

Arsenal

EAST

OUTSTANDING DEVELOPMENT

Arsenal
EAST

Out of the ordinary Development

With each new project,
we raise the bar for ourselves
and for the entire market,
exceeding expectations.



Arsenal

EAST

28+

years on real estate

1M M²

build

43K

tenants
and investors

23K +

flats handed
over time

30+

awards for the
company projects

100+

professional
awards

15

kindergartens
and schools
were built

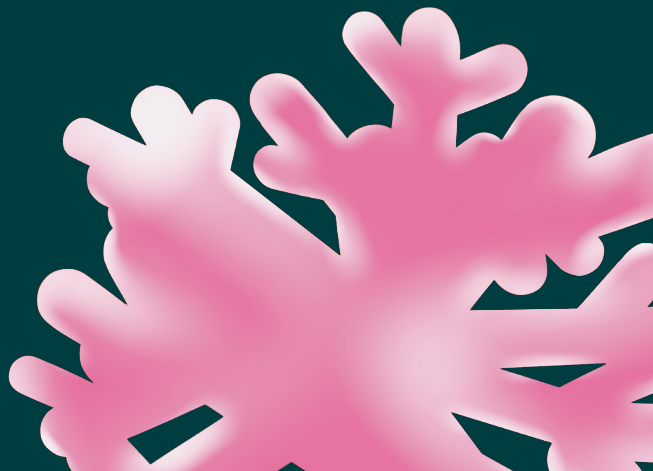
55

residential
complexes
were completed

OUR CORE VALUES

To expand a living
space and think
beyond square
meters

And our new project is all about it



Building more
than homes:
we create
thriving
communities

Education&Growth:

Schools, kindergardens

Green Spaces & Recreation:

Parks, Alleys, fountains, stadiums

Community&Connection:

Public Plazas, rooftop terraces,
coworking hubs

Everyday Convenience:

Restaurants, cafes, retail

PROJECTS

ЭНФИАД

Gathering the neighborhood. Community-focused infrastructure: parks, alley, fountain, sports facilities, rooftop yoga areas.



Ariósto!

Recreating Italian lifestyle. Classical European architecture improved with smart-home technologies.
Green patios and pétanque courts in car-free courtyards, children's infrastructure
with kindergartens, schools and playgrounds.



Módum

A radical mix of ancient decorative elements and post-constructivism functionality. The project opens up new perspectives and changes the quality of life: four-stage water purification, a SPA complex, car-free courtyards, an IT lyceum, and kindergartens.



PROJECTS

SUN CITY

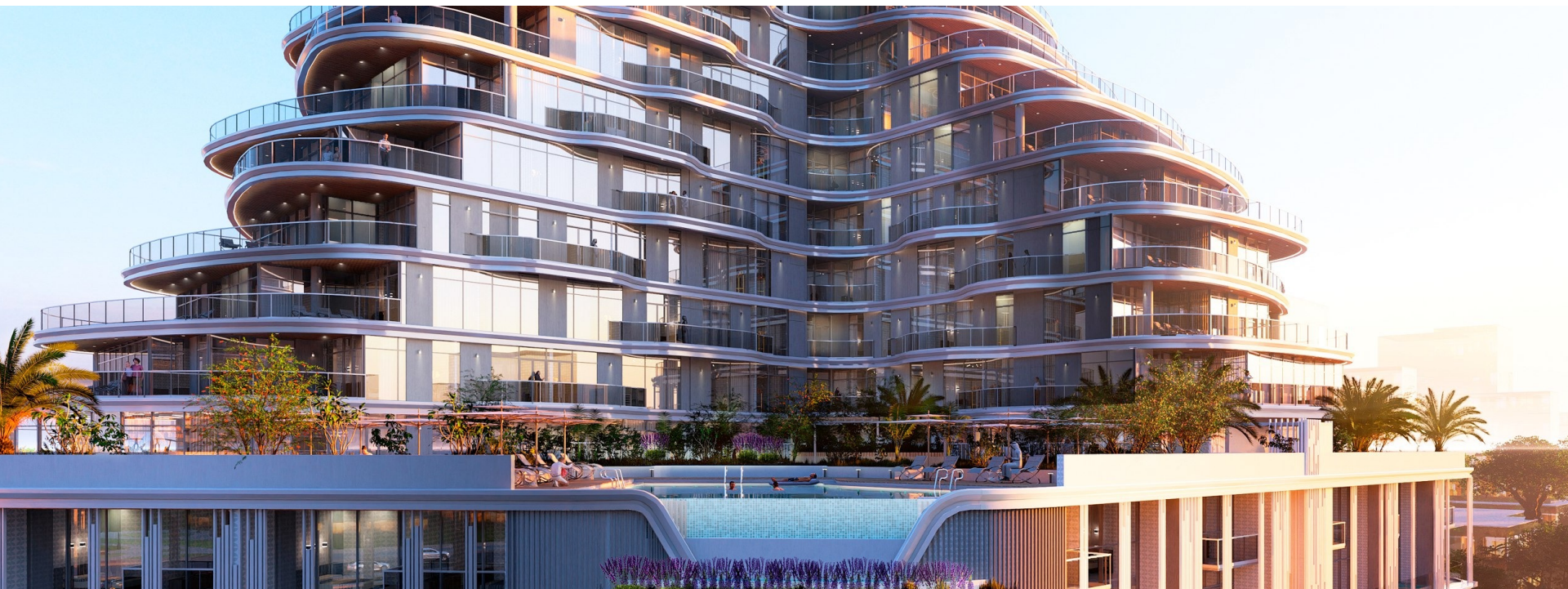
Green landscape architecture. Low-rise houses and villas pouring in natural greens,
underground parking and 2-storey fitness center.



PROJECTS



Creating urban paradises. Recreational infrastructure with lush flora, native plants, sustainable irrigation system and safe children playground.



TO CHANGE THE ORDINARY

The habits and tastes of citizens are changing. In turn, we are changing the apartment layouts, anticipating their wishes and saving effort and money on customizing the space 'for themselves.'



HOW TO OVERCOME OURSELVES?

What is the real
character of this
city?

How to redefine
luxury?

What value does
architecture bring
to the market?

A nighttime photograph of the Burj Khalifa in Dubai, illuminated with blue lights and beams of light. In the foreground, a modern, curved building with multiple levels of balconies and palm trees is visible. A crowd of people is gathered at the bottom, some holding up phones to take pictures.

WE GET TO THE BOTTOM OF THE CITY DNA

WHY NOW IN DUBAI?

There is something besides luxury in this city. And it's all about being vibrant and gathered instead of just being rich&private



BOOST OF CREATIVE INDUSTRIES

WHY NOW IN DUBAI?

Energy & Youth Driven

80% of population is young professionals under 44

Creative capital

Creative industries gain AED 21,5 B and 5% of UAE economy

Communities and XP sharing

69% of coworkings and public spaces of UAE located in Dubai

PROJECT

yibe

CREATE YOUR OWN

Intensive, vibrant, connected



LOCATION

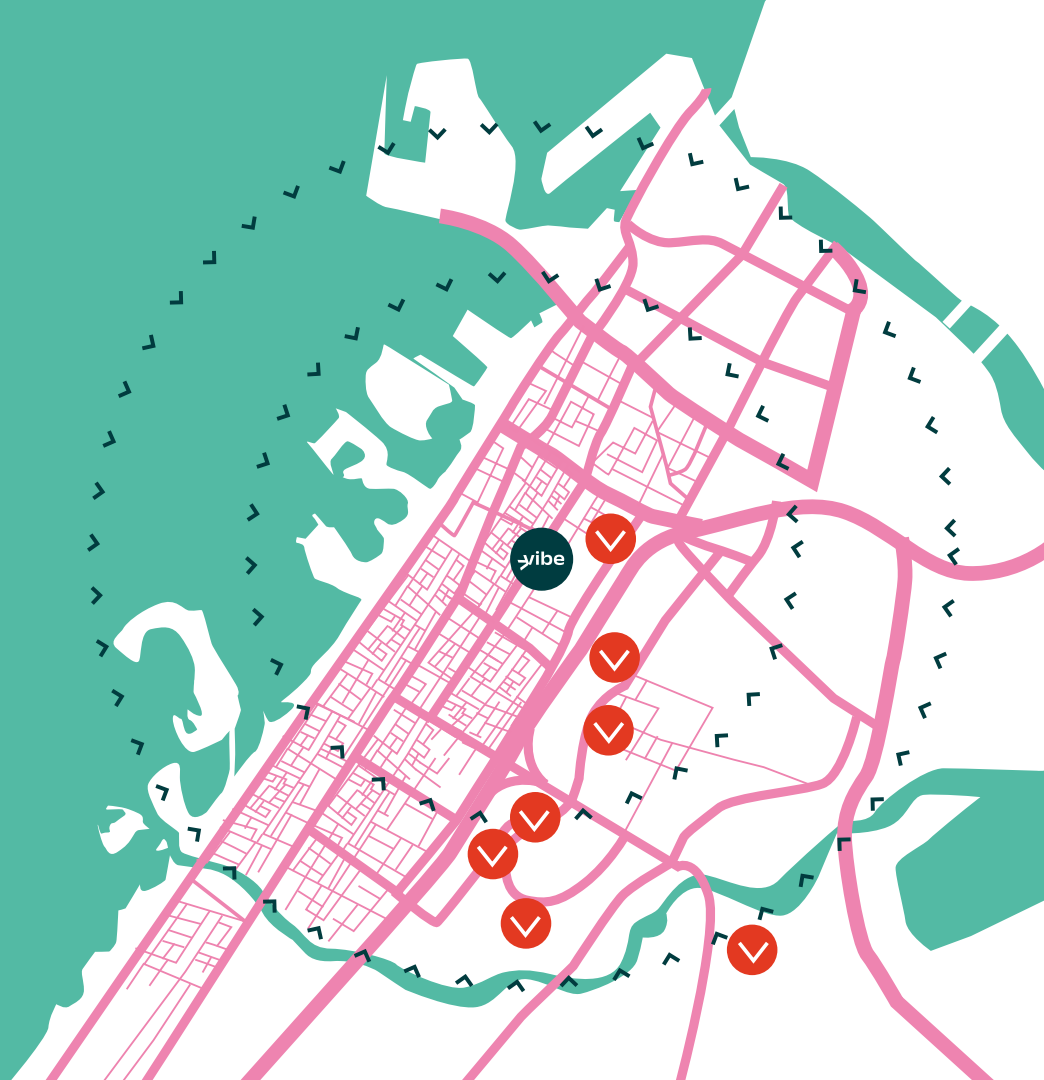
IN CITY STREAM

AL SATWA, THE CENTER
OF CULTURE&BUSINESS:

Dubai Design District (d3)
Museum of the Future
Dubai Opera

BUSINESS HUBS:

DIFC, Business Bay,
Dubai World Trade Center
& Burj Khalifa



LOCATION

TO BE IN THE THICK OF THINGS

Situated in the Al Satwa district, a multi-cultural, artistic and business hub filled with museums, fashion, business districts and public spaces. The diverse mix of lifestyles and closeness to the Downtown creates the unique locale.



LOCATION

IN THE CITY STREAM

Transport&Mobility: 20 minutes on metro to Dubai International Airport



COLLABORATION

TO CO-CREATE
THE OUTSTANDING

DA BUREAU

One of the world most entitled
creative architects collaboration

INT design awards
DNA Paris design award
London Design Award
HD Awards
AMP masterprize
FX Design Awards



COLLABORATION



It's not about "fitting in", it's all about to standing out, mixing with and going with the city's energy flow



Boris Lvovsky,
Head Architect, Co-founder DA BUREAU









PUBLIC SPACES & AMENITIES

TO LIVE INSIDE OUT

Shaping communities, neighbourhood and social gathering.









WORK-LIFE
BALANCE
ENVIRONMENT



PUBLIC SPACES & AMENITIES

YOGA AND MEDITATION AREA

VIBE is made for everyone to find their place and rhythm of life. A fully equipped yoga hall next with a greenery of the inner garden. A balance of natural atmosphere, modern materials, and thoughtful design — everything to restore and renew your energy.



COWORKING



PUBLIC SPACES & AMENITIES



THE LUX SUMMER CONCEPT

Where architecture, facilities, garden, light
and shadow create the living landscape



TERRACE GARDEN

VIBE's look is cinematic. We were inspired by the films of Paolo Sorrentino. Every frame is beautiful and atmospheric, yet still vibrant. The architecture becomes the backdrop, with you in the starring role.



PUBLIC SPACES & AMENITIES







INTERIORS AND ERGONOMICS

DESIGN FULFILLMENT: FOCUS, INTENSITY AND CHILL



INTERIORS AND ERGONOMICS



This is how 'ironic luxury' is born: not pretentious, but very expressive.



INTERIORS AND ERGONOMICS



CHIC, REDEFINED

Where proportions, colors
and textures take part



INTERIORS AND ERGONOMICS



TARGET AUDIENCE

Not for everyone, but for exact ones

YOUNG CREATIVE PROFESSIONALS

- Creative community
- Space&function rather M²
- Thick of things, FOMO

FIRST-TIME INVESTORS

- Affordable Entry Price
- Low risks
- High rental demand

PORTFOLIO INVESTORS

- High demand&liquidity
- Easy management & low costs
- A gem in portfolio

For those, who are in the same vibe.



207

206 UNITS ONLY

153 one-bedroom appt

54 studios

229 parking lots

1 floor commercial

8 residential floors

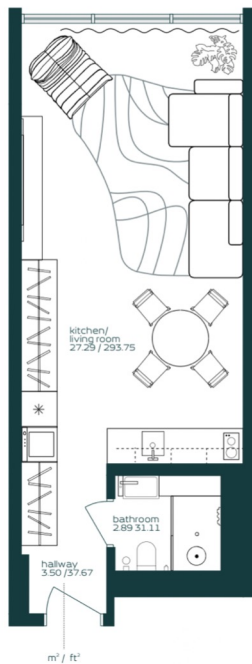


STUDIO APPT

S living area: 26,51 m²

S balcony: 5,90 m²

S total: 32,41 m²

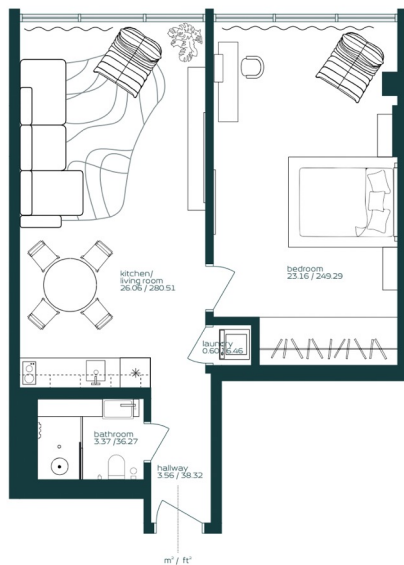


ONE-BEDROOM APPT

S living area : 47,68 m²

S balcony: 5,48 m²

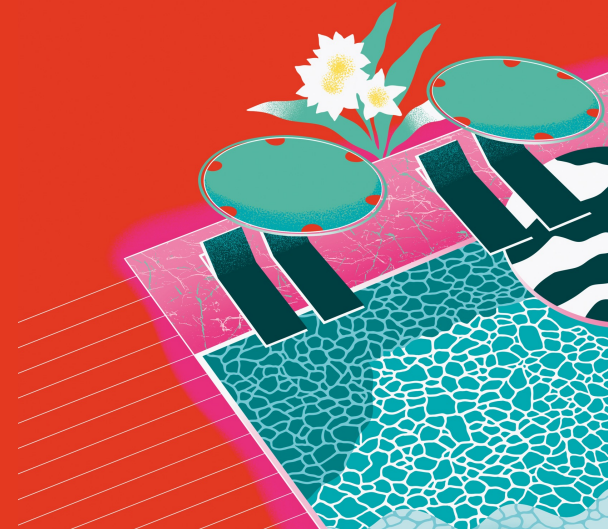
S total: 53,16 m²



Property Management by H&H

WWW.H-HPM.AE

H&H manages over 4,000 properties across the UAE, maintaining asset value and liquidity. For property owners, H&H focuses on marketing and attracting reliable tenants, maximizing profits, and ensuring full financial control and reporting. For residents, H&H finds fast solutions of everyday issues and repairs, responds to complaints, ensures service standards, and supervises staff.



PAYMENT PLAN

1 10% On booking	2 5%	3 5%	4 5%	5 5%	6 5%
7 5%	8 5%	9 5%	10 5%	11 5%	12 40% Handover



Arsenal
EAST

arsenaleast.com

+971 52 271 4064

+971 52 491 6699

+971 58 520 9801

Boulevard Plaza, tower 2, Office 903, Dubai