



a memorable red sea encounter

Welcome To Azzurra

Azzurra, literally meaning "sky blue", earns its name through its incredible panoramic Red Sea vistas, perfectly complemented by the stunning wide-open sea views and clear blue skies.

But sky blue is not the only Azzurra color to savor...some of the earth's most beautiful deserts rise to breathtaking mountain peaks, framing Azzurra's sky blue vistas and taking on a variety of colorful hues throughout the day and into the evening.









SAHL HASHEESH



Sahl Hasheesh

Sahl Hasheesh Bay, an area that is considered by many to be "The Jewel of the Red Sea", is a gated community of approximately 40 million square meters, including several world-class hotels, exclusive residential resorts and entertainment hubs along a 9 km beach promenade. The Bay also boasts two 18-hole golf courses, a marina, and its very own yacht club, making it a destination to savor.

Azzurra and Sahl Hasheesh are just 14km south of Hurghada International Airport, and with frequent flights to and from most major international airports, your home away from home is just a few hours away.



historical influence



A Rich History

Azzurra reflects the fascinating history and rich cultural tapestry of this part of Egypt. Add history and culture to your vacation by visiting Egypt's fascinating Pharaonic sites a mere 200 km away from Luxor and Valley of the Kings, taking a Nile cruise to Aswan and Abu Simbel or discovering the lives of the local Bedouins in a desert excursion. And if you cannot bring yourself to leave the mesmerizing beach of Sahl Hasheesh Bay, discover the Sunken City, a reproduction of an ancient Pharaonic city, an underwater attraction for offshore snorkelers and divers.

Today, Egypt's splendid and abundant heritage is being harmoniously enhanced, as it once again becomes a first-class destination.



simple chic for the modern world

Exclusive

The bay of Sahl Hasheesh is the embodiment of simple chic, a waterfront haven, an oasis for the modern world.

Azzurra overlooks Sahl Hasheesh Bay and neighbors what is billed as the world's most exclusive waterfront residence – Serrenia – a \$3 billion USD development and international marina, designed by Sir Norman Foster.

Azzurra offers its guests an exclusive opportunity to relax, rejuvenate and rediscover the zest for life.







Enjoy

A few minutes walk away from Azzurra is Sahl Hasheesh Bay's Old Town, with its rich Egyptian architecture; it offers a wide range of first class shops, restaurants, bazaars, cinemas and water sports facilities, in addition to nightly entertainment at the Bay's Welcome Piazza.

Being part of the Sahl Hasheesh community, Azzurra residents can enjoy unlimited access to all the Bay's services and beaches.



inspired location

Azzurra

Azzurra offers stylish, high quality accommodation that blends classical Egyptian architecture with contemporary living in an exceptional location.

Set alongside world famous white sand and palm-fringed beaches and overlooking the 'Jewel of the Red Sea,' Azzurra is the perfect place for relaxation and recreation.

This gated community resort is ideal for individuals, couples or families. It offers an oasis of cascading swimming pools, lazy trickling streams and scenic valley trails. And for the children, there's an exciting array of safe and secure playgrounds to choose from, all nestled within Azzurra's private grounds.

Surrounded by one of the region's top golf courses, Azzurra is a tranquil green haven for those in need of an escape from the bustle of modern living.







Azzurra's Architectural Style

Located along the breathtaking coast of the Red Sea, Azzurra's unique topography demanded the respect of the commissioned architects. The resort could not have been traditionally designed with standardized units; the special contours and land elevations dictated a unique design for every building. Azzurra's architectural style complements its natural land contours, creating valleys that divide the resort with flowing streams of water and tranquil lakes.

This design approach has been consequently overlaid with a mixture of the Mexican and traditional Arabic local architecture, merging to create a unique innovated style with local roots.

Azzurra's architecture is an elegant and chic blend of traditional, oriental and contemporary styles – resplendent with domes, arches, columns and courtyards.







Ramy El Dahan

Ramy El Dahan is well known for his Nubian architectural style with its domes, vaults and bearing walls, blending authentic lines with a modern flow of colors.









In the memory of

Alfredo Freda has studios in Rome, London, New York and Cairo, and brings his global panache to Azzurra, creating a unique ambience of simplicity in Azzurra's most exciting forms.



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Elegant Design

Azzurra offers residents the perfect place to relax and unwind in a secure and stylish environment. To this end, every property is selectively finished to the highest possible standard, just waiting for you to create your own elegant second home.

Azzurra's exterior architecture and finishing, combining earth tones and natural materials, blend to create a perfect harmony with its surrounding sea, desert and mountains.

Surrounding your property are green walkways, verdant planting, and of course, the wonderful Red Sea and sky blue vistas.



a stylish environment

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Simple Chic

Enjoy your beautiful interiors, luxuriate in your elegant facilities, relax in Azzurra's peaceful surroundings, and wonder at your serene sea views.

The interior floors of the apartments and villas are of natural Egyptian marble, whilst all woodwork, doors and cupboards are of a complementary dark oak veneer finish.

Bathrooms also feature Egyptian marble countertops and benefit from top-quality sanitary fittings. The cool interior colors are a continuation of Azzurra's unique and relaxing design concept.





Sahl Hasheesh Master Plan



Fold out For Azzurra's Master Plan







The Properties

The one, two and three bedroom properties are grouped into 'clusters', each with its own subtly distinct design, sitting comfortably within the overall architectural concept.

Azzurra is set in a truly stunning location on an elevated seaward facing plot that ranges from 19 meters to 45 meters above sea level. Its spectacular topography dictated that all clusters be diverse in design, ensuring that each unit enjoys sea, bay or golf view.

• Apartments

One, two and three bedroom apartments are available, ranging in size from 45 to 285 square meters. Enjoy the privacy of an elevated garden in one of our ground floor apartments or the breathtaking views from the top floors' terraces and roofs.

All apartments enjoy sea-view to the front of the property and look out onto the surrounding 18-hole golf course to the rear.







Plan 1

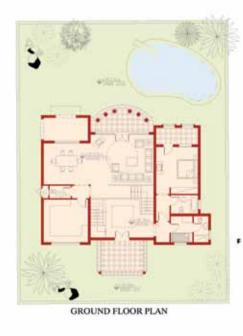




• Villas

Situated on the front rows of Azzurra, our villas sit on plots ranging in size from 550 to 800 square meters, all offering uninterrupted golf and sea views.

Custom-designed villas are available for a unique home.





for your every need



First Class Service

At Azzurra, you can relax with the knowledge that your every need is catered for.



expertise & individuality

of manual



The Team

Prime Estates International is striving to be one of the most successful medium sized residential tourism developers in Egypt .Our core business consists of developing property propositions with uncompromised value for money, providing second homes for locals and foreigners alike. We pride ourselves on working with the best architects, lawyers, consultants and contractors to ensure our developments are beautifully designed, conforming to the natural beauty of the region and our precious ecosystem.

Prime Estates International has the privilege of combining essential skill sets derived from its managing partners, Mohamed Allam, Fady Iskandar and Wisam Emara.

Mohamed Allam brings construction and urban planning experience through his partnership in 'Hassan Allam Sons', one of the leading private sector companies in the Egyptian construction market since 1975. The company caters to both public and private sector clients and has executed numerous projects in diverse fields, including buildings and interiors, infrastructure, industrial facilities, power stations, hotels and resorts, monument restoration and electromechanical installation. In the 1990s, the group began its real estate development and subsequently executed projects on Egypt's North Coast, the Red Sea and in Cairo. The company's corporate values of integrity and commitment to client satisfaction as well as its use of qualified personnel and the latest technologies are the driving forces behind its continuous development.

Wisam Emara, the Chief Executive officer, with extensive experience in project management throughout the new developments on the outskirts of Cairo, together with years of involvement in different aspects of the real estate market, heads all operational matters within Prime Estates International.

Fady Iskandar, the former vice president for real estate at Orascom Hotels and Development (specialized in the development of fully self-sufficient destinations, complete with real-estate properties, hotels, marinas, and golf courses), runs a strategic role in the company, building on previous experience to cater to customer requirements and working with existing distributer networks.

Prime Estates International





Time To Experience

Scheduled for completion in August 2010, we are delighted to inform you that we have superseded our ambitions, in being ahead of schedule in our construction program for Azzurra. You will be pleased to know that Azzurra is translating into the realization of a stunning product. We invite you to come and visit the project in Sahl Hasheesh to witness the extensive development in the area and the tremendous onsite progress of Azzurra.

Call us to book an appointment to visit our onsite office and experience the splendid Azzurra views from one of our mockup units.



www.azzurra-redsea.com