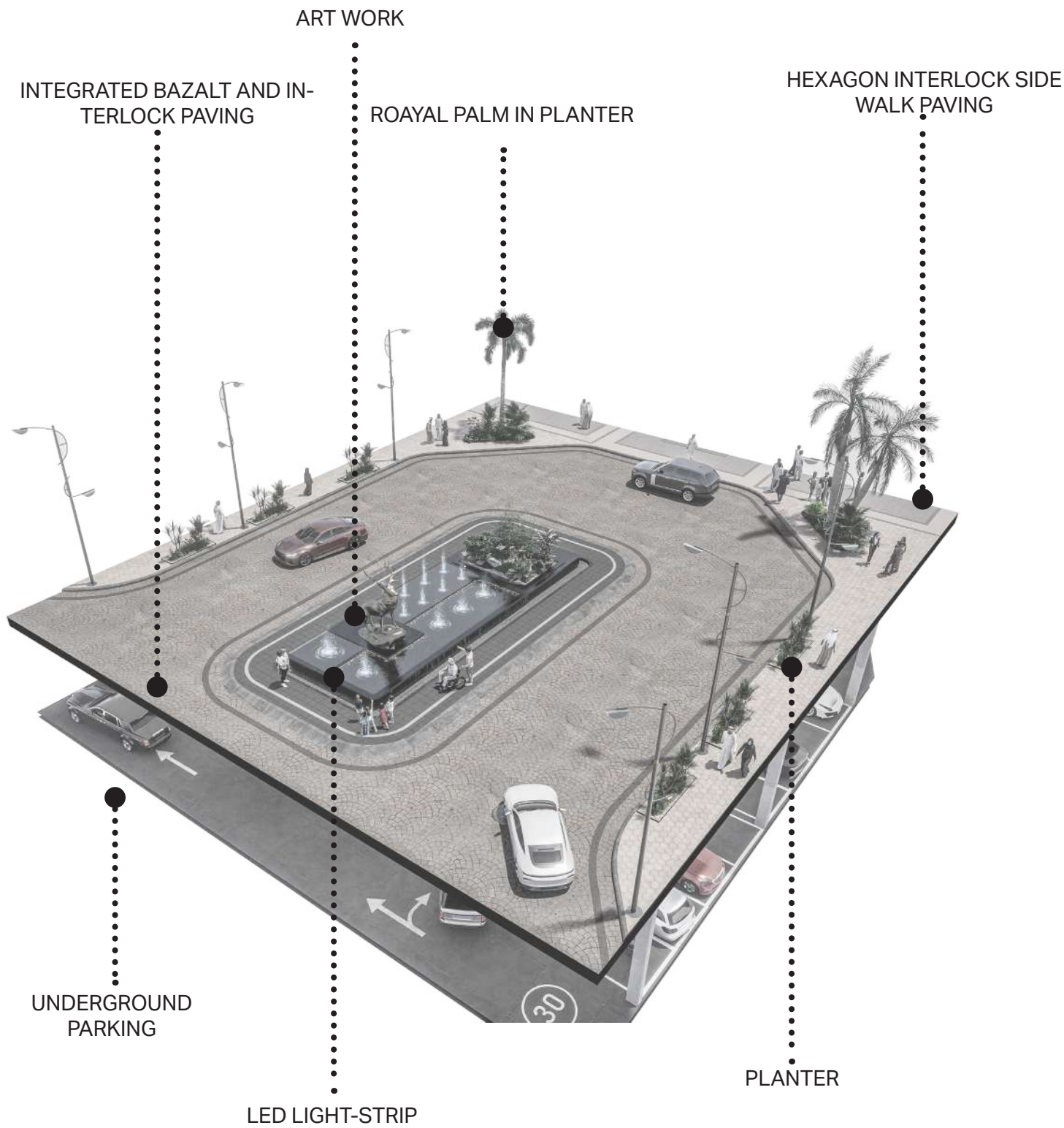


ISLAMIC WORLD DISTRICT

Madinah, KSA

DROP-OFF

The design of the drop-off area combines art and landscape elements, integrating features like fountains and local paving materials. Additionally, the lighting design enhances both leisure and safety, creating a harmonious composition.

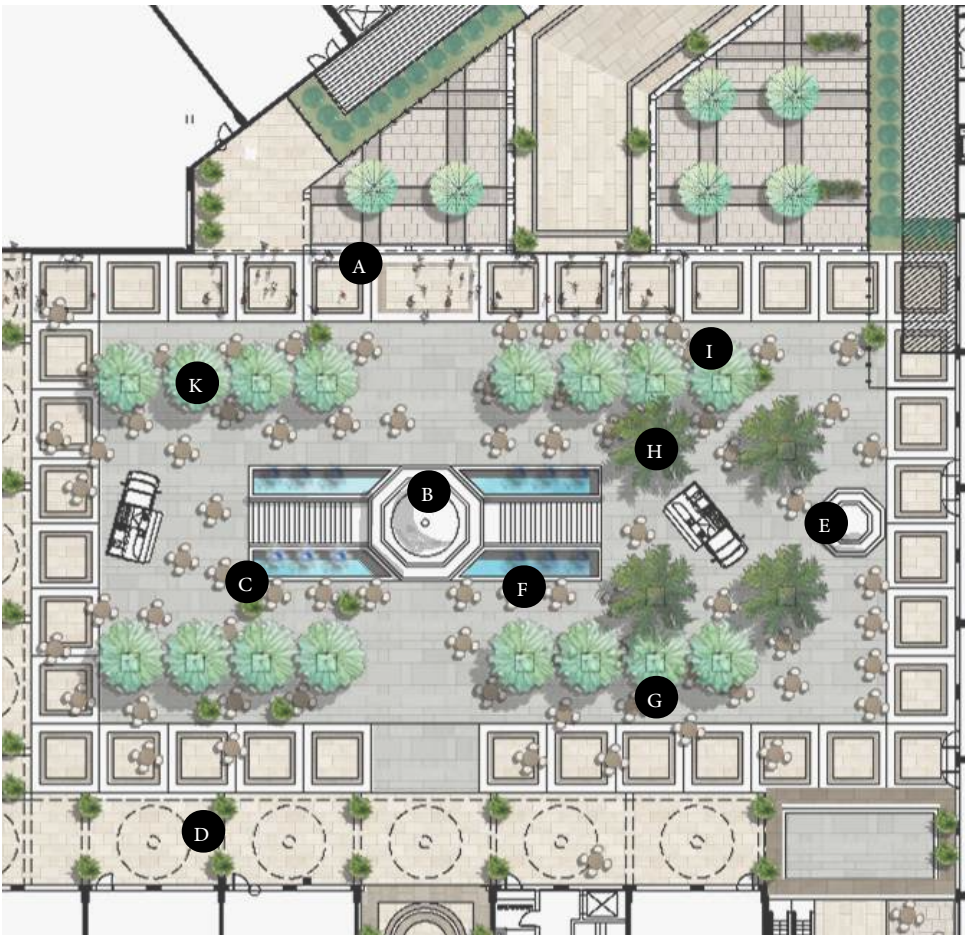
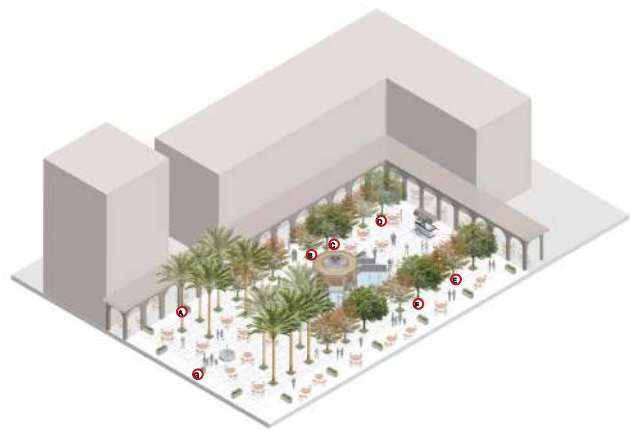


ISLAMIC WORLD DISTRICT

Madinah, KSA

TURKISH COURT

The primary entrance plaza features a series of landmarks, beginning with a vertical sculpture that abstractly represents a group of trees. This is followed by a reflective pond adorned with words from a poem about the City of al Madinah.



- A** TURKISH ARCHES STYLE
- B** RISED CAFE
- C** MOVEBLE FURNITURE
- D** MOVABLE PLANTERS
- E** DRINKING FOUNTAIN BODY
- F** WATER FOUNTAIN
- G** MEDIUM SIZE TREES
- H** DATE PALM
- I** ANIMAL DRINKING FOUNTAIN



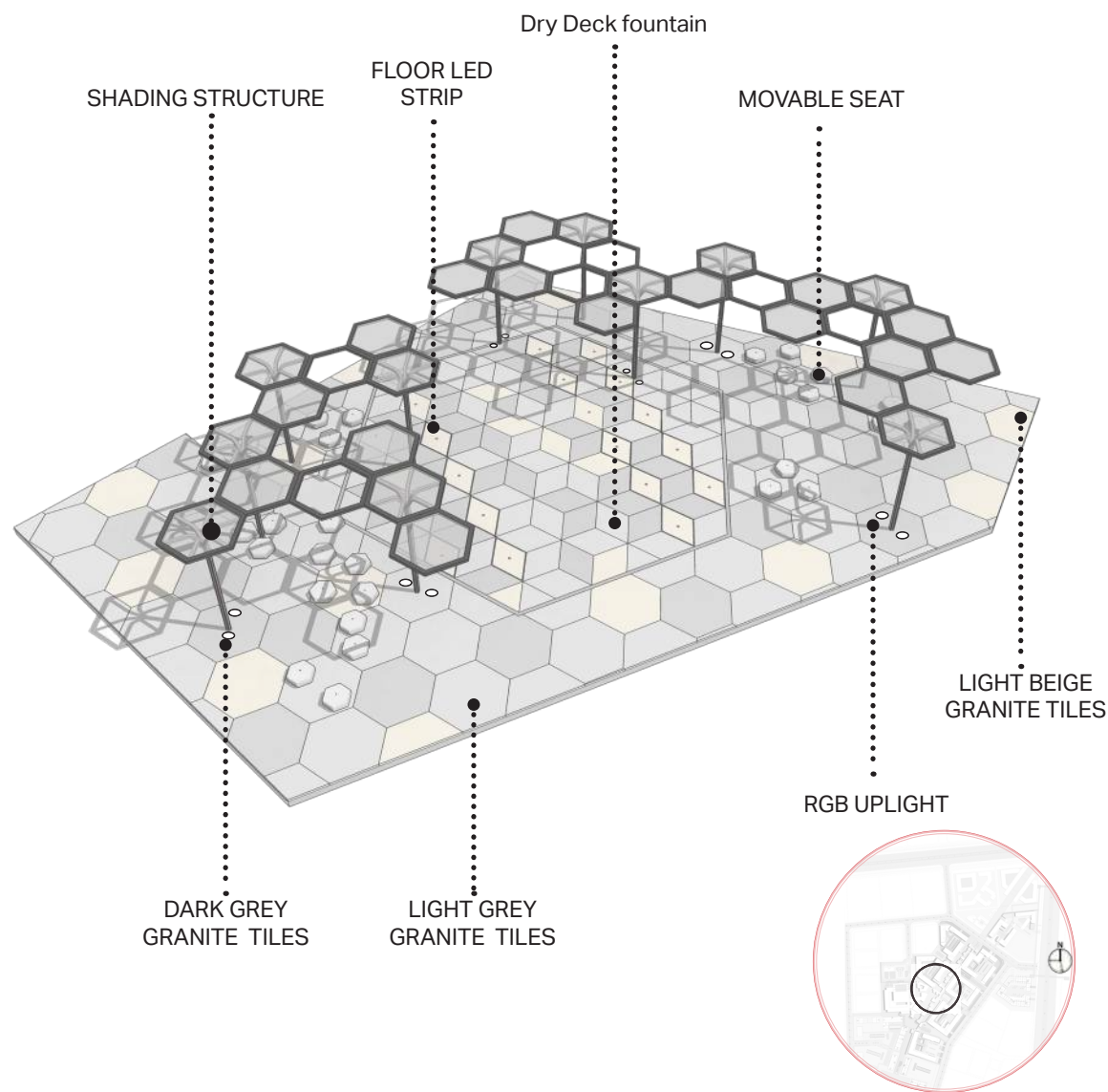
ISLAMIC WORLD DISTRICT

Madinah, KSA

PLAZA

The design of this plaza goes beyond 2D tiling, focusing on color and the composition of materials to enhance its aesthetic appeal. This includes incorporating lighting tiles and trims to delineate areas like the jets, as well as designing 3D shading elements with perforations to interact with the plaza’s atmosphere and integrate shadows into the patterned design.

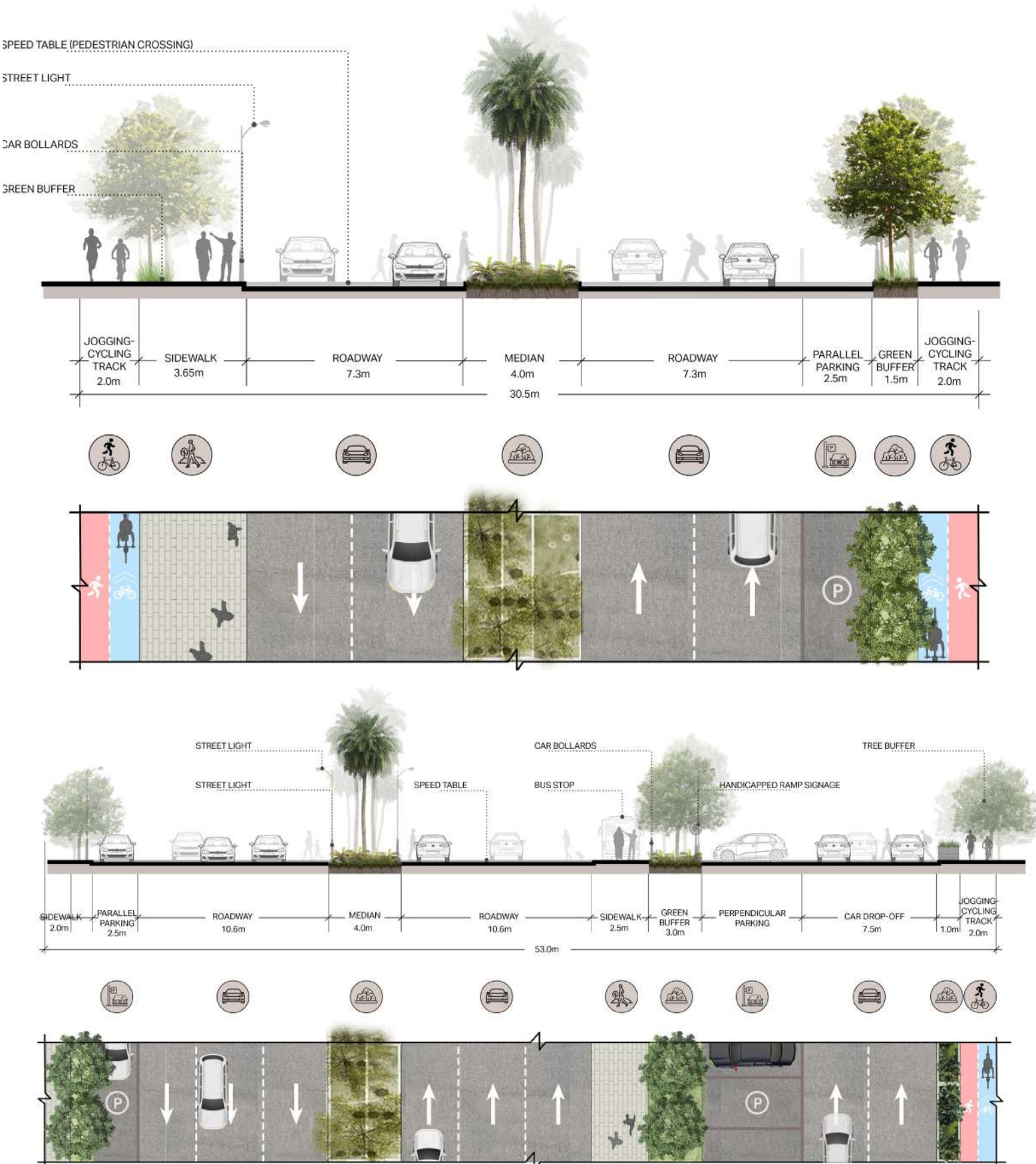
Additionally, RGB LED lighting is integrated to create dynamic effects, making the plaza vibrant and suitable for hosting national and international events.



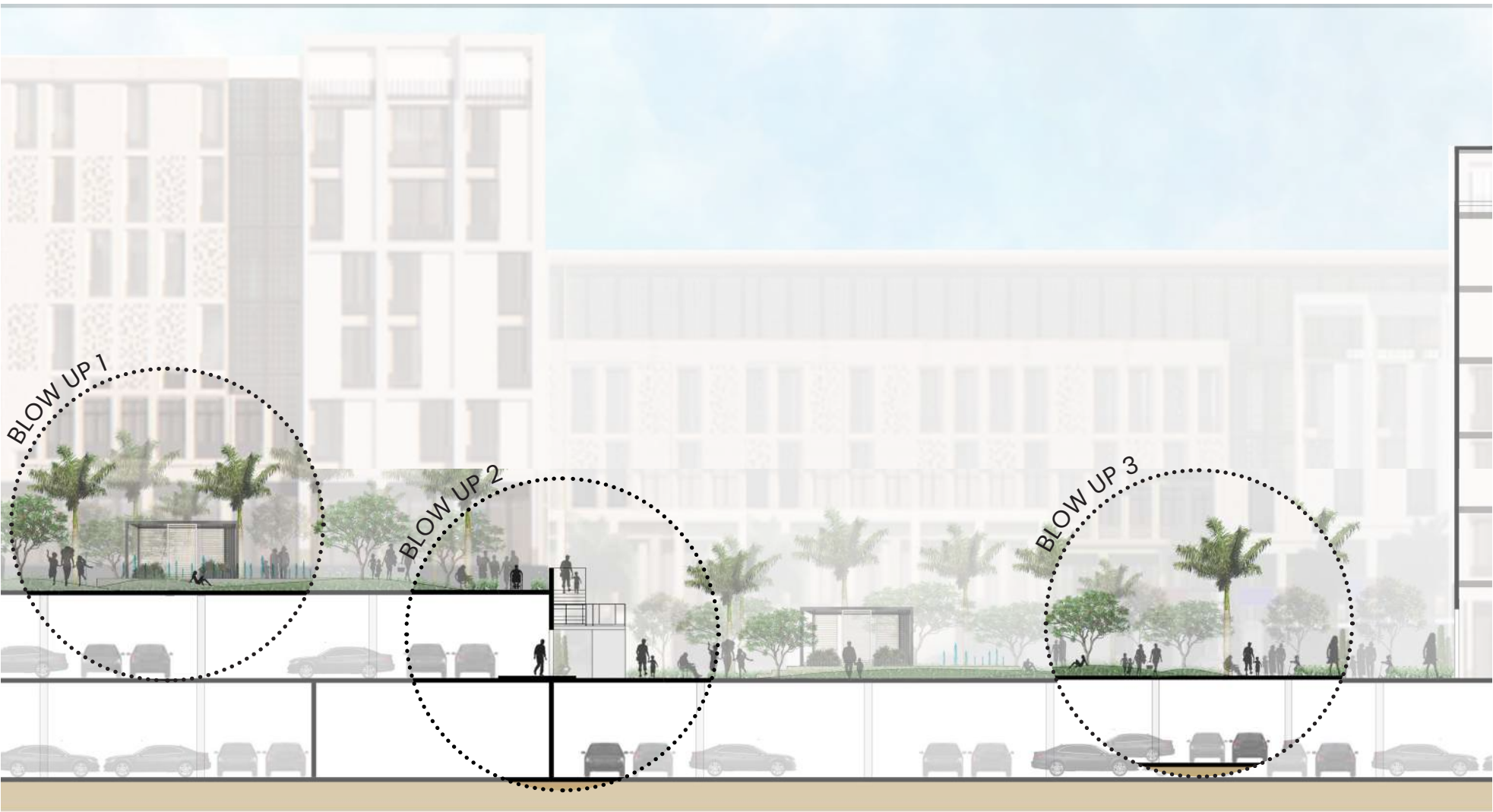
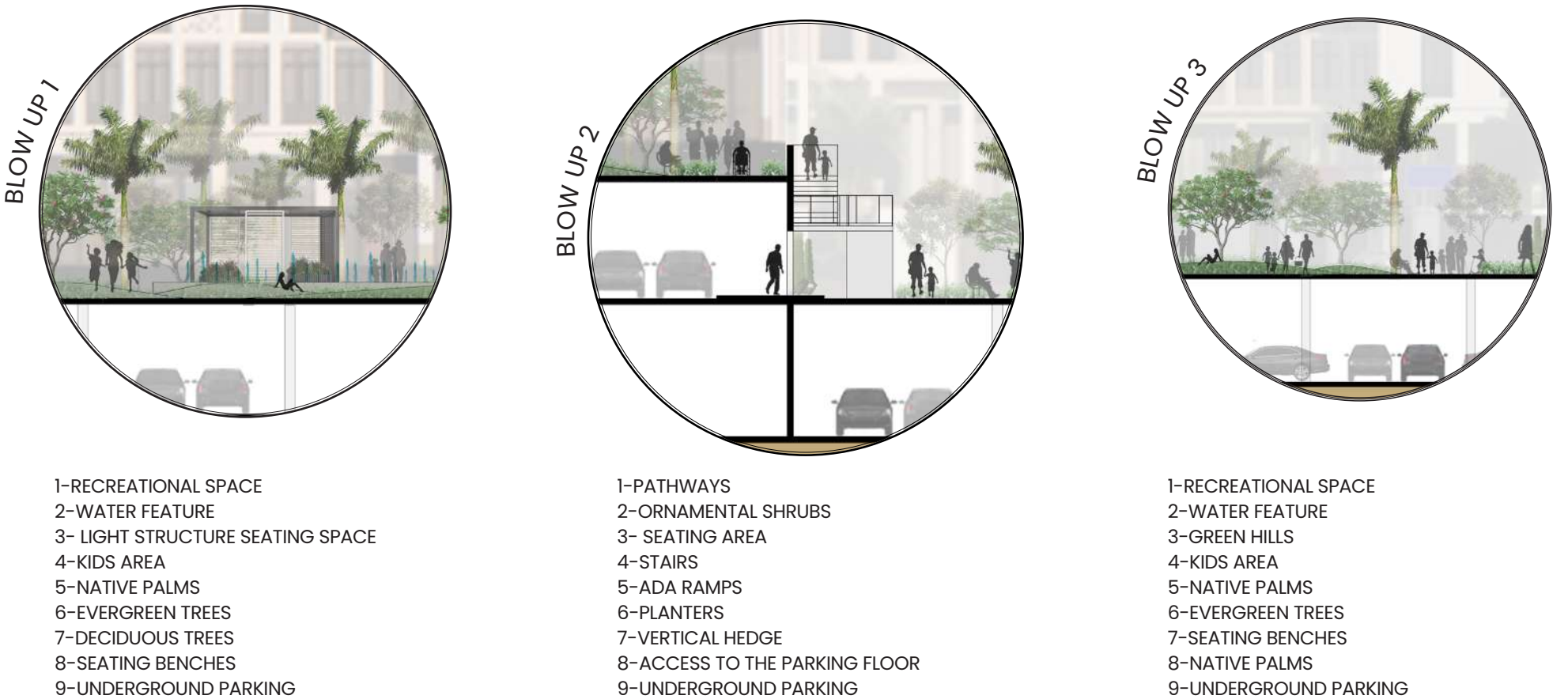
ISLAMIC WORLD DISTRICT

Madinah, KSA

ROAD SECTIONS



BUILDING SECTIONS



MURCIA

EL RIYADH City, KSA

LOCATION: EL RIYADH City, KSA
CLIENT: MISK
OWNER: MISK
TOTAL BUA: 47,565 SQM
PROJECT TYPE: Residential Buildings
SCOPE: Design Consultancy

The project comprises the development of 16 modern residential buildings varies with height (G+2 and G+4) divided into 2 prototypes (A and B), situated on a spacious plot area measuring 47,565 square meters. The Residential Gross Floor Area (GFA) of ground floor project is 16,864 square meters and Club house area 1155 square meters, ensuring ample living space and entrances for the residents. The residential buildings are designed to reflect contemporary architectural elements and offer a harmonious blend of aesthetics and functionality. With a focus on sustainable and efficient construction practices, the project aims to create a vibrant and eco-friendly community for its future residents and visitors.



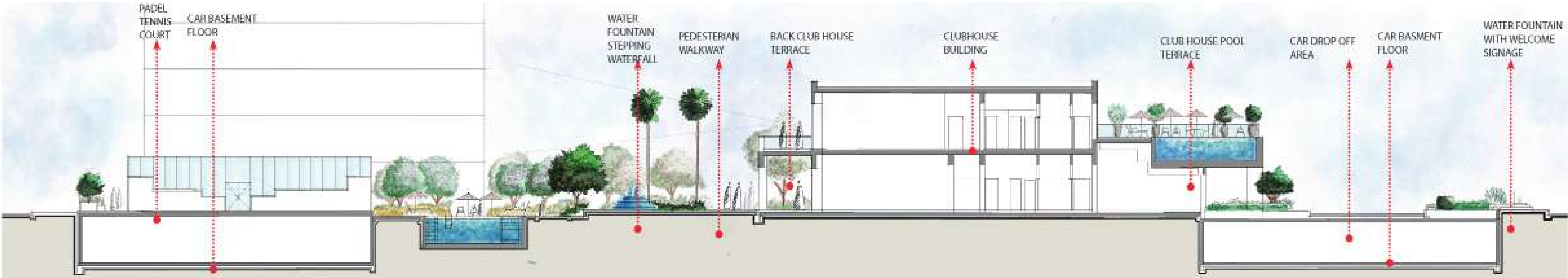
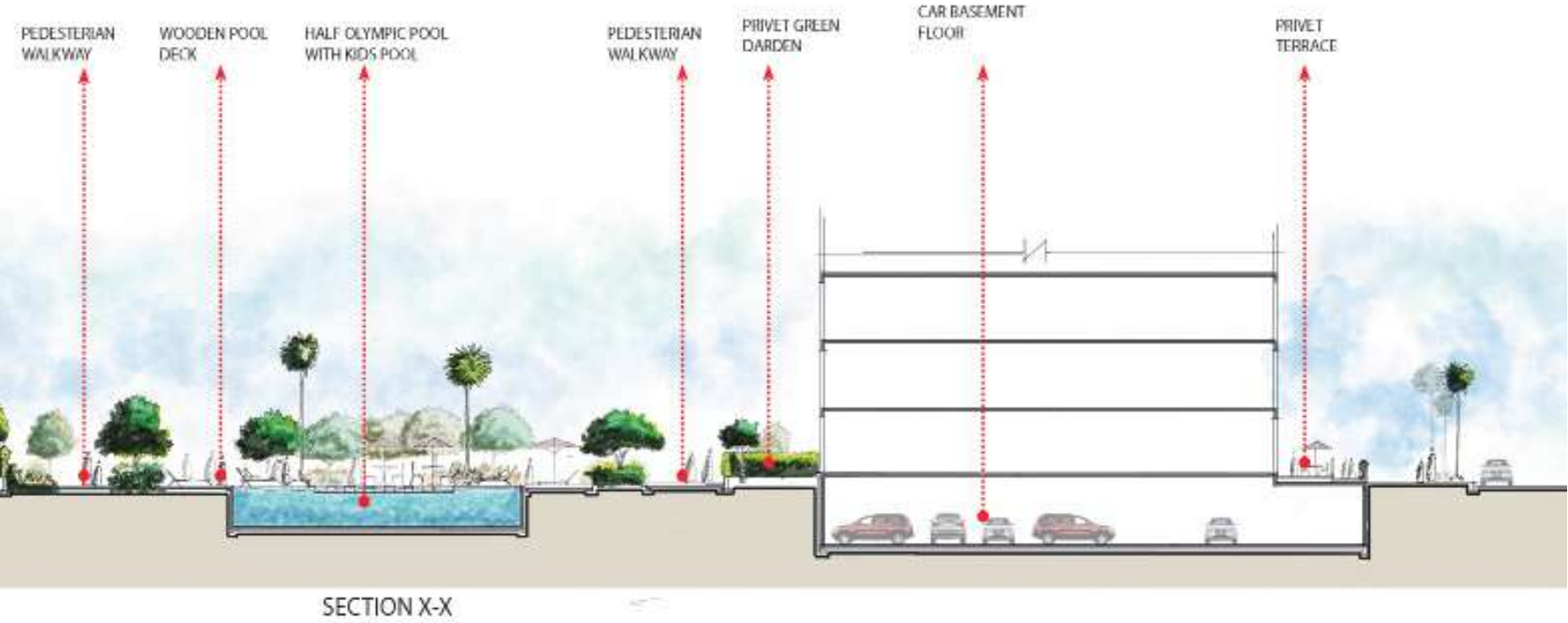
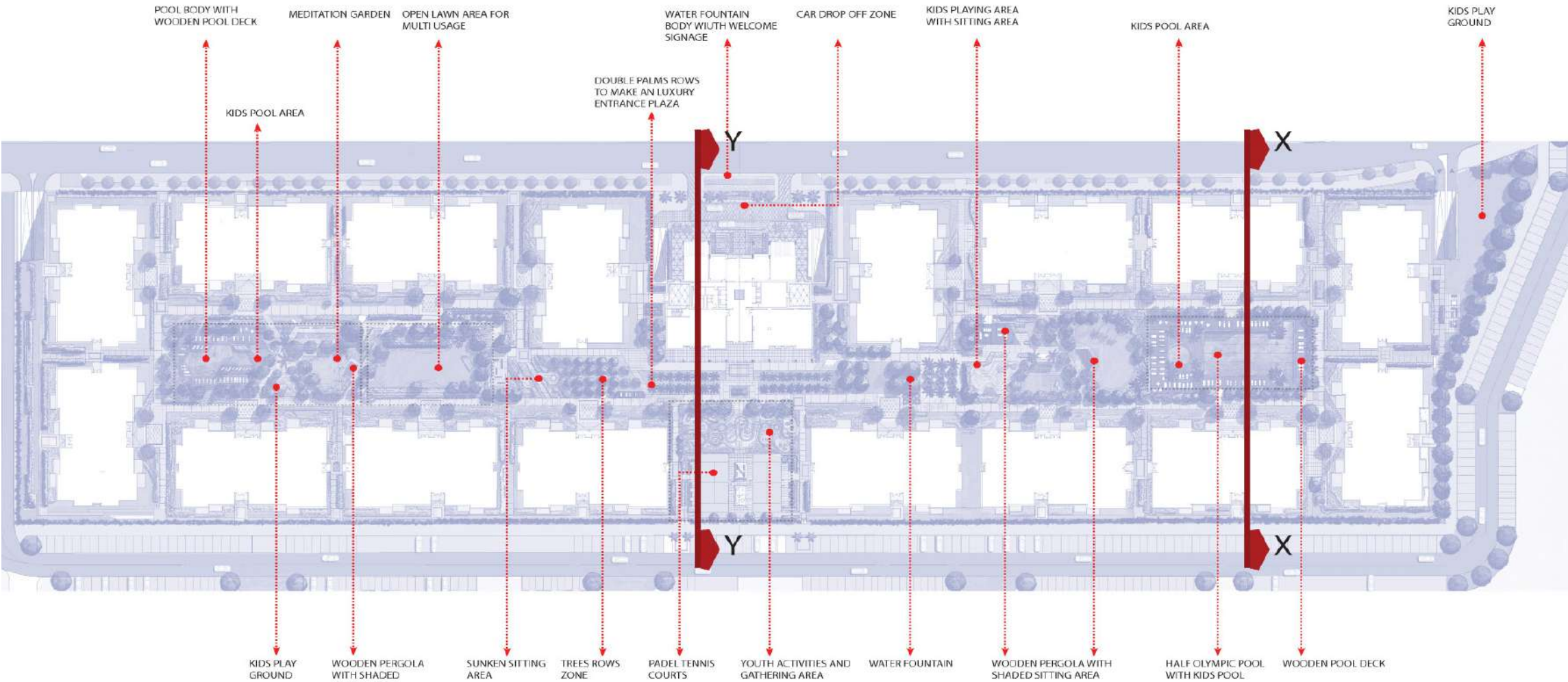
MURCIA
EL RIYADH City, KSA

LAYOUT



MURCIA

EL RIYADH City, KSA





MURCIA SCHOOL

EL RIYADH City, KSA

LOCATION:	EL RIYADH City, KSA
CLIENT:	MISK
OWNER:	MISK
TOTAL FP:	11,950 SQM
PROJECT TYPE:	Educational
SCOPE:	Design Consultancy
BUDGET:	170 Mn Reyal

Landscape plays a major role in the learning experience of a child as a school campus not only comprises of the buildings in a school, rather it also involves the design and presence of landscape. Courts in school campus is the first and the direct outdoor spaces for the students. Its role is how to define and consider every court of them as a unique and specimen with its functions, ages classifications ranges from nursery and kindergarten, elementary, intermediate and high school students. In addition to using the ideal color tones appropriate for each court to reflect a define meanings to the students.

- Pinnacle was engaged to provide variety of services that included:
- Architectural Design.
 - Interior Design.
 - Landscape Design.



MASTER PLAN



Boys Court 01



The idea of design boys court is to have a main Access pathways passing through the central plaza ,creating a central attraction point in addition to availability to be a shared space for special events integrated with softscape.

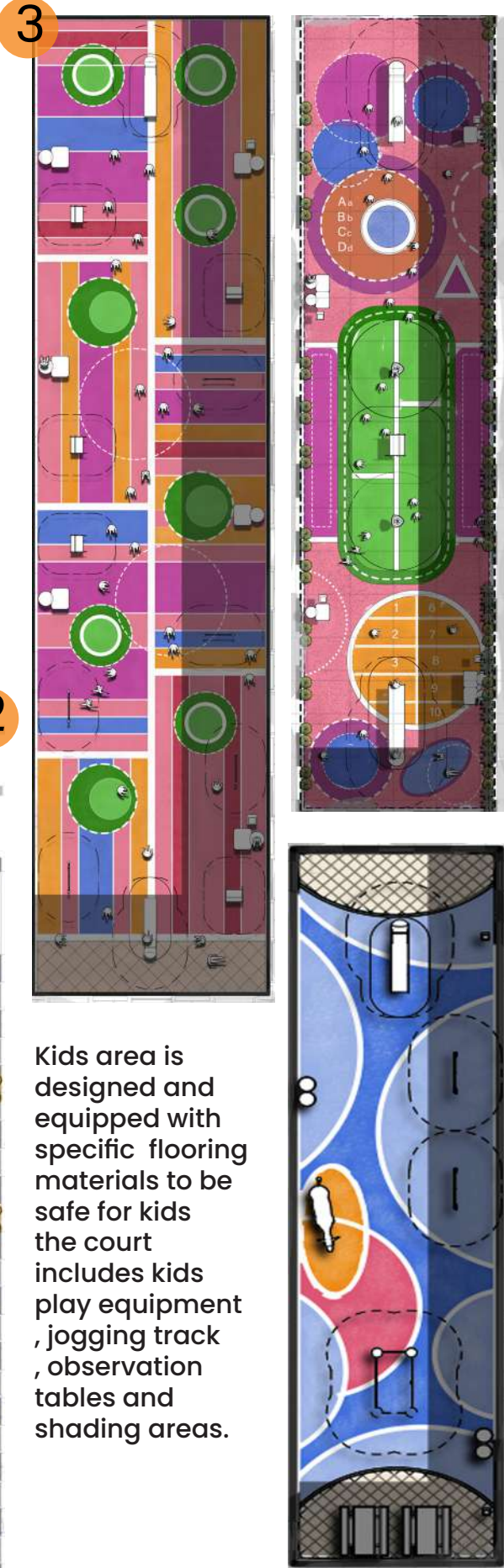
The court also includes kids area , Reting and shading areas as well as customized benches

Girls Court 02

The theme of the court is designed differently so as to give another spirit to the design ,as it includes access pathways, central plaza , kids area and shading areas intergerated with landscape.



Court 03



Court 04





HYATT CENTRIC HOTEL

Madinah, KSA

LOCATION:	Al-Madinah, K.S.A
CLIENT:	
OWNER:	
TOTAL BUA:	6,656 SQM
PROJECT TYPE:	Hotel
SCOPE:	Design Consultancy
BUDGET:	

The envisioned urban grove is a central gathering space for a diverse community, accommodating hotel guests, business professionals, and residents. Its design integrates multicultural and inter-generational uses, featuring contemplative seating and expansive lawns for sunbathing and events.

The plaza’s layout draws inspiration from grid modules and uses durable materials for winter resilience, with a herringbone pattern enhancing human scale. Paved pathways provide access to key entry points and meeting areas.

The planting scheme includes resilient species suited to El Madinah’s urban landscape, supporting a comfortable and accessible environment. This rich palette fosters simultaneous activities, reinforcing the plaza’s unity and democratic spirit.

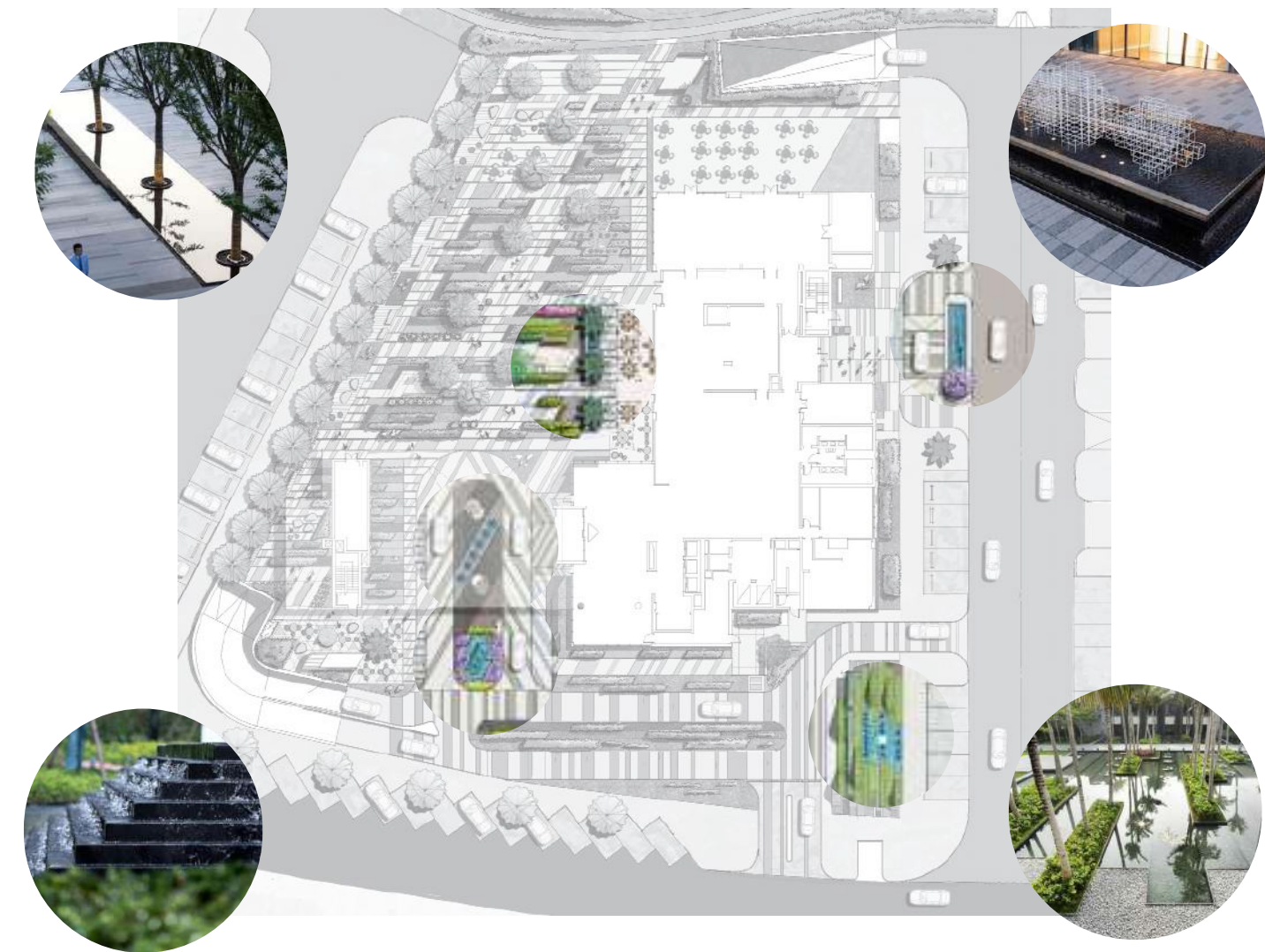


HYATT CENTRIC HOTEL

Madinah, KSA

LAYOUT

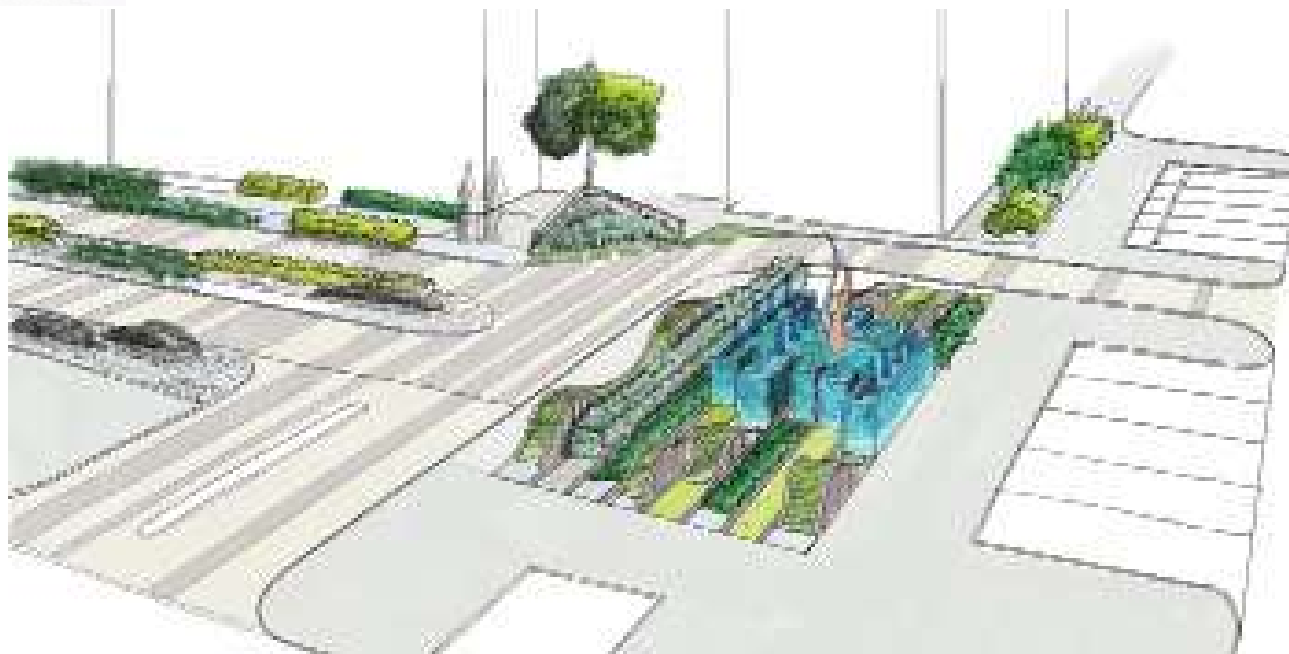
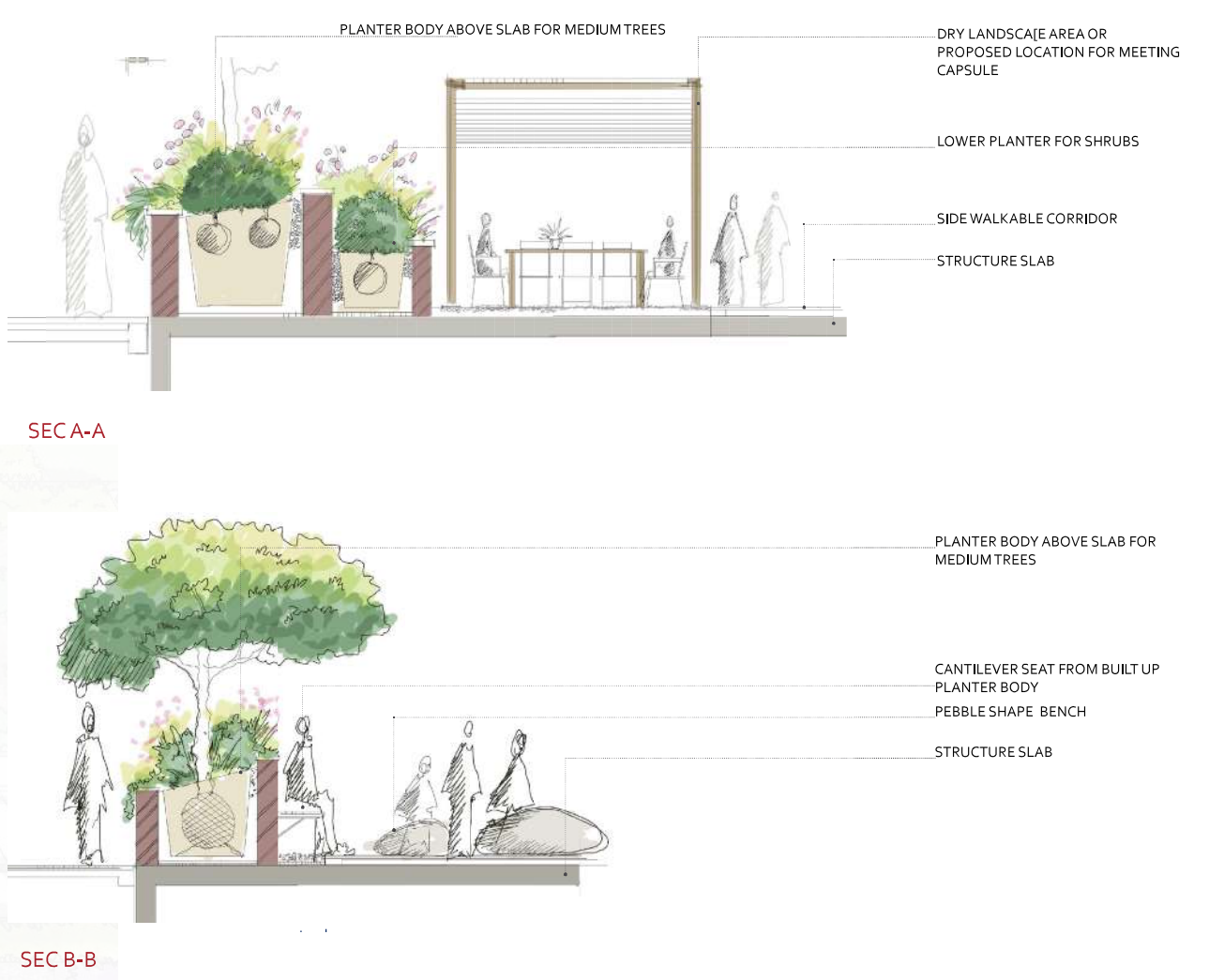
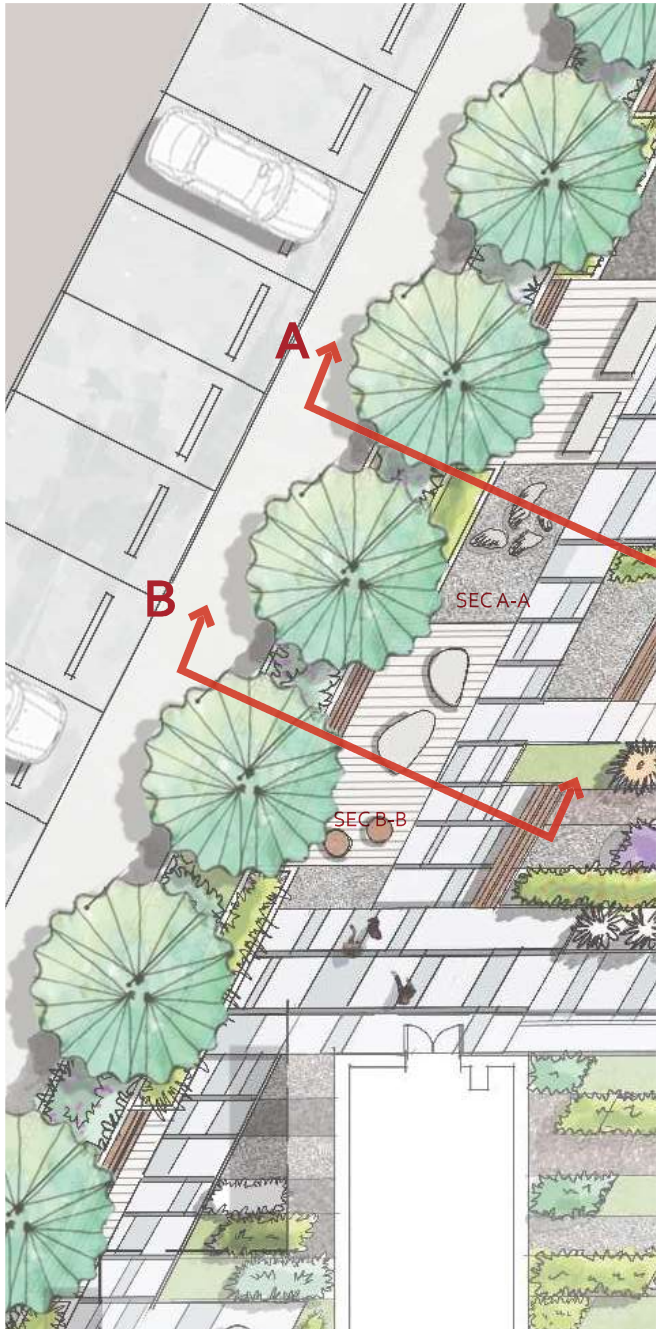
In this project, a number of design models were adopted, which resulted from their overlap, which produced a harmonious combination with the state of the project, which produced a network for pedestrians paths , as well as plantation formations and the geometric configuration of water bodies.



HYATT CENTRIC HOTEL

Madinah, KSA

ILLUSTRATIONS



AL ALIYAA HYATT HOUSE

Madinah, KSA

LOCATION: Madinah, K.S.A
CLIENT: Knowledge Economic City
TOTAL BUA: 4,438 SQM
PROJECT TYPE: Residential Building
SCOPE: Design Consultancy

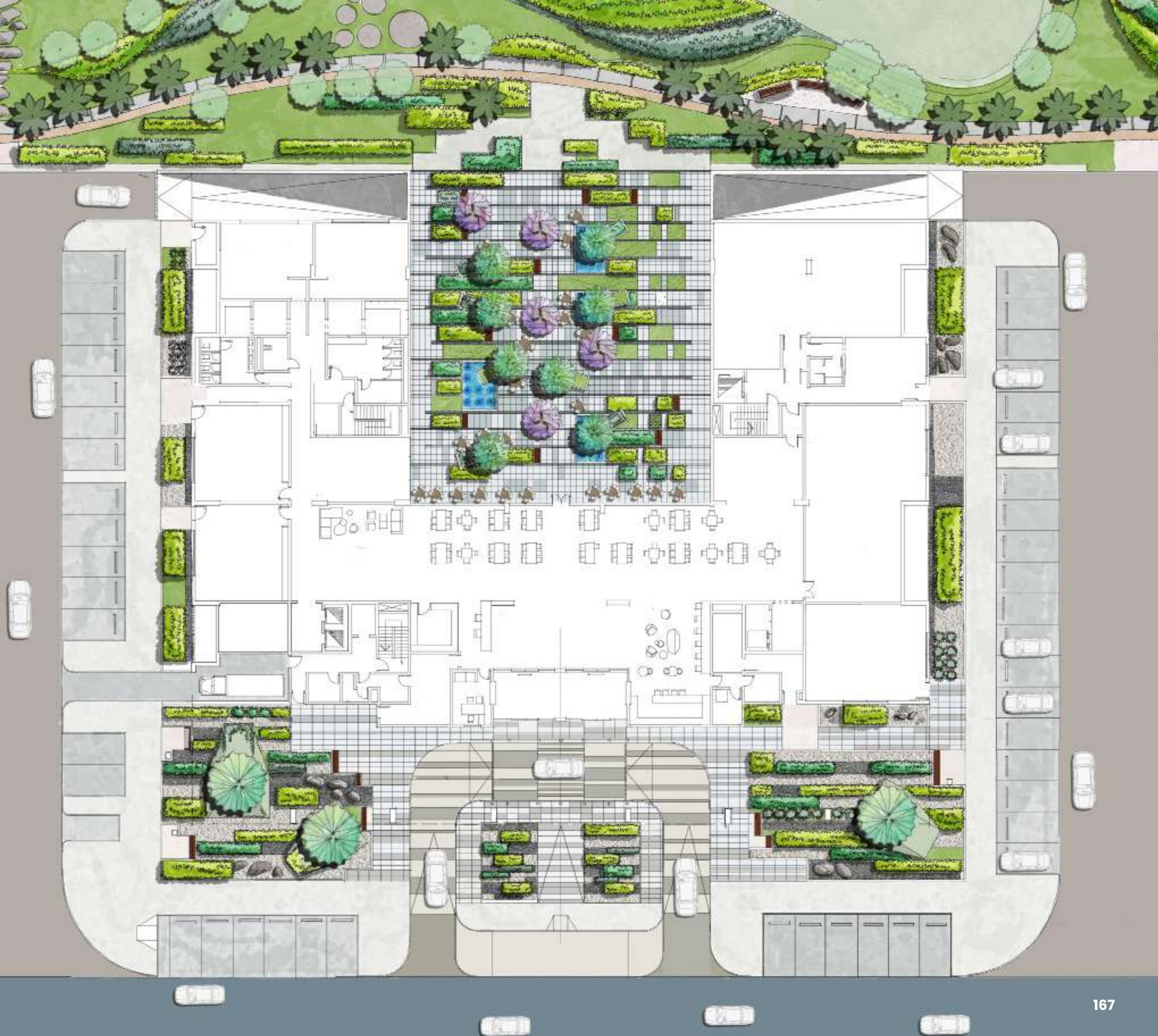
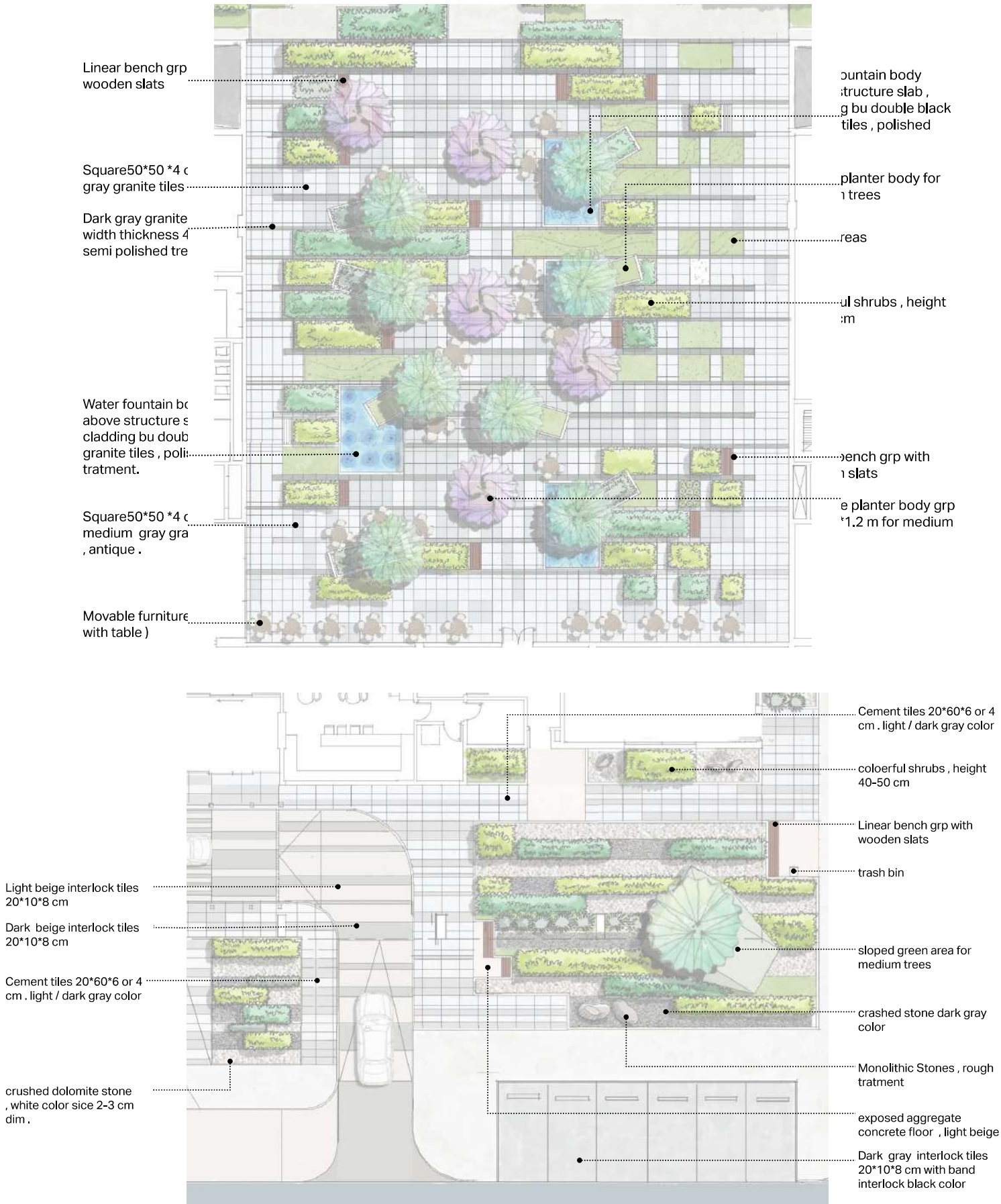
The project transformed a previously utilitarian internal courtyard into a vibrant community square with contemporary landscaping. It features striking floor graphics, built-up planters, and water mirrors that create inviting spaces. The design incorporates diverse plant species to enhance the setting for upper floors. A large uncovered patio serves as the heart of the main building, promoting natural light and airflow while mitigating glare and overheating. This dynamic space visually connects various activities through large windows and allows seamless continuity between indoor and outdoor environments.



AL ALIYAA HYATT HOUSE

Madinah, KSA

LAYOUT



AL ALIYAA LANDSCAPE

Madinah, KSA

LOCATION: Madinah, Saudi Arabia
CLIENT: Knowledge Economic City
PROJECT TYPE: Landscape
SCOPE: Concept Design

The project is focused on developing the Al Aliyaa Gardens master plan through enhancing the Landscape and incorporating a variety of open space activities, carefully balancing hardscape and softscape elements, while paying close attention to the specific requirements of the Gulf Area and KEC’s requirements.

The landscape of the project is distributed among several zones achieving its different goals. These zones are a main plaza, hotel plaza, several seating areas, outdoor activities & kids area as well as water features.

The project will focus on walkability, pedestrian paths, landscape, and connectivity, integrating outdoor activities and parking with vehicle movement. And also Improving the environment by using different types and a reasonable ratio of softscape.





ZAMALEK SC

6th of October, Egypt

LOCATION: 6th of October, Egypt
CLIENT: Zamalek SC
OWNER: Zamalek SC
TOTAL BUA: 108,360 SQM
PROJECT TYPE: Sports Club
SCOPE: Design Consultancy
BUDGET: 7.0 Bn EGP

Zamalek New Sports Club in October City is an exciting initiative aimed at establishing a vibrant and inclusive sports club dedicated to promoting health, fitness and teamwork to cater to the diverse community in October City.

This project is centered around creating a premier sports facility that not only promotes athletic excellence but also fosters community engagement and a healthy lifestyle.

Pinnacle was engaged to provide variety of services that included:

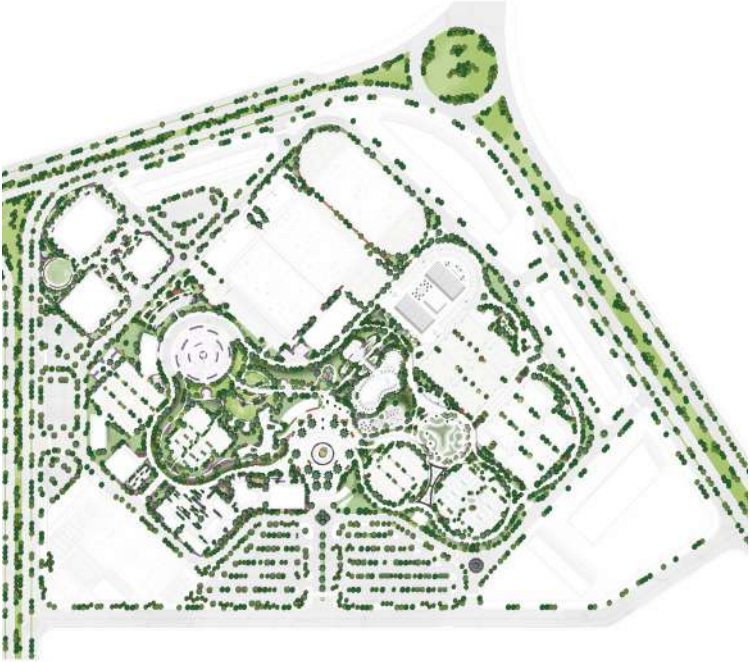
- Architectural Design.
- Interior Design.
- Landscape Design.



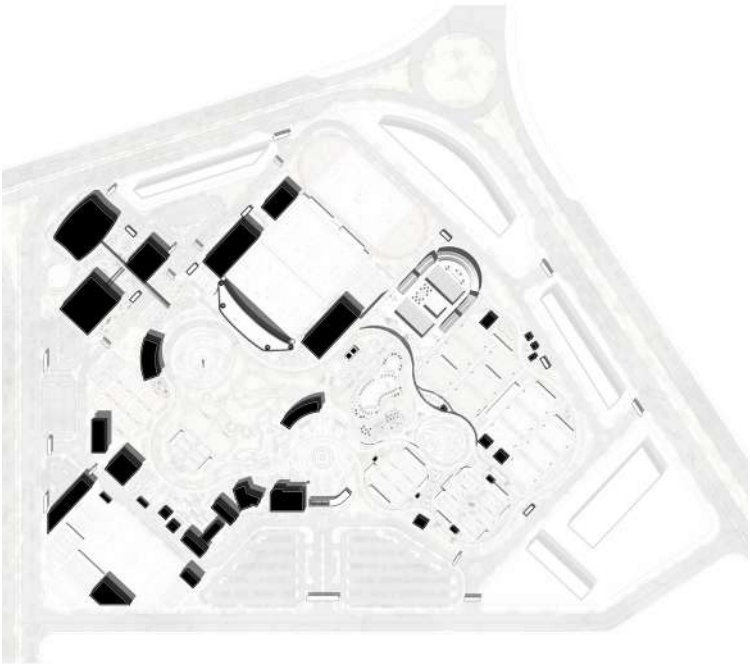
MASTER PLAN



Green Areas



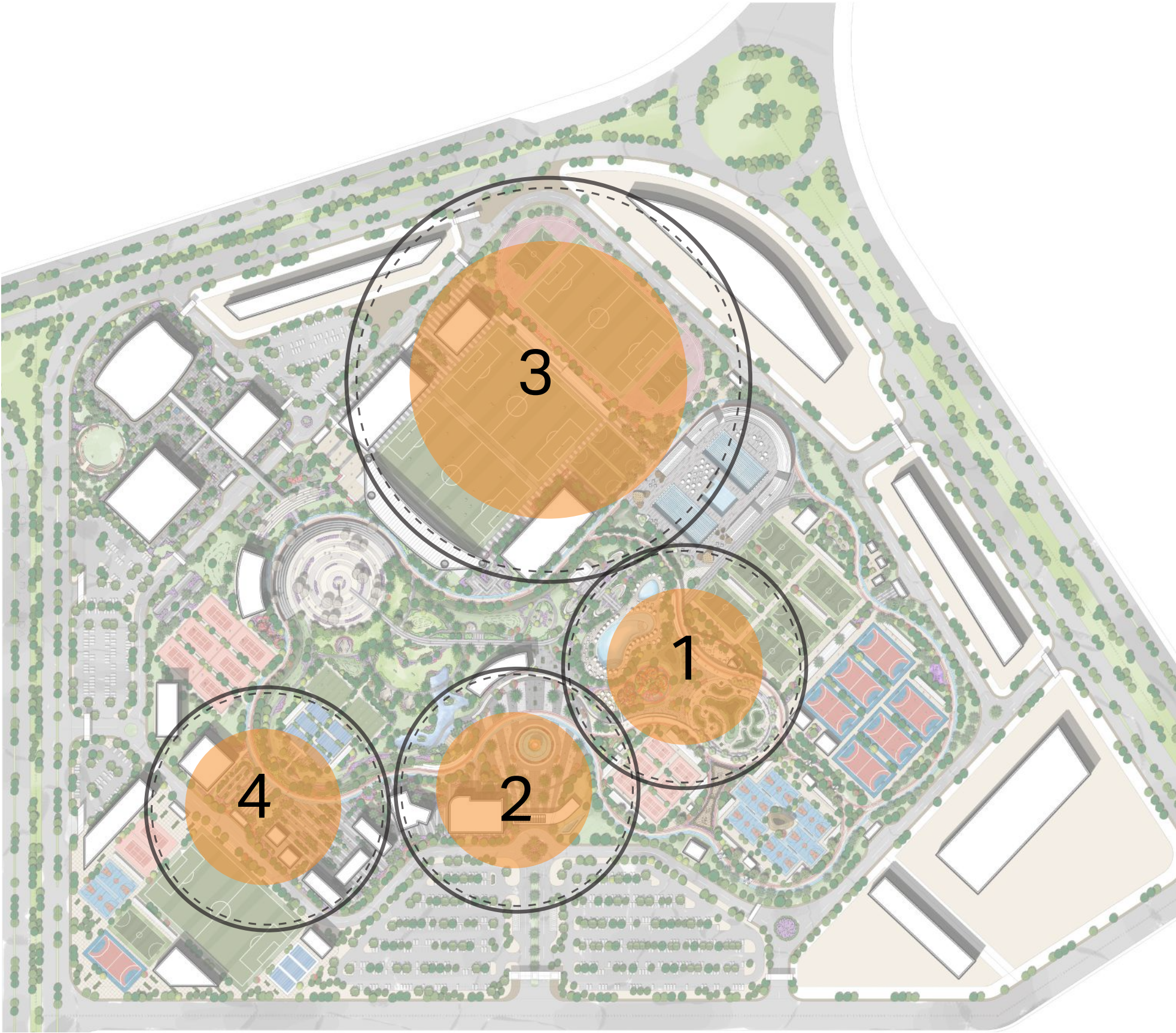
Solid & Void



Leveling



MASTER PLAN



1



- Football courts
- Volleyball courts
- Main kids area
- Leisure pool
- Cafe & outdoor area
- Amphitheater
- Passive seating area
- Walkways
- Active tracks (Jogging, Walking, Bicycle)

2



- Lake club house
- Garden Lake
- Main plaza & Water feature
- Volleyball courts
- Main kids area
- Leisure pool
- Main gate
- Mosque
- Squash building
- Walkways
- Active tracks (Jogging, Walking, Bicycle)

3



- Padel courts
- Croquet fields
- Passive seating area
- Walkways
- Active tracks (Jogging, Walking, Bicycle)
- Mosque
- Squash building
- Commercial strip
- Garden lake
- Main plaza & Water feature

4

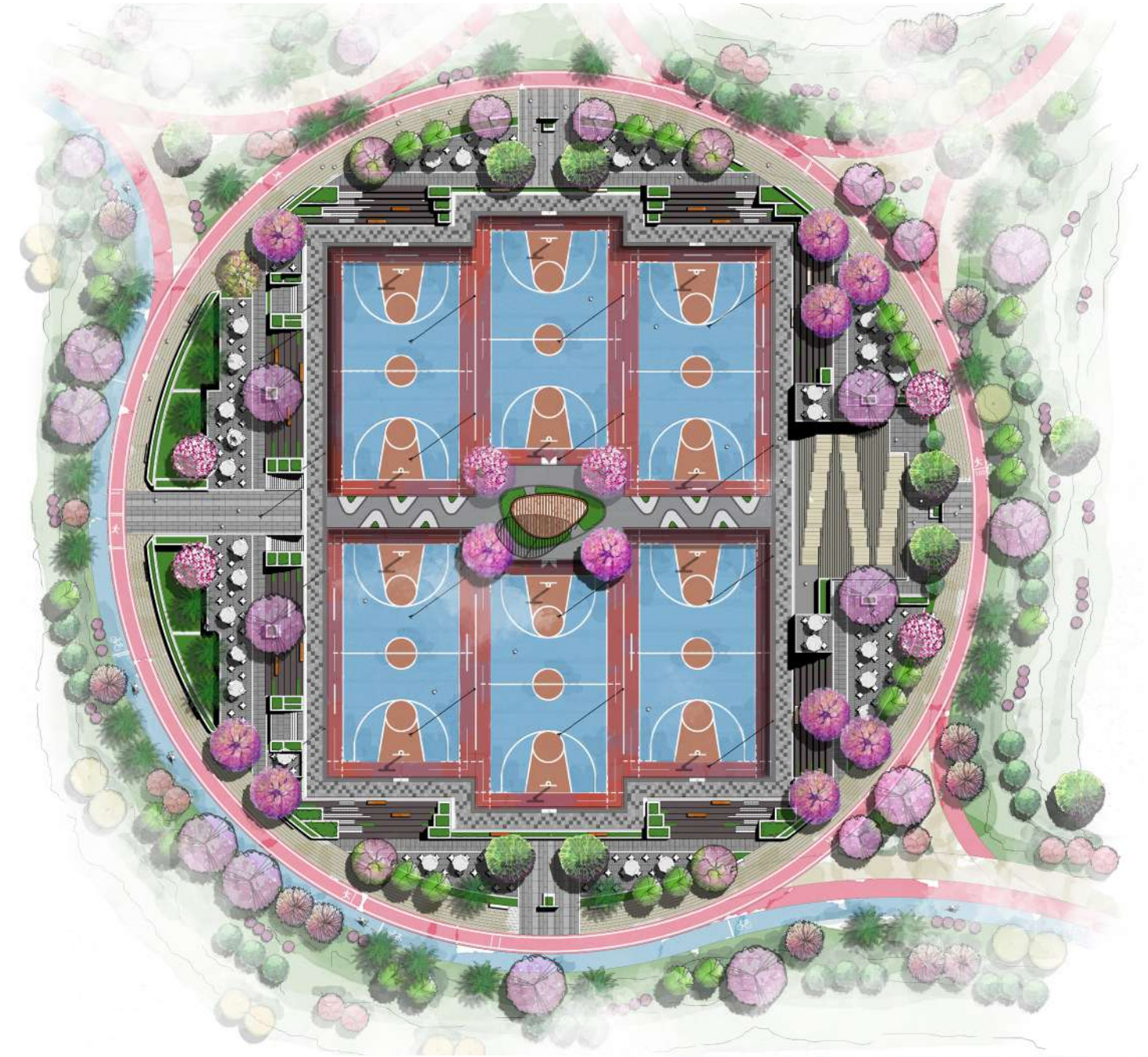


- Football stadium
- Training 11x11 courts
- Club house
- Players building
- Gate & Plazas
- Grand stands
- Walkways
- Olympic pool
- Diving pool
- Active tracks (Jogging, Walking, Bicycle)





BASKETBALL



VOLLEYBALL



FURSAN PARK STRIP MALL

Riyadh, KSA

LOCATION: Riyadh, Saudi Arabia
CLIENT: NHC
OWNER: NHC
TOTAL FP: 2803MSQ
PROJECT TYPE: Commercial Strip
SCOPE: Design Consultancy
BUDGET: Undisclosed

The user experience within the commercial strip is designed to be engaging and seamless, combining convenience with a vibrant atmosphere. Wide, well-lit walkways guide visitors past a variety of storefronts, blending retail, dining, and leisure options. Interactive signage and digital kiosks provide easy navigation, while strategically placed seating and greenery offer restful spots that enhance the atmosphere.

Pinnacle was engaged to provide variety of services that included:

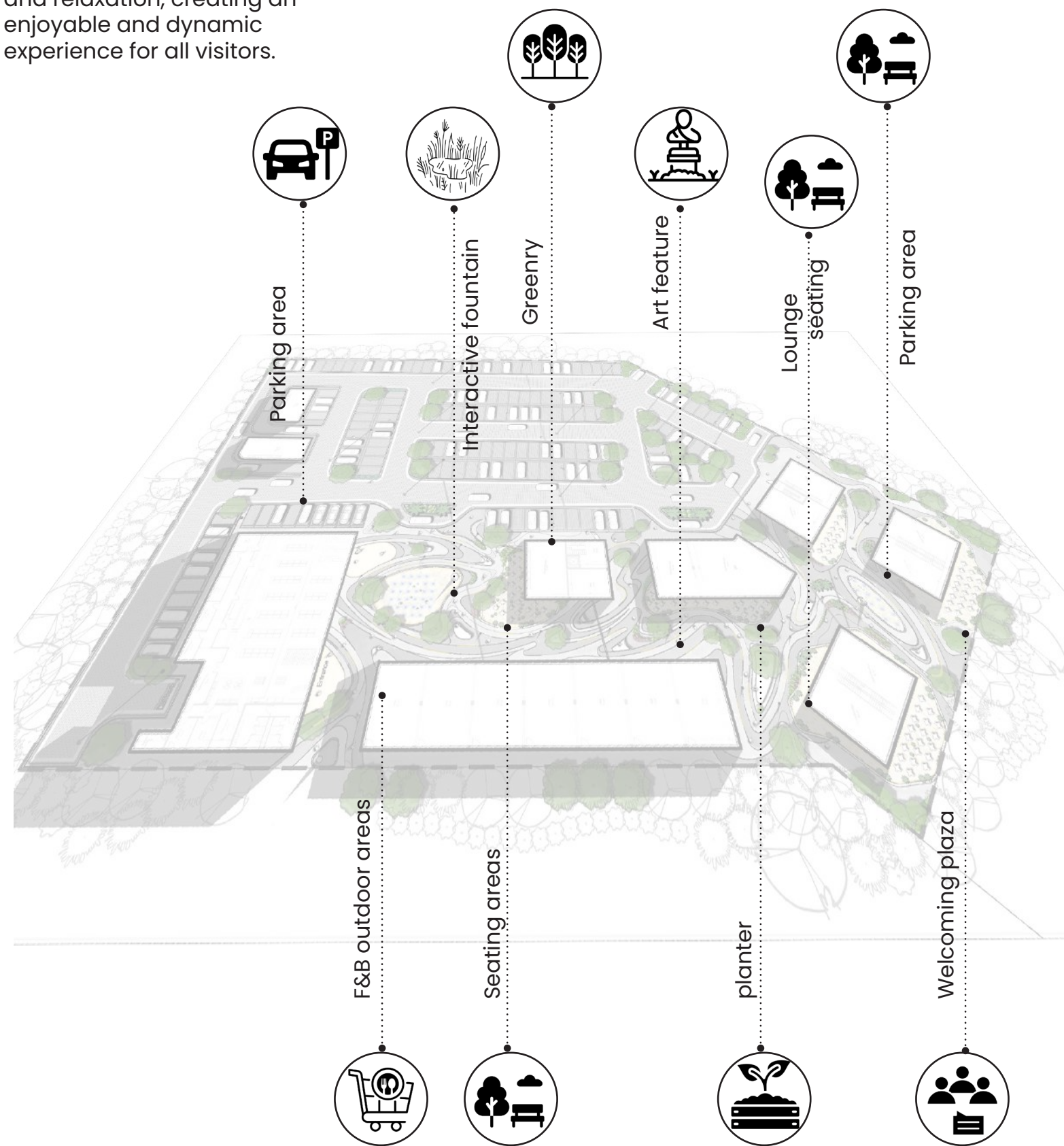
- Architectural Design.
- Interior Design.
- Landscape Design.



FURSAN PARK STRIP MALL

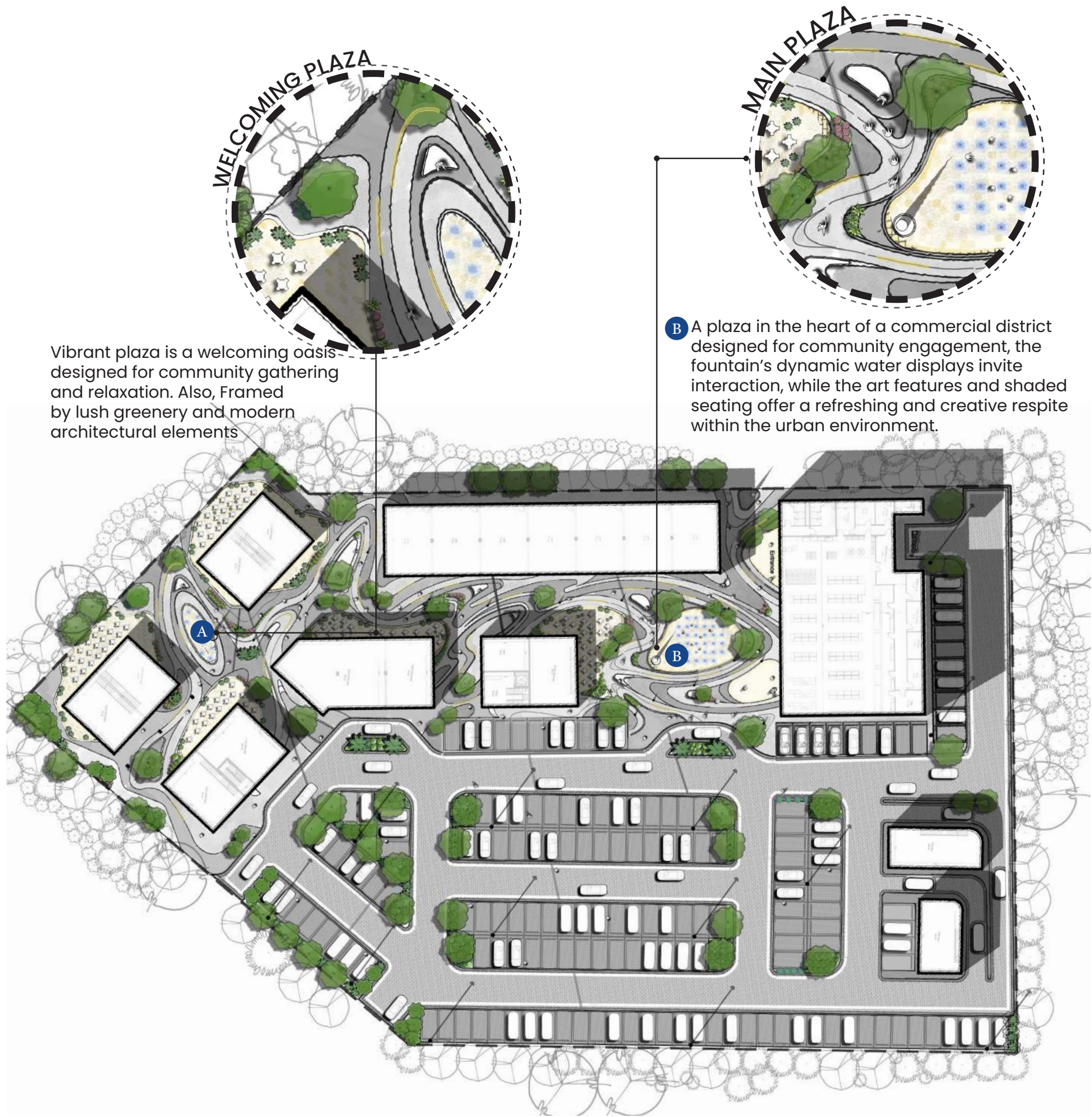
Riyadh, KSA

The strip encourages exploration, with inviting storefronts and open plazas that foster social interaction and relaxation, creating an enjoyable and dynamic experience for all visitors.



FURSAN PARK STRIP MALL

Riyadh, KSA





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, Egypt

LOCATION: New Alamein City, Egypt
CLIENT: China State Construction Engineering (CSCEC)
TOTAL BUA: 470,000 SQM
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.





THE SPINE TOWERS

Madinaty, Egypt

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

The project reflects the unique experience of the Madinaty downtown city center and will 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.





ALAMEIN DOWNTOWN LAGOONS

New Alamein City, Egypt

LOCATION: El Alamein, Egypt
CLIENT: China State Construction Engineering-CSCEC
PROJECT TYPE: Mixed Use
SCOPE: Design Consultancy

Lagoons boasts a prime location near the prestigious Golf Porto Marina. Lagoons caters to diverse a range of lifestyles. Choose from luxurious cabanas, all meticulously designed to maximize comfort and breathtaking views. Sizes cater to families and individuals alike, insuring a perfect fit for your needs. Lagoons offer a world of unparalleled amenities, including: hospitality services (Cabanas & Promenades), recreational services (club island, Theatre island), & administrative services.

It plays a significant role in shaping the region’s natural beauty and ecological diversity. These coastal lagoons are characterized by their serene waters, bordered by sandy beaches and surrounded by lush vegetation. They offer a tranquil escape from the hustle and bustle of everyday life, inviting visitors to immerse themselves in the pristine beauty of Egypt’s northern coast.

Recreational Islands

The public spaces act as the central hub of the district, is designed with an engaging and modern style. Its open spaces, and neutral colors prioritize efficiency and functionality.

This simple design allows the unique interiors of surrounding areas to shine. By serving as a unifying force, to ensure coherence and harmony across the complex while allowing each zone to showcase its individual character.







ALAMEIN DOWNTOWN LAGOONS

New Alamein City, Egypt

LOCATION: El Alamein, Egypt
CLIENT: China State Construction Engineering-CSCEC
PROJECT TYPE: Mixed Use
SCOPE: Design Consultancy

Lagoons set in the heart of downtown Alamein catering a diverse range of lifestyles. Offering a world of unparalleled amenities, along with hospitality venues (Cabanos & Promenades and F&B venues), recreational services (club island, Theatre Island), & administrative services.

These coastal lagoons are characterized by their serene waters, bordered by sandy beaches and surrounded by lush vegetation. They offer a tranquil escape from the hustle and bustle of everyday life, inviting visitors to immerse themselves in the pristine beauty of Egypt's northern coast.

ISLAND CABANAS

The interior design is inspired by the fine texture of the island's sands and the seamless blend of blue hues stretching from sea to sky and lastly, the organic shapes sculpted by nature over time.





ALAMEIN DOWNTOWN LAGOONS

New Alamein City, Egypt

LOCATION: New Alamein City, EgyptChina State Construction
CLIENT: Engineering-CSCEC
PROJECT TYPE: Mixed Use
SCOPE: Design Consultancy

Lagoons set in the heart of downtown Alamein catering a diverse range of lifestyles. Offering a world of unparalleled amenities, along with hospitality venues (Cabanas & Promenades and F&B venues), recreational services (club island, Theatre Island), & administrative services.

These coastal lagoons are characterized by their serene waters, bordered by sandy beaches and surrounded by lush vegetation. They offer a tranquil escape from the hustle and bustle of everyday life, inviting visitors to immerse themselves in the pristine beauty of Egypt’s northern coast.

LUXURY CABANAS

Embodies the timeless authenticity of aged wood trunks, while The bold color scheme hold reminiscent of hidden treasures from the sea depths adds warmth and comfort, immersing guests in luxury and serenity.





ICONIC TOWER OFFICES

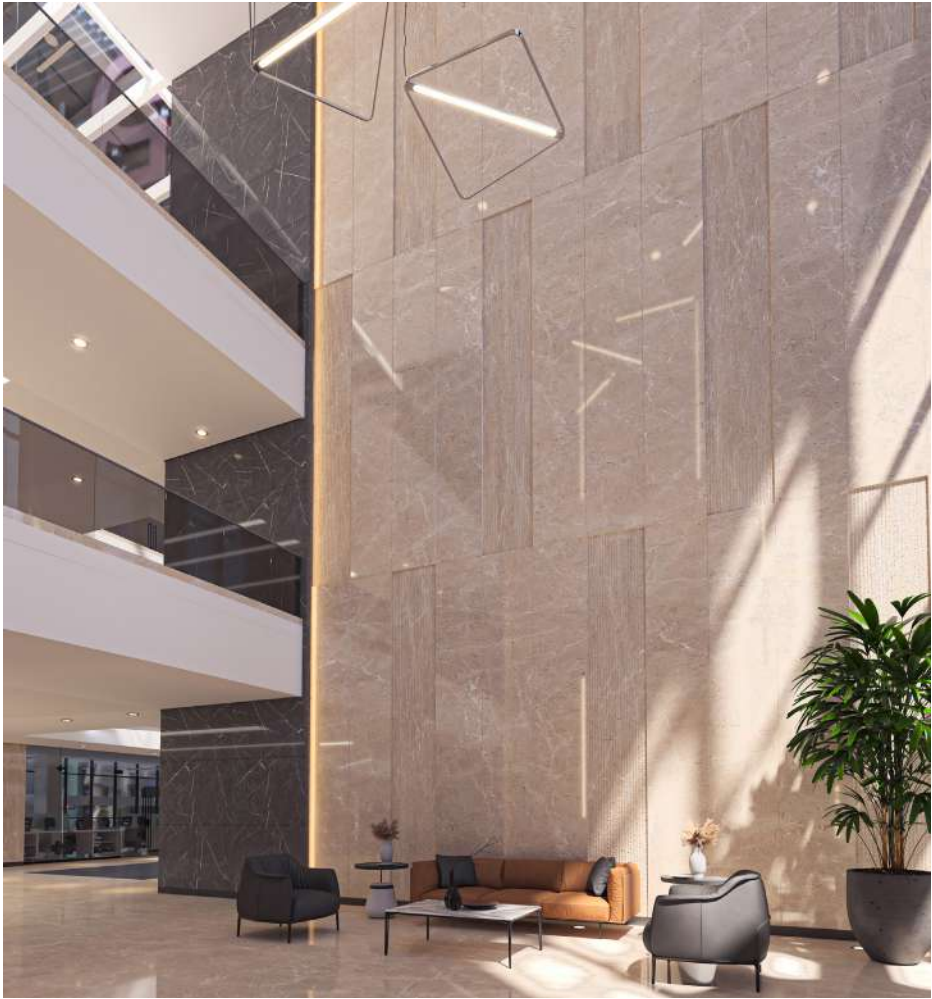
New Alamein City, Egypt

LOCATION: New Alamein City, Egypt
CLIENT: China State Construction Engineering (CSCEC)
TOTAL BUA: 470,000 SQM
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.





PODIA TOWER

New Adminstrative Capital, Egypt

LOCATION: New Adminstrative Capital, Egypt
CLIENT: Menassat
TOTAL BUA: 59,693 SQM
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 adminstrative 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

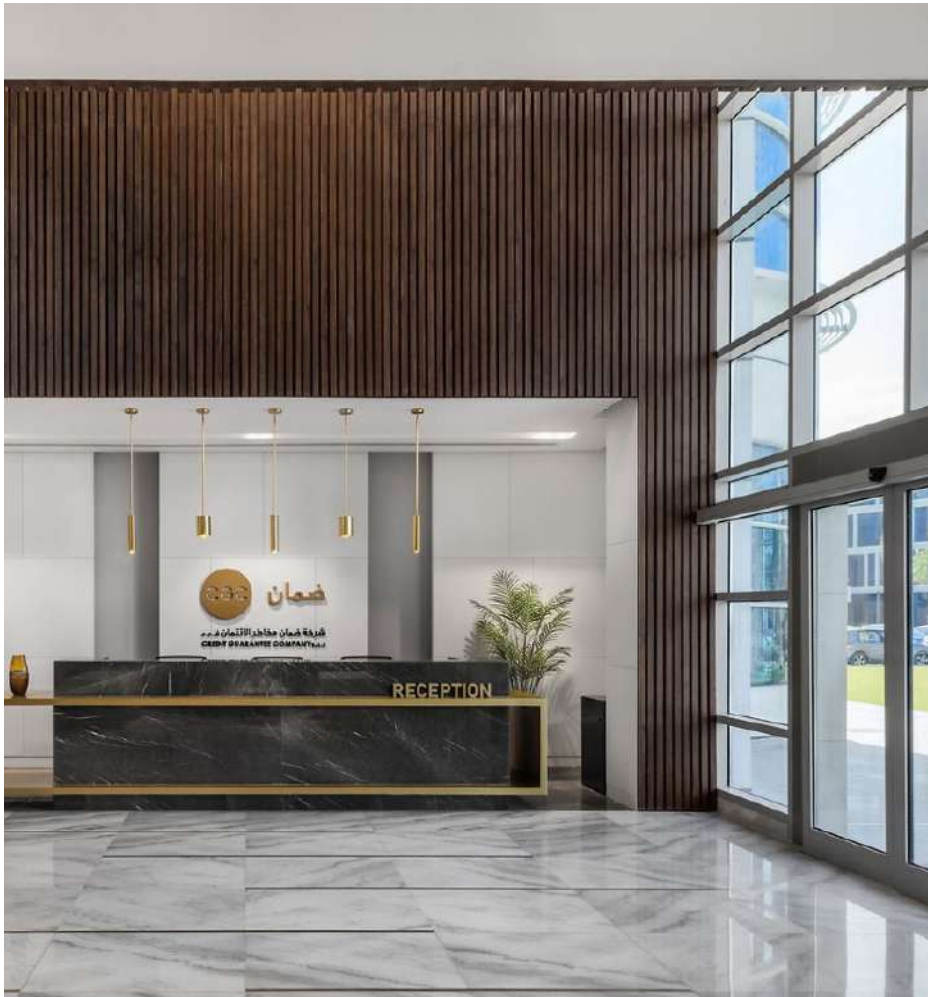
CREDIT GUARANTEE COMPANY

Smart Village, 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.



AWARD WINNER

OFFICE INTERIOR EGYPT

CGC - Credit Guarantee Company
by Pinnacle Interiors

2021-2022



AL ALIYAH OFFICE BUILDINGS

Madinah, KSA

LOCATION: Al Madinah, KSA
CLIENT: Knowledge Economic City -KEC
PROJECT TYPE: Office Buildings
SCOPE: Design Consultancy

KEC is located approximately (5) km east of the Haram via King Abdul-Aziz Road (KAAR).
The site stretches the distance between the second and third ring roads.

This Office Park stands as a testament to the convergence of contemporary aesthetics and functional elegance, offering a workspace that transcends the ordinary, striking a delicate balance between warm invitation and professional formality. These buildings offer commercial ground floor for retail amenities, servicing the users. A space of neutral-colored walls forms a serene backdrop, influenced by the surrounding color palette and the building’s exterior.

In addition to the modern aesthetics of the interiors, the design fosters dynamic spaces that encourage users to engage with the natural environment that surrounds them. By incorporating indoor/outdoor areas within the common spaces, redefining the traditional boundaries of the office and becoming a place where innovation flourishes, and where the lines between work and inspiration blur.





ISLAMIC WORLD DISTRICT

Madinah, KSA

LOCATION: Al Madinah, KSA
CLIENT: Knowledge Economic City –KEC
PROJECT TYPE: Hospitality
SCOPE: Design Consultancy – Concept Design Report

RADISSON PARK-INN

HOTEL AND SERVICED APARTMENTS

The Islamic World District project is located within the urban area of Madinah, It is connected to the Al-Haramain High-Speed Railway Station in the city and the Prince Mohammed bin Abdulaziz International Airport, facilitating pilgrims’ movement between the holy mosques.

Our design intent blends history, artistry, and innovation with authentic elements, celebrating the impactful legacy of Islam on art and culture. The design approach for IWD is to allow for creative design solutions, while at the same time maintaining a cost-efficient approach and proposing inventive design directions that complements each operator’s brand identity (such as: Hilton, Marriot, Radisson, Aston Archipelago, & IHG group).

Hotels & Serviced Apartments in the Islamic World District (IWD) offer gateways for visitors to explore and appreciate the profound impact of Islam on the world. Located in Al Madinah, these 3-stars accommodations, with over 5000 (five thousand) room keys, reflecting the district’s vision of reviving Islamic art.





ISLAMIC WORLD DISTRICT

Madinah, KSA

LOCATION: Madinah, KSA
CLIENT: Knowledge Economic City –KEC
PROJECT TYPE: Hospitality
SCOPE: Design Consultancy – Concept Design Report

ASTON CITY HOTEL

HOTEL AND SERVICED APARTMENTS

The Islamic World District project is located within the urban area of Madinah, It is connected to the Al-Haramain High-Speed Railway Station in the city and the Prince Mohammed bin Abdulaziz International Airport, facilitating pilgrims’ movement between the holy mosques.

Our design intent blends history, artistry, and innovation with authentic elements, celebrating the impactful legacy of Islam on art and culture. The design approach for IWD is to allow for creative design solutions, while at the same time maintaining a cost-efficient approach and proposing inventive design directions that complements each operator’s brand identity (such as: Hilton, Marriot, Radisson, Aston Archipelago, & IHG group).

Hotels & Serviced Apartments in the Islamic World District (IWD) offer gateways for visitors to explore and appreciate the profound impact of Islam on the world. Located in Al Madinah, these 3-stars accommodations, with over 5000 (five thousand) room keys, reflecting the district’s vision of reviving Islamic art.





SHARM EL NAGA RESORT

Red Sea, Egypt

LOCATION: Red Sea, Egypt
CLIENT: Sealand
PROJECT TYPE: Hospitality –Resort
SCOPE: Design Consultancy

In Naga Bay, Hurghada, Egypt, lies a hidden gem overlooking the magnificent red sea, surrounded by open nature, with a great spot for diving and snorkeling and a tranquil zone that creates a very calming atmosphere.

A one of a kind experience that is inclusive of all kinds of users, giving space for different activities to take place conveniently & spontaneously.

Proposing an exquisite experience, by blending with nature surrounding the resort, to become a whole artwork drawn together, through embracing the raw beauty of the arid rocky landscape and the red sea life of Sharm El-Naga, so the users could lead a unique experience day and night.







ISLAMIC WORLD DISTRICT

Madinah, KSA

LOCATION: Madinah, KSA
CLIENT: Knowledge Economic City –KEC
PROJECT TYPE: Cultural Buildings
SCOPE: Design Consultancy – Concept Design Report

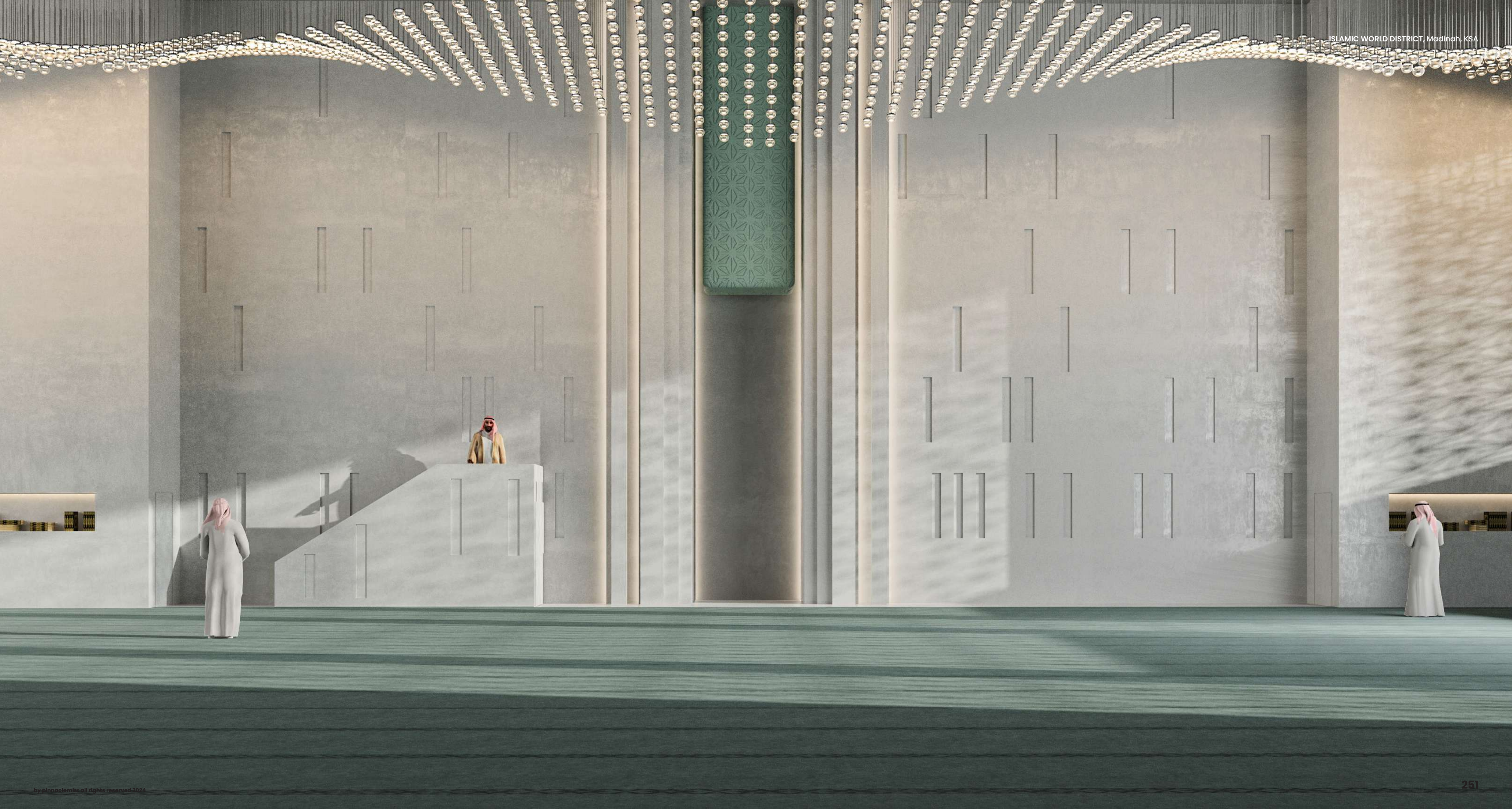
The Islamic World District project is located within the urban area of Madinah, It is connected to the Al-Haramain High-Speed Railway Station in the city and the Prince Mohammed bin Abdulaziz International Airport, facilitating pilgrims’ movement between the holy mosques.

Our design intent blends history, artistry, and innovation with authentic elements, celebrating the impactful legacy of Islam on art and culture. The design approach for IWD is to allow for creative design solutions, while at the same time maintaining a cost-efficient approach and proposing inventive design directions that complements each operator’s brand identity (such as: Hilton, Marriot, Radisson, Aston Archipelago, & IHG group).

THE MOSQUE

In the heart of a world that moves at an ever-accelerating pace, IWD mosque stands as a sanctuary of peace and reflection, embodying the principle that light, both physical and spiritual, is essential to the soul’s journey. “Luminous Serenity” is not just an architectural concept; it’s a philosophy that guides the believer towards inner peace through the interplay of light and space.





RESIDENTIAL TOWERS

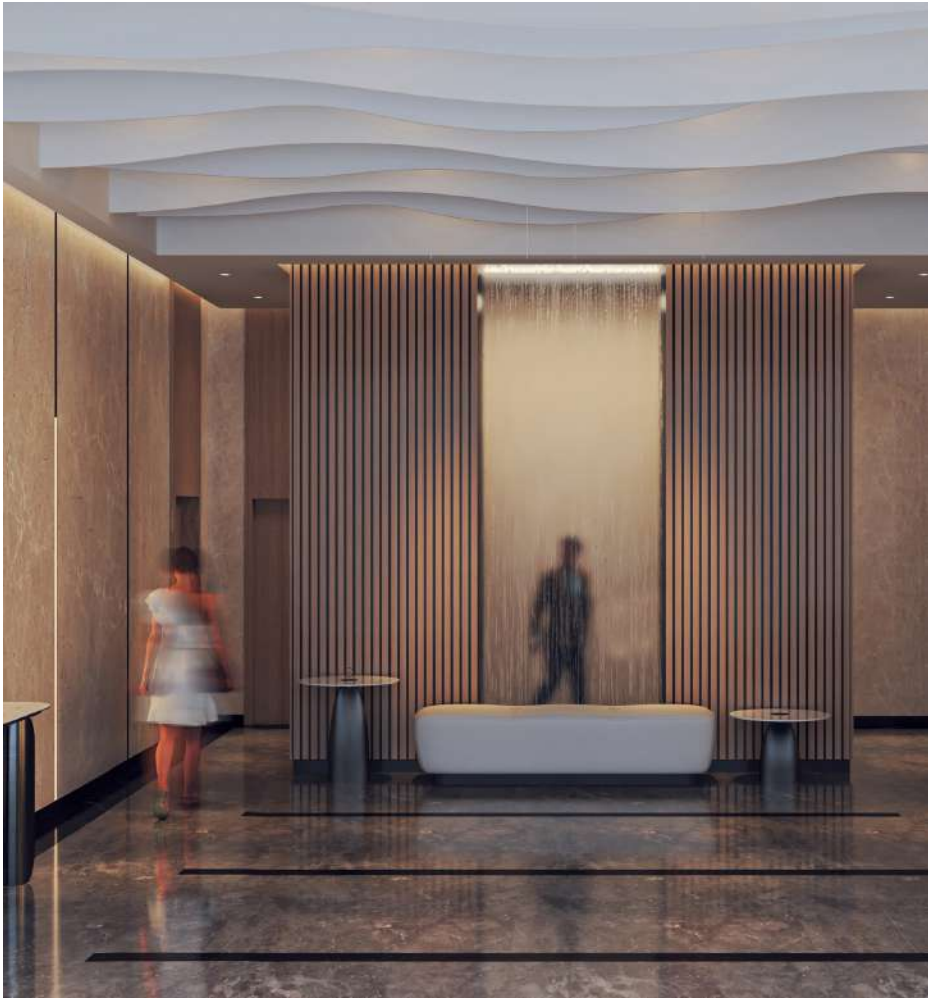
New Alamein City, Egypt

LOCATION: New Alamein City, Egypt
CLIENT: China State Construction Engineering (CSCEC)
TOTAL BUA: 156,000 SQM
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 buildings reflect their surroundings personality; with their soft edges, dynamic movement, and rhythmic façade, the towers gloriously mimic nature’s flowing smooth curves.





CABANAS

New Alamein City, Egypt

LOCATION: New Alamein City, Egypt
CLIENT: China State Construction Engineering (CSCEC)
TOTAL BUA: 470,000 SQM
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.





Al Aliyah Gardens Mansions Madinah, KSA

LOCATION: Madinah, KSA
CLIENT: Knowledge Economic City – KEC
PROJECT TYPE: Residential Buildings
SCOPE: Design Consultancy

Al Aliyah Gardens is an exclusive area within the Knowledge Economic City.

This distinctive neighborhood offers a unique lifestyle with green rivers, boutique hotel, charming apartments and upscaled mansions. The parcel reflects the perfect integration of vehicle and pedestrian traffic, which guarantees easy and secure access to the scheme’s outlet, is the project’s standout feature.

The serenity of the city inspires a design theme that delivers a calming and soothing environment for its residents. The verticality of the façade design is reflected in the interior through the usage of sleek, sharp lines and forms.

The colors are inspired by the surrounding environment, so neutral shades dominated by white will demand the scheme of the interior. This color scheme generates a relaxing feeling as well as a refreshing theme for the occupants. The dominant white color creates a feeling of openness and freedom, complementing the modern style.





MURCIA RESIDENTIAL BUILDINGS

El Riyadh, KSA

LOCATION: El Riyadh, KSA
CLIENT: National Housing Company Saudi Arabia – NHC
PROJECT TYPE: Residential Buildings
SCOPE: Design Consultancy

Occupying an area of 2.7 million square meters in a distinguished location in Khuzam Suburb in Riyadh Province.

Murcia project is a modern residential city that contains more than 5,000 villas and 570 attractive modern apartments that offer luxury and comfort. All residential units are designed in a unique style and engineering standards to suit the needs of the modern family amidst multiple facilities and green spaces that make it an integrated city. The project comprises the development of 16 modern residential buildings, which are designed to reflect contemporary architectural elements and offer a harmonious blend of aesthetics and functionality. With a focus on sustainable and efficient construction practices. The project aims to create a vibrant and eco-friendly community for its future residents and visitors.





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.







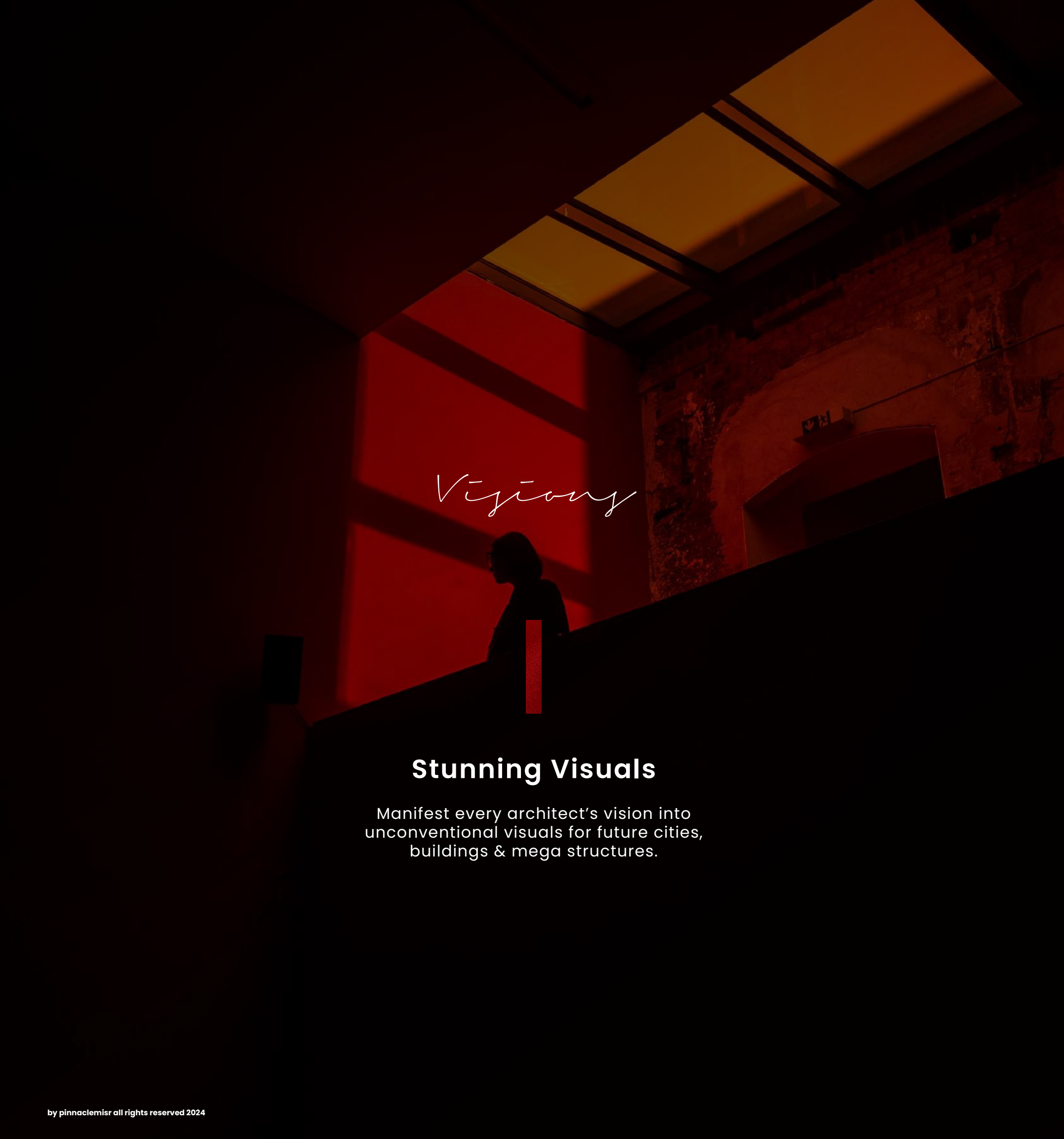
As communication professionals with strong architectural backgrounds, we consider our duty to effectively convert architectural concepts into appealing and engaging visuals.

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



Vision

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 are all 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.

CINEMATIC

Quality

EMOTIONS

through image





IMMERSIVE

experience



TRANSFORMATIVE
visuals



STUNNING
— visuals





The Highest Level



of every detail





SPATIAL
storytelling











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

Pinnacle PMC's 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

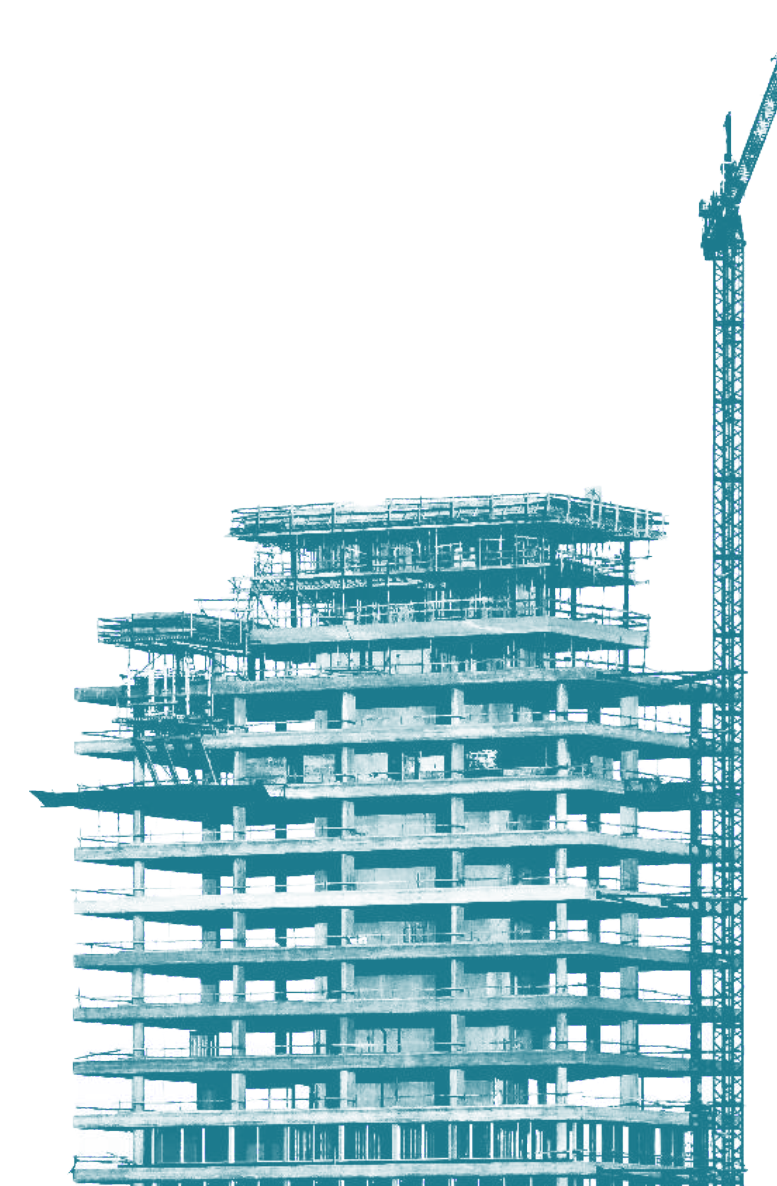


To visit our website, scan the QR Code

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.



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

OUR SERVICES

- 01** Strategic Advisory
- 02** Project Management
- 03** Portfolio & Program Management
- 04** Design Management
- 05** Construction Management & Supervision
- 06** Risk Management
- 07** Cost Management
- 08** Contract Administration
- 09** Value Engineering
- 10** Scheduling & Planning
- 11** Integrated Project Controls
- 12** Claims And Dispute Resolution
- 13** Facility Management
- 14** Visibility Studies

Podia Tower

New Adminstrative Capital, Egypt

LOCATION:	New Administration Capital, Egypt
CLIENT:	Menassat Developments
TOTAL BUA:	59,693 SQM
PROJECT TYPE:	Mixed-Use
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, architecture and structure designs.
 - Developing 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.
 - Developing 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: Mixed-Use
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 building 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, Cairo, Egypt

LOCATION:	6 th 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, architecture and structure designs.
 - Developing 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 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, architecture and structure designs.
 - Developing 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: Mixed-Use
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, Cairo, 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.
 - Providing an effective management plan over the construction process.
 - Contract management.
 - Claim prevention and conflict resolution.
 - Coordinating and expediting 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 212,000 sqm, 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.
 - Providing corporate brand and visual identity services.
 - The preparation of due-diligence reports.
 - Design management.
 - Management of the projects tendering process.
 - Providing a professional construction management service during the implementation phase.
 - Rendering all the necessary contract management services.
 - Performing site supervision.
 - Facility management advisory services.



ASHGAR CITY

6th of October City, Cairo, Egypt

LOCATION:	6 th 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 6th of 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.
 - Providing an effective management plan over the construction process.
 - Contract management .
 - Claiming prevention and conflict resolution.
 - Coordinating and expediting 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:	6 th 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.
 - Providing 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.
 - Coordinating and expediting projects complete close-out process.



OAK PARK

6th of October City, Cairo, Egypt

LOCATION:	6 th 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 floors+rooftop.

- Pinnacle was engaged to provide variety of services that included:
- Complete project management services.
 - Efficient management of the project design process.
 - Providing 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.
 - Coordinating and expediting projects complete close-out process.



How To Reach Us

Visit Us At:
25 Misr Helwan Road, Zeiny Tower, Maadi, Cairo, Egypt
Tajreed Center, King Abdulaziz Road, As Sahafah, Ar Riyadh 13321

Call Us On:
+20 2380 6891

Visit Our Website:
www.pinnaclemisr.com

For Inquiries And General Information Please Email:
info@pinnaclemisr.com



