



ICONIC  
RESIDENCES

DESIGN BY

*pininfarina*

Exceptional Tower  
Architecture & Interiors by Pininfarina  
Future Dominant In Dubai Internet City  
Exciting Sea Views  
Exclusive Amenities For Residents  
Overlooking The Palm Jumeirah  
And Burj Al Arab



G+66  
FLOORS

3Q 2027  
DELIVERY DATE

310  
1-4 BEDROOM  
APARTMENTS

2  
FLOORS OF EXCLUSIVE  
AMENITIES

1  
PENTHOUSE

423  
PARKING  
SPACES

18x2  
VIP PARKING BOXES  
WITH A/C

WOOD & MARBLE FINISHING AND  
TECHNOLOGIES FOR ELEVATED LIFE QUALITY

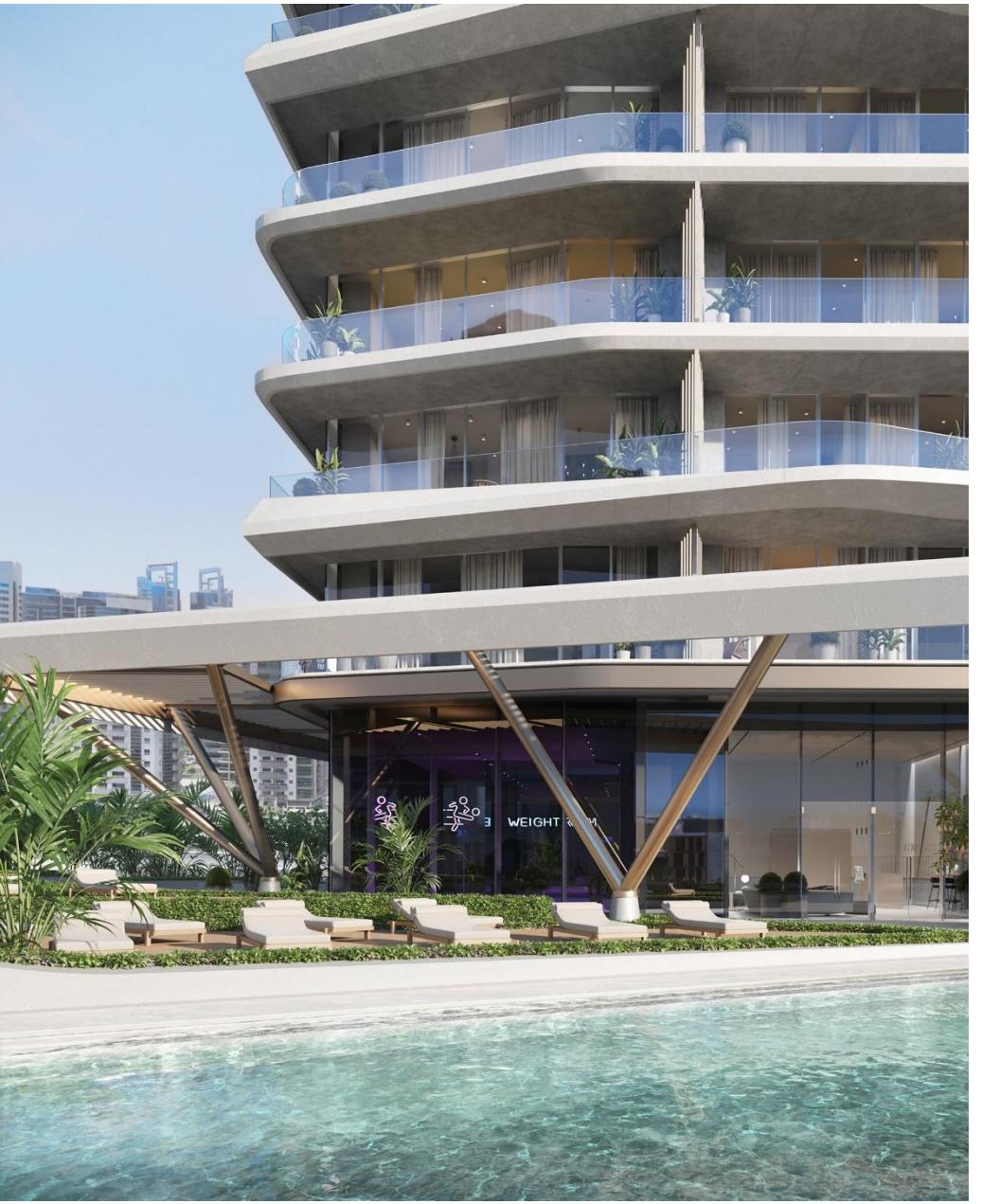
LOCATION  
DUBAI INTERNET CITY



VIEWS:  
PALM JUMEIRAH,  
BURJ AL ARAB & JUMEIRAH III,  
BURJ KHALIFA & DOWNTOWN,  
DUBAI MARINA & BLUEWATERS,  
EMIRATES GOLF CLUB



60 Residential Floors      6 Podium Floors



PENTHOUSE

RESIDENCES FLOOR

SKY AMENITIES

RESIDENCES FLOOR

RESIDENCES FLOOR

OASIS AMENITIES

5 LEVELS OF PARKING

GROUND FLOOR





# ARCHITECTURE

Inspired by natural shapes of sand dunes & sea waves  
Style inherited from famous race cars

## PININFARINA: ITALIAN DESIGN ICON

Since 1930, Pininfarina has been a global symbol of sophisticated Italian design. Known for crafting legendary cars like Ferrari and Maserati, it has expanded into architecture and lifestyle design, blending innovation, performance, and aesthetic excellence. Pininfarina's timeless design philosophy transcends trends, delivering stylish and future-oriented spaces. Leading in branded residences in Italy, it creates environments where beauty, technology, and well-being come together. In partnership with Mered, Pininfarina aims to create a groundbreaking project in Dubai, combining beauty and technology in the heart of this vibrant city.

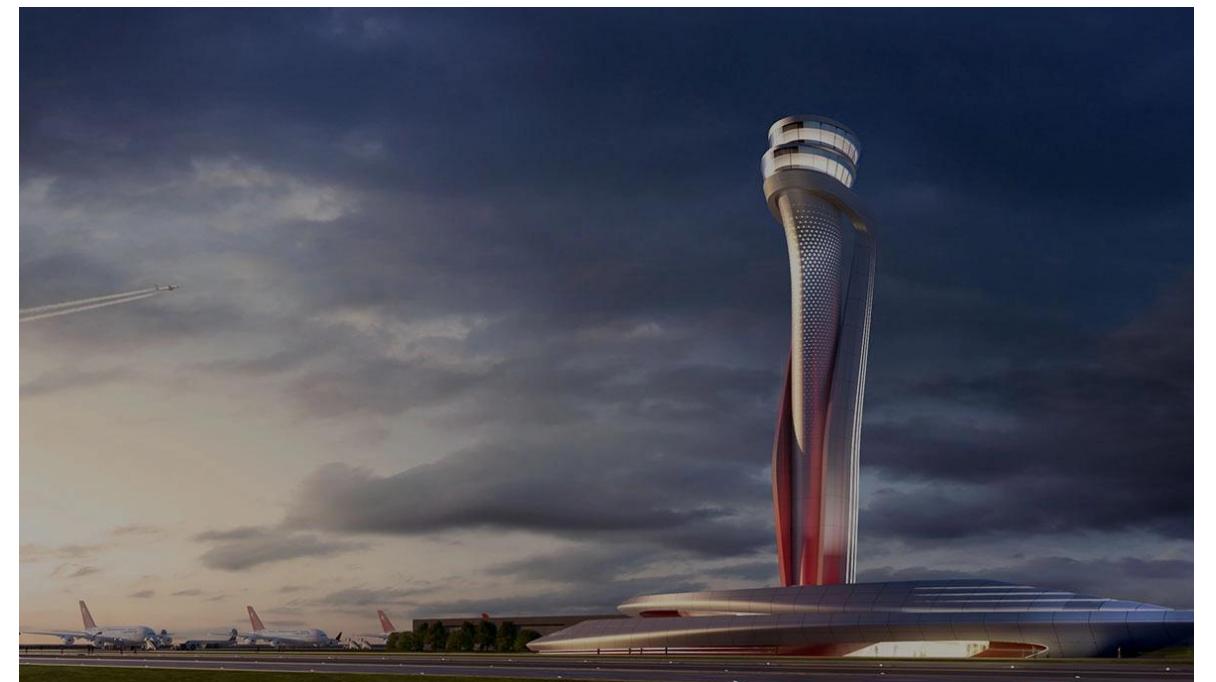


↗  
Maserati  
GranCabrio

Ferrari 458  
Italia



## PININFARINA: ARCHITECTURE SUCCESS STORIES



Istanbul Grand Airport  
Istanbul, Turkey



Torre Designo  
Mexico-city, Mexico



Blue Loop  
Shanghai, China



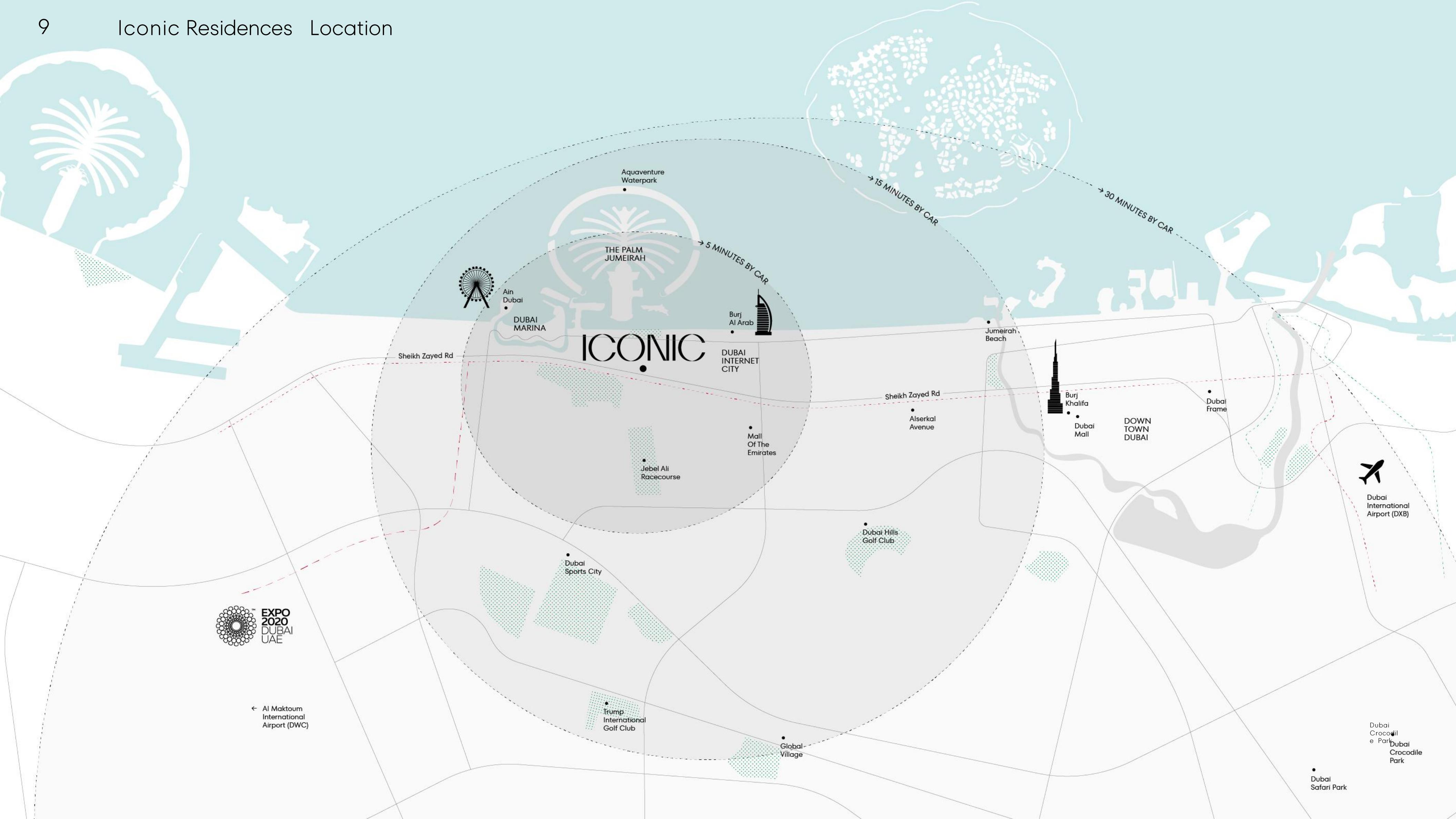
Light Residences  
Merida, Mexico



Higold Headquarter  
Foshan City, China

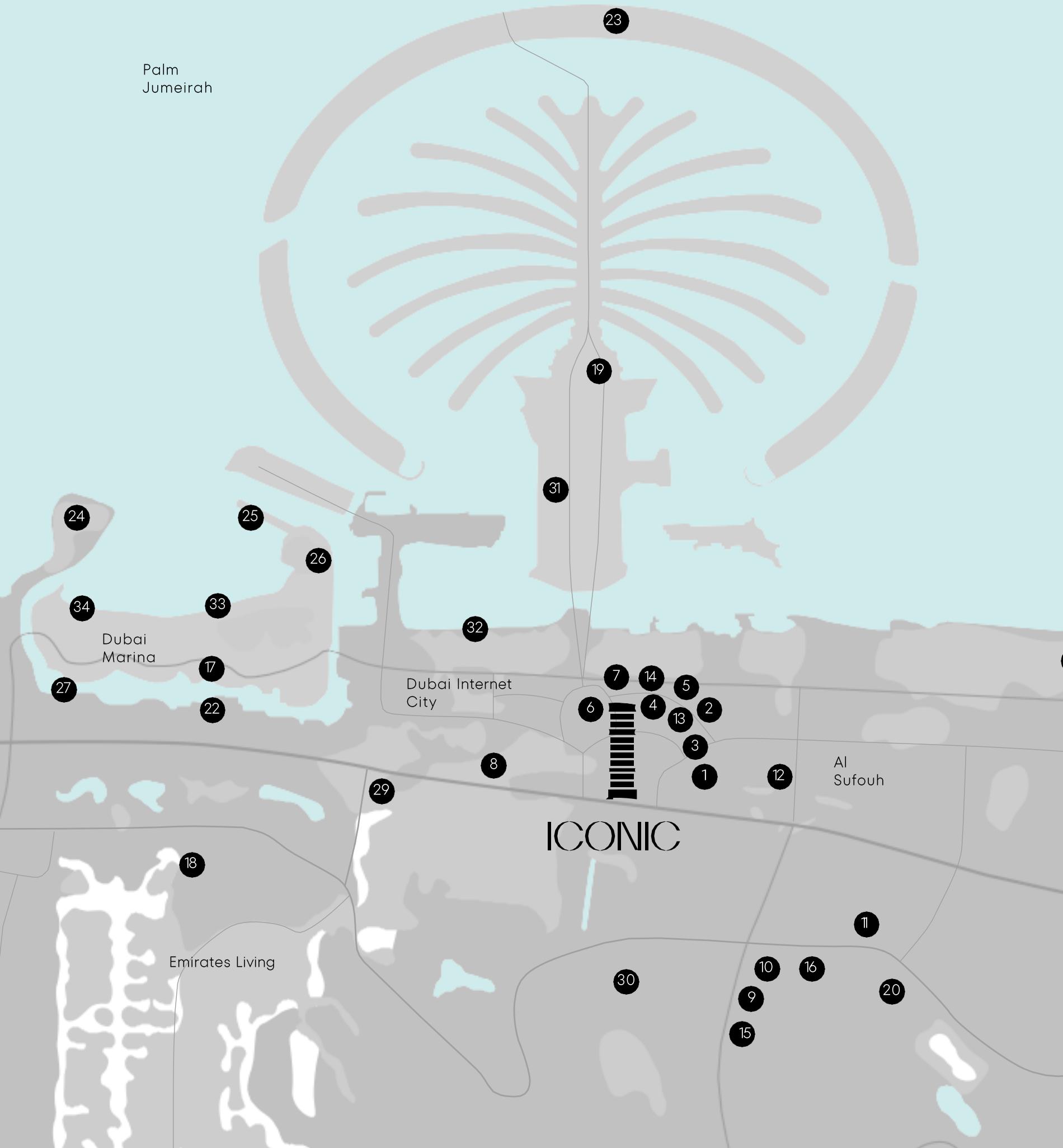


Cyrela  
San Paulo, Brazil



# LOCATION

Strategically located area / Headquarters of global IT companies / International universities / Transport accessibility



## Universities

- Abu Dhabi University — Dubai Campus
- 1 The University of Manchester Middle East Centre
- 2 Middlesex University Dubai
- 3 Murdoch University Dubai
- 4 University of Bradford Regional Hub, Dubai
- 5 University of Wollongong in Dubai
- 6 Heriot-Watt University Dubai
- 7 American University Dubai

## Schools

- 9 American School of Dubai
- 10 Dubai American Academy
- 11 GEMS Wellington International School
- 12 The International School of Choueifat
- 13 iCademy Middle East
- 14 U21 Global School for Global Leaders

## Medical centers

- 15 Saudi German Hospital
- 16 Al Zahra Hospital Dubai
- 17 MBF Health Square
- 18 German Clinic 2 DMCC

## Shopping

- 19 Nakheel Mall
- 20 Mall of the Emirates
- 21 Mina A Salam Madinat
- 22 Dubai Marina Mall

## Leisure

- 23 Aquaventure Waterpark
- 24 Bluewaters
- 25 Sky dive Dubai
- 26 Dubai Harbour
- 27 Pier 7
- 28 Media City Park
- 29 Topgolf Dubai
- 30 Jebel Ali Racecourse

## Beach

- 31 Palm West Beach
- 32 Private Beach
- 33 JBR Beach
- 34 Marina Beach



5 minutes  
by car  
to Palm Jumeirah



25 minutes  
by car  
to Downtown  
Dubai





15 minutes  
by car to  
Bluewaters  
Island



9 minutes  
by car to Dubai  
Golf Club



11 minutes  
by car to Jebel  
Ali Horse Race  
Course



↗  
19 minutes  
by car  
to Skydive  
Dubai



Design Feature  
#001

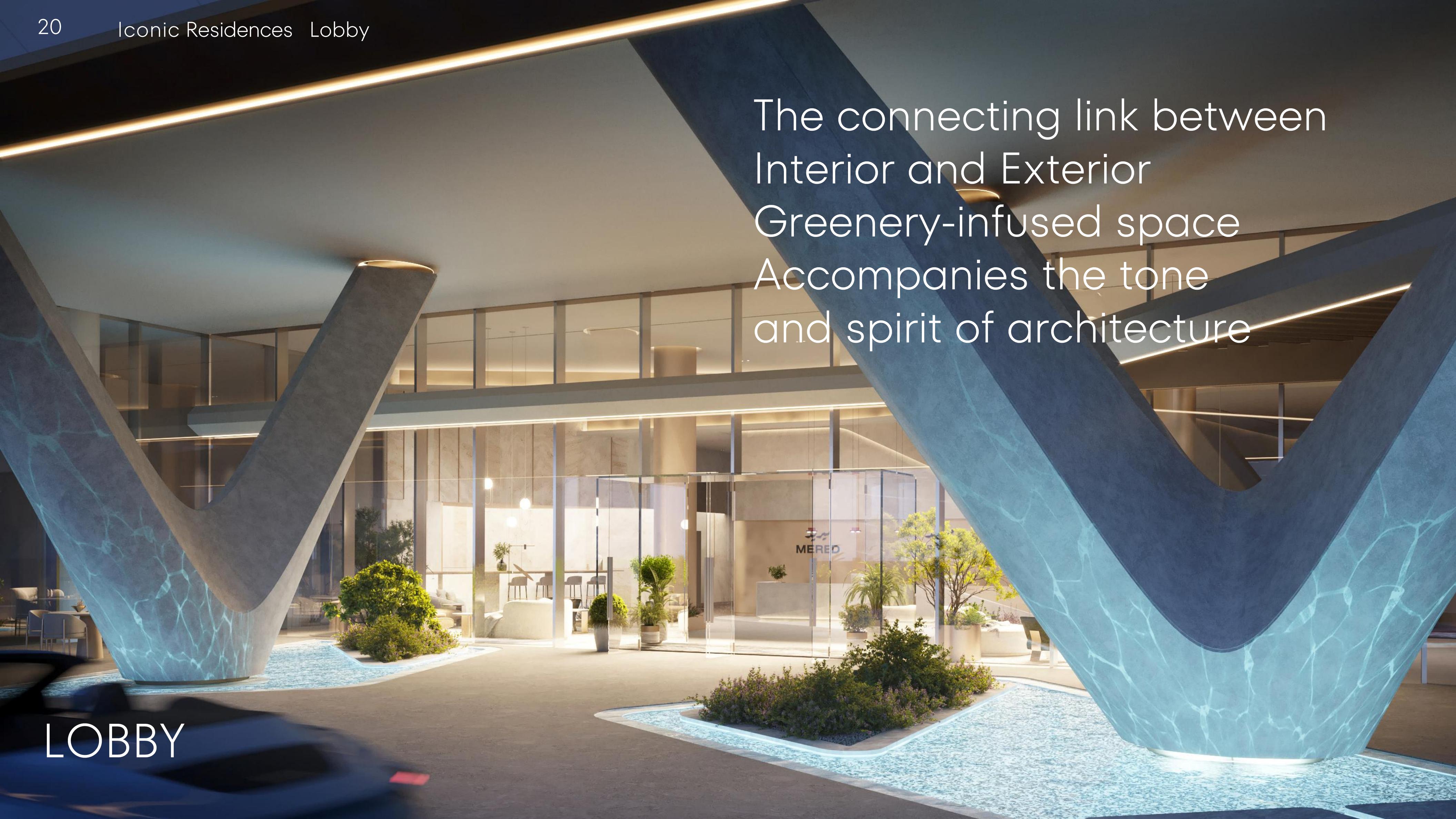
The building is designed to provide its residents with spectacular seascape and landmark views.









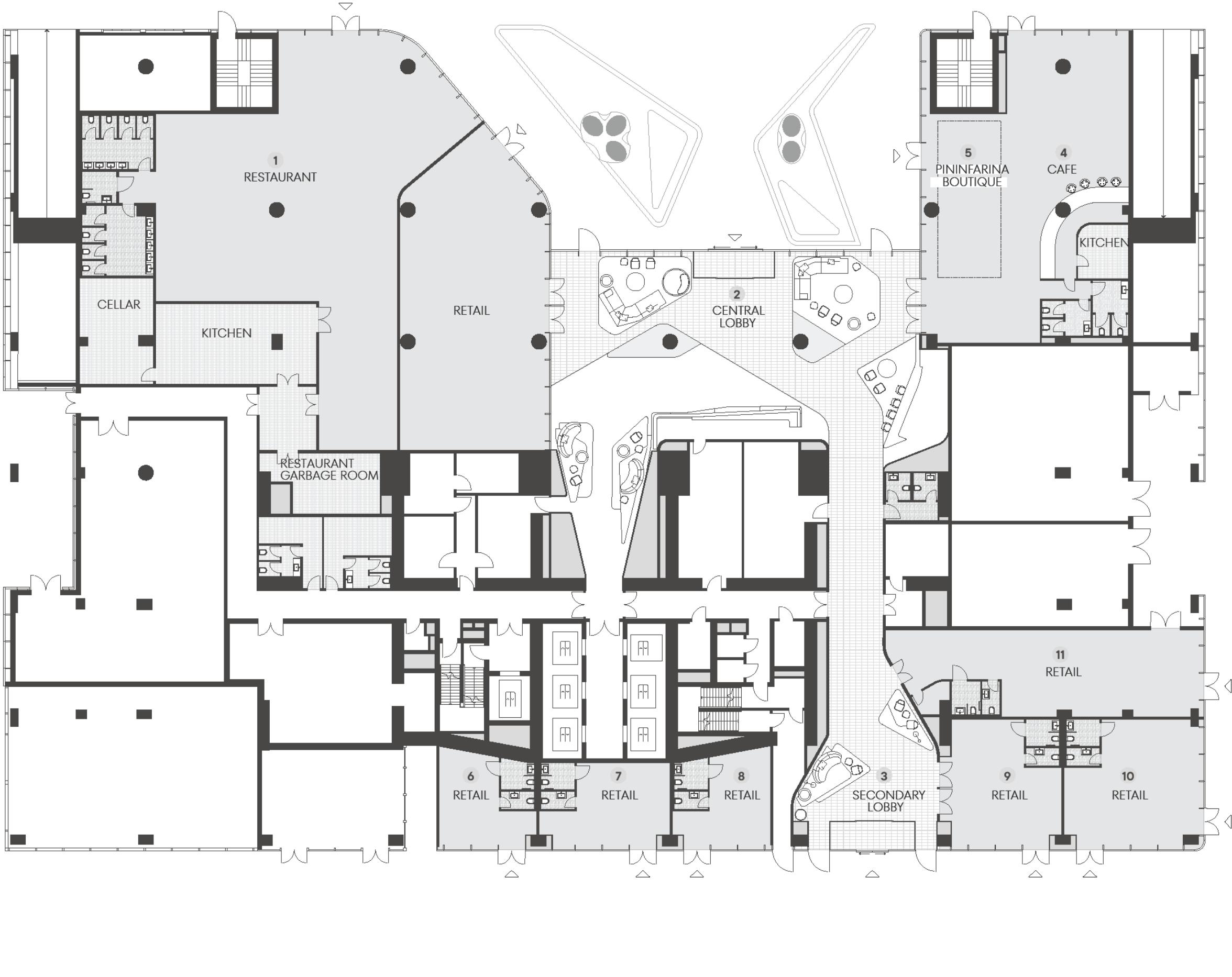
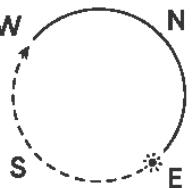


LOBBY

The connecting link between  
Interior and Exterior  
Greeneries-infused space  
Accompanies the tone  
and spirit of architecture

# LOBBY

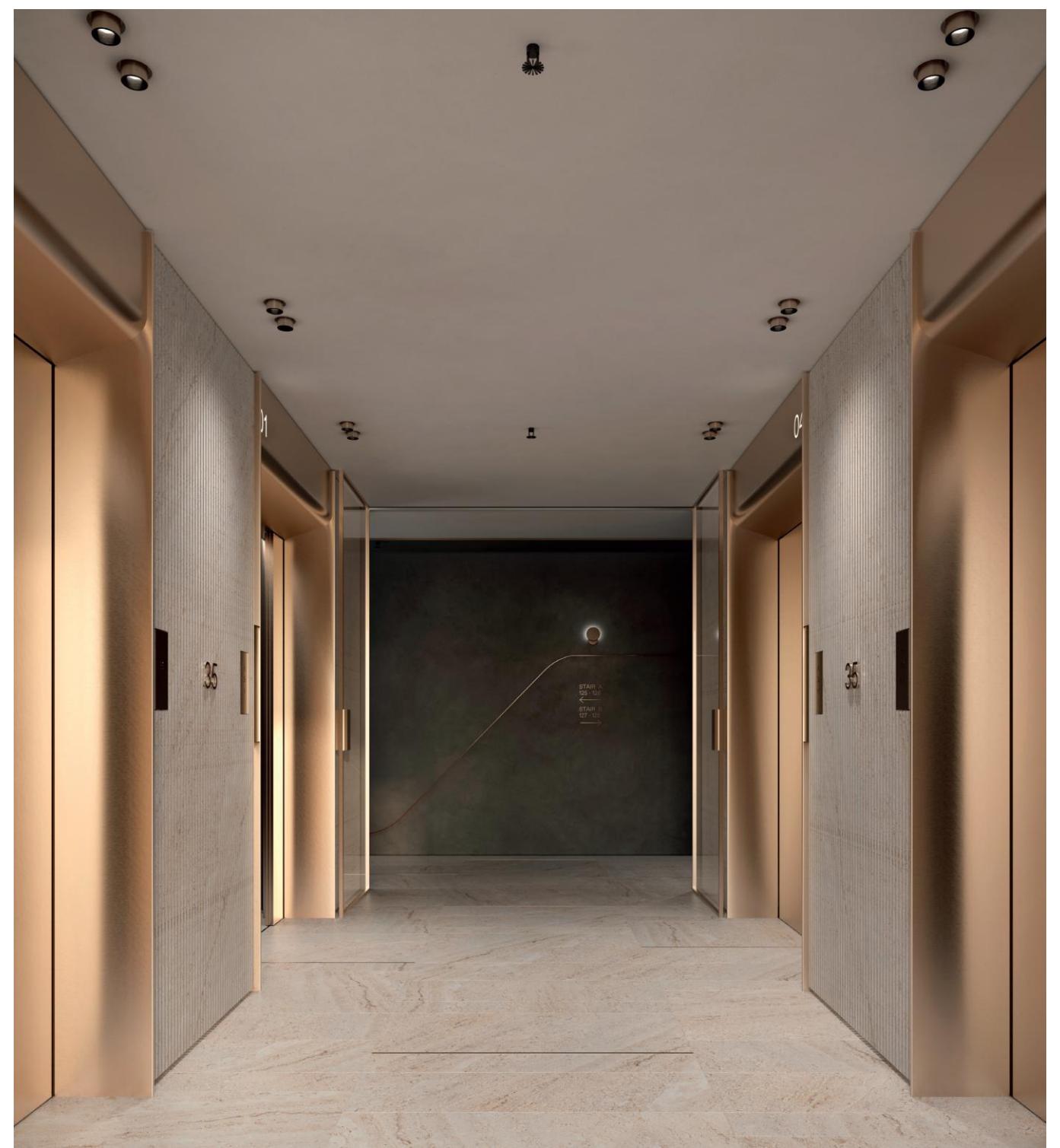
1. Restaurant
2. Central lobby
3. Second lobby
4. Café
5. Pininfarina boutique
- 6-11 Retail







DESIGN BY *pininfarina*



DESIGN BY 

Parking for 423 cars  
Exclusive private parking  
boxes with A/C  
Charging stations for  
electric vehicles

PARKING



# A/C Boxes



# TECHNOLOGIES FOR ELEVATED LIFE QUALITY

## ■ WATER PURIFICATION

Anti-bacterial and disinfection systems ensure clean and safe water.

## ■ DRINKING WATER

An extra filter, R.O. PLANT, is included in the kitchen to make water drinkable.

## ■ MULTI-STAGE AIR FILTRATION

Provides a healthier living environment by removing pollutants and allergens from the air, preventing dust, and meeting medical norms in hospitals.

## ■ ENHANCED SOUNDPROOFING

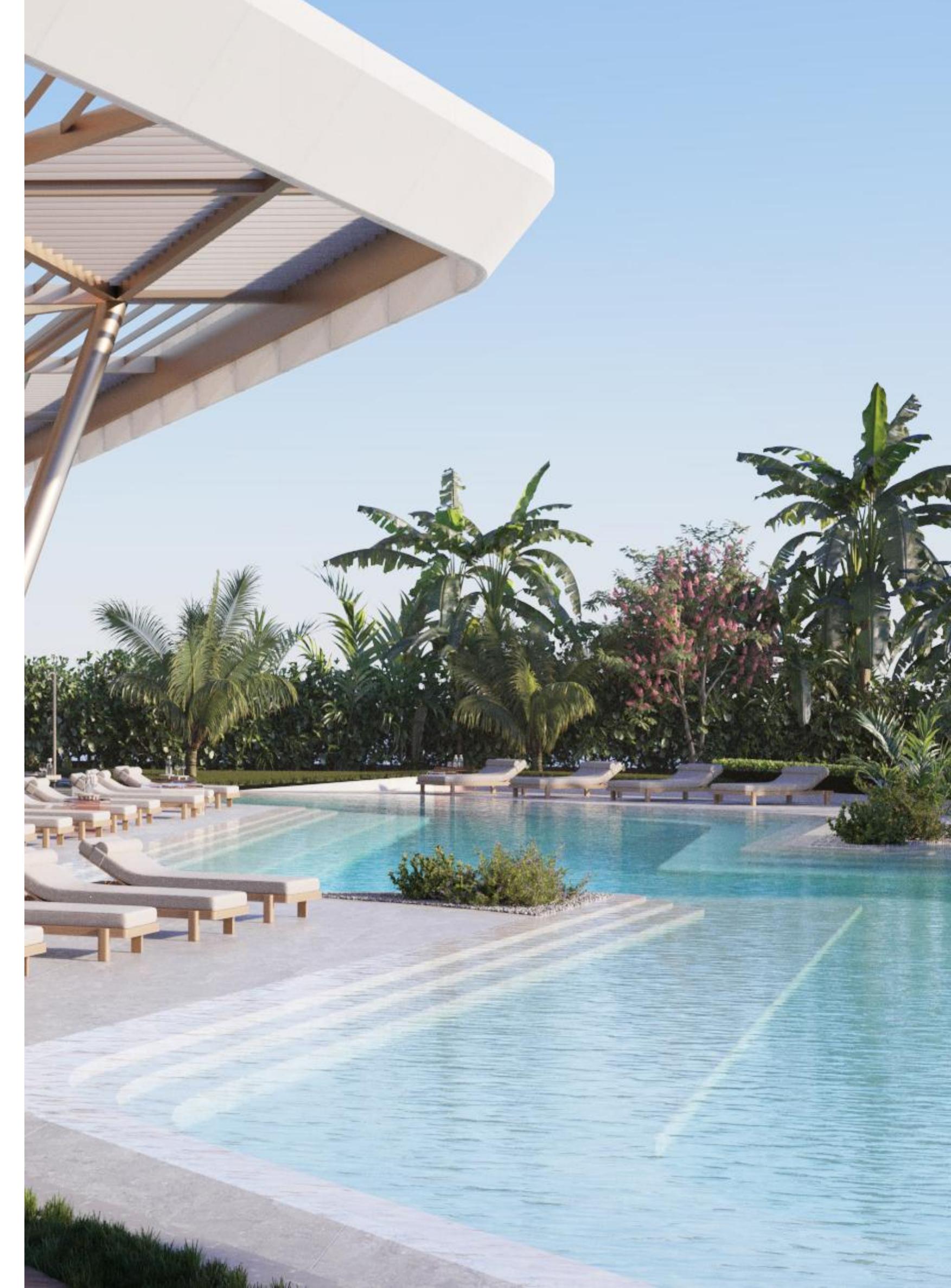
Significantly reduces noise pollution with acoustic glass & glazing system, additional acoustic layers in inter-apartment spaces.

## ■ HEATED BATHROOM FLOORS

An advanced solution for premium interiors. Heated floors in the bathrooms ensure dryness and luxurious comfort.

## ■ WATER INSULATION

Advanced roof waterproofing systems, façade systems, exterior cladding systems, water evacuation glazing, comprehensive drainage systems from roof to basement providing superior weather protection.



## OASIS AMENITIES

Kids Play Area & Pool  
Main Pool & Bar  
Private Lounge & Dining Room  
Yoga Practice Areas & Equipped Gym  
Private Cinema

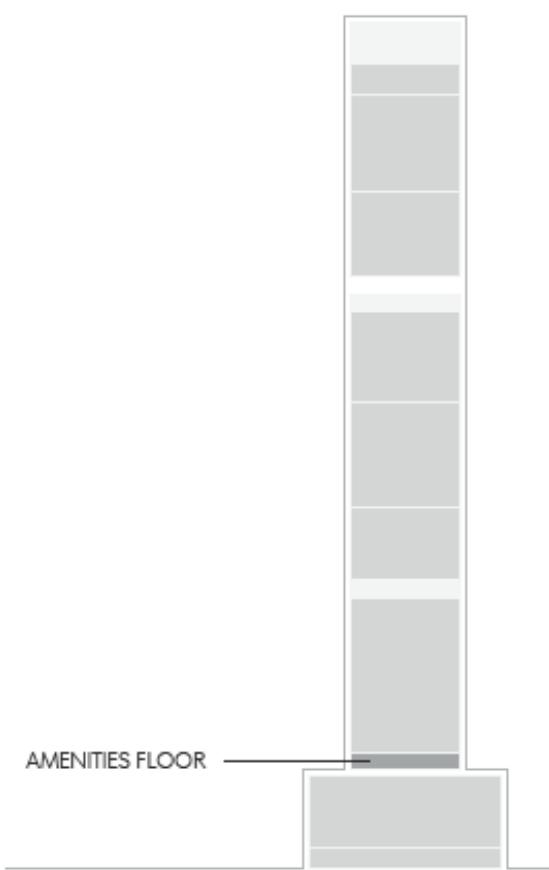
## SKY AMENITIES

Infinity Pool Overlooking The Sea  
Lounge Bar & Outdoor Terraces  
Jacuzzi, Sauna & Steam Baths



# OASIS AMENITIES

1. Cinema room
2. Kids play area
3. Dining room / Outdoor BB
4. Reception & Lounge
5. Equipped gym
6. Yoga practice studio











DESIGN BY *pininfarina*





Design Feature  
#002

Ceilings in yoga spaces allows to hide hammock mounts for the fly yoga classes



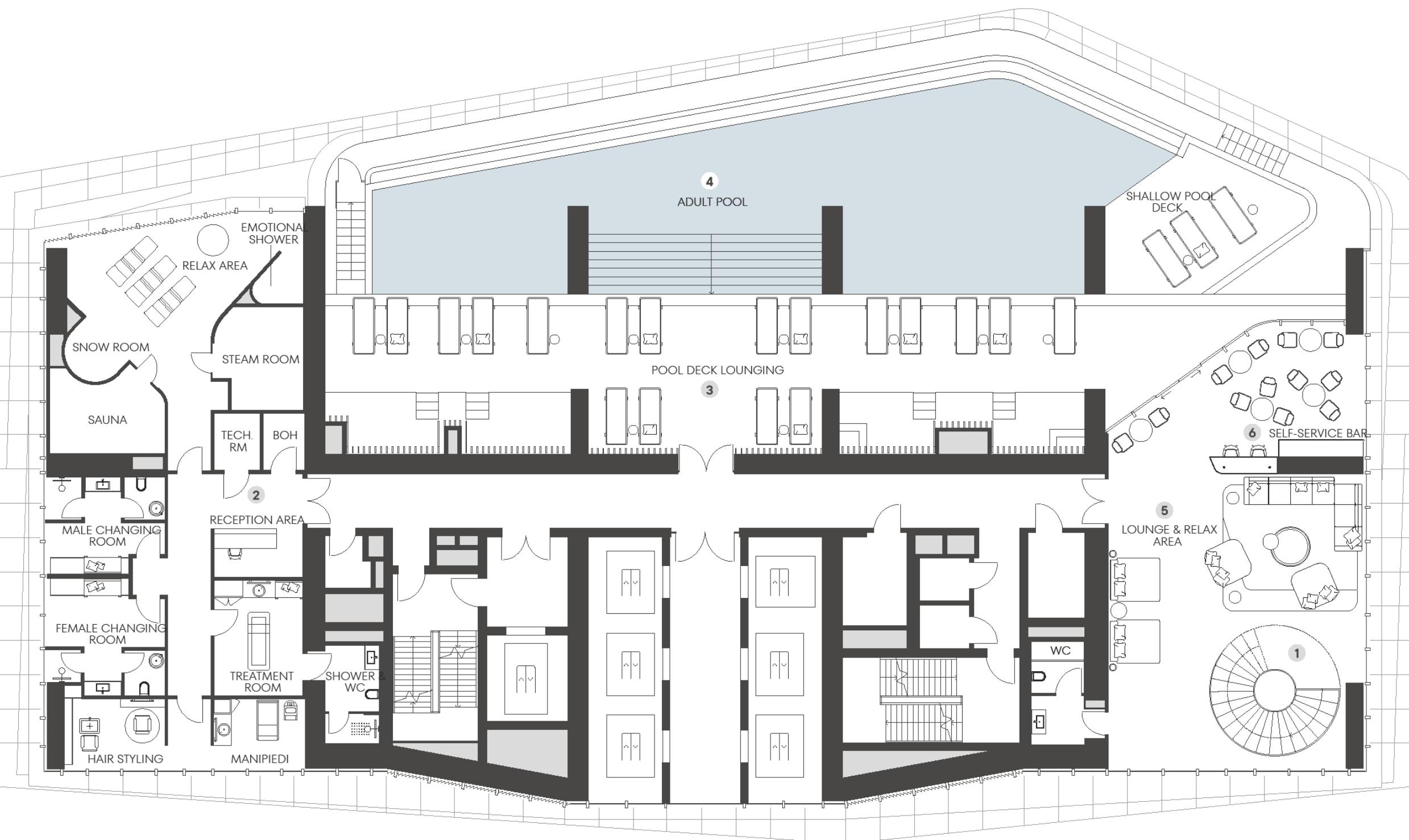
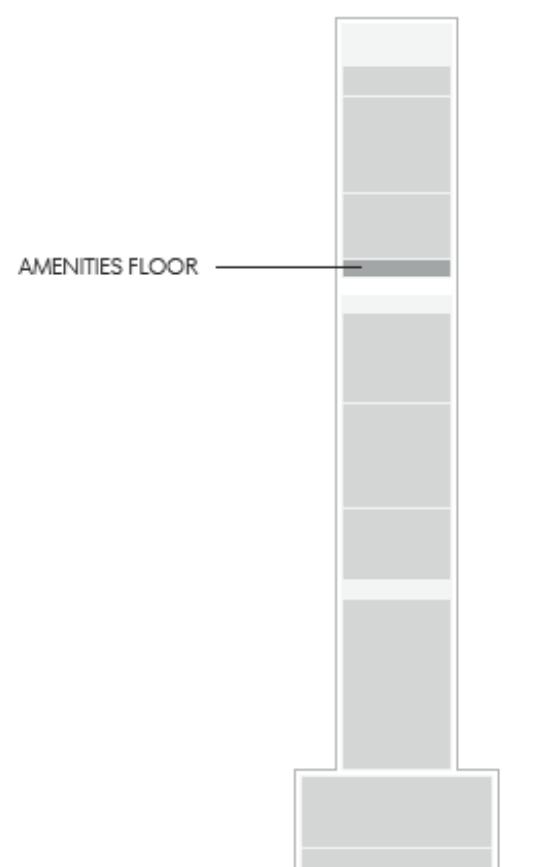
DESIGN BY *pininfarina*



DESIGN BY *pininfarina*

# SKY AMENITIES

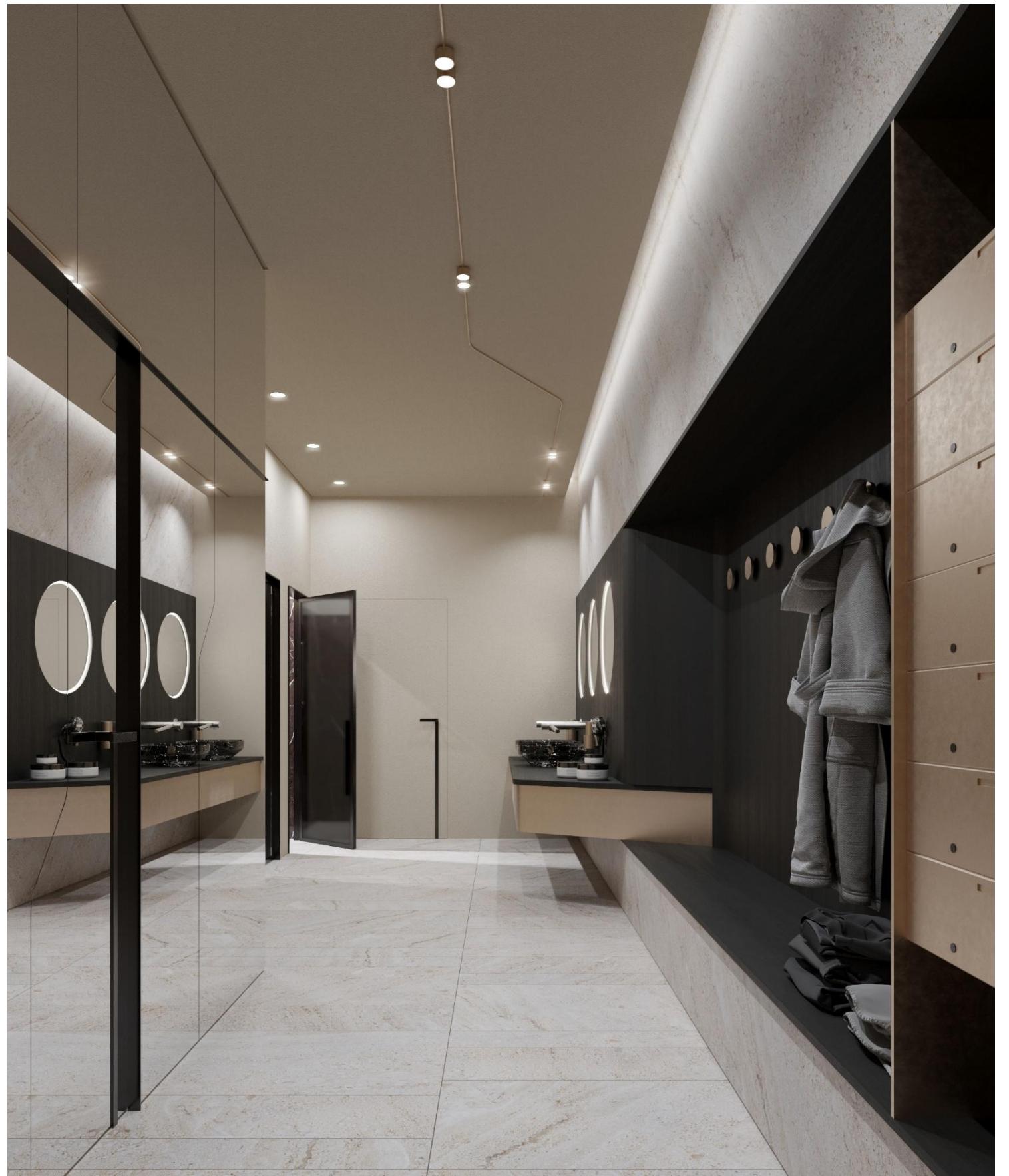
1. Entrance
2. Spa
3. Pool deck lounge
4. Infinity pool
5. Lounge & relax area
6. Lounge bar











DESIGN BY *pininfarina*

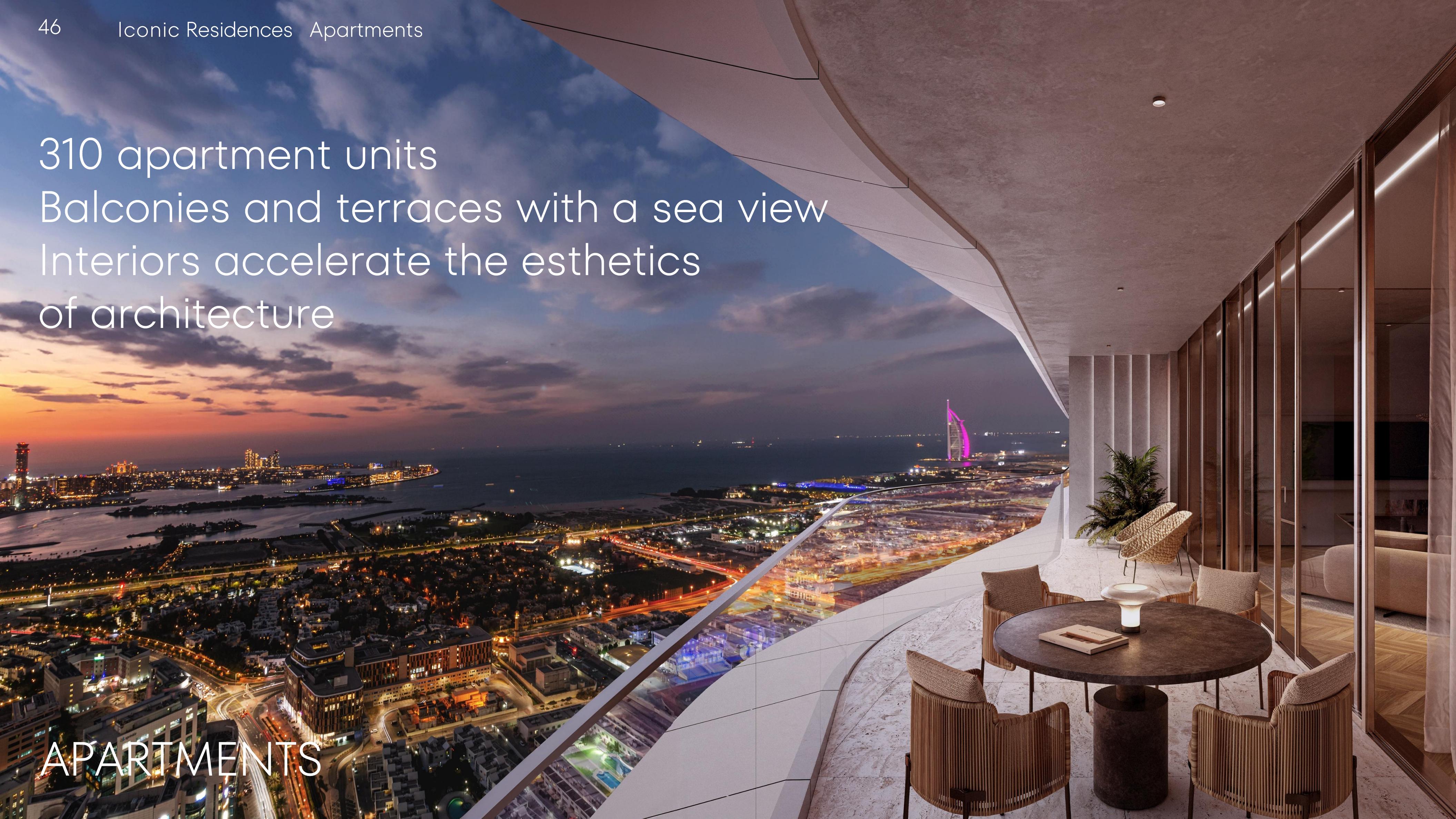




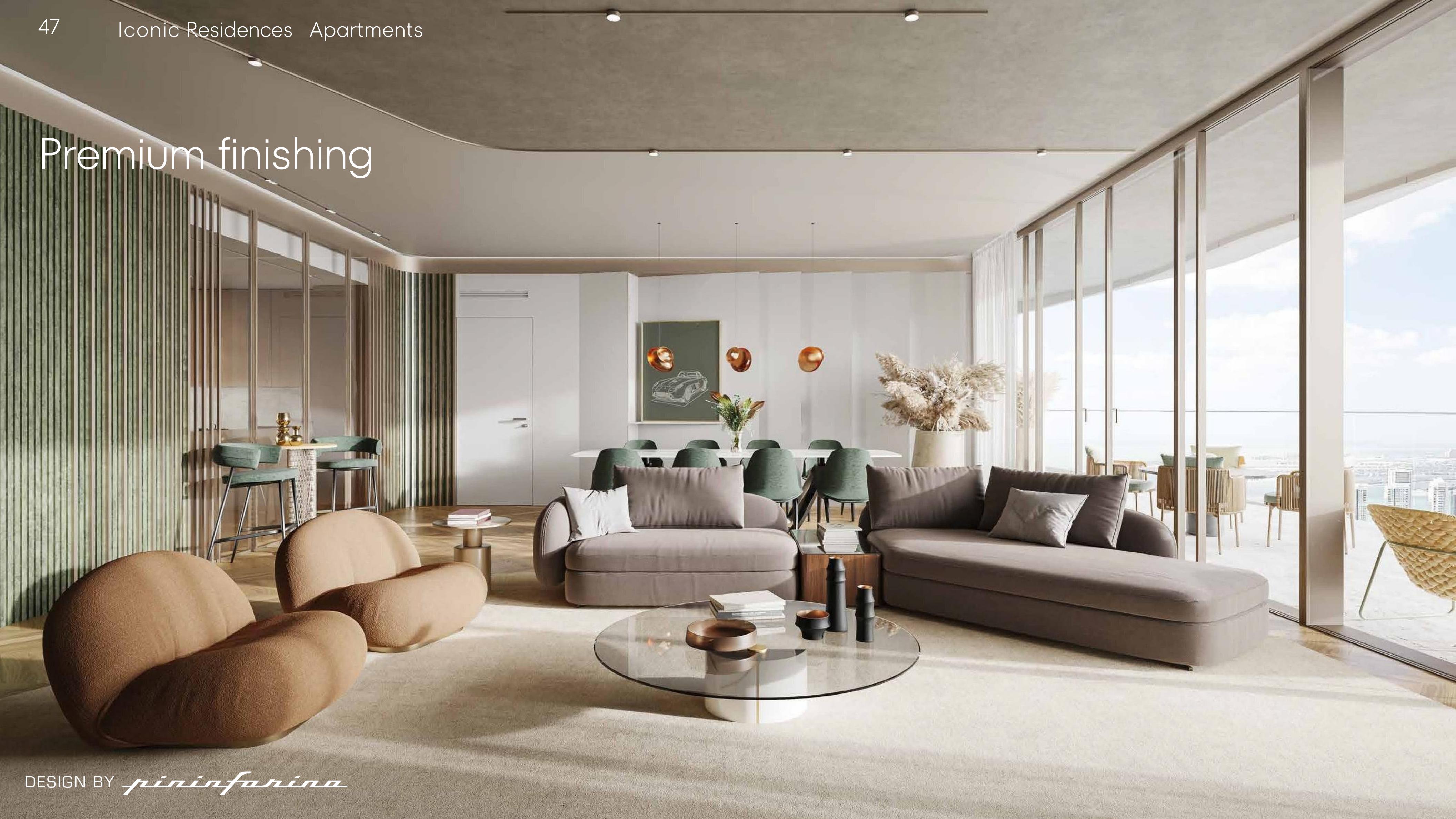
DESIGN BY *pininfarina*

310 apartment units  
Balconies and terraces with a sea view  
Interiors accelerate the esthetics  
of architecture

APARTMENTS



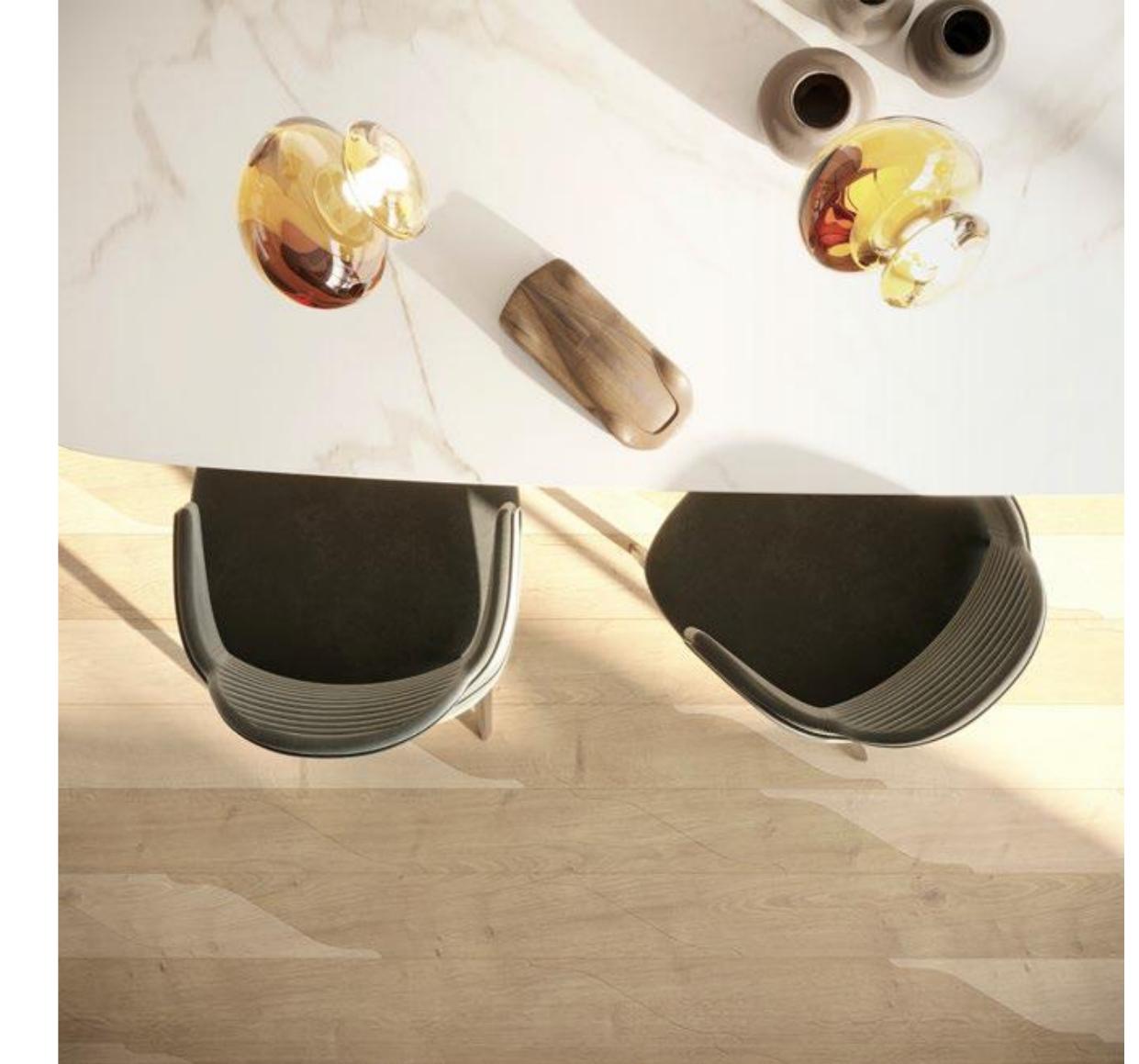
# Premium finishing





DESIGN BY 





DESIGN BY *pininfarina*



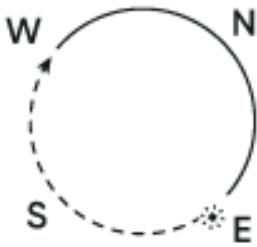




## FULLY FURNISHED BY PININFARINA

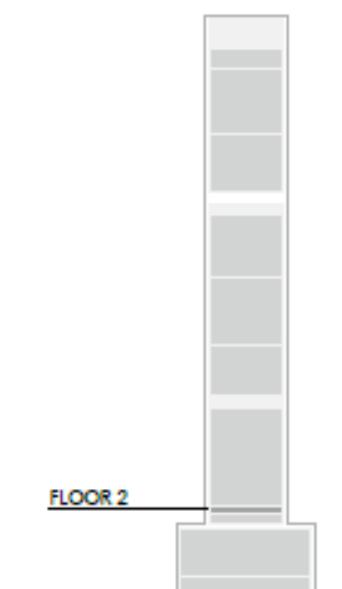
Style your apartment with furniture designed by Pininfarina and crafted by Reflex – luxury Italian furniture masters.



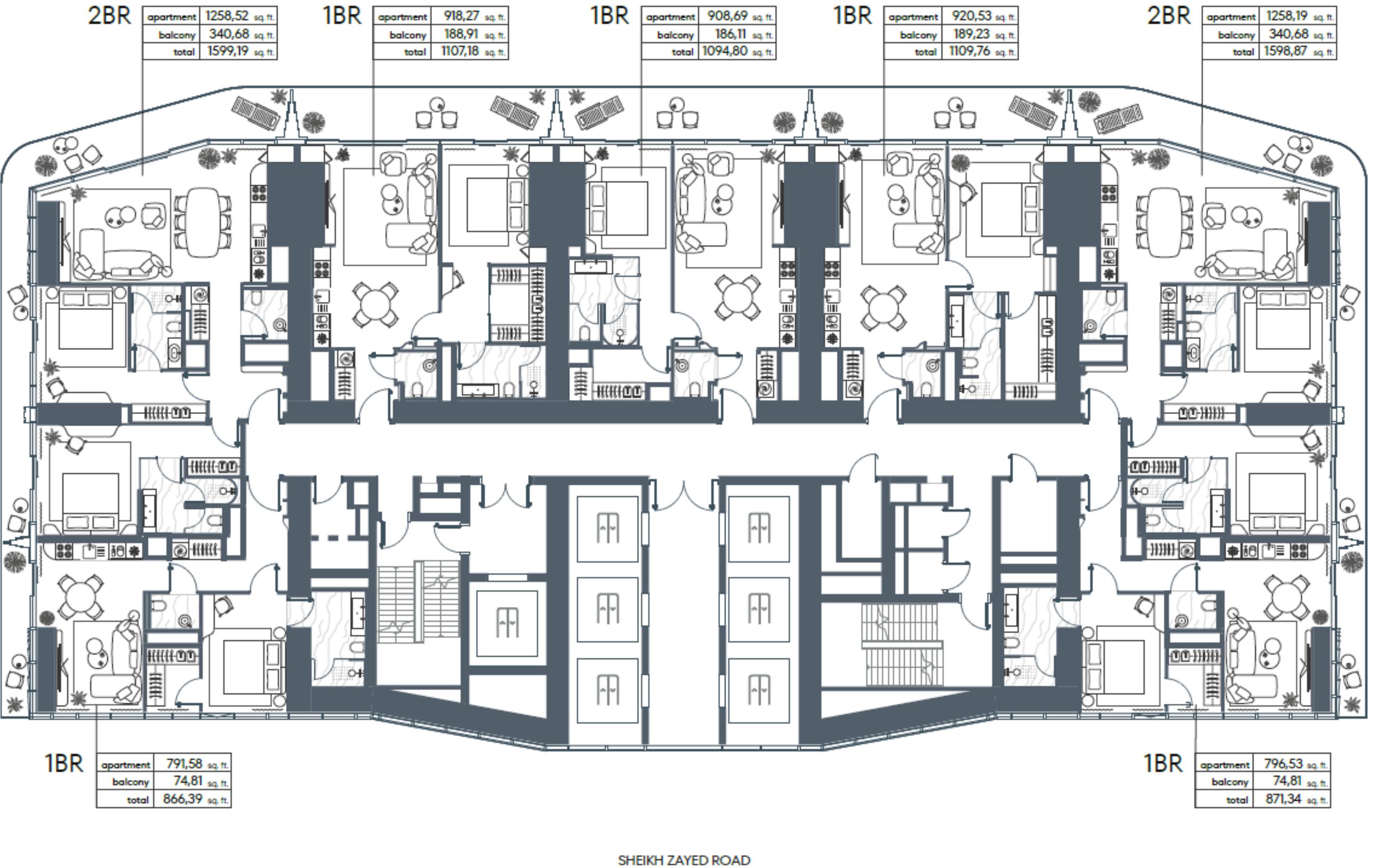


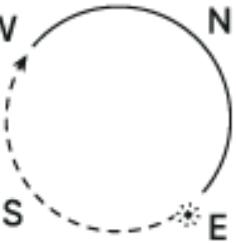
# RESIDENTIAL FLOORS

TIER 1 – TYPE A  
FLOOR 2



PALM JUMEIRAH & SEA VIEWS

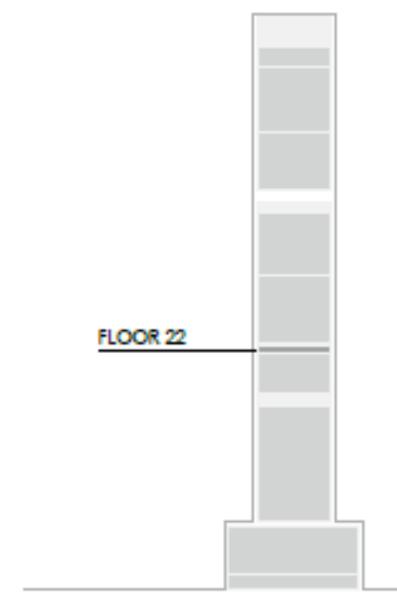




# RESIDENTIAL FLOORS

# TIER 2.1 – TYPE C

# FLOOR 22



PALM JUMEIRAH & SEA VIEWS

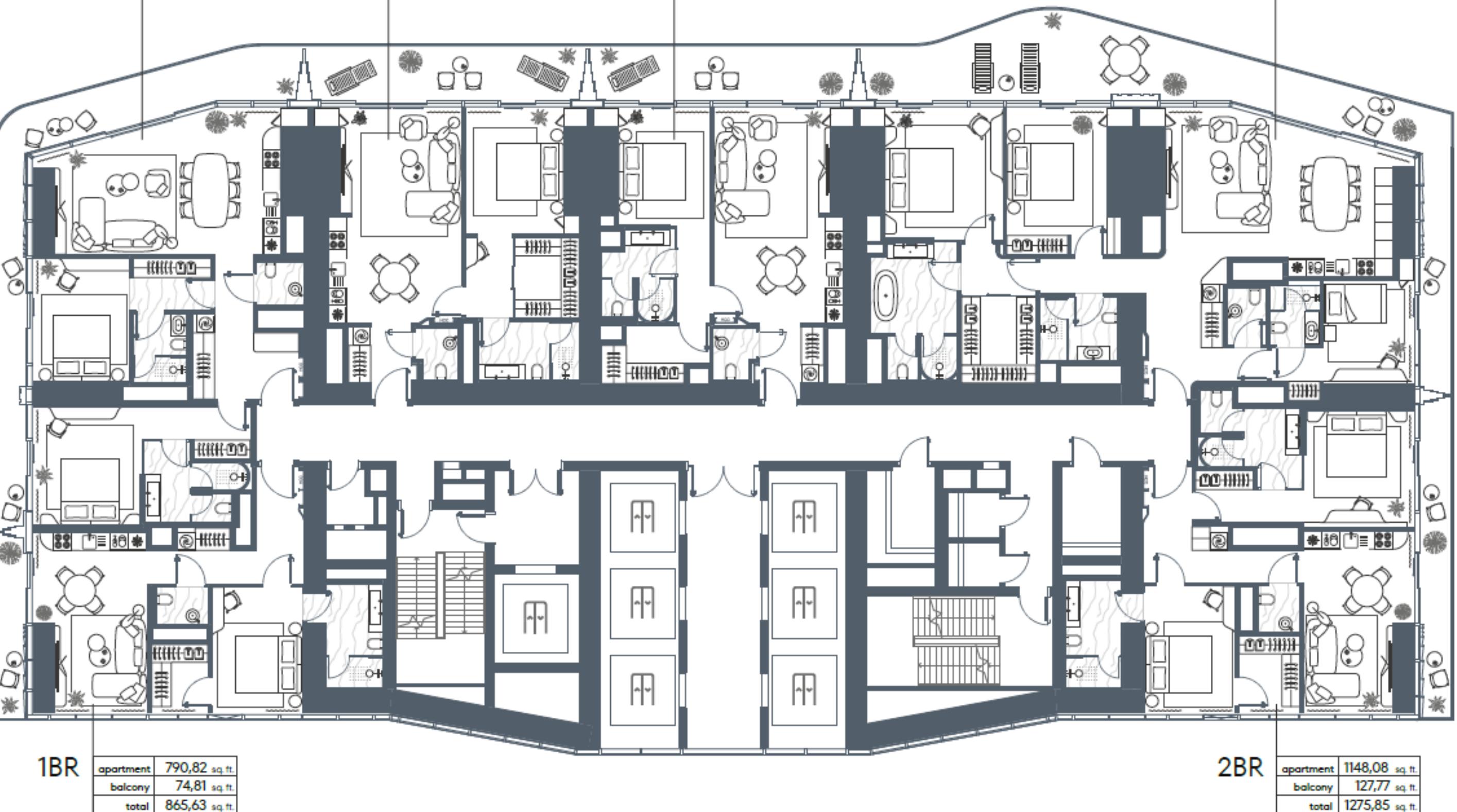
2BR	apartment	1251,95 sq. ft.
	balcony	340,68 sq. ft.
	total	1592,63 sq. ft.

<b>1BR</b>	<b>apartment</b>	<b>931,72</b>	<b>sq. ft.</b>
	<b>balcony</b>	<b>188,91</b>	<b>sq. ft.</b>
	<b>total</b>	<b>1120,63</b>	<b>sq. ft.</b>

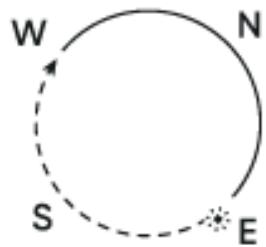
<b>1BR</b>	apartment	889,10
	balcony	184,17
	total	1073,27

<b>3BR</b>	<b>apartment</b>	<b>1825,02</b>	<b>sq. ft.</b>
	<b>balcony</b>	<b>550,68</b>	<b>sq. ft.</b>
	<b>total</b>	<b>2375,70</b>	<b>sq. ft.</b>

BABA MULJI & BEGUM ISKRA

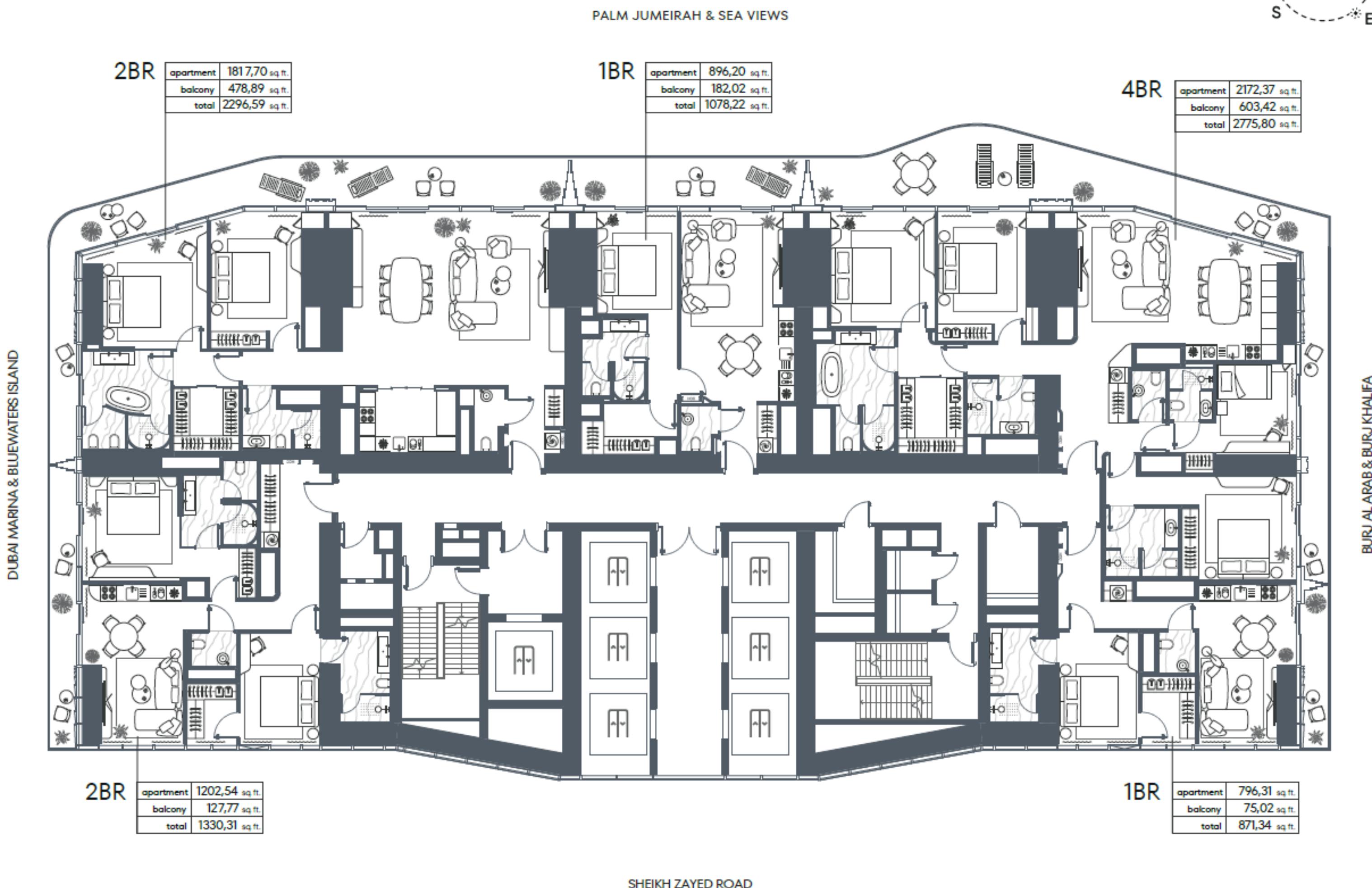
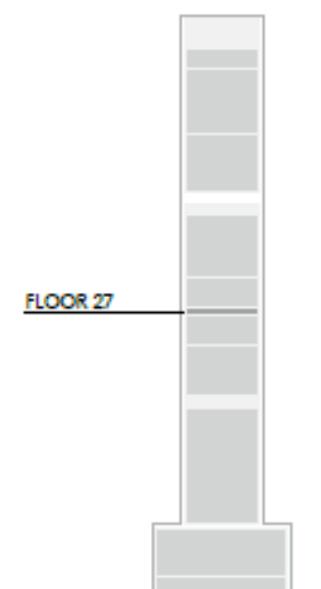


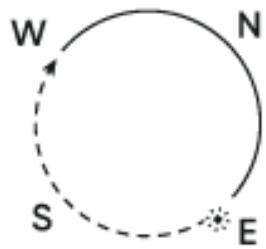
SHEIKH ZAYED ROAD



# RESIDENTIAL FLOORS

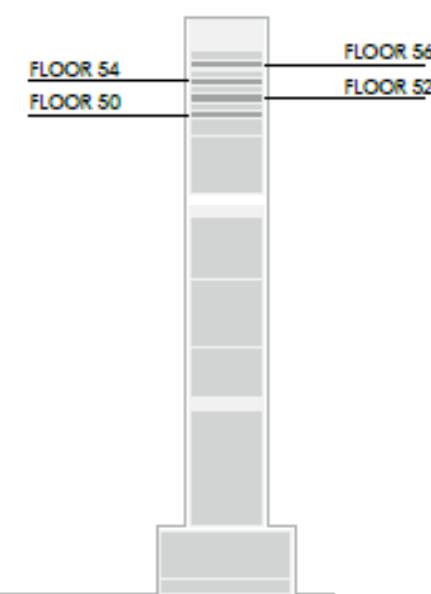
TIER 2.2 – TYPE C  
FLOOR 27





# RESIDENTIAL FLOORS

TIER 3.2 – TYPE B  
FLOOR 50, 52, 54, 56



DUBAI MARINA &amp; BLUEWATERS ISLAND

PALM JUMEIRAH &amp; SEA VIEWS

SHEIKH ZAYED ROAD

2BR

apartment	1264,76 sq.ft.
balcony	347,57 sq.ft.
total	1612,33 sq.ft.

2BR

apartment	1386,39 sq.ft.
balcony	345,41 sq.ft.
total	1731,81 sq.ft.

2BR

apartment	1370,14 sq.ft.
balcony	282,23 sq.ft.
total	1652,37 sq.ft.

1BR

apartment	792,22 sq.ft.
balcony	76,42 sq.ft.
total	868,65 sq.ft.

4BR

apartment	2114,03 sq.ft.
balcony	415,38 sq.ft.
total	2529,41 sq.ft.

BURJ AL ARAB &amp; BURJ KHALIFA

# PAYMENT PLAN

Percent (%)	Paying date
5%	Booking Deposit
20%	SPA Agreement date
5%	Within 6 month Agreement date
5%	Within 12 month Agreement date
5%	Within 18 month Agreement date
5%	Within 24 month Agreement date
5%	Within 30 month Agreement date
50%	Handover

# THE PURCHASE PROCESS

5%                  20% SPA  
 Booking fee        +        OQOOD registration  
                     4% DLD





Since 1930, Pininfarina has had a global reputation as the Italian icon of style, recognized for its exceptional ability to create timeless masterpieces. Today's activities encompass car design, architecture and lifestyle product design as well as engineering services and niche production of exclusive high-quality cars.



Mirage is a highly-experienced international development management and multi-disciplinary consultant. Over its 25 years of operation, the company has successfully completed more than 100 projects worldwide, with a total area exceeding 6.4 million square meters and a combined value of \$14 billion.



HBA - a world-renowned interior design firm specializing in luxury hospitality, residential, and commercial projects. With over 50 years of experience, HBA has established itself as a leader in the industry, known for its innovative and transformative designs that elevate spaces into immersive experiences.



Dutch Foundation - Dutch Foundation & Concrete Processing Co. LLC was established in the UAE in 2000. The company specializes in all areas of civil and foundation works, including marine works, micro-tunnelling (NDCR), ground improvement, soil stability, dewatering, shoring, piling, and large-scale excavation works.



Sera Group, a family-owned corporation with over three decades of expertise, has leveraged profound engineering knowledge and competence to design and build structures that shape the future. As one of the leading contractors and investors in Turkey, the Middle East, and Eastern Europe, Sera Group redefines standards in airport construction, tourism, education, healthcare, and urban living complexes.



Currie & Brown is a global leader in project management, cost management, and advisory services, operating across the Middle East, Americas, Asia Pacific, Europe, and India. With a focus on navigating volatility and unpredictability, the company provides the certainty needed to create better, more sustainable built environments.



Omnium – An independent Chartered Quantity Surveying, Cost and Project Management Consultancy practice, Omnim's partnership and communication focused approach has developed exceptional client relationships and, from the Middle East to the UK and Europe, our strong values run throughout our business.



A hospitality asset management and advisory company with a portfolio of over 6,000 keys. It brings together the expertise of governments, investors, owners, and operators. Over the past 10 years, it has helped transform the emirate into a leading tourist destination and now implements similar projects worldwide.



MERED

For people

*for life*