

# 50RISE

NEW JDEIDEH SOUK



ANOTHER SMART PROJECT BY

**RISE**  
PROPERTIES



# 50RISE

## LEBANON'S TALLEST & SMARTEST COMMERCIAL SKYSCRAPER

**BE PART OF  
AN EXCLUSIVE  
BUSINESS COMMUNITY  
AND RISE TOWARDS  
HIGHER GROWTH**

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# SMART INVESTMENT

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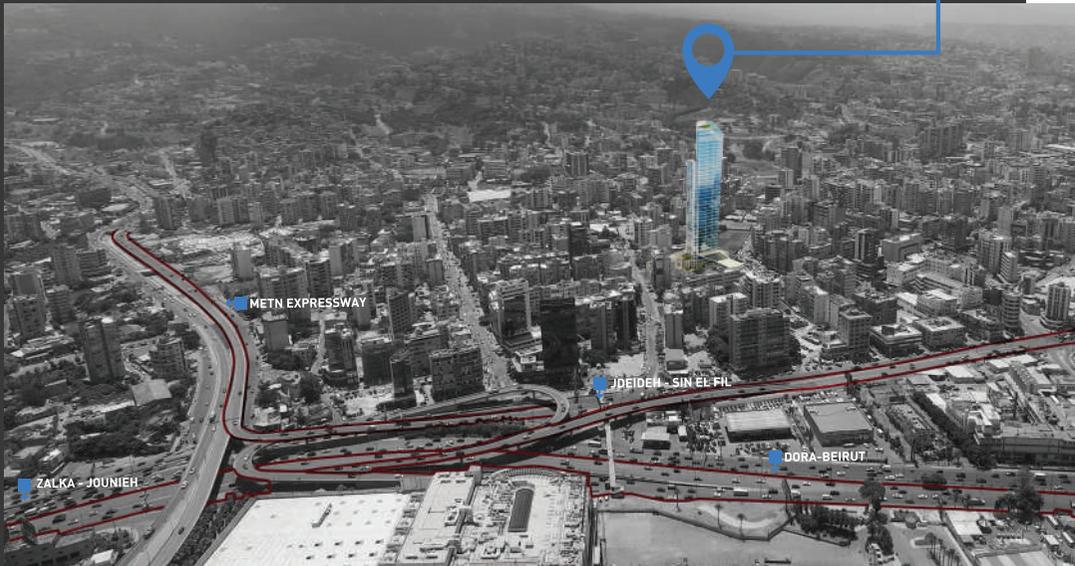
Way more than Offices & Commercial spaces, 50RISE is a smart tool for business growth and a smart investment for the savvy businessman.



# SMART LOCATION

## CONNECTED TO 4 MAIN HIGHWAYS

Strategically located in the heart of New Jdeideh Souk, the Skyscraper allows easy access to:  
Metn Expressway  
Dora - Beirut  
Zalka - Jounieh  
Jdeideh - Sin El Fil



Not far from the Skyscraper is the busiest intersection in Lebanon with 200,000 cars crossing daily.

# SMART WORKSPACE

**300 STATE-OF-THE-ART OFFICES SPREAD  
OVER 55,000SQM AND ARE RANGING  
FROM 60SQM TO 500SQM.**



*"Increased exposure to natural light in offices has been linked to happier workers, higher satisfaction and up to 5-15% higher productivity"*

**All offices allow natural daylight and scenic sights of the city with panoramic floor-to-ceiling glass cladding & 360-degree views.**



CONFERENCE ROOM FOR ALL OWNERS & VISITORS

# SMART RETAIL SPACE



## 35 SHOPS

### DIRECTLY ON THE MAIN ROAD

spread over an **8,000 sqm** retail space to create a smart exposure for businesses and brands.

# SMART LOBBY

## INTERNATIONAL ARCHITECT CLAUDE MISSIR

marks his footprint in the outstanding **400SQM** and **9M HIGH HOTEL STYLE** lobby, adding his utmost high-end and modern touch onto 50RISE.



# SMART PANORAMIC VIEW



“ ON A CLEAR DAY  
YOU CAN EVEN SEE TOMORROW ”

# SMART LIVING EXPERIENCE



## DAYCARE

Another convenience onsite for working parents, securing a work-life balance by keeping them close to their children at their workplace.



## GYM & SPA

No less magnificent than any other feature at 50RISE, they are made to be called the tower's smartest escape.



## ROOFTOP

Overlooking the most charming and breathtaking views of the city, the 50th floor landscaped outdoor lounge & restaurant offers the most delightful cuisine and cocktails in town.



# SMART PARKING

## 1,000 PARKING LOTS

Split between 6 underground and above the ground spaces to accommodate owners, employees and visitors with valet service available at all time.



LPR License Plate Recognition



Electric Car Charging Station



Car Wash Service



Vehicle Location Inquiry

# SMART ENERGY SAVING



SENSOR LED LIGHTS



PHOTOVOLTAIC  
SYSTEM



LEED  
LEADERSHIP IN ENERGY  
AND ENVIRONMENTAL DESIGN,  
AN INTERNATIONALLY  
RECOGNIZED GREEN  
BUILDING CERTIFICATION SYSTEM



To reduce all maintenance and utility fees on all owners,  
50RISE uses the smartest energy systems.

# ADDITIONAL TECHNICAL SPECS

SOME OF THE SMART TECHNICAL  
SPECS WORTH LISTING



6 High Speed Elevators with  
Smart Destination Control



Building Management  
System (BMS technology)



Unitized Curtain  
Wall System, low E  
Double Glazed



Pressurized Evacuation  
Staircases equipped with  
Fire Rated Doors



Smoke Detection  
System in all  
common areas



Ventilation system in  
all parking levels



Anti-Seismic  
Structural Design



CCTV Systems



Full-load  
Soundproof  
Generators

# BEHIND THE CONCEPT

RISE PROPERTIES is one of Lebanon's Leading Real Estate Developers that owns its projects and invests in its own portfolio.

Since its establishment in 2008, RISE PROPERTIES has been reinventing lifestyles by building Commercial, Residential and Leisure projects that offer added value, thus rising to become one of Lebanon's most trusted large-scale firms. These values are reflected through the \$500 million projects that take the smart concept in all its aspects into a whole new level.

