

DEVELOPED & BROUGHT TO YOU BY

IRTH

HQ
— by —
ROVE
MARASI BAY

WORK LOOKS DIFFERENT HERE

WELCOME TO THE OFFICE YOU ACTUALLY WANT TO SHOW UP FOR

HQ by Rove was born out of a question:
what if the office could feel alive again?

Now, the first ever hospitality-branded
office building in Dubai is here to answer it.

Starting in Marasi Bay.



Living rooms became boardrooms,
kitchens became creative hubs.

But as the world returned, the office
didn't keep up.

HQ by Rove is the answer - an office
with a living touch.



WELCOME TO HQ

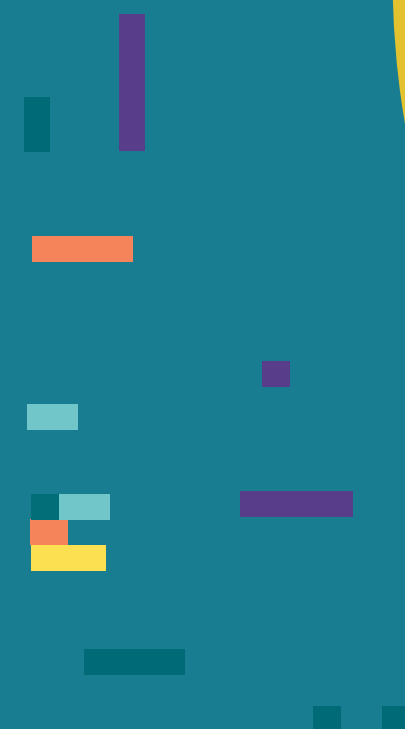


MORE THAN AN OFFICE,
A LIFESTYLE.



ABOUT ROVE

Rove Hotels, a joint venture between **Emaar Properties PJSC** and **Dubai Holding**, is reimagining the boundaries between hospitality, living and working. Its integrated ecosystem brings together the vibrant energy and fuss-free service of **Rove Hotels**, the comfort and convenience of **Rove Home** residences, and the innovative flexibility of **HQ by Rove** workspaces - all while guests enjoy the Rove experience of thoughtful design, genuine hospitality and a strong sense of community.



R O V E
HOTELS

HQ
by
ROVE

R O V E
HOME



IRTH

Founded under the legacy of the renowned Alshamsi family, IRTH Group is a new-generation real estate platform based on the philosophy of value creation, innovation and building world-class living experiences. With trust, strength, and agility at its core, IRTH is shaping the future of real estate through bold developments, strategic partnerships, and a blend of legacy with forward-thinking ambition.



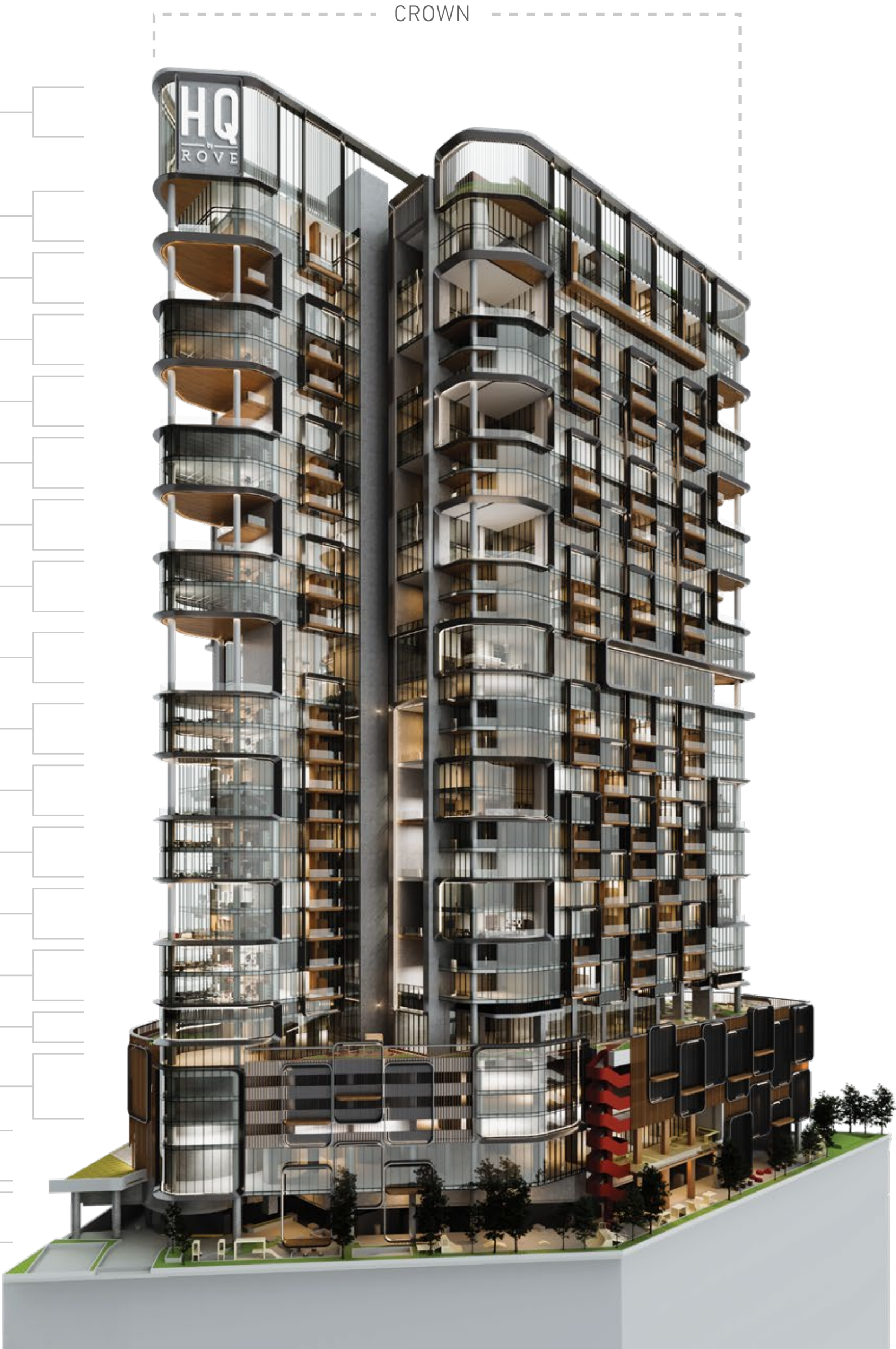
HQ IS NOT JUST A WORKPLACE,
IT'S A DESTINATION.



BUILDING OVERVIEW

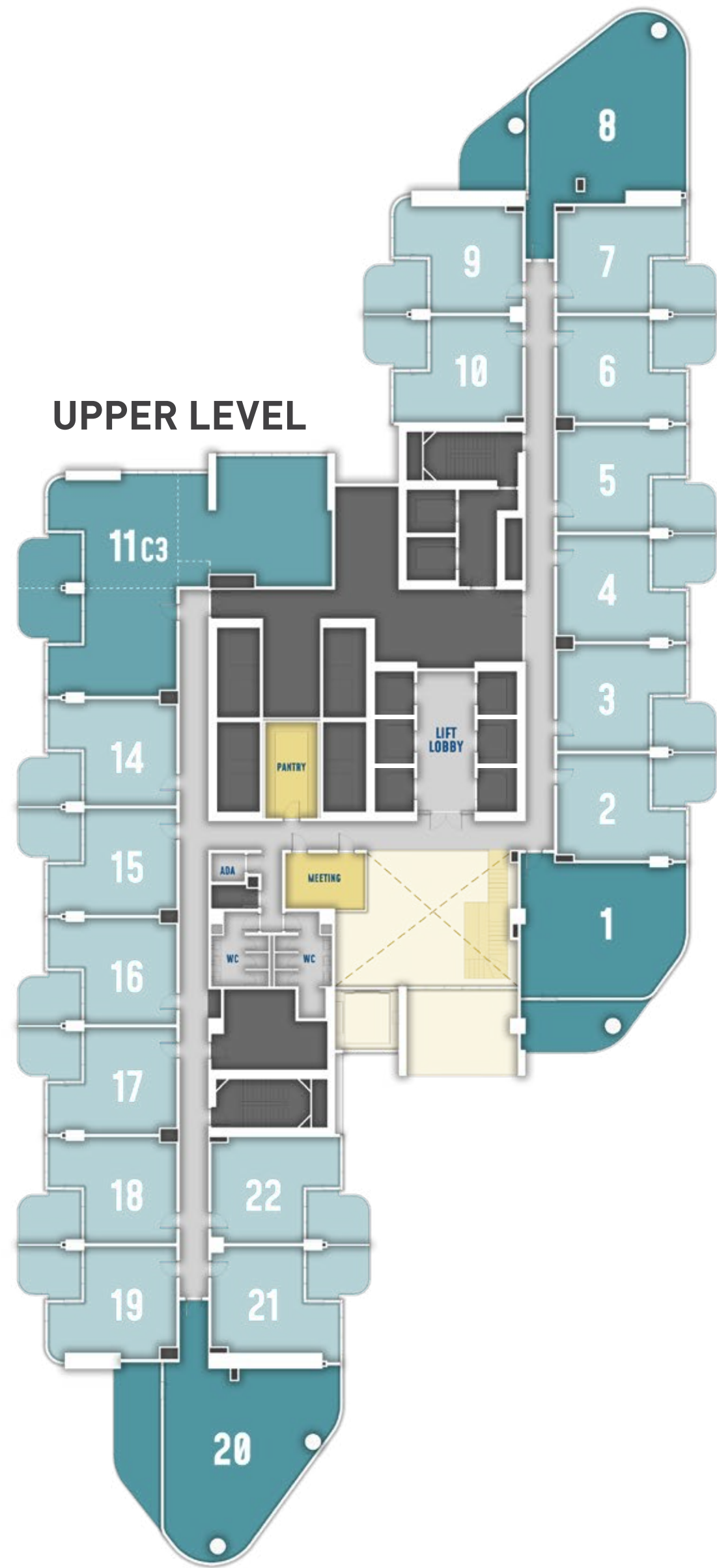
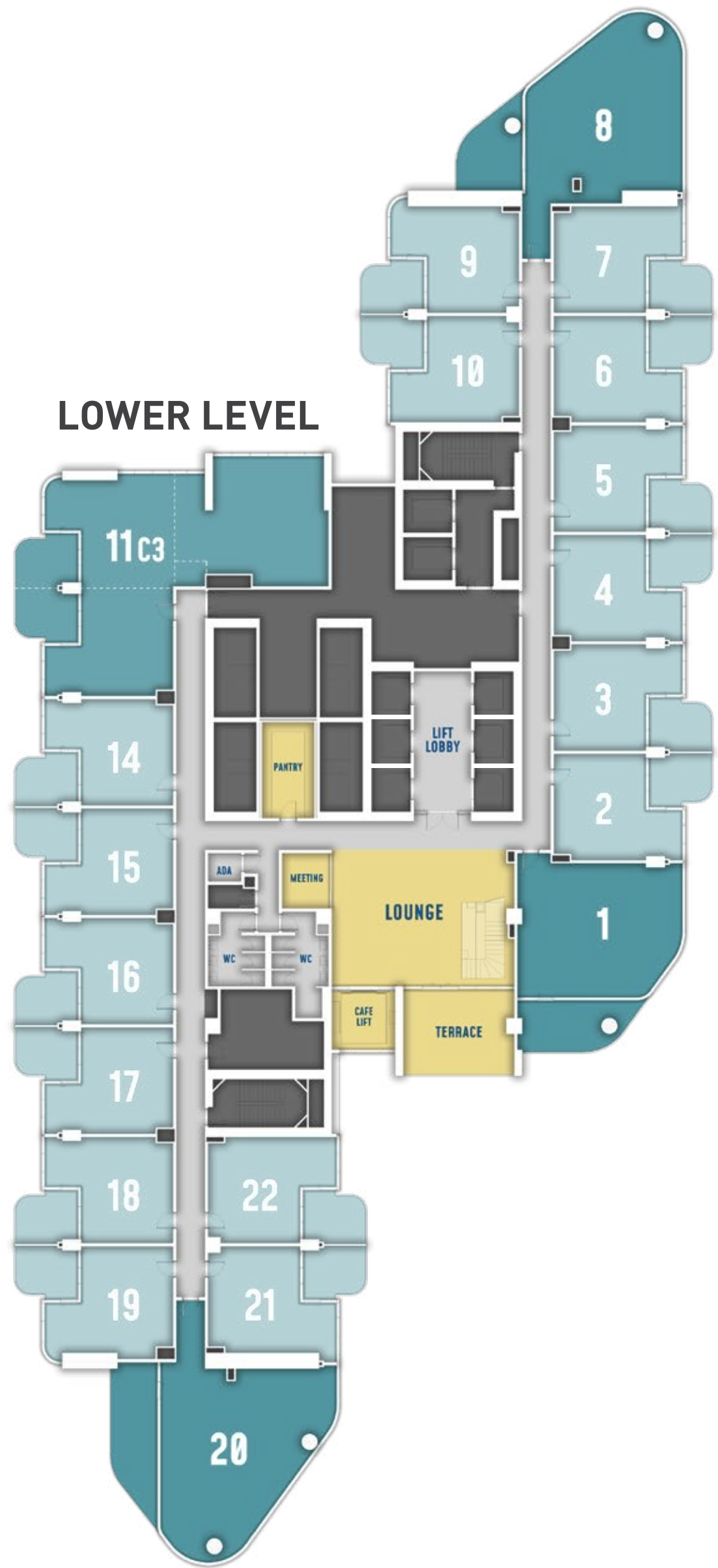
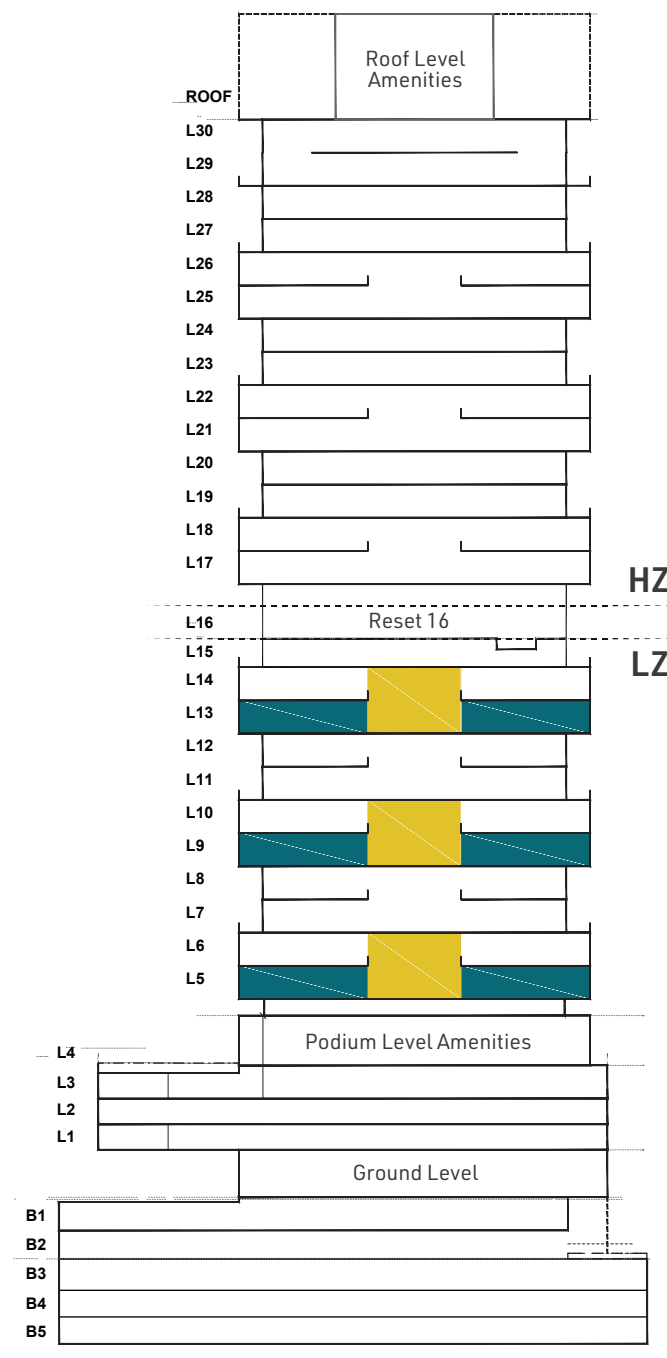


	ROOF LEVEL	
L29 & L30	PENTHOUSE LOFTS	
L27 & L28	SIMPLEX FULL FLOOR	
L25 & L26	MODULAR COLLECTION WITH SIMPLEX EDGES	
L23 & L24	SIMPLEX FULL FLOOR	
L21 & L22	MODULAR COLLECTION WITH SIMPLEX EDGES	
L19 & L20	SIMPLEX FULL FLOOR	
L17 & L18	MODULAR COLLECTION WITH SIMPLEX EDGES	
L16	RESET 16	
L13 & L14	MODULAR COLLECTION WITH SIMPLEX EDGES	
L11 & L12	MODULAR COLLECTION WITH LOFT EDGES	
L9 & L10	MODULAR COLLECTION WITH SIMPLEX EDGES	
L7 & L8	MODULAR COLLECTION WITH LOFT EDGES	
L5 & L6	MODULAR COLLECTION WITH SIMPLEX EDGES	
L4	PODIUM LEVEL	
L1, L2 & L3	PARKING LEVELS	
	GROUND LEVEL	
	ARCADE LEVEL	

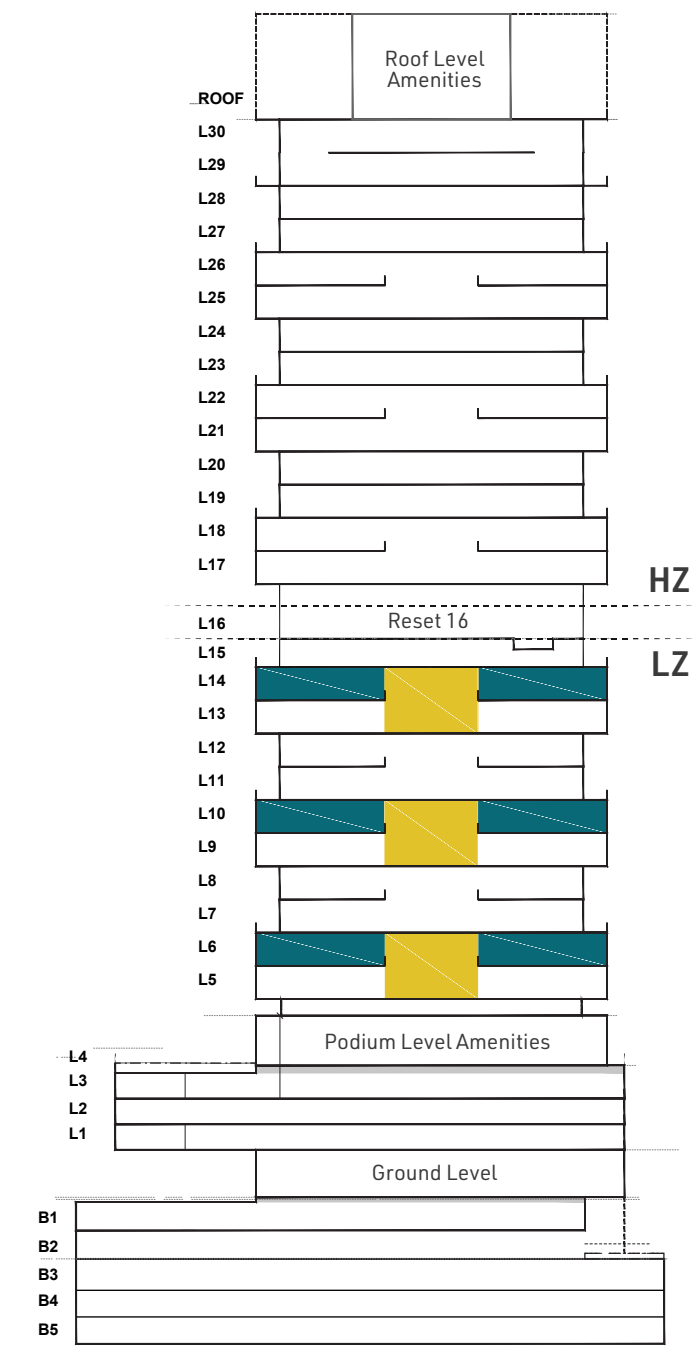


BASEMENT LEVELS

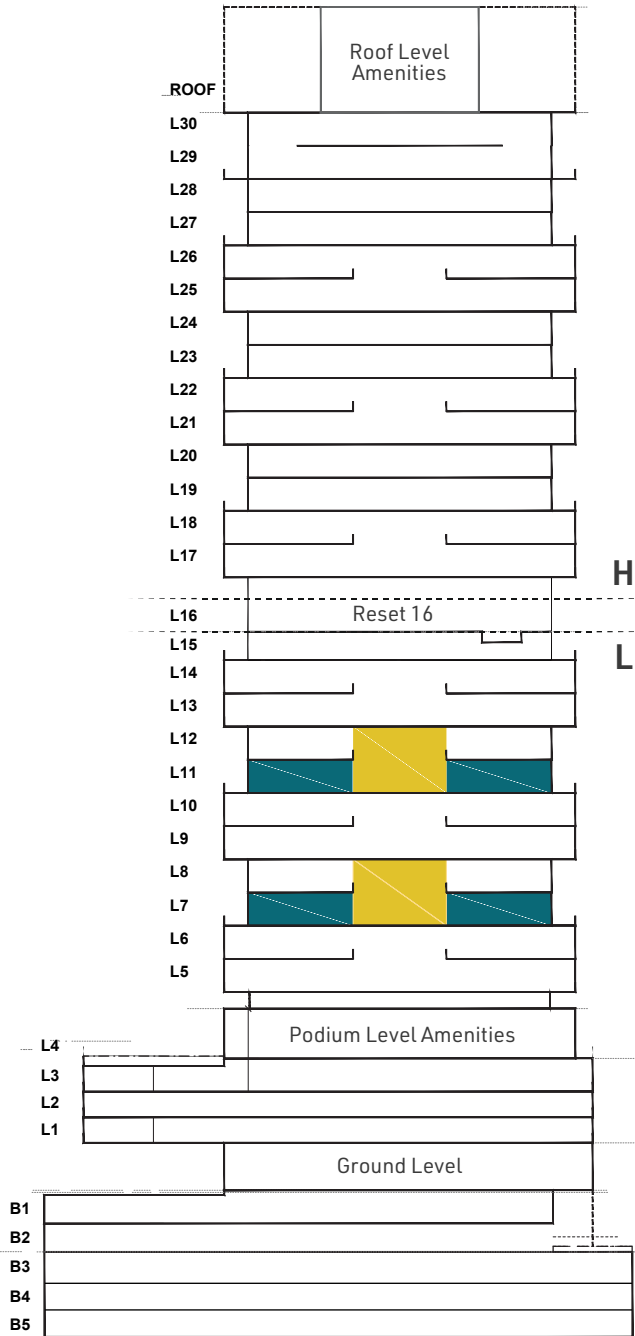
L05 - L09 - L13
MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



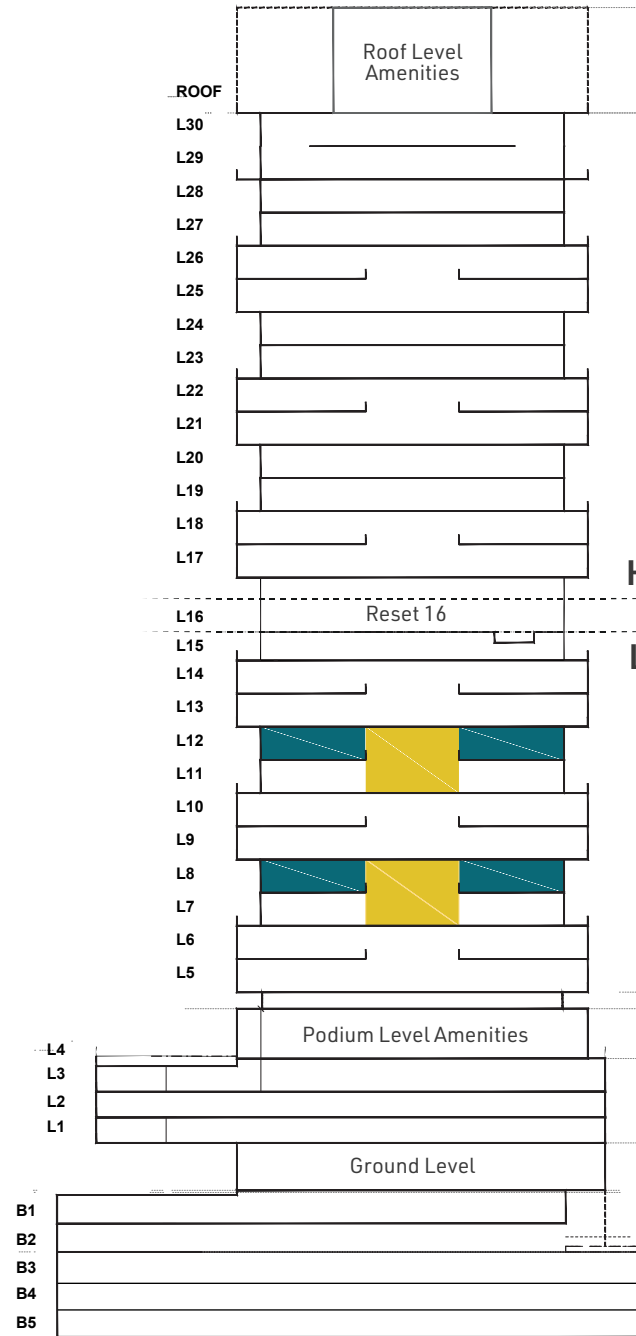
L06 - L10 - L14
MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



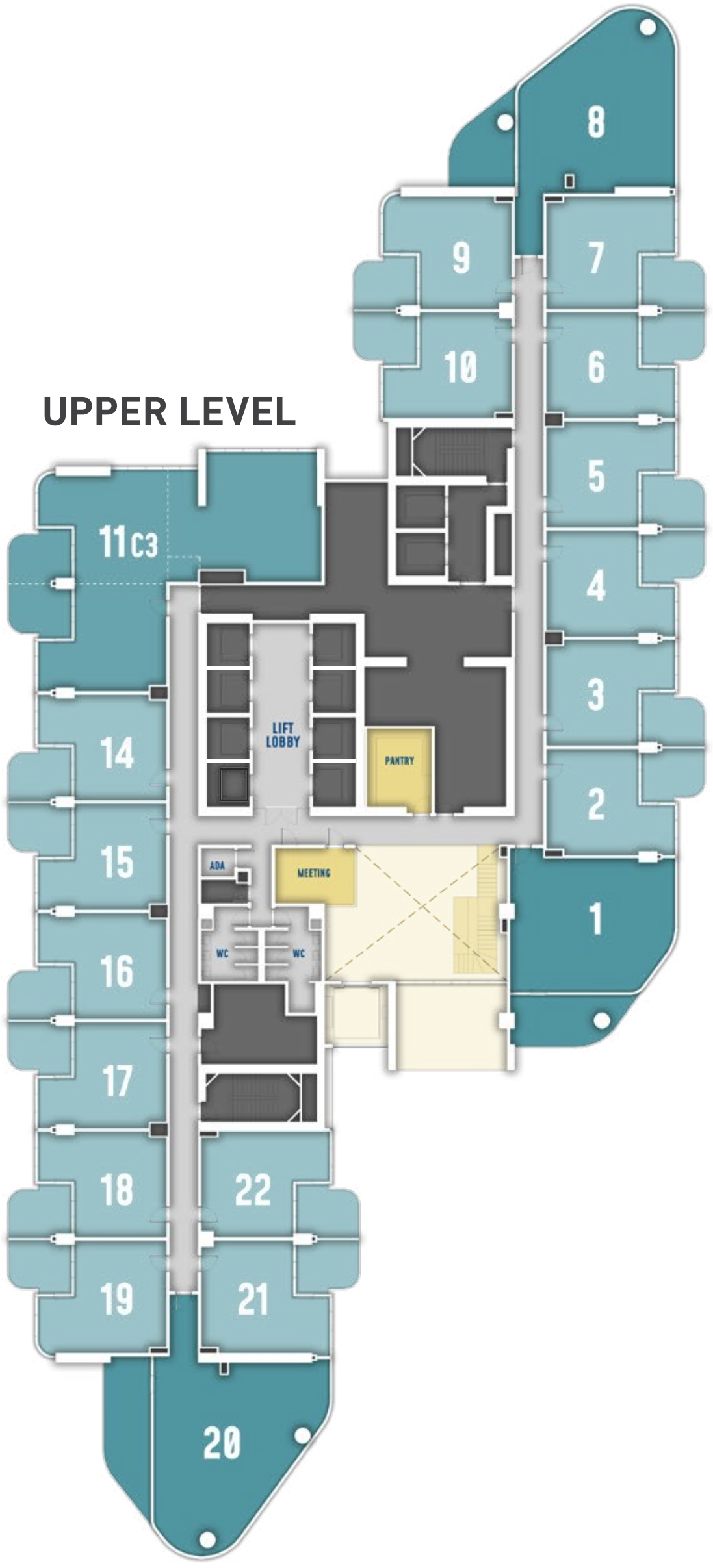
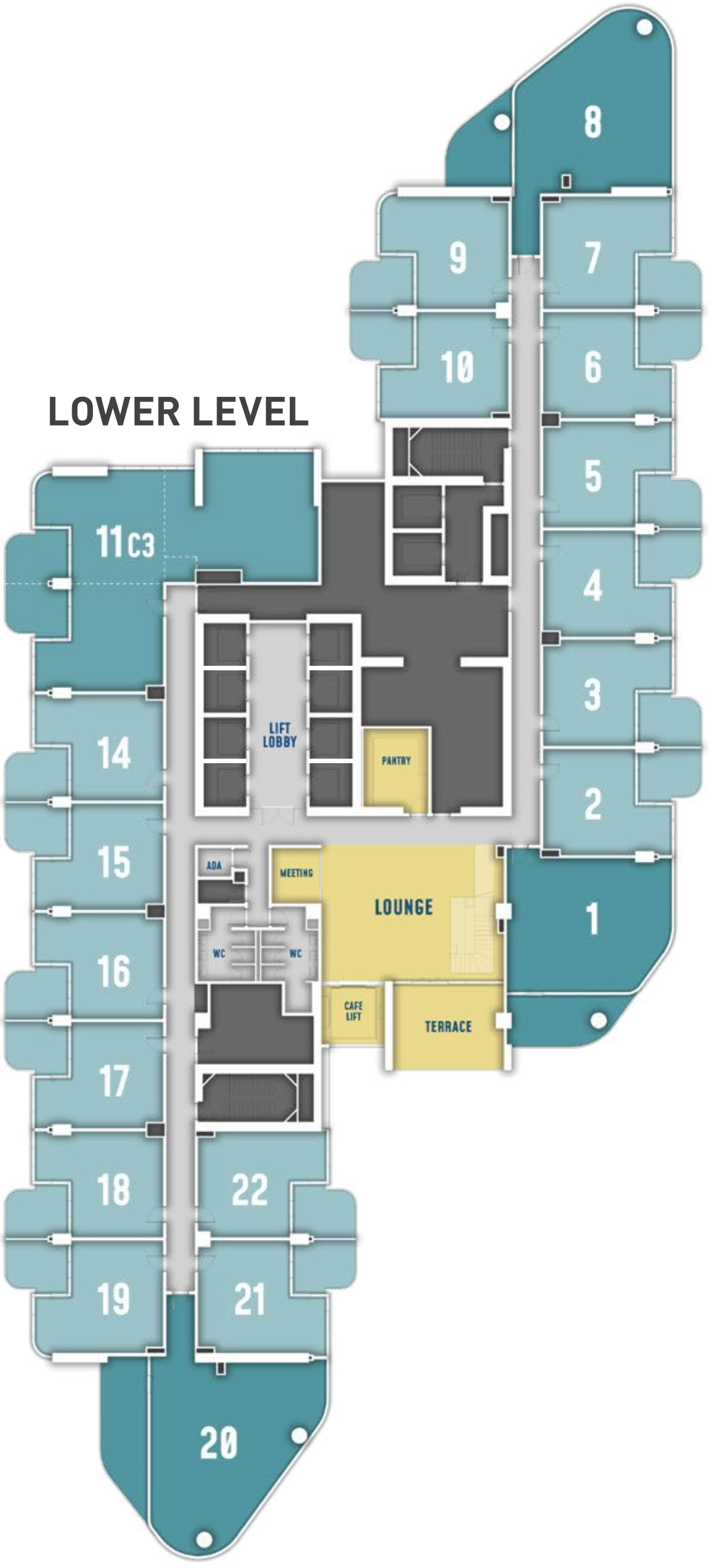
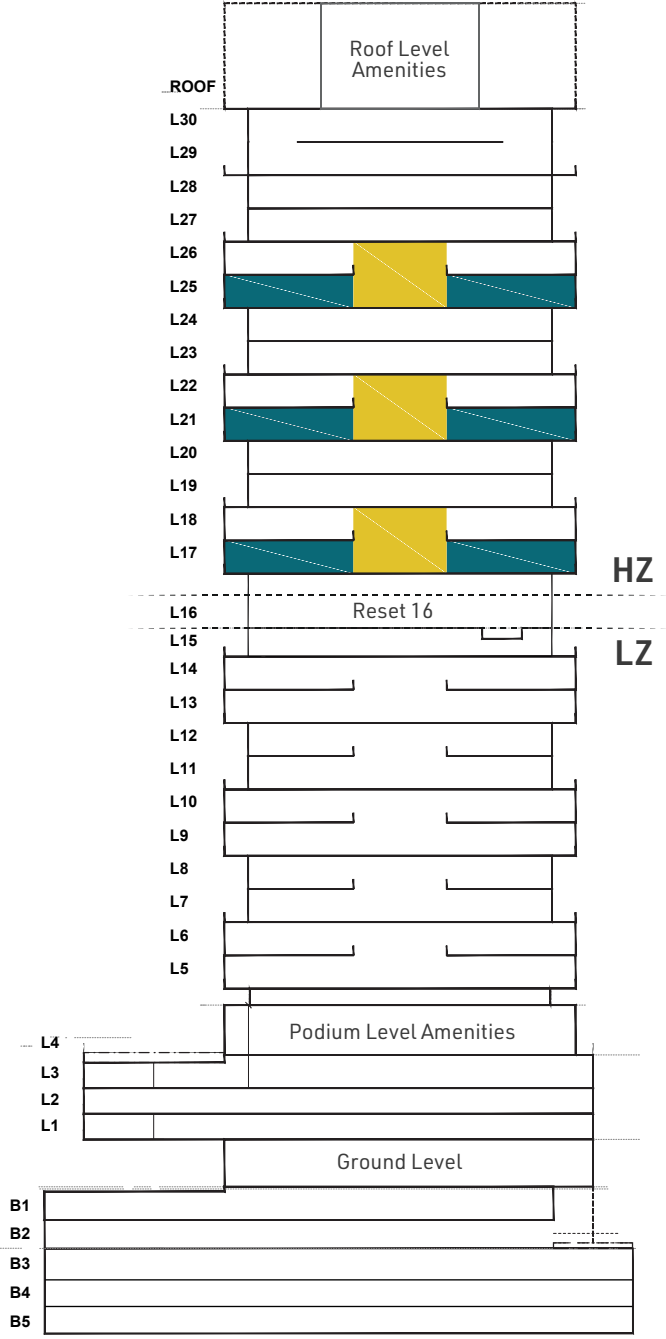
L07 - L11
MODULAR OFFICE COLLECTION
WITH LOFT EDGES



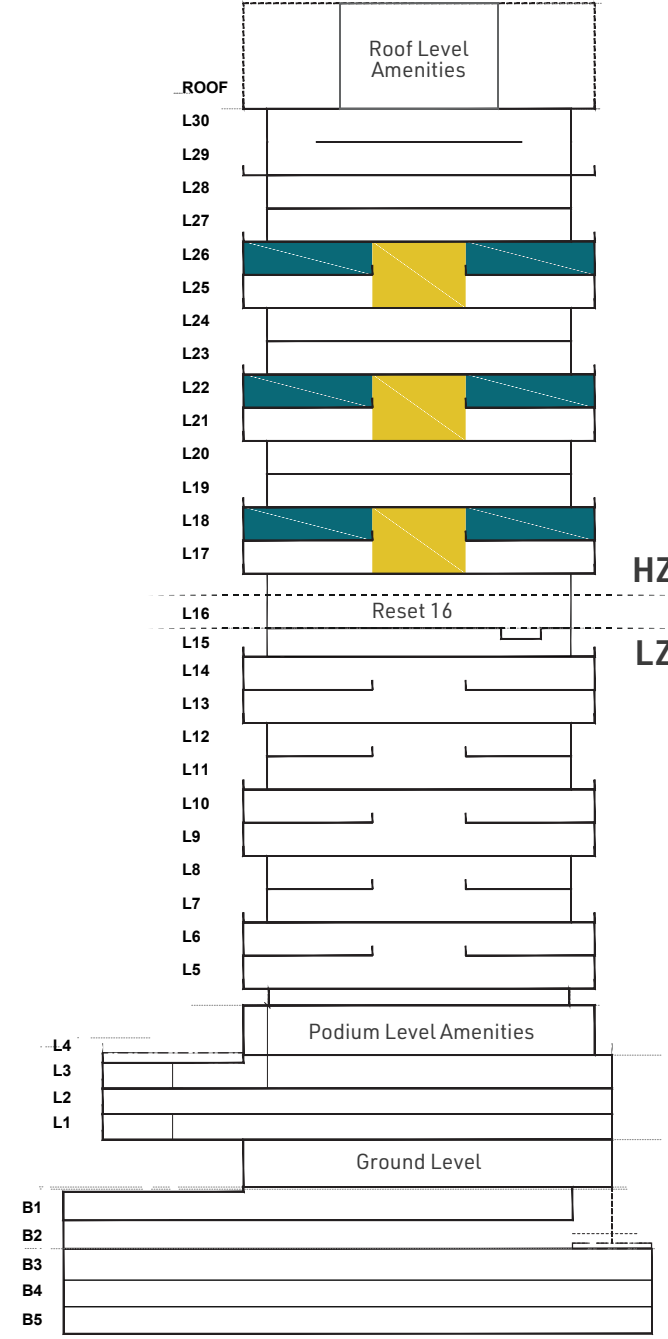
L08 - L12
MODULAR OFFICE COLLECTION
WITH LOFT EDGES



L17 - L21 - L25
MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES

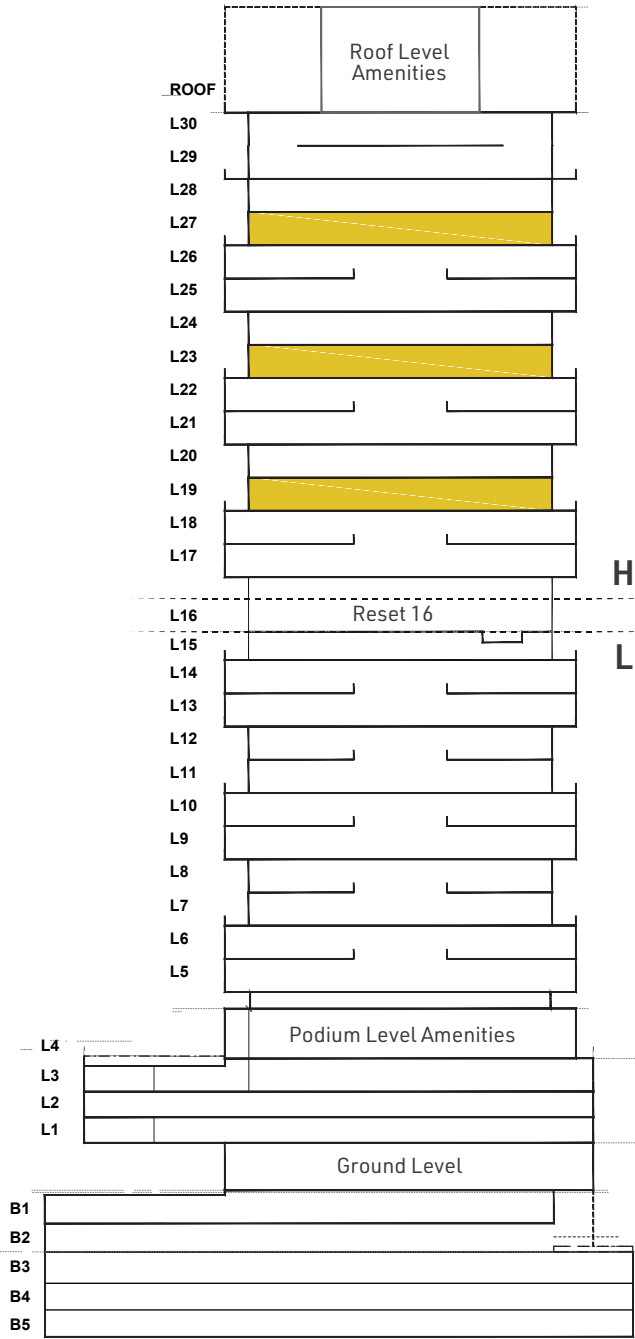


L18 - L22 - L26
MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES

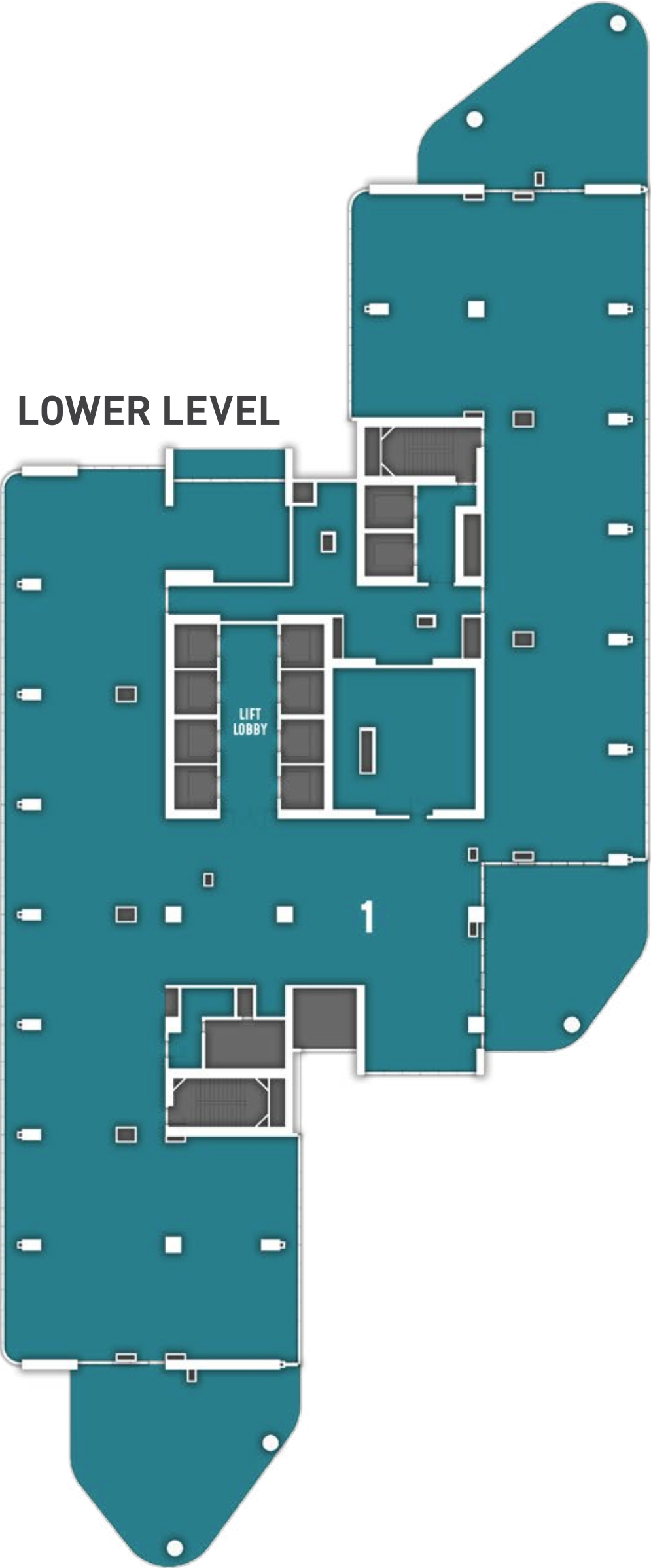


L19 - L23 - L27
SIMPLEX FULL FLOOR
1 TITLE DEED

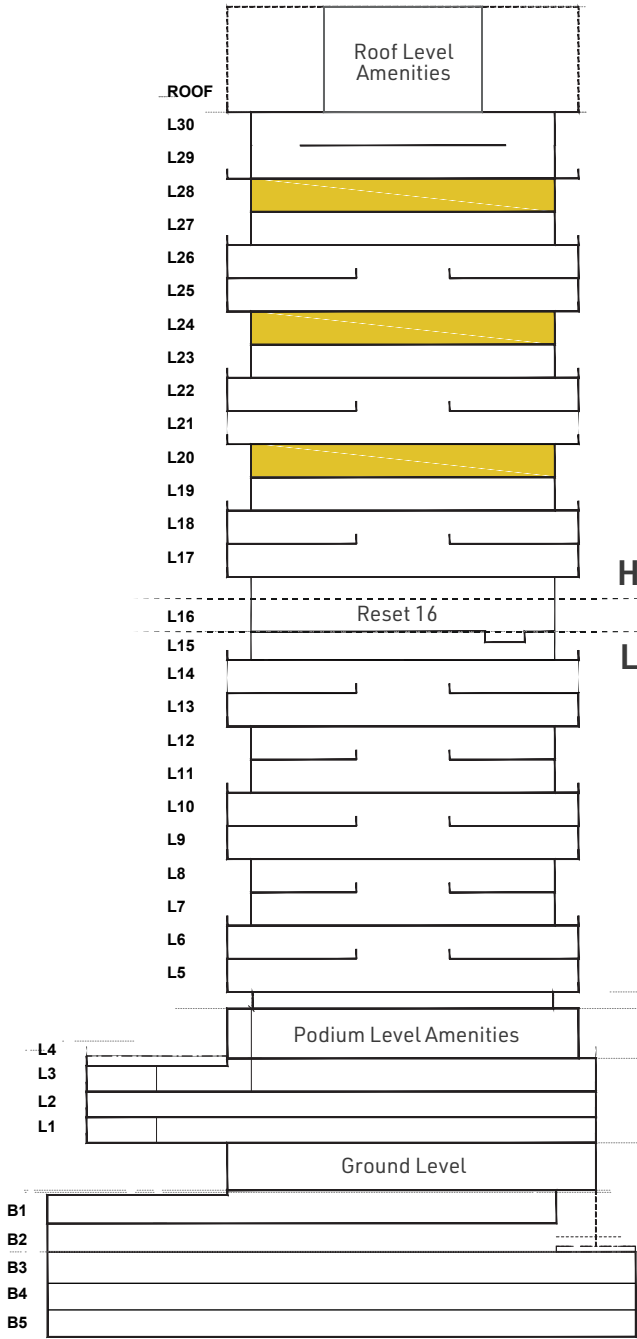
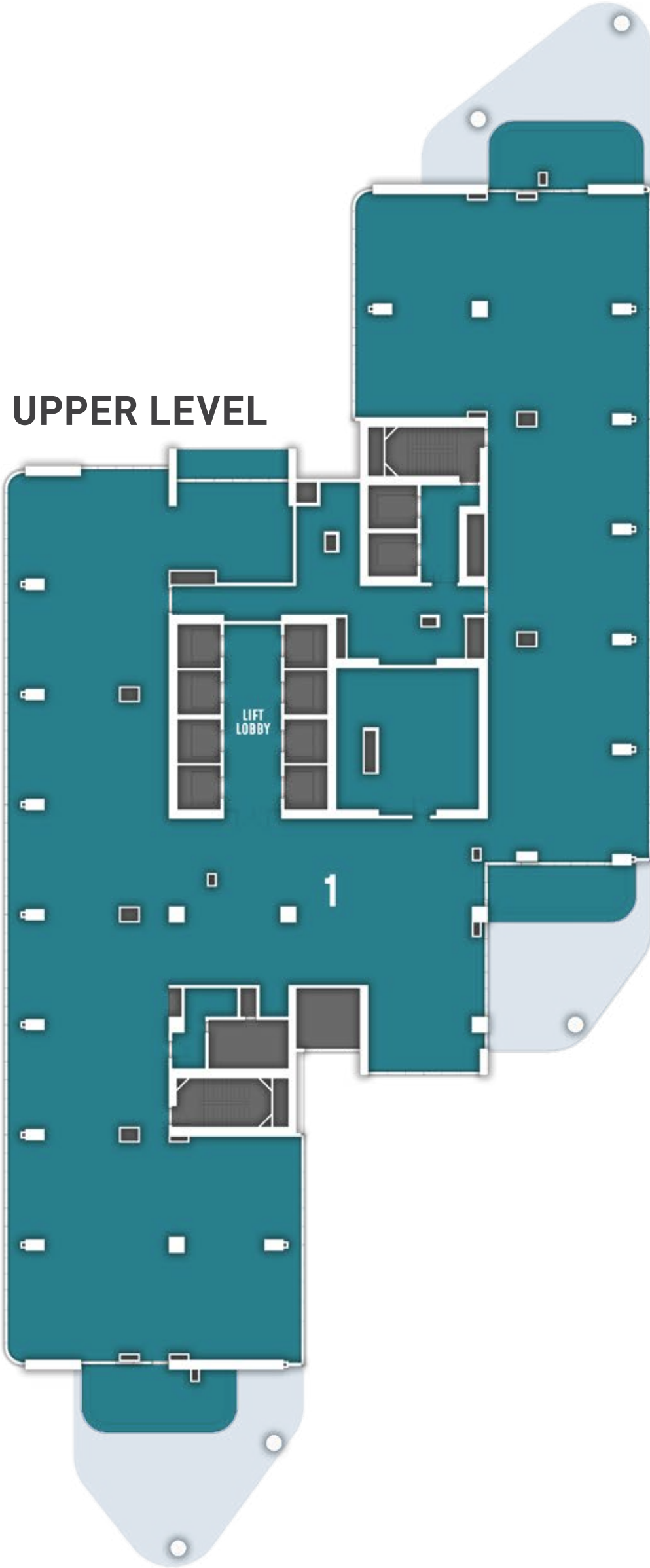
L20 - L24 - L28
SIMPLEX FULL FLOOR
1 TITLE DEED



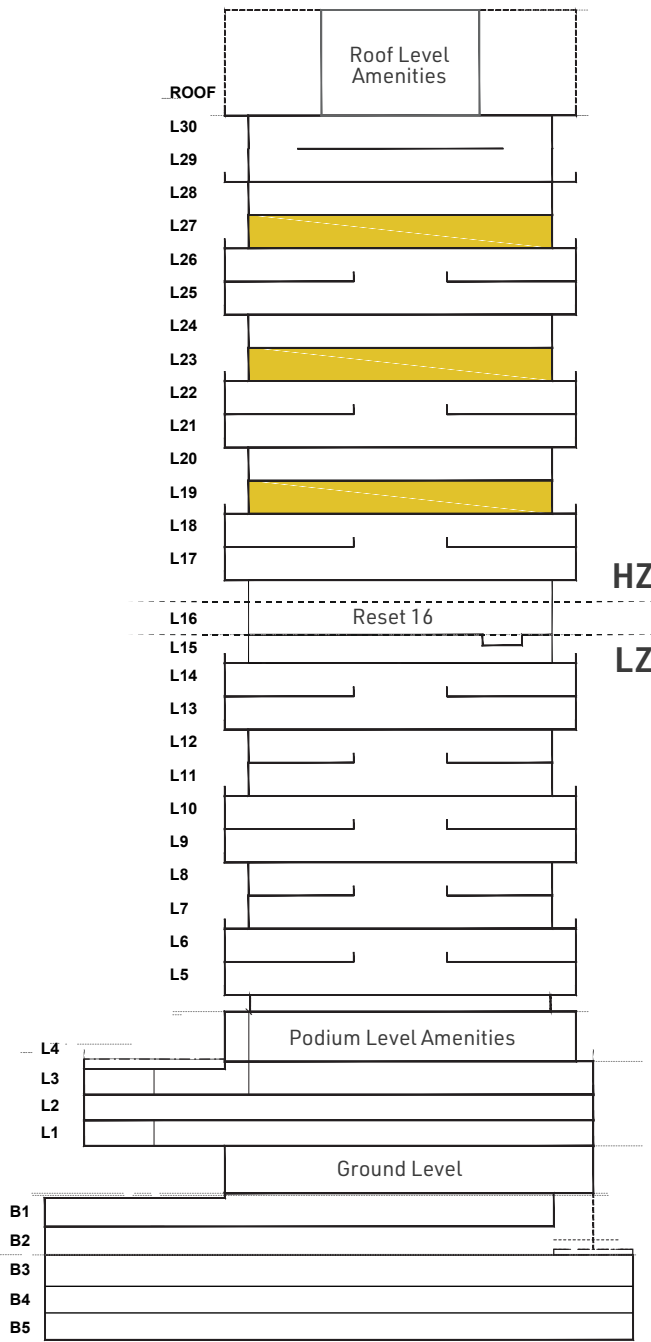
LOWER LEVEL



UPPER LEVEL



L19 - L23 - L27
SIMPLEX FULL FLOOR
4 TITLE DEEDS



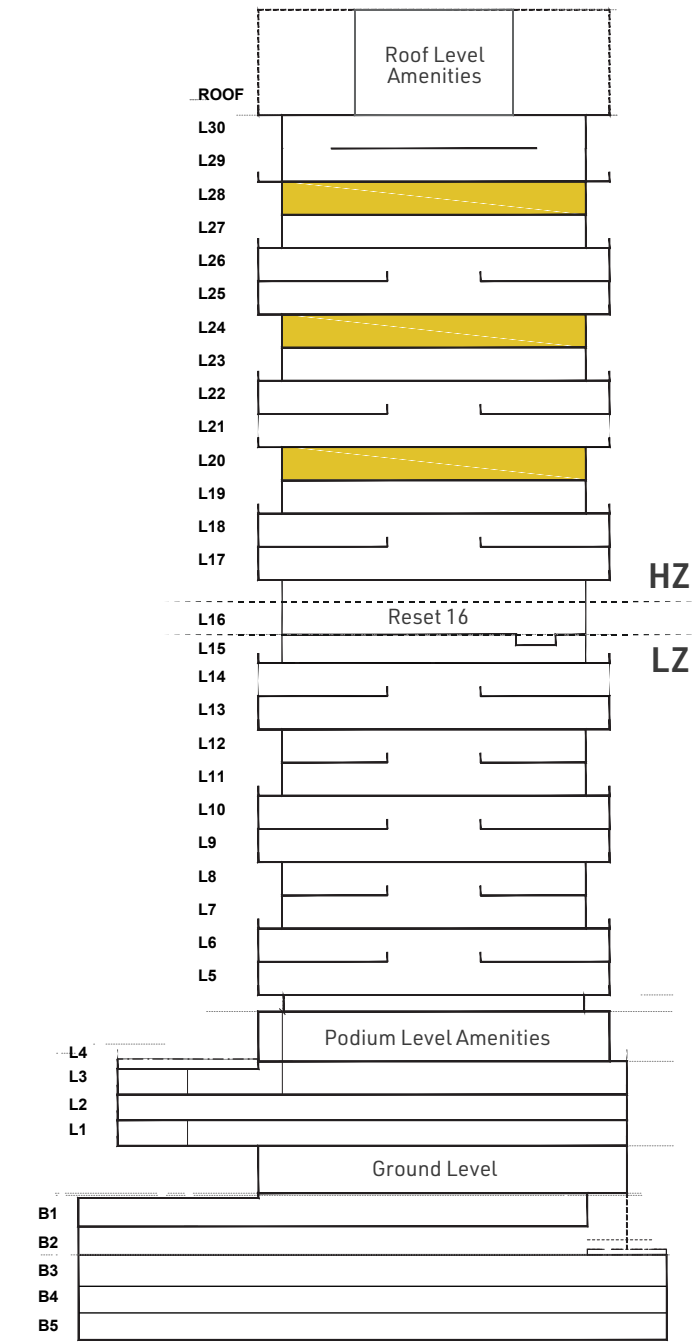
LOWER LEVEL



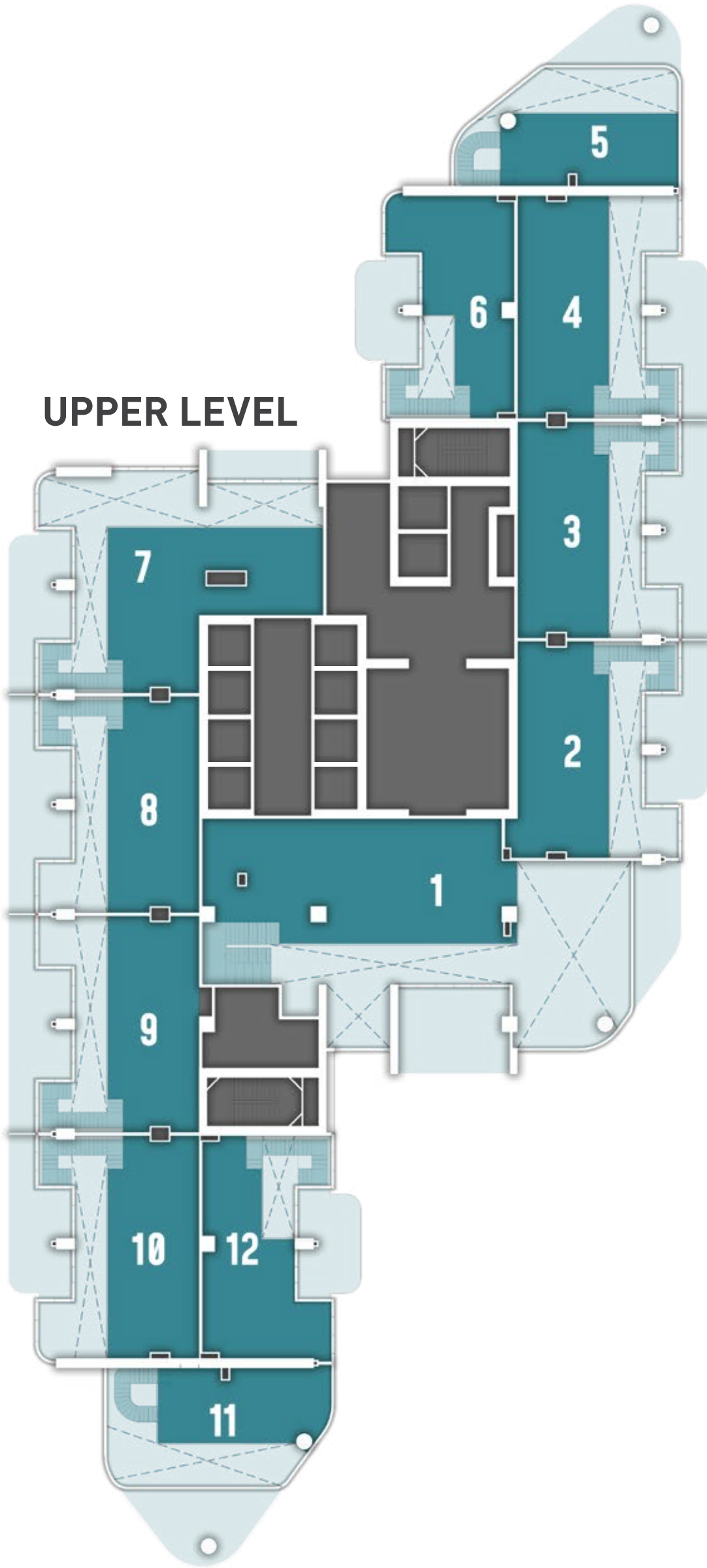
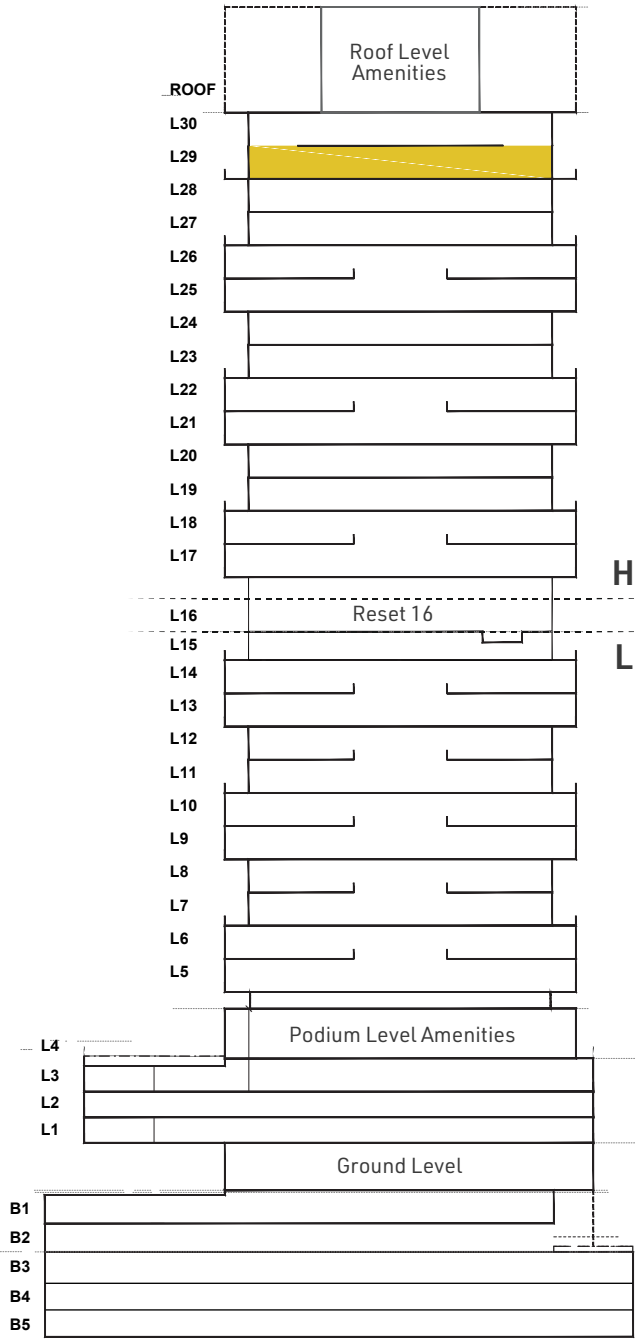
UPPER LEVEL



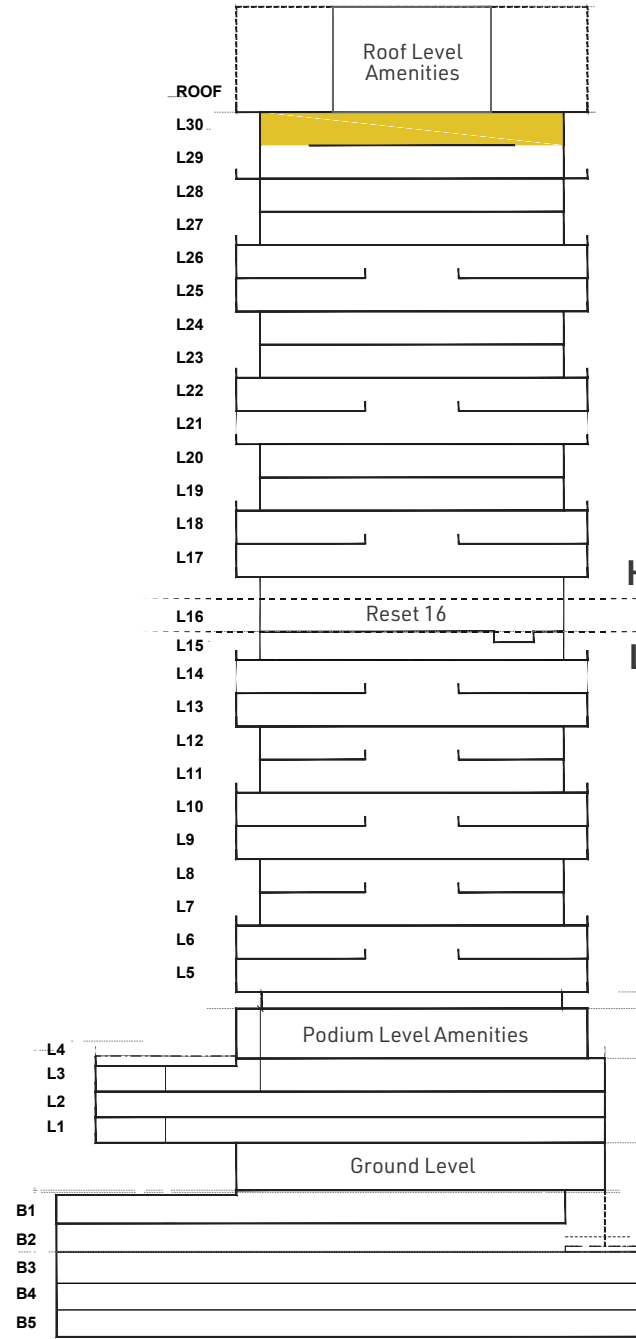
L20 - L24 - L28
SIMPLEX FULL FLOOR
6 TITLE DEEDS



L29
PENTHOUSE LOFTS



L30
PENTHOUSE LOFTS





ARCADE LEVEL

WORK MEETS PLAY

A vibrant, social space with skate-park vibes, sunken seating, and relaxed zones that make work feel anything but ordinary.



ARCADE LEVEL

- 01 PRIVATE ROAD ACCESS
- 02 URBAN GALLERY
- 03 SUNKEN SEATING
- 04 SKATE PARK
- 05 URBAN GYM
- 06 CONNECTING STAIRCASE TO GF
- 07 SCULPTURAL RIBBON SEATING
- 08 CHILL ZONE
- 09 PROMENADE ARRIVAL

GROUND LEVEL

- 01 DROP-OFF AREA
- 02 VALET
- 03 SCOOTER PARKING
- 04 CONCIERGE
- 05 LOBBY LOUNGE
- 06 LIFT LOBBY
- 07 CO-WORKING ZONE
- 08 FOOD HALL - THE BLOCK
- 09 SERVING KITCHENS
- 10 SOCIAL SPACES
- 11 EVENTS STAGE
- 12 COFFEE CORNER
- 13 LIBRARY
- 14 OUTDOOR COURTYARD
- 15 CONNECTION STAIRCASE

FLOOR
PLAN



FLOOR PLAN



PODIUM LEVEL

- 01 LIFT LOBBY
- 02 VITAMIN BAR
- 03 GYM-OUTDOOR/INDOOR
- 04 FOAM PIT
- 05 RENTABLE MULTI-PURPOSE AREA INDOOR/OUTDOOR
- 06 BEAUTY LOUNGE
- 07 NAIL SALON
- 08 ONE-STOP SHOP
- 09 MASSAGE ROOM
- 10 CRANK STUDIO
- 11 CO-WORKING ZONE
- 12 YOGA SPACE
- 13 BASKETBALL COURT
- 14 PADEL COURT
- 15 FLOATING TREEHOUSE PODS
- 16 PODCAST CABIN
- 17 SUNKEN SEATING
- 18 STEPPED GARDEN
- 19 PLAY & PAUSE ZONE
- 20 RUNNING TRACK
- 21 CONNECTION STAIRCASE

RESET 16

- | | | |
|--------------|----------------------|-------------------|
| 01 SPA PODS | 05 PLUNGE POOL | 09 JUICE BAR |
| 02 JACUZZI | 06 NAP PODS | 10 ZEN GARDEN |
| 03 STEAM POD | 07 SEMI-OLYMPIC POOL | 11 CHILL GARDEN |
| 04 SAUNA POD | 08 SUN LOUNGERS | 12 CHANGING ROOMS |

FLOOR
PLAN



FLOOR PLAN

THE HUB

- | | | | |
|----|--------------------------|----|--------------------------|
| 01 | COFFEE CORNER | 06 | OOO PODS |
| 02 | UPRESSO VERTICAL CAFE | 07 | SHARED PANTRY |
| 03 | COMMUNAL LOUNGE | 08 | INTEGRATED STAIR SEATING |
| 04 | CO-WORKING ZONE | 09 | FEATURE STAIRCASE |
| 05 | COMBINABLE MEETING ROOMS | 10 | OUTDOOR COURTYARD |



FLOOR PLAN

ROOFTOP LEVEL

- 01 LIFT LOBBY
- 02 GARDEN MEETING PODS
- 03 SCULPTURAL RIBBON SEATING
- 04 SOCIAL CORNER
- 05 OBSERVATION DECK
- 06 CO-WORKING ZONE



UNIT TYPES



MODULAR OFFICE COLLECTION

STUDIO: 680-865 SQFT

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

DELUXE: 1360-1446 SQFT STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

EXECUTIVE: 1986-2264 SQFT STUDIO + DELUXE = EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts, available in open, semi-open, or closed configurations to suit growing teams.

SIMPLEX EDGE: 1230-1614 SQFT

Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.

A LA CARTE

2700 SQFT AND ABOVE

Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

LOFT OFFICE COLLECTION

LOFT EDGE: 2051-2467 SQFT

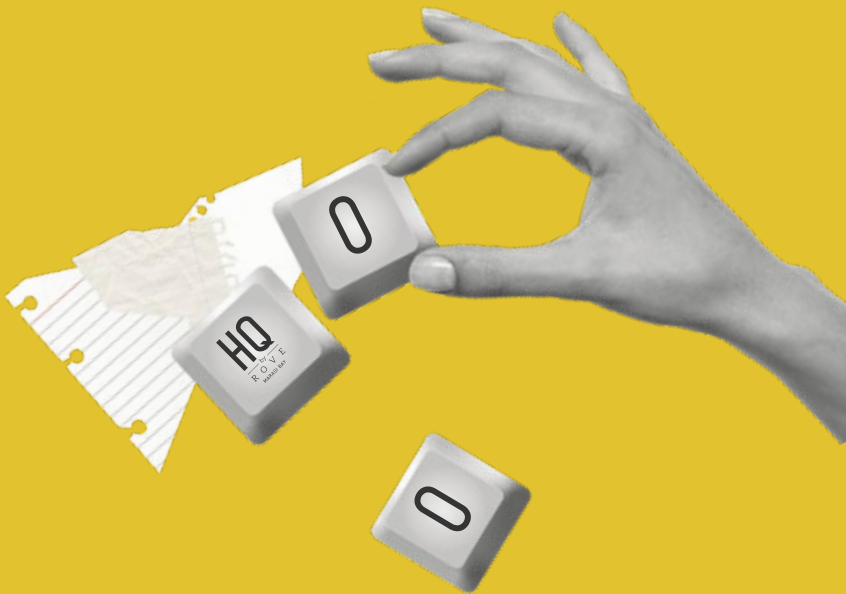
Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.

PENTHOUSE LOFTS: 2185-3708 SQFT

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.

PRESIDENTIAL LOFT: 5800 SQFT

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.



Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



STUDIO + STUDIO = DELUXE



Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



STUDIO + DELUXE = EXECUTIVE



MODULAR

STUDIO

(680-865 SQFT)

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

OCCUPANCY  6-14

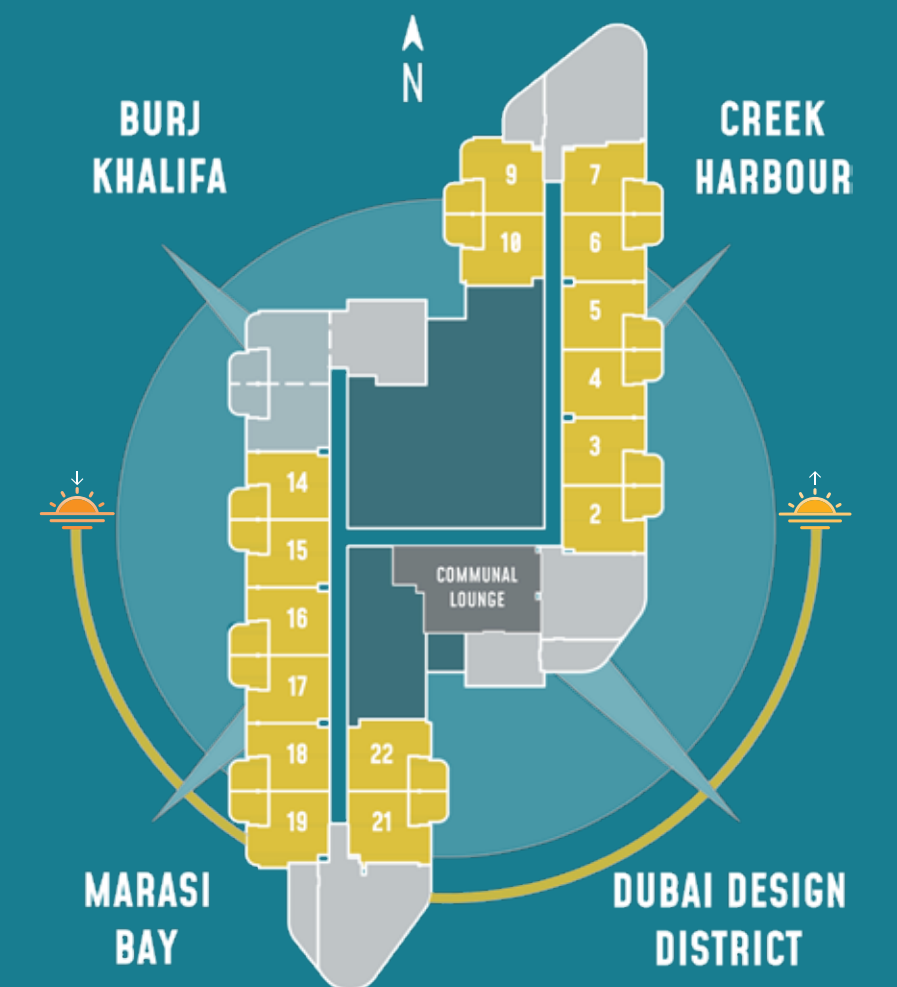


STUDIO FLOOR PLAN



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 SHELVING/STORAGE UNIT
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 THINK WALL
- 08 COURTYARD

SIZE	(FROM - TO)
INTERNAL AREA	539-595 SQFT
OUTDOOR AREA	141 SQFT
TOTAL AREA	680-736 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	1 SPOT

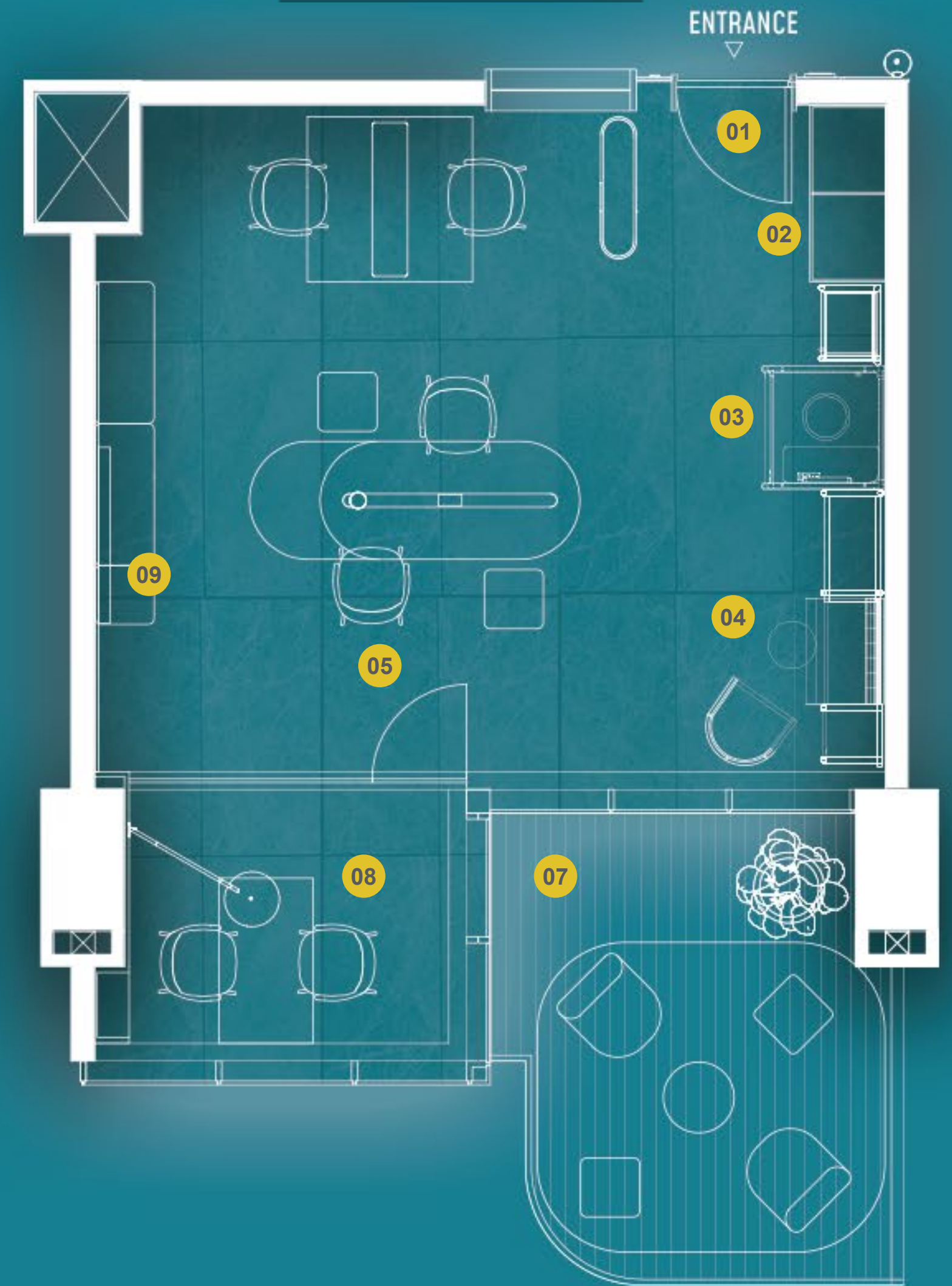
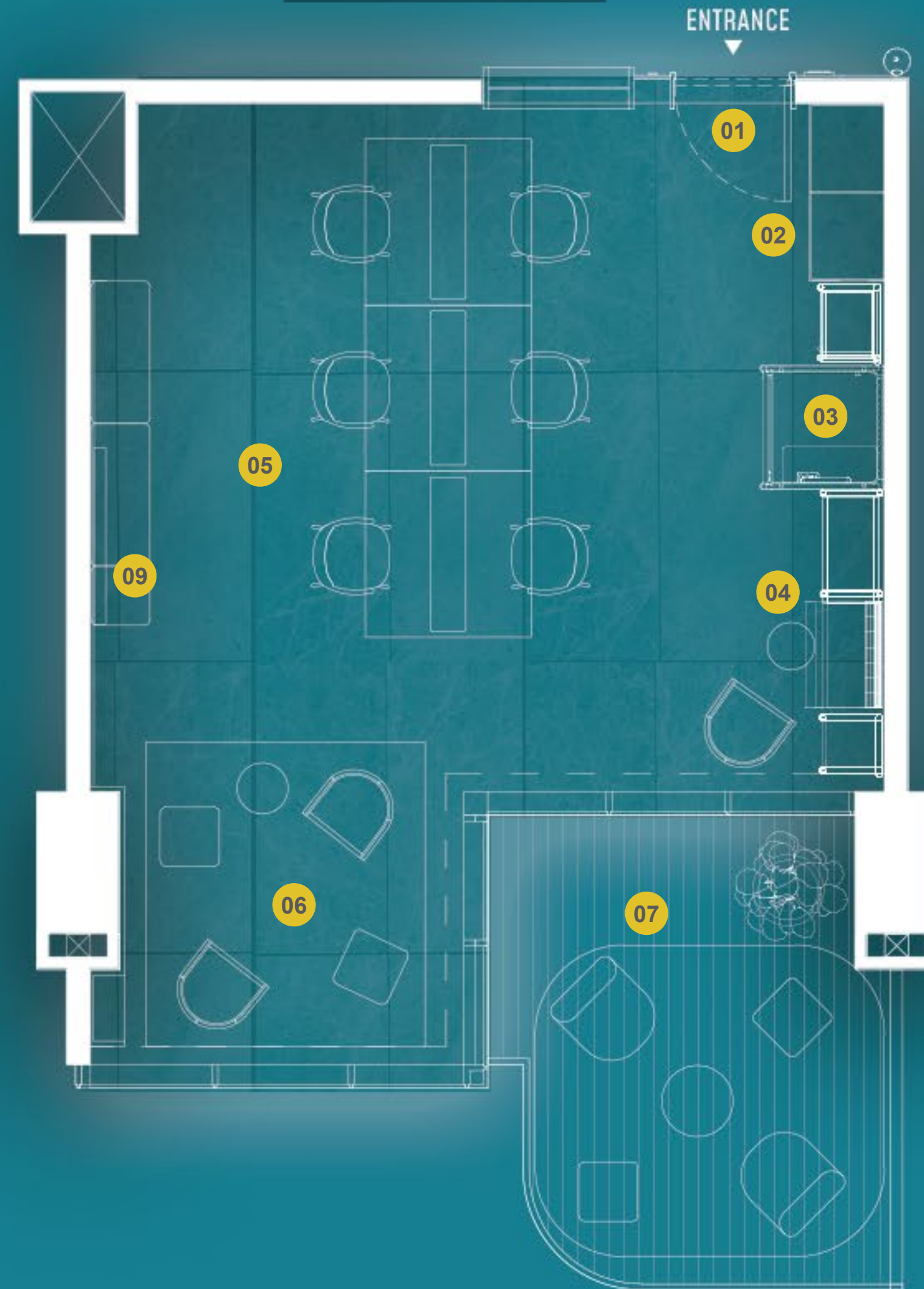
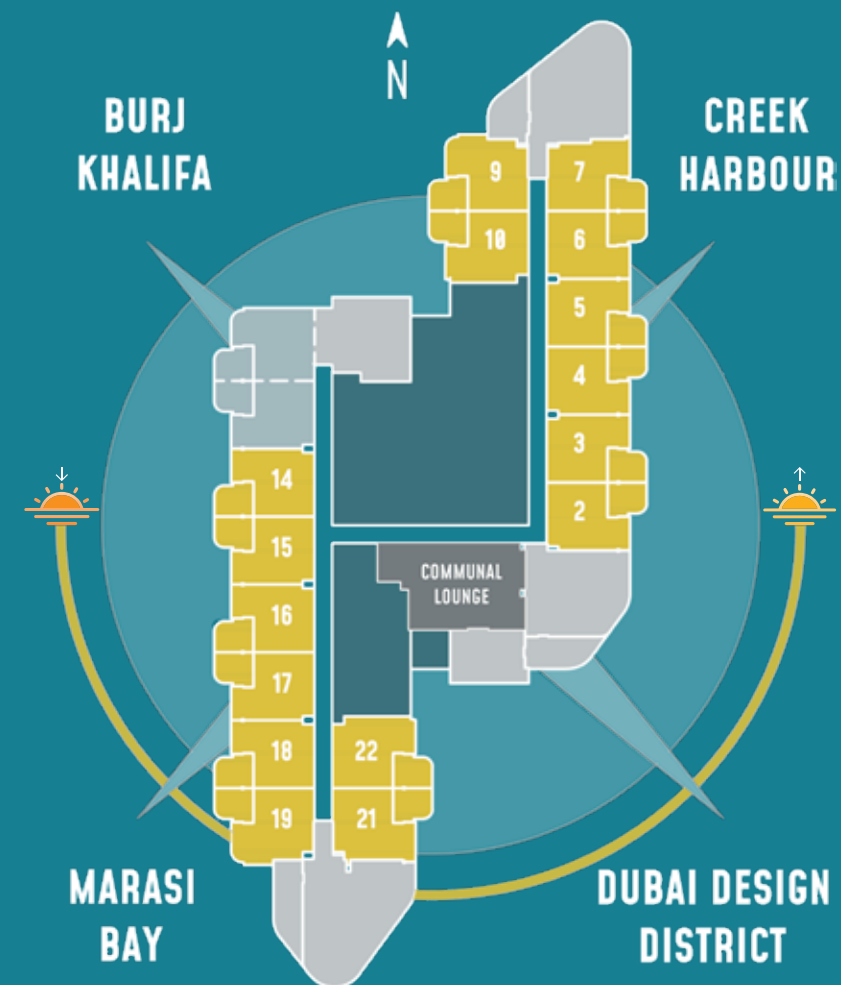


STUDIO CONFIGURATIONS

FLEX OPEN LAYOUT

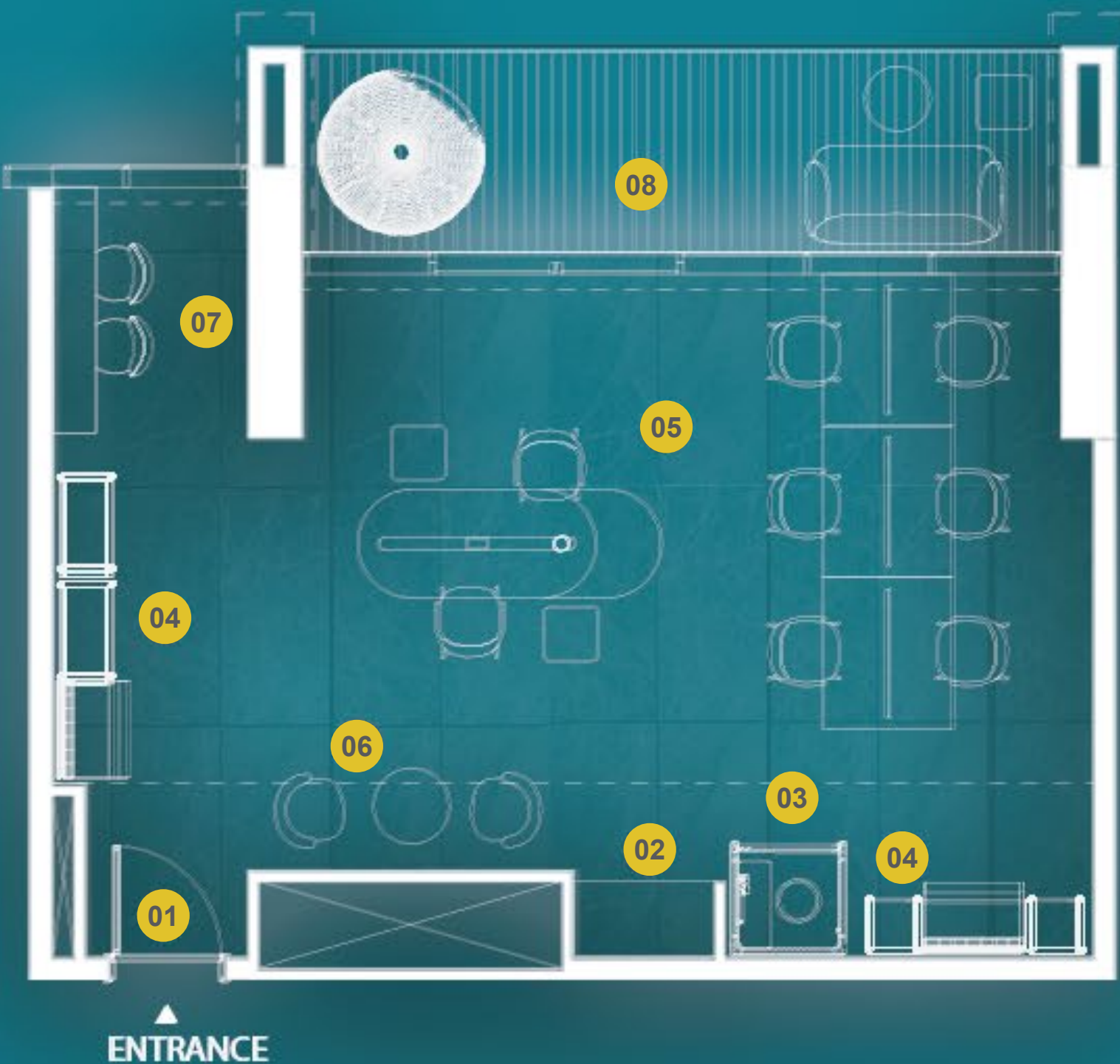
FLEX FOCUSED LAYOUT

- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 STORAGE
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 COURTYARD
- 08 PRIVATE OFFICE
- 09 THINK WALL

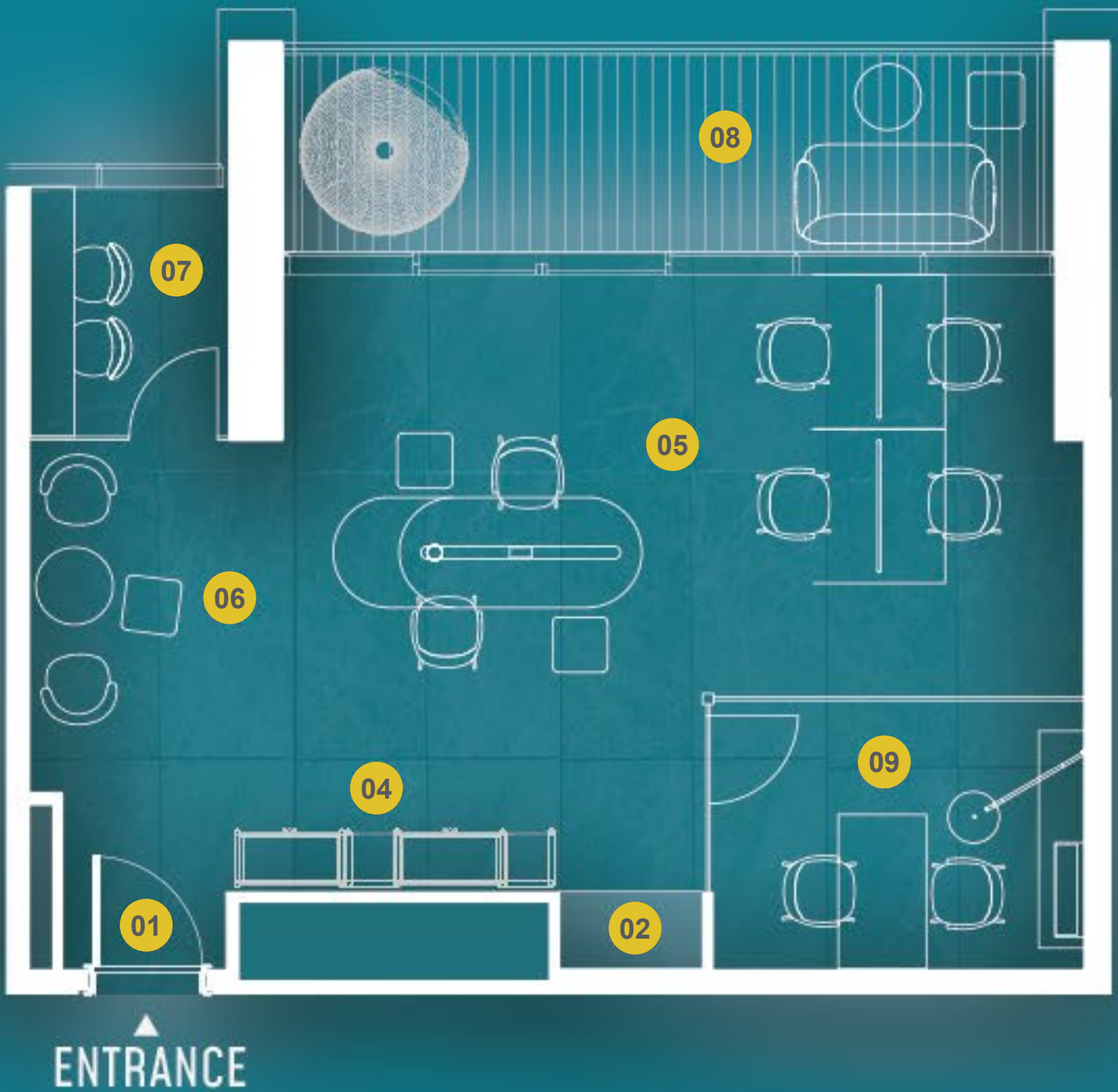


STUDIO (UNIT-11) CONFIGURATIONS

FLEX OPEN LAYOUT

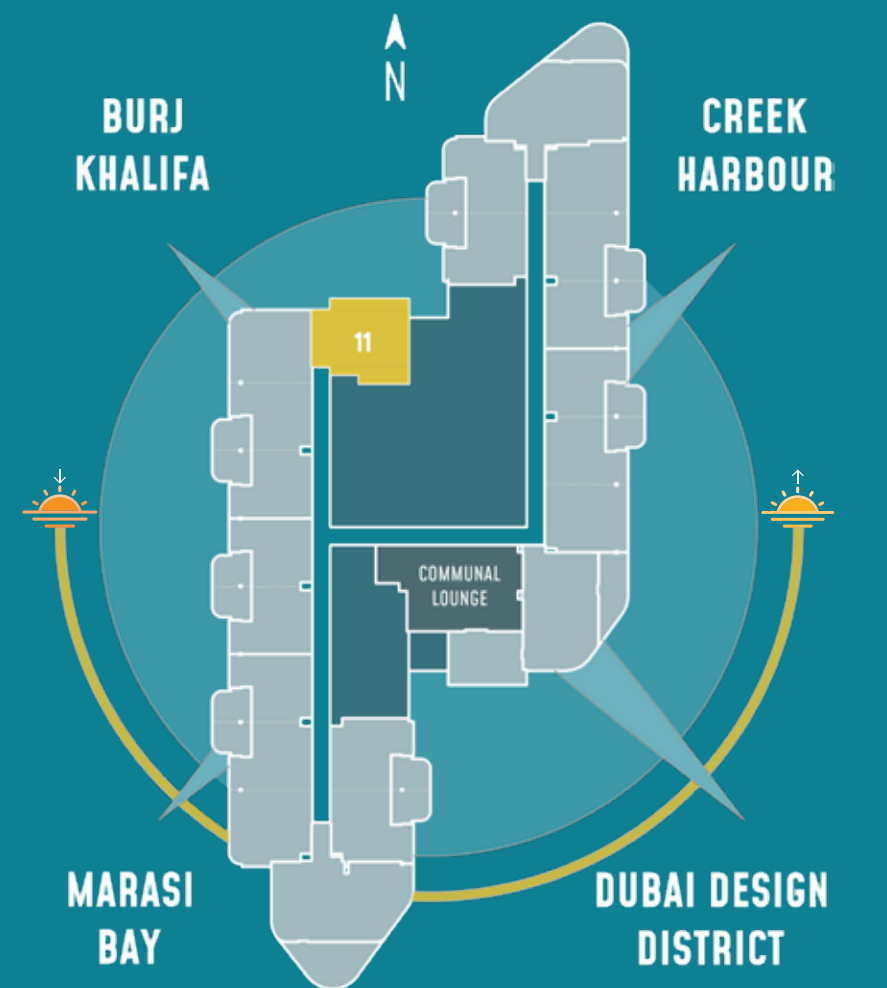


FLEX FOCUSED LAYOUT



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 SHELVING/STORAGE UNIT
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 HOT DESKS
- 08 COURTYARD
- 09 PRIVATE OFFICE

INTERNAL AREA	702 SQFT
OUTDOOR AREA	163 SQFT
TOTAL AREA	865 SQFT
LEVELS	L7-L8-L11-L12
DEDICATED PARKING	2 SPOTS



MODULAR

DELUXE

(1360-1446 SQFT)

STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

OCCUPANCY  11-21

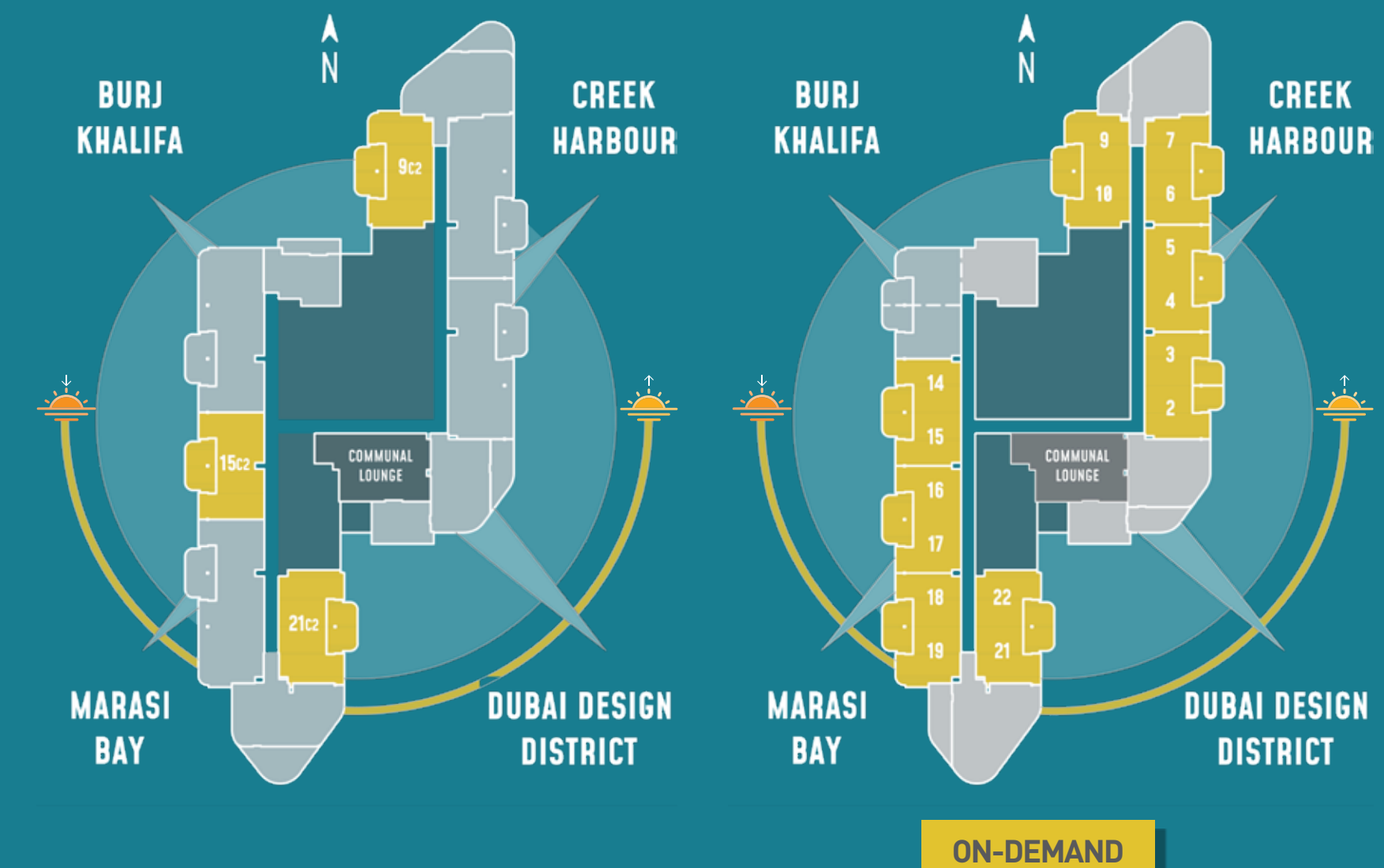


DELUXE FLOOR PLAN



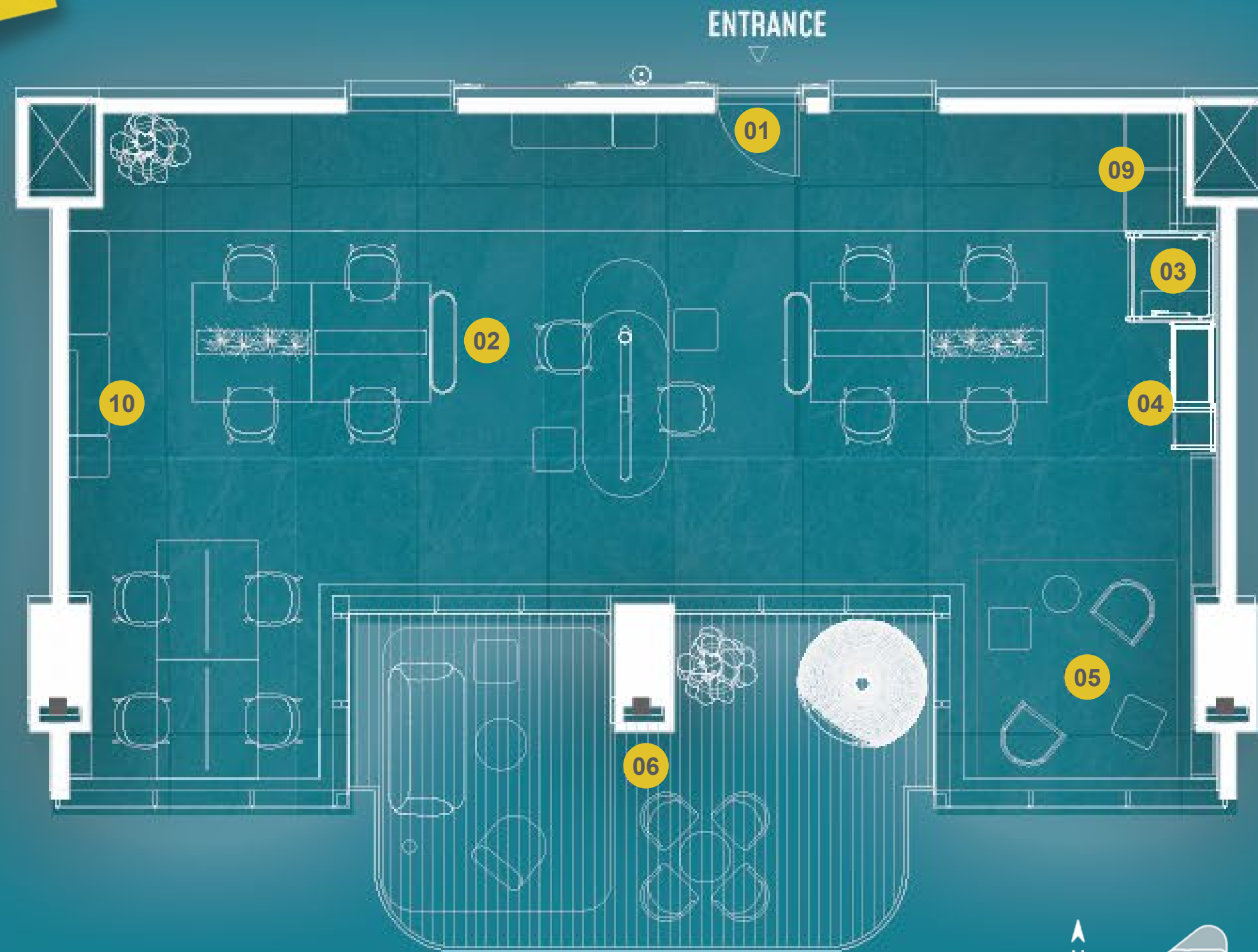
- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 THINK WALL
- 07 COURTYARD
- 08 FOCUS BOOTH

SIZE	(FROM - TO)
INTERNAL AREA	1078-1153 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	1360-1446 SQFT
LEVELS	L07-L08-L11-L12
ON-DEMAND LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	2 SPOTS



DELUXE CONFIGURATIONS

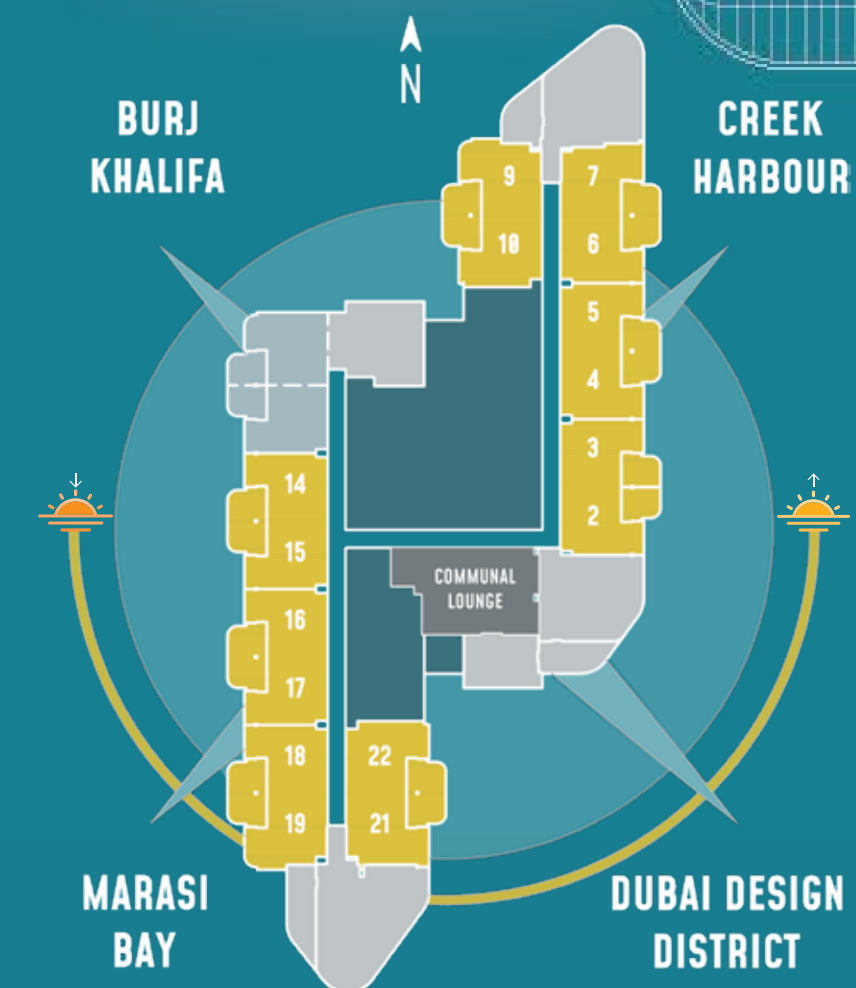
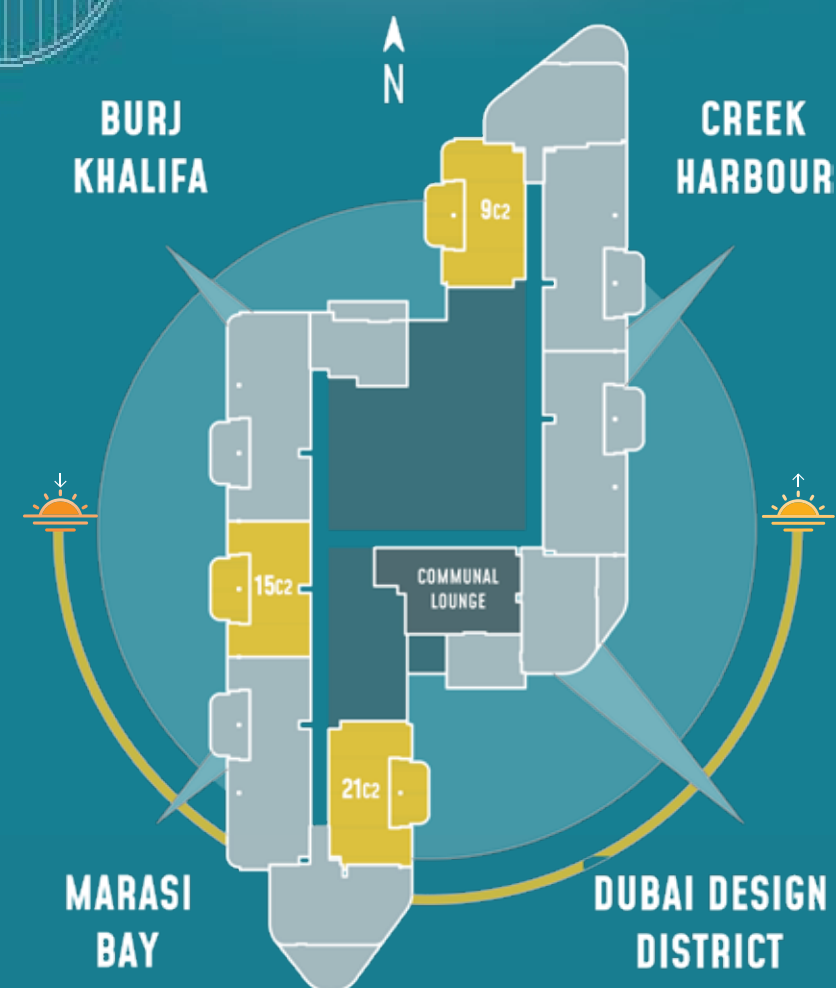
FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT



- 01 ENTRANCE
- 02 OPEN WORKSPACE
- 03 FOCUS BOOTH
- 04 STORAGE
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 PRIVATE OFFICES
- 08 MEETING ROOM
- 09 SERVER/PRINTER
- 10 THINK WALL



ON-DEMAND

MODULAR

EXECUTIVE

(1986-2264 SQFT)

STUDIO + DELUXE = EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts - available in open, semi-open, or closed configurations to suit growing teams.

OCCUPANCY  17-39

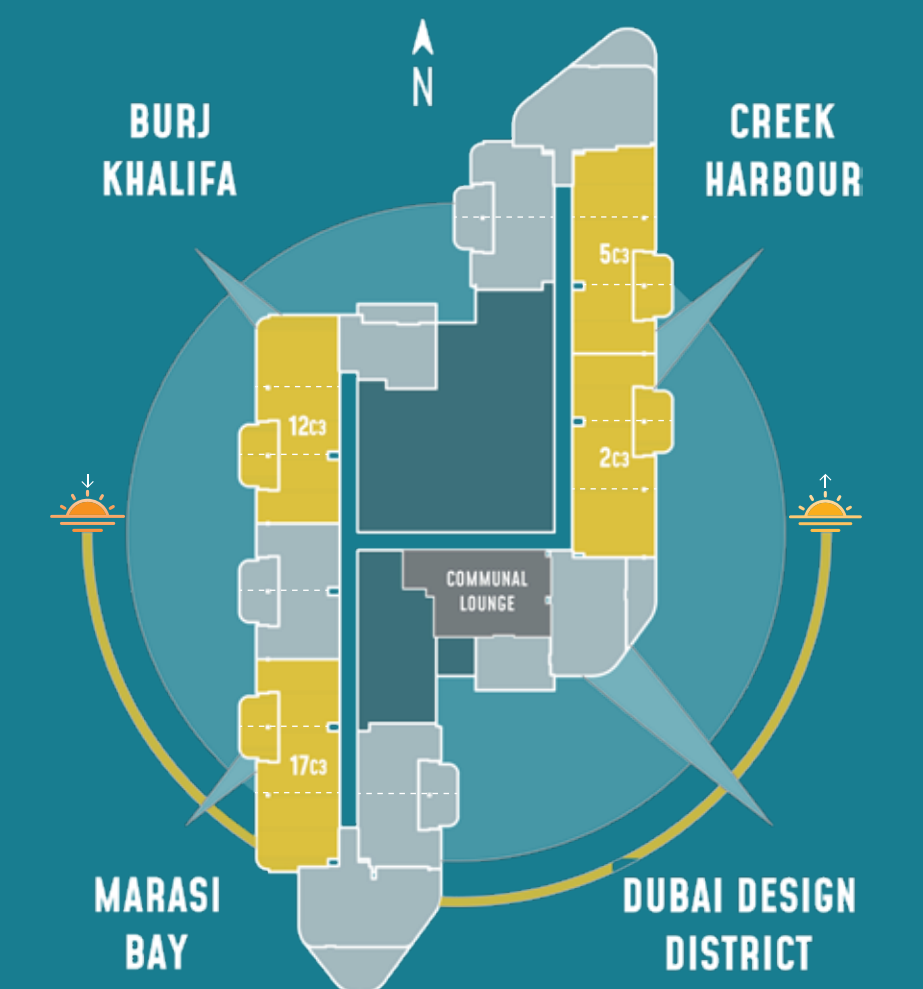


EXECUTIVE

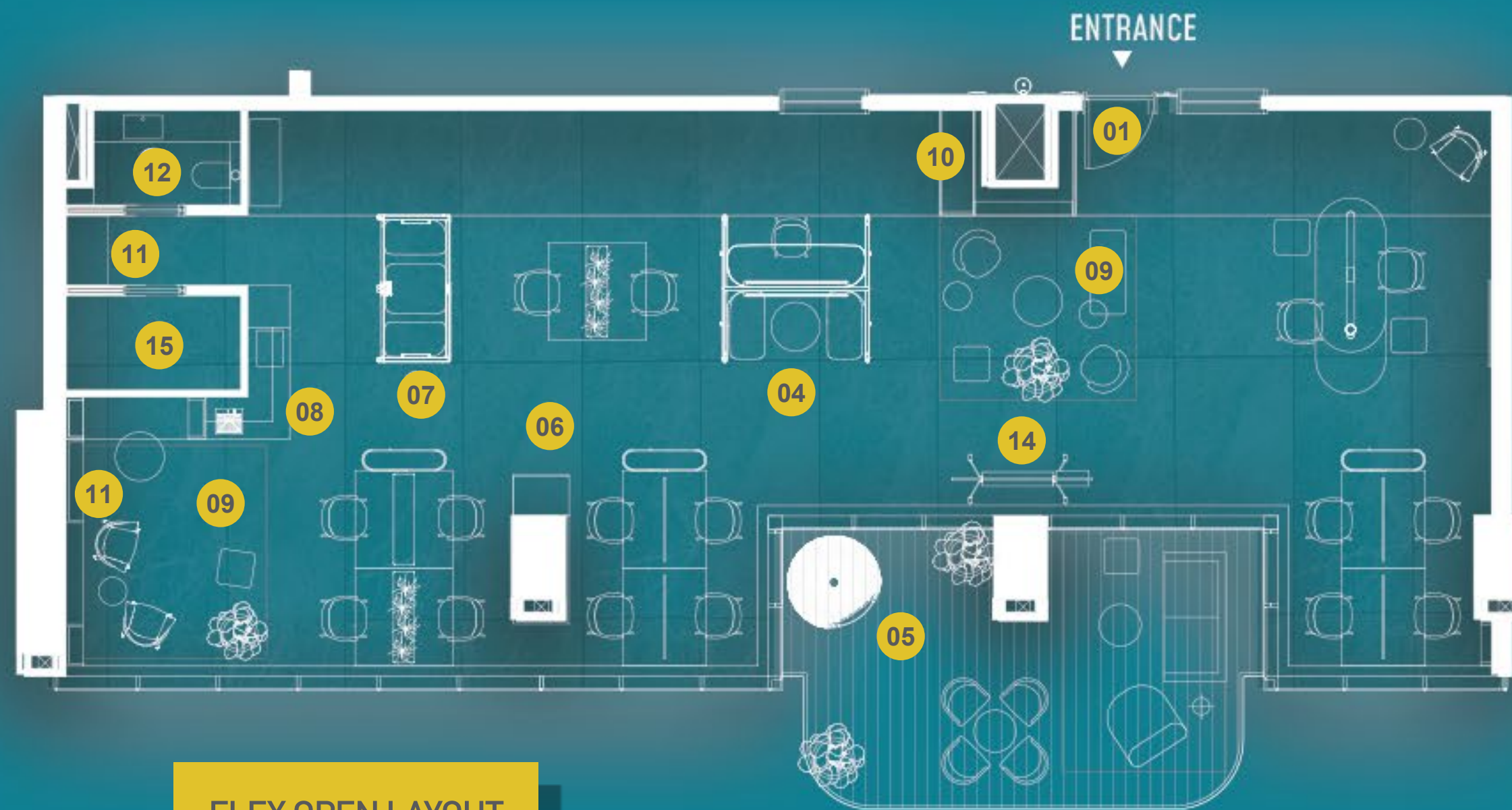


- 01 ENTRANCE
- 02 RECEPTION
- 03 THINK WALL
- 04 MODULAR PAVILION
- 05 FOCUS BOOTH
- 06 POWDER ROOM
- 07 SERVER/PRINTER
- 08 BREAKOUT AREA
- 09 OPEN WORKSTATIONS
- 10 COURTYARD
- 11 PANTRY
- 12 SHELVING/STORAGE UNIT
- 13 STORAGE ROOM

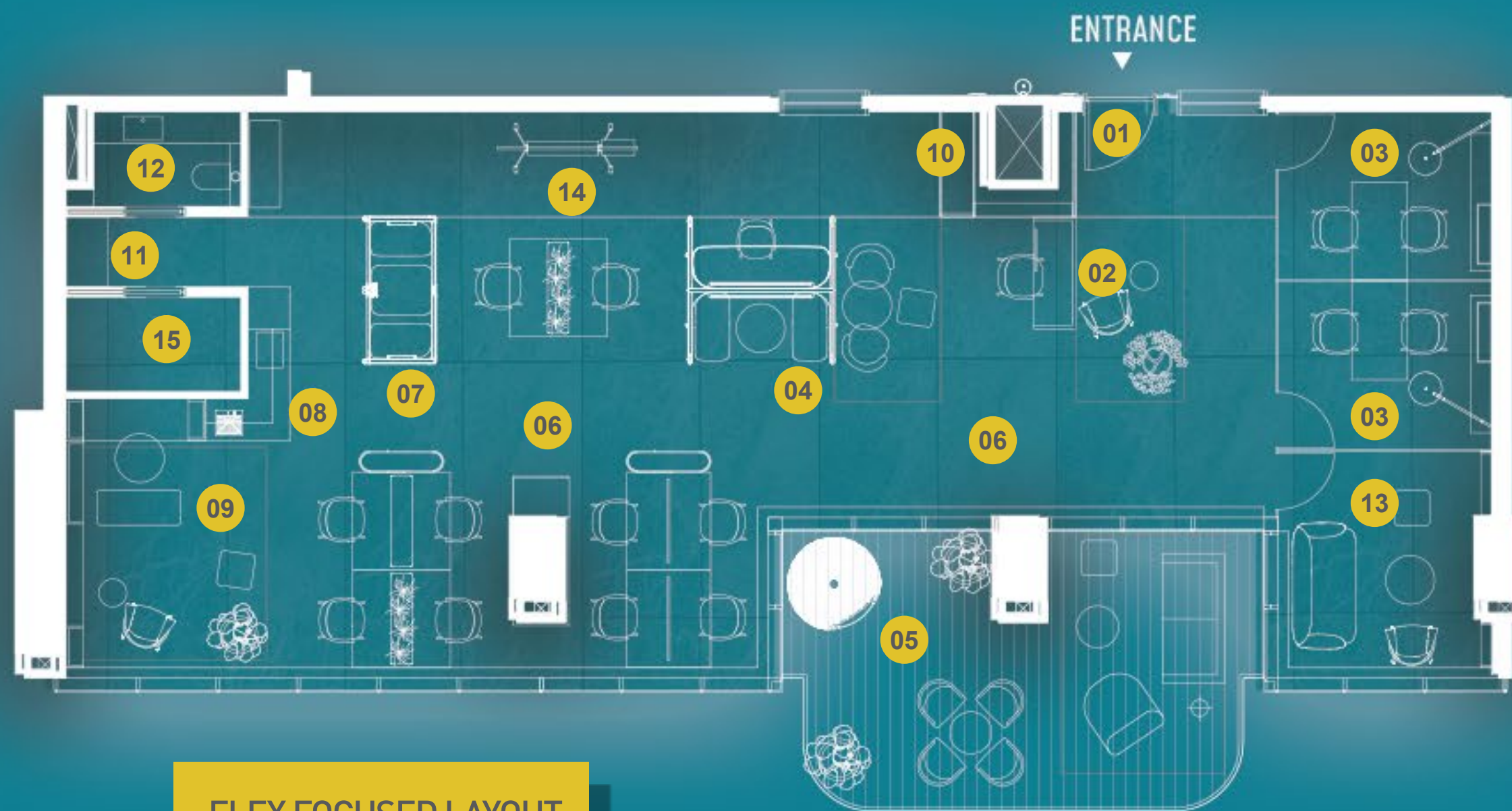
SIZE	(FROM - TO)
INTERNAL AREA	1704-1749 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	1986-2031 SQFT
LEVELS	L07-L08-L11-L12
DEDICATED PARKING	3 SPOTS



EXECUTIVE CONFIGURATIONS

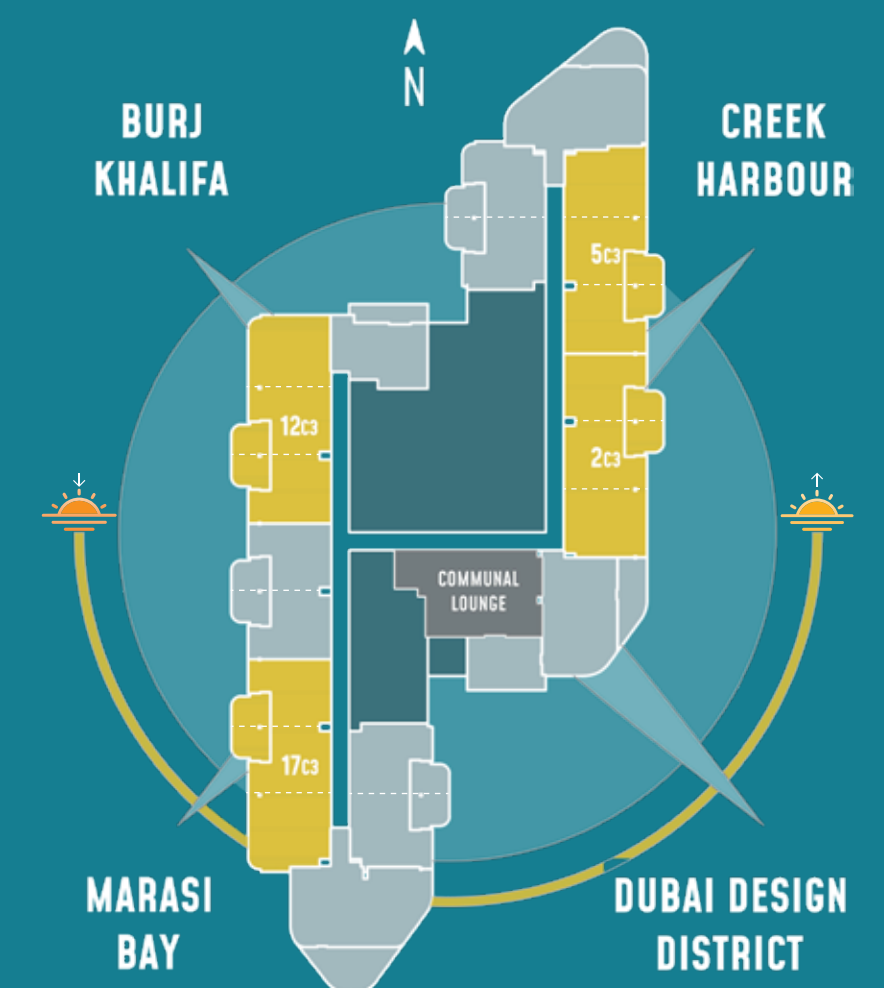


FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRIVATE OFFICES
- 04 MODULAR PAVILION
- 05 COURTYARD
- 06 OPEN WORKSPACE
- 07 FOCUS BOOTH
- 08 PANTRY
- 09 BREAKOUT AREA
- 10 SERVER/PRINTER
- 11 SHELVING/STORAGE UNIT
- 12 POWDER ROOM
- 13 MEETING ROOM
- 14 THINK WALL
- 15 STORAGE ROOM

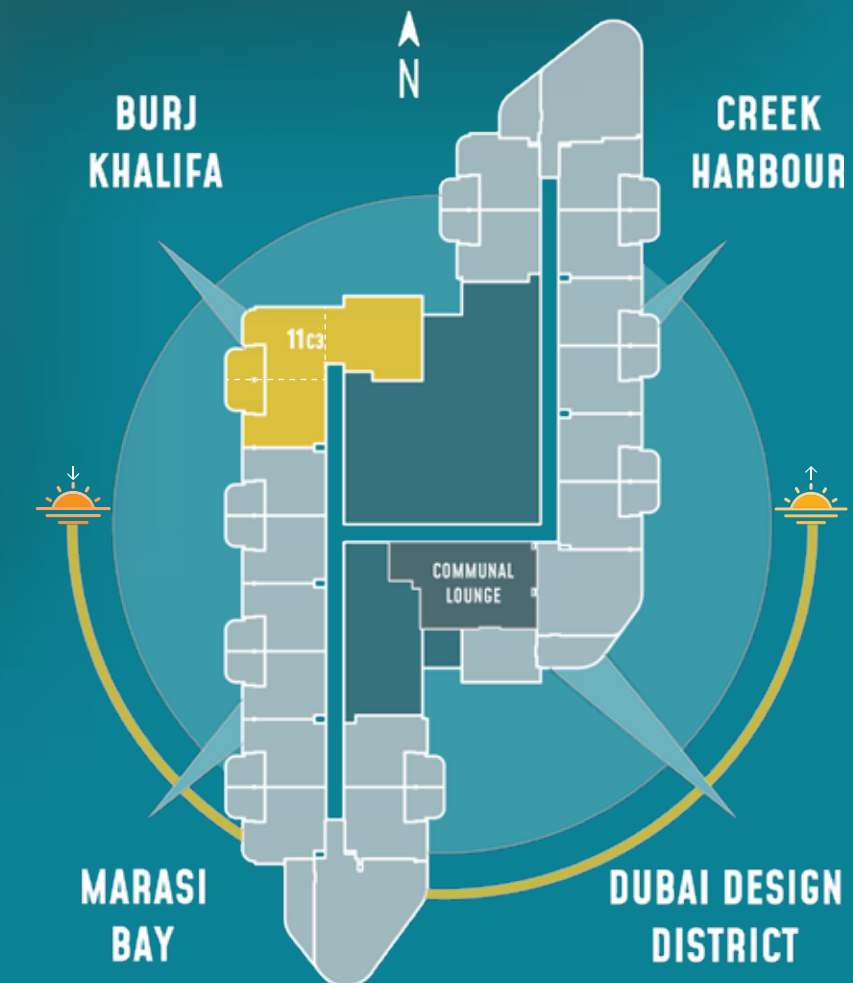


EXECUTIVE
(UNIT-11C3)
CONFIGURATIONS

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT



- 01 ENTRANCE
- 02 RECEPTION
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 COURTYARD
- 06 MODULAR PAVILION
- 07 FOCUS BOOTH
- 08 BREAKOUT AREA
- 09 KITCHENETTE
- 10 STORAGE ROOM
- 11 POWDER ROOM
- 12 MEETING ROOM
- 13 PRIVATE OFFICES
- 14 THINK WALL
- 15 SERVER/PRINTER

INTERNAL AREA	1982 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	2264 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	4 SPOTS

MODULAR

SIMPLEX EDGE

(1230-1614 SQFT)

Nestled on the edge, most expansive setting, with generous layouts premium furniture, and a statement-making workspace.

OCCUPANCY  10-26

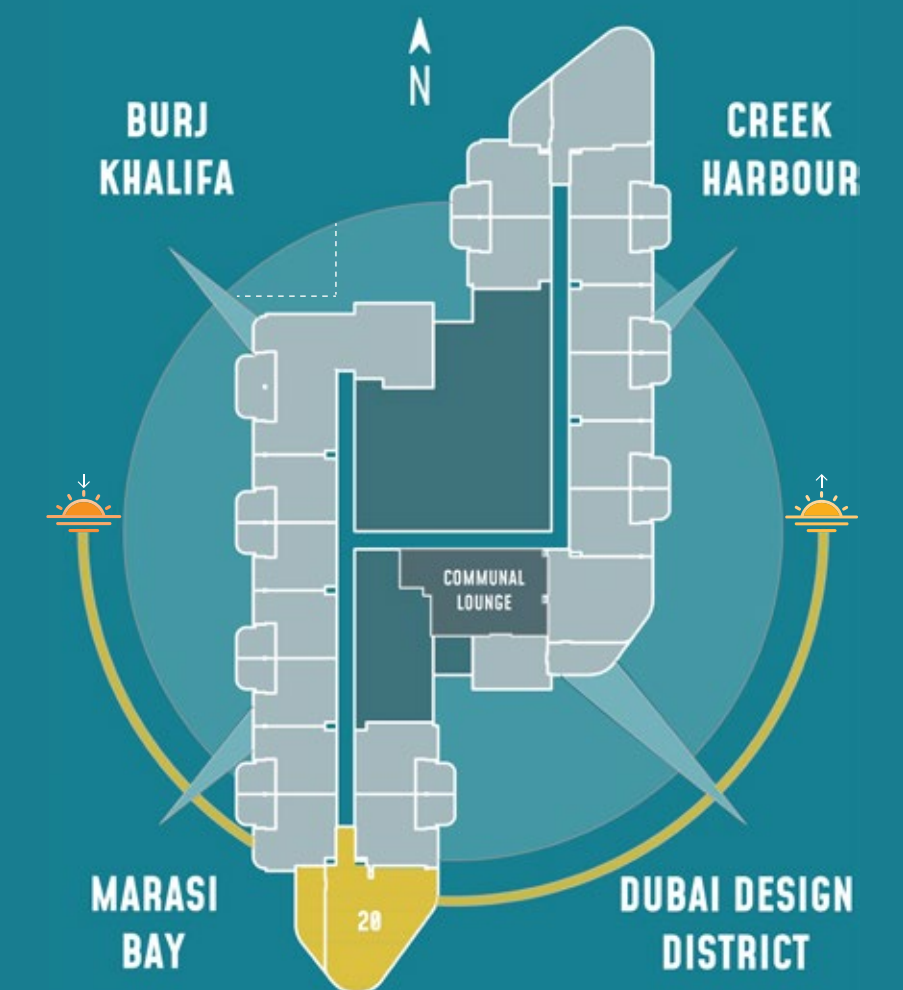


SIMPLEX
EDGE
(UNIT-20)



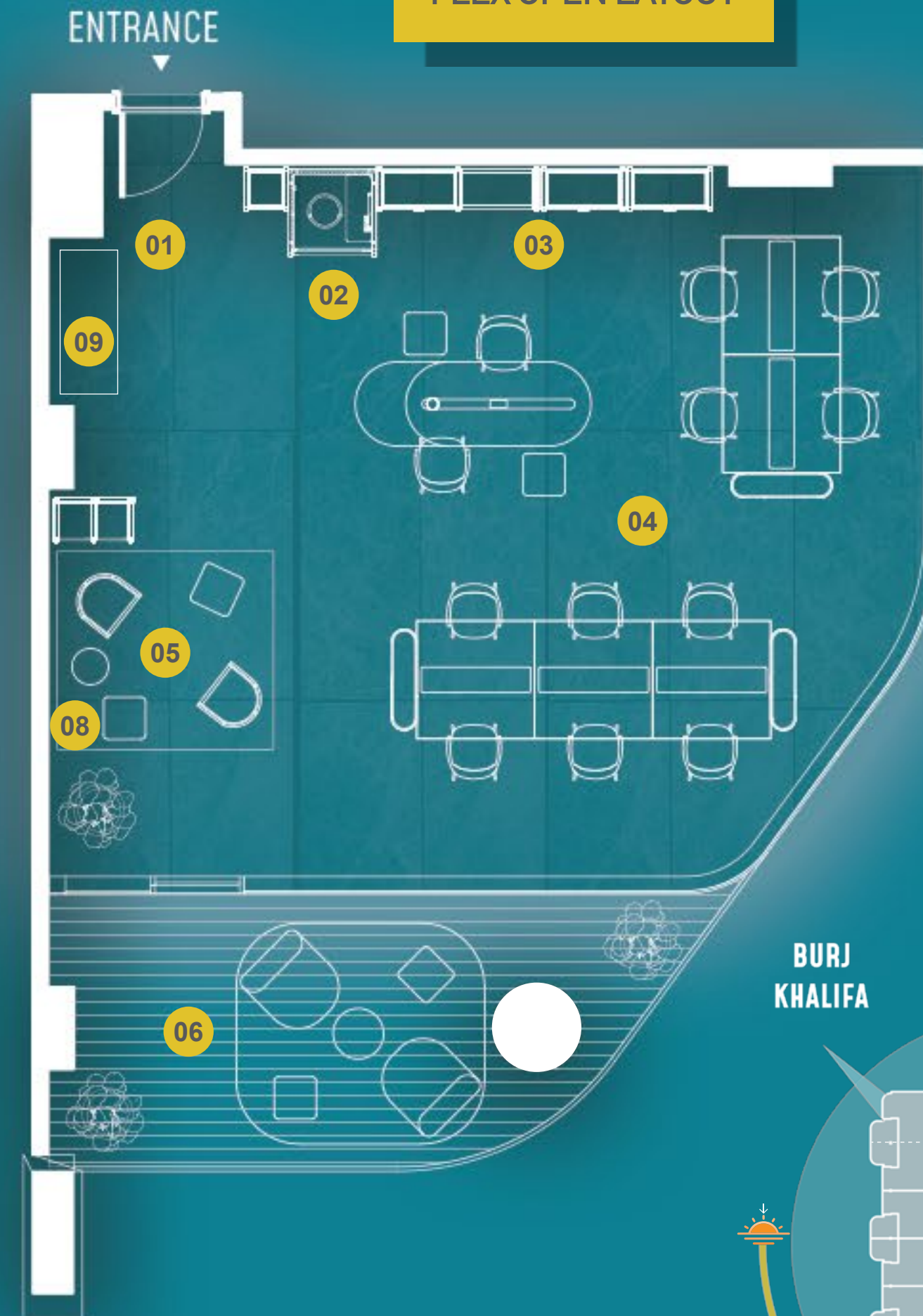
- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 SHELVING/STORAGE UNIT
- 04 FOCUS BOOTH
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 THINK WALL
- 08 COURTYARD

INTERNAL AREA	1327 SQFT
OUTDOOR AREA	287 SQFT
TOTAL AREA	1614 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	3 SPOTS



SIMPLEX EDGE
(UNIT-01)
CONFIGURATIONS

FLEX OPEN LAYOUT

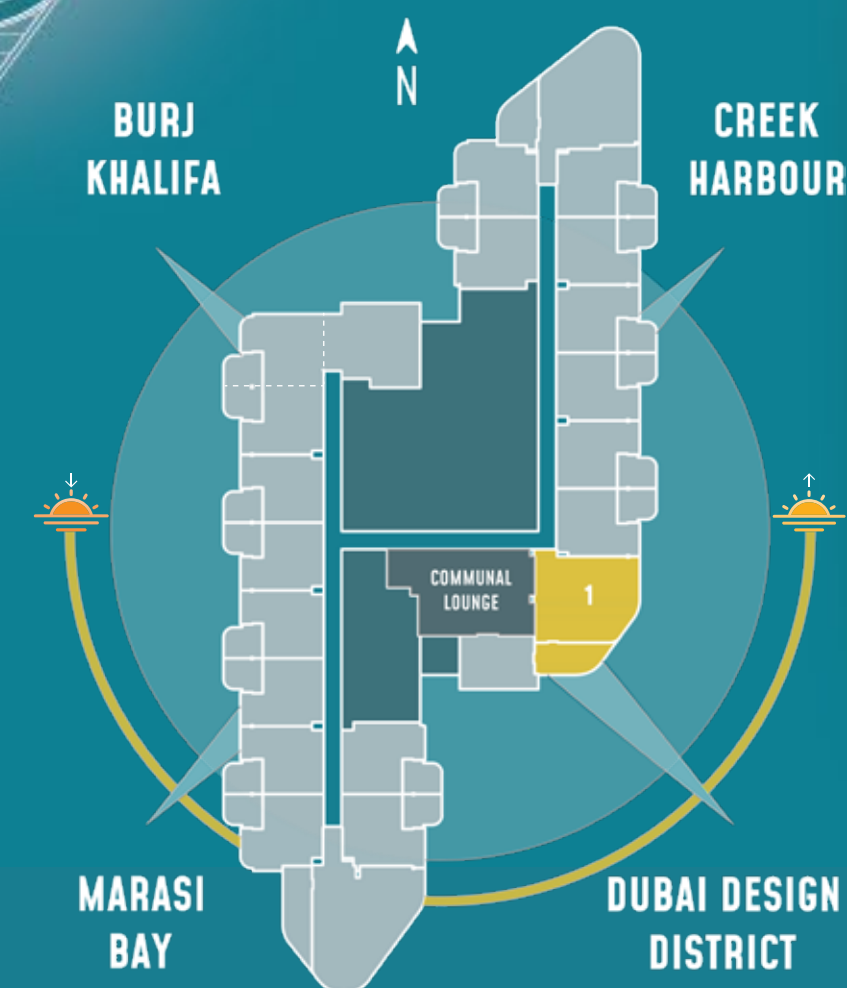


FLEX FOCUSED LAYOUT



- 01 ENTRANCE
- 02 FOCUS BOOTH
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 PRIVATE OFFICES
- 08 THINK WALL
- 09 SERVER/PRINTER

INTERNAL AREA	981 SQFT
OUTDOOR AREA	249 SQFT
TOTAL AREA	1230 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	2 SPOTS



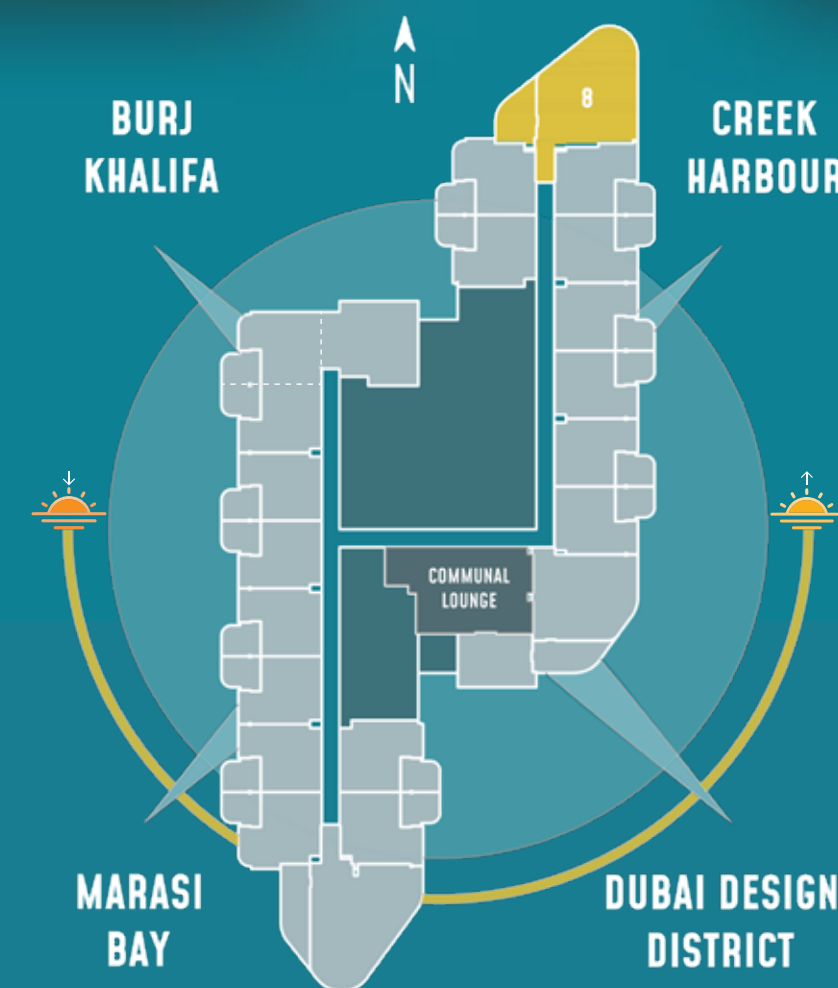
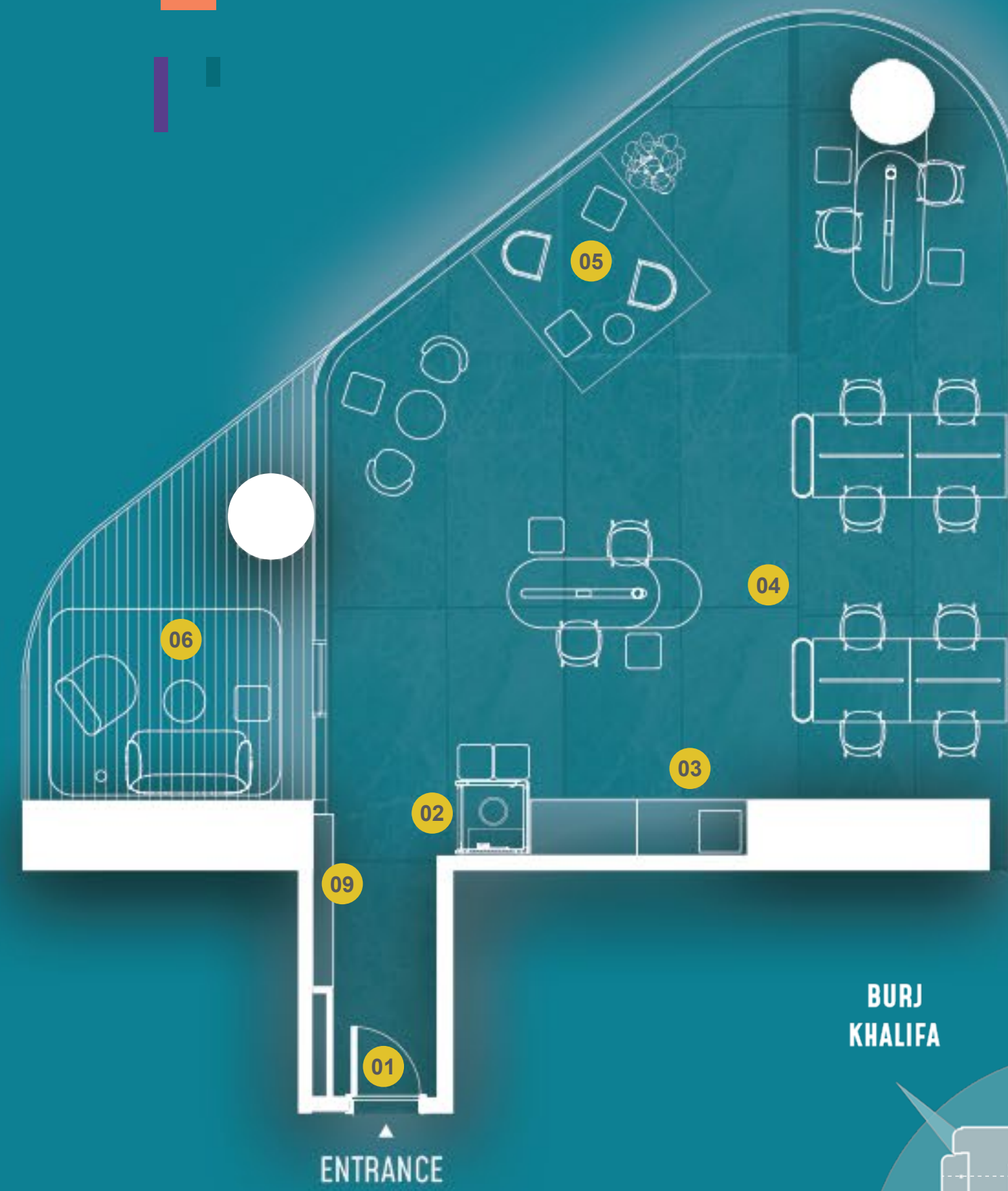
SIMPLEX EDGE (UNIT-08) CONFIGURATIONS

FLEX OPEN LAYOUT

FLEX FOCUSED LAYOUT

- 01 ENTRANCE
- 02 FOCUS BOOTH
- 03 SERVER/PRINTER
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 SHELVING/STORAGE UNIT
- 08 PRIVATE OFFICE
- 09 THINK WALL

INTERNAL AREA	1232 SQFT
OUTDOOR AREA	240 SQFT
TOTAL AREA	1472 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	3 SPOTS



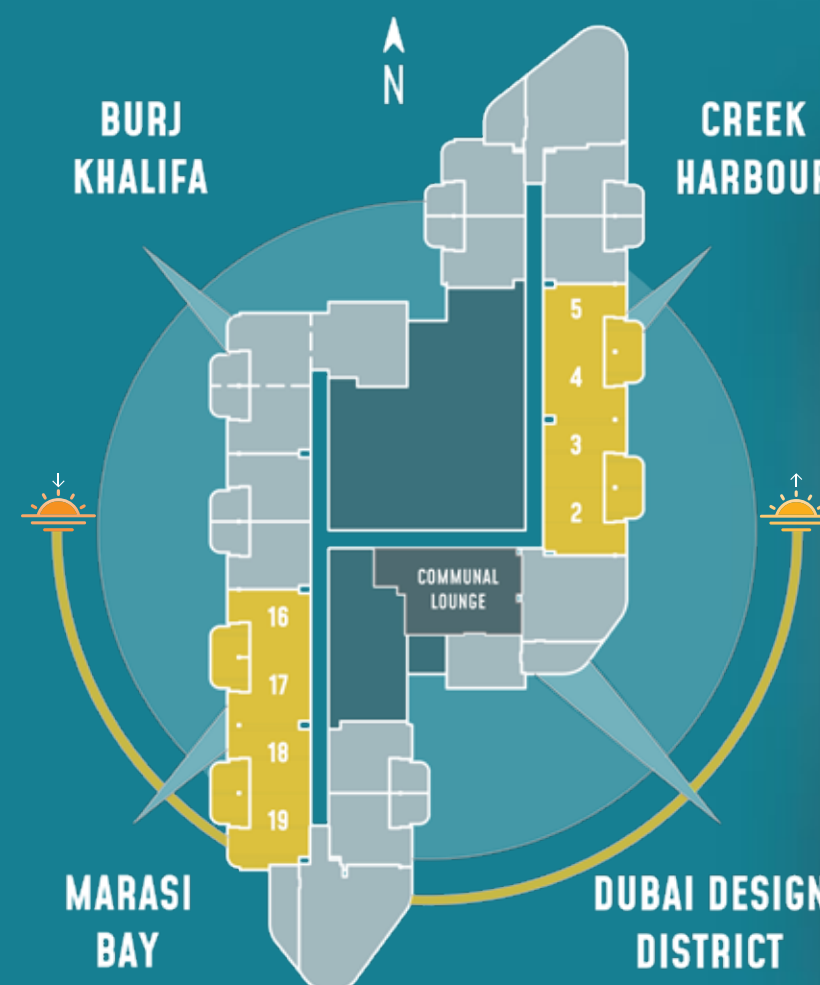
A LA CARTE
CONFIGURATIONS

2700 SQFT AND ABOVE

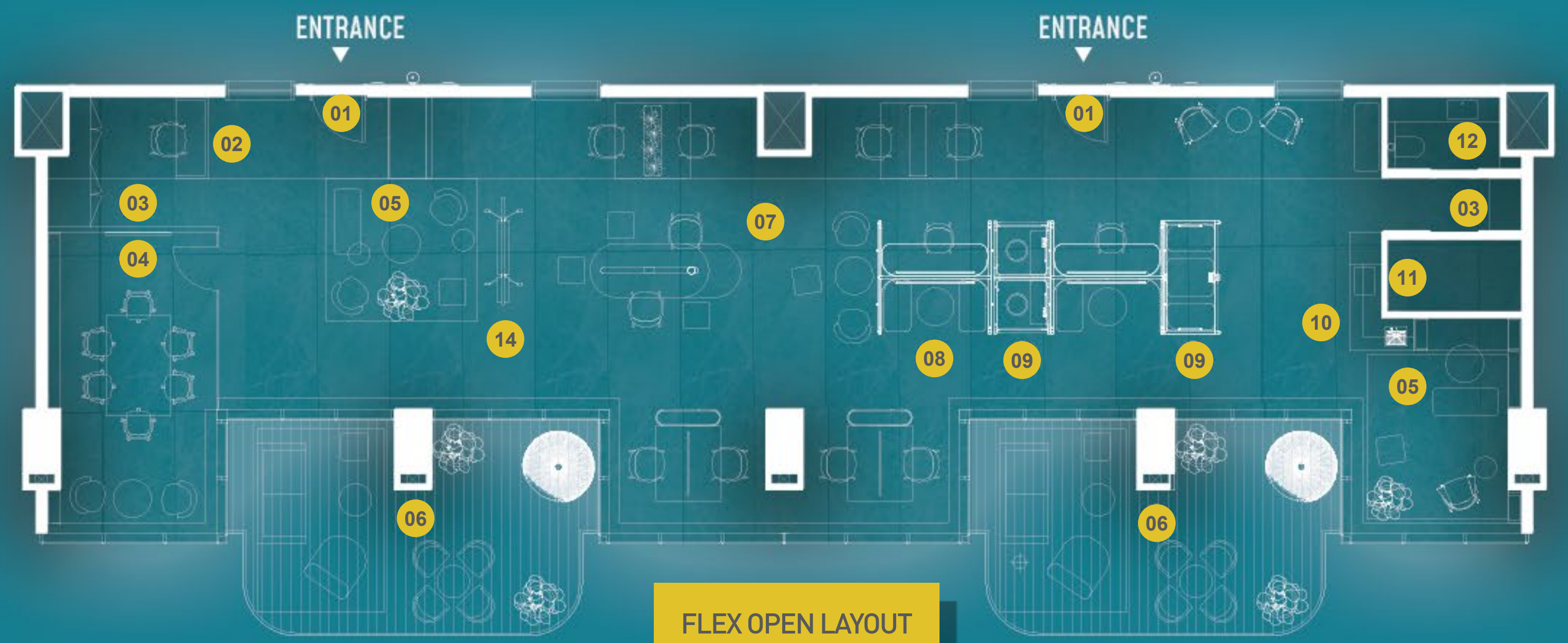
Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

- 01 ENTRANCE
- 02 RECEPTION
- 03 STORAGE
- 04 MEETING ROOM
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 OPEN WORKSTATION
- 08 MODULAR PAVILION
- 09 FOCUS BOOTH
- 10 KITCHENETTE
- 11 SERVER/PRINTER
- 12 POWDER ROOM
- 13 PRIVATE OFFICES
- 14 THINK WALL

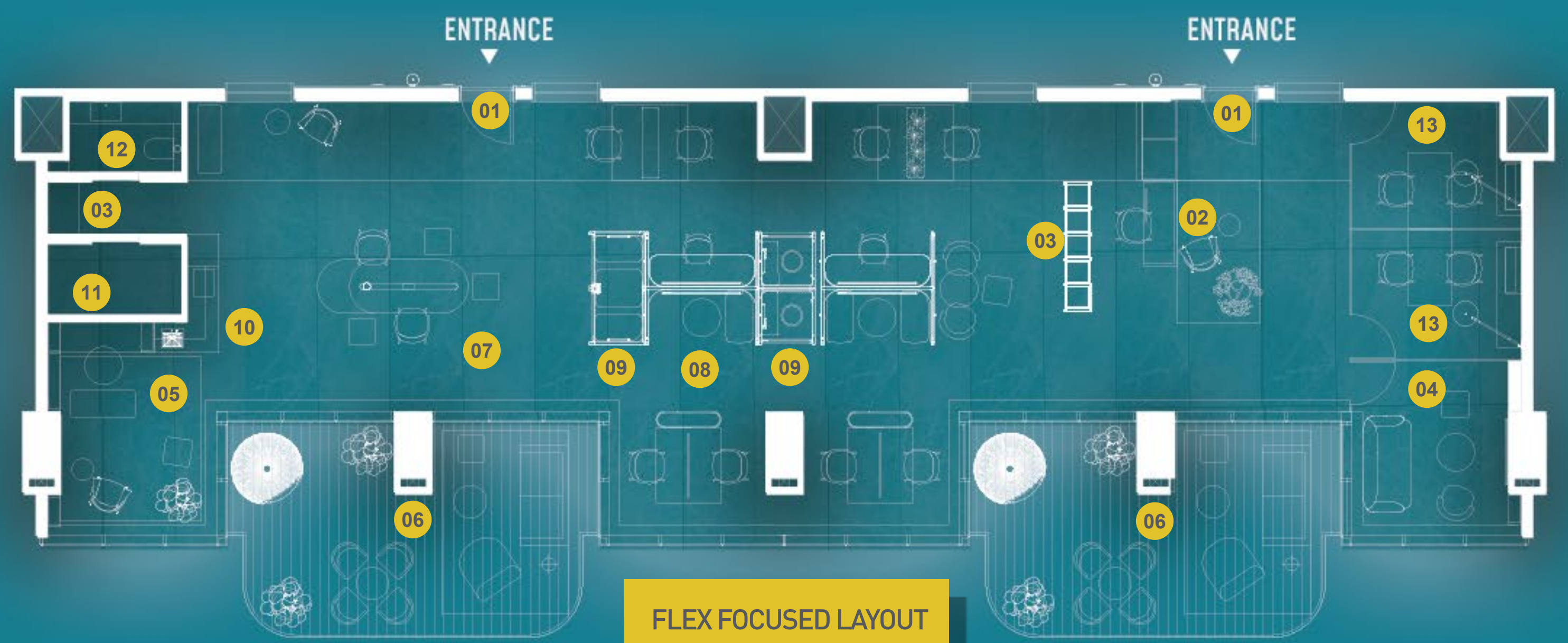
INTERNAL AREA	2156 SQFT
OUTDOOR AREA	564 SQFT
TOTAL AREA	2720 SQFT
ON-DEMAND LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	5 SPOTS



ON-DEMAND



FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT

LOFT

LOFT EDGE

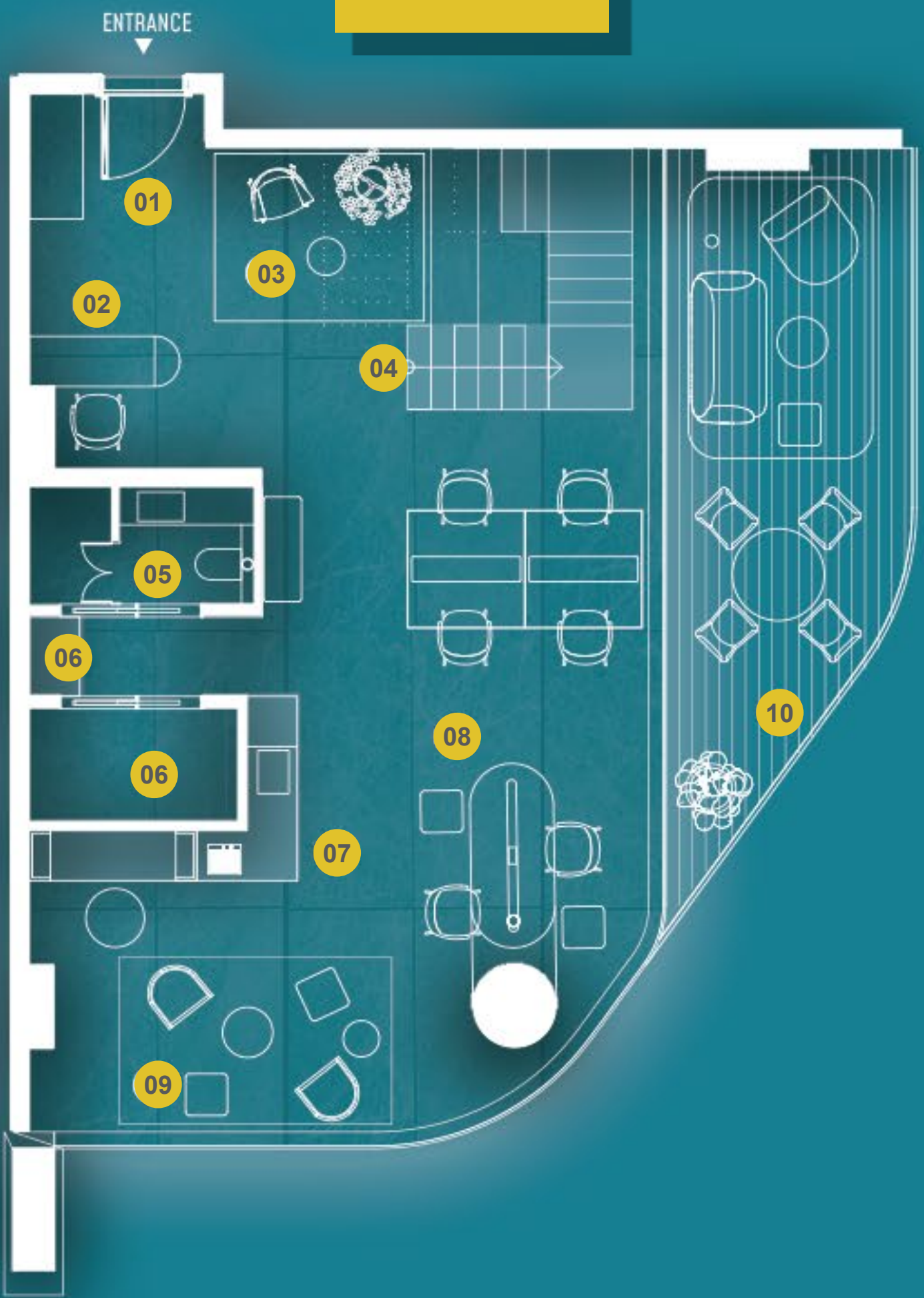
(2051-2467 SQFT)

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.

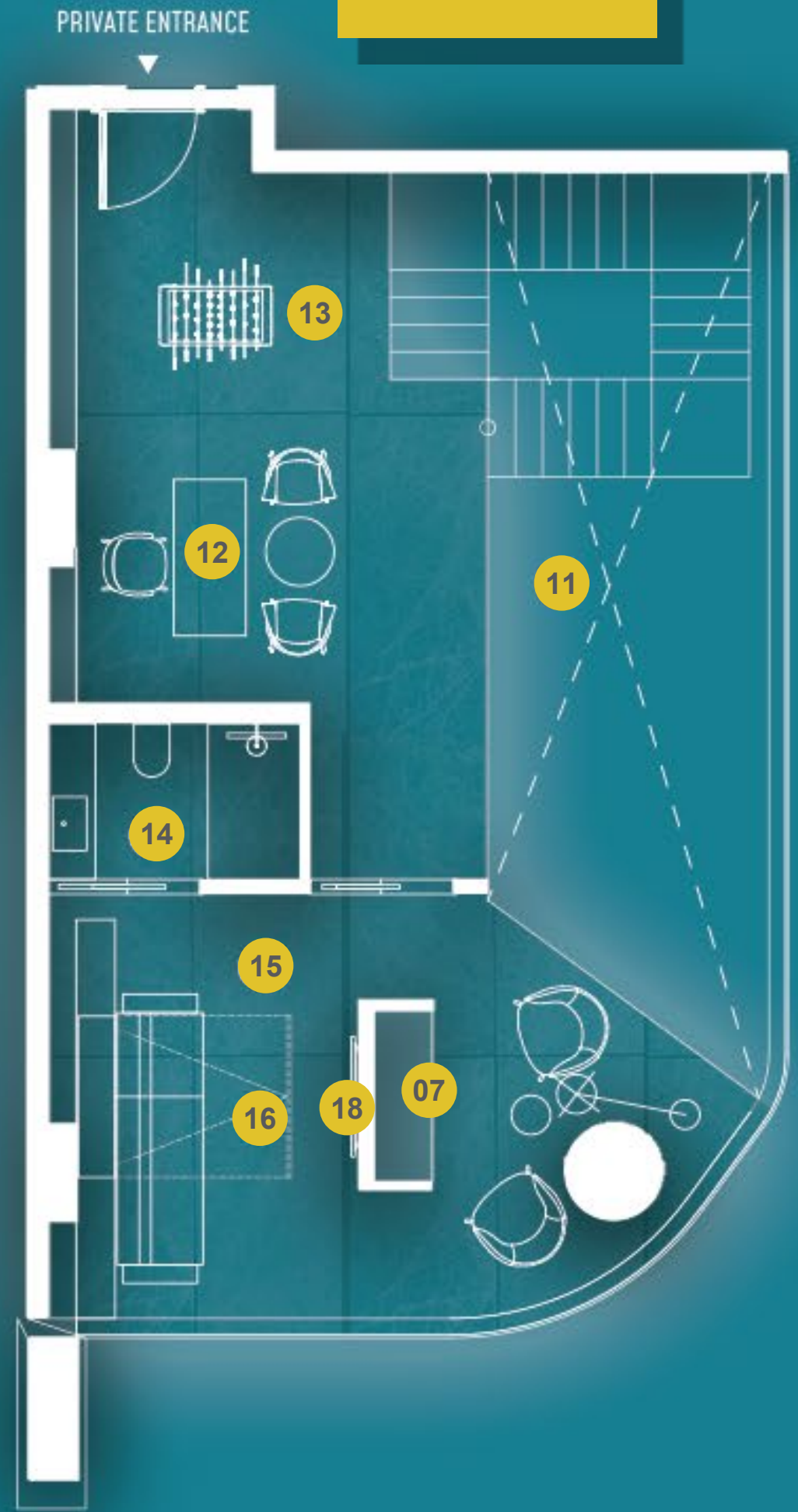


LOFT EDGE
(UNIT-01)
CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL



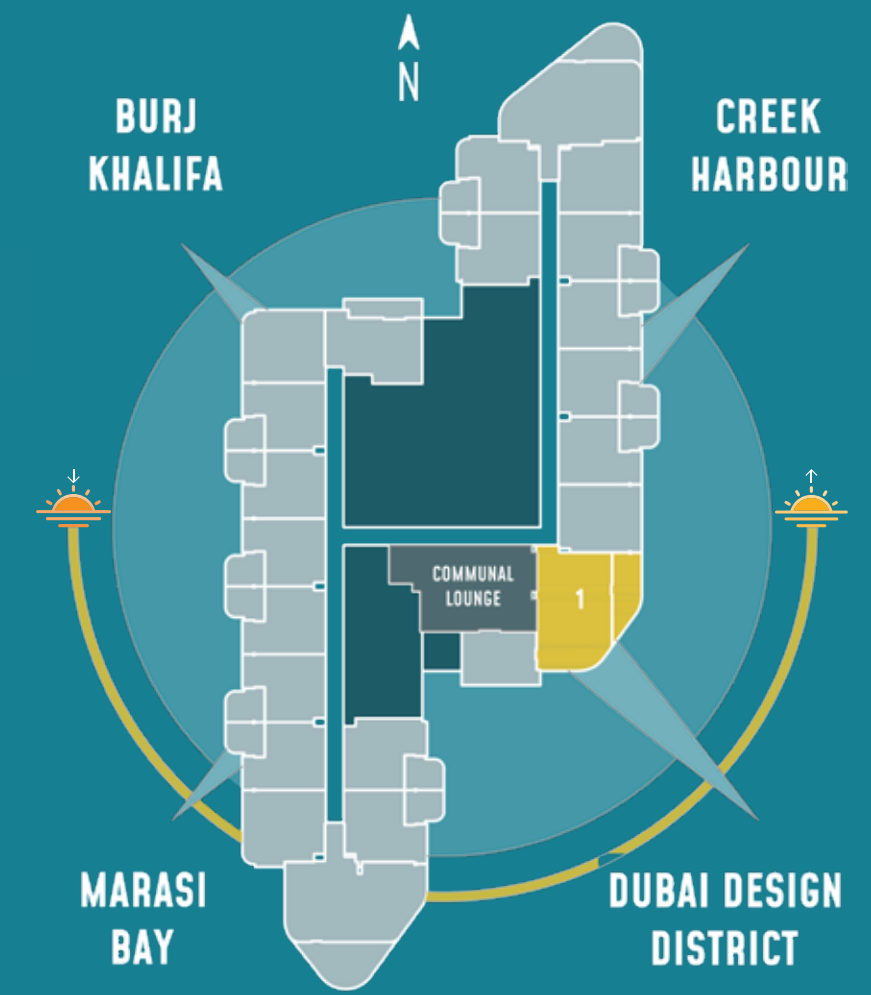
LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 INTEGRATED SEATING
- 04 FEATURE STAIRCASE
- 05 POWDER ROOM
- 06 SHELVING/STORAGE UNIT
- 07 KITCHENETTE
- 08 OPEN WORKSTATIONS
- 09 BREAKOUT AREA
- 10 COURTYARD

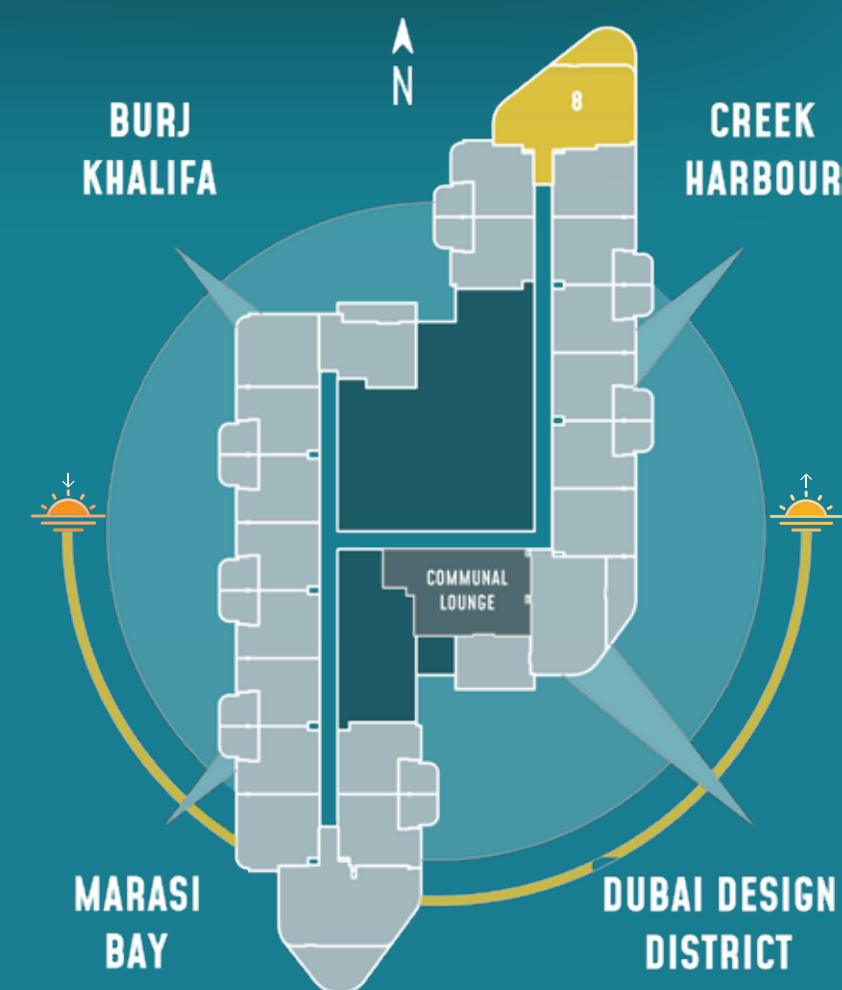
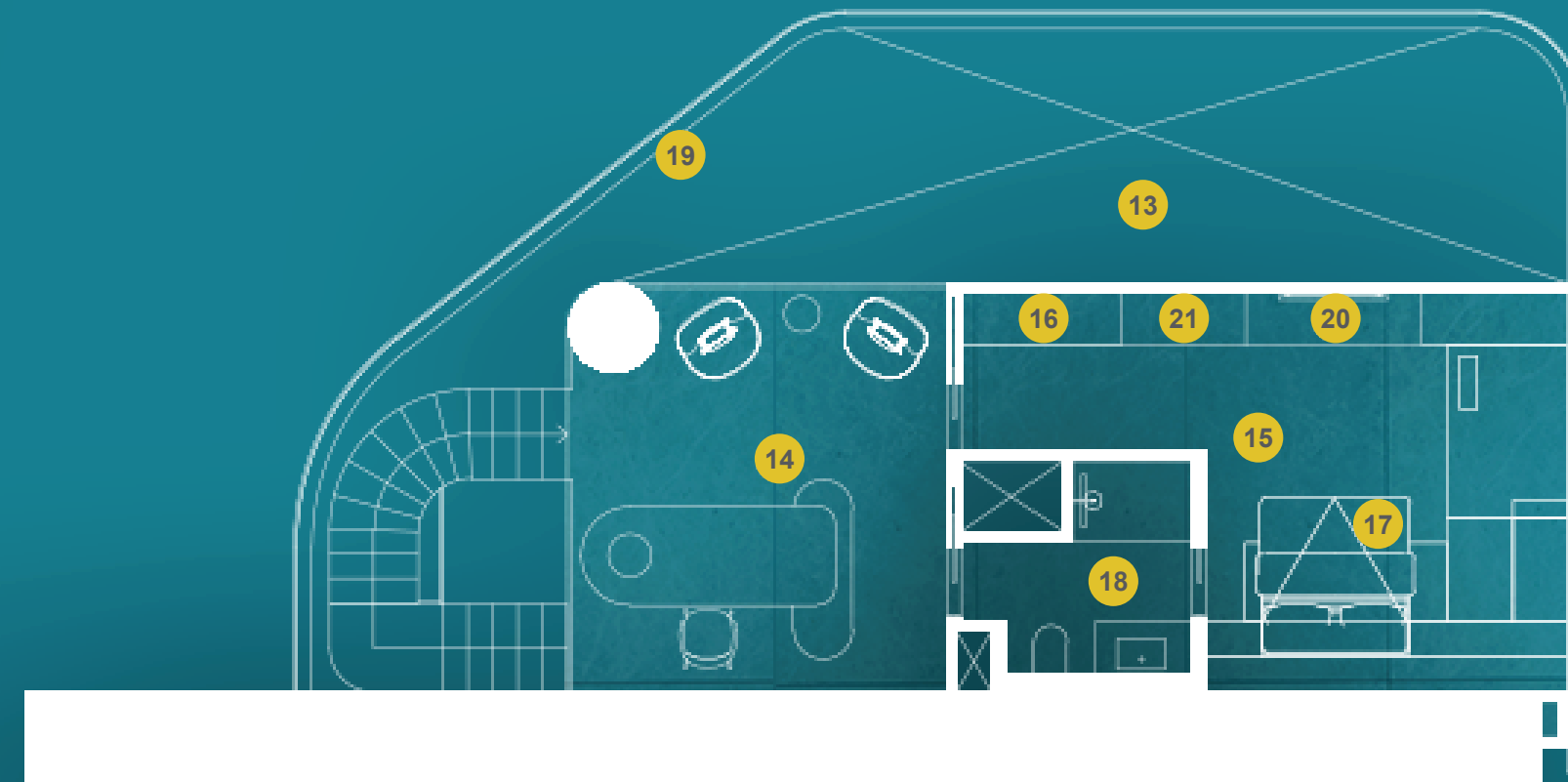
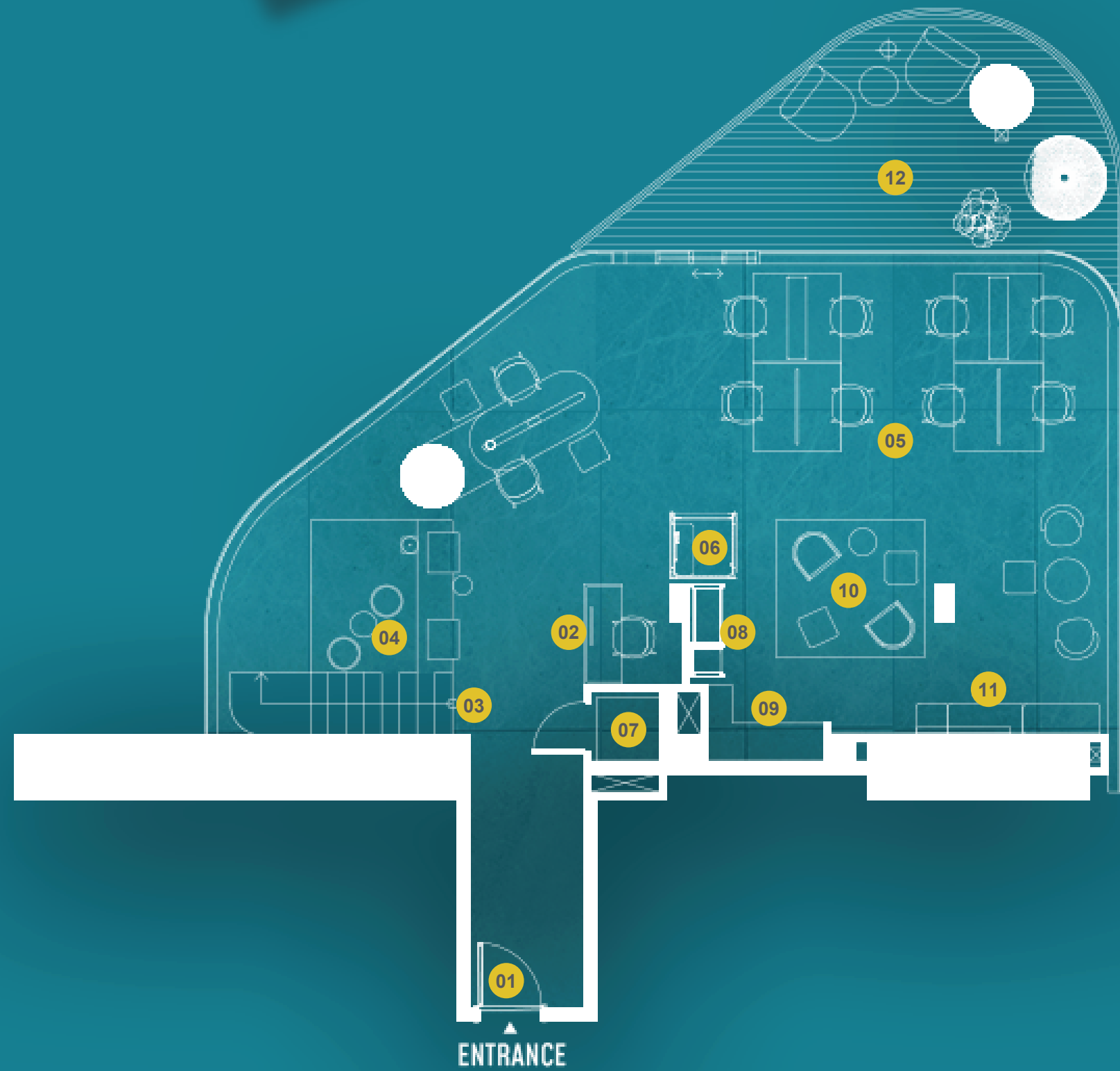
UPPER LEVEL (THE NEST)

- 11 DOUBLE HEIGHT VOID
- 12 BUSINESS QUARTER
- 13 GAME CORNER
- 14 POWDER ROOM & SHOWER
- 15 RESTING DEN
- 16 FLEXIBED
- 17 MOTORIZED BLINDS
- 18 TV

INTERNAL AREA	1810 SQFT
OUTDOOR AREA	242 SQFT
TOTAL AREA	2052 SQFT
LEVELS	L07-L11 (Office Entrance Level), L08-L12 (The Nest with Private Entrance)
DEDICATED PARKING	4 SPOTS



LOFT EDGE (UNIT-08) CONFIGURATIONS



LOWER LEVEL

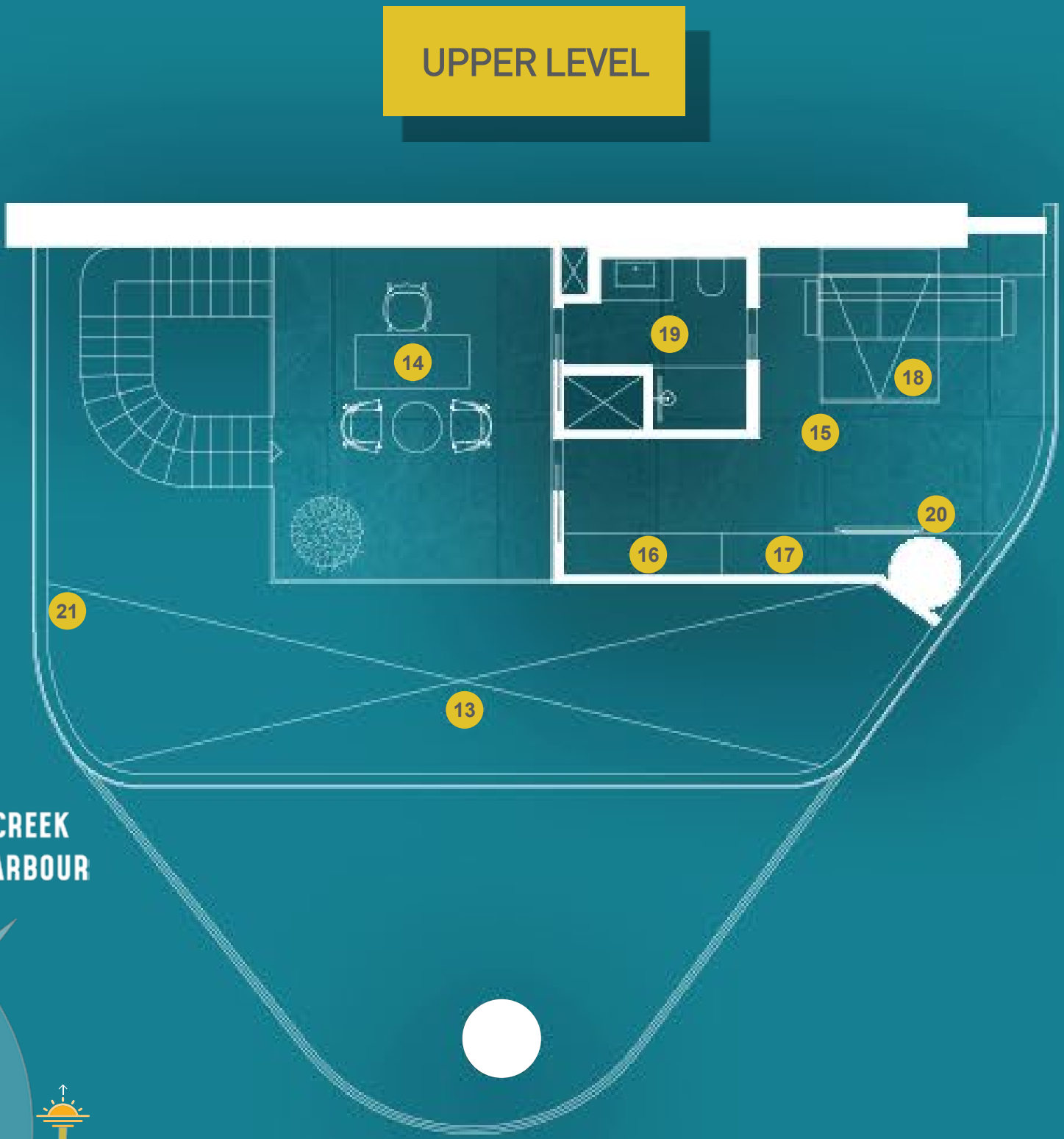
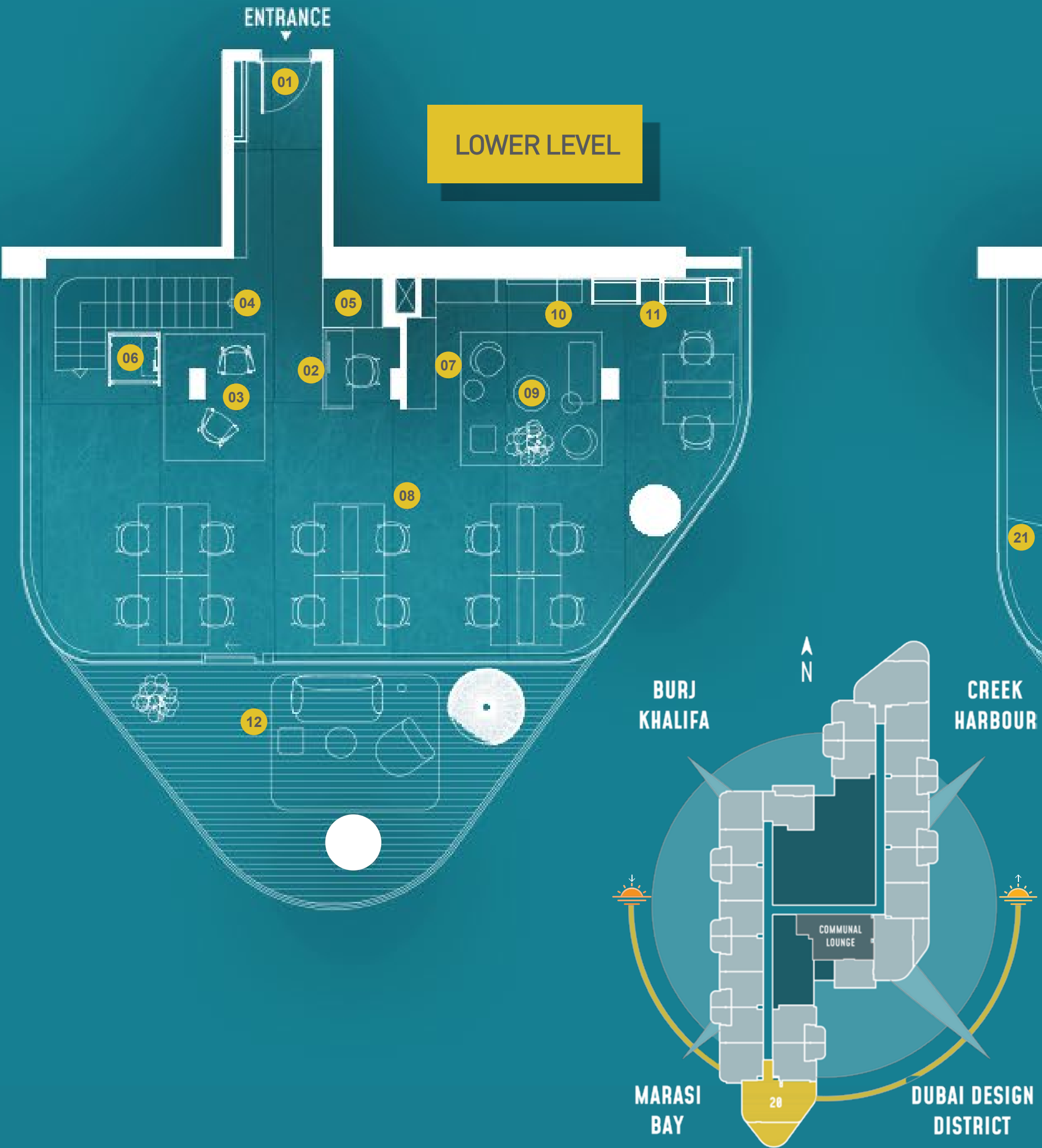
- 01 ENTRANCE
- 02 RECEPTION
- 03 FEATURE STAIRCASE
- 04 INTEGRATED SEATING
- 05 OPEN WORKSTATIONS
- 06 FOCUS BOOTH
- 07 PRINTER/SERVER
- 08 SHELVING/STORAGE UNIT
- 09 KITCHENETTE
- 10 BREAKOUT AREA
- 11 THINK WALL
- 12 COURTYARD

UPPER LEVEL (THE NEST)

- 13 DOUBLE HEIGHT VOID
- 14 BUSINESS QUARTER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 FLEXIBED
- 18 POWDER ROOM / SHOWER
- 19 MOTORIZED BLINDS
- 20 TV
- 21 WARDROBE

INTERNAL AREA	2118 SQFT
OUTDOOR AREA	241 SQFT
TOTAL AREA	2359 SQFT
LEVELS	L07-L11 (Office Entrance Level), L08-L12 (The Nest with Private Entrance)
DEDICATED PARKING	5 SPOTS

LOFT EDGE
(UNIT-20)
CONFIGURATIONS



LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 INTEGRATED SEATING
- 04 FEATURE STAIRCASE
- 05 PRINTER/SERVER
- 06 FOCUS BOOTH
- 07 KITCHENETTE
- 08 OPEN WORKSTATIONS
- 09 BREAKOUT AREA
- 10 THINK WALL
- 11 SHELVING/STORAGE UNIT
- 12 COURTYARD

UPPER LEVEL (THE NEST)

- 13 DOUBLE HEIGHT VOID
- 14 BUSINESS QUARTER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 WARDROBE
- 18 FLEXIBED
- 19 POWDER ROOM / SHOWER
- 20 TV
- 21 MOTORIZED BLINDS

INTERNAL AREA	2124 SQFT
OUTDOOR AREA	342 SQFT
TOTAL AREA	2466 SQFT
LEVELS	L07-L11 (Office Entrance Level), L08-L12 (The Nest with Private Entrance)
DEDICATED PARKING	5 SPOTS

LOFT

PENTHOUSE LOFTS

(2185-3708 SQFT)

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.



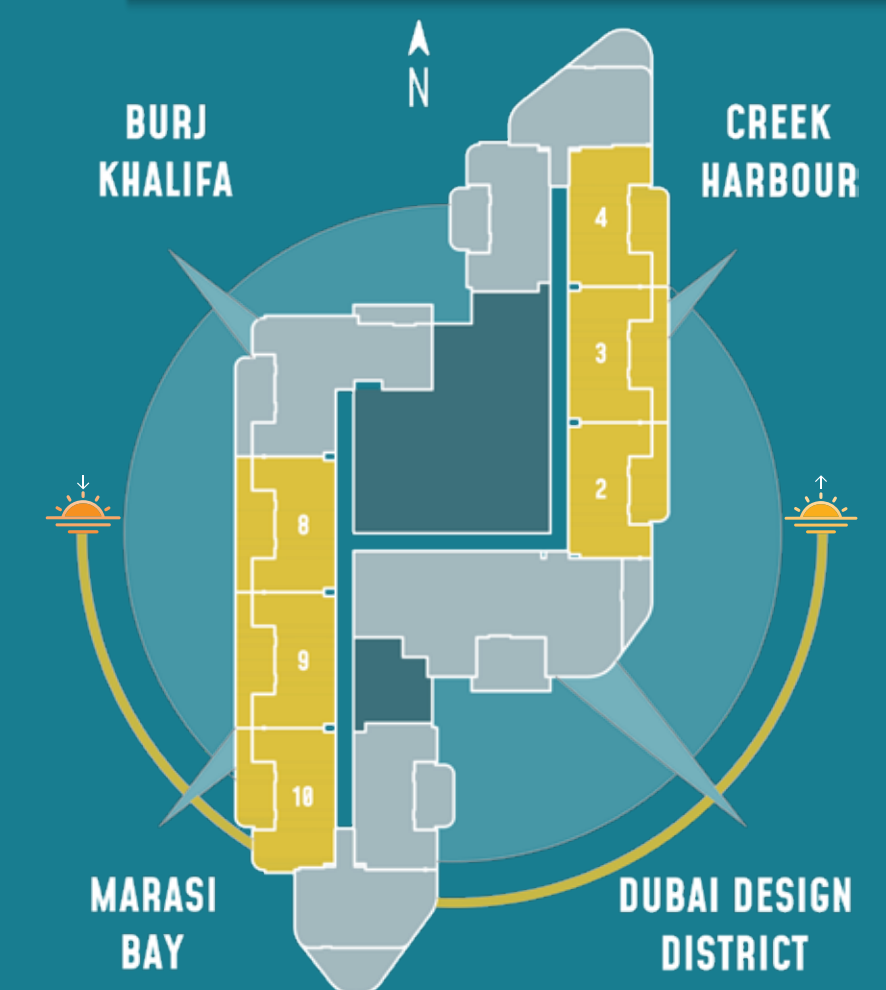
PENTHOUSE
LOFTS



LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 MEETING ROOM
- 04 BREAKOUT AREA
- 05 FEATURE STAIRCASE
- 06 OPEN WORKSTATIONS
- 07 SERVER/PRINTER
- 08 KITCHENETTE
- 09 POWDER ROOM
- 10 COURTYARD
- 11 INTEGRATED SEATING

SIZE	
INTERNAL AREA	2095-2177 SQFT
OUTDOOR AREA	353-425 SQFT
TOTAL AREA	2507-2537 SQFT
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
DEDICATED PARKING	5 SPOTS

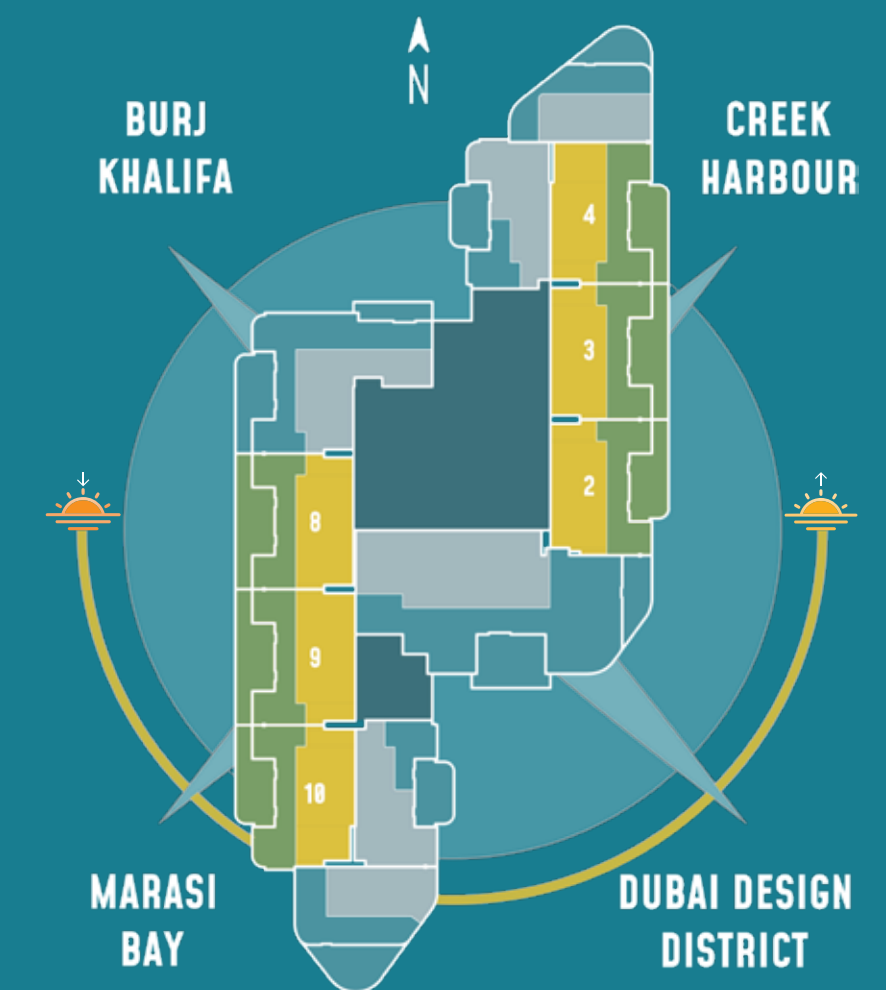


PENTHOUSE LOFTS



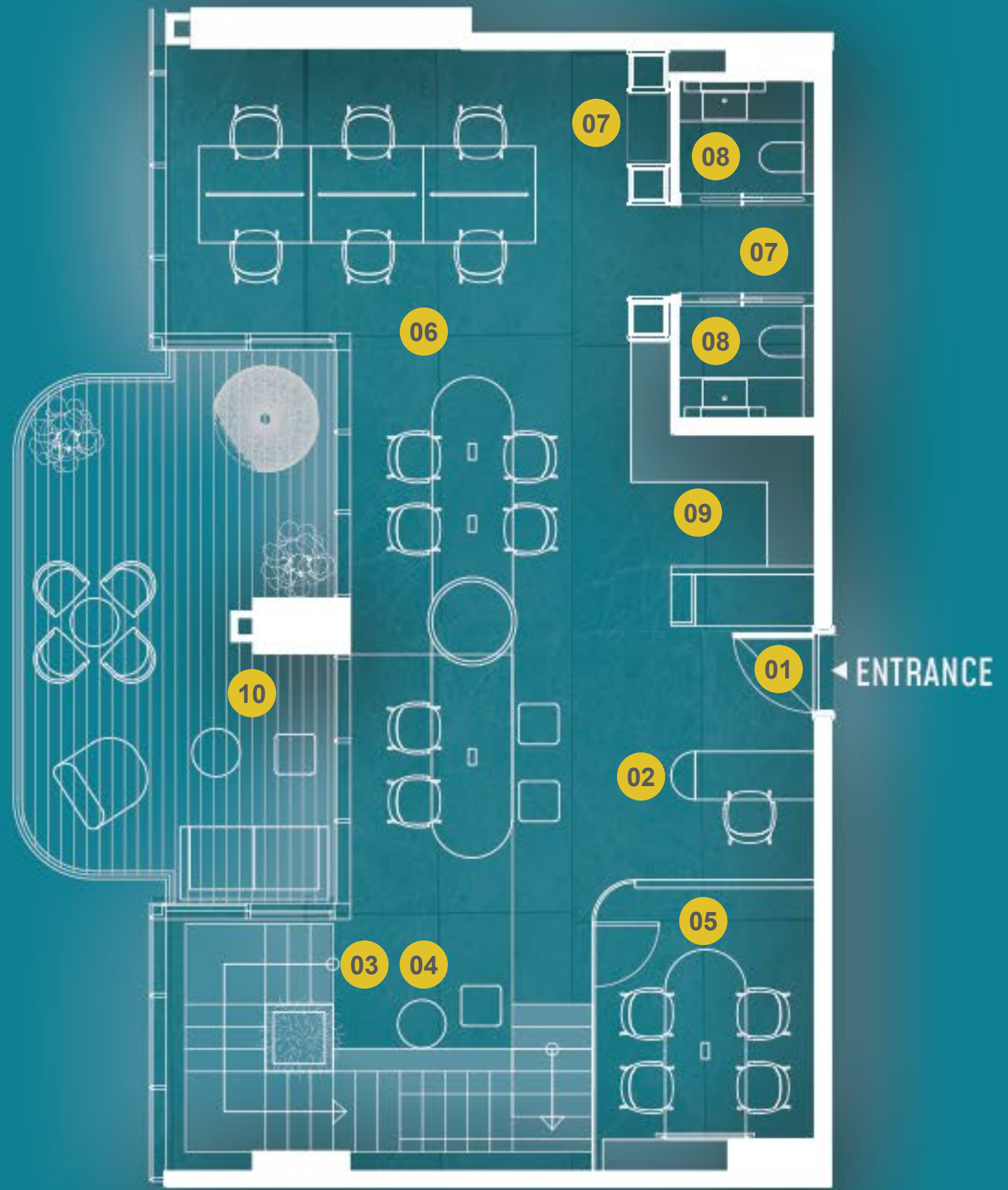
UPPER LEVEL (THE NEST)

- 10 DOUBLE HEIGHT VOID
- 11 BUSINESS QUARTER
- 12 MEETING CORNER
- 13 RESTING DEN
- 14 WARDROBE
- 15 POWDER ROOM & SHOWER
- 16 FLEXIBED
- 17 KITCHENETTE
- 18 MOTORIZED BLINDS
- 19 TV

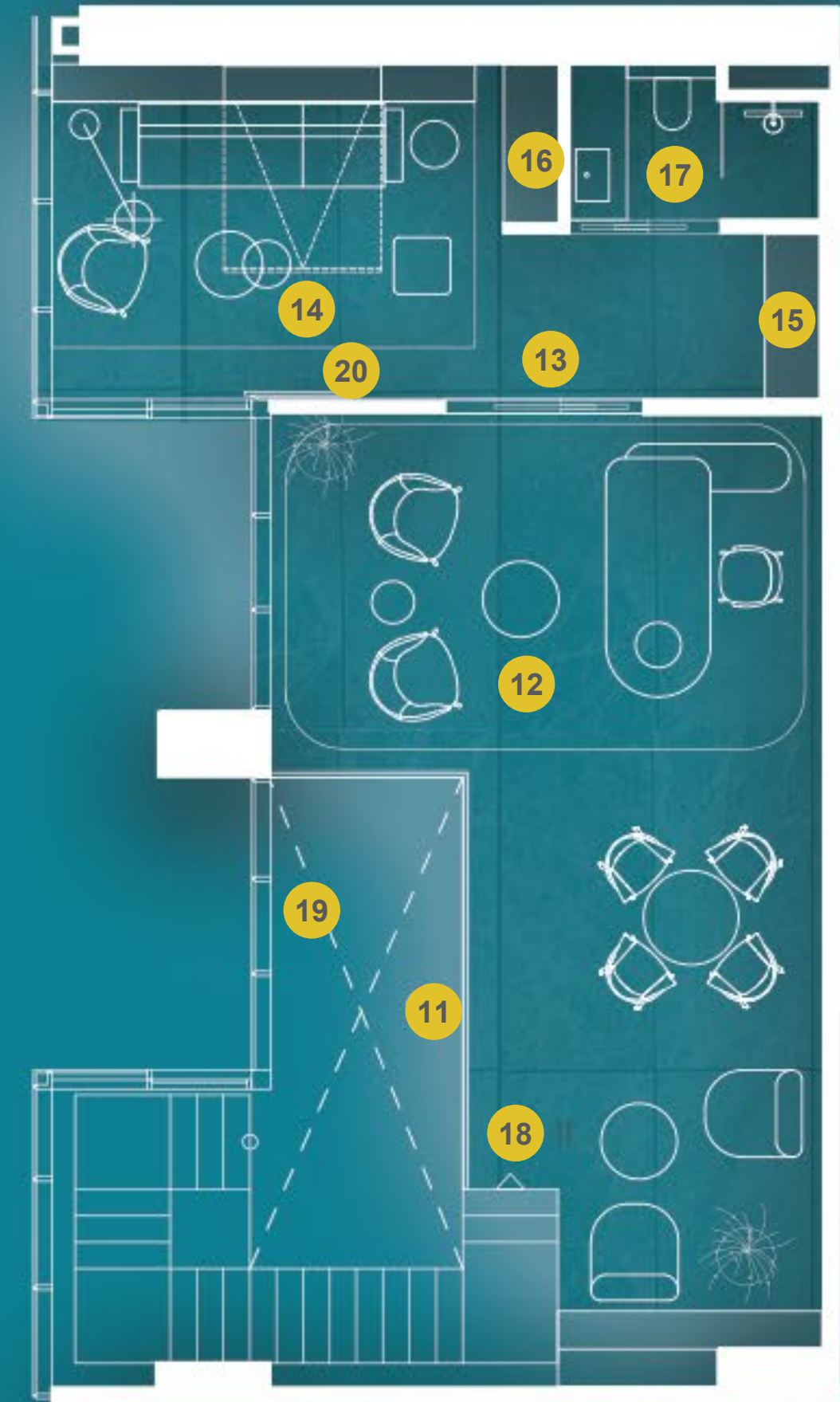


PENTHOUSE LOFTS
(UNIT-2906
& 2912)
CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL

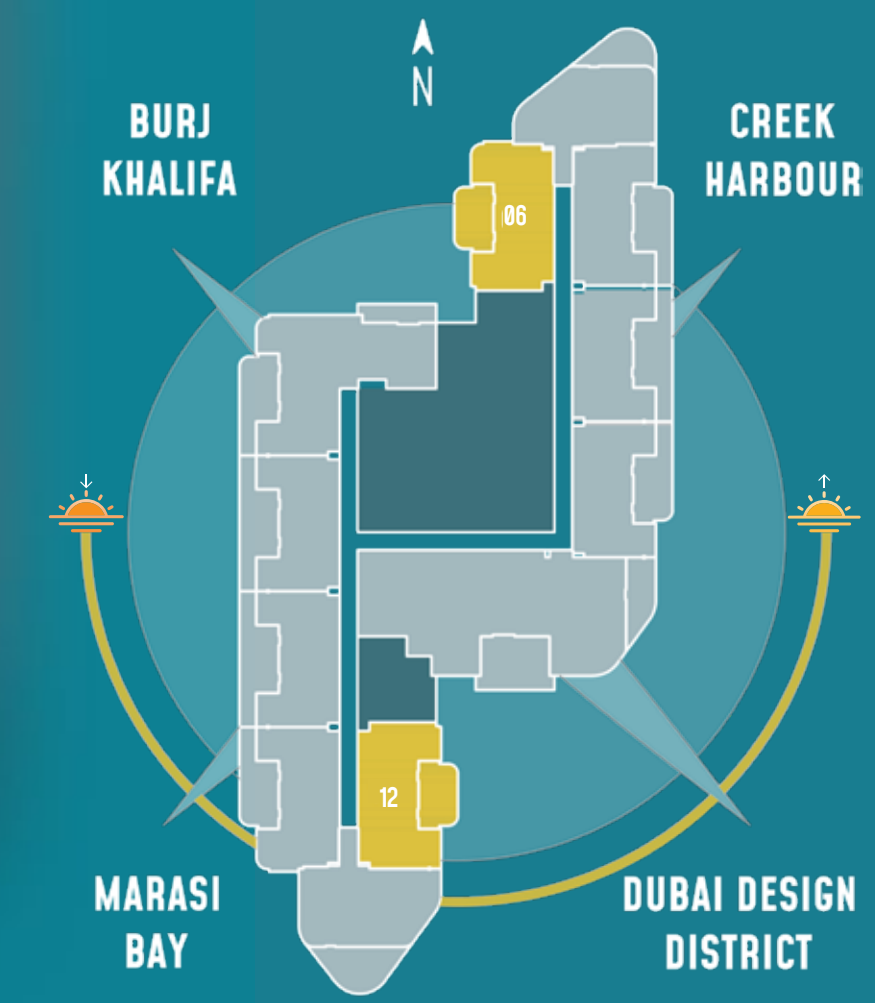


LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 FEATURE STAIRCASE
- 04 INTEGRATED SEATING
- 05 MEETING ROOM
- 06 OPEN WORKSTATIONS
- 07 SHELVING/STORAGE UNIT
- 08 POWDER ROOM
- 09 KITCHENETTE
- 10 COURTYARD

UPPER LEVEL (THE NEST)

- 11 DOUBLE HEIGHT VOID
- 12 BUSINESS QUARTER
- 13 RESTING DEN
- 14 FLEXIBED
- 15 KITCHENETTE
- 16 WARDROBE
- 17 POWDER ROOM & SHOWER
- 18 MEETING CORNER
- 19 MOTORIZED BLINDS
- 20 TV



	UNIT NO. 2906 & 2912
INTERNAL AREA	2195 & 2181 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	2477 & 2463 SQFT
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
DEDICATED PARKING	5 SPOTS

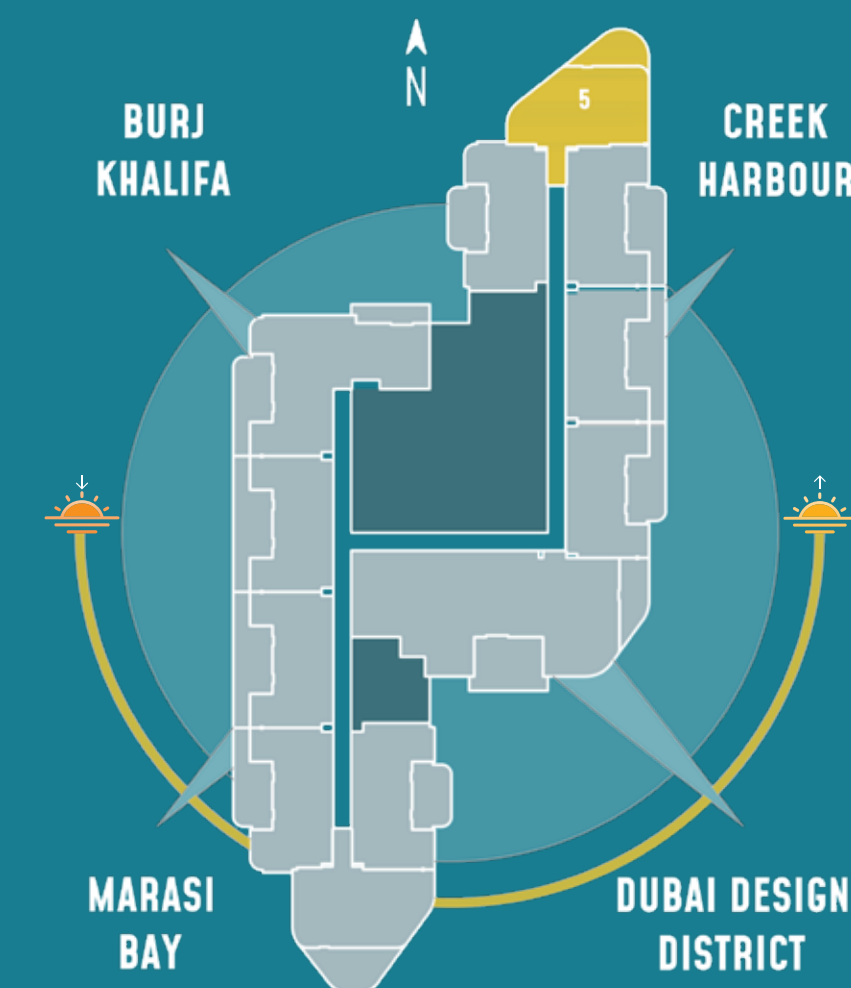
PENTHOUSE LOFT
(UNIT-2905)
FLOOR PLAN



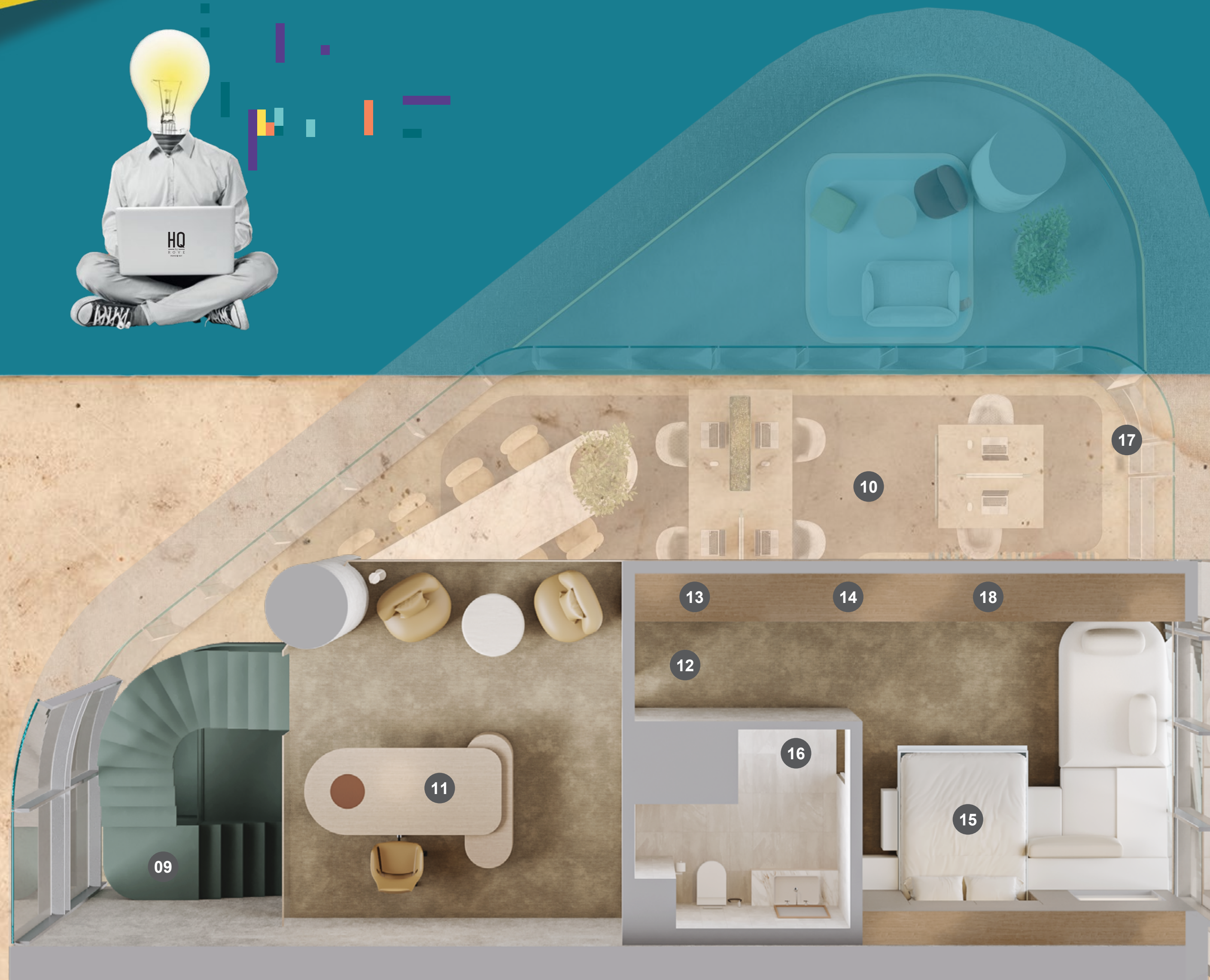
LOWER LEVEL

- 01 ENTRANCE
- 02 FEATURE STAIRCASE
- 03 INTEGRATED SEATING
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 KITCHENETTE
- 07 SERVER/PRINTER
- 08 POWDER ROOM
- 09 MEETING CORNER
- 10 COURTYARD

INTERNAL AREA	1944 SQFT
OUTDOOR AREA	241 SQFT
TOTAL AREA	2185 SQFT
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
DEDICATED PARKING	5 SPOTS

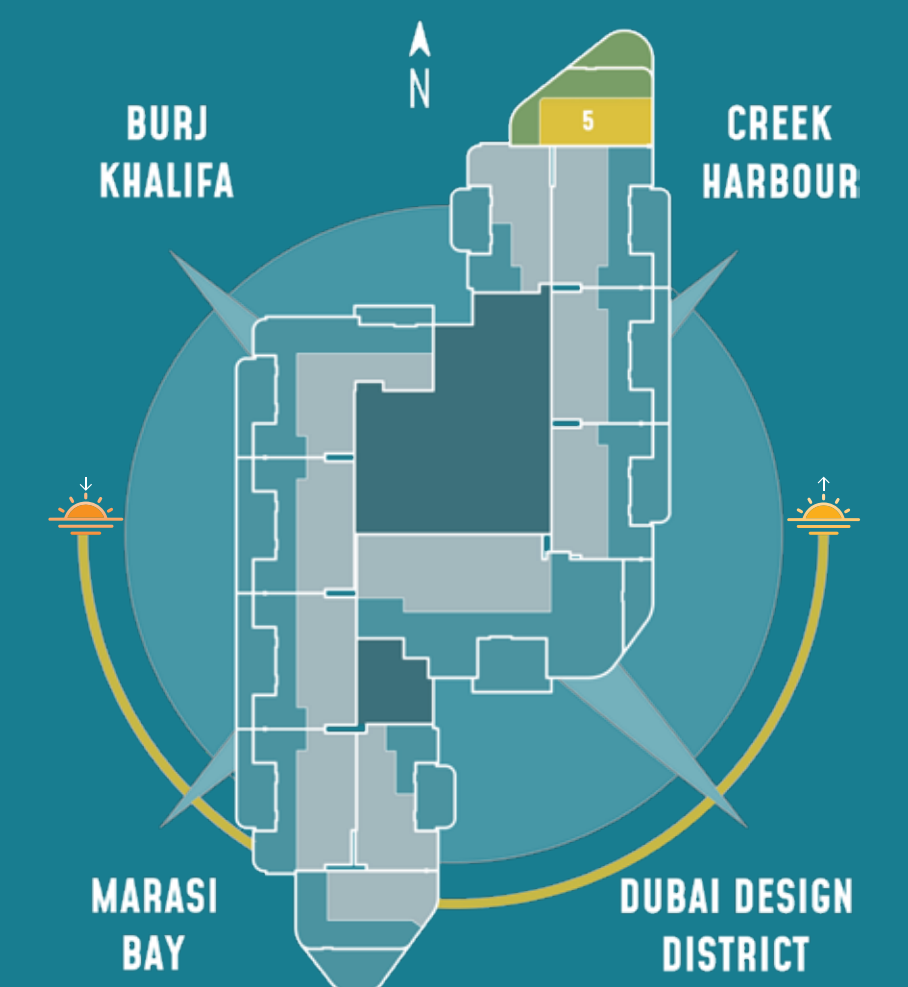


PENTHOUSE LOFT
(UNIT-2905)
FLOOR PLAN



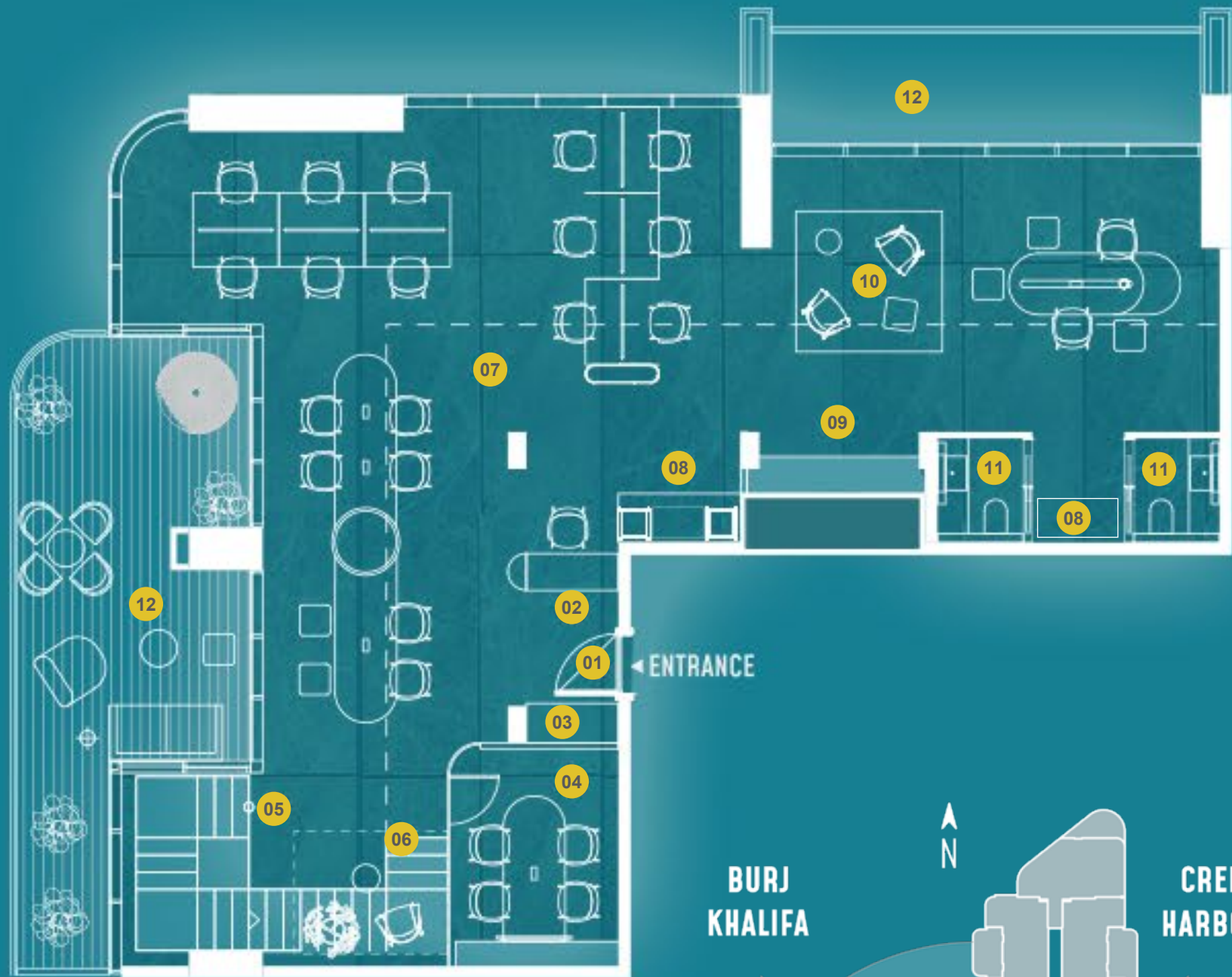
UPPER LEVEL (THE NEST)

- 09 FEATURE STAIRCASE
- 10 DOUBLE HEIGHT VOID
- 11 BUSINESS QUARTER
- 12 RESTING DEN
- 13 KITCHENETTE
- 14 WARDROBE
- 15 FLEXIBED
- 16 POWDER ROOM & SHOWER
- 17 MOTORIZED BLINDS
- 18 TV

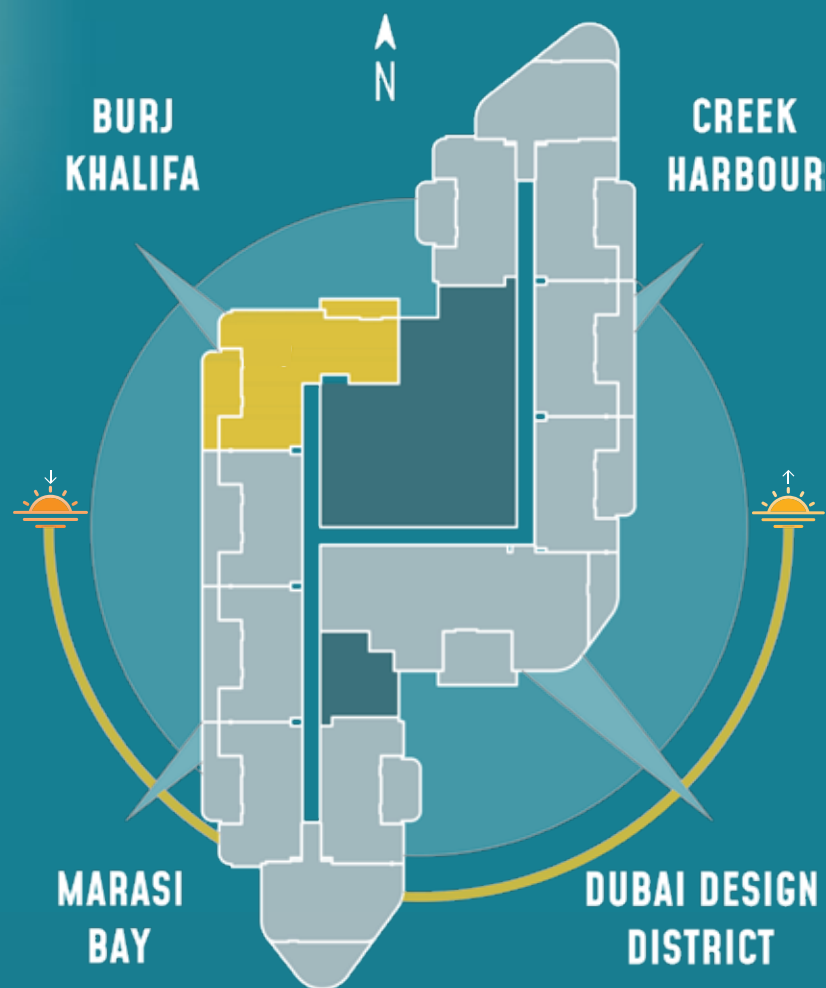
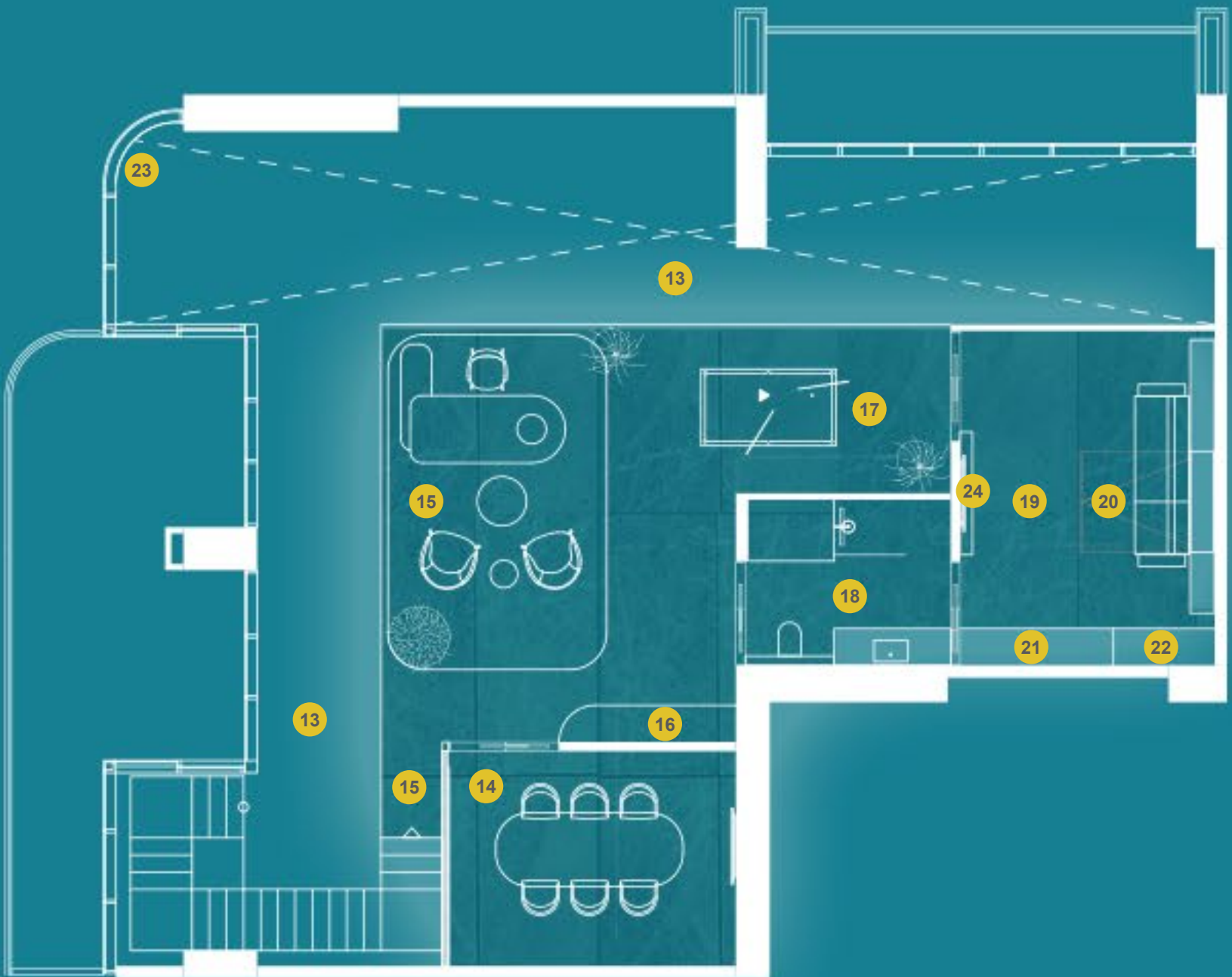


PENTHOUSE LOFT
(UNIT-2907)
CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL



INTERNAL AREA	3192 SQFT
OUTDOOR AREA	517 SQFT
TOTAL AREA	3709 SQFT
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
DEDICATED PARKING	7 SPOTS

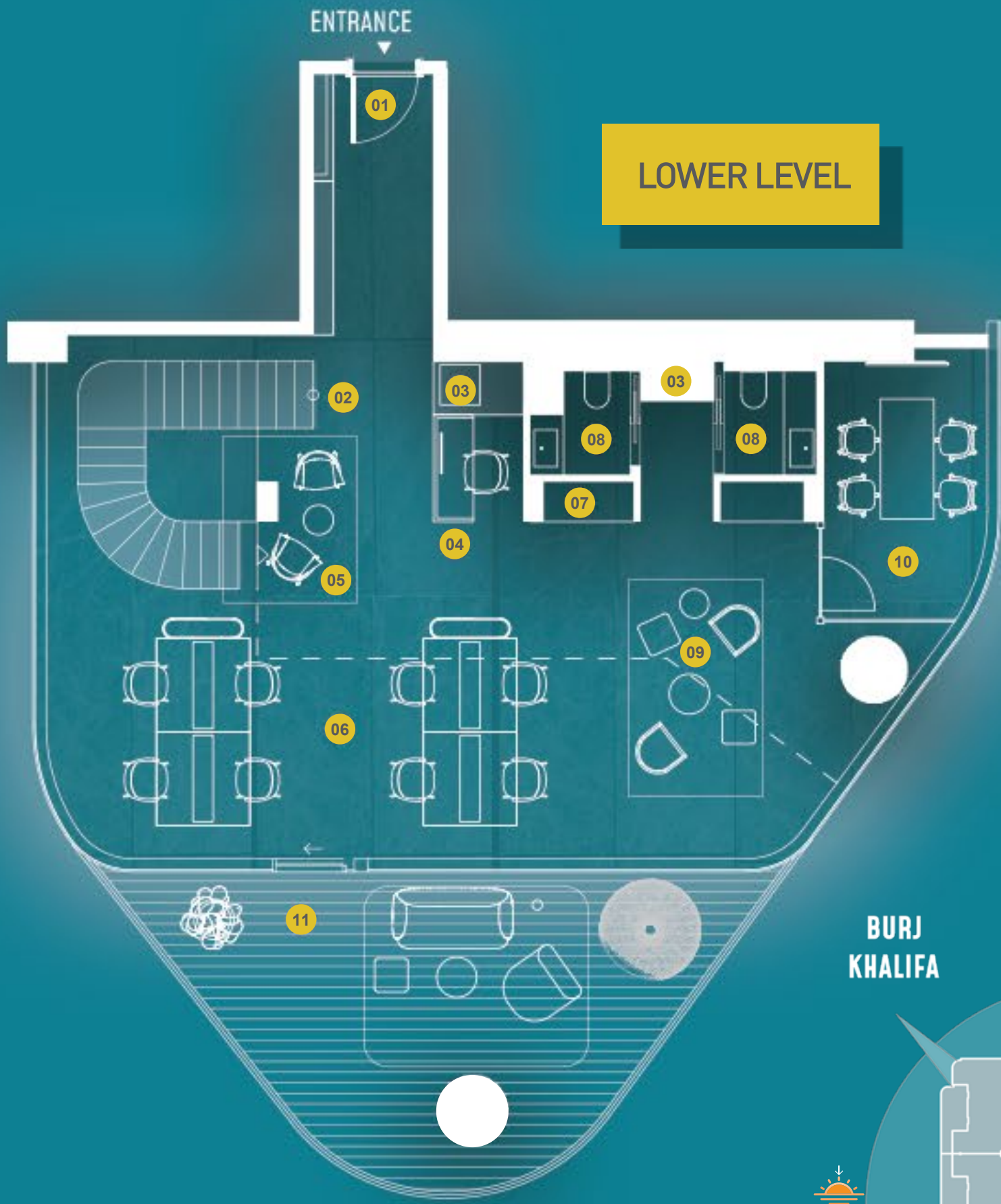
LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRINTER
- 04 MEETING ROOM
- 05 FEATURE STAIRCASE
- 06 INTEGRATED SEATING
- 07 OPEN WORKSPACE
- 08 SHELVING/STORAGE UNIT
- 09 PANTRY
- 10 BREAKOUT AREA
- 11 POWDER ROOM
- 12 COURTYARD

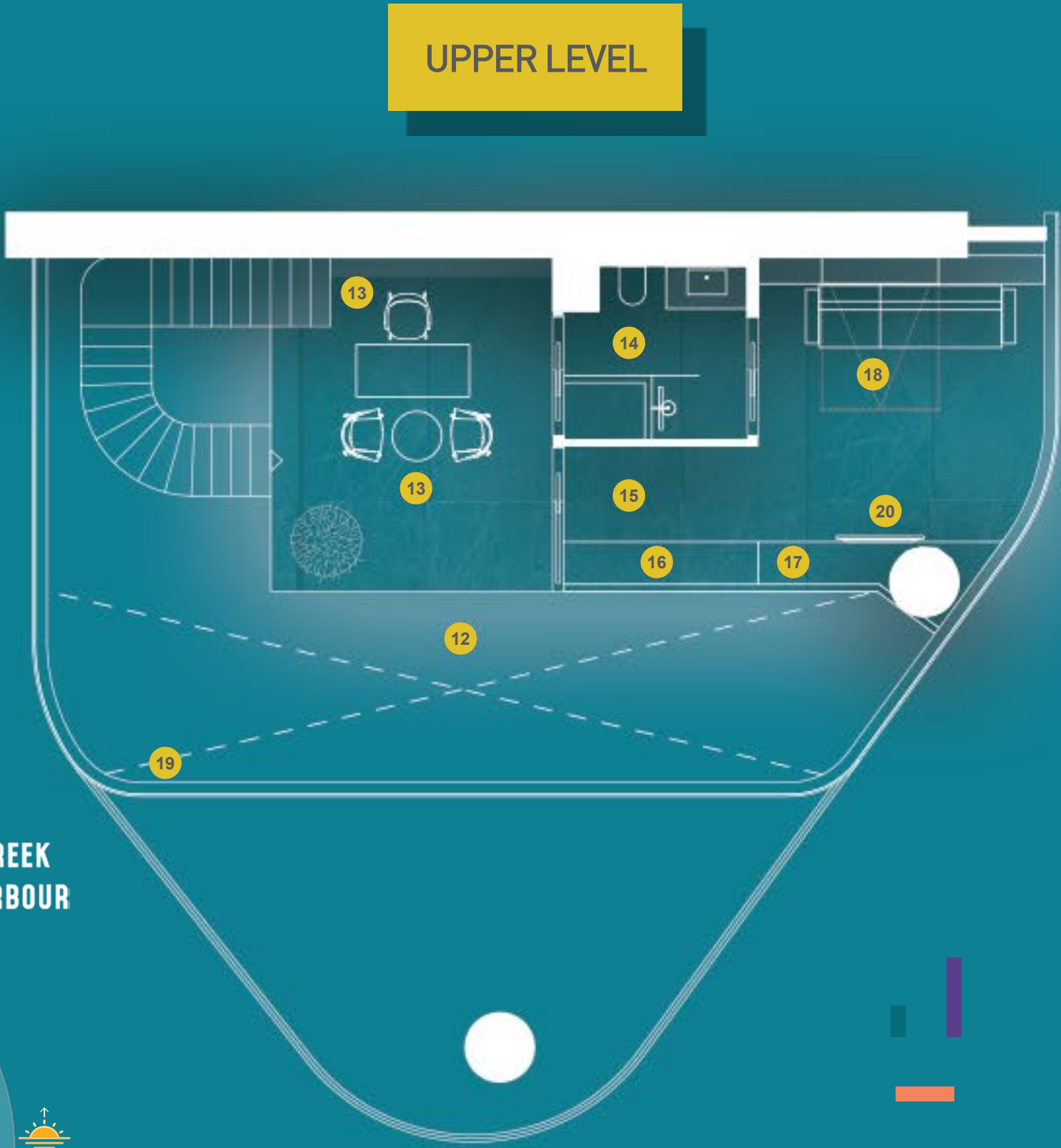
UPPER LEVEL (THE NEST)

- 13 DOUBLE HEIGHT VOID
- 14 MEETING ROOM
- 15 BUSINESS QUARTER
- 16 COFFEE COUNTER
- 17 GAME CORNER
- 18 POWDER ROOM & SHOWER
- 19 RESTING DEN
- 20 FLEXIBED
- 21 KITCHENETTE
- 22 WARDROBE
- 23 MOTORIZED BLINDS
- 24 TV

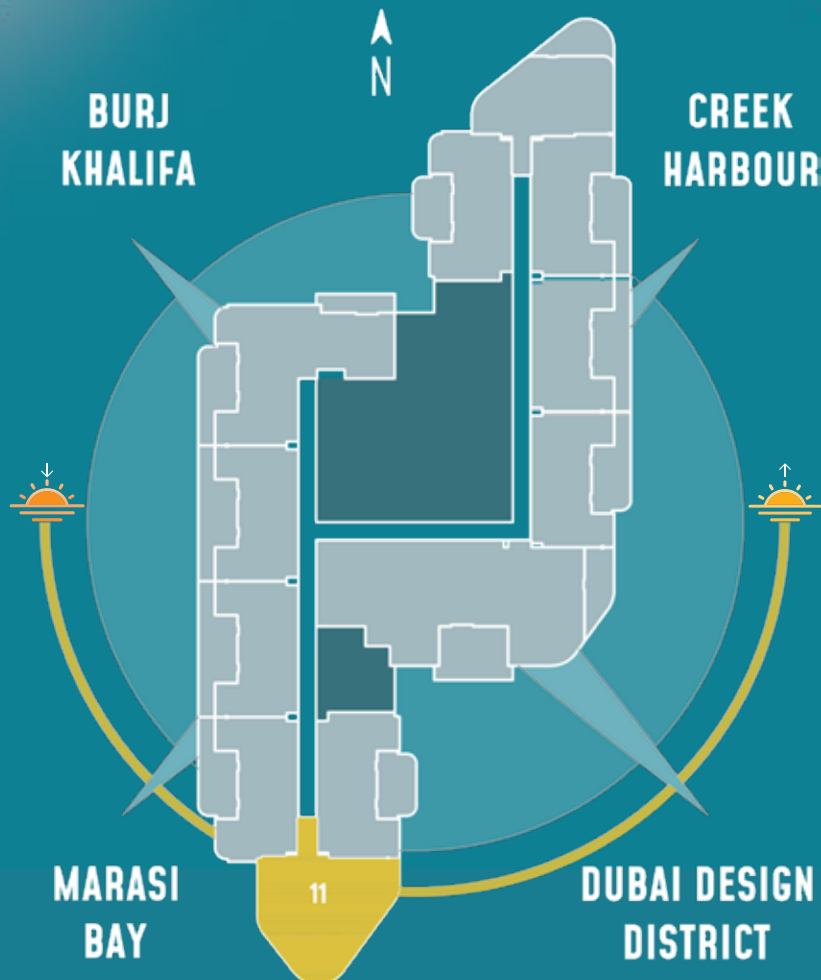
PENTHOUSE LOFT
(UNIT-2911)
CONFIGURATIONS



LOWER LEVEL



UPPER LEVEL



LOWER LEVEL

- 01 ENTRANCE
- 02 FEATURE STAIRCASE
- 03 SERVER/PRINTER
- 04 RECEPTION
- 05 INTEGRATED SEATING
- 06 OPEN WORKSTATIONS
- 07 KITCHENETTE
- 08 POWDER ROOM
- 09 BREAKOUT AREA
- 10 MEETING ROOM
- 11 COURTYARD

UPPER LEVEL (THE NEST)

- 12 DOUBLE HEIGHT VOID
- 13 BUSINESS QUARTER
- 14 POWDER ROOM & SHOWER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 WARDROBE
- 18 FLEXIBED
- 19 MOTORIZED BLINDS
- 20 TV

INTERNAL AREA	2009 SQFT
OUTDOOR AREA	342 SQFT
TOTAL AREA	2351 SQFT
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
DEDICATED PARKING	5 SPOTS

LOFT

PRESIDENTIAL LOFT

(5800 SQFT)

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.



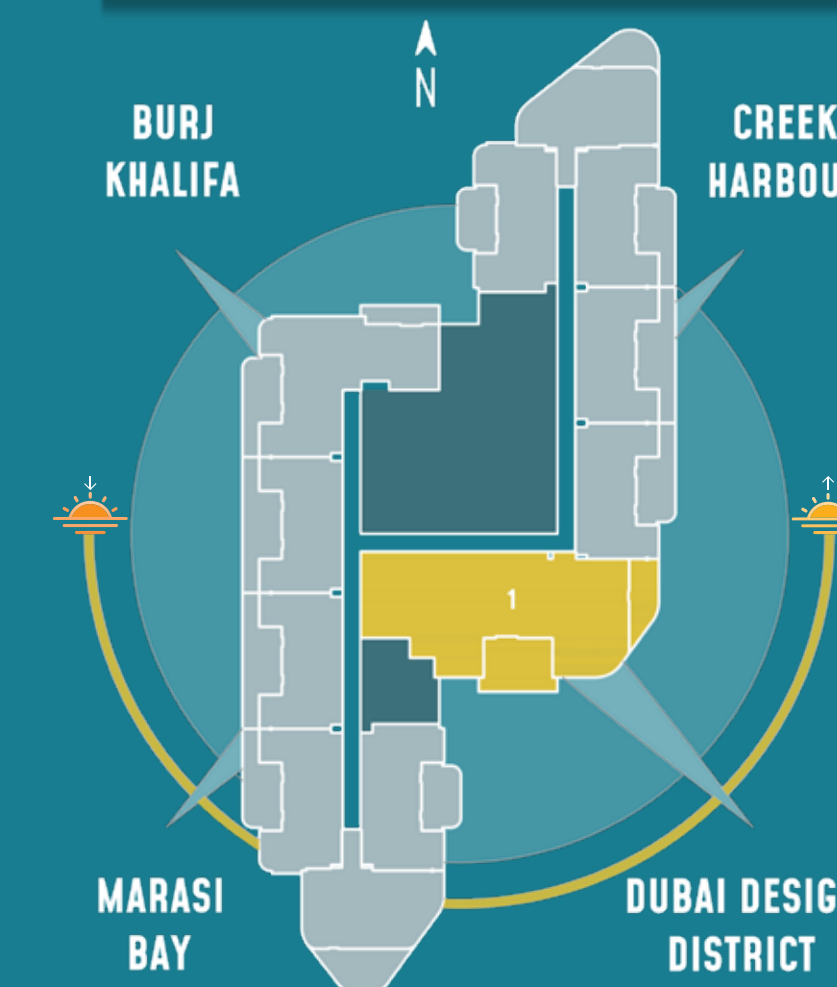
PRESIDENTIAL
LOFT



LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRIVATE OFFICE
- 04 OPEN WORKSTATIONS
- 05 POWDER ROOMS
- 06 KITCHENETTE
- 07 BREAKOUT AREA
- 08 INTEGRATED SEATING
- 09 FEATURE STAIRCASE
- 10 FOCUS ROOM
- 11 MEETING ROOM
- 12 COURTYARD
- 13 SHELVING/STORAGE UNIT

INTERNAL AREA	5128 SQFT
OUTDOOR AREA	672 SQFT
TOTAL AREA	5800 SQFT
LEVELS	L29 (Office Entrance Level), L30 (The Nest)
DEDICATED PARKING	10 SPOTS

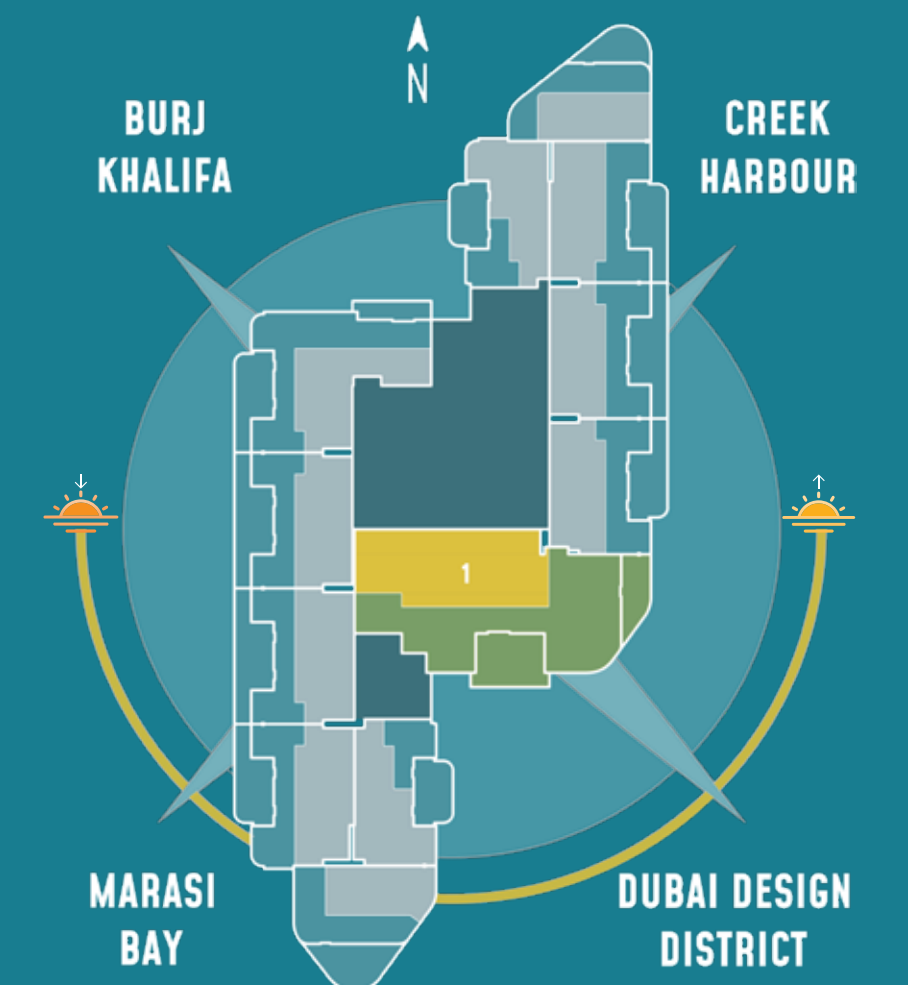


PRESIDENTIAL LOFT



UPPER LEVEL (THE NEST)

- 13 FEATURE STAIRCASE
- 14 DOUBLE HEIGHT VOID
- 15 GAME CORNER
- 16 BUSINESS QUARTER
- 17 RESTING DEN
- 18 WARDROBE
- 19 POWDER ROOM & SHOWER
- 20 FLEXIBED
- 21 KITCHENETTE
- 22 PRIVATE MEETING ROOM
- 23 CIGAR LOUNGE WITH HUMIDOR
- 24 MOTORIZED BLINDS
- 25 TV



MATERIAL SELECTION

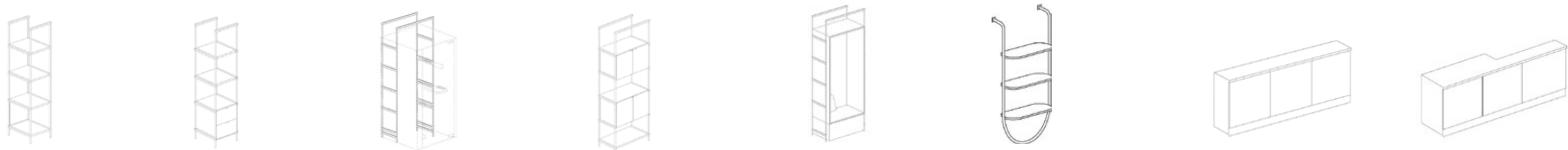
Function, form, and the living touch...the perfect ingredients for the HQ Modular Collection.



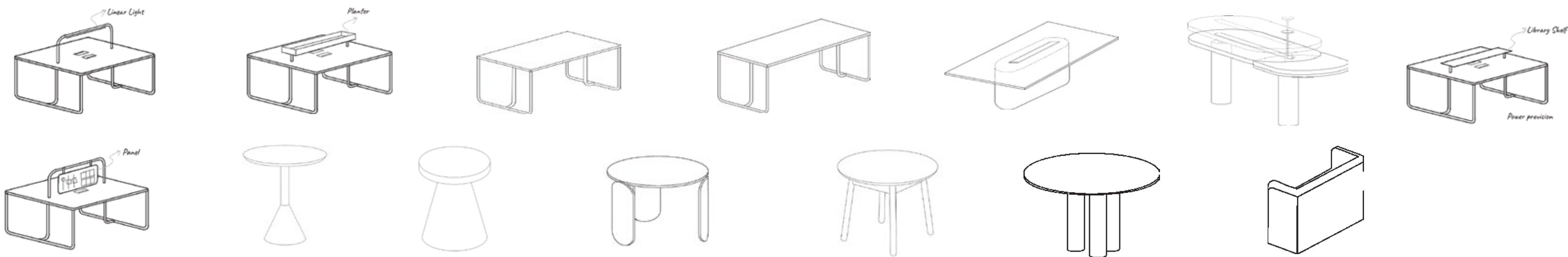
MODULAR COLLECTION FURNITURE MATRIX

Fully adaptable pieces,
designed for your work style.

MODULAR ELEMENTS



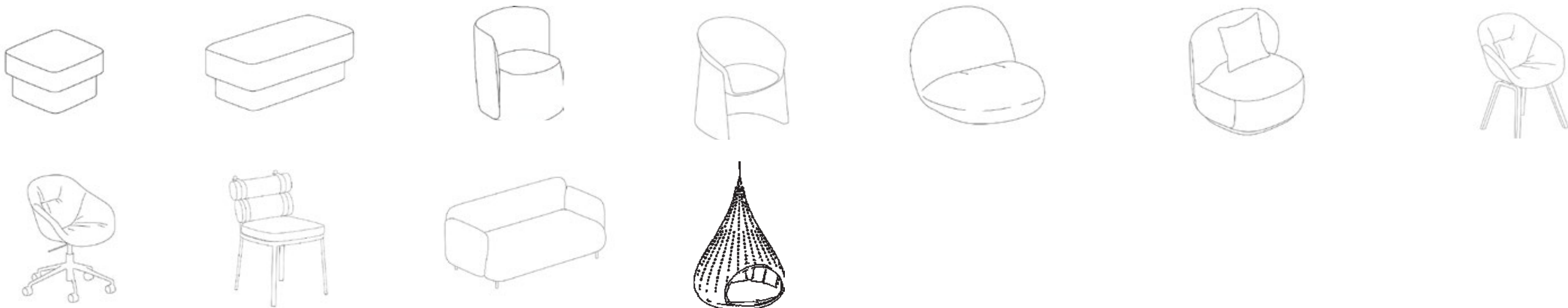
WORK



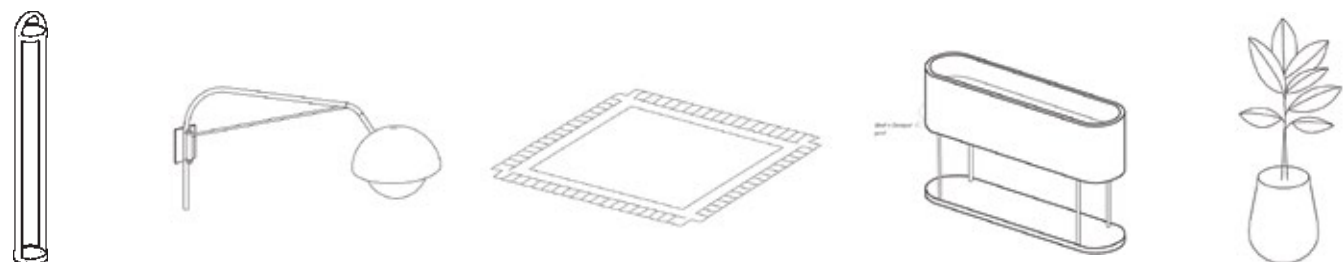
FOCUS



LIVE



BREATHE



PROJECT DETAILS

PROJECT NAME

HQ by Rove

DEVELOPER

IRTH Urban Development LLC

BRAND

Rove Hotels

PLOT AREA

76,038 SQFT

GROSS FLOOR SIZE

~22,500 SQFT

TOTAL OFFICE FLOORS

23

TOTAL MODULAR UNITS PER FLOOR

Up to 22 units

TOTAL AMENITIES AREA

120,000 SQFT

Amenities make 28% of the project

TOTAL PARKING BAYS: 988 ACROSS 8 FLOORS

1 parking per modular unit
Additional visitor & valet parking
Dedicated EV charging stations
Dedicated bicycle parking

TOTAL NUMBER OF ELEVATORS: 21

Destination controlled high-speed
passenger lifts: 14
Shuttle Lifts: 5
Service Lifts: 2

SERVICE CHARGES: AED 24 APPROX.

Special pass for gym and Reset 16

ANTICIPATED HANDOVER DATE

Q1 2029



CONSULTANTS

ID TEAM

zebra

LANDSCAPE ARCHITECT

studioCREATE.
Landscape Architecture

ART TEAM

studio 'eel
Art Consultancy



HQ
— by —
R O V E
MARASI BAY

DEVELOPED & BROUGHT TO YOU BY
IRTH

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