

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.

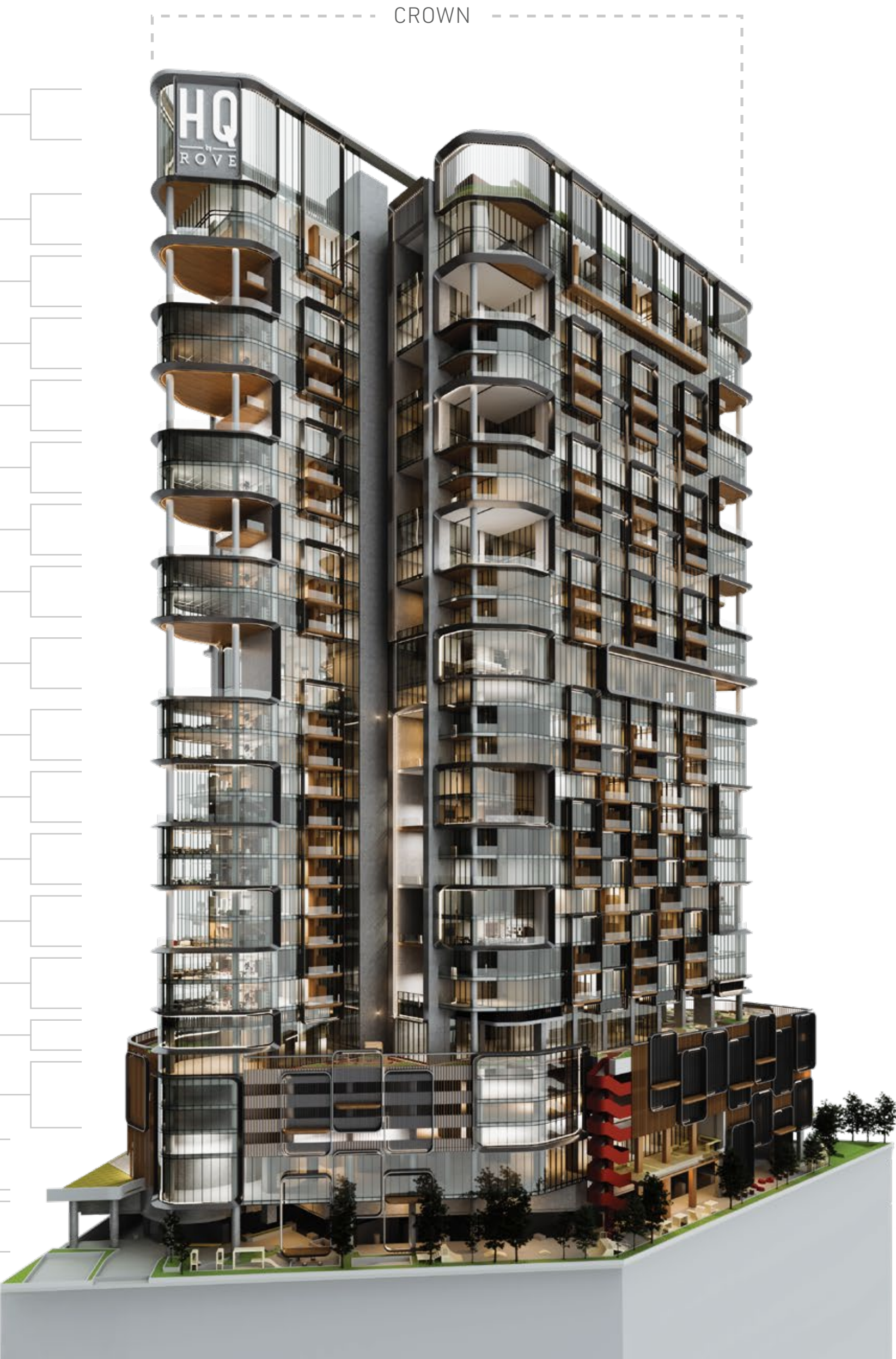




# BUILDING OVERVIEW



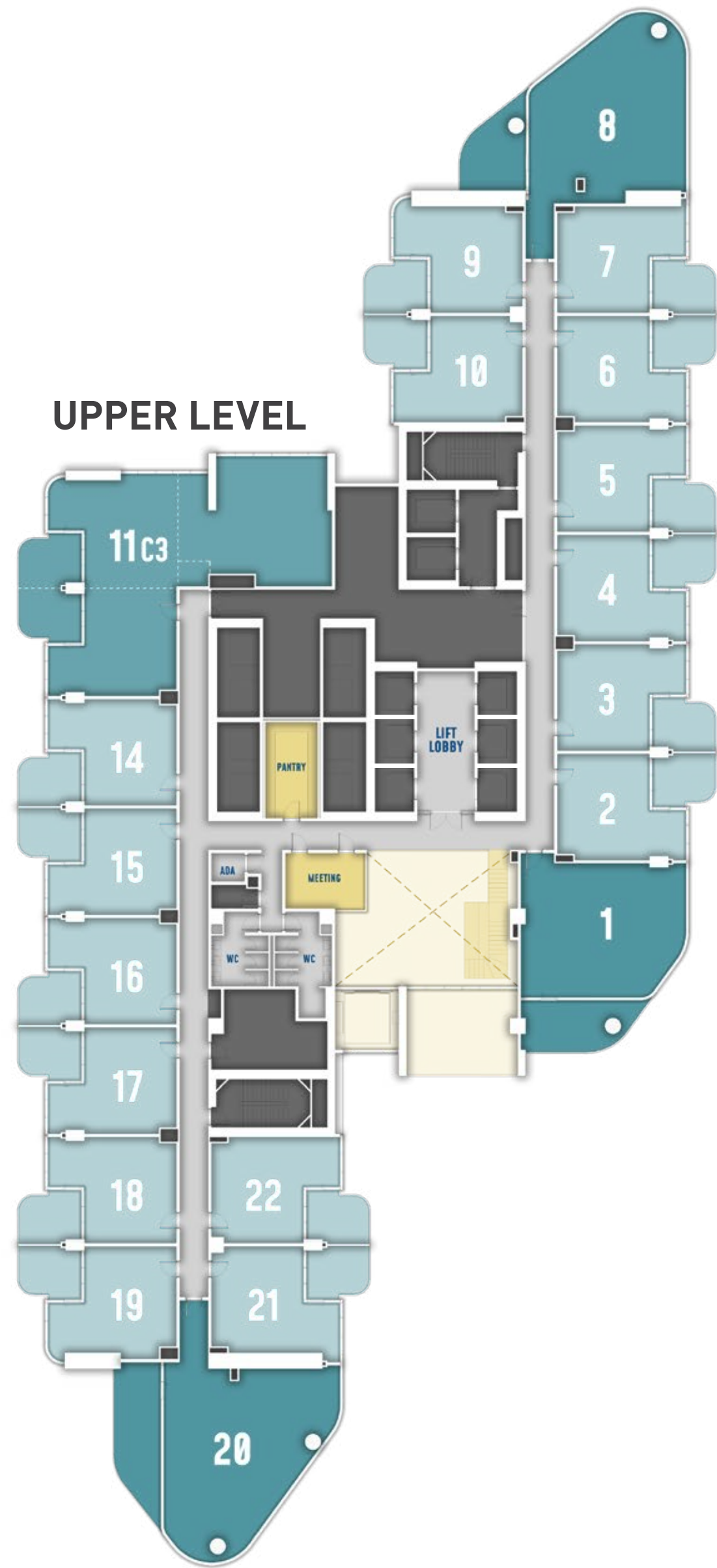
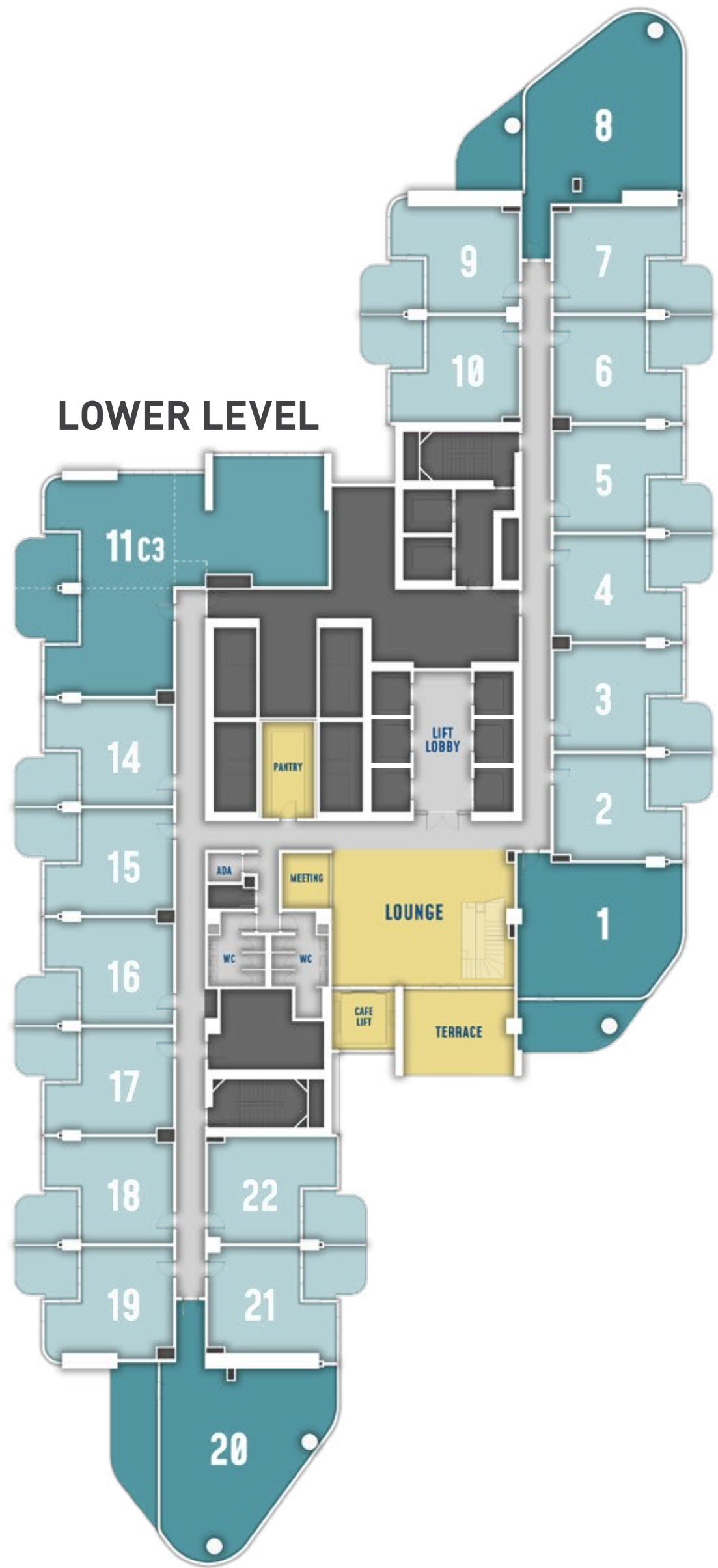
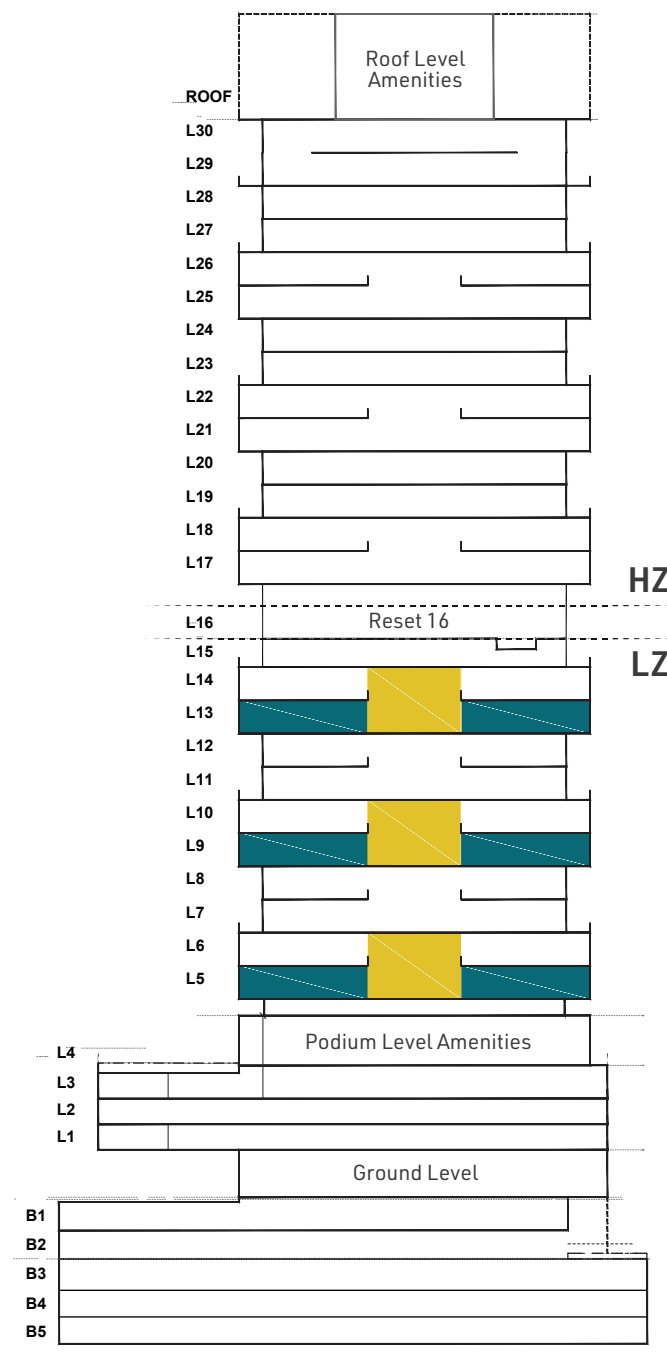
|             |                                       |  |
|-------------|---------------------------------------|--|
|             | ROOF LEVEL                            |  |
| L29 & L30   | PENTHOUSE LOFTS                       |  |
| L27 & L28   | SIMPLEX FULL FLOOR                    |  |
| L25 & L26   | MODULAR COLLECTION WITH SIMPLEX EDGES |  |
| L23 & L24   | SIMPLEX FULL FLOOR                    |  |
| L21 & L22   | MODULAR COLLECTION WITH SIMPLEX EDGES |  |
| L19 & L20   | SIMPLEX FULL FLOOR                    |  |
| L17 & L18   | MODULAR COLLECTION WITH SIMPLEX EDGES |  |
| L16         | RESET 16                              |  |
| L13 & L14   | MODULAR COLLECTION WITH SIMPLEX EDGES |  |
| L11 & L12   | MODULAR COLLECTION WITH LOFT EDGES    |  |
| L9 & L10    | MODULAR COLLECTION WITH SIMPLEX EDGES |  |
| L7 & L8     | MODULAR COLLECTION WITH LOFT EDGES    |  |
| L5 & L6     | MODULAR COLLECTION WITH SIMPLEX EDGES |  |
| L4          | PODIUM LEVEL                          |  |
| L1, L2 & L3 | PARKING LEVELS                        |  |
|             | GROUND LEVEL                          |  |
|             | ARCADE LEVEL                          |  |



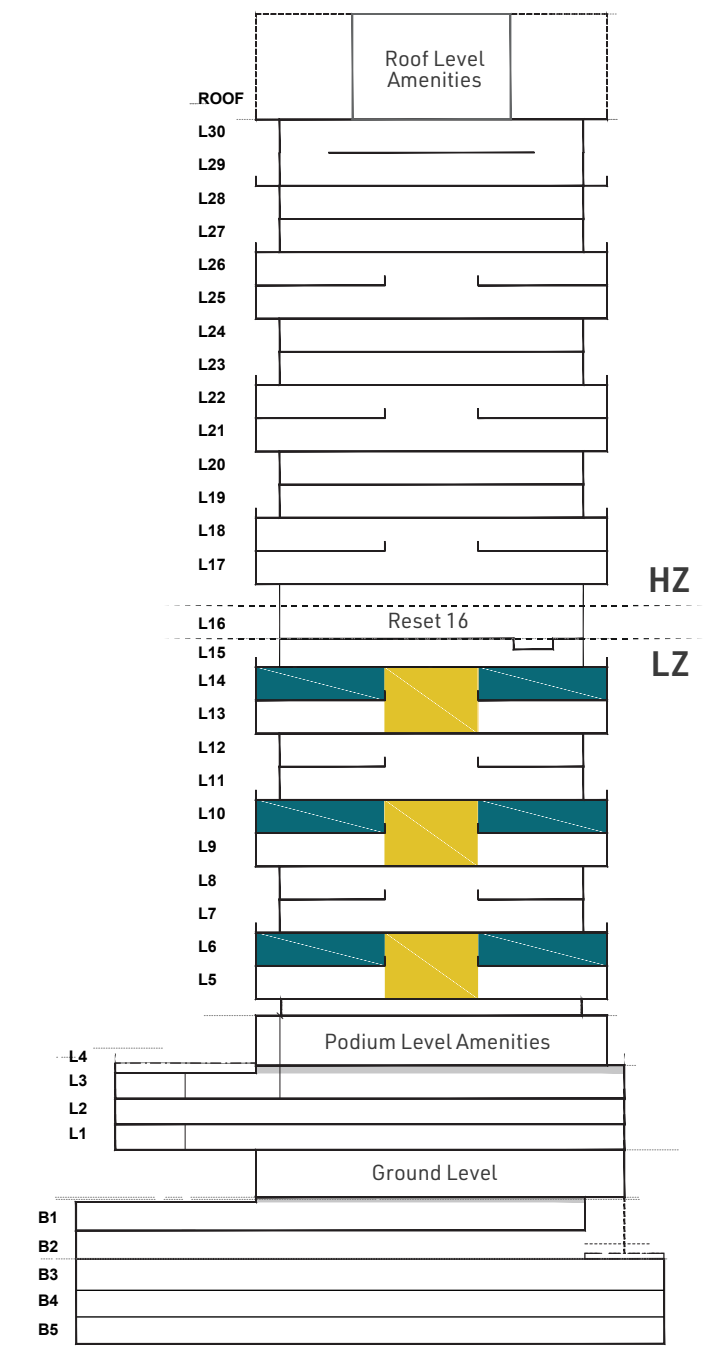
BASEMENT LEVELS



L05 - L09 - L13  
MODULAR OFFICE COLLECTION  
WITH SIMPLEX EDGES

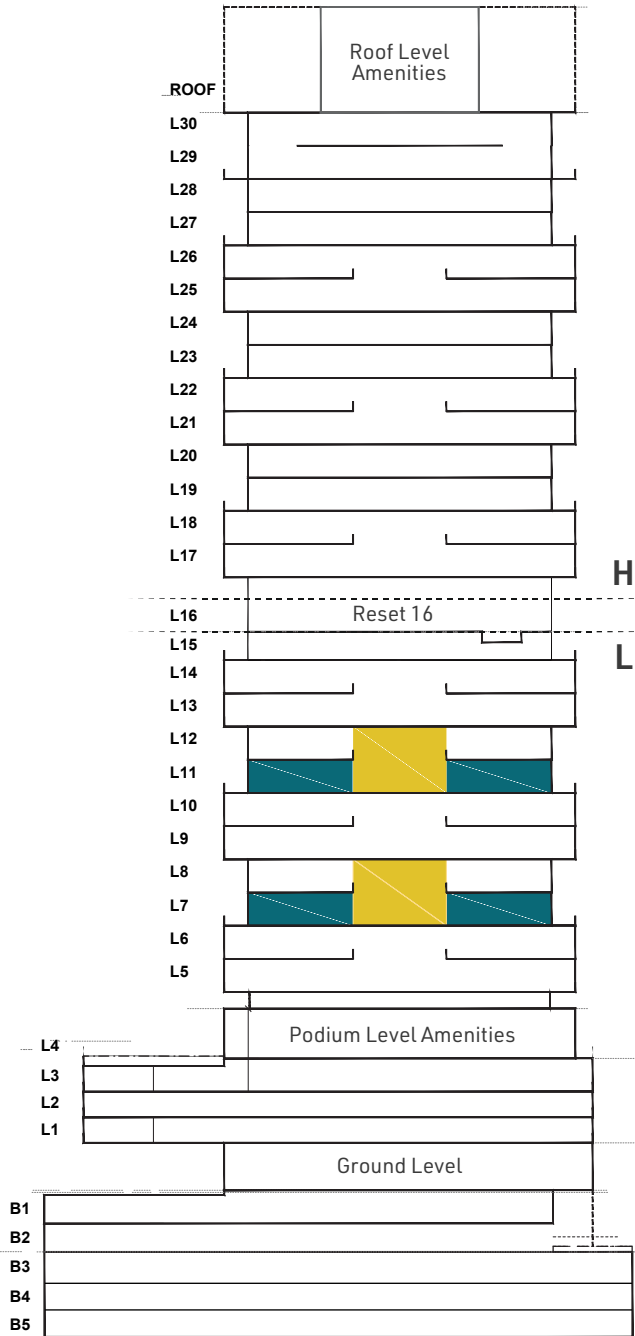


L06 - L10 - L14  
MODULAR OFFICE COLLECTION  
WITH SIMPLEX EDGES

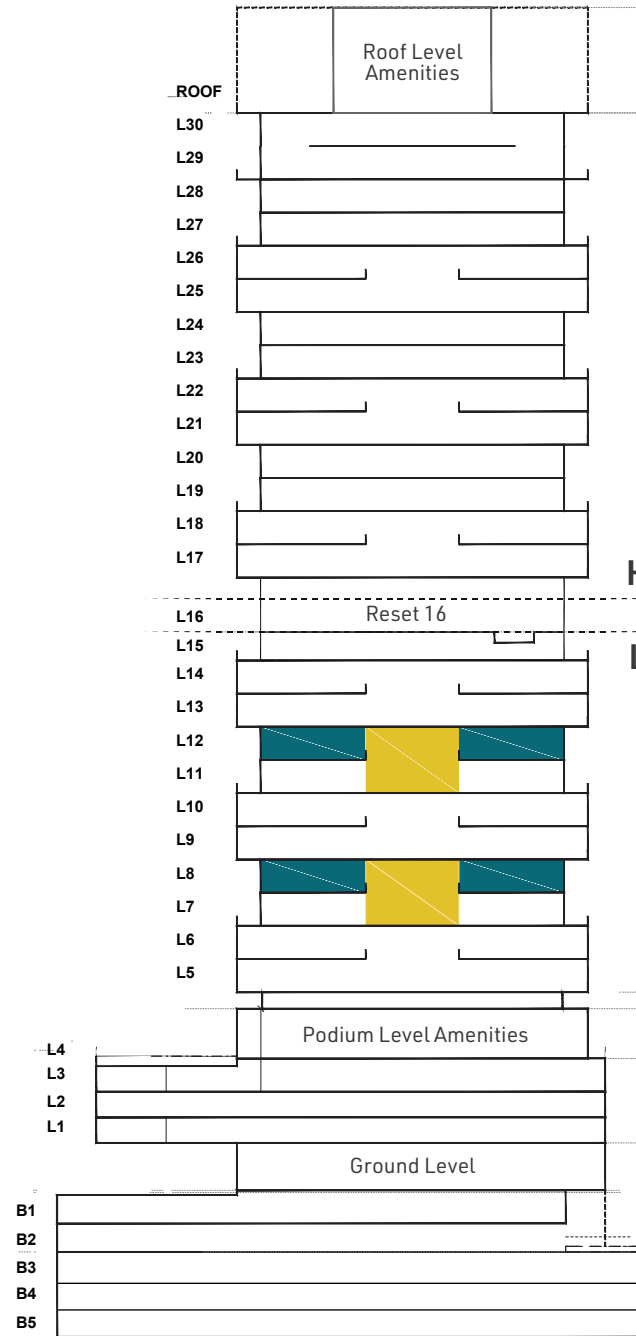




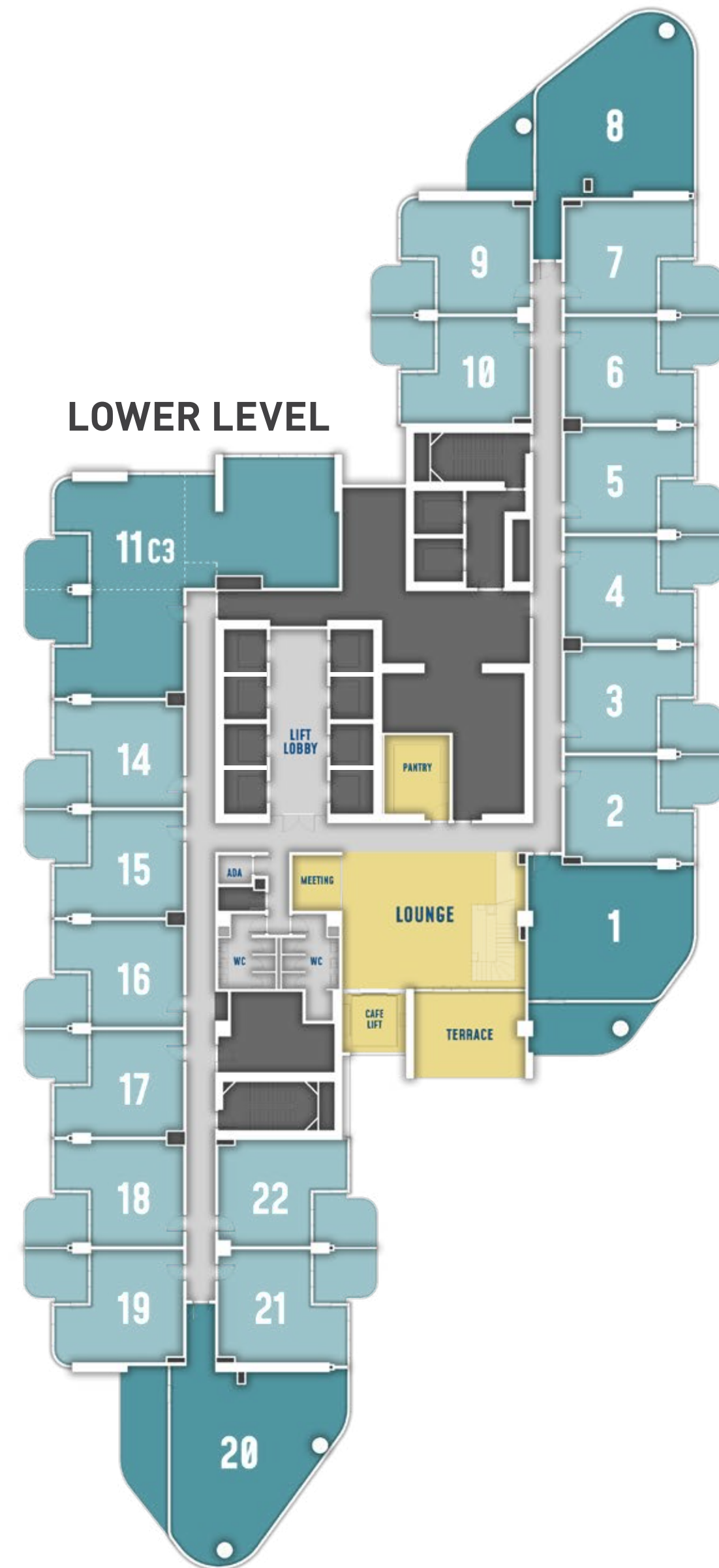
L07 - L11  
MODULAR OFFICE COLLECTION  
WITH LOFT EDGES



L08 - L12  
MODULAR OFFICE COLLECTION  
WITH LOFT EDGES







**UPPER LEVEL**

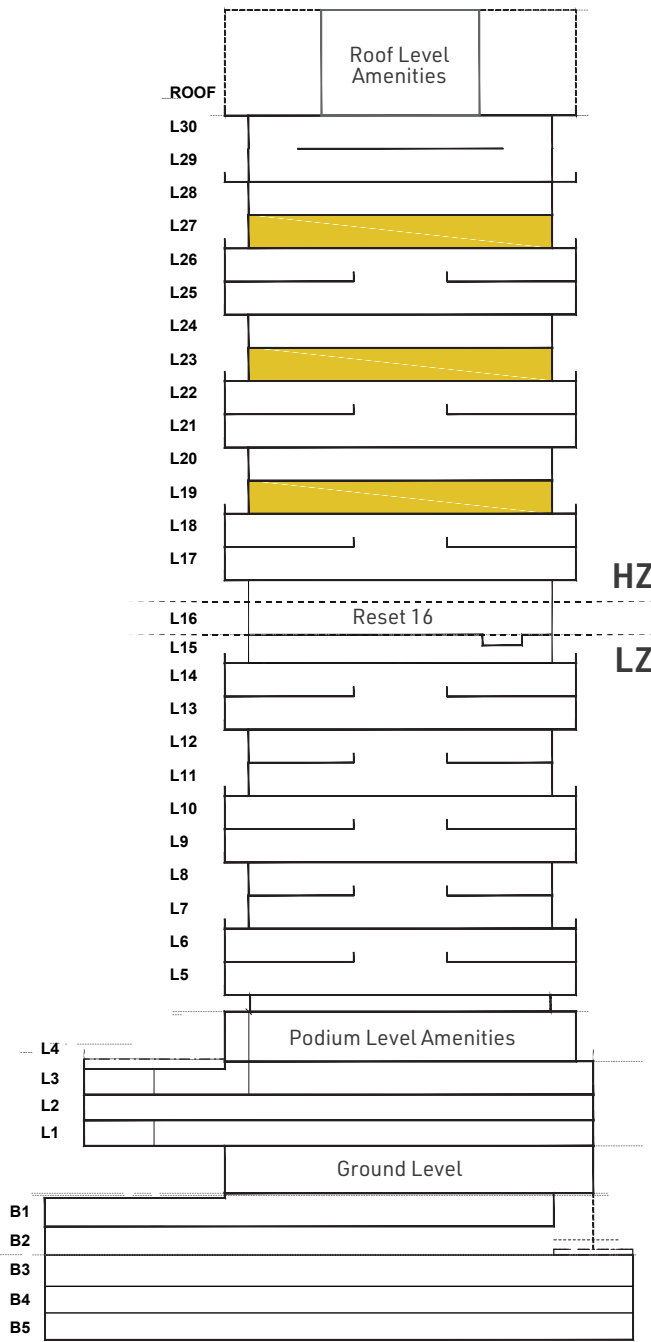
The floor plan shows a central corridor with rooms on both sides. Rooms are numbered 1 through 22. Room 1 is a large room at the bottom right. Rooms 2 through 10 are along the right side. Rooms 11c3, 14, 15, 16, 17, 18, and 19 are along the left side. Rooms 20, 21, and 22 are at the bottom. Common areas include a lift lobby, pantry, meeting room, restrooms (WC), and an ADA room.

Architectural floor plan of the 16th floor. The plan shows a central corridor labeled "Reset 16" running horizontally. To the left of the corridor are rooms L1 through L16, L17, L18, L19, L20, L21, L22, L23, L24, L25, L26, L27, L28, L29, L30, and L31. To the right of the corridor are rooms L1 through L16, L17, L18, L19, L20, L21, L22, L23, L24, L25, L26, L27, L28, L29, L30, and L31. The plan also shows a "Podium Level Amenities" area at the bottom and a "Roof Level Amenities" area at the top. The plan is oriented with North (N) at the top.

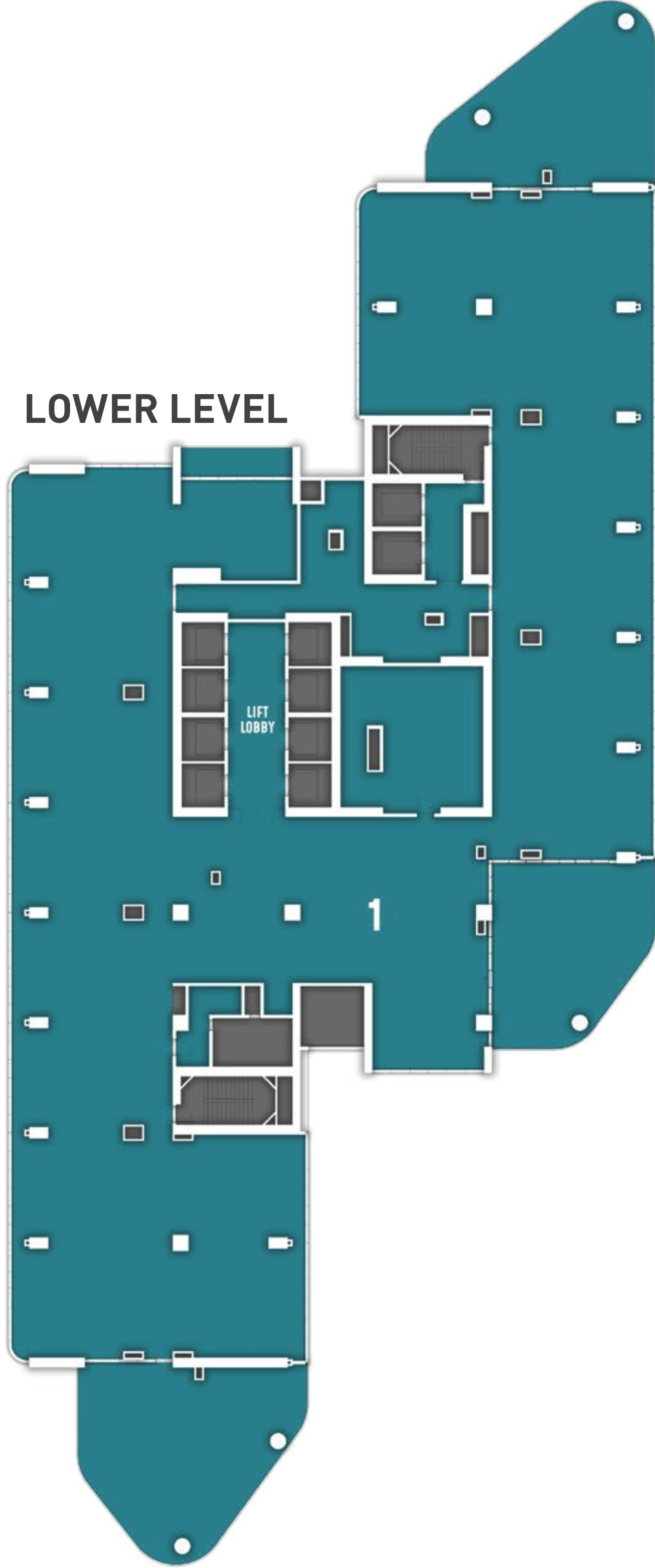


L19 - L23 - L27  
SIMPLEX FULL FLOOR  
1 TITLE DEED

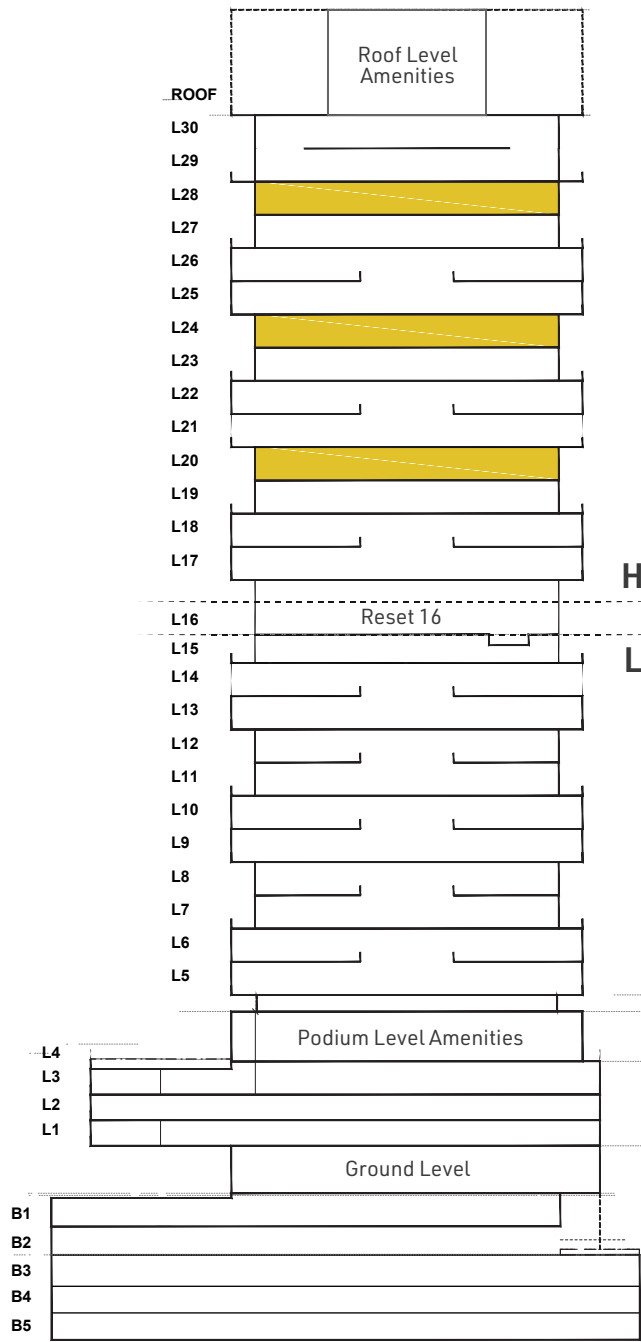
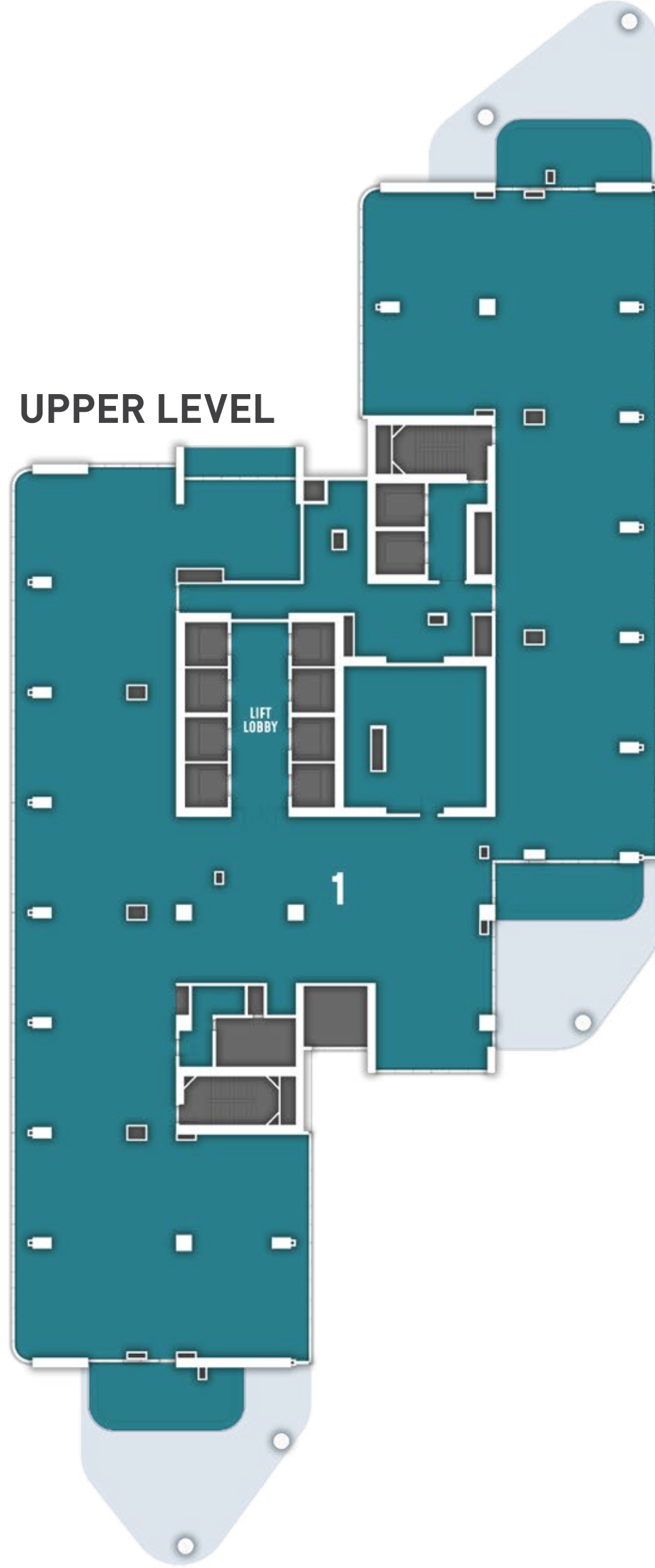
L20 - L24 - L28  
SIMPLEX FULL FLOOR  
1 TITLE DEED



LOWER LEVEL

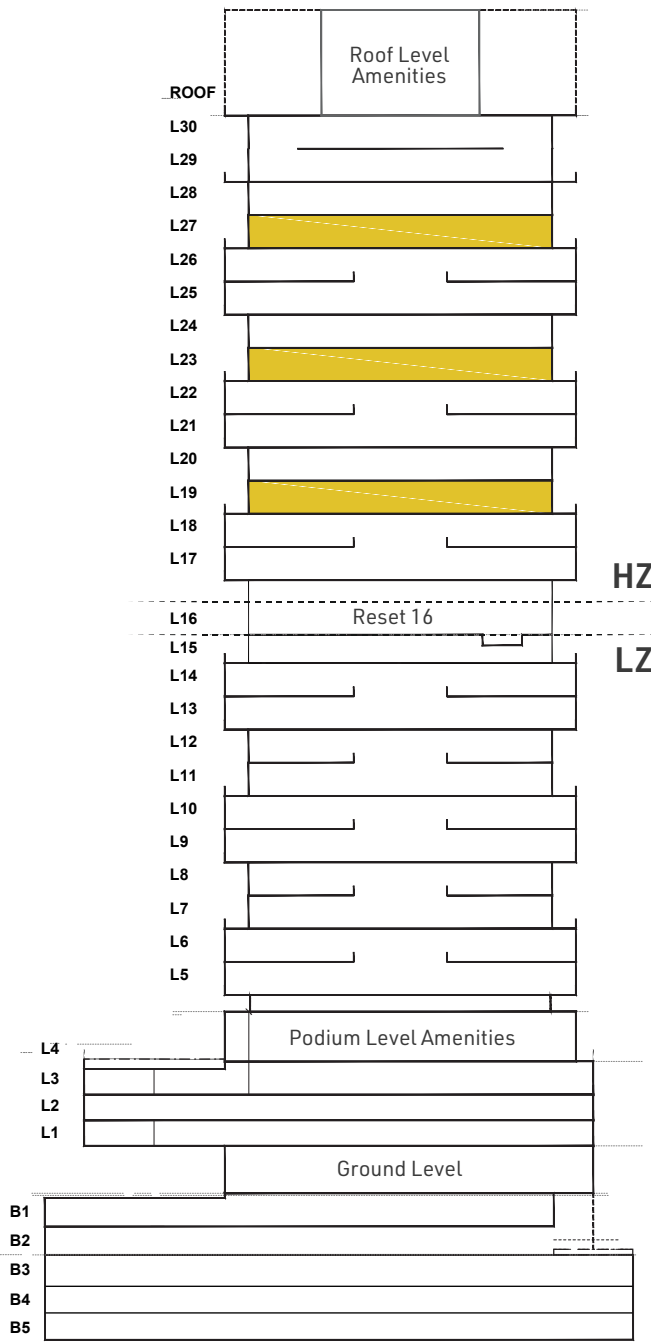


UPPER LEVEL

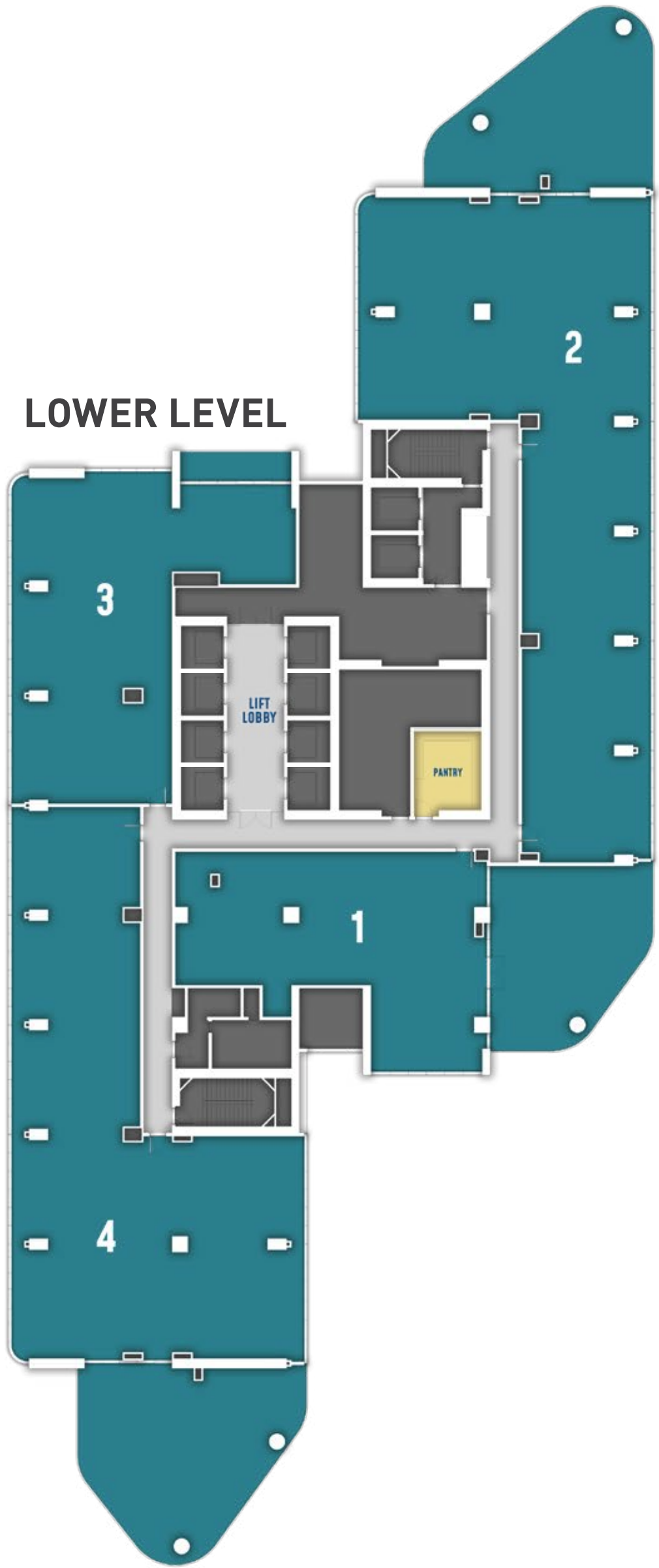




L19 - L23 - L27  
SIMPLEX FULL FLOOR  
4 TITLE DEEDS



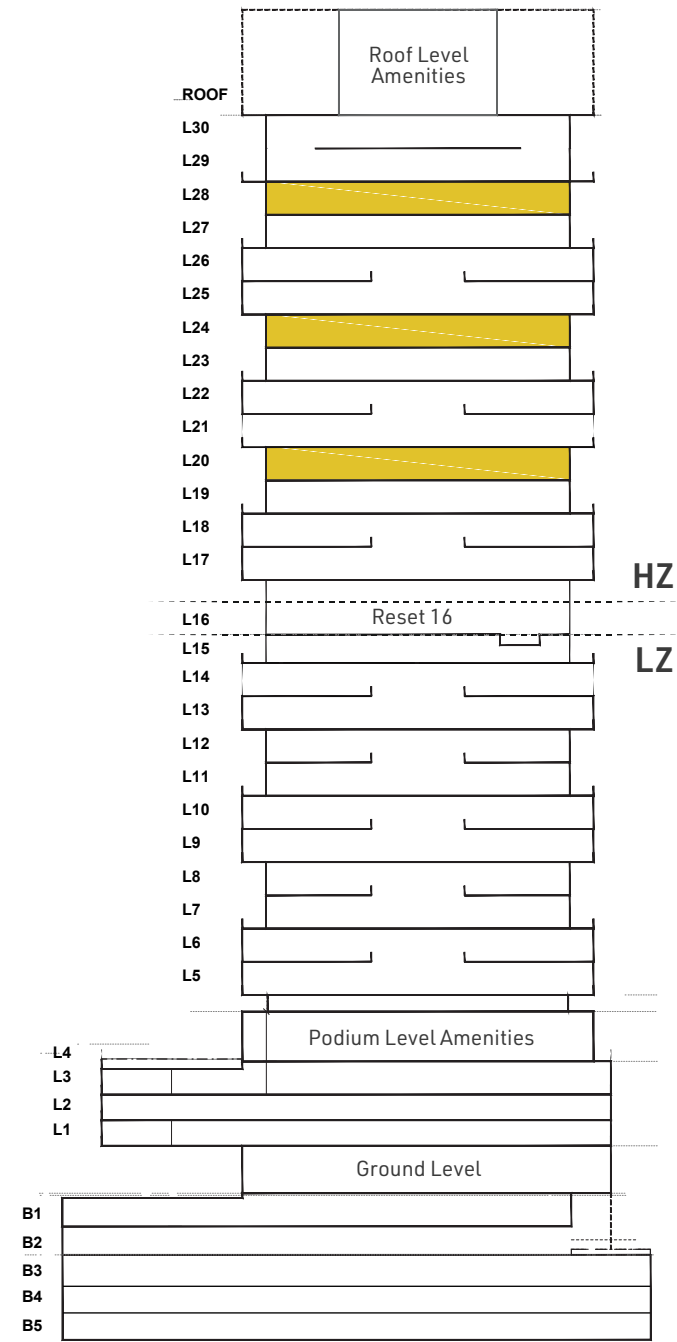
LOWER LEVEL



UPPER LEVEL

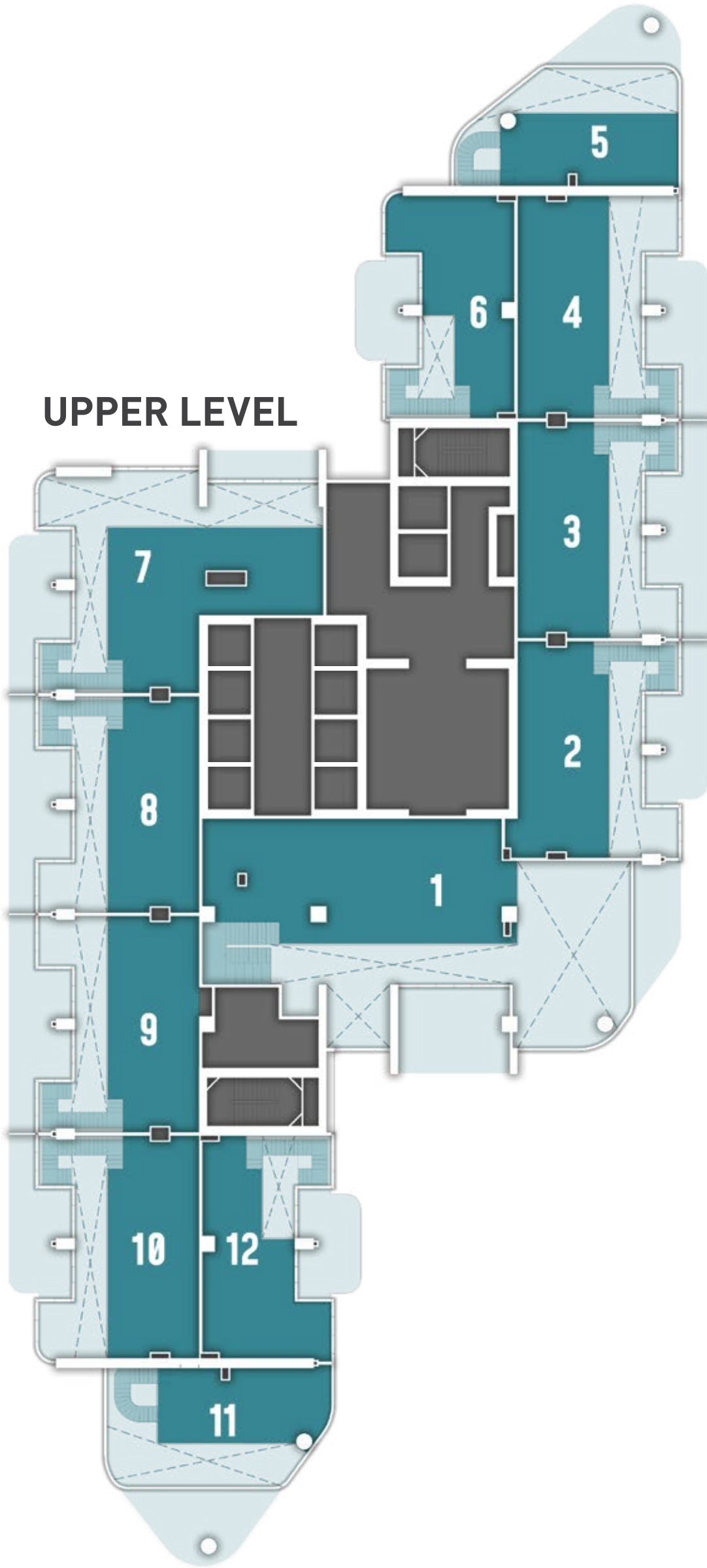
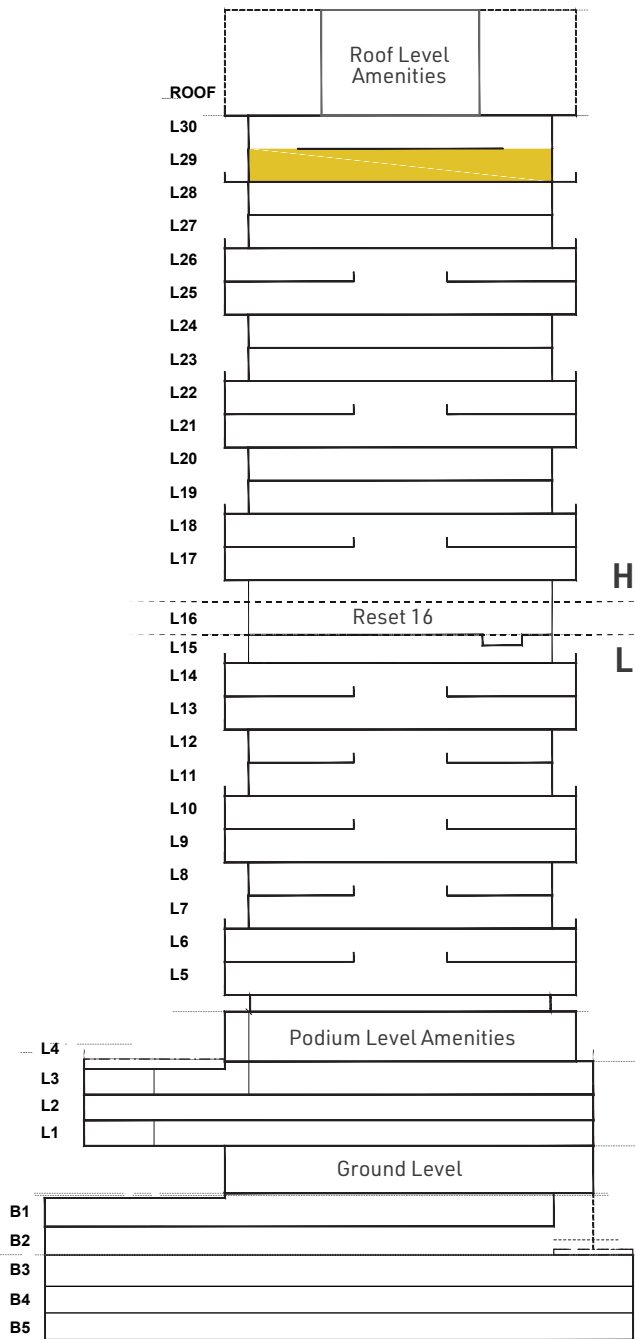


L20 - L24 - L28  
SIMPLEX FULL FLOOR  
6 TITLE DEEDS

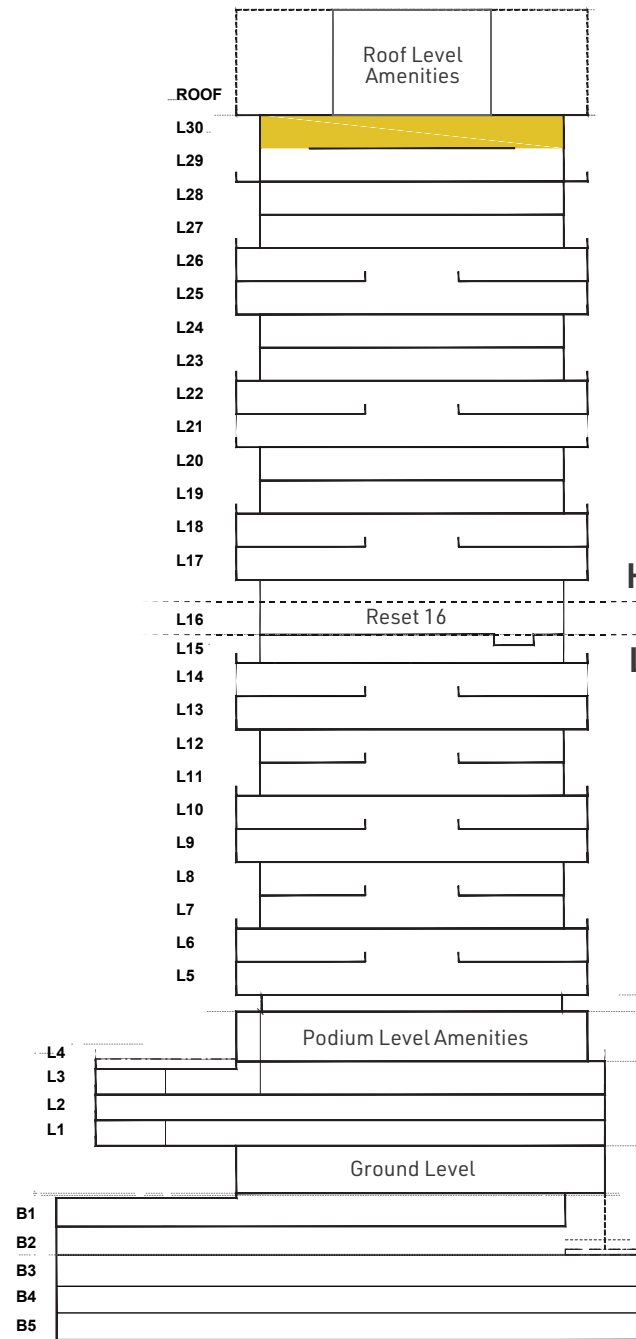




L29  
PENTHOUSE LOFTS



L30  
PENTHOUSE LOFTS







ARCADE LEVEL

# WORK MEETS PLAY

A vibrant, social space with skate-park vibes, sunken seating, and relaxed zones that make work feel anything but ordinary.



## ARCADE LEVEL

- 01 PRIVATE ROAD ACCESS
- 02 URBAN GALLERY
- 03 SUNKEN SEATING
- 04 SKATE PARK
- 05 URBAN GYM
- 06 CONNECTING STAIRCASE TO GF
- 07 SCULPTURAL RIBBON SEATING
- 08 CHILL ZONE
- 09 PROMENADE ARRIVAL



# GROUND LEVEL

- 01 DROP-OFF AREA
- 02 VALET
- 03 SCOOTER PARKING
- 04 CONCIERGE
- 05 LOBBY LOUNGE
- 06 LIFT LOBBY
- 07 CO-WORKING ZONE
- 08 FOOD HALL - THE BLOCK
- 09 SERVING KITCHENS
- 10 SOCIAL SPACES
- 11 EVENTS STAGE
- 12 COFFEE CORNER
- 13 LIBRARY
- 14 OUTDOOR COURTYARD
- 15 CONNECTION STAIRCASE

FLOOR  
PLAN





# FLOOR PLAN



## PODIUM LEVEL

- 01 LIFT LOBBY
- 02 VITAMIN BAR
- 03 GYM-OUTDOOR/INDOOR
- 04 FOAM PIT
- 05 RENTABLE MULTI-PURPOSE AREA  
INDOOR/OUTDOOR
- 06 BEAUTY LOUNGE
- 07 NAIL SALON
- 08 ONE-STOP SHOP
- 09 MASSAGE ROOM
- 10 CRANK STUDIO
- 11 CO-WORKING ZONE
- 12 YOGA SPACE
- 13 BASKETBALL COURT
- 14 PADEL COURT
- 15 FLOATING TREEHOUSE PODS
- 16 PODCAST CABIN
- 17 SUNKEN SEATING
- 18 STEPPED GARDEN
- 19 PLAY & PAUSE ZONE
- 20 RUNNING TRACK
- 21 CONNECTION STAIRCASE



# RESET 16

- |              |                      |                   |
|--------------|----------------------|-------------------|
| 01 SPA PODS  | 05 PLUNGE POOL       | 09 JUICE BAR      |
| 02 JACUZZI   | 06 NAP PODS          | 10 ZEN GARDEN     |
| 03 STEAM POD | 07 SEMI-OLYMPIC POOL | 11 CHILL GARDEN   |
| 04 SAUNA POD | 08 SUN LOUNGERS      | 12 CHANGING ROOMS |

FLOOR  
PLAN





## FLOOR PLAN

# THE HUB

- |                             |                             |
|-----------------------------|-----------------------------|
| 01 COFFEE CORNER            | 06 OOO PODS                 |
| 02 UPRESSO VERTICAL CAFE    | 07 SHARED PANTRY            |
| 03 COMMUNAL LOUNGE          | 08 INTEGRATED STAIR SEATING |
| 04 CO-WORKING ZONE          | 09 FEATURE STAIRCASE        |
| 05 COMBINABLE MEETING ROOMS | 10 OUTDOOR COURTYARD        |





## FLOOR PLAN

# ROOFTOP LEVEL

- 01 LIFT LOBBY
- 02 GARDEN MEETING PODS
- 03 SCULPTURAL RIBBON SEATING
- 04 SOCIAL CORNER
- 05 OBSERVATION DECK
- 06 CO-WORKING ZONE





# UNIT TYPES



## MODULAR OFFICE COLLECTION

### STUDIO: 680-865 SQFT

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

### DELUXE: 1360-1446 SQFT STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

### EXECUTIVE: 1986-2264 SQFT STUDIO + DELUXE = EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts, available in open, semi-open, or closed configurations to suit growing teams.

### SIMPLEX EDGE: 1230-1614 SQFT

Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.

## A LA CARTE

### 2700 SQFT AND ABOVE

Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

## LOFT OFFICE COLLECTION

### LOFT EDGE: 2051-2467 SQFT

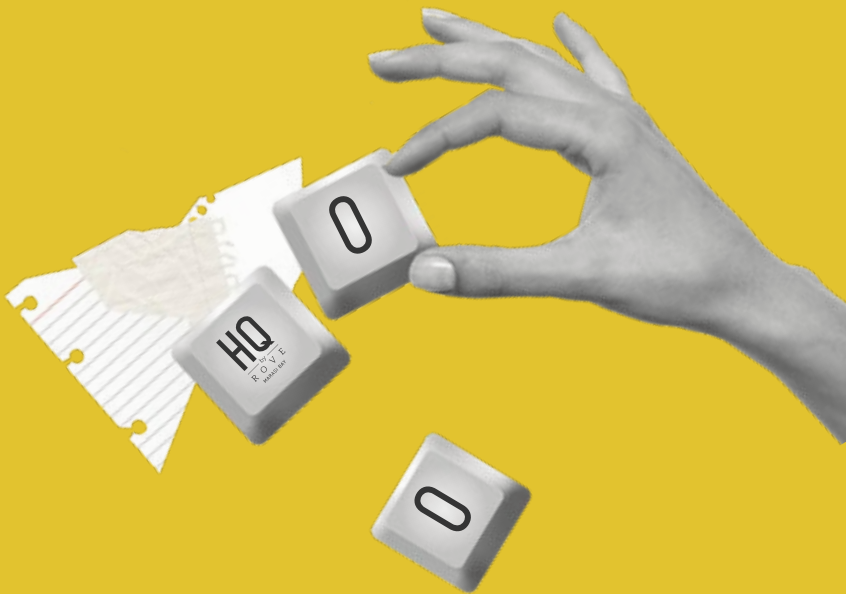
Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.

### PENTHOUSE LOFTS: 2185-3708 SQFT

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.

### PRESIDENTIAL LOFT: 5800 SQFT

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.





Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



# STUDIO + STUDIO = DELUXE





Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



# STUDIO + DELUXE = EXECUTIVE





MODULAR

# STUDIO

(680-865 SQFT)

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

OCCUPANCY  6-14



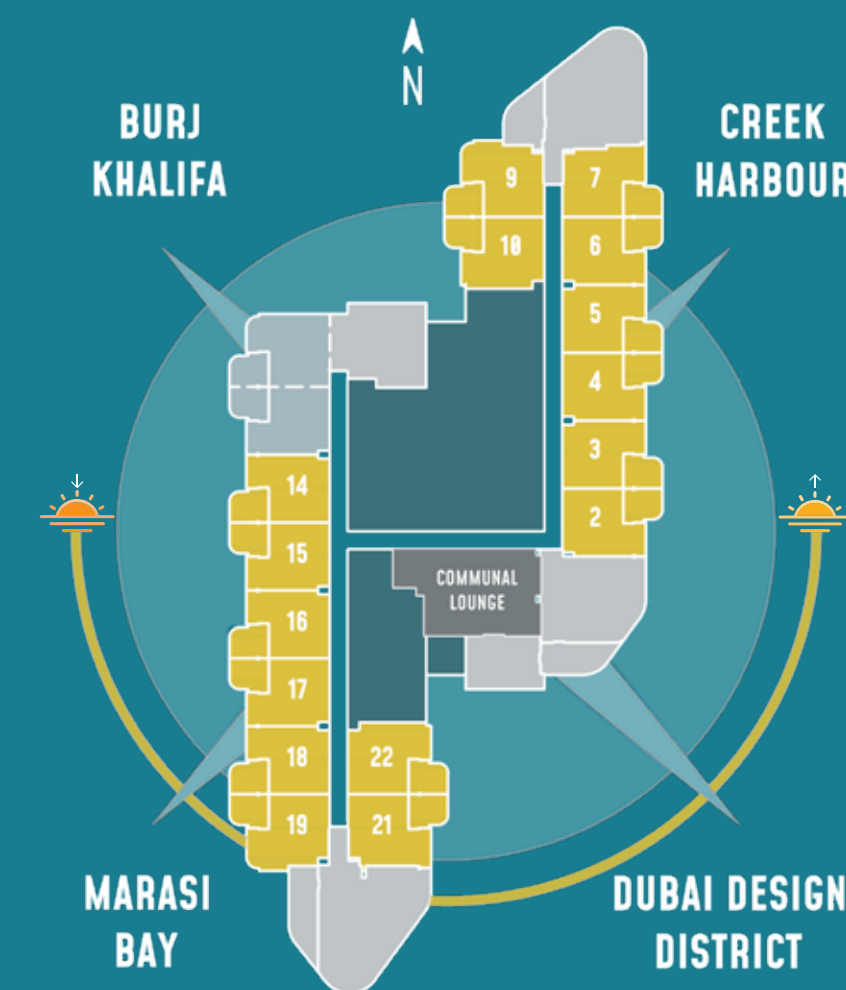


# STUDIO FLOOR PLAN



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 SHELVING/STORAGE UNIT
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 THINK WALL
- 08 COURTYARD

|                   |                                                       |
|-------------------|-------------------------------------------------------|
| SIZE              | (FROM - TO)                                           |
| INTERNAL AREA     | 539-595 SQFT                                          |
| OUTDOOR AREA      | 141 SQFT                                              |
| TOTAL AREA        | 680-736 SQFT                                          |
| LEVELS            | L05-L06-L09-L10<br>L13-L14-L17-L18<br>L21-L22-L25-L26 |
| DEDICATED PARKING | 1 SPOT                                                |



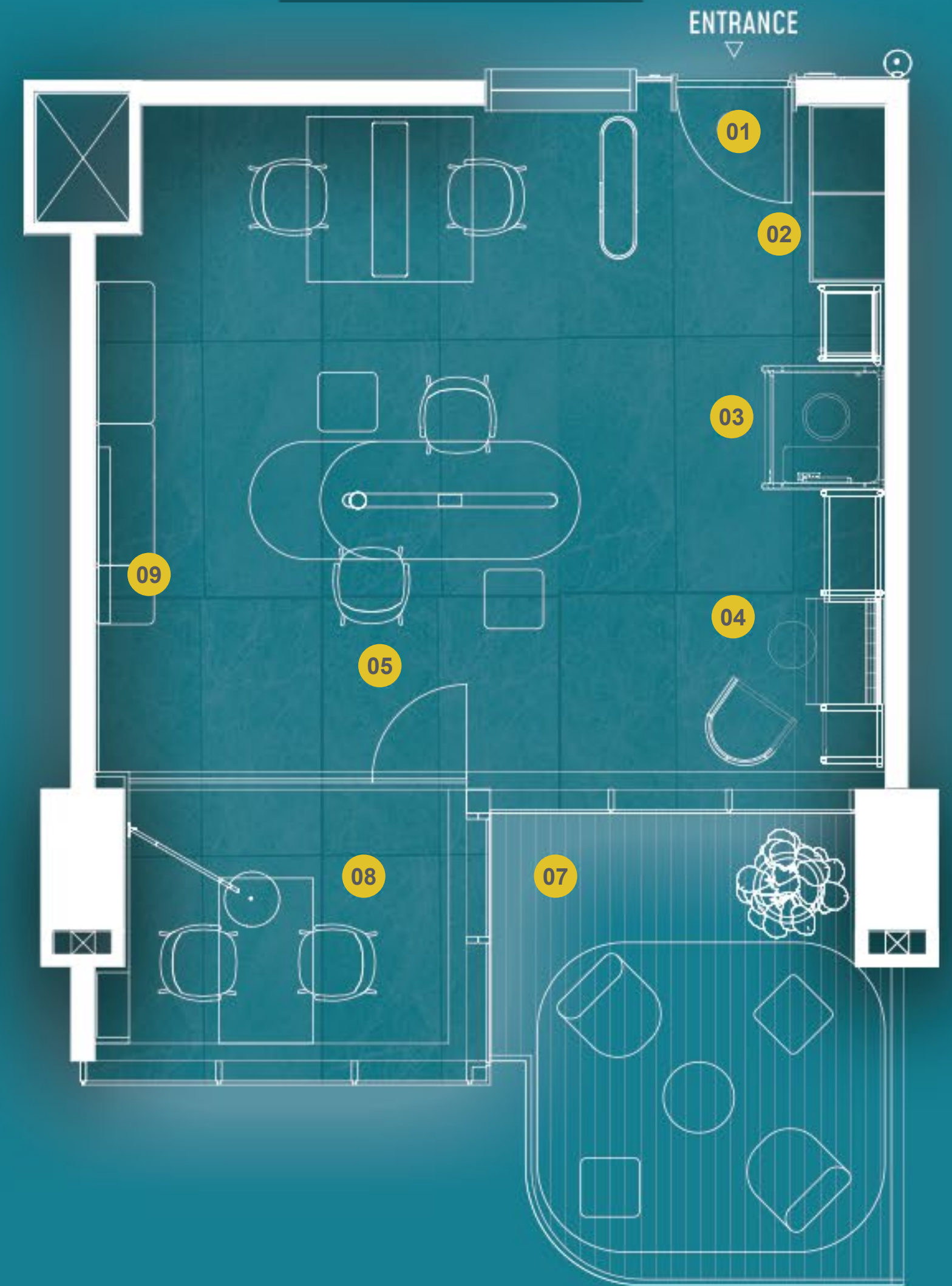
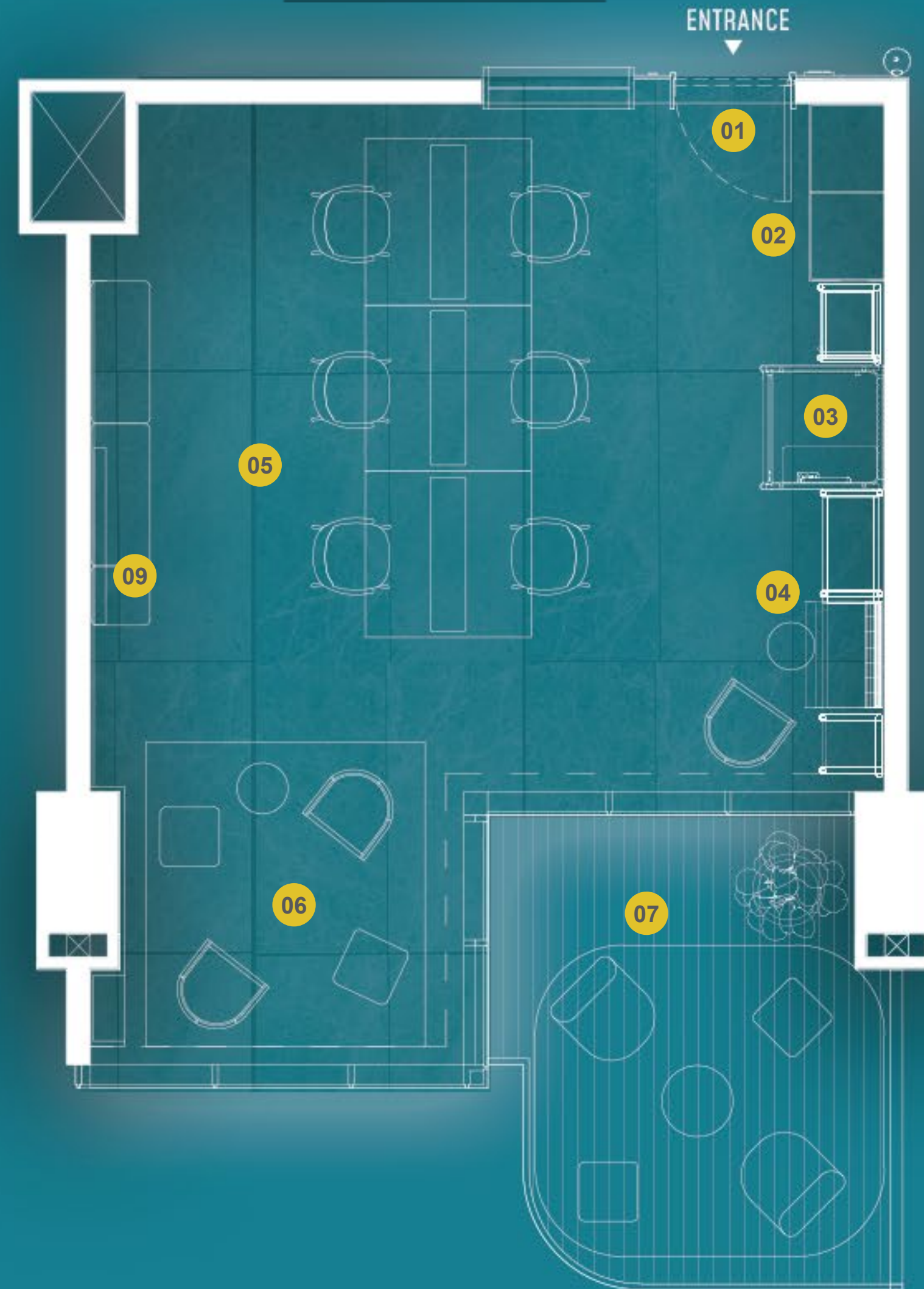
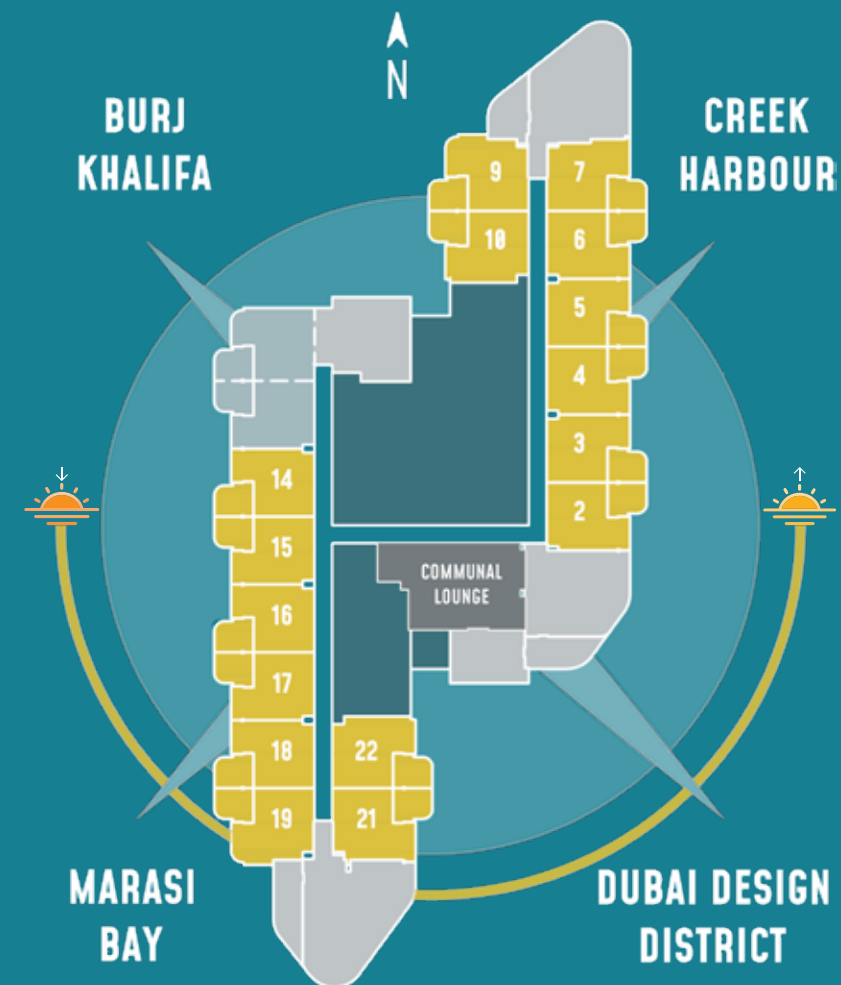


# STUDIO CONFIGURATIONS

## FLEX OPEN LAYOUT

## FLEX FOCUSED LAYOUT

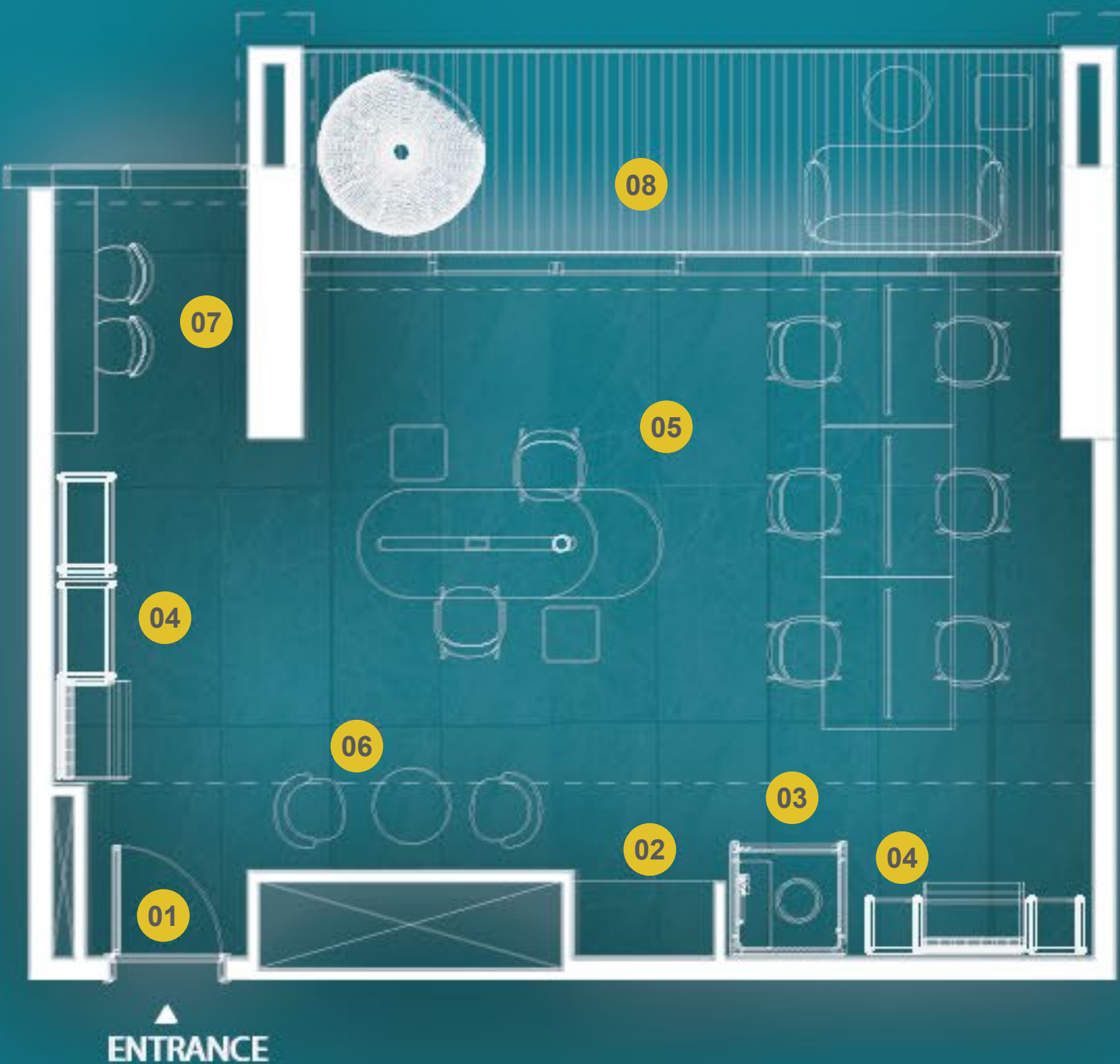
- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 STORAGE
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 COURTYARD
- 08 PRIVATE OFFICE
- 09 THINK WALL



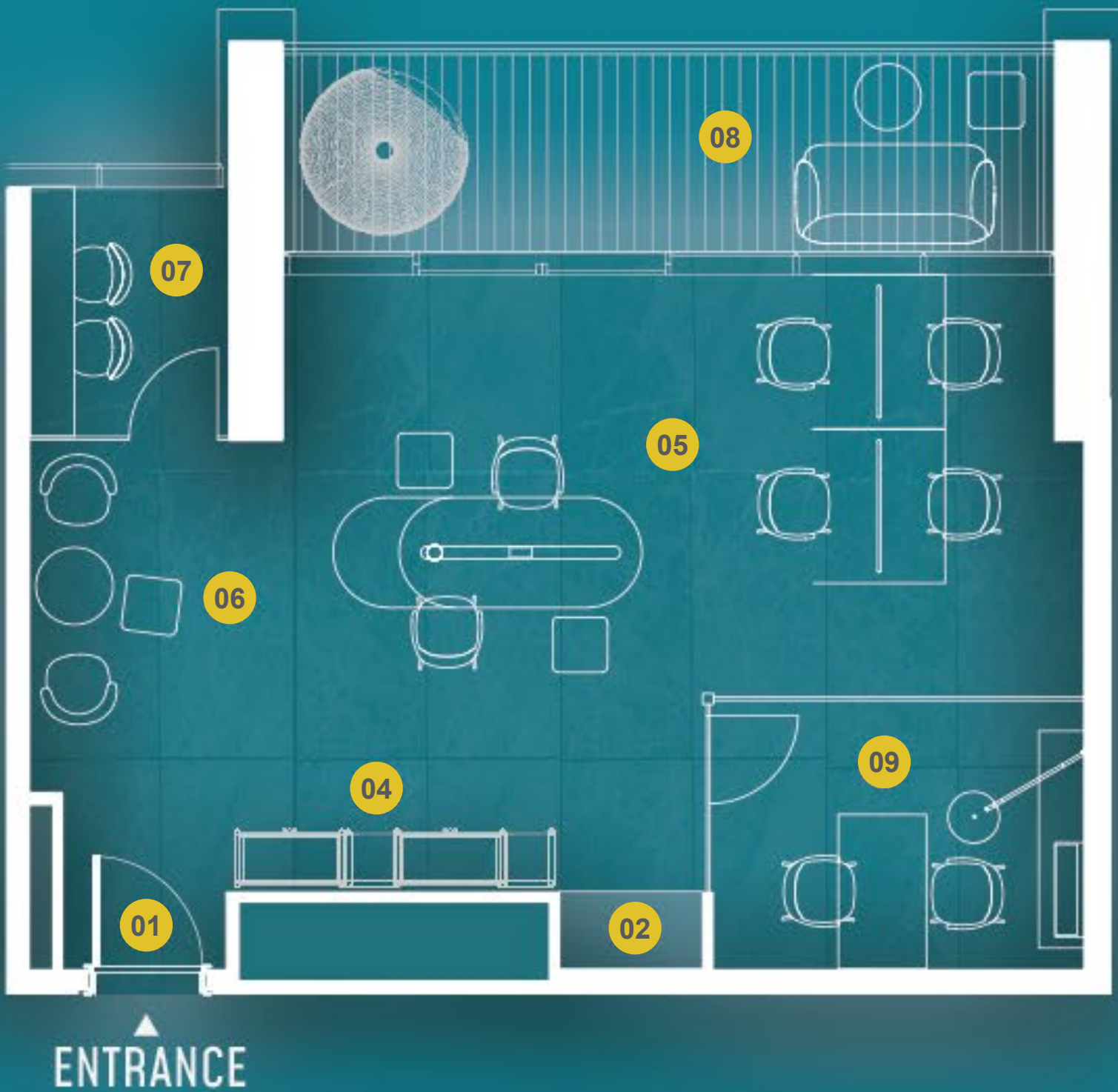


# STUDIO (UNIT-11) CONFIGURATIONS

FLEX OPEN LAYOUT

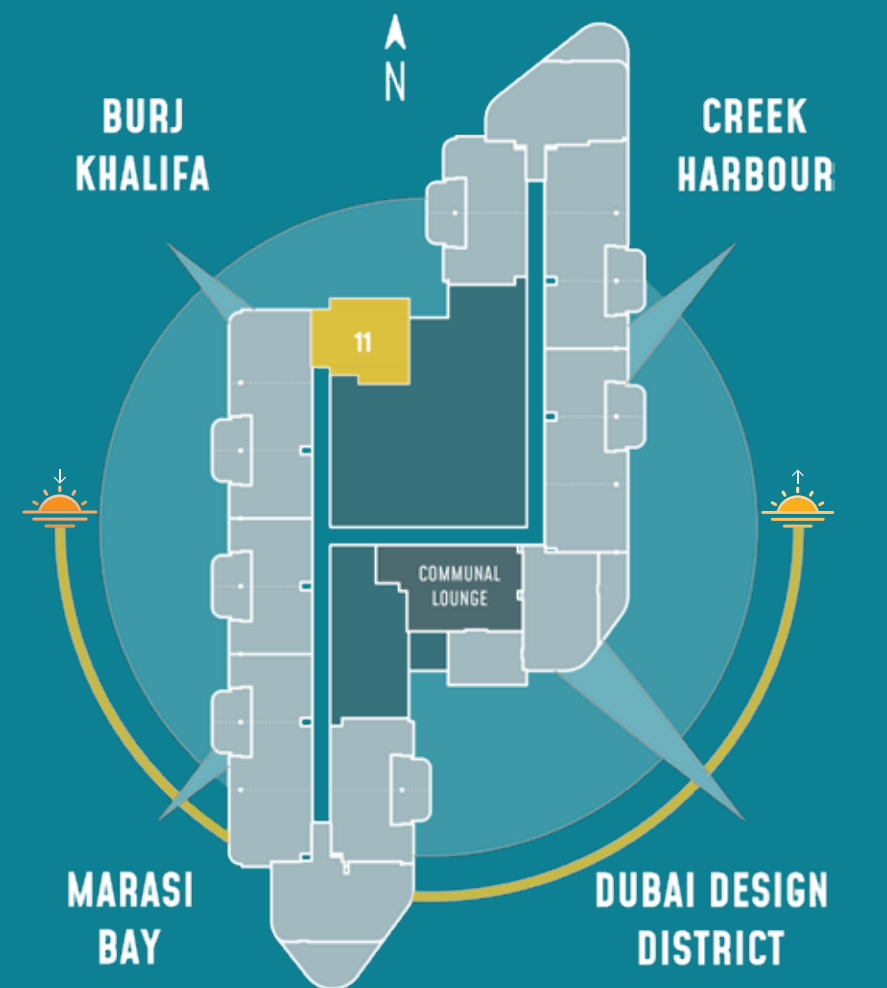


FLEX FOCUSED LAYOUT



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 SHELVING/STORAGE UNIT
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 HOT DESKS
- 08 COURTYARD
- 09 PRIVATE OFFICE

|                   |               |
|-------------------|---------------|
| INTERNAL AREA     | 702 SQFT      |
| OUTDOOR AREA      | 163 SQFT      |
| TOTAL AREA        | 865 SQFT      |
| LEVELS            | L7-L8-L11-L12 |
| DEDICATED PARKING | 2 SPOTS       |





MODULAR

# DELUXE

(1360-1446 SQFT)

STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

OCCUPANCY  11-21



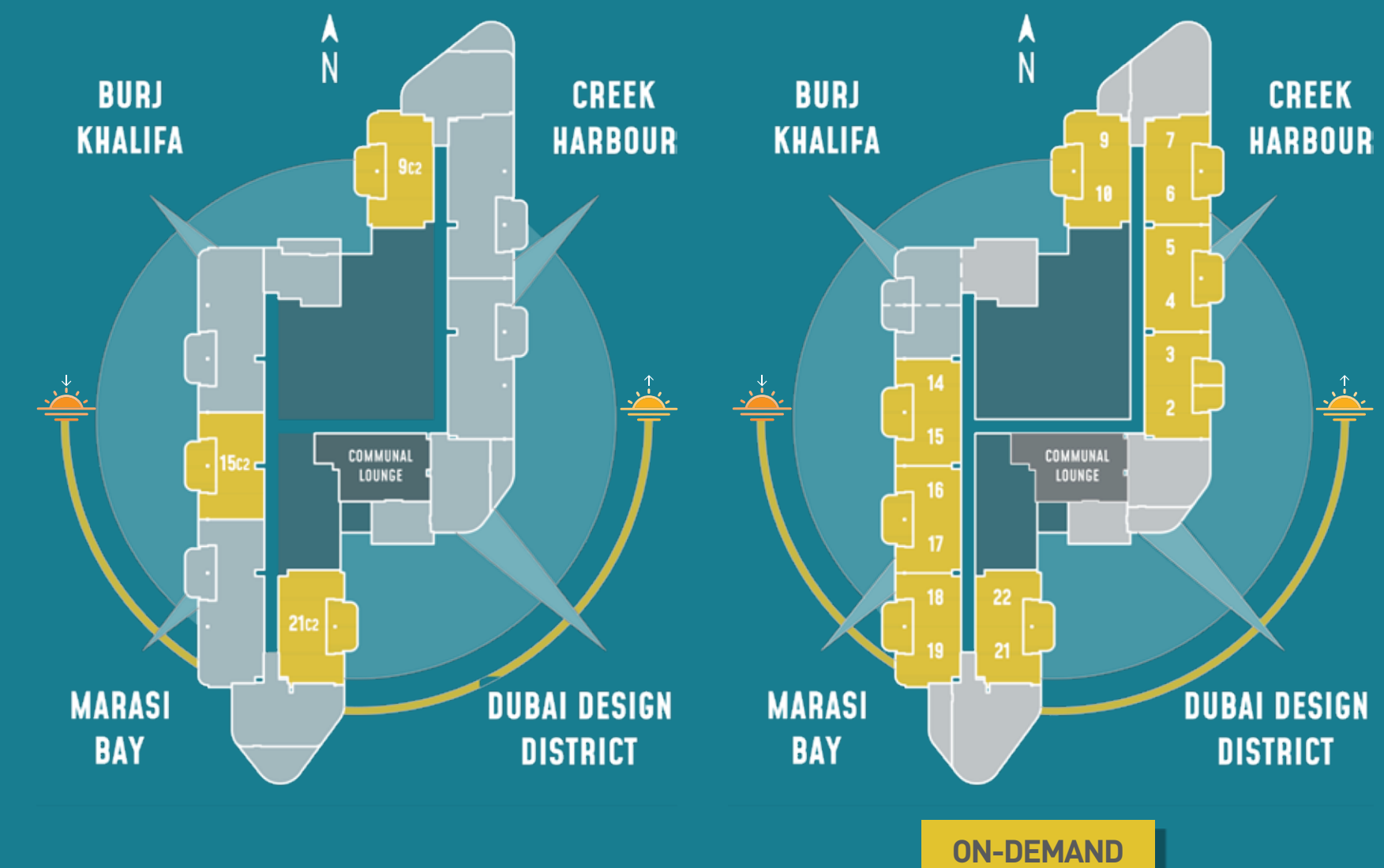


# DELUXE FLOOR PLAN



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 THINK WALL
- 07 COURTYARD
- 08 FOCUS BOOTH

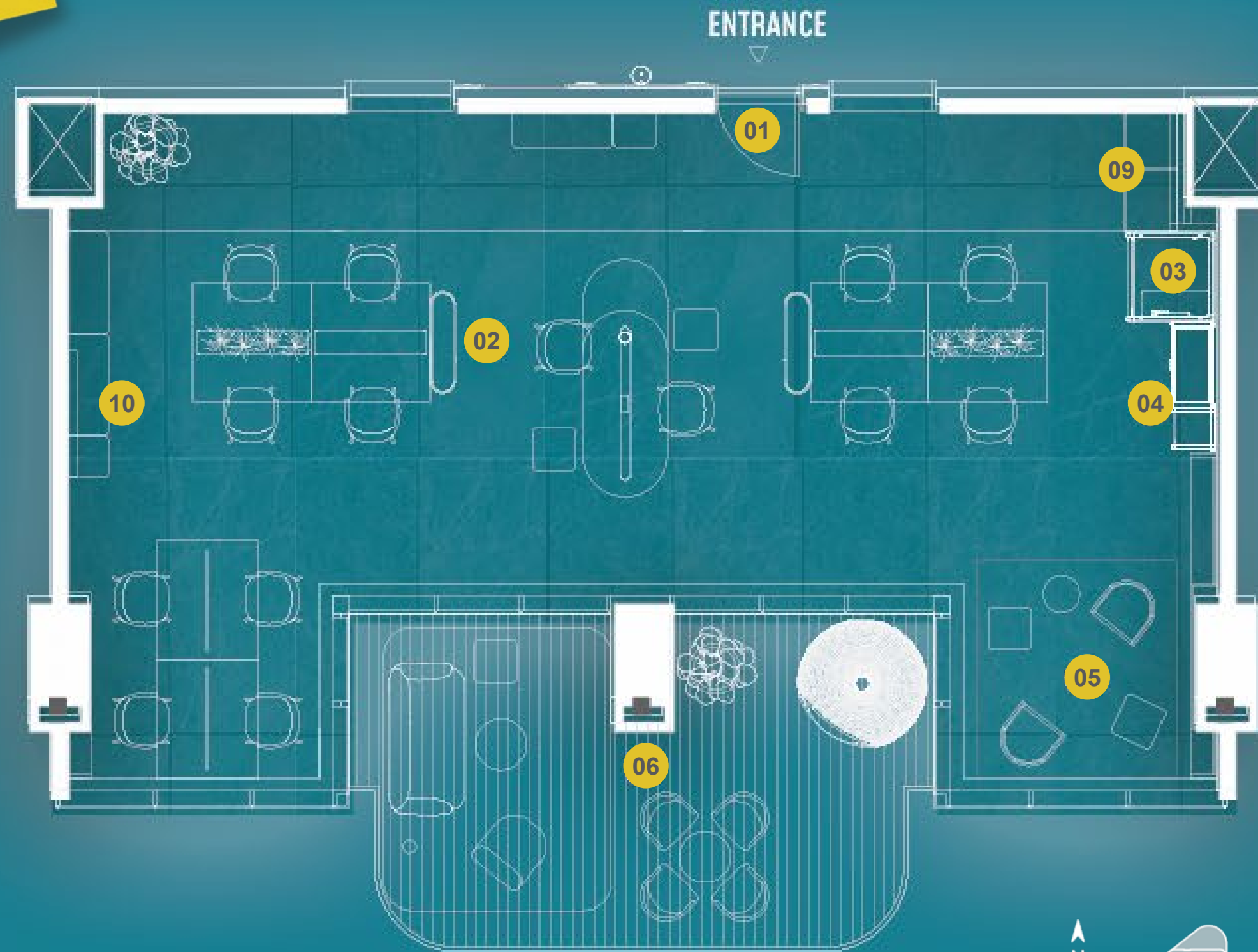
| SIZE              | (FROM - TO)                                           |
|-------------------|-------------------------------------------------------|
| INTERNAL AREA     | 1078-1153 SQFT                                        |
| OUTDOOR AREA      | 282 SQFT                                              |
| TOTAL AREA        | 1360-1446 SQFT                                        |
| LEVELS            | L07-L08-L11-L12                                       |
| ON-DEMAND LEVELS  | L05-L06-L09-L10<br>L13-L14-L17-L18<br>L21-L22-L25-L26 |
| DEDICATED PARKING | 2 SPOTS                                               |





# DELUXE CONFIGURATIONS

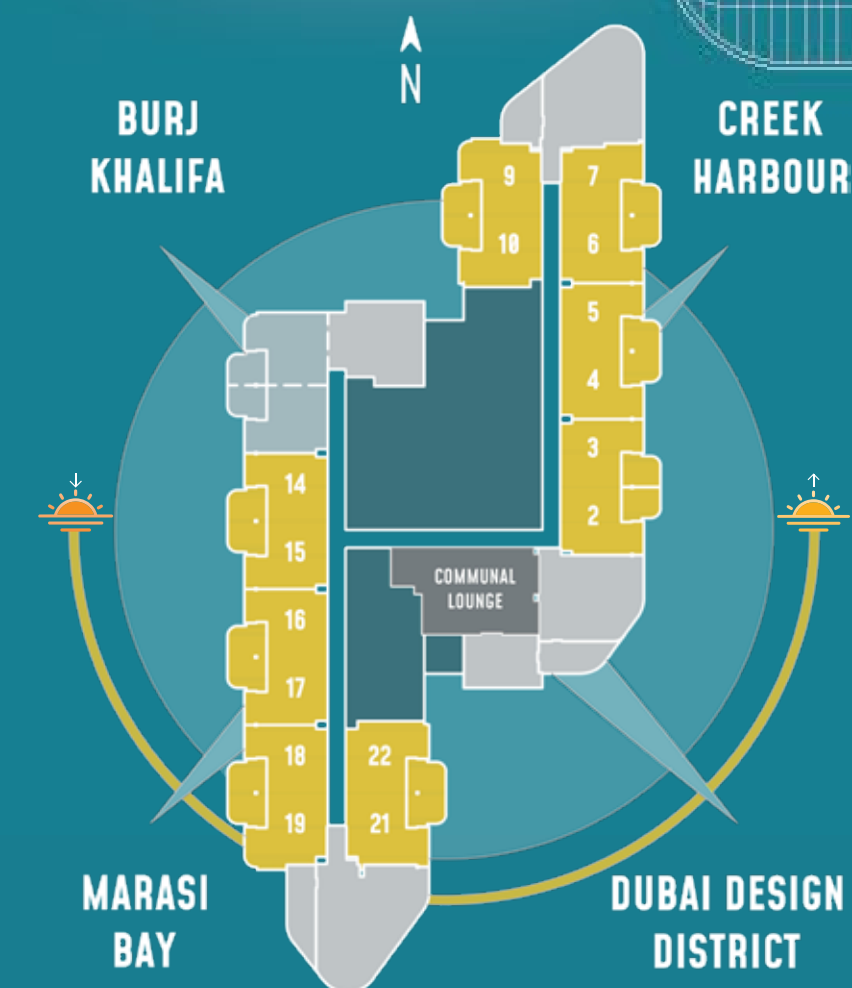
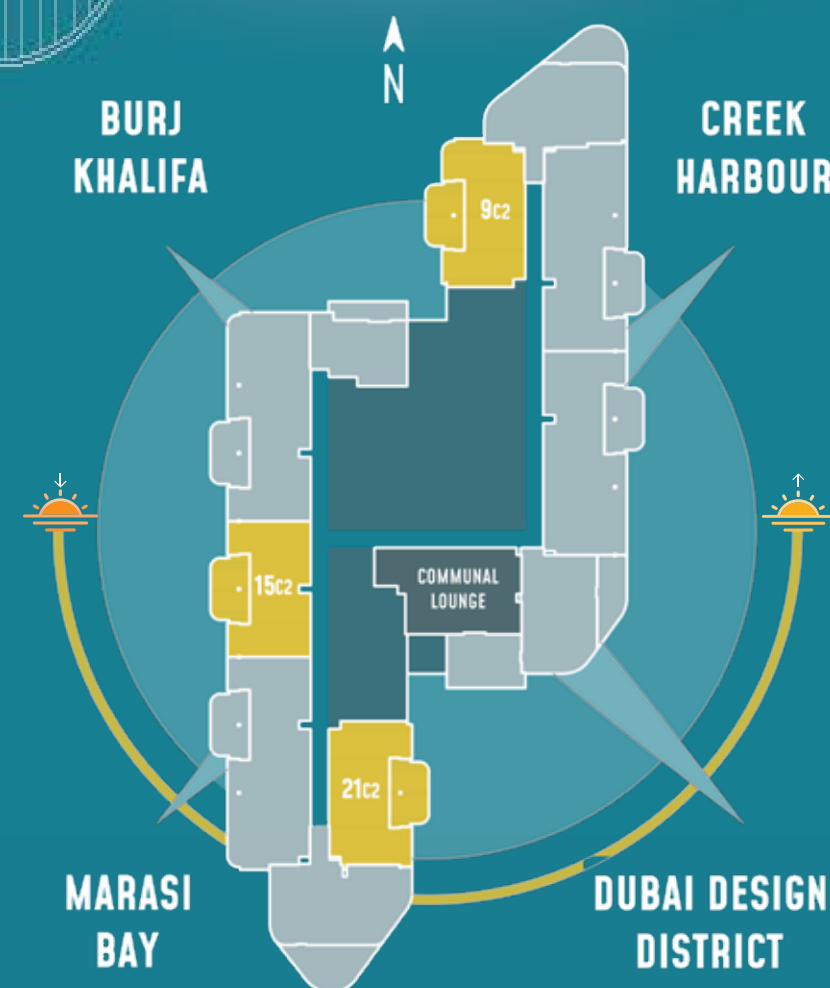
## FLEX OPEN LAYOUT



## FLEX FOCUSED LAYOUT



- 01 ENTRANCE
- 02 OPEN WORKSPACE
- 03 FOCUS BOOTH
- 04 STORAGE
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 PRIVATE OFFICES
- 08 MEETING ROOM
- 09 SERVER/PRINTER
- 10 THINK WALL



ON-DEMAND



MODULAR

# EXECUTIVE

(1986-2264 SQFT)

STUDIO + DELUXE = EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts - available in open, semi-open, or closed configurations to suit growing teams.

OCCUPANCY  17-39



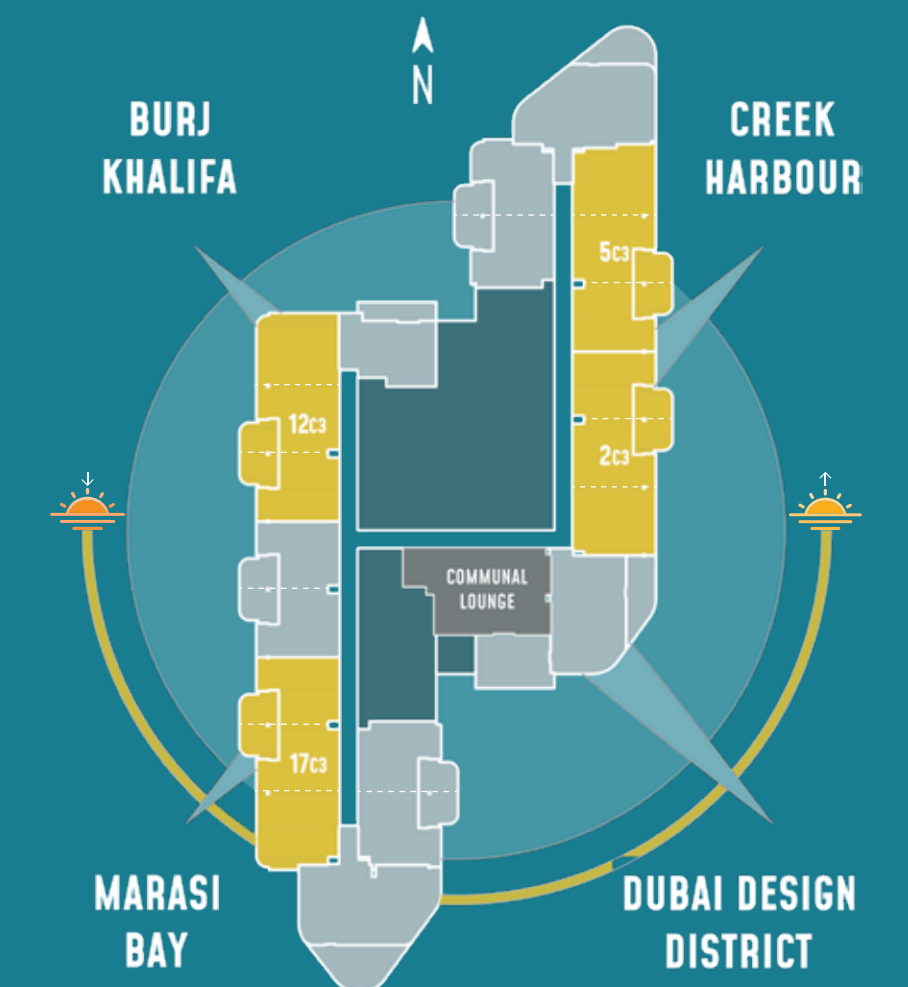


EXECUTIVE



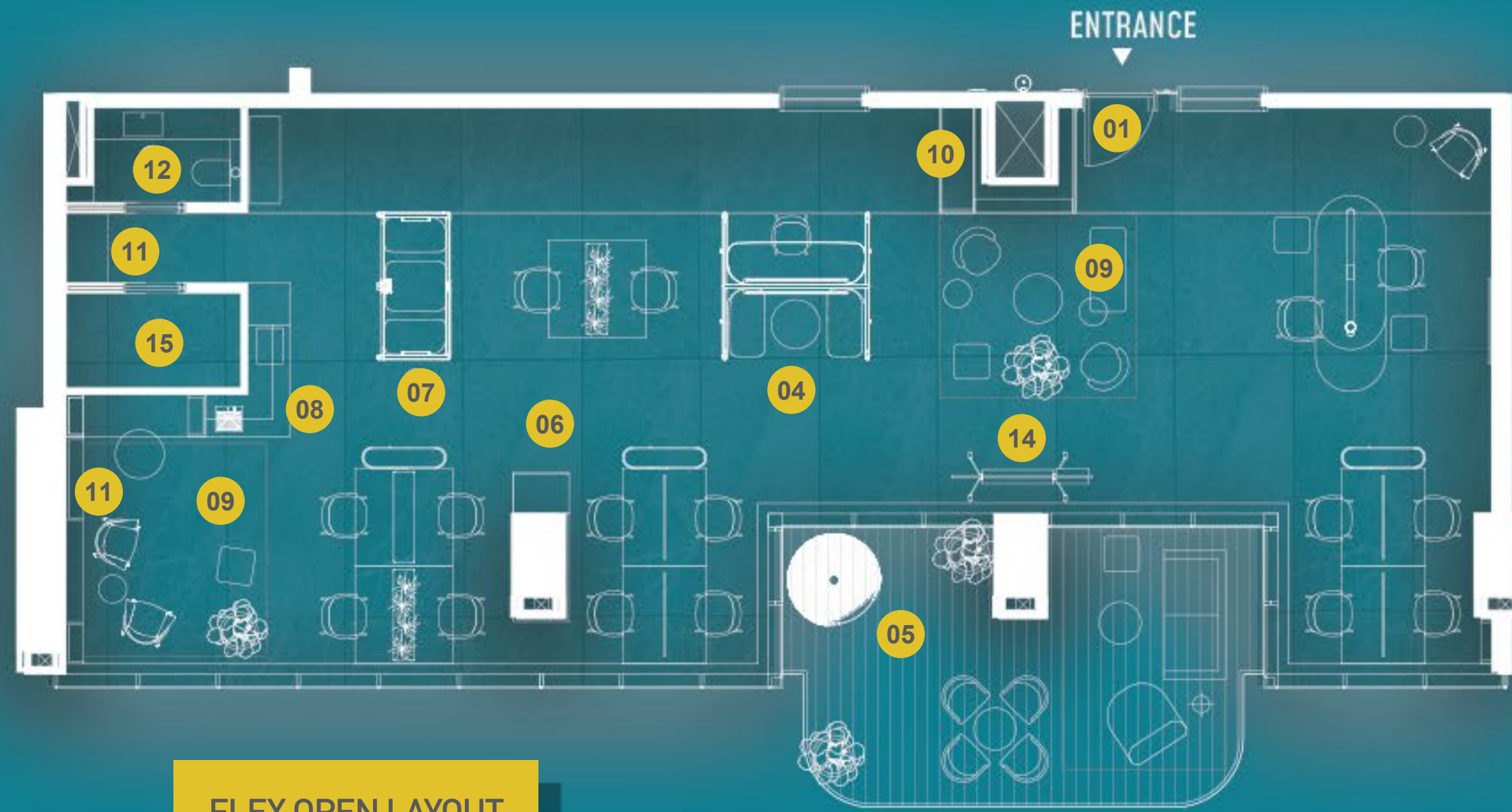
- 01 ENTRANCE
- 02 RECEPTION
- 03 THINK WALL
- 04 MODULAR PAVILION
- 05 FOCUS BOOTH
- 06 POWDER ROOM
- 07 SERVER/PRINTER
- 08 BREAKOUT AREA
- 09 OPEN WORKSTATIONS
- 10 COURTYARD
- 11 PANTRY
- 12 SHELVING/STORAGE UNIT
- 13 STORAGE ROOM

| SIZE              | (FROM - TO)     |
|-------------------|-----------------|
| INTERNAL AREA     | 1704-1749 SQFT  |
| OUTDOOR AREA      | 282 SQFT        |
| TOTAL AREA        | 1986-2031 SQFT  |
| LEVELS            | L07-L08-L11-L12 |
| DEDICATED PARKING | 3 SPOTS         |

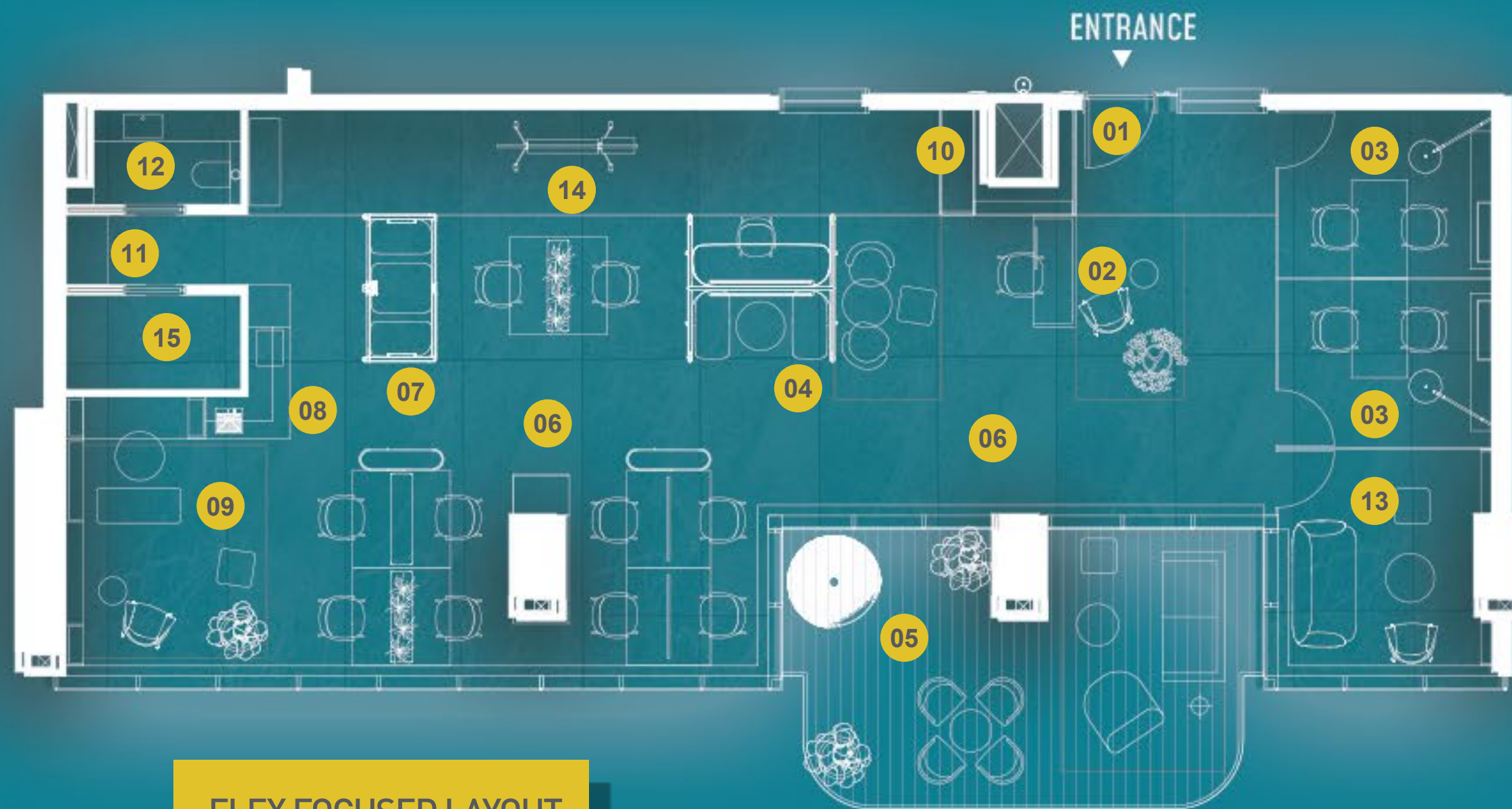




## EXECUTIVE CONFIGURATIONS

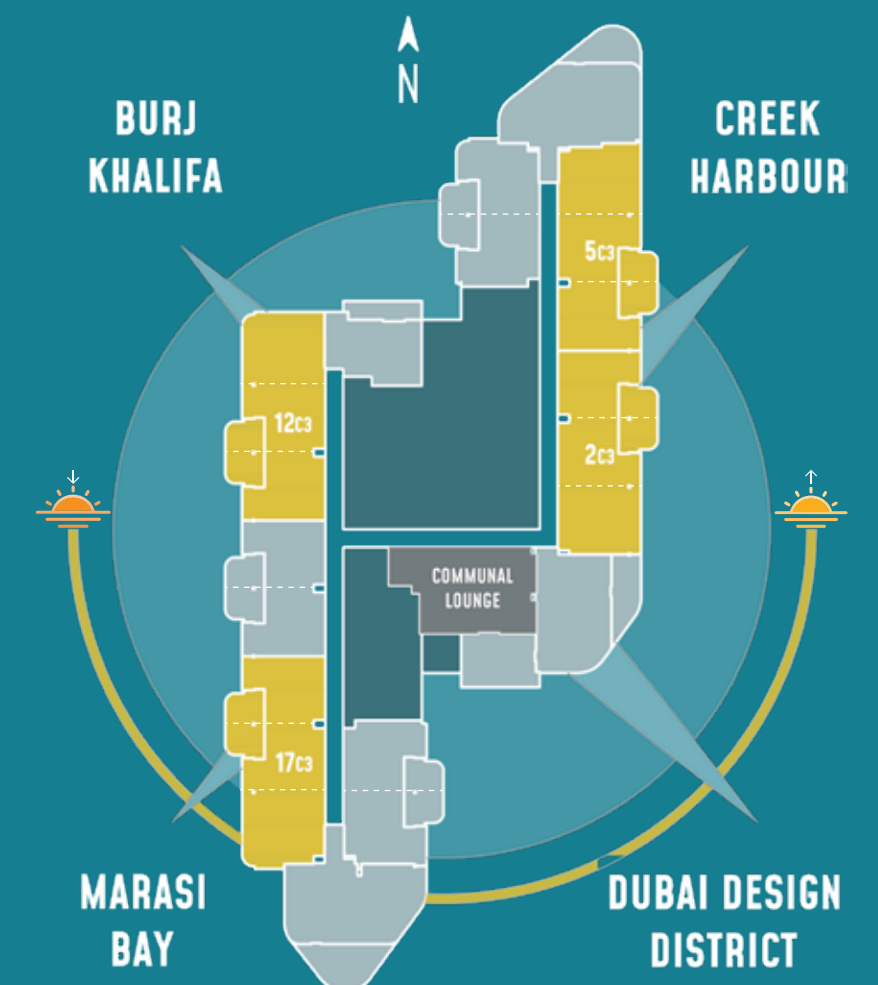


FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRIVATE OFFICES
- 04 MODULAR PAVILION
- 05 COURTYARD
- 06 OPEN WORKSPACE
- 07 FOCUS BOOTH
- 08 PANTRY
- 09 BREAKOUT AREA
- 10 SERVER/PRINTER
- 11 SHELVING/STORAGE UNIT
- 12 POWDER ROOM
- 13 MEETING ROOM
- 14 THINK WALL
- 15 STORAGE ROOM



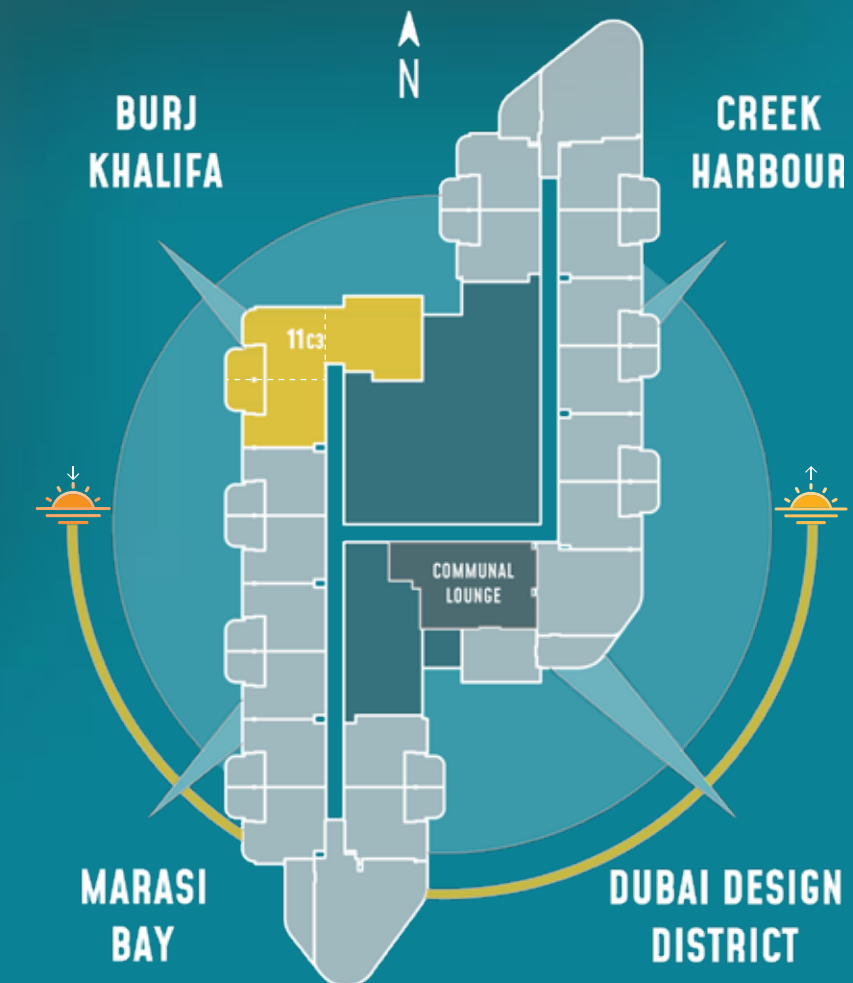


EXECUTIVE  
(UNIT-11C3)  
CONFIGURATIONS

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT



- 01 ENTRANCE
- 02 RECEPTION
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 COURTYARD
- 06 MODULAR PAVILION
- 07 FOCUS BOOTH
- 08 BREAKOUT AREA
- 09 KITCHENETTE
- 10 STORAGE ROOM
- 11 POWDER ROOM
- 12 MEETING ROOM
- 13 PRIVATE OFFICES
- 14 THINK WALL
- 15 SERVER/PRINTER

|                   |                                                       |
|-------------------|-------------------------------------------------------|
| INTERNAL AREA     | 1982 SQFT                                             |
| OUTDOOR AREA      | 282 SQFT                                              |
| TOTAL AREA        | 2264 SQFT                                             |
| LEVELS            | L05-L06-L09-L10<br>L13-L14-L17-L18<br>L21-L22-L25-L26 |
| DEDICATED PARKING | 4 SPOTS                                               |



MODULAR

# SIMPLEX EDGE

(1230-1614 SQFT)

Nestled on the edge, most expansive setting, with generous layouts premium furniture, and a statement-making workspace.

OCCUPANCY  10-26



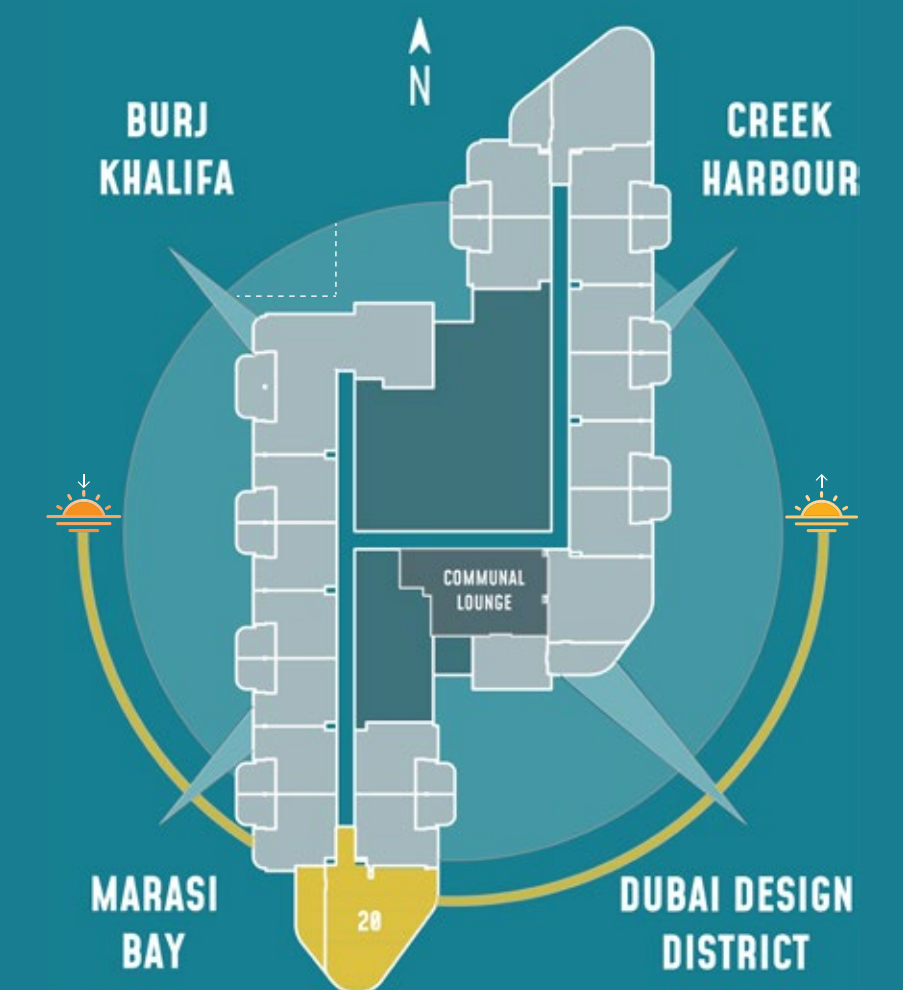


SIMPLEX  
EDGE  
(UNIT-20)



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 SHELVING/STORAGE UNIT
- 04 FOCUS BOOTH
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 THINK WALL
- 08 COURTYARD

|                   |                                                       |
|-------------------|-------------------------------------------------------|
| INTERNAL AREA     | 1327 SQFT                                             |
| OUTDOOR AREA      | 287 SQFT                                              |
| TOTAL AREA        | 1614 SQFT                                             |
| LEVELS            | L05-L06-L09-L10<br>L13-L14-L17-L18<br>L21-L22-L25-L26 |
| DEDICATED PARKING | 3 SPOTS                                               |

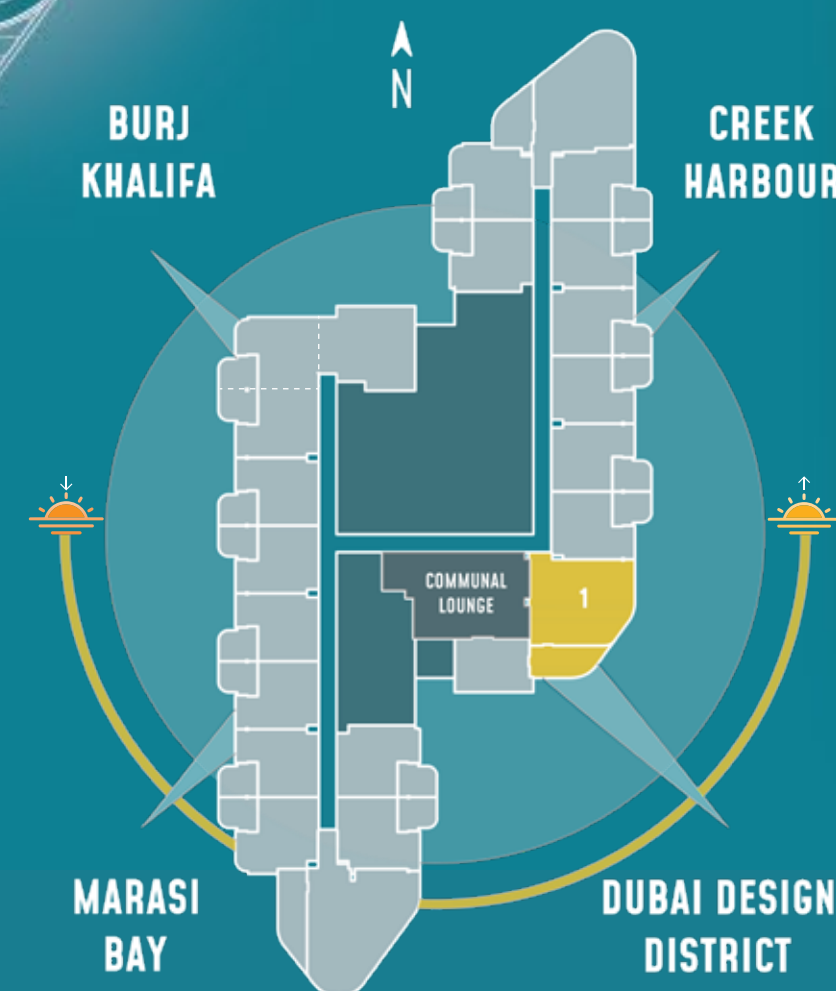
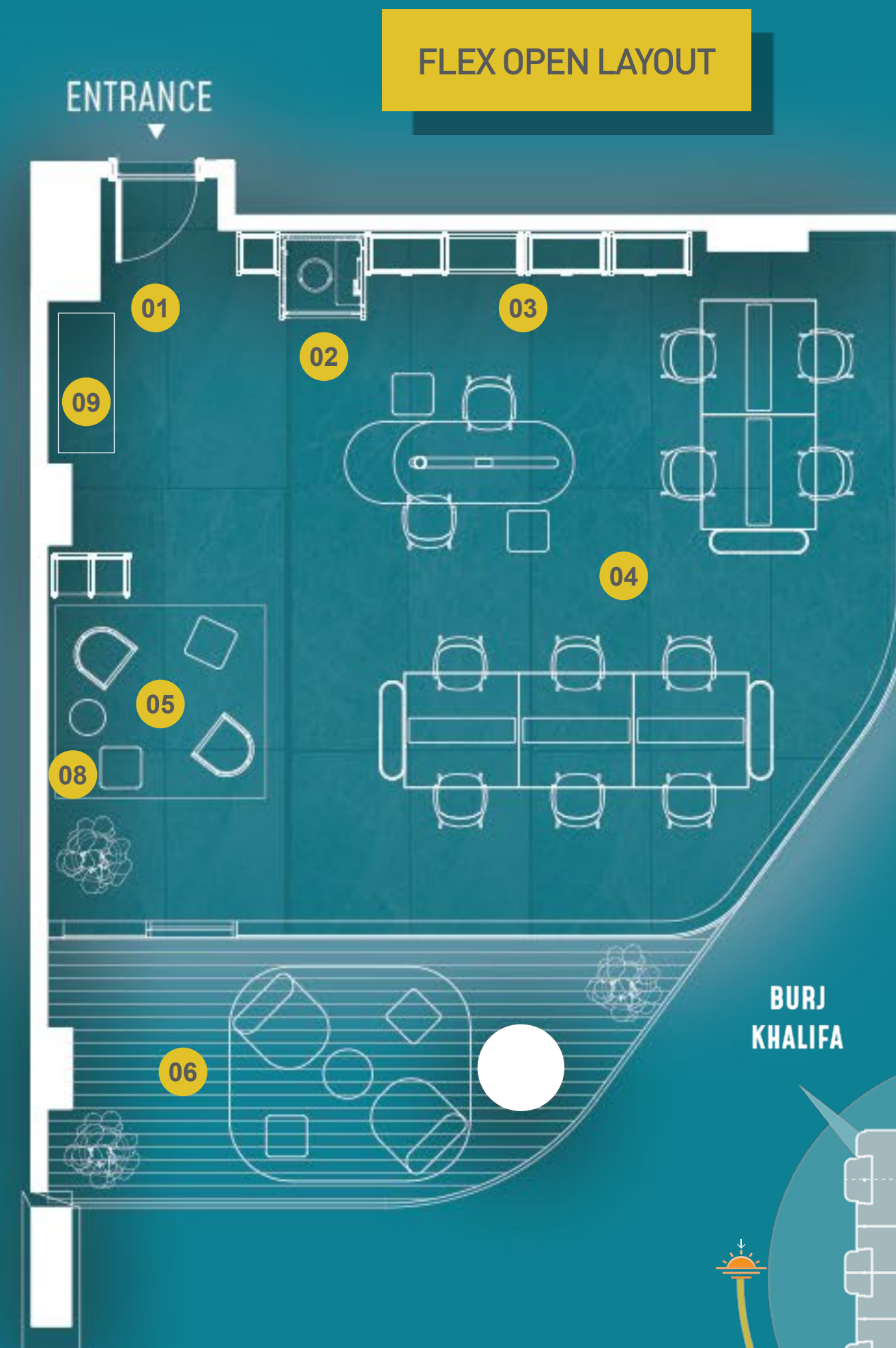




# SIMPLEX EDGE (UNIT-01) CONFIGURATIONS

- 01 ENTRANCE
- 02 FOCUS BOOTH
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 PRIVATE OFFICES
- 08 THINK WALL
- 09 SERVER/PRINTER

|                   |                                                       |
|-------------------|-------------------------------------------------------|
| INTERNAL AREA     | 981 SQFT                                              |
| OUTDOOR AREA      | 249 SQFT                                              |
| TOTAL AREA        | 1230 SQFT                                             |
| LEVELS            | L05-L06-L09-L10<br>L13-L14-L17-L18<br>L21-L22-L25-L26 |
| DEDICATED PARKING | 2 SPOTS                                               |





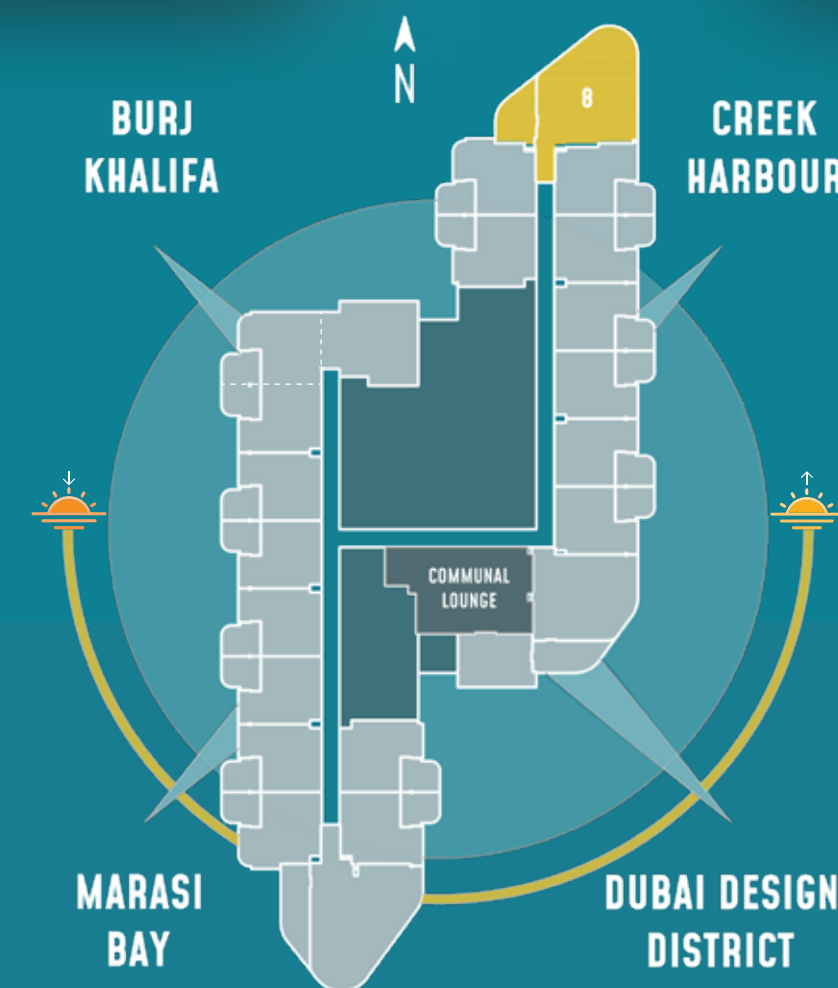
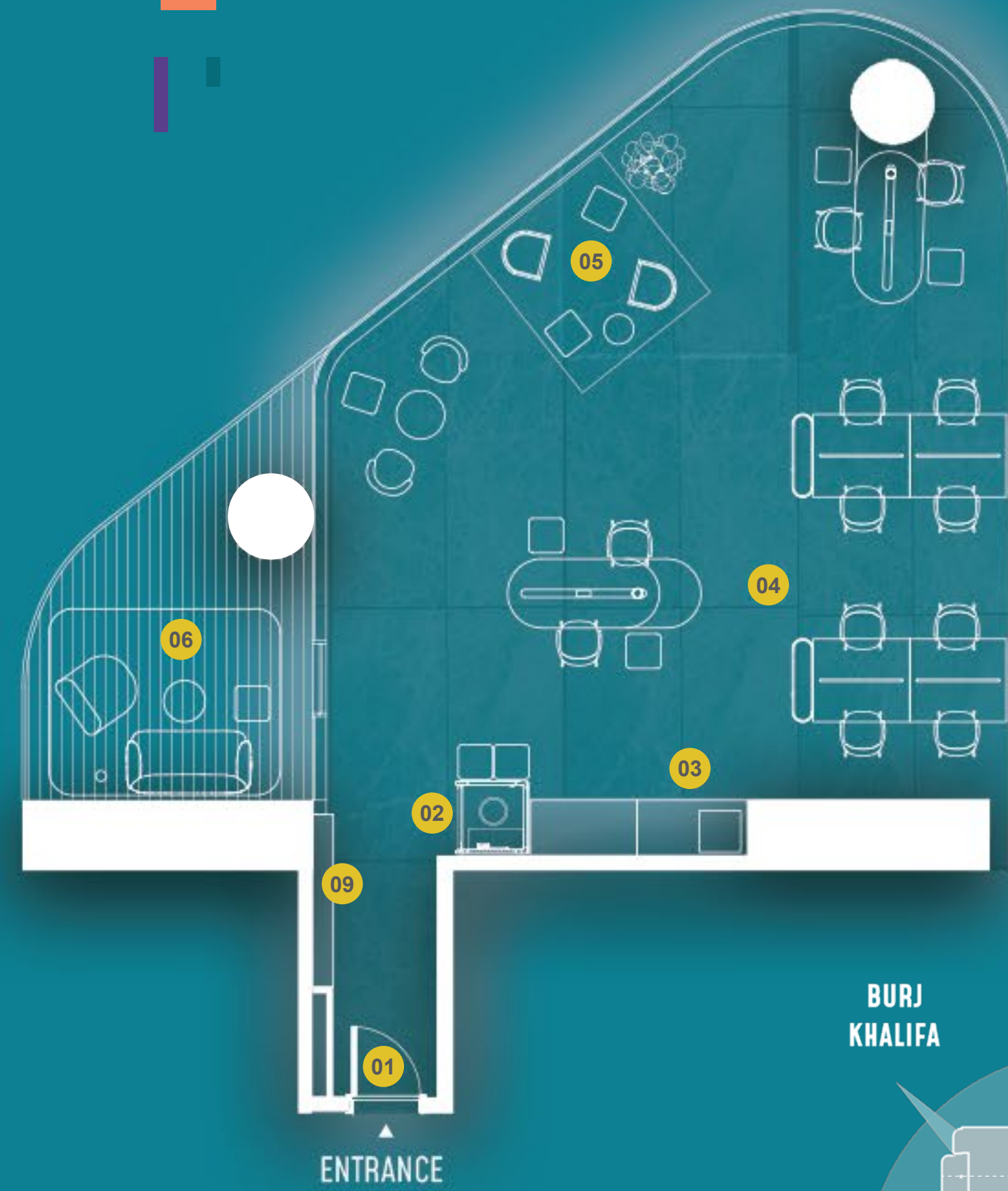
# SIMPLEX EDGE (UNIT-08) CONFIGURATIONS

FLEX OPEN LAYOUT

FLEX FOCUSED LAYOUT

- 01 ENTRANCE
- 02 FOCUS BOOTH
- 03 SERVER/PRINTER
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 SHELVING/STORAGE UNIT
- 08 PRIVATE OFFICE
- 09 THINK WALL

|                   |                                                       |
|-------------------|-------------------------------------------------------|
| INTERNAL AREA     | 1232 SQFT                                             |
| OUTDOOR AREA      | 240 SQFT                                              |
| TOTAL AREA        | 1472 SQFT                                             |
| LEVELS            | L05-L06-L09-L10<br>L13-L14-L17-L18<br>L21-L22-L25-L26 |
| DEDICATED PARKING | 3 SPOTS                                               |





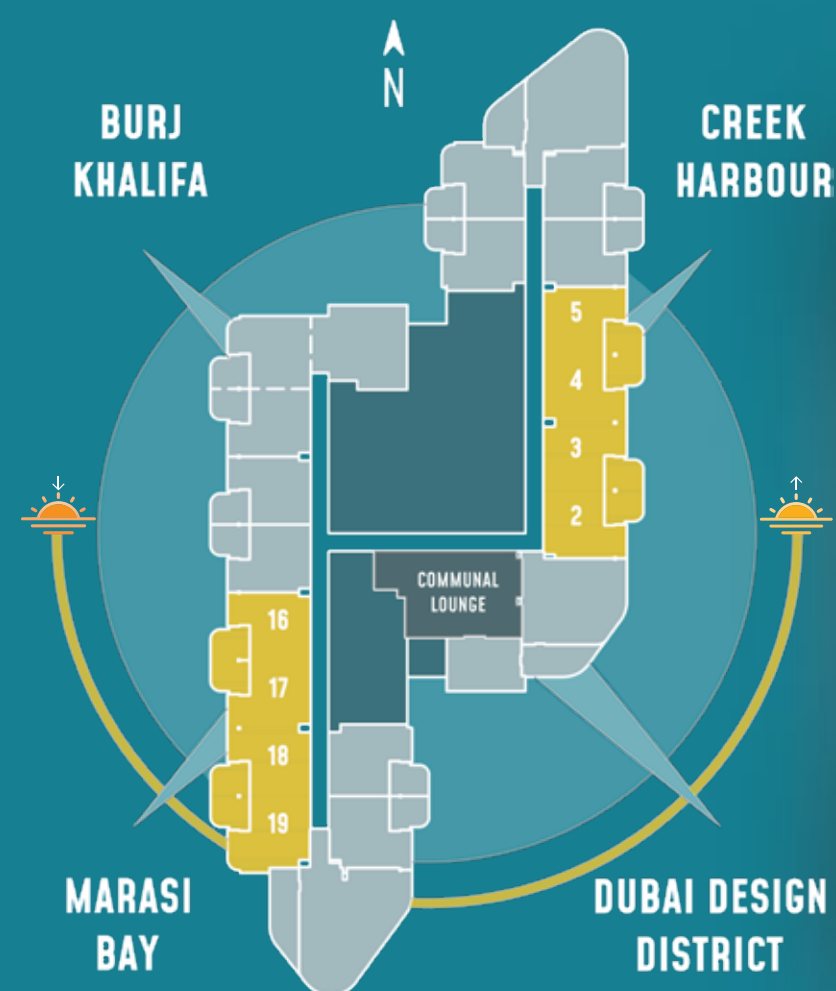
A LA CARTE  
CONFIGURATIONS

## 2700 SQFT AND ABOVE

Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

- 01 ENTRANCE
- 02 RECEPTION
- 03 STORAGE
- 04 MEETING ROOM
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 OPEN WORKSTATION
- 08 MODULAR PAVILION
- 09 FOCUS BOOTH
- 10 KITCHENETTE
- 11 SERVER/PRINTER
- 12 POWDER ROOM
- 13 PRIVATE OFFICES
- 14 THINK WALL

|                   |                                                       |
|-------------------|-------------------------------------------------------|
| INTERNAL AREA     | 2156 SQFT                                             |
| OUTDOOR AREA      | 564 SQFT                                              |
| TOTAL AREA        | 2720 SQFT                                             |
| ON-DEMAND LEVELS  | L05-L06-L09-L10<br>L13-L14-L17-L18<br>L21-L22-L25-L26 |
| DEDICATED PARKING | 5 SPOTS                                               |



ON-DEMAND



FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT



LOFT

# LOFT EDGE

(2051-2467 SQFT)

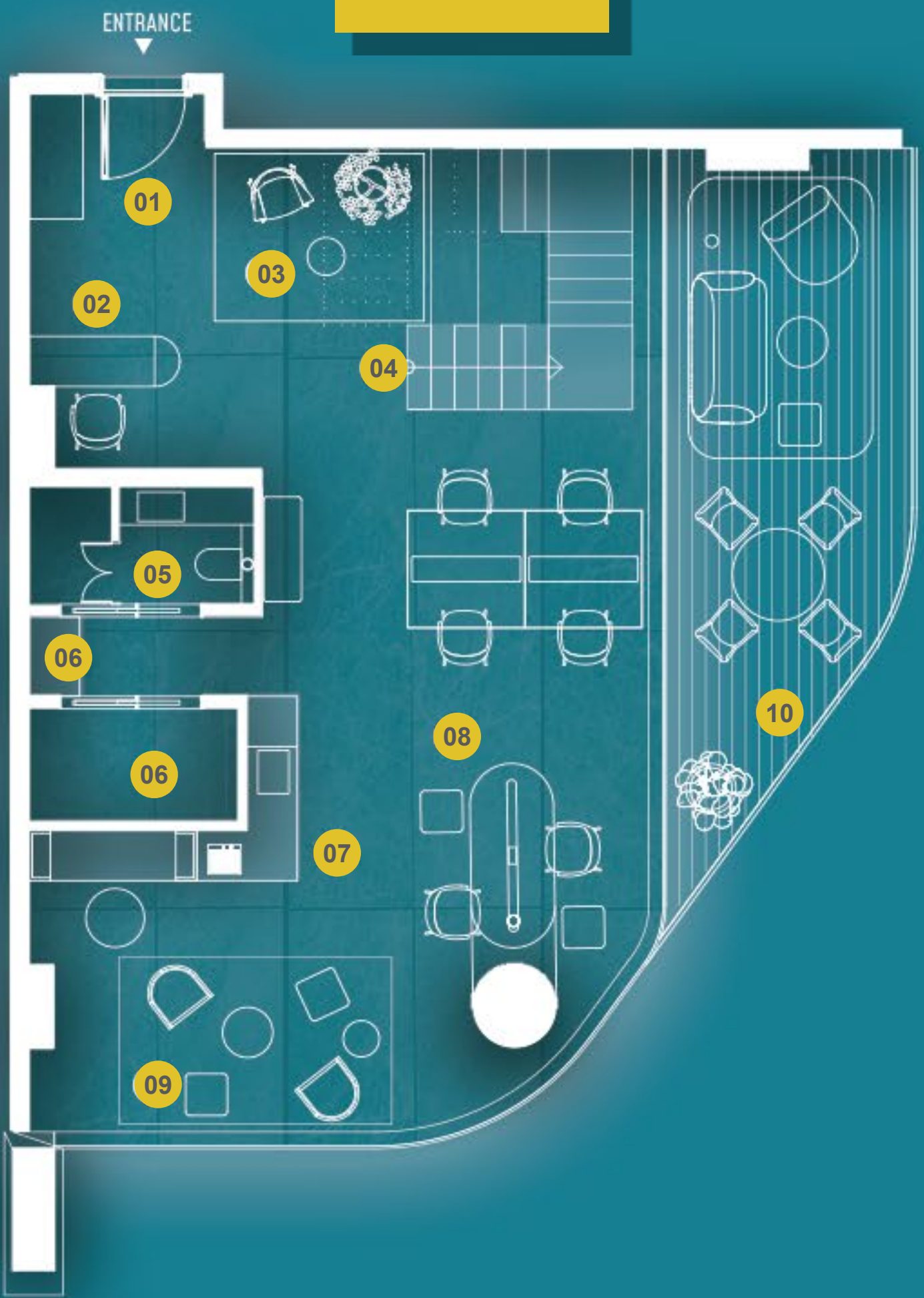
Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.



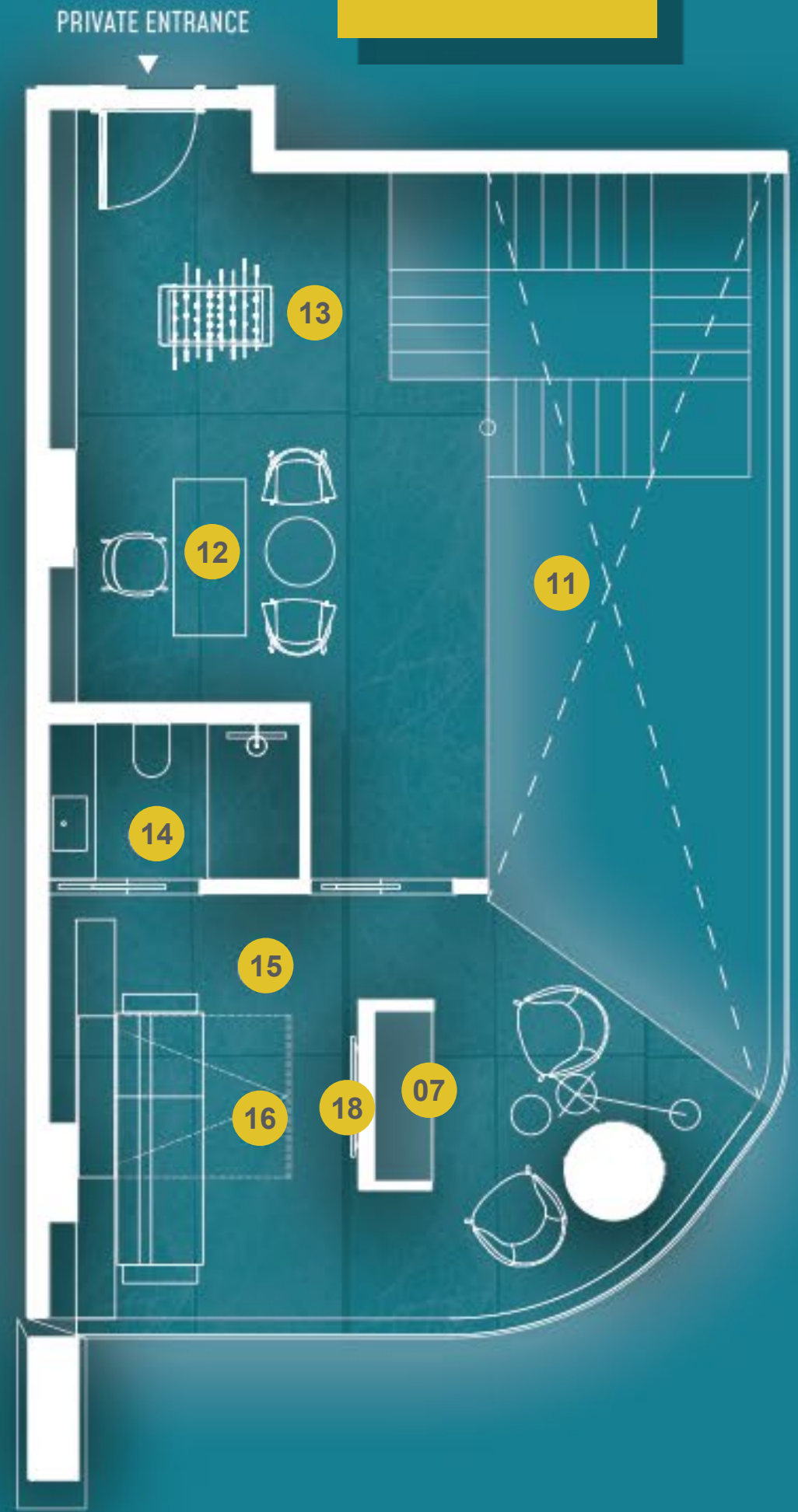


LOFT EDGE  
(UNIT-01)  
CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL



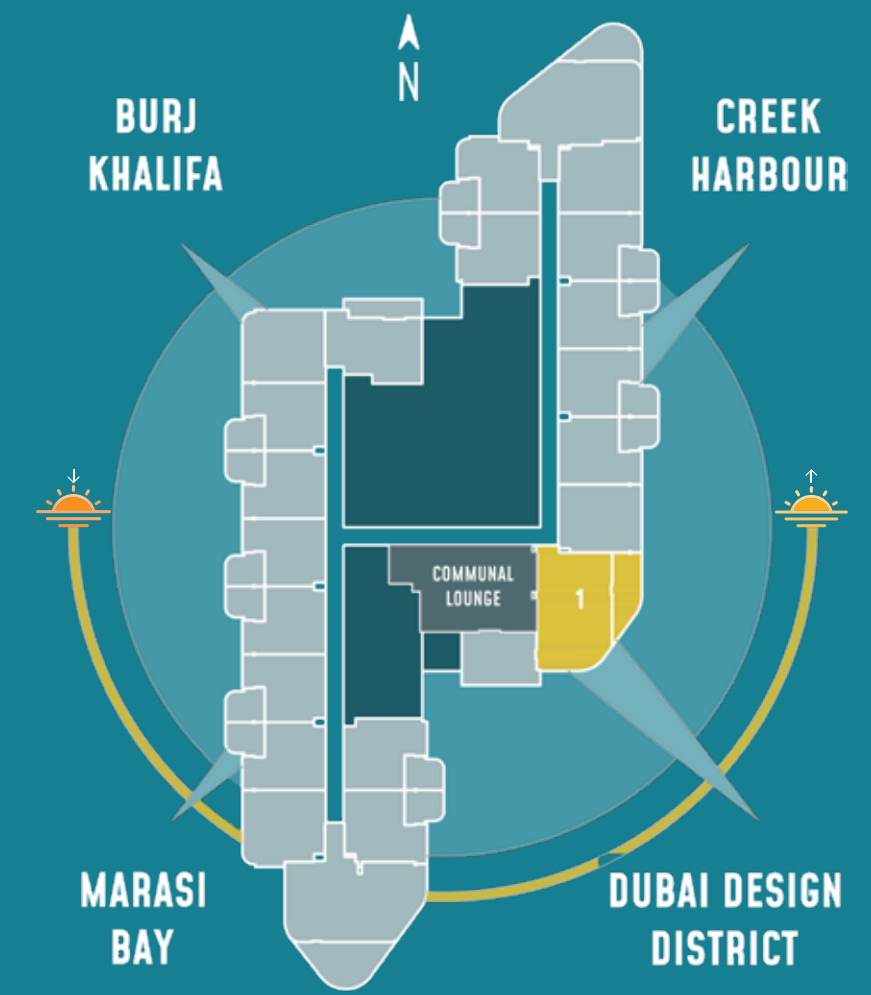
LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 INTEGRATED SEATING
- 04 FEATURE STAIRCASE
- 05 POWDER ROOM
- 06 SHELVING/STORAGE UNIT
- 07 KITCHENETTE
- 08 OPEN WORKSTATIONS
- 09 BREAKOUT AREA
- 10 COURTYARD

UPPER LEVEL (THE NEST)

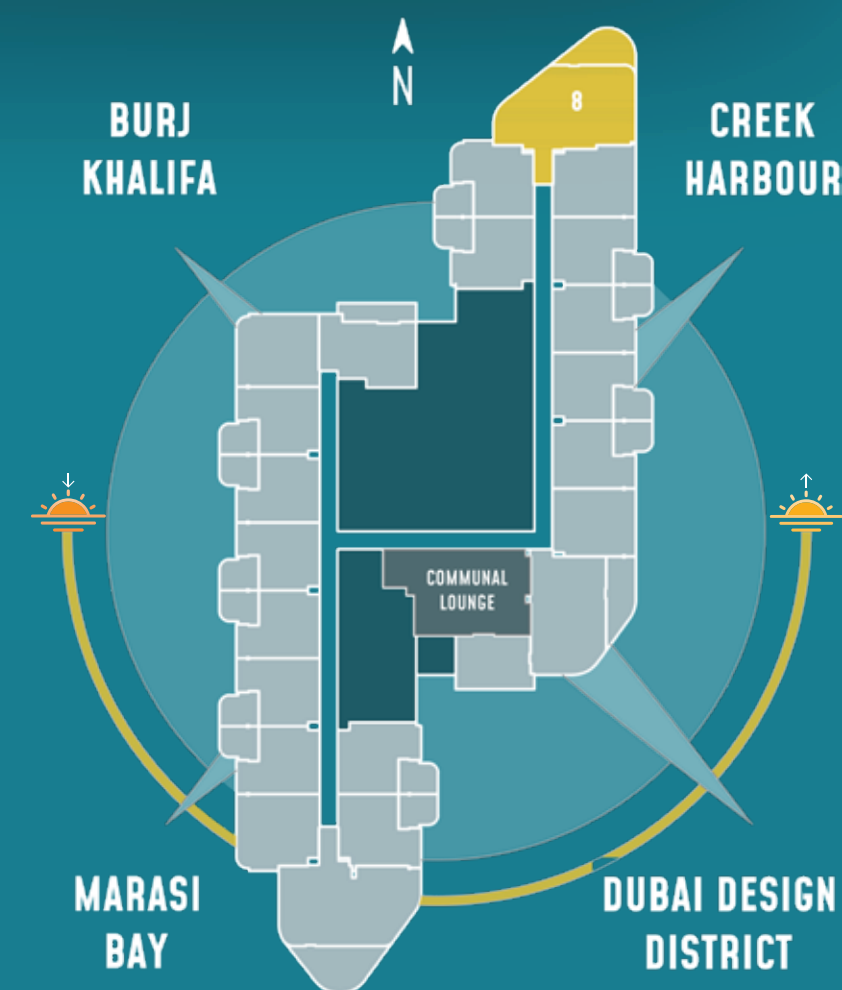
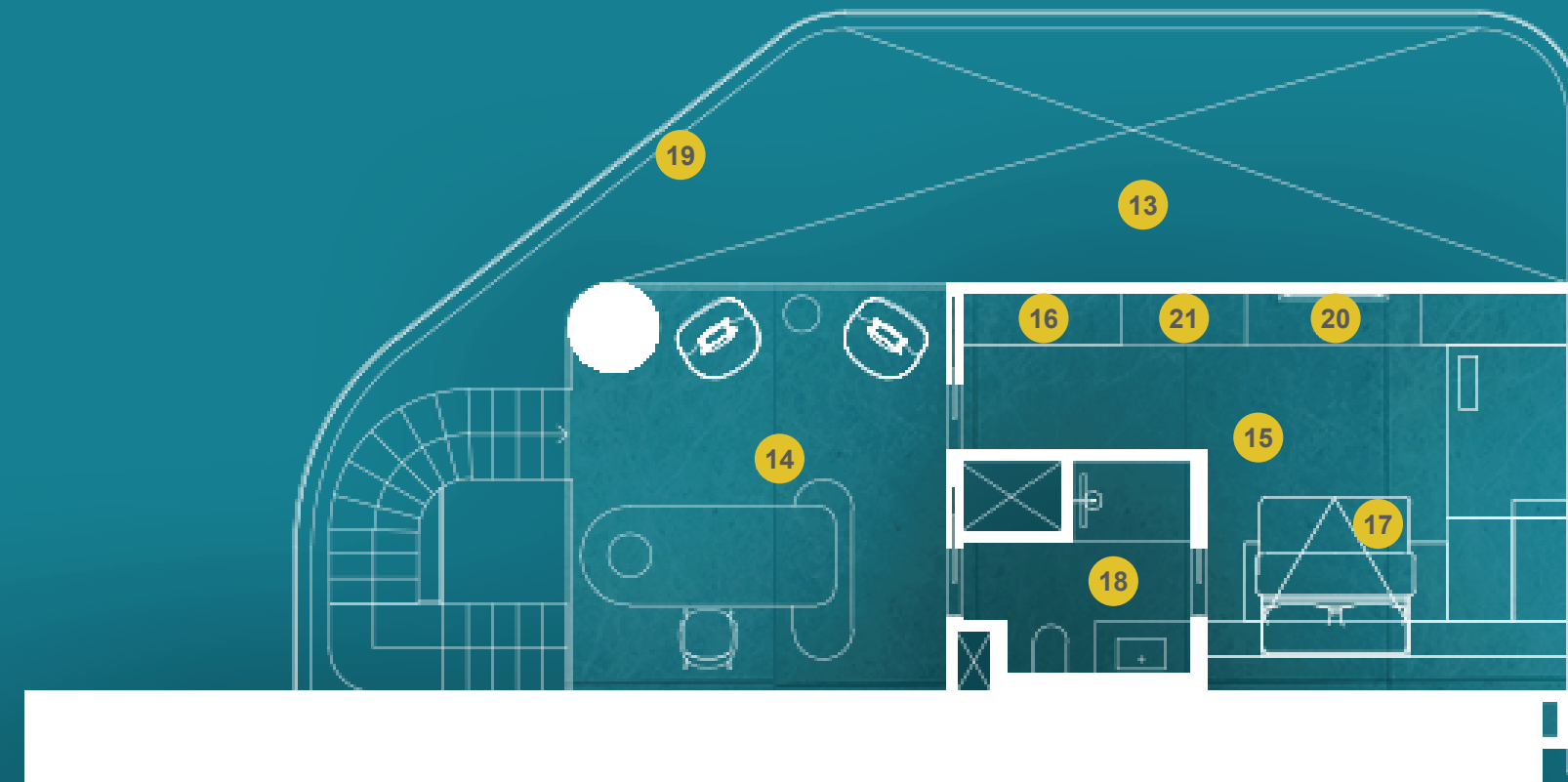
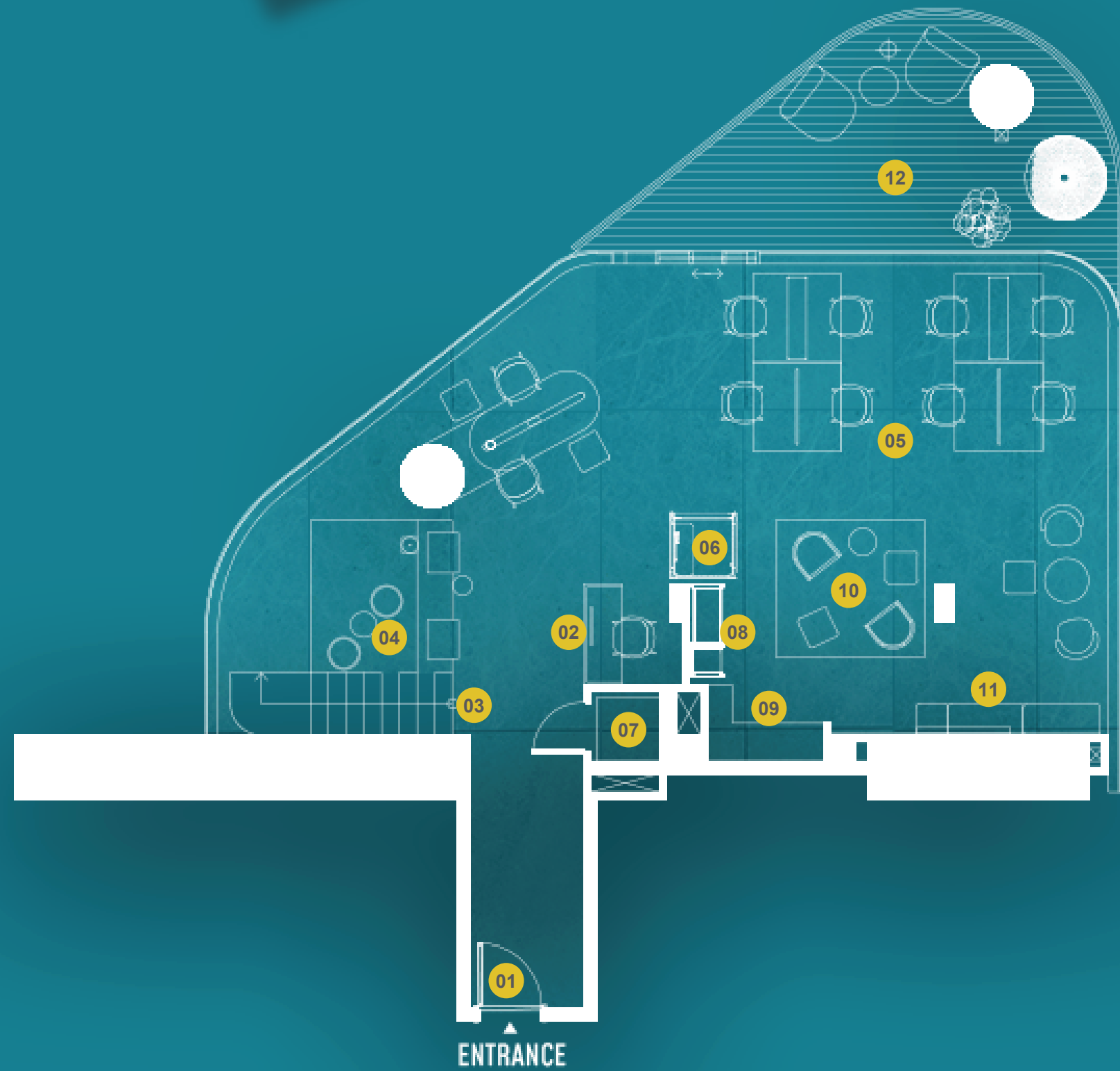
- 11 DOUBLE HEIGHT VOID
- 12 BUSINESS QUARTER
- 13 GAME CORNER
- 14 POWDER ROOM & SHOWER
- 15 RESTING DEN
- 16 FLEXIBED
- 17 MOTORIZED BLINDS
- 18 TV

|                   |                                                                              |
|-------------------|------------------------------------------------------------------------------|
| INTERNAL AREA     | 1810 SQFT                                                                    |
| OUTDOOR AREA      | 242 SQFT                                                                     |
| TOTAL AREA        | 2052 SQFT                                                                    |
| LEVELS            | L07-L11 (Office Entrance Level),<br>L08-L12 (The Nest with Private Entrance) |
| DEDICATED PARKING | 4 SPOTS                                                                      |





## LOFT EDGE (UNIT-08) CONFIGURATIONS



## LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 FEATURE STAIRCASE
- 04 INTEGRATED SEATING
- 05 OPEN WORKSTATIONS
- 06 FOCUS BOOTH
- 07 PRINTER/SERVER
- 08 SHELVING/STORAGE UNIT
- 09 KITCHENETTE
- 10 BREAKOUT AREA
- 11 THINK WALL
- 12 COURTYARD

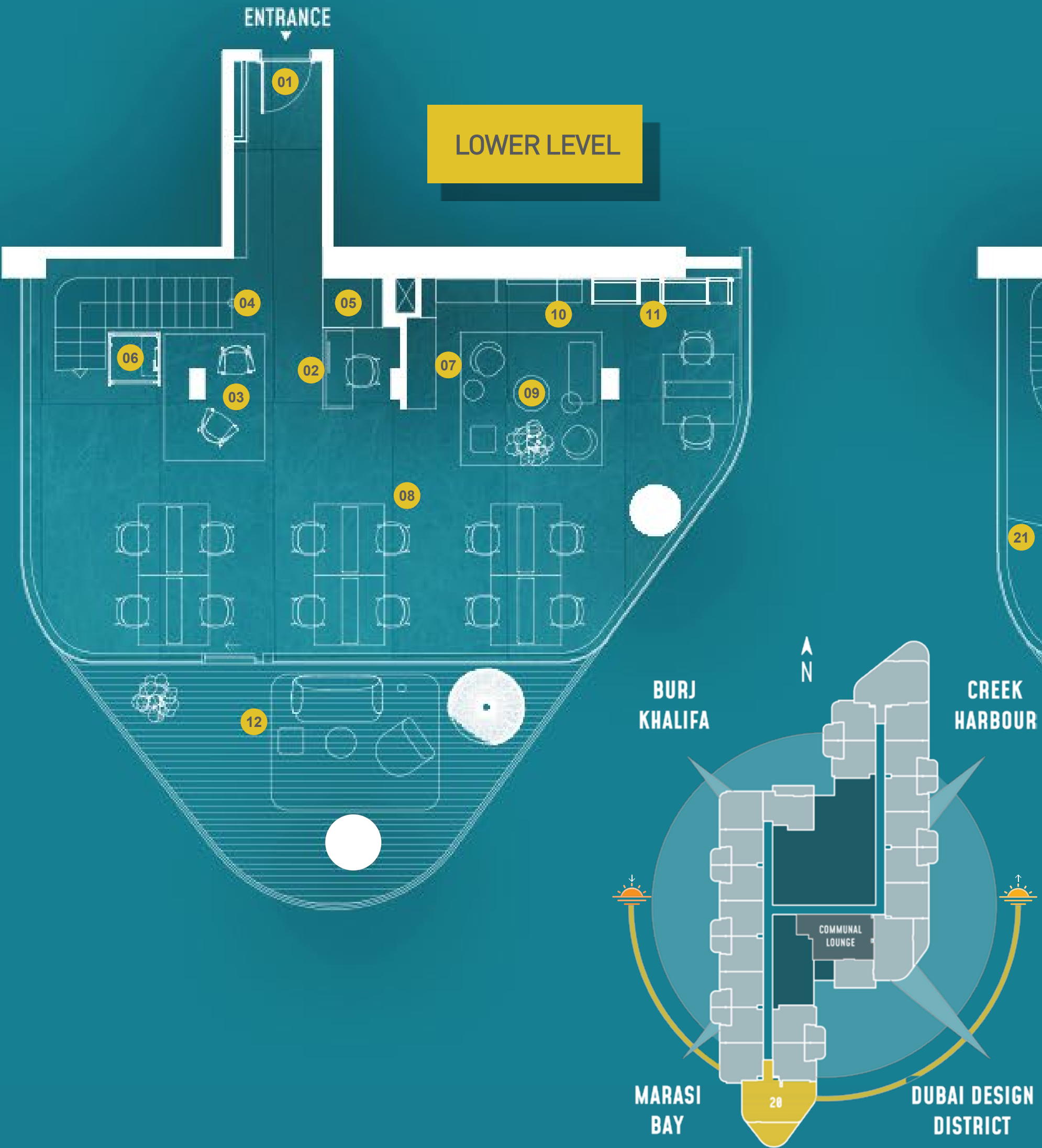
## UPPER LEVEL (THE NEST)

- 13 DOUBLE HEIGHT VOID
- 14 BUSINESS QUARTER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 FLEXIBED
- 18 POWDER ROOM / SHOWER
- 19 MOTORIZED BLINDS
- 20 TV
- 21 WARDROBE

|                   |                                                                                            |
|-------------------|--------------------------------------------------------------------------------------------|
| INTERNAL AREA     | 2118 SQFT                                                                                  |
| OUTDOOR AREA      | 241 SQFT                                                                                   |
| TOTAL AREA        | 2359 SQFT                                                                                  |
| LEVELS            | <b>L07-L11</b> (Office Entrance Level),<br><b>L08-L12</b> (The Nest with Private Entrance) |
| DEDICATED PARKING | 5 SPOTS                                                                                    |



LOFT EDGE  
(UNIT-20)  
CONFIGURATIONS



## LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 INTEGRATED SEATING
- 04 FEATURE STAIRCASE
- 05 PRINTER/SERVER
- 06 FOCUS BOOTH
- 07 KITCHENETTE
- 08 OPEN WORKSTATIONS
- 09 BREAKOUT AREA
- 10 THINK WALL
- 11 SHELVING/STORAGE UNIT
- 12 COURTYARD

## UPPER LEVEL (THE NEST)

- 13 DOUBLE HEIGHT VOID
- 14 BUSINESS QUARTER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 WARDROBE
- 18 FLEXIBED
- 19 POWDER ROOM / SHOWER
- 20 TV
- 21 MOTORIZED BLINDS

|                   |                                                                              |
|-------------------|------------------------------------------------------------------------------|
| INTERNAL AREA     | 2124 SQFT                                                                    |
| OUTDOOR AREA      | 342 SQFT                                                                     |
| TOTAL AREA        | 2466 SQFT                                                                    |
| LEVELS            | L07-L11 (Office Entrance Level),<br>L08-L12 (The Nest with Private Entrance) |
| DEDICATED PARKING | 5 SPOTS                                                                      |



LOFT

# PENTHOUSE LOFTS

(2185-3708 SQFT)

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.





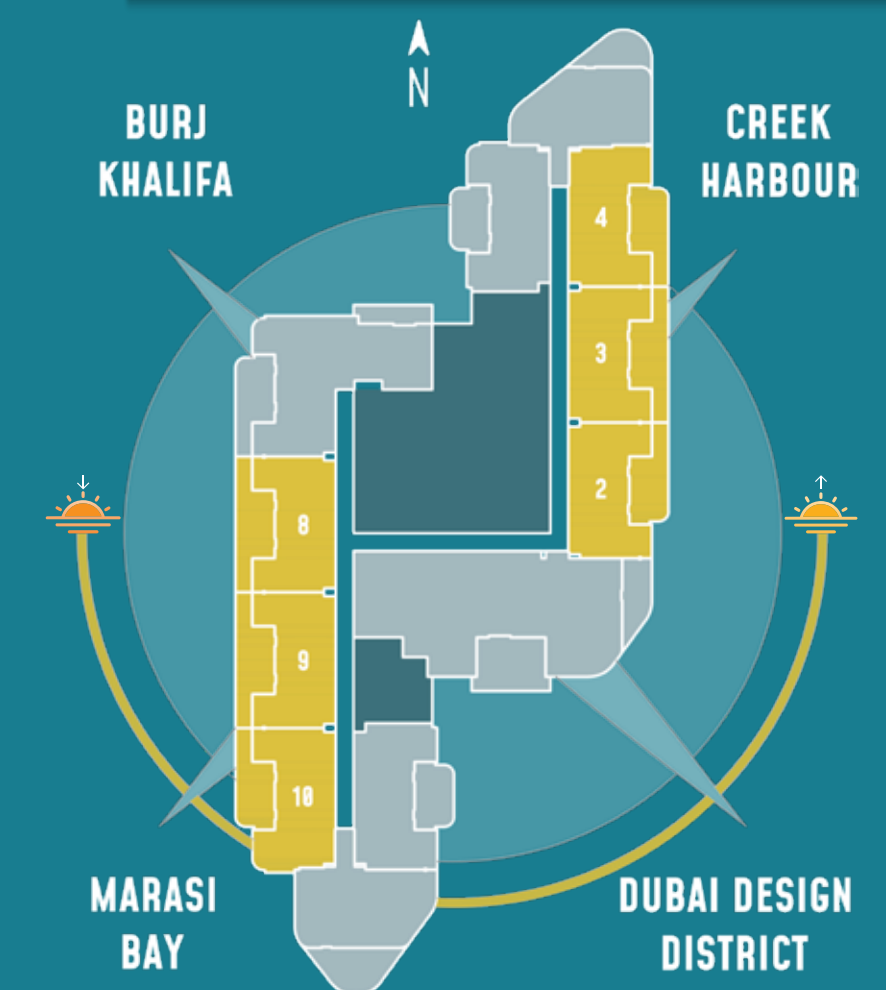
PENTHOUSE  
LOFTS



## LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 MEETING ROOM
- 04 BREAKOUT AREA
- 05 FEATURE STAIRCASE
- 06 OPEN WORKSTATIONS
- 07 SERVER/PRINTER
- 08 KITCHENETTE
- 09 POWDER ROOM
- 10 COURTYARD
- 11 INTEGRATED SEATING

|                   |                                                              |
|-------------------|--------------------------------------------------------------|
| SIZE              |                                                              |
| INTERNAL AREA     | 2095-2177 SQFT                                               |
| OUTDOOR AREA      | 353-425 SQFT                                                 |
| TOTAL AREA        | 2507-2537 SQFT                                               |
| LEVELS            | <b>L29</b> (Office Entrance Level),<br><b>L30</b> (The Nest) |
| DEDICATED PARKING | <b>5 SPOTS</b>                                               |



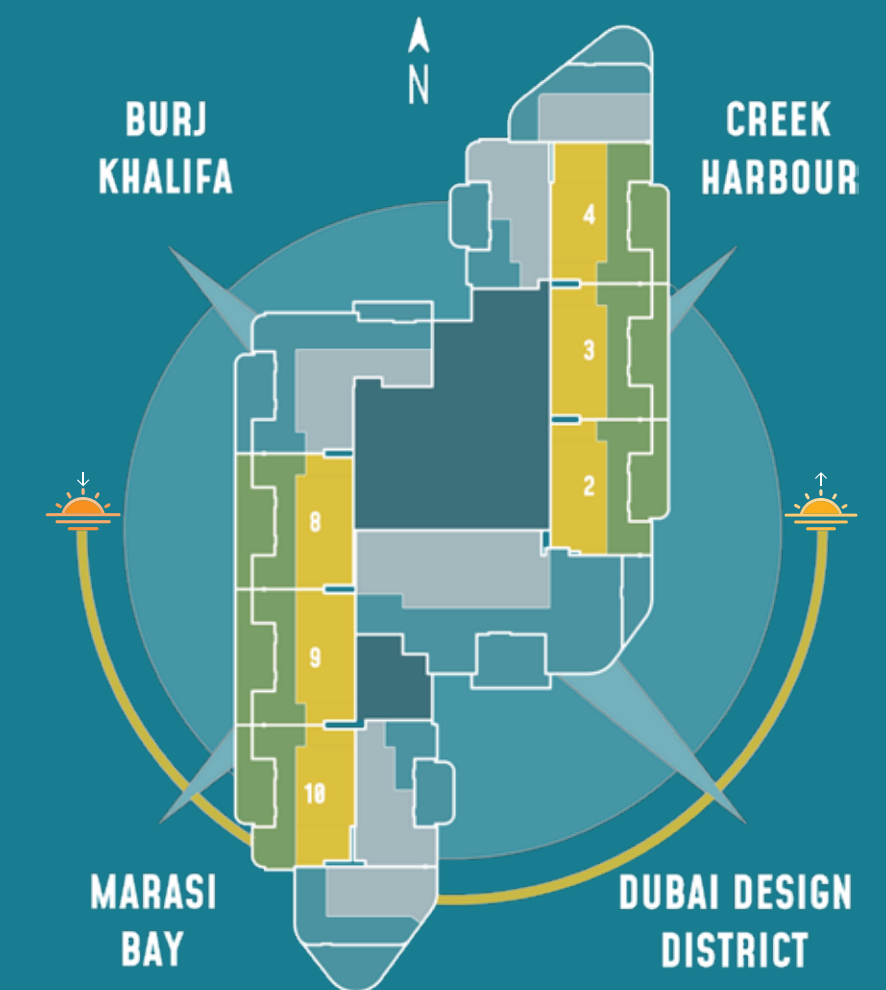


# PENTHOUSE LOFTS



## UPPER LEVEL (THE NEST)

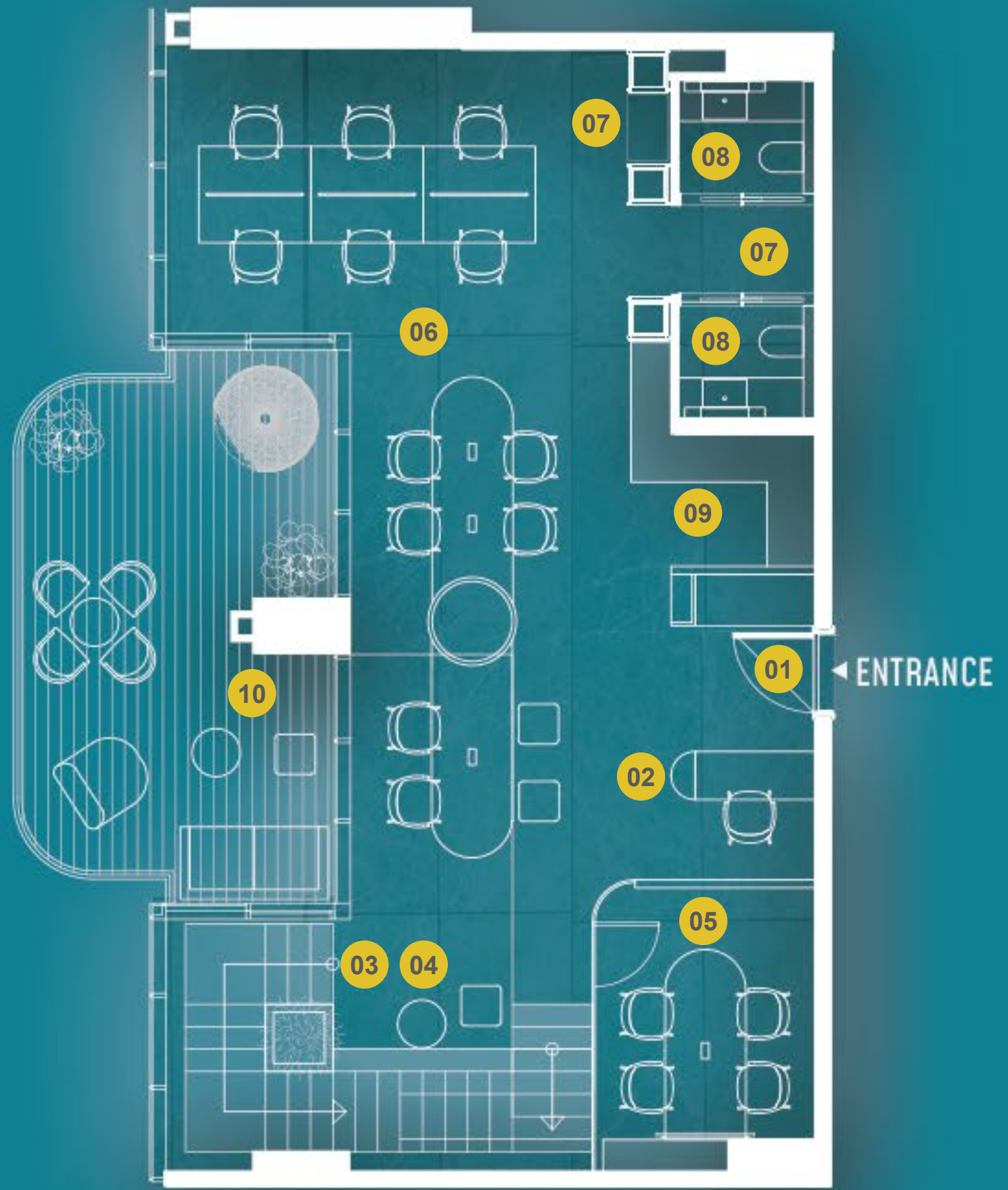
- 10 DOUBLE HEIGHT VOID
- 11 BUSINESS QUARTER
- 12 MEETING CORNER
- 13 RESTING DEN
- 14 WARDROBE
- 15 POWDER ROOM & SHOWER
- 16 FLEXIBED
- 17 KITCHENETTE
- 18 MOTORIZED BLINDS
- 19 TV



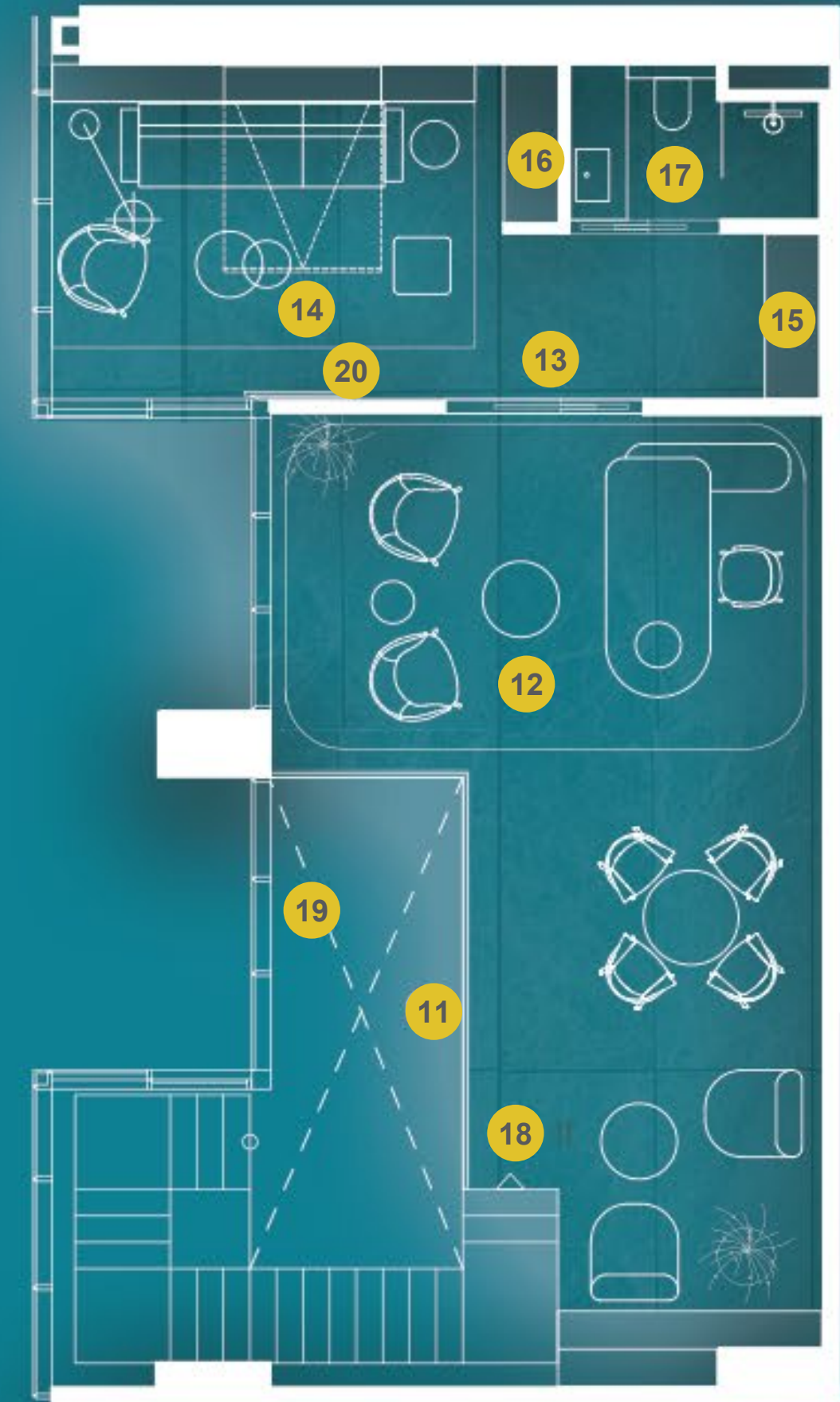


PENTHOUSE LOFTS  
(UNIT-2906  
& 2912)  
CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL

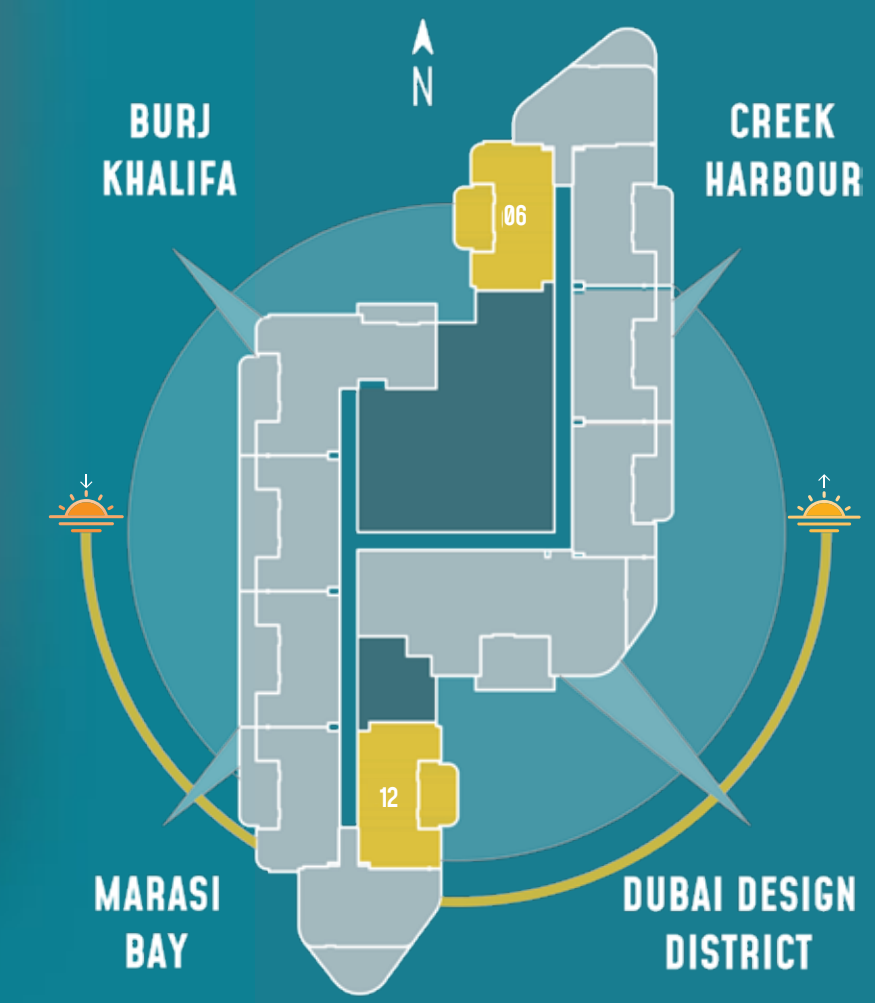


LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 FEATURE STAIRCASE
- 04 INTEGRATED SEATING
- 05 MEETING ROOM
- 06 OPEN WORKSTATIONS
- 07 SHELVING/STORAGE UNIT
- 08 POWDER ROOM
- 09 KITCHENETTE
- 10 COURTYARD

UPPER LEVEL (THE NEST)

- 11 DOUBLE HEIGHT VOID
- 12 BUSINESS QUARTER
- 13 RESTING DEN
- 14 FLEXIBED
- 15 KITCHENETTE
- 16 WARDROBE
- 17 POWDER ROOM & SHOWER
- 18 MEETING CORNER
- 19 MOTORIZED BLINDS
- 20 TV



|                   |                                                |
|-------------------|------------------------------------------------|
|                   | UNIT NO. 2906 & 2912                           |
| INTERNAL AREA     | 2195 & 2181 SQFT                               |
| OUTDOOR AREA      | 282 SQFT                                       |
| TOTAL AREA        | 2477 & 2463 SQFT                               |
| LEVELS            | L29 (Office Entrance Level),<br>L30 (The Nest) |
| DEDICATED PARKING | 5 SPOTS                                        |



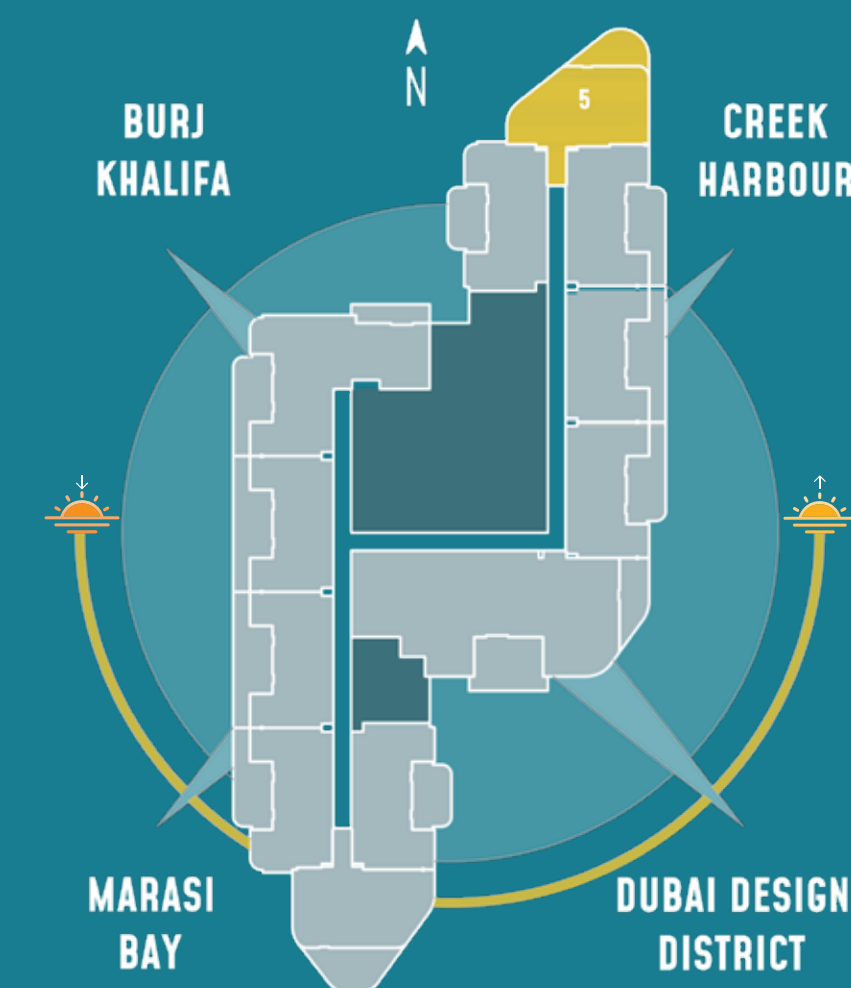
PENTHOUSE LOFT  
(UNIT-2905)  
FLOOR PLAN



## LOWER LEVEL

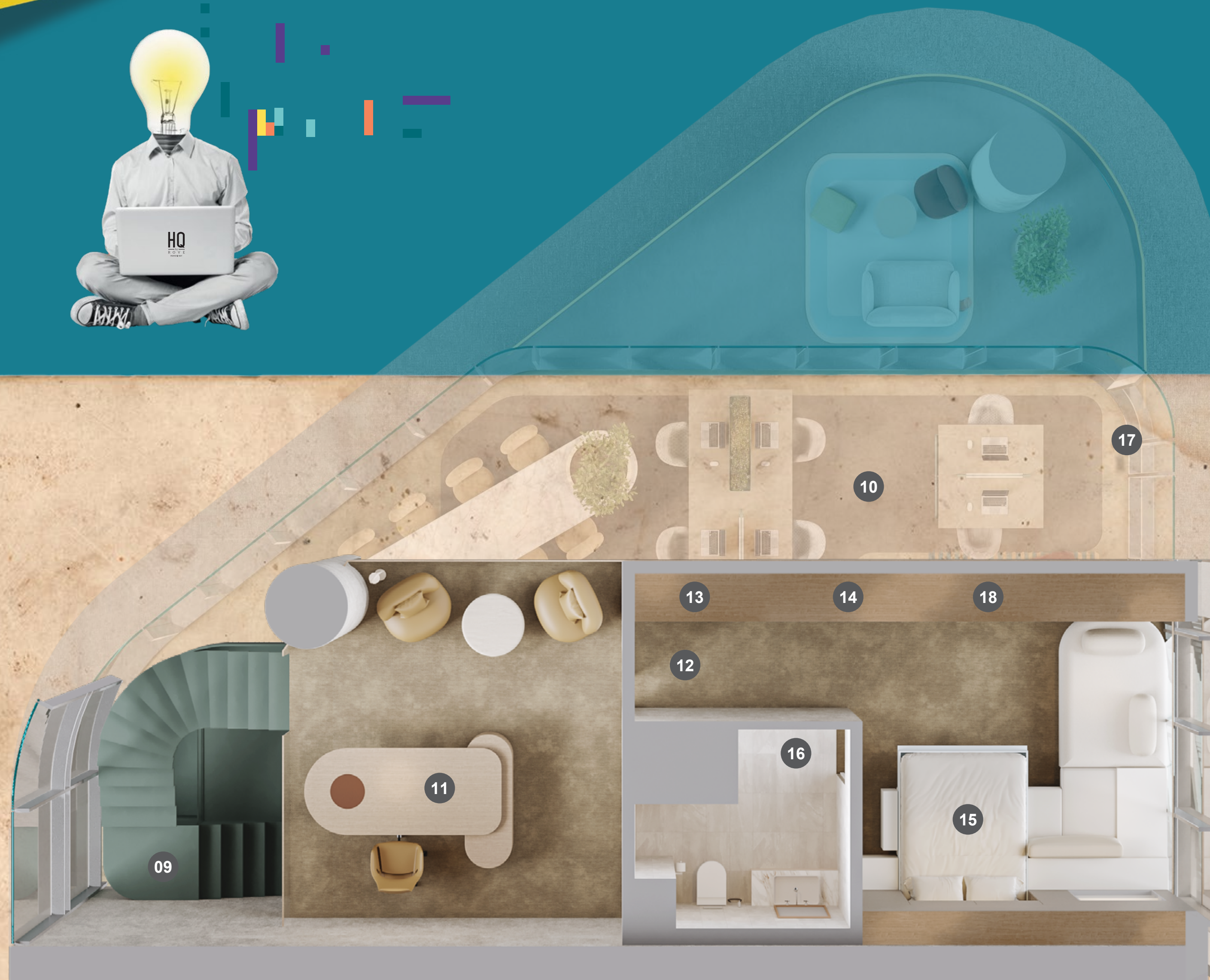
- 01 ENTRANCE
- 02 FEATURE STAIRCASE
- 03 INTEGRATED SEATING
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 KITCHENETTE
- 07 SERVER/PRINTER
- 08 POWDER ROOM
- 09 MEETING CORNER
- 10 COURTYARD

|                   |                                                |
|-------------------|------------------------------------------------|
| INTERNAL AREA     | 1944 SQFT                                      |
| OUTDOOR AREA      | 241 SQFT                                       |
| TOTAL AREA        | 2185 SQFT                                      |
| LEVELS            | L29 (Office Entrance Level),<br>L30 (The Nest) |
| DEDICATED PARKING | 5 SPOTS                                        |



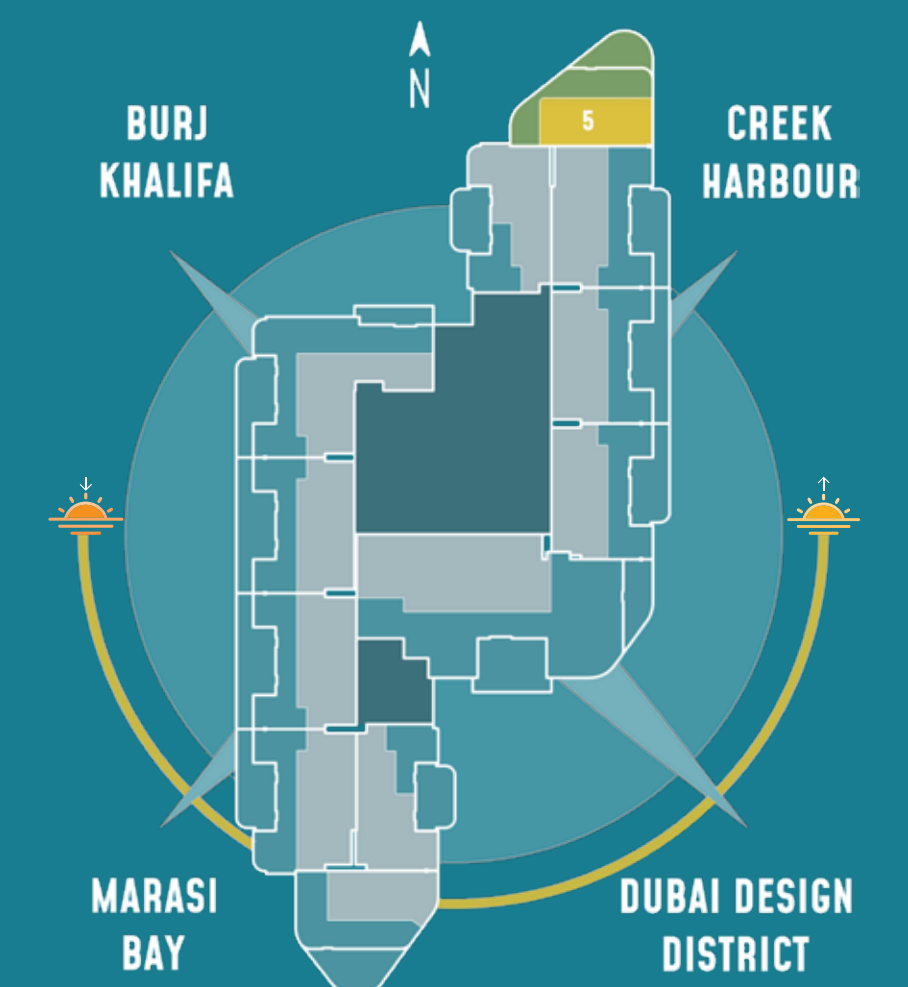


PENTHOUSE LOFT  
(UNIT-2905)  
FLOOR PLAN



## UPPER LEVEL (THE NEST)

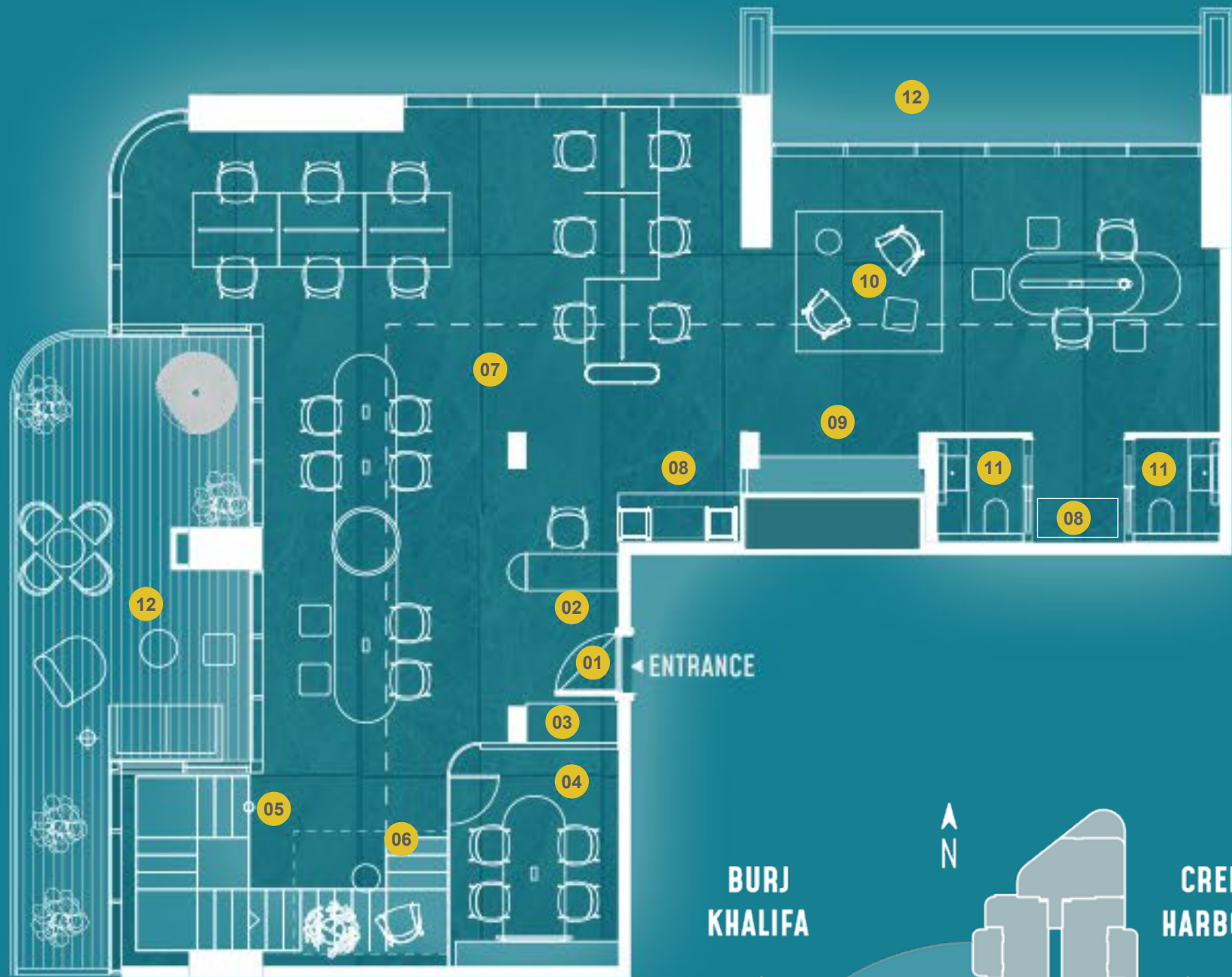
- 09 FEATURE STAIRCASE
- 10 DOUBLE HEIGHT VOID
- 11 BUSINESS QUARTER
- 12 RESTING DEN
- 13 KITCHENETTE
- 14 WARDROBE
- 15 FLEXIBED
- 16 POWDER ROOM & SHOWER
- 17 MOTORIZED BLINDS
- 18 TV



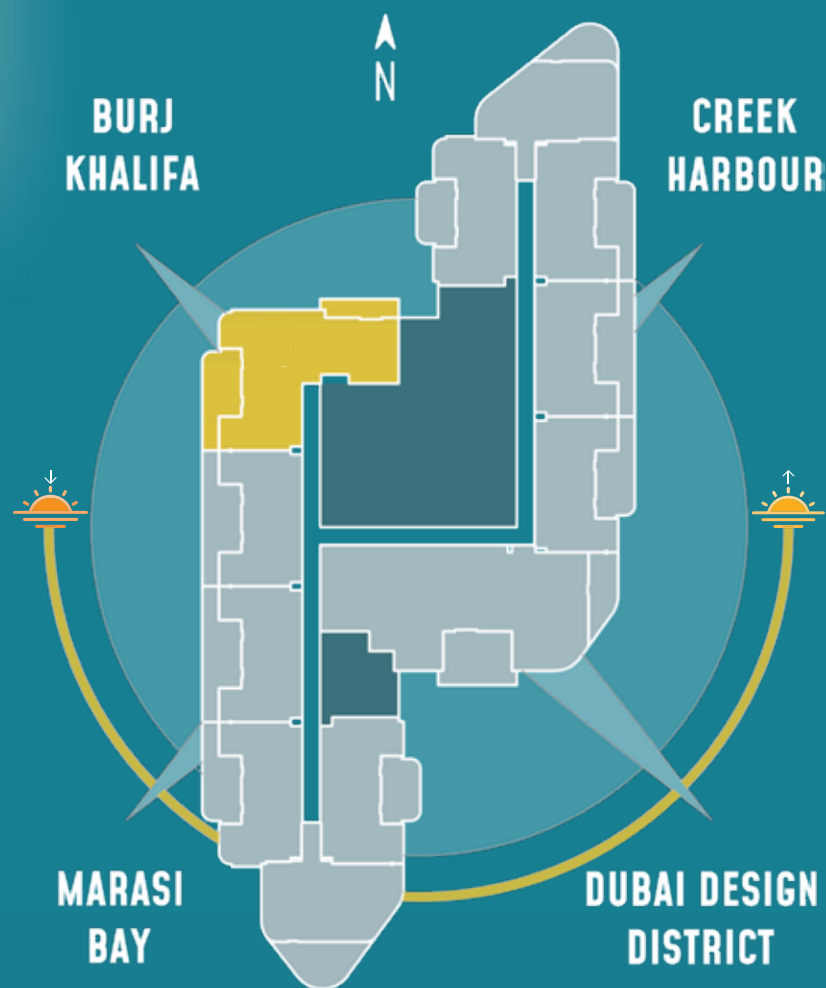
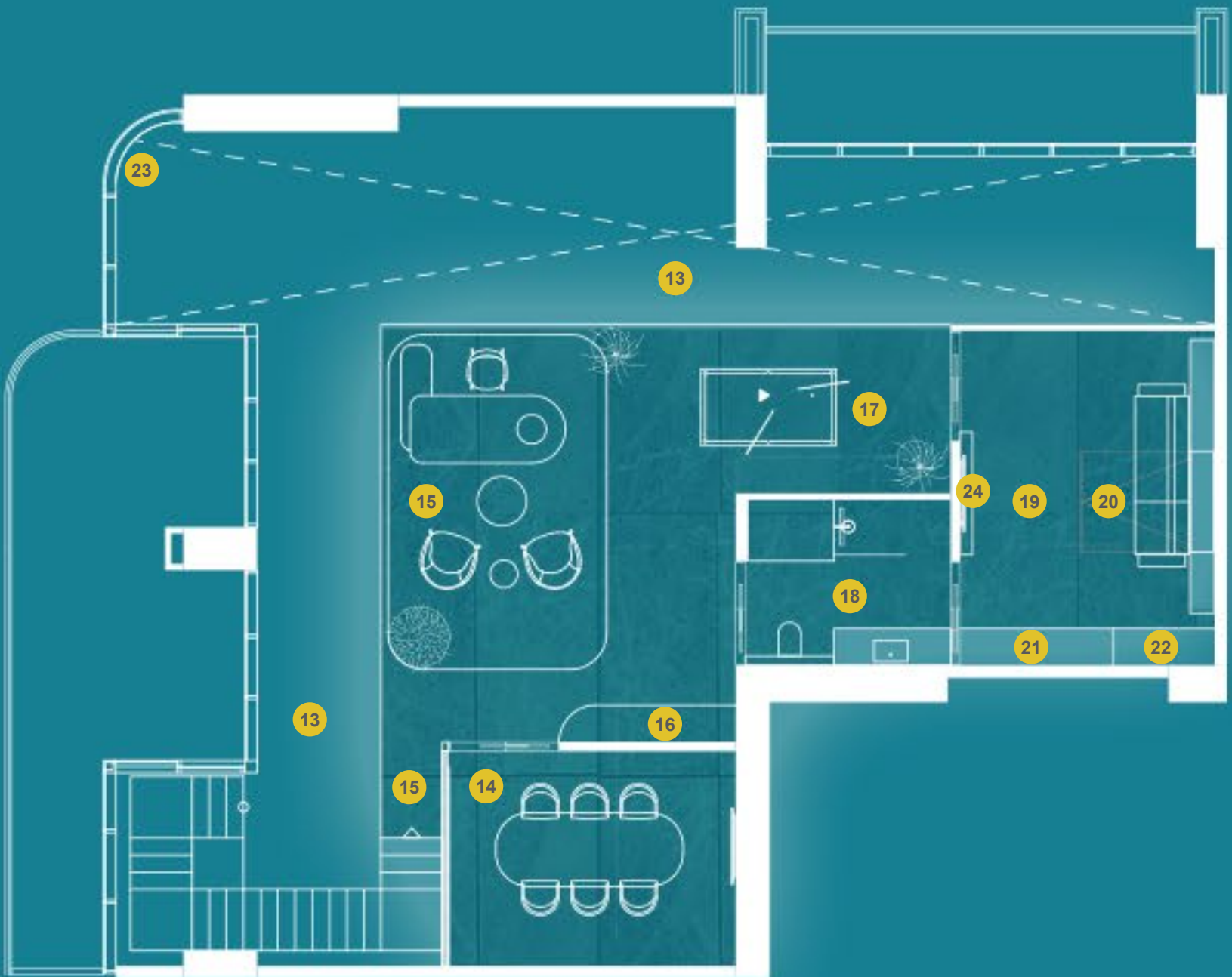


PENTHOUSE LOFT  
(UNIT-2907)  
CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL



|                   |                                                |
|-------------------|------------------------------------------------|
| INTERNAL AREA     | 3192 SQFT                                      |
| OUTDOOR AREA      | 517 SQFT                                       |
| TOTAL AREA        | 3709 SQFT                                      |
| LEVELS            | L29 (Office Entrance Level),<br>L30 (The Nest) |
| DEDICATED PARKING | 7 SPOTS                                        |

## LOWER LEVEL

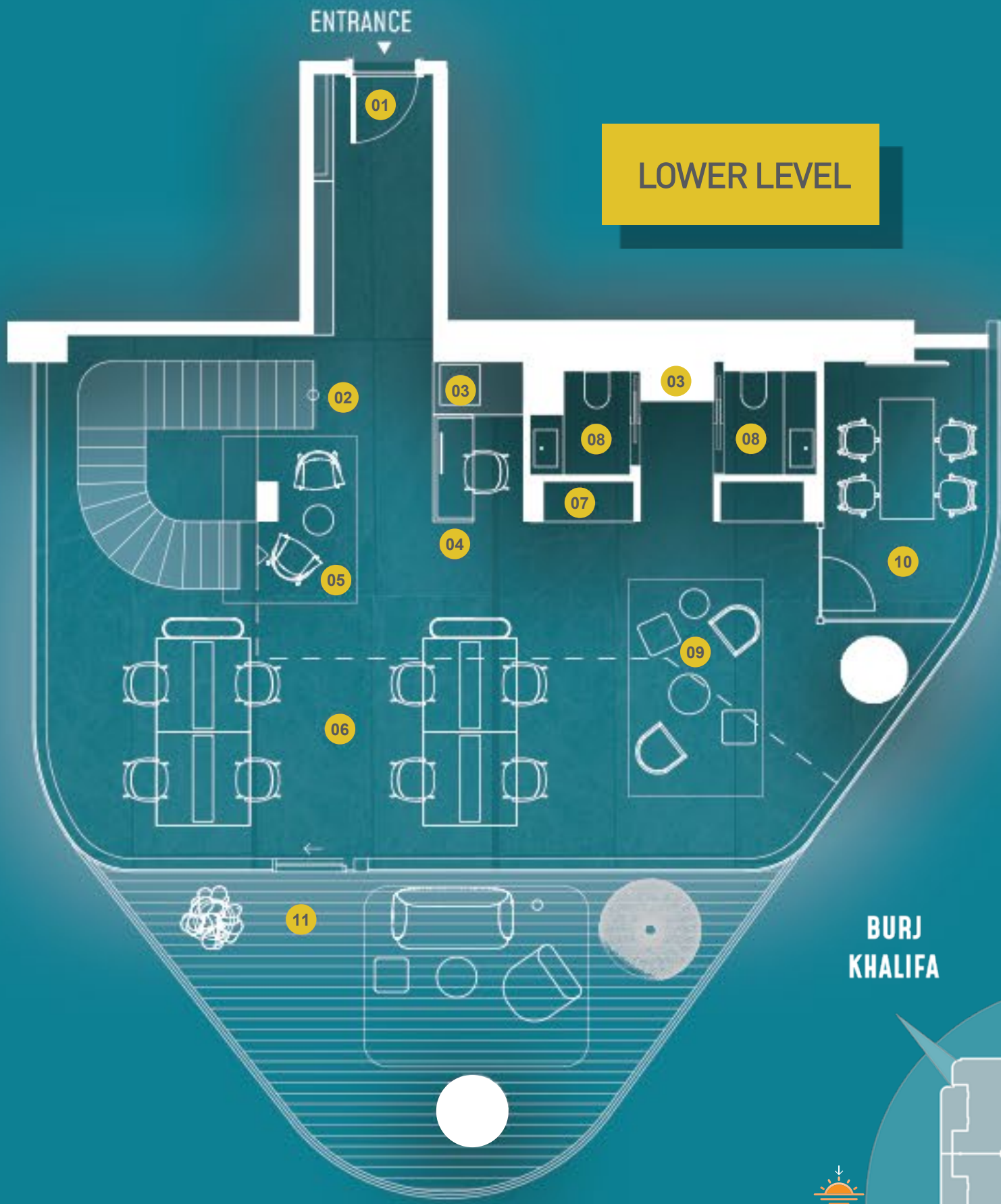
- 01 ENTRANCE
- 02 RECEPTION
- 03 PRINTER
- 04 MEETING ROOM
- 05 FEATURE STAIRCASE
- 06 INTEGRATED SEATING
- 07 OPEN WORKSPACE
- 08 SHELVING/STORAGE UNIT
- 09 PANTRY
- 10 BREAKOUT AREA
- 11 POWDER ROOM
- 12 COURTYARD

## UPPER LEVEL (THE NEST)

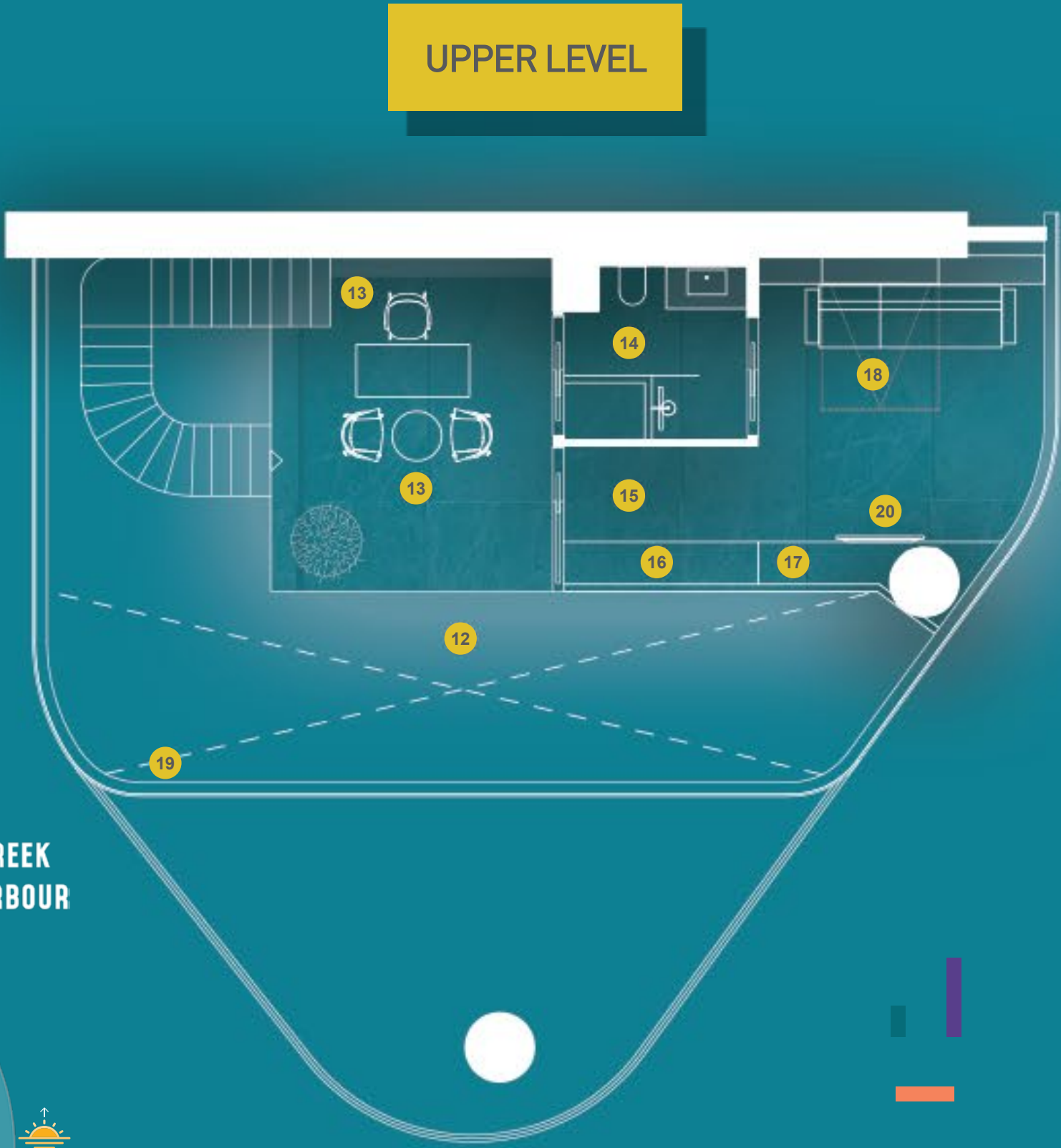
- 13 DOUBLE HEIGHT VOID
- 14 MEETING ROOM
- 15 BUSINESS QUARTER
- 16 COFFEE COUNTER
- 17 GAME CORNER
- 18 POWDER ROOM & SHOWER
- 19 RESTING DEN
- 20 FLEXIBED
- 21 KITCHENETTE
- 22 WARDROBE
- 23 MOTORIZED BLINDS
- 24 TV



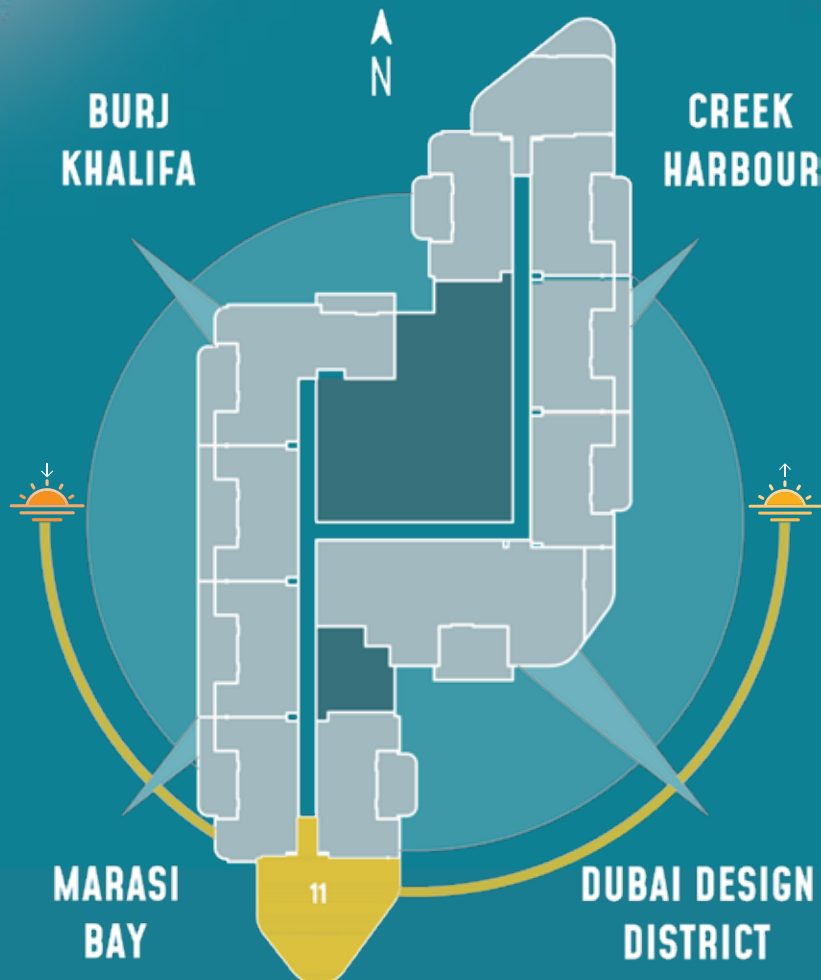
PENTHOUSE LOFT  
(UNIT-2911)  
CONFIGURATIONS



LOWER LEVEL



UPPER LEVEL



LOWER LEVEL

- 01 ENTRANCE
- 02 FEATURE STAIRCASE
- 03 SERVER/PRINTER
- 04 RECEPTION
- 05 INTEGRATED SEATING
- 06 OPEN WORKSTATIONS
- 07 KITCHENETTE
- 08 POWDER ROOM
- 09 BREAKOUT AREA
- 10 MEETING ROOM
- 11 COURTYARD

UPPER LEVEL (THE NEST)

- 12 DOUBLE HEIGHT VOID
- 13 BUSINESS QUARTER
- 14 POWDER ROOM & SHOWER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 WARDROBE
- 18 FLEXIBED
- 19 MOTORIZED BLINDS
- 20 TV

|                   |                                                |
|-------------------|------------------------------------------------|
| INTERNAL AREA     | 2009 SQFT                                      |
| OUTDOOR AREA      | 342 SQFT                                       |
| TOTAL AREA        | 2351 SQFT                                      |
| LEVELS            | L29 (Office Entrance Level),<br>L30 (The Nest) |
| DEDICATED PARKING | 5 SPOTS                                        |



LOFT

# PRESIDENTIAL LOFT

(5800 SQFT)

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.





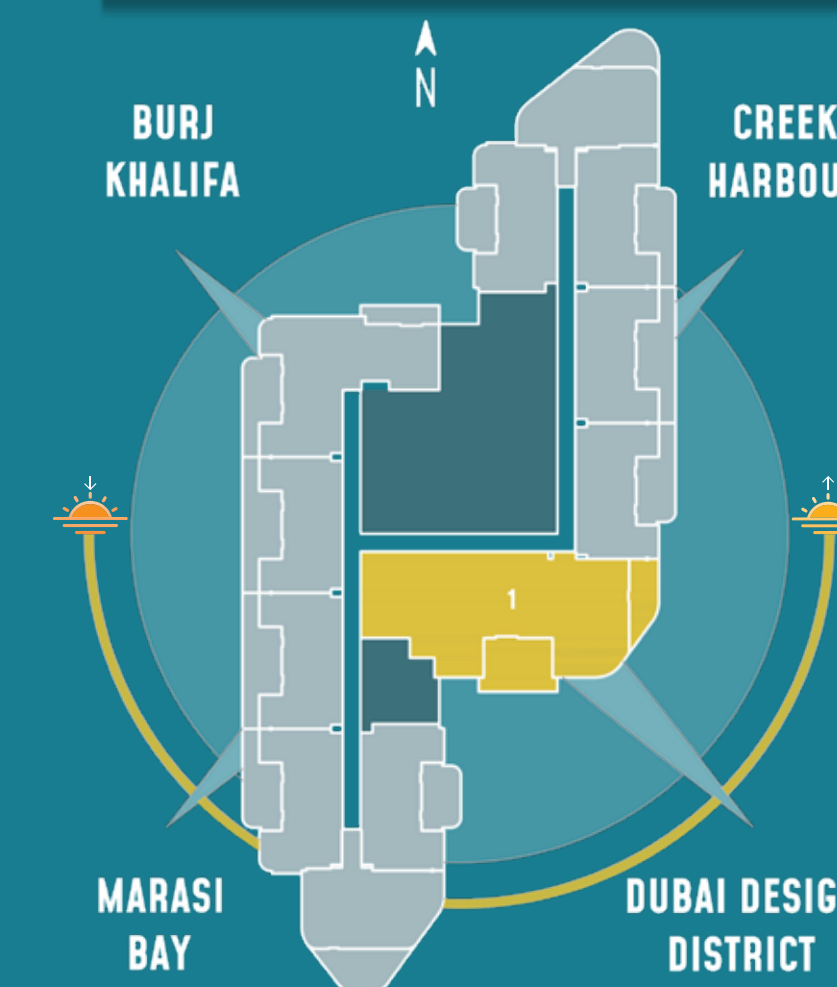
PRESIDENTIAL  
LOFT



## LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRIVATE OFFICE
- 04 OPEN WORKSTATIONS
- 05 POWDER ROOMS
- 06 KITCHENETTE
- 07 BREAKOUT AREA
- 08 INTEGRATED SEATING
- 09 FEATURE STAIRCASE
- 10 FOCUS ROOM
- 11 MEETING ROOM
- 12 COURTYARD
- 13 SHELVING/STORAGE UNIT

|                   |                                                              |
|-------------------|--------------------------------------------------------------|
| INTERNAL AREA     | 5128 SQFT                                                    |
| OUTDOOR AREA      | 672 SQFT                                                     |
| TOTAL AREA        | 5800 SQFT                                                    |
| LEVELS            | <b>L29</b> (Office Entrance Level),<br><b>L30</b> (The Nest) |
| DEDICATED PARKING | <b>10 SPOTS</b>                                              |



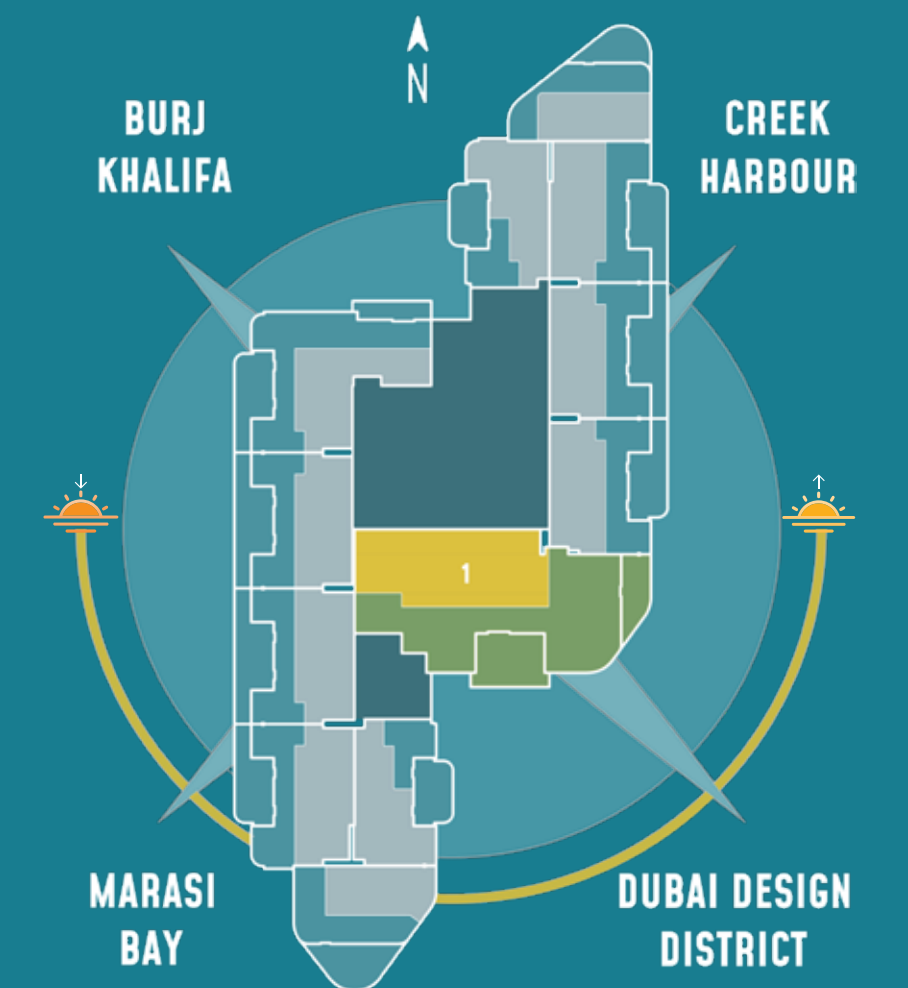


# PRESIDENTIAL LOFT



## UPPER LEVEL (THE NEST)

- 13 FEATURE STAIRCASE
- 14 DOUBLE HEIGHT VOID
- 15 GAME CORNER
- 16 BUSINESS QUARTER
- 17 RESTING DEN
- 18 WARDROBE
- 19 POWDER ROOM & SHOWER
- 20 FLEXIBED
- 21 KITCHENETTE
- 22 PRIVATE MEETING ROOM
- 23 CIGAR LOUNGE WITH HUMIDOR
- 24 MOTORIZED BLINDS
- 25 TV





# MATERIAL SELECTION

Function, form, and the living touch...the perfect ingredients for the HQ Modular Collection.

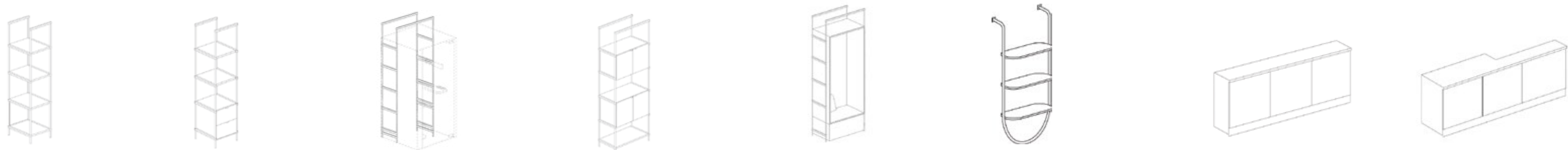




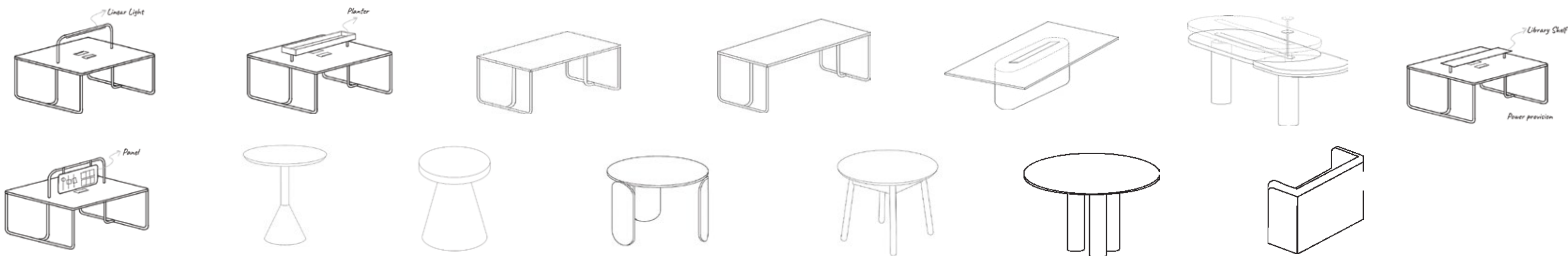
# MODULAR COLLECTION FURNITURE MATRIX

Fully adaptable pieces,  
designed for your work style.

## MODULAR ELEMENTS



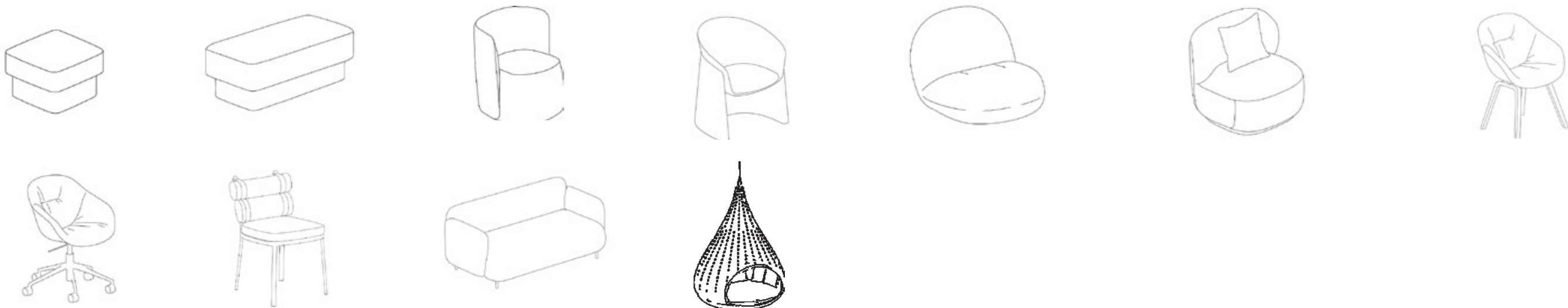
## WORK



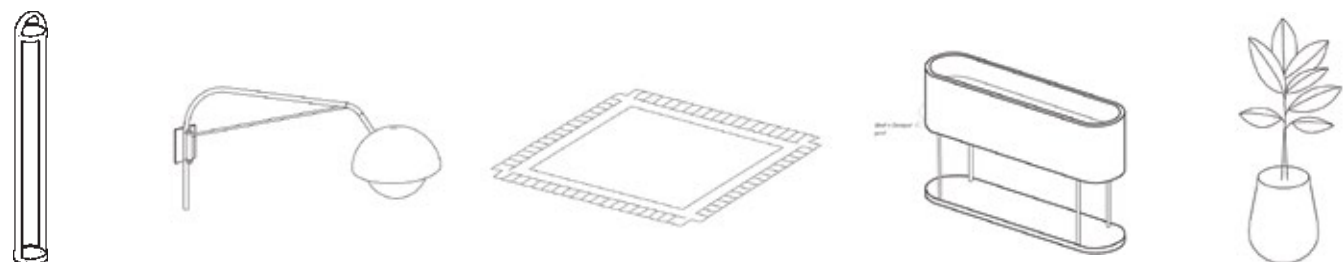
## FOCUS



## LIVE



## BREATHE





# 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

DEVELOPED & BROUGHT TO YOU BY  
IRTH

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