

## F O R E W O R D

—

Our ancestors' vision is at the heart of AlJurf. Our determination to carry on their love of nature and to build a great future which rests on the foundations of a strong past, has been the driving strategy for this unique destination. Paving the way for something even bigger, we will continue to transform the desert into a green haven—a utopia. With the environment acting as the main incentive behind every decision we have made in AlJurf, we are building on our local cultural and natural resources.


Much like its own revitalisation, AlJurf rejuvenates its visitors unlocking its timeless traditions and serene soulfulness to them; paving the way for Sahel Al Emarat.



“ WE PAY THE UTMOST CARE AND ATTENTION  
إننا نولي بيئتنا جـ ل اهتمامنا لأنها جزء عضوي من بلادنا  
TO OUR ENVIRONMENT FOR IT IS AN  
وتاريخنا وتراثنا. لقد عاش آباؤنا وأجدادنا على هذه الأرض  
INTEGRAL PART OF OUR COUNTRY, OUR  
وتعايشوا مع بيئتنا في البر والبحر، وأدركوا بالفطرة  
HISTORY & OUR HERITAGE. OUR FOREFATHERS  
وبالحس المرهف الحاجة إلى  
& OUR ANCESTORS LIVED IN THIS LAND  
المحافظة عليها وأن يأخذوا منها قدر  
AND COEXISTED WITH ITS ENVIRONMENT,  
احتياجاتهم فقط، ويتركوا منها ما تجد  
ON LAND & AT SEA AND INSTINCTIVELY  
فيه لأجيال القادمة مصدراً ونبعاً للعطاء.  
REALISED THE NEED TO PRESERVE IT.”

HH. SHEIKH ZAYED BIN SULTAN AL NAHYAN  
المغفور له بإذن الله الشيخ زايد بن سلطان آل نهيان





*Chapter 1*  
The Evolution  
*of*  
Coastal Destinations

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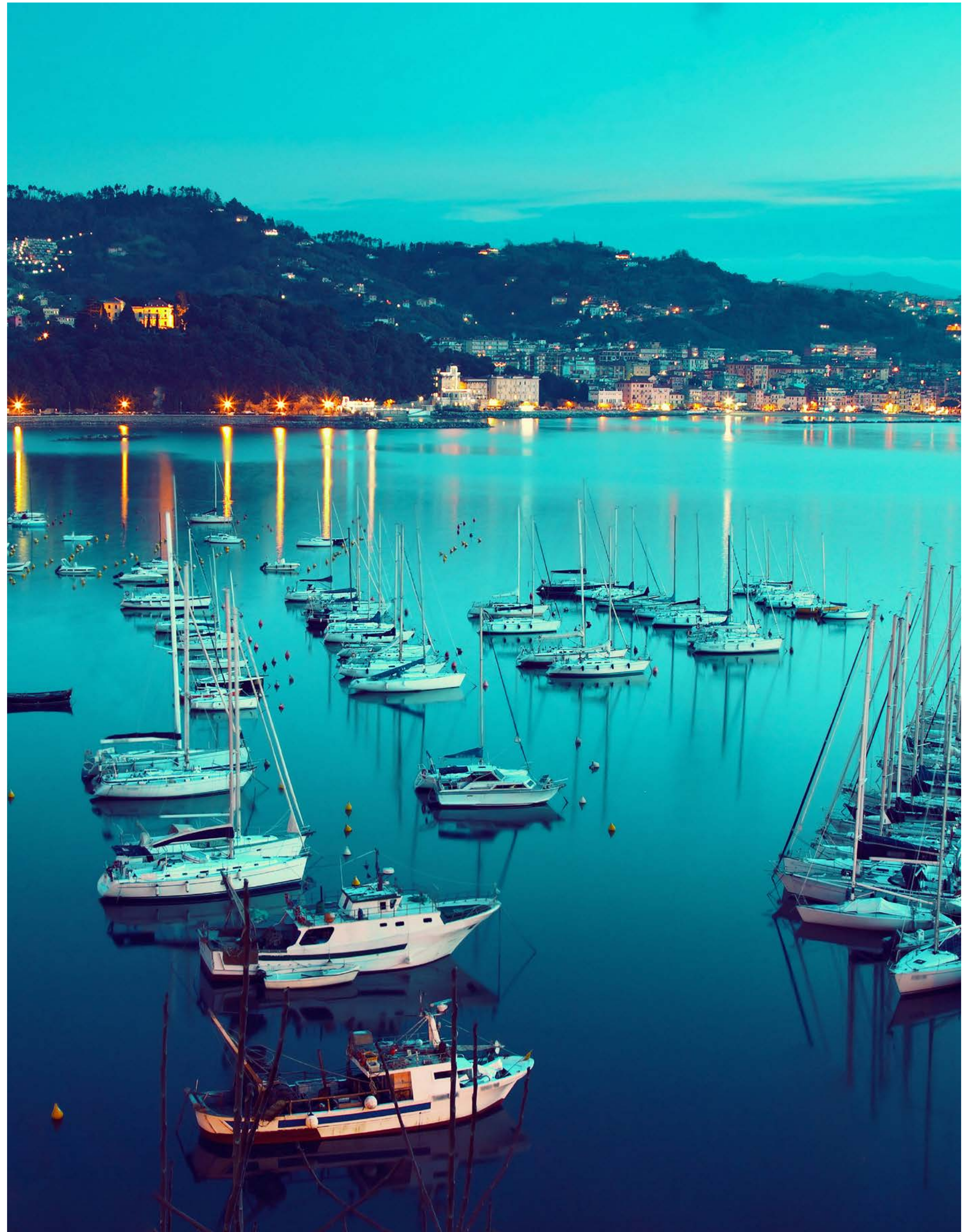
The World's Iconic Rivieras



THE STORY  
|  
*of*  
|  
THE ITALIAN  
|  
RIVIERA

Portofino, Sanremo, Cinque Terra, Portovenere, La Spezia

Famous for its charming fishing harbours, relaxed lifestyle and beautiful landscape, the Italian Riviera is a true representation of ageless Italian beauty and elegance. The Riviera lies on the Western Coast of Italy, nestled in the heart of the mountains meeting the sea. True to Italian culture, this tourist attraction is home to some of the world's finest dining and hospitality. A unique coastline of crystal blue waters, turquoise coves, colourful towns, and elegant resorts, the Italian Riviera stands unrivalled.

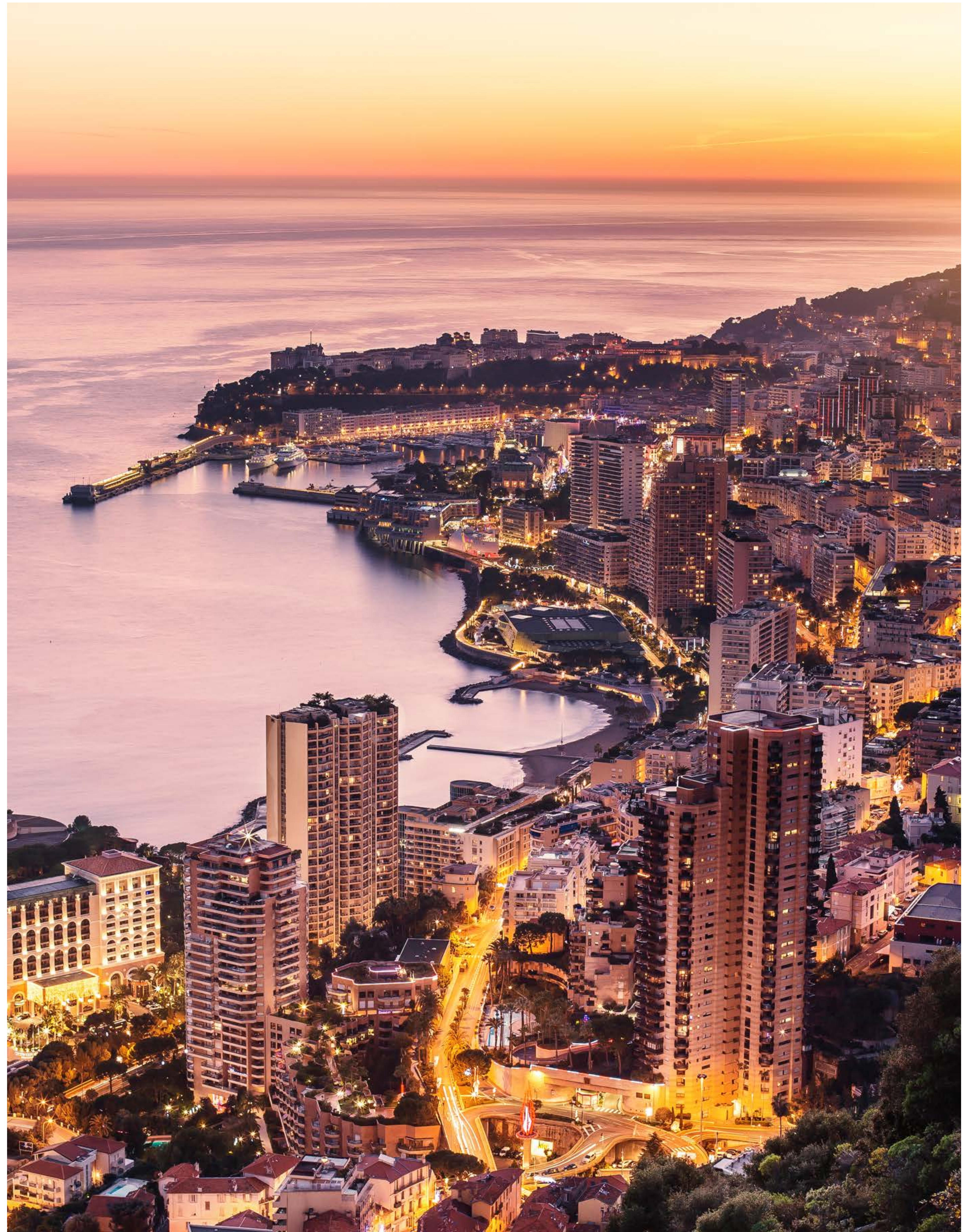




THE STORY  
|  
*of*  
|  
CÔTE D'AZUR  
—

Portofino, Sanremo, Cinque Terra, Portovenere, La Spezia

Famous for its charming fishing harbours, relaxed lifestyle and beautiful landscape, the Italian Riviera is a true representation of ageless Italian beauty and elegance. The Riviera lies on the Western Coast of Italy, nestled in the heart of the mountains meeting the sea. True to Italian culture, this tourist attraction is home to some of the world's finest dining and hospitality. A unique coastline of crystal blue waters, turquoise coves, colourful towns, and elegant resorts, the Italian Riviera stands unrivalled.

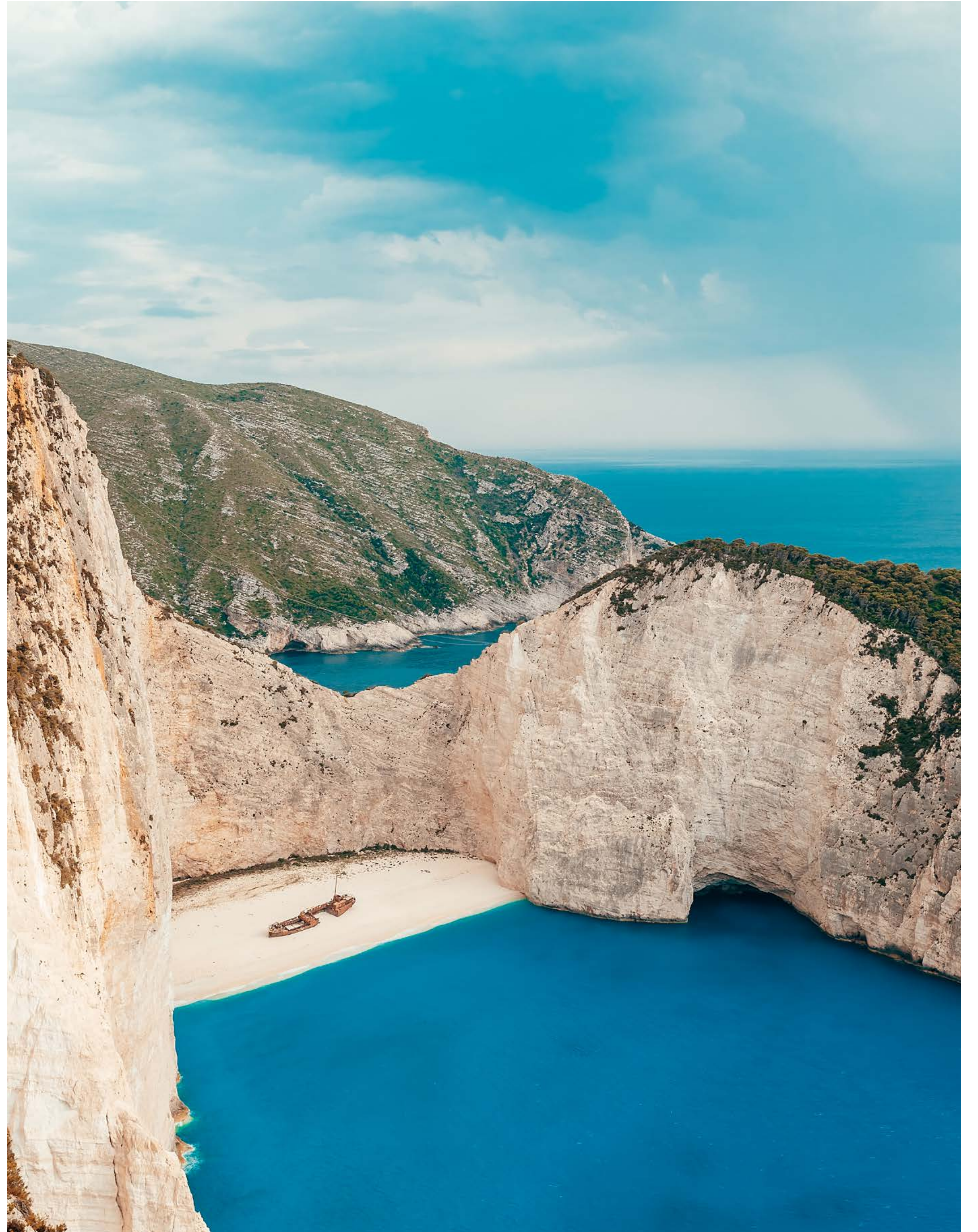




THE STORY  
|  
*of*  
|  
THE GREEK  
|  
RIVIERA

Zakynthos, Lefkada, Corfu, Ithaca, Cephalonia, Syracuse, Catania, Messina

Named after Io, one of the most beautiful creatures in Greek mythology, the Ionian Sea continues to be an icon of incomparable beauty. Influenced by both the Italian and Greek cultures, the Ionian Sea Coast radiates with the warmth and hospitality known to both cultures. A popular location for affluent seafarers—taking luxurious yacht cruises, hiking on mountains or enjoying the vibrant lifestyle—the coast breathes colourful life into the souls of its visitors and residents.





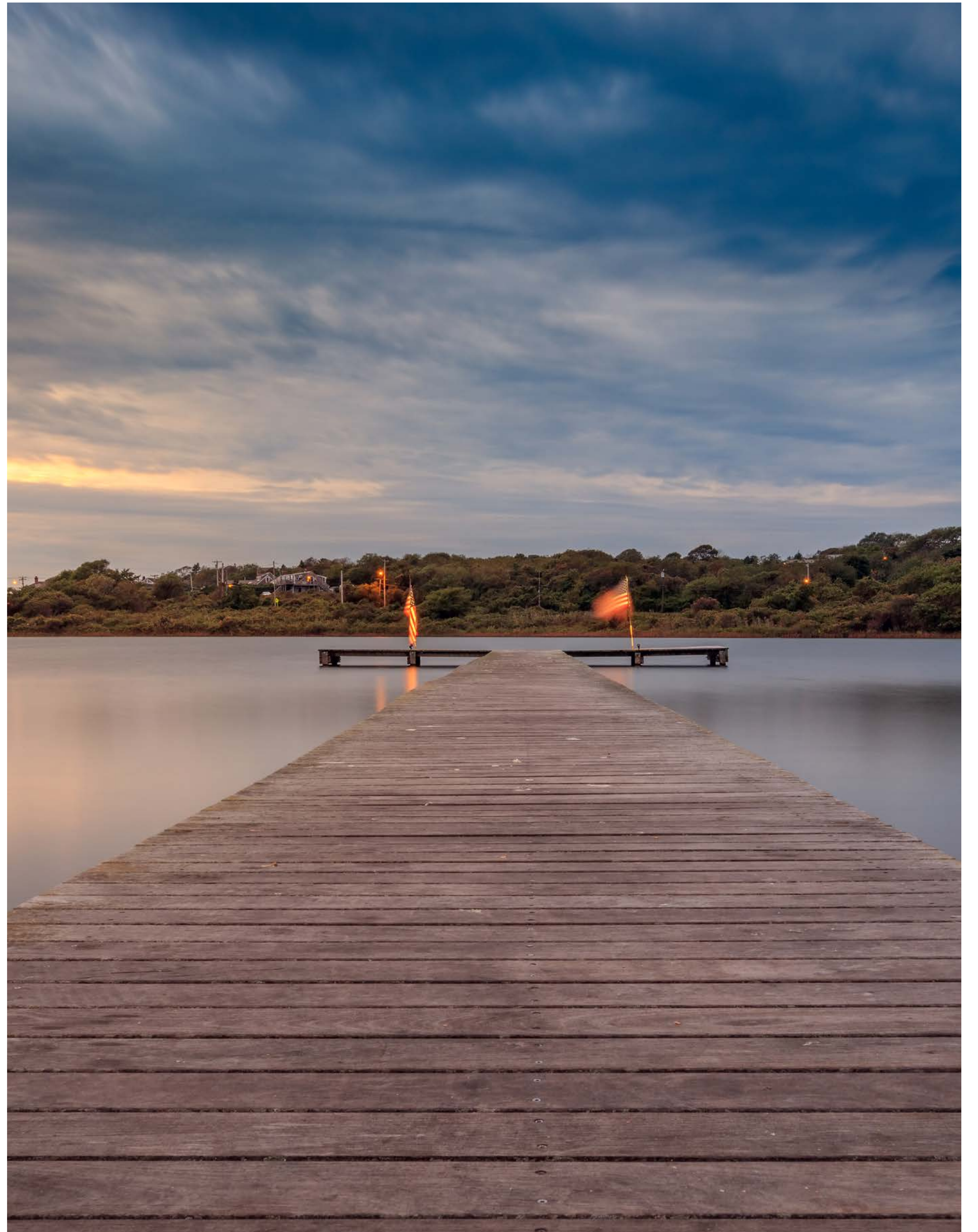
THE STORY  
|  
*of*  
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THE HAMPTONS

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A status symbol of the elite since the 19th century, the Hamptons have been one of the most sought-after vacation destinations in the United States.

A previously agricultural land, greenery can be seen prominent against its blue beaches; creating a picturesque setting for scenic vacation homes. Residents and visitors can enjoy a lavish lifestyle of pool and boat parties, boutique shopping, upscale dining, as well as surfing and yachting.

A prominent symbol of luxury in the arts and film-making industry, the community of the Hamptons, maintains its mesmerising allure, attracting residents of all age groups, all year long.





THE STORY

|  
*of*  
|

CAPE COD  
—

A serene town located on the East Coast, Cape Cod holds a natural charm to both residents and visitors. A scenic masterpiece of dunes, long shorelines, ponds, woodlands and miles of preserved and by the National Seashore, Cape Cod provides a profound and deep sense of peace.

A long walk by the breath-taking shorelines of the ocean, watching seals swim, listening to the waves, and passing by historical lighthouses, offers an escape. It is a retreat for those looking to getaway from the intensity of the city, and revel in nature and peace.

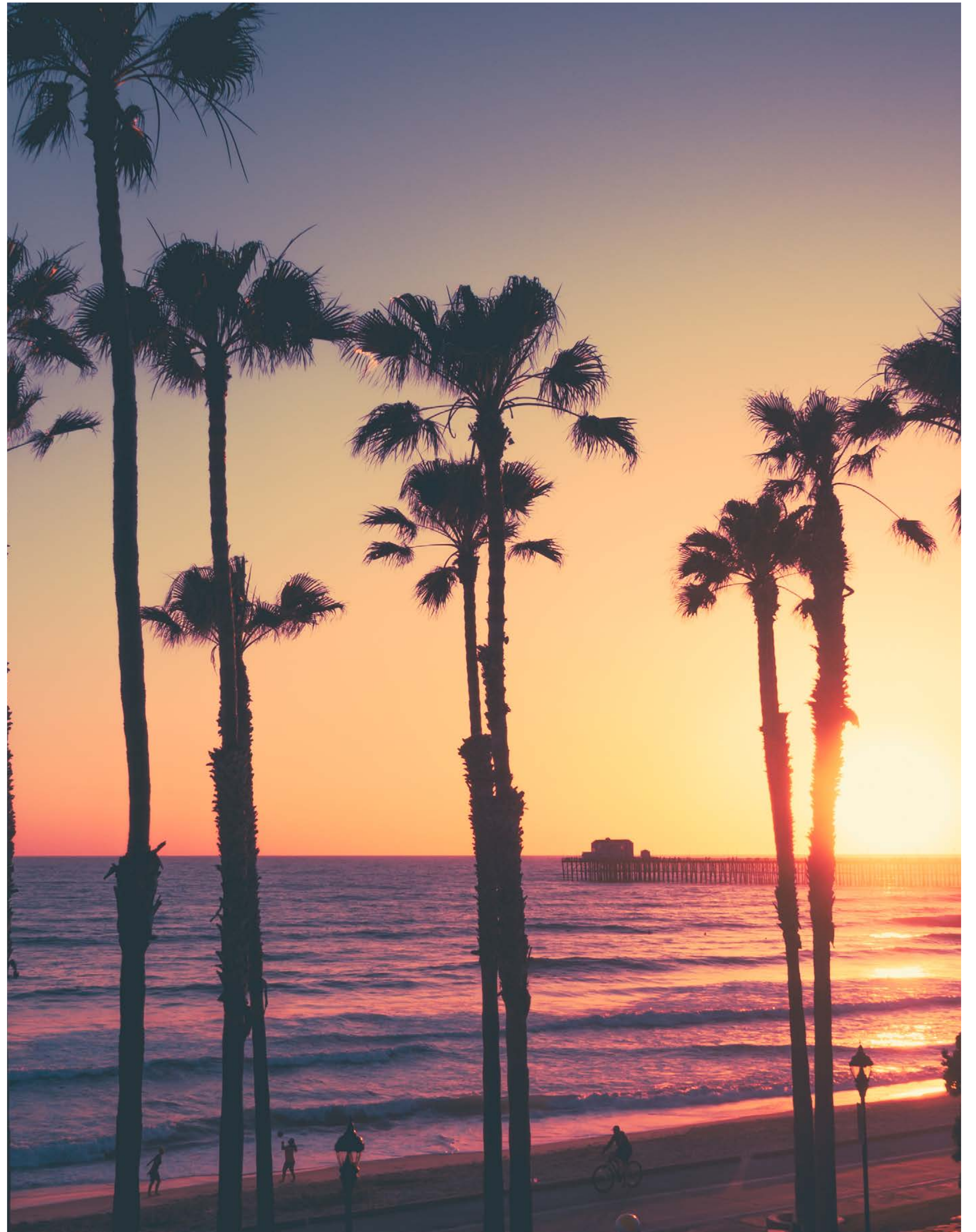




THE STORY  
|  
*of*  
|  
THE AMERICAN  
|  
WEST COAST

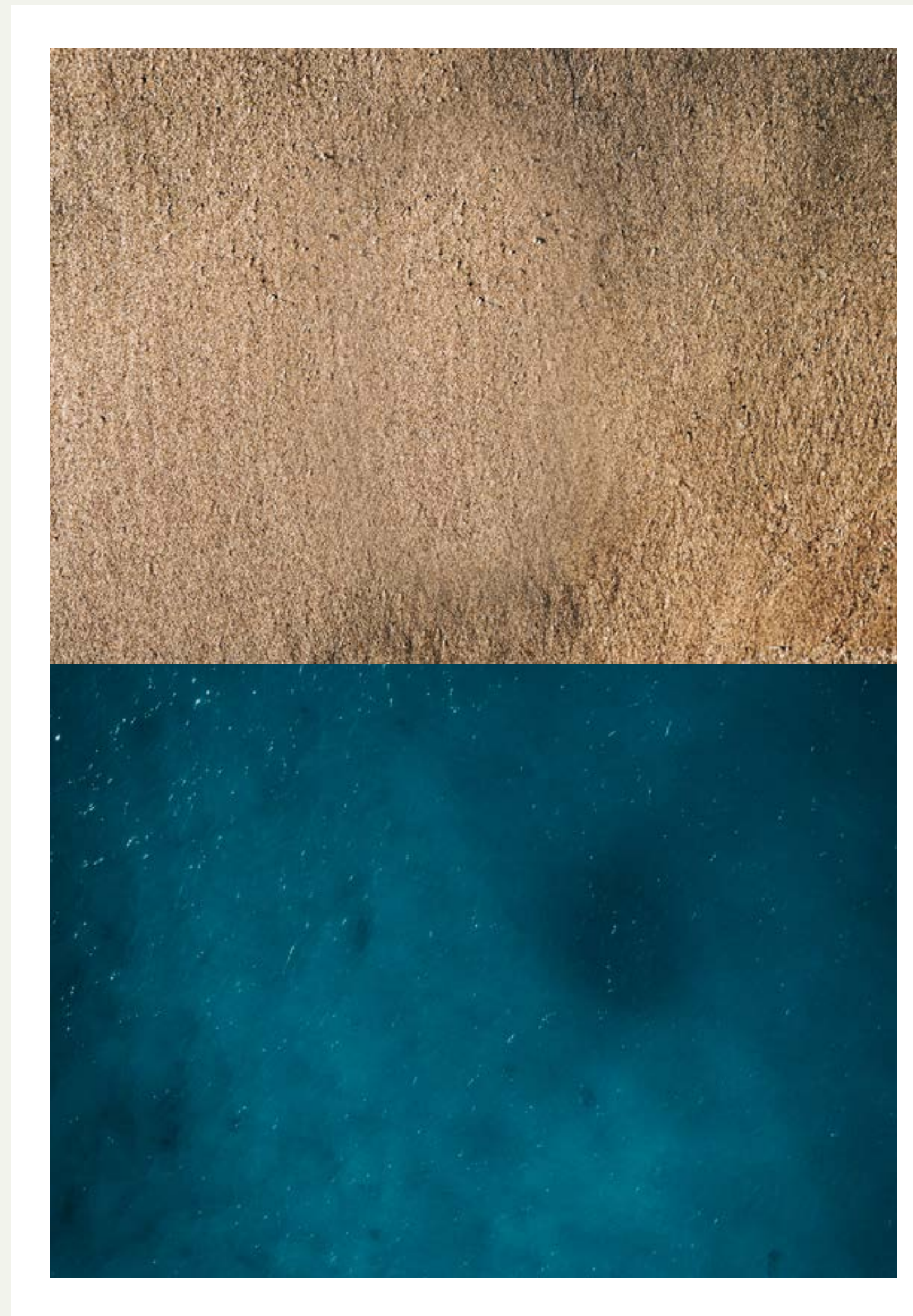
Home to one of the most scenic drives in the world, the US Pacific Coast has been popularised through culture and arts for years. A combination of iconic cities, vineyards, untouched forests and stunning coastal views, the West Coast leaves a lasting impression on all those who visit.

Often described as idyllic, the Coast makes for a prime destination for a relaxed star-studded lifestyle.



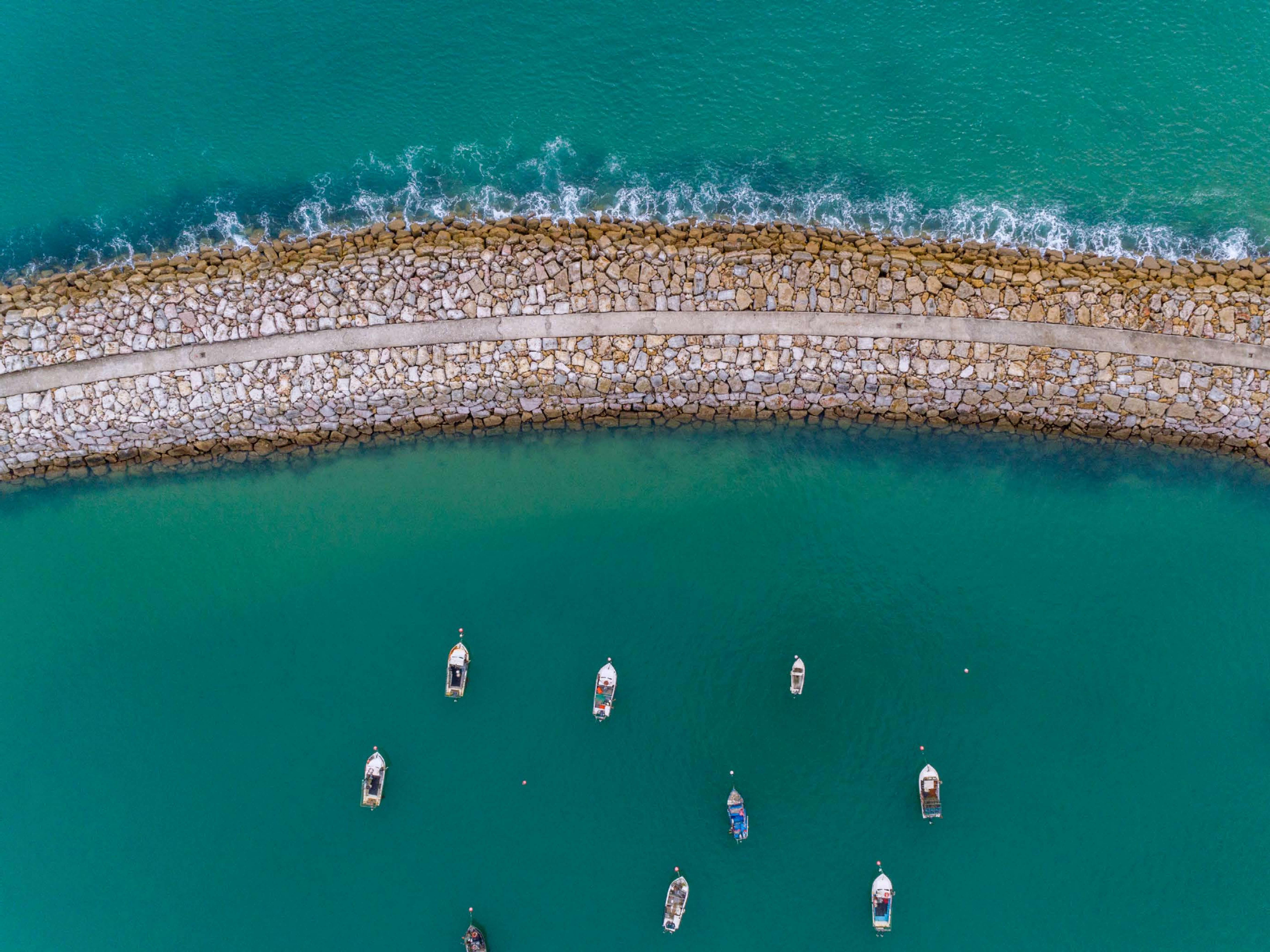


*Chapter 2*  
The Story  
*of*  
Sahel Al Emarat



—  
The Arabian Riviera







# S A H E L   A L   E M A R A T

—

*When looking at coastal destinations across the globe, a set of inherent features come to light; they all make-up a sequence of coastal communities, connected together like a chain with intervals of nature, stunning coast lines and a sense of escapism.*

*These 'Rivieras' provide the perfect inspiration, a timeless and universal appeal & charm that adds to the feeling of escapism—a pristine destination offering a respite from the city.*

*Sahel Al Emarat aims to capture the imagination of the Emirates in the same way Côte d'Azur, Cape Cod and the Hamptons have been capturing the imagination of vacationers for many generations.*





THE STORY  
|  
*of*  
|  
SAHEL AL EMARAT

The most pristine coastline in the Emirates—Sahel Al Emarat—is nestled between Abu Dhabi and Dubai.

A unique seaside destination steeped in history and lore and where the landscape reigns supreme, AlJurf is built in the footsteps of our ancestors' vision for the nation. AlJurf is a tranquil getaway that is seamlessly integrated with the natural environment, to protect our heritage and pave the way for Sahel Al Emarat.



A tropical beach scene with palm trees and a clear blue sea. The foreground is filled with the shadows of palm fronds, creating a geometric pattern. The middle ground shows a sandy beach with several trees, including palm trees and other tropical species. The background features a clear blue sky and a calm sea. The overall atmosphere is serene and peaceful.

*Chapter 3*

*AlJurf*

—  
*The Great Past of Tomorrow*





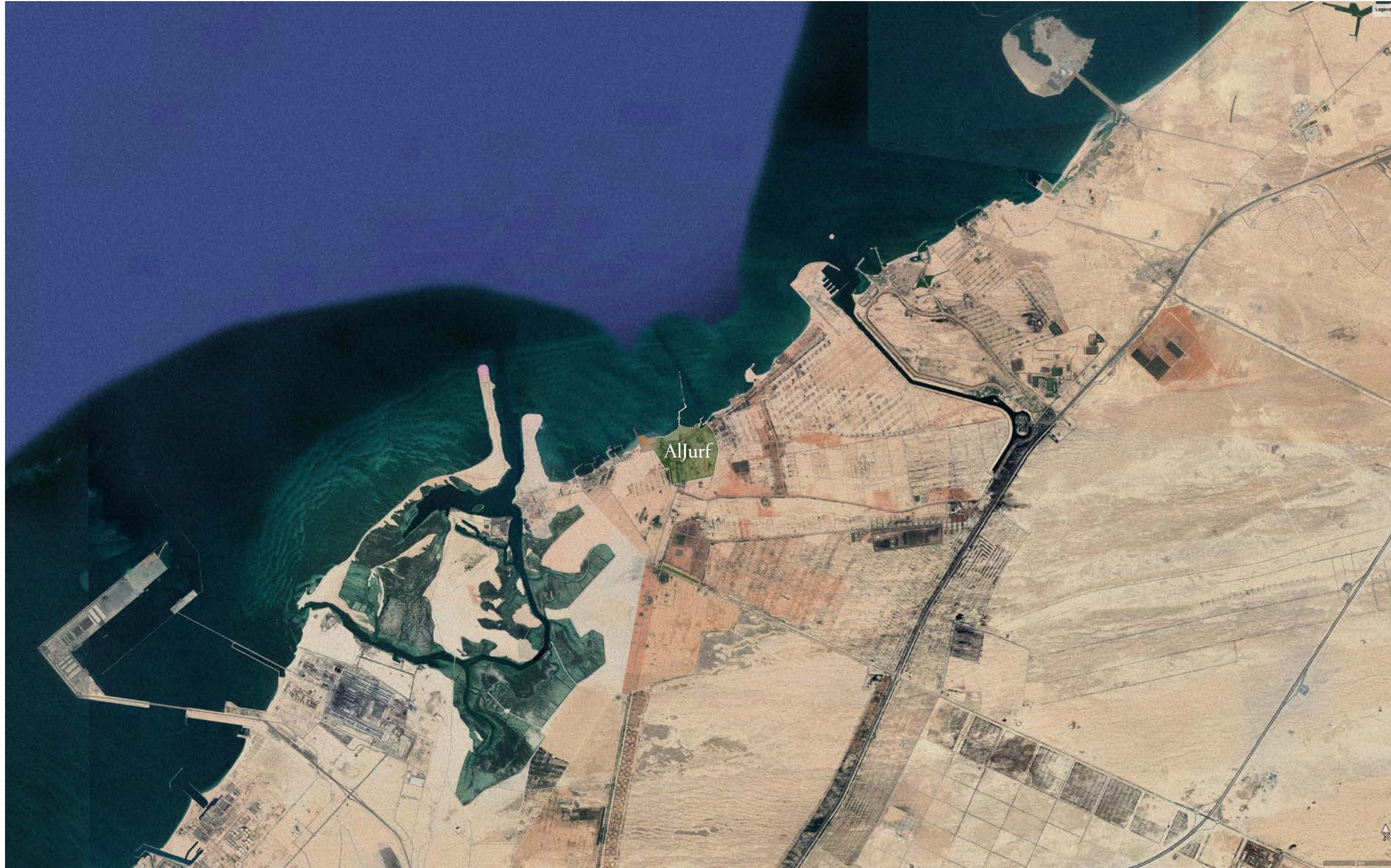
In the Shadow of the Future,  
|  
We Create Tomorrow's Great Past.  
—

With thriving, fast-paced city life comes the onerous challenge to unwind. The body and mind deserve a chance at tranquility. A moment to decelerate, take it back to basics and unwind. A short retreat from both Abu Dhabi and Dubai lies the natural, and breath-taking destination of AlJurf.

This iconic refuge is a serene getaway. Today, residents and visitors can truly feel our ancestors' presence on the land—as their legacy is weaved into every stone, tree and layer of the destination. Their values have been instilled throughout; taking every guest on a spiritual journey of joy, freedom, rejuvenation and peace—all of which they passionately stood for. Sitting at the heart of this great sanctuary, lies Qasr AlJurf, the former Royal Beach Palace of Sheikh Zayed. More than a cultural and heritage site, Qasr AlJurf stands for the strong spirit of this nation. Its essence stems from a deep understanding of the founding father's vision, character, and love of nature; creating a profound sense of pride and respect to the land, and all it carries. AlJurf is an inspiration. An homage to Sheikh Zayed's legacy, by following his dreams, embarking on the journey he started, and becoming the guardians of this soulful place he cherished.



3.1  
|  
LOCATION



Strategically located between Abu Dhabi and Dubai, stretching across 1.6 kms of sea front, 1.6 km of breakwater on the Arabian Gulf and spanning across 300 hectares, AlJurf is paving the way to become the new destination in the UAE, introducing a truly unique concept of community-living, that will forever change the future of Sahel Al Emarat.



3.2

HISTORY

A million trees in the desert, a feat so many people deemed impossible—but our ancestors, driven by a great vision and passion, dreamt it and made it a reality. Walk in their footsteps and go on a journey through history, and into the great future of the UAE.

Standing in its past glory, the Royal Beach Palace will offer visitors an authentic glimpse into the past. Experience an authentic journey through history that radiates with the beauty of nature and the spirit of our ancestors.







“OUR CONSTANT THINKING OF THE PAST  
إن تفكيرنا الدائم في الماضي  
AND ALL IT HAS GRANTED US, OF THE  
وعطاءه، وتفكيرنا في الحاضر  
PRESENT AND ALL THE HOPES THAT COME  
وآماله، وتفكيرنا في المستقبل  
WITH IT, AND OF THE FUTURE AND ALL  
وتطلعاتها لمشرقها، وهو الذي  
ITS BRIGHT ASPIRATIONS, WILL LEAD US  
سيقودنا دائماً إلى بناء  
AT ALL TIMES TO BUILD OUR COUNTRY,  
وطننا وتقدمه ونهضته.  
ITS PROGRESS AND ITS DEVELOPMENT.”

HH. SHEIKH ZAYED BIN SULTAN AL NAHYAN

المغفور له بإذن الله الشيخ زايد بن سلطان آل نهيان



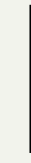
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EXPERIENCE

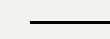




N A T U R A L



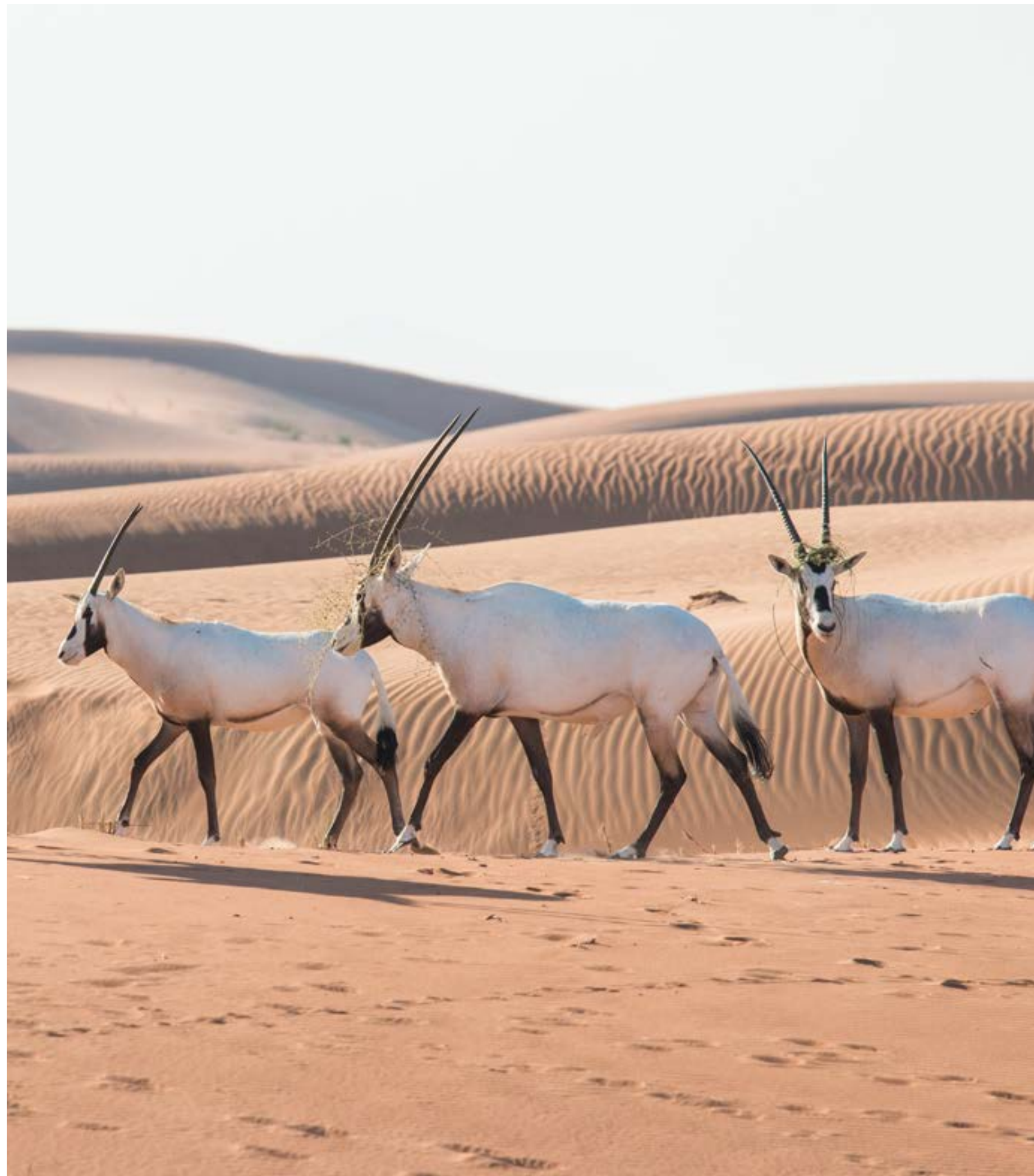
H A B I T A T



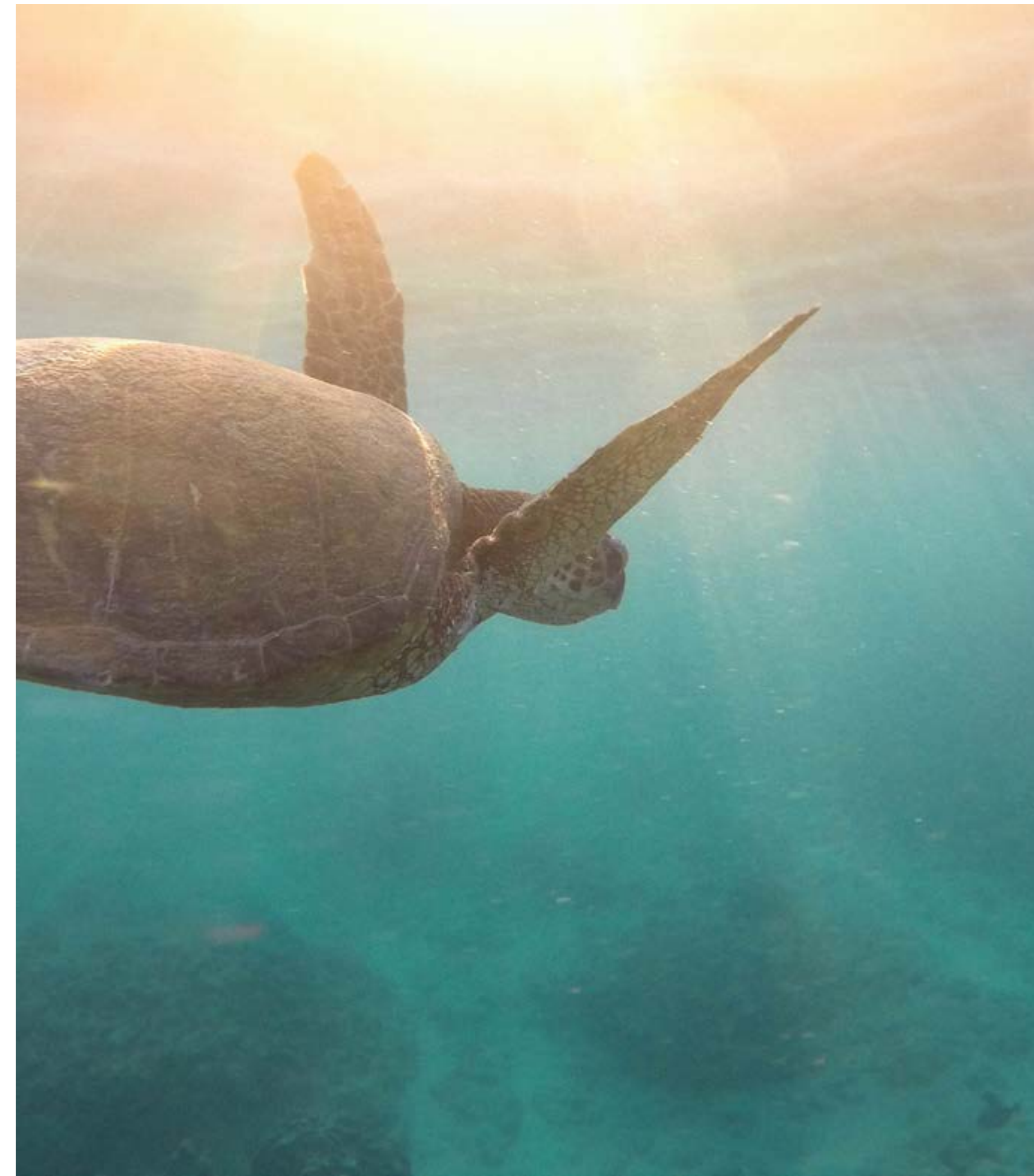
The natural habitat of AlJurf is a hidden gem that is only discovered if you venture into the heart of it. Take a stroll within the natural environment that at first glance may not reveal the rich, beautiful and diverse mix of animals that come together in a soul-enriching environment.

Explore the land and waters to encounter a multitude of species, resident to the region for decades. Ranging from agile birds, endangered turtles, and graceful gazelles to name a few, the harmony of coexistence in a balanced ecosystem is weaved into the natural environment of AlJurf.

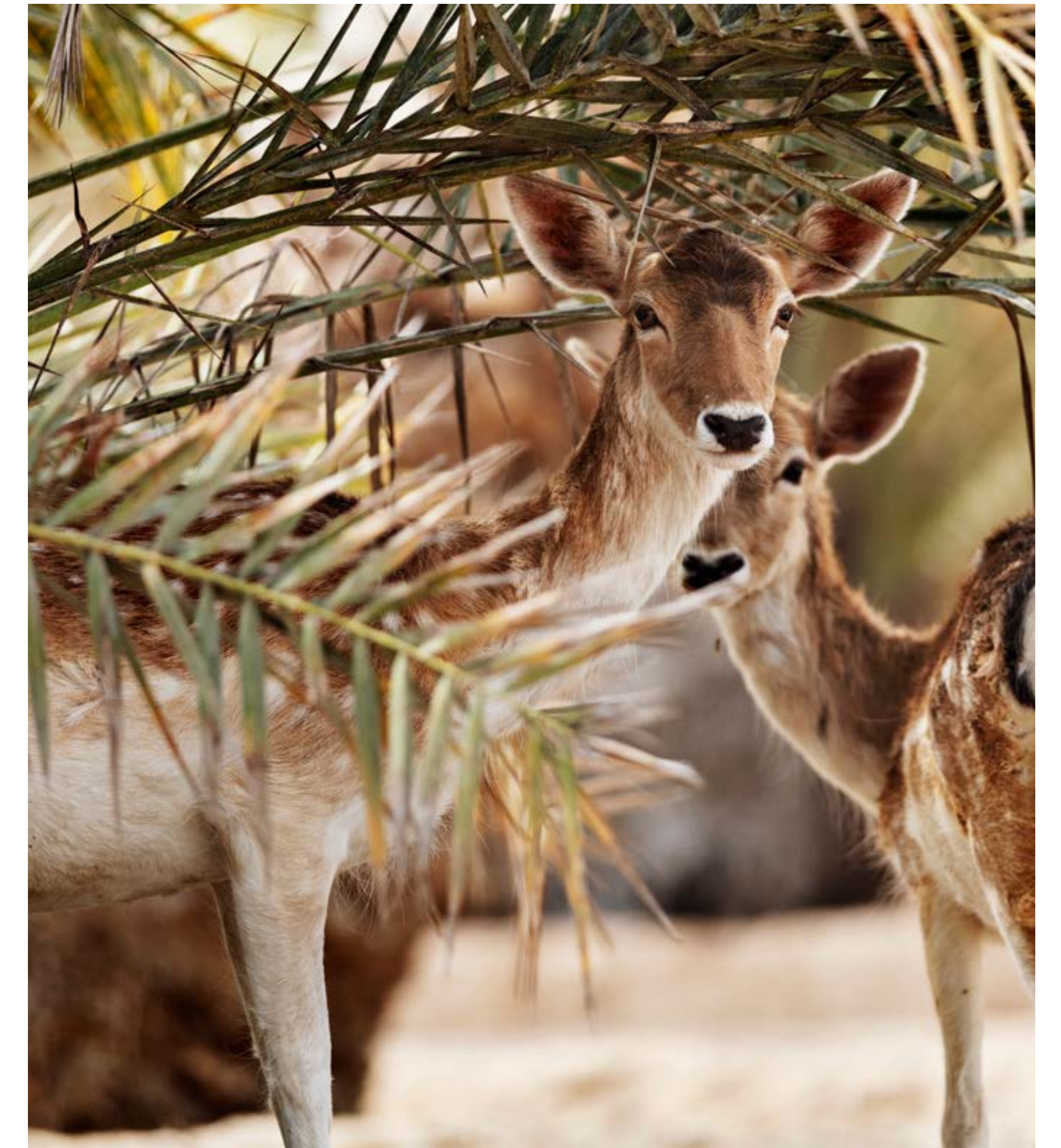




ORYXES



TURTLE SANCTUARY



GAZELLES





THE BIRDS  
|  
OF ALJURF

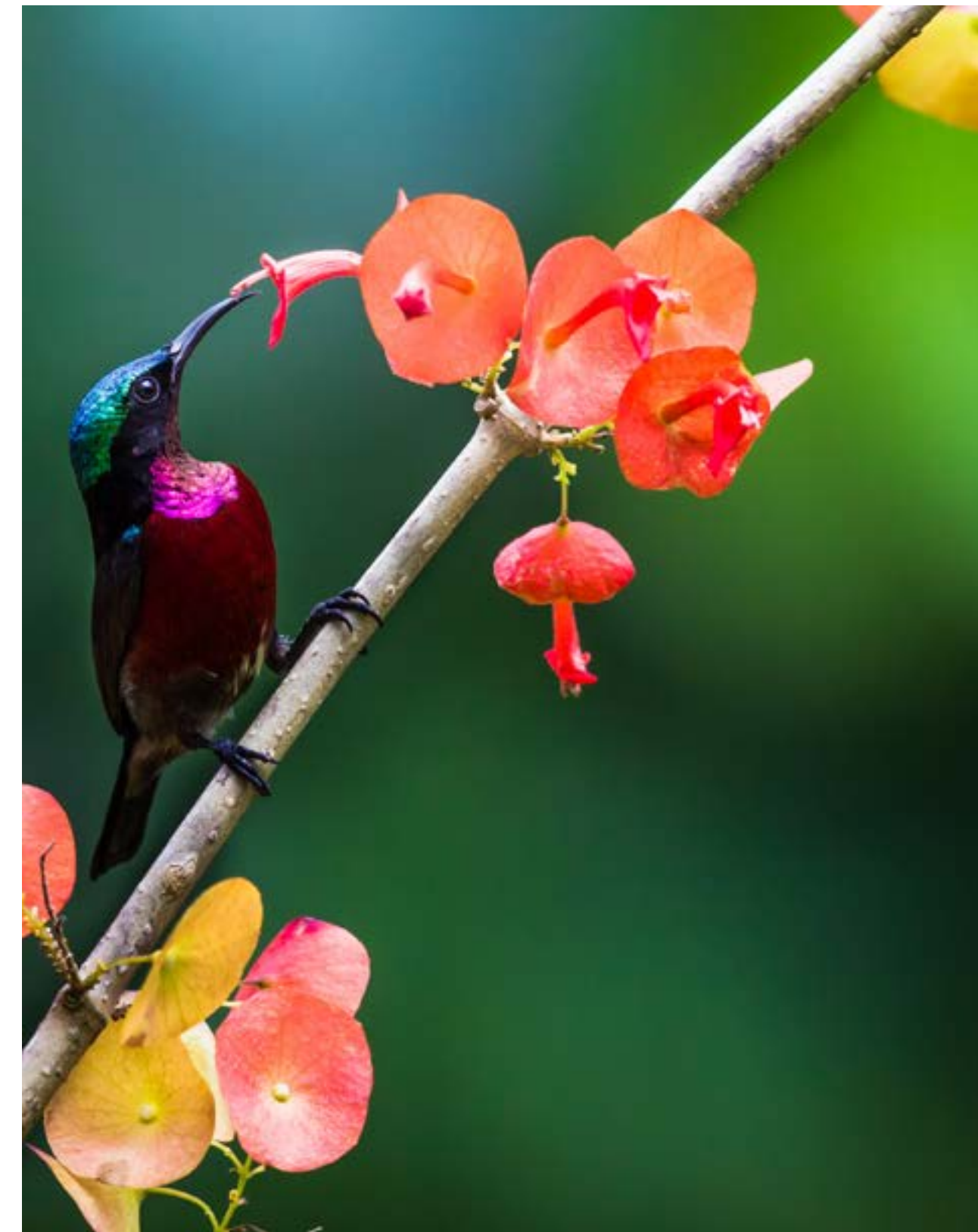




HOUSE SPARROW



ROCK DOVE



PURPLE SUNBIRD



HOOPOE





INDIAN ROLLER



GREEN BEE EATERS



BARN SWALLOW



WHITE-EARED BULBUL





NATURAL  
|  
LANDSCAPE

Lush greenery and dense forests once covered the Arabian desert. With a vision to restore the Arabian desert to its past glory, our ancestors achieved what can only be described as an environmental miracle—transforming the desert into a green haven by planting millions of trees to create lush forests.

AlJurf is naturally adorned with fruit bearing trees, ornamental and scented flowers, creating a sensory experience for residents. Wild and untamed, the raw nature of AlJurf is of truly unparalleled beauty. The focus of restoring the glory of the Arabian plant life, the natural habitat of AlJurf has not only been preserved, but nurtured and encouraged to further prosper. AlJurf is the starting point for an on-going journey of preserving the natural habitat for centuries to come.





## ARABIAN GARDEN

*The Arabian garden has been considered as a terrestrial paradise since ancestral times. It takes inspiration from traditional and cultural heritage, reproducing a precious piece of nature in a smaller scale.*

*The key elements of the garden composition are water, paved paths and flower beds used to recreate a very lush environment. All the senses are involved, giving a unique synaesthetic experience.*

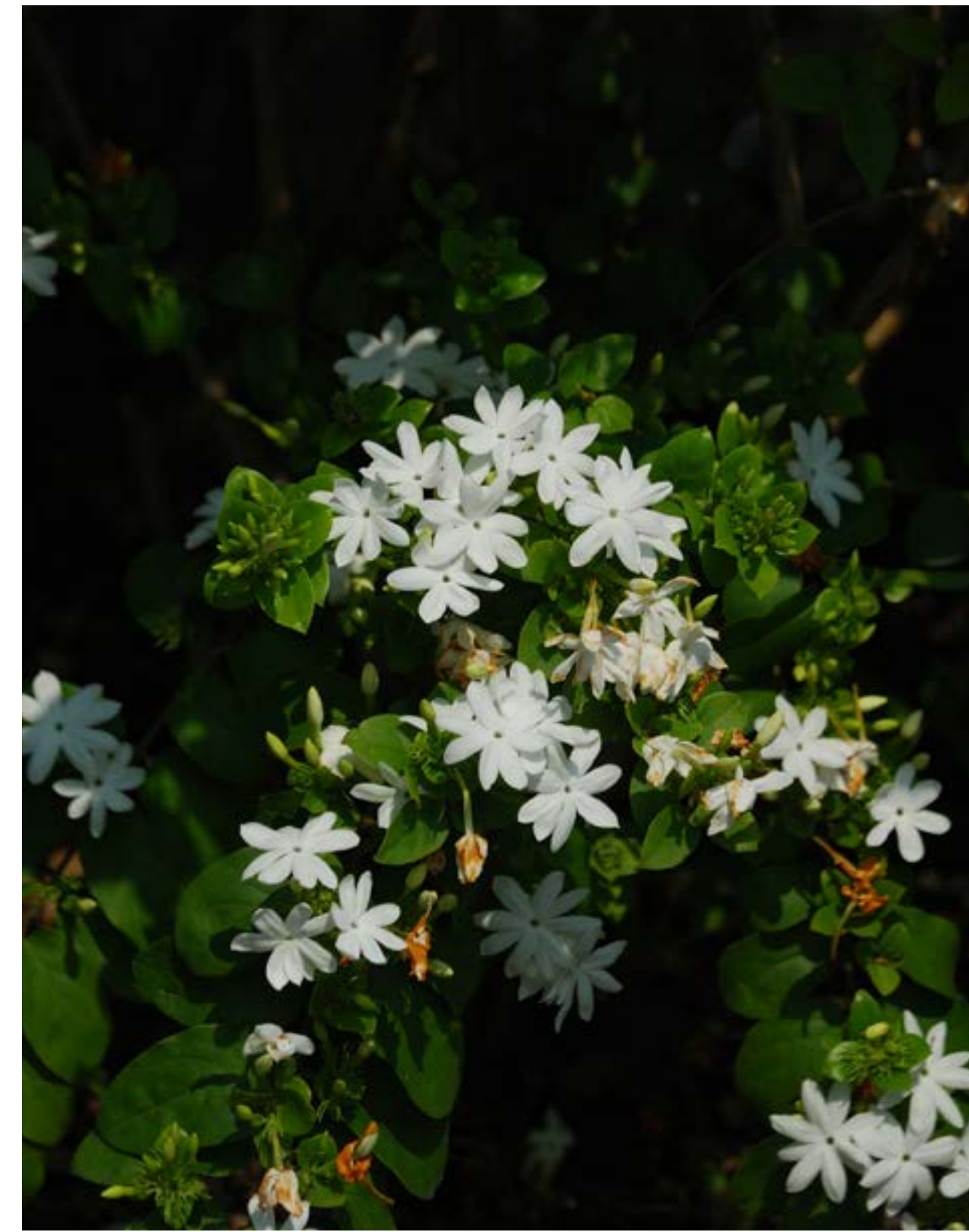




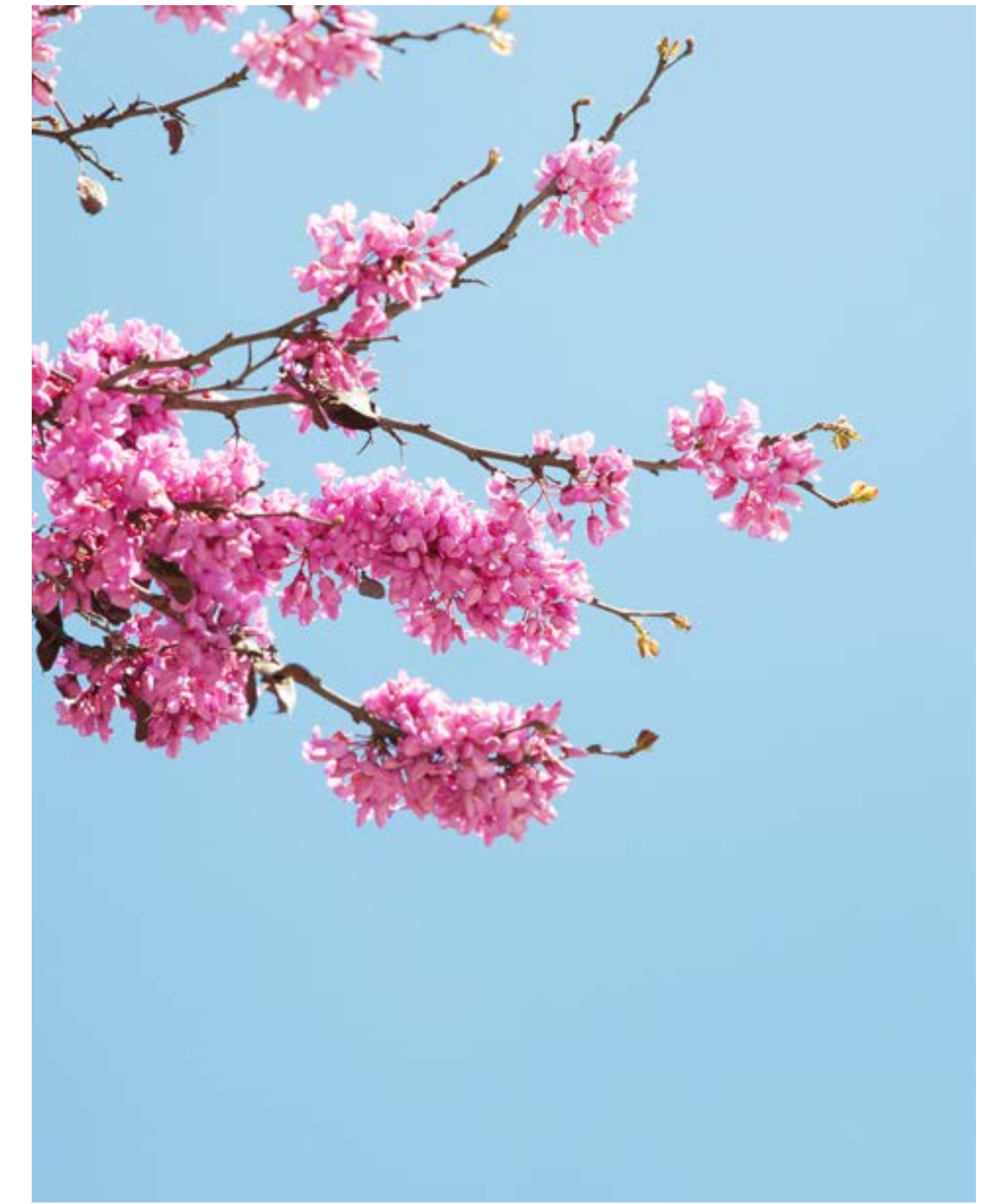
IRIS



NARCISSUS



JASMINUM



CERCIS SILIQUASTRUM



## PLANTATION

*The existing plantation—the grid of the existing palms—regulates the landscape's composition.*

*Different layers of the plantation such as trees, shrubs, and ground plants provide an almost forest-like garden through which one enjoys both the richness of the heritage and the landscape of our ancestors.*







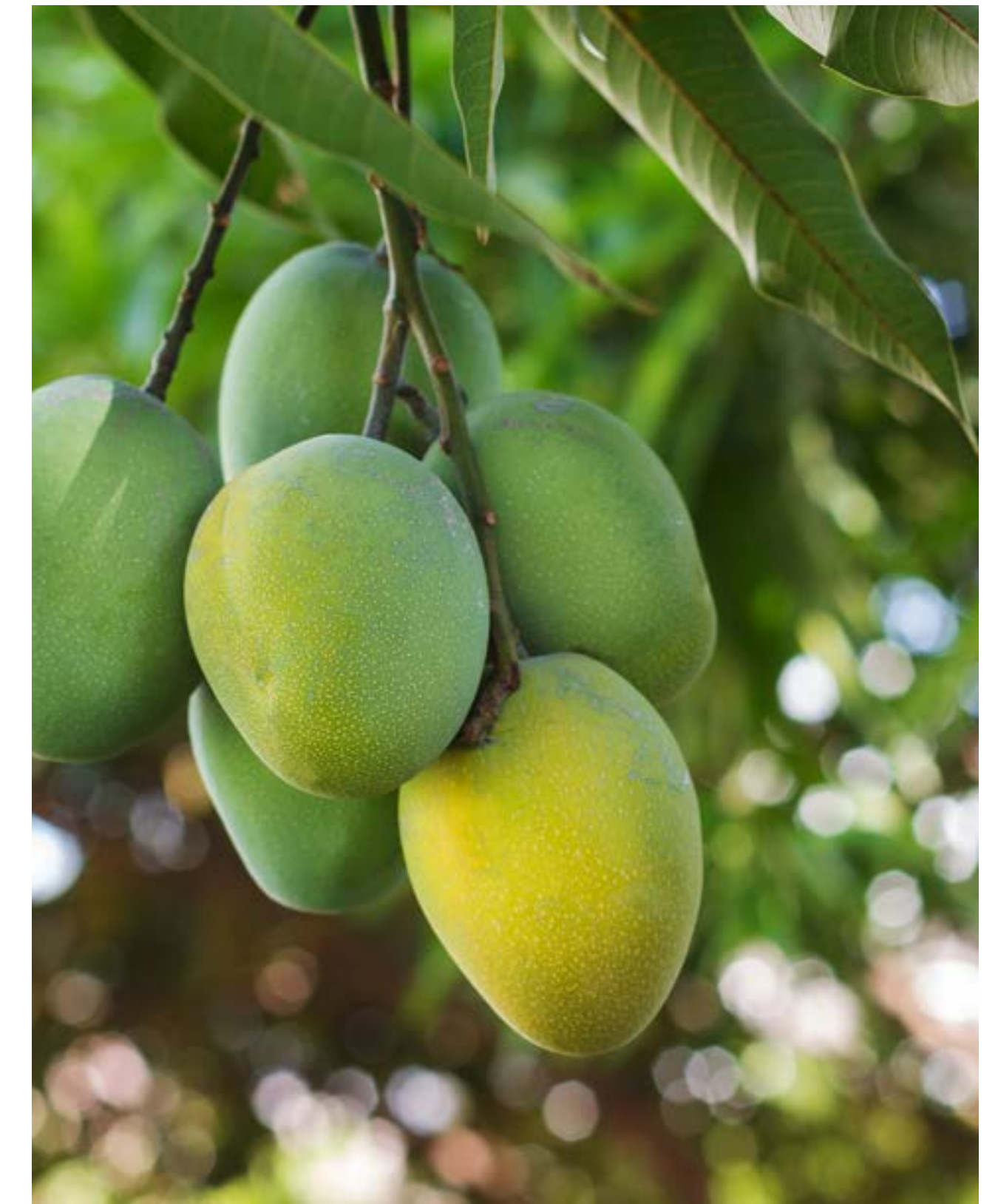
CITRUS LIMON



PHOENIX DACTYLIFERA

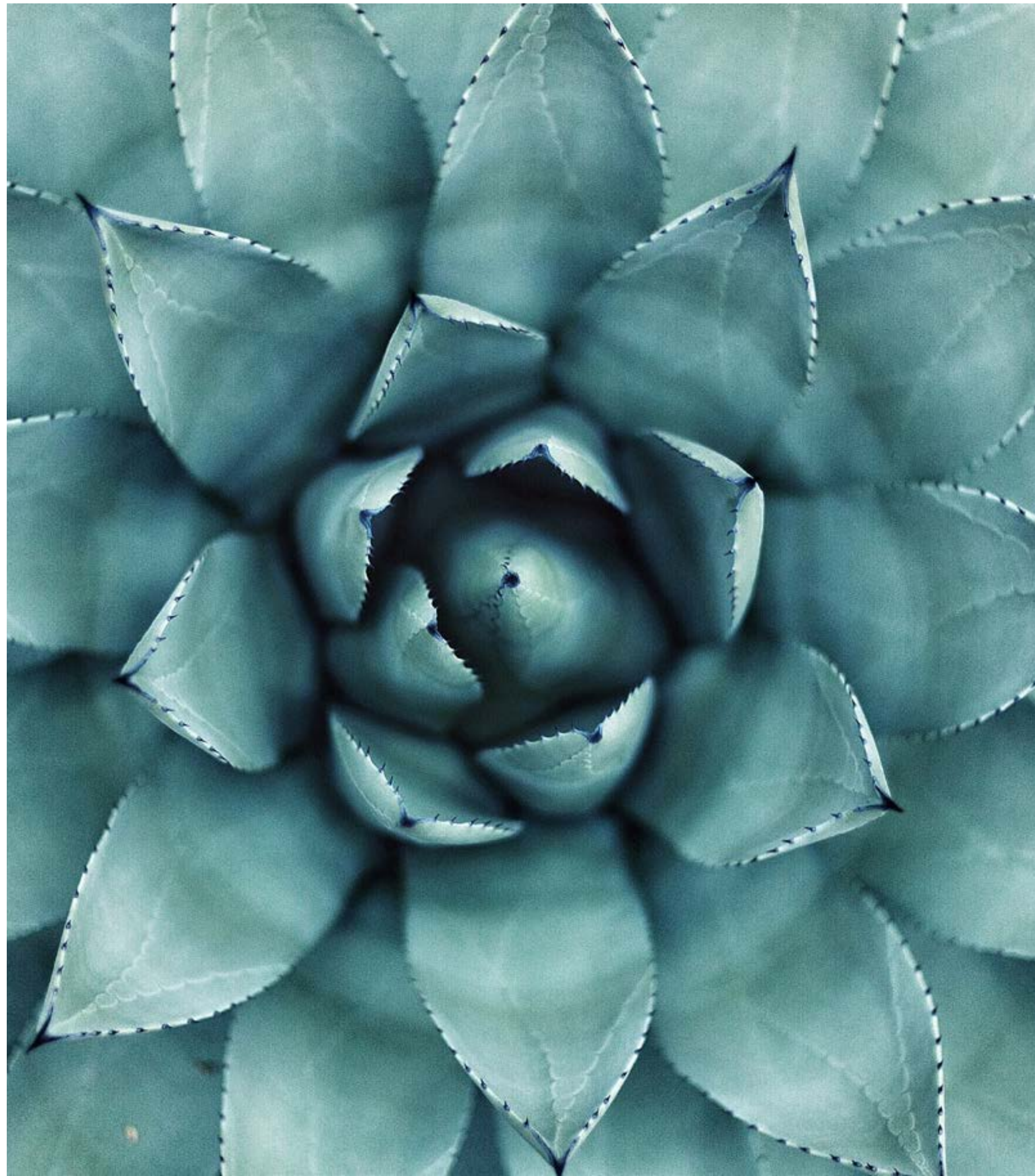


PRUNUS ARMENIACA

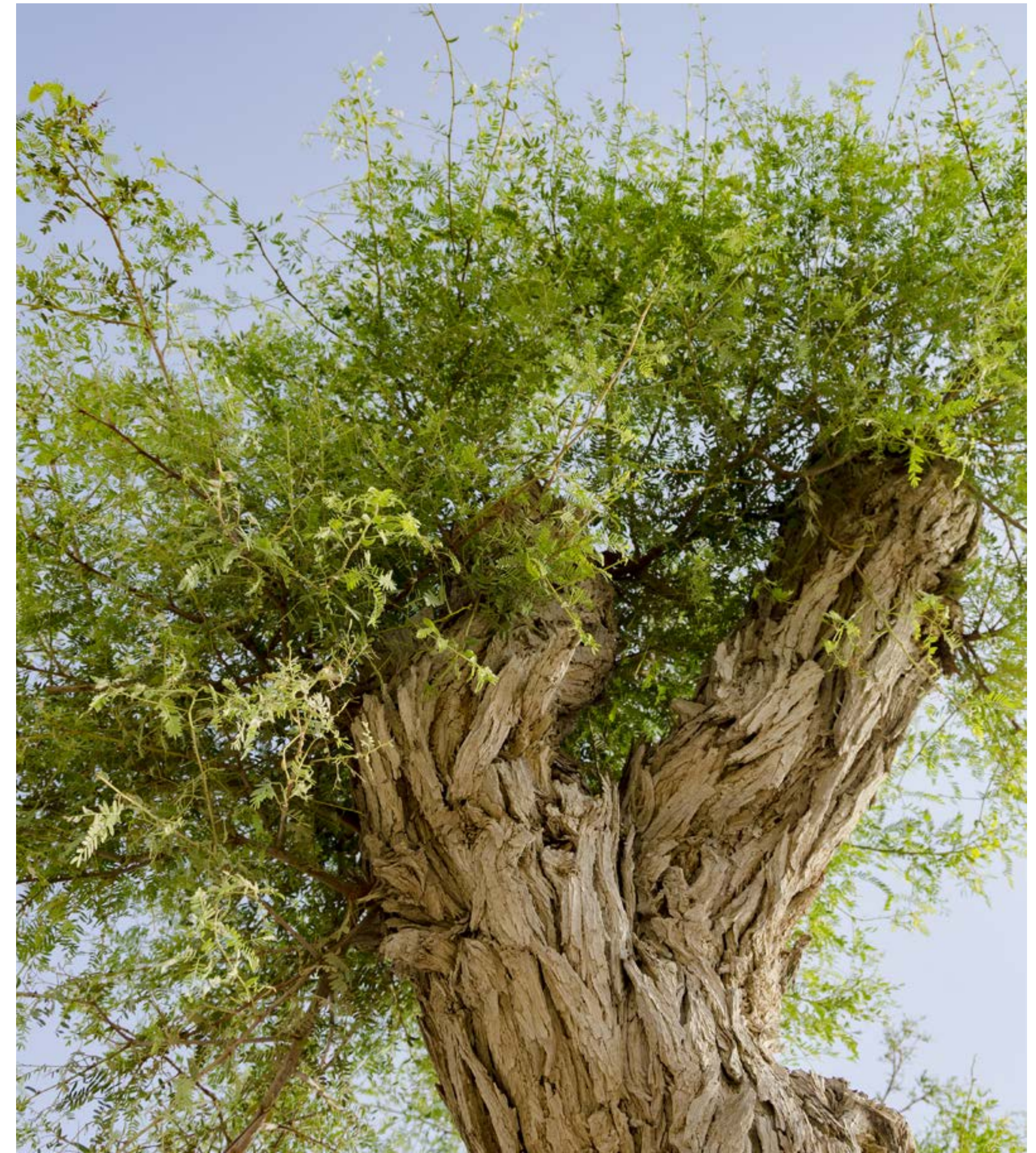


MANGIFERA INDICA





|  
XEROPHYTES

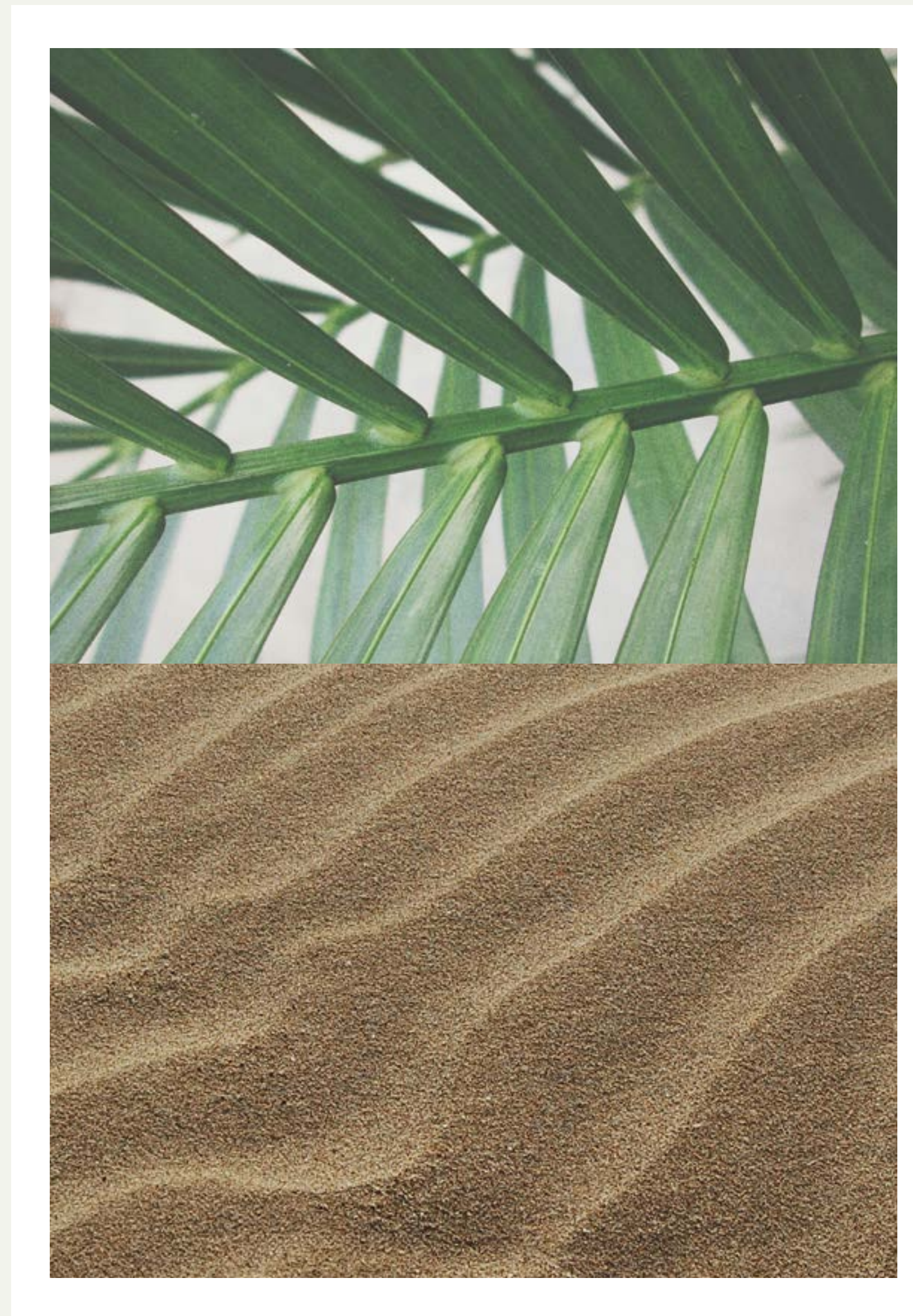


|  
GHAF FORESTS



*Chapter 4*

**AlJurf**



—  
The Project





IN THE  
|  
FOOTSTEPS  
|  
*of*  
|  
OUR ANCESTORS



A L J U R F  
|  
T H E P R O J E C T

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Our landscape is ever-changing, adding layer upon layer, building on the existing, merging, integrating, and weaving—to produce natural masterpieces of timeless beauty. Nestled along the Sahel Al Emarat Coast, AlJurf adds a new layer of beauty to the existing landscape. Integrating itself within the natural environment, AlJurf is a masterpiece that preserves and enhances the existing beauty, perpetuating a legacy, rather than changing it.

AlJurf will feature a range of facilities including a world-renowned wellness clinic and retreat, unique residential communities and serviced residences, a marina and a town centre encompassing a hotel and retail units. All these components will be carefully integrated within the natural landscape of AlJurf as to not disturb its harmonious beauty, but rather capitalise on it. Guests and residents will become the protectors of the ecosystem in the same way our ancestor were, while enjoying the simple luxury provided by this intricately weaved work of nature and design.












A scenic view of a rocky coastline. The foreground is filled with large, dark, moss-covered rocks. The water is a vibrant turquoise color, extending to a clear horizon under a pale blue sky. The text is centered in the middle of the image.

A NATURAL  
|  
MASTERPIECE  
|  
OF  
|  
TIMELESS  
|  
BEAUTY



*The multi-dimensional  
nature of AlJurf.*

ALJURF GARDENS

|

JIWAR ALQASR

|

*and* MARSALJURF





# AlJurf Gardens

—  
AlJurf's Coastal Ranches







A UNIQUE  
LIVING SANCTUARY

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Inspired by local culture, AlJurf Gardens tames the wilderness of its surroundings to introduce refined architecture patterns repeated in different scales to reflect nature's exquisiteness across every typology of homes, gardens and courtyards.






“GRANT ME AGRICULTURE  
أرني بلداً يتمتع بقاءاً زراعية  
AND I SHALL GUARANTEE YOU  
قوية، أرك بلداً قوياً راسخاً  
CIVILIZATION.”

HH. SHEIKH ZAYED BIN SULTAN AL NAHYAN  
المغفور له بإذن الله الشيخ زايد بن سلطان آل نهيان





Looking at the desert, everyone believed that agriculture was impossible in the UAE, but what they did not know is that the beautiful rolling sands were once lush greenery that spanned across as far as the eye can see.

With determination and willpower pulsing through our souls, we transformed the desert into a green land, once again recreating the glory of our past.





*Aljurf*  
GARDENS

THE  
|  
GLORIOUS RANCHES  
|  
*of*  
|  
ALJURF

—

AlJurf Gardens is where, decades ago, tens of thousands of trees were planted to create a green haven in the desert of Abu Dhabi.

Even the name has an aura—it is possible at once to lose and to find yourself among the trees and natural landscape, following a path which leads from the thoughtfully interwoven coastal ranches to the private and secluded beach.

AlJurf Gardens is a natural masterpiece; an intricate tapestry of 500 landscaped plots designed to seamlessly integrate within the natural, raw beauty of AlJurf.





THE INFLUENCE

|  
*of*  
|


LOCAL CULTURE

—

AlJurf Gardens' coastal ranches grow out of local culture, skilfully woven into each of the villa typologies of each plot.

Local sha'abi, wind towers and courtyards have inspired the homes at AlJurf. Mixing landscaped gardens that nurture the domestic habitat, allows us to elevate living with nature. The Royal Garden and Ghaf tree areas encompass forest typologies that are native to the land.





THE  
|  
ESSENCE  
|  
of  
|  
ALJURF GARDENS

*A natural setting of villas, courtyards, and gardens designed to be harmonious with AlJurf's surroundings. AlJurf Gardens features different villa types that each speak to those seeking tranquility, a sense of escapism and a simple yet refined lifestyle, as well as the desire to reconnect with nature.*



NATURE  
|  
HABITAT

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AlJurf's natural habitat falls nothing short of stunning, wild, and untamed in its natural state. When the sun rises on its secluded beach, and the scent of the lush green trees hangs in the air, the possibility for solitude can be found on one of the winding paths. Gazelle eyes stare from slender meadow grasses, and a curve in the trail along the headlands can unexpectedly yield a flock of birds. All these come together in a perfectly balanced ecosystem that breathes serene life into AlJurf Gardens.

I M M E R S E  
|  
Y O U R S E L F  
|  
*in*  
|  
N A T U R E

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Escape to nature and enjoy the mystery of AlJurf. Walk or cycle through lush greenery, feel the cool water of the sea in your toes and enjoy the sound of birds in the trees. Loosen your reigns, grab a kayak and go on an invigorating journey through the mesmerising water canals making their way through natural landscapes. Free your spirit, unwind and revert to your roots, away from the hustle and bustle of the city.



*The*

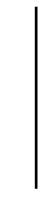
*Luxury*

*of*

*Choice*



## PRIVATE ENTRANCE



Sanctuaries are a place of blissfulness, fulfilment, and soul enrichment. They are a haven where you feel safe and free to be yourself; to find inner peace.

Away from the bustling crowds, and quick paced city, with a private & gated entrance, lies AlJurf Gardens. Stepping through the gates, one walks into a place that allows one to live simpler, that allows them to experience an authentic time with family & friends, in a private and secure environment.

## PRIVATE BEACH

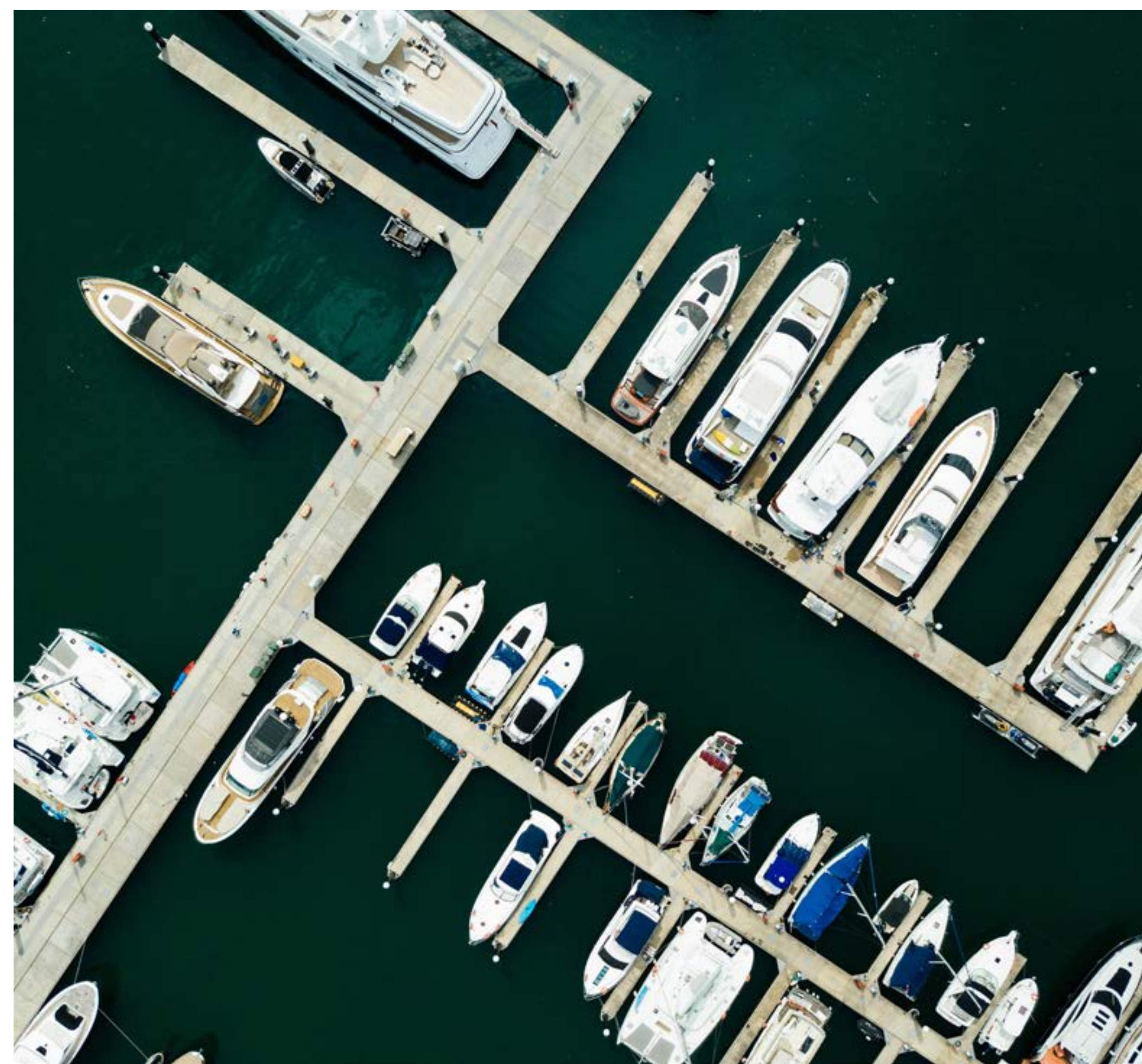


Nestled between Abu Dhabi and Dubai lies the most pristine coastline in the Emirates—Sahel Al Emarat. A coastal getaway that captures the imagination, heritage and nature of the Emirates and offers a timeless and universal appeal and charm that adds to the feeling of escapism.

AlJurf Gardens boasts its own private beach, coastal shores stretching alongside the development's border, protecting its residents from the outside world.



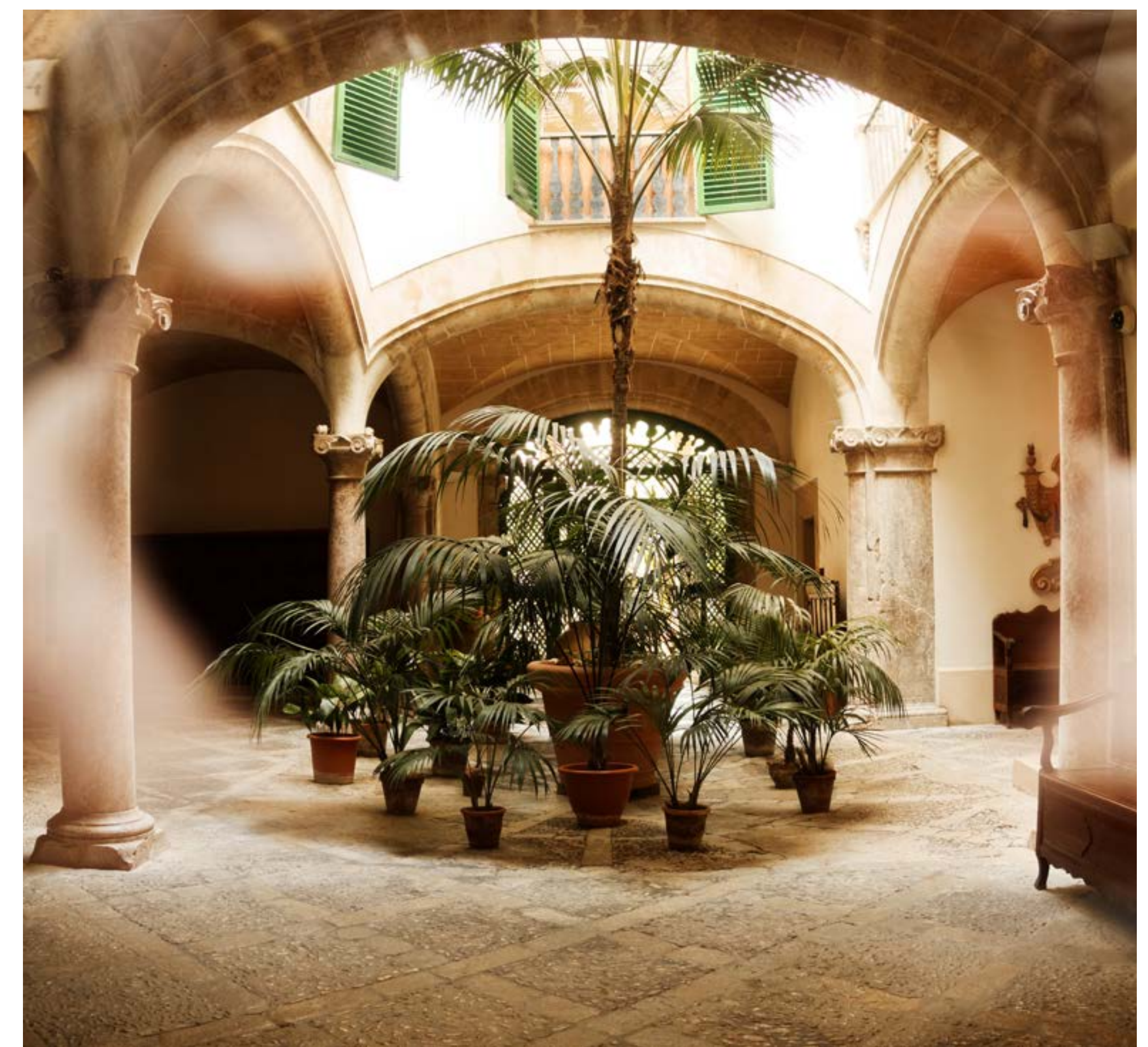
## PRIVATE MARINA



For generations, Abu Dhabi, with kilometres of pristine coastline and a plethora of natural islands, has been at one with the sea; it was home to fishing and pearling fleets and active boat yards. Emiratis still take to the seas in droves—but more recently in a more leisurely fashion.

Comfortably nestled on the shores of the beautiful coast of AlJurf and a short path through the trees and lush greenery, lies the private marina, accessible exclusively to the residents of AlJurf Gardens for an actively enriching lifestyle.

## COMMUNITY-CENTERED



AlJurf Gardens has the community at its heart. It boasts a majlis, courtyard architecture, mosques and a community centre; offering a welcoming setting to come together.

AlJurf is a beautiful natural place, a framework for an authentic life. Critical to this is a supportive community that provides social engagement, different from what one finds in the city.



## BUDOOR VILLAS



\* Artist Impression

### A WORLD *of* BREATHTAKING CONTRASTS

The Budoor Villa design is inspired from the basic element of the Arabian desert tent that both creates shelter and provides shade. It is modular, open, and linear. Historically, as the tribe grew in numbers, the tents transformed into multiple tents with courtyards that provided privacy, light wells and breathable punctures. Over time, this further promoted the fragmentation of modules and spaces with different heights and sizes and sprawling horizontally forming circulation ruptures around the oasis.

Brimming with date palms, mustard flowers, peach trees and tamarisk bushes, the slow-paced oasis life captures the contrast between the lush and the dry to dictate the best of desert daydreams. Inspired by local topography and landscape, the oasis naturally embraces shaded pools, golden sands and layers of vegetation not only providing a heavenly respite from the harsh heat, but an also irresistible fodder for desert exploration. In this flourishing desert spot, volumes are shaped organically with sinuous dunes or rationally by different slopes, putting your life and the water in the middle of your villa plot.



## GHUSOON VILLAS



\* Artist Impression

## NATURALLY INVITING

There are two types of Ghusoon Villas—each in their own way creates a series of intimate spaces with views into private gardens. The homes orchestrate moving from a formal space to the private spaces and secluded courts as you move from the street to the back of your villa plot. Step into a soul-soothing oasis where verdant trees adorn the surrounding space with their mysterious shady volumes, allowing light and serenity to brighten up every aspect of your life. Wake up to the sound of birds chirping, echoing in the vastness of the untouched surroundings inviting you to experience the best of nature and wildlife.



# JOUR VILLAS



\* Artist Impression

## A SYNESTHETIC EXPERIENCE LIKE NO OTHER

Taming the wild nature of AlJurf is the theme of the Joud Villas. The complexity of natural aspects like the wilderness of the plants, water features, textures, land levels, and natural light, all those vital wild aspects acquired more control and order.

The Joud Villas build on the rich tradition of Arabic homes in the region. Courtyards, majlis and maqa'ads populate the home creating intimate, rich and layered spaces for family.



# RABIA VILLAS



\* Artist Impression

## FLOWING INTO THE FUTURE

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The Rabia Villa is a combination of old and new, rugged and refined. It is carefully designed to reflect and blend in the natural and raw beauty of its surrounding, with a modern twist—the base of the building in stone in contrast to the interior reflecting refined smooth elegance.

The design carefully captures elements of the past and the future into two distinct layers. One resembles the roots, history and the heritage at a ground level enclosure which seamlessly integrates with the natural environment to create a playful platform acting as a continuation of the masterplan tapestry. The other layer is looking to the future by seeking the vision and the view openly and transparently to connect with the sea ahead and the horizon beyond.



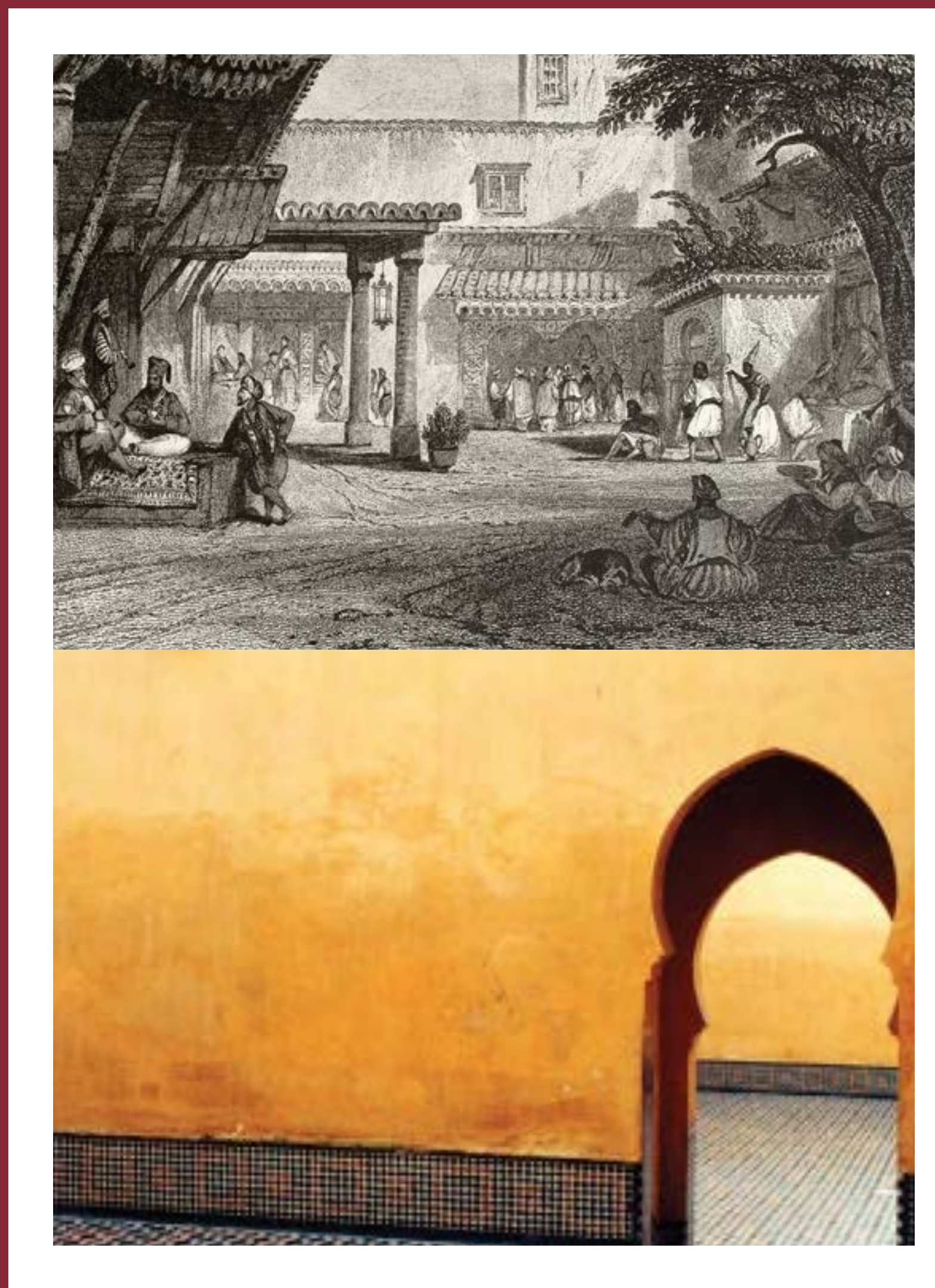
The image features a stylized city skyline created from layered paper cuts. The buildings are represented by various shades of beige and cream, with some having jagged, stepped edges. The background is divided into three horizontal sections: a teal sky at the top, a dark grey sea in the middle, and a light beige foreground at the bottom. The text 'Jiwar Alqasr' is centered in the sky section, and 'The Soul of AlJurf.' is centered in the foreground section, separated by a small horizontal line.

Jiwar Alqasr

—  
The Soul of AlJurf.



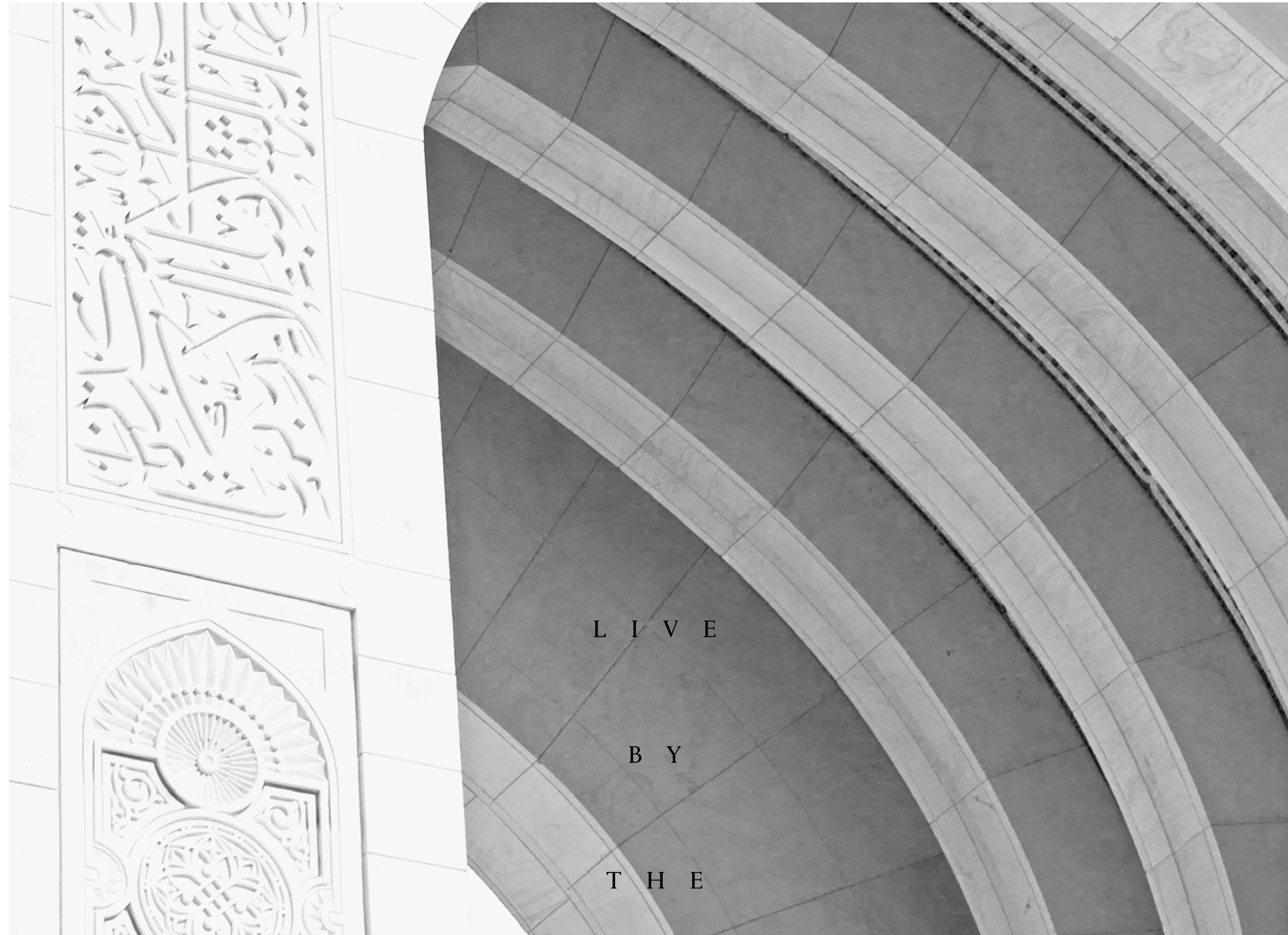
## HERITAGE



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*The site is built around the Royal Beach Palace.  
Jiwar Alqasr protects the heritage of the Palace,  
which will become a focal point proudly celebrating  
contemporary Arabian culture.*





F O R M E R

B E A C H

P A L A C E

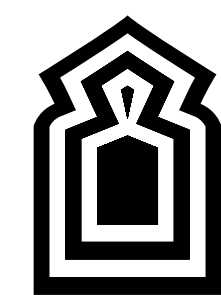


# J I W A R A L Q A S R

—

The rich Arabian culture is valued over the years for its depth and complexity. Inspiring the works of great poets and artists, as well as playing muse to some of the greatest literary masterpieces, this culture is one worth celebrating.

Understanding the depth of the culture, and the wealth of its traditions, Jiwār Alqasr celebrates the contemporary Arabian lifestyle while protecting the heritage of the Palace.



J I W A R A L Q A S R





## DOUSED IN HERITAGE

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At the Western border of the historic site, along the frontage of a pristine beach, featured with azure blue views south of AlJurf Gardens, Jiwār Alqasr boasts a wellness component, a boutique hotel and an Arabian village that offer a diverse but contemporary experience of regional culture.

Jiwār Alqasr, in close proximity of the former Palace, offers apartments in a setting of contemporary Arabian culture and atmosphere.

*The essence of Jiwār Alqasr, being vibrant, energetic, and colourful—reflects the cosmopolitan nature of the UAE, while maintaining strong ties to its culture.*



An aerial photograph of a long, narrow wooden pier extending from the bottom left towards the top right of the frame. The pier is constructed of dark wood planks and has a metal railing along its edges. Several metal cleats are visible along the length of the pier. The water is dark and shows subtle ripples. The overall scene is minimalist and serene.

Marsaljurf

—  
AlJurf's Marina.



THE MOST  
PRIVILEGED  
MARINA  
IN THE  
EMIRATES.



MARSALJURF









Pick your passion, and find your heart's contentment within Marsaljurf, the centre for sports, activity, leisure and life.

Enjoy the coastal lifestyle by living amongst the hidden courtyards of the marina apartment blocks, or venture out to the sea with a surfboard or sea kayak.









## MARSALJURF

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Residences on the sea, along the pier, and in the marina, offer a unique, marine-based living experience.

A getaway for those seeking differentiation within the UAE, capitalising on its captivating and unparalleled views.

Dock your yacht in the marina, and take a leisurely stroll along the strip. Mingle as you sit down for a heart-warming meal and conversation, or drip your feet in the water from the stepped waterfront edge for some solitary time.

All year long there are activities for the entire family, just stroll the vibrant village sidewalks, and walk to nearby beaches, restaurants and town. On the bustling marina you'll find lively nightlife, specialty shops, fun attractions and much more.



T H E  
|  
P L A C E M A K E R ' S  
|  
V I S I O N

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IMKAN is an Abu Dhabi-based real estate developer with a portfolio of 26 projects spanning four continents. We aim to create soulful places that enrich people's lives.

Our proposition is built around a unique research platform that uncovers the distinct social behaviours and habits of specific market segments, from millennials to discerning high-net-worth individuals; to formulate tailored user profiles. This research-led approach enables us to shape communities that are in tune with the mindset of each profile.

From our headquarters in Abu Dhabi, we manage an extensive portfolio of projects, in various stages of development and in the pipeline, that span over 30 million sqm across four continents. We're a wholly owned subsidiary of Abu Dhabi Capital Group (ADCG). Our key projects include two developments in Makers District; The—Artery, a multi-use building that integrates a makers' space with a parking garage, and Pixel, our first mixed-use destination. In addition, our portfolio includes Nudra, a luxury beach-side villa community, and Sheikhha Fatima Park, an open-air project that seeks to enhance community interaction.

I M K A N



**SOULFUL  
PLACES.  
ENRICHED  
LIVES.**





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