



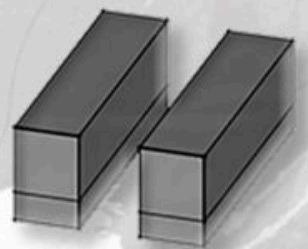
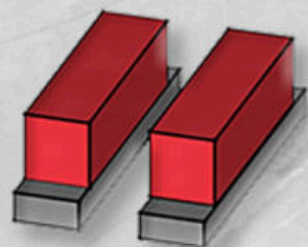
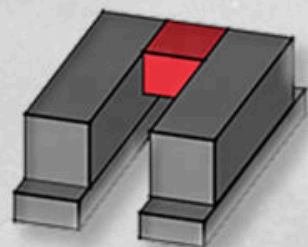
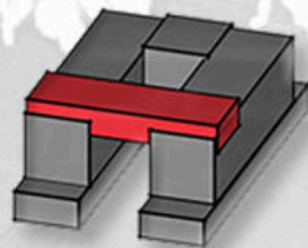
cēllen

In a city that never stops moving, every brand needs a place to anchor itself — not just in space, but in meaning. Cēllen isn't merely a business complex; it's a place where ideas gain structure, and identities begin to speak louder than names. It's where the energy of ambition meets the clarity of vision — and where every business, big or small, finds a space that reflects its character.

CONCEPT

From solid mass to spatial harmony

From solid mass to spatial harmony—The design evolves from two separate buildings into a unified form through the introduction of two bridging volumes. At the heart, an open atrium emerges, transforming the space into a vibrant core that breathes light, encourages movement, and fosters interaction. It's not just a connection — it's a statement of openness, clarity, and dynamic flow.



NORTH 90

MAXIM MALL

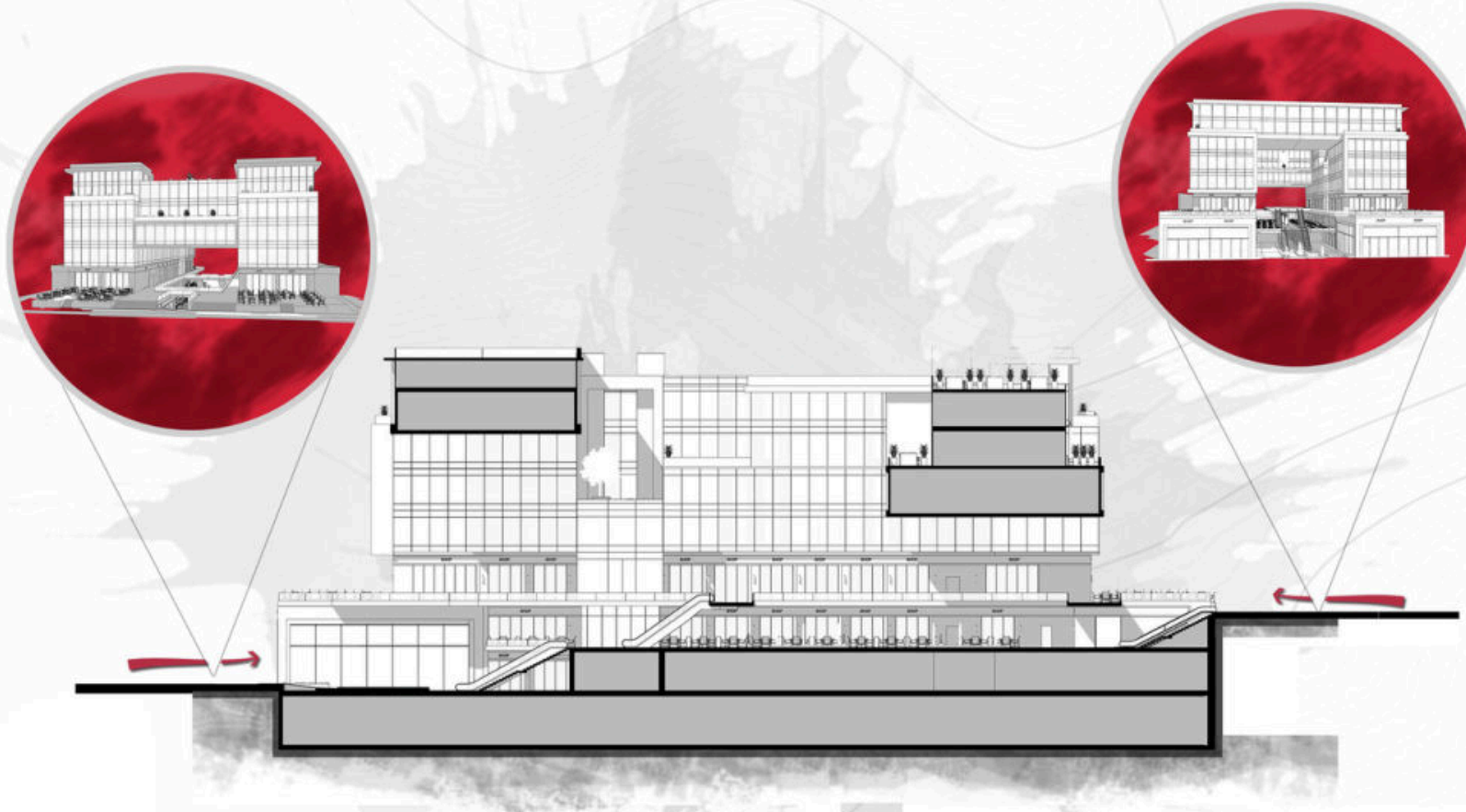
PORTO
NEW CAIRO



LOCATION

Strategically located in New Cairo's most active business corridor, Cēllen leverages high footfall, excellent accessibility, and a curated mix of office and commercial spaces.

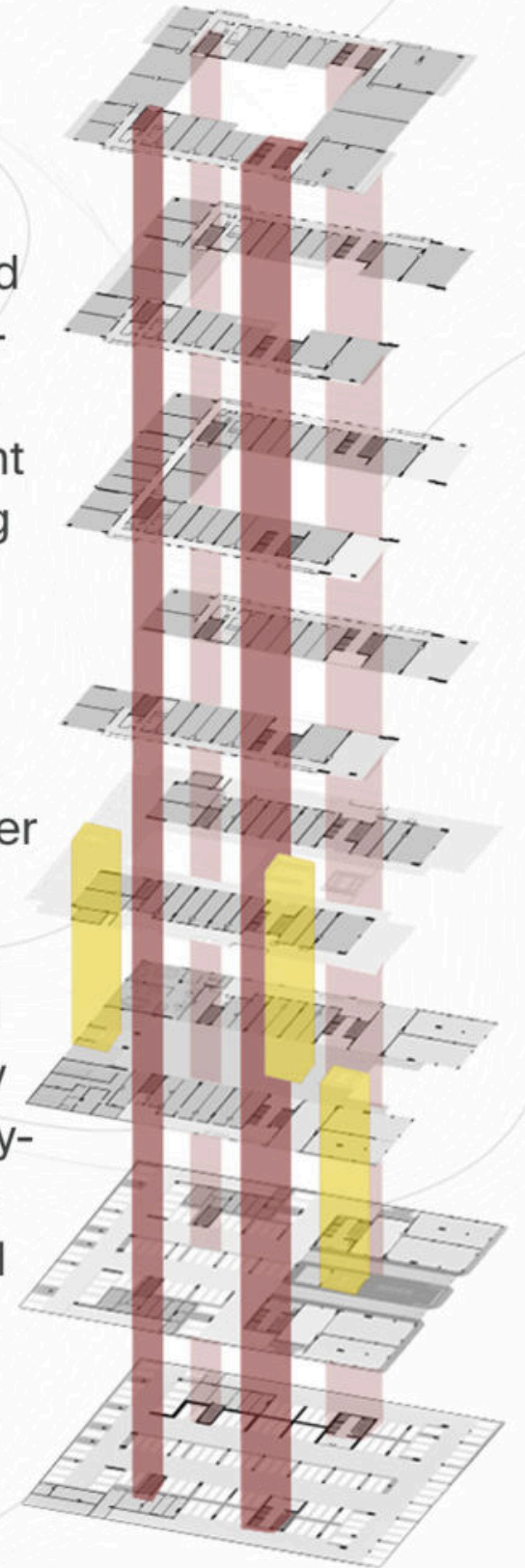
MAIN ENTRANCES



The building features two primary entrances, carefully positioned to optimize flow and accessibility. Each entrance is oriented to serve a specific circulation path, distributing movement efficiently while maintaining clarity and balance across the site. Together, they create a well-orchestrated entry experience that enhances both functionality and architectural identity.

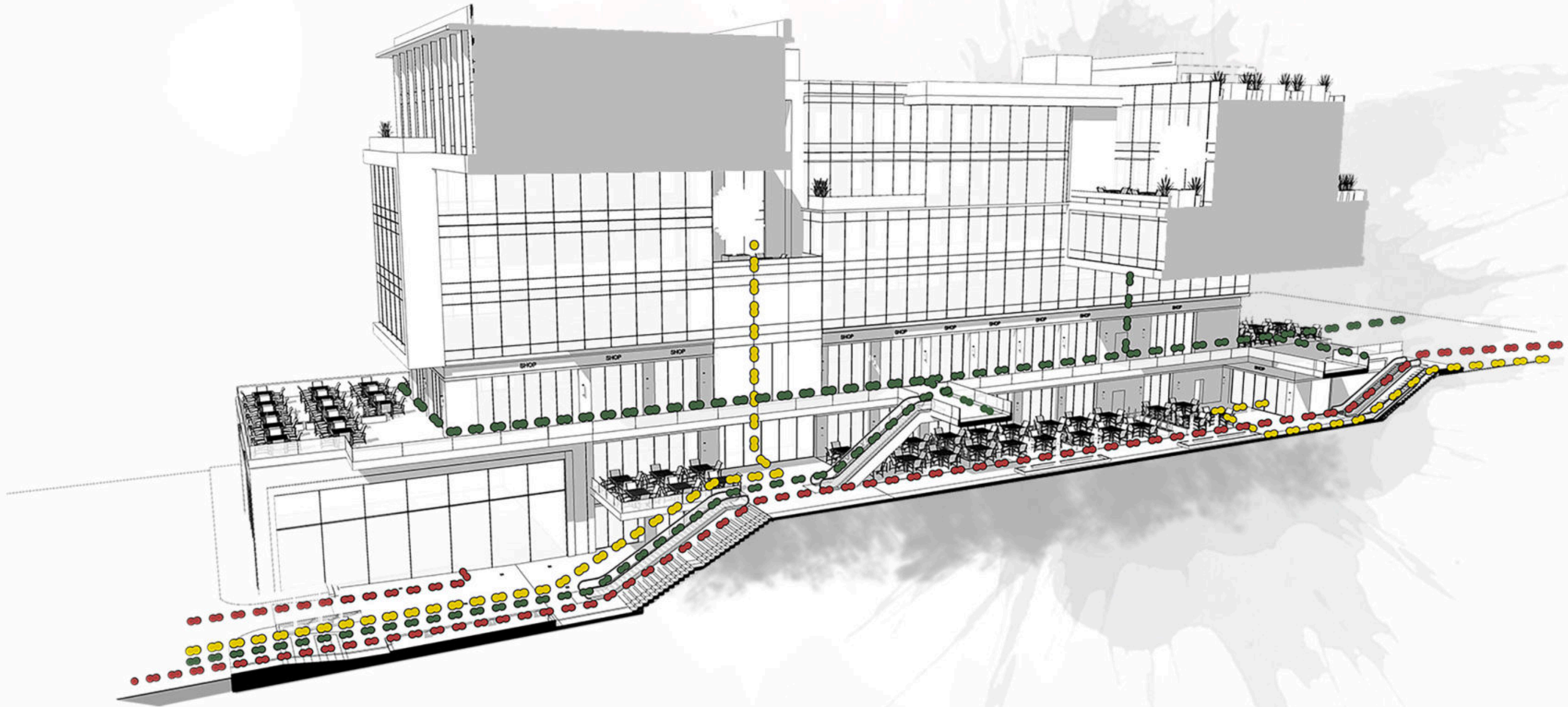
CORES

The vertical circulation system is designed for maximum efficiency and clarity. Red-colored elevator cores extend through the entire height of the building, ensuring seamless connectivity across all floors. These cores are strategically placed to support the building's layout and user flow. Additionally, yellow-highlighted escalators enhance horizontal movement between key public zones, offering dynamic access and reinforcing the architectural rhythm of the structure.



SECTION & FLOW

The sectional cut of the building reveals a well-orchestrated spatial flow designed around user experience.





cēllen

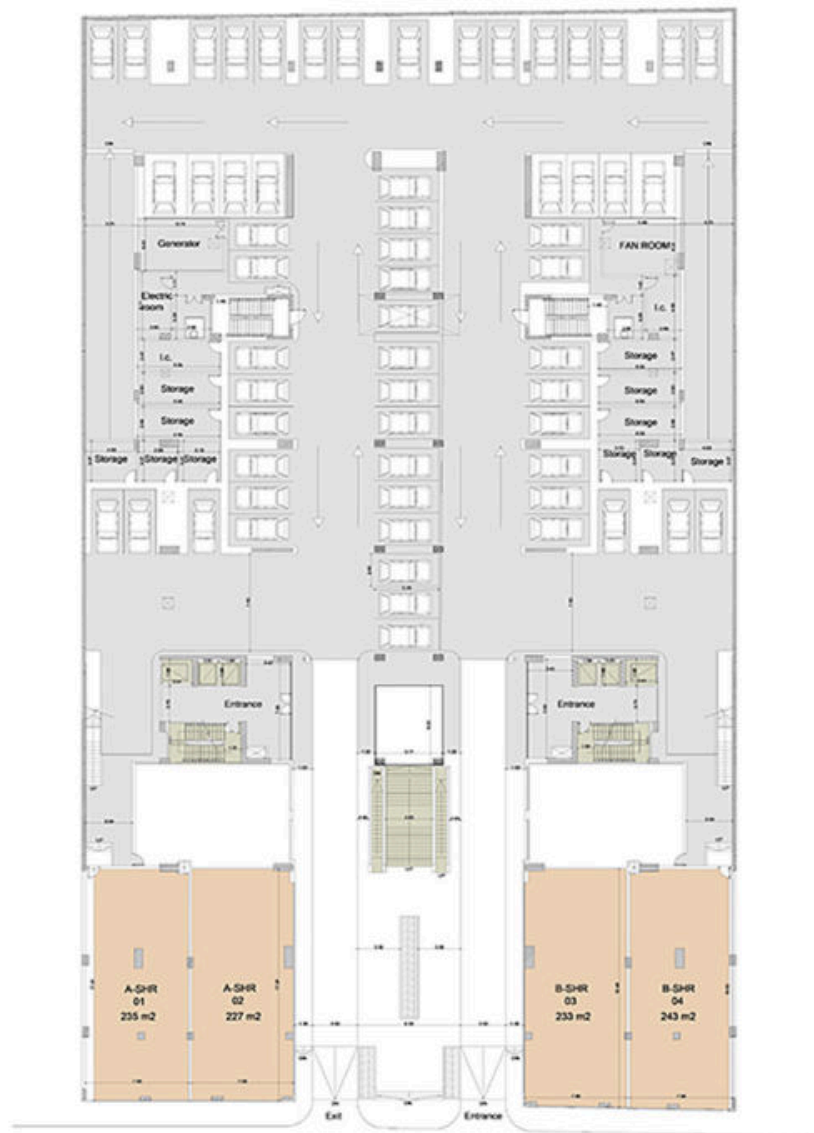


cēlen

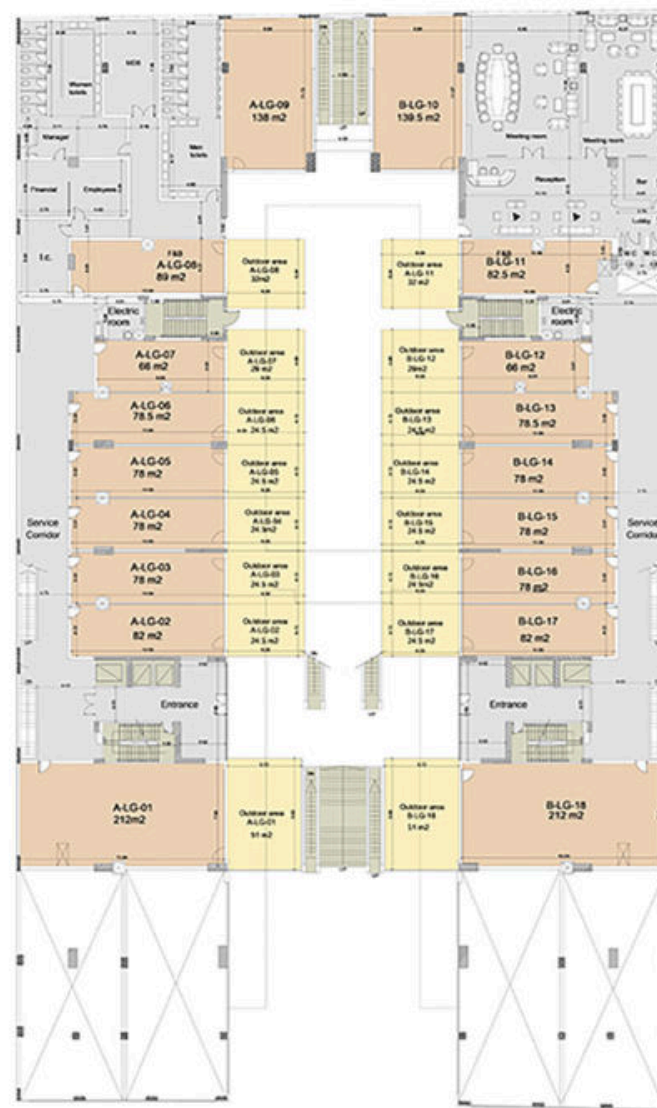


cēllen

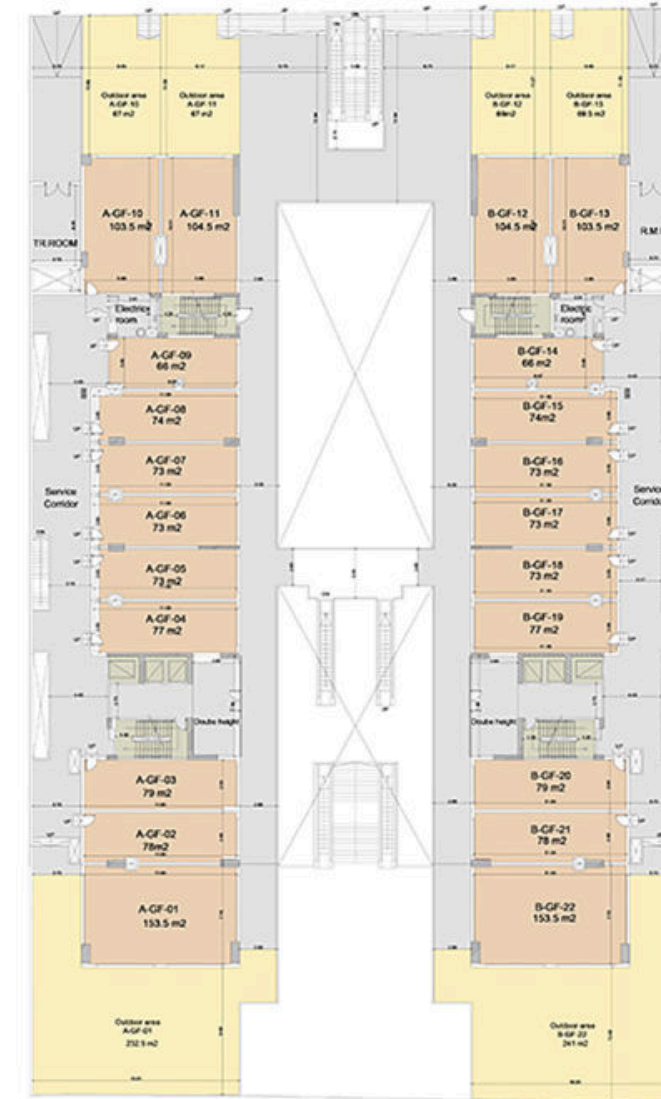
FLOOR PLANS



Showrooms floor



Lower ground floor

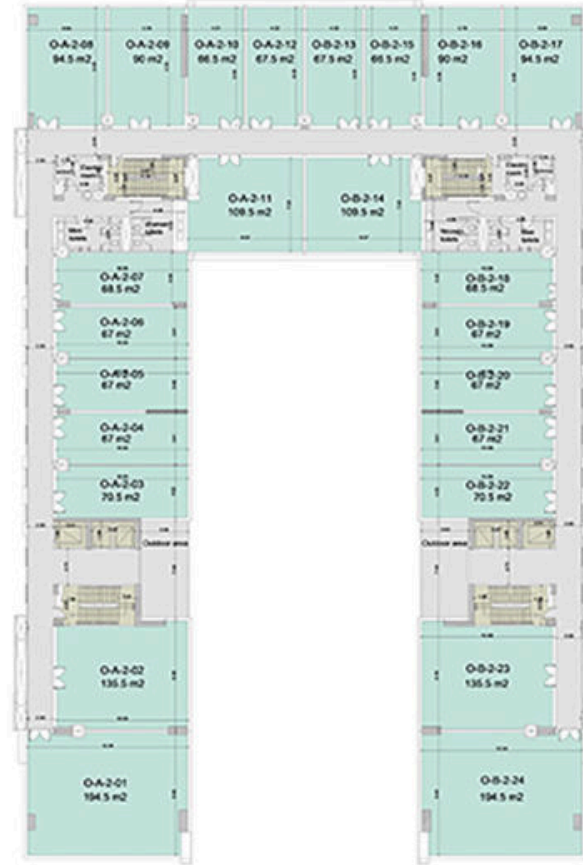


Ground floor

FLOOR PLANS



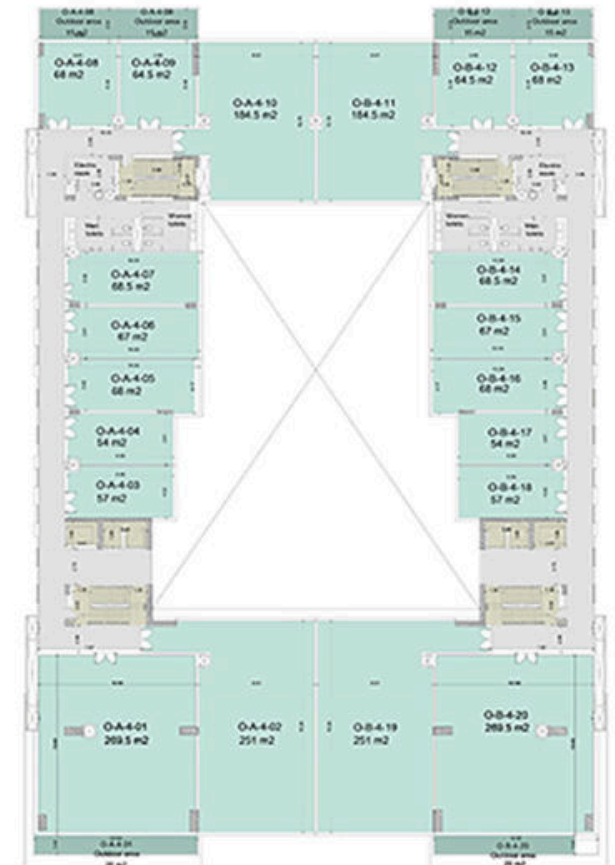
1ST floor



2ND floor



3RD floor



4TH floor