

Vincard Services & A.P

Real Estate
Development
Management &
Business Advisory



SAMIR ATAYA,

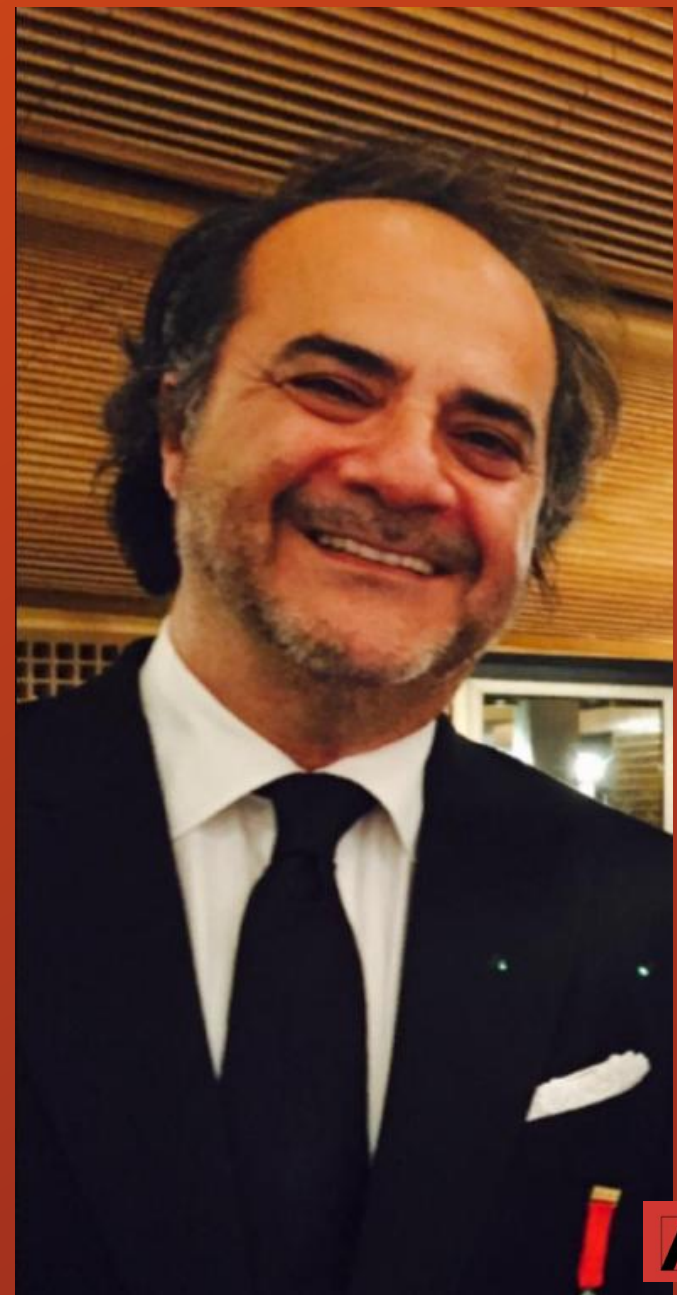
A civil engineer and designer by profession, Samir Ataya is widely recognized for his exceptional leadership, unwavering work ethic, and steadfast commitment to achieving organizational excellence.

Throughout his career, his creativity, initiative, and visionary approach have made him a cornerstone not only within his organization but also within the wider real estate development sector.

As Executive Vice President of Project Management and Development Company (PMDC) from its establishment in 1990 until 2020, he played a pivotal role in shaping the company's legacy.

Under his leadership, PMDC became renowned for its expertise in commercial, residential, resort, and hospitality developments — consistently integrating creativity, innovation, and advanced technology to deliver projects that elevate lifestyle and experience.

Today, Vincard Services - Asset & Property (AP) continues to embody Samir Ataya's vision and passion for excellence, driving forward his enduring philosophy of thoughtful design, innovation, and integrity in real estate development.



Our Philosophy

At the heart of this initiative is a simple belief: we believe in working for the common good – creating spaces that contribute to a better quality of life. When people are surrounded by beautiful, thoughtful, and inspiring environments – places to live, to work, to shop, and to spend time with their families – they feel happier, prouder, and more connected. Our surroundings shape us. When they are neglected, people lose sense of belonging; communities mental and physical wellbeing can be affected.

By creating spaces, we are not only building structures – we are building the human spirit, nurturing happiness and meaning through the environments we create.

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PMDC MAIN
PROJECTS

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SALHIA BEACH RESORT,

A private beach resort developed and built in 1997.

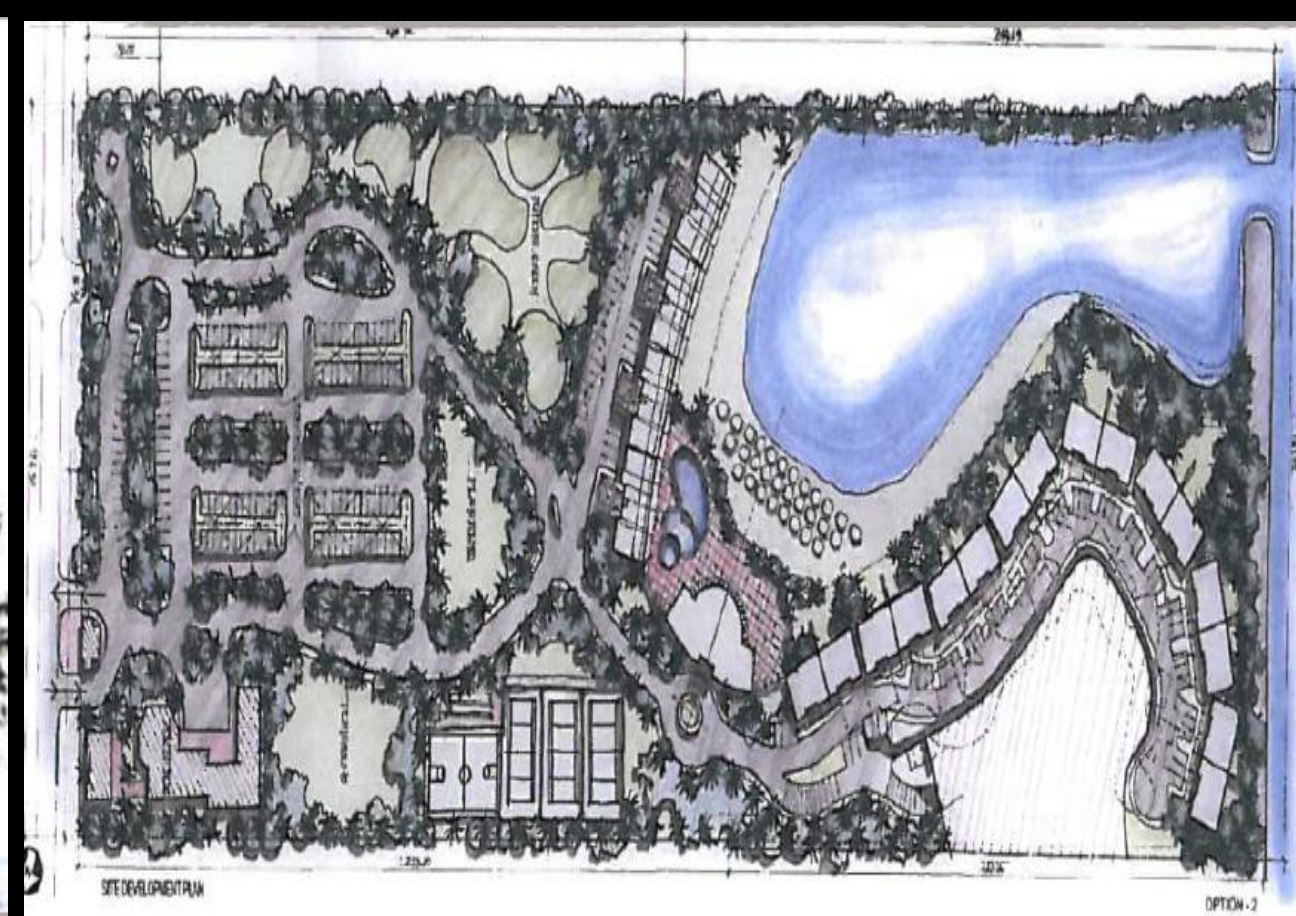




SALHIA II BEACH RESORT, & GOLF COURSE

A beach & golf course resort proposal in North Obhur, Jeddah.





OBHUR BEACH RESORT PORPOSAL

A beach resort proposal in Obhur, Jeddah, consisting of 122 housing units.

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MARINA, OBHUR CREEK

800,000 m² site at the head of Obhur Creek

- Creation of a tidal lagoon at the creek head
- Creation of 2 new linked islands, to offer additional waterfront development
- 166 housing plots marina (with direct lagoon access), with 20 pontoon berths, trailer parking for 40 boat, chandlery, marine fuelling facility, boat maintenance/ repair facility
- all housing plots at least 1,500 m²





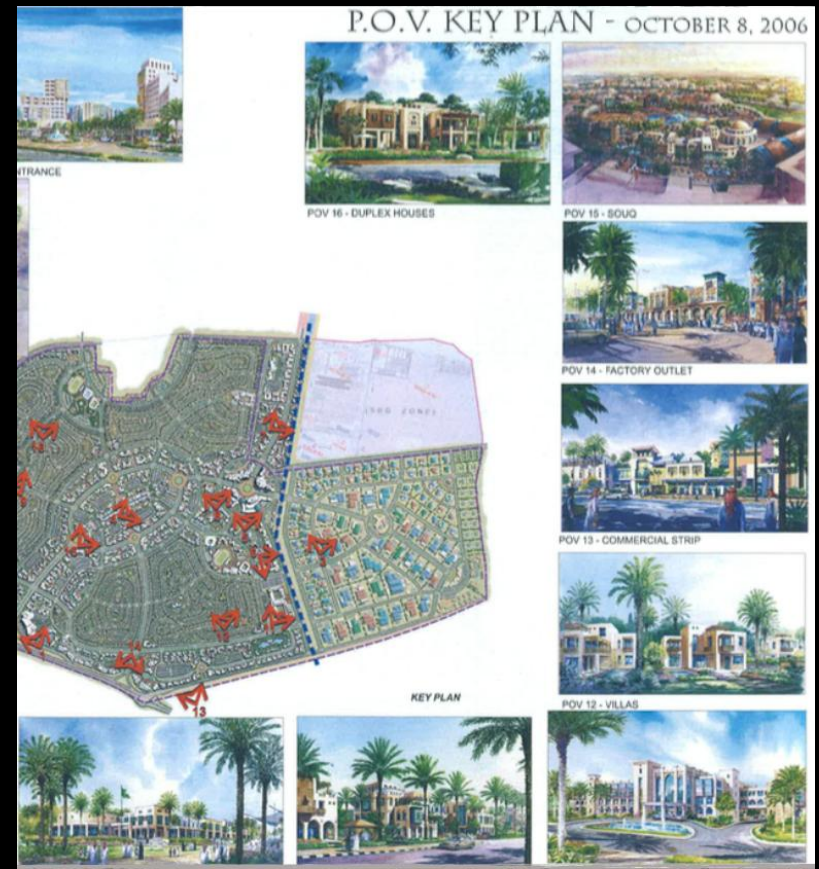
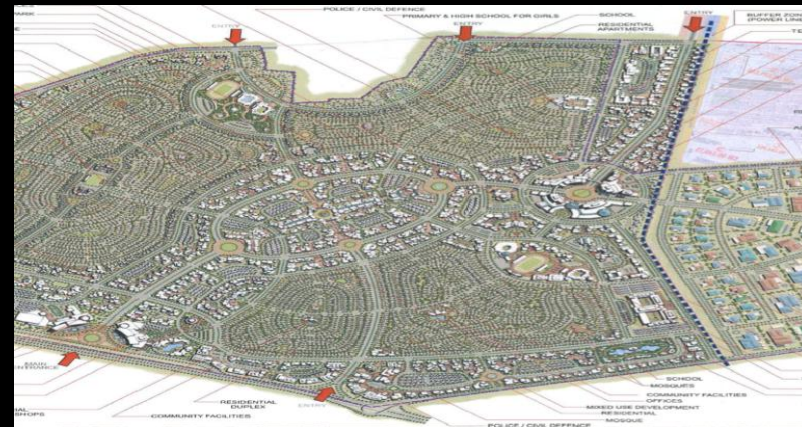
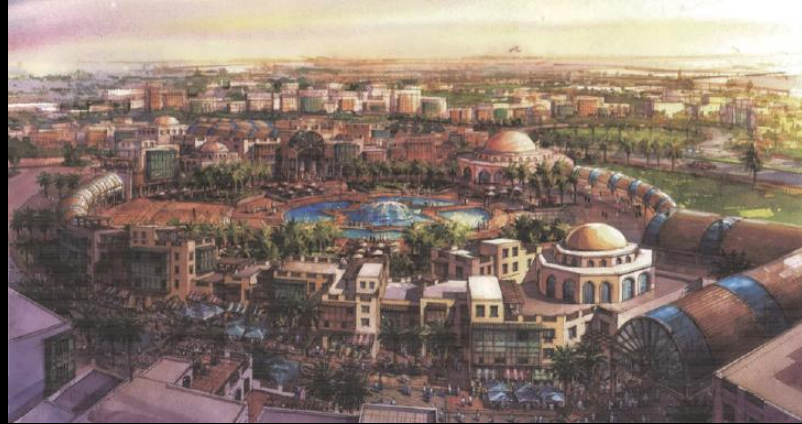
AFAMIA BEACH HOTEL RESORT

A luxury beach resort & 5star hotel located 2 KM north from Latakia city centre with 200 rooms and suites, plus 43 beach chalets.

Restaurants and bars, leisure activities, on private sand beaches, with a 10,000 SQM protected lagoon. 2 outdoor sailing facilities, shopping, arcade, health, & business centre.

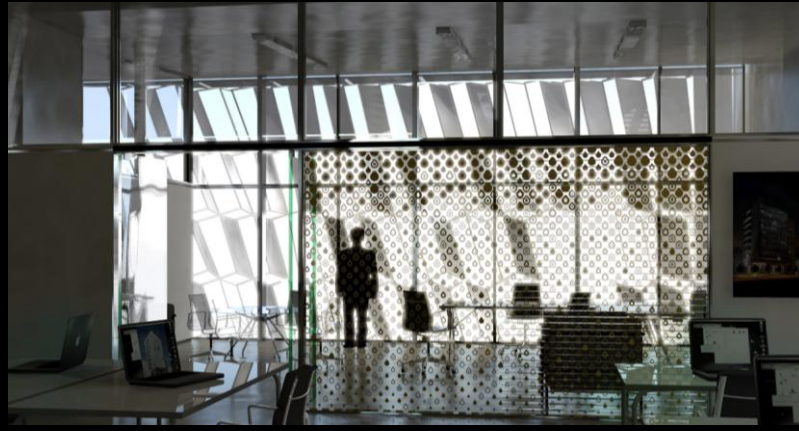
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BAHRA CITY DEVELOPMENT PROPOSAL

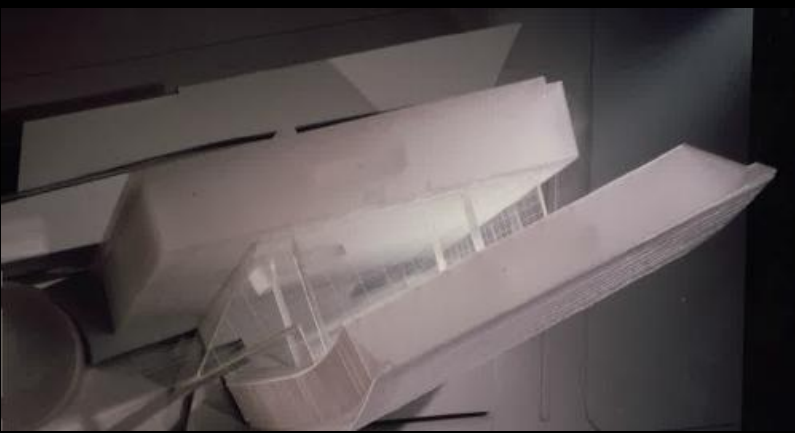
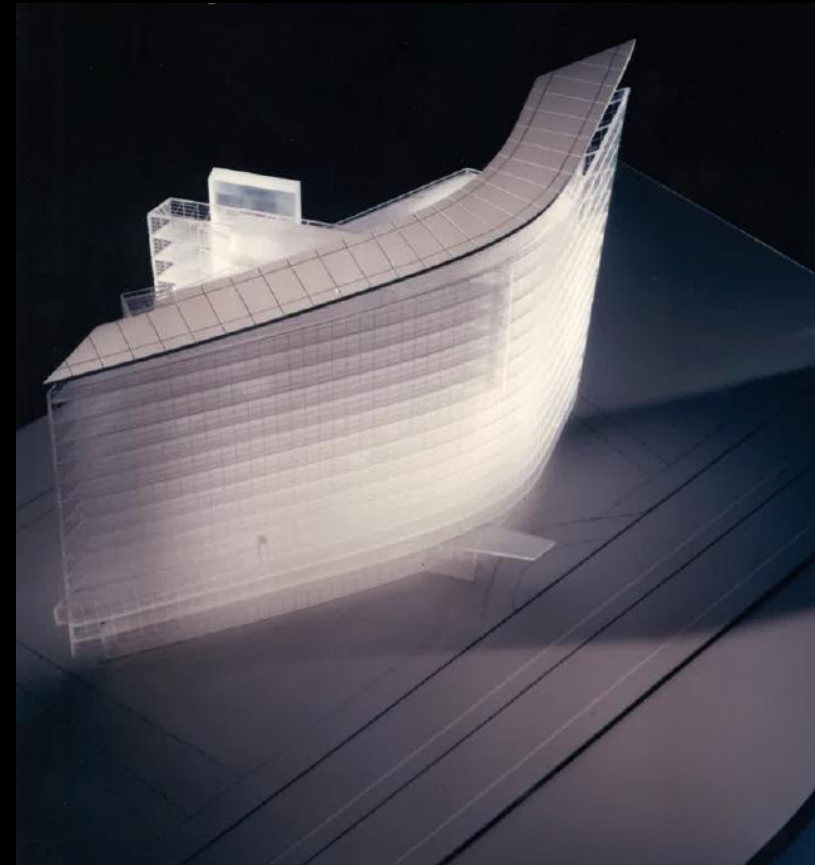




PMDC HQ

PMDC new headquarter office building in Jeddah.





HQ PROPOSAL





SAUDI HOLLANDI BANKS

Saudi Hollandi bank branches, Jeddah.

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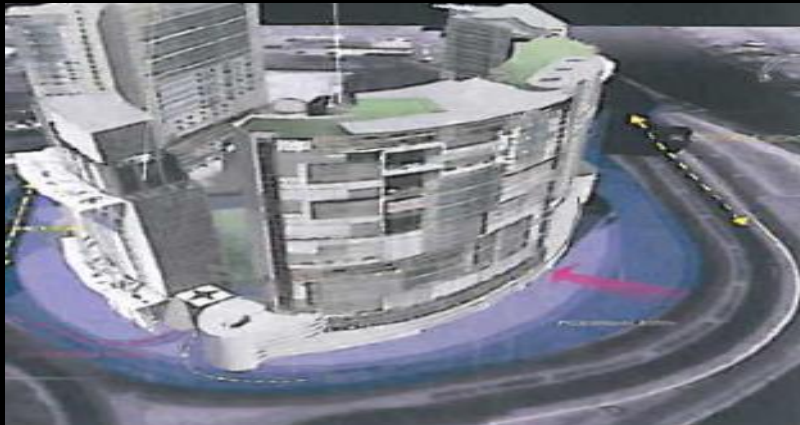


TOWER 1

FUNCTION:
Commercial and residential.

FLOOR AREA RATIO (FAR): 54,308

NO. OF FLOORS: 28



TOWER 2

FUNCTION:
Commercial and residential.

FLOOR AREA RATIO (FAR): 17,992

NO. OF FLOORS: 24



TOWER 3

FUNCTION: Offices

FLOOR AREA RATIO (FAR): 2,882

NO. OF FLOORS: 25



TOWER 4

FUNCTION: Hospital

FLOOR AREA RATIO (FAR): 21,556

NO. OF FLOORS: 26

MIXED MARINA TOWERS PROPOSAL

Located in Obhur, jeddah KSA, near the camel roundabout between Corniche and Malek road.

High-rise project consist of 4 towers that will contribute to the city skyline. each tower is the result of specific circumstances, ranging for function, client, location and cost.

While each tower has the architectural appearance of modern design, the architects applied deeper meanings of traditional and cultural influences.





LOTUS I COMPOUND

- Total built up area 14,230m² with 64 housing units, club house & guard house





LOTUS III COMPOUND

Located in Khobar it consists of 93 villas, facilities include a fitness gym, swimming pool, laundry service, bowling alley, soccer pitch, children play area, restaurant.

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LOTUS IV COMPOUND

Located in Jeddah, It consists of 220 mixed units, 1, 2, 3, and 4 Bedroom Villas





LOTUS V BAYLASAN

2 bedrooms unit & 4 Bedroom villas



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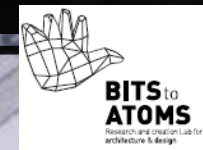
Vincard Services & A.P

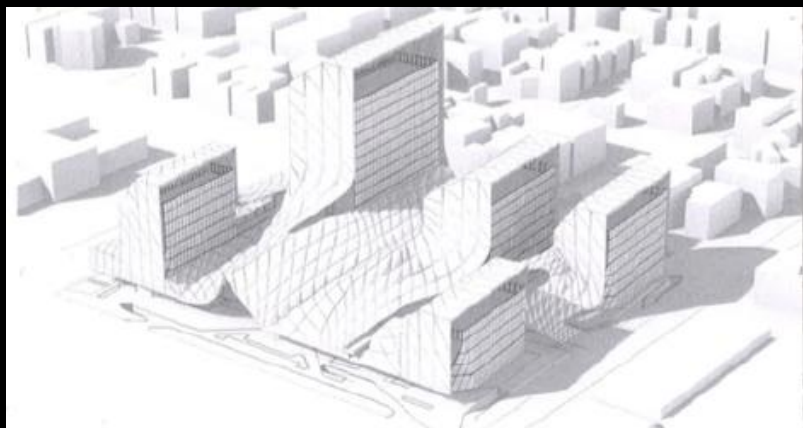
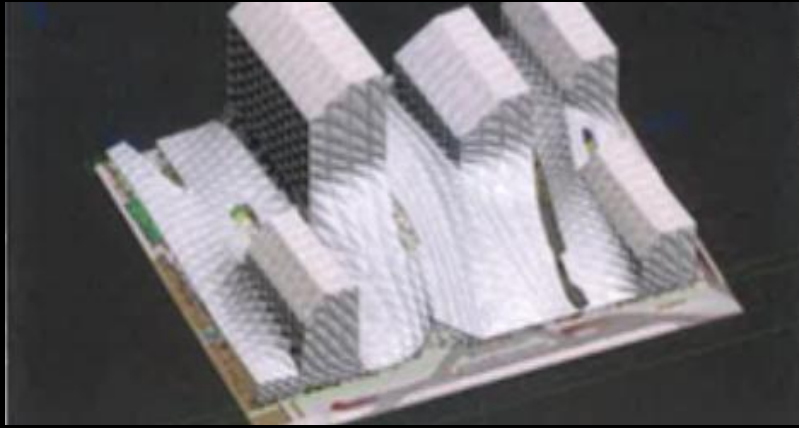
Vincard Services &
Asset Property (A.P)
New Project Proposals



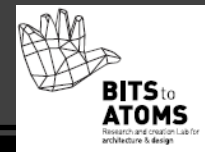
"Under
the White
Dunes",

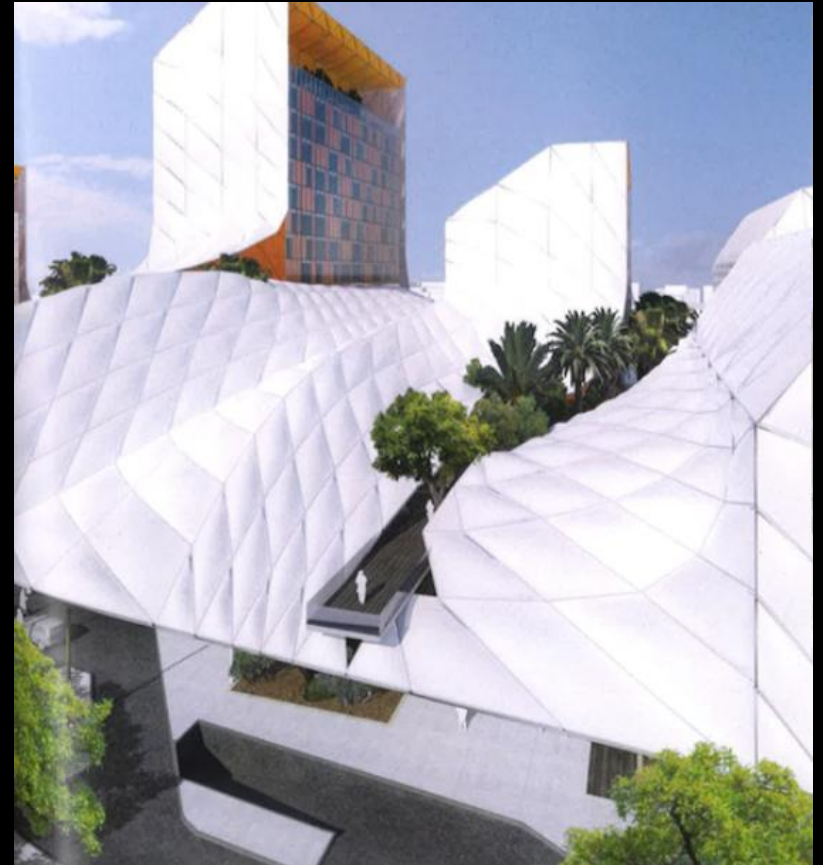
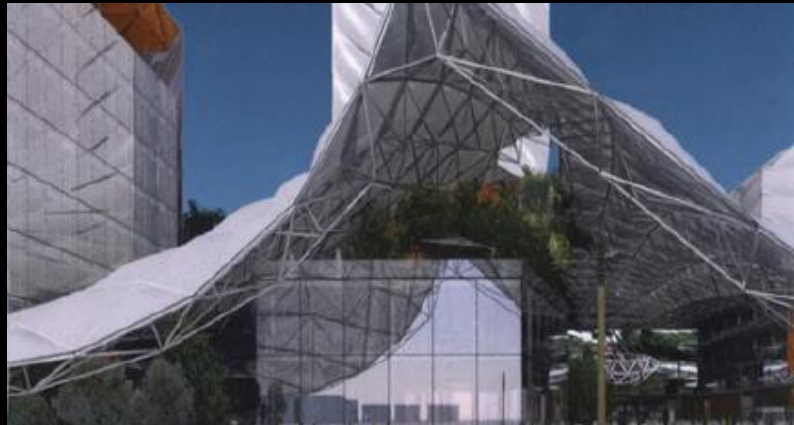
UNDER THE WHITE DUNES





It is very much part of the Saudi lifestyle to go out late to benefit from a better climate. the ETFE cushions skin will lit gently, providing a very pleasant experience of daylight during the night hours, enjoying the fresh breeze brought down accelerated by the giant wing catchers.



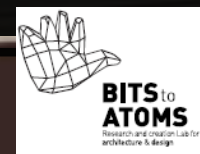


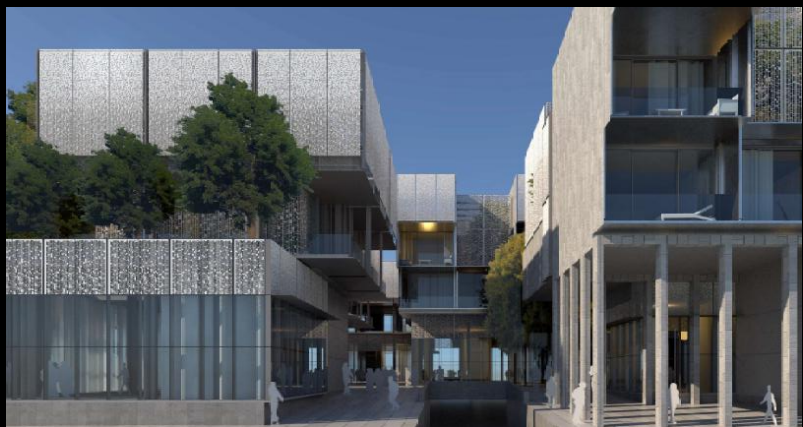
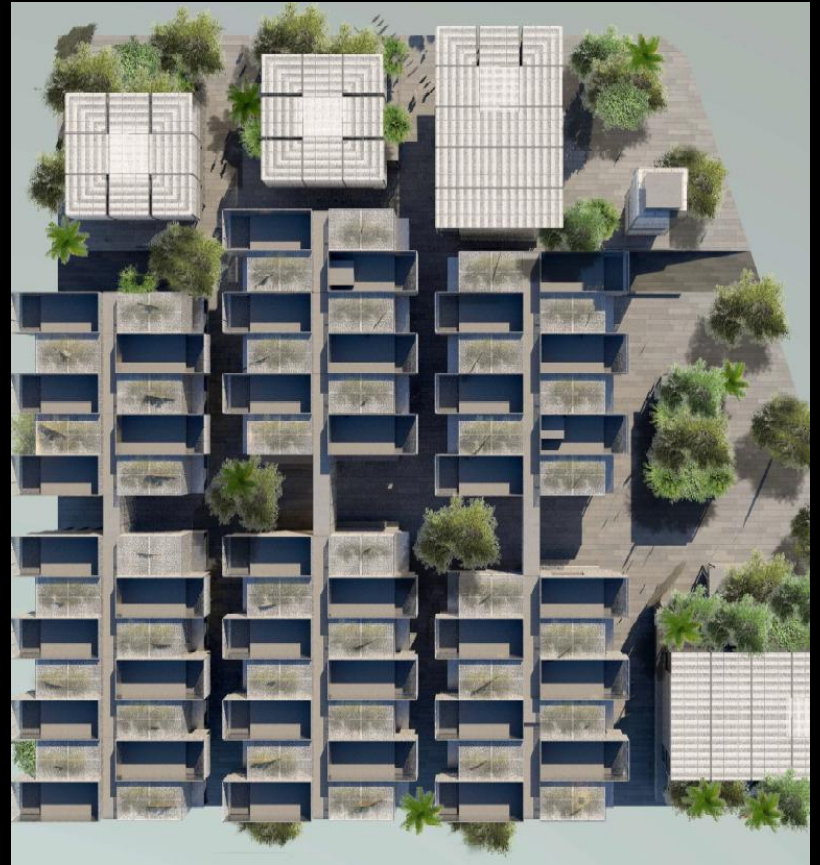
The geometry of the ETFE cushions skin is derived from the ones of the dunes, which are shaped by the winds. The same way, wind shapes the skin, so it flows around the buildings, within the wind catchers then under the skin, to refresh naturally the public spaces. The skin geometry is like a sculpture inspired by the desert dunes geometry. Its shape and materiality make it very attractive and quite unique.





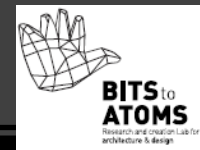
THE SHADES





THE SHADES,

A mixed use development proposal project in Jeddah, consisting of a lifestyle hotel, commercial offices, and high end retail shops.





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NEW BEACH PROPOSAL



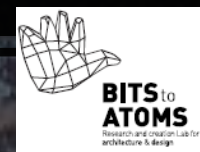


A new beach design proposal for Saudi Arabia.

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BIRDS & HORSES ISLANDS





Leave the city,



Birds in the park

And enter another world: a rich environment where Elements are at play. A world bursting with gracious living creatures.





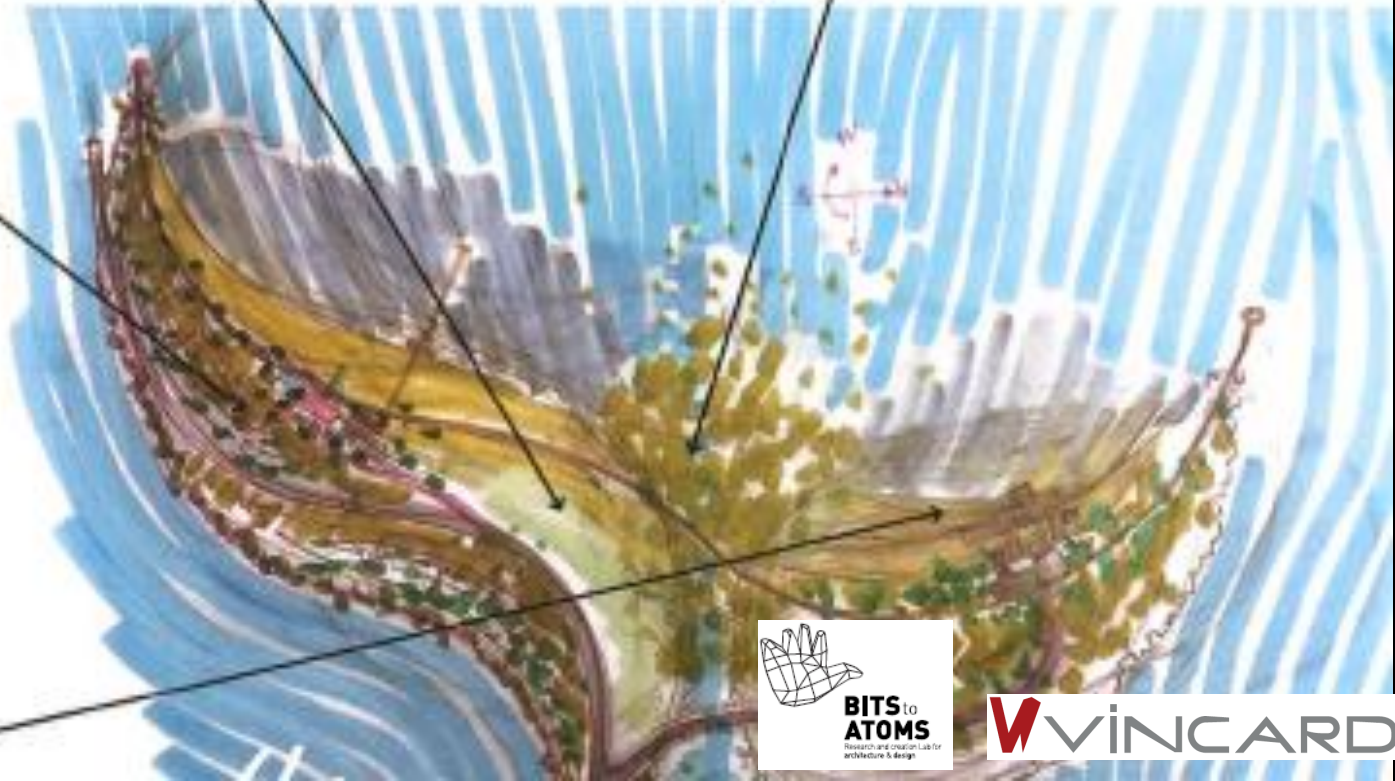
Very rich environment, where plants self sustain on salty water. An incredibly fertile area where land and sea blur.



Mangrove,
A very unique environment boasting with life and self sustained, that will secure against erosion while offering wonderful sceneries.



Biodiversity gardens,
Trees like phytolacca and plants that enjoy the salty atmosphere and grounds, would develop in natural prairies and forests



Glorious bays,
Large idyllic beaches with serene waters and long sand dunes.







Gentle streets among the wetlands gardens.



Easy beach access by electric car or walk.



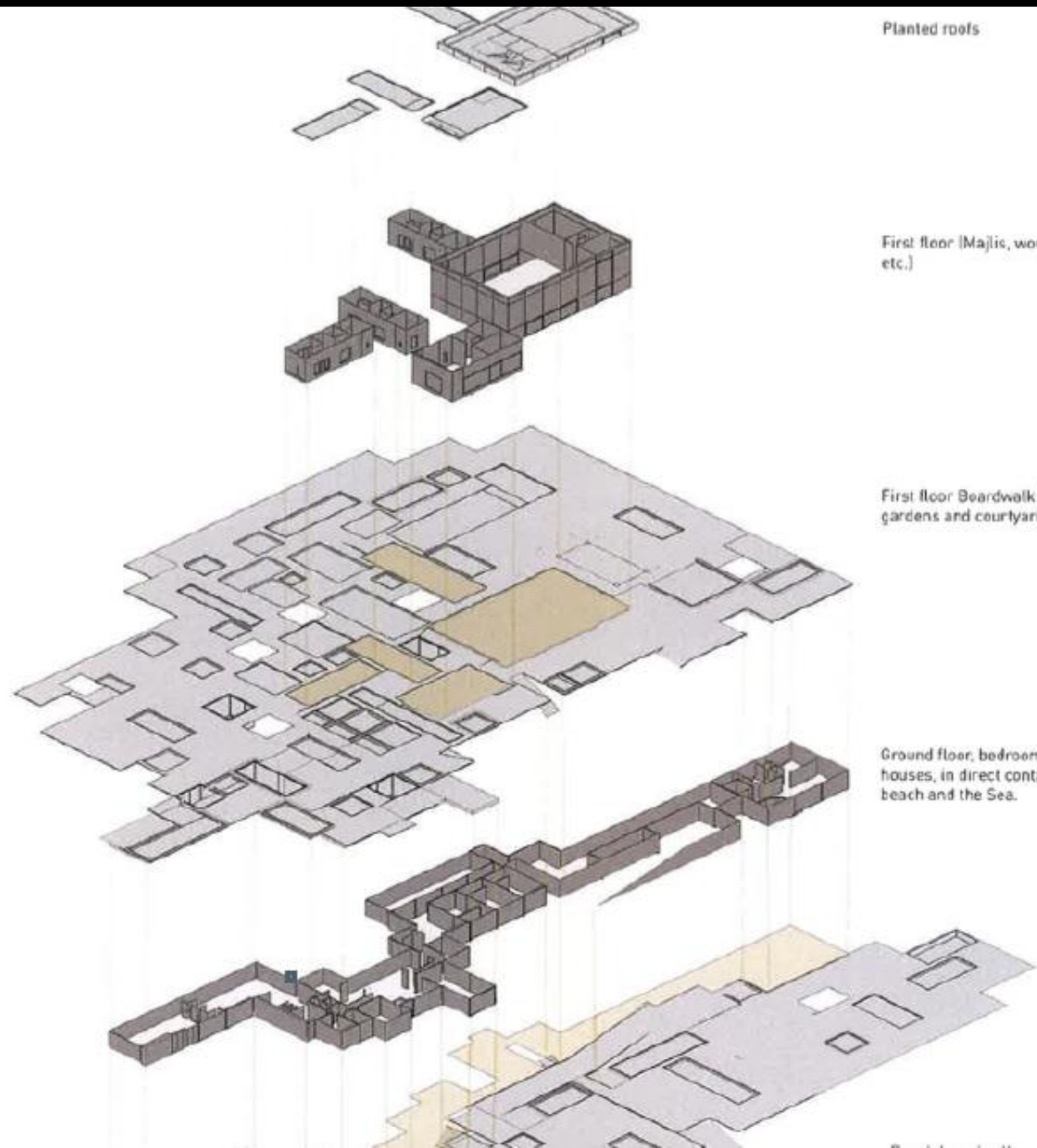
Large welcoming surfaces.



Live on a Boardwalk,

Cars disappear under the boardwalk, which floats gently above the land, allowing the landscape to unfurl. The Boardwalk spans the full island, changing width with the terrain's contouring. The boardwalk takes you to intimate spaces in the mangrove forest where the birds nest, to a stroll along the shore, and it expands and contracts to create space on which the buildings lay.



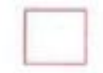


Planted roofs

First floor (Majlis, women dining, etc.)

First floor Beardwalk (with ponds, gardens and courtyards).

Ground floor, bedrooms and guest houses, in direct contact with the beach and the Sea.



Villa(ge),

A large villa, to which rooms become self-standing units, so between each courtyard where **AP**

As there is so much porous to melt with



BITS to ATOMS
Research and Creation Lab for Architecture & Design

ing **V** **VINCARD**
d.



RIYADH BEACH

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Artificial beach resort in the middle of the Riyadh desert



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WATERFRONT TOURISTIC CITY

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3D MASTER PLAN

SANDBEACH PARKINGS

CLUBHOUSE

HOTEL

BUNGALOWS

APARTMENTS -1

APARTMENTS -2

APARTMENTS -3

CLUBHOUSE

VILLAS

CHALET

DUPLEXES

FACILITY/ SERVICES/ MANAGEMENT

AQUA PARK

PARKINGS

SPORTS FACILITY,
HORSEBACK RIDING

CLUBHOUSE

PARKINGS

PARKINGS

MALL S & PIAZZA

PARKINGS

ACCESS ROAD

GUARD HOUSE

SANDBEACH

RESTAURANT

PRIVATE VILLAS

BOAT PARKING

MARINA SHOPS

PARKINGS



A touristic city proposal consisting of a waterpark, hotels, pools, and beaches with bungalows, as well as a residential area with private villas.



Thank You
Vincard Services, Real
Estate Development
Management, &
Business Advisory

