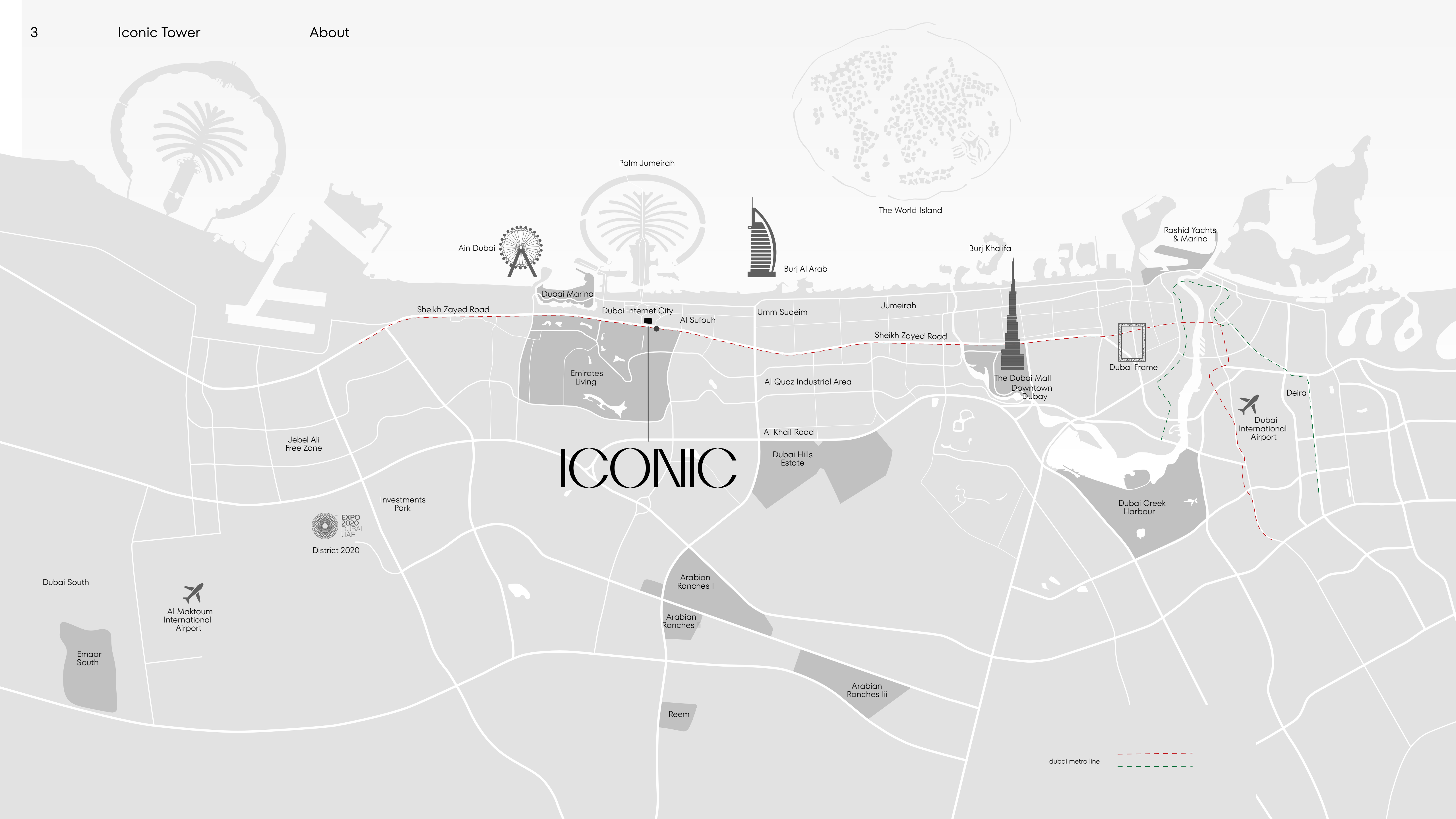




ICONIC

Exceptional Tower / Architecture & Interiors
By Pininfarina / G+66 Floors / Future
Dominant In Dubai Internet City / Exciting Sea
Views / Exclusive Amenities For Residents Overlooking
The Palm Jumeirah







Architecture

Humane And Bionic / Inspired By Natural Shapes
Of Sand Hills & Sea Waves / Style Inherited From Famous
Race Cars







Design Feature #001

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



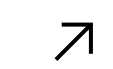
Architecture & Interiors By Pininfarina

THE INTERNATIONALLY-RENOWNED DESIGN SIGNATURE, SYMBOL OF ITALIAN STYLE IN THE WORLD

World famous premium and aspirational brand, Pininfarina is the emblem of Italian design since 1930. The symbol of a sophisticated lifestyle and vision, able to conjugate innovative experiences, performance, emotions and aesthetic excellence.

With the start in the automotive world over 90 years ago, designing some of the world's legendary cars, Pininfarina has evolved through the years into a sought-after architecture and lifestyle design house. Today, it stands as a global standard-bearer of Italian design aesthetics.

In partnership with Pininfarina we aim to create an unprecedented project that harmoniously merges beauty and technology to make an impact in the growing cosmopolitan hub of Dubai.



Battista
Automobili
Pininfarina

B95
Automobili
Pininfarina



ARCHITECTURE BY PININFARINA: PARTNERSHIP OF CREATIVITY AND INNOVATION

Pininfarina manages to achieve the perfect balance between its heritage and an innate quest for innovation, especially when it comes to branded residences, for which Pininfarina is the leading brand in Italy in terms of the number of projects. The result of these attributes offers stylish and future-oriented residential spaces, where beauty acquires the softer and broader meaning of physical and mental well-being, and where technology integrates perfectly with the environment to take care of people.



Torre Carra
By Pininfarina





Amenities

1st Floor: Kids Play Area & Kids Pool / Main Pool & Bar /
Private Lounge & Dining Room / Yoga Practice Areas &
Equipped Gym / Private Cinema

40th Floor: Infinity Pool Overlooking The Sea / Lounges & Outdoor
Terraces / Jacuzzi, Sauna & Steam Baths / Bar











Design Feature #002

Ceilings in yoga spaces allows to hide hammock mounts for the fly yoga classes.





Apartments



310 Apartment Units / Balconies And Terraces With A Sea View / Interiors Accelerate The Esthetics Of Architecture







Design Feature
#003

Kitchens can be easily
separated from living
rooms via glass dividers.



Design Feature #004

Parquet pattern creates a smooth transition on a border of wood and marble in bathrooms.





Lobby



The Connecting Link Between Interior And Exterior / Greenery-Infused Space / Accompanies The Tone And Spirit Of Architecture





Design Feature
#005

Water and light create caustics on the ceilings, which becomes the part of the design concept.





Parking






Parking For 428 Cars / Exclusive Private Parking Boxes
With A/C / Charging Stations For Electric Vehicles



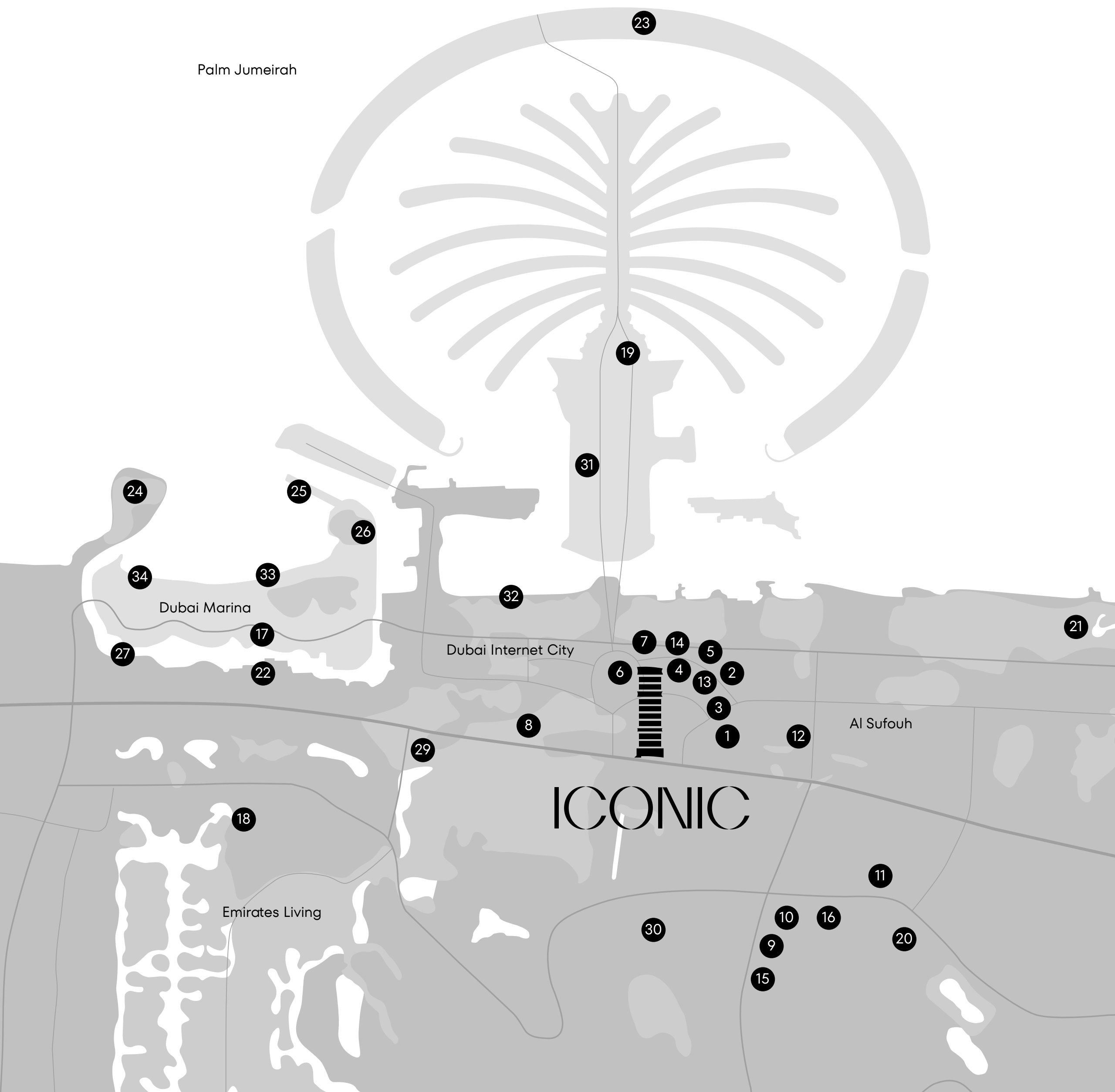


Location





Strategically Located Area / All Dubai Landmarks
Within Easy Reach / Unparalleled Living
Experience / Transportation Accessibility



- UNIVERSITIES
- 1 Abu Dhabi University — Dubai Campus
 - 2 The University of Manchester Middle East Centre
 - 3 Middlesex University Dubai
 - 4 Murdoch University Dubai
 - 5 University of Bradford Regional Hub, Dubai
 - 6 University of Wollongong in Dubai
 - 7 Heriot-Watt University Dubai
 - 8 American University 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

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

- SHOPPING
- 19 Nakheel Mall
 - 20 Mall of the Emirates
 - 21 Mina A Salam Madinat Jumeirah
 - 22 Dubai Marina Mall

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

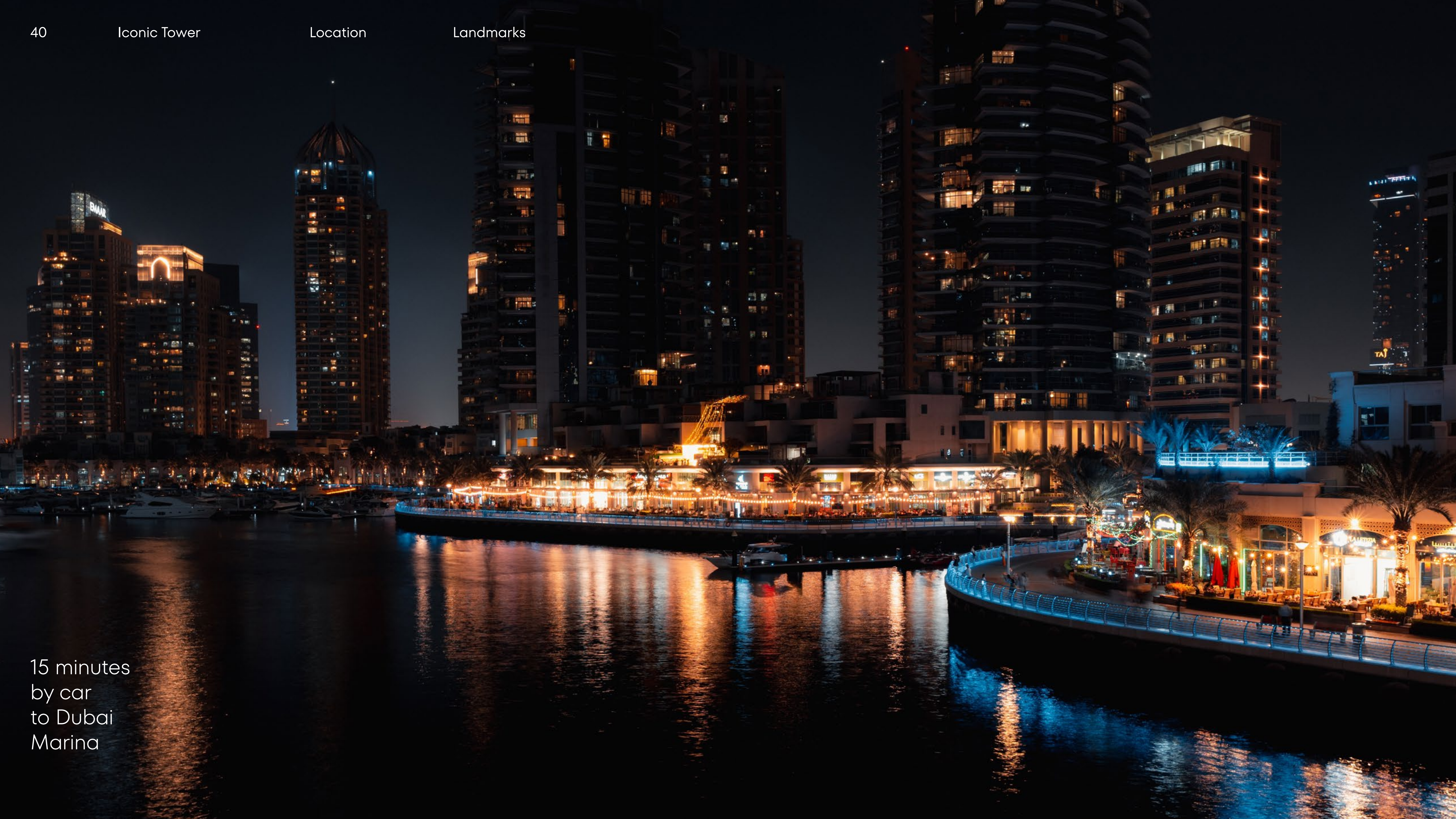
- BEACH
- 31 Palm West Beach
 - 32 Private Beach
 - 33 JBR Beach
 - 34 Marina Beach



5 minutes
by car
to Palm Jumeirah
↙

25 minutes
by car
to Downtown
Dubai
↗





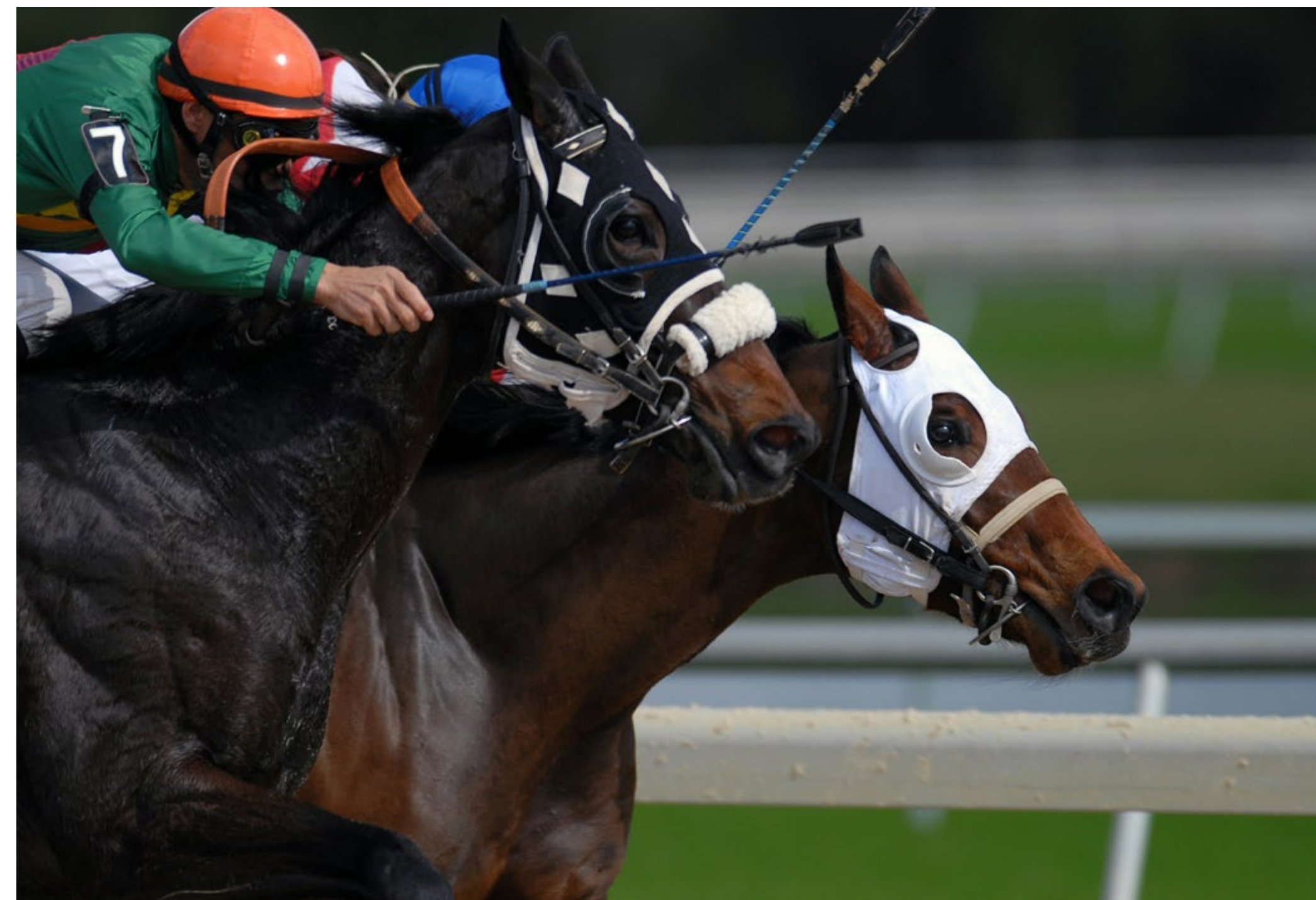
15 minutes
by car
to Dubai
Marina



9 minutes
by car to Dubai
Golf Club



11 minutes
by car to Jebel
Ali Horse Race
Course



19 minutes
by car
to Skydive
Dubai



Team

Mered Is A New Word In The Global Development Market

MERED  is an international real estate developer with its headquarters in Dubai. The company designs and develops innovative, high-end destinations that enrich people's lives.





Since 1930, Pininfarina has had a global reputation as an Italian icon of style, recognized for their exceptional ability to create timeless works. Today’s activities are focused on design, engineering services and production of high-quality cars, boats and real estate concepts.



Mirage is a highly-experienced international development management and multi-disciplinary consultant.



Hospitality Advisors is a hospitality asset management and advisory firm with a portfolio of more than 6 000 keys.



NEA — Nabih Elias Azzam & Partners (NEA) is a Chartered Professional Quantity Surveying practice with offices worldwide.



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.



Full-service, global network with over 200 locations around the world, all focused on; The Work. The Work. The Work.



Ninth Space is a brand strategy and design consultancy established in Dubai, UAE, in 2009.



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Floors 43, 45
Al Salam Tecom
Tower





ICONIC

Accepting EOI 40,000 AED
Starting Price From 2,5 mln AED
Payment Plan 50/50