
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

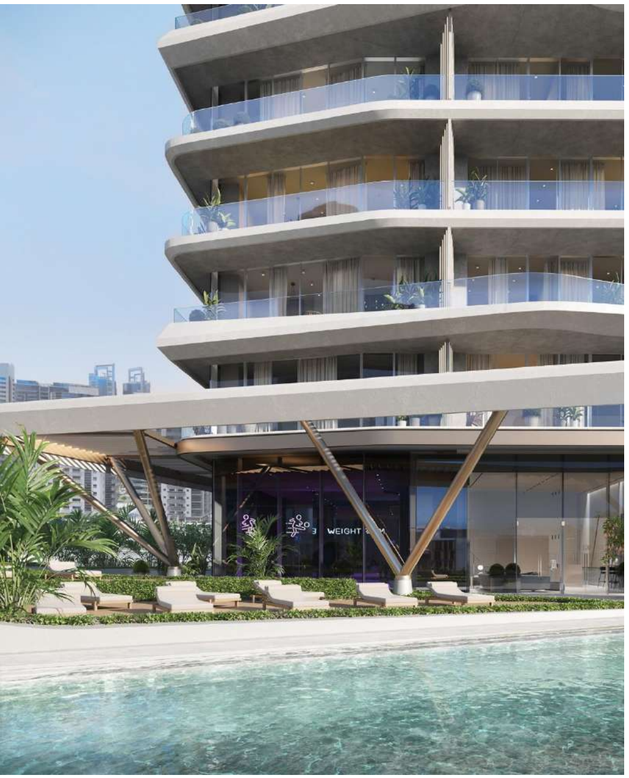
Delivery date 3Q 2027

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60
Tower Floors

6
Podium Floors



PENTHOUSE

PREMIUM RESIDENCE

RESIDENCES FLOOR

SKY AMENITIES

RESIDENCES FLOOR

RESIDENCES FLOOR

OASIS AMENITIES

5 LEVEL OF PARKING

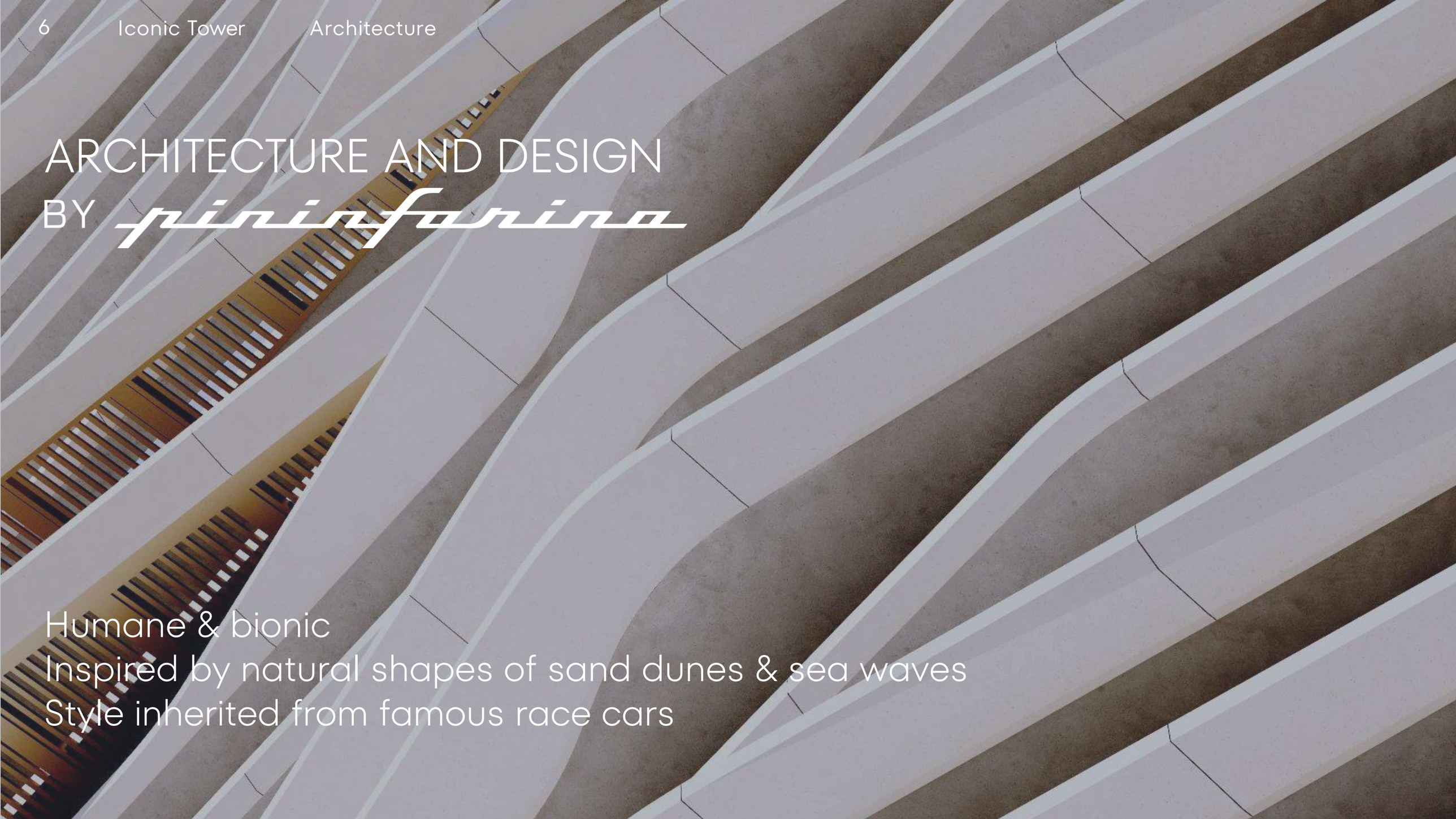
GROUND FLOOR

DESIGN BY pininfarina



DESIGN BY pininfarina

ARCHITECTURE AND DESIGN BY pininfarina



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.

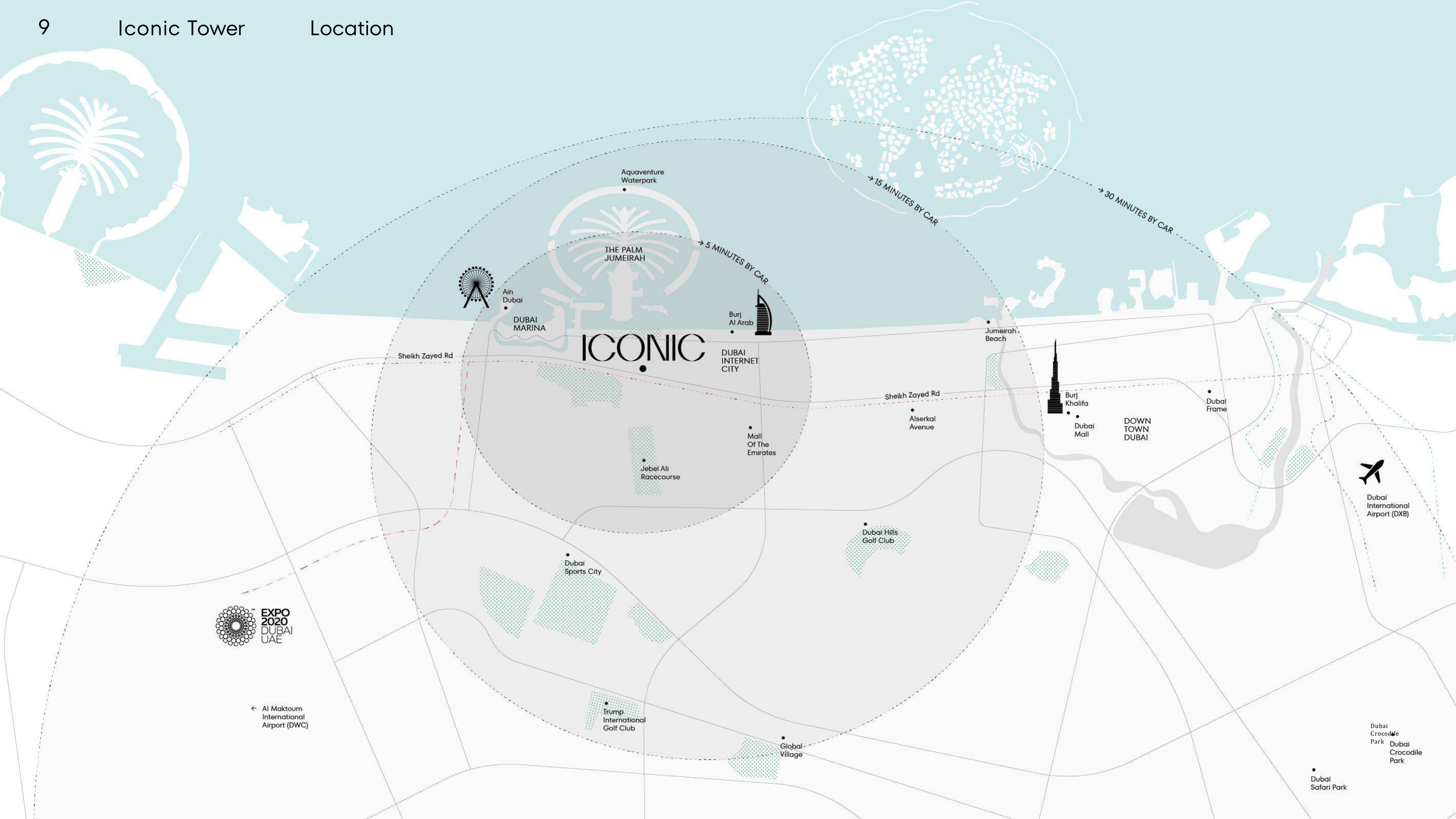
↗
Yacht
Princess



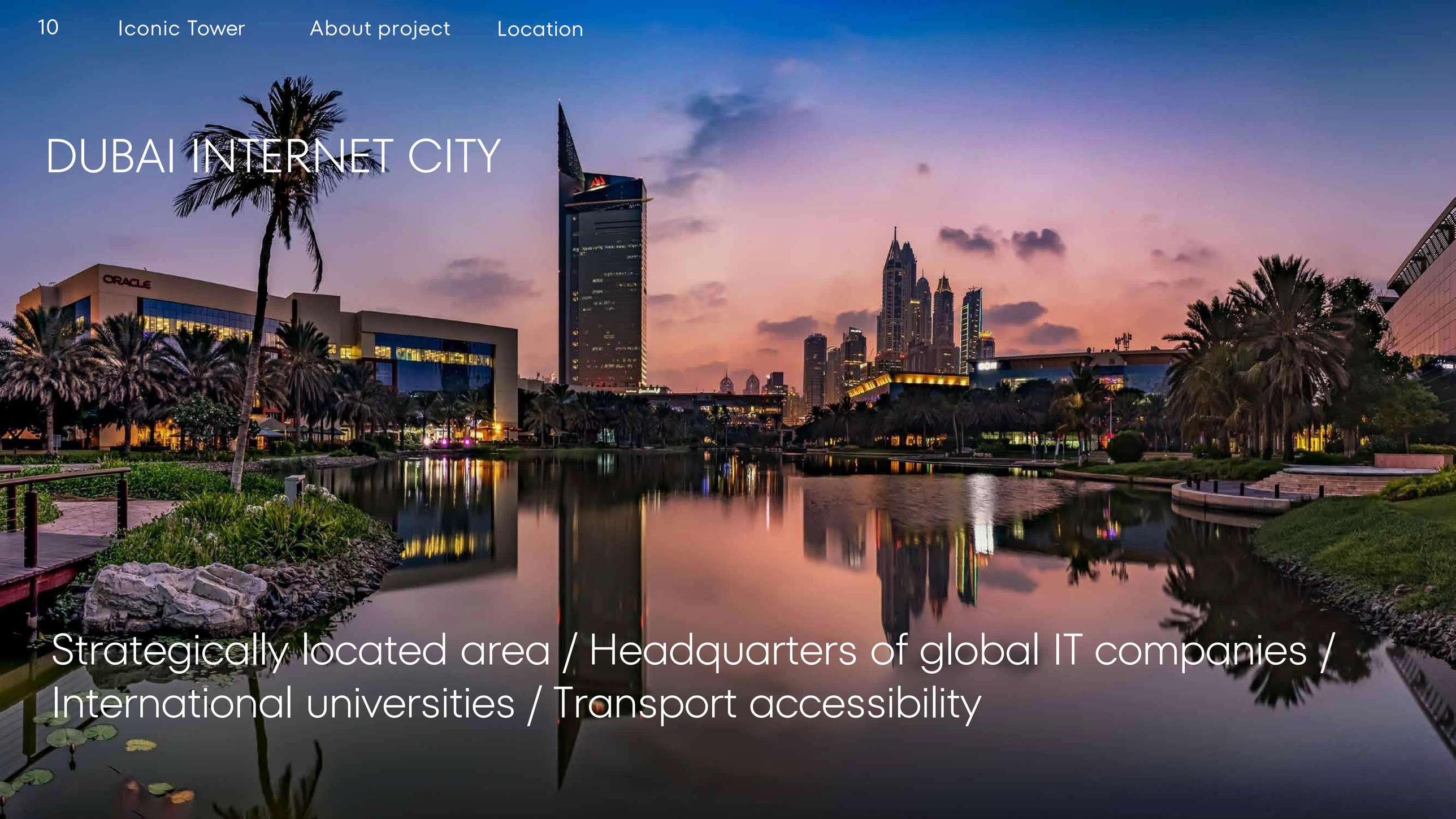


←
Istanbul
Grand
Airport

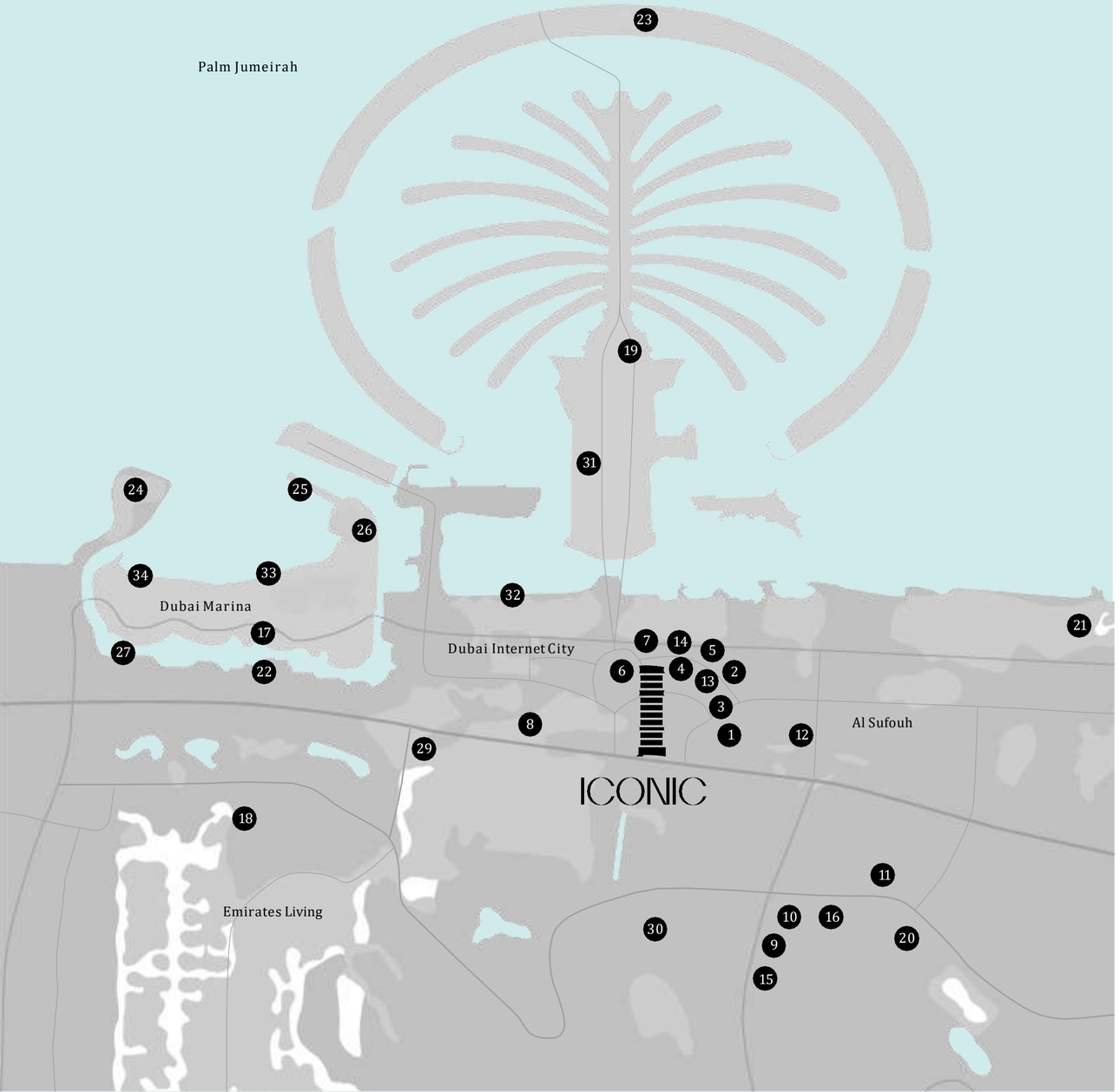
Iconic Tower Location



DUBAI INTERNET CITY



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



Universities

1. Abu Dhabi University – Dubai Campus
2. The University of Manchester Middle East Centre
3. Middlesex University Dubai
4. Murdoch University Dubai
5. University of Bradford Regional Hub, Dubai
6. University of Wollongong in Dubai
7. Heriot-Watt University Dubai
8. 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

BREATHTAKING VIEWS



Design Feature
#001

The building is designed to provide its residents with spectacular seascape and landmark views.





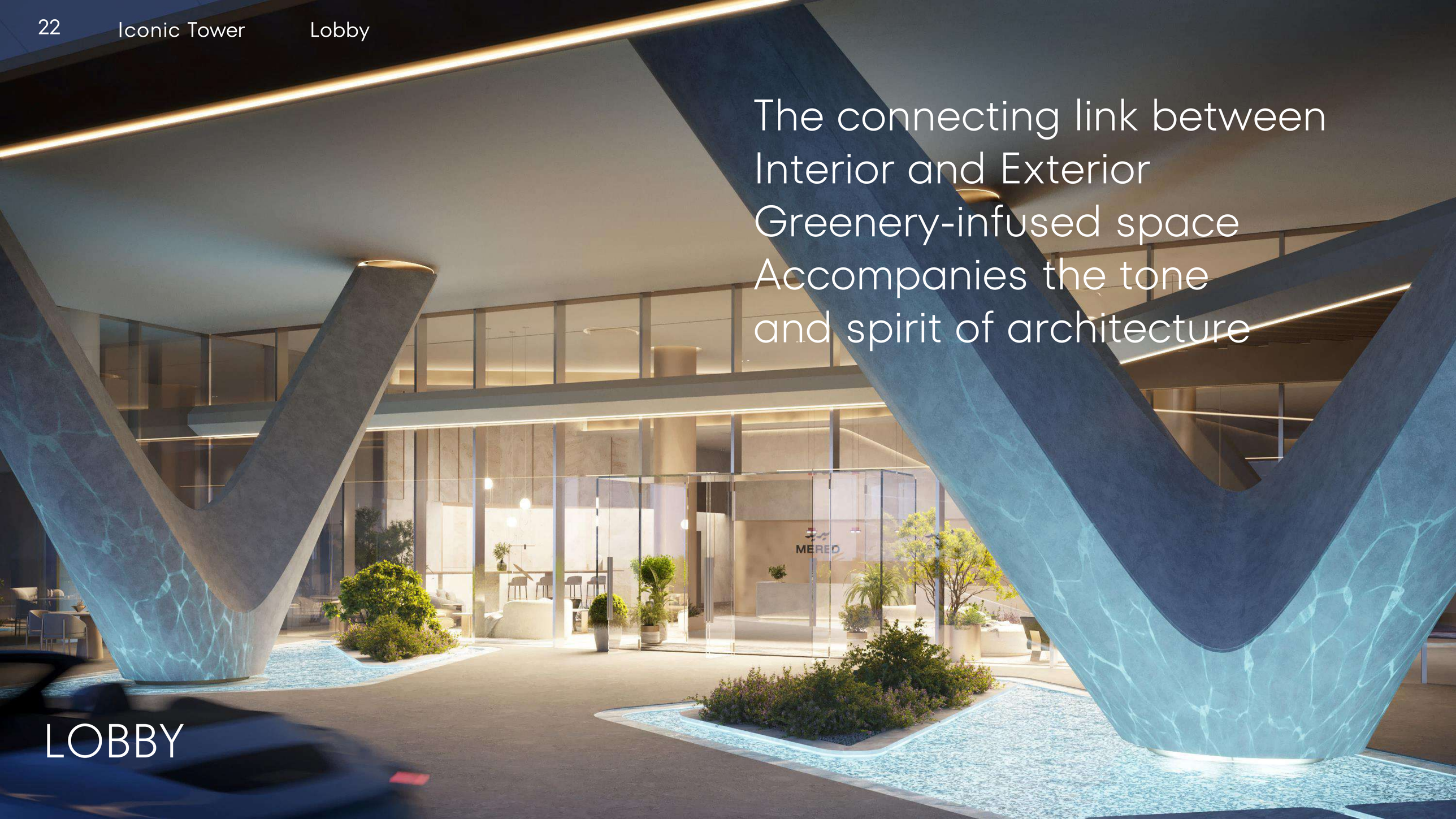








DESIGN BY pininfarina



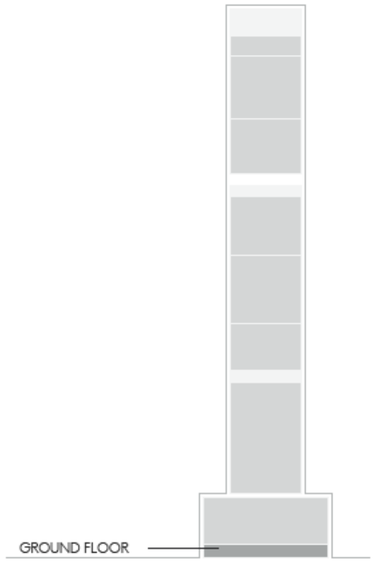
The connecting link between
Interior and Exterior
Greenery-infused space
Accompanies the tone
and spirit of architecture

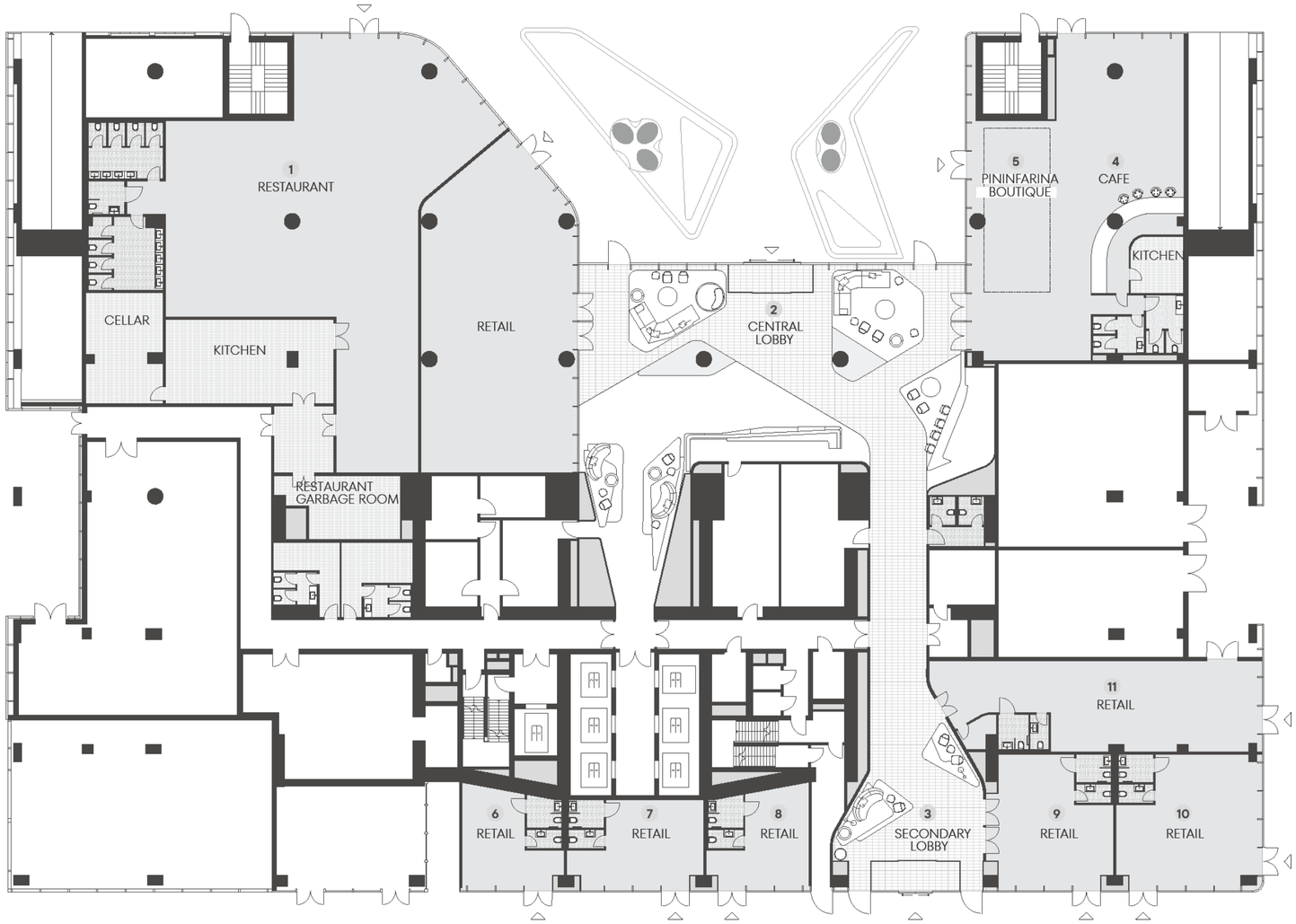
LOBBY

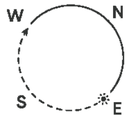
LOBBY

1. Restaurant
2. Central lobby
3. Second lobby
4. Café
5. Pininfarina boutique

6-11 Retail





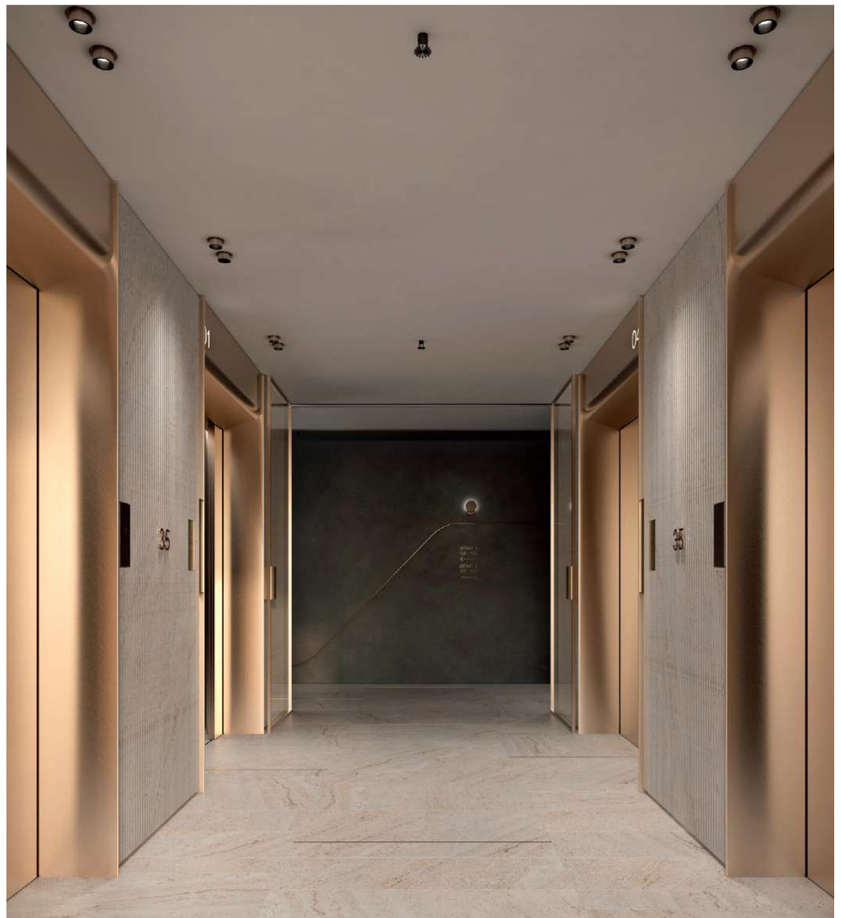




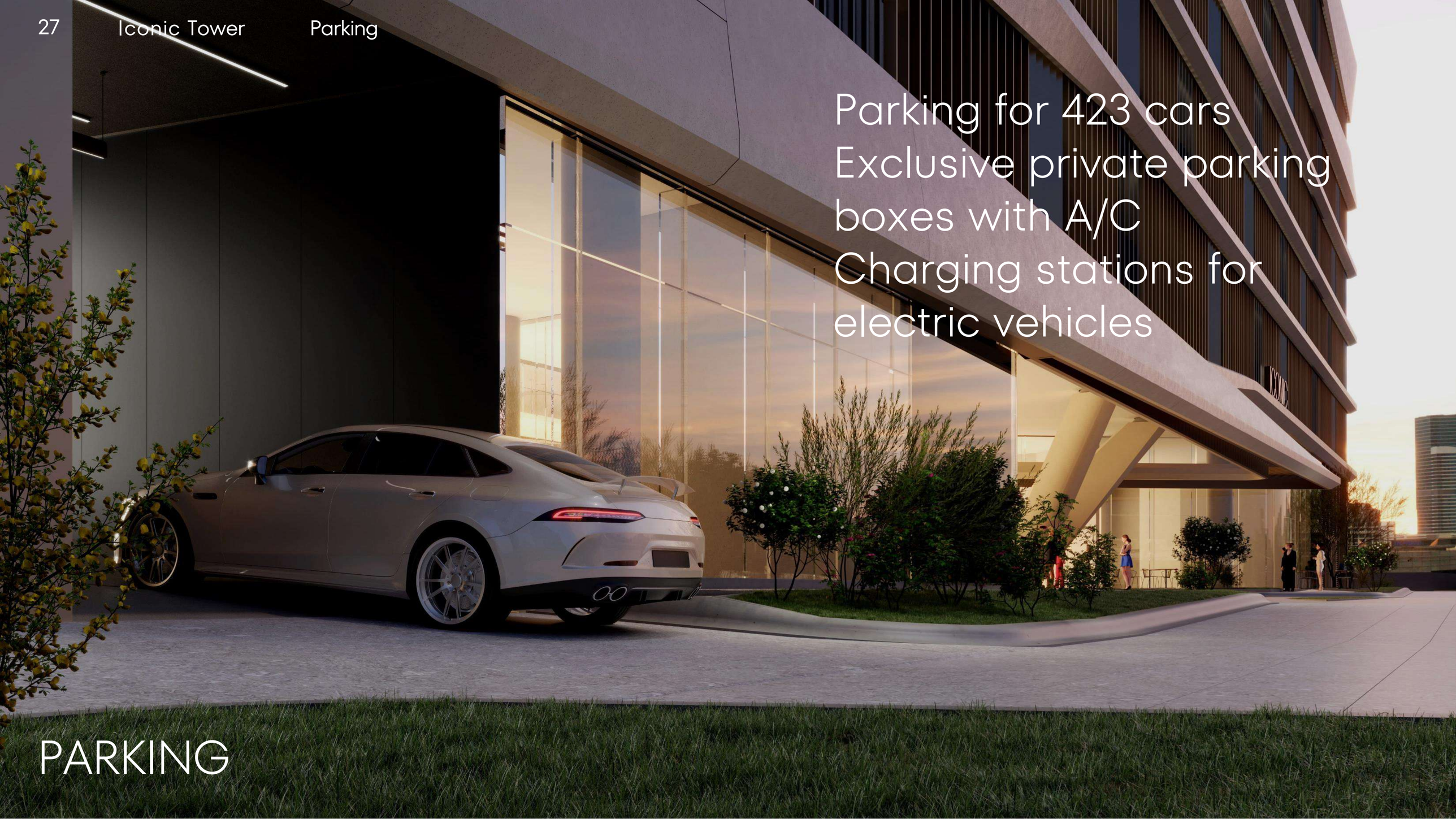
DESIGN BY pininfarina



DESIGN BY pininfarina


01
04
35
35


01
04
35



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

PARKING


P4
BOX 02
PORSCHE
DUBAI 0123

A/C Boxes



TECHNOLOGIES FOR ELEVATED LIFE QUALITY

WATER PURIFICATION

Anti-bacterial and disinfection systems ensure clean and safe water.

DRINKING WATER

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

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.

ENHANCED SOUNDPROOFING

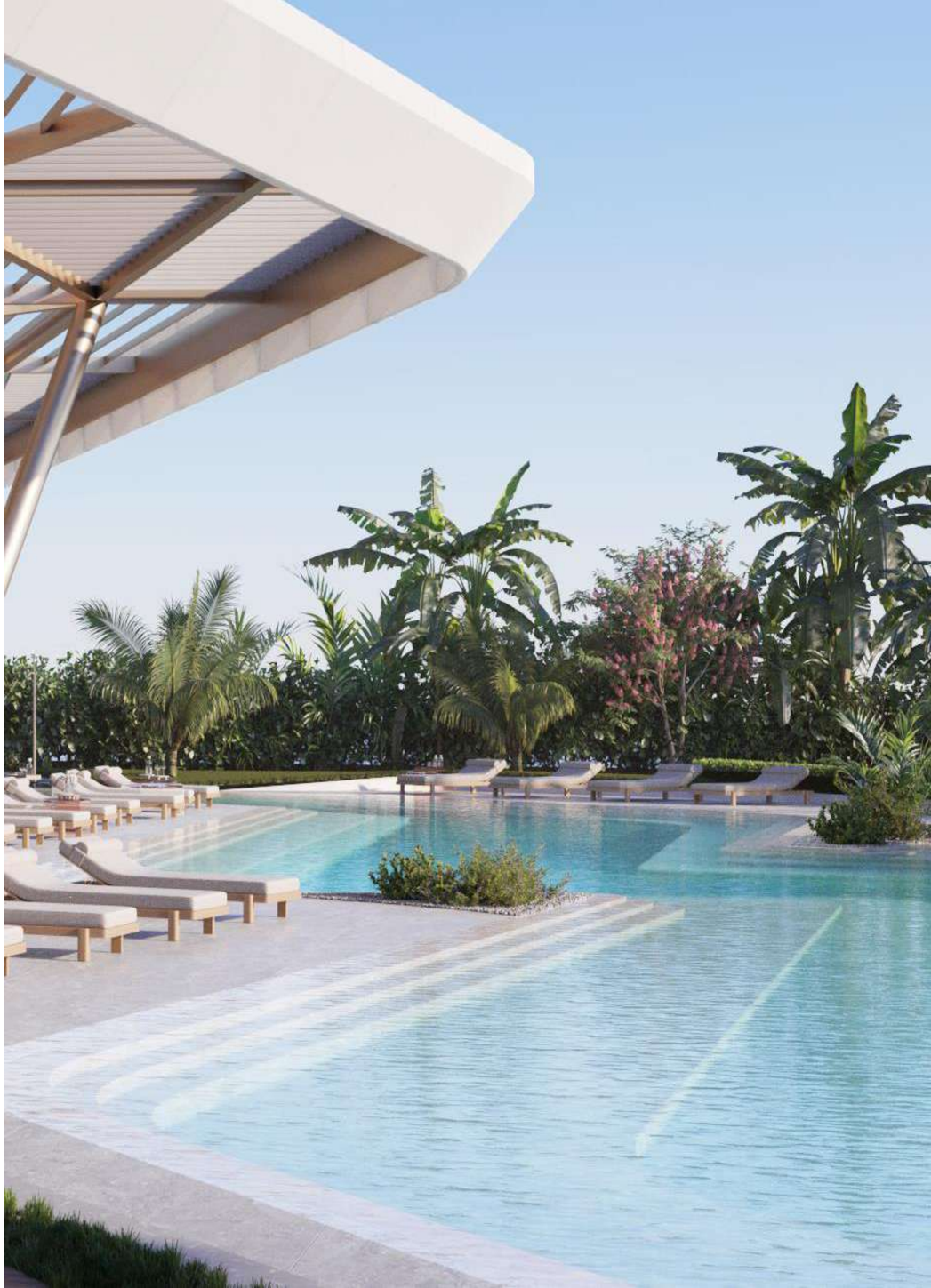
Significantly reduces noise pollution with acoustic glass & glazing system, additional acoustic layers in inter-apartment spaces.

HEATED BATHROOM FLOORS

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

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 & Kids Pool
Main Pool & Bar
Private Lounge & Dining Room
Yoga Practice Areas & Equipped Gym
Private Cinema

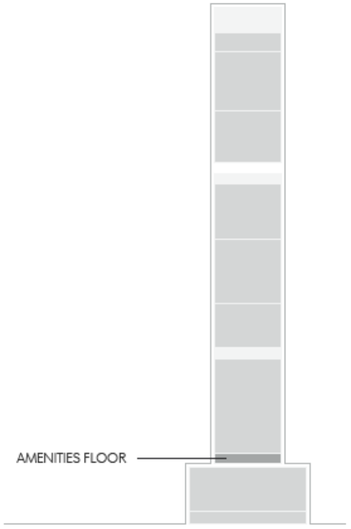
SKY AMENITIES

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







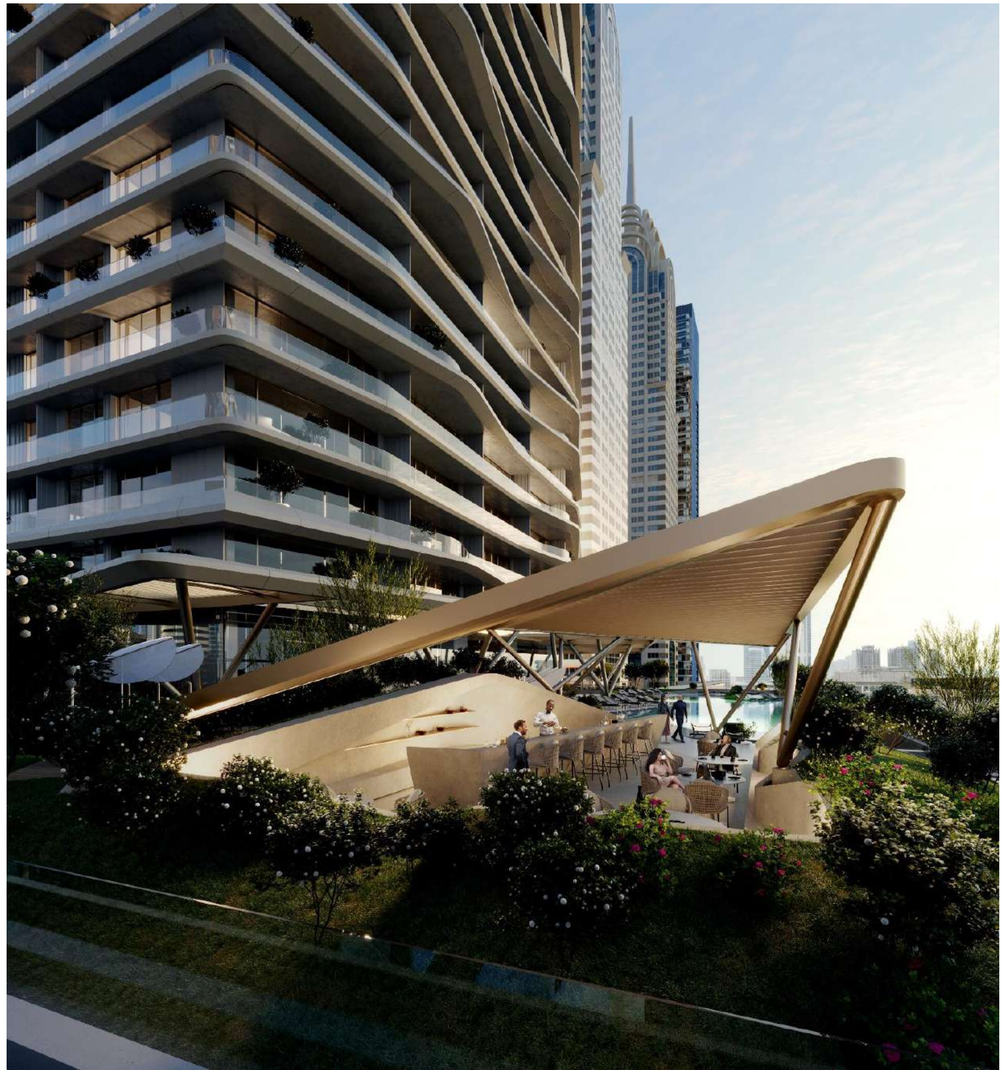
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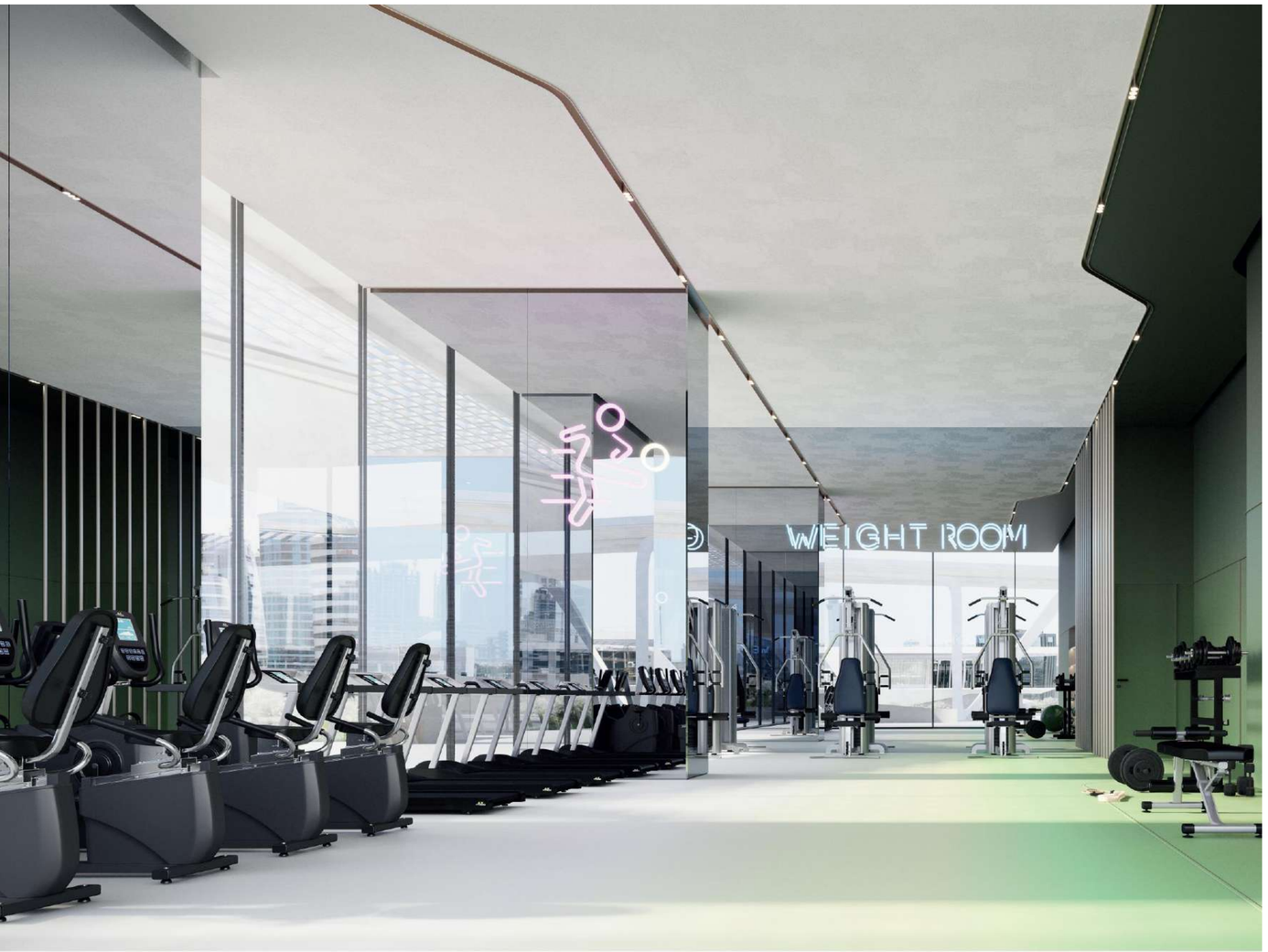
DESIGN BY pininfarina





DESIGN BY pininfarina







Design Feature
#002

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

DESIGN BY pininfarina

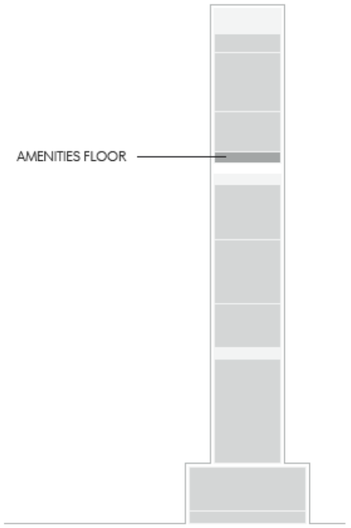


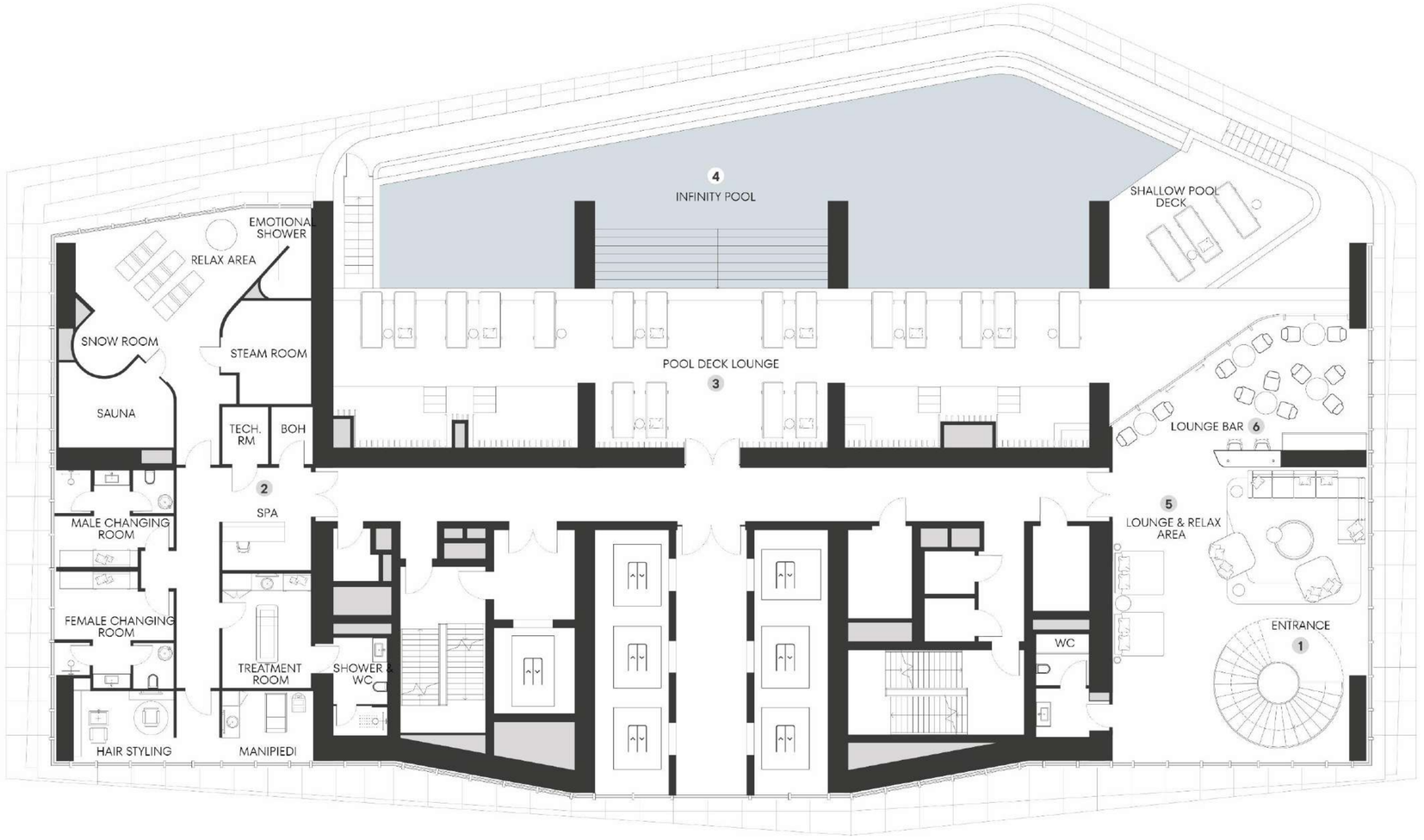
Private Lounge & Dining Room



SKY AMENITIES

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







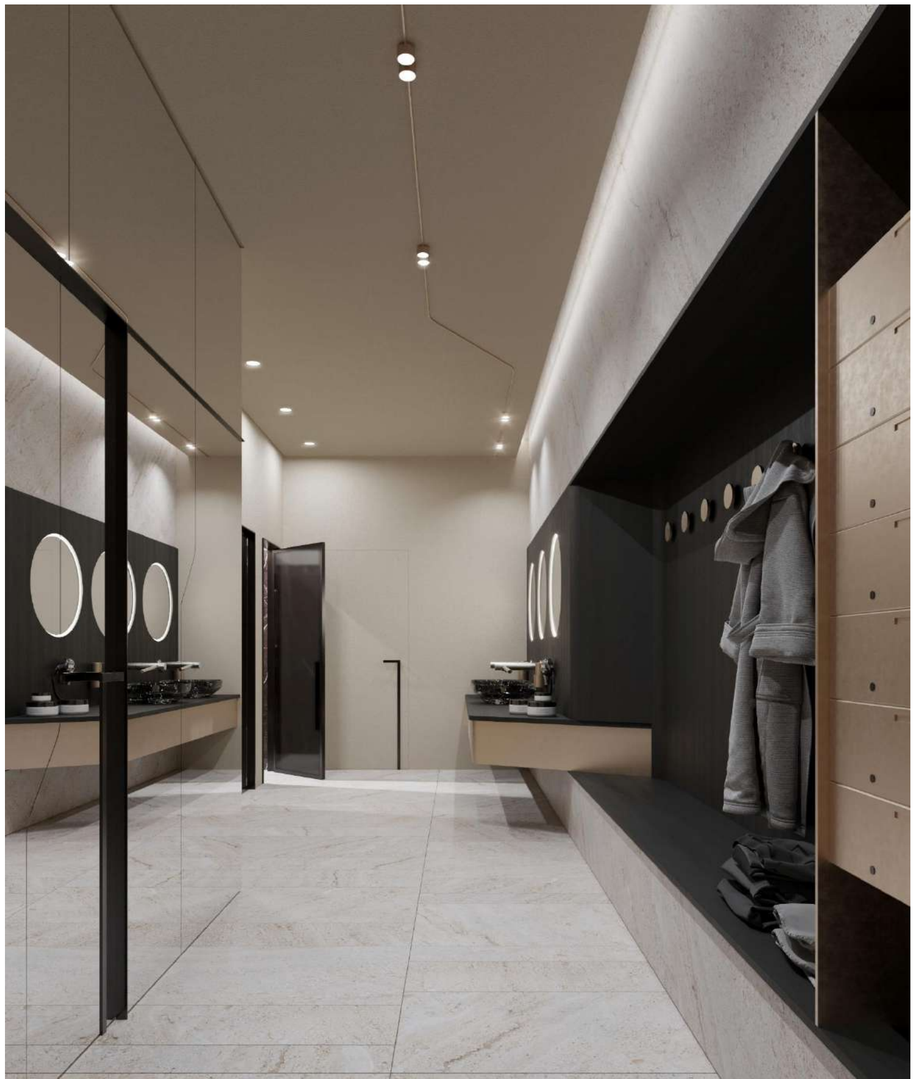
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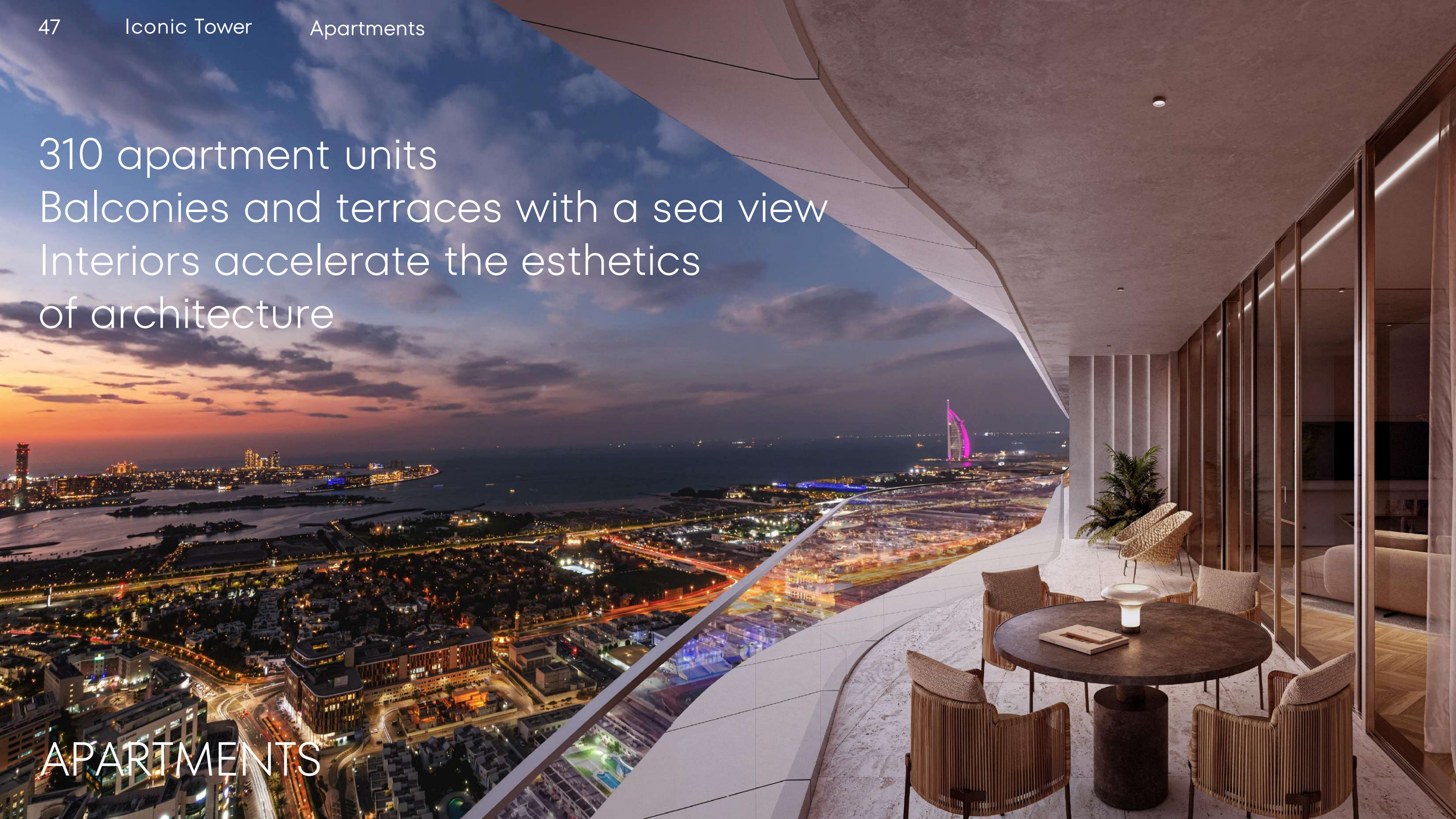
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Lounge & Bar





DESIGN BY pininfarina



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

APARTMENTS



DESIGN BY pininfarina





Design Feature
#003

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

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PREMIUM FINISHING



DESIGN BY pininfarina



DESIGN BY pininfarina



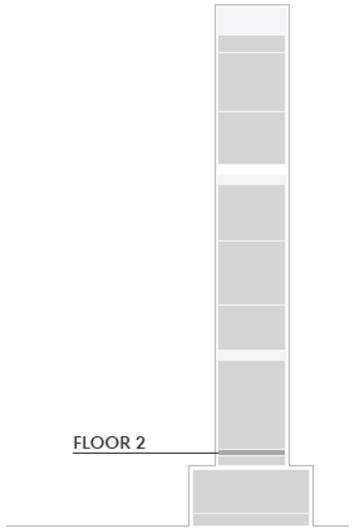
DESIGN BY pininfarina

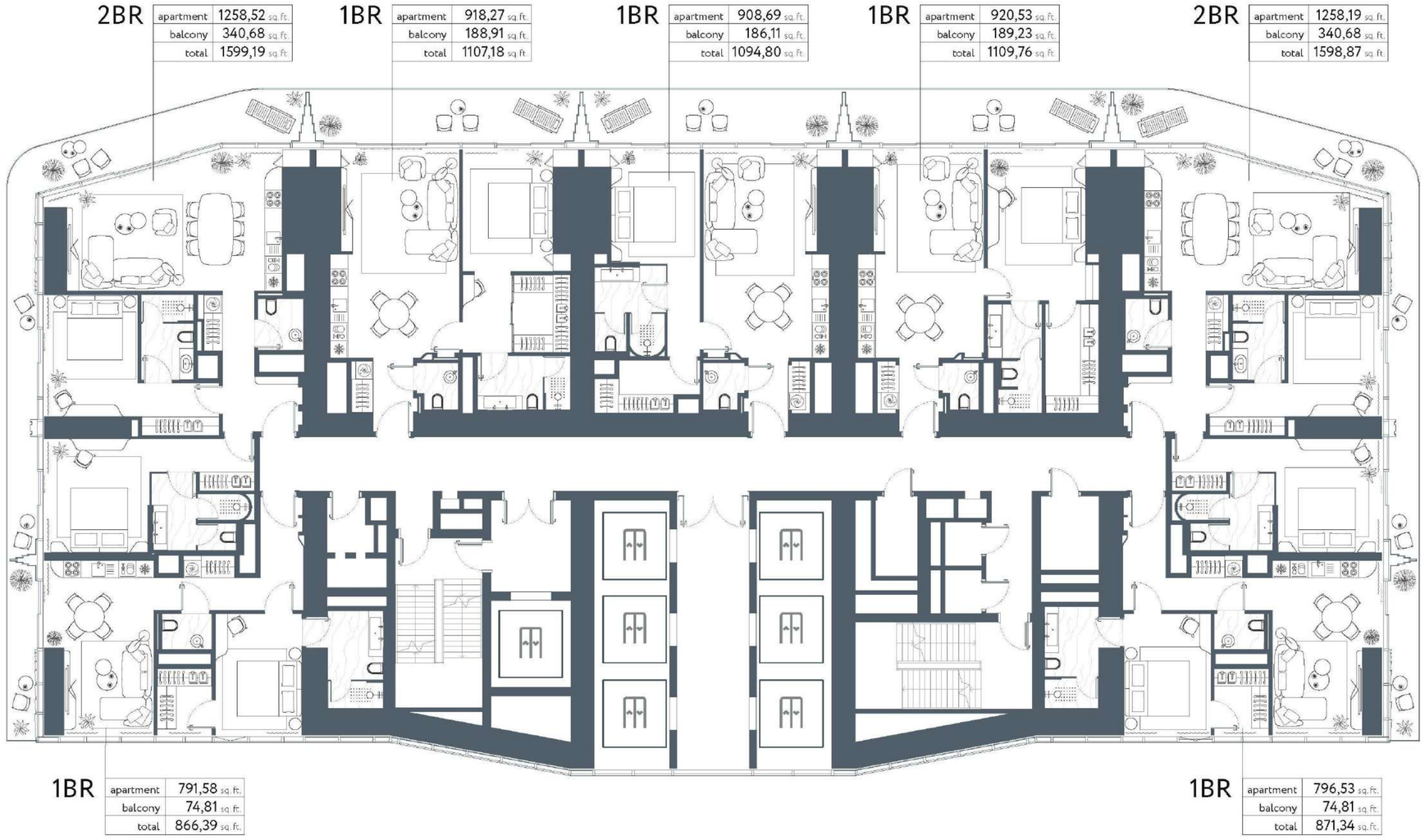

DESIGN BY pininfarina



RESIDENTIAL FLOORS

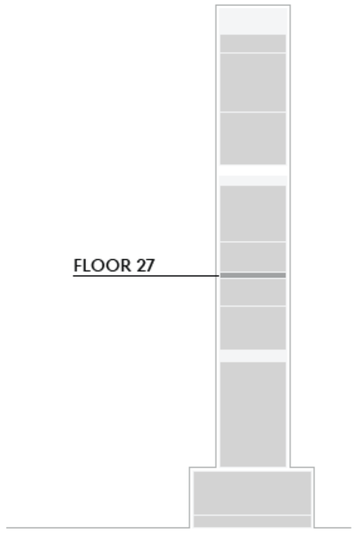
TIER 1 – TYPE A
FLOOR 2

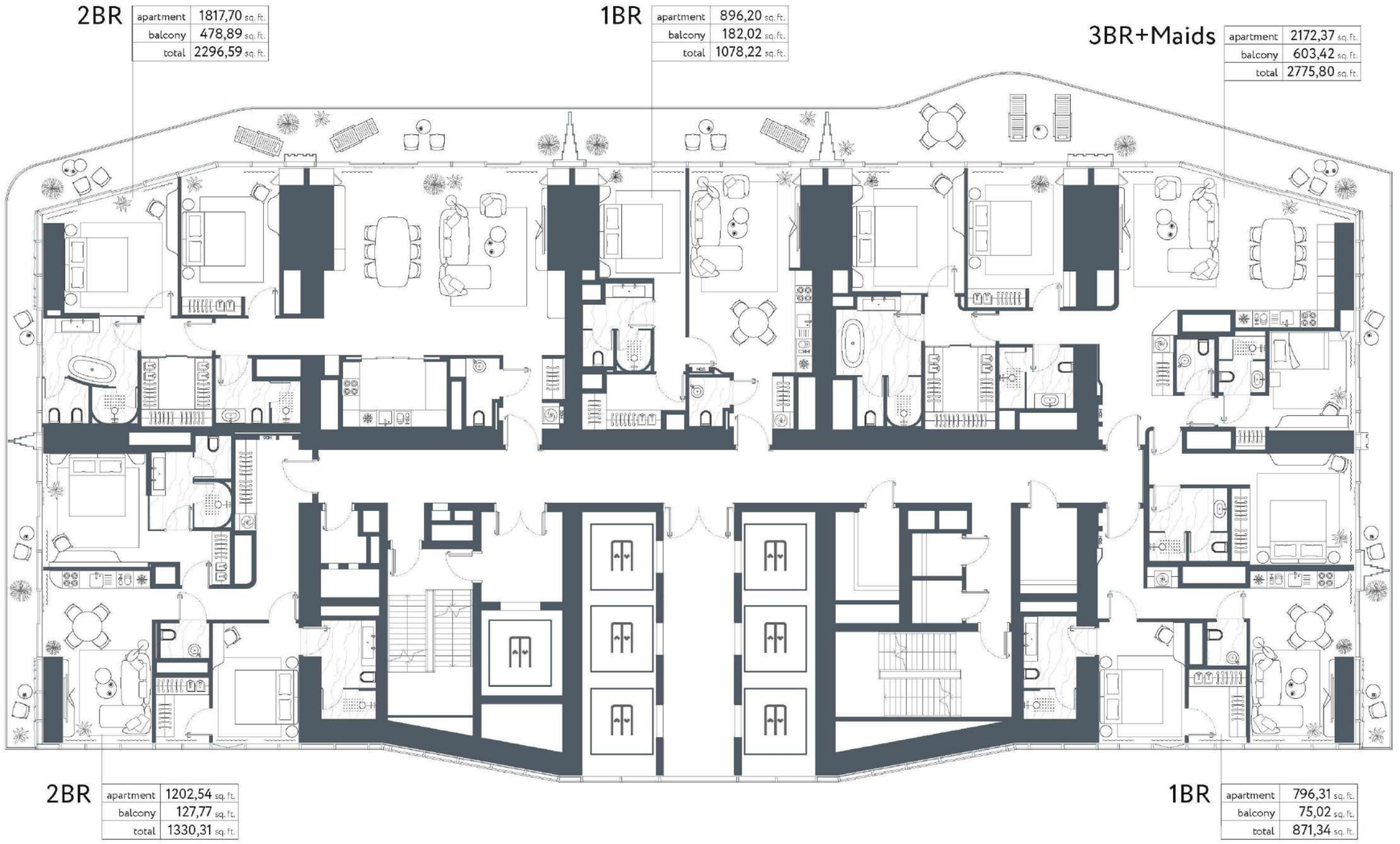




RESIDENTIAL FLOORS

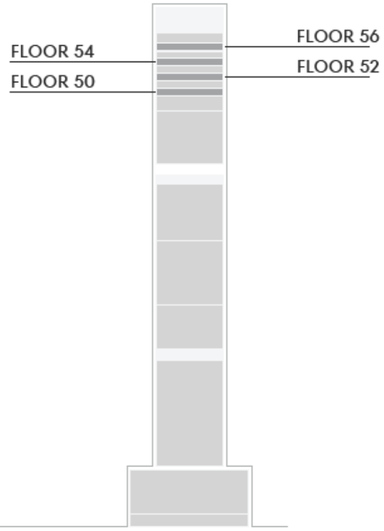
TIER 2.2 – TYPE C
FLOOR 27

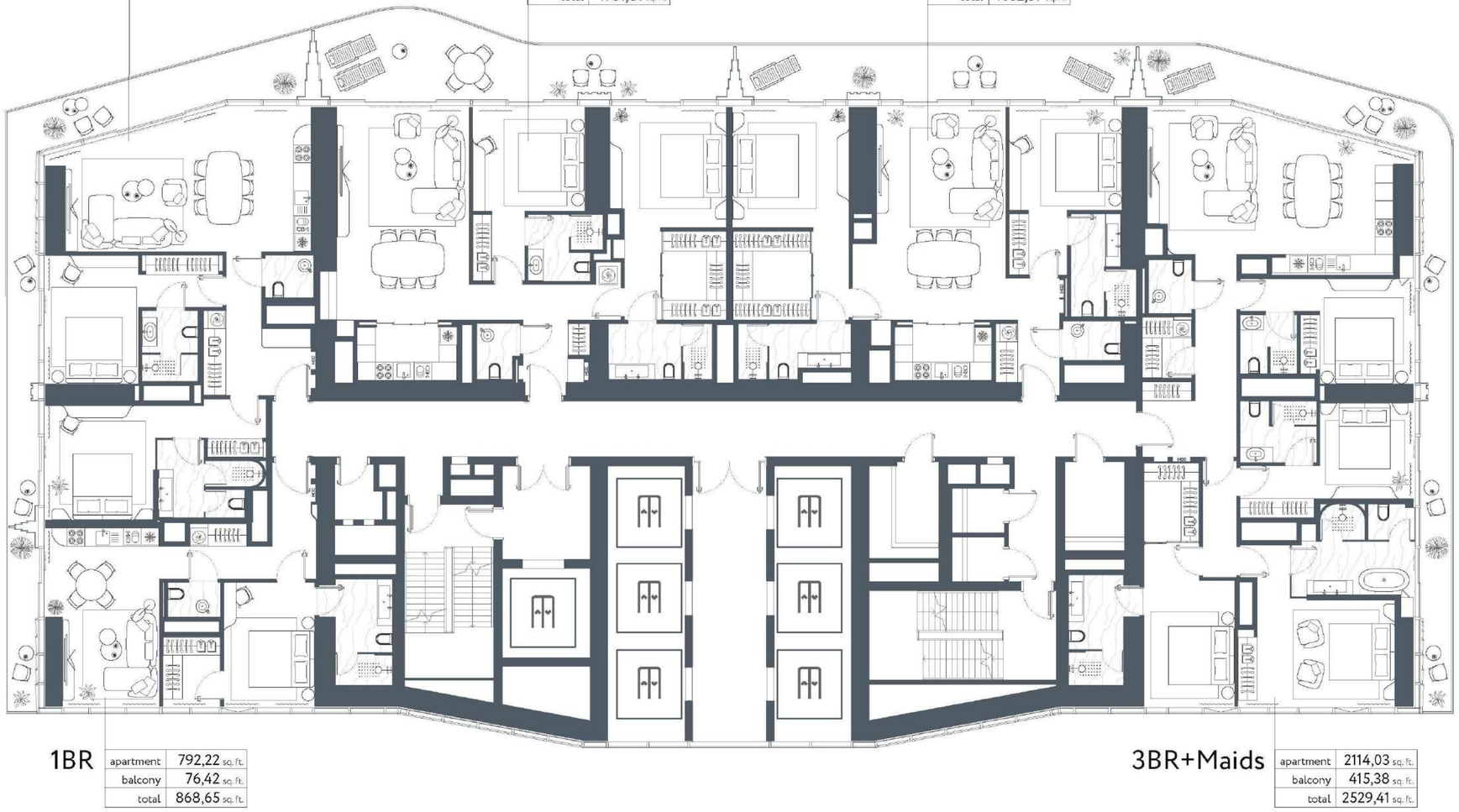




RESIDENTIAL FLOORS

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





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

5% Booking fee —— **20%** SPA + **4%** DLD —— OQOOD registration

