

Elemental
78

BY ELEMENTAL



A NEW RHYTHM OF LIVING

BUILT WITH PURPOSE

DESIGNED WITH SOUL

Elemental Developments is a Dubai based real estate company founded by Hazza Zaal, the CEO of Al Barari.

With decades of experience shaping one of Dubai's most admired communities, Elemental was created to build more than properties. It was created to build a way of life.

Every project is rooted in wellness, clarity, and intention. Every space is crafted to feel calm, human, and connected to nature.

We design fewer projects so each one can carry more meaning.

Homes that feel personal.

Communities that feel grounded.

Experiences shaped for how people choose to live today, especially the newer generation who values wellbeing, authenticity, and thoughtful living.



FROM THE FOUNDER

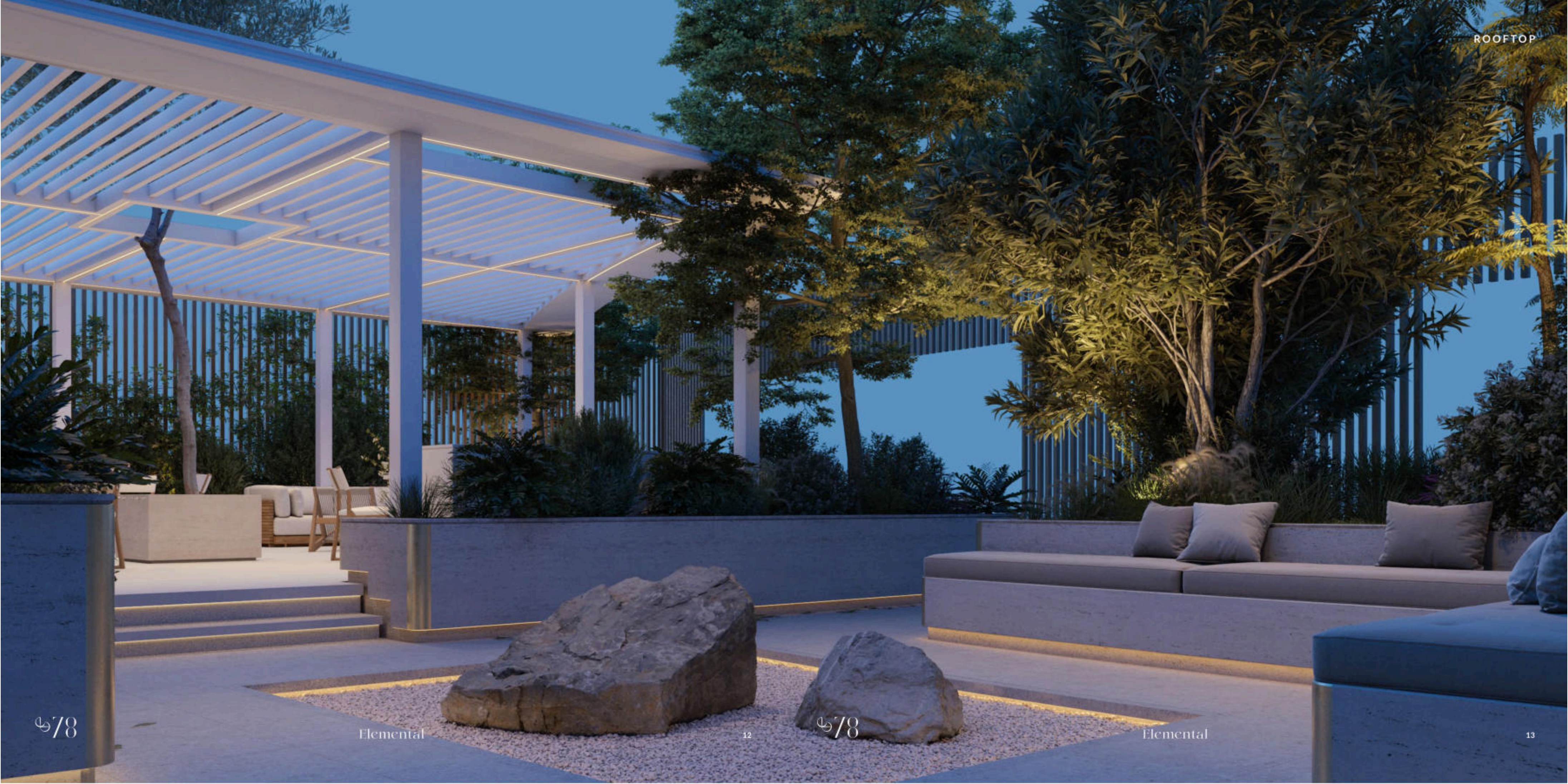
I CREATED ELEMENTAL TO CRAFT
SPACES THAT MAKE YOU FEEL
GROUNDED, INSPIRED, AND AT EASE.

Places that reflect how we choose to live, not only where we live.
For me, every project is a chance to shape something meaningful. A home, a moment, a
connection to nature or to one another.

Elemental is not about scale or speed.

It is about care, clarity, and creating lasting value through spaces that speak to the soul.

Hazza Zaal
Founder and CEO





OUR LEGACY

A FOUNDATION BUILT OVER GENERATIONS

Our story began with Al Barari, a family owned vision that transformed a stretch of desert into one of Dubai's most recognisable residential communities.

Over the years, Al Barari grew into a collection of villas, neighborhoods, and boutique developments shaped around nature, wellbeing, and thoughtful design.

Every home was created with the belief that architecture should work with the landscape, not against it, and that everyday living should feel calm, grounded, and connected.

This approach established a new standard for low density living in Dubai.

Wide open spaces
Lush greenery
Quiet pockets of community life
Homes designed with intention

These principles form the foundation on which Elemental continues to build today.

Elemental 78 rises from this legacy of thoughtful development and carries it into the next chapter.



A LIFESTYLE ECOSYSTEM THAT GREW NATURALLY

Alongside the residential communities, a collection of experiences grew organically to serve the people who lived there.

The Farm, The Mill, The Bay, Heart and Soul Spa became places where nature, wellness, and connection shaped daily life.

These destinations evolved into an ecosystem of their own

Spaces to slow down

Spaces to gather

Spaces to move, restore, and reconnect

Together, they showed us that a home is only one part of a fuller, more intentional way of living.

This understanding continues to guide the philosophy behind every Elemental development

Creating environments that feel human, balanced, and made for real life.

Elemental 78 draws from this lifestyle heritage and offers a new expression of it in the heart of the city.



The Farm is a nature immersed dining destination located in the heart of Al Barari. Surrounded by lush greenery, streams, and landscaped gardens, it offers a setting unlike anywhere else in the city. More than just a restaurant, The Farm is a place to slow down, connect with others, and enjoy food that nourishes both body and mind.

The menu focuses on fresh, seasonal ingredients with a strong emphasis on wholesome, flavorful dishes. Whether you are gathering for a weekend breakfast, a quiet lunch, or an evening celebration, the experience is guided by calm service, beautiful views, and a sense of ease that allows you to truly be present.

Over the years, The Farm has become a community favorite and a destination for those seeking something meaningful. It is a space that feels alive, grounded in nature, and designed for shared moments that leave a lasting impression.





The Mill is a cozy café and artisan bakery designed to bring people together over honest food and good coffee. Tucked within the greenery of Al Barari, it offers a warm and welcoming atmosphere that feels familiar from the very first visit.

The menu features fresh, seasonal dishes, handmade breads, and thoughtfully crafted drinks, all served in a space that blends rustic charm with quiet sophistication. Whether you are stopping by for a morning pastry, a long lunch, or a relaxed weekend catch up, The Mill invites you to linger, enjoy, and feel at home.

More than just a café, The Mill is part of the daily rhythm of the community. It is a place where comfort and quality meet, and where simple moments are made memorable.





The Bay

The Bay is a serene leisure destination in Al Barari, designed to feel like a hidden resort within the community. Centered around a 420 meter long swimmable lagoon, it offers a calm escape where nature, water, and wellness come together in perfect rhythm.

Lined with sunbeds, shaded lounge areas, and open green spaces, The Bay is made for slow mornings, relaxed afternoons, and quiet connection. Whether you are swimming, stretching, sunbathing, or simply taking in the surroundings, every part of the experience is designed to help you unwind.

More than just a place to pass through, The Bay invites you to stay. It is a space to pause, breathe, and reconnect with yourself and with others, all in an environment that feels open, warm, and effortlessly peaceful.





The Bay

HEALTH CLUB

The Bay Health Club is a private wellness destination that blends high performance training with calm, restorative experiences. Set within The Bay at Al Barari, it offers a complete environment for movement, recovery, and balance.

The club features state of the art gym equipment, a pilates and movement studio, recovery lounges with sauna and steam rooms, outdoor tennis and padel courts, and two pools including a rooftop pool with panoramic views of the Dubai skyline. Every space is designed to inspire focus, clarity, and physical wellbeing.

From strength sessions to quiet moments of reset, The Bay Health Club is more than a place to work out. It is a space to reconnect with your body, your pace, and your purpose.



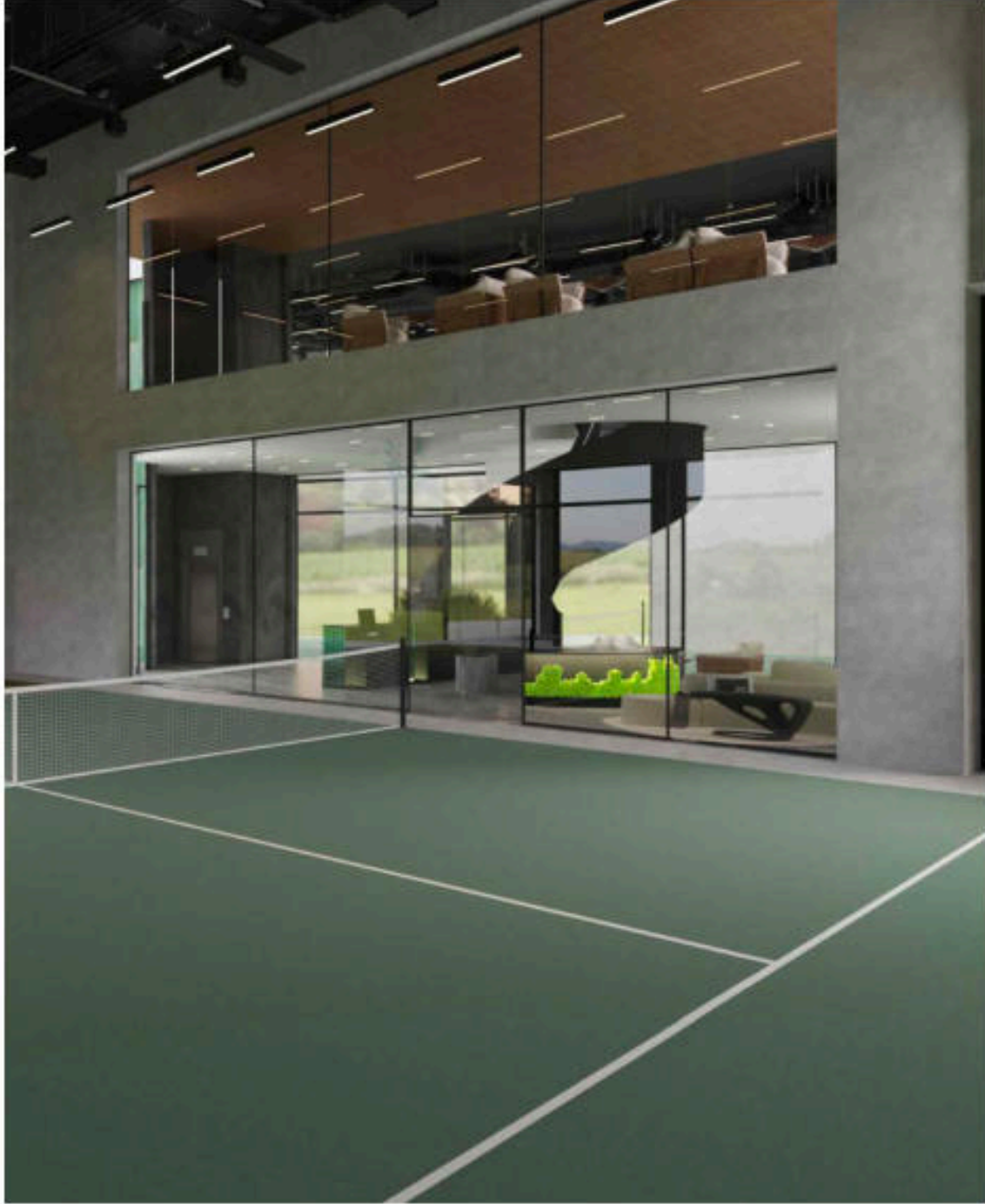


Heart and Soul Spa is a peaceful sanctuary surrounded by nature, offering treatments that focus on balance, restoration, and inner wellbeing. The space is designed to help guests slow down and reconnect through thoughtful therapies and sensory experiences.

The spa features private suites, a traditional hammam, steam and sauna rooms, an outdoor plunge pool, and a full range of massages, facials, and body treatments. From sound healing to hot stone therapy, every service is delivered with care and intention.

More than just a wellness space, Heart and Soul is a retreat for those who value calm, quality, and quiet transformation.





Club Emelle is a modern social and activity space created for movement, connection, and everyday enjoyment. It brings together a dynamic mix of sport, leisure, and lifestyle experiences in an environment that feels both refined and relaxed.

The club features indoor and outdoor padel courts, a bowling alley, and curated spaces designed for casual gatherings and active living. Whether you are meeting friends for a game, enjoying time with family, or simply unwinding in a space that feels easy and inviting, Club Emelle offers a new way to spend your time well.

More than a fitness venue, it is a place where community comes together through shared energy, play, and purpose.



THE CONCEPT INSPIRED BY PLATINUM

Elemental 78 is shaped by the qualities of Platinum, the seventy-eighth element.

A considered collection of 45 apartments, Elemental 78 comprises one and two bedroom residences, complemented by a single three -bedroom home.

Platinum is rare, enduring and remarkably pure. It represents clarity, strength and timeless value—qualities that form the foundation of Elemental 78.

This philosophy is reflected in clean architectural lines, refined materials and a calm visual language designed to remain relevant over time. The living experience extends beyond each residence through a curated collection of premium amenities, including a rooftop swimming pool, a dedicated children's play area and thoughtfully designed spaces for relaxation, recreation and connection.

Just as Platinum retains its integrity over time, Elemental 78 is crafted to offer a home that feels refined, welcoming and enduring.

INTRODUCING ELEMENTAL 78



A BUILDING SHAPED FOR MODERN LIVING

Elemental 78 is a future forward residential development located in Jumeirah Garden City.

It is built around three ideas:

Community

Efficiency

Meaningful design

Every apartment is planned with intention. Smart layouts, soft finishes, and warm transitions bring a sense of ease to daily life.

Shared spaces throughout the building encourage quiet moments, movement, and connection.

From the rooftop pool to the podium courtyards, every part of the building is shaped to make everyday life feel better.

This is a place created for people, not just for structure but for feeling.

78

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LOCATION AT THE HEART OF JUMEIRAH GARDEN CITY

Elemental 78 is surrounded by one of Dubai's most evolving districts, offering both urban energy and a sense of neighborhood calm.

Minutes from the city's business hubs and lifestyle destinations, the building is perfectly placed for residents seeking balance between work, leisure, and everyday comfort.

Nearby connections

Connected to what matters

3 minutes to Sheikh Zayed Road

8 minutes to City Walk

5 minutes to Dubai Water Canal

10 minutes to Downtown Dubai

10 minutes to DIFC

12 minutes to Dubai Mall

24 minutes to Dubai International Airport

A location that brings the city within reach while keeping your home quietly grounded.





78



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ARRIVAL



First impressions, forged in rarity.

At Elemental 78, arrival is an experience in itself. The grand entrance of Elemental 78 commands presence before a single word is spoken, luminous, enduring, and refined, setting the tone for every moment that follows.



APARTMENT OVERVIEW DESIGNED FOR THE WAY PEOPLE LIVE TODAY

Elemental 78 offers a curated selection of one, two, and three bedroom apartments. Each home is shaped by natural finishes, warm tones, and efficient layouts that bring a sense of calm to everyday living.

Light filled interiors and thoughtful transitions create a space that feels open, livable, and personal.

1-BEDROOM
FIRST FLOOR

ONE BEDROOM RESIDENCES

SMART LAYOUTS
SOFT MATERIALS
NATURAL FLOW

Ideal for those seeking comfort and simplicity in a calm
and modern space.

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1-BEDROOM
FIRST FLOOR

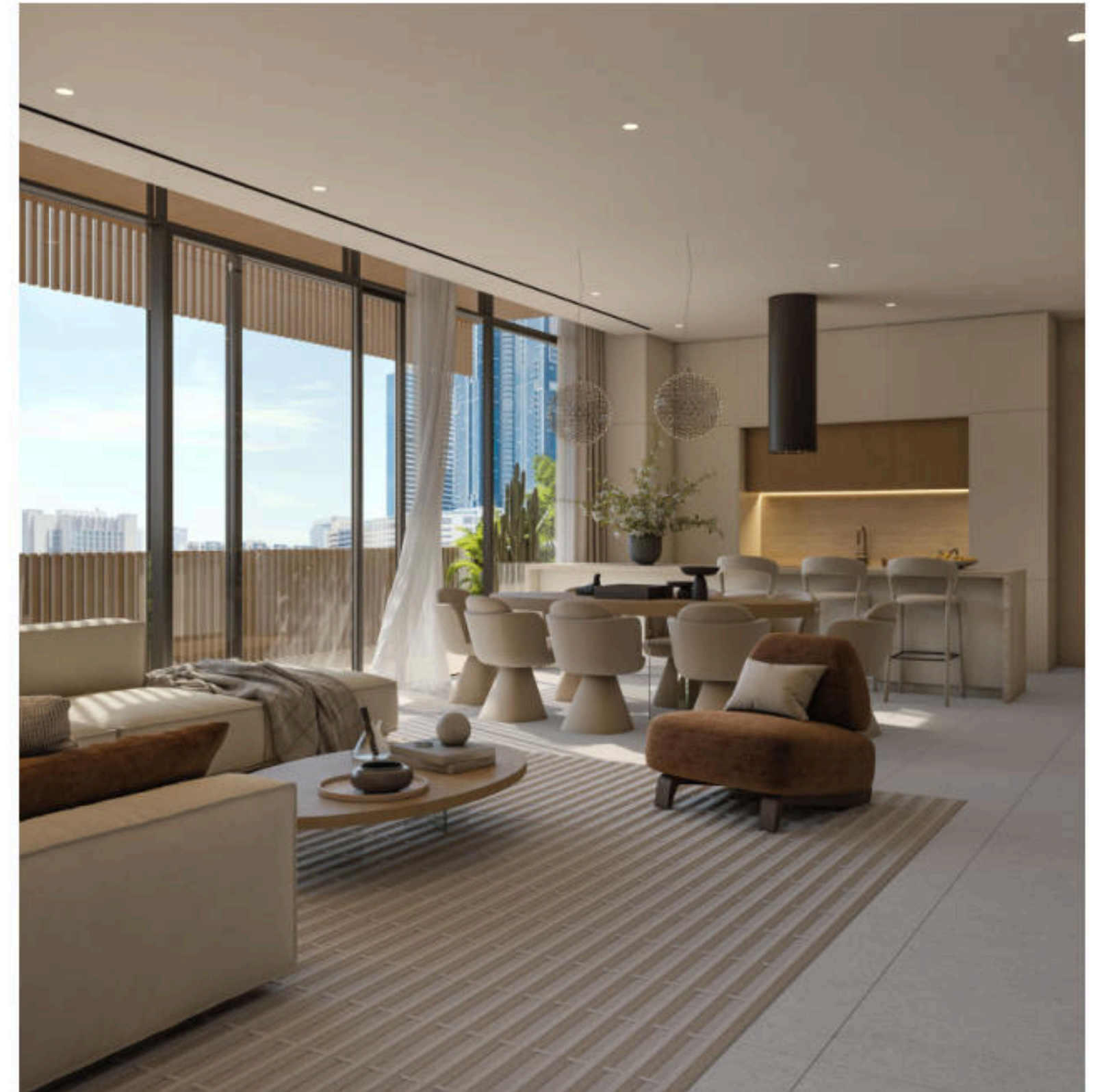


78

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46

1-BEDROOM
FIRST FLOOR



78

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47

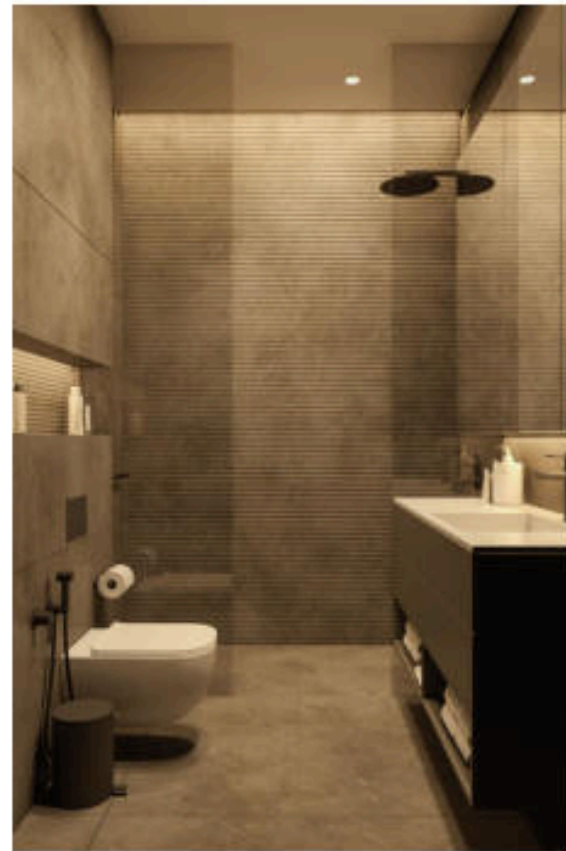
1-BEDROOM
TYPICAL FLOOR



1-BEDROOM
TYPICAL FLOOR



1-BEDROOM
TYPICAL FLOOR



1-BEDROOM
TYPICAL FLOOR





2-BEDROOM
FIRST FLOOR

TWO BEDROOM RESIDENCES

FLEXIBLE LIVING WITH ROOM TO GROW

Designed for couples, young families, or residents seeking additional space and openness.

Warm interiors and gentle finishes create an elevated city home.

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52

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53

2-BEDROOM
FIRST FLOOR



5/8

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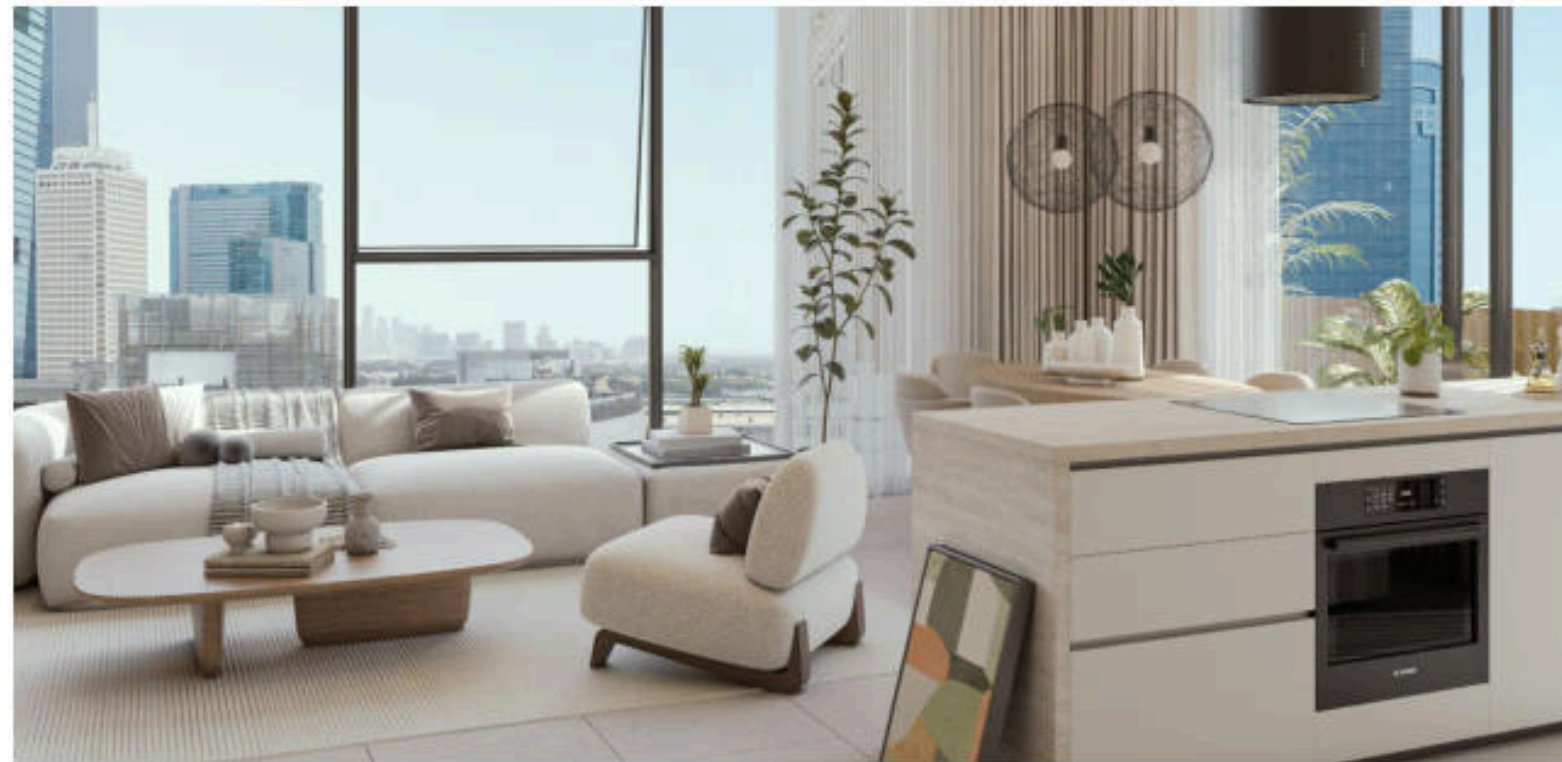
2-BEDROOM
FIRST FLOOR



5/8

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TYPICAL FLOOR



2-BEDROOM
TYPICAL FLOOR



2-BEDROOM
TYPICAL FLOOR



2-BEDROOM
TYPICAL FLOOR



2-BEDROOM, GUEST ROOM
TYPICAL FLOOR

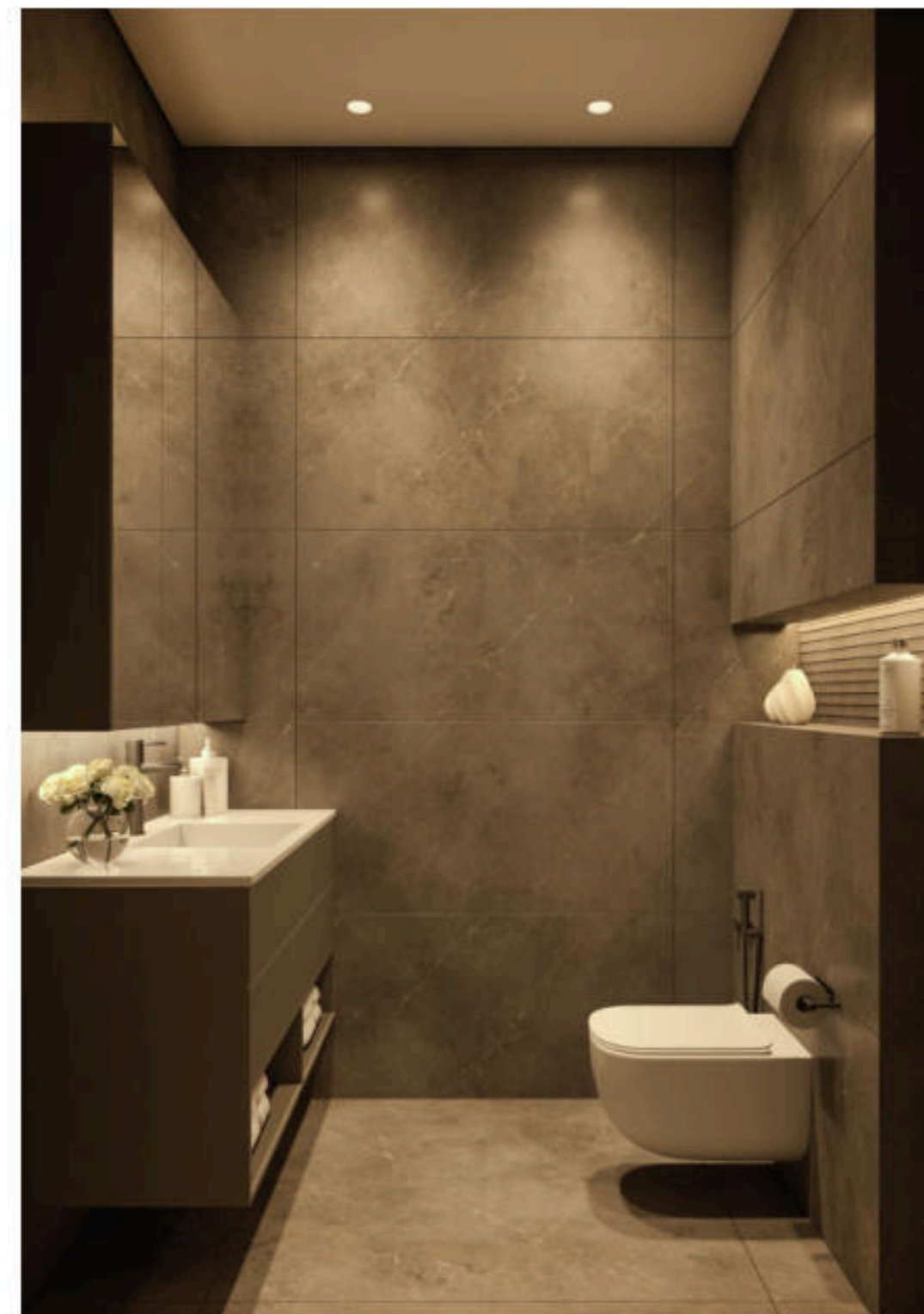


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60

POWDER ROOM
TYPICAL FLOOR



78

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61

3-BEDROOM
FIRST FLOOR

THREE BEDROOM RESIDENCES

SPACIOUS LIVING SHAPED FOR MODERN FAMILIES
REFINED INTERIORS
GENEROUS LAYOUTS

A thoughtful blend of comfort and quiet sophistication.

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3-BEDROOM
FIRST FLOOR

Elemental



3-BEDROOM
FIRST FLOOR

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3-BEDROOM
FIRST FLOOR



3-BEDROOM
FIRST FLOOR



AMENITIES OVERVIEW DESIGNED FOR EVERYDAY WELLBEING

At Elemental 78, wellness is woven into the flow of daily life. The building offers a thoughtful collection of spaces that support movement, rest, connection, and play.

Each amenity is shaped with care to create a calm and inviting atmosphere for residents.

78

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68



78

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69

KIDS CLUB A SPACE FOR IMAGINATION & DISCOVERY

The Kids Club is designed to feel warm, educational, and creative. It invites children to play, learn, and explore in an environment that supports growth and connection.





KIDS OUTDOOR AREA



STATE OF THE ART GYM



78

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74



MOVE WITH CLARITY

The gym at Elemental 78 features Technogym equipment and is designed with natural light and open space to encourage performance, balance, and focus.

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75



YOGA SPACE



ROOFTOP SWIMMING POOL

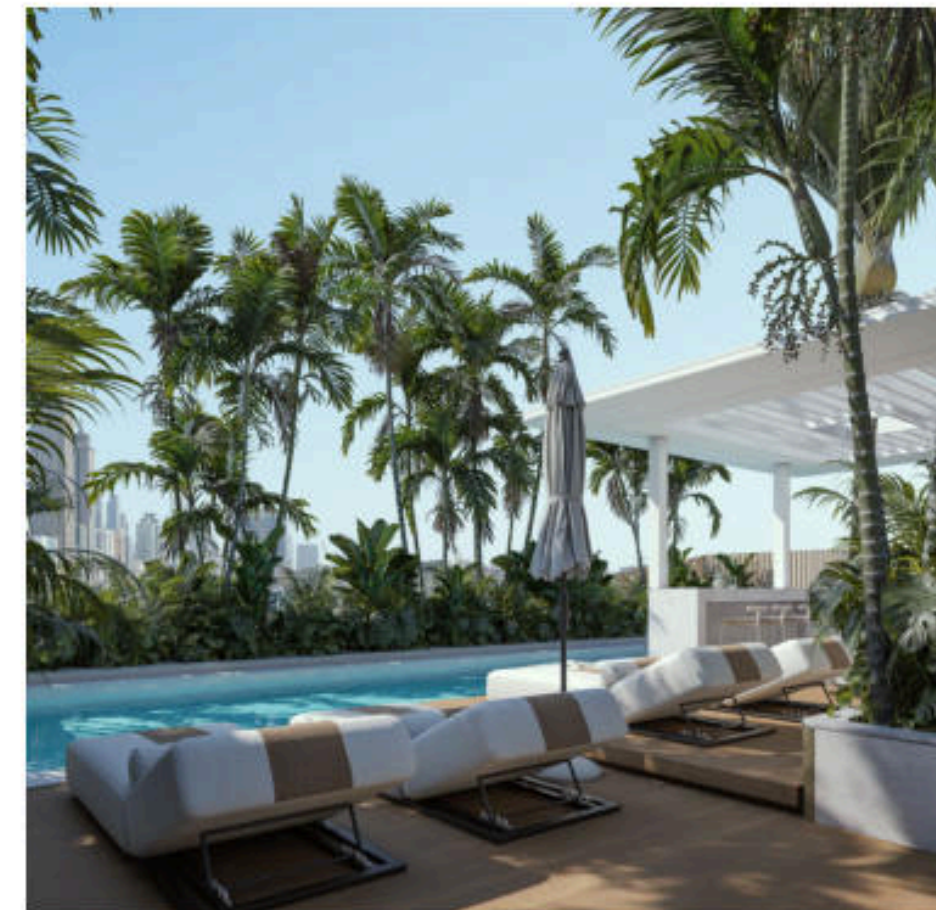


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The rooftop pool offers a serene escape above the city. It is a place to unwind, reflect, and take in the calm that rises with you.

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NATURE WOVEN INTO THE BUILDING

Green pockets throughout the podium create gentle spaces to meet, pause, or simply breathe.

They reflect Elemental's belief that nature is not an addition, it is a foundation.





78

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82

78

ROOFTOP



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83

MATERIALS

REFINED. WARM. TIMELESS.

The materials palette for Elemental 78 is inspired by the purity and clarity of Platinum.

Soft neutrals, natural textures, and warm tones create a sense of stillness throughout every home.

Each surface is chosen to feel calm, tactile, and enduring.

APARTMENT INTERIOR MATERIALS

MATERIALS HIGHLIGHTS

- 1. Bathroom Feature Wall
- 2. Bathroom Floors and Walls
- 3. Floors - Kitchen, Living, Dining Room
- 4. Floors - Bedroom, Walk-in Closet, Balcony
- 5. Kitchen Countertops
- 6. Vanity Top
- 7. Wardrobe Carcass



LANDSCAPING MATERIALS

MATERIALS HIGHLIGHTS

- 1. Roof deck - Main floor tiles
- 2. Roof Pool decking
- 3. Roof floor Granules
- 4. Swimming pool - Floor tiles and cladding
- 5. Roof deck - Aluminum feature battens
- 6. Planter - Wall cladding
- 7. Pool Coping



FACADE MATERIALS

MATERIALS HIGHLIGHTS

1. Aluminum Facade Cladding

2. Wooden Finish Aluminium Battens





YOUR NEW
RYTHM OF
LIVING
BEGINS HERE

CREATED
WITH
STILLNESS
IN MIND

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