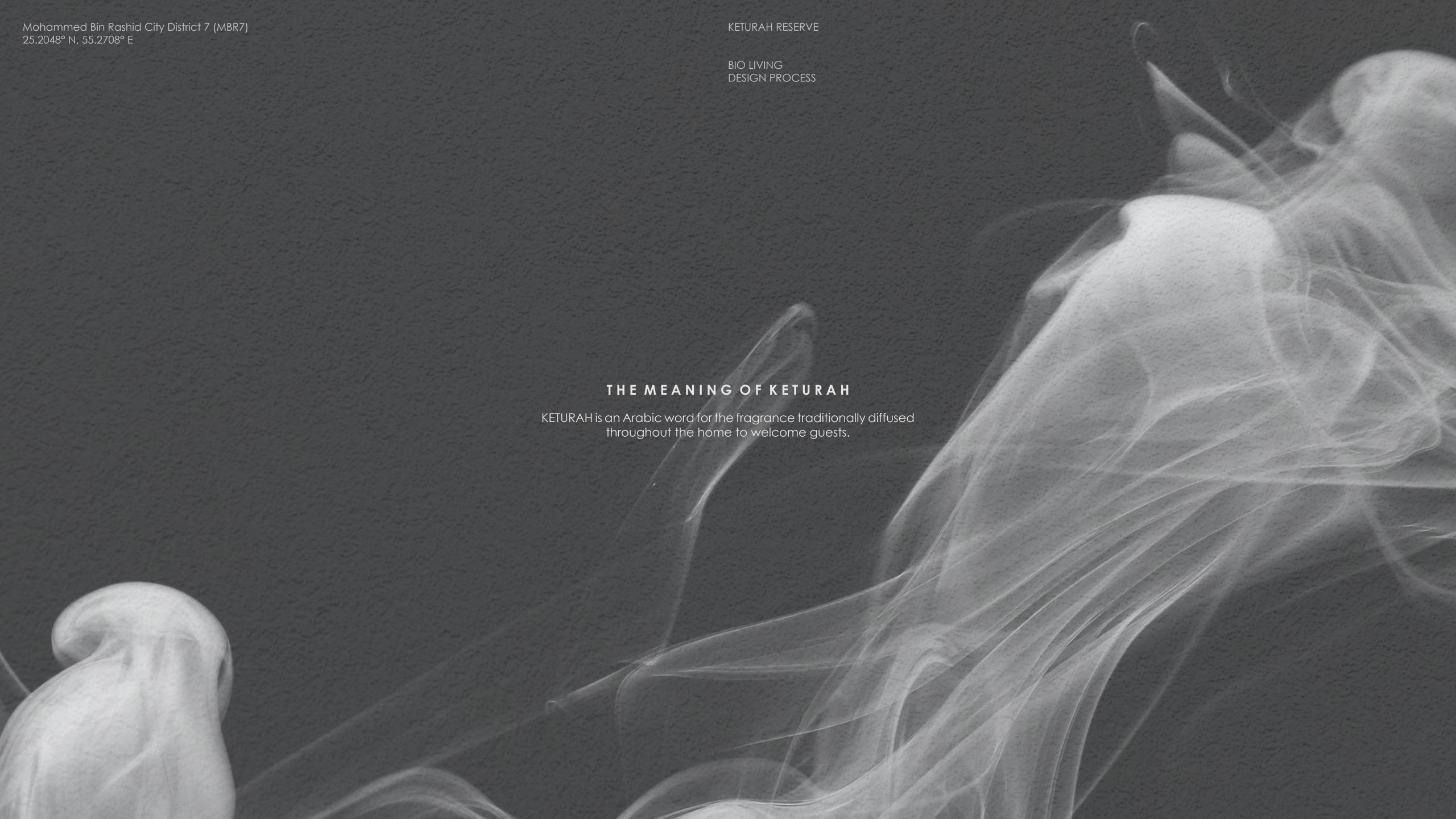


WELCOME TO KETURAH RESERVE TRANSFORMATIONAL LIVING
THROUGH THE DESIGN OF SPACE

- MASTERPLAN -



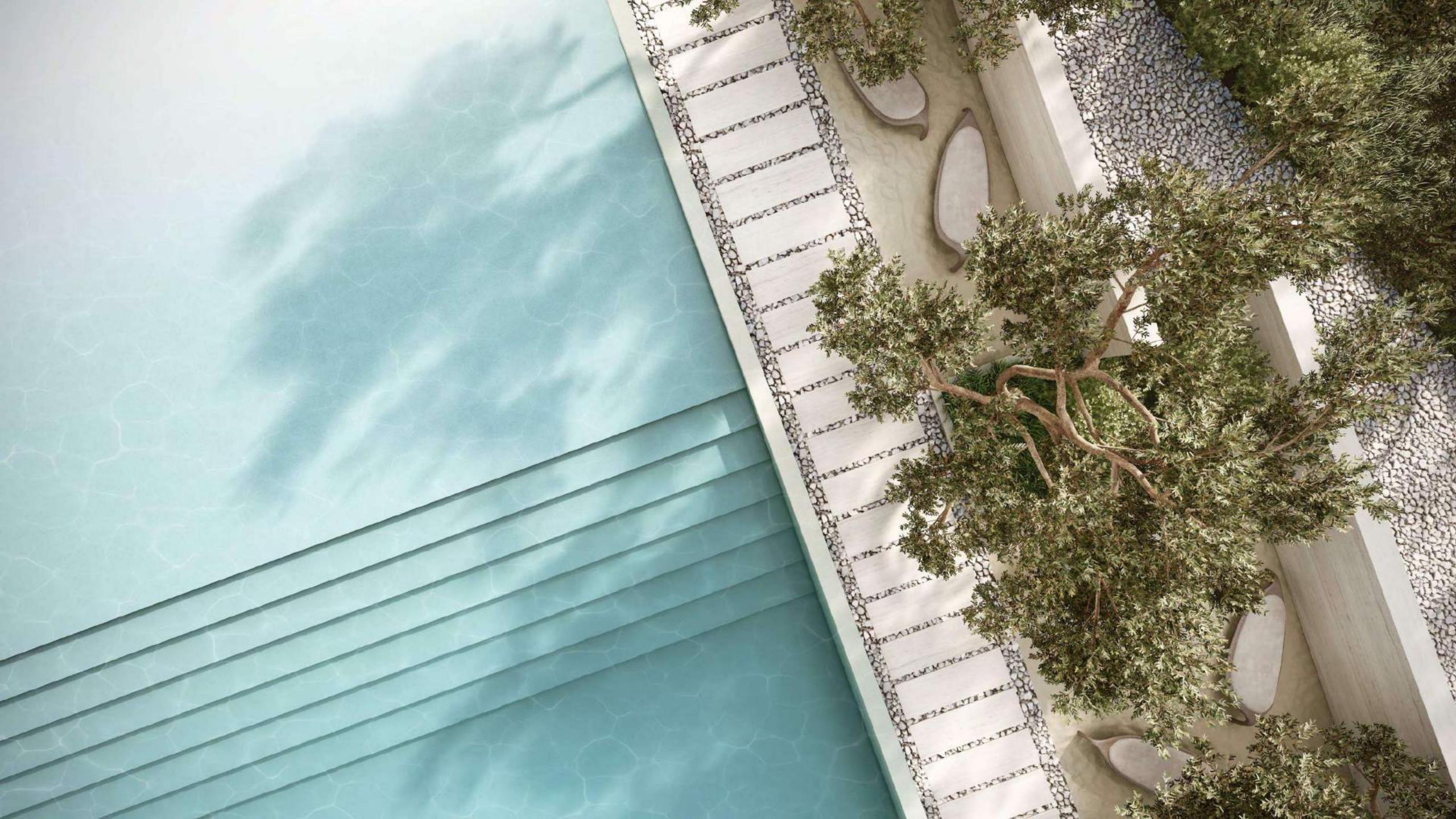


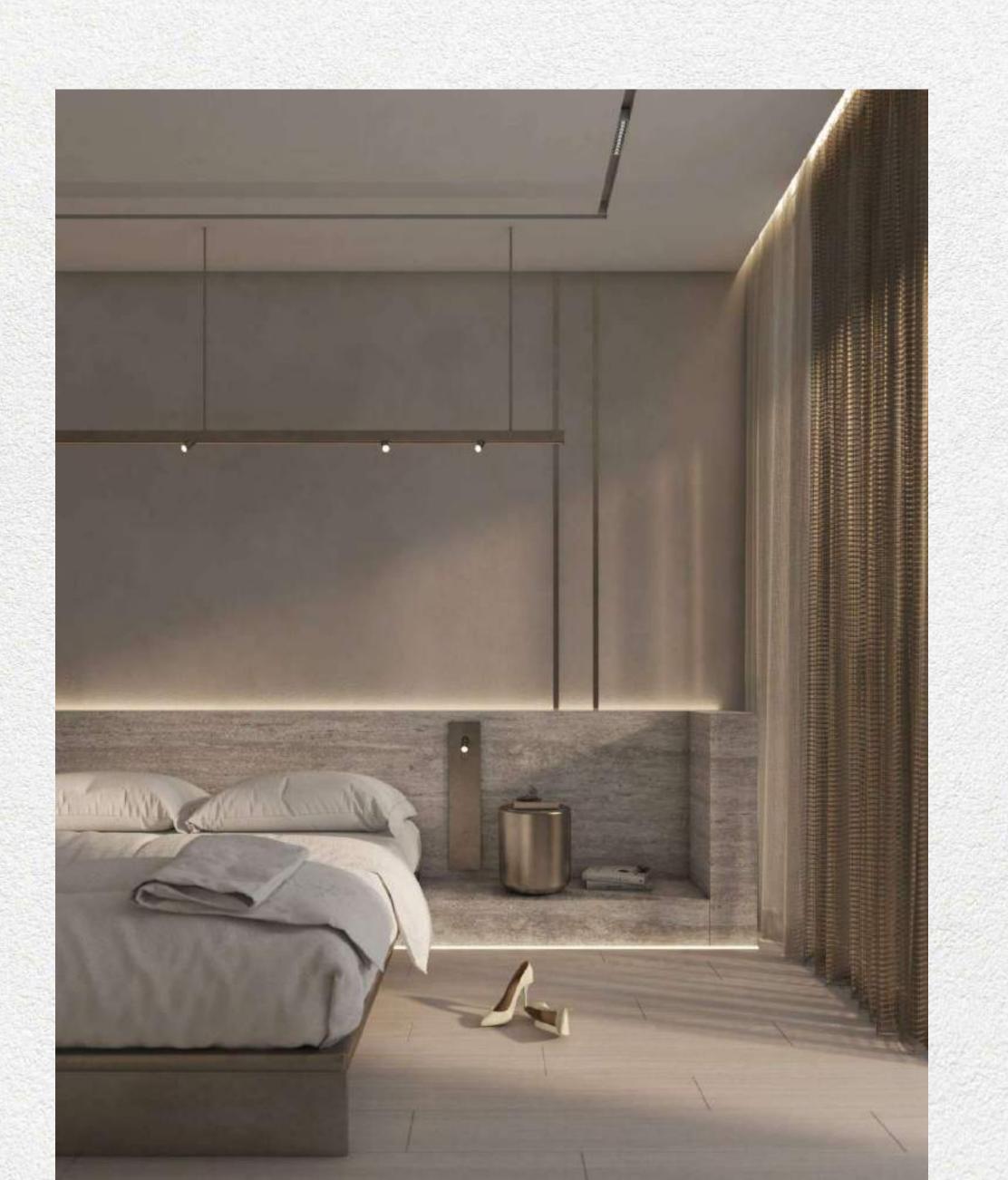












## KETURAH RESERVE, NEW LUXURY

New Luxury is raw and silent. It elevates and empowers, evoking the profound emotional well-being of mind and body through the design of interior, exterior and personal space. It connects residents with the surrounding nature through Bio Living.











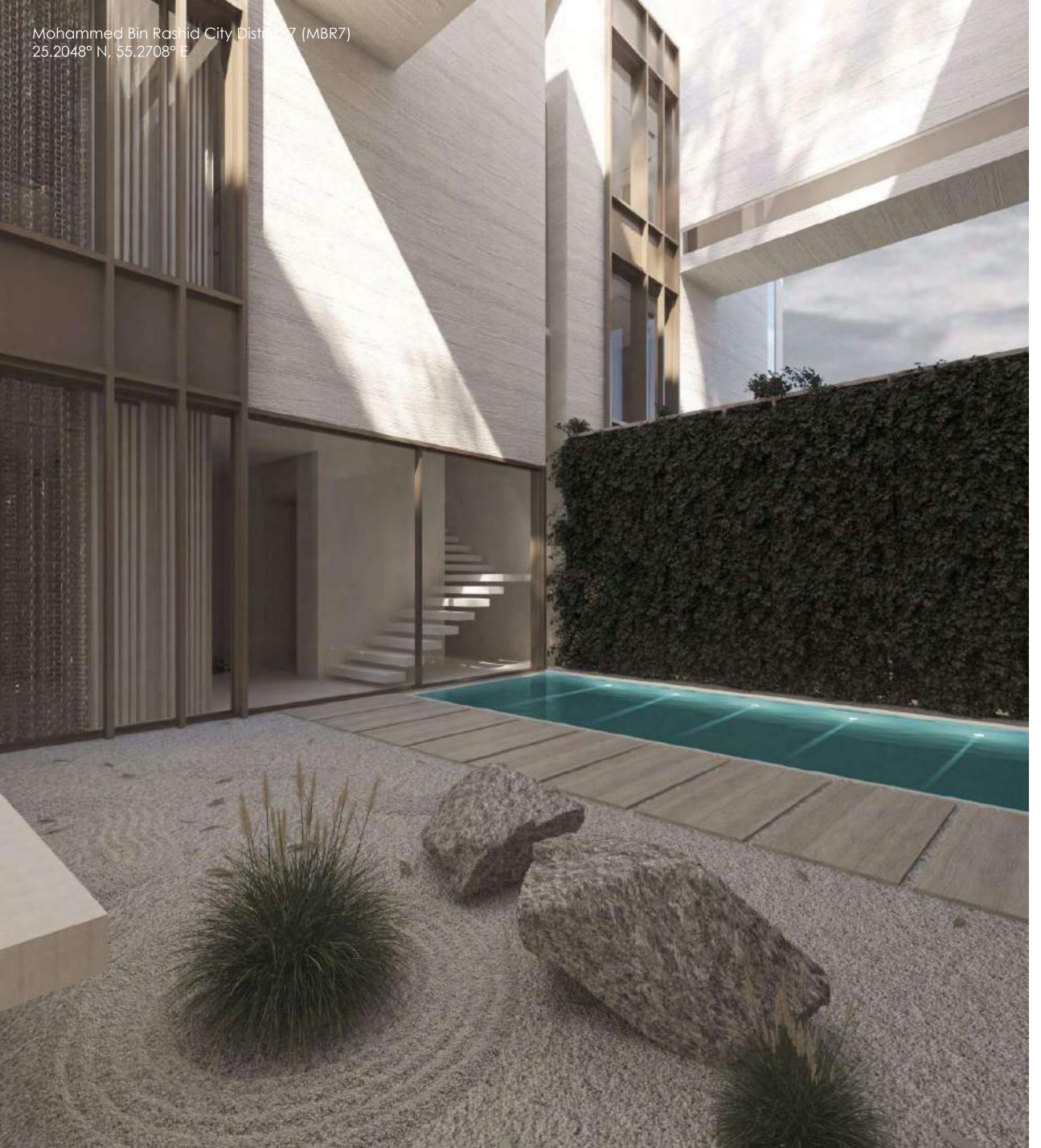


#### DESIGNED FROM THE INSIDE OUT

We spend 90% of our lives indoors.

It is where we reconnect with our emotions and our inner self.

Keturah Reserve SuperHomes are uniquely conceived and designed from the inside out using contemporary architectural principles of the five elements, proportions, ratio and daylight, in raw and natural materials to create harmony in space.



Dubai is the City of the Future, one of the most exciting, inspirational and successful cities in the world, the global headquarters of crypto currency in DMCC.

Its thriving expat community of over 200 nationalities comprises 80% of the population. Dubai is a pioneer for future urban living with sustainable development an integral part of its Green 2040 Vision.

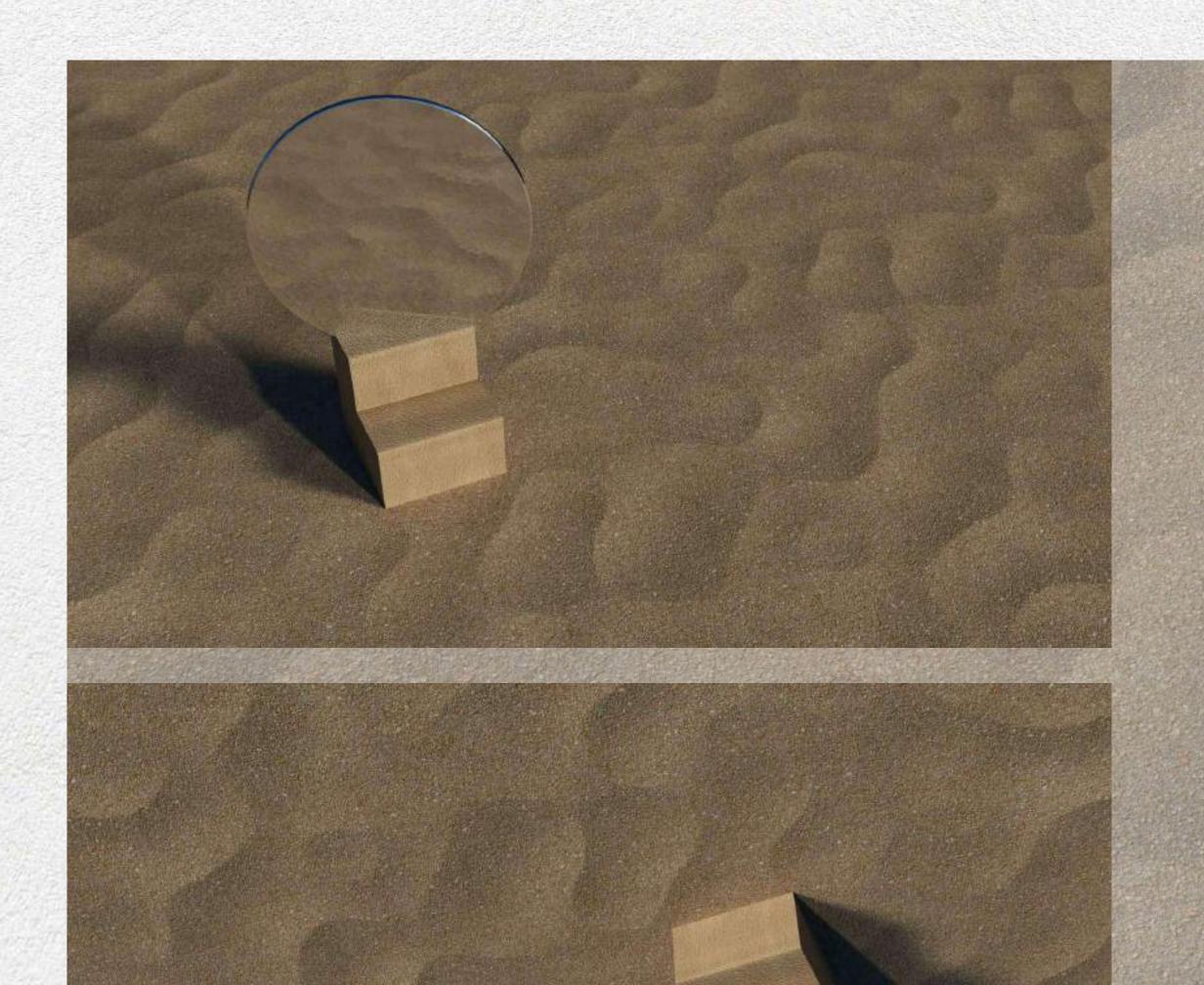
# THE MEYDAN STORY

Meydan is an Arabic word for an open, urban space for public discussion that traces its origin to the Ottoman Empire.

Keturah Reserve at Meydan is one of Dubai's most exclusive

Keturah Reserve at Meydan is one of Dubai's most exclusive addresses. Meydan is a new sustainable and environmentally friendly development owned by His Highness Sheikh Mohammed bin Rashid Al Maktoum.

It encloses the world-renowned Meydan Racecourse and Grandstand, home of the Dubai World Cup horse racing event.



#### KETURAH RESERVE AT MEYDAN

Keturah Reserve is uniquely located at Meydan, the only residential development in Dubai with a direct 7-minute link to Downtown, with four separate exits onto the city's main thoroughfares.

- 1. KETURAH RESERVE BY MAG
- 2. MAG LOGISTICS
- 3. MAG 318
- 4. BURJ KHALIFA
- 5. DUBAI WATER CANAL
- 6. MEYDAN ONE MALL
- 7. MEYDAN GRANDSTAND
- 8. MEYDAN GOLF COURSE
- 9. EMIRATES FINANCIAL TOWERS BY MAG
- 10. DUBAI DESIGN DISTRICT
- 11. DUBAI SANCTUARY
- 12. AL AIN / DUBAI HIGHWAY
- 13. AL KHAIL HIGHWAY
- 14. AL MEYDAN ROAD
- 15. SHEIKH ZAYED ROAD
- 16. ETIHAD RAIL MAIN STATION



#### **ACCESSIBILITY**

- Dubai International Airport, 21 minutes
- Downtown, 7 minutes
- DIFC Financial Center, 12 minutes
- Business Bay, 15 minutes
- Dubai Design District, 15 minutes
- The Beach, 20 minutes
- Blue Waters, 30 minutes

#### ART AND CULTURE

- Museum of The Future, 20 minutes
- Dubai Public Library, 25 minutes
- OliOli® Experiential Play Museum for Kids, 20 minutes
- Butterfly Garden, 30 minutes
- Alserkal Avenue, 20 minutes

#### MALLS

- Dubai Mall, 20 minutes
- Dubai Hills Mall, 15 minutes
- Meydan One Mall, 15 minutes

#### **EDUCATION**

- Gems-Willington-Private School, 17 minutes
- The English College, 15 minutes
- Dubai International Private School, 17 minutes
- Hartland International School Dubai, 16 minutes
- Swiss International Scientific School, 15 minutes

#### HEALTHCARE

- Medcare Hospital, 15 minutes
- Emirates Hosp. Clinics, 17 minutes
- Mediclinic City Hospital, 19 minutes
- American Hospital Dubai, 19 minutes
- King's College Hospital, 9 minutes

#### GOLF CLUBS

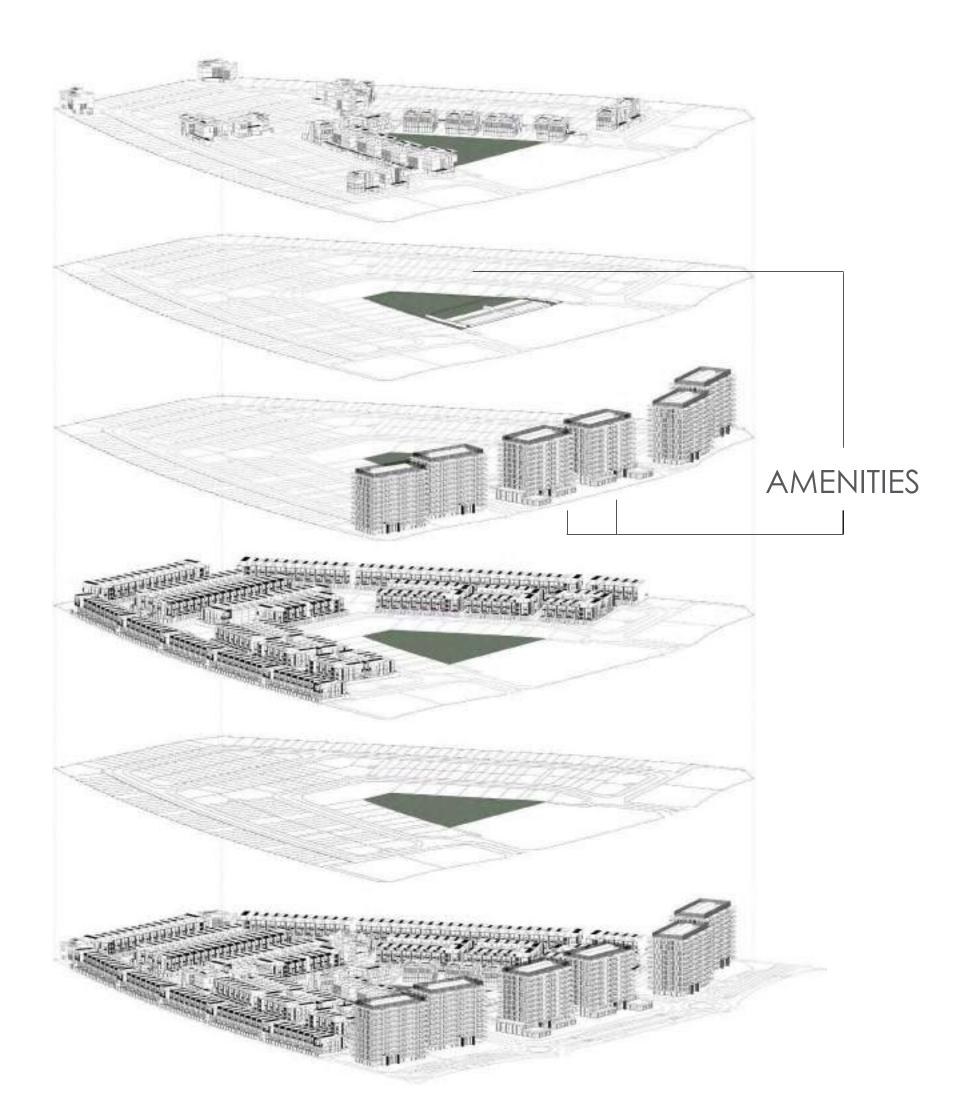
- Meydan Golf, 10 minutes
- Dubai Hills Golf Club, 15 minutes
- Emirates Golf Club, 24 minutes













#### DESIGNED FOR EVERY GENERATION

Every resident, women, men and children of all ages will find their perfect niche in Keturah Reserve.



#### SPORTS

- GYM
- Cross Fit
- Tennis
- Football
- Swimming
- Basketball
- Handball
- Squash
- Martial Arts
- Padel Tennis
- Studios
- Gymnastics
- Shooting
- Fencing



#### FOOD & BEVRAGE

- Restaurants
- Kiosks
- Juice Bars

#### DESIGNED FOR ALL LIFE SPECIES

Keturah Reserve is landscaped with indigenous trees and plants that need little water to thrive in the local climate, attracting birds, animals and insects.



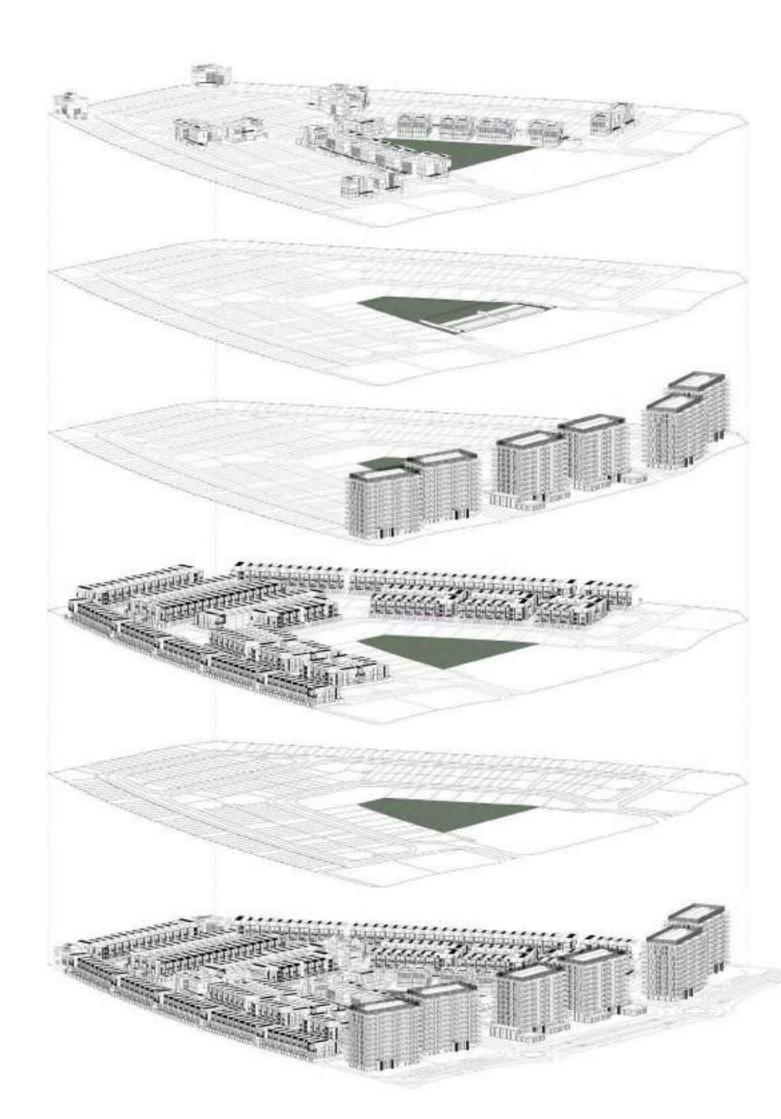
#### SUPPLEMENTARY SERVICES

- 18+ Roof Pool
- Family & Kids Pool
- Ladies Pool
- Sauna & SPA
- Family Lounges
- Cinema
- Nursery
- Clinic
- Kids Park
- Green Areas
- Jogging Tracks
- Co-Working Stations
- Gaming & VR Areas



#### CULTURAL

Art School for kids & adults





#### TOWNHOUSES

#### **4-Bedroom Townhouse**

3-storey with lift, double car pork, outdoor pool, terrace with seating area and roof deck

Prototype		Nos.
Row House	Regular	76 Units
Row House	Corner	7 Units
Back-To-Back	Regular	27 Units
Back-To-Back	Corner	4 Units

#### **5-Bedroom Townhouse**

3-storey with lift, double car pork, outdoor pool, terrace with seating area and roof deck

Prototype	Nos.
Row House	10 Units

#### VILLAS

Prototype	Nos.
Plots designated for signature villas	65

#### **APARTMENTS**

Prototype		Nos.
1-Bedroom Unit	Regular	144 Units
1-Bedroom Unit	Corner	36 Units
2-Bedroom Unit	Regular	172 Units
2-Bedroom Unit	Corner	100 Units
3-Bedroom Unit	Regular	16 Units
4-Bedroom Unit	Regular	8 Units













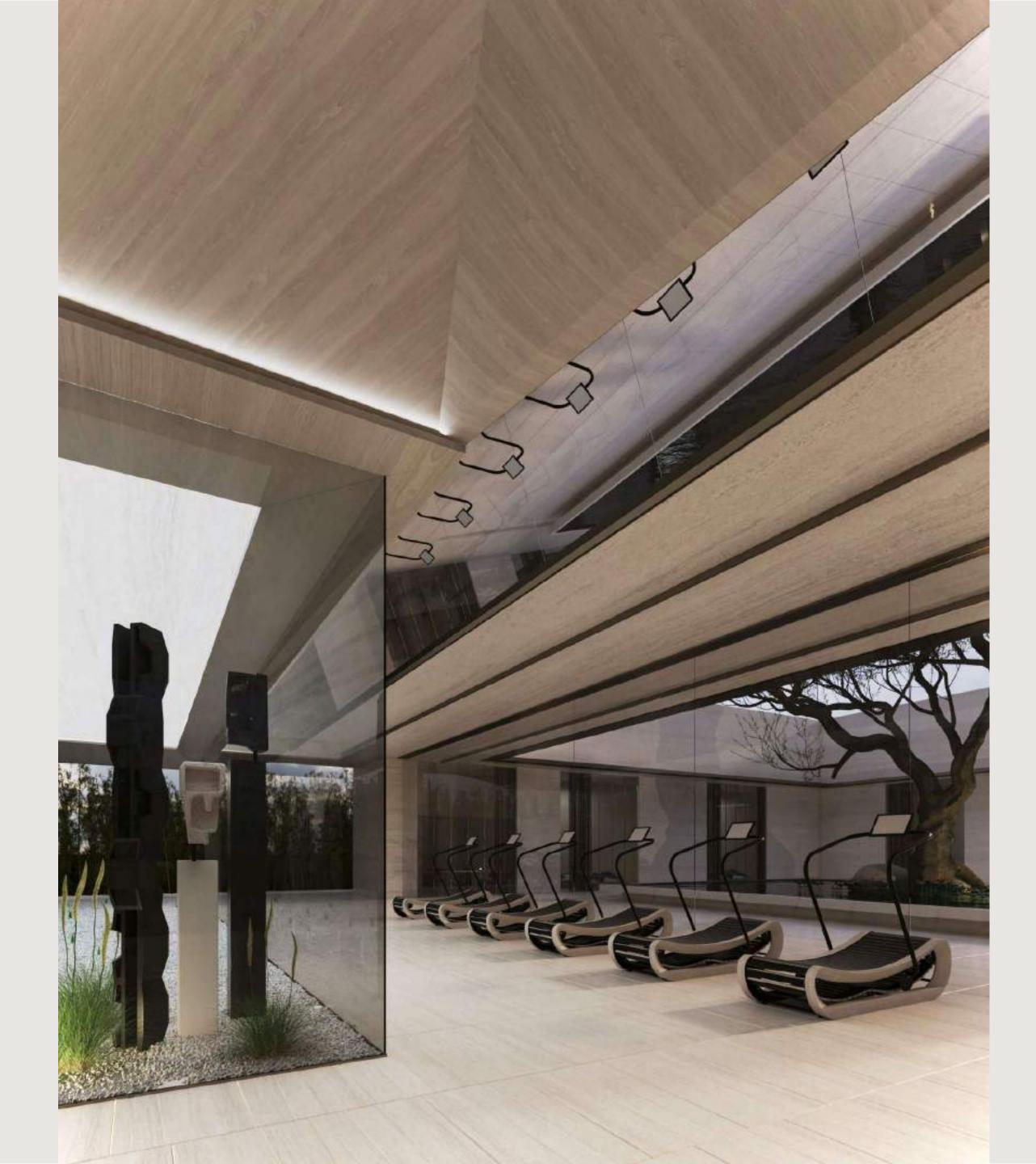


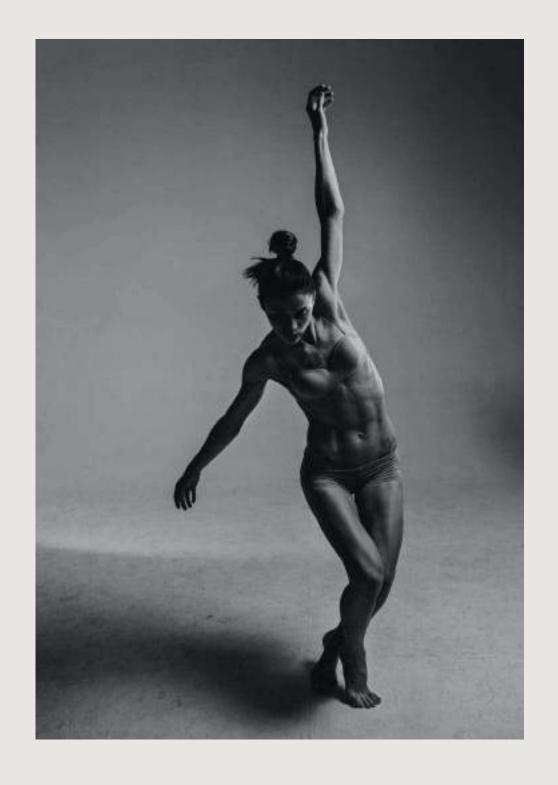
#### INVIGORATE SPACE

Pilates at the Invigorate Space.

All activities at Keturah Reserve develop the inner core, strengthening the body from the inside out.







#### WELL-BEING

- Indoor Zen Space for mediation
   Sound Healing

• Yoga

- Mother and Baby classes
- Silk Rope Classes
- Dance Studio

Mohammed Bin Rashid City District 7 (MBR7) 25.2048° N, 55.2708° E



#### COMMUNAL SPECIAL EVENTS SPACE

Special events with seating and fully equipped kitchen.







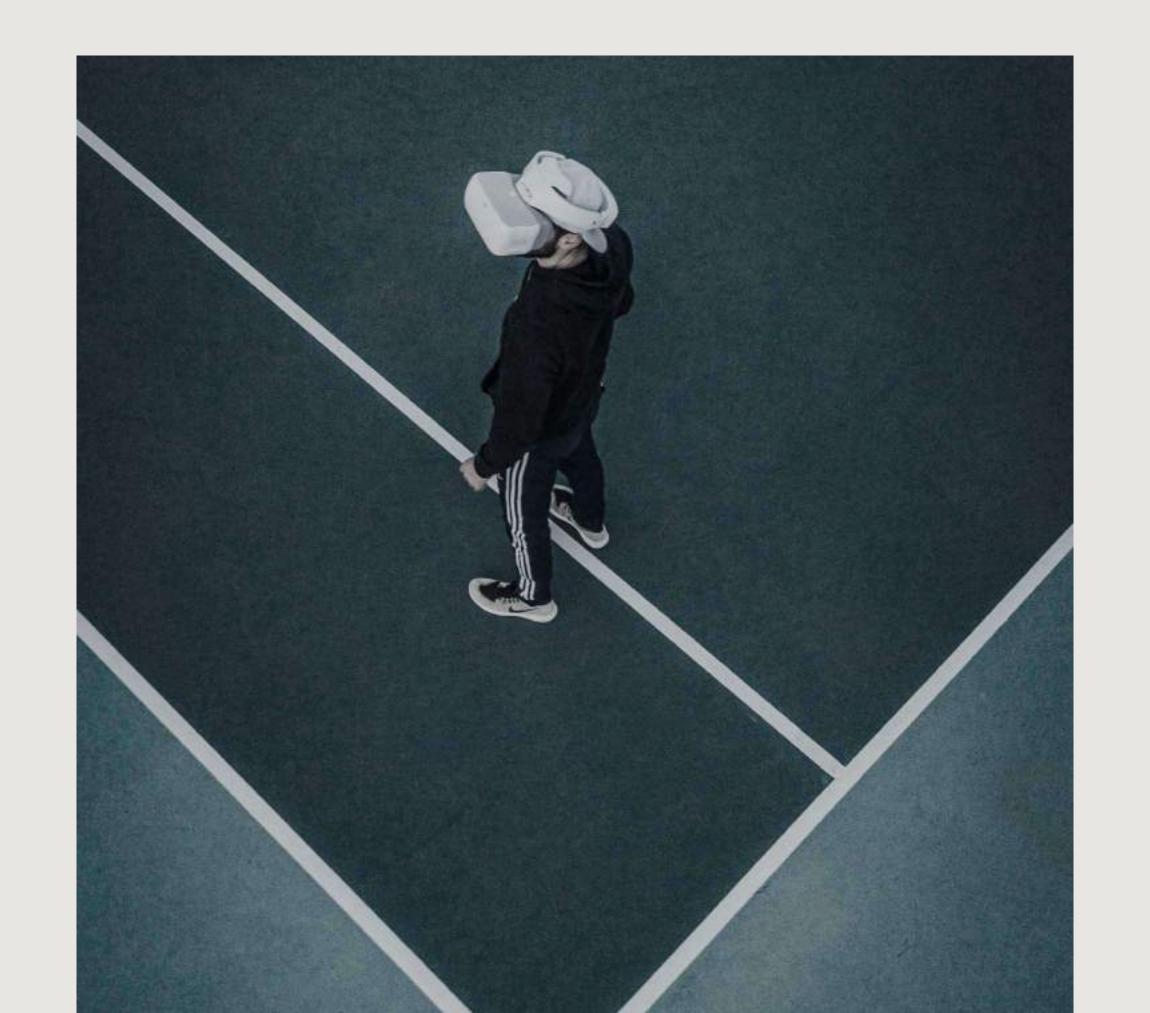






Mohammed Bin Rashid City District 7 (MBR7) 25.2048° N, 55.2708° E KETURAH RESERVE BIO LIVING DESIGN PROCESS KID'S PLAY SPACE Shaded organic kids' pool and play area Playground for babies and toddlers Playground for 7- to 14-year-olds Kids Bio Living Farm

Keturah Reserve integrates technology for accelerated learning of the younger generations.



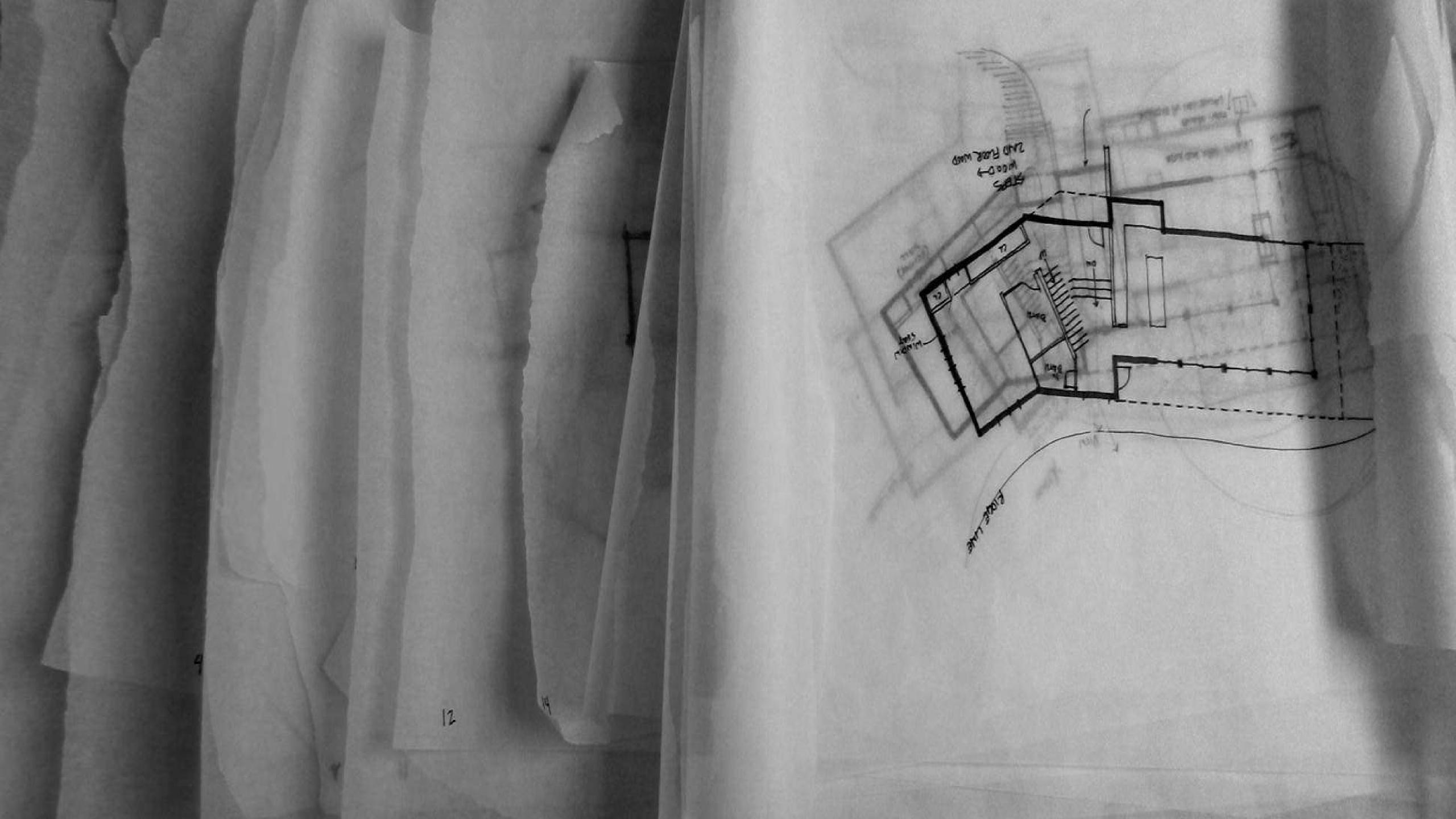


### **ELEVATION OF THE TOWNHOUSE**

Each three-storey townhouse is composed of two distinct parts, the communal space in front, the private space behind.

A passerelle connects the two.

The roof deck has an outdoor pool, terrace, barbeque with seating and storage area.

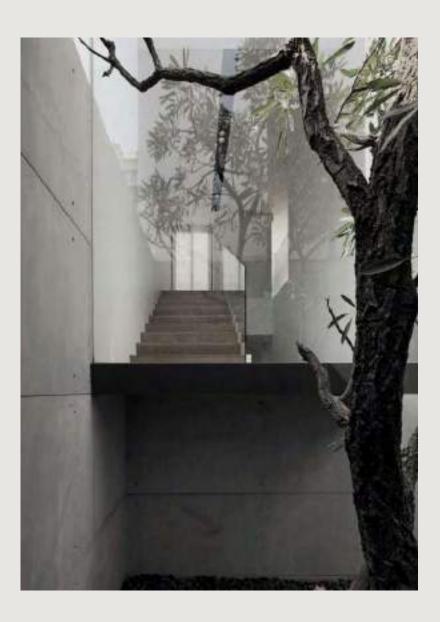


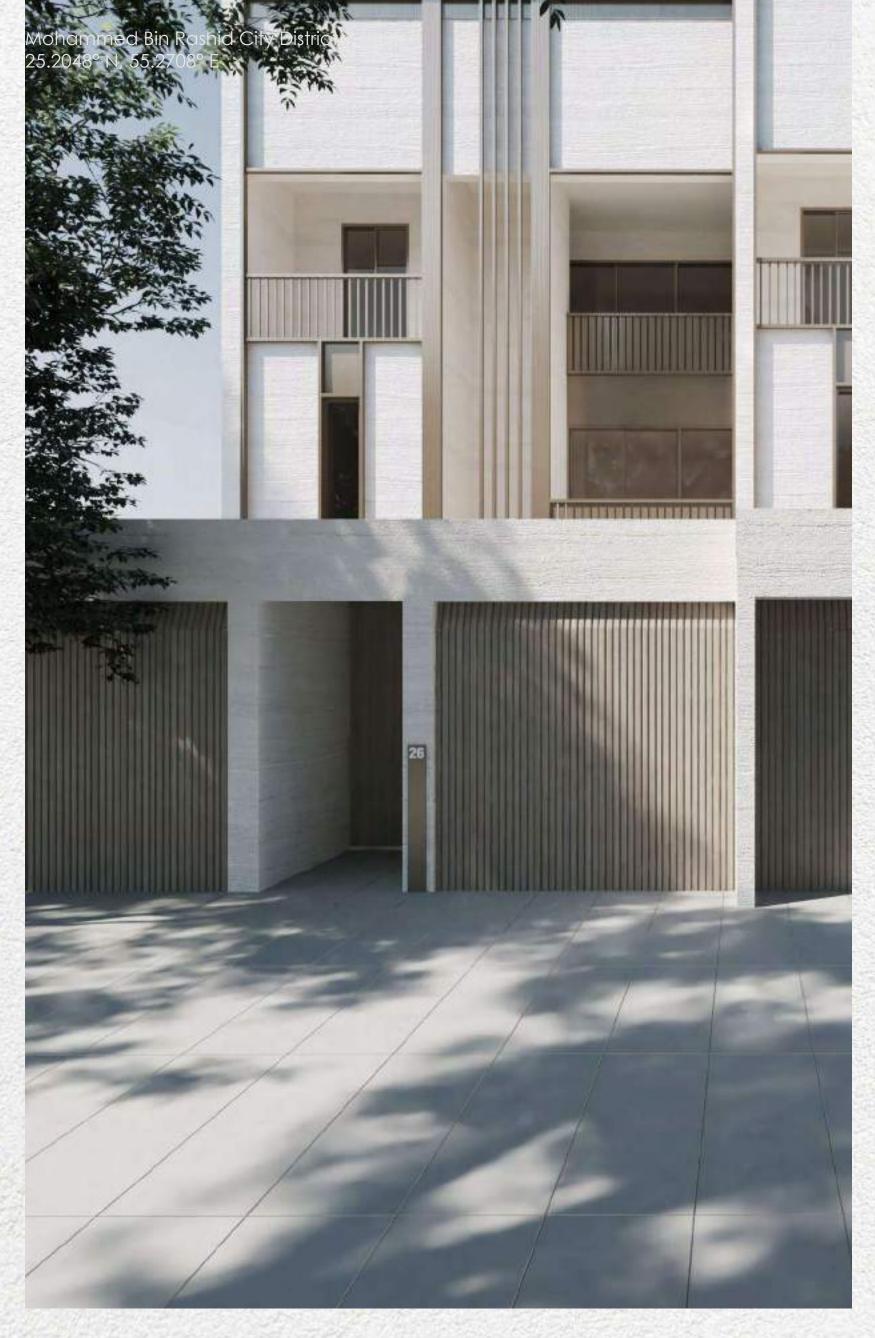


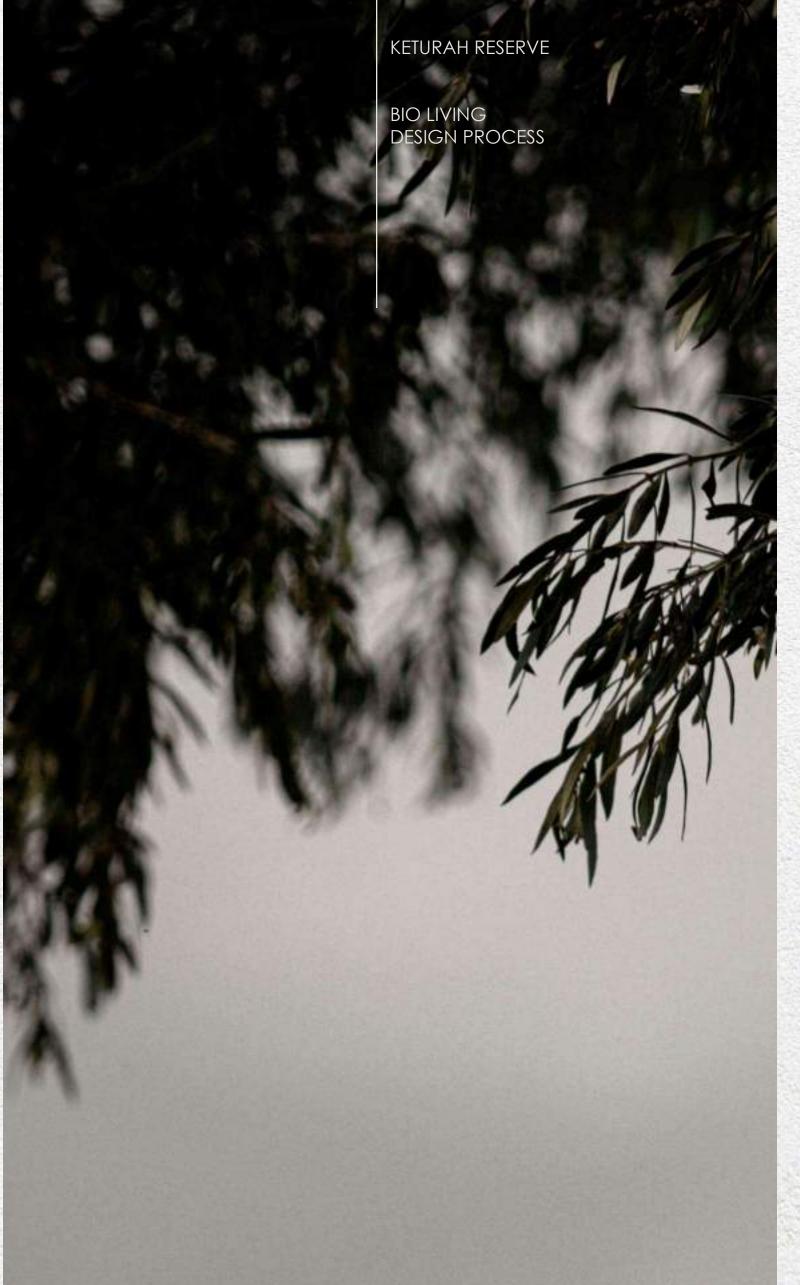
KETURAH RESERVE



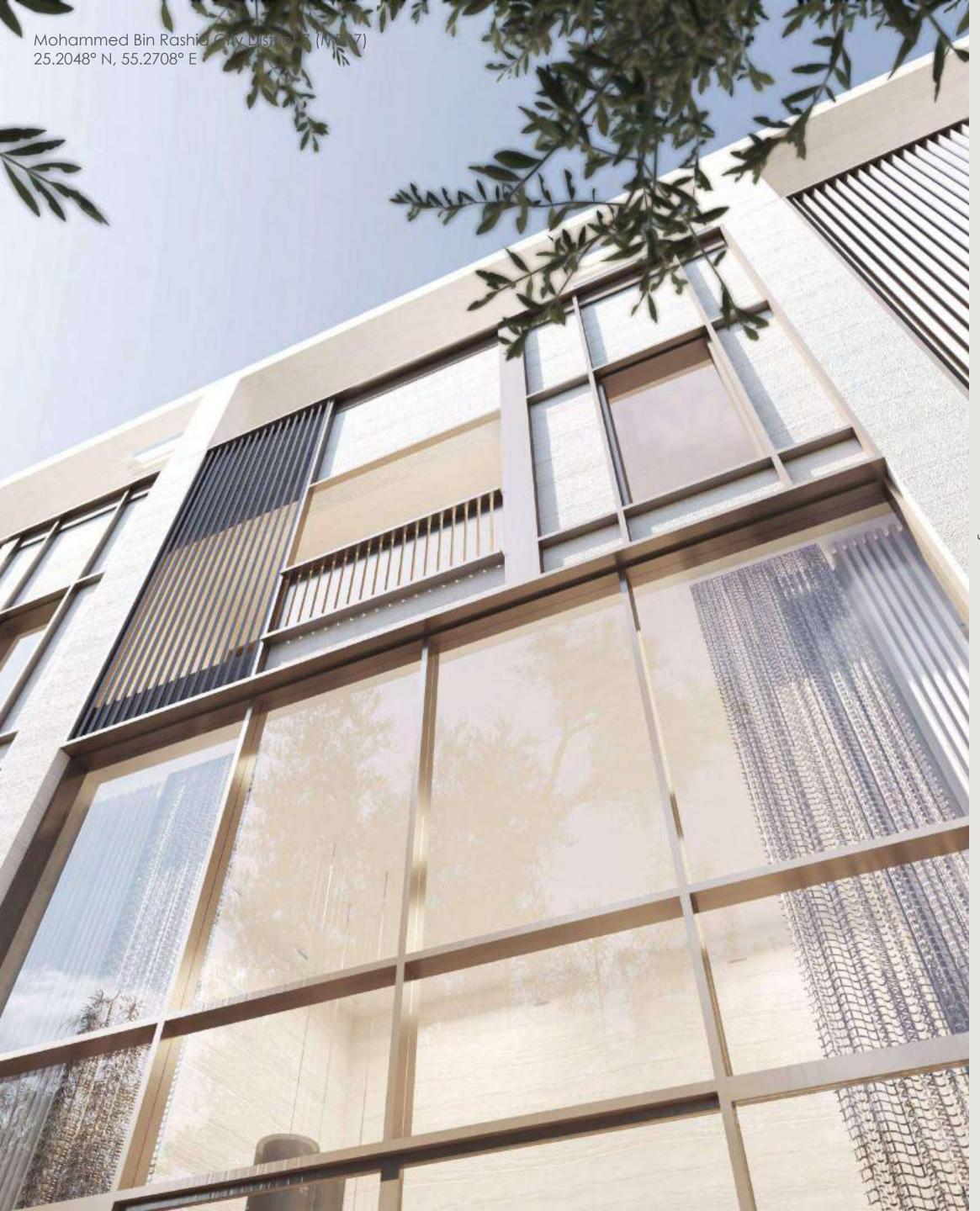








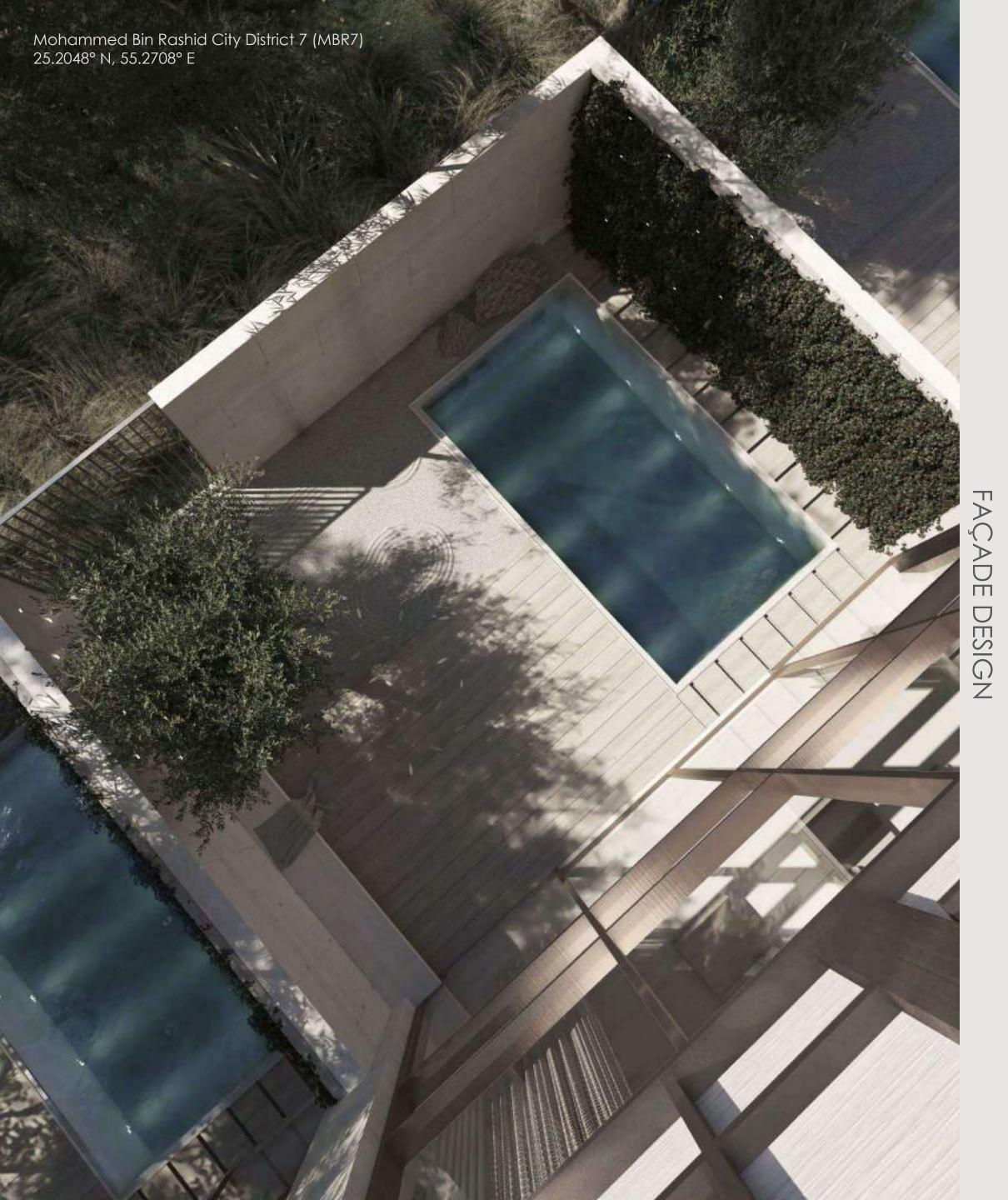




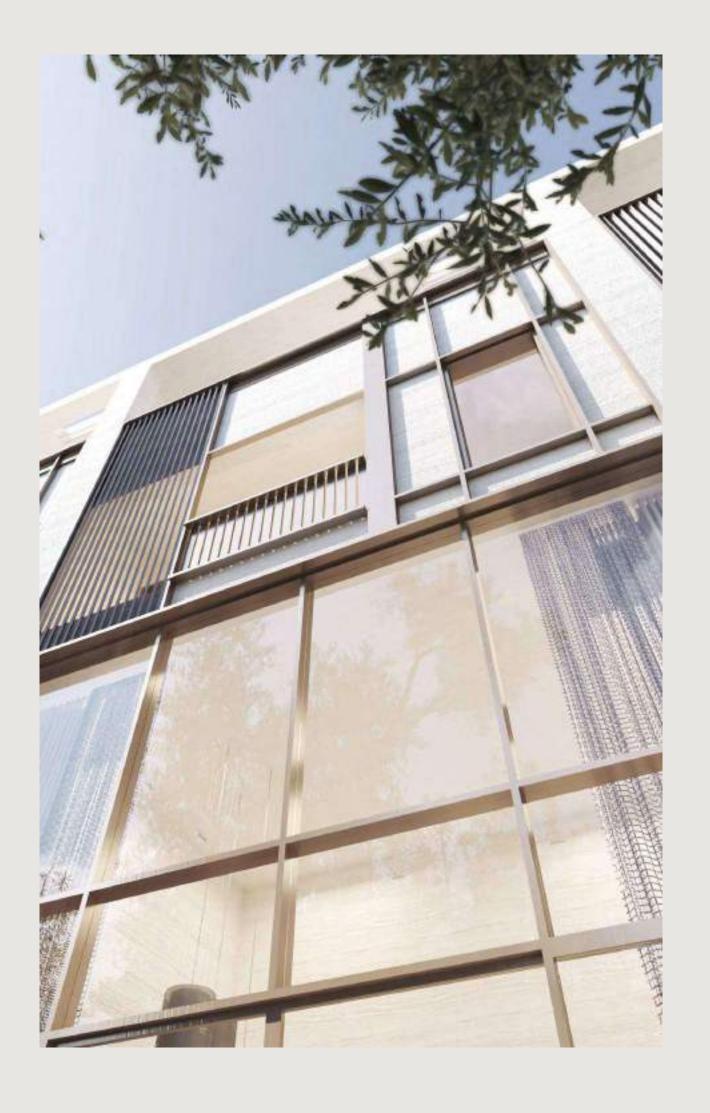
KETURAH RESERVE



FAÇADE DESIGN



KETURAH RESERVE





Mohammed Bin Rashid City District 7 (MBR7) 25.2048° N, 55.2708° E

KETURAH RESERVE

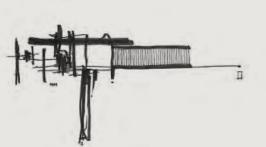
BIO LIVING
DESIGN PROCESS



### NATURAL SUSTAINABILITY AT KETURAH RESERVE

- Keturah Reserve is designed to be naturally self-sustaining from conception.
- All amenity areas are accessible by foot on tree shaded pathways, eliminating the need of driving from place to place.
- Floorplans are created based on established material measurements to avoid material and energy waste. Materials are specifically selected for their adaptability to the microclimate of Meydan.
- Raw wood is fired a minimum six times to increase durability and resistance to wear and tear.
- High ceilings, wall thickness and windowpane density cool the interior naturally, saving energy by reducing the need for air conditioning.
- Balconies are broader than the norm to reduce the heat and glare of direct sunlight.
- Door frames and garages are wider to facilitate the flow of passage.
- New Luxury integrates sustainability naturally without the need of further human involvement.

Mohammed Bin Rashid City District 7 (MBR7) 25.2048° N, 55.2708° E





KETURAH RESERVE

BIO LIVING
DESIGN PROCESS

## KETURAH RESERVE SUPERHOMES, DESIGNED FROM THE INSIDE OUT

Keturah Reserve is uniquely conceived and designed from the inside out using principles of the five elements, proportions, ratio and light, and natural materials. All residences are fully furnished, with furniture and fixtures custom-designed and produced for each space in natural, raw materials and in neutral colours. They blend perfectly into the interior, freeing the residents' movement and circulation, and elevating their physical and mental well-being.

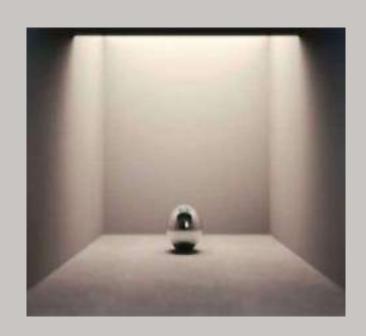
Keturah Reserve's Super Home™ Concept is designed to transform residents' lives through their experience of the interior and exterior space.

# THE FLOW OF AIR, LIGHT, COLOUR, SPACE, TEXTURE AND MATERIAL



#### THE FLOW OF AIR

KeturahReservehomesaredesigned with double volume interior spaces, naturally increasing the flow of air. Keturah Reserve's super-efficient VRF (Variable Refrigerant Flow) technology reduces energy costs, improves residents' comfort, and sends cooled air to evaporators in different spaces, maintaining an even, consistent temperature by zone. The air filtration system silently eliminates pollen, cooking odors and smoke, continuously purifying and refreshing the air.



#### THE FLOW OF LIGHT

The architecture of Keturah Reserve is designed to optimize natural daylight without its heat or glare. When daylight fades, architectural lighting optimizes the body's circadian system, enhancing residents' mood, comfort and alertness, and improving the quality of their sleep.

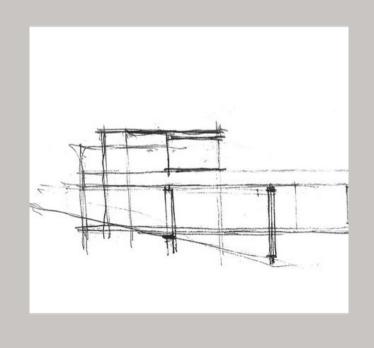
Lighting is always lateral, never directly overhead, to optimize visual comfort, enhance the space and create atmosphere by zone, for a subtle and healing ambiance



#### THE FLOW OF COLOUR

The architecture of Keturah Reserve homes blends into the rawness of the desert landscape, to create an ambiance of solace and serenity. The bleached bone-coloured travertine facade links the exterior to the interior, with bronze vertical slats creating a subtle interplay of light and shade.

The three cool-neutral tone-on-tone palette of cream, champagne and bronze, and three textures of wood, stone and metal, are inspired by the natural colours and textures of the surrounding desert.



#### THE FLOW OF SPACE

Keturah Reserve homes are conceived and designed from the inside out using contemporary architectural principles of the five elements, proportions, ratio and daylight, in raw, natural materials.

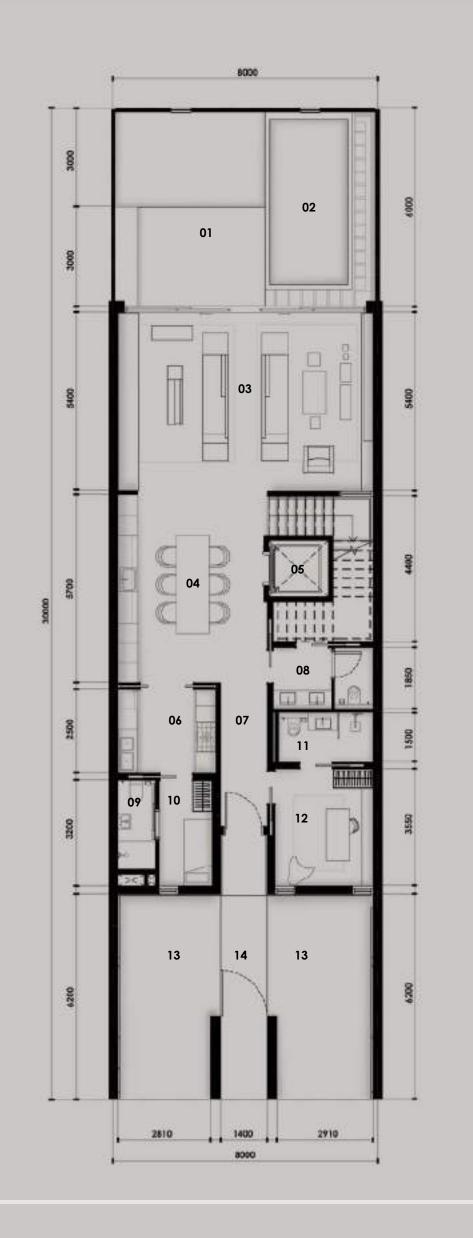
The double volume open plan spaces optimize the flow of passage, without corridors or hallways. Furniture and fixtures are custom-designed for each residence and produced for each space.

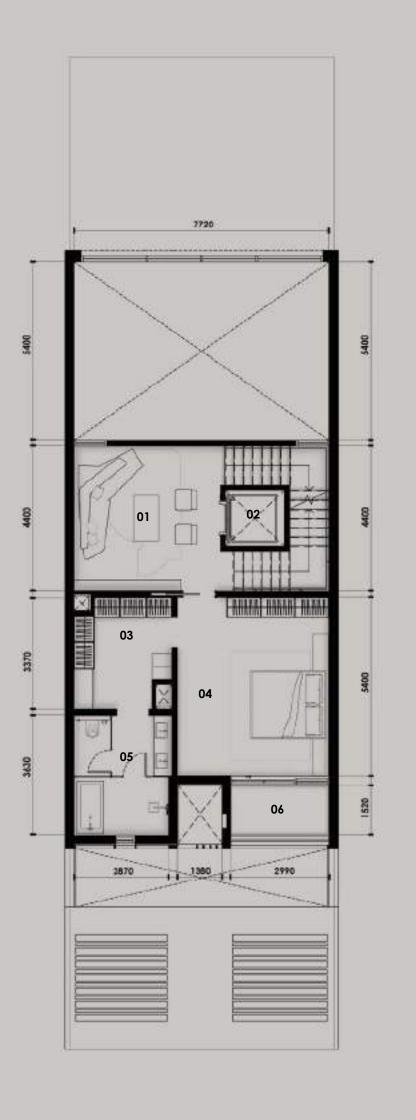
They blend perfectly into the interior, freeing the flow of residents' movement, and elevating their physical and mental well-being.

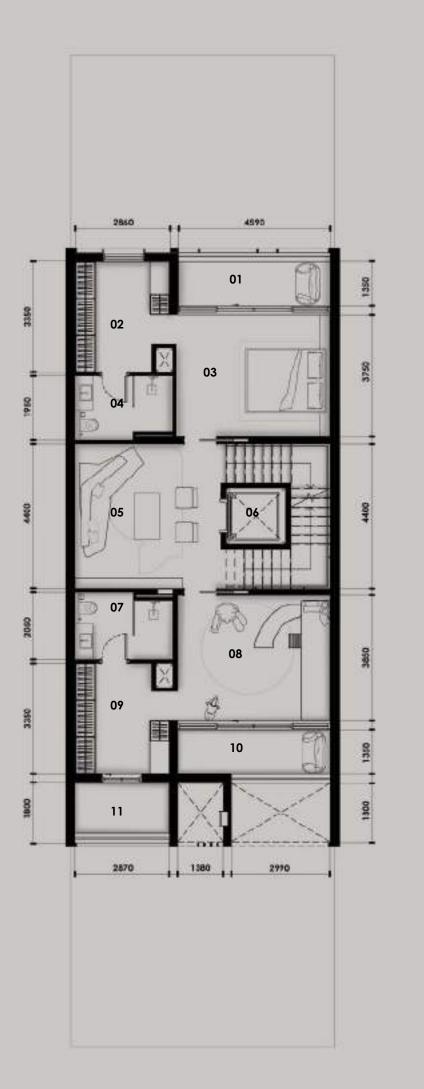


# THE FLOW OF TEXTURE AND MATERIAL

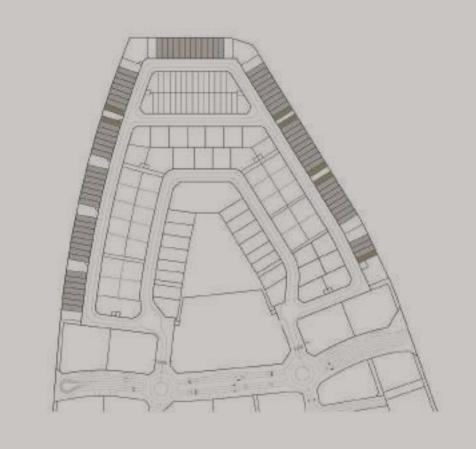
The project's design began with the selection of textures, glass, travertine, wood and metal. Raw materials are selected to correspond with the flow of energy. Perfect individually, they interplay and exchange energies when placed together.











TOWNHOUSE

Plant Room Level	22.40 sq.m	241.11 sq.ft
Ground Floor	178.20 sq.m	1,918.13 sq.ft
irst Floor	96.10 sq.m	1,034.41 sq.ft
econd Floor	130.40 sq.m	1,403.61 sq.ft
Roof deck	80.40 sq.m	865.42 sq.ft
otal	507.50 sq.m	5,462.68 sq.ft
PLOT		
AREA	497.40 sq.m	5,353.96 sq.ft
Plot No.		42, 43, 44 and 45
No. of Units	76 REGULAR	7 CORNER
No. of Levels	GROUND + 2 FLOORS + ROOF	
leight	14.60m ROOF SLAB	

BUA (SQ.M)

BUA (SQ.FT)



01 OUTDOOR YARD 02 POOL 03 ENTERTAINMENT AREA 04 KITCHEN | DINING AREA 05 LIFT 06 MAIN KITCHEN

07 HALLWAY

08 WASH AREA 09 MAID'S BATHROOM 10 MAID'S ROOM 11 GUEST BATHROOM 12 GUEST ROOM 13 CAR PORT 14 MAIN ENTRANCE

01 MASTER LIVING AREA 02 LIFT 03 WALK-IN-CLOSET 04 MASTER BEDROOM 05 MASTER BATHROOM

06 BALCONY

01 BALCONY 02 WALK-IN-CLOSET 03 BEDROOM 04 BATHROOM

06 LIFT

07 BATHROOM 08 BEDROOM | KID'S ROOM 09 WALK-IN-CLOSET 10 BALCONY 05 ENTERTAINMENT AREA 11 BALCONY

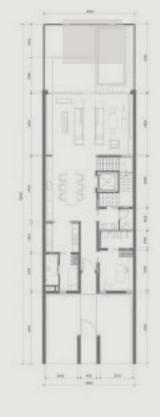
01 OUTDOOR SEATING AREA 02 OUTDOOR GRILL AREA 03 LAUNDRY AREA 04 LIFT 05 MEP SERVICES AREA

**KETURAH RESERVE** ROW HOUSE | 4 BEDROOM





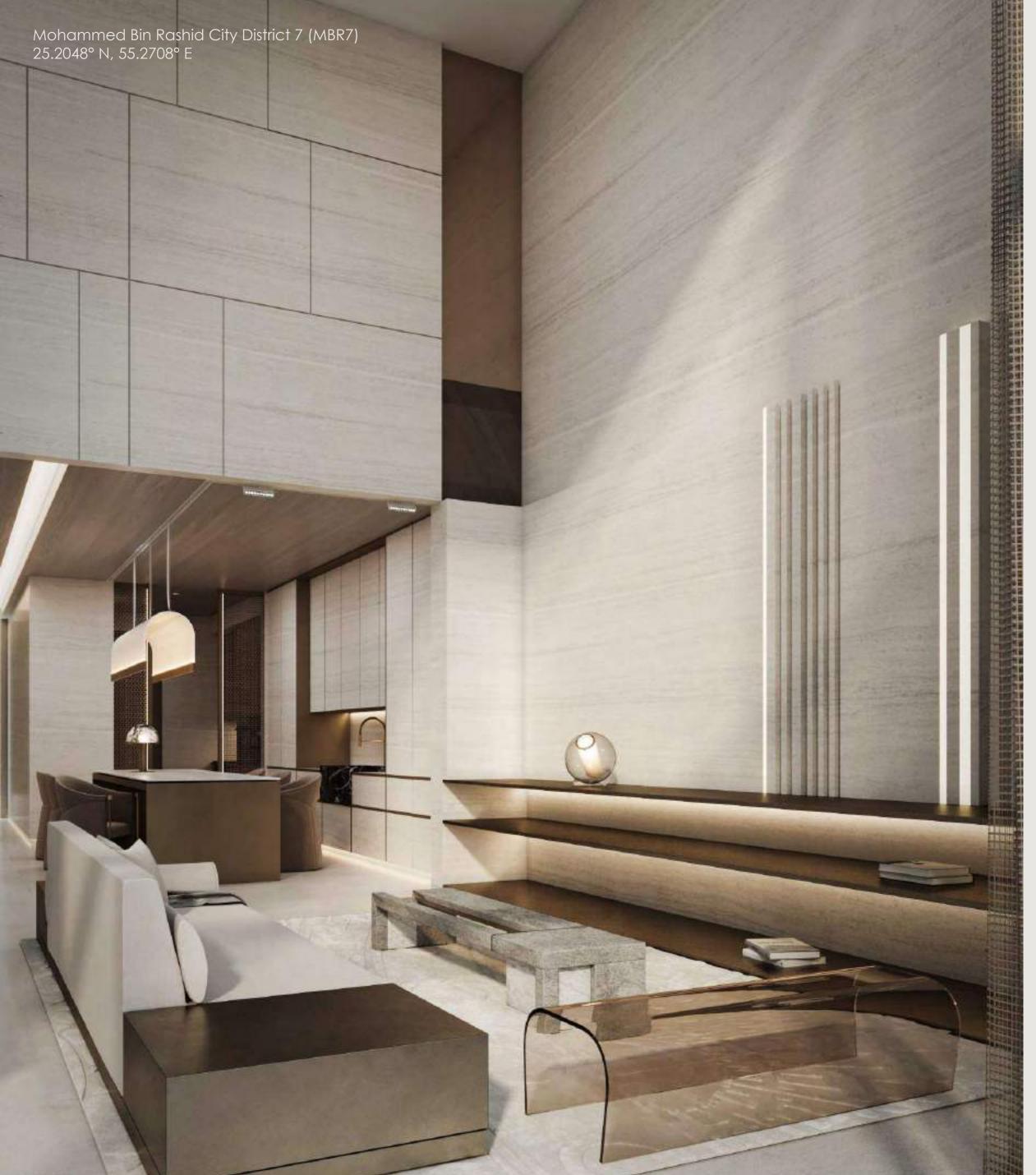




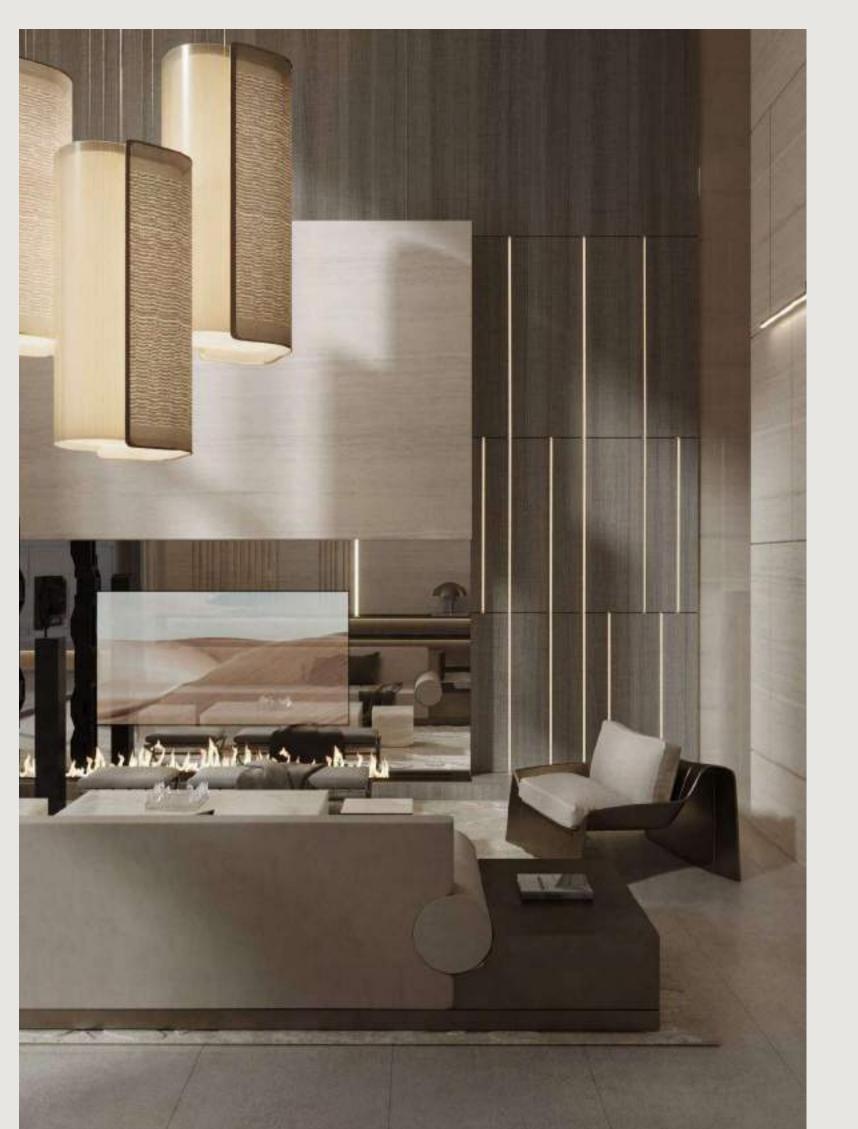


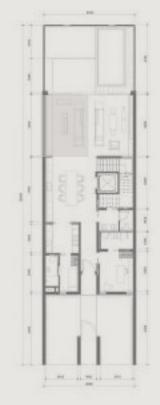












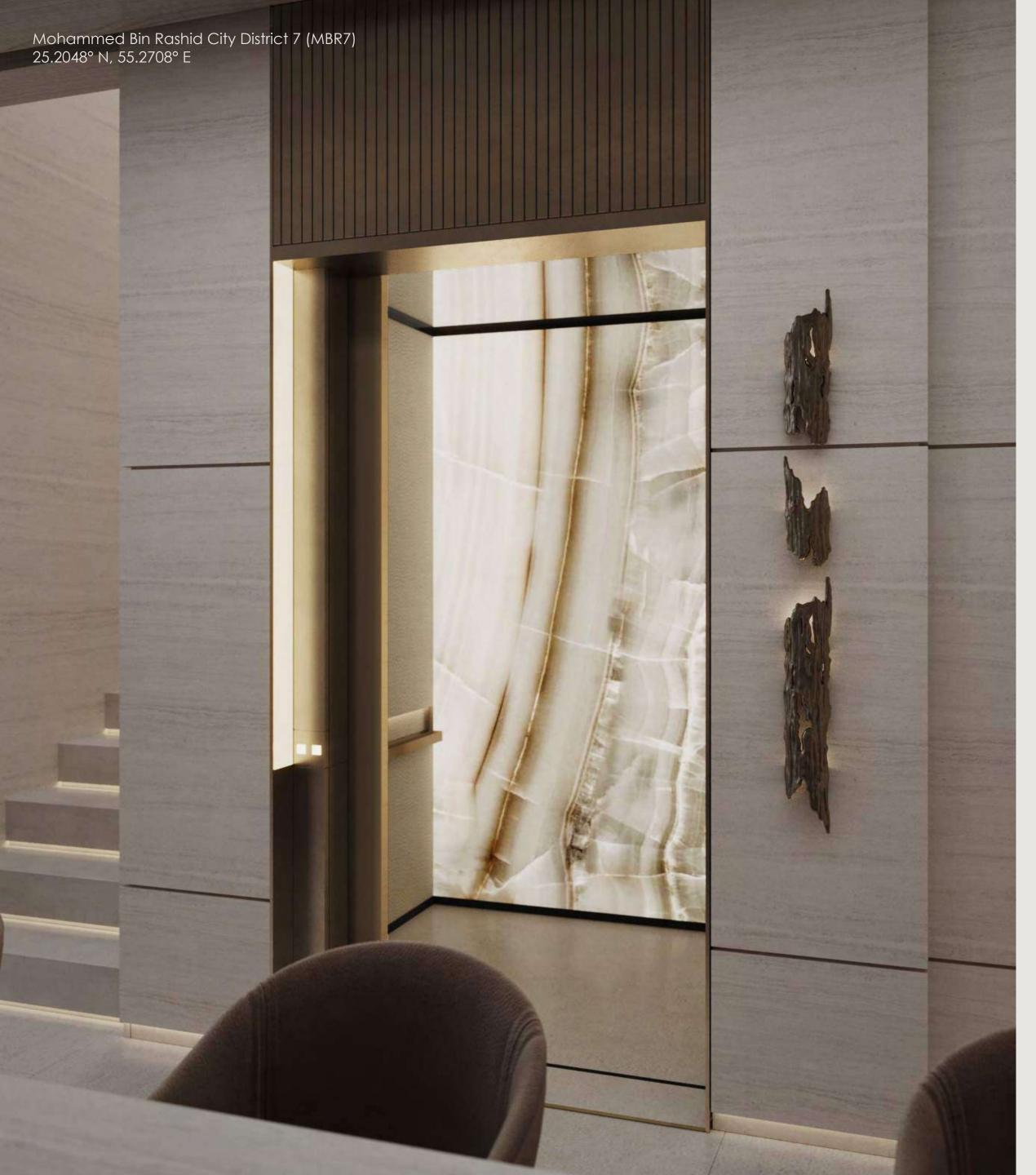


KETURAH RESERVE



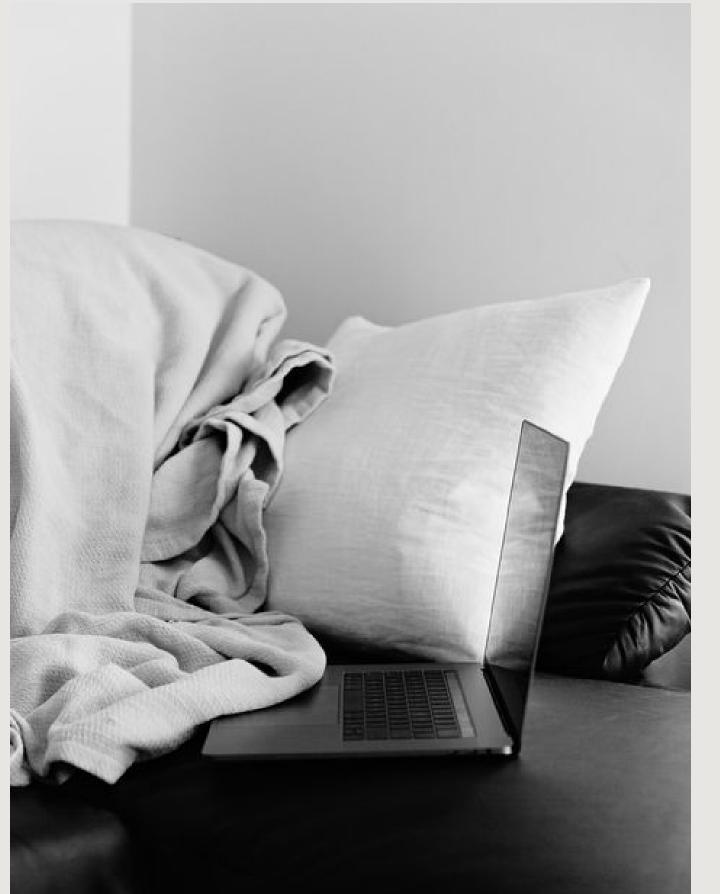


All Keturah Reserve homes include two kitchens, a functional and an entertainment kitchen.





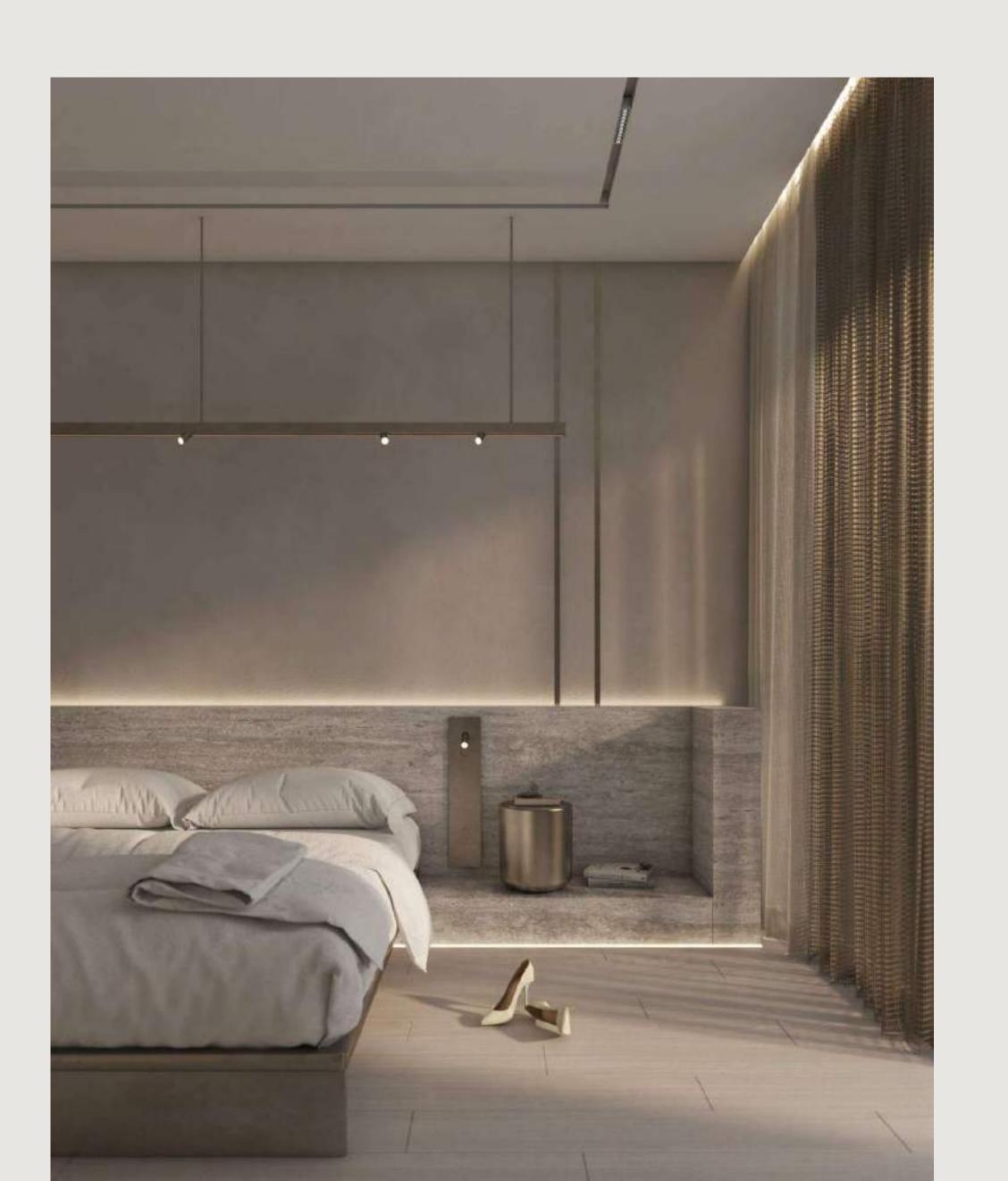


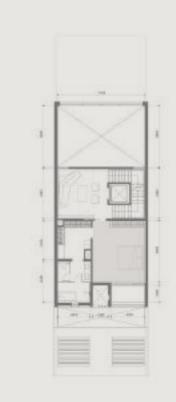








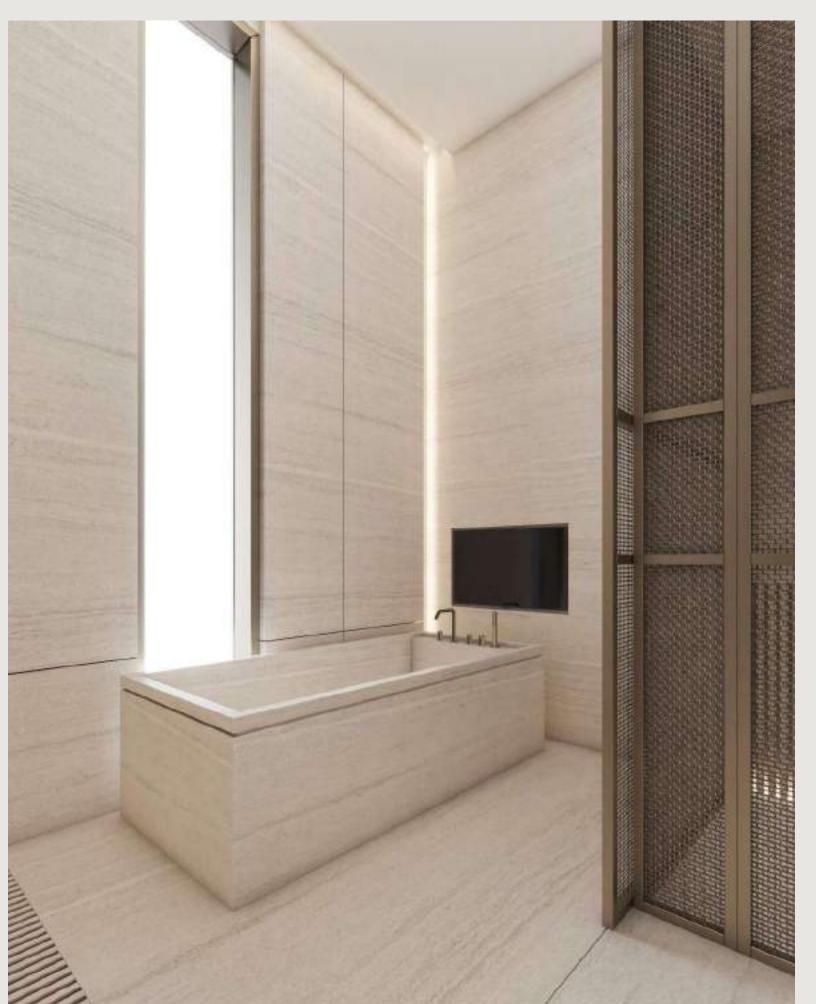






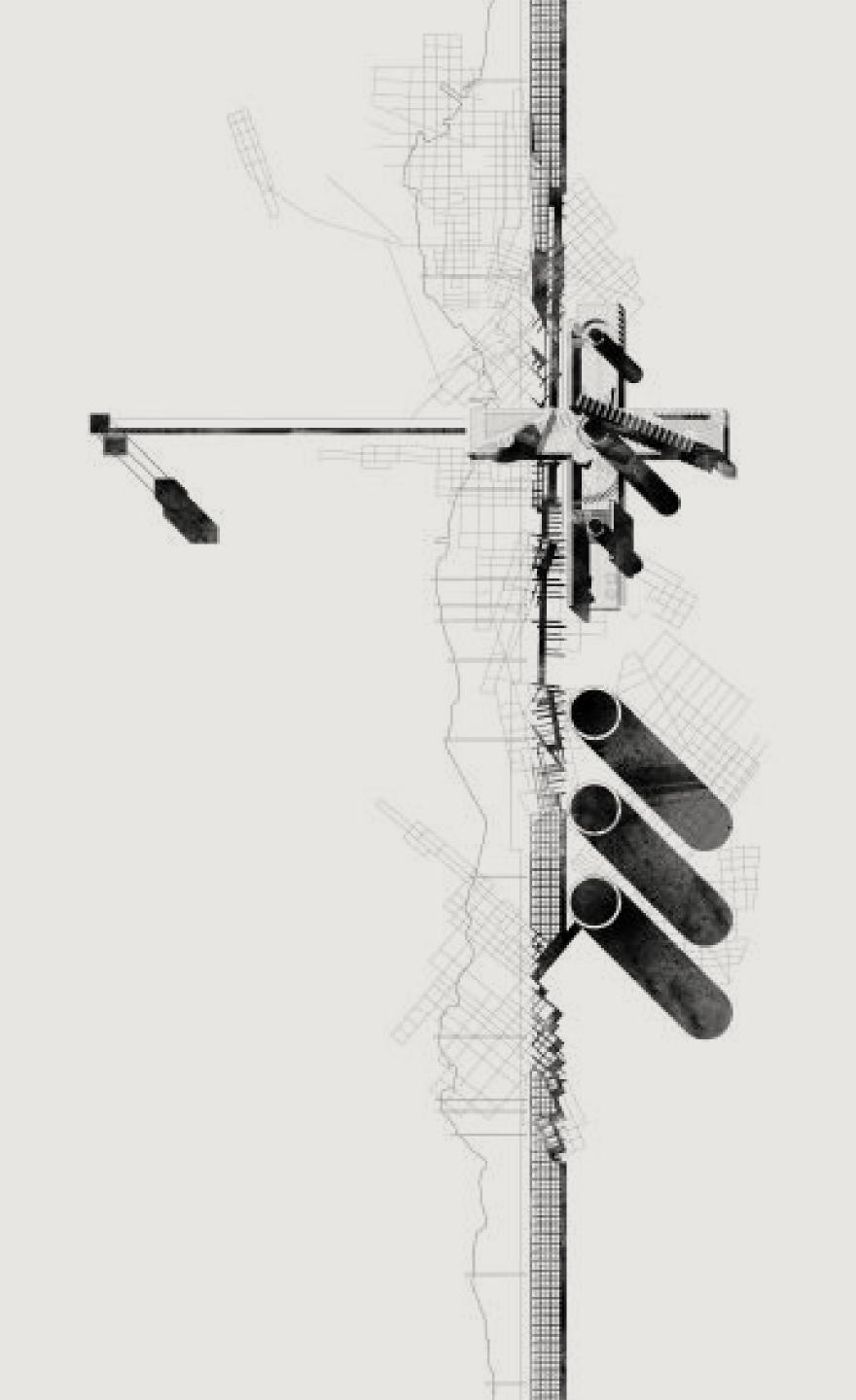


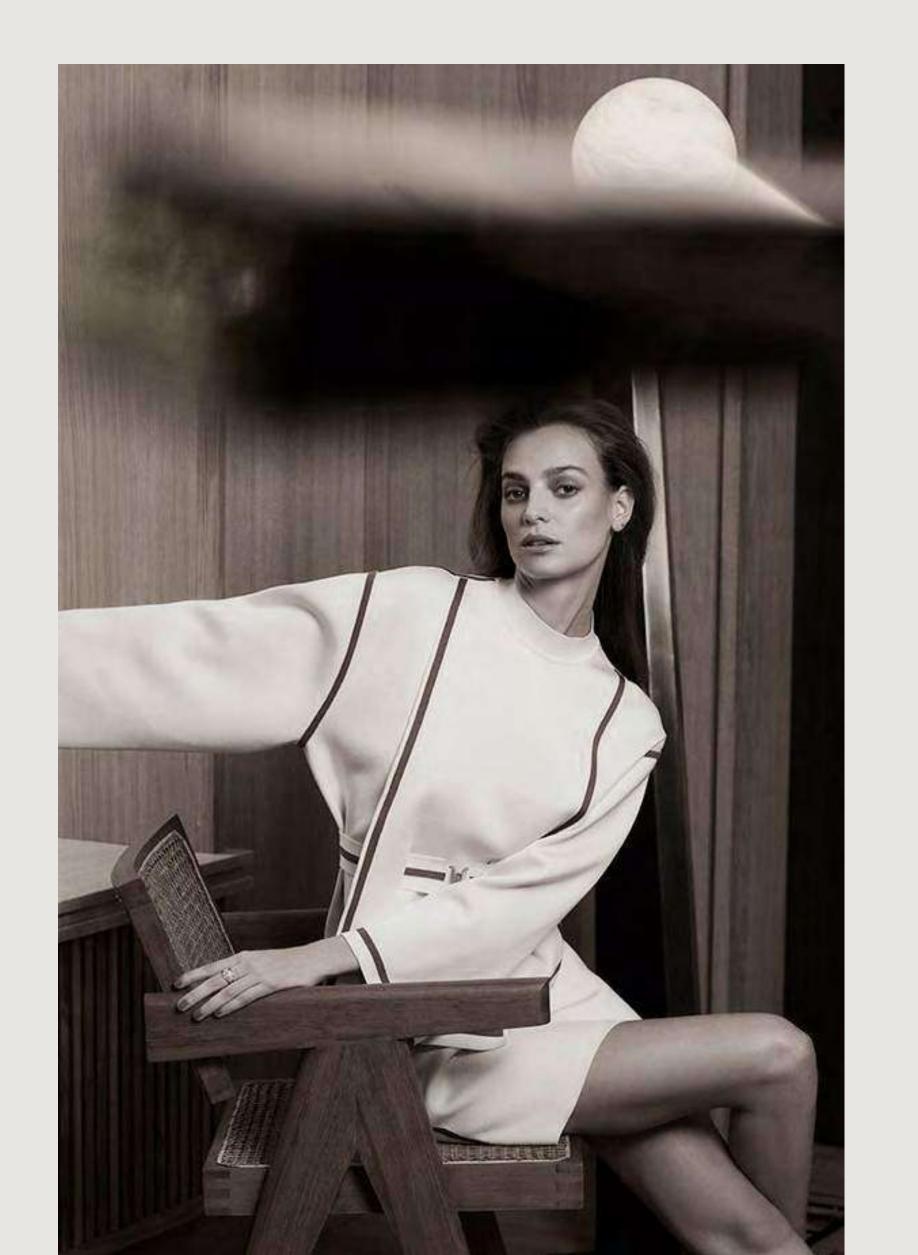


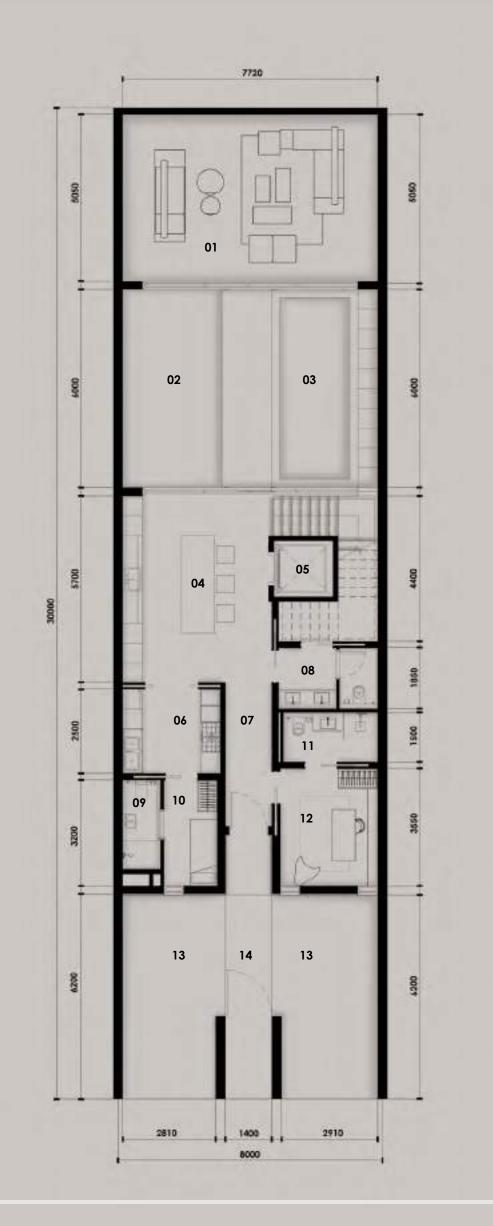


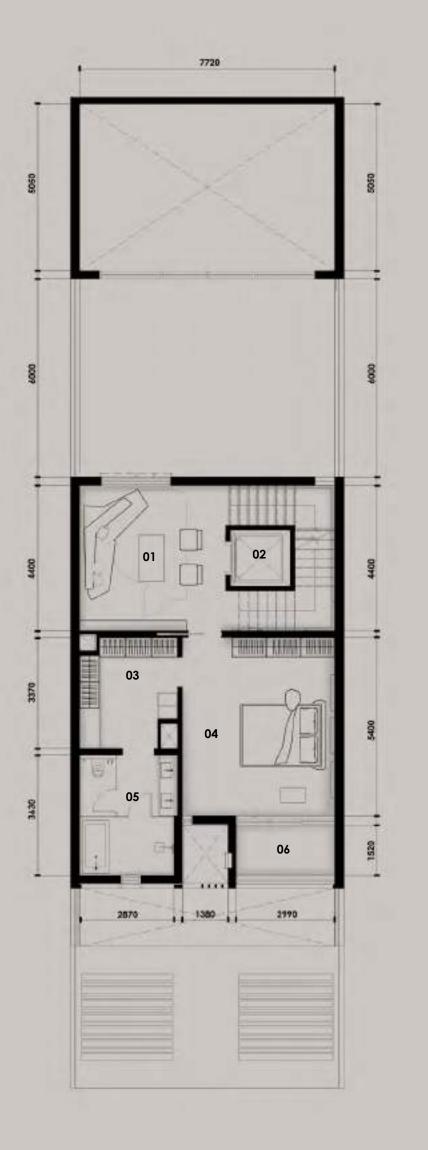






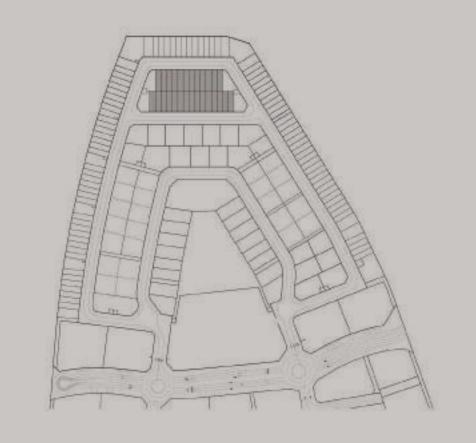












TOWNHOUSE	BUA (SQ.M)	BUA (SQ.FT)
Plant Room Level	28.80 sq.m	310.00 sq.ft
Ground Floor	185.80 sq.m	1,999.94 sq.ft
First Floor	97.30 sq.m	1,047.33 sq.ft
Second Floor	139.40 sq.m	1,500.48 sq.ft
Roof deck	95.30 sq.m	1,025.80 sq.ft
Total	546.60 sq.m	5,883.55 sq.ft

#### PLOT

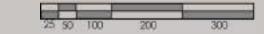
AREA 520.46 sq.m 5,602.18 sq.ft

Plot No. 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56 & 57

No. of Units 27 REGULAR 4 CORNER

No. of Levels GROUND + 2 FLOORS + ROOF

Height 14.60M ROOF SLAB



01 ENTERTAINMENT AREA
02 OUTDOOR YARD
03 POOL
04 KITCHEN | DINING AREA
05 LIFT

06 MAIN KITCHEN

07 HALLWAY

09 MAID'S BATHROOM
10 MAID'S ROOM
AREA 11 GUEST BATHROOM
12 GUEST ROOM
13 CAR PORT
14 MAIN ENTRANCE

08 WASH AREA

01 MASTER LIVING AREA
02 LIFT
03 WALK-IN-CLOSET
04 MASTER BEDROOM
05 MASTER BATHROOM

06 BALCONY

01 BATHROOM 07 BATHROOM
02 BEDROOM 08 BEDROOM
03 WALK-IN-CLOSET 09 WALK-IN-C
04 BALCONY 10 BALCONY
05 ENTERTAINMENT AREA 11 BALCONY

06 LIFT

07 BATHROOM
08 BEDROOM | KID'S ROOM
09 WALK-IN-CLOSET
10 BALCONY
11 BALCONY

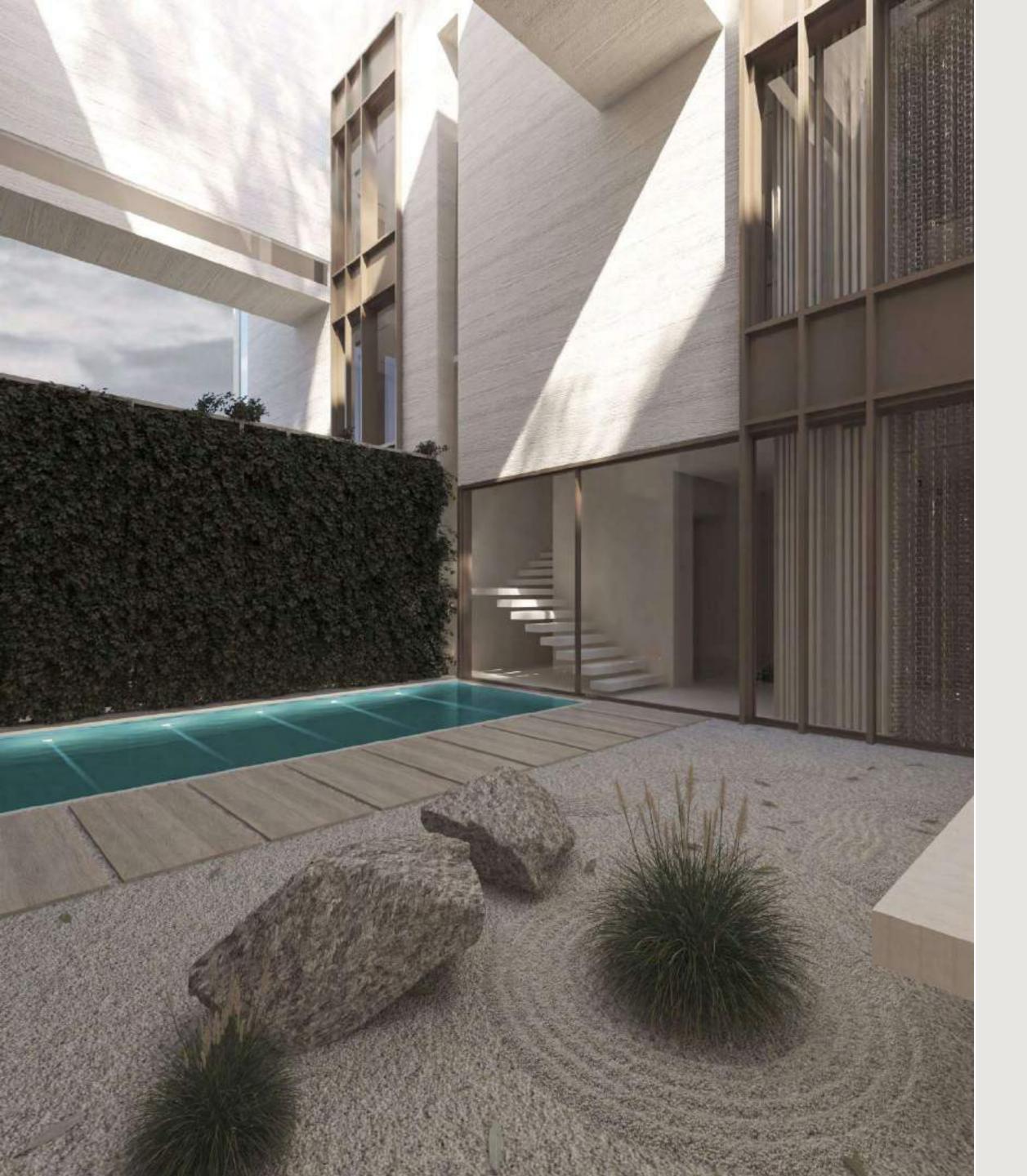
01 MEP SERVICES AREA
02 OUTDOOR GRILL AREA
03 LAUNDRY AREA
04 LIFT
05 OUTDOOR SEATING AREA

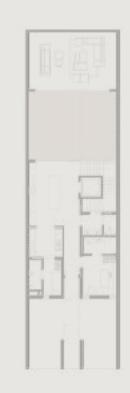
KETURAH RESERVE BACK-TO-BACK | 4 BEDROOM

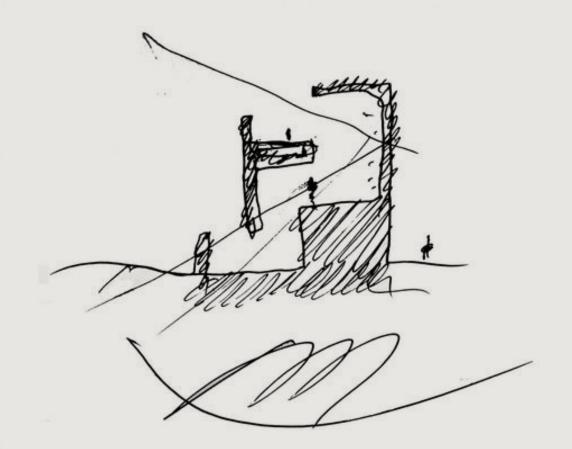




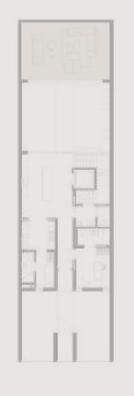




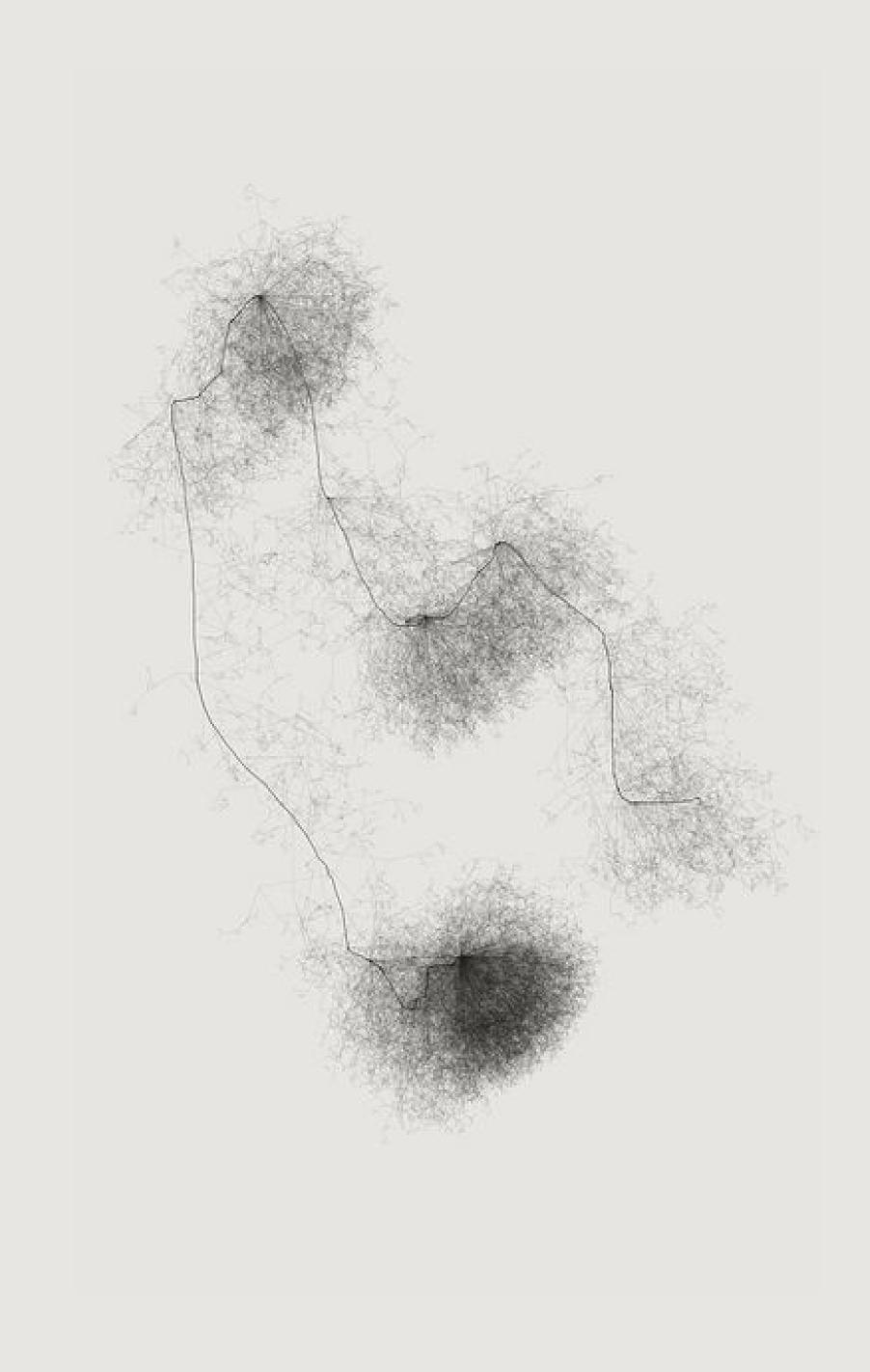


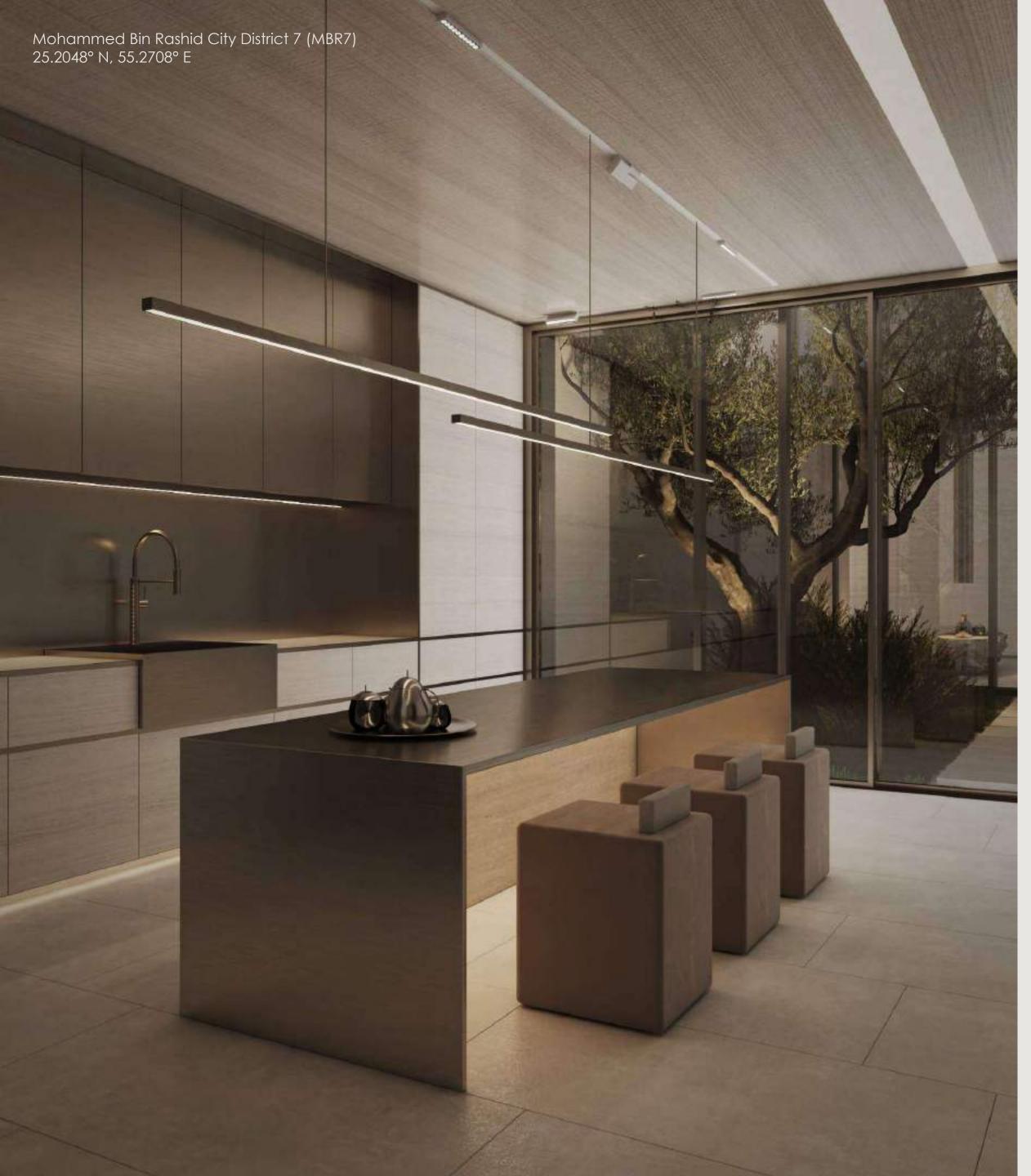






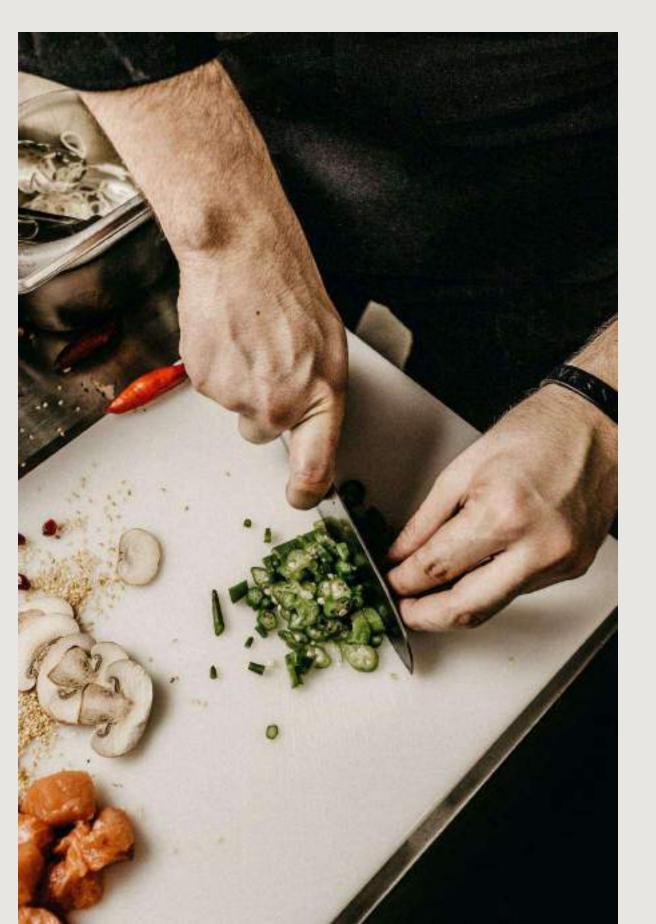












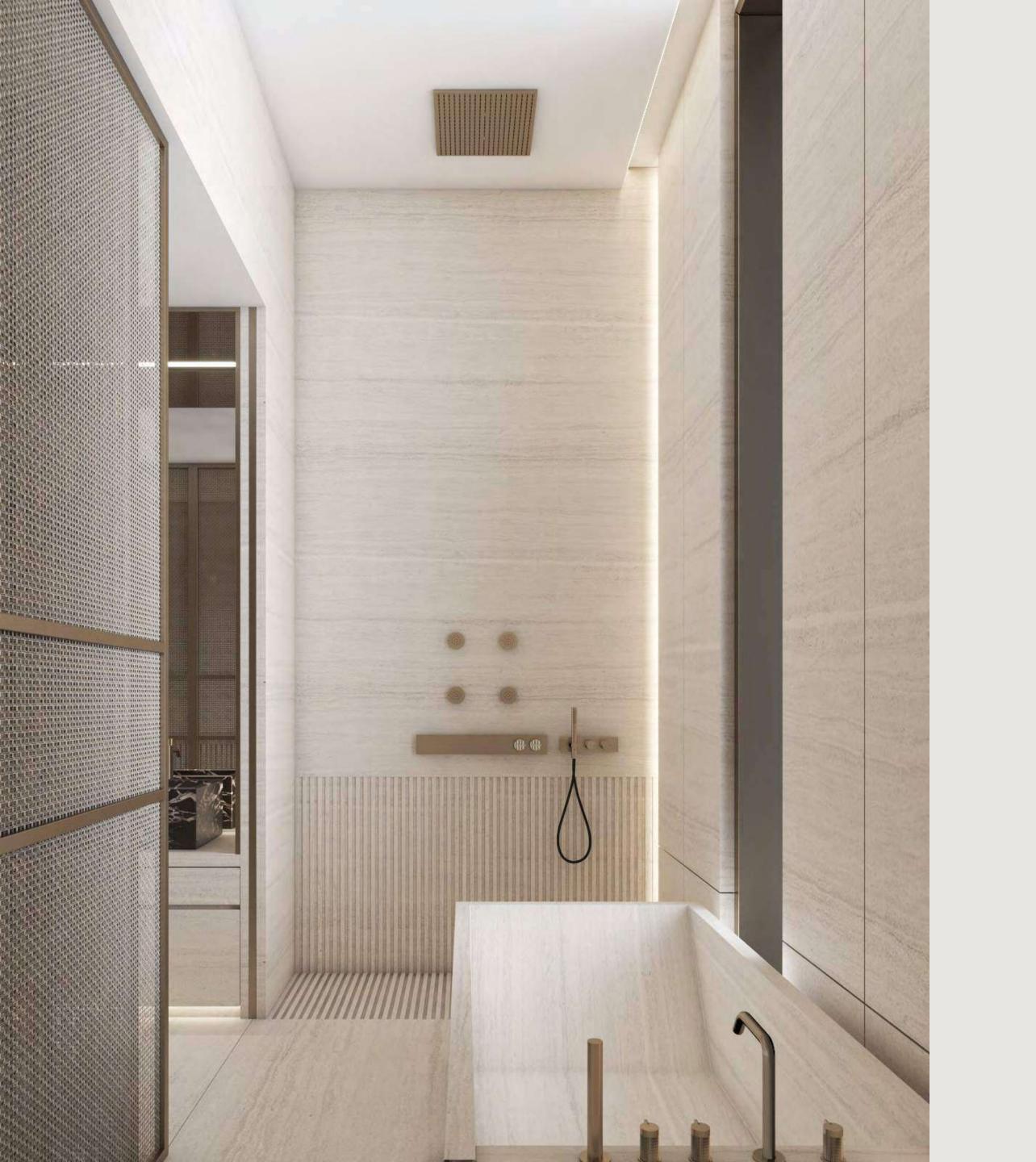


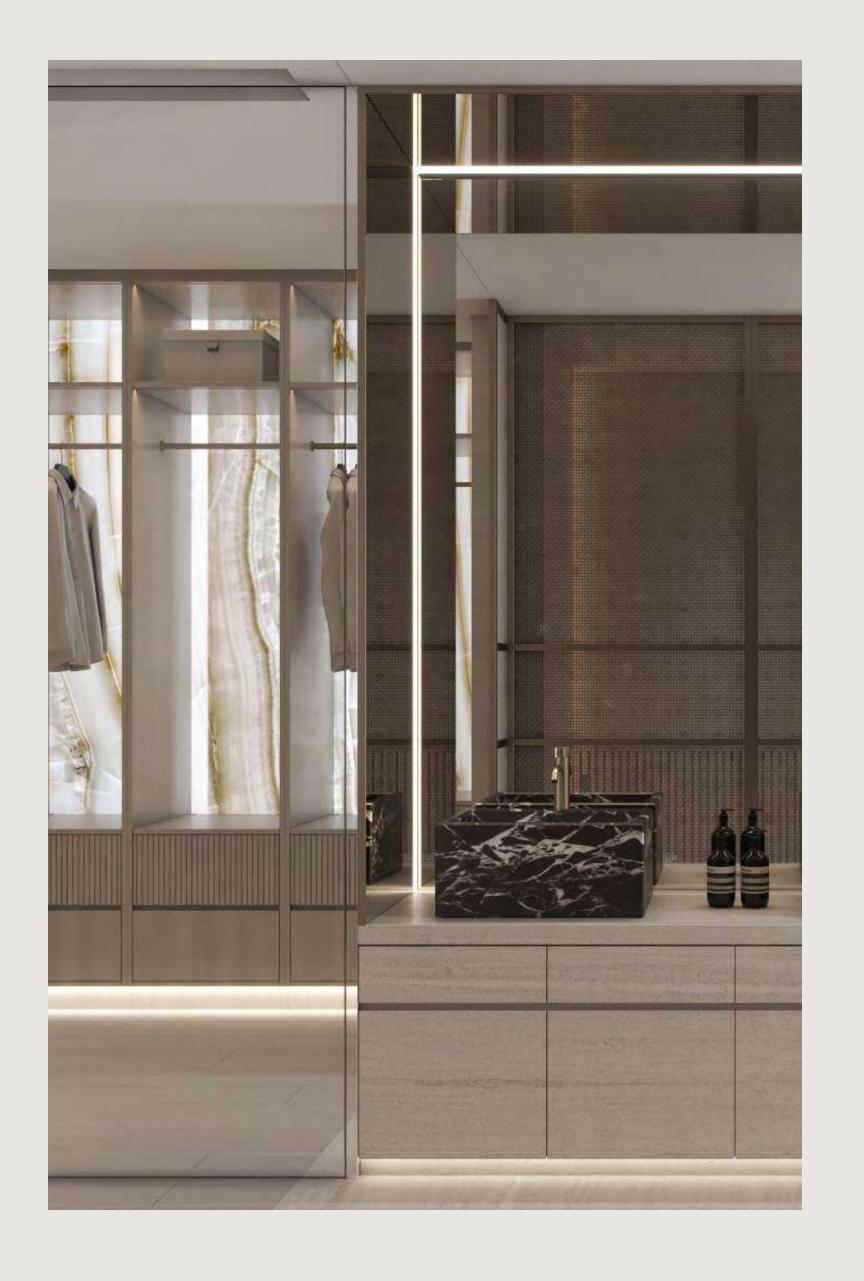








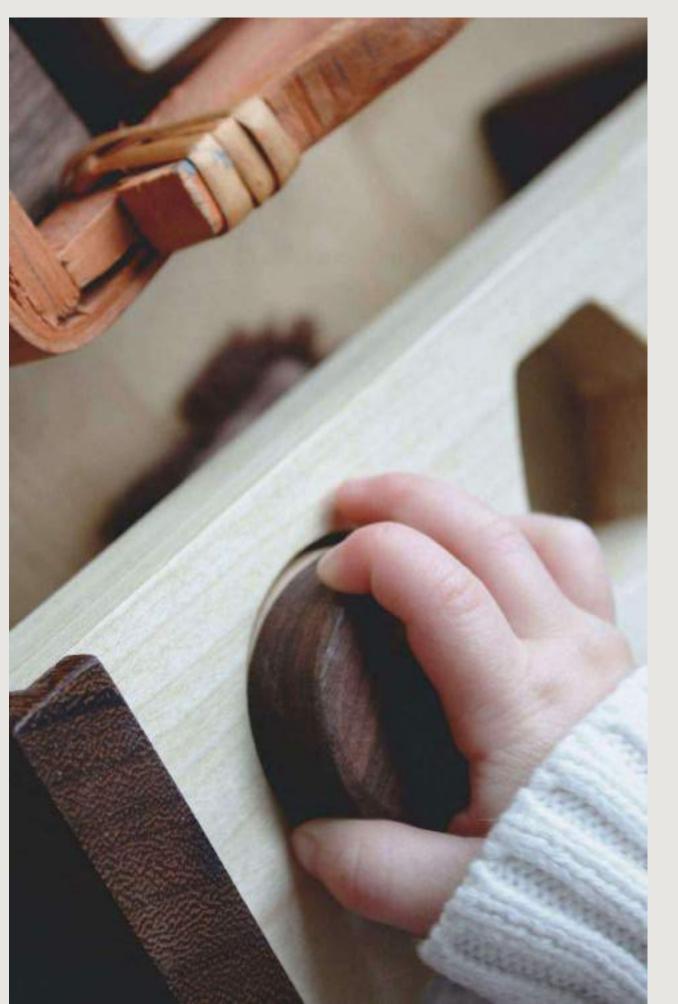












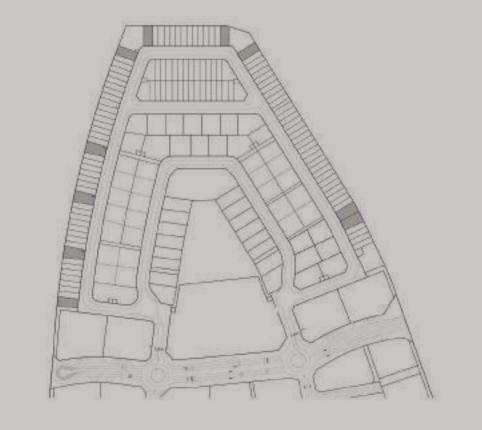








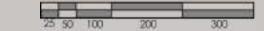




TOWNHOUSE	BUA (SQ.M)	BUA (SQ.FT)
Plant Room Level	31.30 sq.m	336.91 sq.ft
Ground Floor	287.70 sq.m	3,096.77 sq.ft
First Floor	180.60 sq.m	1,943.96 sq.ft
Second Floor	236.50 sq.m	2,545.67 sq.ft
Roof deck	147.40 sq.m	1,586.60 sq.ft
Total	883.50 sq.m	9,509.91 sq.ft

#### PLOT

AREA	803.60 sq.m	8,649.87 sq.ft
Plot No.	4	12, 43, 44 and 45
No. of Units		10 REGULAR
No. of Levels	GROUND + 2	FLOORS + ROOF
Height	14.	60m ROOF SLAB



01 POOL
02 OUTDOOR TERRACE
03 ENTERTAINMENT AREA
04 OUTDOOR BAR
05 STORAGE
06 LIFT

07 KITCHEN | DINING AREA

08 LAUNDRY ROOM

10 SERVICE KITCHEN
11 OUTDOOR GRILL AREA
12 WASH AREA
13 MAID'S BATHROOM
14 MAID'S ROOM
15 CARPORT
16 MAIN ENTRANCE

09 HALLWAY

01 LIFT
02 MASTER LIVING AREA
03 MASTER SEATING AREA
04 MASTER BATHROOM
05 MASTER BEDROOM
06 WALK-IN-CLOSET
07 BALCONY
08 BALCONY

 01 BALCONY 1
 08 ENTERTAINMENT AREA

 02 BALCONY 2
 09 BATHROOM 3

 03 BEDROOM 1
 10 BATHROOM 4

 04 BEDROOM 2
 11 BEDROOM 3

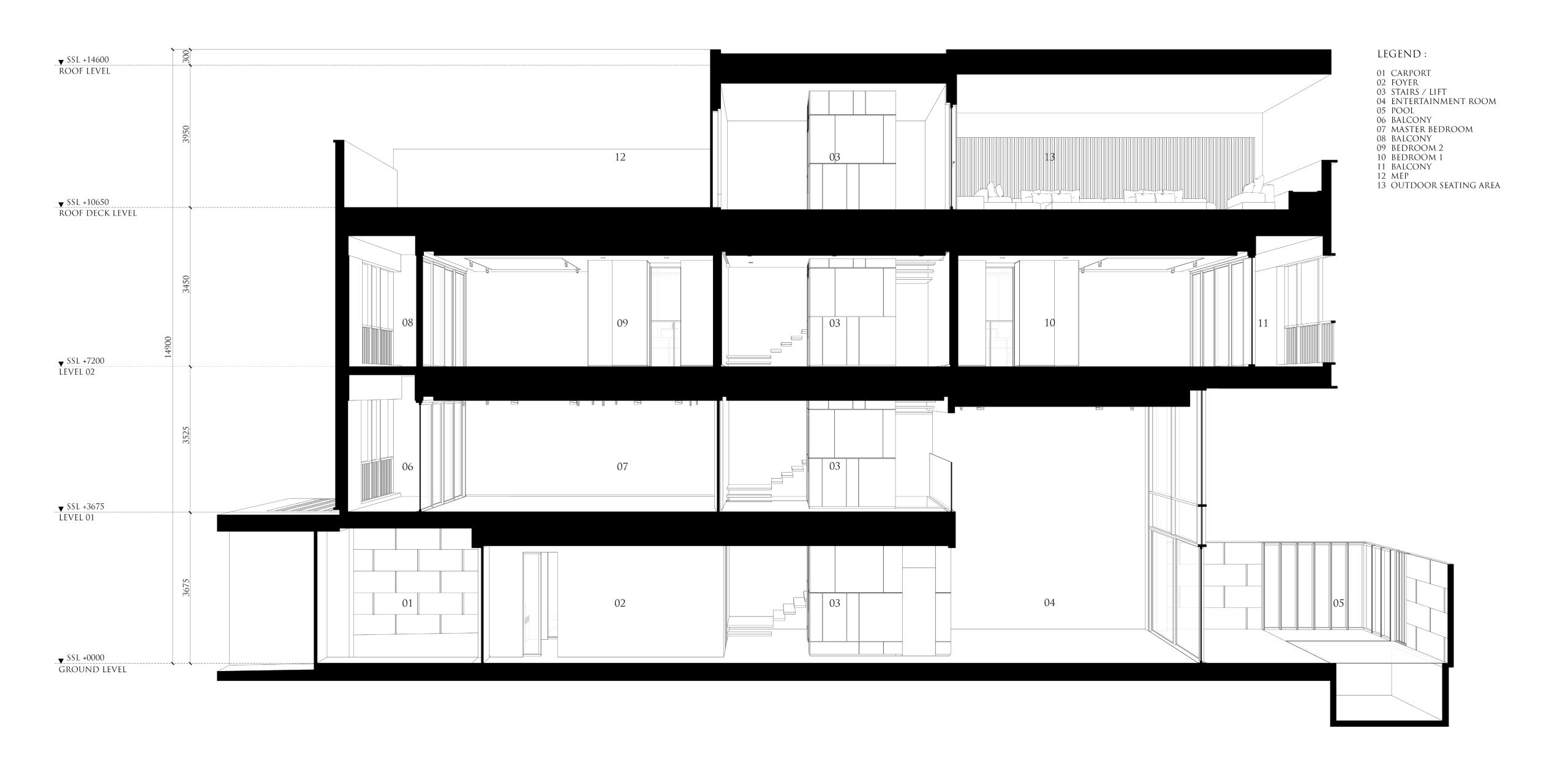
 05 BATHROOM 1
 12 BEDROOM 4

 06 BATHROOM 2
 13 BALCONY 3

 07 LIFT
 14 BALCONY 4

01 OUTDOOR SEATING AREA
02 LIFT
03 OUTDOOR GRILL AREA
04 MEP SERVICES AREA

KETURAH RESERVE ROW HOUSE | 5 BEDROOM



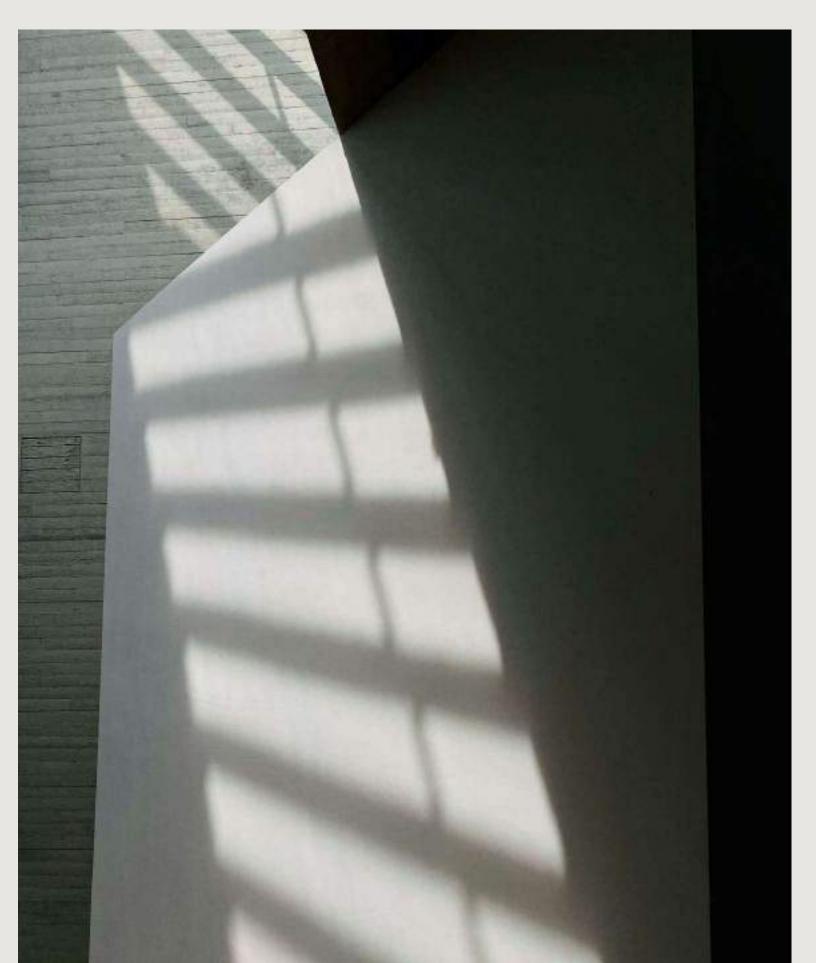


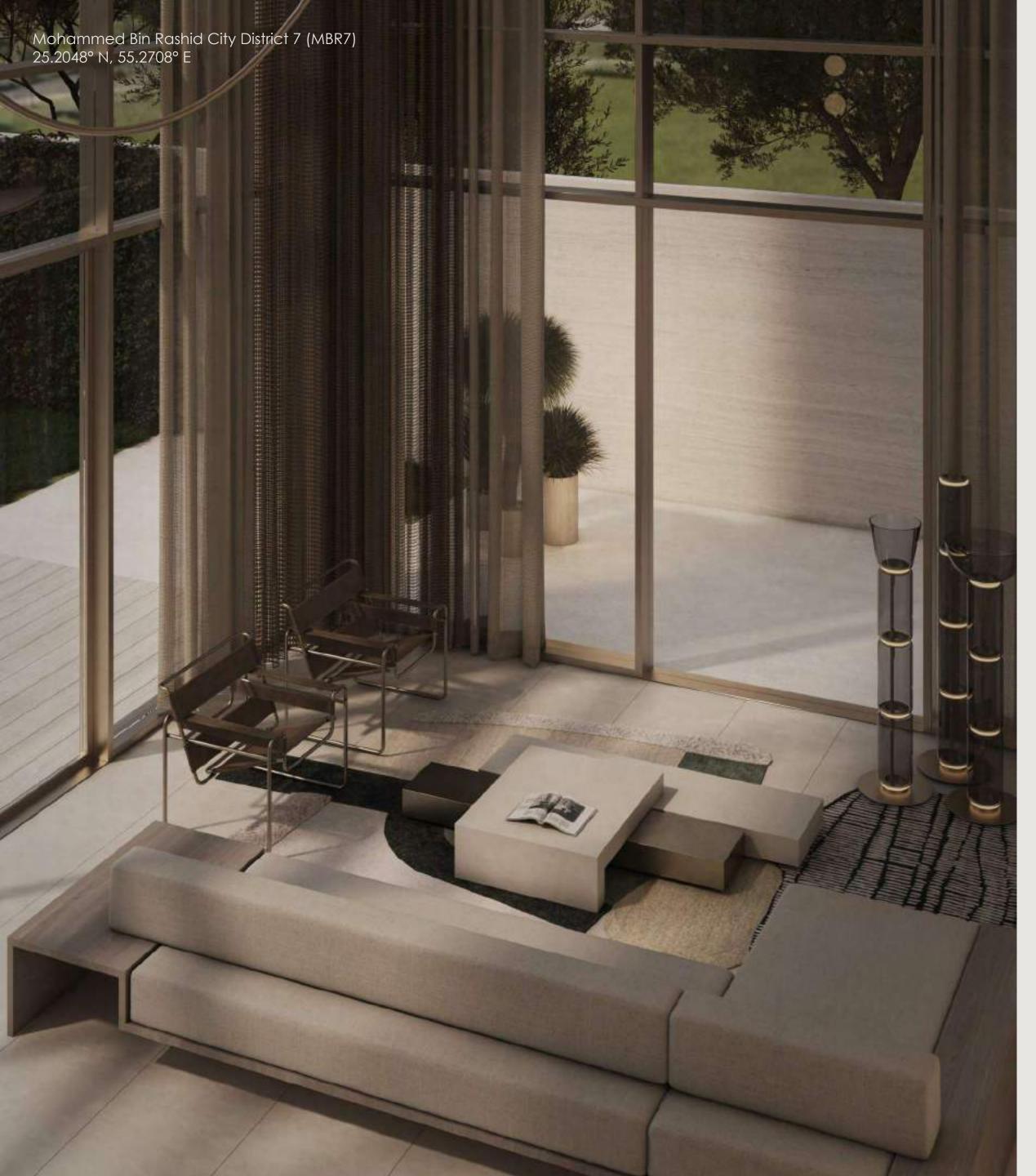
KETURAH RESERVE





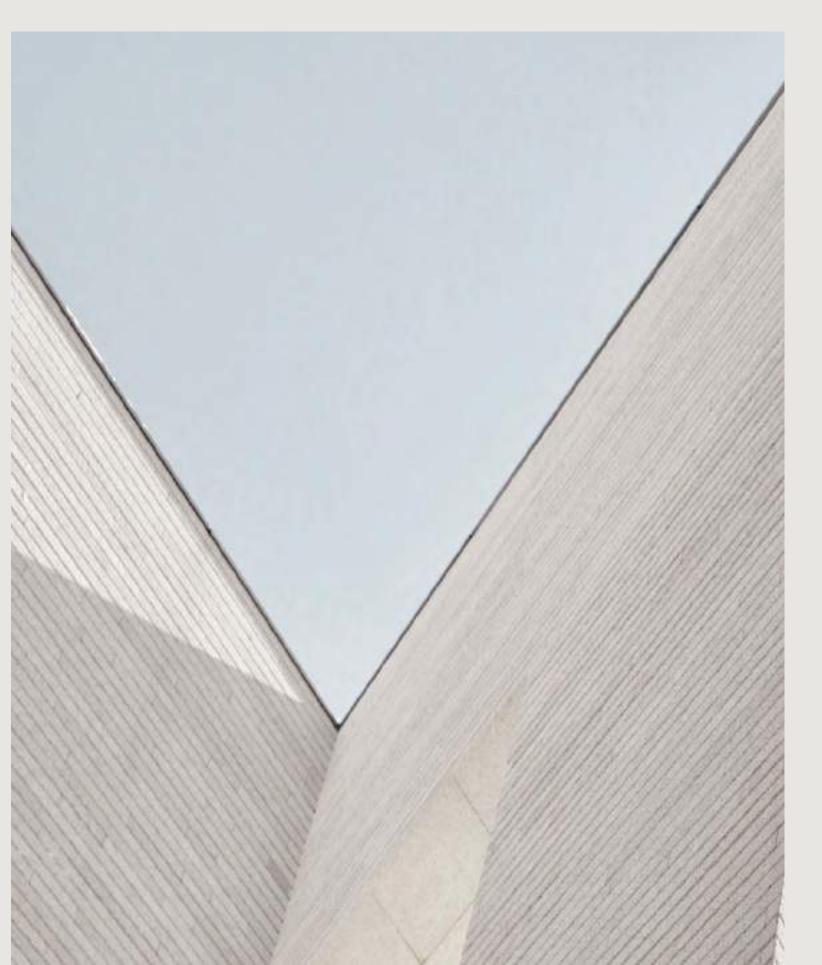


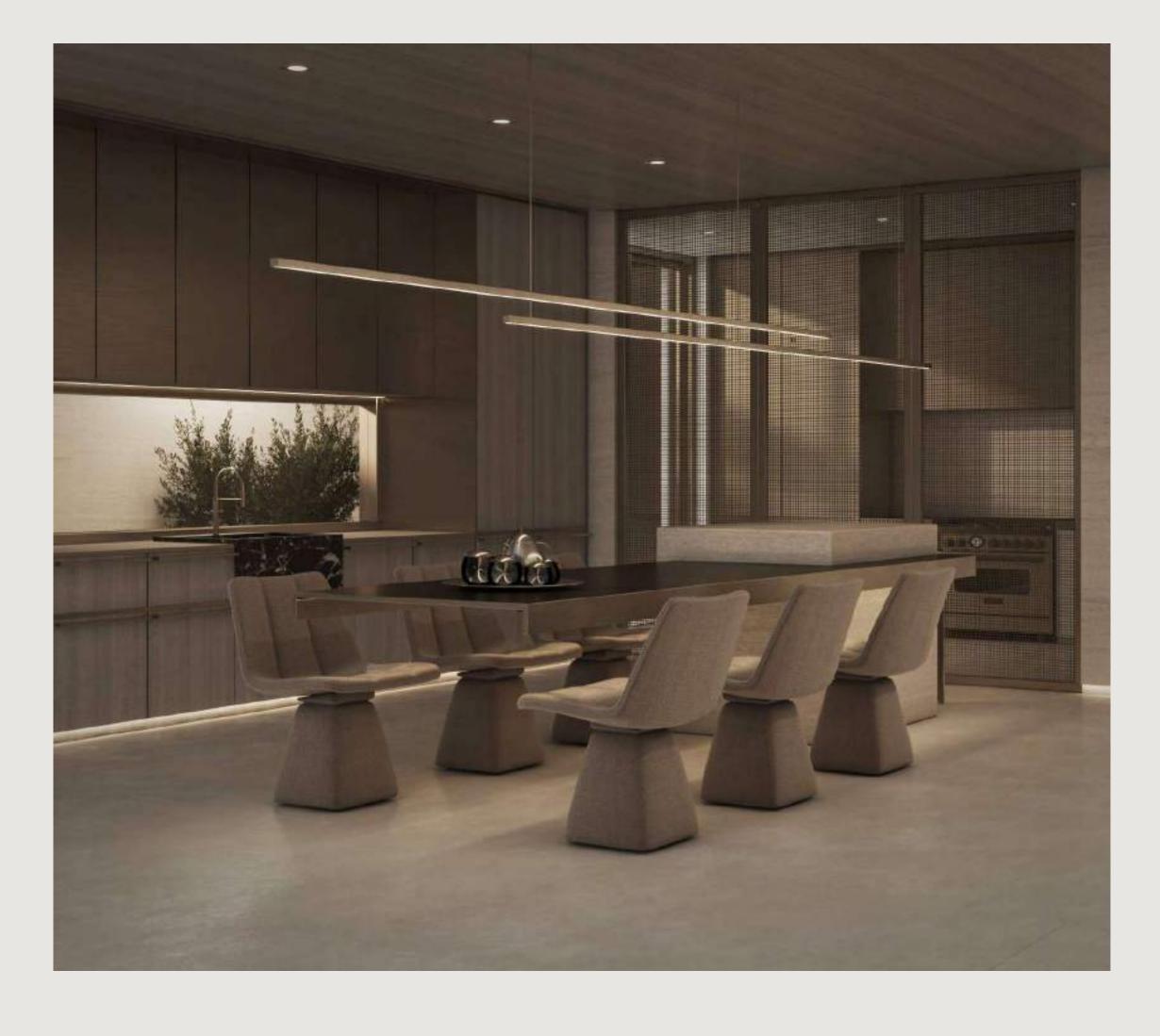


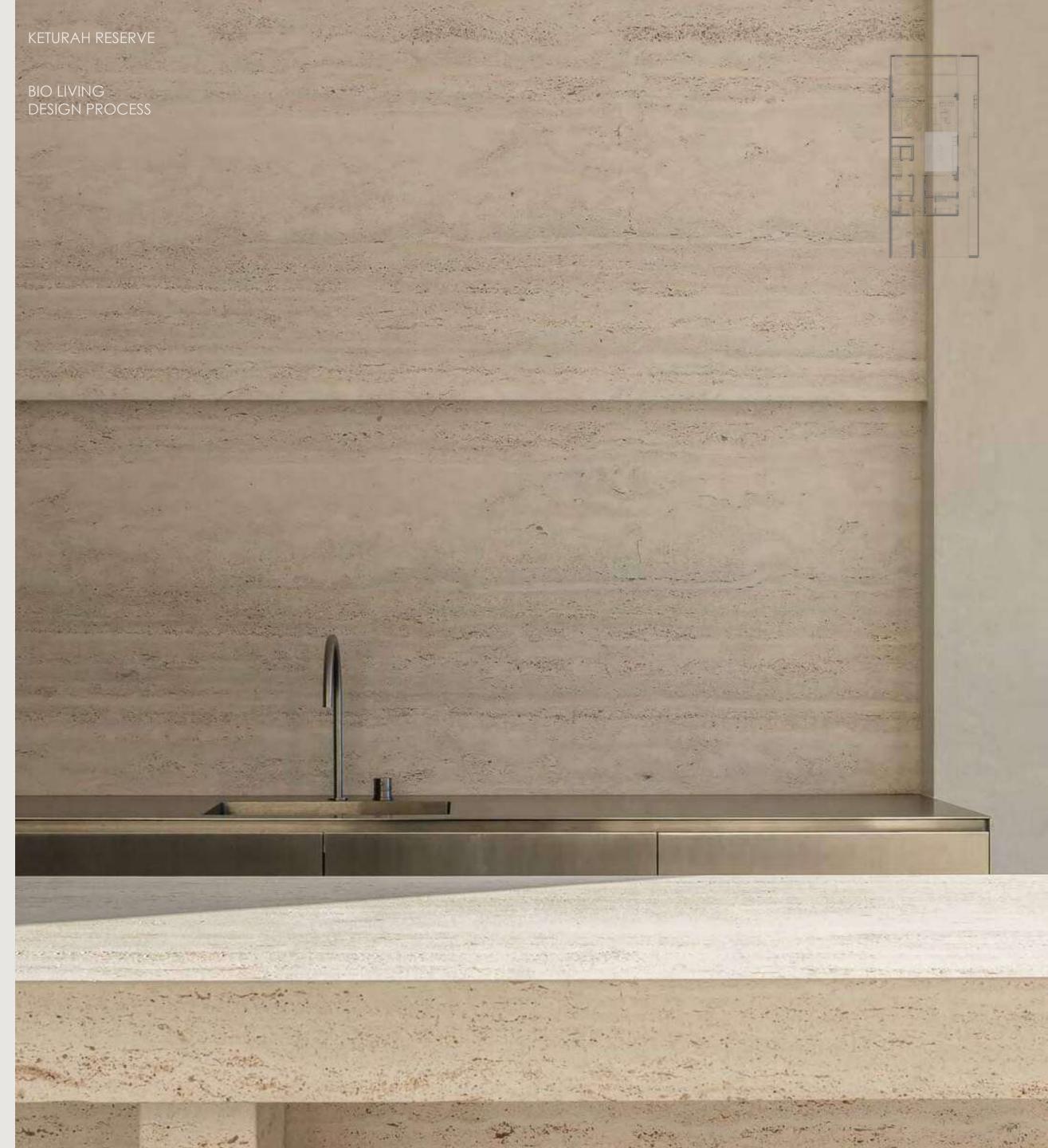
















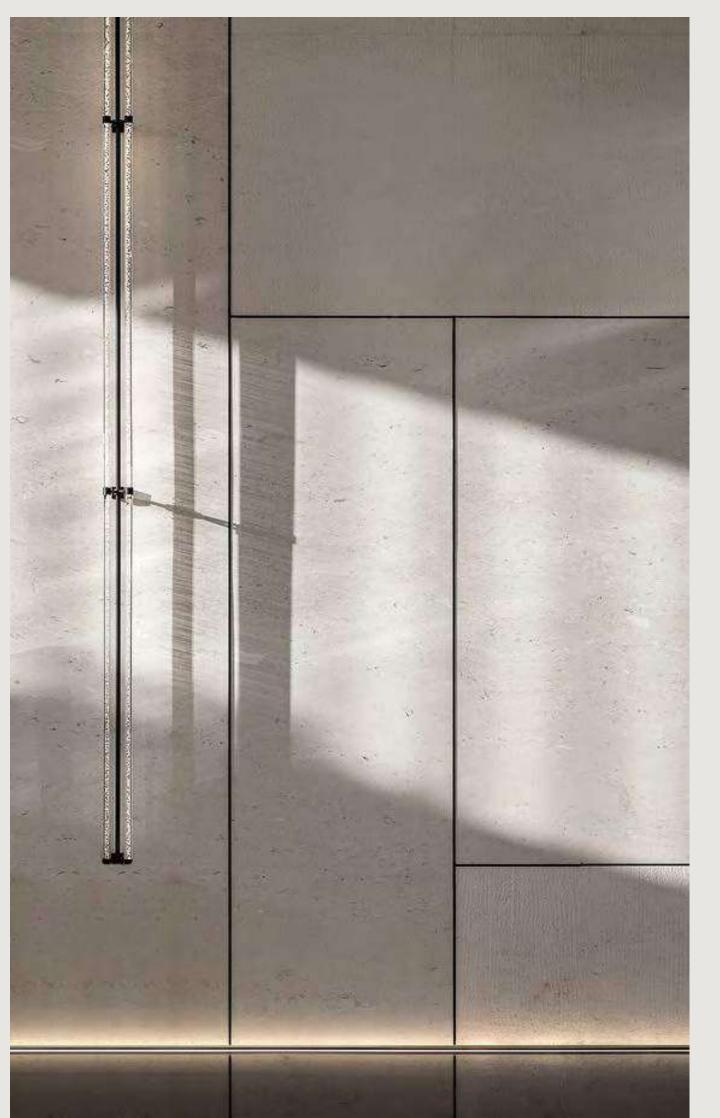


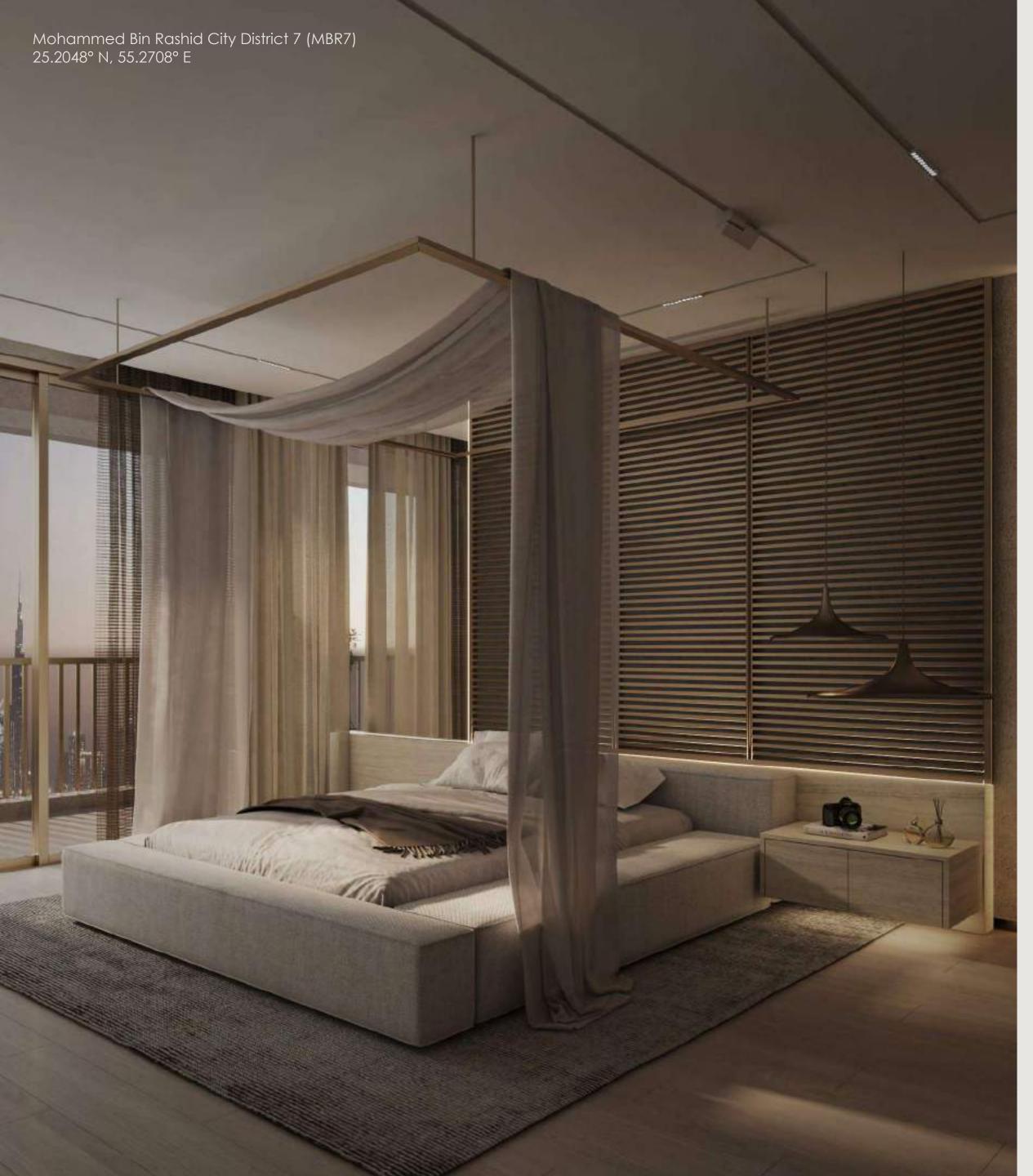






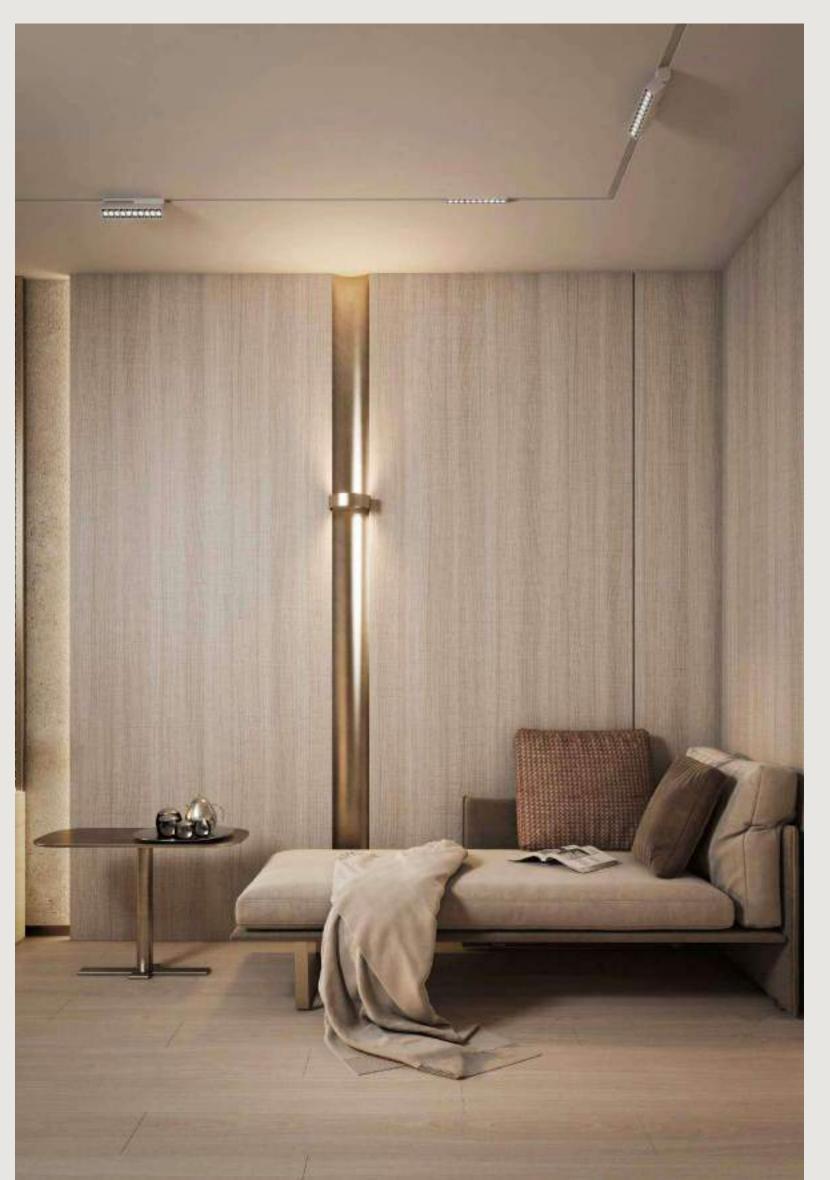


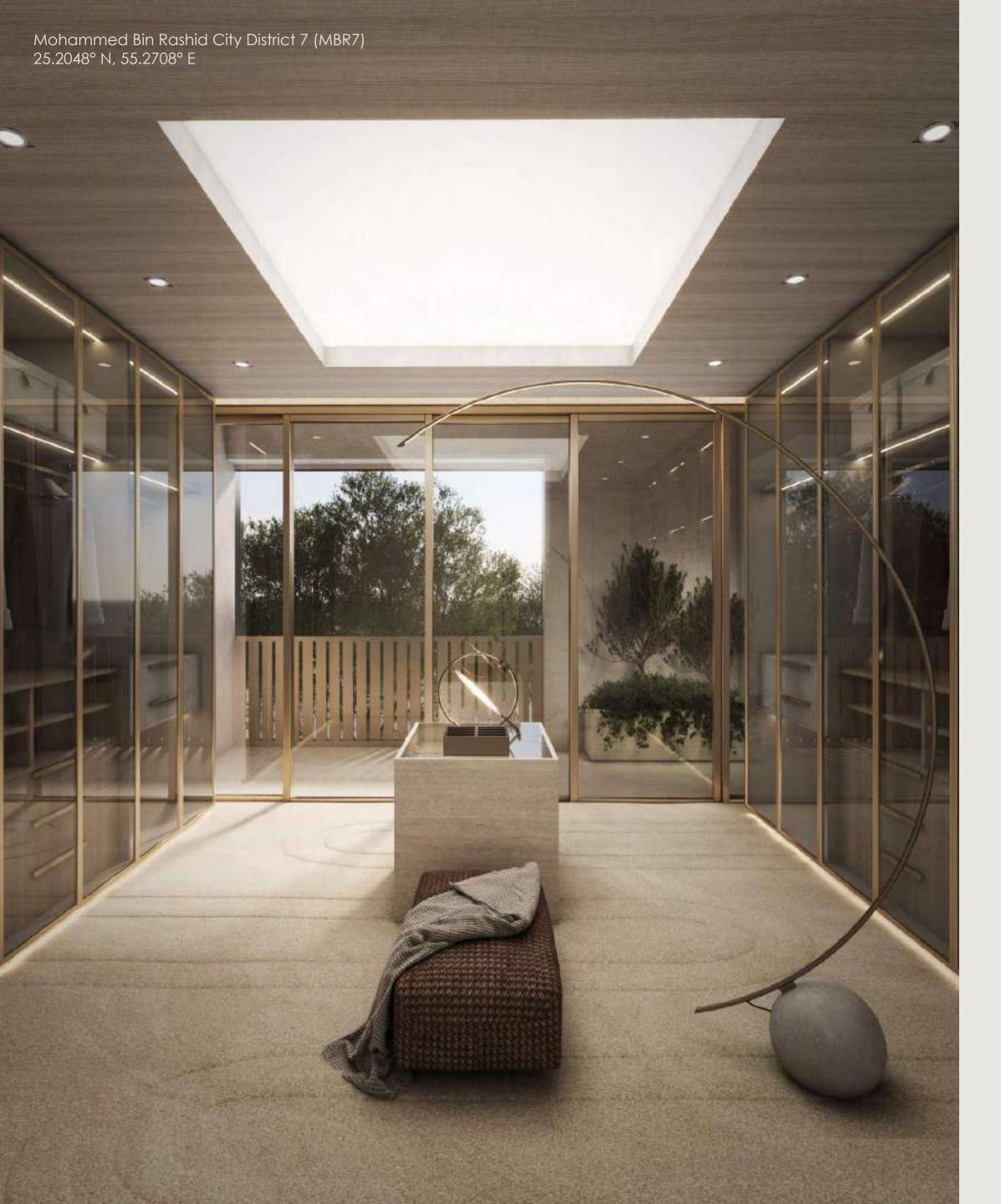






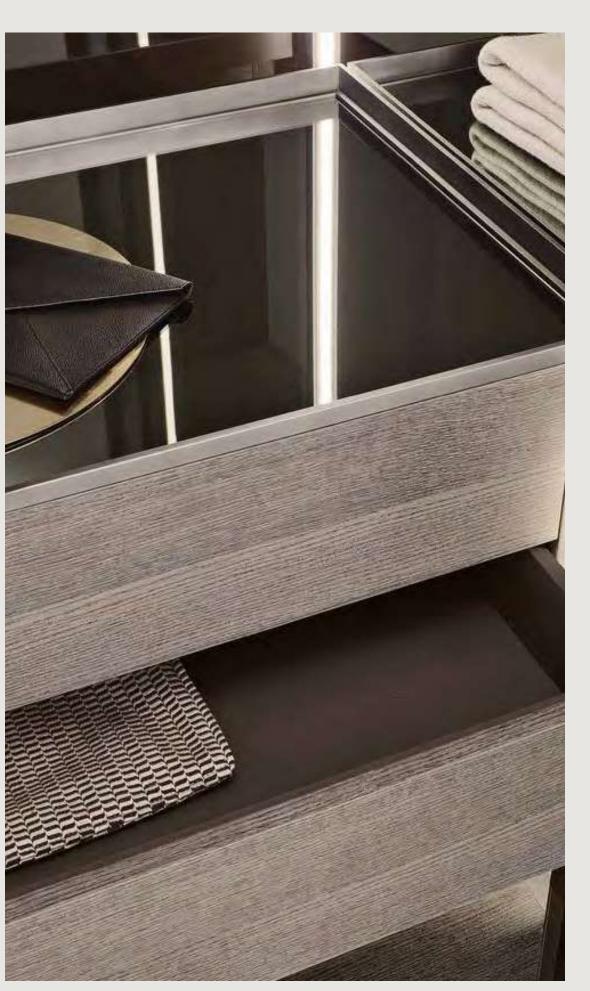


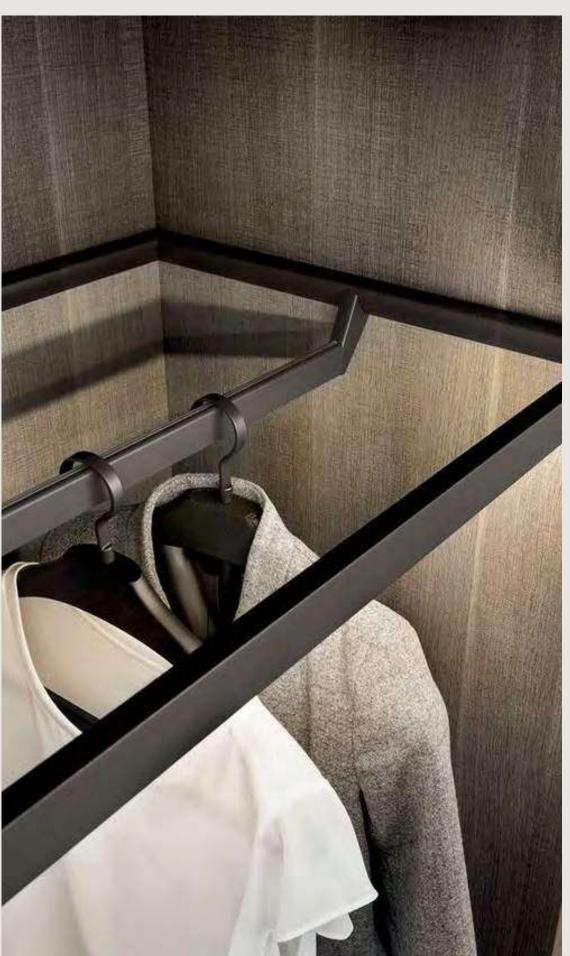








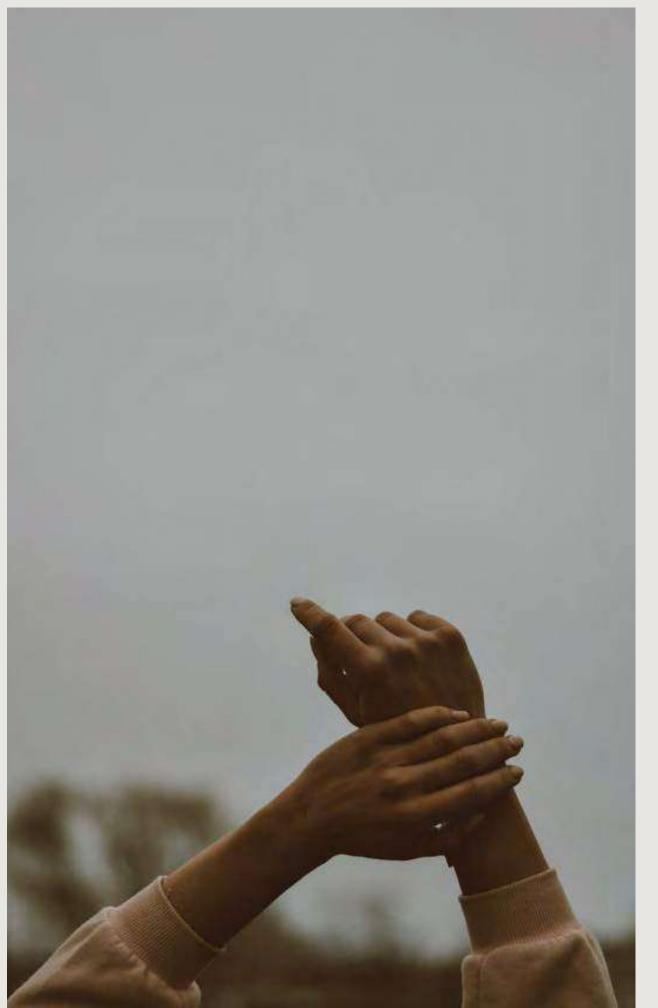








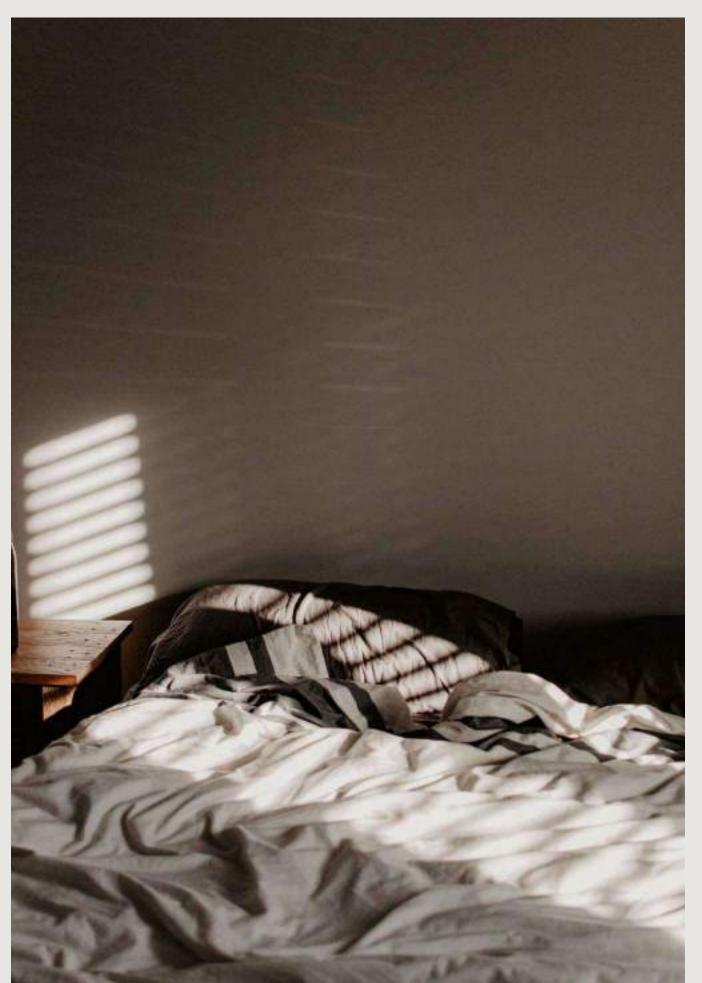








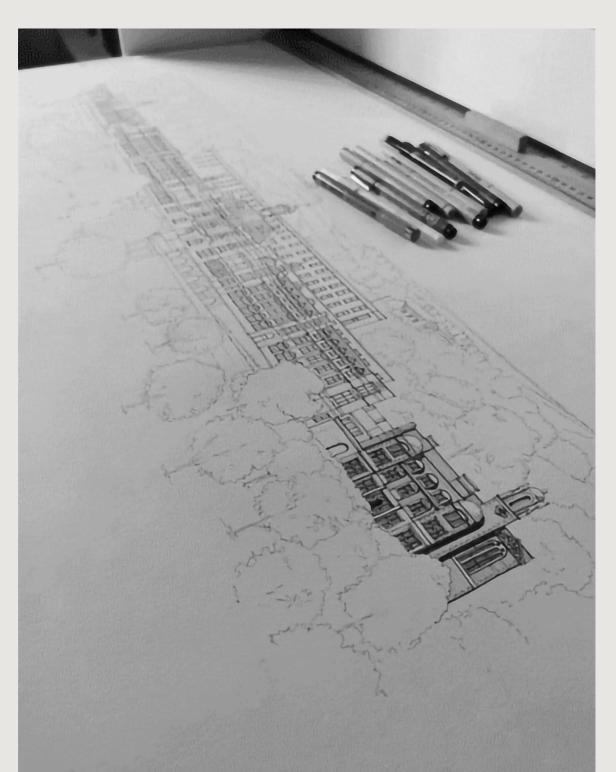












### INTERIOR BODY

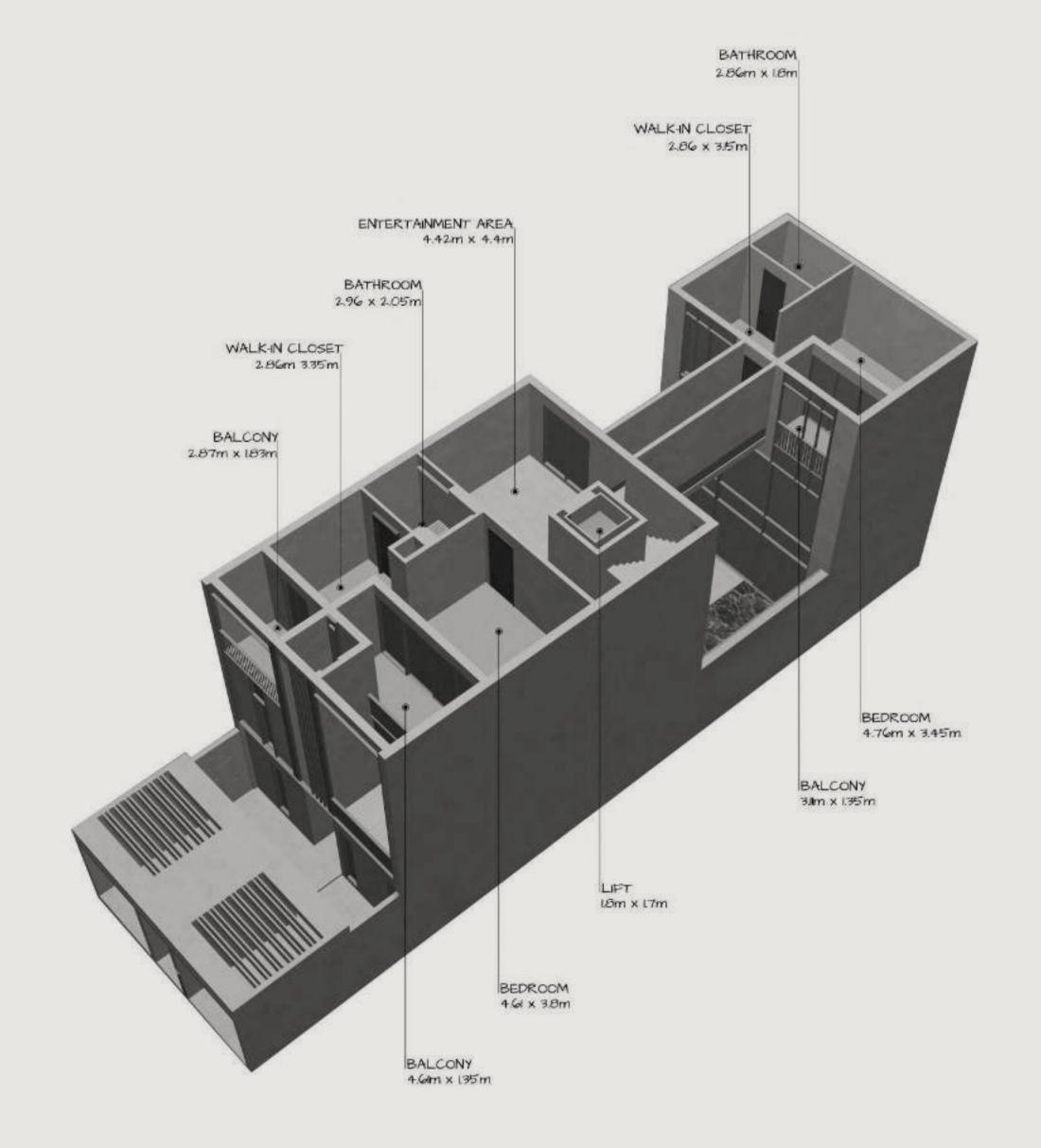
Keturah Reserve is uniquely designed from the inside out, from the central beating heart to the exterior, the architectural skin.

### ARCHITECTURE SKIN

The clean, geometric lines of the façade connect the interior to the exterior.

### LANDSCAPE

The homes blend into the rawness of the desert landscape with its indigenous plants and olive trees.





FRAMELESS SLIDING DOOR



WHITE TRAVERTINE TILES

The travertine façade links the outside to the inside, with the vertical metal slats creating a play of shadow and intimacy.



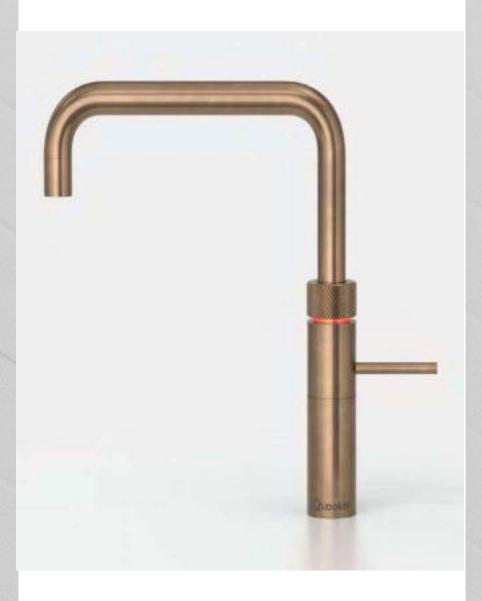
HAIRLINE CHAMPAGNE METAL



WOODEN FLOOR

# Quooker

Hot, cold, chilled and sparking filtered water from a single tap.



## TOTO

Award-winning innovative sanitary ceramic bathroom suites from Japan.



## Míele

German engineered state-of-theart kitchen appliances. Revolutionary Technology.



## dyson

Cordless vacuum cleaner for optimum home hygiene.



KETURAH RESERVE Mohammed Bin Rashid City District 7 (MBR7) 25.2048° N, 55.2708° E BIO LIVING DESIGN PROCESS HOME OWNING ADVANTAGES AT KETURAH RESERVE Becoming a Keturah Reserve homeowner entitles the resident to request and obtain Visas for family members and house employees including chefs, nannies, maids, gardeners and personal secretaries, (subject to approval).