



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

1

PENTHOUSE

2

FLOORS OF EXCLUSIVE
AMENITIES

433

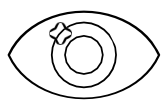
PARKING
SPACES

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



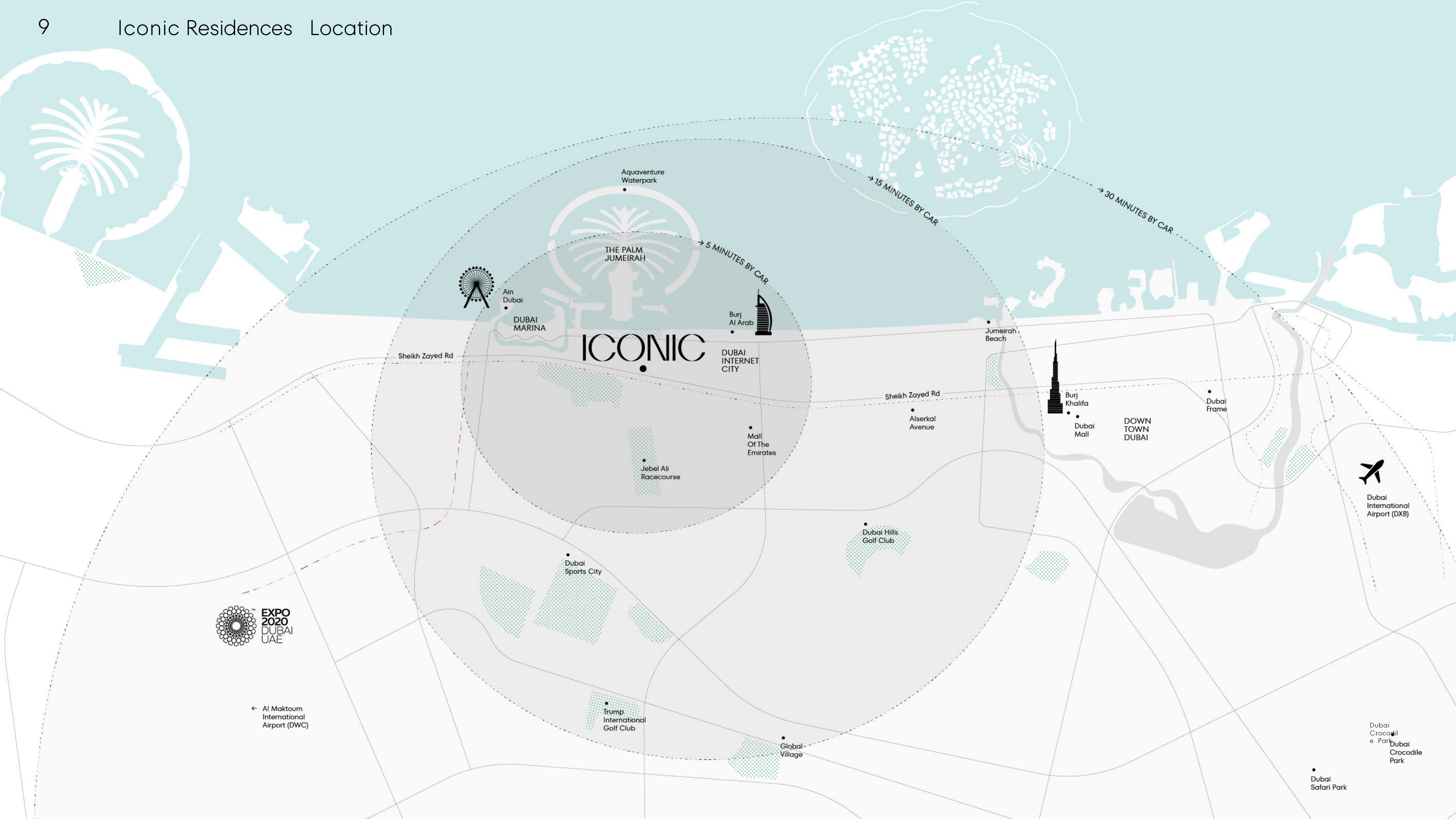
Light Residences
Merida, Mexico



Higold Headquarter
Foshan City, China



Cyrela
San Paulo, Brazil



Aquaventure Waterpark

THE PALM JUMEIRAH

→ 5 MINUTES BY CAR

→ 15 MINUTES BY CAR

→ 30 MINUTES BY CAR



Ain Dubai

DUBAI MARINA

Burj Al Arab

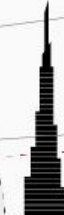


DUBAI INTERNET CITY

Sheikh Zayed Rd

ICONIC

Jumeirah Beach



Burj Khalifa

Dubai Mall

DOWNTOWN DUBAI

Dubai Frame

Sheikh Zayed Rd

Alserkal Avenue

Mall Of The Emirates

Jebel Ali Racecourse

Dubai Hills Golf Club

Dubai Sports City



← Al Maktoum International Airport (DWC)

Trump International Golf Club

Global Village



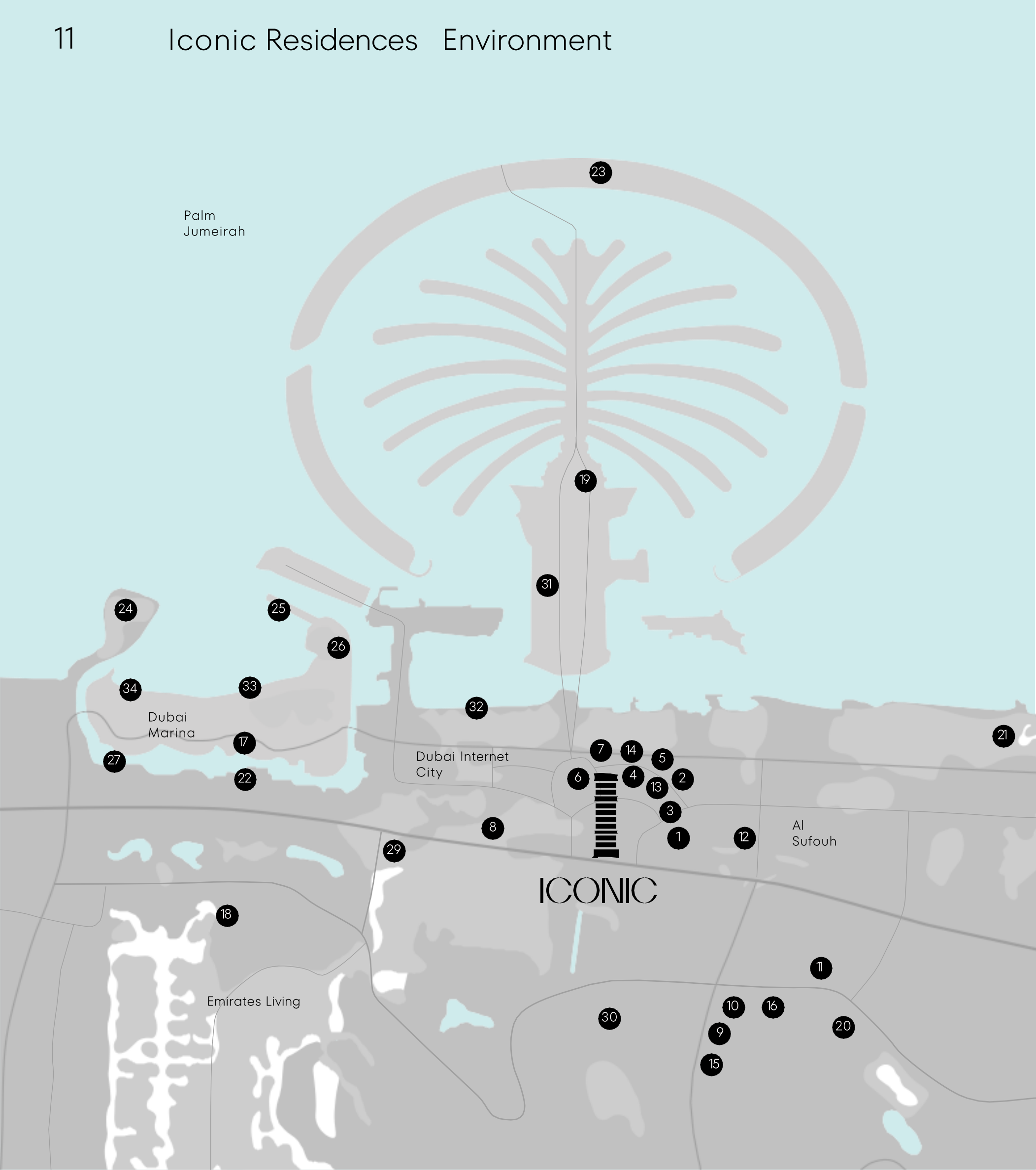
Dubai International Airport (DXB)

Dubai Crocodile Park
Dubai Crocodile Park

Dubai Safari Park

LOCATION

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



Universities

- 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.







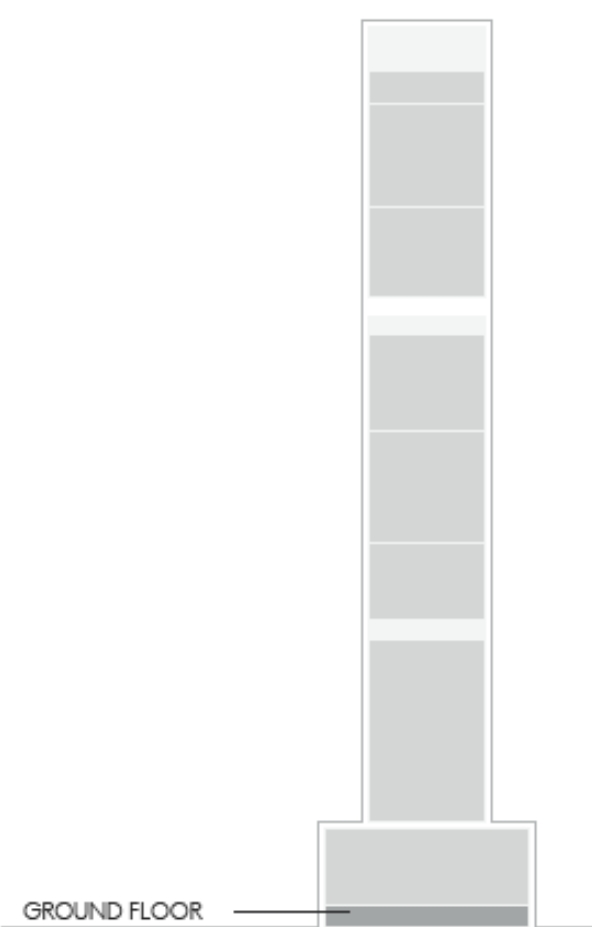
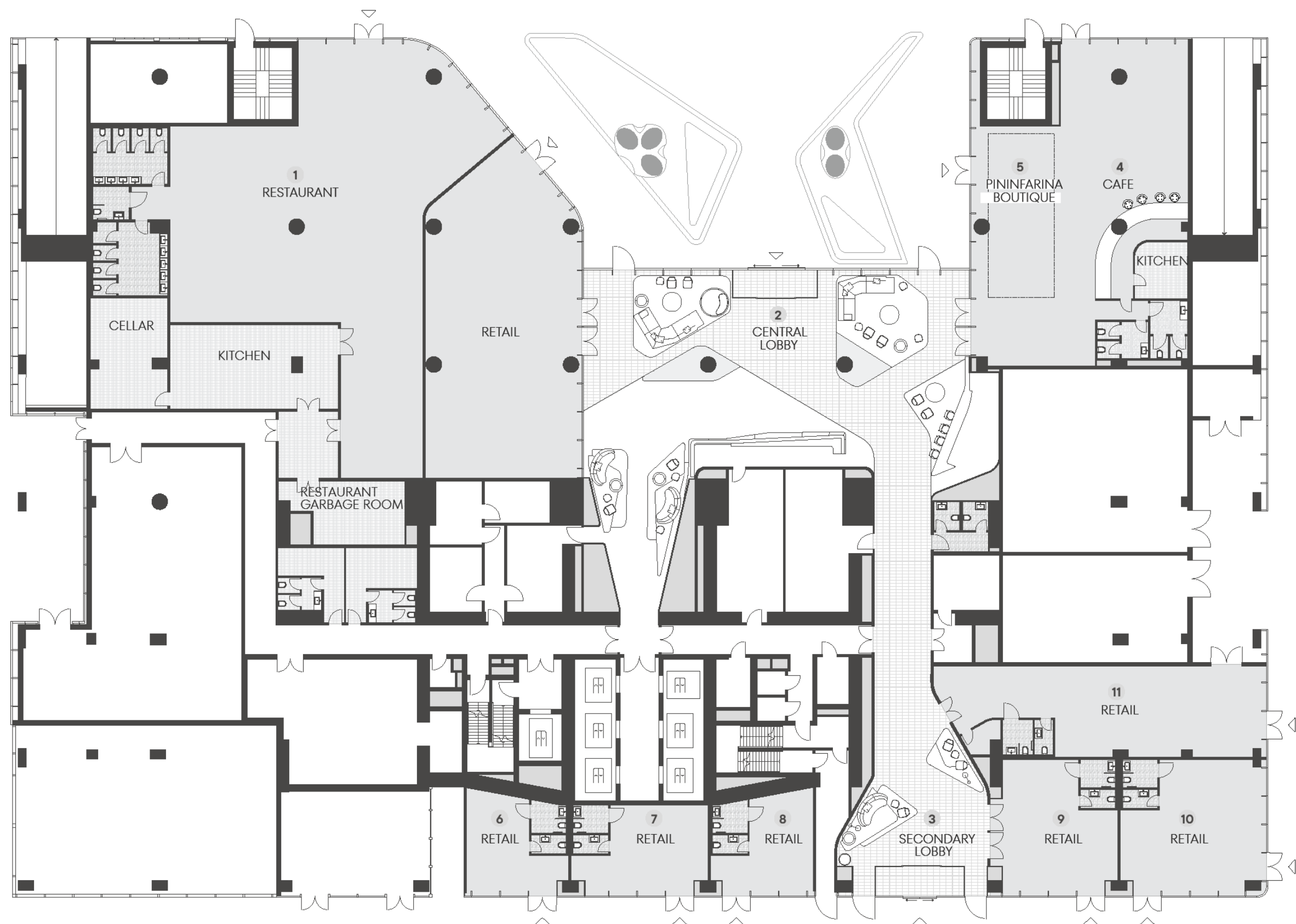
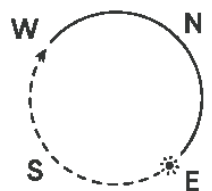


The connecting link between
Interior and Exterior
Greenery-infused space
Accompanies the tone
and spirit of architecture

LOBBY

LOBBY

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









Parking for 433 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.

■ ENHANCED SOUNDPROOFING

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

■ DRINKING WATER

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

■ HEATED BATHROOM FLOORS

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

■ 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.

■ 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

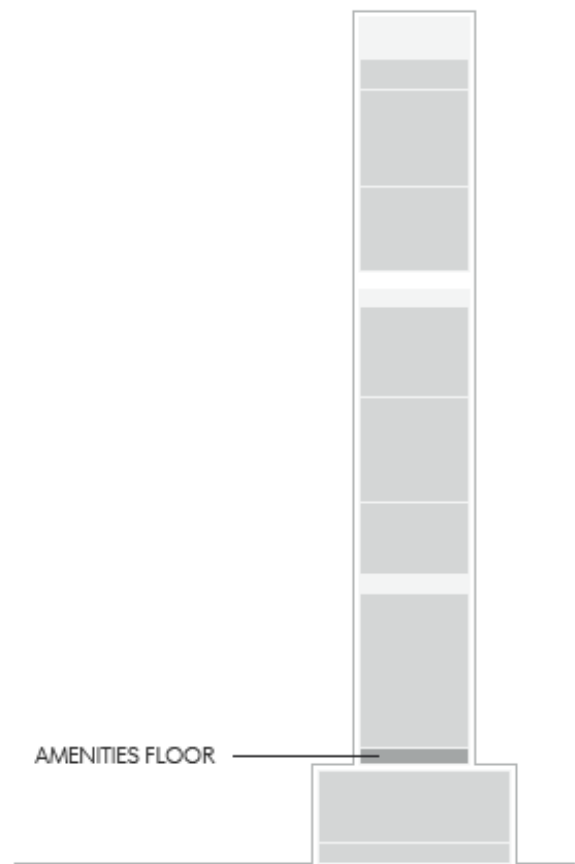
Lounge Bar & Outdoor Terraces

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















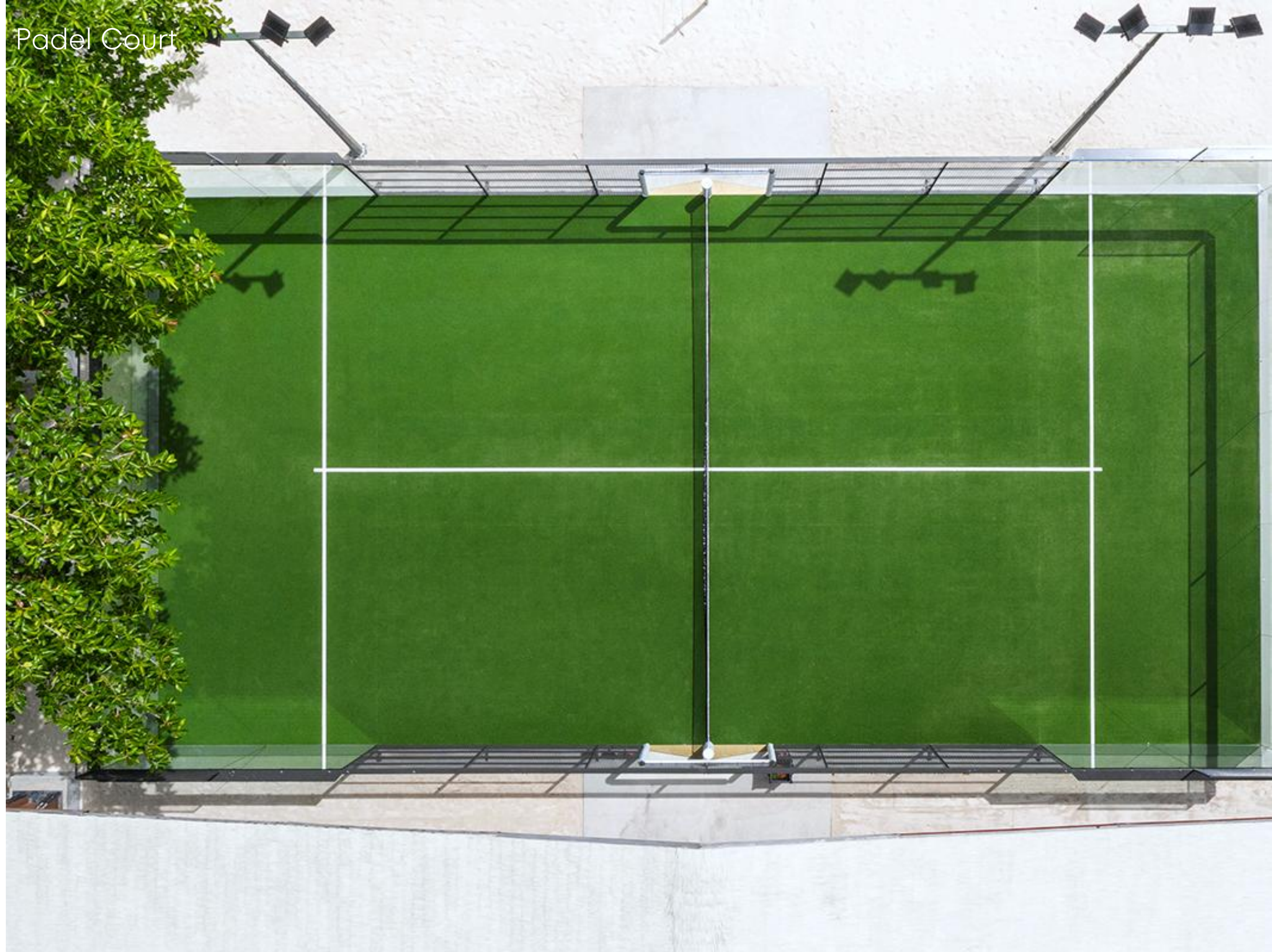
Design Feature #002

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

DESIGN BY *pininfarina*



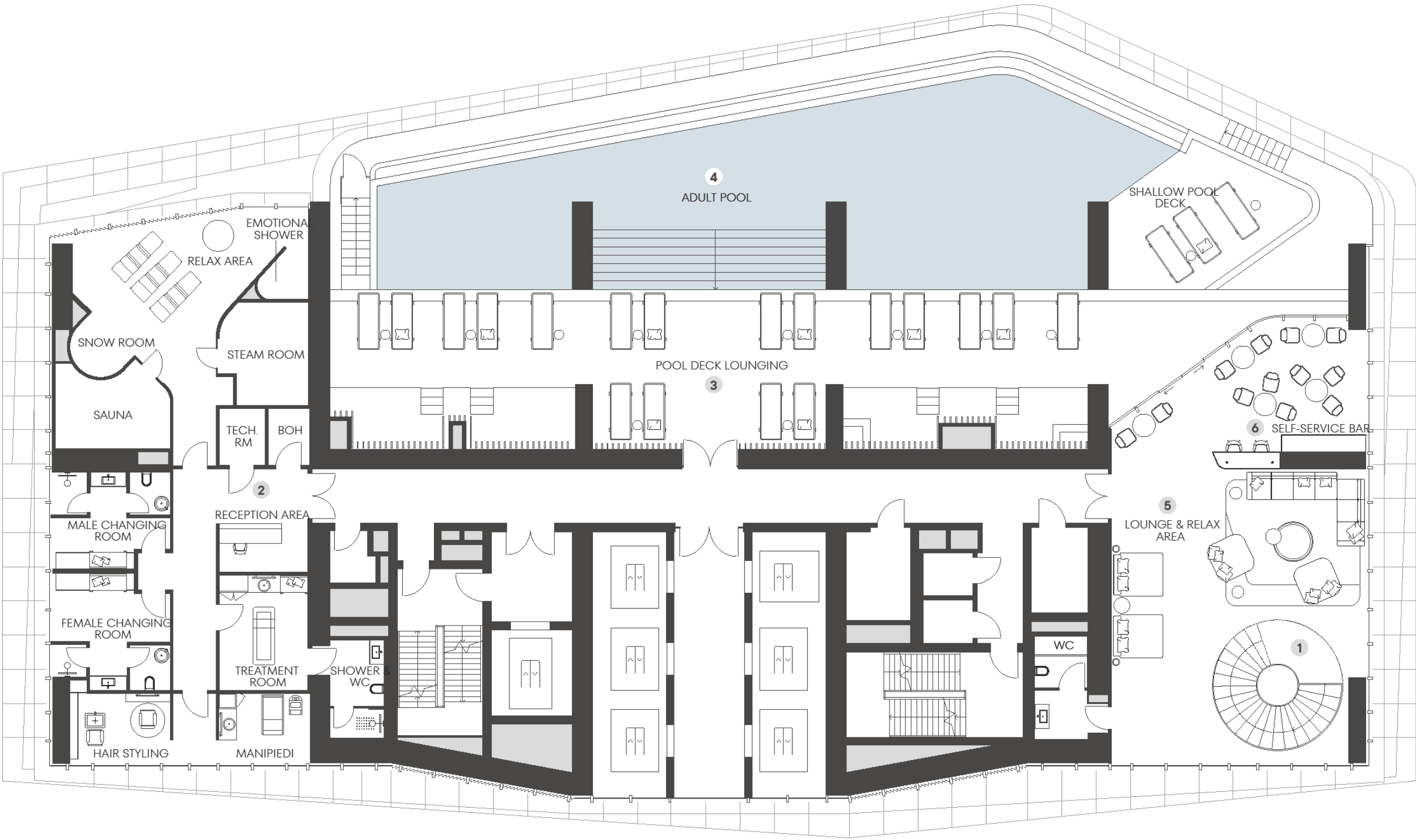
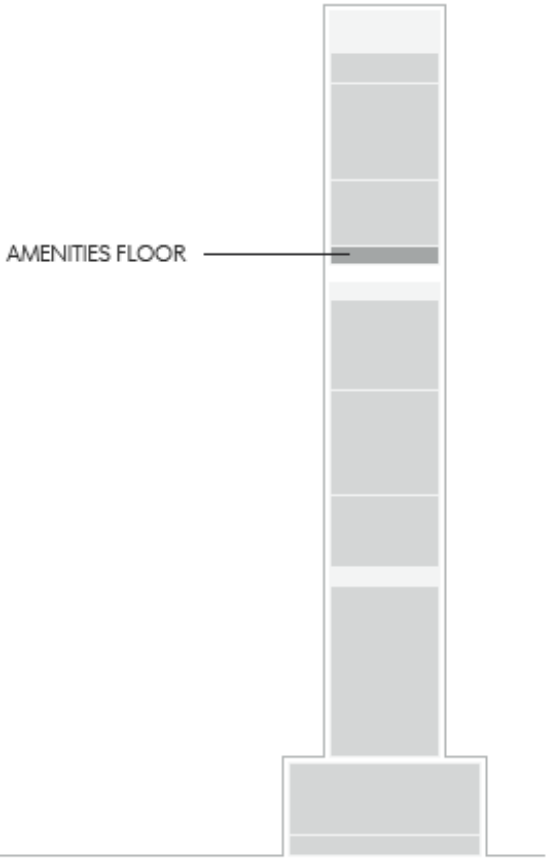
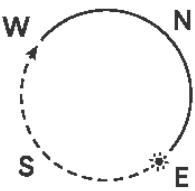
Padel Court





SKY AMENITIES

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



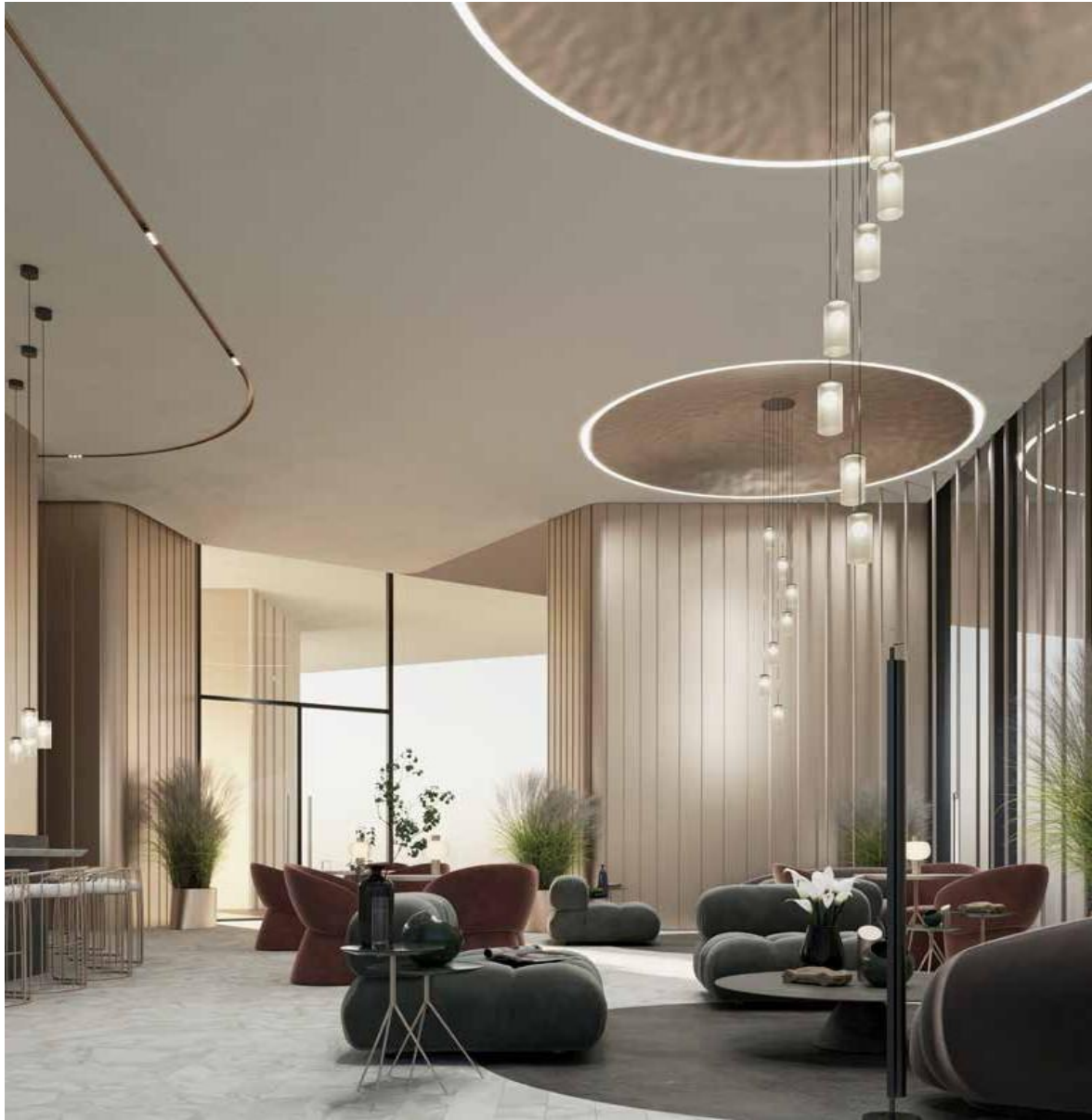






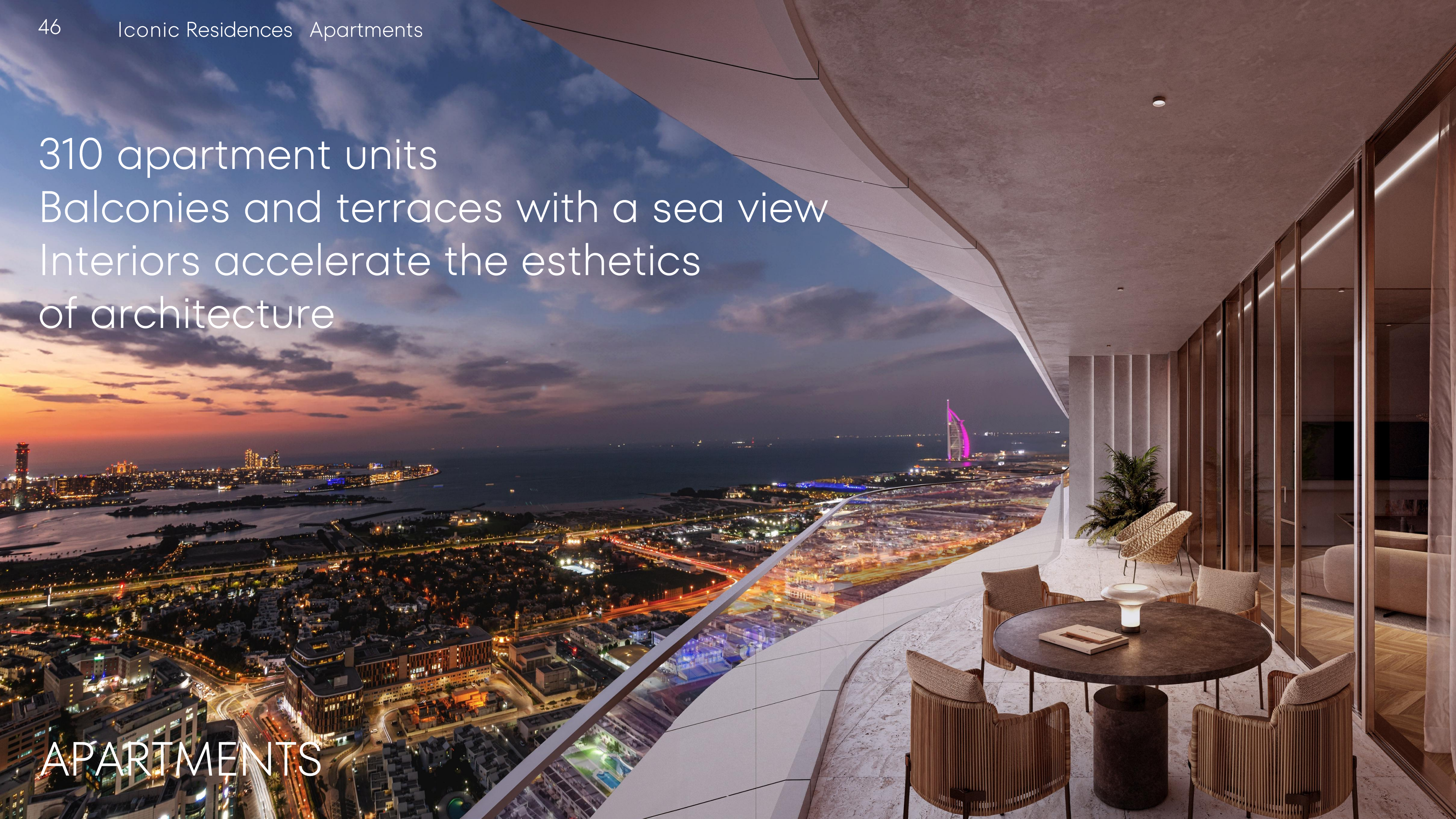




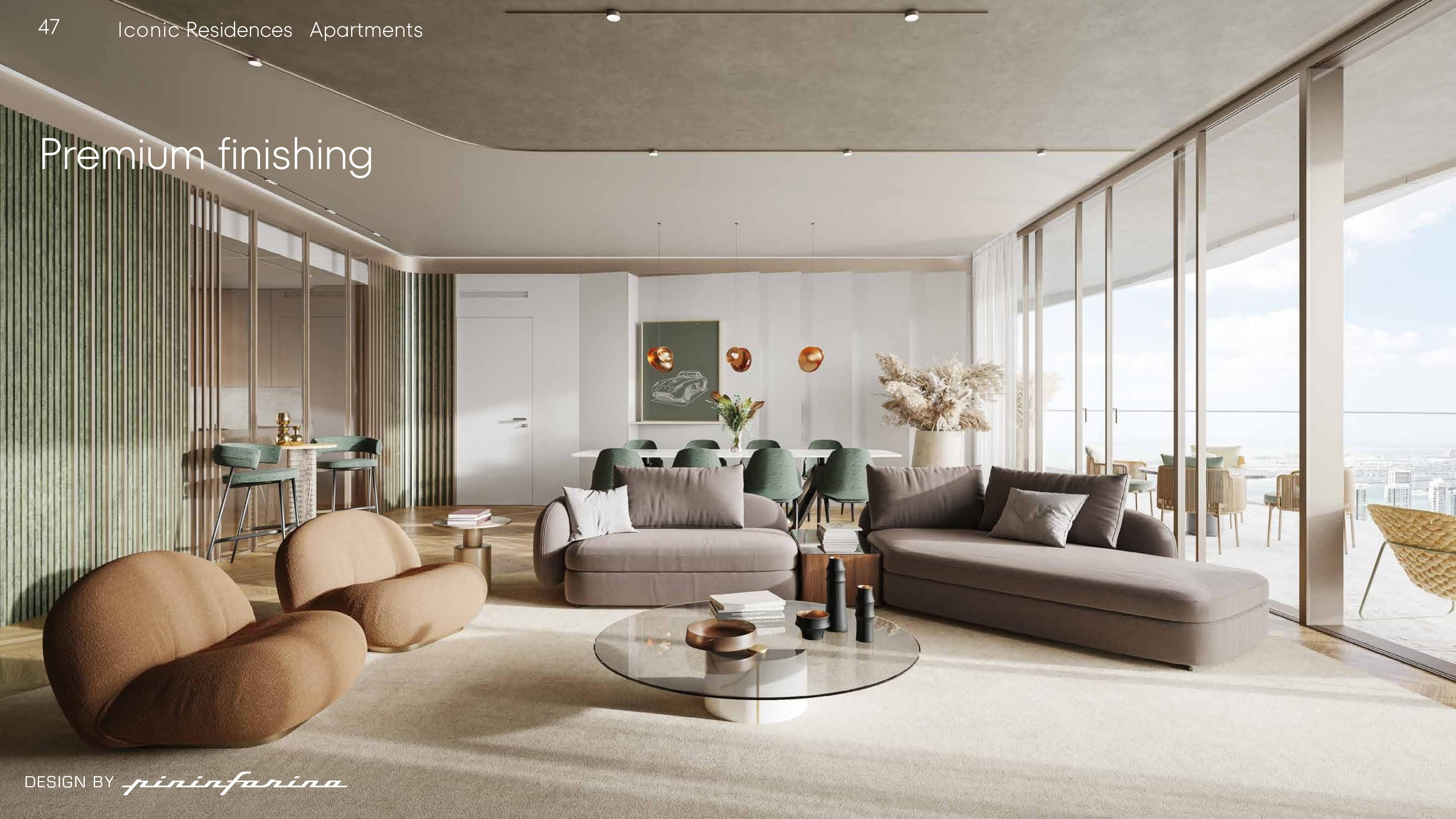


310 apartment units
Balconies and terraces with a sea view
Interiors accelerate the esthetics
of architecture

APARTMENTS



Premium finishing











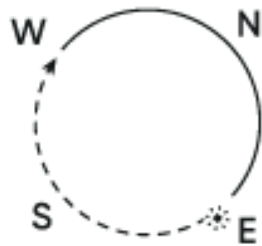




FULLY FURNISHED BY PININFARINA

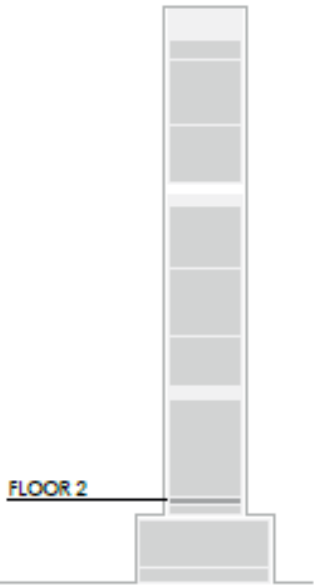
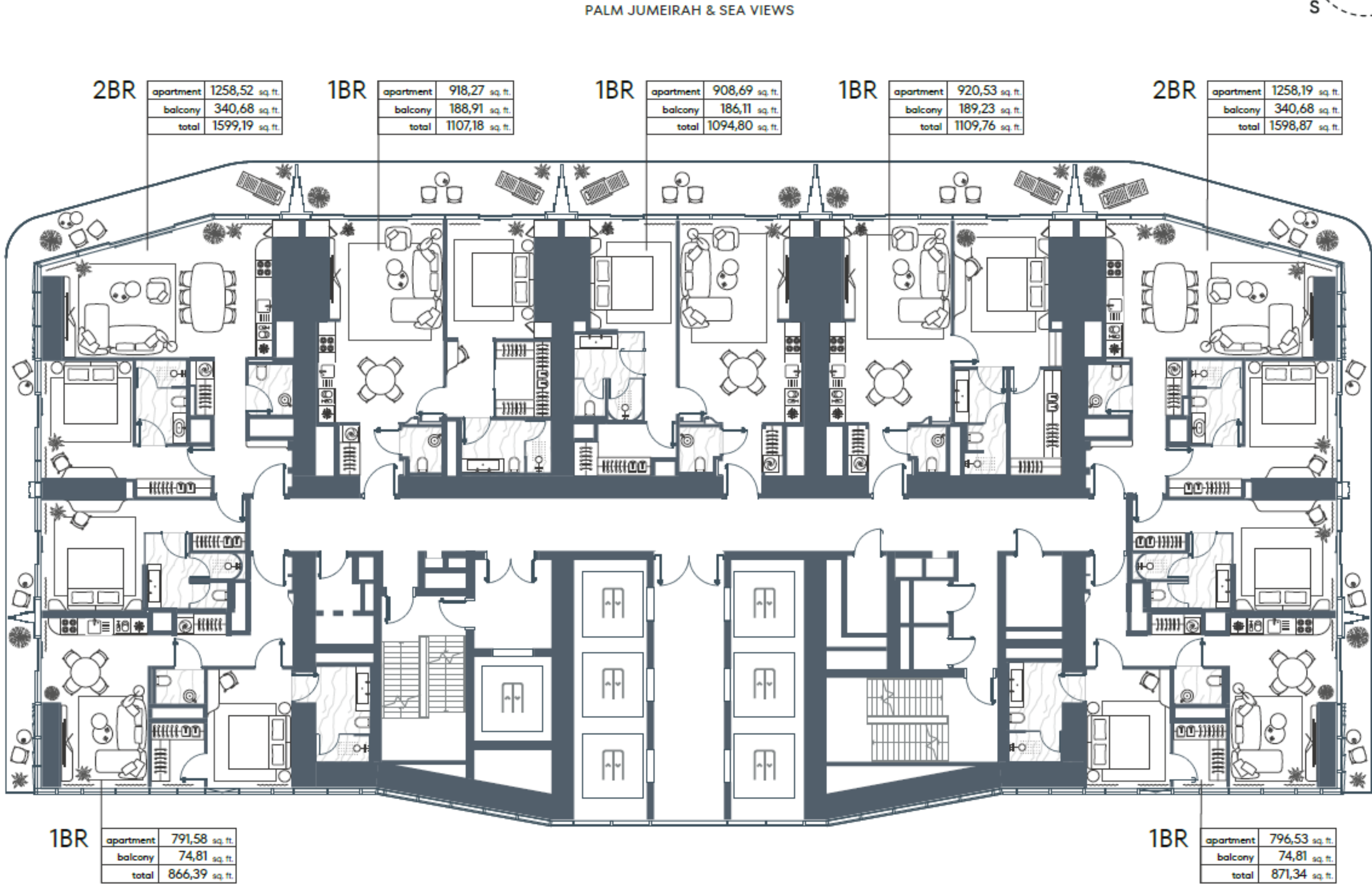
Style your apartment with furniture designed by Pininfarina and crafted by Reflex – luxury Italian furniture masters.

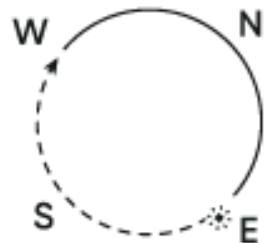




RESIDENTIAL FLOORS

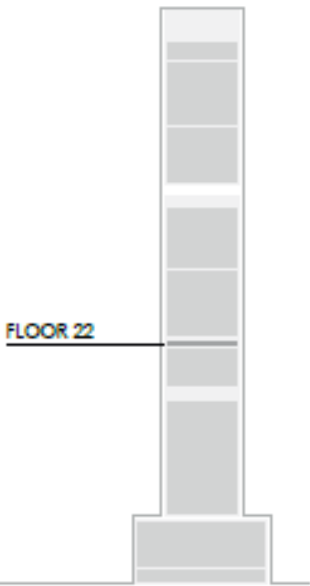
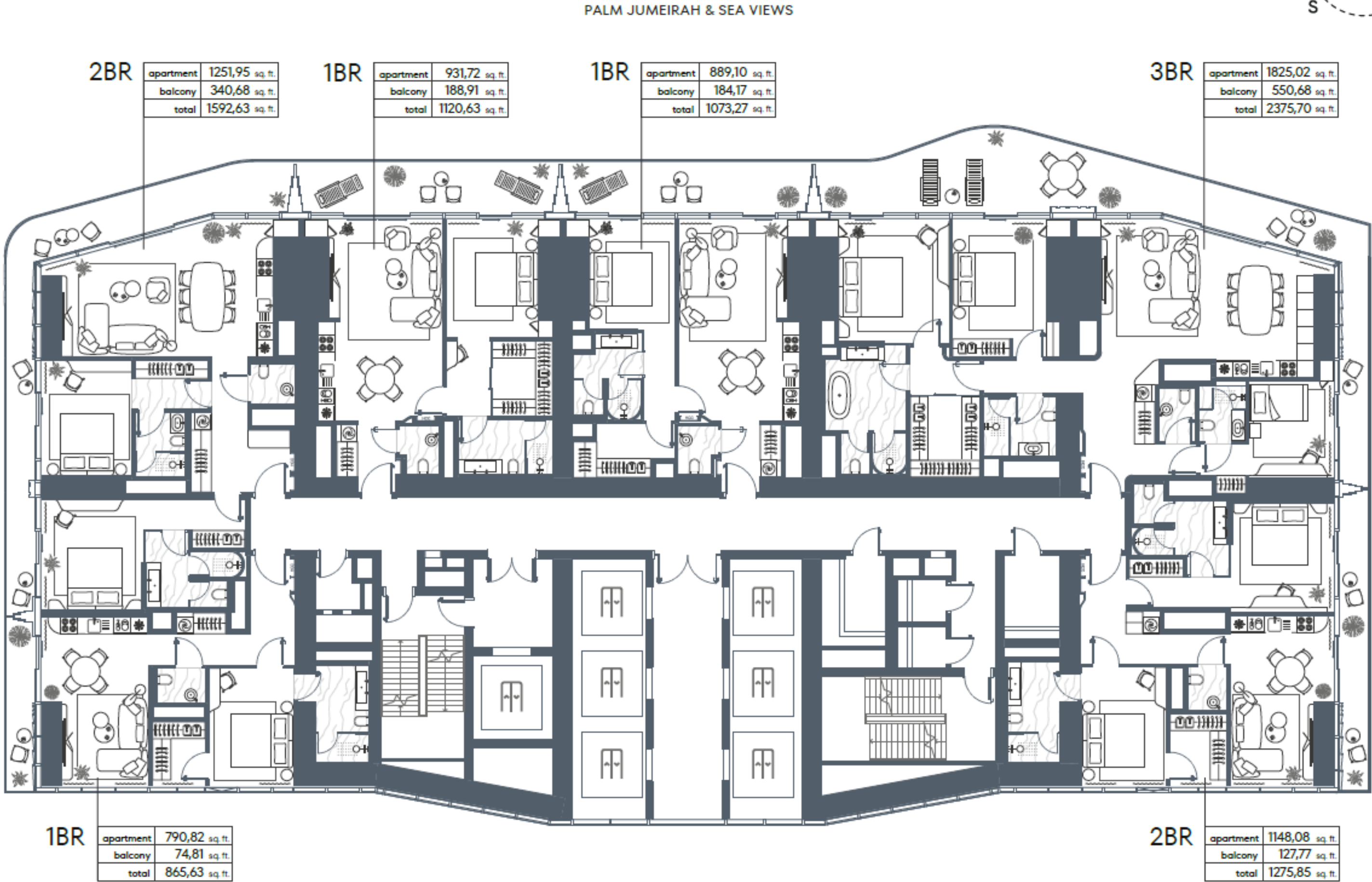
TIER 1 – TYPE A
FLOOR 2





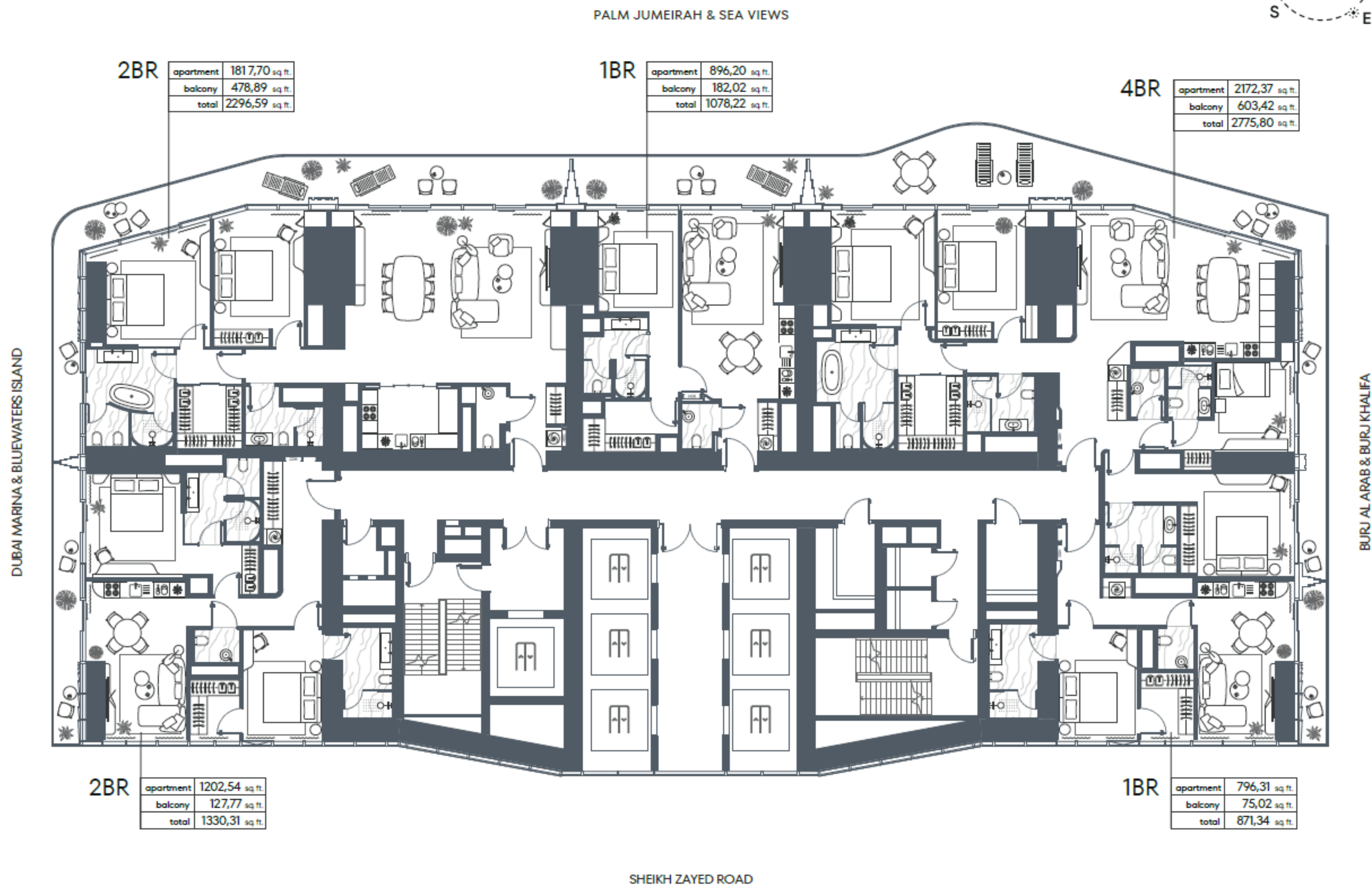
RESIDENTIAL FLOORS

TIER 2.1 – TYPE C
FLOOR 22

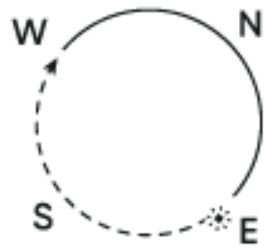


RESIDENTIAL FLOORS

TIER 2.2 – TYPE C
FLOOR 27

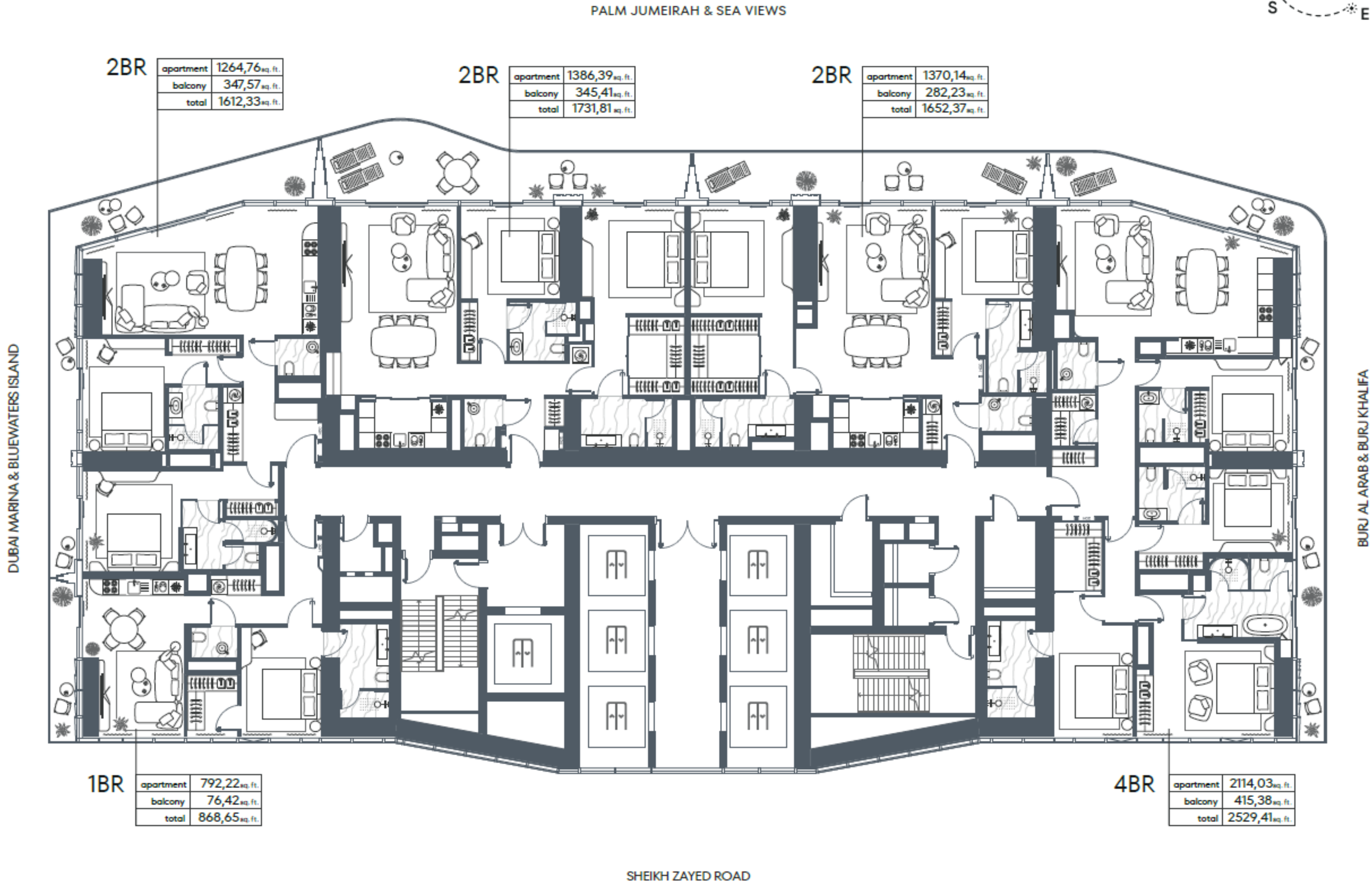
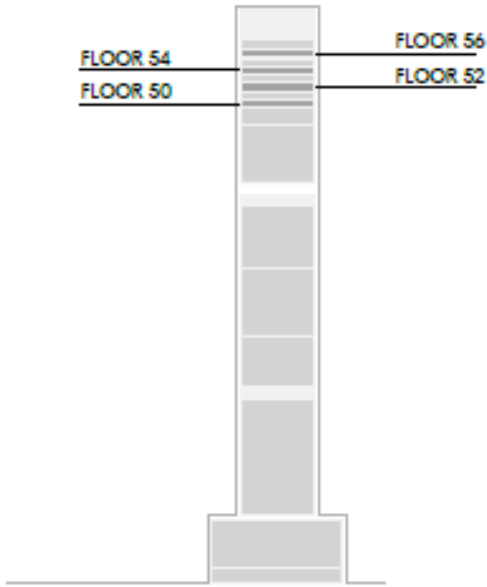


FLOOR 27



RESIDENTIAL FLOORS

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



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





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, Omnium’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*