ISOLA

centra

El Masria Developments is a fully Egyptian-owned group that has been actively operating in the local market since 1987.

Throughout its History, The Company has Successfully Delivered

More Than 10,000 Residential, Commercial, and Administrative Units.

Internationally, El Masria has introduced approximately seven projects to the Canadian market.

The Group also Holds a Substantial Privately Owned Portfolio of land and Ready-To-Deliver Units in Egypt,

Valued at Approximately EGP 20 Billion.



MORE THAN 1000
UNITS CURRENTLY BEING DELIVERED



DELIVERED MORE THAN 10,000 TURN-KEY UNITS

EXECUTED DIVERSE PROJECTS ACROSS VARIOUS SECTORS AND LOCATIONS



RESIDENTIAL



COMMERCIAL



ADMINISTRATIVE



CLINICS

LOCATION



Isola Centra enjoys a premium spot in the heart of New Cairo, perfectly situated between North 90 and South 90 streets.

Just a few steps from The American University in Cairo (AUC), and within immediate reach of top destinations like Maxim Mall, Waterway, and Concord Plaza — offering unparalleled accessibility and investment potential.

FACTS ABOUT THE PROJECT

- **Project Area:** 25 acres
- **Types:**
  - RESIDENTIAL
  - ADMINISTRATIVE
  - MEDICAL
  - COMMERCIAL
- **Apartment Height Classification**:
  Up to 5 levels
- SWIMMING POOLS
- WATER FEATURES
- WALKING TRACK
- KIDS AREA
- CLUBHOUSE
- SAFE ZONE




A
B
C
D
E
F
G
H
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26

Master Plan

PROJECT CONCEPT

The allure of elegance and comfort lies at the heart of Isola Centra.
Every aspect of the project — from the layout to the landscape — is crafted to reflect a modern architectural identity and harmonious design, creating a refined and comfortable lifestyle for all residents.



TYPES AND ARCHITECTURE CONCEPT

COMMERCIAL RESIDENTIAL ADMINISTRATIVE

Immerse in Nature.

What sets our buildings apart is not just their architectural excellence, but also the surrounding green landscapes and waterfront views.

The project is wrapped in serene greenery and lakes, serving as a peaceful retreat from the city`s hustle.

Enjoy the tranquility of nature — right at your doorstep.





BUILDING NO.6

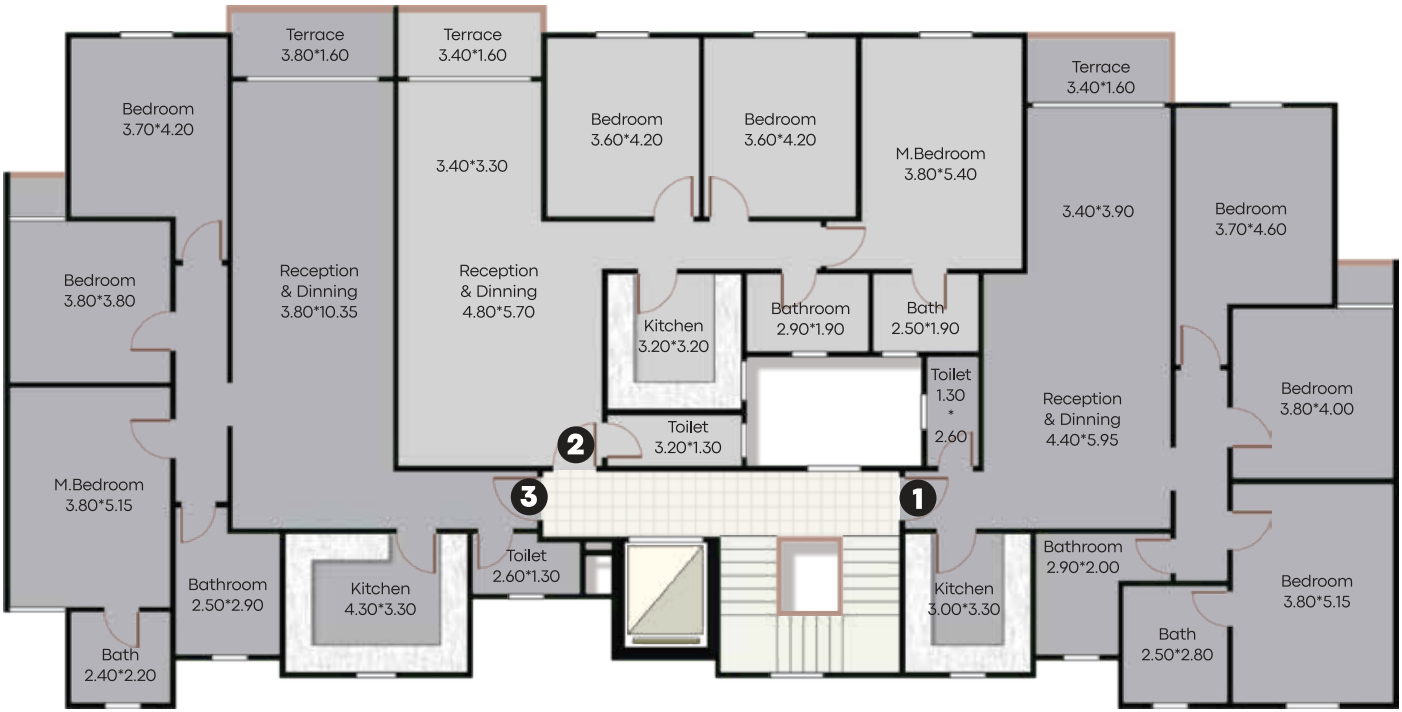


GROUND FLOOR

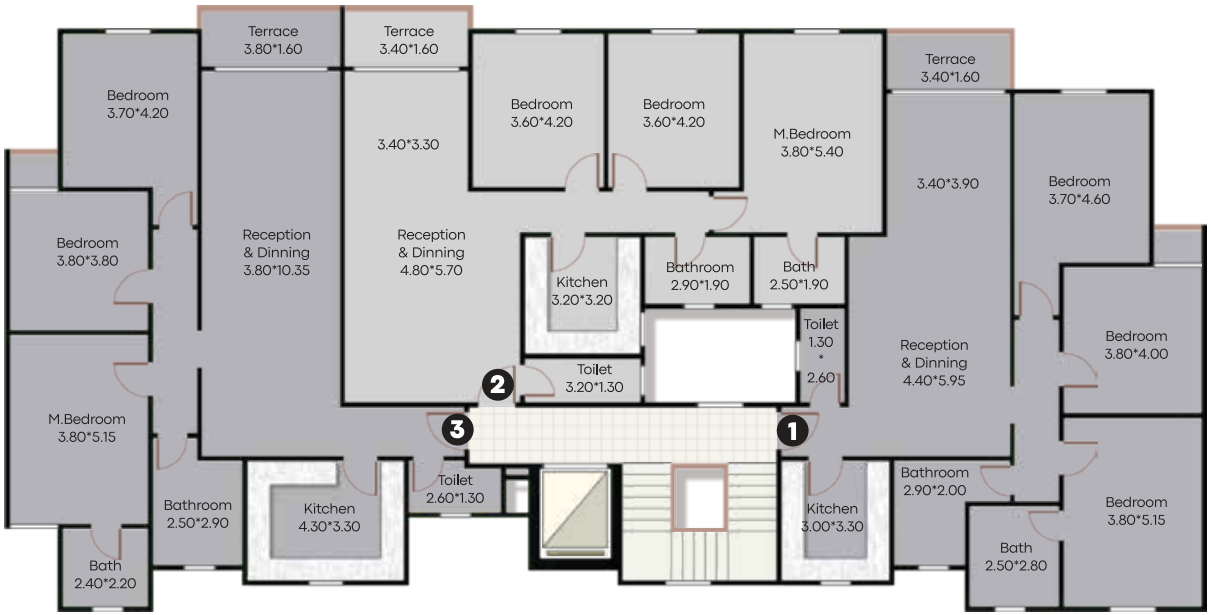
194 M2

173 M2

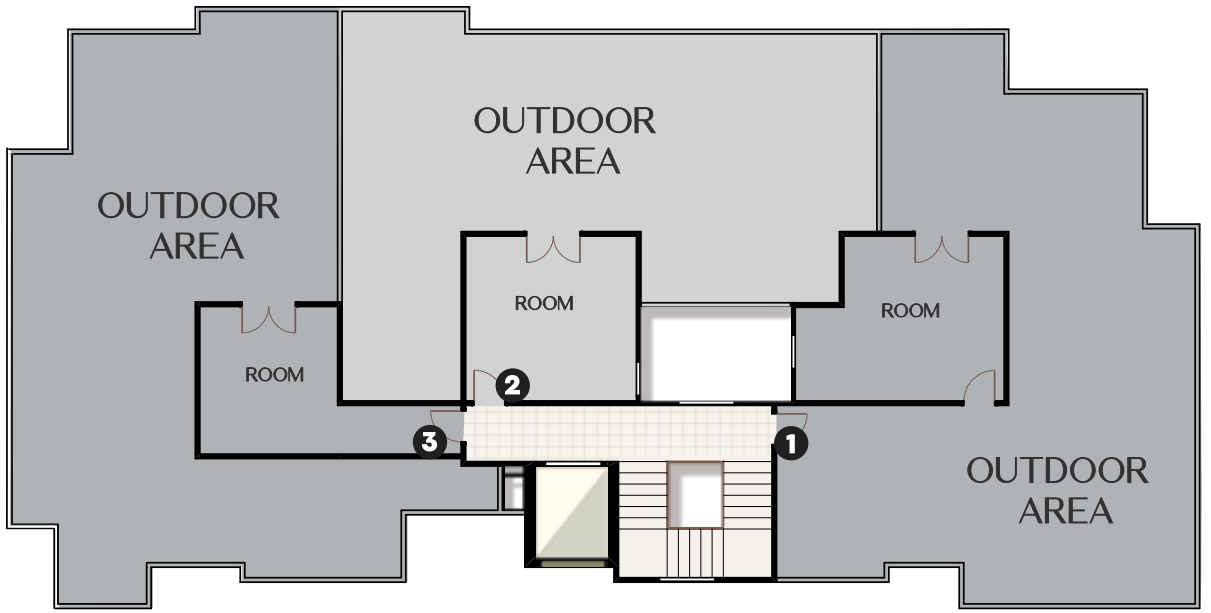
189 M2



TYPICAL FLOOR



+



243 M² **217 M²** **237 M²**

LOFT FLOOR



BUILDING NO.2-8

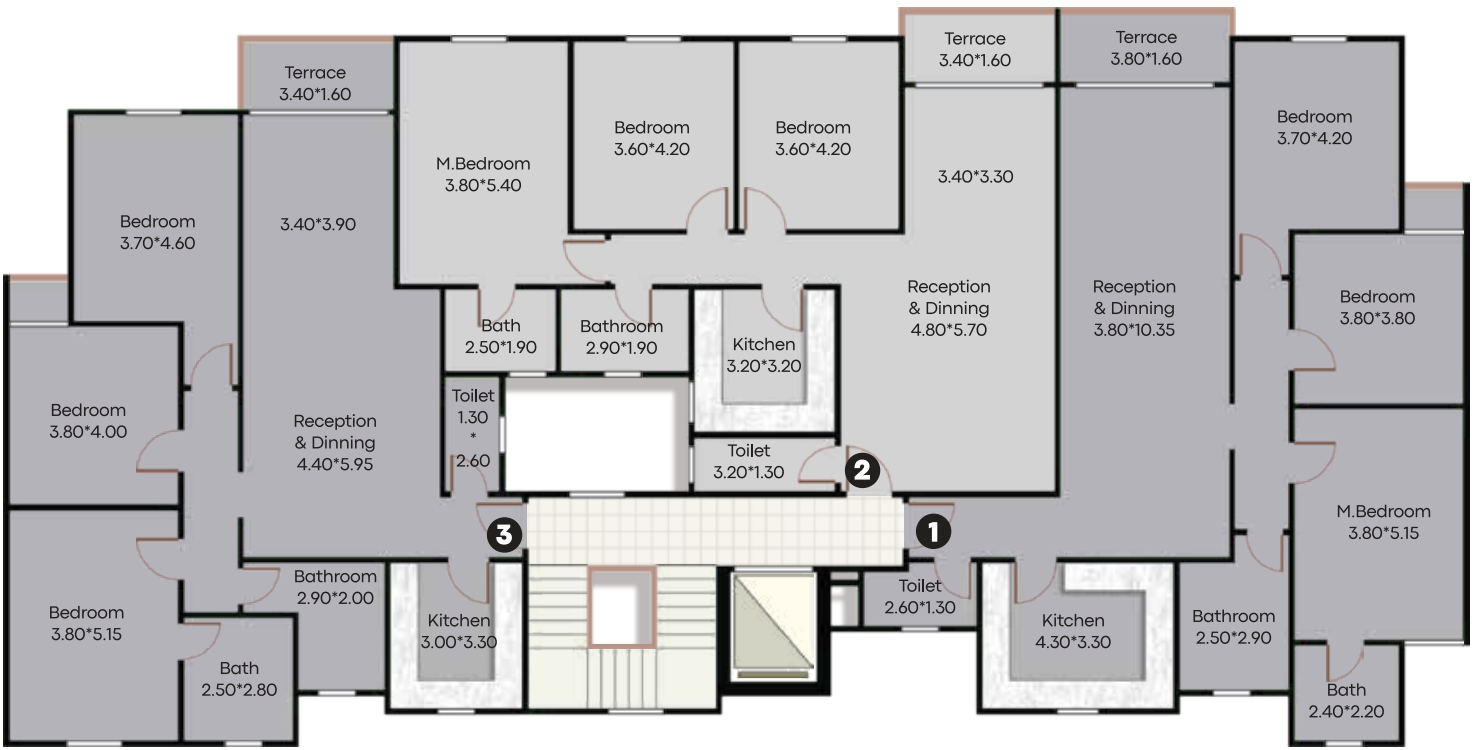


GROUND FLOOR

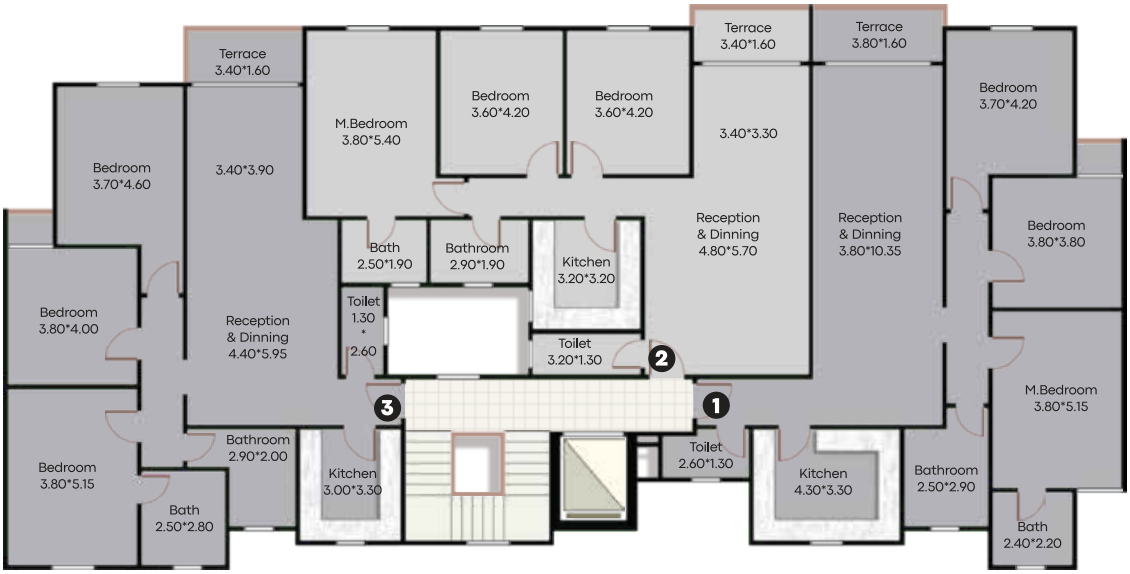
189 M²

173 M²

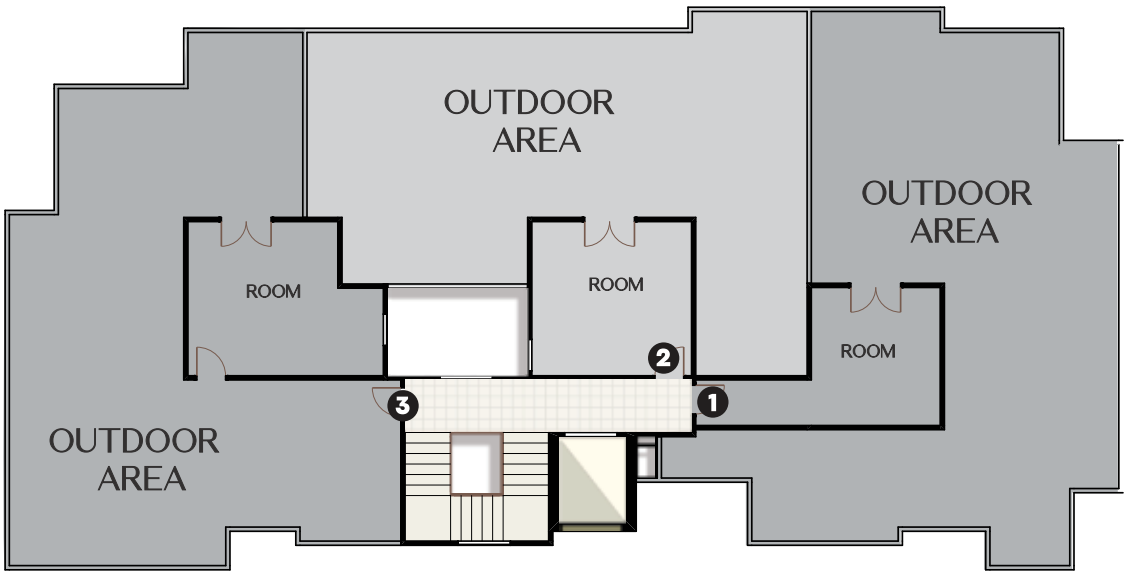
194 M²



TYPICAL FLOOR



+



237 M² 217 M² 243 M²

LOFT FLOOR



BUILDING NO.17-24

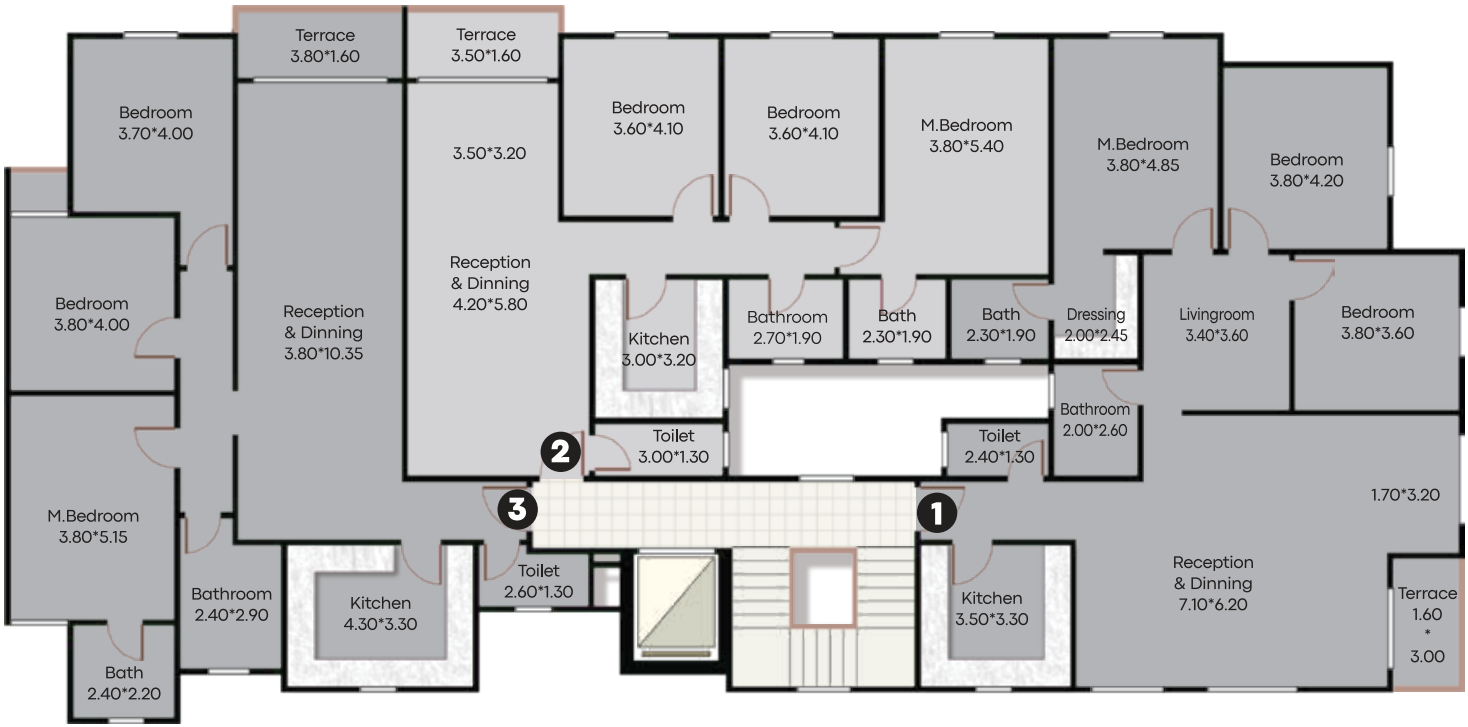


GROUND FLOOR

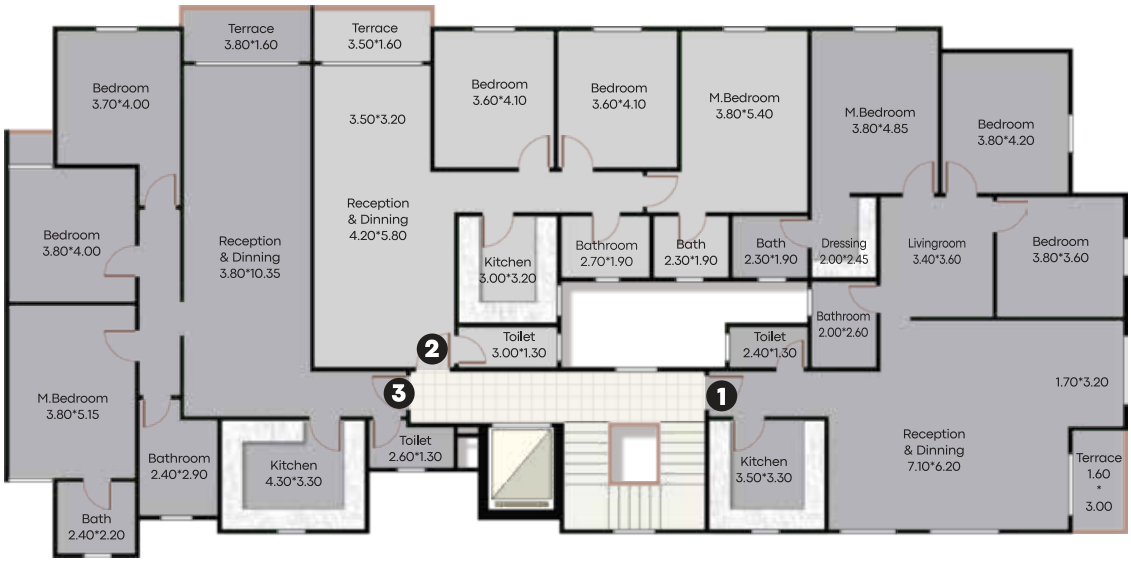
194 M²

168 M²

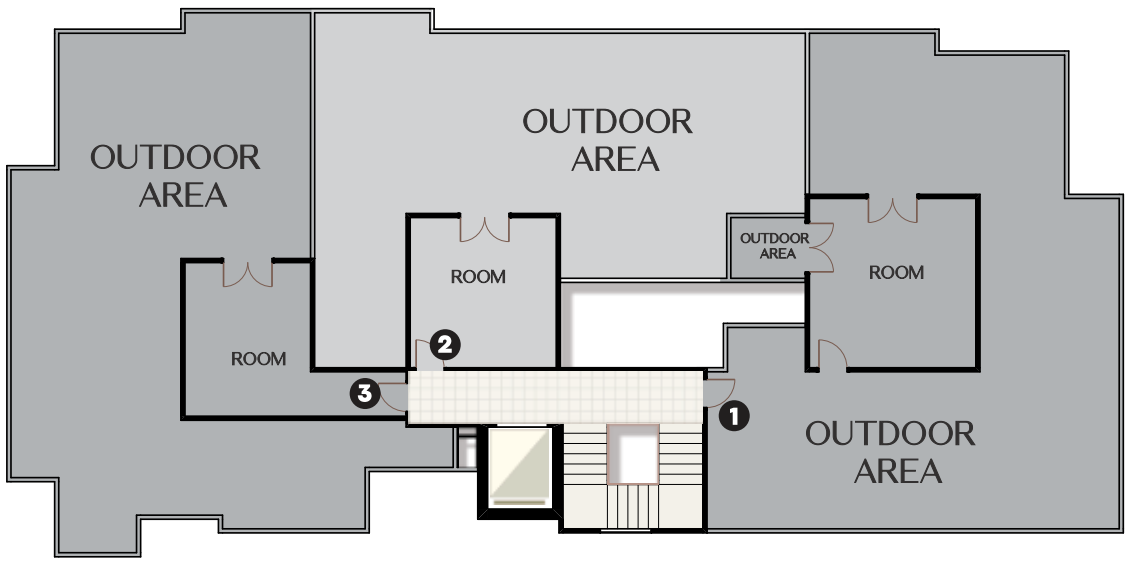
202 M²



TYPICAL FLOOR



+

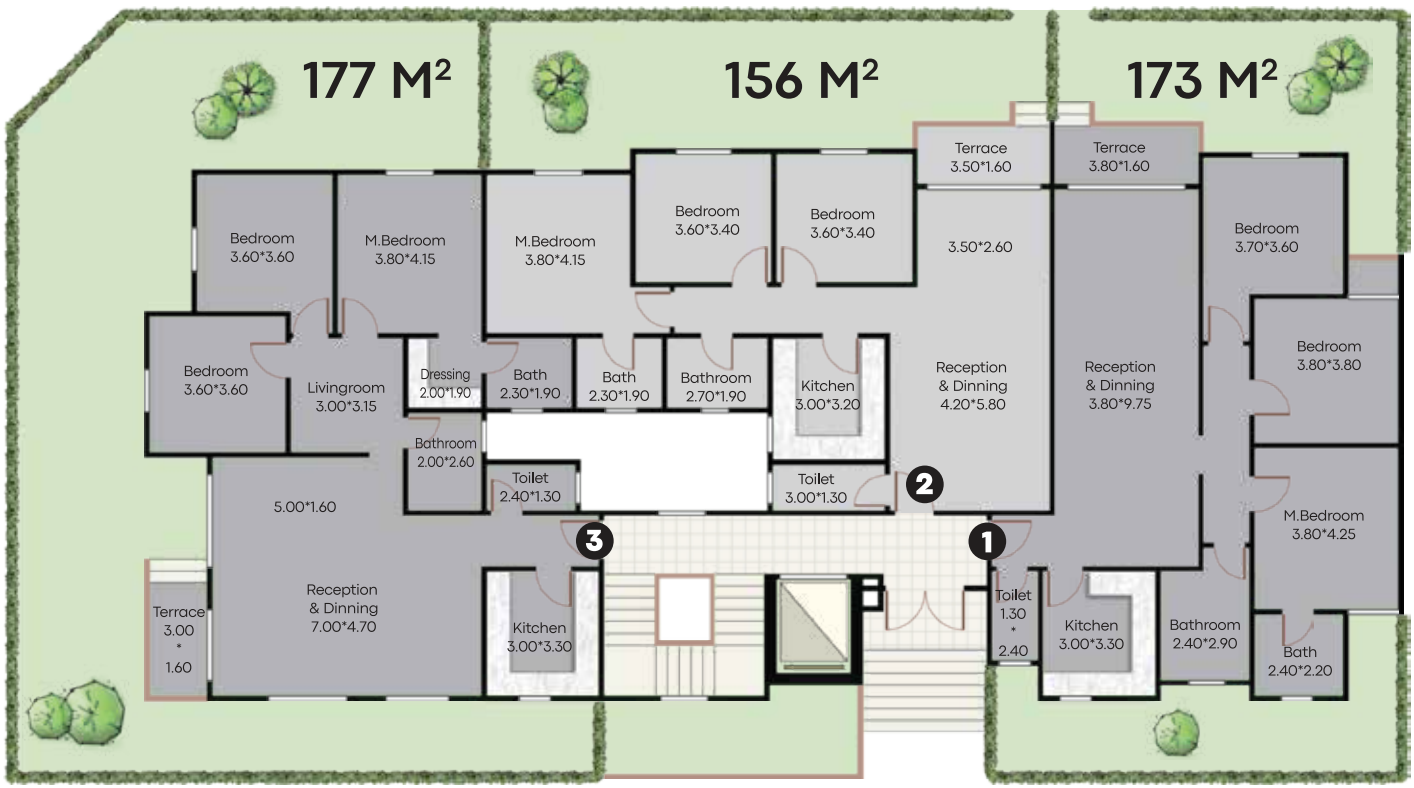


243 M² 210 M² 253 M²

LOFT FLOOR



BUILDING NO.18-25



GROUND FLOOR

202 M²

168 M²

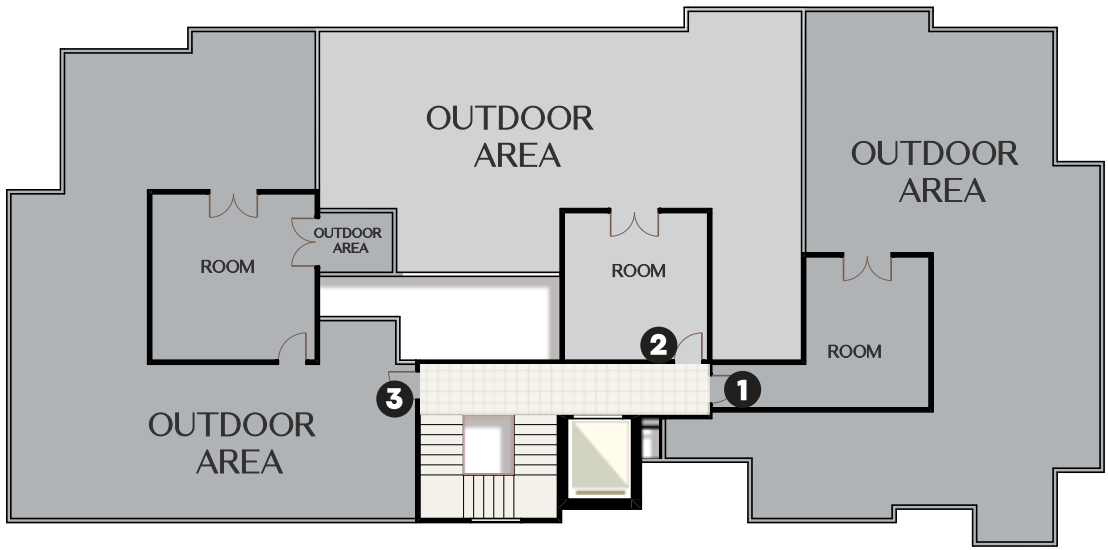
194 M²



TYPICAL FLOOR



+



253 M² 210 M² 243 M²

LOFT FLOOR



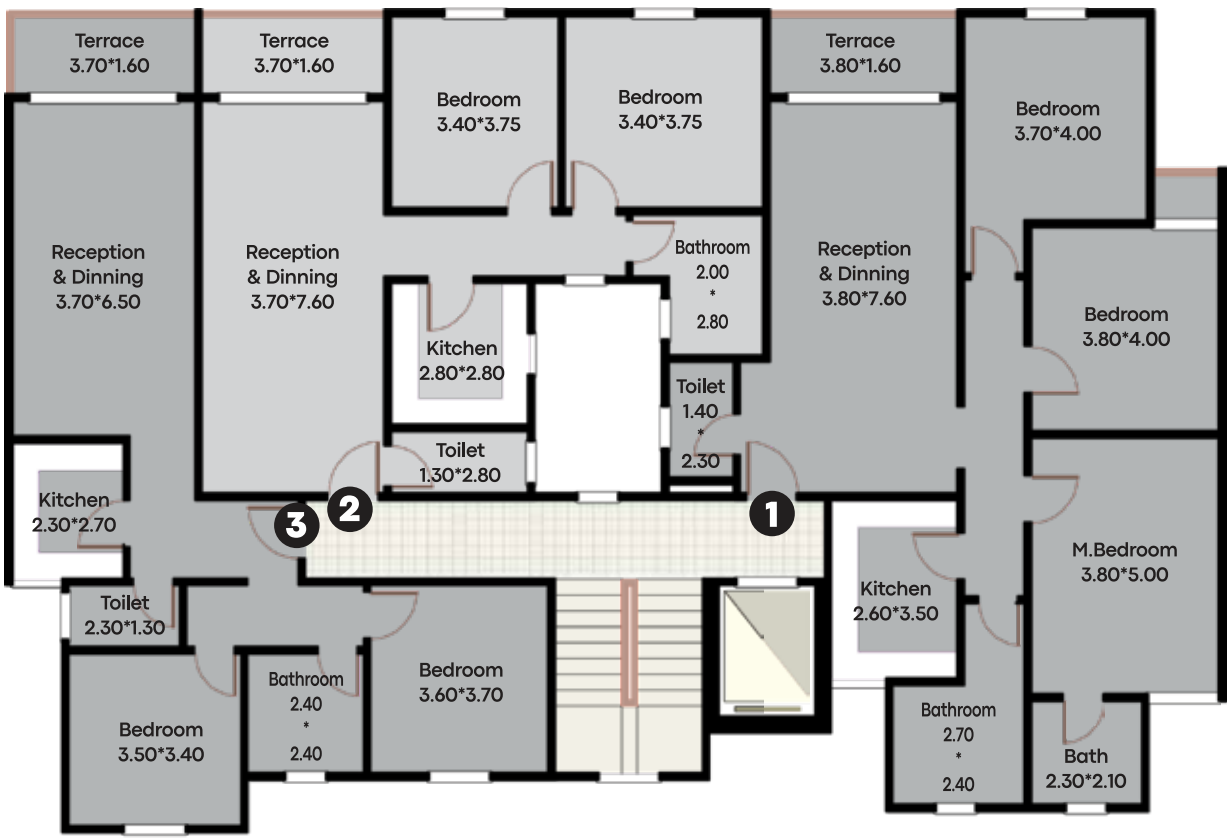
BUILDING NO. 10-15-22

87 M2 114 M2 156 M2

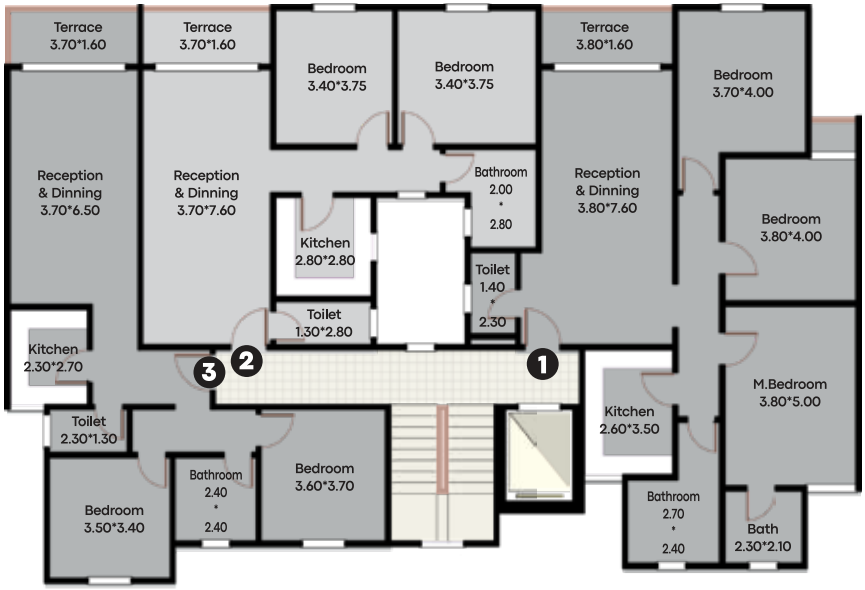


GROUND FLOOR

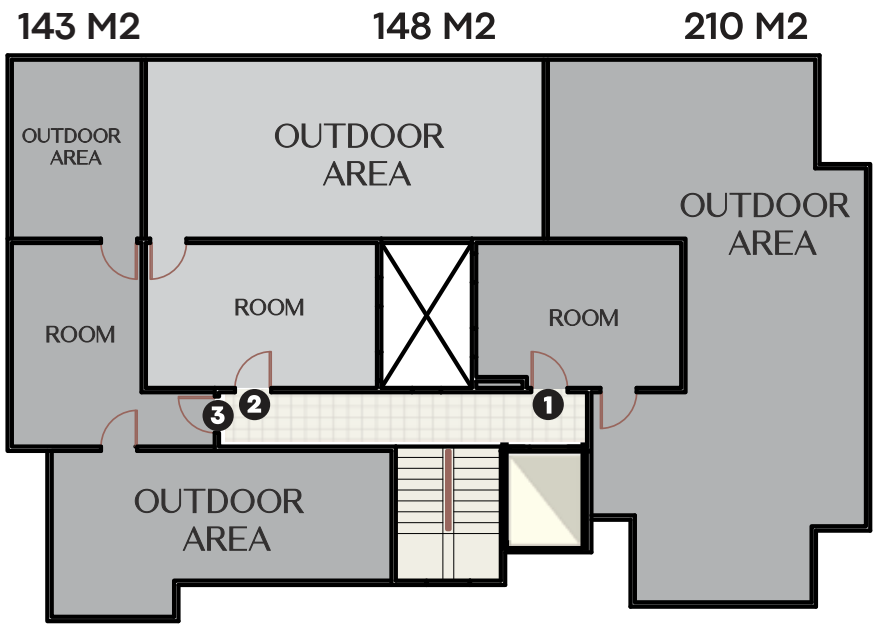
114 M2 118 M2 168 M2



TYPICAL FLOOR


Terrace
3.70*1.60
Terrace
3.70*1.60
Bedroom
3.40*3.75
Bedroom
3.40*3.75
Terrace
3.80*1.60
Bedroom
3.70*4.00
Reception
& Dinning
3.70*6.50
Reception
& Dinning
3.70*7.60
Bathroom
2.00
*
2.80
Reception
& Dinning
3.80*7.60
Bedroom
3.80*4.00
Kitchen
2.80*2.80
Toilet
1.40
*
2.30
Toilet
1.30*2.80
Kitchen
2.30*2.70
3
2
1
M.Bedroom
3.80*5.00
Kitchen
2.60*3.50
Toilet
2.30*1.30
Bathroom
2.40
*
2.40
Bedroom
3.60*3.70
Bedroom
3.50*3.40
Bathroom
2.70
*
2.40
Bath
2.30*2.10

+


143 M2
148 M2
210 M2
OUTDOOR
AREA
OUTDOOR
AREA
OUTDOOR
AREA
ROOM
ROOM
ROOM
3
2
1
OUTDOOR
AREA

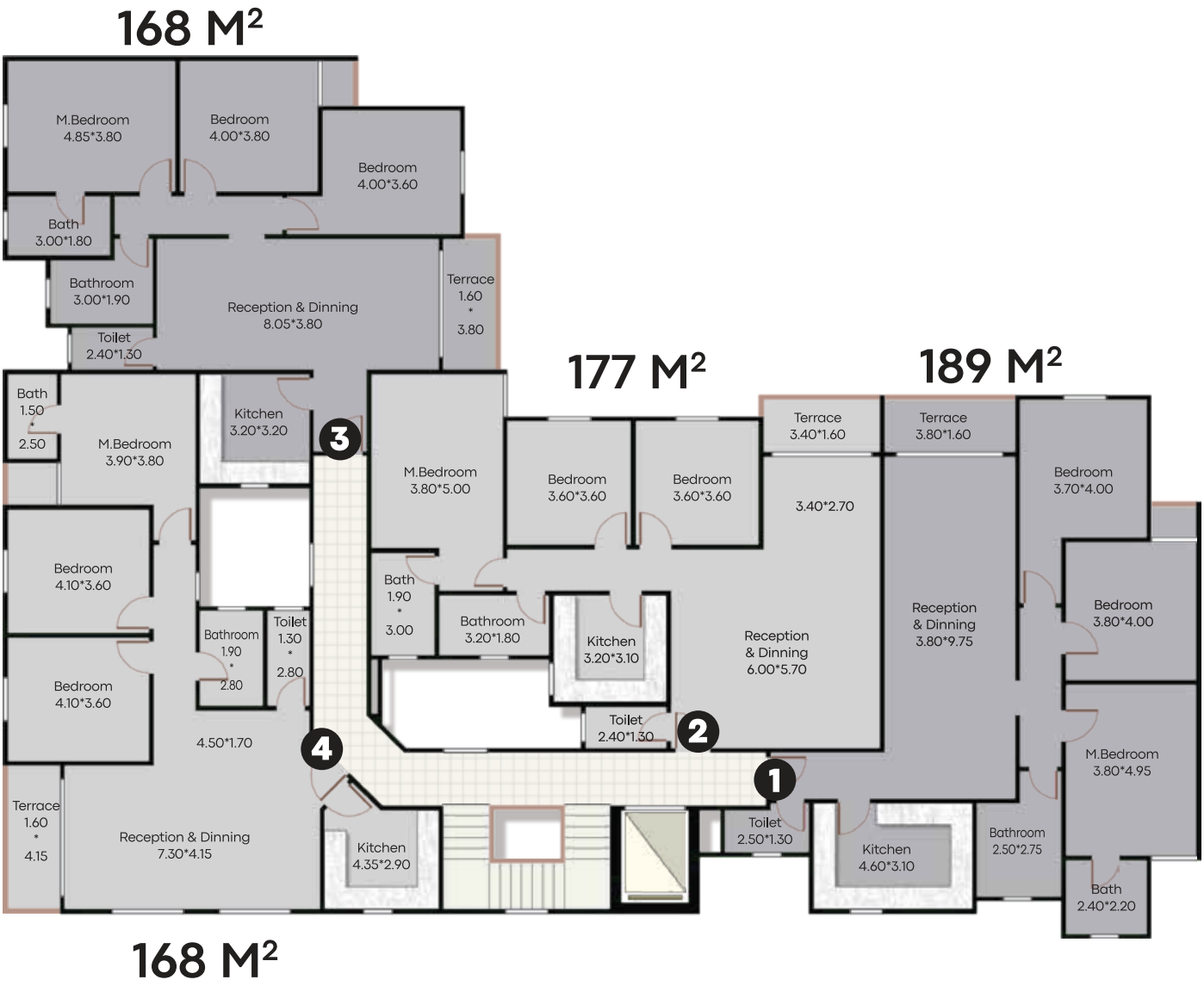
LOFT FLOOR



BUILDING NO.5-19-26



GROUND FLOOR



TYPICAL FLOOR



210 M²

OUTDOOR AREA

+

222 M²

ROOM

3

OUTDOOR AREA

OUTDOOR AREA

ROOM

ROOM

ROOM

2

4

1

OUTDOOR AREA

210 M²

237 M²

LOFT FLOOR



BUILDING NO.1-9-16-23



GROUND FLOOR

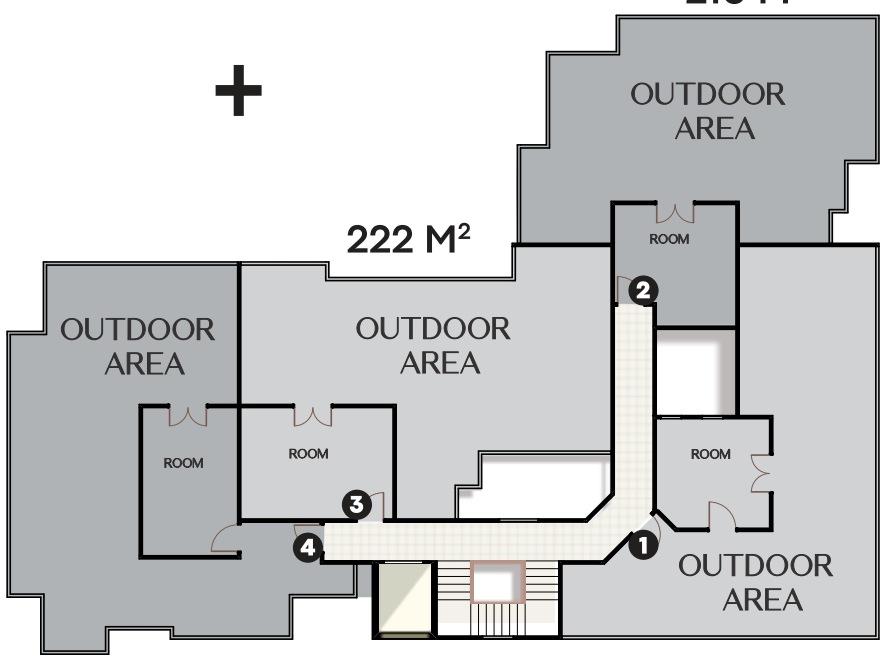


TYPICAL FLOOR



210 M²

+



237 M²

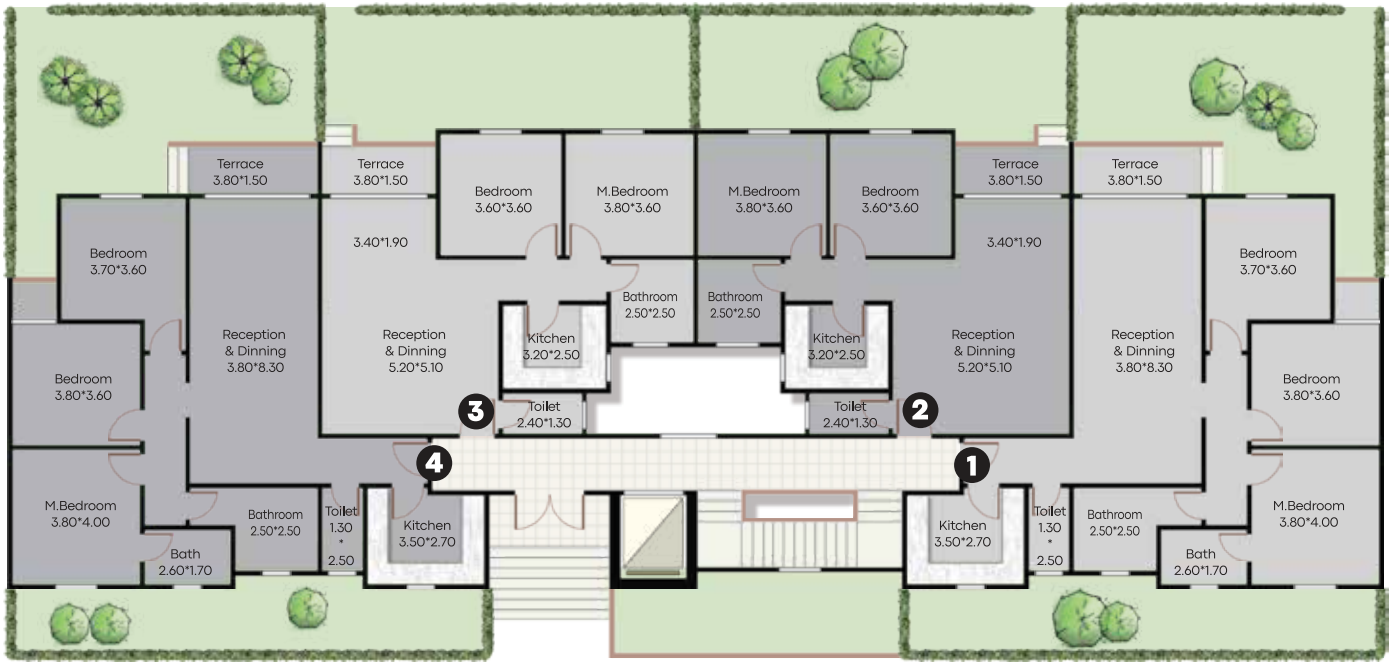
LOFT FLOOR

210 M²



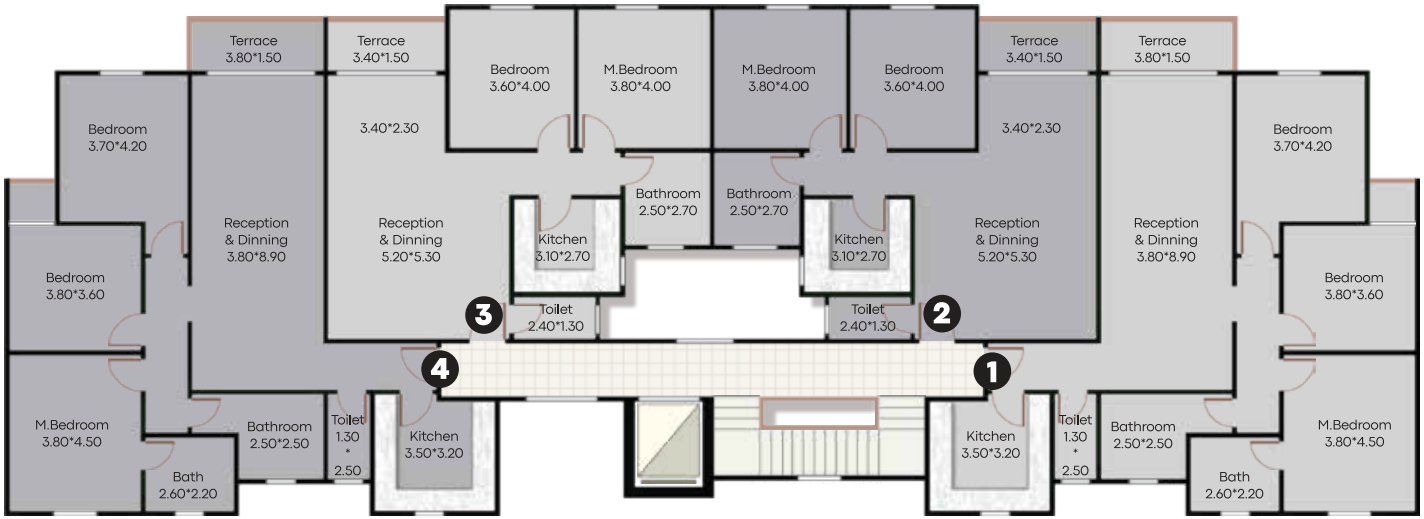
BUILDING NO.7-11-12-21

164 M² 118 M² 118 M² 164 M²

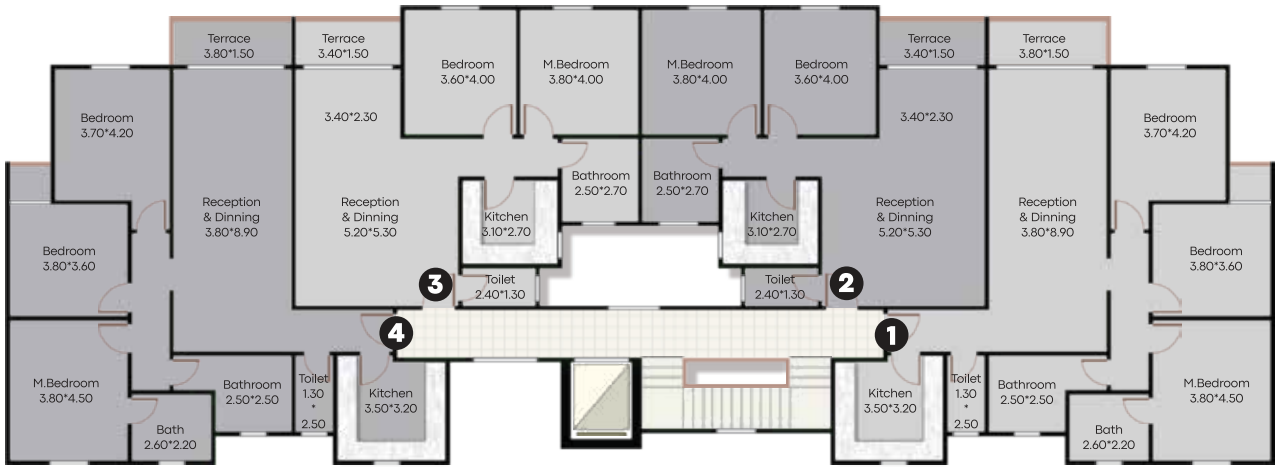


GROUND FLOOR

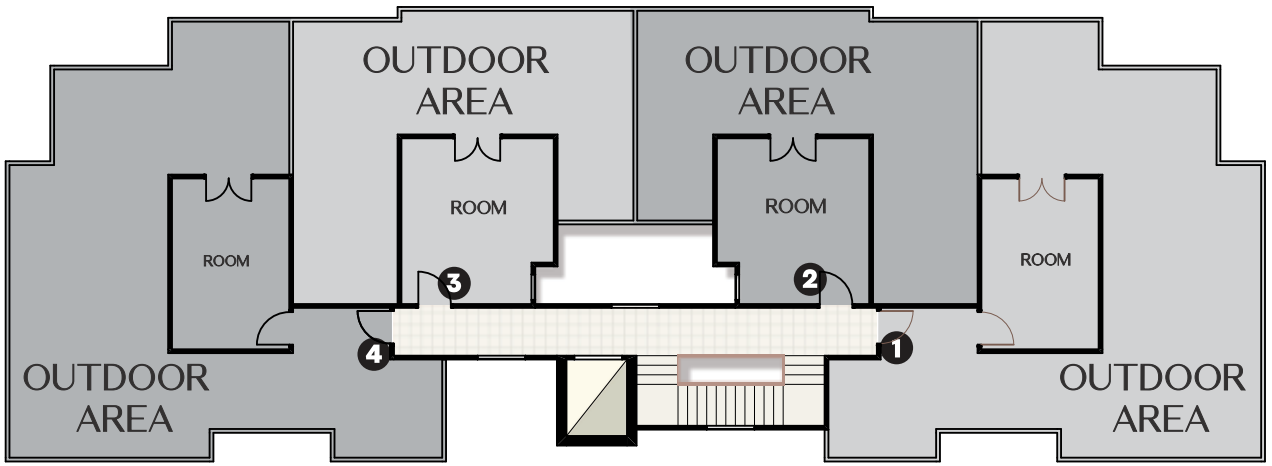
177 M² 126 M² 126 M² 177 M²



TYPICAL FLOOR



+



222 M² **158 M²** **158 M²** **222 M²**

LOFT FLOOR



BUILDING NO. 3-14-20

156 M2 114 M2 87 M2

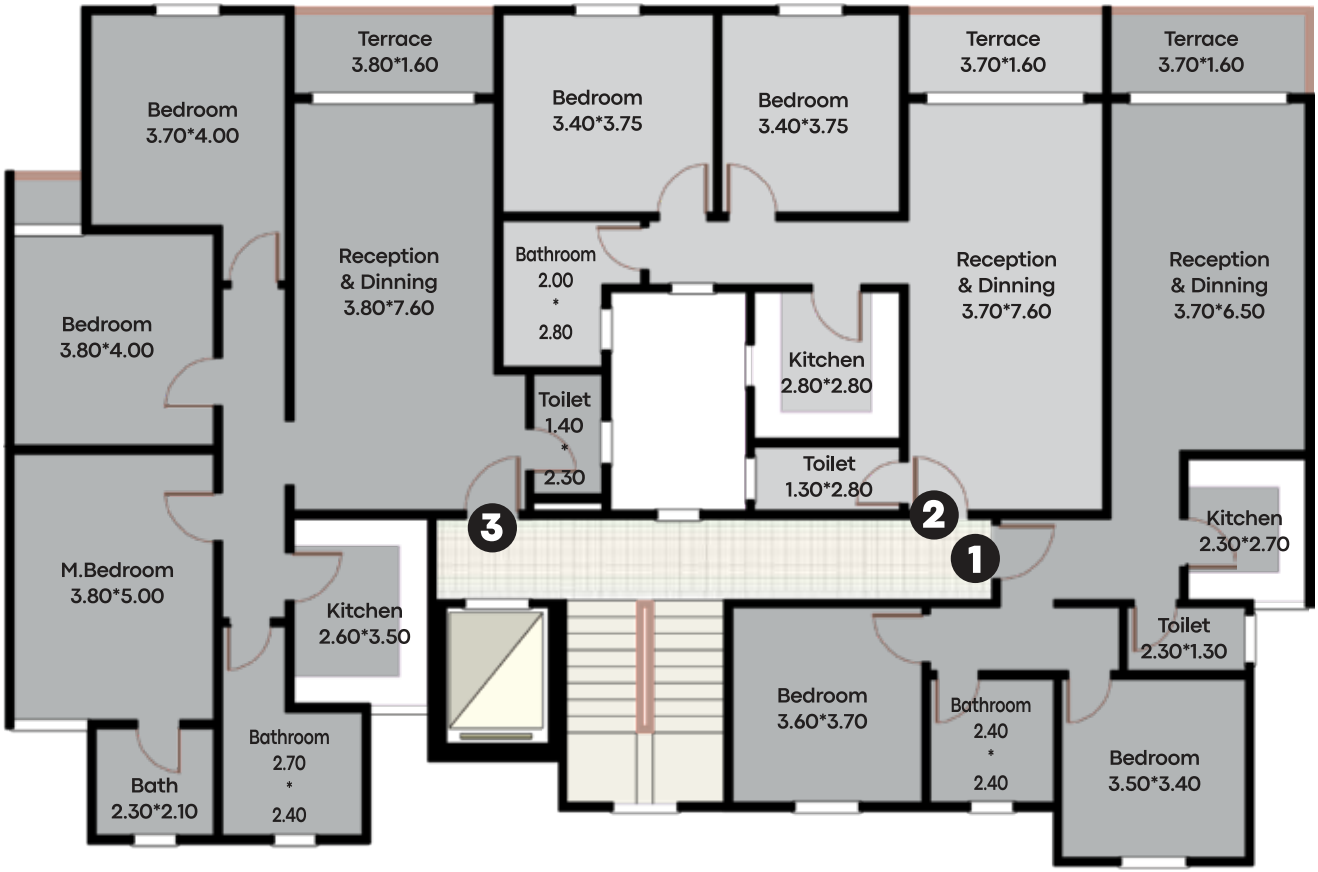


GROUND FLOOR

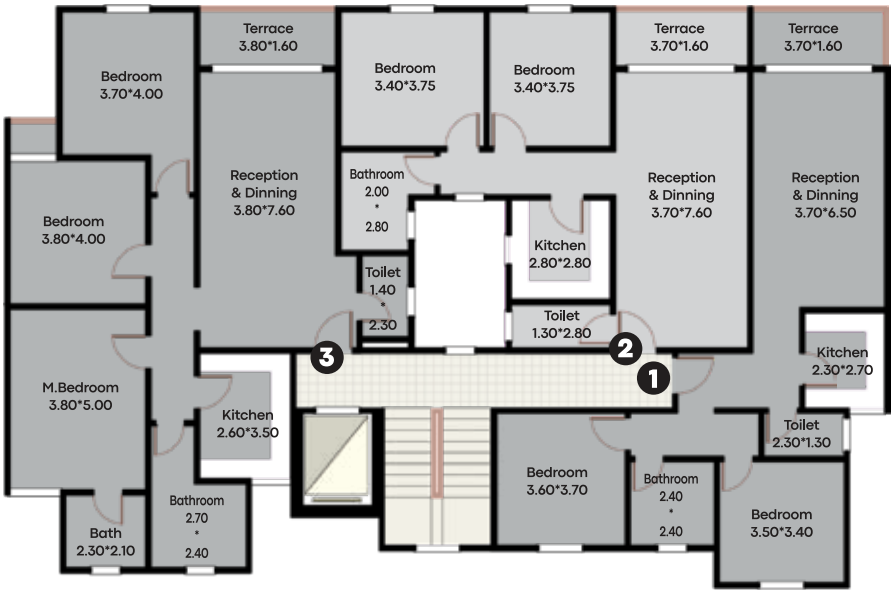
168 M2

118 M2

114 M2

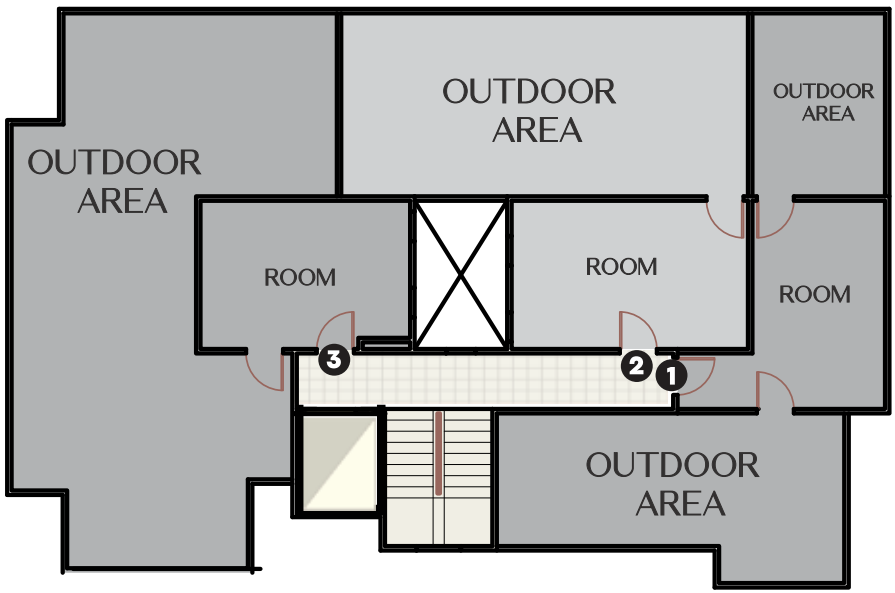


TYPICAL FLOOR



+

210 M2 148 M2 143 M2



LOFT FLOOR



BUILDING NO.4

189 M²

189 M²

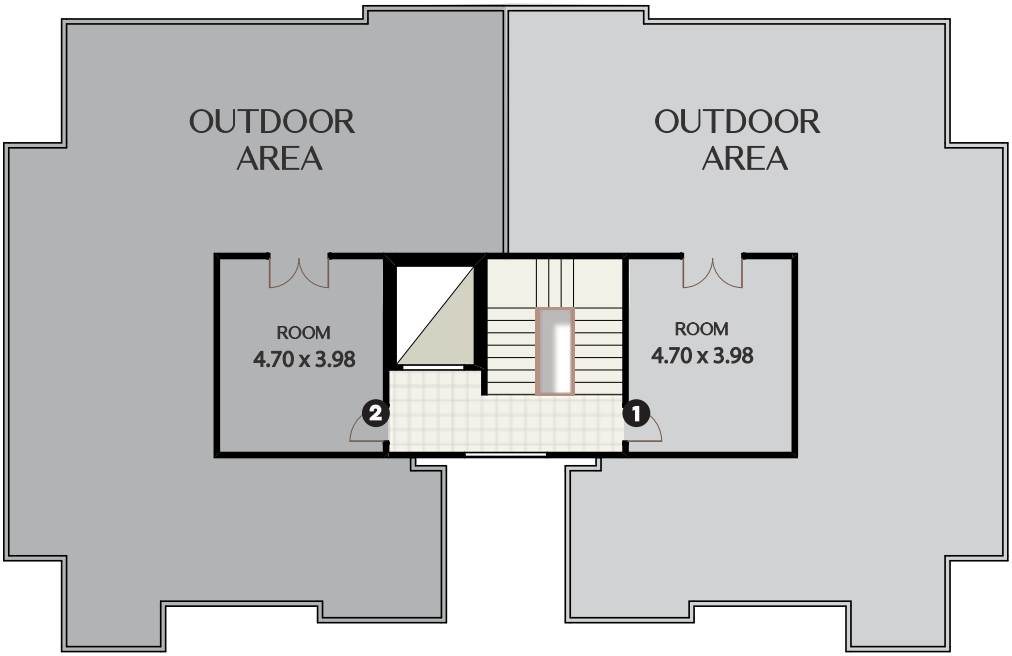


GROUND FLOOR



TYPICAL FLOOR





260 M²

260 M²

LOFT FLOOR



BUILDING NO.13



GROUND FLOOR

164 M²

164 M²



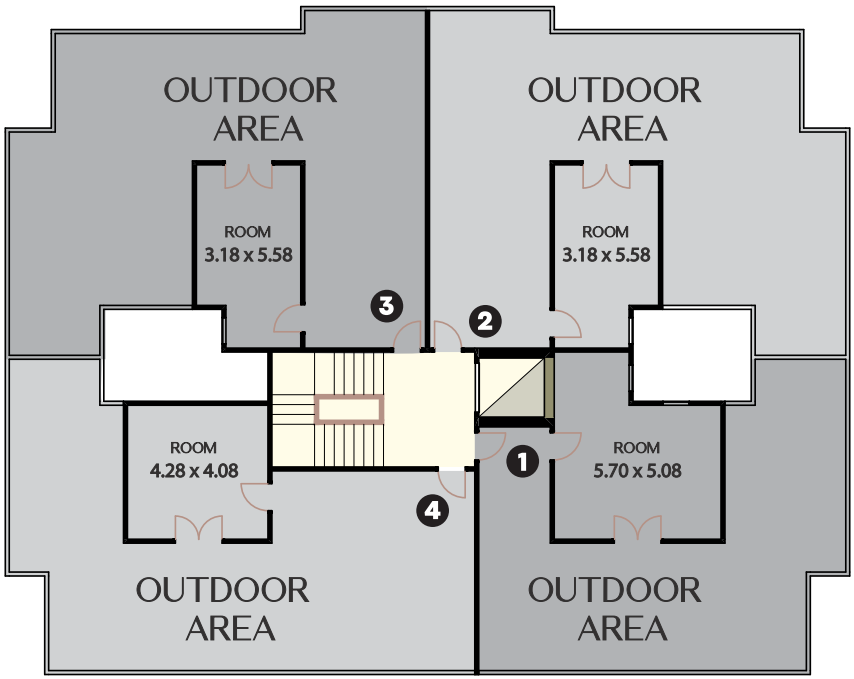
145 M²

131 M²

TYPICAL FLOOR



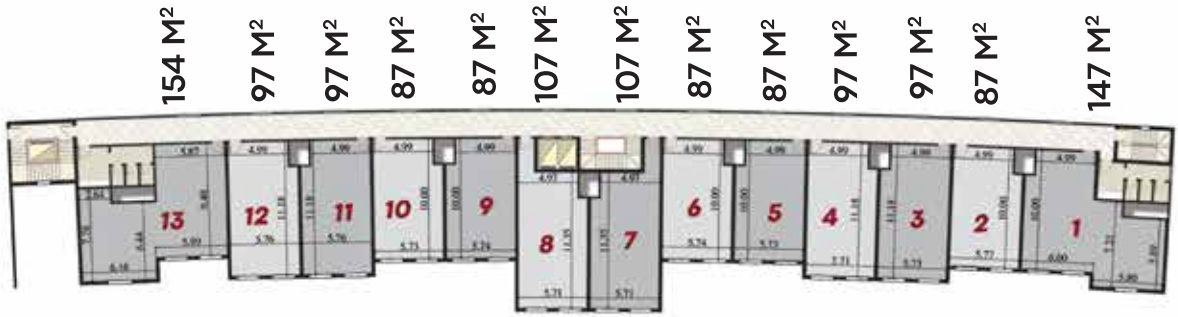
205 M² + 205 M²



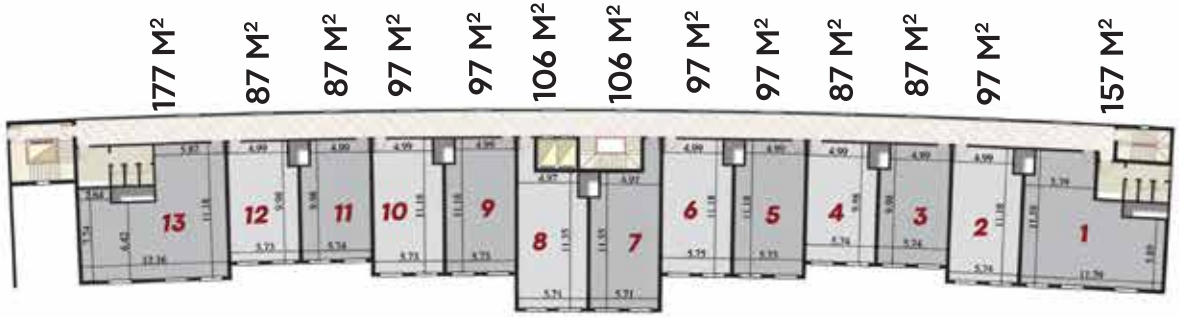
182 M² 164 M²



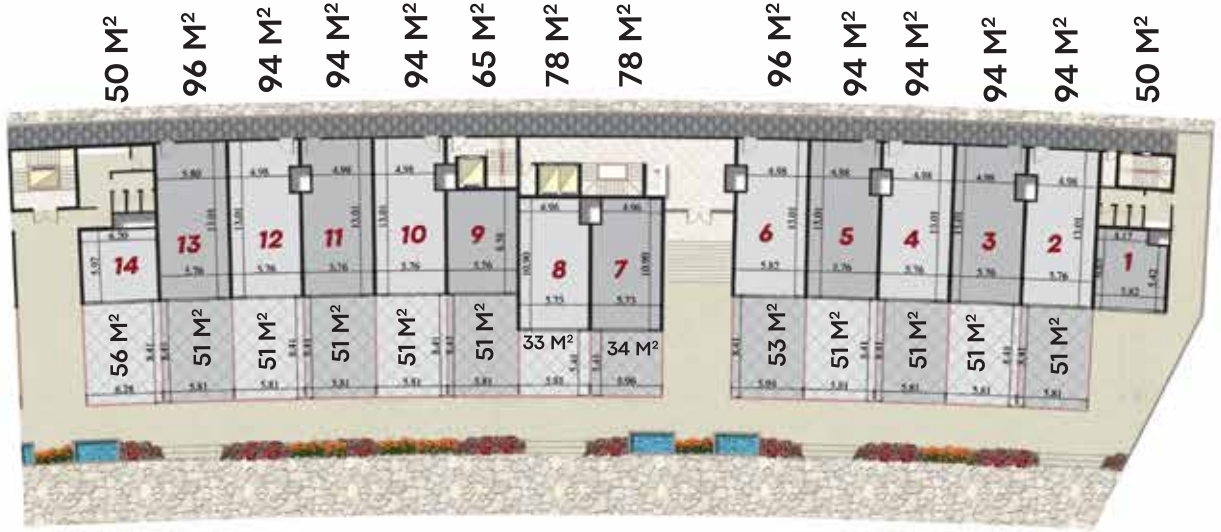
TYPE A



Second & Fourth Floor



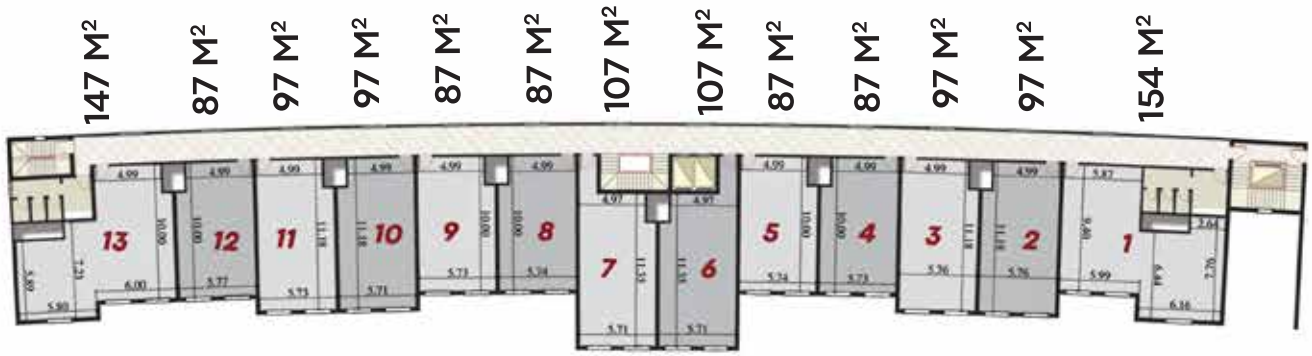
First & Third Floor



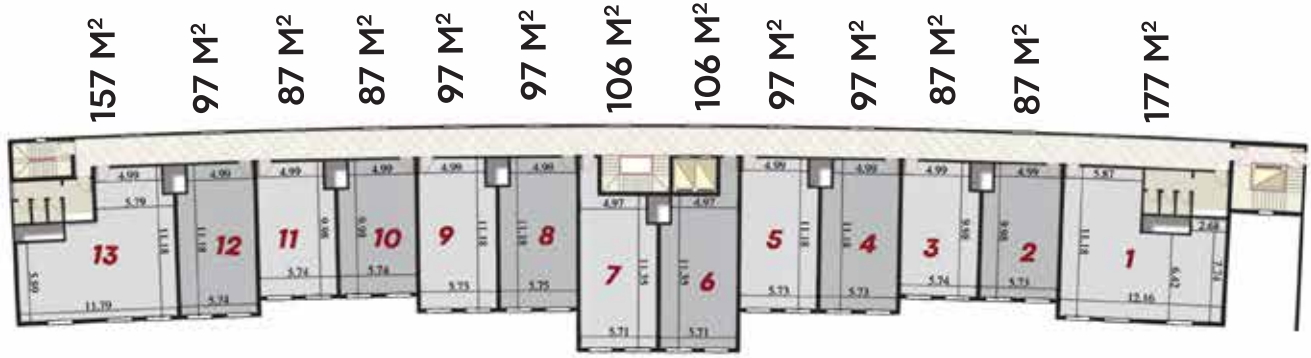
Ground Floor



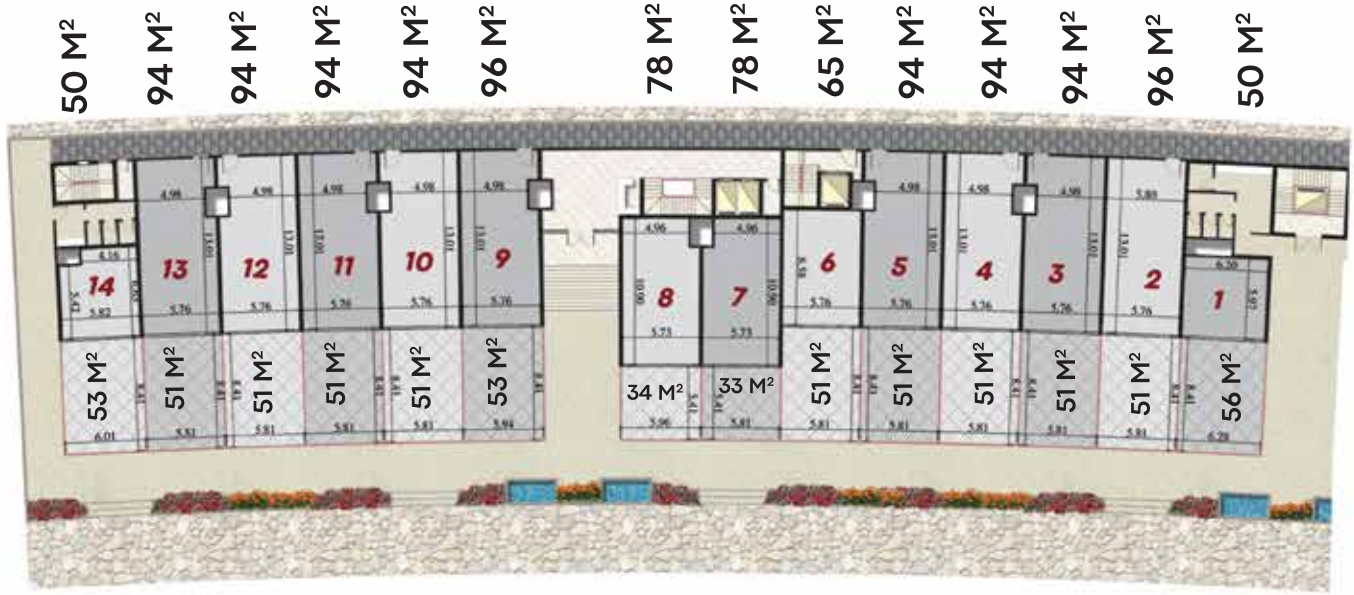
TYPE B



Second & Fourth Floor



First & Third Floor



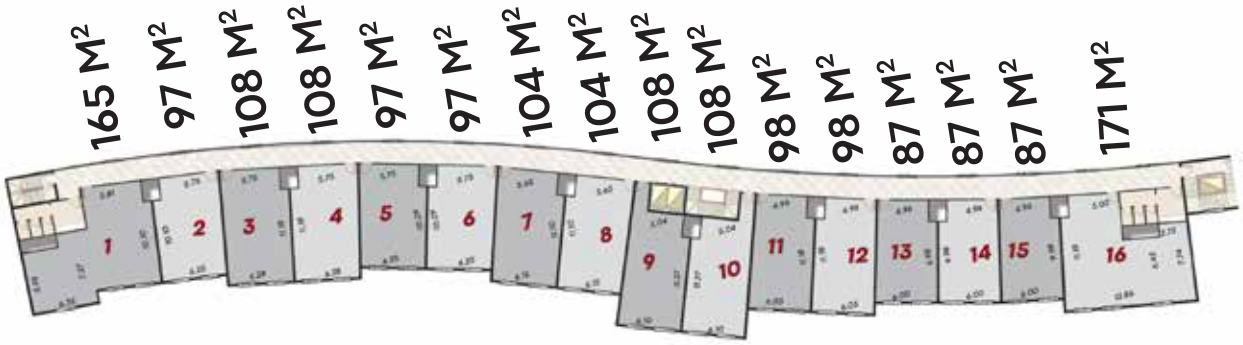
Ground Floor



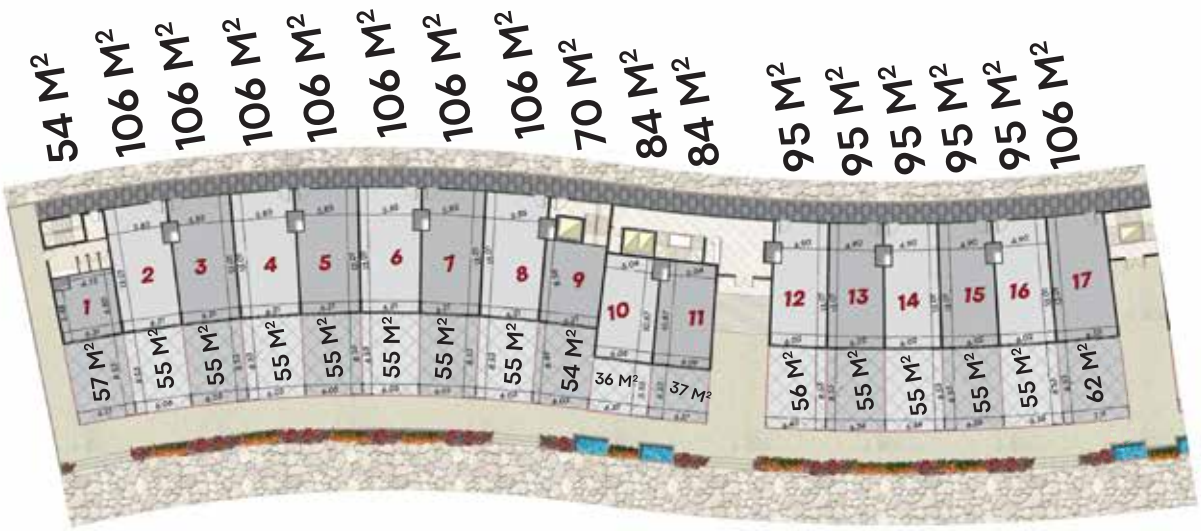
TYPE E



Second & Fourth Floor



First & Third Floor



Ground Floor



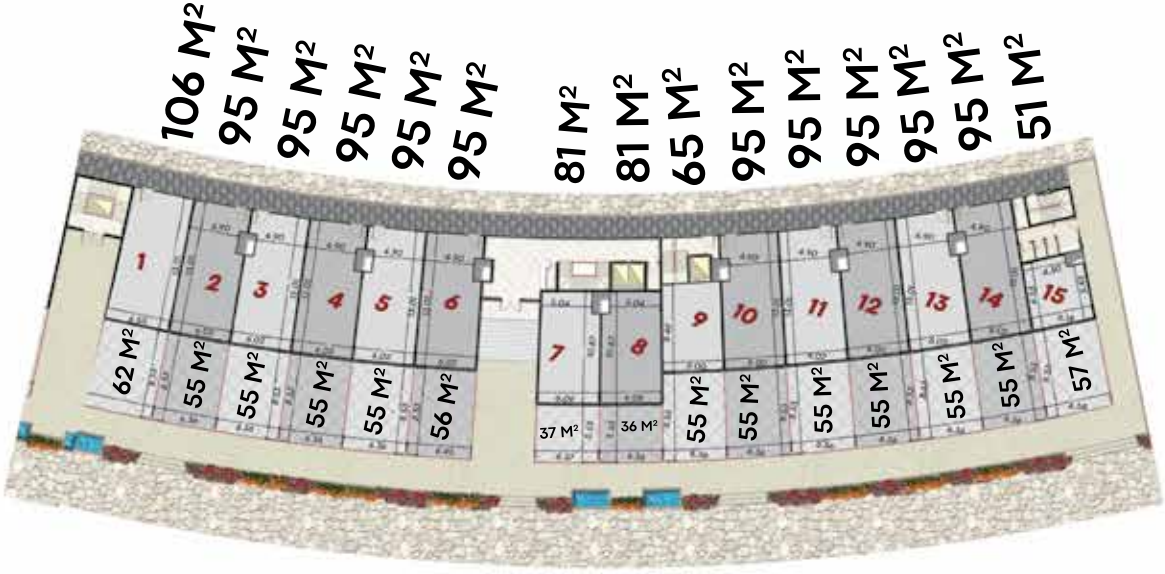
TYPE F



Second & Fourth Floor



First & Third Floor



Ground Floor

OUR
PROJECTS IN OTHER REGIONS



ISOLA®
OCTOBER

October City

OUR
PROJECTS IN OTHER REGIONS



OUR
PROJECTS IN OTHER REGIONS



ISOLA®
SHERATON

Sheraton


OUR
PROJECTS IN OTHER REGIONS
ISOLA®
QUATTRO
NEW CAIRO

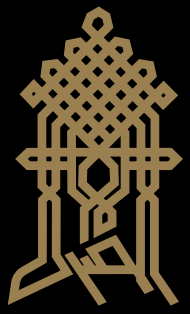
OUR PARTNERS

EDIO

ARCHIST
DESIGN STUDIO

الدكتور المهندس
عمرو رضوان

المكتب الهندسي
لأعمال التصميمات والإستشارات الإنشائية
د.م. تامر حنفي سيد



ELMASRIA
GROUP
DEVELOPMENTS