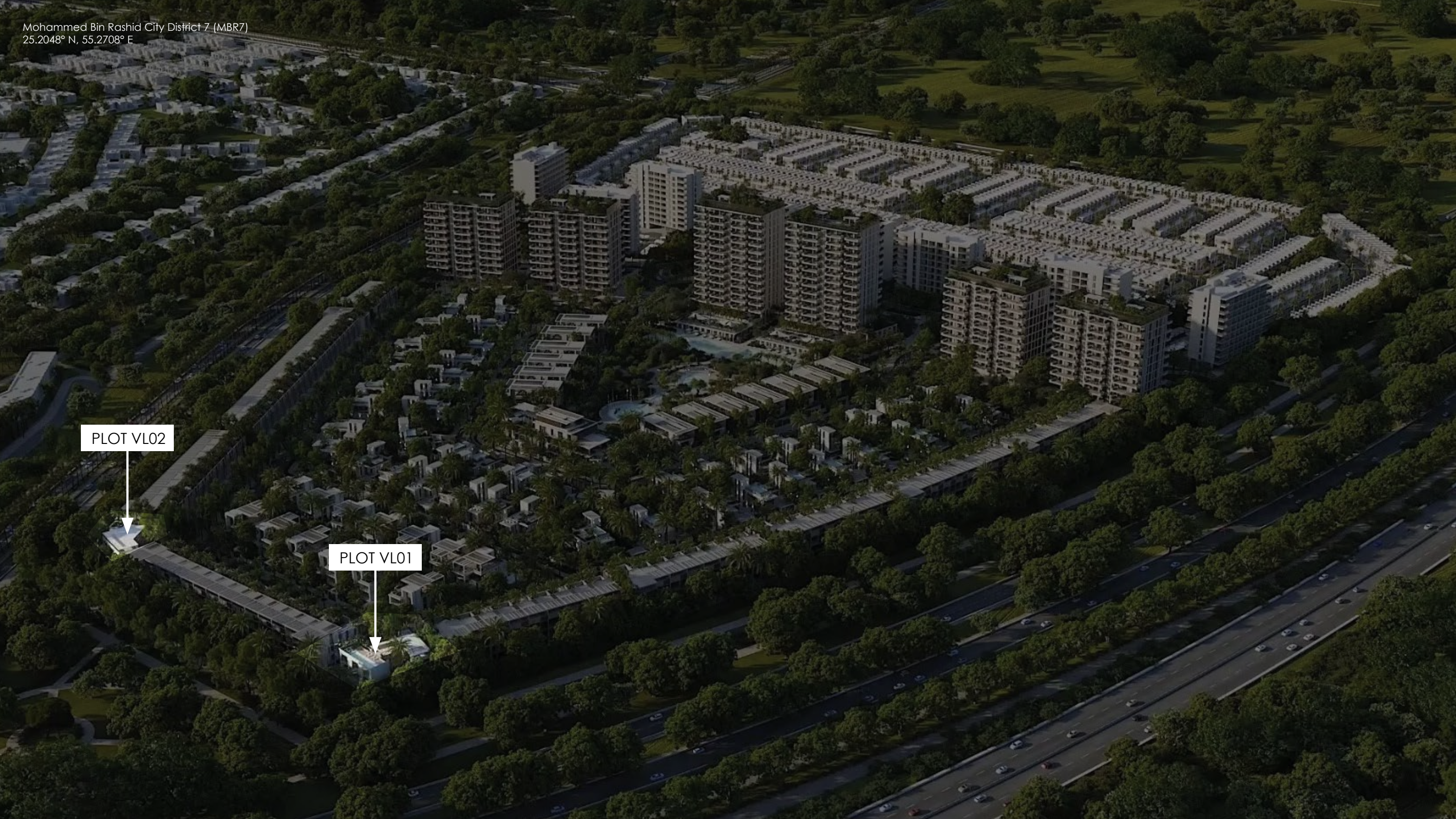




PLOT VL02

PLOT VL01

Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E

WELCOME TO KETURAH RESERVE

A transformational living through the design of space



Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E

THE MEANING OF KETURAH

KETURAH is an Arabic word for the fragrance traditionally diffused throughout the home to welcome guests.



WHY DUBAI?

Dubai is the City of the Future, one of the most exciting, inspirational and successful cities in the world, the global headquarters of crypto currency in DMCC.

Its thriving expat community of over 200 nationalities comprises 80% of the population. Dubai is a pioneer for future urban living with sustainable development an integral part of its Green 2040 Vision.

THE MEYDAN STORY

Meydan is an Arabic word for an open, urban space for public discussion that traces its origin to the Ottoman Empire.

Keturah Reserve at Meydan is one of Dubai's most exclusive addresses. Meydan is a new sustainable and environmentally friendly development owned by His Highness Sheikh Mohammed bin Rashid Al Maktoum.

It encloses the world-renowned Meydan Racecourse and Grandstand, home of the Dubai World Cup horse racing event.



KETURAH RESERVE AT MEYDAN

uniquely located at Meydan, the only residential development in Dubai with a direct 9-minute link to Downtown, with four separate exits onto the city's main thoroughfares.

- 1. KETURAH RESORT
- 2. DUBAI OPERA
- 3. BURJ KHALIFA
- 4. DUBAI MALL
- 5. DUBAI WATER CANAL
- 6. MEYDAN ONE MALL
- 7. MEYDAN GRANDSTAND
- 8. MEYDAN GOLF COURSE
- 9. EMIRATES FINANCIAL TOWERS BY MAG
- 10. DUBAI DESIGN DISTRICT
- 11. DUBAI SANCTUARY
- 12. AL AIN / DUBAI HIGHWAY
- 13. AL KHAIL HIGHWAY
- 14. AL MEYDAN ROAD
- 15. SHEIKH ZAYED ROAD



ACCESSIBILITY

- Dubai International Airport, 21 minutes
- Downtown, 7 minutes
- DIFC Financial Center, 12 minutes
- Business Bay, 15 minutes
- Dubai Design District, 15 minutes
- The Beach, 20 minutes
- Blue Waters, 30 minutes

ART AND CULTURE

- Museum of The Future, 20 minutes
- Dubai Public Library, 25 minutes
- OliOli® - Experiential Play Museum for Kids, 20 minutes
- Butterfly Garden, 30 minutes
- Alserkal Avenue, 20 minutes

MALLS

- Dubai Mall, 20 minutes
- Dubai Hills Mall, 15 minutes
- Meydan One Mall, 15 minutes

EDUCATION

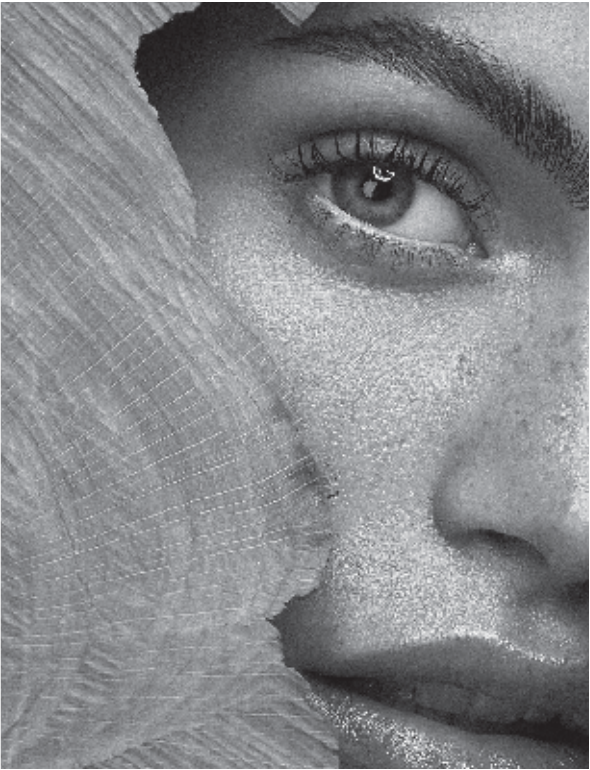
- Gems-Willington-Private School, 17 minutes
- The English College, 15 minutes
- Dubai International Private School, 17 minutes
- Hartland International School Dubai, 16 minutes
- Swiss International Scientific School, 15 minutes

HEALTHCARE

- Medcare Hospital, 15 minutes
- Emirates Hosp. Clinics, 17 minutes
- Mediclinic City Hospital, 19 minutes
- American Hospital Dubai, 19 minutes
- King's College Hospital, 9 minutes

GOLF CLUBS

- Meydan Golf, 10 minutes
- Dubai Hills Golf Club, 15 minutes
- Emirates Golf Club, 24 minutes





Villa 1 & Villa 2



VILLA PLOTS



AMENITIES



TOWNHOUSES



RESIDENCES

KETURAH

RESERVE

DESIGNED FOR EVERY GENERATION

Every resident, women, men and children of all ages will find their perfect niche in Keturah Reserve.



SPORTS

- GYM
- Swimming
- Squash
- Padel Tennis



FOOD & BEVRAGE

- Restaurants
- Kiosks
- Juice Bars

DESIGNED FOR ALL LIFE SPECIES

Keturah Reserve is landscaped with indigenous trees and plants that need little water to thrive in the local climate, attracting birds, animals and insects.



SUPPLEMENTARY SERVICES

- Family & Kids Pool
- Ladies Pool
- Sauna & SPA
- Family Lounges
- Clinic
- Kids Area
- Green Areas
- Co-Working Stations
- Gaming Rooms & VR Areas



Villa 1 & Villa 2



VILLA PLOTS



AMENITIES



TOWNHOUSES



RESIDENCES

KETURAH

RESERVE

SUPERHOMES

4-Bedroom Superhome

3-storey with lift, double car park, outdoor pool, terrace with seating area and roof deck

Prototype		Nos.
Row House	Regular	73 Units
	Corner	10 Units

5-Bedroom Superhome

3-storey with lift, double car park, outdoor pool, terrace with seating area and roof deck

Prototype	Nos.
Row House	10 Units

6-Villa 1& Villa 2

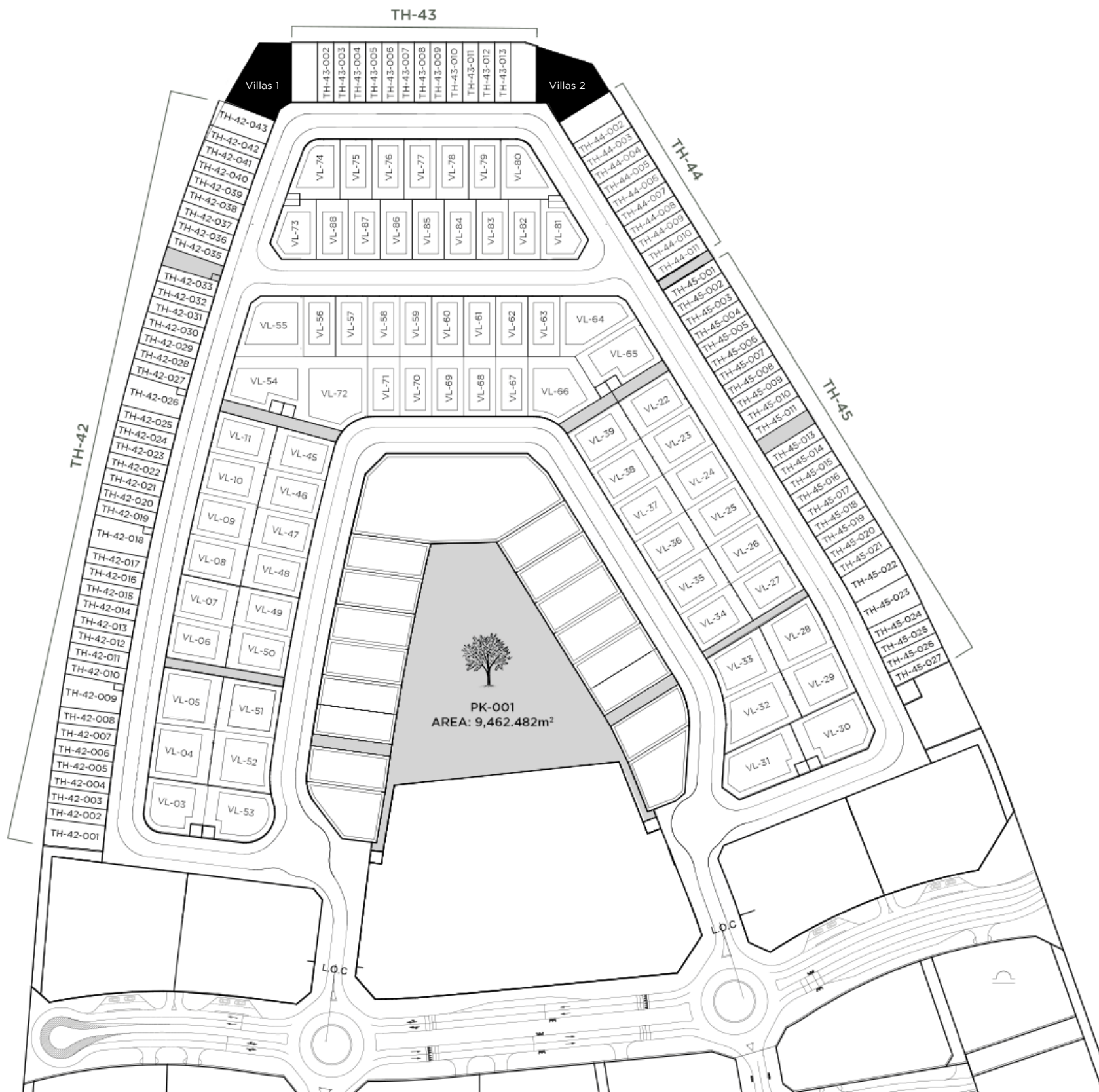
Prototype	Nos.
Full-designed super luxury villas with 5 bedrooms	2

VILLA Plots

Prototype	Nos.
Plots designated for signature villas	71

APARTMENTS

Prototype		Nos.
1-Bedroom Unit	Dubai Skyline View	96 Units
1-Bedroom Unit	Back Side View	144 Units
2-Bedroom Unit	Corner	112 Units
Total		352 Unit



5

KETURAH
RESERVE

KETURAH

My Space, My Mind.





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MEDITATION SPACE

Throughout Keturah Reserve, inside is linked to outside through nature, visible at every vista.

Mohammed Bin Rashid City District 7 (MBR7)
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KETURAH RESERVE

BIO LIVING
DESIGN PROCESS

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WELL-BEING

- Water Bike Pool
- Indoor Invigorate Space gym with oxygen tunnel entryway
- Outdoor Invigorate Space gym



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WELL-BEING

- Indoor Zen Space for mediation
- Yoga
- Silk Rope Classes
- Sound Healing
- Mother and Baby classes
- Dance Studio



COMMUNAL SPECIAL EVENTS SPACE

Special events with seating
and fully equipped kitchen.

Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E

KETURAH RESERVE

BIO LIVING
DESIGN PROCESS

My Space, My Mind.

Keturah Reserve understands the care and value that goes into choosing a home that can grow and fit with all the needs of generations to come.



Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E

KETURAH RESERVE

BIO LIVING
DESIGN PROCESS

KID'S PLAY SPACE

The Kids' Play Space with textile playground sculptures by the award-winning artist, Toshiko MacAdam.

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Mohammed Bin Rashid City District 7 (MBR7)
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Keturah Reserve integrates technology for accelerated learning of the younger generations.

Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E





ELEVATION OF THE SUPER LUXURY VILLAS

Each three-storey Super Luxury Villas is composed of two distinct parts, the communal space in front, the private space behind. A passerelle connects the two.

The roof deck has an outdoor pool, terrace, barbeque with seating and storage area.

Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E



FAÇADE DESIGN

KETURAH RESERVE

BIO LIVING
DESIGN PROCESS



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Mohammed Bin Rashid City District 7 (MBR7)
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Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E



FAÇADE DESIGN

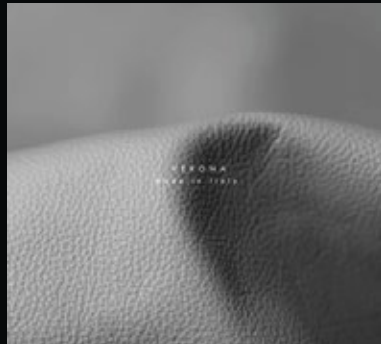
KETURAH RESERVE

BIO LIVING
DESIGN PROCESS



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THE FLOW OF AIR, LIGHT, COLOUR , SPACE, TEXTURE AND MATERIAL



THE FLOW OF AIR

Keturah Reserve homes are designed with double volume interior spaces, naturally increasing the flow of air. Keturah Reserve's super-efficient VRF (Variable Refrigerant Flow) technology reduces energy costs, improves residents' comfort, and sends cooled air to evaporators in different spaces, maintaining an even, consistent temperature by zone. The air filtration system silently eliminates pollen, cooking odors and smoke, continuously purifying and refreshing the air.



THE FLOW OF LIGHT

The architecture of Keturah Reserve is designed to optimize natural daylight without its heat or glare. When daylight fades, architectural lighting optimizes the body's circadian system, enhancing residents' mood, comfort and alertness, and improving the quality of their sleep.

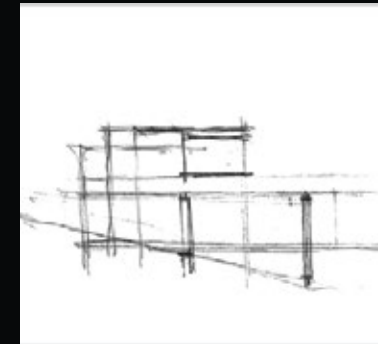
Lighting is always lateral, never directly overhead, to optimize visual comfort, enhance the space and create atmosphere by zone, for a subtle and healing ambiance



THE FLOW OF COLOUR

The architecture of Keturah Reserve homes blends into the rawness of the desert landscape, to create an ambiance of solace and serenity. The bleached bone-coloured travertine facade links the exterior to the interior, with bronze vertical slats creating a subtle interplay of light and shade.

The three cool-neutral tone-on-tone palette of cream, champagne and bronze, and three textures of wood, stone and metal, are inspired by the natural colours and textures of the surrounding desert.



THE FLOW OF SPACE

Keturah Reserve homes are conceived and designed from the inside out using contemporary architectural principles of the five elements, proportions, ratio and daylight, in raw, natural materials.

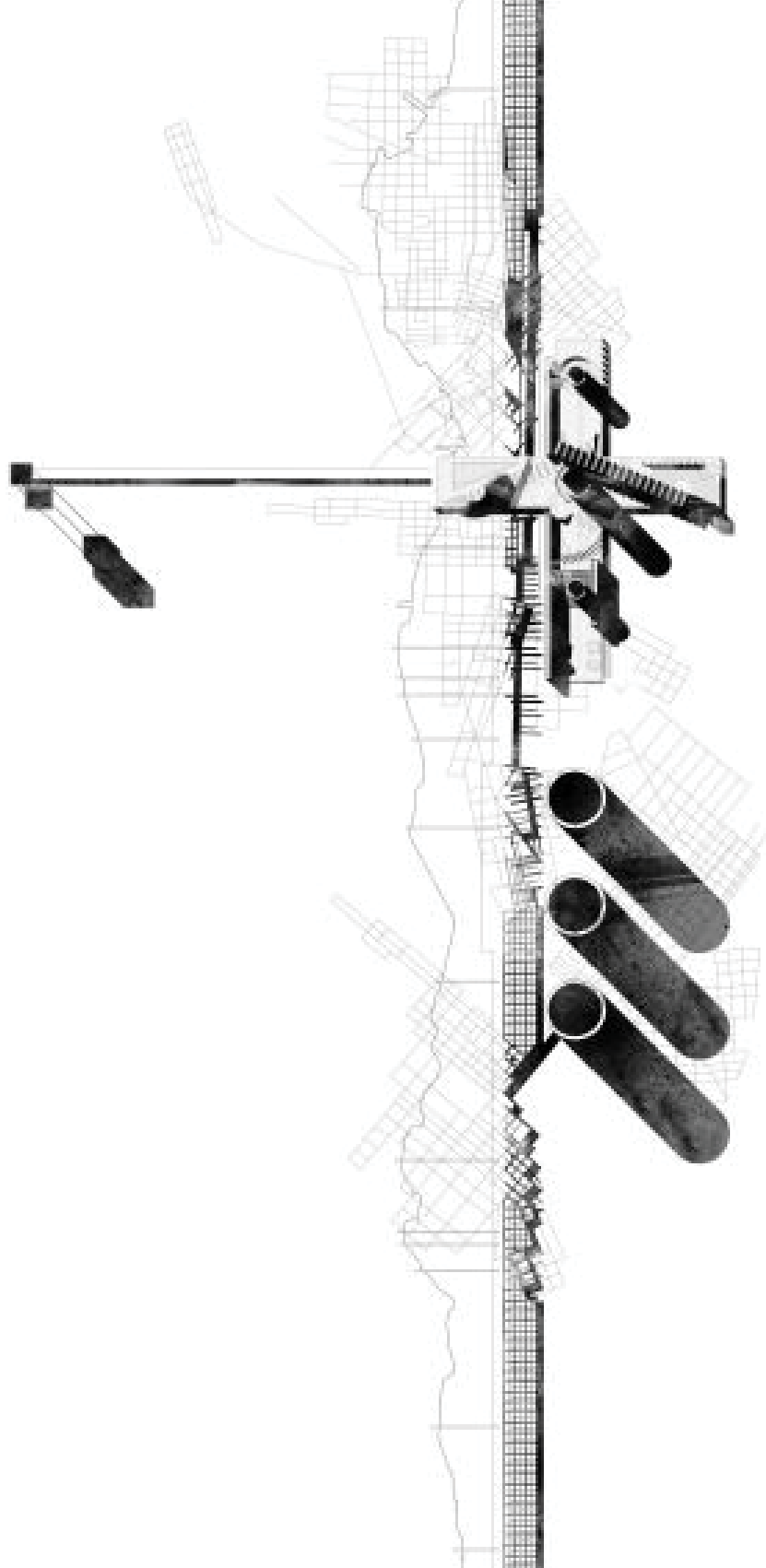
The double volume open plan spaces optimize the flow of passage, without corridors or hallways. Furniture and fixtures are custom-designed for each residence and produced for each space.

They blend perfectly into the interior, freeing the flow of residents' movement, and elevating their physical and mental well-being.



THE FLOW OF TEXTURE AND MATERIAL

The project's design began with the selection of textures, glass, travertine, wood and metal. Raw materials are selected to correspond with the flow of energy. Perfect individually, they interplay and exchange energies when placed together.



Mohammed Bin Rashid City District 7 (MBC D7)
25.2048° N, 55.2708° E



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Plot Area : 869Sq

PLOT VL 01

Utility

BASEMENT PLAN - VL01

LEGEND

1. Hall

2. Hallway

3. Lift and Stair

4. Powder Room

5. Game Room

6. Cinema

7. A.V

8. Foyer

9. Hair Salon

10. Treatment Room
11. Sauna

12. Steam Room

13. Vanity

14. Storage

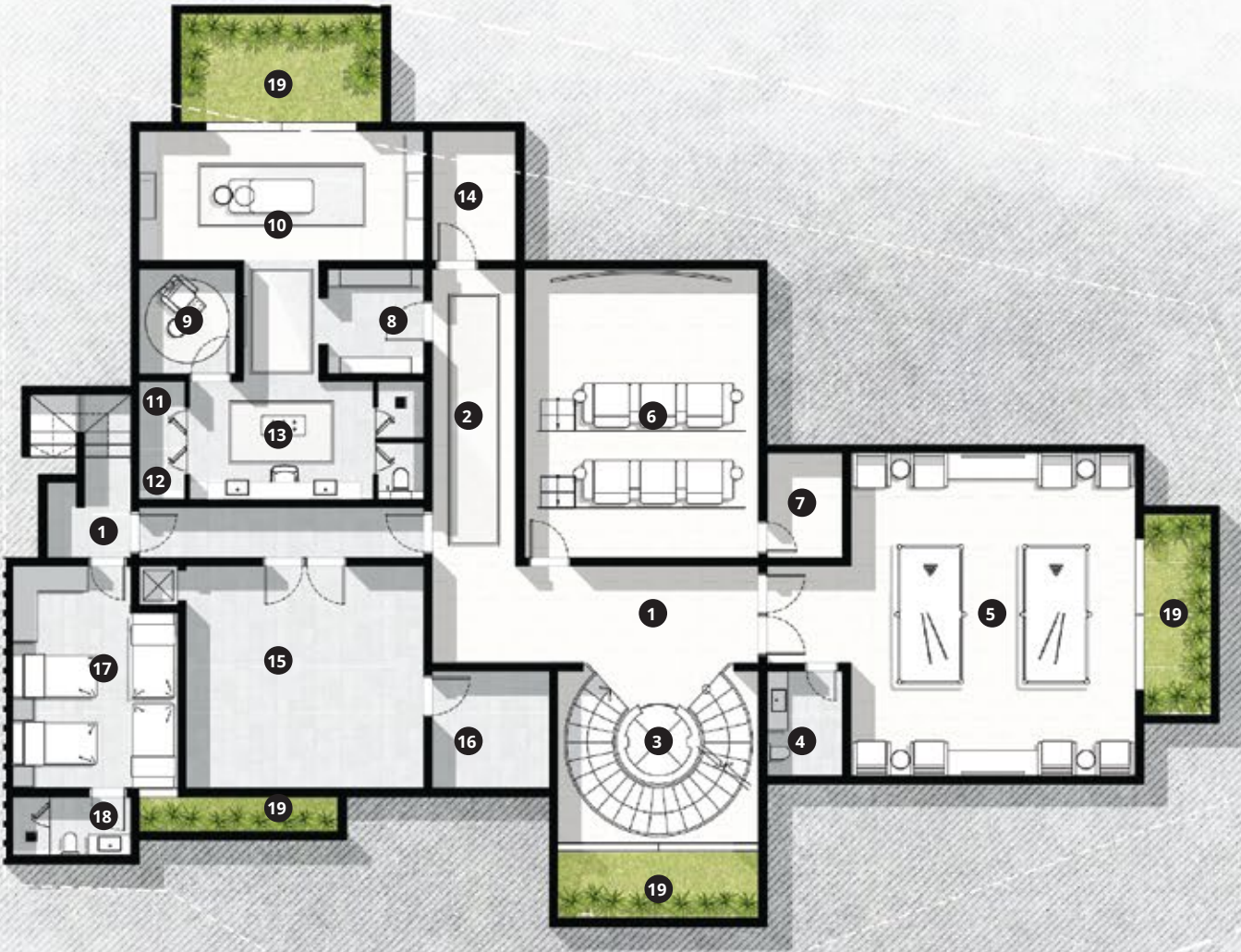
15. Main Kitchen

16. Kitchen Storage

17. Maid Room (3-4 pax)

18. Maid WC

19 . Garden



LUXURY VILLA IN THE KETURAH RESERVE
MEYDAN | DUBAI

GROUND FLOOR PLAN - VL01

- LEGEND
1. Covered Carpark

2. Entrance Porch

3. Hall

4. Powder Room

5. Lift and Stairs

6. Living Room

7. Majlis

8. Dining Room

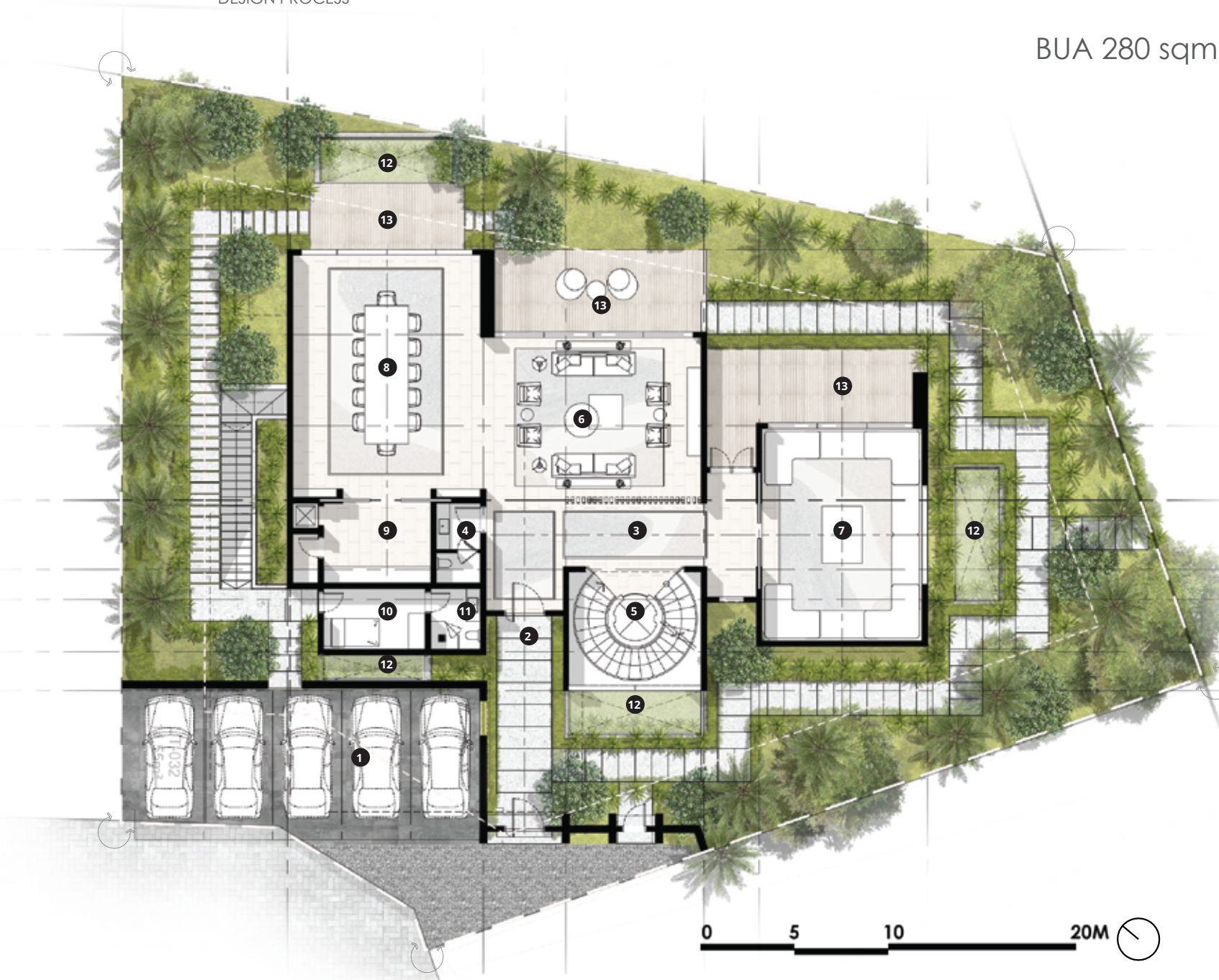
9. Shown Kitchen

10. Driver Room

11. Driver WC

12. Void

13. Outdoor Deck



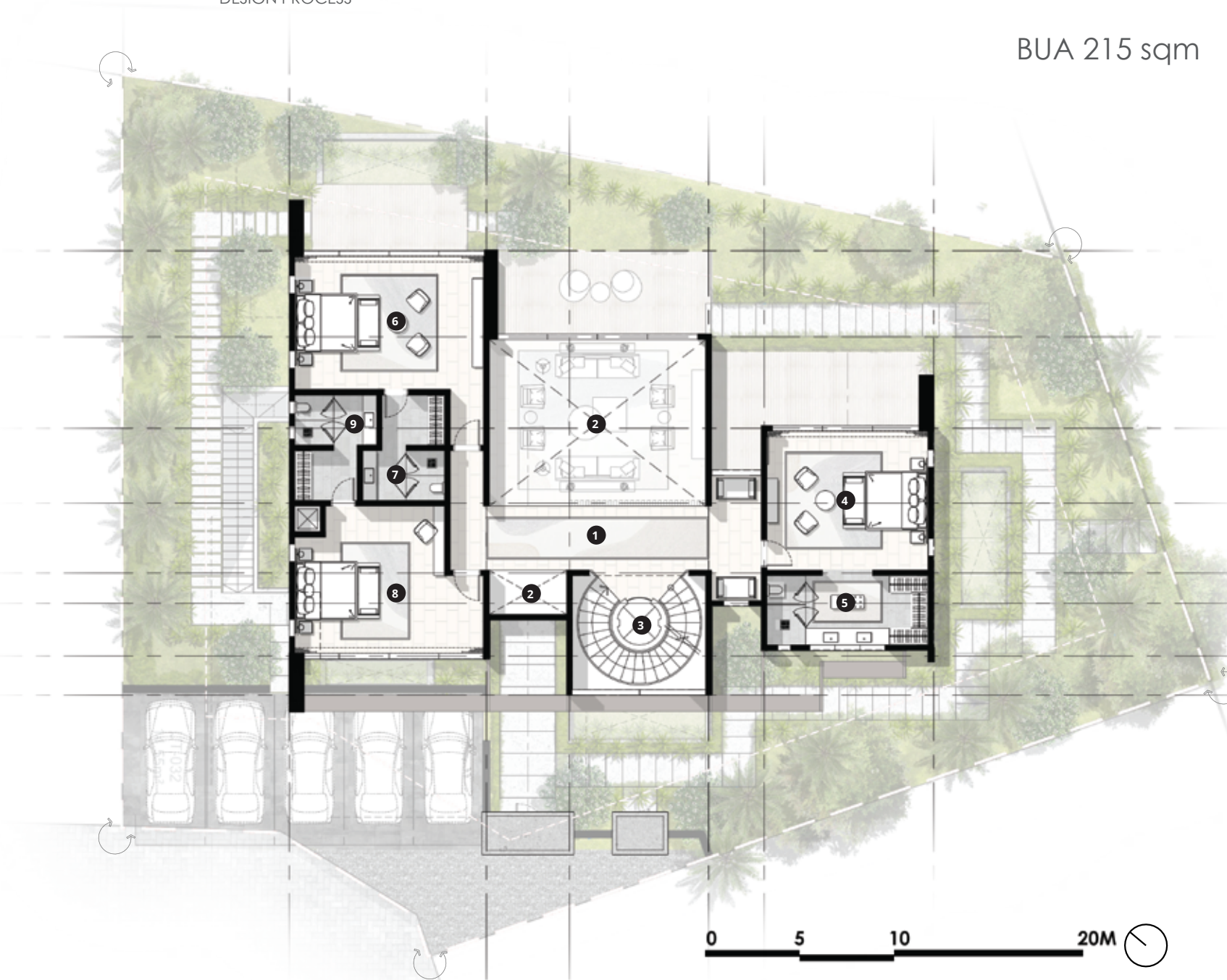
LUXURY VILLA IN THE KETURAH RESERVE
MEYDAN | DUBAI

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FIRST FLOOR PLAN - VL01

LEGEND

- 1. Hall
- 2. Void
- 3. Lift and Stairs
- 4. Bedroom 01
- 5. Bathroom 01
- 6. Bedroom 02
- 7. Bathroom 02
- 8. Bedroom 03
- 9. Bathroom 03



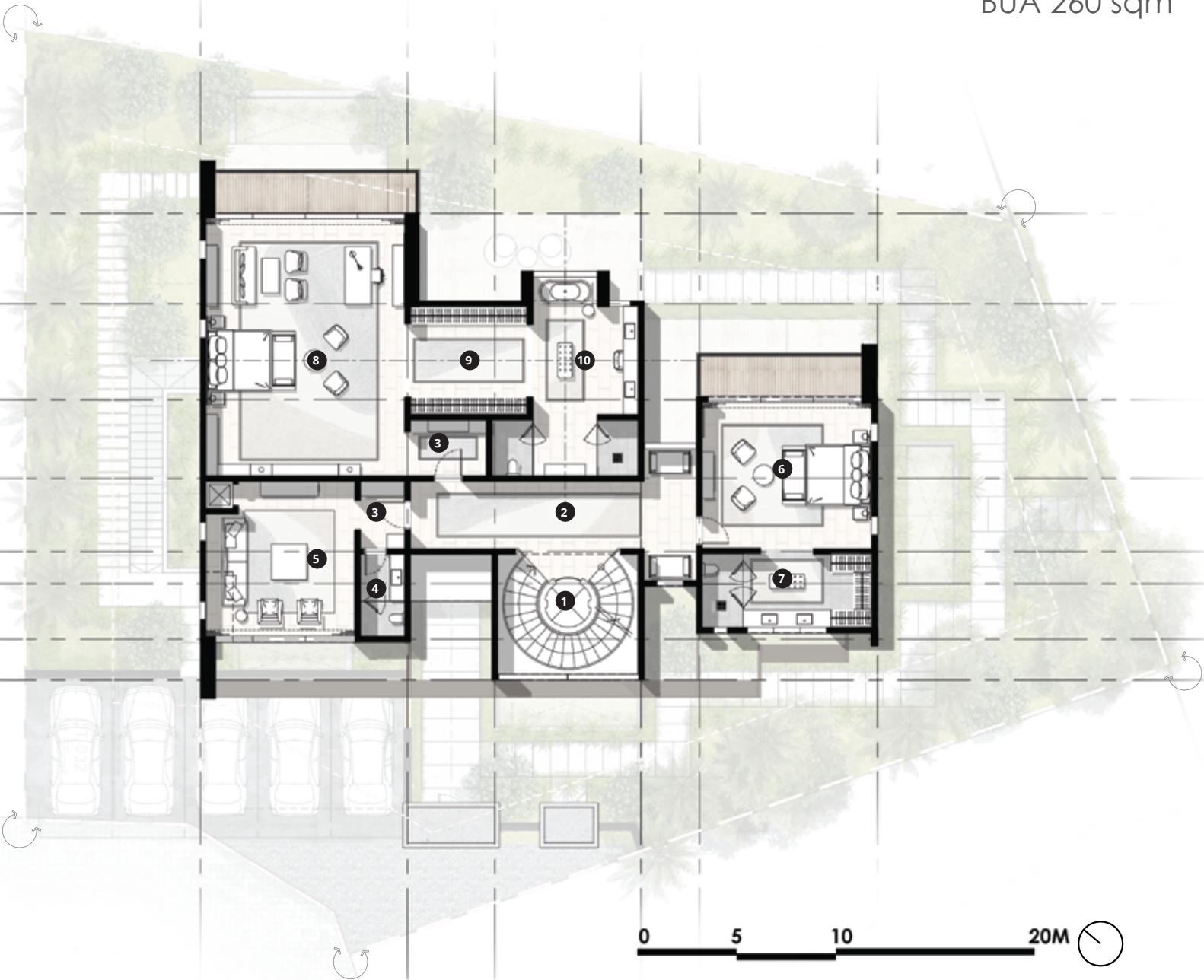
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BUA 260 sqm

SECOND FLOOR PLAN - VL01

- LEGEND**
- 1. Lift and Stairs
 - 2. Hallway
 - 3. Foyer
 - 4. Powder Room
 - 5. Family Room
 - 6. Bedroom 04
 - 7. Bathroom 04
 - 8. Master Bedroom
 - 9. Walk-in Closet
 - 10. Master Bathroom



LUXURY VILLA IN THE KETURAH RESERVE
MEYDAN | DUBAI

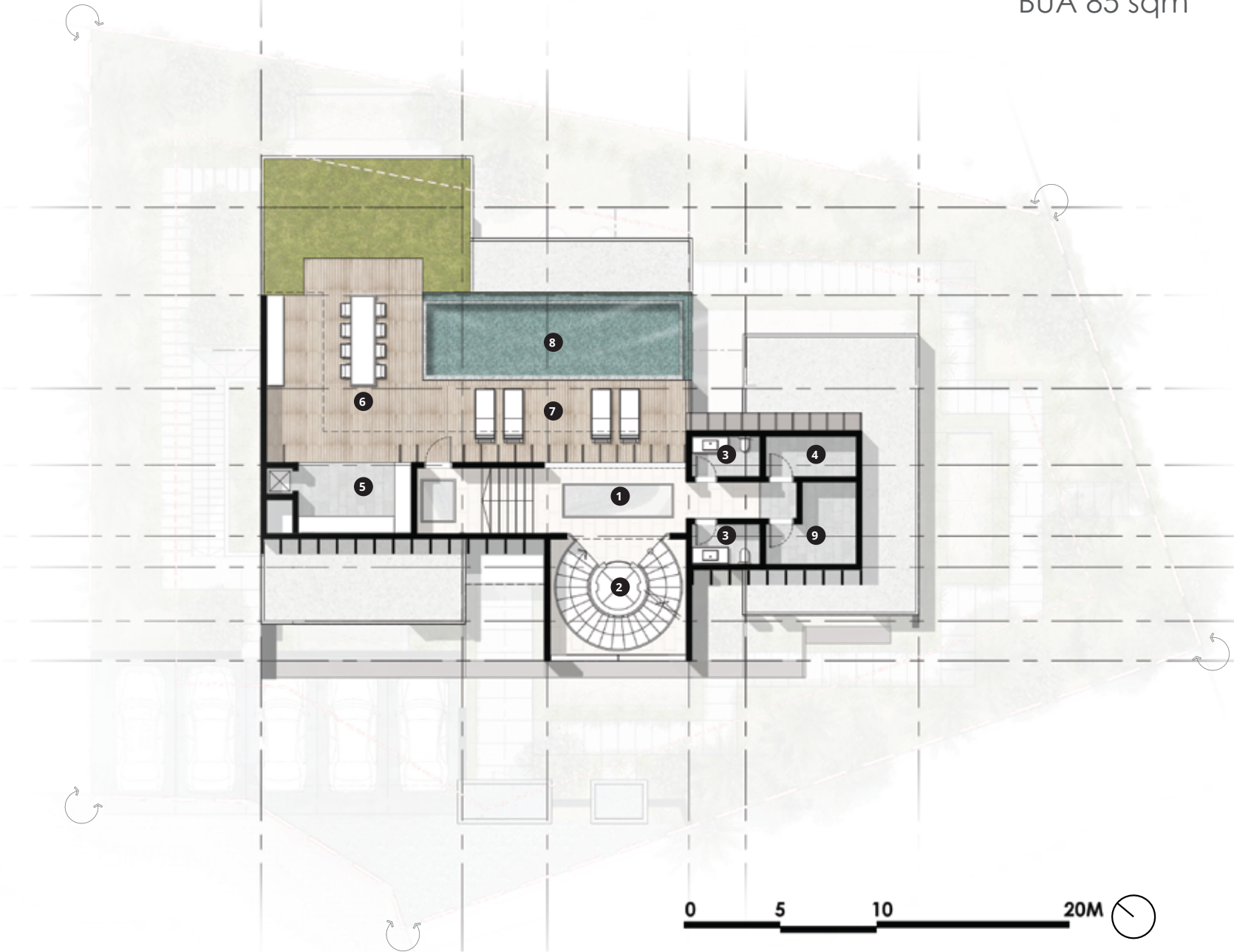
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BUA 85 sqm

ROOF FLOOR PLAN - VL01

LEGEND

- 1. Hall
- 2. Lift and Stairs
- 3. WC
- 4. MEP
- 5. Outdoor Kitchen
- 6. Outdoor Dinning
- 7. Pool Deck
- 8. Swimming Pool
- 9. Laundry



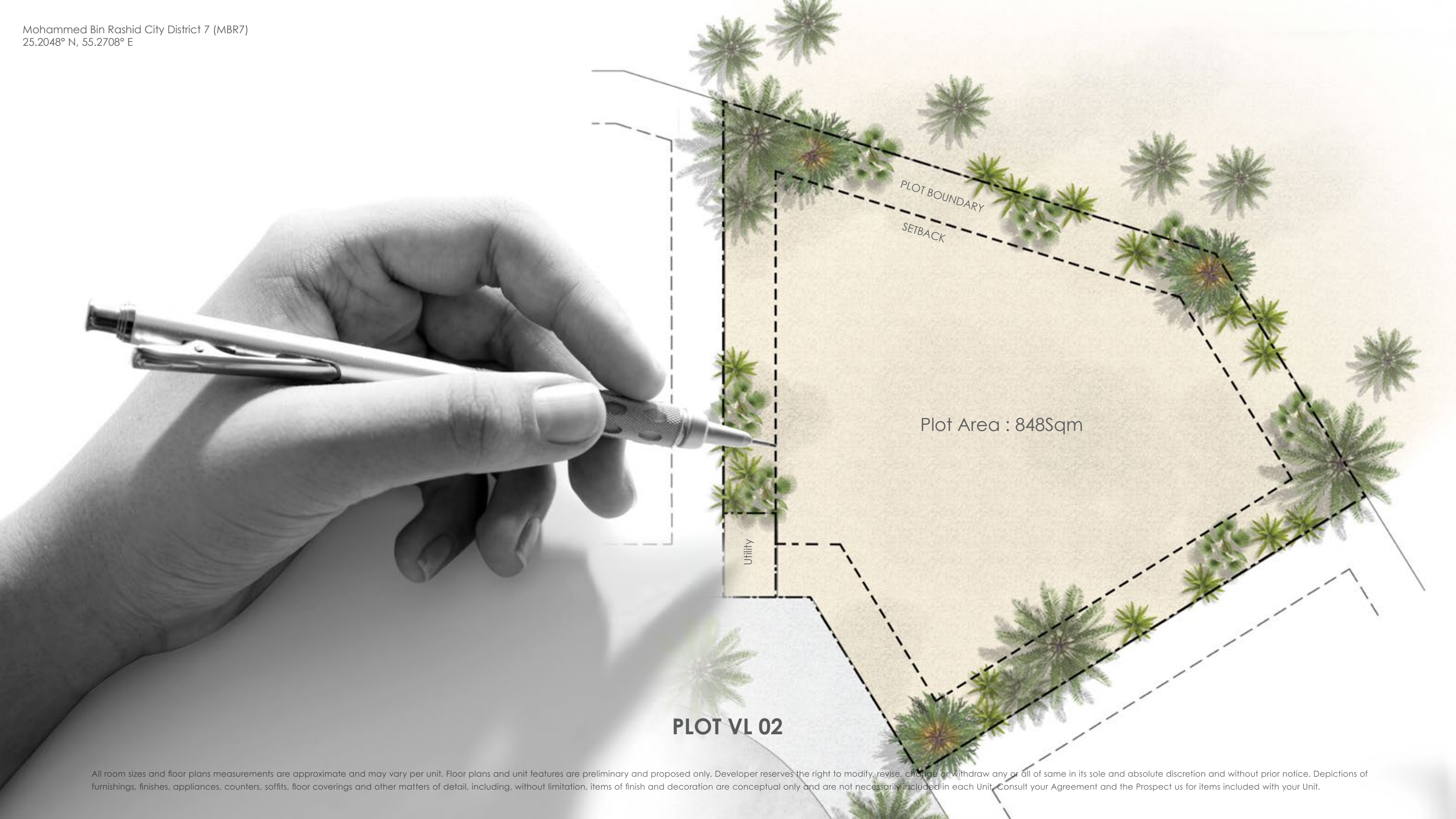
LUXURY VILLA IN THE KETURAH RESERVE
MEYDAN | DUBAI

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Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E



All room sizes and floor plans and elements are approximate and may vary per unit. Floor plans and unit features are preliminary and proposed only. Developer reserves the right to modify, revise, change or withdraw any or all of same in its sole and full discretion and without prior notice. Location of furniture, finishes, appliances, fixtures, equipment, coverings and other matters of detail, including, without limitation, items of finish and decoration are conceptual only and are not necessarily included in each unit. Consult your agreement and other prospectus for items included with your unit.



PLOT VL 02

BASEMENT PLAN - VL02

LEGEND

1. Hall

2. Hallway

3. Lift and Stair

4. Powder Room

5. Game Room

6. Cinema

7. A.V

8. Foyer

9. Hair Salon

10. Treatment Room
11. Sauna

12. Steam Room

13. Vanity

14. Storage

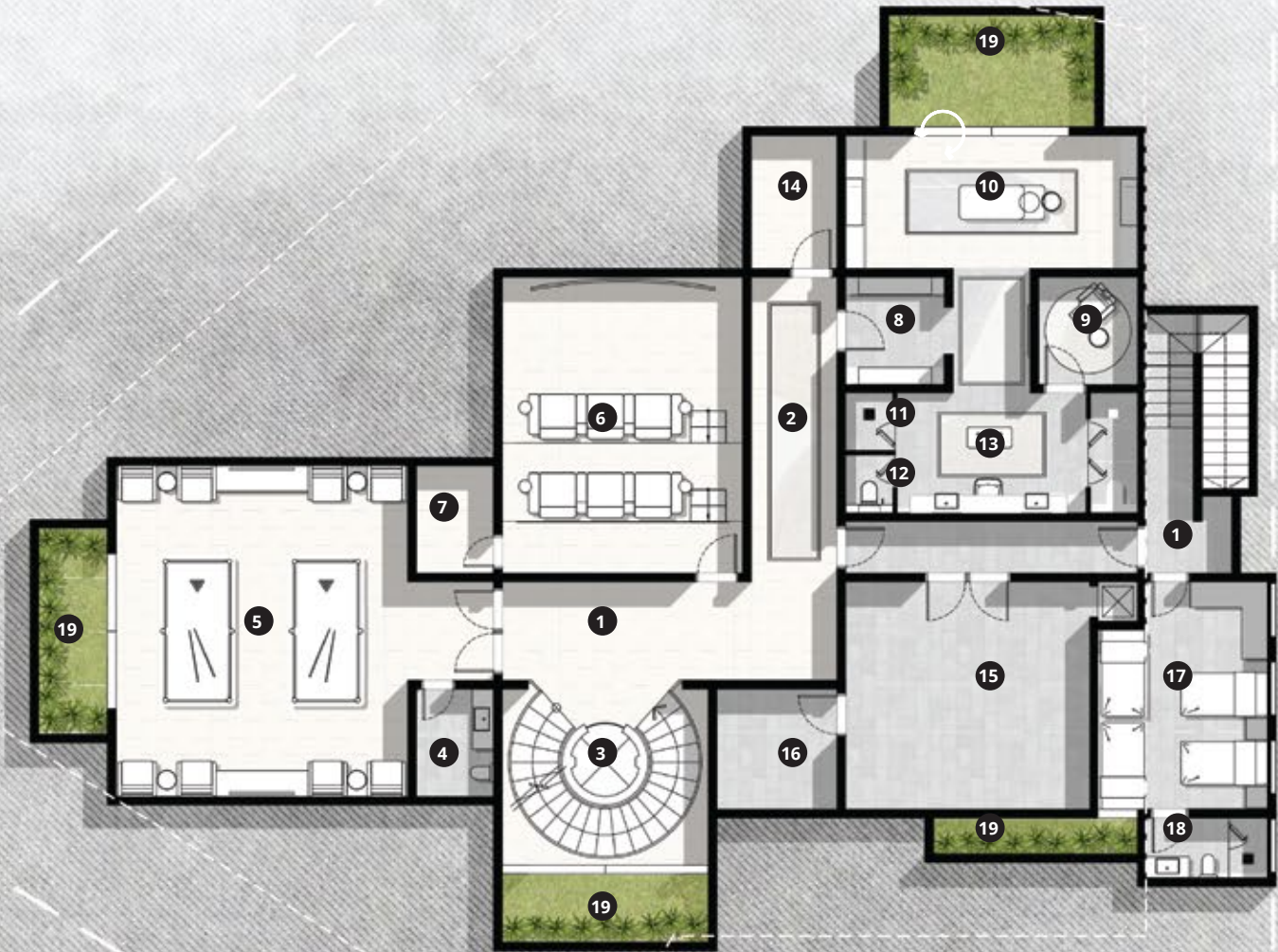
15. Main Kitchen

16. Kitchen Storage

17. Maid Room (3-4 pax)

18. Maid WC

19 . Garden



LUXURY VILLA IN THE KETURAH RESERVE
MEYDAN | DUBAI

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BUA 280 sqm

GROUND FLOOR PLAN - VL02

LEGEND

1. Covered Carpark

2. Entrance Porch

3. Hall

4. Powder Room

5. Lift and Stairs

6. Living Room

7. Majlis

8. Dining Room

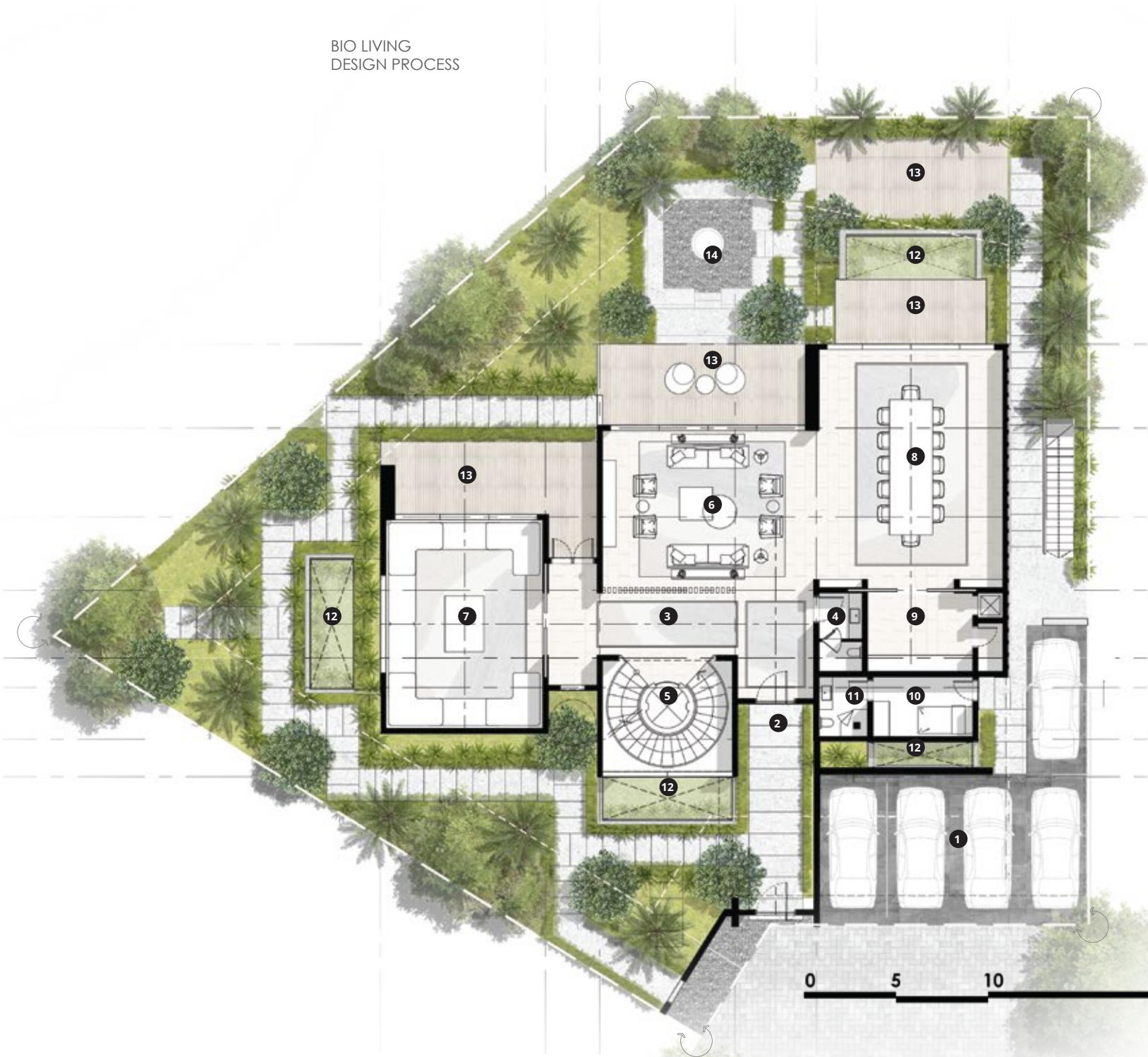
9. Shown Kitchen
10. Driver Room

11. Driver WC

12. Void

13. Outdoor Deck

14. Sunken



LUXURY VILLA IN THE KETURAH RESERVE
MEYDAN | DUBAI

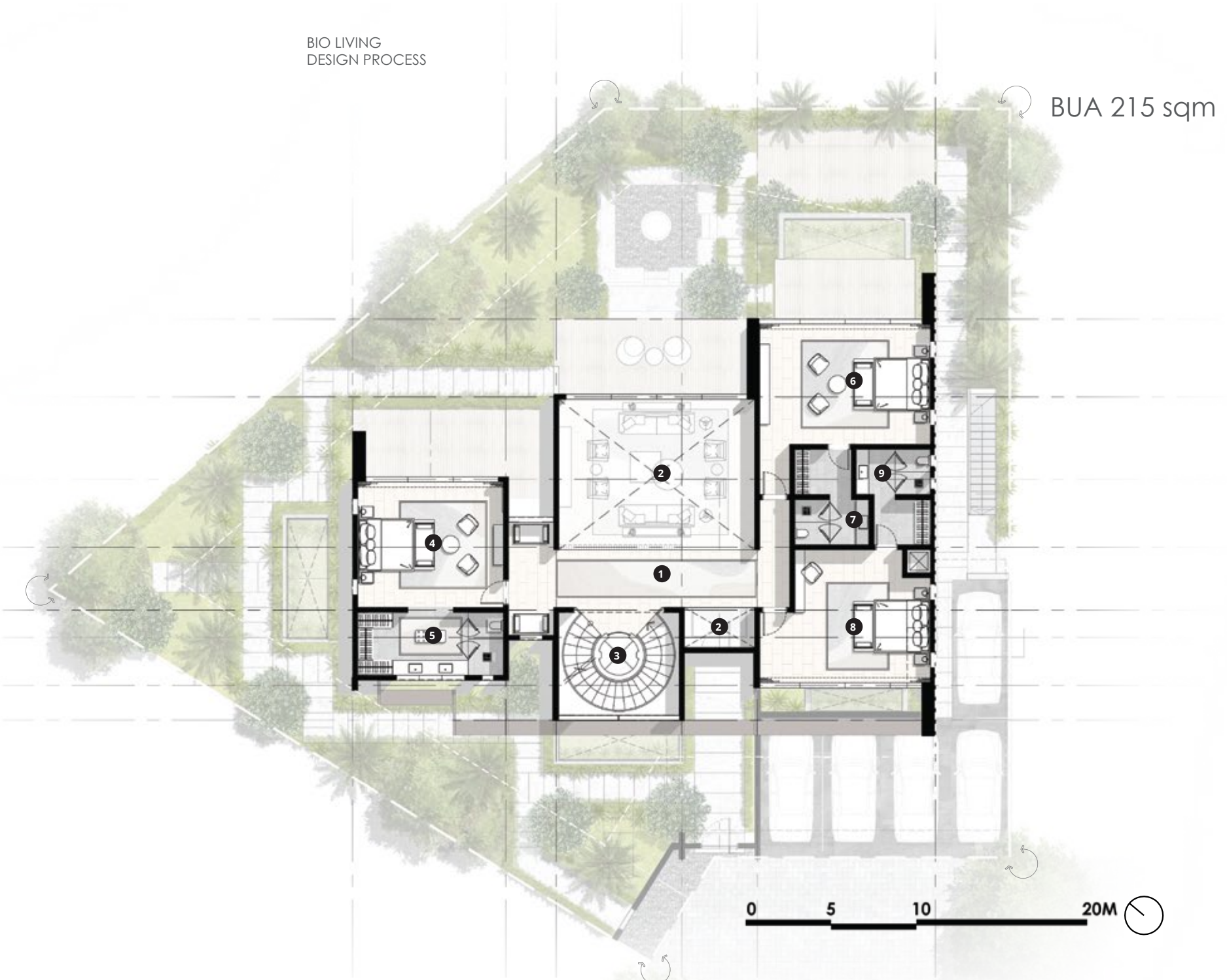
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BUA 215 sqm

FIRST FLOOR PLAN - VL02

LEGEND

- 1. Hall
- 2. Void
- 3. Lift and Stairs
- 4. Bedroom 01
- 5. Bathroom 01
- 6. Bedroom 02
- 7. Bathroom 02
- 8. Bedroom 03
- 9. Bathroom 03



LUXURY VILLA IN THE KETURAH RESERVE
MEYDAN | DUBAI

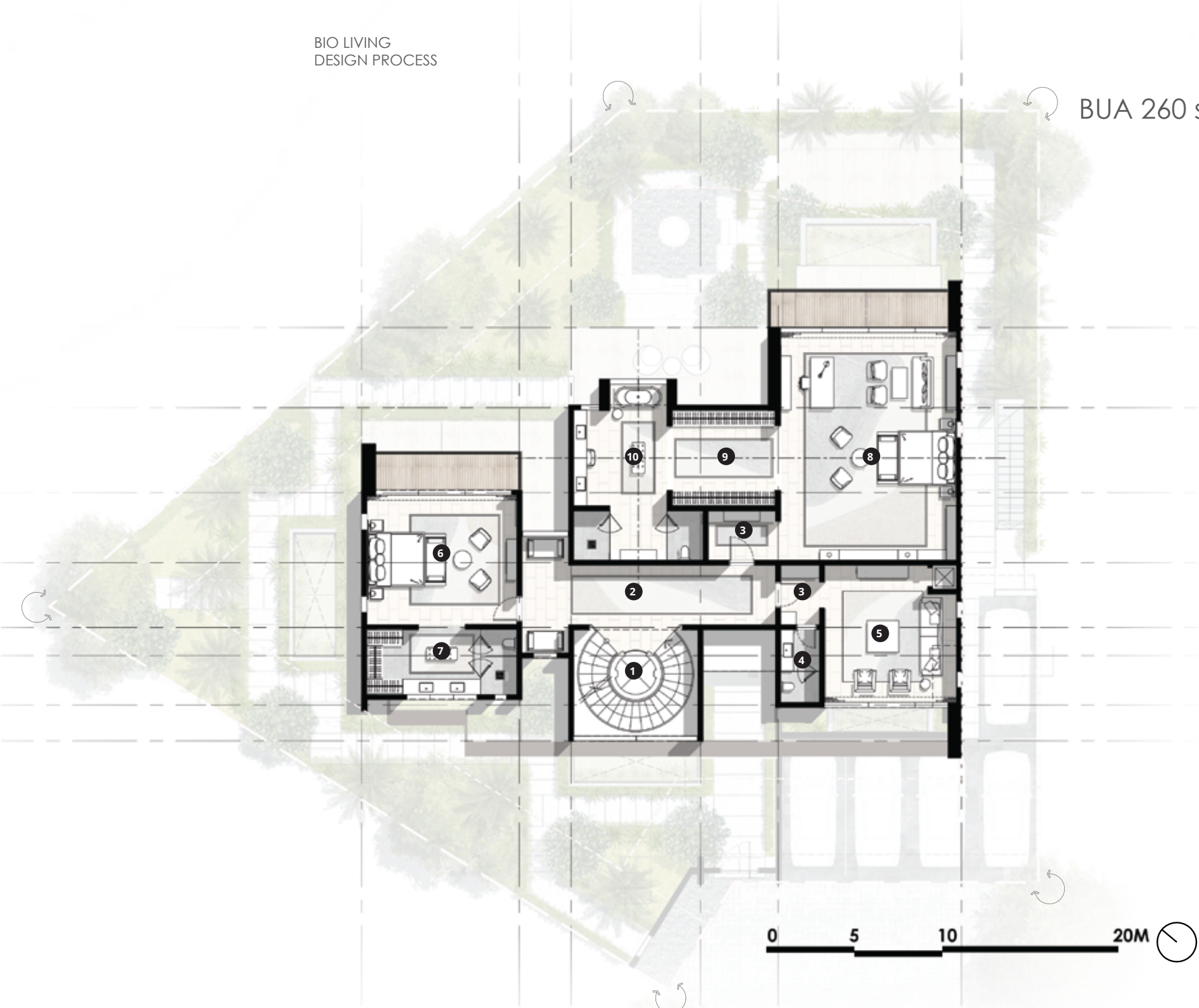
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BUA 260 sqm

SECOND FLOOR PLAN - VL02

LEGEND

- 1. Lift and Stairs
- 2. Hallway
- 3. Foyer
- 4. Powder Room
- 5. Family Room
- 6. Bedroom 04
- 7. Bathroom 04
- 8. Master Bedroom
- 9. Walk-in Closet
- 10. Master Bathroom



LUXURY VILLA IN THE KETURAH RESERVE
MEYDAN | DUBAI

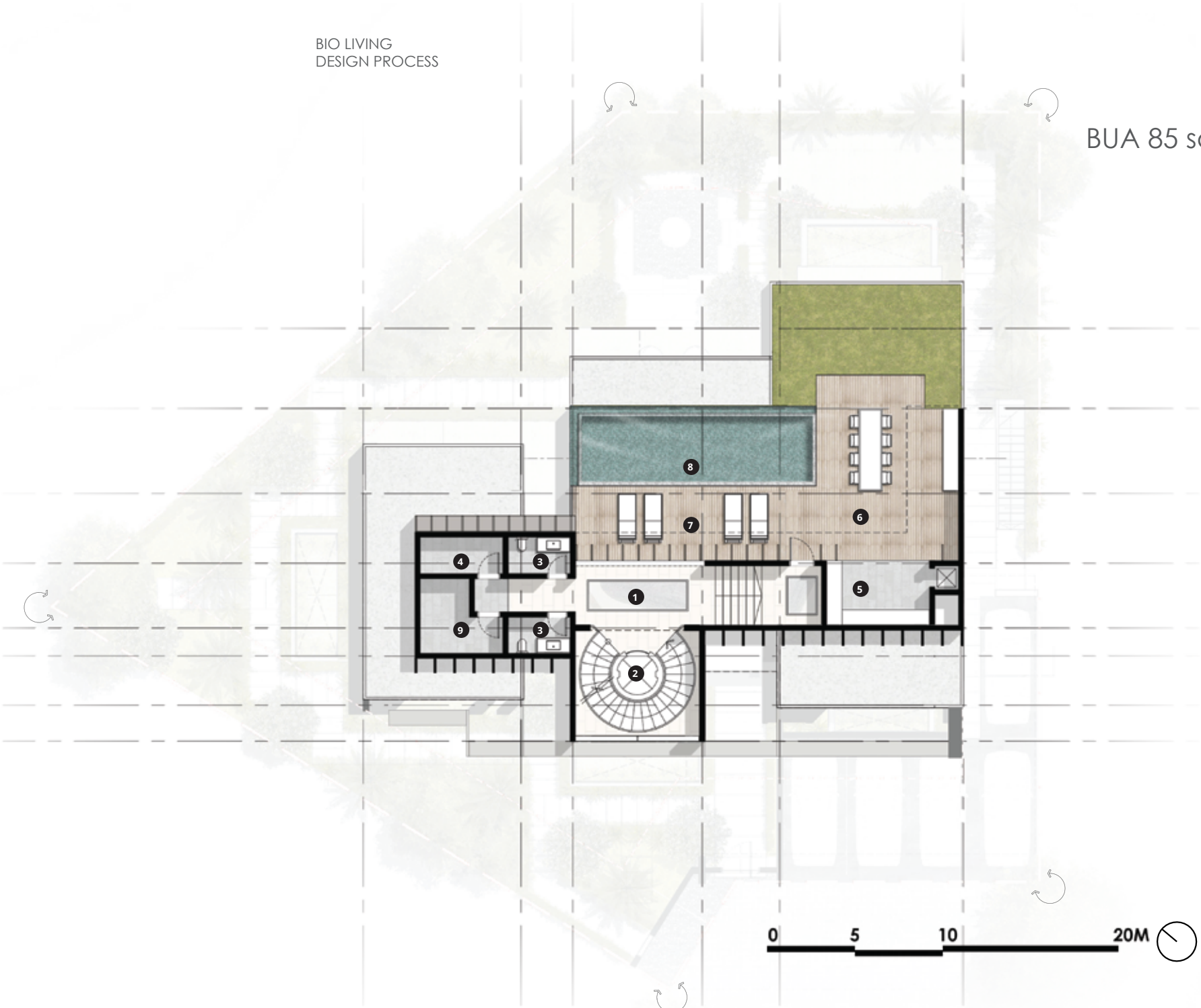
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BUA 85 sqm

ROOF FLOOR PLAN - VL02

LEGEND

- 1. Hall
- 2. Lift and Stairs
- 3. WC
- 4. MEP
- 5. Outdoor Kitchen
- 6. Outdoor Dinning
- 7. Pool Deck
- 8. Swimming Pool
- 9. Laundry



LUXURY VILLA IN THE KETURAH RESERVE
MEYDAN | DUBAI

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Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E



KETURAH RESERVE

BIO LIVING
DESIGN PROCESS



All room sizes and floor plans measurements are approximate and may vary per unit. Floor plans and unit features are preliminary and proposed only. Developer reserves the right to modify, revise, change or withdraw any or all of same in its sole and absolute discretion and without prior notice. Depictions of furnishings, finishes, appliances, counters, soffits, floor coverings and other matters of detail, including, without limitation, items of finish and decoration are conceptual only and are not necessarily included in each Unit. Consult your Agreement and the Prospect us for items included with your Unit.



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Mohammed Bin Rashid City District 7 (MBR7)
25.2048° N, 55.2708° E



KETURAH RESERVE

BIO LIVING
DESIGN PROCESS



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FRAMELESS SLIDING DOOR

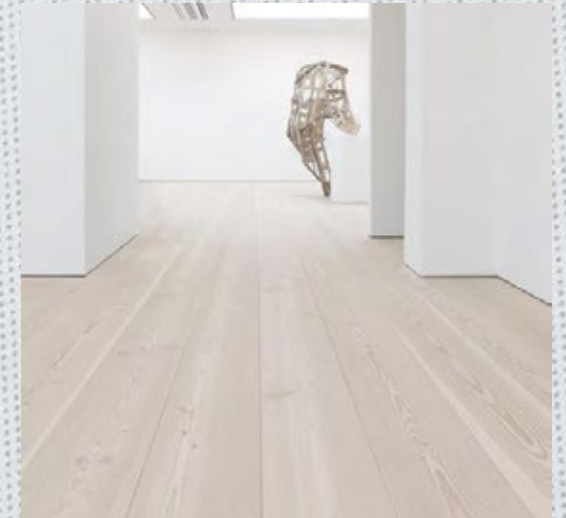


WHITE TRAVERTINE TILES

The travertine façade links the outside to the inside, with the vertical metal slats creating a play of shadow and intimacy.



HAIRLINE CHAMPAGNE METAL



WOODEN FLOOR

Quooker® / SIMILAR

Hot, cold, chilled and sparking filtered water from a single tap.



TOTO / SIMILAR

Award-winning innovative sanitary ceramic bathroom suites from Japan.



Miele / SIMILAR

German engineered state-of-the-art kitchen appliances. Revolutionary Technology.



dyson / SIMILAR

Cordless vacuum cleaner for optimum home hygiene.

