

# CityLife

by TMG

Issue No.17 - October 2026

نور  
NOOR  
CAPITAL GARDENS

وبدأت الحياة في نور



## BACK TO THE CITY

نشرة دورية توزع داخل مدينتي والرحاب مجاناً



نور  
NOOR  
CAPITAL GARDENS

# نور

صورة من الواقع



من قلب شرق القاهرة، يولد مستقبل جديد في مدينة نور، حيث تتحول رؤيتنا لأول SMART CITY متكاملة في مصر إلى واقع ينبض بالحياة. تجمع نور أحدث تقنيات المدن الذكية مع منظومة متكاملة من الخدمات والحلول المستدامة، لتقديم أسلوب حياة أكثر راحة، تطوراً وأماناً، ومع استقبال سكان المرحلة الأولى، تفتح نور أبواب تجربة سكنية جديدة، ذكية ومتكاملة وجاهزة من اليوم الأول، لتمنحك كل ما تحتاجه لحياة عصرية أكثر سهولة.

نور .. حياة ذكية جاهزة لاستقبالك الآن!



خاصية التعرف على الوجه  
للدخول بسهولة وأمان



WIFI  
في كل مكان في المدينة



محطات شحن  
كهربائية



وسائل مواصلات  
ذكية



نادي رياضي  
اجتماعي

13  
سنة  
قيلات بأنظمة  
سداد حتى

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[ecommerce.tmg.com.eg](http://ecommerce.tmg.com.eg)

14  
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سداد حتى



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المركز الرئيسي: ٣٦/٣٤ شارع مصدق، الدقي - الجيزة

# CityLife

**W**

e have torn ourselves away from the sand, sea, and summer delights of Sahel, and are marching briskly into a productive autumn season. We are very excited about the delivery of NOOR Phase One. This new addition to the residential offerings of TMG is such a lifestyle innovation; Egypt's first fully integrated smart city has handed over 4050 Villas and Apartments to their new residents, marking a ground-breaking step in smart, seamless living. With an integrated ecosystem of smart services, modern infrastructure, and digital technologies, NOOR shows how technology and smart design can also radiate a sense of comfort and belonging.

We are also excited about the new cooperation between TMG Community Marketing and Safe Egypt. This promises to be a dynamic game-changer when it comes to inspiring and protecting the youth in our communities. You will find our first feature waiting inside.

With our younger generation facing a challenging, but potentially exciting and rewarding job market, we dive deep in this issue. We look at the AI tools that are becoming commonplace in all sectors, we get real about making career choices, and think outside of the box when we look at some jobs that offer long term potential. And to support a good work/life balance, we bring you a quick guide to the sporting facilities and venues right on your doorstep.

As we rush headlong into an increasingly automated future, we need to reconnect with our roots, and give ourselves a little headspace. Off- season Alexandria offers a perfect escape, allowing us to slip back into the eternal rhythm of this historic and fascinating seaside city, with its iconic character and much-loved traditions. While we continue to get into our autumn vibe, we have flashbacks to the summer events in Kyma and SouthMED, as well as the Winter Music Festival. It seems like yesterday, as we think of the iconic singers who captured our hearts. Let's see what the year ahead has in store!

As always, we have news, features, celebrity interviews, and exciting informative content. We chat with our own local residents to learn more about what makes life special for them in our communities. Don't forget, the TMG Life App has become a big part of our lives, keeping us in the loop and making day to day living so much easier. This is technology that we can embrace!

*City Life* is created for you, our diverse, multinational TMG communities, to entertain and inform you. We wish you and your loved ones a heart-warming autumn, surrounded by the joy of family and friends.

City Life Team

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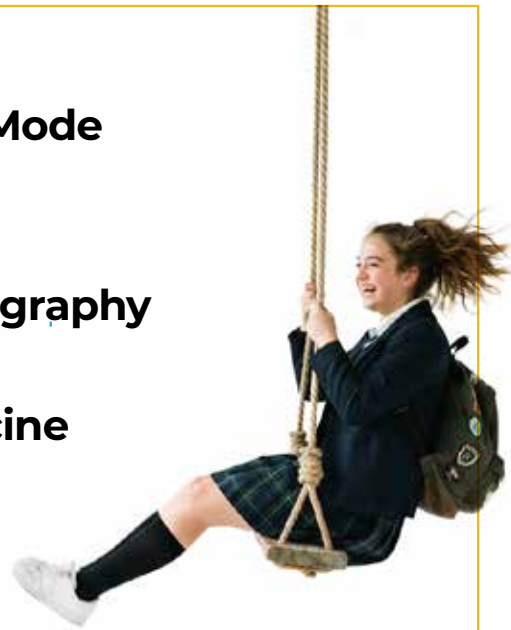
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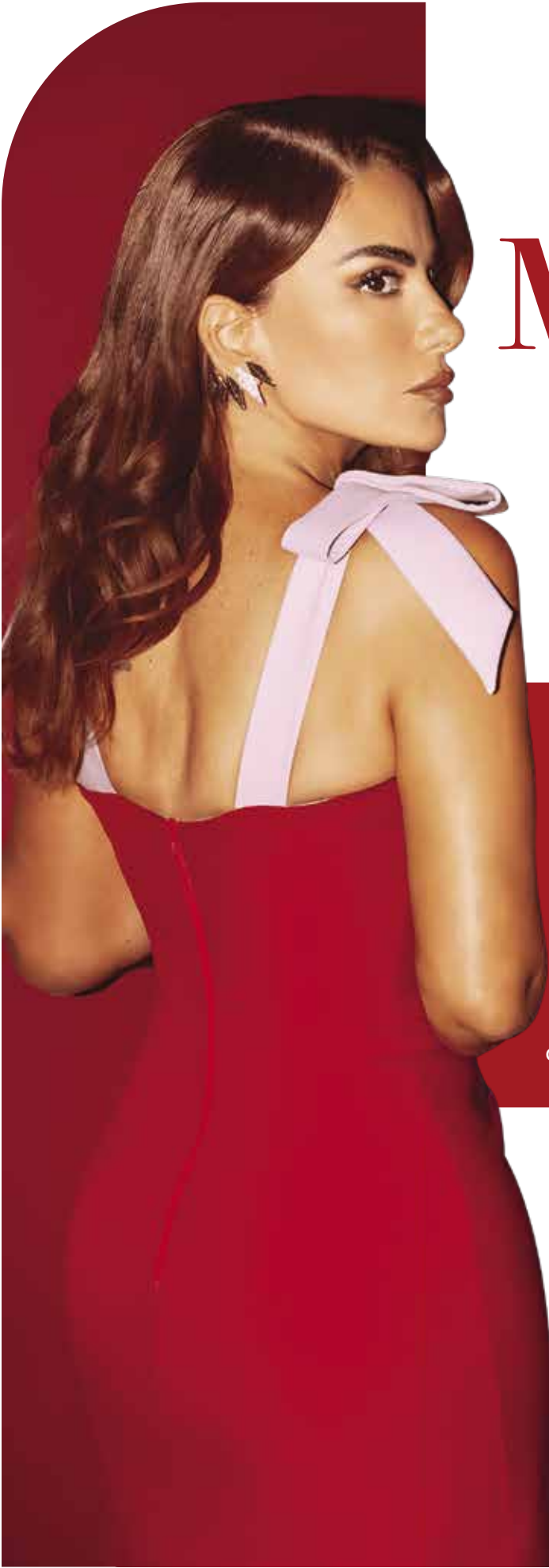
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# Saba Mubarak

## Shines on Our Screens

Internationally renowned actress and producer, Saba Mubarak has a prolific output of memorable films and series. We take a look at her recent hit series, and chat one-on-one about how, in *Ward Alla Ful w Yasmin*, she brings Elham to life. A woman caught between love, family, and the pressure to put everyone else first. Candid and refreshingly honest, Saba shares the lessons behind Elham's journey, changing social attitudes, and the importance of choosing yourself, while revealing a more playful side of her own personality along the way.

**Do you think social class differences still cause challenges in relationships or do you think people are more accepting of it now?**

I think people have become more accepting of it now than before. Before, the social classes and the differences between them were very distinguishable and it was extreme. Now, I think the social classes overlap more, especially that Gen Z are everywhere and they changed the look of life we are living. So, I love that. I don't like the idea that society is an extension to itself, not levels we surpass to become better. This idea I don't agree with.



**Can the love between two people and them holding onto each other really overcome the social and financial differences or is it just in fiction?**

To me, there is no specific theory, it depends on the case itself. In general, it is mostly difficult, but if we're talking about a specific case, it depends on the girl and man in this relationship.

**If you could sit with Elham for one minute, what advice would you give her?**

I'd tell her to take care of herself, and I'd tell her "Please calm down and think of yourself before you think of everyone around you."

**After the audience have lived Elham's story with her, if you want them to learn one thing from this story, what would it be?**

The positive message is that you should never play the role of a victim and dwell in sadness. Try to find the good things in life, because in life, with every bad thing comes a good thing. When we are in despair, we are not able to see these things.



Gen Z are everywhere and they changed the look of the life we are living. 99



The second message is the obvious one, anyone who feels something strange in their body should immediately go get it checked early, because it's available and free.

**Have you ever blocked someone and then unblocked them later?**

It never happened, I never block anyone, the person just becomes invisible to me if I don't want to talk to him.

**Have you ever had to play the role of a mother for someone close to you?**

Every day.

**Have you ever put someone's needs before your own for a long time?**

Yes, It happened.

**Have you ever realized your first impression of someone was completely wrong?**

Never, I have a very strange psychological radar. From the first moment I meet someone, I know if I'll love this person or not and how far our relationship will go. When I try to deny something with myself and decide that maybe my feeling is not right, mostly my initial feeling is later proved right.

**Have you ever told a white lie to protect someone you care about?**

It has happened.

**Have you ever Googled your own name?**

Yes of course, I'm not going to lie and tell you "No these things don't matter to me at all." I do that and I see a lot of weird things.

**Have you ever forgotten someone's name while they were standing right in front of you?**

Oh my God, every day. I still tell this story. I once forgot my sister's name, so it happened. I'm not good with names.



# Karim Elemary

## Speaks Out

Charismatic and intense, actor and internet personality Karim Elemary chatted with *City Life* and shared his story, views, and updates on his busy filming schedule.



**You were born in Port Said, and are now a resident of Al Rehab. Can you tell us about your journey?**

I graduated from the Egyptian Air Force Academy in 2009, and after graduation I moved to Masr Gedida in Cairo. After around six to seven years I moved to Al Rehab, where I now reside.

**Where were you educated, what subjects did you excel in, and what was your earliest career dream?**

At school I was very strong in mathematics and science. I like subjects that make my brain work, like chemistry and physics. I was never interested in grammar, and languages. My earliest career dream was to become a ship's captain, like my father. I love the sea. When I did the military test, I scored well in the pilot test, so I signed up to become a fighter pilot.

**How did you make the leap from being an officer in the Egyptian Air Force to becoming a popular actor with many films to your credit?**

The transformation from being an Egyptian Army officer to becoming an actor was a very long road. The requirements for each job are different; the emotions, the character, and to make this huge change of direction took many years of effort, hard work, discipline and practice. It has been a long journey to prove myself as an actor, and I am still on that journey.



**Are you attracted to action roles with an element of danger and plenty of thrills, or are you at home in any genre?**

As an actor I don't have a preference, be it drama, or romance or any other genre. It is more about the story, the lines, and the purpose of what we are doing. It is not about the genre, it is about the quality of the work.

**Are there any actors who have been an inspiration for you?**

Marlon Brando. I love his work, I find him a genius. He is the godfather of acting. For sure, there are many great Egyptian actors like Adel Emam, Yehia Fakharany, Ahmed Zaki, and Omar Sherif. I love them all. There are many great international actors like Al Pacino and Robert De Niro, but my inspiration comes from Marlon Brando, he is number one for me.

**“It is more about the story, the lines, and the purpose of what we are doing.”**

**Is there a director you would like to have a chance to work with?**

I am lucky to have worked with some of the best directors in the Middle East. I have learned so much from them. But maybe one day I will be able to work with Christopher Nolan!

**Do you have anything in the works at present?**

I have signed for a new series called *Tamer El Masry*. It is due to start shooting soon, for the Ramadan season. I have also read the scripts for two movies, expected to start shooting in November

**Where are your favourite places to relax and hang out?**

By the sea. I love the sea, and I travel a lot to Hurgada in the winter and the North Coast in the summer. Egypt has many wonderful places to visit.



**Are you active in any sports, and do you find time to follow a fitness programme?**

I love to walk, and do cardio in the gym. I also ride a bicycle, and enjoy playing Padel. I love to watch football so I follow most of the football matches.



**What is the best advice you have ever been given?**

The best advice I have been given, and I try to follow it, is not to judge people, and not to meddle in other people's lives. Everyone has his situation, his motivation, and circumstances.

## Quick-fire Round:

**Breakfast spot?**

I follow a very strict diet, and I don't think there is any restaurant that could prepare my breakfast, so I eat my breakfast happily on my balcony, at home.

**Careful planner or spontaneous?**

I'm a human being, so sometimes I am a careful planner in some things, and sometimes I am impulsive and spontaneous and just go with the flow.

**Reading or podcasts?**

I used to read, but now I prefer podcasts and quick videos. They can give me a brief about something in a very short time. I feel that I don't need to read anything now, everything is on the internet so I can listen to it or watch it.

**Any pets?**

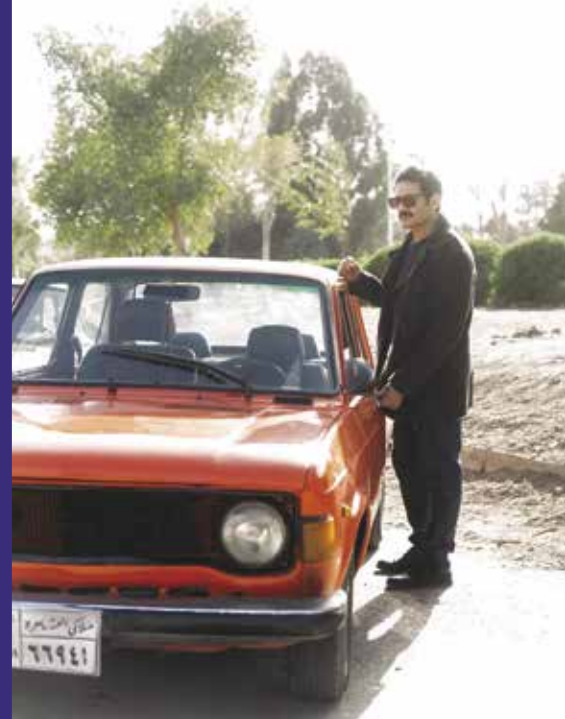
I have no authority to take a dog or a cat and put their destiny in my hands. I love to see all animals live free, in nature, as God intended.

**Holiday destination?**

The North Coast, to catch the summer.

**Good company?**

Mohamed and Hany Elemary, my cousins. I would like to tell them I miss them both so much!





# FASHION TRENDS WOMEN



1. Olive High Low Middle Line Ribbed Top & Pants - FRILLU

3. Handbag - SHOE ROOM

5. Animal Print Blouse - CLUE

2. Collared Blouse - DALYDRESS

4. Brown Striped Frillu Signature Vest & Pants - FRILLU

6. Beige Slow Sunday Set - FRILLU

# MEN



1. Cable Knit Polo - GO NATIVE

3. Comfort Suit Beige - TIE-HOUSE

5. Milano Shirt - TIE-HOUSE

2. Leather Bag - DALYDRESS

4. I Begin Shirt - GO NATIVE

6. Dark Flash Crossbag - GO NATIVE





1. Brown Oversized Sleeves Cardigan- IN YOUR SHOE
3. Flare High-Waist Dark Indigo Jeans - CIZARO
5. White Zed Stars Wide Leg Swants - IN YOUR SHOE

2. Leopard Print T-shirt - CLUE
4. I'm Back T-Shirt - TOWN TEAM
6. Brown Top Handle Laptop Sleeve - GET PALMA

## KIDS

1. Inspirational Patchwork Denim Knit Duo - VICHİ KIDS
2. Elegant Pearl-Bow Denim Duo - VICHİ KIDS
3. Sharing Is Caring Kids Hoodie - IN YOUR SHOE
4. Fortarun 4.0 - ADIDAS





# Hair for Today

Summer was great, but a little tough on your hair? Take a peek at the styles to jump onto this autumn, and to ace the look, get the products that will nurture your hair back to optimum health.

The Bixie is particularly flattering for fine hair because the layers create movement and fullness.



**Hair Strengthening Mask Pouch with Aloe Vera and Argan Oil - EVA**

90s Long Layers will never fall out of style.



**Leave-in Cream with Argan Oil - BOBANA**



The Bell-bottom Bob is more about being playfully sophisticated.



**Hair Repair Mask - THE BATH LAND**



**Advanced Care Clinic Forever Long Lengthening Shampoo for Damaged Hair - EVA**



**Shaping Gel With Flaxseed Oil - BOBANA**

# Meet Nancy Habashy



**Vivacious Al Rehab resident, busy mother and creator of Nancy's Kitchen, Nancy Habashy carved time out for a friendly chat with *City Life* about her life and passion for cooking.**

**When did you come to live in Al Rehab, and what prompted your decision?**

I moved to Al Rehab City in 2001. We made the decision because it is an upscale, safe and well-integrated community, with all the services and facilities we need close by.

**Where were you educated, and what did you study?**

I graduated from the Faculty of Law at Benha University.

**When did you start your business Nancy's Kitchen, and what was the inspiration?**

Nancy's Kitchen isn't really a business for me; it started as a hobby and something I genuinely love doing. Cooking is a passion of mine, and I enjoy sharing the food I make with others.

**When did you first learn how to cook?**

I first started cooking when I was eight years old. I've always loved cooking, experimenting with different recipes, and watching cooking shows. What I enjoy most is seeing people happy and enjoying the food I make.







### **Does your family have a favourite dish?**

My family's favourite dishes that I make are stuffed pigeon and béchamel pasta. They are always a favourite at home!

### **Has being an Al Rehab resident been a benefit in growing your business?**

Definitely. As I mentioned, Al Rehab is an upscale community with wonderful and respectful people. Being surrounded by this community encouraged me to improve my cooking, put more effort into what I do, and keep developing. The people of Al Rehab have also supported me throughout my journey and played a big part in my success.

### **What are the positives of raising your children in Al Rehab?**

Al Rehab is a very safe city, which gives me great peace of mind when raising my children. They can go to the club and enjoy a wonderful environment, while most places and facilities are conveniently close to

home. For me, this makes Al Rehab one of the best places to raise my children.

### **What amenities do you and your family use regularly for sports, fitness and wellbeing?**

We really enjoy going to the club, especially for walking and spending time outdoors.

For leisure and everyday needs, the malls in Al Rehab have almost everything we need. I also celebrate all my children's birthdays at the club, which has become a special part of our family life.



### **Where is your favourite spot for relaxing?**

One of my favourite places to relax is the club in the morning, especially for a peaceful walk. I also enjoy having coffee at Gateway Mall.

### **Do you have any hobbies?**

My hobbies are cooking, walking, reading and, of course, shopping!

### **How would you recommend the benefits of the Al Rehab lifestyle to anyone thinking of moving here?**

Al Rehab has become a big part of my life and my daily routine. It has everything I enjoy and everything my family needs. The safety, convenience, community and variety of facilities make it a wonderful place to live, and I would definitely recommend it to anyone considering moving here.

### **How has the TMG App changed your daily life?**

Absolutely. I find the TMG Life App very useful. It makes many things easier and helps me stay connected with the services and facilities available in the community.



# Hello Maria Consuelo!

We meet María Consuelo, although everyone knows her as Consol. Born in Spain, in a village in the Catalan Pyrenees, very close to the border with Andorra and France, she is now a long-time resident of Madinaty.

## What brought you to Egypt?

My husband's job brought me to Egypt. I met him on my first trip to Egypt as a tourist, and after dating a while, we got married. We've been together for twenty-five years now. After our wedding, we moved to Spain. Ahmed works for a Spanish company, and when they decided to open their Middle Eastern branch here in Egypt, we moved here. Later, we had our two children, Salma and Karim.

## Why did you choose Madinaty?

Our connection to Madinaty goes back a long way. In 2006 to 2007, my husband and I decided to buy a unit here off-plan because we loved the idea of it being a sustainable city built to European standards, with green spaces and amenities. We finally moved here in 2013. We chose Madinaty because we were

looking for a place to live away from the pollution of Cairo, a place where we could go for walks and exercise comfortably, where there were plenty of gardens, and where we had amenities within easy reach.

## What has been the best part of raising your two children in Madinaty?

Raising my children in Madinaty has been a wonderful experience. From a young age, they've had the opportunity to play sports close to home. At the club, they've participated

in rhythmic gymnastics, tennis, swimming, and soccer. They've enjoyed the play areas and made friends. It's allowed me to make friends too, and I have very, very fond memories of when they were little. Now that they're older, I also enjoy that they can go out on their own, go to the movies, and enjoy the open-air mall with their friends. I've truly loved watching my children grow up here in Madinaty.





**we loved the idea of it being a sustainable city built to European standards, with green spaces and amenities.**

**What amenities do you and your family use regularly for sports, fitness and wellbeing?**

We use the club for sports; my son Karim particularly enjoys going to the gym, and I also attend the Zumba classes offered there. Besides that, of course, it's an excellent place for walking.

**What adds to the convenience of life in Madinaty?**

We use the TMG Life app, which is very useful for those of us who live here. It provides a lot of information about services, activities, events, and more. We also use it to pay for utilities, like electricity.

**Where is your favourite spot for relaxing with your family?**

My favourite place in Madinaty, I'd say, is my own home. We live surrounded by gardens near the golf course. It's truly wonderful to be able to relax at home, to be at peace and surrounded by such incredible scenery.

**Do you follow any hobbies and pastimes?**

My hobbies include practicing Zumba, cooking, decorating, shopping, and going out with my friends.

*Zumba*



**Is there a group for Spanish speakers in Madinaty?**

I have a group of Spanish-speaking friends who live here in Madinaty. We meet regularly to talk, eat, and organize some traditional celebrations from our culture.

**Has it been easy to make friends here?**

In my first few years living here, I met wonderful people at the club with whom I shared our children's games, our concerns, birthdays, and parties. Today, they are my closest group of friends. I'm the only foreigner, but they always included me and helped me improve my Arabic. I love them very much.

**Do you find time to prepare your favourite traditional dishes?**

I really enjoy cooking, so when I feel a little nostalgic for some typical Spanish dishes, I always try to make them, whether it's paella, potato omelette, etc. I also manage to cook some Arabic dishes.

**How would you recommend the benefits of the Madinaty lifestyle to anyone thinking of moving here?**

If someone was thinking of moving to Madinaty, I would say: come, don't hesitate, come and enjoy. You'll find many advantages. I was one of the first inhabitants of Madinaty; I've seen it grow and develop. I love Egypt and I love living here, that's why I always say I'm from Madinaty.

# On the Ball with Shady El Sherhiny

Squash isn't just a pastime for Shady El Sherbiny, it is a passion for this young Al Rehab resident. We enjoy catching up with him and learning about his sport and his lifestyle.

**How long have you been living in Al Rehab, and what changes have you seen since you moved in?**

I have been living in Al Rehab since 2005. Everything has changed since I was a kid, with more than ten mosques, multiple schools built, the massive club extension that has been added, and the malls that keep being constructed day by day. I love living here.

**Are you from a sporty family, and do you have siblings?**

My older brother was a professional boxer, my mom grew up playing fencing and my dad used to be a soccer player as well in his teenage years.

**How has living in a residential community shaped your lifestyle?**

Accessibility is the key! Al Rehab Club is five minutes' walk from my home, this accessibility let me get into sports more easily, and make lots of friends as well while growing up.

**Where were you educated and what did you study?**

I studied in the business school at the Arab Open University in El Sherouk.

**Where are your favourite spots to hang out and meet up with friends, and why?**

You will find me mainly at Al Rehab Club and maybe Avenue Mall as well. It's just nice to be able to walk or drive ten minutes maximum and have a good hanging out spot where you can meet like-minded people.

**We know you are a keen squash player, with international ranking. Tell us more.**

I picked up the sport in Al Rehab club when I was around nine years old, I am twenty-seven now and competing internationally, representing Egypt. I used to go to practice every day in the club to train with my coaches Mohamed Awad and Amr El Erian, and they are still there at the club. They had a big influence on me in my teenage years and made me love the sport. My first trophy ever was with Coach Amr when I was just training in Al Rehab Club and nobody knew who I was. I represented Egypt in the national team when I was





eighteen in the British Junior Open and then I turned nineteen and have been competing globally in the professional circuit since then.

**Egypt consistently maintains pole position in squash across the international tournaments. What challenges do players face compared to around five to ten years ago?**

The World No 1 positions across Men, Women and Junior categories are held by Egypt. We are dominating the sport. There are so many good players, but that's the challenge, as there is so little funding, with opportunities only going to the top. We need more funding as professional athletes to cover our travel costs, training, etc. Most of us don't really make money playing the sport, which is a shame.

**How do you rate the sporting facilities in Al Rehab? Has being so close to these helped you in your squash journey?**

It's fantastic, the track is right beside the squash courts, the gym as well. The community at the club has been an integral part in my journey. I have spent almost a decade training every day in that club, I am grateful for everyone who helped me there!

**What other hobbies do you have?**

I love gaming, dancing, and hiking whenever I have the time.

# We Are Dominating The Sport

**What do you enjoy most about living in Al Rehab, and how would you recommend it to anyone thinking of moving in?**

Accessibility is the best thing about living here. I can walk ten minutes in any direction and find a mall, a food court, a club, and a

mosque. There isn't a place in Egypt that offers that to be honest. I kind of understand why my parents moved here now when I was a kid. It's funny though, there was nothing at that time in the city but here we are! That was a good investment!

- **Pets?** Cats
- **Ice cream flavour?** Pistachio
- **Weekend escape?** Dahab
- **Latest movie watched?**  
*Spiderman: Brand New Day*
- **Early riser or late sleeper?**  
Early riser
- **Best holiday you have had?** A week in Brazil after a tournament I played in.

Quick-fire round





## UNVEILS PHASE ONE, DELIVERING ON THE FUTURE OF SMART LIVING

Egypt's first fully integrated smart city has taken a major step forward with the handover of more than 4,000 villas and apartments to their new residents, marking a major milestone in the evolution of smart, integrated, and seamless living in Egypt. Developed to bring together technology, comfort, connectivity, safety, and quality of life within one integrated ecosystem, NOOR transforms the way residents experience both their homes and their city. From smart infrastructure and digital services to thoughtfully designed amenities, every element is connected to make everyday life simpler, safer, and more convenient.

### A SMART HOME BUILT AROUND EVERYDAY LIFE

At the heart of the NOOR experience is a fully integrated smart home ecosystem designed to go beyond convenience and comfort, bringing together home management, safety, security, connectivity, and peace of mind.



Through the smart control panel inside the home and the NOOR App, residents can seamlessly manage lighting, air conditioning, television, connected devices, video intercom, and other home functions. The system also enables residents to stay connected to their homes remotely, giving them control whether they are at home or away.

Smart living at NOOR extends

beyond controlling home functions to actively supporting residents' safety and security. Smart meters enable residents to monitor electricity and water consumption, while water-leak sensors help detect leaks, and an intelligent gas-leak detection system can automatically shut off the gas supply in the event of a leak, helping prevent potential damage and providing greater peace of mind.



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AND DAILY  
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IN ONE PLACE.**



**A COMPLETE, CONNECTED  
LIFESTYLE**

As NOOR continues to welcome its residents, the city is already bringing together the essential services, amenities, and experiences that make everyday life truly complete within one integrated community. Residents have access to the NOOR Sporting Club, alongside neighborhood service centers offering a range of operational facilities, including a mosque, supermarket, pharmacy, car wash, laundry, and more, providing convenient access to essential everyday needs close to home.

Complementing these services is NOOR HUB, a vibrant destination offering restaurants and cafés, creating a welcoming space for residents to dine, meet, and enjoy their community.

This connected lifestyle extends across the community, with smart transportation solutions supporting seamless mobility and Wi-Fi connectivity available throughout the city's key areas. Together, these services and technologies create a well-connected community where residents can move, connect, and access what they need with greater ease.

**A CITY DESIGNED TO OPERATE  
SMARTLY**

Supporting the resident experience is an advanced operational infrastructure designed to keep NOOR running efficiently around the clock. The central control room serves as the operational brain of NOOR, continuously monitoring and managing vital systems and services across the city.



The smart home is also seamlessly connected to NOOR's wider access and security ecosystem. Smart elevators are integrated with the city's access-control system, using facial recognition technology to identify residents and automatically direct them to their designated floors. Authorized visitors can access their permitted floors using a QR code or facial recognition, while the video intercom enables residents to manage and monitor access to their homes with greater ease and security.



Operating 24/7, the data center oversees electricity and water networks, access-control systems, surveillance cameras, and real-time operational and performance indicators, helping ensure service continuity, efficiency, and responsive service delivery.

NOOR also incorporates smart irrigation technology that responds to plant requirements and climatic conditions, helping optimize water consumption while maintaining the city's green spaces throughout the year. An energy-efficient smart lighting network is operated and managed according to the city's needs, while smart waste management monitors fill levels at collection points, enabling collection operations to be organized according to actual demand rather than fixed schedules.

Together, these systems form an integrated operational ecosystem in which technology works seamlessly in the background to enhance efficiency, optimize resources, and support a more convenient experience for residents.

### || ONE APP. ONE CONNECTED COMMUNITY.

At the center of the connected NOOR experience is the comprehensive NOOR App, bringing the home, city services, and community together in one digital platform.

Residents can stay informed about the latest news, events, offers, and important announcements, while accessing information about the city's facilities and services throughout their daily lives. The NOOR App also has a facility for the purchase of various smart devices.

From managing the home and monitoring its safety features to staying connected with the community and accessing city amenities, the NOOR App puts the connected-city experience directly into residents' hands.

### || A LEGACY OF TURNING VISION INTO REALITY

For TMG, innovation has always been measured by execution. For more than five decades, TMG has built a legacy of turning ambitious ideas into fully realized communities and destinations that evolve with the way people live.

NOOR is the latest expression of this philosophy—bringing the smart city from concept to reality, with advanced technologies, intelligent infrastructure, and integrated services already shaping residents' everyday lives.

The delivery of NOOR's first phase is a powerful testament to TMG's commitment to delivering on its promises—bringing the future to life and continually raising the benchmark for integrated living.





# Balancing Study & Sport



The Ancient Greeks understood it, the flow between a fit, healthy body and a mind primed to assimilate knowledge and reach academic heights. Research consistently shows that children who engage in regular physical activity tend to perform better in school as physical activity increases blood flow to the brain, delivering oxygen and essential nutrients that support cognitive function. Let's take a look at the diverse range of both team and individual sports available right on our doorstep, and see what would work for your youngsters.

## BENEFITS OF SPORTING ACTIVITIES

Balancing sports and schoolwork teaches children valuable time management skills. When kids participate in regular training sessions or matches, they learn how to plan their day effectively, ensuring they complete homework and revision on time. Participation in sport helps by lowering anxiety levels and increasing endorphins, making it easier to focus on school tasks and improving overall motivation. Sport also creates a positive outlet for emotions, helping children manage frustrations in a healthy way.



## THE RISKS OF INFREQUENT EXERCISE

By avoiding sport during term, and being thrown back into it as soon as school is out, the risks of sprains and strain are multiplied. We all know how easy it is to fall out of shape. Our kids are no different. So the path back to fitness needs time and a structured approach. Almost like starting from scratch.

# WHICH SPORTS OFFER THE GREATEST BENEFITS?



**PRIVADO**  
CLUB



## GOLF

Golf is something that any child can play, regardless of strength, speed, or physical stature. Discipline, concentration and socializing are other advantages of golf, and practicing golf helps improve hand-eye coordination, which can benefit kids in other physical activities.

### 📍 Madinaty Golf Club

🏡 Troon

🏡 Lions

MADINATY GOLF CLUB

TROON GOLF®

MADINATY  
LIONS  
JUNIOR GOLF TEAM



## FOOTBALL

Football requires concentration and quick decision-making. Players develop the ability to focus under pressure, manage their emotions, and stay disciplined during both practices and games. Confidence gained on the field translates to everyday life.

🏡 TM Sports Academy

📍 Celia Sports Club

☎ 0112 813 5585  
0112 818 6855

🏡 Liverpool

📍 Privado Sports Club

☎ 0110 309 0153







## SQUASH

Squash is consistently ranked one of the healthiest sports around, with benefits including cardiovascular endurance, back strength, improved coordination, and flexibility. It builds confidence and self-esteem, boosts social skills, and develops stress management skills.

 **TM Sports Academy**

 Celia Sports Club

 0112 813 5585 – 0112 818 6855

 **TM Sports Academy**

 Madinaty Sporting Club

 **Sports Proficiency**

 Privado Sports Club

 0110 309 0153



## SWIMMING

Physical exertion in the pool helps kids fall asleep faster and rest deeper. It synchronizes left and right brain hemispheres, improving focus, memory, and academic problem-solving. A child's confidence and mood improve while swimming lowers stress hormones and builds self-esteem.

 **TM Sports Academy**

 Celia Sports Club

 0112 813 5585 – 0112 818 6855

 **Rehab Swim**

 Al Rehab Sporting Club

 0100 008 7384

 0106 855 5071



## TENNIS

Playing tennis regularly strengthens the bones of young players and has been proven to help prevent osteoporosis later on in life. For young children, mastering the skill of hitting a ball with a racket can significantly boost their physical confidence. The motor skills gained in tennis translate into other areas of their lives, such as academic performance and other sports, as they become more aware of their bodies and how to control their movements.

 **Premium Sports Academy**

 Privado Sports Club

 0110 309 0153

 **G.O.A.T Academy**

 Madinaty Sporting Club

 goatchampion

 **TM Sports Academy**

 Celia Sports Club

 0112 813 5585 – 0112 818 6855

 **Elite Tennis Academy**

 Madinaty Sporting Club

 elitetennisacademyegypt

 0111 660 3197





# Your Golfing Essentials



A game with a strong sense of tradition, respected etiquette, and clearly defined rules, golf is for all ages. More than just a game, it fosters friendship, healthy competition, and a love of fresh air and nature. What more could you ask for?

**To the casual bystander, it seems simple. Just hit the ball...**

For those in the know, your clothing, kit, and equipment should follow the guidelines.



## Clubs and Balls

This is where you need to stick to the best quality you can afford. Luckily they last a lifetime or two.

### Golf Clubs

**You are allowed up to 14 clubs in your bag, but beginners can start with a smaller half-set.**

#### Driver (1 wood):

The longest club used for distance off the teeing ground.



#### Fairway Woods (e.g., 3 or 5 wood):

Used for long shots from the fairway or rough.



**Hybrids:**

Combine the distance of woods with the easier swing mechanics of irons.

**Irons (typically numbered 4 through 9):**

Versatile clubs used for varying distances toward the green.

**Wedges (Pitching wedge, Sand wedge):**

High-lofted clubs for short, precise approach shots or escaping bunkers.

**Putter:**

Used on the green to roll the ball directly into the hole.



## 7 club half-set

**Driver:**

Used for long-distance tee shots on par-4 and par-5 holes.

**7-Wood:**

Acts as an easier-to-hit alternative to long irons, offering high launch and control off the fairway.

**Hybrid:**

Replaces difficult long irons (like a 3 or 4-iron) and performs well out of the rough.

**Mid-Iron (6 or 7-Iron):**

Provides reliable intermediate distance for approach shots toward the green.

**Short-Iron (8 or 9-Iron):**

Used for shorter, controlled distance and higher trajectory as you near the target.

**Wedge (Pitching or Sand Wedge):**

Essential for chipping, pitching onto the green, or escaping bunkers.

**Putter:**

Used on the green to roll the ball directly into the hole.

**Golf Balls:**

Synthetic balls with dimples for aerodynamics; soft, two-piece balls work best for beginners.



# What to wear:

## Men:

Wear a collared polo shirt or a button-up golf shirt, chinos, khaki slacks, or tailored walking shorts with belt loops.

## Women:

Wear a collared polo, a mock neck top, a sleeveless top with a collar, a specialized golf dress, slacks, cropped pants, tailored shorts, golf skirts, or skorts.

## Important:

To stay comfortable, try to choose clothing with moisture-wicking technology. It pulls moisture away from your skin and helps it evaporate quickly, keeping you comfortable as you move.

## Avoid:

T-shirts, tank tops, hoodies, and athletic jerseys, denim jeans, sweatpants, gym shorts, cargo shorts, and yoga pants.

## Golf Shoes:

Specialized shoes with soft spikes or traction nubs for stability during your swing.



Infinity G NN Golf Shoes - NIKE

**Socks:** Wear low-cut athletic socks.



**Golf Glove:** Worn on your lead hand (left hand for right-handed players) to improve grip and prevent blisters.





## “Must Have” Equipment

### Golf Tees

Most golfers like to keep a variety of short and long tees in their golf bags. The tall ones are better when hitting the driver, and the shorter tees are useful when teeing off on Par 3 holes.

### Golf Balls

Always make sure you have enough new balls in your bag. You may lose more balls than you think.

### Golf Bag

You can't carry around a set of clubs without a golf bag.

### Ball Markers

Avoid embarrassment by stocking your golf bag with lots of coins and other ball markers.

### Golf Towel

On a hot summer day, you may need a couple of good golf towels to wipe away sweat during your round. Even in the cooler months, you need a towel to clean your irons with after hitting them.

### First-Aid Kit

Keeping a first-aid kit in your golf cart is always a good idea.

Having access to adhesive tape, ointments, pain relievers, and bandages is essential.

### Sunscreen

It never hurts to have a small bottle of sunscreen in your golf bag. A round of golf can take up to 5 hours. That's a long time to be in the sun unprotected.

### Cold Water

Keep a couple of bottles of water in your bag at all times.

### Scorecard

It's standard procedure for most golf courses to store a scorecard in your golf cart.

### Pen and Pencils

Keeping a pen or some pencils in your bag also doesn't hurt. Throw a permanent marker into your bag as well. If you and one of your playing partners use the same brand of golf balls, mark up your ball so you can tell the difference between the two.

### Sunglasses

This one is self-explanatory; it makes sense to pack a nice pair of shades to protect your eyes.

## Nice to have

### GPS Golf Watch

GPS golf watches allow you to look down at your wrist to get the necessary yardage.



### Push Cart

If you prefer to walk your rounds on the course instead of driving, a push cart is the way to go. This will keep your muscles from getting too tired from carrying your bag the entire round.



### Extra Golf Polo Shirt

In a hot climate it is best to stay fresh.



Profile Set Right  
Hand Cart Golf Bag



Duo Soft Golf  
Ball Green  
12-Ball



Deluxe Society Pack

Crisscross Cap



## Where to shop

You will find professional advice and an extensive range of golfing goods at the Madinaty Golf Club shop.

@madinatygolf



# BIG BOY'S TOYS *Take 2*

Not just toys, but tech that will upgrade your daily life!

## DJI OSMO POCKET 3 POCKET SIZED VIDEO POWER

Create professional videos on the go with this tiny yet powerful camera. The Osmo Pocket 3 records in crisp 4K and stabilizes your footage automatically. Its touchscreen even rotates to follow your movement in real time.



## SONOS ROAM 2

The Sonos Roam 2 delivers big sound in a portable, water-resistant speaker. It connects fast, pairs with other Sonos devices, and runs for hours. It's the speaker that moves where you do.



## BEATS SOLO BUDS

The new Beats Solo Buds are small, bold, and deliver clear audio, and fit easily in any pocket. A great gift or personal pick for music-loving guys on the move.



## KARU 2 PRO

Ooni's range of artisanal pizza ovens tops out at the Karu 2 Pro, which can cook huge 16-inch pizzas in seconds via gas, charcoal or wood fuel types. With pro-level temps, you can turn out the perfect Neapolitan. Basically, it's the ultimate gift for at-home chefs.



## GOCHESS

GoChess' AI-powered chess set with ultra-smart tech has the ability to coach you on every move you make, in real-time (using both colourful lights and an app), and can connect you with anyone, anywhere, so you can compete on a real board from the comfort of your home.





## Our Pick of



# PODCASTS

Perfect for that morning commute or gym workout, covering a plethora of interests podcasts are the new trend for people on the go. Ranging from self-development to current affairs, and book reviews to movies, get ready to be informed, enlightened, and amused.



## Dupamicaffeine

Get your day off to a good start with some energising motivational material. Topics are diverse, but all have that kick-in-the-butt vibe to inspire you to do your best.



## Think-Fast-Talk-Smart

If you are looking for tips for more effective communication, this is a good place to start. Matt Abrahams covers all the bases

Think Fast  
Talk Smart



## THE MEL ROBBINS PODCAST

### Mel Robbins

Mel Robbins is a #1 New York Times bestselling author, award-winning podcast host, and a trusted expert in personal growth, with 40 million followers worldwide. Her guests are recognized leaders in their fields, providing high value content and enjoyable listening.



## Kefaya-Ba2a

Comedy with an Egyptian twist to set your mood.



## G Talks – The Podcast for Dreamers

Shady Sherif tackles entrepreneurship with insightful content, making this podcast popular across a wide age group.

G.Talks  
The Podcast for Dreamers



## Popcorn Podcasts

Popcorn Podcast is your bite-sized must-listen for new movie reviews and celebrity interviews.

## El Daheeh

Ahmed Al-Ghandour blends sharp wit with humour, tackling everything from Cold War secrets to why you can't win an argument with your wife.



1B  
BUSINESS  
بزنس

## Business

Ahmed Rashad looks closely at the local Egyptian business scene.

# Kyma Beach SouthMED

## Totally Rocked Summer 2026



Already flying high on everyone's radar, this summer Kyma Beach SouthMED established itself as one of the North Coast's key destinations. Celebrating music, entertainment, and lifestyle experiences, the spectacular beachside destination delivered a dynamic calendar that brought together some of the region's most exciting local and international DJs and artists. Kyma Beach SouthMED also expanded its reach through strategic collaborations when the beach hosted an MBC private event in partnership with Kyma Beach SouthMED, adding a bespoke corporate and entertainment experience to the mix.





In the high energy months of July and August, Kyma Beach SouthMED saw a bevy of brunches, day parties, night events, and curated music experiences, featuring leading local talents alongside international names.

The beats never stopped, thanks to hot and trending international DJs including Ankhoi, Kimotion, KAZ James, Bensy, Audiofly, and Maxi Meraki, alongside a crowd-pleasing line-up of Egyptian DJs and artists including KZ & CAKE, LostBoi, Sherry K, Dina Akladios, Mike Pham, Taef, Ziad Moussa, Mokhtar, Shaarany, Samaha, and many more.



Kyma Beach SouthMED welcomed thousands of guests to international acts such as Pawsa, DHB, and Rampa & ME, reinforcing its positioning as a destination for premium electronic music experiences and attracting an estimated 4,000 attendees per event.

The major event calendar included the DHB event, featuring Gawdat, Maz, Brunello, Seth Troxler, and Ahmed Spins event, further reinforcing Kyma Beach SouthMED's positioning as a destination for premium electronic music experiences.

Closing Summer 2026, the premium private closing experience featured iconic Italian singer Matteo Bocelli on August 28. With an estimated 2,000 guests, what a fitting finale to Kyma Beach SouthMED's summer program!

Kyma Beach SouthMED has shown it is much more than just a stunning beach destination. It has carved its niche as a leading lifestyle and entertainment hub in the North Coast, set to draw in a diverse audience seeking unique memorable experiences.

Start counting down for Summer 2027, it can only get better!



Bring On the



# WINTER MUSIC FESTIVAL

It seems like yesterday. The excitement, the vibe, the amazing sounds, and the stage presence of superstars whose music reached out to all generations. Open Air Mall in Madinaty played host once again to a series of concerts, endorsing TMG's commitment to providing entertainment of all genres for an eager community.

Names like Wael Jassar, with his distinctive Lebanese charm, much-loved Bahaa Sultan, Medhat Saleh, with his renditions of nostalgic favorites, and Mohamed Fouad with his pop classics. Going beyond generations, festival-goers all responded enthusiastically to the familiar tunes, etched strongly in their hearts. Every evening explored the richness of the region's sounds, traversing genres and bonding generations of fans.

Reaching out to Gen Z, there were established names in the growing rap scene like Shehab with his catchy blend of Arabic and English, and diving deep, Il Mond, a prominent Egyptian artist and rapper who has made a significant impact in the Egyptian rap scene delivered emotionally heavy themes of melancholy, reflecting the struggles and realities of youth. Tommy, an Egyptian singer-songwriter with Bedouin roots, known for his raw voice and honest approach to music, focused on emotion, vulnerability, and real moments, with a style that felt personal and direct. These artists resonated especially with the youthful audience who were transfixed by the powerful messages in their songs.

Hearts were touched and nostalgia reigned when iconic singers Mohamed Fouad, Hisham Abbas, Hamid El Shaeri and Ehab Tawfik took to the stage, mesmerizing the crowds with distinctly Egyptian numbers, ranging from romance to national pride.







Winding up with the high-energy concert featuring the immensely popular Tamer Hosny, who has been awarded Best Artist in Africa and Middle East, the vibes of the Winter Music Festival are still fresh in our memory. Let's peek at a flashback to prime our appetite for the new edition. Are you counting down?

**Stay tuned for the Winter Music Festival Edition III**



# Empowering Our Youth

## TMG Community Marketing Collaboration with Safe Egypt



Founded by Mrs Sara Aziz in 2012 Safe Egypt is an organization based in Cairo, which aims to deliver psychosocial services in the field of protection against all types of violence, with the mission of empowering society **to stand** against abuse and to promote gender equality. The objectives of Safe Egypt services draw on two main pillars, prevention and intervention. The prevention aspect encompasses awareness workshops covering a range of topics including, but not limited to, self-awareness, sexual and gender-based violence and bullying. The intervention aspect involves the provision of one-to-one and group psychosocial counselling sessions.



Safe Egypt upholds a mission to empower children, youth, and adults through awareness, education, edutainment, and counselling to find their voice and lead a healed and vital life. Its vision is a safe and empowered community, where hope prevails.

Looking at shared values and concern for the welfare of the communities rapidly developing around it, TMG Community Marketing has formed an active collaboration with Safe Egypt. This will expand the reach of Safe Egypt in an effective way, allowing a robust platform where it can implement its programmes and vital knowledge base in a constructive way. This initiative promises to be a valuable addition to the dynamic community-focused efforts already imbedded in the TMG Community Marketing ethos.

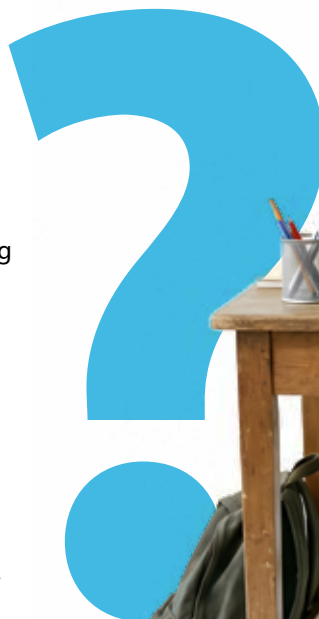
## Unlocking Low-Battery Mode

### September Survival Guide: Main Character Energy Only

**How to reset your routine, fight brain fog, and bypass early-semester/work burnout.**

Now, with the new collaboration between TMG and Safe Egypt we bring you the first of a series of supportive and informative life hacks to help you through the month ahead.

September hits like an unskippable update: late summer nights suddenly collapse into early alarm clocks, packed schedules, and non-stop notifications. Whether you are stepping onto campus, starting a new job, or navigating a fresh routine, shifting gears doesn't have to drain your battery.





STATUS: System Reboot Needed



40% Battery Remaining

ACTION: Apply Micro-Hacks Below

Psych Pro: 3 Low-Effort Hacks for Mental Reboot



The “5-Minute Side Quest” Rule:

Overwhelmed by a massive task or study assignment? Don’t commit to finishing it. Gamify it: set a timer for 5 minutes and tell yourself you’re just doing a “side quest.” Once you break initial friction, momentum takes over.



Aesthetic Environment Anchors:

Your brain pairs focus with context. Don’t study or do heavy work on your bed. Designate one specific corner, table, or park bench in the compound strictly for focus mode. When you sit there, your brain automatically switches on.



The Dopamine Swap:

Replace scrolling social media first thing in the morning with a quick physical win—make your bed, grab an iced coffee, or step out into the sunlight for 3 minutes. Sunlight suppresses melatonin instantly, cutting morning grogginess better than caffeine.

The Burnout Bingo: Back to School/Work Edition

Get 5 in a row horizontally, vertically, or diagonally to win the September Reset!

| B                              | I                         | N                                | G                             | O                        |
|--------------------------------|---------------------------|----------------------------------|-------------------------------|--------------------------|
| Drank 2L water                 | Left bed on the 1st Alarm | No screens 30m pre-bed           | Walked 10 mins outside        | Ate a proper meal        |
| Said “No” to extra tasks       | 15-min focus sprint       | Cleaned desk setup               | Stretched for 3 mins          | Checked in on a friend   |
| Tried a new cafe spot          | No caffeine past 4 PM     | FREE SPACE (You survived Sunday) | Logged off on time            | Did a braindump note     |
| Packed bag/outfit night before | Made a new focus playlist | Took a 5-min micro-pause         | Unsubscribed from junk emails | Got 15 mins of sunlight  |
| Dressed up just to feel good   | Finished 1 side quest     | Step count over 5k               | Swapped scrolling for music   | Went to bed before 11 PM |

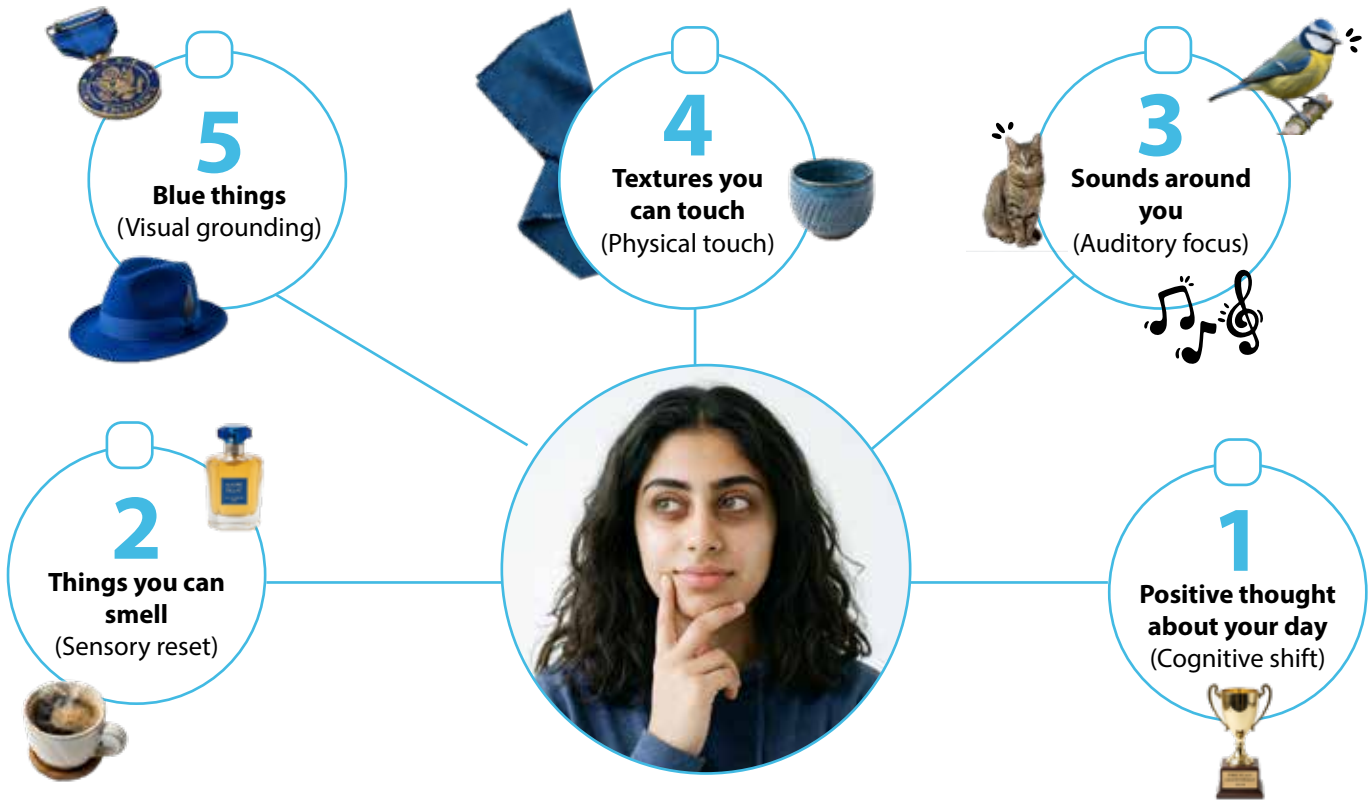
# The Interactive Corner: Mind Games & Micro-Resets

## The 90-Second Brain Decoupler

When your head feels overloaded with open tabs, try this visual focus hack:

**Step 1:** Look around your current room or outdoor space.

**Step 2:** Find & list in your head:



## Micro-Tips: Quick Fixes for Common Drops

### Brain Fog?

Do 20 jumping jacks or a quick walk. Physical movement forces blood circulation and resets cognitive focus instantly.



### Task Paralysis?

Write down **ONLY** the single next action  
(e.g., "Open document," not "Write essay").



### Nighttime Racing Thoughts?

Do a "Braindump Note" on your phone or paper to store tomorrow's tasks out of your working memory.





## The September Reset: Mini Crossword

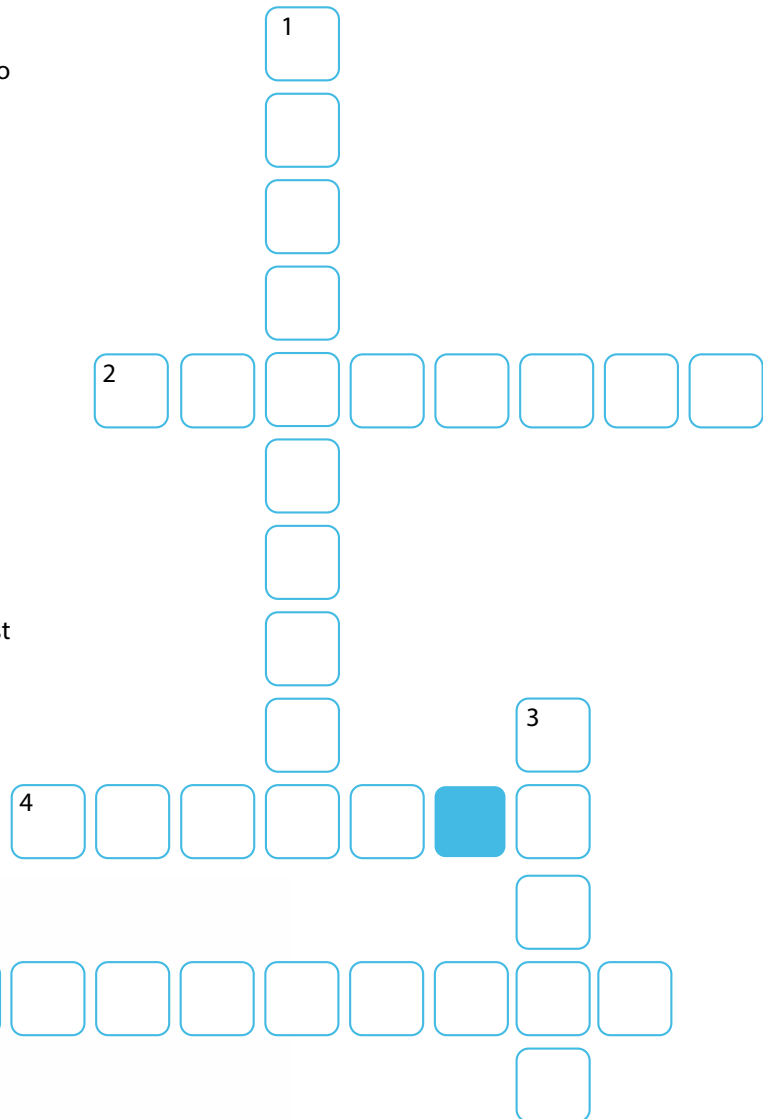
Take a 3-minute screen break! Unscramble the subtle codes to reveal your daily battery-savers.

### ACROSS

- **2. ACROSS:** A healthy go-to coping to deal with stress. It can be done either alone or with friends. It might be hard at first, but your body will thank you later! (8 Letters)
- **4. ACROSS:** The ultimate low-cost reset for a midday headache; often confused with needing another iced latte. (5 Letters)
- **5. ACROSS:** The art of saying “no” to protect your “yes”—the fences that keep your personal battery from draining. (10 Letters)

### DOWN

- **1. DOWN:** When you tell yourself “Just 5 more minutes”, and suddenly your ..... triples (10 Letters)
- **3. DOWN:** The biological “Do Not Disturb” mode your body enters to



Answer Key (Upside Down):

Across: 2. Exercise 4. water 5. boundaries

Down: 1. Screentime 3. Sleep



آمن،  
متفائل  
وقوي  
Safe,  
hopeful &  
empowered

# BACK TO SCHOOL



Refreshed, relaxed, reinvigorated and raring to go; we are embracing a return to the classroom, and the workplace. After a long leisurely summer it feels exciting to have new challenges, new adventures, new experiences, and a new perspective on life. Looking at career choices, seeking a study vs fitness balance, or navigating the world of AI? Read on...

- ✓ Choosing a Career Path
- ✓ Mindful Meditation
- ✓ Creative Careers - Photography
- ✓ AI at Work
- ✓ A Career in Sports Medicine
- ✓ Teaching Today
- ✓ Flex Your Brain
- ✓ Best Study Spots



# CHOOSING A CAREER PATH

Things never used to seem so complicated. The job market is morphing into something unfamiliar, with technology integrated into almost everything and AI infiltrating even the most human-oriented positions. Nonetheless, there are still exciting, challenging, and rewarding roles out there for new graduates; you just need to find the right spot.

## YOUR FIRST STEPS



Ask yourself some tough questions about what your dream job entails, and then ask, honestly, if you have the skills and personal attributes required?



Then, think carefully about your talents and skills, and the type of environment where you are at your most creative and productive. Do you work best alone, or thrive in a high-tempo team atmosphere?



Can you fit into a disciplined routine, abide by regulations and uphold a corporate image? Or does the little rebel in you want to do things 'your way'?

## HOW WELL DO YOU KNOW YOURSELF?



Self-confidence is a vital attribute in any career. That doesn't mean being perfect. It means making the best of who you are, being strong enough to accept your flaws, and work on correcting them. Embrace your strengths, and find a way to utilize them in the

workplace. Don't believe you can fake it until you make it. Denial is your worst enemy, it will complicate relations with colleagues and block you from meaningful progress, in any career.

If corporate structure and clearly defined opportunities for advancement tick all your boxes, get your foot in the door by choosing internships that can open doors for future jobs in dynamic, high profile organizations.



## DO YOUR RESEARCH

If you find jobs that could inspire and engage you, get stuck in and do your homework. Find out more about the pros and cons, the potential for ongoing self-development and growth, and the day to day reality of the work itself.



Take a decision, and go forward determined to give it your best, giving meaning to your life by letting your skills build towards a stronger community.

## EMPATH OR EXECUTIVE

There are fulfilling roles out there that depend on human intuition, one-on-one interactions and the ability to be of tangible help. Medicine in all its forms, teaching, and the hospitality industry tap into the caring side of human nature.



# Mindful Meditation

Meditation seems to be the new buzz word. But, it's not really a new trend. Meditation has been practiced for thousands of years, originating in ancient traditions and evolving into various forms worldwide.

## What is mindfulness?

Mindfulness meditation is the practice of grounding yourself in the present moment by focusing on your current senses and feelings with curiosity and openness, rather than judgment. By breaking the habit of living on "auto-pilot" and letting go of stress about the past or future, you can remain fully present and improve your well-being.

## How to meditate

### Space

You can meditate anywhere. Ideally you can find a quiet space, but sometimes this is not possible. But even in the midst of a busy space we can find an object of focus, an "anchor."



### Anchor

This is our object of focus. Often this is the breath. However, there are a variety of other objects on which we can focus our attention, like sound, emotions, thoughts or physical sensations.

### Guidance

Listening to guided audio can be useful for novice and advanced meditators. You can begin by exploring the world of meditations on the internet.



### Posture

Find a comfortable position in which you feel awake. While meditation can be helpful for sleep, to learn this skill we need to be alert and awake.

### Curiosity

Be open to whatever arises without judgment. Be alert to the wandering mind and gently bring your attention back to your anchor over and over again.



## The benefits

When we meditate, we allow far-reaching and long-lasting benefits into our lives. We lower our stress levels, we connect better, we improve our focus, and we're kinder to ourselves. Regular mindfulness meditation practice can improve our mood and decrease symptoms of depression.



# Capturing the Moment

In a world where AI is taking over a huge number of tasks, day by day, careers are being decimated, but photography still offers a diverse range of opportunities, aligning a good eye, natural talent and a good command of the latest technology.



## Education and Training Required

Many take classes or earn a bachelor's degree in a related field to improve their skills and employment prospects. Photographers should have a talent or natural ability for taking good photos.

## Equipment

Today, most photographers use digital cameras to capture images electronically, so they can edit the image on a computer by using processing software to crop or modify the image and enhance it through colour correction and other specialized effects.

## CAREERS FOR PHOTOGRAPHERS

### Advertising Photographers

specialize in creating visually compelling images that align with a brand's marketing goals.



**Fine-arts photographers** take their skills into the world of creative inspiration, from exhibitions to galleries. Commercial success depends on exposure and public interest.



### Marine photographers

often have a passion for nature and the environment. Images show different species and underwater scenes from everywhere around the globe, and often feature in *National Geographic*.



**Photojournalists**, similar to writers, are reporters, but they must often make decisions instantly and carry photographic equipment.



### Commercial and industrial photographers

cover advertising for annual reports, websites, and social media.



### Wedding photographers

must have an ability to capture spontaneous moments that reflect the joyous moments of a wedding, in addition to formal photos that serve as memories of the special occasion.



### Fashion photographers

need to be able to think outside of the box. Originality and an artistic eye, coupled with a good knowledge of fashion are essential.



### Architectural photographers

showcase structures, from homes to huge commercial and hospitality projects.

**Scientific photographers** merge art, nature, and science, with the process of discovery, truth-seeking, and documentation.

## WHERE TO STUDY

### Photopia

 [www.photopiacairo.com](http://www.photopiacairo.com)

### Cairo Photo Academy

 [cairophotoacademy](https://www.facebook.com/cairophotoacademy)

### Photokhana

 [photokhana\\_eg](https://www.instagram.com/photokhana_eg)

# AI IN THE WORKPLACE

Love it, or worried about the long term ramifications, AI has its foot in the door, and is now part of your daily life. Any job interview will probably assess your AI skills, so let's look at the most commonly used applications to hand, you may need them.



Allowing you to chat on web, iOS, Android, and on your desktop, Claude can generate code and visualize data. Write, edit, and create content, with the ability to search the web, create files and execute code, with memory across conversations. In a nutshell, Claude is excellent for clean writing, editing, and drafting code.

Great for logic tasks, coding, and following complex instructions. Go from idea to useful result, ChatGPT is an AI agent that you communicate with in natural language. Start with a question, an idea, rough notes, a file, or a task you need to complete. Ask ChatGPT to explain information, develop ideas, draft content, research a topic, analyse materials, or create something new. Add the context and tools it needs, such as files, web search, projects, or plugins. Review the result, correct the direction, and ask for changes.



Gemini helps you save time. For example, if you want to summarize a long research document, Gemini lets you upload it and provides a concise and useful summary. Gemini also helps turn your ideas into reality and unleash your creativity. If you want to write a blog post, Gemini can create a content outline and accompanying illustrations. Brainstorm ideas, develop a plan, or find different ways to get things done, get a quick, easy to understand summary of more complex topics, and go on to create first drafts of outlines, emails, blog posts, and even poems.

Get creative with this offshoot of Gemini. Completely change the style of your photo. Experiment with sunny daylight and dark nightlight, different camera angles to find the perfect view, and adjust the focus to highlight the main subject. Redesign your images. Take inspiration for texture, colour, or style from any image you like and apply it to your own. It's the easiest way to experiment with different designs without starting from scratch.



What is your task? To explain a concept, break down quantum computing simply, find help with code, or to write a Python function to sort a list?

Maybe you are looking for advice, or wondering about the benefits of daily meditation, trying to draft an email or write a professional follow-up? Reaching as far as you can think, DeepSeek is the tool at your fingertips.



# Sports Medicine

## A Strong Future

Sports medicine professionals play a vital role in helping athletes and physically active people prevent, diagnose, treat, and recover from injuries related to exercise, training, competition, and movement. Their work combines medicine, rehabilitation, performance, and injury prevention across a broad range of activities and ages.

Be warned, sports medicine is a high-commitment career path for people who want to combine healthcare, movement science, and athlete-focused care. Would the training timeline, clinical responsibility, and irregular schedule fit your long-term goals?



### Training

Becoming a sports medicine physician can take more than 13 years of education and training after high school. The path runs through a bachelor's degree, medical school, a residency in a primary care specialty, and a one-year sports medicine fellowship.

It also requires serious preparation in biology, anatomy, physiology, medical science, patient communication, and, for physician roles, medical school and specialized training. There are several universities in Egypt offering degrees in Sports Medicine, with Cairo University heading the list.

### Career potential

The worldwide requirement for sports medicine specialists is increasing year on year, and salaries are attractive. Within sports medicine there are ample opportunities to enter specialisations, with further training available.

### What does the job entail?

A sports medicine physician may diagnose complex injuries, order imaging, prescribe treatment, and make return-to-play decisions. Sports medicine professionals are responsible for protecting patient health while supporting safe performance. The work requires clinical judgment, communication, documentation, and the ability to balance short-term athletic goals with long-term physical well-being. Strong sports medicine care also reduces injury risk, supports safe training loads, protects long-term health, and helps patients return to activity only when recovery is adequate.



### The big picture

In addition to providing immediate medical attention during practices, competitions, and events, including emergency response when needed, a sports physician needs to coordinate care with coaches, athletic trainers, surgeons, physical therapists, nutritionists, and other healthcare professionals.

There is an ongoing requirement to educate athletes, parents, teams, and staff on injury prevention, recovery expectations, nutrition basics, and safe training practices. The most rewarding part is watching a patient regain strength, confidence, and function, making the long training path worthwhile.



# Welcome Back to the Classroom

A profession requiring dedication, empathy and enthusiasm, helping young minds discover the world and set out on productive lives, teaching is challenging but rewarding. A caring teacher deserves our respect and admiration, as we entrust the future of our young in their hands.

While curriculums remain much the same, covering subjects that will prepare our youth for a productive role in the community, methods are rapidly evolving. Egypt's education system is undergoing rapid and genuine transformation and reform, embracing several national digital learning services.



## A NEW APPROACH

Teaching methods have evolved rapidly, going beyond purely academic instruction. Education has transitioned from the rigid structures of the traditional classroom to flexible, inclusive and interactive methods. They aim to foster holistic development, encompassing critical thinking, leadership skills, emotional intelligence, and cultural sensitivity.

## ACTIVE LEARNING

Active learning is a teaching approach where students take an active role and participate in the learning process by engaging with course material through activities like discussion, problem-solving, reflection and collaboration, rather than passively receiving information through lectures alone. Through these innovative strategies, modern education empowers students to meet the demands of a dynamic and evolving global landscape.



## TRANSITIONING FROM ROTE LEARNING

Rote learning is predictable. The teacher gives a lecture, the students take notes, the teacher gives a test, and they repeat facts. But things are changing; it doesn't work for the modern brain. Modern methods prioritize student engagement and critical thinking over rote memorization, leading to up to 90% retention rates. Neuroscience tells us that the brain is a pattern-seeking machine. It craves connection, context, and relevance. When you force a student to memorize a list of dates without context, their brain tags that info as "junk data" and deletes it.



## A CONNECTED WORLD

The use of technology in education enhances accessibility, personalizes learning experiences, and enables the delivery of interactive and engaging content. It encourages students to expand their knowledge by thinking critically and applying concepts to real-world situations.



## EXPERIENTIAL LEARNING

Experiential learning is the process of learning through reflection on doing. It's the "hands-on" approach with science labs, field trips, internships, and simulations. As a teacher you would act as a coach or mentor, partaking in the students' journey as an enriching experience for all of you.





# Flex Your Brain

It's time your brain cells hit the gym. Tech development has made physical tasks a lot easier, pushing us to hit the gym to stay in shape. Now AI has lifted the load off mental exertion, letting our brains go on extended vacation. The brain is a muscle, and it needs the workout.

## Read a Book, or Two

Choose something on subjects that interest you and try to read a chapter a day. Make notes, and think carefully about each paragraph. Medical research shows that engaging with long-form text strengthens neural connections and activates the brain's centres for comprehension and imagination. Among Gen Z in particular, Substack has emerged as a space for long-form writing and detailed essays that many see as an antidote to the brain rot that comes with social media and fast-consumption content.



## Puzzles and Crosswords

There are still some good brain-challenging games out there. Try Wordle and other puzzles with the NY Times for a start. Check out your local bookshops for print copies of puzzles, and don't forget to sharpen your pencil!

## Engage in Conversation

Hang out with friends, chat about recent events, hobbies, movies you have seen. Remember to turn your phones off first!



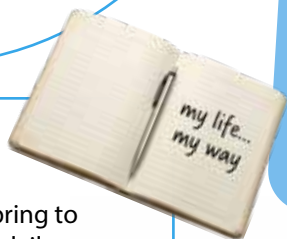
## Work Out Your Memory

Start your day by making a mental list of the tasks you need to complete that day. Don't add it to any digital planner, or even write it down. How do you score?



## Keep a Journal

What does each day bring to your life? How do the daily events and interactions make you feel? Record your reaction and emotions in a journal, daily if possible. This is something you will enjoy looking back on as the years pass.



## Meditate

Clear your mind of any white noise, find a calm space, and gently focus on a thought. Let distractions float away and absorb the energy of the nature around you.



## Memorize Recipes

Remember ingredients, quantities, preparation and cooking times. Add to the list each week, the rewards are great!



# Study Spots to Explore

Feeling boxed in, isolated and uninspired? A change of scene may be the answer. Link up with friends, or grab your laptop and go solo, there are a bunch of places where you can find a great brew, indulgent snacks, and upgrade your study experience.



## MQR

Fresh, bright, and created for focused communication, spaces are constructed to work for gatherings of various sizes. If you need to brainstorm with your group in an upbeat environment, give them a call.

📍 Gateway, Park 15

## Social Specialty Coffee

With an amazing range of coffees, backed up with a menu of both sweet and savoury bakery products, sandwiches and other crowd-pleasers, this is a secret we are almost reluctant to share.

📍 Open Air Mall

## Yatta

Yatta has indoor and outdoor seating, and a menu that will tickle anyone's palate. The vibe is upbeat, but you can still find a quiet corner to get in a bit of study.

📍 Park 15

## ilo

This is a place where you can settle in and work very comfortably. The beverage and food menus will hit the spot; our hot tip is to indulge your sweet tooth.

📍 All Seasons Park

## Espresso Lab

Espresso Lab is known for a wide variety of gourmet coffee, sandwiches and internationally-renowned sweet delights. An AI Rehab hub for those in the know.

📍 Avenue Mall

## VASKO

VASKO offers globally sourced single-origin coffees and blends, paired with a diverse menu of savory dishes, sweet treats, and pastries.

📍 Gateway, Open Air Mall

## Breadfast

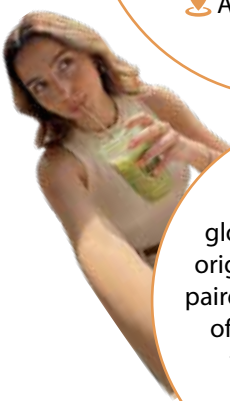
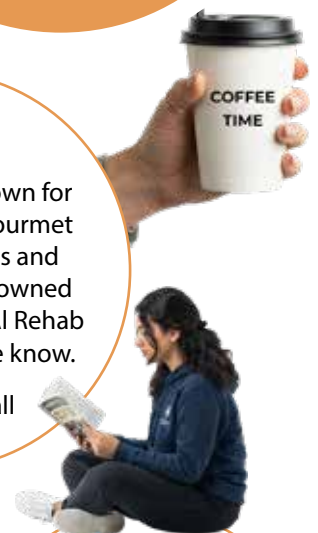
With handy locations, Breadfast is a no-brainer. The food is great, with a breakfast to power you up for hours of studying.

📍 East Hub, Strip, Open Air Mall

## Beanos

Start your day with a delicious breakfast at Beanos. Then settle down to some solid study time. No excuses!

📍 Central Park





# Study Time

Whether you have a whole room to play with, or a small corner in a cramped room, make the space work for your kids. First, let's ask ourselves, what are the things that slow down their study progress and affect their focus and concentration? Then what are the solutions? Take a look at our shortlist:



## Lighting

Natural light is always a bonus, along with good air flow. This can be complemented by purpose lighting where needed for after dark. Cut out on glare with adjustable blinds.

## Ambience

Colour counts. Think light, with a balance between calm and energizing vibes.

Pale green, ivory, soft lemon, powder blue, these all work to keep their mind fresh and alert. Skip dark, moody shades, and black and red are definitely not a good idea.



## Snacks and beverages

Stock up before their study session. How often do they wander off to grab a bite, and forget to wander back again?

Set a snack break into their programme, and stick to it. A cookie jar and a mini fridge with fruit and juices could be a great investment.



## Workspace

There are so many desk options available now, so look at how much space they need.

In today's world however, computers are getting slimmer and more compact, with everything geared to a digital playing field.



## Seating

Make this a priority. They need the right back and neck support, swivel movement and height adjustment. You are investing in their health.



# STEREO

## *Rocks!*



Breakfast; a loaded helping of sausages, beef bacon, omelette, baked beans, mushrooms, pan roasted potatoes and salad, with the obligatory toast, butter and jam on the side. If that sounds more than you could manage, we hear that Scrambled Sausage is a winner, with creamy scrambled eggs, sliced sausage, pan roasted potatoes, mushrooms, and a crisp, crunchy salad. Either dish would see you comfortably through to a late lunch.

Speaking of lunch, Stereo has some scrumptious dishes up its sleeve. Autumn lunches scream out for soup, and Stereo has those galore. All your favourites are there, plus a Beef Stroganoff Soup, which tickles our curiosity. Crowd-pleasing Chicken and Mushroom Cream Soup or Tomato Cream Soup would probably get our vote, along with a generous serve of garlic bread.

If you are looking for something more substantial, why not share a few platters of Mozzarella Sticks, Chicken Strips, Fried Shrimps, or Onion Rings, with some seriously good dressings to dunk them in? For a spicy vibe, we recommend Sweet Chili Meat Balls, as well as the chicken version, or Chili Cheese Potato as a vegetarian option. Alongside pastas there are tacos and fajitas galore, as well as some loaded salads, burgers, sandwiches, and a menu of chicken dishes to pore over. We have shortlisted the Chicken Parmesan, but will make return visits to try them all.

Meat lovers are catered for with yummy sounding steak and veal, and portion sizes are rather generous, so maybe that would work better for dinner? That is where Stereo's standout signature dishes come into

## GATEWAY



play, with Hickory Smoked Fillet and Chicken catching our eye.

The beverages cover all the bases, from smoothies and juices to indulgent milkshakes, and a big selection of hot drinks. And for the perfect sugar fix to wind up with, it would be hard to say no to the Kunafa Pistachio Brownies Cake. See you there!

📍 Gateway Mall

☎ 01044779957

🌐 [www.stereorestaurant.com](http://www.stereorestaurant.com)

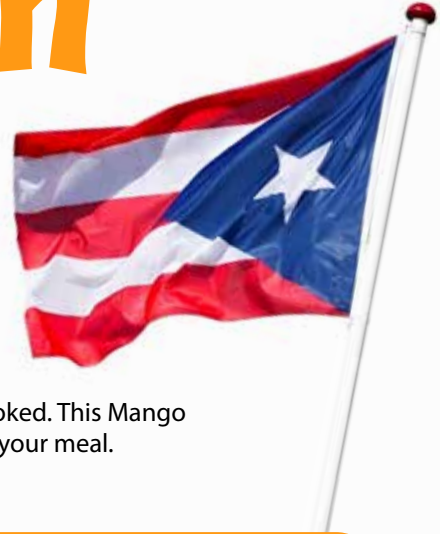


**Stereo** As the weather cools appetites spring to life, so when it is time to catch up with your besties, the food really matters. That's where Stereo has you covered. It ticks all the boxes; a great ambience, an endless menu with loads of choices, and something for every taste. Handily located in Gateway Mall, it has a tempting breakfast selection, and only gets better from there.

For us, the best way to kick off the day would be a filling English



# Puerto Rican Mango Flan



While we love our healthy lunchboxes, sometimes our sweet tooth gets overlooked. This Mango Flan should hit the spot, giving you an (almost) guilt-free sweet treat to top off your meal.

## Ingredients



1 cup white sugar



1 tablespoon lemon juice



2 cups pureed mango



1 pinch salt



1 can sweetened condensed milk



2 tablespoons cornstarch



1 cup evaporated milk



6 eggs, beaten



1 teaspoon rum essence (non-alcoholic) Optional



## Preparation

Preheat oven to 175 degrees C. Fill a large, shallow baking pan with about 4 cm of water. In 20x33 cm aluminium baking pan placed on medium heat, mix the sugar and lemon juice. Cook and stir until caramelized. Remove from heat, and blend in mango, sweetened condensed milk, cornstarch, evaporated milk, eggs, and salt.

Place the pan with the mango mixture into the pan with water. Place in the preheated oven, and bake 45 minutes, or until firm. Cool before turning out onto a platter. Top with diced mango.



## A Weekend in

## ALEXANDRIA

The summer crowds have left for another season, and Alexandria awaits you. In contrast to the sometimes brash and bling-y Sahel, this is a city where layers of history can be peeled back, each era encapsulated in its architecture, antiquities, and traditions. It was once home to a multi-ethnic community, with immigrants from Greece, Italy, France and the Levant. Delve into its unique corners, savour its distinctive cuisine, and revel in its iconic hideaways.

## WHAT TO DO

Explore and visit the gems that define Alexandria as a truly Mediterranean city, a melange of cultures imbedded in an Egyptian soul.

## BIBLIOTHECA ALEXANDRINA

Inaugurated in 2002, this modern reimagining of the city's great ancient library stands grandly on the waterfront. Bibliotheca Alexandrina includes four museums, as well as 17 exhibitions filled with artworks, photographs, sculptures and memorabilia. Young visitors might enjoy the planetarium shows or the two children's libraries.



## THE SERAPEUM AND POMPEY'S PILLAR

The Serapeum in Alexandria was once the largest and best known of the temples dedicated to the Greco-Egyptian god Serapis, often represented as an old, bearded man, during Ptolemaic reign.

## KOM EL-DIKKA

This archaeological site includes a major civic centre with a university complex, Roman baths with cisterns and homes decorated with mosaics. The academic complex, comprised of 22 lecture halls, reflects the role of Alexandria as a leading centre for education in late antiquity.

## GRAECO-ROMAN MUSEUM

The Graeco-Roman Museum has finally reopened to house the Alexandrian antiquities that were constantly being transferred to Cairo. The museum is a treasure trove of 6,000 artefacts, from sculptures of Cleopatra, Roman emperors and deities to stelae, mosaic floors, colossal statues, funerary masks, sarcophagi, and objects of daily life.

## CATACOMBS OF KOM EL-SHUQAF

The catacombs of Kom el-Shuqafa, underground tunnels used for burying the dead are a Roman tradition that spread in the first three centuries. Dating back to the first century, the tombs were initially dedicated to the burial of one prominent family and later used to bury many others, until the fourth century.





## ALEXANDRIA NATIONAL MUSEUM

Just down the street from the revamped Graeco-Roman Museum, the Alexandria National Museum is well worth a visit. The restored Italian-style villa houses 1,800 pieces on three levels, covering the Pharaonic period in the basement, the Graeco-Roman period on the ground floor and the Coptic and Islamic periods on the top floor.

## FORT QAITBAY

The Mamluk Sultan Al-Ashraf Abu Al-Nasr Qaitbay built this fortress on the sea between 1477 and 1479AD over the ruins of the lighthouse, which had been destroyed in earthquakes more than 100 years earlier. Have a seafood meal at the nearby Greek Club and grab an ice cream on the walk back from the harbour.

## ROYAL JEWELLERY MUSEUM

Displaying the dazzling jewels of the ruling Muhammad Ali Dynasty, the palace belonged to Princess Fatima Haider before it became a museum, with a collection that includes impressive diamond and gem jewellery, tiaras, glassware, crystal, china, and even a gold chess set.

## WHERE TO STAY

Four Seasons Hotel Alexandria at San Stefano

🌐 [www.fourseasons.com/alexandria](http://www.fourseasons.com/alexandria)

As iconic as it gets, since opening in 1929 Steigenberger Cecil Hotel has welcomed guests to its prime location overlooking the historic port of Alexandria. This four-star heritage hotel showcases its rich past, combining elegance with classic style.

🌐 [www.steigenberger-cecil-hotel-alexandria](http://www.steigenberger-cecil-hotel-alexandria)



## WHAT TO EAT

The cuisine of Alexandria has been shaped by the Greeks, the Italians, the French, the Lebanese, and the Arabs. Seafood reigns supreme, and there are plenty of simple, traditional places serving the fresh, appetizing bounty of the sea. Samak singari, cooked in tomatoes with cilantro, cumin and chili celebrates the local love of spice, and for breakfast, Foul Eskandarani is a crowd-pleaser across the country.



Top tip: Some of the best Egyptian ice cream can be found in Alexandria.

## WHERE TO SHOP

Souq Al Khreit, which translates to the market of textiles in English, is the place to buy typical Egyptian cotton clothes.

The Attarine antiques market is packed with the remnants of the city's cosmopolitan Greek and Italian communities. Hunt for vintage brass fittings, Art Deco mirrors, Italian furniture, French clocks, and mid-century glassware from Alexandria's trading heyday.

Top tip: Saturday morning browsing at the Attarine antique dealers between 9am and 11am when private estate lots are dropped off and the best pieces appear. Jump in before specialist buyers snap them up.

## FILMS TO SET THE MOOD

*Habiby Da'iman* - Back to Alexandria  
*Rasayel El Bahr* - Microphone  
*Ice Cream Fi Gleem* - Sayea' Bahr - Eskendereya...Leh?



## BOOKS TO ENJOY

*The Alexandria Quartet* by Lawrence Durrell. A masterwork exploring the romantic and political tangles of pre- and mid-WWII cosmopolitan Alexandria.

*Miramar* by Naguib Mahfouz. Set in a boarding house overlooking the Eastern Harbour in the early 1960s, this Nobel laureate's novel captures the shifting political and social landscape of post-revolutionary Egypt.

*No One Sleeps in Alexandria* by Ibrahim Abdel Meguid. A powerful narrative focusing on the coexistence of Muslims, Christians, and Jews in the city during the tense days of World War II.



Create a pet-friendly home where your furry friends are not at risk from toxic plants, both indoors and outdoors. Some plants contain toxins that can cause a range of symptoms from mild irritation to severe health issues like kidney failure. Knowing which plants are safe and which are not can help prevent these risks.

# A Pet Parent's Guide to Toxic Plants



## Common Plants That Are Toxic to Pets



Peace Lily



Philodendron



Snake Plant



Bird of Paradise



Ivy



Sago Palm



Aloe Vera



Chrysanthemum



Pothos

## Non-Toxic Plants for Pets



Spider Plant



Rose



Prayer Plant



Bamboo Palm



Sunflower



Calathea



Boston Fern



Zinnia.



African Violet



Areca



Thyme.



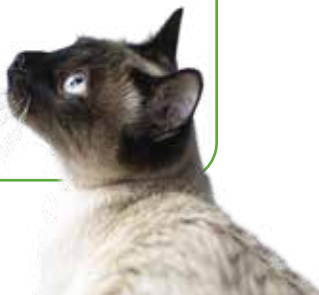
Banana Tree



Money Tree



Catnip.





# App-ed or Zapped?

## Online Relationship Traps

With app-generated flirtations seeming to pop up every week, maybe it's time to get real about the dark side of human behaviour. There are a lot of fakes out there, so first check out the credibility of anyone who catches your eye. You must know ghosting and catfishing, unpleasant behaviours as old as time, but there are more. How many are uncomfortably familiar?



Often called **breadcrumbing**, the toxic romantic prospect offers an admirer a sparse trail of attention with intermittent texts, occasional flirtations and "likes" of social media posts; just enough to maintain a level of continuing interest without personal investment or commitment.



**Ghostlighting.**  
A combination of ghosting and gaslighting: to disappear from a romantic interest's life suddenly and completely, only to reappear months or even years later, with the intention of picking up where things left off.

**Monkey-barring.** The disreputable habit of starting a new relationship before you've quite ended the previous one, like a monkey swinging between bars, with a hand still on both, out of caution.



**Cookie-jarring.** This is when someone keeps you in reserve as a back-up dating option, occasionally reaching out when they're feeling bored or insecure about their main relationship, or rejected by the person they're actually pursuing.



**Floodlighting.**  
The practice of oversharing personal emotional baggage, on a first date, or even sooner, in order to seem vulnerable and create a quick route to intimacy.

**Pocketing.**  
If your new online crush is trying to keep your relationship a secret from friends and family, on social media or in public, then you're probably being pocketed. There may be non-toxic reasons for this, but it's a definite red flag.



That's why we support **Clear-coding**. Being honest and forthcoming about your dating intentions and goals, whether it's a long-term relationship, a quick flirt, or just someone to gaslight for the rest of the year. It beats relying on those old standbys, guesswork and the occasional mixed signal.

# Be a Good Classmate

Did you know that many friendships start off from early years at school? They can last a lifetime. That is one reason why we need to enjoy these years, and do our best to be a good classmate, with behaviour that should also work for a lifetime.



## BE KIND AND RESPECTFUL

- Speak politely to classmates
- Do not make fun of anyone's appearance, accent, or mistakes
- Respect classmates from different cultures

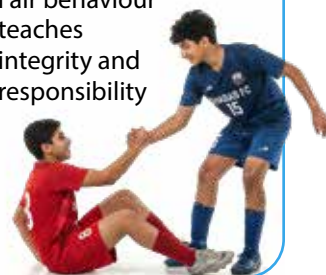
## SHARE AND HELP OTHERS

- Share pencils, erasers, or books
- Helping classmates creates friendship and trust
- Help a classmate understand a lesson
- Lend notes if someone was absent



## BE HONEST & FAIR

- Do not blame others for your mistakes
- Play fairly during sports and games
- Fair behaviour teaches integrity and responsibility



## LISTEN WHEN OTHERS SPEAK

- A good classmate listens carefully
- Do not interrupt
- Raise your hand before speaking
- Pay attention when classmates answer questions
- This shows respect and encourages confidence in others



## INCLUDE EVERYONE

- A good classmate makes sure no one feels left out.
- Invite everyone to join the games
- Include new students in activities
- Sit with different classmates sometimes



## HOW TO HANDLE CONFLICTS WITH CLASSMATES

- Talk calmly instead of shouting
- Say sorry when you are wrong
- Ask a teacher for help if needed
- Avoid physical fights or harsh words



## SIMPLE TIPS FOR STUDENTS TO REMEMBER

- Treat classmates the way you want to be treated
- Help without expecting rewards
- Respect differences
- Say "please," and "thank you"
- Choose kindness every day
- Remember that small actions can make a big difference.



# KIDS ZONE

FUN & PLAY

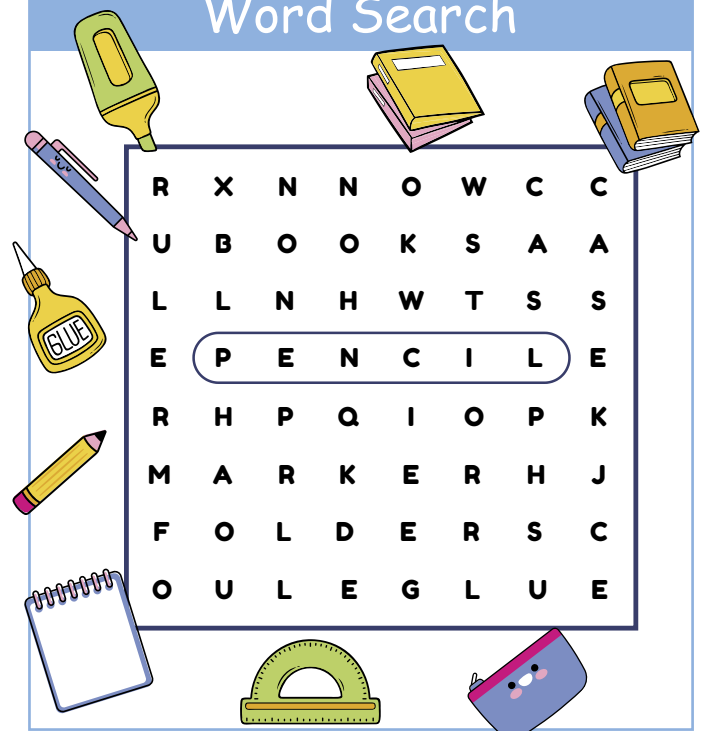
## The Maze



## Sudoku

|   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|
| 1 |   |   |   | 8 |   |   |   | 9 |
|   | 5 |   | 6 |   | 1 |   | 2 |   |
|   |   |   | 5 |   | 3 |   |   |   |
|   | 9 | 6 | 1 |   | 4 | 8 | 3 |   |
| 3 |   |   |   | 6 |   |   |   | 5 |
|   | 1 | 5 | 9 |   | 8 | 4 | 6 |   |
|   |   |   | 7 |   | 5 |   |   |   |
|   | 8 |   | 3 |   | 9 |   | 7 |   |
| 5 |   |   |   | 1 |   |   |   | 3 |

## Word Search





TMG ... OFFICIAL SERVICES CO.

أورايون هي إحدى شركات مجموعة طلعت مصطفى، متخصصة في كل ما يخص بيتك، من النظافة المنزلية لأي نوع من أنواع الصيانة التي ممكن تحتاجها. بنوفر لك فنيين وعاملات نظافة مدربين على أعلى مستوى، علشان يدخلوا بيتك وإنك مطمئن ومرتاح.



## أورايون بتقدم لك خدمات منزلية لحد باب البيت!

- أعمال دهانات
- تشطيبات
- خدمات المنازل الذكية
- الموبتال
- مكافحة حشرات
- سباكة
- كهرباء
- نجارة
- غسيل السيارات
- نظافة منزلية
- نظافة اثاث و مفروشات
- شحن كارت كهرباء و مياه

## محتاج خدمة من أورايون؟

أكد الطلب وانتظر فريق أورايون في الموعد المحدد.



٥

اختر الموعد المناسب



٤

حدد نوع الخدمة المطلوبة



٣

اختر «خدمات المدينة» من القائمة الرئيسية.



٢

افتح تطبيق TMG Life على هاتفك



١



# كلمنا على 16286

خدمة العملاء متاحة ٢٤ ساعة لمساعدتك في اي وقت.  
او تقدر تطلب بنفسك من خلال التطبيق.  
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## اطلب طلباتك Contactless و انت في بيتك

أورايون قريبك Goodsmart لحد باب البيت، حمل التطبيق و اطلب كل اللي بيتك محتاجه دلوقتي، واستلمها من صندوقك Overnight



**goodsmart**  
Delivering good mornings



## خلي مشوار المدرسة أسهل!

خدمة «رابت» بقت متاحة دلوقتي في مدينة الرحاب!







# Orion is Coming to Celia



تنظيف عام



تنظيف عميق



تنظيف بعد  
التشطيب (البناء)



أعمال سباكة



نجارة



صيانة تكييفات



صيانة ألوميتال



حمل التطبيق الآن

TMG Life®



# صبا مبارك

## تتألق على شاشاتنا

في ورد على فل وياسمين، صبا مبارك بتجسد شخصية إلهام بكل تفاصيلها. ست محاصرة بين الحب والعيلة والضغط المستمر إنها تحط كل اللي حوالها قبل نفسها. بصراحة ومن غير تجميل، صبا بتحكي عن الدروس اللي اتعلمتها من رحلة إلهام، وتغيّر نظرة المجتمع لبعض الأمور، وأهمية إنك تختار نفسك، وفي نفس الوقت بتكشف لنا جانب مرح من شخصيتها.







## جيل 'Z' موجودين في كل حنة، وغيروا شكل الحياة اللي إحنا عايشينها.



**عمرك عملي بلوك لحد وبعدين فكيتي  
البلوك؟**

لأ، محصلش. أنا أصلاً مابعملش بلوك لحد،  
الشخص بيبكون شفاف بالنسبة لي لو أنا مش  
عايزة أتكلم معاها.

**عمرك اضطررتي تلعي دور الأم مع حد  
قريب منك؟**

كل يوم.

**عمرك حطيتي احتياجات حد ثاني قبل  
احتياجاتك لفترة طويلة؟**

آه، حصل.

**عمرك اكتشفتي إن الانطباع الأول اللي  
أخدتته عن حد كان غلط تمامًا؟**

أبدًا. عندي رادار نفسي غريب من نوعه. من  
أول لحظة بقابل فيها حد، بعرف إذا كنت  
هجه ولا لأ، وإلى أي مدى علاقتنا ممكن توصل.  
ولما بحاول أنكر حاجة جوايا وأقول لنفسي  
يكن إحساسي مش صح، في الغالب بيطلع  
إحساسي الأولاني صح.

**عمرك قلتي كذبة بيضا عشان  
تحمي حد بتحبيه أو يهملك؟**

حصل.

**عمرك بحثتي في جوجل على  
اسمك؟**

آه طبعًا. مش هكذب عليكي وأقول لك:  
«لأ، الحاجات دي مش بتفرق معايا خالص.»  
أنا بعمل كده وبشوف حاجات غريبة كتير.

**عمرك نسيتي اسم حد وهو واقف  
قدامك؟**

كل يوم! لسه بحكي القصة دي لحد دلوقتي.  
مرة نسيت اسم أختي، فأه، حصلت.

**هل شايقة إن اختلاف المستوى  
الاجتماعي لسه بيسبب تحديات في  
العلاقات، ولا شايقة إن الناس بقت  
متقبلة الموضوع أكثر دلوقتي؟**

أنا شايقة إن الناس بقت متقبلة الموضوع  
أكثر دلوقتي عن زمان. زمان كانت الطبقات  
الاجتماعية والاختلافات بينها واضحة جدًا،  
وكان الموضوع حاد ومبالغ فيه. دلوقتي، حاسة  
إن الطبقات الاجتماعية بقت متداخلة أكثر،  
خصوصًا إن جيل 'زي' موجودين في كل حنة،  
وغيروا شكل الحياة اللي إحنا عايشينها. وده  
شيء أنا بحبه جدًا. أنا مش بحب فكرة إن  
المجتمع يبقى امتداد لنفسه، مش إننا بنقى  
عايشين في مستويات لازم نتخطاها عشان بنقى  
أحسن. الفكرة دي أنا مش متفقة معاها.

**هل الحب بين اثنين وتمسكهم ببعض  
يقدر فعلاً يتغلب على الفروقات  
الاجتماعية والمادية، ولا ده مجرد كلام  
في الأفلام؟**

بالنسبة لي، مفيش نظرية محددة للموضوع،  
لأن ده بيعتمد على الحالة نفسها. بشكل عام،  
الموضوع بيبكون صعب في الغالب، لكن لو  
بتكلم عن حالة معينة، فده بيعتمد على  
البنيت والراجل اللي في العلاقة دي.

**لو قدرتي تقعدني مع إلهام دقيقة واحدة،  
إيه النصيحة اللي هتديهاها؟**

هقول لها تهتم بنفسها، وهقول لها: «من  
فضلك اهدي، وفكري في نفسك قبل ما تفكري  
في كل اللي حواليك».

**بعد ما الجمهور عاش قصة إلهام  
معاها، لو عايزاها يتعلموا حاجة واحدة  
من القصة دي، تحبي تكون إيه؟**

الرسالة الإيجابية هي إنك عمرك ما تلعب دور  
الضحية وتفضل عايش في الحزن. حاول تلاقي  
الحاجات الحلوة في الحياة، لأن في الحياة، مع كل  
حاجة وحشة بيبجي حاجة حلوة. ولما بنكون في  
حالة يأس، مش بنبقى قادرين نشوف الحاجات  
دي.

والرسالة الثانية واضحة، أي حد يحس إن في  
حاجة غريبة في جسمه، لازم فورًا يروح يكشف  
عليها بدري، لأن الكشف متاح ومجاني.



# TMG Life®

## تفاصيل أكثر سهولة... في مكان واحد

في أسلوب الحياة المعاصر، لم تعد الراحة ترتبط بكثرة الخدمات، بل بمدى سهولة الوصول إليها عندما نحتاجها. ومن هنا يأتي TMG Life ليوثر مجموعة من الخدمات والمزايا التي صُممت لتواكب احتياجات سكان مجتمعات TMG، وتمنحهم تجربة يومية أكثر سلاسة وترابطًا.





# مزايا حصرية عند استكمال بيانات وحدتك

## خدماتك اليومية، أقرب إليك

لسكان مدينتي، يتيح لك **TMG Life** شحن كروت الكهرباء والمياه مباشرةً من خلال التطبيق. فبدلاً من أن تكون هذه المهام جزءاً منفصلاً من روتينك اليومي، أصبحت ضمن تجربة رقمية واحدة، مصممة لتمنحك مزيداً من المرونة والسهولة.



## دخول أكثر سهولة... وتجربة أكثر انسيابية

لسكان الرحاب، يتيح التسجيل الكامل الاستفادة من خدمة الدخول عبر **QR Code**، إلى جانب إرسال الدعوات للضيوف من خلال التطبيق، لتصبح إجراءات الدخول أكثر سهولة وتنظيماً. تفاصيل بسيطة، لكنها تضيف فرقاً واضحاً.

## مزايا ضُممت لتكافئك

ومع **Life Rewards**، تمتد تجربة **TMG Life** إلى ما هو أبعد من الخدمات اليومية. يمنحك برنامج الولاء فرصة لجمع النقاط والاستفادة منها في الحصول على مزايا وخدمات، لتصبح استفادتك من التطبيق جزءاً من تجربة أكثر قيمة.



## اكتشف التجربة كاملة

من سهولة الدخول واستقبال الضيوف، إلى إدارة خدماتك اليومية والاستفادة من برنامج الولاء، يجمع **TMG Life** تفاصيل متعددة من حياتك داخل مجتمعك في تجربة واحدة.

استكمل تسجيل بيانات وحدتك، واكتشف المزايا المتاحة لك.

**TMG Life** — تجربة أكثر اتصالاً، وحياة أكثر سلاسة.  
[www.tmglife.talaatmoustafa.com](http://www.tmglife.talaatmoustafa.com)





# نور نورت .. حياة ذكية جاهزة لاستقبالك



نور تبدأ الحياة بالمرحلة الأولى..  
وتحوّل مستقبل الحياة الذكية  
إلى واقع

استقبلت مدينة نور، أول سمارت سيتي متكاملة في مصر، سكانها الجدد مع تسليم أكثر من ٤,٠٠٠ فيلا وشقة، في خطوة فارقة نحو مفهوم أكثر تطوراً للحياة العصرية، حيث تلتنقي الراحة بالتكنولوجيا ضمن منظومة متكاملة صُممت لتجعل تفاصيل الحياة اليومية أكثر سهولة وأمان.

وتقدّم نور نموذجاً متكاملاً للحياة يجمع بين جودة المعيشة، والبنية التحتية الحديثة، والخدمات الذكية، والتقنيات الرقمية المتطورة، في بيئة واحدة تتصل فيها احتياجات المنزل بخدمات المدينة والتجارب اليومية، لتمنح السكان مستوى جديداً من الراحة والتحكم.

## منزل ذكي صُمم حول تفاصيل الحياة اليومية

في قلب تجربة نور، يأتي نظام المنزل الذي كمنظومة متكاملة تتجاوز مفهوم الراحة، لتجمع بين إدارة المنزل، والأمان، والحماية، والاتصال، والراحة في تجربة واحدة متصلة.

ومن خلال لوحة التحكم الذكية داخل المنزل وتطبيق نور، يمكن للسكان التحكم بسهولة في الإضاءة، والتكييف، والأجهزة المتصلة، ونظام الفيديو إنتركوم، إلى جانب مجموعة من وظائف المنزل الأخرى. كما تتيح المنظومة للسكان متابعة منازلهم والتحكم في عدد من وظائفها عن بُعد، سواء كانوا داخل المنزل أو خارجه.





والتقنيات في مجتمع متصل يتيح للسكان التنقل والتواصل والوصول إلى احتياجاتهم اليومية بسهولة.

## مدينة صُممت لتعمل بذكاء

لدعم تجربة السكان، تعمل منظومة متطورة من البنية التحتية التشغيلية على إدارة نور بكفاءة على مدار الساعة. وتأتي غرفة التحكم المركزية كذراع تشغيلي للمدينة، حيث تتابع وتدير باستمرار الأنظمة والخدمات في مختلف أنحاء نور. ويتولى مركز البيانات متابعة شبكات الكهرباء والمياه، وأنظمة التحكم في الدخول، وكاميرات المراقبة، إلى جانب مؤشرات الأداء والتشغيل اللحظية، مما يدعم استمرارية الخدمات وكفاءتها وسرعة الاستجابة لمختلف الاحتياجات التشغيلية.

وتعتمد نور كذلك على تقنيات الري الذي التي تستجيب لاحتياجات النباتات والظروف المناخية، مما يساعد على ترشيد استهلاك المياه والحفاظ على المساحات الخضراء طوال العام. كما تعمل شبكة الإضاءة الذكية الموفرة للطاقة وفق احتياجات المدينة، بينما يتيح نظام إدارة المخلفات الذي متابعة مستويات الامتلاء في نقاط التجميع، لتنظيم عمليات الجمع وفق الاحتياج الفعلي بدلاً من الاعتماد على جداول زمنية ثابتة.

وتعمل هذه الأنظمة مجتمعة ضمن منظومة تشغيلية متكاملة، حيث تعمل التكنولوجيا بانسيابية في الخلفية لتعزيز الكفاءة، وتحقيق الاستخدام الأمثل للموارد، وتوفير أفضل العوامل لراحة للسكان.



## حياة متكاملة.. ومدينة متصلة

ومع استمرار نور في استقبال سكانها، تتكامل داخل المدينة مجموعة من الخدمات والمرافق التي تجعل من الحياة اليومية تجربة أكثر اكتمالاً، في مجتمع واحد يلبي مختلف الاحتياجات.

تبدأ خدمات المرحلة الأولى بنادي نور الرياضي، إلى جانب مراكز خدمات المناطق السكنية، والتي تضم مجموعة من المرافق والخدمات الأساسية، من مسجد وسوبرماركت وصيدلية إلى مغسلة سيارات ومغسلة ملابس وغيرها، لتكون الاحتياجات اليومية على بُعد خطوات من المنزل.

وتكتمل هذه المنظومة مع NOOR HUB، أولى المناطق التجارية بالمدينة والتي تجمع المطاعم، الكافيهات ومناطق التجمع.

ويمتد هذا الترابط ليشمل مختلف أنحاء المدينة، من خلال منظومة النقل الذي التي تدعم سهولة التنقل، إلى جانب توفير خدمة Wi-Fi في المناطق الرئيسية، لتتكاثر الخدمات

ولا تقتصر تجربة الحياة الذكية في نور على التحكم في وظائف المنزل، بل تمتد لتدعم مستويات أعلى من الأمان والحماية. فعدادات الكهرباء والمياه الذكية تتيح للسكان متابعة معدلات الاستهلاك، بينما تساعد حساسات تسرب المياه على اكتشاف التسربات والتعامل معها تلقائياً، إلى جانب نظام ذكي لاكتشاف تسرب الغاز يمكنه إيقاف إمداد الغاز تلقائياً عند رصد أي تسرب، مما يحد من احتمالية حدوث أضرار ويوفر مزيداً من الأمان.

ويرتبط المنزل الذي بمنظومة الدخول والأمان المتكاملة في نور. فالمساعد الذكية تتصل بنظام التحكم في الدخول داخل المدينة، وتستخدم تقنية التعرف على الوجه للتعرف على السكان وتوجيههم تلقائياً إلى الطوابق المخصصة لهم. كما يمكن للزوار المصرح لهم الوصول إلى الطوابق المسموح بها من خلال رمز QR أو تقنية التعرف على الوجه، فيما يتيح نظام الفيديو انتركوم للسكان إدارة ومتابعة الدخول إلى منازلهم بسهولة وأمان أكبر.



فقد كان الابتكار، بالنسبة للمجموعة، دائماً مقروناً بالتنفيذ؛ بدءاً من تطوير مجتمعات متكاملة، وصولاً إلى تقديم مفاهيم جديدة ترتقي بمستوى جودة الحياة، مع الحفاظ على ما رسخته المجموعة من خبرة وريادة وقدرة على الوفاء بالتزاماتها.

وتجسد نور هذا النهج في مرحلة جديدة، باعتبارها أول سمارت سيتي متكاملة في مصر تدخل مرحلة التشغيل، لتقدم تقنيات متطورة وبنية تحتية ذكية وخدمات متكاملة تمثل جزءاً فعلياً من الحياة اليومية لسكانها.

ويمثل تسليم المرحلة الأولى من نور امتداداً لإرث المجموعة في تنفيذ ما تعد به، وترجمة رؤيتها إلى مجتمعات ووجهات متكاملة قائمة بالفعل، بما يعزز ريادتها كأحد أبرز مطوري المدن والمجتمعات المتكاملة في المنطقة.



## إرث من الرؤية.. وريادة في التطوير

على مدار أكثر من خمسة عقود، ارتبط اسم مجموعة طلعت مصطفى بقدرتها على تحويل الرؤية الطموحة إلى مجتمعات ووجهات متكاملة على أرض الواقع، وترسيخ نموذج متطور للحياة يمتد أثره لأجيال.

## تحكم كامل.. من تطبيق نور الذكي

يأتي تطبيق نور كمنصة رقمية متكاملة تجمع خدمات المنزل الذكي، وخدمات المدينة في تجربة واحدة. فمن خلال التطبيق، يمكن للسكان التحكم الكامل في الأجهزة الذكية بمنزلهم عن بُعد، شراء مختلف الأجهزة الذكية، إلى جانب التعرف على مرافق المدينة وخدماتها وأحدث الأخبار والعروض والاستفادة من المعلومات التي يحتاجون إليها في تفاصيل حياتهم اليومية.

من إدارة المنزل ومتابعة أنظمة الأمان، إلى البقاء على اتصال بالمجتمع والاستفادة من مرافق المدينة، يواكب تطبيق نور مختلف جوانب الحياة اليومية، ليمنح السكان تجربة المدينة الذكية بصورة أكثر سهولة وترابطاً.





# TMG Life®



## بوابتك الذكية لمجتمعات تتبص بالحياة

حمل التطبيق الآن



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