

DEVELOPED & BROUGHT TO YOU BY

IRTH

HQ

— by —
R O V E
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.

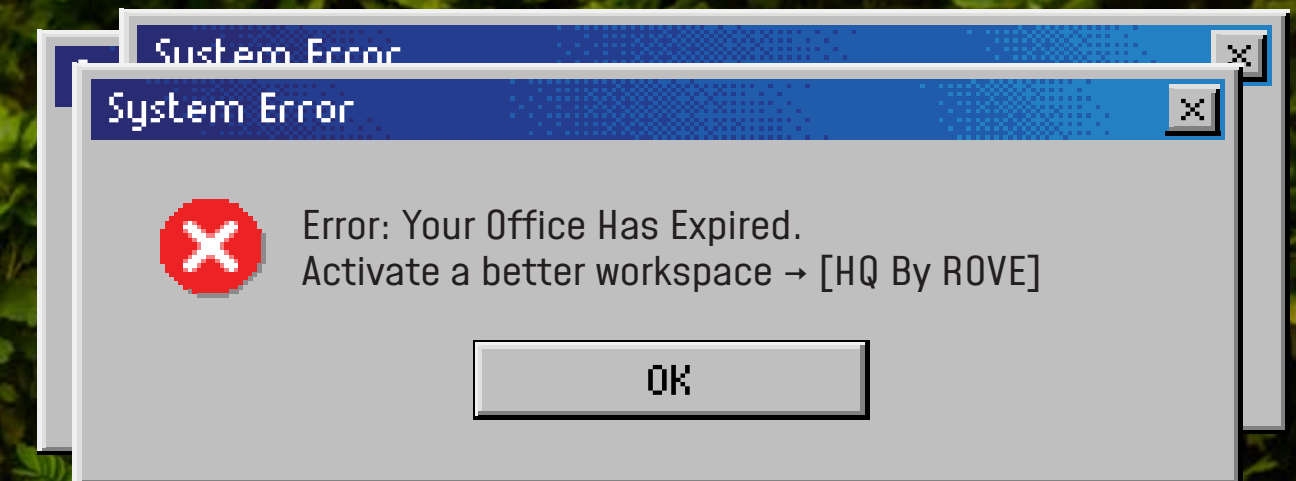




**WORK-LIFE
HARMONY BUILT
INTO DESIGN**

OOO PHILOSOPHY

At HQ by Rove, Out Of Office isn't just an email reply, it's a mindset. It's stepping into a space that blurs the lines between work and play, where deadlines meet downtime, and productivity thrives alongside personality. Here, you're not escaping the office, you're upgrading it.

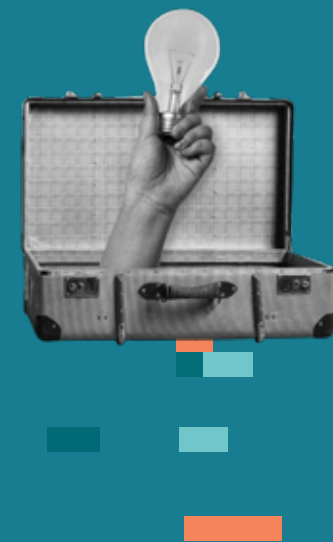


ARCADE LEVEL

POWER UP BELOW GROUND

- ARRIVAL NODE
- URBAN GALLERY
- SUNKEN SEATING
- SKATE PARK
- URBAN GYM
- CONNECTING STAIRCASE TO GF
- SCULPTURAL RIBBON SEATING
- CHILL ZONE
- PROMENADE ARRIVAL

OUTDOOR



GROUND LEVEL

WELCOME WAGON

- CONCIERGE
- LOBBY LOUNGE
- LIFT LOBBY
- CO-WORKING ZONE
- FOOD HALL - THE BLOCK
- SERVING KITCHENS
- SOCIAL SPACES
- EVENTS STAGE
- COFFEE CORNER
- LIBRARY
- DROP OFF AREA
- VALET
- SCOOTER PARKING
- OUTDOOR COURTYARD
- CONNECTION STAIRCASE

INDOOR

OUTDOOR

PODIUM LEVEL

HQ LAND

- FULLY-FITTED GYM
- CRANK STUDIO
- BEAUTY LOUNGE
- NAIL SALON
- ONE-STOP SHOP
- VITAMIN BAR
- PODCAST CABIN
- FOAM PIT
- RENTABLE MULTIPURPOSE AREA
- CO-WORKING ZONE
- EVENT SPACES
- YOGA SPACE
- PADEL COURT
- BASKETBALL COURT
- SKYLINE TERRACE
- VIEWING DECK
- FLOATING TREEHOUSE PODS
- SUNKEN SEATING
- PLAY & PAUSE ZONE
- RUNNING TRACK

INDOOR

OUTDOOR





INDOOR | OUTDOOR

RESET 16

DIVE IN, ZONE OUT

- SPA PODS
- JACUZZI
- STEAM POD
- SAUNA POD
- PLUNGE POOL
- NAP PODS
- SEMI-OLYMPIC POOL
- SUN LOUNGERS
- JUICE BAR
- ZEN GARDEN
- CHILL GARDEN
- CHANGING ROOMS



INDOOR | OUTDOOR

THE HUB

PLUG, UNPLUG

- COFFEE CORNER
- UPRESSO VERTICAL CAFE
- COMMUNAL LOUNGE
- CO-WORKING ZONE
- COMBINABLE MEETING ROOMS
- OOO PODS
- SHARED PANTRY
- INTEGRATED STAIR SEATING
- FEATURE STAIRCASE
- OUTDOOR COURTYARD

INDOOR | OUTDOOR

ROOFTOP

WORK WITH VIEWS

- LIFT LOBBY
- GARDEN MEETING PODS
- SCULPTURAL RIBBON SEATING
- SOCIAL CORNER
- OBSERVATION DECK
- CO-WORKING ZONE



DESIGN THAT
SPEAKS EVERY
LANGUAGE





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

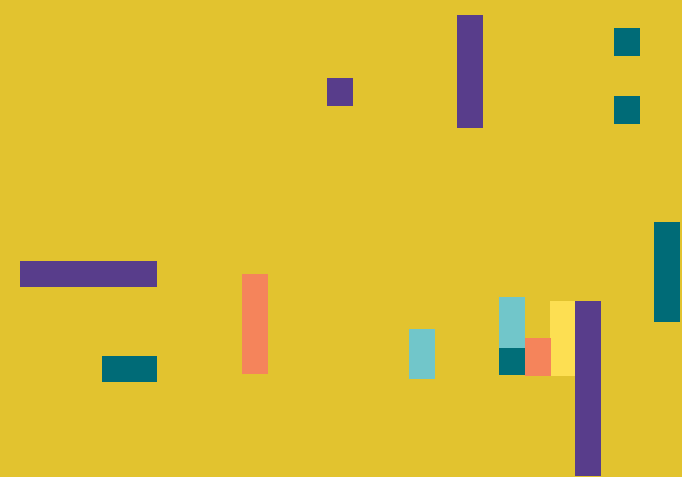
FLOOR
PLAN





GROUND LEVEL

STEP IN. STAND OUT.
DROP-OFF AREA





ARRIVAL, THE ROVE WAY

The reception lobby is more than a transition - it's a curated pause. Blending art, greenery, and comfort, it carries the signature Rove DNA that makes every arrival feel alive.



THE BEGINNING OF EVERY JOURNEY

This is more than just an entrance; it's a space that connects people instantly. From the very first moment, the atmosphere sets the tone for the day ahead.



THE BLOCK INSPIRE

The Block is a vibrant food hall framed by bold pillars, bringing people together through food, culture, and community. With multi-cuisine F&B options and lively social spaces, it's where flavors meet conversations.

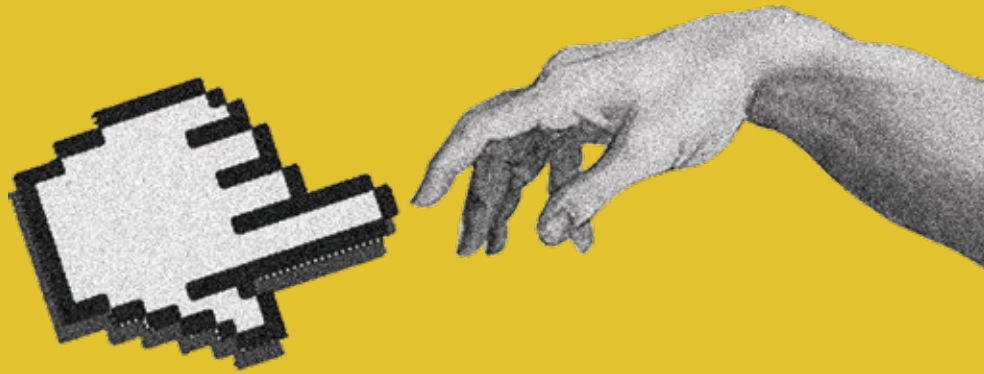


HOW HAVE YOU BEAN?

FOR THE
FOODIES

GROUND LEVEL

THE BLOCK: REFUEL





GROUND LEVEL

THE BLOCK: FOCUS





THE BLOCK: PLAY

The Block blends a buzzing food hall with event corners, social hangouts, and quiet reading nooks - making it the heart of HQ's everyday life.



GROUND LEVEL

SOCIAL SPACE CONNECT

FOR
CASUAL
CHATS



GROUND LEVEL

EVENT SPACE CONNECT MORE

FOR MIC
DROPS





Success

 You've arrived in your new workspace

OK

NO WAITING, ALWAYS MOVING

Every second matters. That's why HQ by Rove features 21 destination-controlled high-speed elevators, ensuring your next stop is never more than 30 seconds away. Each one is designed to carry up to 21 people, so everyone moves with ease.



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

PODIUM LEVEL

FOR THE
CARDIO
LOVERS



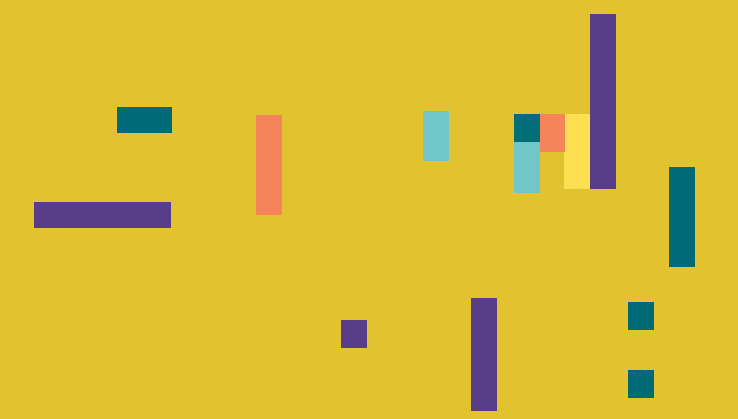
PODIUM LEVEL

FOR THE
GYM
ADDICTS



VITAMIN BAR

With its complete setup and inviting design, this space stands out as a signature of HQ by Rove, bringing wellness and refreshment into daily life.





POWERED BY CRANK

Crank brings a dynamic fitness experience right into HQ, giving you the chance to reset, recharge, and rise stronger - without ever leaving the building.



PODIUM LEVEL

RENTABLE
SPACES



PODIUM LEVEL

FOR THE
QUICK
FIXES



RELAX



ASK HQ

BEAUTY LOUNGE





WORK HARD, PLAY ALWAYS

The Podium is your outdoor arena featuring basketball court, padel court, floating treehouse pods and all the space you need to recharge between the grind.





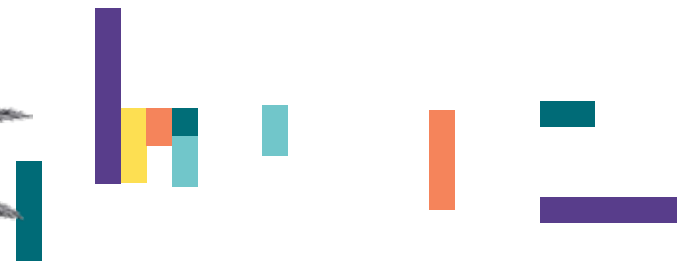
PODIUM LEVEL

CREATIVITY ABOVE GROUND

Perched among the trees, these floating treehouse pods give meetings and ideas a new perspective. Cooled by AC, they make sure you're out of office without leaving HQ.

FRESH PERSPECTIVES

The terrace offers a space to pause, breathe, and reconnect with your surroundings. Here, inspiration flows as naturally as the breeze.





A STAGE FOR EVERYDAY CONNECTIONS

The Podium level brings people together in ways that feel effortless. Conversations, encounters, and shared moments naturally rise above the ordinary.



PODIUM LEVEL

PLAY & PAUSE ZONE

FOR QUIET
SEEKERS





Reminder

Take that call during your gym session

Options

Close

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



RESET 16 LEVEL



INDOOR
SEMI-OLYMPIC
POOL

RESET 16 LEVEL

FOR
TIMEOUT



RESET 16 LEVEL

NAP PODS



FOR THE
SERENITY


```
C:\PROGRAMS\system32> reg /?

REG operation { HQbyRove.exe }

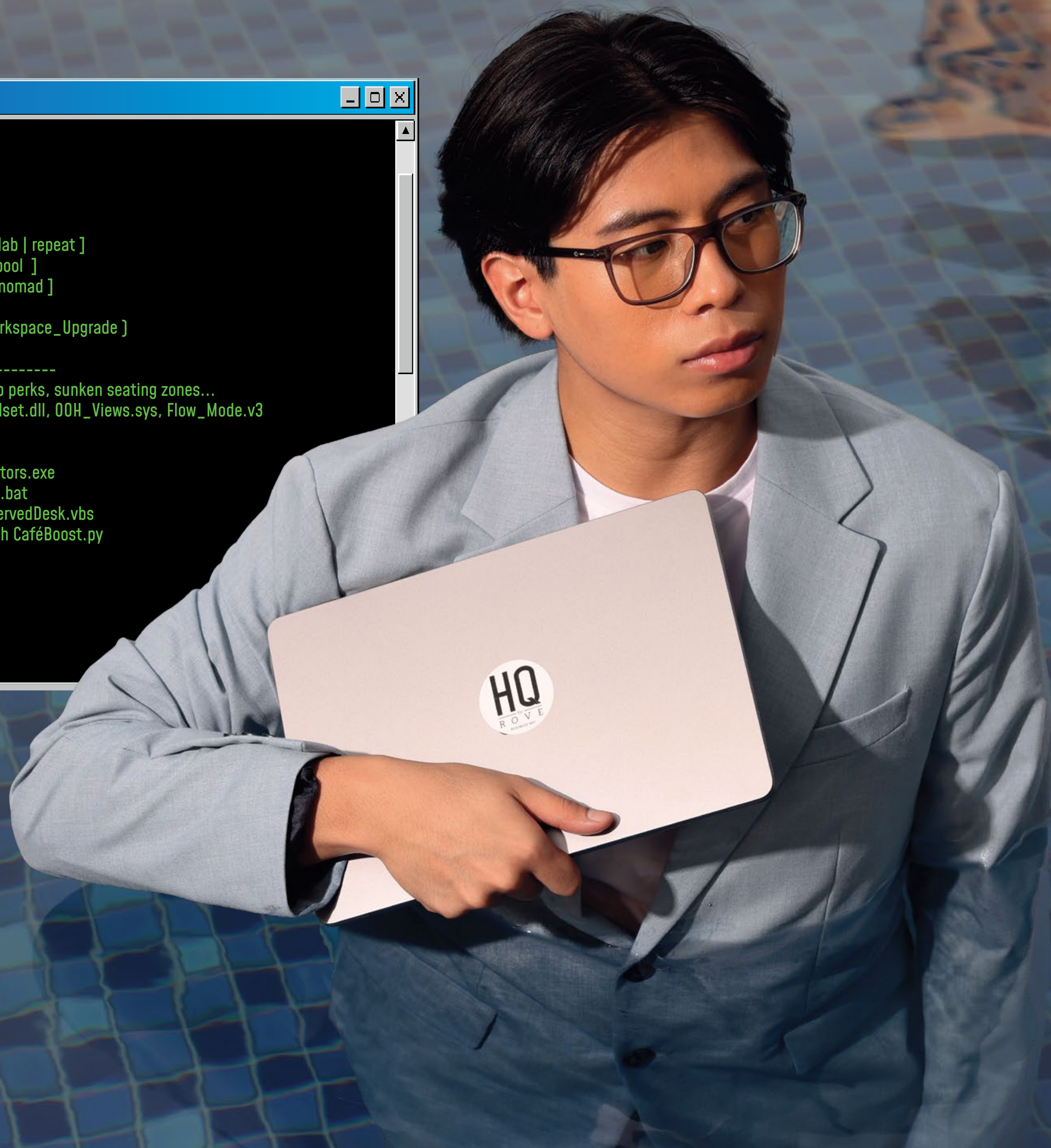
Operation [ cowork | caffeinate | collab | repeat ]
          [ pitch | padel   | podcast | pool  ]
          [ nap   | network | nourish | nomad ]

Return Code: [ Welcome_to_the_Workspace_Upgrade ]

-----
Now loading: Flexible layouts, rooftop perks, sunken seating zones...
Modules detected: OutOfOffice_Mindset.dll, OOH_Views.sys, Flow_Mode.v3

Execute / ?
> Tired of lift lobbies? Try HQ_Elevators.exe
> Stuck in traffic? Activate HQDrive.bat
> Searching for a seat? Deploy ReservedDesk.vbs
> Running low on ideas? Reboot with CaféBoost.py
> Still in your cubicle? [Y/N]

Work looks different here.
#OUTOFFICE
```



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 |



THE HUB LEVEL

FOR THE
CLEAR
MINDS





THE HUB: HQ'S SOCIAL HEART

With the vertical Upresso café at its core, versatile meeting rooms, and open lounge areas, it's designed for everyday convenience - whether you're grabbing a coffee, catching up, or collaborating.



THE HUB LEVEL

FOR QUICK MEETS

THE HUB

CHANGE OF PLAN

UPRESSO

STEP IN. ZONE OUT



UPRESSO

**HQ**
MENU

MENU

COFFEE	
SMALL	฿25
LESS SMALL	฿30
BIG	฿35
MUCH BIGGER	฿40

MORE COFFEE	
EVEN BIGGER	฿25
THE BIGGEST	฿30
TOO BIG	฿35
ENOUGH	฿40

*PRICES ARE NOT ACCURATE



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





ROOFTOP LEVEL

INSPIRATION AT NEW HEIGHTS

The rooftop terrace opens up to sweeping city views that spark imagination and calm the mind. It's a place for golden hours, fresh air, and unforgettable moments.



ROOFTOP LEVEL

OBSERVATION DECK



**FOR THE
DREAMERS**

WORK
LOOKS
DIFFERENT
HERE



FOR THE
VIEW
SEEKERS

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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