



## **Designs that enhance people's lives.**

“The core of a good design begins with master planning” said Sherif Aboutaleb, CEO of Starlight Developments. “It's not about how many blocks you can fit in one plot of land, but rather how we can change lives and inspire communities for the better” he added.

“That's the approach we choose to follow at Starlight Developments, bringing families together in picturesque communities that share a common zest for life. Integrity is essential in painting this picture and we have shown through our legacy that we have the heritage and expertise to achieve such ambitions” added Aboutaleb.

“Through design we can enhance lives by making them more comfortable, more beautiful and accordingly more valuable” said Mahmoud Baraka, Chairman of Starlight Developments.

“Our approach is all about improving living experiences by bringing out the best out of the location; taking into consideration the topography, the exterior facades, the interior plans, and everything in between” he added.

In Egypt, developers tend to overlook the impact that a good design can have, especially for a higher-end demographic. Which is why Starlight Developments is very invested in the research, design and development departments, listening carefully to our communities' needs and wants and responding with the right initiatives.

Masterfully planning a location is an art we highly cherish. At Katameya Coast, our Egypt North Coast project, the first thing we considered is that you cannot be by the sea and not “see the sea”. Accordingly, we've hand-picked an elevated plot of land to be able to build our project over 7 cascading platforms that allow for each home to have a clear and uninterrupted sea view. Then we zoned in on design, shifting our focus towards the buildings' facades, having to be wide enough to provide such views. We've even gone the extra mile, partnering with the highly acclaimed SAOTA international by introducing the first fully finished luxury villas with private beachfronts.

With primary homes, it's a different ballgame. We believe a home is a timeless asset that increases in value. At Katameya Creeks, we have borrowed the beautiful architectural grandeur of downtown Cairo with its classical flair, large windows, and spacious interior layouts, and added modern, progressive, and functional elements, creating beautiful neoclassical buildings that are guaranteed to appreciate over time” concluded Baraka.

“We cannot keep delivering what is already available. The world is changing and we have to adapt to the new norms, delivering our product to an affluent clientele consisting of avid travellers and worldwide property owners, and that's who we are proud to cater for” added Aboutaleb.

Starlight Developments is a design-driven developer with 4 projects under construction.

Katameya Coast Resort, North Coast. Katameya Creeks Residences, New Cairo. URBNK Commercial Space, New Cairo. Crystal Edition Resort, North Coast.