



## SODIC ANNOUNCES THE OFFICIAL OPENING OF NOBU NORTH COAST AT OGAMI

*The world-renowned lifestyle brand makes its highly anticipated Egyptian debut at OGAMI, SODIC's signature development on the North Coast*

**Cairo, Egypt [4th August, 2024]** – SODIC proudly announces the opening of **Nobu North Coast** at OGAMI, marking the official arrival of the globally renowned lifestyle brand in Egypt. Now open, Nobu North Coast brings its contemporary Japanese cuisine, timeless design, and iconic fine dining to the country for the first time, introducing a new layer of luxury to one of the region's most vibrant summer destinations.

Since its inception, Nobu has been synonymous with unforgettable experiences, instinctive design, and a passionate approach to service. At Nobu North Coast, guests will enjoy globally celebrated signature dishes – including the famed Yellowtail Jalapeño – alongside locally inspired creations crafted exclusively for Egypt. In true Nobu fashion, the restaurant reflects the rhythm of its surroundings, blending understated elegance with a sun-soaked, beachside energy.

More than a restaurant, Nobu North Coast embodies the brand's philosophy of *Kokoro* – a heartfelt connection between design, service, and experience. Designed by the internationally renowned architecture and design firm **Rockwell Group**, whose portfolio spans Nobu destinations worldwide, the space captures the spirit of the Mediterranean through Nobu's signature design language. The interiors incorporate natural textures, light woods, and refined geometric accents, offering a relaxed yet elevated setting that speaks to both international guests and the region's discerning summer audience.

This summer, Nobu North Coast comes to life with a series of curated events, cultural experiences, and global activations, creating a series of unforgettable moments that celebrate the spirit of Nobu in Egypt.

**Ayman Amer, General Manager of SODIC, commented:** *"The arrival of Nobu at OGAMI marks a transformative moment for the North Coast. This partnership reflects our commitment to curating world-class experiences and introducing global icons to Egypt in a way that feels both thoughtful and distinctly local. Nobu is not just a restaurant; it encapsulates everything OGAMI stands for: intentional design, elevated hospitality, and a bold new standard for coastal living."*

Nobu North Coast is the first expression of a much larger vision unfolding at the heart of **OGAMI**, SODIC's signature development, that redefines coastal living through a unique blend of Japanese minimalism and Mediterranean warmth. Spanning 440 acres along Egypt's North Coast, OGAMI is designed as a complete lifestyle ecosystem, where wellness, design, and hospitality come together. Recently awarded "Master Plan of the Year" at the 2025 Architecture Leaders Awards by Design Middle East, Ogami is poised to redefine luxury living on the Mediterranean.

Following the restaurant's debut, SODIC will unveil **Nobu Residences** – a curated collection of homes that bring Nobu's signature philosophy into everyday living. **Nobu Hotel** will complete the vision, offering guests and residents a fully immersive Nobu experience on Egypt's North Coast.

SODIC's long-term partnership with Nobu will extend beyond the coast. Plans are underway to bring Nobu Hotels, Restaurants, and Residences to SODIC's flagship projects in The Estates and Eastown District New Cairo (EDNC), reinforcing SODIC's vision for a new standard of luxury living across Egypt.

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**About SODIC:**

SODIC is one of the region's leading real estate development companies, with a distinguished track record of over 28 years of successful operations in West Cairo, East Cairo, and the North Coast. SODIC brings to the market award-winning developments that cater to the country's ever-growing need for high-quality residential, commercial, & retail property as well as large-scale mixed-use developments and vibrant communities that are home to over 30,000 people today. SODIC's flagship and signature developments include Allegría, Forty West, The Polygon and The Estates in West Cairo, Villette and EDNC in New Cairo, as well as June and Caesar on Egypt's North Mediterranean Coast. SODIC is one of the few nonfamily-owned companies listed on Egypt's Stock Exchange since 1996 under OCDI.CA.

**About Nobu:**

Nobu, the iconic Japanese hospitality brand founded by partners Nobu Matsuhisa, Robert De Niro, and Meir Teper, has grown to include 57 restaurants, 46 hotels, and 20 residences worldwide. Nobu continues to captivate guests globally with its timeless ambiance, ongoing reinvention of genre-defining cuisine, and signature approach to hospitality.

**About Rockwell Group:**

Rockwell Group is a multidisciplinary architecture and design firm that balances creativity, innovation, and thought leadership with every undertaking. Headquartered in New York City, with offices in Los Angeles and Madrid, the firm was founded in 1984 by David Rockwell, FAIA, and merges performance and architecture to create extraordinary experiences and built environments across the globe. Today, David and the partners guide the 350-person firm to pursue the possibilities for connection and community. Honors include the AIAA President's Award; a Cooper Hewitt National Design Award; a Tony Award for Best Scenic Design for She Loves Me; two Emmy Awards for the Oscars; the Presidential Design Award; the James Beard Foundation Who's Who of Food & Beverage in America; and Architectural Digest's AD100 Hall of Fame. For more information, please visit [www.rockwellgroup.com](http://www.rockwellgroup.com).

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