Built for Business;
Designed for People

Heartwork

INNOVATED BY MOUNTAIN VIEW

work

Word from CEO

Mountain View strives to constantly offer new and unique concepts in the Egyptian market. We usually make sure that our new breakthroughs in the market are suitable for our clientele.

On that account we have partnered with both "Delivering Happiness" DH the global happiness coach-sultants, and Callison RTKL a global design firm ranked number 1 in the world for designing business & commercial projects.

The outcome of this alliance is a Silicon Valley like International Business Hub in Cairo, the first of its kind in Egypt and in the Middle East. "Heartwork" is the place where the Science of Happiness and the Science of Design have been merged to guarantee happiness in the workplace. Such innovation with international consultancy, standards, and certifications have been proven globally to have a great impact on employee's productivity & company's sales and profitability.

After applying the Science of Happiness to Mountain View's HQ and seeing the outcome, it is with pride that we offer a wide range of studied products along with our expertise to small, medium, and large enterprises to join our first International Business Hub, Heartwork.

International **Business Hub**

Heartwork is the very first International Business Hub in Egypt.

The project is located in iCity New Cairo. Merging the science of happiness and the science of architecture is behind Heartwork's outstanding concept and building designs.

The science of Happiness is offered by our global partner DH, based in San Francisco, USA, while the Science of Design is offered by our global partner Callison RTKL, based in Dallas, USA and our regional subsidiary, DMA.

DH has evolved from a New York Times® Best Seller to the world's first Culture coach|sulting® [coaching + consulting] company. From the early days of Zappos to the 350+ organizations they've impacted around the world, DH has been pioneering the way. They're here to help engage employees to create happier, sustainable cultures for a more profitable business.

DH has an impressive list of global clients such as:

- Facebook
- Starbucks
- McDonald's
- Audi
- Toms
- HP
- Dubai Government's "Happiness Initiative"

CALLISONRTKL™

CallisonRTKL (CRTKL) combines the legacy of two great design practices into an even stronger, more distinct voice that is characterized by the strength of their ideas, the spirit of their culture and the passion of their people to make the world a better place.

People are at the center of what they do. Focusing on their relationships, with clients and teams, helps them make the big seem small, more personal, and keeps them moving in the right direction.

Their process centers on creativity, cross-pollinating ideas and talents across offices to deliver quality at all levels and in all places.

One of their major developments in the Middle East is the Dubai Creek Harbor hosting the tallest structure in the world.

DMA

Design Consultancy

In DMA they believe that Architectural Design is not only about being Iconic or Unique; it is about bringing the project to Life."

Since its establishment, DMA has earned a reputable position across Egypt and the region for its precision in various consulting engineering activities, continuing to grow in line with the complexity and diversification of projects that are developing day after another in today's ever-changing business world.

21%
Increase Productivity

Inspire your employees to do their best everyday not just the day they're hired.

37%
Grow your bottom lines and sales

With a sustainable culture of happiness, your business will grow and adapt to an ever-changing world.

41%
Align your team and increase retention

Get your teams working together to maximize engagement and impact.

Delivering **Happiness**

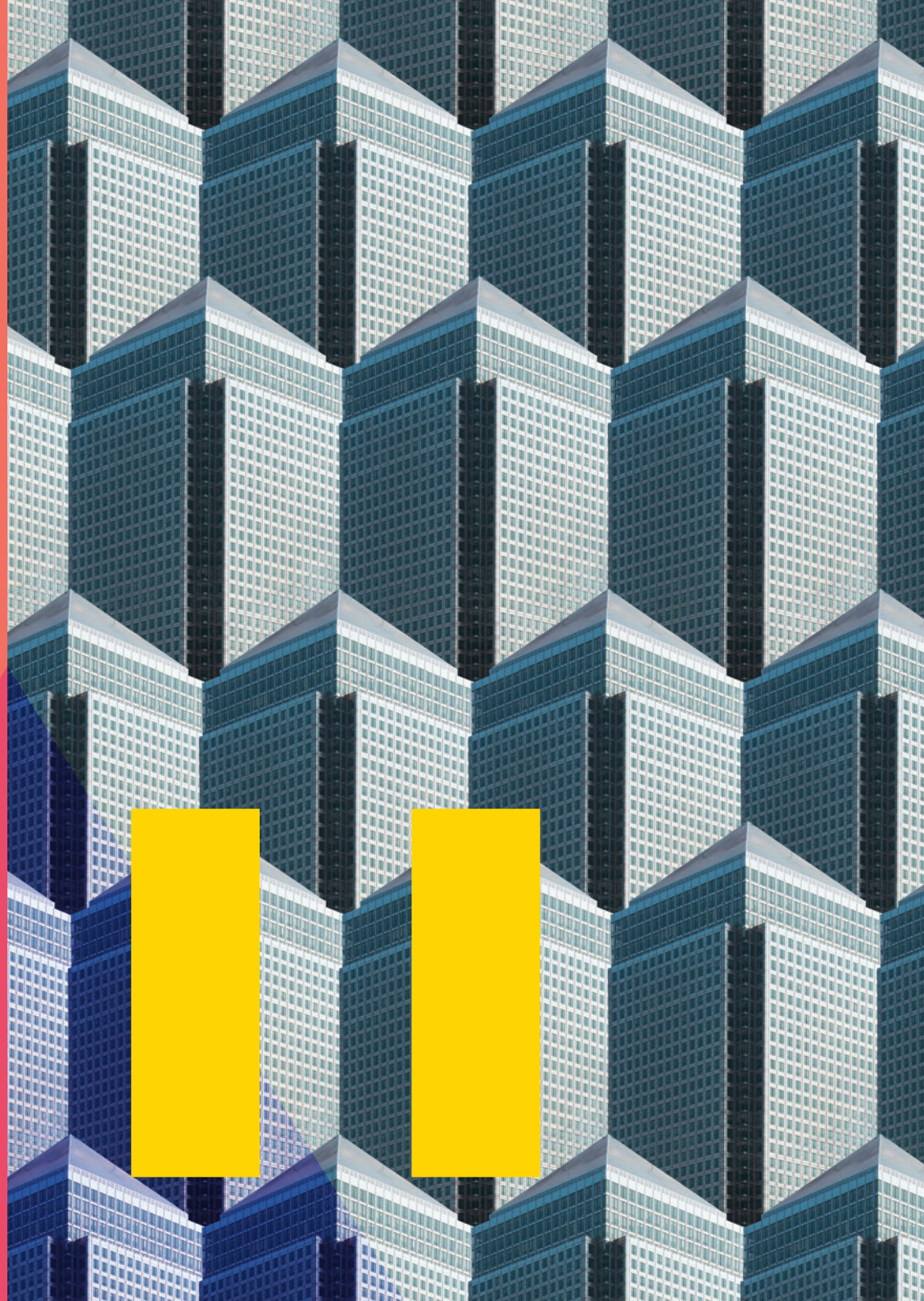
Happy Employees = Happy Clients = More Sales

Pillars of **Happiness**

We are utilizing the extensive experience of DH in happiness consultancy, and as discussed in hundreds of published articles and famous books, there are 4 Pillars of Happiness that should be tackled in every work environment resulting in better organizational and personal outcomes.

We, at Mountain View, have decided to make those pillars the core of our International Business Hub "Heartwork", the first and the happiest office park in Egypt.

To nurture happy employees, we need to feed the soul, body, mind and heart through the Science of Happiness and the Science of Design.



Mind

The luxury of being connected or disconnected when needed is the ultimate offering for employees. Having a good scenery, access to private areas and spaces designed for play is very important.

Providing freedom and delightfulness through

- THE FLEX: Outdoor working spaces that provide focus and privacy.
- THE CO-LAB AREA: Moldable community workspaces.

MED 45
EBH
mgnt
REVIDAL
AFFINITY
MAG KND
BIOSY PHARMA

Soul

Having a higher purpose for living is one of the most important factors for happiness. Therefore, it is essential to make sure that all employees are working for a purpose. Hence we have embedded curated art, communicated values, and meditation areas to help feed employees' souls, as happy souls create a beyond satisfying work environment.

Providing meaning through:

- TECH-FREE CONNECT AREA: An engaging sculpture park.
- THE GRATITUDE WALL
-

Body

Having an active design office with untraditional workplace increases the ability of employees to be more efficient. Daylight access helps employees with their energy and increases optimism. Other simple amenities that have a huge impact on productivity is having easy access to transportation, healthy food options, biophilic design and fitness utilities which directly help employees achieve their goals peacefully and efficiently.

Providing vitality through

- THE FIT PATH: An outdoor gym facility.
- TRACK: Outdoor fitness and fun.

Heartwork
Heartwork
HUSTLE HARD

Heart

Meaning Connection

Human beings are surely social emotional creatures who like sharing gratitude, and ideas. Accommodating these natural instincts in the workspace automatically affects the employee's wellbeing and productivity.

Heartwork

Cairo-Suez Road
Madinaty
Heartwork
Rehab City
Mostakbal City
Mohamed Naguib Axis
MV I
MV II
North 90th St.,
Mohamed bn Zayed
Mid-ring road
South 90th St.,
AUC
New Cairo
New Capital

Master Plan

Heartwork is a gated international business hub, designed to afford high levels of luxury and convenience. Built on 38 acres with wide green areas accompanying the office buildings and ensuring a breathtaking view for each building. The project's design ensures the accessibility between the office buildings and the facilities through long boulevards and jogging tracks. And having DH Campus at the heart of the project for all occupant's access. Moreover, the DH Campus is going to host the first DH Office in the Middle East.

Emphasizing on the importance of the 4 pillars of happiness (Body - Heart - Mind - Soul), the different phases were named accordingly. Each phase has its unique characteristics reflected in the activities and facilities.

EMBEDDING THE HAPPINESS PILLARS

Building Types

We cater to the needs of all types of business, the small, the medium and the large

HQ 500

HQ 50

Building Types

We cater to the needs of all types of business, the small, the medium and the large

HQ 500i

HQ 500 Complex

HQ 500

"We are what we repeatedly do. Excellence, then, is not an act, but a habit."

~ ARISTOTLE ~

HQ 500

Finishing Specs

Core & Shell

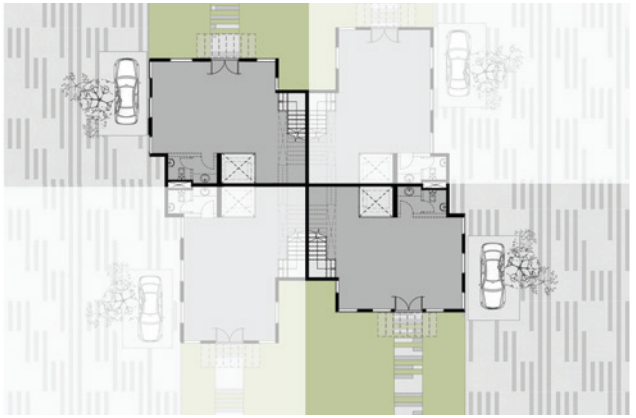
Electricity tie ins.

Main entry door for office

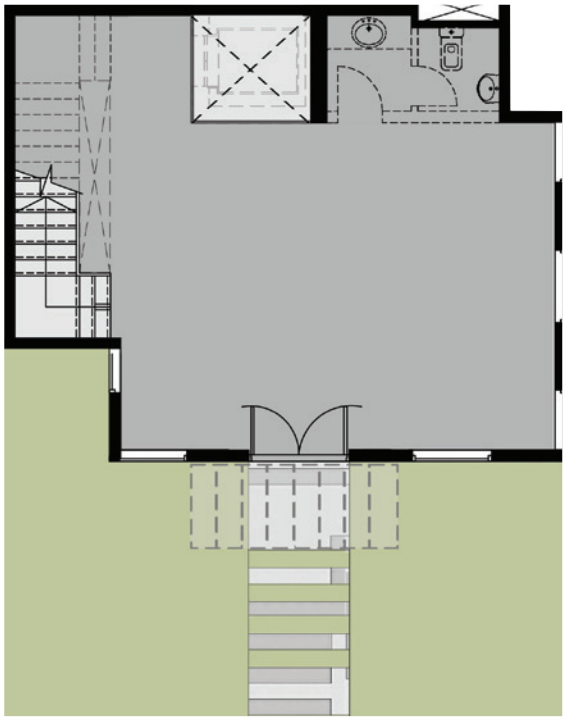
Fiber optics connection

Type A

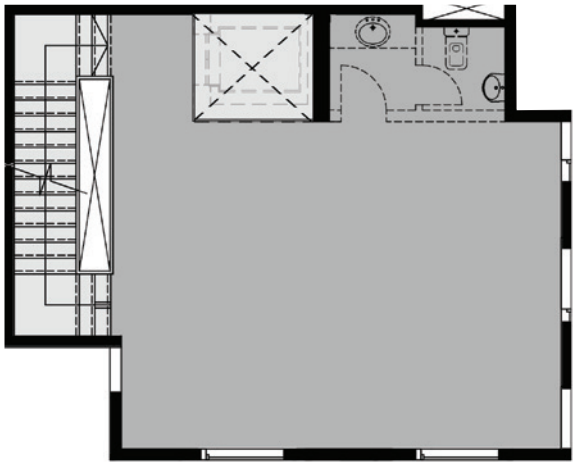
HC



Ground Floor



Typical Floor



Floors

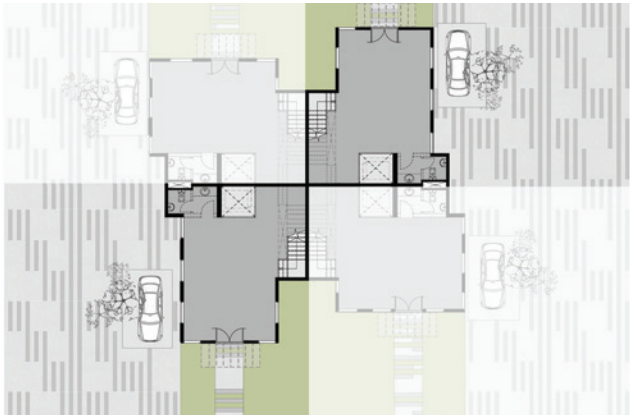
G+3

Area

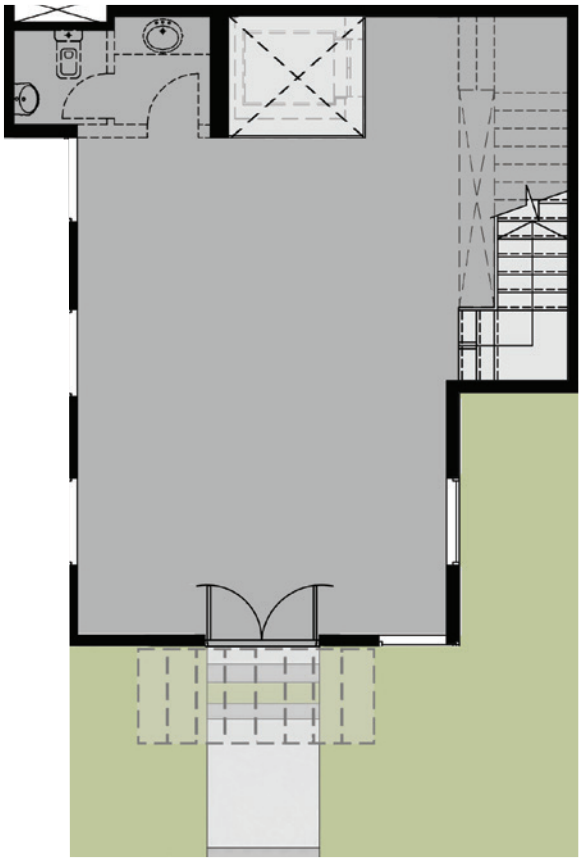
360 sqm

Type A

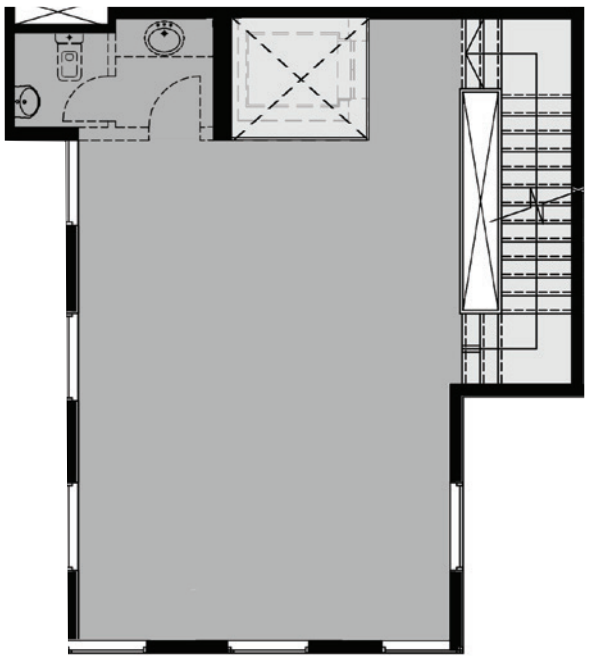
VC



Ground Floor



Typical Floor



Floors

G+3

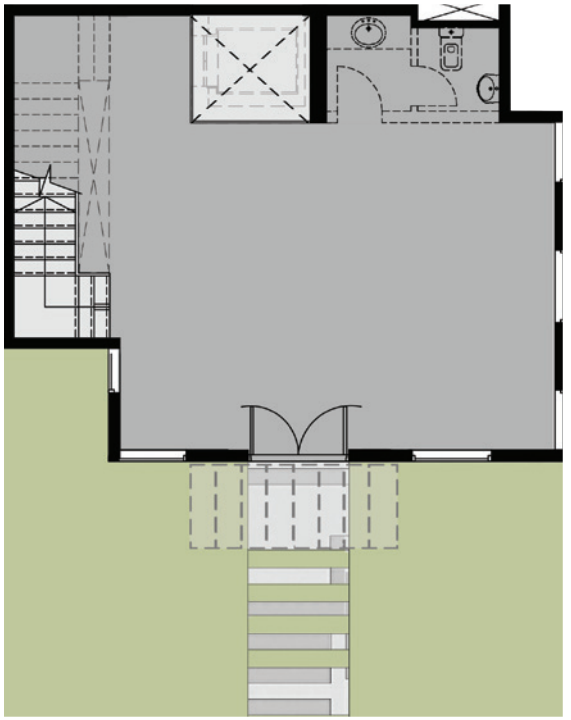
Area

360sqm

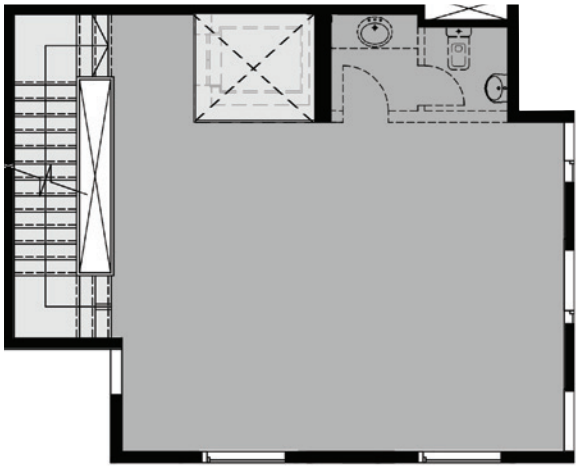
Type B

HC

Ground Floor



Typical Floor



Floors

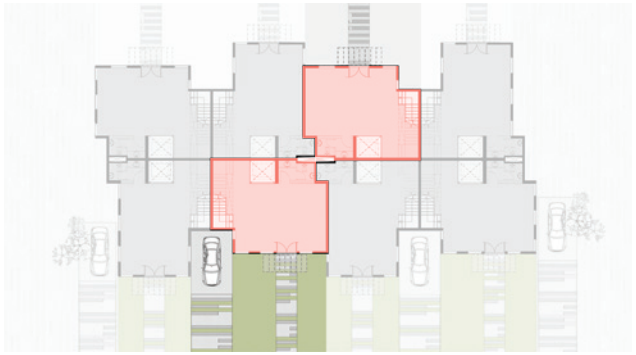
G+2

Area

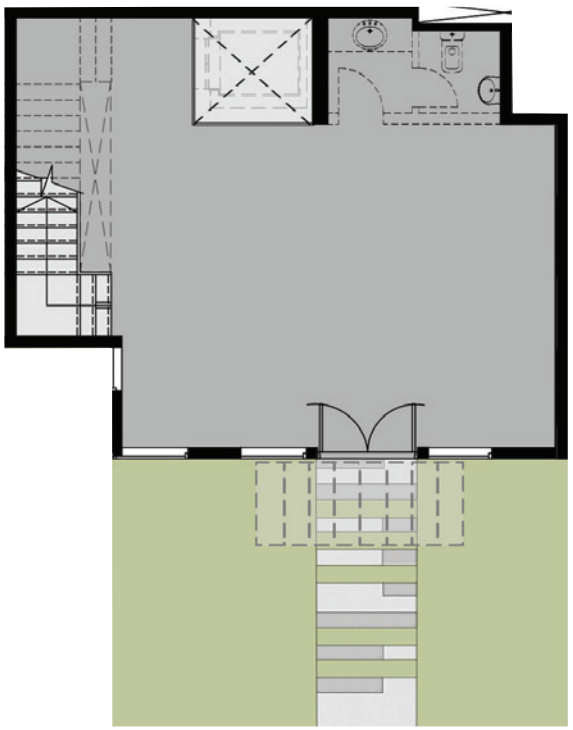
270 sqm

Type B

HM



Ground Floor



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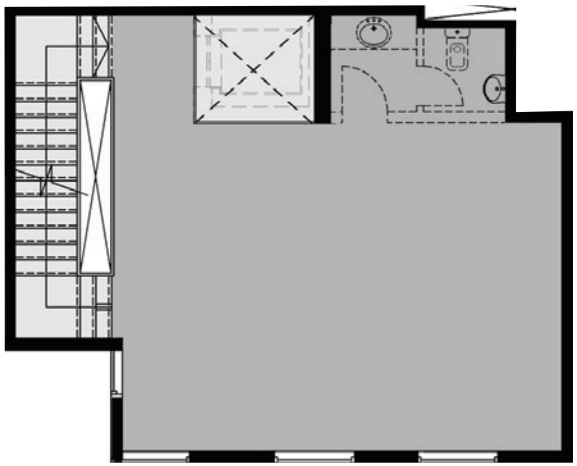
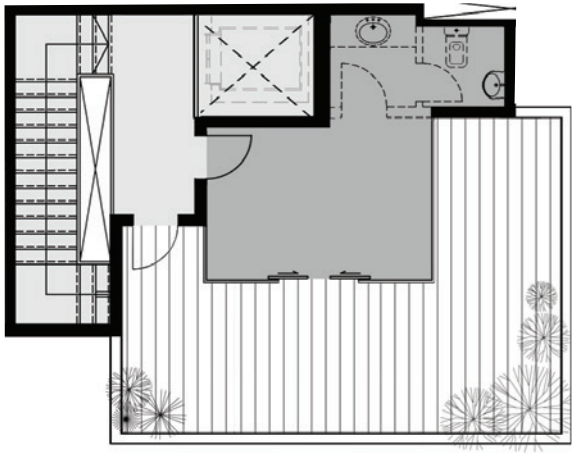


Roof Floor



Floors

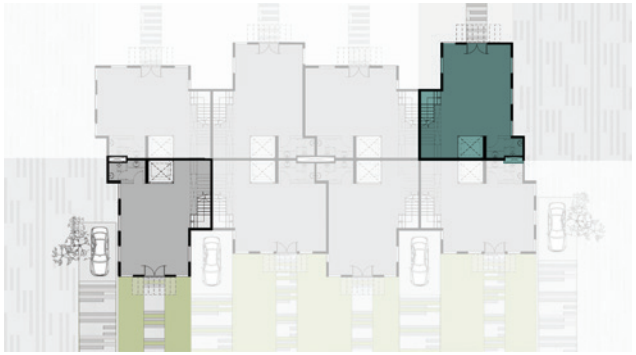
G+2
& Roof

Area

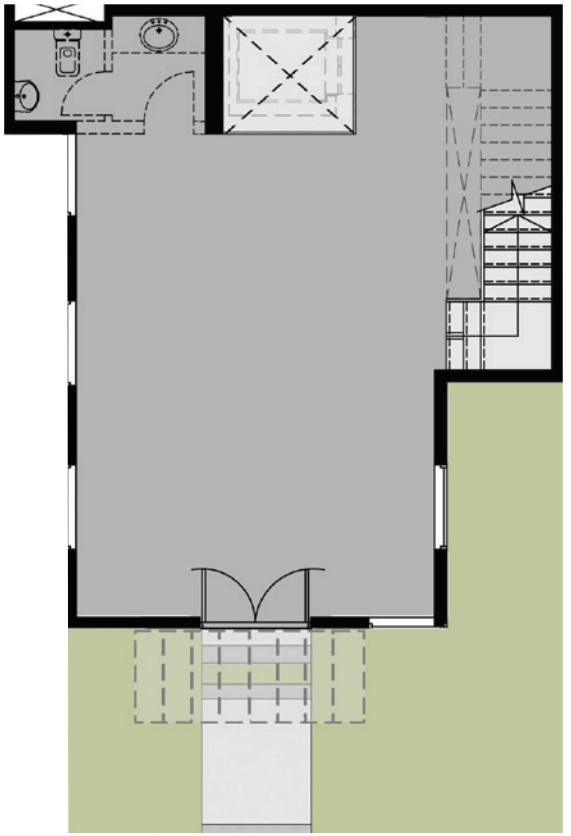
315sqm

Type B

VC



Ground Floor



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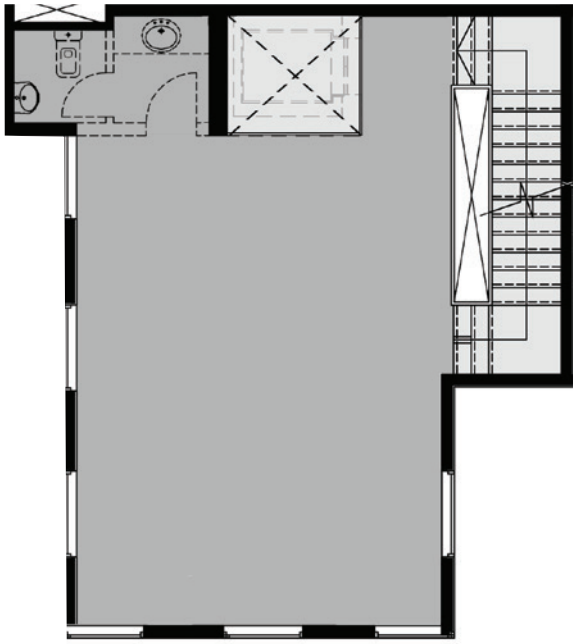


Floors

G+2

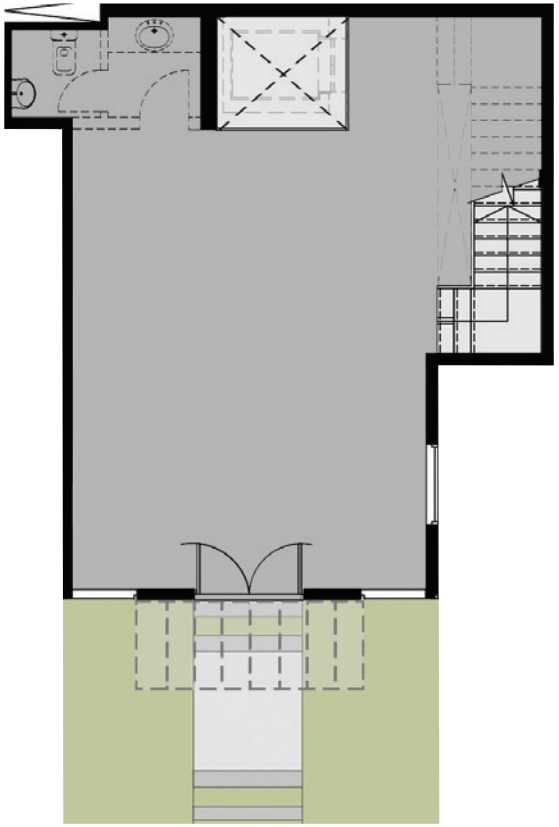
Area

270 sqm

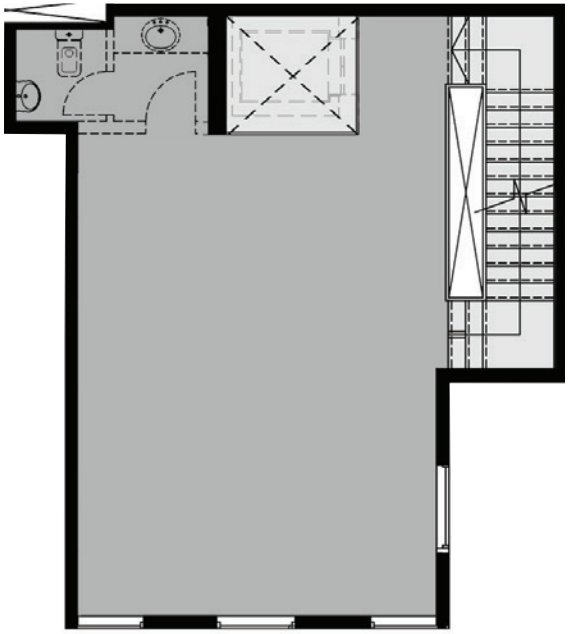
Type B

VM

Ground Floor



Typical Floor



Floors

G+2

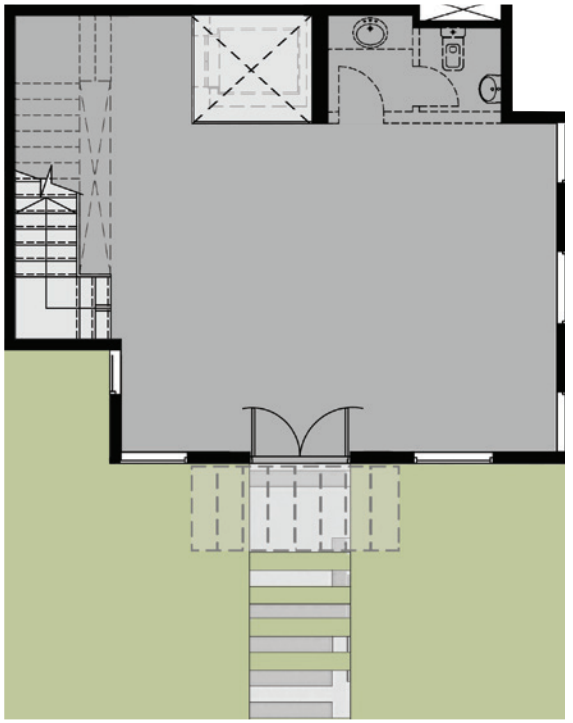
Area

265sqm

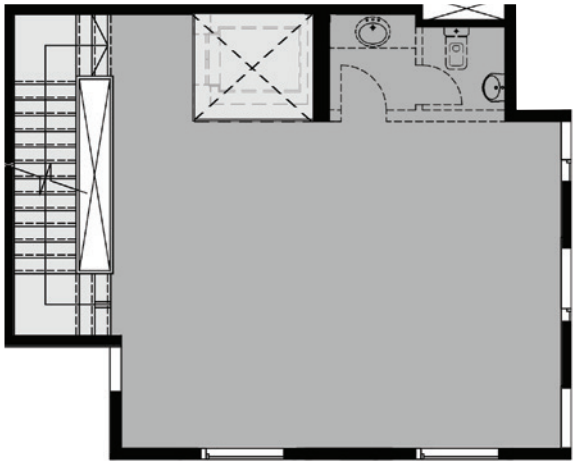
Type C

HC

Ground Floor



Typical Floor



Floors

G+2 & Roof

Area

270 sqm

Type C

HM

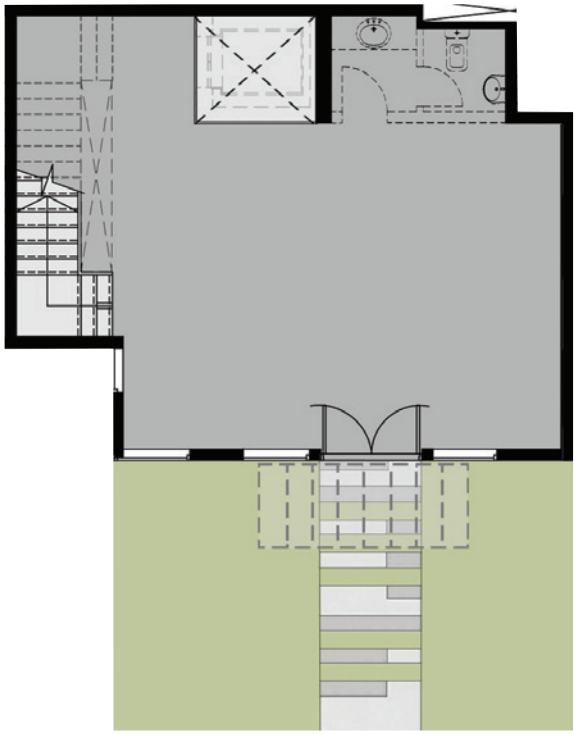
Floors

G+2
& Roof

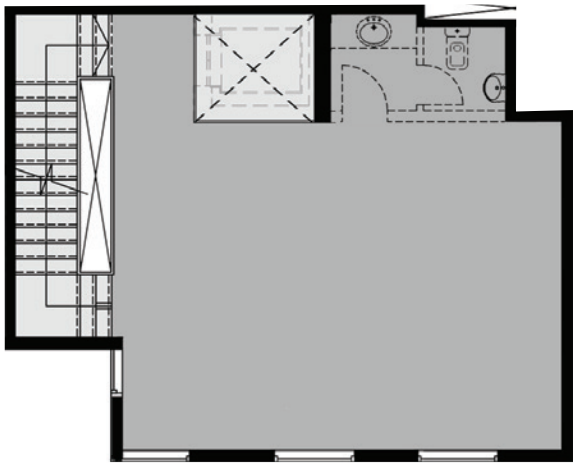
Area

315sqm

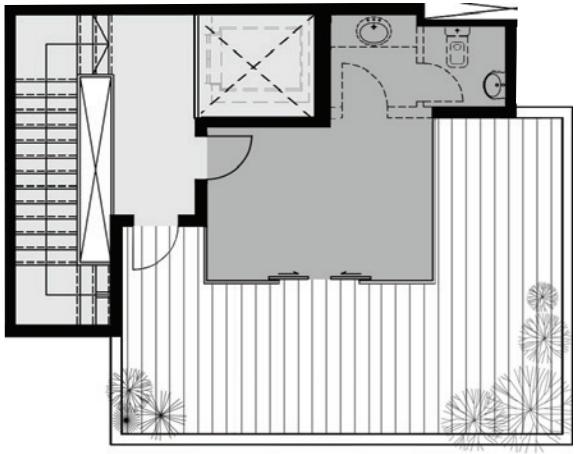
Ground Floor



Typical Floor



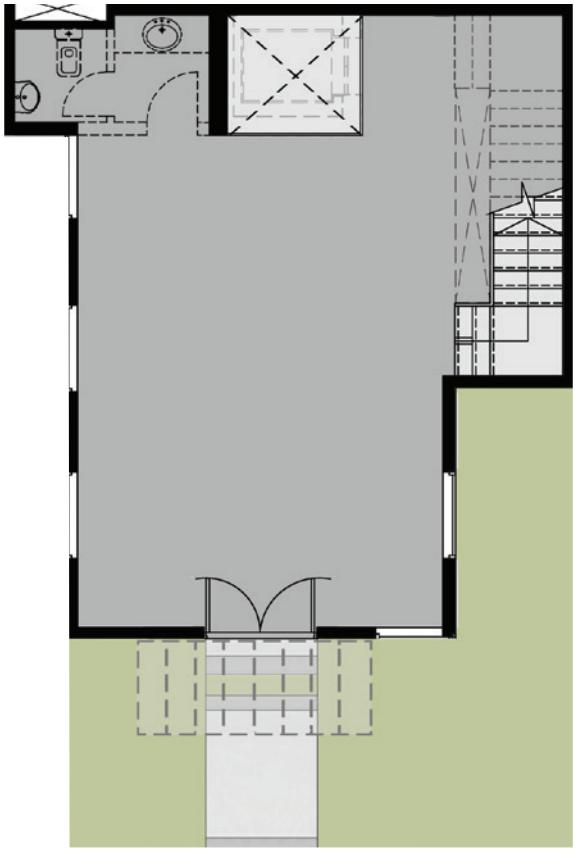
Roof Floor



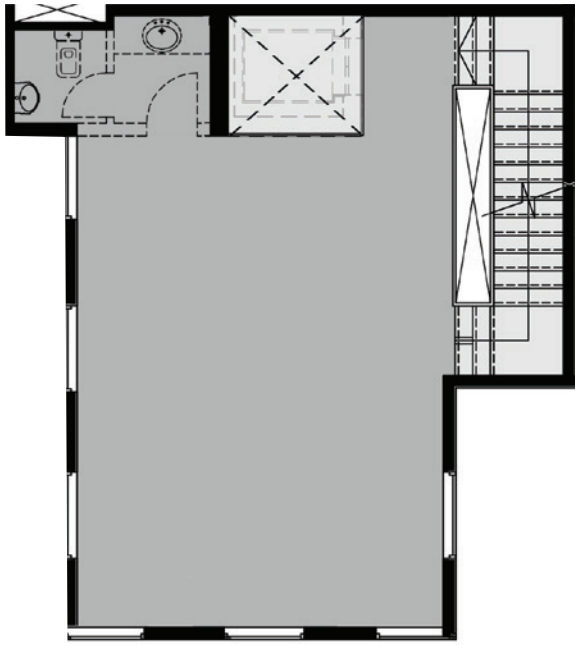
Type C

VC

Ground Floor



Typical Floor



Floors

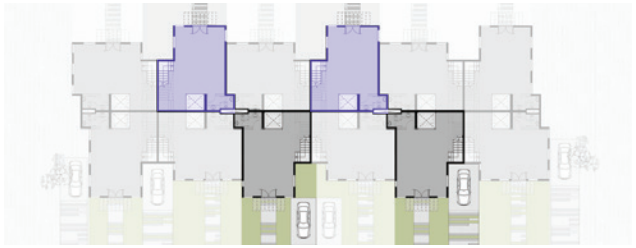
G+2

Area

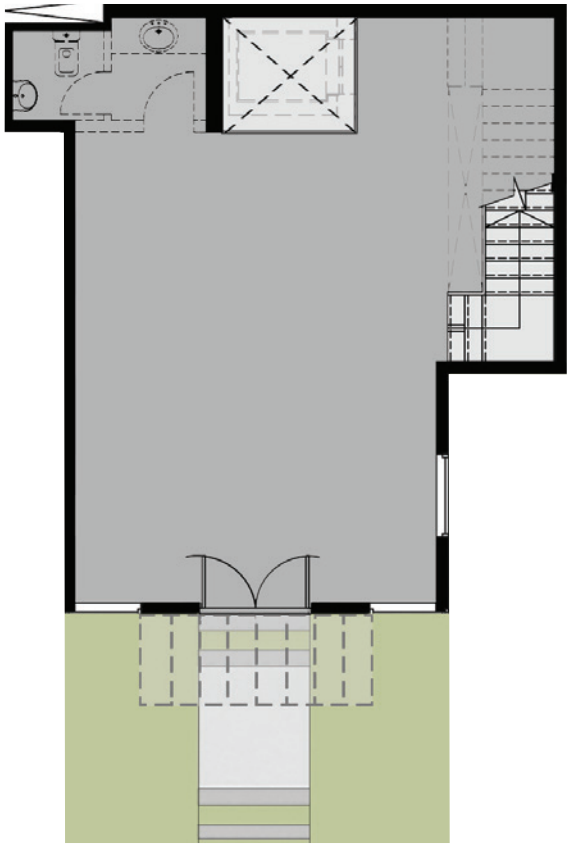
270 sqm

Type C

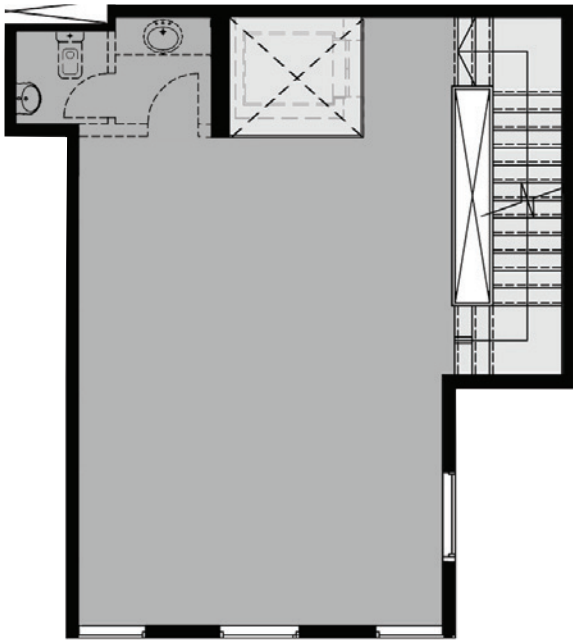
VM



Ground Floor



Typical Floor



Floors

G+2

Area

265sqm

HQ 50

“Whether you think you can or you think you can’t you’re right.”

~ HENRY FORD ~

HQ 50

Finishing Specs

Fully Finished

24/7 surveillance cameras for open spaces

High speed Elevators

Fiber optics connection

Fire fighting system

Main entry door for office

A/C system for Building core

Quality finished and equipped rest rooms (ceramic and paints, false ceilings)

Quality finished and equipped Pantry in each floor

Double glazed curtain wall system or aluminium cladding, solid walls and glass windows

Quality finishing for building core (Marble,false ceilings, paints)

Unit specs

Entry door for office

Carpet flooring for units, paints for all walls, false ceilings

65 m²

Each 65 m * 4 connection points

Central AC system

HQ 50 - L

Building (4)

Ground floor

Retail

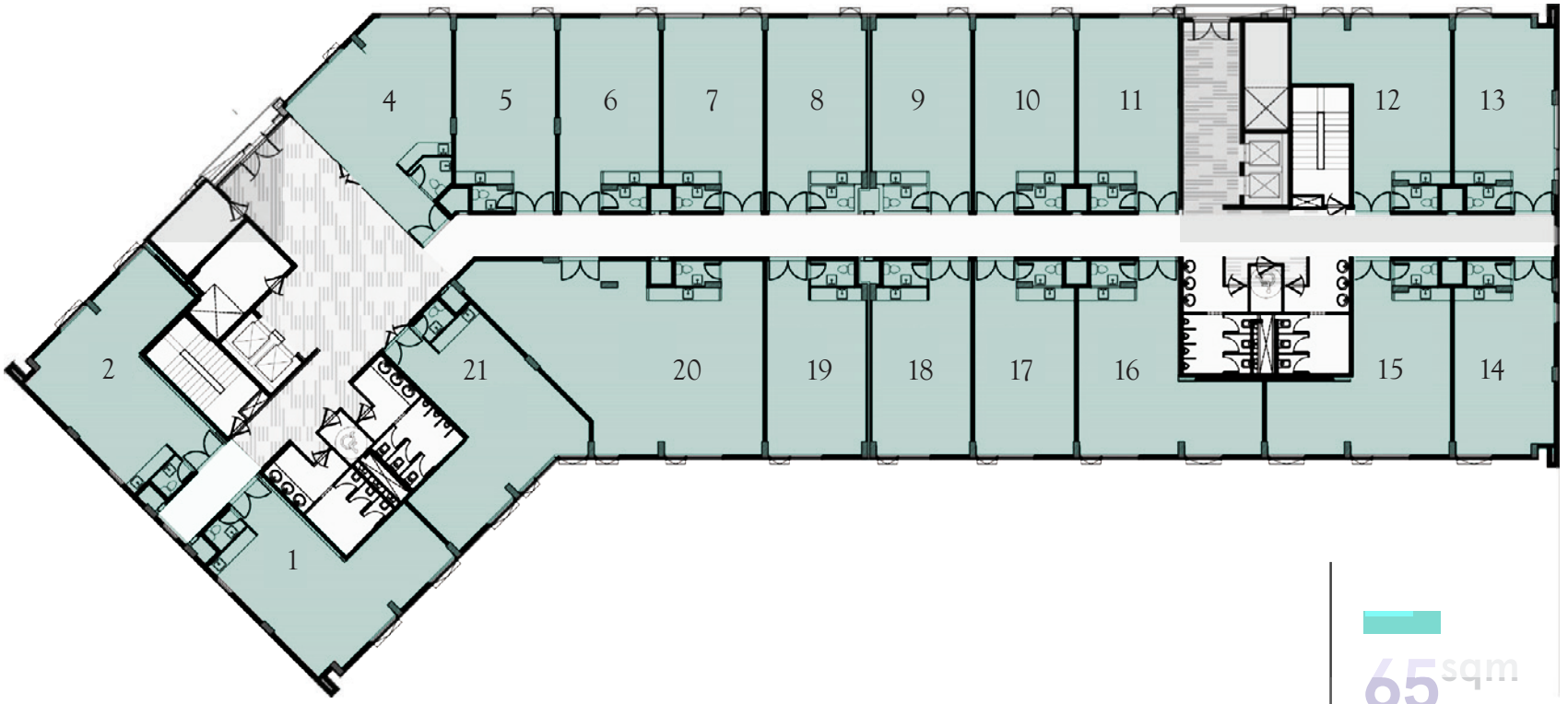
65sqm

80–85sqm

HQ 50 - L

Building (4)

Typical Floor



Retail

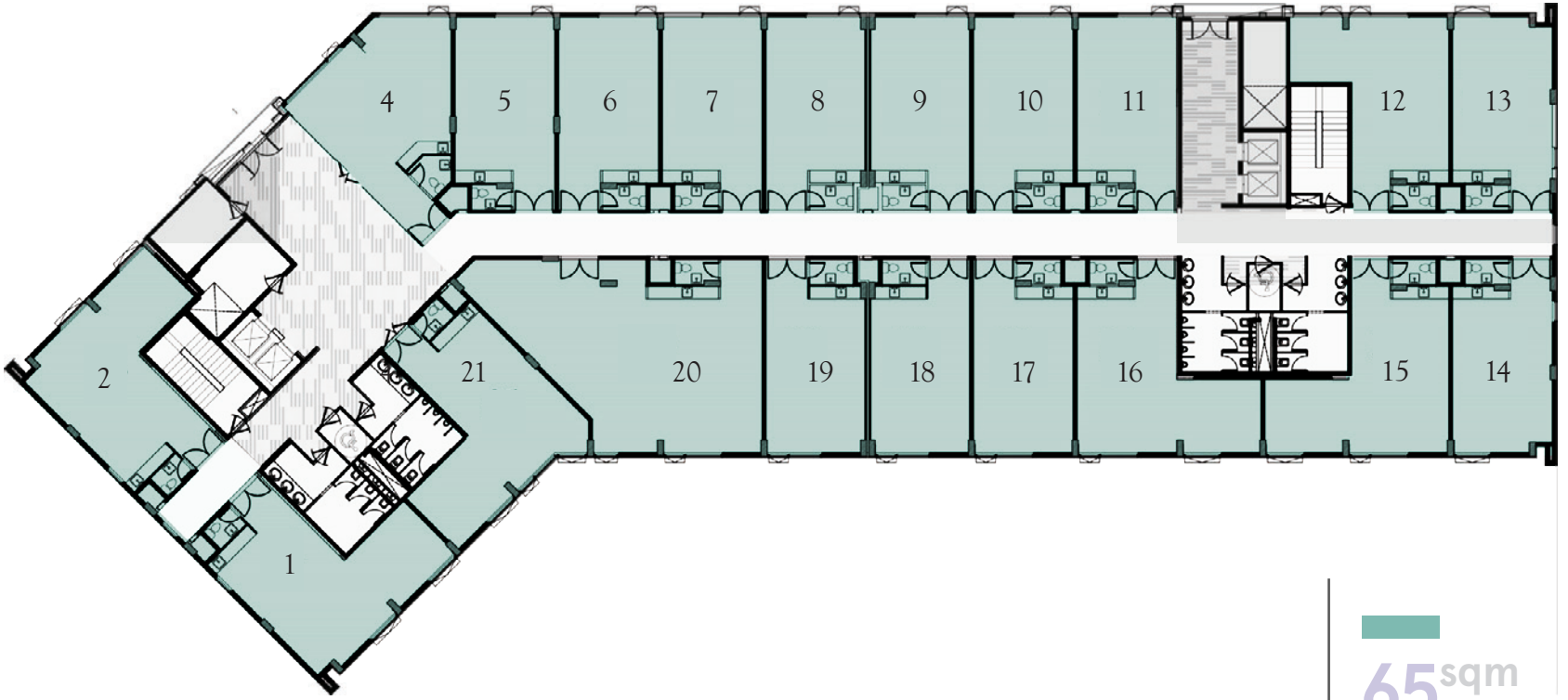
65 sqm

80–85 sqm

HQ 50 - L

Building (33)

GROUND FLOOR



Retail

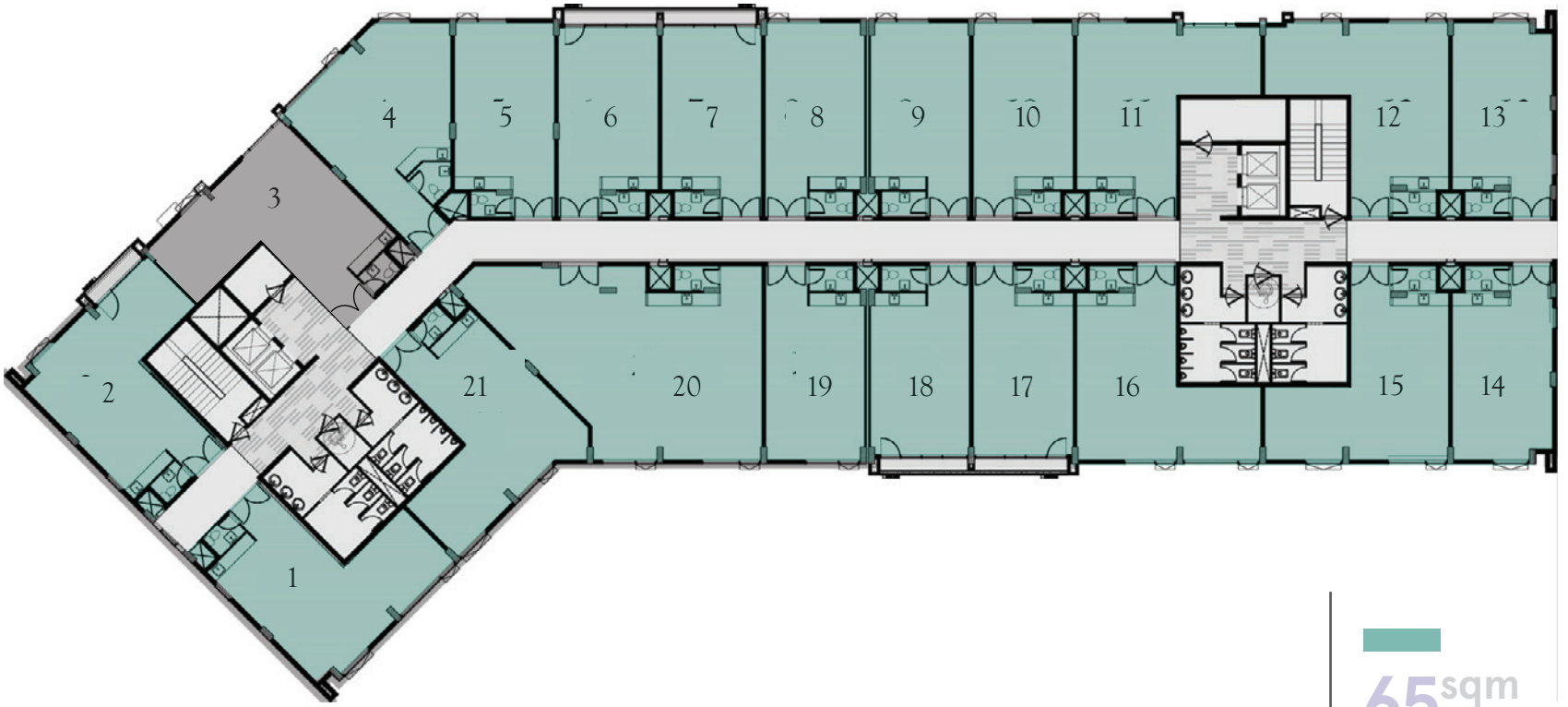
65 sqm

80–85 sqm

HQ 50 - L

Building (33)

GROUND FLOOR



Retail

65 sqm

80–85 sqm

HQ 500i
“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”
~ ARISTOTLE ~
UNIQUE LIC
Dental Care
REVIVAL
DARTEK
2
Heartwork

HQ 500i

Finishing Specs

Core & Shell

Electricity tie ins.

Main entry door for office

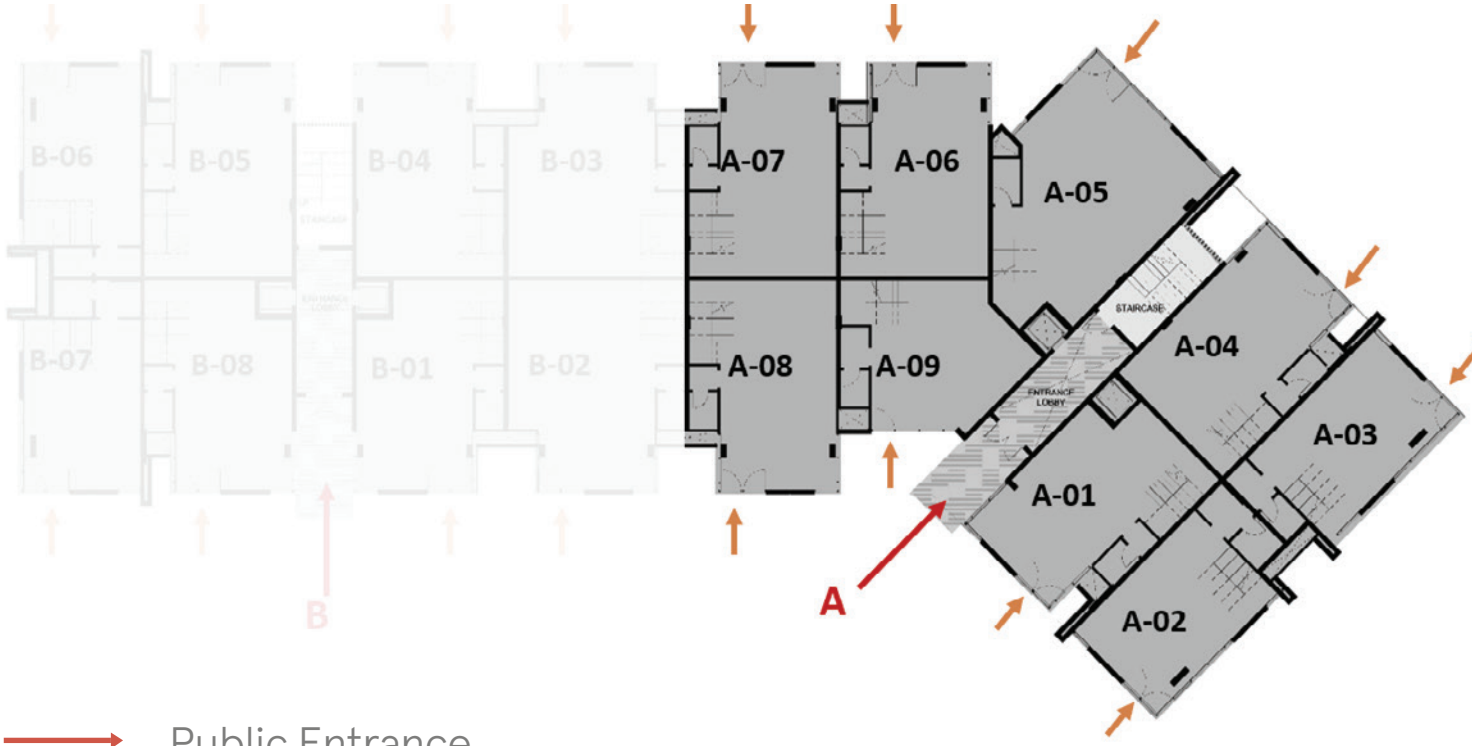
Fiber optics connection

Entrance A

M-10-HQ 500i

Ground Floor A

UNIT	AREA
A-01	200
A-02	170
A-03	180
A-04	205
A-05	265
A-06	205
A-07	200
A-08	205
A-09	170



Public Entrance

Private Entrances

Entrance A

GC

Floors

G+1

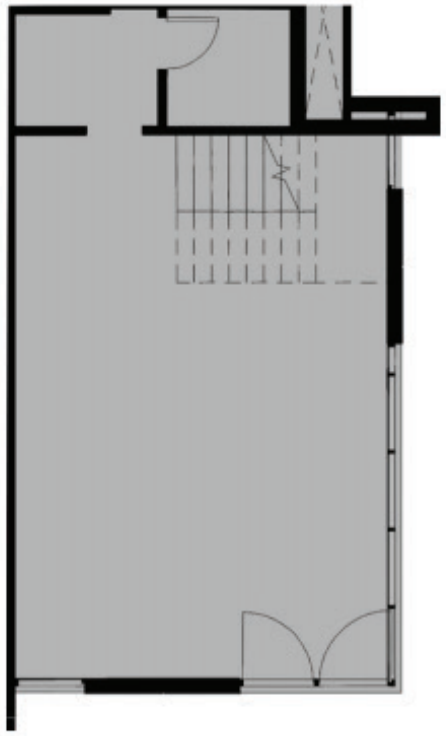
A02

170 sqm

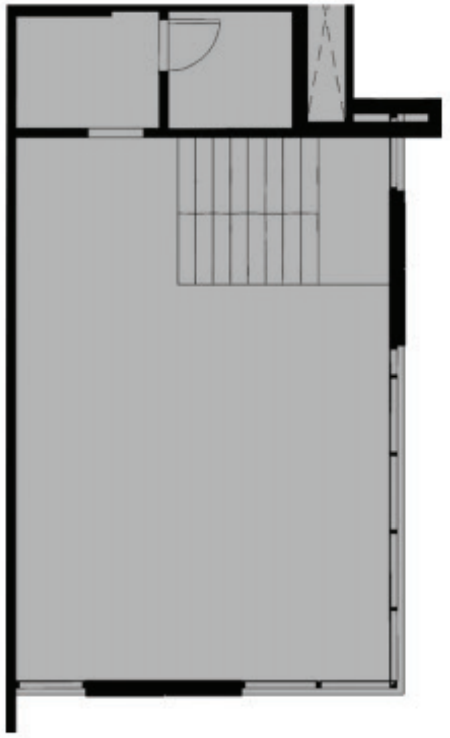
A03

180 sqm

Ground Floor



First Floor



Entrance A

GM

Ground Floor

First Floor

Floors

G+1

A04

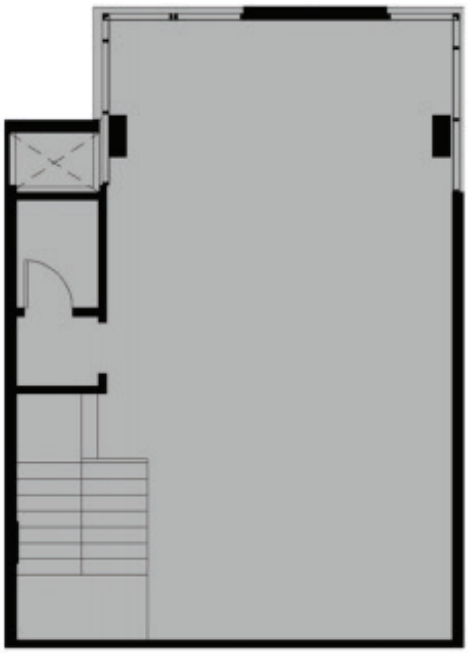
205 sqm

Entrance A

GM

Ground Floor

First Floor



Floors

G+1

A02

205sqm

A02

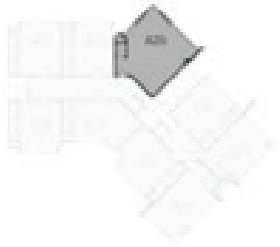
200sqm

A03

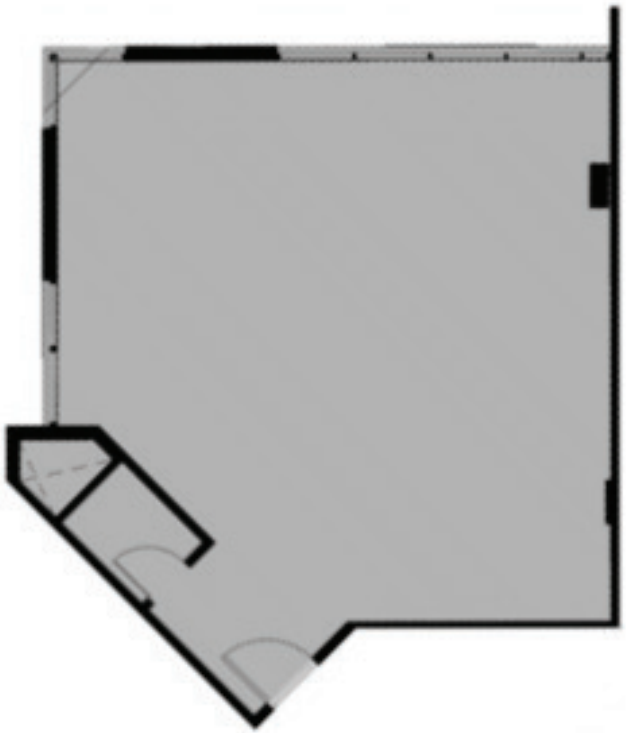
205sqm

Entrance
A

SM



Typical Floor



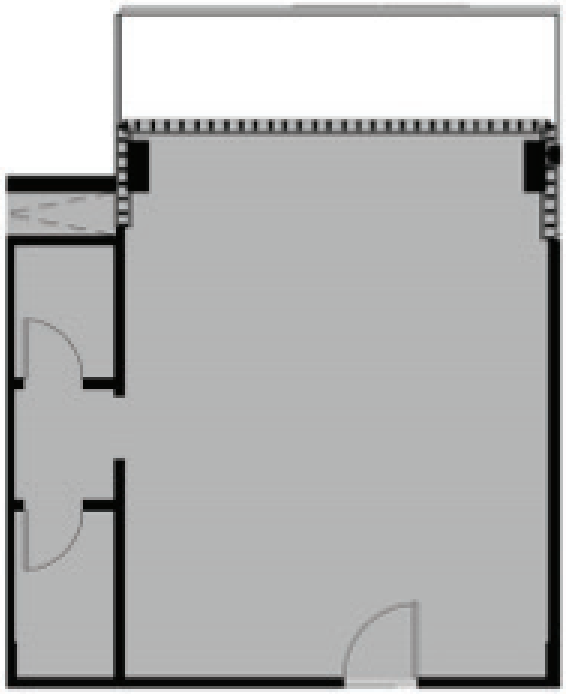
Floors
2nd

A25
115sqm

Entrance
A

SM

Typical Floor



Floors
2nd

A26
90sqm

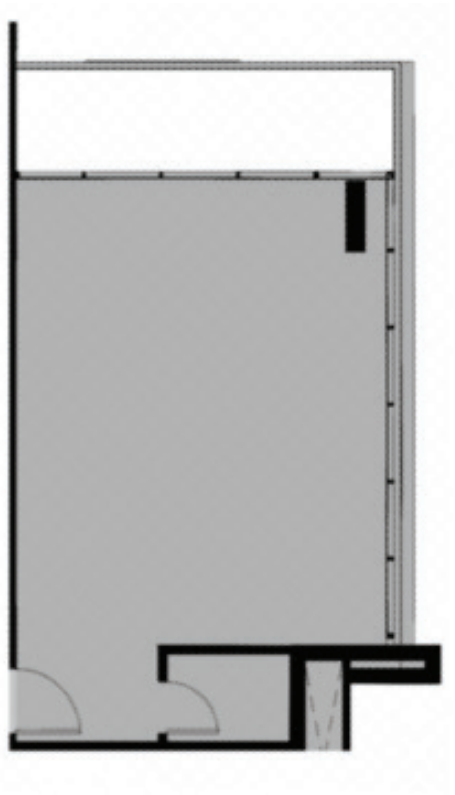
A27
90sqm

A28
85sqm

Entrance
A

SC

Typical Floor



Floors
2nd

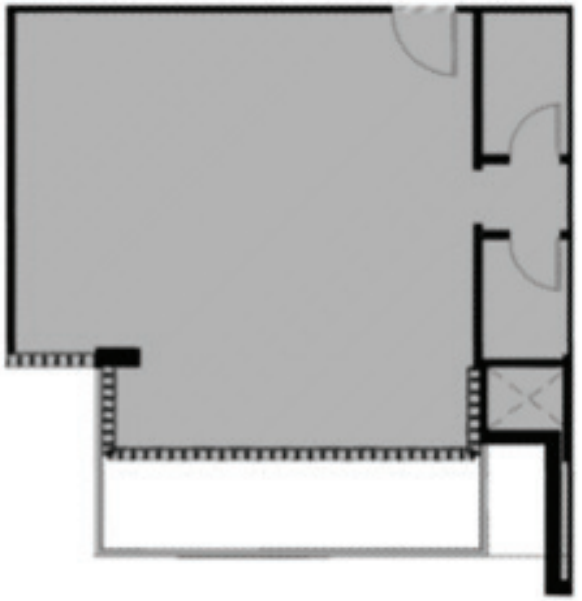
A22
85sqm

A23
90sqm

Entrance A

SM

Typical Floor



Floors

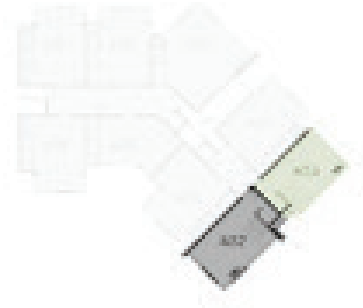
2nd

A23

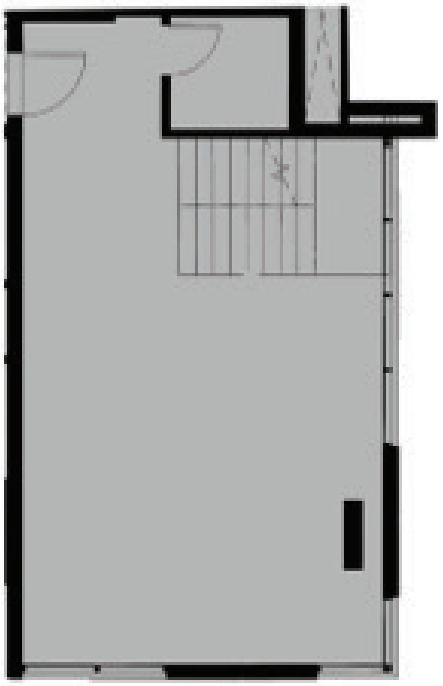
95 sqm

Entrance A

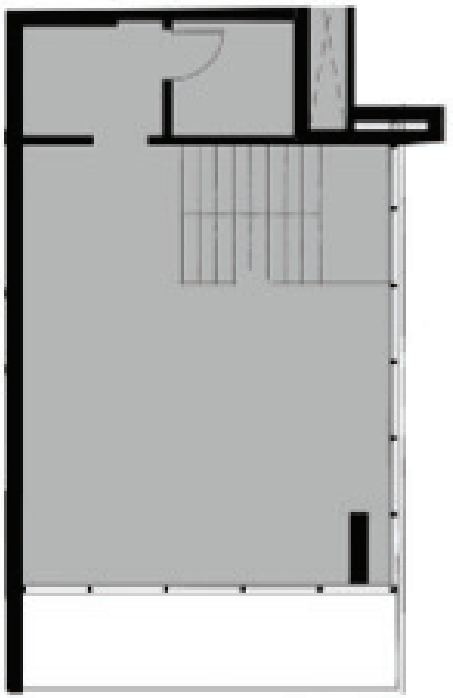
RC



Third Floor



Fourth Floor



Floors

3+4

A32

175 sqm

A33

155 sqm

Entrance A

RM

Third Floor

Fourth Floor

Floors

3+4

A36

210 sqm

A37

205 sqm

A38

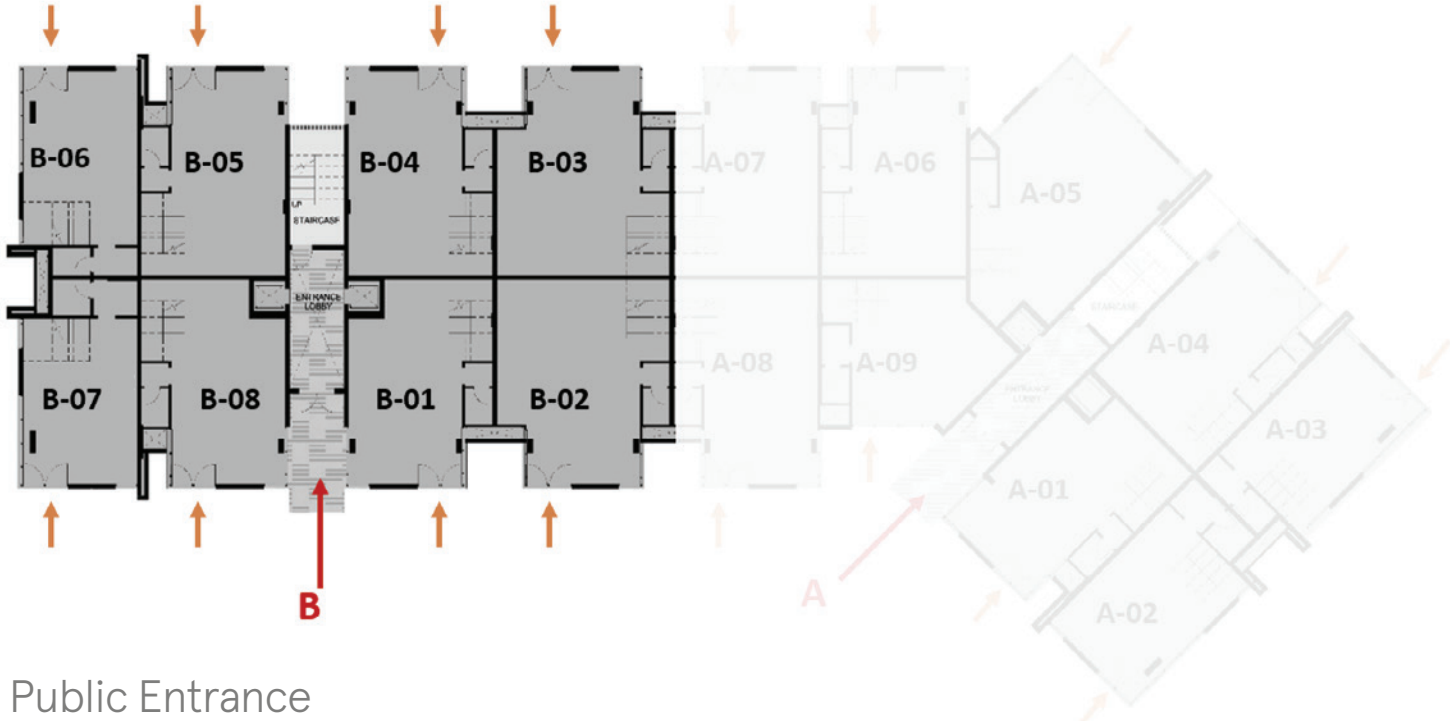
165 sqm

Entrance B

M-10-HQ 500i

Ground Floor B

UNIT	AREA
A-01	200
A-02	170
A-03	180
A-04	205
A-05	265
A-06	205
A-07	200
A-08	205
A-09	170



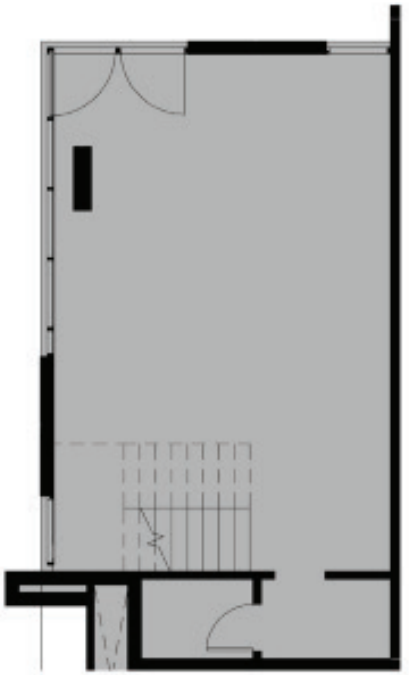
Public Entrance

Private Entrances

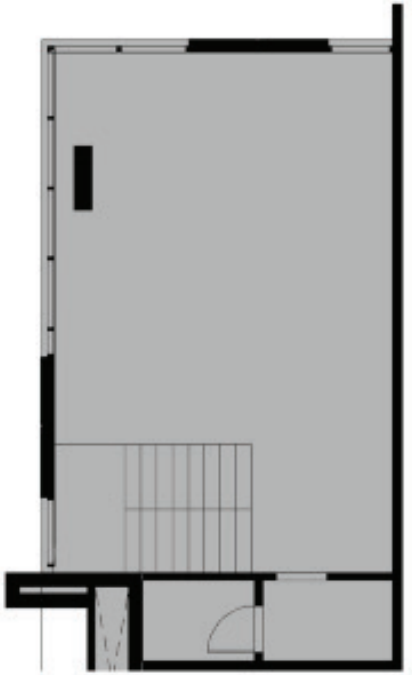
Entrance B

GC

Ground Floor



First Floor



Floors

G+1

B06

175 sqm

B07

175 sqm

Entrance B

SC

Typical Floor

Floors

2nd

B27

90 sqm

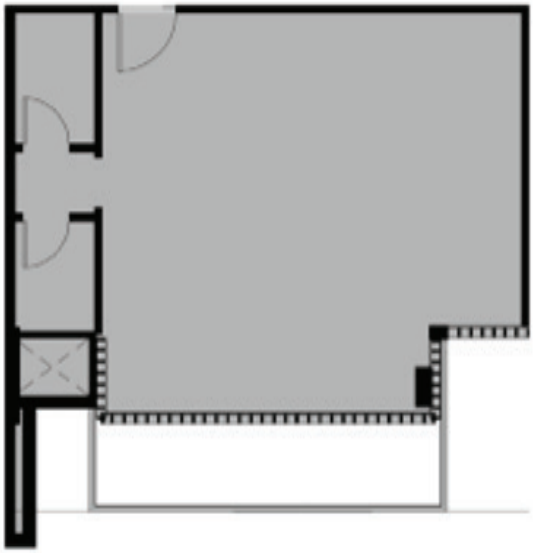
B28

95 sqm

Entrance B

SM

Typical Floor



Floors

2nd

B21

95 sqm

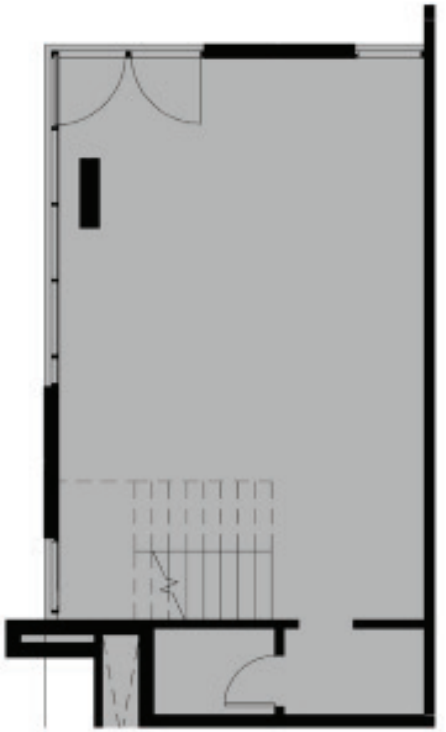
B28

95 sqm

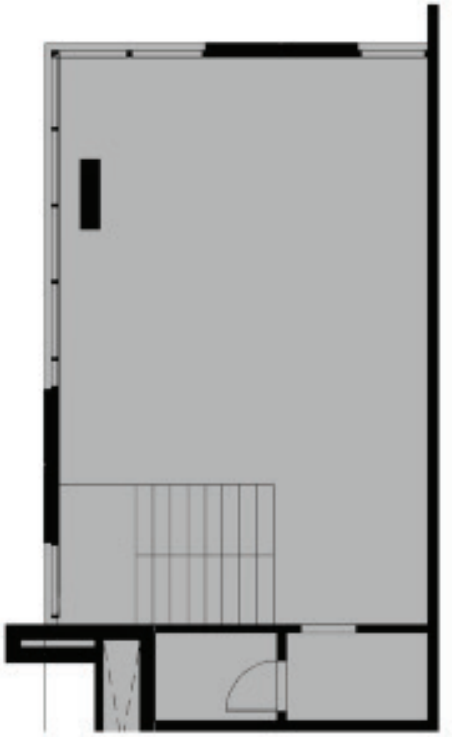
Entrance B

GM

Ground Floor



First Floor



Floors

G+1

B06

175 sqm

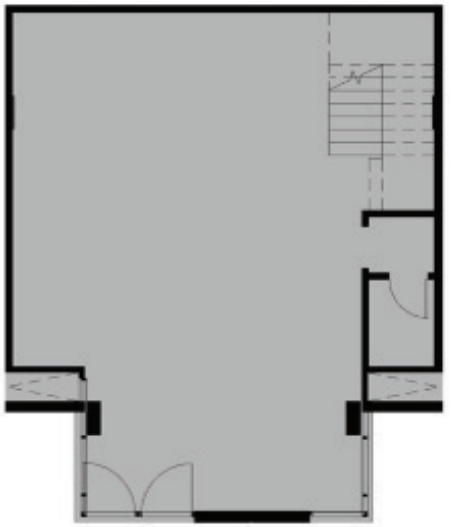
B07

175 sqm

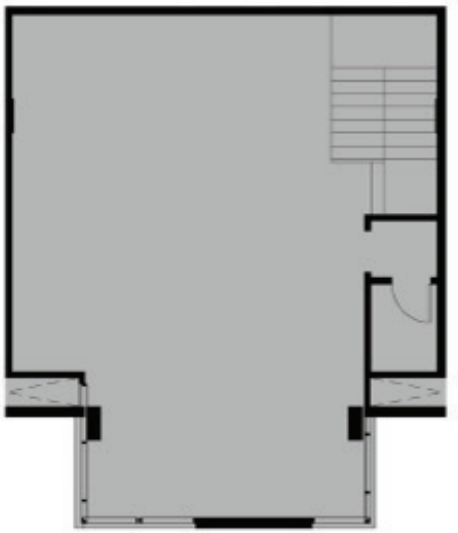
Entrance B

GM

Ground Floor



First Floor



Floors

G+1

B01

195 sqm

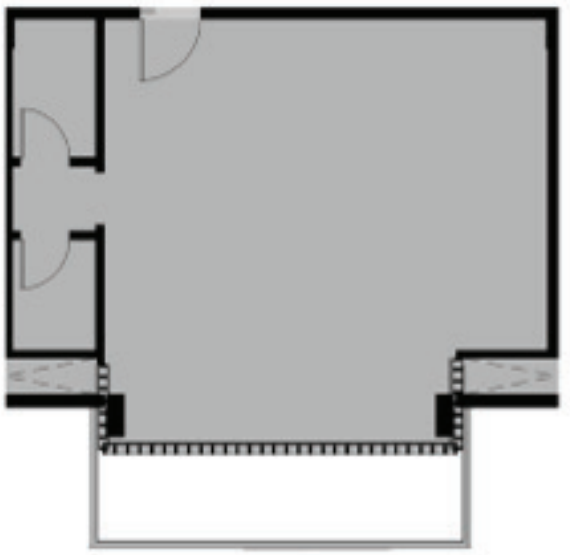
B08

200 sqm

Entrance B

SM

Typical Floor



Floors

2nd

B23

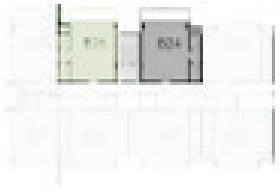
100 sqm

B22

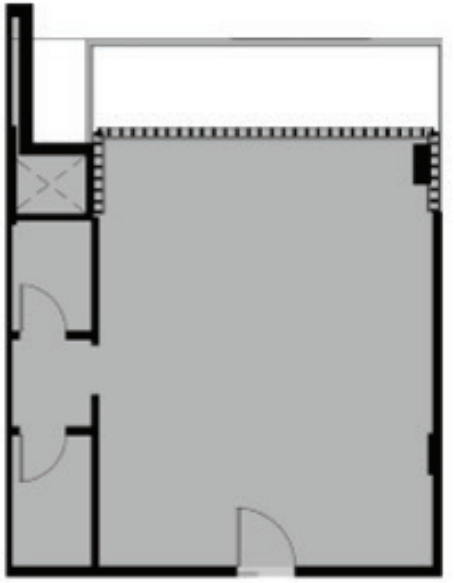
95 sqm

Entrance B

SM



Typical Floor



Floors

2nd

B24

90 sqm

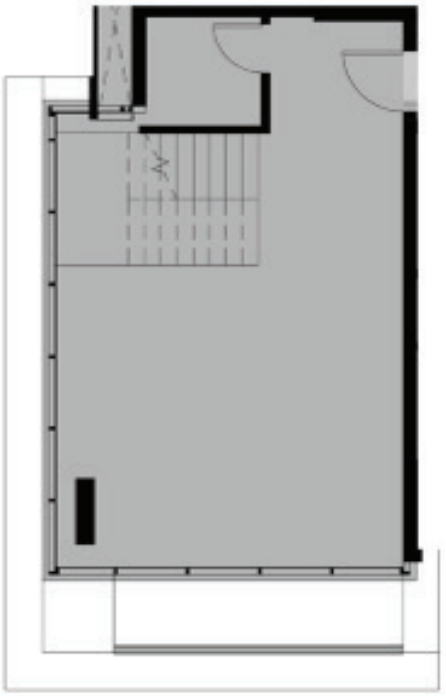
B25

90 sqm

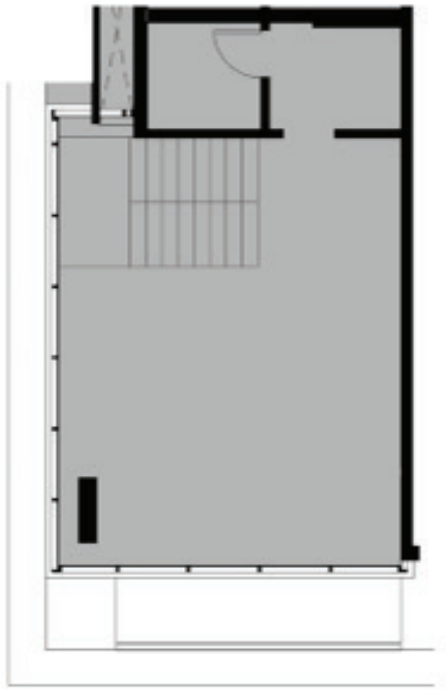
Entrance B

RC

Third Floor



Fourth Floor



Floors

3+4

B36

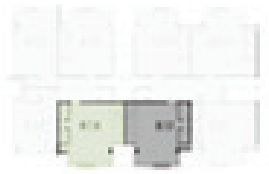
175sqm

B37

155sqm

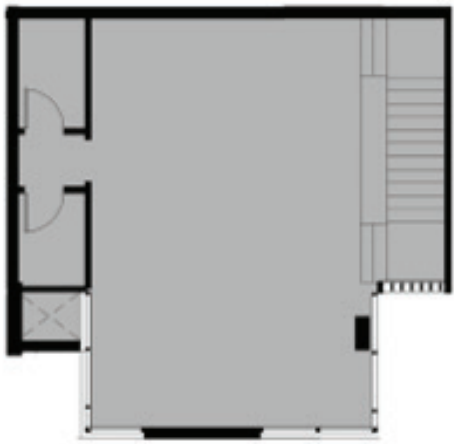
Entrance B

RM



Ground Floor

First Floor



Floors

3+4

B31

190 sqm

B38

190 sqm

500
Complex

HQ

“ Quality means doing it right when no one is looking.”

~ Henry Ford~

SHOWROOM

HQ500R
BUILDING-C
HQ500R
BUILDING-B
HQ500R
BUILDING-A
REVAL
REVAL
SOUL
work.
Heartwork

500 Complex

HQ

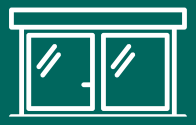
Finishing Specs

Core & Shell

Electricity tie ins.

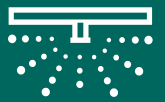
Main entry door for office

Fiber optics connection



Double glazed curtain wall system or aluminium cladding, solid walls and glass windows

Underground parking

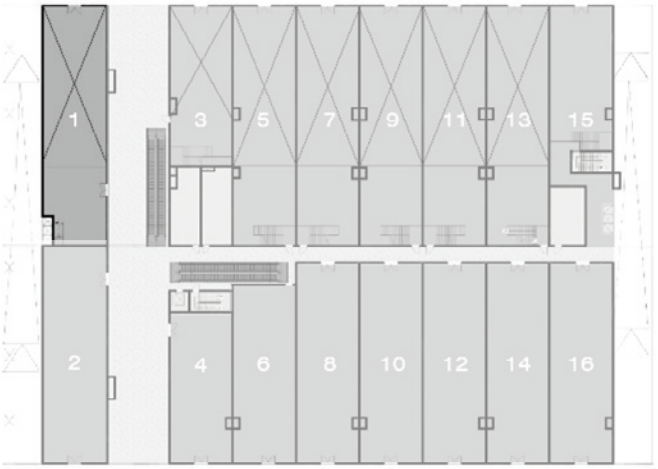


Fire fighting tie ins

HQ500R

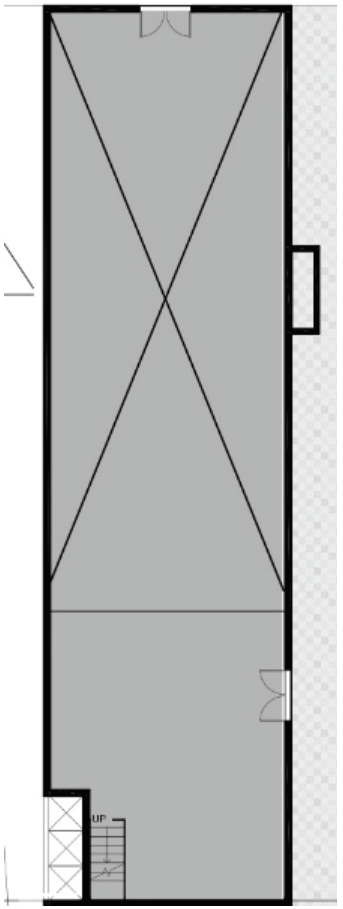
SHOWROOM
CORNER

Middle ring road

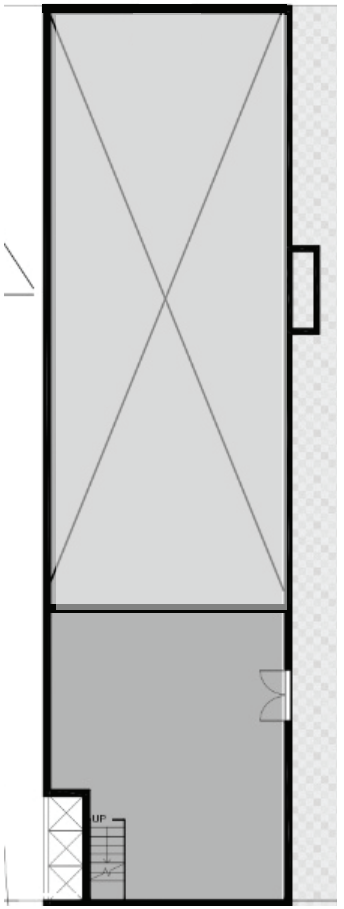


Heartwork

Ground floor



Mezzanine Floor



Floors

GROUND+ MEZZANINE

Area

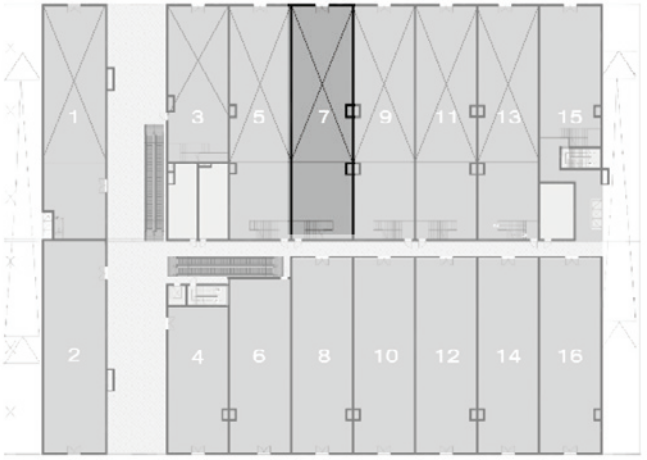
410 sqm

VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD

HQ500R

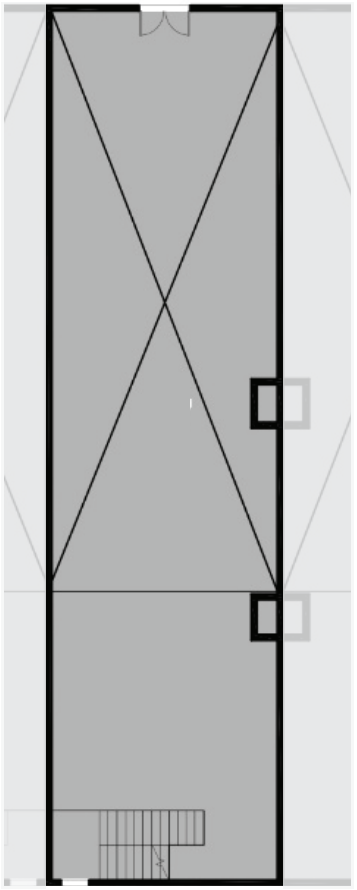
SHOWROOM
MIDDLE

Middle ring road

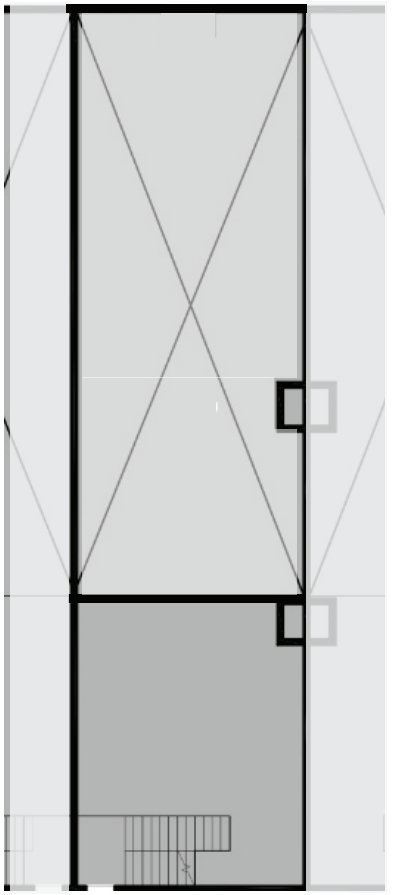


Heartwork

Ground floor



Mezzanine Floor



Floors

GROUND+ MEZZANINE

Area

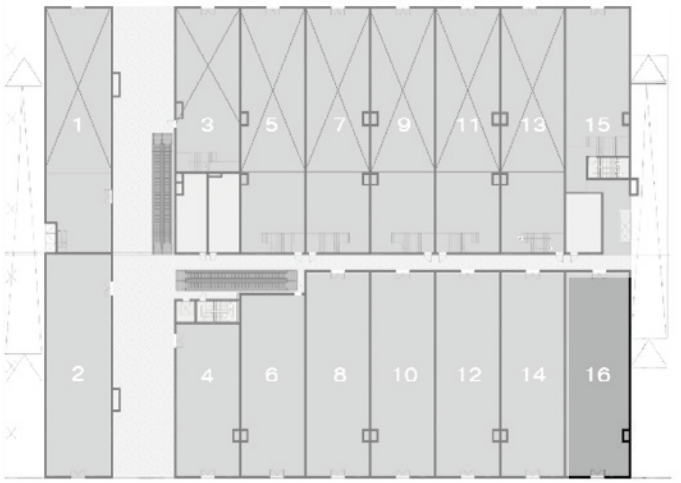
395 sqm

VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD

HQ500R

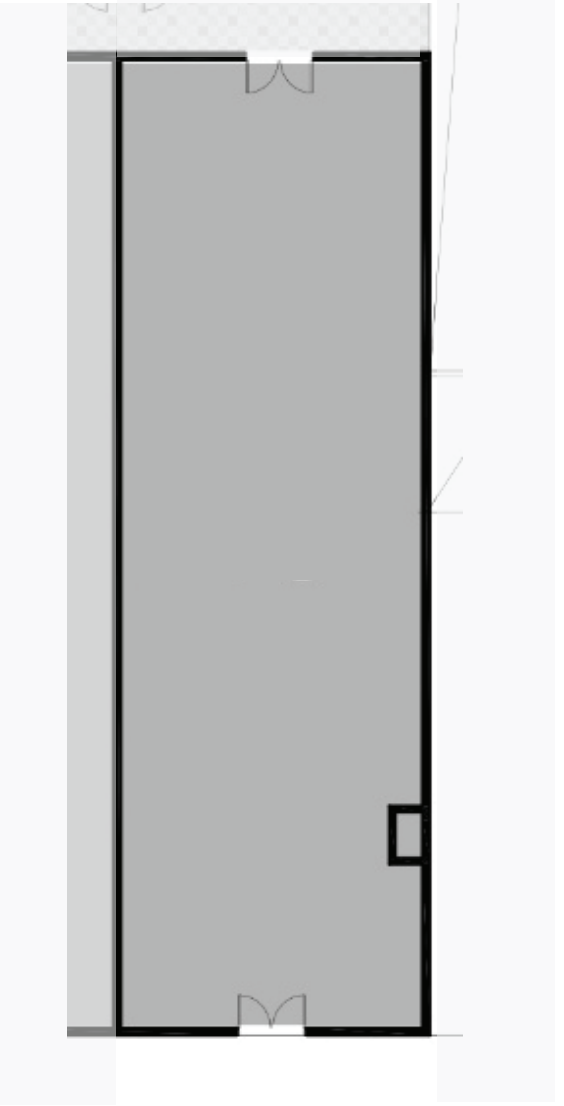
BANK CORNER

Middle ring road



Heartwork

Ground floor



Floors

GROUND

Area

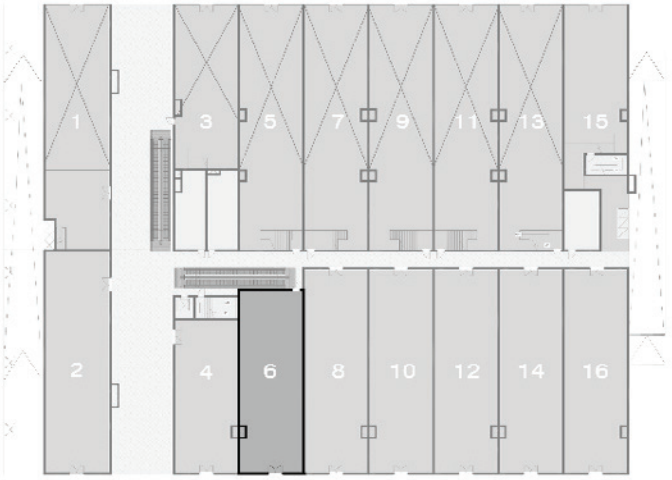
255 sqm

VIEW PREMIUM : OVERVIEWING HEARTWORK

HQ500R

BANK
MIDDLE

Middle ring road



Heartwork

Floors

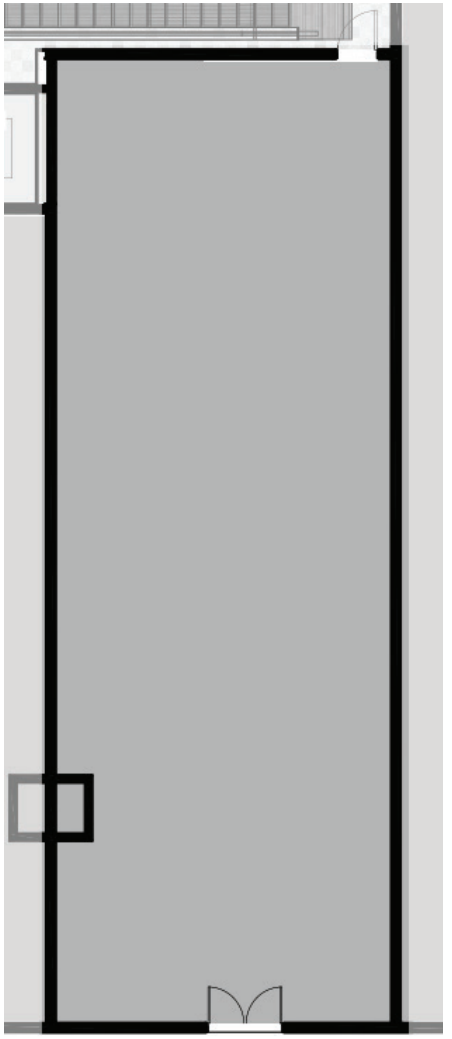
Ground

Area

225 sqm

VIEW PREMIUM : OVERVIEWING HEARTWORK

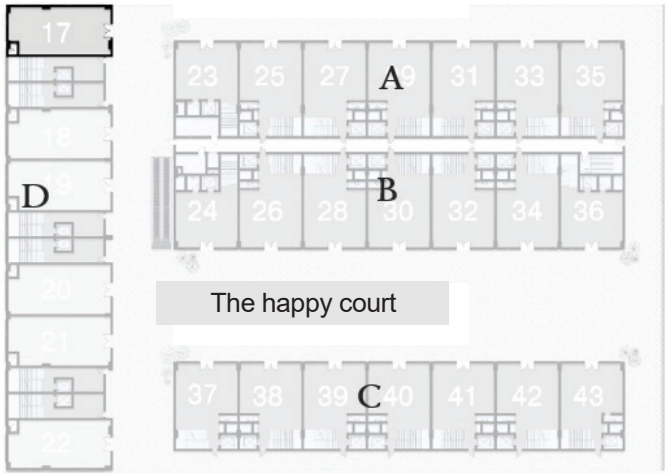
Ground floor



HQ

D RETAIL CORNER

Middle ring road



Heartwork

First floor

Floors

Ground

Area

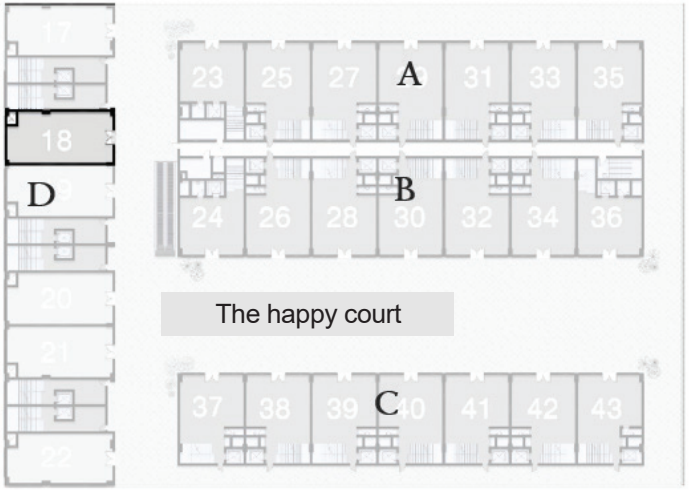
105 sqm

VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD

HQ

C OFFICES MIDDLE

Middle ring road



Heartwork

Typical floor

Floors

Ground

Area

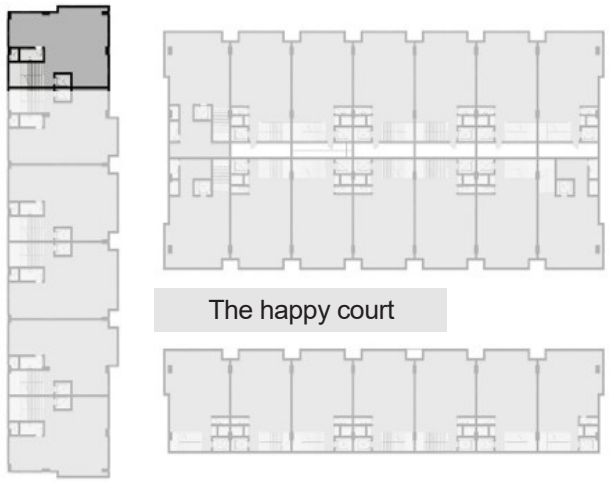
105 sqm

VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD

HQ

D OFFICES
CORNER

Middle ring road



The happy court

Heartwork

Entrence floor

Typical floor

Fourth floor

Floors

2nd, 3rd & 4th

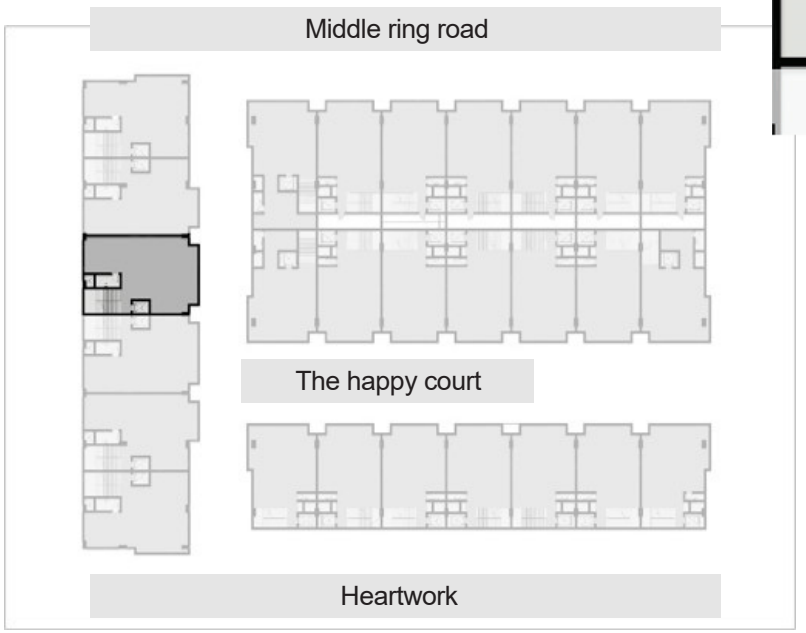
Area

545 sqm

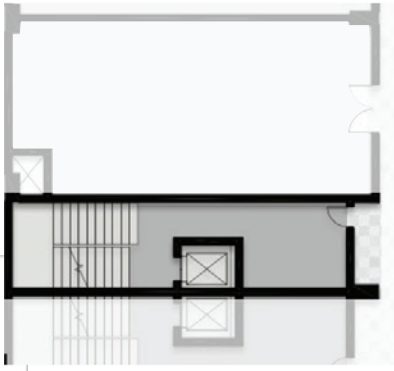
VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD

HQ

D OFFICES
CORNER



Entrence floor



Typical floor

Fourth floor

Floors

2nd, 3rd & 4th

Area

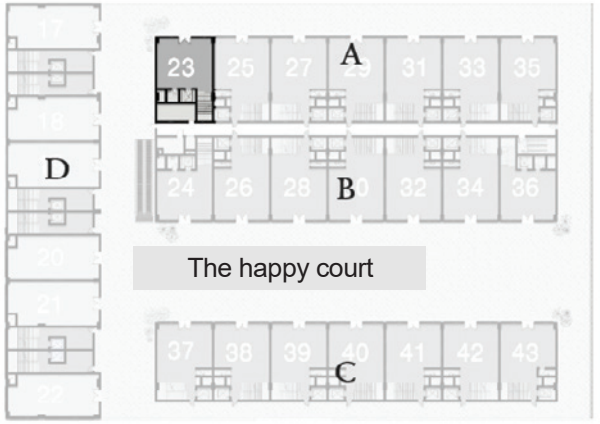
560 sqm

VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD / THE HAPPY COURT

HQ - 500R

A OFFICES
CORNER

Middle ring road



Heartwork

Floors
2nd,3rd

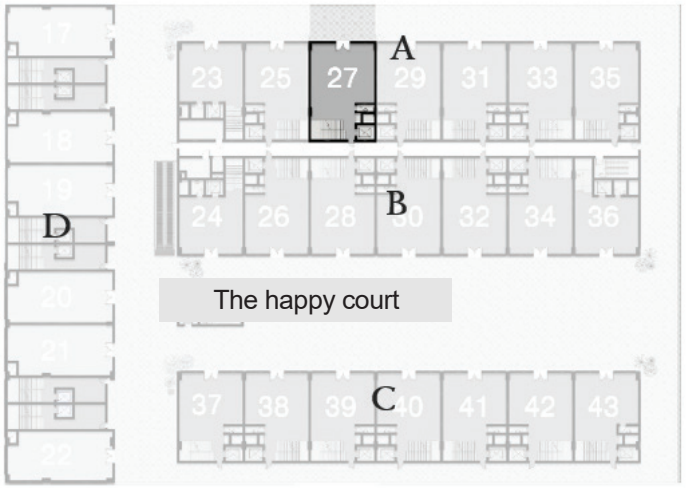
Area
465sqm

Typical floor

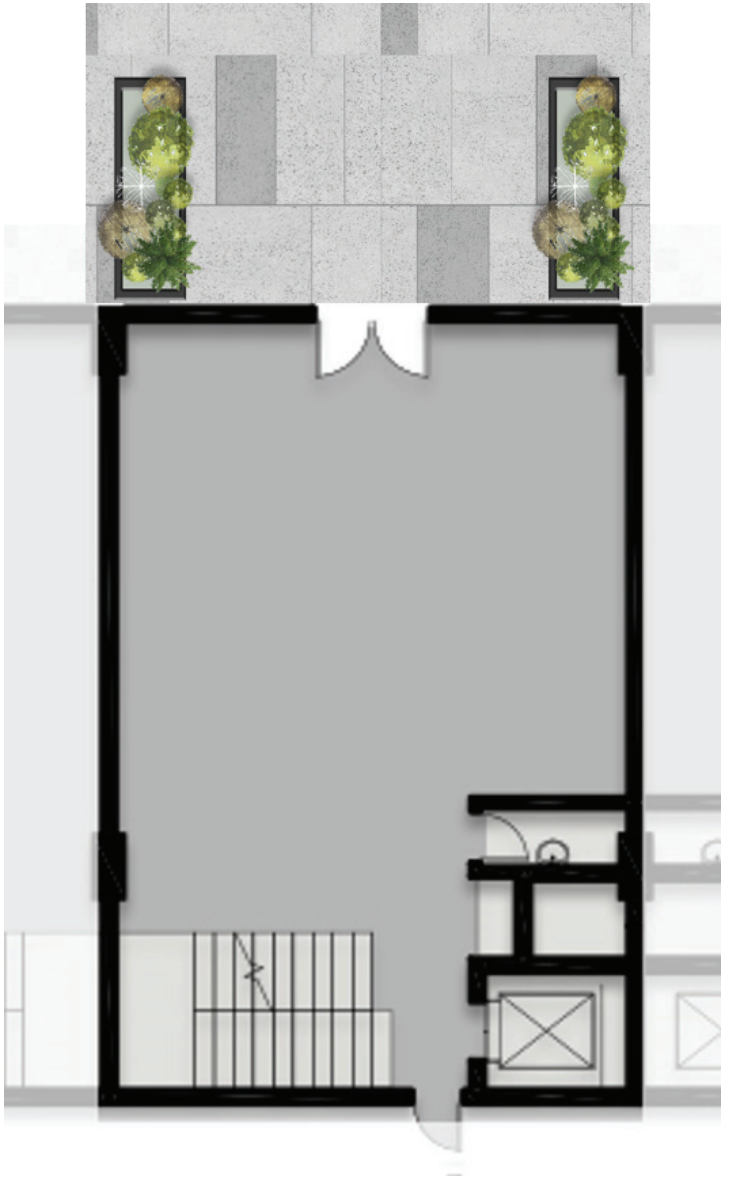
HQ - 500R

A RETAIL
MIDDLE

Middle ring road



First floor



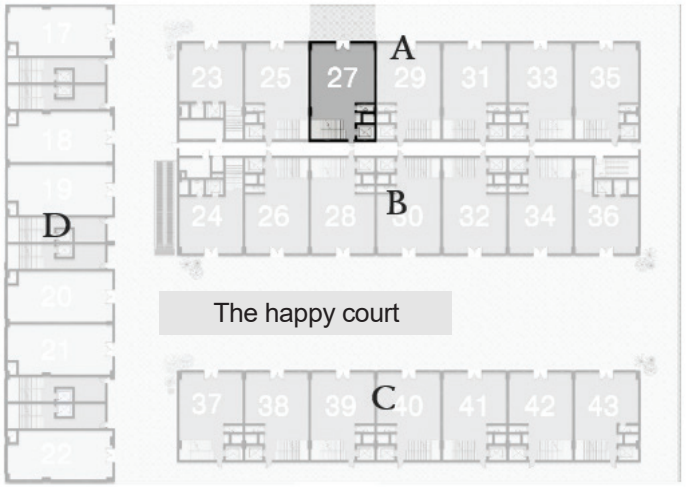
Floors
First

Area
445sqm

HQ - 500R

A OFFICES
MIDDLE

Middle ring road

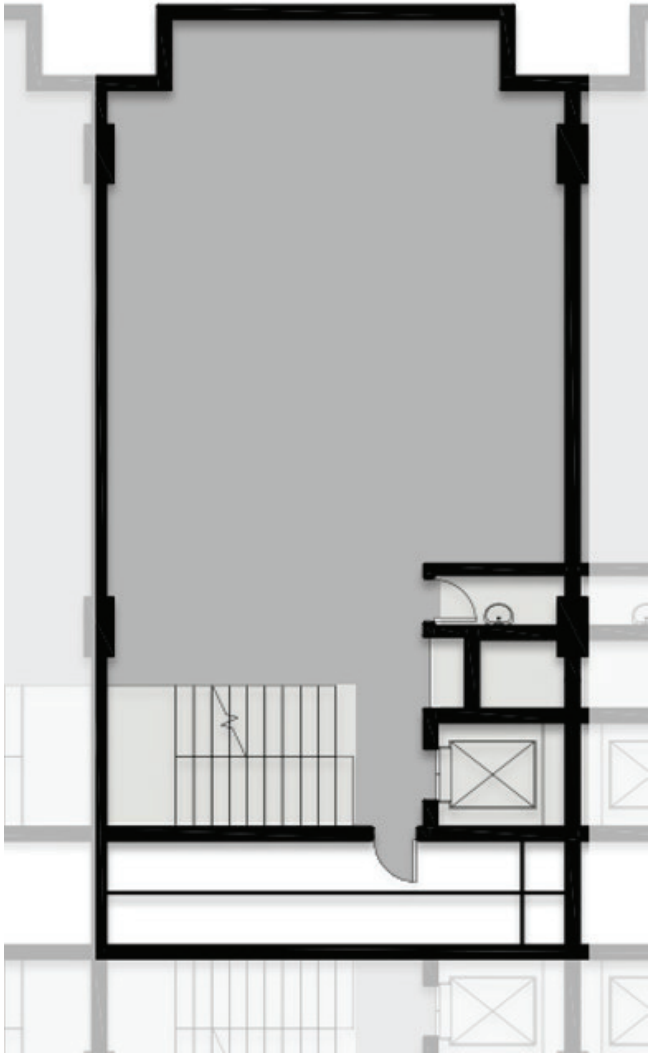


Heartwork

Floors
2nd,3rd

Area
445sqm

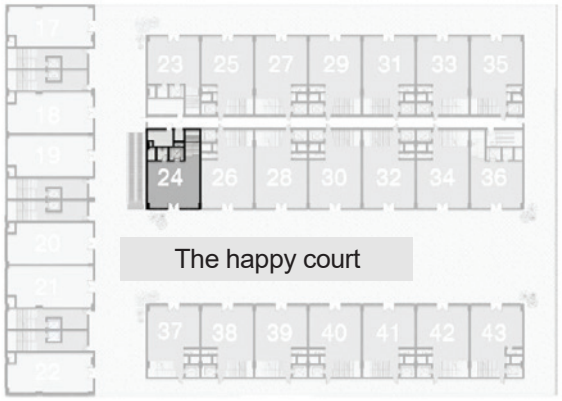
Typical floor



HQ - 500R

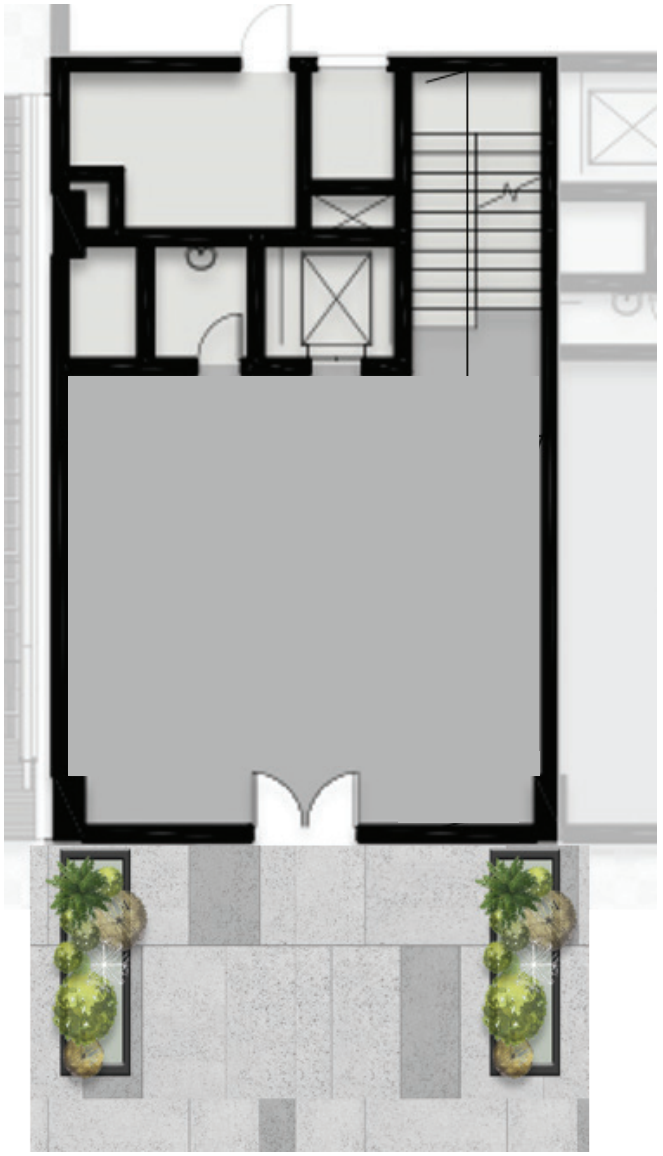
B Retail Corner

Middle ring road



Heartwork

First floor



Floors

1st,Typical, fourth

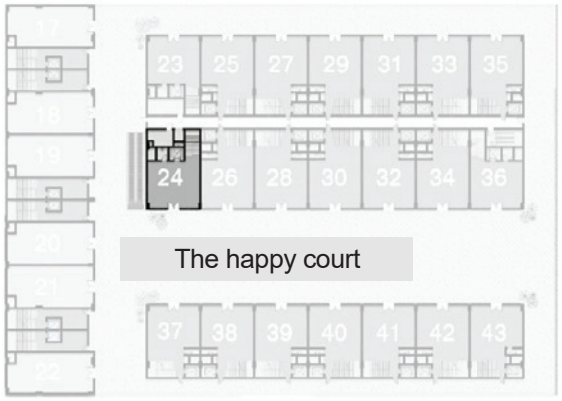
Area

610 sqm

HQ - 500R

B Retail
Middle

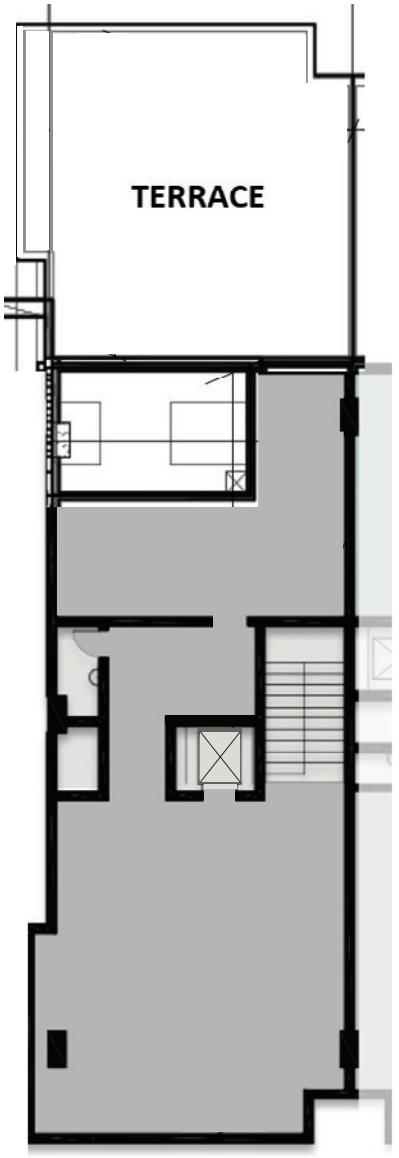
Middle ring road



Heartwork

Typical floor

Fourth floor



Floors

1st,Typical, fourth

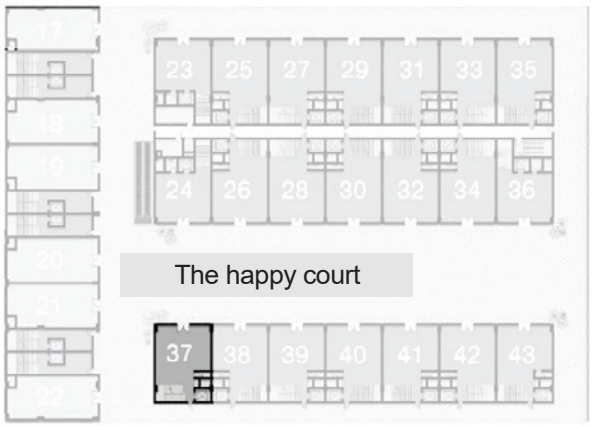
Area

580 sqm

HW HQ - 500R

C RETAIL MIDDLE

Middle ring road



Heartwork

Floors

1st,Typical

Area

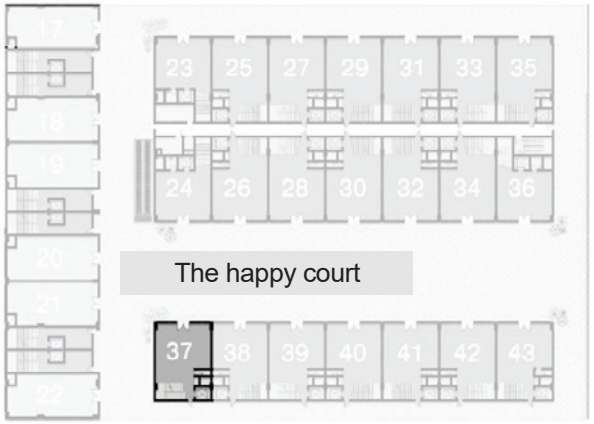
400sqm

First floor

HW HQ - 500R

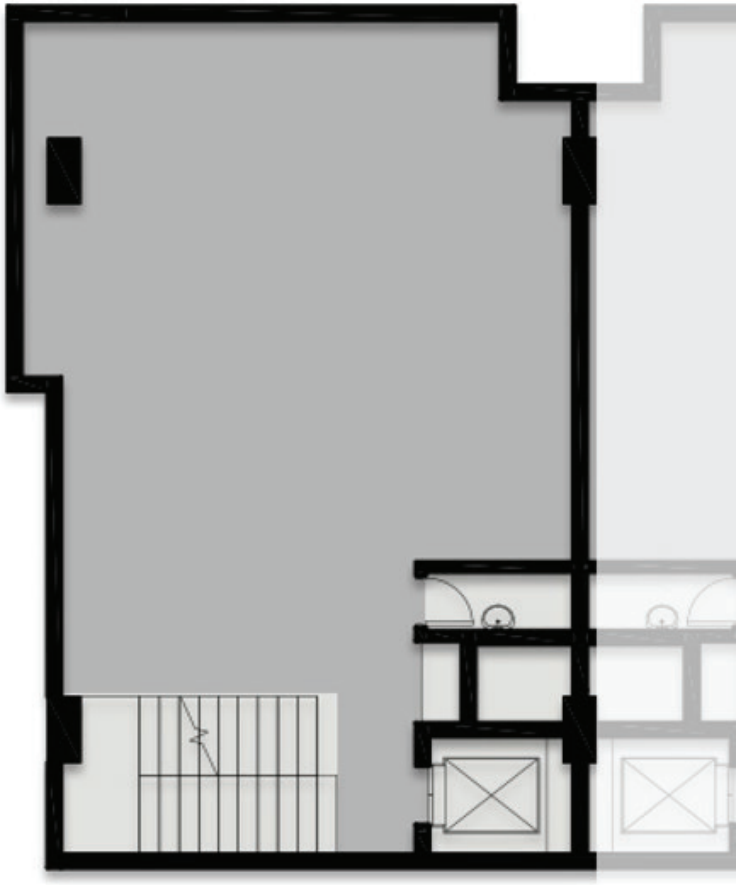
C OFFICES MIDDLE

Middle ring road



Heartwork

Typical floor



Floors

1st,Typical

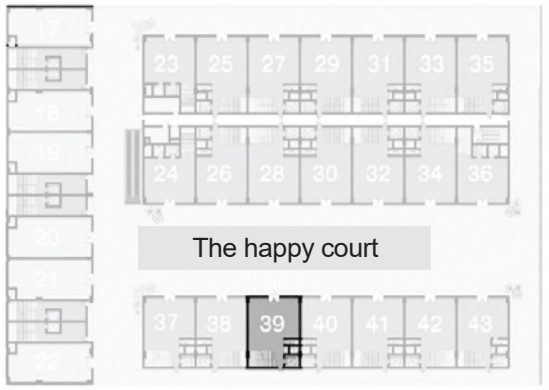
Area

400sqm

HW HQ - 500R

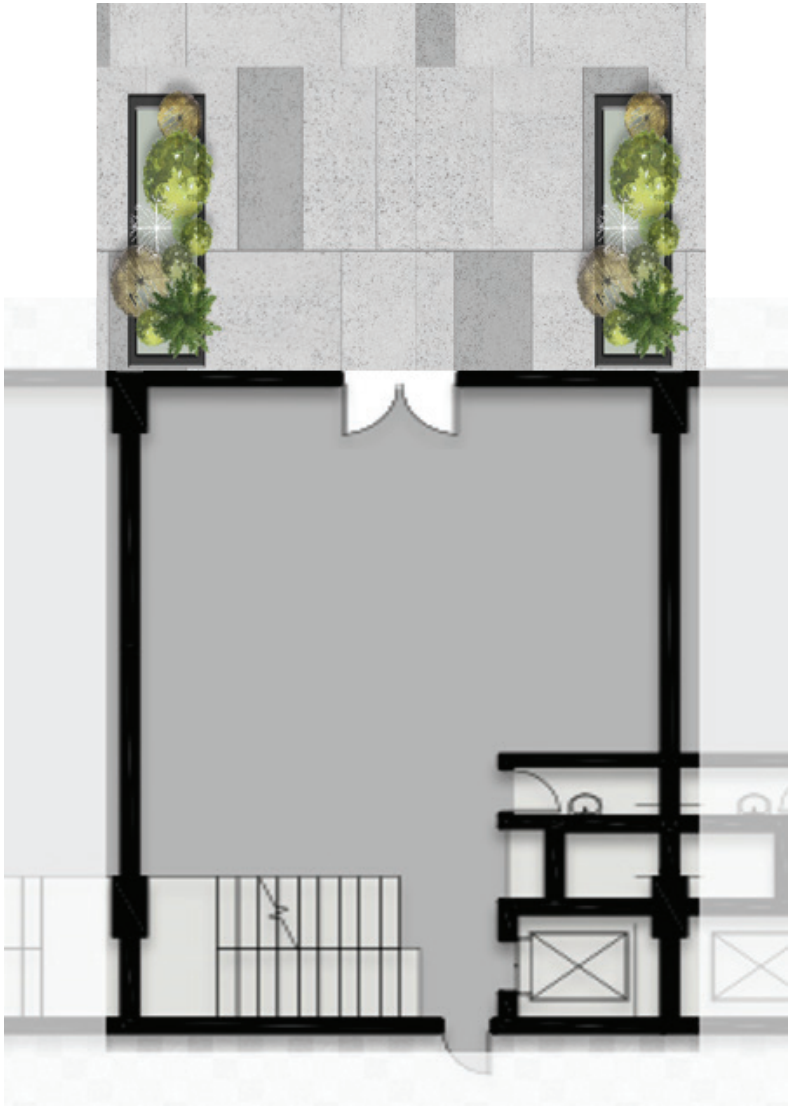
C RETAIL MIDDLE

Middle ring road



Heartwork

First floor



Floors

1st,Typical

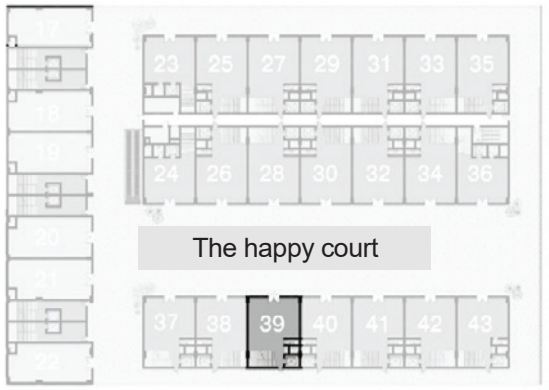
Area

360 sqm

HW HQ - 500R

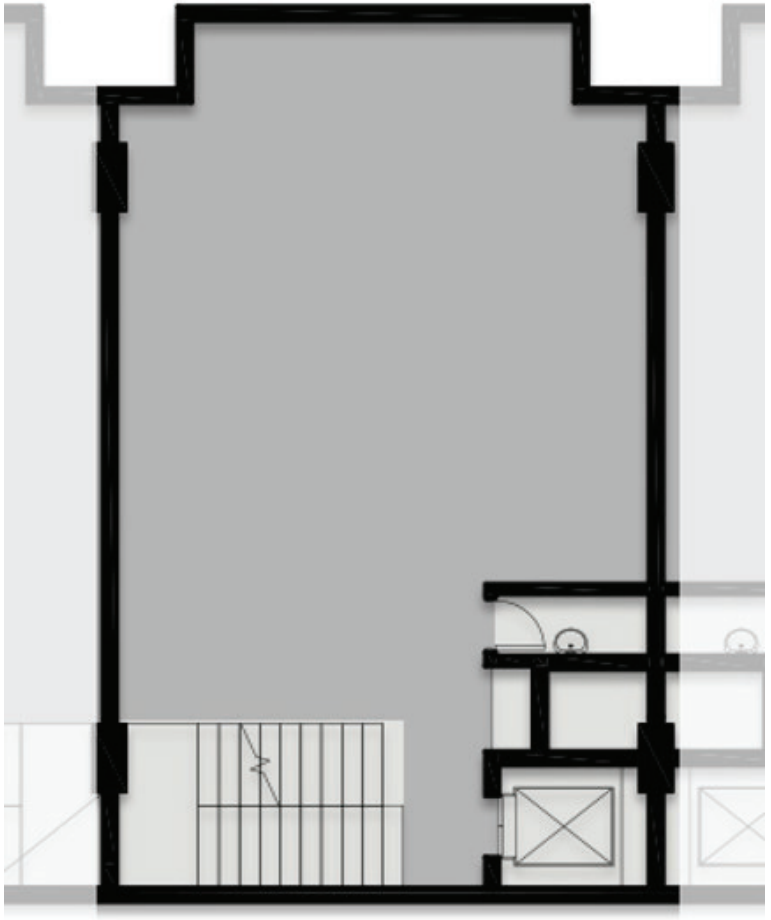
C OFFICES MIDDLE

Middle ring road



Heartwork

Typical floor



Floors

1st,Typical

Area

360 sqm

MOUNTAIN VIEW

SALES OFFICES:

- Building 183, sector 2 - 5th settlement,
  Cairo Egypt
- Arkan Mall, 6th of October City,
  Bldg.No. 6, 4th Floor
- Mountain View, Capital Business Park
- South 90 plot No. 313 City Center, Second Sector, New Cairo.

MountainView
Mountainview_Egypt
Mountainviewegy
Mountainvieweg

16201