

URBAN HORIZON



ARETE

Where Urban  
Sophistication  
Meets  
Comfort



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A modern haven in Arjan, where elegance meets urban convenience.

## 02. The Location

Seamlessly connected, vibrantly growing, and perfectly serene.

## 03. The Project

A contemporary masterpiece redefining sophisticated urban living with style and function.

## 04. The Interiors

Thoughtfully designed spaces featuring high-end finishes, natural harmony, and seamless flow.

## 05. The Amenities

Curated selection of lifestyle-enhancing facilities, designed for elevated living.

## 06. The Developer

A visionary brand delivering innovation, craftsmanship, and excellence.

# A New Landmark in Luxury Living

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Rising in the heart of **Arjan, Urban Horizon** redefines modern living with its seamless blend of sophistication, comfort, and convenience.

Designed for those who appreciate **timeless elegance** and **contemporary functionality**, it offers refined spaces, premium amenities, and **effortless connectivity**—creating a lifestyle that is both elevated and inspiring.





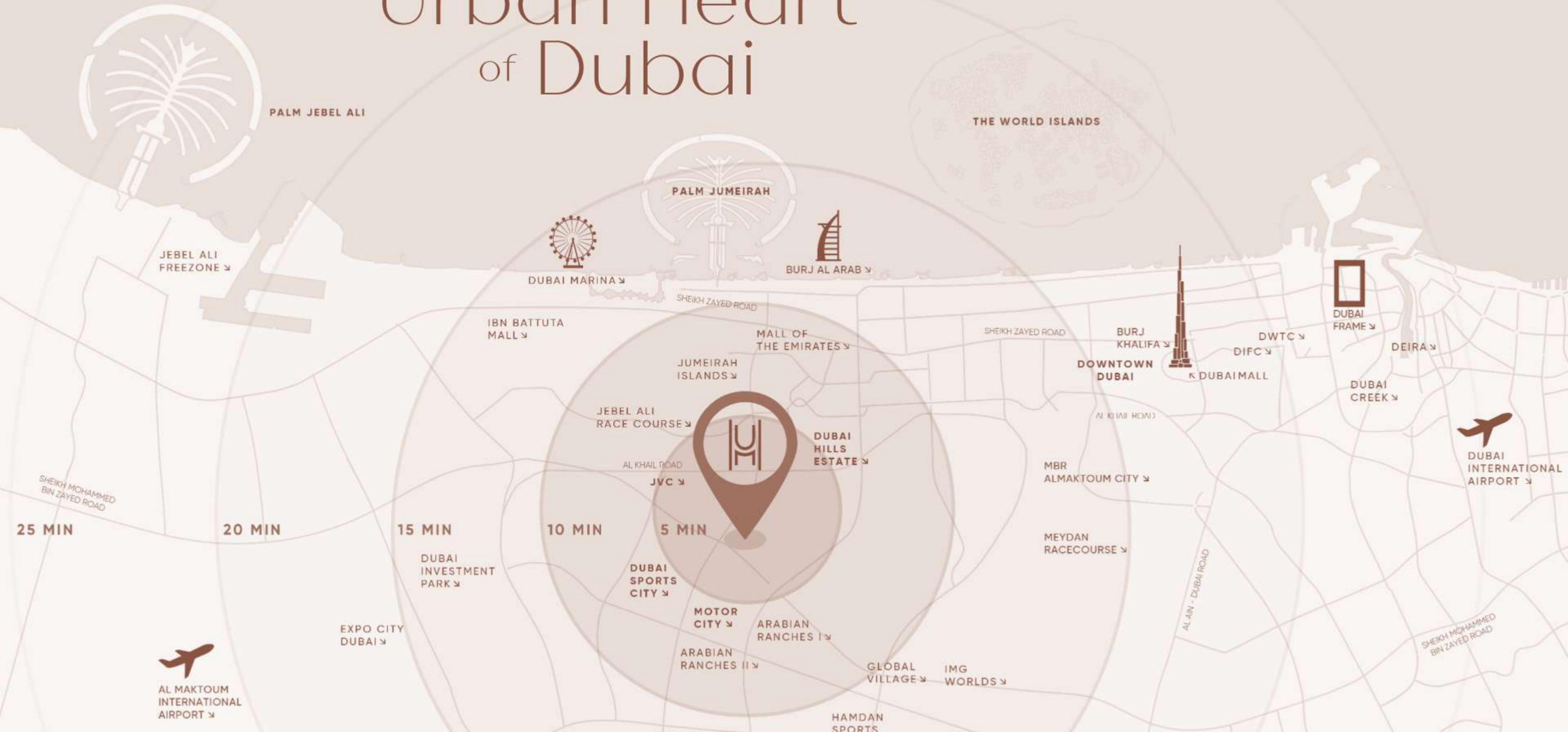
## The Crossroads of Convenience

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Situated in the vibrant **Dubai Land district**, Arjan offers seamless access to **Sheikh Mohammed Bin Zayed Road** and **Umm Suqeim Road**, linking you to **Dubai Hills, Downtown Dubai, and Dubai Marina** in minutes.

Surrounded by **lush parks, premium retail, and top-tier amenities**, Arjan is a vibrant community where **connectivity meets convenience**.

# At the Urban Heart of Dubai



# Seamlessly Connected, Perfectly Positioned

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Nestled in the heart of **Arjan, Urban Horizon** offers the perfect balance between urban convenience and serene living.

From top-tier schools and renowned healthcare to world-class shopping and vibrant entertainment, convenience is always within reach – offering a lifestyle of balance and ease.



# Effortless Connectivity, Elevated Living





# Redefining Skyline

A masterpiece of modern architecture, seamlessly blending bold design, refined elegance, and ultimate comfort



ARETE



# Your Oasis in the Sky

Expansive views, refined elegance, and unmatched luxury—your private retreat above the city.





## Where Architecture Becomes Iconic

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Rising with purpose and poise, **Urban Horizon** stands tall as a striking new landmark in **Arjan**, with bold architecture and modern design that makes it truly stand out. It's a reflection of the city's energy, style, and progress.

Inside, **every detail** is designed for comfort, convenience, and contemporary living—offering a lifestyle that feels **elevated, effortless, and truly yours**.

# A Community Where Families Thrive

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Designed for **comfort, connection, and well-being**, Urban Horizon offers the perfect setting for families to thrive.

With **lush green spaces, top-tier schools, and premium amenities**, every detail fosters a **safe, vibrant, and enriching** lifestyle.

A place where **memories are made, moments are cherished, and home feels truly special**.





# Project Overview

Name

**URBAN HORIZON**

Location

**ARJAN,  
AL BARSHA SOUTH THIRD**

Developer

**ARETE DEVELOPMENTS**

Building Configuration

**Ground + 3 Podiums  
+ 10 Floors + Roof**

Project type

**RESIDENTIAL**

Anticipated Completion Date

**Q3 2027**

# Unit Overview

	<b>No. of Units</b>	<b>Size Range (sqft.)</b>
Studios	30	From 351.55 to 496.22
1 Bedroom	40	From 675.55 to 1,105.11
2 Bedroom	20	From 1,165.08 to 1,695.41



# Designed for Everyday Comfort

With lush green spaces, premium amenities, and serene surroundings, the home you'll always want to return to—where every day feels effortlessly refreshing.

# A Beacon of Elegance

Glowing against the skyline, this  
architectural masterpiece shines  
brilliantly—even after sunset



A collage of images showcasing a modern apartment and its surrounding environment. The top left image shows a bright living room with a large sofa, a dining area with a round table, and a kitchen with light-colored cabinetry. The top right image is a night view of a modern high-rise building with many windows, surrounded by palm trees and lush greenery. The bottom half of the collage shows a landscaped rooftop terrace with wooden decking, several round tables with chairs, and a woman sitting at one of the tables. The terrace is surrounded by various plants and flowers, and the building's exterior is visible in the background.

An Elevated  
Escape for All

# Your Place of Sophistication and Comfort

Experience the perfect harmony of **sophistication and comfort** in our **studio, 1-bedroom, 2-bedroom, and penthouse residence.**

Crafted with exquisite interiors, seamless layouts, and premium finishes, your home is a sanctuary of **style and serenity.**





Where **Elegance**  
Welcomes **You**



URBAN HORIZON

ARETE



Belgian Modern





Where Productivity  
Meets Possibility





## Smart Storage, Made Simple

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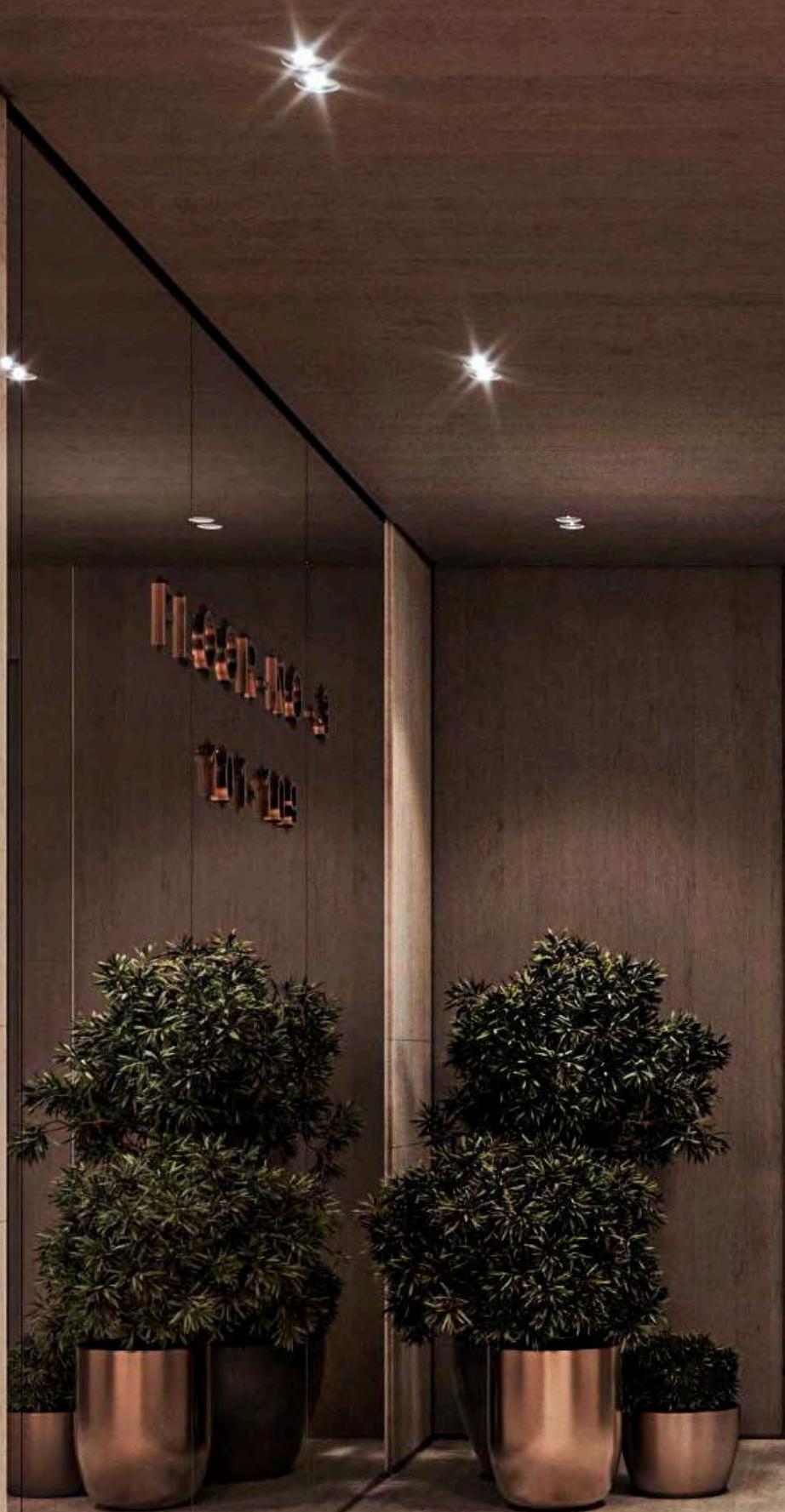
A clean, secure space for everything extra  
—seasonal items, holiday décor, or  
anything you need out of sight but  
close at hand.



Where  
**Serenity**  
Meets  
**Style**

11012

109



A woman and a young child are laughing together on a light-colored sofa. The woman, with blonde hair and a tattoo on her left arm, is wearing a white long-sleeved top. The child, with brown hair, is wearing a white t-shirt. A small, shaggy dog is visible on the right side of the frame. The background shows a textured wall.

Crafted for  
Contemporary  
Living



Studio



Live, Dine, and  
Unwind in Style





Living and Dining



Kitchen



## Study Room

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A quiet, thoughtfully designed space that inspires **focus, productivity, and creativity**, perfect for work or study.

# Laundry Room

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Thoughtfully crafted for modern living,  
combining smart storage, elegant finishes,  
and everyday ease in one  
streamlined space.



Unwind, Rejuvenate,  
and Rise in Comfort





Bedroom



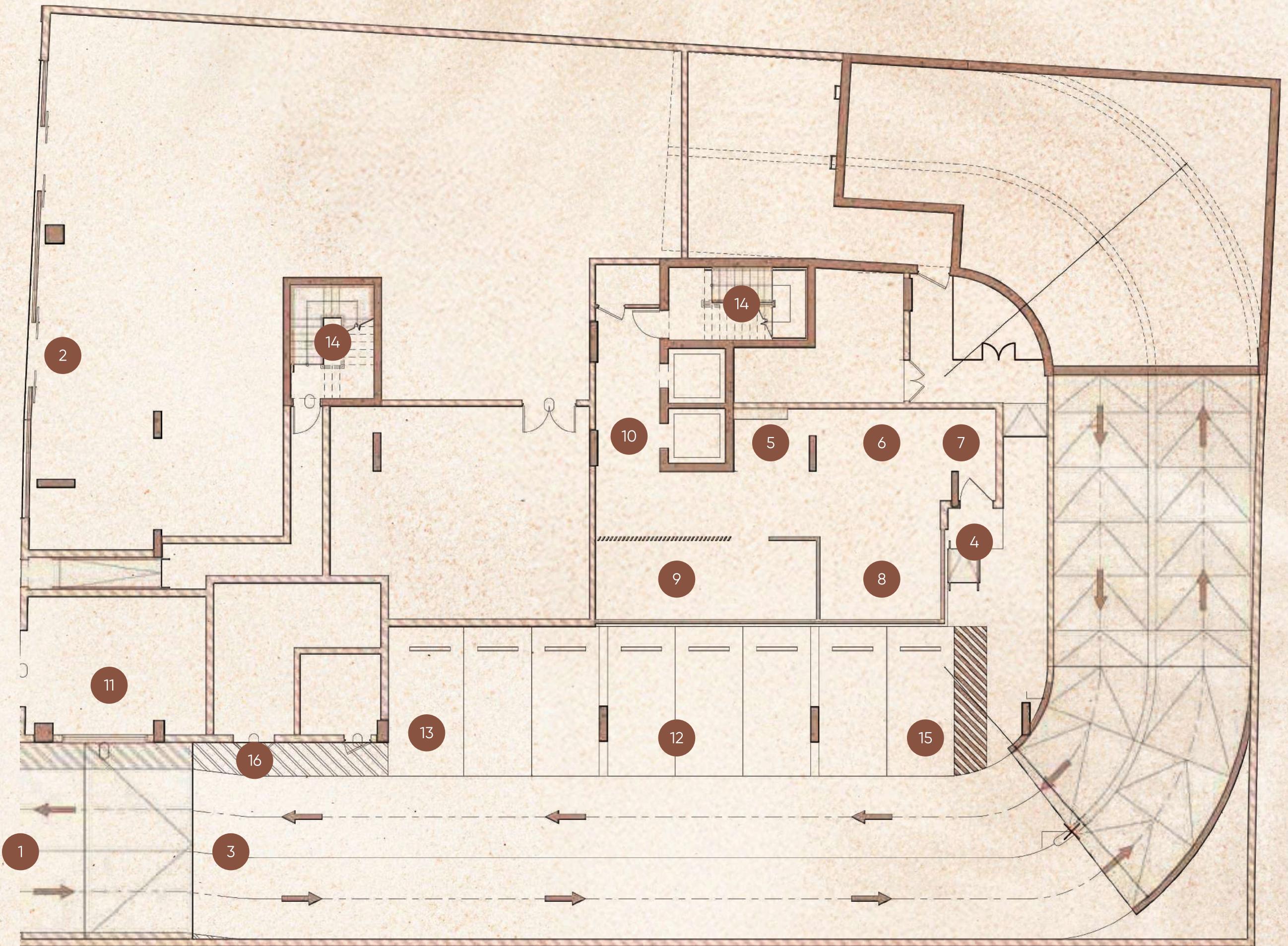


Bathroom



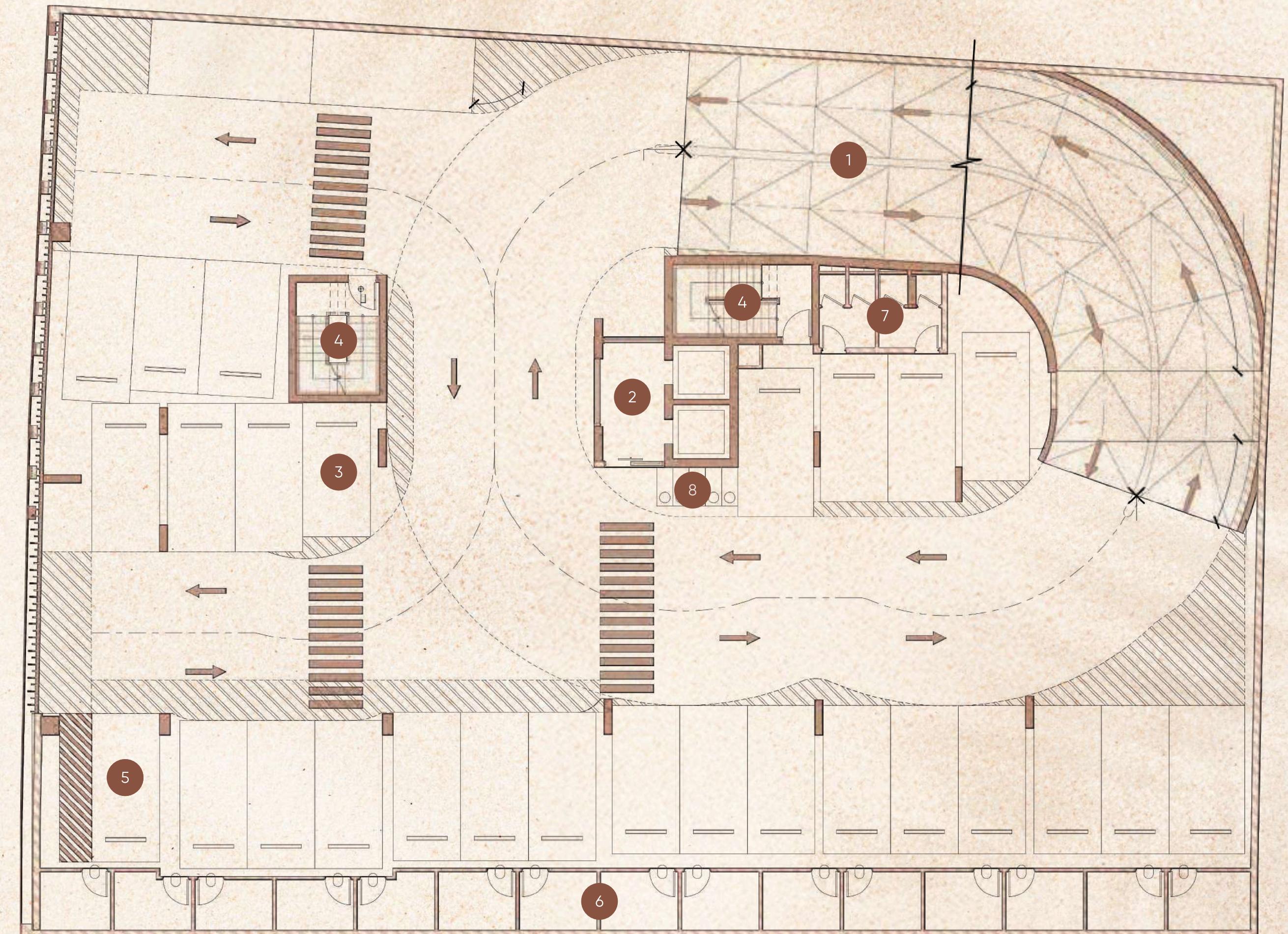
# Ground Floor Plan

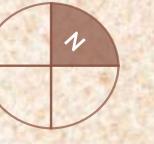
- 1. Main Entrance
- 2. Retail Promenade
- 3. Vehicle Entry/Exit
- 4. Lobby Entrance
- 5. Lobby Reception
- 6. Lobby Lounge
- 7. Lobby Library
- 8. Business Centre
- 9. Co-Working Space
- 10. Lift Lobby
- 11. Substation
- 12. Retail Parking
- 13. EV Charging
- 14. Staircase Access
- 15. Parking for POD
- 16. Cascading Waterfall



# Typical Podium Floor

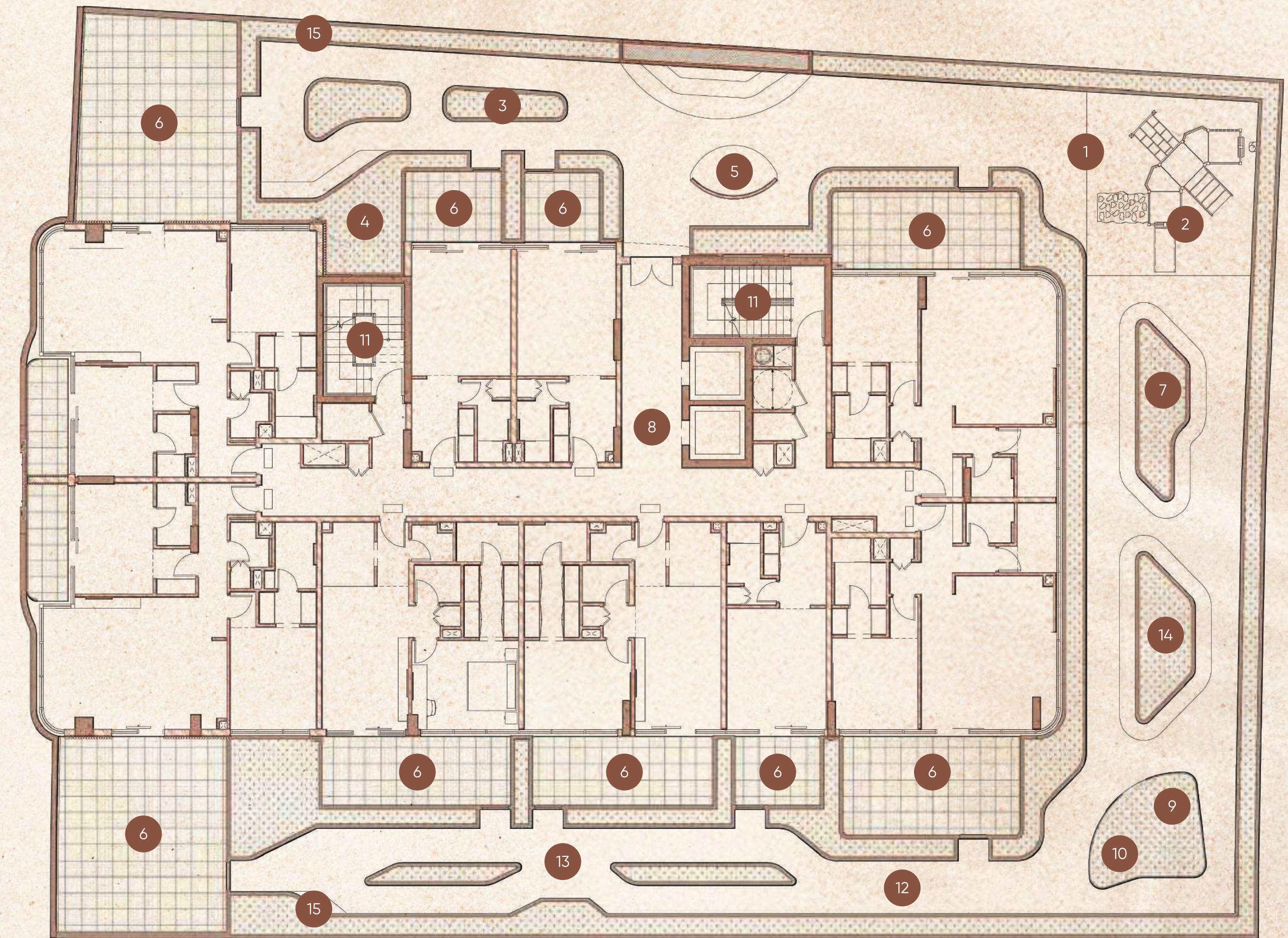
- 1. Vehicle Entry/Exit
- 2. Lift Lobby
- 3. EV Charging
- 4. Staircase Access
- 5. Parking for POD
- 6. Storage Spaces
- 7. Common Washrooms
- 8. Bicycle Parking

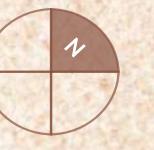




# First Floor Plan

- 1. Outdoor Kids Play Area
- 2. Slide & Glide Zone
- 3. Mini Golf Court
- 4. Basketball
- 5. Outdoor Theatre
- 6. Outdoor Lounge Terrace
- 7. Outdoor Seating Area
- 8. Lift Lobby
- 9. Paw Arcade
- 10. Wag Walk Park
- 11. Staircase Access
- 12. Circulation Path
- 13. Reflexology Path
- 14. Meditation Pods
- 15. Picnic Table
- 16. Edge Planting

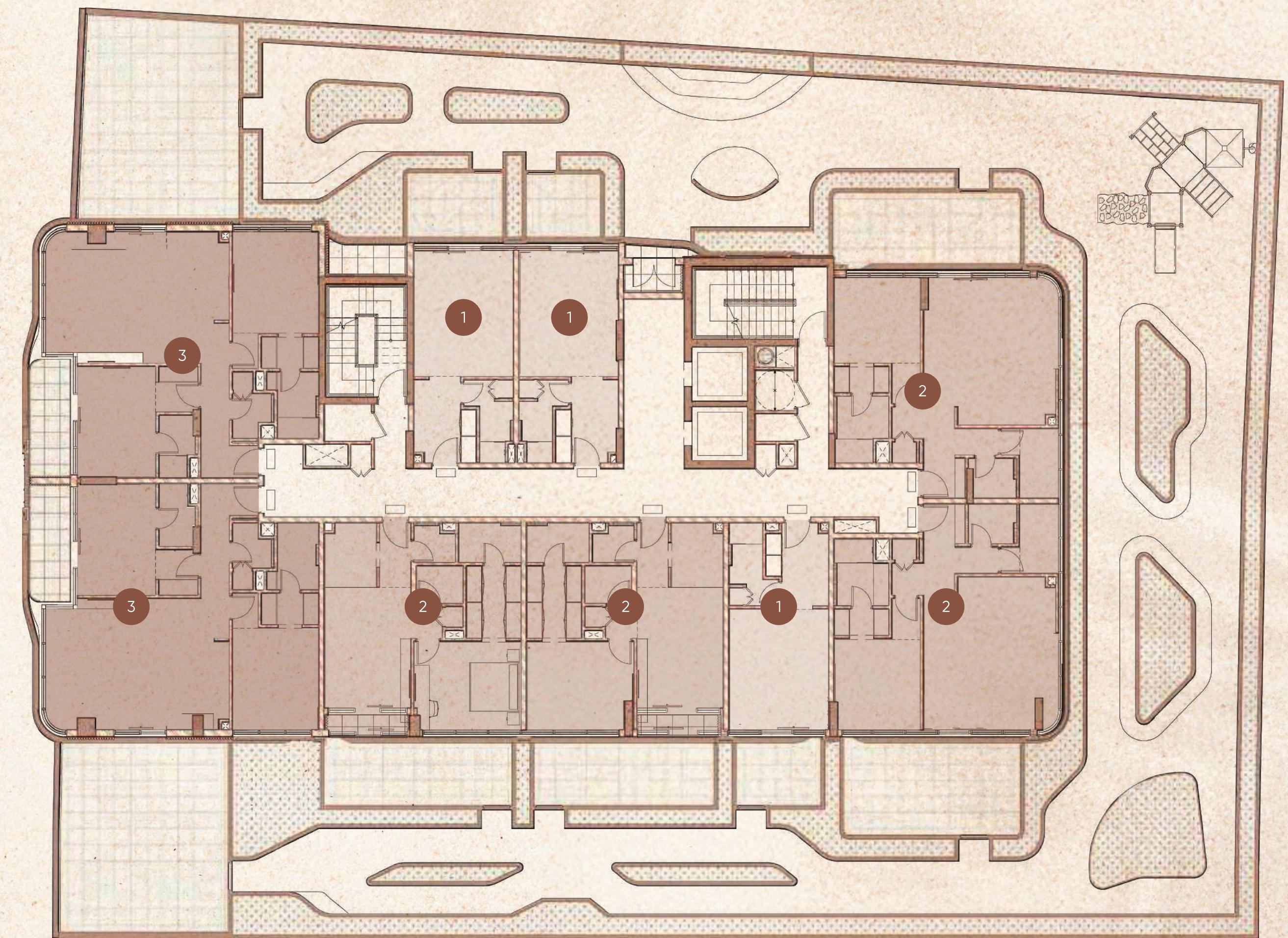




## Typical Floors

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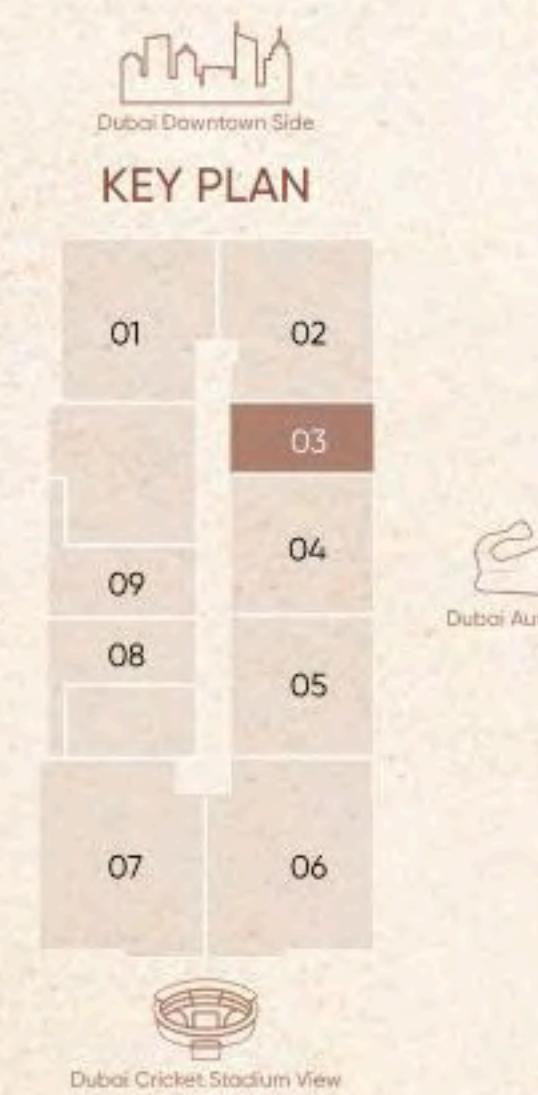
- 1. Studio
- 2. One Bedroom
- 3. Two Bedroom



# U URBAN HORIZON

## Studio | Type B02

SUITE AREA	351.55 sq. ft.	32.66 sq. m.
BALCONY AREA	0 sq. ft.	0 sq. m.
TOTAL AREA	351.55 sq. ft.	32.66 sq. m.

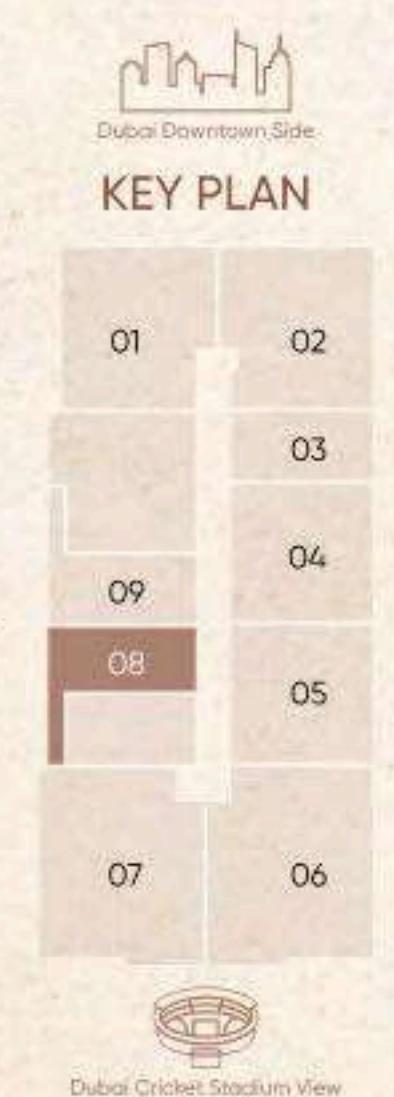


FLOOR PLAN 1. All dimensions are in imperial and metric, and measured from finish to finish excluding construction tolerances. 2. All materials, dimensions, and drawings are approximate only. 3. Information is subject to change without notice, at developer's absolute discretion. 4. Actual area may vary from the stated area. 5. Drawings not to scale. 6. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings. 7. The developer reserves the right to make revisions/alterations, at its absolute discretion, without any liability whatsoever.

# U URBAN HORIZON

## Studio | Type A02

SUITE AREA	365.33 sq. ft.	33.94 sq. m.
BALCONY AREA	42.95 sq. ft.	3.99 sq. m.
TOTAL AREA	408.27 sq. ft.	37.93 sq. m.



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# URBAN HORIZON

## 1 Bedroom | Type C02

SUITE AREA	766.50 sq. ft.	71.21 sq. m.
BALCONY AREA	26.80 sq. ft.	2.49 sq. m.
TOTAL AREA	793.30 sq. ft.	73.70 sq. m.



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# U URBAN HORIZON

## 1 Bedroom | Type A02

SUITE AREA	647.56 sq. ft.	60.16 sq. m.
BALCONY AREA	27.99 sq. ft.	2.60 sq. m.
TOTAL AREA	675.54 sq. ft.	62.76 sq. m.



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# URBAN HORIZON

## 2 Bedroom | Type B02

SUITE AREA	1,011.27 sq. ft.	93.95 sq. m.
BALCONY AREA	77.18 sq. ft.	7.17 sq. m.
TOTAL AREA	1,088.45 sq. ft.	101.12 sq. m.

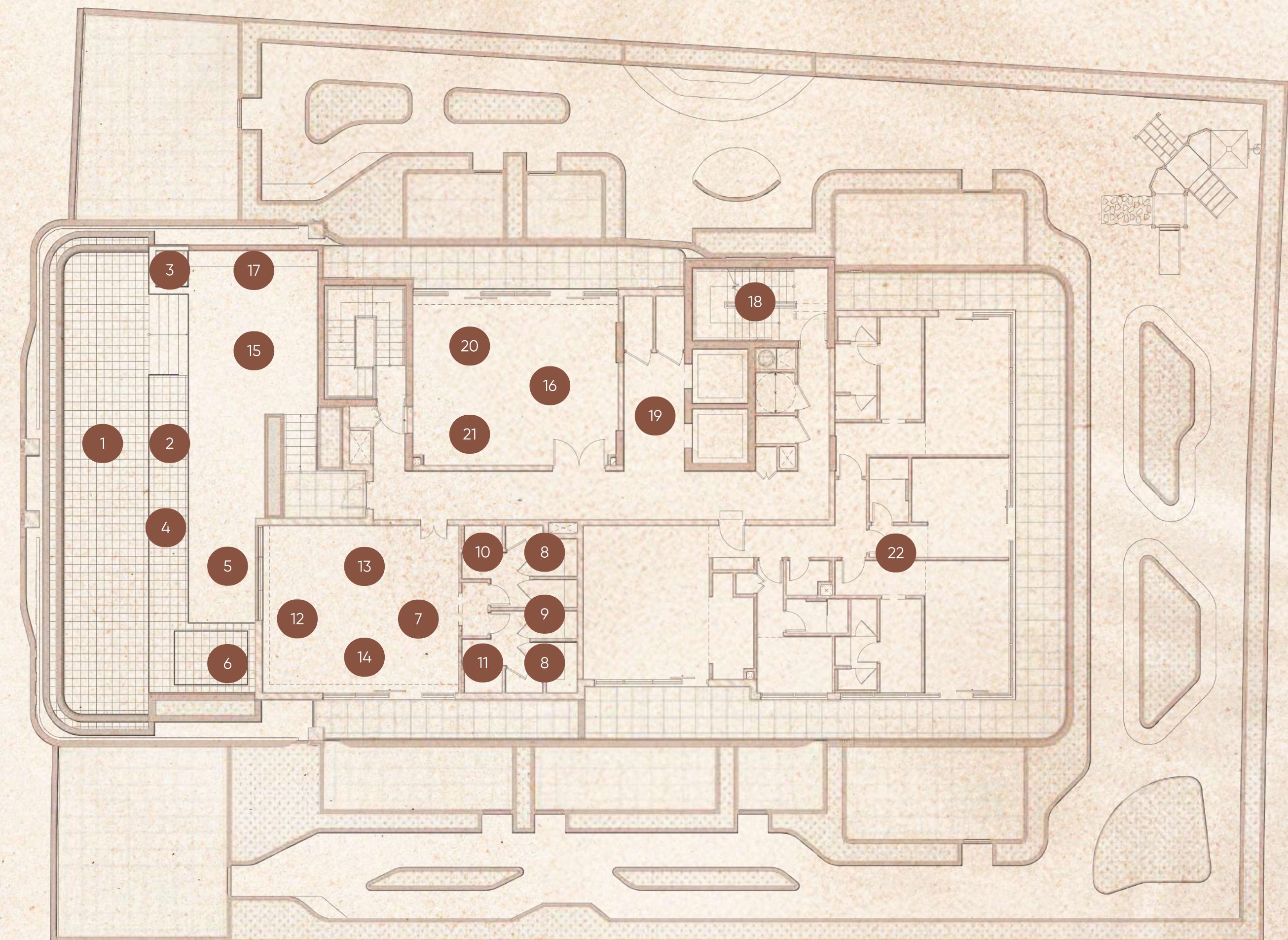


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# Roof Floor Plan

1. Infinity-Edge Leisure Pool
2. Baja Shelf - Lounge Pool
3. Cascading Waterfall
4. Pool Sun Loungers
5. Cabanas
6. Kids Pool
7. Wellness Centre
8. Steam Room
9. Sauna Room
10. Male Changing Room
11. Female Changing Room
12. Gym
13. Fitness Studio
14. Yoga Studio
15. Outdoor Yoga Area
16. Lounge Area
17. Caravan Barbeque Area
18. Staircase Access
19. Lift Lobby
20. Foosball Table
21. Snooker Lounge
22. Penthouse



# Amenities Designed for the Modern Lifestyle

Where comfort meets convenience—enjoy a lifestyle enhanced by world-class amenities



Gym



Infinity  
Swimming Pool



Outdoor Kids  
Play Area



Retail  
Promenade



Branded  
White Goods



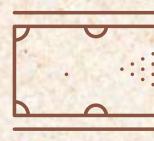
Yoga  
Studio



Co-Working  
Space



Pet's Park



Snooker  
Table



EV Charging  
Station



Business  
Centre



Caravan  
BBQ Area



Steam  
and Sauna



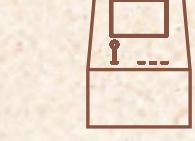
Outdoor  
Theatre



Smart  
Homes



Transportation  
Services



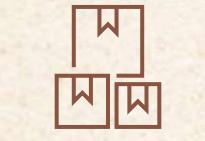
Gaming  
Arcade



Splash Pool



Bicycle  
Parking



Storage  
System



Fitness  
Studio



Lobby  
Library



Meditation  
Pods



Basketball  
Court



Outdoor  
Lounge



Reflexology  
Path



Picnic  
Table



Pool Sun  
Loungers



Cascading  
Waterfall



Cabanas



## Space to grow, play and unwind

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A perfect blend of leisure, relaxation,  
and recreation.

From vibrant kids' play areas to serene  
green spaces and refreshing water  
features, every detail is crafted to  
enhance your lifestyle.

Creating a community where every  
moment is filled with joy and connection.

# Gym

A state-of-the-art fitness space  
designed for strength, wellness, and  
an active lifestyle.



A photograph of a yoga class in progress. In the foreground, a young woman with dark hair tied back is performing a downward dog pose on a black mat. She is wearing a white tank top and white pants. Behind her, several other individuals are also in downward dog, though slightly out of focus. The room is bright with natural light, and there are green plants in the background.

# Yoga and Wellness Centre

A serene retreat designed for  
mindful relaxation, rejuvenation,  
and holistic well-being.

# Recreational Club

Whether it's friendly rivalry over foosball, a relaxed game of snooker, or just lounging with neighbours, this is your everyday getaway— no reservations needed.

A Horizon of  
Blue & Beyond



# Swimming Pool

A serene oasis where refreshing waters and stunning views create the perfect escape for relaxation and leisure.



A  
Playful  
Haven  
for  
Little  
Explorers





# Gather and Grill

A safe and vibrant space where children can play, explore, and thrive—because home is where happiness begins.

A photograph of a modern rooftop dog park at dusk. The park is enclosed by a glass railing and features a wooden deck with a large, red, paw-shaped play structure. The structure has a slide and a tunnel. The deck is decorated with potted plants and flowers. In the background, a city skyline is visible under a purple and pink sky. A large tree branch is in the foreground on the right side.

Paws, Play,  
and Plenty of  
Splash!

Under the Stars,  
Beyond the  
Screen



## Unwind, Connect, and Enjoy

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Experience a world of leisure and luxury  
with thoughtfully curated amenities  
designed for relaxation, recreation, and  
connection.



# Payment Plan

Own Your Home with a Plan That Works for You

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5%

At the time of Booking

15%

Within 30 Days

10%

15th January 2026

10%

15th April 2026

5%

15th July 2026

5%

15th October 2026

50%

On Completion, August 2027

# Post Handover Payment Plan

Own Your Home with a Plan That Works for You

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5%

At the time of Booking

15%

Within 30 Days

10%

15th January 2026

10%

15th April 2026

5%

15th July 2026

5%

15th October 2026

30%

On Completion, August 2027

20%

Post Handover , 1% per month





In ancient Greece, Arete meant more than excellence. It was a way of life—a relentless pursuit of greatness in everything one does.

The architects of that era didn't just build—they created symbols of purpose, beauty, and balance. They believed buildings should move people. Inspire them. Outlast time itself.

At **Arete Developments**, we carry that belief forward. We don't just develop properties—we shape experiences. Each project is our tribute to the timeless values of craft, clarity, and character.

We build not for today, but for generations.  
With intention. With integrity. With soul.

**Arete** isn't just our name. It's the standard we live by.  
**Every day. Every decision. Every detail.**

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**“Built on Excellence.  
Inspired by Legacy.”**

