

Built for Business;
Designed for People

Heartwork

INNOVATED BY  MOUNTAIN VIEW





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 coaching® [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"

The logo for CallisonRTKL, featuring the word "CALLISON" in orange and "RTKL" in dark blue, with a small "TM" trademark symbol to the right. The logo is centered on a white circular background that is part of a larger graphic design consisting of overlapping light gray and white curved shapes on the left side of the page.

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.



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.





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

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



Work



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



HQ⁵⁰⁰



HQ⁵⁰

Building Types

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



HQ 500i



HQ 500 Complex



HQ⁵⁰⁰

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

~ ARISTOTLE ~

HQ⁵⁰⁰

Finishing Specs

Core & Shell



Electricity tie ins.



Main entry door
for office



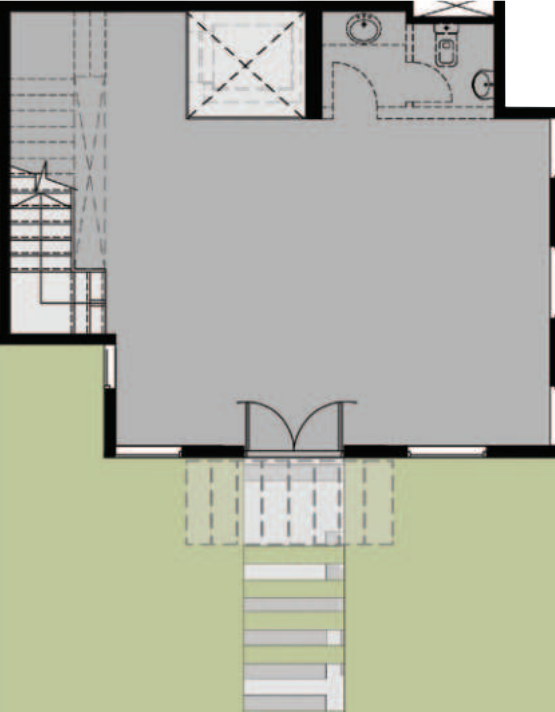
Fiber optics
connection

Type A

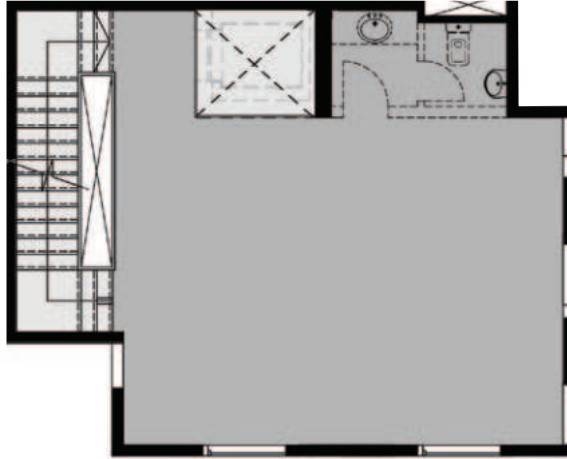
HC



Ground Floor



Typical Floor



Floors

G+3

Area

360sqm

Type A

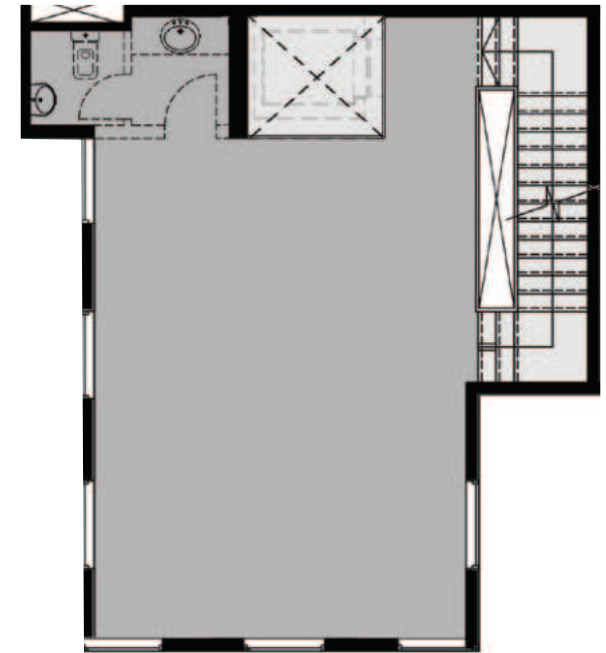
VC



Ground Floor



Typical Floor



Floors

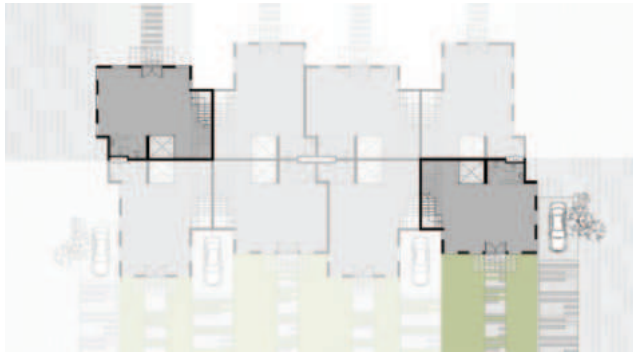
G+3

Area

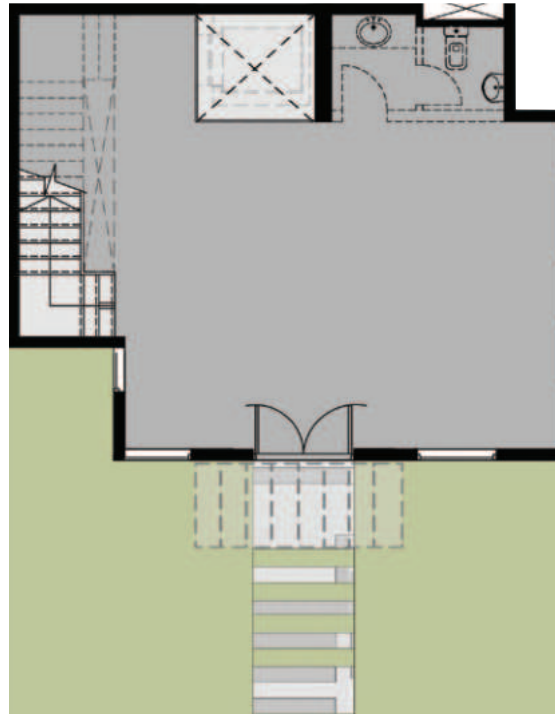
360^{sqm}

Type B

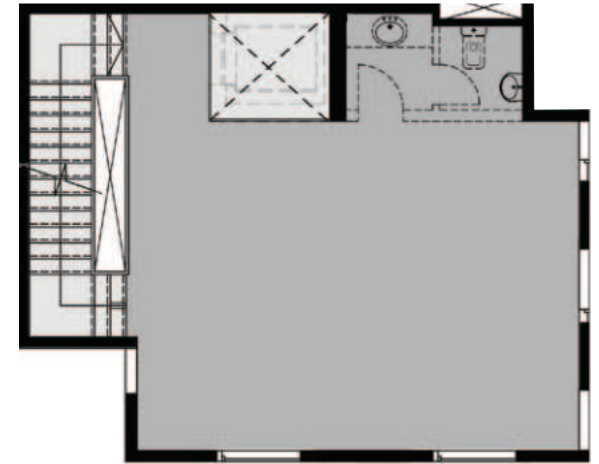
HC



Ground Floor



Typical Floor



Floors

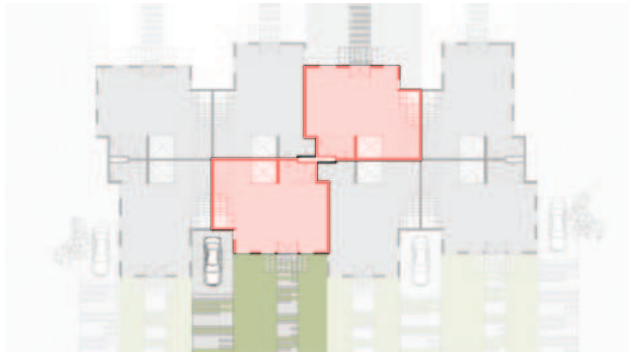
G+2

Area

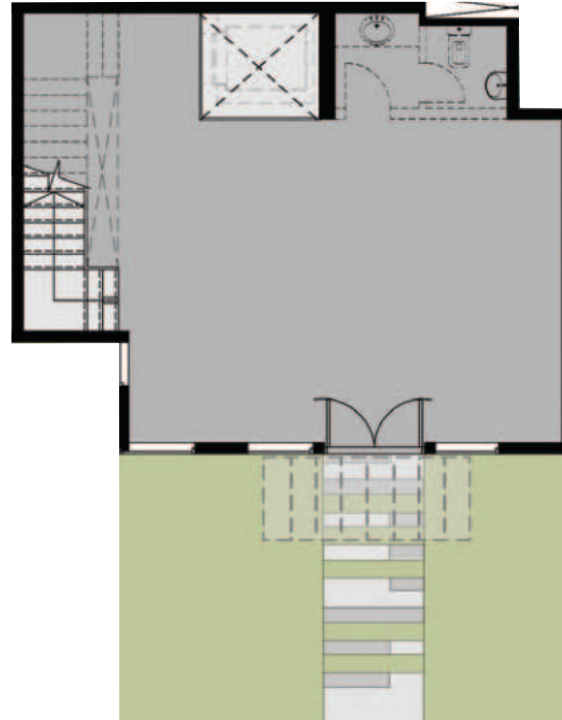
270^{sqm}

Type B

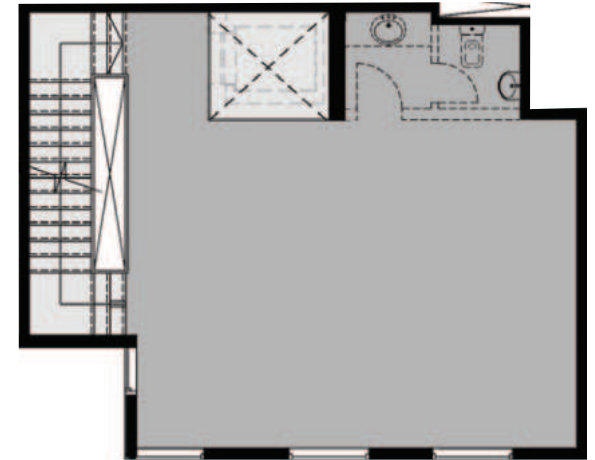
HM



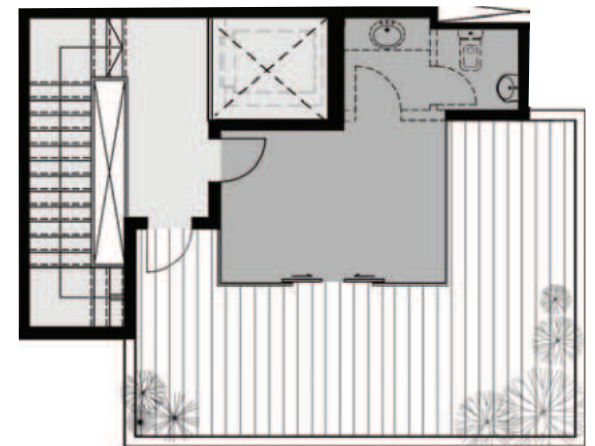
Ground Floor



Typical Floor



Roof Floor



Floors

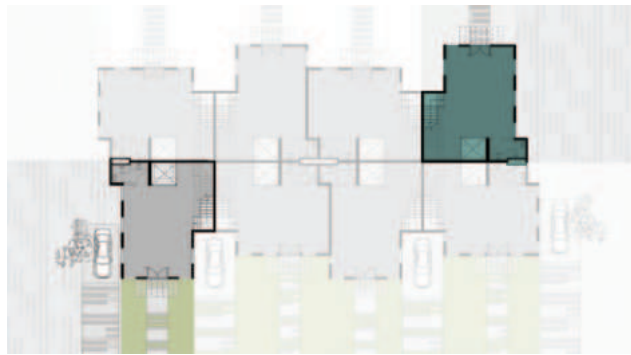
G+2
& Roof

Area

315^{sqm}

Type B

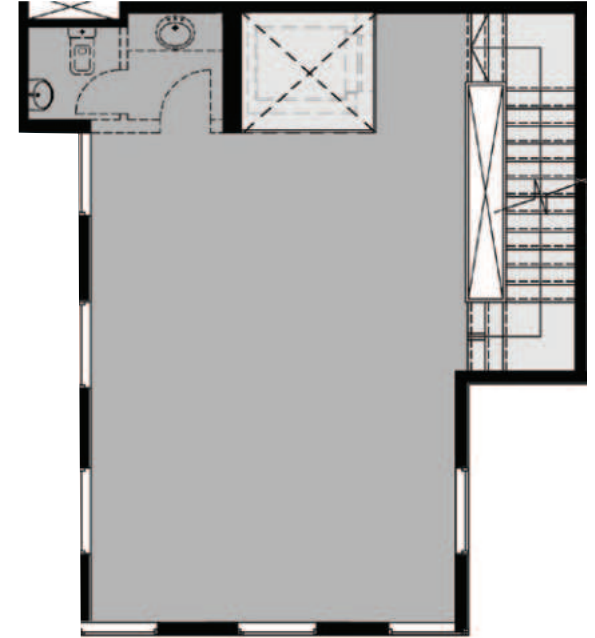
VC



Ground Floor



Typical Floor



Floors

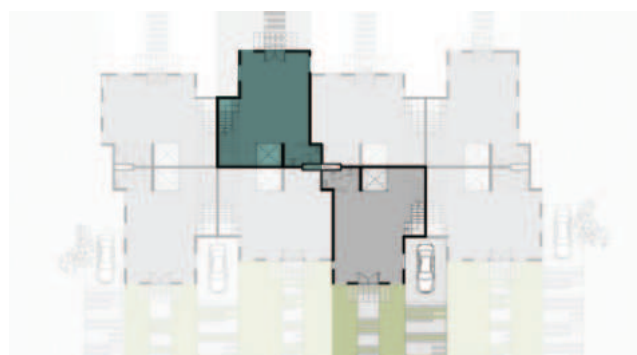
G+2

Area

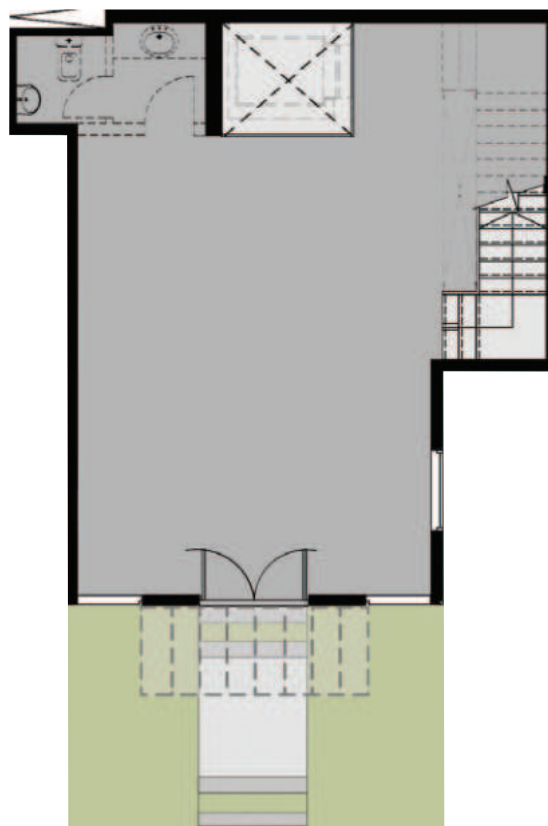
270^{sqm}

Type B

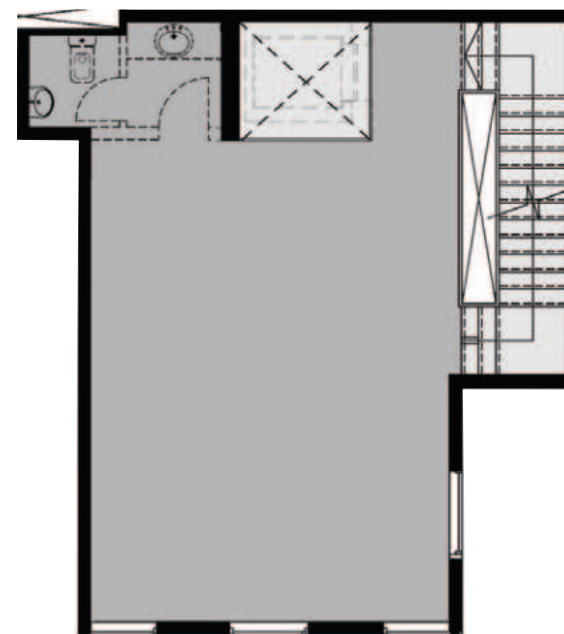
VM



Ground Floor



Typical Floor



Floors

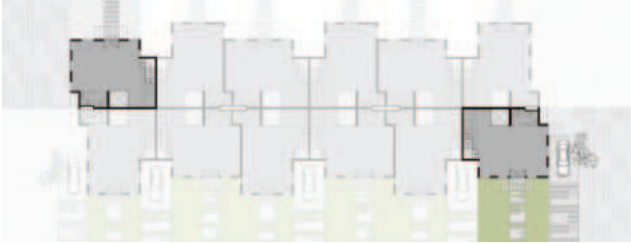
G+2

Area

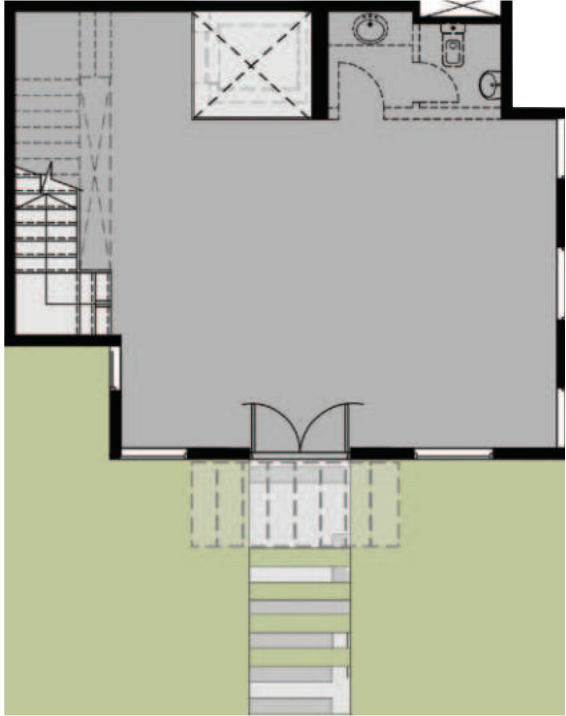
265^{sqm}

Type C

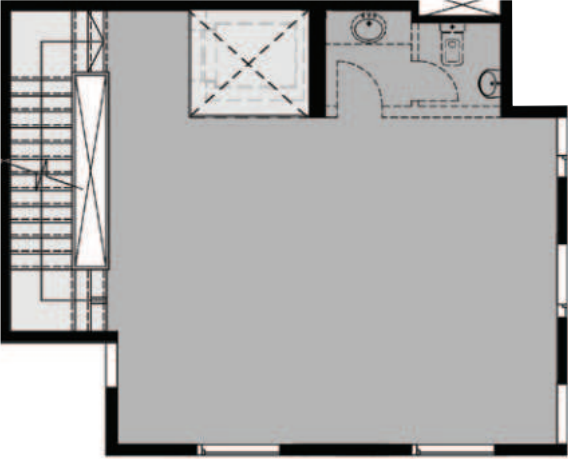
HC



Ground Floor



Typical Floor



Floors

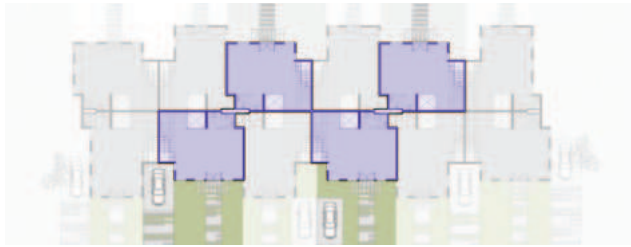
G+2

Area

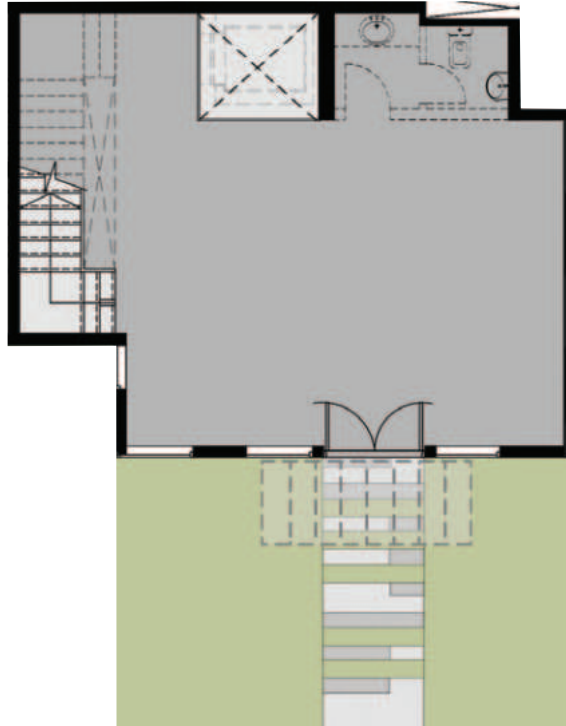
270^{sqm}

Type C

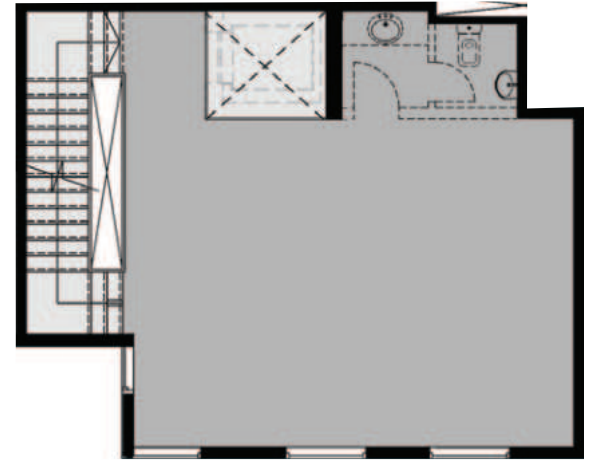
HM



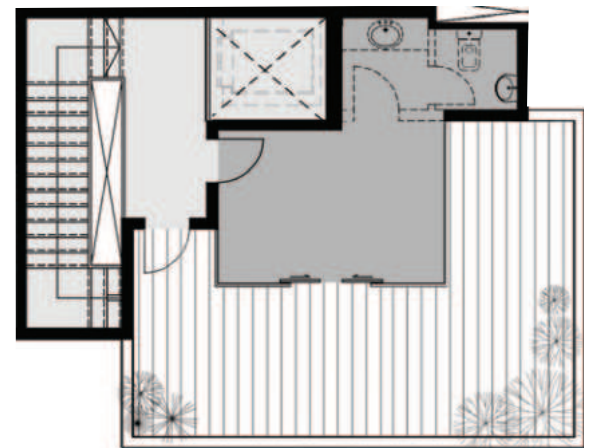
Ground Floor



Typical Floor



Roof Floor



Floors

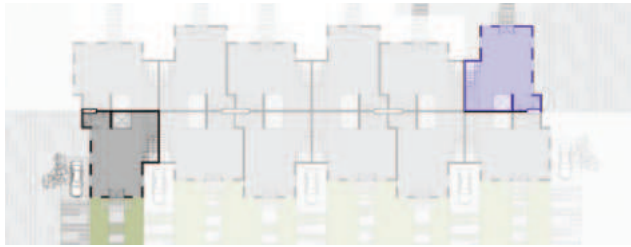
G+2
& Roof

Area

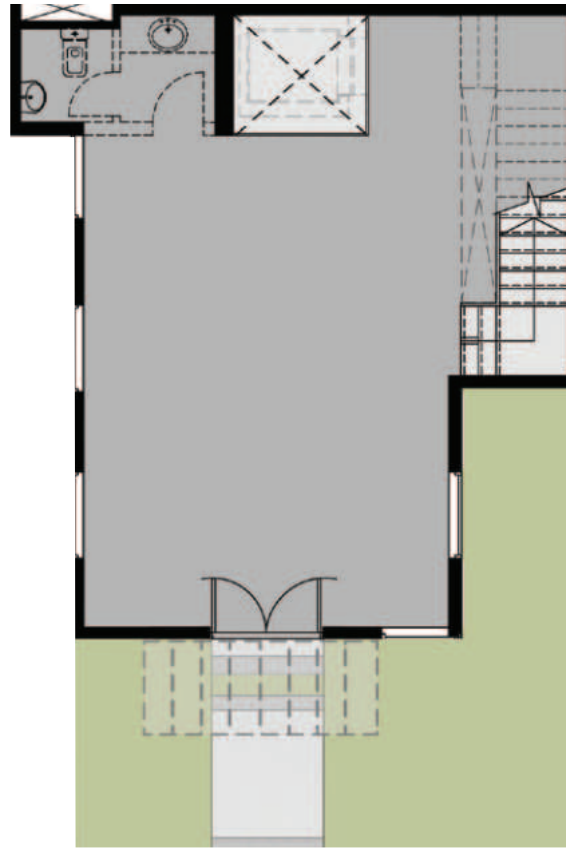
315^{sqm}

Type C

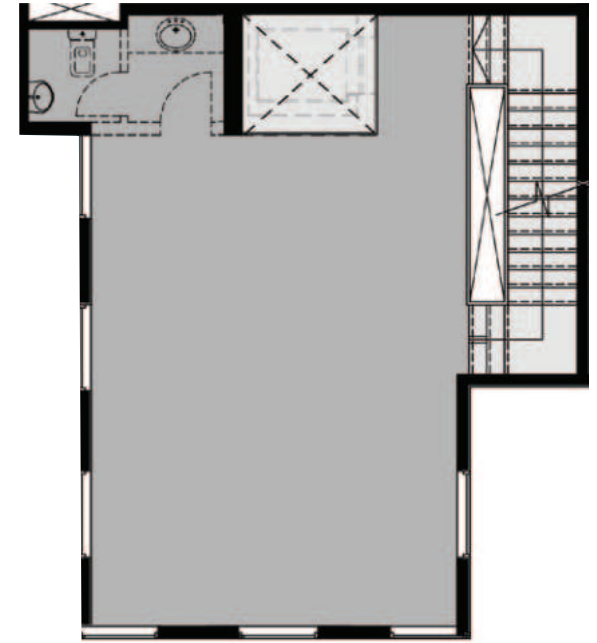
VC



Ground Floor



Typical Floor



Floors

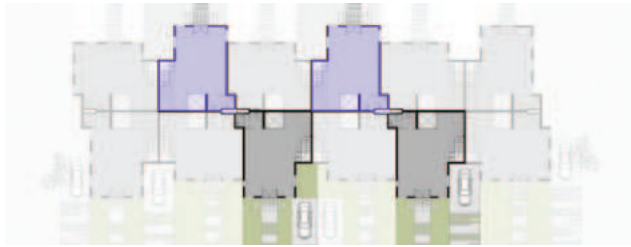
G+2

Area

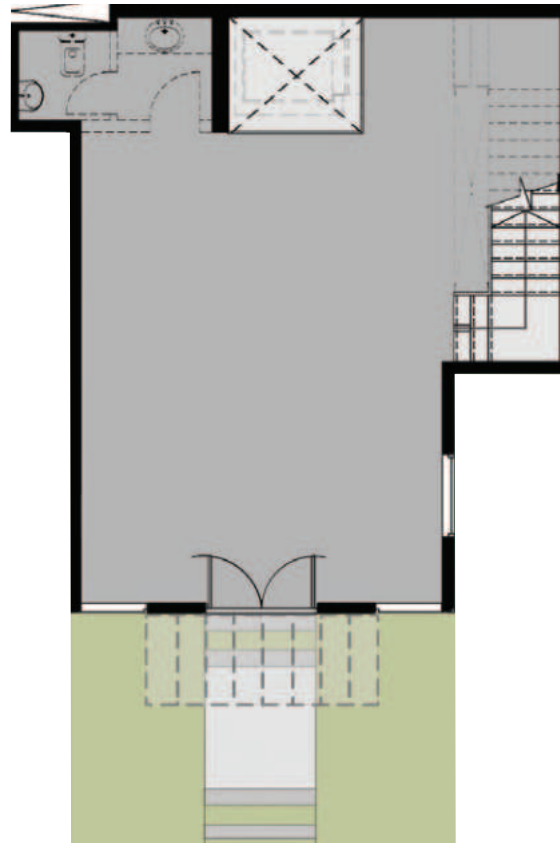
270^{sqm}

Type C

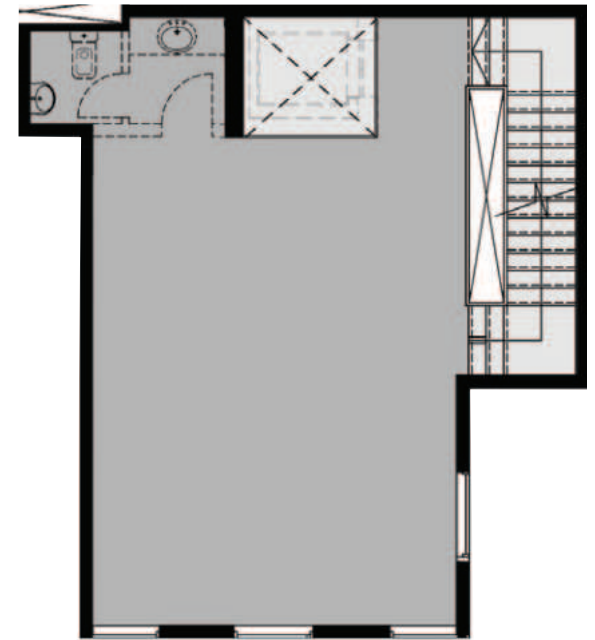
VM



Ground Floor



Typical Floor



Floors

G+2

Area

265^{sqm}

HQ⁵⁰

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

~ HENRY FORD ~



HQ⁵⁰

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



Each 65 m * 4 connection points



Central AC system

HQ 50 - L
Building (4)

Ground floor



Retail

65^{sqm}

80-85^{sqm}

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}



HQ⁵⁰⁰ⁱ

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

~ ARISTOTLE ~

HQ⁵⁰⁰ⁱ

Finishing Specs

Core & Shell



Electricity tie ins.



Main entry door
for office



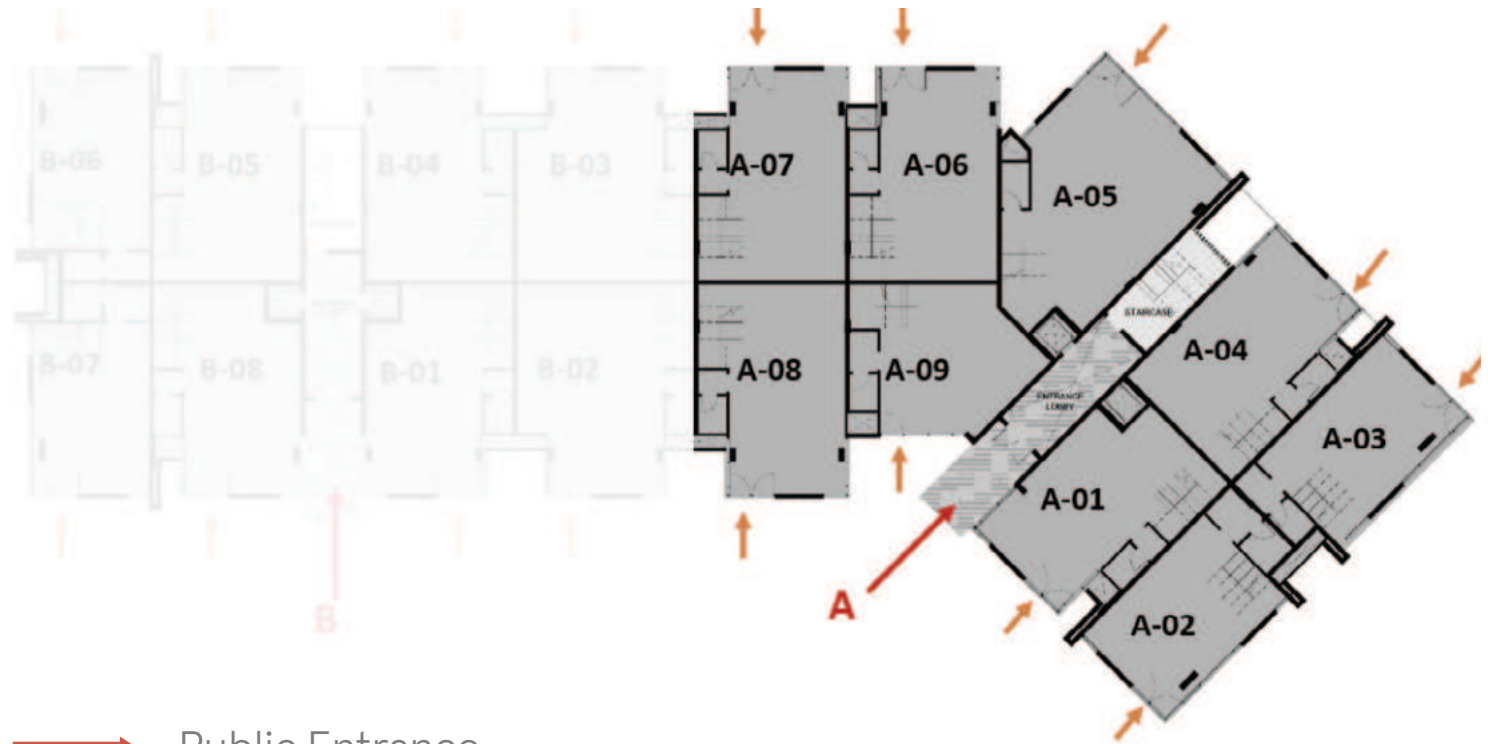
Fiber optics
connection

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 |



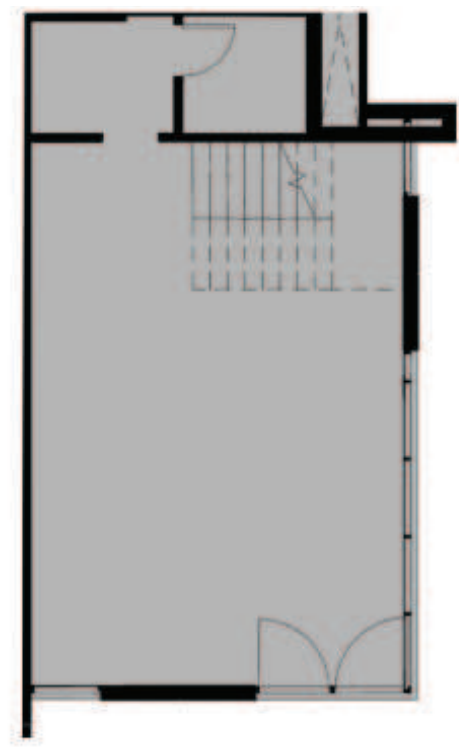
- Public Entrance
- Private Entrances

**Entrance
A**

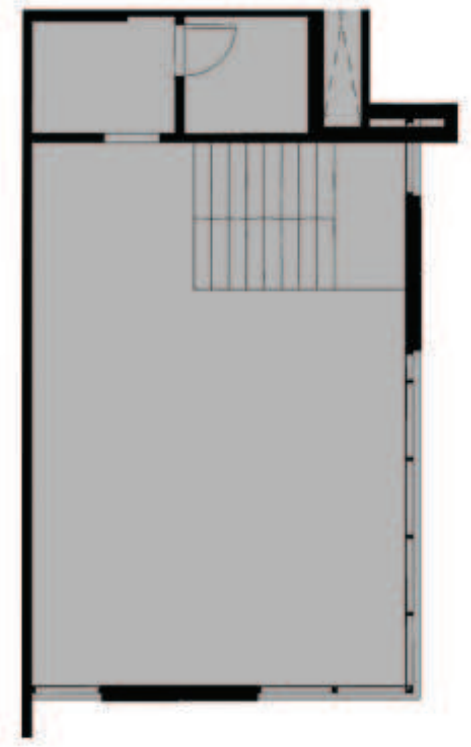
GC



Ground Floor



First Floor



Floors

G+1

A02

170 sqm

A03

180 sqm

**Entrance
A**

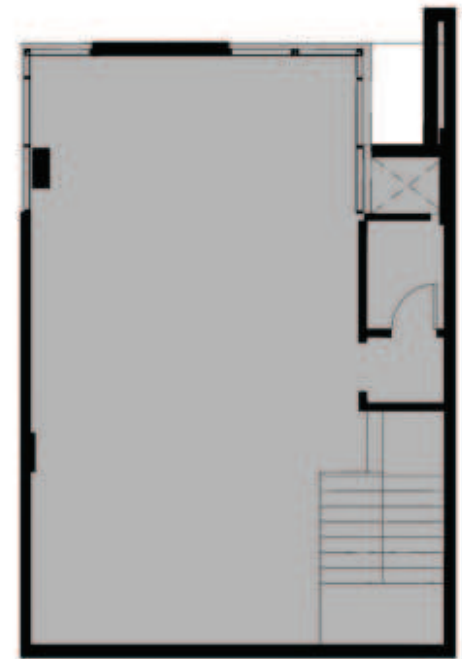
GM



Ground Floor



First Floor



Floors

G+1

A04

205sqm

**Entrance
A**

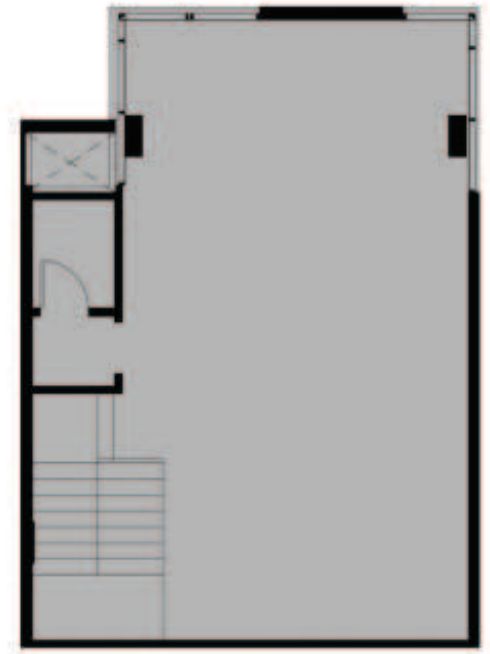
GM



Ground Floor



First Floor



A02

205sqm

A02

200sqm

A03

205sqm

Floors

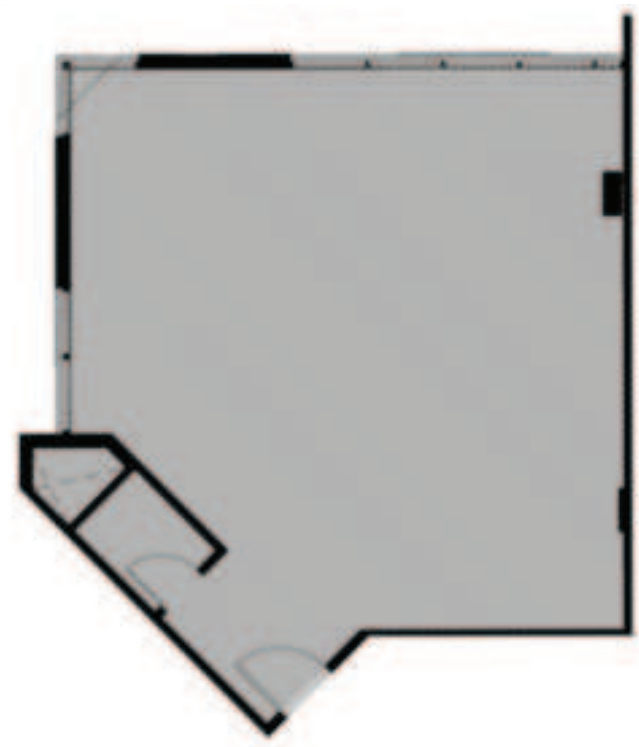
G+1

**Entrance
A**

SM



Typical Floor



Floors
2nd

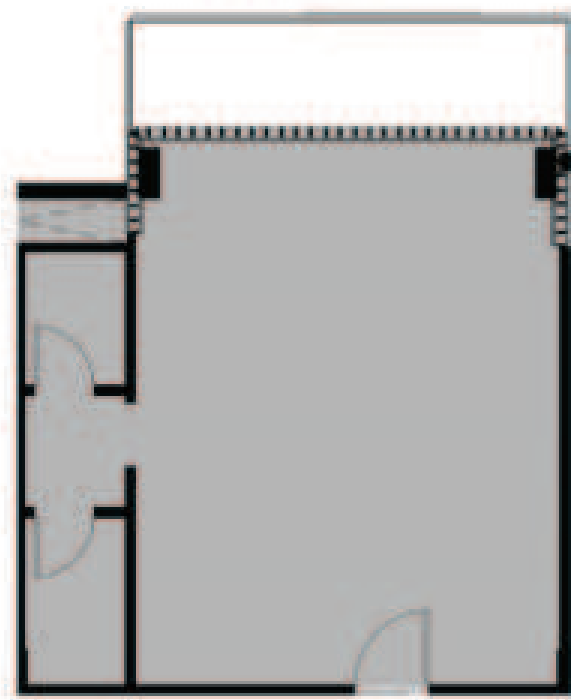
A25
115sqm

**Entrance
A**

SM



Typical Floor



A26
90sqm

A27
90sqm

A28
85sqm

Floors
2nd

**Entrance
A**

SC



Typical Floor



Floors

2nd

A22

85sqm

A23

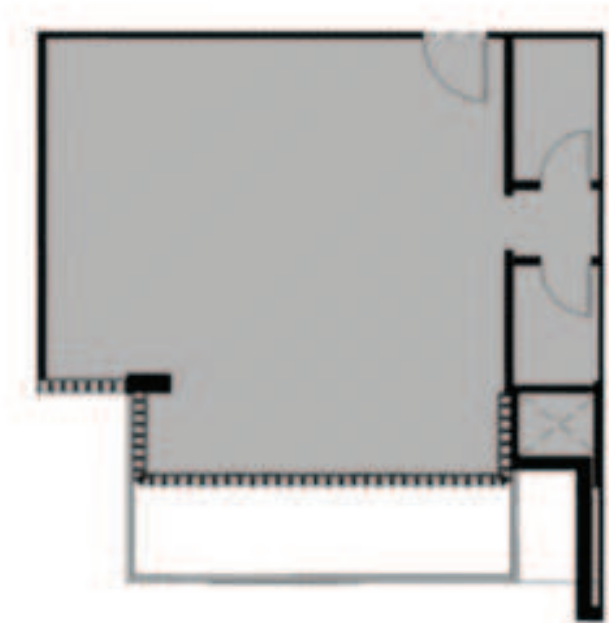
90sqm

Entrance
A

SM



Typical Floor



Floors

2nd

A23

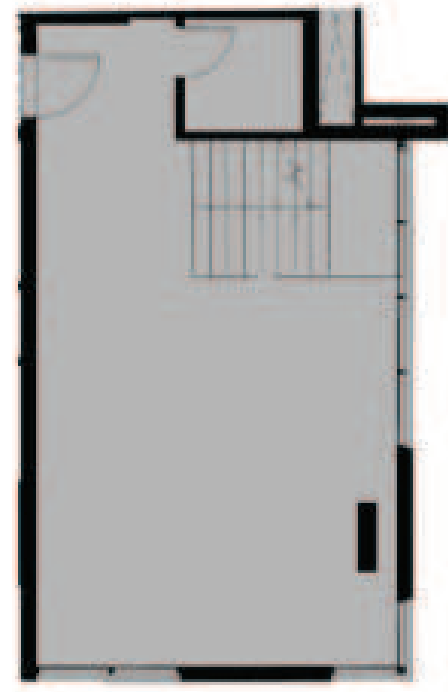
95 sqm

**Entrance
A**

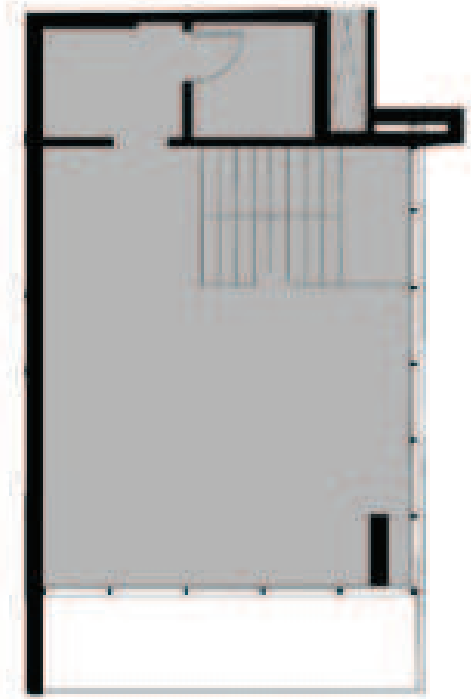
RC



Third Floor



Fourth Floor



A32

175 sqm

A33

155 sqm

Floors

3+4

Entrance
A

RM



Third Floor



Fourth Floor



A36

210^{sqm}

A37

205^{sqm}

A38

165^{sqm}

Floors

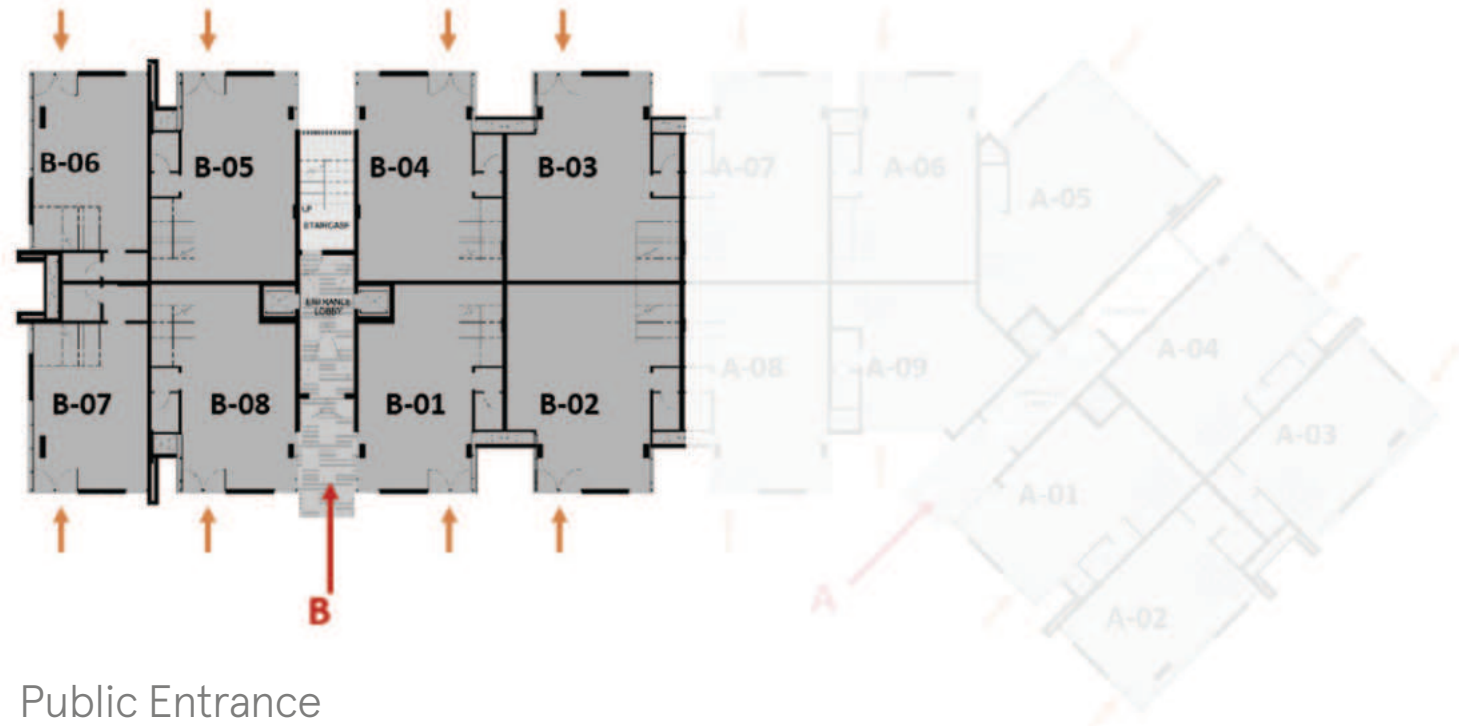
3+4

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 |



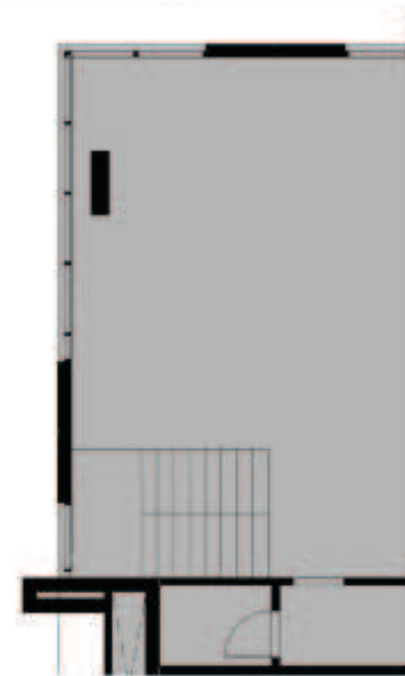
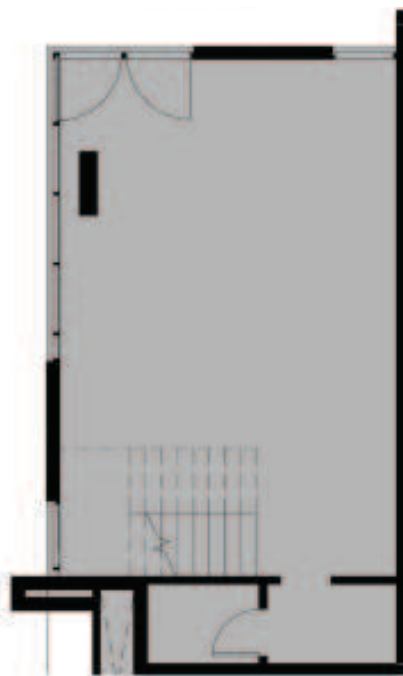
- Public Entrance
- Private Entrances

Entrance
B

GC

Ground Floor

First Floor



B06

175 sqm

B07

175 sqm

Floors

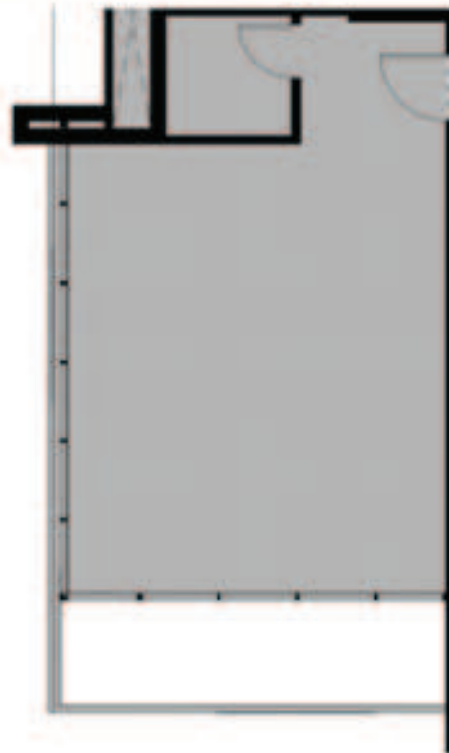
G+1

Entrance
B

SC



Typical Floor



Floors

2nd

B27

90 sqm

B28

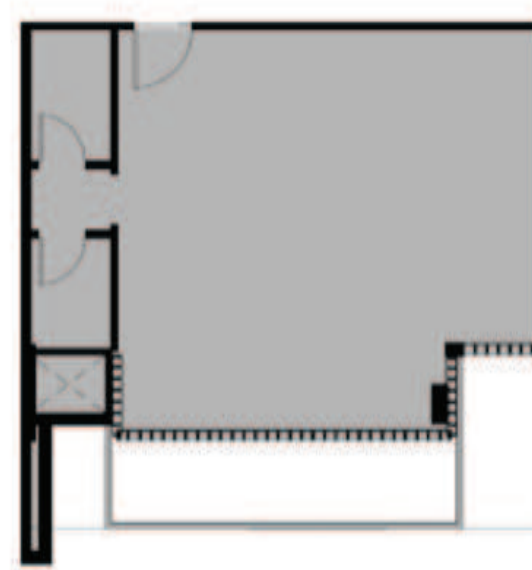
95 sqm

Entrance
B

SM



Typical Floor



Floors

2nd

B21

95 sqm

B28

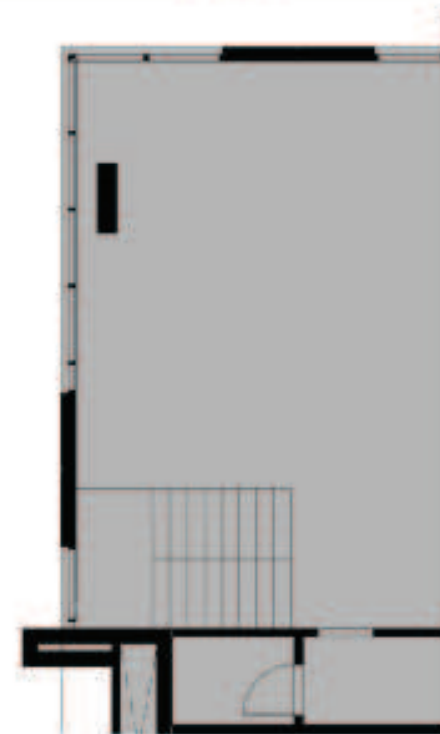
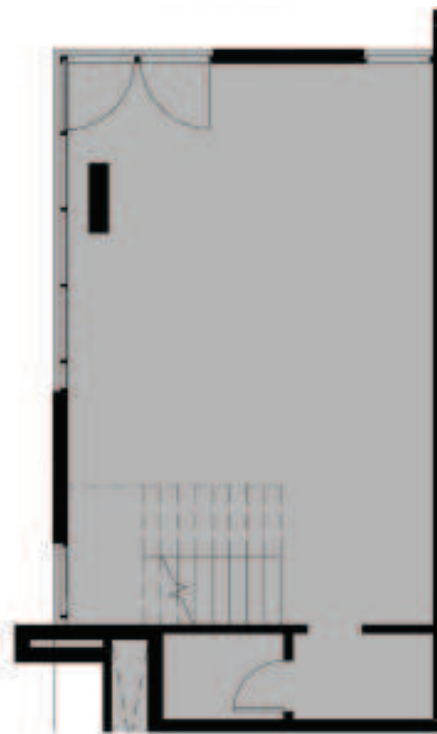
95 sqm

Entrance
B

GM

Ground Floor

First Floor



B06

175 sqm

B07

175 sqm

Floors

G+1

Entrance
B

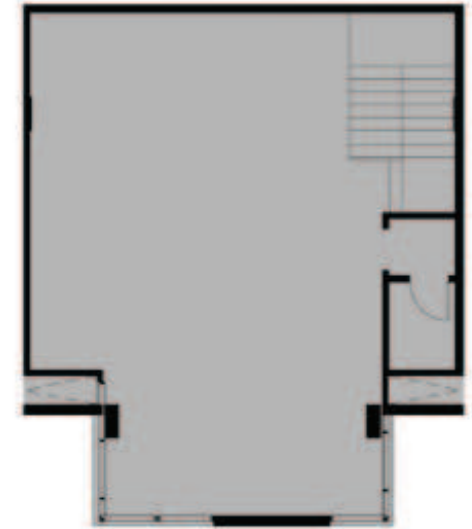
GM



Ground Floor



First Floor



Floors

G+1

B01

195 sqm

B08

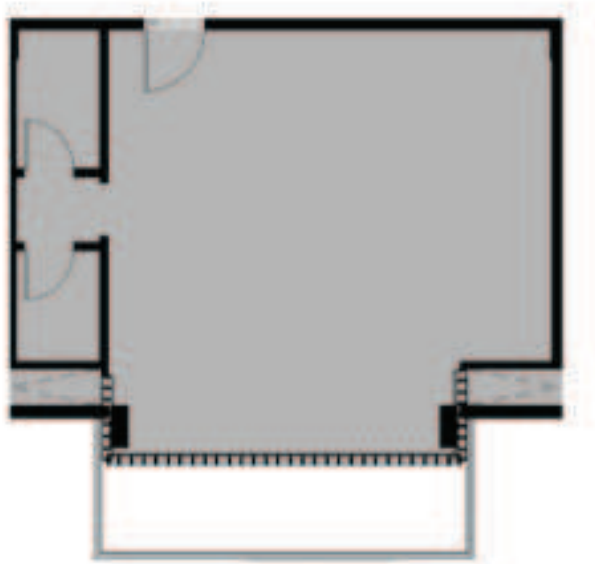
200 sqm

Entrance
B

SM



Typical Floor



Floors
2nd

B23
100sqm

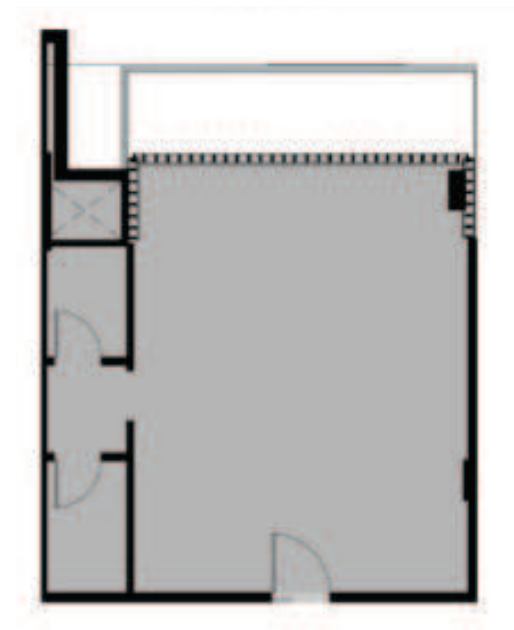
B22
95sqm

Entrance
B

SM



Typical Floor



Floors

2nd

B24

90sqm

B25

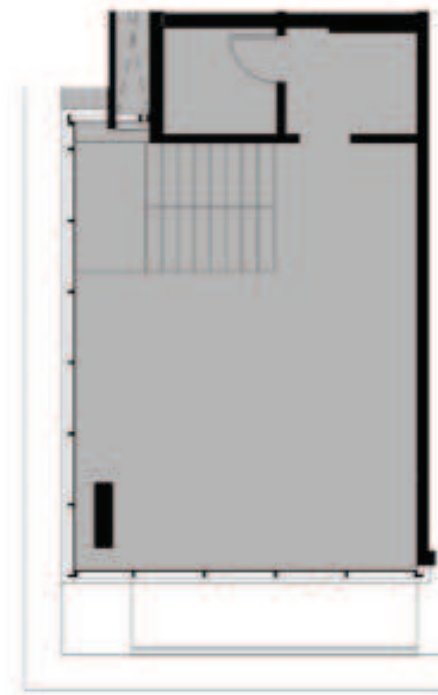
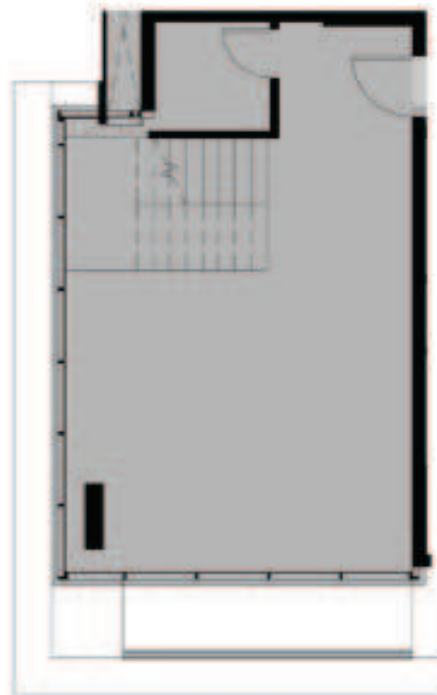
90sqm

Entrance
B

RC

Third Floor

Fourth Floor



B36

175sqm

B37

155sqm

Floors

3+4

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~







HQ500R
BUILDING-C

HQ500R
BUILDING-B

HQ500R
BUILDING-A

COMPUTEYK

REVAL

REVAL

Heartwork



Finishing Specs

Core & Shell



Electricity tie ins.



Main entry door
for office



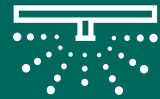
Fiber optics
connection



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



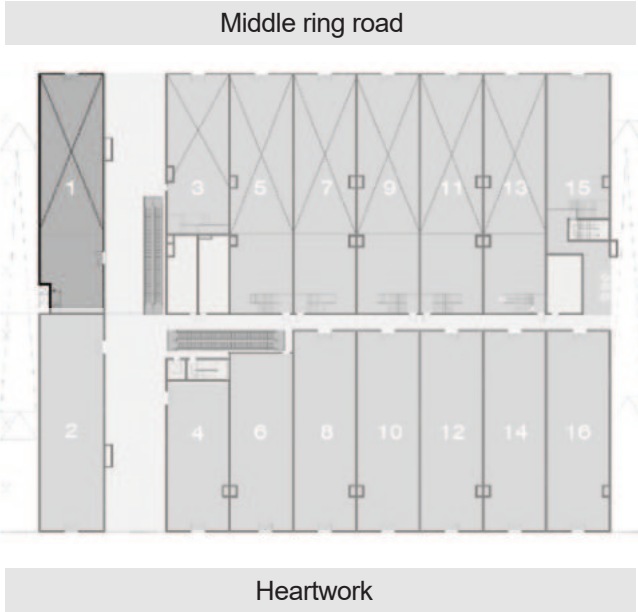
Underground
parking



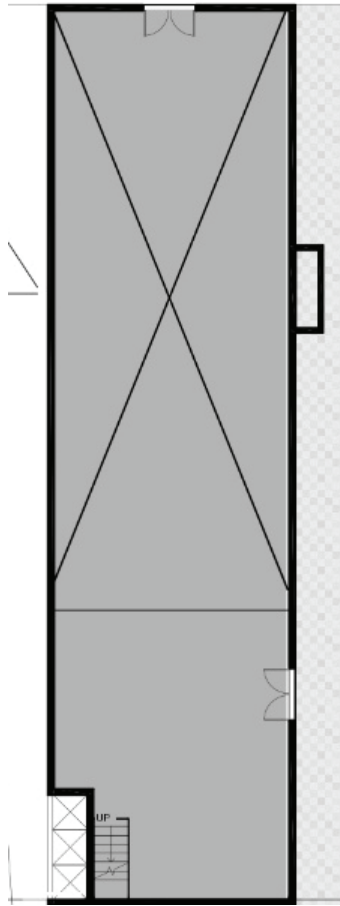
Fire fighting
tie ins

HQ500R

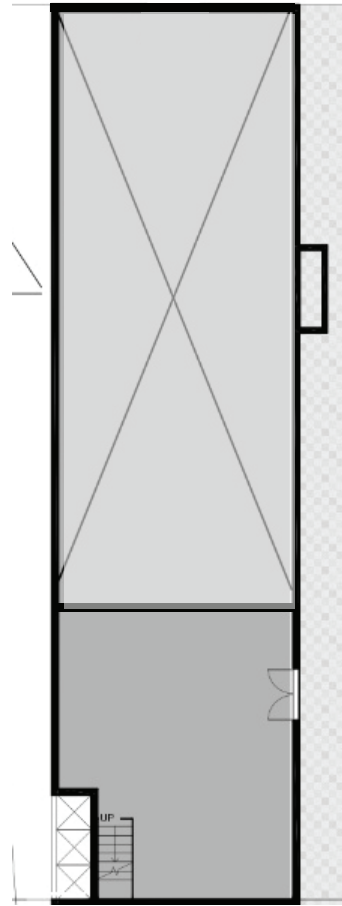
**SHOWROOM
CORNER**



Ground floor



Mezzanine Floor



Floors

GROUND+ MEZZANINE

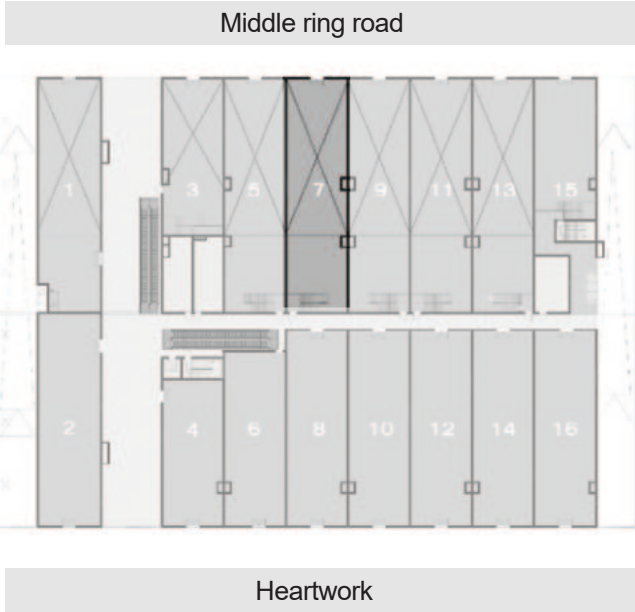
Area

410 sqm

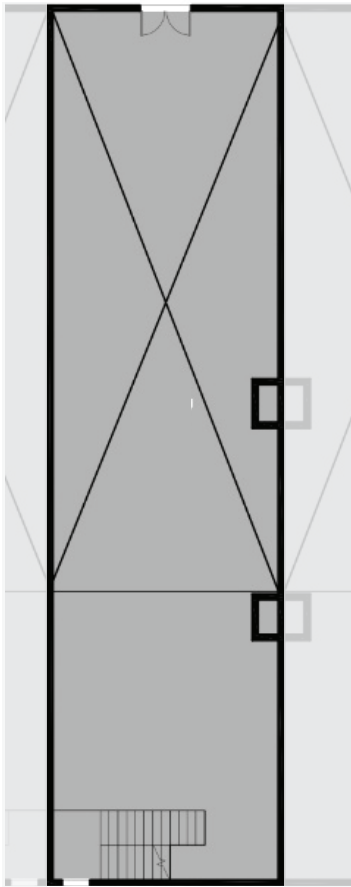
VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD

HQ500R

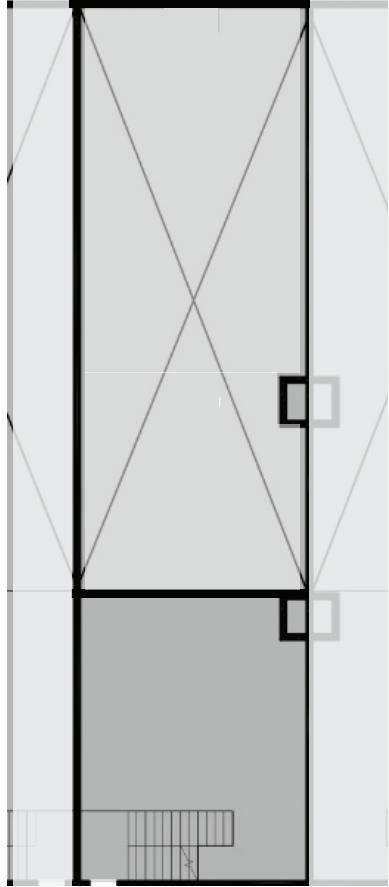
**SHOWROOM
MIDDLE**



Ground floor



Mezzanine Floor



Floors

GROUND+ MEZZANINE

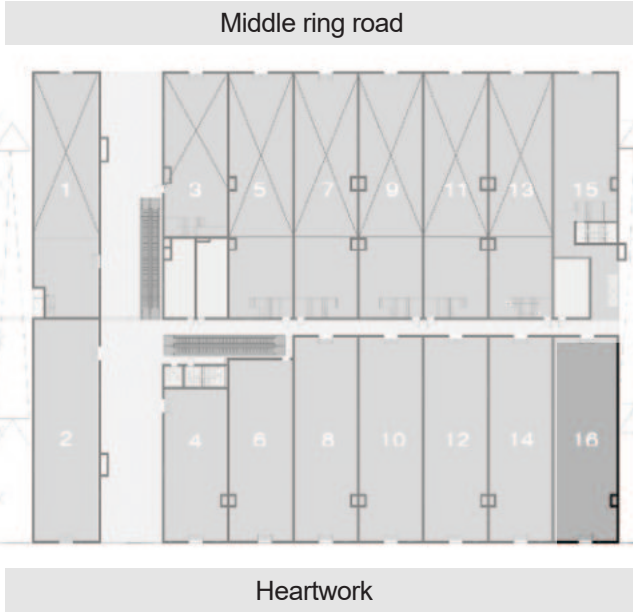
Area

395 sqm

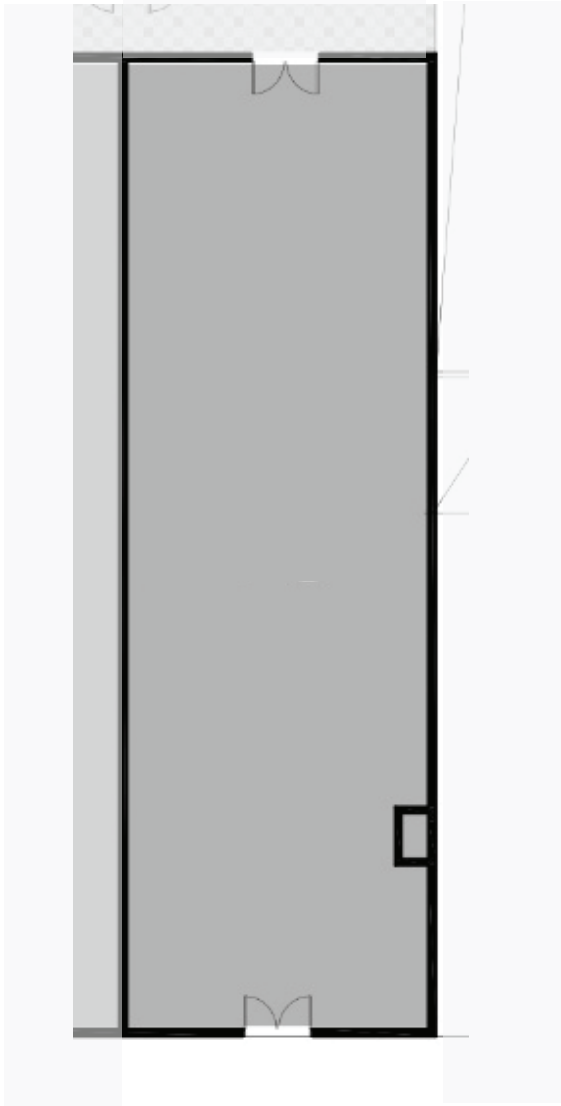
VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD

HQ500R

**BANK
CORNER**



Ground floor



Floors

GROUND

Area

255 sqm

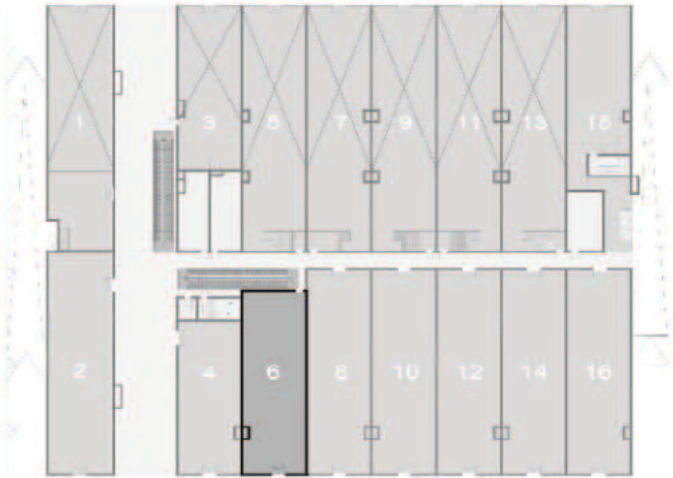
VIEW PREMIUM : OVERVIEWING HEARTWORK

HQ500R

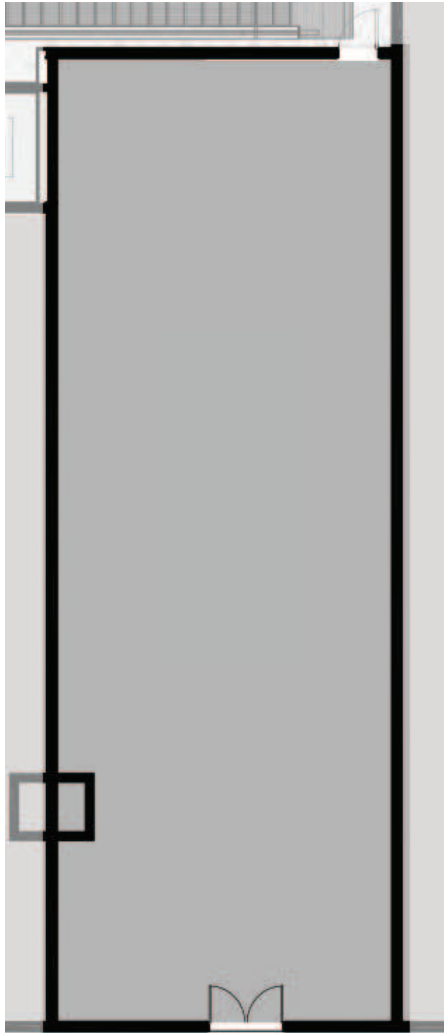
BANK
MIDDLE

Ground floor

Middle ring road



Heartwork



Floors

Ground

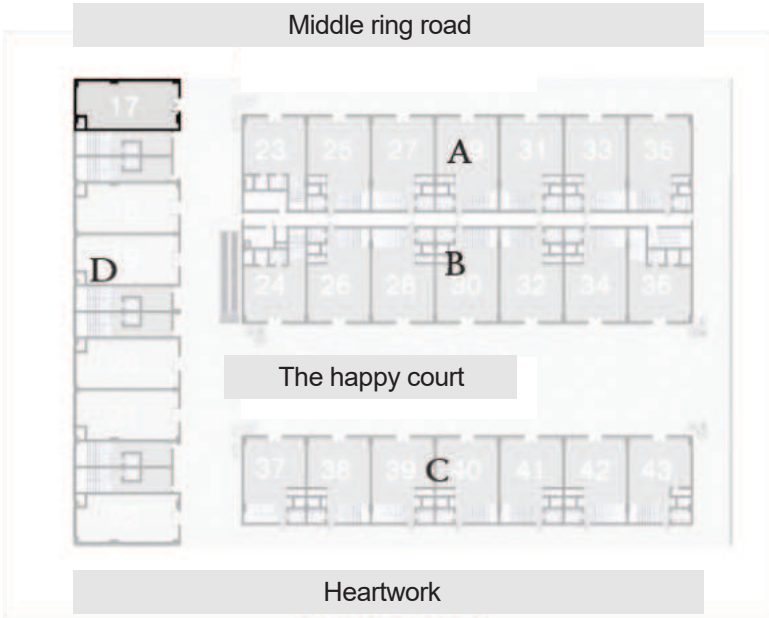
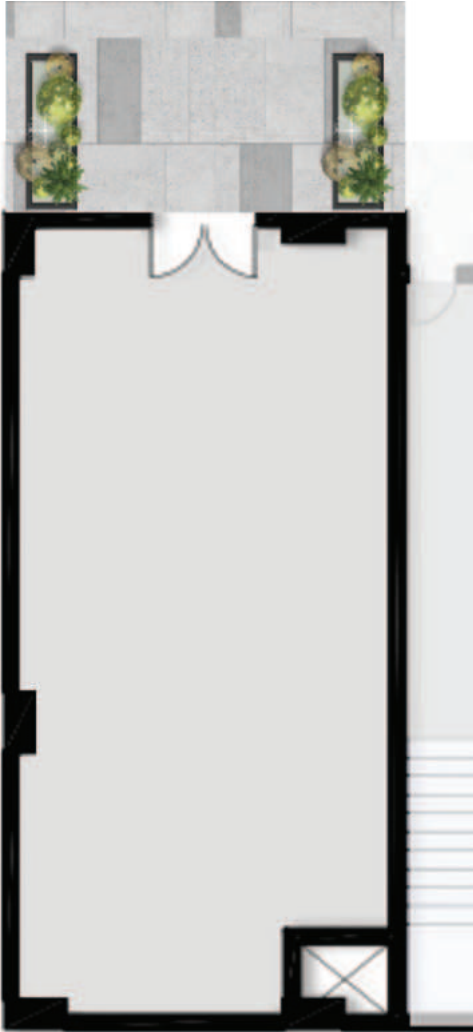
Area

225 sqm

VIEW PREMIUM : OVERVIEWING HEARTWORK



First floor



Floors

Ground

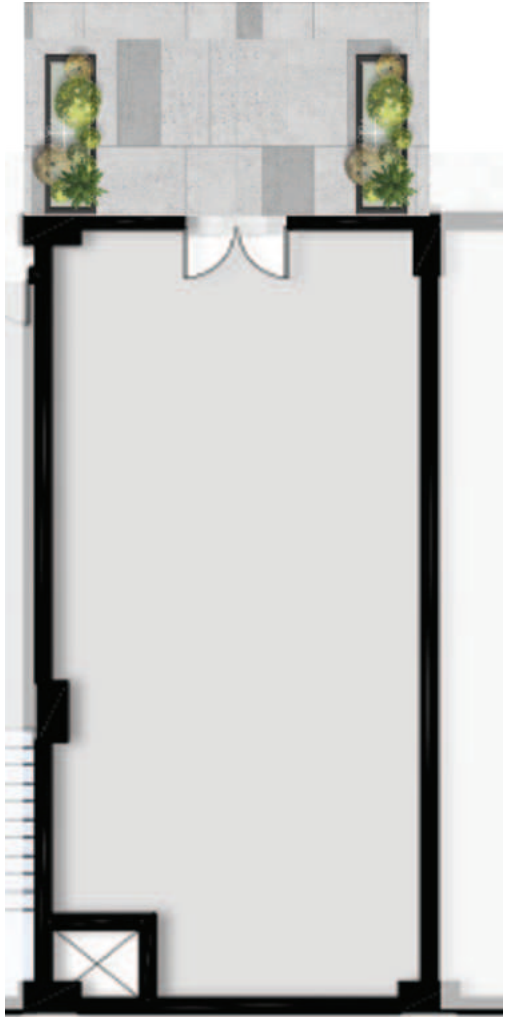
Area

105 sqm

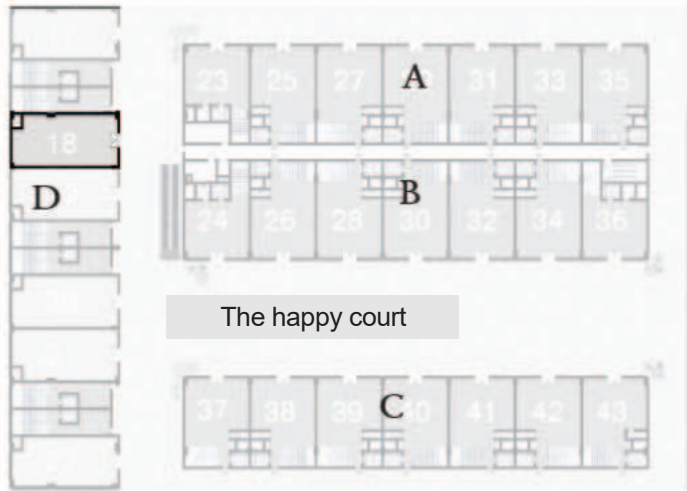
VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD



Typical floor



Middle ring road



Heartwork

Floors

Ground

Area

105 sqm

VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD

HQ

D OFFICES
CORNER

Entrance floor



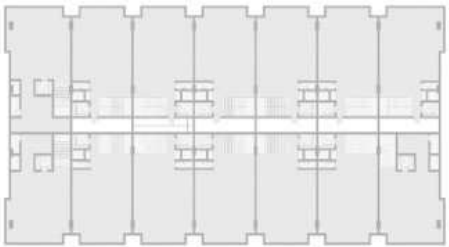
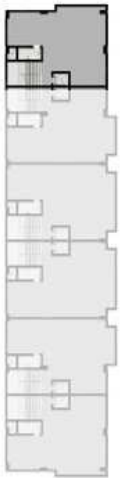
Typical floor



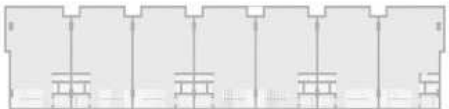
Fourth floor



Middle ring road



The happy court



Heartwork

Floors

2nd, 3rd & 4th

Area

545 sqm

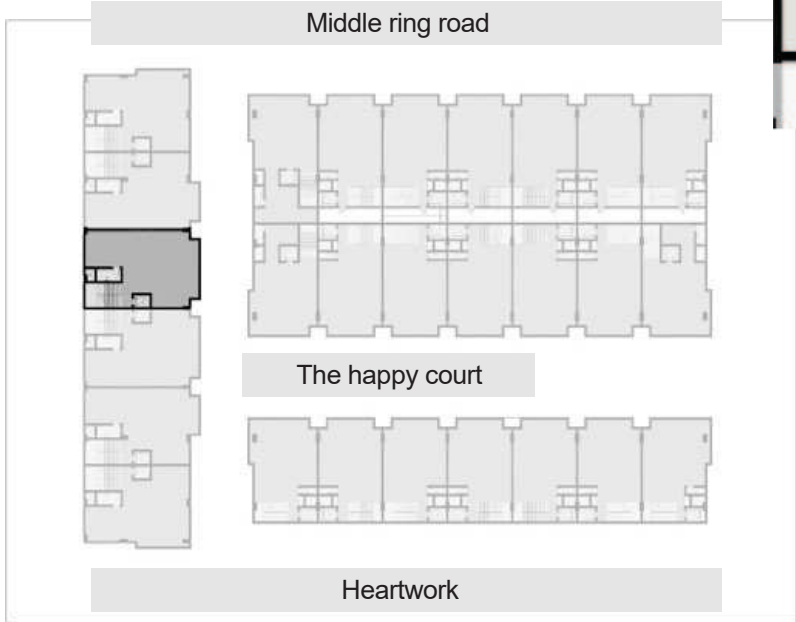
VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD



Entrance floor

Typical floor

Fourth floor



Floors

2nd, 3rd & 4th

Area

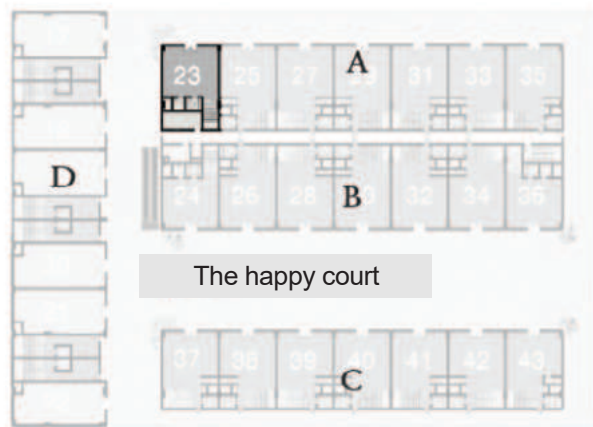
560 sqm

VIEW PREMIUM : OVERVIEWING MIDDLE RING ROAD / THE HAPPY COURT

HQ - 500R

A OFFICES
CORNER

Middle ring road



Heartwork

Floors

2nd, 3rd

Area

465^{sqm}

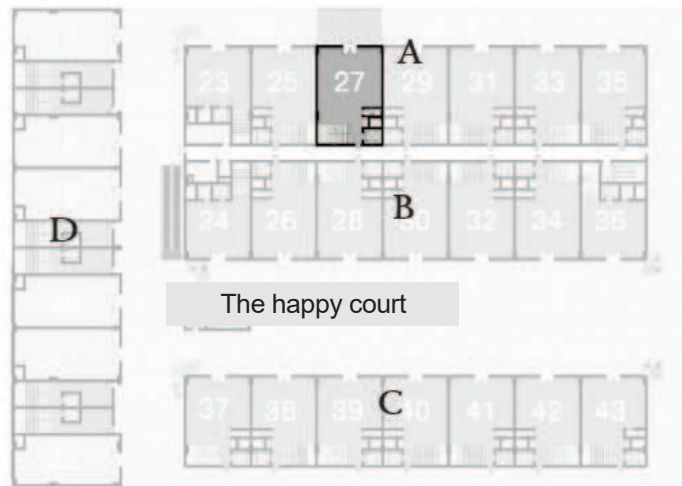
Typical floor



HQ - 500R

A RETAIL
MIDDLE

Middle ring road



The happy court

Heartwork

Floors

First

Area

445^{sqm}

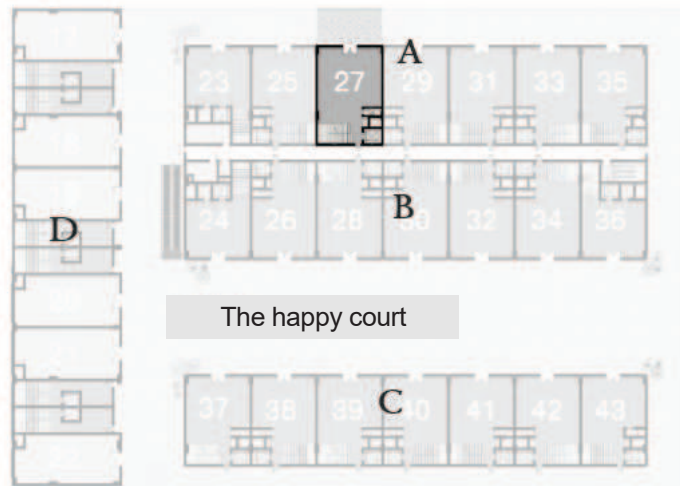
First floor



HQ - 500R

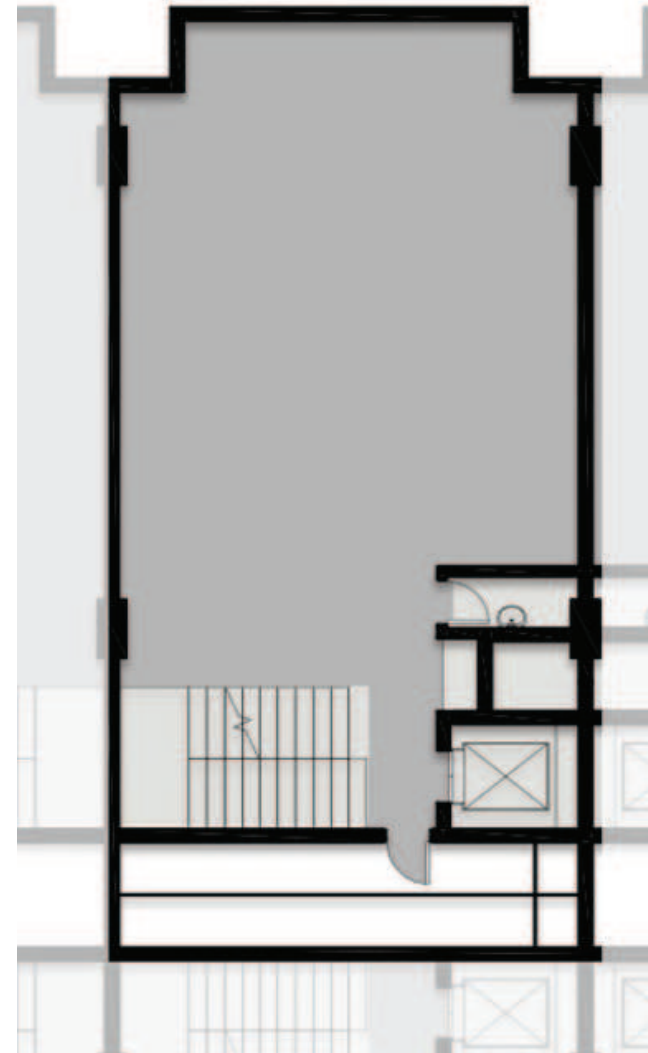
A OFFICES
MIDDLE

Middle ring road



Heartwork

Typical floor



Floors

2nd,3rd

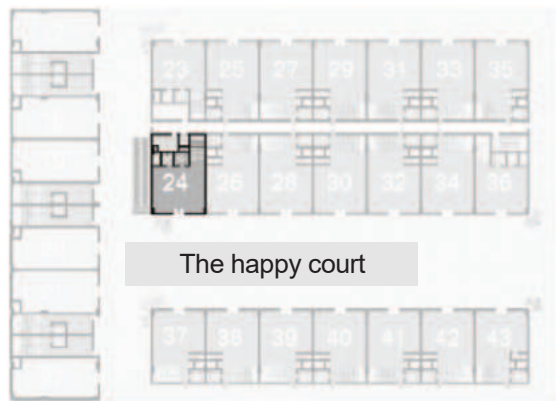
Area

445^{sqm}

HQ - 500R

B Retail
Corner

Middle ring road



Heartwork

Floors

1st, Typical, fourth

Area

610 sqm

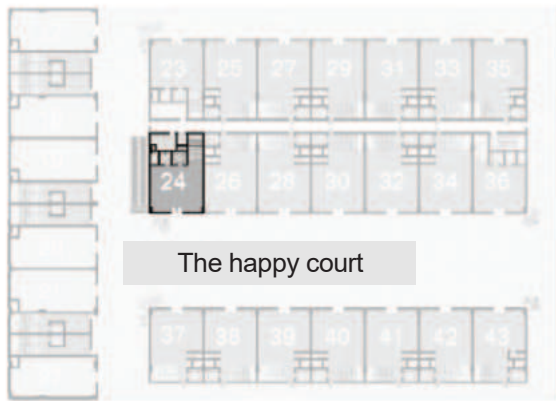
First floor



HQ - 500R

B Retail
Middle

Middle ring road



Heartwork

Floors

1st, Typical, fourth

Area

580^{sqm}

Typical floor



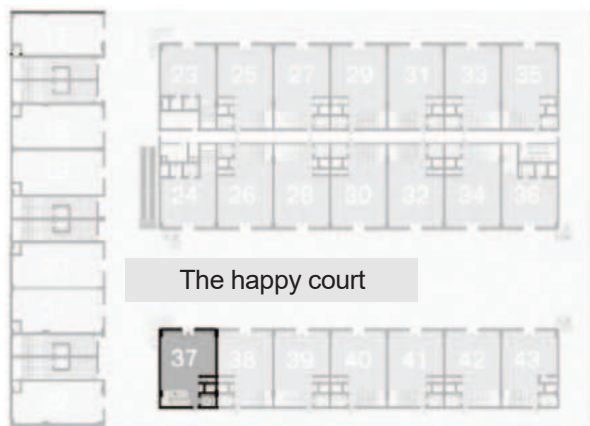
Fourth floor



HW
HQ - 500R

C RETAIL
MIDDLE

Middle ring road



Heartwork

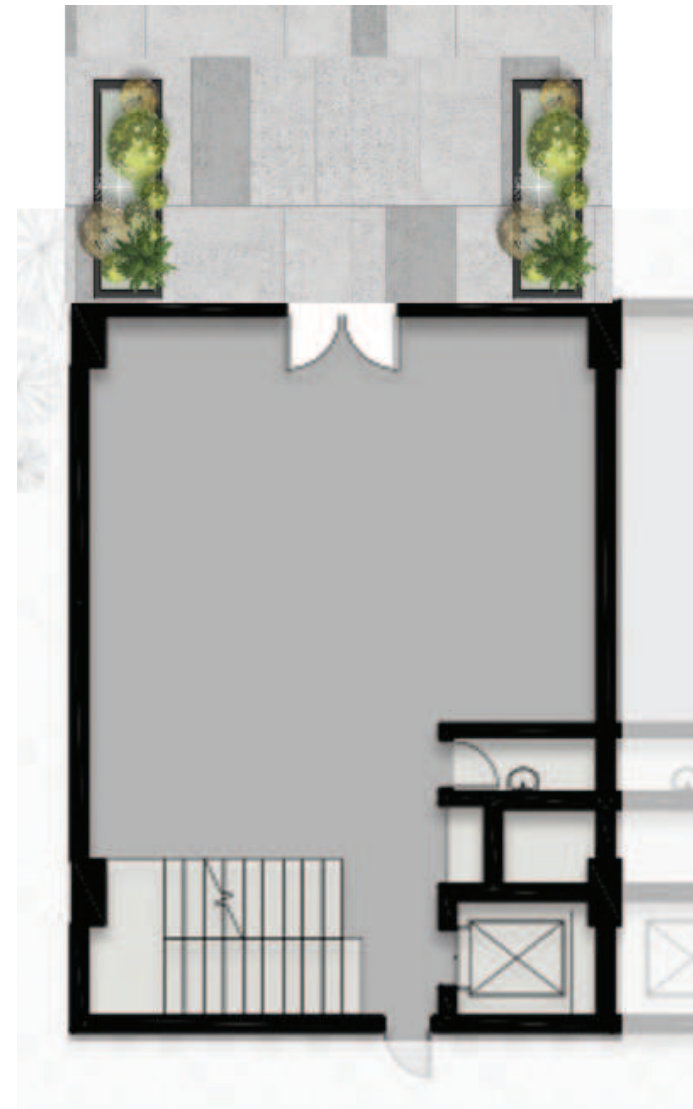
Floors

1st, Typical

Area

400sqm

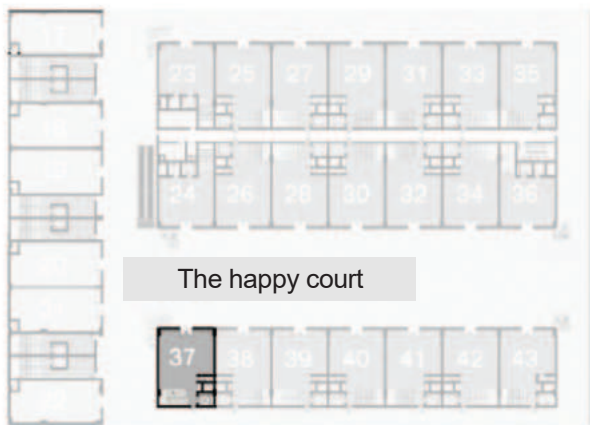
First floor



HW
HQ - 500R

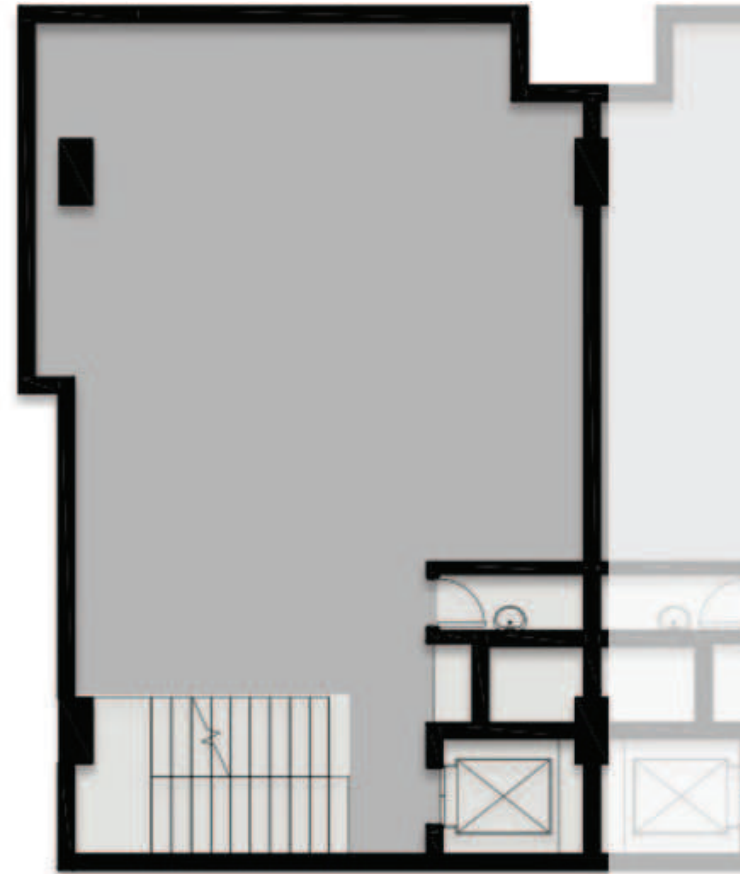
C OFFICES
MIDDLE

Middle ring road



Heartwork

Typical floor



Floors

1st, Typical

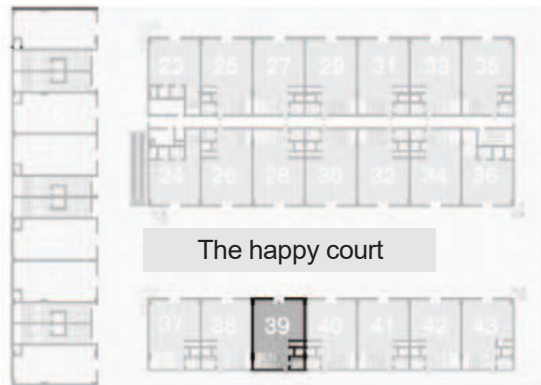
Area

400^{sqm}

HW
HQ - 500R

C RETAIL
MIDDLE

Middle ring road



Heartwork

Floors

1st, Typical

Area

360 sqm

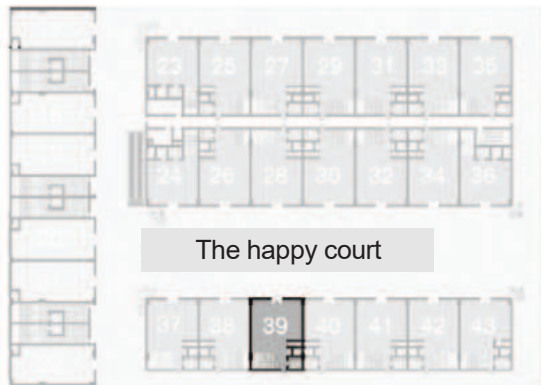
First floor



HW
HQ - 500R

C OFFICES
MIDDLE

Middle ring road



Heartwork

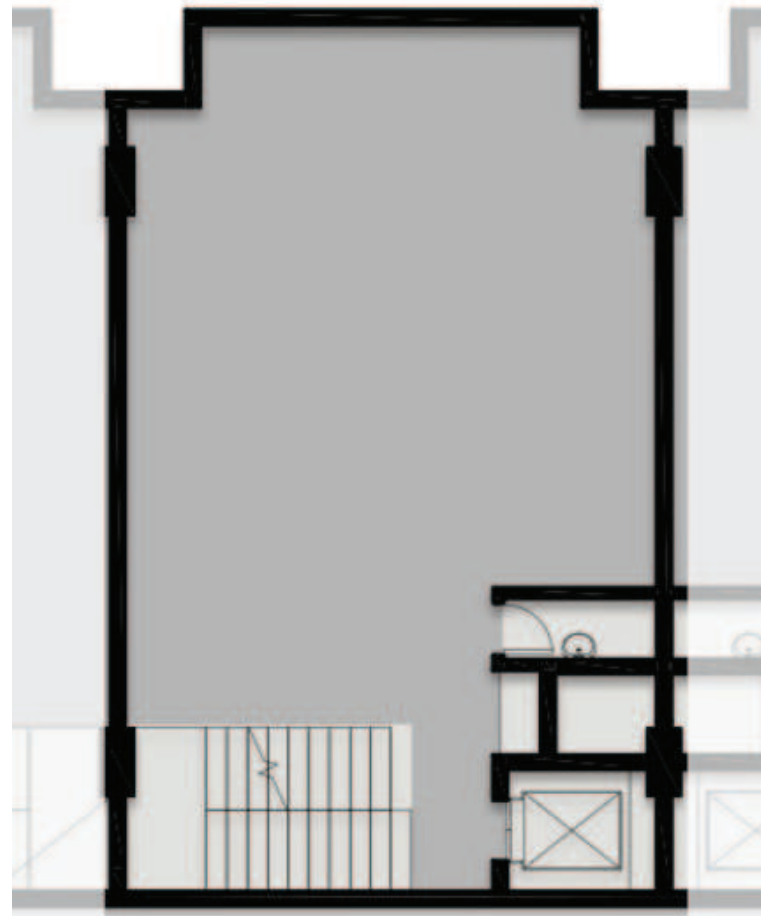
Floors

1st, Typical

Area

360 sqm





Typical floor



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