THE WOW

Tower

A NEW VERTICAL LANDMARK
BY MR. EIGHT



MR.EIGHT
BRANDED RESIDENCES

A NEW ICON OF LIVING

AN ADDRESS FOR THE NEXT GENERATION.

THE WOW TOWER IS CONCEIVED AS AN AI-ENABLED LIVE-STUDY-WORK DESTINATION FOR THE NEXT GENERATION OF DUBAI RESIDENTS. STRATEGICALLY POSITIONED NEAR KEY EDUCATION AND INNOVATION HUBS, THE PROJECT IS DESIGNED FOR STUDENTS, YOUNG PROFESSIONALS, FOUNDERS, JUNIOR EXECUTIVES, REMOTE WORKERS, AND SMALL BUSINESS OWNERS WHO SEEK MORE THAN JUST A PLACE TO LIVE. IT OFFERS A FUTURE-READY LIFESTYLE WHERE SMART LIVING, PRODUCTIVITY, AND CONNECTIVITY COME TOGETHER IN ONE DYNAMIC ADDRESS. WITH INTELLIGENTLY DESIGNED RESIDENCES, INTEGRATED OFFICE SPACES, AND A FORWARD-THINKING APPROACH TO TECHNOLOGY, THE WOW TOWER CREATES AN ENVIRONMENT WHERE RESIDENTS CAN LIVE EFFICIENTLY, WORK SEAMLESSLY, AND STAY CONNECTED TO THE RHYTHM OF A FAST-MOVING CITY.

THE WOW
TOWER



ADRIEN BRODY
MR. EIGHT EVENT AT ATLANTIS THE ROYAL

ADRIEN BRODY
A MOMENT OF VISION

Adrien Brody joined Mr. Eight for the official opening at Atlantis The Royal, marking the occasion with a presence defined by depth, character and individuality. Fresh from his acclaimed role in The Brutalist, where he portrays architect László Tóth, his appearance carried a natural connection to the world of architecture, artistic vision and bold design language. More than a ceremonial moment, it reflected the values at the heart of Mr. Eight — a commitment to design-led living shaped by identity, ambition and lasting character.

BRANDED RESIDENCES



MR.EIGHT
BRANDED RESIDENCES

DUBAI PROPERTY AWARDS
DEVELOPMENT
in association with
INTERNATIONAL PROPERTY & Travel
SUSTAINABLE RESIDENTIAL DEVELOPMENT
Mr. Eight
2026-2027

RECOGNISED BY LEADING
INTERNATIONAL AWARDS

RECOGNIZED BY LUXURY LIFESTYLE AWARDS, A UNITED STATES–BASED INTERNATIONAL AWARDING ORGANIZATION, THE WOW TOWER WAS HONORED IN 2026 FOR INTRODUCING ELEVATED STANDARDS OF DESIGN, QUALITY AND LIFESTYLE TO ONE OF DUBAI'S FAST-EVOLVING RESIDENTIAL DISTRICTS, CONTRIBUTING TO THE AREA'S GROWING IDENTITY AND APPEAL. THE PROJECT WAS ALSO NOMINATED BY THE INTERNATIONAL PROPERTY AWARDS IN THE CATEGORY SUSTAINABLE RESIDENTIAL DEVELOPMENT.

Luxury LIFESTYLE AWARDS
MR.EIGHT
THE WOW TOWER
WINNER 2026
BEST LUXURY HIGH-RISE LIVING
DUBAI, UAE

DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING

MR EIGHT



A NEW ICON OF LIVING

AN ADDRESS CREATED AROUND MINDFUL LUXURY — COMBINING DESIGN, WELLNESS AND FUNCTIONALITY IN ONE ELEVATED DESTINATION.

THE LIFESTYLE
OF SMART LIVING



ROOFTOP FITNESS & SPA

Located at the very top of the tower, the Sky Spa & Fitness is designed as a signature wellness destination with panoramic views over the city. The space features a full-scale fitness center with running tracks and state-of-the-art equipment, complemented by a spa zone with sauna and hammam, all oriented towards the skyline. A private cinema lounge adds to the experience, creating a complete lifestyle level that combines training, recovery and relaxation in one elevated setting — one of the largest and most distinctive facilities in the DLRC area.



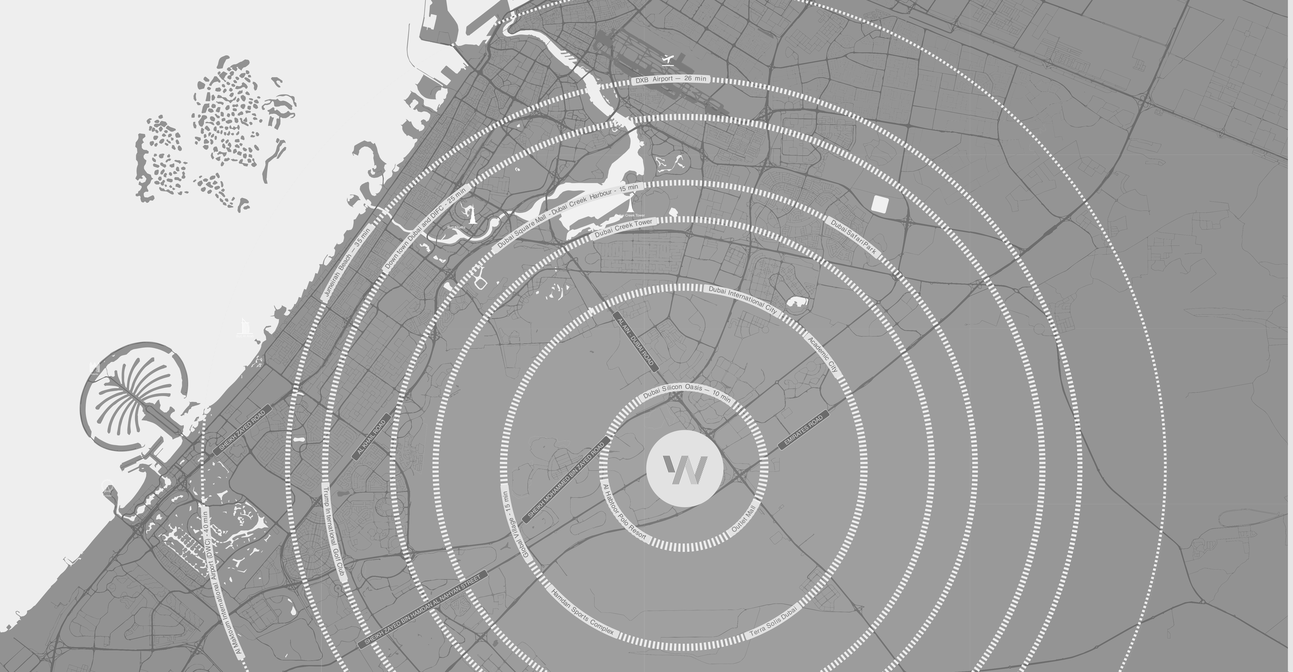
EXECUTIVE LOUNGE

A new benchmark for co-working in the area, conceived as an intelligent business environment rather than a conventional workspace. Thoughtfully designed with private zones, meeting rooms, quiet focus areas and lounge-style settings, it supports both concentrated work and informal collaboration. Created for residents, entrepreneurs and modern professionals, it brings a more flexible, connected and future-ready approach to productivity — introducing a level of co-working experience not currently available within the surrounding district.



CINEMA

A private indoor cinema located at the top of the building, designed as a shared resident amenity for screenings, quiet evenings and immersive viewing experiences. Available to all residents by prior booking through the building's AI assistant, it forms part of The WOW Tower's wider smart-living ecosystem, alongside the coworking and other shared spaces. Equipped with a contemporary Dolby Surround sound system, the cinema is designed to deliver depth, clarity and a more atmospheric sound experience, turning every film into a richer and more engaging moment within the home environment.



STRATEGIC LOCATION

The WOW Tower is positioned in one of Dubai's most strategic emerging locations, set between three major road connections that provide fast and efficient access across the city. For those seeking close proximity to Downtown and DIFC without paying prime central district prices, this address offers a smart and forward-looking alternative. Direct access via Dubai–Al Ain Road further enhances connectivity, linking the tower seamlessly to Dubai's key business and lifestyle destinations. As a rare standalone plot within the wider Dubailand corridor, it holds a highly visible position with limited immediate competition, giving it the presence of a true signature address.

SUPPORTED BY DUBAI'S NEXT WAVE OF URBAN GROWTH

Its long-term appeal is further supported by Dubai's wider urban development strategy. The surrounding growth zone is being strengthened by major infrastructure, including the Dubai Metro Blue Line, which will improve connections through International City, Dubai Silicon Oasis and Academic City. This adds real value to an area already gaining momentum as one of Dubai's next important urban destinations.

SURROUNDED BY UNIVERSITIES

The location also benefits from a strong educational ecosystem. With a large concentration of universities, schools and established residential communities nearby, the area is well positioned to attract both end users and long-term tenants. The maturity of Dubai Silicon Oasis, where supply has become increasingly limited, further reinforces the strength of this address from both a lifestyle and investment perspective.

MR EIGHT



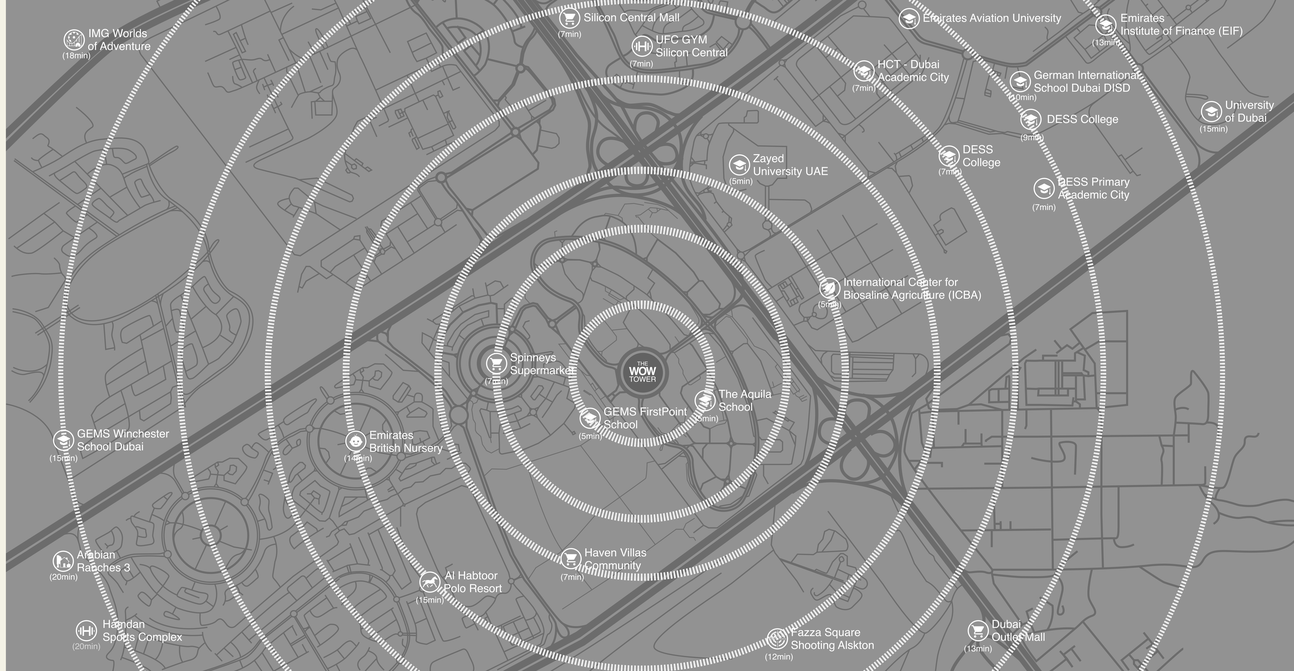
SURROUNDED BY A POWERFUL

ACADEMIC ECOSYSTEM

The WOW Tower is strategically positioned between Dubai International Academic City and Dubai Silicon Oasis, placing it within one of Dubai's most future-oriented growth corridors. Defined by education, innovation and entrepreneurial energy, this surrounding district brings together universities, schools, talent and technology in one connected environment.

Alongside the higher-education ecosystem of Academic City, the area is also supported by a strong network of established schools and family-oriented institutions, including DESS College, DESS Primary Academic City, German International School Dubai, GEMS FirstPoint School, GEMS Winchester School Dubai, The Aquila School and Emirates British Nursery, reinforcing its appeal for families as well as students and professionals.

Dubai Silicon Oasis is officially recognised as one of the five urban centres of the Dubai 2040 Urban Master Plan, focused on science, technology and knowledge, while Dubai's private higher-education sector reached a record 42,026 students in the 2024–25 academic year. The long-term value of the location is further strengthened by the Dubai Metro Blue Line, whose route is planned to extend through Dubai Silicon Oasis to Academic City. Supported by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum for Dubai's future urban development, this gives The WOW Tower a uniquely forward-looking context for families, students, professionals and investors alike.



Luxury Lifestyle Awards
LUXURY LIFESTYLE AWARDS WINNER 2026
BEST LUXURY HIGH-RISE LIVING
MR. EIGHT THE WOW TOWER



SKY WELLNESS CLUB

PRIVATE SUITES

BUSINESS SUITES

- **SKY GYM & SPA**
  CINEMA
  FLOOR 39
- **APARTMENTS**
  FLOORS 17–38
- **EXECUTIVE OUTDOOR LOUNGE**
  16TH FLOOR
- **COMMERCIAL SUITES**
  FLOORS 1–15
- **POOL, TENNIS, PARK, RIVER & CO-WORKING**
  1ST FLOOR
- **CLUB LEVEL**
  PARKING 1–5
- **RETAIL & GRAND LOBY**
  G FLOOR

TOWER CONFIGURATION

The WOW Tower is a 45-level landmark high-rise (including all technical floors) and a true vertical icon in DLRC, designed as a mixed-use destination where elevated living, business functionality, and lifestyle amenities come together within one tower.

At the top, Sky Club on Floor 39 is a dedicated wellness and leisure level featuring the Sky Gym, spa, private cinema, children's playroom, and rooftop terrace with panoramic views.

From Floors 17 to 38, the tower offers Private Suites — the residential part of the building, positioned for open views, natural light, and greater privacy.

On Floor 16, the Executive Outdoor Lounge serves as a dedicated terrace exclusively for office users, offering an elevated outdoor space with skyline views.

From Floors 1 to 15, Business Suites provide flexible commercial spaces designed for office and professional use.

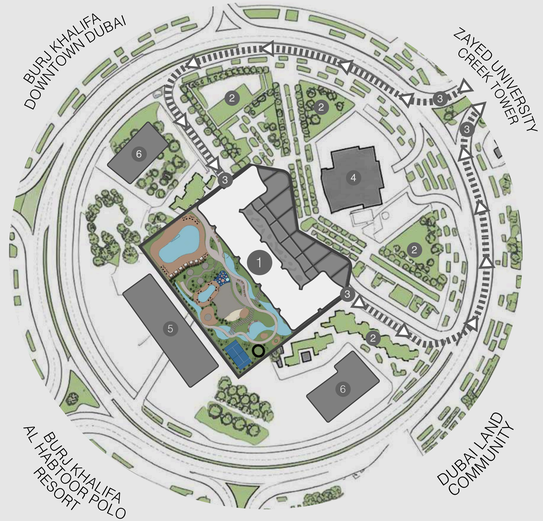
Also on the 1st floor, the tower features a major amenities zone with the pool, tennis courts, landscaped park, artificial river, and co-working space.

Club Level parking is integrated across Levels 1 to 5, ensuring convenient internal access throughout the building.

On the ground floor, the Retail & Grand Lobby create the main arrival experience, with the Arrival Lobby, cafés, restaurants, and curated retail at street level.

To ensure privacy and comfort, the residential and commercial parts of the tower are fully separated, with dedicated entrances, lobbies, and lift cores.

BRANDED RESIDENCES



1. **WOW TOWER**
   BUILDING COMPLEX
   46 FLOORS
2. **GREEN PARK**
   COMMUNITY HUB
   CHILDREN'S PARK
3. **PRIVATE ACCESS ROAD**
   A PRIVATE, DEDICATED ENTRY AND EXIT ROAD
4. **AL IKHAA MOSQUE**
   مسجد الإخاء دبي للاند
5. **COMMERCIAL RETAIL**
   3 FLOORS
6. **HOTEL BUILDINGS**
   G+6 FLOORS

PANORAMIC VIEWS 360°

A NEW LANDMARK FOR DLRC

The WOW Tower is a landmark high-rise rising to a total height of 46 floors: a Ground Floor, five Club Levels (parking and lifestyle infrastructure), and 39 office & residential floors above. As the tallest tower in Dubai Land Residence Complex (DLRC), it occupies a prime plot in the very heart of the district — positioned at the centre of the main circular hub, making it a true focal point on the skyline.

A dedicated access road leads to the tower through landscaped green surroundings, creating a calm arrival experience. The area around the building is defined by low-rise plots (approximately 3-6 floors), and the tower's podium rises well above the neighbouring structures — ensuring open, panoramic views from virtually every apartment.

With the nearest buildings 200 metres away, The WOW Tower enjoys strong view corridors and long-term openness — allowing residents to enjoy uninterrupted district and skyline views.

GRAND PARK
AMENITIES

The park level at The WOW Tower is designed as a flowing outdoor lifestyle destination, where recreation, wellness and relaxation come together in one thoughtfully planned landscape. Surrounded by water features, greenery and curated leisure areas, the space offers residents a balanced environment for sport, family time, social moments and quiet retreat. From the large resort-style pool and kids' play areas to the outdoor gym, padel court, lounge spaces and shaded cabanas, every element is designed to bring comfort, activity and a sense of everyday escape into the heart of the community.

1. **GRAND POOL** — 30 × 20 M (98 × 66 FT)
2. **OUTDOOR GYM** — BODYWEIGHT TRAINING ZONE
3. **LOUNGE AREA** — OUTDOOR SEATING AROUND THE FIRE
4. **PADEL COURT** — FOR SOCIAL AND ACTIVE PLAY
5. **PRIVATE ACCESS** — DIRECT ENTRY AND EXIT FOR RESIDENTS
6. **LAZY RIVER** — FLOWING WATER FEATURE FOR RELAXATION
7. **KIDS PLAY AREA** — SAFE OUTDOOR SPACE
8. **KIDS POOL** — 13 × 7 M (43 × 23 FT)
9. **ICE BATH ZONE** — COLD IMMERSION FOR POST-WORKOUT RECOVERY
10. **CABANA SUN LOUNGE** — PRIVATE CABANAS, SUNBEDS AND SHADED RELAXATION
11. **ART INSTALLATION** — POLISHED STEEL SCULPTURES
12. **GARDEN LOUNGE** — SEATING AREAS FOR RELAXING
13. **SOFT PLAY SURFACE** — SHOCK-ABSORBING SURFACE FOR SPORTS AND SAFE PLAY
14. **PET-FRIENDLY AREA** — ALL OUTDOOR SPACE FOR WALKING





LAZY RIVER
GRAND PARK

Approximately 300 metres long, the Lazy River is designed as a flowing water feature that brings movement, calm and relaxation to Grand Park. Its gently curved, meandering water creates a soothing atmosphere, adding a natural sense of comfort and quiet balance to the landscape.



GRAND POOL

A RESORT-SCALE WATER EXPERIENCE

As part of The WOW Tower's wider amenity offering, the Grand Pool is designed as a generous 30 by 20 metre leisure destination for everyday relaxation and year-round enjoyment. The pool is temperature-controlled, allowing the water to remain refreshing in summer and comfortably adjusted in cooler months, making it enjoyable in every season. Surrounded by sunbeds and seven large cabanas, the pool area is conceived as a complete outdoor lifestyle setting where residents can unwind in comfort. Finished in natural travertine, the surrounding surface remains more pleasant under the sun, adding both visual refinement and practical comfort to the experience.

A BEACH-CLUB ATMOSPHERE

Surrounding the Grand Pool, the sun terraces are designed as a complete open-air leisure setting where comfort, atmosphere and resort-style living come together. Generous in scale and thoughtfully arranged, the space is furnished with oversized, exceptionally comfortable sunbeds that bring the relaxed character of a private beach club into the everyday life of the building. Together with shaded cabanas, natural travertine surfaces and the elevated position of the pool deck, these terraces create a refined setting for sunbathing, unwinding and spending long, comfortable hours outdoors.

BRANDED RESIDENCES

THE WOW TOWER



A NEW ICON OF LIVING

ART INSTALLATIONS
IN AN OPEN-AIR LANDSCAPE

Located on the podium level, Grand Park is conceived as a spacious elevated landscape where greenery, pools and art come together in one carefully composed environment. Integrated throughout the park, polished stainless steel installations introduce a sculptural and contemporary character, adding a distinctive artistic touch to the natural setting. More than a leisure area, it is designed as a refined open-air destination where water, landscape and reflective art create a memorable atmosphere for everyday life.

LANDSCAPED LOUNGE SPACES
FOR OPEN-AIR LIVING

Within Grand Park, a series of dedicated sunken lounge zones creates comfortable spaces for residents to meet, relax and spend time together in a more intimate open-air setting. Designed for evening gatherings, casual conversations or time with a larger group of friends, these areas add another social layer to the project's wider lifestyle infrastructure. The park also features padel courts, which can be reserved in advance through the building's AI assistant or via WhatsApp chat, making access simple, seamless and fully integrated into daily life.



WALKWAYS
THROUGH GREENERY AND WATER

Grand Park is designed as a flowing landscape of pathways, lounge areas and art installations, creating a more immersive park experience throughout the podium level. Winding pedestrian routes move through greenery and intersect with the Lazy River, where continuously flowing water adds calm, movement and a more natural rhythm to the environment. Together, these elements shape a tropical oasis within the building — a layered outdoor infrastructure where residents can walk, pause, meet and enjoy a more relaxed connection to landscape, water and open-air living.

WHERE NATURE BECOMES
PART OF THE ARCHITECTURE

At the podium level, Grand Park is conceived as a landscaped environment where architecture and nature are designed to exist as one. Rather than separating the building from its green surroundings, the project allows greenery, water features, pathways and art installations to become an integral part of the architectural experience itself. Shaped as an elevated garden within the tower, it creates a softer, calmer atmosphere where nature is not added to the architecture, but woven directly into it.



BRANDED RESIDENCES

THE WOW TOWER



PANORAMIC VIEWS

ONE OF THE STRONGEST VALUES IN REAL ESTATE

In Dubai, views are among the most valuable elements of any property, shaping both lifestyle and long-term appeal. The WOW Tower is designed to capture this value through panoramic outlooks that open the project to the surrounding skyline, creating a sense of space, prominence, and visual identity that defines the building itself.

DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING



LUXURY LIFESTYLE AWARDS WINNER 2025

BEST LUXURY HIGH-RISE LIVING

MR. EIGHT THE WOW TOWER

ARRIVAL LOBBY

PRIVATE ROAD ACCESS

The arrival experience at The WOW Tower is designed as a seamless and well-orchestrated transition from city to residence. All vehicles access the tower via a dedicated private driveway, ensuring smooth and controlled entry and exit without disrupting the main façade. Upon arrival, residents and guests are welcomed through a carefully managed entrance sequence that emphasizes comfort, privacy and efficiency. This approach creates a refined and discreet arrival experience, where every detail is designed to support a strong sense of order, ease and exclusivity.

SEPARATE ACCESS

FOR APARTMENTS AND BUSINESS SUITES

The WOW Tower is designed with two fully separate entrance experiences: one dedicated to office visitors and users, and the other reserved for residents. These access points are intentionally divided to ensure that residential and commercial traffic remain independent, creating a more comfortable, private and efficient flow throughout the building. Office floors are served by their own dedicated lift system, while residential levels are accessed through separate resident elevators, ensuring clear vertical circulation for each use. Residents who also use the office component of the tower will benefit from access cards for faster and more seamless entry into working areas, adding further convenience to the overall building experience.



BRANDED RESIDENCES

THE WOW TOWER

Tom Dixon. edra Cassina USM Artemide FLOS

DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING

THE WOW TOWER

MR EIGHT

ARRIVAL
GRAND LOBBY

Designed as the welcoming heart of The WOW Tower, the Arrival Grand Lobby sets the tone for a refined and seamless resident experience from the very first step. A dedicated concierge is available to assist residents with everyday needs, practical arrangements and personalised support, adding comfort, convenience and a sense of ease to daily life. Complementing this experience, the lobby also features a coffee corner with a barista, creating a warm and inviting setting where residents can pause, meet, recharge or begin the day in a more elevated atmosphere.

To reinforce its lasting identity, the lobby is furnished with timeless design brands that bring depth, character and enduring value to the space — reflecting a wider direction in premium residential development, where leading projects increasingly embrace collaborations with renowned global names. Selected pieces by Edra, Cassina, Tom Dixon, Flos, Artemide and USM Haller Modular Furniture shape a lobby defined not by passing trends, but by a lasting design language that becomes a true signature of the building.





GRAND LOBBY
THE FIREPLACE

Grand Lobby at The WOW Tower is conceived as a true arrival experience and the emotional signature of the building. Its defining feature is the dramatic entrance sequence, where residents and guests walk through a striking composition of fire and water, instantly creating a powerful wow effect from the very first step. Framing the entrance on both sides, illuminated waterfalls with integrated fire elements form a bold and memorable first impression — as if the name of the tower is already being expressed through the space itself.

Inside, the lobby is thoughtfully divided into a series of functional yet elegant zones. These include a library area for quiet moments, a café space for informal meetings and daily comfort, and several additional lounge areas where residents can work, relax, meet guests, or simply spend time in a refined setting.

At the heart of the resident lounge sits a gas fireplace, serving as a central design feature and a natural focal point of the space. More than a decorative element, it brings warmth, atmosphere, and a contemporary sense of comfort and luxury to the lobby experience.

More than just an entrance, the Grand Lobby is designed as a living social space — a place that combines atmosphere, functionality, and identity, setting the tone for the entire residential experience at The WOW Tower.

Fully furnished with a curated selection of premium design brands, the Grand Lobby features furniture by Edra, USM Modular Furniture, and B&B Italia, complemented by lighting from Tom Dixon and Flos.

THE WOW EFFECT

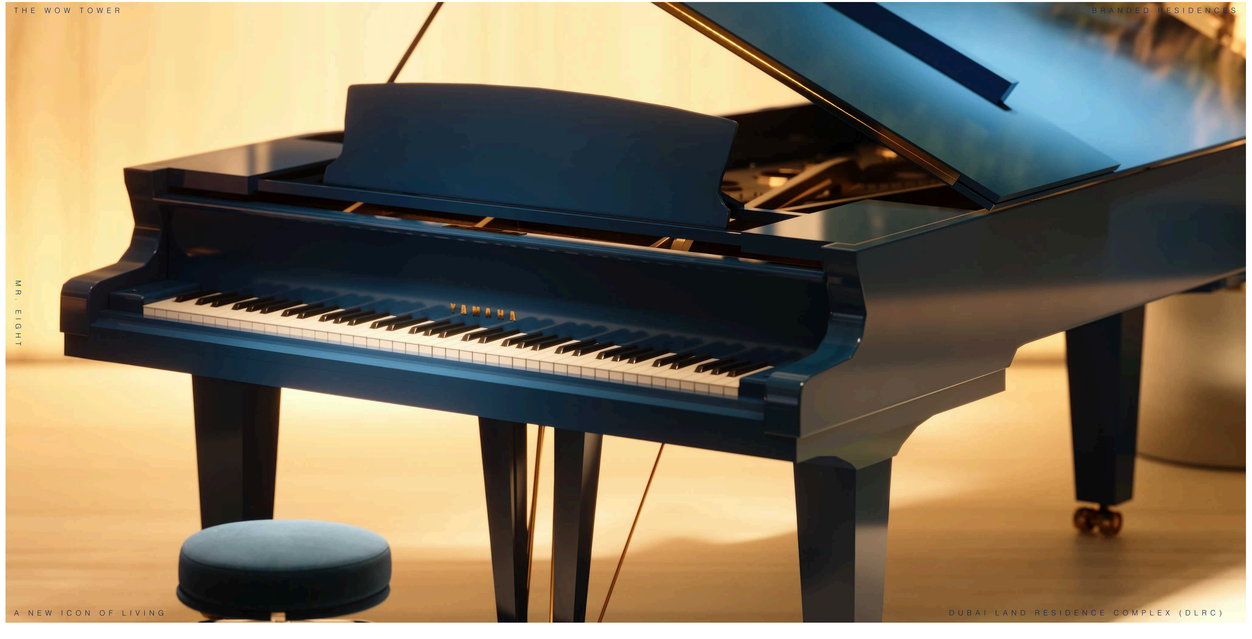
THE ATMOSPHERE IS FURTHER ELEVATED BY A CAREFULLY CURATED SENSORY CONCEPT, WITH PARTICULAR ATTENTION GIVEN TO VISUAL, SOUND AND SCENT ELEMENTS. TOGETHER, THESE THREE DIMENSIONS ARE WOVEN THROUGHOUT THE LOBBY TO CREATE AN IMMERSIVE AND MEMORABLE EXPERIENCE. THIS LAYERED APPROACH GIVES THE SPACE A DISTINCTIVE ATMOSPHERE, ENHANCING THE EMOTIONAL IMPACT OF ARRIVAL AND DEFINING THE IDENTITY OF THE LOBBY.

BRANDED RESIDENCES

THE WOW TOWER

DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING



BRANDED RESIDENCES
THE WOW TOWER

THE BLUE GRAND PIANO

A signature feature of the resident lobby, the blue grand piano by Yamaha brings a distinctive sense of atmosphere, elegance and character to The Wall Tower. Positioned within the residential lobby alongside the fireplace lounge and library, it becomes more than a decorative object — it serves as a symbol of refined living, adding warmth, culture and a quiet sense of luxury to the everyday resident experience.

MR EIGHT

THE W
RESIDENCES

DUBAI LAND RESIDENCE COMPLEX (DLRC)
A NEW ICON OF LIVING



LIGHT, GREENERY
AND ATMOSPHERE

Special attention is given to lighting quality and visual comfort. The lobby is designed around a softer, warm-toned light rather than harsh white illumination, creating a healthier and more pleasant environment for the eye. With a balanced light output of around 400 lumens, the lighting feels gentle, calm, and non-irritating, while sitting naturally on the stone, greenery, and furniture finishes. The result is a refined interaction between light, form, and material — one that enhances the интерьер, supports wellbeing, and gives the lobby its warm, elegant character.



A FIREPLACE
AT THE HEART OF THE LOBBY

Positioned as the symbolic heart of the lobby, the large Scandinavian-style fireplace brings warmth, intimacy and a quiet sense of balance to the space. Designed as a contemporary gas or ethanol feature rather than a traditional wood-burning fireplace, it serves as an elegant source of atmosphere, visual comfort and understated character. More than a decorative element, it creates a natural focal point — a modern interpretation of the hearth as the centre of gathering, relaxation and resident experience within the lobby.



BRANDED RESIDENCES



DUBAI LAND RESIDENCE COMPLEX (DLRC)

THE WOW TOWER



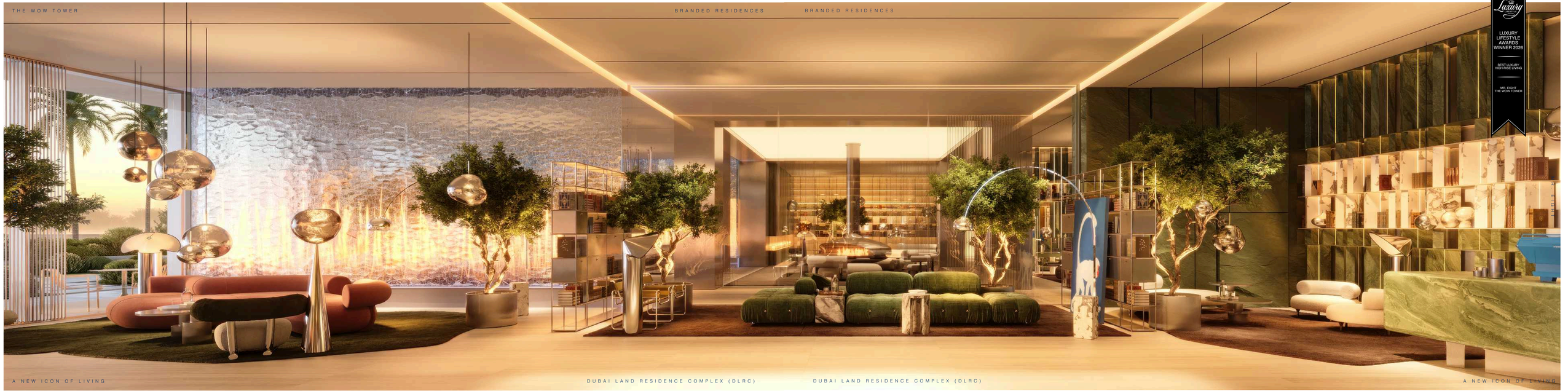
A NEW ICON OF LIVING



BARISTA CORNER

Residents of The WOW Tower can enjoy a dedicated barista coffee corner located on the ground floor, adding comfort and convenience to everyday life within the building. Designed as part of the lobby experience, it offers a welcoming place to start the day, meet informally or take a quiet pause in a refined and relaxed setting.

BRANDED RESIDENCES



DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING



HIGH-SPEED LIFT SYSTEM

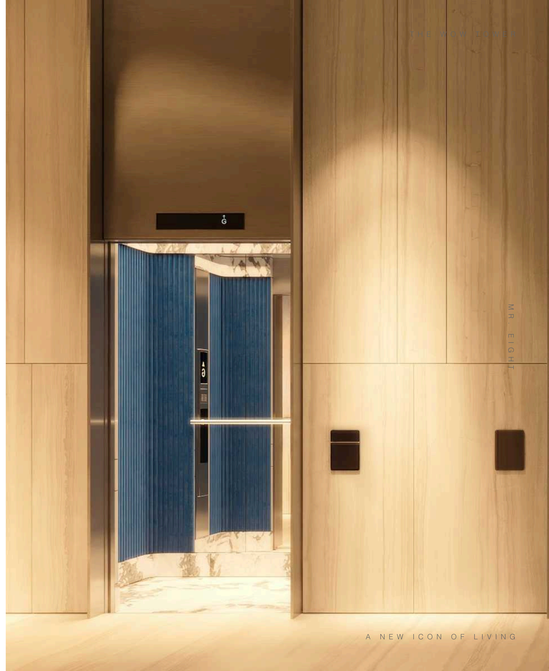
The WOW Tower is equipped with a high-performance lift system designed to ensure speed, efficiency and complete privacy for all users. The building features a total of 12 high-speed elevators, with fully separated vertical circulation for residential and office components. Dedicated lift cores allow residents and business users to move independently, minimizing crossover and ensuring a smooth, controlled flow throughout the tower.

Advanced access control systems further enhance privacy and security, allowing seamless yet restricted movement across different zones of the building. Every aspect of the lift experience is carefully planned to provide fast, discreet and comfortable access, supporting a premium standard of everyday living and working within the tower.



THE ART OF ARRIVAL

At The WOW Tower, special attention is given to the design of the lift cabins — a detail often overlooked in residential developments. At Mr. Eight, we see the elevator not just as a means of movement, but as a natural extension of the lobby experience. Carefully considered materials, lighting and finishes create a refined atmosphere that continues the architectural language of the building. It is important for us that residents enjoy a distinctive experience that makes every return home feel more special. Every journey within the tower is designed to feel seamless, comfortable and elevated, enhancing the overall living experience from the moment you arrive to the moment you reach your home.



BRANDED RESIDENCES
THE WOW TOWER

THE WOW TOWER

SKY WELLNESS & CINEMA CLUB

AT THE TOP OF THE TOWER

SET ON THE 39TH FLOOR, THE SKY GYM & SPA IS DESIGNED AS AN ELEVATED WELLNESS DESTINATION WITH PANORAMIC VIEWS OVER THE CITY. SPANNING APPROXIMATELY 600 SQ. M, IT COMBINES FITNESS AND RECOVERY WITHIN ONE REFINED ENVIRONMENT, INCLUDING TRAINING AREAS, A HAMMAM AND A SAUNA WITH IMMERSIVE GLASS WALLS OVERLOOKING THE SKYLINE. LUXURY FITNESS EQUIPMENT BY PENT COMPLETES THE SPACE, ADDING A DISTINCTIVE LAYER OF EUROPEAN CRAFTSMANSHIP. PREMIUM MATERIALS AND DESIGN-LED CHARACTER TO THE OVERALL EXPERIENCE. EXTENDING THIS UPPER-LEVEL LIFESTYLE OFFERING EVEN FURTHER, THE 45TH LEVEL ALSO FEATURES A PRIVATE CINEMA FOR RESIDENTS, ADDING A MORE EXCLUSIVE LEISURE DIMENSION TO THE EXPERIENCE AT THE TOP OF THE TOWER.

MR EIGHT
MR EIGHT

DUBAI LAND RESIDENCE COMPLEX (DLRC)
A NEW ICON OF LIVING







AN ICONIC SKY GYM & SPA

THE SKY GYM & SPA IS ONE OF THE WOW TOWER'S MOST ICONIC LIFESTYLE DESTINATIONS.

Set on the 39th floor, the Sky Gym & Spa is one of The WOW Tower's most distinctive lifestyle destinations. Spanning approximately 600 sq. m, the gym is designed as an elevated fitness environment with panoramic windows that open onto sweeping views of the city skyline. The space brings together essential zones for a complete training routine, including areas for stretching, functional movement, cardio and strength training, all within a setting shaped by light, openness and a strong visual connection to Dubai beyond.

Adjacent to the gym, a dedicated spa area includes a hammam and sauna, extending the experience into relaxation and recovery. These wellness spaces are designed to feel especially immersive, with glass walls that allow residents to enjoy panoramic city views even while seated inside the sauna, turning moments of rest into part of the architectural experience itself.

Luxury fitness equipment by PENT is featured within The WOW Tower's Sky Gym & Spa, bringing a more refined design language to the wellness experience. Created for premium residences, yachts, spas and high-end hospitality spaces, PENT combines handcrafted European quality with statement materials such as stainless steel, natural wood and genuine leather. The experience is further complemented by open-air lounge terraces on the rooftop, offering residents additional space to unwind, pause and enjoy the skyline in a more relaxed outdoor setting. Together, these elements reinforce The WOW Tower's wider commitment to elevated living, where even fitness and wellness are expressed through design, craftsmanship and atmosphere.

Luxury
LUXURY LIFESTYLE AWARDS WINNER 2026
BEST LUXURY HIGH-RISE LIVING
MPL EIGHT THE WOW TOWER






BOXPT
equipment
60





BRANDED RESIDENCES



THE WOW TOWER
MR EIGHT



THE WOW TOWER

SAUNA & HAMMAM WITH PANORAMIC VIEWS

The sauna and hammam are conceived as immersive wellness spaces where ritual, architecture and panoramic views come together in one elevated experience. Both rooms are designed with full-height double glazing facing the city, allowing residents to enjoy Dubai's skyline and distant horizons while surrounded by heat, steam and calm. The sauna draws on the clarity of contemporary Scandinavian design, where clean lines, simplicity and a strong connection to light and atmosphere shape the experience, while the hammam brings in the softer, enveloping character of traditional steam rituals, long associated with warmth, cleansing and gradual relaxation. Together, they create a modern thermal retreat in which the view becomes part of the ritual itself.

GYM & SPA CHANGING LOUNGE

Designed as an integral part of the wellness experience, the changing area of the spa centre is conceived as a spacious and light-filled environment where comfort, privacy and atmosphere come together. Framed by large panoramic windows, the space feels open, calm and naturally bright, turning a practical everyday function into a more refined part of the overall ritual. Separate male and female changing zones create a more complete and comfortable spa experience, allowing residents to move through wellness, preparation and recovery within a setting designed to feel seamless, private and fully considered. Vanity and washbasin elements by Antonio Lupi, together with Dyson hairdryers, add an extra layer of design quality, comfort and everyday convenience, reinforcing the elevated character of the wellness environment.

antoniolupi dyson

DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING

BRANDED RESIDENCES

THE WOW TOWER



MR EIGHT

FRAME 45
THE PRIVATE CINEMA CLUB

Frame 45 is a private indoor cinema located at the top of the building, designed as an exclusive shared amenity for residents to enjoy screenings, quiet evenings and immersive viewing experiences in a more intimate setting. Reservations can be made through the building's AI assistant, integrated into WhatsApp and available to all residents, making access simple and seamless. As part of The WOW Tower's wider smart-living ecosystem, alongside the coworking and other shared spaces, Frame 45 is equipped with a contemporary Dolby Surround sound system designed to deliver depth, clarity and a rich atmospheric experience. A dedicated popcorn machine adds a final cinematic touch, turning every film into a more engaging and memorable moment above the city.

DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING





KIDS' PLAYROOM

A SAFE SPACE FOR PLAY

Designed as a dedicated children's environment within The WOW Tower, the Kids' Play Room offers a safe, comfortable and thoughtfully planned space where children can play, explore and enjoy time in a setting created around their needs. Filled with toys, soft elements and child-friendly features, it provides residents with the added convenience of having a secure indoor space within the building, whether for supervised play, time with a nanny or simply a more private and protected environment for their child.

DUBAI LAND RESIDENCE COMPLEX (DLRC)
A NEW ICON OF LIVING

BRANDED RESIDENCES
THE WOW TOWER

THE WOW TOWER

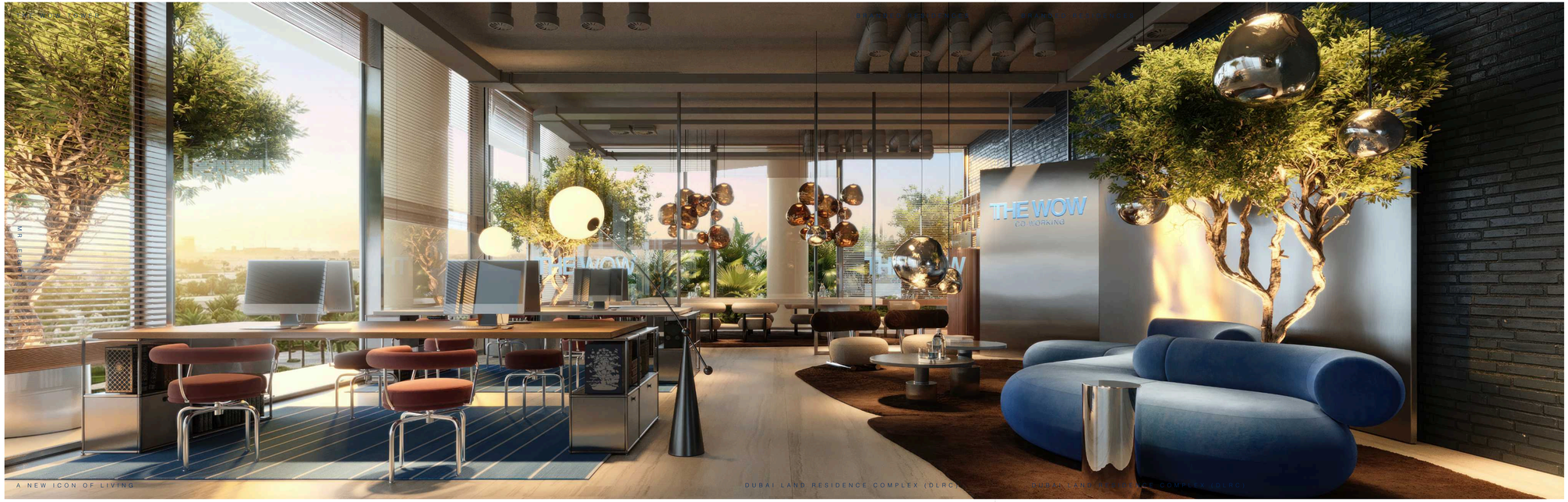
EXECUTIVE LOUNGE

A PRIVATE WORK LOUNGE FOR RESIDENTS

INNOVATION CLUB IS A COMPACT, TECHNOLOGY-DRIVEN COWORKING SPACE DESIGNED TO GIVE RESIDENTS OF THE WOW TOWER A COMPLETE AND COMFORTABLE ENVIRONMENT FOR WORK, STUDY AND ONLINE COMMUNICATION WITHIN ONE SEAMLESS SETTING. EQUIPPED WITH COMPUTERS, HIGH-SPEED COMPLIMENTARY INTERNET, STREAMING CAMERAS FOR CALLS AND CONTENT CREATION, A PRIVATE MEETING ROOM, QUIET ROOMS FOR ZOOM SESSIONS OR FOCUSED WORK, COMPLIMENTARY DRINKING WATER, AND FLEXIBLE AREAS FOR INDIVIDUAL TASKS OR INFORMAL COLLABORATION, IT IS CREATED FOR THE RHYTHM OF MODERN DAILY LIFE. THE SPACE ALSO FEATURES ITS OWN TERRACE, OFFERING RESIDENTS THE OPPORTUNITY TO STEP OUTSIDE, TAKE A BREAK, WALK, RESET AND RETURN TO WORK IN A MORE BALANCED AND PRODUCTIVE STATE OF MIND.

MR EIGHT
MR EIGHT

DUBAI LAND RESIDENCE COMPLEX (DLRC)
A NEW ICON OF LIVING



CLUB ACCESS TO WORK & STUDY INFRASTRUCTURE

At The WOW Tower, work becomes part of a seamless and elevated lifestyle. The WOW Innovation Hub is a thoughtfully designed coworking space created for residents who value flexibility, focus and intelligent convenience. Whether for remote work, private meetings, study sessions or creative collaboration, it provides a refined setting where productivity feels natural and effortless.

Combining elegant design with future-ready infrastructure, the space includes a carefully planned mix of focused and collaborative environments, supported by integrated digital access and strong everyday functionality. As part of the building's wider live-study-work concept, it reflects a new model of urban living where home, work and progress exist in one connected destination.

CLUB ACCESS TO WORK & STUDY INFRASTRUCTURE

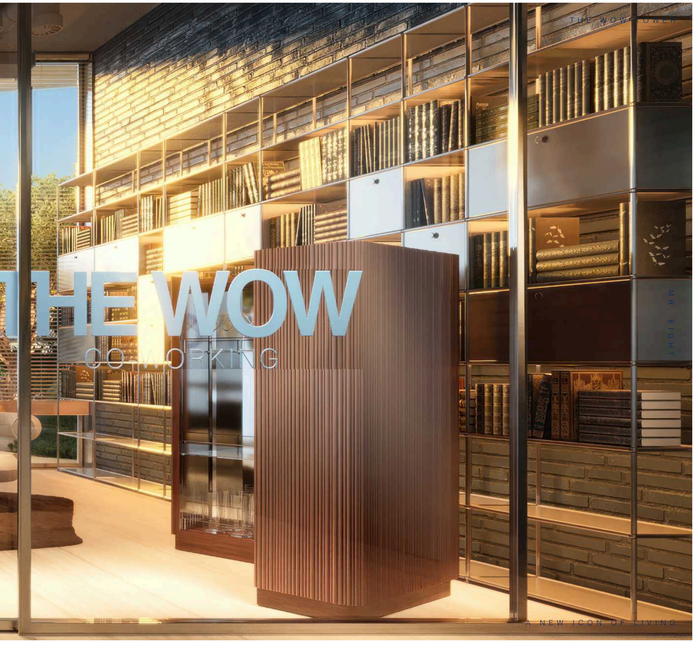
- Coworking
- Quiet Rooms
- Zoom Rooms
- Bookable Meeting Room
- Creator Booth / Podcast Room
- Printing / Scanning
- High-Speed Wi-Fi
- Terrace Work Lounge

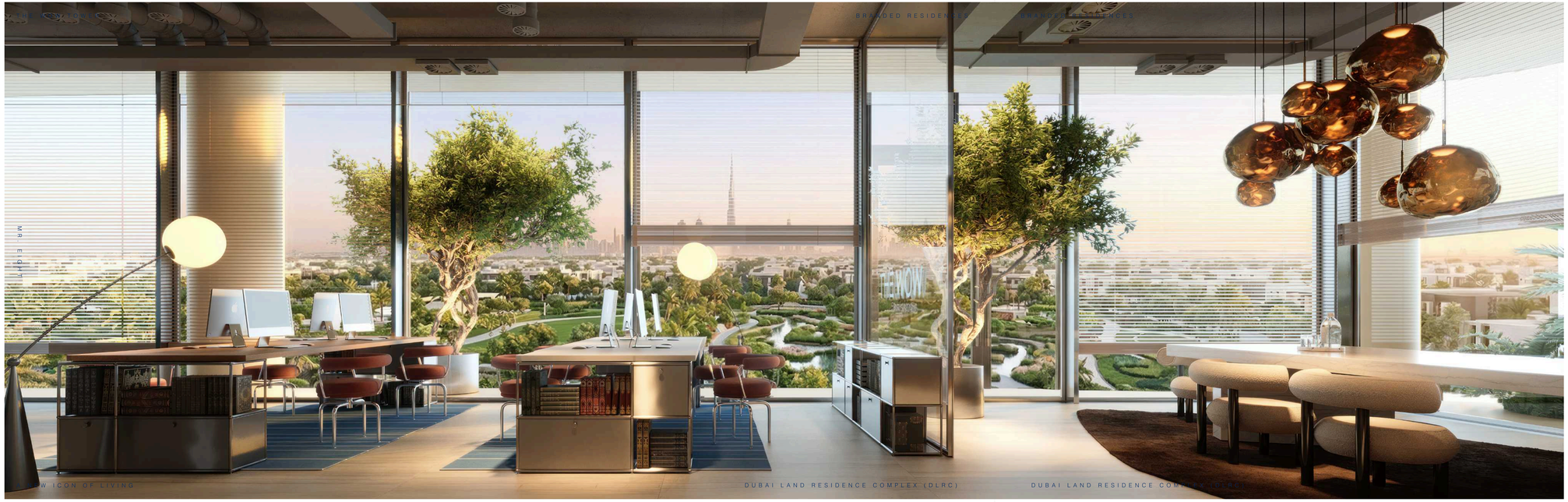
A BOUTIQUE WORK CLUB

A compact, technology-driven coworking environment designed to support the rhythm of modern daily life at The WOW Tower. Equipped with computers, high-speed complimentary internet, streaming cameras for calls and content creation, a private meeting room, quiet rooms for Zoom sessions or focused work, complimentary drinking water, and flexible areas for individual tasks or informal collaboration, it offers residents a complete and comfortable setting for work, study and online communication. Its private terrace adds another layer to the experience, giving residents the opportunity to step outside, reset and return in a more balanced and productive state of mind.









AI CONCIERGE
WOW ASSISTANT

A unified digital building assistant available through the resident app, WhatsApp or voice interface, designed to make everyday living more seamless and intuitive. From booking amenities and arranging housekeeping to submitting maintenance requests, managing visitor access, receiving deliveries, paying for services, checking shuttle schedules, reserving meeting rooms and staying connected to community events, it brings the entire building experience into one intelligent system.

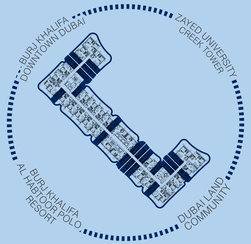
THE WOW TOWER

SUITE

ALL SUITES ARE THOUGHTFULLY PLANNED AROUND THE CORE DESIGN PRINCIPLE OF FUNCTIONAL SPACE UTILIZATION. LARGE PANORAMIC WINDOWS AND SLIDING ALUMINIUM WINDOW SYSTEMS BRING IN NATURAL LIGHT, ENHANCING THE SENSE OF OPENNESS THROUGHOUT EACH INTERIOR. A KEY FEATURE OF EVERY SUITE IS THE FULLY FITTED KITCHEN, PRODUCED IN ITALY UNDER THE LA CUCINA OTTO CONCEPT AND DESIGNED TO COMBINE MODERN AESTHETICS WITH EVERYDAY PRACTICALITY. CRAFTED FROM FINGERPRINT-RESISTANT MATERIALS AND EQUIPPED WITH BUILT-IN APPLIANCES BY THE GERMAN BRAND BOSCH, THE KITCHEN OFFERS A COMPLETE, HIGH-QUALITY SOLUTION CREATED FOR COMFORTABLE MODERN LIVING.

BOSCH
BUILT-IN APPLIANCES BY BOSCH

LA CUCINA OTTO
TRADITION, TASTE, AND TIMELESS DESIGN

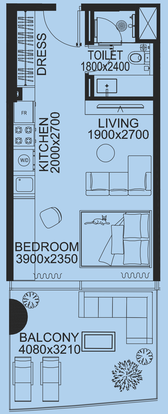


SUITES
SMARTLY PLANNED

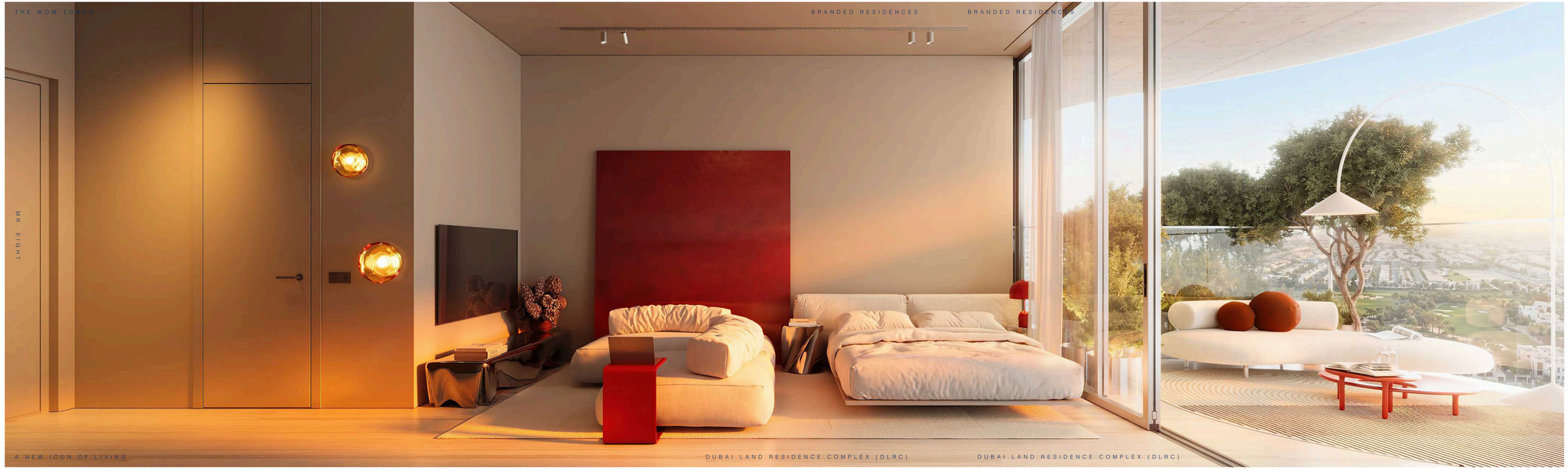
LOCATED BETWEEN THE 17TH AND 38TH FLOORS,
WITH OPEN VIEWS, ABUNDANT NATURAL LIGHT,
AND AN ELEVATED PANORAMIC LIVING EXPERIENCE

TOTAL AREAS RANGE FROM 377 TO 511 SQ. FT. (35 TO 47 SQ. M.)
PRICES START FROM AED 709,000 AND REACH UP TO AED 840,000

The suites at The WOW Tower are designed with a contemporary approach to functional planning, where every square meter is thoughtfully arranged to support comfortable modern living. The layouts are efficient, intuitive and easy to enjoy, creating well-balanced spaces that bring together relaxation, daily routines and practical use. Carefully positioned living areas are enhanced by natural light, while balconies extend each residence outward, offering a private outdoor setting for unwinding or enjoying the view. Floor-to-ceiling sliding windows further enhance the sense of openness, connecting the interiors with the skyline and filling the suites with a bright, airy atmosphere.



BRANDED RESIDENCES



DUBAI LAND RESIDENCE COMPLEX (DLRC)

THE WOW TOWER

MR EIGHT

SMARTLY PLANNED

THOUGHTFULLY DESIGNED FOR MODERN LIVING

The residences at The WOW Tower are designed around functional modern living, with layouts that feel open, efficient and easy to enjoy every day. Living spaces are carefully planned to maximize comfort, natural light and usability, while spacious balconies extend the home outward, creating a private outdoor setting for relaxing, dining or simply enjoying the view. Large sliding windows further enhance the sense of openness, connecting the interiors with the skyline and bringing a bright, airy atmosphere into the residence.

A NEW ICON OF LIVING

LUXURY LIFESTYLE AWARDS WINNER 2026

BEST LUXURY HIGH-RISE LIVING

MR. EIGHT THE WOW TOWER

ITALIAN CRAFTSMANSHIP
IN EVERY DETAIL

The interior specification is defined by a strong focus on European quality, refined finishes and everyday functionality. Each residence features Italian tailor-made kitchens with bespoke cabinetry, modern metallic nano-finish surfaces and fully integrated Bosch appliances.

Particular attention has been given to durability and ease of maintenance. Advanced nano-finish materials are designed to resist fingerprints and micro-scratches, keeping surfaces cleaner, sharper and easier to maintain in everyday use.

Built-in wardrobes are crafted with the same level of detail, incorporating integrated LED lighting and elegant aluminium-framed glass doors. Manufactured in Italy, including production in San Marino, and assembled by experienced European specialists, these interiors reflect precision, functionality and understated elegance — bringing lasting value to everyday living.

DUBAI LAND RESIDENCE COMPLEX (DLRC)

PLATINUM KITCHEN

FINGERPRINT-RESISTANT

Crafted in San Marino, Italy, the Cucina Otto kitchen reflects a level of quality shaped by European production standards and long-standing specialist expertise. Its installation in Dubai is carried out exclusively by an experienced European team with over 20 years of dedicated work in the design, production and assembly of kitchens and wardrobes. This level of precision is especially important, as a kitchen is not only a design feature, but also a complex and highly functional system where craftsmanship, technical accuracy and durability must work in complete harmony.

BRANDED RESIDENCES

THE WOW TOWER

DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING

THE WOW TOWER

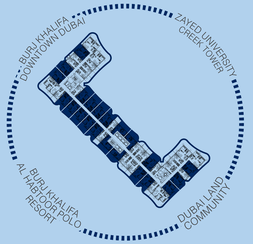
ONE-BEDROOM

ALL LAYOUTS ARE THOUGHTFULLY PLANNED AROUND THE CORE DESIGN PRINCIPLE OF FUNCTIONAL SPACE UTILIZATION. LARGE PANORAMIC WINDOWS AND SLIDING ALUMINIUM WINDOW SYSTEMS BRING IN NATURAL LIGHT AND ENHANCE THE SENSE OF OPENNESS THROUGHOUT THE INTERIORS. A KEY FEATURE OF EACH RESIDENCE IS THE WELL-DESIGNED KITCHEN, CRAFTED FROM FINGERPRINT-RESISTANT MATERIALS AND EQUIPPED WITH HIGH-QUALITY BUILT-IN APPLIANCES. PRODUCED IN ITALY, THE KITCHEN FORMS PART OF THE PROJECT'S SIGNATURE CONCEPT KNOWN AS CUCINA OTTO.

BOSCH
BUILT-IN APPLIANCES BY BOSCH

LA CUCINA OTTO
TRADITION, TASTE, AND TIMELESS DESIGN

BRANDED RESIDENCES



CLASSIC
ONE-BEDROOM RESIDENCE

A TIMELESS AND MOST IN-DEMAND ONE-BEDROOM RESIDENCE DESIGNED WITH TWO BATHROOMS, PRIVATE LAUNDRY AND MULTIPLE VIEW ORIENTATIONS

TOTAL AREAS FROM 670 TO 842 SQ. FT. (62 TO 78 SQ. M.)
PRICES START FROM APPROXIMATELY
AED 1,084,000 AND GO UP TO AROUND AED 1,436,000

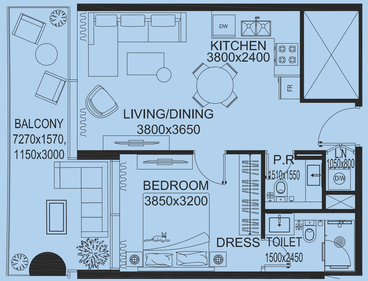
The one-bedroom apartment at The WOW Tower represents one of the market's most sought-after and versatile layouts, combining daily functionality with a refined residential feel. Designed around comfortable modern living, it features a corner Italian kitchen, handcrafted with a strong emphasis on quality, practicality and timeless design. All built-in kitchen appliances are by Bosch, while a dedicated utility space near the entrance provides a separate area for both a washing machine and dryer, helping keep the main living areas clean and well organized.

The interior specification is further elevated by Italian built-in wardrobes, handcrafted with the same attention to detail and enhanced by integrated LED lighting inside. Together, these elements create a residence that feels polished, efficient and easy to live in — a classic one-bedroom format with strong market appeal, well suited for both end users and investors.

DUBAI LAND RESIDENCE COMPLEX (DLRC)

DUBAI LAND RESIDENCE COMPLEX (DLRC)

THE WOW TOWER



MR EIGHT

A NEW ICON OF LIVING



Luxury
LUXURY LIFESTYLE AWARDS WINNER 2026
BEST LUXURY HIGH-RISE LIVING
MR. EIGHT THE WOW TOWER

BRANDED RESIDENCES



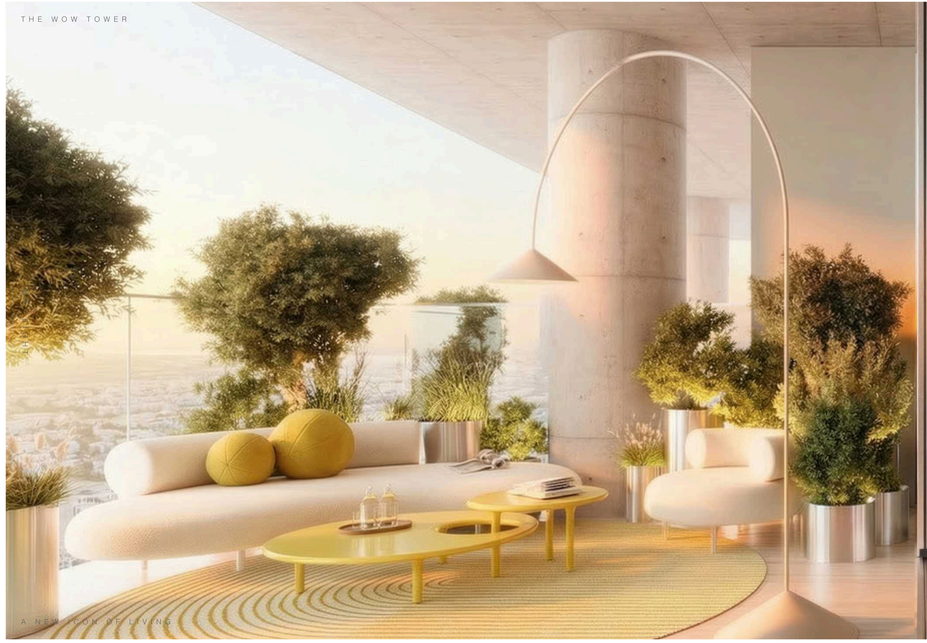
LUXURY LIFESTYLE AWARDS WINNER 2026

BEST LUXURY HIGH-RISE LIVING

MR. EIGHT THE WOW TOWER

DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING





FUNCTIONAL LIVING
WITH EXTENDED OUTDOOR SPACE

Thoughtfully planned layouts are created for comfortable everyday living, with balconies designed not simply as an addition, but as a functional extension of the home itself. Spacious outdoor areas offer residents the opportunity to create a true open-air lounge setting for relaxing, dining or enjoying the views for much of the year. A key element of this concept is the use of functional sliding aluminium frames, which allow the balcony to open up seamlessly and connect with the main interior living space. When fully opened, these frames visually and physically unite the indoor and outdoor areas, enhancing the sense of openness, flexibility and natural flow throughout the residence. This creates a more versatile living environment, where the balcony becomes part of the daily lifestyle rather than a separate exterior zone. Combined with strong view orientation and generous access to daylight, this design approach adds both practicality and a more elevated residential experience to each home.



BRANDED RESIDENCES



DUBAI LAND RESIDENCE COMPLEX (DLRC)
MR EIGHT

THE WOW TOWER

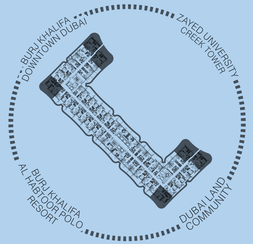
TWO-BEDROOM

ALL LAYOUTS ARE THOUGHTFULLY PLANNED AROUND THE CORE DESIGN PRINCIPLE OF FUNCTIONAL SPACE UTILIZATION. LARGE PANORAMIC WINDOWS AND SLIDING ALUMINIUM WINDOW SYSTEMS BRING IN NATURAL LIGHT AND ENHANCE THE SENSE OF OPENNESS THROUGHOUT THE INTERIORS. A KEY FEATURE OF EACH RESIDENCE IS THE WELL-DESIGNED KITCHEN, CRAFTED FROM FINGERPRINT-RESISTANT MATERIALS AND EQUIPPED WITH HIGH-QUALITY BUILT-IN APPLIANCES. PRODUCED IN ITALY, THE KITCHEN FORMS PART OF THE PROJECT'S SIGNATURE CONCEPT KNOWN AS CUCINA OTTO.

BOSCH
BUILT-IN APPLIANCES BY BOSCH

LA CUCINA OTTO
TRADITION, TASTE, AND TIMELESS DESIGN

BRANDED RESIDENCES



LIMITED CORNER
TWO-BEDROOM RESIDENCES

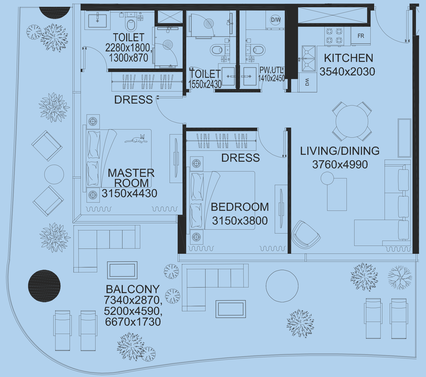
A RARE COLLECTION OF CORNER APARTMENTS WITH TWO BEDROOMS, THREE BATHROOMS, PANORAMIC WINDOWS AND OPEN CITY VIEWS.

TOTAL AREAS FROM 1,220 TO 1,461 SQ. FT. (113 TO 136 SQ. M.)
PRICES START FROM APPROXIMATELY
AED 1.88 MILLION AND GO UP TO AROUND AED 2.44 MILLION

The 2-bedroom corner apartments at The WOW Tower are among the building's most distinctive and limited layouts, defined by their rare corner configuration, wider views and stronger natural light. With two separate bedrooms, three bathrooms and panoramic glazing, these homes offer a brighter atmosphere and a greater sense of space.

Designed for elevated everyday living, they feature Italian tailor-made kitchens, built-in Bosch appliances, and Italian wardrobes with integred LED lighting and elegant glass doors in aluminium frames. Produced in Italy, including San Marino, and assembled by experienced European specialists, these apartments combine refined craftsmanship, functionality and a strong signature character within the tower.

THE WOW TOWER



A NEW ICON OF LIVING

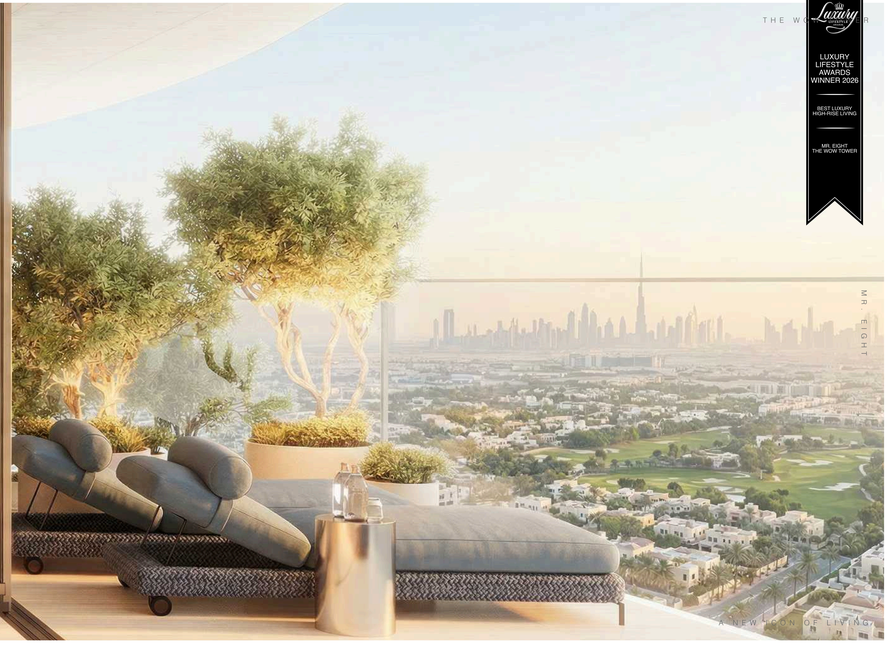
MR EIGHT

MR EIGHT

DUBAI LAND RESIDENCE COMPLEX (DLRC)

DUBAI LAND RESIDENCE COMPLEX (DLRC)





LUXURY LIFESTYLE AWARDS WINNER 2026
BEST LUXURY HIGH-RISE LIVING
MR. EIGHT
THE WOW TOWER









BRANDED RESIDENCES

THE WOW TOWER

MR EIGHT

DUBAI LIFE SCIENCES COMPLEX (DLSC)



EVERY DETAIL CONSIDERED

DETAILS THAT DEFINE COMFORT

In the bathroom, every detail is thoughtfully considered, reflecting a design approach where nothing is accidental and every element has its purpose. Created as a space where functionality and design exist in harmony, it combines practical everyday comfort with a clean and refined aesthetic. From integrated storage solutions to the overall balance of the layout, each detail is designed to make the space feel intuitive, elegant and complete.



BRANDED RESIDENCES
THE WOW TOWER

THE WOW TOWER

ARCHITECTURE
AS A LANGUAGE OF COMMUNICATION

THE ARCHITECTURE OF THE WOW TOWER BRINGS TOGETHER THE STRENGTH OF BRUTALIST VOLUME WITH THE ELEGANCE OF WAVE-LIKE FAÇADES, CREATING A DISTINCTIVE EXTERIOR THAT FEELS BOTH BOLD AND REFINED. WHILE THE BUILDING IS GROUNDED IN A ROBUST ARCHITECTURAL LANGUAGE, ITS FLOWING FAÇADE LINES SOFTEN THE MASSING AND INTRODUCE MOVEMENT, LIGHTNESS AND VISUAL RHYTHM TO THE COMPOSITION. THIS BALANCE BETWEEN SCULPTURAL SOLIDITY AND REFINED FAÇADE AESTHETICS ALLOWS THE TOWER TO STAND OUT AS A GRACEFUL AND CONTEMPORARY ADDITION TO THE SURROUNDING URBAN LANDSCAPE.

p.s. mr. eight

MR EIGHT
MR EIGHT

DUBAI LAND RESIDENCE COMPLEX (DLRC)
A NEW ICON OF LIVING

WAVE-LIKE FACADES
DEFINING A MODERN SILHOUETTE

Wave-like façades have become a defining feature of contemporary architecture, bringing movement, softness and a more sculptural identity to the urban skyline. In The WOW Tower, this undulating architectural language gives the building a distinctive modern presence, allowing it to stand out with elegance rather than excess. More than a visual gesture, it introduces rhythm, depth and a refined sense of fluidity to the exterior, making the tower a strong and memorable addition to its architectural setting.

BRANDED RESIDENCES



THE WOW TOWER



MR EIGHT

A NEW ICON OF LIVING

FOOD & BEVERAGE
AS PART OF DAILY LIFE

The ground floor of The WOW Tower is designed to include four spacious retail units, each complemented by generous terraces and open views towards the mosque, creating a distinctive setting for dining, cafés and lifestyle concepts. As part of the building's own internal infrastructure, these spaces are envisioned to bring curated food and beverage experiences directly into the everyday life of the project, including Italian and Greek restaurant concepts. More than a retail component, this level is designed to add convenience, atmosphere and a stronger sense of destination to the tower as a whole.

BRANDED RESIDENCES

THE WOW TOWER

DUBAI LAND RESIDENCE COMPLEX (DLRC)

DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING



INFINITY SIGNATURE

A polished steel infinity sign placed beside the entrance has become a distinctive signature of Mr. Eight Residences. Present across the brand's projects, it serves as a recognisable design marker at the point of arrival — reflecting continuity, identity and a lasting architectural presence.

SURROUNDED BY GREEN PARKS

The setting of The WOW Tower is defined by a quieter and more composed relationship with its surroundings. Facing a green park landscape and the grounds of the nearby mosque, the building enjoys a more open and peaceful frontage, free from the intensity of a busy traffic street. A private internal driveway manages arrivals and departures within the project itself, allowing vehicles to enter and exit the building without disrupting the main façade experience. This creates a more comfortable, residential atmosphere where greenery, openness and a sense of calm become an integral part of daily life.

BRANDED RESIDENCES



EXECUTIVE LOUNGE TERRACE

A dedicated green terrace designed exclusively for users of the building's "business suites" offices, the Executive Lounge Terrace offers a private outdoor setting for breaks, informal meetings and moments of reset throughout the day. Accessible through a separate office flow that remains independent from the residential areas of the tower, it creates a more discreet, comfortable and professionally oriented environment for tenants and office users.

CORNER RESIDENCES AS ARCHITECTURAL ACCENTS

Positioned at the corners of the tower, the two-bedroom residences form some of the building's most premium homes, distinguished by their elevated placement, stronger views and more expressive architectural presence. Their bedrooms are enhanced by large panoramic corner windows, bringing in natural light from multiple sides and creating a brighter, more open living experience with a stronger connection to the skyline.

THE WOW TOWER

A NEW ICON OF LIVING

BRANDED RESIDENCES

SKY CLUB

Located on Level 39 high above the city, this dedicated amenity floor is designed as an elevated environment for wellbeing, leisure and everyday comfort. It brings together a contemporary spa complex, gym, children's room and outdoor terrace within one cohesive shared setting, allowing residents to move easily between exercise, relaxation, family time and moments of quiet pause. More than just a collection of amenities, it is conceived as a lifestyle destination within the tower itself — a place where residents can recharge, restore balance and enjoy a more complete daily experience from a distinctly higher perspective.

A NEW ICON OF LIVING

MR EIGHT

PANORAMIC VIEWS FROM EVERY ANGLE

Positioned at the corner of the building, this residence benefits from a more open panoramic outlook and a brighter, more expansive living experience. With its corner placement and large windows, the apartment is designed to capture wider views, bring in more natural light and create a stronger connection between the interior and the skyline.

BRANDED RESIDENCES

THE WOW TOWER



DUBAI LAND RESIDENCE COMPLEX (DLRC)

A NEW ICON OF LIVING

BRANDED RESIDENCES



THE WOW TOWER

SKY CLUB GYM & SPA

WHERE WELLNESS MEETS THE SKYLINE

Positioned high above the city, Sky Club Gym & Spa is designed as an elevated wellness destination where movement, recovery and relaxation come together in one inspiring setting. With contemporary fitness facilities, spa amenities and panoramic views, it offers residents a daily environment shaped by balance, energy and a stronger connection to the skyline.

ARCHITECTURE WITH CHARACTER

The architecture of the building is shaped by a bold and distinctive design language that combines strong structural presence with refined contemporary elegance. Defined by expressive volumes, wave-like façades and a confident silhouette, the tower brings together the solidity of modern architectural form with a softer, more fluid exterior identity. The result is a building that feels striking yet balanced — a carefully composed architectural statement designed to stand out within the city while remaining timeless in its presence.

THE WOW TOWER

MR EIGHT

THE WOW TOWER

A NEW DLRC ICON

The WOW Tower is a landmark high-rise located in Dubai Land Residence Complex (DLRC), within the greater Dubailand district. Envisioned as the tallest and most distinctive residential address in the area, it is set to become a defining addition to the skyline. With its bold architecture, contemporary character, and elevated standard of living, the tower is designed as a new vertical destination for modern Dubai.

MR EIGHT

50/50
INVESTMENT PLAN

BOOKING AED 70.000
20% + 4% DLD + ADMIN FEE ON SPA SIGNING
5% WITHIN 6 MONTHS FROM THE BOOKING DATE
5% AFTER 12 MONTHS
10% UPON 30% CONSTRUCTION COMPLETION
10% UPON 75% CONSTRUCTION COMPLETION
50% ON HANDOVER UPON 100% CONSTRUCTION COMPLETION, ESTIMATED COMPLETION Q3 2029

RESALE OPTION AVAILABLE ONCE 24% IS PAID
ALL PAYMENTS ARE LINKED TO CONSTRUCTION MILESTONES

SERVICE CHARGE
THE ANNUAL SERVICE CHARGE IS CALCULATED BASED ON THE TOTAL AREA OF THE APARTMENT.
AED 18/FT² PER YEAR FOR THE INTERIOR APARTMENT AREA
AED 4.5/FT² PER YEAR FOR BALCONIES

BRANDED RESIDENCES

THE WOW TOWER



WHO IS MR. EIGHT?

Mr. EIGHT Development stands among the
TOP 100 Real Estate Developers of the World, as recognized by Luxury LifestyleAwards.

LAND ACQUISITION, PLANNING & DEVELOPMENT

We begin with the most important decision — location. Every plot is carefully selected by our team to ensure long-term value, architectural potential, and strong market demand. We choose only those sites that meet our highest criteria.

IN-HOUSE DESIGN DEVELOPMENT

All concept creation, architectural planning, technical documentation, interior design, branding, marketing, and sales are carried out in-house. This gives us complete control, allowing each project to be cohesive, iconic, and thoughtfully crafted for end-users and investors.

CONSTRUCTION AND DELIVERY

Our final stage is execution — building and realising the project. From construction oversight to final finishing, we maintain the same attention to detail that defines the Mr. Eight philosophy. The result is a product built to the highest standards of luxury living.



EMILS DAUJATS
Director



ALEXANDRA MOGILEVSKAYA
Executive Director

WE DESIGN, DEVELOP, AND DELIVER EVERYTHING IN-HOUSE

Mr. Eight Development is a boutique real estate developer dedicated to creating exclusive residences that embody European refinement and craftsmanship. Each project reflects a balance of timeless design, thoughtful functionality, and emotional warmth — homes crafted with the same care and detail we would desire for ourselves. Attention to detail is at the core of our DNA, shaping every decision from concept to completion. Our vision goes beyond construction; it is about creating meaningful living spaces that inspire comfort, beauty, and lasting value.

p.s. mr. eight

Class over glamour: the subtle revolution in Dubai's luxury real estate

The new Dubai luxury is silent, it's about air, light, wellness, not chandeliers

Dubai Broker Releases Market Outlook Highlighting Expo City and Dubai Islands as Emerging Residential Growth Areas

Why Boutique Developers Are Beating Dubai's Giants — The Case of Mr Eight

Dubai's real estate market is the most competitive property arena in the world right now. In a city where two to three new developers enter the market every week, survival is not guaranteed — and success is not inherited by brand name

Mindful luxury: The rise of conscious wealth in Dubai's flashy real estate market

How a new generation of investors is redefining opulence with purpose and sustainability

MR. EIGHT
AWARDS & RECOGNITION

Mr. Eight is recognized on Dubai Islands for signature projects including Villa del DIVOS, Villa del BRUNELLO, Villa del GAVI, and Villa del GARDA. The developer, Mr. Eight Development, has received international recognition from the London-based International Property Awards and the New York–based Luxury Lifestyle Awards, including two 2025 awards for INTERSTELLAR Tower: Best Luxury Sustainable Residential Development and Best Luxury Sustainable High-Rise Living.

VILLA DEL DIVOS



VILLA DEL BRUNELLO



VILLA DEL GAVI



INTERSTELLAR TOWER





BRANDED RESIDENCES
THE WOW TOWER

MR.EIGHT
BRANDED RESIDENCES

LEGAL DISCLAIMER

ALL DRAWINGS AND VISUALS ARE CONCEPTUAL RENDERINGS, AND MR. EIGHT DEVELOPMENT EXPRESSLY RESERVES THE RIGHT TO MAKE MODIFICATIONS AT ANY TIME. ACTUAL VIEWS MAY VARY AND CANNOT BE GUARANTEED. VIEWS SHOWN SHOULD NOT BE RELIED UPON AS THE ACTUAL VIEW FROM ANY SPECIFIC UNIT WITHIN THE DEVELOPMENT. PRICES, PLANS, DESIGN INTERPRETATIONS, AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE. PHOTOGRAPHS USED IN MARKETING MATERIALS MAY BE STOCK IMAGERY INTENDED TO ILLUSTRATE POTENTIAL LIFESTYLES AND DO NOT REFLECT ACTUAL UNIT CONDITIONS. ALL DIMENSIONS ARE APPROXIMATE, AND FLOOR PLANS ARE SUBJECT TO UPDATES. MR. EIGHT DEVELOPMENT MAKES NO REPRESENTATION OR WARRANTY THAT THE FINAL SQUARE FOOTAGE, COLUMN PLACEMENTS OR LAYOUTS WILL MATCH THOSE DEPICTED IN PROMOTIONAL MATERIALS. IMPROVEMENTS, LANDSCAPING, AND AMENITIES SHOWN MAY BE CONCEPTUAL AND ARE NOT GUARANTEED TO BE DELIVERED AS ILLUSTRATED. MR. EIGHT DEVELOPMENT MAKES NO REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE ACCURACY, COMPLETENESS, OR SUITABILITY OF THE INFORMATION CONTAINED IN THIS MATERIAL. NOTHING CONTAINED HEREIN CONSTITUTES AN OFFER, REPRESENTATION, WARRANTY, OR CONTRACTUAL COMMITMENT. THIS MATERIAL IS NOT INTENDED TO FORM PART OF ANY CONTRACT OR AGREEMENT. THIS IS NOT AN OFFER TO SELL OR A SOLICITATION TO PURCHASE IN ANY JURISDICTION WHERE SUCH ACTIVITY IS PROHIBITED OR RESTRICTED. PLEASE CONSULT THE OFFICIAL PROSPECTUS OR SALES AGREEMENT FOR BINDING TERMS AND SPECIFICATIONS. ALL PURCHASERS ARE SOLELY RESPONSIBLE FOR CONDUCTING THEIR OWN INDEPENDENT DUE DILIGENCE PRIOR TO MAKING ANY PURCHASE DECISION.

THE WOW
TOWER

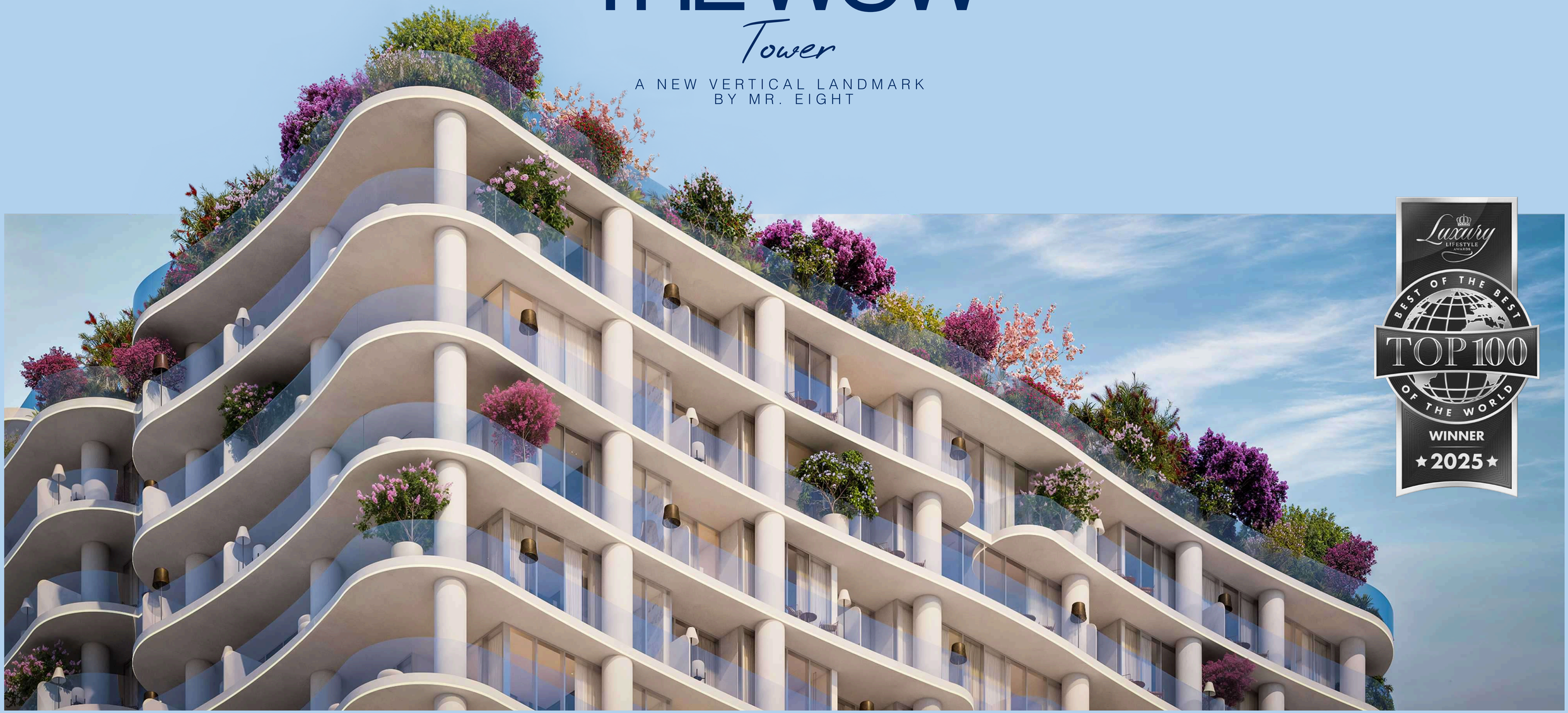
MR EIGHT
MR EIGHT

DUBAI LAND RESIDENCE COMPLEX (DLRC)
A NEW ICON OF LIVING

THE WOW

Tower

A NEW VERTICAL LANDMARK
BY MR. EIGHT



Luxury Lifestyle Awards
BEST OF THE BEST
TOP 100
OF THE WORLD
WINNER
★ 2025 ★