

INIAURA

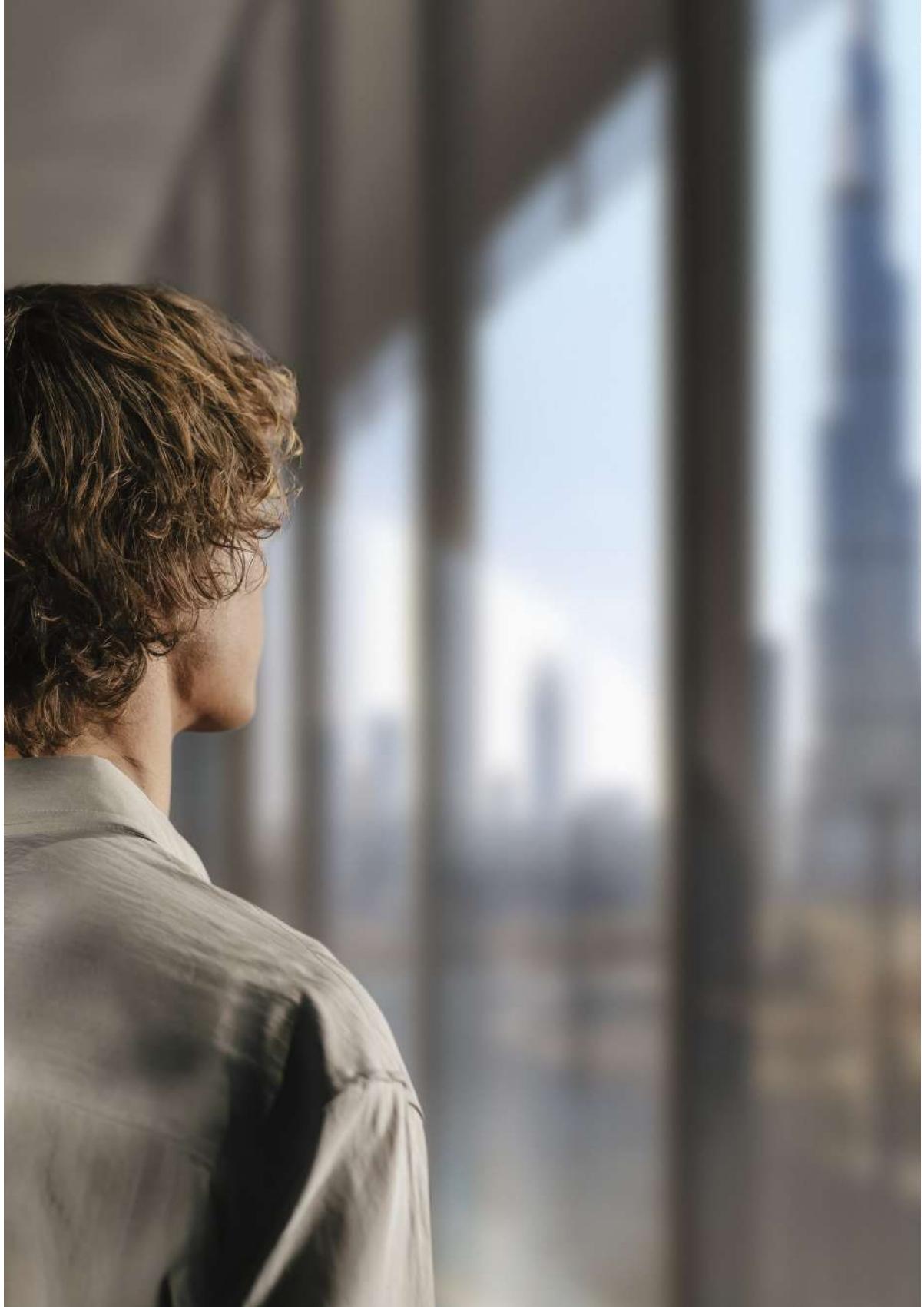
RESIDENCES
DOWNTOWN
DUBAI



INNATE ENERGY FOR LIFE



EMAAR



INTRODUCTION

Connected Life

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The New Energy of Dubai

At Arada, innovation is never confined to a blueprint. It lives in the space between disciplines - where architecture meets movement, where hospitality meets belonging, where lifestyle becomes place.

From our earliest communities to our latest ventures, we have pursued a single idea: that how people live should evolve as fast as the world around them. Our developments are not static destinations but living systems that respond to the energy and momentum of contemporary life.

These systems are part of what we call Connected Life, a purpose that bridges the gap between design and wellbeing and between individual and the collective, allowing people to lead happier, healthier and more meaningful lives.

We see lifestyle as the new frontier of placemaking. It is no longer enough to build beautifully; the real measure of progress is how seamlessly a place supports human potential.

This belief has driven Arada to create environments that are both elevated and accessible, crafted and intuitive. We bring together architects, artists, wellness experts and technologists to design experiences that move beyond form and into feeling.

From Formative and Everwell to the launch of Akala and Inaura, our portfolio reflects a culture of continuous invention. Each project reframes how space can influence energy, focus and flow. For us, innovation isn't an outcome; it's a way of operating. A commitment to rethinking the everyday until it becomes extraordinary - until lifestyle and place are no longer separate ideas, but one continuous experience.

Ahmed Alkhoshaibi
Arada Group CEO

INAURA

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ARCHITECTURE IN MOTION



In a skyline defined by ambition, Inaura stands as a luminous expression of Dubai's bold energy and imagination. This is a landmark of refined modernism designed to be both admired and experienced. Envisioned by Arada and designed by global architecture studio MVRDV, Inaura embodies a shared belief that architecture should not only shape cities but energise life within them.

Inaura is a hotel and branded residences launching first in the heart of Downtown Dubai. Designed for those who live without boundaries between life, work and wellness, it brings fitness and community to the forefront. Representing a new model of urban luxury - one defined by balance, vitality and connection - every element reflects a commitment to sustainable living and human-centred design.

From every vantage point across Downtown Dubai, Inaura's presence is felt. The tower rises from a sculpted plinth, its arched base forming an open, gallery-like arrival. Above, the façade evolves with altitude: reflective and dynamic at street level, dissolving into translucency as it meets the sky.







Perched in the skyline, a triple-height sculptural void suspends a sanctuary above the city. This glowing presence plays back the energy of Dubai and invites residents and visitors to come and experience new ideas and new forms of connection.

The tower acts as a physical expression of urban life, its architecture capturing the movement and intensity of Downtown Dubai. From the street, the sculpted podium reflects and engages the city, inviting light and activity inward. As it rises, the façade shifts from reflective to transparent, mirroring the transition from urban motion to the stillness of the sky. The tower's central void defines this change, creating a clear division between the vibrant life below and the calm above.

LEED precertified Gold for sustainability, Inaura embodies a thoughtful approach to design, performance and environmental stewardship - integrating efficiency, wellbeing and innovation to create a place where modern life feels effortless and restorative.



Inaura is designed for people in motion - those who move fluidly between cities, between work and wellness, between connection and quiet.



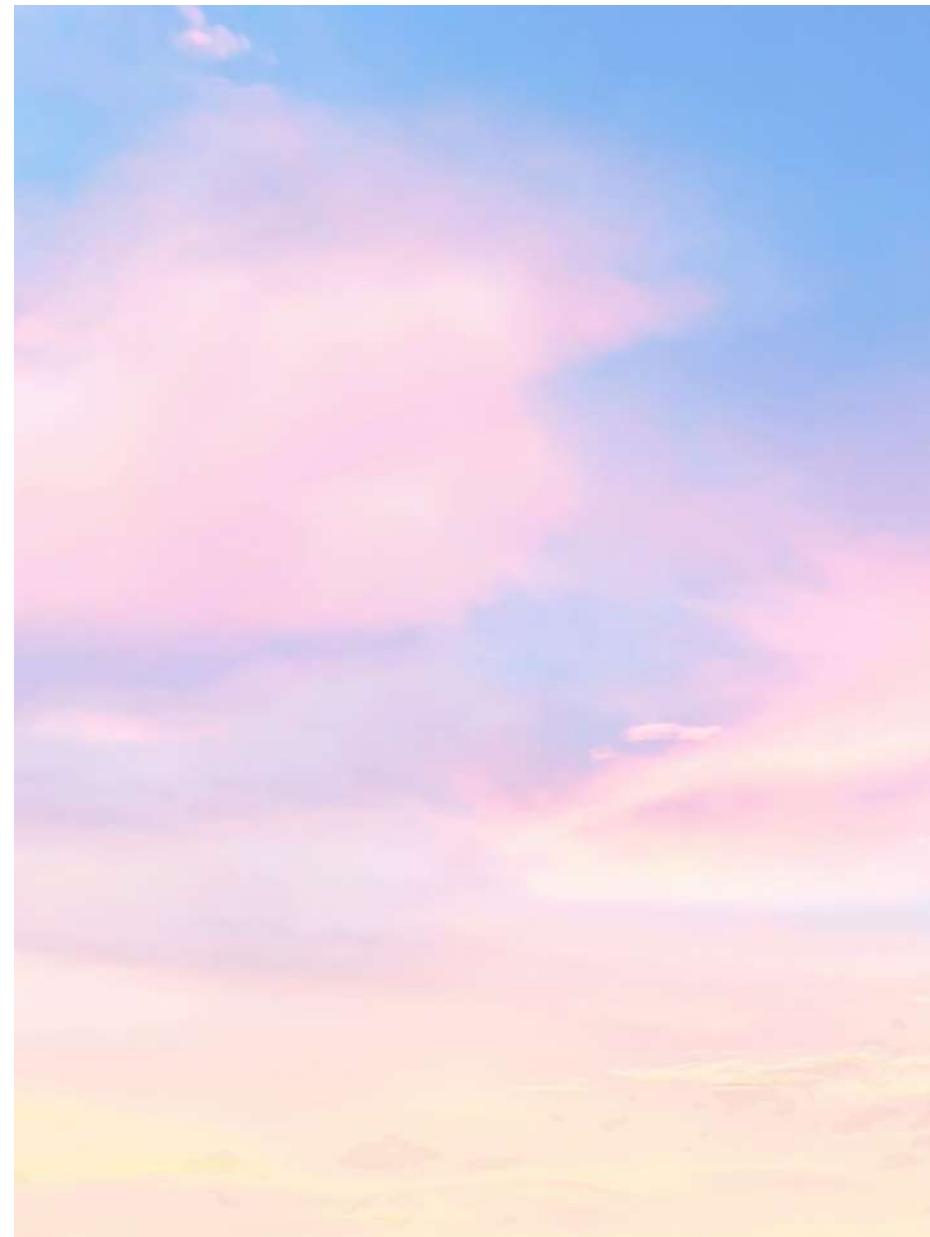
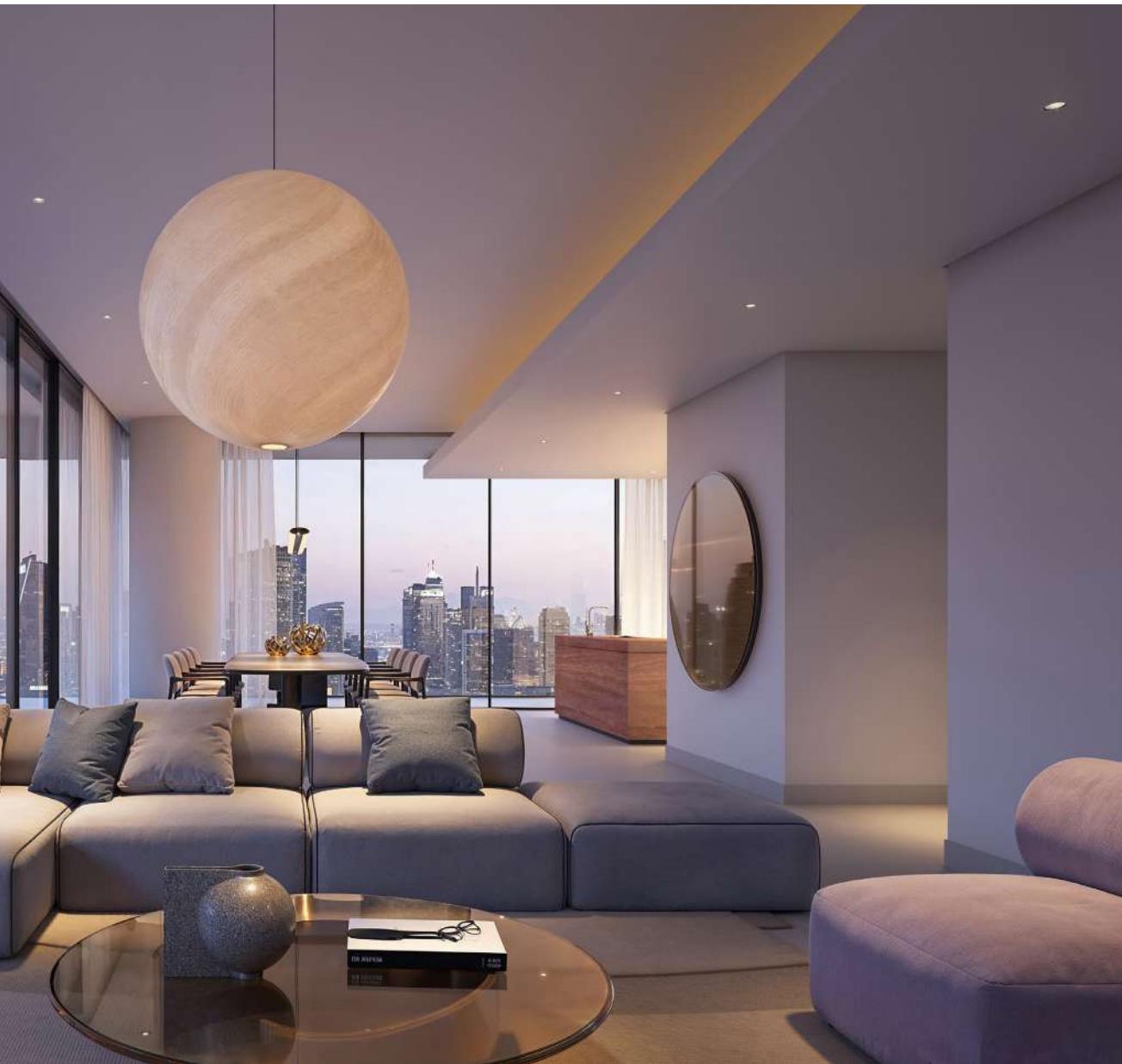






Every space carries its own identity, expressed through bold yet refined material choices that align with Inaura's architectural language. The palette is natural and minimal, with layers of texture and tone that create warmth and depth.

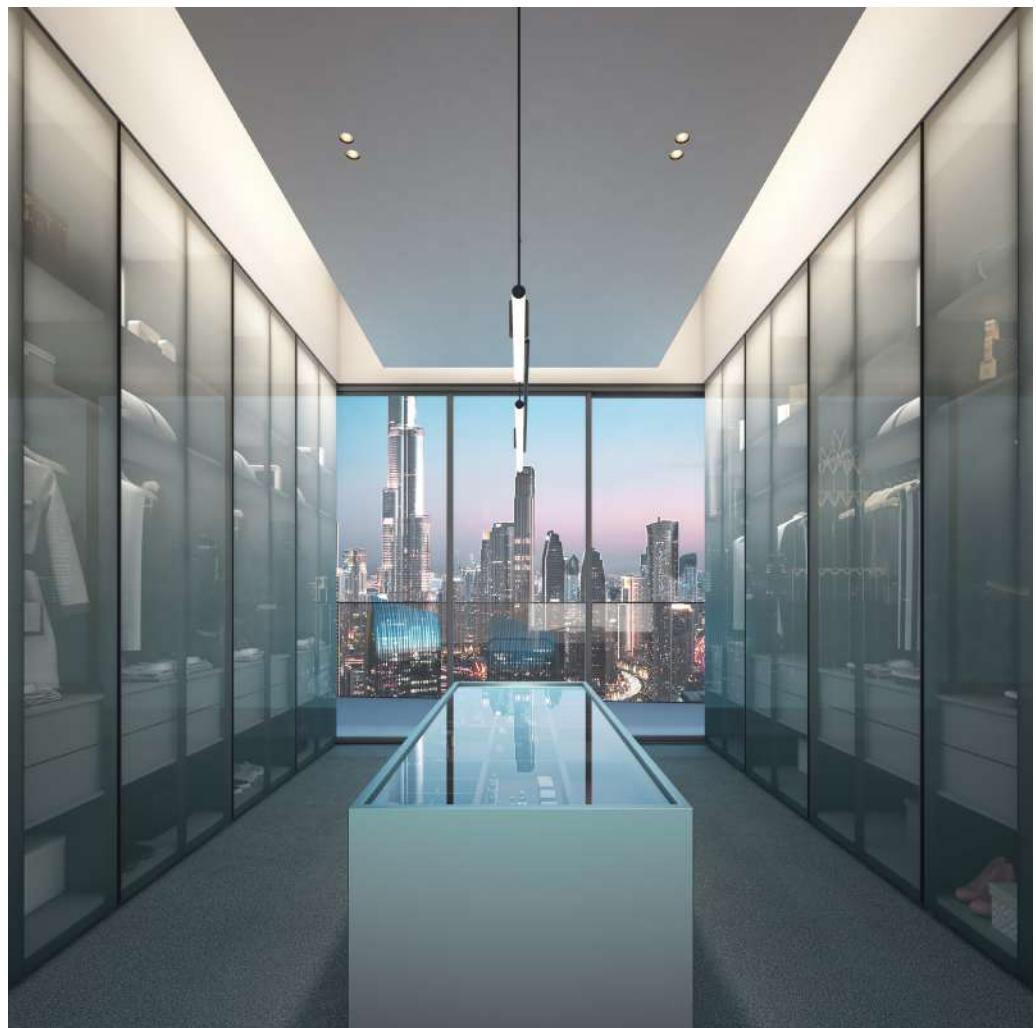




Attuned to the modern world, each residence is designed to support and enhance life beyond the walls. Every space is shaped with Arada's signature precision: streamlined lines, tactile materials, and an architectural calm that restores clarity amid movement.

Our approach to kinetic living can be found in the details. Apartments are open yet intentional, with flowing layouts that encourage natural light, circulation, and breath. Integrated joinery conceals technology and storage, keeping the visual field clear and the mind focused. Soft, continuous surfaces guide the eye, while a refined palette of stone, metal, and timber introduces warmth without distraction.

A gradient shift in materials provides calm and continuity, while accent colours introduce light and variation across walls and floors. Together, they form a coherent interior landscape that feels sculptural and balanced.

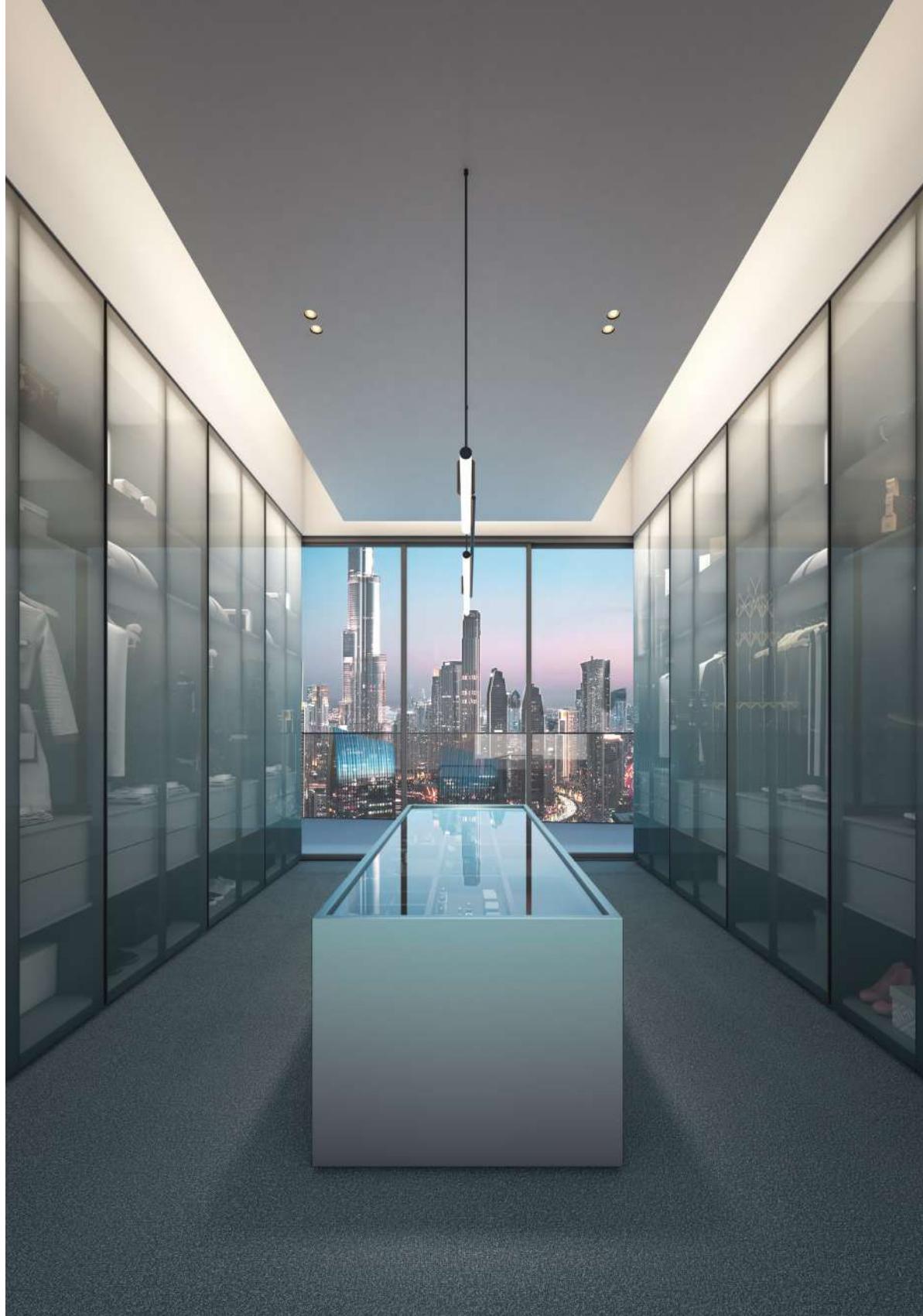








Each home transitions seamlessly between modes - from morning focus to evening reset, from solitude to gathering. Balconies extend the interior experience into the skyline, framing the pulse of Downtown Dubai while maintaining privacy.







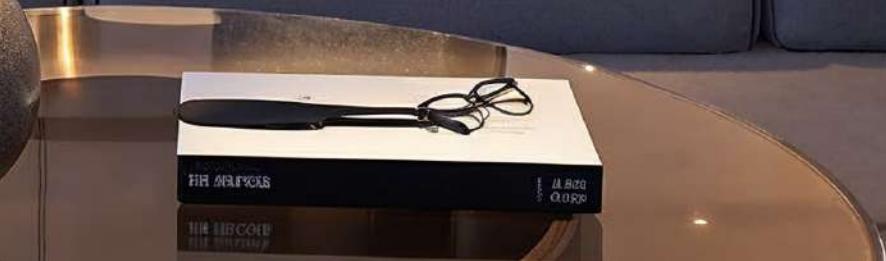
RESIDENCE	TYPE	DESCRIPTION
THE SKY PENTHOUSE	6 Bedroom Penthouse	<p>Suspended at the tower's pinnacle, The Sky Penthouse is the purest expression of Inaura's vision - a residence where architecture transcends structure. Conceived as a sculptural form in the sky, it captures the equilibrium between motion and stillness, light and shadow.</p> <p>Expansive living spaces open to cinematic views of Downtown Dubai, dissolving boundaries between interior and horizon. Every surface, curve and reflection is tuned to clarity - a choreography of materials that breathe with the changing light. Private wellness zones, sky terraces and immersive suites create a complete environment for restoration and retreat. The Sky Penthouse is not a home, but a state of elevation - living in its rarest form.</p>
SKY VILLA	5 Bedroom Duplex	<p>For those who live in orbit. Full-floor sanctuaries that capture the city's horizon while maintaining inner stillness. This limited collection defines contemporary living, distilled to its purest form.</p>
RADIANCE SERIES	4 Bedroom	<p>A statement in refinement. Expansive proportions, elevated materials and effortless transitions define these residences. Here, precision meets purpose in spaces that invite both focus and retreat.</p>
LUMEN SERIES	1-3 Bedroom	<p>Centred on balance and light. Open, luminous layouts that blend activity with ease - the intersection of home, connection and calm. Crafted for city life, where energy and stillness coexist in perfect symmetry.</p>

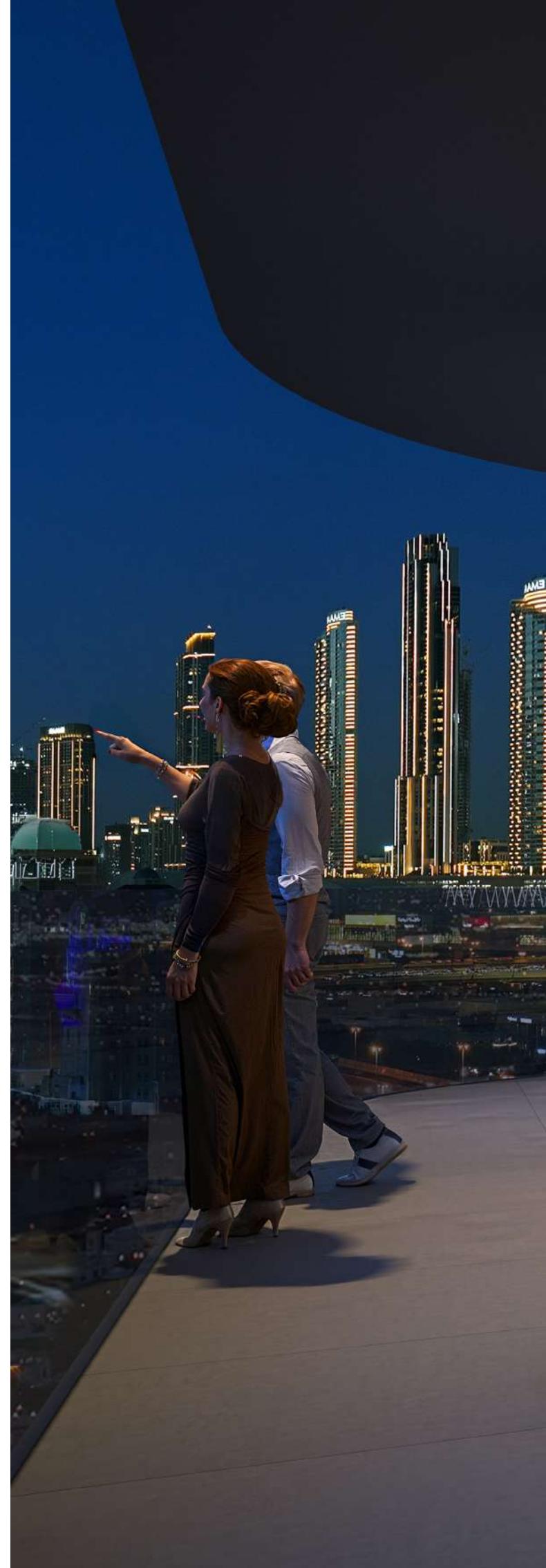
NEW WAYS OF LIVING
CONNECTED



















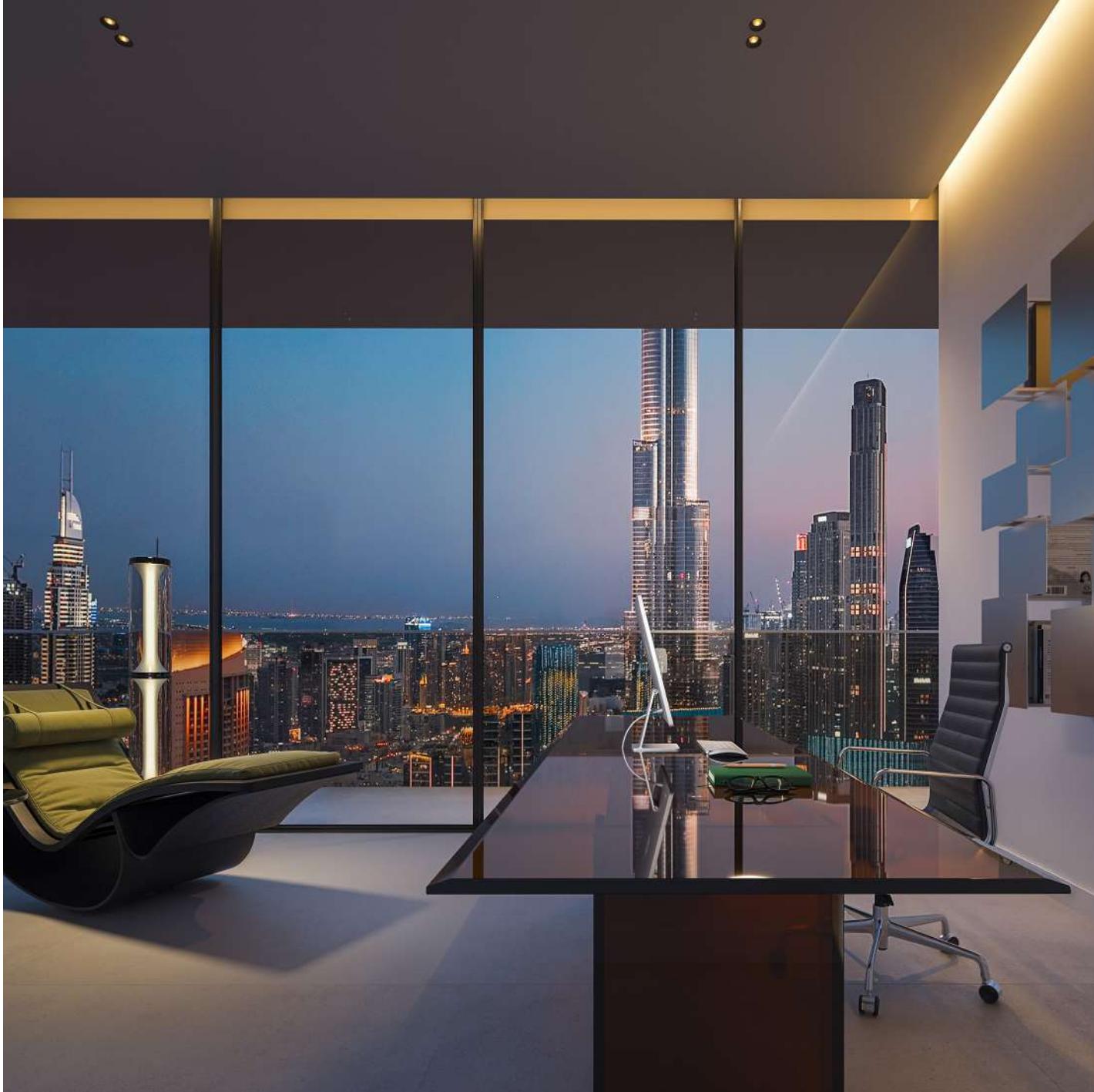














The Inaura experience is designed around The AWE Path, a lifestyle philosophy dedicated to keeping people Active, Well, and Engaged. Here, each space is about curating moments that connect body, mind, and place, ultimately shaping how people move and feel.





As you step into Inaura, the energy shifts. The main lobby is alive - a social heart that transitions seamlessly from morning to night. The mirrored exterior reflects the city, creating a captivating canvas that makes the building read like a barometer of Downtown's energy.

EXPERIENCE MENU

EXPERIENCE	LEVEL	DESCRIPTION
SKY LOUNGE	32	A panoramic social space and exemplary dining experience where the energy of the city gathers and returns to the skyline.
INAURA HOTEL	5-14	Inaura Hotel is Dubai's newest expression of modern luxury, designed for people who live in motion. Centred on fitness, connection and flow, it blends world-class hospitality with spaces that inspire movement, recharge and belonging.
THE SANCTUM	2	The Sanctum is Inaura's bathhouse for restoration and renewal, combining thermal rituals, hydrotherapy and quiet space to bring the body and mind back into balance.
EVERWELL	2	A members' destination for precision health, combining advanced clinical diagnostics with highly personalized care in refined, contemporary spaces designed for clarity and calm.
OUTDOOR POOL AND GARDEN	1	A private landscape of water, light and greenery where residents can swim, socialise or simply unwind.
FORMATIVE GYM	Podium 1-4	A members' destination for precision training and recovery, combining advanced performance technology with bold, architectural spaces that inspire focus and flow.
RESTAURANT & LOBBY	G	The lobby and restaurant create Inaura's social threshold. Here a destination restaurants and cafe creates quality and convenience on your doorstep.
PARKING & ACCESS	B1-4	Everything has been considered from skyline to your parking space. The arrival experience starts the moment you enter the building.





At level one, Inaura unfolds as an elevated urban retreat - a sculpted terrace and pool forming a private horizon above the city. Hospitality, landscape and light merge seamlessly to create a place for gentle movement, reflection and reset. The open lounge offers a generous environment to relax or work, while landscaped gardens and outdoor terraces become extensions of living, perfect for social evenings under cooler skies.



Rising above the pool terrace is Inaura's signature double-storey wellness and fitness experience. On the second level, the recovery bathhouse offers contrasting hot and cold pools, steam rooms, saunas and private consultation suites to support every aspect of wellbeing. The design language is calm and elemental: cool stone, soft light and enduring materials that encourage focus and presence.







Ascend to level 32 to join Inaura's social and cultural pinnacle. A sky lounge that welcomes both residents and guests into an atmosphere of connection and exchange, with a distinctive dining experience at its core. Suspended above the city, it is a place where people, ideas and perspectives converge, framed by uninterrupted views of the Downtown skyline.







Formative is an ultra-luxury fitness and wellness platform designed for those who value precision, performance and presence in equal measure. Located within the podium of Inaura, residents can become members and access world-class equipment, expert coaching and specialist studios dedicated to movement, strength and restoration.

The atmosphere is both architectural and human, shaped by natural materials, soft light and a sense of spatial clarity that encourages focus. More than a gym, Formative is a movement collective, a place to train with intent, connect with others and build energy that lasts well beyond the session.

FORMATIVE GYM

INAURA HOTEL

The Inaura Hotel is a new global luxury brand shaped by the belief that travel should energise rather than exhaust. Created for people who live in motion, it reimagines the modern hotel as a place to connect, recharge and belong; a social hub for the world's active and creative class.

For Inaura residents, the hotel extends home into hospitality, offering a place where friends, family and collaborators can stay within the same world, sharing its access, atmosphere and refined design language.

The result is both convenience and community, where everyday life and elevated experience exist in perfect balance.



AMENITY

Experience Inaura, where every amenity and lifestyle touchpoint embodies kinetic living, infusing each day with vibrant energy. Residents will have access to a curated array of facilities crafted for both relaxation and energised connection.



ALL-DAY-DINING

LOUNGE

MEETING ROOMS

OUTDOOR POOL

PODCAST RECORDING STUDIO

CINEMA

FORMATIVE GYM

YOGA STUDIO

PILATES STUDIO

CO-WORKING SPACE

GRIT STUDIO

DANCE STUDIO

BOXING STUDIO

BATHHOUSE

SOUND THERAPY

CRYOTHERAPY

HOT, COLD AND MINERAL POOLS

TREATMENT ROOMS

SAUNA AND STEAM ROOMS

KIDS AREA











Downtown Dubai is where the future feels most immediate. If the wider city is a study in ambition, this is its testing ground - the place where new ideas first take shape, where architecture, culture and commerce converge at speed.

Dubai is a city of movement and light, its energy most visible in the heart of Downtown. By day, sunlight glints across the skyline as streets fill with people and motion. By night, the towers glow like vertical lanterns, turning the city into a stage of light and life. The drama peaks on New Year's Eve, yet the sense of theatre is constant, unfolding across galleries, metro lines and rooftop views.

Inaura rises within this energy. More than a landmark, it is a living object that amplifies the city around it, capturing Dubai's pace and transforming it into form and experience. Set within one of the most recognised locations in the world, Inaura sits in the heart of Downtown, between Business Bay and the Burj District. It connects these centres, reflecting the energy of the Dubai Fountain and the presence of the Burj Khalifa.

Dubai's essence, a city without limits, is expressed here in architecture that feels alive to its surroundings and attuned to the people who move through it: chefs, curators, and entrepreneurs share towers with financiers, creatives and athletes. It's a vertical community of global residents who live without pause - connected by energy rather than postcode.

New names keep Downtown's rhythm sharp. Jun's, from chef Kelvin Cheung, brings a confident edge to the Boulevard with its third-culture cooking - a lively blend of Asian, North American and Middle Eastern influences served with precision and warmth. Jamavar, direct from Mayfair, anchors the district's Indian fine-dining revival, pairing chandeliers and marble with dishes of crab pepper masala and its already-iconic Old Delhi butter chicken. Next door, Mimi Mei Fair channels the decadence of 1920s China, where richly layered interiors frame the city's most theatrical Peking duck. Together they capture the district's culture - a place where extraordinary never slows.

From this centre, everything radiates. DIFC is close enough for a morning meeting, yet far enough for perspective. The Dubai Mall, the Opera, the Design District - each within easy reach, yet none compete with the experience of being here.

1	Dubai Opera	5 min
2	Burj Khalifa	5 min
3	Dubai Mall	5 min
4	Dubai Mall Metro	5 min
5	Dubai Design District	8 min
6	Akala Hotel & Residences	8 min
7	DIFC Gate	8 min
8	Museum of the Future	8 min
9	One Central	10 min
10	Dubai Frame	12 min
11	Bvlgari Resort Dubai	12 min
12	Dubai International Airport	18 min



INAURA

THE DUBAI MALL

DUBAI DESIGN DISTRICT

ABOUT ARADA

Launched in 2017 and headquartered in the UAE, Arada was created to build spaces people connect with for healthier, happier and more meaningful lives.

Arada's scope of operation covers property development, retail, education, healthcare, fitness, wellness and hospitality.

The master developer has so far launched ten record-breaking communities in the UAE and has expanded into the UK and Australian market.

Arada also operates a portfolio of complementary brands and experiences, which includes large-scale gyms, F&B and retail assets, social initiatives and visitor destinations.



