

PLANS & MOOD BOARD  
BROCHURE

R O V E  
HOME  
MARASI DRIVE

DEVELOPMENT BY  
**IRTH**

# ABOUT ROVE HOME

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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.



# A HOME FOR THE YOUNG AND YOUNG-AT-HEART

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



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# MARASI DRIVE

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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.



# 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.]



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# SITE LOCATION

ROVE  
HOME

ROVE  
HOME  
MARASI DRIVE



# SITE PLAN

PLOT AREA:  
73,783 Sqft



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# 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!



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# BUILDING STRUCTURE



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# PROJECT DETAILS

## PROJECT NAME:

Rove Home Marasi Drive

## PLOT AREA:

73,783 Sqft

## BRAND:

Rove Hotels

## ID TEAM:

Zebra Global

## ART TEAM:

Studio Feel

## UNIT MIX

Studio Flex	13%
Studio <sup>2</sup>	33%
1 Bedroom <sup>2</sup>	45%
2 Bedroom <sup>2</sup>	9%

## PARKING

One Parking Per Unit

## ANTICIPATED HANDOVER DATE

Q1 2027

## ESTIMATED SERVICE FEES

20 Dhs Per Sqft

## OTHER SERVICES

A La Carte Services Available

## DEVELOPER:

IRTH Signature Development LLC

## TOTAL # OF UNITS:

809

## ARCHITECT:

Archcorp

## LANDSCAPE ARCHITECT:

Studio Create Landscape Architecture (SCLA)

## FULLY FURNISHED UNITS

5 Years of Supplier Warranty

## ADDITIONAL USABLE AREAS

	Indoor (Sqft)	Outdoor (Sqft)	Total
Ground Floor			
Retail 1	820	844	
Retail 2	5,118	5,464	
Common	4,686	0	16,933
Podium	13,361	38,750	52,112
Sky Garden	10,495	15,608	26,102
Rooftop	0	15,231	15,231
<b>Grand Total</b>	<b>34,480</b>	<b>75,897</b>	<b>110,378</b>

## ELEVATORS

Residential	10
Service	2

**AMENITIES MAKE 25%  
OF THE PROJECT**



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# 50+ AMENITIES

## GROUND LEVEL



Rove Café



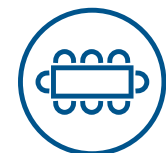
Convenience Store



Coworking Space



Soundproof Meeting Pods



Private Meeting Rooms



Outdoor Terrace



Double Height Lobby Lounge

## PODIUM LEVEL INDOOR



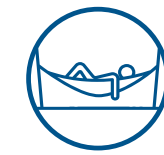
Multi-purpose Room (with Kitchen) (rentable)



Monkey Bars



Karaoke Room



Hammock Movie Lounge



Arcade Games



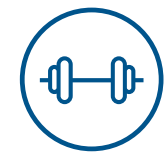
Climbing Wall



Indoor Lounge



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



Fully Equipped Gym



Playstation Deck



MultiBall Interactive Gaming (50 + apps)



Guest Rooms (rentable)



Changing Rooms

## PODIUM LEVEL OUTDOOR



Urban Beach Pool



Sun Lounging Deck



Open-Air Gym



Sunken Gardens



Cascading Leisure Pool



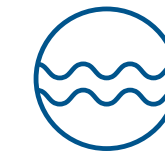
Yoga Lounge



Rove Beverage Truck



Feature Staircase for Urban Connection



20M Integrated Lap Pool



Aqua Cycling



Cabanas with Daybeds



Jacuzzi



Outdoor Gaming Terrace



Outdoor Coworking Space



Outdoor Multi-purpose Terrace (rentable)

# AMENITIES [CONTINUED]

## SKY GARDEN INDOOR



Indoor  
Lap Pool



Wellness Features  
(Steam room & Sauna)



Changing Rooms

## SKY GARDEN OUTDOOR



Padel Pong



Ping Pong in  
a Tube



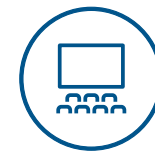
Lush  
Landscape



Outdoor  
Coworking Space



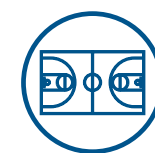
Sun Lounging  
Deck



Amphitheatre



Running Wheel



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



Outdoor Cinema



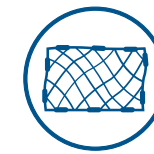
Communal Dining  
Tables



Chess Tables



Bouldering Wall



Suspended  
Lounging Nets



Climbing Wall

## ROOFTOP VIEWING DECK



Stargazing Point  
(Telescope)



Cabanas with  
Daybeds



Sunken Seating



Gathering Tables



BBQ Terrace



Lounging Space



Firepit



Outdoor Kitchen



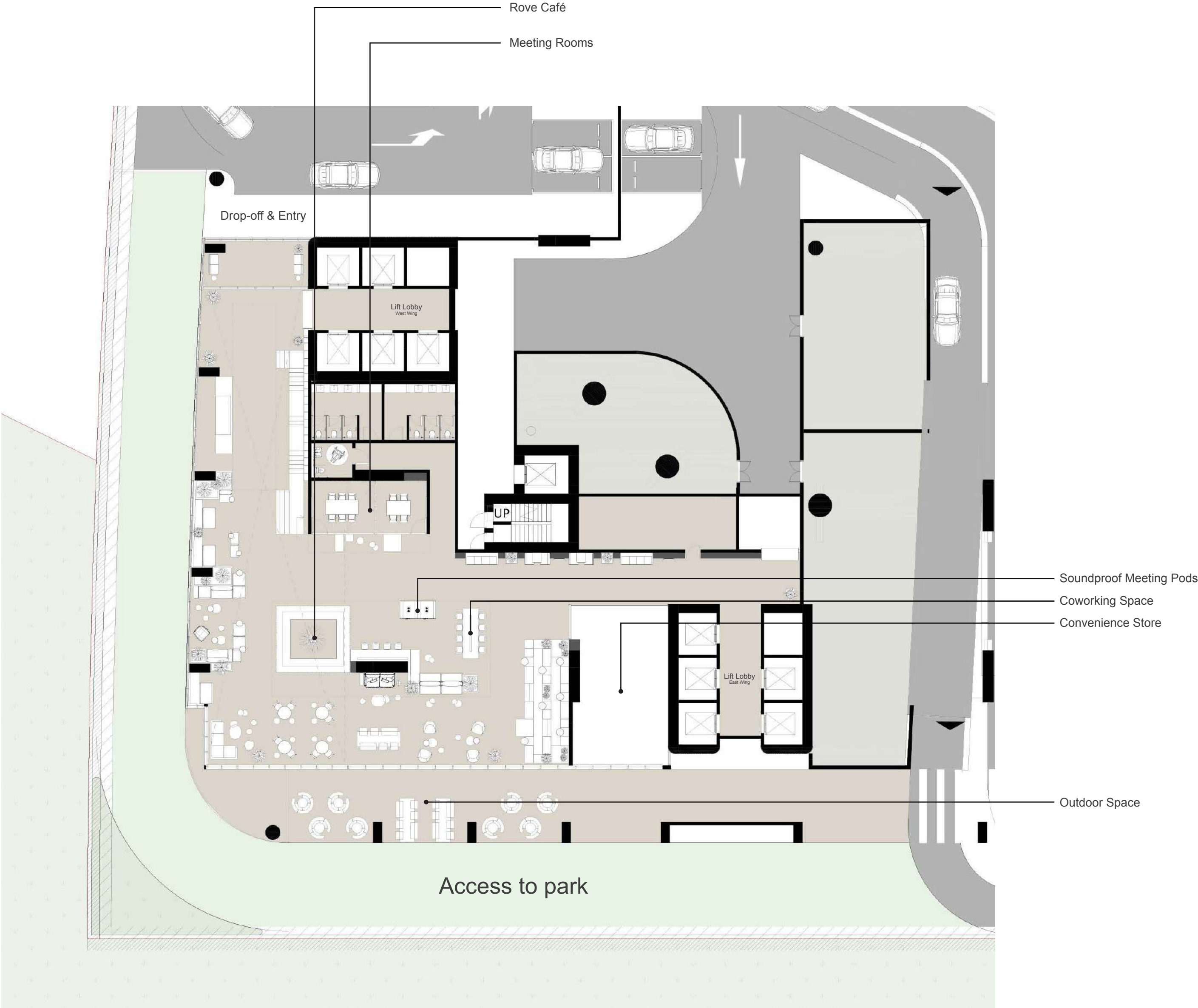
Viewing Deck  
with Swings



Allotment Gardens

# GROUND LEVEL

Total Area: 16,933Sqft



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# PODIUM LEVEL INDOOR

Total Area: 13,361Sqft



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# PODIUM LEVEL OUTDOOR

Total Area: 38,750 Sqft



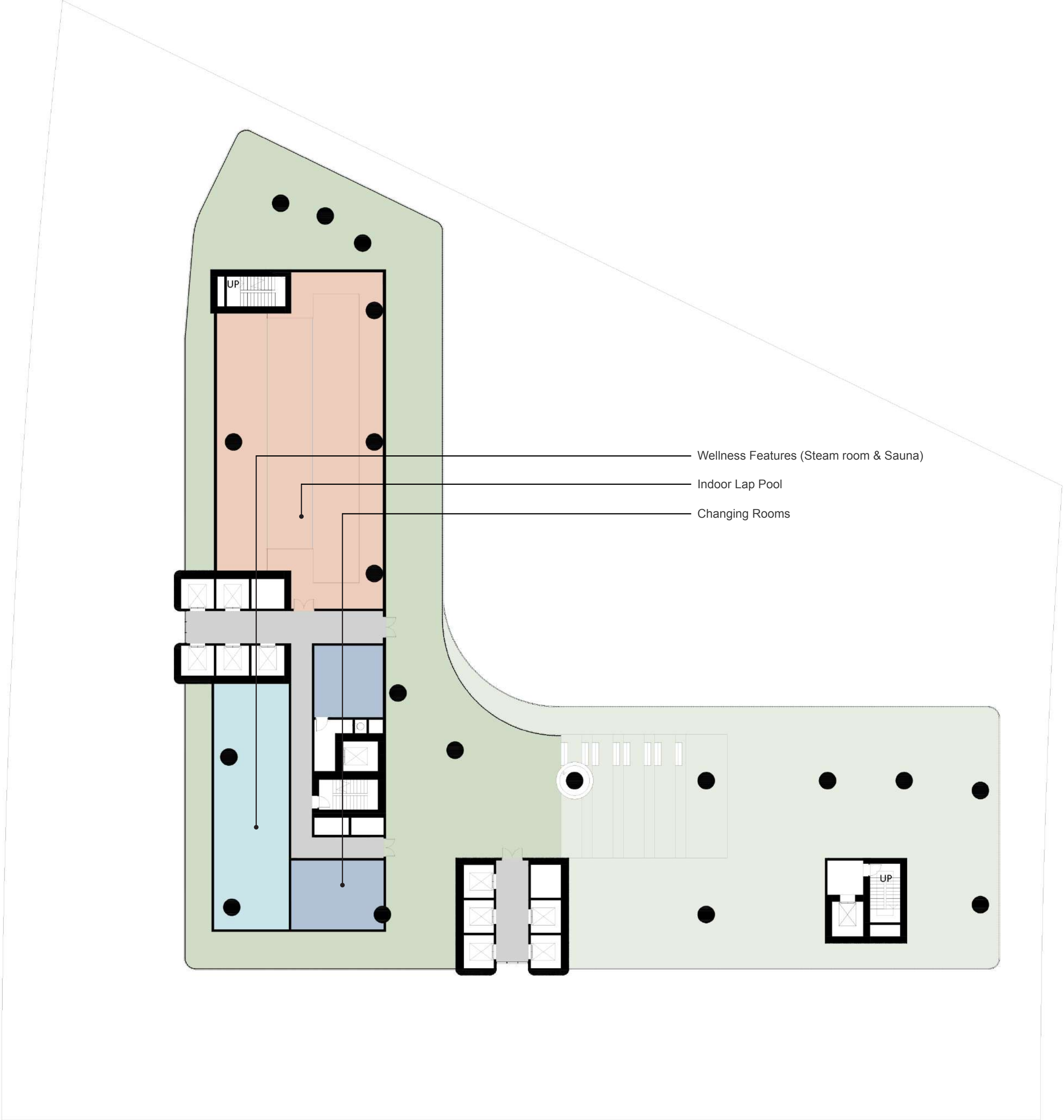
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# LEVELS 22 & 23 SKY GARDEN

## INDOOR

Total Area: 13,361 Sqft



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# LEVELS 22 & 23 SKY GARDEN

## OUTDOOR

Total Area: 15,608 Sqft



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# ROOFTOP

Total Area: 15,231 Sqft



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# FLOOR PLANS

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# TIER 1 TYPICAL FLOOR 5<sup>TH</sup> TO 21<sup>ST</sup>

## UNITS PER FLOOR

Studio Flex	6	Units
Studio <sup>2</sup>	10	Units
1 Bedroom <sup>2</sup>	14	Units
2 Bedroom <sup>2</sup>	3	Units



## LEGEND

- STUDIO FLEX
- STUDIO<sup>2</sup>
- 1 BEDROOM<sup>2</sup>
- 2 BEDROOM<sup>2</sup> TYPE A
- 2 BEDROOM<sup>2</sup> TYPE B

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# TIER 2 TYPICAL FLOOR 24<sup>TH</sup> TO 31<sup>ST</sup>

## UNITS PER FLOOR

Studio <sup>2</sup>	12	Units
1 Bedroom <sup>2</sup>	16	Units
2 Bedroom <sup>2</sup>	3	Units



## LEGEND

- STUDIO<sup>2</sup>
- 1 BEDROOM<sup>2</sup>
- 2 BEDROOM<sup>2</sup> TYPE A
- 2 BEDROOM<sup>2</sup> TYPE B

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# UNIT PLANS

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# UNITS DESCRIPTION

## STUDIO FLEX

**Live in the future, today.**

**In Studio Flex** explore the ORI Cloud Bed, optimizing your living space with functionality and smart living.

Every inch is designed to provide more space for comfort and convenience. This feature increase your unit size by 33%.

## STUDIO<sup>2</sup>

**In Studio<sup>2</sup>** experience the Flexibed, a smart innovation for modern living.

When folded, it unveils a spacious living room creating a cohesive space that blends both style and functionality.

## 1 BEDROOM<sup>2</sup>

**In 1 Bedroom<sup>2</sup>** double up your space with next generation features that enhance smart living.

With pocket walls that disappear and a Flexibed that seamlessly converts, you can transform your living room into an extra bedroom, anytime you want!

## 2 BEDROOM<sup>2</sup>

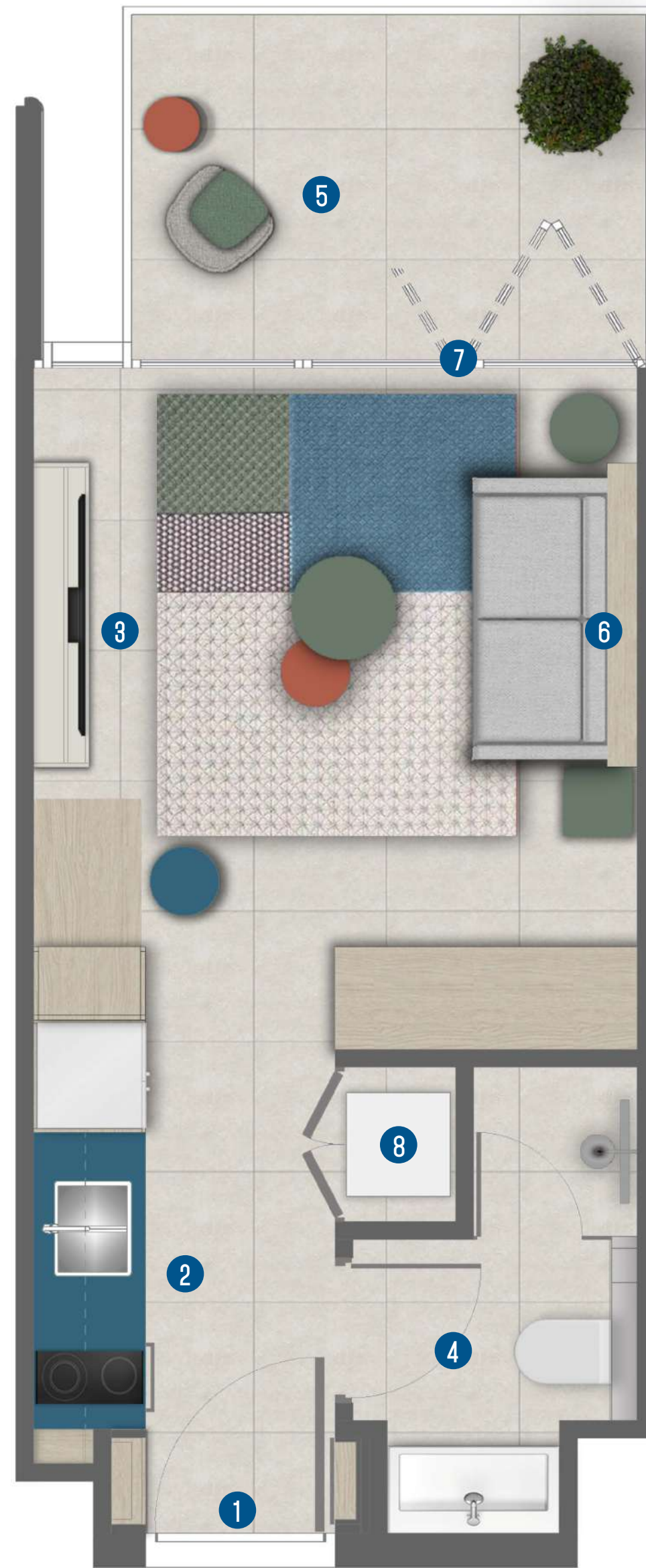
**In 2 Bedroom<sup>2</sup>** discover extra functionality with added space and maximum value.

Whether you want to add a multipurpose spare room or double up your living space as a bedroom - every inch of space feels larger and works exactly how you want.

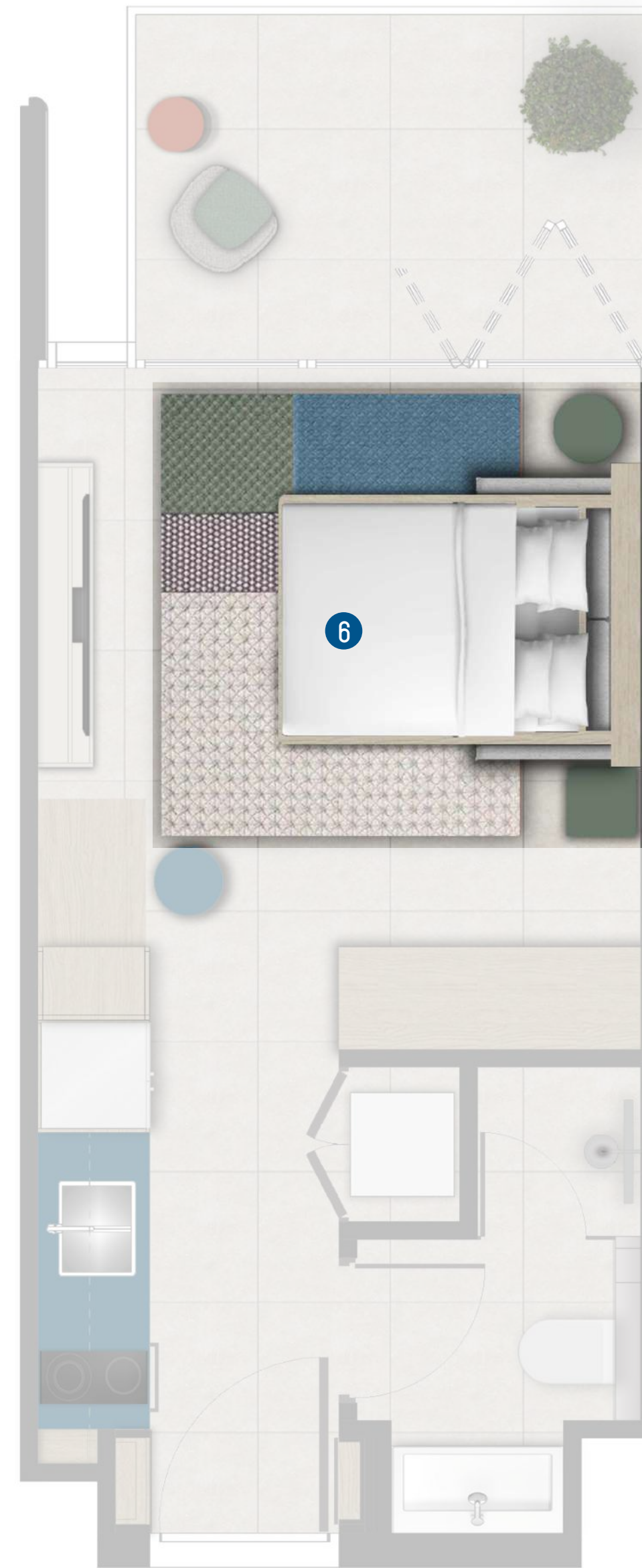
# STUDIO FLEX

## Legend

1. Entrance
2. Kitchen  
1.80m X 3.00m
3. Living Room & Bedroom  
3.50m X 3.80m
4. Bathroom  
1.70m X 2.75m
5. Balcony  
3.00m X 2.05m
6. ORI Cloud Bed
7. Bi-fold Glass Doors
8. Laundry



ORI Cloud Bed Up



ORI Cloud Bed Down

## LEVELS 5-21



STUDIO FLEX	SQFT
INTERNAL AREA	273-297
BALCONY AREA	68-72
TOTAL AREA	341-366

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# EXPANDABLE LIVING SOLUTIONS



### Live in the future, today.

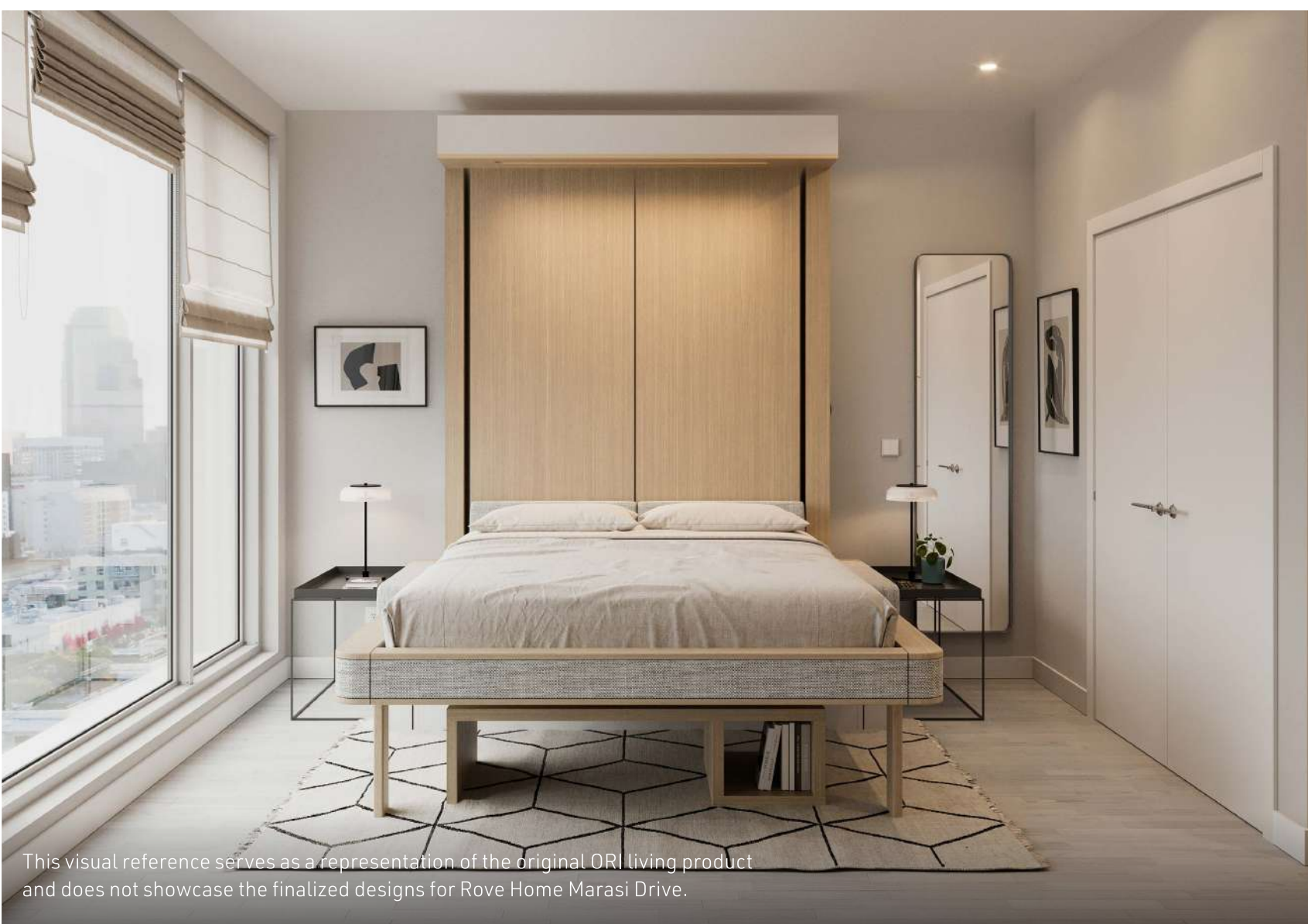
Designed to embody Rove's unique look and feel, the interiors will feature intelligent and modular living solutions by ORI, never seen before in UAE and the region.

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.



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.



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.

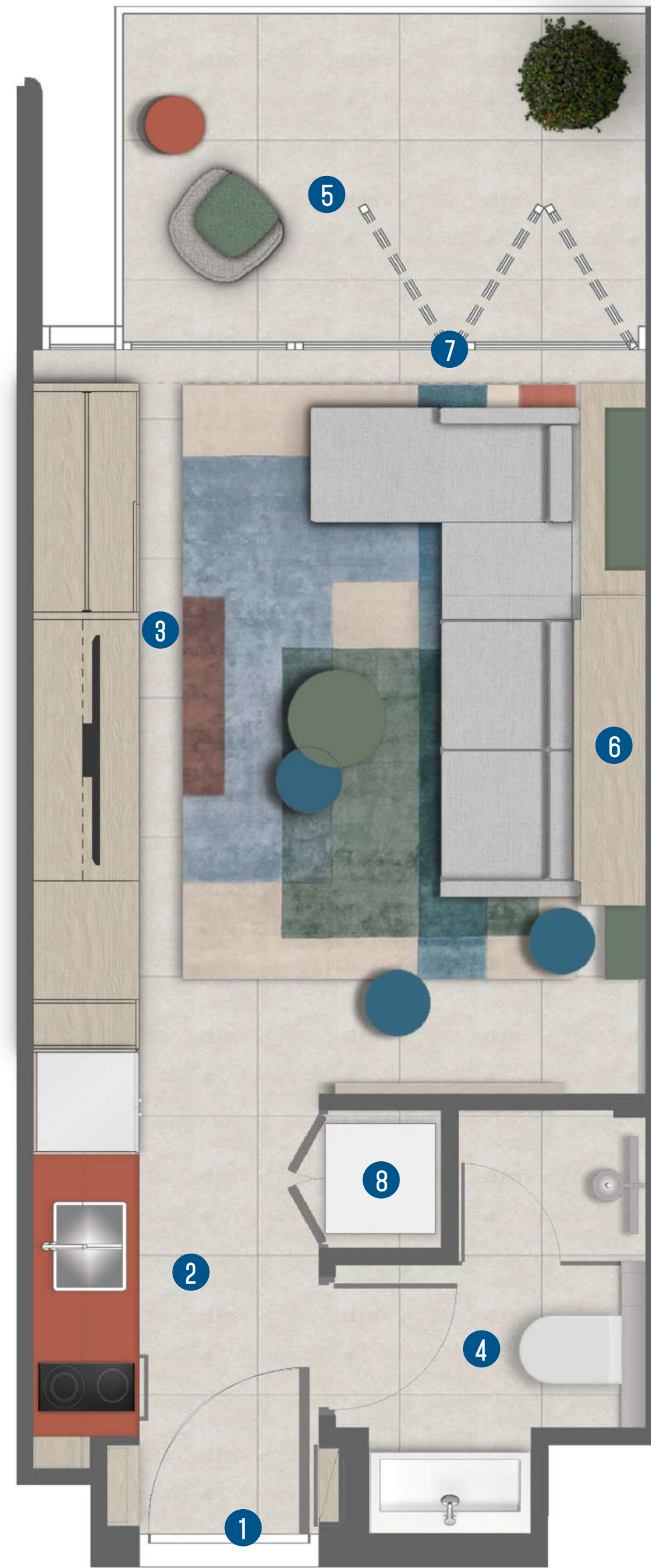
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# STUDIO<sup>2</sup>

## Legend

1. Entrance
2. Kitchen  
1.80m X 3.00m
3. Living Room & Bedroom  
3.75m X 4.25m
4. Bathroom  
1.95m X 2.65m
5. Balcony  
3.25m X 2.15m
6. Foldable Bed
7. Bi-fold Glass Doors
8. Laundry



Folded Layout



Unfolded Layout

## LEVELS 5-21



## LEVELS 24-31



STUDIO <sup>2</sup>	SQFT
INTERNAL AREA	309-339
BALCONY AREA	78-81
TOTAL AREA	386-416

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# 1 BEDROOM<sup>2</sup> TYPE A

## Legend

1. Entrance
2. Kitchen & Dining Area  
3.225m X 3.35m
3. Bedroom  
3.10m X 4.70m
4. Bathroom  
3.325m X 2.225m
5. Living Room  
3.15m X 3.60m
6. Balcony  
6.95m X 1.75m
7. Foldable Bed
8. Laundry
9. Bi-fold Glass Doors



Folded Layout



Unfolded Layout

ALL LEVELS



1 BEDROOM <sup>2</sup>	SQFT
INTERNAL AREA	492
BALCONY AREA	129
TOTAL AREA	622

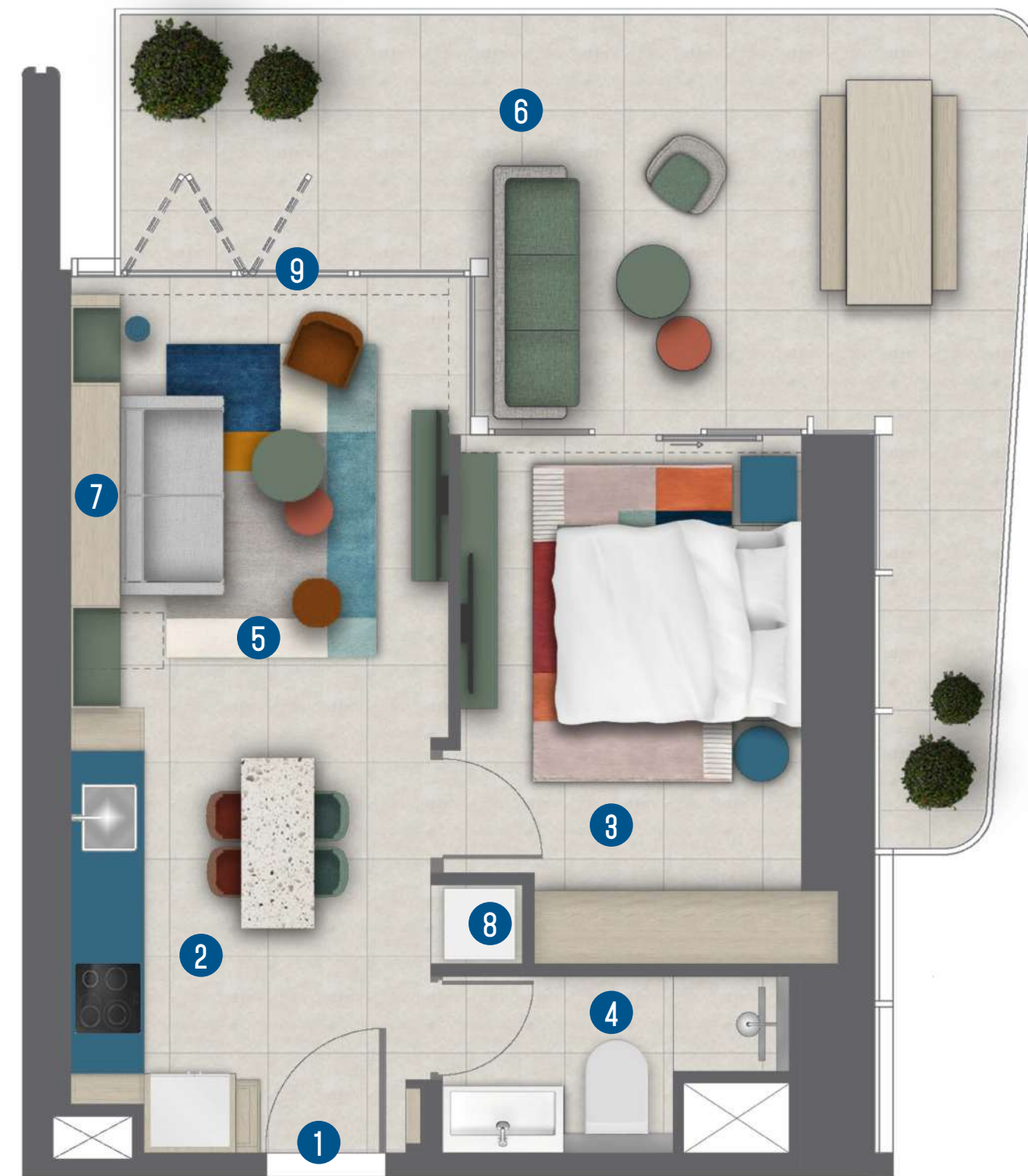
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# 1 BEDROOM<sup>2</sup> TYPE B

## Legend

1. Entrance
2. Kitchen & Dining Area  
3.00m X 3.85m
3. Bedroom  
2.85m X 4.40m
4. Bathroom  
3.40m X 1.55m
5. Living Room  
3.15m X 3.60m
6. Balcony  
7.15m X 3.45m
7. Foldable Bed
8. Laundry
9. Bi-fold Glass Doors



Folded Layout



Unfolded Layout

ALL LEVELS



1 BEDROOM <sup>2</sup>	SQFT
INTERNAL AREA	488-507
BALCONY AREA	263
TOTAL AREA	751-770

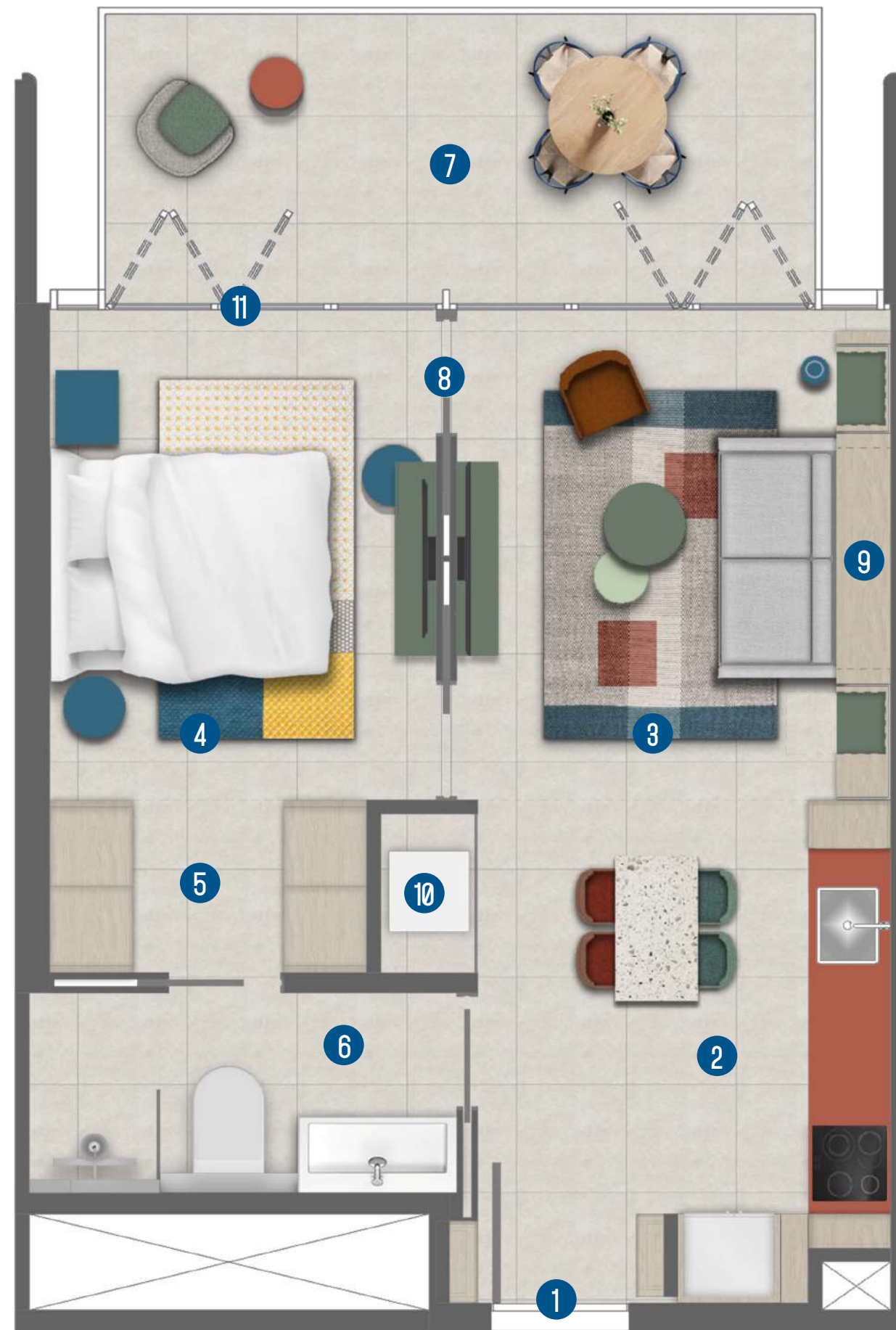
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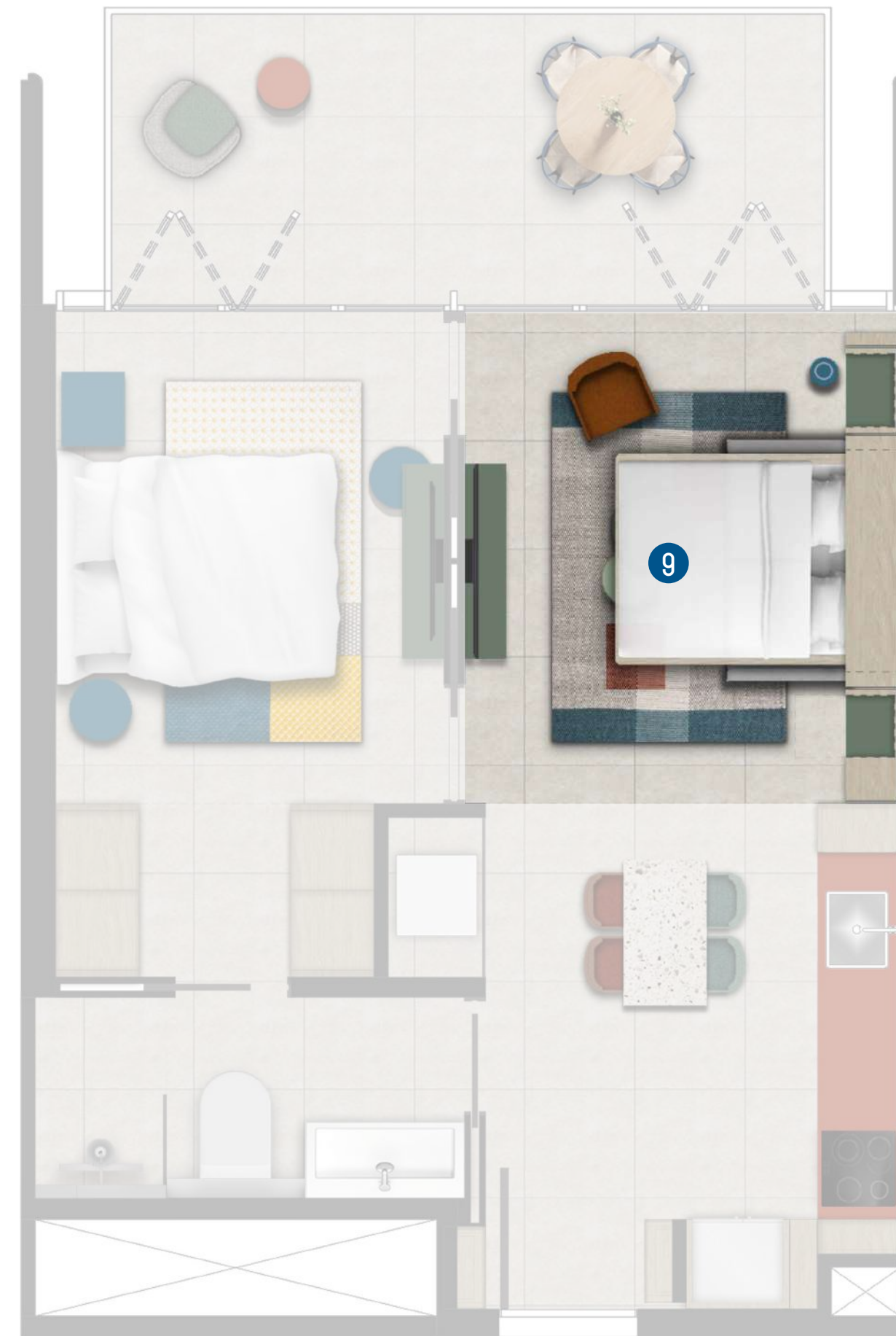
# 1 BEDROOM<sup>2</sup> TYPE C

## Legend

1. Entrance
2. Kitchen & Dining Area  
3.00m X 3.65m
3. Living Room  
3.225m X 3.60m
4. Bedroom  
2.875m X 3.60m
5. Walk-in Closet  
2.35m X 1.325m
6. Bathroom  
3.175m X 1.525m
7. Balcony  
5.25m X 2.15m
8. Pocket Walls
9. Foldable Bed
10. Laundry
11. Bi-fold Glass Doors



Folded Layout



Unfolded Layout

ALL LEVELS



1BEDROOM <sup>2</sup>	SQFT
INTERNAL AREA	487-520
BALCONY AREA	121-122
TOTAL AREA	608-642

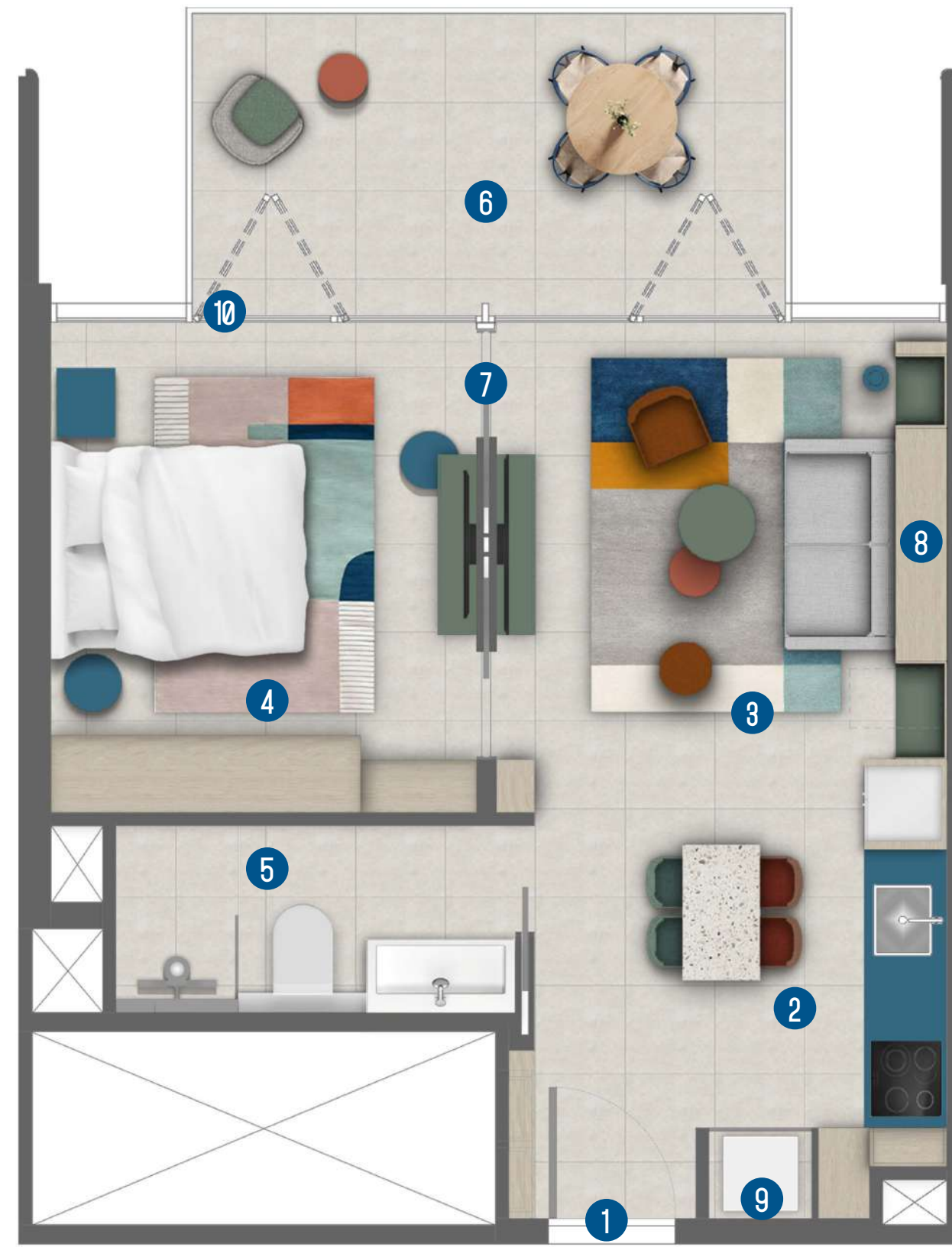
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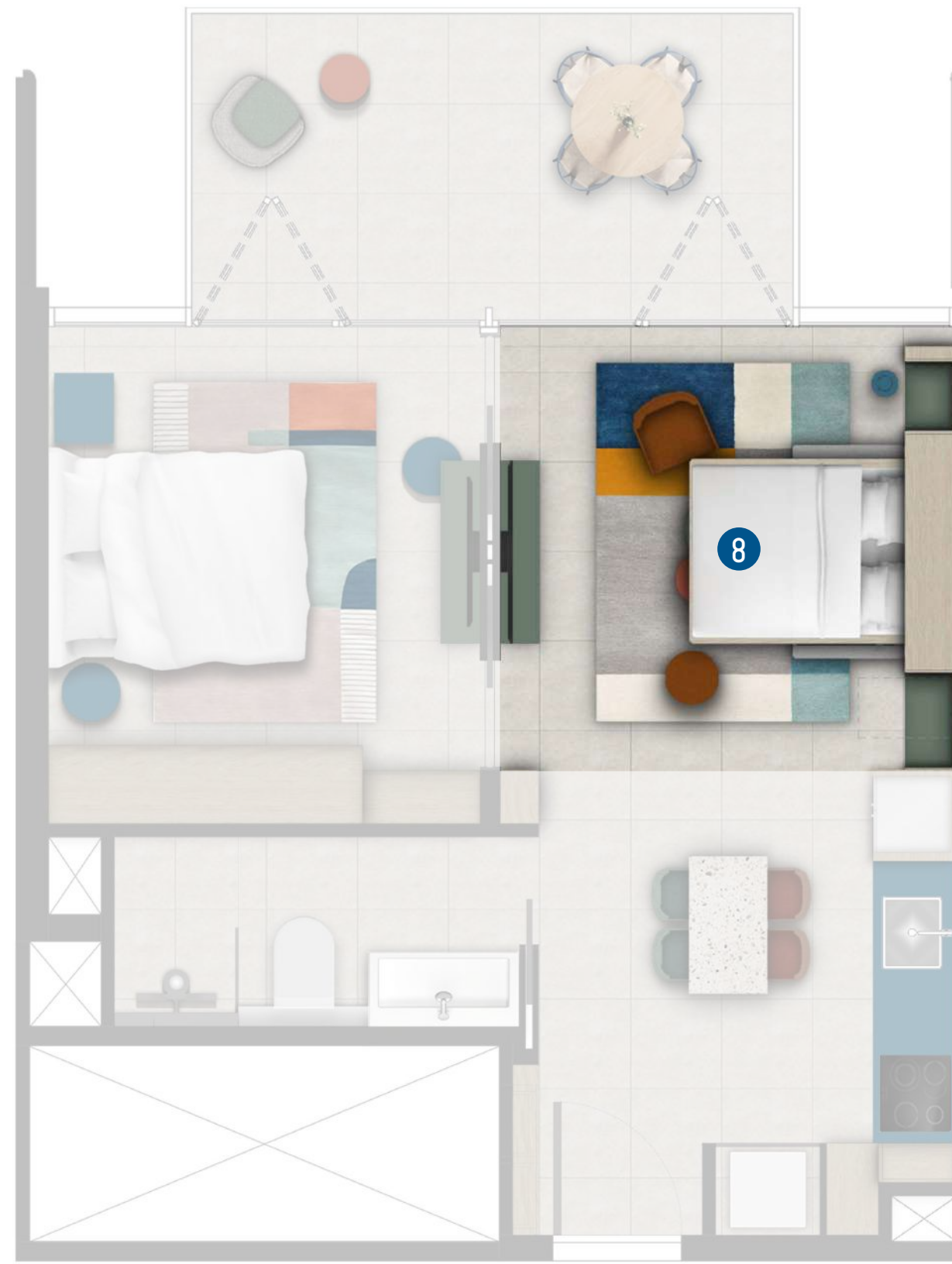
# 1 BEDROOM<sup>2</sup> TYPE D

## Legend

1. Entrance
2. Kitchen & Dining Area  
3.275m X 3.55m
3. Living Room  
3.575m X 3.45m
4. Bedroom  
3.375m X 3.90m
5. Bathroom  
3.175m X 1.50m
6. Balcony  
4.7m X 2.4m
7. Pocket Walls
8. Foldable Bed
9. Laundry
10. Bi-fold Glass Doors



Folded Layout



Unfolded Layout

LEVELS 5-21



LEVELS 24-31



1 BEDROOM <sup>2</sup>	SQFT
INTERNAL AREA	486-501
BALCONY AREA	118-121
TOTAL AREA	607-619

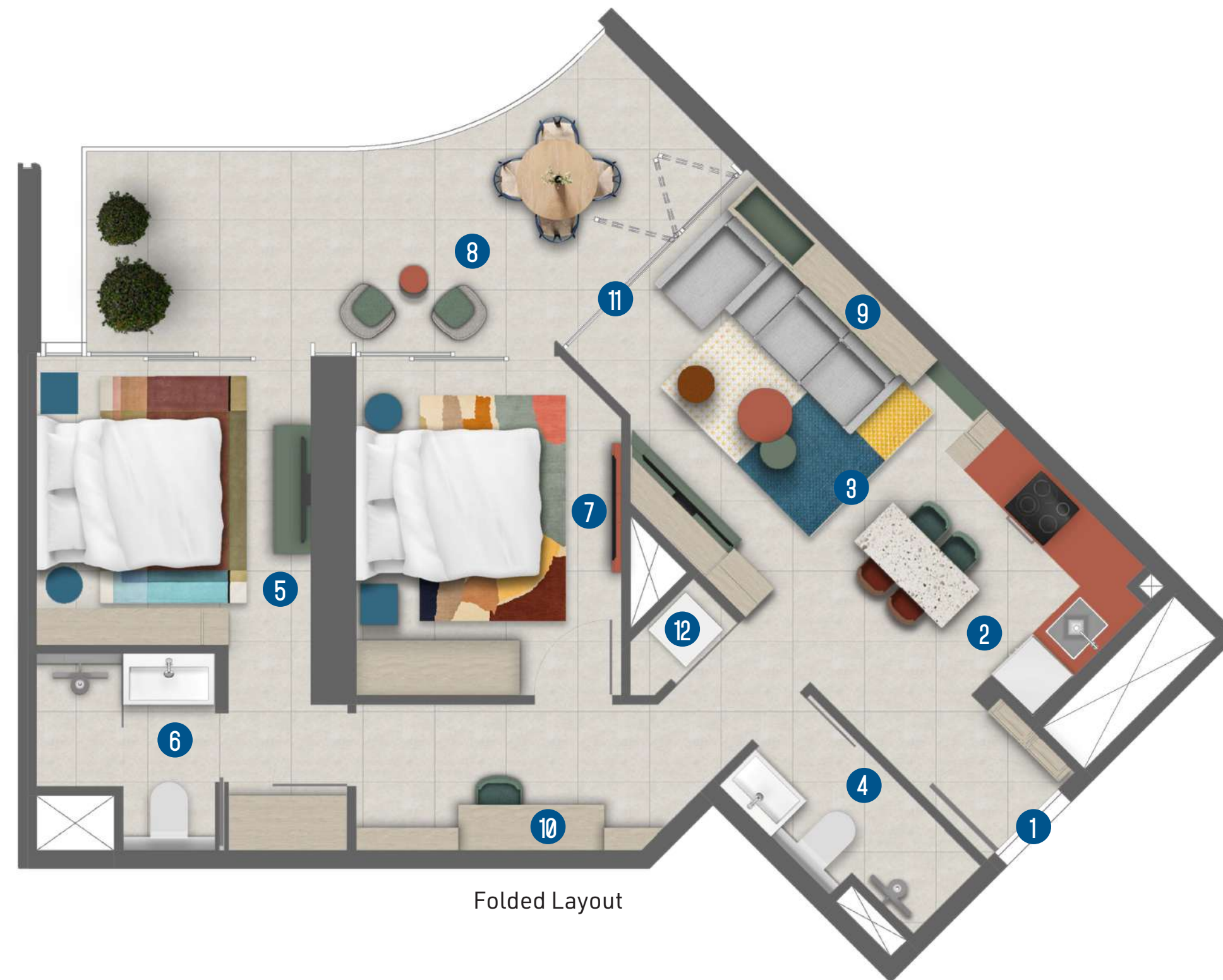
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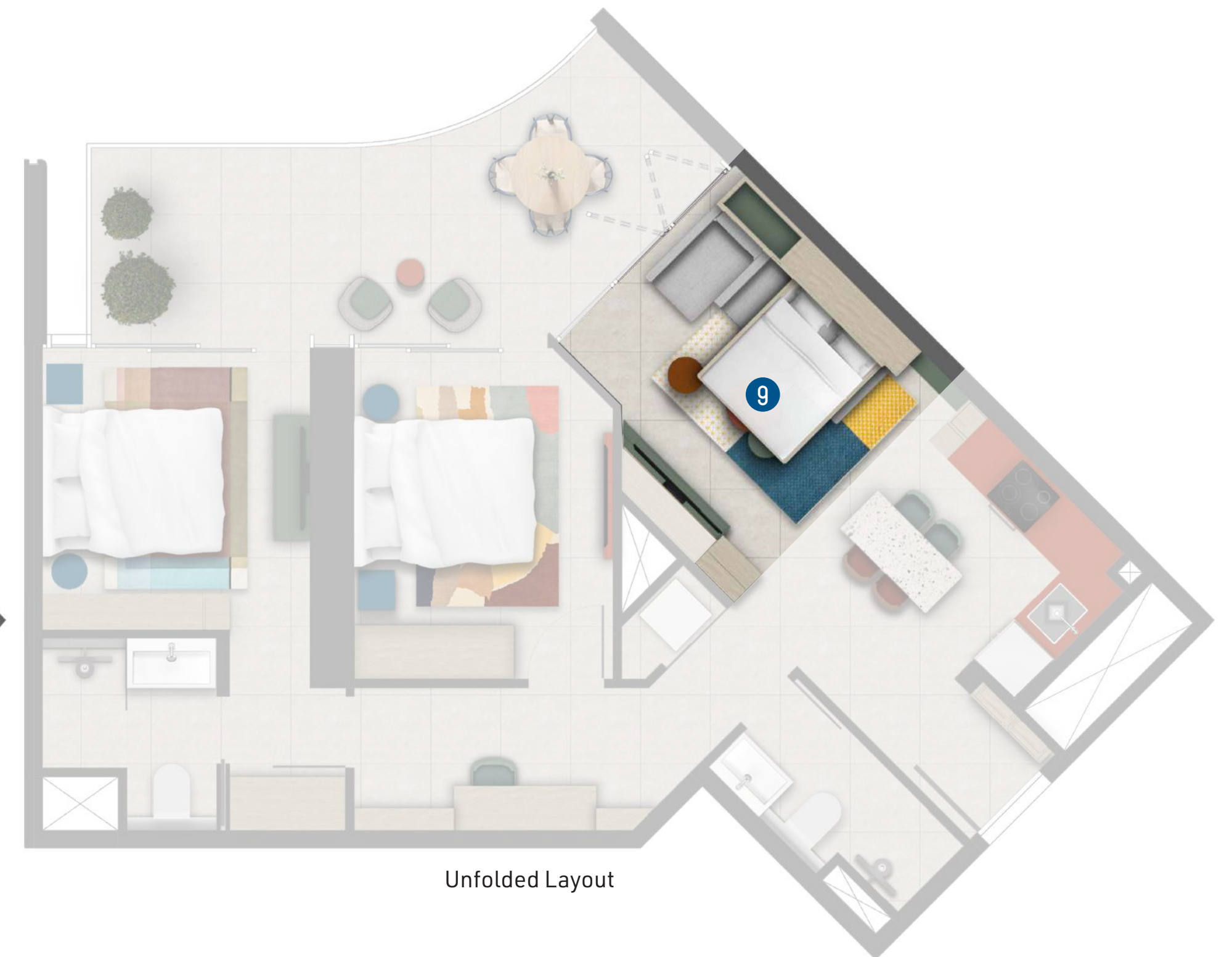
# 2 BEDROOM<sup>2</sup> TYPE A

## Legend

1. Entrance
2. Kitchen & Dining Area  
3.50m X 2.75m
3. Living Room  
3.50m X 3.75m
4. Bathroom  
1.45m X 2.70m
5. Master Bedroom  
3.00m X 3.25m
6. Master Bathroom  
2.025m X 2.2m
7. Bedroom  
2.90m X 3.80m
8. Balcony  
7.3m X 2.25m
9. Foldable Bed
10. Study Den
11. Bi-fold Glass Doors
12. Laundry



Folded Layout



Unfolded Layout

## ALL LEVELS



2 BEDROOM <sup>2</sup>	SQFT
INTERNAL AREA	737
BALCONY AREA	177
TOTAL AREA	914

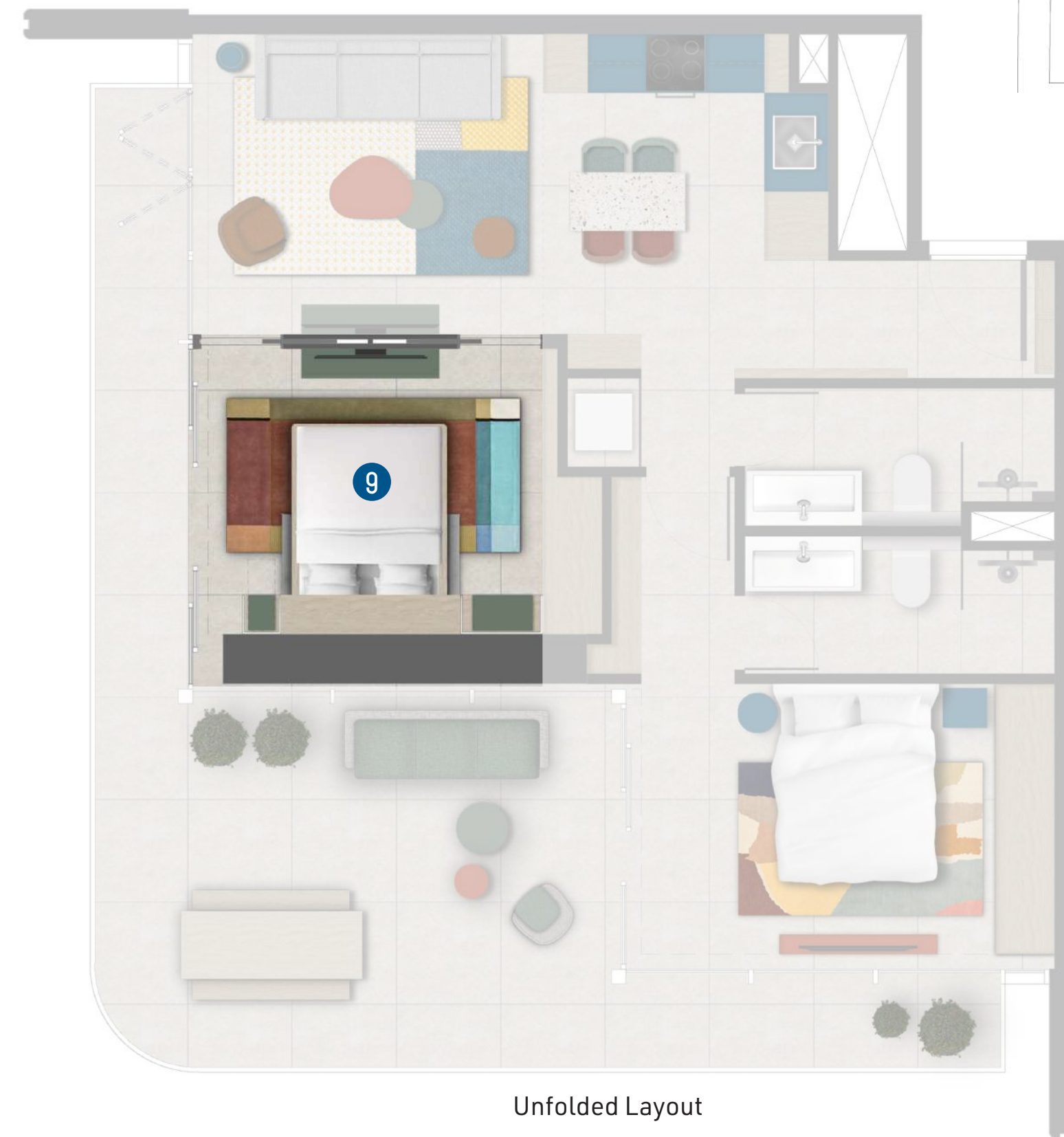
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# 2 BEDROOM<sup>2</sup> TYPE B

## Legend

1. Entrance
2. Kitchen & Dining Area  
2.90m X 3.55m
3. Living Room  
3.60m X 3.125m
4. Bathroom  
3.20m X 1.50m
5. Master Bedroom  
4.40m X 2.985m
6. Master Bathroom  
3.20m X 1.50m
7. Bedroom  
4.25m X 2.975m
8. Balcony  
5.4m X 3.75m
9. Foldable Bed
10. Bi-fold Glass Doors
11. Laundry



ALL LEVELS



2 BEDROOM <sup>2</sup>	SQFT
INTERNAL AREA	729
BALCONY AREA	328
TOTAL AREA	1,058

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# BRANDED APARTMENTS MATERIAL BOARD

## LIVING



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# BRANDED APARTMENTS MATERIAL BOARD

## KITCHEN AND DINING



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# BRANDED APARTMENTS MATERIAL BOARD

## BEDROOMS

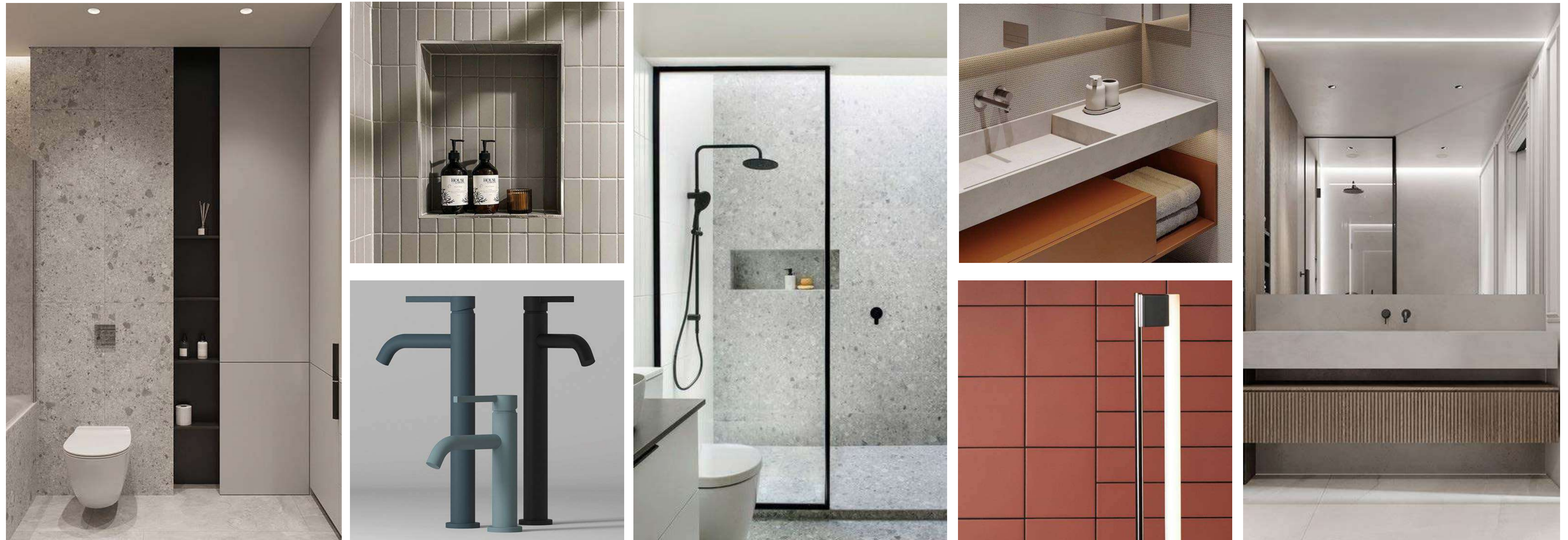


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# BRANDED APARTMENTS MATERIAL BOARD

## BATHROOMS



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# FURNITURE LAYOUT



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# BRANDED APARTMENTS FURNITURE LAYOUT

## STUDIO FLEX

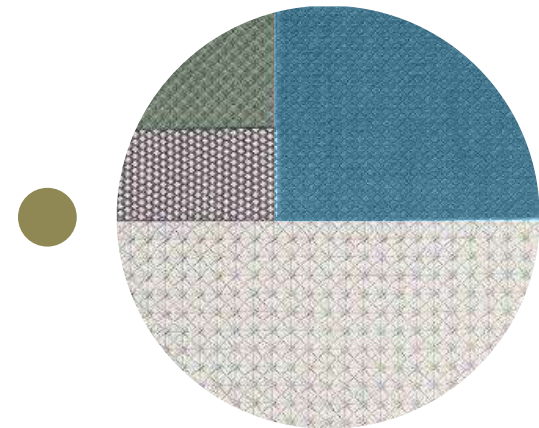
● Theme Blue



ORI Bed



Side Table



Rug Pattern



Pouf



Coffee Table



Cushions



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# BRANDED APARTMENTS FURNITURE LAYOUT

STUDIO<sup>2</sup>

● Theme Terracotta



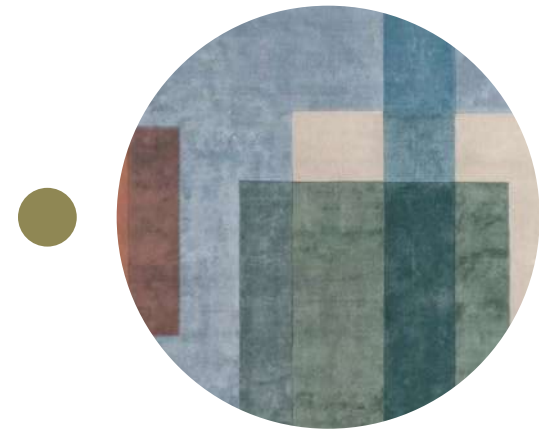
Foldable Bed



Side Table



Kitchen



Rug Pattern



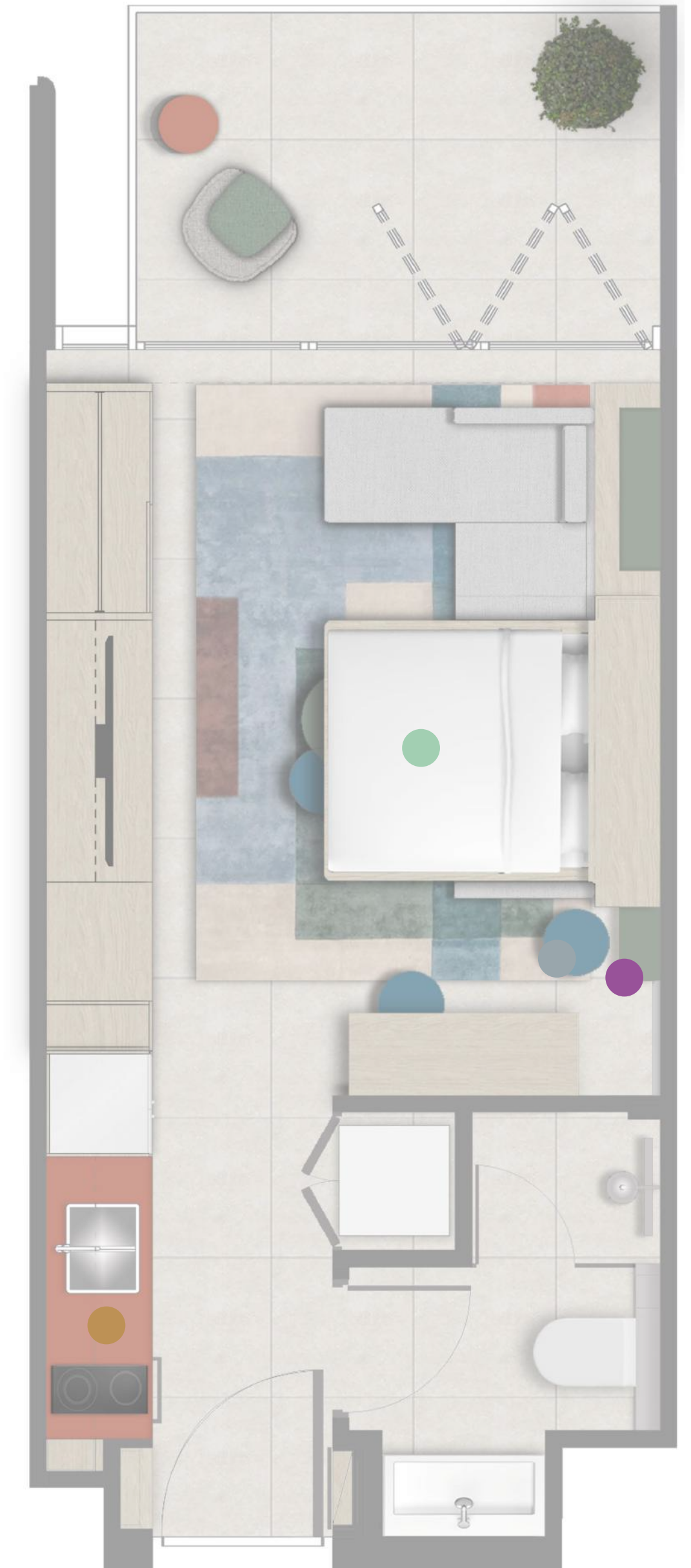
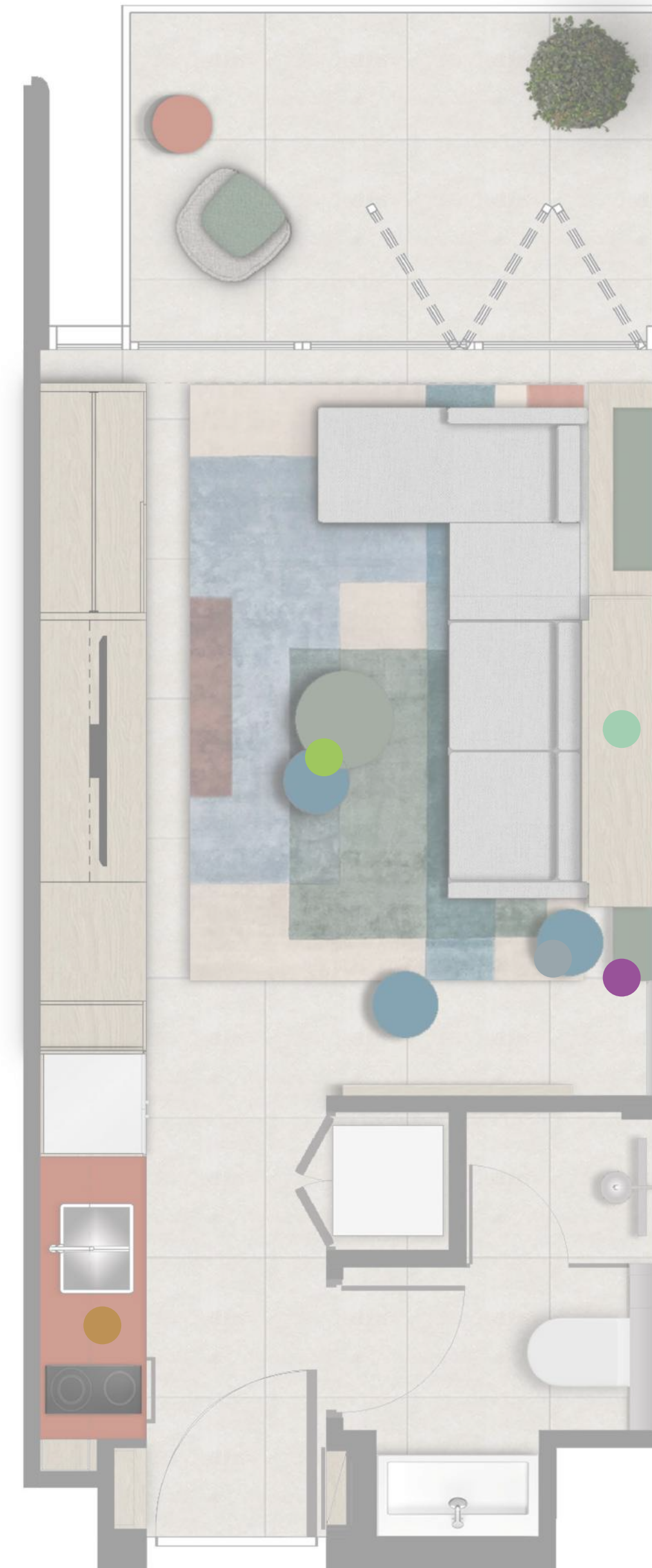
Pouf



Coffee Table



Cushions



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# BRANDED APARTMENTS FURNITURE LAYOUT

## 1 BEDROOM<sup>2</sup>

● Theme Blue



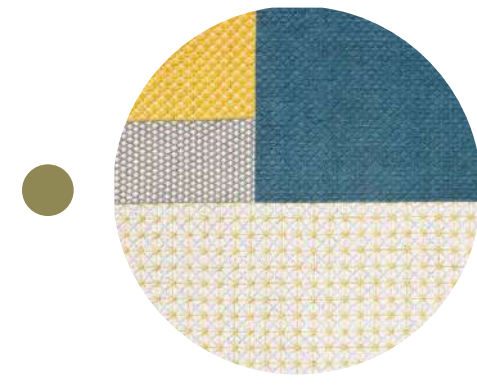
Foldable Bed



Bed



Side Table



Rug Pattern



Rug Pattern



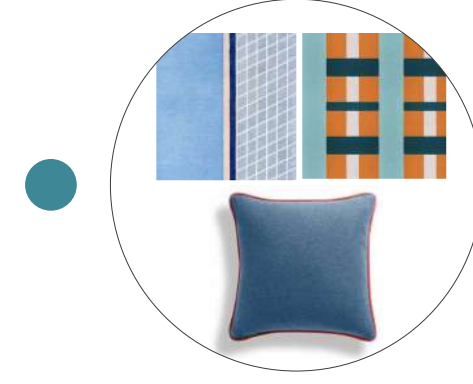
Pouf



Armchair



Coffee Table



Cushions



Island Chairs



Bedside Table

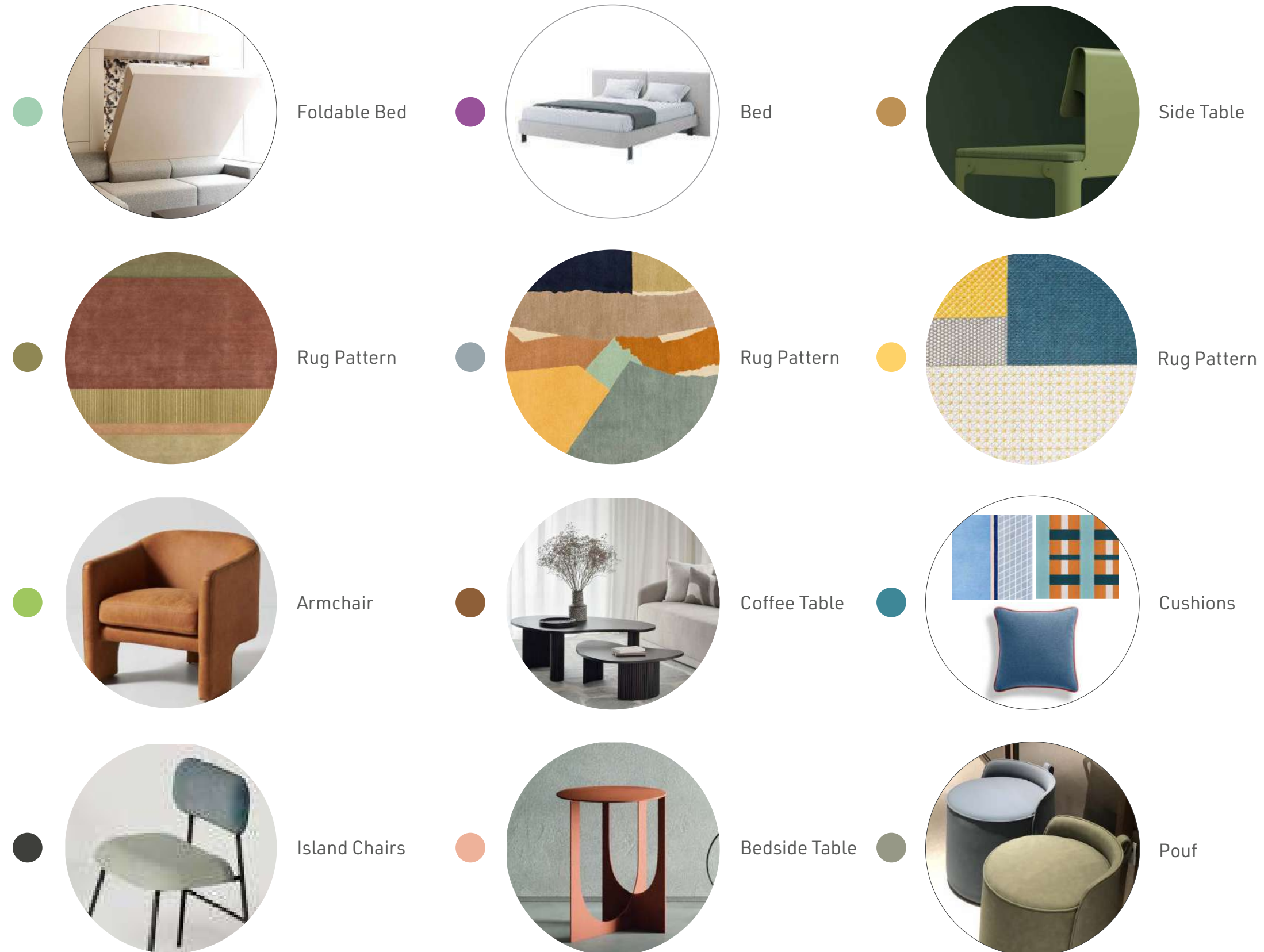


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# BRANDED APARTMENTS FURNITURE LAYOUT

## 2 BEDROOM



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# ABOUT THE DEVELOPER

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## IRTH

Founded under the legacy of the renowned Al Shamsi 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.



R O V E

HOME

MARASI DRIVE

DEVELOPMENT BY  
**IRTH**