

SAG

SAG GROUP

WWW.SAGHOLDING.COM

ABOUT US

SAG company was established in 1978 under the management of ENG . Adel Mansour the chairman of the company and other shareholders. During this period the company constructed many projects, Which is one of the leading Groups in the construction and Real-Estate investment industry in Egypt. The group has a strong track record since 1978 in the field of Construction and Real-Estate Development, with many notable projects ranging from housing, hotels, compound, educational facilities , factories, hospitals, specialized, medical units and recently one of their most important projects which is **Rubix Park** administrative project



PROJECT

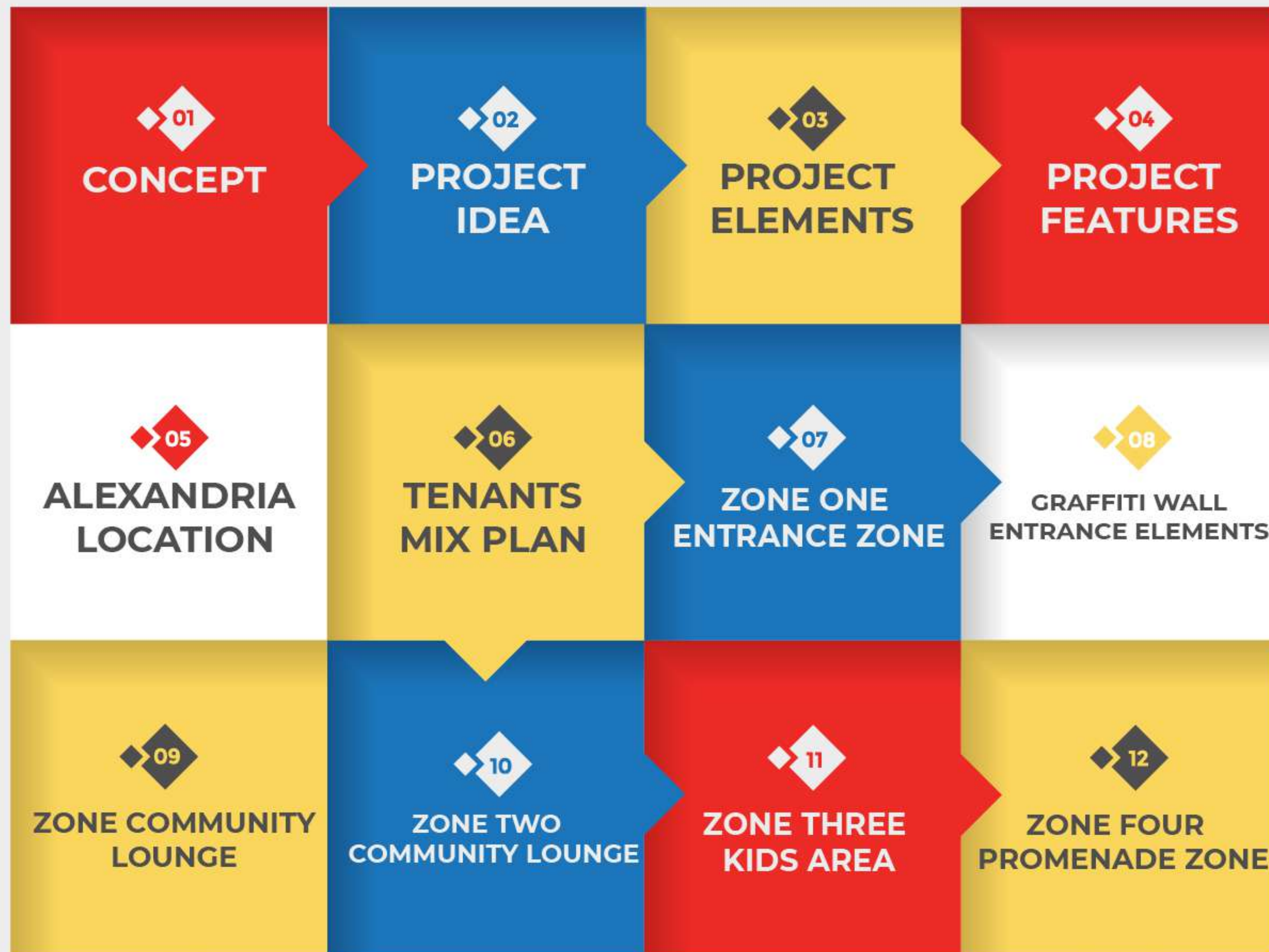


ALL ABOUT EXPERIENCE



CONTENT

CONTENT



01

CONCEPT



CONCEPT

CONCEPT



- ❏ A Rubik's cube is a perfect chaos; containing different colors that adapt together with the right moves, forming one coherent and flawless cube with one color on each side.
- ❏ Inspired by the Rubik's cube concept, we see Rubix as a venue with various activities and possibilities, however every different aspect and outlet in Rubix Park work in perfect harmony; creating for our audience a unique and unforgettable experience that caters all their needs
- ❏ Merging between the puzzling nature of the Rubik's cube and container parks, we were inspired to use portable containers to create a platform that hosts retail, entertainment and F&B sectors, accommodating all tastes and traffic from family outings to younger generation hangouts all in the one place.

ALL ABOUT EXPERIENCE ALL ABOUT EXPERIENCE

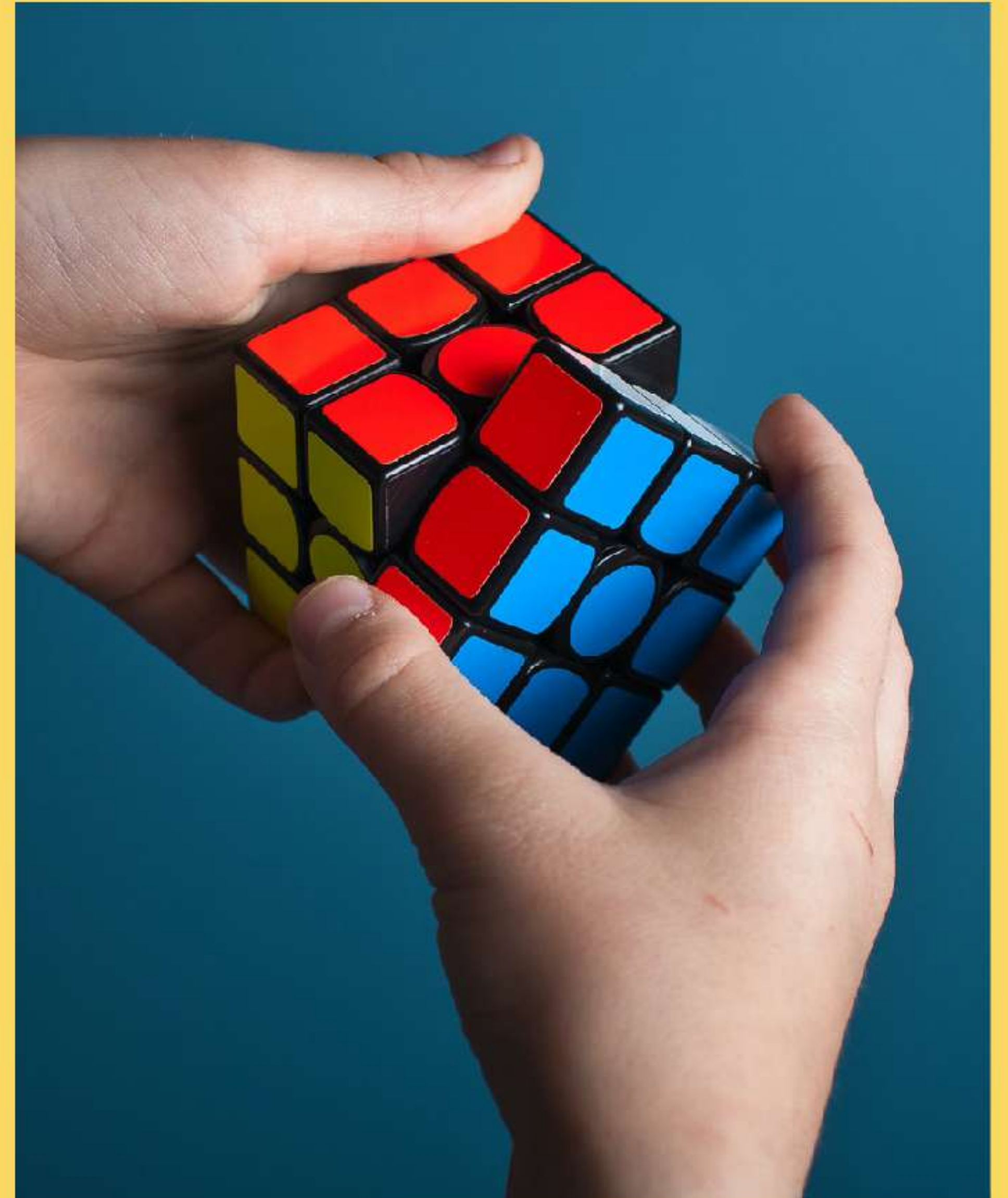


02

PROJECT
IDEA

PROJECT IDEA

- ❏ Raising awareness and empowering the idea of sustainability Implementing the container concept, that has lately become very popular in other countries like Canada, UK and New Zealand for customized houses and food parks
- ❏ A structure that is quite impressive and colorful, acing an aesthetically pleasing design, and hosting all manner of graffiti painted walls, authentically colored barrels and crates





WE ARE RUBIX PARK
WE ARE RUBIX PARK

RUBIX PARK

The background of the slide is a photograph of a modern building at night, with its lights reflecting on the glass facade. The entire image is overlaid with a semi-transparent red filter. On the left side, the number '03' is written in a large, white, sans-serif font.

03

PROJECT
ELEMENTS

**PROJECT
ELEMENTS**



01 Rubik's Cube Challenge

The entertainment and joy
whenever you see a Rubik's cube
adds a happy feeling whenever
you see it

02 Containers

Containers are now used in a lot of cities as buildings for residence and entertainment





03 Openspace

Our idea is applicable in an open space that has a hardscape wide element so the users can enjoy the experience



04 Bazar

The Bazar adds a lot of fun to the experience with some seasonal decorations.

05 Recycled furniture

Recycled furniture was our
choice for maintaining
sustainability





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TASTE IT TASTE IT TASTE IT



04

PROJECT ELEMENTS



Food & Beverage

F&B is often believed to be any venue's main attraction, hence at Rubix we made sure to provide a wide range of diverse culinary options and delicacies; ensuring that we meet the different and many tastes of our audience



Retail & Services

Our retail sector will host numerous options of retail and services outlets where our visitors can enjoy shopping and satisfy their needs



Entertainment

Rubix is all about the fun; therefore we always make sure to host a wide variety of entertainment options . Moreover, the many installations and on ground activities offer a unique and entertaining experiences that makes every visit different



Parking

Rubix offers a parking lot that provides our visitors with ease and accessibility, with the advantage of numerous parking spots



ENJOY IT ENJOY IT ENJOY IT

05



ALEXANDRIA
LOCATION



SITE LOCATION

- ▼ Located inside MAF premises in (CCAL) City Centre Alexandria
- ▼ Rubix is guaranteed to benefit from the exposure of around **1,300,000** footfall each month.

Moreover, being located inside to a mega audience attraction; Rubix Park has the edge of benefiting from being an alternative escape from City Centre, offering a solution for anyone who is looking for a hassle free yet daring night out in the heart of Alexandria



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06

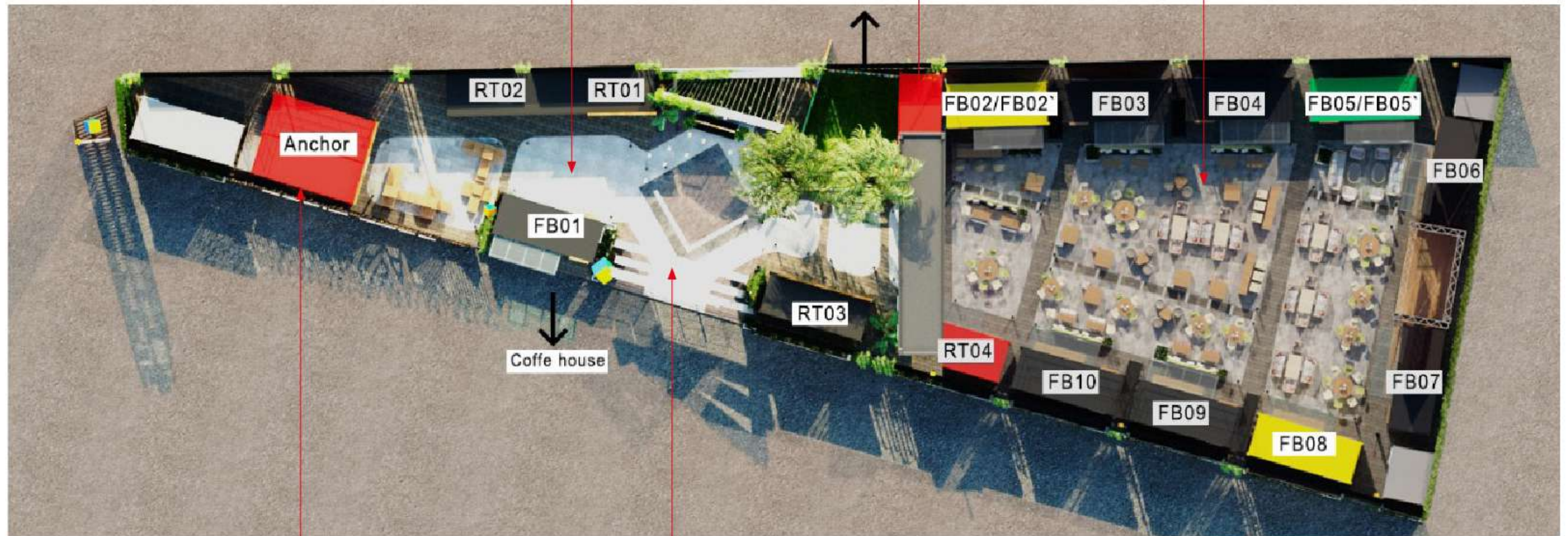
TENANTS
MIX PLAN

TENANTS MIX PLAN

ZONE "4"
(Promenade Zone)

ZONE "3"
(Kids Zone)

ZONE "2"
(Community Lounge Zone)



ZONE "5"
(Anchor Zone)

ZONE "1"
(Entrance Zone)



ZONE ONE

ENTRANCE ZONE

Area :

104.6 sqm

Design Idea:

Entrance zone is the first approach in from Rubix park where the user is taken the outside world to start our experience.



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GRAFFITI WALL

ENTRANCE
ELEMENTS



CAPTURE YOUR EXPERINCE
CAPTURE YOUR EXPERINCE



ZONE COMMUNITY LOUNGE



TWO



COMMUNITY
LOUNGE ZONE

Design Idea:

Community Lounge zone is the central and the biggest zone where the main seating area, main LED screen and the stage are located, it is also designed to be the node of the project where all the zones lead to.

Number Of Outlets

9 x
F&B

Indoor/unit
135 sqm

GLA

Total Area=
480 sqm
≈ 500 sqm



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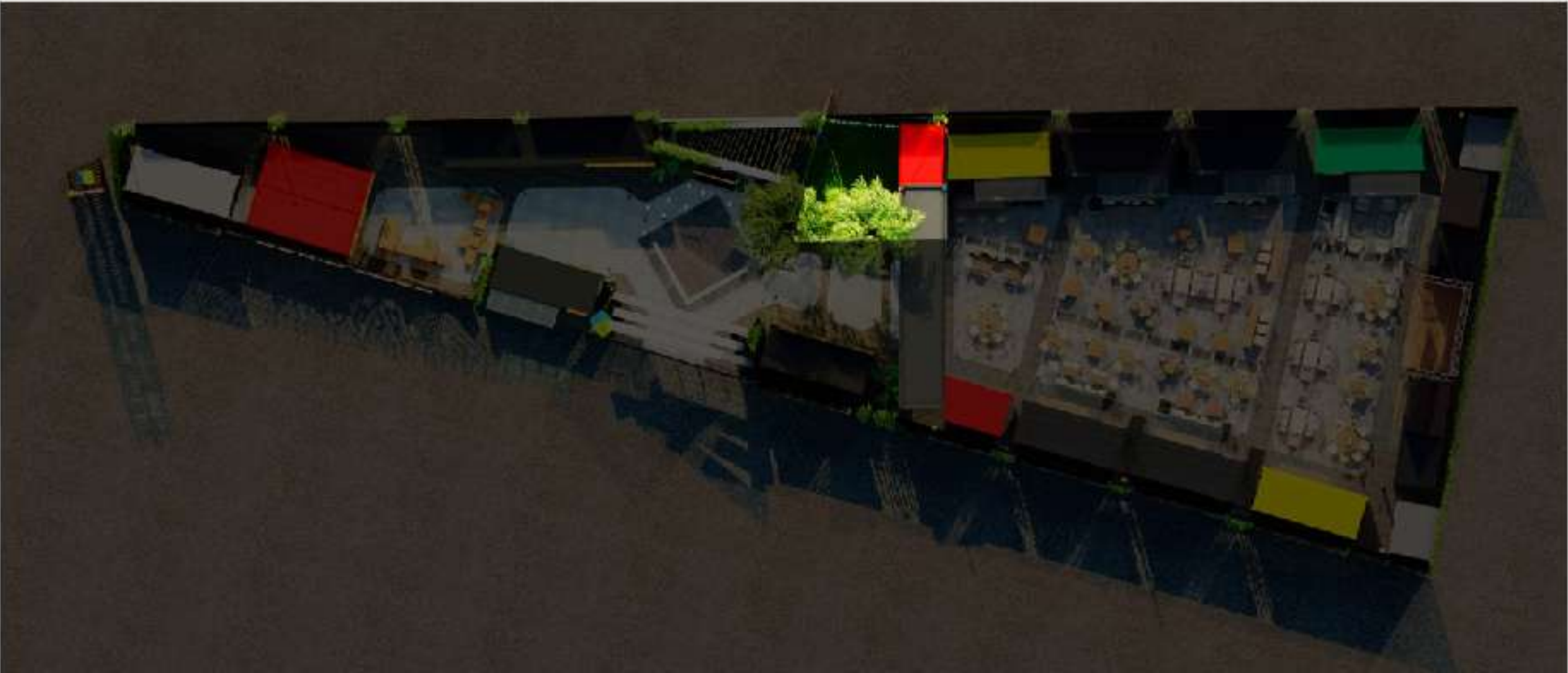
ZONE

THREE

ANCHOR

ZONE

USE	UNITS
Number of F&B Units	1
GLA	Indoor = 15 sqm
	Outdoor = 45 sqm





COMMUNITY
LOUNGE

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ZONE FOUR



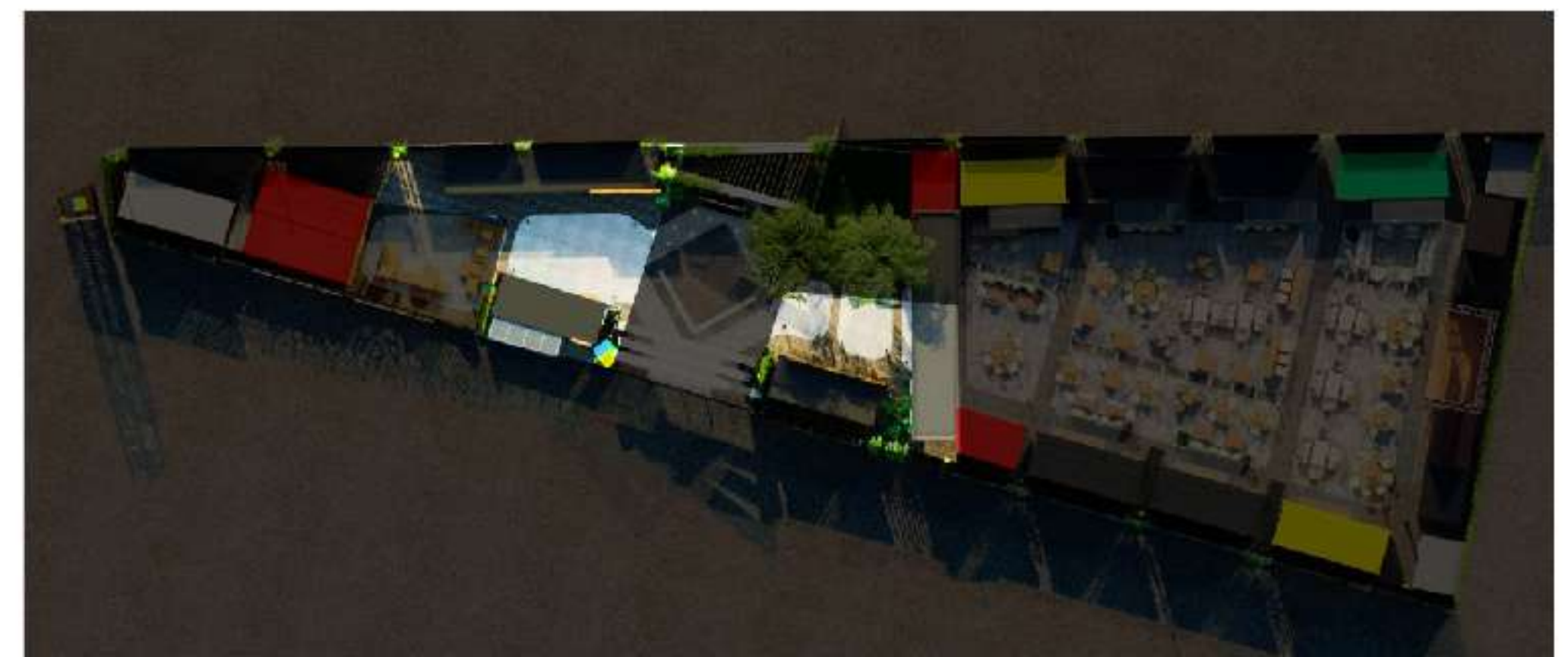
PROMENADE ZONE

Area :

122.1 sqm

Design Idea:

Promenade zone is an occasional space that can be furnished according to certain event.





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KIDS

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ZONE FIVE

KIDS AREA

Area :
110 sqm

USE		UNITS
Number of SR Unit		1
GLA	Indoor = 30 sqm	
	Outdoor = 80 sqm	





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Can't solve it?
Experience it

stay n' play

FOUNDERS OF SAG GROUP

Eng . Adel Mansour

Eng. Dr. Alaa Mansour



THANK YOU ..

 City Centre Alexandria, Egypt

 01270088227

 info@rubixpark.com