



IKON 394

The city's landmark

A Property of BA United Holding S.A.L





IKON 394

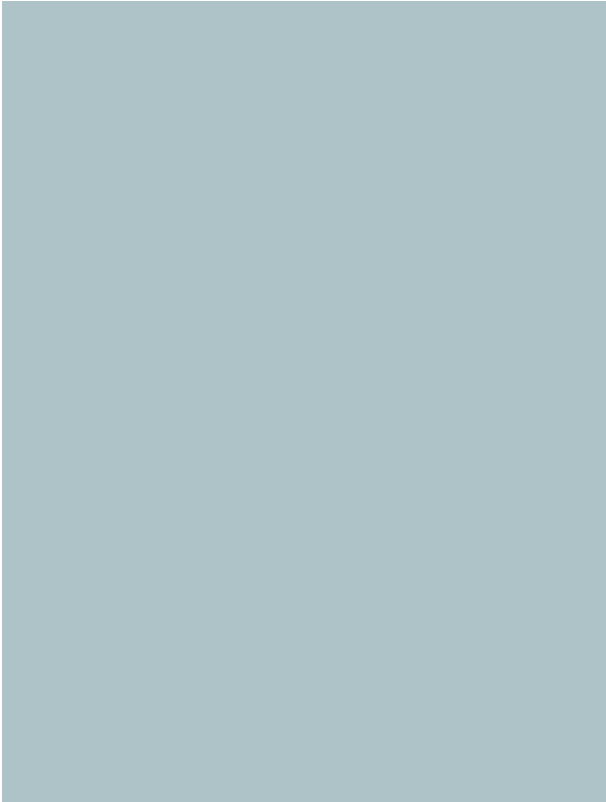
The city's landmark





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 **IKON 394**
The city's landmark

A NEW LIFESTYLE

Every corner in this region whispers a precious story. We embraced those stories and here we are, translating them into an exceptional design reflecting the lively beat of the city, through heartfelt green spaces within every house unit.

HAMRA MIXED-USE BUILDING

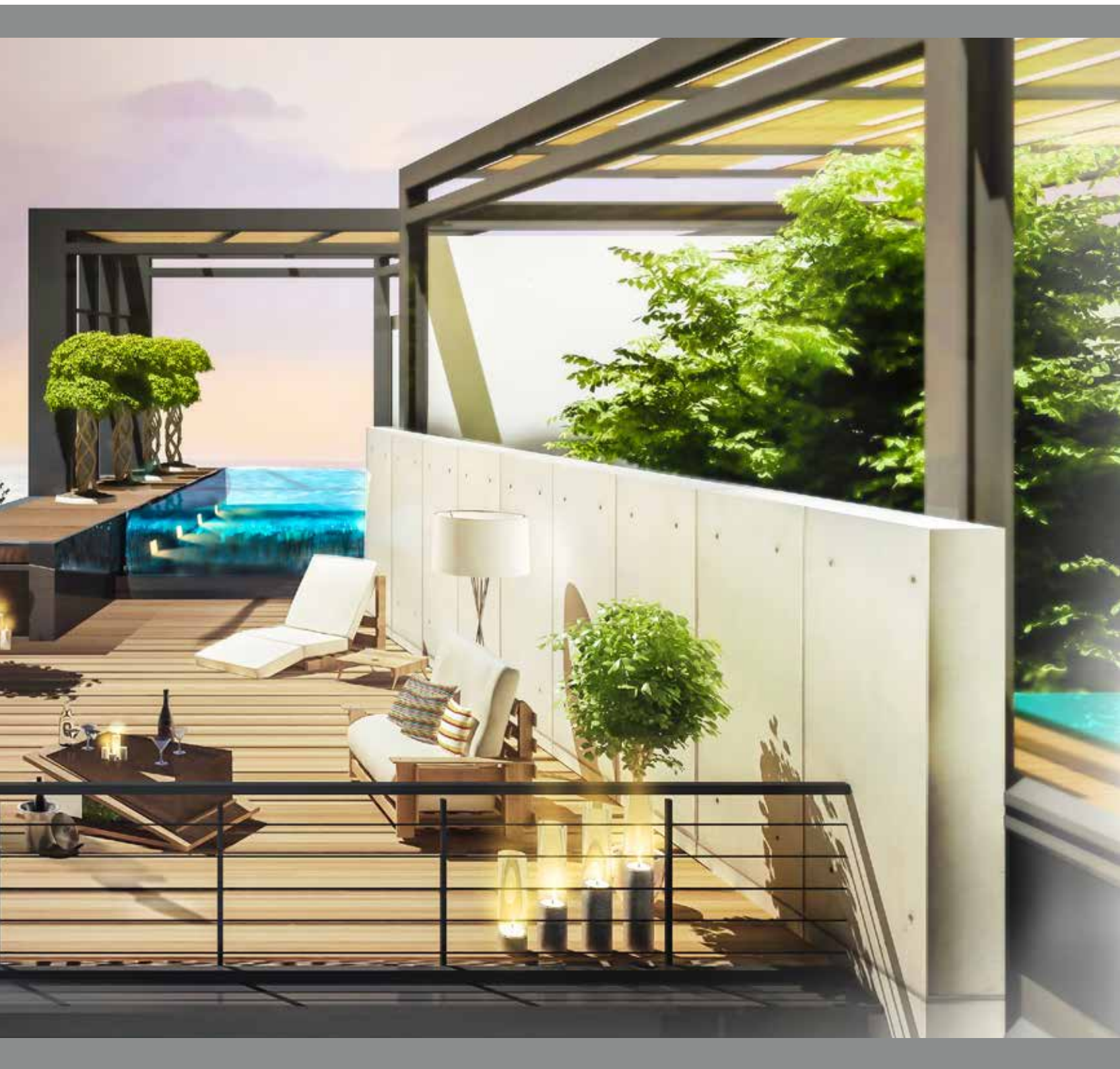
INTRODUCTION

Hamra area in particular is one of the main economic and diplomatic hubs of Beirut; the center of intellectual activities. It has emerged as a dominant center for commercial and cultural activities. Hamra Street was known as the Champs-Élysées of the Middle East. It continues to display and attract a mixed and heterogeneous population.



Active, lively and exciting





Hamra epitomizes a certain life style which we sought to reflect on our latest ambitious signature project.

“IKON 394” is a new modern complex containing a mix of retail, residential apartments and associated car park. The development presents 13 levels of residential apartments on a strategic corner adjoining the famed Hamra Street and Antoun Gemayel Street.

The concept constantly evaluates its surroundings and reconfigures itself in harmony with changes. It is based on a lifestyle of work, cheerful living and leisure in the heart of vibrant Hamra.



HAMRA SURROUNDINGS

Enjoy a breathtaking panoramic view of Beirut while comfortably relaxing in your specially located apartment.

Spend cheerful times in Hamra Street while visiting its famous restaurants, cozy coffee shops and vibrant sales zones.









LOCATION

Hamra Street runs from east to west, connecting Beirut Central District to Ras Beirut neighborhood. The street runs from the intersection of Rome street right-up to the west intersection of Sadat street. Hamra Street is also at a walking distance of the American University of Beirut, Haigazian University and the Lebanese American University, as well it is in close proximity to schools, hospitals and to René Mouawad's public garden.

Situated on a prime location in the heart of Hamra itself, the residents of "IKON 394" upper apartments are treated to a panoramic vista of the city of Beirut

Hamra Street hosts a large number of retail areas, coffee shops and restaurants among others. Hamra Street buzzes with life at all time.



IKON 394



Crown Plaza



Vermelho building



Banque Du Liban



AUH Medical Center





THE DEVELOPMENT & ITS INTERIOR



Residential

The residential accommodation is distributed over 13 floors above a commercial area.

It incorporates 3 apartments per floor varying between 76 and 135 sq.m. each, providing a total of 38 living units. Most of the apartments have extensive views over the sea and the horizon. The apartments are accessed via two stairwells and two high-end luxurious elevators.

The apartments are finished with outstanding modern conveniences, with premium marble stone and ceramic tiles. Doors and all woodwork are of oak. Gypsum board suspended ceilings provided as necessary.

Other fixtures are mainly of European origin. CCTV cameras provide 24 hour security. Video phone entry system is standard for the apartments and access to the central auto parking gate. 1 undercover car space is provided per apartment with additional space available for visitors. Heating and cooling systems are supplied throughout the development along with backup power generating equipment and central satellite and antenna ports.

Additionally, selected residential units on levels 1, 9 and the rooftop feature garden terraces with water attributes, adding a pleasant outdoor space to the apartments' interior.

Each unit features the following carefully designed functions:

- 1 master bedroom with ensuite bathroom facility.
- A second bedroom.
- 1 bathroom.
- A lounge and dining area.
- A kitchen and balcony.
- An entrance hall and elevator lobby.

Under Commercial: a vivacious mix

The ground floor, the first basement and the first floor are all dedicated for commercial use, totaling 1370 sq.m. They are all provided with underground parking.

Amenities:

- **1 car park space per apartment**
- **CCTV security**
- **Video phone entry system**
- **2 high end luxurious elevators**
- **A water filtration system**
- **Prime location with lots of greenery**

Building Specifications

The development consists of a modern design and construction representing a clear intrinsic architectural concept.

“ Tuning- Up ”

Our main consideration was to capture the history of this famous neighborhood; our design evolves from the idea of tuning up busy lives of the urban dwellers, by creating green spaces to some residential units.

The residential units are designed with highly efficient floor plans, minimizing the overall footprint of the building. Additionally, large high performance aluminium framed double glazed windows/ doors are used throughout the building allowing for daylighting regardless of view and providing acoustic and thermal insulation. These windows/ doors also contribute to an increased ability to utilize natural ventilation. While the building envelope construction varies depending on context, the performance is consistent and high.

A texture-in-motion built with a rigorous and wise use of materials leads to a seductive aesthetic result established on the succession between full and empty spaces, transparency and opacity.

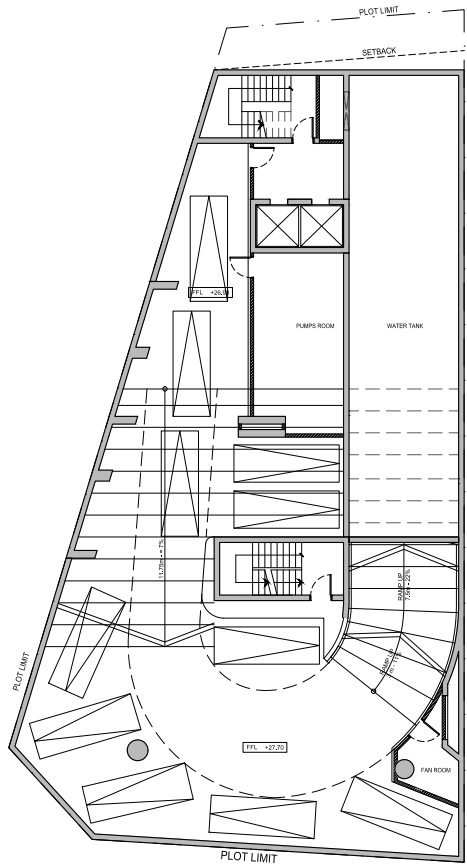
Balconies are attached to the building like scales and create a meander like rhythm along the façade. To avoid impairing this well-balanced building front by rough and heavy balustrades, this development gives this freestanding corner building a charming and self-confident appearance.

Our idea was to stack two very distinct typologies on top of each other, and on one hand to express their difference, while on the other hand to fuse them within the same building skeleton. The structural skeleton defines the architecture of the building.

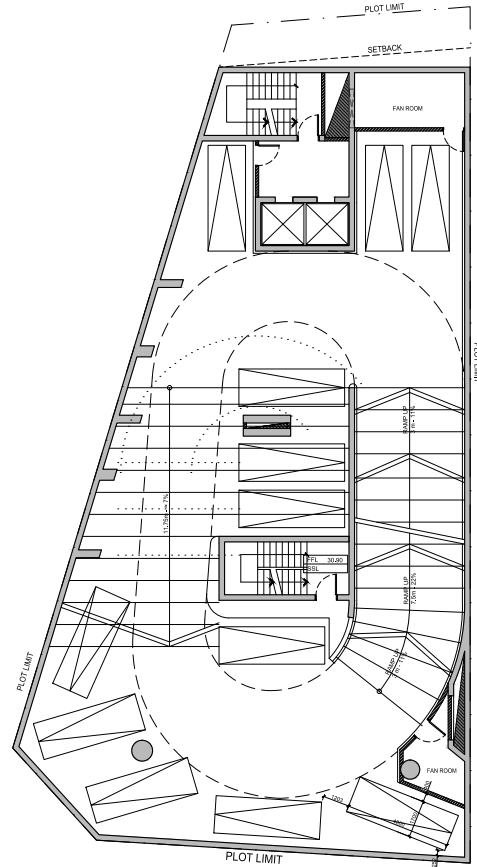
A combination of fair faced concrete, steel and composite building material provide the external cladding and the frontages of the building; a fluid transition between the exterior and interior expressing lighting and space.

The building will satisfy all current requirements of earthquake standards and fire and safety codes.

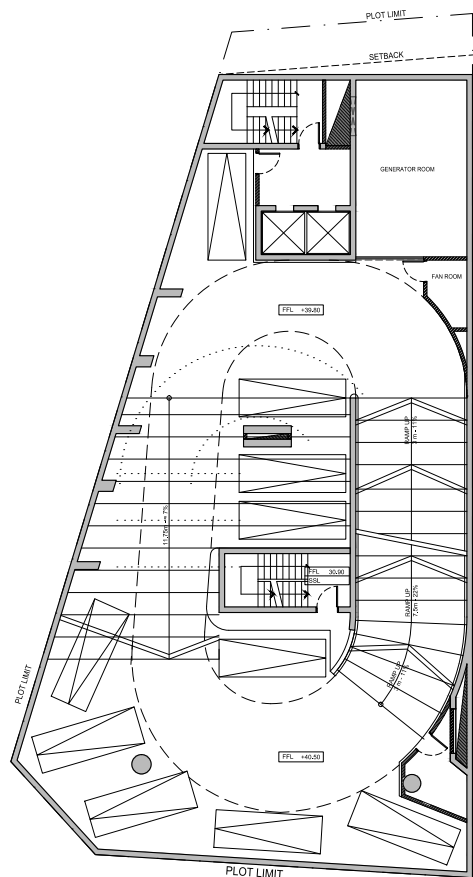
Parkings (underground levels).



Parking 7

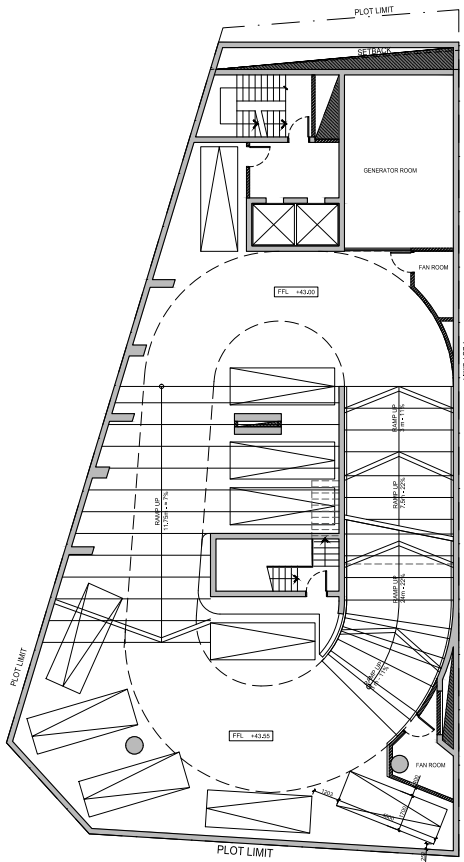


Parking 6-5-4

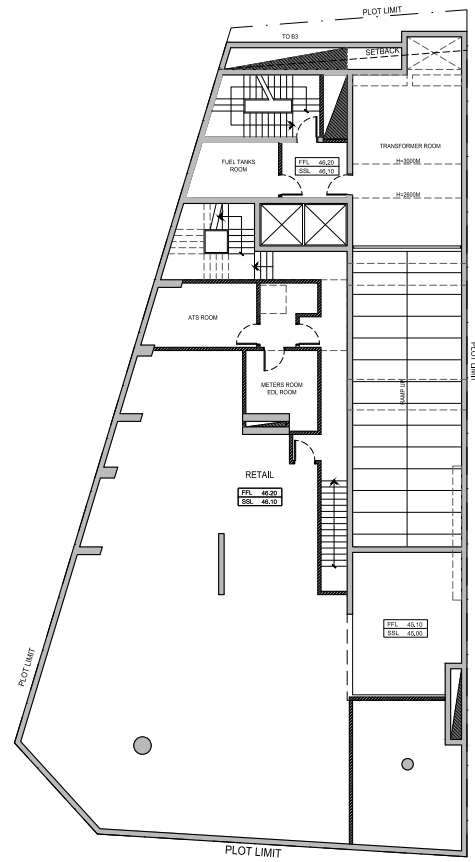


Parking 3

Parkings (underground levels). Ground Floor

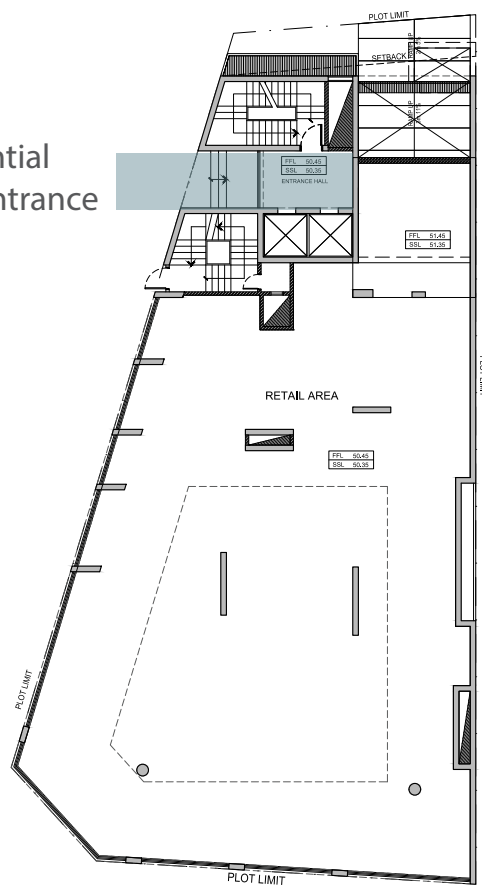


Parking 2



Basement 1

Residential
Main Entrance

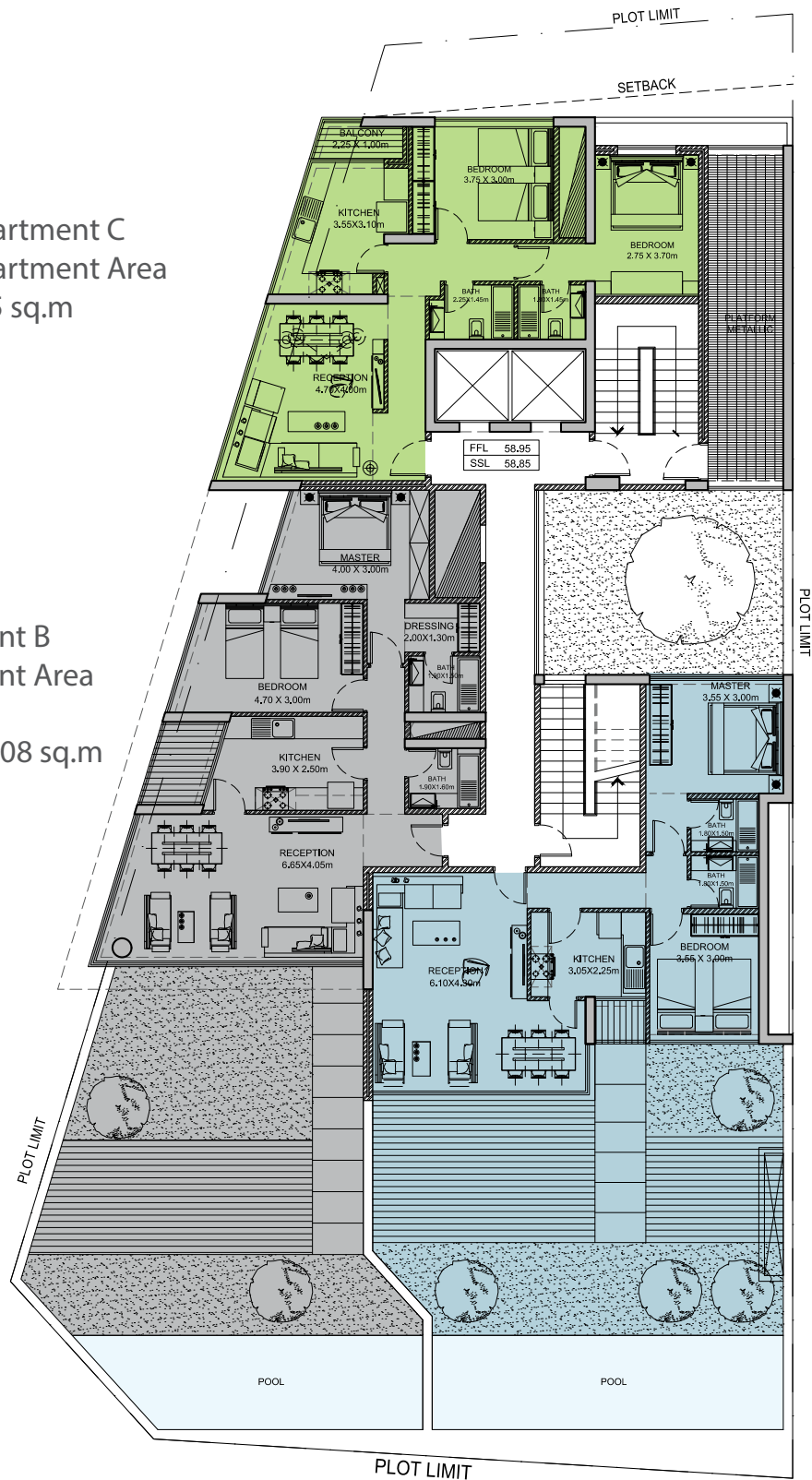


Ground Floor

LEVEL 1

Apartment C
Apartment Area
125 sq.m

Apartment B
Apartment Area
132 sqm
Terrace 108 sq.m

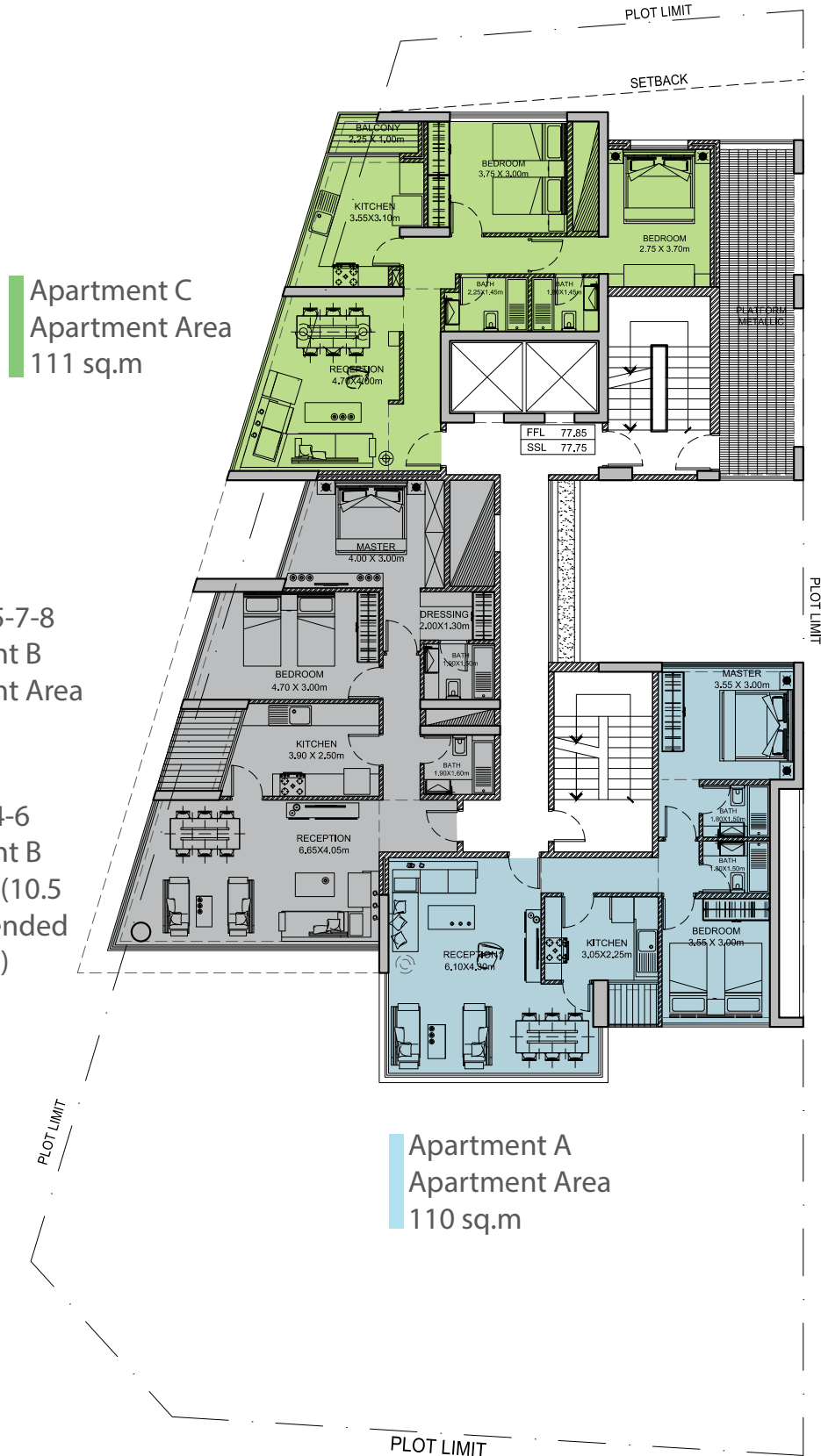


Apartment A
Apartment Area 119 sq.m
Terrace 110 sq.m



LEVEL 2 - 4 - 6 (apartment B 134 sq.m - 10.5 sq.m balconies extended)

LEVEL 3 - 5 - 7 - 8 (apartment B 123 sq.m)



Apartment C
Apartment Area
111 sq.m

Levels 3-5-7-8
Apartment B
Apartment Area
123 sq.m

Levels 2-4-6
Apartment B
134 sq.m (10.5
sq.m extended
balconies)

Apartment A
Apartment Area
110 sq.m

LEVEL 9

Apartment C
 Apartment Area
 88 sq.m
 Terrace 34 sq.m
 including Pool:
 14 sq.m (optional)

Apartment B
 Apartment Area
 123 sq.m

Apartment A
 Apartment Area
 116 sq.m



LEVEL 10 -12 (apartment B 110 sq.m - 9 sq.m balconies extended)

LEVEL 11 (apartment B 101 sq.m)

Apartment C
Apartment Area
77 sq.m

Apartment B
Apartment Area
110 sq.m

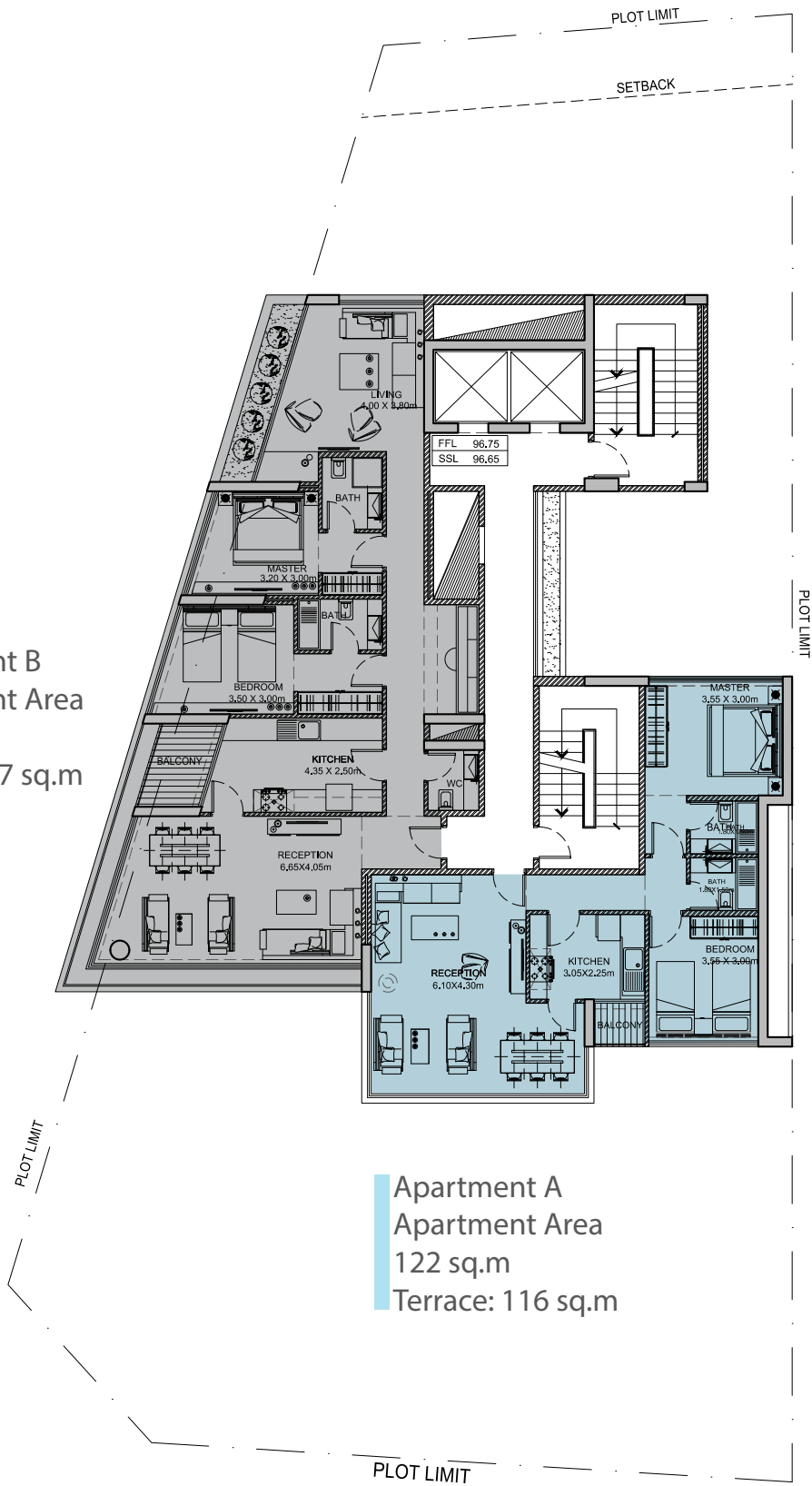
LEVEL 11
Apartment B
Apartment Area
101 sq.m

Apartment A
Apartment Area
103 sq.m



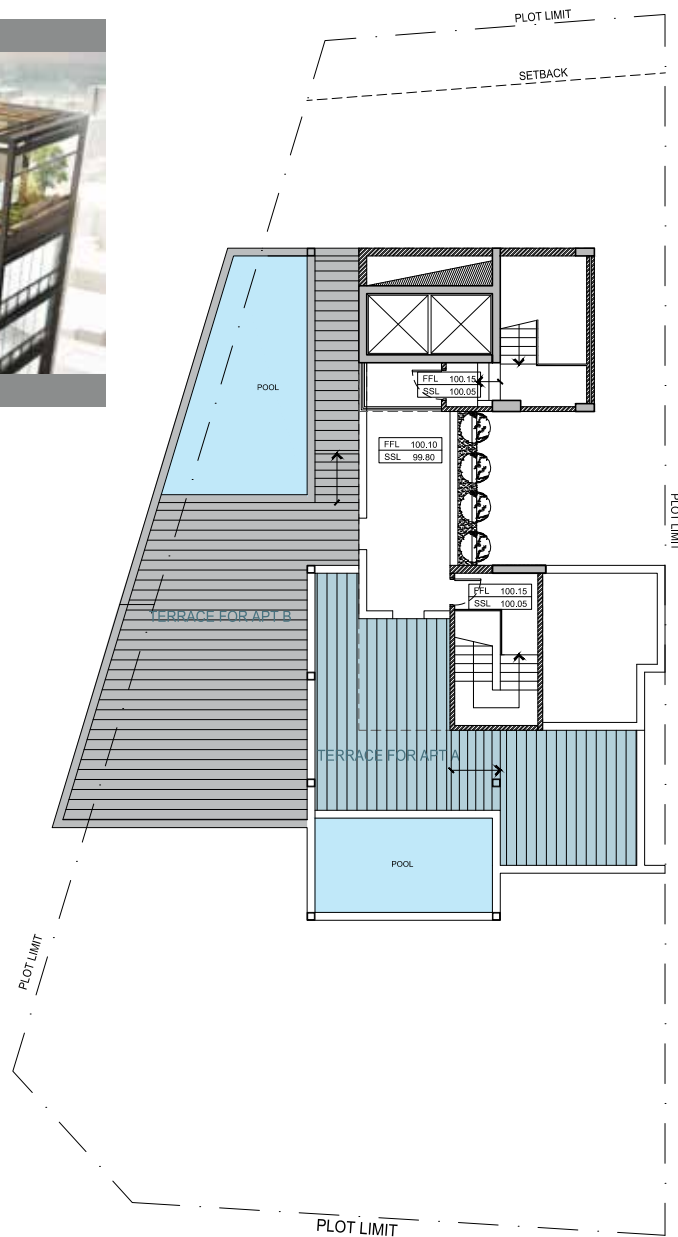
LEVEL 13

Apartment B
Apartment Area
180 sq.m
Terrace: 77 sq.m



Apartment A
Apartment Area
122 sq.m
Terrace: 116 sq.m

ROOF LEVEL



The Rooftop encompasses two stylish apartments.

In fact, apartment A of the rooftop comes complete with a gorgeous reception room and a dining room. It holds as well a trendy kitchen, one bedroom and one master bedroom merging with its own enclosed bathroom. One will undoubtedly embrace the presence of a spacious roof terrace and an extraordinary pool.

As for apartment B, it brings out an elegant reception room, a dining room, a cozy living room and a sunny kitchen. This apartment also features two charming master bedrooms carrying their respective en-suite bathrooms. More importantly, one will also enjoy the convenience of a green roof terrace and a thrilling pool in this same rooftop apartment.

INTERIOR MOOD



Each house unit reflects an intimate environment continuously voicing its dynamic, vibrant and unique character. One will feel the relaxation whenever the apartment's door is open.

In fact, each apartment does not only shine due to its cozy appearance, but also reflects its uniqueness straight into one's heart and mind. One will definitely grasp an instant satisfaction and relief both physically and mentally.





INTERIOR MOOD

Apartments at higher levels give the chance to contemplate a beautiful panoramic view of the sea and the skyline. But also, you can personalize your house unit further through our various design styles options. One can opt for a classical or a modern mood fitting one's exact style and preferences.

Waking up in the morning will no longer be a normal routine act. Rather, it will be an enthusiastic moment as you get to touch the magic of the mystical light coming from the beautifully shining glass windows.







THE TEAM

THE DEVELOPERS

Dedication and creativity are our objective. BA United Holding's goals are confidently set and aim at painting an artistic and developed picture of Lebanon. We never fail to invest our highly proficient experience and blend it with the usage of technological advancements. We prioritize building up a healthy society through our meticulous and tolerant observation and improvement of Lebanon's substructure.

BA United Holding has successfully managed to develop three crucial and varied units: real estate management and development, food and beverage, and retail. Those three bodies were developed in ways that ensure the execution of the clients' desires within a professional yet comfortable framework. BA United Holding has developed brilliant strategies that facilitate the performance of the work, one of which is its availability on an international scale, starting from Lebanon, Turkey, Egypt, Jordan and reaching the United Kingdom and Russia. Actually, more than 500 000 square meters have been invested for BA United Holding projects and operations.

Leading the business market is our aim, striving to create varied and advanced projects is our goal. But most importantly, innovation our constant purpose as we care for the welfare of our projects shareholders, customers and staff.

BA United Holding looks carefully after its partners and clients through assiduously earning their trust. BA United Holding attentively follows new trends in business and develops them efficiently while making use of its highly trained staff, tactical strategies and available modern technologies. BA United Holding has been successfully traversing a long path marked by notable business achievements in the areas of real estate, food and beverage and retail, while maintaining an excellent relationship with its customers.

BA United Holding never underestimates the importance of group work. For this reason, BA United Holding has managed throughout the years not only to train its staff professionally but also to maintain a great team work spirit in practiced projects and missions. More than 1000 highly qualified professionals have been working to ensure outstanding strategies in the execution of projects, in order to reach marvelous results and earn clients' satisfaction. BA United Holding offers regular and continuous trainings to its personnel especially in the fields of workplace policies, procedures and practices. As the employees grasp more skills, their motivation for work will undoubtedly increase and their work will automatically reach a more creative and efficient level.





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HOLDING

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