

DEVELOPED & BROUGHT TO YOU BY

IRTH

HQ
— by —
ROVE
MARASI BAY

WORK LOOKS DIFFERENT HERE

WELCOME TO THE OFFICE YOU ACTUALLY WANT TO SHOW UP FOR

HQ by Rove was born out of a question:
what if the office could feel alive again?

Now, the first ever hospitality-branded
office building in Dubai is here to answer it.

Starting in Marasi Bay.



Living rooms became boardrooms,
kitchens became creative hubs.

But as the world returned, the office
didn't keep up.

HQ by Rove is the answer - an office
with a living touch.



WELCOME TO HQ

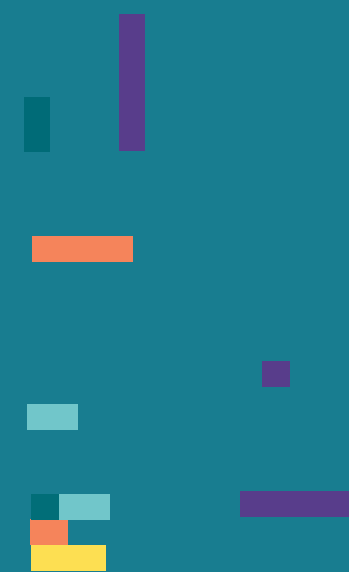


MORE THAN AN OFFICE,
A LIFESTYLE.



ABOUT ROVE

Rove Hotels, a joint venture between **Emaar Properties PJSC** and **Dubai Holding**, is reimagining the boundaries between hospitality, living and working. Its integrated ecosystem brings together the vibrant energy and fuss-free service of **Rove Hotels**, the comfort and convenience of **Rove Home** residences, and the innovative flexibility of **HQ by Rove** workspaces - all while guests enjoy the Rove experience of thoughtful design, genuine hospitality and a strong sense of community.



R O V E
HOTELS

HQ
by
ROVE

R O V E
HOME



IRTH

Founded under the legacy of the renowned Alshamsi family, IRTH Group is a new-generation real estate platform based on the philosophy of value creation, innovation and building world-class living experiences. With trust, strength, and agility at its core, IRTH is shaping the future of real estate through bold developments, strategic partnerships, and a blend of legacy with forward-thinking ambition.



HQ IS NOT JUST A WORKPLACE,
IT'S A DESTINATION.





To HQ by Rove
From [My Location](#)

5 min
DIFC
[Fastest route](#)

GO



Walk



[Car](#)



E-Scooter



Zeppelin

MARASI BAY MARINA

Just steps from HQ by Rove, Marasi Bay Marina is a vibrant waterfront destination featuring a 12-kilometer promenade of lively dining, leisure, and lifestyle experiences.

Marasi Bay promises to be a hub of elevated lifestyle experiences blending high-end living, premium workspaces, hospitality, leisure, and wellness experiences, including the first beach club in the Burj Khalifa District.



HQ HAS ITS OWN LANE

While most offices fight for space on Al Khail or Sheikh Zayed Road, HQ by Rove takes a different route - literally. With its own private road entrance, getting to work is smoother, faster, and way less stressful. No more slip road scrambles or last-minute U-turns, just a seamless arrival that sets the tone for a better day. Because productivity starts before you even clock in.





JUMEIRAH BEACH

PALM JUMEIRAH,
DUBAI MARINA

CITY WALK

ROVE CITY
WALK HOTEL

COCA-COLA
ARENA

SHEIKH ZAYED ROAD

BUSINESS BAY
METRO STATION

SAFA PARK

EMIRATES TOWERS
METRO STATION

WORLD TRADE
CENTRE
MUSEUM OF
THE FUTURE

BURJ
KHALIFA

DUBAI OPERA

ROVE HOME
DOWNTOWN

DUBAI MALL

ROVE
DOWNTOWN
HOTEL

BUSINESS BAY

DUBAI WATER
CANAL

ROVE HOME
MARASI DRIVE

AL KHAIL ROAD

HQ BY ROVE

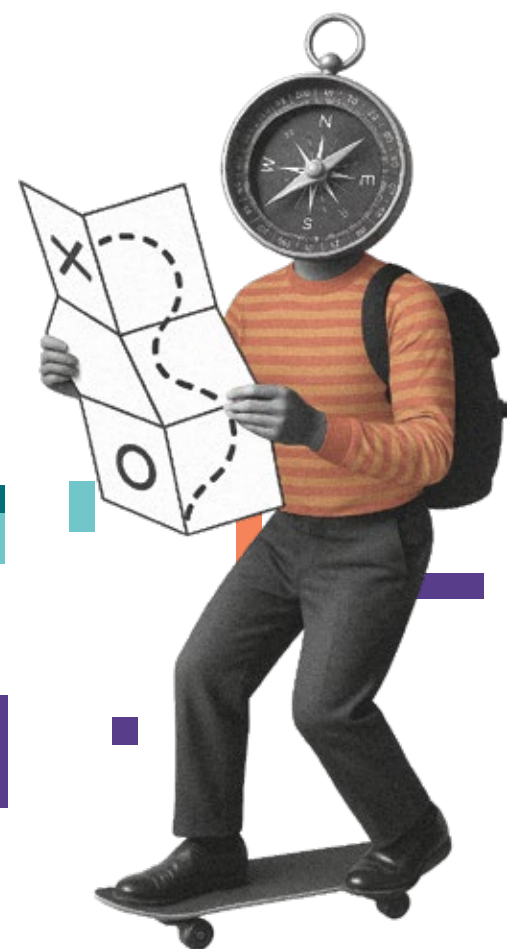
RBC TOWER 2
BUS STOP

DUBAI
DESIGN
DISTRICT

SEAMLESSLY CONNECTED

A workspace designed for today's pace, HQ by Rove keeps you seamlessly connected.

From the Dubai Canal at your doorstep to Sheikh Zayed Road in minutes, with Downtown, DIFC and d3 all close by, you're never far from the city's pulse.



DUBAI CANAL WALK
DIRECT ACCESS 🚶

**SHEIKH ZAYED
& AL KHAIL ROADS**
3 MINS 🚗

DIFC
5 MINS 🚗

DOWNTOWN DUBAI
5 MINS 🚗

DUBAI DESIGN DISTRICT
10 MINS 🚗

DXB AIRPORT
15 MINS 🚗

360° VIEWS

From sunrise over Creek Harbour to sunsets behind the Burj Khalifa, HQ by Rove opens up panoramic views across the whole city. With Marasi Bay below and d3 on the horizon, every angle connects you to Dubai's most iconic districts, a workspace with a skyline like no other.



PROJECT DETAILS

PROJECT NAME

HQ by Rove

DEVELOPER

IRTH Urban Development LLC

BRAND

Rove Hotels

PLOT AREA

76,038 SQFT

GROSS FLOOR SIZE

~22,500 SQFT

TOTAL OFFICE FLOORS

23

TOTAL MODULAR UNITS PER FLOOR

Up to 22 units

TOTAL AMENITIES AREA

120,000 SQFT

Amenities make 28% of the project

TOTAL PARKING BAYS: 988 ACROSS 8 FLOORS

1 parking per modular unit
Additional visitor & valet parking
Dedicated EV charging stations
Dedicated bicycle parking

TOTAL NUMBER OF ELEVATORS: 21

Destination controlled high-speed
passenger lifts: 14
Shuttle Lifts: 5
Service Lifts: 2

SERVICE CHARGES: AED 24 APPROX.

Special pass for gym and Reset 16

ANTICIPATED HANDOVER DATE

Q1 2029



CONSULTANTS

ID TEAM

zebra

LANDSCAPE ARCHITECT

studioCREATE.
Landscape Architecture

ART TEAM

studio 'eel
Art Consultancy



HQ
— by —
R O V E
MARASI BAY

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