

URBAN HORIZON



ARETE

Where Urban
Sophistication
Meets
Comfort



Table of Content

01. Introduction

A modern haven in Arjan, where elegance meets urban convenience.

02. The Location

Seamlessly connected, vibrantly growing, and perfectly serene.

03. The Project

A contemporary masterpiece redefining sophisticated urban living with style and function.

04. The Interiors

Thoughtfully designed spaces featuring high-end finishes, natural harmony, and seamless flow.

05. The Amenities

Curated selection of lifestyle-enhancing facilities, designed for elevated living.

06. The Developer

A visionary brand delivering innovation, craftsmanship, and excellence.

A New Landmark in Luxury Living

Rising in the heart of **Arjan**, **Urban Horizon** redefines modern living with its seamless blend of sophistication, comfort, and convenience.

Designed for those who appreciate **timeless elegance** and **contemporary functionality**, it offers refined spaces, premium amenities, and **effortless connectivity**—creating a lifestyle that is both elevated and inspiring.



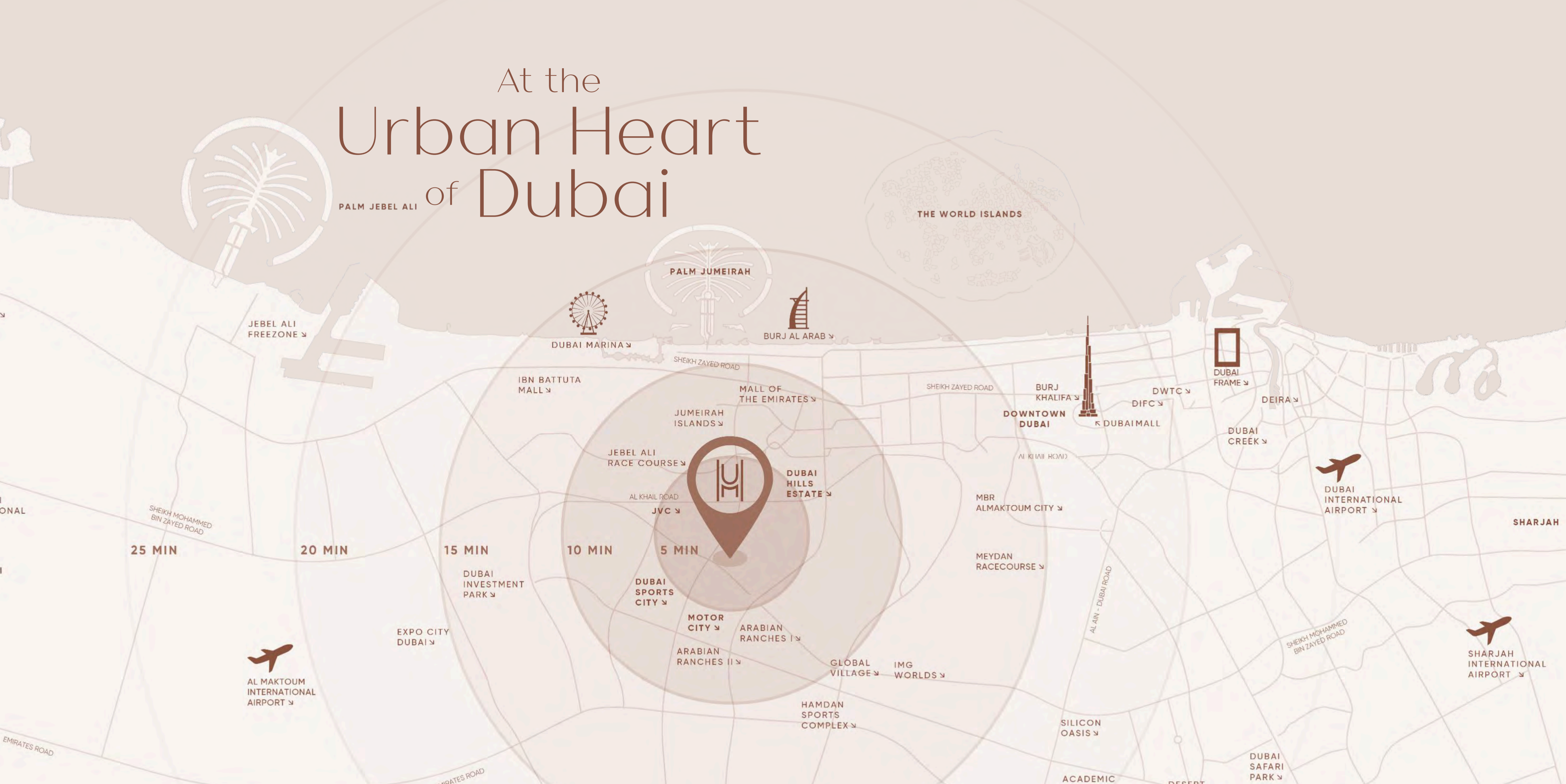


The Crossroads of Convenience

Situated in the vibrant **Dubai Land district, Arjan** offers seamless access to **Sheikh Mohammed Bin Zayed Road and Umm Suqeim Road**, linking you to **Dubai Hills, Downtown Dubai, and Dubai Marina** in minutes.

Surrounded by **lush parks, premium retail, and top-tier amenities**, Arjan is a vibrant community where **connectivity meets convenience**.

At the Urban Heart of Dubai



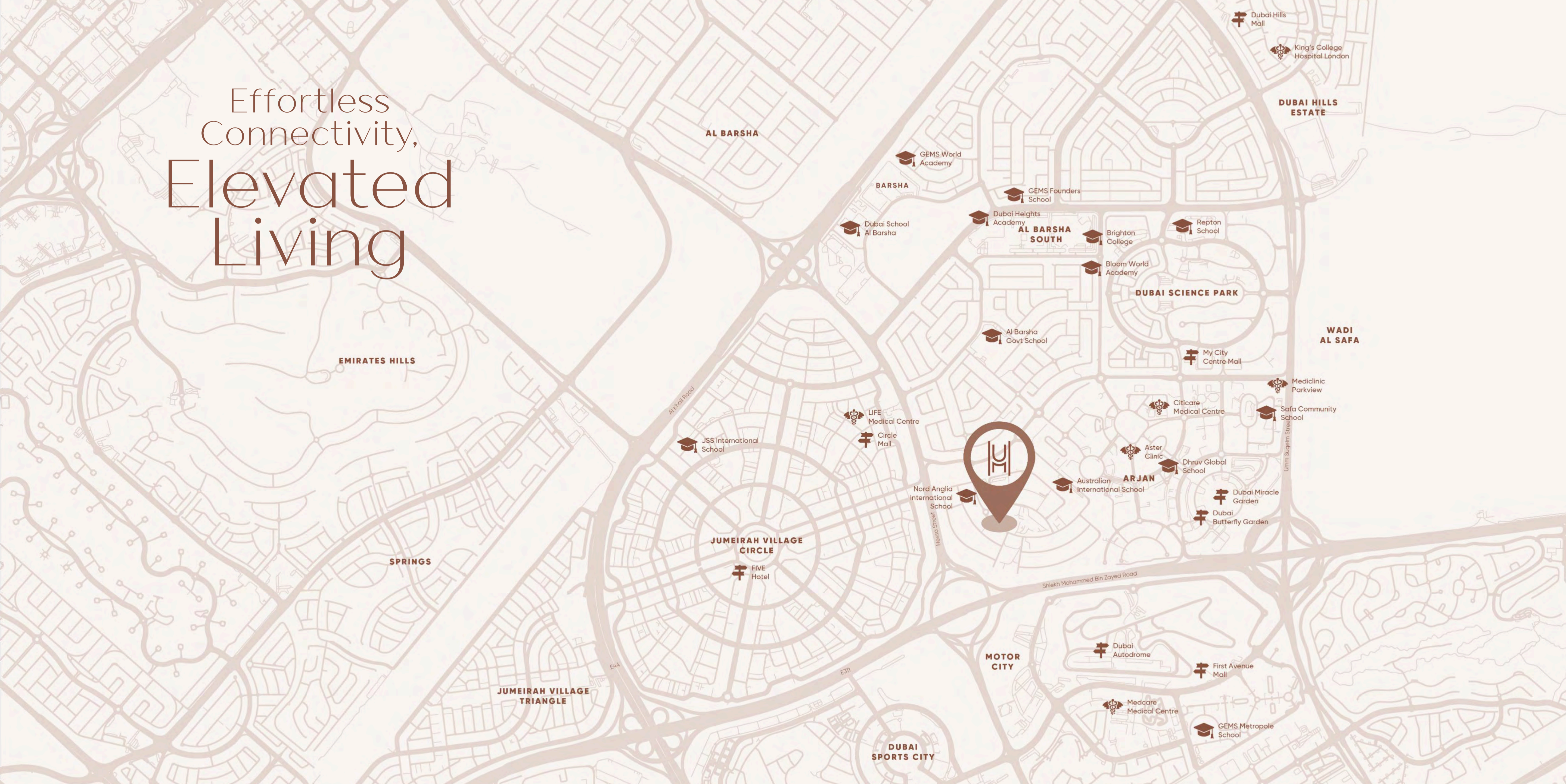
Seamlessly Connected, Perfectly Positioned

Nestled in the heart of **Arjan, Urban Horizon** offers the perfect balance between urban convenience and serene living.

From **top-tier schools and renowned healthcare** to **world-class shopping and vibrant entertainment**, convenience is always within reach – **offering a lifestyle of balance and ease.**



Effortless
Connectivity,
Elevated
Living



AL BARSHA

DUBAI HILLS
ESTATE

GEMS World
Academy

BARSHA

GEMS Founders
School

Dubai School
Al Barsha

Dubai Heights
Academy

AL BARSHA
SOUTH

Brighton
College

Repton
School

Bloom World
Academy

DUBAI SCIENCE PARK

EMIRATES HILLS

WADI
AL SAFA

Al Barsha
Govt School

My City
Centre Mall

Mediclinic
Parkview

JSS International
School

LIFE
Medical Centre

Circle
Mall

Citicare
Medical Centre

Safa Community
School



Aster
Clinic

Dhruv Global
School

Nord Anglia
International
School

Australian
International
School

ARJAN

Dubai Miracle
Garden

Dubai
Butterfly Garden

JUMEIRAH VILLAGE
CIRCLE

FIVE
Hotel

SPRINGS

JUMEIRAH VILLAGE
TRIANGLE

MOTOR
CITY

Dubai
Autodrome

First Avenue
Mall

DUBAI
SPORTS CITY

Medcare
Medical Centre

GEMS Metropole
School



Redefining Skyline

A masterpiece of modern
architecture, seamlessly blending
bold design, refined elegance,
and ultimate comfort

Your Oasis in the Sky

Expansive views, refined elegance, and unmatched
luxury—your private retreat above the city.





Project Overview

Location
**ARJAN,
 AL BARSHA SOUTH THIRD**

Project type
RESIDENTIAL

Building Configuration
**Ground + 3 Podiums
 + 10 Floors + Roof**

Anticipated Completion Date
Q1 2028

Unit Overview

	No. of Units	Size Range (sqft.)
Studios	30	From 351.55 to 496.22
1 Bedroom	40	From 675.54 to 1,174.13
2 Bedroom	20	From 1,162.03 to 1,697.36

A Community Where Families Thrive

Designed for **comfort, connection,**
and well-being, Urban Horizon offers the
perfect setting for families to thrive.

With **lush green spaces, top-tier schools, and**
premium amenities, every detail fosters a **safe,**
vibrant, and enriching lifestyle.

A place where **memories are made, moments**
are cherished, and home feels truly special.



Designed for
**Everyday
Comfort**

With lush green spaces, premium amenities, and serene surroundings, the home you'll always want to return to—where every day feels effortlessly refreshing.





Where Architecture Becomes Iconic

Rising with purpose and poise, **Urban Horizon** stands tall as a striking new landmark in **Arjan**, with bold architecture and modern design that makes it truly stand out. It's a reflection of the city's energy, style, and progress.

Inside, **every detail** is designed for comfort, convenience, and contemporary living—offering a lifestyle that feels **elevated, effortless, and truly yours.**



An Elevated
Escape for All

Your Place of Sophistication and Comfort

Experience the perfect harmony of **sophistication and comfort** in our **studio, 1-bedroom, 2-bedroom, and penthouse residence.**

Crafted with exquisite interiors, seamless layouts, and premium finishes, your home is a sanctuary of **style and serenity.**





Where Elegance
Welcomes You

U
H
URBAN HORIZON

ARETE





Where Productivity
Meets Possibility





Smart Storage, Made Simple

A clean, secure space for everything extra
—seasonal items, holiday décor, or
anything you need out of sight but
close at hand.

A long, modern hallway with light wood paneling, recessed lighting, and a large abstract artwork on the right wall. The hallway is clean and minimalist, with a light-colored floor and walls. The lighting is warm and focused, creating a serene atmosphere. The artwork on the right wall is a large, abstract piece with dark, flowing shapes against a light background.

Where
Serenity
Meets
Style



109

Crafted ^{for}
Contemporary
Living





Studio



Living and Dining



Kitchen



Study Room

A quiet, thoughtfully designed space that inspires **focus, productivity, and creativity**, perfect for work or study.

Laundry Room

Thoughtfully crafted for modern living,
combining smart storage, elegant finishes,
and everyday ease in one
streamlined space.



Unwind, Rejuvenate,
and Rise in Comfort





Bedroom





Bathroom



Space to grow, play and unwind

A perfect blend of leisure, relaxation,
and recreation.

From vibrant kids' play areas to serene
green spaces and refreshing water
features, every detail is crafted to
enhance your lifestyle.

Creating a community where every
moment is filled with joy and connection.

Gym

A state-of-the-art fitness space designed for strength, wellness, and an active lifestyle.





Yoga and Wellness Centre

A serene retreat designed for
mindful relaxation, rejuvenation,
and holistic well-being.

Recreational Club

Whether it's friendly rivalry over foosball, a relaxed game of snooker, or just lounging with neighbours, this is your everyday getaway—no reservations needed.



A Horizon of
Blue & Beyond





Swimming Pool

A serene oasis where refreshing waters and stunning views create the perfect escape for relaxation and leisure.



Gather and Grill

A safe and vibrant space where children can play, explore,
and thrive—because home is where happiness begins.

A
Playful
Haven
for
Little
Explorers



Paws, Play,
and Plenty of
Splash!



Under the Stars,
Beyond the
Screen



Unwind, Connect, and Enjoy

Experience a world of leisure and luxury
with thoughtfully curated amenities
designed for relaxation, recreation, and
connection.





In ancient Greece, Arete meant more than excellence. It was a way of life—a relentless pursuit of greatness in everything one does.

The architects of that era didn't just build—they created symbols of purpose, beauty, and balance. They believed buildings should move people. Inspire them. Outlast time itself.

At **Arete Developments**, we carry that belief forward. We don't just develop properties—we shape experiences. Each project is our tribute to the timeless values of craft, clarity, and character.

We build not for today, but for generations.
With intention. With integrity. With soul.

Arete isn't just our name. It's the standard we live by.
Every day. Every decision. Every detail.

“Built on Excellence.
Inspired by Legacy.”