

R O V E

HOME

MARASI DRIVE

DEVELOPMENT BY  
IRTH



# ABOUT THE BRAND

R O V E  
H O T E L S

Embrace Rove's forever-young spirit at Rove Home, where inspiring design and vibrant art installations converge with an exceptional location and an extended playlist of life-enhancing amenities that make this residence a complete ecosystem that has everything you'll ever need.

This isn't just where you'll live.  
It's where you'll thrive.





# ABOUT ROVE HOME

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Rove Home residences are an extension of the Rove Hotels brand.

These branded residences are for hassle-free living, with personalised expressions of your ideal living environment. We've handpicked prime locations to ensure you get the very best.

From interiors that uplift and energise, and amenities that are thoughtful and engaging to contemporarily stylish yet cosy apartments, we decided that this is the kind of place where we'd like to live – so we set out to build exactly that.

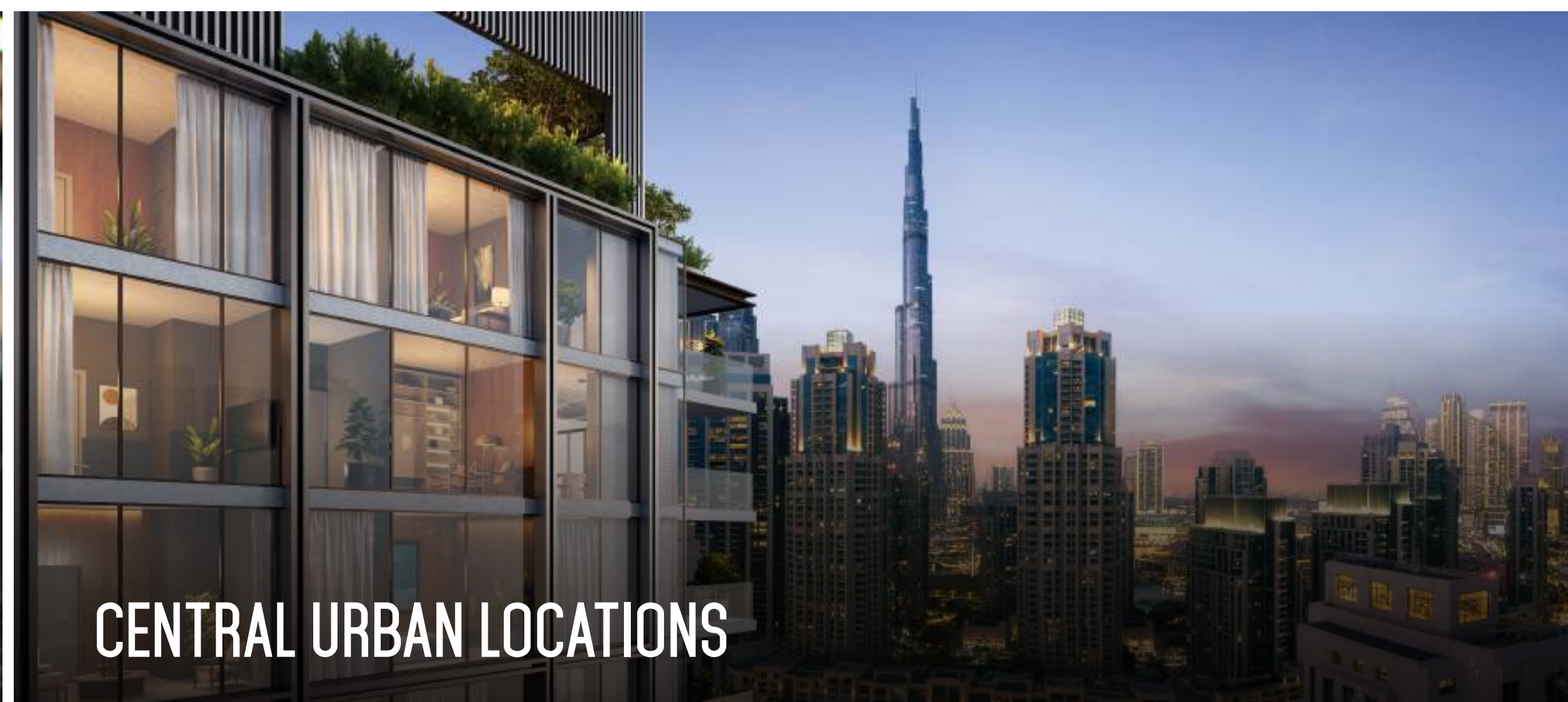
We think you'll agree.



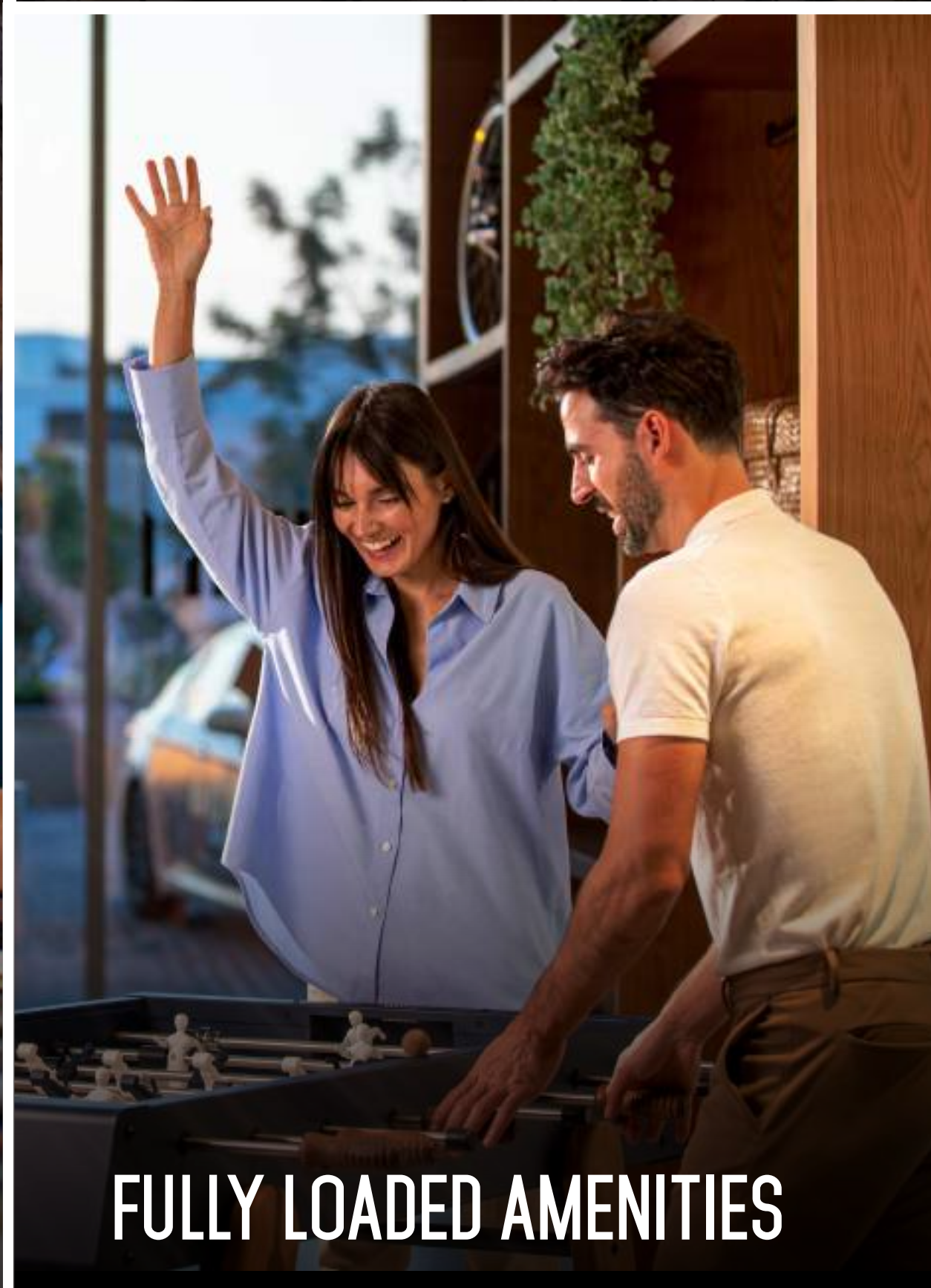




COMMUNITY



CENTRAL URBAN LOCATIONS

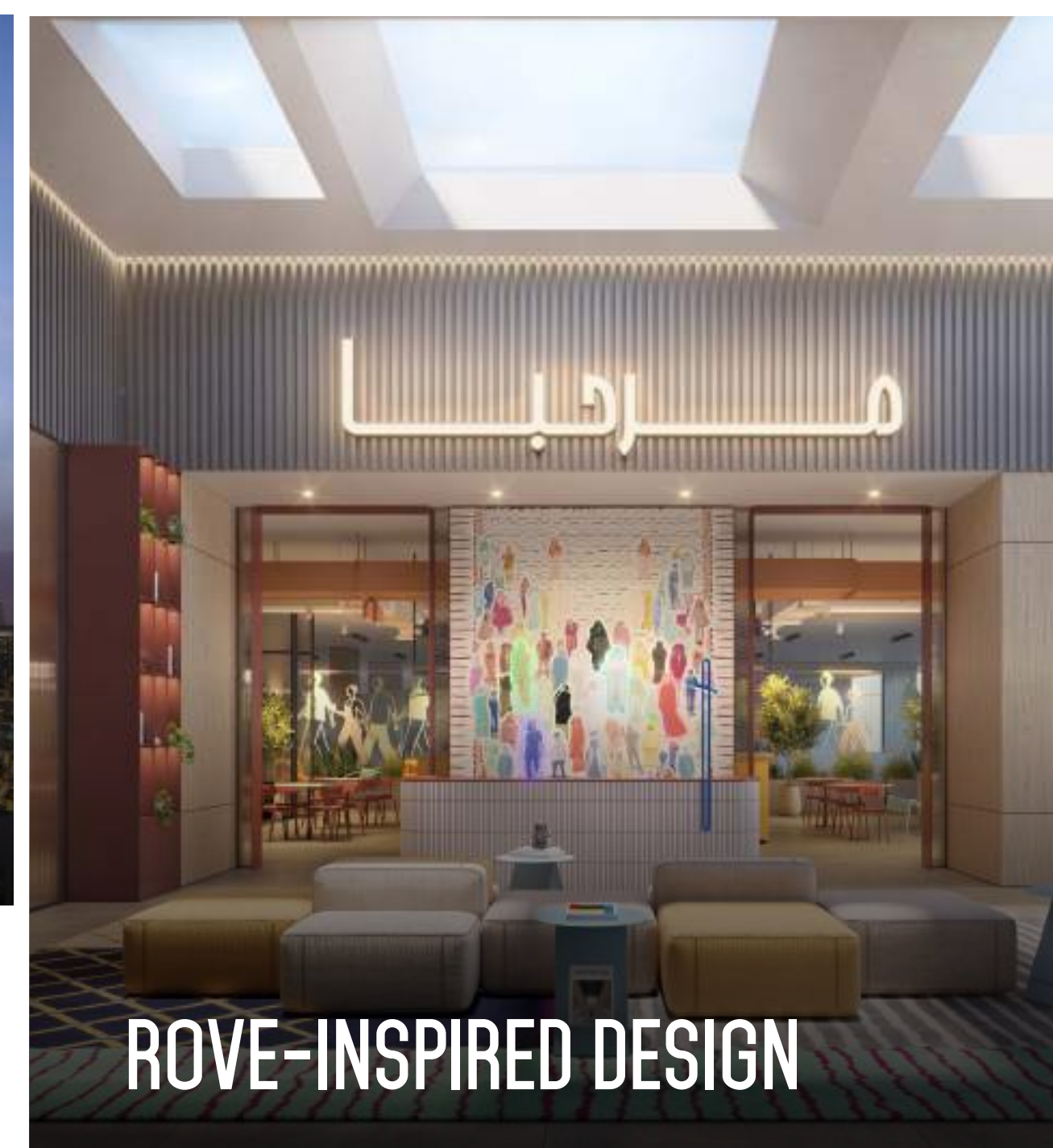


FULLY LOADED AMENITIES

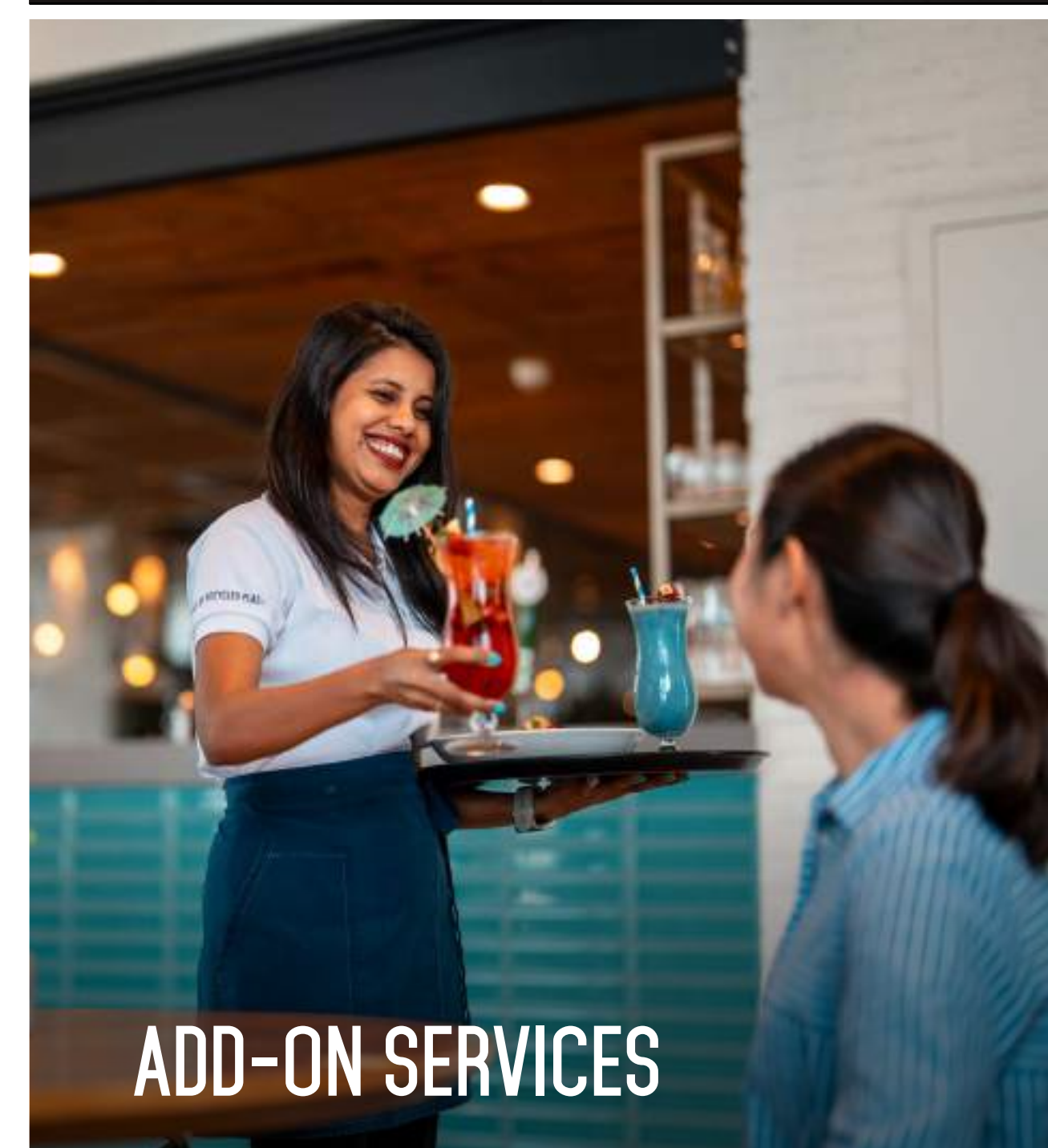
## WHAT MAKES A ROVE HOME?

Experience the difference with Rove Home where modern amenities, trendy interiors, and smart features cater to your unique style.

Rove Home is your destination for artful inspiration and cleverly activated spaces.



ROVE-INSPIRED DESIGN



ADD-ON SERVICES



# ABOUT THE DEVELOPER

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## IRTH

Founded under Alshamsi family, IRTH is a real estate investment platform - based on the philosophy of value creation, innovation and building world-class living experiences.

IRTH's vision is long-term, supported with a proactive approach, swift actions, strong financial backing, and high-quality projects - bridging the gap between ambition and success.

IRTH continues seeking new opportunities and broadening horizons - thriving in any market situation through an extensive land bank and strategic partnerships.

At IRTH, we take pride in offering the best-in-class locations and properties for value-based investment opportunities - setting new standards in the real estate market in the region.

We are IRTH - The Future of Real Estate.





# MARASI DRIVE

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In the heart of Dubai's Business Bay, Marasi Drive offers a captivating canal-side stroll in a vibrant central district, blending residential, commercial, and leisure amenities seamlessly.

Marasi Drive proximity to Downtown Dubai, grants easy access to its iconic attractions, its strategic location ensures seamless connectivity to Al Khail Road and Sheikh Zayed Road, facilitating effortless travel across the city and beyond.





# A HOME FOR THE YOUNG AND YOUNG-AT-HEART

The dynamic essence of Rove comes to life at a new address Marasi Drive, Business Bay. Enjoy an urban living experience beyond the ordinary.

Rove Home offers an array of 40+ amenities spread across 3 dedicated zones at different heights, a floating podium level, sky garden, and the rooftop.

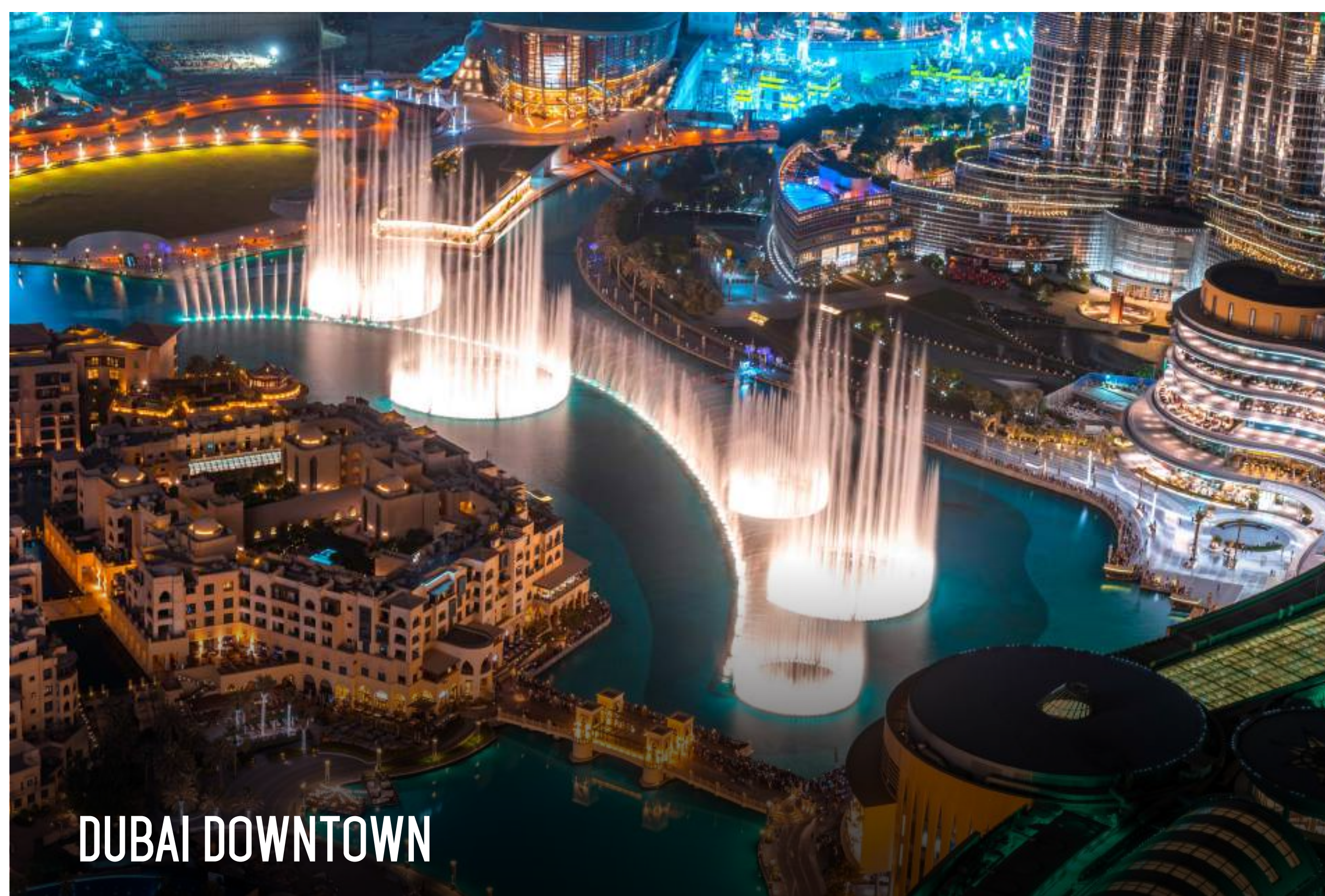
It's not just about a place to live; it's about becoming part of a dynamic and vibrant community, where connections flourish and memories are made.



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DUBAI DOWNTOWN



MARASI PROMENADE

## EXPLORE THE NEIGHBORHOOD

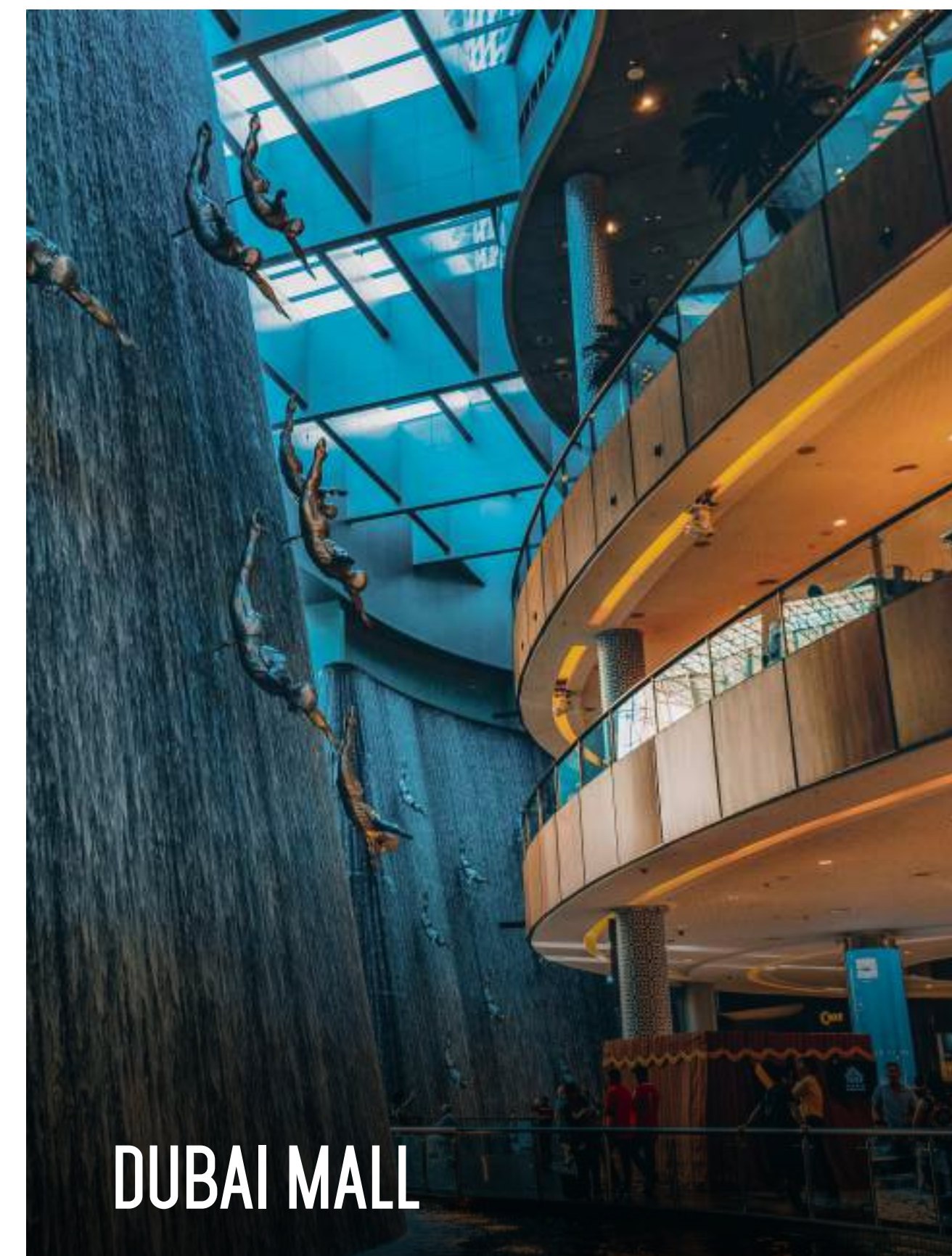
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Embrace urban living at Rove Home Marasi Drive, where connectivity is effortless and convenience is key!

With Dubai's trendiest spots right at your doorstep, explore nearby entertainment and dining experiences in just 15 minutes. Live your best life at Rove Home Marasi Drive!



CITY WALK



DUBAI MALL



# ROVE AROUND THE CITY

- Marasi Promenade [4 mins.]
- Dubai Mall [8 mins.]
- Burj Khalifa [10 mins.]
- The Dubai Fountain [10 mins.]
- Rove Downtown Hotel [10 mins.]
- Dubai Opera [11 mins.]
- Rove City Walk Hotel [12 mins.]
- City Walk [12 mins.]
- DIFC [12 mins.]
- Coca Cola Arena [14 mins.]
- Dubai International Airport [16 mins.]



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# UNIQUE AND INNOVATIVE

At Rove Home Marasi Drive, you can feel the exhilaration in the atmosphere! We’ve expertly crafted an urban oasis where captivating design, vibrant art, and cutting-edge technology come together seamlessly.

Our commitment to shaping a space that tickles your artistic sensibilities and ignites your love for innovation is unparalleled. It’s a place that would surely excite and delight Rovers like no other!



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# EXPANDABLE LIVING SOLUTIONS



Live in the future, today.

Designed to embody Rove’s unique look and feel, the interiors will feature intelligent and modular living solutions by ORI, never seen before in UAE and the region.

ORI introduces a revolutionary solution to apartment living, where space is not just a constraint but an opportunity.

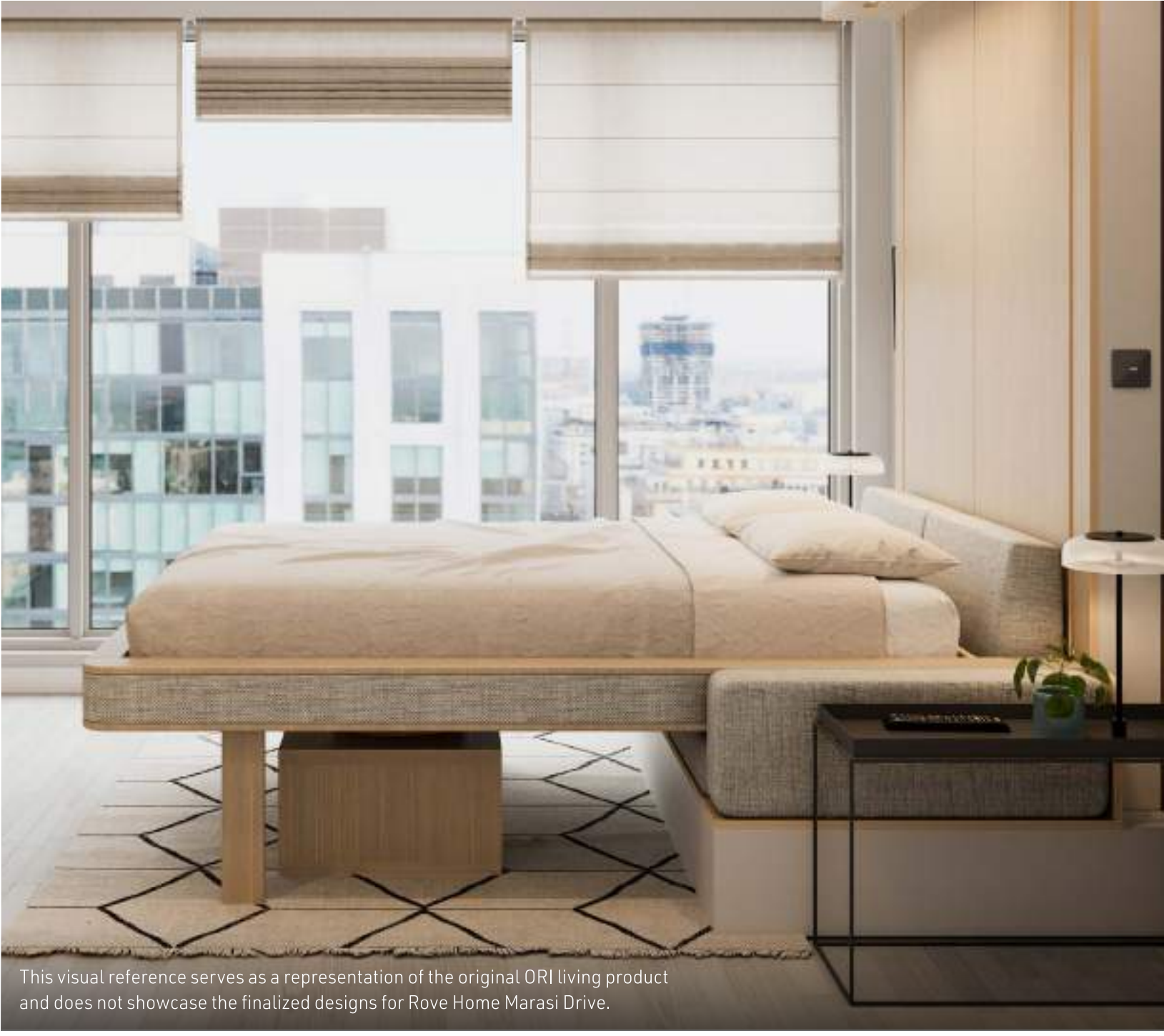
- Simple
- Safe
- Effortless



This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.



This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.



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# SMART LIVING READY

Combining aesthetics with functionality, all units will be **compatible with Google and Alexa digital home solutions** for ultimate convenience.

Experience the future of living with seamless integration of smart technology, allowing you to control your home with just your voice.

Enjoy the ease of managing your home's lighting, temperature, and entertainment systems effortlessly.



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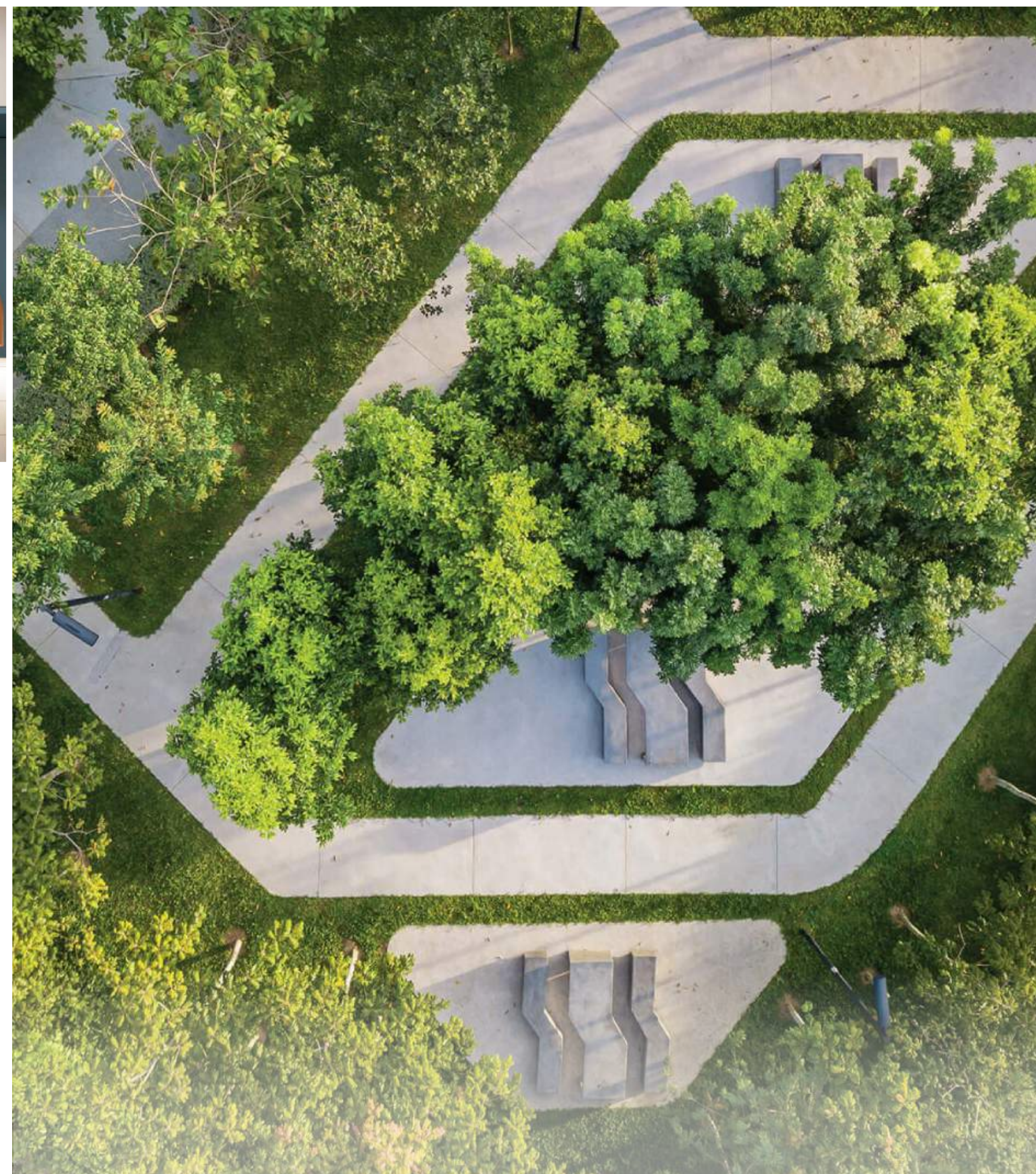




## DESIGN THAT DELIGHTS

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Rove Home's contemporary design comes to life with inviting interiors designed by Zebra and artistic accents from Studio Feel, creating a harmonious blend of urban style and lush greenery that offers a refreshing take on city living.









# INSPIRED INTERIORS



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# WHERE A VIBRANT COMMUNITY AWAITS

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Enjoy exclusive perks across all Rove properties as a Rove Home Owner!

From complimentary access to amenities to special discounts on services, your membership in the Rove community opens doors to a world of benefits.

Immerse yourself in a dynamic urban lifestyle at Rove Home, where lush greenery and top-notch amenities elevate everyday living. From coworking areas to social hubs, the Rove community fosters seamless interactions, forging lasting relationships and enriching daily life.







## 50+ AMENITIES ENDLESS ENTERTAINMENT

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Get ready for an electrifying journey!

Jump into our lively space packed with features that will make your heart race, from buzzing coworking spaces to adrenaline-pumping arcade zones.

Challenge your pals at sports courts, try your hand at Pickleball, dive into Aqua Cycling, lounge at the Urban Beach Pool, make a splash in both indoor and outdoor pools, and elevate your experience to new heights at our Sky Garden oasis where the sky is the limit!



# GROUND LEVEL INDOOR



Rove Café



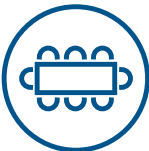
Convenience Store



Coworking Space



Soundproof Meeting Pods



Private Meeting Rooms



Outdoor Terrace



Double Height Lobby Lounge







# LOBBY

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# PODIUM LEVEL INDOOR



Multi-purpose  
Room (with Kitchen)  
(rentable)



Monkey Bars



Karaoke Room



Hammock  
Movie Lounge



Arcade Games



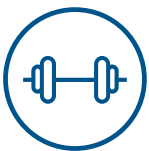
Climbing Wall



MultiBall  
Interactive Gaming  
(50 + apps)



Indoor Lounge



Fully Equipped  
Gym



Playstation Deck



Gaming Lounge  
(Foosball, Shuffleboard  
Table, Pool Table,  
Table Tennis)



Guest Rooms  
(rentable)



Changing  
Rooms





# PODIUM LEVEL OUTDOOR



Urban Beach Pool



Cascading Leisure Pool



20M Integrated Lap Pool



Outdoor Gaming Terrace



Sun Lounging Deck



Yoga Lounge



Aqua Cycling



Outdoor Coworking Space



Open-Air Gym



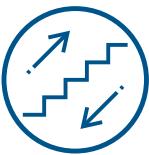
Rove Beverage Truck



Cabanas with Daybeds



Outdoor Multi-purpose Terrace (rentable)



Feature Staircase for Urban Connection



Sunken Gardens



Jacuzzi







# URBAN BEACH POOL

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# SUNKEN GARDENS

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# SKY GARDEN INDOOR



Indoor  
Lap Pool



Wellness Features  
(Steam Room & Sauna)



Changing Rooms







# INDOOR LAP POOL

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# SKY GARDEN OUTDOOR



Padel Pong



Sun Lounging  
Deck



Outdoor Cinema



Bouldering Wall



Ping Pong in  
a Tube



Amphitheatre



Communal Dining  
Tables



Suspended  
Lounging Nets



Lush  
Landscape



Running Wheel



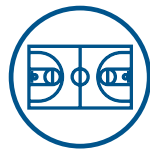
Chess Tables



Climbing Wall



Outdoor  
Coworking Space



Multi-purpose Court  
(Basketball, Pickleball  
& Mini Football Court)





# ROOFTOP



Stargazing Point  
(Telescope)



BBQ Terrace



Outdoor Kitchen



Cabanas with  
Daybeds



Lounging Space



Viewing Deck  
with Swings



Sunken Seating



Firepit



Allotment Gardens



Gathering Tables





R O V E

HOME

MARASI DRIVE

DEVELOPMENT BY  
IRTH