

KETURAH

RESERVE

- APARTMENTS -

WELCOME TO KETURAH RESERVE TRANSFORMATIONAL LIVING
THROUGH THE DESIGN OF SPACE

- MU01 - MU02 -



WELCOME TO KETURAH RESERVE

transformational living through the design of space

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

KETURAH RESERVE

BIO LIVING
DESIGN PROCESS



KETURAH RESERVE
47XM+3QH - NAD AL SHEBA - MEYDAN DUBAI
25.2048° N, 55.2708° E

KETURAH
RESERVE

Mohammed Bin Rashid City District 7 (MBR7)
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THE MEANING OF KETURAH

KETURAH is an Arabic word for the fragrance traditionally diffused throughout the home to welcome guests, a subtly poetic gesture.

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KETURAH
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THE MESSAGE

"Keturah Reserve is uniquely conceived and designed.

Each detail has been crafted with care to elevate and enrich the lives of every generation of our residents.

Our vision is for Keturah Reserve residents to be the happiest, best fulfilled people in Dubai."

Talal Al Gaddah
Founder and CEO



PORTFOLIO

KETURAH RESERVE

BIO LIVING
DESIGN PROCESS

THE BRIEF

keturah Reserve
Meydan
Dubai
Keturah Reserve at Meydan

DESIGN CONCEPT

Naturally Sustainable from inception
The Flow, Air, Light, Colour, Light, Space

MU 09, MU 10
2 BEDROOM
3 BEDROOM
4 BEDROOM

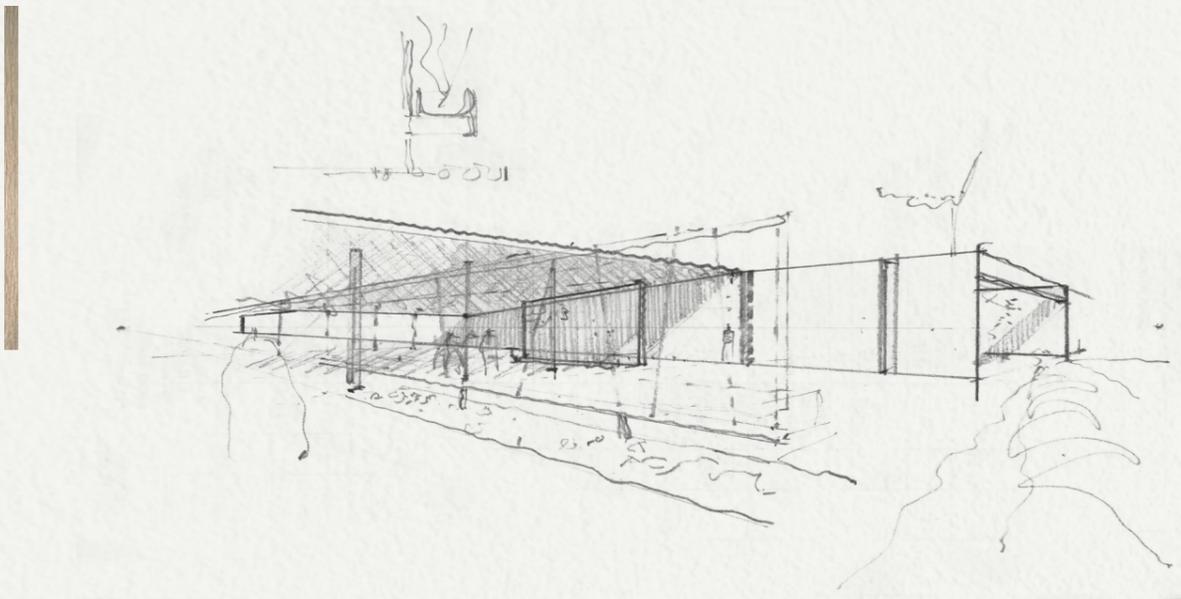
DESIGN AND TECHNICAL DEVELOPMENT

MEYDAN HOME-OWNER

KETURAH RESERVE'S SERVICES AND AMENITIES

PAYMENT PLAN

CONTACT



THE BRIEF

Dubai is the capital of innovation, one of the most dynamic and exciting cities in the world.

Equally, Keturah Reserve at Meydan is the most innovative and exciting New Luxury development in Dubai, with a brand-new concept, transformational living through the design of space.

BIO LIVING

AT KETURAH RESERVE

Bio Living is inspired by Biophilic Design, the concept of creating architecture and interiors to enable residents to connect with the surrounding nature. All five human senses are engaged by nature, improving physical and mental well-being and adding real value to resident's lives.



THE FIRST NEW LUXURY BIO LIVING
RESIDENTIAL DEVELOPMENTS IN
THE MIDDLE EAST

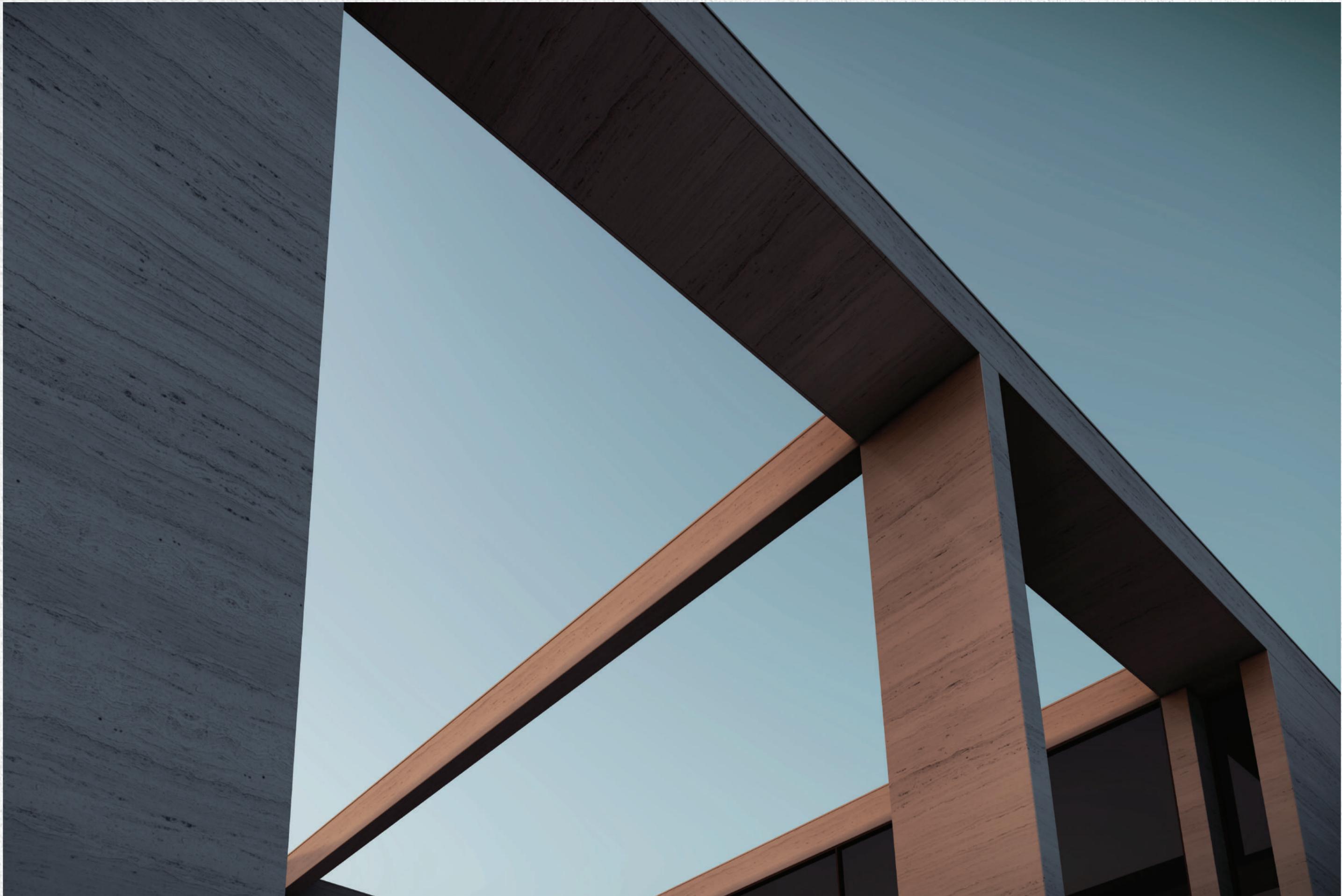
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BIO LIVING RESPECTS ALL
LIFE FORMS, FLORA,
FAUNA AND HUMAN

Bio Living respects all life forms equally, flora, fauna and human. Living in harmony with nature, we heal, restore and regenerate.



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WHY DUBAI

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 STORY OF MEYDAN

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

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 9-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 GOLD 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 (Dubai International Finance Center), 12 minutes

Business Bay, 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, 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-Wellington-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

Medicare Hospital, 15 minutes

Emirates Hospital 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



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KETURAH RESERVE

BIO LIVING
DESIGN PROCESS

KETURAH
GYM
GROCERY
APARTMENT
LOBBY ENTRANCE
MEDITATION
BUSINESS AREA
MEDITATION
BUSINESS AREA
SPA
YOGA

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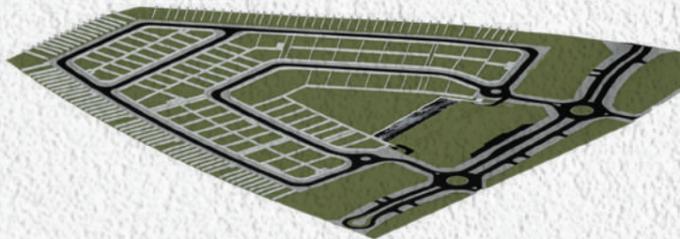
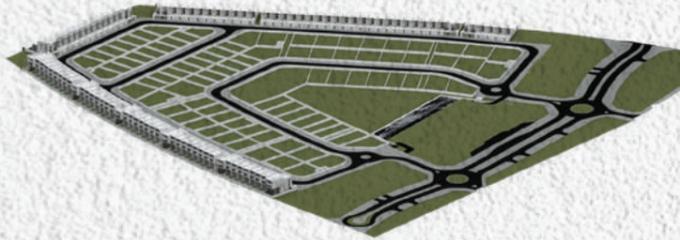
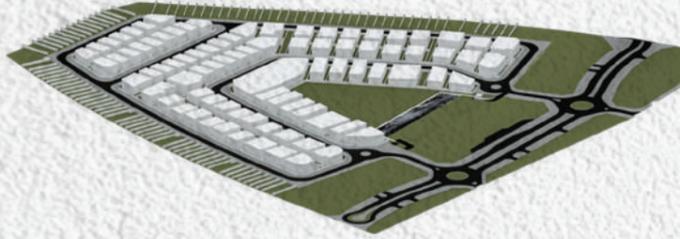
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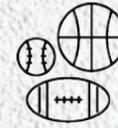


KETURAH

RESERVE

DESIGNED FOR EVERY GENERATION

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



SPORTS

- GYM
- Swimming
- Squash
- Padel Tennis



FOOD & BEVERAGE

- Restaurants
- Kiosks
- Juice Bars



SUPPLEMENTARY SERVICES

- Family & Kids Pool
- Ladies Pool
- Sauna & SPA
- Family Lounges
- Clinic
- Kids Area
- Green Areas
- Co-Working Stations
- Gaming Rooms & VR Areas



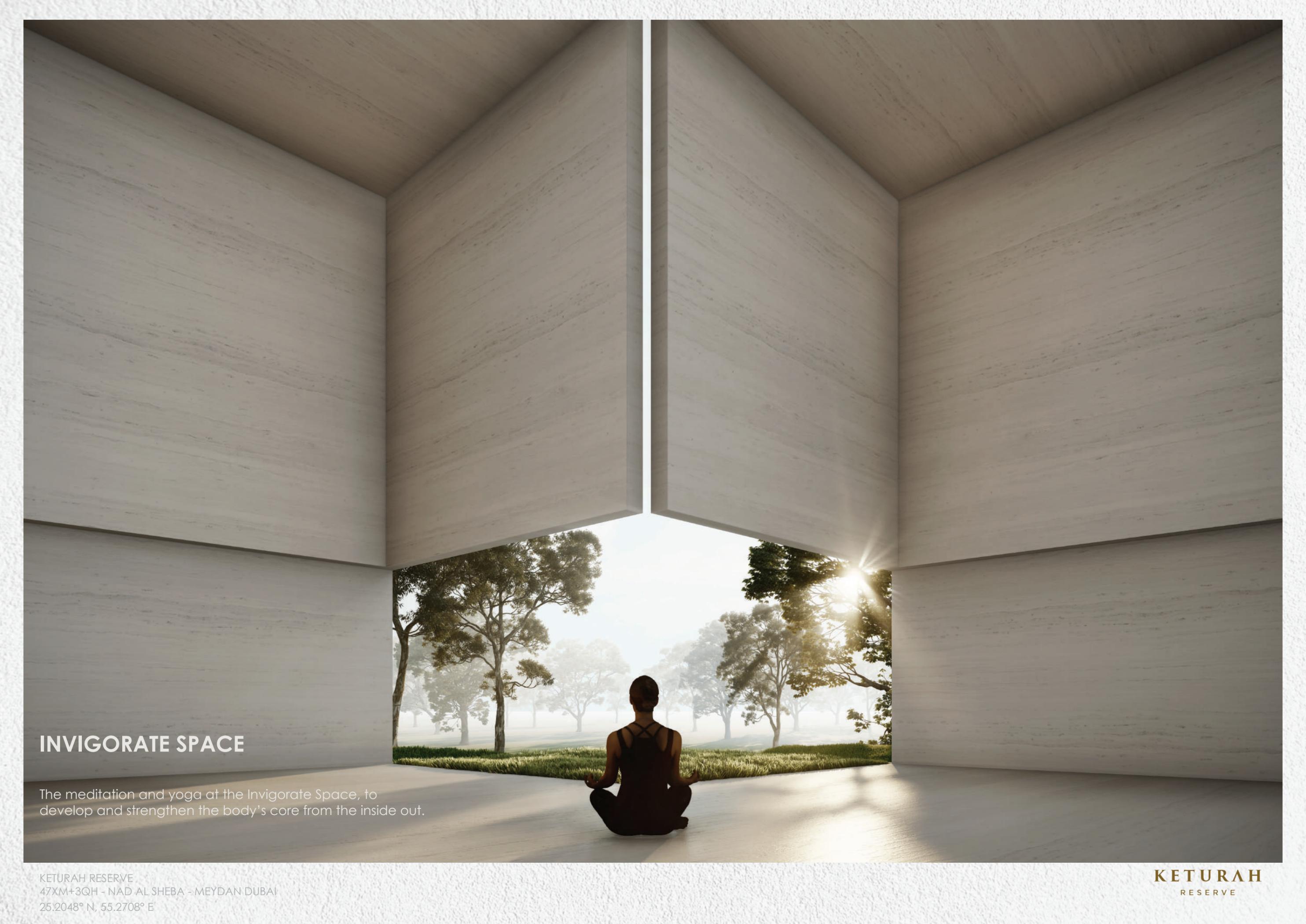
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AQUA BIKE

As with the architecture, activities on offer at Keturah Reserve such as the WaterBike Pool, Pilates Studio, Silk Rope classes, rooftop meditation and yoga space, are designed to develop and strengthen the body's core from the inside out.

A person is seen from behind, sitting in a meditative lotus position on a light-colored floor. They are positioned in the center of a large, open space with high, white, textured walls. The walls are composed of large, rectangular panels. A large, irregular opening in the wall reveals a lush, green landscape with several trees and a bright sun shining through the foliage, creating a warm, golden glow. The overall atmosphere is serene and minimalist.

INVIGORATE SPACE

The meditation and yoga at the Invigorate Space, to develop and strengthen the body's core from the inside out.



INDOOR KIDS PLAY AREA

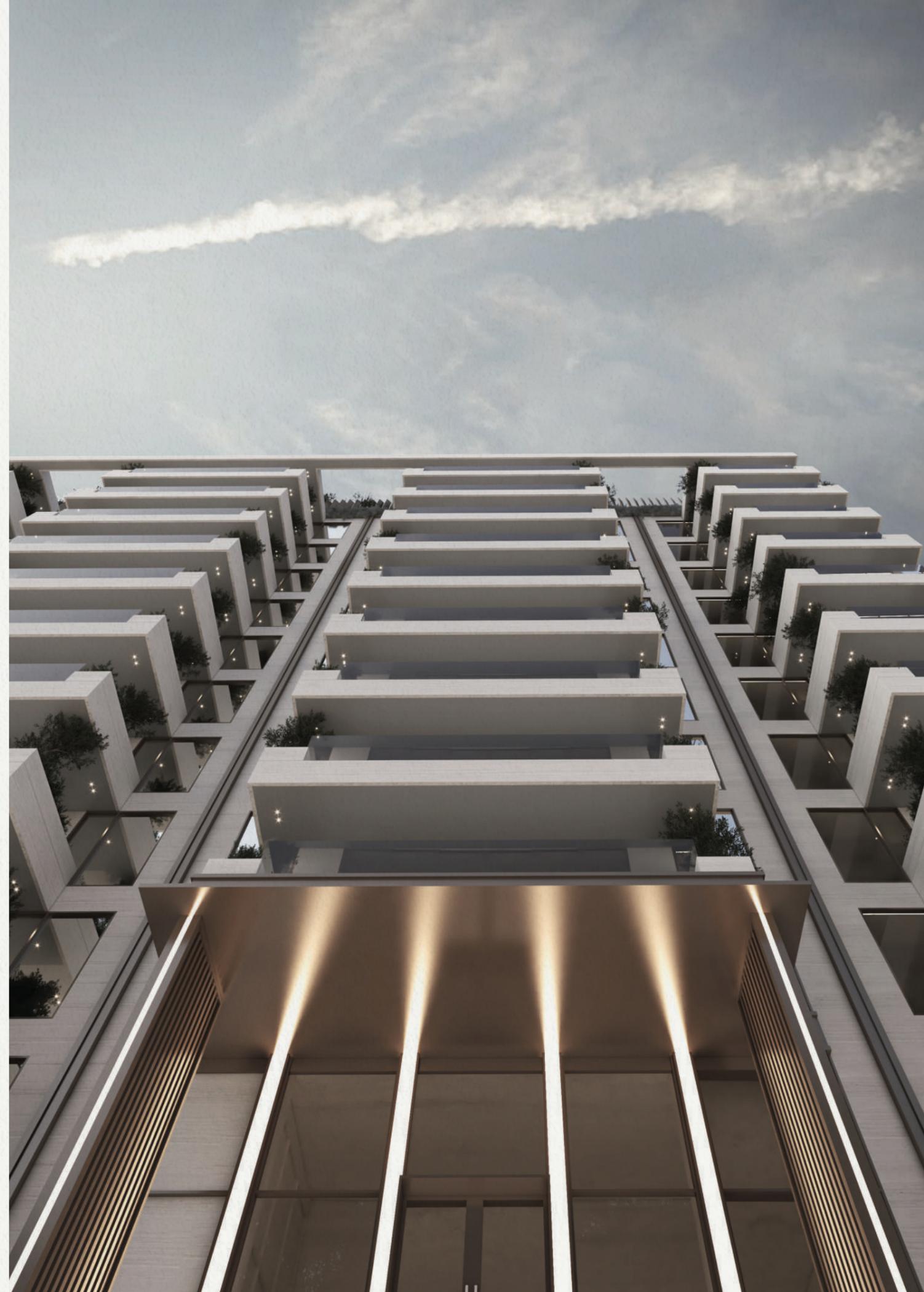
The indoor Play Space with textile playground sculptures by the award-winning artist, Toshiko MacAdam

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Both the interior and exterior facades are crafted from the same raw materials and colours to subtly merge the architecture with the surrounding desert landscape. Travertine, wood and bronze link inside with outside, as does the restrained color palette of bleached bone, champagne and bronze.





When daylight fades, architectural lighting optimizes the body's circadian system, enhancing mood, comfort and alertness, creating a subtle and healing atmosphere and improving the quality of sleep.

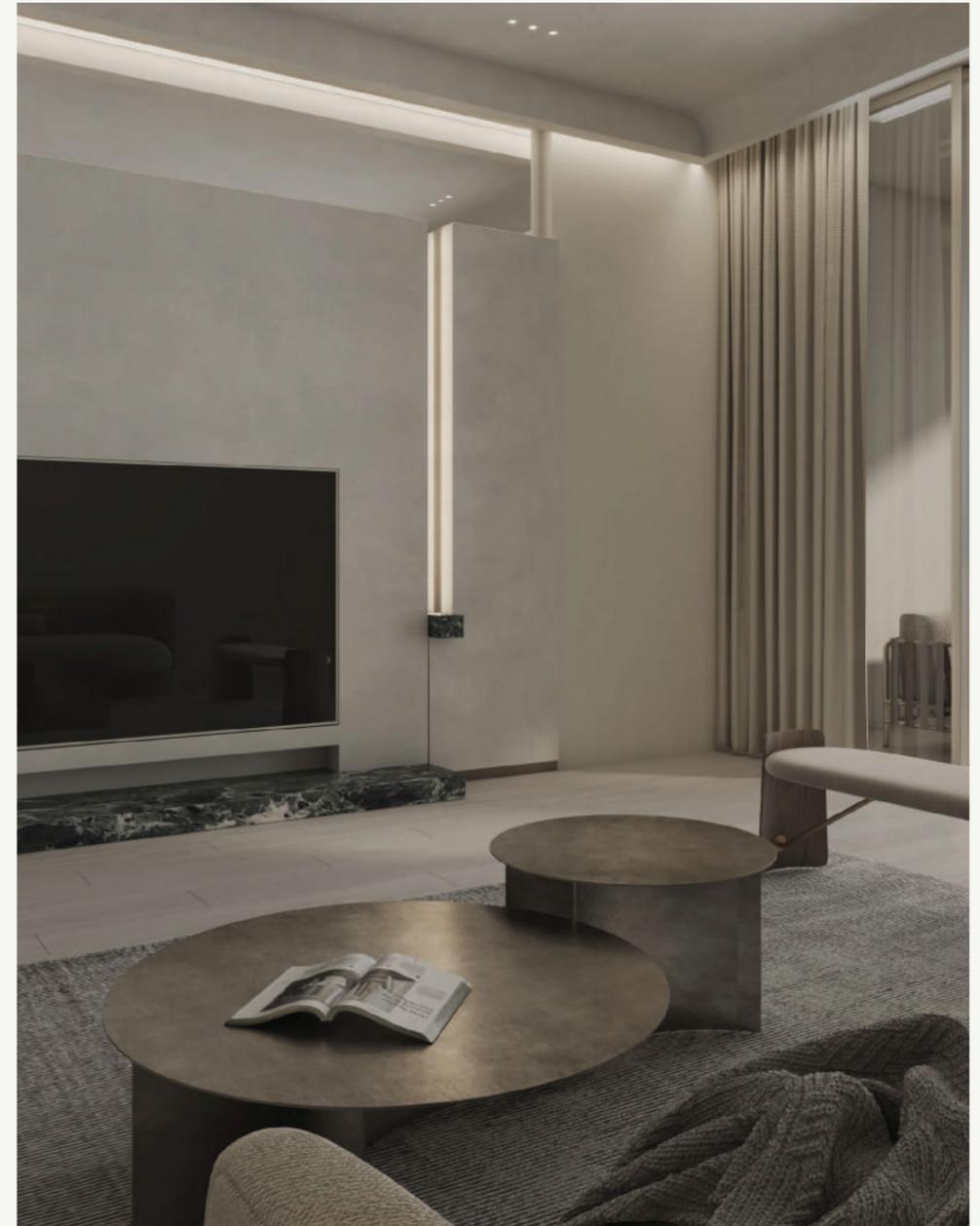




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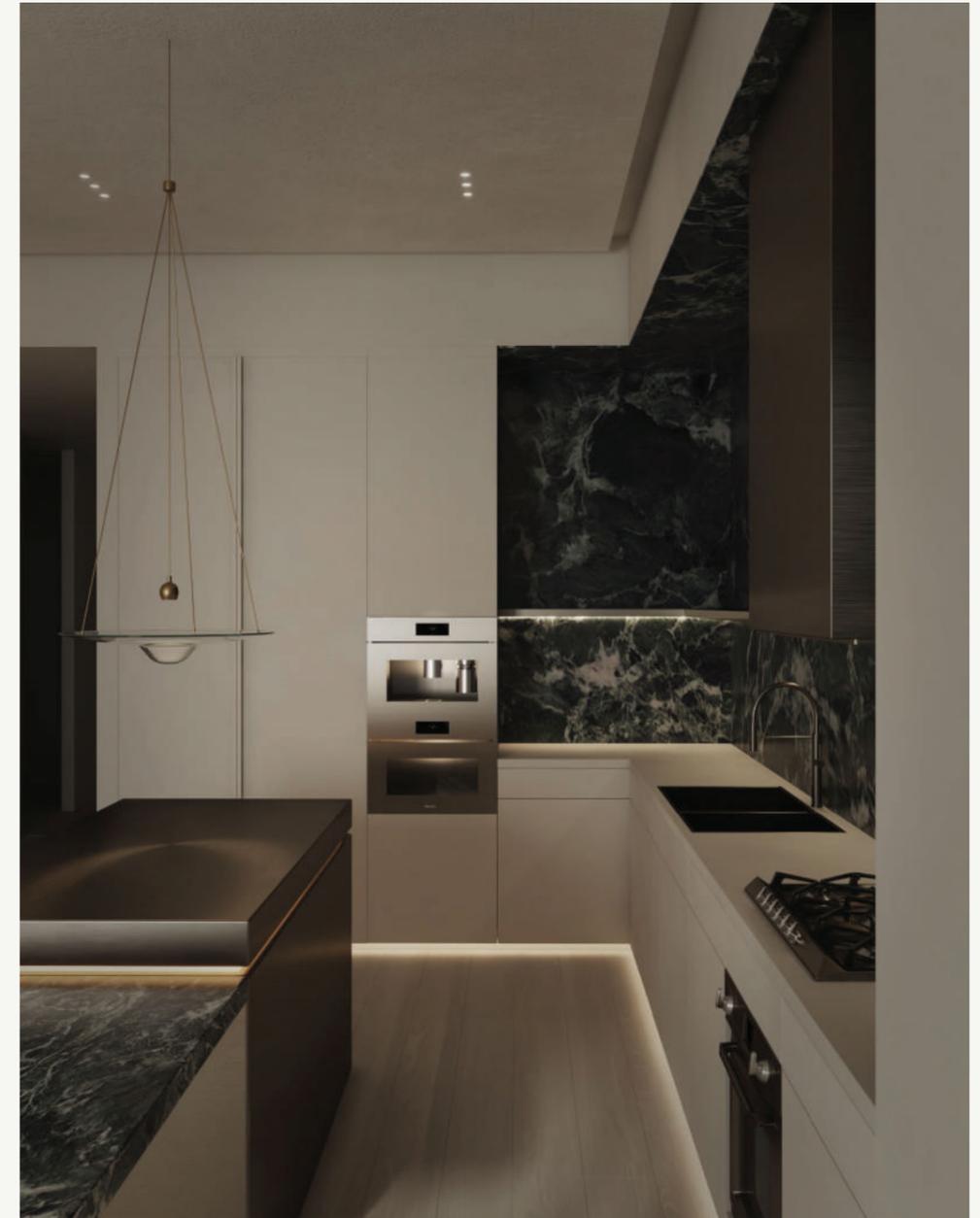
Keturah Reserve Superhome apartments are angled to capture natural daylight, gently diffusing it throughout the interior without heat or glare



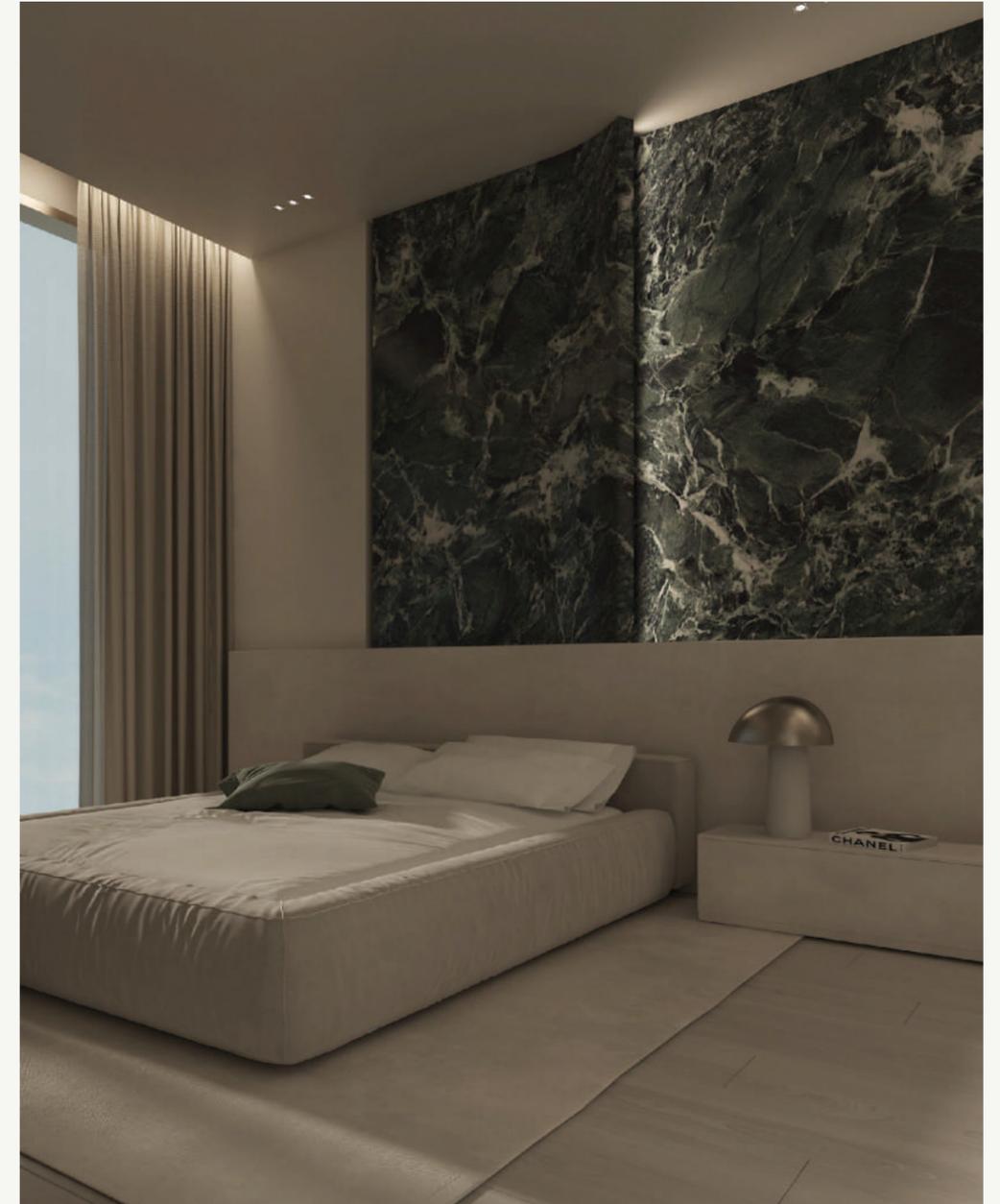
All room sizes and floor plans measurements are approximate and may vary per unit. Floor plans and unit features are preliminary and proposed only. Developer reserves the right to modify, revise, change or withdraw any or all of same in its sole and absolute discretion and without prior notice. Depictions of furnishings, finishes, appliances, counters, soffits, floor coverings and other matters of detail, including, without limitation, items of finish and decoration are conceptual only and are not necessarily included in each Unit. Consult your Agreement and the Prospectus for items included with your Unit.



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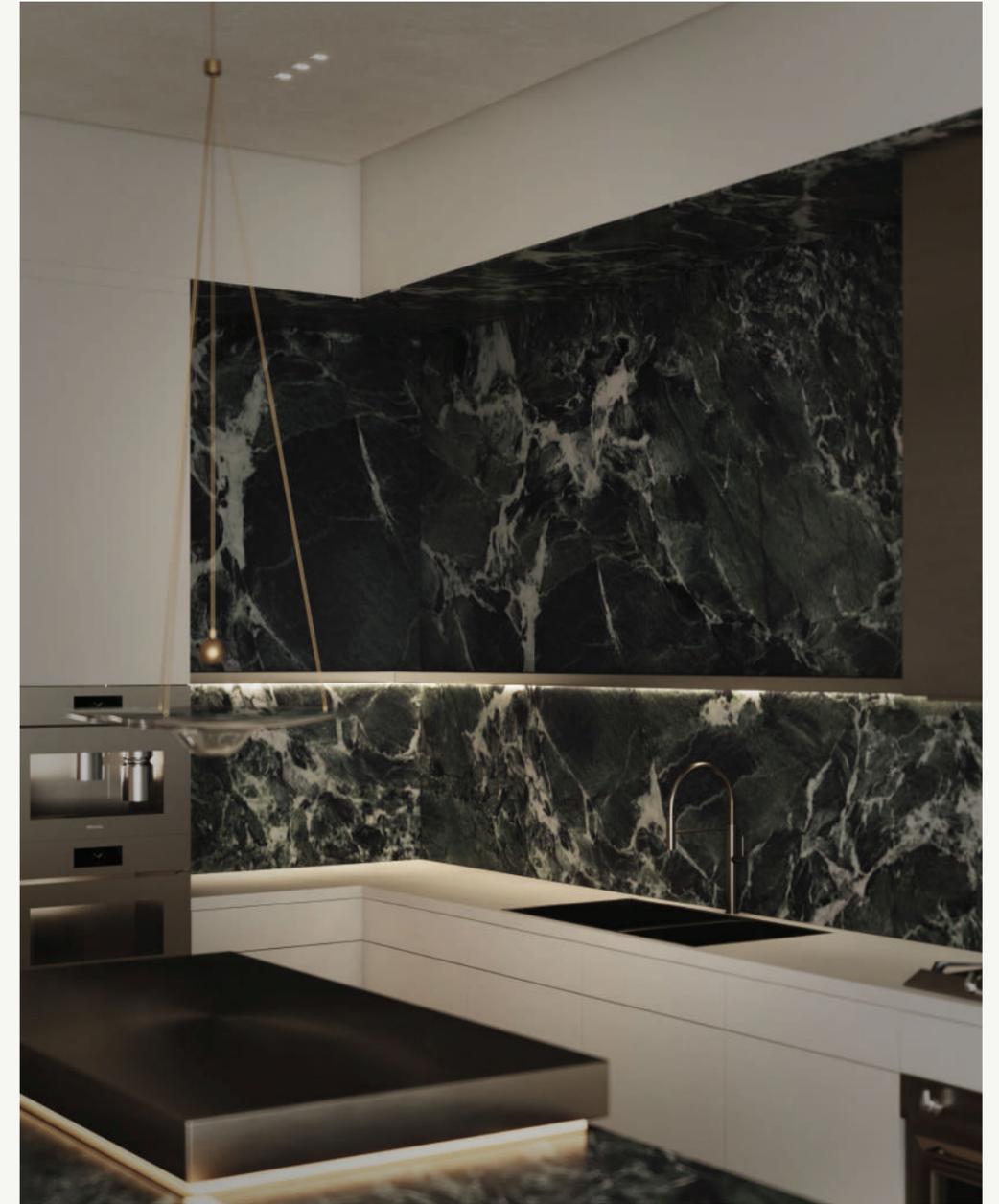


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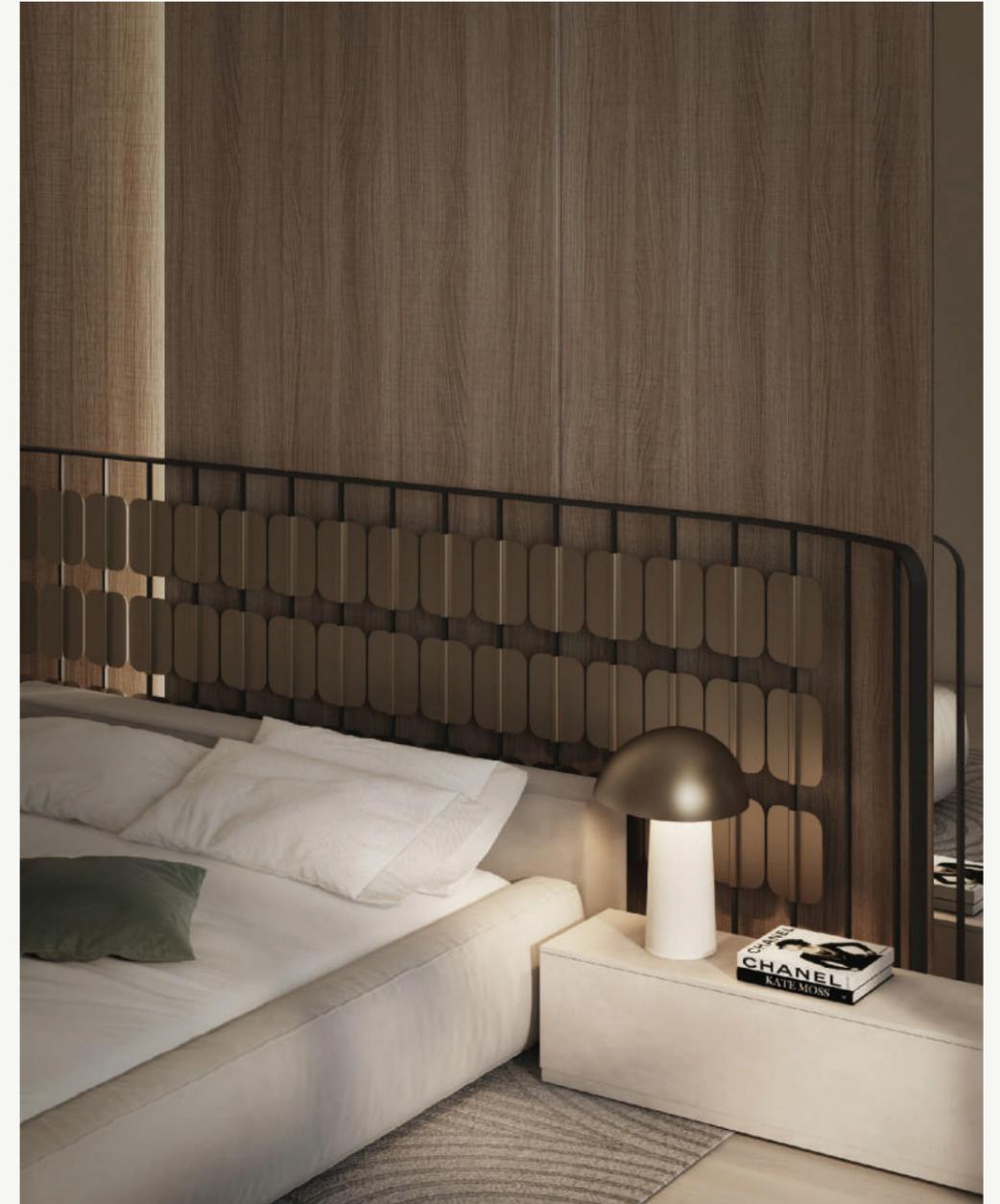
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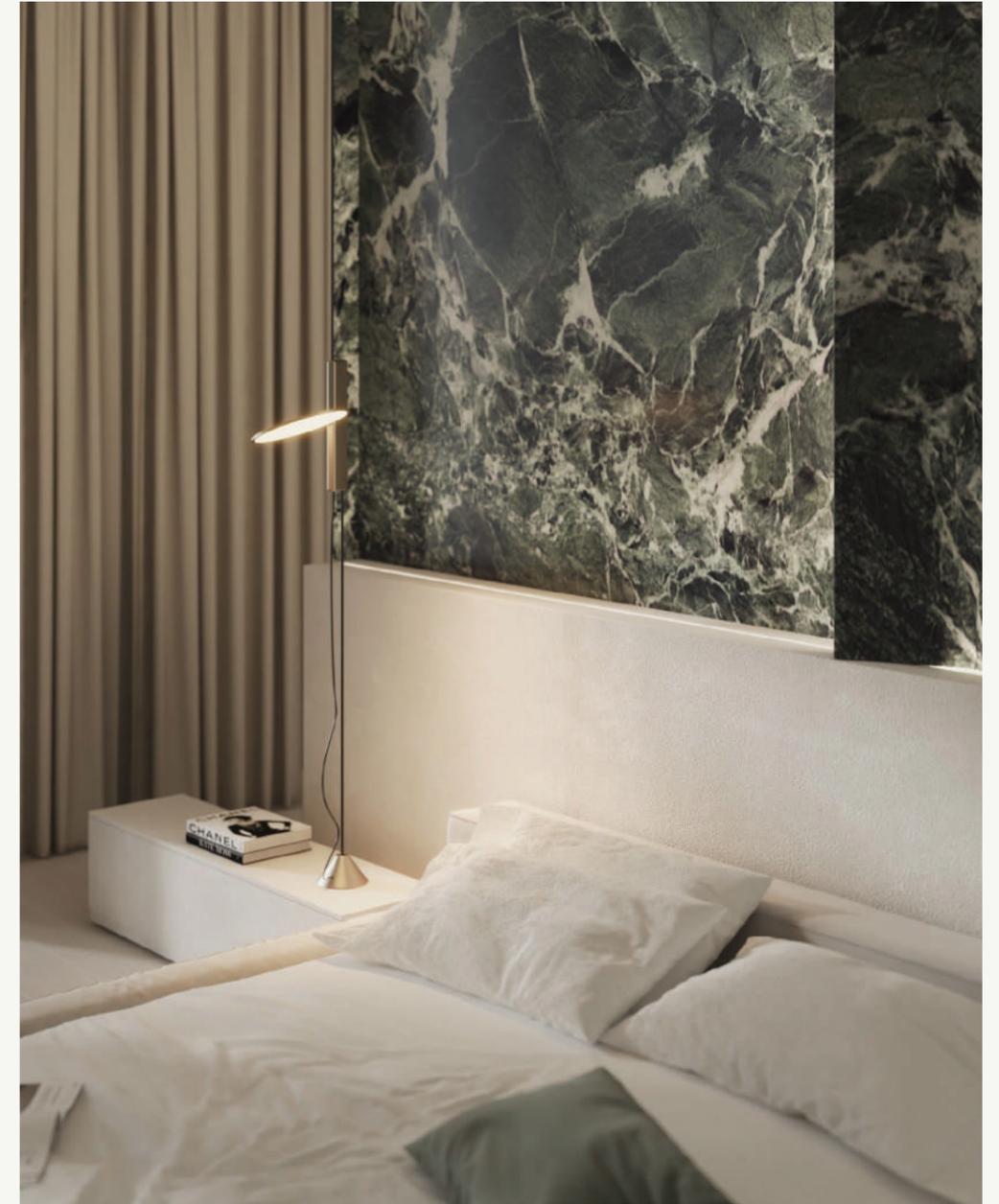
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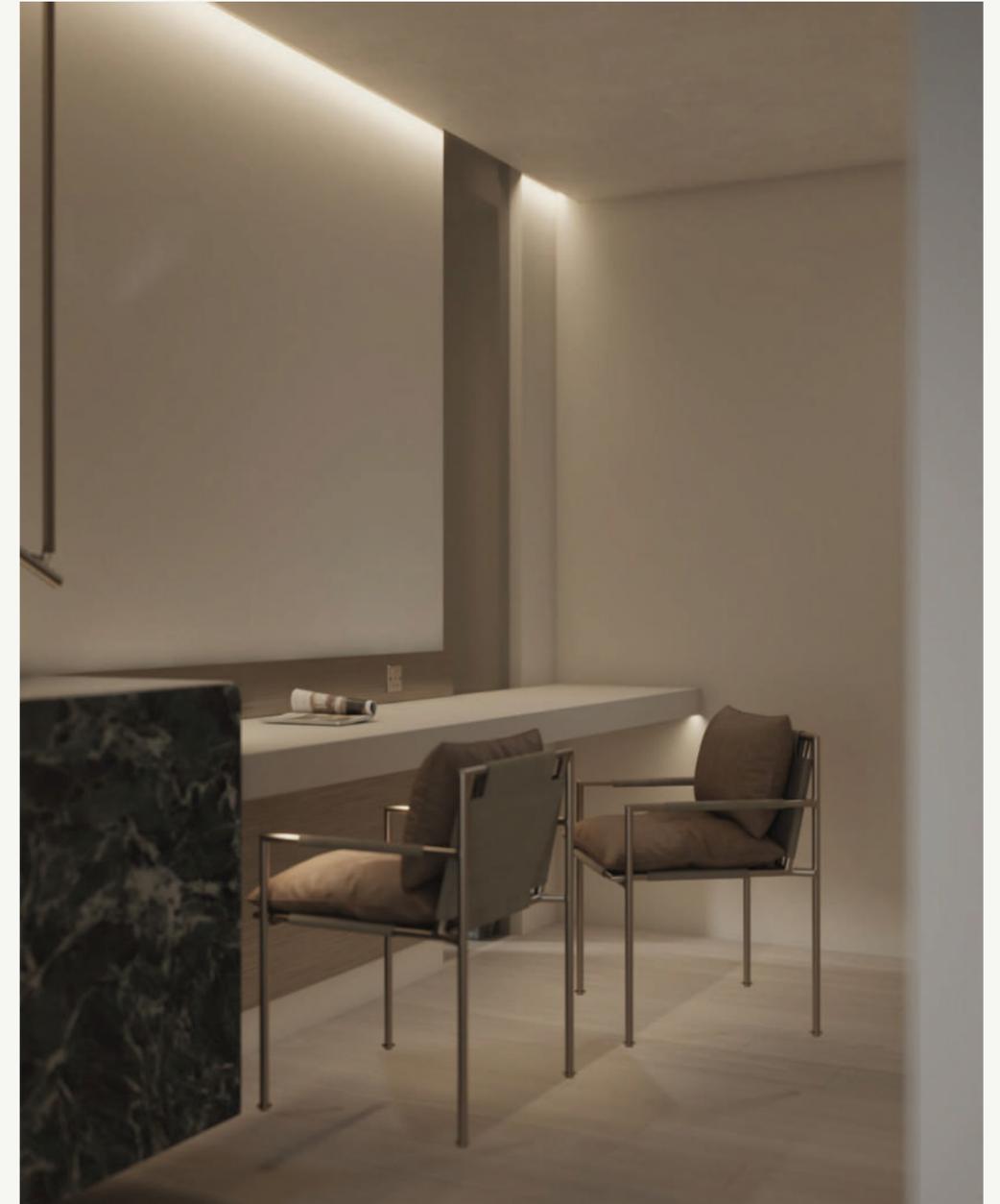
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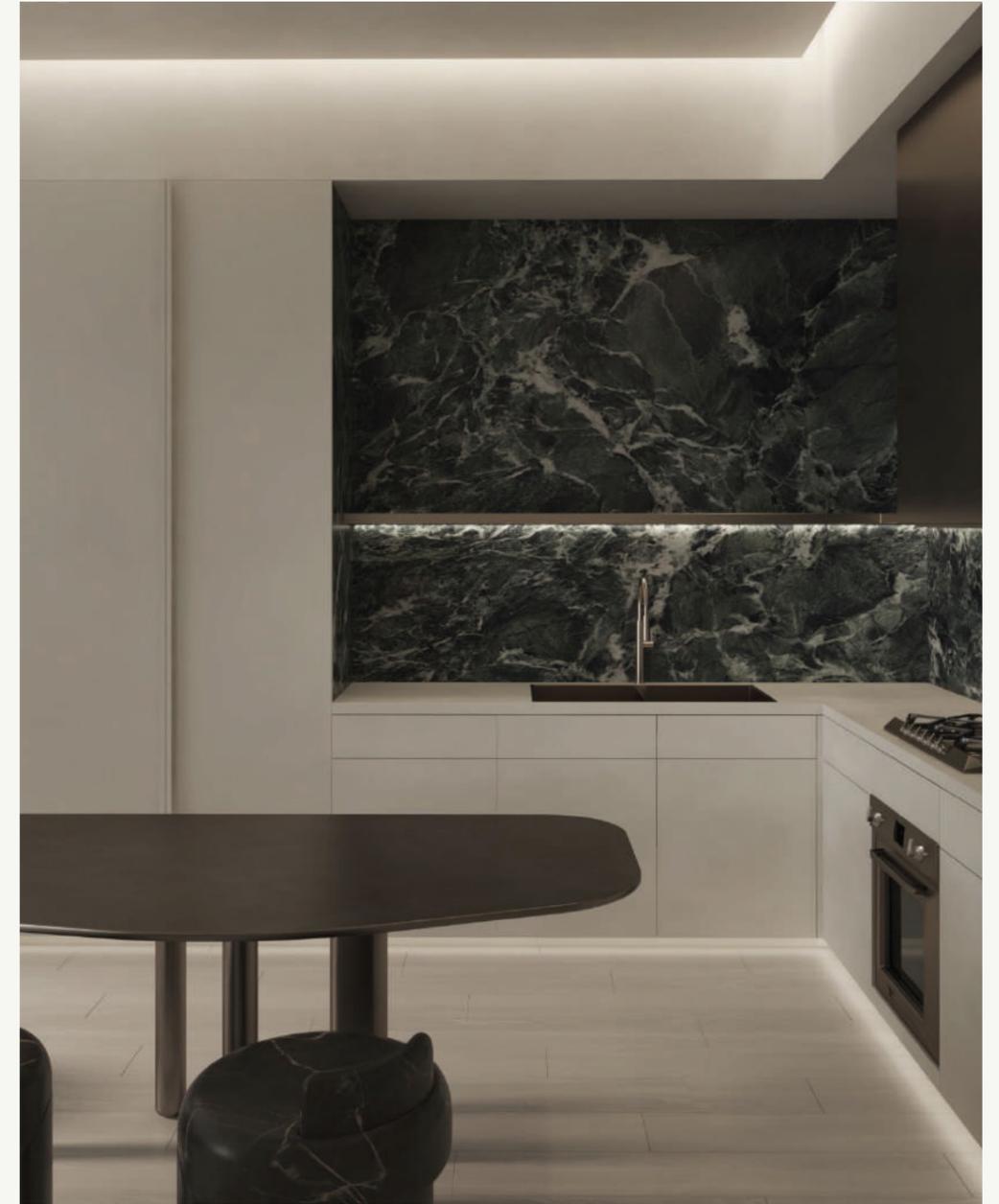
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NATURAL SUSTAINABILITY AT KETURAH RESERVE

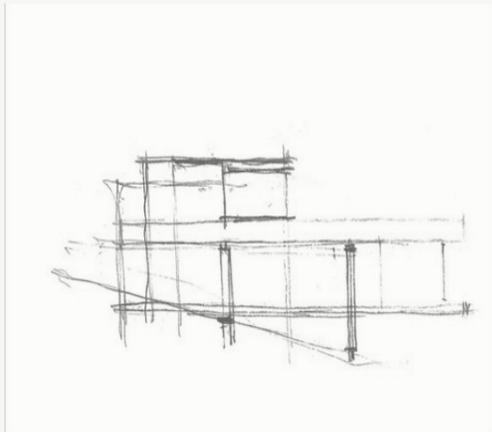
Keturah Reserve is designed to be naturally self-sustaining from inception.

- The microclimate of Meydan was studied in depth with particular attention to the strongest heat source to align the temperature, humidity, air conditioning and ventilation to enable the building to be self-sustaining.
- Materials were selected specifically for their adaptability to Meydan's microclimate.
- Floorplans are created based on established measurements to avoid manpower waste and material offcuts through resizing.
- Very high ceilings, wall thickness and windowpane density were designed to cool the interior naturally, saving energy by reducing the need for air conditioning.
- Amenities are easily accessible by foot on tree-shaded pathways, eliminating the need of driving from home to place.
- Balconies are wider than the norm to reduce the heat and glare of direct sunlight.
- Wood is fired no fewer than six times, to increase endurance and resistance to wear and tear.

New Luxury integrates sustainability naturally without the need of further human involvement.

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

The Invisible components of our daily lives, air, light, colour and space are vital in maintaining and restoring our physical, mental and emotional well-being



THE FLOW OF AIR

Keturah Reserve homes are designed 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.

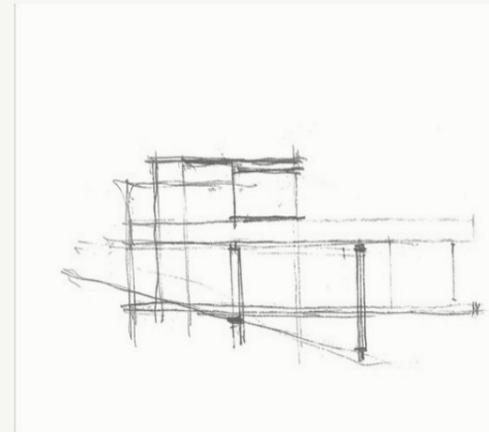
Lighting is always lateral, never directly overhead, to optimize visual comfort, enhance the space and create atmosphere by zone, for a subtle and healing ambiance



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.

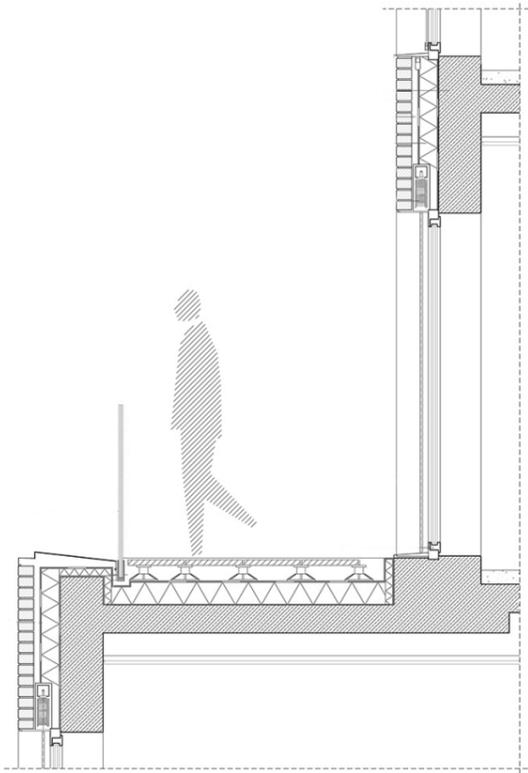


THE FLOW OF TEXTURE AND MATERIAL

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.

THE FINISHES AND TOUCHES

FRAMELESS SLIDING DOOR



WHITE TRAVERTINE TILES

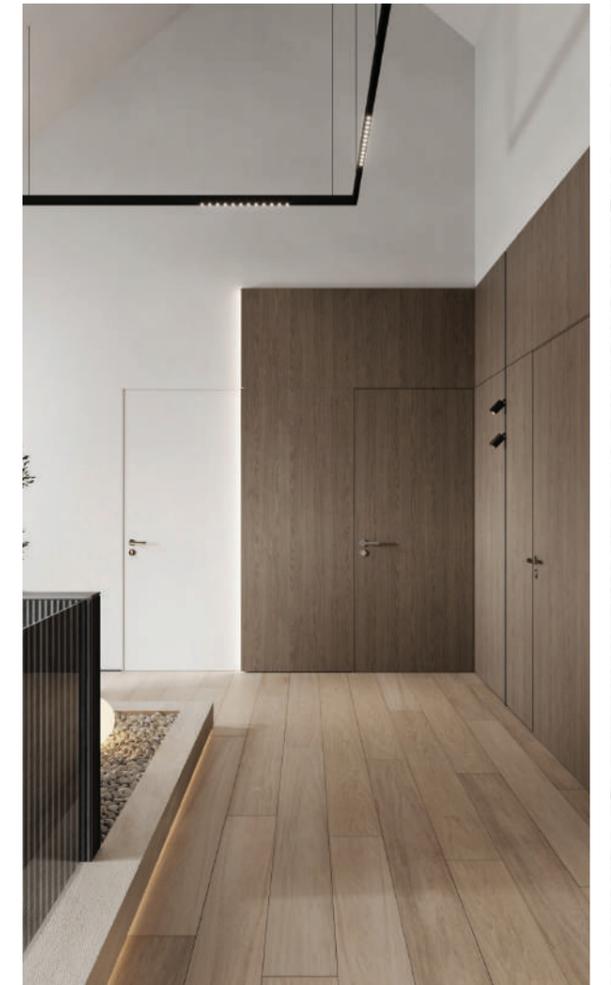
The white travertine facade links the outside to the inside, with the vertical metal slats creating a play of shadow and intimacy.



HAIRLINE CHAMPAGNE METAL



WOODEN FLOOR



INCLUSIVE SERVICES AT KETURAH RESERVE

FOR YOUR HOME

Paint retouching
Art installation
Care and maintenance of balcony plants
Garbage disposal and recycling
Filter change
Engineering and plumbing assistance
Newspaper and magazine delivery
Valet Parking
Vacant home care
Special events space reservation
Communal area house keeping
Communal area maintenance
Organic dry cleaning and alterations

FOR YOUR FAMILY

Moving-in assistance and coordination
Nanny, au pair and babysitting services
Airline or private air reservations
Airport and ground transportation arrangements
Ordering floral arrangements
Activity arrangements for children and adults
Delivery services coordination
Limousine and car service reservations

Car washing
Golf tee times reservations
Personal trainer
Restaurant reservations
Hotel and guest suite reservations

24 HOUR BUSINESS CENTER

Secretarial services
Translation services
Zoom Zone
Meeting space
Printing and binding presentations
Mail packing and shipping

FOR PETS

Pet spa and grooming
Dog walking

fäm[®] Master
Agency

EXCLUSIVE

KETURAH
RESERVE

KETURAH RESERVE
TRANSFORMATIONAL LIVING THROUGH DESIGN