

NOVUS A LIFE RECLAIMED

NEW ALAMIEN

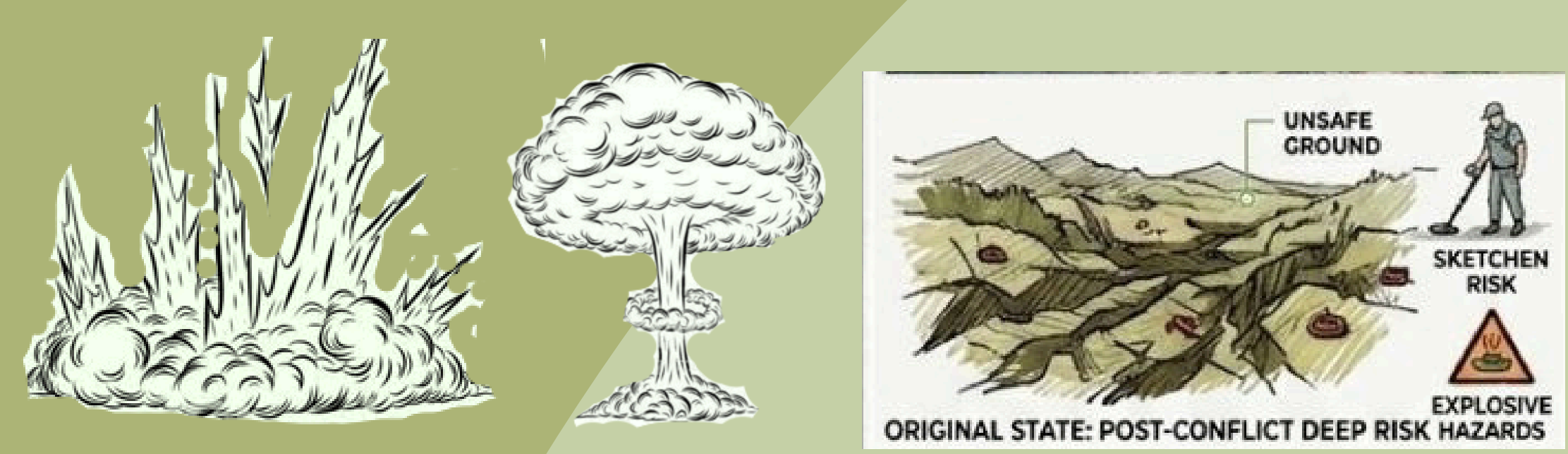
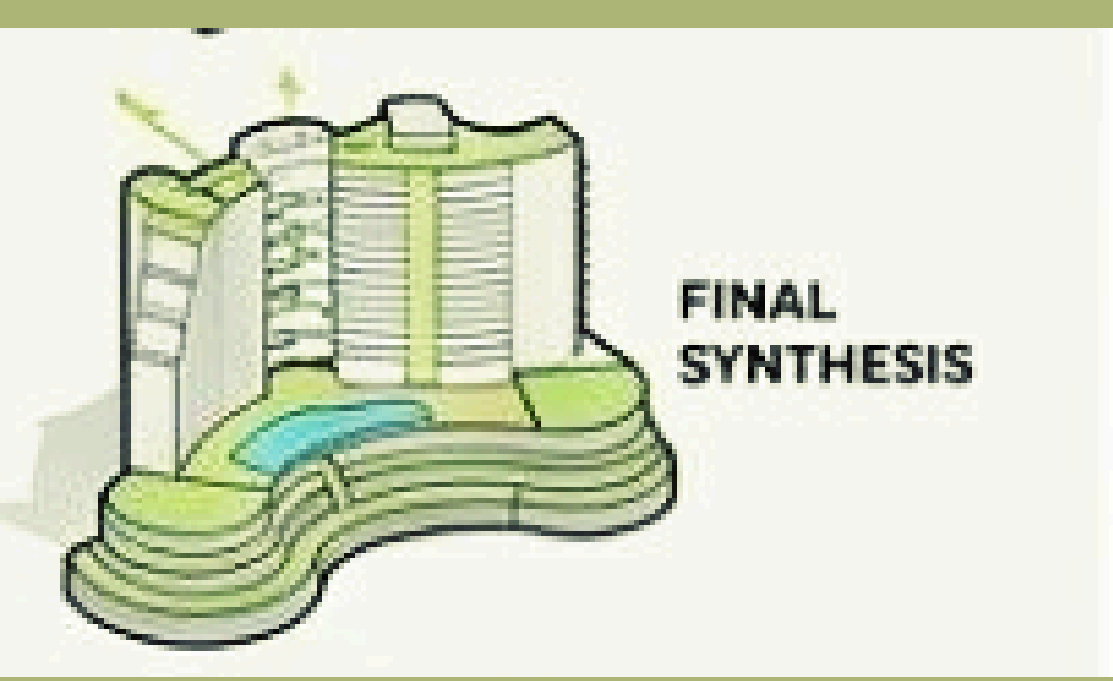
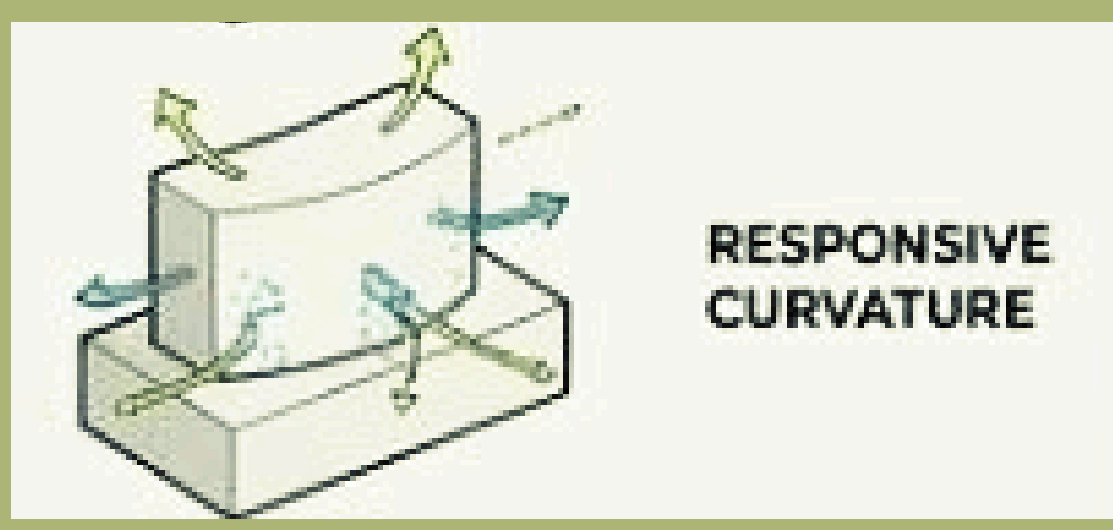
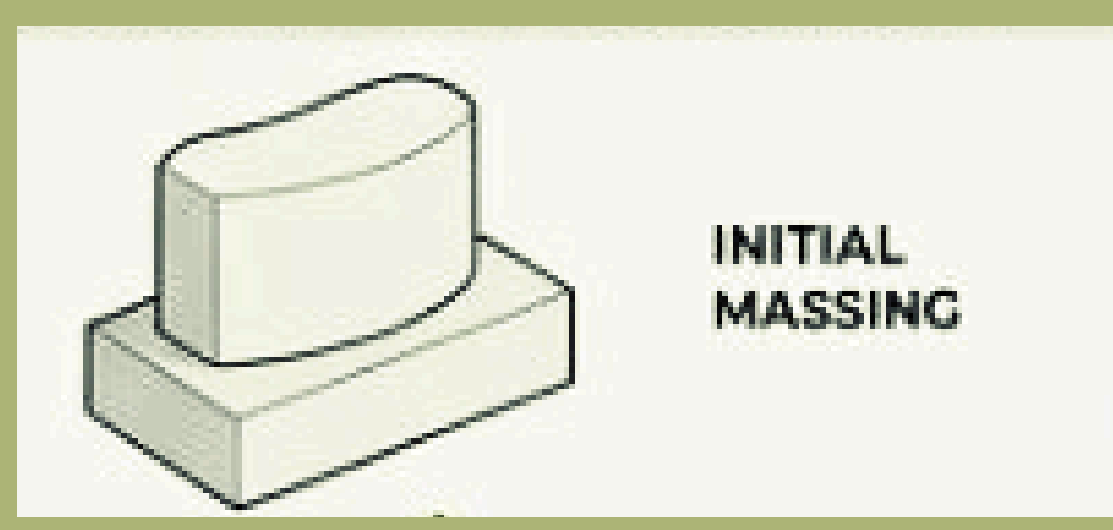
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Located on a sprawling 26,000 m coastal plot, this project is designed as a responsive architectural intervention that negotiates the boundary between the desert landscape and the Mediterranean. The design prioritizes environmental harmony, leveraging the site's unique orientation to create a high-performance, sustainable landmark.

Design concept

SWOT Analysis



HIDDEN DANGER "A FIELD OF IRON"



LUXURY REBORN TOTAL HARMONY

S

Strengths (S)
 Elite Location: Direct lakefront and Mediterranean views near Alamein Marina.
 Modern Context: Situated in a high-traffic tourist/commercial hub.
 Sustainable Identity: Part of a "Fourth-Generation" smart city, increasing its long-term value.

W

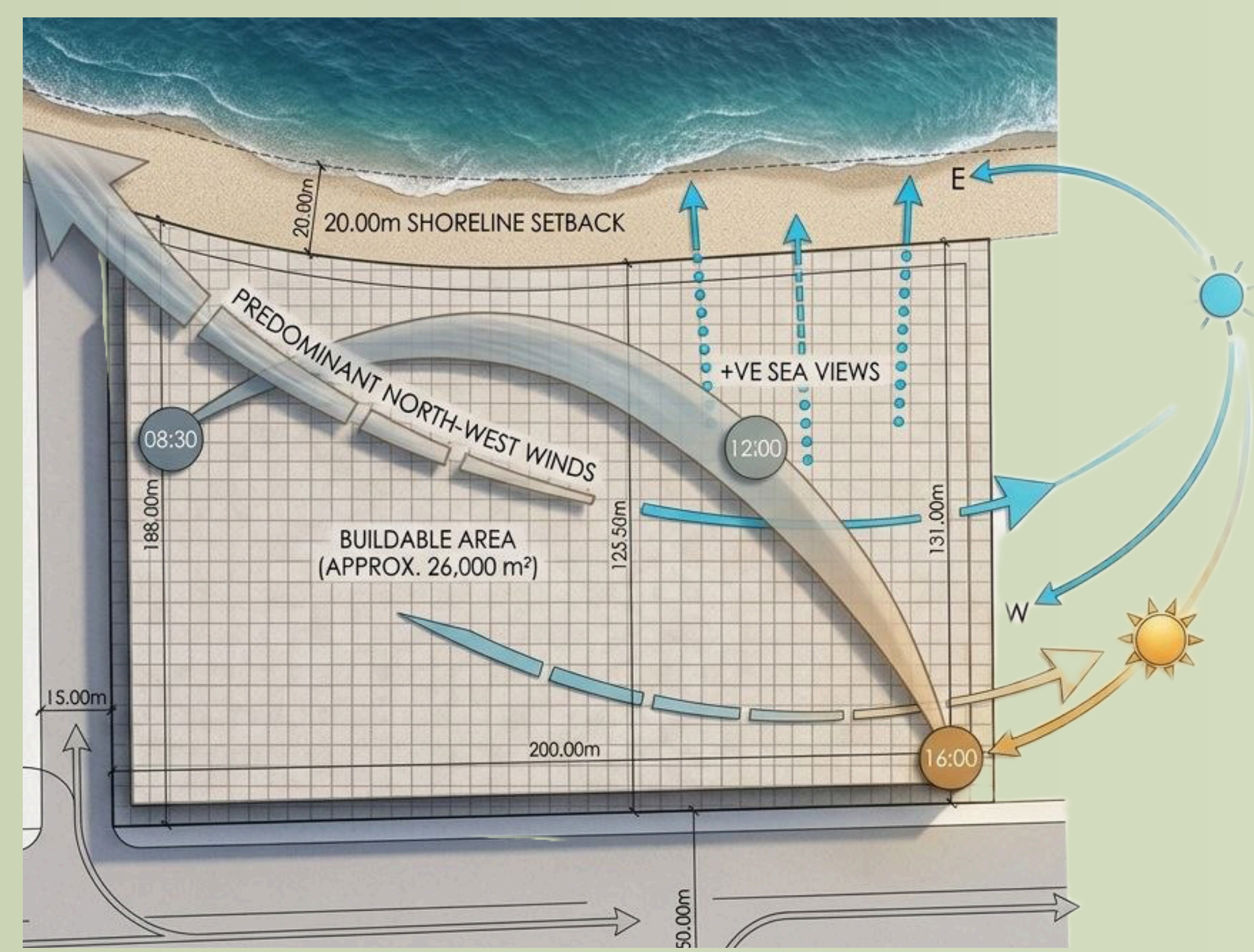
Weaknesses (W)
 Seasonal Revenue: Risk of low occupancy during non-summer months.
 High Costs: Expensive construction and operation due to luxury and smart-city standards.
 Growth Dependency: Success relies on the city's overall development progress.

O

Opportunities (O)
 Global Destination: Ability to attract high-end international and local tourism.
 MICE Market: Hosting major conferences and events in an integrated zone.
 ROI Potential: Significant increase in property value as the city matures.

T

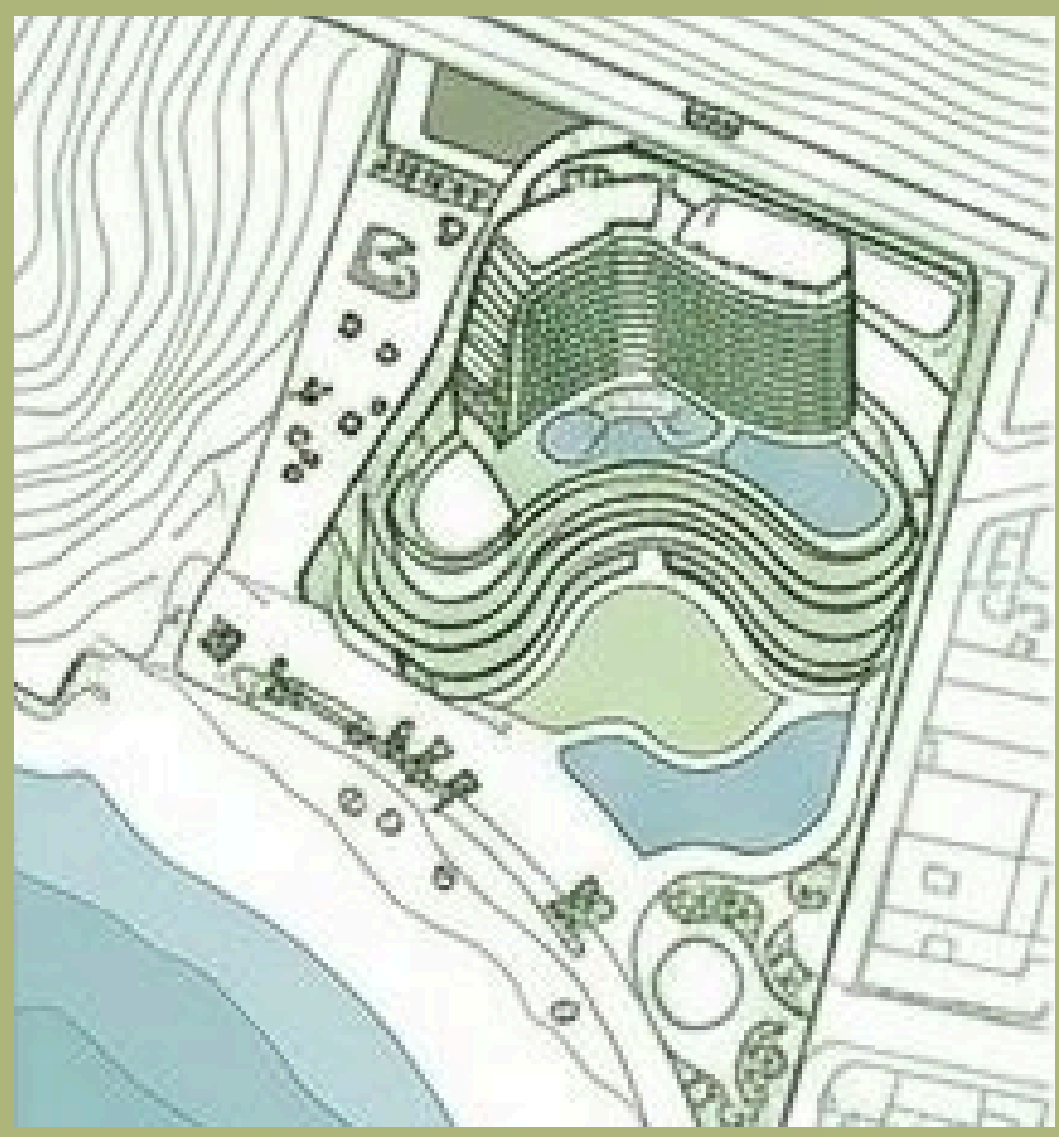
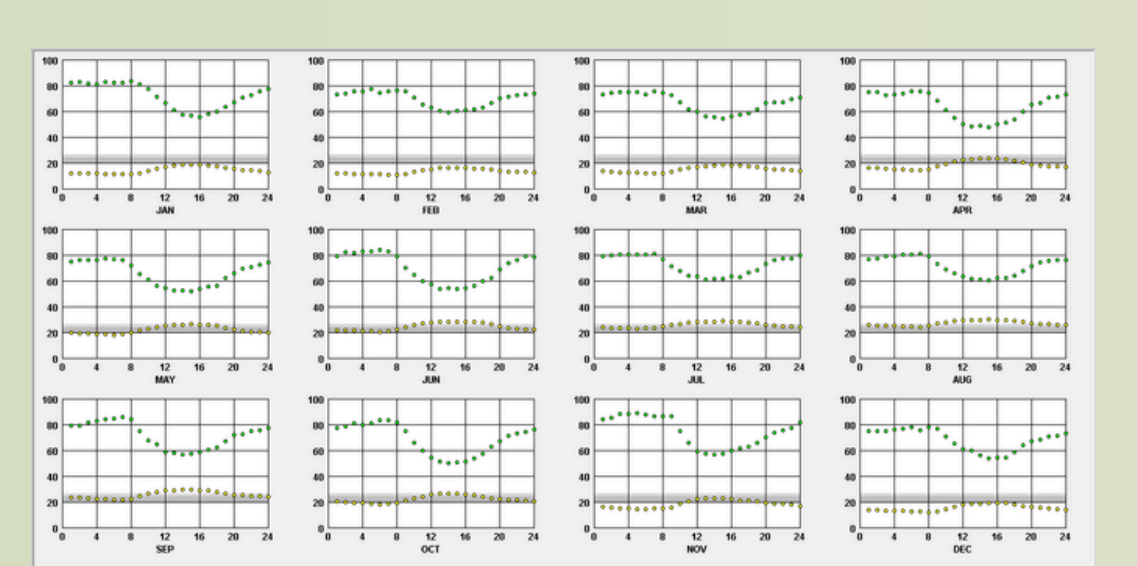
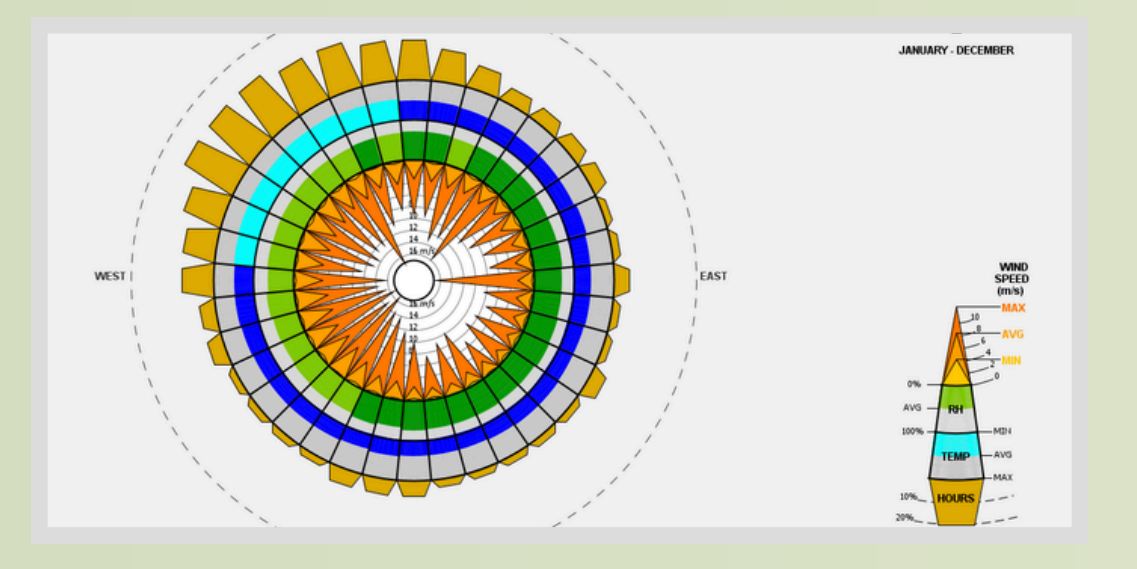
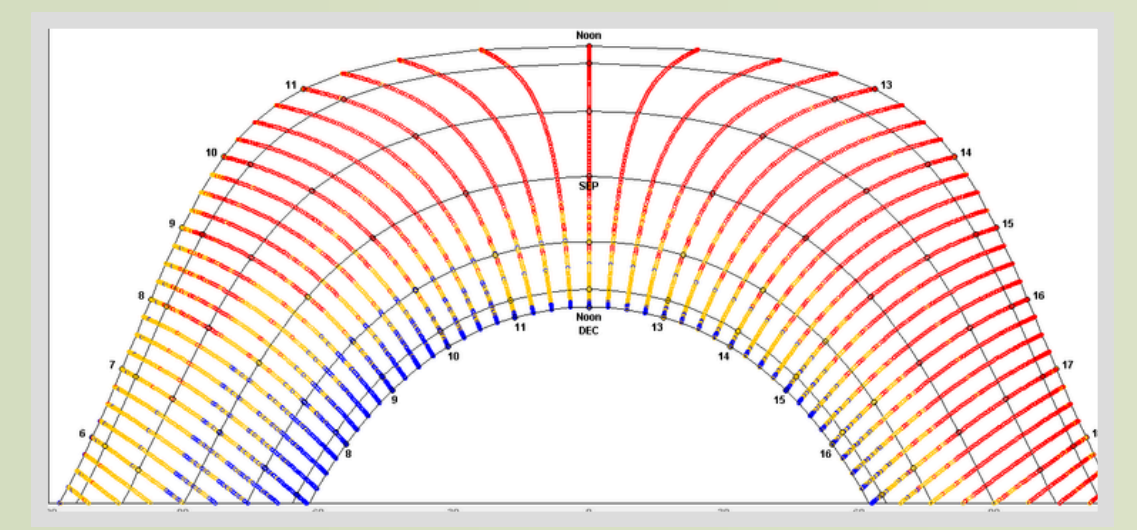
Threats (T)
 Saturated Market: Strong competition from nearby luxury coastal resorts.
 Economic Shifts: Sensitivity of the luxury sector to economic instability.
 Environmental Risks: Vulnerability to climate change and rising sea levels.



SITE ANALYSIS

- Orientation & Views: The site maximizes its northern exposure toward the sea, providing high-quality, glare-free daylight and premium vistas.
- Sun Path: Southern and western facades are identified as high-heat gain zones, requiring strategic shading and thermal mass considerations.
- Wind Dynamics: Dominant North-Westerly winds offer natural cooling potential but require a landscape buffer to protect outdoor social spaces.
- Access & Setbacks: Primary vehicular access from the West is balanced by a 20m shoreline setback to preserve the coastal ecosystem and building privacy.

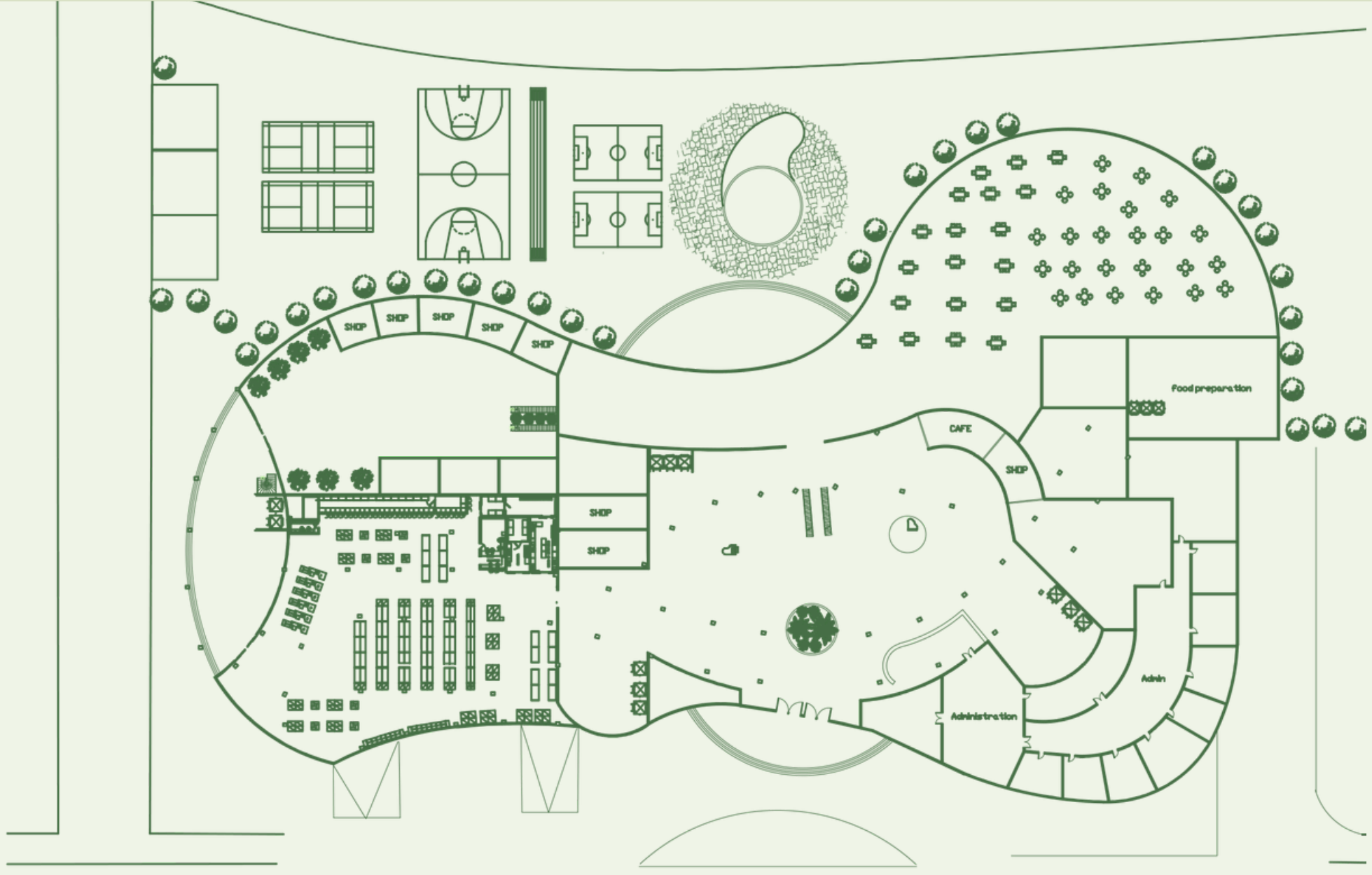
CLIMATE





SITE PLAN

PLAN VIEWS



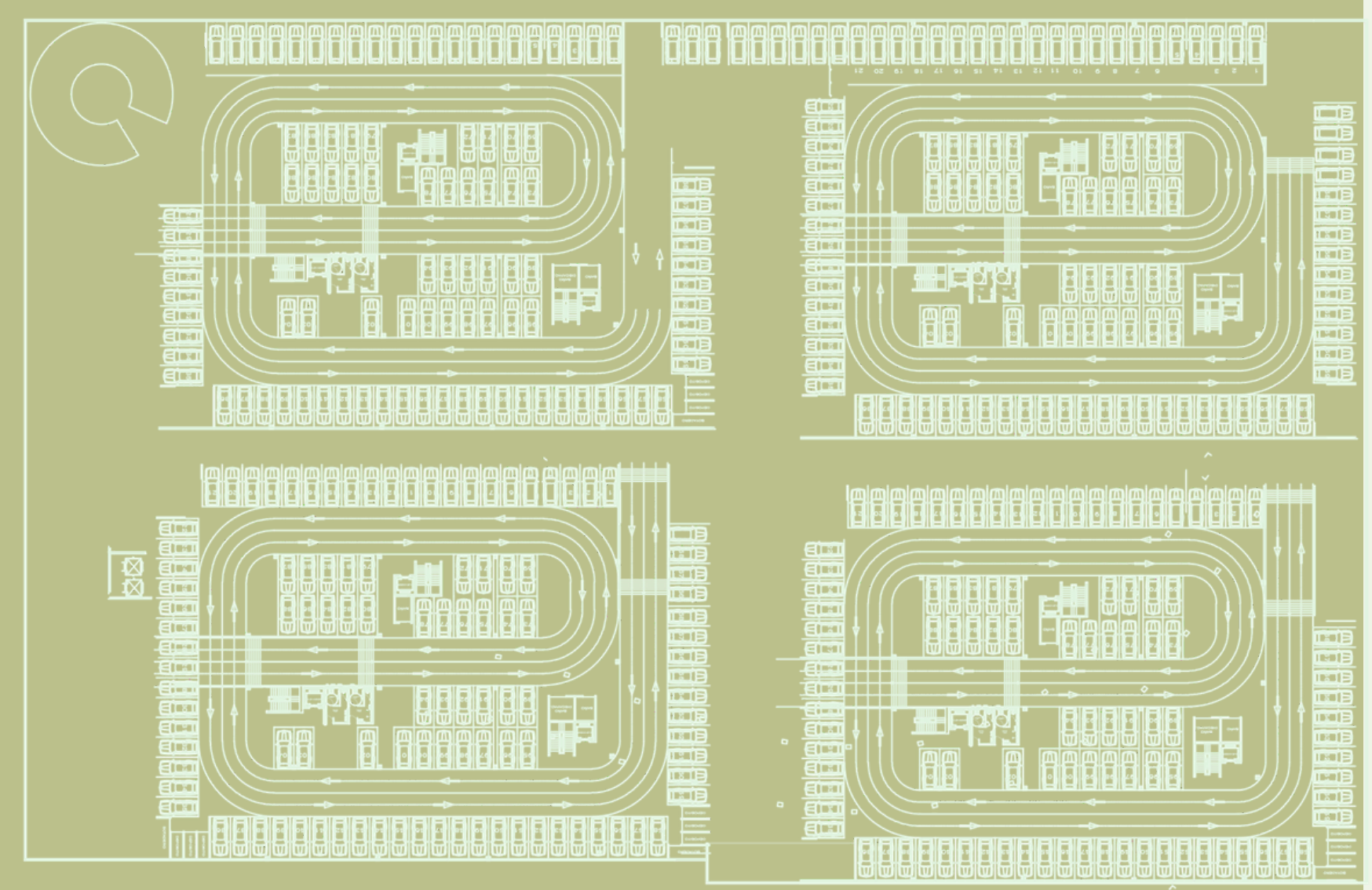
GROUND FLOOR



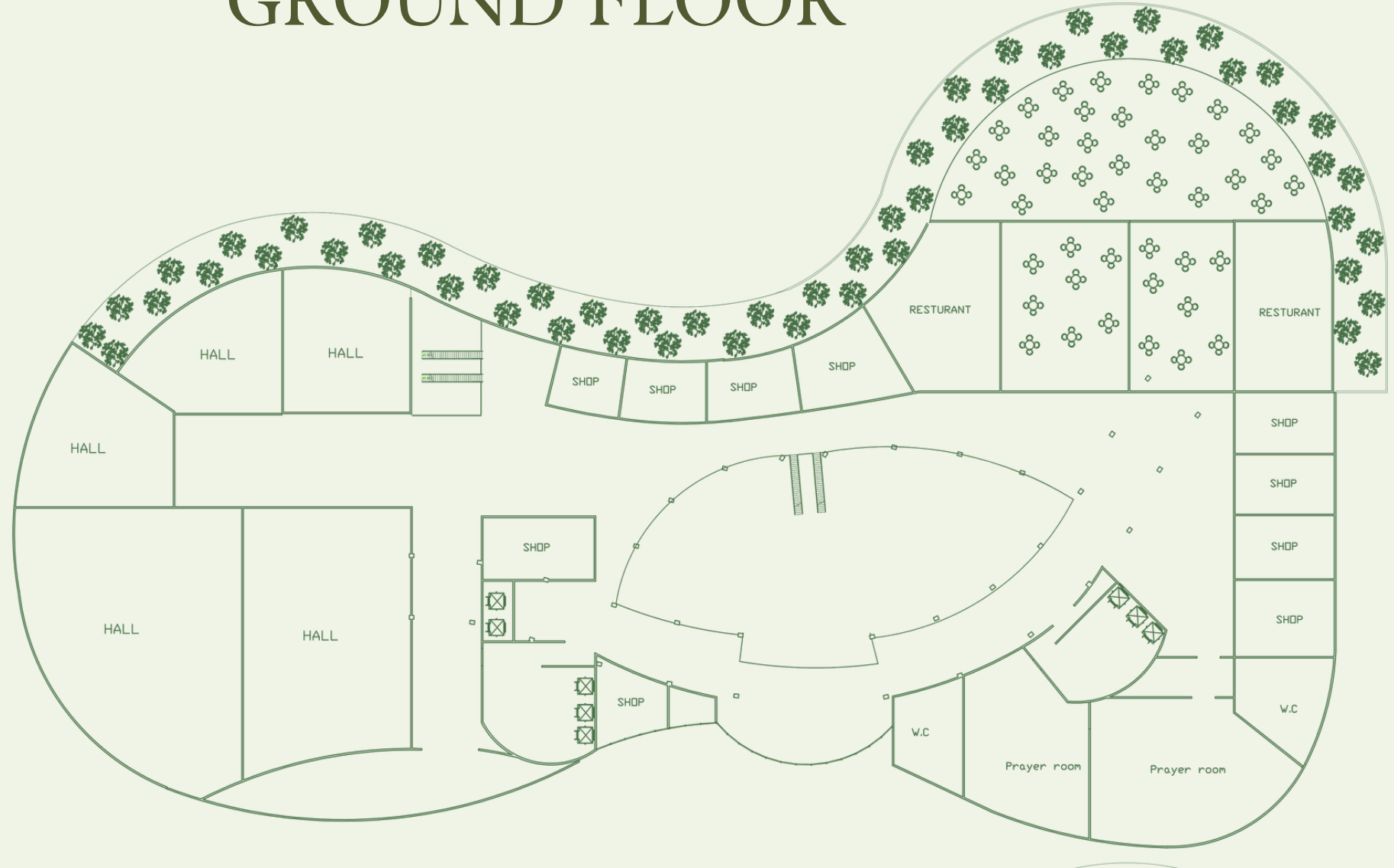
ROOF GARDEN



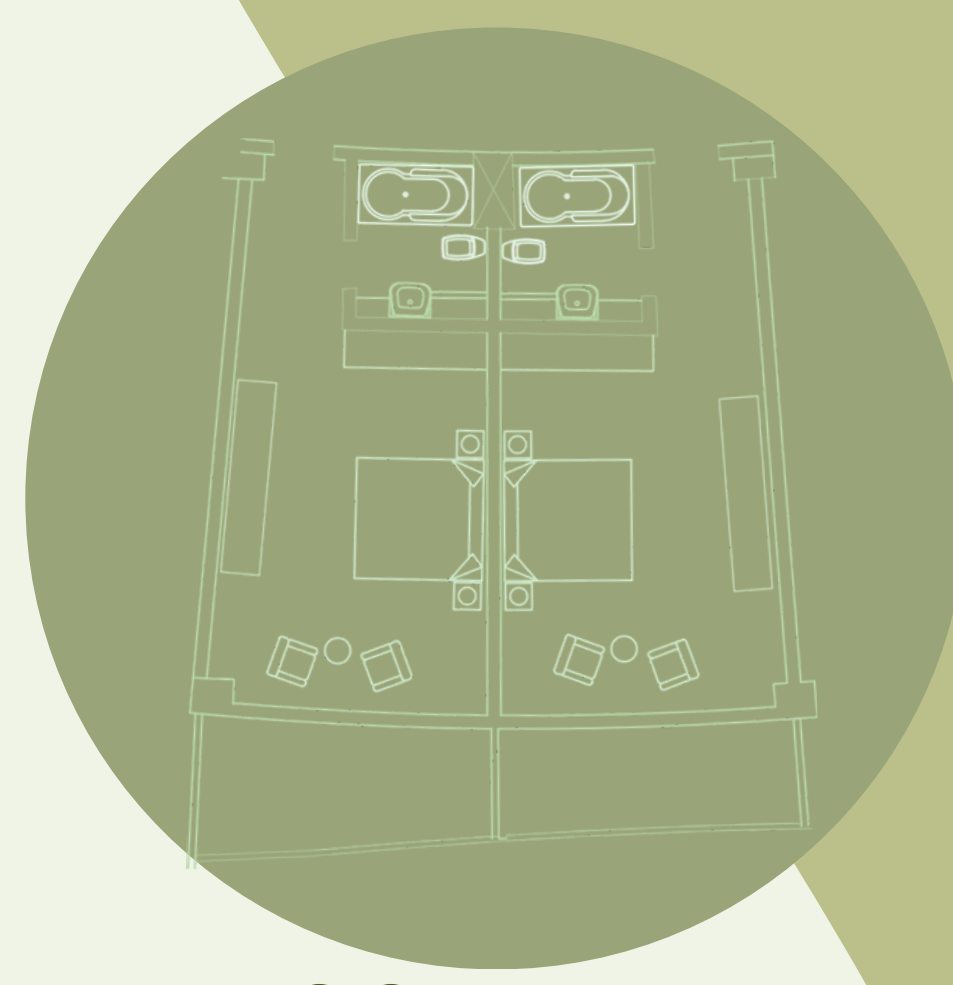
COURT



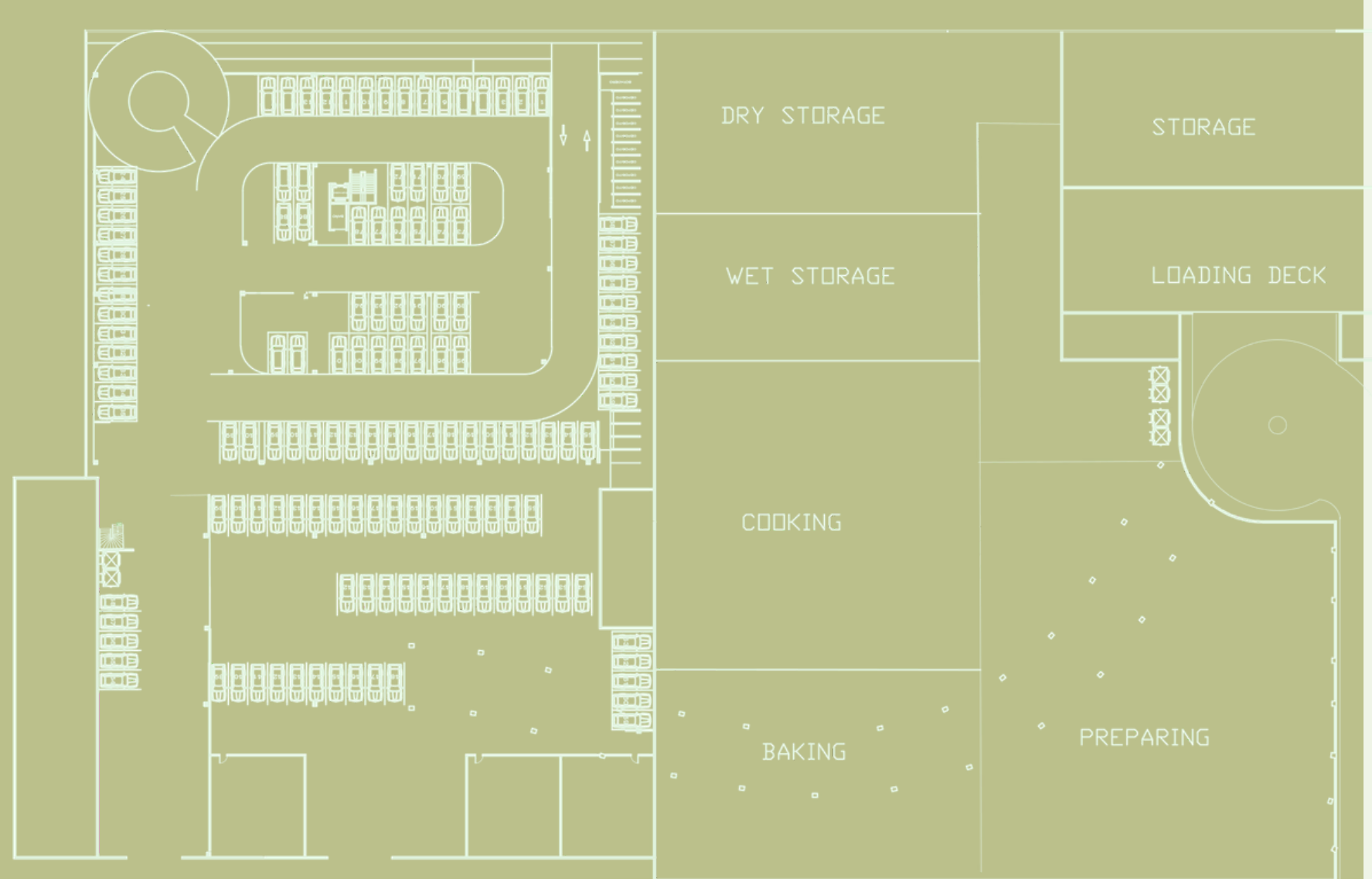
BASEMENT 2



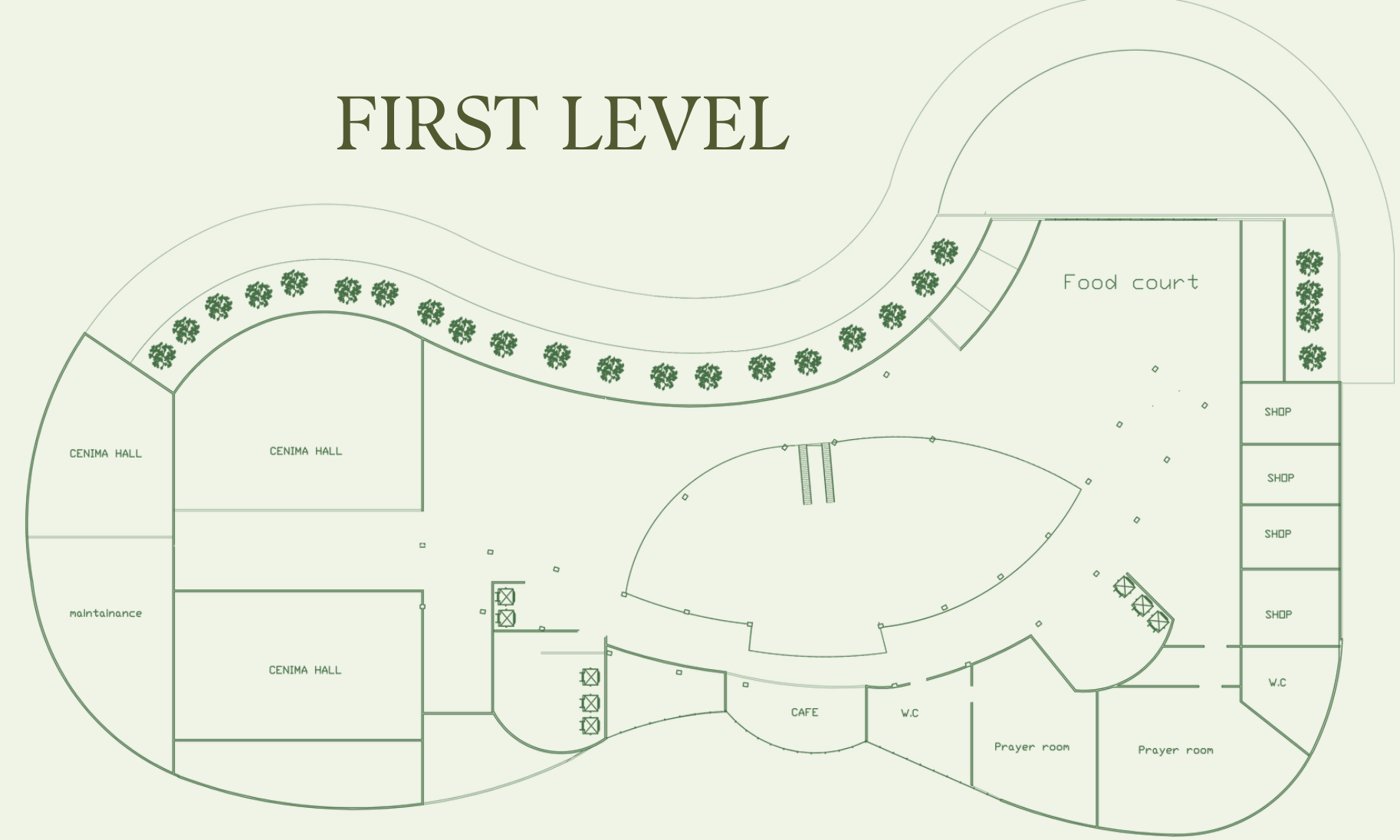
FIRST LEVEL



ROOM PLAN



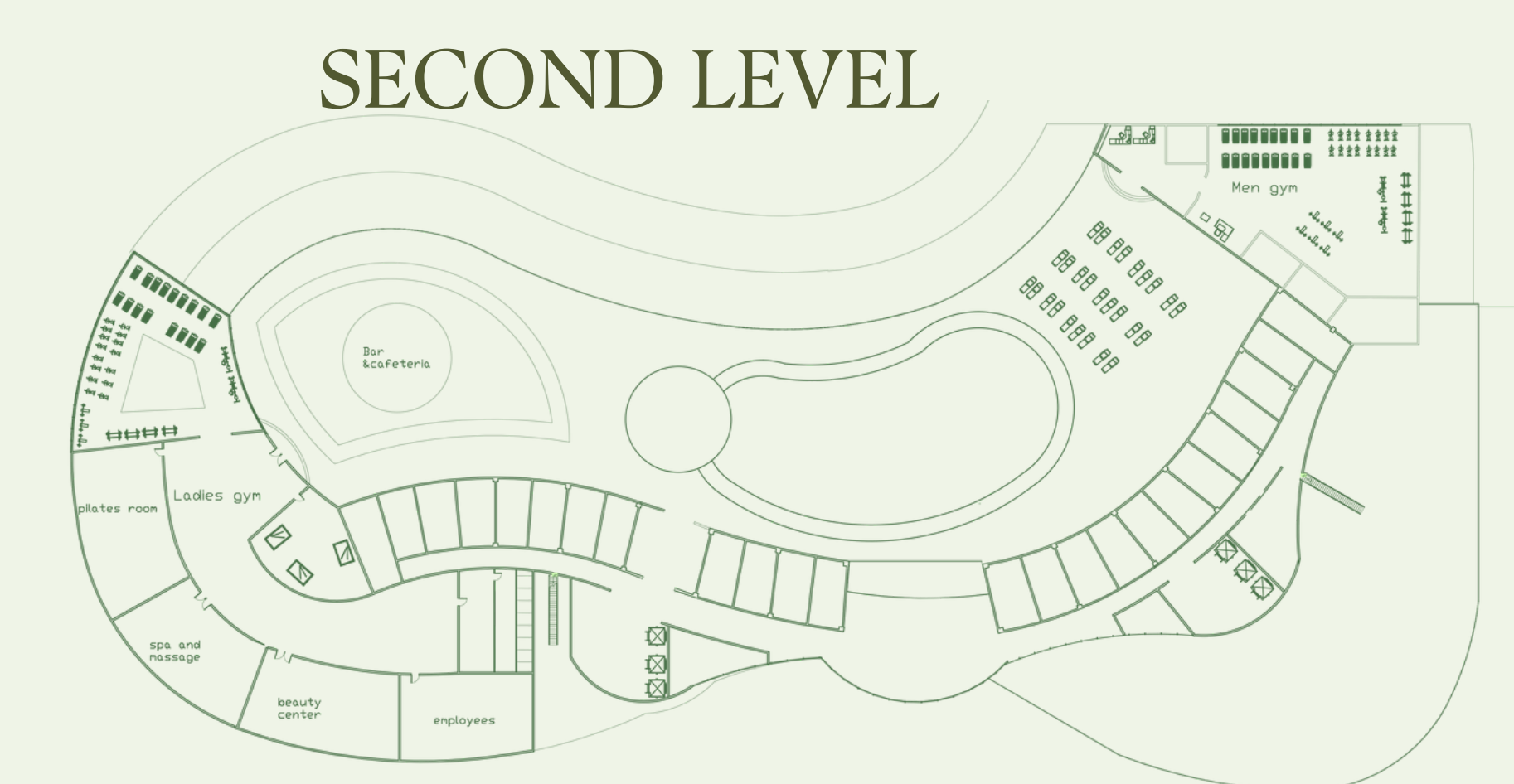
BASEMENT 1



SECOND LEVEL



TYPICAL LEVEL



THIRD LEVEL



LEVEL 22



LEVEL 20



LEVEL 18



LEVEL 16



LEVEL 14



luxury reception



hyper market



mall



food court



sun decks



bars and cafe



men&ladies gym



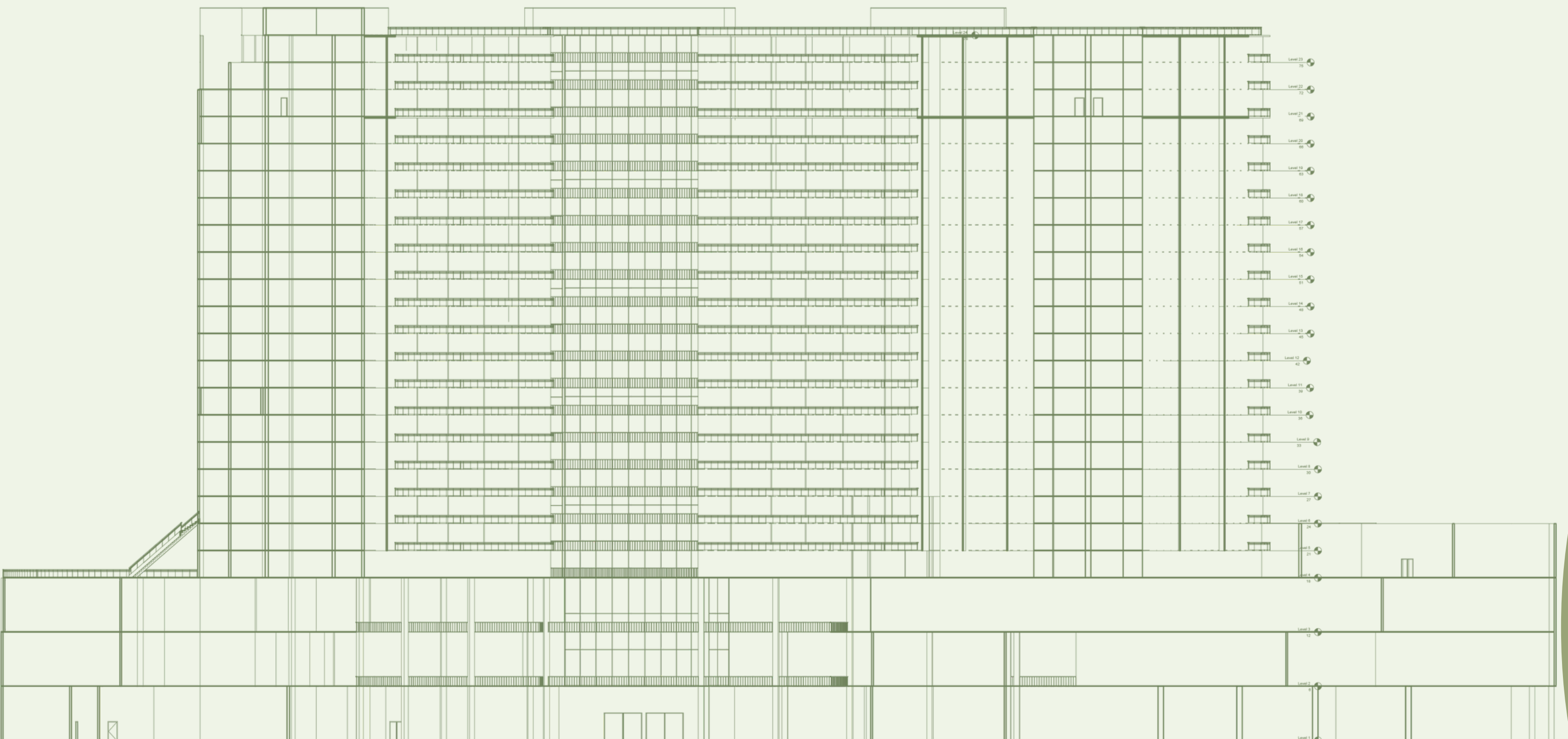
pilates &spa



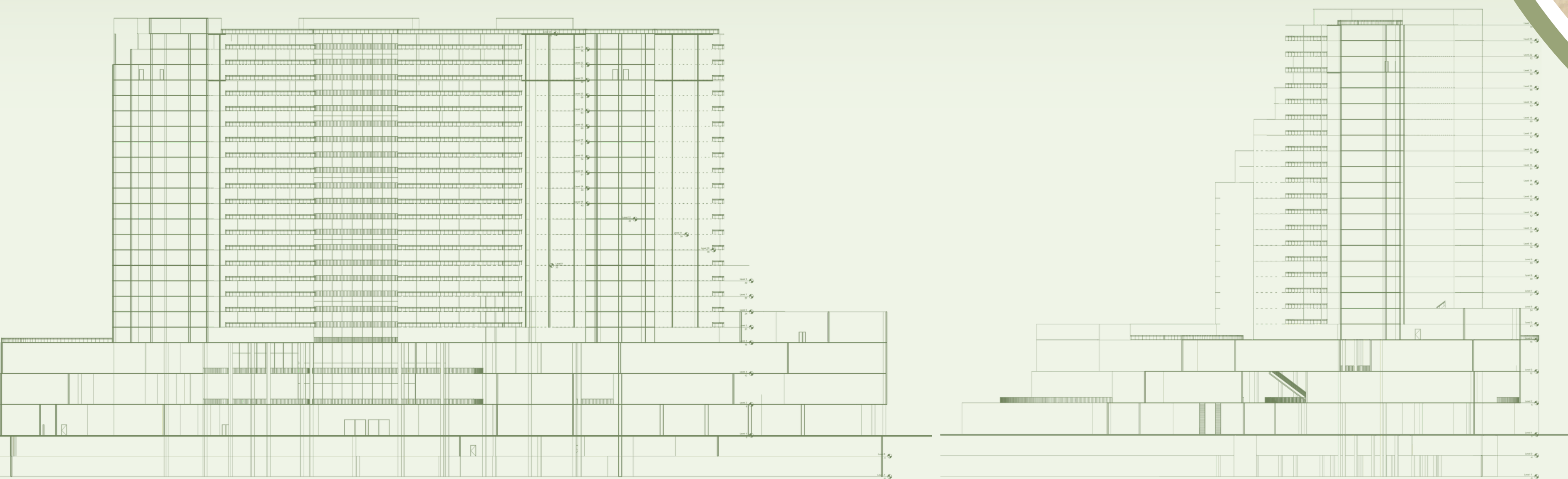
beach activities



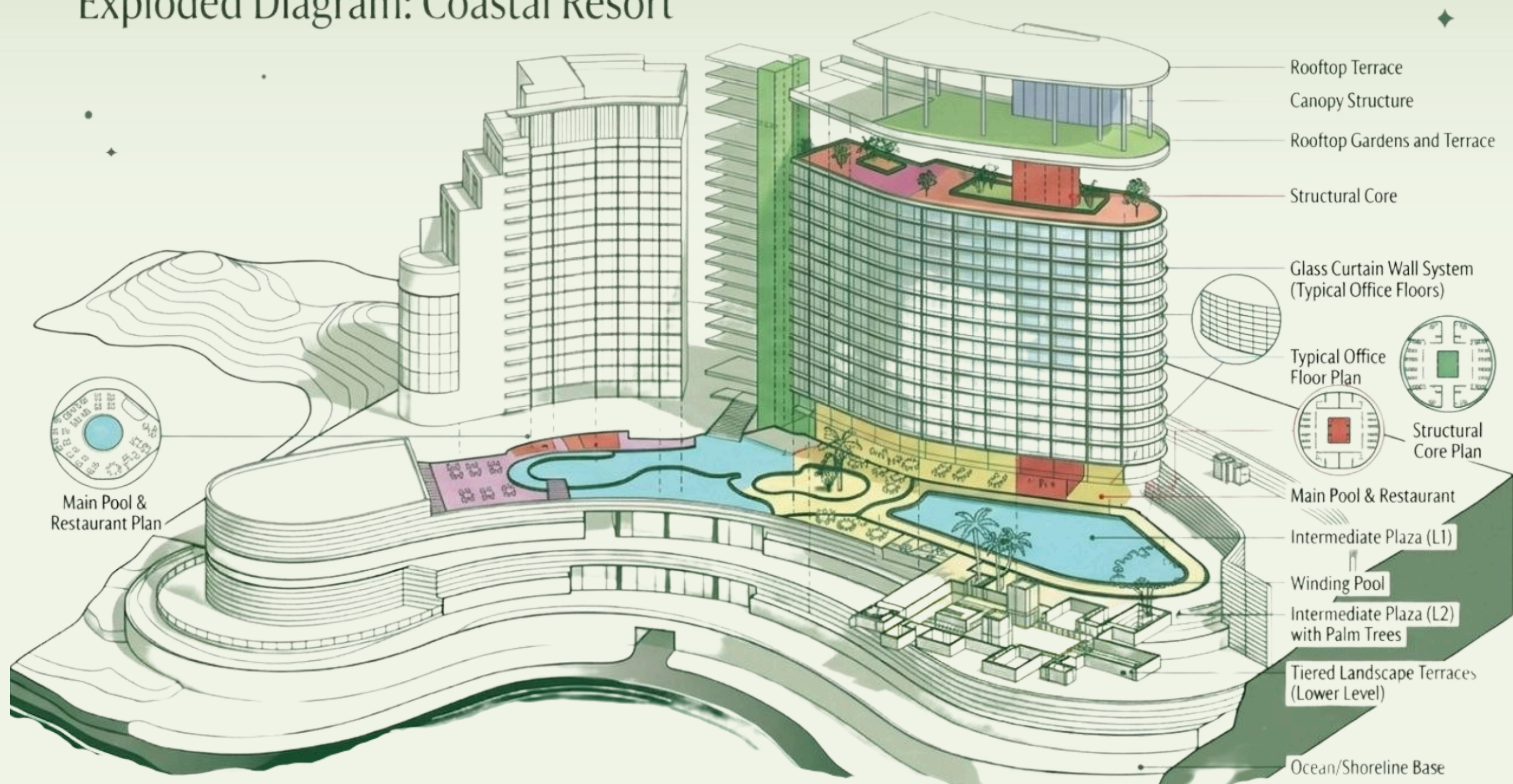
ELEVATIONS



SECTIONS



Exploded Diagram: Coastal Resort



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