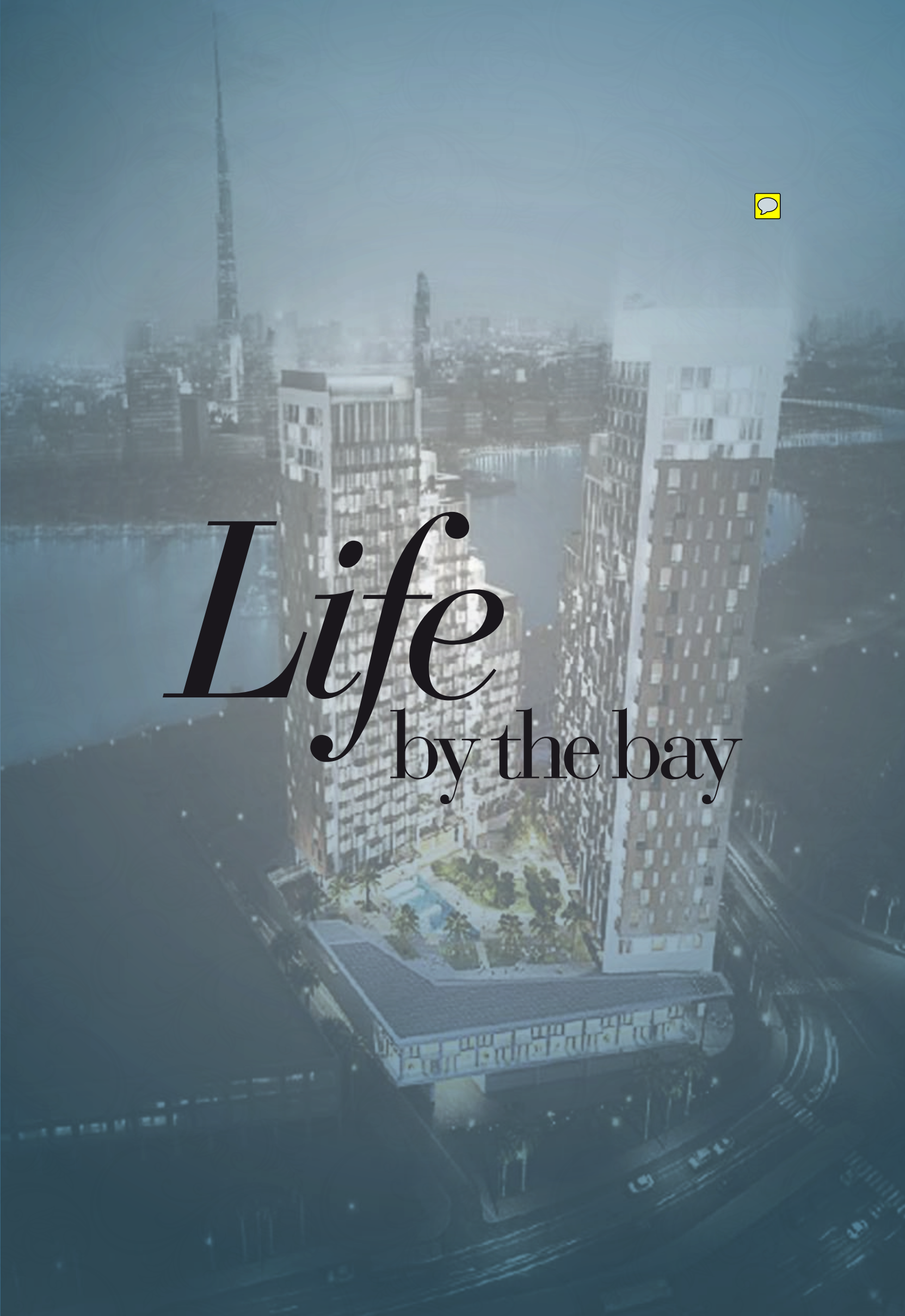




THE **atria**

AT BUSINESS BAY



Life
by the bay

Welcome to *Dubai*



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The city of dreams, Dubai, is at the helm of new beginnings and newer prospects for a better lifestyle.

With a remarkable win at the EXPO 2020 bid, this international city is steering ahead for a glorious reception of people from around the world. While this cosmopolitan city is home to some of the world's most iconic architectural marvels such as Burj Khalifa and Burj Al Arab, it will now host world participation at the most talked-about trade summit.

This is certainly an interesting time to be in Dubai as the city prepares for what could potentially be the biggest game-changing moment after the Dubai Shopping Festival.

Welcome to a success story that is Dubai.



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The *Developers*

REALISING THE VISION OF DUBAI

With a humble foray in 2002, Deyaar has grown exponentially over the past decade to become one of the leading real estate development companies in the region.

And with success comes responsibility. It has always been Deyaar's effort to align its objectives with the greater vision of Dubai. Starting the development course to the EXPO 2020, it will be in Deyaar's agenda to be a great host to the International population.

With a strong foothold in Dubai's Business Bay, its real estate ventures span across major growth corridors and prime locations in Dubai including Dubai Marina, Al Barsha, DIFC, Jumeirah Lake Towers, IMPZ, Dubai Silicon Oasis and TECOM. Also Deyaar's International footprint spreads over Lebanon, Turkey, the United States and the United Kingdom, with upcoming projects in Saudi Arabia, Qatar and India.



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The Atria at Business Bay

Welcome to a living experience called The Atria.

Where convenience meets the luxury of living by the bay, this address is designed to house all your desires. And with contemporary serviced apartments, elegant residential units and thoughtful amenities, this living address is the hallmark of the good life.

Located in Business Bay, the business capital of Dubai, The Atria enjoys conveniences of a centrally located residency. Business Bay is also one of the most cosmopolitan areas of Dubai, with the world's tallest tower, Burj Khalifa in its neighbourhood. Living at The Atria also promises you enticing views of the canal and the Dubai Stables.



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The Atria is a 28-storey residential tower and a 29-storey, 4-Star serviced apartment tower, sharing a common podium that constitutes 3-bedroom luxurious duplex apartments, a retail arena and a central park-cum-plaza atrium.

The individuality of this lifestyle experience comes from the iconic step-terrace structure, creating a memorable form and an aesthetic façade.





The Inspiration

Standing on the forecourt of life, there's very little that actually matters to us. The sun. The birds. The people. The sound of water. And a good book may be.

The yearning to breakaway from the clockwork of our everyday lives has only drawn us closer to nature. And this difference between merely existing and living is what makes all the difference. A reason enough to be inspired and watch life as it happens.

A life full of colours and lights. Of space and liberation. Of water and tranquility.

A life by the bay.

The Residences



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The Tower opens to a state-of-the-art atrium with avant-garde design inspired by internationally renowned interior designer, Philippe Starck.

- 66 one-bedroom apartments
- 14 executive one-bedroom apartments
- 10+ two-bedroom apartments
- 2 two-bedroom duplex apartments
- 28 three-bedroom apartments
- 4 three-bedroom duplex apartments





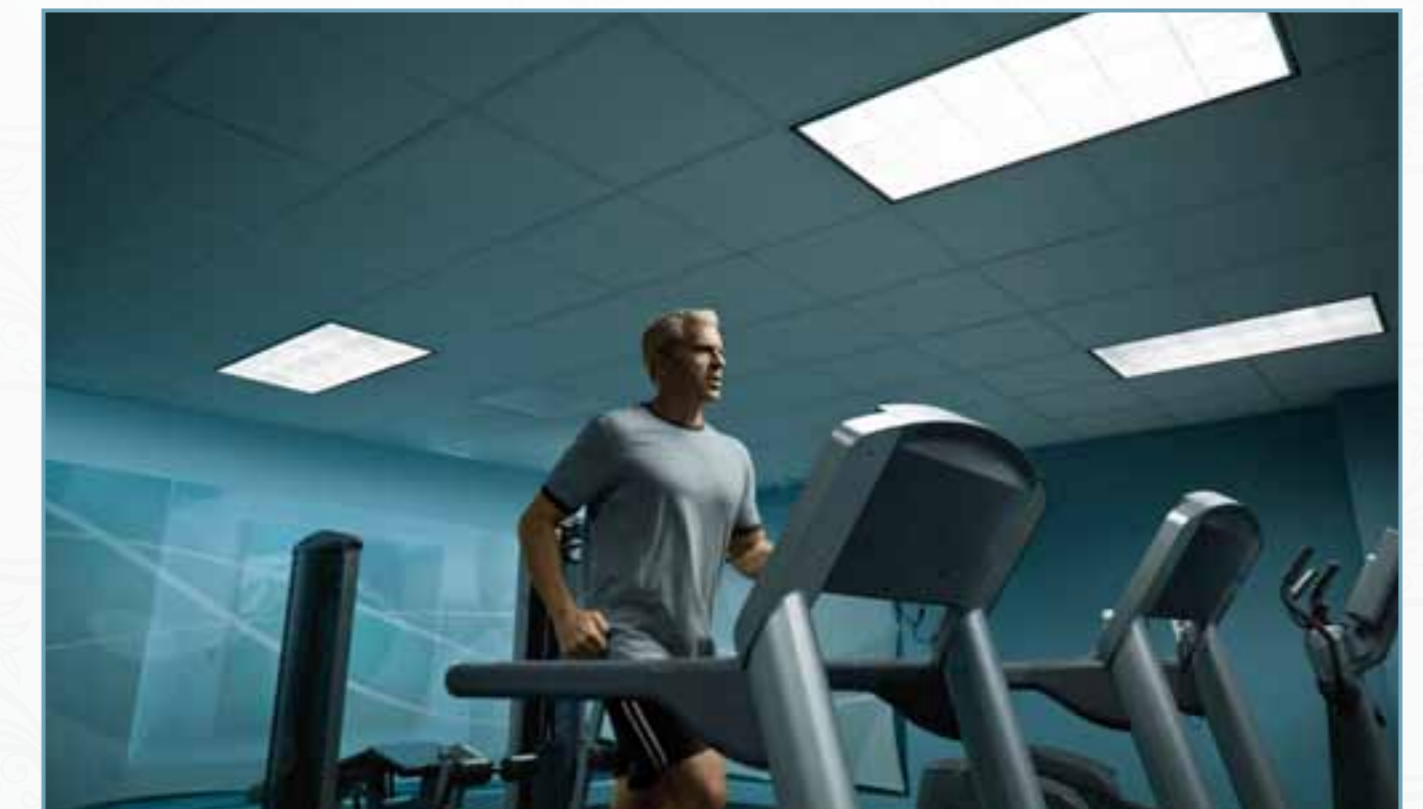
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- 3-level podium with F&B and retail
- Infinity Pool
- Basketball & Squash Court
- Mini Golf
- Open Terrace Area for level 24 residences
- Grand view of the Burj Khalifa, Business Bay canal and Dubai Stables

PODIUM PARK-CUM-PLAZA

This central atrium with a park ambience and boutique retail outlets, make for a unique plaza level. The retail outlets are double-height in nature, allowing access from both the Ground Level and the Mezzanine Level.



The *Amenities*

The aesthetic residences at The Atria create a perfect environment for a modern and aspirational lifestyle. The uber-stylish living space seamlessly blends form and function into a truly unique lifestyle experience.



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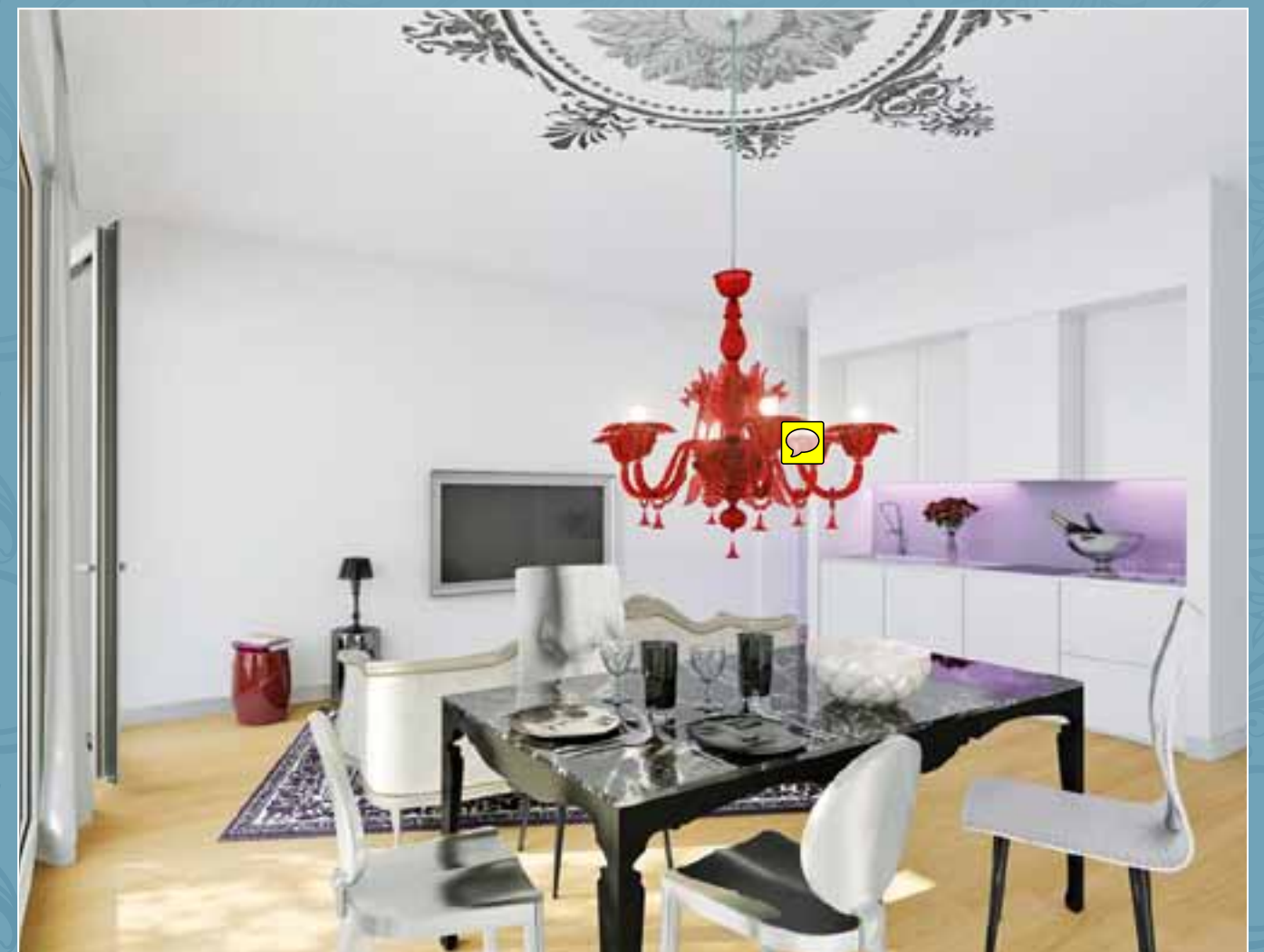
The. *Serviced* Apartments



Designed by the design maverick, Philippe Starck, are 338 serviced apartments at this 4-Star Hotel Apartment Tower.

- 81 Studio Units
- 160 One-bedroom Units
- 82 Two-bedroom Units
- 15 Three-bedroom Units

Every apartment has a characteristic personality and flair with the key focus on simplicity, functionality, urbane elegance paired with the latest smart home technology.





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