

2022

PLAYA

NEWSLETTER

PLAYA

ABOUT PLAYA

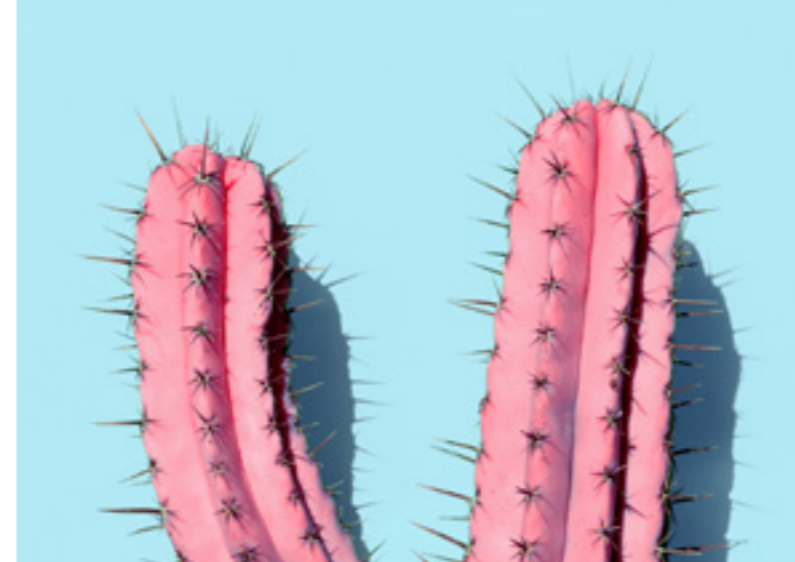
Overlooking the longest beach in the North coast, sprawled out across 1.5km of crystal seaside, life at Playa is a seaside haven with breathtaking chalets, town homes, twin homes, beach houses and standalone villas. Each home evokes a sense of dreamlike Mediterranean detail, surrounded by scenic greenery and pristine backdrops, encouraging active walks and perhaps taking pets out to play.



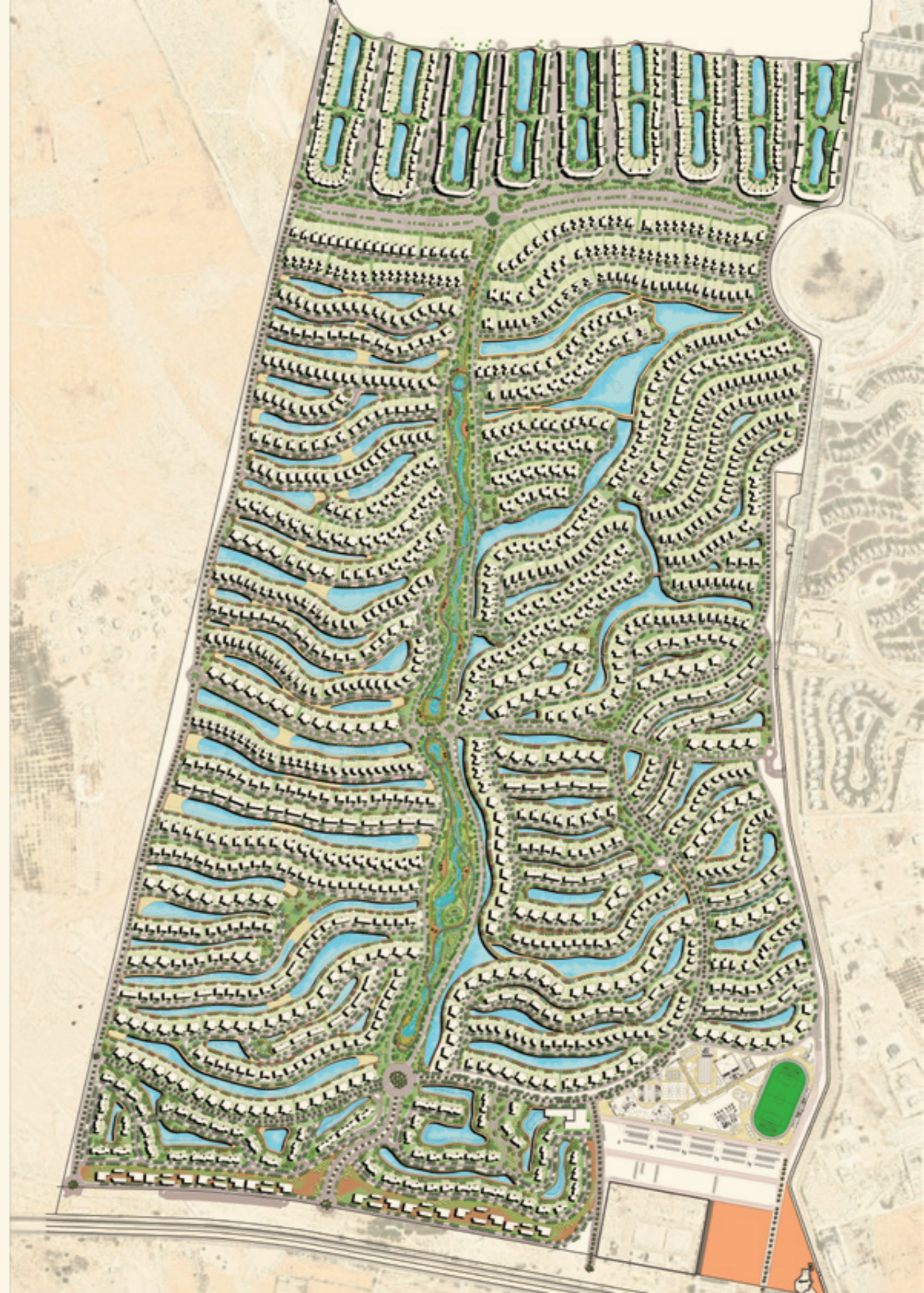
PLAYA
MOODBOARD



PLAYA



PLAYA
MASTERPLAN





SPINE & RING ROAD

A central spine connects the beach to the downtown area embedded with parks and an awe-inspiring series of vegetation, native to its arid region and Mediterranean climate. From cacti to other scenic shrubberies, Playa offers absolute harmony with Mediterranean verdure. A gorgeous promenade brings about vibrant culture and movement with an array of activities such as cycling, skate

boarding and jogging. Whilst a grand sporting club/ gym inspires wellbeing and includes the likes of Pilates and yoga. An adrenaline infused cable park calls on the more daring and adventurous to blow off steam and let out energy. For those who prefer a more relaxed environment, retail and dining outlets are also aplenty, to suite any mood, any time of day.



A photograph of two palm trees against a sunset sky over the ocean, viewed through a window frame. The scene is captured from an interior perspective, looking out through a window with a wooden frame. The palm trees are silhouetted against the bright, orange and pink hues of the setting sun. The ocean is visible in the background, and the overall atmosphere is serene and tropical.

P L A Y A
ARCHITECTURE

MINDFULLY DESIGNED IN ABSOLUTE HARMONY

with its serene surroundings, every home at playa radiates a sunny personality of surreal mediterranean beauty. Playa's architecture brings to life streamlined exteriors, breezy arches and earthy textures to inspire the hedonist in you.

INSPIRED ARCHITECTURE

Melding defined exterior lines with soft outer walls that contrast with contemporary arches, Playa's architectural concept is an aesthetic union between living art and seafront functionality. All interiors are expertly finished with soothing earthy hues and raw textures to gracefully align with zigzagging stairs, teleporting you into a waking Mediterranean dream.







VILLA-05



PLAYA
BEACH



PRIVATE SEASIDE HAVEN

Playas downtown area boasts mouthwatering fine dining restaurants, retail boutiques, summer offices, and facilities guaranteeing plenty of entertainment for friends and families along the summertime frame. In this private seaside haven, Playa fuses the soft pastel hues of the Mediterranean coast and the unspoiled sea with a unique

summertime experience. Meaning 'beach' in Spanish, Playa's homes evoke warm undertones and tropical perspectives, where spacious indoors seamlessly blend with nature-oriented vistas. The spirit of the undulated seascape revives a Mediterranean charm, where a handpicked community is set to emerge along dreamlike perspectives.

A close-up, low-angle shot of palm fronds against a clear blue sky. The fronds are long, slender, and layered, creating a sense of depth and texture. The lighting is bright, highlighting the natural colors of the palm leaves, ranging from light tan to deep green.

P L A Y A
P R O M E N A D E



AN ATMOSPHERIC PROMENADE FOR EVERY MOOD

Playa introduces a holistic promenade experience to unravel the senses, Planned out to entertain the whole family. the promenade is a vibrant invitation for those wishing to work out or meditate, thanks to a variety of spirited activities including cycling, skate boarding, pilates and yoga.

Envisaged as an epicenter of culinary adventures, the promenade is lined

with impeccable dining options, as well as artisanal bistros to awaken your taste buds. As for those wishing to enjoy a memorable shopping spree under the sun, this is the place to discover a pandora's box of stylish boutique shops, pop-up stores and exclusive brands, wherever you turn.





PLAYATOWN

PLAYATOWN

Radiating sunny vibes, thanks to an abundant variety of retail, dining and residential choices at your fingertips, Playa Town is a treasure-trove of memorable experiences under one comprehensive roof. Artfully designed to inspire contemporary lifestyles, the town is a curated collection of charming beach houses, next-generation

office spaces, retail luxuries and exquisite restaurants, inviting the community to live, work, shop and indulge where the tranquil sea meets the open sky.



PLAYATOWN

MASTERPLAN





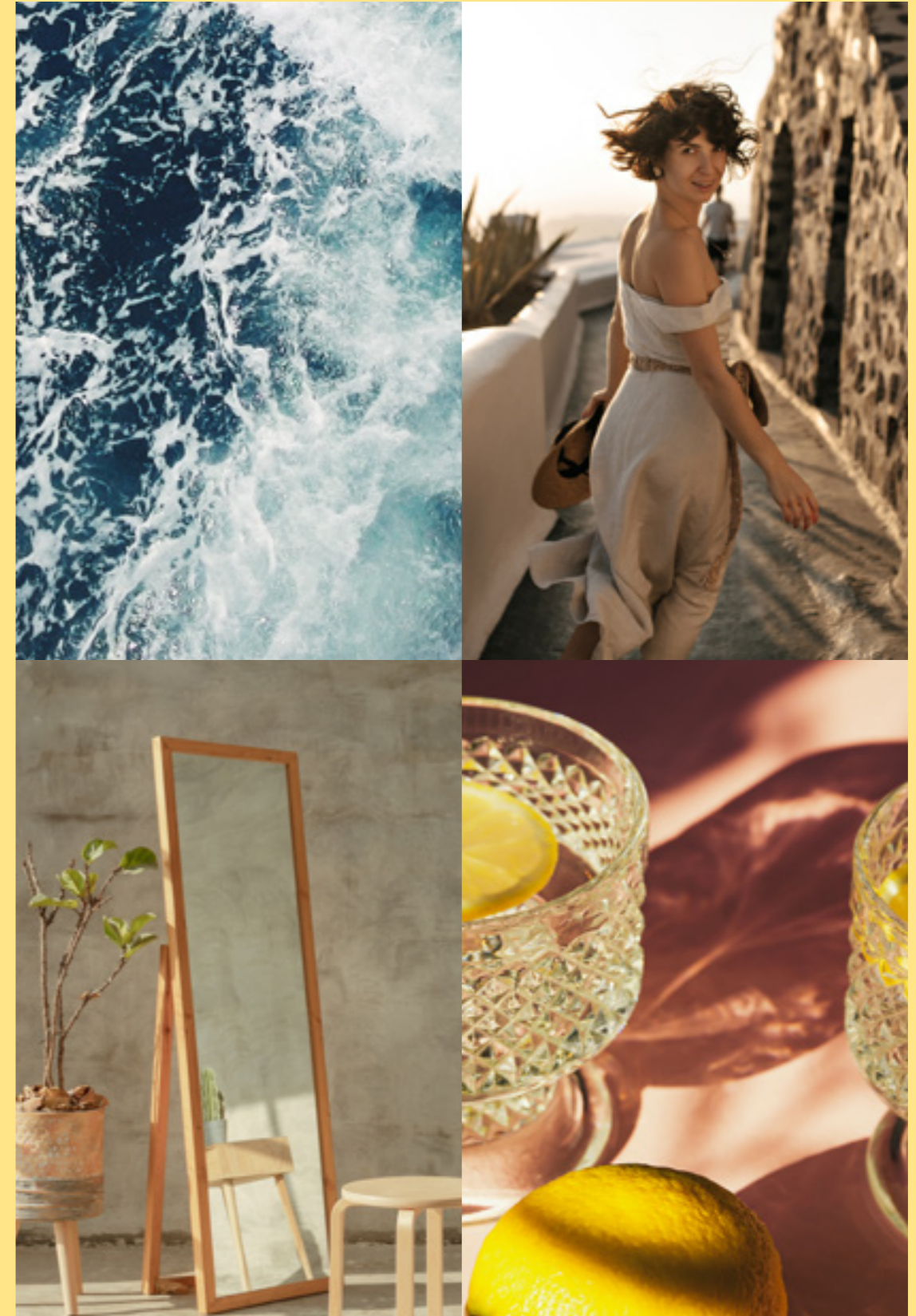
G — VILLAGE

G—VILLAGE

G Village is coming home to legendary style and inspiring architecture that exists in perfect harmony with its natural surroundings. Ideally situated in the heart of Playa's thriving hotspot, G Village offers a signature collection of fully-furnished duplexes, breathing lofts and serviced apartments by the G Hotel.

Every home at G Village follows the landscape's morphology to evoke an overall impression

of a surreal Mediterranean haven. Exteriorly defined lines come in balance with beautifully designed arches. Soft outer walls offer solar and earthy textures that seamlessly blend with natural settings. Playa's architectural concept and aesthetics promise to spur life with simple abstraction and delightful contrast.









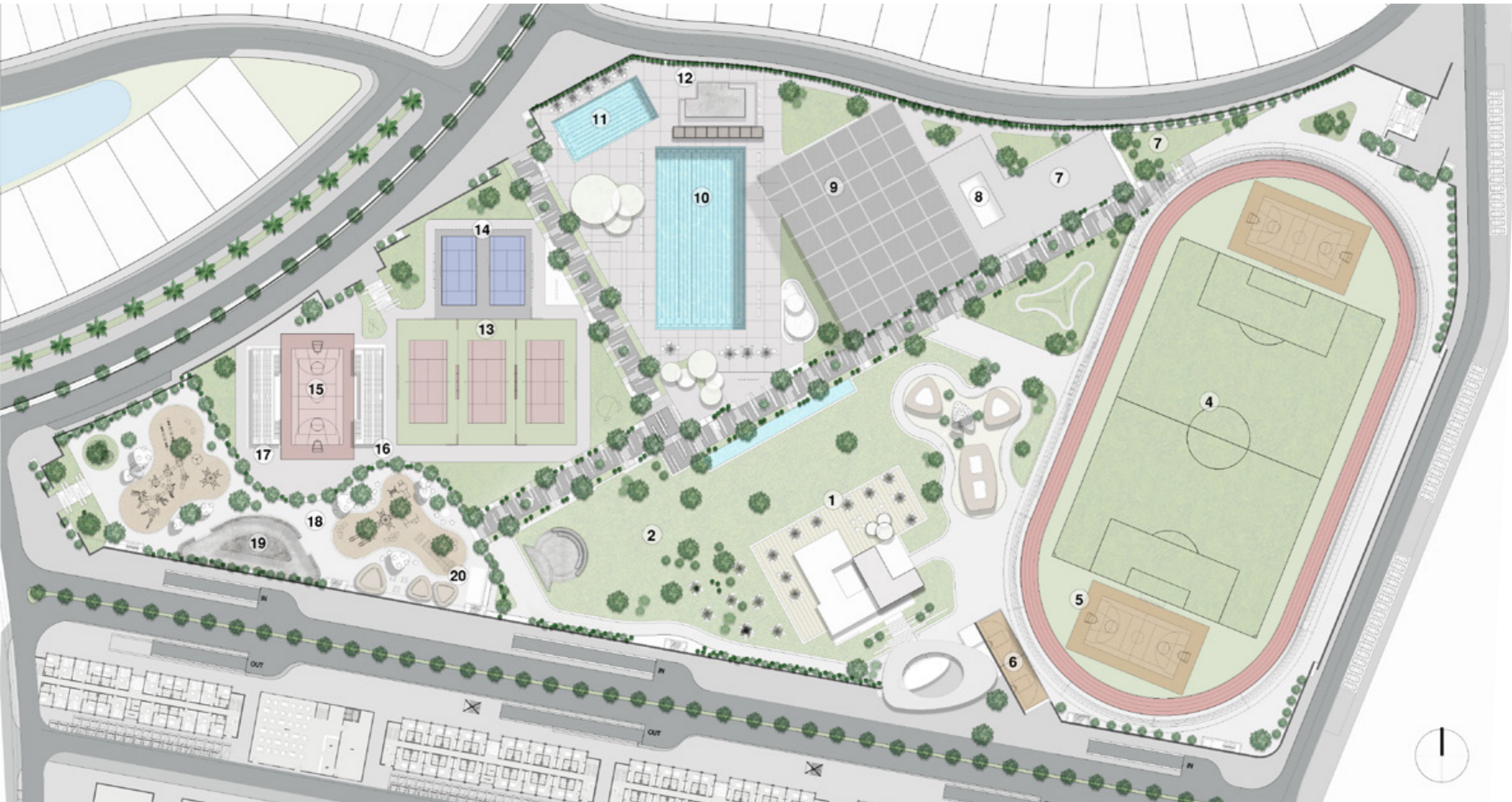






PLAYA
SPORTS CLUB

PLAYA SPORTS CLUB MASTERPLAN



PLAYA SPORTS CLUB

Catered to its community's physical and mental health, Playa Sports Club brings diverse human experiences that go beyond international standards. The club is the perfect setting for fitness lovers, sports professionals, family members, children and seniors all together. From a world-class soccer field, a running track and squash courts to official clay and hard tennis courts, Playa Sports Club is summer fitness redefined by the sea, powered by expert coaches and certified global academies.











CABLE PARK

Playa's Cable Park offers clockwise and anti-clockwise cables for every age, complimented by breathtaking views and robust infrastructure, guaranteeing a ride of a lifetime. The park is in short, unfolding stories of non-stop excitement, thanks to a variety of sporting courts, a fun playground for the little ones, in addition to an aqua park and wake park, ideal for those wishing to collect waterfilled memories, all summer long.



HIGHLIGHTS
OF 2021



PLAYA
RESTAURANTS



MARIOLINO

A charming addition to the magical sand of sahel. Mariolino is bringing the authentic Italian al fresco feel to the shores of Egypt.





GRECCO

Greek-Mediterranean delicacies by the sea on the golden sands of Playa North Coast offering a unique culinary experience.





With the inception of Mariolino and Grecco hosting the most upscale exciting events in the North Coast, and with the opening of the crystal clear beach catered and serviced from Grecco, Playa was the place to be in the North Coast summer of 2021. Globally sought artists were performing regularly in sold out parties hosted by Mariolino and Grecco, as attendees enjoyed exquisite dining and sensational views. The summer of 2021 serves as a delicious amuse-bouche to the Playa experience leaving us all hungry for more.

PLAYA

LA7 GYM



LA7™

INHALE PASSION

LA7 is the brainchild of an Olympic Champion introducing a unique concept of a cutting-edge beach fitness facility aimed at revolutionizing personal and functional training, as well as guests' lives.





SUMMER 2022
HIGHLIGHTS



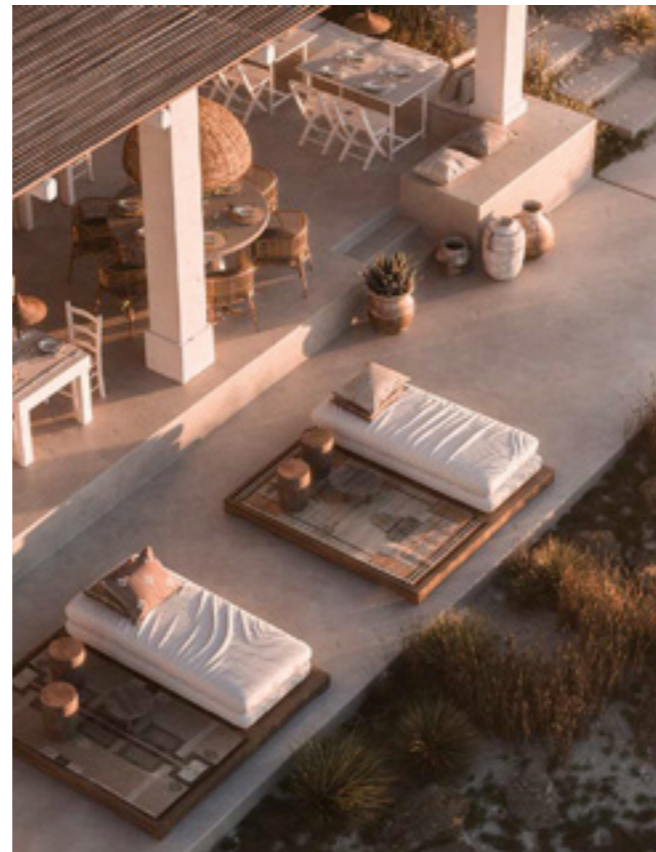
NEW
OPENINGS



OPENING OF

beefbar[®]
Born in Monte-Carlo

Beefbar, born in Monte Carlo, is a contemporary concept that breaks the stereotypes of rigid Steakhouses. Today, the exquisite experience is found in several parts of the world, with each restaurant having its own identity and design. The next destination Beefbar takes us is on the North Coast of Egypt, the popular summer hub where people are on the hunt for an enjoyable beach and culinary experience.





**MUSIC
WITHOUT
BORDERS.**

PLAYA



JOHN LEGEND

BRINGING YOU
INTERNATIONAL
ARTISTS



HIGHLIGHTS
OF 2022

G Residence U1

Will be delivered this summer 2022

G Villas U2

will be delivered next year.



PLAYA
CONSTRUCTION
UPDATES



























Contact Us

16738

Website



A tropical scene featuring palm trees and the ocean at sunset. The sky is a soft, warm orange, and the water is a calm, light blue. The palm fronds are silhouetted against the bright sky, creating a layered effect. A large, out-of-focus, light-colored shape occupies the left side of the frame, possibly a window or a piece of fabric, adding a sense of depth and framing to the image.

PLAYANORTHCOAST.COM