

City Life

by **TMG**

Issue No.16 - July 2026

*South***MED.**
DESTINATION

Vivid
LIFESTYLE

SIMPLY SUMMER



نشرة دورية توزع داخل مدينتي والرحاب مجاناً

SouthMED. THE MEDITERRANEAN, REIMAGINED

EGYPT



Some destinations capture the spirit of the Mediterranean. SouthMED reimagines it.

A place where the sea shapes every view, every experience, and every moment. Where crystal-clear swimmable lagoons, seafront promenade, vibrant nightlife, and world-class amenities come together in perfect harmony.

At the heart of the destination, Four Seasons brings its legendary hospitality and timeless elegance, creating a seamless experience defined by exceptional service and effortless sophistication.

From the 400-berth global marina to the international golf course, from golden beaches to curated dining and luxury retail experiences, SouthMED offers a lifestyle defined not by what it has, but by how it makes you feel.

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CityLife

Summer is here, in all its glory. It's time to celebrate our 4th Anniversary. As *CityLife* goes from strength to strength, the past year has seen new residential communities spring to life, both in Cairo and the North Coast, bringing vibrant lifestyles for a host of new homeowners. NOOR is handing over a stunning array of smart properties, fulfilling the dreams of new members to our greater community, while SouthMED beckons with the charms of the ultimate Southern Mediterranean beachside escape.

Our readership is expanding to embrace this growth, while our communities play host to more events, encompassing cultural, sporting and educational interests that provide entertainment and inspiration. With news, features, interviews, and exciting informative content that reflect a dynamic, holistic lifestyle in a multitude of ways, we connect with residents of all ages, creating bonds that add strength and relatability to our path forward. We chat with our own community residents to learn more about their fascinating hobbies and lifestyles, and how their lives here are supported by the great services and amenities, alongside friendly neighbours and a thriving infrastructure.

Each summer lets us recharge our inner mojo, turning to the sea and sun, and that unmistakable holiday vibe. This issue brings fashion to chill in, one-on-one chats with your favourite celebrities, coverage of not one, but two high adrenalin marathons, dreamy summer locations, and all those beach accessories that make your summer just right. Dive in to learn where all the inviting pools are in your neighbourhood, and where to learn to get your golf strokes off to a good start.

Bringing convenience and ease to daily life, the TMG Life App is a game changer, connecting us and bringing it all together into one handy tap of a finger. Be in the loop for everything happening around you, from new store openings and limited-time offers, to social events, public updates, and more.

Your favourite sections are here, with delicious food ideas to beat the heat, ways to keep your little ones happy and occupied over the summer, and a wellness tip that won't feel like a challenge.

City Life is created for you, our diverse, multinational TMG communities, to entertain and inform you. We wish you and your loved ones a fabulous summer, with nothing but great times ahead.

City Life Team

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WELLNESS

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PETS

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Orion



By: TMG Community MKTG & **Cairo**west
PR & COMMUNICATIONS

Multifaceted and Super Talented

Ahmed Dawood



Whether he's making audiences laugh in a lighthearted comedy or pulling them into the tension of a psychological mystery, Dawood has built a career on unpredictability, and he wouldn't have it any other way. In this candid conversation, the actor opens up about the emotional intensity of living with a character during filming, and the contrasting worlds behind his latest films, *El Crush* and *Ezma*. From late-night creative calls with directors to reflecting on identity, passion, and personal growth, Dawood gives an honest glimpse into the mindset that continues to shape his evolving journey on screen.

You are known for your diverse performances in comedy, thriller, suspense, and drama, which genres do you enjoy playing the most?

I'm glad you are asking this, I enjoy it when I change. I enjoy all genres, but I don't like to stay in a certain genre. If I played a certain genre, I like the next movie I make to be a different genre, and so on. That's the enjoyment of life. So that the audience doesn't get bored and so

that they don't expect what you'll do next. So I'm happy that you're saying this because that's what makes me happy first, and then I hope and pray that people like it too.



The skill here is to try to always make your characters very real, whether from you or someone you've seen or interacted with.

Are you the type of actor that detaches from the character you're playing as soon as you go home or are you the type to stay in character for the whole filming period until it's wrapped up?

It's actually something in between. At the beginning it used to ruin my personal life and that wasn't right. An actor should learn to separate between the character you are playing at work and your personality in real life when you return home, so that you are not crazy. But, without you realizing it, it hits you. And during filming you're always thinking about the character and even when you're not filming, you get ideas. You know when there is a camp? When you're filming, it's like you are in a camp. I try my best not to cause personal problems while at the same time not be crazy because in the end, when you get an idea and call the director to tell him about it at 4 am in the morning and you think about it then apply it, these things are what live and make movies realistic. So, you have to give yourself space to do this with your heart and dedicate yourself to the project. Also, that's why I try my best not to work on two projects at the same time, and if it has to be that way, then at least I keep a small time gap between the two projects in order to leave a space to commit to each project you work on so it turns out well.



Of course there is a difference between the mood of the set of *El Crush* and *Ezma* since one is a comedy and the other is mystery, right?

Yes, they are completely different and that's why I'm not worried that they are releasing at the same time. They are two different topics. So, even if they were to be released at the same time, I'm not too worried. It's not the best case scenario though. I'm surprised how the actors used to make 8 or 9 movies in a year. Only filming two movies now, you find yourself in a hectic situation.

What can you tell us about the story of *El Crush* and the story of *Ezma*?

Ezma is adapted from a novel and I liked its idea when I first read the script. It's about an 18 year old boy who decided to make videos to watch when he is 36 years old. It's a very healthy idea to maintain a relationship with yourself over certain periods of time. When we grow up, we always feel like somethings are extinguished in us and somethings we aren't as passionate and excited about anymore. This method helps you regain your excitement and see what you used to do well and how you used to work. That's *Ezma's* story. The journey of the movie, you will have to see for yourself.



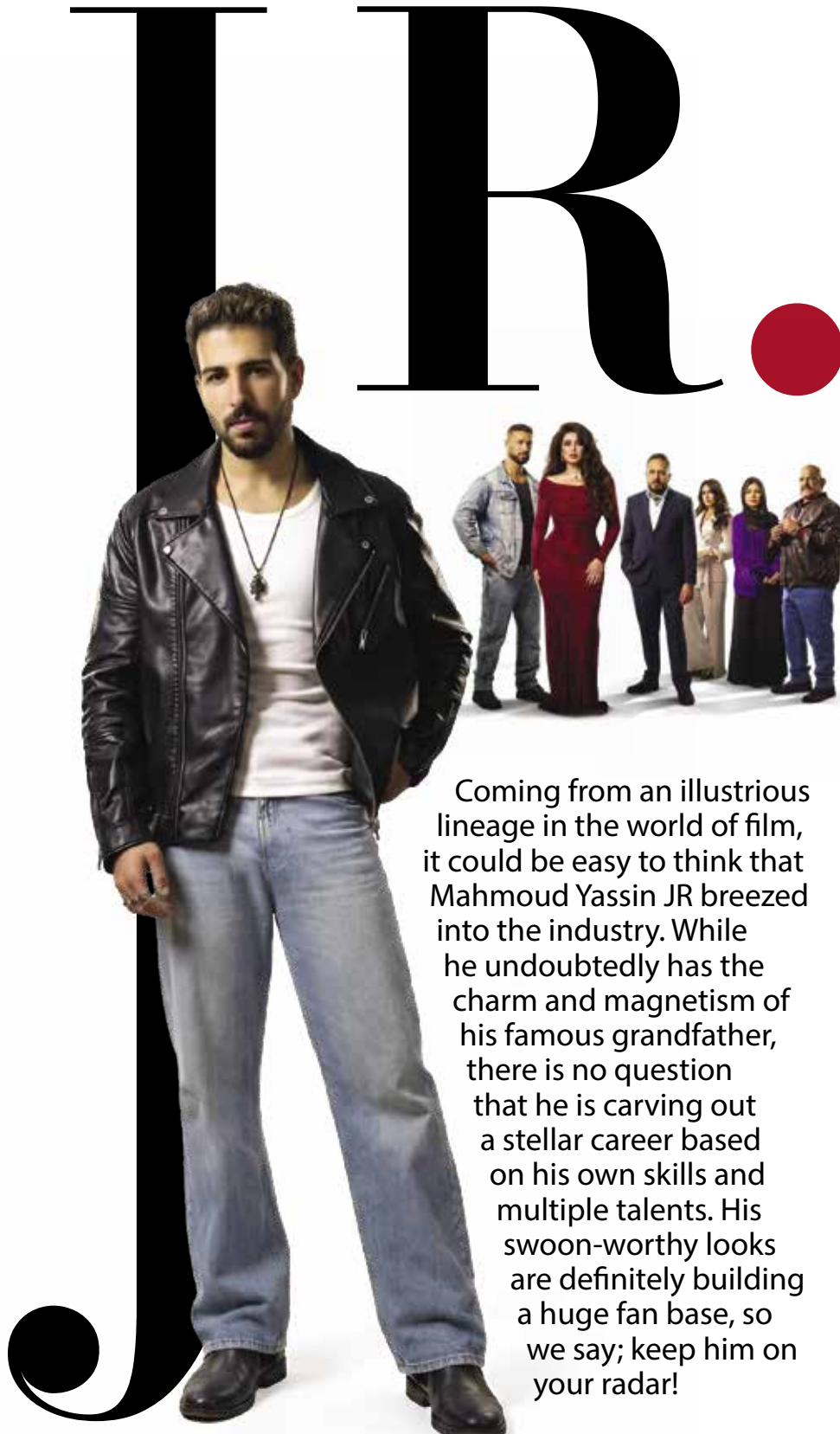
El Crush is a very light movie, I love it so much. I had a lot of fun filming it. It's very different. I love all the cast in it; Bassem Samra, Sherine Reda, and Merna Gamil. It's that kind of movie that makes you feel refreshed and relaxed with no worries. So I tried to do something the audience isn't used to and find a way to have fun with it, and then at the same time I hope people like it as much as we do.

Which character in the two movies is closer to your real personality?

I don't know my real personality anymore ha-ha. There are always things in the characters you play that are similar to your real personality. The skill here is to try to always make your characters very real whether from you or someone you've seen or interacted with. There is a song in *Ezma* that I like a lot and it expresses this confusion and that every person has all dimensions, the good, the evil, the confusion, the kindness and so on, so when I'm working, I always try to find the similarities between me and the character I'm playing and amplify it, and the other things I try to look for in real people, not my imagination. So, all the characters I play are similar to me.



Up Close and Personal with MAHMOUD YASSIN



Coming from an illustrious lineage in the world of film, it could be easy to think that Mahmoud Yassin JR breezed into the industry. While he undoubtedly has the charm and magnetism of his famous grandfather, there is no question that he is carving out a stellar career based on his own skills and multiple talents. His swoon-worthy looks are definitely building a huge fan base, so we say; keep him on your radar!

Mahmoud, congratulations on the release of *W Nensa Ely Kan!*

Thank you!

What roles have you not yet done, but want to do in the future?

I want to do everything, comedy, something with a complex character. I really want to try everything, and things that are completely different from each other.

Following in the footsteps of your legendary grandfather, Mahmoud Yassin, what's something you learned from him?

I learned from him on a personal level, he's someone who is always spoken about positively in his interactions with people and his commitments. On an artistic level, he was very diverse. He's done a lot of genres and played many different personalities. He was very focused and loved his job a lot.



If you had to choose another career that wasn't acting, what would you choose?

I used to play football, so I wish I had continued playing.

Tell us about something new you're working on that's coming soon.

There's a movie that's about 90% finished, and we have only two more filming days left. I don't know when it will be released, but it's almost done. There are a couple of other projects, but I can't talk about them yet. Hopefully, there will be good news about them soon.

What's something people don't know about you?

There's something I've mentioned a couple of times, which is that I write. Not everyone knows that. I write films and shows. I also write songs sometimes, but I write them for myself and have never given them to anyone. Those are some things people may not know about me.

Tell us about a hidden talent you have

The ones I just mentioned, and also that I know how to draw.

We'd like to play a game with you, but before we do. We wanted to ask you a question.

Let's do it.

How would you describe the perfect first date?

That we feel like there isn't any awkwardness between us. If there's no awkwardness on the first date, it's a good sign that you have good chemistry and understanding.

Would you like there to be an activity or would you prefer to sit in a restaurant?

I'd like it to be a random day. I don't like dates where she's wearing a dress and I'm dressed formally. I like it to be easygoing and fun.

What's an unpopular opinion about relationships that you believe in?

That it's very hard for two people to love each other the same way. There's always someone who loves the other more, and that's a bit unfair.

And do you believe that people can each love each other the same way.

No, it's impossible.

Someone has to love the other person more?

Yes, always.

Who do you think should love the other person more, the man or the woman?

The man, so the relationship continues.

OKAY NOW WE'LL PLAY THE FAMOUS GAME OF RED FLAG OR GREEN FLAG, SO I'LL TELL YOU A SITUATION AND YOU TELL ME IF IT'S A GREEN FLAG OR A RED FLAG.

If she has a bunch of friends from the opposite gender.

Red flag

If the girl you're talking to never posts you

Slightly closer to a red flag

You feel like she's hiding you a bit.

Yes, I wouldn't understand it.

If she's highly emotional?

I'll say it's a red flag.

What if she leads more with her mind than her heart and its always logical reasoning with no emotional direction?

Red flag

If she expects constant reassurance all the time.

Red flag

If she wants you to meet her family and friends in the beginning of the relationship.

Green flag, not a red flag

And you'd let her meet yours?

Yes that's normal, it's not like I'm proposing, I'm just meeting them casually.



ENJY KIWAN

Changes Lanes

Leaving behind a successful 10-year corporate career to pursue acting was a bold move for Enjy Kiwan, but one that has paid off. As she continues to captivate audiences with a growing presence on screen, Enjy opens up to us about her journey to the screen, her character Heba in *W Nensa Elly Kan*, and an exciting upcoming project.

Anyone who makes an effort in something he dreams of, the universe finds a way of making it happen.



Enjy, how did you make a transition from the corporate world to the big screen? What did you learn that helped you with working in the acting industry?

This was probably the hardest decision I have ever made in my life. The fact that you already made a base of working in a certain field for 10 years and then leaving everything behind and starting from scratch is difficult. Anyone who makes an effort in something he dreams of, the universe finds a way of making it happen.

You usually play the role of a protagonist, so did your character Heba in *W Nensa Elly Kan* reflect that, or was it a shift for you?

I'm always very careful, because I have just kind of begun, not to take any roles that people would not like, but I do like to take a spicy role, so I think Heba was a mix of all of that. It's just a constant mental struggle for people that are watching.

What are your future projects that you can tell us or give us a hint about?

The next project is *El Fransawy* with Amr Youssef. It's going to be a 10-episode series, and I'm very excited about it.



TMG Life[®]

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Women Summer Fashion



Rainforest
Maxi Flowy
Wraps - IN
YOUR SHOE



White Linen Pants -
KAI COLLECTIONS

White Linen Set -
KAI COLLECTIONS



Floral Crochet Beach Dress - CLUE



Embroidered Crochet Beach Pants - CLUE

White Boat
Party Dress -
FRILLU

Rust Crinkle
Sleeveless Dress -
FRILLU



Blues Strapless Top &
Pants - FRILLU



Beige Net
Tote Bag - IN
YOUR SHOE

Men

Orange Cairo Jersey
- IN YOUR SHOE



Olive Crochet Knit Polo -
KAI COLLECTIONS



Floral Swim Shorts -
IN YOUR SHOE



White Serial Griller
Swim Shorts - IN YOUR
SHOE

Slim-Fit Henley T-Shirt
- PULL AND BEAR



Navy Tencel
Cuban Shirt - KAI
COLLECTIONS



Moroccan Shirt -
GO NATIVE



Pattern Swimshorts
- GO NATIVE



GenZ



80S Fever
Crochet Dress -
FRILLU



CHATGPT GRAPHIC T-SHIRT - GO NATIVE



Crochet Tassel Beach
Sets - CLUE



Black Denim Bucket Hat -
IN YOUR SHOE

Dancing Frogs Summer Pj Pants
- GO NATIVE



Yellow Wide Leg Boxer -
IN YOUR SHOE

Kids



KIDS SWIM SHORTS - IN YOUR SHOE



Kids Swim Robe - OUR KIDS



Girls Swimsuit Overall - OUR KIDS

SUNSCREENS

with a Plus Factor

Not all skins are created equal, and some need special care. But our pick of sunscreens with added smarts should have you covered, day long.

NATURAL
SUNSCREEN

Natural Sunscreen - BLACK LOTUS

A 100% natural sunscreen to help protect the skin from daily sun exposure while supporting hydration, softness, and healthy-looking skin.

Sunscreen Hydrocare SPF 50+ - BOBAI

A sunscreen that contains SPF and Vitamin E. Gentle on your skin, it has ingredients that are good for fighting acne, anti-aging, dry skin and scar healing.

Sun Defender SPF 50+ - GLAMYLAB

This sunscreen protects your skin from UVA, UVB, and blue-light damage while helping prevent sunburn and long-term dark spots.

UV Defense SPF 50 Light Tint Gel-Cream - HYALUSOLAIRE

This ultra-light weight tinted formula with two different shades for healthy glowing complexions covers up brown spots, serves as a make-up base, is water and sweat resistant, and offers hydration and protection.

Sunscreen Kids Spray Lotion SPF50+ - MASH

Rich in moisturizers and oils that protect children's skin from the harmful effects of sunlight, this spray lotion gives maximum protection to the skin from harmful UV rays.

Whitening Sunscreen - INFINITYSPANISH LABS

Whitening Sunscreen provides intense protection from SPF50+ while at the same time helping to lighten and even out skin tone.

Capital Soleil UV+AGE DAILY SPF 60 - Vichy

Capital Soleil UV+AGE DAILY SPF 60 is a high-broad spectrum lotion that protects the skin against harmful UVA and UVB rays while preventing and correcting the appearance of dark spots and wrinkles.

Simply One Fluid Sunscreen SPF50+ - SESH

A high SPF 50+, with broad spectrum coverage against harmful UVB and UVA rays, water resistance, antioxidant and anti-aging properties, reduction in dark spots.



SouthMED.

EGYPT

Mediterranean Living, Reimagined

Capturing the very best of Mediterranean living, with breathtaking scenery, over nine months of sunshine each year, and a prime location on Egypt's pristine North Coast, SouthMED has rapidly emerged as a new benchmark for Mediterranean coastal living.



Inspired by the charm of iconic Mediterranean destinations such as Amalfi, Santorini, and the Côte d'Azur, this landmark 23-million-square-meter integrated coastal escape brings together the largest international marina on the Mediterranean, world-class hospitality, with Four Seasons at the heart of the experience, exclusive beach clubs, crystal lagoons, international golf courses, a vibrant waterfront promenade, and an exceptional array of shopping, dining, and entertainment experiences.

Anchoring this extraordinary destination a distinctive collection of residences, ranging from beachfront villas and marina residences to branded homes and golf-front retreats. Thoughtfully integrated within the natural landscape and rich lifestyle offering, each residence is designed to capture the essence of Mediterranean living, where leisure, wellness, hospitality, and coastal living come together seamlessly.



AN EXCEPTIONAL OPPORTUNITY

And now, TMG introduces an exceptional offer for the first time.

A selected collection of **elegantly designed chalets and villas** is now available with payment plans of up to 15 years and down payments starting from **just 1.5%**.

Designed to blend seamlessly with the North Coast's natural landscape, SouthMED rises gently up to 60 meters above sea level, offering panoramic views across the destination. Cascading architecture, lush greenery, and crystal lagoons create a **distinctive setting** where nature and design exist in harmony. Every residence has been thoughtfully crafted to deliver **comfort, elegance, and a seamless connection to its surroundings**, creating a lifestyle that is both sophisticated and effortless.



FOUR SEASONS PRIVATE RESIDENCES NORTH COAST AT SOUTHMED

Setting a **new benchmark for luxury hospitality and branded residences**, Four Seasons Private Residences North Coast at SouthMED offers an exclusive collection of **65** premium villas within a private gated enclave. Designed with sophisticated architecture and timeless interiors, each home reflects the renowned Four Seasons commitment to excellence, privacy, and personalized service.

Positioned on one of the most desirable beachfront locations within SouthMED, with over 500 meters of direct Mediterranean frontage, residents enjoy **unparalleled sea views** and access to a curated lifestyle defined by wellness, fine dining, concierge services, and exceptional leisure experiences.



Designed Homes Feature Refined Finishes, Elegant Spatial Planning, And A Distinctive Modern Coastal Identity

FIRST ROW HIGH-END VILLAS

Located within an exclusive beachfront enclave, these iconic villas offer uninterrupted Mediterranean views and direct access to a private beach. Defined by contemporary architecture, refined finishes, and expansive indoor-outdoor living spaces, representing **the pinnacle of luxury coastal living**.

MARINA RESIDENCES

Overlooking the marina and its lively promenade, these elegant waterfront residences combine contemporary design with expansive terraces and stunning marina views.



Residents enjoy direct access to a vibrant waterfront lifestyle, with dining, retail, entertainment, and yachting experiences all within walking distance, complemented by hospitality-inspired services designed for comfort, convenience, and exclusivity.



GOLF CHALETs

Set amidst beautifully landscaped fairways, these refined chalets offer a tranquil lifestyle within an exclusive low-density community overlooking the signature golf course.

Designed to maximize natural light, openness, and sweeping views, they enjoy direct access to the championship course designed by the world-renowned RTJ and managed by the acclaimed Troon. Seamlessly connecting golf, beach, and resort experiences, they offer a balanced lifestyle defined by leisure, wellness, and understated luxury.



LA CANTINE BEACH RESIDENCES

SOUTHMED EGYPT



LA CANTINE BEACH RESIDENCES

Inspired by the vibrant spirit of La Cantine, these signature branded residences bring together sophisticated design and effortless beachfront living.

Featuring elegant interiors, contemporary architecture, and direct beach access, residents enjoy seamless connectivity to curated dining, retail, social, and leisure experiences, creating a dynamic lifestyle destination by the sea.

LEISURE AND LIFESTYLE

SouthMED introduces **a new vision for coastal living** within a destination unlike any other.

A **carefully curated calendar of cultural, leisure, and lifestyle experiences throughout the year** fosters a vibrant community, supported by smart infrastructure and sustainable mobility solutions that make everyday living effortless.





YOUR SMART LIFE STARTS NOW

Moving into a new home in the first fully integrated smart city in Egypt is a life changing step. And the residents of newly finished stylish apartments and elegant villas in Noor take the keys to their new lifestyle this summer, feeling secure with the eco-credentials of renewable and sustainable energy sources, and letting streamlined, state-of-the-art technology take care of the functions that are a part of each day.



Noor is about living your best life. That means having the right space to match your dreams, all supported by the same level of ergonomic smart features. That same technology goes beyond your door; it extends to the shared spaces of your city, welcoming you to the smart lifestyle that seamlessly elevates your daily life.

SMART HOME FEATURES

NOOR MOBILE APP

Residents are on-boarded to the city through the Noor App, where National ID scanning, Face ID registration, and vehicle license registration enable secure city access control and ensures seamless entry across the community. Access is further streamlined through QR-based resident entry and visitor QR codes, allowing controlled and efficient movement throughout the city. The app also enables utility management, home services, and e-commerce through the E-Store, Noor AI Assistant, communication with customer service, and a City Guide and News Feed that keep residents informed and connected to everything happening in Noor City.



SMART HOME PANEL

An integrated smart home solution that encapsulates enhanced comfort and convenience, combining and controlling any devices connected to the Smart Home Panel for a fully tailored living experience. Conveniently, all Smart Home Panel functions are also mirrored and accessible through the Noor Mobile App.



Residents can remotely control and customize home lighting, enabling convenient adjustment of lighting settings and personalized automation. TV control is a breeze, enabling power on/off, volume adjustment, channel switching, and seamless entertainment management.

AC control allows residents to manage their air conditioning, including power on/off, temperature adjustment, fan speed, and swing control—delivering personalized comfort and improved energy efficiency. There is Lift Calling, which automatically calls the nearest elevator upon building entry and effortlessly takes residents and guests to their authorized destination through Facial Recognition or QR Code access.





VIDEO INTERCOM

Effortless entry management for visitors or delivery personnel is available by them simply entering your unit number, allowing you to view them on your Smart Home Panel and easily accept or reject entry.

GAS SENSOR

A Gas Leak Detection Sensor is in place to detect gas leaks and automatically trigger safety measures, including shutting off the gas supply when required, helping protect residents and property.

SMART CITY FEATURES

ACCESS CONTROL

A multi-layered access control system secures every residential zone, with entry granted through Facial Recognition, License Plate Recognition (LPR), or QR Codes. Building and elevator access are controlled via Facial Recognition or QR Codes, ensuring secure movement throughout the community. Visitors receive QR Codes for seamless access, and upon scanning at the elevator, they are automatically directed to the resident's designated floor.



CCTV

Noor has integrated an unparalleled safety system, with 24/7 surveillance using CCTV cameras, well-distributed control rooms, and the latest in security systems.

EV CHARGERS



Conveniently located EV Charging Stations are easily accessible to encourage environmentally friendly transportation options.

SMART TRANSPORTATION

Autonomous bus transportation is available for residents' convenience.

FACILITIES

Fibre connectivity is designed to support high-speed 5G connectivity across the city; it is also pre-installed and extended to every residential unit prior to handover, enabling seamless activation of internet services. Public areas are equipped with Wi-Fi services available to all residents.

Your Smart Life with TMG Life®

Every moment of your day is precious, and now you have the key to using each minute to maximise the joy of being part of the TMG Community.



EXPLORE, DISCOVER, AND LOVE WHAT YOU FIND

Discover new restaurants, cafés, shops, and services across your city and make the most of every day. Right on your doorstep, a world of enticing flavours, memorable shopping experiences, and life changing services awaits. Tap, connect, and thank us...



BILLS ARE A BREEZE

Recharge your electricity and water cards, pay utility bills, and renew your club membership in just a few taps. Let TMG Life keep track for you, so you can relax.

SECURE, SMOOTH AND SAFER HOUSES

Access your personal QR code and enjoy seamless entry into your community. Coming home has never felt so good.





GOOD TIMES SHOULD BE SHARED

Invite your friends and family to your community by sending them a QR code and enjoy endless moments together.



STREAMLINED COMMUNICATION PROCESSES

Connect directly with customer service, submit requests, and track their progress with ease. Zero frustration, maximum satisfaction.

YOUR PERSONAL ORGANIZER

Receive timely notifications and never miss an important update. TMG App has got you!



BUILDING YOUR LIFESTYLE TOGETHER

Share your feedback through polls and surveys and contribute to shaping future experiences.

SAY GOODBYE TO HOME CHORES

Request home services whenever you need them and enjoy greater convenience at your doorstep. Maintenance and chores become a load off your mind, and free up your time.

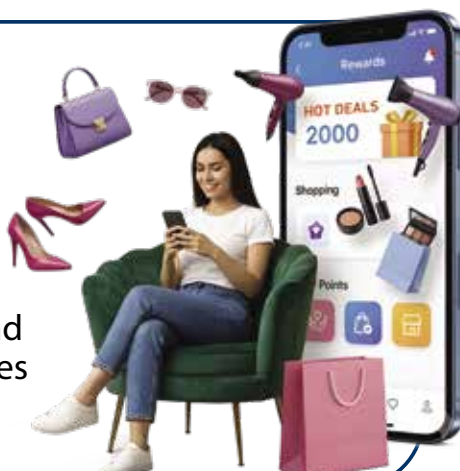


RIGHT IN THE LOOP

Stay informed about community news, upcoming events, and exciting activities happening around you. There's a lot to enjoy, so be in the know.

SHOPPING DEALS BEYOND BELIEF

Discover exclusive offers and special deals designed for community residents. Browse for amazing deals and unbelievable prices. This takes the pain out of shopping.



TMG POINTS TO UPGRADE YOUR LIFESTYLE

Earn points through Life Rewards and unlock a world of exclusive benefits, rewards, and memorable experiences.



With TMG Life App, your TMG experience is redefined—more connected, more secure, and more convenient than ever before. Don't wait to enjoy the lifestyle you deserve.

Download the App now, register, and step into the future of community living.

Welcome to TMG Life

Where everything you need is right in your pocket.

www.tmglife.talaatmoustafa.com



CityLife



Four Years Of Connecting Our Community

CityLife is celebrating its 4th Anniversary of serving our growing residential communities and an increasing number of readers with news, features, and inspirational lifestyle content that makes each day special, in so many ways. Capturing the moments that define community life, **CityLife** is a cohesive and insightful record of how our neighbourhoods have thrived.

Communication that started in print has now evolved to include a vibrant online version, and embraces a lively, informative social media platform that has become an essential 'go to' tool for anyone wanting to stay in the know.



We Build Connections



We showcase local talent, and the fellow residents who chose to share their stories.

We Celebrate Communities

From our very first issue, we have embraced the goal of bringing the community together, and sharing content that enriches the lives of those around us.



We Create Belonging

For four years, City Life has documented community life. Our greatest achievement, however, is not the stories we've published—it's the sense of belonging those stories have helped create.



As we celebrate our 4th Anniversary, we remain committed to shining a light on the people, places, and moments that make every TMG Community feel like home.

Download all copies



Join Us @ [@ tmgcitylife](https://www.instagram.com/tmgcitylife) [f](https://www.facebook.com/TMG-City-Life) TMG City Life

Meet Impassioned Bibliophile

Ghada Labib

Once upon a time...and right up until today, books have served as humankind's link to a world of fascinating facts and thought-provoking fiction. Keeping book lovers connected, Madinaty resident Ghada Labib hosts the book club Book Garden for the local community. We catch up with her to learn about her own recent publication, *Beneath the Surface of the World – Sixty Days in Australia*, and more about her life in Madinaty.



Ghada, how long have you been a Madinaty resident, and what prompted your decision to move here?

I have been resident of Madinaty for 10 years now, since 2016 when I took the decision to move here. I wanted to live in a city where the greenery and landscape are more than the buildings, in a safe and healthy environment for my family, Dr. Ahmed Hafez, a dentist and my sons Mohammed and Kareem.



Has life here met all of your expectations, and in which ways?

Life here has met my expectations—from the attention given to the large green spaces that serve as a healthy “lung” for the area, to the round-the-clock security that ensures a safe environment for residents. All essential, recreational, governmental, and educational services are available here, so I rarely need to leave Madinaty.



How has living in Madinaty supported your literary interests?

Life in Madinaty is characterized by calmness and beauty compared to other areas in Cairo. This has given me the right atmosphere for immersing myself in reading and writing. And since all my needs are just a short distance away, it has given me a good amount of time to spend with books and learning.

What did you study, and does this link to your reading and writing?

I studied dentistry and worked in the field for years. Then I decided to devote myself to my favorite hobby—reading. There may not be a direct connection between the two, but doctors generally have a love of knowledge and a constant drive to pursue it.

Tell us more about your book group Book Garden, and how it came about.

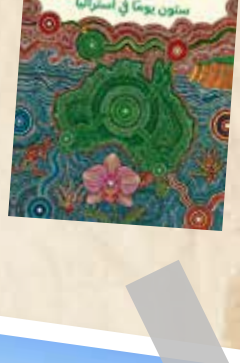
I have loved reading since childhood, thanks to my father, may he rest in peace. However, my close circle of friends were not readers, so I decided to create the book club Book Garden in an attempt to build an engaged reading community. We exchange opinions and recommendations, learn from one another, and encourage others to read. We have succeeded in attracting a large number of residents of different ages from Madinaty and Al Rehab to join us.

We hear that you also take on the role of moderator in discussions with authors in various forms of media. What does this involve?

Through my regular attendance at numerous seminars, I have developed the experience and aptitude to be a moderator. I have also built connections with many Egyptian writers, who have praised my writing and were happy to accept my invitations to seminars in Madinaty.

I actually began this in 2022 through Madinaty Club and the Madinaty Cultural Forum, together with Mr. Ziad El-Shazly, who—along with his team—puts in commendable effort to organize valuable seminars featuring my guest authors. In Al Rehab, I collaborate with Clip Stationery and its owner, Engineer Ahmed Shamroukh, who is very active and organizes wonderful events.

60 Days in Australia.



Please tell us more about *Beneath the Surface of the World: Sixty Days in Australia*.

My book *Beneath the Surface of the World – Sixty Days in Australia*, published this year by Dar Al-Shorouk, is the result of a two-month journey across Australia, during which I traveled between three cities. I was fascinated by the experience and fell in love with this unique and beautiful country. The book covers a wide range of topics, including nature, rare wildlife and plants, and the history of Indigenous people and early migrants. It also explores the modern Australian citizen, who comes from diverse backgrounds yet is harmoniously integrated into a society that welcomes differences and encourages communication and closeness.



We love the book cover, what is the story behind it?

The book cover, designed by the artist Hany Saleh, is an adaptation of the aboriginal art. Across centuries they have been drawing and coloring in beautiful vibrant patterns like this. I could not imagine a better cover.

Why Australia? And how was your experience there?

I travelled to Australia to visit my brother Dr. Amr Labib, the endocrine surgeon who has been living and working there since 2004. My experience there was truly wonderful and astonishing. Learning about the country's culture and history through the museums and libraries I visited gave me a comprehensive understanding of the land, its history, and its people. The people there were also very kind and friendly.

What message would you give our residents about the gifts that come through reading, and the importance of stepping outside of one's comfort zone to live at an enhanced level?

Reading not only provides us with entertainment and knowledge, it also allows us to live other lives. It broadens our horizons, helps us think more clearly, and lets us travel while staying in one place. I hope that everyone dedicates just half an hour of their day to reading; their life will surely change for the better.



Trefilova Maria Vladimirovna

Loves Life in Madinaty

Far from her native Russia, Trefilova Maria Vladimirovna, or Maria, as she is affectionately known, has embraced life in Egypt wholeheartedly. We caught up recently to learn more about her life in Madinaty, and how she came to Egypt.

When did you first come to Egypt and what prompted your decision to stay here?

I came to live in Egypt in 2016 after I got married. I met my husband 18 years ago in Russia. He was studying at a technical university in Izhevsk. I met him by chance in the main city square when he and a friend were lost and needed help. We've been friends ever since.

How long have you been living in Madinaty?

We have been living in Madinaty for about 5 years.

Tell us a little about your family.

I have a wonderful daughter. She is 9 years old. She is an excellent student at BISM School and speaks three languages. She is also a professional rhythmic gymnast at the LIA RG Academy and holds a leading position. My husband is Egyptian and works as an engineer for an oil company.



I combine motherhood with working as a ballet coach for rhythmic gymnasts.



Do you work outside, or are you a full time mum?

I combine motherhood with working as a ballet coach for rhythmic gymnasts. At the same time, I am fully dedicated to caring for my daughter.

Is there a Russian community group in Madinaty?

There's a Russian group in Madinaty on Facebook where we can ask questions and chat. It is also a great way for people connect with others they know and want to be friends with.

Do you make local dishes, and your traditional foods?

Of course! I know the local cuisine very well and the names of foods and dishes in Arabic. For example: vegetable mahshi and mahshi-kromb, rice with nuts and raisins, fatta, leysan asfour, mahalla eggplant, and other tasty dishes. My mother-in-law taught me these. Thanks to her, at home I can now cook Egyptian and Russian cuisine. My family enjoys eating everything that is cooked deliciously and with love.

And where do you go to relax in your free time?

In our free time, my family and I enjoy going to Madinaty Golf Club. We swim in the pool, visit the sauna, and use the jacuzzi. Since my daughter and I are athletes, we need this kind of relaxation. We also enjoy the Open Air Mall and relaxing at home.



So, what do you enjoy most about the Madinaty lifestyle?

I love the peace and quiet, away from the bustle of the streets and cars. I like the sidewalks and walking areas. We can stroll in the fresh air and play sports without visiting designated areas. Since I come from a country rich in flora; lawns, trees, and flowers are an integral part of my life. Madinaty took care of this, too. That's why we chose Madinaty as our home.

What makes Madinaty such a good place to raise a family?

Thanks to the cleanliness and order in the city, the tranquillity

of the roads and surrounding areas, and the availability of sports and recreation areas, we are able to foster moral and cultural values within the family. Family time together creates favourable conditions for a child's full personal and emotional growth. Madinaty offers all the necessary conditions for starting a family and raising children.

Have you found it easy to make friends here?

Of course, how easily we make friends depends on our temperament and character, as well as our social and living environment. But if you don't think too much about it, making friends is easy. I have friends I met while walking with my daughter near my home. I have friends I met at school, and at sports and recreational venues.

Are they a mix of different nationalities?

Definitely. I love meeting new people and making new friends, regardless of nationality.

Would you recommend Madinaty to anyone looking for an ideal place to live?

Absolutely! I recommend it, because Madinaty has EVERYTHING.



Meet AYNOUR AHMED



A bundle of talent and sporty energy, Aynour Ahmed let us have a few moments from her busy schedule to give us a glimpse into her life in Madinaty.



Tell us about your jewelry making venture. What styles do you make, and is there a market for this in Madinaty?

Jewelry making is more of a hobby for me, and I don't currently sell my pieces. I usually make necklaces and beaded bracelets in my free time.



“Making friends here is pretty easy”



How old are you, and when did you move to Al Rehab, and Madinaty?

I am 15 years old, and my mom moved us to Madinaty from Al Rehab when I was very young. I lived in Al Rehab for 3 years till 2011, and from 2011 till now in Madinaty.

Do you have siblings? If so, how old are they?

Yes, I have three siblings—they are 8, 5, and 3 years old.

Where do you go to school, and what are your future career plans?

I go to BISM (British International School Madinaty), and I plan to become an architect in the future.

“I train in kickboxing, which is one of my favorite sports”



We heard that you are also involved in charity work. Please tell us more.

Yes, my mom and I regularly participate in charity work, especially during Ramadan. We often give out food to people in need and to workers like the security guards in our area.

Apart from being busy with these activities, so you have time for other sports and hobbies?

I train in kickboxing, which is one of my favorite sports. It really helps me manage stress and anxiety.



Where are your favorite places to relax?

My favorite place to relax is the garden behind our building, especially at night. It's very peaceful, and I enjoy walking there.

And where is your favorite place to grab a bite?

My favorite places to grab a bite are Breadfast and Pasta to Go in the Open Air Mall.

How do you spend your summer months?

I usually spend my summer going to the swimming pool at Madinaty Club with my family. I really enjoy it—it's very relaxing.

What about pets?

I don't currently have any pets, but when I was younger, I had several, including a bird, a fish, and cats.



What do you like most about life in Madinaty?

What I like most about Madinaty is how everything is close together. I also love the greenery and flowers everywhere, and how safe it feels even at night. The community is friendly, and people are open to getting to know each other.

Is it an easy place to make friends?

Making friends here is pretty easy, especially if they are your neighbors or go to the same school as you.

How would you recommend it to anyone looking for a great place to move to?

I would definitely recommend it to anyone looking for a great place to live. It's a very safe, peaceful, and calm environment with a strong sense of community.





Madinaty Lions Golf Academy Welcomes Young Golfers



Summer just became a lot more interesting! At Madinaty Lions Golf Academy, young golfers are given the opportunity to develop valuable life skills while enjoying the game in a fun, supportive, and professional environment. Through this they acquire discipline, focus, respect, and perseverance, and learn that golf is much more than an enjoyable sport.



The academy is designed to help boys and girls aged 4–16 years learn the fundamentals of golf, while helping them to develop confidence, both on and off the course. An important part of the structured training the juniors receive encourages personal growth, teamwork, and a love for healthy competition, all under the guidance of a PGA Professional and an experienced coaching team.



Children are encouraged to progress at their own pace with monthly tournaments that provide players with the opportunity to test their skills,



Learning golf at a young age has a whole range of benefits. Apart from the development of concentration and patience, golf teaches children to think strategically, stay calm under pressure, and remain focused on achieving their goals. These skills have been observed to actually improve academic performance and develop stronger decision-making abilities.

Of course, golf has a direct benefit with physical well-being, for both young and old. Players improve their coordination, balance, flexibility, and overall fitness while spending time outdoors in a positive environment. As with many sports, golf helps children develop important social skills, including sportsmanship, respect for others, and self-confidence.



At Madinaty Lions Golf Academy, children are encouraged to progress at their own pace with monthly tournaments that provide players with the opportunity to test their skills, monitor their improvement, and gain valuable competitive experience. Adding to the excitement, team matches against other clubs further enhance teamwork, communication, and confidence.



Madinaty Lions Golf Academy provides the perfect setting for budding new golf champions



The academy sets out to not only to create better golfers but also to nurture responsible, disciplined, and resilient young people. Through a combination of expert coaching, structured practice sessions, and exciting opportunities to compete and represent the academy, the young participants develop a strong foundation for success in sport, and in life.

Combining fitness and personal development, Madinaty Lions Golf Academy provides the perfect setting for budding new golf champions to learn, grow, and thrive.

2026 TOURNAMENT SCHEDULE

(Saturdays)

- 4 July 2026
- 1 August 2026
- 5 September 2026
- 3 October 2026
- 7 November 2026
- 5 December 2026

ACADEMY SESSIONS

Every Friday & Saturday
9:00 AM – 10:00 AM

FOR REGISTRATION & ENQUIRIES:

Phone: 01101134518

Email: aabdeen@tmg.com.eg

Venue: Madinaty Golf Club

Join the Pride and give your child the opportunity to develop skills, confidence, friendships, and memories that will last a lifetime.



Sharm Bay

SHARM ELSHEIKH - EGYPT

The Red Sea is Changing

DISCOVER SHARM BAY MARINA — A RARE COASTAL DESTINATION SHAPED BY THE SEA
AND DEFINED BY REFINED EXCLUSIVITY

Set alongside the iconic Four Seasons Resort, Sharm Bay Marina builds on a legacy of exceptional craftsmanship and understated luxury, creating a landmark destination that elevates the entire coastline.

Sharm Bay Marina offers bespoke hospitality, a world-class marina, and a curated collection of innovative waterfront residences.



A TMG DEVELOPMENT

Time to Cool Off at TMG Swimming Pools

As temperatures zoom, a refreshing escape into a cool, inviting pool seems like an unbeatable idea. As they say, there are different strokes for different folks, but TMG clubs offer such a great variety of swimming facilities across their communities, for everything from relaxing to daily laps, that you are covered. Choose your mood, from family fun, to fitness mode, or the privacy of dedicated ladies' hours. And for extra shade, why not try out one of the new indoor pools in Privado, Celia, or Al Rehab? It's time to grab your swim gear, choose your destination, and enjoy a chilled out summer at your favorite TMG club.

Madinaty Sporting Club



Madinaty Sporting Club has a Swimming Academy and a wonderful pool complex to suit all water activities, for all ages.

Olympic Pool

Daily:
10:00 AM – 5:00 PM

Adults Only:
5:00 PM – 7:00 PM

Ladies Hours

Saturday & Wednesday:
10:00 AM – 2:00 PM

Monday:
2:00 PM – 6:00 PM

Entertainment Pool

All Ages:
10:00 AM – 6:45 PM

Adults (21+):
6:45 PM – 8:45 PM

Madinaty Golf Club



For a calm and relaxing swim, Madinaty Golf Club has a wonderful pool that always looks inviting. Stay chilled with water-based fitness classes like aqua yoga and aqua aerobics, and splash in the pool while you burn some calories.

Swimming Facilities

Daily: 7:00 AM – 8:00 PM



Celia Club



At Celia, stepping into the pool feels like stepping into a quiet moment away from the noise of the day.

Outdoor Pool

Daily: 10:00 AM – 7:00 PM

Indoor Pool

Daily: 10:00 AM – 8:00 PM



Privado Club



Escape to a haven of calm, with fresh sparkling water and the beauty of nature. Swim away any stress.

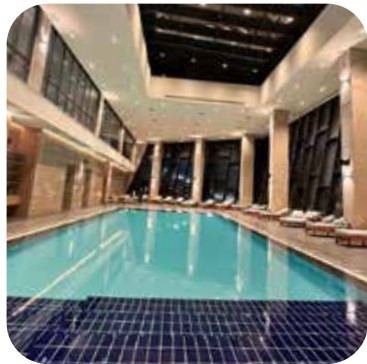
Entertainment Pool

Daily:
10:00 AM – 7:45 PM

Indoor Pool

Daily:
10:00 AM – 7:45 PM

Annual Membership Fee:
Starts from EGP 7,500



Al Rehab Sporting Club



Al Rehab Sporting Club has eight pools of different sizes for both kids and adults, with a Swimming Academy.



Entertainment Pool (Al Safwa)

Daily: 10:00 AM – 9:00 PM

Olympic Swimming Pool

Daily: 10:00 AM – 9:00 PM



Ladies Hours

Saturday: 10:00 AM – 2:00 PM

Wednesday: 10:00 AM – 3:30 PM

Kids Pool

Daily: 10:00 AM – 9:00 PM

Ladies Hours

Saturday: 10:00 AM – 2:00 PM

Wednesday: 10:00 AM – 3:30 PM

Indoor Pool

General Schedule

Saturday, Monday & Wednesday: 10:00 AM – 3:00 PM

Sunday, Tuesday & Thursday: 4:00 PM – 9:00 PM

Friday: 10:00 AM – 9:00 PM

Ladies Hours

Saturday, Monday & Wednesday: 4:00 PM – 8:30 PM

Sunday, Tuesday & Thursday: 10:00 AM – 3:00 PM



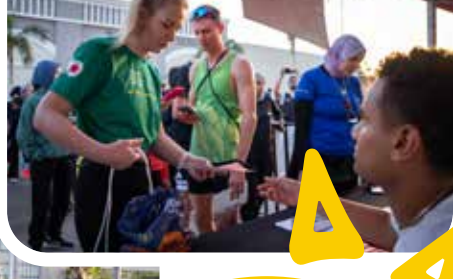
From Olympic-sized pools and indoor facilities to family-friendly entertainment pools, TMG clubs provide a complete swimming experience for all ages.

MADINATY HALF MARATHON

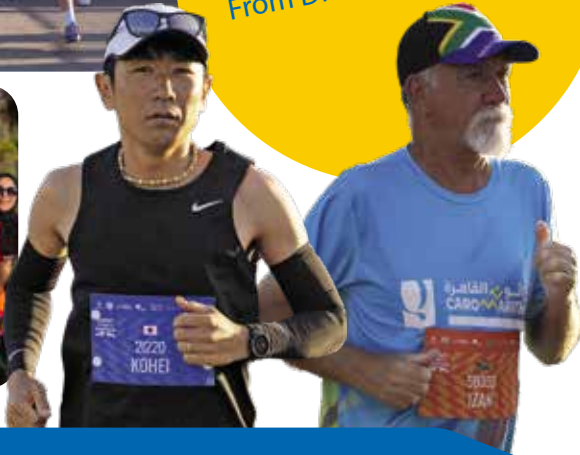
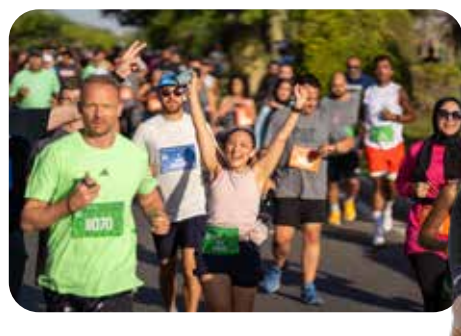
6th Edition



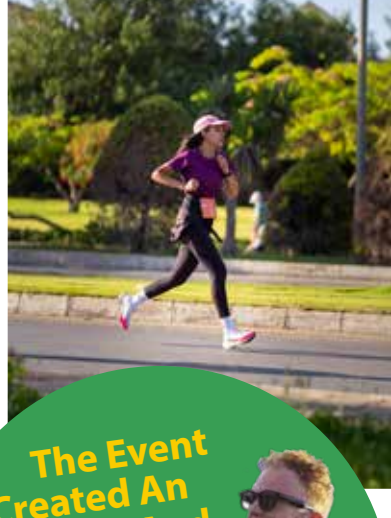
As part of its ongoing commitment to fostering active, connected communities and promoting healthy lifestyles, TMG partnered with TriFactory to host the 6th edition of the Madinaty Half Marathon on June 5, 2026, under the auspices of the Ministry of Youth and Sports and the Egyptian Athletics Federation. The highly anticipated sporting event welcomed more than 4,000 participants from diverse nationalities and backgrounds, bringing together professional athletes, amateur runners, fitness enthusiasts, and families for a memorable day of sports, wellness, and community spirit.



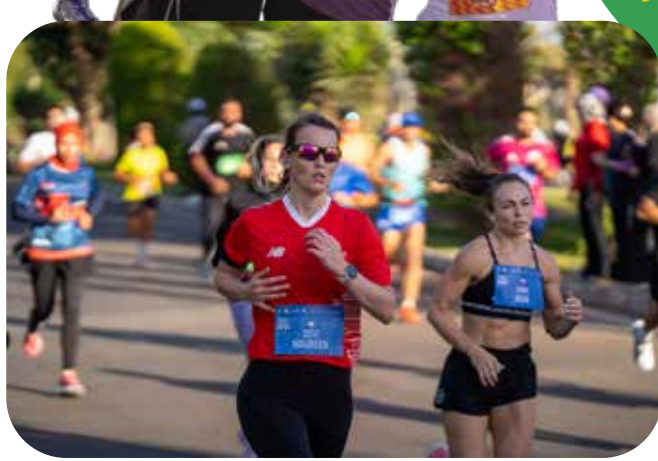
More Than
4,000
PARTICIPANTS
From Diverse Nationalities



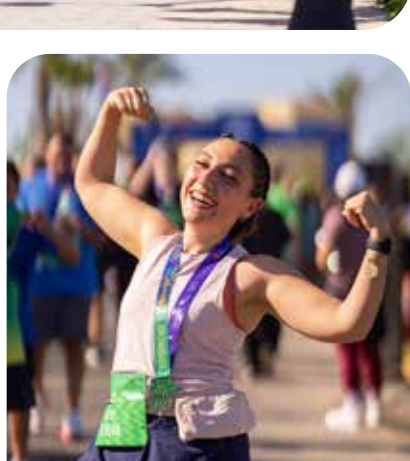
The marathon featured four race categories designed to accommodate participants of all ages and fitness levels: the 21km Half Marathon, 10km Race, 5km Race, and the 2km Family Run. Throughout the day, runners enjoyed Madinaty's scenic routes, passing through the city's green landscapes, wide streets, and distinctive urban surroundings. Combined with the pleasant weather conditions and the enthusiastic support of spectators, and fellow participants, the event created an uplifting and energetic atmosphere from start to finish.



The Event
Created An
Uplifting And
Energetic
Atmosphere
From Start
To Finish.



Beyond the competition itself, the marathon served as a celebration of community engagement, perseverance, and healthy living. Participants gathered not only to challenge themselves and achieve personal milestones, but also to connect with others through a shared passion for sports and wellness. The event was filled with excitement, encouragement, and celebration as runners crossed the finish line, cheered on by friends, families, and supporters.



Once again, the Madinaty Half Marathon reinforced its position as one of Egypt's leading community sporting events, reflecting TMG's dedication to creating enriching experiences that bring people together while encouraging active and balanced lifestyles.



Treasure & Trivia

Equal Good Times for All



City Life is totally committed to creating meaningful community experiences and bringing residents together through engaging activations, so it came as no surprise to see a series of interactive activities being organized during the Madinaty Half Marathon. The energy and excitement of the event was perfectly matched by the activations, offering participants, spectators, and families the opportunity to connect, compete, and enjoy a day filled with entertainment and community spirit.



Working those little gray cells

Adding to the fun, *City Life* hosted a trivia challenge featuring questions related to TMG communities, Madinaty, and general knowledge. The smartest and savviest who achieved qualifying scores earned the chance to spin a prize wheel and win a variety of covetable giveaways and branded gifts to help them remember the eventful day.



Fun, energy, and community bonding

All in all, it was a day packed with engaging activities, exciting prizes, and memorable moments that amped up the celebratory atmosphere of the annual Madinaty Half Marathon. The activation reflected *City Life*'s ongoing dedication to fostering vibrant, connected communities through unique experiences that encourage interaction, participation, and a sense of belonging.



NeuroPower Run Showcases Celia



Take an important cause, impassioned sponsors and organizers, a stunning location, a host of enthusiastic runners, and you have the perfect mix for an event to remember.

The NeuroPower Run took place on the 24th April in Celia, the idyllic TMG community in the New Administrative Capital. Backed by Rotaract Cairo Golf Madinaty, and TMG, the highly successful day was expertly organized by running club, Outrunners, and has paved the way for more such events in the future.



With neurodiversity affecting many across Egypt, and the globe, the event set out to inform the public, and demystify ADHD, autism, and dyslexia. Rather than being disabilities, these conditions simply reflect a different way of processing things, as many high performing members of our society have proven. *City Life* was there to follow the action, and meet the people who made it happen.

Farida and Salma

How many km did you run today, and do you guys usually run?

We ran 2 km, and no, we don't usually run, ha-ha...

Is it the first time you're participating in an event like this, and would you do it again?

Yes, absolutely our first time, and yes, of course we would do it again.

What else do you want to see at next year's event?

If it's an athletic event, I would definitely recommend more pilates or yoga, and to include more activities other than just running.

Gehad and Khaled

How many km did you run?

We were supposed to run 5 km, but we ran 10 km by mistake, but it was fun.

Tell us about the experience of running in Celia.

The place is beautiful, and everything was great.



Omnia Awad, Sarah Omar and Ahmed Hakim

What inspired you to join the marathon today?

Our gym manager would have beaten us up if we didn't, ha-ha.

What did you like the most about this run's location?

Sarah: Everything. The nature is beautiful and there were people cheering us on.

Ahmed: Celia is very different from Madinaty. Personally, the thing I liked the most was the fountain, it's fantastic.

What other activities would you like to see in an event like this next year?

Omnia: Cycling.

Sarah: Crossfit.

Ahmed: Hyrox.

Reja

How did you learn about this event?

I learned about it through the Outrunners Club's WhatsApp group and Instagram page. And I have friends here who encouraged me to come and run 10K with them.

Did you know that this run is for a cause, and did that play a role in you choosing to join the marathon?

Yes, the neurodiversity cause, I love to run for a cause.

What was your favourite thing about today's trail and location?

I love the location, it's really peaceful, but there were, you know, uphill patches. That was really nice, it was challenging. So, it was a nice run.

Would you like this event to become something annual that happens in Celia?

For sure, I'd love that. Celia is going to gain more popularity through these runs.

Rabab Mostafa Ismail

I have joined many marathons like Madinaty, Merryland, Cairo Runners and Trifactory. And this event is amazing! It's my first time to visit the New Administration Capital.

What would you like to see in the upcoming events happening here in Celia?

I want to see more children and youth get excited and know that running is a very healthy sport.

Nour and Lara

How many kilometers did you run today, and what motivates you to run?

We ran 5K, and we love the experience of running, we motivate each other.

Do you live in a TMG project?

Yes, we live in Al Rehab.

Ibrahim El Tamimy

Do you usually run?

I usually run in Al Rehab, but I've never been to a running event before this one.

Did the cause of neurodiversity make you more excited to join?

Yes, it made me research and read about it. It got me more excited when I found out something like this is happening in Egypt.



Rodaina

Do you usually run, and what run are you doing today?

Yes, I'm actually a triathlete and I am doing 5K.

What kind of tracks do you usually run on?

Usually, it's indoor tracks or treadmills. So, this time it's much different. Marathons should always be in beautiful places like this.

Ibrahim Shaaban

Is this the first time you have joined a marathon?

This is my first time joining this marathon, but I have participated in other marathons before.

How long have you been running?

I've been running for three years.

If other events take place here, would you like to come?

Yes, definitely.



MEET THE ORGANIZERS

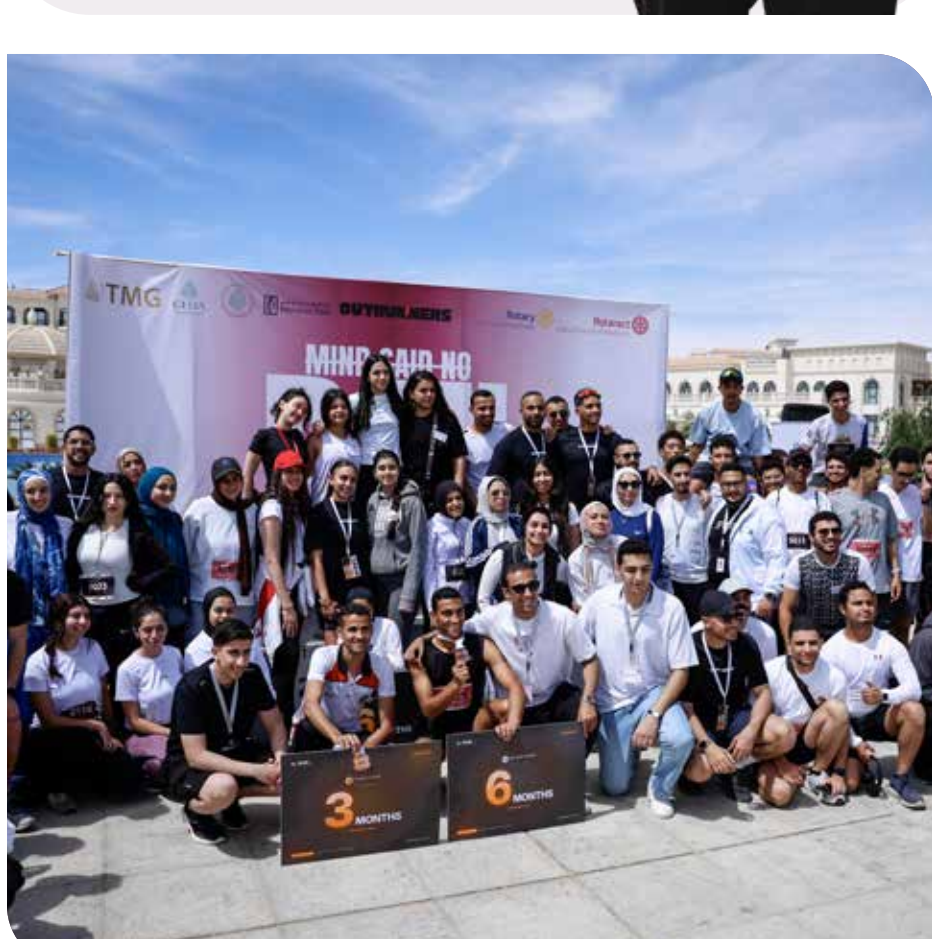
Marwan Mashaly, President of Rotaract Cairo Golf Madinaty

What inspired Rotaract to support the cause of neurodiversity?

When we brainstormed for an initiative that we could create that is different and has a really good impact on people's lives, we thought that in our generation, neurodiversity is gaining an awareness it didn't have before. We also found that 10 to 20% of the world's population is neurodivergent. So, we decided to raise awareness about this cause and work on it so that everyone knows that it's normal to have diversity in ways of thinking, communication, and method of learning.

How do events like runs help address social issues?

We are Rotaract Club, and as youth, we focus on events that include activities, especially sports activities. We wanted an event that gathered everyone, and nothing was better than contacting TMG about making a huge gathering in our area to host a marathon that over 800 people would participate in, so that we convey our message in the shortest time and the easiest way.



Tamer El Kharrat, CEO & Founder of CIPPO Egypt

What is the biggest misconception about ADHD?

The biggest misconception is that people think ADHD is a disease or disorder. However, in reality, it's a neurodiversity, like being left-handed, that you learn how to deal with.

What is the message we want to convey with this event?

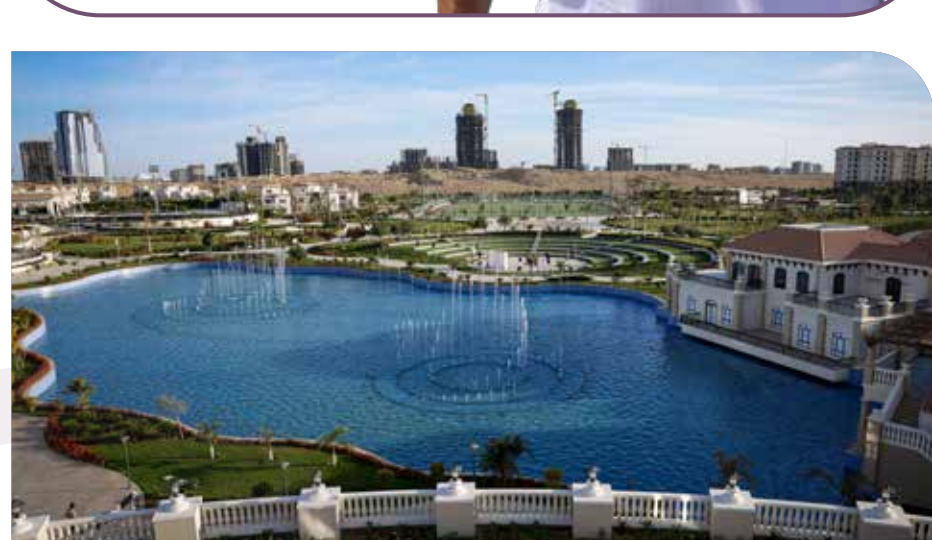
The message is that neurodiversity is a new movement that includes completely changing our perspective about special needs, disorders, and cognitive disorders in general.

Why is it important to raise awareness about this cause now?

Because there are a lot of people struggling with their neurodiversity, thinking it's a disease or something taboo, and they don't know what to do about it. However, when they learn that it's just about being different, and that they can master it, everything changes.

Are there organizations that educate or support neurodiversity in Egypt?

There are a lot of entities that are neurodiversity-affirmative like CIPPO that talk about how we should perceive autism, ADHD, and dyslexia as neurodiversity, not diseases to be cured.



Hana Ashraf, from Rotaract Cairo Golf Madinaty and the President of the NeuroPower Run Project.

How did NeuroPower come about?

It took a lot of effort and we had been working on this idea for four months. There were so many steps involved in planning this marathon in Celia with Outrunners. Celia is beautiful and it was the perfect place for this event and the organizing was amazing on everyone's part, including TMG, Rotaract and Outrunners. Rotary also helped a lot behind the scenes and we benefited a lot from their experience. Everyone was working with passion and intention. There are multiple neurodivergent individuals in our team who have dyslexia and ADHD. So, the cause was personal as well. We felt that it wasn't talked about enough so, we decided to shed light on it.



Dr. Eman El Ghamrawy, President of Rotary Golf Club Madinaty

Where did the idea of Rotary Cluba come from?

Rotary Clubs in general are affiliated with a global organization that all aim to serve society. In Egypt, there are around 138 clubs registered in the Ministry of Social Solidarity. They all work on a few areas that aim to serve society and citizens in all fields of life.

What are the upcoming events?

As Rotary Golf Club Madinaty, we adopted a unique initiative for supporting Alzheimer's patients and elderly patients. We launched it last year in a global golf championship in Madinaty Golf Club. We are continuing the steps in this initiative. We also have projects that include youth, villages, water supply, medical convoys, as well as many other fields.

What message do we want to convey to youth in this run?

It's a Rotaract Golf Madinaty event, the youth in Rotary between the ages of 18 to 30. So, the youth chose a very important cause, which is neurodiversity. Neurodiversity is a set of disorders like ADHD and autism which have spread a lot, especially among children in schools.

This marathon is planned to shed light on neurodiversity disorders. And I salute the youth, honestly, for choosing this cause.



Warda El Oraby and Hossam Hamdy - Rotary Golf Madinaty

What attracted people to take part in NeuroPower?

A marathon always draws a crowd, but what's new is the cause we are supporting, which is neurodiversity. We even started the run with 2K to encourage families to participate. There are also people who came for a talk about raising awareness about these disorders and how society can learn to deal with it. Hopefully, we will not stop here, this is only the beginning and there will be many events to come to support the same cause.



Your SLIMMER Essentials

Sometimes it's the smallest details that can make the biggest difference. All available a few minutes from your door, these are some of our 'must haves', for power backup, health awareness, self-indulgence, and fun.

EcoFlow 160W Lightweight Portable Solar Panel - Echotech Egypt

The EcoFlow 160W Lightweight Portable Solar Panel is an advanced portable solar energy solution engineered for users who need efficient, lightweight, and dependable renewable power during travel, outdoor activities, off-grid living, and emergency situations.



Built-in Coffee Machine - Bosch

Kick start your day, summer or winter, with barista quality coffee. The Bosch fully automatic espresso machine can brew two drinks at once, with a click. Just choose your favourite drink – espresso, cappuccino or latte macchiato.



EcoFlow DELTA 3 Max Plus Portable Power Station – Echotech Egypt

The EcoFlow DELTA 3 Max Plus (2048Wh) is a powerful, reliable portable power station for home and outdoor use. With X-Boost™ technology, it supports high-demand devices up to 3800W, including major appliances and energy-intensive equipment.



Sokany Donuts Maker 750 Watt – 2B

The Sokany donut maker is practical and quick, preparing delicious and fluffy donuts in minutes with its non-stick surface for even cooking. It's easy to clean and has a compact design, making it suitable for any kitchen.

Loona the Petbot Smart Companion Interactive Robot Pet

Loona is an advanced AI-powered robot that functions as an engaging companion, hands-free smart home assistant, and home monitoring device. Through sophisticated AI, she expresses a wide range of emotions to form a genuine bond with users, while her built-in sensors and camera provide security and task-completion capabilities..



Nabi Z7 Smart Watch – B.Tech

Perfect for kids and the young at heart, loaded with GPS Tracker, Calling Support, SOS Support, Sleep Monitoring, Voice monitoring, Pedometer Function, and Sensors

Cool Shades for Hot Guys

With a long, hot summer already here, get in now to cement your sunglasses style. What's on trend, and what is the best long term investment?

Get in the Frame

Eyewear frames like the Ray-Ban Meta Gen 2 now integrate features like AI, hands-free video capture, and high-quality audio directly into connected lenses and frames.

Eco-Friendly Materials: Manufacturers are shifting toward sustainable production, utilizing bio-based and recycled materials to improve recyclability and lower environmental impact without compromising UV protection.

Websites of leading opticians often have a virtual 'try on' feature so you can choose the shape and style that work best for you.

Focus on Lenses

Photochromic lenses, also known as adaptive or "transition lenses," are intelligent lenses designed to protect the eyes from bright light and harmful ultraviolet (UV) rays. They provide a "sunglass effect," which means they darken in bright sunlight and become clear in low light.

High-definition, "free-form" digital surfacing is minimizing optical distortion. Progressive sunglasses are prescription sunglasses with lenses that correct your vision at three different distances, all without a visible line. They combine the UV protection and tint of sunglasses with the same multifocal technology found in progressive eyeglasses.

Our pick

Ray Ban Meta Gen 2 Wayfarer Matt Black Polar Gradient Graphite

The Meta AI Smart Glasses redefine wearable technology by blending fashionable eyewear with powerful artificial intelligence features and advanced multimedia capabilities.



BOSS Square Sunglasses

These slim profile sunglasses are lightweight, and the use of bio-acetate, a material obtained from renewable and recyclable resources, makes them eco-friendly.



OLIVER PEOPLES Unisex Panthos Sunglasses

The full-rim Panthos frame in tortoise on gold metal is fitted with G-15 green lenses to provide top UV protection.



PERSOL Pilot Sunglasses

The full-rim pilot frame in chic Havana acetate encases crystal green lenses to ensure optimal UV protection.



KYMA Beach Channels Boho Chic



There is an effortless allure to places where every detail feels naturally in place. At KYMA Beach, crystalline turquoise waters meet silk-soft sands, while a stylish crowd gathers around the serene central pool, creating a scene that evolves seamlessly from sun-soaked afternoons to vibrant evenings by the sea.



Natural textures, earthy tones, and a relaxed yet refined atmosphere come together to create a setting that is both sophisticated and inviting.



The best part? It is all real.

The appeal of KYMA Beach lies not only in its breathtaking location, but also in its unwavering commitment to delivering an exceptional beachside experience. From authentic Greek cuisine and expertly crafted cocktails to vibrant entertainment and laid-back luxury, every element is designed to celebrate the art of coastal living.



Inspired by the flavors of Greece, the menu features fresh seafood, vibrant salads, classic Mediterranean favorites, and sharing plates designed for long, leisurely afternoons by the sea. Complemented by refreshing cocktails and a lively atmosphere, the culinary experience is as effortless as the setting itself.



The sparkling waters of the Mediterranean are impossible to resist, inviting guests to immerse themselves in their refreshing embrace. Crystal-clear and endlessly captivating, the sea offers the perfect respite from the warmth of the sun, leaving you longing for just one more swim.



And when you're not in the water, relaxation comes effortlessly. Elegant wooden loungers line the shoreline, offering uninterrupted views of the pristine beach, while spacious cabanas furnished with plush daybeds provide a more secluded retreat. Here, time slows down, the sea sets the rhythm, and every moment is an invitation to unwind.



10 ways to summer in your city

The upside of summer that people may not admit to is having your neighborhood to yourself, almost. There couldn't be a better time to try new activities, or rediscover old ones. So, get out there and enjoy!

We put together our checklist: how many can you tick off?

MUST DOWNLOAD TMG LIFE

If you haven't downloaded the app dedicated to making life a breeze in a TMG community yet, this is the time. Crammed with information, services, shopping suggestions and great vibes, this opens the door to a world of infinite possibilities, right on your doorstep.



MUST TRY GOLF

A game for all ages, golf is both relaxing and challenging, as well as being a great way to make new friends. Drop in to Madinaty Golf Club to learn more. Fresh air and nature await you!

www.madinatygolfclub.com



AN EVENING AT BOOM ROOM

Guaranteed good times are in store. Who could resist the high adrenalin, buzzing energy of Egypt's first entertainment hub? Live music, fresh talent, giant screens, great food and drinks, arcade games, and an unbeatable atmosphere.

[BoomRoom EG](#)

SWIM AT ONE OF THE NEW COVERED POOLS

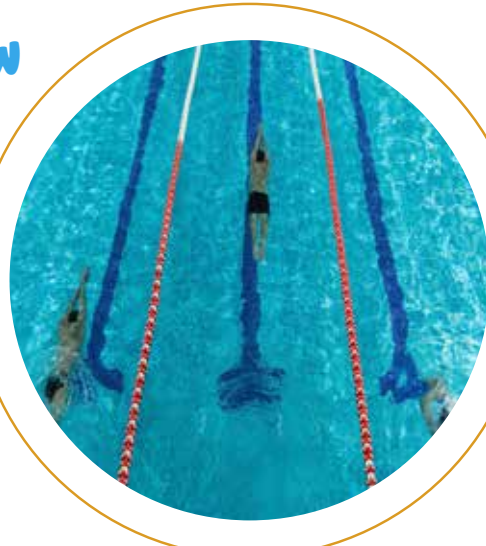
Skip the heat of the summer sun while you take a refreshing splash. It is one of the best ways to exercise, and it feels sooooo good...

[Madinaty Sporting Club](#)

[Al Rehab Sporting Club](#)

[Celia Sporting Club](#)

[Privado Club](#)



HAVE A SPA TREATMENT

Go on, indulge yourself. You totally deserve it. Just go to TMG Life app, and see which spa appeals to you.



TAKE UP A NEW HOBBY

Your communities are alive with an abundance of activities. Walking groups, cycling groups, or what about photography? Find people who speak different languages and make a conversation group, sharing your cultures.

TRY A NEW CUISINE

Not many communities can boast so many different cuisines. There must be some you have always wanted to try, so explore the restaurant section on TMG Life, get together with friends or family, and indulge your taste buds.



LUNCH DATES WITH FRIENDS

When is the last time you had a really good catch up with your besties? Send the kids off to enjoy their activities, put the phone on vibrate only, and get together with friends who you don't see enough of. Then talk, really talk, about what ideas you share and what matters to you. Re-bonding is so affirmative.



CINEMA AND TRAM RIDE

Take a relaxing tram ride, mirroring San Francisco's famous cable cars, round the prime spots in Madinaty's Open Air Mall, then catch a blockbuster movie at one of Renaissance Cinema's multiplex cinemas. Don't forget the popcorn!

rnsclnemas.com/en/cinemas/madinty



JOIN A BOOK CLUB

New books hit the shelves on a regular basis. While you may not have time to read them all, the experience of selecting a few, and sharing your thoughts with others can enrich your experience.

[Book garden](#)

Seeking Out Vegetarian Food



Some of the most delicious bites you can find on your doorstep are a vegetarian's dream.

Breakfast

Go plant-based with fuul and tameya, **El Baghl** is iconic, or start your day with a filling egg-based dish. Our tip, try **Yatta** for their omelette selection.

🌐 www.menuegypt.com/el-bghl

📌 **Yatta**



Oriental

It's no secret that Oriental cuisine has some of the most nutritious, tasty dips, salads and appetizers on the planet. Creamy hummus, muhamarra, baba ghanoush, the list is endless. Follow this up with pizza, sambousek bil gebna, or manakish, what more could you ask for?



And you are spoilt for choice, with Syrian, Egyptian, Turkish, and Lebanese options within walking distance, or a breeze to order. Our faves are budget friendly and perfect for any occasion.

Bosporous

Salad heaven!

📌 **thebosporuseg**

🌐 bosporuse.alrasub.com/restaurant/en



Asian : Wok and Walk

Noodles, rice, stir-fried vegetables, and a great choice of sauces.

🌐 www.orderfast.com



Maharaja

Spice things up a bit. A plethora of authentic vegetarian dishes, biryanis, and traditional breads.

🌐 maharaja-eg.com



Super Healthy: Green N More

Really creative salads and bowls.

🌐 www.talabat.com



This is just the tip of the iceberg, so prime your taste buds, and get exploring.

LET'S GO POKE

A poke bowl (pronounced “poh-KAY bowl”) is a Hawaiian dish that has its roots in Japanese cuisine. The name refers to the slices or cubes of raw fish that are served in a bowl along with rice, dressing, vegetables and seasonings.

Purists may stick to the original ingredients, but we just love to mix things up. Here is one of our favourites, with Teriyaki Chicken the star.

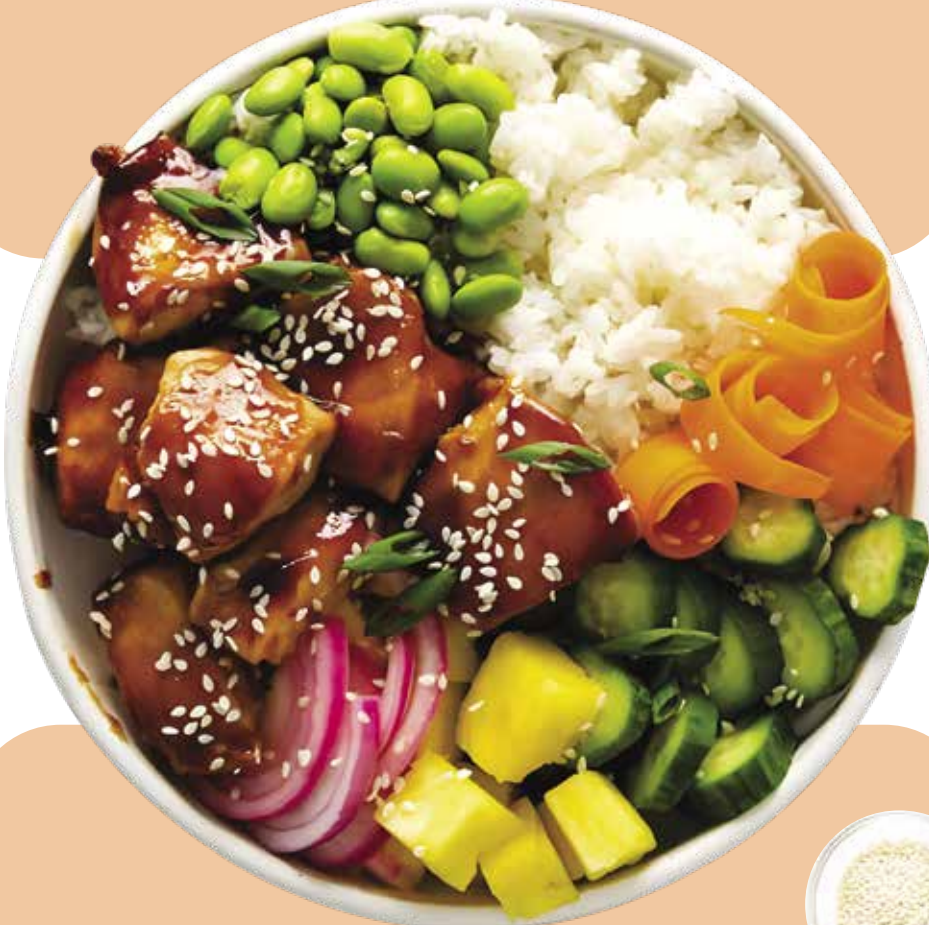


SUSHI RICE

- 2 cups short grain sushi rice
- 2 cups water
- 2 tablespoons unseasoned rice vinegar
- 1 teaspoon sugar
- 1 teaspoon coarse salt

Cook the rice until it is plump and just tender. While the rice cooks, prepare the teriyaki chicken. In a small bowl, whisk together the rice wine vinegar, sugar, and salt.

Sprinkle evenly over the cooked rice and fold briefly to incorporate.



CREAMY SPICY MAYO VINAIGRETTE

- 2 tablespoons rice vinegar
- 2 tablespoons fresh lime juice
- 1 tablespoon sriracha
- ⅓ cup mayonnaise
- 1 teaspoon toasted sesame oil
- 2 tablespoons water

In a small bowl, whisk together rice vinegar, lime juice, and sriracha. Add mayonnaise and sesame oil, and whisk to combine. Add water, if desired, and whisk until smooth. Refrigerate until ready to use.



TERIYAKI CHICKEN

- ½ cup soy sauce
- ¼ cup water
- ¼ cup light brown sugar
- 1 tablespoon rice vinegar
- 1 teaspoon grated garlic
- 1 teaspoon grated ginger
- 1 teaspoon toasted sesame oil
- 2 teaspoons cornstarch
- 1 tablespoon olive oil
- ½ kg boneless skinless chicken breasts cut into small pieces



Preheat oven to 200°C. In a small saucepan set over medium to medium-high heat, whisk together the soy sauce, water, light brown sugar, rice wine vinegar, garlic, ginger, sesame oil, and cornstarch. Cook until the mixture has thickened into a glaze. Add half of the teriyaki sauce to a medium bowl, then whisk in the olive oil. Add the cubed chicken and fold until evenly coated.

Place chicken on sheet pan and bake for 10-15 minutes, until chicken is just cooked through. Then brush the chicken with the reserved teriyaki sauce and place the pan under the broiler until the teriyaki sauce is browned and caramelized.



ASSEMBLE

Divide the rice between two large bowls or three to four smaller bowls. Top with teriyaki chicken, pickled red onions, and your additional toppings of choice. We love a cup of steamed, shelled edamame, a cup of diced fresh pineapple, a small cucumber, thinly sliced, and a carrot, peeled into ribbons or thinly sliced. Drizzle with the spicy mayo vinaigrette and garnish with green onion and sesame seeds.

It's Time to Sizzle

Nothing says summer more than a relaxed outdoor barbecue. Near the beach, in your garden, or even a cozy get-together on your terrace or balcony. Keep it casual, with the best of company.



Lumin Compact
Electric Barbecue –
LAB101



Weber
Charcoal Grill
Compact Black
- **GOURMET**



Grillit ARK80 Wood Fired
Outdoor Grill – **GRILLIT**



Big Belly Monster
Grill - **SMOKEBOX**



Home - Charcoal Barbecue
(78cm) – **GAZEBO EGYPT**

Don't forget!

Tank Ice Box -
10 Liters



Lava
Rocks



Premium
Charcoal
Briquets



Electro Gad
Grilling Net



Great Charcoal Hobby

Electro Gad Grill
Skewer

Items Available in

كارفور
Carrefour

Top Tips

Always preheat your grill and establish two zones: a hot side for searing and a cooler side for gentle cooking.

Avoid the urge to constantly flip your food or move it around immediately.

Don't add wood chips at the same time you add your food. Wait until combustion smoke clears to a clean grey haze for the best flavour.

Brushing a light layer of oil directly on your ingredients rather than on the grill grates ensures optimal moisture and prevents sticking.

Let meat rest after cooking to stay juicy and tender.

EAST HUB

MADINATY

More Than a Mall, IT'S YOUR HUB!



TMG



East Hub Madinaty



East Hub

Talent Blooms

in Our Communities

As summer approached, Madinaty Cultural Forum organized a series of cultural, artistic and community events for residents of Madinaty and Al Rehab. These brought together distinguished guests, authors, artists, and members of the community, and were warmly received with more than 800 residents participating.



Highlights included a collaboration with Clip Stationery in Al Rehab with a book discussion and signing with renowned author **Dr. Osama Al Shazly** for his novel *The Prophet of the Northlands* (نبي الشمال أرض). The forum also hosted celebrated writer and screenwriter **Abdel Rahim Kamal** for a discussion and signing of his latest novel *The Fruit of Taha Elias* (ثمرة طه إلياس) author **Sherif Arafa** for a discussion and signing of his book *The Man with the Blue Voice* (صاحب الصوت الأزرق), and author **Perihan Ahmed**, who discussed and signed her novel *The Night with Fatima* (الليل مع فاطيمة).



Art Exhibition

9th Edition



The 9th edition of the Art Exhibition was held over two days and brought together more than 120 artists from Madinaty and Al Rehab. The exhibition was officially opened by artist Major General Samah Abdel Fattah and Mr. Ziad Al Shazly and was attended by more than 400 residents and guests. A special highlight of this year's edition was the participation of 30 young artists between the ages of 7 and 15 from Madinaty and Al Rehab, showcasing up-and-coming talent to watch in our community.



The exhibition featured more than 160 artworks representing various styles of visual arts, in addition to handicrafts and sculptures created by talented residents and participating artists. The enjoyable event also included artistic and musical performances, including the gifted young artist Amira Nabil.

IQ vs EQ



Mapping out your future career plans has usually involved loads of study, and the use of your brainpower. Add on the new challenges of AI and emerging technology, and you have your hands full. Your intelligence plays a pivotal role in your success, but in today's workplace, employers look for individuals who also have the critical skills essential for effective teamwork and leadership. It is emotional intelligence (EQ) that emerges as a central trait.

THE KEY PILLARS OF EQ IN THE WORKPLACE



Self-Awareness: The ability to recognize your own emotions, strengths, weaknesses, and triggers. It helps you accurately assess your skills and make informed career decisions.

Self-Management: The capacity to control impulses, adapt to changing circumstances like new tech and shifting company goals, and remain calm under pressure.

Social Awareness: Empathy and organizational intuition. This allows you to understand workplace politics, group dynamics, and the needs of your colleagues or clients. **Relationship Management:** Utilizing awareness to communicate clearly, resolve conflicts, collaborate effectively, and inspire others.

CAREER SMARTS

Managers who exhibit high EI create highly motivated, psychologically safe work environments. They are viewed as approachable and are more frequently tapped for promotions.

Employees who process emotional reactions constructively recover from setbacks faster and adapt well to dynamic work environments.

High EI allows professionals to build trusting, meaningful relationships rather than just transactional connections.

TOP TIPS



- Practice active listening. Focus entirely on what the speaker is saying without formulating your response while they talk.
- Pause before reacting. Implement a brief cooling-off period during stressful situations to prevent impulsive or emotionally driven decisions.
- Learn to recognize and be attuned to the emotions of others.
- Do not invalidate, demean, or negate anyone's emotions. Instead, try to see things from other people's perspectives.
- Find opportunities to show or share appreciation for others.
- Establish trust by keeping your commitments to others.
- Make strong efforts to help everyone feel included and have a sense of belonging.
- Avoid gossiping.
- Communicate more to avoid misunderstandings.

By developing strong EQ you could be a better, happier, more engaged employee, who works well with others, positively impacts the workplace environment, and increases productivity.

Zen on the Beach

It's time to get breathing...

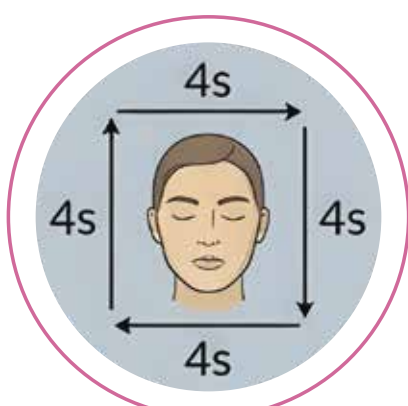
Breathwork exercises harness the power of conscious breathing to increase energy, enhance mental clarity, and reduce stress. The early morning calm of your favourite beach provides a perfect spot. No beach? Your balcony or garden will be fine.



DIAPHRAGMATIC BREATHING

This technique not only promotes deeper oxygen intake but also helps reduce stress and anxiety. It also activates the relaxation response, leading to lower heart rates and decreased cortisol levels.

- Sit or lie down in a comfortable position where you can relax.
- Put one hand on your chest and the other on your abdomen.
- Take a slow, deep breath in through your nose for a count of four. Focus on expanding your abdomen rather than your chest.
- Pause for a moment after inhaling for a count of four.
- Exhale through your mouth for a count of six, allowing your abdomen to fall as you release all the air.
- Continue this pattern for 5-10 minutes.



BOX BREATHING

Box breathing helps calm the mind while increasing oxygen flow and circulation in the body. This exercise can improve concentration levels significantly and energize you whenever you're feeling sluggish or overwhelmed.

- Start with a count of four seconds for each part (you can adjust it according to your comfort level).
- Breathe in through your nose for four seconds.
- Retain the breath for four seconds.
- Slowly exhale through your mouth for four seconds.
- Hold your breath again for another four seconds.
- Continue this cycle for 5-10 minutes.



ALTERNATE NOSTRIL BREATHING (NADI SHODHANA)

Alternate nostril breathing is a yogic practice that balances both sides of the brain by coordinating breath with nostril alternation. This technique can improve mental clarity while simultaneously calming the mind.

- Close your right nostril with your thumb and inhale deeply through your left nostril for a count of four.
- Close the left nostril with your ring finger, release the thumb from the right nostril, and exhale through the right nostril for a count of six.
- Inhale through the right nostril for a count of four.
- Close the right nostril with your thumb, release the left nostril, and exhale through the left nostril for a count of six.
- Continue this alternating pattern for 5–10 minutes.

Travelling With Your Pet

Holiday season is here, and it's time to look at how to safely transport your family pet to your summer getaway spot where you can relax and make memorable times together.



Checklist:



Find out about the pet policy of the compound or place you plan to stay in.



Check social media and with people you know to make sure pets are welcomed there.



Microchip your pet and make sure your contact information is updated.



Make a contact list of reputable vets close to your holiday location.



Make sure your pet's vaccinations are up to date. Have proof of rabies vaccination.



Check regulations and required documentation for your destination before traveling.



To prepare your pet, take them on a series of short drives and gradually increase the amount of time spent in the car.

On the road:

- **Dog Eating / 3-4 Hours:** Feed pets 3 to 4 hours before departure to prevent motion sickness.
- **Car Harness:** Secure pets in the back seat with a seatbelt harness; do not let them roam or lean out windows.
- **Crate Comfort:** Ensure crates are well-ventilated and large enough for your pet to stand, sit, lie down, and turn around.
- **Travel Kit:** Pack essentials including water, food, bowls, leashes, waste bags, grooming tools, medication, first-aid, and travel documents.
- **Frequent Stops:** Take regular breaks for your dog to stretch and use the bathroom; always keep them leashed.
- **Litter Space:** Keep a litter box in the vehicle and use a harness/leash to safely bring your cat to it during breaks.
- **Cat Carrier:** Choose a cat carrier featuring both top and side openings for easier access.



Important!

Never leave your pet alone in a parked vehicle. On hot days, temperatures can rise quickly within minutes and can cause death.

Remember that traveling can sometimes be stressful, both for you and your pets. Preparation can help prevent stress and keep you and your pets safe and healthy.

START A GARDEN!



Imagine making a salad from your very own garden.
It's quite easy, and lots of fun



Empty egg
cartons

Seed starting
mix

Seeds

Water
spray

Planting
tubs

STEP 1



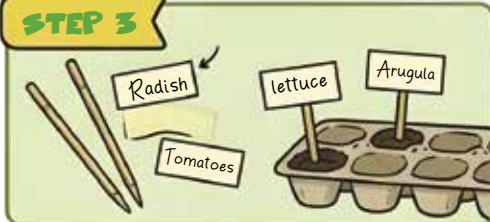
Make two little holes in every section of the egg carton, and put two seeds in each hole.

STEP 2



Fill each section with seed starting mix and moisten with a spray bottle. Poke two shallow holes per section, drop two seeds into each hole, and gently cover them. Lightly water again.

STEP 3



Make label sticks from pieces of bamboo skewers and strong paper so you remember what is in each section.

STEP 4



Be patient—most seeds take at least two weeks to germinate. Keep the soil damp by spraying morning and late afternoon if they are outside in the sun.

STEP 5



Once they have their true leaves, you can transplant your seedlings. If you're transplanting into a container, make sure you've got your damp soil in it. Cut or tear the egg carton into sections and plant each one in its spot. It will break down quickly and it minimizes root shock for your transplants. Cover with soil, and when you're done, give them a gentle watering. It's that easy!

Tip: Your local garden centre should have everything you need. If not, try Garden Hub, Mashtal, or Future Gardens.

KIDS ZONE

FUN & PLAY

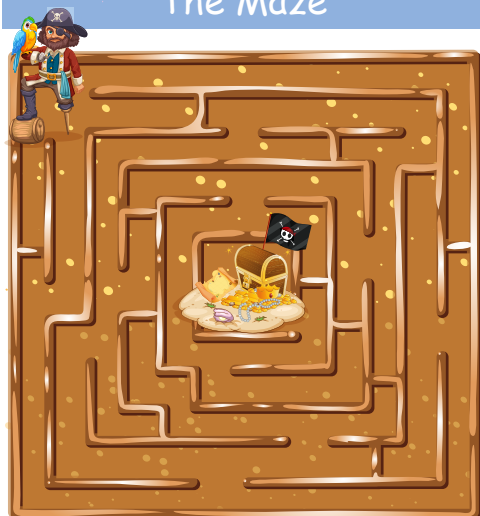
How Many Differences Can You Spot?



Sudoku

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

The Maze



WHAT WE LOVE ABOUT SUMMER CAMP

School's out and our kids are looking at a long stretch of never-ending days ahead of them. While it's good to kick back and relax a bit, these summer days are like a goldmine of opportunities for younger family members. Camps offer opportunities for personal growth, skill-building, and creating meaningful connections in a safe environment. Let's take a look.

TEAMWORK

Learning to be a part of a team is a vital skill that your child can gain at summer camp. Team building involves competence, connection, caring, and belonging. Opportunities for teamwork aid collaborations, communication, and problem-solving with others.



MAKE NEW FRIENDS

Kids who attend camps make new friends and get to know others who are different from themselves. Forming relationships is an important step in a child's social skills development that increases a sense of belonging, develops empathy, and improves communication skills.



BECOMING THEIR BEST SELVES

Camp experiences offer a unique opportunity for kids to see how much they're capable of without their parents being close by. They cultivate independence because they have to take responsibility for themselves, and their own decisions. Summer camp also removes kids from the academic pressure that dominates school life, and social media profiles.



COMMUNICATION

Learning how to negotiate, make decisions and take responsibility for them is vital for success in life. In a safe camp environment, kids expand their resilience, self-control, and communication capacity. The emotional awareness gained at camp helps kids build stronger relationships during the school year and beyond.



CUTS THAT SCREEN TIME

Sending kids to summer camp limits their screen time, moving them away from depending on technology for knowledge and entertainment. In summer camps, kids are entertained and having fun; they don't need to be near a screen.



**FIND A CAMP NEAR YOU,
AND HAVE A FANTASTIC
SUMMER!**

Orion and UFE Reach Out For the Community



The new collaboration with Orion Facilities & Services Management enables UFE to expand its outreach and connect with the community. TMG has a strong background in supporting youth, education and learning, and this new joining of forces is set to bring UFE to the attention of young people seeking a top quality education.

Reaching the Community

Through this collaboration, Orion and UFE aim to strengthen connections with students and their families by promoting access to high-quality international education within Egypt. With a planned move to a state-of-the-art campus in September 2026 in Shorouk City, the French University in Egypt approaches a new chapter of growth and academic excellence.



Space to Grow

The new campus extends over an area of 33 feddans in El Shorouk City and is planned to accommodate 3,000 students in the first phase, reaching 7,000 students in the second phase. This expansion comes as a result of strong cooperation between the Governments of Egypt and France, with support from the French Development Agency (AFD).



Education Geared to the Future

UFE aims to redefine the learning experience by offering an innovative educational environment and internationally recognized French Degrees in cutting-edge fields such as Artificial Intelligence, Cybersecurity, Smart Buildings, Energy Efficiency, and Sustainability, thus empowering graduates to thrive and lead in a rapidly evolving world.

Three Specialized Faculties

UFE offers bachelor's degrees across three specialized faculties:

- **Faculty of Engineering and Architecture**, covering Architecture, Mechanical & Mechatronics Engineering, Artificial Intelligence & Data Science, Cybersecurity & Communications, and Embedded Systems & Robotics.
- **Faculty of Management and Information Systems**, providing Management, Digital Marketing, Hospitality Management, and Business Informatics & Data Analytics.
- **Faculty of Applied Foreign Languages and Humanities**, focusing on Specialized Translation, and Business & International Commerce.

About Prof. Mohamed Rochdi, President of UFE:

Prof. Mohamed Rochdi, President of the French University in Egypt since September 2024, holds a PhD in Applied Mathematics from the University of Perpignan in France. Prof. Rochdi was awarded the rank of Knight of the Legion of Honour - the highest distinction granted by the French Republic - by H.E. Éric Chevallier, Ambassador of France to Egypt, crowning a career spanning around thirty years dedicated to higher education and research in France and abroad.





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، عشان يدخلوا بيتك وإنك مطمئن ومرتاح.

أورايون بتقدم لك خدمات منزلية لحد باب البيت!

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- تشطيبات
- خدمات المنازل الذكية
- المويثال
- مكافحة حشرات
- سباكة
- كهرباء
- نجارة
- غسيل السيارات
- نظافة منزلية
- نظافة أثاث و مفروشات
- شحن كارت كهرباء و مياه



تقدر تطلب الخدمة اللي بيتك محتاجها بالاتصال علي

16286

أو تبعت رسالة علي الواتساب:

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أو تبعت رسالة علي الواتساب ٠١١٠٣٨٤٦٦٦١
او حمل تطبيق TMG Life واطلب من خلاله



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أحمد داوود

موهبة استثنائية



سواء كان ييضجك الجمهور في كوميديا خفيفة أو ييشدّهم لأجواء التوتر في فيلم غموض نفسي، داود بني مشواره الفني على عنصر المفاجأة، وده بالضبط اللي هو حابه. في الحوار الصريح ده، بيتكلم احمد عن الشحنة العاطفية اللي بيعيشها مع الشخصية أثناء التصوير، وعن العواطف المختلفة تمامًا اللي ورا أحدث أفلامه ”الكراش“ و”إدما“. من المكالمات الإبداعية المتأخرة مع المخرجين، للتأمل في الهوية والشغف والتطور الشخصي، بيدينا داود لمحة صادقة عن طريقة تفكيره اللي بتشكّل رحلته الفنية المتطورة على الشاشة.



أنت معروف بتنوع أدوارك بين الكوميديا، والإثارة، والتشويق، والدراما. أكثر نوع بتحب تقدمه إيه؟

مبسوط إنك بتقولي كده، لكن اللي أنا بحبه فعلاً هو التغيير. بحب كل الأنواع، لكن ما بحبش أفضل في نوع معين. لو عملت فيلم من نوع معين، أحب اللي بعده يكون نوع مختلف، وهكذا. دي متعة الحياة. عشان الجمهور ما يزهقش، وعشان ما يبقاش متوقع هتعمل إيه بعد كده. فمبسوط إنك شايفة ده، لأن ده أولاً بيسعدني أنا، وبعدها بتمنى وبدعي إن الناس كمان تحبه.

إنت من الممثلين اللي بيفصلوا عن الشخصية أول ما يروحوا البيت، ولا بتفضل عايش الشخصية طول فترة التصوير لحد ما المشروع يخلص؟

هي حاجة في النص كده. في البداية كانت بتأثر على حياتي الشخصية وده ما كانش صح. الممثل لازم يتعلم يفصل بين الشخصية اللي بيلعبها في الشغل وبين شخصيته الحقيقية لما يرجع البيت، عشان ما يتجنش. لكن من غير ما تحس، الشخصية بتتسرب جواك. طول فترة التصوير بتفضل بتفكر فيها، وحتى لما ما تكونش بتصور بيجيلك أفكار جديدة.

عارفة لما بيكون فيه معسكر؟ التصوير بيبقى شبه المعسكر كده. فبحاول على قد ما أقدر ما أعملش مشاكل في حياتي الشخصية، وفي نفس الوقت ما أبقاش منفصل تمامًا. لأن في الآخر لما تيجي لك فكرة الساعة 4 الفجر وتكلم المخرج تقول له عليها، وبعد كده تنفذوها، الحاجات دي هي اللي بتخلي الأفلام حية وواقعية.

عشان كده بحاول ما اشتغلش على مشروعات في نفس الوقت، ولو اضطريت، يبقى فيه على الأقل فترة فاصلة صغيرة بينهم عشان أدي كل مشروع حقه وألتزم بيه بالشكل المطلوب.

هل ”الكراش“ و”إدما“ اتصوروا في نفس الوقت؟

لا، ما اتصوروش في نفس الوقت. المشكلة دلوقتي في مواعيد العرض. صورت ”الكراش“ الأول وخلصته، وكان أشبه بمعسكر مغلق في سوما باي. بعده صورت ”إدما“ لوحده. الاتنين اتصوروا في نفس السنة، ودي تقريباً كانت السنة الوحيدة اللي قدرت أصور فيها فيلمين.

تصوير الأفلام صعب، وغالبًا بيكون بين رمضان والرمضان اللي بعده، فبتحاول تستغل الفترة دي وتصور أكبر عدد ممكن من الأفلام. أنا متفاجئ إن الفيلمين نازلين في وقت قريب من بعض في العرض.



أكيد كان فيه فرق كبير بين أجواء تصوير ”الكراش“ و”إدما“، بما إن واحد كوميدي والثاني غموض وتشويق، صح؟

آه طبعاً، مختلفين تمامًا. وعشان كده مش قلقان إنهم بينزلوا في نفس الوقت. الموضوعين مختلفين جدًا. حتى لو نزلوا مع بعض مش شايف إنها مشكلة كبيرة، رغم إنه مش أفضل سيناريو يحصل.

أنا أصلاً مستغرب إزاي زمان الممثلين كانوا بيعملوا 8 أو 9 أفلام في السنة. دلوقتي مجرد تصوير فيلمين بيخليك حاسس بزحمة وضغط. فأتمنى الناس تتعود على ده، ومع الوقت تنظم صناعة الأفلام يبقى أفضل. كمان كان فيه فترة السينمات قفلت فيها، فحصل تأجيلات كتير للأفلام. لكن بشكل طبيعي، شايف إن الممثل يقدر يعمل فيلمين أو ثلاثة في السنة في أوقات مختلفة بعيدا عن رمضان.

احكيلنا عن قصة ”الكراش“ وقصة ”إدما“

أنا مش شاطر أوي في حكي قصص الأفلام، لكن ”إدما“ فيلم بحبه جدًا. مأخوذ عن رواية، وأول ما قرئت السيناريو عجبني فكرته جدًا.

الفيلم عن شاب عنده 18 سنة قرر يسجل فيديوهات لنفسه عشان يتفرج عليها لما يبقى عنده 36 سنة. الفكرة دي شدتني جدًا. وكنت من فترة بتكلم عن الفيديوهات اللي بنسجلها لنفسنا، وحسيت إن أي حد محتاج يعمل كده باستمرار.

مثلاً تسجل فيديو النهارده وتتفرج عليه الشهر الجاي، لأن ممكن تكون فيه حاجات فيك مش عاجباك وعابز تغيرها خلال شهر. وتعمل فيديو للسنة الجاية، ولخمسة سنين قدام، ولعشر سنين قدام. دي طريقة صحية جدًا إنك تحافظ على علاقتك بنفسك على مدار الوقت.

وإحنا بنكبر بنحس أحيانًا إن حاجات جوانا بتطفي، وإن شغفنا وحماسنا لبعض الأمور ببقل. الطريقة دي بتساعدك تسترجع الحماس وتشوف كنت بتشتغل إزاي وإيه الحاجات اللي كنت متميز فيها.

دي فكرة ”إدما“. أما رحلة الفيلم نفسها فهتحتاجوا تشوفوها بنفسكم.

أما ”الكراش“، فهو فيلم خفيف جدًا وأنا بحبه جدًا واستمتعت جدًا بتصويره. مختلف تمامًا. بحب كل فريق العمل اللي فيه: باسم سمرة، شيرين رضا، وميرنا جميل. من نوعية الأفلام اللي بتخليك تحس بالراحة وتفصل دماغك من أي هموم. حاولت أعمل حاجة مختلفة عن اللي الجمهور متعود عليه، وأستمع بيها، وأتمنى الناس تحبها قد ما إحنا حبيناها.

ليه الفيلم اسمه ”إدما“؟

ده عنوان الرواية أصلًا، ولازم تسألوا الأستاذ محمد صادق. هي ”إدما“ مش ”أزمة“. أنا سألتته نفس السؤال قبل كده. قال لي ان معناها ”إذا ما“ زي مثلاً ”إدما تذاكر تنجح“. عشان كده اسمها ”إدما“، مش ”أزمة“ زي ما بعض الناس بتفتكر.

أنهي شخصية من الفيلمين أقرب لشخصيتك الحقيقية؟

بصراحة أنا نفسي مش عارف شخصيتي الحقيقية بقت إيه!

دايمًا بيبقى فيه جزء من شخصيتك موجود في أي دور بتلعبه. الشطارة إنك تخلي الشخصية حقيقية قدر الإمكان، سواء من نفسك أو من ناس شفتها وتعاملت معها.

في أغنية في فيلم ”إدما“ بحبها جدًا، وبتعبر عن الحيرة دي، وإن كل إنسان جواه كل الأبعاد: الخير، والشر، واللبطة، والطيبة... إلخ.

عشان كده وأنا بشتغل بحاول ألاقى الحاجات المشتركة بيني وبين الشخصية وأظهرها، والحاجات الثانية بدور عليها في ناس حقيقيين مش في خيالي. فبشكل أو بآخر، كل الشخصيات اللي لعبتها شبهي.

لو شخصيتك في ”الكراش“ كان ليها أغنية تعبر عنها، هتبقى إيه؟

سؤال صعب شوية. أعتقد هتبقى أغنية رقص خفيفة. من النوع اللي بينزل في الصيف ويقعد مع الناس فترة طويلة. حاجة بالشكل ده. أما الأغنية نفسها أو كلماتها بالتحديد، فمش عارف

ولو شخصيتك في ”إدما“ كان عندها حالة واتساب، هتكتب إيه؟

انا فاكر أغنية لبلاك تيم كان فيها كلام قريب من: ”أنا مش فارس ولا فتى احلام، أنا زحمة و ربكة و شغل جنان.“ حاجة بالمعنى ده. ممكن جدًا تبقى هي دي



إنجي كيوان

إنجي كيوان أخذت خطوة جريئة لما سابت شغلها الناجح في عالم الشركات بعد 10 سنين علشان تحقق حلمها في التمثيل، لكن الخطوة دي جابت نتيجة فعلاً. ومع استمرارها في جذب انتباه الجمهور وحضورها المتزايد على الشاشة، بتحكي لنا إنجي عن رحلتها لعالم التمثيل، وعن شخصية "هبة" اللي قدمتها في مسلسل "ونسي اللي كان"، وكمان عن مشروع جديد متحمسة له جداً.



إزاي قدرتي تنتقلي من عالم الشركات لعالم التمثيل؟ وإيه الحاجات اللي اتعلمتها وساعدتك في شغلك كممثلة؟

أعتقد إن ده كان أصعب قرار أخدته في حياتي. إنك تكوني بنيتي لنفسك أساس في مجال معين لمدة 10 سنين، وبعد كده تسيبي كل حاجة وتبدئي من الصفر، ده شيء صعب جداً. لكن أي حد ببذل مجهود علشان يحقق حلمه، الكون بيلاقى طريقة إنه يساعده يوصل له.

إنت غالباً بتلعب أدوار طيبة، فهل شخصية هبة في "ونسي اللي كان" كانت امتداد لكده ولا كانت مختلفة بالنسبة لك؟

أنا دائماً بحرص، خصوصاً إني لسه في بداية مشواري، إني ما أقبلش أدوار الناس ممكن ما تحبهاش. لكن في نفس الوقت بحب الأدوار اللي فيها تحدي وشوية جرأة، وعشان كده أعتقد إن شخصية هبة كانت خليط من كل ده. هي شخصية بتخلي المشاهد في حالة صراع ذهني مستمر طول الوقت.

إيه المشاريع الجاية اللي تقدري تكلمينا عنها أو تدينا لمحة بسيطة عنها؟

المشروع الجاي هو "الفرنساوي" مع عمرو يوسف. هيبقى مسلسل من 10 حلقات، وأنا متحمسة جداً له.



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في قلب "نور"، تتحول رؤيتنا لتطوّر أول مدينة ذكية إلى واقع فريد، حيث تلتي أحدث الابتكارات التكنولوجية مع منظومة متكاملة من الخدمات والحلول الذكية، لتوفر مجتمعاً نابضاً بالحياة، يقوم على الاستدامة ويمنح قاطنيه أسلوب حياة أكثر راحة، وتكامل، ومحاكاة للمستقبل. ومع استعدادنا لاستقبال سكان المرحلة الأولى، نفتح أبواب تجربة سكنية استثنائية، جاهزة منذ اللحظة الأولى لتفتح آفاق جديدة للسكن العصري الذكي متكامل الخدمات.



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