ICONIC

Residential Tower In Dubai Internet City



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ABOUT US

WE CHANGE LIVES THROUGH OUR PROJECTS

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.

MERED is more than just an ordinary luxury real estate developer.

It is a carefully curated team of industry experts, including designers, architects, engineers, contractors, artisans, and others. Their dedication lies in co-creating unique places that increase in value over time and become integral and enjoyable parts of people's lives.





INTERNATIONAL EXPERIENCE

36 **projects** in Eastern Europe and USA

2.7 **mln m²** delivered over 21 years

1.7 **mln m²** under design and construction





PARTNERS

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.

STIRLING HOSPITALITY ADVISORS

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

mirage

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

BBDO

BBDO Worldwide is a full-service, global network with over 200 locations around the world, all focused on; The Work. The Work. The Work.





ABOUT TOWER

Location:
Dubai Internet City

Construction will start in **Q1 2024**

310 apartment units

1 penthouse

2 premium units

G+66 floors

423 parking spaces

15 000 **sq.ft.** retail space

60 tower floors

6 podium floors



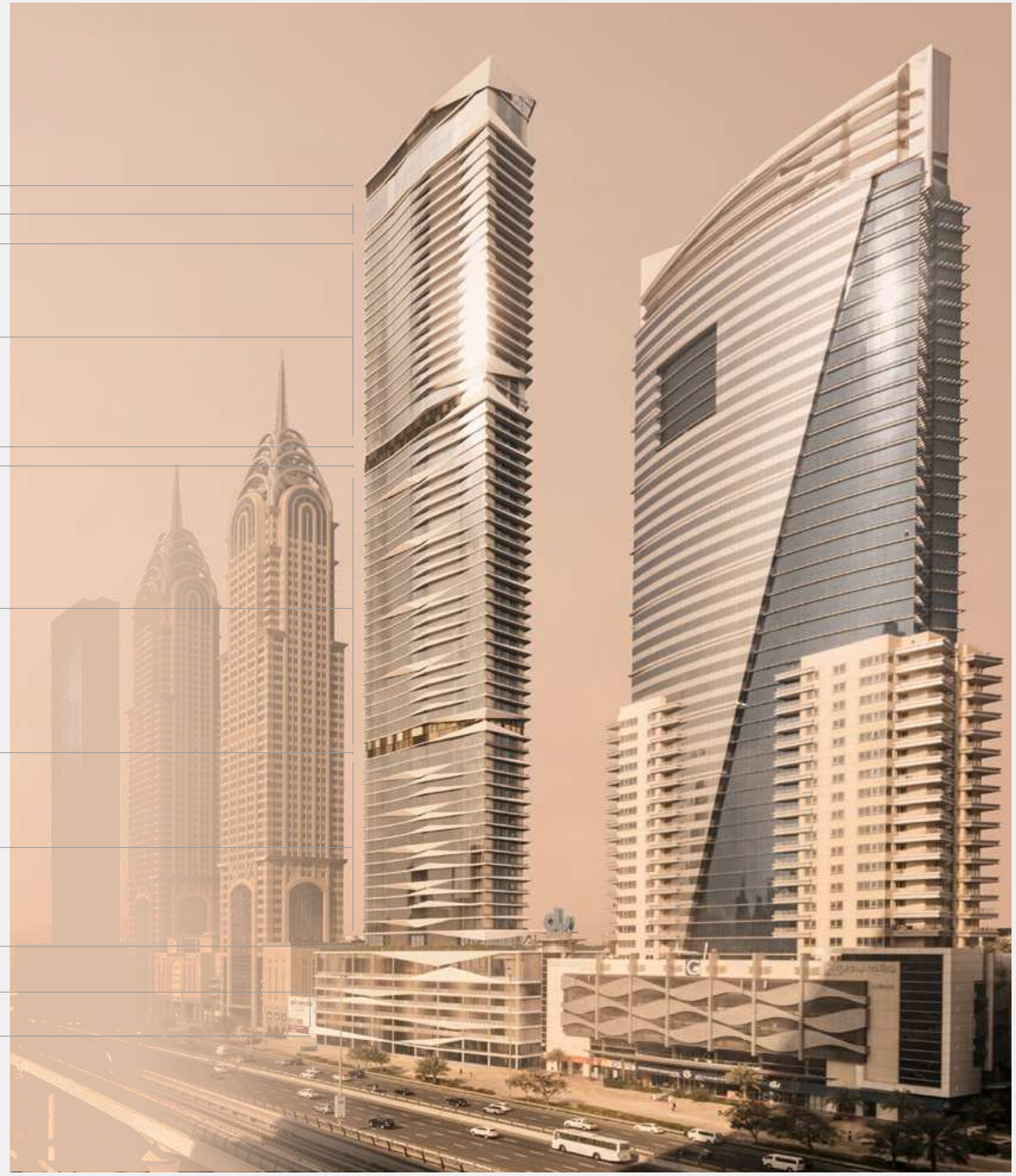
Penthouse rooftop
Penthouse floors
Premium floor

Amenities floor
Tech floor

Residential floors

Tech floor

Amenities floor
5 Parking floors
Ground floor



LOCATION

2 MIN to Dubai Internet City Metro Station

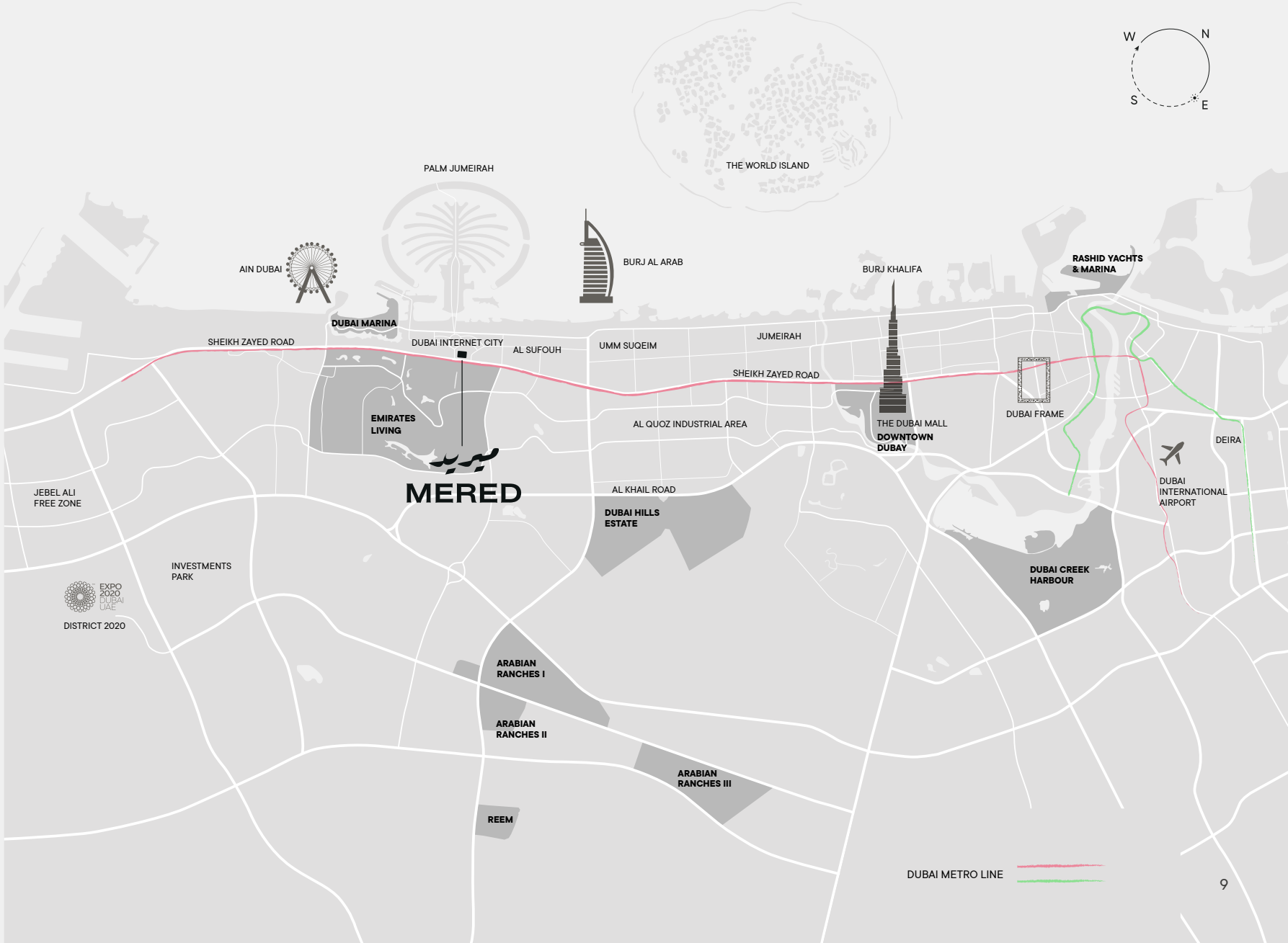
Direct access to Sheikh Zayed Road

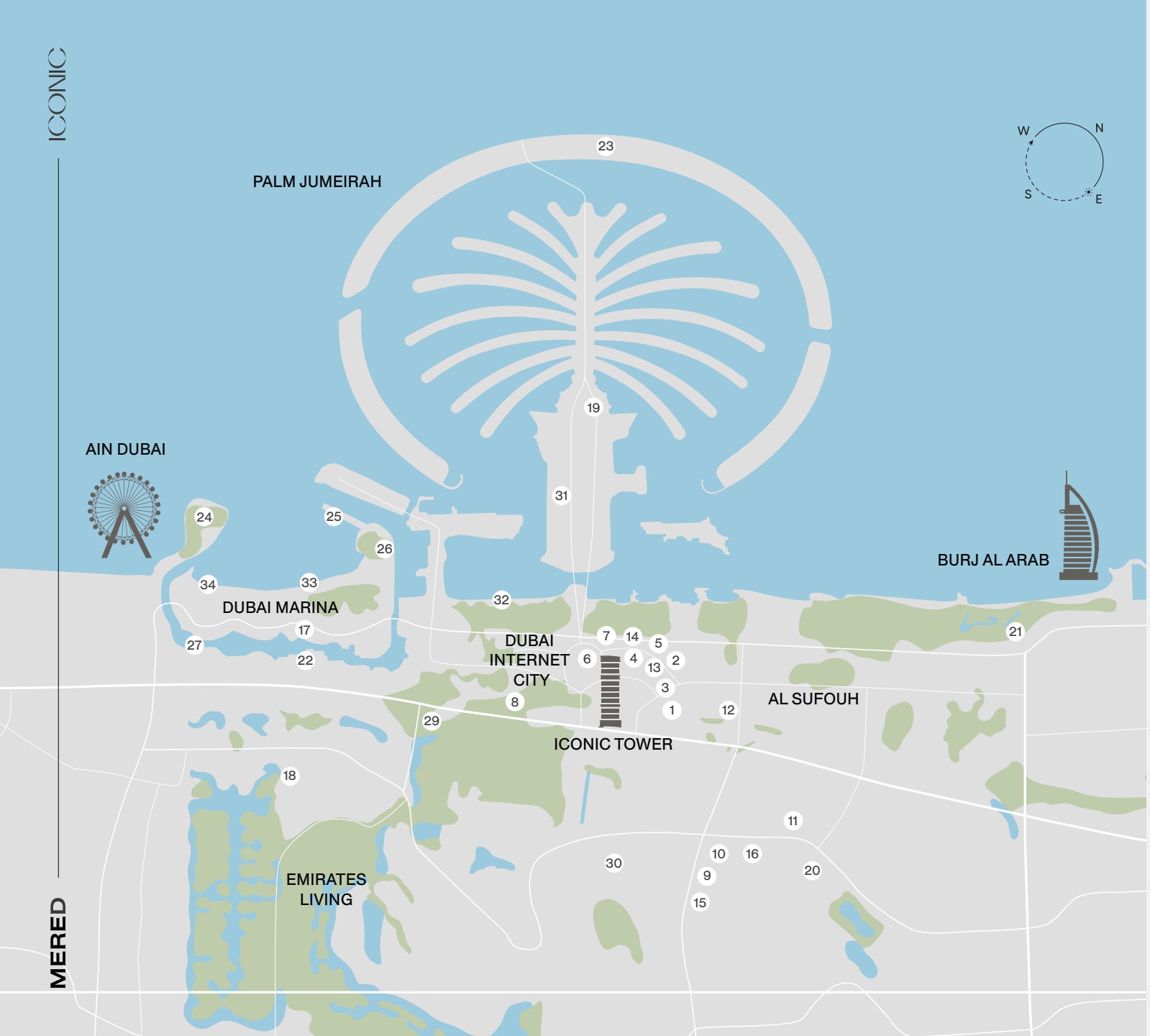
5 MIN to Palm Jumeirah

10 MIN to the Emirates Golf Club

15 MIN to JBR/Dubai Marina

25 MIN to Dubai Mall





EVERYTHING FOR LIFE

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

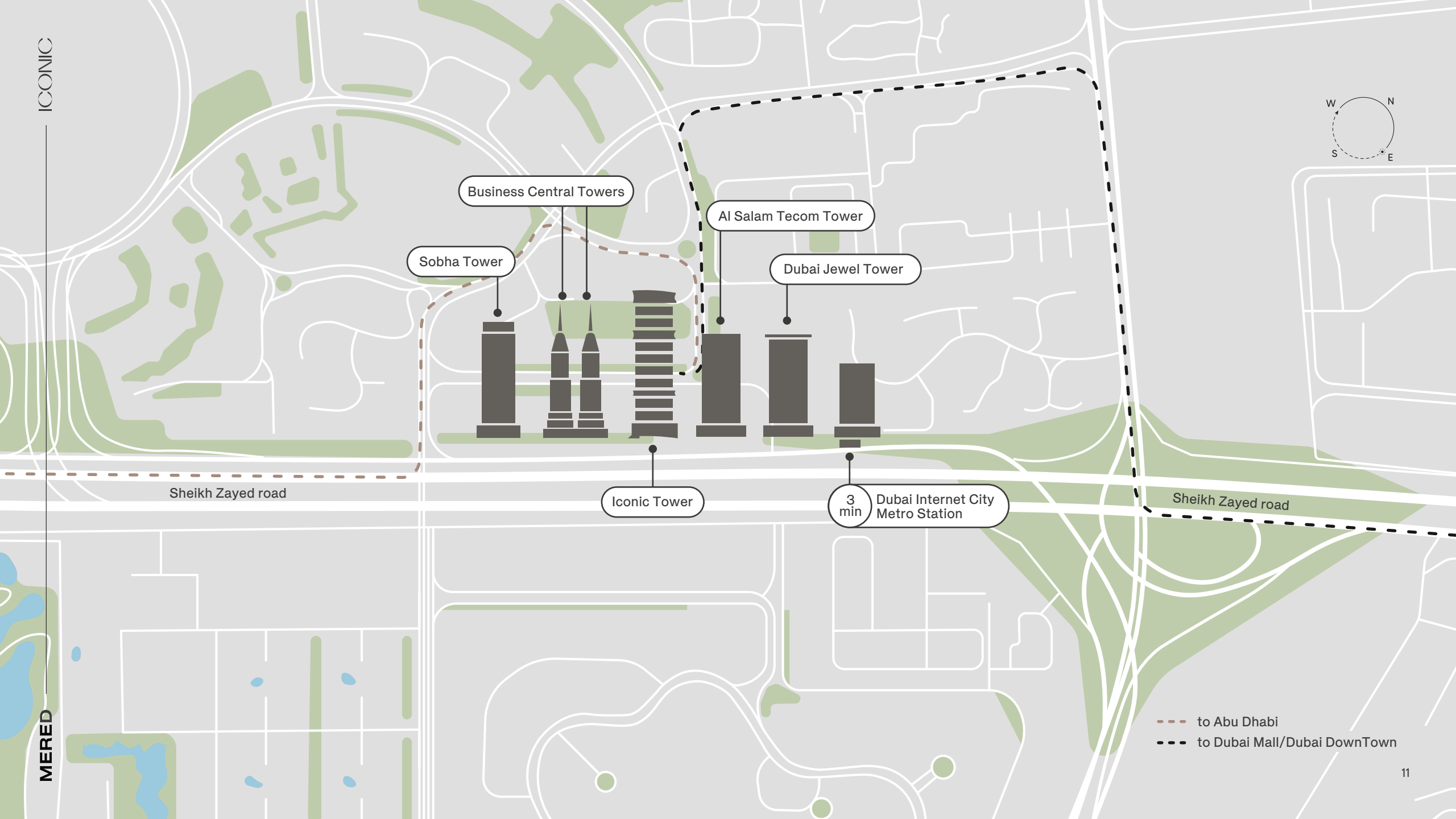
19. Nakheel Mall
20. Mall of the Emirates
21. Mina A Salam Madinat Jumeirah
22. Dubai Marina Mall

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


ICONIC
MERED
Business Central Towers
Sobha Tower
Al Salam Tecom Tower
Dubai Jewel Tower
Iconic Tower
3 min
Dubai Internet City Metro Station
Sheikh Zayed road
Sheikh Zayed road
W
N
S
E
to Abu Dhabi
to Dubai Mall/Dubai DownTown

DESIGN 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.

B95
AUTOMOBILI
PININFARINA



BATTISTA
AUTOMOBILI
PININFARINA







TORRE CARRA
BY PININFARINA

ARCHITECTURE

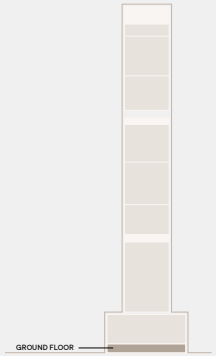
PARTNERSHIP
OF CREATIVITY AND INNOVATION

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.

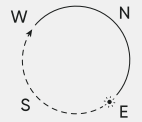
AWARDS

LOBBY

1 Restaurant
2 Central lobby
3 Secondary lobby
4 Caffe
5 Pininfarina pop-up store
6 – 11 Retail



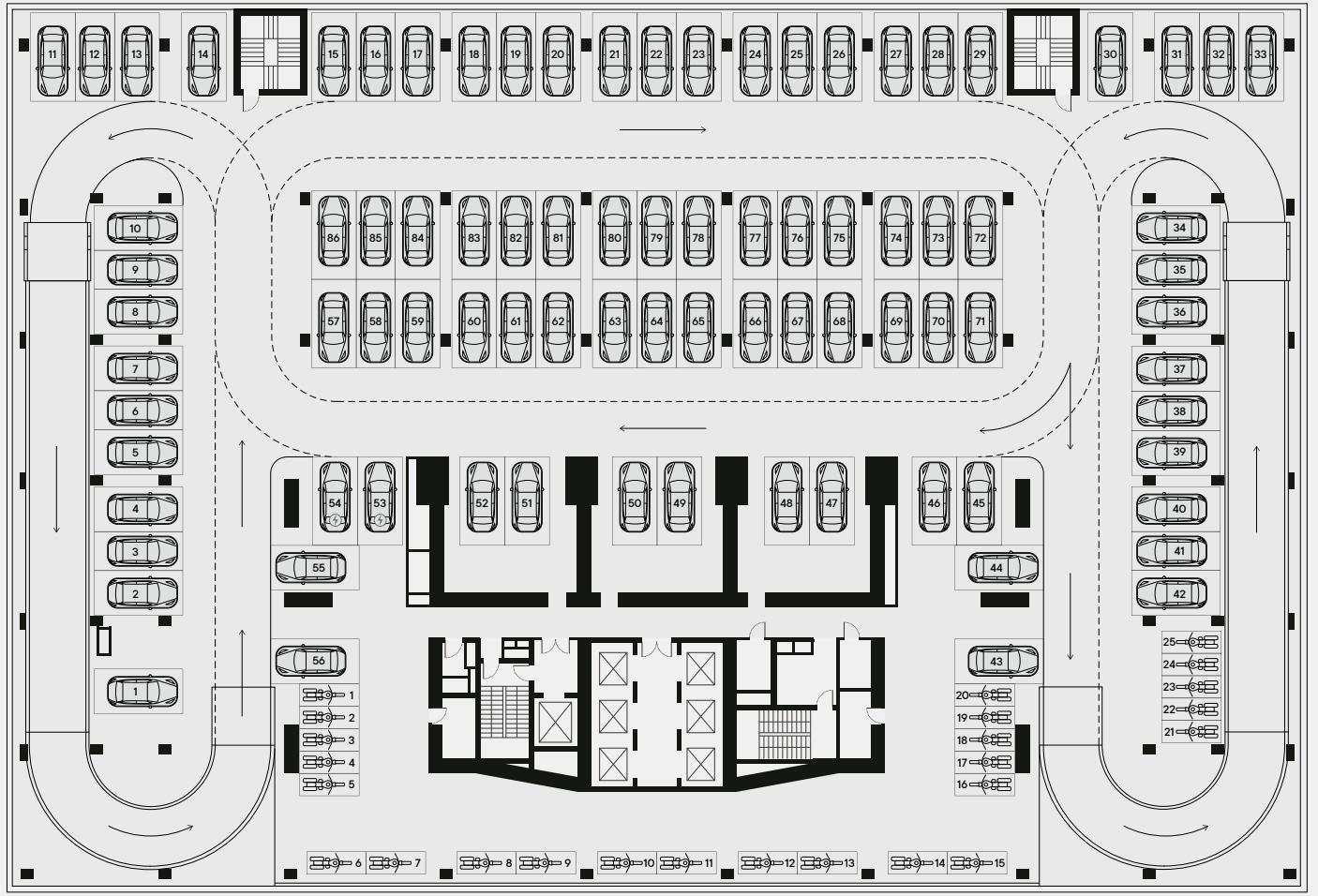


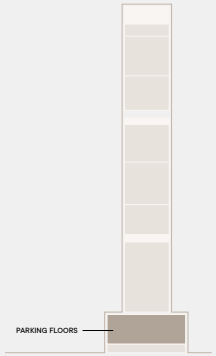


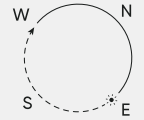

MERED



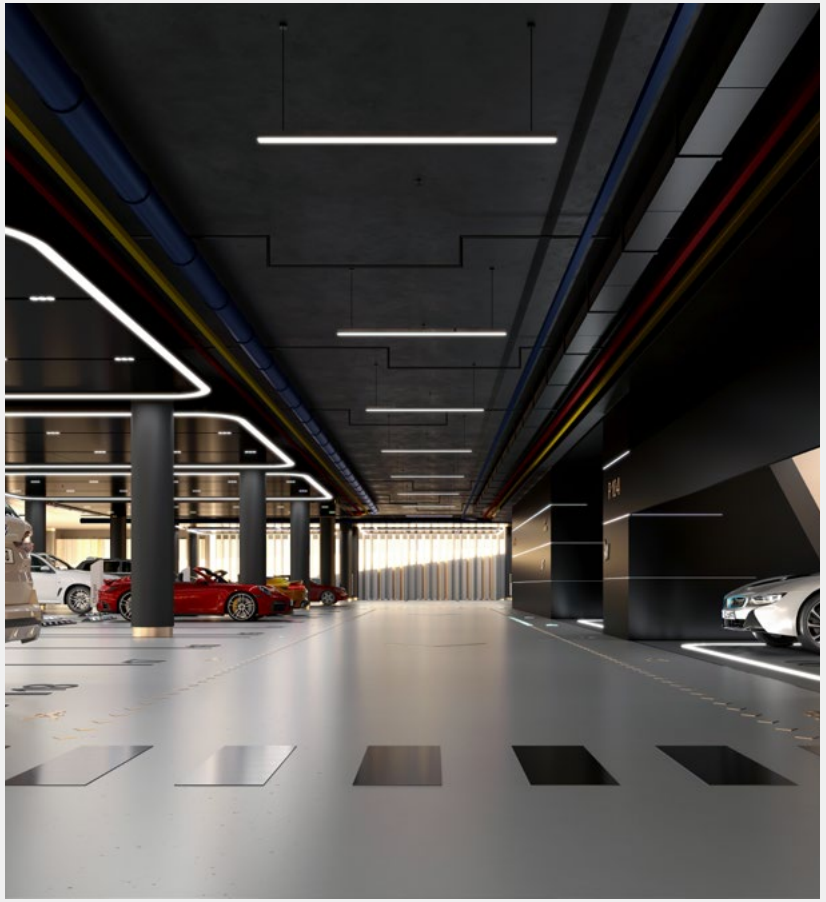
PARKING


11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33
10 9 8 7 6 5 4 3 2 1
86 85 84 83 82 81 80 79 78 77 76 75 74 73 72
57 58 59 60 61 62 63 64 65 66 67 68 69 70 71
34 35 36 37 38 39 40 41 42
54 53 52 51 50 49 48 47 46 45
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1 2 3 4 5
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6 7 8 9 10 11 12 13 14 15


PARKING FLOORS


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MERED




MERED
P 104
Charger
Charger
28
29

AMENITIES

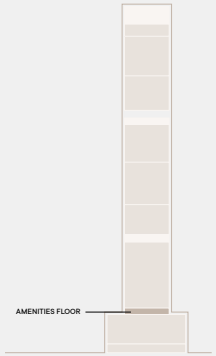
The amenities in the Tower provide everything you need to design a perfect day. An azure infinity pool overlooks the sea, while a series of lounges, barbecue areas and outdoor terraces create space for every special moment. Carefully designed yoga practice areas, a spacious equipped gym, jacuzzi, sauna and steam baths, and a private cinema — these thoughtful touches provide residents with an oasis on their doorstep where they can relax.



AMENITIES

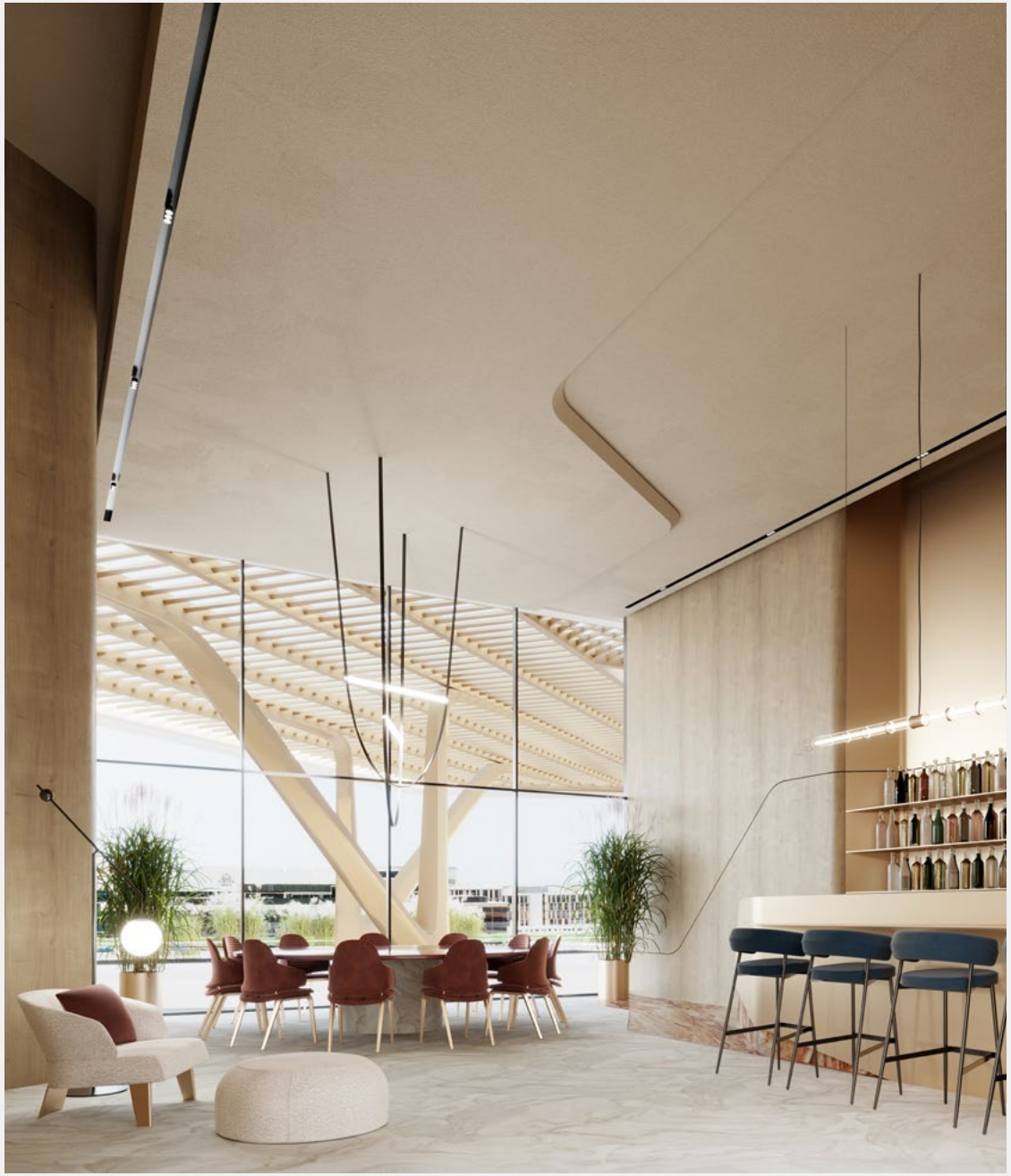
FLOOR 1

1. Conference room
2. Kids play area
3. Private lounge / Dining room
4. Reception & Lounge
5. Gym equipment room
6. Yoga / Relax room







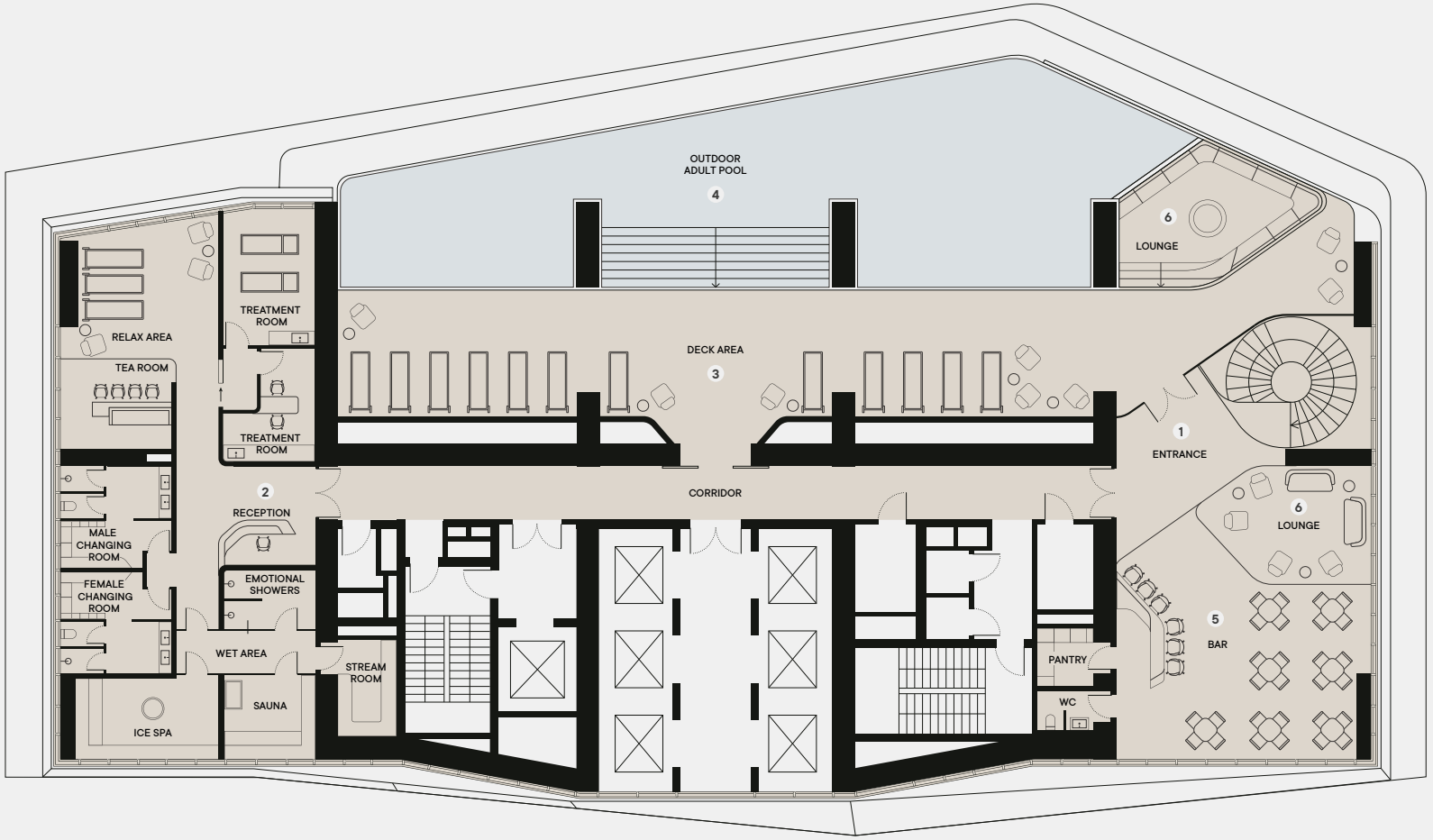


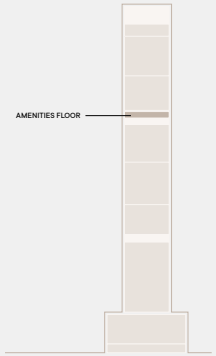

Your mind is a powerful thing.
When you filter it with positive thoughts,
your life will start to change.

AMENITIES

FLOOR 40

1. Entrance
2. Spa
3. Deck area
4. Outdoor adult pool
5. Bar
6. Lounge









PREMIUM FINISHING













SPECTACULAR VIEWS

