

DEVELOPED & BROUGHT TO YOU BY

IRTH

HQ
by
ROVE
MARASI BAY

WORK LOOKS DIFFERENT HERE

WELCOME TO THE OFFICE YOU ACTUALLY WANT TO SHOW UP FOR

HQ by Rove was born out of a question:
what if the office could feel alive again?

Now, the first ever hospitality-branded
office building in Dubai is here to answer it.

Starting in Marasi Bay.



Living rooms became boardrooms,
kitchens became creative hubs.

But as the world returned, the office
didn't keep up.

HQ by Rove is the answer - an office
with a living touch.

WELCOME TO HQ



**WE DON'T FIT THE GRADE.
WE SET IT.**

This is not another tower. Not another set of desks and glass walls.

HQ by Rove sets its own standard. A place designed with people at its heart, where hospitality meets productivity, and work finds its flow.



MORE THAN AN OFFICE,
A LIFESTYLE.



ABOUT ROVE

Rove Hotels, a joint venture between **Emaar Properties PJSC** and **Dubai Holding**, is reimagining the boundaries between hospitality, living and working. Its integrated ecosystem brings together the vibrant energy and fuss-free service of **Rove Hotels**, the comfort and convenience of **Rove Home** residences, and the innovative flexibility of **HQ by Rove** workspaces - all while guests enjoy the Rove experience of thoughtful design, genuine hospitality and a strong sense of community.



R O V E
HOTELS

HQ
by
ROVE

R O V E
HOME

IRTH

Founded under the legacy of the renowned Alshamsi family, IRTH Group is a new-generation real estate platform based on the philosophy of value creation, innovation and building world-class living experiences. With trust, strength, and agility at its core, IRTH is shaping the future of real estate through bold developments, strategic partnerships, and a blend of legacy with forward-thinking ambition.



HQ IS NOT JUST A WORKPLACE,
IT'S A DESTINATION.



To HQ by Rove

From [My Location](#)

5 min

D1FC

[Fastest route](#)

GO



Walk



Car



E-Scooter



Zeppelin



A wide-angle night photograph of the Marasi Bay Marina in Dubai. The foreground shows a paved promenade with palm trees and modern streetlights. Several large yachts are docked at the marina. In the background, a dense skyline of skyscrapers is illuminated, with the Burj Khalifa being the most prominent tower. The water reflects the city lights.

MARASI BAY MARINA

Just steps from HQ by Rove, Marasi Bay Marina is a vibrant waterfront destination featuring a 12-kilometer promenade of lively dining, leisure, and lifestyle experiences.

Marasi Bay promises to be a hub of elevated lifestyle experiences blending high-end living, premium workspaces, hospitality, leisure, and wellness experiences, including the first beach club in the Burj Khalifa District.

HQ HAS ITS OWN LANE

While most offices fight for space on Al Khail or Sheikh Zayed Road, HQ by Rove takes a different route - literally. With its own private road entrance, getting to work is smoother, faster, and way less stressful. No more slip road scrambles or last-minute U-turns, just a seamless arrival that sets the tone for a better day. Because productivity starts before you even clock in.





WORLD TRADE CENTRE
MUSEUM OF THE FUTURE

EMIRATES TOWERS METRO STATION
DIFC

ROVE DOWNTOWN HOTEL

BURJ KHALIFA

DUBAI MALL

DUBAI OPERA

ROVE HOME DOWNTOWN

HQ BY ROVE

DUBAI DESIGN DISTRICT

RBC TOWER 2 BUS STOP

ROVE CITY WALK HOTEL

COCA-COLA ARENA

CITY WALK

SHEIKH ZAYED ROAD
BUSINESS BAY METRO STATION

ROVE HOME MARASI DRIVE

BUSINESS BAY

PALM JUMEIRAH DUBAI MARINA

SAFA PARK

JUMEIRAH BEACH

SEAMLESSLY CONNECTED

A workspace designed for today's pace, HQ by Rove keeps you seamlessly connected.

From the Dubai Canal at your doorstep to Sheikh Zayed Road in minutes, with Downtown, DIFC and d3 all close by, you're never far from the city's pulse.



DUBAI CANAL WALK
DIRECT ACCESS 

**SHEIKH ZAYED
& AL KHAIL ROADS**
3 MINS 

DIFC
5 MINS 

DOWNTOWN DUBAI
5 MINS 

DUBAI DESIGN DISTRICT
10 MINS 

DXB AIRPORT
15 MINS 

360° VIEWS

From sunrise over Creek Harbour to sunsets behind the Burj Khalifa, HQ by Rove opens up panoramic views across the whole city. With Marasi Bay below and d3 on the horizon, every angle connects you to Dubai's most iconic districts, a workspace with a skyline like no other.



WHAT HQ BY ROVE STANDS FOR

FLEXIBILITY

in every step.

DESIGN

that energises.

HARMONY

between hustle and pause.

ACCESS

to premium workspaces without barriers.

COMMUNITY

that brings it all together effortlessly.



MODULAR OFFICES
FOR EVERY TEAM SIZE

**FULLY-FITTED
& FURNISHED**
SPACES THAT SPARK ACTION

**FULLY-SERVICED
OFFICES**
FOR ULTIMATE BUSINESS
CONVENIENCE

000, INTO HQ



BUILDING OVERVIEW

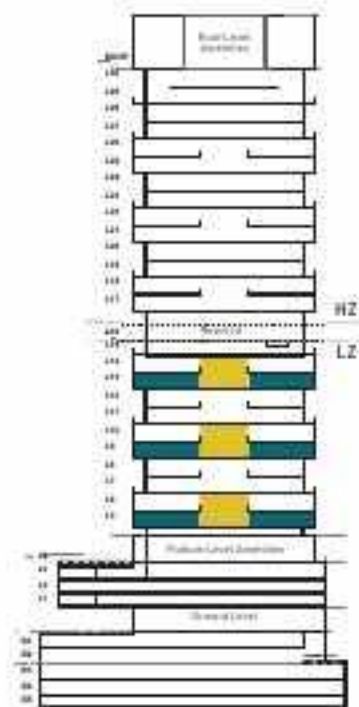


ROOF LEVEL	
L19 & L20	PENTHOUSE LOFTS
L17 & L18	SIMPLEX FULL FLOOR
L15 & L16	MODULAR COLLECTION WITH SIMPLEX EDGES
L13 & L14	SIMPLEX FULL FLOOR
L11 & L12	MODULAR COLLECTION WITH SIMPLEX EDGES
L9 & L10	SIMPLEX FULL FLOOR
L7 & L8	MODULAR COLLECTION WITH SIMPLEX EDGES
L6	RESET 76
L13 & L14	MODULAR COLLECTION WITH SIMPLEX EDGES
L11 & L12	MODULAR COLLECTION WITH SOFT EDGES
L9 & L10	MODULAR COLLECTION WITH SIMPLEX EDGES
L7 & L8	MODULAR COLLECTION WITH SOFT EDGES
L5 & L6	MODULAR COLLECTION WITH SIMPLEX EDGES
L4	PODIUM LEVEL
L1, L2 & L3	PARKING LEVELS
GROUND LEVEL	
ARCANE LEVEL	



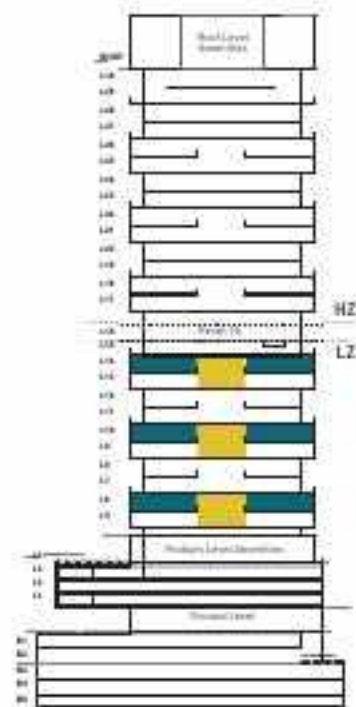
L05 - L09 - L13

MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



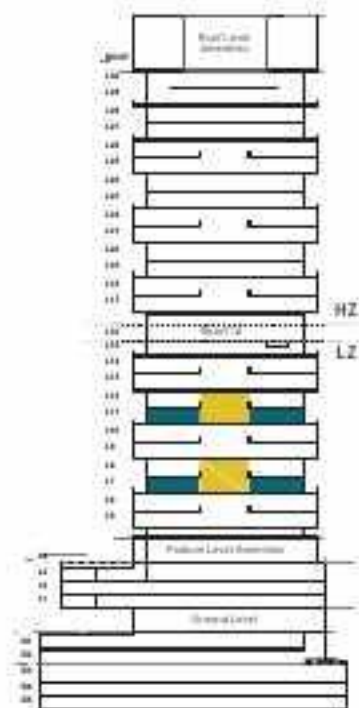
L06 - L10 - L14

MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



L07 - L11

MODULAR OFFICE COLLECTION
WITH LOFT EDGES



LOWER LEVEL

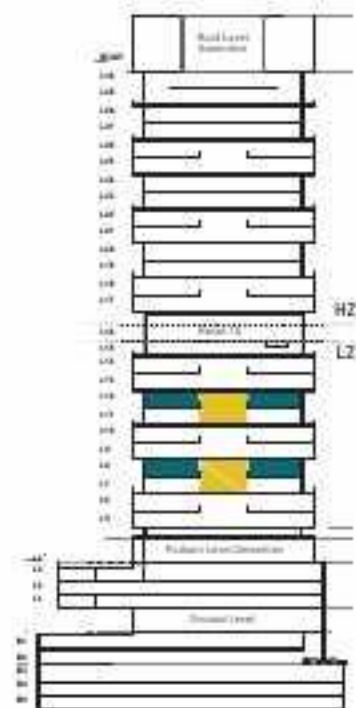


UPPER LEVEL



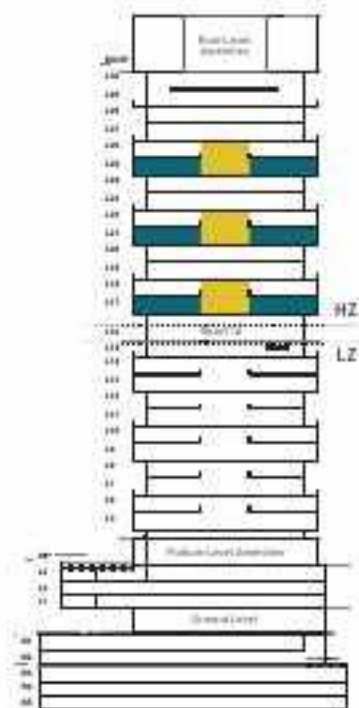
L08 - L12

MODULAR OFFICE COLLECTION
WITH LOFT EDGES



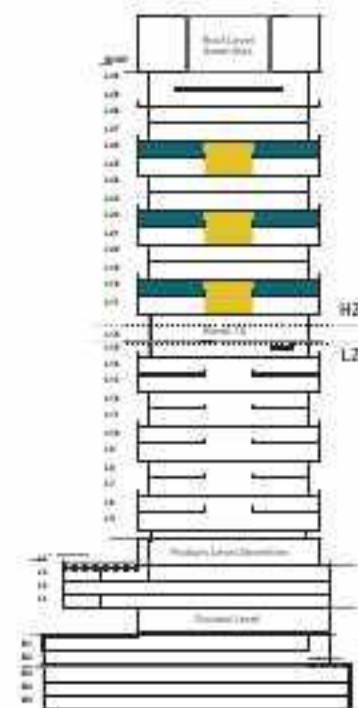
L17 - L21 - L25

MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES

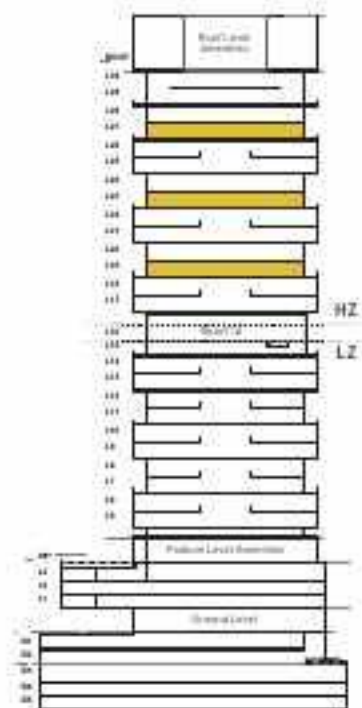


L18 - L22 - L26

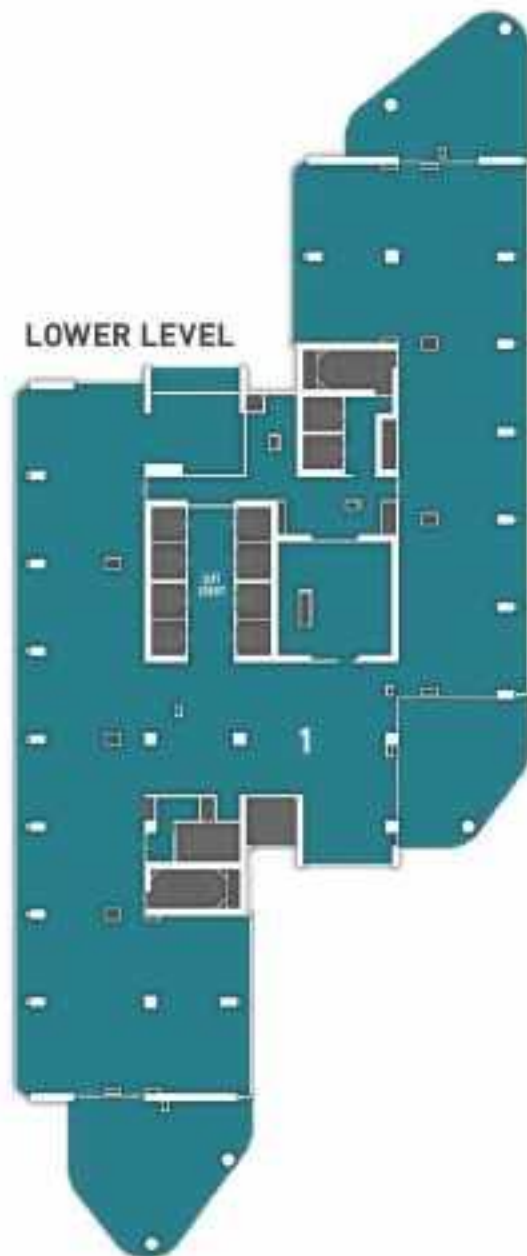
MODULAR OFFICE COLLECTION
WITH SIMPLEX EDGES



L19 - L23 - L27
SIMPLEX FULL FLOOR
1 TITLE DEED



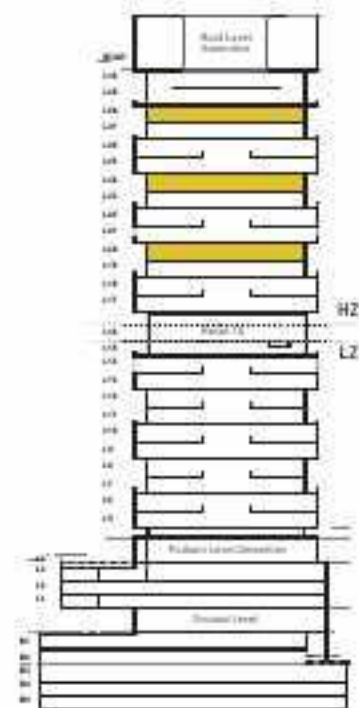
LOWER LEVEL



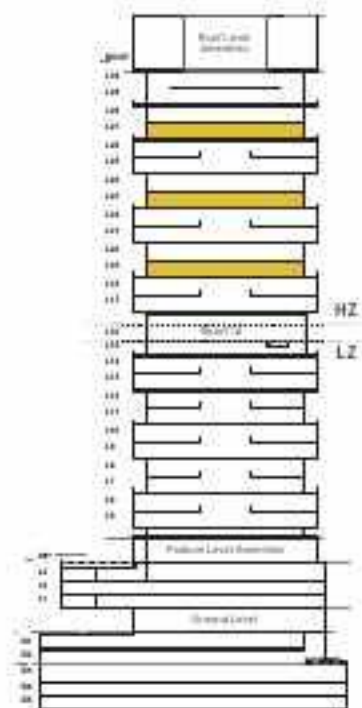
UPPER LEVEL



L20 - L24 - L28
SIMPLEX FULL FLOOR
1 TITLE DEED



L19 - L23 - L27
SIMPLEX FULL FLOOR
& TITLE DEEDS



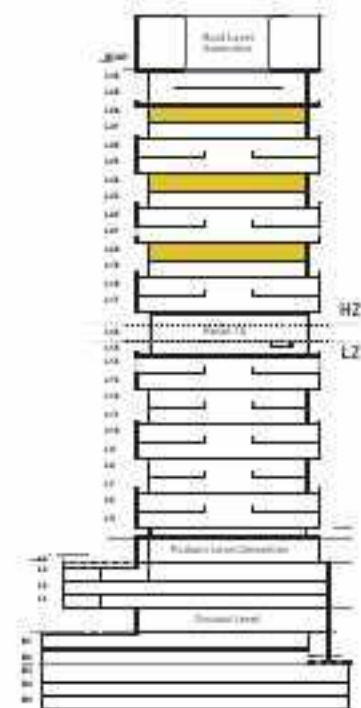
LOWER LEVEL

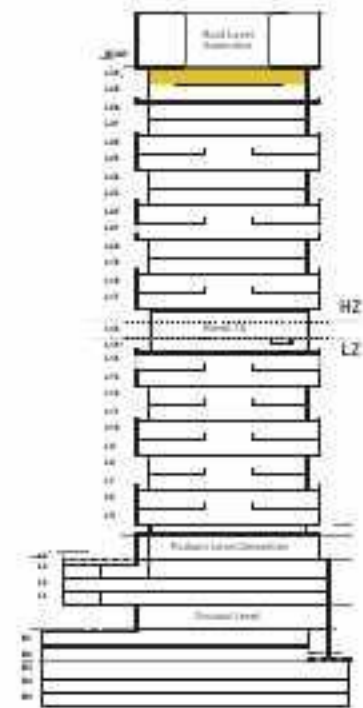
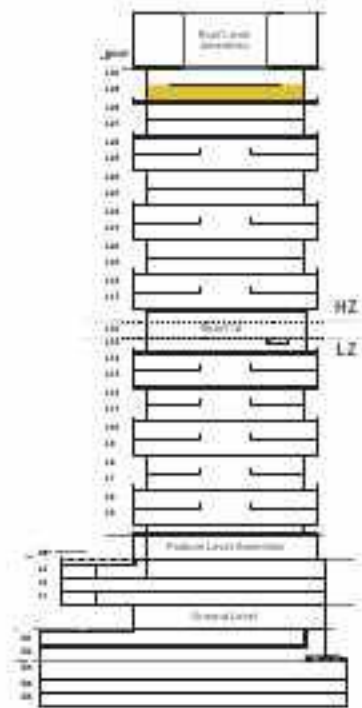


UPPER LEVEL



L20 - L24 - L28
SIMPLEX FULL FLOOR
& TITLE DEEDS







**WORK-LIFE
HARMONY BUILT
INTO DESIGN**

OOO PHILOSOPHY

At HQ by Rove, **Out Of Office** isn't just an email reply, it's a mindset. It's stepping into a space that blurs the lines between work and play, where deadlines meet downtime, and productivity thrives alongside personality. Here, you're not escaping the office, you're upgrading it.



ARCADE LEVEL

POWER UP BELOW GROUND

ARRIVAL NODE

URBAN GALLERY

SUNKEN SEATING

SKATE PARK

URBAN GYM

CONNECTING STAIRCASE TO GF

SCULPTURAL RIBBON SEATING

CHILL ZONE

PROMENADE ARRIVAL

OUTDOOR



GROUND LEVEL

WELCOME WAGON

CONCIERGE

LOBBY LOUNGE

LIFT LOBBY

CO-WORKING ZONE

FOOD HALL - THE BLOCK

SERVING KITCHENS

SOCIAL SPACES

EVENTS STAGE

COFFEE CORNER

LIBRARY

DROP OFF AREA

VALET

SCOOTER PARKING

OUTDOOR COURTYARD

CONNECTION STAIRCASE

INDOOR

OUTDOOR



PODIUM LEVEL

HQ LAND

FULLY-FITTED GYM

CRANK STUDIO

BEAUTY LOUNGE

NAIL SALON

ONE-STOP SHOP

VITAMIN BAR

PODCAST CABIN

FOAM PIT

RENTABLE MULTIPURPOSE AREA

CO-WORKING ZONE

EVENT SPACES

YOGA SPACE

PADEL COURT

BASKETBALL COURT

SKYLINE TERRACE

VIEWING DECK

FLOATING TREEHOUSE PODS

SUNKEN SEATING

PLAY & PAUSE ZONE

RUNNING TRACK

INDOOR

OUTDOOR



RESET 16

DIVE IN, ZONE OUT

SPA PODS

JACUZZI

STEAM POD

SAUNA POD

PLUNGE POOL

NAP PODS

SEMI-OLYMPIC POOL

SUN LOUNGERS

JUICE BAR

ZEN GARDEN

CHILL GARDEN

CHANGING ROOMS

INDOOR | OUTDOOR



THE HUB

PLUG, UNPLUG

COFFEE CORNER

UPRESSO VERTICAL CAFE

COMMUNAL LOUNGE

CO-WORKING ZONE

COMBINABLE MEETING ROOMS

OOO PODS

SHARED PANTRY

INTEGRATED STAIR SEATING

FEATURE STAIRCASE

OUTDOOR COURTYARD

INDOOR | OUTDOOR

ROOFTOP

WORK WITH VIEWS

LIFT LOBBY

GARDEN MEETING PODS

SCULPTURAL RIBBON SEATING

SOCIAL CORNER

OBSERVATION DECK

CO-WORKING ZONE

INDOOR | OUTDOOR







ARCADE LEVEL

WORK MEETS PLAY

A vibrant, social space with skate-park vibes, sunken seating, and relaxed zones that make work feel anything but ordinary.



ARCADE LEVEL

- 01 PRIVATE ROAD ACCESS
- 02 URBAN GALLERY
- 03 SUNKEN SEATING
- 04 SKATE PARK
- 05 URBAN GYM
- 06 CONNECTING STAIRCASE TO GF
- 07 SCULPTURAL RIBBON SEATING
- 08 CHILL ZONE
- 09 PROMENADE ARRIVAL

GROUND LEVEL

- 01 DROP-OFF AREA
- 02 VALET
- 03 SCOOTER PARKING
- 04 CONCIERGE
- 05 LOBBY LOUNGE
- 06 LIFT LOBBY
- 07 CO-WORKING ZONE
- 08 FOOD HALL - THE BLOCK
- 09 SERVING KITCHENS
- 10 SOCIAL SPACES
- 11 EVENTS STAGE
- 12 COFFEE CORNER
- 13 LIBRARY
- 14 OUTDOOR COURTYARD
- 15 CONNECTION STAIRCASE

FLOOR
PLAN





GROUND LEVEL

STEP IN. STAND OUT.
DROP-OFF AREA





ARRIVAL, THE ROVE WAY

The reception lobby is more than a transition - it's a curated pause. Blending art, greenery, and comfort, it carries the signature Rove DNA that makes every arrival feel alive.



GROUND LEVEL

THE BEGINNING OF EVERY JOURNEY

This is more than just an entrance; it's a space that connects people instantly. From the very first moment, the atmosphere sets the tone for the day ahead.



GROUND LEVEL

THE BLOCK INSPIRE

The Block is a vibrant food hall framed by bold pillars, bringing people together through food, culture, and community. With multi-cuisine F&B options and lively social spaces, it's where flavors meet conversations.



HOW HAVE YOU BEAN?

FOR THE
FOODIES

GROUND LEVEL

THE BLOCK: REFUEL





GROUND LEVEL

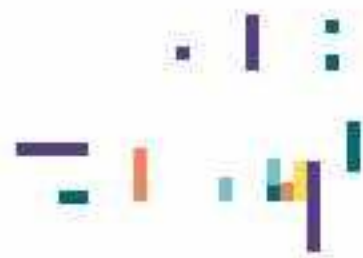
THE BLOCK: FOCUS





THE BLOCK: PLAY

The Block blends a buzzing food hall with event corners, social hangouts, and quiet reading nooks - making it the heart of HQ's everyday life.



GROUND LEVEL

**SOCIAL SPACE
CONNECT**

**FOR
CASUAL
CHATS**



GROUND LEVEL

EVENT SPACE
CONNECT MORE

FOR MIC
DROPS





Success

✓ You've arrived in your new workspace

OK

NO WAITING, ALWAYS MOVING

Every second matters. That's why HQ by Rove features 21 destination-controlled high-speed elevators, ensuring your next stop is never more than 30 seconds away. Each one is designed to carry up to 21 people, so everyone moves with ease.



FLOOR PLAN



PODIUM LEVEL

- 01 LIFT LOBBY
- 02 VITAMIN BAR
- 03 GYM-OUTDOOR/INDOOR
- 04 FOAM PIT
- 05 RENTABLE MULTI-PURPOSE AREA
INDOOR/OUTDOOR
- 06 BEAUTY LOUNGE
- 07 NAIL SALON
- 08 ONE-STOP SHOP
- 09 MASSAGE ROOM
- 10 CRANK STUDIO
- 11 CO-WORKING ZONE
- 12 YOGA SPACE
- 13 BASKETBALL COURT
- 14 PADEL COURT
- 15 FLOATING TREEHOUSE PODS
- 16 PODCAST CABIN
- 17 SUNKEN SEATING
- 18 STEPPED GARDEN
- 19 PLAY & PAUSE ZONE
- 20 RUNNING TRACK
- 21 CONNECTION STAIRCASE

PODIUM LEVEL

FOR THE
CARDIO
LOVERS



PODIUM LEVEL



VITAMIN BAR

With its complete setup and inviting design, this space stands out as a signature of HQ by Rove, bringing wellness and refreshment into daily life.





POWERED BY CRANK

Crank brings a dynamic fitness experience right into HQ, giving you the chance to reset, recharge, and rise stronger - without ever leaving the building.



PODIUM LEVEL

RENTABLE
SPACES



PODIUM LEVEL

FOR THE
QUICK
FIXES

RELAX

ASK HQ

BEAUTY LOUNGE



PODIUM LEVEL

WORK HARD, PLAY ALWAYS

The Podium is your outdoor arena featuring basketball court, padel court, floating treehouse pods and all the space you need to recharge between the grind.





CREATIVITY ABOVE GROUND

Perched among the trees, these floating treehouse pods give meetings and ideas a new perspective. Cooled by AC, they make sure you're out of office without leaving HQ.

PODIUM LEVEL

FRESH PERSPECTIVES

The terrace offers a space to pause, breathe, and reconnect with your surroundings. Here, inspiration flows as naturally as the breeze.





A STAGE FOR EVERYDAY CONNECTIONS

The Podium level brings people together in ways that feel effortless. Conversations, encounters, and shared moments naturally rise above the ordinary.



PODIUM LEVEL

PLAY & PAUSE ZONE

FOR QUIET
SEEKERS



Reminder

Take that call during your gym session

Options

Close



RESET 16

- | | | |
|--------------|----------------------|-------------------|
| 01 SPA PODS | 05 PLUNGE POOL | 09 JUICE BAR |
| 02 JACUZZI | 06 NAP PODS | 10 ZEN GARDEN |
| 03 STEAM POD | 07 SEMI-OLYMPIC POOL | 11 CHILL GARDEN |
| 04 SAUNA POD | 08 SUN LOUNGERS | 12 CHANGING ROOMS |

FLOOR
PLAN



RESET 16 LEVEL



INDOOR
SEMI-OLYMPIC
POOL

RESET 16 LEVEL

FOR
TIMEOUT



RESET 16 LEVEL

NAP PODS



FOR THE
SERENITY

```
C:\PROGRAMS\system32> reg /?

REG operation ( #Qbyflve.exe )

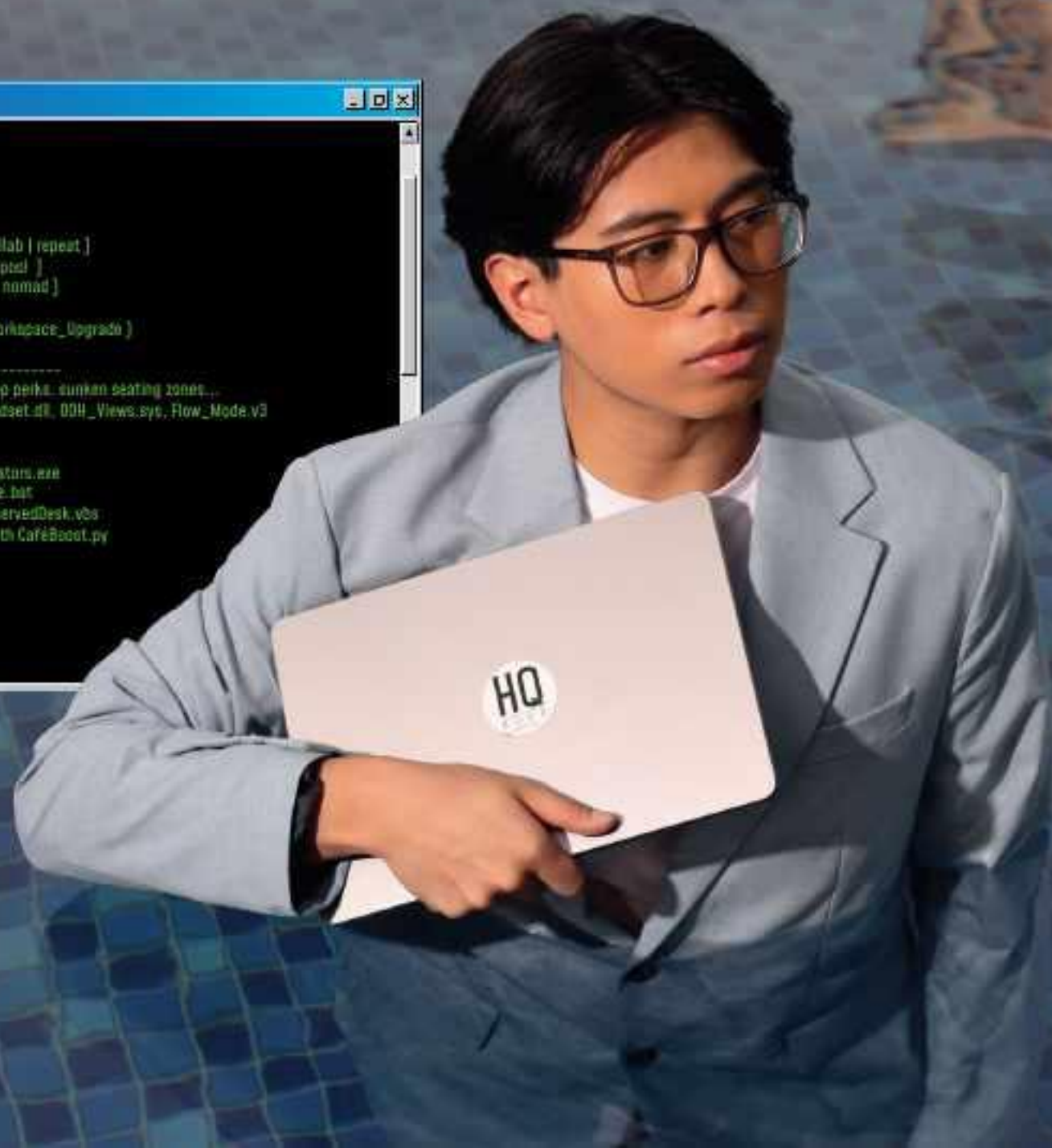
Operation [ cowork | caffeinate | collab | repeat ]
          [ pitch | psdel | podcast | ptel ]
          [ nap | network | nourish | nomad ]

Return Code: ( Welcome_to_the_Workspace_Upgrade )

-----
Now loading: Flexible layouts, rooftop perks, sunken seating zones...
Modules detected: OutOfOffice_Mindset.dll, DDM_Views.sys, Flow_Mode.v3

Execute / ?
> Tired of lift lobbies? Try HQ_Elevators.exe
> Stuck in traffic? Activate HQDrive.bat
> Searching for a seat? Deploy ReservedDesk.vbs
> Running low on ideas? Reboot with CafeBoot.py
> Still in your bubble? [Y/N]

Work looks different here.
#OUTOFFICE
```



FLOOR PLAN

THE HUB

- | | |
|-----------------------------|-----------------------------|
| 01 COFFEE CORNER | 06 000 PODS |
| 02 UPRESSO VERTICAL CAFE | 07 SHARED PANTRY |
| 03 COMMUNAL LOUNGE | 08 INTEGRATED STAIR SEATING |
| 04 CO-WORKING ZONE | 09 FEATURE STAIRCASE |
| 05 COMBINABLE MEETING ROOMS | 10 OUTDOOR COURTYARD |



THE HUB LEVEL

FOR THE
CLEAR
MINDS

THE HUB

STEP III. ZONE OUT





THE HUB: HQ'S SOCIAL HEART

With the vertical Upresso café at its core, versatile meeting rooms, and open lounge areas, it's designed for everyday convenience - whether you're grabbing a coffee, catching up, or collaborating.



THE HUB LEVEL

FOR QUICK
MEETS

THE HUB

UPRESS



UPRESSO

MENU	 HQ MENU 	
	COFFEE	
	SMALL	\$2.50
	1/2 TALL	\$3.50
	M	\$4.50
	FLYCHICKEN	\$5.50
	MORE COFFEE	
	EVERYBODY	\$4.50
	THE BIGGEST	\$5.50
	FOODS	\$6.50
	MELON	\$7.50

*PRICES ARE NOT ACCURATE



FLOOR PLAN

ROOFTOP LEVEL

- 01 LIFT LOBBY
- 02 GARDEN MEETING PODS
- 03 SCULPTURAL RIBBON SEATING
- 04 SOCIAL CORNER
- 05 OBSERVATION DECK
- 06 CO-WORKING ZONE

WORK
LOOKS
DIFFERENT
HERE





ROOFTOP LEVEL

INSPIRATION AT NEW HEIGHTS

The rooftop terrace opens up to sweeping city views that spark imagination and calm the mind. It's a place for golden hours, fresh air, and unforgettable moments.



ROOFTOP LEVEL

OBSERVATION DECK



An aerial, high-angle view of a futuristic city. In the foreground, a large, white, curved structure resembling a floating island or a bridge section is shown. It features a green lawn area with the text "WORK LOOKS DIFFERENT HERE" in yellow. The structure is surrounded by a blue sky with white clouds and a dark blue ocean. In the background, a multi-lane highway with red and white lane markings curves through the landscape. A yellow tag with the text "FOR THE DREAMERS" is attached to the top right corner. The overall scene is a blend of nature and advanced urban planning.

FOR THE
DREAMERS

WORK
LOOKS
DIFFERENT
HERE



FOR THE
VIEW
SEEKERS

UNIT TYPES



MODULAR OFFICE COLLECTION

STUDIO: 680-865 SQFT

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

DELUXE: 1360-1446 SQFT STUDIO + STUDIO + DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

EXECUTIVE: 1986-2264 SQFT STUDIO + DELUXE + EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts, available in open, semi-open, or closed configurations to suit growing teams.

SIMPLEX EDGE: 1230-1614 SQFT

Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.

A LA CARTE

2700 SQFT AND ABOVE

Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

LOFT OFFICE COLLECTION

LOFT EDGE: 2051-2467 SQFT

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.

PENTHOUSE LOFTS: 2185-3708 SQFT

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.

PRESIDENTIAL LOFT: 5800 SQFT

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.



Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



STUDIO + STUDIO = DELUXE



Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



STUDIO + DELUXE = EXECUTIVE



TYPICAL CORRIDOR

YOUR INTERNAL ROUTE



MODULAR

STUDIO

(680-865 SQFT)

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

SECURITY 5-1A



STUDIO FLOOR PLAN



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 SHELVING/STORAGE UNIT
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 THINK WALL
- 08 COURTYARD

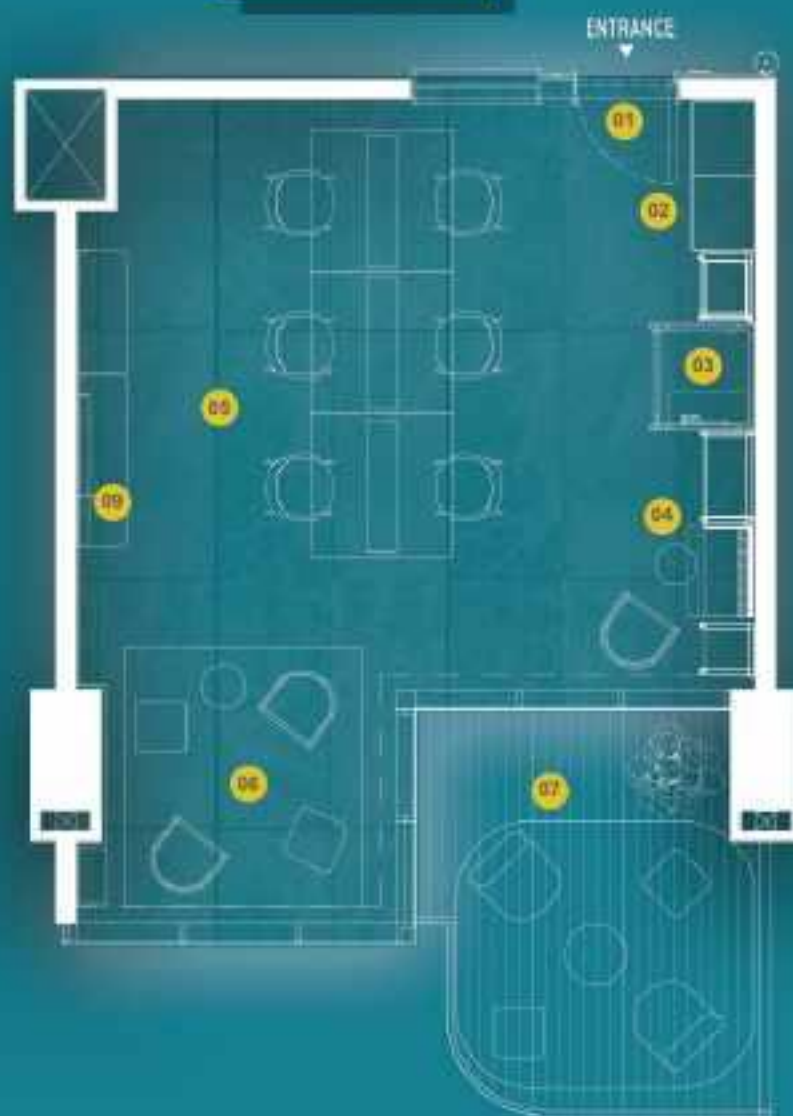
SIZE	(FROM - TO)
INTERNAL AREA	539-595 SQFT
OUTDOOR AREA	141 SQFT
TOTAL AREA	680-736 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	1 SPOT



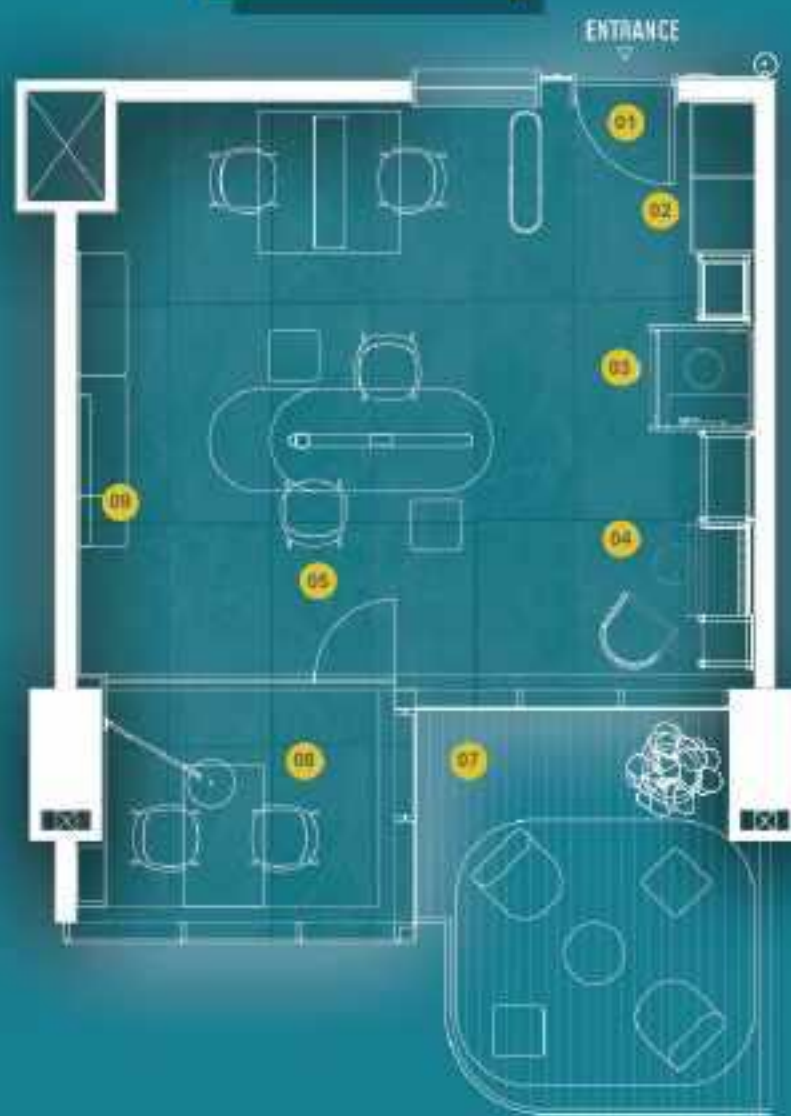
STUDIO CONFIGURATIONS

- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 STORAGE
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 COURTYARD
- 08 PRIVATE OFFICE
- 09 THINK WALL

FLEX OPEN LAYOUT

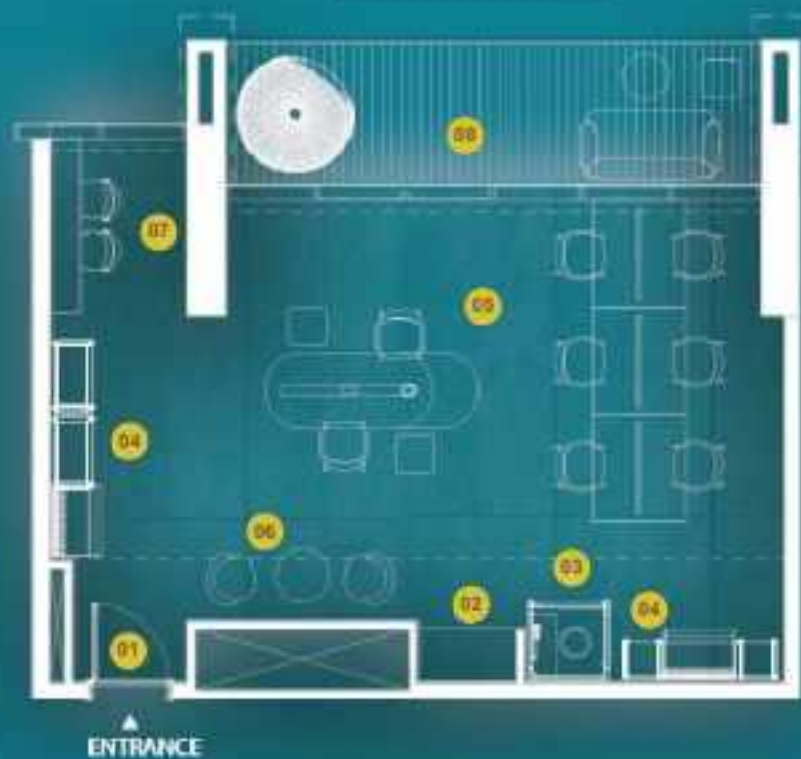


FLEX FOCUSED LAYOUT



STUDIO (UNIT-T1) CONFIGURATIONS

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 FOCUS BOOTH
- 04 SHELVING/STORAGE UNIT
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 HOT DESKS
- 08 COURTYARD
- 09 PRIVATE OFFICE

INTERNAL AREA	702 SQFT
OUTDOOR AREA	163 SQFT
TOTAL AREA	865 SQFT
LEVELS	L7-L8-L11-L12
DEDICATED PARKING	2 SPOTS



STUDIO



MODULAR

DELUXE

(1360-1446 SQFT)

STUDIO + STUDIO + DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

OCCUPANCY 15-25

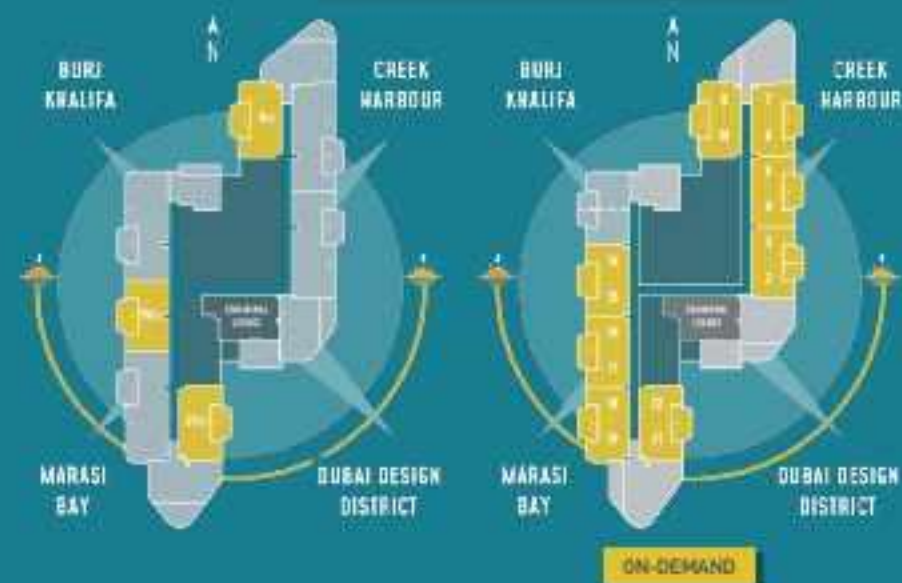


DELUXE FLOOR PLAN



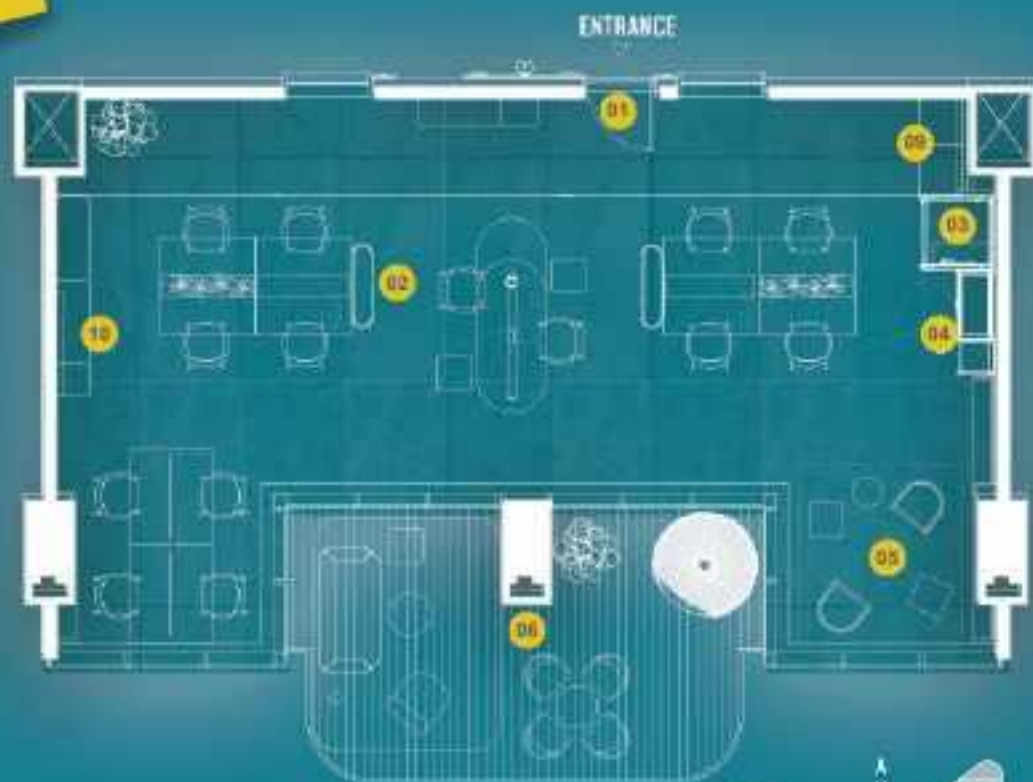
- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 THINK WALL
- 07 COURTYARD
- 08 FOCUS BOOTH

SIZE	(FROM - TO)
INTERNAL AREA	1078-1153 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	1360-1444 SQFT
LEVELS	L07-L08-L11-L12
ON-DEMAND LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	2 SPOTS



DELUXE
CONFIGURATIONS

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT



- | | |
|-------------------|--------------------|
| 01 ENTRANCE | 06 COURTYARD |
| 02 OPEN WORKSPACE | 07 PRIVATE OFFICES |
| 03 FOCUS BOOTH | 08 MEETING ROOM |
| 04 STORAGE | 09 SERVER/PRINTER |
| 05 BREAKOUT AREA | 10 THINK WALL |



ON-DEMAND

DELUXE
FLEX OPEN



DELUXE
FLEX FOCUSED



MODULAR

EXECUTIVE

(1986-2264 SQFT)

STUDIO • DELUXE • EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts - available in open, semi-open, or closed configurations to suit growing teams.

OCCUPANCY 12-30



EXECUTIVE



- 01 ENTRANCE
- 02 RECEPTION
- 03 THINK WALL
- 04 MODULAR PAVILION
- 05 FOCUS BOOTH
- 06 POWDER ROOM
- 07 SERVER/PRINTER
- 08 BREAKOUT AREA
- 09 OPEN WORKSTATIONS
- 10 COURTYARD
- 11 PANTRY
- 12 SHELVING/STORAGE UNIT
- 13 STORAGE ROOM

SIZE	{FROM - TO}
INTERNAL AREA	1704-1749 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	1986-2031 SQFT
LEVELS	L07-L08-L11-L12
DEDICATED PARKING	3 SPOTS



EXECUTIVE CONFIGURATIONS



FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRIVATE OFFICES
- 04 MODULAR PAVILION
- 05 COURTYARD
- 06 OPEN WORKSPACE
- 07 FOCUS BOOTH
- 08 PANTRY
- 09 BREAKOUT AREA
- 10 SERVER/PRINTER
- 11 SHELVING/STORAGE UNIT
- 12 POWDER ROOM
- 13 MEETING ROOM
- 14 THINK WALL
- 15 STORAGE ROOM



EXECUTIVE
(UNIT-11C3)
CONFIGURATIONS

FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT



- 01 ENTRANCE
- 02 RECEPTION
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 COURTYARD
- 06 MODULAR PAVILION
- 07 FOCUS BOOTH
- 08 BREAKOUT AREA
- 09 KITCHENETTE
- 10 STORAGE ROOM
- 11 POWDER ROOM
- 12 MEETING ROOM
- 13 PRIVATE OFFICES
- 14 THINK WALL
- 15 SERVER/PRINTER

INTERNAL AREA	1982 SQFT
OUTDOOR AREA	292 SQFT
TOTAL AREA	2264 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	A SPOTS

EXECUTIVE
FLEX OPEN



EXECUTIVE
FLEX FOCUSED



MODULAR

SIMPLEX EDGE

(1230-1614 SQFT)

Nestled on the edge, most expansive setting, with generous layouts premium furniture, and a statement-making workspace.

OCCUPANCY 19-20



SIMPLEX EDGE (UNIT-20)



- 01 ENTRANCE
- 02 SERVER/PRINTER
- 03 SHELVING/STORAGE UNIT
- 04 FOCUS BOOTH
- 05 OPEN WORKSTATIONS
- 06 BREAKOUT AREA
- 07 THINK WALL
- 08 COURTYARD

INTERNAL AREA	1327 SQFT
OUTDOOR AREA	287 SQFT
TOTAL AREA	1614 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	3 SPOTS



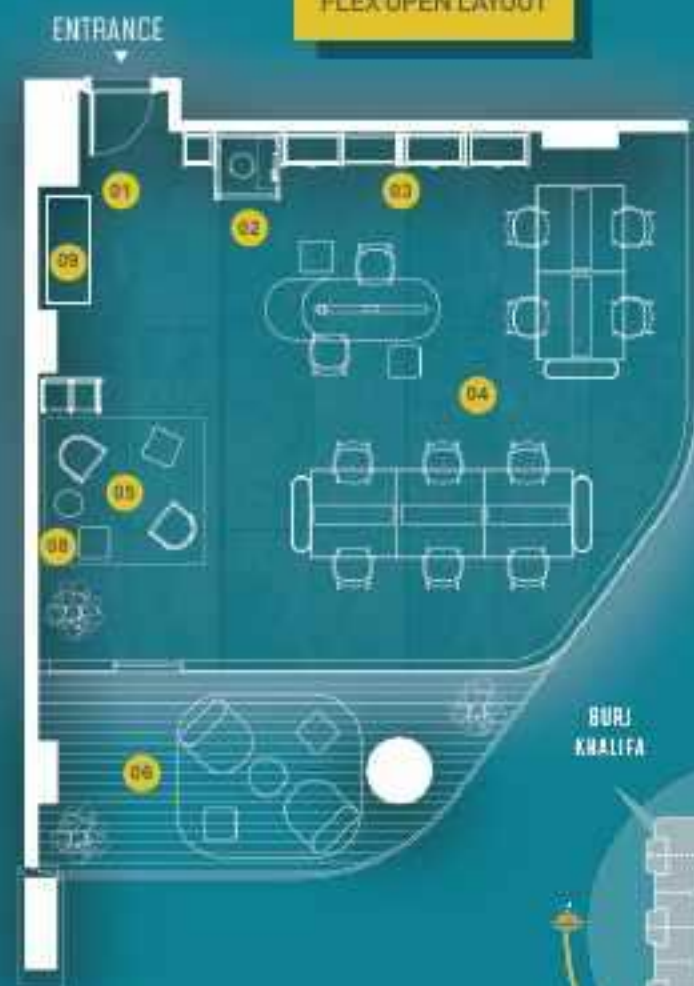
SIMPLEX EDGE (UNIT-01) CONFIGURATIONS

FLEX OPEN LAYOUT

FLEX FOCUSED LAYOUT

- 01 ENTRANCE
- 02 FOCUS BOOTH
- 03 SHELVING/STORAGE UNIT
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 PRIVATE OFFICES
- 08 THINK WALL
- 09 SERVER/PRINTER

INTERNAL AREA	981 SQFT
OUTDOOR AREA	269 SQFT
TOTAL AREA	1250 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	2 SPOTS



SIMPLEX EDGE (UNIT-08) CONFIGURATIONS

FLEX OPEN LAYOUT

FLEX FOCUSED LAYOUT

- 01 ENTRANCE
- 02 FOCUS BOOTH
- 03 SERVER/PRINTER
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 SHELVING/STORAGE UNIT
- 08 PRIVATE OFFICE
- 09 THINK WALL

INTERNAL AREA	1232 SQFT
OUTDOOR AREA	240 SQFT
TOTAL AREA	1472 SQFT
LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	3 SPOTS





SIMPLEX
EDGE

Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.



A LA CARTE
CONFIGURATIONS

2700 SQFT AND ABOVE

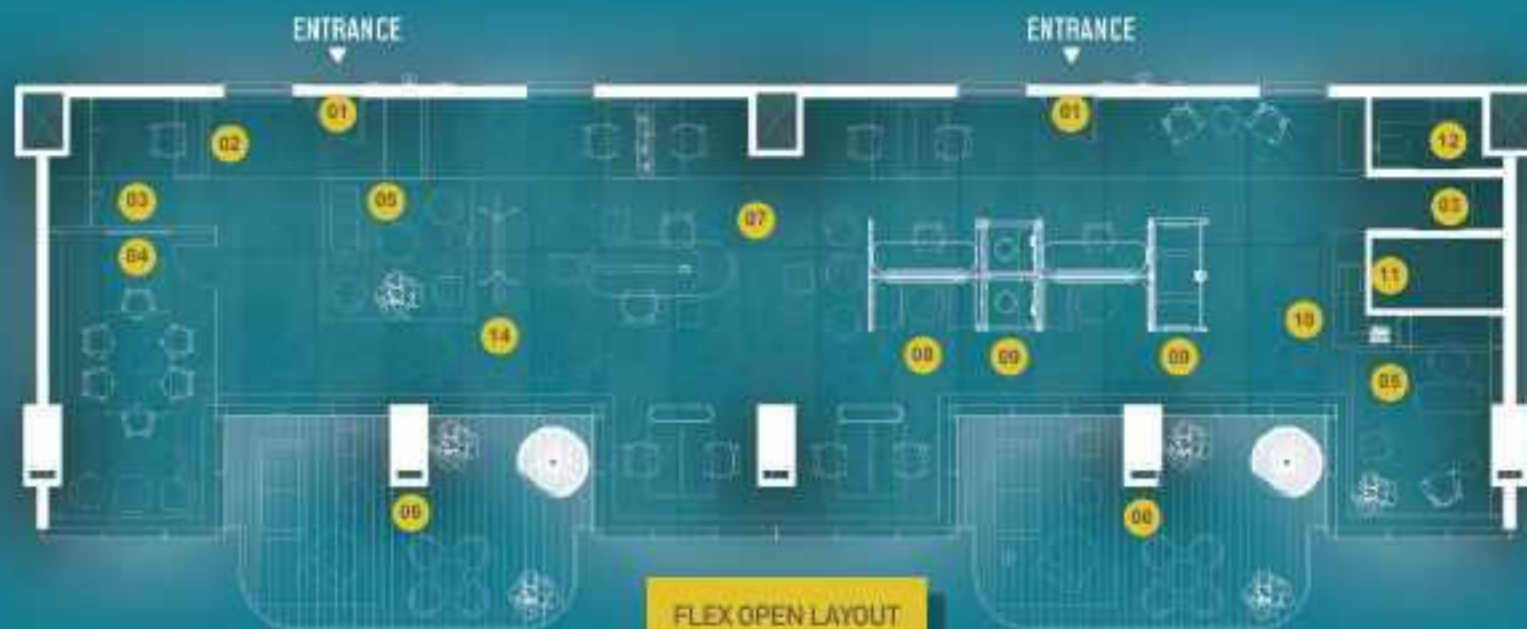
Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

- 01 ENTRANCE
- 02 RECEPTION
- 03 STORAGE
- 04 MEETING ROOM
- 05 BREAKOUT AREA
- 06 COURTYARD
- 07 OPEN WORKSTATION
- 08 MODULAR PAVILION
- 09 FOCUS BOOTH
- 10 KITCHENETTE
- 11 SERVER/PRINTER
- 12 POWDER ROOM
- 13 PRIVATE OFFICES
- 14 THINK WALL

INTERNAL AREA	2156 SQFT
OUTDOOR AREA	564 SQFT
TOTAL AREA	2720 SQFT
ON-DEMAND LEVELS	L06-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	5 SPOTS



ON-DEMAND



LOFT

LOFT EDGE

(2051-2467 SQFT)

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.



LOFT EDGE (UNIT-01) CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL



LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 INTEGRATED SEATING
- 04 FEATURE STAIRCASE
- 05 POWDER ROOM
- 06 SHELVING/STORAGE UNIT
- 07 KITCHENETTE
- 08 OPEN WORKSTATIONS
- 09 BREAKOUT AREA
- 10 COURTYARD

UPPER LEVEL (THE NEST)

- 11 DOUBLE HEIGHT VOID
- 12 BUSINESS QUARTER
- 13 GAME CORNER
- 14 POWDER ROOM & SHOWER
- 15 RESTING DEN
- 16 FLEXIBED
- 17 MOTORIZED BLINDS
- 18 TV

INTERNAL AREA	1810 SQFT
OUTDOOR AREA	242 SQFT
TOTAL AREA	2052 SQFT
LEVELS	L07-L11 (Office & Business Level), L08-L12 (114 Main entry Private Entrance)
DEDICATED PARKING	4 SPOTS



LOFT EDGE (UNIT-08) CONFIGURATIONS



LOWER LEVEL

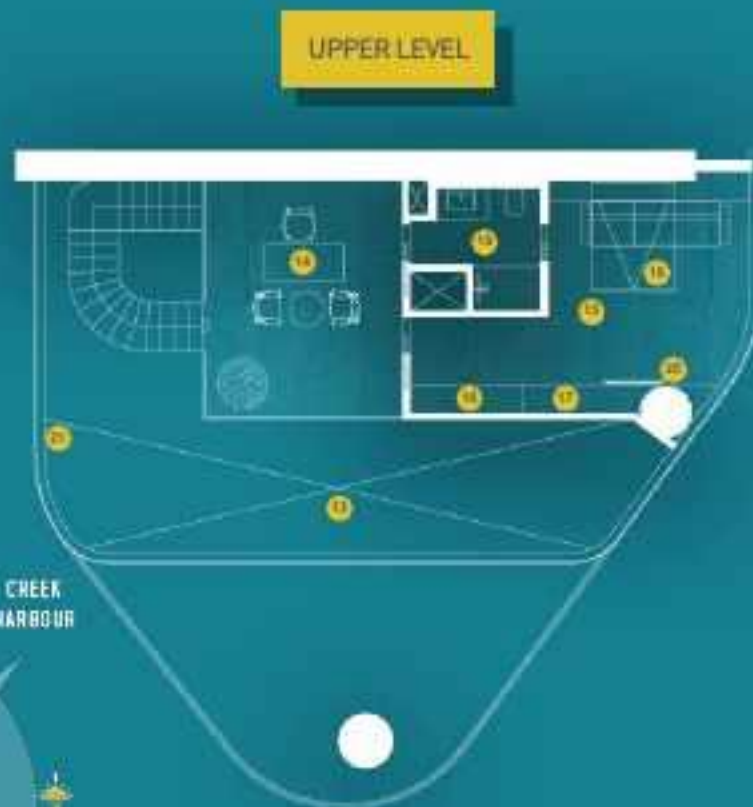
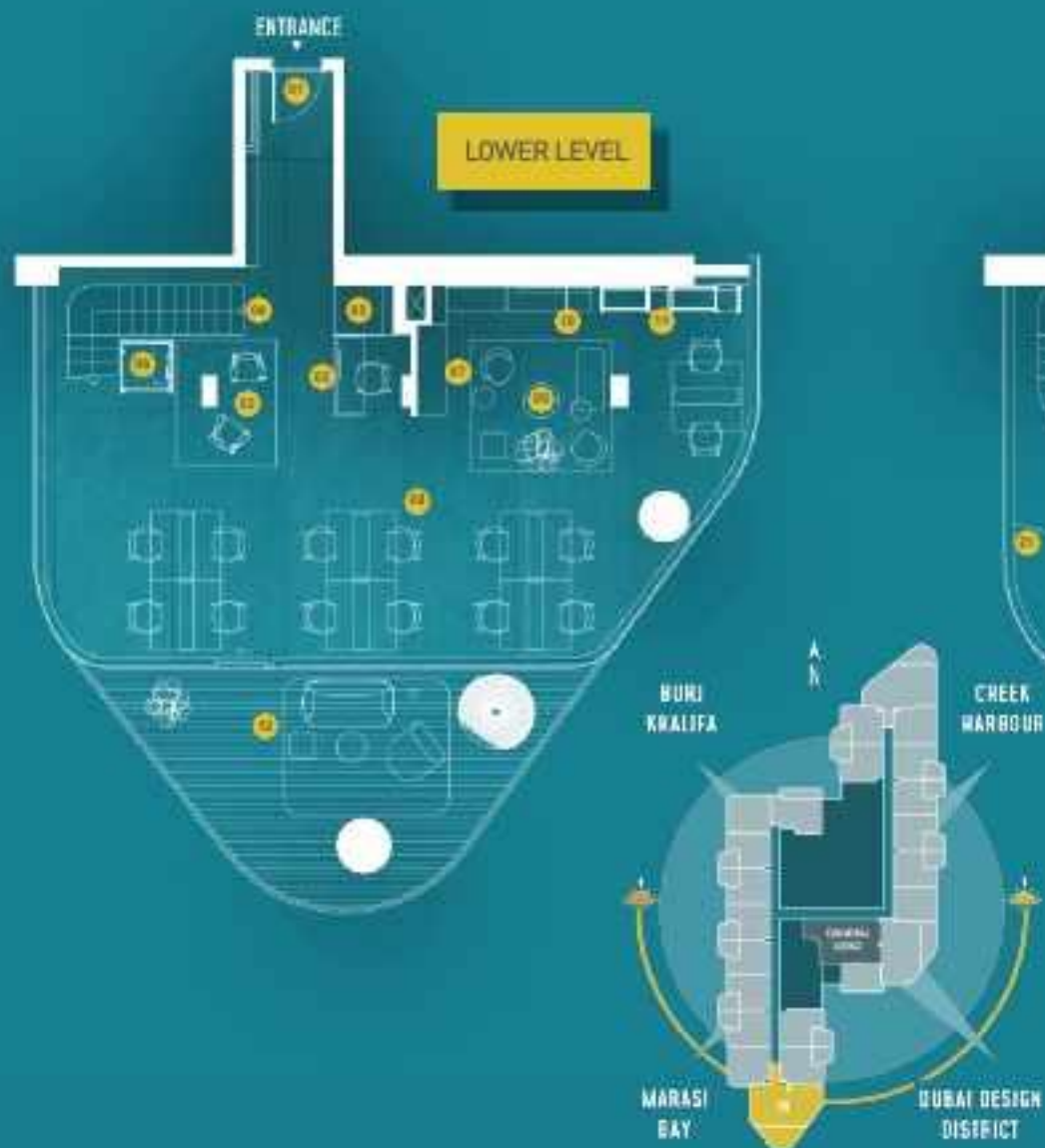
- 01 ENTRANCE
- 02 RECEPTION
- 03 FEATURE STAIRCASE
- 04 INTEGRATED SEATING
- 05 OPEN WORKSTATIONS
- 06 FOCUS BOOTH
- 07 PRINTER/SERVER
- 08 SHELVING/STORAGE UNIT
- 09 KITCHENETTE
- 10 BREAKOUT AREA
- 11 THINK WALL
- 12 COURTYARD

UPPER LEVEL (THE NEST)

- 13 DOUBLE HEIGHT VOID
- 14 BUSINESS QUARTER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 FLEXIBED
- 18 POWDER ROOM / SHOWER
- 19 MOTORIZED BLINDS
- 20 TV
- 21 WARDROBE

INTERNAL AREA	2118 SQFT
OUTDOOR AREA	241 SQFT
TOTAL AREA	2359 SQFT
LEVELS	L07-L11 (Office Spaces Level) L08-L12 (The Nest with Private Offices)
DEDICATED PARKING	8 SPOTS

LOFT EDGE
(UNIT-20)
CONFIGURATIONS



LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 INTEGRATED SEATING
- 04 FEATURE STAIRCASE
- 05 PRINTER/SERVER
- 06 FOCUS BOOTH
- 07 KITCHENETTE
- 08 OPEN WORKSTATIONS
- 09 BREAKOUT AREA
- 10 THINK WALL
- 11 SHELVING/STORAGE UNIT
- 12 COURTYARD

UPPER LEVEL (THE NEST)

- 13 DOUBLE HEIGHT VOID
- 14 BUSINESS QUARTER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 WARDROBE
- 18 FLEXIBED
- 19 POWDER ROOM / SHOWER
- 20 TV
- 21 MOTORIZED BLINDS

INTERNAL AREA	2124 SQFT
OUTDOOR AREA	342 SQFT
TOTAL AREA	2466 SQFT
LEVELS	L07-L11 (10% + 50% + 10% + 10% + 10%) L08-L12 (10% + 10% + 10% + 10% + 10%)
DEDICATED PARKING	5 SPOTS



LOFT EDGE

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.





FOR YOUR DAILY
DOSE OF
INSPIRATION



LOFT

PENTHOUSE LOFTS

(2185-3708 SQFT)

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.



PENTHOUSE LOFTS



LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 MEETING ROOM
- 04 BREAKOUT AREA
- 05 FEATURE STAIRCASE
- 06 OPEN WORKSTATIONS
- 07 SERVER/PRINTER
- 08 KITCHENETTE
- 09 POWDER ROOM
- 10 COURTYARD
- 11 INTEGRATED SEATING

SIZE	
INTERNAL AREA	2095-2177 SQFT
OUTDOOR AREA	353-426 SQFT
TOTAL AREA	2507-2537 SQFT
LEVELS	
L29 (100% Covered Level)	
L30 (100% Covered)	
DEDICATED PARKING	
	8 SPOTS



PENTHOUSE LOFTS



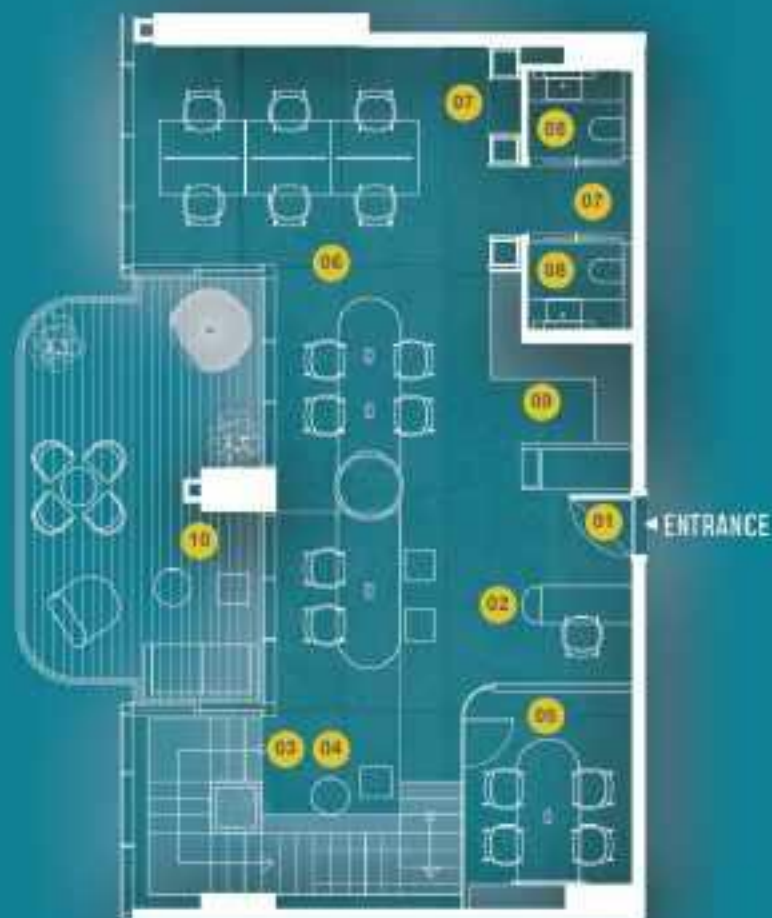
UPPER LEVEL (THE NEST)

- 10 DOUBLE HEIGHT VOID
- 11 BUSINESS QUARTER
- 12 MEETING CORNER
- 13 RESTING DEN
- 14 WARDROBE
- 15 POWDER ROOM & SHOWER
- 16 FLEXIBED
- 17 KITCHENETTE
- 18 MOTORIZED BLINDS
- 19 TV

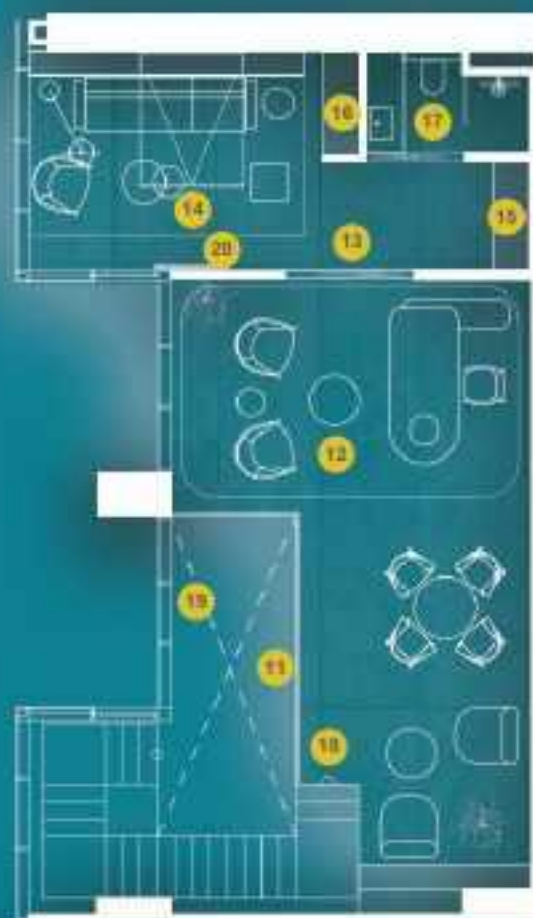


PENTHOUSE LOFTS
(UNIT-2906
& 2912)
CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL



LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 FEATURE STAIRCASE
- 04 INTEGRATED SEATING
- 05 MEETING ROOM
- 06 OPEN WORKSTATIONS
- 07 SHELVING/STORAGE UNIT
- 08 POWDER ROOM
- 09 KITCHENETTE
- 10 COURTYARD

UPPER LEVEL (THE NEST)

- 11 DOUBLE HEIGHT VOID
- 12 BUSINESS QUARTER
- 13 RESTING DEN
- 14 FLEXIBED
- 15 KITCHENETTE
- 16 WARDROBE
- 17 POWDER ROOM & SHOWER
- 18 MEETING CORNER
- 19 MOTORIZED BLINDS
- 20 TV



	UNIT NO. 2906 & 2912
INTERNAL AREA	2195 & 2181 SQFT
OUTDOOR AREA	282 SQFT
TOTAL AREA	2477 & 2463 SQFT
LEVELS	L29 (Office Reception Level) L30 (The Nest)
DEDICATED PARKING	5 SPOTS

PENTHOUSE LOFT (UNIT-2905) FLOOR PLAN



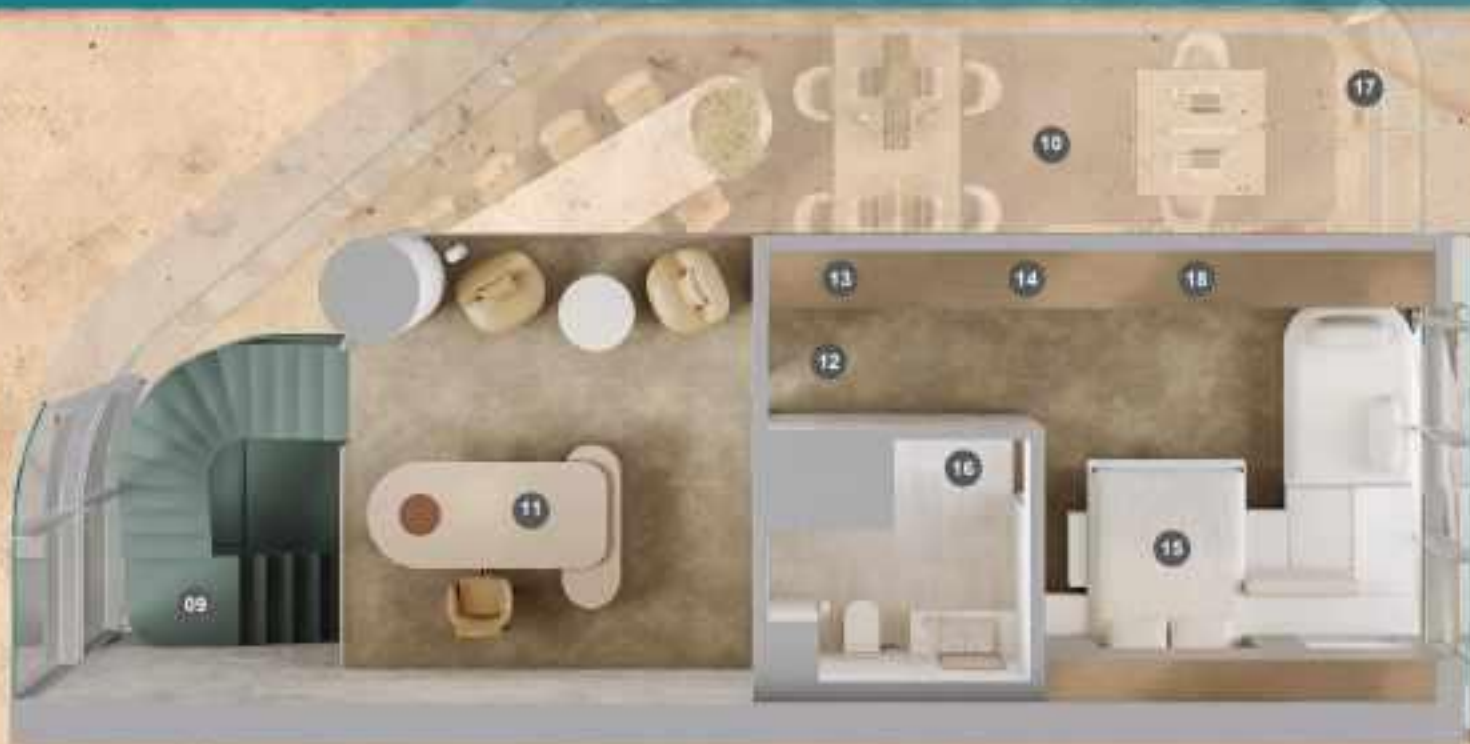
LOWER LEVEL

- 01 ENTRANCE
- 02 FEATURE STAIRCASE
- 03 INTEGRATED SEATING
- 04 OPEN WORKSTATIONS
- 05 BREAKOUT AREA
- 06 KITCHENETTE
- 07 SERVER/PRINTER
- 08 POWDER ROOM
- 09 MEETING CORNER
- 10 COURTYARD

INTERNAL AREA	1944 SQFT
OUTDOOR AREA	241 SQFT
TOTAL AREA	2185 SQFT
LEVELS	L29 (Office/Storage Level) L30 (Terrace)
DEDICATED PARKING	5 SPOTS



PENTHOUSE LOFT
(UNIT-2905)
FLOOR PLAN



UPPER LEVEL (THE NEST)

- 09 FEATURE STAIRCASE
- 10 DOUBLE HEIGHT VOID
- 11 BUSINESS QUARTER
- 12 RESTING DEN
- 13 KITCHENETTE
- 14 WARDROBE
- 15 FLEXIBED
- 16 POWDER ROOM & SHOWER
- 17 MOTORIZED BLINDS
- 18 TV



PENTHOUSE LOFT
(UNIT-2987)
CONFIGURATIONS

LOWER LEVEL



UPPER LEVEL



INTERNAL AREA	3192 SQFT
OUTDOOR AREA	512 SQFT
TOTAL AREA	3704 SQFT
LEVELS	L29 (Office Extension Level) L30 (The Nest)
DEDICATED PARKING	7 SPOTS

LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRINTER
- 04 MEETING ROOM
- 05 FEATURE STAIRCASE
- 06 INTEGRATED SEATING
- 07 OPEN WORKSPACE
- 08 SHELVING/STORAGE UNIT
- 09 PANTRY
- 10 BREAKOUT AREA
- 11 POWDER ROOM
- 12 COURTYARD

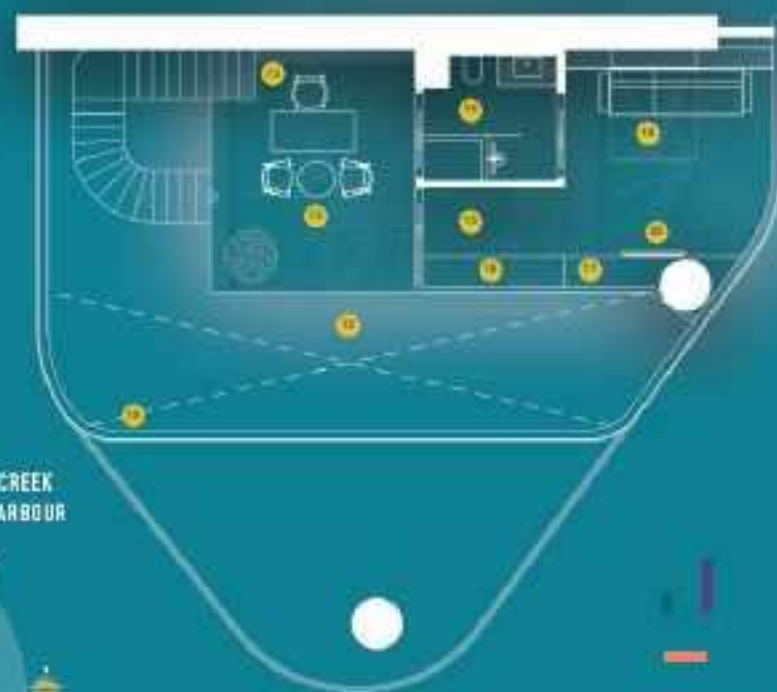
UPPER LEVEL (THE NEST)

- 13 DOUBLE HEIGHT VOID
- 14 MEETING ROOM
- 15 BUSINESS QUARTER
- 16 COFFEE COUNTER
- 17 GAME CORNER
- 18 POWDER ROOM & SHOWER
- 19 RESTING DEN
- 20 FLEXIBED
- 21 KITCHENETTE
- 22 WARDROBE
- 23 MOTORIZED BLINDS
- 24 TV

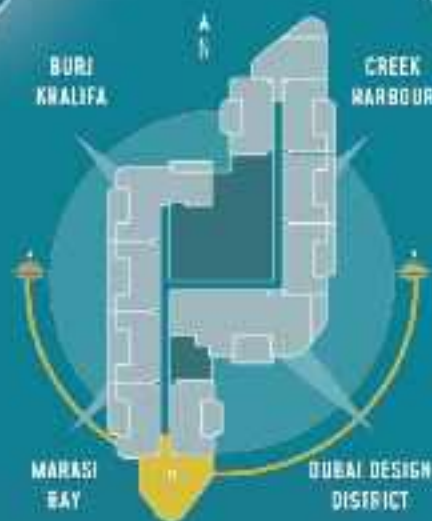
PENTHOUSE LOFT (UNIT-2911) CONFIGURATIONS



LOWER LEVEL



UPPER LEVEL



LOWER LEVEL

- 01 ENTRANCE
- 02 FEATURE STAIRCASE
- 03 SERVER/PRINTER
- 04 RECEPTION
- 05 INTEGRATED SEATING
- 06 OPEN WORKSTATIONS
- 07 KITCHENETTE
- 08 POWDER ROOM
- 09 BREAKOUT AREA
- 10 MEETING ROOM
- 11 COURTYARD

UPPER LEVEL (THE NEST)

- 12 DOUBLE HEIGHT VOID
- 13 BUSINESS QUARTER
- 14 POWDER ROOM & SHOWER
- 15 RESTING DEN
- 16 KITCHENETTE
- 17 WARDROBE
- 18 FLEXIBED
- 19 MOTORIZED BLINDS
- 20 TV

INTERNAL AREA	2009 SQFT
OUTDOOR AREA	342 SQFT
TOTAL AREA	2351 SQFT
LEVELS	L29 (Office/Corporate Level) L30 (The Nest)
DEDICATED PARKING	5 SPOTS



PENTHOUSE
LOFTS

LOFT

PRESIDENTIAL LOFT

(5800 SQFT)

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.



PRESIDENTIAL LOFT



LOWER LEVEL

- 01 ENTRANCE
- 02 RECEPTION
- 03 PRIVATE OFFICE
- 04 OPEN WORKSTATIONS
- 05 POWDER ROOMS
- 06 KITCHENETTE
- 07 BREAKOUT AREA
- 08 INTEGRATED SEATING
- 09 FEATURE STAIRCASE
- 10 FOCUS ROOM
- 11 MEETING ROOM
- 12 COURTYARD
- 13 SHELVING/STORAGE UNIT

INTERNAL AREA	5128 SQFT
OUTDOOR AREA	672 SQFT
TOTAL AREA	5800 SQFT
LEVELS	L29 (Open Office Level) L30 (The Loft)
DEDICATED PARKING	10 SPOTS



PRESIDENTIAL LOFT



UPPER LEVEL (THE NEST)

- 13 FEATURE STAIRCASE
- 14 DOUBLE HEIGHT VOID
- 15 GAME CORNER
- 16 BUSINESS QUARTER
- 17 RESTING DEN
- 18 WARDROBE
- 19 POWDER ROOM & SHOWER
- 20 FLEXIBED
- 21 KITCHENETTE
- 22 PRIVATE MEETING ROOM
- 23 CIGAR LOUNGE WITH HUMIDOR
- 24 MOTORIZED BLINDS
- 25 TV





THE ONE & ONLY. YOU'VE ARRIVED

Perched at the peak, the Presidential Loft Office is a double-height haven featuring an expansive, all-glass, open space with a cigar lounge, private meeting room, and resting suite. A seamless blend of work and life at the very top.



MATERIAL SELECTION

Function, form, and the living touch...the perfect ingredients for the HQ Modular Collection.



MODULAR COLLECTION FURNITURE MATRIX

Fully adaptable pieces,
designed for your work style.

MODULAR ELEMENTS



WORK



FOCUS



LIVE



BREATHE



INTRODUCING THE HQ DESK CORPORATE CONCIERGE SERVICES

Powered by Cushman & Wakefield Core

A strategic partnership between **IRTH and Cushman & Wakefield Core** brings global expertise and enterprise-grade services into Dubai's first hospitality-branded office building.

The HQ desk will provide enterprise-class concierge services directly into HQ, enabling founders, lean teams, and established businesses to work faster, smarter, and with fewer friction points from day one.



CUSHMAN &
WAKEFIELD

CORE

YOUR HQ DESK SERVICES

Access a full suite of services designed to keep your business moving fast, efficiently, and without distraction and elevate your workday with seamless support and instant resources.

- More than just a workspace
- A receptionist to answer your calls
- A team to delegate to
- IT support



PROFESSIONAL CALL HANDLING

A local phone number with dedicated receptionist support, so you never miss an important call, without the added cost of hiring a helpdesk. Also, enjoy access to 24/7 voicemail to email.

HIGH-SPEED INTERNET EVERYWHERE

Secure, lightning-fast Wi-Fi with a unique password that follows you throughout the building.

FULL SUPPORT TEAM

Office Assistant, Receptionist, Secretary, dedicated Account Manager, IT Enablers available to assist your business.

ON-SITE TECH SUPPORT

Dedicated IT assistance and a responsive team, ready to solve issues instantly.

SMART BOOKINGS MADE EASY

Advanced system to reserve premium co-working zone, meeting rooms, and private pods effortlessly.

MAIL AND COURIER MANAGEMENT

Professional handling of incoming and outgoing mail, deliveries, and parcel logistics to streamline operations, ensure security, and free up staff to focus on core business activities.

ADD-ON SERVICES

Add-ons with extra charges



CRANK Studio

Housekeeping Services

Laundry, Dry-cleaning and Alteration

Personal Services, from Fitness to Shopping

Accommodation, Storage and Event Spaces

Chef Services

Food and Beverage Services

Assistant/Secretarial

Air and Land Transportation Services

Off-site Restaurant Reservations

Florist Services

Tour Organisations



ROVE CONNECT

Your new office promises exclusive perks and benefits.



HQ OWNERS ENJOY

Discount on hotel room rates at Rove Hotels for business guests, partners, or extended stays.

Tenants at HQ get preferred rates for long-stay accommodation at Rove Hotels.

Special F&B offers across Rove cafés and lounges - whether you're a resident, tenant, or a hotel guest.

HQ investors/tenants enjoy special rates for future Rove branded projects.

Investors and tenants access priority information for launches/community events, etc.

HQ desk can facilitate transport logistics, relocations, short-term accommodation in sync across the Rove Hotels network.

PROJECT DETAILS

PROJECT NAME

HQ by Rove

DEVELOPER

IRTH Urban Development LLC

BRAND

Rove Hotels

PLOT AREA

76,838 SQFT

GROSS FLOOR SIZE

~22,500 SQFT

TOTAL OFFICE FLOORS

23

TOTAL MODULAR UNITS PER FLOOR

Up to 22 units

TOTAL AMENITIES AREA

120,000 SQFT

Amenities make 28% of the project

TOTAL PARKING BAYS:

988 ACROSS 8 FLOORS

1 parking per modular unit

Additional visitor & valet parking

Dedicated EV charging stations

Dedicated bicycle parking

TOTAL NUMBER OF ELEVATORS: 21

Destination controlled high-speed

passenger lifts: 14

Shuttle Lifts: 5

Service Lifts: 2

SERVICE CHARGES: AED 24 APPROX.

Special pass for gym and Reset 16

ANTICIPATED HANDOVER DATE

Q1 2029



CONSULTANTS

ID TEAM

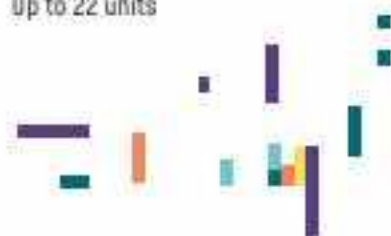
zebra

LANDSCAPE ARCHITECT

studioCREATE.
Landscape Architecture

ART TEAM

studio 'eel
Art Consultancy



CONVENIENT PAYMENT PLAN

Enjoy a mortgage-friendly
payment plan.



15%

Down Payment

5%

on 1st of November 2025

5%

on 1st of April 2026

5%

on 1st of September 2026

5%

on 1st of February 2027

5%

on 40% construction
progress*

On or before
1st of December 2027

5%

on 60% construction
progress*

On or before
1st of May 2028

5%

on 80% construction
progress*

On or before
1st of November 2028

50%

on completion

HQ
— by —
ROVE
MARASI BAY

DEVELOPED & BROUGHT TO YOU BY
IRTH

All information, plans, renderings, images, and specifications included in this brochure are for illustrative and indicative purposes only. IRTH Group reserves the right to make changes, revisions, or substitutions as it deems appropriate and without prior notice. This document does not constitute an offer, contract, or warranty of any kind.