



# ICONIC TOWER

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



# ABOUT THE PROJECT

Exceptional tower G+66 Floors

310 apartments (1-4 bedroom)

1 penthouse

2 sky-apartments

423 parking spaces

VIP parking-boxes with A/C

2 floors with exclusive amenities

Future dominant in Dubai Internet City

Delivery date 3Q 2027





60

Tower Floors

6

Podium Floors



PENTHOUSE

PREMIUM RESIDENCE

RESIDENCES FLOOR

SKY AMENITIES

RESIDENCES FLOOR

RESIDENCES FLOOR

OASIS AMENITIES

5 LEVEL OF PARKING

GROUND FLOOR









# ARCHITECTURE

Humane & bionic

Inspired by natural shapes of sand dunes & sea waves

Style inherited from famous race cars



## THE INTERNATIONAL-RENOWNED DESIGN SIGNATURE, SYMBOL OF ITALIAN STYLE IN THE WORLD

World famous premium and aspirational brand, Pininfarina is the emblem of Italian design since 1930. The symbol of a sophisticated lifestyle and vision, able to conjugate innovative experiences, performance, emotions and aesthetic excellence.

With the start in the automotive world over 90 years ago, designing some of the world's legendary cars, such as Ferrari and Maserati to name a few, Pininfarina has evolved through the years into a sought-after architecture and lifestyle design house. Today, it stands as a global standard-bearer of Italian design aesthetics.

Pininfarina's design icons are not confined to a particular moment in history; rather, they are expressions of a design philosophy that stands firm in the face of changing tastes and time and that strives to be timeless.



Maserati  
GranCabrio

Ferrari 458  
Italia





## ARCHITECTURE BY PININFARINA: PARTNERSHIP OF CREATIVITY AND INNOVATION

Pininfarina manages to achieve the perfect balance between its heritage and an innate quest for innovation, especially when it comes to branded residences, for which

Pininfarina is the leading brand in Italy in terms of the number of projects. The result of these attributes offers stylish and future-oriented residential spaces, where beauty acquires the softer and broader meaning of physical and mental well-being, and where technology integrates perfectly with the environment to take care of people.

In partnership with Mered, the goal of Pininfarina is to create an unprecedented project that harmoniously merges beauty and technology to make an impact in the growing cosmopolitan hub of Dubai.

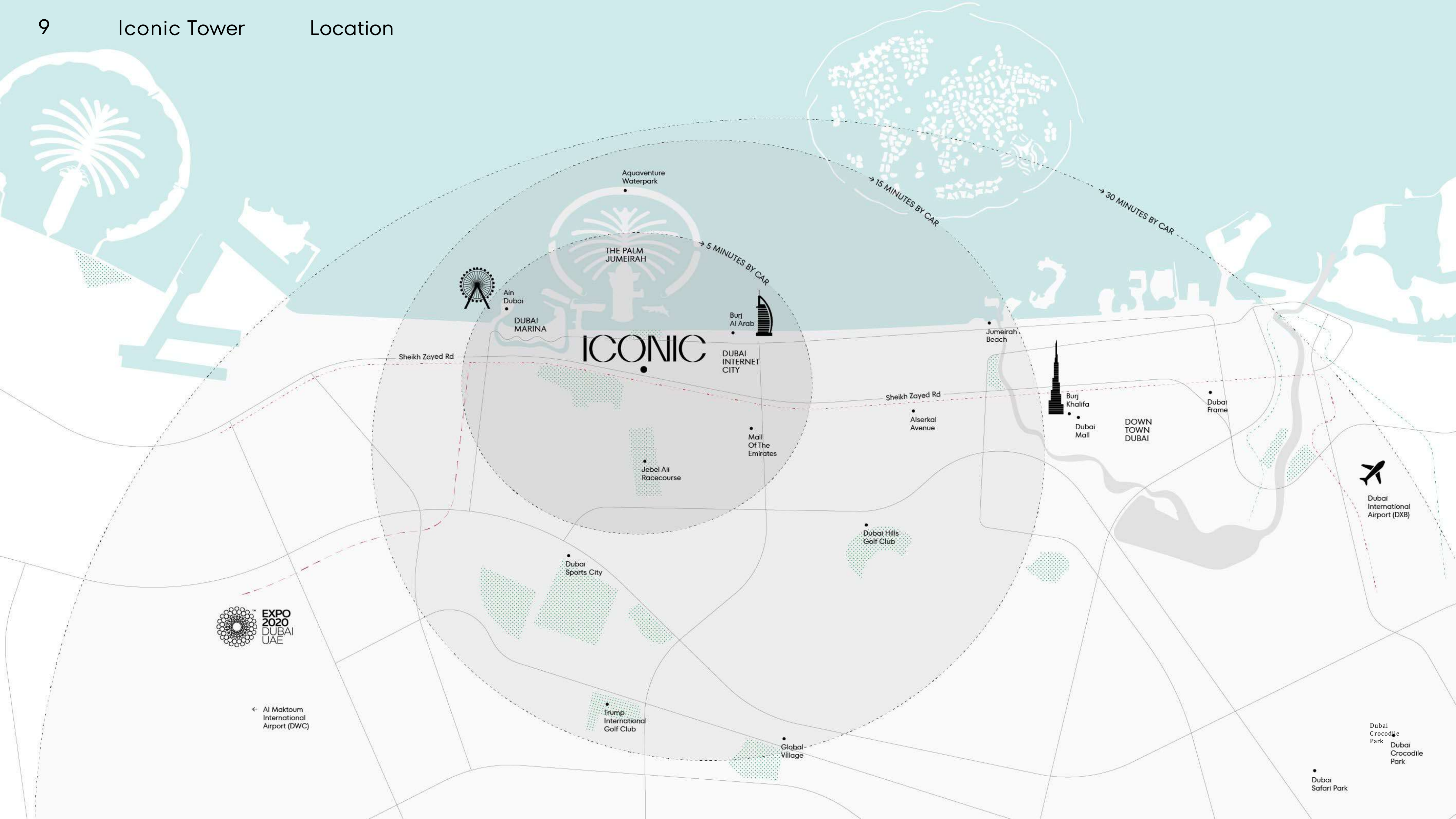
↗  
Yacht  
Princess



←  
Istanbul  
Grand  
Airport





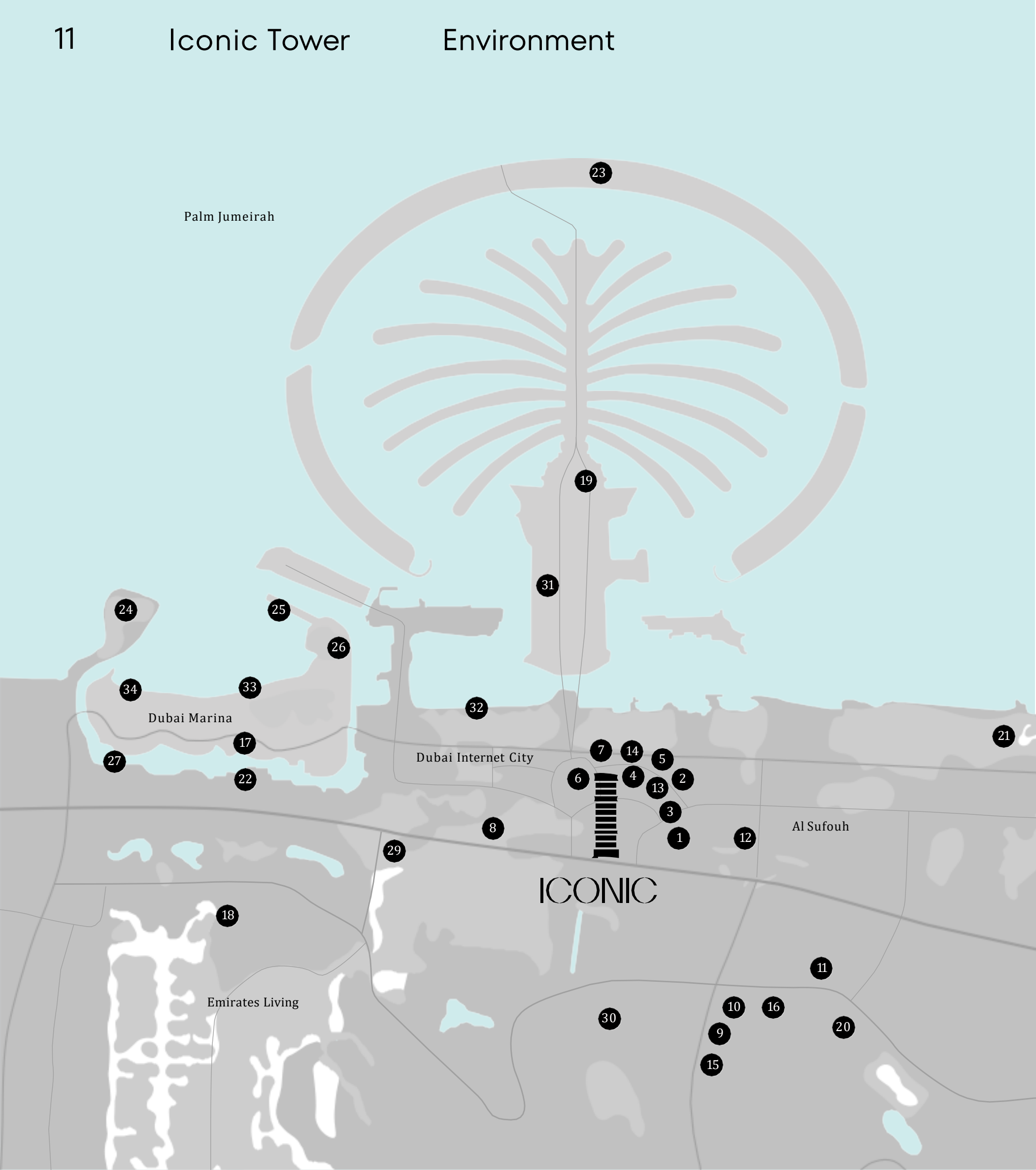




# DUBAI INTERNET CITY

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.

















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

LOBBY















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

PARKING







# A/C Boxes





## OASIS AMENITIES

Kids Play Area & Kids 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

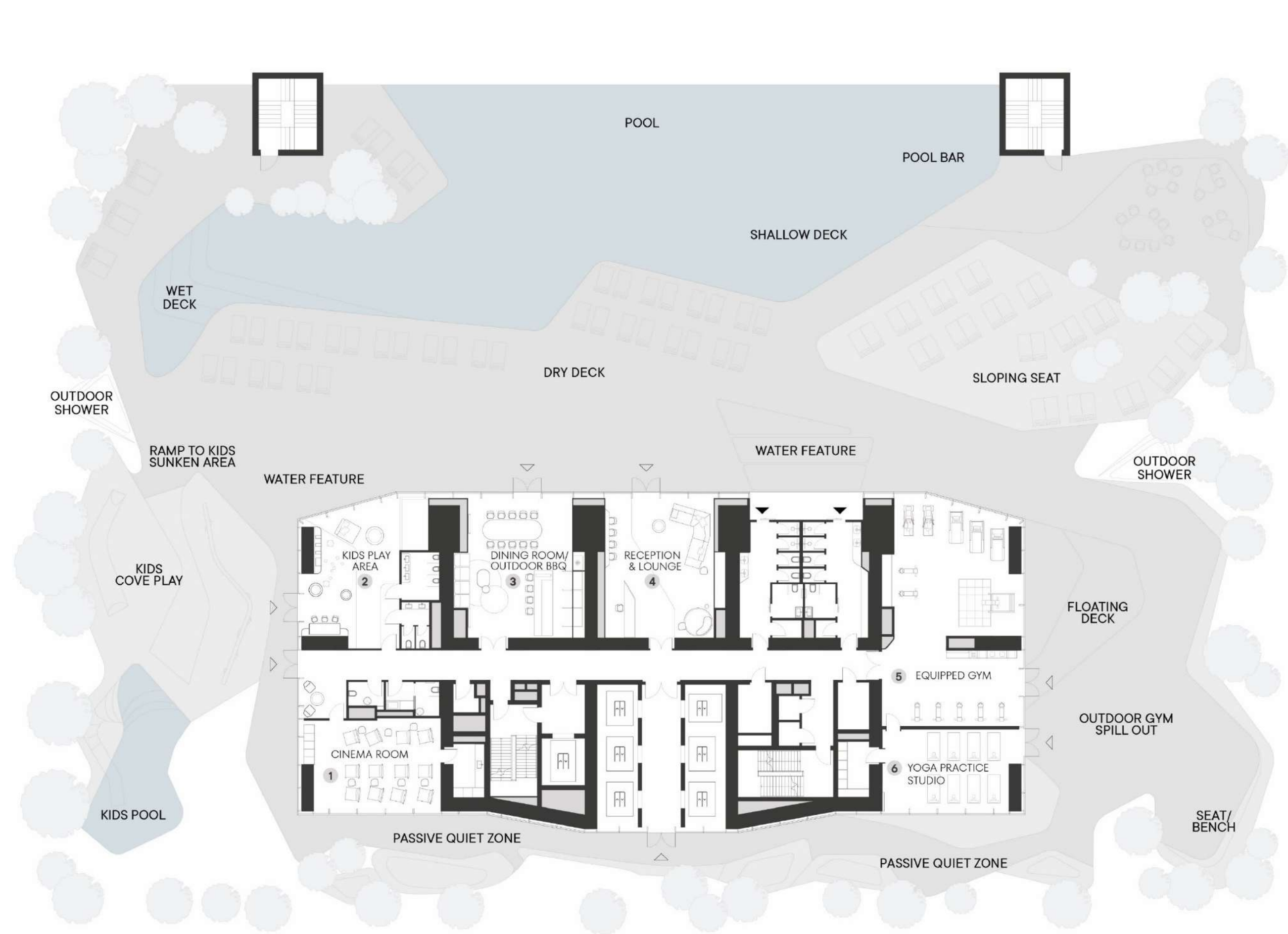
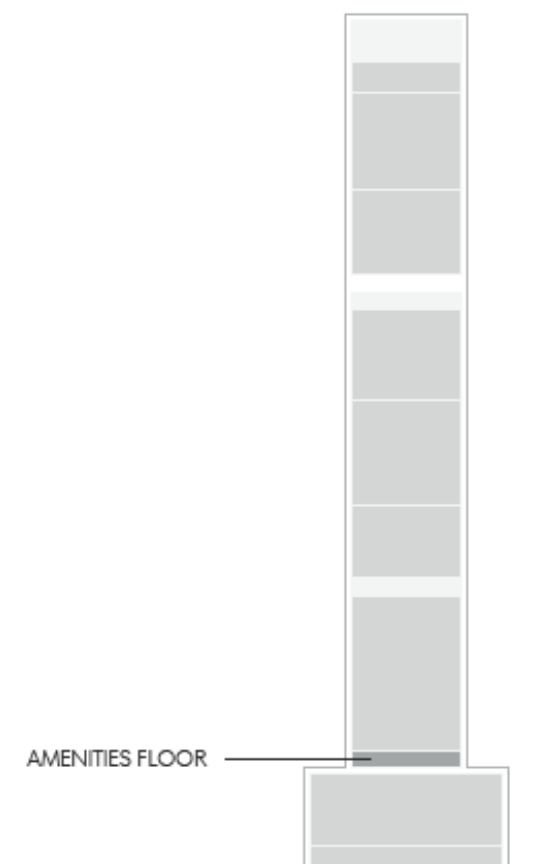
Jacuzzi, Sauna & Steam Baths





# OASIS AMENITIES

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







EIGHT ROOM

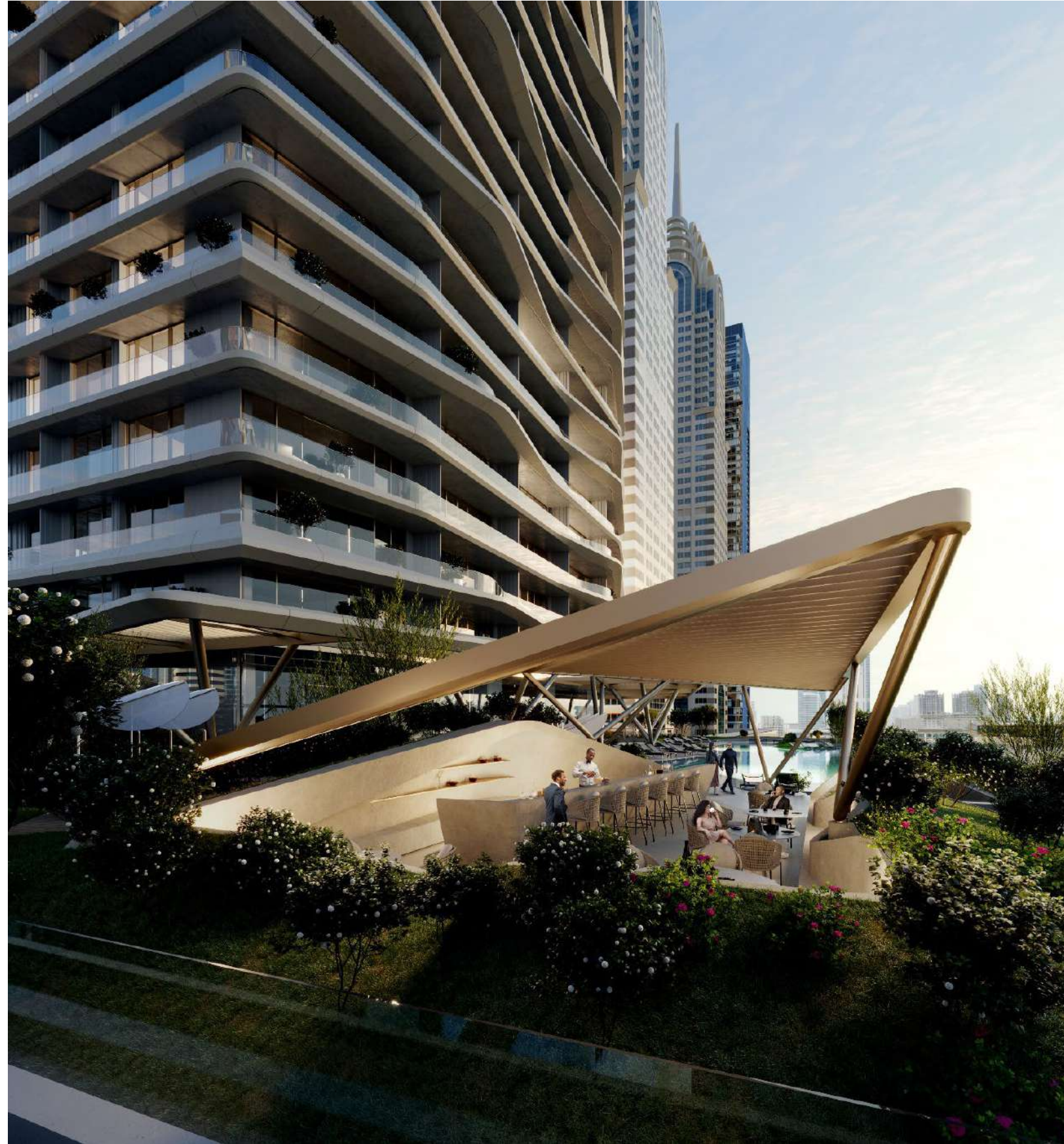




















## Design Feature #002

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

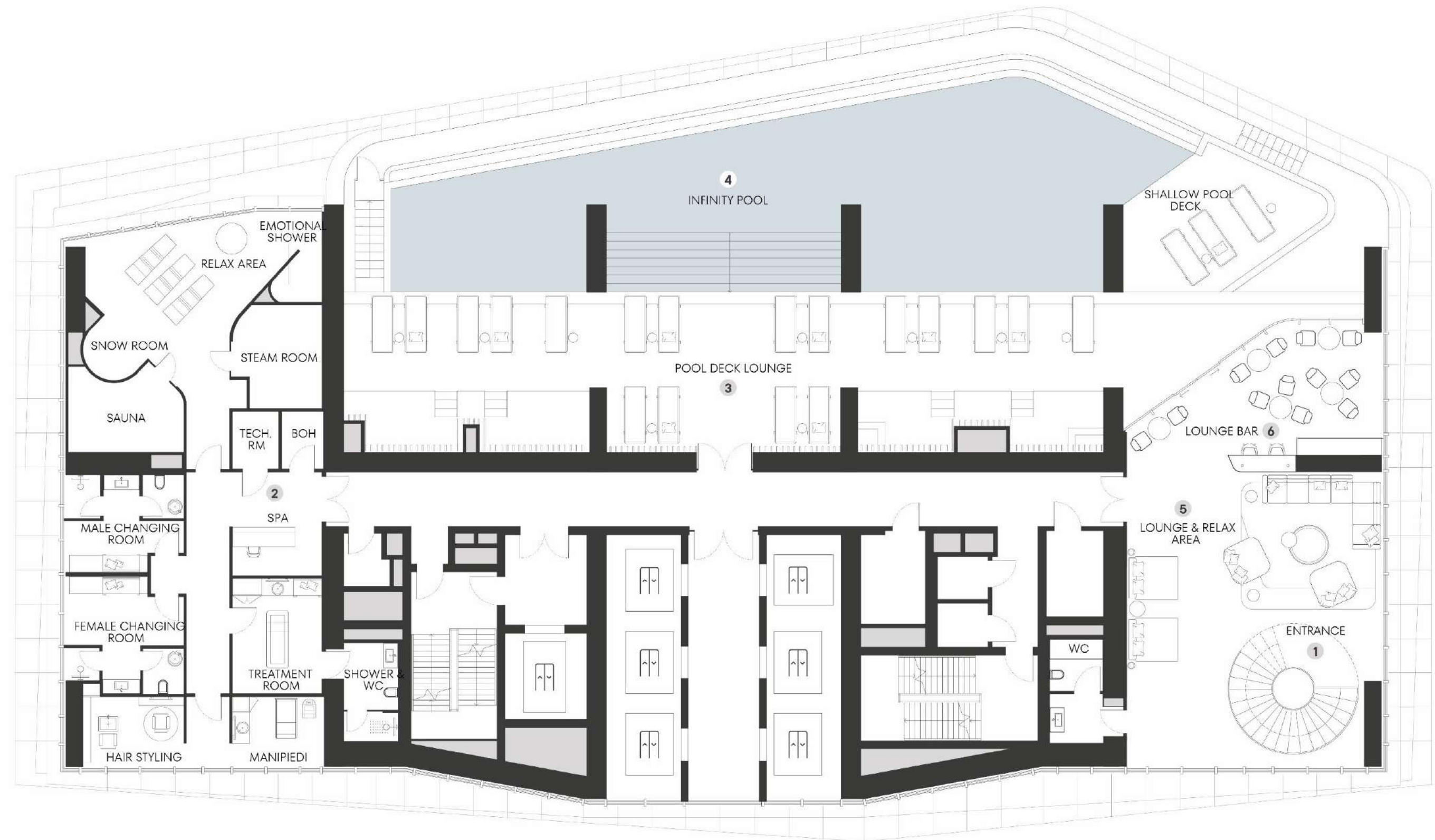
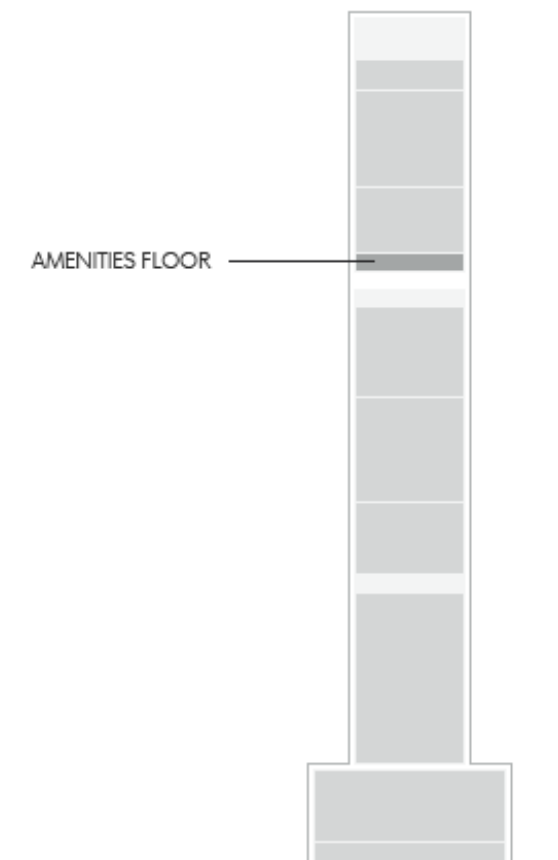
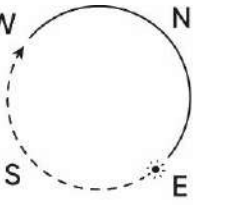






# SKY AMENITIES

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























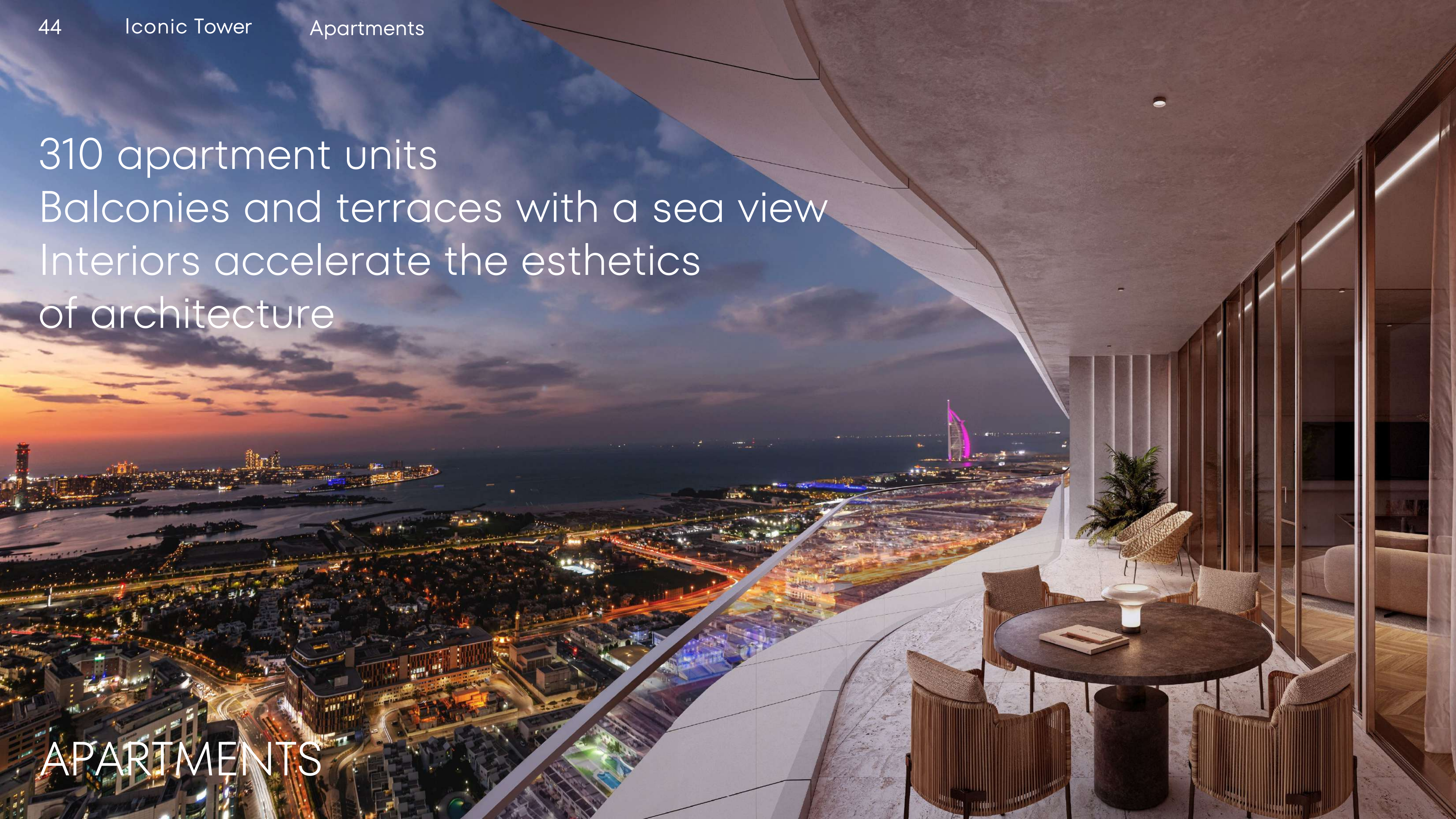






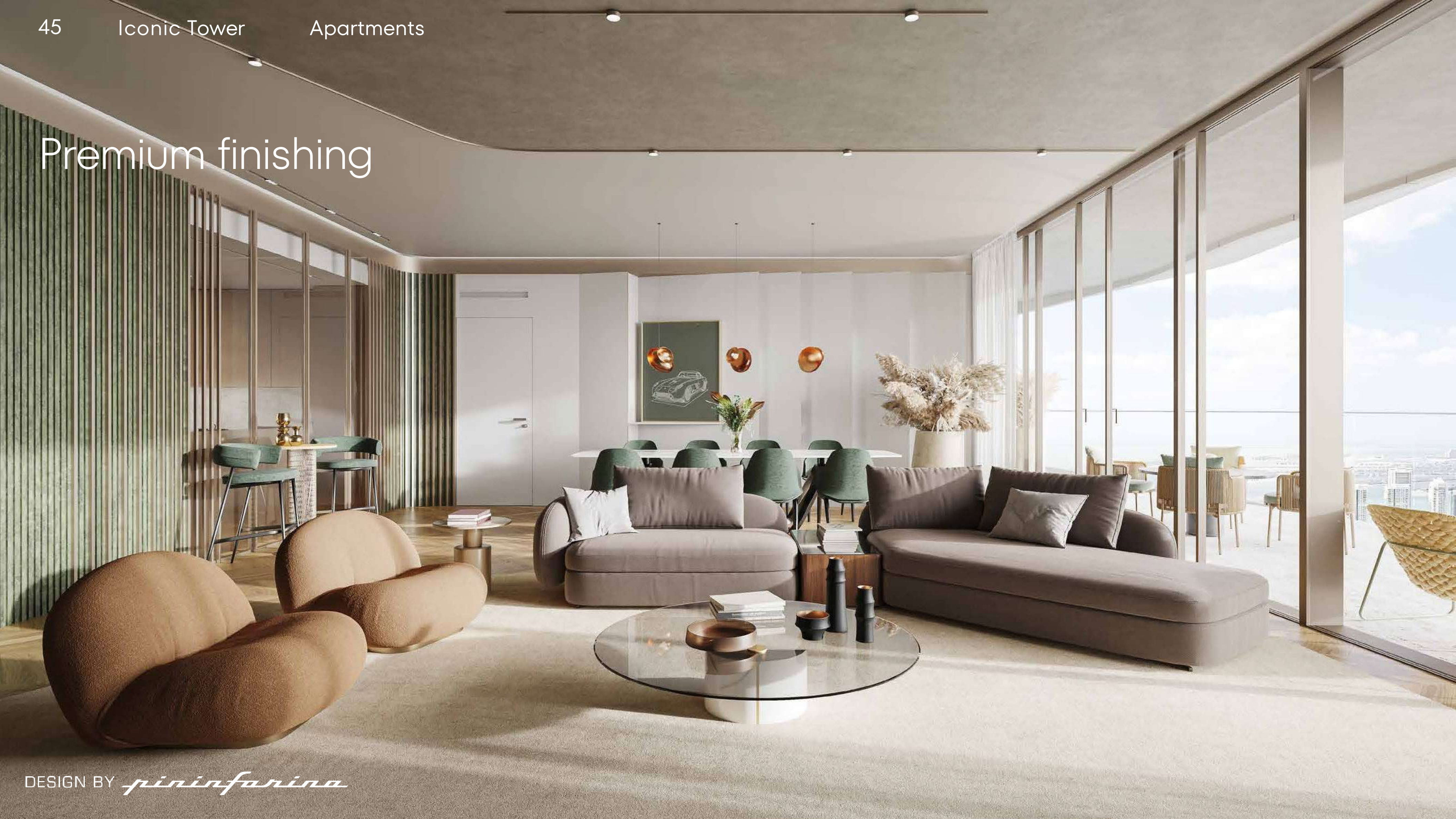
310 apartment units  
Balconies and terraces with a sea view  
Interiors accelerate the esthetics  
of architecture

APARTMENTS





# Premium finishing







Design Feature  
#003

Kitchens can be easily  
separated from living  
rooms via glass dividers.













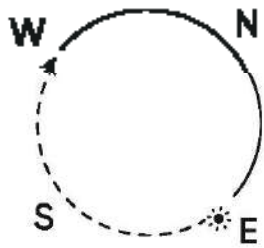




DESIGN BY *pininfarina*

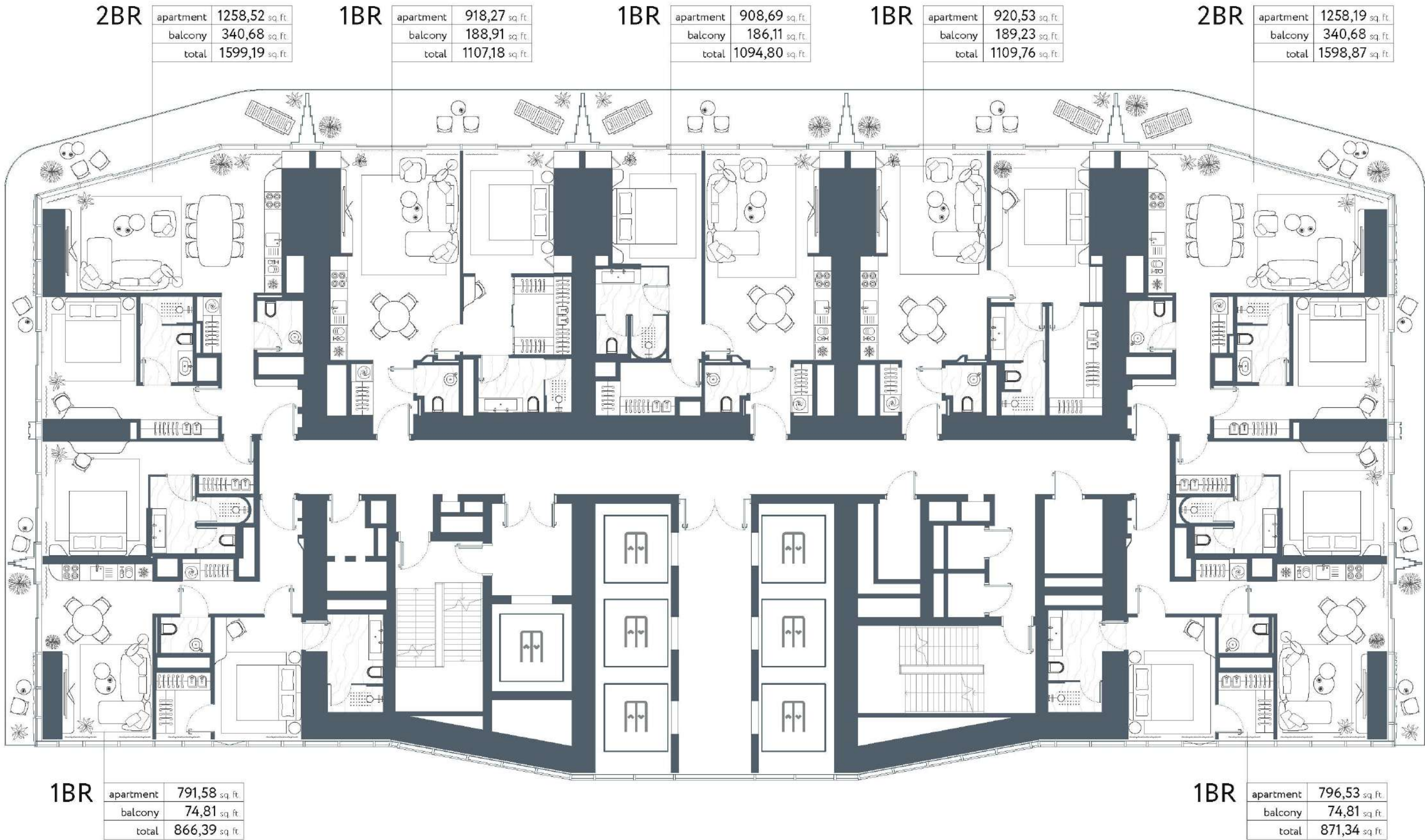
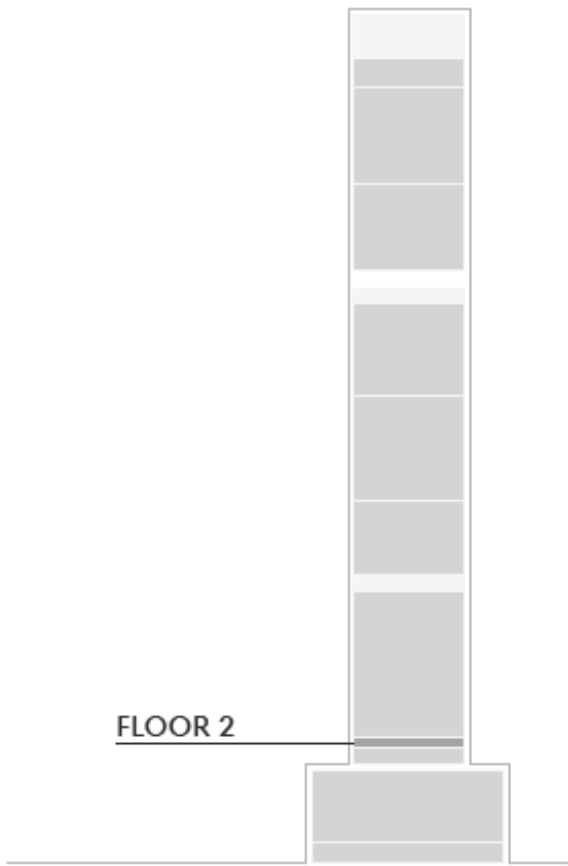




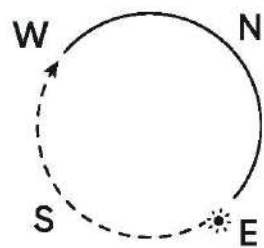


# RESIDENTIAL FLOORS

TIER 1 – TYPE A  
FLOOR 2

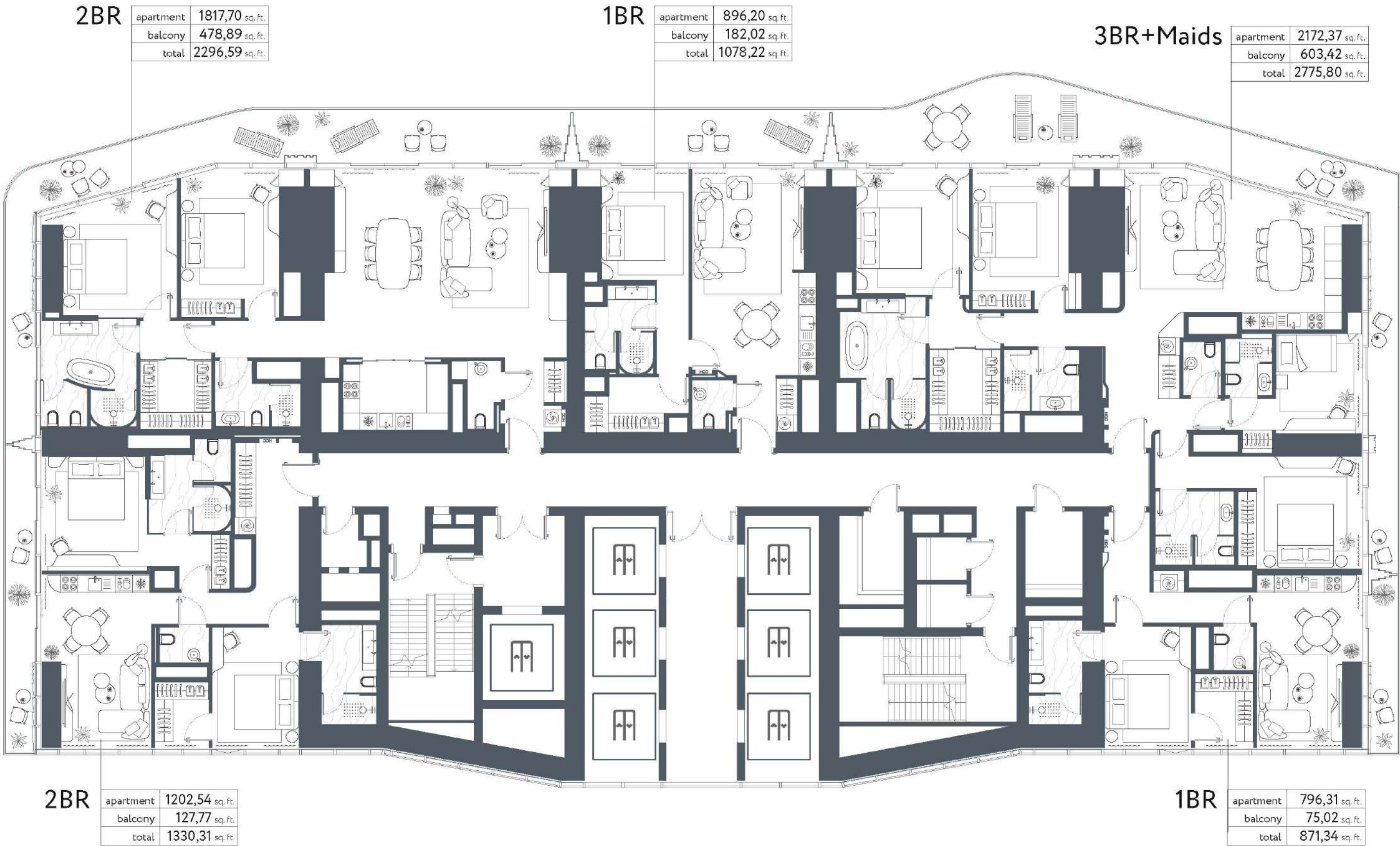
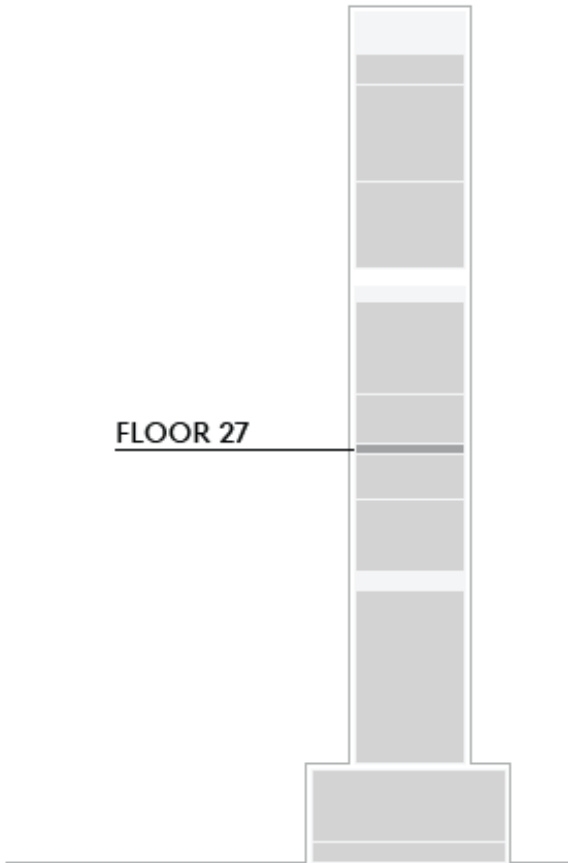




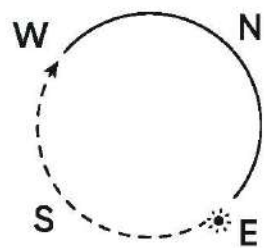


# RESIDENTIAL FLOORS

TIER 2.2 – TYPE C  
FLOOR 27

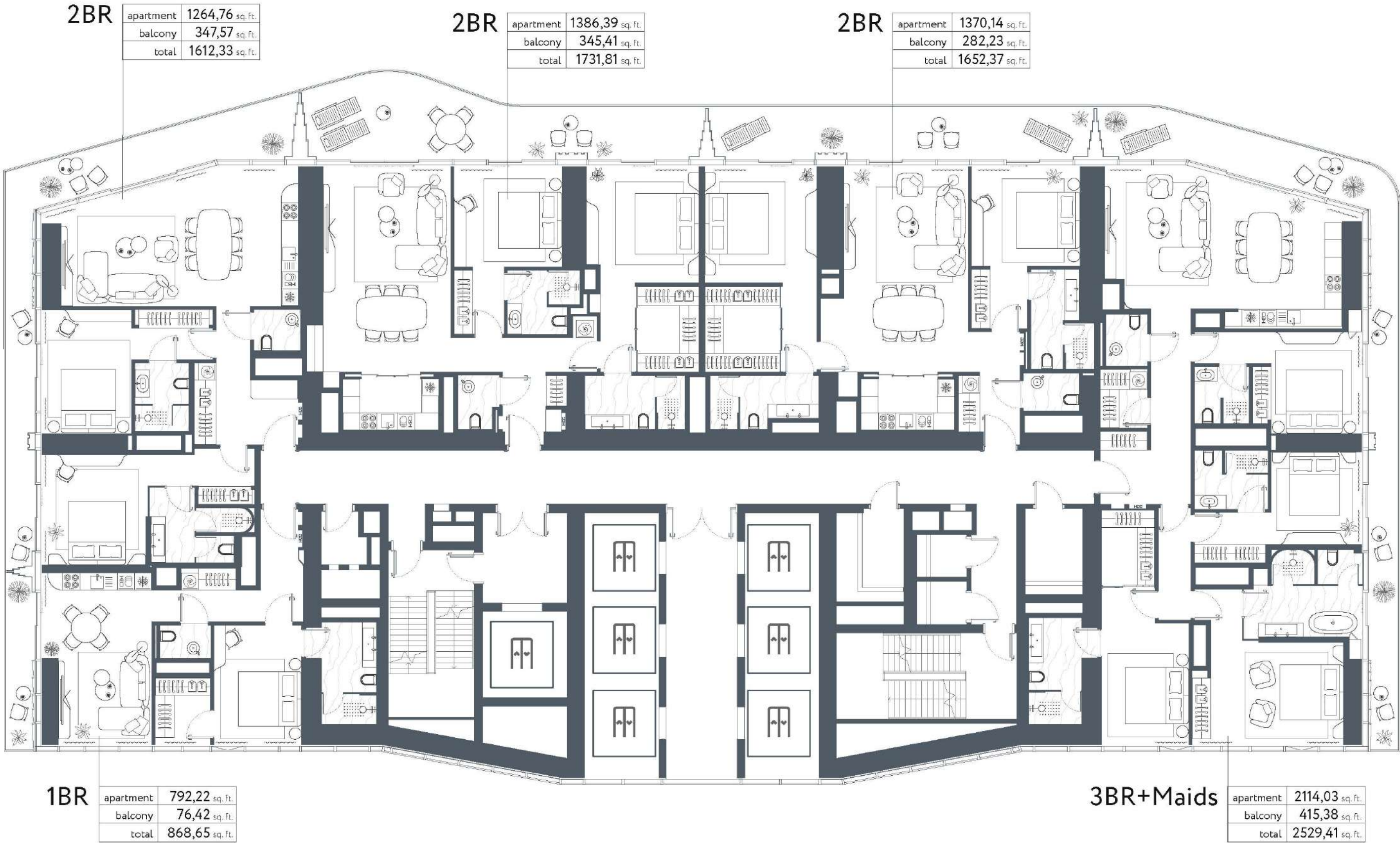
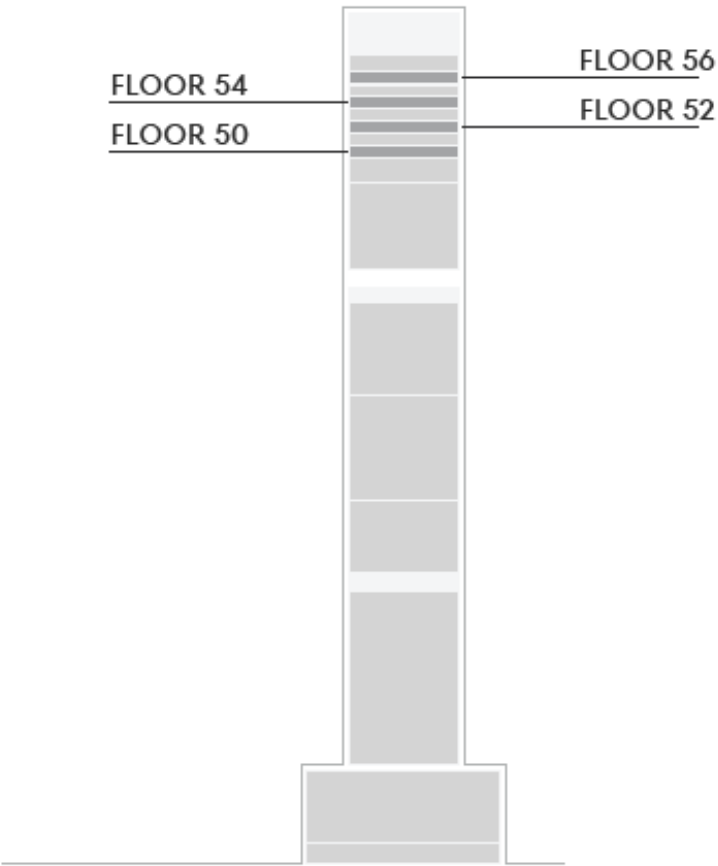






# RESIDENTIAL FLOORS

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







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.



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.



Hospitality Advisors is a hospitality asset management and advisory firm with a portfolio of more than 6 000 keys.



NEA — Nabih Elias Azzam & Partners (NEA) is a Chartered Professional Quantity Surveying practice with offices worldwide. We were founded in 1982, by Nabih Elias Azzam, FRICS, the first Arab Fellow Chartered Quantity Surveyor. NEA offers a comprehensive range of specialist consultancy services including cost management, quantity surveying and project management to public and private sector organisations in the Middle East, Gulf and Africa.



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.



Valor - a leading international hotel management company headquartered in Atlanta, USA. It collaborates with over 95 hotels in the USA, the UK, and the MENA region. The company creates a unique customer experience and ensures outstanding commercial performance for branded and independent hotels and resorts worldwide.





MERED

For people  
*for life*