
DEVELOPED & BROUGHT TO YOU BY
IRTH
HQ
by
ROVE
MARASI BAY
WORK LOOKS DIFFERENT HERE

IRTH

Founded under the legacy of the renowned Alshamsi family, IRTH Group is a new-generation real estate platform based on the philosophy of value creation, innovation and building world-class living experiences. With trust, strength, and agility at its core, IRTH is shaping the future of real estate through bold developments, strategic partnerships, and a blend of legacy with forward-thinking ambition.



ABOUT ROVE

Rove Hotels, a joint venture between **Emaar Properties PJSC and Dubai Holding**, is reimagining the boundaries between hospitality, living and working. Its integrated ecosystem brings together the vibrant energy and fuss-free service of **Rove Hotels**, the comfort and convenience of **Rove Home** residences, and the innovative flexibility of **HQ by Rove** workspaces - all while guests enjoy the Rove experience of thoughtful design, genuine hospitality and a strong sense of community.







ROVE HOTELS | HQ BY ROVE | ROVE HOME

FIRST EVER HOSPITALITY-BRANDED OFFICE BUILDING IN DUBAI



Welcome to the first ever hospitality-branded office building in Dubai – setting a new benchmark in next-generation workplaces.

Designed around people, lifestyle, and productivity, HQ by Rove reimagines the traditional office into a destination that blends the warmth and vibrancy of hospitality with the efficiency of Grade-A commercial space.

Living rooms became boardrooms, kitchens became creative hubs.

But as the world returned, the office didn't keep up.

HQ by Rove is the answer - an office with a living touch.

WELCOME TO HQ






WELCOME TO THE OFFICE YOU ACTUALLY WANT TO SHOW UP FOR
HQ by Rove was born out of a question: what if the office could feel alive again?
Now, the first ever hospitality-branded office building in Dubai is here to answer it.
Starting in Marasi Bay.

WE DON'T FIT THE GRADE. WE SET IT.

This is not another tower. Not another set of desks and glass walls.

HQ by Rove sets its own standard. A place designed with people at its heart, where hospitality meets productivity, and work finds its flow.




WORK-LIFE
HARMONY BUILT
INTO DESIGN

OOO PHILOSOPHY

At HQ by Rove, **Out Of Office** isn't just an email reply, it's a mindset. It's stepping into a space that blurs the lines between work and play, where deadlines meet downtime, and productivity thrives alongside personality. Here, you're not escaping the office, you're upgrading it.




WORLD TRADE CENTRE
MUSEUM OF THE FUTURE
EMIRATES TOWERS METRO STATION
ROVE CITY WALK HOTEL
DIFC
ROVE DOWNTOWN HOTEL
BURJ KHALIFA
DUBAI MALL
COCA-COLA ARENA
CITY WALK
JUMEIRAH BEACH
SHEIKH ZAYED ROAD
DUBAI OPERA
ROVE HOME DOWNTOWN
HQ BY ROVE
DUBAI DESIGN DISTRICT
ABC TOWER 2 BUS STOP
AL KHAIL ROAD
BUSINESS BAY METRO STATION
DUBAI WATER CANAL
ROVE HOME MARASI DRIVE
BUSINESS BAY
PALM JUMEIRAH, DUBAI MARINA
SAFA PARK

MARASI BAY MARINA



Just steps from HQ by Rove, Marasi Bay Marina is a vibrant waterfront destination featuring a 12-kilometer promenade of lively dining, leisure, and lifestyle experiences.

Marasi Bay promises to be a hub of elevated lifestyle experiences blending high-end living, premium workspaces, hospitality, leisure, and wellness experiences, including the first beach club in the Burj Khalifa District.

SEAMLESSLY CONNECTED

A workspace designed for today's pace, HQ by Rove keeps you seamlessly connected.

From the Dubai Canal at your doorstep to Sheikh Zayed Road in minutes, with Downtown, DIFC and d3 all close by, you're never far from the city's pulse.






MORE THAN AN OFFICE,
A LIFESTYLE.

HQ HAS ITS OWN LANE

While most offices fight for space on Al Khail or Sheikh Zayed Road, HQ by Rove takes a different route - literally. With its own private road entrance, getting to work is smoother, faster, and way less stressful. No more slip road scrambles or last-minute U-turns, just a seamless arrival that sets the tone for a better day. Because productivity starts before you even clock in.



THE OFFICE WITH ITS OWN RUNWAY. YOUR NEW FAVOURITE LEFT TURN.




HQ IS NOT JUST A WORKPLACE,
IT'S A DESTINATION.

000, INTO HQ



360° VIEWS

From sunrise over Creek Harbour to sunsets behind the Burj Khalifa, HQ by Rove opens up panoramic views across the whole city. With Marasi Bay below and d3 on the horizon, every angle connects you to Dubai's most iconic districts, a workspace with a skyline like no other.





BUILDING OVERVIEW



CROWN

ROOF LEVEL

L29 & L30 PENTHOUSE LOFTS

L27 & L28 SIMPLEX FULL FLOOR

L25 & L26 MODULAR COLLECTION WITH SIMPLEX EDGES

L23 & L24 SIMPLEX FULL FLOOR

L21 & L22 MODULAR COLLECTION WITH SIMPLEX EDGES

L19 & L20 SIMPLEX FULL FLOOR

L17 & L18 MODULAR COLLECTION WITH SIMPLEX EDGES

L16 RESET 16

L13 & L14 MODULAR COLLECTION WITH SIMPLEX EDGES

L11 & L12 MODULAR COLLECTION WITH LOFT EDGES

L9 & L10 MODULAR COLLECTION WITH SIMPLEX EDGES

L7 & L8 MODULAR COLLECTION WITH LOFT EDGES

L5 & L6 MODULAR COLLECTION WITH SIMPLEX EDGES

L4 PODIUM LEVEL

L1, L2 & L3 PARKING LEVELS

GROUND LEVEL

ARCADE LEVEL

BASEMENT LEVELS

AMENITIES



Packed with lifestyle-driven indoor and outdoor amenities like stylish meeting pods, fully equipped gym, breakout zones, event spaces, food hall and creative corners that make the workday feel more like a getaway. With everything you need to work and play under one roof, you will want to stay longer.

28%
AMENITIES TO OFFICE SPACE RATIO

120,000 SQFT
OF LIFE-ENHANCING AMENITIES

ARCADE LEVEL
POWER UP BELOW GROUND

OUTDOOR

- ARRIVAL NODE
- URBAN GALLERY
- SUNKEN SEATING
- SKATE PARK
- URBAN GYM
- CONNECTING STAIRCASE TO GF
- SCULPTURAL RIBBON SEATING
- CHILL ZONE
- PROMENADE ARRIVAL





GROUND LEVEL
WELCOME WAGON

INDOOR

- CONCIERGE
- LOBBY LOUNGE
- LIFT LOBBY
- CO-WORKING ZONE
- FOOD HALL - THE BLOCK
- SERVING KITCHENS
- SOCIAL SPACES
- EVENTS STAGE
- COFFEE CORNER
- LIBRARY

OUTDOOR

- DROP OFF AREA
- VALET
- SCOOTER PARKING
- OUTDOOR COURTYARD
- CONNECTION STAIRCASE

PODIUM LEVEL
HQ LAND

INDOOR

- FULLY-FITTED GYM
- CRANK STUDIO
- BEAUTY LOUNGE
- NAIL SALON
- ONE-STOP SHOP
- VITAMIN BAR
- PODCAST CABIN
- FOAM PIT
- RENTABLE MULTIPURPOSE AREA
- CO-WORKING ZONE
- EVENT SPACES
- YOGA SPACE

OUTDOOR

- PADEL COURT
- BASKETBALL COURT
- SKYLINE TERRACE
- VIEWING DECK
- FLOATING TREEHOUSE PODS
- SUNKEN SEATING
- PLAY & PAUSE ZONE
- RUNNING TRACK



RESET 16
DIVE IN, ZONE OUT

INDOOR | OUTDOOR

- SPA PODS
- JACUZZI
- STEAM POD
- SAUNA POD
- PLUNGE POOL
- NAP PODS
- SEMI-OLYMPIC POOL
- SUN LOUNGERS
- JUICE BAR
- ZEN GARDEN
- CHILL GARDEN
- CHANGING ROOMS





THE HUB
PLUG, UNPLUG

INDOOR | OUTDOOR

- COFFEE CORNER
- UPRESSO VERTICAL CAFE
- COMMUNAL LOUNGE
- CO-WORKING ZONE
- COMBINABLE MEETING ROOMS
- OOO PODS
- SHARED PANTRY
- INTEGRATED STAIR SEATING
- FEATURE STAIRCASE
- OUTDOOR COURTYARD

ROOFTOP
WORK WITH VIEWS

INDOOR | OUTDOOR

- LIFT LOBBY
- GARDEN MEETING PODS
- SCULPTURAL RIBBON SEATING
- SOCIAL CORNER
- OBSERVATION DECK
- CO-WORKING ZONE





ARCADE LEVEL

WORK MEETS PLAY

A vibrant, social space with skate-park vibes, sunken seating, and relaxed zones that make work feel anything but ordinary.



FLOOR PLAN

ARCADE LEVEL

01 PRIVATE ROAD ACCESS
02 URBAN GALLERY
03 SUNKEN SEATING
04 SKATE PARK
05 URBAN GYM
06 CONNECTING STAIRCASE TO GF
07 SCULPTURAL RIBBON SEATING
08 CHILL ZONE
09 PROMENADE ARRIVAL

GROUND LEVEL

01 DROP-OFF AREA
02 VALET
03 SCOOTER PARKING
04 CONCIERGE
05 LOBBY LOUNGE
06 LIFT LOBBY
07 CO-WORKING ZONE
08 FOOD HALL - THE BLOCK
09 SERVING KITCHENS
10 SOCIAL SPACES
11 EVENTS STAGE
12 COFFEE CORNER
13 LIBRARY
14 OUTDOOR COURTYARD
15 CONNECTION STAIRCASE



FLOOR PLAN





STEP IN. STAND OUT.

DROP-OFF AREA

GROUND LEVEL

ARRIVAL, THE ROVÉ WAY

The reception lobby is more than a transition - it's a curated pause. Blending art, greenery, and comfort, it carries the signature Rove DNA that makes every arrival feel alive.



GROUND LEVEL

THE BEGINNING OF EVERY JOURNEY

This is more than just an entrance; it's a space that connects people instantly. From the very first moment, the atmosphere sets the tone for the day ahead.



GROUND LEVEL

THE BLOCK INSPIRE

The Block is a vibrant food hall framed by bold pillars, bringing people together through food, culture, and community. With multi-cuisine F&B options and lively social spaces, it's where flavors meet conversations.





THE BLOCK: REFUEL



GROUND LEVEL

THE BLOCK: FOCUS

MEET. READ. REPEAT



THE BLOCK: PLAY

The Block blends a buzzing food hall with event corners, social hangouts, and quiet reading nooks - making it the heart of HQ's everyday life.



GROUND LEVEL

SOCIAL SPACE CONNECT



FOR CASUAL CHATS

GROUND LEVEL

EVENT SPACE
CONNECT MORE



NO WAITING, ALWAYS MOVING

Every second matters. That's why HQ by Rove features 21 destination-controlled high-speed elevators, ensuring your next stop is never more than 30 seconds away. Each one is designed to carry up to 21 people, so everyone moves with ease.



FLOOR PLAN



PODIUM LEVEL

01 LIFT LOBBY
02 VITAMIN BAR
03 GYM-OUTDOOR/INDOOR
04 FOAM PIT
05 RENTABLE MULTI-PURPOSE AREA INDOOR/OUTDOOR
06 BEAUTY LOUNGE
07 NAIL SALON
08 ONE-STOP SHOP
09 MASSAGE ROOM
10 CRANK STUDIO
11 CO-WORKING ZONE
12 YOGA SPACE
13 BASKETBALL COURT
14 PADEL COURT
15 FLOATING TREEHOUSE PODS
16 PODCAST CABIN
17 SUNKEN SEATING
18 STEPPED GARDEN
19 PLAY & PAUSE ZONE
20 RUNNING TRACK
21 CONNECTION STAIRCASE


PODIUM LEVEL
FOR THE CARDIO LOVERS
2
1
WALKOLUTION


PODIUM LEVEL
FOR THE
GYM RATS

PODIUM LEVEL

VITAMIN BAR

With its complete setup and inviting design, this space stands out as a signature of HQ by Rove, bringing wellness and refreshment into daily life.



PODIUM LEVEL

POWERED BY CRANK

Crank brings a dynamic fitness experience right into HQ, giving you the chance to reset, recharge, and rise stronger - without ever leaving the building.




PODIUM LEVEL
RENTABLE SPACES
HERE FOR THE TEA


PODIUM LEVEL
FOR THE QUICK FIXES
RELAX
ASK HQ
BEAUTY LOUNGE



WORK HARD, PLAY ALWAYS

The Podium is your outdoor arena featuring basketball court, padel court, floating treehouse pods and all the space you need to recharge between the grind.





CREATIVITY ABOVE GROUND

Perched among the trees, these floating treehouse pods give meetings and ideas a new perspective. Cooled by AC, they make sure you're out of office without leaving HQ.

PODIUM LEVEL

FRESH PERSPECTIVES

The terrace offers a space to pause, breathe, and reconnect with your surroundings.
Here, inspiration flows as naturally as the breeze.





A STAGE FOR EVERYDAY CONNECTIONS

The Podium level brings people together in ways that feel effortless. Conversations, encounters, and shared moments naturally rise above the ordinary.

PODIUM LEVEL

PLAY & PAUSE ZONE



RESET 16

01 SPA PODS
02 JACUZZI
03 STEAM POD
04 SAUNA POD
05 PLUNGE POOL
06 NAP PODS
07 SEMI-OLYMPIC POOL
08 SUN LOUNGERS
09 JUICE BAR
10 ZEN GARDEN
11 CHILL GARDEN
12 CHANGING ROOMS

FLOOR PLAN






RESET 16 LEVEL
INDOOR
SEMI-OLYMPIC
POOL


RESET 16 LEVEL
FOR TIMEOUT
DAY BY ROME

RESET 16 LEVEL

NAP PODS



FLOOR PLAN

ROOFTOP LEVEL

01 LIFT LOBBY
02 GARDEN MEETING PODS
03 SCULPTURAL RIBBON SEATING
04 SOCIAL CORNER
05 OBSERVATION DECK
06 CO-WORKING ZONE





ROOFTOP LEVEL

INSPIRATION AT NEW HEIGHTS

The rooftop terrace opens up to sweeping city views that spark imagination and calm the mind. It's a place for golden hours, fresh air, and unforgettable moments.



ROOFTOP LEVEL

OBSERVATION DECK




FOR THE DREAMERS
WORK LOOKS DIFFERENT HERE

WHAT HQ BY ROVE STANDS FOR

FLEXIBILITY
in every step.

DESIGN
that energises.

HARMONY
between hustle and pause.

ACCESS
to premium workspaces without barriers.

COMMUNITY
that brings it all together effortlessly.



MODULAR OFFICES
FOR EVERY TEAM SIZE

FULLY-FITTED & FURNISHED
SPACES THAT SPARK ACTION

FULLY-SERVICED OFFICES
FOR ULTIMATE BUSINESS CONVENIENCE

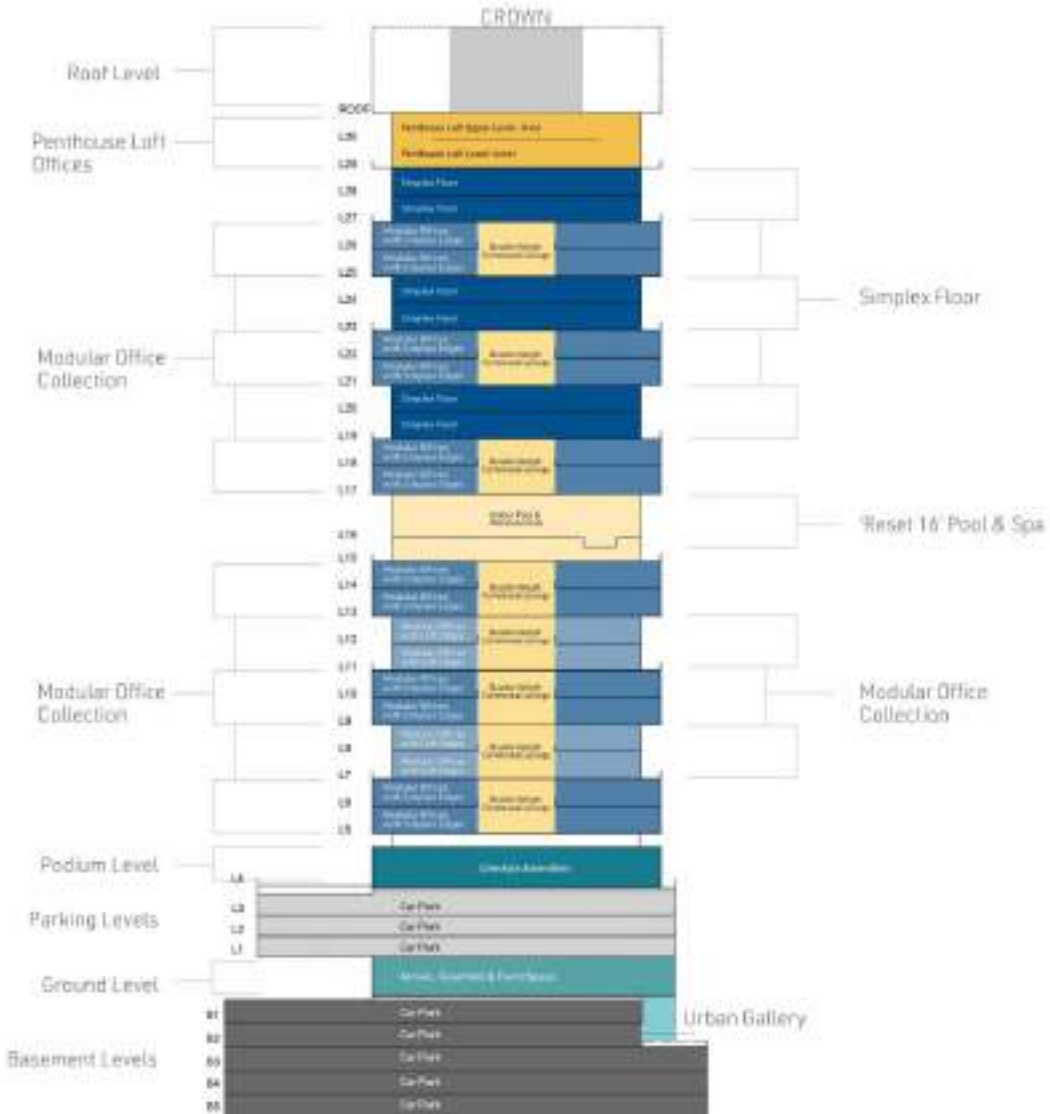
PROJECT AT A GLANCE



- GROSS FLOOR SIZE: ~22,500 SQFT
- TOTAL OFFICE FLOORS: 23
- TOTAL MODULAR UNITS PER FLOOR: UPTO 22 UNITS
- TOTAL AMENITIES: 120,000 SQFT
- TOTAL PARKING BAYS: 988 ACROSS 8 FLOORS
  - 1 parking per modular unit
  - Additional Visitor and Valet Parking
  - Dedicated EV charging stations
  - Dedicated Bicycle Parking
- TOTAL NUMBER OF ELEVATORS: 21
  - Destination controlled high-speed passenger lifts: 14
  - Shuttle Lifts: 5
  - Service Lifts: 2

ANTICIPATED COMPLETION DATE: Q1 2029

BUILDING CONFIGURATION





FLOOR PLAN

THE HUB

01 COFFEE CORNER
02 UPRESSO VERTICAL CAFE
03 COMMUNAL LOUNGE
04 CO-WORKING ZONE
05 COMBINABLE MEETING ROOMS
06 OOO PODS
07 SHARED PANTRY
08 INTEGRATED STAIR SEATING
09 FEATURE STAIRCASE
10 OUTDOOR COURTYARD






THE HUB LEVEL
THE HUB
FOR THE CLEAR MINDS
STEP IN . ZONE OUT

THE HUB LEVEL

THE HUB: HQ'S SOCIAL HEART

With the vertical Upresso café at its core, versatile meeting rooms, and open lounge areas, it's designed for everyday convenience - whether you're grabbing a coffee, catching up, or collaborating.




THE HUB LEVEL
FOR QUICK MEETS
THE HUB
UPRESSU

TYPICAL CORRIDOR

YOUR INTERNAL ROUTE



UNIT TYPES

MODULAR OFFICE COLLECTION

STUDIO: 680-865 SQFT

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

DELUXE: 1360-1446 SQFT

STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

EXECUTIVE: 1986-2264 SQFT

STUDIO + DELUXE = EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts, available in open, semi-open, or closed configurations to suit growing teams.

SIMPLEX EDGE: 1230-1614 SQFT

Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.

A LA CARTE

2700 SQFT AND ABOVE

Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

LOFT OFFICE COLLECTION

LOFT EDGE: 2051-2467 SQFT

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.

PENTHOUSE LOFTS: 2185-3708 SQFT

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.

PRESIDENTIAL LOFT: 5800 SQFT

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.





SIZE INCLUSIVE OF OUTDOOR COURTYARDS

MODULAR

STUDIO

(680-865 SQFT)

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style

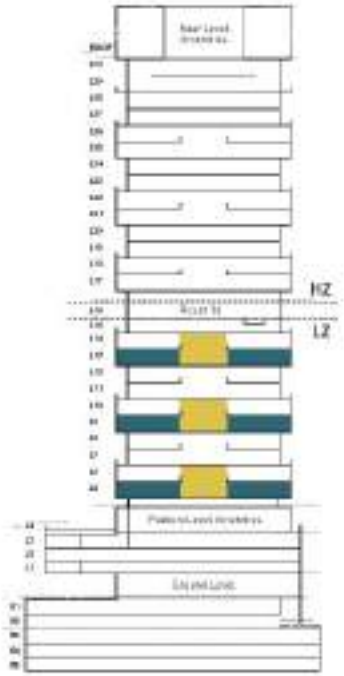
DECORATE? 8-14





L05 - L09 - L13

MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



LOWER LEVEL

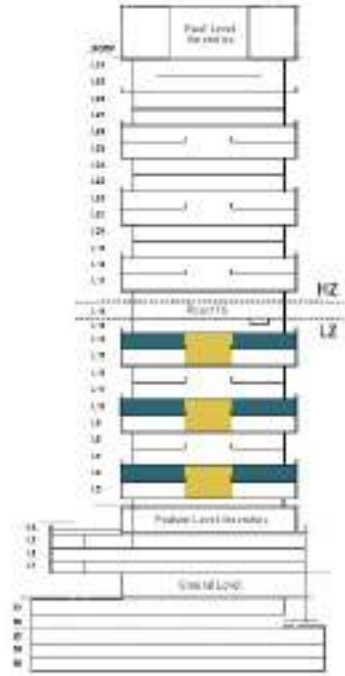


UPPER LEVEL



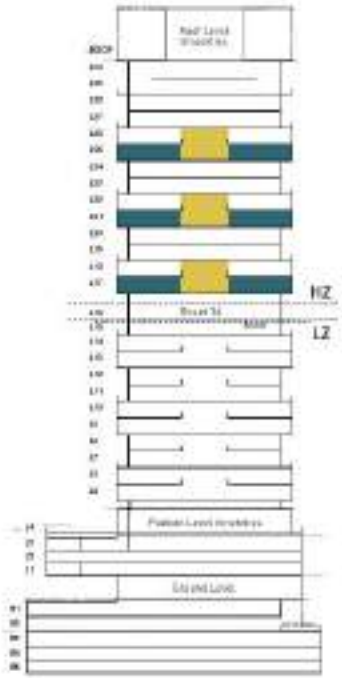
L06 - L10 - L14

MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



L17 - L21 - L25

MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



LOWER LEVEL

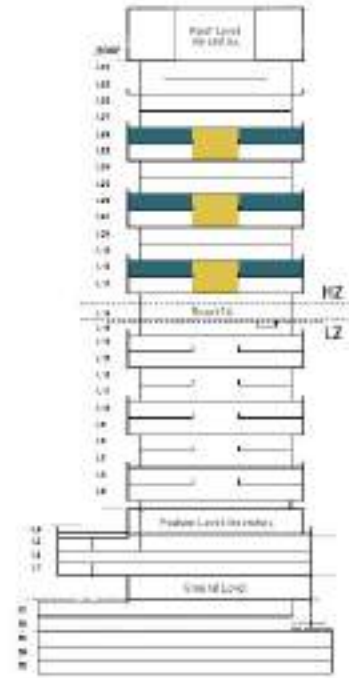


UPPER LEVEL



L18 - L22 - L26

MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



STUDIO FLOOR PLAN



01 ENTRANCE
02 SERVER/PRINTER
03 FOCUS BOOTH
04 SHELVING/STORAGE UNIT
05 OPEN WORKSTATIONS
06 BREAKOUT AREA
07 THINK WALL
08 COURTYARD

SIZE	(FROM - TO)
INTERNAL AREA	539-595 SQFT
OUTDOOR AREA	141 SQFT
TOTAL AREA	680-736 SQFT
LEVELS	**L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26**

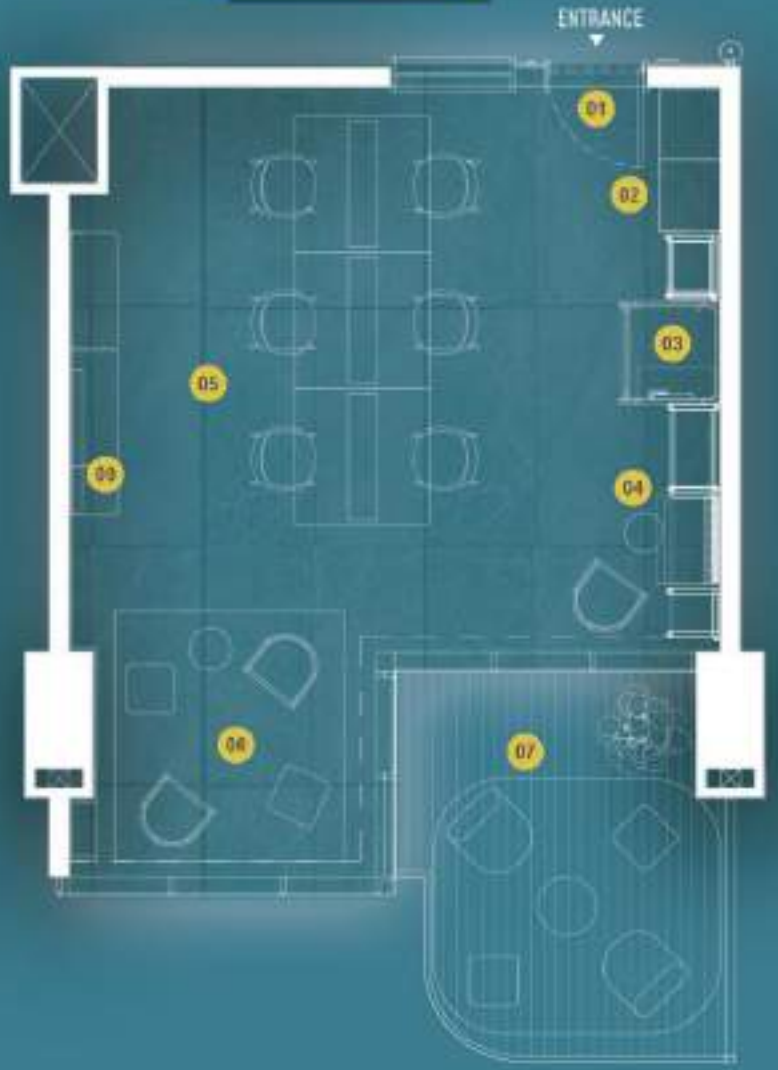


STUDIO CONFIGURATIONS

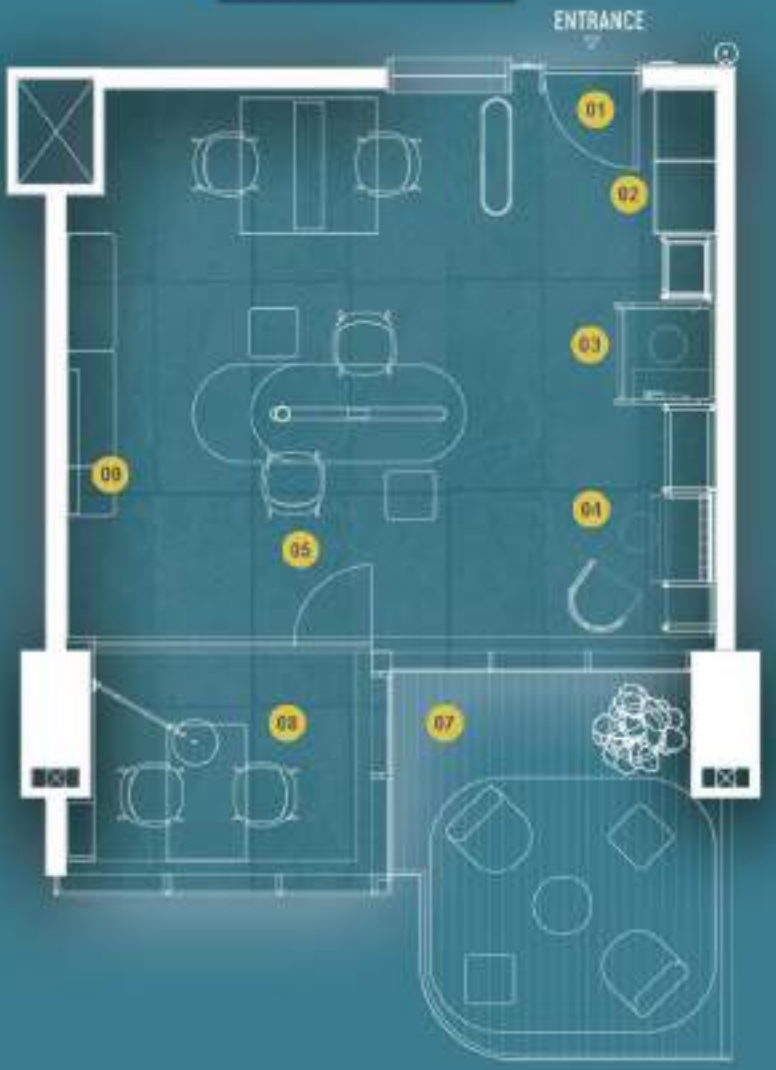
01 ENTRANCE
02 SERVER/PRINTER
03 FOCUS BOOTH
04 STORAGE
05 OPEN WORKSTATIONS
06 BREAKOUT AREA
07 COURTYARD
08 PRIVATE OFFICE
09 THINK WALL



FLEX OPEN LAYOUT

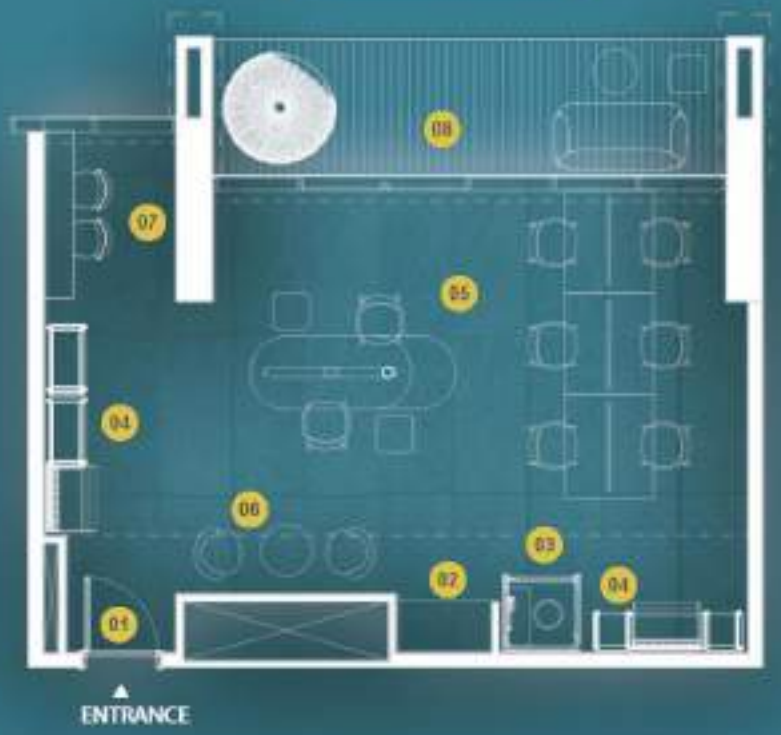


FLEX FOCUSED LAYOUT



STUDIO (UNIT-T1) CONFIGURATIONS

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT



01 ENTRANCE
02 SERVER/PRINTER
03 FOCUS BOOTH
04 SHELVING/STORAGE UNIT
05 OPEN WORKSTATIONS
06 BREAKOUT AREA
07 HOT DESKS
08 COURTYARD
09 PRIVATE OFFICE

INTERNAL AREA	702 SQFT
OUTDOOR AREA	163 SQFT
TOTAL AREA	865 SQFT
LEVELS	**L7-L8-L11-L12**

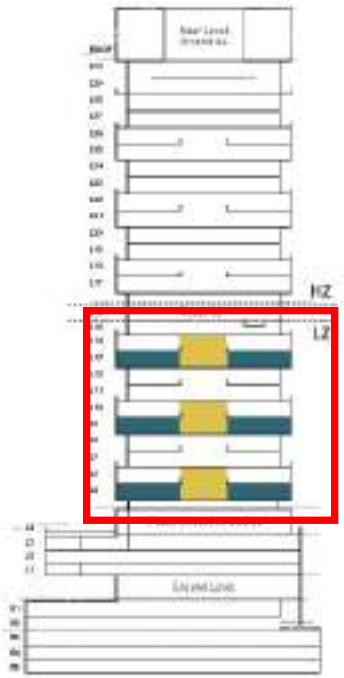


STUDIO



L05 - L09 - L13

MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



LOWER LEVEL

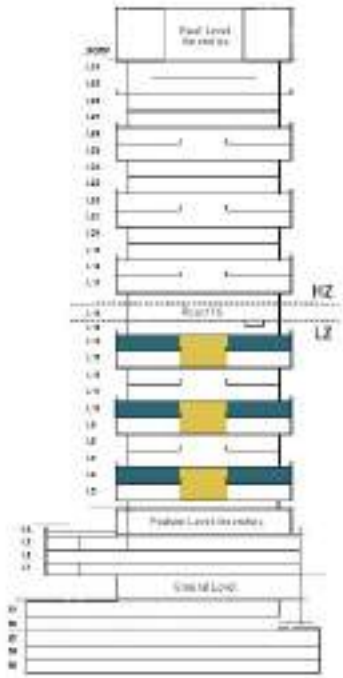


UPPER LEVEL

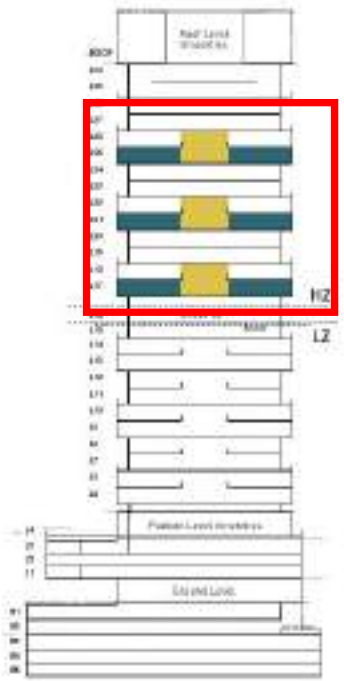


L06 - L10 - L14

MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



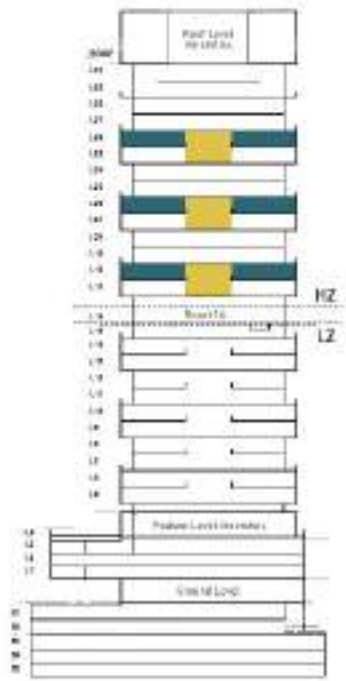
L17 - L21 - L25
MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES







L18 - L22 - L26
MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



MODULAR

SIMPLEX EDGE

(1230-1614 SQFT)

Nestled on the edge, most expansive setting, with generous layouts premium furniture, and a statement-making workspace.

OCCUPANCY 08-20



SIMPLEX EDGE (UNIT-20)



01 ENTRANCE
02 SERVER/PRINTER
03 SHELVING/STORAGE UNIT
04 FOCUS BOOTH
05 OPEN WORKSTATIONS
06 BREAKOUT AREA
07 THINK WALL
08 COURTYARD

INTERNAL AREA	1327 SQFT
OUTDOOR AREA	287 SQFT
TOTAL AREA	1614 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26



SIMPLEX EDGE (UNIT-01) CONFIGURATIONS

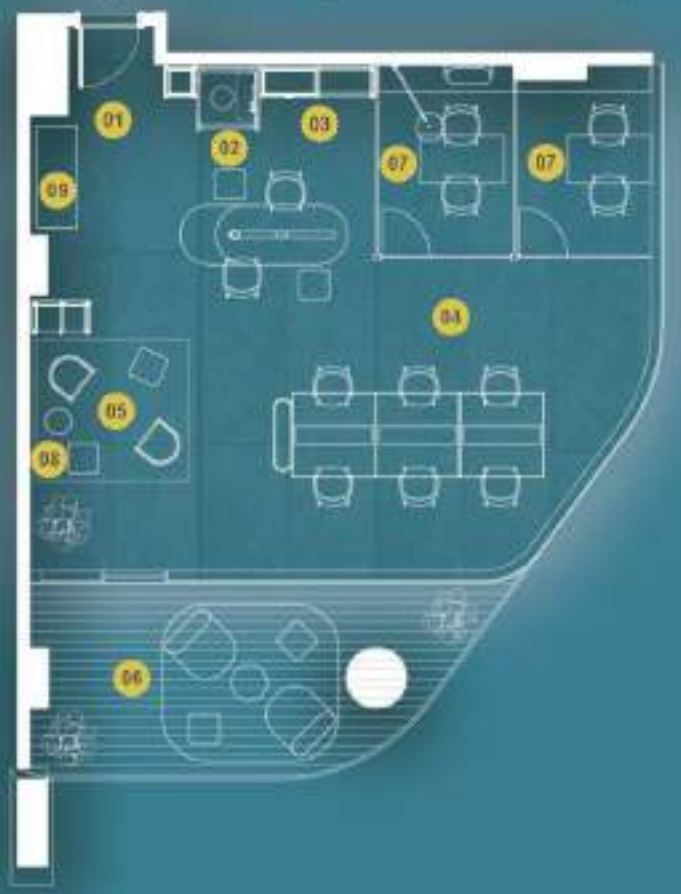
01 ENTRANCE
02 FOCUS BOOTH
03 SHELVING/STORAGE UNIT
04 OPEN WORKSTATIONS
05 BREAKOUT AREA
06 COURTYARD
07 PRIVATE OFFICES
08 THINK WALL
09 SERVER/PRINTER

INTERNAL AREA	981 SQFT
OUTDOOR AREA	249 SQFT
TOTAL AREA	1230 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT





SIMPLEX EDGE (UNIT-08) CONFIGURATIONS

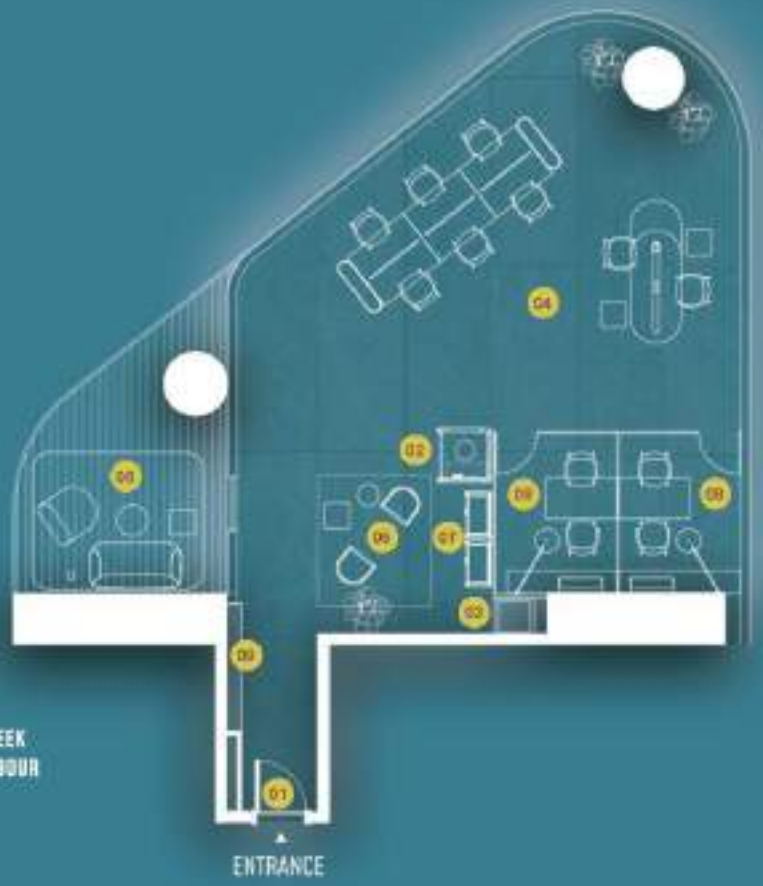
01 ENTRANCE
02 FOCUS BOOTH
03 SERVER/PRINTER
04 OPEN WORKSTATIONS
05 BREAKOUT AREA
06 COURTYARD
07 SHELVING/STORAGE UNIT
08 PRIVATE OFFICE
09 THINK WALL

INTERNAL AREA	1232 SQFT
OUTDOOR AREA	240 SQFT
TOTAL AREA	1472 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT







SIMPLEX EDGE

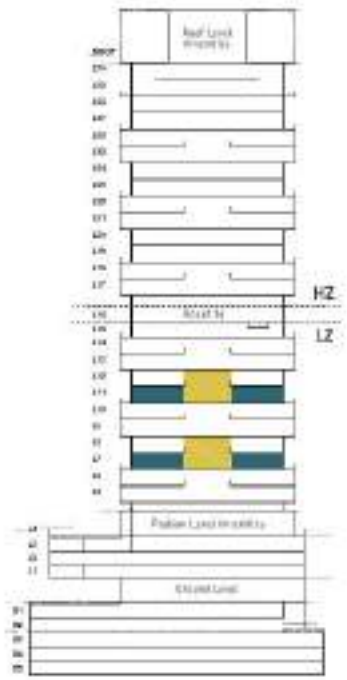
Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.



SIMPLEX EDGE

Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.

L07 - L11
MODULAR OFFICE COLLECTION
WITH LOFT EDGES



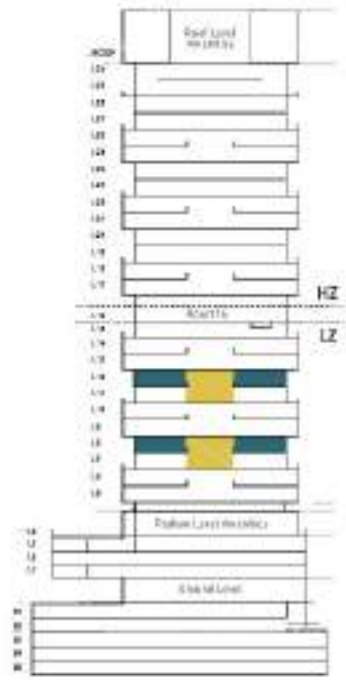
LOWER LEVEL



UPPER LEVEL



L08 - L12
MODULAR OFFICE COLLECTION
WITH LOFT EDGES



Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



STUDIO + STUDIO = DELUXE



MODULAR

DELUXE

(1360-1446 SQFT)

STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

OCCUPANCY 1-2



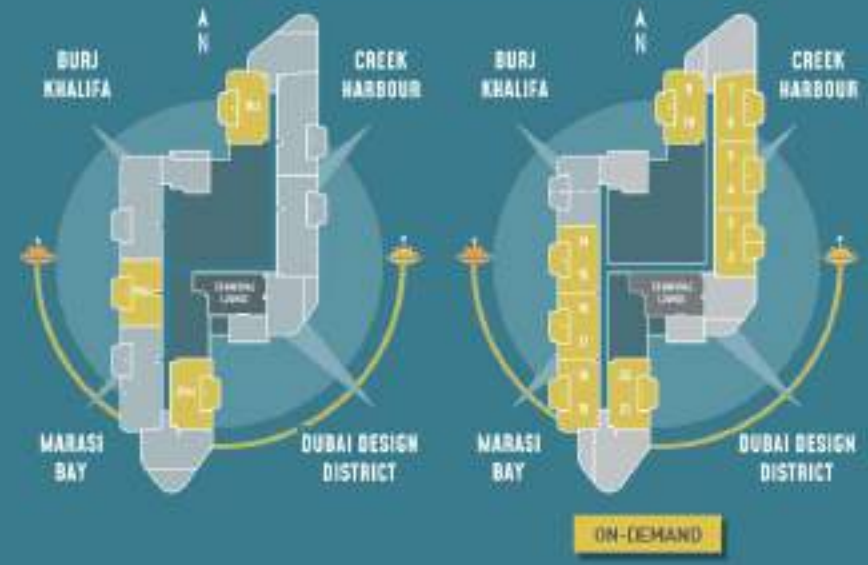


DELUXE FLOOR PLAN



01 ENTRANCE
02 SERVER/PRINTER
03 SHELVING/STORAGE UNIT
04 OPEN WORKSTATIONS
05 BREAKOUT AREA
06 THINK WALL
07 COURTYARD
08 FOCUS BOOTH

SIZE	FROM - TO
INTERNAL AREA	1078 - 1153 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	1360 - 1446 SQFT
LEVELS	**L07-L08-L11-L12**
ON-DEMAND LEVELS	**L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26**



DELUXE CONFIGURATIONS

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT







ON-DEMAND

- 01 ENTRANCE
- 02 OPEN WORKSPACE
- 03 FOCUS BOOTH
- 04 STORAGE
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 PRIVATE OFFICES
- 08 MEETING ROOM
- 09 SERVER/PRINTER
- 10 THINK WALL


DELUXE
FLEX OPEN

DELUXE
FLEX FOCUSED



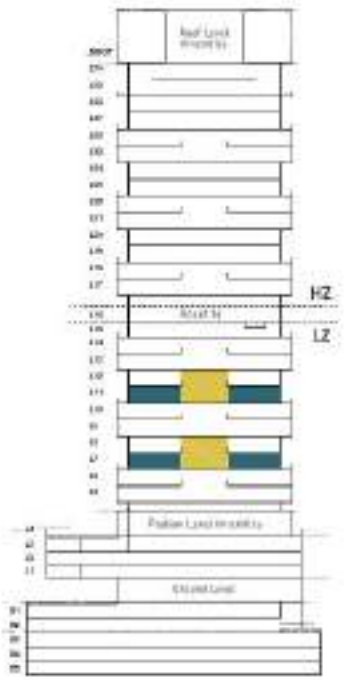
Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



STUDIO + DELUXE = EXECUTIVE



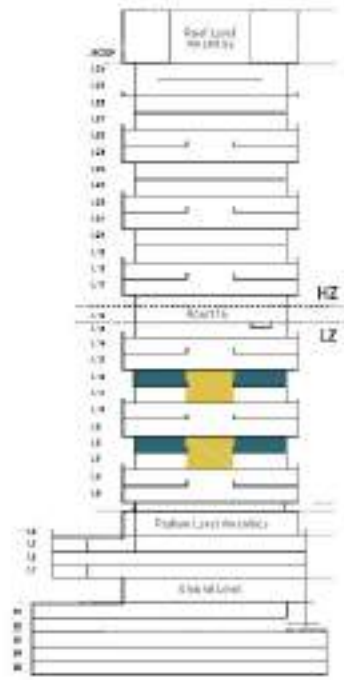
L07 - L11
MODULAR OFFICE COLLECTION
WITH LOFT EDGES







L08 - L12
MODULAR OFFICE COLLECTION
WITH LOFT EDGES



MODULAR

EXECUTIVE

(1986-2264 SQFT)

STUDIO • DELUXE • EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts - available in open, semi-open, or closed configurations to suit growing teams.

OCCUPANCY 12-30





EXECUTIVE



01 ENTRANCE
02 RECEPTION
03 THINK WALL
04 MODULAR PAVILION
05 FOCUS BOOTH
06 POWDER ROOM
07 SERVER/PRINTER
08 BREAKOUT AREA
09 OPEN WORKSTATIONS
10 COURTYARD
11 PANTRY
12 SHELVING/STORAGE UNIT
13 STORAGE ROOM

SIZE	(FROM - TO)
INTERNAL AREA	1704-1749 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	1986-2031 SQFT
LEVELS	**L07-L08-L11-L12**



EXECUTIVE CONFIGURATIONS



FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT

01 ENTRANCE
02 RECEPTION
03 PRIVATE OFFICES
04 MODULAR PAVILION
05 COURTYARD
06 OPEN WORKSPACE
07 FOCUS BOOTH
08 PANTRY
09 BREAKOUT AREA
10 SERVER/PRINTER
11 SHELVING/STORAGE UNIT
12 POWDER ROOM
13 MEETING ROOM
14 THINK WALL
15 STORAGE ROOM



EXECUTIVE (UNIT-11) CONFIGURATIONS

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT





01 ENTRANCE
02 RECEPTION
03 SHELVING/STORAGE UNIT
04 OPEN WORKSTATIONS
05 COURTYARD
06 MODULAR PAVILION
07 FOCUS BOOTH
08 BREAKOUT AREA
09 KITCHENETTE
10 STORAGE ROOM
11 POWDER ROOM
12 MEETING ROOM
13 PRIVATE OFFICES
14 THINK WALL
15 SERVER/PRINTER

INTERNAL AREA	1982 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	2264 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26


EXECUTIVE
FLEX OPEN


EXECUTIVE
FLEX FOCUSED

LOFT

LOFT EDGE

(2051-2467 SQFT)

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.






FOR YOUR DAILY
DOSE OF
INSPIRATION



LOFT EDGE

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.

LOFT EDGE (UNIT-08) CONFIGURATIONS







LOWER LEVEL

01 ENTRANCE
02 RECEPTION
03 FEATURE STAIRCASE
04 INTEGRATED SEATING
05 OPEN WORKSTATIONS
06 FOCUS BOOTH
07 PRINTER/SERVER
08 SHELVING/STORAGE UNIT
09 KITCHENETTE
10 BREAKOUT AREA
11 THINK WALL
12 COURTYARD

UPPER LEVEL (THE NEST)

13 DOUBLE HEIGHT VOID
14 BUSINESS QUARTER
15 RESTING DEN
16 KITCHENETTE
17 FLEXIBED
18 POWDER ROOM / SHOWER
19 MOTORIZED BLINDS
20 TV
21 WARDROBE

INTERNAL AREA	2118 SQFT
OUTDOOR AREA	241 SQFT
TOTAL AREA	2359 SQFT
LEVELS	L29 (Office Entrance Level), L30 (The Nest)

LOFT EDGE (UNIT-01) CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL



LOWER LEVEL

01 ENTRANCE
02 RECEPTION
03 INTEGRATED SEATING
04 FEATURE STAIRCASE
05 POWDER ROOM
06 SHELVING/STORAGE UNIT
07 KITCHENETTE
08 OPEN WORKSTATIONS
09 BREAKOUT AREA
10 COURTYARD

UPPER LEVEL (THE NEST)

11 DOUBLE HEIGHT VOID
12 BUSINESS QUARTER
13 GAME CORNER
14 POWDER ROOM & SHOWER
15 RESTING DEN
16 FLEXIBED
17 MOTORIZED BLINDS
18 TV

INTERNAL AREA	1810 SQFT
OUTDOOR AREA	242 SQFT
TOTAL AREA	2052 SQFT
LEVELS	**L07-L08-L11-L12**



LOFT EDGE (UNIT-20) CONFIGURATIONS







LOWER LEVEL

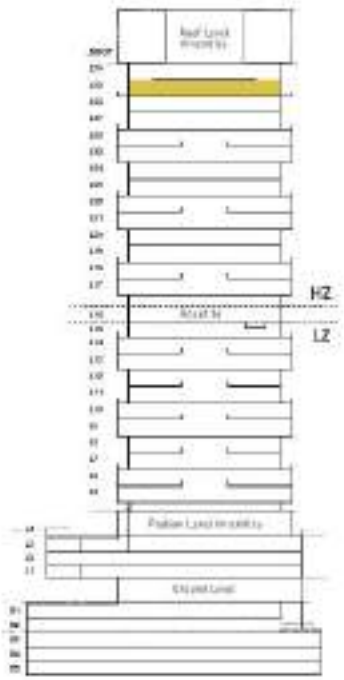
01 ENTRANCE
02 RECEPTION
03 INTEGRATED SEATING
04 FEATURE STAIRCASE
05 PRINTER/SERVER
06 FOCUS BOOTH
07 KITCHENETTE
08 OPEN WORKSTATIONS
09 BREAKOUT AREA
10 THINK WALL
11 SHELVING/STORAGE UNIT
12 COURTYARD

UPPER LEVEL (THE NEST)

13 DOUBLE HEIGHT VOID
14 BUSINESS QUARTER
15 RESTING DEN
16 KITCHENETTE
17 WARDROBE
18 FLEXIBED
19 POWDER ROOM / SHOWER
20 TV
21 MOTORIZED BLINDS

INTERNAL AREA	2124 SQFT
OUTDOOR AREA	342 SQFT
TOTAL AREA	2466 SQFT
LEVELS	**L07-L08-L11-L12**

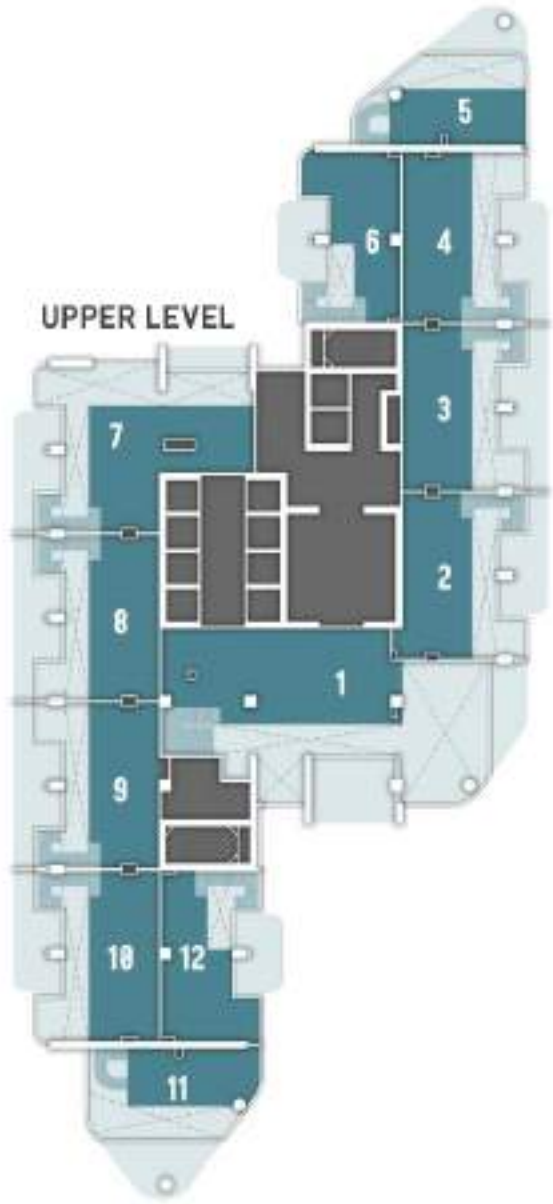
L29
PENTHOUSE LOFTS



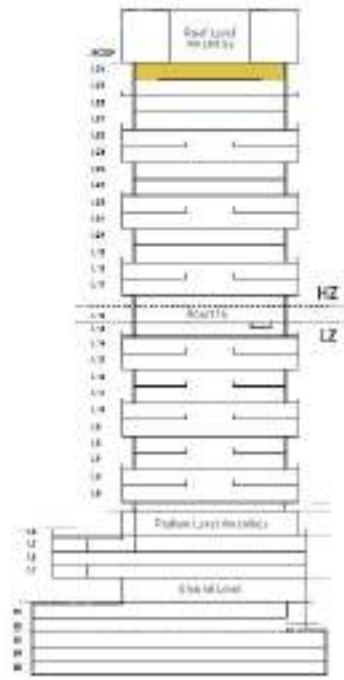
LOWER LEVEL



UPPER LEVEL



L30
PENTHOUSE LOFTS



LOFT

PENTHOUSE LOFTS

(2185-3708 SQFT)

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.





PENTHOUSE LOFTS



LOWER LEVEL

01 ENTRANCE
02 RECEPTION
03 MEETING ROOM
04 BREAKOUT AREA
05 FEATURE STAIRCASE
06 OPEN WORKSTATIONS
07 SERVER/PRINTER
08 KITCHENETTE
09 POWDER ROOM
10 COURTYARD
11 INTEGRATED SEATING

SIZE	(FROM - TO)
INTERNAL AREA	2095-2177 SQFT
OUTDOOR AREA	353-425 SQFT
TOTAL AREA	2507-2537 SQFT
LEVELS	L29 (Office Entrance Level), L30 (The Pad)



PENTHOUSE LOFTS



UPPER LEVEL (THE NEST)

10. DOUBLE HEIGHT VOID
11. BUSINESS QUARTER
12. MEETING CORNER
13. RESTING DEN
14. WARDROBE
15. POWDER ROOM & SHOWER
16. FLEXIBED
17. KITCHENETTE
18. MOTORIZED BLINDS
19. TV

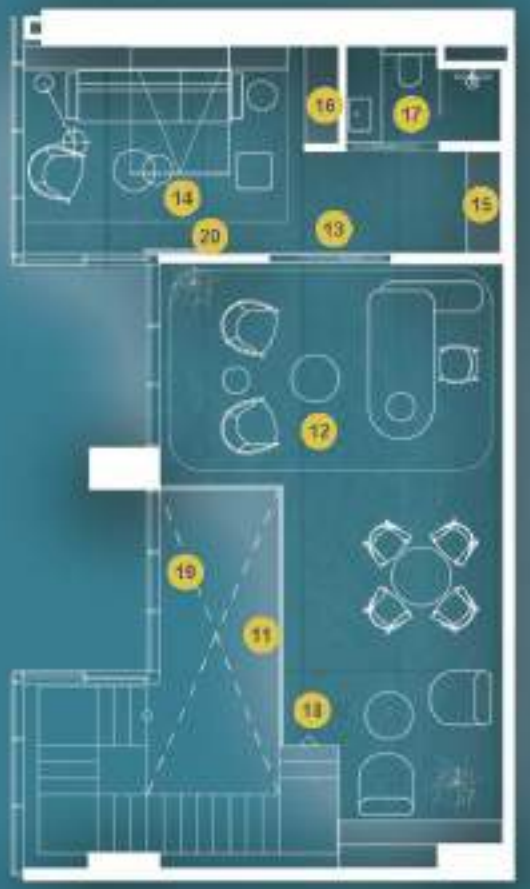


PENTHOUSE LOFTS (UNIT-2906 & 2912) CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL



LOWER LEVEL

01 ENTRANCE
02 RECEPTION
03 FEATURE STAIRCASE
04 INTEGRATED SEATING
05 MEETING ROOM
06 OPEN WORKSTATIONS
07 SHELVING/STORAGE UNIT
08 POWDER ROOM
09 KITCHENETTE
10 COURTYARD

UPPER LEVEL (THE NEST)

11 DOUBLE HEIGHT VOID
12 BUSINESS QUARTER
13 RESTING DEN
14 FLEXIBED
15 KITCHENETTE
16 WARDROBE
17 POWDER ROOM & SHOWER
18 MEETING CORNER
19 MOTORIZED BLINDS
20 TV



	UNIT NO. 2906 & 2912
INTERNAL AREA	2195 & 2181 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	2477 & 2463 SQFT
LEVELS	L29 (Office Entrance Level) L30 (The Nest)

PENTHOUSE LOFT (UNIT-2905) FLOOR PLAN



LOWER LEVEL

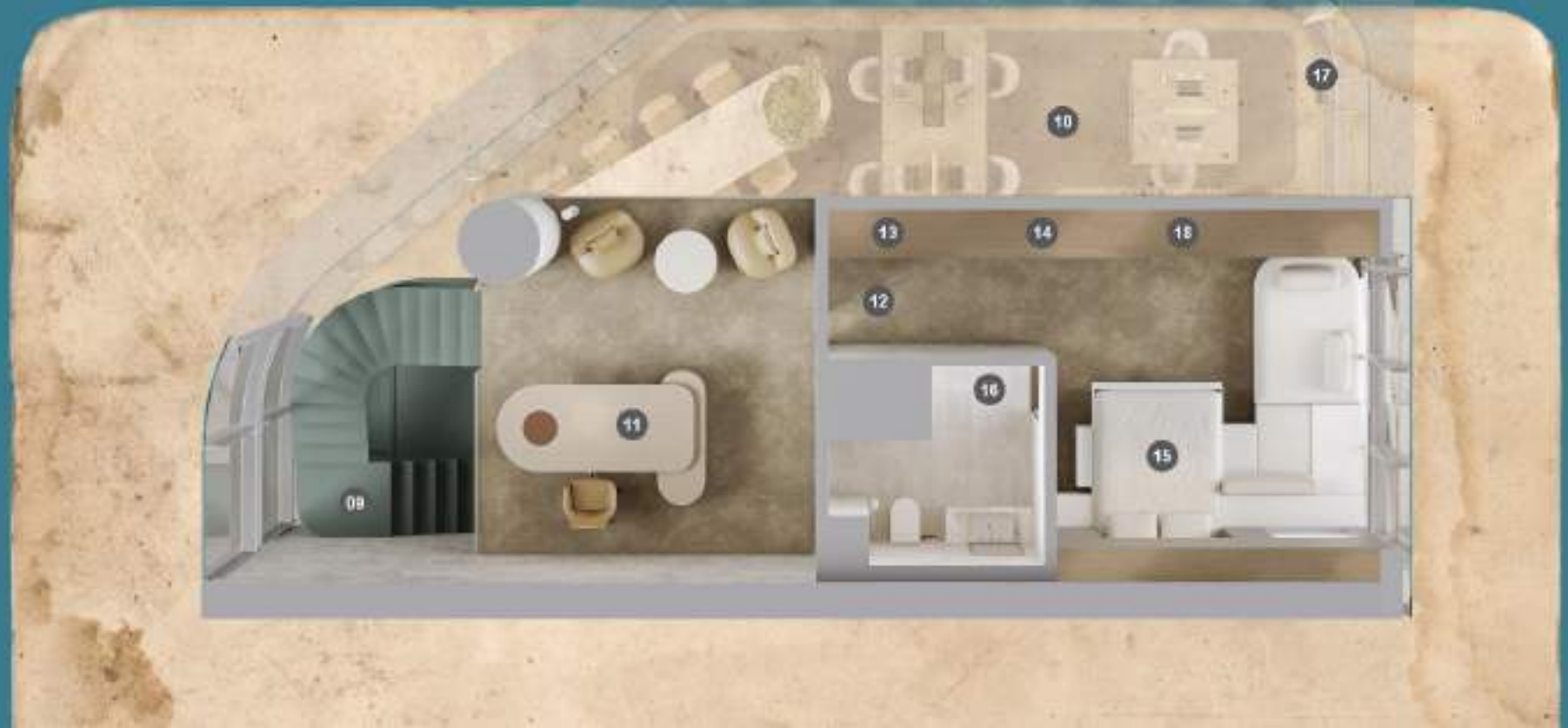
01 ENTRANCE
02 FEATURE STAIRCASE
03 INTEGRATED SEATING
04 OPEN WORKSTATIONS
05 BREAKOUT AREA
06 KITCHENETTE
07 SERVER/PRINTER
08 POWDER ROOM
09 MEETING CORNER
10 COURTYARD

INTERNAL AREA	1944 SQFT
OUTDOOR AREA	241 SQFT
TOTAL AREA	2185 SQFT
LEVELS	L29 (Office Entrance Level) L30 (The Nest)



PENTHOUSE LOFT (UNIT-2905) FLOOR PLAN





UPPER LEVEL (THE NEST)

09 FEATURE STAIRCASE
10 DOUBLE HEIGHT VOID
11 BUSINESS QUARTER
12 RESTING DEN
13 KITCHENETTE
14 WARDROBE
15 FLEXIBED
16 POWDER ROOM & SHOWER
17 MOTORIZED BLINDS
18 TV

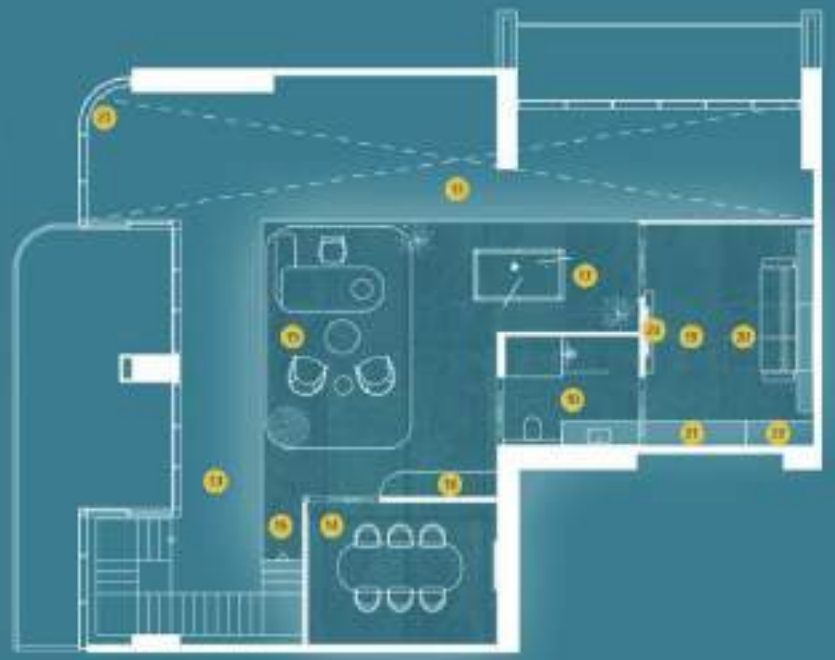


PENTHOUSE LOFT (UNIT-2907) CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL





INTERNAL AREA	3192 SQFT
OUTDOOR AREA	517 SQFT
TOTAL AREA	3709 SQFT
LEVELS	L29 (Office Entrance Level) L30 (Nest)

LOWER LEVEL

01 ENTRANCE
02 RECEPTION
03 PRINTER
04 MEETING ROOM
05 FEATURE STAIRCASE
06 INTEGRATED SEATING
07 OPEN WORKSPACE
08 SHELVING/STORAGE UNIT
09 PANTRY
10 BREAKOUT AREA
11 POWDER ROOM
12 COURTYARD

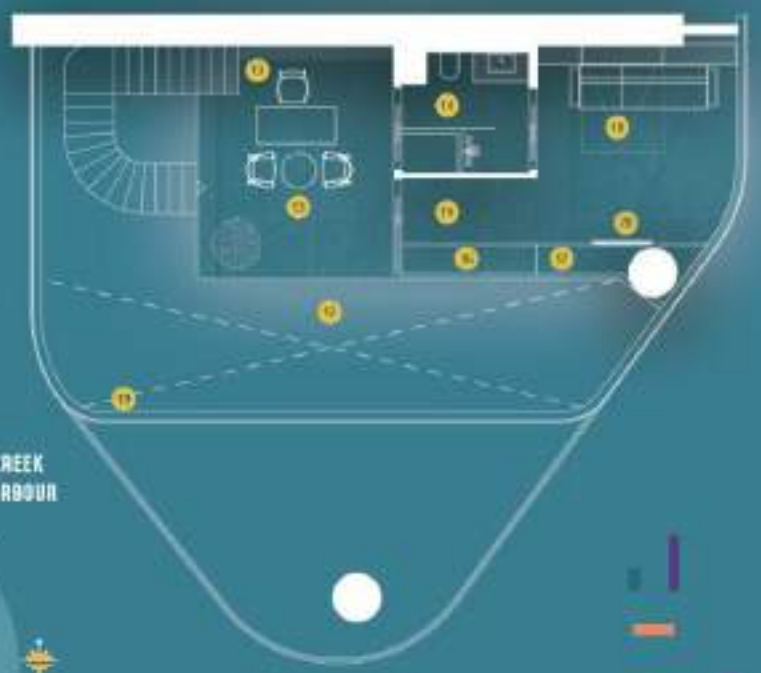
UPPER LEVEL (THE NEST)

13 DOUBLE HEIGHT VOID
14 MEETING ROOM
15 BUSINESS QUARTER
16 COFFEE COUNTER
17 GAME CORNER
18 POWDER ROOM & SHOWER
19 RESTING DEN
20 FLEXIBED
21 KITCHENETTE
22 WARDROBE
23 MOTORIZED BLINDS
24 TV

PENTHOUSE LOFT (UNIT-2911) CONFIGURATIONS



LOWER LEVEL



UPPER LEVEL



LOWER LEVEL

01. ENTRANCE
02. FEATURE STAIRCASE
03. SERVER/PRINTER
04. RECEPTION
05. INTEGRATED SEATING
06. OPEN WORKSTATIONS
07. KITCHENETTE
08. POWDER ROOM
09. BREAKOUT AREA
10. MEETING ROOM
11. COURTYARD

UPPER LEVEL (THE NEST)

12. DOUBLE HEIGHT VOID
13. BUSINESS QUARTER
14. POWDER ROOM & SHOWER
15. RESTING DEN
16. KITCHENETTE
17. WARDROBE
18. FLEXIBED
19. MOTORIZED BLINDS
20. TV

INTERNAL AREA	2009 SQFT
OUTDOOR AREA	342 SQFT
TOTAL AREA	2351 SQFT
LEVELS	L29 (Office/Entrance Level), L30 (The Nest)


PENTHOUSE
LOFTS

LOFT

PRESIDENTIAL LOFT

(5800 SQFT)

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.



PRESIDENTIAL LOFT



LOWER LEVEL

01 ENTRANCE
02 RECEPTION
03 PRIVATE OFFICE
04 OPEN WORKSTATIONS
05 POWDER ROOMS
06 KITCHENETTE
07 BREAKOUT AREA
08 INTEGRATED SEATING
09 FEATURE STAIRCASE
10 FOCUS ROOM
11 MEETING ROOM
12 COURTYARD
13 SHELVING/STORAGE UNIT

INTERNAL AREA	5128 SQFT
OUTDOOR AREA	672 SQFT
TOTAL AREA	5800 SQFT
LEVELS	L29 (Office Entrance Level) L30 (The View)



PRESIDENTIAL LOFT



UPPER LEVEL (THE NEST)

13. FEATURE STAIRCASE
14. DOUBLE HEIGHT VOID
15. GAME CORNER
16. BUSINESS QUARTER
17. RESTING DEN
18. WARDROBE
19. POWDER ROOM & SHOWER
20. FLEXIBED
21. KITCHENETTE
22. PRIVATE MEETING ROOM
23. CIGAR LOUNGE WITH HUMIDOR
24. MOTORIZED BLINDS
25. TV





PRESIDENTIAL LOFT

THE ONE & ONLY. YOU'VE ARRIVED

Perched at the peak, the Presidential Loft Office is a double-height haven featuring an expansive, all-glass, open space with a cigar lounge, private meeting room, and resting suite. A seamless blend of work and life at the very top.

MATERIAL SELECTION

Function, form, and the living touch...the perfect ingredients for the HQ Modular Collection.



MODULAR COLLECTION FURNITURE MATRIX

Fully adaptable pieces,
designed for your work style.

MODULAR ELEMENTS



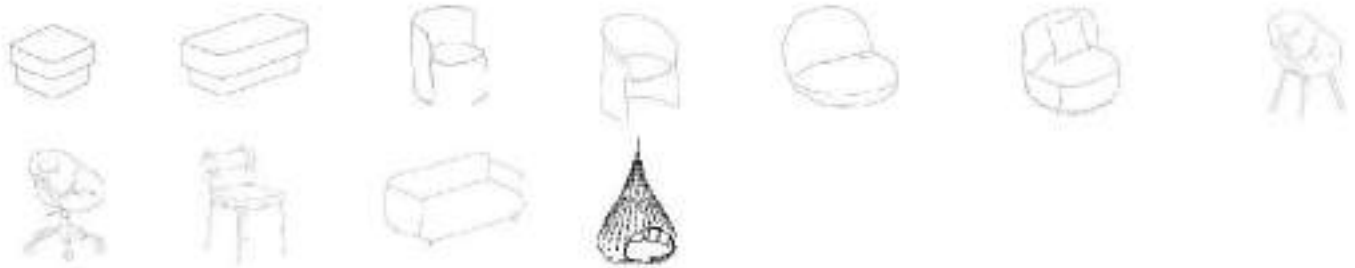
WORK



FOCUS



LIVE



BREATHE



INTRODUCING THE HQ DESK CORPORATE CONCIERGE SERVICES

Powered by Cushman & Wakefield Core



A strategic partnership between **IRTH and Cushman & Wakefield Core** brings global expertise and enterprise-grade services into Dubai's first hospitality-branded office building.

The HQ desk will provide enterprise-class concierge services directly into HQ, enabling founders, lean teams, and established businesses to work faster, smarter, and with fewer friction points from day one.

CUSHMAN & WAKEFIELD | CORE

YOUR HQ DESK SERVICES

Access a full suite of services designed to keep your business moving fast, efficiently, and without distraction and elevate your workday with seamless support and instant resources.





PROFESSIONAL CALL HANDLING

A local phone number with dedicated receptionist support, so you never miss an important call, without the added cost of hiring a helpdesk. Also, enjoy access to 24/7 voicemail to email.

HIGH-SPEED INTERNET EVERYWHERE

Secure, lightning-fast Wi-Fi with a unique password that follows you throughout the building.

FULL SUPPORT TEAM

Office Assistant, Receptionist, Secretary, dedicated Account Manager, IT Enablers available to assist your business.

ON-SITE TECH SUPPORT

Dedicated IT assistance and a responsive team, ready to solve issues instantly.

SMART BOOKINGS MADE EASY

Advanced system to reserve premium co-working zone, meeting rooms, and private pods effortlessly.

MAIL AND COURIER MANAGEMENT

Professional handling of incoming and outgoing mail, deliveries, and parcel logistics to streamline operations, ensure security, and free up staff to focus on core business activities.

ADD-ON SERVICES

Add-ons with extra charges





- CRANK Studio
- Housekeeping Services
- Laundry, Dry-cleaning and Alteration
- Personal Services, from Fitness to Shopping
- Accommodation, Storage and Event Spaces
- Chef Services
- Food and Beverage Services
- Assistant/Secretarial
- Air and Land Transportation Services
- Off-site Restaurant Reservations
- Florist Services
- Tour Organisations



ROVE CONNECT

Your new office promises exclusive perks and benefits.



HQ OWNERS ENJOY

Discount on hotel room rates at Rove Hotels for business guests, partners, or extended stays.

Tenants at HQ get preferred rates for long-stay accommodation at Rove Hotels.

Special F&B offers across Rove cafés and lounges - whether you're a resident, tenant, or a hotel guest.

HQ investors/tenants enjoy special rates for future Rove branded projects.

Investors and tenants access priority information for launches/community events, etc.

HQ desk can facilitate transport logistics, relocations, short-term accommodation in sync across the Rove Hotels network.

CONVENIENT PAYMENT PLAN

Enjoy a mortgage-friendly payment plan.





15%
Down Payment

5%
on 1st of November 2025

5%
on 1st of April 2026

5%
on 1st of September 2026

5%
on 1st of February 2027

5%
on 40% construction progress*
On or before 1st of December 2027

5%
on 60% construction progress*
On or before 1st of May 2028

5%
on 80% construction progress*
On or before 1st of November 2028

50%
on completion

PROJECT DETAILS

PROJECT NAME
HQ by Rove

DEVELOPER
IRTH Urban Development LLC

BRAND
Rove Hotels

PLOT AREA
76,838 SQFT

GROSS FLOOR SIZE
~22,500 SQFT

TOTAL OFFICE FLOORS
23

TOTAL MODULAR UNITS PER FLOOR
Up to 22 units

TOTAL AMENITIES AREA
120,000 SQFT
Amenities make 28% of the project

TOTAL PARKING BAYS: 988 ACROSS 8 FLOORS
1 parking per modular unit
Additional visitor & valet parking
Dedicated EV charging stations
Dedicated bicycle parking

TOTAL NUMBER OF ELEVATORS: 21
Destination controlled high-speed passenger lifts: 14
Shuttle Lifts: 5
Service Lifts: 2

SERVICE CHARGES: AED 24 APPROX.
Special pass for gym and Reset 16

ANTICIPATED HANDOVER DATE
01 2029



CONSULTANTS

ID TEAM
zebra

LANDSCAPE ARCHITECT
studioCREATE.
Landscape Architecture

ART TEAM
studio feel
Art Consultancy