

INERTIA

Inertia Egypt Reveals Latest Updates on Joulz An Intimate Neighborhood in the Heart of West Cairo

Cairo, Egypt – Dec. 3, 2018: Inertia Egypt, the leading real estate developer revealed today the latest updates surrounding one of its flagship residential developments, Joulz – a neighborhood in the heart of West Cairo. Strategically located in the heart of West Cairo, Joulz is just 2 KM away from the ring road, 7 KM away from the 26th of July Corridor and 20-30 minutes away from downtown Cairo. Joulz consists of 1,150 residential units containing an array of apartments, townhouses, twin houses, and stand-alone villas. Residential units are built on 30% of the total land area, allowing for vast lush, green vegetation throughout the neighbourhood that create unique views and healthy, green environments.

The name Joulz is appropriated from Joules, the unit used to measure photons, the fundamental particle of light-without which life would not be sustainable. On that premise, Joulz architecture harnesses this light to transport its community from the smog of the city to radiance, doing so by integrating natural elements inside each home to create a cleaner and healthier lifestyle. Inertia's architects designed each unit with big windows, spacious patios and bright sun wells that guarantee plenty of sunlight. Homes have sun study rooms, corridors are lit up by sunshine and villas have internal courtyards to ensure natural light penetrates every home.

"When we developed Joulz, we thought deeply about what makes the perfect neighborhood and developed the project accordingly. This entailed having the majority of the land used for open green spaces, facilities that encourage healthy lifestyles and outdoor activities, restaurants and cafes, medical clinics, hyper markets, banks, 24 hour security surveillance and easy accessibility to wider Cairo. All this can be found within the Joulz neighborhood which promises a friendly, warm and intimate experience real value for money for its tenants," said Yasser Darwish, Project Director, Inertia.

The Joulz neighbourhood has eight themed parks that make up 45,000 m² of the development. Every park and green area will be themed differently to suit and entertain its residents. Joulz has curving jogging trails and bicycle lanes located throughout the neighbourhood that aim to maximize the resident's experience, and to practice healthier daily habits that are hard to sustain in the city. For families with children, each area inside the compound has a nearby children's playground to ensure children are close to their home.

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About Inertia Egypt:

Inertia is a leading Egyptian real estate company that develops distinctive, valuable, and dynamic projects in different parts of Egypt. Since inception in 2007, Inertia has been thriving and is renowned for projects that cater to today's cosmopolitan clientele, whether in the energetic Cairo, by the mesmerising Mediterranean Sea, or on the enchanting Red Sea. Inertia provides more than just properties, it aims to establish a close-knit and active community.

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