

PLANS & MOOD BOARD BROCHURE

ROVE HOME MARASI DRIVE



ABOUT ROVE HOME

Rove Home branded residences are an extension of the Rove Hotels brand.

These branded residences are for hassle-free living, with personalized expressions of your ideal living environment. We've handpicked prime locations to ensure you get the very best.

From interiors that uplift and energise, and amenities that are thoughtful and engaging to contemporarily stylish yet cosy apartments, we decided that this is the kind of place where we'd like to live – so we set out to build exactly that.

We think you'll agree.



A HOME FOR THE YOUNG AND YOUNG-AT-HEART

The dynamic essence of Rove comes to life at a new address Marasi Drive, Business Bay. Enjoy an urban living experience beyond the ordinary.

Rove Home offers an array of 50+ amenities spread across 3 dedicated zones at different heights, a floating podium level, the sky garden, and the rooftop.

It's not just about a place to live; it's about becoming part of a dynamic and vibrant community, where connections flourish and memories are made.



Residences, or any dealings or communications that you have with the Company.

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MARASI DRIVE

In the heart of Dubai's Business Bay, Marasi Drive offers a captivating canal-side stroll in a vibrant central district, blending residential, commercial, and leisure amenities seamlessly.

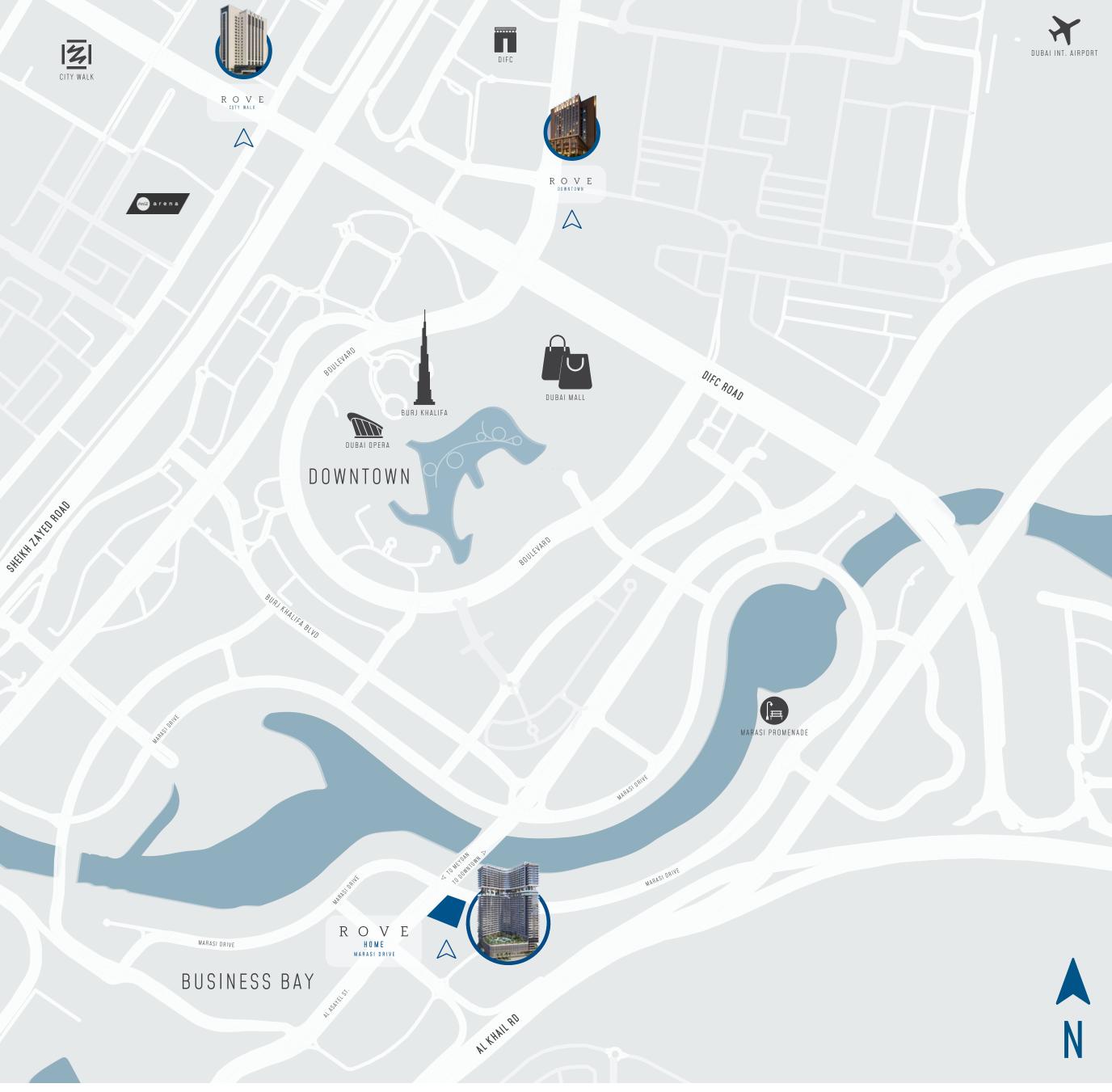
Marasi Drive's proximity to Downtown Dubai, grants easy access to its iconic attractions, its strategic location ensures seamless connectivity to Al Khail Road and Sheikh Zayed Road, facilitating effortless travel across the city and beyond.



ROVE AROUND THE CITY

- Marasi Promenade [4 mins.]
- Dubai Mall [8 mins.]
- Burj Khalifa [10 mins.]
- The Dubai Fountain [10 mins.]
- Rove Downtown Hotel [10 mins.]
- Dubai Opera [11 mins.]
- Rove City Walk Hotel [12 mins.]
- City Walk [12 mins.]
- DIFC [12 mins.]
- Coca Cola arena [14 mins.]
- Dubai International Airport [16 mins.]

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SITE LOCATION

R O V E

Sal and S





SITE PLAN

PLOT AREA: 73,783 Sqft



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UNIQUE AND INNOVATIVE

At Rove Home Marasi Drive, you can feel the exhilaration in the atmosphere! We've expertly crafted an urban oasis where captivating design, vibrant art, and cutting-edge technology come together seamlessly.

Our commitment to shaping a space that tickles your artistic sensibilities and ignites your love for innovation is unparalleled. It's a place that would surely excite and delight Rovers like no other!

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BUILDING STRUCTURE



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PROJECT DETAILS

PROJECT NAME:

Rove Home Marasi Drive

PLOT AREA:

73,783 Sqft

BRAND:

Rove Hotels

ID TEAM:

Zebra Global

ART TEAM:

Studio Feel

UNIT MIX

Studio Flex	13%
Studio ²	33%
1 Bedroom ²	45%
2 Bedroom ²	9%

PARKING

One Parking Per Unit

ANTICIPATED HANDOVER DATE

Q1 2027

ESTIMATED SERVICE FEES

20 Dhs Per Sqft

OTHER SERVICES

A La Carte Services Available

DEVELOPER:

IRTH Signature Development LLC

TOTAL # OF UNITS:

809

ARCHITECT:

Archcorp

LANDSCAPE ARCHITECT:

Studio Create Landscape Architecture (SCLA)

FULLY FURNISHED UNITS

5 Years of Supplier Warranty

ADDITIONAL USABLE AREAS

	Indoor (Sqft)	Outdoor (Sqft)	Total
Ground Floor			
Retail 1	820	844	
Retail 2	5,118	5,464	
Common	4,686	0	16,933
Podium	13,361	38,750	52,112
Sky Garden	10,495	15,608	26,102
Rooftop	0	15,231	15,231
Grand Total	34,480	75,897	110,378
FIFVATORS		AMENITIES MA	KE 25%

ELEVAIUNJ

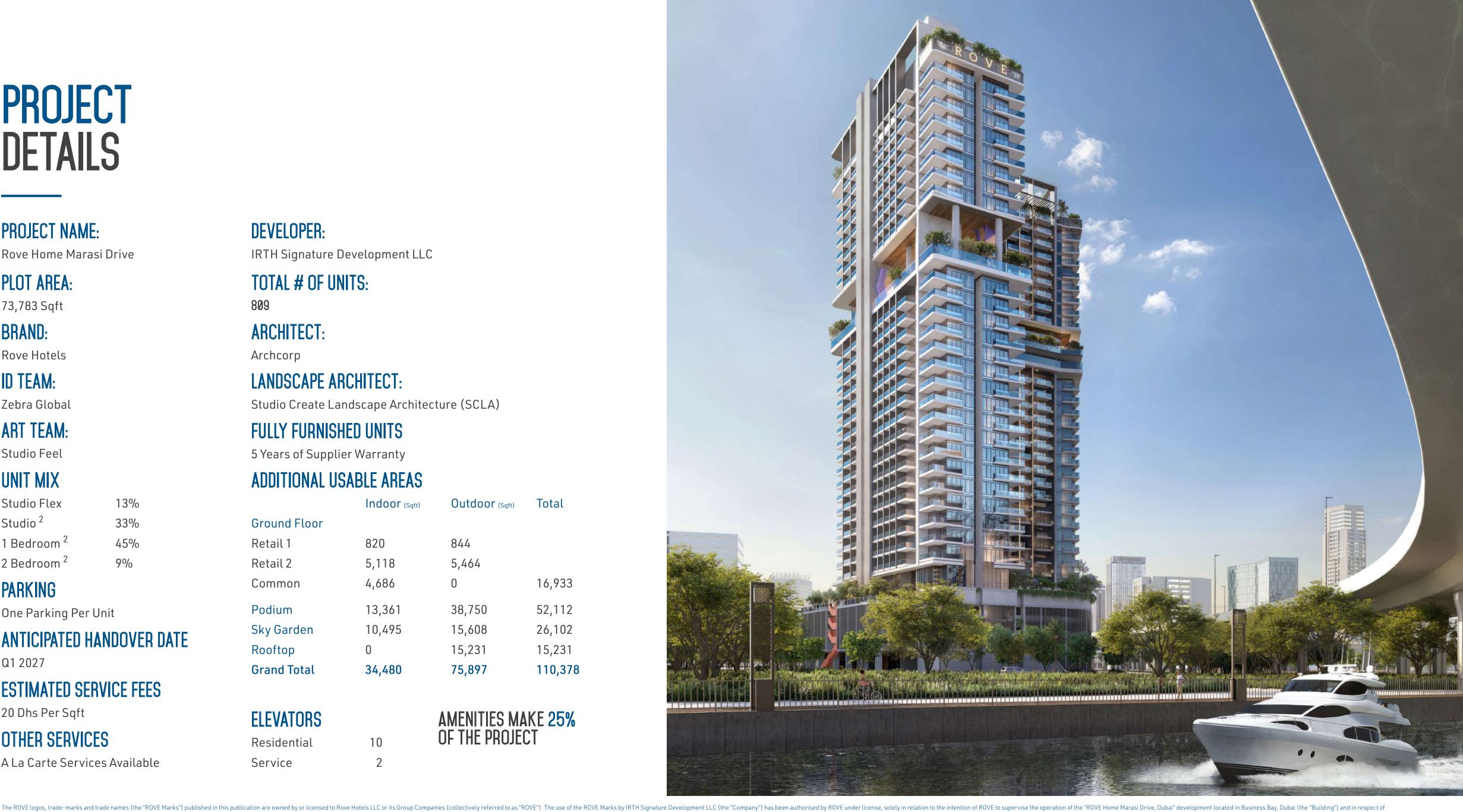
Residential Service

OF THE PROJECT

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50+ **AMENITIES**

GROUND LEVEL



Rove Café



Coworking Space



Private Meeting Rooms



Outdoor Terrace



Double Height Lobby Lounge



Convenience Store



Soundproof Meeting Pods





Room (with Kitchen)

Multi-purpose

PODIUM LEVEL

INDOOR

E

Arcade Games



Fully Equipped Gym



Guest Rooms (rentable)



Monkey Bars



Climbing Wall



R

Indoor Lounge

Karaoke Room



Playstation Deck





Changing Rooms



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PODIUM LEVEL OUTDOOR



Hammock Movie Lounge



Gaming Lounge (Foosball, Shuffleboard Table, Pool Table, Table Tennis)



Urban Beach Pool



Sun Lounging Deck



Open-Air Gym



Sunken Gardens



Cascading Leisure Pool



Yoga Lounge



Rove Beverage Truck



Feature Staircase for Urban Connection



20M Integrated Lap Pool



Daybeds

Jacuzzi

Cabanas with



Outdoor Gaming Terrace



Outdoor Coworking Space



Outdoor Multi-purpose Terrace (rentable)



AMENITIES [CONTINUED]

SKY GARDEN INDOOR



Indoor Lap Pool



Wellness Features (Steam room & Sauna)



Changing Rooms

SKY GARDEN OUTDOOR



Padel Pong



Ping Pong in a Tube



Lush Landscape



Outdoor Coworking Space



Sun Lounging Deck

Amphitheatre



Outdoor Cinema



Communal Dining Tables





Chess Tables



Multi-purpose Court (Basketball, Pickleball & Mini Football Court)



Running Wheel



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Bouldering Wall



Suspended Lounging Nets



Climbing Wall



Stargazing Point (Telescope)



Cabanas with Daybeds



Sunken Seating

(N)

BBQ Terrace

Lounging Space

Firepit



Outdoor Kitchen



Viewing Deck with Swings



Allotment Gardens

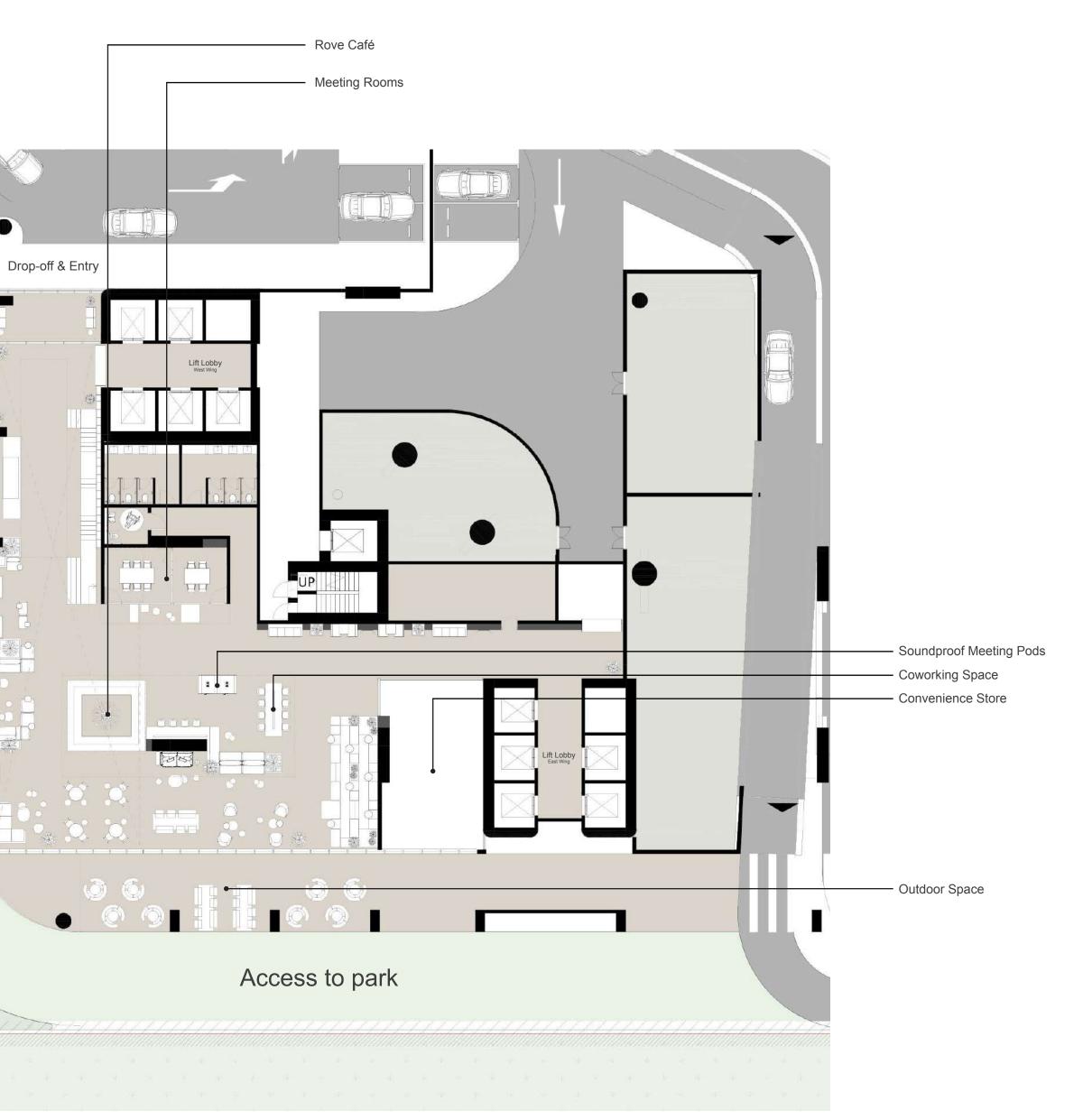




GROUND LEVEL

Total Area: 16,933Sqft

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PODIUM LEVEL INDOOR

Total Area: 13,361Sqft

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PODIUM LEVEL OUTDOOR

Total Area: 38,750 Sqft



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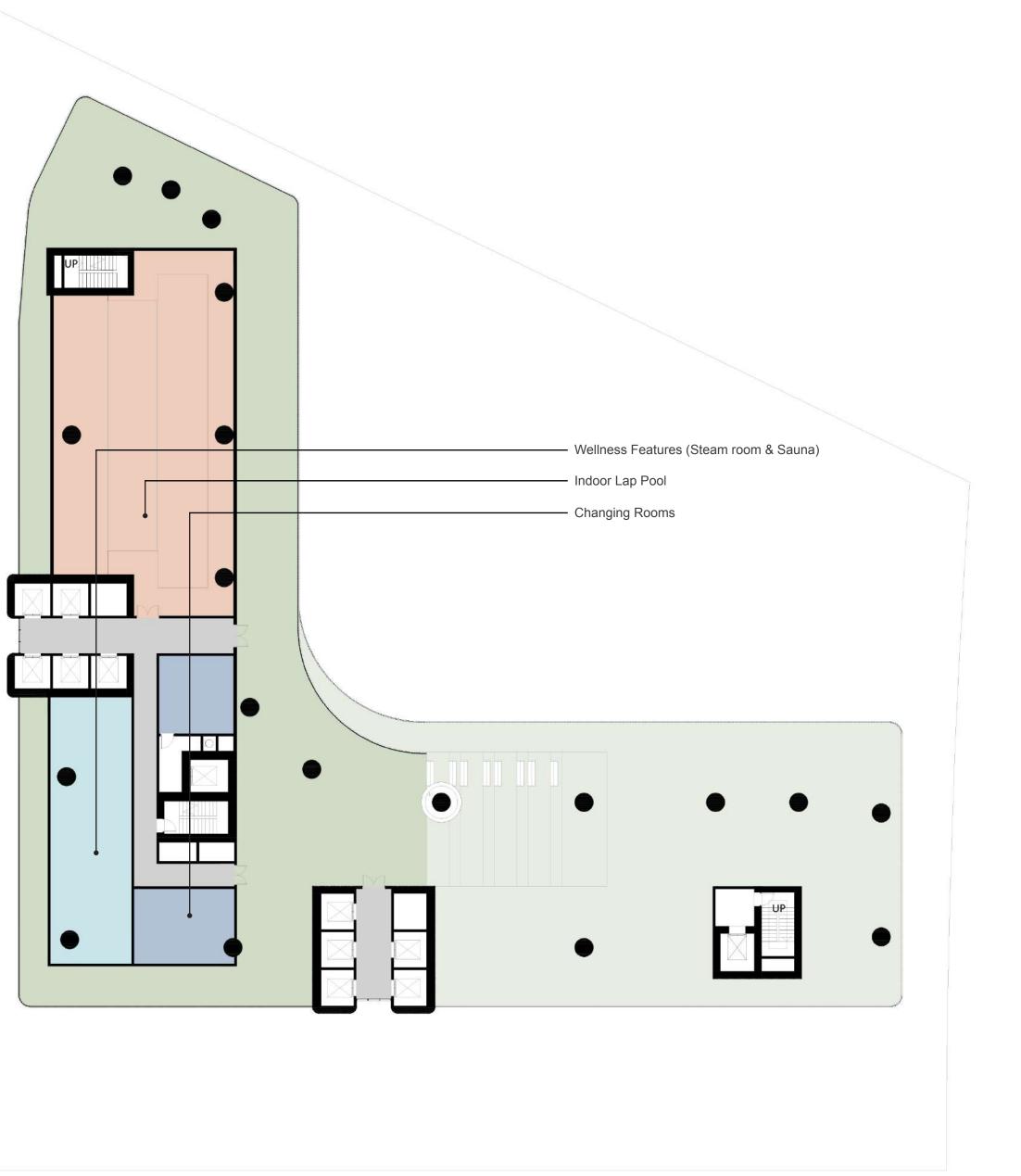
LEVELS 22 & 23 SKY GARDEN

INDOOR

Total Area:

13,361 Sqft

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LEVELS 22 & 23 SKY GARDEN

OUTDOOR

Total Area:

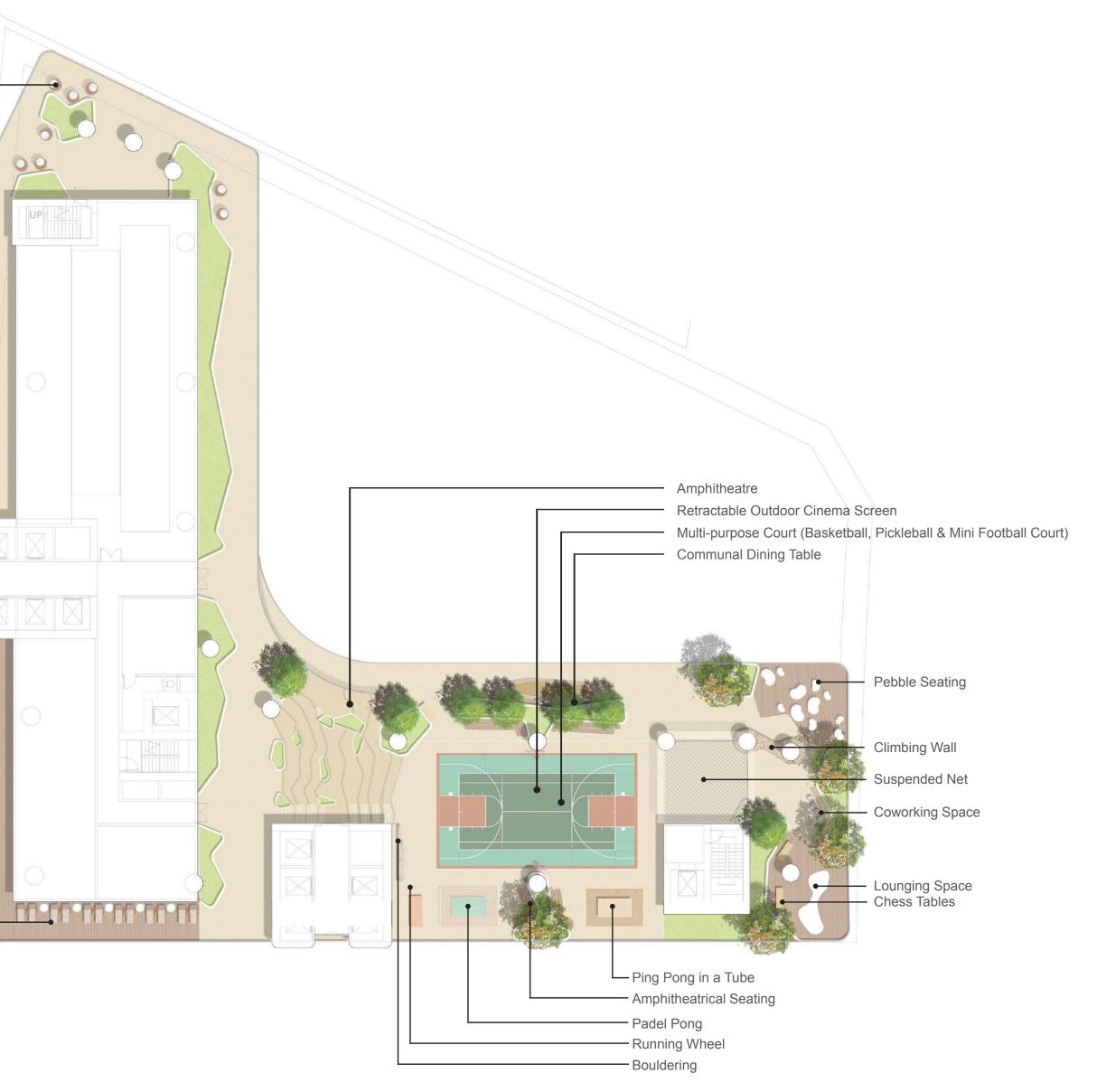
15,608 Sqft

Sun Lounging Deck

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Suspended Swings





ROOFTOP

Total Area: 15,231 Sqft Art Wall-Swings-

Sunken Seating

Sunken Seating -

Fireplace

Stargazing point (Telescope)

Stargazing point (Telescope)-

Cabanas with Daybeds-Gathering table/seating

Communal Lounging -

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FLOOR PLANS

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TIER 1 **TYPICAL FLOOR** 5^{TH} TO 21^{ST}

UNITS PER FLOOR

Studio Flex	6	Units
Studio ²	10	Units
1 Bedroom ²	14	Units
2 Bedroom ²	3	Units



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TIER 2 **TYPICAL FLOOR** 24^{TH} TO 31^{ST}

UNITS PER FLOOR

Studio ²	12	Units
1 Bedroom ²	16	Units
2 Bedroom ²	3	Units



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UNIT Plans



Residences, or any dealings or communications that you have with the Company.

UNITS DESCRIPTION



STUDIO²

Live in the future, today.

In Studio Flex explore the ORI Cloud Bed, optimizing your living space with functionality and smart living.

Every inch is designed to provide more space for comfort and convenience. This feature increase your unit size by 33%.

In Studio² experience the Flexibed, a smart innovation for modern living.

When folded, it unveils a spacious living room creating a cohesive space that blends both style and functionality.

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1 BEDROOM²

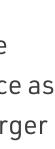
2 BEDROOM²

In 1 Bedroom² double up your space with next generation features that enhance smart living.

With pocket walls that disappear and a Flexibed that seamlessly converts, you can transform your living room into an extra bedroom, anytime you want!

In 2 Bedroom² discover extra functionality with added space and maximum value.

Whether you want to add a multipurpose spare room or double up your living space as a bedroom - every inch of space feels larger and works exactly how you want.





STUDIO FLEX

Legend

- Entrance 1.
- Kitchen 2. 1.80m X 3.00m
- Living Room & Bedroom 3. 3.50m X 3.80m
- Bathroom 4. 1.70m X 2.75m
- Balcony 5. 3.00m X 2.05m
- ORI Cloud Bed 6.
- Bi-fold Glass Doors 7.
- 8. Laundry



ORI Cloud Bed Up

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LEVELS 5-21



STUDIO FLEX	SQ
INTERNAL AREA BALCONY AREA	273- 68-
TOTAL AREA	341-

ORI Cloud Bed Down





EXPANDABLE **LIVING SOLUTIONS**



Live in the future, today.

Designed to embody Rove's unique look and feel, the interiors will feature intelligent and modular living solutions by ORI, never seen before in UAE and the region.

ORI introduces a revolutionary solution to apartment living, where space is not just a constraint but an opportunity.

- Simple
- Safe
- Effortless



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STUDIO²

Legend

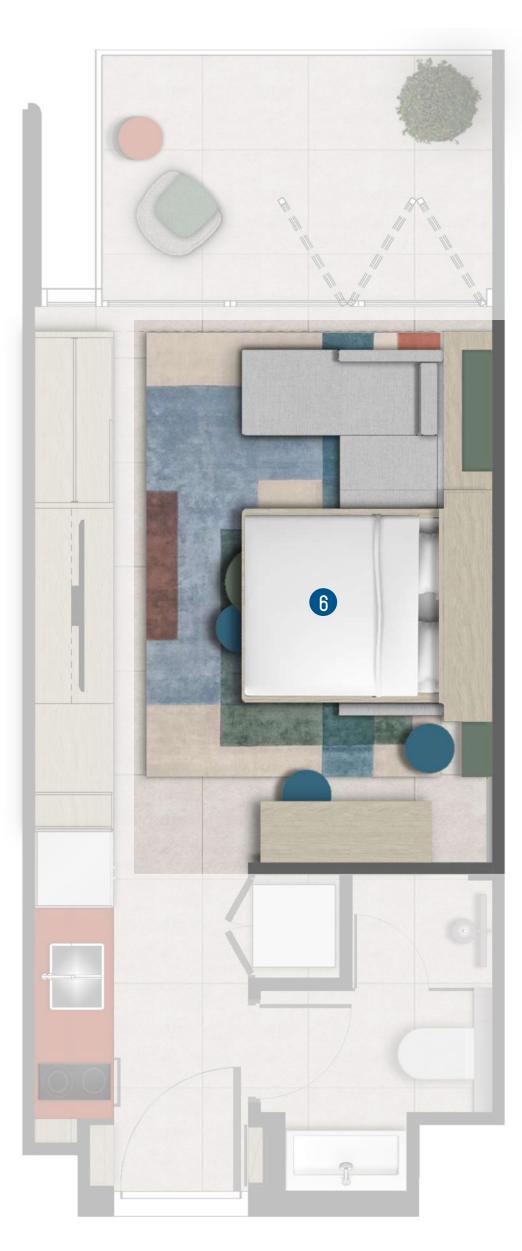
- Entrance 1.
- Kitchen 2. 1.80m X 3.00m
- Living Room & Bedroom 3.75m X 4.25m 3.
- 4. Bathroom 1.95m X 2.65m
- Balcony 5. 3.25m X 2.15m
- Foldable Bed 6.
- Bi-fold Glass Doors 7.
- Laundry 8.



Folded Layout

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LEVELS 5-21

LEVELS 24-31



BOULEVARD BURJ KHALIFA + DUBAI CANAL VIEW W-10 W-11 W-05 W-04 AMENITIES VIEW EAST WING OP6 PARK VIEW

STUDIO ²	SQ
INTERNAL AREA BALCONY AREA	309- 78-
TOTAL AREA	386-



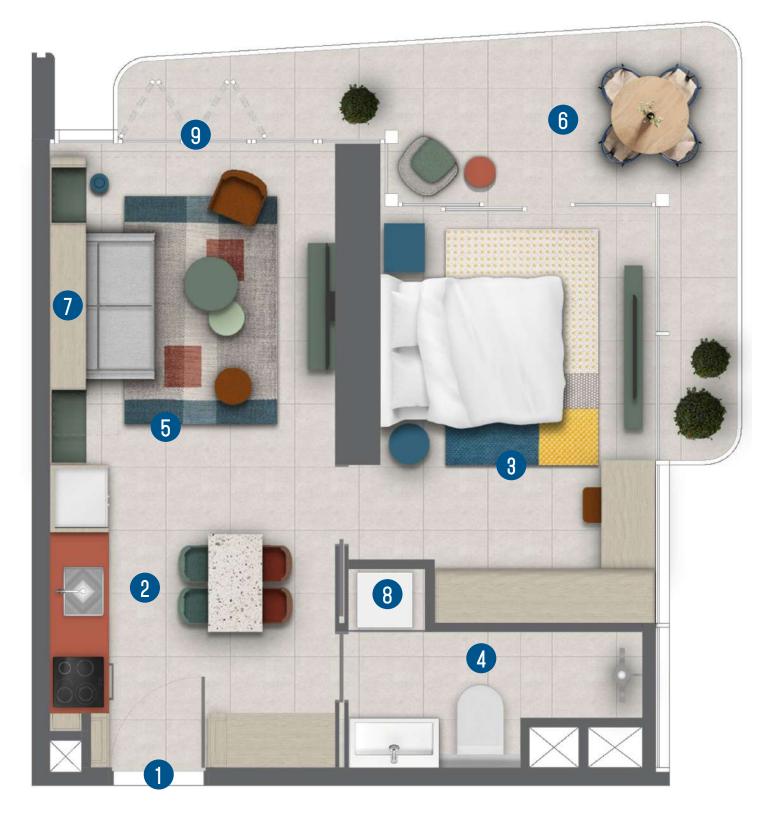




1 BEDROOM² TYPE A

Legend

- Entrance 1.
- Kitchen & Dining Area 3.225m X 3.35m 2.
- Bedroom 3. 3.10m X 4.70m
- Bathroom 4. 3.325m X 2.225m
- Living Room 3.15m X 3.60m 5.
- Balcony 6. 6.95m X 1.75m
- Foldable Bed 7.
- Laundry 8.
- Bi-fold Glass Doors 9.



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ALL LEVELS



1 BEDROOM ²	SQ
INTERNAL AREA BALCONY AREA	49 12
TOTAL AREA	62





1 BEDROOM² TYPE B

Legend

- Entrance 1.
- Kitchen & Dining Area 3.00m X 3.85m 2.
- Bedroom 3. 2.85m X 4.40m
- 4. Bathroom 3.40m X 1.55m
- Living Room 3.15m X 3.60m 5.
- Balcony 6. 7.15m X 3.45m
- Foldable Bed 7.
- 8. Laundry
- Bi-fold Glass Doors 9.



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ALL LEVELS



STUDIO² INTERNAL AREA BALCONY AREA TOTAL AREA

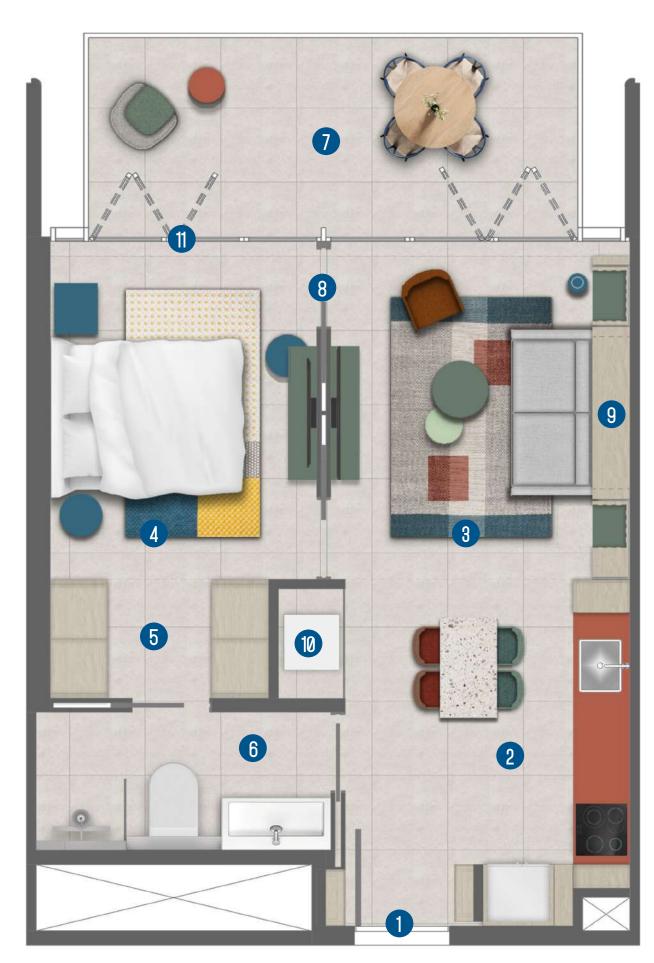




1 BEDROOM² TYPE C

Legend

- Entrance 1.
- Kitchen & Dining Area 3.00m X 3.65m 2.
- Living Room 3. 3.225m X 3.60m
- Bedroom 4. 2.875m X 3.60m
- Walk-in Closet 5. 2.35m X 1.325m
- Bathroom 6. 3.175m X 1.525m
- Balcony 7. 5.25m X 2.15m
- Pocket Walls 8.
- Foldable Bed 9.
- 10. Laundry
- Bi-fold Glass Doors 11.



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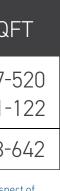


ALL LEVELS



1BEDROOM ²	SQI
INTERNAL AREA BALCONY AREA	487- 121-
TOTAL AREA	l 608-





1 BEDROOM² TYPE D

Legend

- Entrance 1.
- Kitchen & Dining Area 3.275m X 3.55m 2.
- Living Room 3. 3.575m X 3.45m
- Bedroom 4. 3.375m X 3.90m
- 5. Bathroom 3.175m X 1.50m
- Balcony 4.7m X 2.4m 6.
- Pocket Walls 7.
- Foldable Bed 8.
- 9. Laundry
- Bi-fold Glass Doors 10.



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1 BEDROOM ²	SQ
INTERNAL AREA BALCONY AREA	486 [.] 118 [.]
TOTAL AREA	607-

LEVELS 5-21



Unfolded Layout

LEVELS 24-31





2 BEDROOM ² **TYPE A**

Legend

- Entrance 1.
- Kitchen & Dining Area 2. 3.50m X 2.75m
- Living Room 3. 3.50m X 3.75m
- Bathroom 4. 1.45m X 2.70m
- Master Bedroom 5. 3.00m X 3.25m
- Master Bathroom 6. 2.025m X 2.2m
- 7. Bedroom 2.90m X 3.80m
- 8. Balcony 7.3m X 2.25m
- Foldable Bed 9.
- Study Den 10.
- 11. Bi-fold Glass Doors
- 12. Laundry



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2 BEDROOM ²	SQ
INTERNAL AREA BALCONY AREA	73 17
TOTAL AREA	91



2 BEDROOM ² TYPE B

Legend

- Entrance 1.
- Kitchen & Dining Area 2. 2.90m X 3.55m
- Living Room 3. 3.60m X 3.125m
- Bathroom 4. 3.20m X 1.50m
- Master Bedroom 5. 4.40m X 2.985m
- Master Bathroom 6. 3.20m X 1.50m
- 7. Bedroom 4.25m X 2.975m
- Balcony 8. 5.4m X 3.75m
- Foldable Bed 9.
- 10. Bi-fold Glass Doors
- 11. Laundry



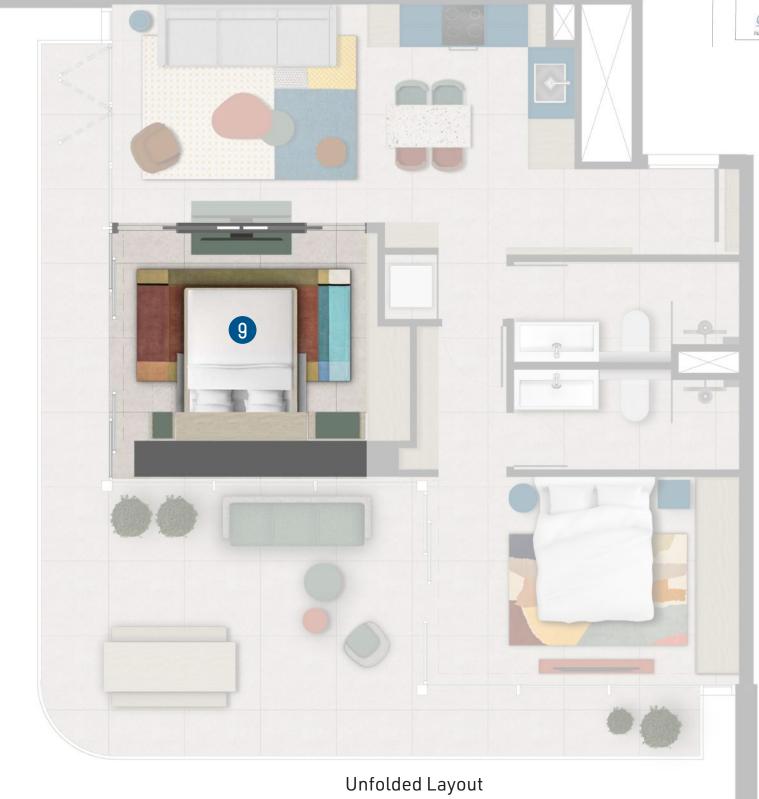
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ALL LEVELS





SQFT 729 328 1,058

2 BEDROOM ²

INTERNAL AREA

BALCONY AREA

TOTAL AREA

LIVING

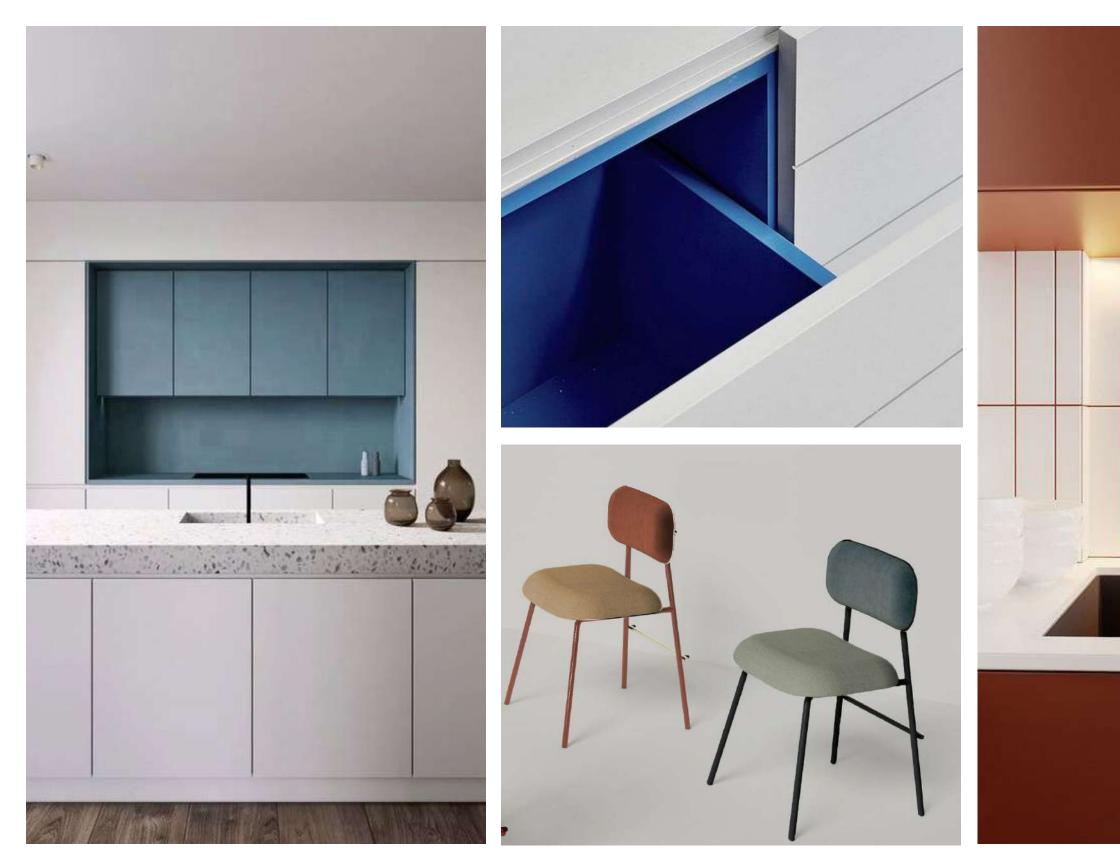


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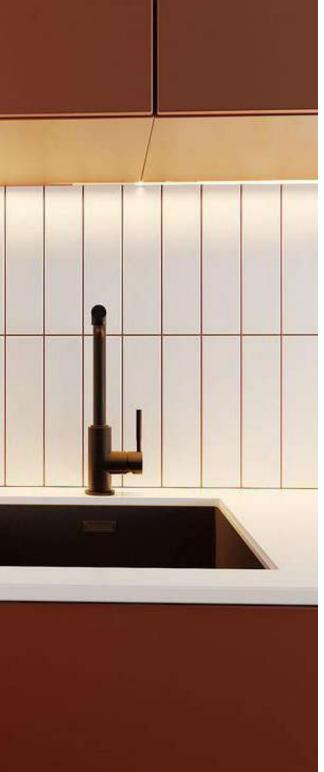




KITCHEN AND DINING



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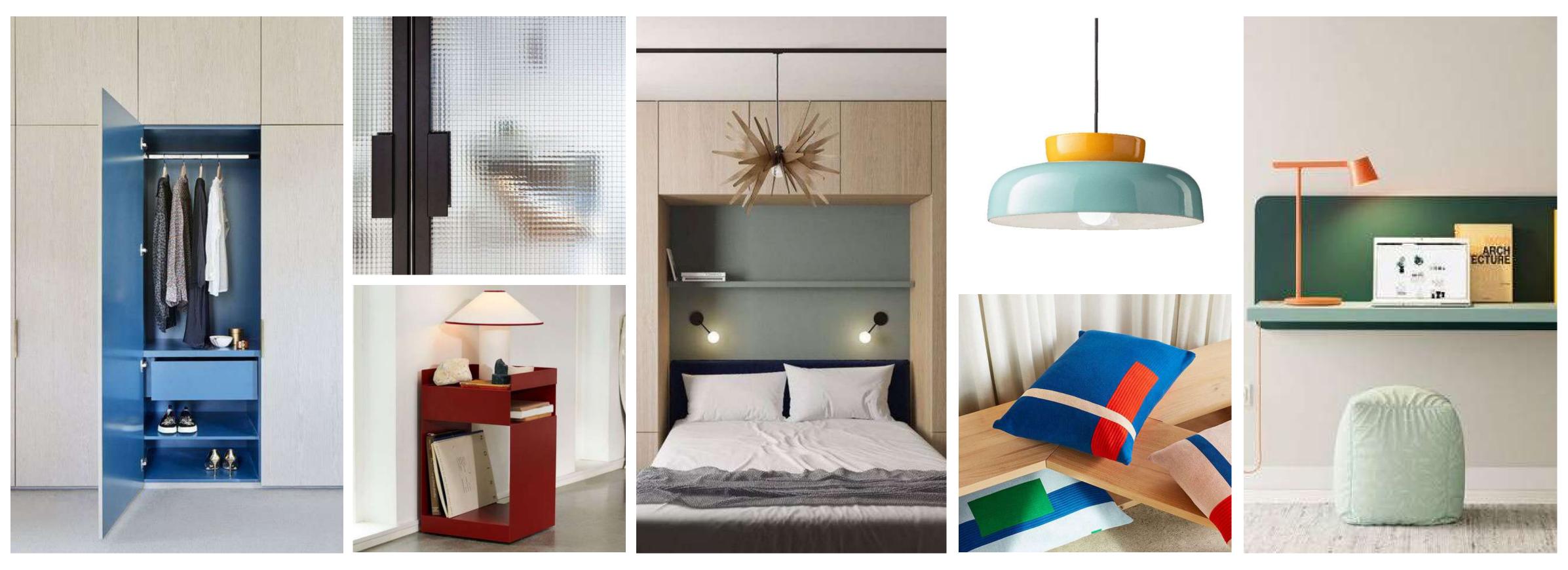








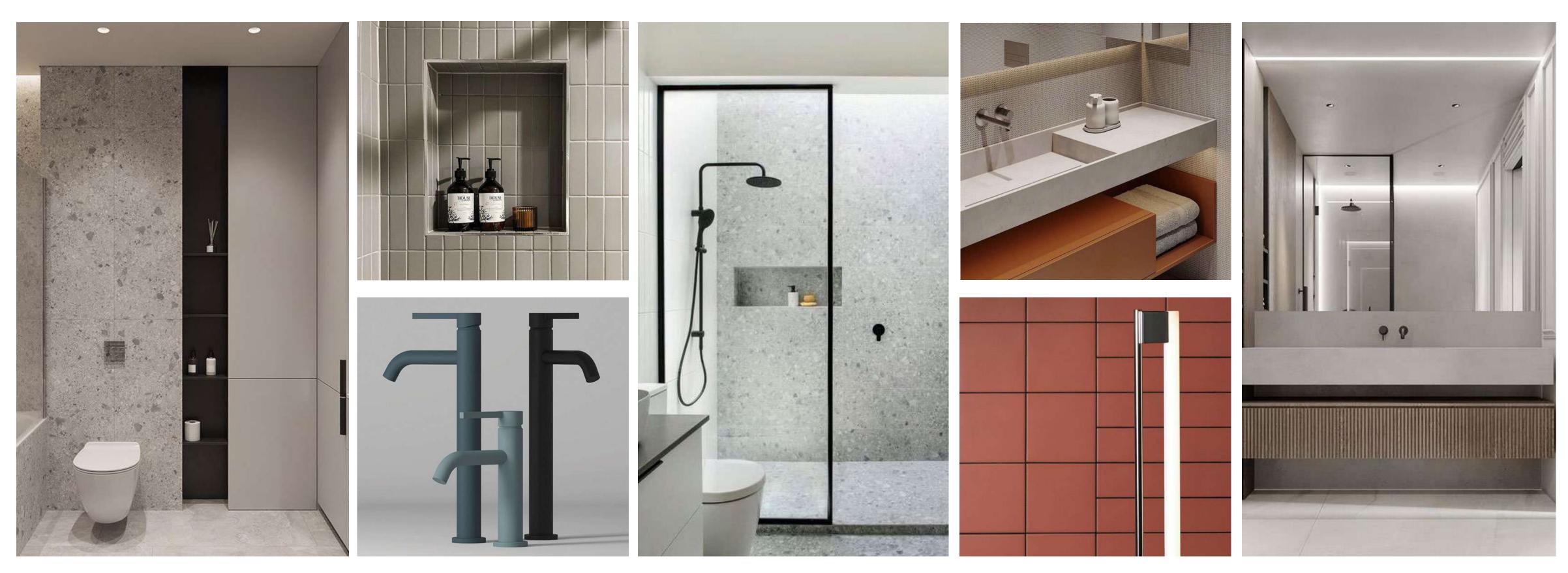
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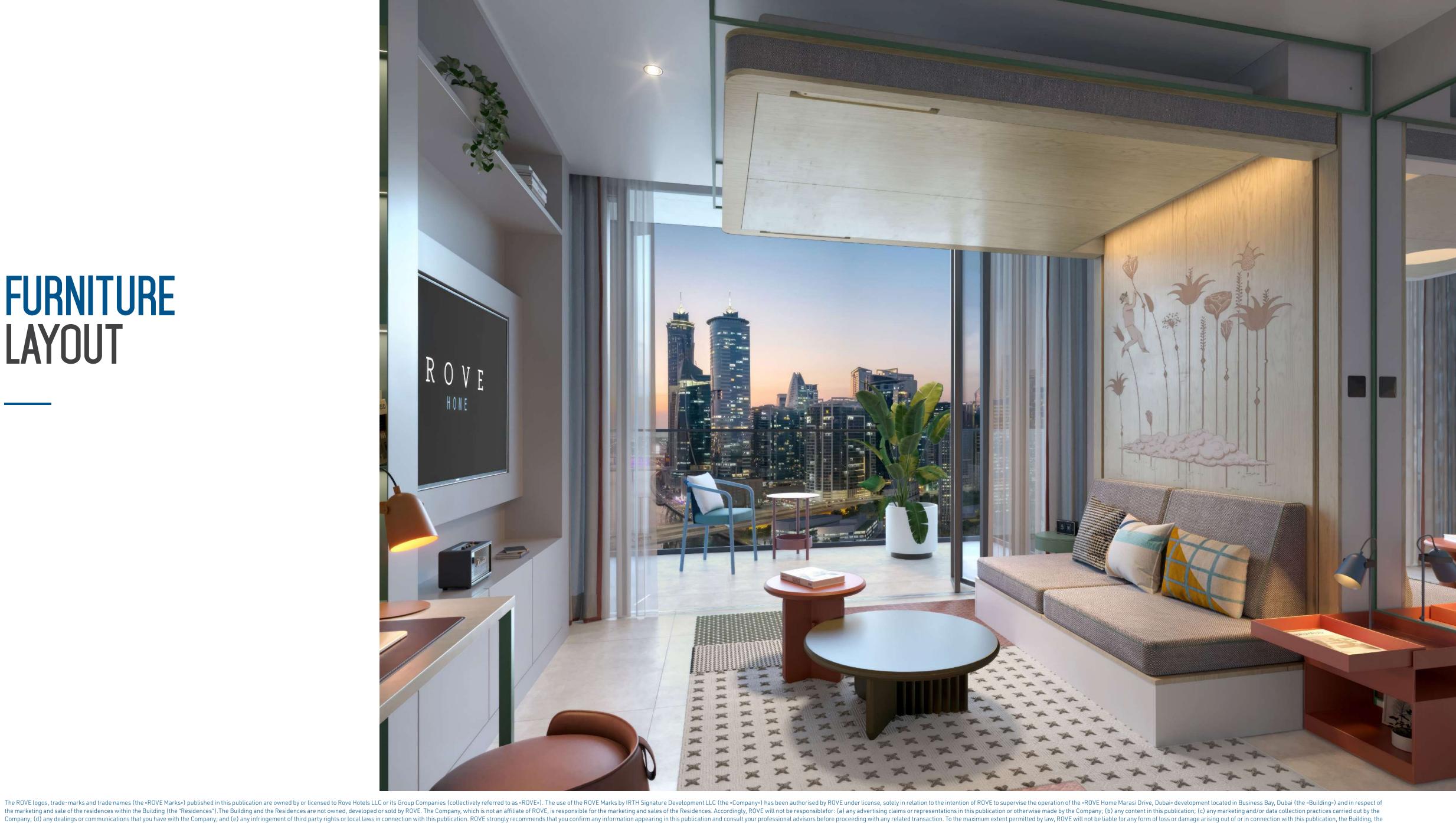
BATHROOMS



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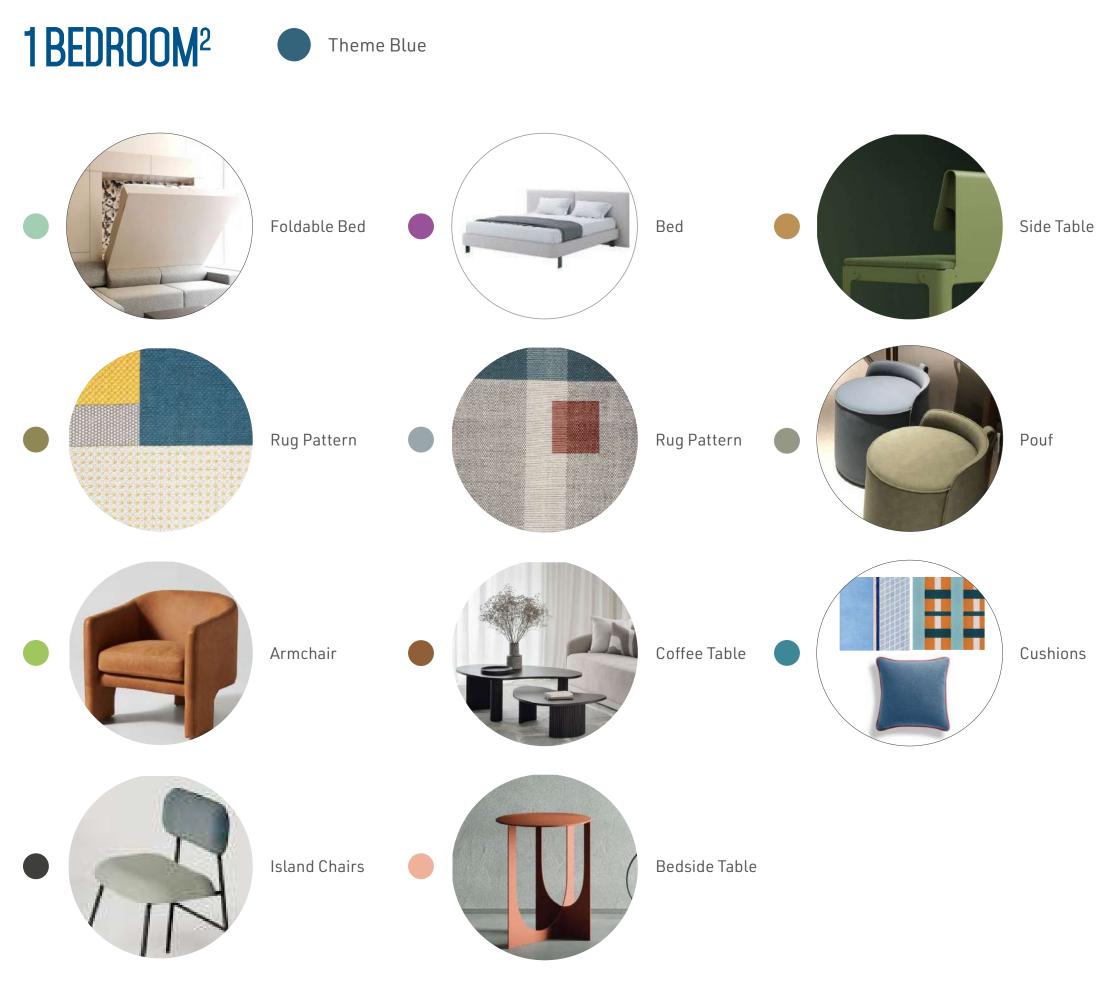
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Kitchen





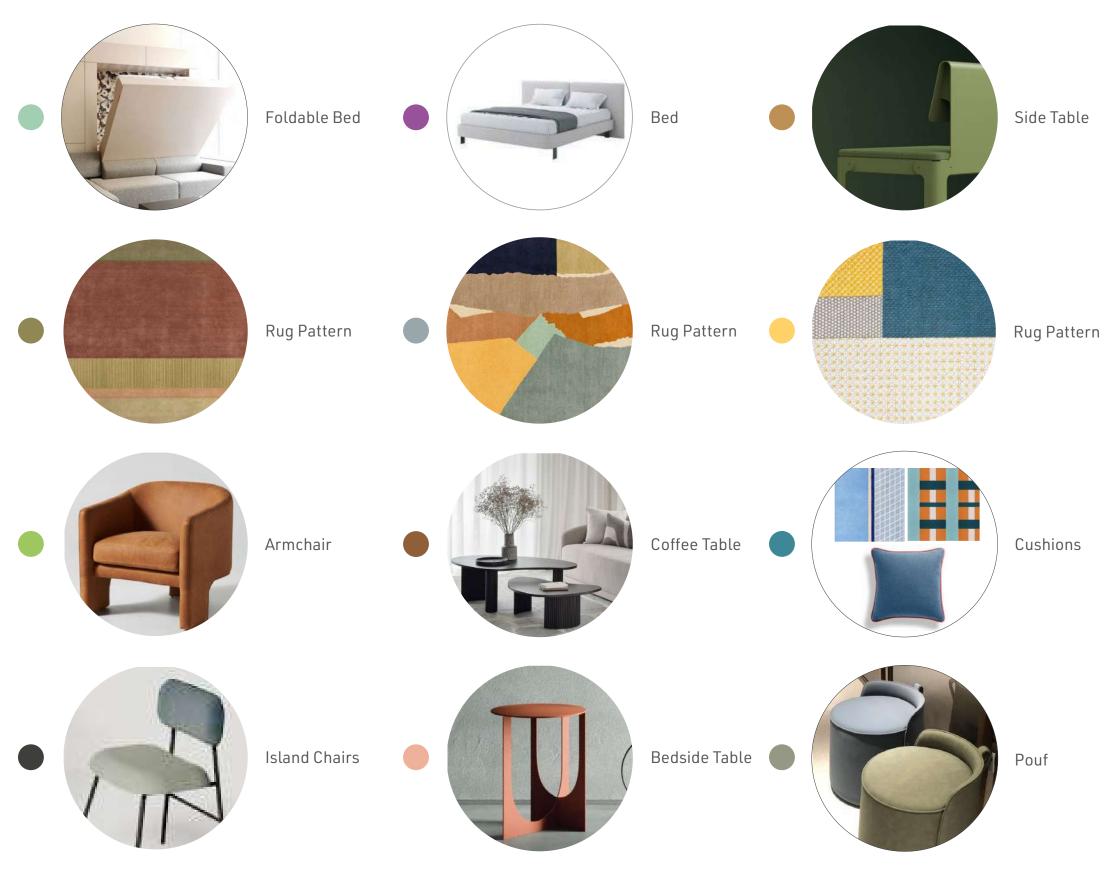
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2 BEDROOM



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IRTH

Founded under the legacy of the renowned Al Shamsi family, IRTH is a real estate investment platform - based on the philosophy of value creation, innovation and building world-class living experiences.

IRTH's vision is long-term, supported with a proactive approach, swift actions, strong financial backing, and high-quality projects bridging the gap between ambition and success.

IRTH continues seeking new opportunities and broadening horizons – thriving in any market situation through an extensive land bank and strategic partnerships.

At IRTH, we take pride in offering the best-inclass locations and properties for value-based investment opportunities - setting new standards in the real estate market in the region.

We are IRTH – The Future of Real Estate.





