

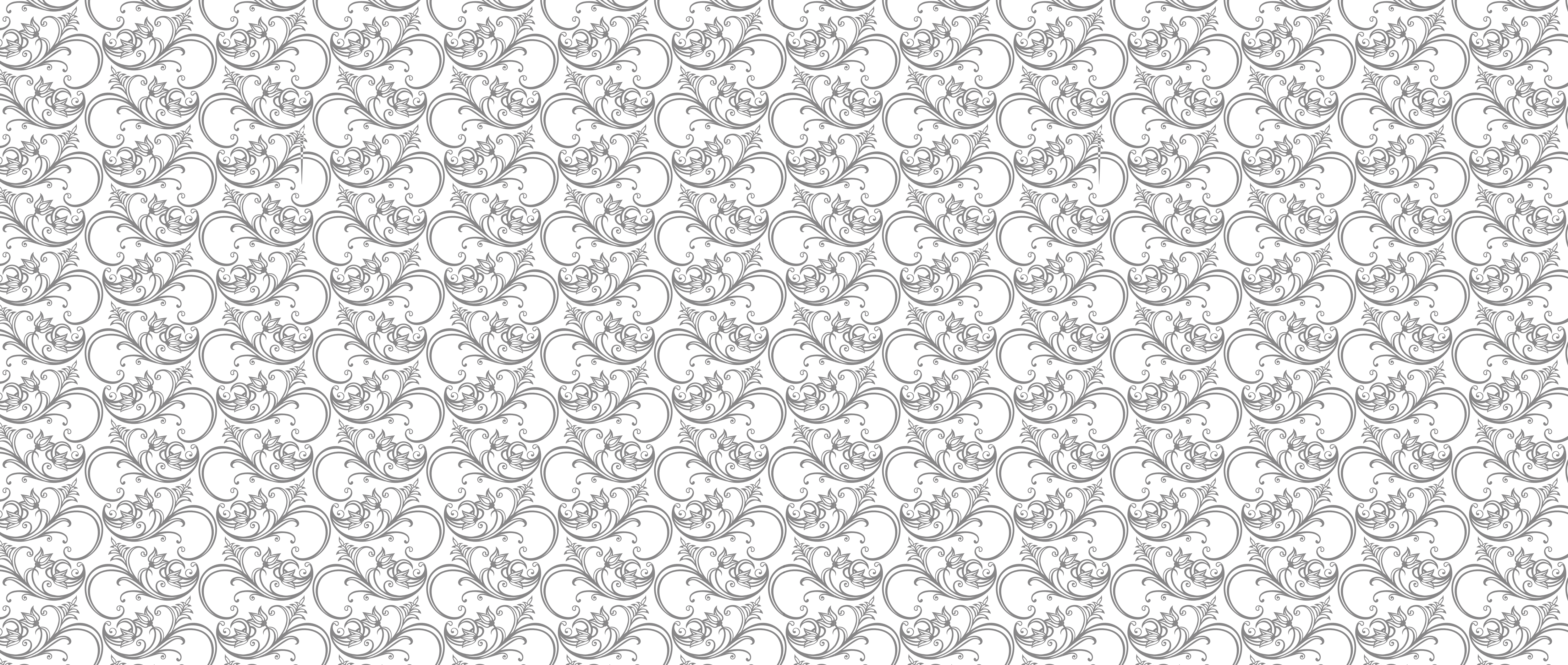


THE *atria*

AT BUSINESS BAY



H O T E L A P A R T M E N T S



Luxury
by the *bay*





Welcome to Dubai

City of dreams, Dubai, is at the helm of new beginnings and newer prospects for a better lifestyle.

Clinching a remarkable win at the Expo 2020 bid, the city is preparing itself for a glorious global reception. Earning international repute for housing some of the world's most iconic architectural marvels such as the Burj Khalifa and the Burj Al Arab, Dubai is also growing to be a grand canvas for progressive urban development.

Welcome to the success story that is Dubai.

The Developers

DEYAAR'S VISION

Marking its foray in to Dubai's real estate industry in 2002, Deyaar has grown exponentially over the past decade to become one of the leading real estate development companies in the region.

Along the way, the company has invested great efforts to align its objectives with the greater vision of Dubai. Joining the development course to the Expo 2020, Deyaar aims to deliver world-class projects and services that add value to Dubai's property landscape.

With a strong foothold in Dubai's prominent commercial business district, Business Bay, Deyaar has additionally ventured in to major growth corridors and prime locations in the city, including Dubai Marina, Al Barsha, Dubai International Financial Centre, Jumeirah Lake Towers, International Media Production Zone, Dubai Silicon Oasis and TECOM.





The Lakes by yoo, Cotswolds, yoo Studio



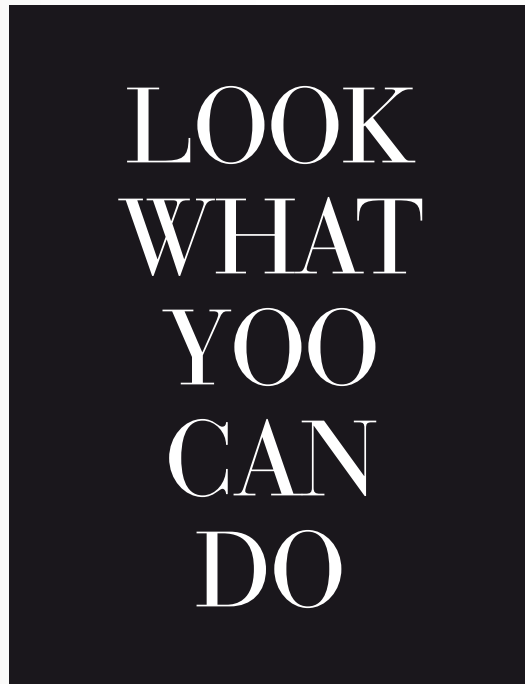
yoo Residences, Hong Kong, yoo Studio



Sans Souci, Vienna, yoo Studio



Sans Souci, Vienna, yoo Studio



The Lakes by yoo, Cotswolds, yoo Studio



yoo Residences, Hong Kong, yoo Studio



Residences, Delhi, yoo Studio

The Designer

“yoo - a company founded by John Hitchcox and Philippe Starck”

The yoo Studio is a dynamic design house with experience of cutting-edge design in over 27 countries. Serving the yoo tribe internationally, the studio has created landmark signature residences and hotels alongside collaborations with yoo Creative Directors. This gives yoo Studio a unique design DNA that could only come from working with the world's leading design visionaries.

The yoo Studio's experience is enhanced by its diversity of over 20 architects, interior and product designers with big imaginations, providing a choice of looks and styles to suit the lifestyles of today's modern dwellers. They only source the best quality fittings and furniture from around the world to create interiors that are imaginative, rare and individual - just like you.

All images for illustrative purposes only.

YOO STUDIO COMES FROM YOO

yoo is a collaboration of ideas; the experience of the world's most celebrated designer, Philippe Starck, matched with the vision of the international property entrepreneur John Hitchcox.

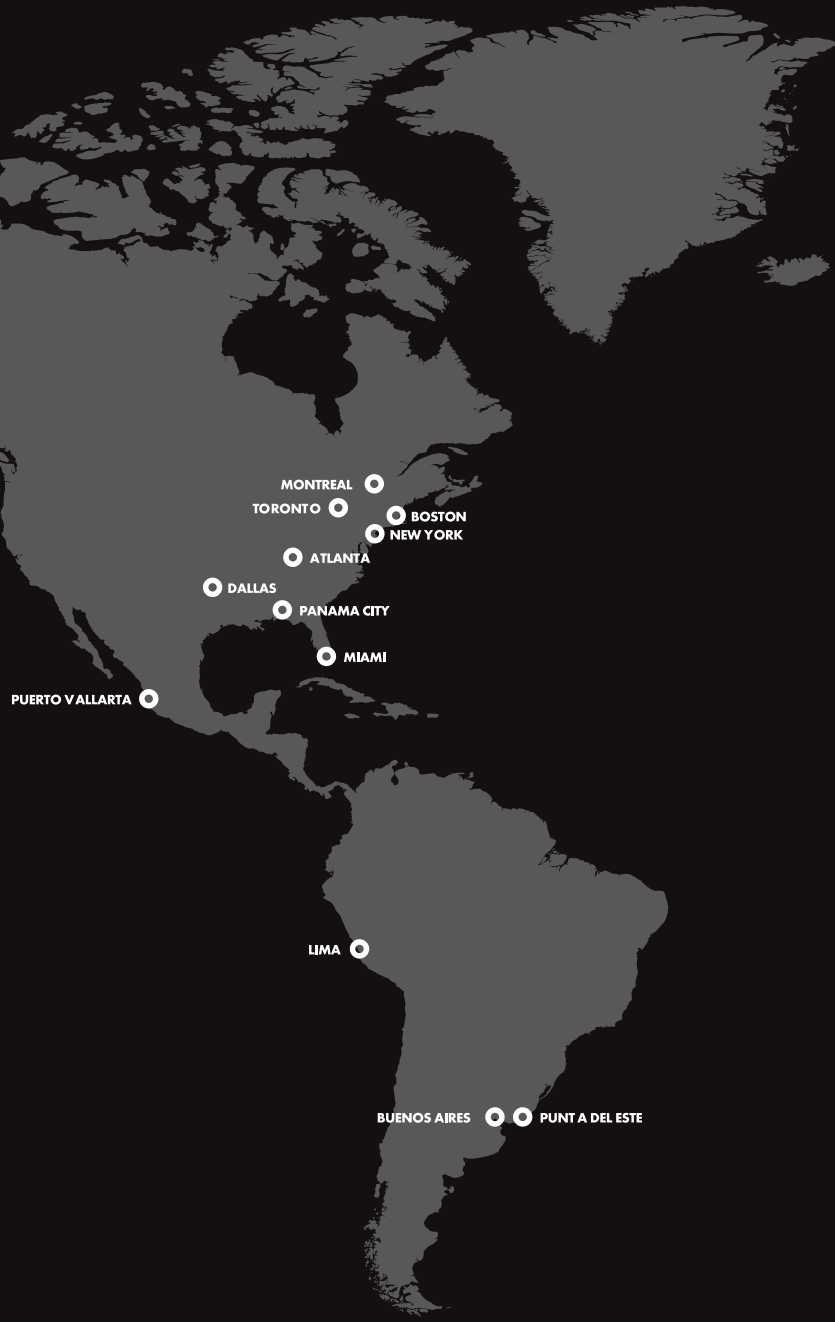
These two leaders in their field came together with a single ground breaking concept: to harness the creative diversity of Starck, with the innovative buildings developed by Hitchcox.

The idea is yoo.

yoo designs extraordinary places, allowing people to buy functional, brilliantly designed homes.

WHERE ARE YOO?

yoo is synonymous with luxury property in prime locations across the globe.



John Hitchcox

"Hitchcox is the Miuccia Prada of the property industry, he knows how we want to live before we do", Independent on Sunday



Philippe Starck

"Starck is the most celebrated designer in the world", Sunday Times



The Atria at Business Bay

Welcome to a living experience called The Atria

Where convenience meets the luxury of living by the bay, this address is designed to house all your desires. And with contemporary hotel apartments, elegant residential units and thoughtful amenities, this living address is the hallmark of the good life.

The Atria comprises of a hotel apartment tower and a 30-storey residential tower, sharing a common podium that constitutes luxurious 3-bedroom duplex apartments, a retail arena and a central park-plaza atrium. The individuality of this lifestyle experience comes from the iconic step-terrace structure, creating a memorable form and an aesthetic façade.

The Inspiration

Standing on the forecourt of life, there's very little that actually matters to us.
The sun. The birds. The people. The sound of water.

The yearning to breakaway from the clockwork of our everyday lives has only
drawn us closer to nature. And this difference between merely existing and living
is what makes all the difference. A reason enough to be inspired and watch life
as it happens.

A life full of colours and lights. Of space and liberation. Of water and tranquility.

Life by the bay.

Location



Located in Business Bay, the business capital of Dubai, The Atria enjoys conveniences of a centrally-located residence. Business Bay is also one of the most cosmopolitan areas of Dubai, with the world's tallest tower, Burj Khalifa in its neighbourhood. Living at The Atria promises you enticing views of this iconic structure, the Business Bay canal and the scenic Dubai Stables.

BURJ KHALIFA

AL KHAIL ROAD

SHEIKH ZAYED ROAD

DUBAI STABLES

THE ATRIA

The Hotel Apartments

Now you can stay in Business Bay at The Atria in luxurious hotel apartments, designed by yoo Studio.

- Studio Units
- One-bedroom Units
- Two-bedroom Units
- Three-bedroom Units
- Three-bedroom Duplex Units

Every apartment has a characteristic personality and flair, with a key focus on simplicity, functionality and urban elegance paired with the latest smart home technology. Designed by yoo Studio, a company founded by John Hitchcox and Philippe Starck.



The Hotel Operator

The Atria Hotel Apartments will be managed by global hotel operator Millenium & Copthorne Hotels, a dynamic global hotel company that owns, asset manages and/or operates over 120 hotels worldwide. With almost 40,000 rooms around the world, and a portfolio of brands that serve different market segments, Millennium & Copthorne is committed to a customer-centric philosophy to deliver the highest levels of service to its guests.

Millennium & Copthorne, Middle East & Africa (MEA) is now recognised as one of the fastest growing hotel management companies in the region. Millennium & Copthorne (MEA) currently operates 26 hotels and aims to have 100 properties in its network by 2020.



The Atria: Bedroom



Lobby



Living Room



Bedroom



Kitchen



Bathroom

Live in Culture

The apartments at The Atria are designed in the yoo Studio Culture Style. Eclectic yet refined, the Culture palette encapsulates a passion for appropriating the most beautiful and exquisitely produced objects and ideas from the past, and placing them alongside the most amazing designs of today. The result is an intriguing mix with a captivating tension. Rooted in richness and boldness, the Culture palette has a powerful sense of history, but is always looking forward.

Finishings are indicative and are subject to change.

Finishes

At The Atria, you have the luxury to choose from a range of Furnishing, Bathroom and Kitchen finishes, carefully selected by the yoo Studio. It's all about you.



Calacatta porcelain marble effect tile for
bathrooms and living room



Porcelain wood effect tile



Furniture and doors in black american walnut



Champagne coloured mirror for back splash and
large full height mirrors



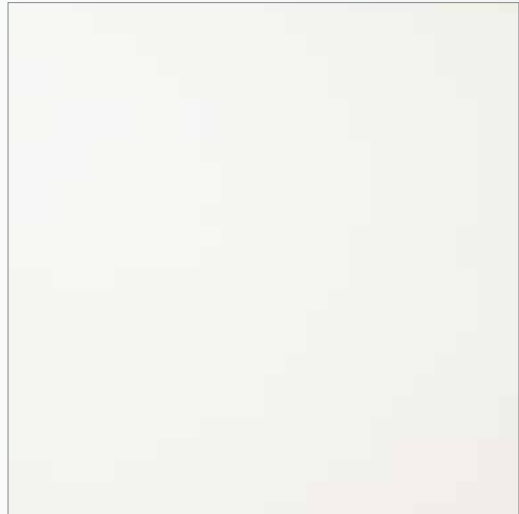
Porcelain tiles in black for bathroom borders and
maid's room floor



Black silestone for kitchen work surface



Polished brass for furniture detailing



White lacquer RAL 9010 for paint colour on
plaster walls



The Atria: Bathroom



The Atria: Kitchen



Echo Brickell, Miami, yoo Studio
Developed by PMC

The Amenities

The Amenities at The Atria hotel apartments are designed to enhance the way you live, providing all the design-led conveniences the most discerning of guests could wish for.

HOTEL AMENITIES

- Elegantly designed Studio, 1, 2, 3-bedroom & 3-bedroom duplex units
- Views of the Burj Khalifa, Business Bay canal and the Dubai Stables
- 25th level - Infinity Pool that overlooks the Burj Khalifa and Business Bay
- 5-star Spa
- Gymnasium
- Fine Dining Restaurants
- Visitor Parking Spaces

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Design-led Living

PLAZA & RETAIL AREA

With a park ambience, boutique retail outlets and the choicest variety of restaurants, this central atrium makes for a convenient plaza level. The retail arena is designed keeping in mind the community aspect of this living address. The retail outlets are double-height in structure, allowing access from both the Ground Level and the Mezzanine Level. So while there are people shopping for the things they need, there is enough room for people to socialise in the community they live in. Apart from the retail arena, there is an appetising menu of multi-cuisine restaurants that serve delectable dishes for the shoppers and residents.

- Dedicated retail area of about 11,000 sq. ft.
- 9 Retail Shops
- Exclusive F&B Outlets
- Fine dining restaurant of about 3,000 sq. ft.
in addition to similar area of charming landscaped terrace

