

# City Life

by TMG

Issue No.05 - September 2023

*Back to School!*

Stationery, Snacks  
& More

Let's Celebrate!

**OPIEN**  
**AIR Mall**

5<sup>th</sup> Anniversary



نشرة دورية توزع داخل مدينتي و الرحاب مجاناً

# OPEN AIR Mall

**Unforgettable  
SHOPPING  
& ENTERTAINMENT  
EXPERIENCE**

You will be **OPEN**  
for **MORE**



*Unlike traditional malls, Open Air Mall is simultaneously merging shopping, leisure, dining, and entertainment, creating a new trend of outdoor recreational spaces indulged by lush greenery, distinctive architecture, and water elements along with iconic indoor anchors, for an ultimate experience.*

Madinaty Gate 2



Open Air Mall

# City Life

**W**elcome back! If you are trying to settle back into your usual routine of back-to-school and back-to-work, our fall issue is crammed with fabulous tips and inspiration to ease the transition. We celebrate an important milestone in our community too, Open Air Mall has its 5th Anniversary. The dynamic, unmissable hub that we consider our second home has been delighting us, day in and day out, with the best in entertainment and leisure, unmatched dining, and shopping opportunities that rival anywhere around the globe for 5 whole years!

There is added fashion excitement with coverage of Fashion Fusion, a mega event that took over All Seasons Park. It buzzed with action, color, and creativity as it showcased the work of over 30 local fashion designers.

We have included everything you need to know about TMG communities, with insightful interviews, news, events, exhibitions, games, and quizzes, and all the practical information you need to make life flow smoothly. We meet with Phaedra El Masri, and have an inside peek into the filming of El Ameen Sefr, see how the ultimate smart city of the future is unfolding with Noor project updates, and meet two more residents of our community.

In this issue, we explore tech, lifestyle, and wellbeing, and have come up with some fun fashion to keep you cozy as the weather starts to cool. And, we tickle your taste buds with some treats for your lunch box, as well as easy recipes for weekday meals.

Showcasing more of the talent in our TMG communities, we meet up-and-coming young writer, Jodie Ahmed Farouk, who has just published her first book. We also learn more about the valuable role TMG plays in the community in an interview with ElShaimaa El Banna, as she tells us about Metwally El Sharawy School.

Once again, we invite you to share your news and achievements, as well as your suggestions for topics that will benefit our residents. Your thoughts and milestones are important to us.

City Life is created for our diverse, multinational TMG communities, to entertain and inform you. We wish you and your loved ones a great start to the new season, packed with great times and great friends.

*CityLife Team*

**Citylife@tmg.com.eg**

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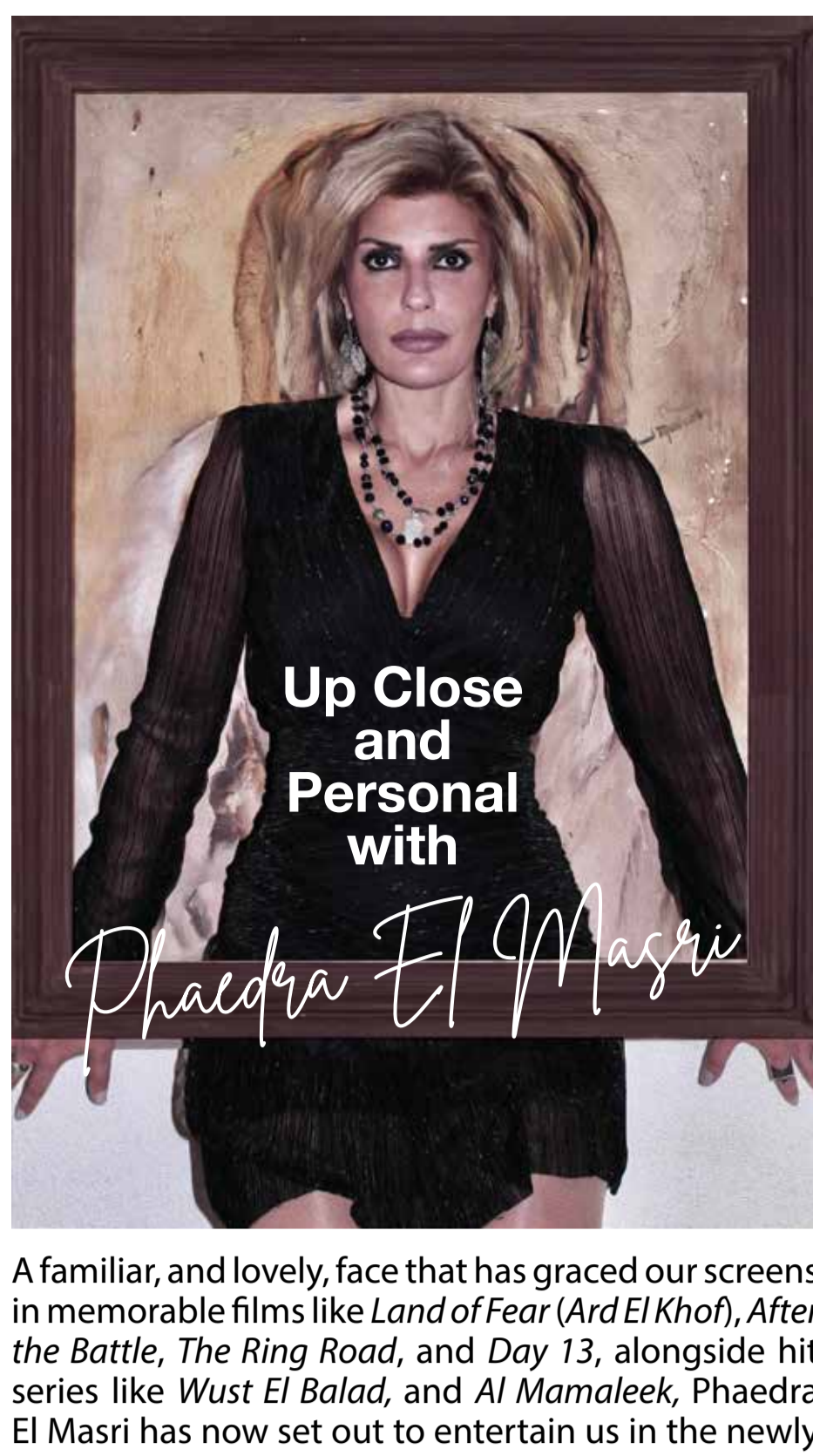


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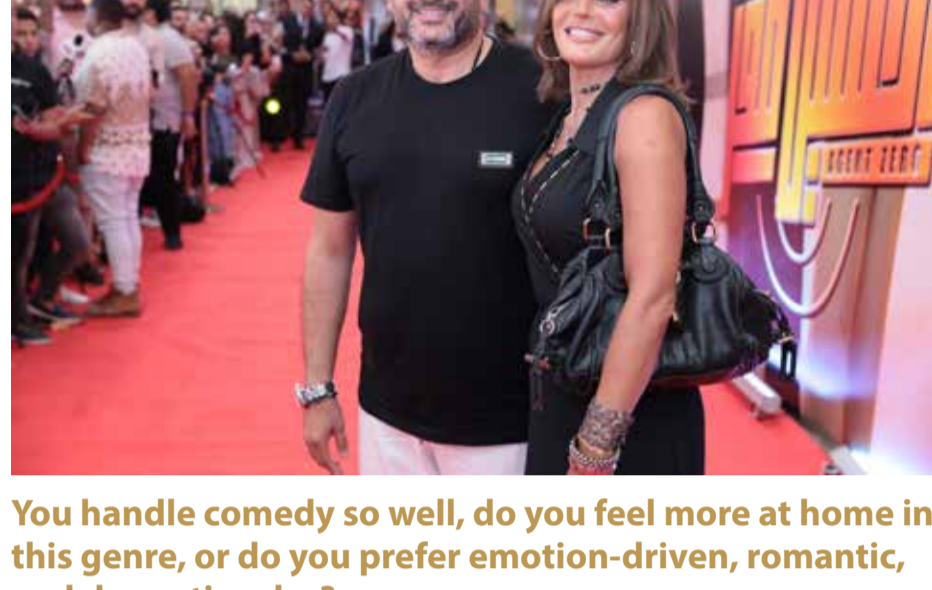
A familiar, and lovely, face that has graced our screens in memorable films like *Land of Fear (Ard El Khof)*, *After the Battle*, *The Ring Road*, and *Day 13*, alongside hit series like *Wust El Balad*, and *Al Mamaleek*, Phaedra El Masri has now set out to entertain us in the newly released comedy *El Ameel Sefr*. We catch up with her to get the full story.

**How would you describe the experience of filming *El Ameel Sefr* with such a talented cast of co-stars?**

The filming of *El Ameel Sefr* was a lot of fun. We had a great time on set working with all of the actors, as we are individually extremely talented, so the collaboration was literally made in heaven. We really appreciated each other and loved hanging around together, the entire cast, and the crew. We loved acting together. It's an experience I will not forget any time soon, and I hope we have more like it.

**There must have been a few memorable, unscripted moments. What sticks in your memory?**

There are a lot of moments in the film that stick in the memory. Basically, the whole film was us hanging out, joking, and having fun, so every scene has a memory.



**You handle comedy so well, do you feel more at home in this genre, or do you prefer emotion-driven, romantic, and dramatic roles?**

I enjoy doing comedy very much. It's not that I feel more at home in the genre, I just enjoy it. I enjoy all genres when the film is well-written. It's all about the writing and the cast you are working with. I enjoy working with talent.

**We know that you are multi-talented, and work as a director as well. How did this come about?**

I love the industry, so learned to work in many professions within it. I wanted to direct, so I made a point of learning to. Acting actually came as a coincidence, but directing and art directing were planned. Knowing all that, wearing so many hats in this field, gives you a deeper understanding and better knowledge. It makes you more aware as an artist of what's going on both on set and behind the scenes. When you understand what is going on in the kitchen, it adds to your acting.

**Have your studies in fashion and design been an asset in your acting career?**

It has contributed greatly to my acting. The role you play is defined in many ways by the setting and the background. You think about the person's background, and how they would dress. You have to dress the character in dramatic accordance and relevance. Fashion design definitely has factored into my understanding of characters.



**Looking back, who has been an important mentor and inspiration as your career took off?**

Looking back, and up until now, my mother, and the director Daoud Abdel Sayed.

**What advice would you give to young hopefuls entering the world of acting?**

To all the hopefuls entering the world of acting, please make sure you are talented. Please make sure you are not in it for the fame or the money. I know money is important, this is how we make our living. But you will not make money or become truly famous and sustain a career unless you are talented. You have to keep at it and not give up. The field is competitive, so you have to be very good and stand out.

**What do you have coming up in the pipeline?**

There's a film in the pipeline, it's being written and I can't really discuss it in detail right now. As soon as the writing is done and we have a full project, I will announce it to the media.

**Acting and directing aside, what is the biggest passion in your life?**

Art aside, the biggest passion in my life is animal rights. I think that animals are under-represented in this region, and I think they should have more rights, and be protected and understood. I love them, and this is my biggest passion outside my career.

**Do you have any community initiatives that you like to support?**

We must also speak about women's rights, equal opportunity, and creative license. These are things I support in the present time.

**What advantages are there to living in a gated community for anyone in the public eye?**

Living in a gated community, for me, gives security, anonymity, and privacy. There's a feeling of belonging because you know who most of the people living around you are. It's a very contained society, and I am not much of an extrovert, so it caters to my introverted needs.



*Quickfire round:*

**How many pets?** I can't count them!

**Coffee or tea?** Coffee

**Early riser or late sleeper?** Early riser

**Favorite cuisine?** Arabic cuisine

**Mountains or sea?** Both

**Best way to relax?** By the water, in nature

**Favorite perfume?** Miss Dior by Dior

**Best advice you have ever been given?**

Never give up

# Fall

# FASHION

Suede Leggings - **MANGO**

Cotton Twill Trenchcoat - **H&M**



Chunky Leather Shoes with Toecap Detail - **ZARA**



Double-breasted Bouclé Coat - **DESIGUAL**

Faux Leather Leggings - **MANGO**

Iridescent Long Dress with Belt - **MASSIMO DUTTI**

Long Black V-Neck Ribbed Dress - **MASSIMO DUTTI**

Perforated Sleeves Eco Leather Biker Jacket - **ARMANI**

# Gen



Leather-Effect Wallet Smartphone Pouch - **DESIGUAL**

WAXED LEATHER COWBOY ANKLE BOOTS - **ZARA**



Licensed Barbie T-Shirt - **STRADIVARIUS**



Studded Platform Sneakers - **DESIGUAL**

Cape-Style Sweater in a Wool and Cashmere Blend - **MASSIMO DUTTI**



Marbled Pullover - **DESIGUAL**



XL Multi-Position Backpack - **DESIGUAL**

# Men FASHION



Lightweight Saharian Jacket with Pockets - **MANGO**



Grey Denim Jacket - **PULL AND BEAR**



Charcoal Gray Textured Knit Crew Neck Sweater with a Round Neck - **MASSIMO DUTTI**



Cotton Zip-Up Cardigan - **MASSIMO DUTTI**

Regular Fit Ripstop Cargo Joggers



# Gen



Cargo Parachute Trousers - **ZARA**



Felt Texture Bomber Jacket with Tiger - **ZARA**



Rubberised Explorer Backpack - **ZARA**



# Keeping it Natural

Spring is all about keeping your look as fresh and natural as possible. A healthy glow with well-hydrated radiant skin, and sparkling eyes. Our pick of great products will work wonders!

## Maquillage Perfecting Concealer & Blender (Warm Light) - DERMATIQUE

Hide those dark spots and even out your skin tone.



## Miracle Face Serum - RAW AFRICAN

Hydrates and moisturizes the skin, improving elasticity and improves skin tone.



## Extra Lashes Mascara with Argan Oil - LUNA

The rich nutrient Argan Oil strengthens lashes while encouraging growth.



## Moon Kiss Shimmering Lotion - RAW AFRICAN

Its lightweight, fast-absorbing formula provides your skin with essential oils and minerals that completely hydrate the skin, leaving a glowing, velvety finish.

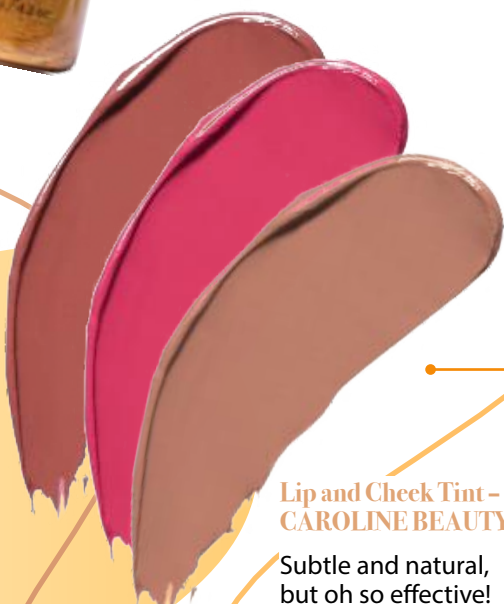


## Ultra fine eye shadow with a silky texture -LUNA



## Lip and Cheek Tint - CAROLINE BEAUTY

Subtle and natural, but oh so effective!



# Recovery Mode for Skin and Hair

Has your summer vacation left you feeling gloriously relaxed and de-stressed? While you may feel refreshed and ready to get back to work, the odds are that your skin and hair are not. Give them a pick-me-up with these top-notch products, and restore your natural sparkle.

Emollient Hand and Heel Glycerin Cream - LUNA



Plumfizzle Nurturing & Moisturizing Lip Balm - LAQUEO



Daily Dose Vitamin E Infused Lip Lacquer - LAQUEO



## Beauty



Anti-aging Wonder Cream - MERAKI



Hyaluronic Acid Night Cream - EVA COSMETICS

## Hair

Hair Mask Pouch with Aloe Vera & Silk Proteins - EVA



Hair Clinic Curls Leave-In Cream - EVA



The Indian Recipe for Hair Loss and Thinning - SOURCE BEAUTY

Hair Affair Hair Nutrition - NORSHEK



# OPEN AIR Mall

## Celebrates its

# 5th Anniversary

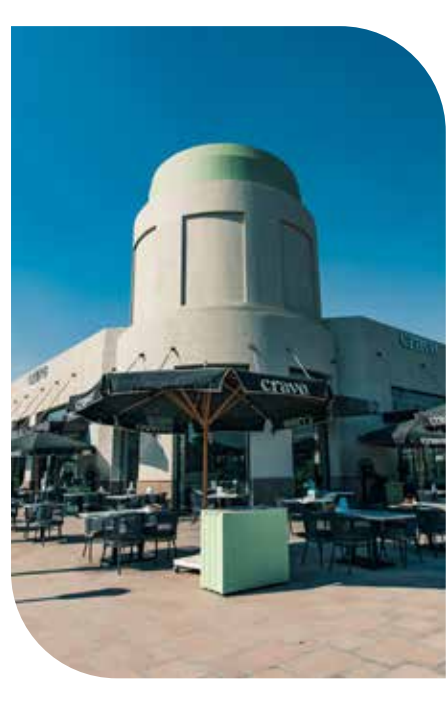
**Five glorious years of exceptional dining, outstanding shopping, adrenalin-boosting entertainment, and a vibrant energy that draws visitors from near and afar.**



Envisioned and developed by Talaat Moustafa Group, Open Air Mall has taken its place as an iconic presence on the East side of town, becoming an integral part of life in the community. With eight different themed buildings spread over an area of 404,000 m<sup>2</sup>, overlooking a beautifully landscaped central area, surrounded by fountains and water features extending over 6,000 m<sup>2</sup> of artificial lakes, it has become a destination in itself. Easily accessible, with convenient, multiple access and exit points, and with over 6000 parking slots, the mall has become a hub where friends can gather, families can relax, and shopaholics can browse to their hearts' content.

### EVENTS GALORE

At the heart of the action, Open Air Mall reaches deep into the community by playing host to important events like Shop & Win competition, Ramadan decorations, and the Madinaty Half Marathon. There is much more in the pipeline, so stay posted by following the social media platforms!



### AMBIANCE AND STYLISH DESIGN

True to its name, Open Air Mall boasts a fresh environment, bathed with light, where the interior and outdoor spaces seamlessly flow to offer the ultimate in retail and leisure attractions. Wherever the eye falls, there is a charming view, lush with greenery, alive with color, and chic design. Each building has its own unique identity.

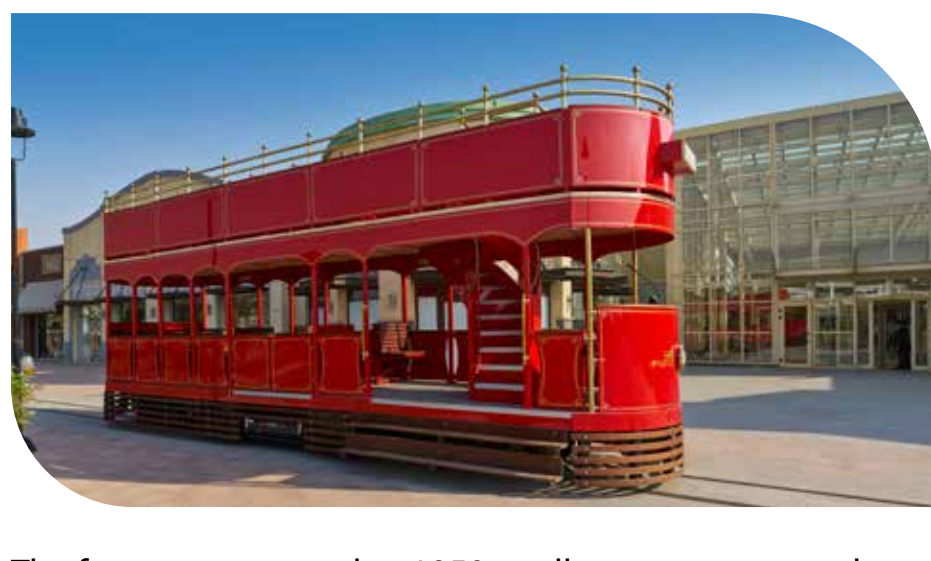
### UNPARALLELED SHOPPING EXPERIENCES

For something specific, or just a spot of retail therapy, Open Air Mall has been offering an exceptional choice of top international and local brands, including all the luxury names you love for five fashion-packed years. Looking for outfits that express the unique you? With the world's top fashion labels right on your doorstep, showcasing the latest in global trends, you can create your own signature style. Well-established as the 'go to' place to find the perfect outfit, accessory, eyewear, or stylish home décor item, every week you can find new additions to the already amazing selection of goods and fashions, making each visit a fresh experience. And when you need a little light refreshment, try one of the many cafes conveniently dotted around amongst the relaxing landscaped corners.



### EXPERIENCE A SAN FRANCISCO TRAM RIDE

With so much to see and do, it may seem impossible to cover enough in a few hours. But the exciting and convenient solution is to travel by an instantly recognizable San Francisco-styled tram from one spot to the next. Why not experience a first in Egypt?



The four trams created as 1950s trolley streetcars travel along the mall's promenade, connecting the different buildings in fun-filled rides for shoppers and visitors. Visitors to San Francisco know the cable car system as an icon of the city of San Francisco. Of the 23 cable car lines established between 1873 and 1890, only three remain.

A popular attraction for tourists, San Francisco's trams offer amazing views, and link some of the places essential to any tour of the city. Now Open Air Mall offers the same thrill and makes shopping and recreation a relaxing, entertaining experience for the whole family.





## FIRST INTEGRATED SMART CITY



CONSTRUCTION REAL PHOTOS

What started as a vision is now a tangible reality. Creating a new paradigm for sustainable development, Noor is steadily taking shape as Egypt's first integrated smart city. Soon to become an environmentally-friendly home to tens of thousands, with digitally futuristic modules supporting every element of life, Noor provides diverse housing options, with sympathetic architecture seamlessly integrated into the biophilic ambiance. From ergonomic apartments to meticulously designed villas, prioritizing energy efficiency, and thermal comfort, all are powered by emerging technologies and ubiquitous WiFi connectivity to meet the lifestyle aspirations of future residents, Noor is creating a benchmark for sustainable living.



Set on an awe-inspiring 5000 acres, Noor covers a prime location straddling the expanse between Talaat Mustafa Group's iconic Al Rehab and Madinaty communities and New Capital City, allowing seamless access to key destinations in all directions.

Construction commenced in 2021, with the projected completion date for Phase 1 being June 2026.

### EXPERTISE AND SEAMLESS PLANNING

Following the completion of the planning phase, led by Perkins Eastman, Sasaki, BCG, and SWA, the master plan of the integrated development is evolving into dynamic construction mode, with the land having been cleared, leveled, and prepared for construction implementation. The installation of roads, utilities, and essential services, such as water supply, sewerage, electricity, and telecommunication, is well underway, taking into consideration the need to integrate infrastructure design with the natural features of the site for long-term sustainability.



Multiple residential buildings are being constructed simultaneously, offering a variety of housing options with contemporary designs that enjoy convenient access to myriad outdoor spaces.

Keeping pace with the brisk residential construction, commercial buildings, such as shopping malls, retail outlets, and office spaces, are being developed to provide a vibrant hub within the city. Enhancing the ethos of livability within the city, the carefully considered design incorporates green spaces and a network of streets for pedestrian-friendly accessibility.

Parks, green spaces, community centers, and sports facilities with sporting and social clubs are vital components within Noor, creating a well-rounded living environment for a balanced and cohesive lifestyle. The landscape design incorporates efficient water management to support the abundance of foliage, including many native species, which serve to delight the senses while maintaining an enviable level of air purity.

Balancing the residential and commercial facilities in Noor, necessary amenities, such as schools, hospitals, mosques, and other community facilities, are being built to serve the residents' needs. Easily accessible, they are strategically located to facilitate the convenient lifestyle Noor encapsulates.

### FROM PAPER TO REALITY

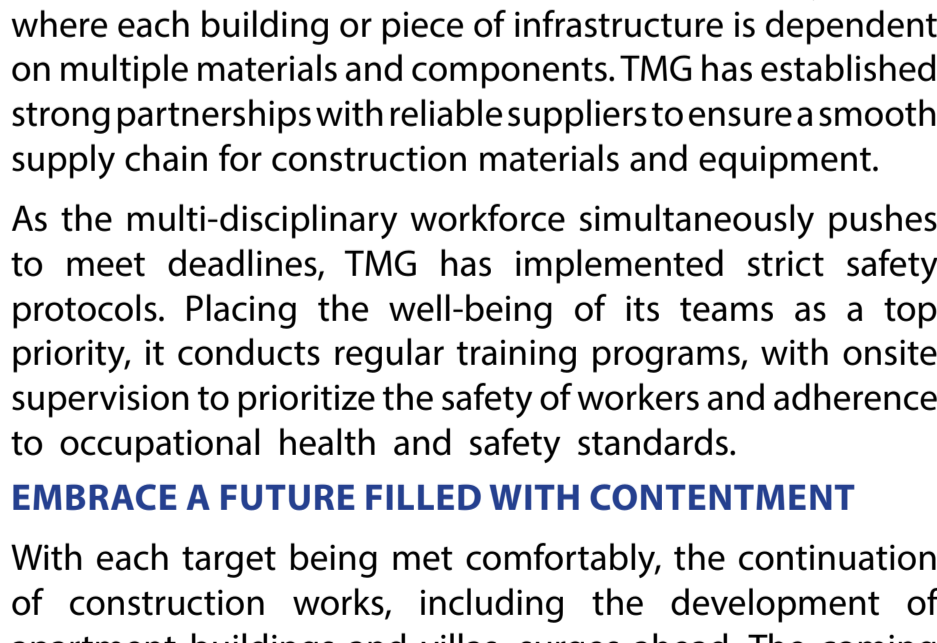
Each stage in the project celebrates a pivotal point in Noor's journey to completion. The completion of the planning phase, including a detailed master plan, initiated a precise, expertly coordinated, and synchronized symphony of teamwork. Commencement of construction works, including excavation and foundation work, and the development of dedicated zones for apartment buildings and villas is taking place, alongside the implementation of sustainable infrastructure and measures to reduce energy consumption.



Enhancing the environmental credentials of Noor, there is visible progress in creating the green loop and the ecological spine which will provide sufficient photosynthesis to maintain optimum air quality.

### QUALITY IS IN THE DETAIL

The attention to detail, checks and re-checks, and stringent application of methods and materials that result in a safe, enduring, high-functioning urban community. In all aspects of construction, adherence by the experienced workforce to the highest international standards of quality is considered paramount, with tight controls and oversight at every phase.



Staying true to Noor's concept and vision, innovative and sustainable design elements are integrated into the project at every level. The highly skilled technical team is tasked with ensuring the seamless integration of technology and smart city features into all facets of the city.

TMG has a dedicated team to handle all regulatory requirements efficiently and ensure timely approvals, in order to conform to the detailed work schedule and avoid delays.

Another challenge lies in logistics and the supply chain, where each building or piece of infrastructure is dependent on multiple materials and components. TMG has established strong partnerships with reliable suppliers to ensure a smooth supply chain for construction materials and equipment.

As the multi-disciplinary workforce simultaneously pushes to meet deadlines, TMG has implemented strict safety protocols. Placing the well-being of its teams as a top priority, it conducts regular training programs, with onsite supervision to prioritize the safety of workers and adherence to occupational health and safety standards.

### EMBRACE A FUTURE FILLED WITH CONTENTMENT

With each target being met comfortably, the continuation of construction works, including the development of apartment buildings and villas, surges ahead. The coming period will see further advancement of the green loop and ecological spine.

As each area takes shape, alongside the visible beauty that is unfolding, the integration of technology and smart city features, including seamless access for all residents is being put in place. Sustainable and healthy transportation options are embedded in the master plan, with walking, biking, and shared mobility systems.

The integration of native species into the landscaping is just an element in Noor's commitment to the creation of a sustainable infrastructure that incorporates natural features and resources as a part of its long-term vision.

Meeting its goals, and poised for the next exciting construction stages, Noor is emerging from the pristine desert, on track to receive the homeowners shaping the lifestyle of the future.



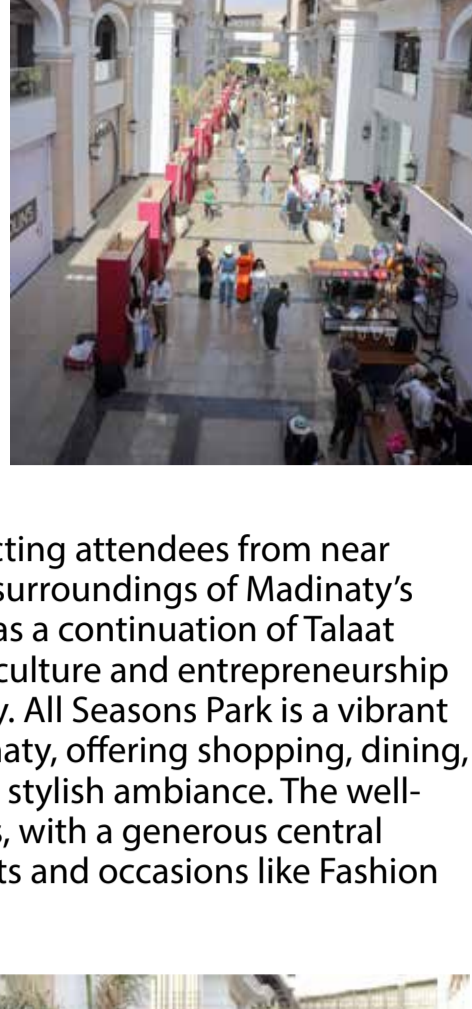
# LOCAL FASHION STARS AT MADINATY



## All Seasons Park Hosts Fashion Fusion

An Event to Remember

It's no secret that Egyptian designers have been capturing an increasing share of the limelight, popping up on catwalks and red carpets, and quite a few celebrity parties around the globe. Recently, women's business support hub and event organizer Entreprenelle put together an impressive two days of talks, inspiration, fashion, and activations, showcasing Egyptian designers and attracting attendees from near and far. Held in the stunning surroundings of Madinaty's All Seasons Park, the event was a continuation of Talaat Moustafa Group's support of culture and entrepreneurship within the greater community. All Seasons Park is a vibrant yet elegant addition to Madinaty, offering shopping, dining, and relaxation areas in a cool, stylish ambiance. The well-planned lanes and courtyards, with a generous central square, make it ideal for events and occasions like Fashion Fusion.

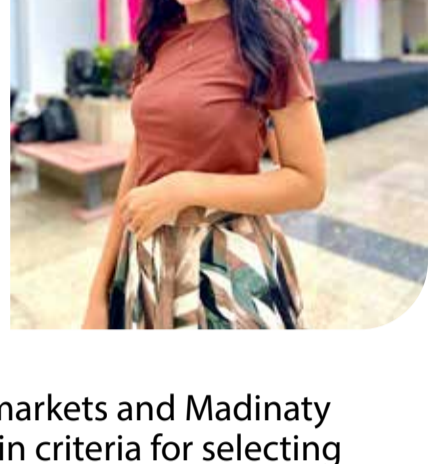


Prominent figures from within the industry shared their experience and insights, serving to encourage promising young talents, and established and up-and-coming design brands had their latest creations on display, showing just how many giant strides Egyptian fashion has made in recent years.

*City Life* was there, getting the inside story from guest speakers, exhibitors, and the organizers.

First up, **Aya Saad** explained the story behind the event, and how it fitted into the Entreprenelle mission.

"Entreprenelle is always excited to enter new communities and different communities like Madinaty, with the main objective of supporting local fashion brands. We have worked on this concept many times, and Madinaty seemed like a good place for us to enter this concept. Local fashion brands need more acquisitions in new markets and Madinaty is a perfect place for this. My main criteria for selecting exhibitors was local brands, all manufactured completely in Egypt. Another was to focus on fashion brands mainly, suiting the target audience that is in Madinaty.



The planning process for this event took approximately 7 to 8 months. Popping ideas, non-stop working, team marketing, operations, financials, and logistics. It is a long process, but hard work pays off. The event today is taking shape with an identity that is very nice, everyone is happy with it, and we achieved the main objective of supporting local brands."

**Mohamed El Samman**, Owner and Managing Director of Longe Black and Lxias Board Member, is well known as a driving force in local fashion, and he spoke at length about its potential for growth.

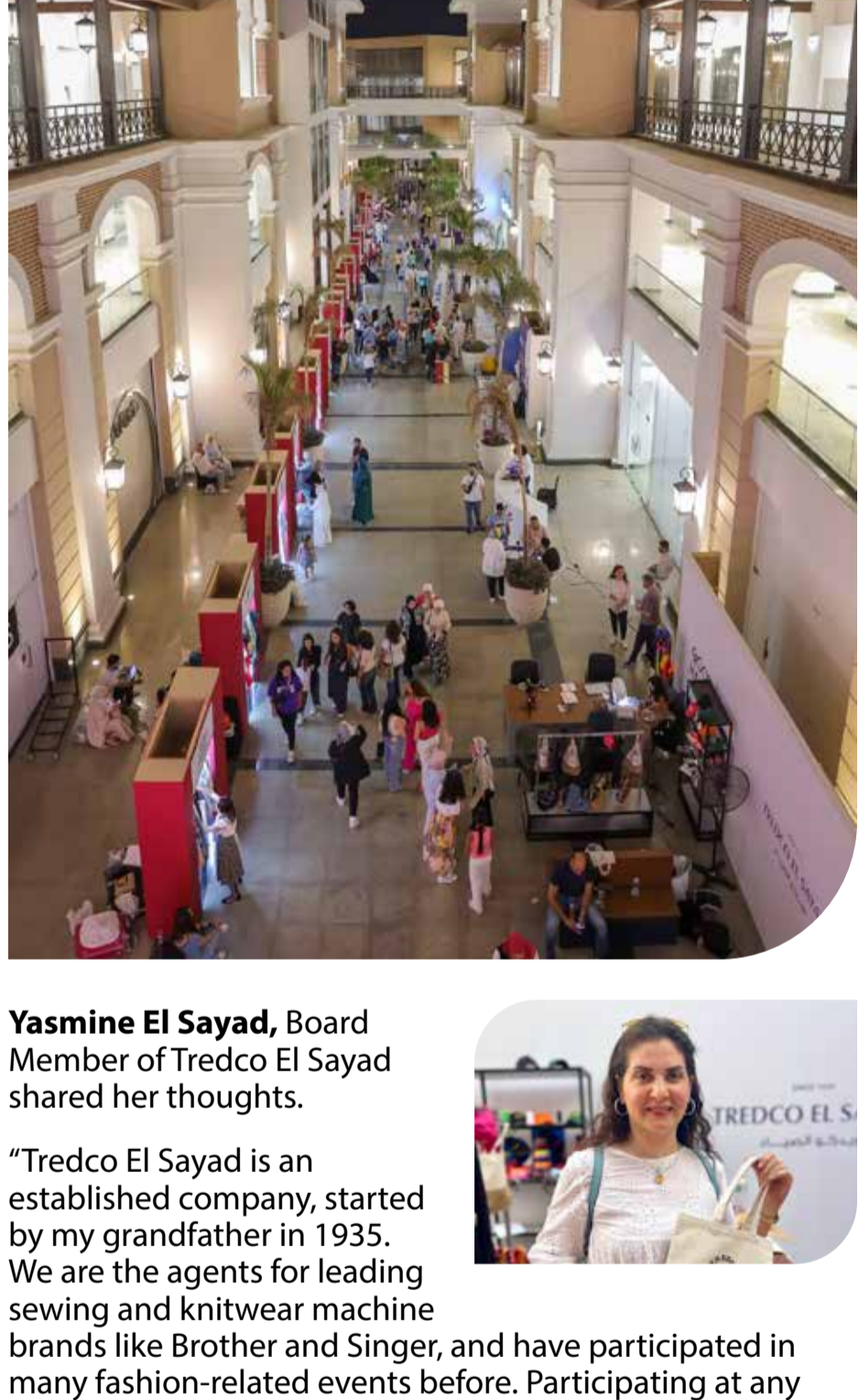


"The idea behind today's event is that people today are starting to understand the importance of empowering local talents and improving the quality of production. Having a developer like Talaat Mostafa Group supporting this, and an entity like Entreprenelle trying to really push people to have a background education through the mentors and instructors that they offer, as well as do the networking for them to come up with unique local products, this is a huge success.

To me, this is a golden era, the perfect time for local brands to rise. We need to support, empower, and give local talents an opportunity to grow. I always say 'Competition creates norm'. When there is a lot of competition in the Egyptian market, brands improve their quality, and over the years this creates a good name for the Egyptian fashion industry. I'm glad that we are one of the few people who are introducing a support system and providing word of mouth for these rising brands. This is very important."

Fashion business consultant **Dr. Ghadir Alagabany** was enthusiastic about the concept and choice of location.

"Madinaty is a wonderful place for launching fashion, and a *medina* in itself, it is so big, and new, and is a fantastic venue that will attract everyone from the surrounding area. Fashion Fusion is very special because of Entreprenelle. In Egypt we don't have enough large fashion events, so being in Madinaty allows the public to attend, along with fashion executives, and designers. Although the local fashion market is growing very well, it is still relatively untouched and unexplored, but we are going on the right track. Congratulations on such a launch!

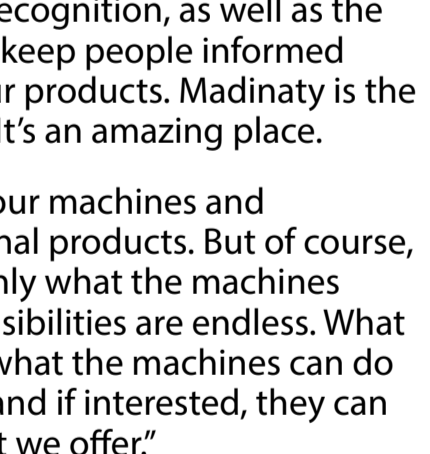


**Yasmine El Sayad**, Board Member of Tredco El Sayad shared her thoughts.

"Tredco El Sayad is an established company, started by my grandfather in 1935. We are the agents for leading sewing and knitwear machine brands like Brother and Singer, and have participated in many fashion-related events before. Participating at any event is always good for brand recognition, as well as the traffic on the booth. It's good to keep people informed about your brand name and your products. Madinaty is the perfect place for such an event. It's an amazing place.

At our booth we are displaying our machines and showcasing their features and final products. But of course, the features displayed are not only what the machines offer. With our machines the possibilities are endless. What is displayed are just samples of what the machines can do so that people can have a look, and if interested, they can attend the machine training that we offer."

**Safy Salama**, local representative and sales consultant for Brother in the MENA region added, "Madinaty is a very good location, it is very promising. We are delighted to be a part of such an event, to collect ideas, listen, and learn more about the market, what's new, and what we can do to improve our products and services. It's a very useful event and we hope to become a part of it every year"



We caught up with **Reham**, founder of Maison Reham to have her thoughts.

"This is the second time I have taken part in such an event, and Fashion Fusion is very well organized. I love the spirit and the arrangement of the exhibitors' section, it is good to be a part of something so exciting. My brand design style is trendy, and casual chic, and events like this are very important for brand positioning. Egyptian brands are having a much stronger impact now in the local market, as they offer very good finishing and quality."



Founder and creative director **Fatma Sharmy** of TLG (The Lace Garment) told us she has been in the industry for around five years, and takes part in events nearly every month.

"With our designs, we like to play with colors, and prints as well. It is about feeling good, our styles are modest, and our prints give positive messages and positive vibes. Fashion Fusion is more about exposing the brand, rather than direct selling, and what makes it extra interesting is the talks from the speakers. This event has given us good exposure for the young set in Madinaty."



Looking at the success of Fashion Fusion at Madinaty's All Seasons Park, Entreprenelle has its sights set on future opportunities to boost local entrepreneurs, and we can't wait.



# From KSA to Madinaty



## Mrs. Rana Abou Shanab and Her Family

Each summer brings a special mood to Madinaty as seasonal residents join the thriving community for the vacation period. We caught up with Mrs Rana Abou Shanab and her family to find out what they love so much about the lifestyle, facilities, and friendly ambiance.



### What inspired you to choose Madinaty for your summer vacation home?

I am Jordanian, but we live in Saudi Arabia for most of the year. We adore spending two to three months each summer in the apartment we bought in Madinaty. Our three children, my daughter, Rimas, 18, and my two boys Yousef and Saif, 14 and 8, love it here and find so much to do. I have seen all of Cairo, but chose TMG for its exceptional services, and Madinaty, as it offers everything.

### What are the features of Madinaty that make it such a good place to live?

Importantly, the services and security are excellent, so we always feel very safe and comfortable here. Everything is well organized, with a system in place. A special mention to the security team, who are extremely helpful, and always available on a 24-hour basis if you need anything. Madinaty has beautiful landscaping with well-tended gardens, along with wide roads and open spaces, making it a lovely place to be at any time of day.

Everything is available, shops and restaurants deliver, and we rarely need to use a car. Each cluster has a small supermarket with fruit, vegetables, and a butchery, along with other essentials, which are practical and convenient.

### How do you and your family spend your days in Madinaty? What are your favorite activities?

Our children and I love spending time in the sporting clubs, they are very clean and well-managed, making it a pleasure to spend time there. Our children play football at Liverpool Academy, and also go for swimming sessions, so they make good use of the facilities.

### Where is your favorite spot in Madinaty to unwind, relax, and spend time with friends?

Open Air Mall is very nice, especially with open-air restaurants on the lake. The atmosphere is lovely at night, with such a large, open space, and the arrangement of the shops and restaurants is comparable to anywhere around the world.

### Would you recommend Madinaty to others looking for a home in Cairo?

Definitely. We always recommend Madinaty as an ideal summer home destination, and we have a Syrian friend who is now seriously considering buying an apartment or villa here as well. When we persuaded a Jordanian friend to come and spend a few days here, she was so impressed that she is looking at buying a nice home for her summers as well.

Rimas was happy to share her thoughts:

### How do you spend your time?

I wake up early and make a double shot of espresso first thing in the morning, then I read on the balcony for several hours or watch a film. Of course, most days we go to Open Air Mall, a favorite hangout spot of ours. And then I'll fall into bed between 10 pm and 1 am.

### Do you have a favorite sport or hobby?

I love spending my free time reading, learning, and drawing. I'm not the athletic type, so I admit I don't like playing sports very much, but I do love watching Formula 1, and more recently, tennis matches.

### Where do you like to meet up with friends?

We mostly meet at Open Air Mall because of the wide variety of activities and dining options available there. The weather in the evening is just lovely.

### Do you enjoy browsing around the malls? What type of shops do you enjoy most?

I enjoy shopping here over anywhere else. The variety, selection, and prices are much better here overall, and I love browsing in the bookstores.

### Do you have a favorite food, and do you find it easily in Madinaty?

Overall, I am a picky eater, with a very specific food palate and several dietary restrictions, but I find that most of my favorites are easily accessible in Madinaty.

### Would you recommend Madinaty to friends as a vacation spot?

Yes, I would tell them that it's a lovely place for summer because of the plethora of easily accessible activities that people of all ages can enjoy. Even if you do not have a car or any means of transportation, there's a lovely walkway in every single block that is lit up with lampposts and embellished with gorgeous flowers.

Yousef gives us the Gen Z perspective:



### Is it easy to make new friends in Madinaty? What nationalities friends do you have here?

It's really easy to make friends in Madinaty, when you are playing outside in the garden areas, or with your teammates at football lessons. Most of my friends are Egyptian and Syrian.

### Do you have a favorite sport or creative hobby? Do you take lessons or coaching in Madinaty?

I have a gym membership at Madinaty Sporting Club, and also have football coaching at Liverpool Academy, with very professional coaches.

### Where do you like to relax with friends?

I enjoy hanging out with my friends at Open Air Mall, as it has a great atmosphere, lots of shops, and plenty to do and look at.

### Do you have a favorite food, and do you find it easily in Madinaty?

My favorite food is chicken nuggets, and they are really easy to find, absolutely everywhere.

### What are the things that you like most about spending summer in Madinaty?

My favorite time is when the weather is really nice in the evenings, then I go to my sporting club for the gym and my football, or get together with friends at Open Air Mall.

### Would you tell friends that it is a great place for a vacation, and why?

Yes, absolutely. I would tell my friends that the community is nice, everyone is friendly, the sporting club is good and the weather is great. You can find everything you need close by as well.



# Meet **Dr. Fouad El Sherbini**



Talented director Dr. Fouad El Sherbini has been a Madinaty resident since 2018, and has become a well-known member of the community through his Cinematics Club. *City Life* caught up with him to learn more about his story, what inspires him, and what he loves about life in Madinaty.

## **Dr. Fouad, what first drew you to the world of film and directing?**

When I first entered university I didn't know whether I wanted to be a director or a producer. I used to work as a DJ when I was a 14-year-old kid, which drove me to join an artistic university.

In my first year of study, I was nominated to take part as an actor in a university play, and from there, I liked the idea of being a director. I started making my own films during my second year, and I started teaching acting for the first time as well. In time, I found myself involved in everything in the location, and this helped me understand the work of all the crew.



## **Where did you study?**

I have a Bachelor's degree from Modern Sciences and Arts University, a Bachelor's degree from Middlesex University London, a Diploma degree from The Hollywood Film Institute USA, and a Doctoral degree from Cambridge in the UK. This has culminated in a successful career, leading to my becoming a Member of the Chamber of the Cinema Industry and a Member of the Cinema Professions Syndicate, Chairman of Cinematics Company for Film Production, Workshops, and Film Festivals, and General Supervisor and Founder of the Cinematics Film Festival.

## **When did you launch the Cinematics Club in Madinaty, and how did the idea come about?**

In 2023, I started the Cinematics Workshop at Madinaty Golf Club. I met with People in charge or sth of that sort, to explore the identity of Madinaty as being the place that it has it all. This idea enhances the field of cinema in the city for the residents, as well as adding to Madinaty's outstanding facilities.



## **What can you tell us about the workshops and festivals?**

Cinematics has talented, experienced instructors in filmmaking, acting, screenwriting, directing, cinematography workshops, and more. We are also planning to create the second edition of Cinematics Film Festival in Madinaty to help the talents in Madinaty to show their skills. The first edition of the festival was under the supervision of the Cinema Profession Syndicate and the Ministry of Culture Sector of Fine Arts.

## **How important are culture, media, and the arts to a community, both as a form of self-expression and as something to draw people together?**

Media and cinema always have a hidden message for the audience, which works on the subliminal consciousness of the viewer, either visual or audio. It's important to understand this powerful tool, as it is a tool for affecting and manipulating the minds of communities and even countries as a whole in a positive or negative way.

## **What makes Madinaty such a good place to live and work?**

Madinaty has a lot of green areas with no pollution, harmonious architecture, and landscaping, which give a sense of calm, allowing artists to have good creativity. Having every facility inside Madinaty adds to the convenience.

## **How has the community responded to having the chance to develop acting, photographic and film editing skills so readily available?**

I found a lot of people very interested in having the workshops and cinema industry within easy reach.

## **Have you used Madinaty as a setting for any of your work?**

Yes, an important scene in my last film was at a clinic in the Medical Center.





# Transform Your Life with **Radiance** **Medical Center**

Offering a diverse range of aesthetic treatments and procedures, Radiance Medical Center can now be found in Gateway Mall Building A, in Al Rehab. To find out more about the world-class services available, we caught up with Eng. Mohamed Abo Ahmed, the clinic owner and director.

## **When did Radiance Medical Center first open?**

Radiance Medical Center has been providing the latest in beauty treatments and procedures since 2017, and we are delighted to be able to now offer these in a convenient location in the heart of Al Rehab.

## **What treatments and services do you offer, and what benefits do they offer?**

We offer quality cosmetic and aesthetic services, including Botox, Fillers, Face and Neck Thread-lifts, Plasmage, LipoSculpture, PRP solutions, Tummy Tucks, Meso Therapy, and Breast Surgery. Our Laser Clinic services include laser hair removal and fractional laser, convenient procedures that can be carried out in a lunch break without disturbing your day. Radiance Aesthetic Gynecology restores strength and tone to delicate areas, boosting confidence and feminine health.

Our dermatology skills cover skin rejuvenation peeling, along with in-depth consultation services for individualized treatment programs. Working holistically, our full-fledged nutrition and diet programs are customized to suit you and your lifestyle. We offer Online Diets, 6 Weeks Program, Body Reshaping Devices, and much more.

Radiance Medical Center has a highly-skilled team of around 80 doctors, technicians, and nurses, all trained in the latest technology and procedures.

## **What are the newest treatments and procedures that people are interested in?**

There is increased demand for Aesthetic Gynecology, Thread Face Lifting, and fat transfer procedures.

We have received great feedback from the community, about the quality of our services, and the convenience of having such a wide range available right at hand within Al Rehab. We are dedicated to staying abreast of the latest international updates in our field, so our customers will benefit from having the best available, within a few minutes from their homes.

- **Gateway Mall**, Building A, First Floor – Al Rehab

**Tel:** 02 2120 0670 – 0105 020 0600

- **Medical Center 1** – South Park, Madinaty

**Tel:** 0111 660 3186

- **Arabella Plaza Mall**

**Facebook:** Radiance.Madinaty.Egy



# Burrrnn



# Out



**Book your next vacation.** A less drastic option than the one above, this may be all that is required to lift your spirits since you will immediately have something to look forward to. Try not to make your next vacation too far into the future either. Frighteningly, many people don't even take their full vacation allowance for fear of falling behind on their work, but getting into a cycle where you rarely, or never, take time off is bad for your physical and mental health. Taking lots of short vacations could be the answer since a study published in the *Journal of Happiness Studies* suggests that short vacations are possibly better than long ones. In fact, benefits to health and wellbeing can be felt as early as two days into a break.



**Set yourself some positive, out-of-work goals.** Vacations can be a good time to reflect on what else you want from life – in addition to a thriving career, of course. Too often, we are so focused on achieving career goals that we neglect the other things that

matter to us in life, such as spending time with family and friends, indulging in our hobbies, traveling for pleasure, and learning new skills or languages. Coming back to the workplace after a break is a good opportunity to reset your priorities and set some new goals for the months ahead. The caveat is that these need to be positive goals that help to bring the joy back into your life, rather than punishing targets that only compound your back-to-work misery.

**Meet up with someone you haven't seen for a while.** It could be a former colleague or a long-lost friend, but it should be someone whom you enjoy spending time with. Catching up with people you haven't seen for a while can be a source of pleasure and it can also help to bring a fresh perspective to your life. Part of the dread associated with going back to work is linked to routine. Seeing someone you don't normally see is a way to break that routine and feel that you are doing something different.



**Maintain your quality downtime.** This is the advice of Royston Guest, CEO of Pti Worldwide, a global consultancy and training company, and author of the book, *RISE: Start Living the Life You Were Meant to Lead*. After a vacation, we all too easily switch back to all the bad habits that we had before – for example, being

wedded to our devices and staying 'always on' 24/7. He says: "When you're not working, and it's your 'downtime', switch off phones, tablets, and laptops. Seeing a flashing red light on your phone reporting a new email message is not going to help you switch off."

*Forbes* reassures us, "It's natural to undergo a period of adjustment when returning to work – especially if you have had a particularly good vacation. So, go easy on yourself, avoid working long hours on your first few days back, and be wary of making dramatic decisions. Nevertheless, you should also view this period as a time of opportunity to make some important changes that have a positive impact on both your career and your life. Going back to work doesn't have to make you feel blue. It can be the start of an exciting new chapter".

# The Good Times Continue at Madinaty Golf Club



Saying goodbye to summer vacation time does not mean farewell to all the activities that we can enjoy year-round at Madinaty Golf Club, managed by Troon, the global leader in Club Management. Cooler weather brings endless opportunities to get out on the greens, and family members of all ages will find a host of leisure activities and well-being options to add a boost to their day.



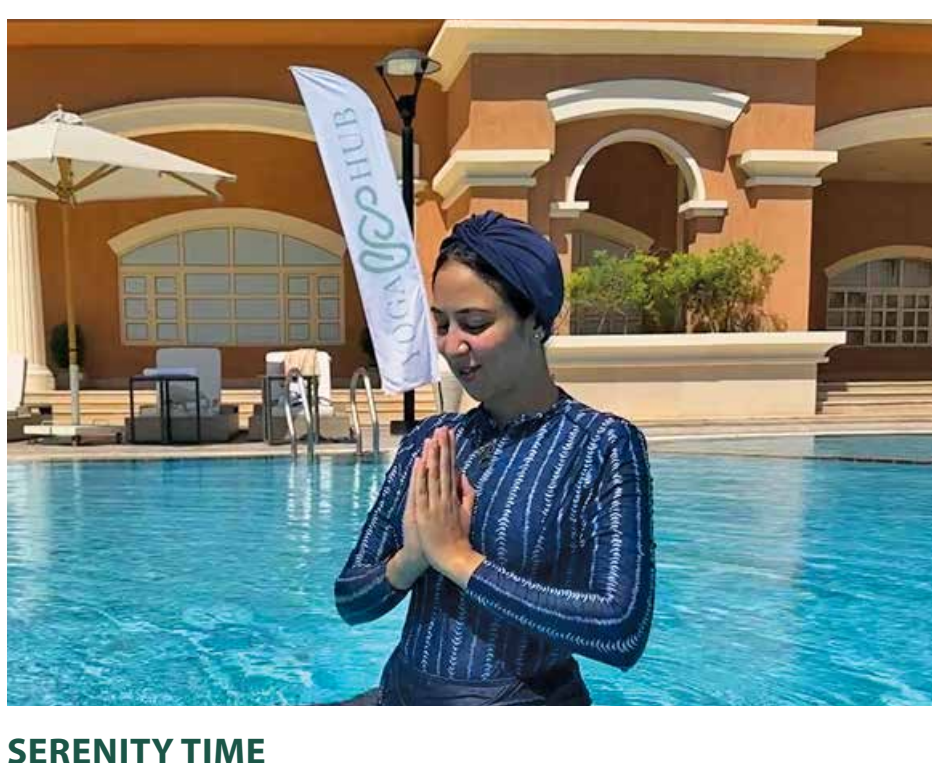
## INDULGE YOUR TASTE BUDS

And the dining! Enjoy the winter sunshine at Golf Terrace, where nature will soothe you while you enjoy a wide selection of tasty snacks and light meals. Or, book a table at TWO Restaurant, where Italian and Japanese cuisine await to take you to new heights of gastronomic experience.

## AQUA YOGA AND AQUA AEROBICS

Keep that water vibe fresh and alive by signing up for water-based fitness classes like aqua yoga and aqua aerobics. It's a great way to burn some calories while you meet up with friends. Yoga Hub is also offering classes, with levels suitable for all ages and stages of proficiency.

Accessible for members and guests



## SERENITY TIME

If the hectic pace of summer vacation time has left you feeling frazzled and exhausted, escape to the serenity of the Spa at Madinaty Golf Club. Immerse yourself in a world of tranquility while skilled therapists pamper you with luxurious treatments. It's time to prioritize self-care and elevate your well-being. You deserve it!



For inquiries, please call us on 0114 419 0008

Accessible for members and guests

## TROON JUNIOR CLUB

Calling all golf champions of the future. It's never too soon to learn the skills, and TJC has a specialized program for young golfers aged 3 to 17, that fosters a fun, healthy, and positive atmosphere for their growth and development. Taking place every Friday and Saturday from 10 am to 12 pm. Get your young golfers ready for exciting weekends on the greens!



For registration, please call: 0110 113 4518 or via email:

akamel@tmg.com.eg

Accessible for members and guests

## SOCCER MEETS GOLF

Calling all footgolf enthusiasts! Gather your friends, lace up your shoes, and get ready for an action-packed game that combines the best of soccer and golf. It is time to kick, score, and create unforgettable memories on the field that is bound to get your adrenaline pumping! Secure your spot now and get ready to show off your footgolf skills!



For registration, please call: 0110 113 4518 or via email:

akamel@tmg.com.eg

Accessible for members and guests

## EYE ON THE TARGET

Whether you are a beginner or a seasoned archer, sessions with Archery Hub are the perfect opportunity to hone your skills while you tone your body. Develop concentration, coordination, and enjoy the thrills!

For registration, please call: 0110 113 4518

Accessible for members and guests



# Get Smart

## Save Energy

Let's give our planet a bit more love by hunting down the tech and appliances that will reduce our consumption of that vital resource – energy. There are smart ways to tap into solar power as well, reducing costly energy bills while using a natural resource that is so readily available. With new energy solutions constantly being researched and developed, be smart and switch to a different type of power!



### LGCHEM RESU Prime Battery

The LGCHEM RESU Prime battery stores the excess electricity produced by your solar panels when the sun is shining. You can utilize the stored energy to maintain a sustained electricity supply when your panels are not producing enough power to meet your needs.

### Air Fryers

Prepare delicious and healthy dishes quickly and easily by using hot air to create a crisp texture without deep-frying. This makes it a great way to whip up healthy and delicious meals quickly, and as they use far less energy than an oven, you actually reduce energy consumption while you cook.



### Ceiling Fans

Why burn up energy with high-powered air-conditioning when a well-positioned ceiling fan can up the wind chill factor and reduce the room temperature by up to 4 degrees. New designs are coming out to suit all decors and can be an attractive feature in any room.



### Smart Thermostats

A smart thermostat is a Wi-Fi enabled device that automatically adjusts heating and cooling temperature settings in your home to help you reduce your energy consumption effectively.

Meet the new **ecobee** Smart Thermostat Premium with Smart Sensor and Air Quality Monitor - Programmable Wifi Thermostat - Works with Siri, Alexa, Google Assistant



### Solar Powered Garden Lighting

Let the sun build up energy during the day, then use the stored power to transform your outdoor spaces at night.

### Smart Motion Sensors

Smart motion sensors are the clever way to save energy around your home. They turn on lights and other appliances when you walk into a room, then turn them off when they no longer sense movement. You save money by not leaving lights and other devices on when not in use.



# Is AI Going to Make Us Redundant?



Love it or hate it, AI has made such inroads into every industry; it looks as though we don't have much say in the matter. Take a leap back to the Industrial Revolution, which began in Britain in the 1760s, bringing about sweeping changes in economic and social organization. Although the machines made work easier in some ways, struggles against many of the negative effects, such as industrial pollution and urban crowding continue. Does AI also have a darker flip side along with the much touted benefits? And how will it impact two of our key industries?

As recently stated in *Foreign Policy*, "While the concept of AI has been around for some time, the launch of AI-powered chatbots like ChatGPT brought it into the limelight by demonstrating human-like conversation abilities. This breakthrough showcased the immense potential of AI and its ability to perform complex tasks."

## Customer Service Industry

AI aids the customer service journey by tracking conversations in real-time, providing feedback to agents, and using intelligence to assess language, speech patterns, and profiles to predict future customer requirements. But the real power of machine learning is anchored in automation and the ability of AI to continue to learn independently.

**But...** According to *Forbes*, "By minimizing the need for human intervention (up to 80% of basic client queries can be suitably addressed with AI chatbots), the use of AI-enhanced customer service can return a 30% reduction in the cost of customer service provision." Jobs requiring human ingenuity or creativity, or those which rely heavily on social and emotional skills, might be the safest as AI gathers momentum.

## Healthcare

In a report by *World Economic Forum*, one of the biggest impacts of new technology - and perhaps the most life-changing - will be felt in healthcare. This will be apparent in the diagnosis of illness, which will become more fast and efficient, with medicine being highly personalized. Wearable technology will be the norm, and we'll know we are sick before we even get a single symptom.



- Detecting skin cancer - AI can now diagnose skin cancer more accurately than experts.
- Eye health - Algorithms have been trained using thousands of eye scans, then set to work detecting potential issues, allowing doctors to recommend the right course of action in a fraction of the time it would normally take and with a greater degree of certainty.
- Read CT Scans - AI's ability to read both medical images and medical records could save the vast amount of time that radiologists and cardiologists spend diagnosing disease.
- AI-assisted surgery - Compared to open surgery, robotic and minimally invasive surgery results in smaller incisions resulting in less pain and scarring. Robotic surgery allows surgeons to perform complex surgical tasks through tiny incisions using robotic technology.

**However...** *Wall Street Journal* states that Medical professionals at Mt. Sinai Hospital are concerned that the advances are triggering tension among front-line workers, many of whom fear the technology comes at a strong cost to humans. They worry about the technology making wrong diagnoses, revealing sensitive patient data and becoming an excuse for insurance and hospital administrators to cut staff in the name of innovation and efficiency.

And the food industry? Let's just say that there isn't a robot out there that can match mom's home cooking!



# Racquet Season at Al Rehab Club

Since time immemorial, mankind has been enjoying the thrill of playing with a simple ball and batting object. The 16th century saw formal rules and organized games develop, and things haven't looked back since then. Now, with tennis, padel, pickleball, and table tennis experiencing a global surge in popularity, you can get your game on and see what makes these sports such an adrenalin-boosting experience. Head on across to Al Rehab Sporting Club for top-notch facilities and professional trainers.

## Tyche

### Tennis Academy



Tyche takes training very seriously, covering both the physical aspects and the mental processes it takes to improve your game. Training is suited for all ages and levels of experience, incorporating expert tuition with an appreciation of the fun of the game. Whether you want to play for recreation and enjoyment, or reach a competitive level, you will find the individual attention and personalized training you need. Could there be a more enjoyable way to stay fit?



Instagram: @tyche\_eg

Facebook: Tyche

## Stars

### Tennis Academy



Stars Tennis Academy is the practicing ground for Egypt's top tennis players, and is the perfect place for any young player hoping to compete with the world's elite at a future stage. Each young talent is coached and nurtured, using sports science, carefully considered training programs, and psychological support. Call to learn more about the facilities and programs.



Instagram: @starstennisacademy

Facebook: stars.tennis.egypt

## Go Padel

What makes padel so popular? It's fun, easy to learn, and easily picked up by all ages and skill levels. Padel is a racquet sport that resembles the rules of tennis, but it's played inside an enclosed court, so there are fewer limits to where you can hit the ball. The game is based on good positioning and strategy, and with practice, you can use

speed and accuracy to direct the ball where it will put your opponent under the most pressure. With excellent new padel courts, Al Rehab Club is just the right venue to pick up a new sporting skill.



**GO!PADEL**

Instagram: @gopadelegypt

Facebook: Go Padel

## Pickleball



Fast-paced, fun, and suitable for all ages, pickleball allows you to work on your balance, agility, reflexes, and hand-eye coordination without putting too much strain on your body, making it a good option for older players who enjoyed tennis but have physical limitations. Played with four players, it is a great way to get together with friends and family and burn off some excess energy by hitting a perforated, hollow plastic ball with paddles over a net until one side is unable to return the ball. Drop in to book your session!



Instagram: @pickloo.eg

## Table Tennis



A sport for all ages, you need a quick eye and instant reactions to keep the little white ball in play. It may seem simple, but you need calm nerves and plenty of energy. Played on a flat table divided into two equal courts by a net fixed across its middle, the players need to hit the ball so that it goes over the net and bounces on the opponent's half of the table as skillfully as possible so that the opponent cannot reach it or return it correctly. Sounds simple? Give it a try.

# QADYA 003 Showcases MMA



Mixed Martial Arts were center stage at Madinaty Sporting Club this June, when **QADYA 03** took place. The third edition of the international tournament saw 24 players battling it out, with 16 of those being Egyptian contestants. This marks another victory for the club, which excels at organizing and hosting major local and international tournaments thanks to its state-of-the-art facilities and administrative capabilities.



The Egyptian players achieved major victories in the **QADYA 003** tournament. Ahmed El-Sissi, champion of Egypt, won the light-weight category after defeating Iraqi player **Riyad Hamza**, while **Mohamed Salem**, also champion of Egypt, retained his title in the middle-weight category by knocking out Rahul Rajo, the Indian champion.

Other results in the light-weight category included: a win for **Assem Ghanem** of Egypt over his compatriot **Ismail Gamal**; a win for **Mahmoud Ahmed** of Egypt over his fellow Egyptian **Beshoy Gaber**; a win for **Adham Ehab** of Egypt over his compatriot **Abdelrahman Sayed**; a win for Nigerian player **Stephen Nziko** over his Egyptian opponent **Amr Nasser**; a win for **Ahmed Tarek** of Egypt over his fellow Egyptian **Mohamed Azzam**; a loss for **Mohamed El Zanaty** of Egypt to his fellow Egyptian **Mohamed Gamal**; a win for Pakistani player **Ismail Khan** over Azerbaijan's **Sarkhan Valeli**; and a win for Brazilian player **Jonathan Carlos Tista** over **Mohamed Samir** of Egypt.



In the middle-weight category, **Mohamed El-Dib** of Egypt won against his compatriot **Ali El-Din Khatib**. The only women's fight saw **Dina Osman**, the Egyptian champion, clinch a win against Jordanian player **Lina Fayad** in the second round when Fayad succumbed to injury.

The tournament concluded with speeches from **Maher Gharib**, representative of the Ministry of Youth and Sports, and **Mohamed Sobeih**, President of the Egyptian Union of Kickboxing. Players and experts alike praised the organization of the championship and the efforts of Madinaty Sporting Club in providing world-class facilities and equipment to ensure the tournament's success. A great crowd was also in attendance, providing an exceptional atmosphere.



Talaat Moustafa Group has succeeded in hosting several major sporting events and tournaments in Madinaty, Egypt, in less than a year. These events included the "Asian Tour" championship for professional golfers, the Women's World Squash Team Championship, and the Madinaty Half Marathon which saw over two thousand runners from 45 countries. This has boosted sports tourism and provided an impressive platform for Egyptian sports. Furthermore, the comprehensively-integrated services in the city, such as sporting, commercial, educational, and community services, have made Madinaty a destination for local, regional, and international tournaments.

# Liverpool International Academy



The partnership between Liverpool International Football Academy and Talaat Mostafa Group, began in 2013, has thrived over the years, becoming a highly successful collaboration.



With its presence in three locations - Madinaty Sporting Club, Al Rabwa, and Rehab Sporting Club - the academy offers top-notch facilities for training and development. The academy boasts state-of-the-art training grounds, well-equipped gyms, and modern sports facilities that provide an ideal environment for aspiring footballers to hone their skills.

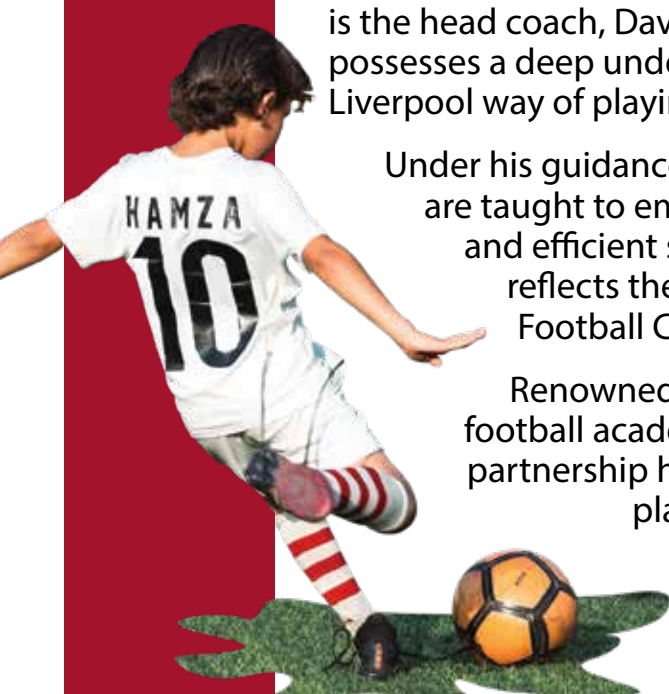
In addition to the excellent training facilities, the academy places great emphasis on the importance of nutrition and fitness. It offers comprehensive nutrition programs tailored to the specific needs of the players, ensuring they maintain optimal health and performance.

Moreover, the academy provides fitness programs designed to enhance the physical capabilities of the players, enabling them to excel on the football pitch.

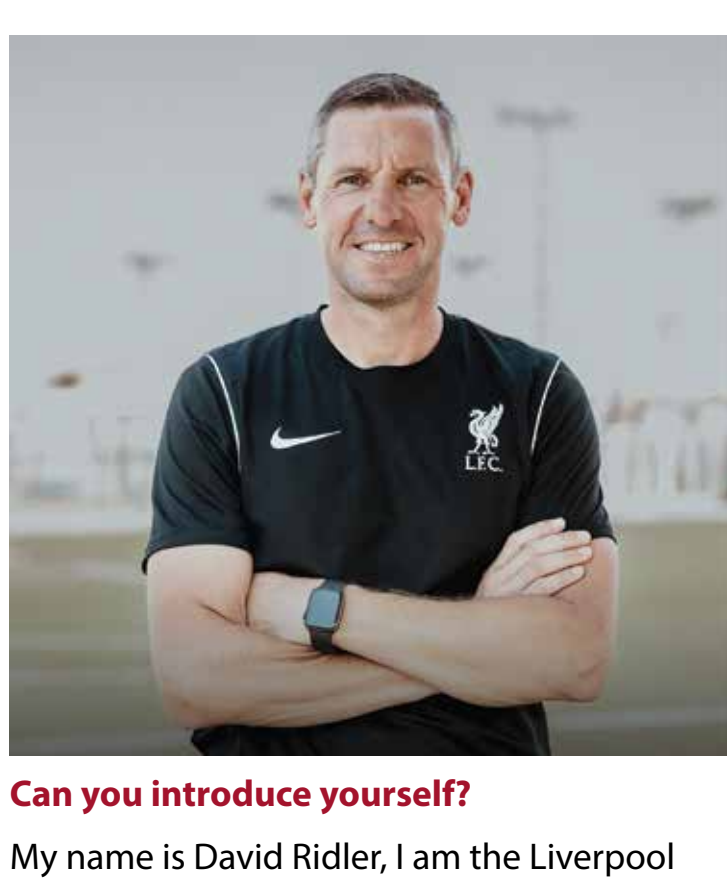
At the helm of this esteemed institution is the head coach, David Riddle, who possesses a deep understanding of the Liverpool way of playing football.

Under his guidance, academy players are taught to embrace an attractive and efficient style of football that reflects the ethos of Liverpool Football Club.

Renowned as one of the largest football academies in Egypt, this partnership has undoubtedly played a significant role in nurturing young talents and promoting the sport in the country.



## Coaching Future Champions



### Can you introduce yourself?

My name is David Ridler, I am the Liverpool Football Club International Head Coach Egypt. I played professional football in England for 14 years before I turned to coaching and gained my coaching badges. I was educated with the English and Wales FA's and have achieved numerous qualifications and awards, including FA Level 1 Football Coaching Certificate, FA Level 2 Football Coaching Certificate, Level 1 Talent I.D award, Youth Module Awards level 1, UEFA B License, UEFA A License, Children Safeguarding in Sport, Liverpool FC International Academy Lead safeguarding officer in Egypt, CRB Certificate, Emergency First Aid Award and F.A Safeguarding Award.

My coaching journey with Liverpool Football Club has taken me as far afield as Norway, Kenya, South Korea, Ireland, India, and now, Egypt.

### What is your role and responsibility?

I follow the curriculum to achieve our collective aim of delivering the most authentic club coaching program. I recruit the coaches from Egypt and then deliver a vigorous Liverpool FC accreditation coaching program for them to be assessed and developed on. We educate all staff about the safeguarding of our players as a priority so they can demonstrate the club values and show respect to all players and adults at all times.

### What is the LFCIA program?

The LFCIA program mirrors the curriculum of the Liverpool Academy in England. We follow the values of the club, which are Ambition, Commitment, Dignity, and Unity, and we use the Liverpool role models in the training sessions to inspire our players. Around the world we provide young players with the opportunity to develop and learn new techniques and skills under the Liverpool Head Coaches' guidance. The LFCIA program is split into 4 phases, Pre-Academy (4 to 8 years old), Foundation Phase (9 to 11 years old), Youth Development Phase (12 to 16 years old), and Professional Development Phase (17 and above).

In each phase we consider the LFC development model focusing on 5 key areas, Technical, Tactical, Mental, Social, and Physical and we keep the player in the center at all times. We provide player reviews, LFC Academy challenges, awards for the player of the month, attendance, and demonstrating LFCIA values at all times, along with medals and team competitions, etc. We also try to add the first team players as role models to inspire our players and try to make it as challenging and fun as possible.

### From your experience, what does it take for an academy player to reach his/her potential and become a professional footballer?

The players must have a great attitude, always practice before, during, and after training, listen to all the good advice and feedback, give 100% at all times, eat well and listen to nutritional advice, and be disciplined on and off the field, never listen to any negative comments, show respect and discipline when playing matches, and learn the game showing passion and the desire to compete. It is important to challenge yourself, watch and analyze yourself and your opponents. Always believe in yourself and do not dwell on any mistakes.

### What is a standard day in a professional footballer's life?

I should imagine something like this as different clubs and managers have different ideas:

Eat breakfast together at the training ground, have a conditioning session in the gym to develop the areas of the body that need it, stay hydrated, have team meetings and analysis, have a training session on the pitch with your team, shower, eat the food that's specifically prepared for you by the club nutritionists, meetings with the club staff, prepare for the next game by resting and attend the tactical meetings.

### How does TMG support the academy to ensure its success and continuity?

TMG supports the academy and training program by being the longest-standing partner of Liverpool Football Club, and I would like to clarify that this is Liverpool Football Club in England. They have the most modern football fields and facilities, in a very safe and secure environment, with equipment at the top level of the LFC Venue requirements. They are very professional and have a fantastic relationship with Liverpool Football Club, they support all events at the end of every season, and arrange tournaments and league competitions inside and outside of Egypt. TMG's consistent support and investment in the Liverpool Academy have played a crucial role in nurturing and developing the club's values, ensuring the development of the players, teams, and LFC community.

### What makes Liverpool Academy the best choice for young footballers?

The Liverpool Academy curriculum is the best player development program in the world, we support and help children following our player development model, encouraging them to give 100% in every session. The coaches are educated not to put stress on the children, to praise positive play, helping them feel safe and confident to try their technical skills without fear.





# ***The Strip*** ***A New Gem*** ***in Madinaty***

Talaat Moustafa Group and Savills have sealed an agreement for management and leasing services for The Strip, the newest commercial project in Madinaty, with construction supervised by the Project Management Department at Talaat Moustafa Group.



## **Strategically located in the south of Madinaty**

Already a hub for the leading brands in retail, F&B, and banking, The Strip is a part of the expansion plan and continuous successes achieved by Talaat Moustafa Group in developing various integrated commercial centers and shopping destinations, including Open Air Mall, Craft Zone, East Hub, and all Seasons Park in Madinaty, as well as Gateway, Avenue, and Eastern Market in Al Rehab. This move will see the impressive new addition to Madinaty offering an ever wider range of commercial services to serve Madinaty, Al Rehab, and the east side of Cairo.



Strategically located in the south of Madinaty, near the Administrative Capital and Mustakbal City, the mall is set to open its first phase in the last quarter of 2023. The 125 commercial units offer a rental space of 28,000 m<sup>2</sup>, and will cover the services and amenities essential to residents' daily lives. These will include restaurants, cafes, bank branches, car showrooms, gyms, drive-thru ATMs, pharmacies, bakeries, libraries, jewelry stores, sports apparel, and a range of commercial activities. With a focus on quality, these will showcase the top brands in their fields, ensuring an optimum customer experience.

## **Designed to provide a convenient and appealing experience**



Designed to provide a convenient and appealing experience for visitors, the stunning new project will offer a spacious, well-considered layout, incorporating distinctive architectural features with gracefully curved buildings juxtaposed amongst more linear spaces. Colors are both dark and light, flooded with natural light, and incorporate textures that echo the surrounding nature, making a visit a relaxing and sensory experience through interplay with the environment. The easily accessible entry points, drive-through areas, and ample parking add to the attractiveness of The Strip, emphasizing the convenience and stress-free vibe. While specific destinations can be reached with ease, the harmoniously landscaped space is conducive to meandering and relaxation, with cafés and restaurants interspersed amongst the commercial points, inviting visitors to spend a little more time.

Elevating the already idyllic lifestyle of Madinaty residents even further, The Strip promises to become a hub that draws all ages together, to shop, access essential services, and when work is done, to kick back and relax in an inspiring, contemporary ambiance.



# ALL SEASONS PARK



## MATIC AUTO ROLLS OUT A SCOOTER TEST DRIVE EXPERIENCE

Get the feel of buzzing around on a SYM scooter by signing up for a test drive every 3rd Friday of the month. The Korean brand has a stylish range of scooters in different engine sizes and seating configurations, making them good options for urban riding, or heading off to your favorite spot out of town. Economical to run, handy to park, and easy to ride, scooters are the hassle-free answer to getting around.



Matic Auto opened earlier this year, and is the main distributor for SYM scooters, in addition to being sub-dealers for well-known automotive brands Skoda, Subaru, MG, and Nissan.

## WELCOMING ROSE KIDS TO ALL SEASONS PARK

Opened at All Seasons Park in July 2023, the popular children's clothing brand brings a range of outfits to delight our young ones. From its beginning in Syria in 1999, where it focused on manufacturing and wholesale before moving to Egypt in 2012. After opening its first retail store in 2016, the brand now has over 23 franchised outlets across the country. Plans are also underway to expand the framework of the business to offer various sectors that include fashion and footwear.



Website: Rose Kids – Online Kids Fashion ([rose-kids.com](http://rose-kids.com))

## KHAN EL KHALILI

Khan El Khalili has opened with a wonderful selection of traditional and contemporary silver wear, styled to suit all age groups, and fashion choices.



## ABO YOUSSEF

Offering a treasure trove of cosmetic accessories, from manicure inspiration to makeup brushes, and much more, this is the perfect place to find what you need to stay looking your best.



## Renaissance Cinemas

Movie lovers alert! Renaissance Cinemas in Al Rehab have a whole new feel. Your cinema experience has been elevated, with stylish halls, a new cafeteria, and a spacious waiting area.



Make Mondays your day to catch all the latest releases at an unbeatable price of 60 EGP. And all week long you can enjoy a discounted price of 70 EGP for morning show times. Valid through the month of September.



Save time and skip the queues, Renaissance Cinema now enables you to book your tickets with a few simple clicks through its newly launched website <https://rnscinemas.net/en>. For online bookings, there is a free popcorn box for every two tickets purchased online to add even more fun to your cinema experience.

Gather your friends, book your tickets, and head on out for a movie night you won't forget!

## New Openings

### STELLITO

Pamper yourself with top quality beauty care services from Stellito Beauty Salon at East Court.

**Tel:** 0150 707 0444

**Location:** East Court, Al Rehab



### ASPECTS CLINICA

Aspects Clinica at Gateway Mall provides a wide range of medical and aesthetic services, including bariatric surgery, endoscopy, dermatology, cosmetic procedures, slimming, and nutrition, with a team of skilled specialized doctors.

**Tel:** 0122 982 0000

**Location:** The entrance of the clinic is next to Panda and Maghrabi, Second Floor, Clinic Number DS22, Gateway - Al Rehab.

### GHOST

Ghost PlayStation is now open at East Court. Enjoy playing the latest games, along with delicious crackers and drinks.

**Tel:** 0127 727 7246

**Location:** East Court, Al Rehab



### DOCTOR M

Doctor M is now open at Mall 2 with a wide variety of the latest models of sunglasses for an attractive and elegant look.

**Location:** Mall 2, Al Rehab

# RECYCLE! RECYCLE!



Just think of the everyday items that get thrown away, clogging up landfills and becoming trash. And look at the rocketing costs of decorating and furnishing your indoor and outdoor spaces. Try these tips for reusing commonly thrown-away items, and enjoy the results!

## PALLET GARDEN SETS

Gardens, terraces, and balconies are perfect spots for pallet furniture, so put your DIY skills to the test and try some of these ideas.



## BEDROOM BRILLIANCE

Chic and casual, pallets can make excellent beds, and are easy to put together.



## HERB PLANTERS

Plastic water bottles and empty cans are fine for growing your own herbs, fresh and ready to use in your favorite recipes.



## OLD CLOTHES-DRYING RACKS

Climbing plants love to wind their tendrils around fences and trellises, and an old clothes-drying rack works just as well. Paint it white, or in a plain bright color, then simply prop it up against the wall.



# BREAKFAST IN *Style* at MGC



There is nothing quite like starting your day with a delicious breakfast at the Golf Terrace at Madinaty Golf Club. With everything from fresh pastries to eggs cooked to order, a generous sprinkle of glorious sunshine, and lashings of fresh air, along with stunning views of the lake and golf course, whether you're looking for a leisurely brunch with friends or a quick bite before a round of golf, the Golf Terrace is the perfect place to start your day. Impeccable service, exceptional food, and the perfect setting, what more could you ask for?



Celebrating traditional favorites, along with baked bread, muffins, and pastries hot from the oven, we suggest Egyptian Falafel, served with pickles and freshly made baladi bread, with a side of Egyptian Foul Medames, or that palate-pleaser, Shakshouka, an inspired combination of Scrambled Egg, tomato, onion, and pastrami. There are days, however, when a fluffy omelet hits the spot, laden with a choice of fillings. And when you are feeling indulgent, spoil yourself with Eggs Benedict, that classic favorite with poached egg, smoked turkey, and hollandaise sauce.



The menu is diverse, with all the options to suit myriad tastes. Cold cuts and charcuterie pair up nicely with a cheese assortment, and early birds with a sweet tooth can happily fuel the day ahead with Buttermilk Pancakes with maple syrup and honey butter, or warm slices of Cinnamon French Toast.

And yes, cereal addicts will find Corn Flakes, Bran Flakes, Honey Smacks, Alpen Muesli with Banana Compote, Bircher Muesli with Berries and Toasted Almonds, or even a bowl of steaming hot porridge!

# Pack Those Tasty Snacks

Nothing beats a packed lunchbox, made with love, and full of nutritious goodies to see your little ones through the day. Try these yummy ideas, we are sure they will be asking for more.

Remember to keep the right balance of foods to build strength and immunity against winter chills.

- Half the lunchbox should consist of healthy fruit and vegetables. 1 piece of fresh fruit, 2 vegetables (cooked or raw). Carrots sticks, cherry tomatoes, strips of red and yellow bell peppers, and cucumber sticks all work well.
- One-quarter of the box should be whole grains. Whole grain pasta, whole grain bread, brown rice, or quinoa.
- The remaining quarter should be healthy proteins. Beans, nuts, seeds, peanut butter, hummus, roasted turkey or chicken slices, half a can of tuna, or a hardboiled egg. A small slice of cheese or an unsweetened fruit yogurt will add extra calcium.

## Chicken Waldorf Salad Wraps



### INGREDIENTS

- 50g (1 cup) coleslaw or baby leaf greens
- 1/4 apple, peeled, cut into matchsticks
- 2 teaspoons finely chopped roasted unsalted almonds
- 2 tablespoons natural yogurt
- 1 teaspoon fresh lemon juice
- 1 large wholegrain *shamy* bread wrap
- 50g cooked chicken breast (or skinless rotisserie chicken), shredded

### Preparation

Top the wrap with the chicken, yogurt mixture and slaw or baby greens mixture. Roll up to enclose filling.

*Courtesy of Taste Australia*

## Banana Muffins

### Ingredients

- 1 ½ cups all-purpose flour
- 1 teaspoon baking powder
- 1 teaspoon baking soda
- ½ teaspoon salt
- 3 large ripe bananas, mashed
- ¾ cup white sugar
- 1 egg
- ⅓ cup butter, melted



### Preparation

Preheat the oven to 175 degrees C. Grease a 12-cup muffin tin or line cups with paper liners. Sift flour, baking powder, baking soda, and salt together in a bowl; set aside.

Mix bananas, sugar, egg, and melted butter in a separate large bowl until well combined; fold in flour mixture until smooth. Spoon batter into the prepared muffin cups, filling each 2/3 full.

Bake in the preheated oven until tops spring back when lightly pressed, about 25 to 30 minutes. Cool briefly in the tin, then transfer to a wire rack to cool completely.

*Courtesy of All Recipes*

# Buffalo Cauliflower Wings

Vegetarian-friendly, and yummy enough to have the kids asking for more, this is a budget dish using an air fryer to put on your winter menu.



## INGREDIENTS

- 1 tablespoon sweet smoked paprika
- 1 tablespoon ground cumin
- ½ tablespoon finely minced garlic
- 50g plain flour
- 200g low-fat milk (195ml)
- 1 medium cauliflower, leaves removed and cut into florets
- 100g hot sauce
- 1 tablespoon olive oil
- 1 tablespoon honey

## PREPARATION

Combine the paprika, cumin, garlic, flour, milk, salt, and freshly ground black pepper in a bowl and mix well to make a smooth batter. Add the cauliflower florets and mix to coat the cauliflower.

Put the cauliflower florets in the air fryer basket in a single layer, shaking off any excess batter as you do so. Cook on 200C for 18-20 minutes, turning half way through, until browned on the edges.

Combine the hot sauce, olive oil, and honey in a large bowl. Gently mix all of the cooked cauliflower in the hot sauce to coat. Finally, return all of the cauliflower to your air fryer basket and cook for 6-9 minutes until hot and well cooked through.

# Aromatic Fish Curry

So simple to make, this delicious curry takes next to no time to prepare. It's time to impress!

## INGREDIENTS

- 2 tablespoons coconut oil
- 1 onion, finely chopped
- 3 cloves garlic, thinly sliced
- 2 tablespoons freshly grated ginger, a 5cm piece
- 2 teaspoons medium curry powder
- 1 teaspoon ground turmeric
- 10 – 15 fresh curry leaves (optional)
- 1 can of coconut milk
- 2 medium tomatoes, roughly chopped
- 1 teaspoon salt
- 600 g firm white fish, cut into chunks
- 1 small cup chopped fresh coriander
- 1/2 lime, juiced



## PREPARATION

Melt the coconut oil in a medium saucepan. Sauté the onion for about 5 minutes over a medium heat until translucent and just starting to brown. Add the garlic and ginger, and cook, stirring gently for 1 minute. Add the curry powder, turmeric, and curry leaves, and cook, stirring for a further minute until the mixture is fragrant. Slowly stir in the coconut milk, scraping up the spices and onion from the bottom of the saucepan, and bring to a gentle simmer.

Add the chopped tomato, and continue to simmer for about 5 minutes or until the tomato begins to soften. Add the fish and the salt to the sauce, and gently poach for about 6 – 8 minutes, or until the fish is cooked. Gently stir in the coriander and lime juice.

Serve with fluffy white rice.

Recipe Courtesy of **The Cook's Pyjamas**

# HAVE AN ACTIVE RED SEA BREAK

When the temperature drops and summer in Sahel is already a fading memory, it's time to head south. Of course, beautiful beaches will always be there to laze around on, but don't overlook the great choice of dive spots and other water activities.

The beauty of the Red Sea lies in what it has to offer all ages and interests. The rich diversity of nature in the mountains and along the never-ending shores provides a backdrop for a host of water and desert activities for young and old.



## HIT THE WATER

Pick any resort, and you are sure to find international-level facilities for parasailing, snorkeling, kitesurfing, windsurfing, and an invitation to dive deep to marvel at the rich marine life. With excellent water conditions and dependable breezes, it's small wonder that tourists flood into the area to make the most of their vacation time. If a more passive connection is your thing, the experience of gently cruising around on a glass-bottomed boat, or enjoying a day trip to one of the pristine islands, is unbeatable. And could there be anything more romantic than sharing a romantic sunset cruise?



## TIME TO TEE OFF

Whether you are a pro or teeing off for the first time, play a few rounds at a tour-quality golf course. Soma Bay Golf, the first championship course in the Middle East designed by international legend Gary Player offers amazing surroundings and a challenging game.



## CANTER OFF INTO THE SUNSET

Why not take a leisurely ride by horseback along a tranquil shore as the sun slowly sets against a spectacular mountain backdrop?

## MEET THE LOCALS

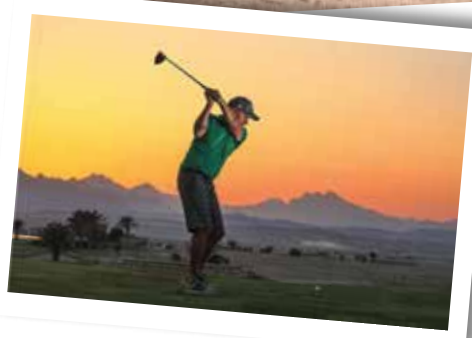
Try a sunset safari by quad bike or camel, or enjoy an authentic Bedouin dinner under the stars.

## LET THE KIDS HAVE FUN

Little ones will be in their element as they visit aquariums, splash around at aqua slides and parks, enjoy a dolphin show, and even swim with dolphins.

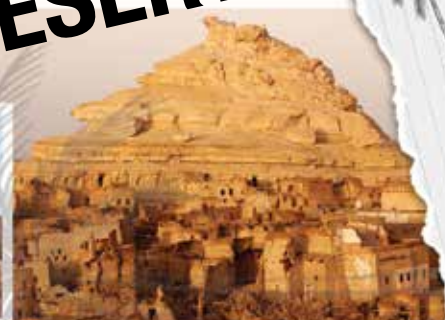
## AND AT THE END OF A BUSY DAY

Don't forget to visit a resort spa, a holistic space that will soothe your mind, body, and soul.





# ESCAPE TO THE DESERT



With starry nights, tranquility, and silence, the desert may seem empty. But, as experienced travelers will tell you, it holds an abundance of nature, fascinating culture, and expanses of terrain to explore. Winter is the perfect time to head off for your own personal adventure. Whether you opt to have a close-to-nature 4X4 safari experience or immerse yourself in a once-in-a-lifetime stay in a unique hotel, you can be sure that the memories will stay with you forever.

## ADRÈRE AMELLAL

Creating a subtle interplay between the surrounding landscape and local craftsmanship, this exclusive boutique hotel offers 40- painstakingly created hand-built rooms. Drawing on the colors of nature, each room is furnished with pieces created by skilled local artisans, and as the hotel has no electricity, the rooms take on a mystical feel as beeswax candles are lit each evening.

**Location:** The White Mountain, Ga'afar, Siwa.

**Cuisine:** Herbs and vegetables hand-picked from the local organic garden are transformed into sublime traditional dishes cooked in honey-glazed pots.

**What to do:** Take a plunge with a terrain-enabled 4x4 into the Great Sand Sea, with its huge dunes of fine, silky sand hiding small lakes when you least expect them. An adrenalin rush of a lifetime. Visit the great historic attractions of Siwa, with temples and mountain burial sites created by Siwa's earliest civilizations.

**Website:** [www.adrreamellal.com](http://www.adrreamellal.com)

**Facebook:** [www.adrreamellal.net](http://www.adrreamellal.net)

**Instagram:** [adrreamellalsiwa](https://www.instagram.com/adrreamellalsiwa)



## AL TARFA DESERT SANCTUARY

A harmonious marriage of luxury and simplicity, imbued with eco-friendly features and set in the heart of a large private reserve in the serene oasis of Dakhla, Al Tarfa Desert Sanctuary offers an escape from the hustle and bustle of urban life. 20 beautiful suites and rooms reflect the architecture of the surrounding villages. Built with local natural materials and using traditional techniques, each unique room exudes artistry and comfort.

**Location:** Dakhla Oasis

**Cuisine:** Using only fresh vegetables, organically produced from the lodge's farming project Organica, the menu celebrates Egyptian gastronomy. Stylish Qasr Al Mansura is the main restaurant, but Al Tarfa also offers several settings suitable for outdoor dining – around the pool, the Roman spring, or in the Court.

**What to do:** Enjoy excursions in the Dakhla Dunes Park, a camel trek across the desert at sunset, or a moonlit horse ride. Discover Pharaonic, Persian, Ptolemaic and Roman temples, remarkable Christian necropolises that date back to the 4th century AD, shrines built for Amen-Ra and castles and fortresses encompassing the architecture of several Islamic eras.

**Website:** [www.altarfa.net](http://www.altarfa.net)

**Facebook:** [altarfalodge](https://www.facebook.com/altarfalodge)

**Instagram:** [altarfalodge](https://www.instagram.com/altarfalodge)

## A WEEKEND IN FAYOUM

Take a break in Fayoum. A short drive from Cairo, but a world away in its serene desert environment. There are many companies offering two-day camping trips in the area, with visits to important sites a part of the package. Be prepared to sleep under the stars, and eat around a campfire. That's the stuff memories are made of.

### What to see and do

Tunis village in Fayoum has a unique, traditional style and is home to many pottery workshops, so make sure you have time to browse around. Include a visit to Wadi Al-Hitan (Whale Valley), a protected area deep in the Western Desert, rich in fossils, petrified primitive whale skeletons, and petrified seashells and corals. Magic Lake is a beautiful lake located in Wadi El Rayan near Fayoum that changes color several times a day, and contains minerals that help with rheumatism.

And don't forget, Fayoum also has great dunes for sandboarding, for the young and young-at-heart.

## Celebrating

## Talent and the Arts

The Cultural Center Library in Madinaty added to the cultural scene in Madinaty with book signings by accomplished, creative writing and speaking talents. The event, arranged by the Client Relations Department, attracted a large gathering of residents and will hopefully pave the way for many more.



“life does not start or end at a certain age”



The charming, humorous Mona El Degheidy shared anecdotes with her many fans as she signed copies of her book, *Nouna and Her Stories*, giving insight into the funnier moments as well as the challenges she has met along her life path. Her message to them was that life does not start or end at a certain age, and when she started the book out of spontaneity, she discovered a new life goal.

Bringing the past back to life, Enas Gohar was a special guest as the teacher of Soha Saed, the writer of *The Maspero Stars Speak*, which embraces the rich history and leading names of the entertainment industry over the years. The audience enjoyed a privileged glimpse into years gone by, with memories flooding back at the sound of her distinctive voice as she recounted iconic moments.



# Young, Talented, Jodie Ahmed Farouk

This rising star on the literary horizon unveiled her first work, *The Secret Steal*, at an event which took place in The Cultural Center Library in Madinaty as part of ongoing support of cultural aspects of the TMG community.



## Jodie, how old were you when you started writing, and how old are you now?

I started writing this book when I was 9 years old, but sadly, for unforeseen reasons I had to publish now, at my current age of 12 years.

## What grade are you in, and how do you find time to write while keeping up with your studies?

I am in year seven, and I always prefer to make a plan, by organizing what is more important at the moment, with my studies, training, and lastly writing.

## Have you always enjoyed reading as well?

Yes, I have enjoyed reading for a very long time.

## What inspired the story that has just been published? What genre of writing do you most enjoy working with, and why?

The thing that inspired the story is that I really enjoy watching a massive amount of science fiction films and series. I enjoy working with science fiction because it doesn't only keep the reader in suspense; it also does the same for me. I always enjoy thinking about what is going to happen next. In addition, it makes me always think smarter, more broadly, and out of the box.



## Who have been the people who have supported and encouraged you in your writing journey? Are you parents supportive of your writing?

My parents are the most supportive people I have ever met in my whole life. My father, because I am used to always waking up seeing him studying with a lot of books in front of him, it has really made me learn to never give up. My mother, because she's always the main reason I keep going with everything. My brother, as he also makes me keep going, and taught me that sadness is just a picture in our heads, it's not even real.

## Which writers do you admire most, and what are your favorite books?

My top 3 writers are Jenny Han, Holly Jackson, and Colleen Hoover. My favorite books are: *A Good Girls Guide to Murder*, *Before the Coffee Gets Cold*, *A Good Girls Bad Blood*, *The Summer I Turned Pretty*, and *How To Kill Your Family*.

## Would you like to pursue writing as a career?

I will pursue it more as a hobby, but not a career.

## What other hobbies do you have?

I really like to play tennis, and another hobby is drawing. I designed the cover of my book.

## Which TMG project are you looking forward to?

We will move to Noor. It is a city for the future and uses Artificial Intelligence, which Noor took the initiative to pioneer in Egypt.

# Create an Aquarium!



Love animals but can't handle too much fur? Whether you have a busy lifestyle, or a small apartment, there are pets that can become a part of your family, with minimal fuss. Meet tropical fish.

## WHAT YOU NEED

**Fish tank** - The bigger the tank or aquarium the better. Most fish may be small in size, but they still need plenty of room to swim, especially if you have decided to get more than one.

**Filter** - Invest in a good quality filter. This will keep the water in the tank cleaner for longer, removing any debris, pollutants and waste.

**Air pump** - This will keep the water in the tank oxygenated and keep it moving, which is important for your fish.

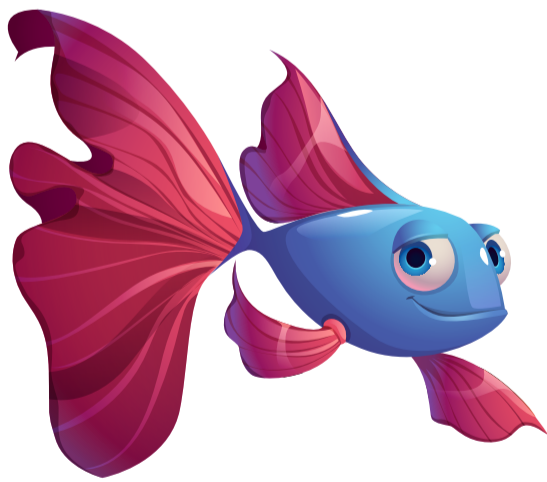
**Gravel** - Add some gravel to the tank. Some bacteria are beneficial to fish and the gravel gives it somewhere to live. It will also help to break down any waste that your fish creates, as well as adding an attractive look to their surroundings.

**Plants and greenery** - Fish need somewhere to hide and play, helping them to feel safe. Real plants will help to maintain the nutrients in the tank, but artificial plants will work just as well for giving your fish somewhere to hide.

**Lighting** - Tip: Most large pet shops that stock fish will have all the equipment you need to start your aquarium and keep your pet fish healthy and happy. They will also guide you with advice on setting up your tank and selecting your fish.

## CARING FOR YOUR FISH

- Keep the tank out of direct sunlight, away from windows and heating.
- Feed your fish twice a day, only what they will eat in about five minutes.
- Fish may need heat and light. Depending on the breed of fish, heating could be crucial. If your fish are tropical there will be certain temperatures that you need to ensure the water is kept to.
- Goldfish and cold water fish are an exception and will require no heat. Lighting will help any plant life in the tank to grow and will also show off the colors of your fish for you to enjoy.
- You must spare time to keep the tank and water in good condition. If the water looks cloudy or smells at all, it's time to clean the tank, rather than wait for your fish to get ill.
- Using a damp cloth, clean your tank inside and out prior to setup.
- Never use soap, detergents, or cleaning agents when cleaning the tank.
- Always treat water with a de-chlorinator before adding it to your aquarium. Do not add plain, untreated tap water as it can kill your fish.
- When placing plants, it's a good idea to locate larger ones to the rear of the tank, smaller ones toward the front.
- Lighting brings out the natural colors of your fish and is essential for live plant growth. There are many different types of aquarium light fixtures available.



## FUN FISHY FACTS

Fish are known as stress relievers, with research showing that the relaxing act of watching them swim silently and without conflict will lower blood pressure.

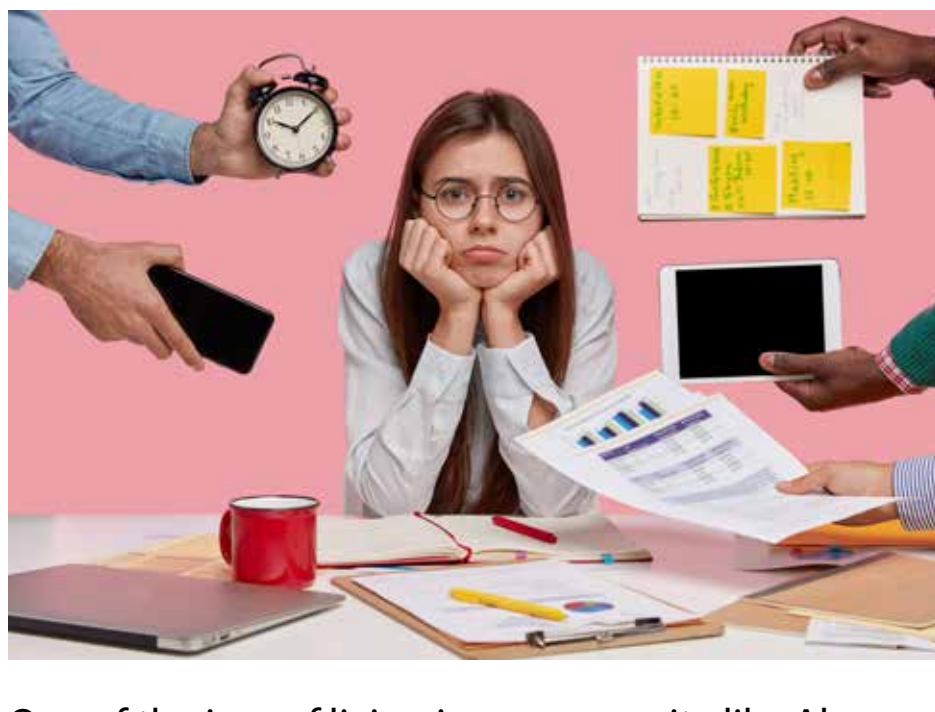
As you get to know your fish, you may discover that they have their own personality, which will help them to become a member of the family.

It's believed that goldfish bring wealth and prosperity because of their golden color and the similarity of the Chinese words for fish and abundance.

Two goldfish kept as pets are thought to bring harmony for couples and for families in general.



# Are Your Kids **OVERSCHEDULED?**



One of the joys of living in a community like Al Rehab or Madinaty is the wealth of sporting, cultural, and activity amenities. Younger residents have so much to fill their time, with enthusiastic parents going out of their way to give them access to a lifestyle full of new skills and opportunities. However, it can sometimes raise the question of just how much is too much. Experts are now questioning the wisdom of heavy schedules at an early age. Kids can get burnout, too!

Dr. Magdalena Battles, author and a Doctor of Psychology with specialties including children and family relationships, is also a mom to three growing children. She points out, "I don't want my kids to miss out on opportunities to play sports and participate in activities that will enhance their lives and help them grow as individuals. However, I also don't want them to become overscheduled kids, to the extent that they get worn out and stressed out."

She notes that when a person is burned out, they feel overwhelmed and exhausted by what others expect them to get done daily. Children who are involved in too many activities with little to no downtime have a high chance of experiencing burnout. When parents place too many expectations on their kids, they also have an increased potential to burn out. If you get the sense that your child is feeling overworked or overwhelmed by their daily activities, you need to know which ones can be cut back. If they have too many activities outside of school work, for instance, then that is one area that likely needs to be downsized.

## WATCH OUT FOR THESE SYMPTOMS

**There is a balance between providing activities for children and overscheduling them. Overscheduled parents tend to have overscheduled kids more often than not.**

An overworked child will present various symptoms like moodiness, irritability, crankiness, despondency, anger, stomach aches, headaches, rebellion, etc. Cutting back their activities will help to relieve their stress and reduce the said burnout signs. If your kid has severe burnout symptoms, though, then professional help from a pediatrician or therapist for children should be sought.

## BURNOUT

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## MAKE MORE TIME FOR DOWNTIME

Downtime is key to helping relieve burnout. If children don't have free time during the day to rest, they are more likely to become burned out than others. Downtime means unorganized free time to do what they enjoy or relax. Cut back your kids' extra-curricular activities if they don't have downtime in their schedule. Playtime is crucial to child development. If they cannot get enough time to play, then their ability to develop their creativity decreases. Kids need time to be kids. When their schedules are filled every day with activities like organized ballet, soccer, and music lessons, and they only take a break for dinner and bedtime, then they are overscheduled. They need to have free time after school to relax and play. When they don't have that and proceed from one scheduled activity to the next, they are missing out on playtime.

## STRESS FACTORS

Children need downtime after school so that they can unwind, play, and decompress. Research from the *Journal of Early Childhood Development and Care* showed that kids need to play to deal with anxiety, stress, and worry. Playtime provides an outlet for them to manage these emotions in a healthy manner and helps with the development of their creativity.

When kids are overscheduled because their parents are so intent on having high-performing children, then they will feel stressed. Parental pressure upon a child to do well in academics, music, multiple sports, and religious studies is a reality for many kids. The children scheduled in all of these activities can often feel stress and pressure, especially when they are expected to succeed in all of them.

It is hard enough for kids to be good or succeed at a single activity. For a parent to overschedule their child and expect superior performance in various activities is a recipe for a stressed-out child.

## MAKE TIME FOR FAMILY MEALS

When we are taking our kids to sports and other extra-curricular activities that fall during dinnertime, the family often misses out on sharing a meal at home. It provides an opportunity for family members to discuss their day, including their work and school activities. It is a time when technology is set aside so that everyone can truly focus on communicating with one another and catching up on what is happening in each other's lives. When a kid's activities are scheduled every evening, then that family time at the dining table gets lost. Dinnertime becomes a thing of the past as we overschedule kids and ourselves.

Parents with overscheduled kids often mean well. They want their children to succeed, so they give them every chance to make it happen. They sign them up for various lessons, sports, and activities that may help the kids find success in life.



### ASK YOURSELF THESE QUESTIONS:

What is the time commitment for your child each week? Do they have enough energy and stamina for the activities? Do they get enough downtime daily to prevent burnout?

Is practice time required outside of their scheduled team practices and games?

Does the activity time conflict with other activities on the schedule? Will it eliminate family dinners on a regular basis?

And, importantly, does the child really want to do the activity?

# Easy-Peasy Pancakes



These are fun to make, and even more fun to eat! Ask mum or dad to help, and let the whole family share.

## INGREDIENTS

- 1 cup all-purpose flour
- 2 tablespoons white sugar
- 2 teaspoons baking powder
- 1 teaspoon salt, or to taste
  - 1 cup milk
- 2 tablespoons vegetable oil
  - 1 egg, beaten

## PREPARATION

Combine flour, sugar, baking powder, and salt in a large bowl. Make a well in the center, and pour in milk, oil, and egg. Mix until smooth.

Heat a lightly oiled frying pan over medium-high heat. Pour or scoop the batter onto the pan, using approximately 1/4 cup for each pancake; cook until bubbles form and the edges are dry, 1 to 2 minutes. Flip and cook until browned on the other side. Repeat with the remaining batter.

**Tip:** Try making your favorite shapes when you pour the batter into the pan. Can you make flowers, a butterfly, or even your name?

Serve hot and enjoy!

# Say No to Bullies!



It's great to catch up with your friends and chat after the long summer break. But, sometimes, in any group, there often seems to be someone who likes to push others around, either physically, verbally, or mentally. This can be in the playground, within your community, or even on social media. How can you stand up to bullies, and let them know that this is not acceptable behavior? Here are important things to know that can help you face and deal with the problem.

“**A person who bullies is not a happy person**”

## **There are many reasons why a child might become a bully.**

- They may be bullied themselves by someone they know, and want to take their resentment and frustration out on someone else.
- They may be envious of others and want to do something to upset and embarrass them.
- They might be trying to 'fit in' with a group and copy this bad behavior from others.
- They may be trying to cover a lack of confidence in their abilities and take an aggressive attitude as a reaction.

It is important to understand that a person or child who bullies is not a happy person. Their negative behavior can be a result of difficulty in relating to others, and they may need professional counseling.

## **How to deal with being bullied**

- Try to ignore the bully. If you react, the bully will just keep on annoying you.
- Don't try to respond by using the same hurtful behavior.
- Stay close to a group of friends you trust and feel safe with.
- Speak to a parent or responsible adult about how this behavior affects you.
- If bullying becomes physical you must tell your parents so they report it to the responsible person in your school or club.
- If you are being bullied on social media, immediately unfriend the person, and ask for help from an adult.
- Reduce your social media presence as much as possible and concentrate on friendships with children you know, like, and feel comfortable with.

### **REMEMBER**

- Be self-confident and believe in yourself.
- Be a kind person who cares about others.
- Choose friends who share the same values.
- Remember that hurtful things that others might say are only words. People who really know you will not pay attention to what a bully says.

# KIDS ZONE

FUN & PLAY



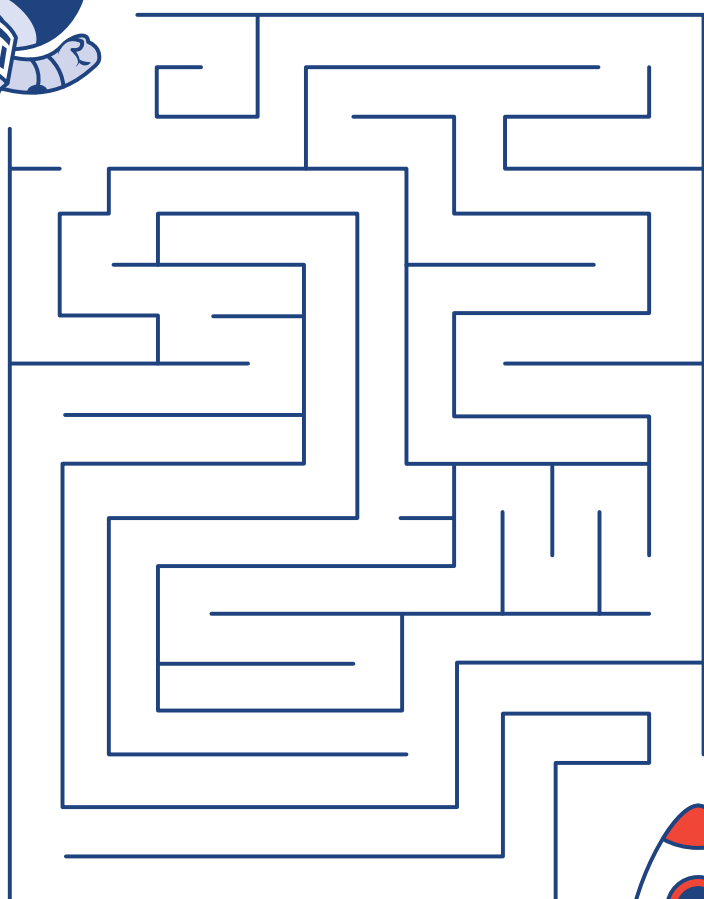
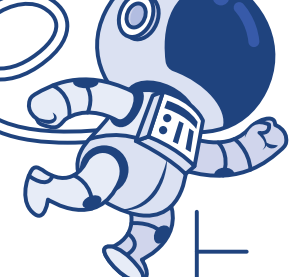
Do you have a special talent for art or writing? Send your favorite piece to us and you may be selected for our next issue!. Send to email:

[Citylife@tmg.com.eg](mailto:Citylife@tmg.com.eg)

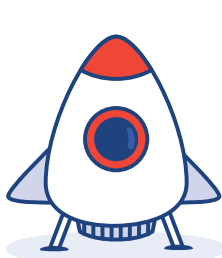


## THE MAZE

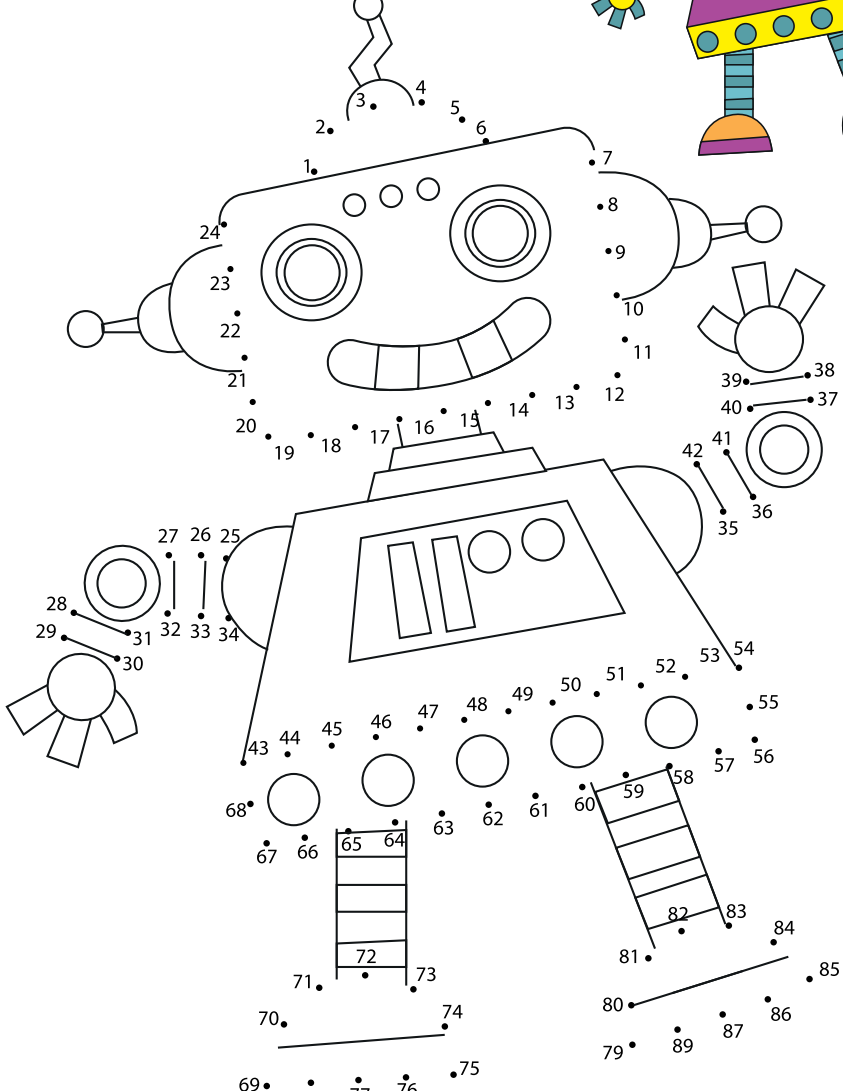
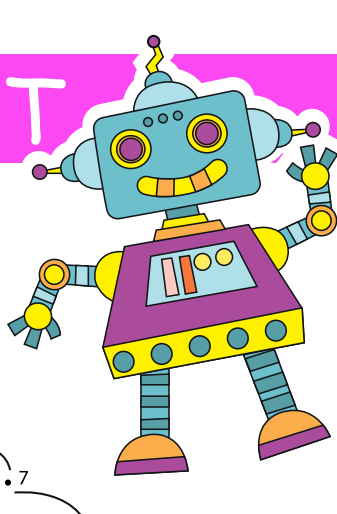
← HELP THE ASTRONAUT



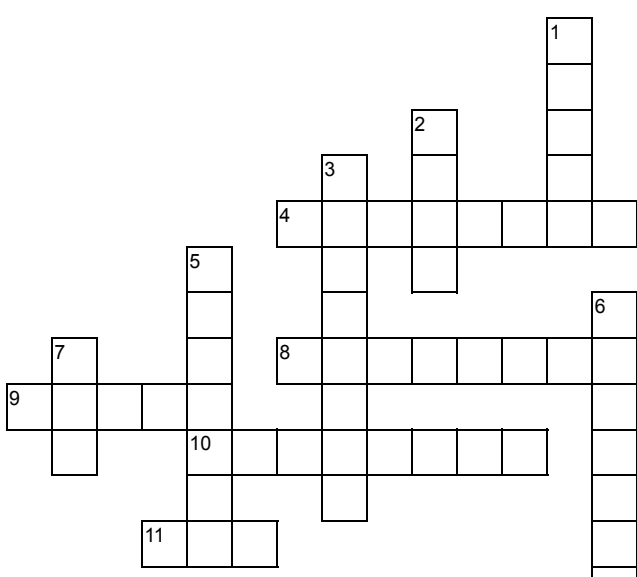
GET BACK TO HIS SHIP



## DOT-TO-DOT



## CROSS WORDS



Check for the answers in the next issue of City Life

**Answers for Summer Crossword:**  
**Down:** 1. Piano - 2. Painting - 4. Holiday - 5. Skating - 9. Beach  
**Across:** 3. Sandwiches - 5. Swimming - 6. Footgolf - 7. Tram - 8. Running - 10. Watermelon

**Across**

- 4. We can play this after school
- 8. Look inside for sandwiches
- 9. Putting notes together in harmony
- 10. Finish this before you play
- 11. Using colors and creativity to express yourself
- 12.. Learning how things work

**Down**

- 1. A fast game we play in a court with four people
- 2. Make the numbers add up
- 3. It makes schoolwork easier
- 5. She helps you to learn
- 6. You need to study hard for these
- 7. It takes children to school

## CROSSWORD

### SEA ANIMALS KID CROSSWORD





# أول مدينة ذكية متكاملة



## ما بدأت رؤيتنا أصبح الآن حقيقة

### بالجازات حقيقية وملموسة

بدأت المخططات المعمارية لمدينة «نور» تتحول إلى حقيقة حيث تم تشييد أولى أعمال البناء بنجاح وفقاً

لأعلى المعايير الهندسية الدولية، وذلك بعد الانتهاء من مرحلة التخطيط متضمنة عمليات الحفر وتأسيس المباني.



مدينة نور أول مدينة ذكية متكاملة في مصر، حيث ستصبح قريباً موطناً صديقاً للبيئة لعشرات الآلاف من السكان، موفرة وحدات رقمية مستقبلية تدعم جميع جوانب الحياة. لذلك تم تنفيذ البنية التحتية باستخدام مواد صديقة للبيئة، تعمل على ترشيد الطاقة وتعزيز الاستدامة. إلتزاماً بتحقيق التوازن بين احترام البيئة وتلبية احتياجات عملائنا الكرام.



تعدُّ مدينة نور مفهوماً استثنائياً في مجال البناء والمدن الذكية، نتيجة لجهد متعاون مع أبرز المكاتب الاستشارية العالمية مثل SWA و BCG و Sasaki و Eastman Perkins. حيث تجمع بين الابتكار والتقنية الحديثة لتقديم تجربة سكنية فريدة من نوعها. لذلك تقدم مجموعة طلعت مصطفى مجموعة متنوعة و فاخرة من الشقق و الفيلات، بتصميمات راقية مع الإهتمام بأدق التفاصيل، لتلبية تطلعات جميع العملاء.



## تحقيق رؤيتنا بخطوات ثابتة و توجه استراتيجي:

تضمنت هذه الخطوات المراحل الرئيسية لبناء نور سيتي:

- تخطيط البنية التحتية، وتوفير جميع المرافق الأساسية مثل المياه والصرف الصحي والكهرباء والاتصالات.
- إنشاء العديد من المباني السكنية في المرحلة الأولى، بما في ذلك الشقق و الفيلات المتطورة المصممة بأعلى معايير الجودة.
- التخطيط الشامل لإنشاء و تطوير لتطوير المباني و المراكز التجارية، و منافذ البيع بالتجزئة، و المكاتب الإدارية، لتوفير كافة وسائل الرفاهية.
- وتخصيص مساحات خضراء و طرق مخصصة لممارسة الرياضة و المشي.
- الحرص على إنشاء نوادي رياضية واجتماعية، لخلق بيئة معيشية متجانسة لمختلف السكان.
- ربط المدينة بمختلف الأحياء السكنية و المراكز الخدمية الضرورية مثل المدارس والمستشفيات والمساجد وغيرها لتوفير بيئة معيشية صحية، و للاستمتاع بكافة الأنشطة وتلبية جميع احتياجات السكان بشكل كامل في مكان واحد، و ضمان سهولة العيش داخل المدينة من اللحظة الأولى.



## الجازات حقيقية وملموسة:

بعد الانتهاء بنجاح من مرحلة التخطيط، وما لبثنا أن أنجزنا المخطط الرئيسي التفصيلي، عملنا عن كثب لضمان بدء أعمال البناء بنجاح. وقد شملت هذه الأعمال عمليات الحفر وتأسيس المباني. تم تنفيذ هذه الأعمال بدقة وفقاً لأعلى المعايير الهندسية.

وقد تم تنفيذ البنية التحتية باستخدام مواد صديقة للبيئة، وبالتأكيد على تطبيق تقنيات واستخدام مواد تعمل على تقليل استهلاك الطاقة وتعزيز الاستدامة. و نلتزم بشدة بالحفاظ على البيئة وتحقيق التوازن المثالي بين احترام البيئة وتلبية احتياجات عملائنا الكرام.

مجموعة طلعت مصطفى تعمل بأعلى معايير الجودة العالمية في جميع مراحل التصميم والبناء، وذلك وفقاً للمواصفات الدولية المحددة. حيث تحرص على تحقيق التميز والتطور الشامل في كل مشروعاتها.



# مدرسة محمد متولى الشعراوي نموذج ناجح للتعليم الفني

تولي مجموعة طلعت مصطفى إهتماماً كبيراً بالمسؤولية المجتمعية. وواحدة من أبرز المبادرات التي قامت بها المجموعة في هذا الصدد هو التعاون مع وزارة التربية والتعليم المصرية والتعليم الفني لدعم مدرسة الإمام محمد متولى الشعراوي .

تهدف مدرسة متولى الشعراوي الى توفير بيئة تعليمية متميزة ذو جودة عالية للطلاب ، و تعتمد المدرسة على منهج تعليمي شامل يركز على تنمية قدرات الطلاب و مهاراتهم الإجتماعية و الأكاديمية و العملية عن طريق تعلم تقنيات الصيانة الفنية المختلفة مثل صيانة مكيفات الهواء و أعمال النجارة و السباكة و الكهرباء و التشطيبات المعمارية ، مع تقديم التدريب الصيفي الذي يعزز التعليم الفني الشامل و تطوير القدرات الشخصية للطلاب و تهيئتهم لسوق العمل .

سعدت سيتي لايف بلقاء الاستاذة شيما البناء المسؤولة عن إدارة التربية الاجتماعية والنفسية بالمدرسة لتعطينا نبذة عن أهمية دعم مجموعة طلعت مصطفى للطلاب .

## متى تأسست مدرسة متولى الشعراوي، ومن قام بتأسيسها؟

تأسست المدرسة عام ٢٠٠٥ ، مدرسة حكومية تابعة لوزارة التربية والتعليم والتعليم الفني.

## ما هي المهمة الأساسية للمدرسة؟

تعمل مدرسة متولى الشعراوي على الإهتمام بالمتفوقين دراسياً و الموهوبين في جميع المجالات مع تقديم الرعاية الإجتماعية و النفسية لطلاب المدرسة . و الحرص على متابعة المتأخرين و حل جميع المشاكل الخاصة بالطلاب و متابعتهم على المستوى الأخلاقي و العلمى.

## ما هي أنظمة التعليم التي تقدمها المدرسة؟

مدرسة متولى الشعراوي تقدم العديد من التدريبات العملية المختلفة وتخرج طلاب فني (دبلوم صنايع) بشهادة مصرية مطابقة للمعايير الدولية في مختلف التخصصات مثل (قسم تبريد وتكييف الهواء/ قسم كهرباء /قسم الشبكات المتخصصة/قسم التشطيبات المعمارية).

## متى شاركت مجموعة طلعت مصطفى لأول مرة في دعم المدرسة؟

تولت مجموعة طلعت مصطفى دعم المدرسة عام ٢٠١٨ تحت إشراف وزارة التربية والتعليم والتعليم الفني.

## ما هو نوع الدعم المقدم من المجموعة وما مدى أهمية هذا الدعم في تطوير المدرسة ومستقبل الطلاب؟

يتمثل الدعم المقدم من مجموعة طلعت مصطفى في الإشراف على العملية التعليمية وتوفير تدريب ميداني و خبراء متخصصين من قبل المجموعة للإشراف على الطلاب داخل العديد من المواقع الانشائية والصيانة التابعين لمشروعات مجموعة طلعت مصطفى في مشروعى الرحاب و مدينتي.

## هل يُمكن حصول الطلاب على فرص عمل مستقبلية عند تخرجهم من خلال التدريب العملي الذي تقدمه مجموعة طلعت مصطفى؟

نعم، التدريب الذي توفره المجموعة يمكن الطلاب من الحصول على شهادة الدبلوم الفني لمدارس التكنولوجيا التطبيقية والالتحاق بسوق العمل وبتيح فرص للتعيين بشركات المجموعة للمتفوقين.

## هل كان لتأسيس المدرسة تأثيراً في دعم اتجاه إنشاء المزيد من المؤسسات التي تهدف إلي تطوير المهارات غير الأكاديمية للقوى العاملة؟

بالطبع ، تعتبر مدرسة محمد متولى الشعراوي للتكنولوجيا من أوائل المدارس الفنية التي تم تطبيق شراكة رجال الأعمال مع وزارة التعليم، لتطوير و دعم نظام التعليم في مصر. لتعزز مجموعة طلعت مصطفى هذه الشراكة و تكون مبادرة في تقديم مساهمات وخدمات مجتمعية إيجابية ، متمثلة في دعم و تغيير منظور التعليم الفني في مصر، و بالفعل قد تم تخريج عدد كبير من الفنيين المحترفين لسد حاجة سوق العمل.

## ما تأثير مثل هذا التعاون على المجتمع؟

دعم مجموعة طلعت مصطفى للتعليم والمتمثل بوضوح في مدرسة الإمام محمد متولى الشعراوي للتكنولوجيا التطبيقية أثبت نجاح التجربة الأمر الذى أدى إلى تشجيع باقي رجال الأعمال لخوض التجربة وخدمة المجتمع من خلال الإشراف على المدارس الفنية والمساهمة في تطوير التعليم الفني تحت رعاية وإشراف وزارة التربية والتعليم والتعليم الفني.

## كيف يتم مساعدة الطلاب بشأن الخيارات المهنية والاجتماعية لمستقبلهم؟

نقدم الاستشارات النفسية والاجتماعية و المهنية بشكل احترافي وذلك كنوع من الدعم المقدم للطلاب وذلك إيماناً منا بتخريج فني محترف ومتزن نفسياً.

## ما مدى أهمية المدارس الفنية على المجتمع بشكل عام في مصر؟

تبرز أهمية المدارس الفنية في المجتمع من خلال زيادة الوعي بأهمية التعليم الفني، رفع كفاءات المتدربين، وتخرج مجموعة من الفنيين المحترفين علي المستوى المهني والعملية مؤهلين لسوق العمل، والقضاء على البطالة.



# ORION

## Medoc



مع العضوية العائلية من ميدوك هتقدر تضيف أي حد يهملك على حسابك في الأبلكيشن وتحجز له وكمان هتعرف كل تفاصيل الزيارة بعد الكشف

نزل أبلكيشن ميدوك وأطمئن على إيلي يهموك من هنا:

# MEDOC

<https://onelink.to/medoc>

## GoodsMart



استخدم تطبيق **GoodsMart** لطلب الوجبات المدرسية الخفيفة والخبز الطازج وعناصر الإفطار وجميع مستلزمات الطعام التي يتم توصيلها إلى عتبة داركم في وقت مبكر جداً من الصباح. جودزمارت هو متجر شامل لجميع احتياجات منزلك!

## التشطيب والصيانة

دع أوريون يزيل الضغط عنك. اتصل بنا للتعرف على خدمات التشطيب والصيانة.



## استمتع بالجو الخارجي في خصوصية



قم بتغطية الأسوار والعريشة ببلاستيك شفاف من البولي كربونات، مما يمنحك الخصوصية بينما لا تزال تستمتع بأشعة الشمس الشتوية.

## Sonic



سكوتر كهربائي جديد في الرحاب ، سونيك هو وسيلة نقل صديقة للبيئة ولكن يجب على الآباء فرض قواعد وأنظمة السلامة كما هو موضح في التطبيق والالتزام بها.

رابط التطبيق

<https://onelink.to/utjxqw>

## خدمة اتوبيسات المدارس

ORION

**المدارس راجعة**

**أسعار تبدأ من ١١٥٠ جنيه شهرياً**

أتوبيس المدرسة وصل!

**إشترك الآن**

**16286**

الكود التعريفي للخدمة: ٢٧

للمزيد من المعلومات عن هذه الخدمة يرجى إتالي منسوب خدمة العملاء بهذا الكود

- المبلغ شامل ذهاب عودة
- يوجد مشرفات
- عملية التوصيل بتكون من امام المنزل والي المدرسة و العكس
- السيارات بتكون مؤمنة بخدمة التتبع من خلال فريق خدمة عملاء اورايون
- التوصيل بيتم لداخل المدرسة من خلال المشرفة في الهاي اس و من خلال السائق في الملاكي
- التوصيل بيكون لمدرسة واحدة
- عملية الدفع بتتم قبل بدء الدراسة بأسبوع على الأقل بعد تأكيد عملية الحجز
- بتستلم ايصال مختوم و موضح فيه المبلغ والخدمة المقدمة
- بعد عملية الدفع ب ٤٨ ساعة بيتم التواصل مع حضرتك لأبلاغك بخط السير و مواعيد الوصول من والي المنزل و المدرسة
- الخدمة متوفرة ذهاب و اياب فقط
- التوصيل متوفر للجامعات و الموظفين

# منصة الكل في واحد

وفرنا كل احتياجاتك وانت في مكانك!

## تشطيبات

جميع التشطيبات

## نقل اثاث

نقل اثاث منزلي

## إدارة الممتلكات

الإيجار والتأجير  
الخدمات العقارية  
التصميم والتشطيب

## خدمات أخرى

سوبرماركت  
خدمات طبية  
السكوترات

## مكافحة الحشرات

مكافحة عامة

## صيانة سيارات

أعطال البطارية  
تغيير زيت وفلتر  
تغيير قطع غيار  
كاوتش  
صيانة عامة

## نظافة منزلية

نظافة عامة  
نظافة عميقة  
نظافة ما بعد التشطيب

## أعمال نظافة وتعقيم

تنظيف اثاث و  
مفروشات  
تطهير وتعقيم

## خدمات السيارات

أنقاذ السيارات  
الليموزين  
غسيل السيارات  
باص المدارس

## صيانة منزلية و توريدات

التكييف، الوميتال، دش  
دهانات، رخام، زجاج  
سباكة، سيراميك  
صيانة أجهزة منزلية  
كهرباء، نجارة  
تركيب بولي كاربونيت

## شحن ومدفوعات

شحن كارت الكهرباء  
و المياه



## أدارة الإطفاء و الإنقاذ في مدينة الرحاب سلامتك وأمنك أولويتنا دائماً!

تتولي إدارة مكافحة الحرائق وأعمال الإنقاذ التابعة لجهاز مدينة الرحاب سلامة السكان، فتوفر الإدارة جميع الخدمات والتوجيهات اللازمة في حالات الطوارئ لجميع المقيمين في المدينة. تركز الإدارة على توفير مستوى عالٍ من الحماية والاستجابة السريعة للحوادث. تتضمن التالي:



تضم إدارة الإطفاء والإنقاذ في المدينة سيارة مكافحة الحرائق ذات سعة 4 طن، بالإضافة إلى سيارتين سريعة التدخل بسعة 1 طن لكل سيارة.

تم توزيع 200 طفاية في أماكن تواجد فرق الأمن في العمارات، حيث بلغ العدد الإجمالي للطفايات في المدينة إلى 516 طفاية.



وقد نظم مركز السيارات والمعدات بشكل استراتيجي لضمان التغطية الشاملة للمدينة والتعامل الفعال مع الحرائق. نحن نولي أهمية كبيرة لسلامة سكاننا.

نعمل جاهدين على توفير الإمكانيات والتسهيلات اللازمة للتعامل مع أي حالة طوارئ تتعلق بالحرائق.

ندعو جميع السكان إلى اتباع التعليمات الأمنية والإرشادات التالية لضمان سلامتهم وسلامة المجتمع بأكملها.

### في حالة وجود حريق في المنزل:

1. احتفظ بهدوءك.
2. اطلب المساعدة من السلطات المعنية للإبلاغ عن الحريق وتلقي التوجيهات اللازمة.
3. على الفور عن طريق الاتصال بالخط الساخن رقم ١٦١٨٢ أو الاتصال بالطوارئ على الرقم ١٢٢.
4. التأكد من وجود جميع أفراد الأسرة في مكان واحد آمن وبعيد عن الحريق.
5. قم بإغلاق مصادر الكهرباء والغاز في منازلكم، وإغلاق أجهزة التكييف ولا تحاولو إخماد الحريق بالماء.
6. في حالة كان الحريق من المطبخ برجاء عدم اخماد حرائق الدهون باستخدام المياه منعا لزيادة الحريق. وضع غطاء علي مصدر الدخان لتهديئة اللهب.
7. ضع منشفة مبللة علي الأسطح والأخشاب لأخماد النار.
8. في حالة فقد السيطرة علي الحريق، غادر المنزل على الفور مع أفراد الأسرة.
9. تجنب استخدام المصعد، فقط استخدم السلم للنزول من العمارة.
10. اتجه إلى أقرب نقطة آمنة أمام العمارة، وابتعد عن حركة المرور والمنطقة المحيطة بالحريق.
11. تجنب العودة إلى المنزل قبل التأكد من السيطرة على الحريق.



### في حالة وجود حريق في العمارة:

1. احتفظ بالهدوء ولا تنشر الذعر بين الآخرين.
2. اطلب المساعدة من السلطات المعنية للإبلاغ عن الحريق عن طريق الاتصال بالخط الساخن رقم ١٦١٨٢ أو الاتصال بالطوارئ على الرقم ١٢٢.
3. قم بإغلاق مصادر الكهرباء والغاز قبل مغادرة المنزل.
4. لا تخرج من المنزل إلا بعد معرفة مكان الحريق في العمارة، فعند ارتفاع حرارة باب المنزل أو الاوكرة الباب، فهذا دليل علي قُرب مكان الحريق من منزلك.
5. تجنب استخدام المصعد، فقط استخدم السلم للنزول من العمارة.
6. اتجه إلى أقرب نقطة آمنة أمام العمارة، وابتعد عن حركة المرور والمنطقة المحيطة بالحريق.
7. تجنب العودة إلى المنزل قبل التأكد من السيطرة على الحريق.



### في حالة التعرض عن الخروج من المنزل:

1. احتفظ بهدوءك.
2. اطلب المساعدة من السلطات المعنية للإبلاغ عن الحريق عن طريق الاتصال بالخط الساخن رقم ١٦١٨٢ أو الاتصال بالطوارئ على الرقم ١٢٢.
3. قم بإغلاق مصادر الكهرباء والغاز في منازلكم، وإغلاق أجهزة التكييف ولا تحاولو إخماد الحريق بالماء.
4. وضع منشفة مبللة أسفل أبواب المنزل لمنع دخول دخان الحريق الخارجي إلى المنازل.
5. ضع مناديل مبللة على الأنف والفم للمساعدة علي التنفس.
6. لسهولة التنفس، أبق بالقرب من الأرض نظرًا لتساعد الأدخنة للأعلى.
7. قو بتبريد جسمك بالماء في حالة ارتفاع درجة حرارة الغرف أو حرارة الجسم.
8. انتظروا وصول المساعدة.



# جهاز مدينة سيليا



تتميز سيليا بالأعمدة الذكية كأحد المكونات المتقدمة في البنية التحتية للمدن الذكية. حيث بدأ جهاز مدينة سيليا في تطبيق نظام الذكاء الاصطناعي، فقد بدأ بتركيب أعمدة الإنارة الذكية حيث تجمع بين إضاءة الشوارع التقليدية و مزايا التكنولوجيا المختلفة لتقدم لقاطنيها العديد من المزايا للحياة الحضرية. تعتمد الأعمدة الذكية على أجهزة استشعار و كاميرات اتصال لاسلكية و غيرها من الأجهزة الذكية لجعلها منطقة سكنية متكاملة توفر كل وسائل الأمن و الأمان لسكانها.

يتضمن المشروع حوالي 120 عموداً ذكياً بالمرحلة الأولى، يحتوي العامود على أنظمة كاميرات مراقبة، إنارة داخلية، وحدات إعلانات رقمية، أنظمة إنارة داخلية، و الإتصالات اللاسلكية (الواي فاي). حيث سيتم توصيل هذه الأجهزة عبر شبكة الألياف الضوئية الى غرفة التحكم بالمشروع.

## تتضمن الأعمدة الذكية العديد من المزايا، ومنها:

### كفاءة الطاقة:

تستخدم الأعمدة الذكية إضاءة LED الموفرة للطاقة، ويمكن تجهيزها بأجهزة استشعار الحركة لضبط مستويات الإضاءة بناءً على النشاط في الوقت الحقيقي، مما يوفر الطاقة ويعزز الأمان ويضمن درجة إضاءة مناسبة لجميع الأوقات وحسب الحاجة .



### رصد البيئة:

يمكن لأجهزة الاستشعار في الأعمدة الذكية قياس جودة الهواء ودرجة الحرارة والرطوبة ومستويات الضوضاء مما يسهل على المدن رصد الظروف البيئية واتخاذ قرارات مبنية علي معلومات لتطوير العمران وتحسين مستوى الراحة للسكان بشكل استراتيجي.



### الأمان والمراقبة:

تعزز الكاميرات وأجهزة الاستشعار المدمجة سلامة واماكن المناطق العامة من خلال رصد الأماكن لحظة بلحظة واكتشاف اي حوادث - لا قدر الله- وتقديم المساعدة في الوقت الملأئم.



### الاتصال اللاسلكي:

تدعم الأعمدة الذكية خدمات الاتصالات والواي فاي، مما يحسن وصول الإنترنت للسكان والزوار في الأماكن العامة.



### الاستجابة للطوارئ:

يمكن استخدام مكبرات الصوت والشاشات المدمجة في الأعمدة الذكية للتنبيهات ولحالات الطوارئ لضمان الوصول للسكان في كل مكان وتعزيز استعدادهم.





# بهاز مدينتي

## الماجستير المهني

### لإدارة الأعمال



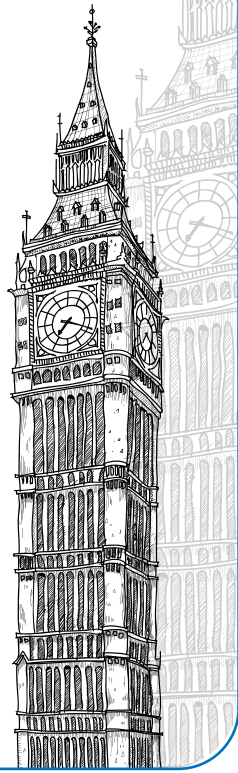
Cardiff  
School of  
Business,  
UK

يسر جهاز مدينتي أن يعلن عن التعاقد مع كلية إدارة الأعمال جامعة كارديف في المملكة المتحدة (إنجلترا)، التابعة للمركز القومي للحاسبات ومكتب تنظيم الامتحانات والمؤهلات للتعليم العالي في إنجلترا. سيتم تقديم خصم خاص لسكان مدينتي يصل إلى ٥٥% عند التسجيل في برنامج الماجستير المهني في إدارة الأعمال، مع توفير خيار الدراسة عن بُعد (أونلاين) بتكلفة ٤٥,٠٠٠ جنيه مصري مع فترة سداد تستمر علي مدار مدة الدراسة التي تمتد من ١٢ إلى ١٤ شهر. كما يمكن الحصول علي المعادلة الأكاديمية من عدة جامعات بريطانية، بالإضافة إلي توثيق وإعتماد الشهادة من خلال المركز الثقافي البريطاني.

للتواصل مع جهاز مدينتي

[madinatcityhall@tmg.com.eg](mailto:madinatcityhall@tmg.com.eg)

أو الإتصال على 16540



## إتفاقية

### بهاز مدينتي والجامعة البريطانية

تعلن إدارة العلاقات العامة بجهاز مدينتي عن عقد إتفاقية تفاهم مع كلية التعليم المستمر بالجامعة البريطانية في مصر والتي تمنح قاطني مدينتي خصم بنسبه ١٠% على جميع الكورسات والدورات التدريبية بالكلية

للتعرف على التفهيمات برجاء اختيار نوع الكورس عن طريق ملئ النموذج التالي

للتواصل مع كلية التعليم المستمر: ٠١,٦٩٨,٣٢٣. SCEATBUE  
للتواصل مع جهاز مدينتي: [madinatcityhall@tmg.com.eg](mailto:madinatcityhall@tmg.com.eg) الإتعمال على ١٦٥٤



## حضانة مدينتي

حضانة The Kite

B10

01009262222



حضانة Leap

B8

01013888855/66



حضانة كيدي كولج

B6

01023313888

01023312444

B7

01016622245/6



حضانة خطوة

النادي

01150111115

فيلات

01212522222



# عودة المدارس بالرحاب ومدينتي

لا شك أن الاسرة تبحث عن أفضل المدارس لتنمية قدرات ابناءهم، وتعزيز الثقة والتفأؤل لديهم، وفتح أبواب وفيرة من الفرص المستقبلية. تضم مجتمعات طلعت مصطفي مجموعة رائعة من المدارس التي تفي بكل هذه الاحتياجات وأكثر! تشمل المدارس بالرحاب ومدينتي على جميع الأنظمة التعليمية واللغات المتنوعة مما يتيح للقاطنين الاختيار الأنسب لهم و لمستقبل ابناءهم.

## مجموعة المدارس بمدينتي

### المدرسة البريطانية الدولية بمدينتي

#### BRITISH INTERNATIONAL SCHOOL MADINATY (BISM)

**Type of Education:** British System – IGCSE

📍 Talaat Mostafa Road

☎ 01022230014/15/16

📞 **Admission Office:**

01050385599/010503307755

✉ registrar\_bim@gemsedu.em

📍 The British International School Madinaty.

🌐 www.bism-cairo.com



### مدرسة مدينتي المتكاملة للغات

#### MADINATY INTEGRATED LANGUAGE SCHOOL (MILS)

**Type of Education:** National System

📍 Wadi Road, Behind South Park

☎ 0221109225/0221109226/

0221109227/0221109228/ 0221109229

📞 **Admission Office:** 01028050305

☎ 01028050305

✉ registrar@mils-egypt.com

📍 Madinaty Integrated Language Schools- MILS.



### مدرسة مدينتي للغات

#### MADINATY LANGUAGE SCHOOL (MLS)

**Type of Education:** National System

📍 Talaat Mostafa Road

☎ 021109877/0221109880/

0221109227/0221109881

📞 **Admission Office:** 01028050305

☎ **Front Office:** 01028050305

✉ registrar\_mls@gemsedu.com

🌐 madinatylanguagesch.com

📍 Madinaty Language School – Official Group.



### مدرسة مدينتي المتكاملة المتميزة (لغات)

#### MADINATY INTEGRATED OUTSTANDING SCHOOL (MIOLS)

**Type of Education:** National System

📍 Group 114, B11

☎ 01063446300 / 01069820589

✉ Frontoffice.miols@gmail.com

📍 Madinaty integrated outstanding language school - MIOLS



## مجموعة المدارس بالرحاب

### المدرسة البريطانية الرحاب، مدرسة جيمس الدولية

#### GEMS BRITISH SCHOOL- AL REHAB

**Type of Education:** British System – IGCSE

📍 Talaat Mostafa Street

☎ 021109877/0221109880/

0221109227/0221109881

📞 **Admission Office:**

01050385588/01060039353

☎ 0226070291/2/4/5

✉ registrar\_tbs@gemsedu.com

✉ frontdesk\_tbs@gemsedu.com

📍 The British School Al Rehab



### مدرسة عثمان ابن عفان

#### OTHMAN IBN AFFAN SCHOOL

**Type of Education:** National System

📍 Gate 19

☎ 01024291640/26079774

✉ OthmanIbnAffan@futuresnet.net

📍 Othman Ibn Affan



### مدرسة فيوتشر الرحاب- طلائع المستقبل

#### FUTURES LANGUAGE SCHOOLS (FLS)

**Type of Education:** National System

📍 Talaat Mostafa street, Beside Rehab Mall 2

☎ 01228628032/0226070638/7 -

✉ FLSAlRehab@gfutures.net

📍 Futures Lnguage Schools: AL- Rehab.



### مدرسة المستقبل الفرنسية

#### L'ECOLE DE L'AVENIR

**Type of Education:** French Diplomas

📍 Gate 13

☎ 01100029994

✉ Gihan.Kotb@futures.net.net.

📍 l'Ecole de l'Avenir ( EL Rehab).



### المدرسة الألمانية

#### DEUTSCHE SCHULE FUTURES

**Type of Education:** Deutschsprachige System

📍 Gate 13

☎ 01092927702

✉ deutsche.schule.futures@gmail.com

📍 Deutsche Schule Futures.



### مدرسة جيمس الدولية

#### GEMS INTERNATIONAL SCHOOL (GISC)

**Type of Education:**

American System

📍 Rehab 2, Gate 19

☎ 01061618302

🌐 gisc.egypteducationplatform.com





# لبن بالفراولة والموز والشوكولاته

جديد من



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MADINATY

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