

The
Rift

BUSINESS PARK

About LUD

LOZAN Urban Development Group was established in 2007. Permanent leadership set it apart from the start of its adventure, and it grew successfully over time to become one of the Middle East's growing businesses.

With a modern, unique perspective on enriching lifestyles, the firm takes pride in its success through a proven track record of inspirationally dynamic communities.

LUD has a long history in real estate and significant investments in a variety of industries, including; imports and export, shipment, general contract, general supply, Aluminum, Timber, and Landscape firm.

Over 17 compounds have been delivered in Abu Dhabi, Mohammed bin Zayed City, and Khalifa bin Zayed City. Also, it has worked on numerous projects within Al-Delta region with an additional extension into the New Administrative Capital.



ElRabwa Group

Based on the long-held belief in the value of education to our society for over 30 years of experience in different commercial sectors, Al Rabwa Group started their career in the trading field.

In 2009, El Rabwa Group was keen to provide quality educational services to the Egyptian market.

Till today Al Rabwa group stands with a huge portfolio of successes with its latest success of the ownership of Global Paradigm International School.

The logo for ElRabwa Group is centered on the right side of the page. It features the word "ELRABWA" in a large, bold, white, sans-serif font with a registered trademark symbol (®) at the end. Below it, the word "GROUP" is written in a smaller, all-caps, white, sans-serif font. The background of the right half of the page is a dark blue, abstract, curved architectural structure with a grid-like pattern, creating a sense of depth and modernity.

ELRABWA.
GROUP

PARTNERS IN SUCCESS

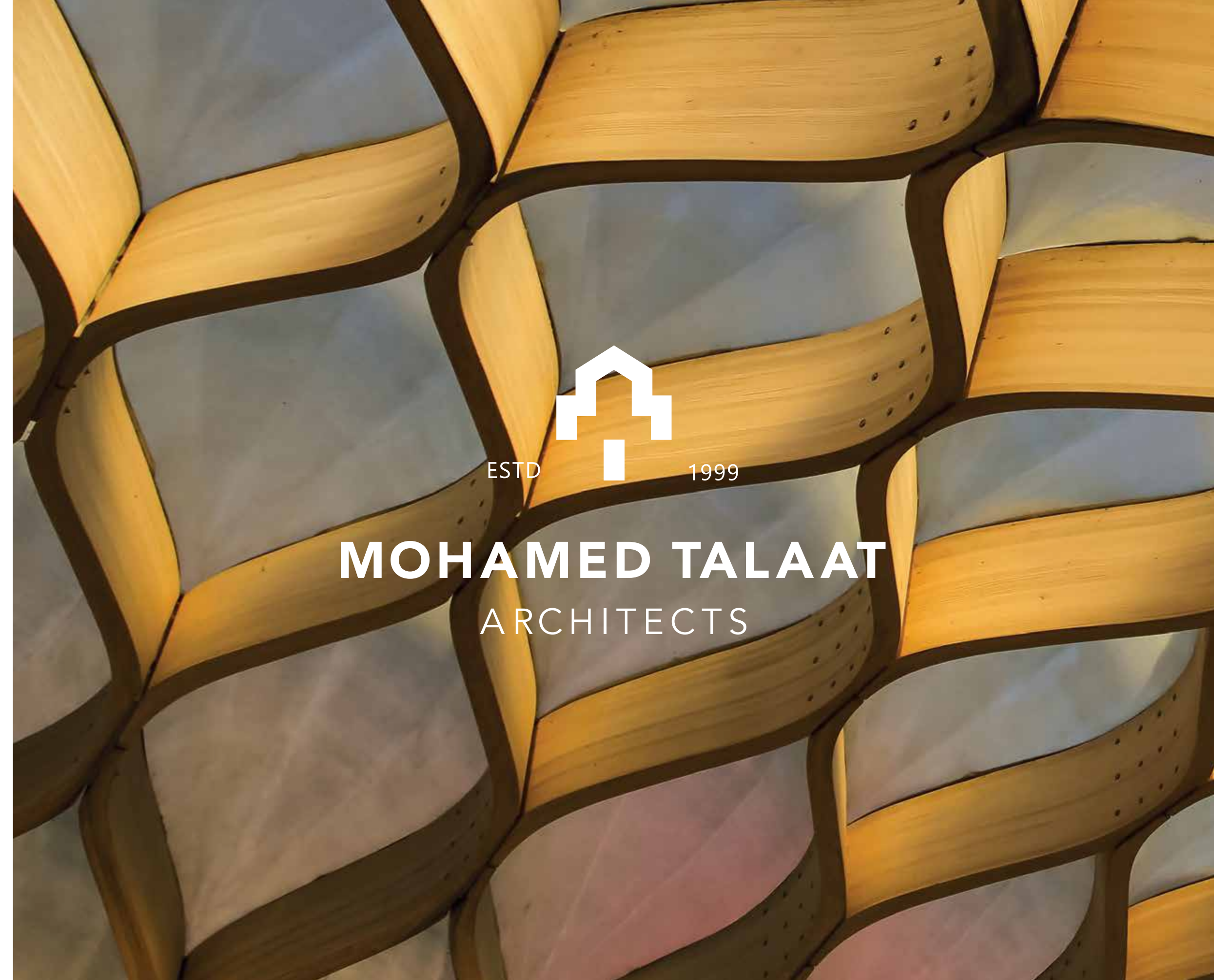
Mohamed Talaat Architects

Mohamed Talaat Architects was successfully established in Egypt, with over 20 years of experience in architecture, interior design, urban planning, and construction supervision.

Over profound years of experience and towering passion, M.T Architects expanded internationally to offer architectural, interior design, landscape design, urban planning and construction supervision for various mega projects.

Mohamed Talaat Architects has delivered hundreds of projects in Egypt and all over the world including:

Saudi Arabia (Jeddah and Riyadh) - Kuwait - UAE - Turkey - South Africa - Italy.



JLL Project Manager of Macana City

At JLL, they take pride in doing things differently. They see the built environment as a powerful medium with which the world can be changed for the better. By combining innovative technology and data intelligence with their world renowned expertise, they're able to unveil untapped opportunities for success.

They help in the research and the identification of the best investment opportunities for commercial, retail, residential, and Hospitality real estate.

From local startups to global firms, their clientele include various big names in the real-estate industry with projects all over Egypt and the Middle East.



KAD

KAD was established in 2012. It provides operation and management services to commercial properties, overseeing all development phases of the property.

KAD's scope of work starts from proactive studies of the land to achieve the highest returns on investment by identifying the merchandising mix appropriate for the property based on the location, supply and demand forces and the market needs.

Its role also extends to the development of Installation and operation manuals, property management and supervision of service providers.



KAD

COMMERCIAL PROPOERTY MANAGEMENT

ETQAN

Etqan has started its very first steps towards a long and successful journey in the field of financial and commercial consultancies that offer their clients the essence of the founders' experiences that exceeds 20 years in over 10 countries around the globe.

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AZ STUDIOS

AZ Studios creates branding strategies through the act of using an emotion-evoking narrative connecting and relating your brand to people, with a focus on creating empathy by linking what your brand stands for with the values you share with your customers.

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The logo for AZ Studios is displayed in white against a dark background. The letter 'A' is a simple, bold, sans-serif font. The letter 'Z' is also a bold, sans-serif font, but its top horizontal bar is replaced by three thick, horizontal white bars of equal length, stacked vertically. The background of the entire page is a dark grey with a complex, geometric pattern of diagonal lines and bands, creating a sense of depth and movement.

SHAKER

Shaker Consultancy Group is one of the largest specialized consulting and engineering firms in the region. Known for its professional performance and dedication to client servicing, the firm's reputation for excellence is built on a solid foundation of capabilities, skills, and professional expertise.

Shaker is ISO certified and has also been listed among the top 150 international design firms in the ENR annual ranking for five years in a row.

Shaker is the Electromechanical Consultant for LUD's latest project.

The logo for Shaker Consultancy Group is centered on the right side of the page. It features the word "SHAKER" in a large, bold, white, sans-serif font. Below it, the words "CONSULTANCY GROUP" are written in a smaller, all-caps, white, sans-serif font. The background of the entire page is a dark blue with a complex, geometric pattern of overlapping, parallel lines that create a sense of depth and movement, resembling a stylized architectural structure or a modern interior design.



The Rift

A SPLIT THROUGH TIME

THE RIFT refers to the water feature that splits the project into two parts.



About THE RIFT

It's visually interpreted and resembled within all design aspects. In "The Rift" the atmosphere is designed to evoke a sense of power and adventure to provide a unique, exceptional shopping and working experience. From the moment you step inside, you will be greeted with an ambiance that radiates positive and uplifting energy.

The mall's interior is carefully curated to create a sense of luxury, sophistication, and elegance that elevates your shopping experience to a new level.

The project facilities are divided into entertainment, commercial, administrative, and other services categories to meet the needs of various user groups.





The Rift

Nothing ever”
becomes
real till it is
“experienced



THE RIFT Concept

The Rift is a masterfully designed commercial venue that's meant to take the lead of a distinctive design idea that will turn Mostakbal City into a high-end, contextual mixed-use development.

The proposed mixed-use development comprises retails, executive offices, and various facilities that create a new urban environment and significantly expand the public realm.

The Rift Project grows in the deserted land of Mostakbal City to enliven it, filling it with energy and life.



Design Concept

The Rift refers to a small river that splits the development in two, and a connection to Macna Compound.

It features a unique and modern architectural design that sets it apart. The overall design have a rift or gap running through it, creating an interesting visual feature that provide visitors access to all the amenities and luxurious settings of Macna.

In the heart of the project, an infinity lake is surrounded by numerous facilities designed to attract people and life to the isolated land. Many of the facilities that surround the lake are designed to look like extensions of the natural landscape with a U-shaped so that each building has a view of the lake at the project's center. Then, to create open areas that connect the entire project, the buildings are connected by terraces.



Location

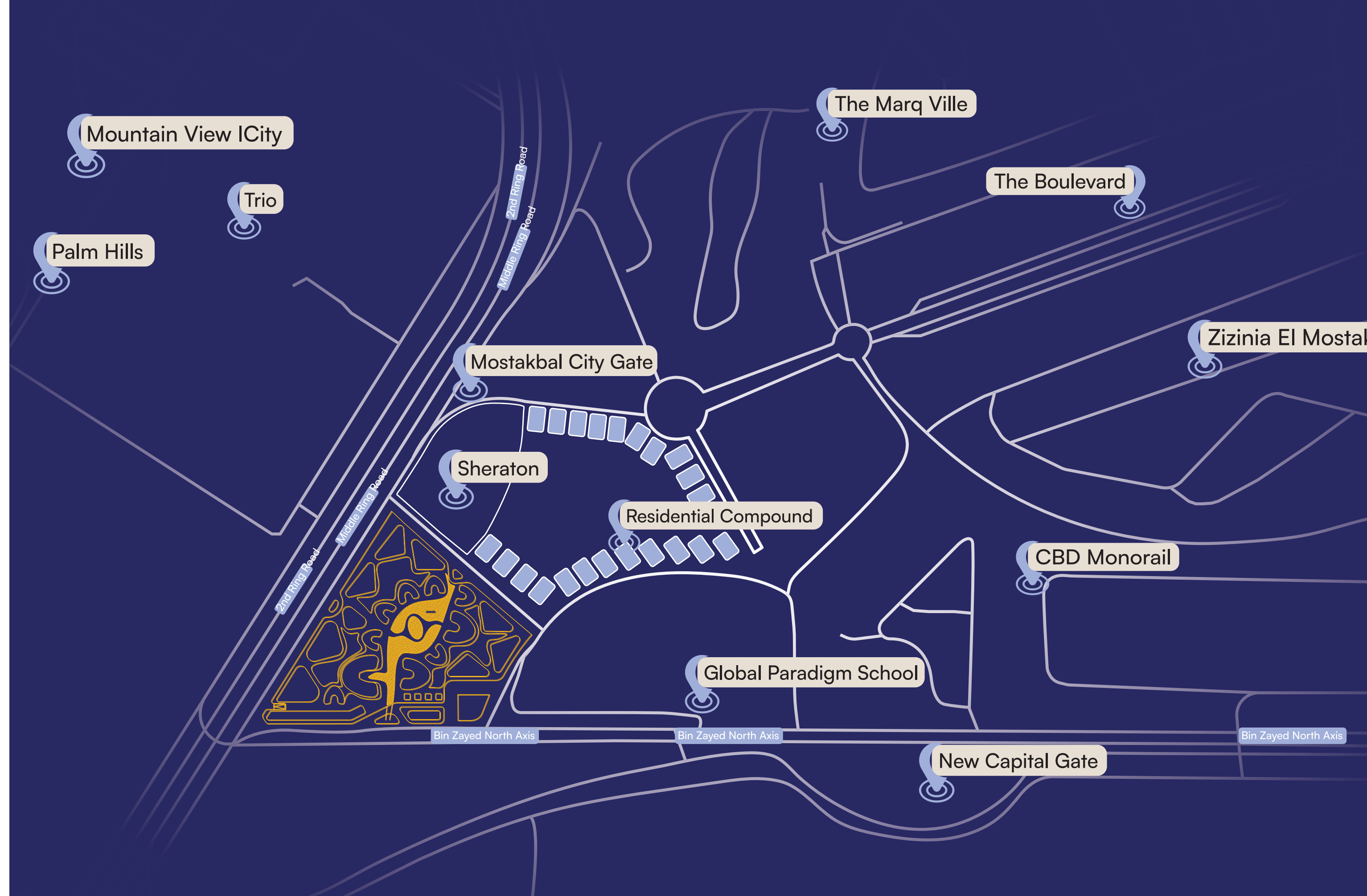
The Rift Project grows in the deserted land of Mostakbal City to enliven it, filling it with energy and life.

With its prominent location, The Rift main approach belongs to LUD's projects the mall has all the significant advantages of accessibility from all entrances making the mall serve as vital link between; The commercial facade on 2nd Ring Road.

Strip mall and drive-thrus on North Mohamed Bin Zayed Axis (*which is the main access to New Capital*).

THE RIFT IS JUST KILOMETERS AWAY FROM:

- 334 meters of commercial facade on 2nd Ring Road
- 265 meters of Strip Mall and Drive-thrus on Mohamed Bin Zaid Axis (*Main access to New Capital*)



THE RIFT FACILITIES & AMENITIES

A- Commercial Buildings:

Daycare Centre

Wi-Fi

Accessible Parking & Transportation.

Food & Dining options

Fully equipped fitness centers

Outdoor Space with green areas & Water features

Eco-friendly options.

24-hour Security, a backup power generator & Emergency Drills

Tenant Lounge

Retails



B- Commercial, Office & Medical Buildings:

Relaxation Spaces (Comfortable seating & Activities)

On-site Cafeteria & Pop-up Restaurant

Outdoor Spaces

Workplace Services (Dry cleaning, Parking, Electric vehicle charging & Mailboxes)

Entertainment Services

Mobility (Shuttle service updates & shuttle tracking integrations)

Security (Secure access control, Visitor management & Incident communications)

Accessible ramps & Elevators Sustainability (LEED/WELL certification)

Wellness Centers

Flexible Office Space & Comfortable

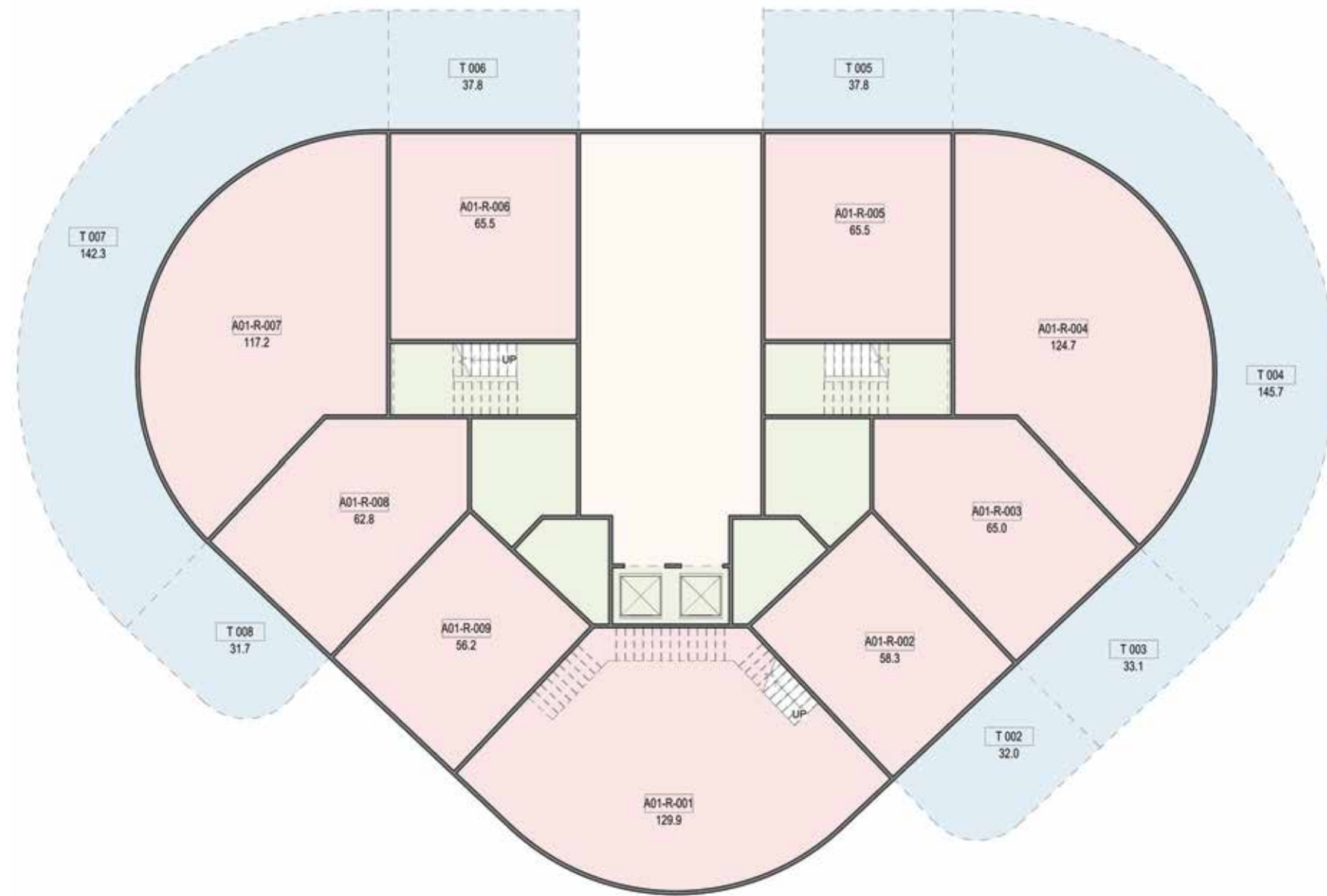
Natural Light Optimization



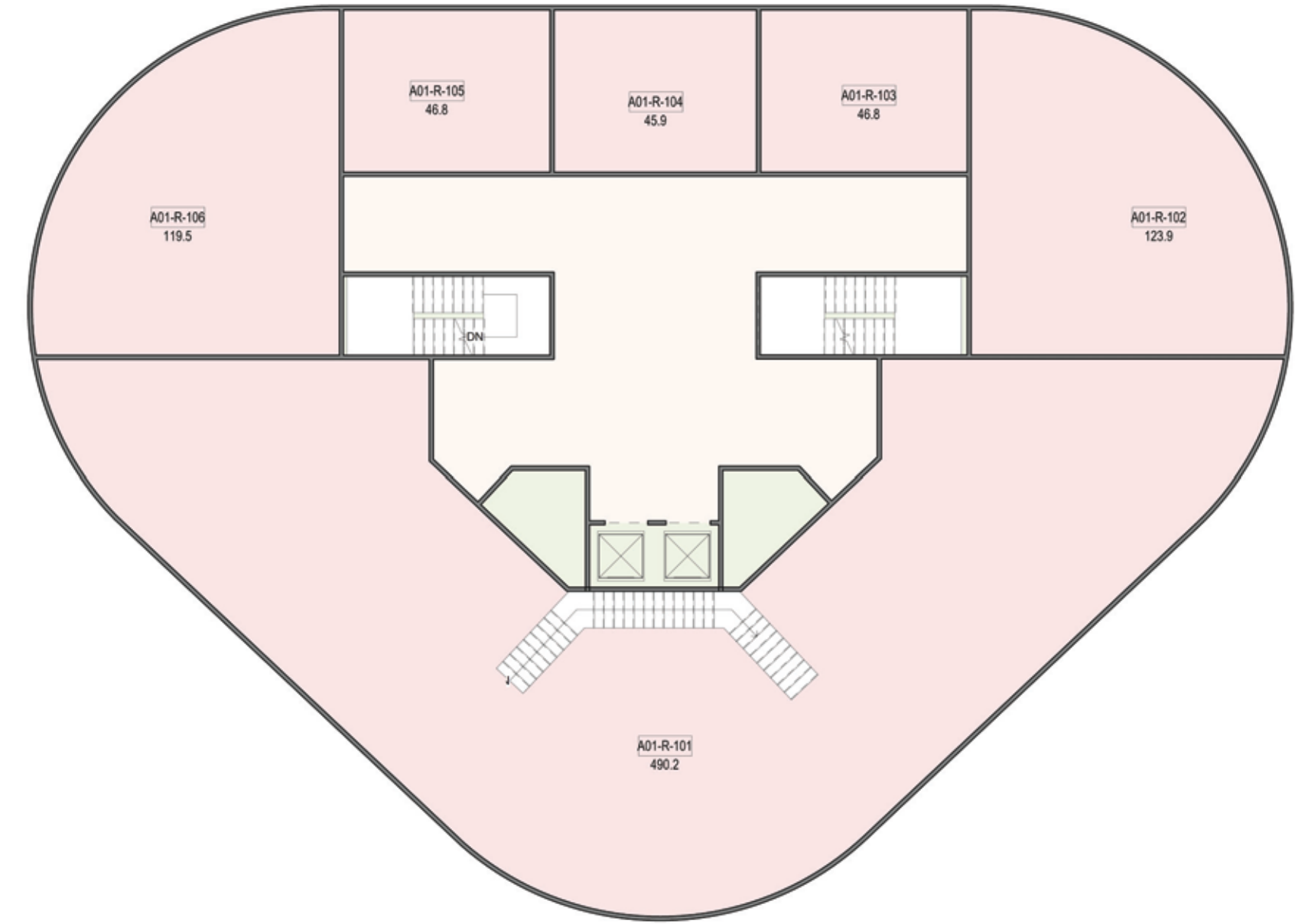
A01



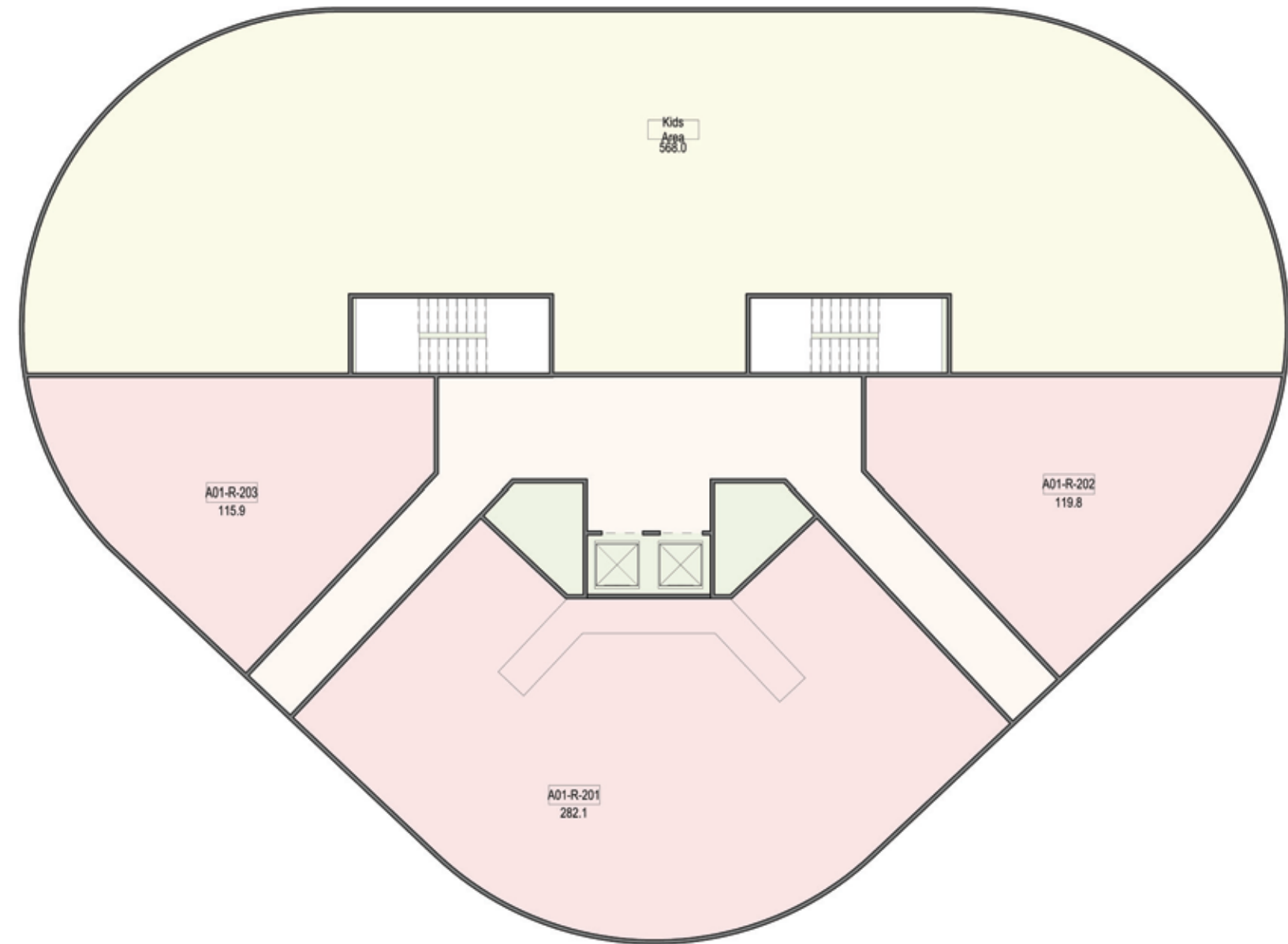
A01 - Floor Plan - Ground Floor



A01 - Floor Plan - 1st Floor



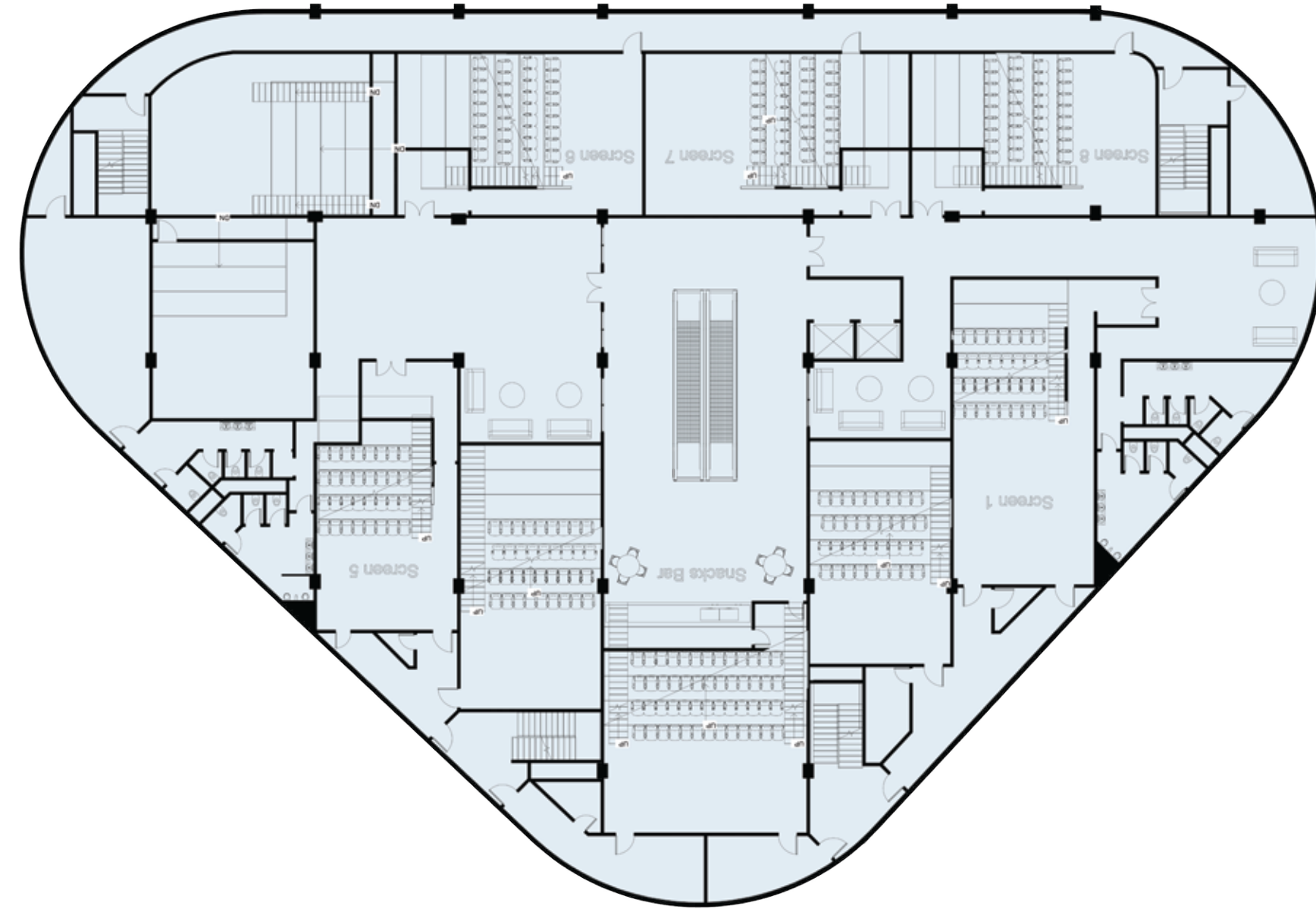
A01 - Floor Plan - 2nd Floor



A02



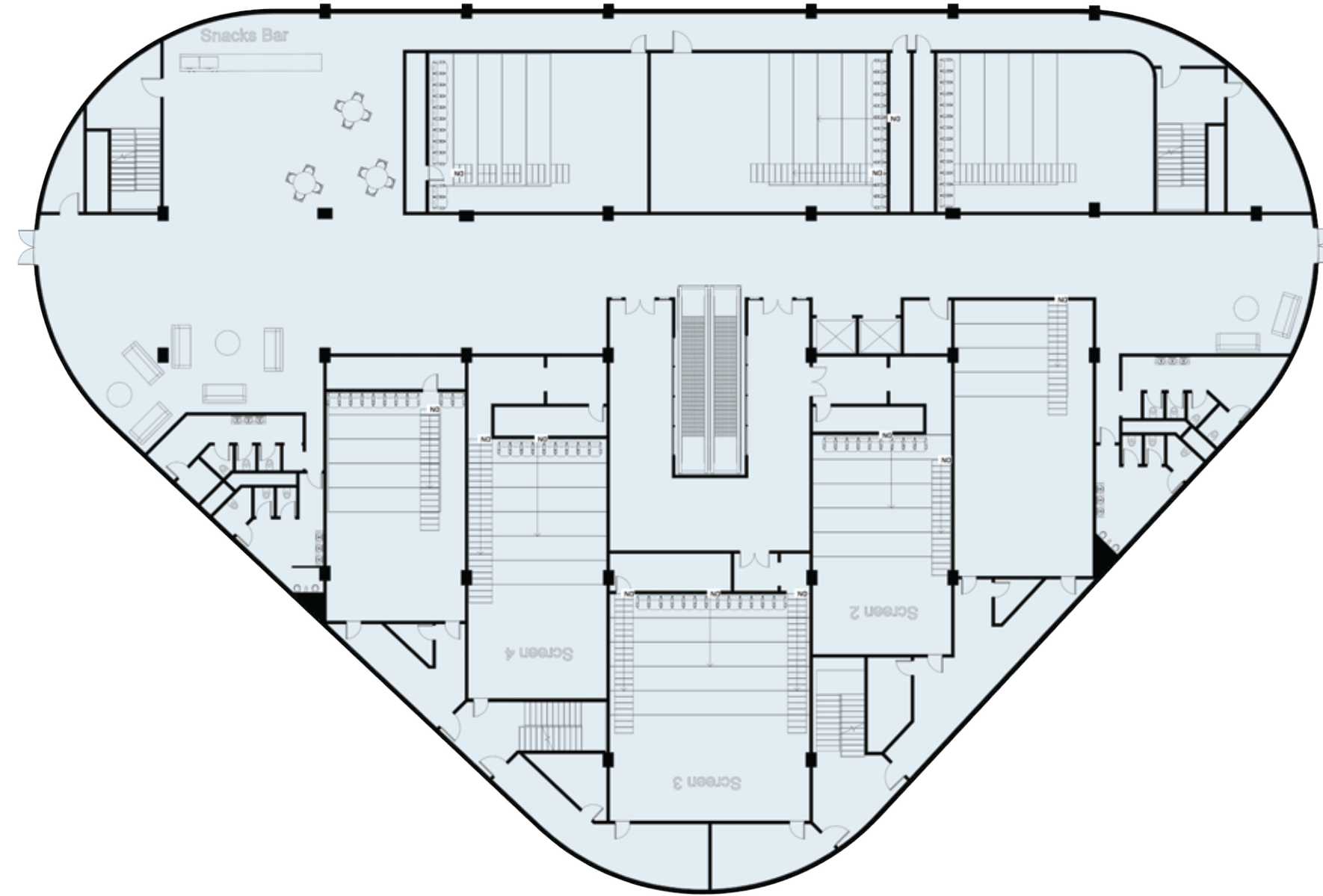
A02 - Floor Plan - Ground Floor



A02 - Floor Plan - 1st Floor



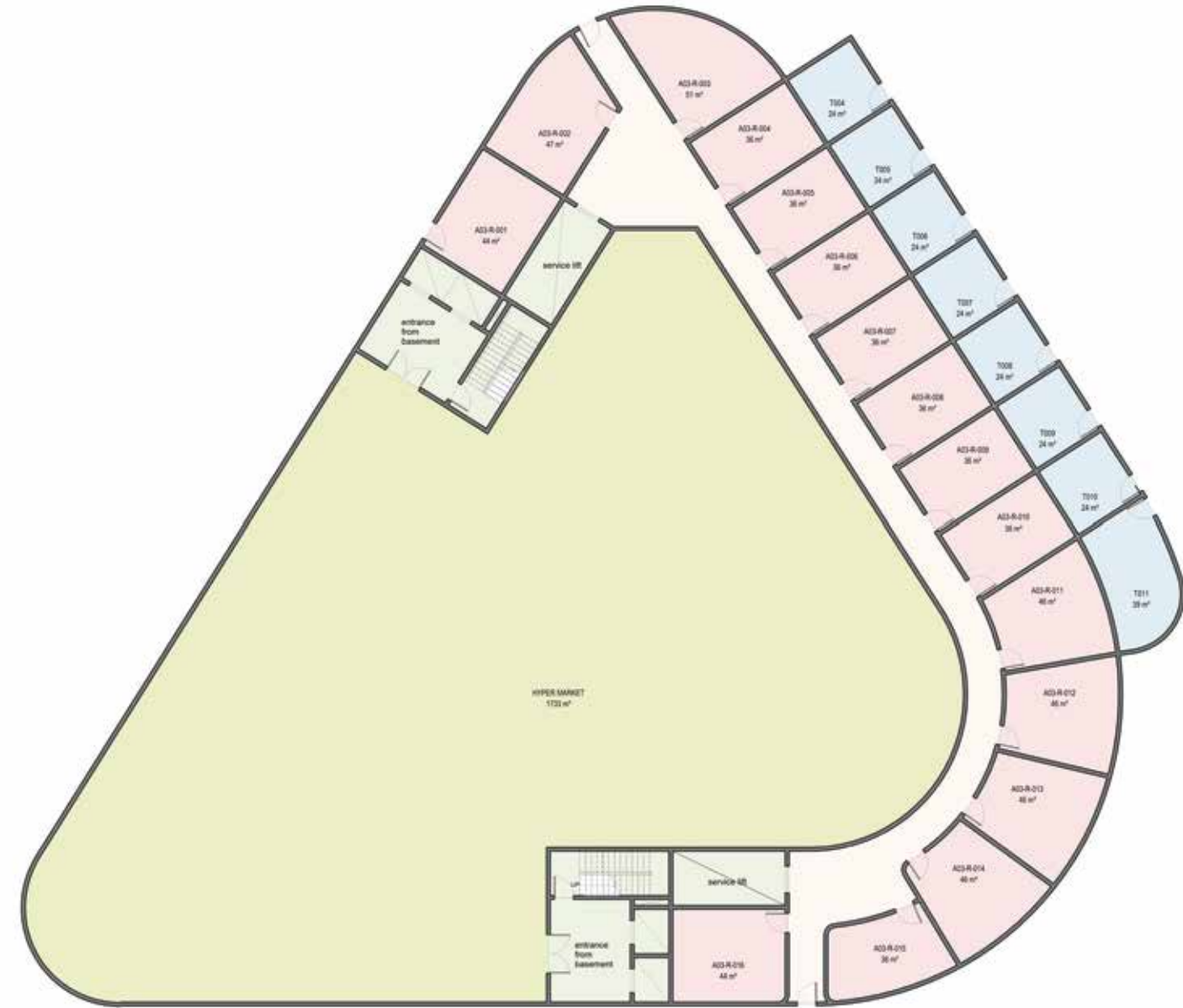
A02 - Floor Plan - 2nd Floor



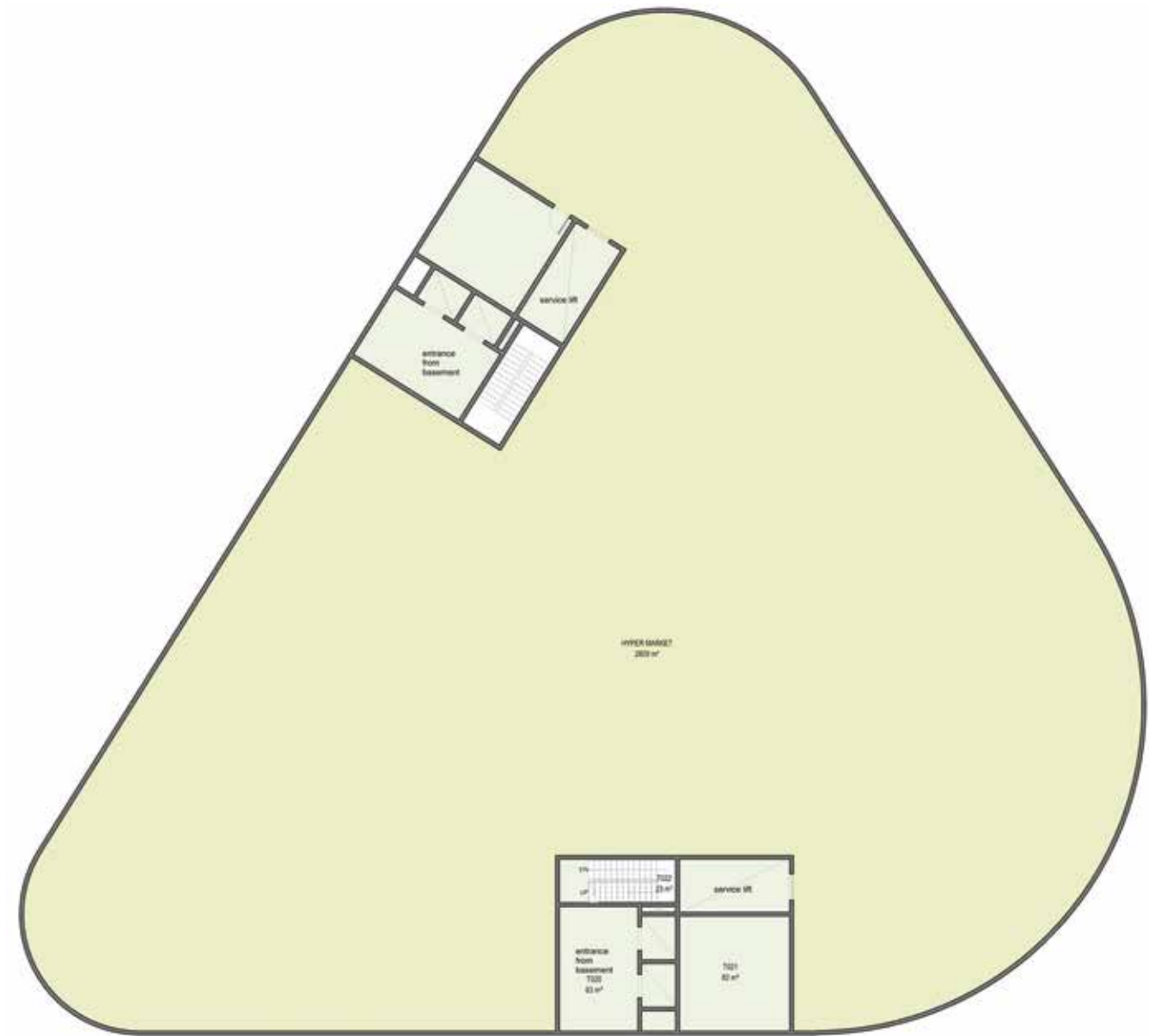
A03



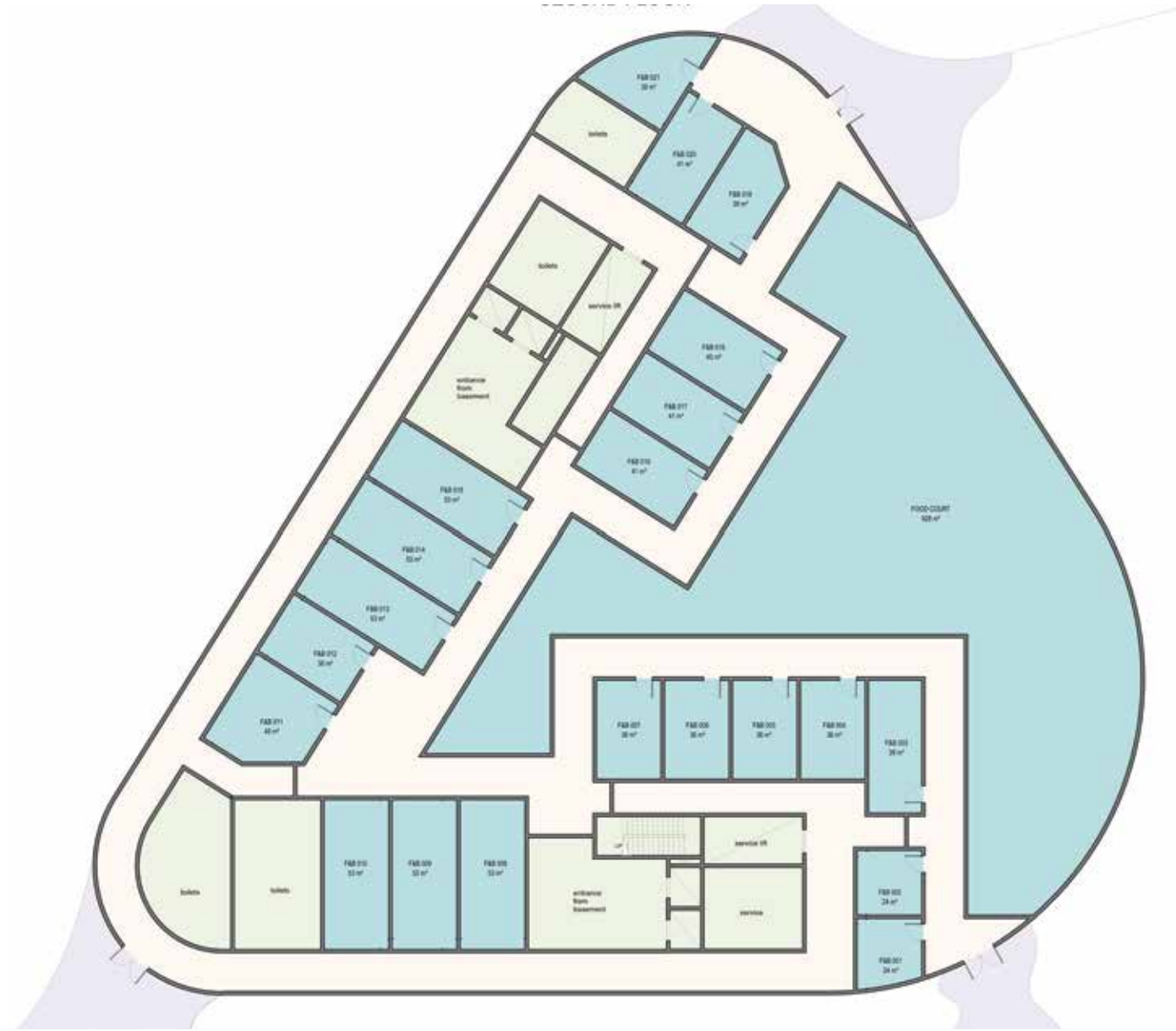
A03 - Floor Plan - Ground Floor



A03 - Floor Plan - 1st Floor



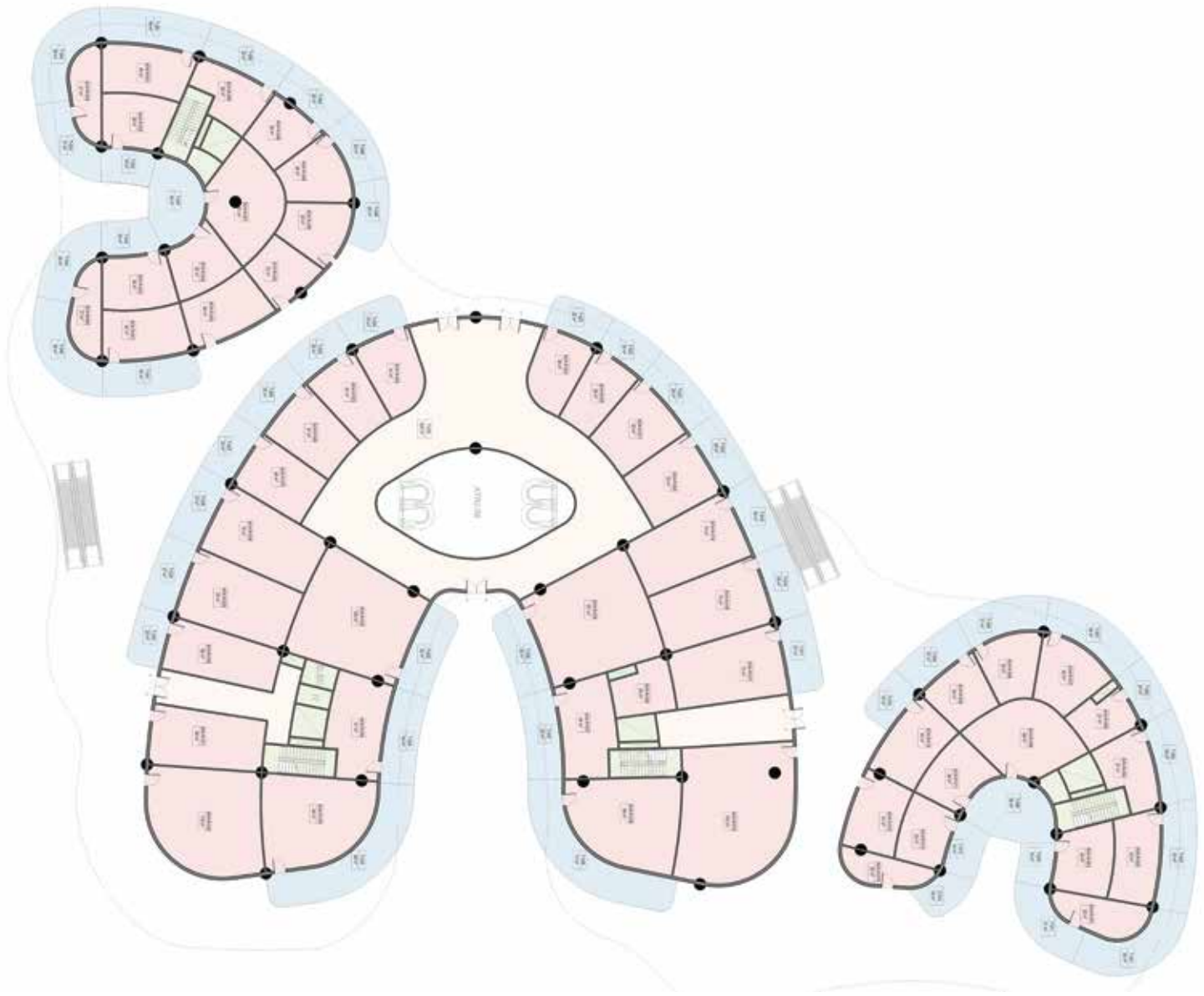
A03 - Floor Plan - 2nd Floor



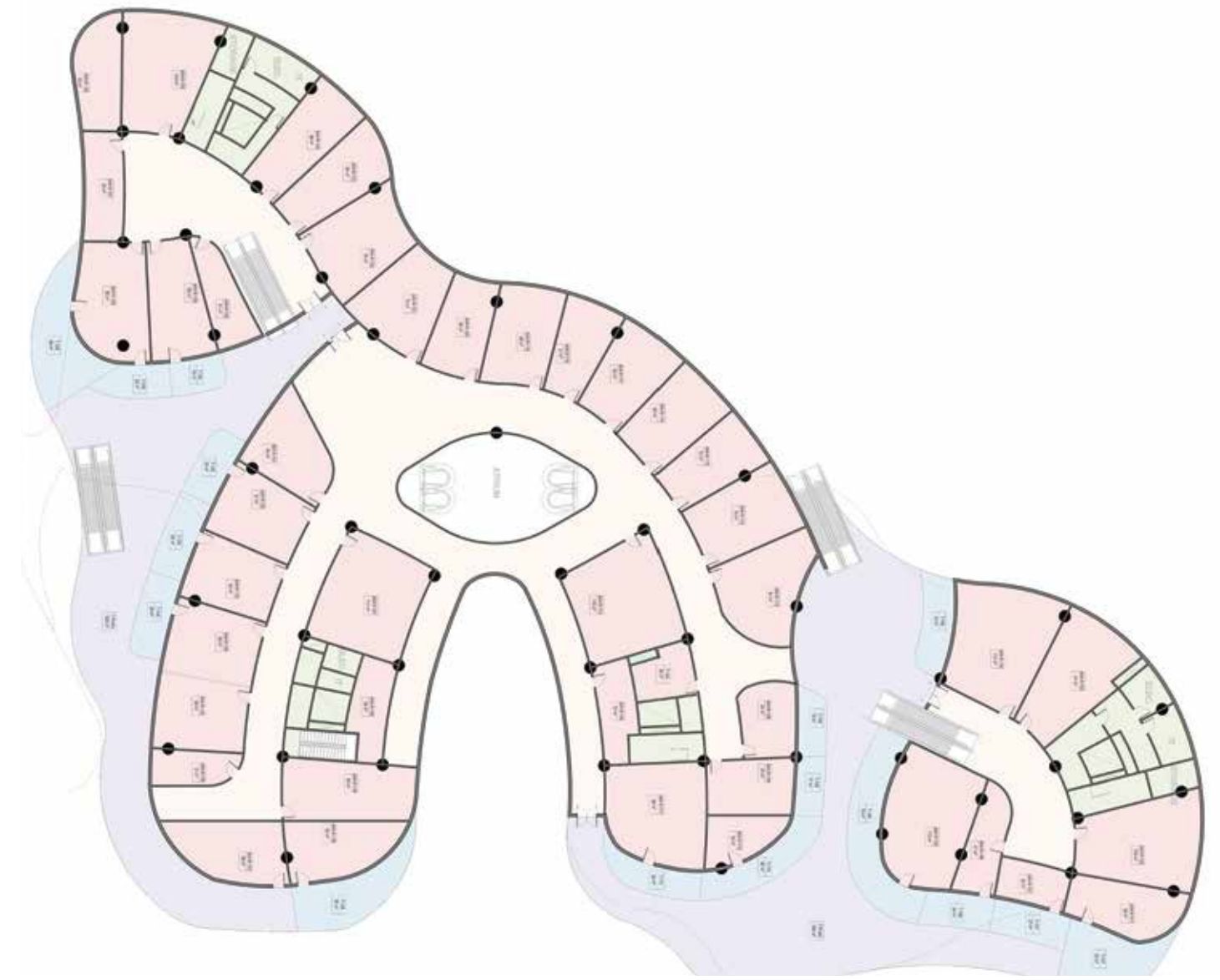
A04



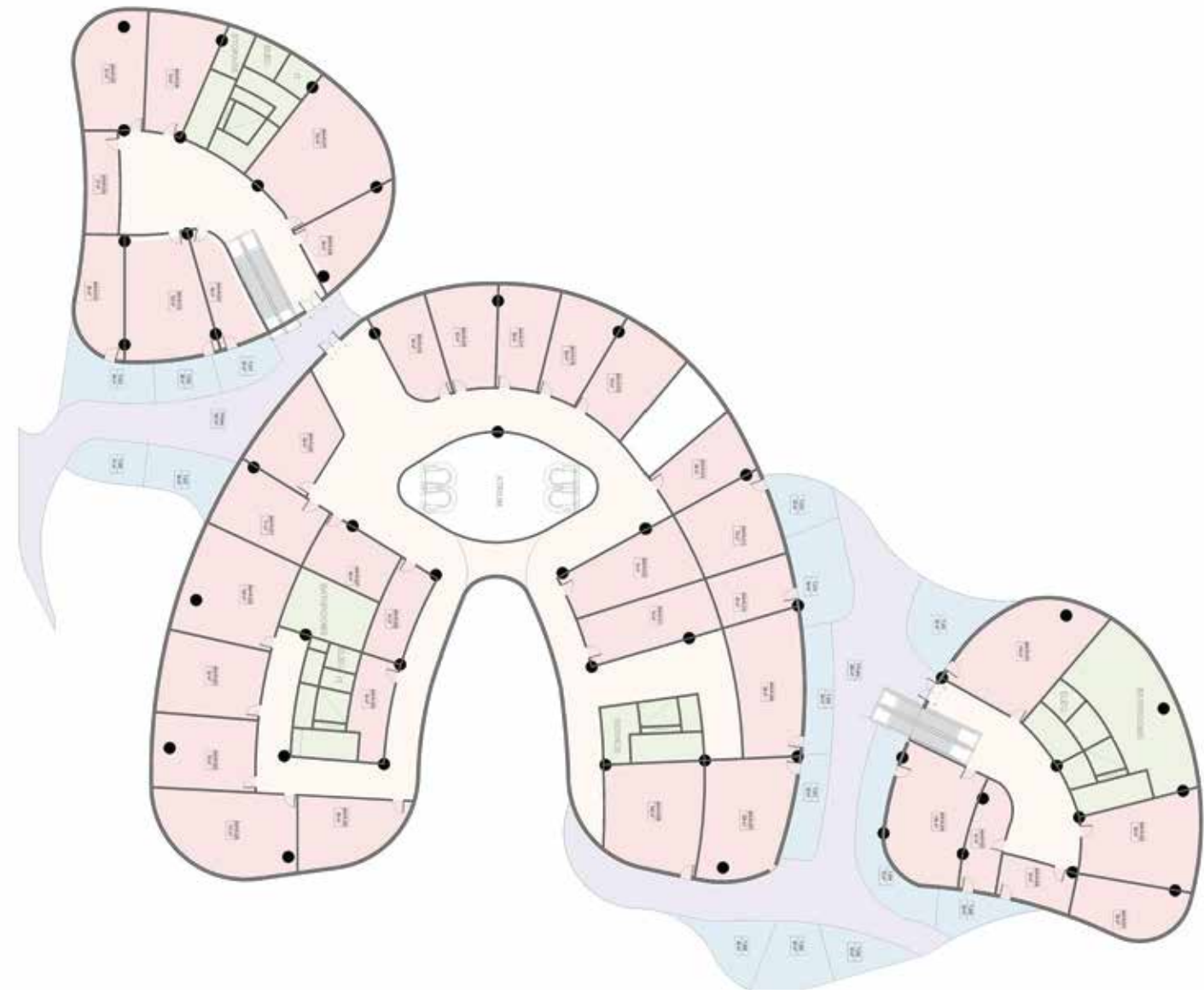
A04 - Floor Plan - Ground Floor



A04 - Floor Plan - 1st Floor



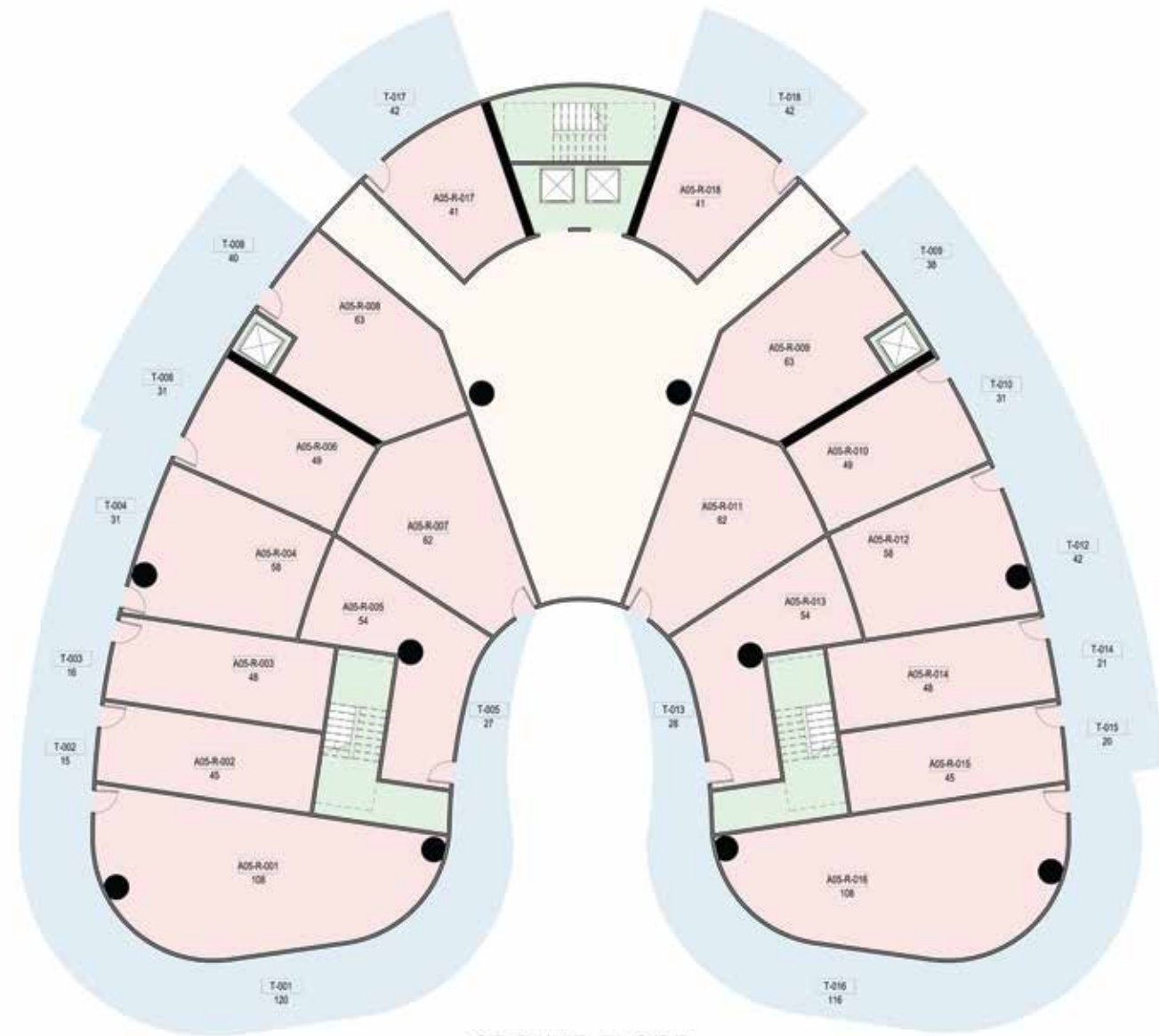
A04 - Floor Plan - 2nd Floor



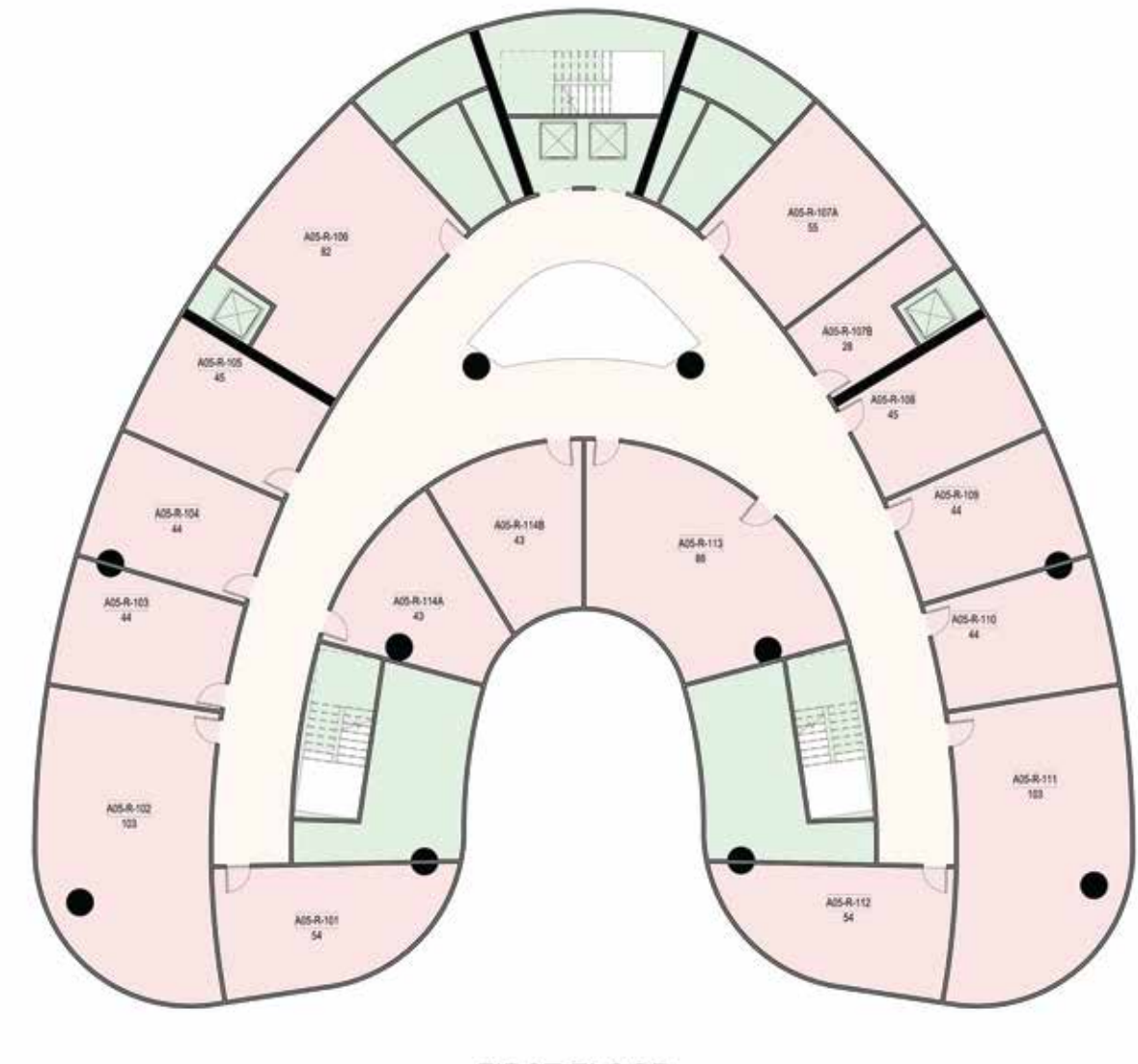
A05



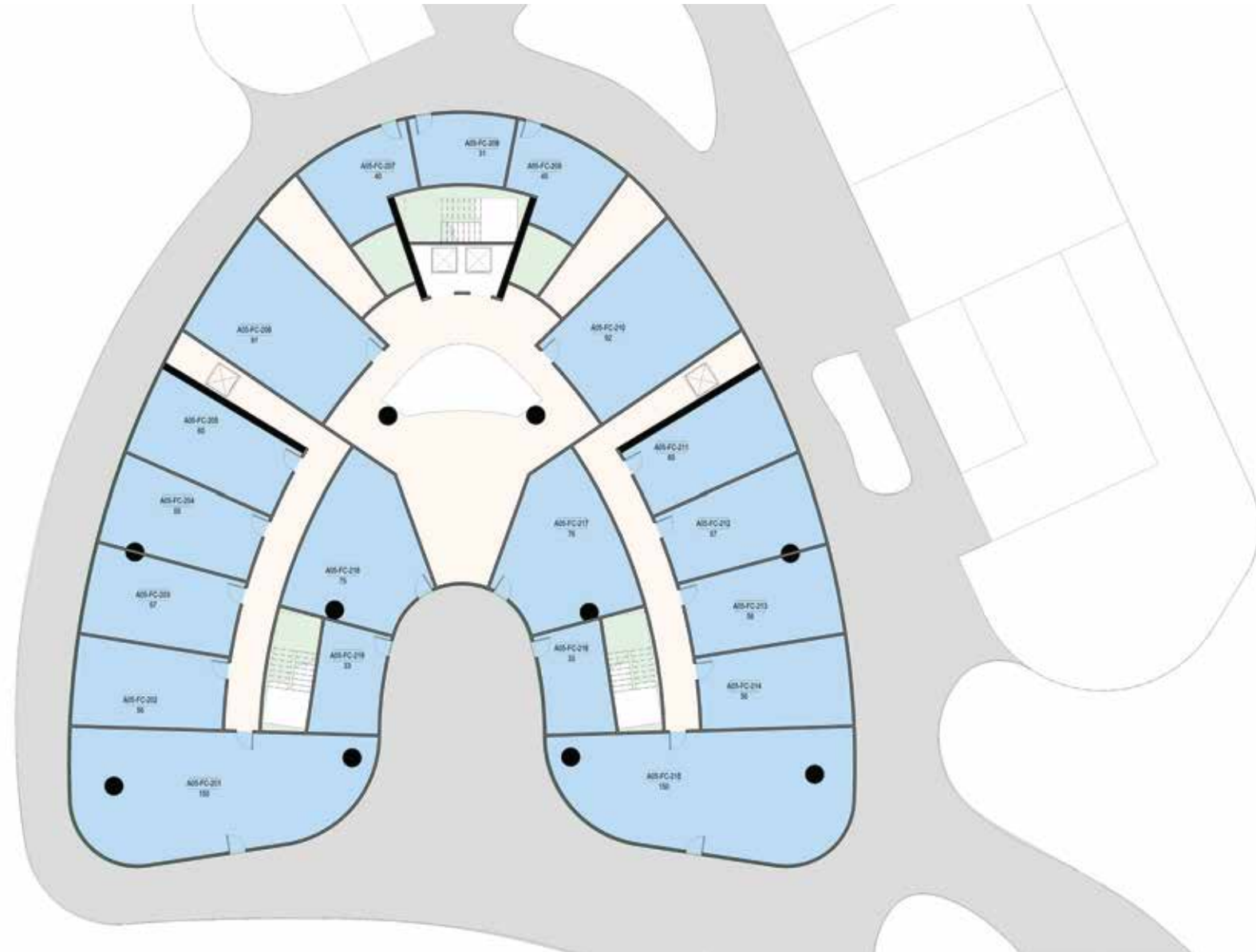
A05 - Floor Plan - Ground Floor



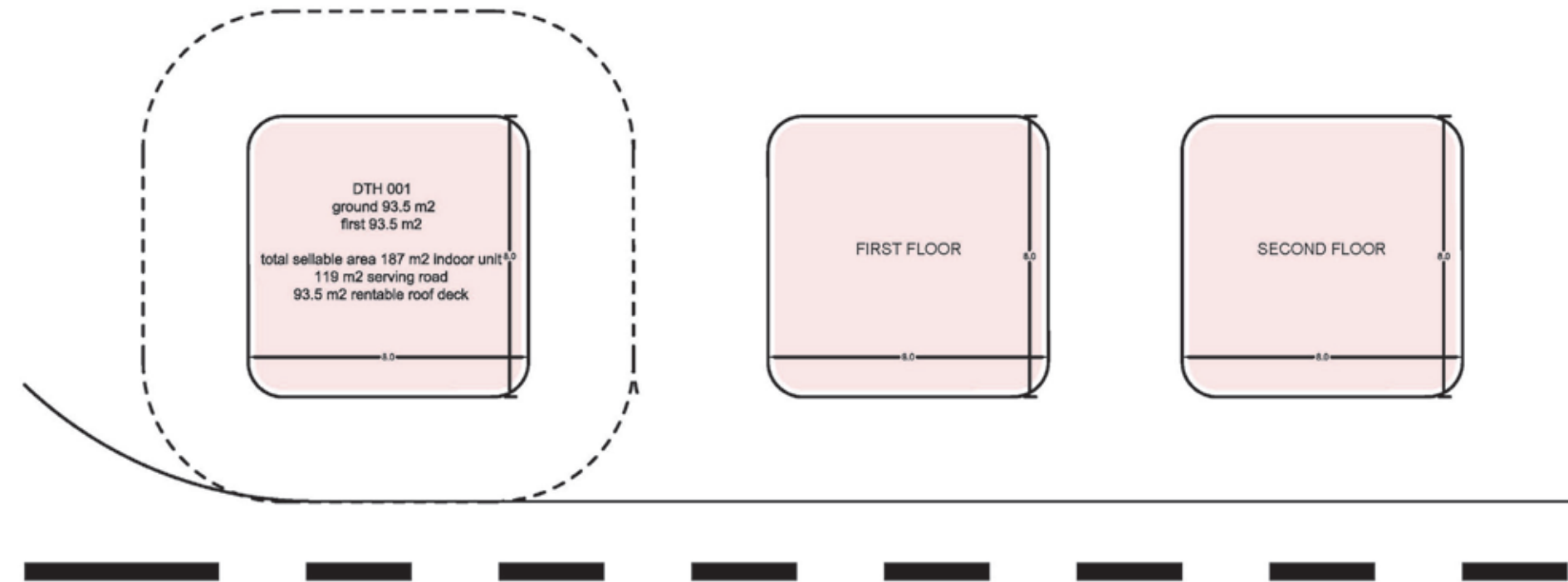
A05 - Floor Plan - 1st Floor



A05 - Floor Plan - 2nd Floor



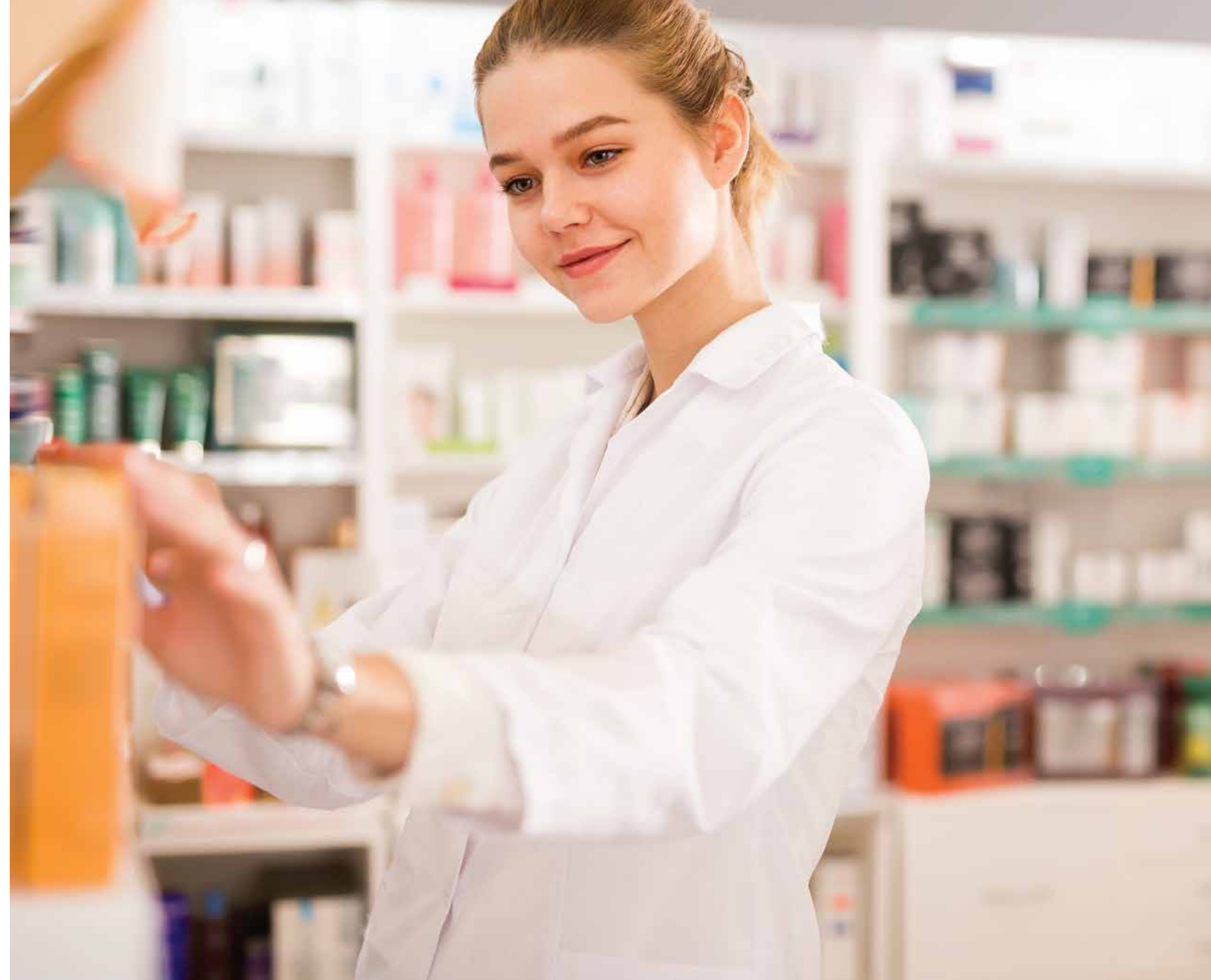
A06 - Drive Throughs



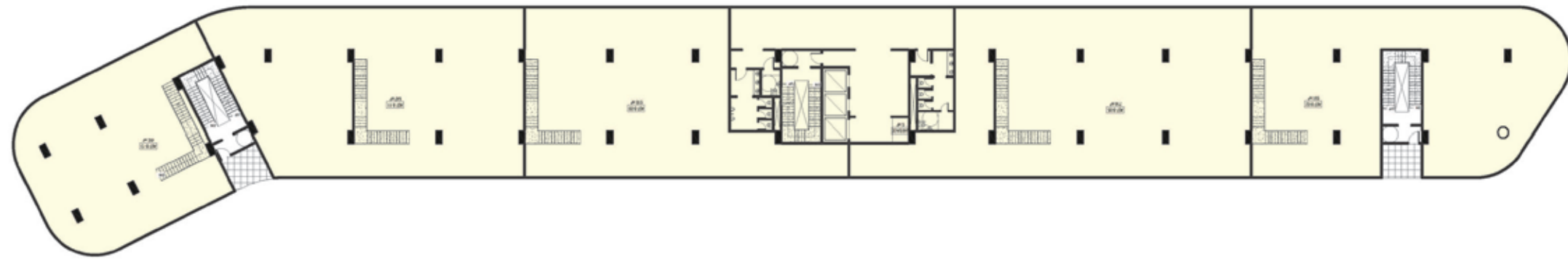
A07



A07 - Floor Plan - Ground Floor



A07 - Floor Plan - 1st Floor



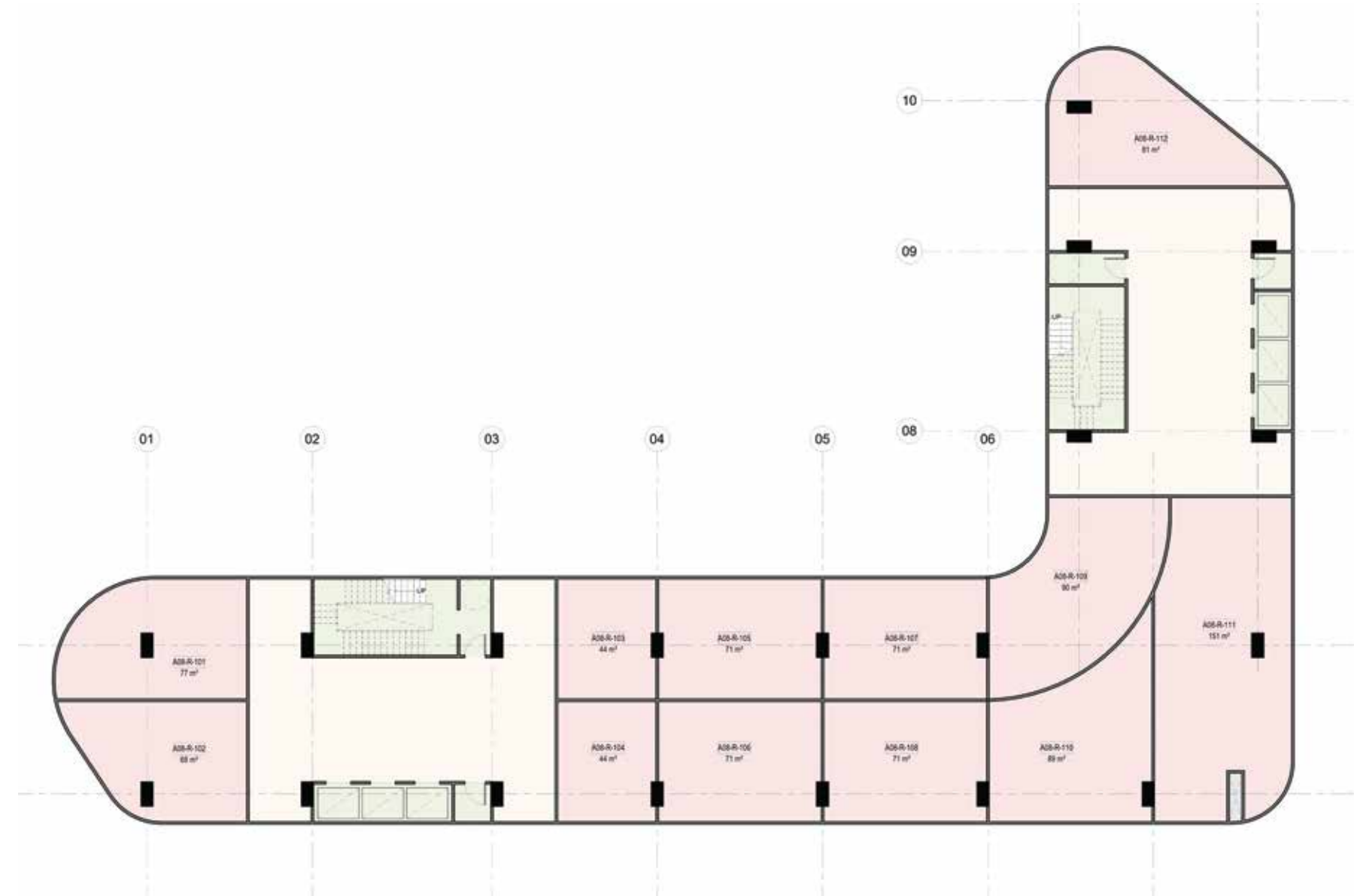
A07 - Floor Plan - 2nd Floor



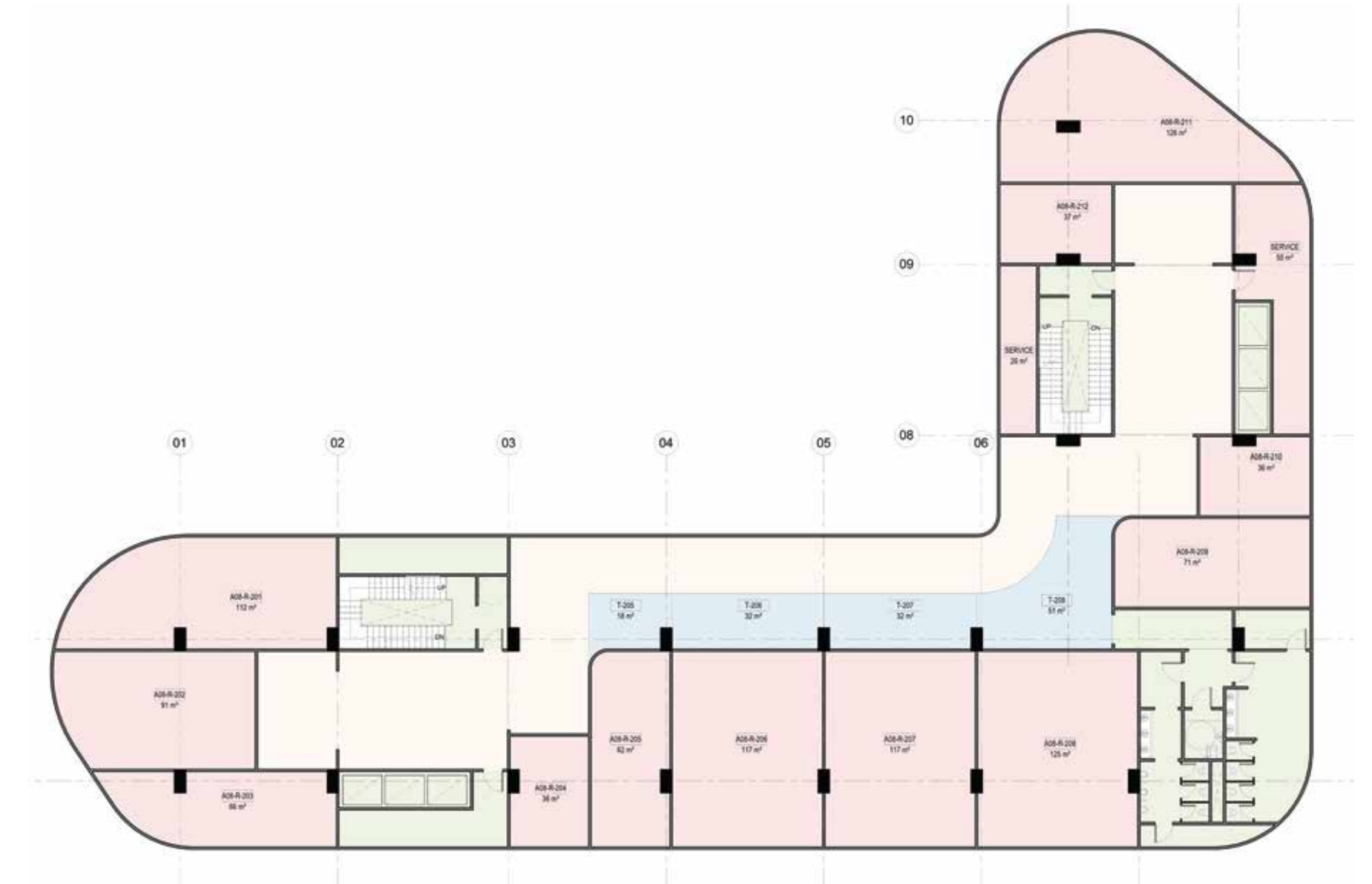
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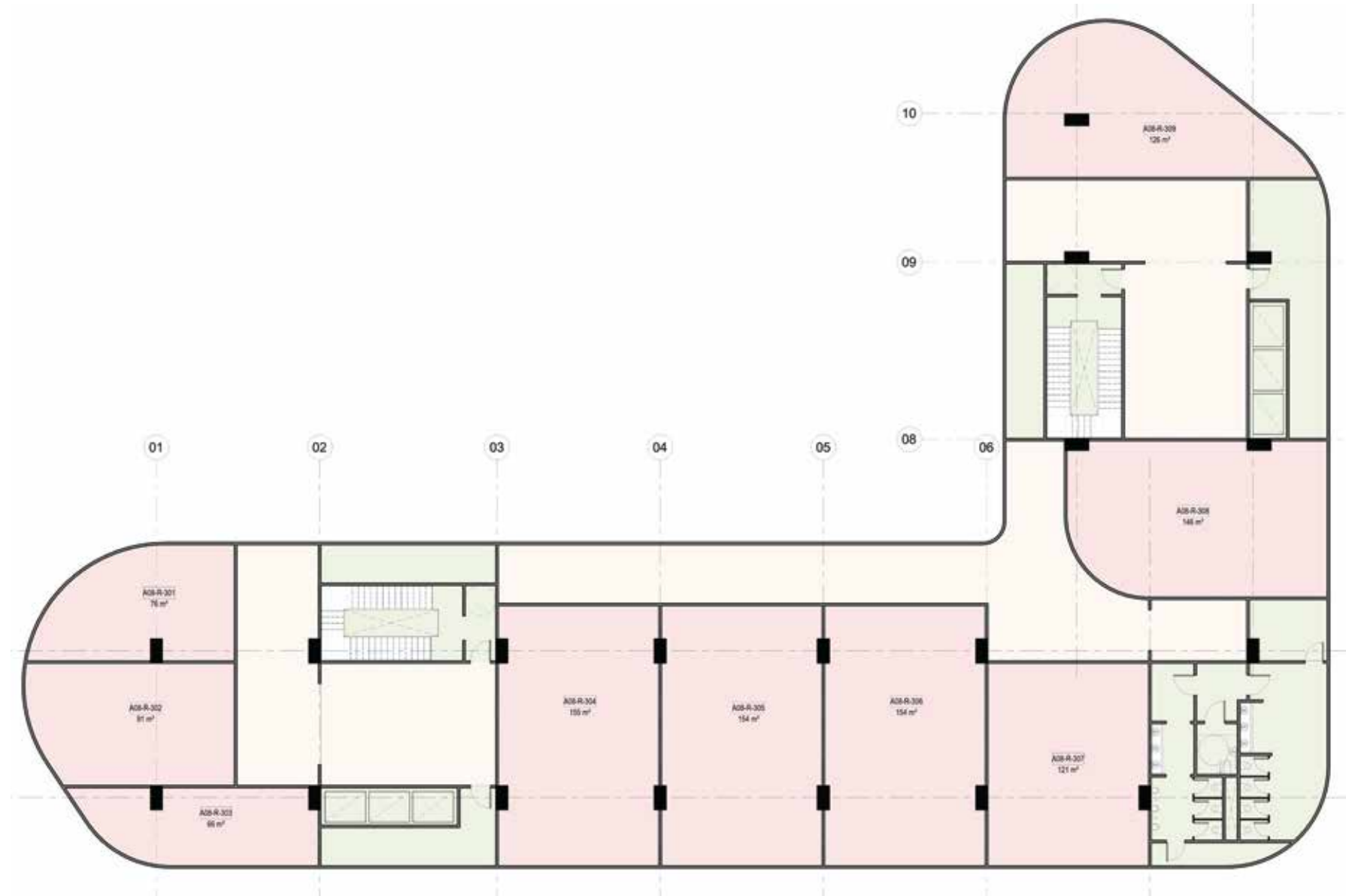
A08 - Floor Plan - Ground Floor



A08 - Floor Plan - 1st Floor



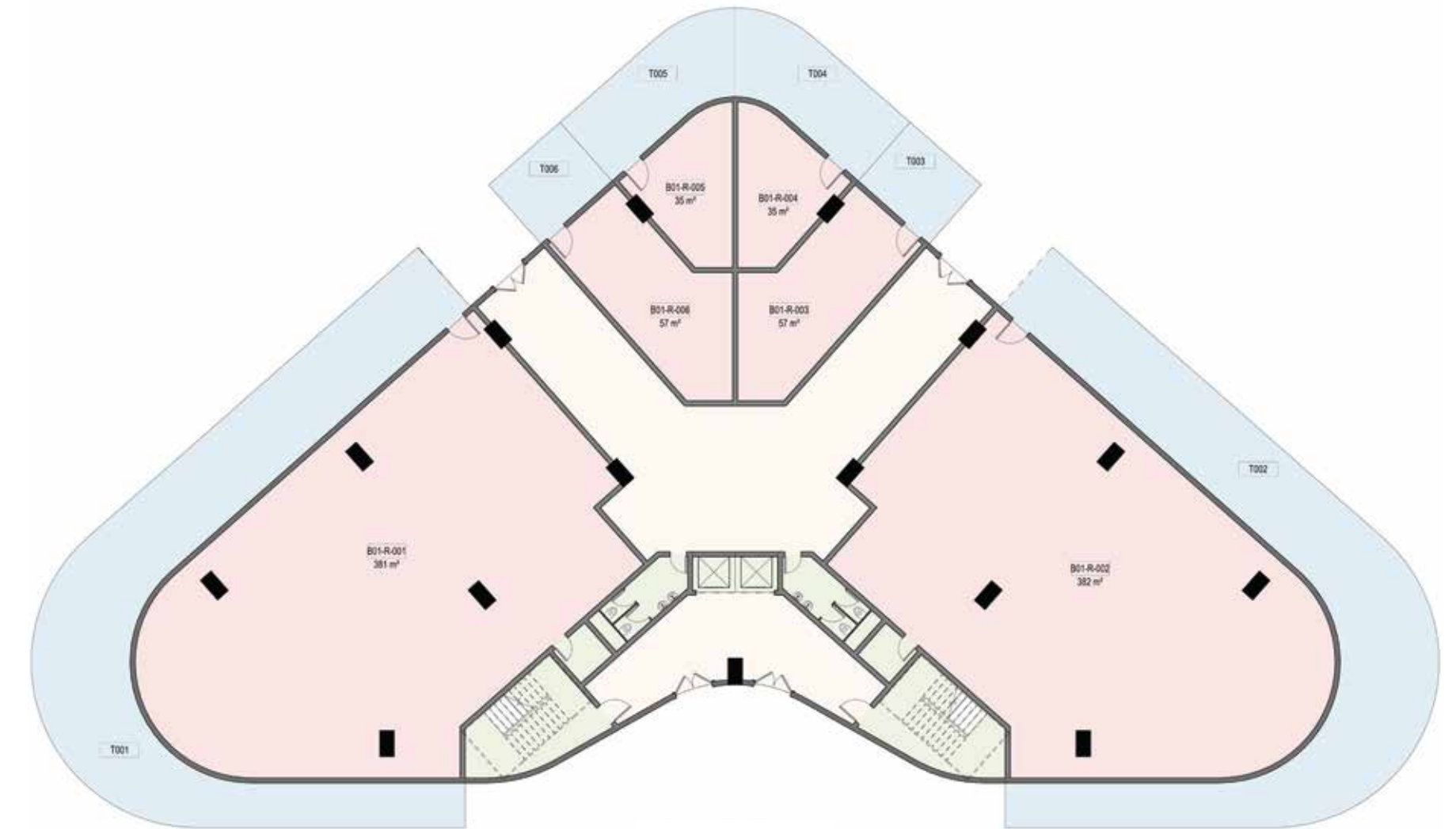
A08 - Floor Plan - 2nd Floor



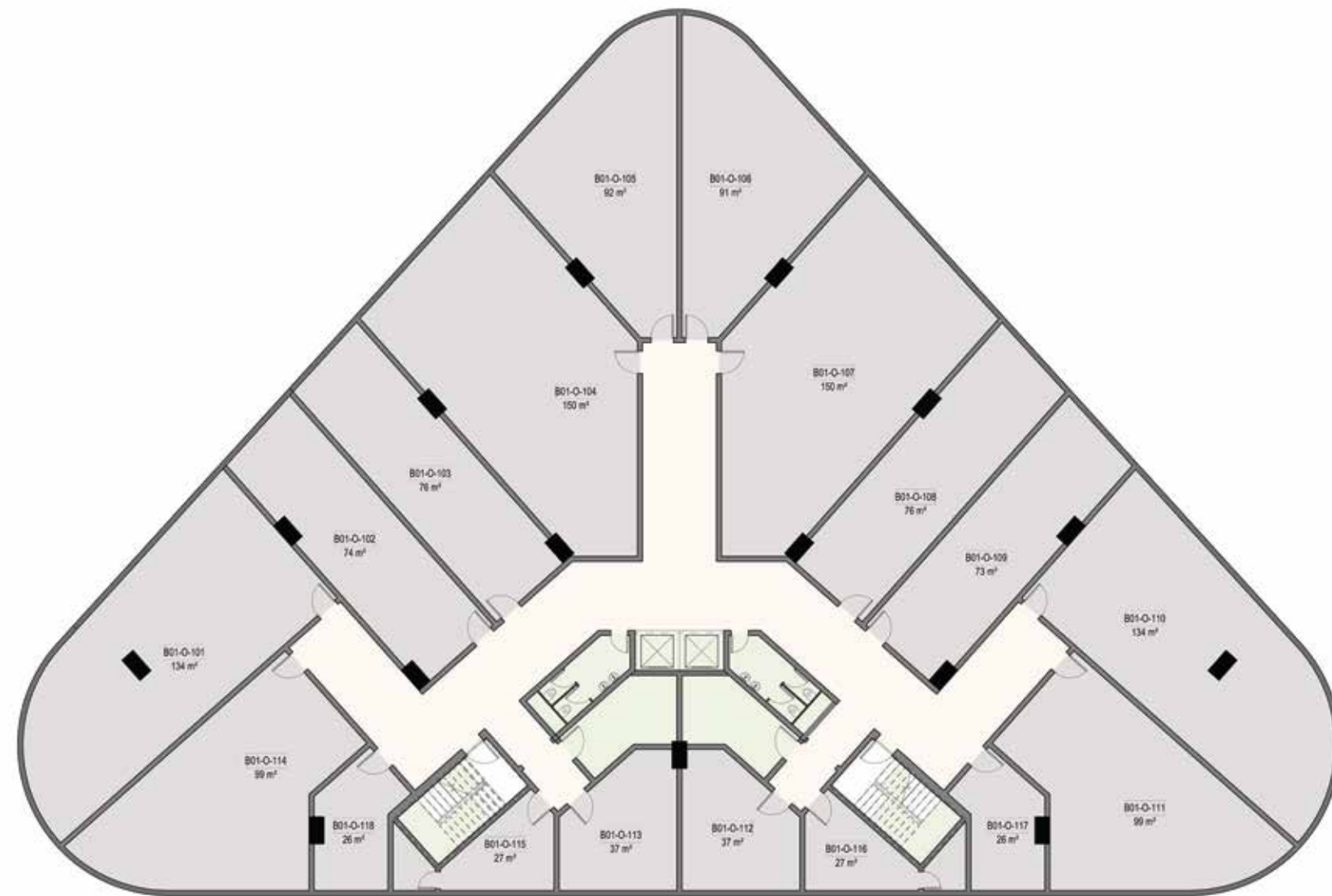
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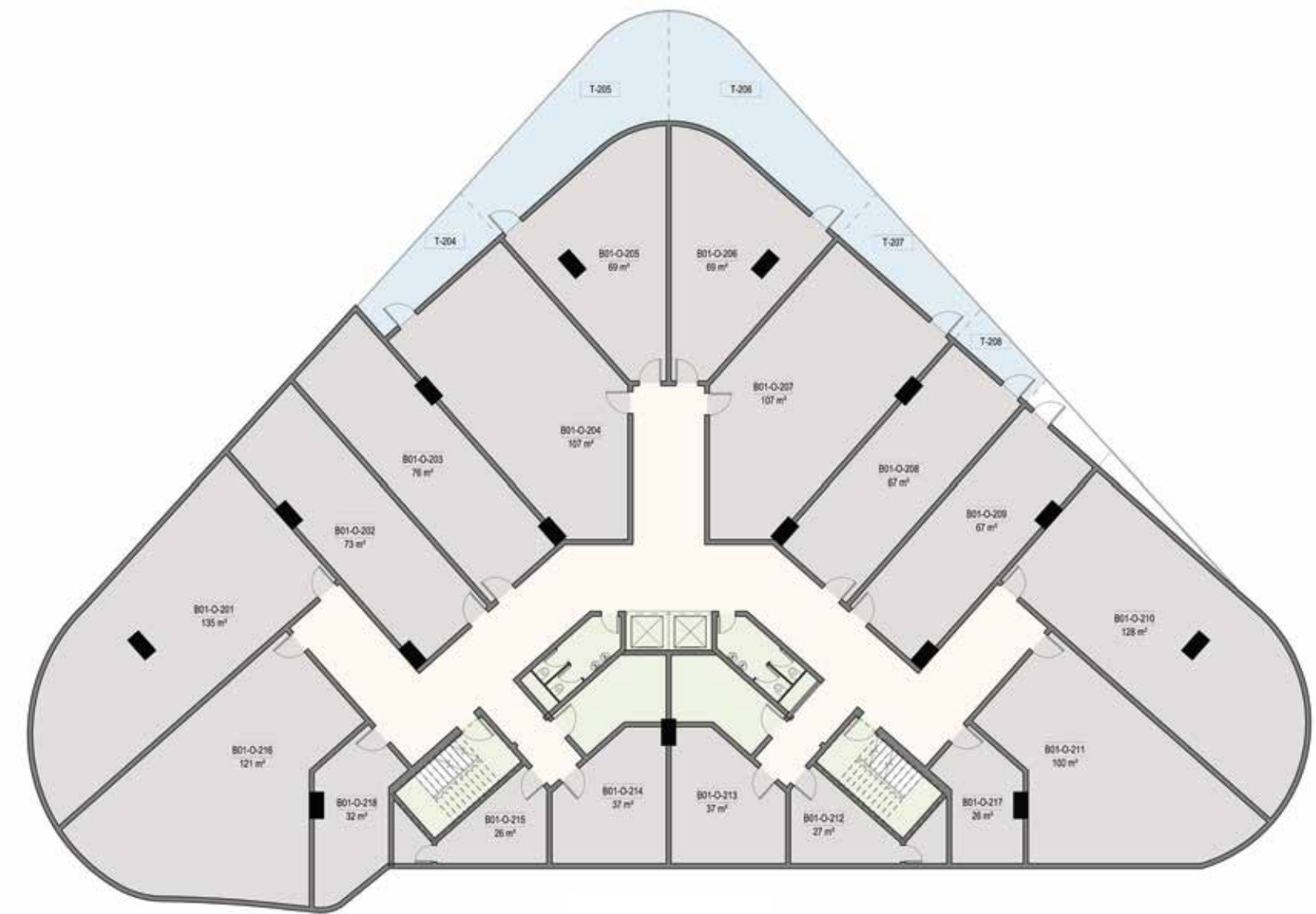
B01 - Floor Plan - Ground



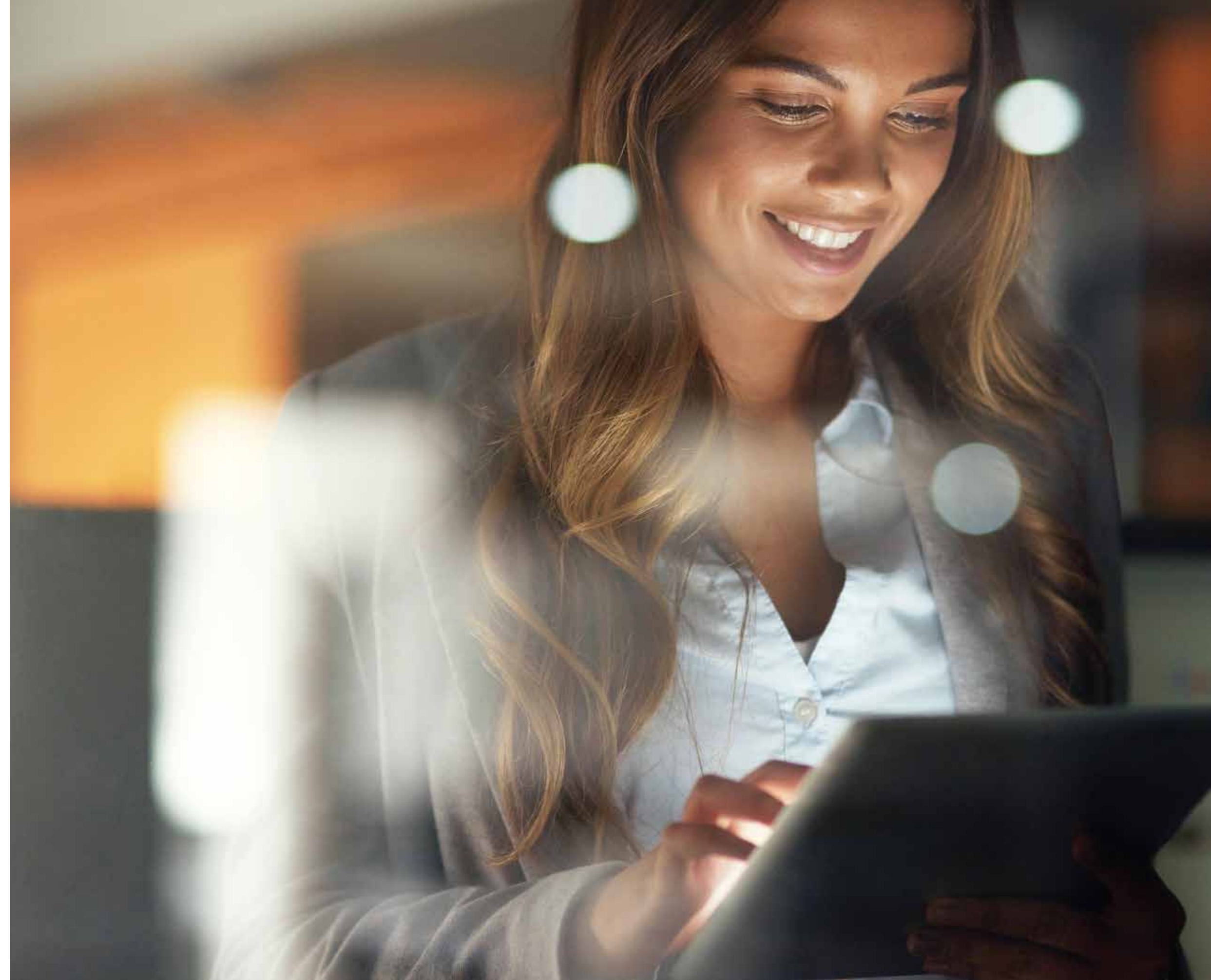
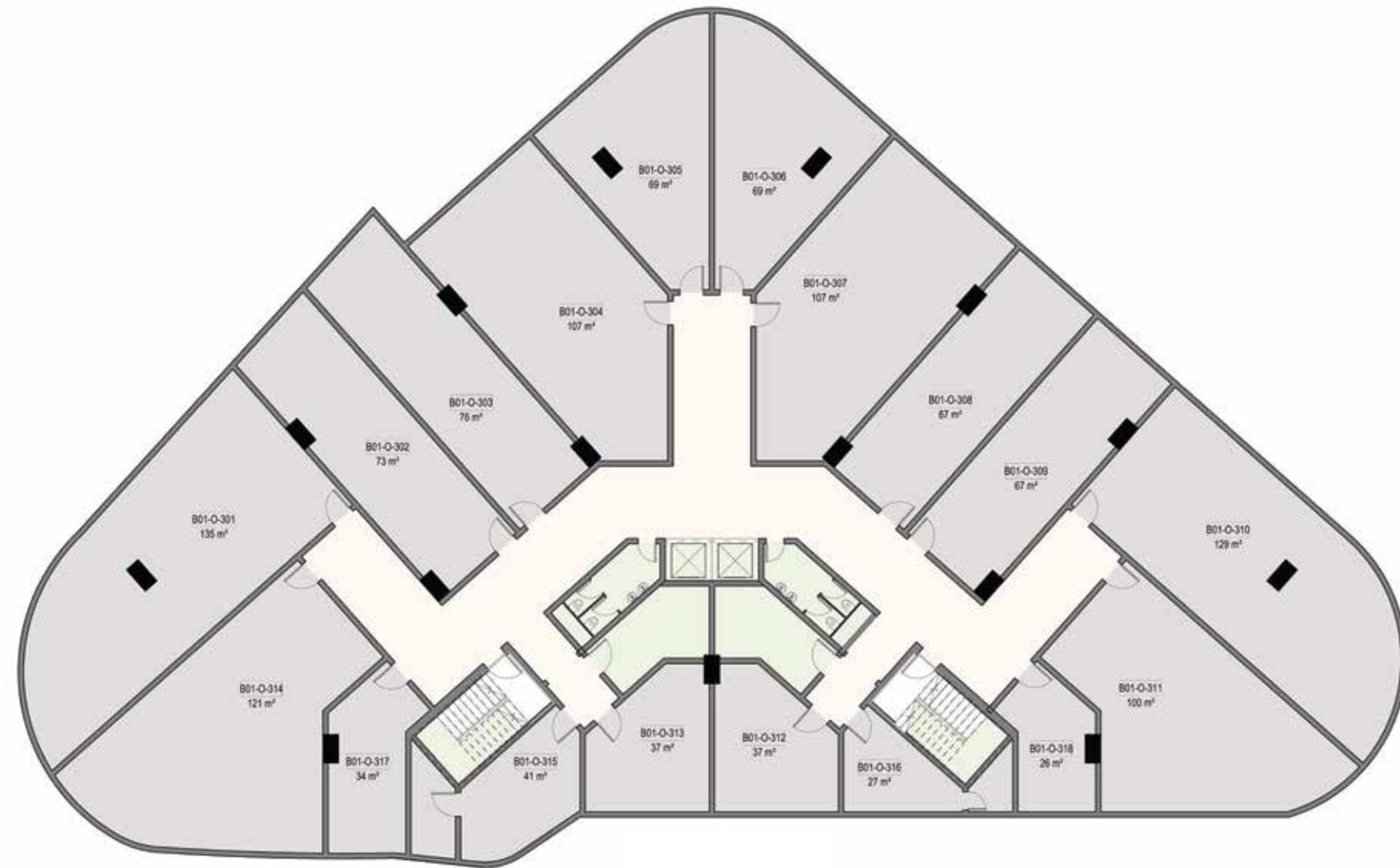
B01 - Floor Plan - 1st Floor



B01 - Floor Plan - 2nd Floor



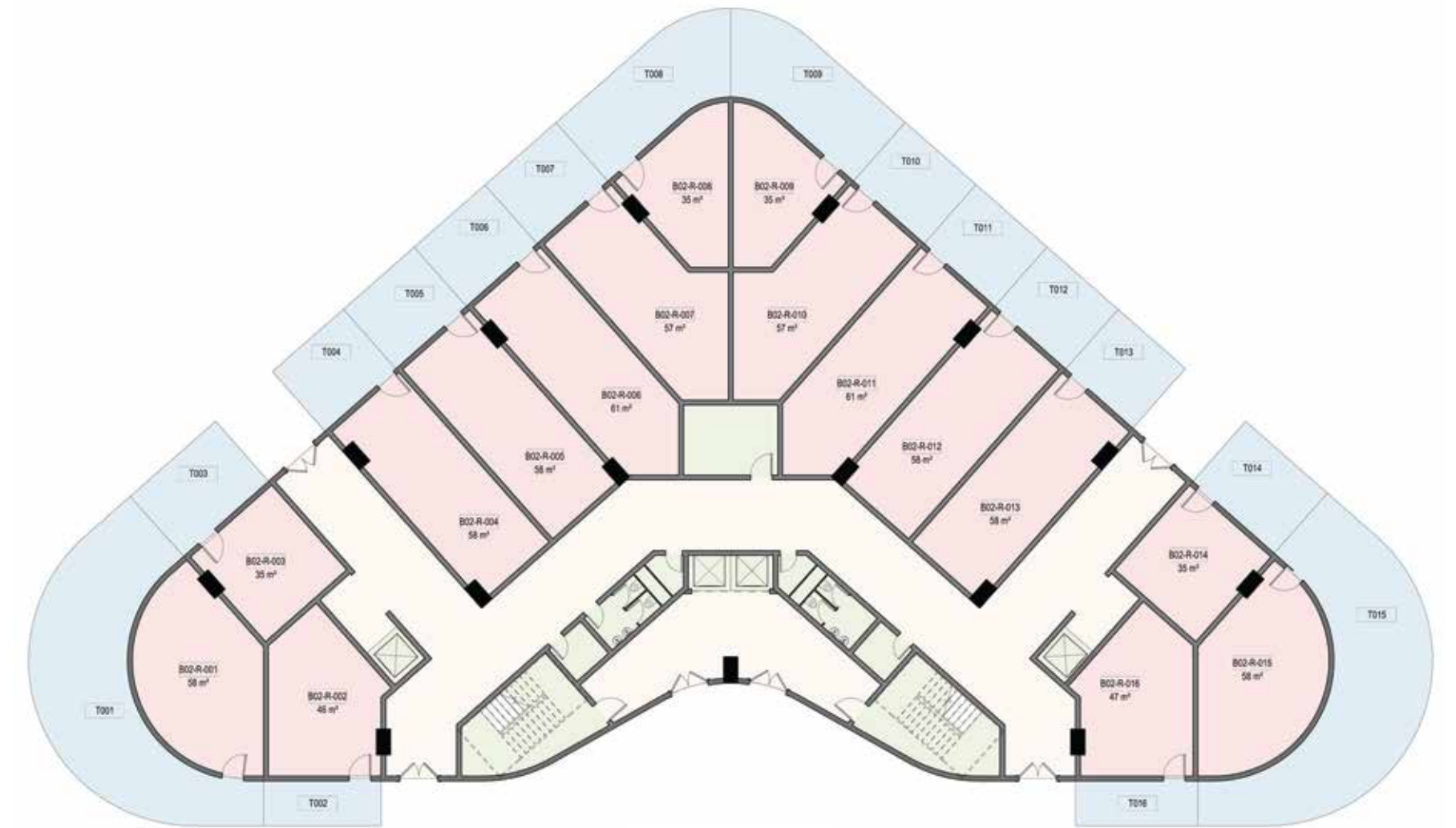
B01 - Floor Plan - 3rd Floor



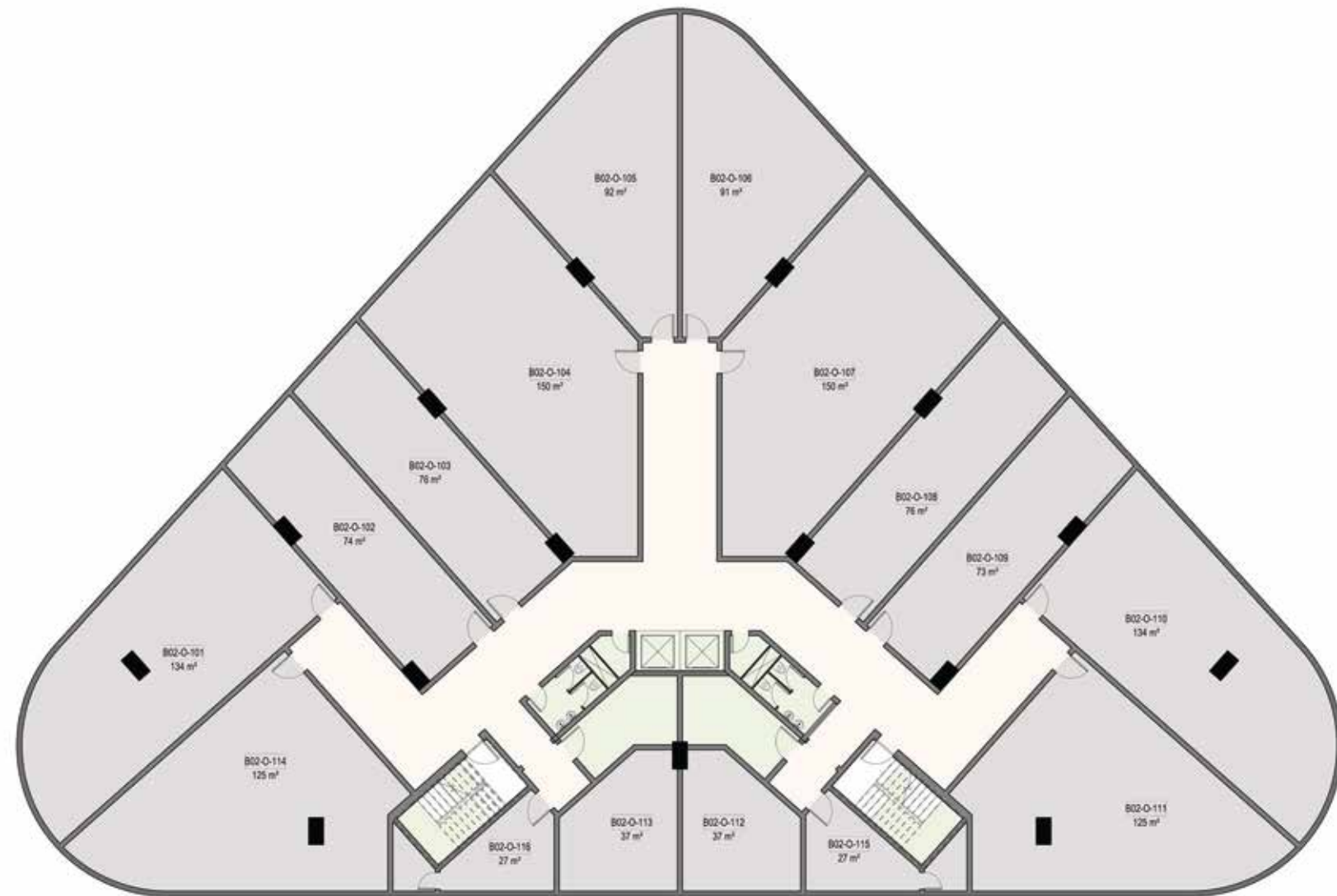
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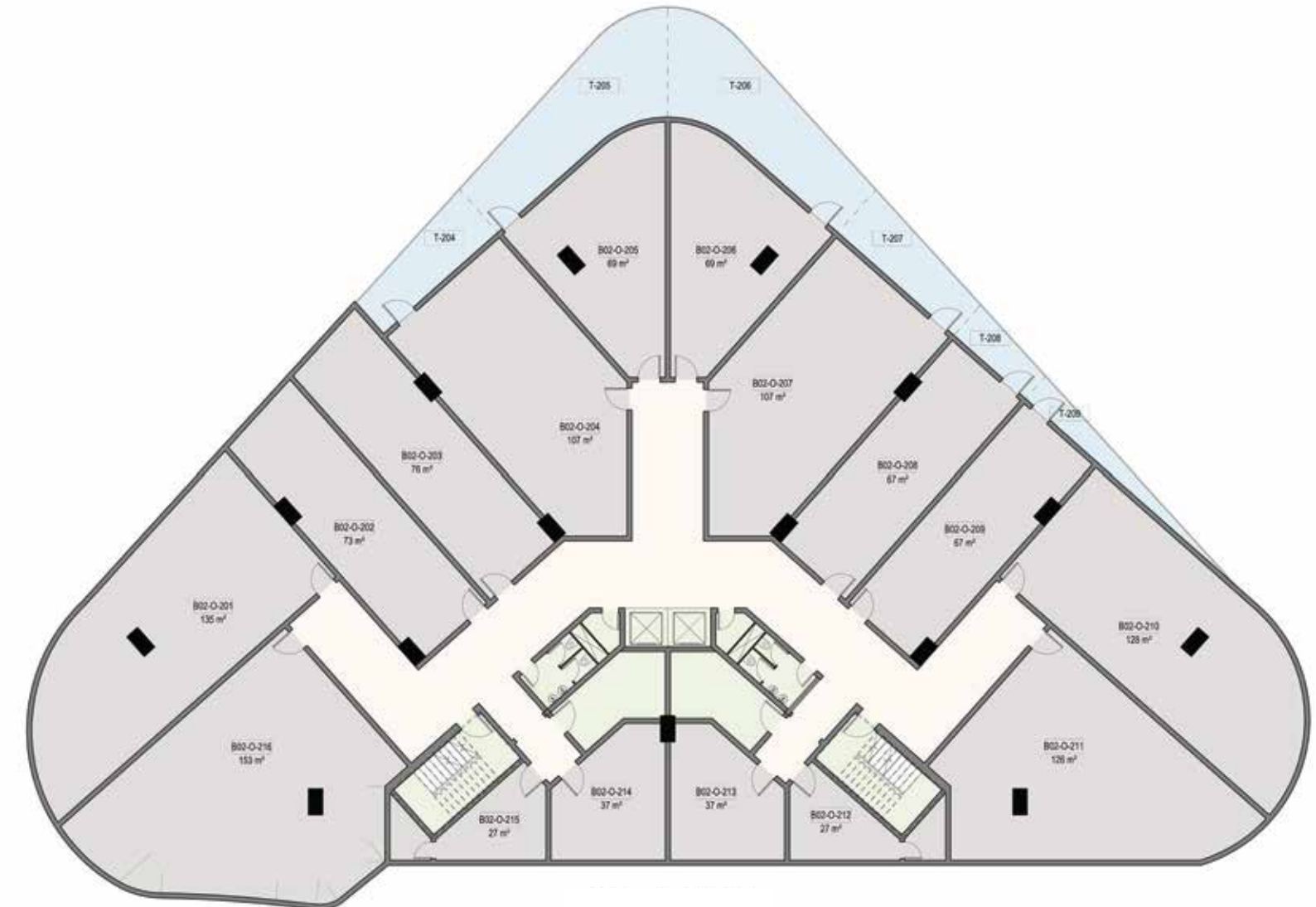
B02 - Floor Plan - Ground



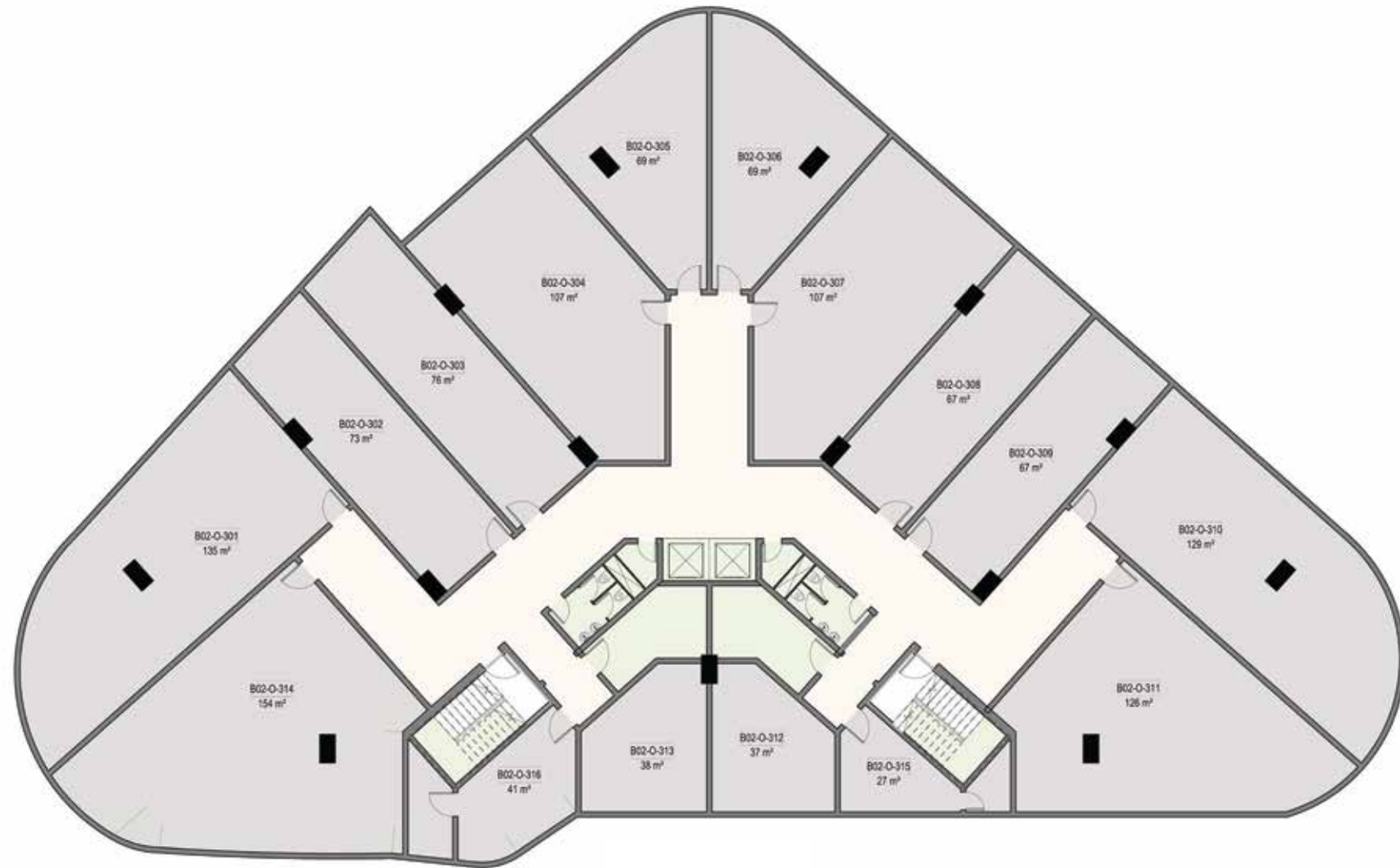
B02 - Floor Plan - 1st Floor



B02 - Floor Plan - 2nd Floor



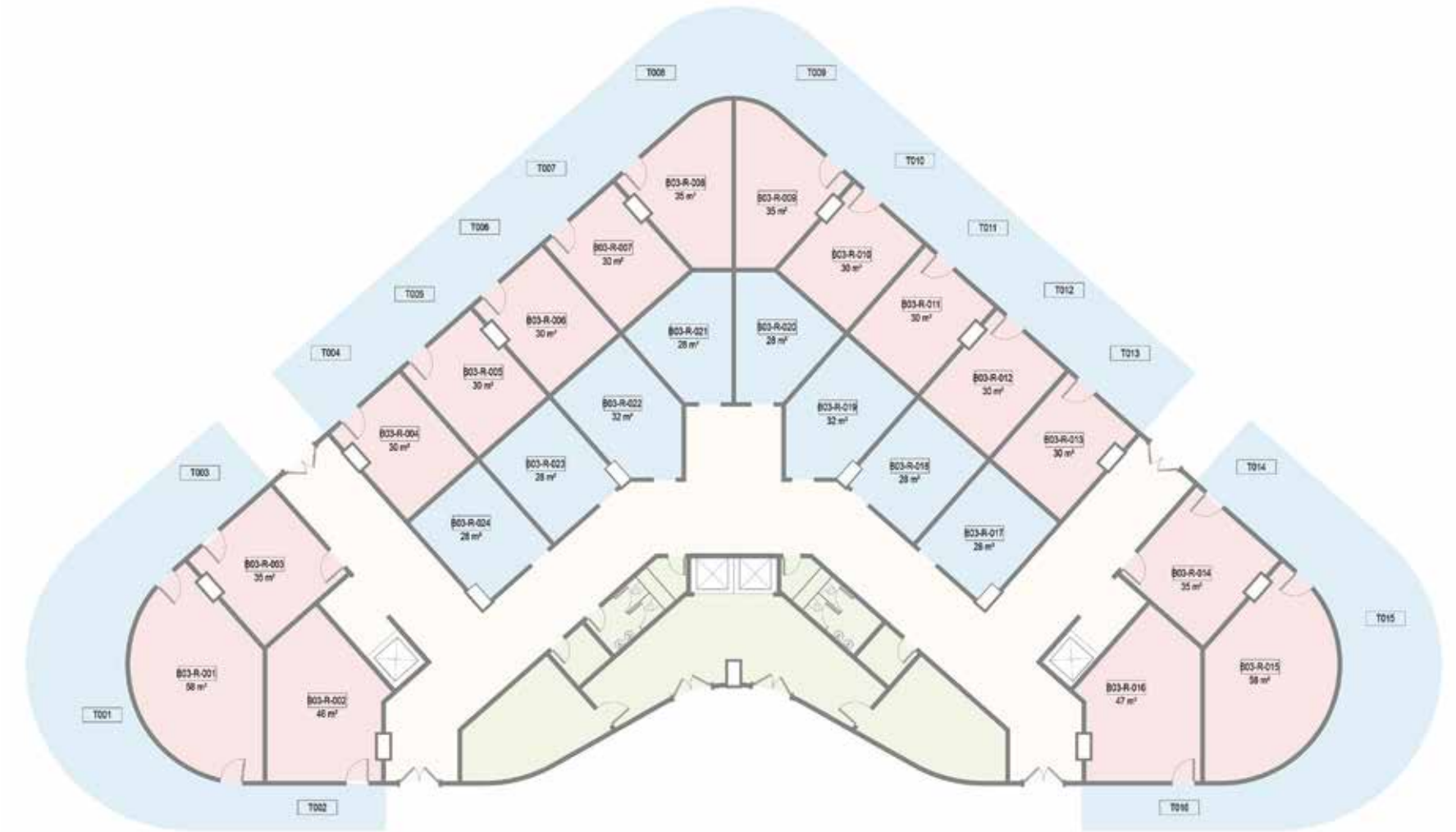
B02 - Floor Plan - 3rd Floor



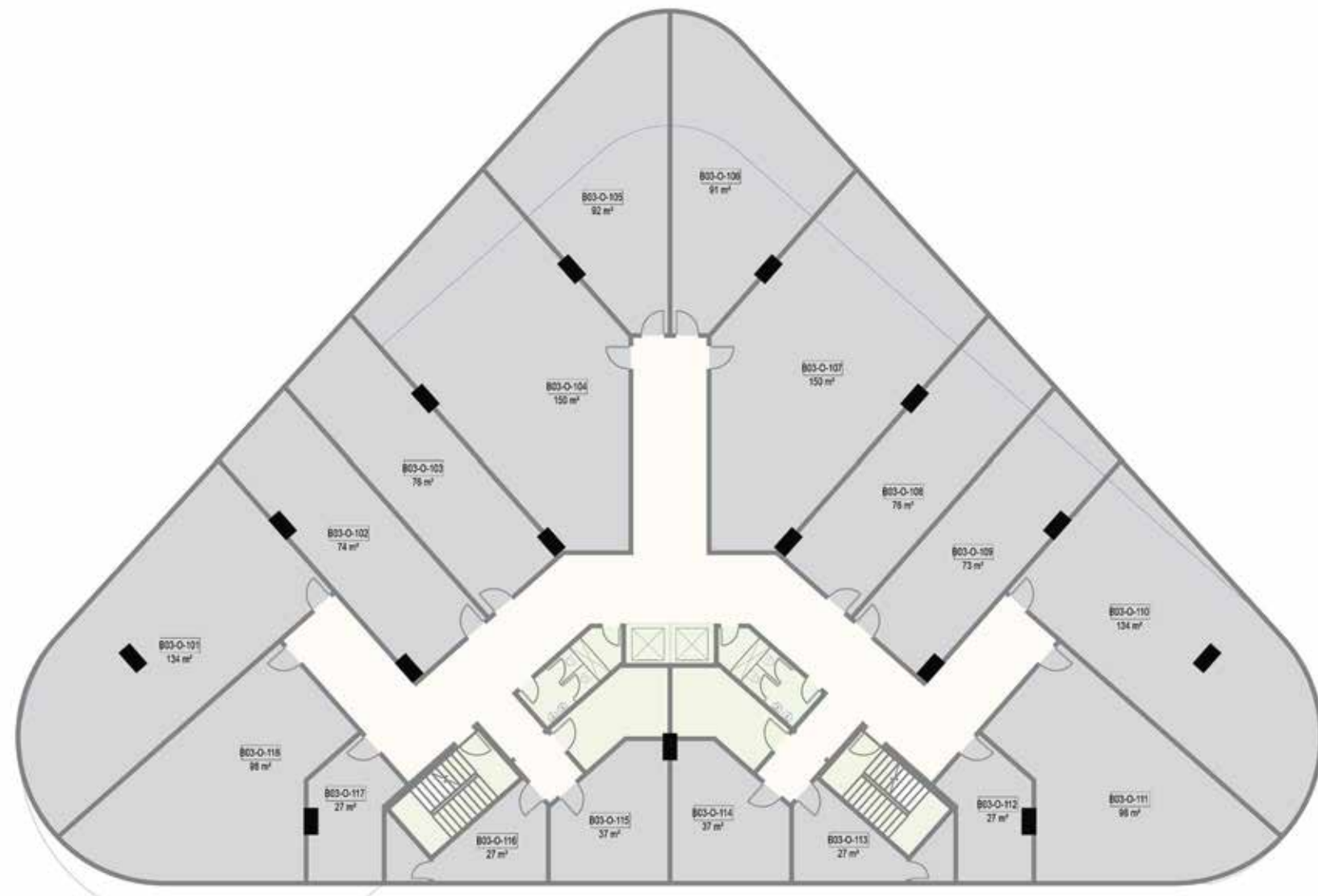
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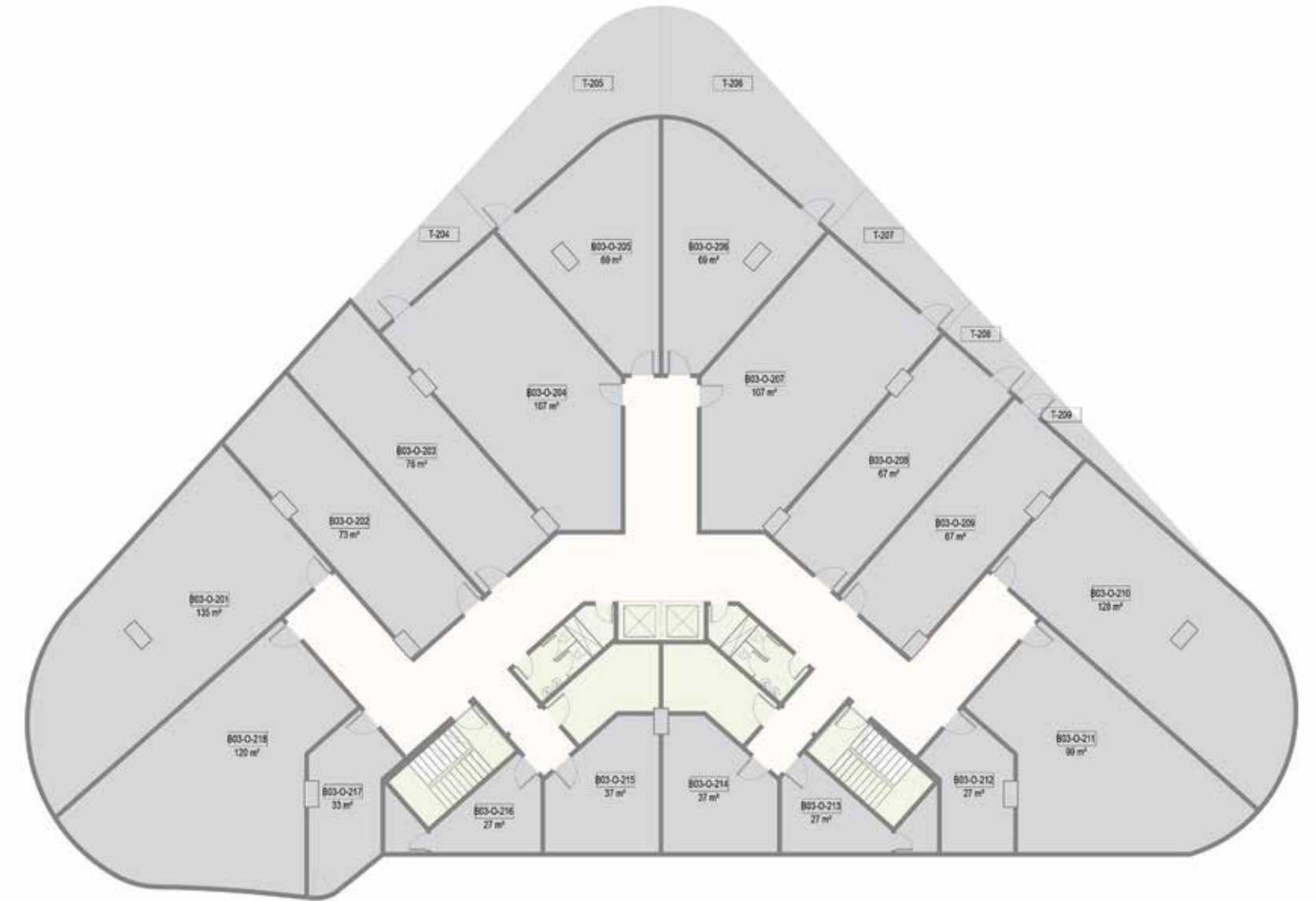
B03 - Floor Plan - Ground



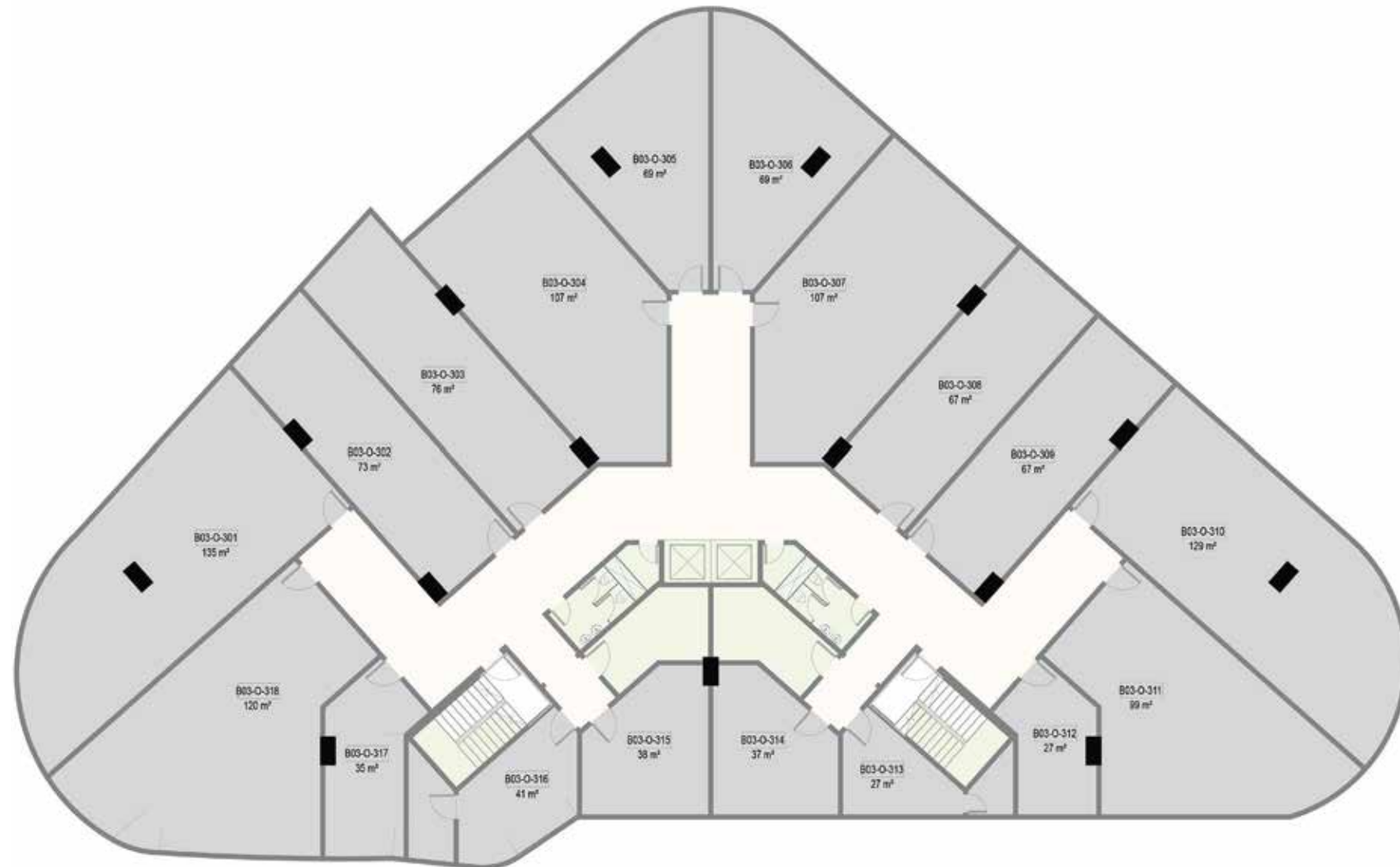
B03 - Floor Plan - 1st Floor



B03 - Floor Plan - 2nd Floor



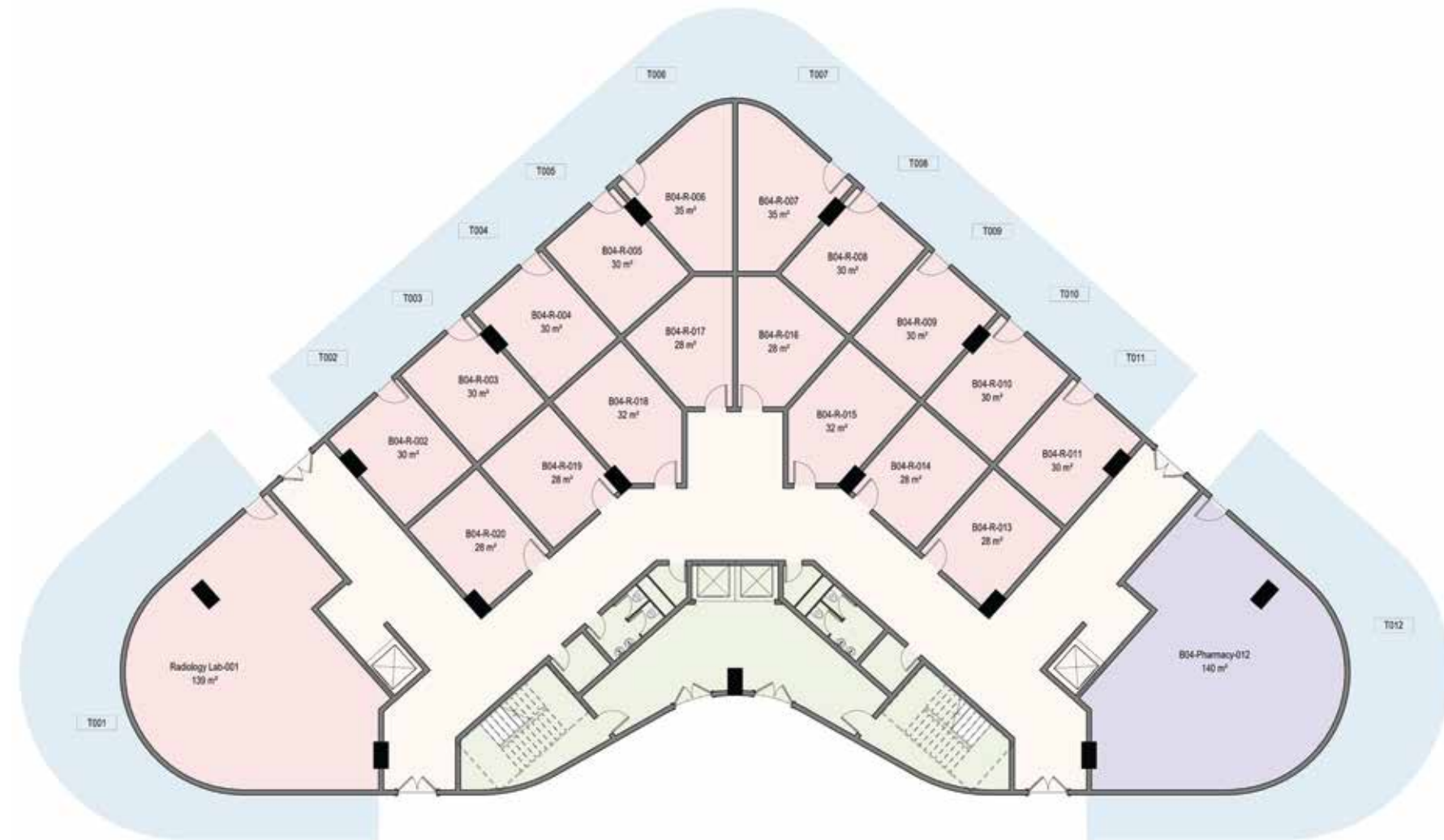
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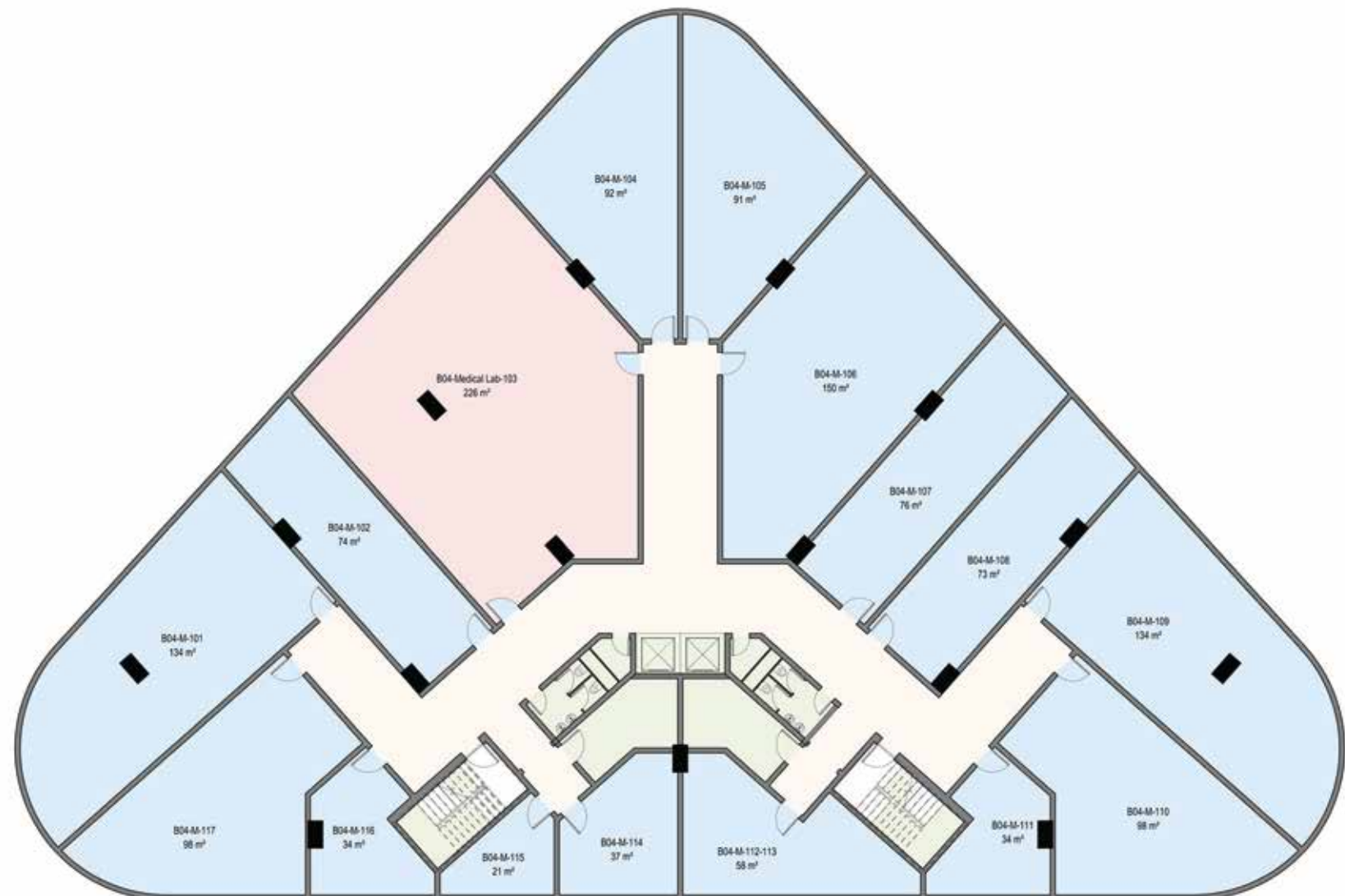
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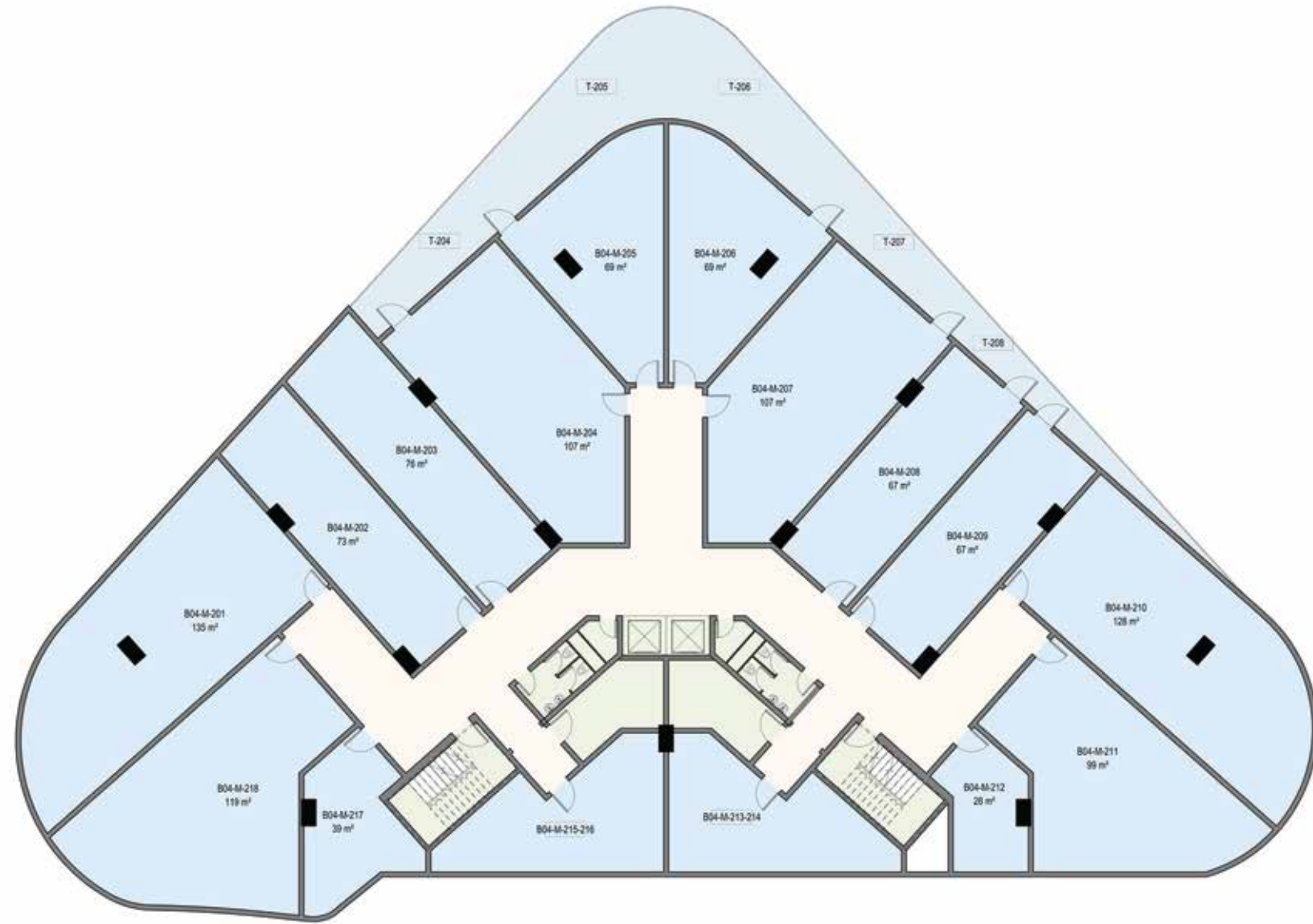
B04 - Floor Plan - Ground



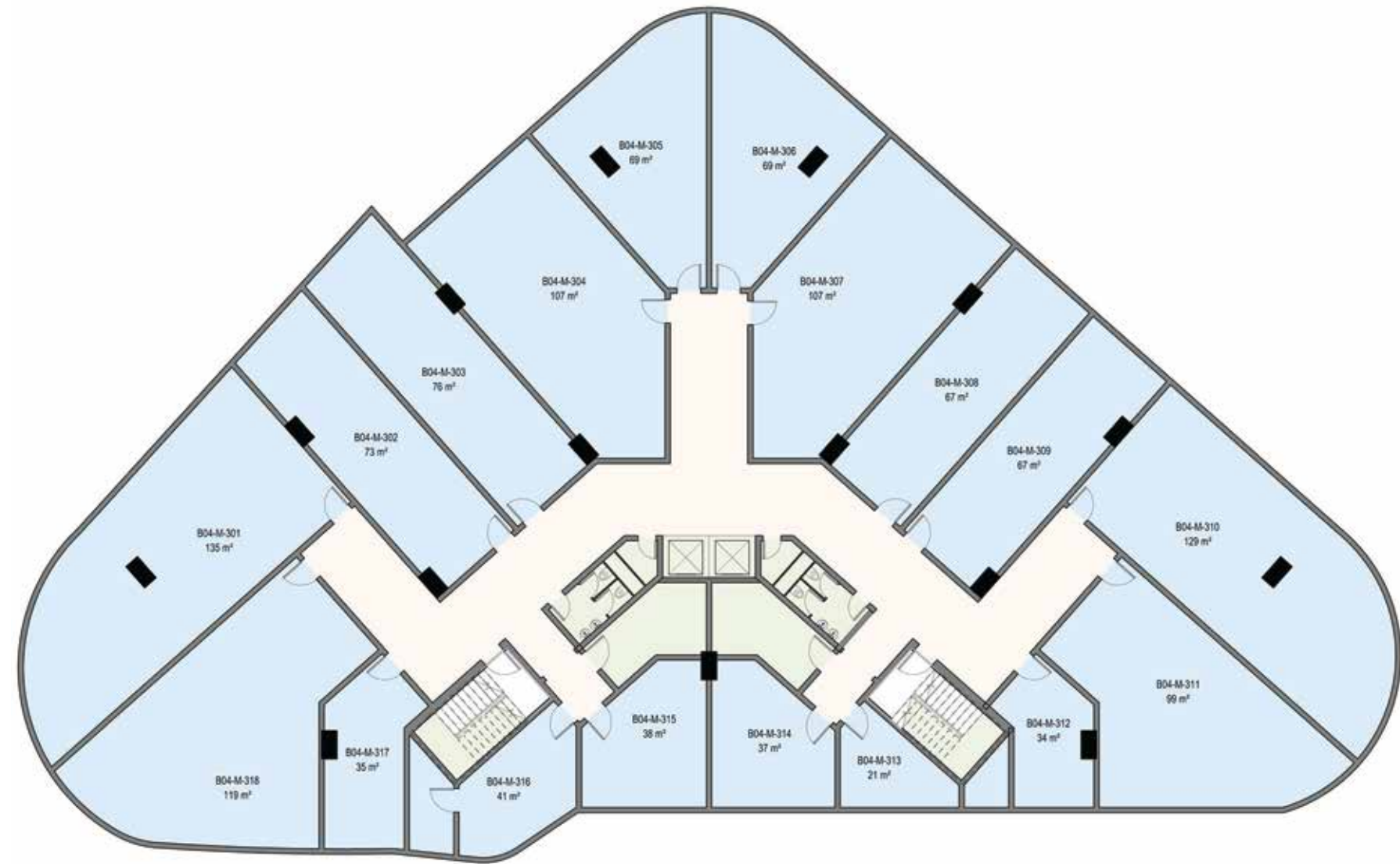
B04 - Floor Plan - 1st Floor



B04 - Floor Plan - 2nd Floor



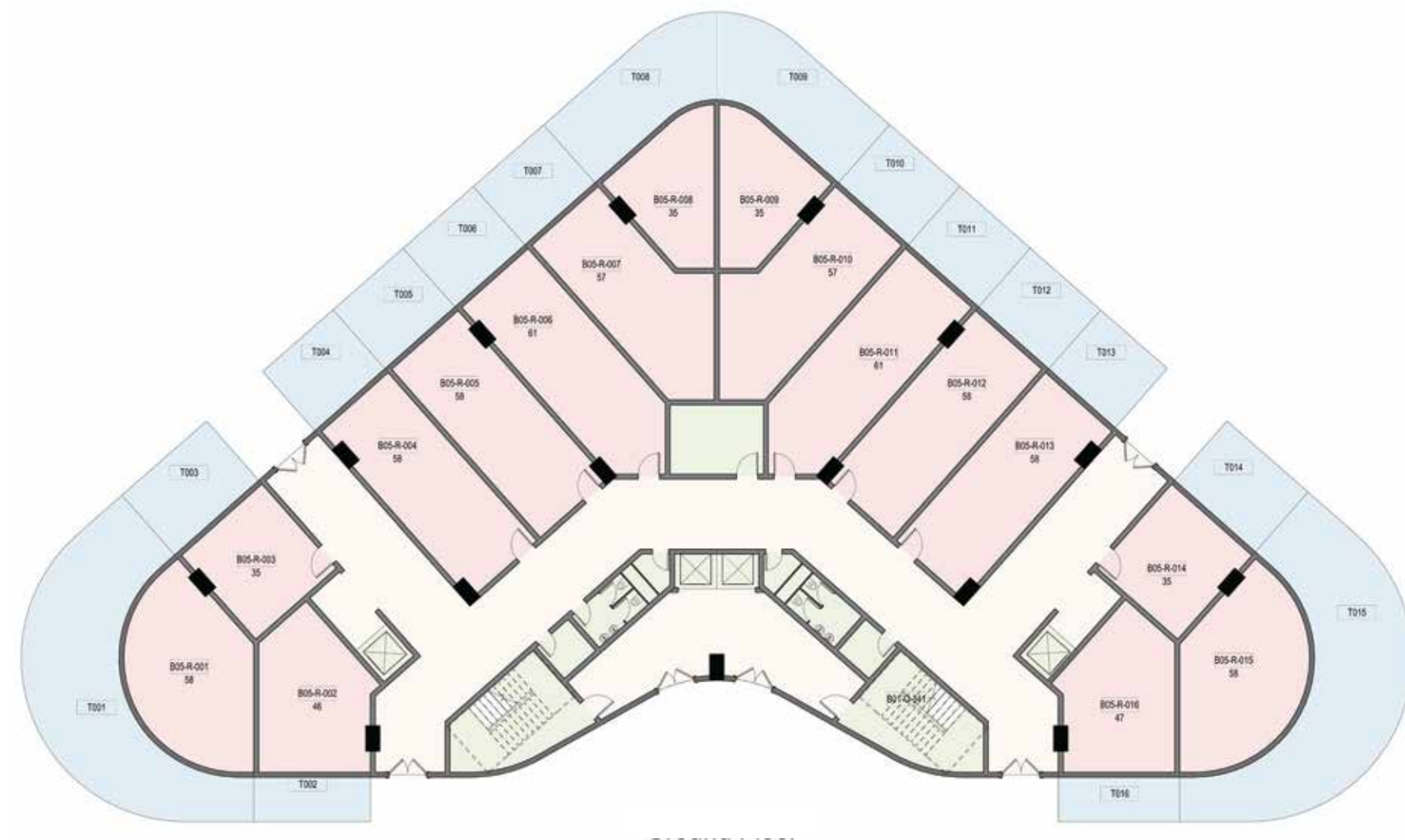
B04 - Floor Plan - 3rd Floor



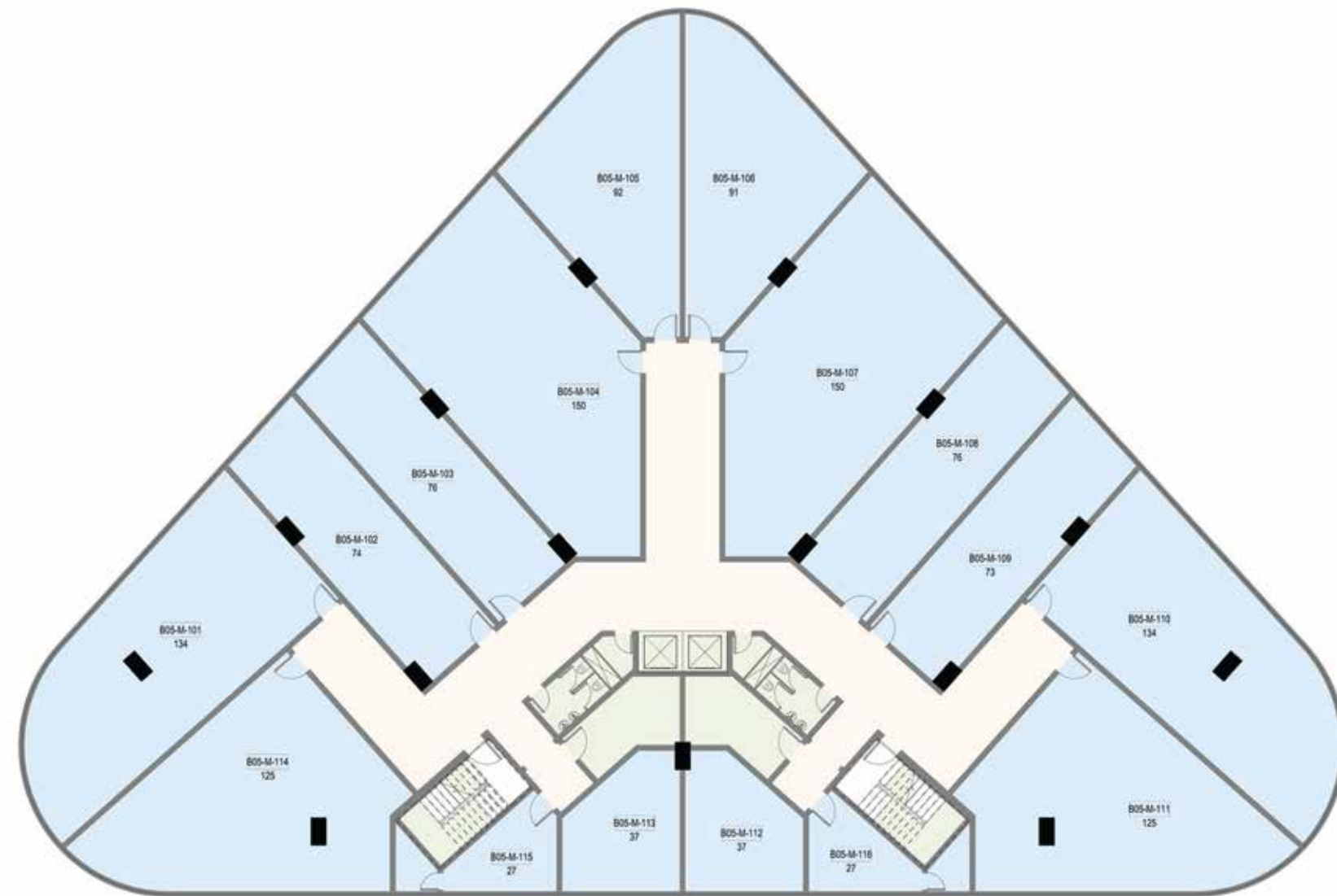
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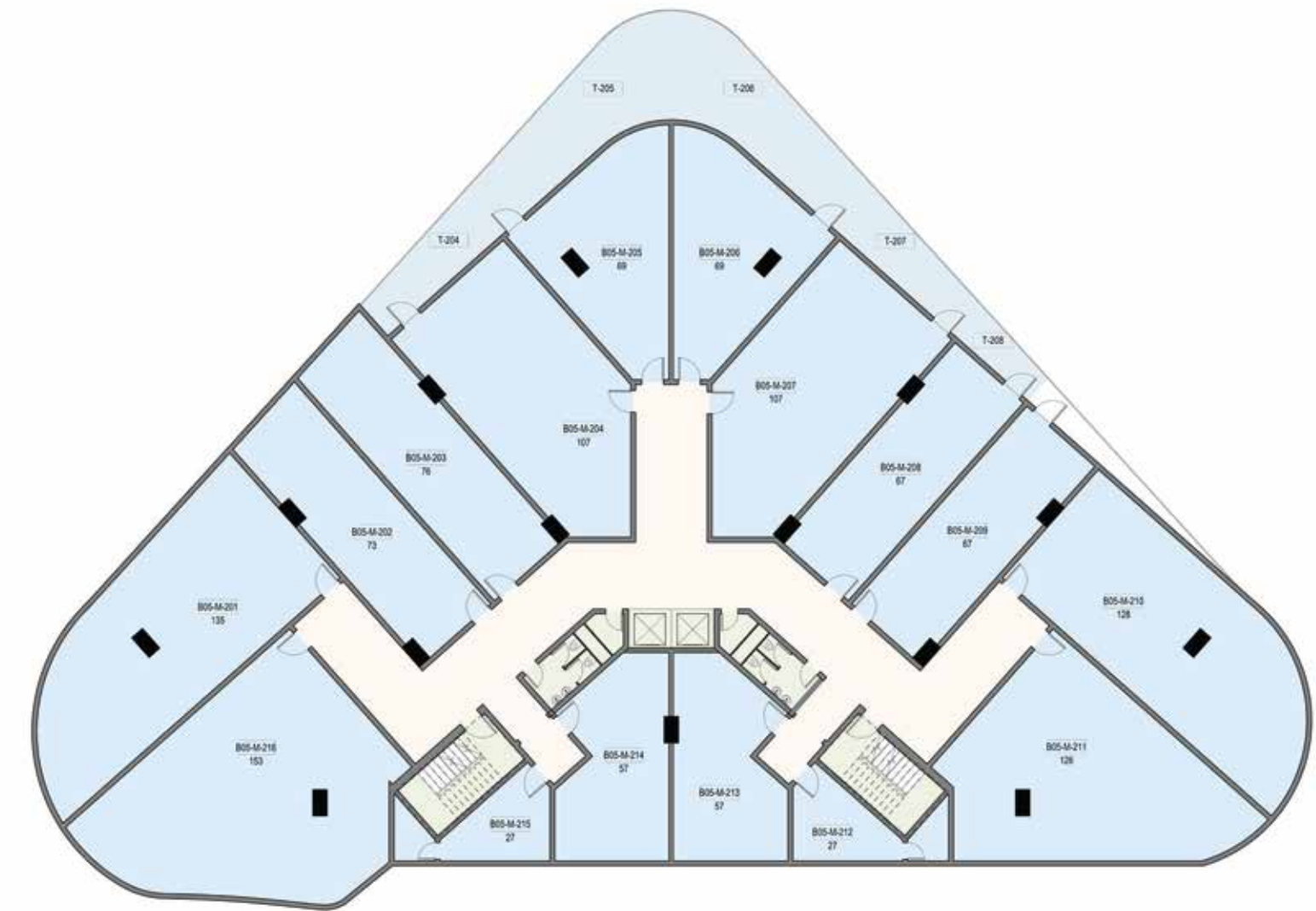
B05 - Floor Plan - Ground



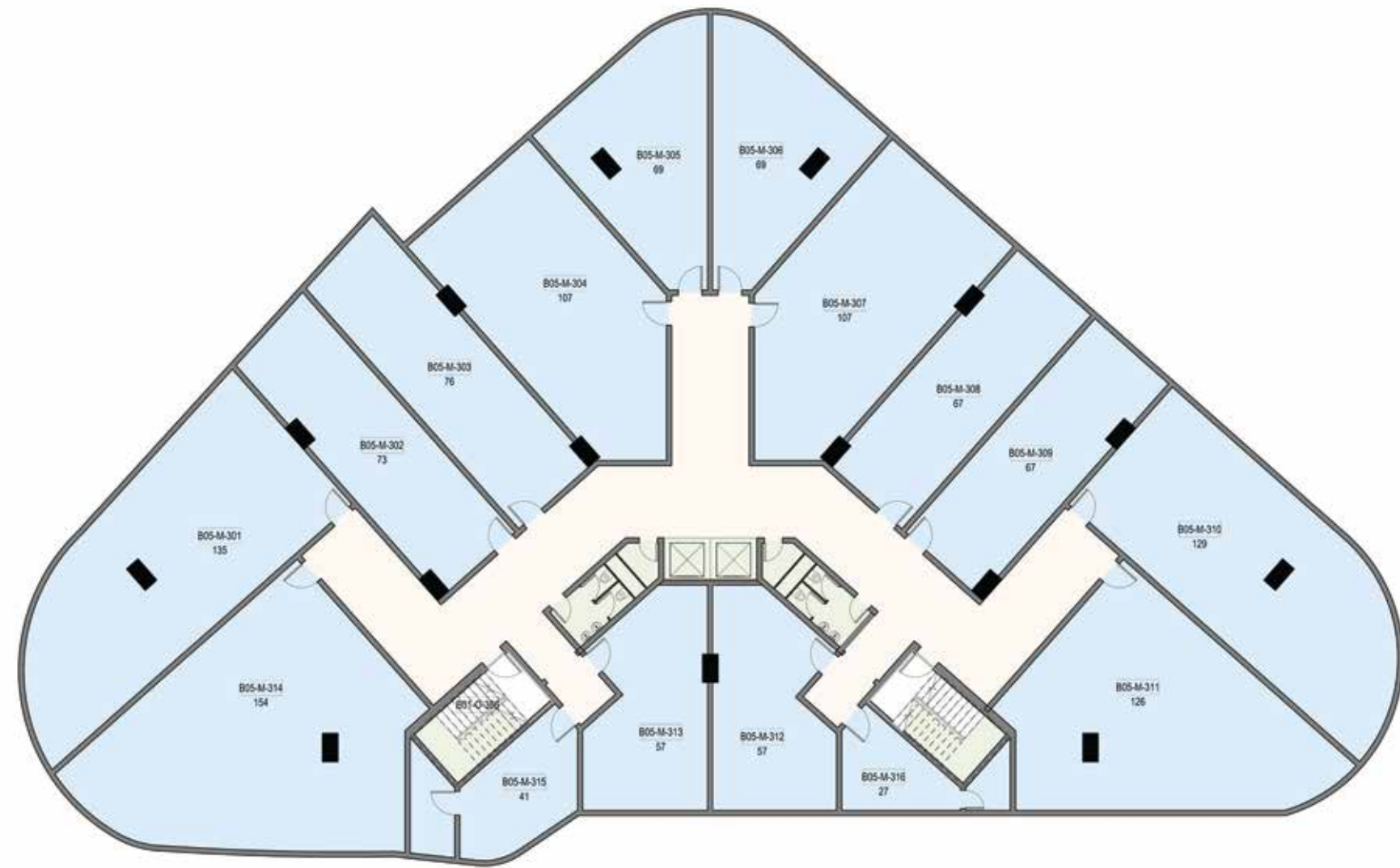
B05 - Floor Plan - 1st Floor



B05 - Floor Plan - 2nd Floor

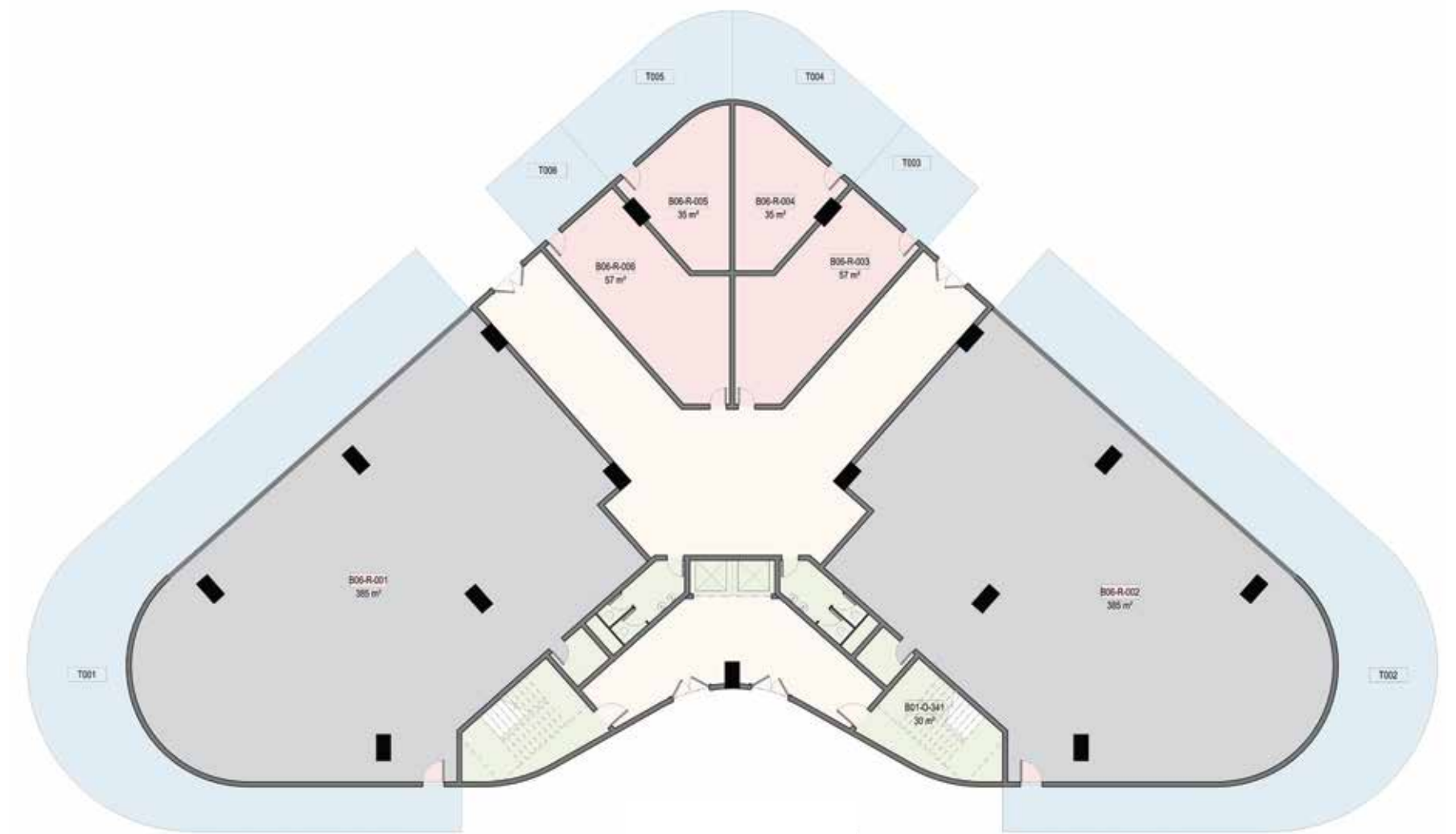


B05 - Floor Plan - 3rd Floor

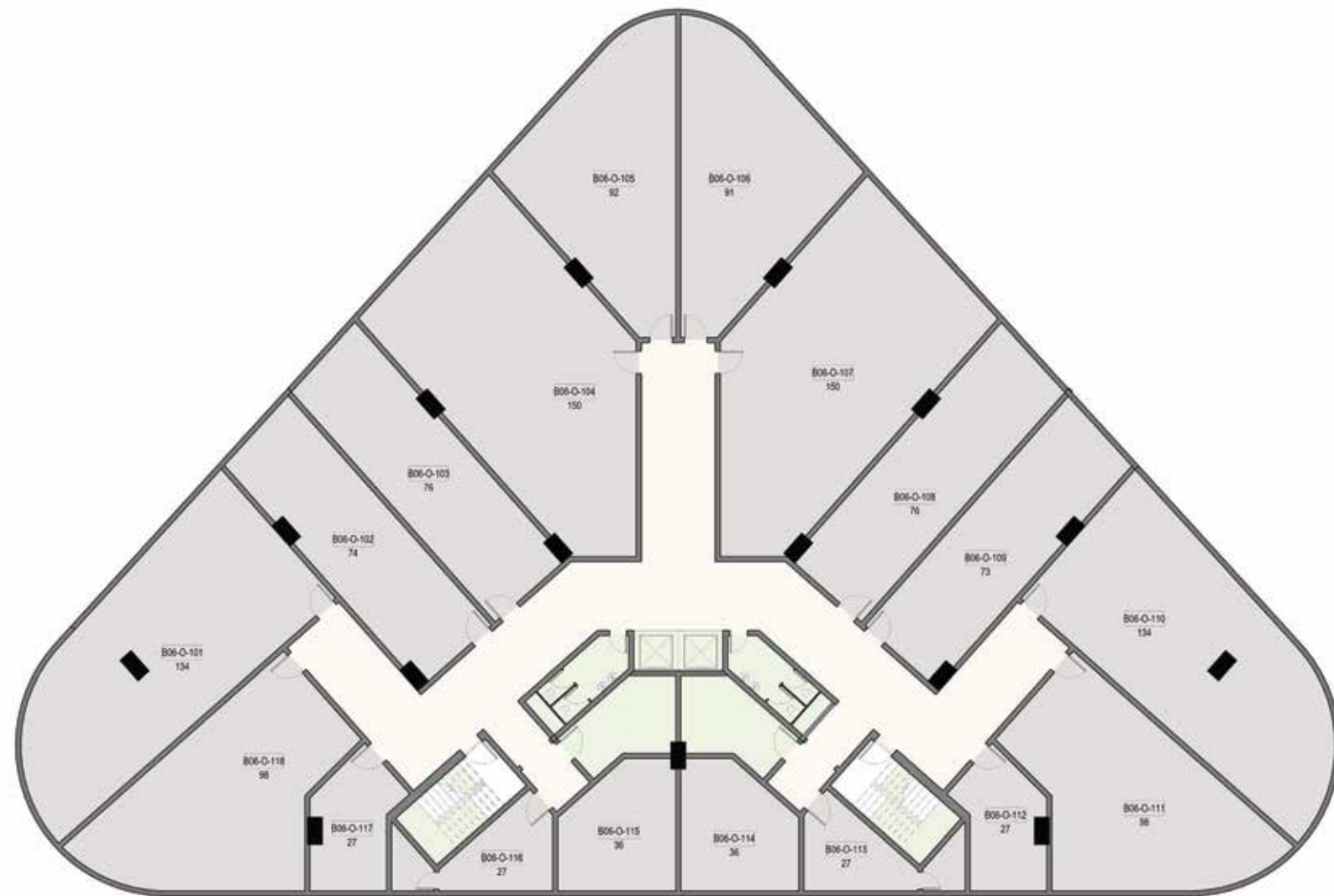




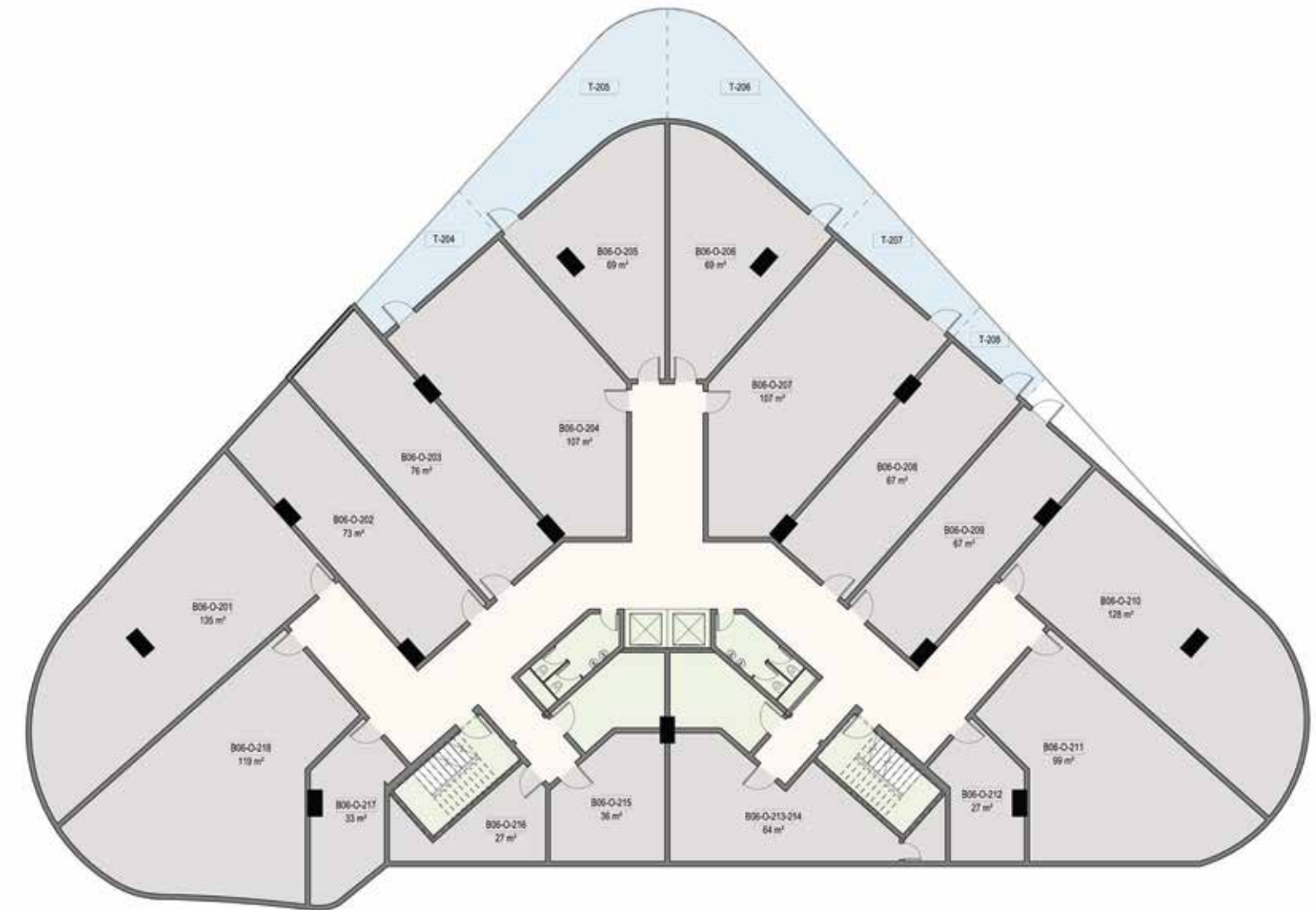
B06 - Floor Plan - Ground



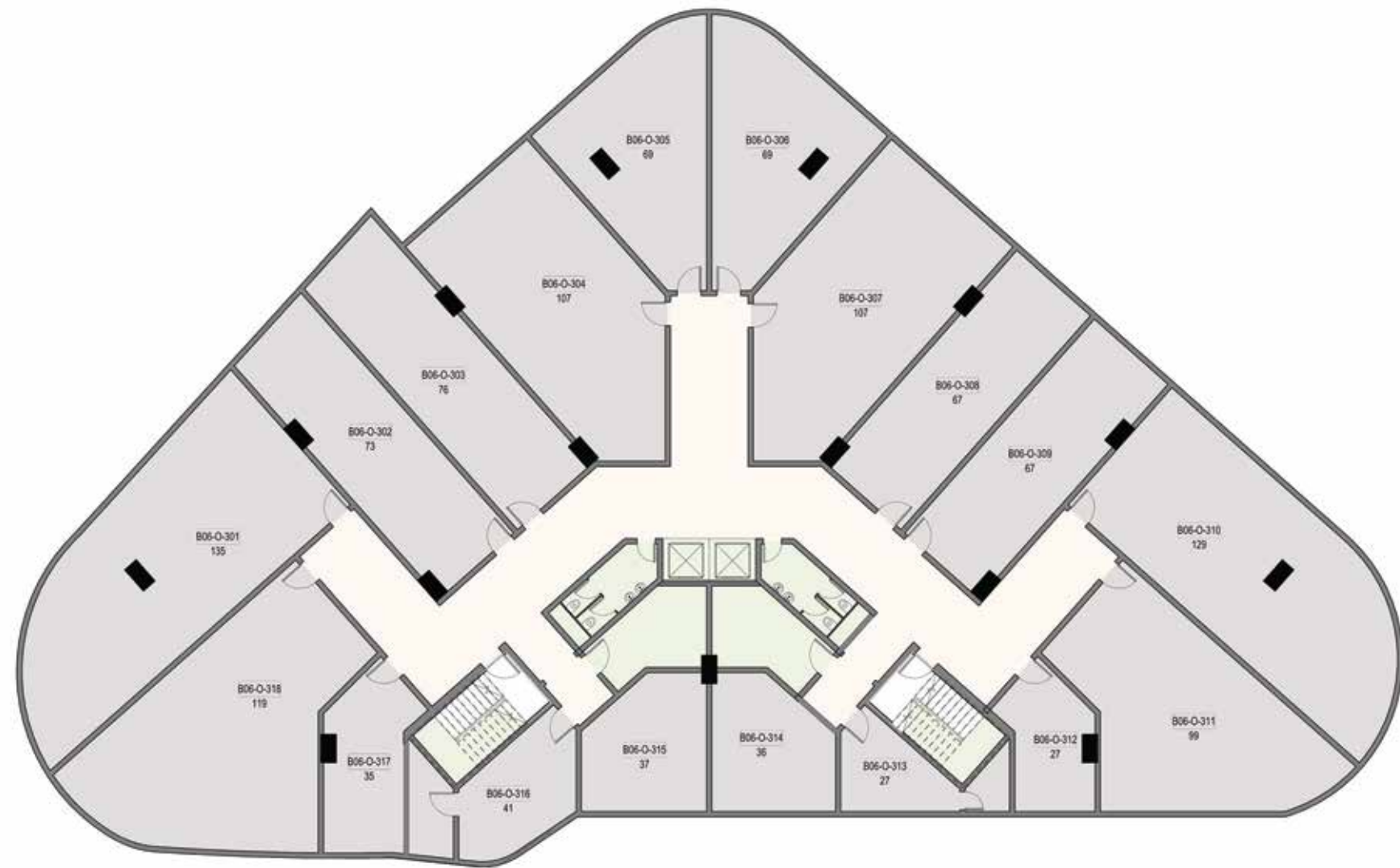
B06 - Floor Plan - 1st Floor



B06 - Floor Plan - 2nd Floor



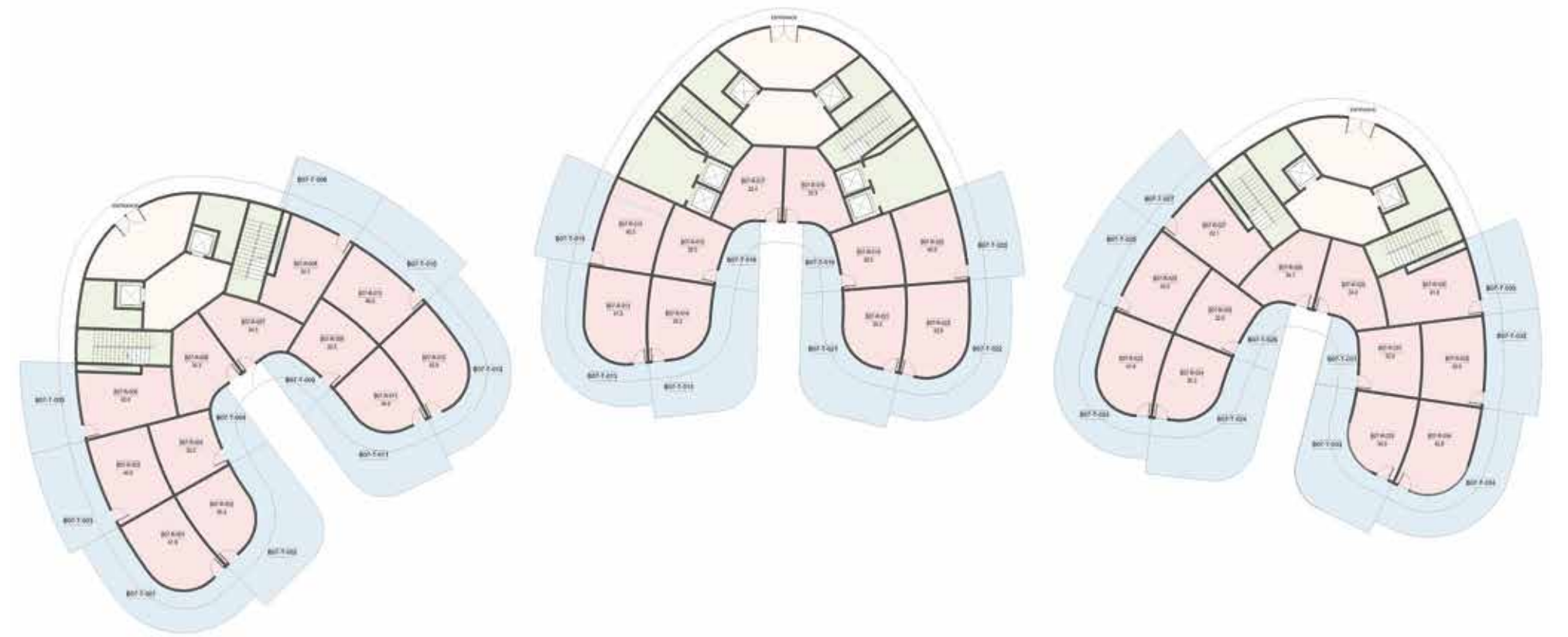
B06 - Floor Plan - 3rd Floor



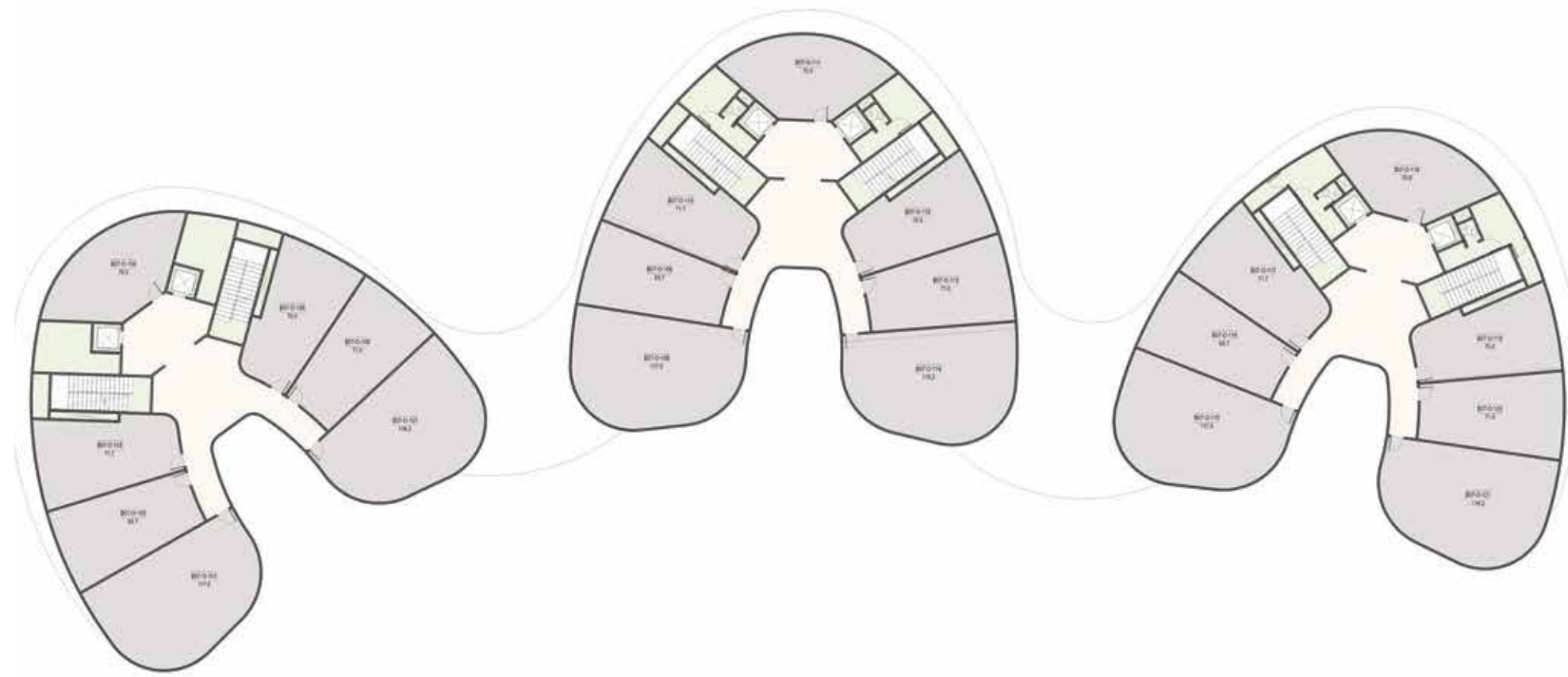
B07



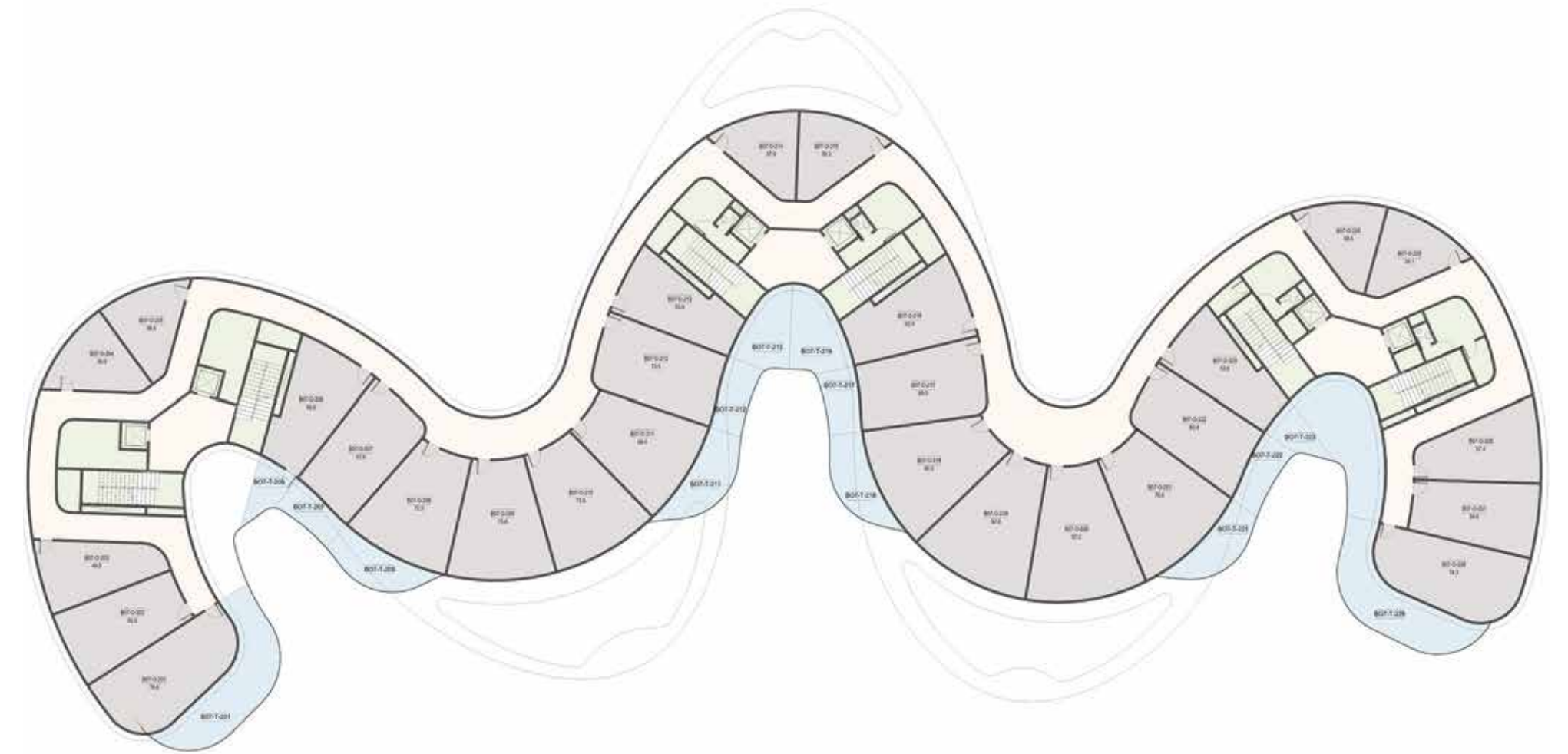
B07 - Floor Plan - Ground



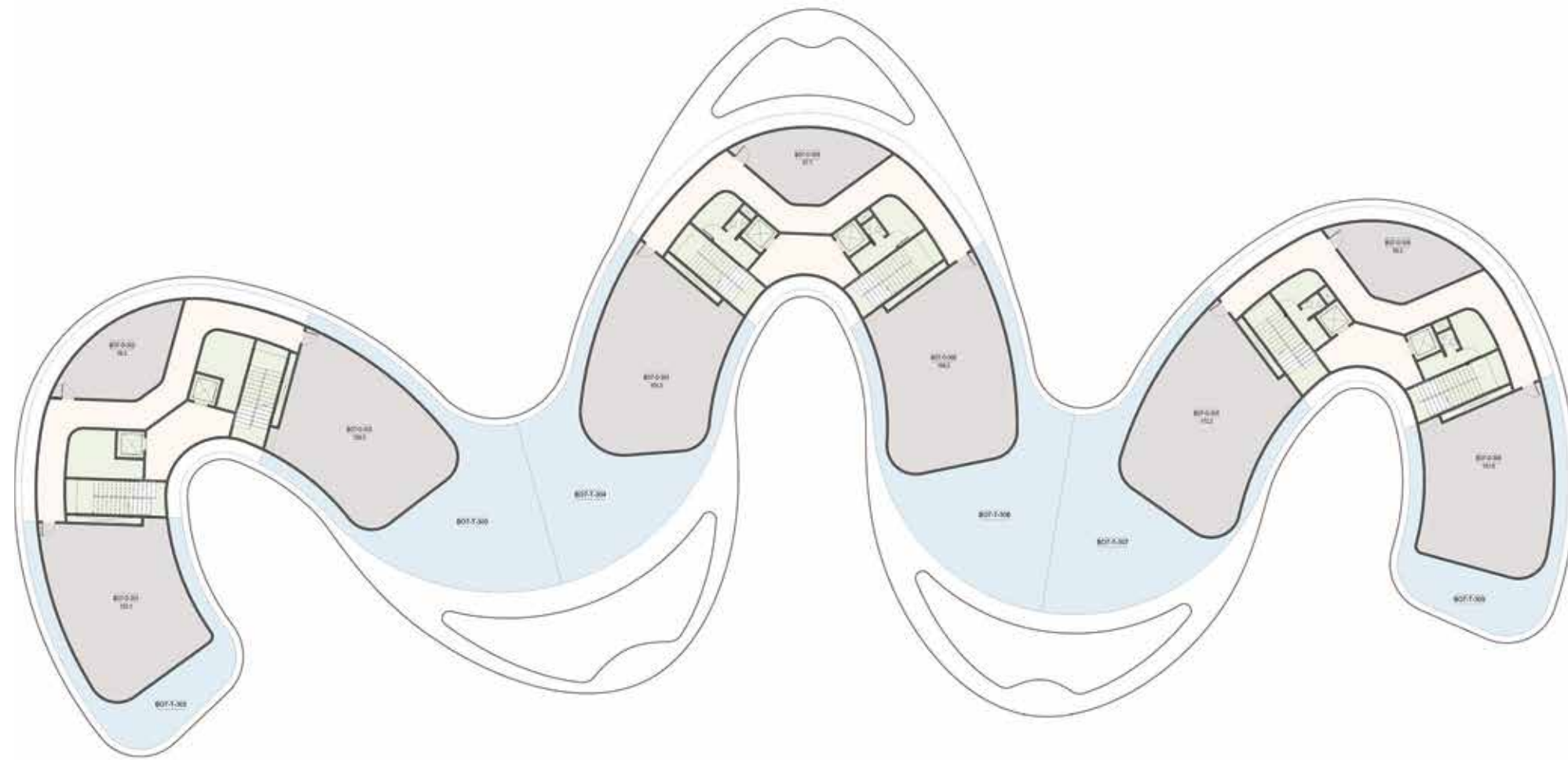
B07 - Floor Plan - 1st Floor



B07 - Floor Plan - 2nd Floor



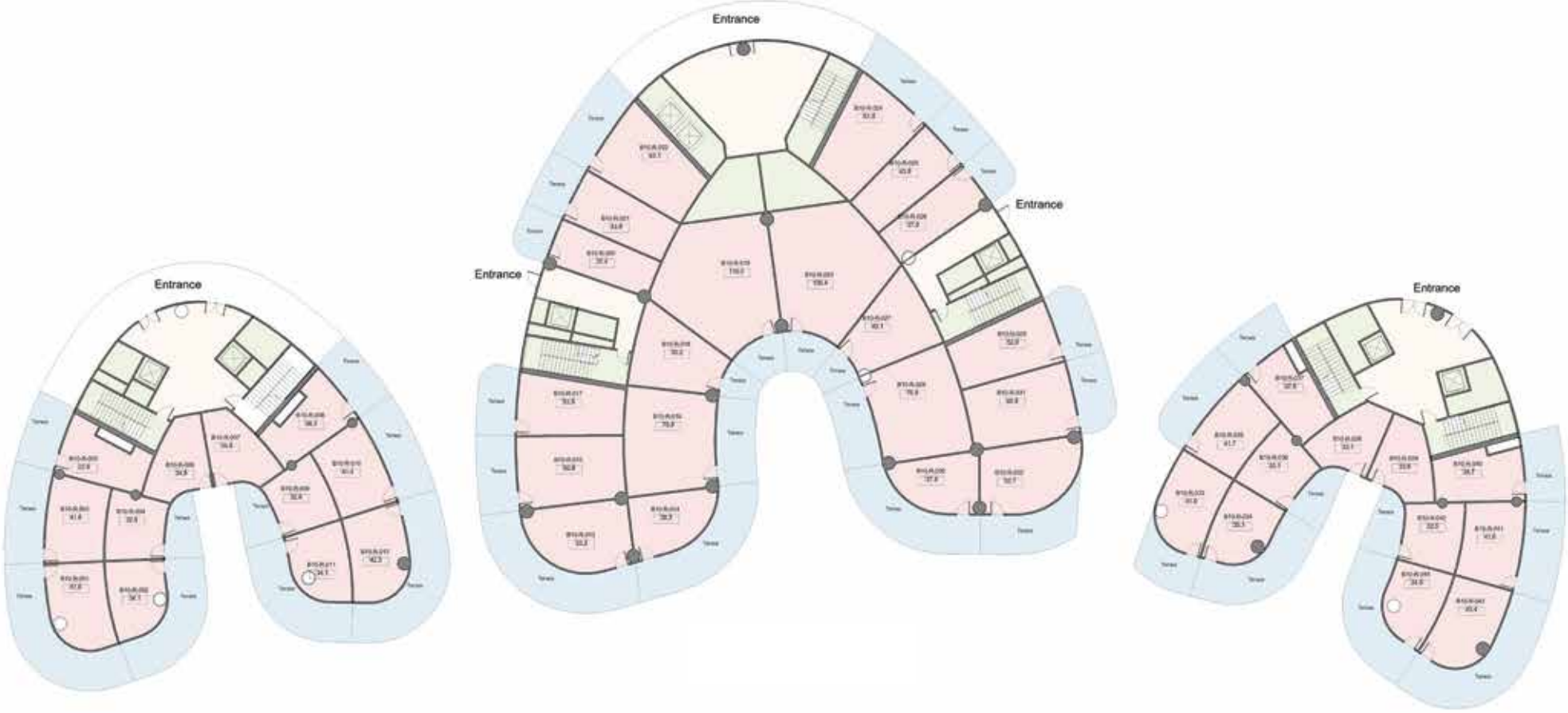
B07 - Floor Plan - 3rd Floor



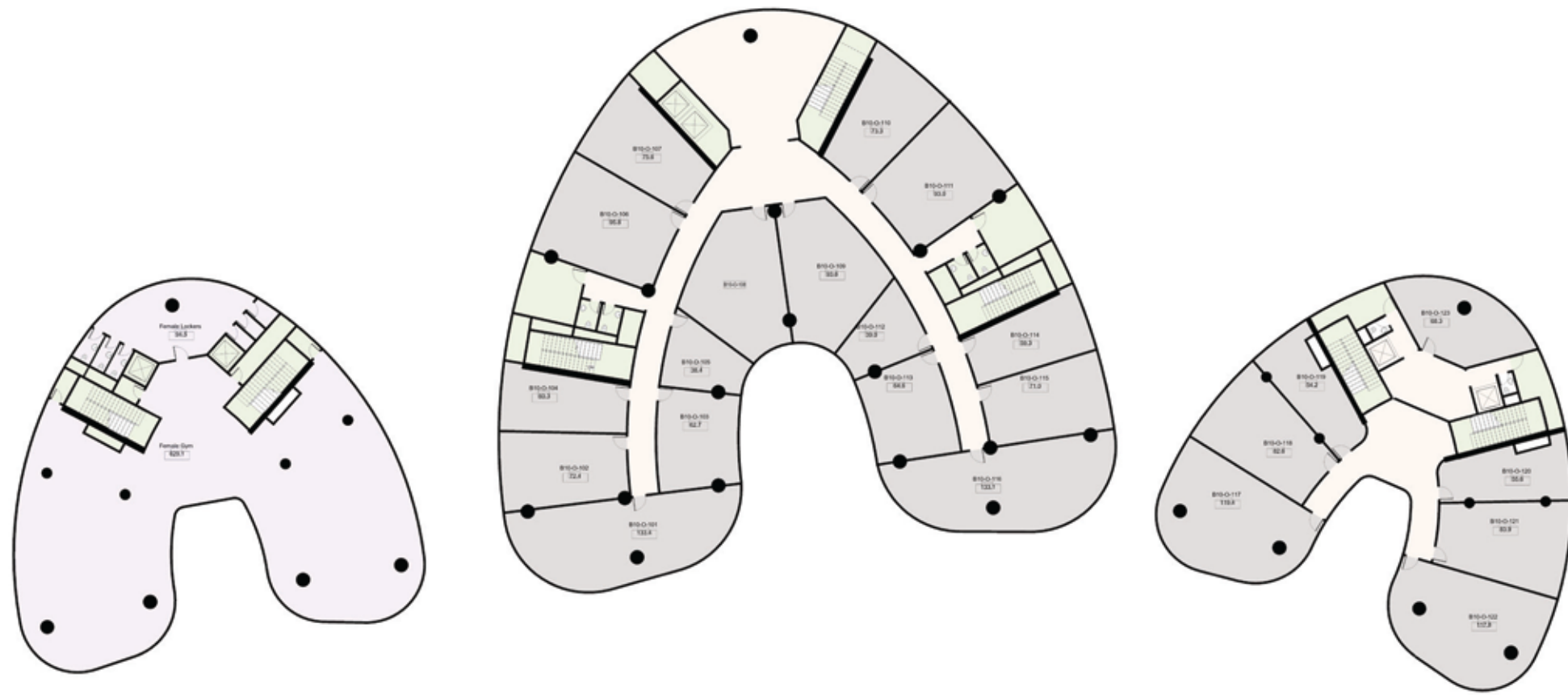
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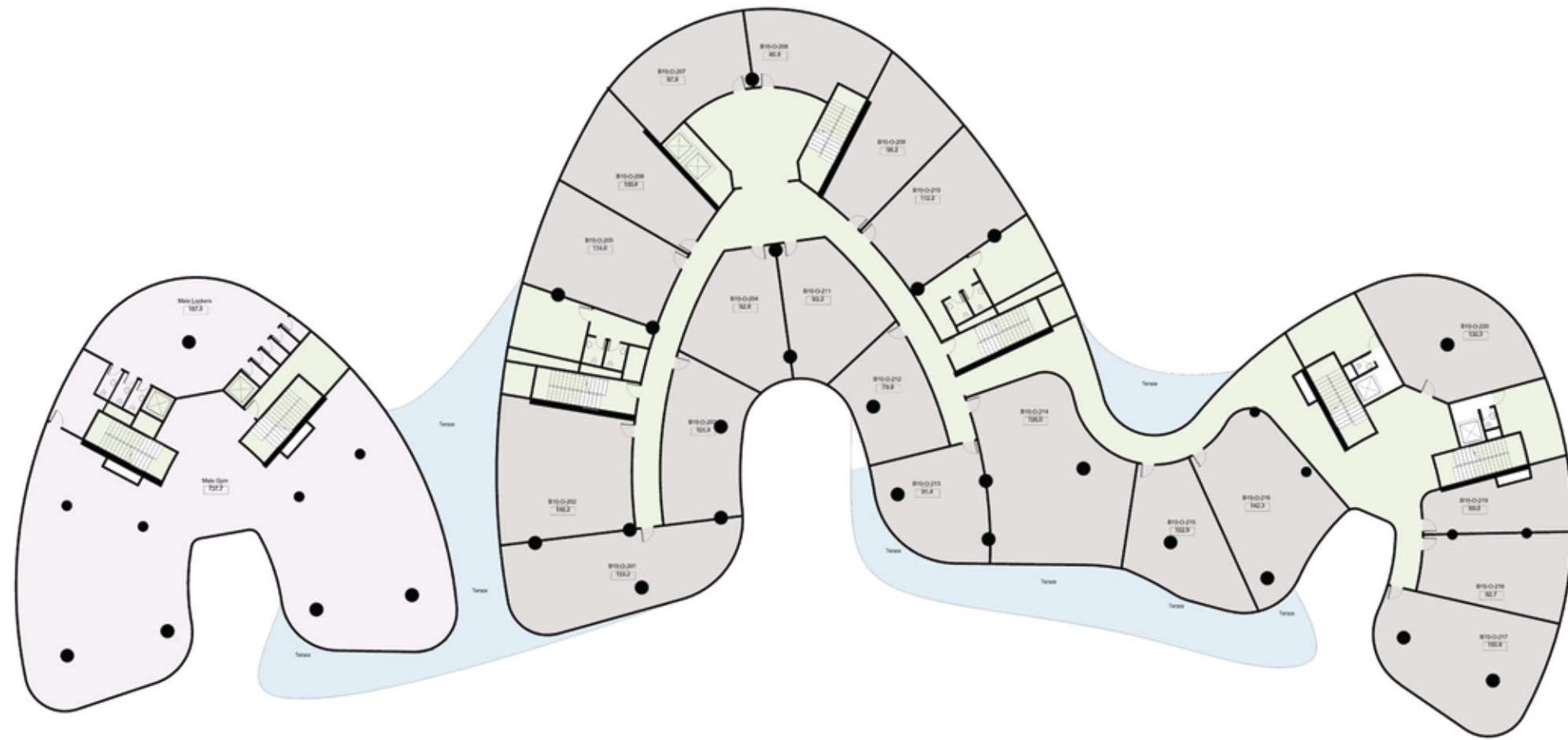
B10 - Floor Plan - Ground Floor



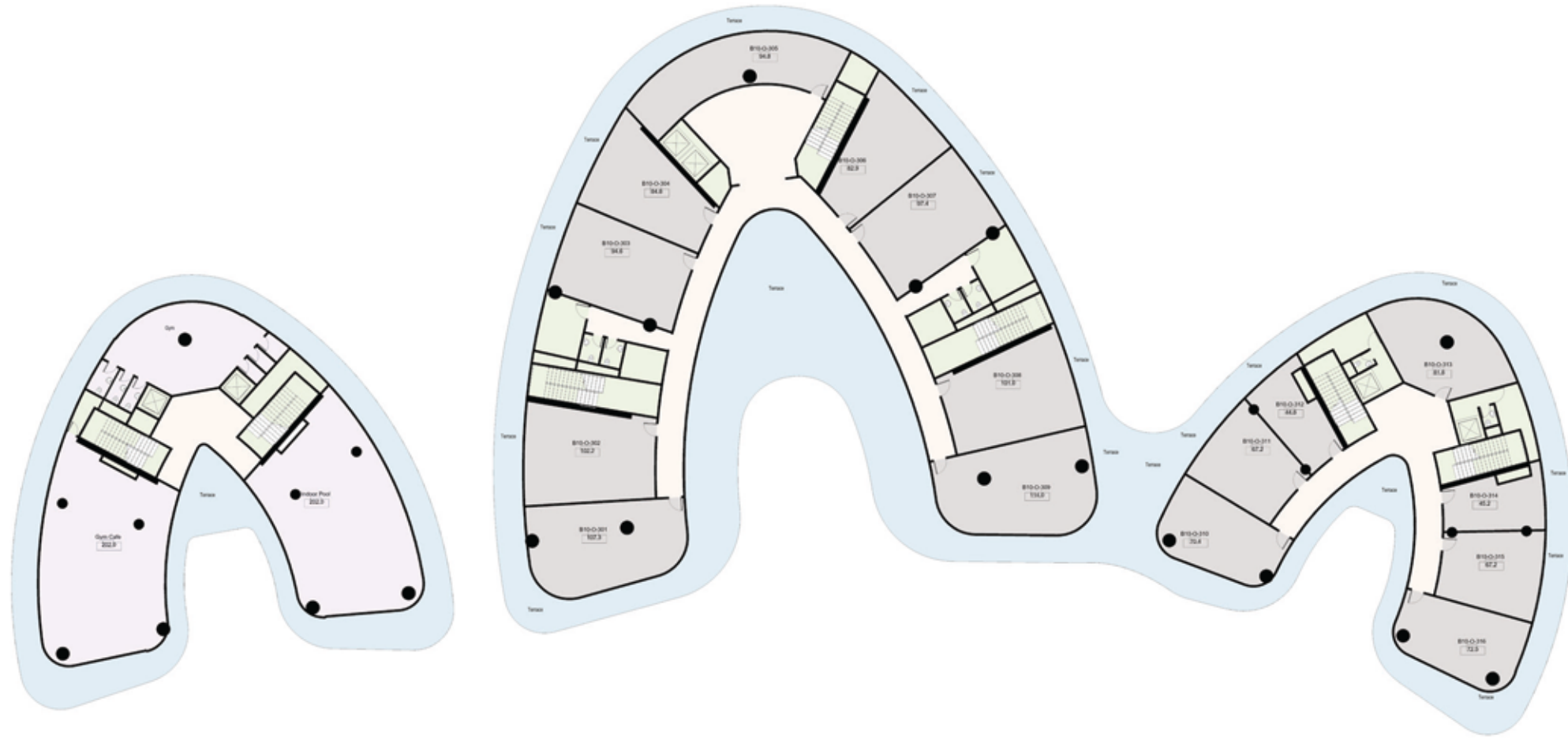
B10 - Floor Plan - 1st Floor



B10 - Floor Plan - 2nd Floor



B10 - Floor Plan - 3rd Floor





Egypt - New Cairo
LUD.COM.EG
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ELRABWA[®]
GROUP

