

PLANS & MOOD BOARD
BROCHURE

R O V E
HOME
MARASI DRIVE

DEVELOPMENT BY
IRTH

ABOUT ROVE HOME

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

These branded residences are for hassle-free living, with personalized 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.



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 50+ amenities spread across 3 dedicated zones at different heights, a floating podium level, the 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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MARASI DRIVE

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's 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.



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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SITE LOCATION

ROVE
HOME

ROVE
HOME
MARASI DRIVE

SITE PLAN

PLOT AREA:
73,783 Sqft



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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BUILDING STRUCTURE



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PROJECT DETAILS

PROJECT NAME:

Rove Home Marasi Drive

PLOT AREA:

73,783 Sqft

BRAND:

Rove Hotels

ID TEAM:

Zebra Global

ART TEAM:

Studio Feel

UNIT MIX

Studio Flex	13%
Studio ²	33%
1 Bedroom ²	45%
2 Bedroom ²	9%

PARKING

One Parking Per Unit

ANTICIPATED HANDOVER DATE

Q1 2027

ESTIMATED SERVICE FEES

20 Dhs Per Sqft

OTHER SERVICES

A La Carte Services Available

DEVELOPER:

IRTH Signature Development LLC

TOTAL # OF UNITS:

809

ARCHITECT:

Archcorp

LANDSCAPE ARCHITECT:

Studio Create Landscape Architecture (SCLA)

FULLY FURNISHED UNITS

5 Years of Supplier Warranty

ADDITIONAL USABLE AREAS

	Indoor ^(Sqft)	Outdoor ^(Sqft)	Total
Ground Floor			
Retail 1	820	844	
Retail 2	5,118	5,464	
Common	4,686	0	16,933
Podium	13,361	38,750	52,112
Sky Garden	10,495	15,608	26,102
Rooftop	0	15,231	15,231
Grand Total	34,480	75,897	110,378

ELEVATORS

Residential	10
Service	2

AMENITIES MAKE 25%
OF THE PROJECT



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50+
AMENITIES

GROUND
LEVEL



Rove Café



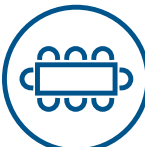
Convenience
Store



Coworking Space



Soundproof
Meeting Pods



Private Meeting
Rooms



Outdoor Terrace



Double Height
Lobby Lounge

PODIUM LEVEL
INDOOR



Multi-purpose
Room (with Kitchen)
(rentable)



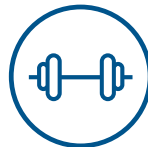
Monkey Bars



Arcade Games



Climbing Wall



Fully Equipped
Gym



Playstation Deck



Guest Rooms
(rentable)



Changing
Rooms



Karaoke Room



Indoor Lounge



MultiBall
Interactive Gaming
(50 + apps)



Hammock
Movie Lounge



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

PODIUM LEVEL
OUTDOOR



Urban
Beach Pool



Sun Lounging
Deck



Open-Air
Gym



Sunken Gardens



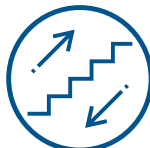
Cascading
Leisure Pool



Yoga Lounge



Rove Beverage
Truck



Feature
Staircase for Urban
Connection



20M Integrated
Lap Pool



Aqua Cycling



Cabanas with
Daybeds



Jacuzzi



Outdoor Gaming
Terrace



Outdoor
Coworking Space



Outdoor
Multi-purpose
Terrace (rentable)

AMENITIES

[CONTINUED]

SKY GARDEN INDOOR



Indoor
Lap Pool



Wellness Features
(Steam room & Sauna)



Changing Rooms

SKY GARDEN OUTDOOR



Padel Pong



Ping Pong in
a Tube



Lush
Landscape



Outdoor
Coworking Space



Sun Lounging
Deck



Amphitheatre



Running Wheel



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



Outdoor Cinema



Communal Dining
Tables



Chess Tables



Bouldering Wall



Suspended
Lounging Nets



Climbing Wall

ROOFTOP VIEWING DECK



Stargazing Point
(Telescope)



Cabanas with
Daybeds



Sunken Seating



Gathering Tables



BBQ Terrace



Lounging Space



Firepit



Outdoor Kitchen



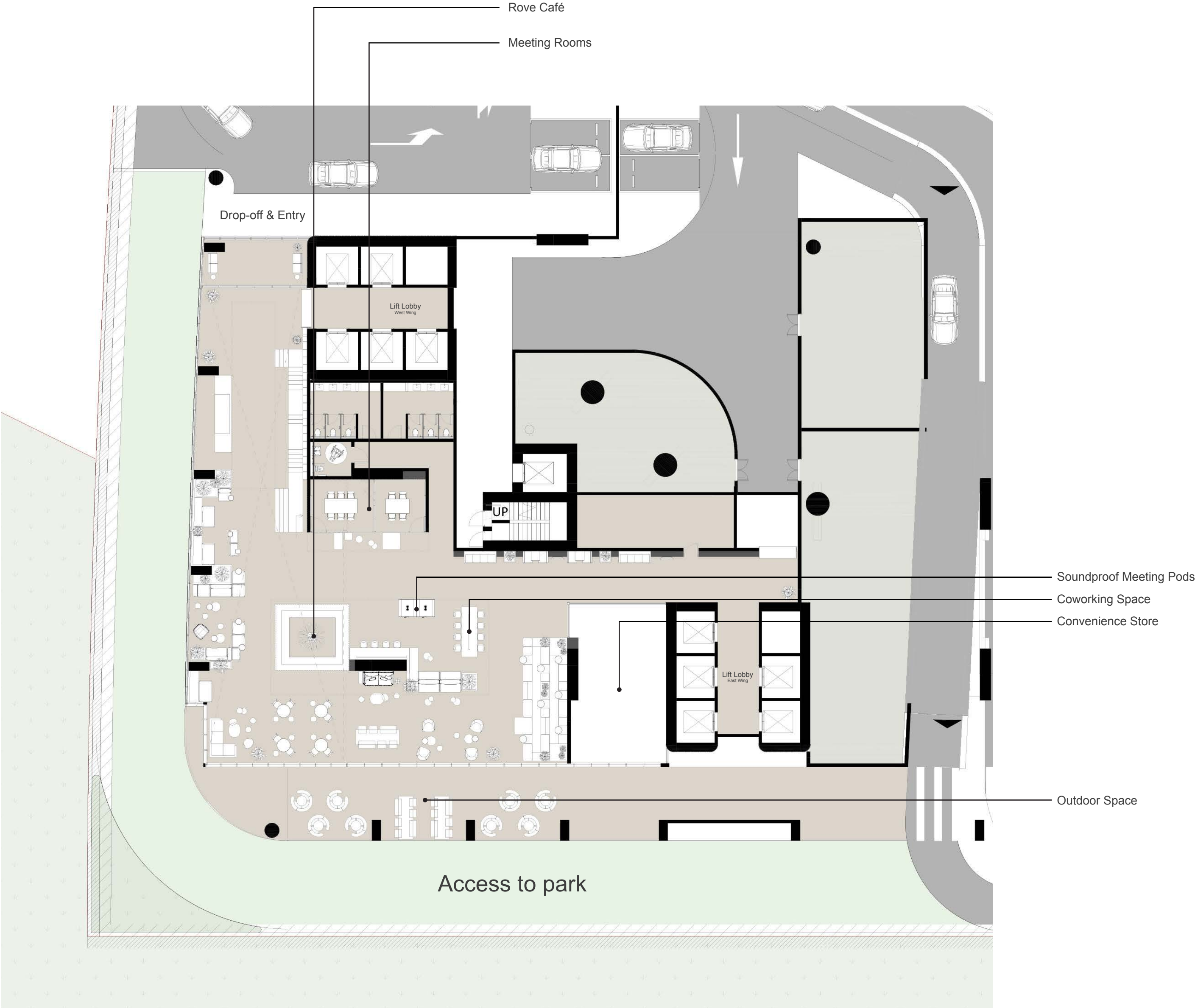
Viewing Deck
with Swings



Allotment Gardens

GROUND LEVEL

Total Area: 16,933Sqft



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PODIUM LEVEL INDOOR

Total Area: 13,361Sqft



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PODIUM LEVEL OUTDOOR

Total Area: 38,750 Sqft



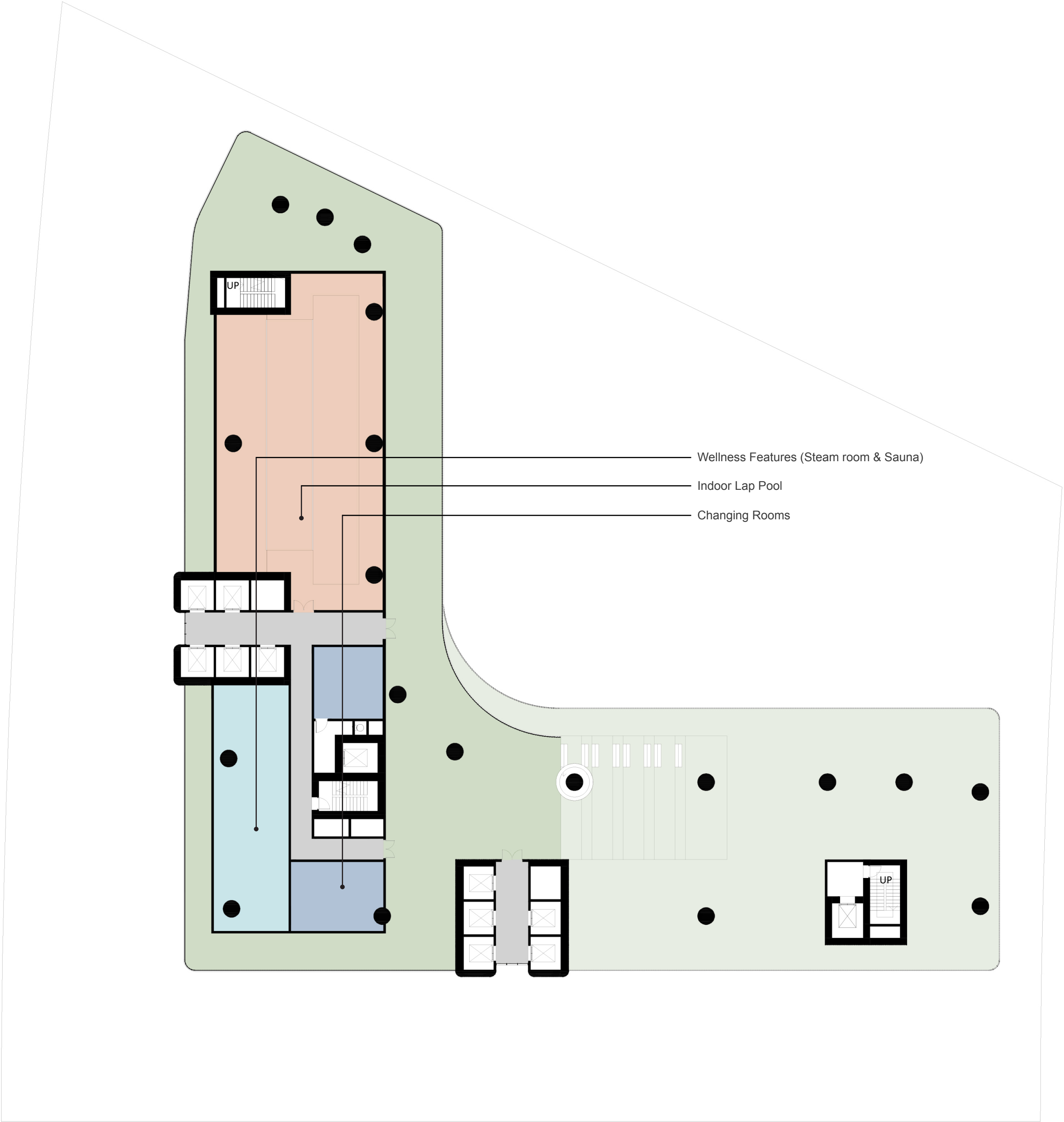
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LEVELS 22 & 23 SKY GARDEN

INDOOR

Total Area: 13,361 Sqft



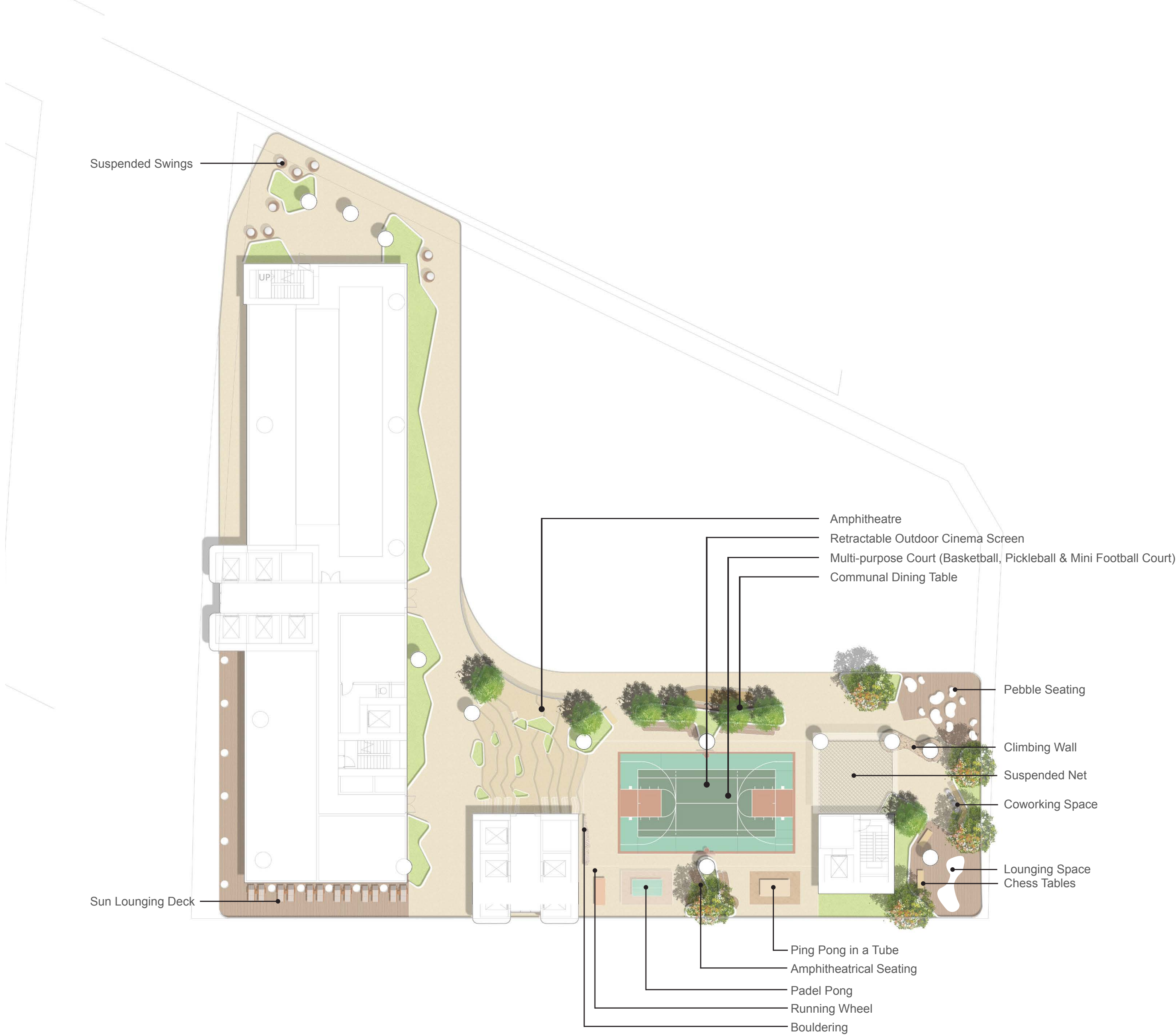
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LEVELS 22 & 23 SKY GARDEN

OUTDOOR

Total Area: 15,608 Sqft



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ROOFTOP

Total Area: 15,231 Sqft



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FLOOR PLANS



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TIER 1

TYPICAL FLOOR

5TH TO 21ST

UNITS PER FLOOR

Studio Flex	6	Units
Studio ²	10	Units
1 Bedroom ²	14	Units
2 Bedroom ²	3	Units



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TIER 2 TYPICAL FLOOR 24TH TO 31ST

UNITS PER FLOOR

Studio ²	12	Units
1 Bedroom ²	16	Units
2 Bedroom ²	3	Units



LEGEND

- STUDIO²
- 1 BEDROOM²
- 2 BEDROOM² TYPE A
- 2 BEDROOM² TYPE B

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UNIT PLANS



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UNITS DESCRIPTION

STUDIO FLEX

Live in the future, today.

In **Studio Flex** explore the ORI Cloud Bed, optimizing your living space with functionality and smart living.

Every inch is designed to provide more space for comfort and convenience. This feature increase your unit size by 33%.

STUDIO²

In **Studio²** experience the Flexibed, a smart innovation for modern living.

When folded, it unveils a spacious living room creating a cohesive space that blends both style and functionality.

1 BEDROOM²

In **1 Bedroom²** double up your space with next generation features that enhance smart living.

With pocket walls that disappear and a Flexibed that seamlessly converts, you can transform your living room into an extra bedroom, anytime you want!

2 BEDROOM²

In **2 Bedroom²** discover extra functionality with added space and maximum value.

Whether you want to add a multipurpose spare room or double up your living space as a bedroom - every inch of space feels larger and works exactly how you want.

STUDIO FLEX

- Legend
1.

Entrance
2.

Kitchen
1.80m X 3.00m
3.

Living Room & Bedroom
3.50m X 3.80m
4.

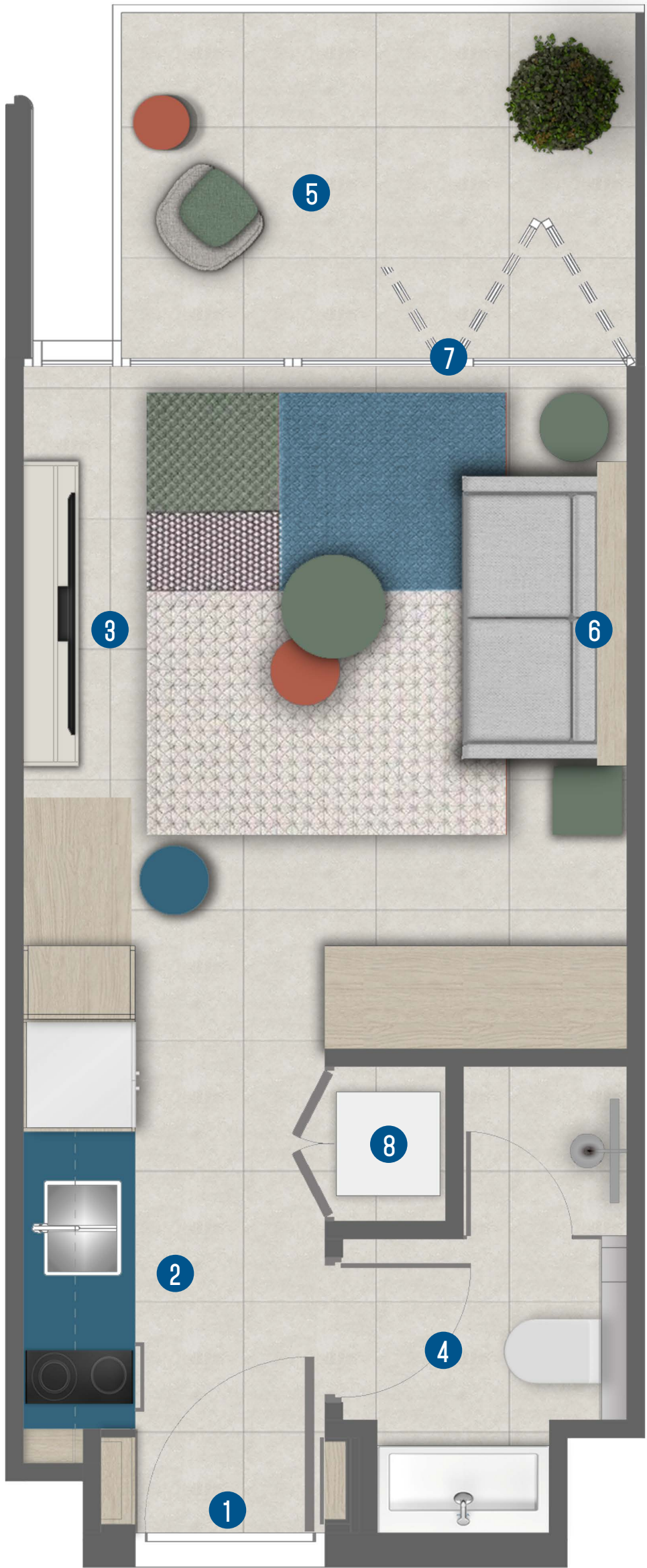
Bathroom
1.70m X 2.75m
5.

Balcony
3.00m X 2.05m
6.

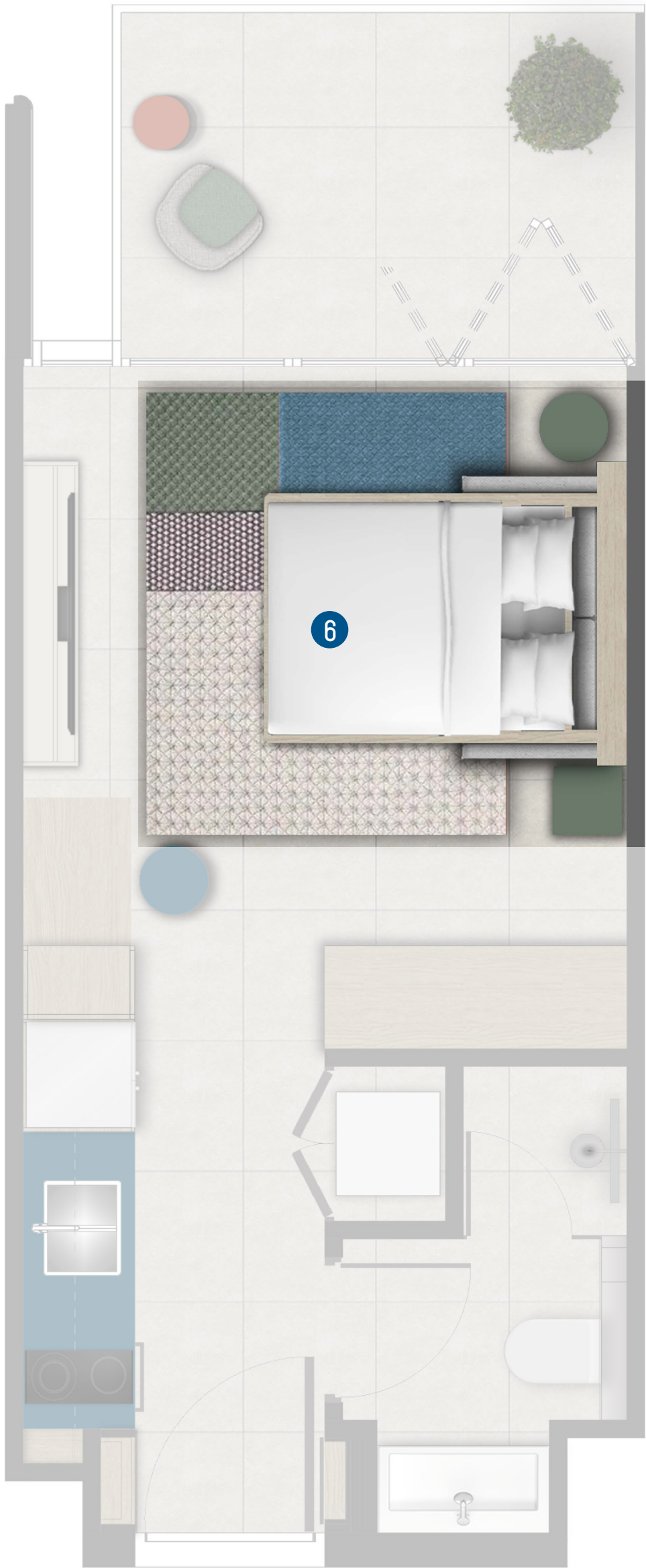
ORI Cloud Bed
7.

Bi-fold Glass Doors
8.

Laundry



ORI Cloud Bed Up



ORI Cloud Bed Down

LEVELS 5-21



STUDIO FLEX		SQFT
INTERNAL AREA		273-297
BALCONY AREA		68-72
TOTAL AREA		341-366

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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.

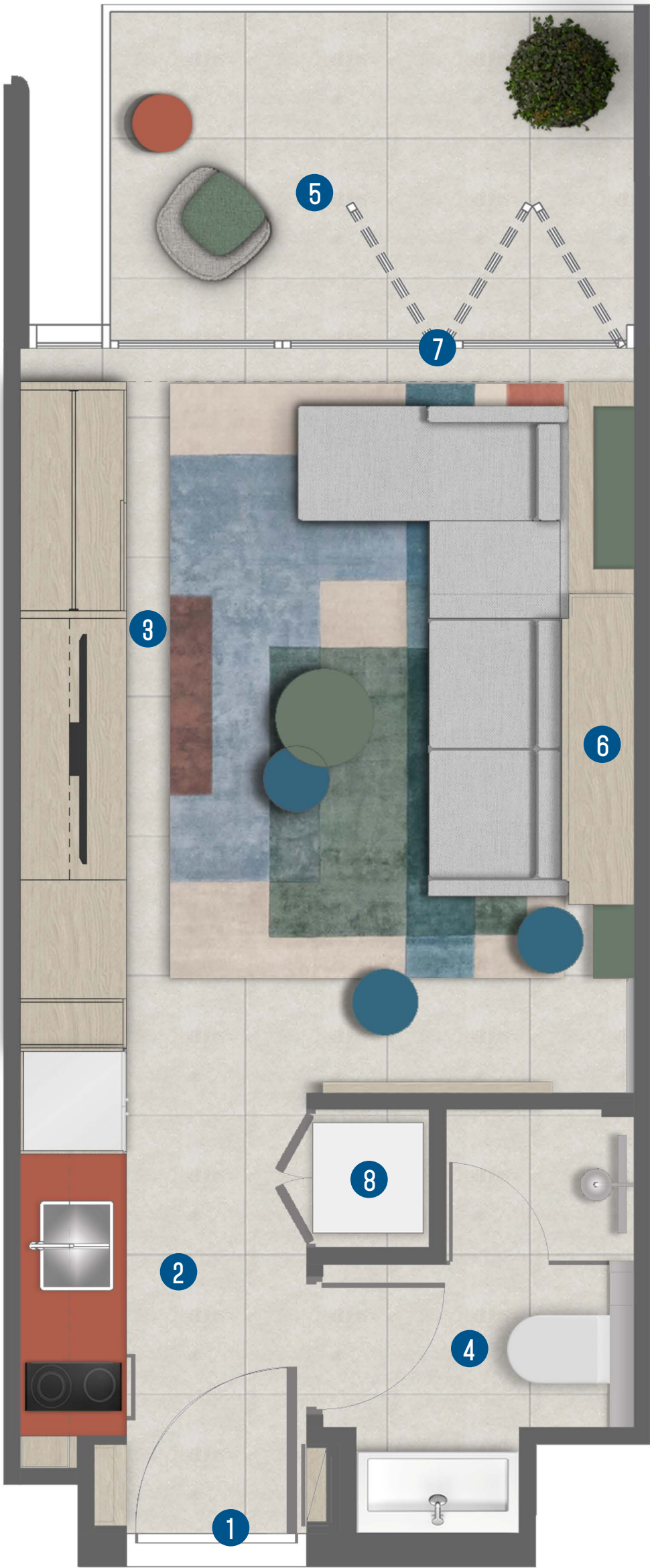


This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.

STUDIO ²

Legend

- 1. Entrance
- 2. Kitchen
1.80m X 3.00m
- 3. Living Room & Bedroom
3.75m X 4.25m
- 4. Bathroom
1.95m X 2.65m
- 5. Balcony
3.25m X 2.15m
- 6. Foldable Bed
- 7. Bi-fold Glass Doors
- 8. Laundry



Folded Layout



Unfolded Layout

LEVELS 5-21



LEVELS 24-31



STUDIO ²		SQFT
INTERNAL AREA		309-339
BALCONY AREA		78-81
TOTAL AREA		386-416

1 BEDROOM² TYPE A

Legend

- 1. Entrance
- 2. Kitchen & Dining Area
3.225m X 3.35m
- 3. Bedroom
3.10m X 4.70m
- 4. Bathroom
3.325m X 2.225m
- 5. Living Room
3.15m X 3.60m
- 6. Balcony
6.95m X 1.75m
- 7. Foldable Bed
- 8. Laundry
- 9. Bi-fold Glass Doors



Folded Layout



Unfolded Layout

ALL LEVELS



1 BEDROOM ²	SQFT
INTERNAL AREA	492
BALCONY AREA	129
TOTAL AREA	622

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1 BEDROOM² TYPE B

Legend

- 1. Entrance
- 2. Kitchen & Dining Area
3.00m X 3.85m
- 3. Bedroom
2.85m X 4.40m
- 4. Bathroom
3.40m X 1.55m
- 5. Living Room
3.15m X 3.60m
- 6. Balcony
7.15m X 3.45m
- 7. Foldable Bed
- 8. Laundry
- 9. Bi-fold Glass Doors



Folded Layout



Unfolded Layout

ALL LEVELS



1 BEDROOM ²	SQFT
INTERNAL AREA	488-507
BALCONY AREA	263
TOTAL AREA	751-770

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1 BEDROOM² TYPE C

- Legend
1.

Entrance
2.

Kitchen & Dining Area
3.00m X 3.65m
3.

Living Room
3.225m X 3.60m
4.

Bedroom
2.875m X 3.60m
5.

Walk-in Closet
2.35m X 1.325m
6.

Bathroom
3.175m X 1.525m
7.

Balcony
5.25m X 2.15m
8.

Pocket Walls
9.

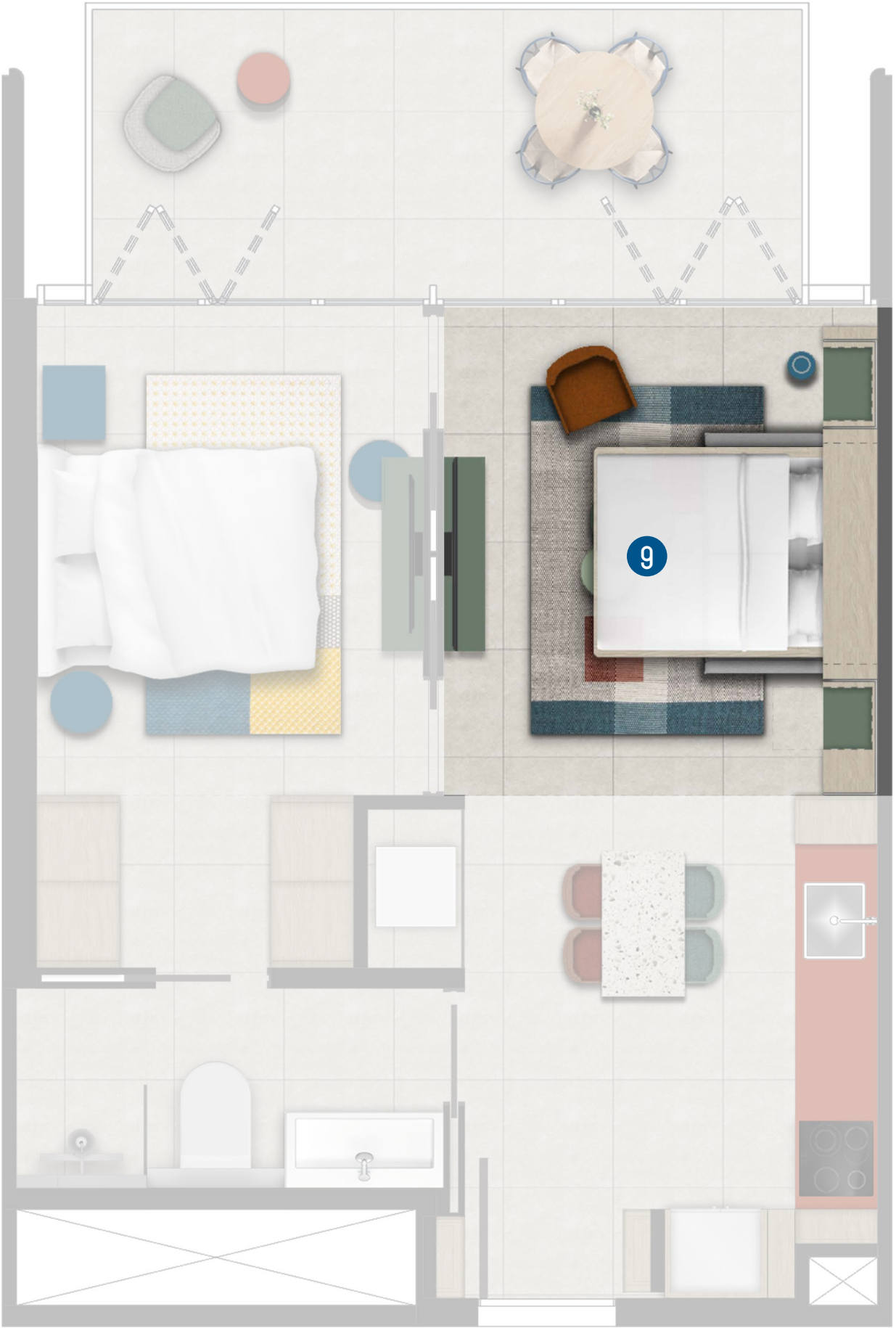
Foldable Bed
10.

Laundry
11.

Bi-fold Glass Doors



Folded Layout



Unfolded Layout

ALL LEVELS



1BEDROOM ²	SQFT
INTERNAL AREA	487-520
BALCONY AREA	121-122
TOTAL AREA	608-642

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1 BEDROOM² TYPE D

Legend

- 1. Entrance
- 2. Kitchen & Dining Area
3.275m X 3.55m
- 3. Living Room
3.575m X 3.45m
- 4. Bedroom
3.375m X 3.90m
- 5. Bathroom
3.175m X 1.50m
- 6. Balcony
4.7m X 2.4m
- 7. Pocket Walls
- 8. Foldable Bed
- 9. Laundry
- 10. Bi-fold Glass Doors



Folded Layout



Unfolded Layout

LEVELS 5-21



LEVELS 24-31



1 BEDROOM ²	SQFT
INTERNAL AREA	486-501
BALCONY AREA	118-121
TOTAL AREA	607-619

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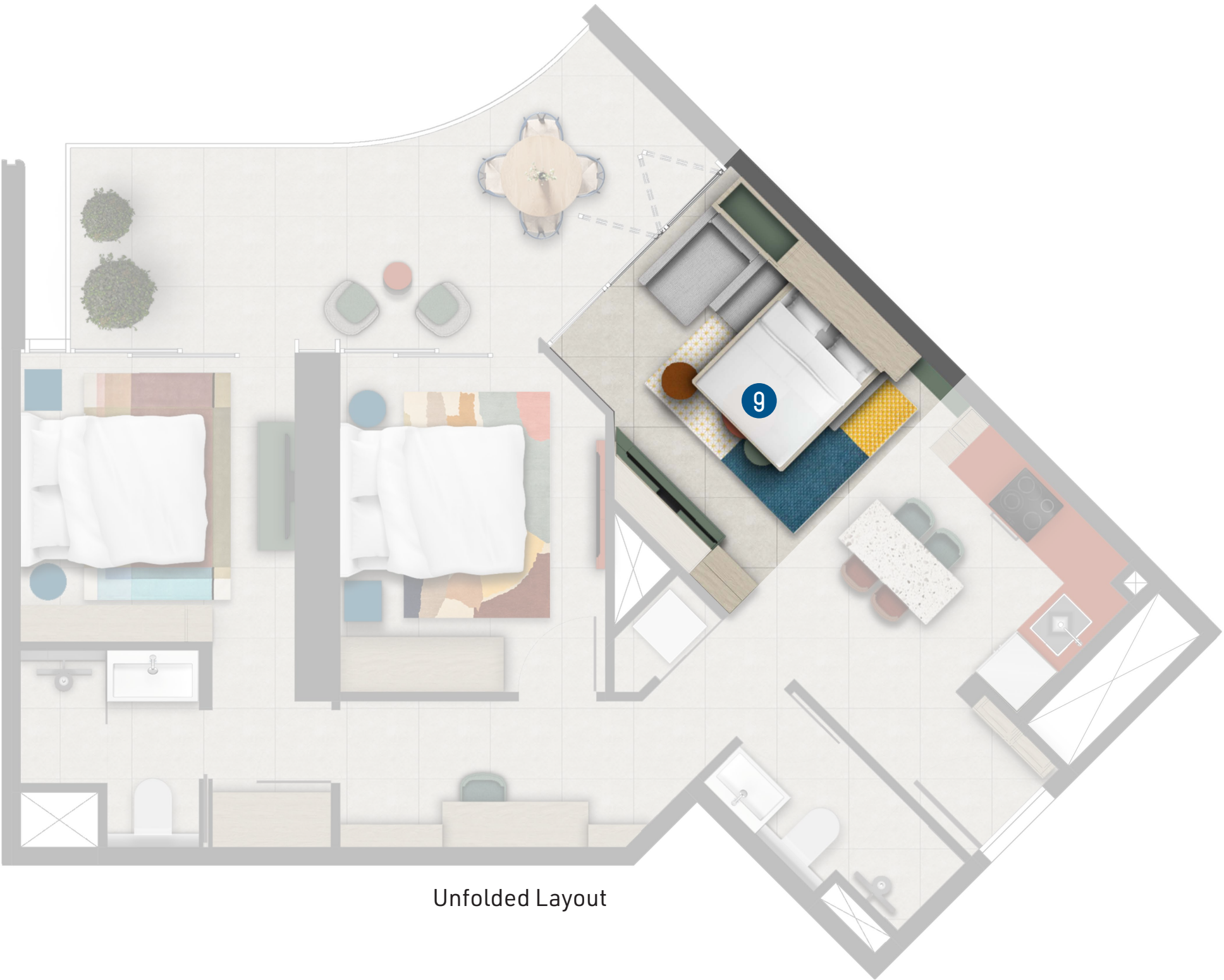
2 BEDROOM² TYPE A

Legend

- 1. Entrance
- 2. Kitchen & Dining Area
3.50m X 2.75m
- 3. Living Room
3.50m X 3.75m
- 4. Bathroom
1.45m X 2.70m
- 5. Master Bedroom
3.00m X 3.25m
- 6. Master Bathroom
2.025m X 2.2m
- 7. Bedroom
2.90m X 3.80m
- 8. Balcony
7.3m X 2.25m
- 9. Foldable Bed
- 10. Study Den
- 11. Bi-fold Glass Doors
- 12. Laundry



Folded Layout



Unfolded Layout

ALL LEVELS



2 BEDROOM ²		SQFT
INTERNAL AREA		737
BALCONY AREA		177
TOTAL AREA		914

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2 BEDROOM² TYPE B

- Legend
1.

Entrance
2.

Kitchen & Dining Area
2.90m X 3.55m
3.

Living Room
3.60m X 3.125m
4.

Bathroom
3.20m X 1.50m
5.

Master Bedroom
4.40m X 2.985m
6.

Master Bathroom
3.20m X 1.50m
7.

Bedroom
4.25m X 2.975m
8.

Balcony
5.4m X 3.75m
9.

Foldable Bed
10.

Bi-fold Glass Doors
11.

Laundry



ALL LEVELS



2 BEDROOM ²		SQFT
INTERNAL AREA		729
BALCONY AREA		328
TOTAL AREA		1,058

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BRANDED APARTMENTS

MATERIAL BOARD

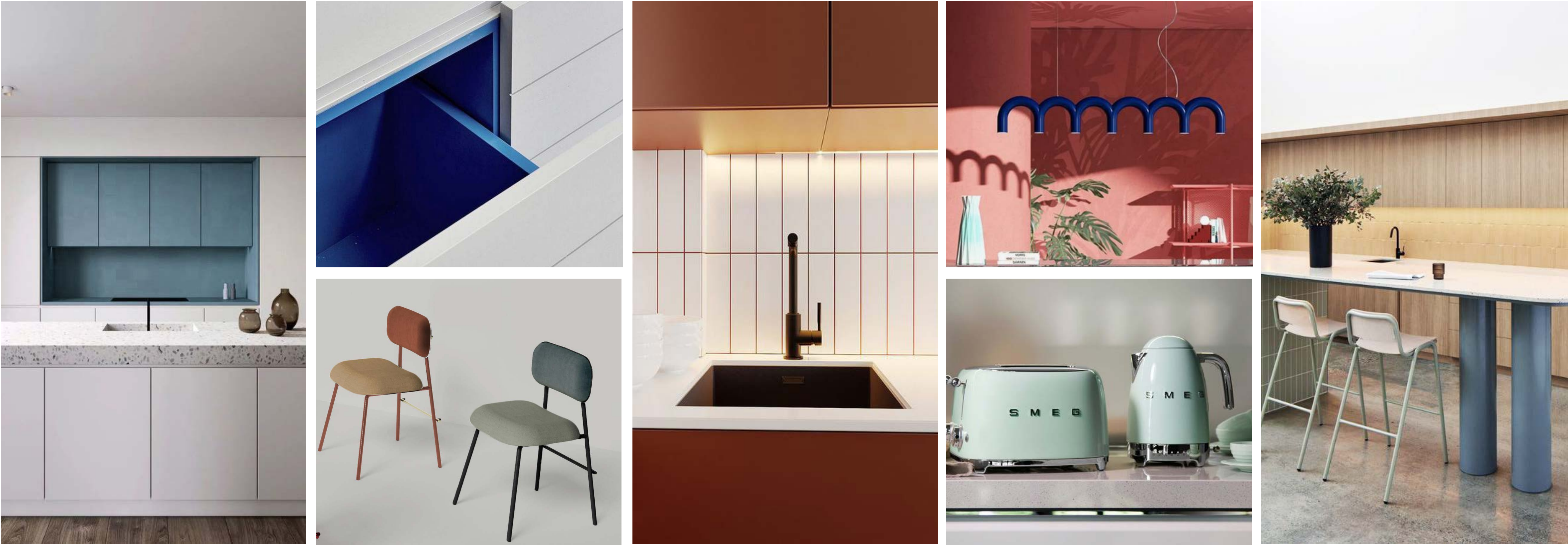
LIVING



BRANDED APARTMENTS

MATERIAL BOARD

KITCHEN AND DINING



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BRANDED APARTMENTS

MATERIAL BOARD

BEDROOMS



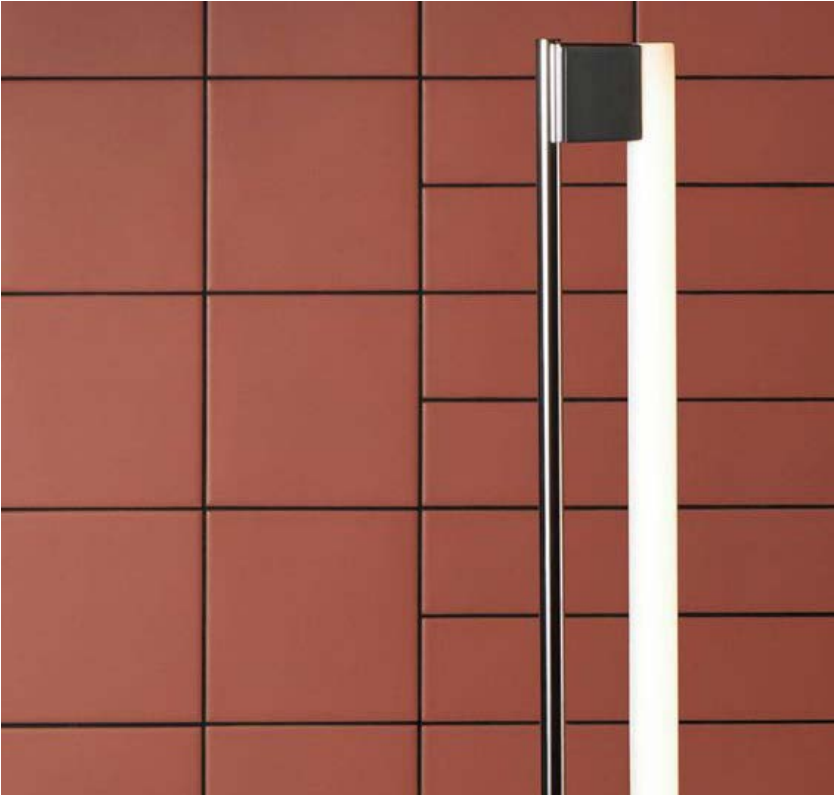
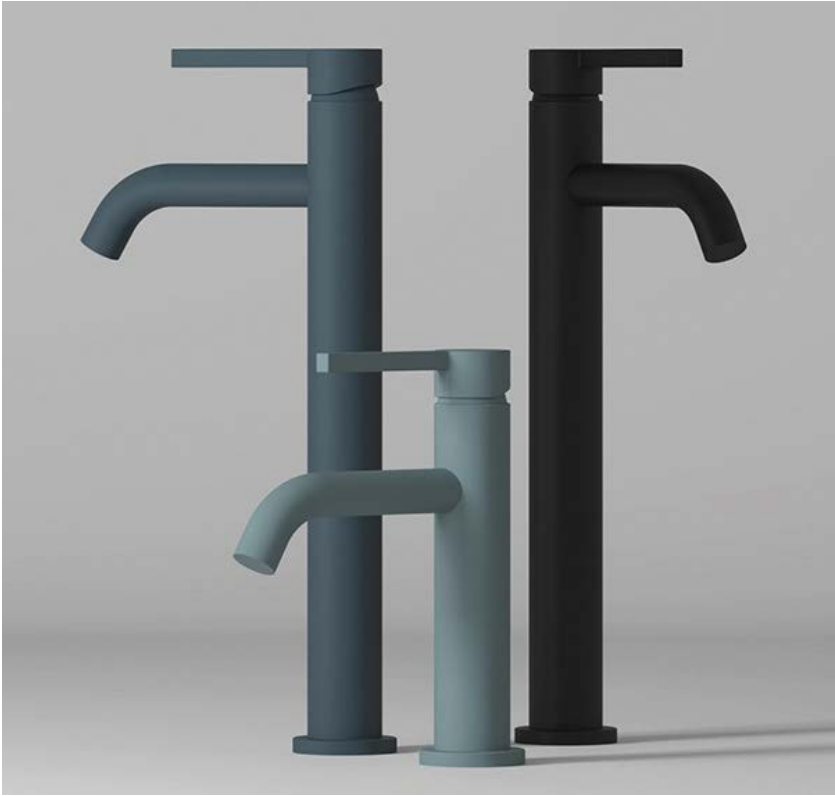
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BRANDED APARTMENTS

MATERIAL BOARD

BATHROOMS



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FURNITURE LAYOUT



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BRANDED APARTMENTS FURNITURE LAYOUT

STUDIO FLEX

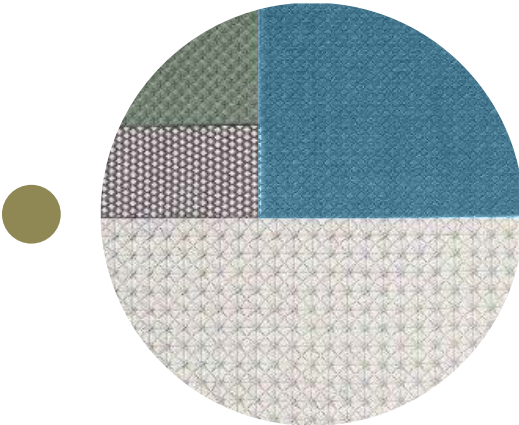
Theme Blue



ORI Bed



Side Table



Rug Pattern



Pouf



Coffee Table



Cushions



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BRANDED APARTMENTS FURNITURE LAYOUT

STUDIO²

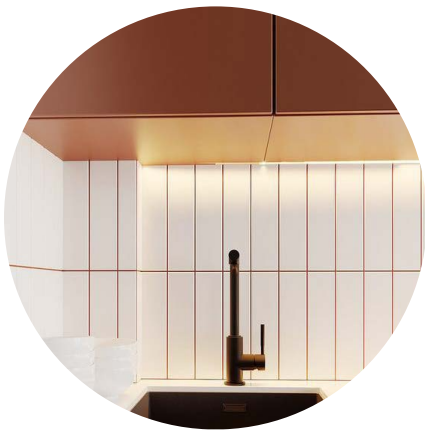
● Theme Terracotta



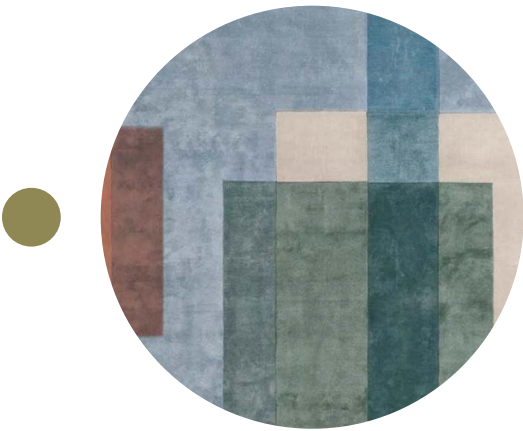
Foldable Bed



Side Table



Kitchen



Rug Pattern



Pouf



Coffee Table



Cushions



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BRANDED APARTMENTS

FURNITURE LAYOUT

1 BEDROOM²

Theme Blue



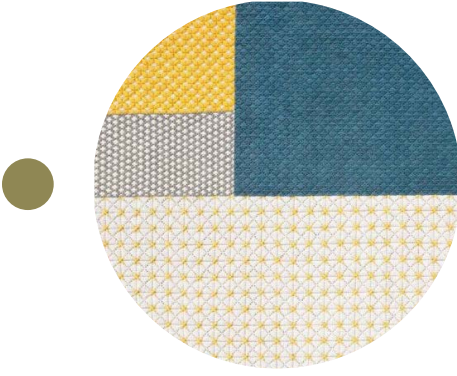
Foldable Bed



Bed



Side Table



Rug Pattern



Rug Pattern



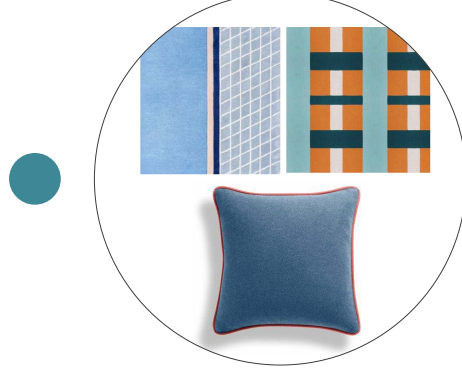
Pouf



Armchair



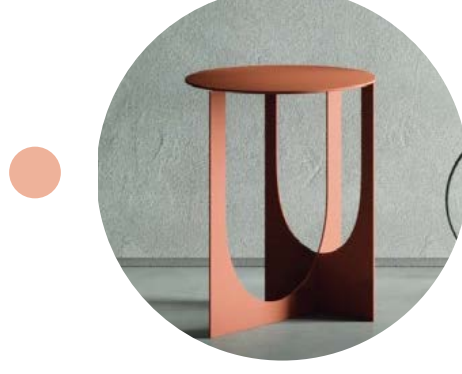
Coffee Table



Cushions



Island Chairs



Bedside Table



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BRANDED APARTMENTS

FURNITURE LAYOUT


2 BEDROOM




Foldable Bed




Bed



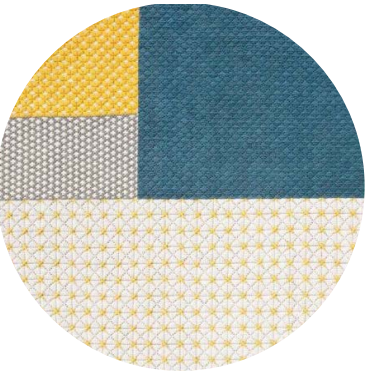
Side Table



Rug Pattern



Rug Pattern




Rug Pattern



Armchair




Coffee Table




Cushions



Island Chairs



Bedside Table



Pouf



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ABOUT THE DEVELOPER

IRTH

Founded under the legacy of the renowned Al Shamsi 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.



R O V E
HOME
MARASI DRIVE

DEVELOPMENT BY
IRTH