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Al Ismaelia wins heritage award for Downtown Cairo revival

Egyptian developer Al Ismaelia for Real Estate Investment has won the 2025 Best Practices in Architectural and Urban Heritage Conservation award for its long-standing work in revitalising historic Downtown Cairo, the company announced on Wednesday.

The award was presented under the patronage of Egypt's Minister of Culture, Ahmed Fouad Hanno, and supervised by the National Organization for Urban Harmony.

It honours Al Ismaelia's work over more than a decade in Downtown Cairo, where it has acquired, restored, and managed heritage buildings in coordination with government entities and in accordance with preservation laws and urban planning regulations. The company said it has restored over 25 buildings in the district, conducting detailed documentation, working with licensed heritage contractors, and



reintegrating the properties into Cairo's commercial and cultural life.

"Today, Downtown Cairo is drawing not only national, but global attention, and many initiatives are now underway to reshape its future," Karim Shafei, Chairman of Al Ismaelia, stated. "At Al Ismaelia, this journey started over 15 years ago. We've restored iconic buildings, adapted them for new uses,

and brought life back to neglected spaces, one property at a time. Our team includes Egyptian architects, engineers, historians, and property managers who understand the fabric of this neighborhood and the complexity of working within it. This award affirms the value of that long-term commitment. We take pride in being an Egyptian company that invests in heritage with the same care, preci-

sion, and regulatory coordination expected of world-class preservation efforts."

Al Ismaelia is an Egyptian company with 100% Egyptian management. Beyond physical restoration, the company has also reactivated several buildings through hospitality ventures that respect their architectural character.

These include Mazeej Balad, a boutique hotel in the historic La Viennoise building, and the soon-to-open TamaraHaus, a mixed-use destination that brings together design, hospitality, entertainment, and retail. Al Ismaelia is also preparing the relaunch of Café Riche and is developing Cinema Radio into a cultural and commercial hub featuring offices, retail units, and public events.

The award jury included senior figures from the Ministry of Culture and the National Organization for Urban Harmony, with a focus on technical execution, long-term sustainability, and contribution to Egypt's urban heritage.