

R O V E
HOME
MARASI DRIVE

Development by
IRTH

ABOUT THE BRAND

R O V E
HOTELS

Embrace Rove's forever-young spirit at Rove Home, where inspiring design and vibrant art installations converge with an exceptional location and an extended playlist of life-enhancing amenities that make this residence a complete ecosystem that has everything you'll ever need.

This isn't just where you'll live.
It's where you'll thrive.



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.





COMMUNITY



CENTRAL URBAN LOCATIONS



FULLY LOADED AMENITIES

WHAT MAKES A ROVE HOME?

Experience the difference with Rove Home where modern amenities, trendy interiors, and smart features cater to your unique style.

Rove Home is your destination for artful inspiration and cleverly activated spaces.



ROVE-INSPIRED DESIGN



ADD-ON SERVICES

ABOUT THE DEVELOPER

IRTH

Founded under Alshamsi 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-in-class 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.



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.



A HOME FOR THE YOUNG AND YOUNG-AT-HEART

The dynamic essence of Rove comes to life at our new location in 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 a place to live; it's a dynamic and vibrant community, where connections flourish and memories are made.



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DOWNTOWN DUBAI



MARASI PROMENADE

EXPLORE THE NEIGHBORHOOD

Embrace urban living at Rove Home Marasi Drive, where connectivity is effortless and convenience is key!

With Dubai's trendiest spots right at your doorstep, explore nearby entertainment and dining experiences in just 15 minutes. Live your best life at Rove Home Marasi Drive!



CITY WALK



DUBAI MALL

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.]



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!



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



This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.



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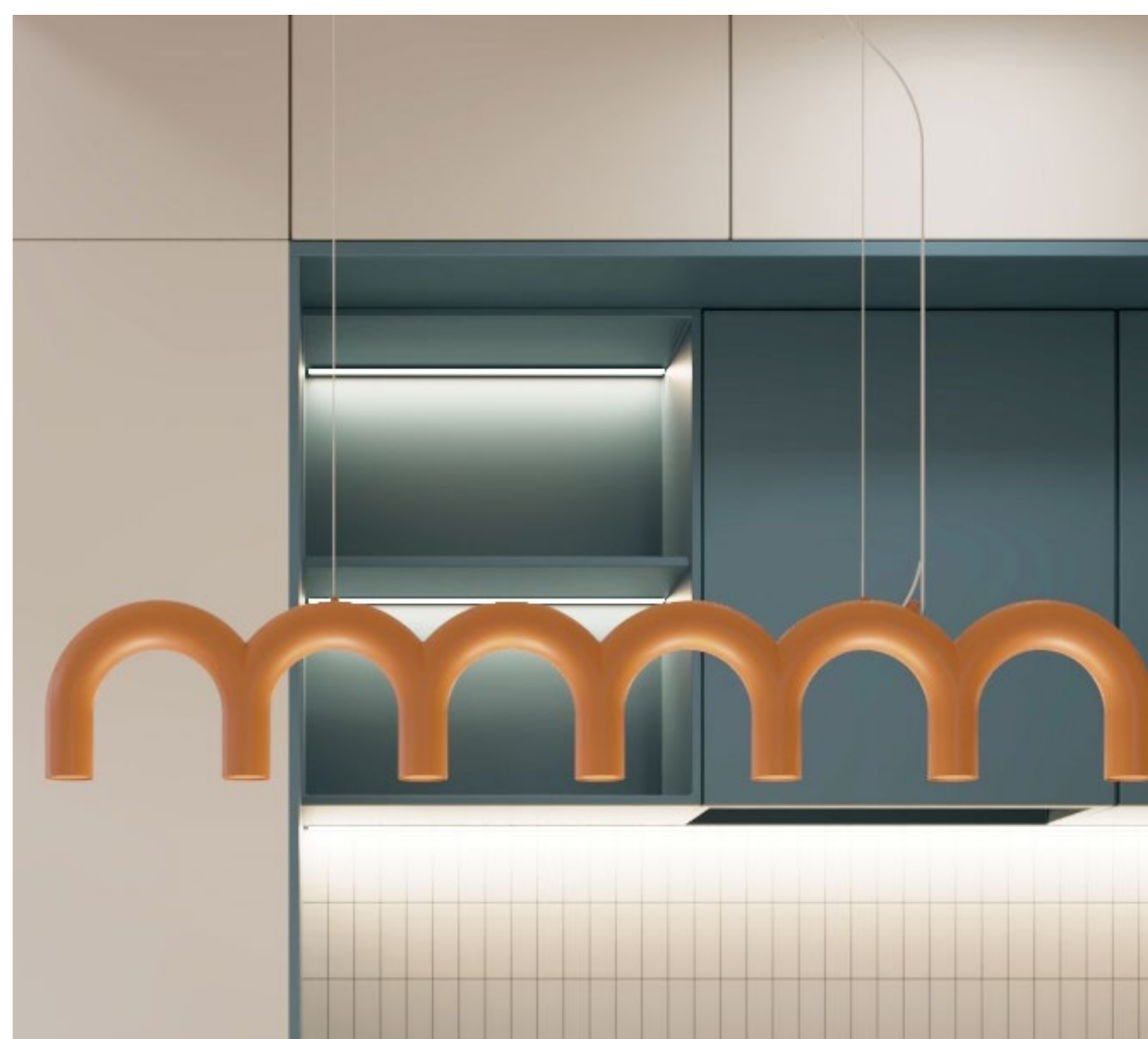
SMART LIVING READY

Combining aesthetics with functionality, all units will be **compatible with Google and Alexa digital home solutions** for ultimate convenience.

Experience the future of living with seamless integration of smart technology, allowing you to control your home with just your voice.

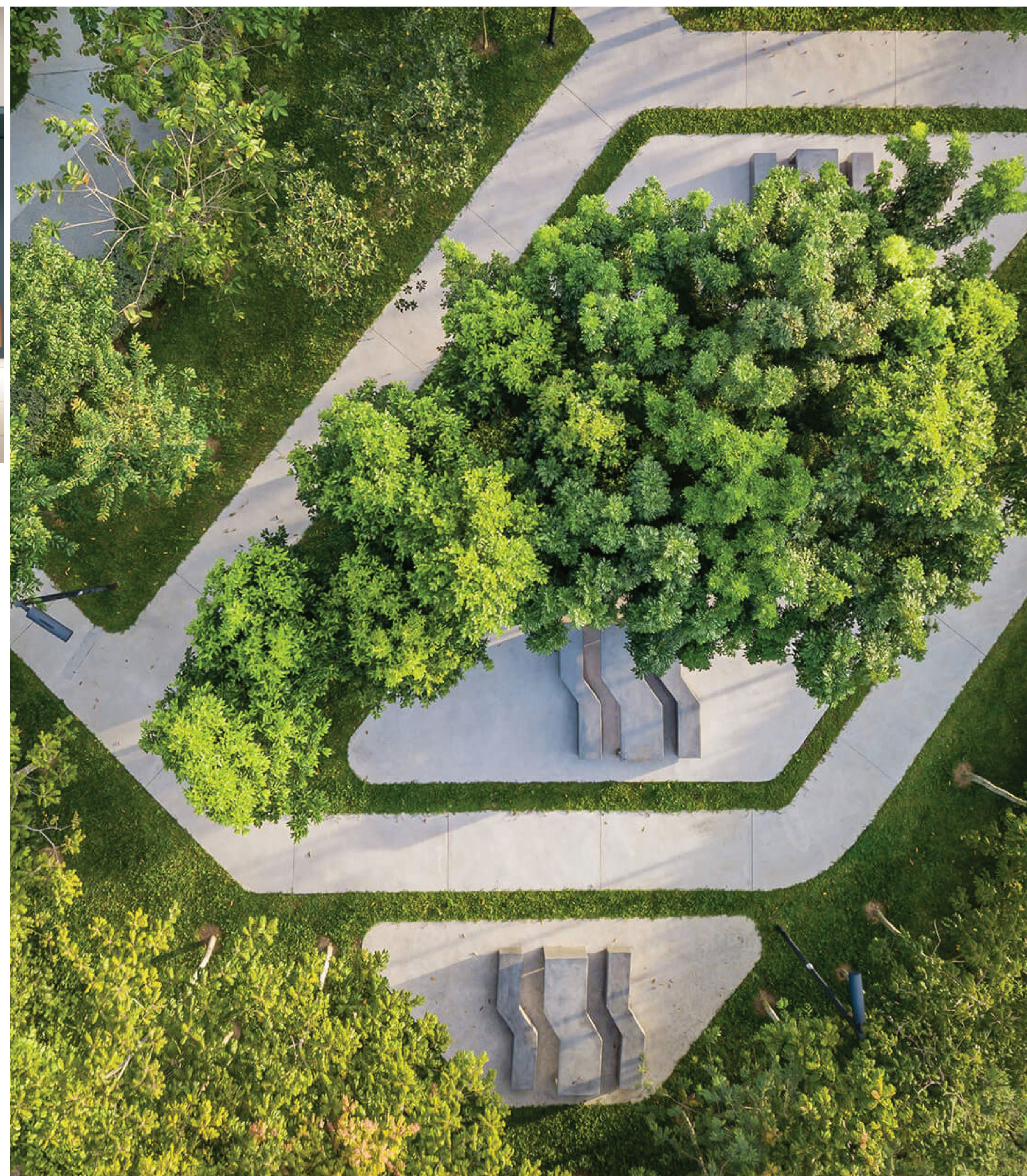
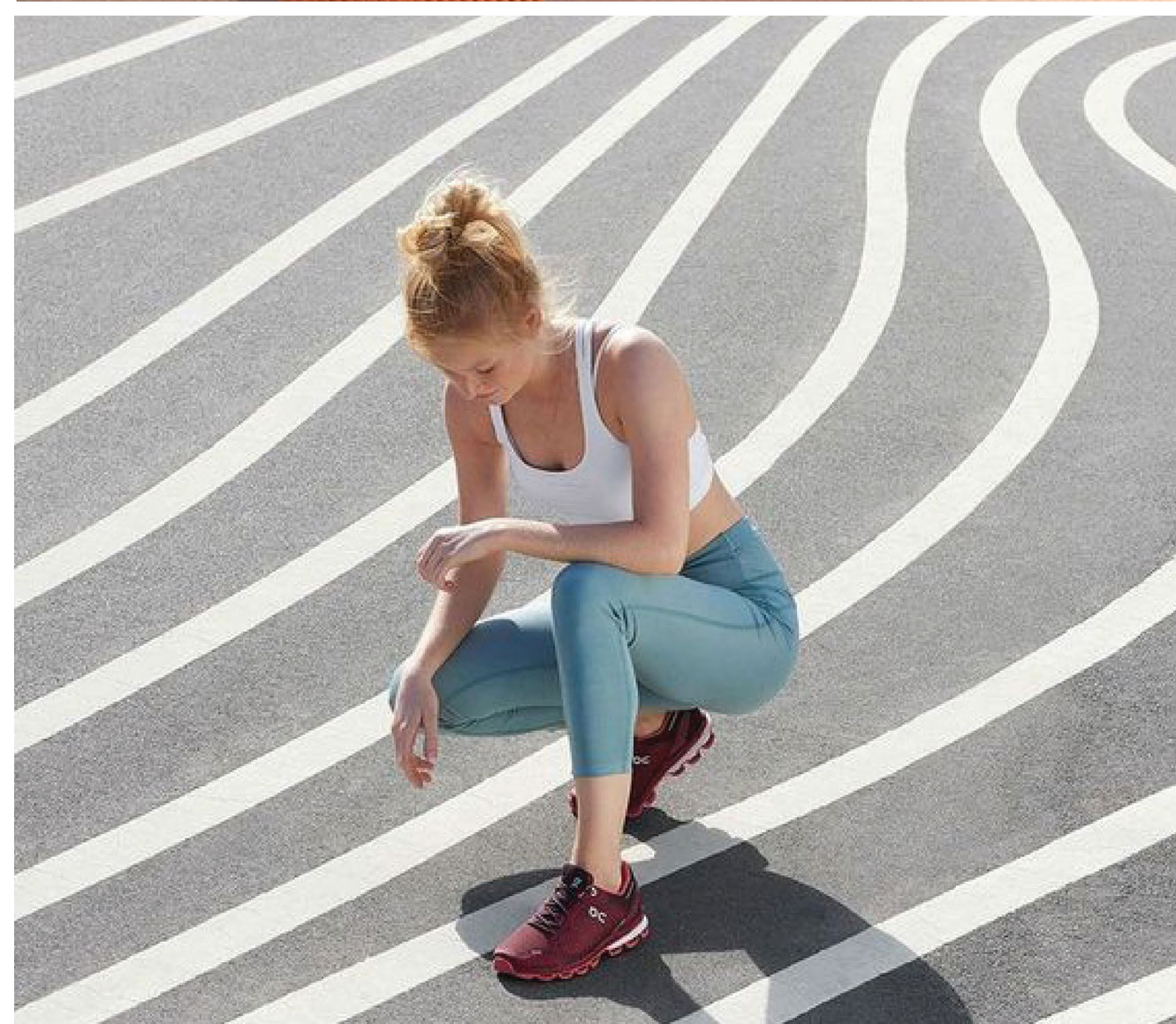
Enjoy the ease of managing your home's lighting, temperature, and entertainment systems effortlessly.





DESIGN THAT DELIGHTS

Rove Home's contemporary design comes to life with inviting interiors designed by Zebra and artistic accents from Studio Feel, creating a harmonious blend of urban style and lush greenery that offers a refreshing take on city living.





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INSPIRED INTERIORS



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STUDIO FLEX

ORI CLOUD BED: UP

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STUDIO FLEX

ORI CLOUD BED: DOWN

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STUDIO²

FLEXIBED: FOLDED

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STUDIO²

FLEXIBED: UNFOLDED

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1 BEDROOM²

TYPE C - FLEXIBED: FOLDED

1 BEDROOM²

TYPE C - FLEXIBED: UNFOLDED

1 BEDROOM ²

TYPE D - FLEXIBED: FOLDED

1 BEDROOM²

TYPE D - FLEXIBED: UNFOLDED



2 BEDROOM ²

TYPE A - FLEXIBED: FOLDED

2 BEDROOM²

TYPE B - FLEXIBED: FOLDED

2 BEDROOM²

TYPE B - FLEXIBED: UNFOLDED



2 BEDROOM²

TYPE B

WHERE A VIBRANT COMMUNITY AWAITS

Enjoy exclusive perks across all Rove properties as a Rove Home Owner!

From complimentary access to amenities to special discounts on services, your membership in the Rove community opens doors to a world of benefits.

Immerse yourself in a dynamic urban lifestyle at Rove Home, where lush greenery and top-notch amenities elevate everyday living. From coworking areas to social hubs, the Rove community fosters seamless interactions, forging lasting relationships and enriching daily life.





50+ AMENITIES ENDLESS ENTERTAINMENT

Get ready for an electrifying journey!

Jump into our lively space packed with features that will make your heart race, from buzzing coworking spaces to adrenaline-pumping arcade zones.

Challenge your pals at sports courts, try your hand at Pickleball, dive into Aqua Cycling, lounge at the Urban Beach Pool, make a splash in both indoor and outdoor pools, and elevate your experience to new heights at our Sky Garden oasis where the sky is the limit!

GROUND LEVEL INDOOR



Rove Café



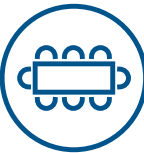
Convenience
Store



Coworking Space



Soundproof
Meeting Pods



Private Meeting
Rooms



Outdoor Terrace



Lobby Lounge





LOBBY LOUNGE

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LOBBY LOUNGE

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ROVE CAFÉ

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COWORKING SPACE

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PODIUM LEVEL INDOOR



Indoor Lounge



Monkey Bars



Karaoke Room



Arcade Games



Climbing Wall



Playstation Deck



Fully Equipped
Gym



Changing
Rooms



Hammock
Movie Lounge



Guest Rooms
(Rentable)



MultiBall
Interactive Gaming
(50 + apps)



Multi-Purpose
Room with Kitchen
(Rentable)



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





FULLY EQUIPPED GYM

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GAMING LOUNGE

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GAMING LOUNGE

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PODIUM LEVEL OUTDOOR



Urban Beach Pool



Jacuzzi



Yoga Lounge



Sun Lounging Deck



Cascading Leisure Pool



Aqua Cycling



Open-Air Gym



Rove Beverage Truck



Cabanas with Daybeds



Integrated Lap Pool



Sunken Gardens



Outdoor Multi-Purpose Terrace (rentable)



Outdoor Gaming Terrace



Outdoor Coworking Space





PODIUM LEVEL

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URBAN BEACH POOL

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URBAN BEACH POOL

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CASCADING LEISURE POOL

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SUNKEN GARDENS

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PARK ACCESS

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SKY GARDEN INDOOR



Indoor
Lap Pool



Wellness Features
(Steam Room & Sauna)



Changing Rooms





INDOOR LAP POOL

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SKY GARDEN OUTDOOR



Padel Pong



Sun Lounging
Deck



Outdoor Cinema



Running Wheel



Amphitheatre



Chess Tables



Lush
Landscape



Climbing Wall



Bouldering Wall



Outdoor
Coworking Space



Ping Pong in
a Tube



Communal Dining
Tables



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



Suspended
Lounging Nets





SKY GARDEN

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AMPHITHEATRE

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ROOFTOP



Stargazing Point
(Telescope)



BBQ Terrace



Outdoor Kitchen



Cabanas with
Daybeds



Lounging Space



Viewing Deck
with Swings



Sunken Seating



Firepit



Rooftop Garden



Communal
Dining Tables





ROOFTOP

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R O V E
HOME
MARASI DRIVE

Development by
IRTH