

URBAN HORIZON



ARETE



Where Urban  
Sophistication  
Meets  
Comfort





# Table of Content

## 01. Introduction

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

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## 02. The Location

Seamlessly connected, vibrantly growing, and perfectly serene.

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## 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.

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## 05. The Amenities

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

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## 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

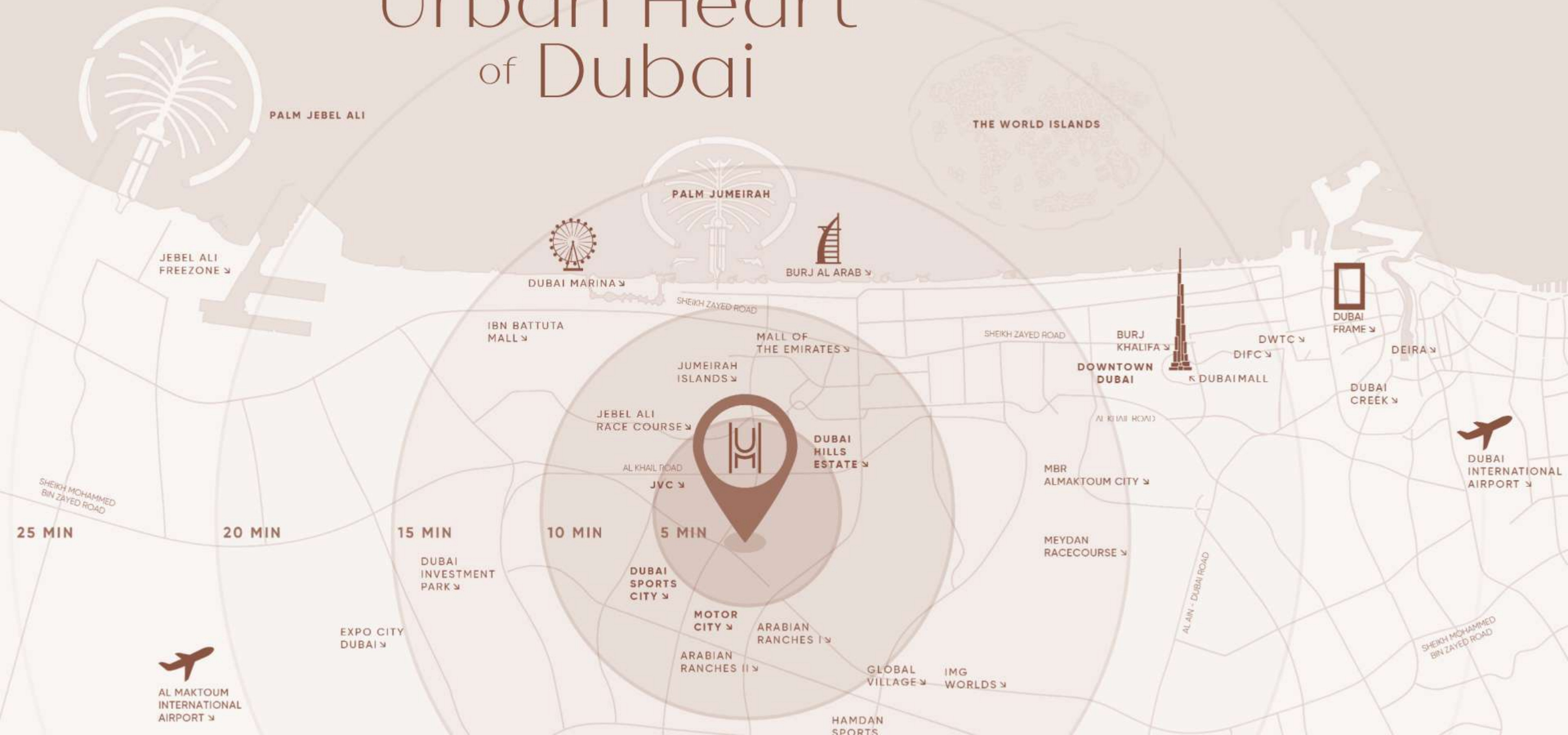
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Situated in the vibrant **Dubai Land district**, **Arjan** offers seamless access to **Sheikh Mohammed Bin Zayed Road and Umm Suqeim Road**, linking you to **Dubai Hills, Downtown Dubai, and Dubai Marina** in minutes.

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







# 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	Location
URBAN HORIZON	ARJAN, AL BARSHA SOUTH THIRD
Developer	Project type
ARETE DEVELOPMENTS	RESIDENTIAL
Building Configuration	Anticipated Completion Date
Ground + 3 Podiums + 10 Floors + Roof	Q3 2027

# Unit Overview

	No. of Units	Size Range (sqft.)
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







An Elevated  
Escape for All



# Your Place of Sophistication and Comfort

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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





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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



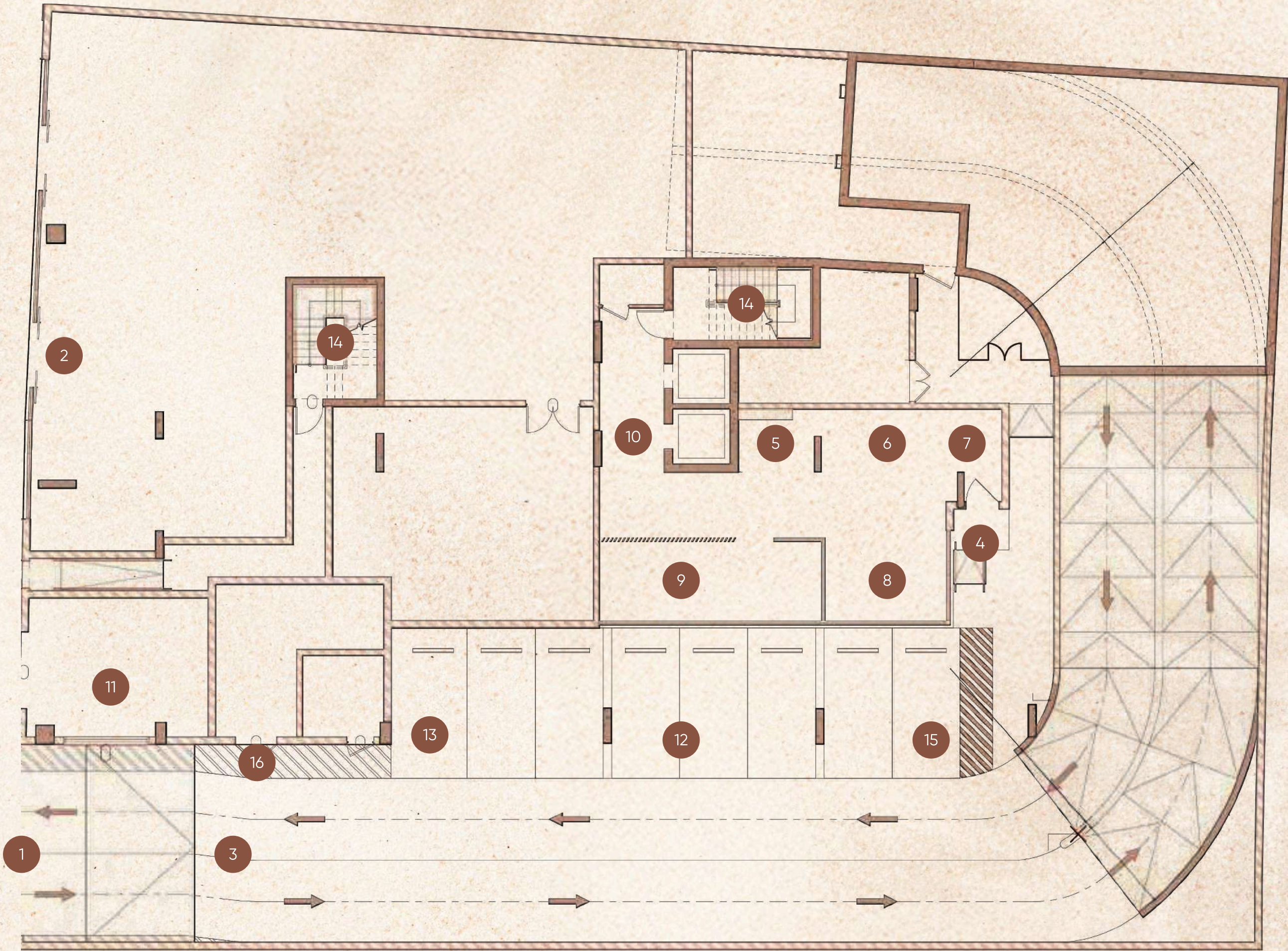




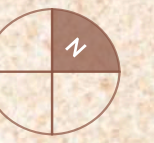


# Ground Floor Plan

- 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

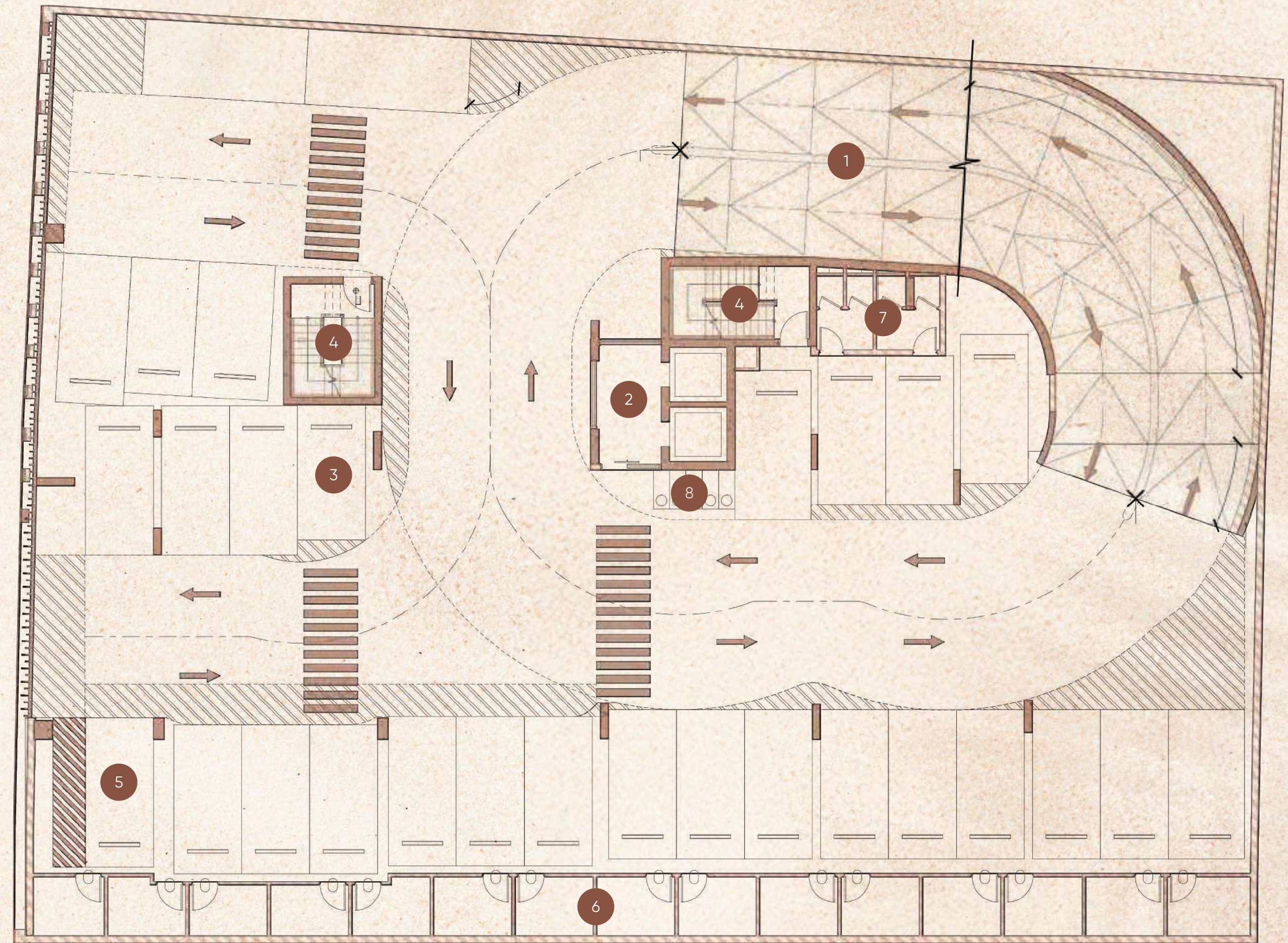






# Typical Podium Floor

- 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

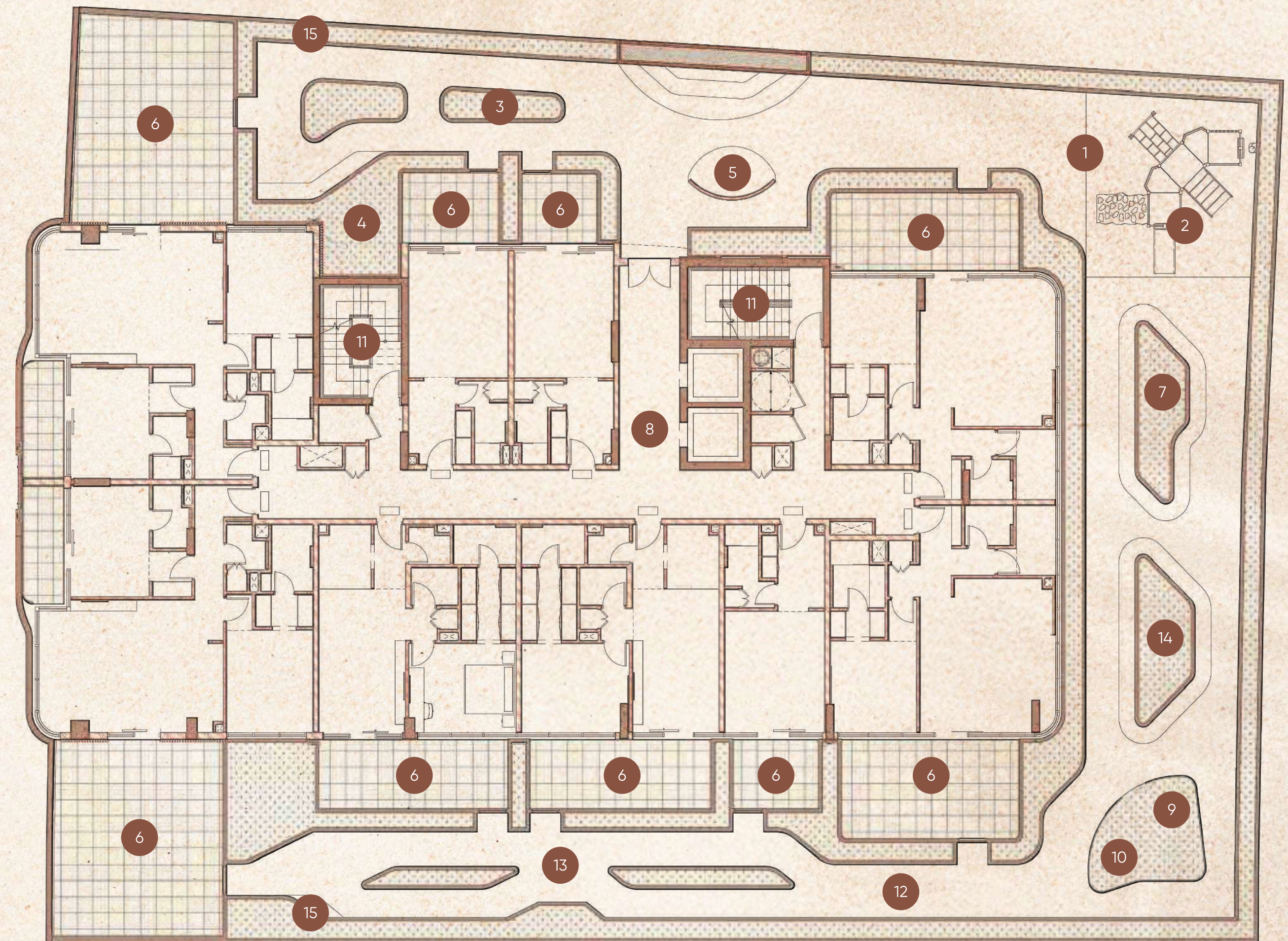




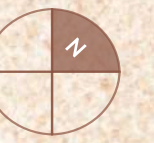


# First Floor Plan

- 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

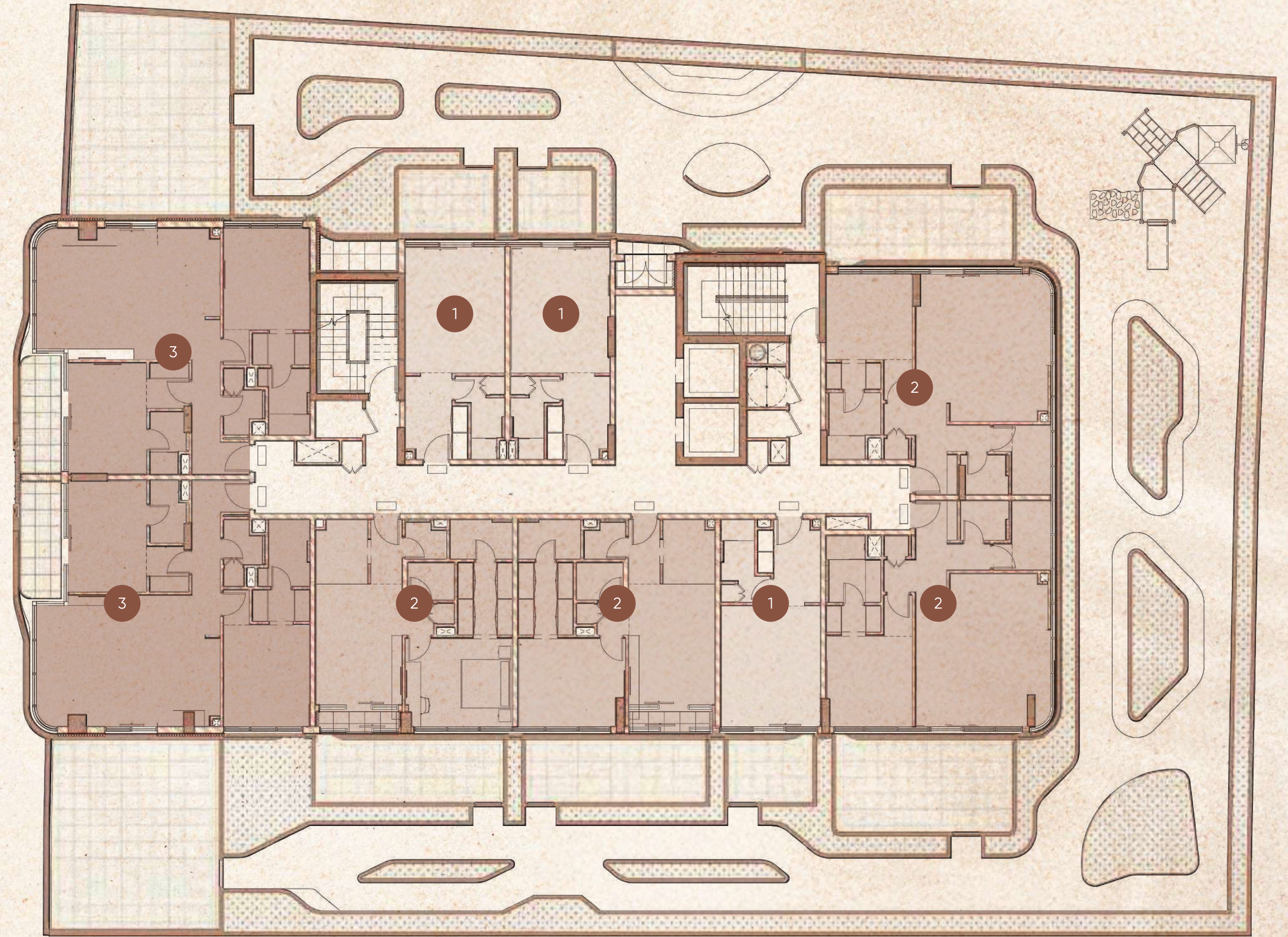






# Typical Floors

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



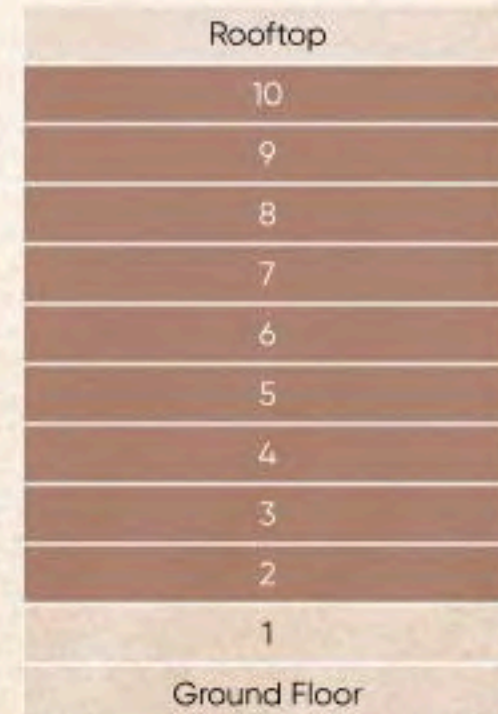


# URBAN HORIZON

## Studio | Type B02

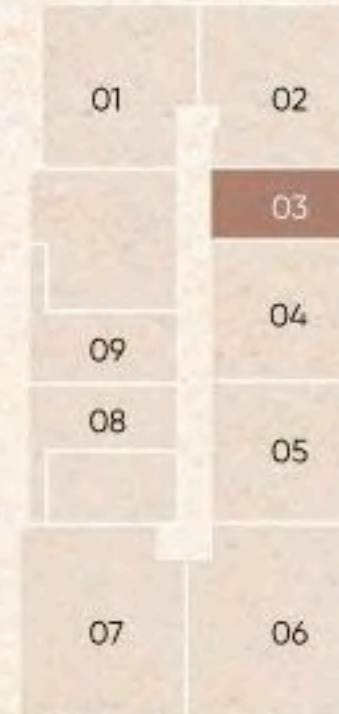
SUITE AREA	351.55 sq. ft.	32.66 sq. m.
BALCONY AREA	0 sq. ft.	0 sq. m.
TOTAL AREA	351.55 sq. ft.	32.66 sq. m.

### KEY SECTION



Dubai Downtown Side

### KEY PLAN



Palm Jumeirah Side



Dubai Autodrome View



Dubai Cricket Stadium View



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 it's absolute discretion, without any liability whatsoever.

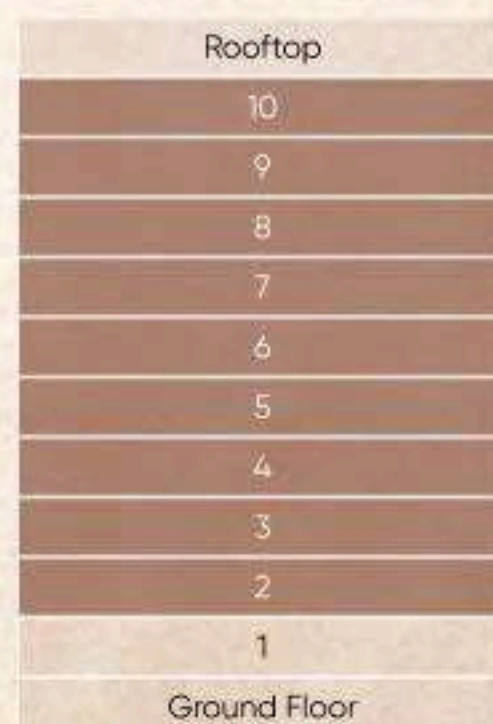


# URBAN HORIZON

## Studio | Type A02

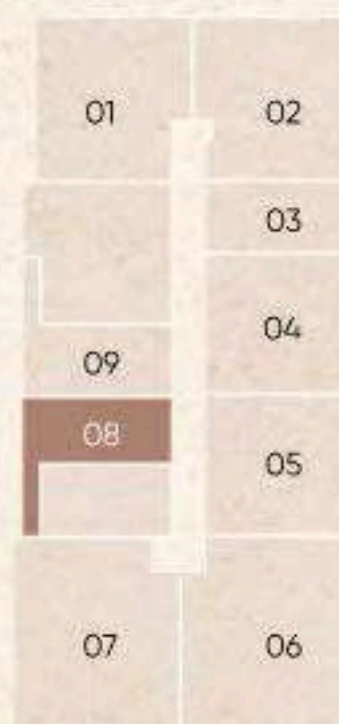
SUITE AREA	365.33 sq. ft.	33.94 sq. m.
BALCONY AREA	42.95 sq. ft.	3.99 sq. m.
TOTAL AREA	408.27 sq. ft.	37.93 sq. m.

### KEY SECTION



Dubai Downtown Side

### KEY PLAN



Palm Jumeirah Side



Dubai Autodrome View



Dubai Cricket Stadium View



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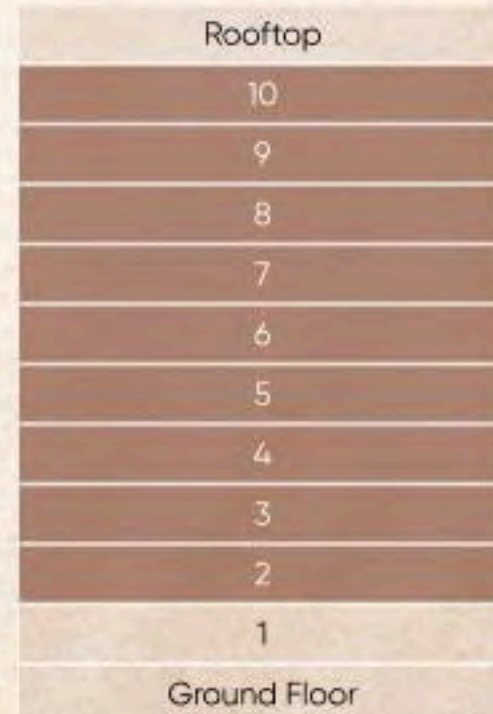


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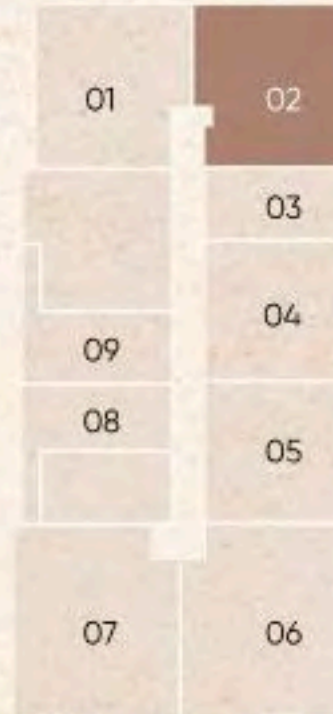
## 1 Bedroom | Type C02

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.

### KEY SECTION



### KEY PLAN



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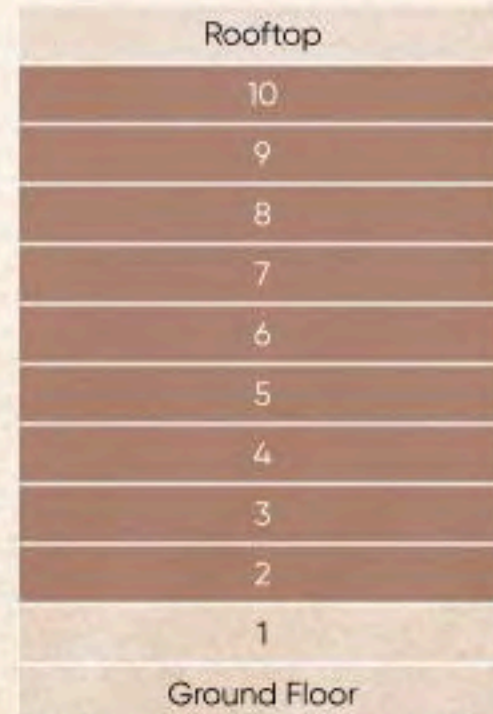


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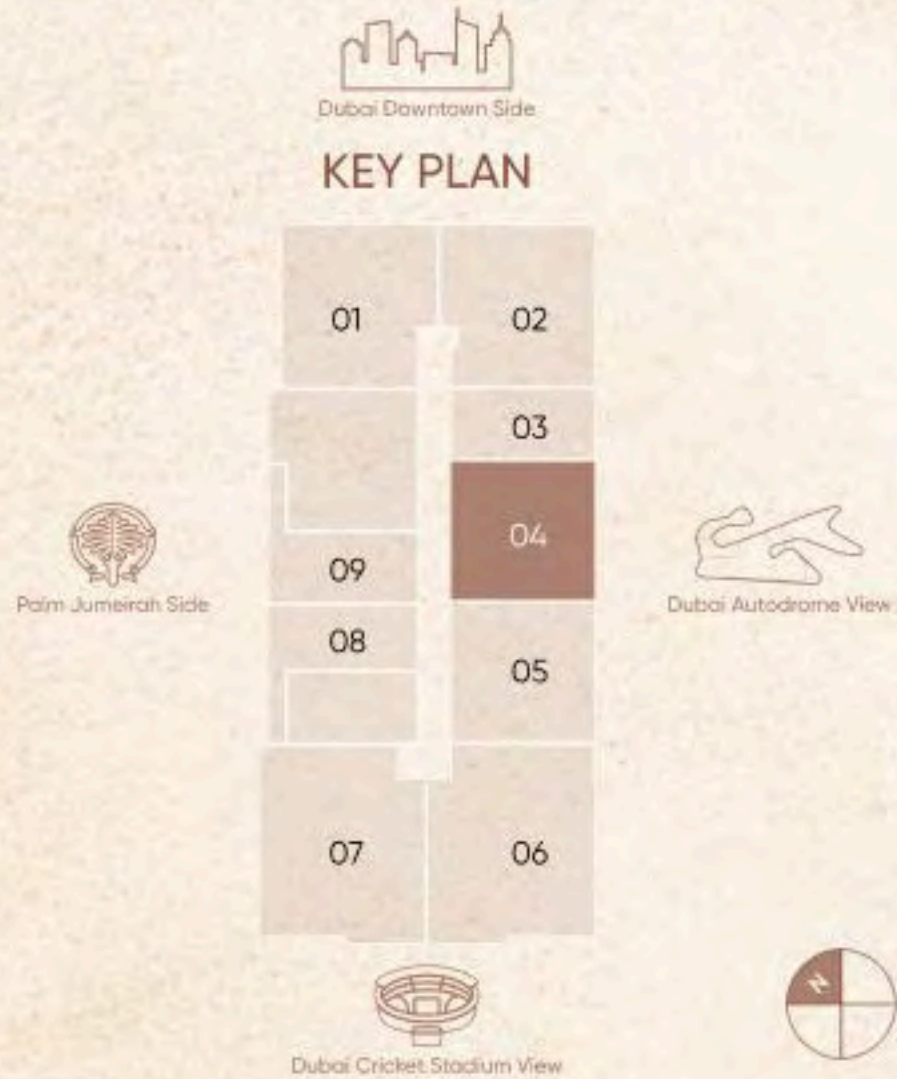
## 1 Bedroom | Type A02

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.

### KEY SECTION



### KEY PLAN



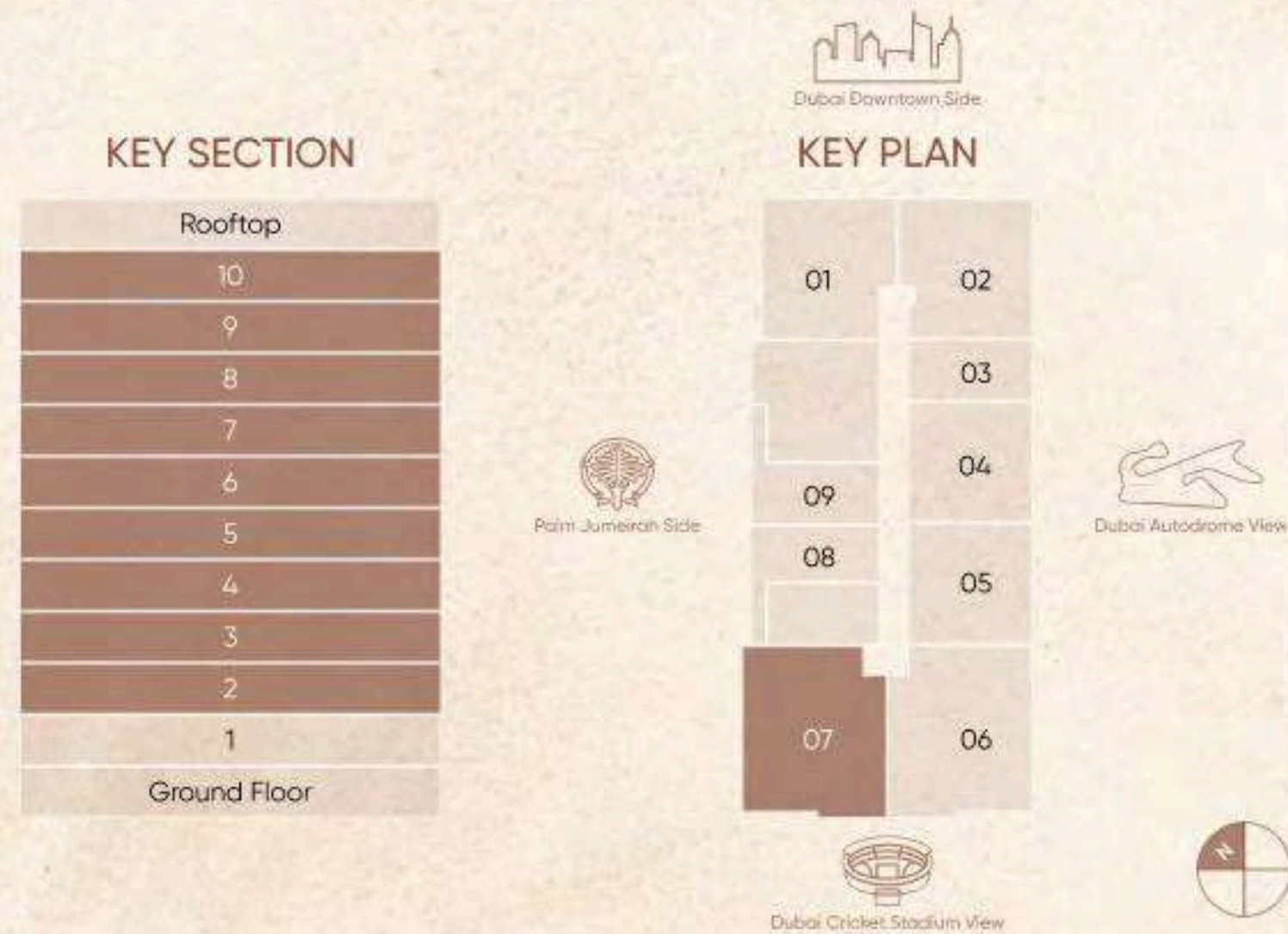
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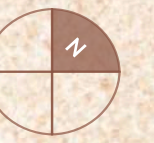
## 2 Bedroom | Type B02

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.



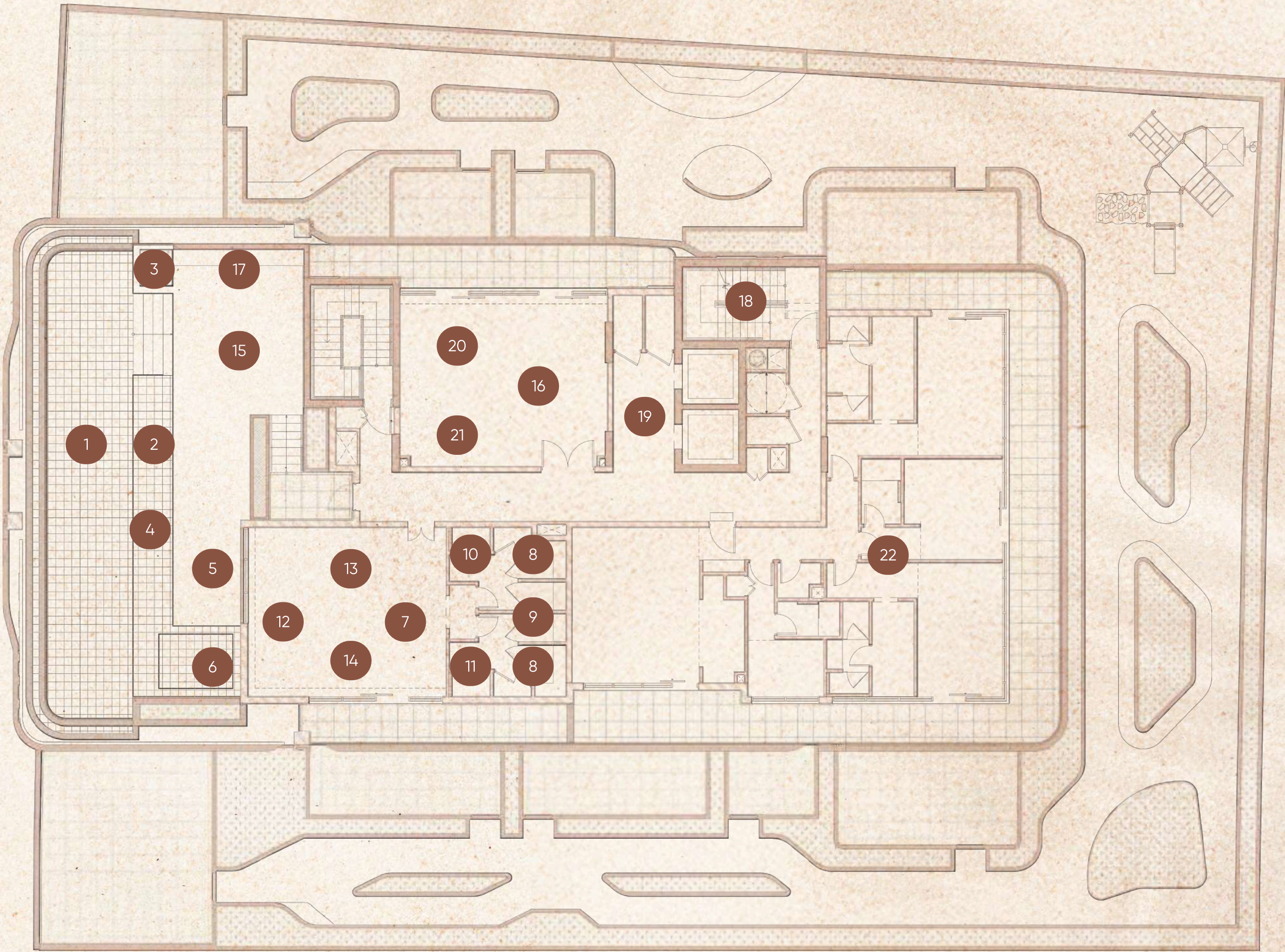
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# Roof Floor Plan

- 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



Carvan  
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 group of four women are practicing yoga in a bright, modern studio. They are all in the Bhujangasana (Cobra) pose, with their hands on the floor and their heads tilted back. The woman in the foreground is wearing a white tank top and white pants. The studio has large windows in the background, letting in natural light, and there are some plants visible. The overall atmosphere is serene and focused.

# 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.



# 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





URBAN HORIZON





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."

