



EIRA

TRANSCEND TO TRANQUILITY



EXPERIENCE A LIFE ILLUSTRATED BY *Serenity*

TRANSCEND TO TRANQUILITY

Drift beyond the noise and into a world
where every moment feels touched by tranquility.



ETHEREAL.
RADIANT.
MAJESTIC.

Welcome to the transcendent world
of Eira, encircled by uninterrupted
greens and lakes that mirror the sky,
in the heart of Production City, Dubai.



EIRA
LUXURY RESIDENCES



VISIONARIES
BEHIND YOUR
Residence

LUXURY DONE THOUGHTFULLY

Rooted in 20+ years of leadership experience across the UAE and beyond, Neoterra Developments is a design-driven, future-focused real estate brand built on the belief that luxury should endure, inspire, and be created with conscience. We craft spaces where beauty, precision, and human-centred design come together to create extraordinary living experiences.

The name itself reflects this mission ‘Neo’ for new, ‘Terra’ for earth. A promise to shape a new world of living for those who seek comfort, creativity, and a future-ready way of life.

THE PRINCIPLES THAT DEFINE US

TIMELESS DESIGN

Creating architectural landmarks that leave a lasting legacy.



RESPONSIBILITY & CONSCIENCE

Mindful development that respects communities and resources.



HUMAN-CENTRED THINKING

Spaces shaped around how people live, connect, and feel.



REPRESENTATIVE IMAGE

CONNECTED TO THE *City.* SURROUNDED BY SERENITY.

Set within Dubai Production City, a thriving destination spanning over 43 million sq.ft., Eira is positioned at the intersection of connectivity and retreat, with direct access via E311 and Al Khail Road, placing key landmarks, lifestyle destinations, renowned schools, and leading healthcare hubs within easy reach.

HEALTHCARE

Mediclinic Me'aisem - 3 min
NMC Royal Hospital - 9 min

EDUCATION

Gems Metropole School - 10 min
Arcadia British School- 11 min
Dubai British School - 12 min

SPORTS & LEISURE

Dubai International Stadium - 10 min
Dubai Autodrome - 12 min
Trump International Golf Club - 14 min
Marina Beach - 15 min

RETAIL & LIFESTYLE

City Centre Mall - 3 min
Dubai Hills Mall - 15 min
Dubai Internet City - 16 min
Global Village - 17 min
Dubai Marina Mall - 17 min
Mall of the Emirates - 18 min



MAP NOT TO SCALE



THE
Essence
OF EIRA

REPRESENTATIVE IMAGE



Timelessness

A Striking Façade Inspired By
Contemporary Architecture.

Expansiveness

2 Acres Of Panoramic
Lush Green Park Views.

Grandeur

A Remarkable Grandé Maison
by GRID Arrival Experience.

Enrichment

25+ Immersive Amenities
Across 2 Dedicated Levels.

Exclusivity

A Limited Collection of Studio
& 1 Bed Residences.



REPRESENTATIVE IMAGE

A *Signature* ETCHED
IN ARCHITECTURE.

Defined by soft curves, expansive glazing, and understated elegance, the façade is a striking expression of contemporary architecture.





EVERY ARRIVAL, MADE GRAND.

A distinguished arrival experience that introduces the world of Eira with elegance and intent.

THE LOBBY EXPERIENCE

Soaring ceilings, open volumes and refined interiors create a setting that feels both impressive and inviting.





GRANDÉ MAISON®

BY GRID

Exclusive furnishings, layered textures, and thoughtful detailing come together to elevate every arrival, every interaction, and every guest experience.



WHERE THE GREENS
STRETCH ENDLESSLY

Overlooking 2 acres of lush green park.



A CANVAS OF OPEN HORIZONS

Framed by two serene lakes and
sweeping vistas to complement the
EIRA lifestyle.





THE *Landscape* OF WELLBEING

Inspired by the idea of a shared garden oasis, the landscape extends the comfort of home into nature, creating thoughtfully curated spaces for wellness, connection, recreation, and retreat. Enriched by more than 14 plant species, it unfolds as a vibrant, immersive environment layered with natural beauty and shade.



CLUB SERENE

THE HEARTBEAT *of* EIRA



An exclusive retreat designed for wellness, recreation and meaningful connections, featuring temperature-controlled pools, a pool bar, sauna rooms, barbecue spaces and more.





THE SERENITY WALKWAY

A ~62m promenade offering ~100 Steps of Serenity, guiding you into ease.



ARTIST'S IMPRESSION

THE EMBER LOUNGE

Sunken seating gathered around the warmth of a fire pit.







ARTIST'S IMPRESSION

THE SUNSET BAR

A vibrant setting for refreshing moments and easy conversations.