

MERÇER HOUSE

PROJECT BRIEF
SOUTH TOWER

ENERGISED ENERGISED

URBAN LIVING

At the gateway to Dubai's urban playground, Ellington's first Uptown District development complex features two residential towers standing on a podium dedicated to wellness, retail, sport, and hospitality.





WELCOME TO
MERCER
HOUSE

Mercer House is home to residents who will bring new energy to Uptown Dubai. It is a place of belonging for everyone, where the boundaries between shared and resident-only experiences begin to overlap. Lives are enhanced through creativity, design, wellness, and entertainment.



PALM JUMEIRAH

DUBAI HARBOUR

DUBAI INTERNET CITY

BURJ AL ARAB

TO DOWNTOWN DUBAI

BLUEWATERS ISLAND

DUBAI MARINA

JUMEIRAH GOLF ESTATE

JUMEIRAH LAKES TOWERS

EMIRATES HILLS

MERCER HOUSE

JUMEIRAH ISLANDS

TO ABU DHABI

JUMEIRAH PARK

GARN AL SABKHA ST

SHEIKH ZAYED RD

AL-SARAYAT ST

FIRST AL KHAIL ST

SHEIKH ZAYED RD

GARN AL-SABKHA ST

FIRST AL KHAIL ST

FIRST AL KHAIL ST

GARN AL-SABKHA ST

SHEIKH ZAYED RD

SHEIKH ZAYED RD

DRIVING DISTANCES

01
MINUTE
Uptown Plaza

08
MINUTES
Ain Dubai

11
MINUTES
Jumeirah Islands
Clubhouse

17
MINUTES
Palm Jumeirah

25
MINUTES
Dubai International
Financial Centre

05
MINUTES
DMCC Metro Station

08
MINUTES
Montgomery Golf Club

15
MINUTES
Mall of the Emirates

18
MINUTES
Burj Al Arab

25
MINUTES
Al Maktoum International
Airport

06
MINUTES
Marina Mall

10
MINUTES
Emirates Golf Club

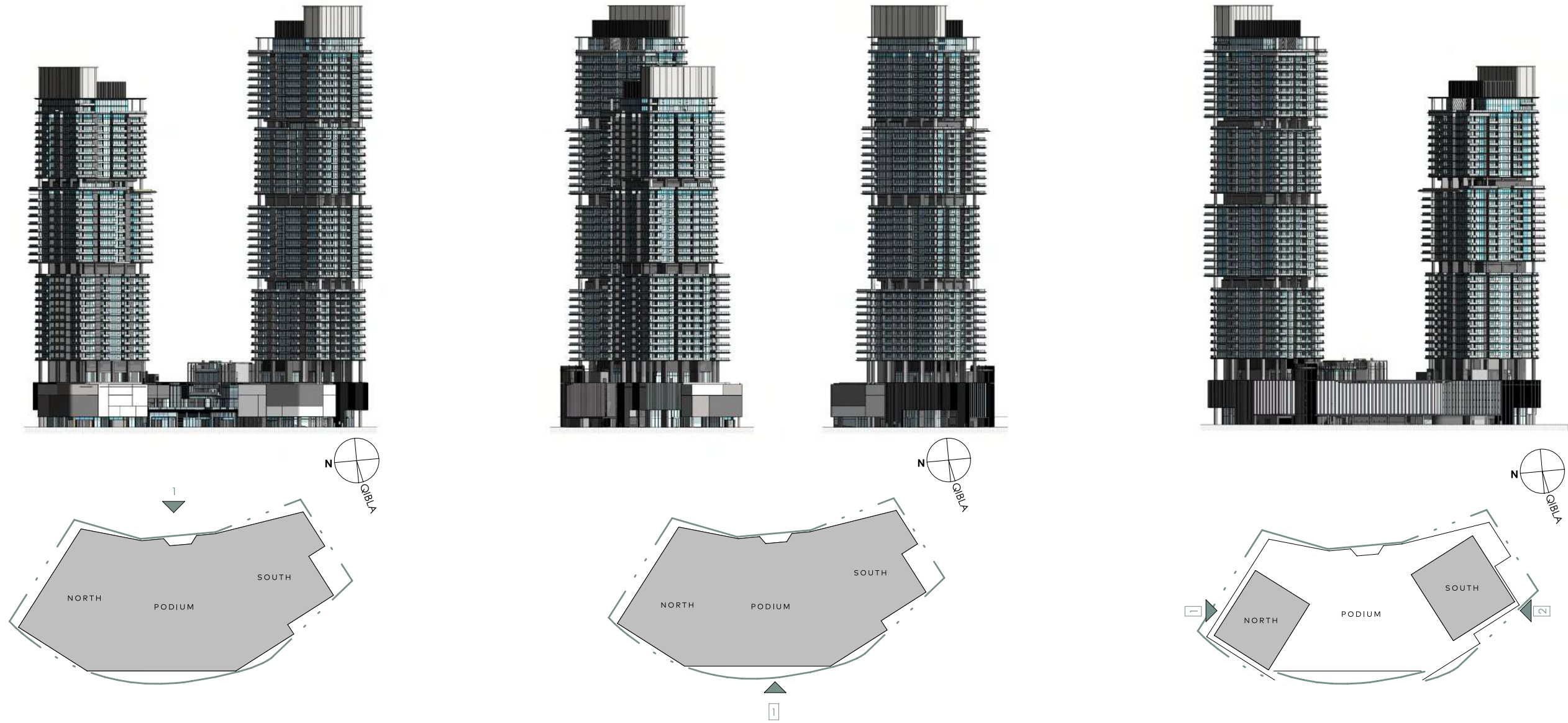
12
MINUTES
Ibn Battuta Mall

22
MINUTES
Dubai Mall & Burj Khalifa

30
MINUTES
Dubai International Airport

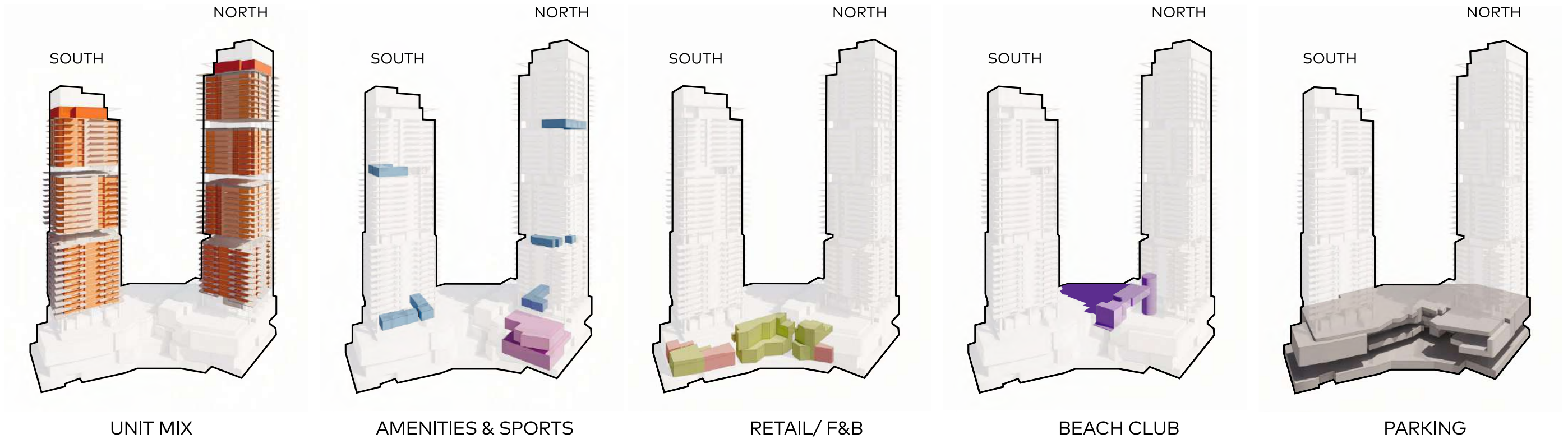


CREATING A RHYTHM



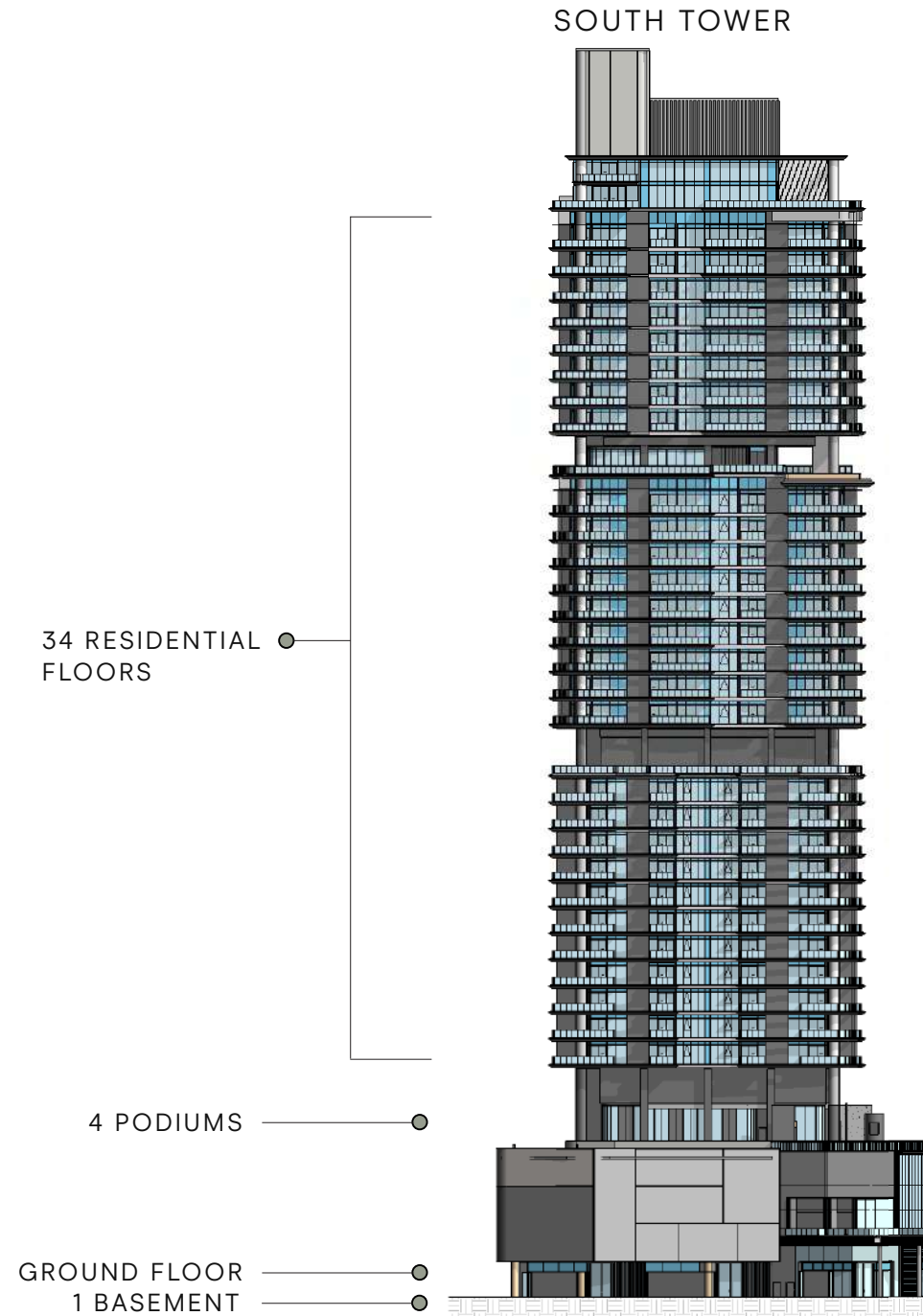
Public access points are carved into the form responding to the rhythm and language of the wider context, and forming a backdrop to the entertainment plaza. Arrival points further enhance the arrival experience and allow for key linkages to commercial offers at the ground floor and upper levels, as well as creating an activated experience for visitors and residents alike.

DESIGN STRATEGY



At the heart of the design concept is the idea of seamless integration – uniting modern urban living, immersive retail experiences, and exceptional dining offerings. The project is driven by the principle of enhancing the quality of life for both residents and visitors, providing a multi-dimensional environment that caters to their diverse needs.

BUILDING CONFIGURATION



ELEVATORS

19 passenger elevators

6 service elevators

1 escalator (podium level)

*This applies to the entire residential development

ANTICIPATED SERVICE CHARGE

AED 22 per sq.ft

ANTICIPATED COMPLETION DATE

Q3 2027

PARKING

Studio, 1 and 2-bedroom: 1 car parking space

3 and 4-bedroom: 2 car parking spaces

OWNERSHIP

Freehold

KEY VIEWS

Jumeirah Island, Dubai Marina skyline, Ain Dubai, Arabian Gulf



SIZE RANGE PER UNIT TYPE

SOUTH TOWER

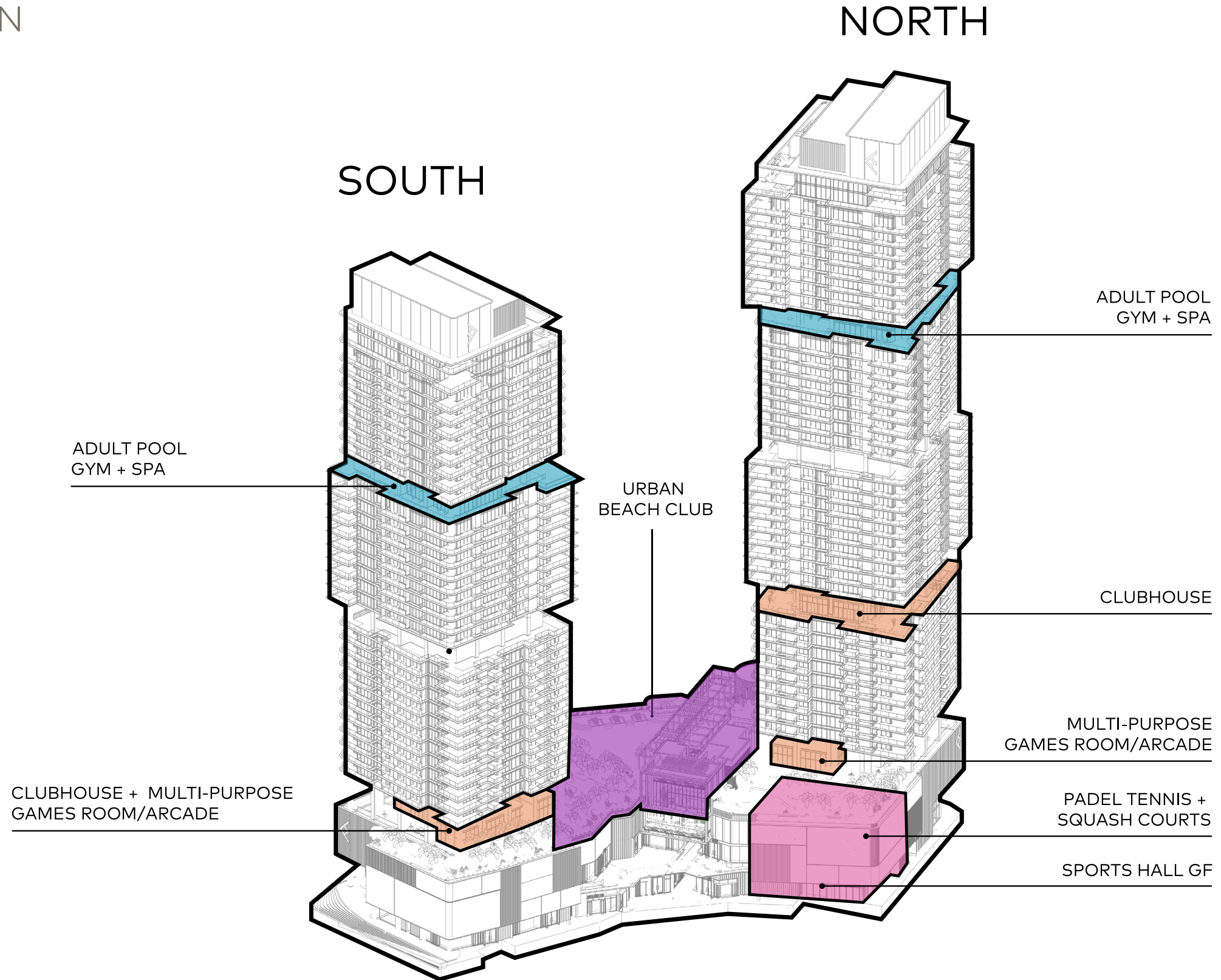
Studio	From 513 sq. ft to 590 sq. ft
1 Bedroom	From 931 sq. ft to 972 sq. ft
2 Bedrooms	From 1,375 sq. ft to 1,495 sq. ft
2 Bedrooms + Study	From 1,589 sq. ft to 1,680 sq. ft
3 Bedrooms	From 2,135 sq. ft to 2,597 sq. ft
4 Bedrooms Penthouse	From 9,455 sq. ft to 9,456 sq. ft

NUMBER OF UNITS PER TYPE

SOUTH TOWER

Studio	55 units
1 Bedroom	78 units
2 Bedrooms	56 units
2 Bedrooms + Study	45 units
3 Bedrooms	39 units
4 Bedrooms Penthouse	2 units

AMENITIES BREAKDOWN



RETAIL AND F&B COMPLEX



GROUND FLOOR AMENITIES



ARRIVAL
ARRIVAL
AREA

3 drop-off areas and experiential escalators from the Ground Floor to the Podium 2 retail area



LOBBY
RECEPTION

More than just a welcome

UNWIND IN ELEGANCE AT THE SERENITY LOUNGE

The Serenity Lounge is a cozy retreat promoting relaxation and comfort. A large bookcase takes center stage, stocked with a diverse collection of board games and books.



LOBBY
LOUNGE



LIFT
LIFT
LOBBY

It is not just a transition; it's an ascent to elevated experiences



ABOVE
GROUND FLOOR
RETAIL

Explore sophistication with a curated selection of premier brands and experiences



THE
'EARTH'
WITHOUT
'ART'
IS JUST
'EH'

MULTI-COURT
MULTI-SPORTS
HALL

Offering various ball games from football, netball, basketball, tennis, volleyball, and badminton



THE
'EARTH'
WITHOUT
'ART'
IS JUST
'EH'

TENNIS
TENNIS
HALL

9.2-meter clear ceiling height sports hall that accommodates a full-size tennis court

UPTOWN PLAZA



GROUND FLOOR AMENITIES PLAN

- 1 VEHICLE ENTRANCE
- 2 DROP-OFF AREA
- 3 LOBBY ENTRANCE
- 4 LOBBY RECEPTION
- 5 SERENITY LOUNGE

- 6 LOBBY WORKSTATION
- 7 RESIDENTS LIFTS LOBBY
- 8 RESIDENTS SERVICE LIFTS
- 9 RESIDENTS MOVE-IN TRUCK ZONE
- 10 VISITORS F&B/RETAIL LIFT

- 11 F&B/RETAIL SERVICE LIFTS
- 12 F&B SERVICE YARD/DELIVERIES
- 13 URBAN BEACH CLUB LIFT
- 14 ESCALATORS
- 15 WAITING AREA

- 16 VIP VALET PARKING
- 17 ENTRANCE WATER FEATURE
- 18 BASEMENT ENTRANCE/EXIT
- 19 PODIUM ENTRANCE/EXIT
- 20 BICYCLE PARKING

- 21 ACCESS TO UPTOWN PLAZA
- 22 SPORTS HALL LIFT
- 23 MALE CHANGE ROOM
- 24 FEMALE CHANGE ROOM
- 25 MULTI-SPORTS HALL

- MULTI-SPORTS HALL SECTION
- FOOTBALL
 - NETBALL
 - BASKETBALL
 - TENNIS
 - VOLLEYBALL
 - BADMINTON

PODIUM 2 FLOOR
AMENITIES



RESTAURANT
RESTAURANT
OUTDOOR TERRACE

Culinary delights with Uptown Dubai view



DETAIL
DETAIL
CENTER

OPERATION F&B

DETAIL

WIFE CLUB

Shop beyond boundaries and immerse in a journey of discovery

UPTOWN PLAZA



- 1 RESTAURANT OUTDOOR TERRACE
- 2 ACCESS TO F&B/RETAIL
- 3 VISITOR F&B/RETAIL LIFTS
- 4 F&B/RETAIL SERVICE LIFTS
- 5 ESCALATORS
- 6 SPORTS HALL LIFT
- 7 RESIDENTS SERVICE LIFTS
- 8 RESIDENTS LIFTS LOBBY

PODIUM 3 AND 4 FLOOR
AMENITIES



DR
DR
DR
PADEL
COURTS

Double-volume indoor padel tennis courts



UPTOWN PLAZA



- 1 PADEL COURTS
- 2 SQUASH COURTS
- 3 SPORTS HALL LIFT
- 4 RESIDENTS SERVICE LIFTS
- 5 RESIDENTS LIFTS LOBBY

PODIUM 3 FLOOR AMENITIES PLAN

UPTOWN PLAZA



PODIUM 4 FLOOR AMENITIES PLAN

- 1 VISITORS F&B/RETAIL LIFTS
- 2 F&B/RETAIL SERVICE LIFTS
- 3 RESIDENTS SERVICE LIFTS
- 4 RESIDENTS LIFTS LOBBY



FIRST FLOOR
URBAN BEACH CLUB
AMENITIES



BEACH
POOL

45,000 sq.ft of fully landscaped man-made beach with natural sand



INTEGRATED
INTEGRATED
POOL BAR

Dive into a unique experience where you can sip, swim, and savor



Ukranian

BEACH
CLUBHOUSE

3-floor level beach clubhouse to provide a variety of dining options, with an upper floor club terrace



BEACH
CLUB LIFT

Your journey from ground to beach sanctuary

FIRST FLOOR
EXCLUSIVE RESIDENT
AMENITIES



FAMILY
FAMILY
POOL

27M x 6M family pool with sun lounge and cabanas



INDOOR
INDOOR
KIDS PLAY

Submarine themed kids play area with an outdoor playground



GAME
ROOM

Arcade zone with sing and dance revolution area

UPTOWN PLAZA



1ST FLOOR AMENITIES PLAN

URBAN BEACH CLUB

- 1 BEACH POOL
- 2 BUBBLE POOL
- 3 BEACH LOUNGERS AREA
- 4 SUN LOUNGERS AREA
- 5 BEACH CABANAS
- 6 POOL BAR
- 7 DJ BOOTH
- 8 ISLAND PODIUM
- 9 FIRE PIT
- 10 BEACH BAR

EXCLUSIVE RESIDENT AMENITIES

- 11 BEACH CLUB CHANGE ROOMS
- 12 BEACH CLUB LIFT
- 13 BEACH CLUB ARRIVAL AREA
- 14 CLUBHOUSE F&B
- 15 OUTDOOR DINING AREA
- 16 FAMILY POOL
- 17 POOL DECK
- 18 MALE/FEMALE CHANGE ROOMS
- 19 RESIDENTS LIFTS LOBBY
- 20 RESIDENTS SERVICE LIFTS

RESIDENTS CLUBHOUSE (SOUTH TOWER)

- 21 OUTDOOR SEATING
- 22 OUTDOOR BARBEQUE AREA
- 23 OUTDOOR DINING
- 24 OUTDOOR GAMES AREA
- 25 OUTDOOR KIDS PLAY AREA
- 26 KIDS WET PLAY AREA
- 27 INDOOR KIDS PLAY AREA
- 28 SING & DANCE REVOLUTION AREA
- 29 ARCADE ZONE
- 30 RESIDENTS CLUBHOUSE (SOUTH TOWER)

24TH FLOOR
AMENITIES



CLUBHOUSE
PRIVATE DINING & MEETING AREA

Where culinary craftsmanship meets community



CLUBHOUSE
KITCHEN & DINING



SKYLINE
SKYLINE
POOL

30M x 6M infinity-edge swimming pool overlooking the Uptown Dubai District



THE
TRACK

• KEEP FIT •

No. 25.061193, 55.139566
UNITED ARAB EMIRATES
DUBAI

FITNESS
FITNESS
STUDIO

Featuring an interactive bike area with a pedal-powered lighting ring



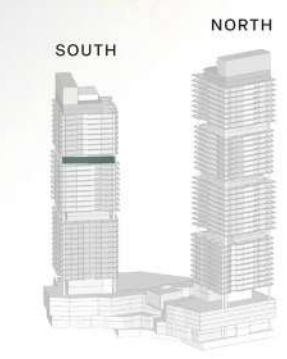
SCENIC SAUNA
AND ICE ROOM



Scenic sauna with relaxing short clips of nature for meditation

24TH FLOOR AMENITIES PLAN

- ① INFINITY-EDGE POOL
- ② POOL LOUNGE AREA
- ③ CABANAS
- ④ SUN LOUNGERS AREA
- ⑤ OUTDOOR LOUNGE AREA
- ⑥ YOGA AREA
- ⑦ PEDAL-POWERED CYCLING AREA
- ⑧ CARdio, WEIGHTS AND LIFT AREA
- ⑨ MALE CHANGE ROOM
- ⑩ SCENIC SAUNA
- ⑪ ICE ROOM
- ⑫ FEMALE CHANGE ROOM
- ⑬ SHOWER AREA
- ⑭ RESIDENTS LIFTS LOBBY
- ⑮ RESIDENTS SERVICE LIFTS



A still life arrangement of various materials. In the center, a rectangular block of light-colored wood stands upright. To its left, a cylindrical object with a gold-colored metal mesh texture is visible. In the foreground, a dark, rectangular stone block sits on a dark surface. To the right, a white cylindrical candle stands upright. In the bottom foreground, a small, shallow, metallic bowl contains several pearls, with a sprig of dried, light-colored leaves resting next to it. The background features a dark, textured wall and a piece of white fabric with a subtle pattern. The lighting is dramatic, highlighting the textures and colors of the objects.

TYPICAL
APARTMENTS



ELLINGTON
PROPERTIES

UNUSUAL
TYPICAL
LIVING & DINING



INDICAI
TYPICAL
KITCHEN



TYPICAL
TYPICAL
BEDROOM

TVDI CÀI
TYPICAL
BATHROOM





BALCONY
VIEW

PENTHOUSE
APARTMENTS



DENT HOUSE
PENTHOUSE
LIVING & DINING



PENTHOUSE
PENTHOUSE
KITCHEN



PENTHOUSE
BEDROOM



DENTHOUSE
PENTHOUSE
BATHROOM



DENTHOUSE
PENTHOUSE
POOL



3 AND 4 BEDROOM UNITS KITCHEN FEATURES



Integrated drop-in kitchen sinks in
Gunmetal Grey Stainless Steel



Integrated pop-up Downdraft Hood Slider
with touch control and charcoal filter

FLOOR PLANS

3RD - 13TH FLOOR TYPICAL PLAN

-  STUDIO
-  1 BEDROOM
-  2 BEDROOM
-  3 BEDROOM

3RD - 13TH FLOOR



NORTH

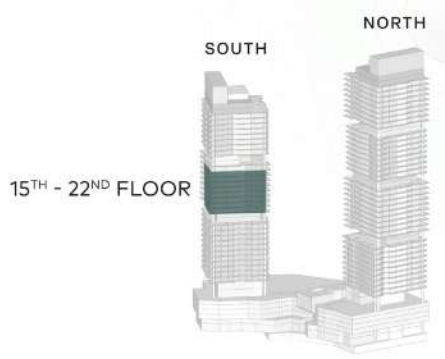
SOUTH



SOUTH

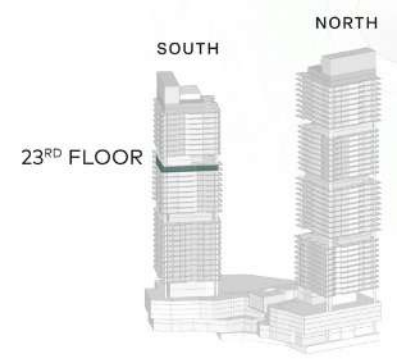
15TH - 22ND FLOOR
TYPICAL PLAN

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



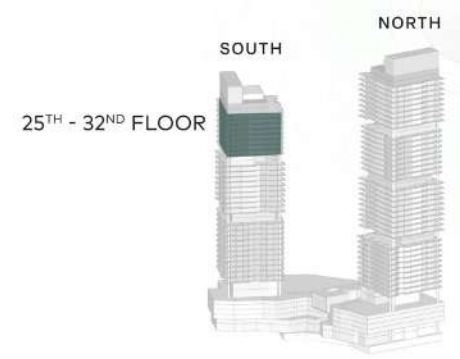
23RD FLOOR TYPICAL PLAN

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



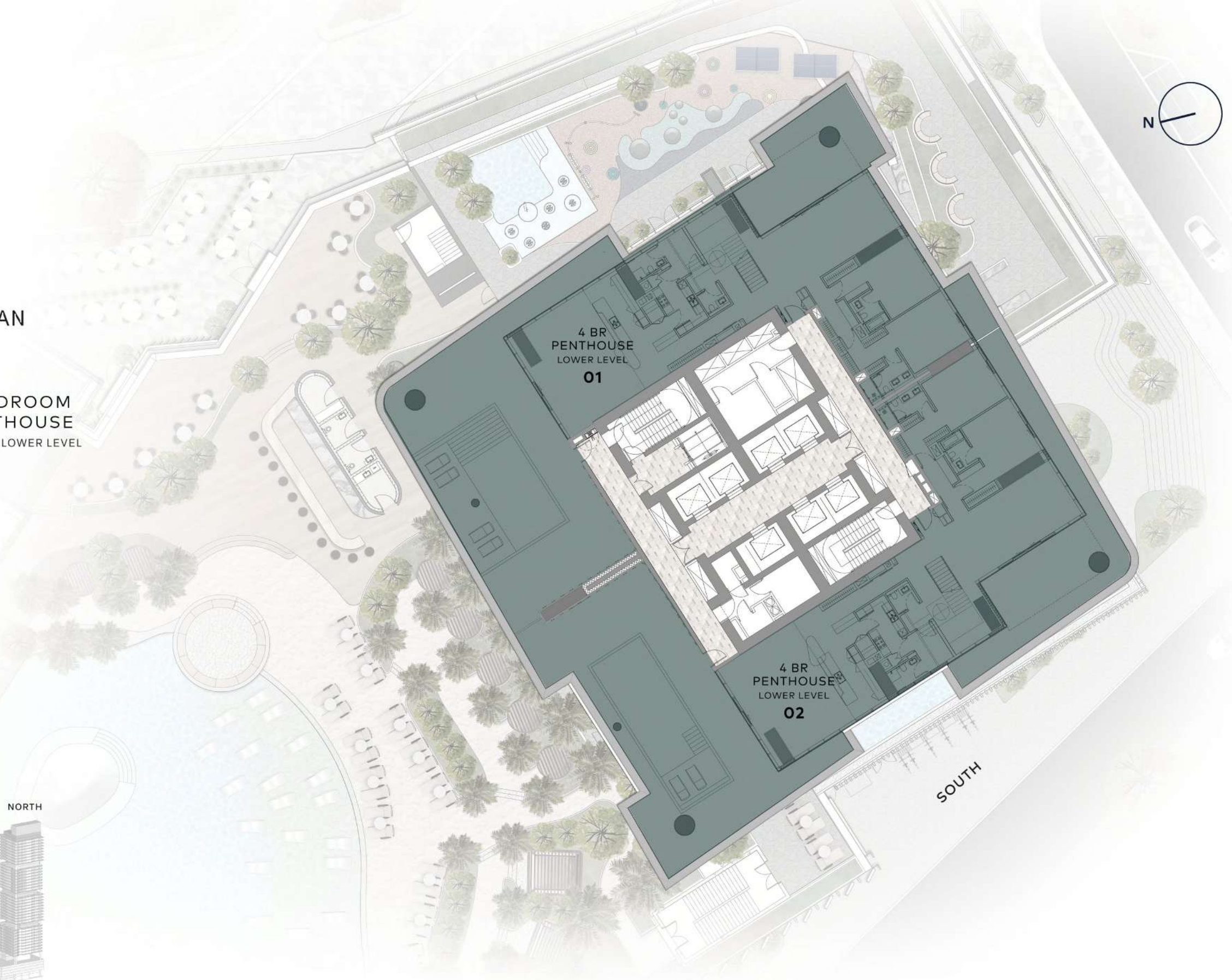
25TH - 32ND FLOOR TYPICAL PLAN

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



33RD FLOOR
TYPICAL PLAN

 4 BEDROOM
PENTHOUSE
DUPLEX LOWER LEVEL



34TH FLOOR
TYPICAL PLAN

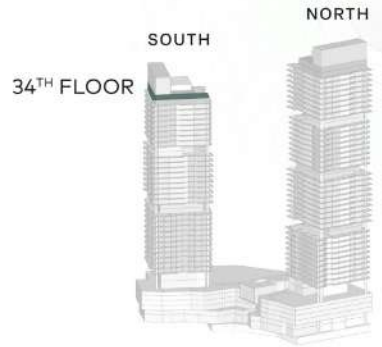
 4 BEDROOM
PENTHOUSE
DUPLEX UPPER LEVEL

4 BR
PENTHOUSE
UPPER LEVEL
01

4 BR
PENTHOUSE
UPPER LEVEL
02



SOUTH



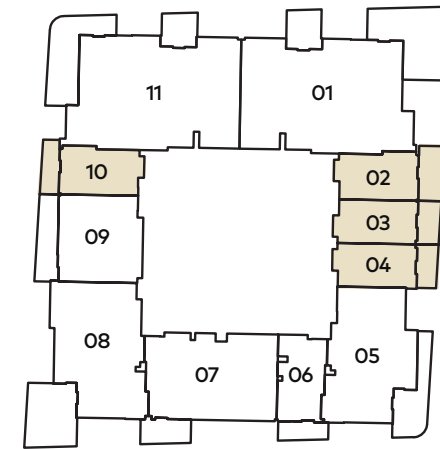
STUDIO

TYPE A

Internal Living Area : 408.06 Sq. Ft
Outdoor Living Area : 105.81 Sq. Ft
Total Living Area : 513.87 Sq. Ft



3rd - 13th FLOOR



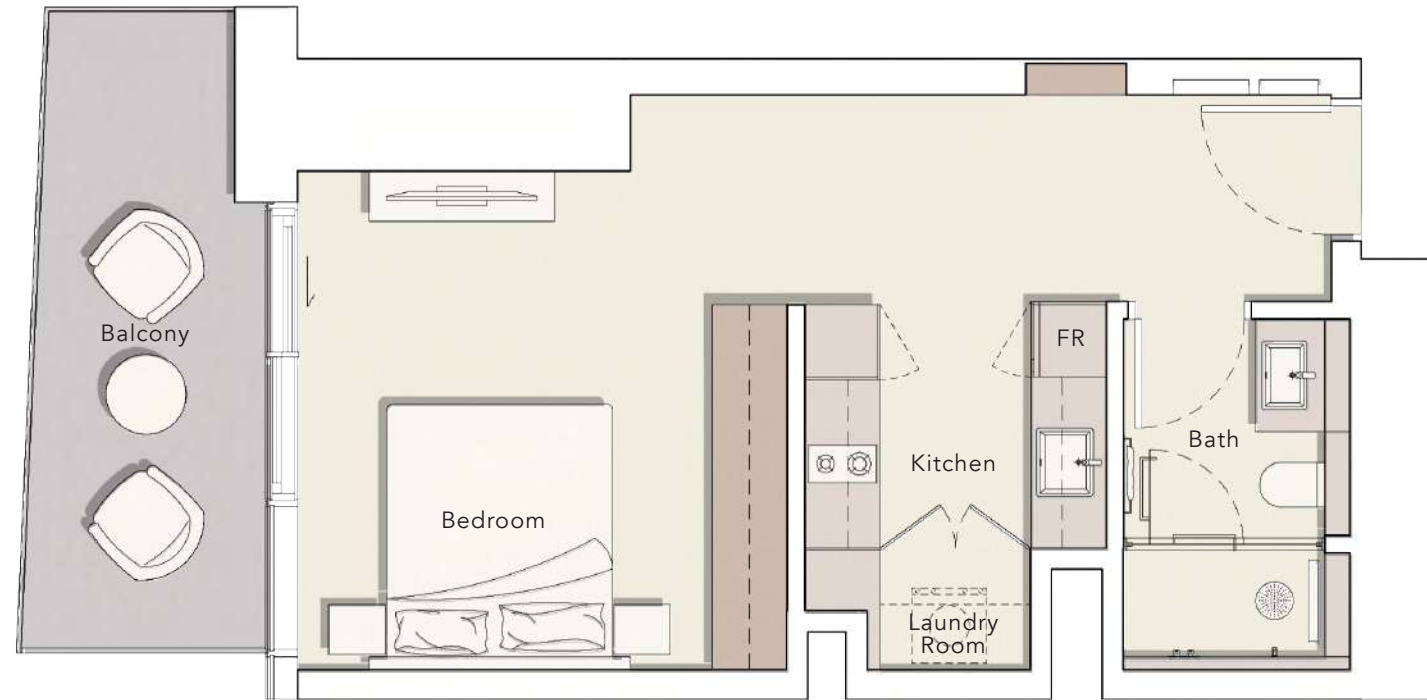
STUDIO

TYPE B

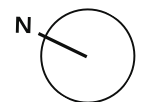
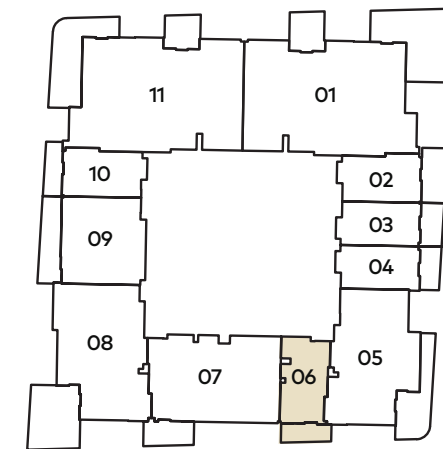
Internal Living Area : 446.81 Sq. Ft

Outdoor Living Area : 110.44 Sq. Ft

Total Living Area : 557.25 Sq. Ft

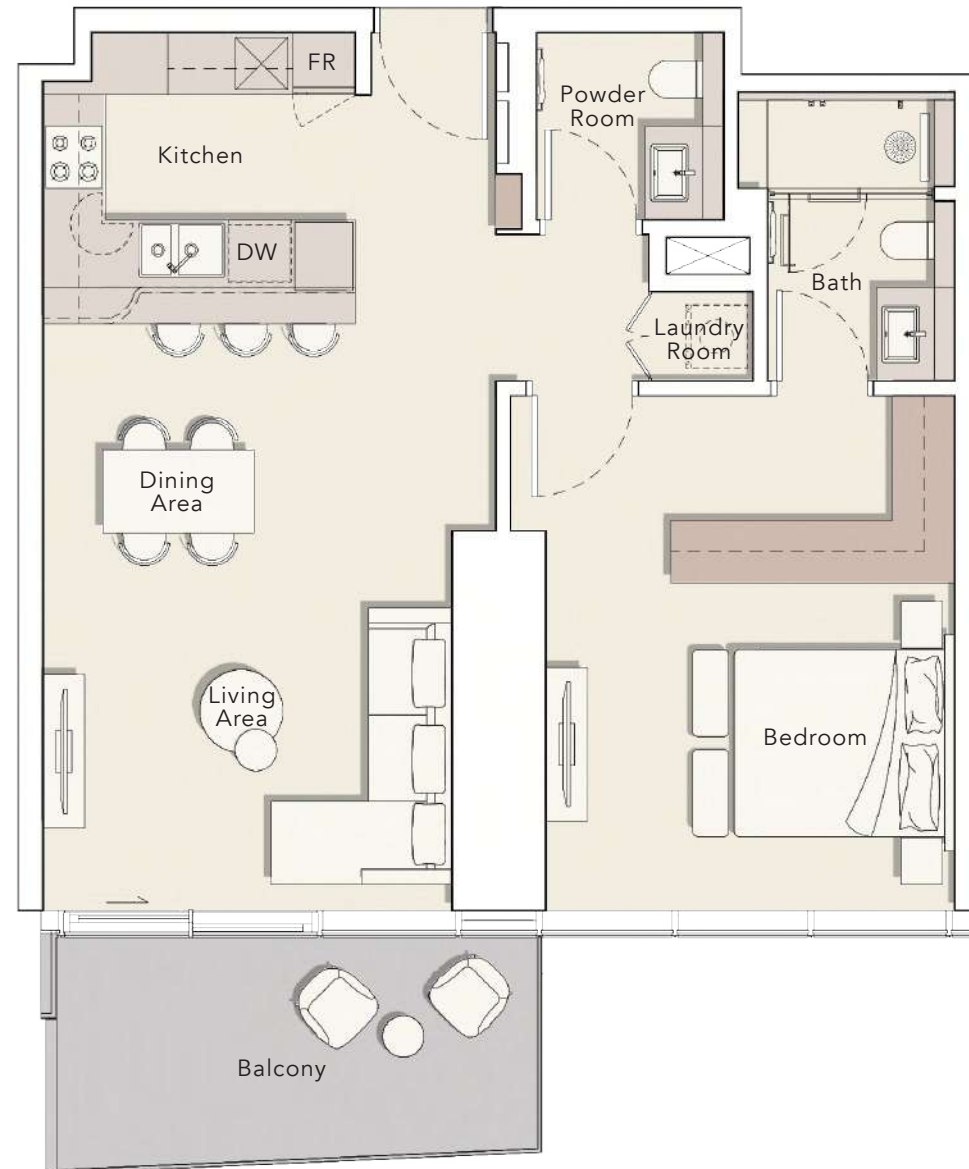


3rd - 13th FLOOR



1 BEDROOM

TYPE A

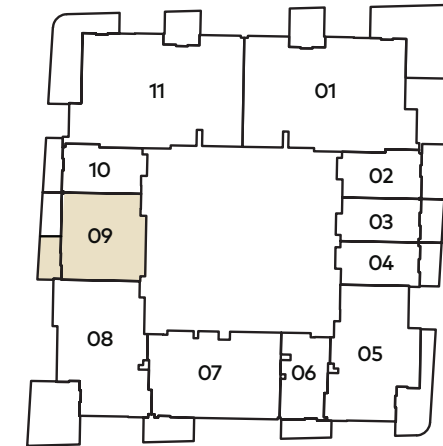


Internal Living Area : 824.41 Sq. Ft

Outdoor Living Area : 115.28 Sq. Ft

Total Living Area : 939.69 Sq. Ft

3rd - 13th FLOOR



3rd - 13th FLOOR

309

15th - 22nd FLOOR

1503

23th FLOOR

2303

25th - 32nd FLOOR

2502

2507



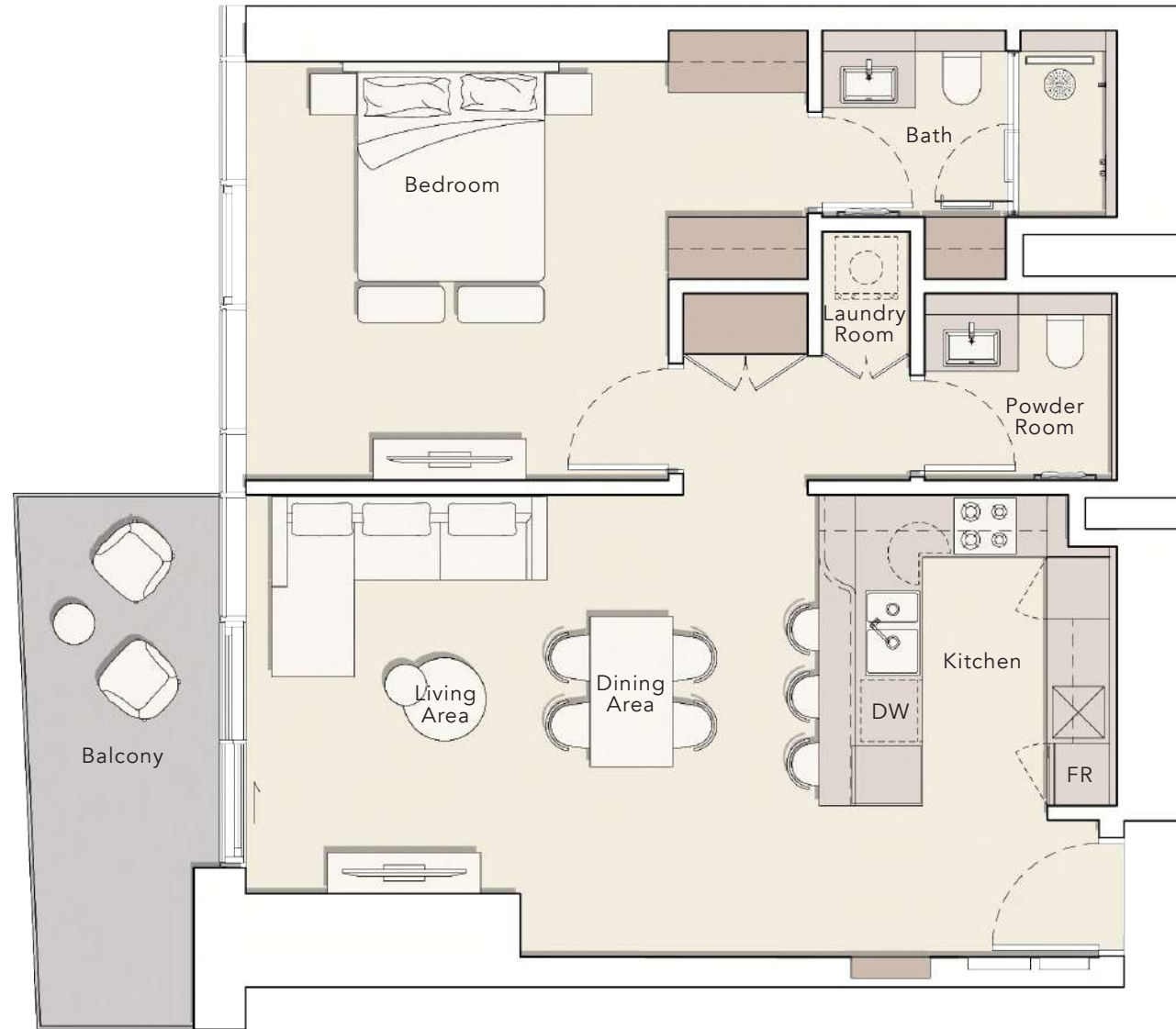
1 BEDROOM

TYPE B

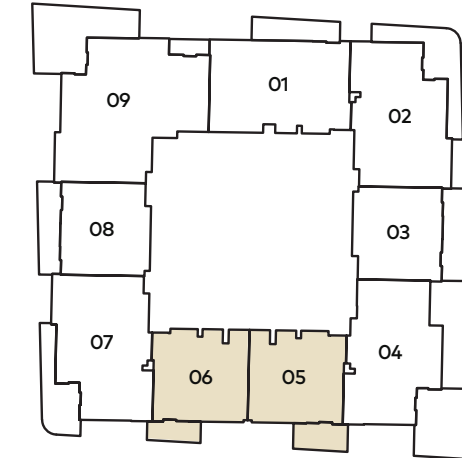
Internal Living Area : 862.08 Sq. Ft

Outdoor Living Area : 109.36 Sq. Ft

Total Living Area : 971.44 Sq. Ft



15th - 22nd FLOOR



15th - 22nd FLOOR

1505
1506

23th FLOOR

2305
2306

25th - 32nd FLOOR

2504
2505



2 BEDROOM

TYPE A

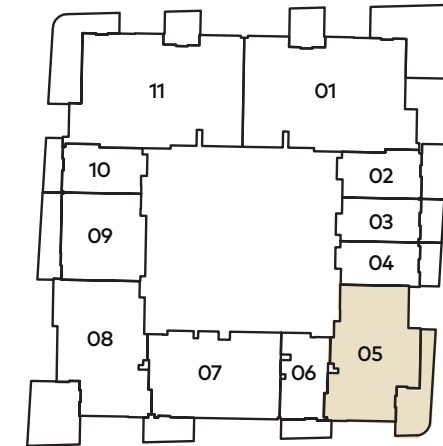
Internal Living Area : 1221.27 Sq. Ft

Outdoor Living Area : 273.94 Sq. Ft

Total Living Area : 1495.21 Sq. Ft



3rd - 13th FLOOR



3rd - 13th FLOOR

305

15th - 22nd FLOOR

1504

23th FLOOR

2304

25th - 32nd FLOOR

2503



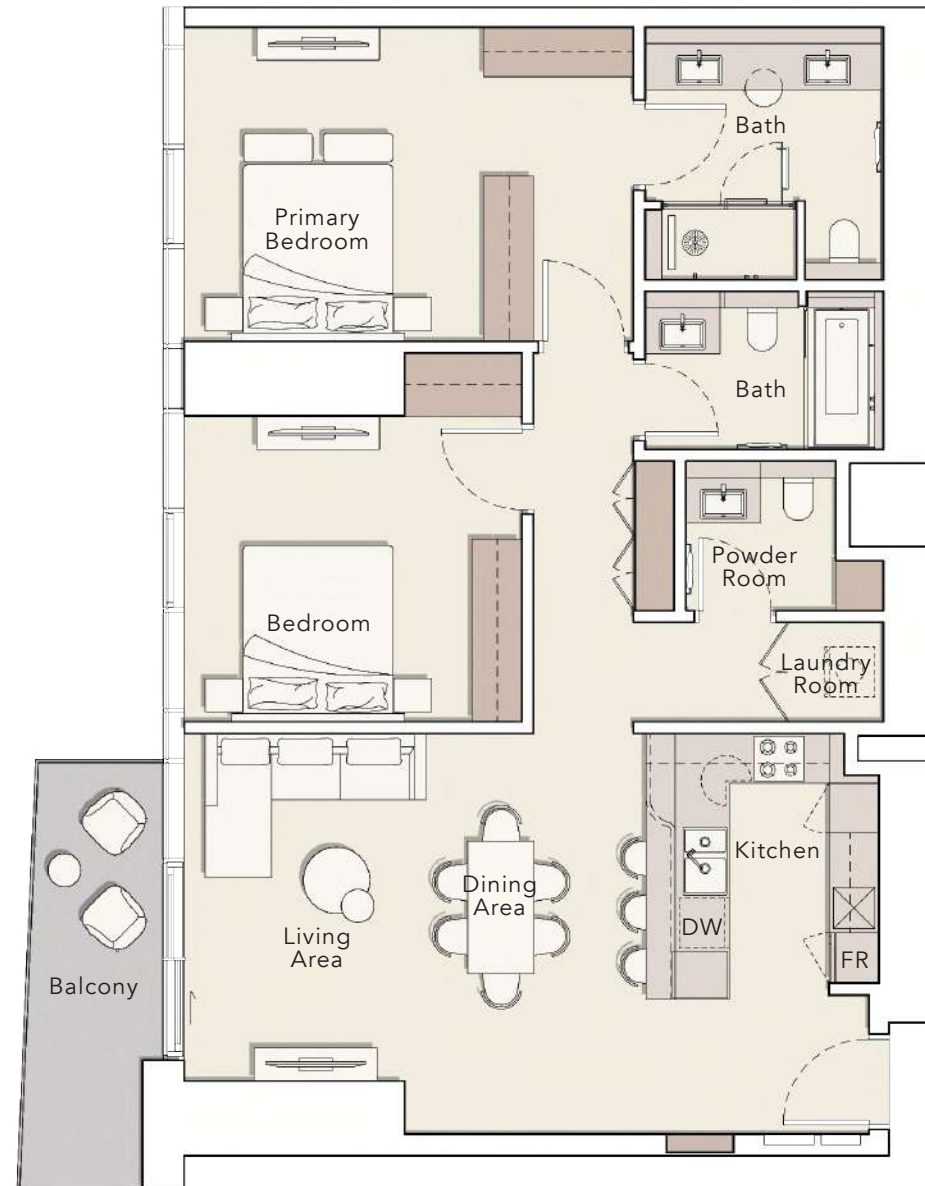
2 BEDROOM

TYPE B

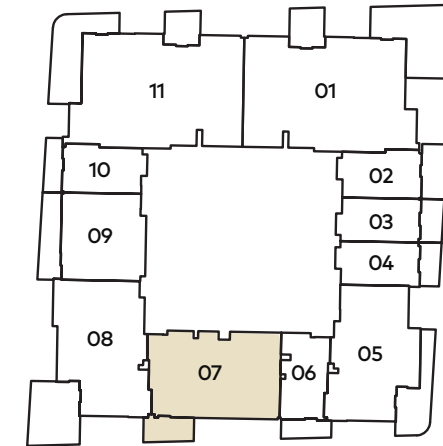
Internal Living Area : 1278.11 Sq. Ft

Outdoor Living Area : 97.09 Sq. Ft

Total Living Area : 1375.20 Sq. Ft



3rd - 13th FLOOR



3rd - 13th FLOOR

307

15th - 22nd FLOOR

1501

23th FLOOR

2301

25th - 32nd FLOOR

2509



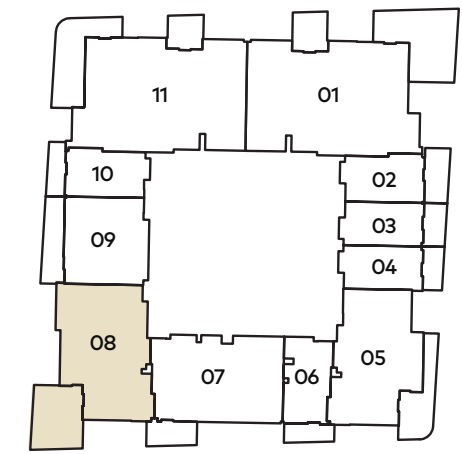
2 BEDROOM + S

TYPE A

Internal Living Area : 1329.45 Sq. Ft
 Outdoor Living Area : 260.49 Sq. Ft
 Total Living Area : 1589.94 Sq. Ft



3rd - 13th FLOOR



3rd - 13th FLOOR

308

15th - 22nd FLOOR

1502
1507

23th FLOOR

2302
2307

25th - 32nd FLOOR

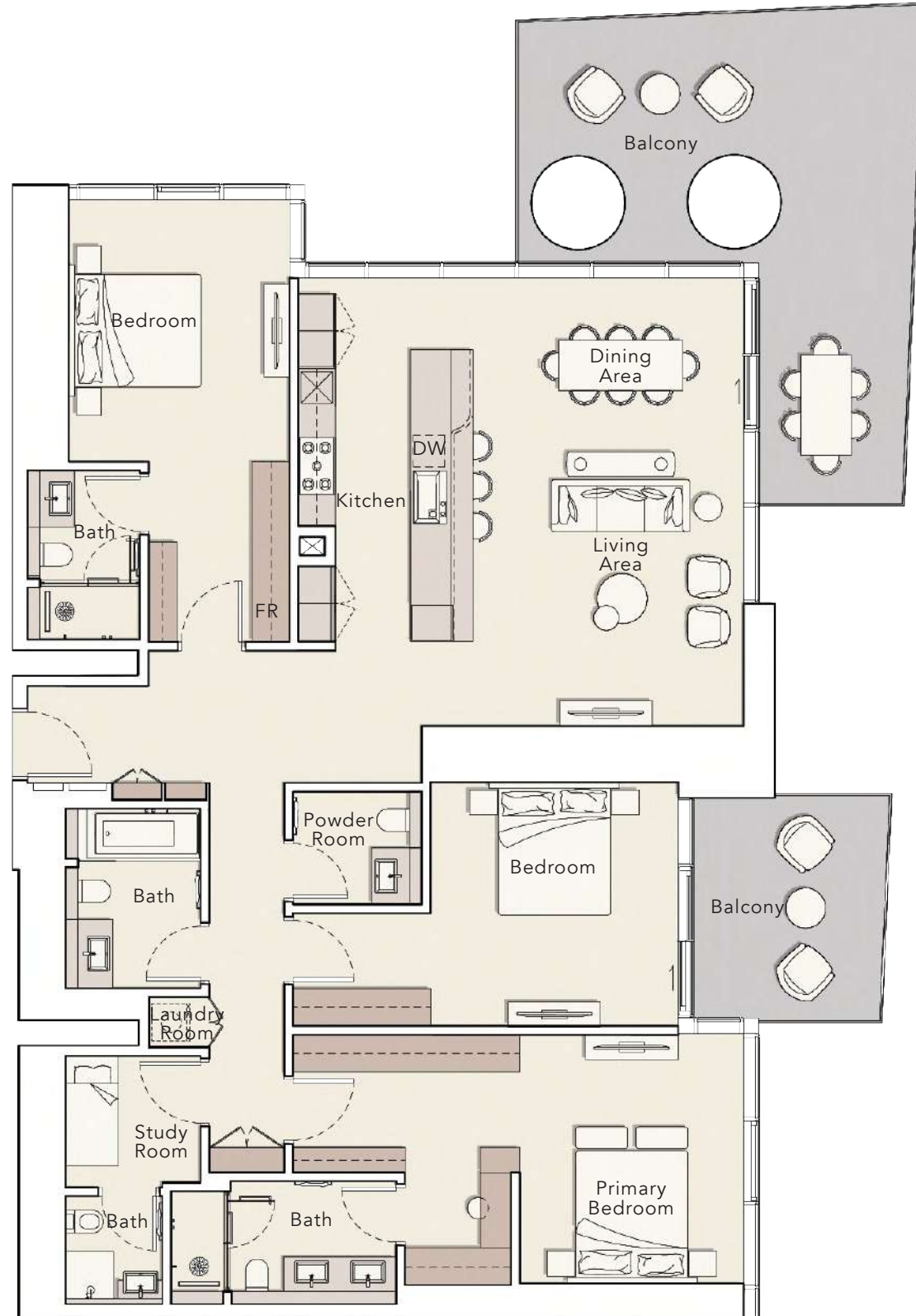
2506
2508



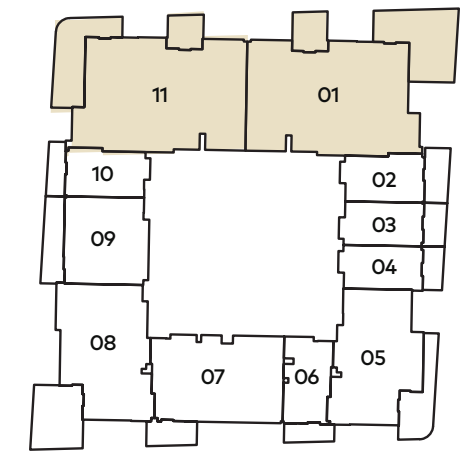
3 BEDROOM + S

TYPE A

Internal Living Area : 2070.22 Sq. Ft
 Outdoor Living Area : 506.98 Sq. Ft
 Total Living Area : 2577.20 Sq. Ft



3rd - 13th FLOOR



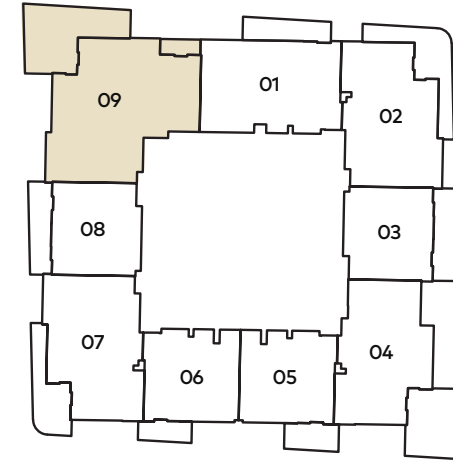
3 BEDROOM + S

TYPE B

Internal Living Area : 1740.74 Sq. Ft
 Outdoor Living Area : 394.39 Sq. Ft
 Total Living Area : 2135.13 Sq. Ft



15th - 22nd FLOOR



15th - 22nd FLOOR

1509

23th FLOOR

2309

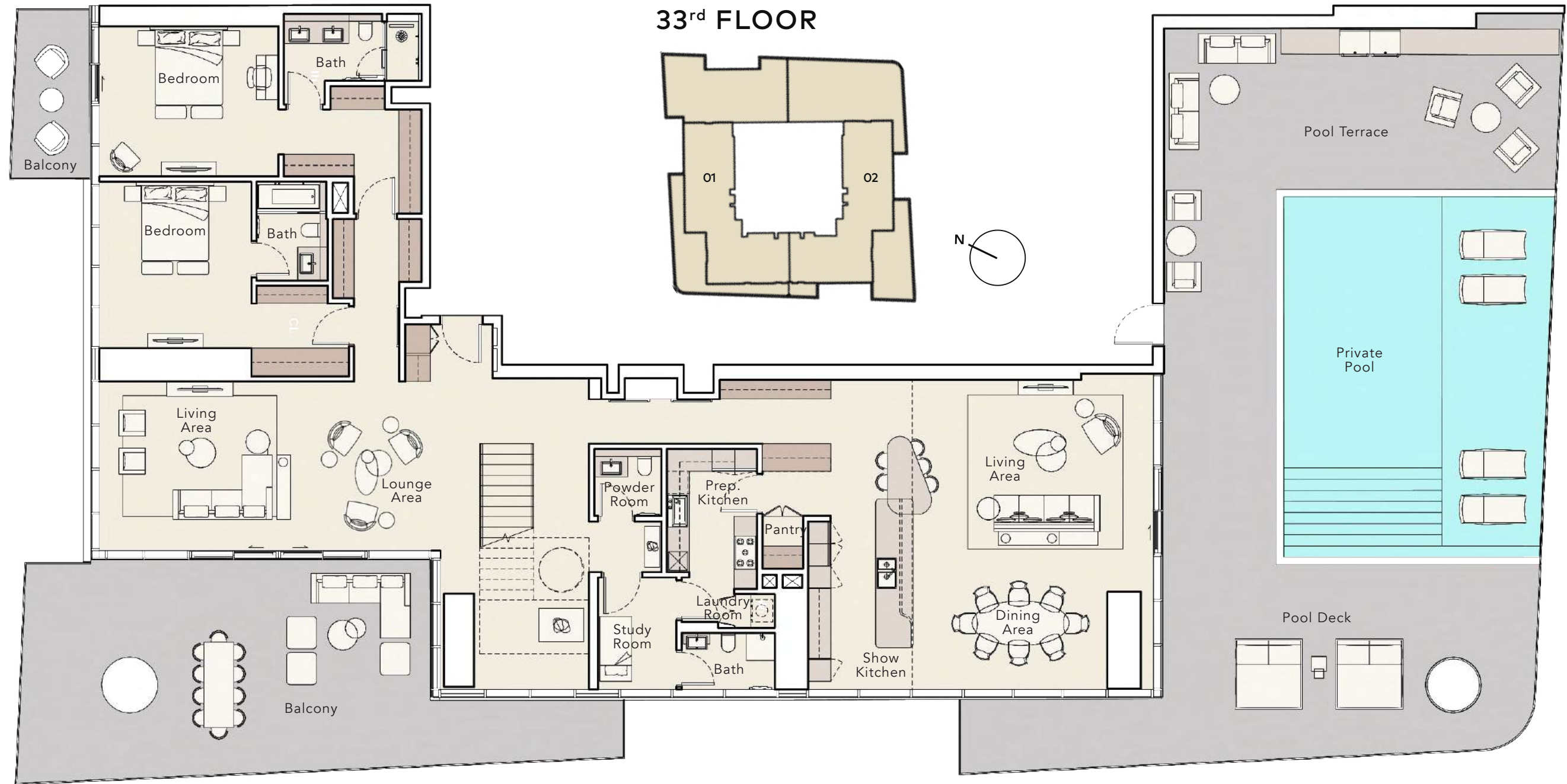
25th - 32nd FLOOR

2501



PENTHOUSE

DUPLEX LOWER LEVEL



Internal Living Area : **5903.68 Sq. Ft**
 Outdoor Living Area : **3552.20 Sq. Ft**
 Total Living Area : **9455.88 Sq. Ft**

PENTHOUSE

DUPLEX UPPER LEVEL



Internal Living Area : **5903.68 Sq. Ft**
Outdoor Living Area : **3552.20 Sq. Ft**
Total Living Area : **9455.88 Sq. Ft**



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info@ellingtongroup.com

ELLINGTONPROPERTIES.AE

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