

ICONIC

RESIDENCES

DESIGN BY *pininfarina*

Exceptional Tower
Architecture & Interiors by Pininfarina
Future Dominant In Dubai Internet City
Exciting Sea Views
Exclusive Amenities for Residents
Overlooking The Palm & Burj Al Arab





ABOUT THE PROJECT

G+66
FLOORS

3Q 2027
DELIVERY DATE

310
1-4 BEDROOM
APARTMENTS

1
PENTHOUSE

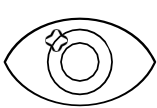
3
FLOORS OF EXCLUSIVE
AMENITIES

433
PARKING
SPACES

18x2
VIP PARKING BOXES
WITH A/C

WOOD & MARBLE FINISHING AND
TECHNOLOGIES FOR ELEVATED LIFE QUALITY

 LOCATION
DUBAI INTERNET CITY

 VIEWS:
PALM JUMEIRAH,
BURJ AL ARAB, BURJ KHALIFA,
DUBAI MARINA, BLUEWATERS,
EMIRATES GOLF CLUB



60

RESIDENTIAL
FLOORS

6

PODIUM
FLOORS



PENTHOUSE, L58-59

RESIDENCES FLOORS, L41-57

SKY AMENITIES, L40 (2 levels)

RESIDENCES FLOORS, L17-39

RESIDENCES FLOORS, L2-16

OASIS AMENITIES, L1
5 LEVELS OF PARKING
GROUND FLOOR



ARCHITECTURE

Inspired by natural shapes of sand dunes & sea waves
Style inherited from famous race cars



PININFARINA: ITALIAN DESIGN ICON

Since 1930, Pininfarina has been a global symbol of sophisticated Italian design. Known for crafting legendary cars like Ferrari and Maserati, it has expanded into architecture and lifestyle design, blending innovation, performance, and aesthetic excellence. Pininfarina's timeless design philosophy transcends trends, delivering stylish and future-oriented spaces. Leading in branded residences in Italy, it creates environments where beauty, technology, and well-being come together. In partnership with Mered, Pininfarina aims to create a groundbreaking project in Dubai, combining beauty and technology in the heart of this vibrant city.

pininfarina



Maserati
GranCabrio

Ferrari 458
Italia



PININFARINA: ARCHITECTURE SUCCESS STORIES



Istanbul Grand Airport
Istanbul, Turkey



Torre Designo
Mexico City, Mexico



Blue Loop
Shanghai, China



Light Residences
Merida, Mexico



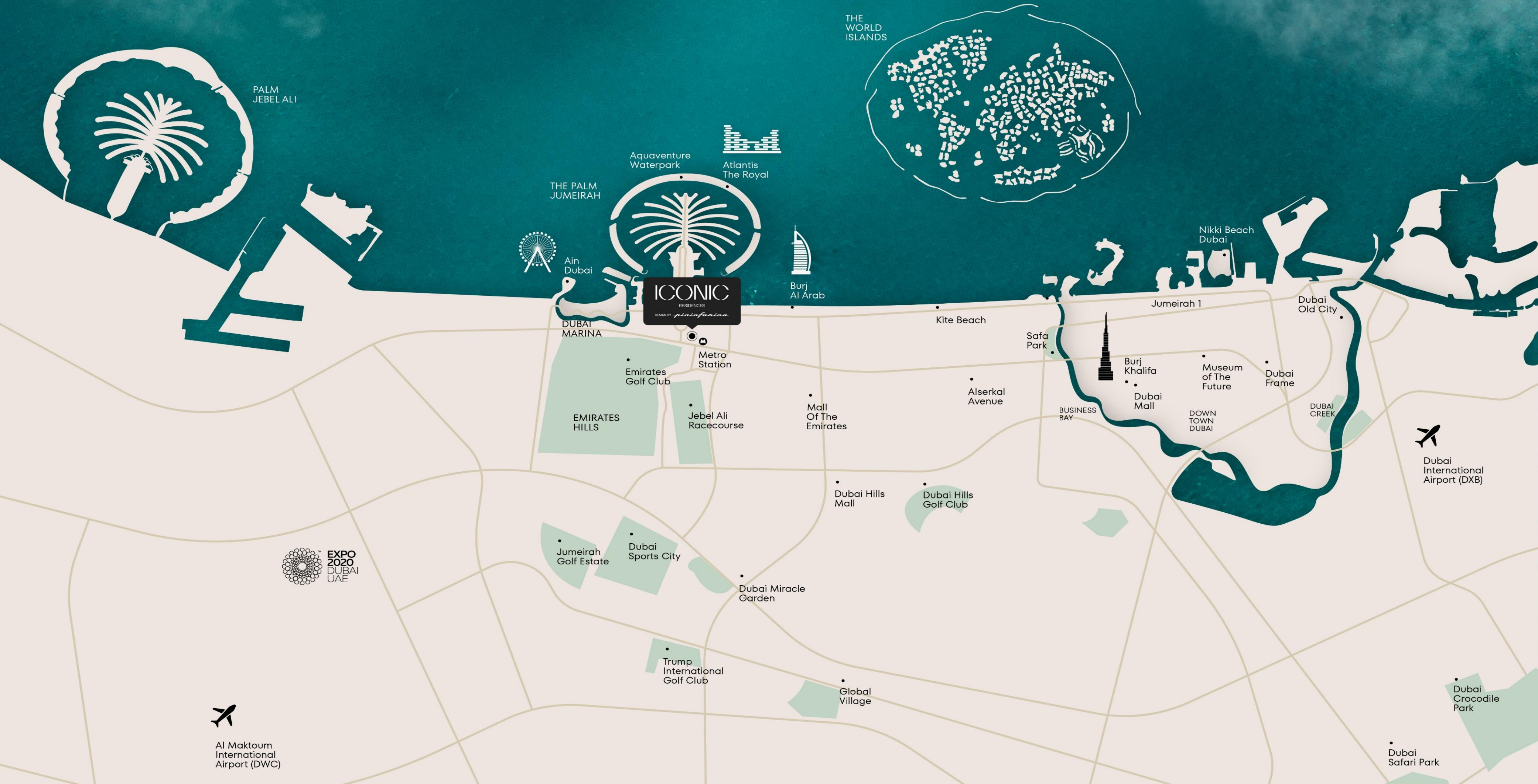
Higold Headquarter
Foshan City, China



Cyrela
San Paulo, Brazil

LOCATION

Strategically located area / Headquarters of global IT companies /
International universities / Transport accessibility





UNIVERSITIES, DUBAI
KNOWLEDGE PARK

- 1 The University of Manchester
- 2 Middlesex University Dubai
- 3 Murdoch University Dubai
- 4 University of Bradford, Dubai
- 5 University of Wollongong in Dubai
- 6 Heriot-Watt University Dubai
- 7 Abu Dhabi University, Dubai Campus
- 8 American University in Dubai

SCHOOLS

- 9 American School of Dubai
- 10 Dubai American Academy
- 11 GEMS Wellington International School
- 12 The International School of Choueifat
- 13 iCademy Middle East
- 14 U21 Global School for Global Leaders
- 15 Dubai College

MEDICAL CENTERS

- 16 Saudi German Hospital
- 17 Al Zahra Hospital Dubai
- 18 MBF Health Square
- 19 German Clinic 2 DMCC

SHOPPING

- 20 Nakheel Mall
- 21 Mall of the Emirates
- 22 Mina A Salam Madinat
- 23 Dubai Marina Mall

LEISURE

- 24 Aquaventure Waterpark
- 25 Bluewaters
- 26 Sky dive Dubai
- 27 Dubai Harbour
- 28 Pier 7
- 29 Media City Park
- 30 Topgolf Dubai
- 31 Jebel Ali Racecourse

BEACHES

- 32 Palm West Beach
- 33 Private Beach
- 34 JBR Beach
- 35 Marina Beach

LUXURY HOTELS

- 36 St. Regis Gardens The Palm
- 37 Atlantis The Royal
- 38 Burj Al Arab
- 39 Jumeirah Marsa Al Arab
- 40 Raffles The Palm
- 41 One&Only The Palm



5
minutes
by car
to Palm
Jumeirah

25
minutes
by car
to
Downtown
Dubai



15 minutes
by car to
Bluewaters
Island





9 minutes
by car to Emirates
Golf Club

11 minutes
by car to Jebel
Ali Horse Race
Course



19 minutes
by car
to Skydive
Dubai



STUNNING VIEWS



Design Feature #001

The building is designed to provide its residents with spectacular seascape and landmark views.







The link between interior
and exterior. A thoughtfully
landscaped arrival defined
by architecture and nature

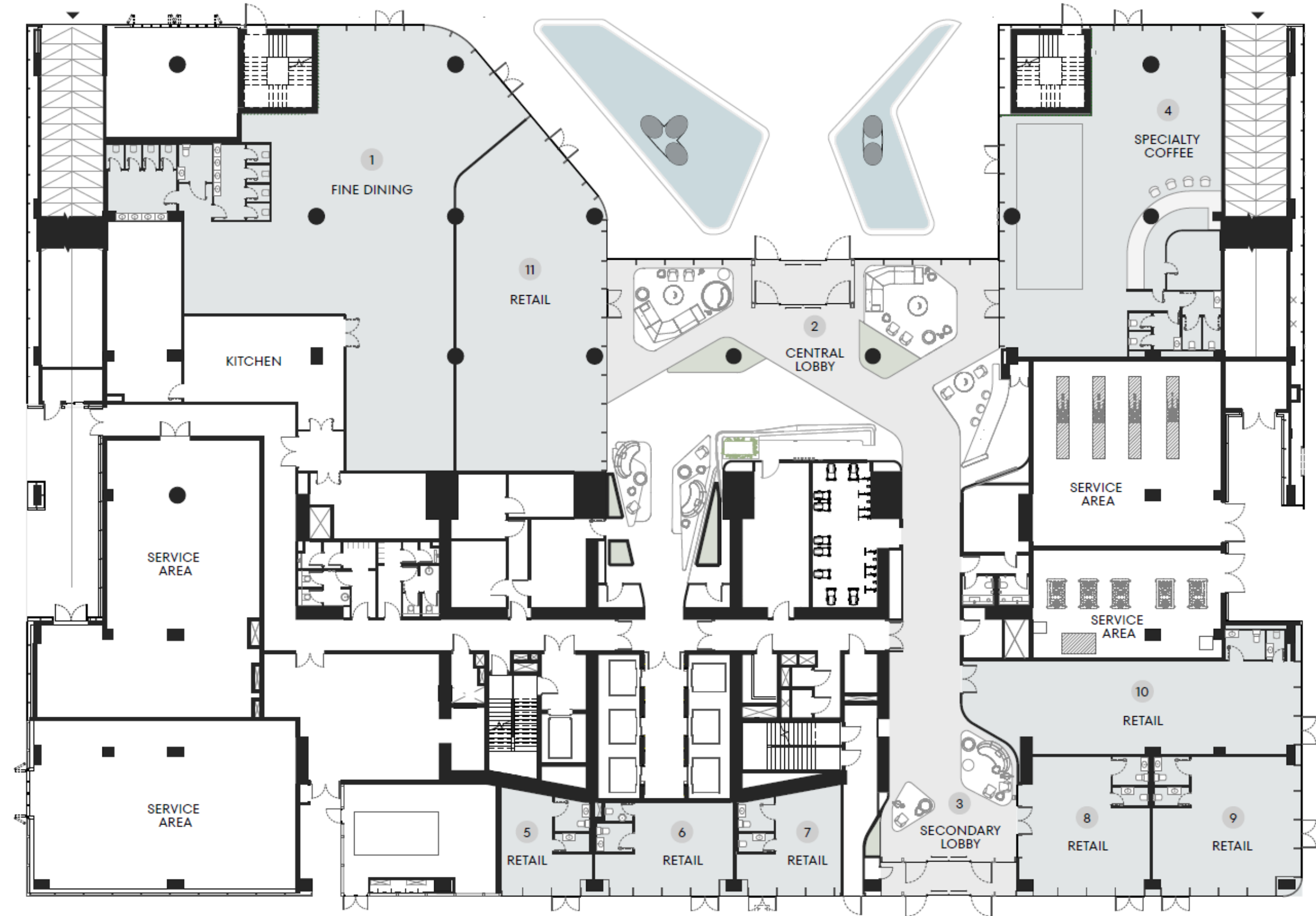
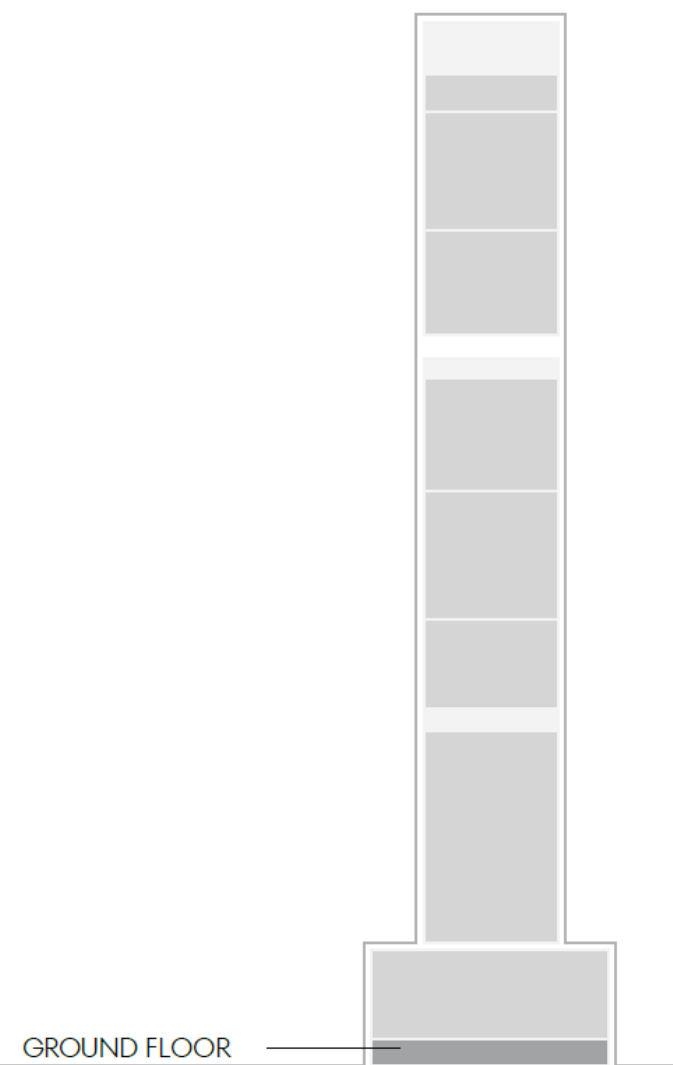
ICONIC

LOBBY



LOBBY

1. Fine dining
2. Central lobby
3. Secondary lobby
4. Specialty coffee
- 5-11 Retail









433 parking spaces
18 private VIP parking
boxes with A/C
EV charging stations

PARKING



A/C Private Boxes



OASIS AMENITIES

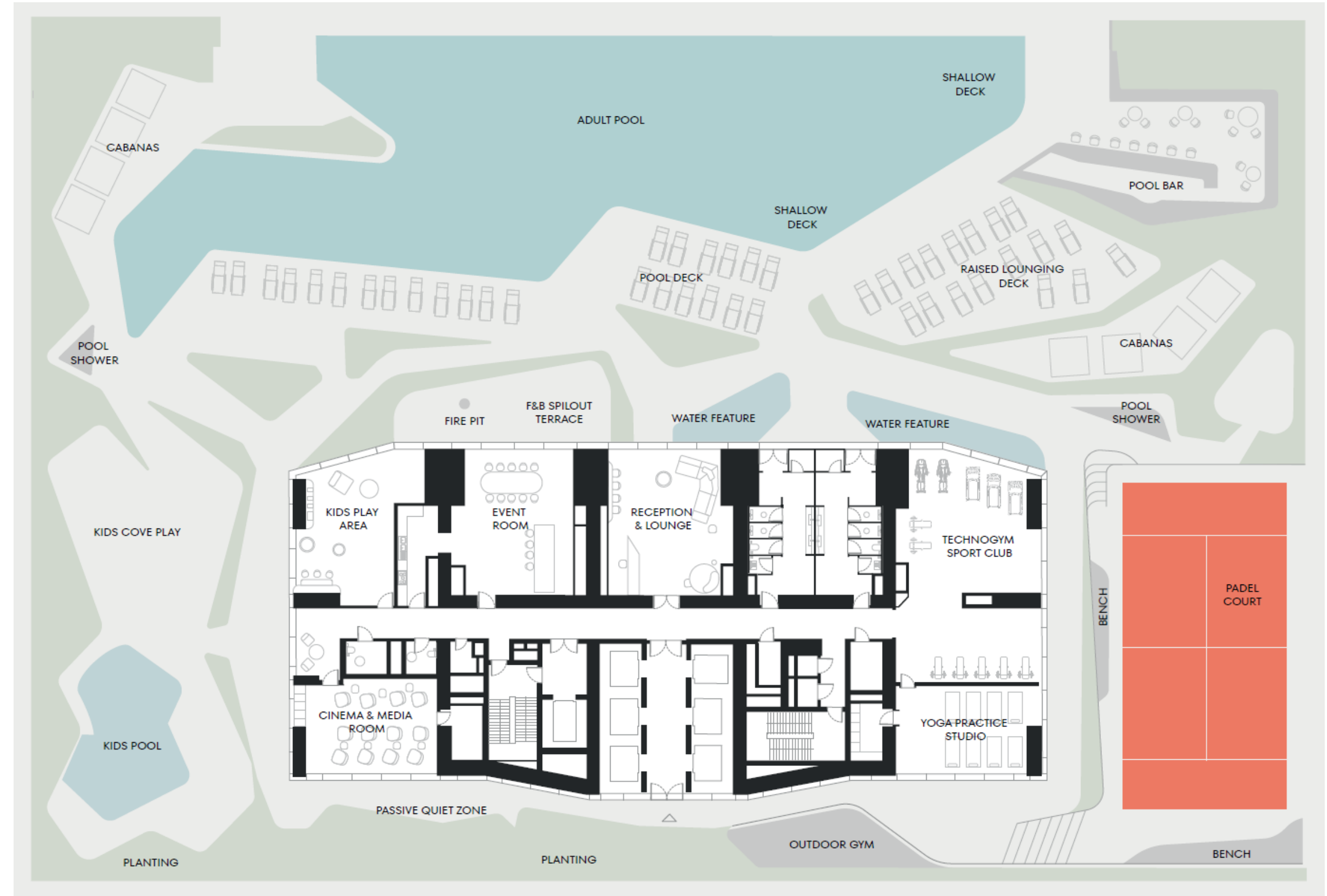
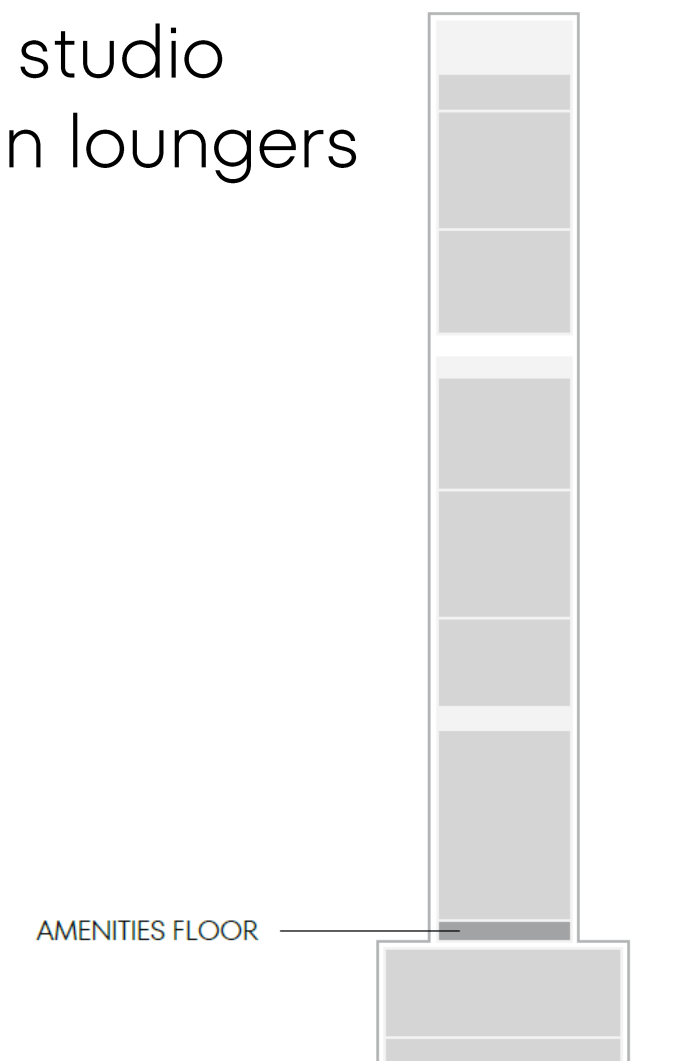
Kids Play Area & Pool
Main Pool & Bar
Private Lounge & Event Room
Yoga Practice Areas & Equipped Gym
Cinema & Media Studio
Padel court

SKY AMENITIES

Infinity Pool Overlooking The Sea
Lounge Bar & Outdoor Terraces
Jacuzzi, Sauna & Steam Baths
Cold Plunge & Treatment Room
Beauty Space

OASIS AMENITIES

1. Cinema & media room
2. Kids play area
3. Event room, fire pit
4. Reception & lounge
5. Technogym sport club
6. Yoga practice studio
7. Cabanas & sun loungers
8. Padel court







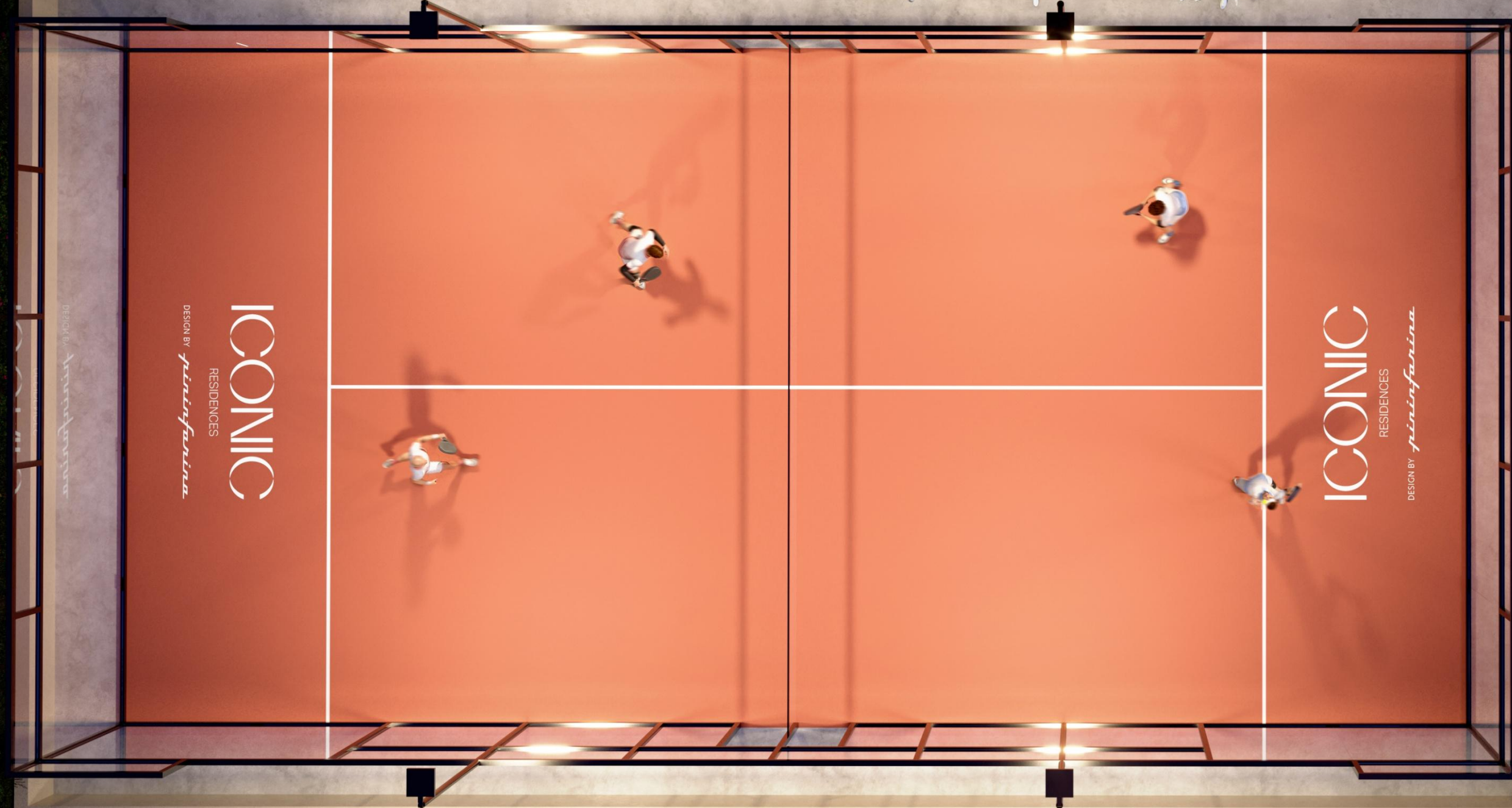












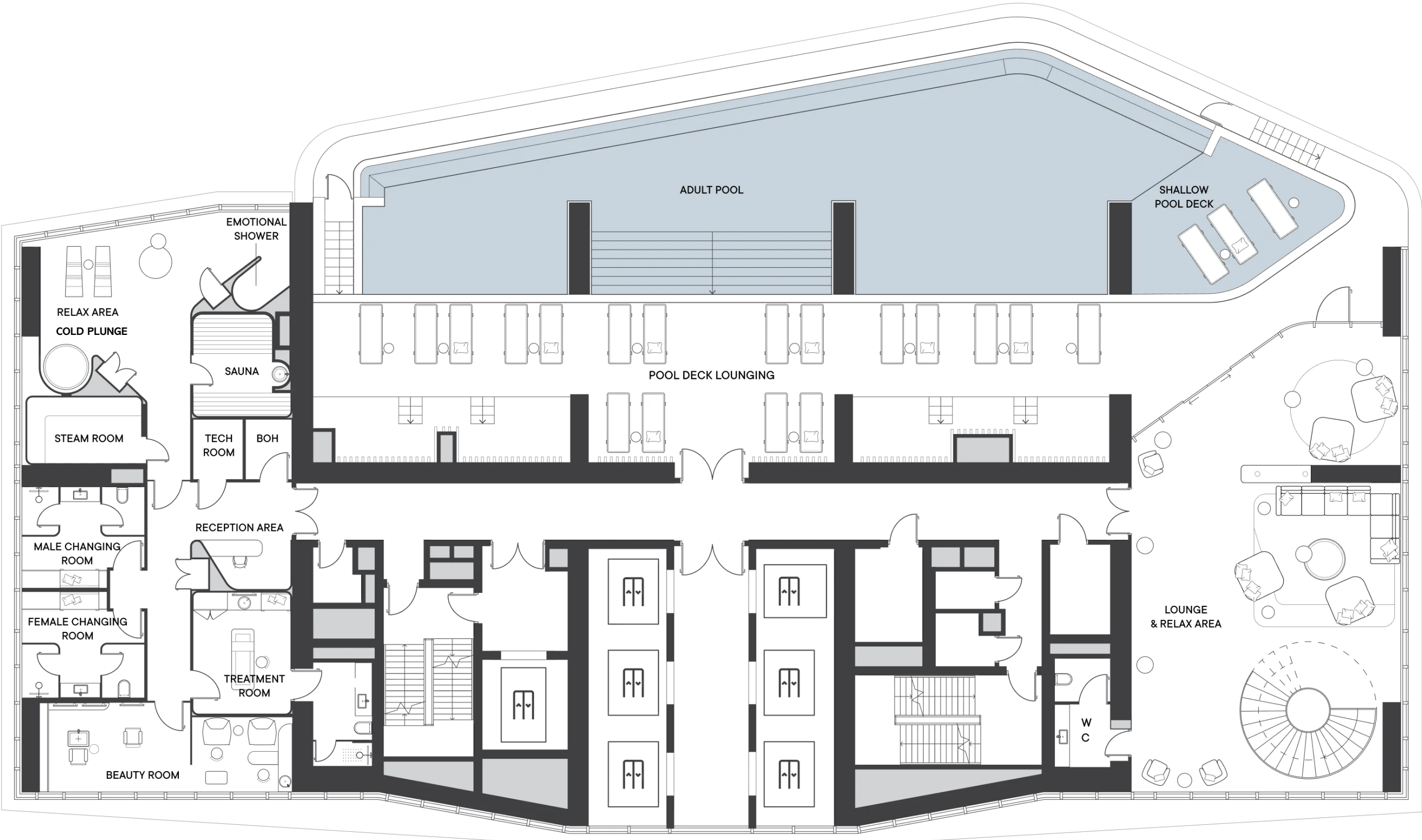
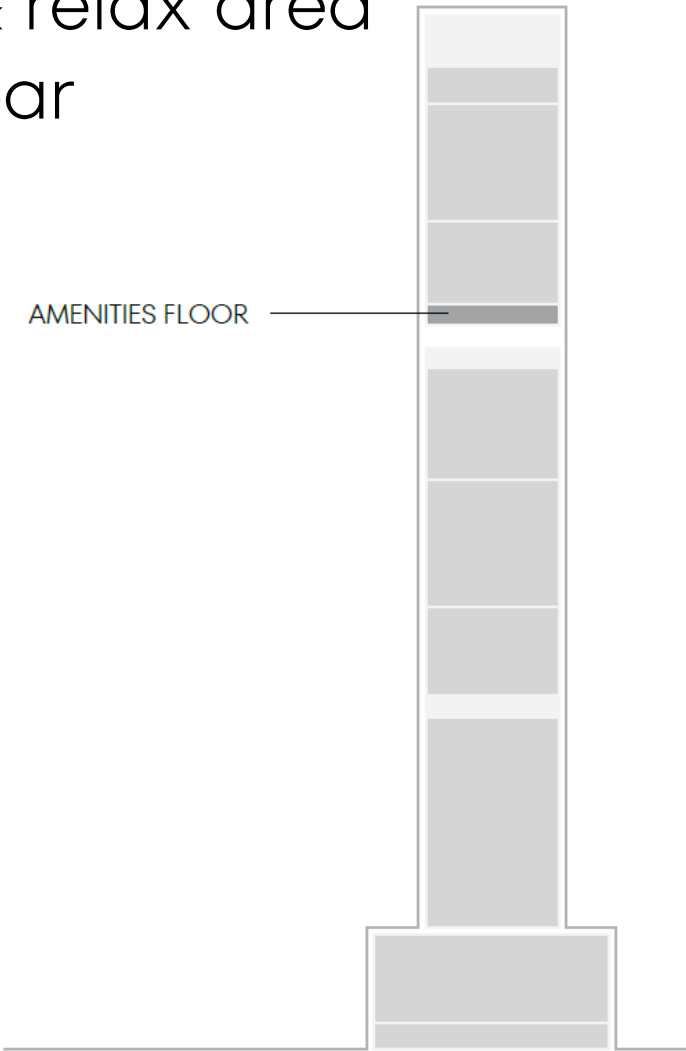






SKY AMENITIES

- 1. Entrance
- 2. Spa
- 3. Pool deck lounge
- 4. Infinity pool
- 5. Lounge & relax area
- 6. Lounge bar





















RESIDENCES

310 apartment units
Balconies and terraces with a sea view
Interiors accelerate the esthetics
of architecture

















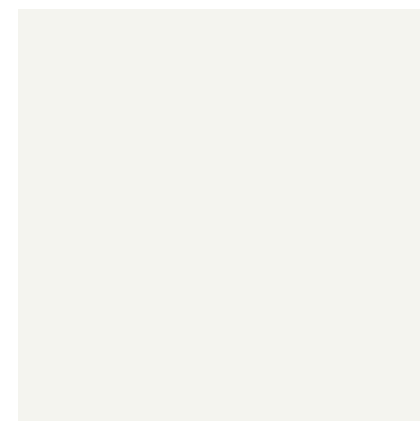


PREMIUM MATERIALS AND FINISHING





LIVING & DINING



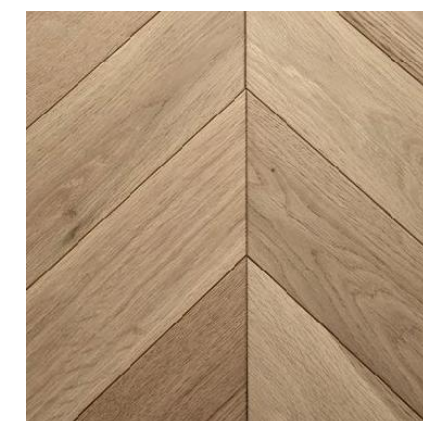
Fenomastic white paint



Textured plaster paint



Champagne-colored
satin-brushed aluminum
with fingerprint
protection



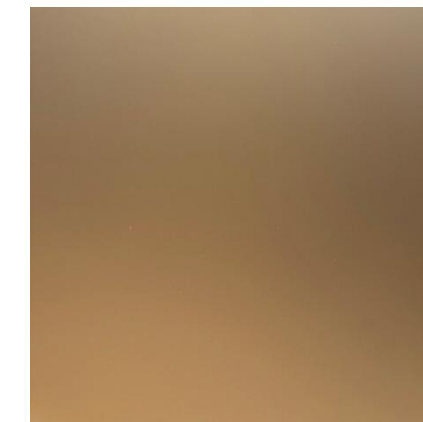
Oak wood engineered
two-layer parquet



KITCHEN



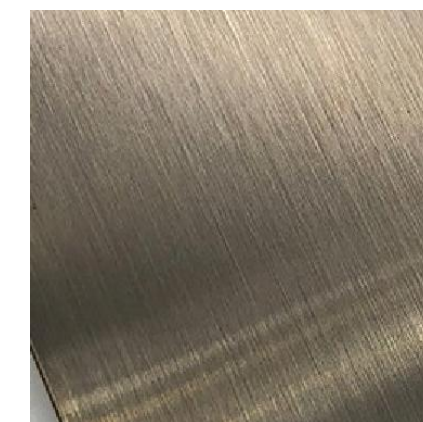
Polished green
quartzite marble



Metal wooden finish



Italian reconstituted
stone counters



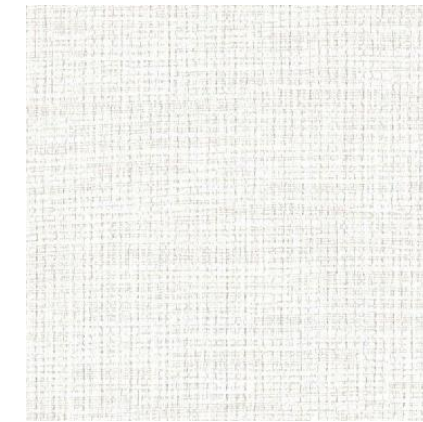
Champagne-colored
satin-brushed aluminum
with fingerprint
protection



MASTER BEDROOM



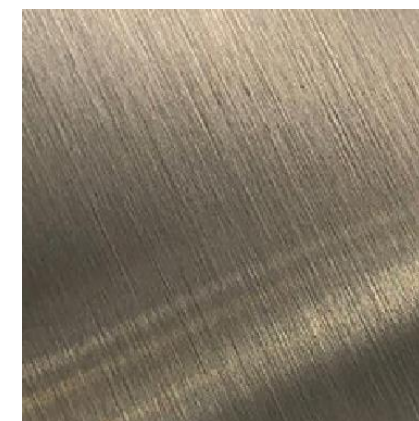
Extra-clear low-iron
tempered glass



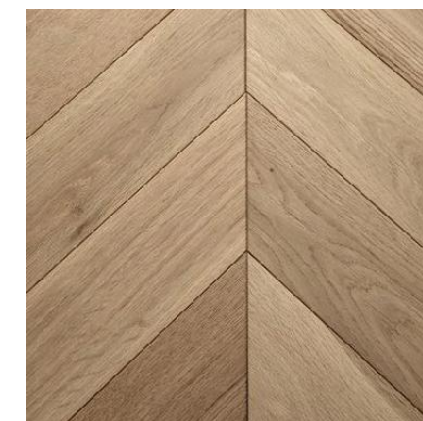
Textured vinyl wall
covering



Reconstituted stone



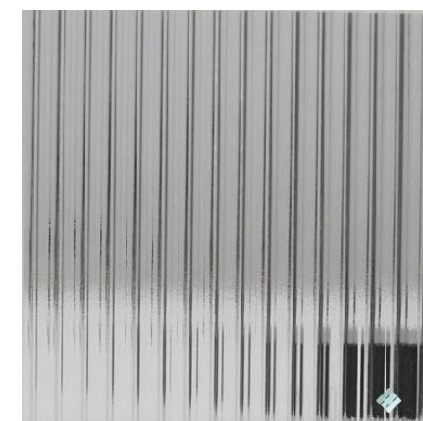
Champagne-colored
satin-brushed aluminum
with fingerprint
protection



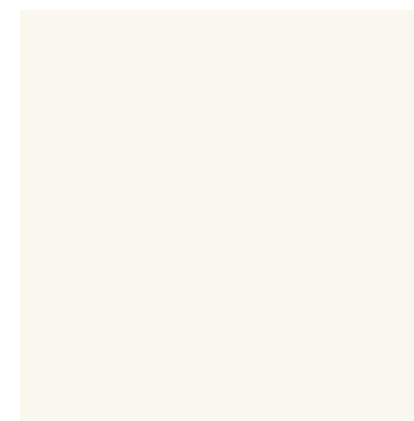
Oak wood engineered
two-layer parquet



MASTER BATHROOM



Ribbed clear laminated glass



Full height porcelain wall tiles



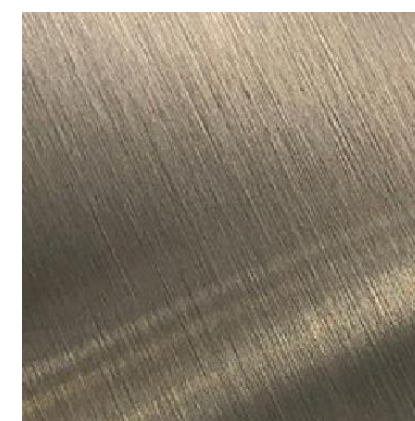
Full height mirrors



Accent wall tile at shower



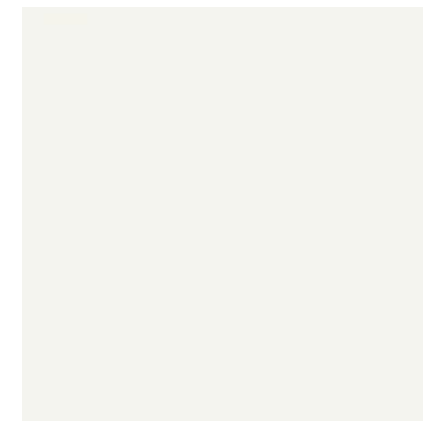
Reconstituted stone



Champagne-colored satin-brushed aluminum with fingerprint protection



SECONDARY BEDROOM



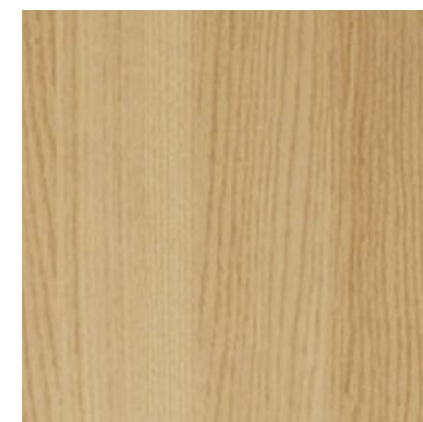
Wall and ceiling
paint finish



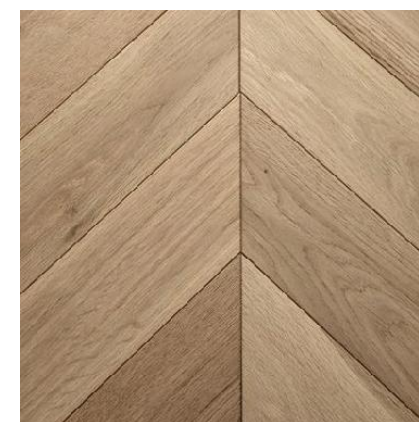
Textured plaster paint



Texture vinyl wall
covering



Solid wood oak
joinery finish



Oak wood engineered
two-layer parquet



Champagne-colored
satin-brushed aluminum
with fingerprint
protection

POWDER ROOM & SECONDARY BATHROOM



Reconstituted stone



Italian porcelain floor
tiles

SIGNATURE FURNITURE BY PININFARINA

Style your apartment with furniture designed by Pininfarina and crafted by Reflex – luxury Italian furniture masters.

The option is provided upon request

DESIGN BY *pininfarina*

TECHNOLOGIES FOR ELEVATED LIFE QUALITY

■ WATER PURIFICATION

Anti-bacterial and disinfection systems ensure clean and safe water.

■ ENHANCED SOUNDPROOFING

Significantly reduces noise pollution with acoustic glass & glazing system, additional acoustic layers in inter-apartment spaces.

■ MULTI-STAGE AIR FILTRATION

Provides a healthier living environment by removing pollutants and allergens from the air, preventing dust, and meeting medical norms in hospitals.

■ DRINKING WATER

An extra filter, R.O. PLANT, is included in the kitchen to make water drinkable.

■ HEATED BATHROOM FLOORS

An advanced solution for premium interiors. Heated floors in the bathrooms ensure dryness and luxurious comfort.

■ WATER INSULATION

Advanced roof waterproofing systems, façade systems, exterior cladding systems, water evacuation glazing, comprehensive drainage systems from roof to basement providing superior weather protection.



BUILT TO GLOBAL SUSTAINABILITY STANDARDS



ICONIC Residences is designed to achieve LEED® Certification—a globally recognized benchmark of green building excellence developed by the U.S. Green Building Council (USGBC). LEED evaluates actual building performance rather than just design, meaning your home is independently verified to meet rigorous international standards for sustainability, health, and efficiency both during construction and post handover.

ELEVATED HEALTH & WELLBEING

- **Purer Air & Water:** In addition to providing a high-grade equipment LEED certificate ensure rigorous, annual Indoor Air Quality (IAQ) testing ensures the air within the building remains consistently fresh, clean, and healthy. This is complemented by advanced water purification systems that provide pristine, safe water for your family every day.
- **Toxin-Free Interiors:** We exclusively use low-emitting materials—including premium low-VOC paints, adhesives, and sealants—to drastically reduce indoor air pollutants.

UNCOMPROMISING QUALITY & EFFICIENCY

- **Premium Construction:** The building is crafted utilizing high-grade concrete and luxury tiles, ensuring exceptional structural durability, superior acoustic comfort, and an elegant, flawless finish throughout your living spaces.
- **Quietly Powerful Savings:** High-performance, energy-efficient building systems are seamlessly integrated to keep your home perfectly comfortable while naturally reducing overall power consumption.
- **Smart Water Conservation:** Advanced sub-metering, including innovative A/C condensate recovery and intelligent irrigation, ensures water is utilized responsibly across the property without impacting your lifestyle.

FUTURE-READY & LASTING VALUE

- **Seamless Electric Mobility:** Dedicated, fully maintained EV charging stations are conveniently provided for building residents, ensuring your electric vehicle is always powered and ready to go.
- **Lower Cost of Ownership:** The building's optimized operational efficiency translates directly into lower utility bills and reduced long-term maintenance costs.
- **An Enduring Investment:** Built to internationally respected green standards, your residence not only supports a healthier planet but also commands higher market confidence and resilient, long-term property value.



CRAFTED WITH WORLD'S FINEST BRANDS


Villeroy & Boch
1748

FINEX

FRANKE

Miele


TECHNAL

nolte
KÜCHEN

GESSI

Toilet, bidet, sink

Parquet

Kitchen sink

Hob, dishwasher, oven, fridge
and freezer, cooker hood

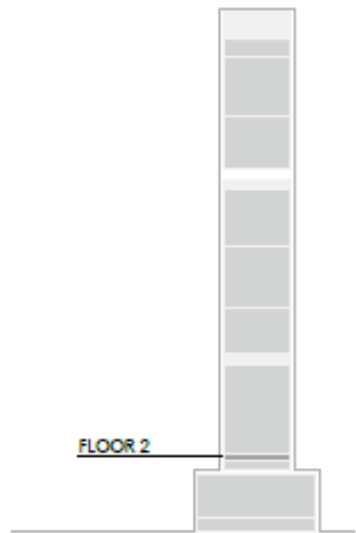
Balcony sliding door

Kitchen

Sanitaryware

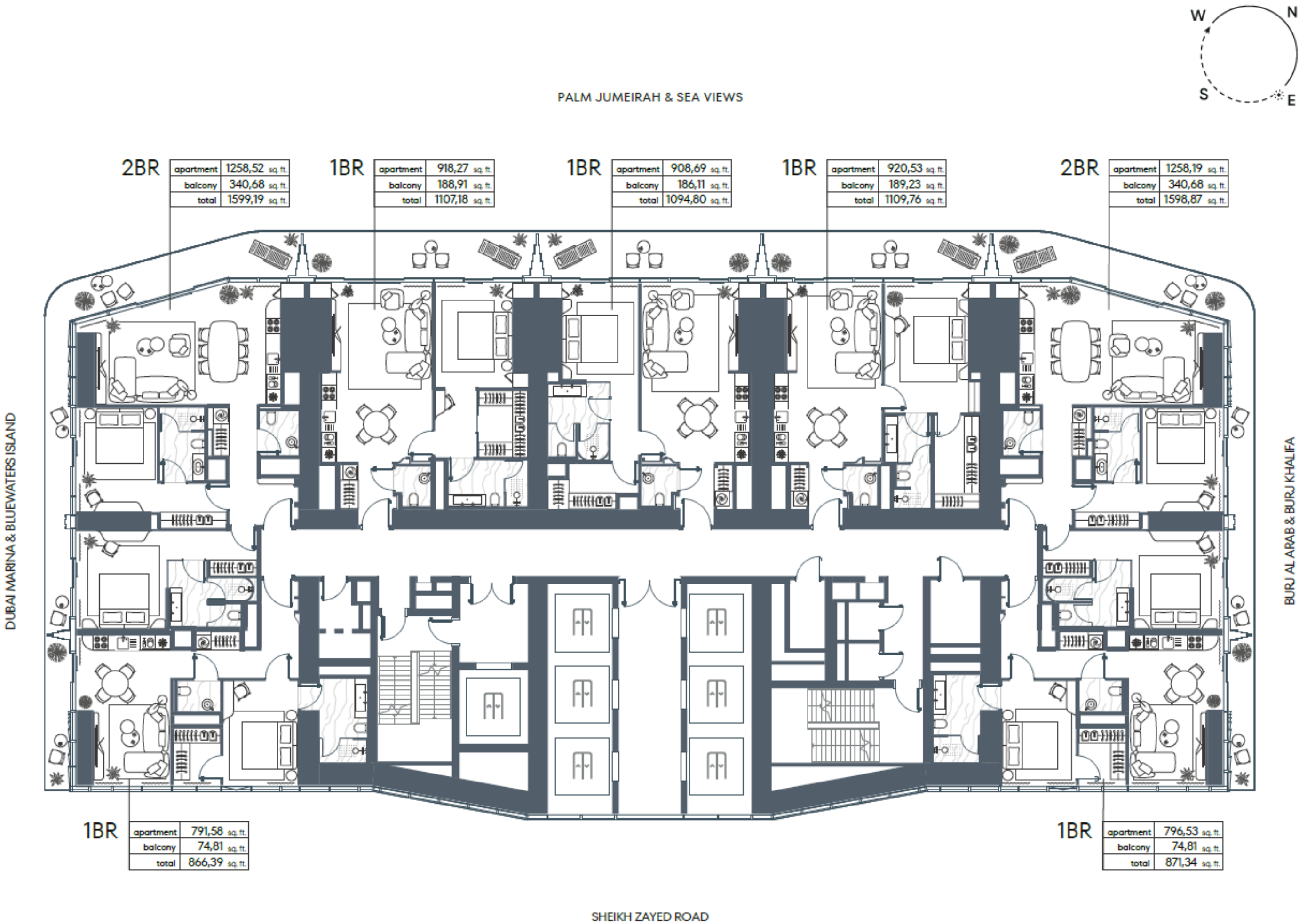
RESIDENTIAL FLOORS

TIER 1 – TYPE A
FLOOR 2

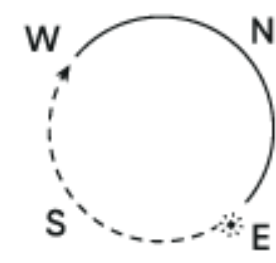


developed by **MERED**

DESIGN BY *pininfarina*

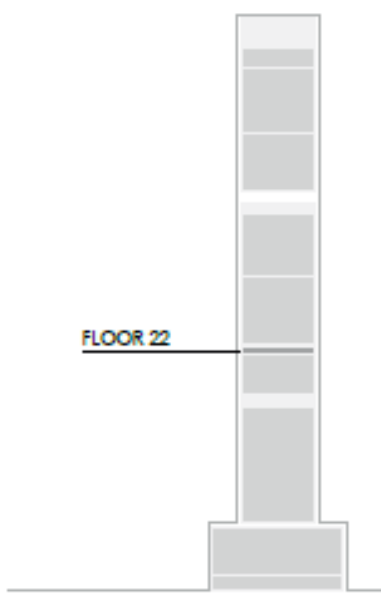
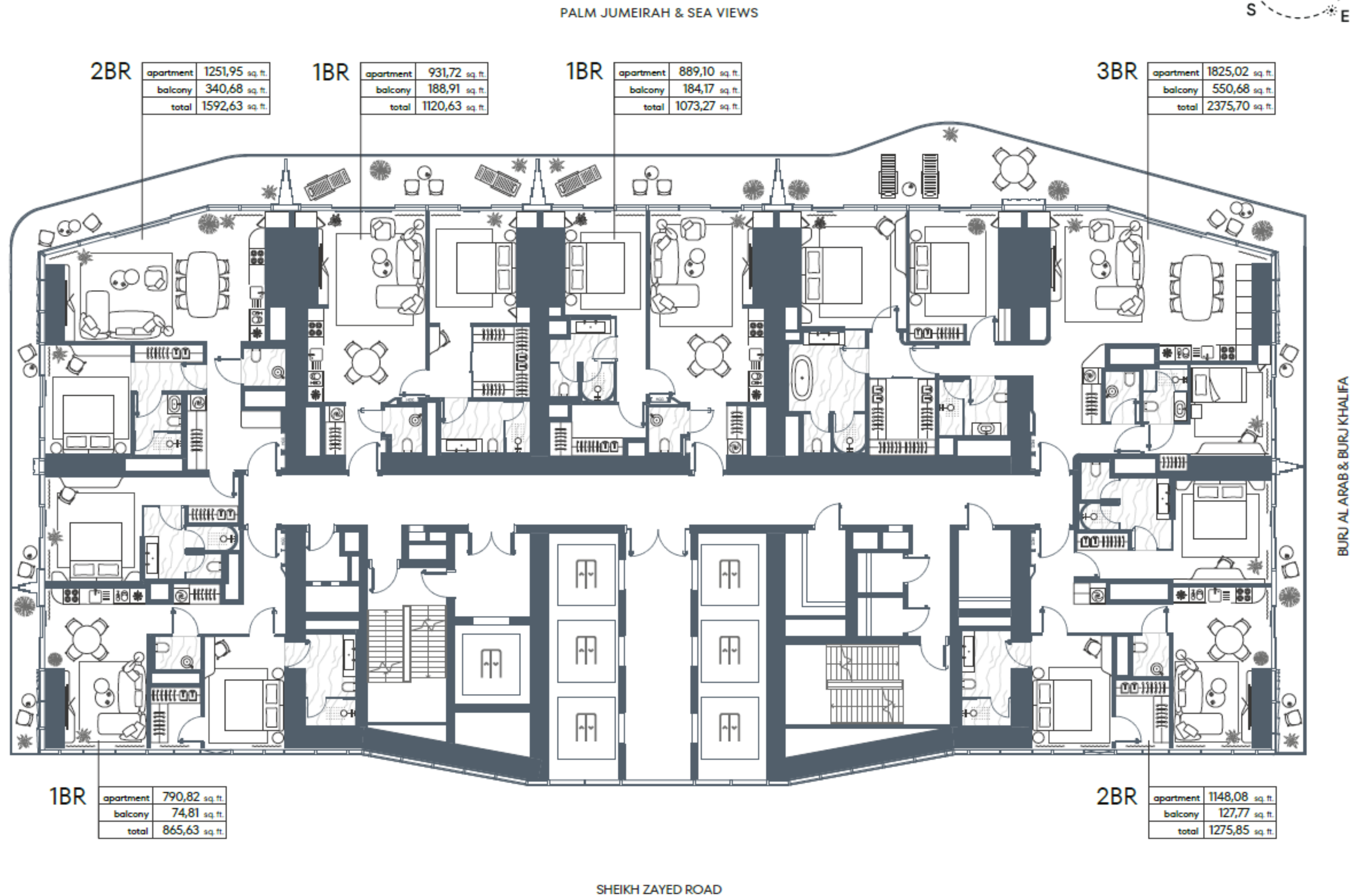


SHEIKH ZAYED ROAD



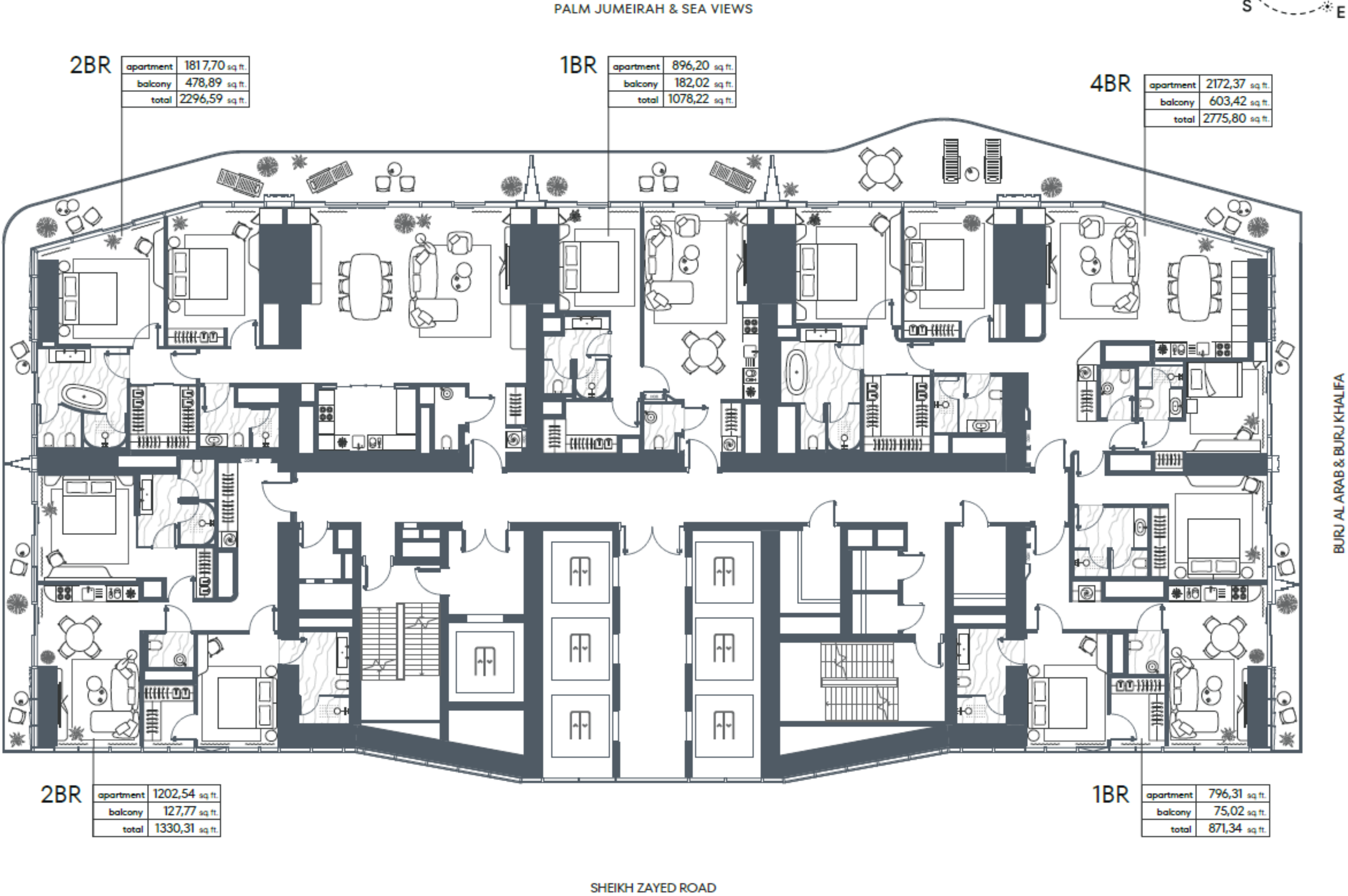
RESIDENTIAL FLOORS

TIER 2.1 – TYPE C
FLOOR 22



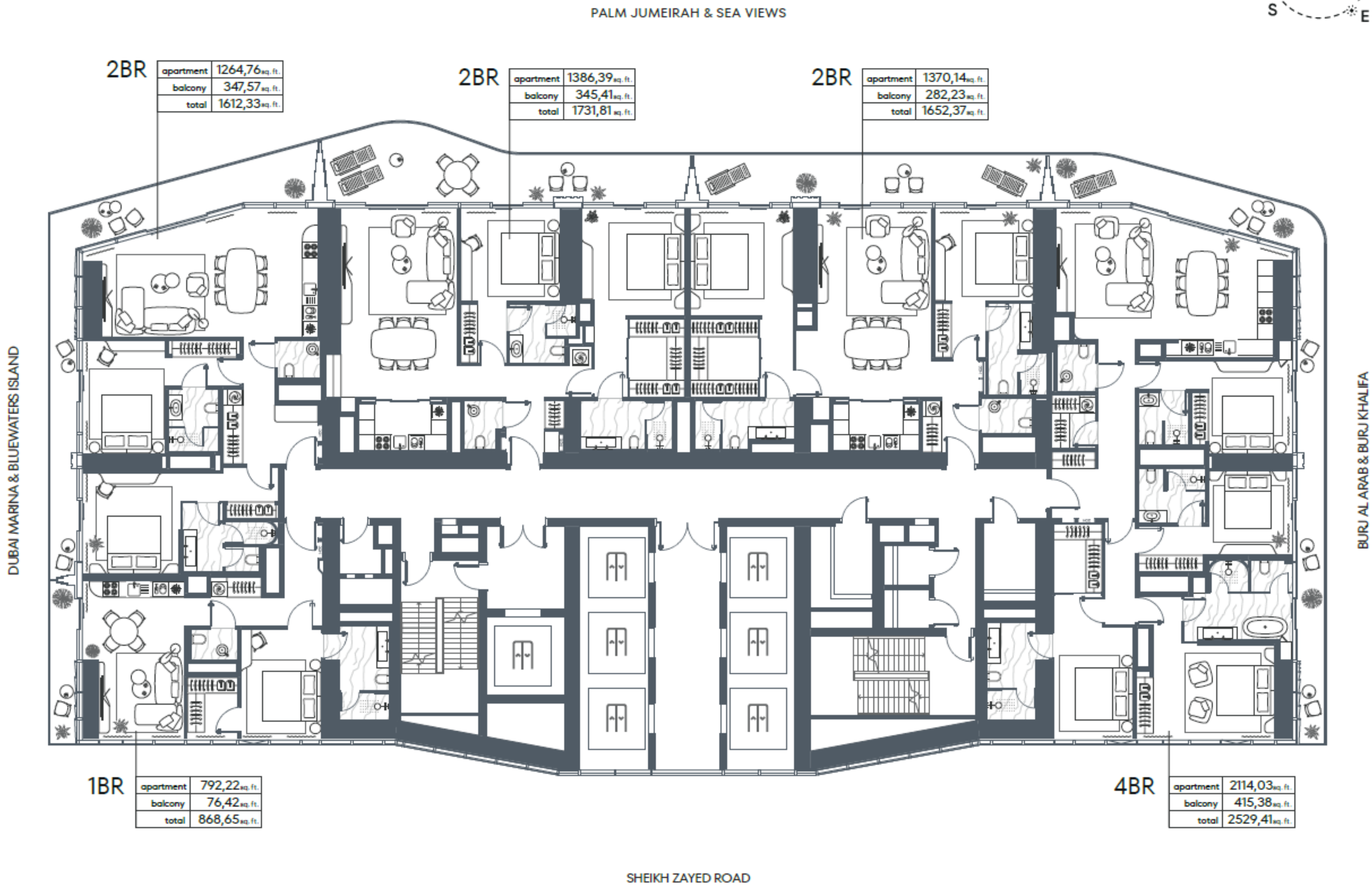
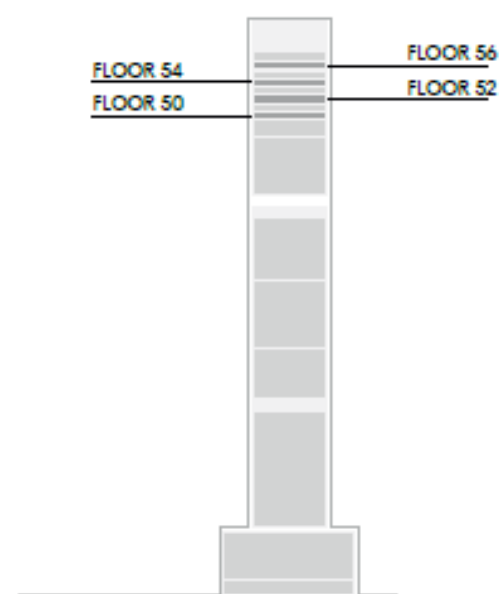
RESIDENTIAL FLOORS

TIER 2.2 – TYPE C
FLOOR 27



RESIDENTIAL FLOORS

TIER 3.2 – TYPE B
FLOOR 50, 52, 54, 56





310 APARTMENT UNITS

1 BEDROOM

144 Units

Area: 80.29–110.29 sqm

2 BEDROOM

124 Units

Area: 118.53–221.23 sqm

3 BEDROOM

7 Units

Area: 214.14–222.66 sqm

4 BEDROOM

32 Units

Area: 233.71–261.70 sqm

PENTHOUSE

Information Upon Request

PAYMENT PLAN 50/50

Instalment	Payment
Booking	5%
SPA	20%
November 2026	5%
January 2027	5%
March 2027	5%
May 2027	5%
July 2027	5%
Handover	50%

THE PURCHASE PROCESS





Since 1930, Pininfarina has had a global reputation as the Italian icon of style, recognized for its exceptional ability to create timeless masterpieces. Today’s activities encompass car design, architecture and lifestyle product design as well as engineering services and niche production of exclusive high-quality cars.



Mirage is a highly-experienced international development management and multi-disciplinary consultant. Over its 25 years of operation, the company has successfully completed more than 100 projects worldwide, with a total area exceeding 6.4 million square meters and a combined value of \$14 billion.



HBA - a world-renowned interior design firm specializing in luxury hospitality, residential, and commercial projects. With over 50 years of experience, HBA has established itself as a leader in the industry, known for its innovative and transformative designs that elevate spaces into immersive experiences.



Dutch Foundation - Dutch Foundation & Concrete Processing Co. LLC was established in the UAE in 2000. The company specializes in all areas of civil and foundation works, including marine works, micro-tunnelling (NDCR), ground improvement, soil stability, dewatering, shoring, piling, and large-scale excavation works.



Sera Group, a family-owned corporation with over three decades of expertise, has leveraged profound engineering knowledge and competence to design and build structures that shape the future. As one of the leading contractors and investors in Turkey, the Middle East, and Eastern Europe, Sera Group redefines standards in airport construction, tourism, education, healthcare, and urban living complexes.



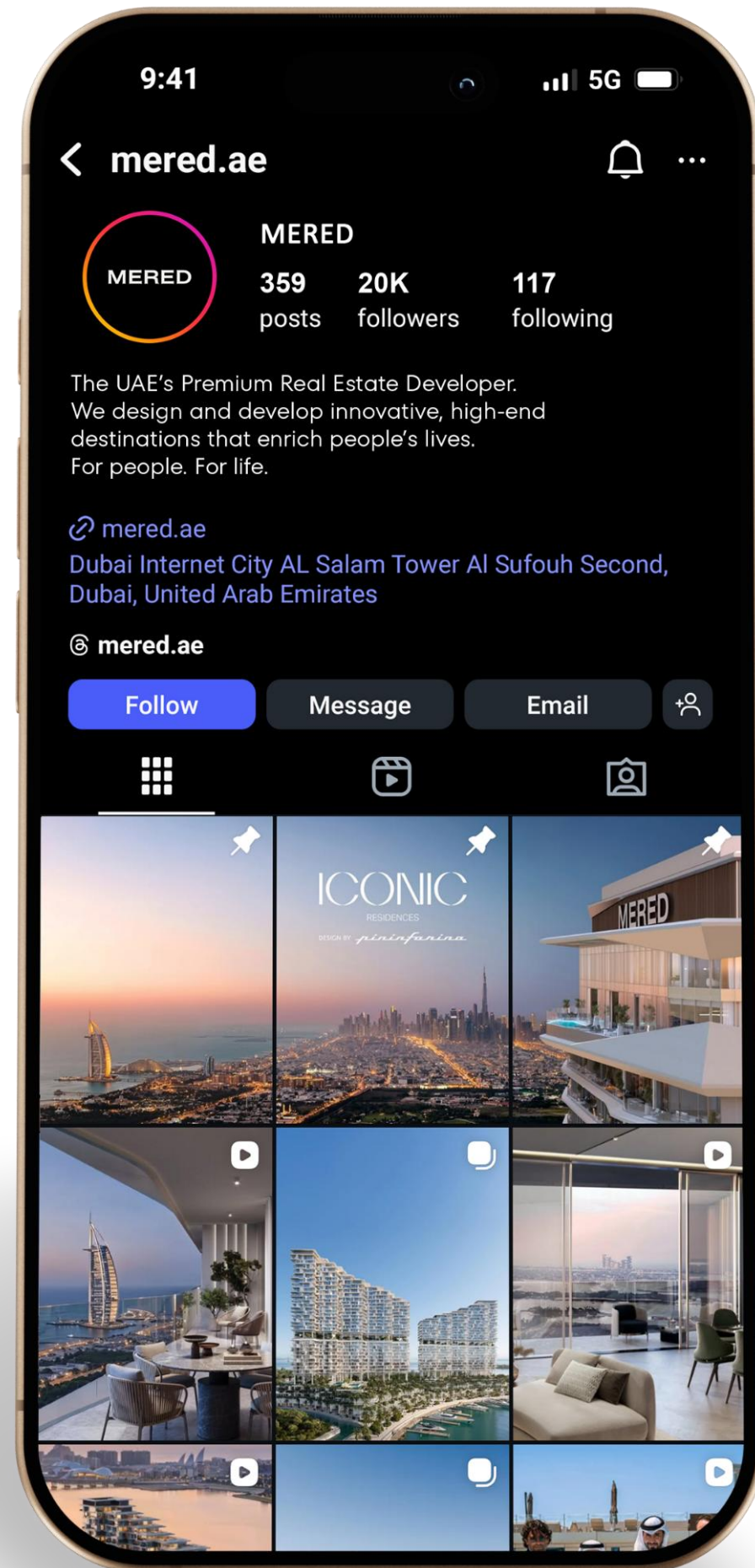
Currie & Brown is a global leader in project management, cost management, and advisory services, operating across the Middle East, Americas, Asia Pacific, Europe, and India. With a focus on navigating volatility and unpredictability, the company provides the certainty needed to create better, more sustainable built environments.



Omnium – An independent Chartered Quantity Surveying, Cost and Project Management Consultancy practice, Omnium’s partnership and communication focused approach has developed exceptional client relationships and, from the Middle East to the UK and Europe, our strong values run throughout our business.



A hospitality asset management and advisory company with a portfolio of over 6,000 keys. It brings together the expertise of governments, investors, owners, and operators. Over the past 10 years, it has helped transform the emirate into a leading tourist destination and now implements similar projects worldwide.



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