

**KETURAH**  
RESERVE

WELCOME TO KETURAH RESERVE TRANSFORMATIONAL LIVING  
THROUGH THE DESIGN OF SPACE



Mohammed Bin Rashid City District 7 (MBR7)  
25.2048° N, 55.2708° E

KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS

**WELCOME TO KETURAH RESERVE**

A transformational living through the design of space



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### THE MEANING OF KETURAH

KETURAH is an Arabic word for the fragrance traditionally diffused throughout the home to welcome guests.





# PORTFOLIO

KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS

## THE BRIEF

keturah Reserve

Meydan

Dubai

Keturah Reserve at Meydan

## DESIGN CONCEPT

Naturally Sustainable

The FLOW, Air, Light, Colour, Space

4 Bedroom Rowhouse Superhome

4 Bedroom Back-to-Back Superhome

5 Bedroom Rowhouse Superhome

## DESIGN AND TECHNICAL DEVELOPMENT

MEYDAN HOME-OWNER

KETURAH RESERVE'S SERVICES AND AMENITIES

PAYMENT PLAN

CONTACT



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### THE MESSAGE

"Keturah Reserve is uniquely conceived and designed.

Each detail has been crafted with care to elevate and enrich the lives of every generation of our residents.

Our vision is for Keturah Reserve residents to be the happiest, best fulfilled people in Dubai."

Talal M. Al Gaddah  
Founder and CEO



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KETURAH  
GYM  
GROCERY  
APARTMENT  
LOBBY ENTRANCE  
MEDITATION  
BUSINESS AREA  
SPA  
YOGA

## THE BRIEF

Dubai is the capital of innovation, one of the most dynamic and exciting cities in the world.

Equally, Keturah Reserve at Meydan is the most innovative and exciting New Luxury development in Dubai, with a brand-new concept, transformational living through the design of space.





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# KETURAH RESERVE, NEW LUXURY

New Luxury is raw and silent. It elevates and empowers, evoking the profound emotional well-being of mind and body through the design of interior, exterior and personal space. It connects residents with the surrounding nature through Bio Living.



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# BIO LIVING AT KETURAH RESERVE

Bio Living is inspired by Biophilic Design, the concept of creating architecture and interiors to enable residents to connect with the surrounding nature. All five human senses are engaged by nature, improving physical and mental well-being and adding real value to residents' lives. Bio Living respects all life forms, flora, fauna and human.



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KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS



## DESIGNED FROM THE INSIDE OUT

We spend 90% of our lives indoors.  
It is where we reconnect with our emotions and our inner self.

Keturah Reserve SuperHomes are uniquely conceived and designed from the inside out using contemporary architectural principles of the five elements, proportions, ratio and daylight, in raw and natural materials to create harmony in space.

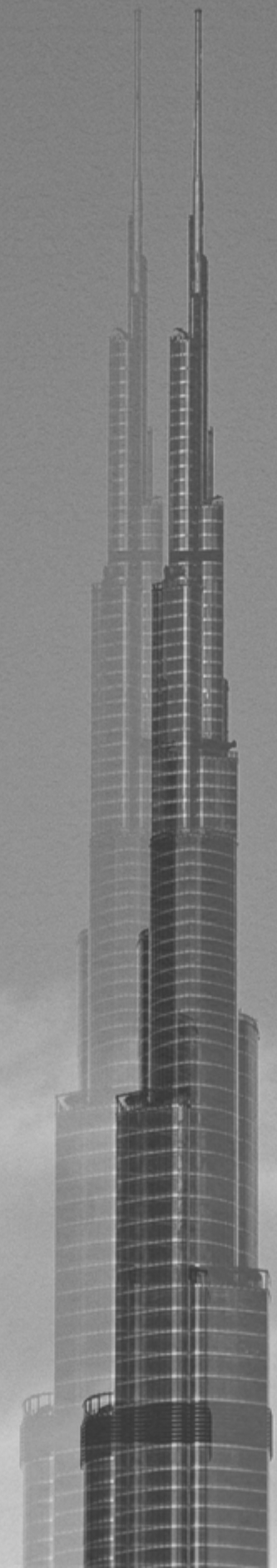
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# WHY DUBAI?

Dubai is the City of the Future, one of the most exciting, inspirational and successful cities in the world, the global headquarters of crypto currency in DMCC.

Its thriving expat community of over 200 nationalities comprises 80% of the population. Dubai is a pioneer for future urban living with sustainable development an integral part of its Green 2040 Vision.



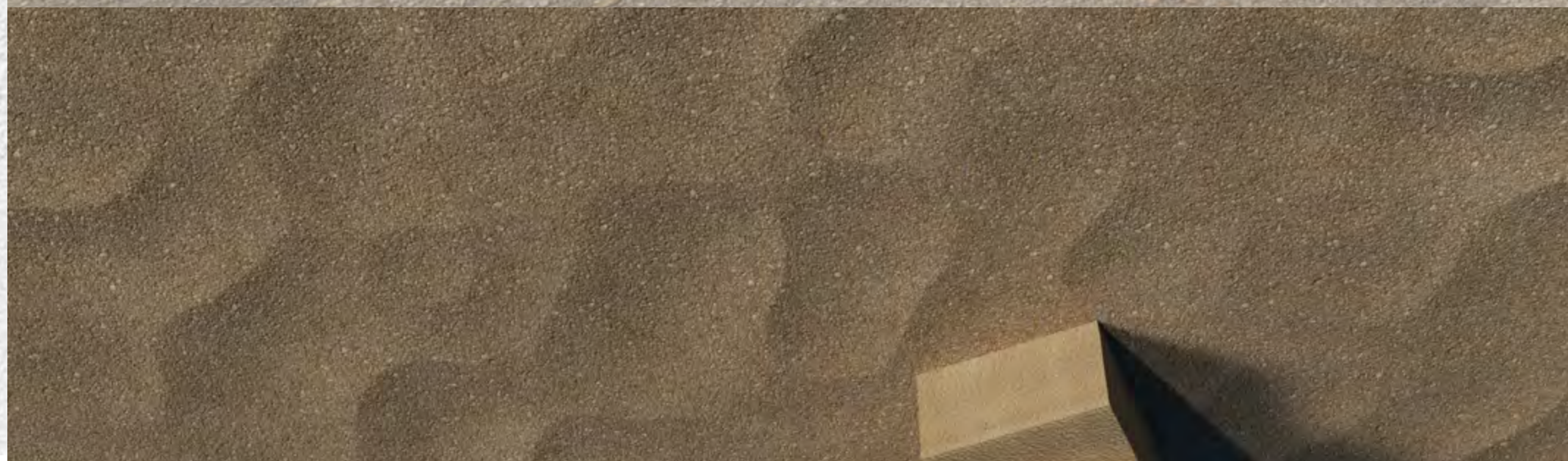
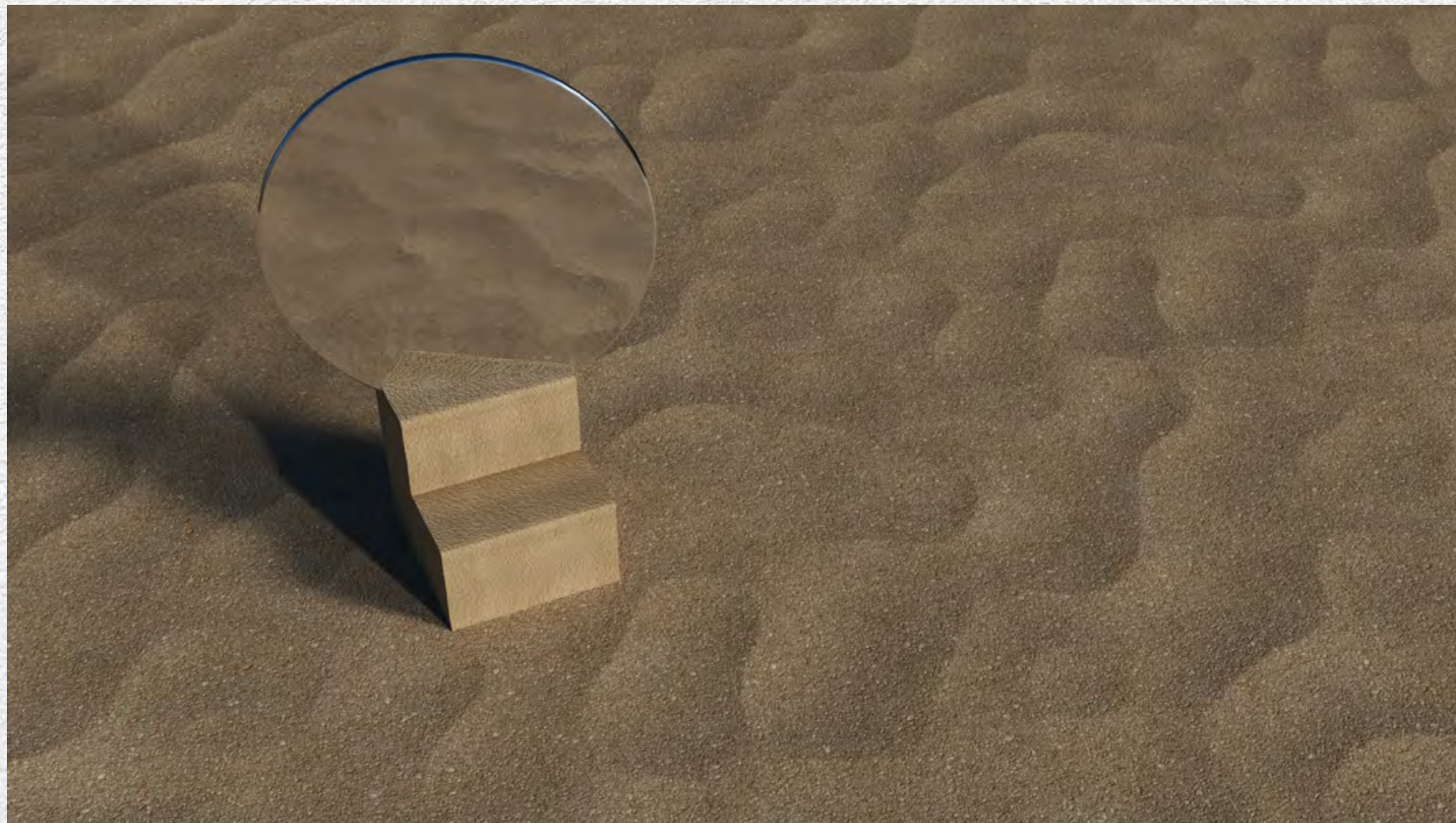


# THE MEYDAN STORY

Meydan is an Arabic word for an open, urban space for public discussion that traces its origin to the Ottoman Empire.

Keturah Reserve at Meydan is one of Dubai's most exclusive addresses. Meydan is a new sustainable and environmentally friendly development owned by His Highness Sheikh Mohammed bin Rashid Al Maktoum.

It encloses the world-renowned Meydan Racecourse and Grandstand, home of the Dubai World Cup horse racing event.





## KETURAH RESERVE AT MEYDAN

Keturah Reserve is uniquely located at Meydan, the only residential development in Dubai with a direct 7-minute link to Downtown, with four separate exits onto the city's main thoroughfares.

1. KETURAH RESERVE BY MAG
2. MAG LOGISTICS
3. MAG 318
4. BURJ KHALIFA
5. DUBAI WATER CANAL
6. MEYDAN ONE MALL
7. MEYDAN GRANDSTAND
8. MEYDAN GOLF COURSE
9. EMIRATES FINANCIAL TOWERS BY MAG
10. DUBAI DESIGN DISTRICT
11. DUBAI SANCTUARY
12. AL AIN / DUBAI HIGHWAY
13. AL KHAIL HIGHWAY
14. AL MEYDAN ROAD
15. SHEIKH ZAYED ROAD
16. ETIHAD RAIL MAIN STATION





## ACCESSIBILITY

- Dubai International Airport, 21 minutes
- Downtown, 7 minutes
- DIFC Financial Center, 12 minutes
- Business Bay, 15 minutes
- Dubai Design District, 15 minutes
- The Beach, 20 minutes
- Blue Waters, 30 minutes

## ART AND CULTURE

- Museum of The Future, 20 minutes
- Dubai Public Library, 25 minutes
- OliOli® - Experiential Play Museum for Kids, 20 minutes
- Butterfly Garden, 30 minutes
- Alserkal Avenue, 20 minutes

## MALLS

- Dubai Mall, 20 minutes
- Dubai Hills Mall, 15 minutes
- Meydan One Mall, 15 minutes

## EDUCATION

- Gems-Willington-Private School, 17 minutes
- The English College, 15 minutes
- Dubai International Private School, 17 minutes
- Hartland International School Dubai, 16 minutes
- Swiss International Scientific School, 15 minutes

## HEALTHCARE

- Medcare Hospital, 15 minutes
- Emirates Hosp. Clinics, 17 minutes
- Mediclinic City Hospital, 19 minutes
- American Hospital Dubai, 19 minutes
- King's College Hospital, 9 minutes

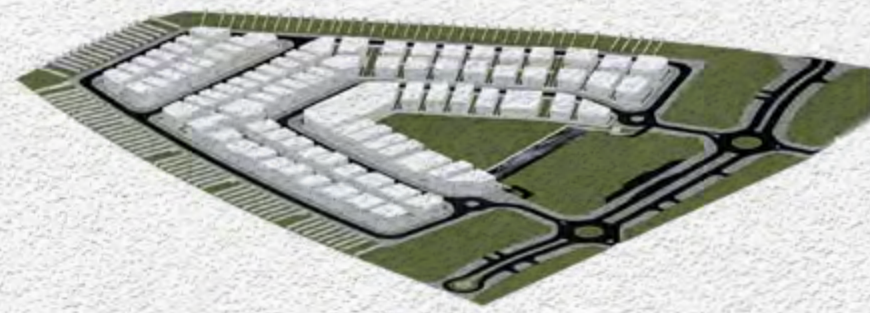
## GOLF CLUBS

- Meydan Golf, 10 minutes
- Dubai Hills Golf Club, 15 minutes
- Emirates Golf Club, 24 minutes





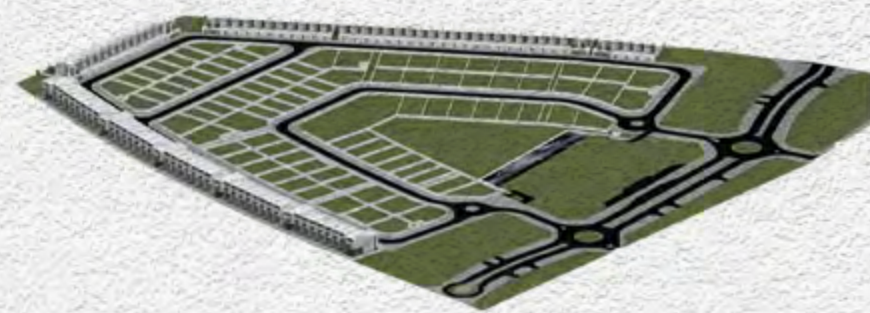
# KETURAH RESERVE



VILLA PLOTS



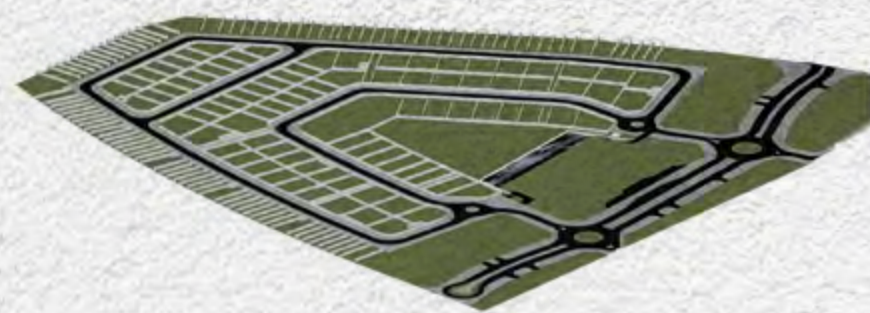
AMENITIES



TOWNHOUSES



RESIDENCES



## DESIGNED FOR EVERY GENERATION

Every resident, women, men and children of all ages will find their perfect niche in Keturah Reserve.



### SPORTS

- GYM
- Swimming
- Squash
- Padel Tennis

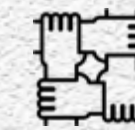


### FOOD & BEVERAGE

- Restaurants
- Kiosks
- Juice Bars

## DESIGNED FOR ALL LIFE SPECIES

Keturah Reserve is landscaped with indigenous trees and plants that need little water to thrive in the local climate, attracting birds, animals and insects.

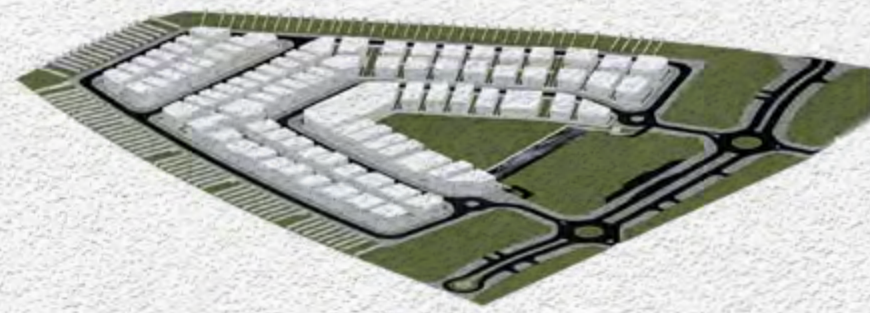


### SUPPLEMENTARY SERVICES

- Family & Kids Pool
- Ladies Pool
- Sauna & SPA
- Family Lounges
- Clinic
- Kids Area
- Green Areas
- Co-Working Stations
- Gaming Rooms & VR Areas



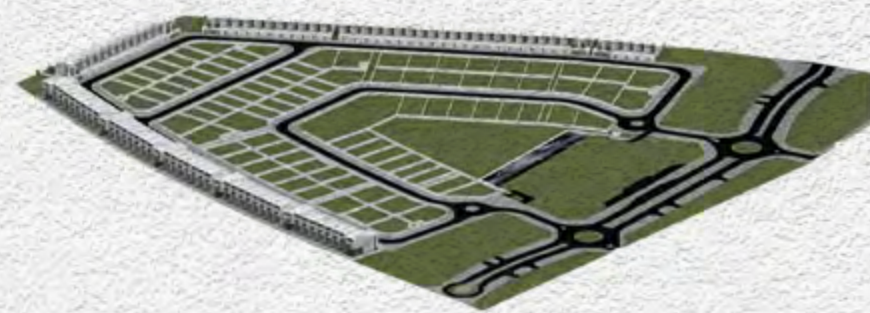
# KETURAH RESERVE



VILLA PLOTS



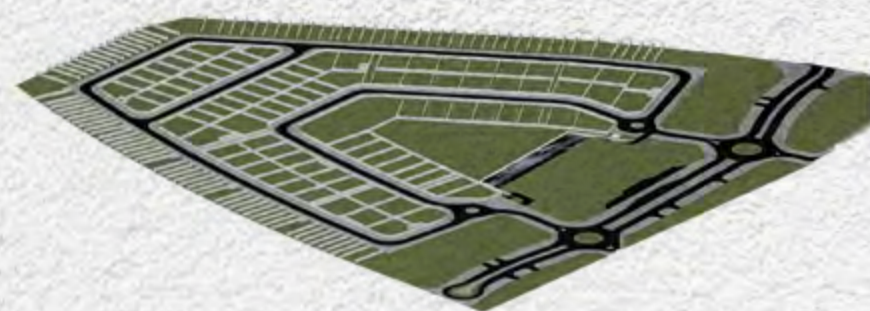
AMENITIES



TOWNHOUSES



RESIDENCES



## SUPERHOMES

### 4-Bedroom Superhome

3-storey with lift, double car park, outdoor pool, terrace with seating area and roof deck

Prototype		Nos.
Row House	Regular	73 Units
	Corner	10 Units

### 5-Bedroom Superhome

3-storey with lift, double car park, outdoor pool, terrace with seating area and roof deck

Prototype	Nos.
Row House	10 Units

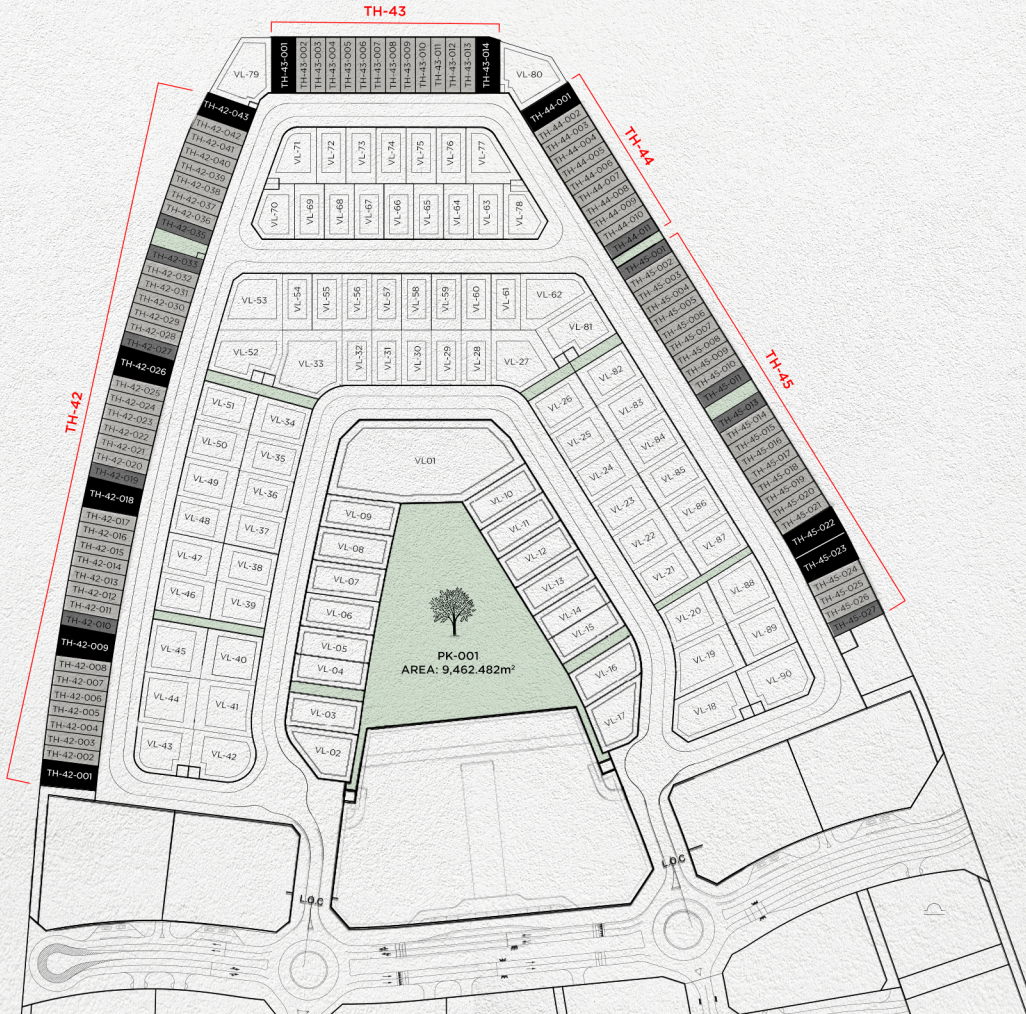
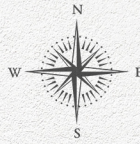
## VILLA Plots

Prototype	Nos.
Plots designated for signature villas	90

## APARTMENTS

Prototype		Nos.
1-Bedroom Unit	Dubai Skyline View	96 Units
1-Bedroom Unit	Back Side View	144 Units
2-Bedroom Unit	Corner	112 Units
2-Bedroom Unit	Regular	172 Units
3-Bedroom Unit	Regular	16 Units
4-Bedroom Unit	Regular	8 Units
<b>Total</b>		<b>548 Units</b>





-  73 Units    4 BHK Superhome - Regular
-  10 Units    4 BHK Superhome - Corner
-  10 Units    5 BHK Superhome
-  90 Villas    Villa Plots



*My Space, My Mind.*







KETURAH  
GYM  
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**MEDITATION SPACE**

Throughout Keturah Reserve,  
inside is linked to outside through nature, visible at every vista.



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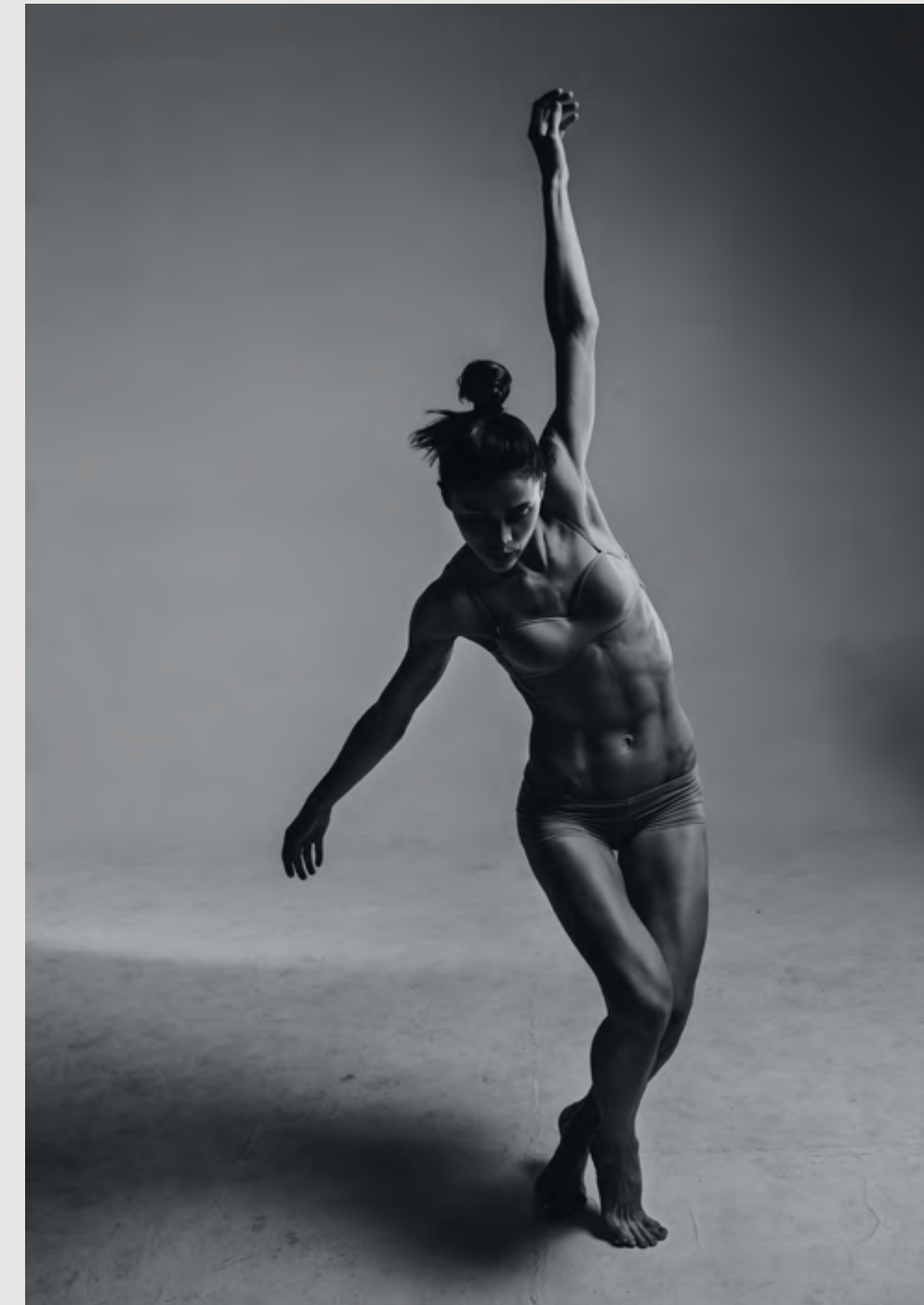
#### WELL-BEING

- Water Bike Pool
- Indoor Invigorate Space gym with oxygen tunnel entryway
- Outdoor Invigorate Space gym





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## WELL-BEING

- Indoor Zen Space for mediation
- Yoga
- Silk Rope Classes
- Sound Healing
- Mother and Baby classes
- Dance Studio





### **COMMUNAL SPECIAL EVENTS SPACE**

Special events with seating and fully equipped kitchen.



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*My Space, My Mind*





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RETURN TO RESERVE

BIO-HYPER  
DESIGN RE-C

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## BUSINESS CENTRE

The naturally lit 24-hour Business Centre is equipped with ergonomic seating and a circular reference library.





**My Space, My Mind.**

- Spa, Hair and Beauty Salon for Women
- Spa and Hair Salon for Men





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**My Space, My Mind.**

Keturah Reserve understands the care and value that goes into choosing a home that can grow and fit with all the needs of generations to come.



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### KID'S PLAY SPACE

The Kids' Play Space with textile playground sculptures by the award-winning artist, Toshiko MacAdam.



### KID'S PLAY SPACE

- Shaded organic kids' pool and play area
- Playground for babies and toddlers
- Playground for 7- to 14-year-olds
- Kids Bio Living Farm





Keturah Reserve integrates technology for accelerated learning of the younger generations.





## ELEVATION OF THE SUPERHOME

Each three-storey superhome is composed of two distinct parts, the communal space in front, the private space behind. A passerelle connects the two.

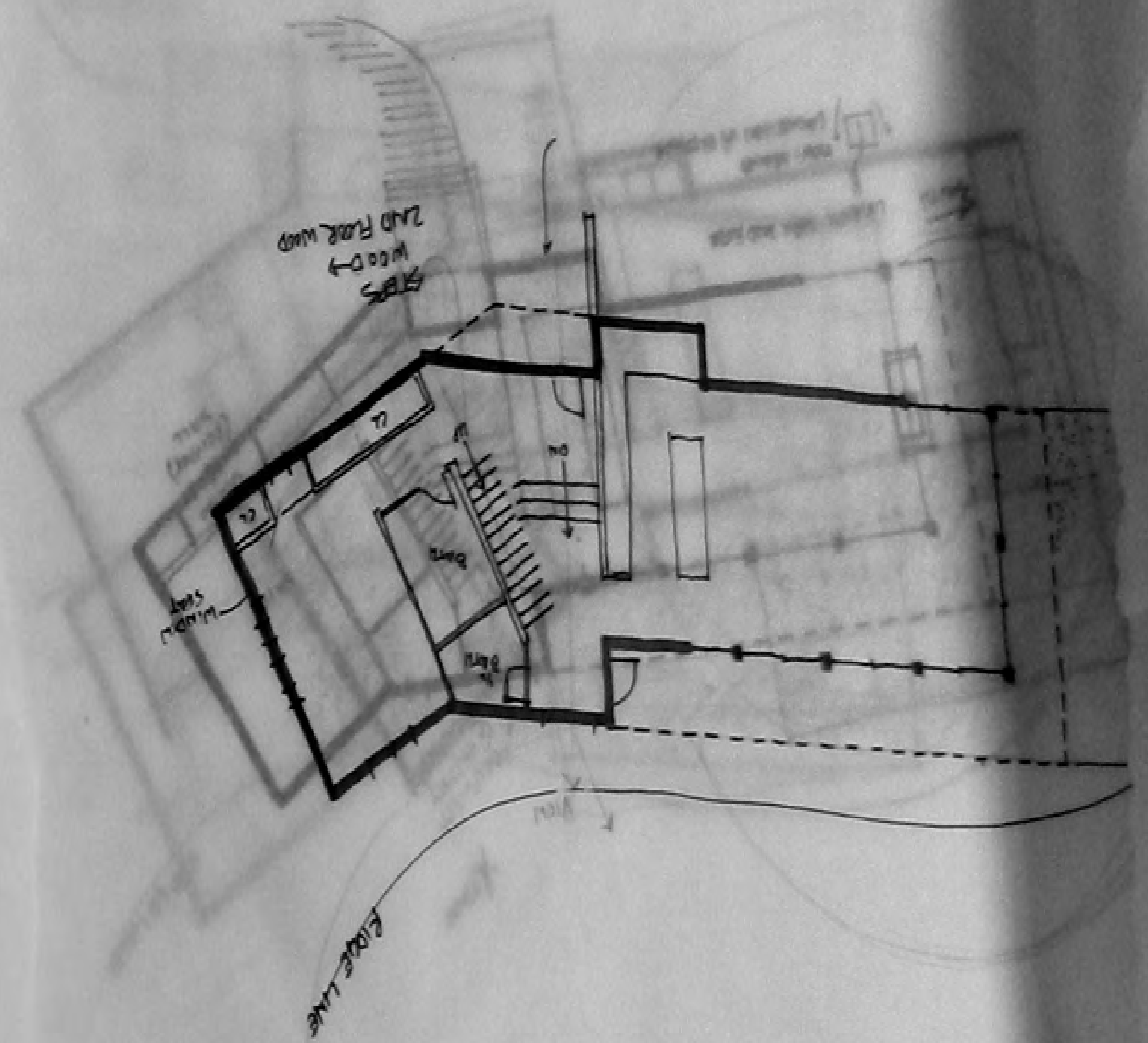
The roof deck has an outdoor pool, terrace, barbeque with seating and storage area.



9

12

19



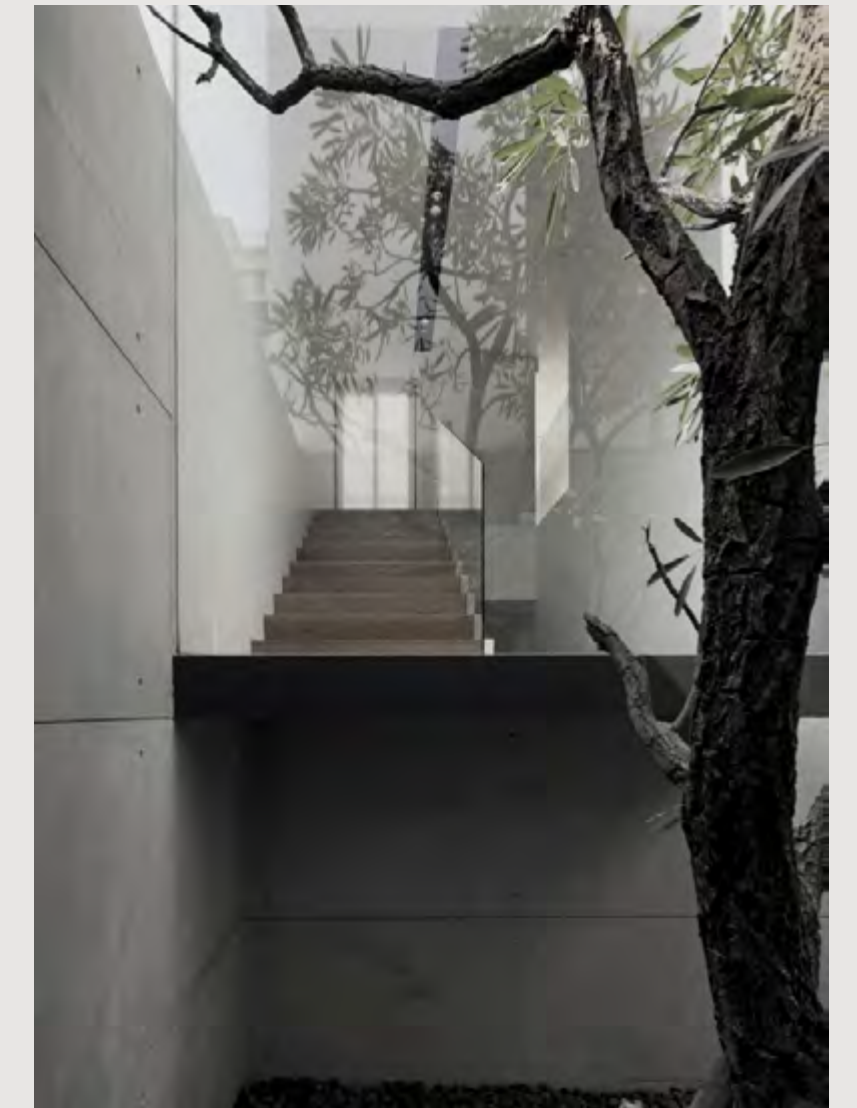




FAÇADE DESIGN

KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS





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KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS





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FAÇADE DESIGN



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The rooftop with outdoor seating offers a view over the clear, blue Meydan sky, a place to breathe. The double volume, ceiling height and wall thickness are designed to cool the interior spaces naturally, minimizing the need for air conditioning.

ROOF GARDEN





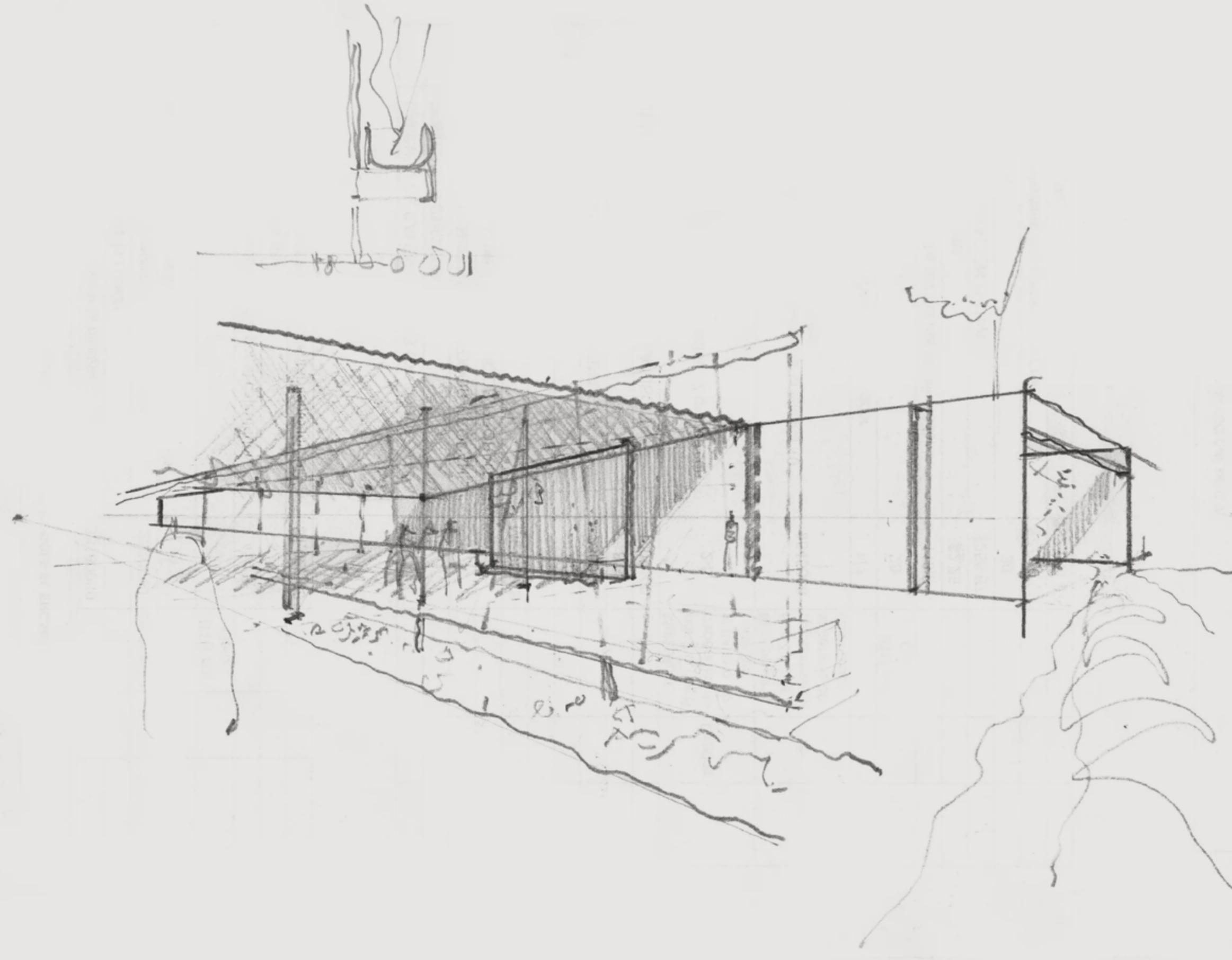


- LEGEND :
- 01 ENTERTAINMENT ROOM
  - 02 POOL
  - 03 STAIRS / LIFT
  - 04 FOYER
  - 05 CARPORT
  - 06 MASTER BEDROOM
  - 07 BEDROOM 2
  - 08 BRIDGE
  - 09 BEDROOM 1
  - 10 BALCONY
  - 11 MEP
  - 12 OUTDOOR SEATING AREA

### NATURAL SUSTAINABILITY AT KETURAH RESERVE

- Keturah Reserve is designed to be naturally self-sustaining from conception.
- All amenity areas are accessible by foot on tree shaded pathways, eliminating the need of driving from place to place.
- Floorplans are created based on established material measurements to avoid material and energy waste. Materials are specifically selected for their adaptability to the microclimate of Meydan.
- Raw wood is fired a minimum six times to increase durability and resistance to wear and tear.
- High ceilings, wall thickness and windowpane density cool the interior naturally, saving energy by reducing the need for air conditioning.
- Balconies are broader than the norm to reduce the heat and glare of direct sunlight.
- Door frames and garages are wider to facilitate the flow of passage.
- New Luxury integrates sustainability naturally without the need of further human involvement.





### **KETURAH RESERVE SUPERHOMES, DESIGNED FROM THE INSIDE OUT**

Keturah Reserve is uniquely conceived and designed from the inside out using principles of the five elements, proportions, ratio and light, and natural materials. All residences are fully furnished, with furniture and fixtures custom-designed and produced for each space in natural, raw materials and in neutral colours. They blend perfectly into the interior, freeing the residents' movement and circulation, and elevating their physical and mental well-being.

Keturah Reserve's Super Home™ Concept is designed to transform residents' lives through their experience of the interior and exterior space.



## THE FLOW OF AIR, LIGHT, COLOUR , SPACE, TEXTURE AND MATERIAL



### THE FLOW OF AIR

Keturah Reserve homes are designed with double volume interior spaces, naturally increasing the flow of air. Keturah Reserve's super-efficient VRF (Variable Refrigerant Flow) technology reduces energy costs, improves residents' comfort, and sends cooled air to evaporators in different spaces, maintaining an even, consistent temperature by zone. The air filtration system silently eliminates pollen, cooking odors and smoke, continuously purifying and refreshing the air.



### THE FLOW OF LIGHT

The architecture of Keturah Reserve is designed to optimize natural daylight without its heat or glare. When daylight fades, architectural lighting optimizes the body's circadian system, enhancing residents' mood, comfort and alertness, and improving the quality of their sleep.

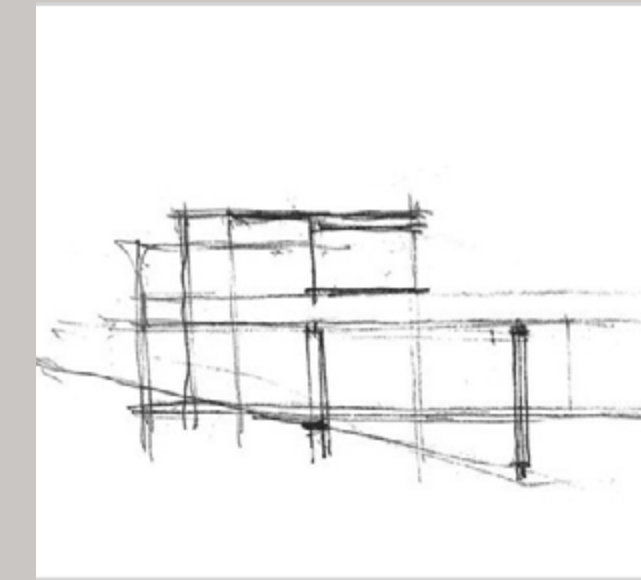
Lighting is always lateral, never directly overhead, to optimize visual comfort, enhance the space and create atmosphere by zone, for a subtle and healing ambiance



### THE FLOW OF COLOUR

The architecture of Keturah Reserve homes blends into the rawness of the desert landscape, to create an ambiance of solace and serenity. The bleached bone-coloured travertine facade links the exterior to the interior, with bronze vertical slats creating a subtle interplay of light and shade.

The three cool-neutral tone-on-tone palette of cream, champagne and bronze, and three textures of wood, stone and metal, are inspired by the natural colours and textures of the surrounding desert.



### THE FLOW OF SPACE

Keturah Reserve homes are conceived and designed from the inside out using contemporary architectural principles of the five elements, proportions, ratio and daylight, in raw, natural materials.

The double volume open plan spaces optimize the flow of passage, without corridors or hallways. Furniture and fixtures are custom-designed for each residence and produced for each space.

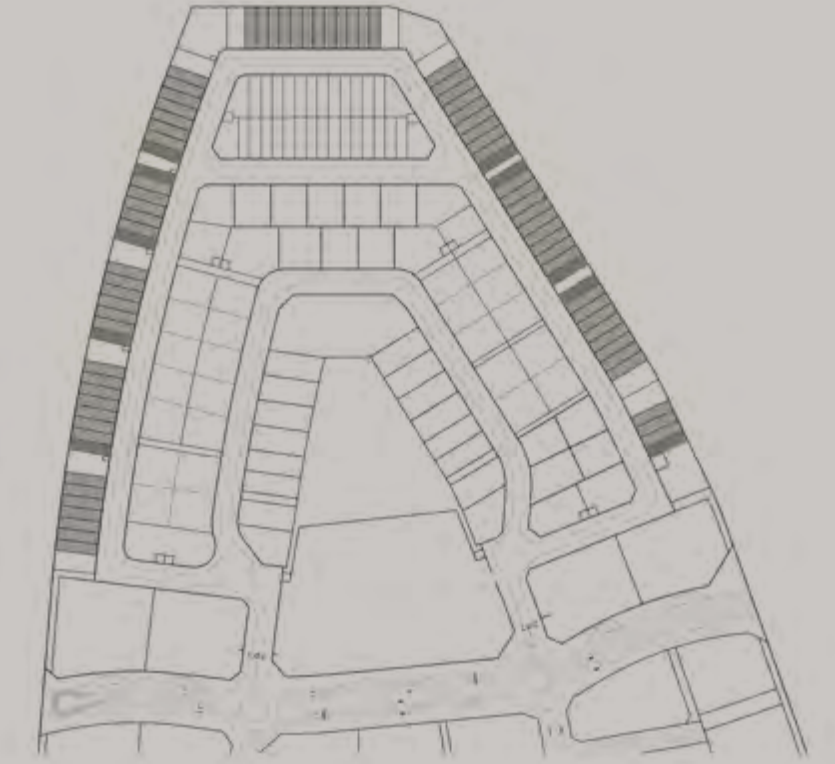
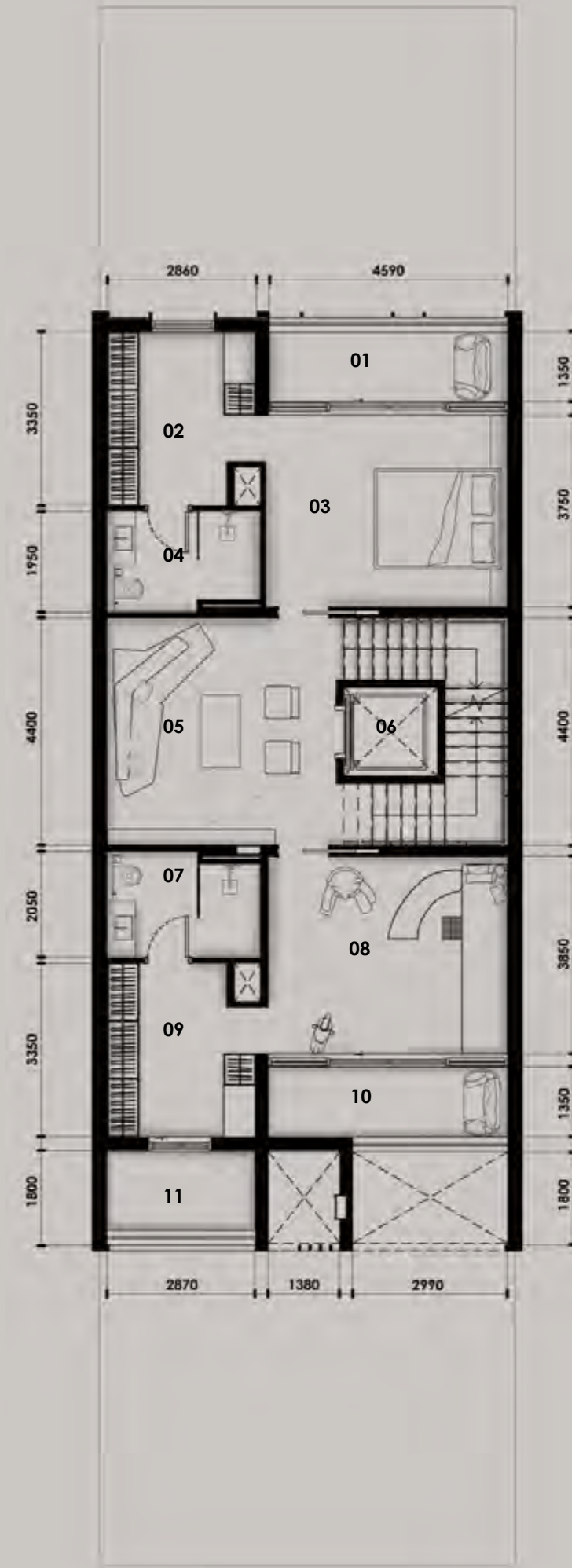
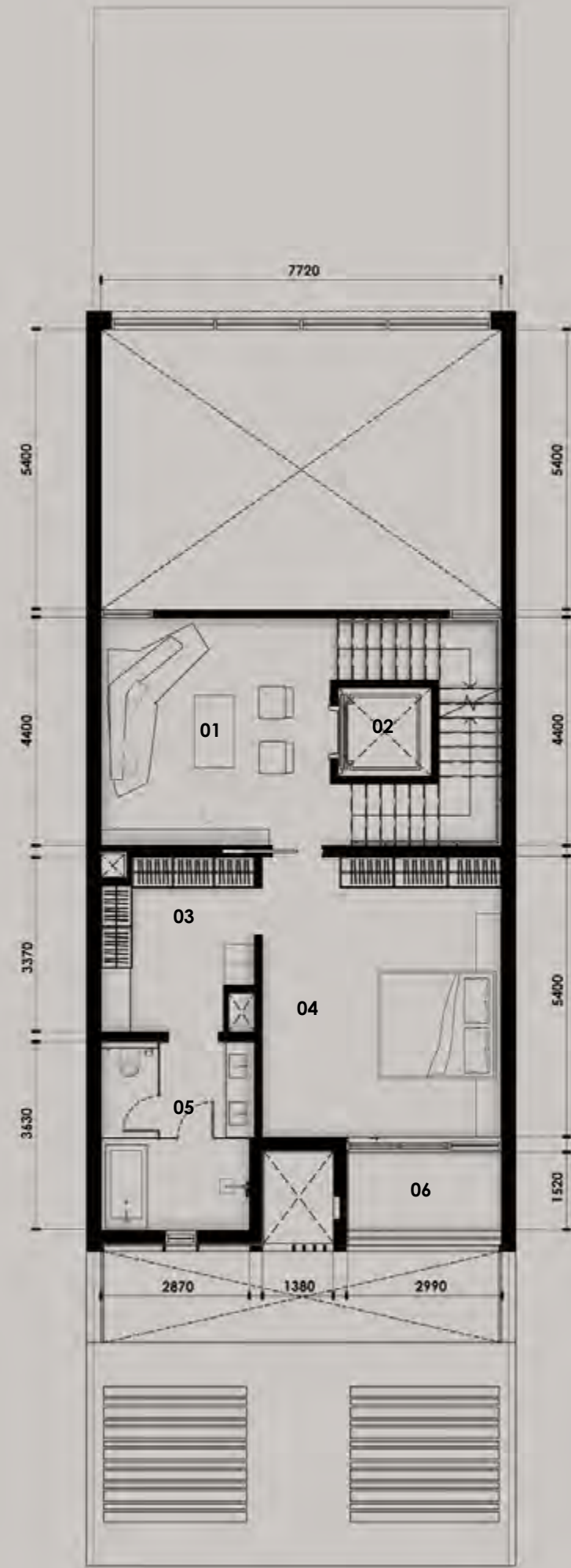
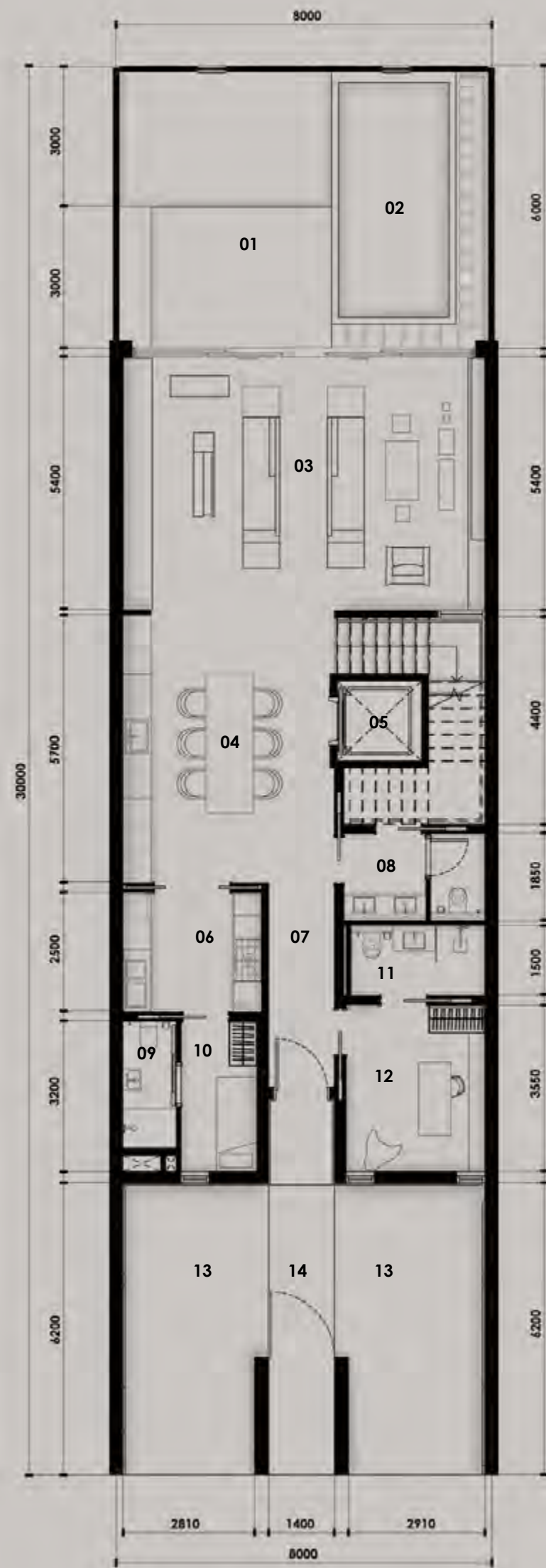
They blend perfectly into the interior, freeing the flow of residents' movement, and elevating their physical and mental well-being.



### THE FLOW OF TEXTURE AND MATERIAL

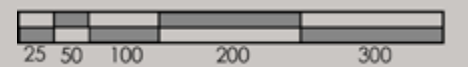
The project's design began with the selection of textures, glass, travertine, wood and metal. Raw materials are selected to correspond with the flow of energy. Perfect individually, they interplay and exchange energies when placed together.





SUPERHOME	BUA (SQ.M)	BUA (SQ.FT)
Ground Floor	174.84 sq.m	1,881.94 sq.ft
First Floor	99.80 sq.m	1,074.25 sq.ft
Second Floor	134.93 sq.m	1,452.23 sq.ft
Roof deck	83.47 sq.m	898.50 sq.ft
<b>Total</b>	<b>493.04 sq.m</b>	<b>5,307.02 sq.ft</b>

PLOT	AREA	Plot No.	No. of Units	No. of Levels	Height
	239.90 sq.m	42, 43, 44 and 45	73 REGULAR 10 CORNER	GROUND + 2 FLOORS + ROOF	14.60m ROOF SLAB



- 01 OUTDOOR YARD
- 02 POOL
- 03 ENTERTAINMENT AREA
- 04 KITCHEN | DINING AREA
- 05 LIFT
- 06 MAIN KITCHEN
- 07 HALLWAY
- 08 WASH AREA
- 09 MAID'S BATHROOM
- 10 MAID'S ROOM
- 11 GUEST BATHROOM
- 12 GUEST ROOM
- 13 CAR PORT
- 14 MAIN ENTRANCE

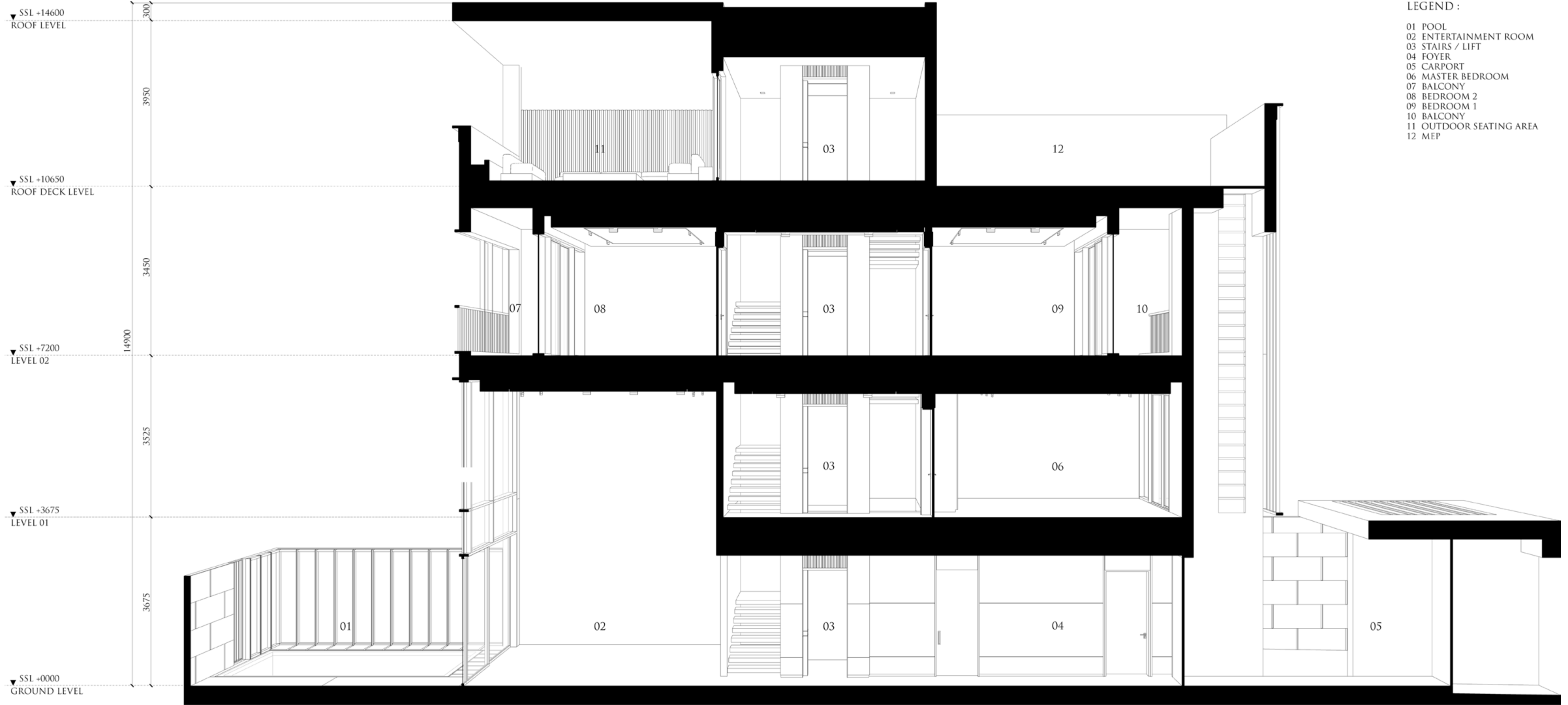
- 01 MASTER LIVING AREA
- 02 LIFT
- 03 WALK-IN-CLOSET
- 04 MASTER BEDROOM
- 05 MASTER BATHROOM
- 06 BALCONY

- 01 BALCONY
- 02 WALK-IN-CLOSET
- 03 BEDROOM
- 04 BATHROOM
- 05 ENTERTAINMENT AREA
- 06 LIFT
- 07 BATHROOM
- 08 BEDROOM | KID'S ROOM
- 09 WALK-IN-CLOSET
- 10 BALCONY
- 11 BALCONY

- 01 OUTDOOR SEATING AREA
- 02 OUTDOOR GRILL AREA
- 03 LAUNDRY AREA
- 04 LIFT
- 05 MEP SERVICES AREA

## KETURAH RESERVE ROW HOUSE | 4 BEDROOM







Mohammed Bin Rashid City District 7 (MBR7)  
25.2048° N, 55.2708° E



KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS



All room sizes and floor plans measurements are approximate and may vary per unit. Floor plans and unit features are preliminary and proposed only. Developer reserves the right to modify, revise, change or withdraw any or all of same in its sole and absolute discretion and without prior notice. Depictions of furnishings, finishes, appliances, counters, soffits, floor coverings and other matters of detail, including, without limitation, items of finish and decoration are conceptual only and are not necessarily included in each Unit. Consult your Agreement and the Prospectus for items included with your Unit.



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All Keturah Reserve homes include two kitchens, a functional and an entertainment kitchen.

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KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS



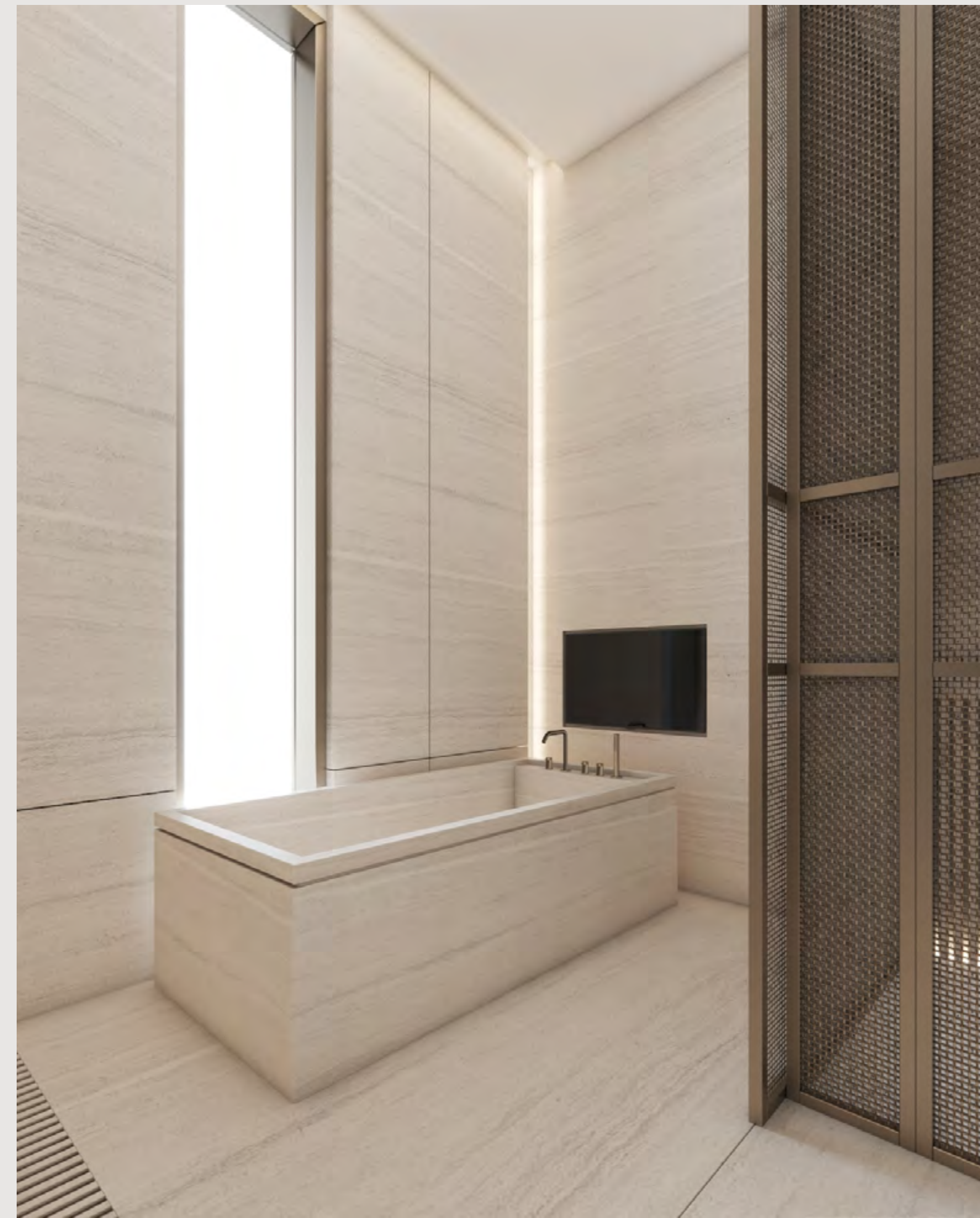
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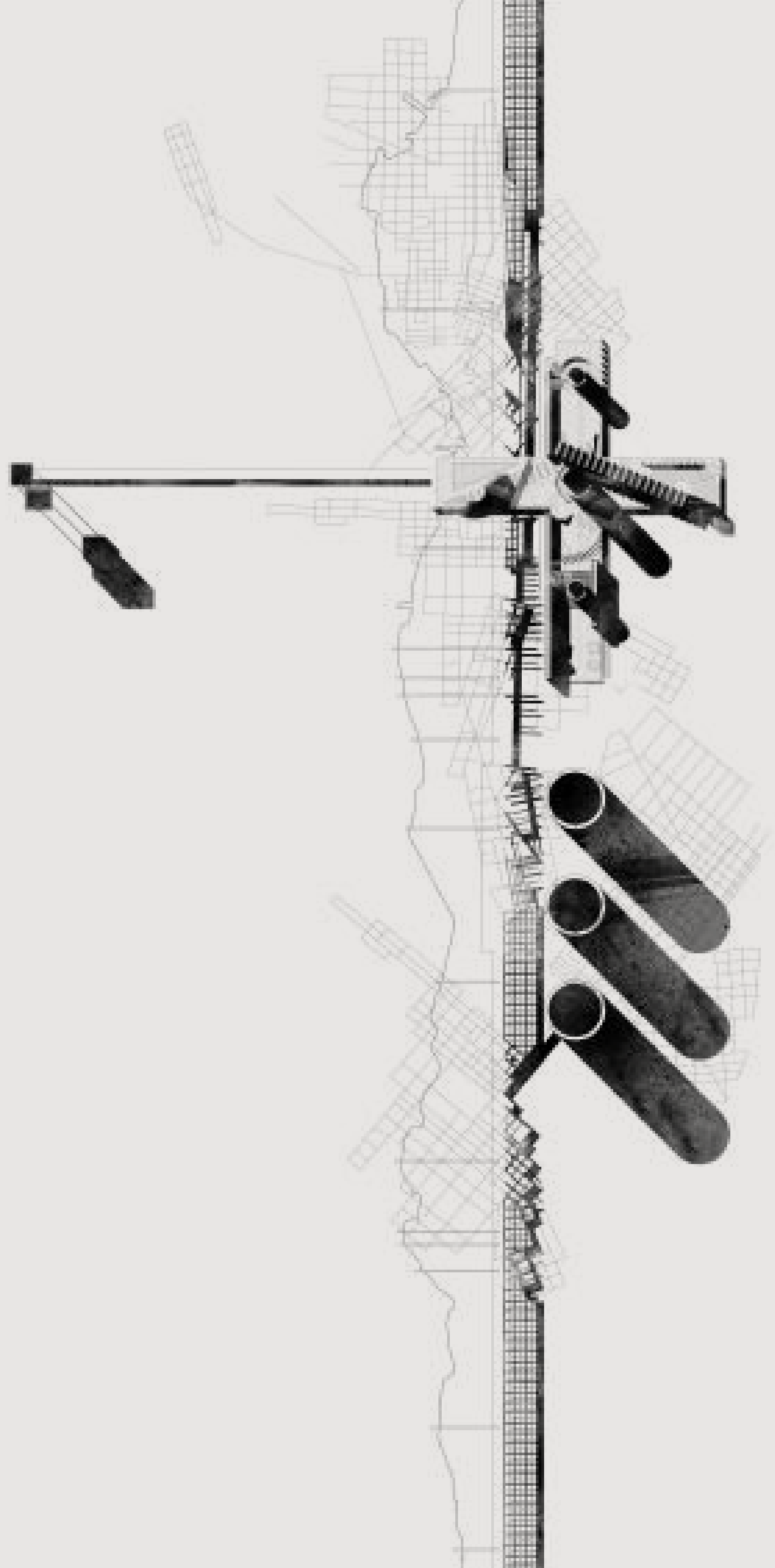
KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS

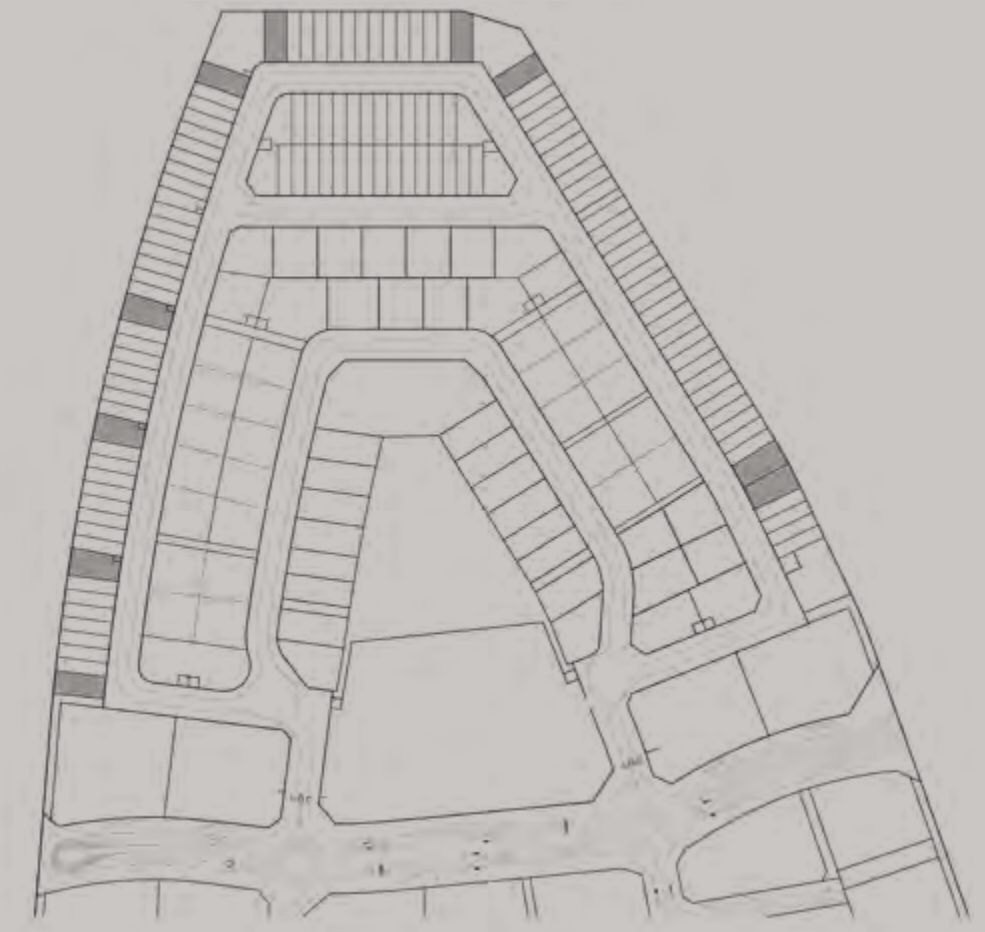
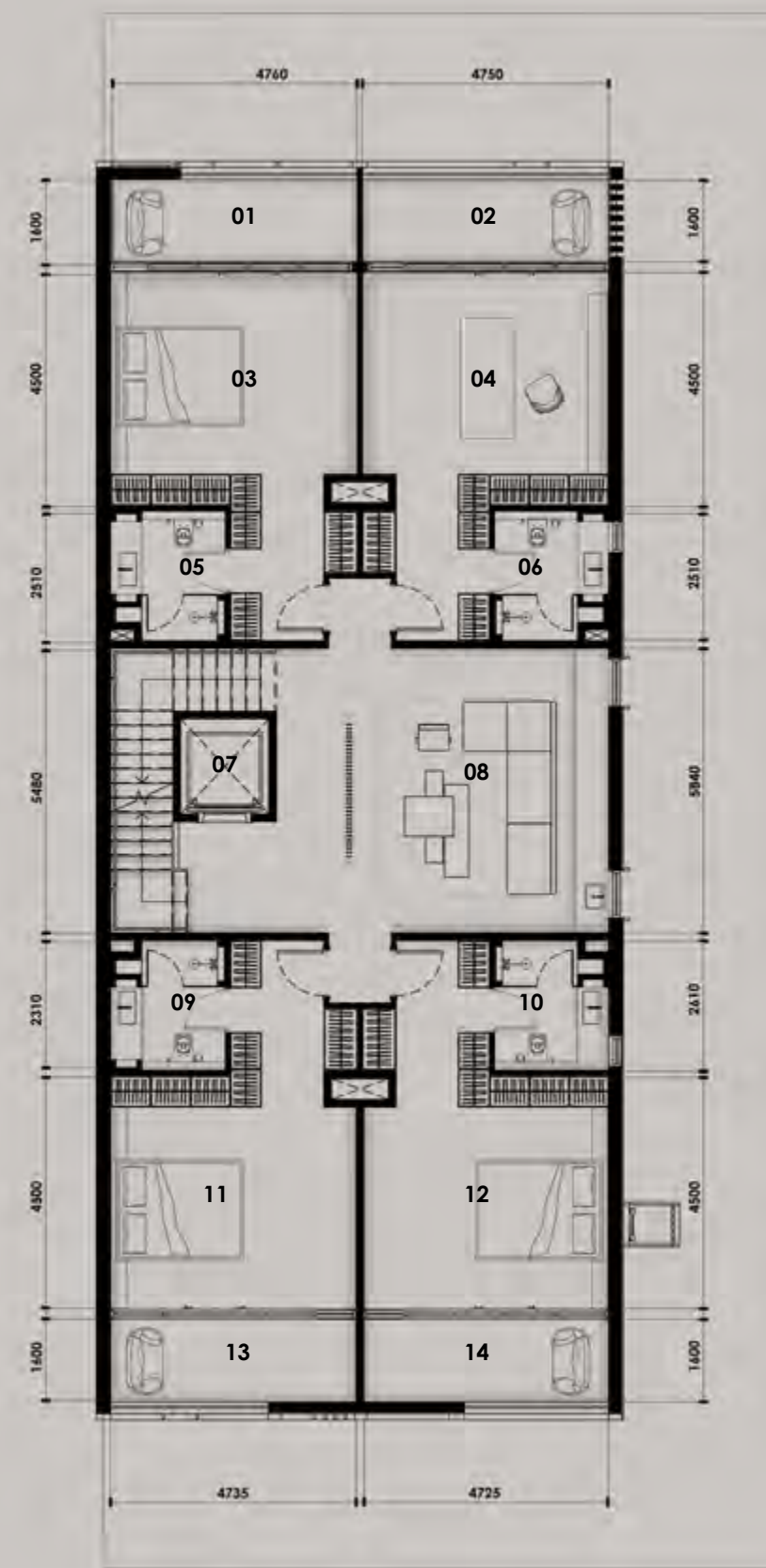
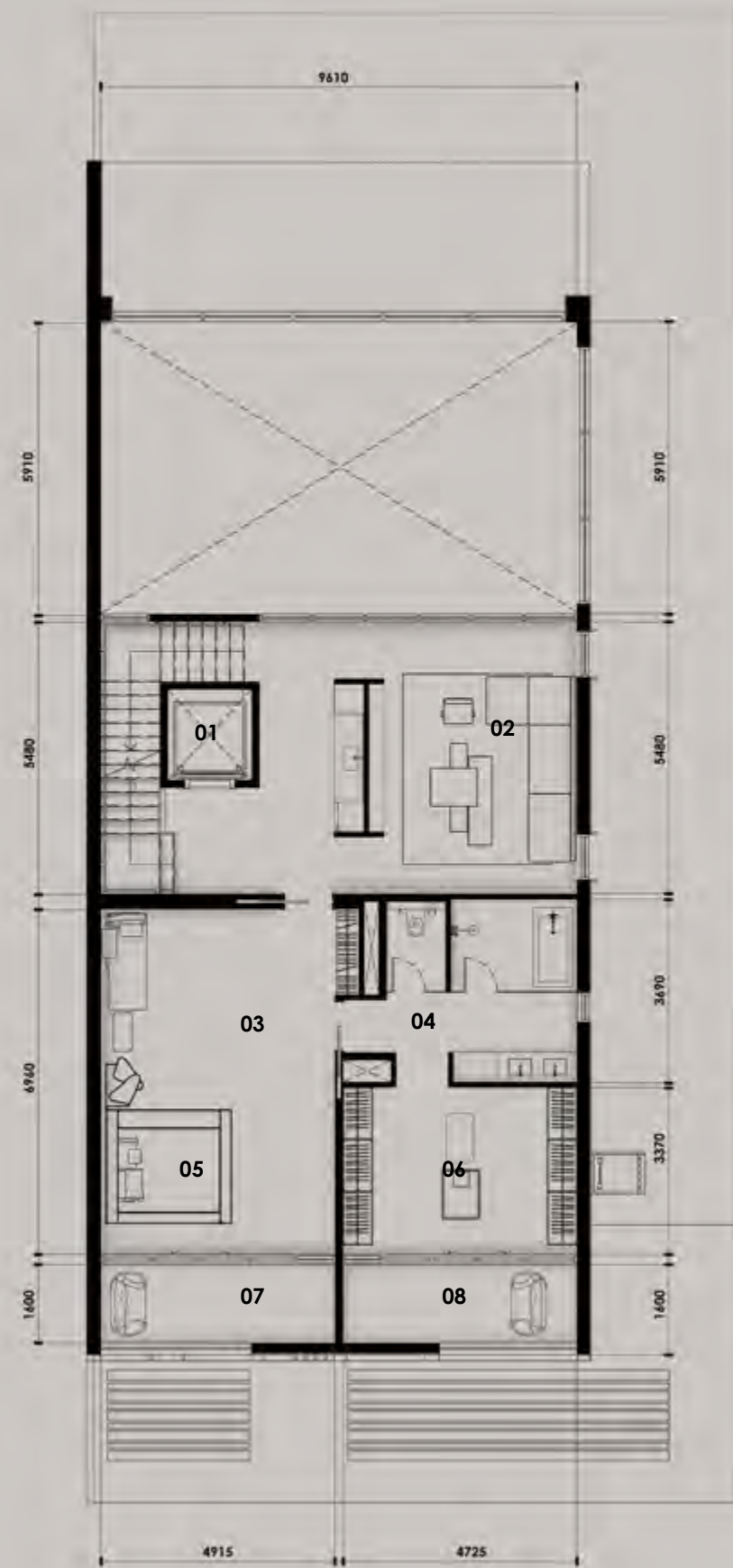
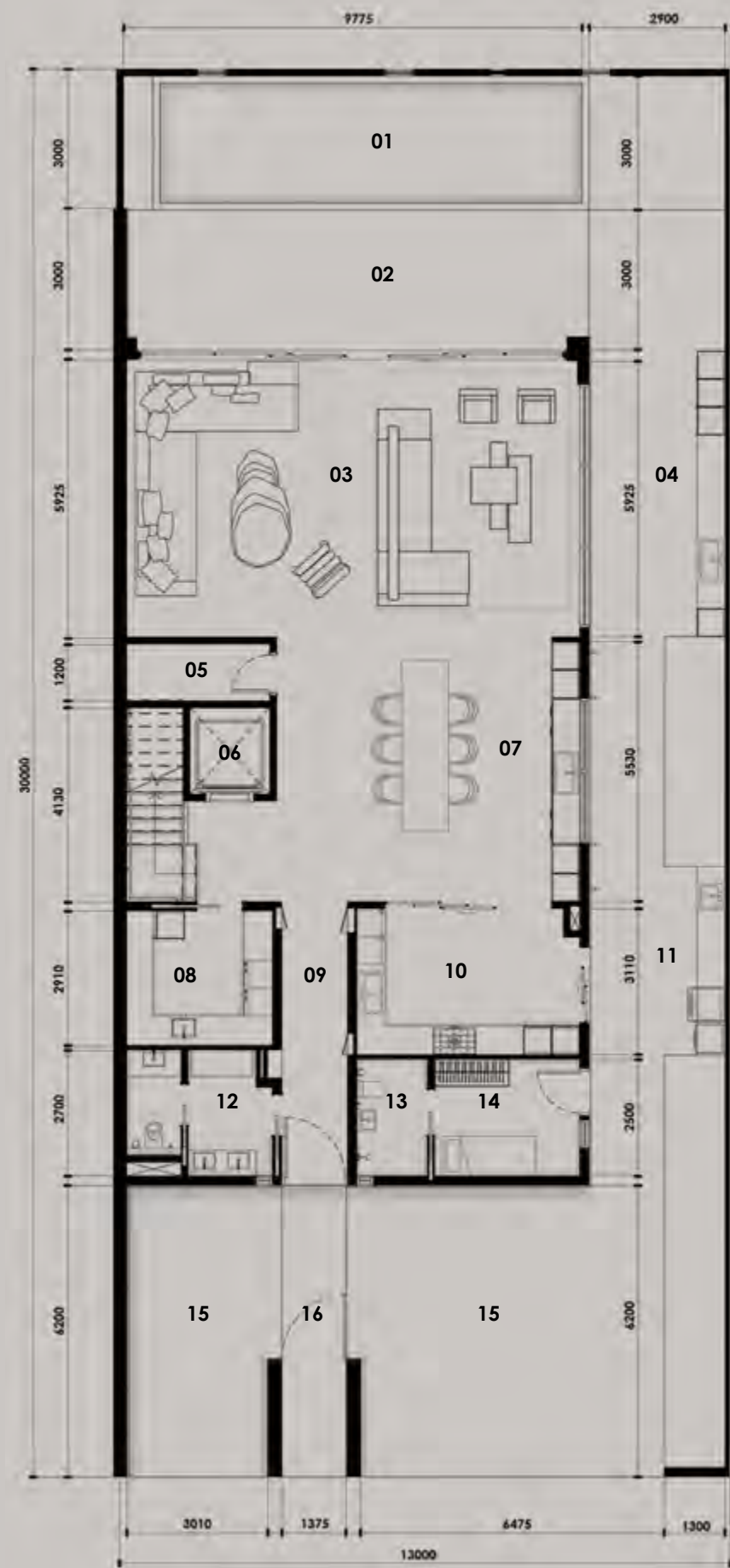


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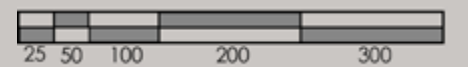






SUPERHOME	BUA (SQ.M)	BUA (SQ.FT)
Ground Floor	280.41 sq.m	3,018.39 sq.ft
First Floor	180.60 sq.m	1,660.60 sq.ft
Second Floor	240.83 sq.m	2,592.28 sq.ft
Roof deck	150.65 sq.m	1,621.59 sq.ft
<b>Total</b>	<b>826.17 sq.m</b>	<b>8,892.86 sq.ft</b>

PLOT		
AREA	383.86 - 457.53 sq.m	4,131.83 - 4,924.81 sq.ft
Plot No.	42, 43, 44 and 45	
No. of Units	10 REGULAR	
No. of Levels	GROUND + 2 FLOORS + ROOF	
Height	14.60m ROOF SLAB	



- 01 POOL
- 02 OUTDOOR TERRACE
- 03 ENTERTAINMENT AREA
- 04 OUTDOOR BAR
- 05 STORAGE
- 06 LIFT
- 07 KITCHEN | DINING AREA
- 08 LAUNDRY ROOM
- 09 HALLWAY
- 10 SERVICE KITCHEN
- 11 OUTDOOR GRILL AREA
- 12 WASH AREA
- 13 MAID'S BATHROOM
- 14 MAID'S ROOM
- 15 CARPORT
- 16 MAIN ENTRANCE

- 01 LIFT
- 02 MASTER LIVING AREA
- 03 MASTER SEATING AREA
- 04 MASTER BATHROOM
- 05 MASTER BEDROOM
- 06 WALK-IN-CLOSET
- 07 BALCONY
- 08 BALCONY

- 01 BALCONY 1
- 02 BALCONY 2
- 03 BEDROOM 1
- 04 BEDROOM 2
- 05 BATHROOM 1
- 06 BATHROOM 2
- 07 LIFT
- 08 ENTERTAINMENT AREA
- 09 BATHROOM 3
- 10 BATHROOM 4
- 11 BEDROOM 3
- 12 BEDROOM 4
- 13 BALCONY 3
- 14 BALCONY 4

- 01 OUTDOOR SEATING AREA
- 02 LIFT
- 03 OUTDOOR GRILL AREA
- 04 MEP SERVICES AREA

**KETURAH RESERVE  
ROW HOUSE | 5 BEDROOM**





- LEGEND :
- 01 CARPORT
  - 02 FOYER
  - 03 STAIRS / LIFT
  - 04 ENTERTAINMENT ROOM
  - 05 POOL
  - 06 BALCONY
  - 07 MASTER BEDROOM
  - 08 BALCONY
  - 09 BEDROOM 2
  - 10 BEDROOM 1
  - 11 BALCONY
  - 12 MEP
  - 13 OUTDOOR SEATING AREA



Mohammed Bin Rashid City District 7 (MBR7)  
25.2048° N, 55.2768° E



KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS

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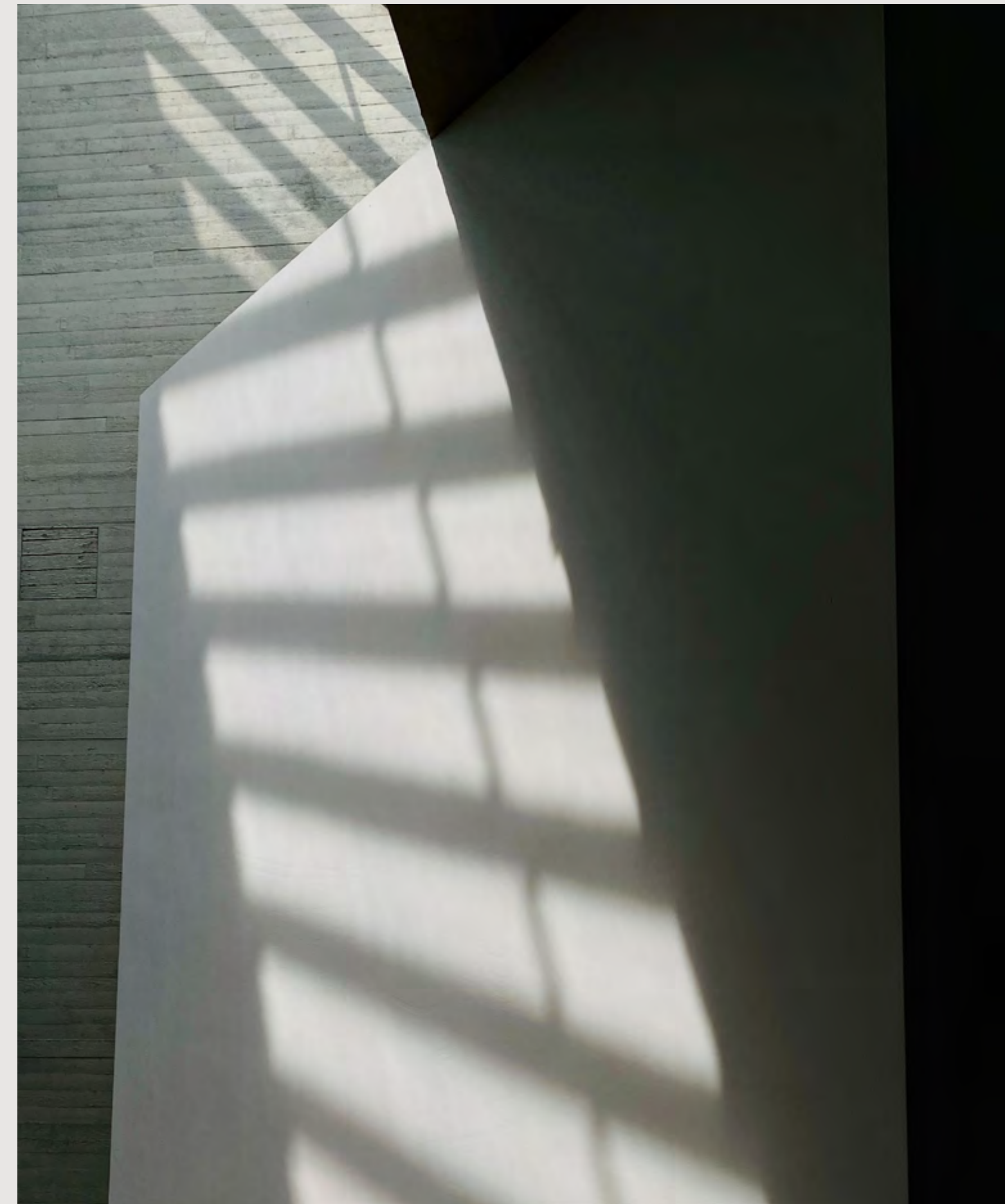


Mohammed Bin Rashid City District 7 (MBR7)  
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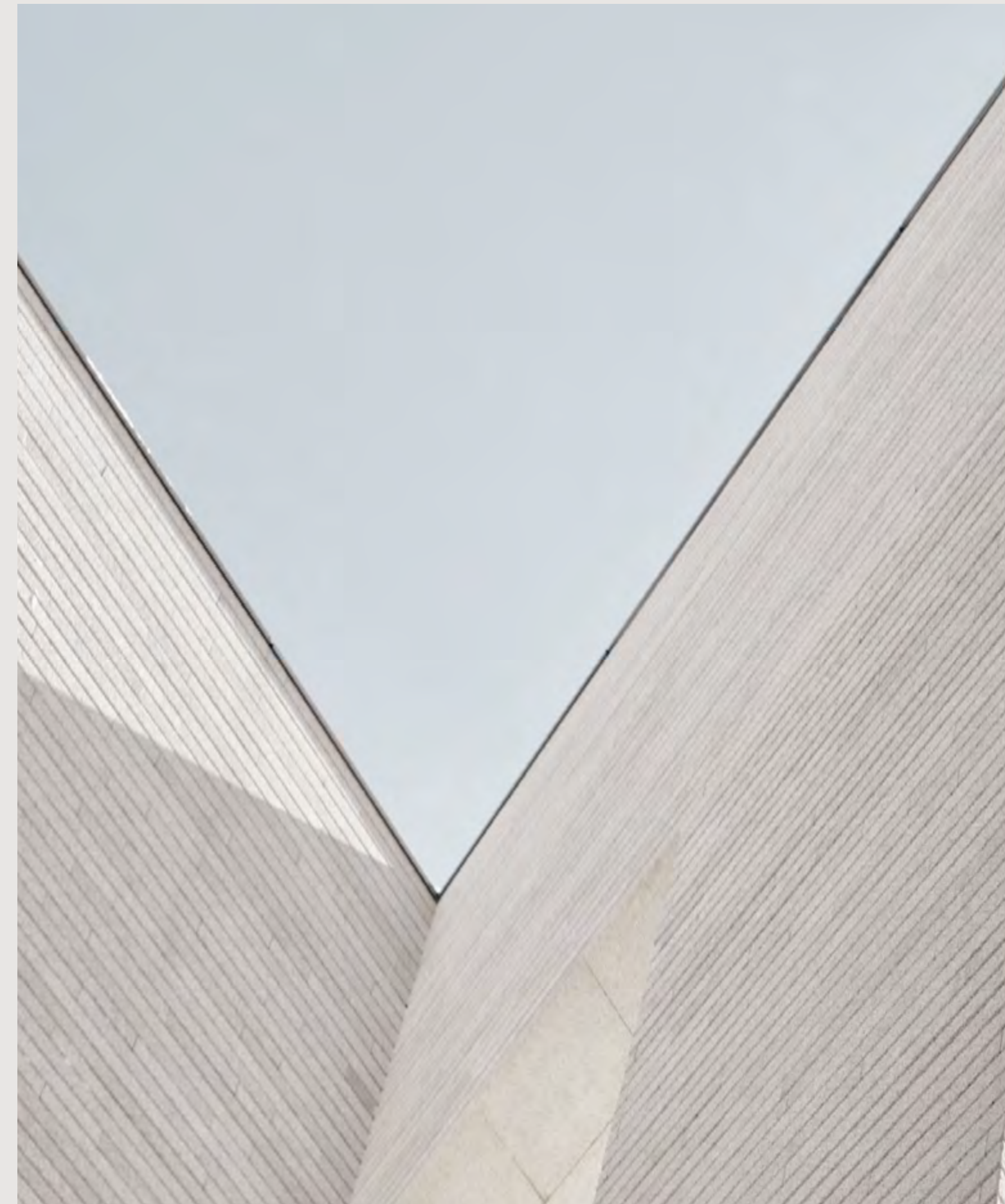


Mohammed Bin Rashid City District 7 (MBR7)  
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BIO LIVING  
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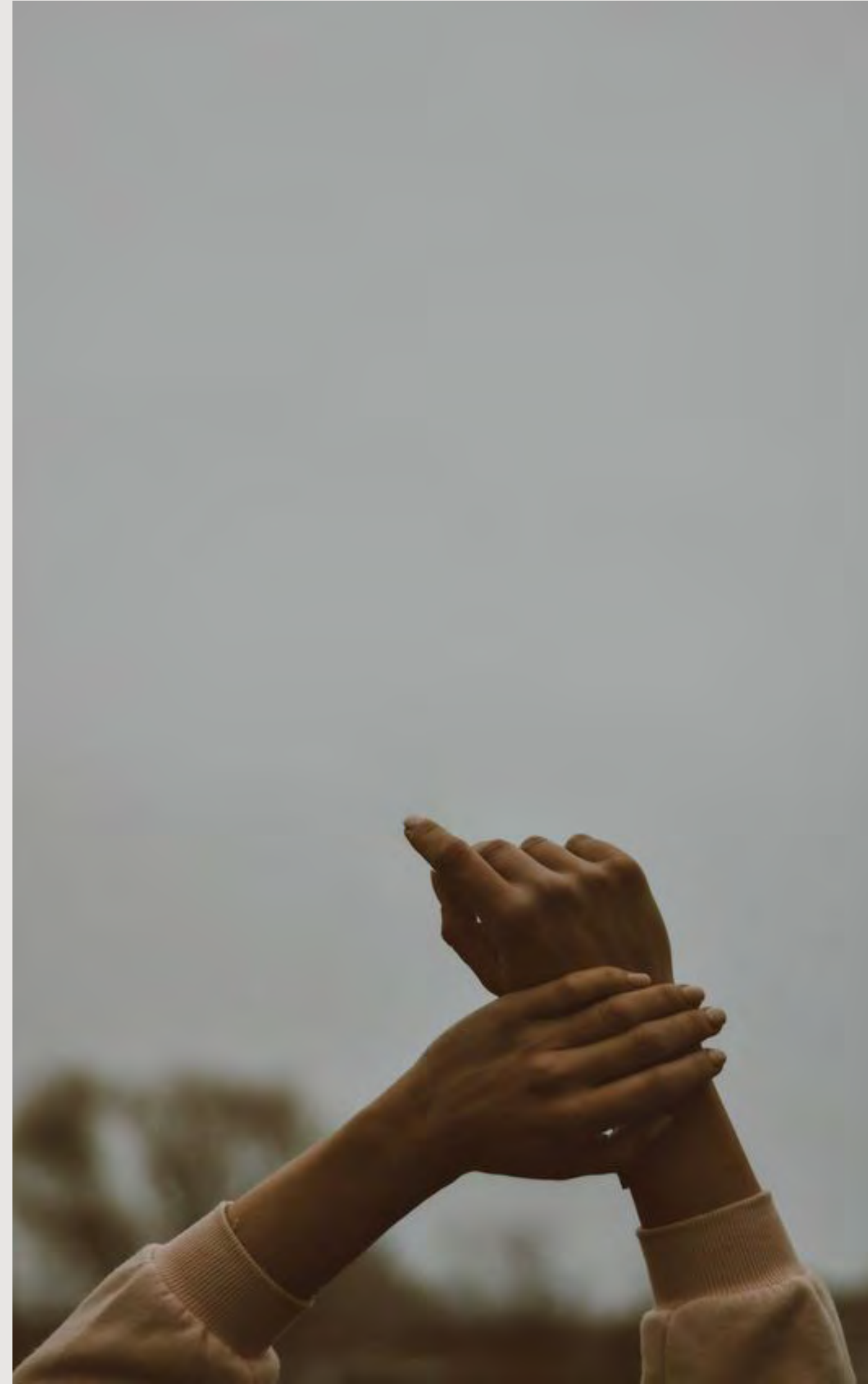
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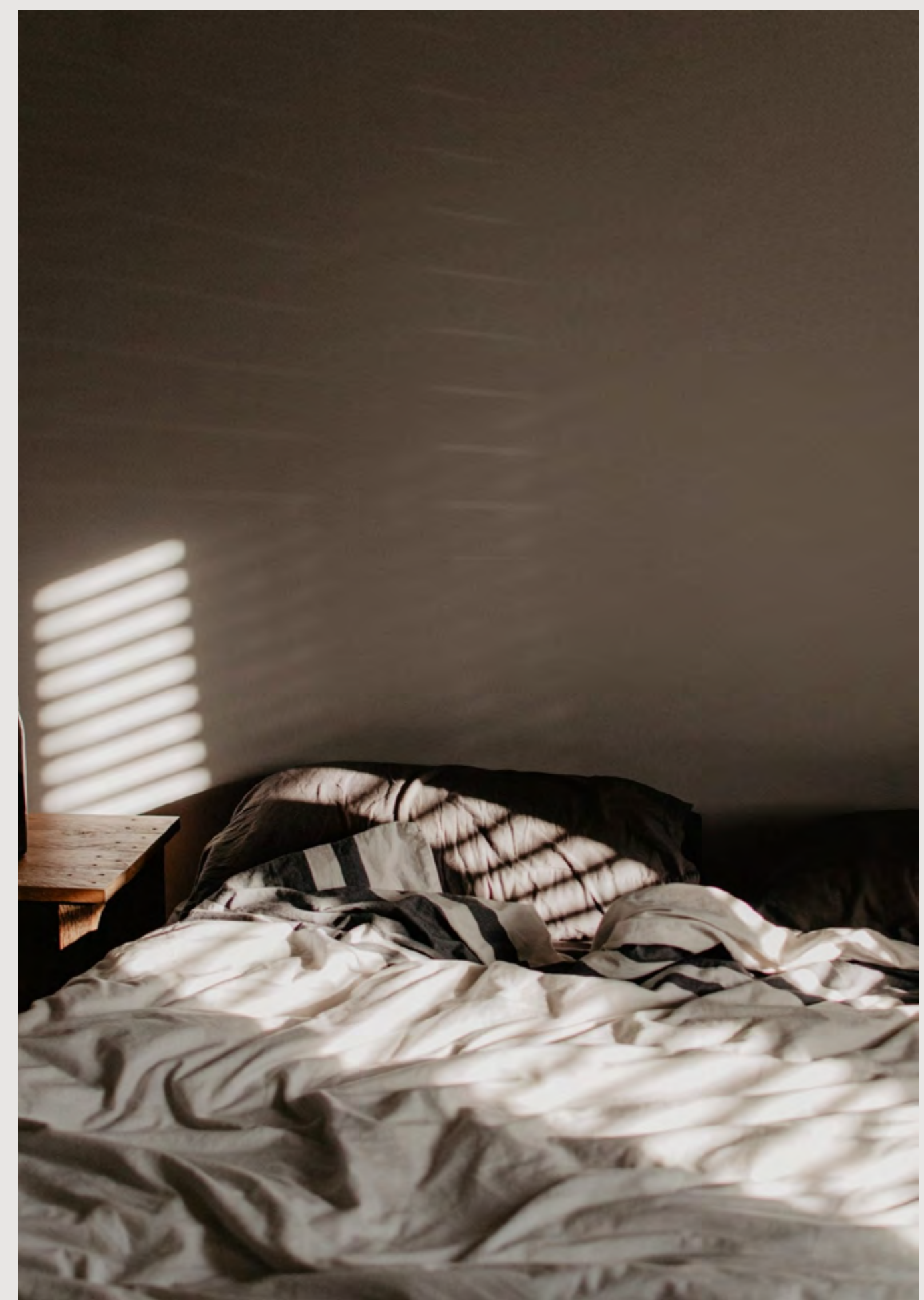
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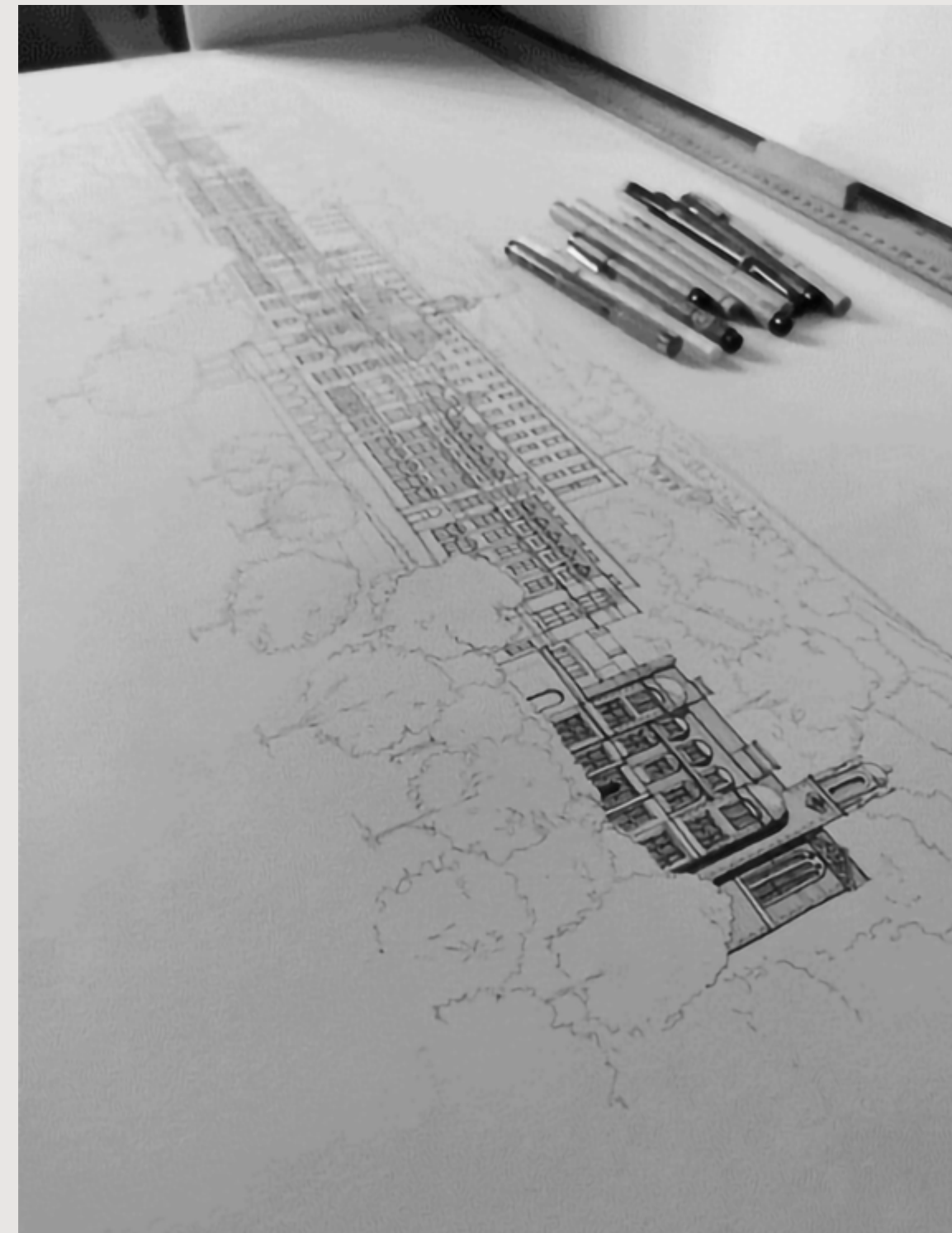




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Each Keturah Reserve home features a home office,  
which may also be converted into a bedroom.



### INTERIOR BODY

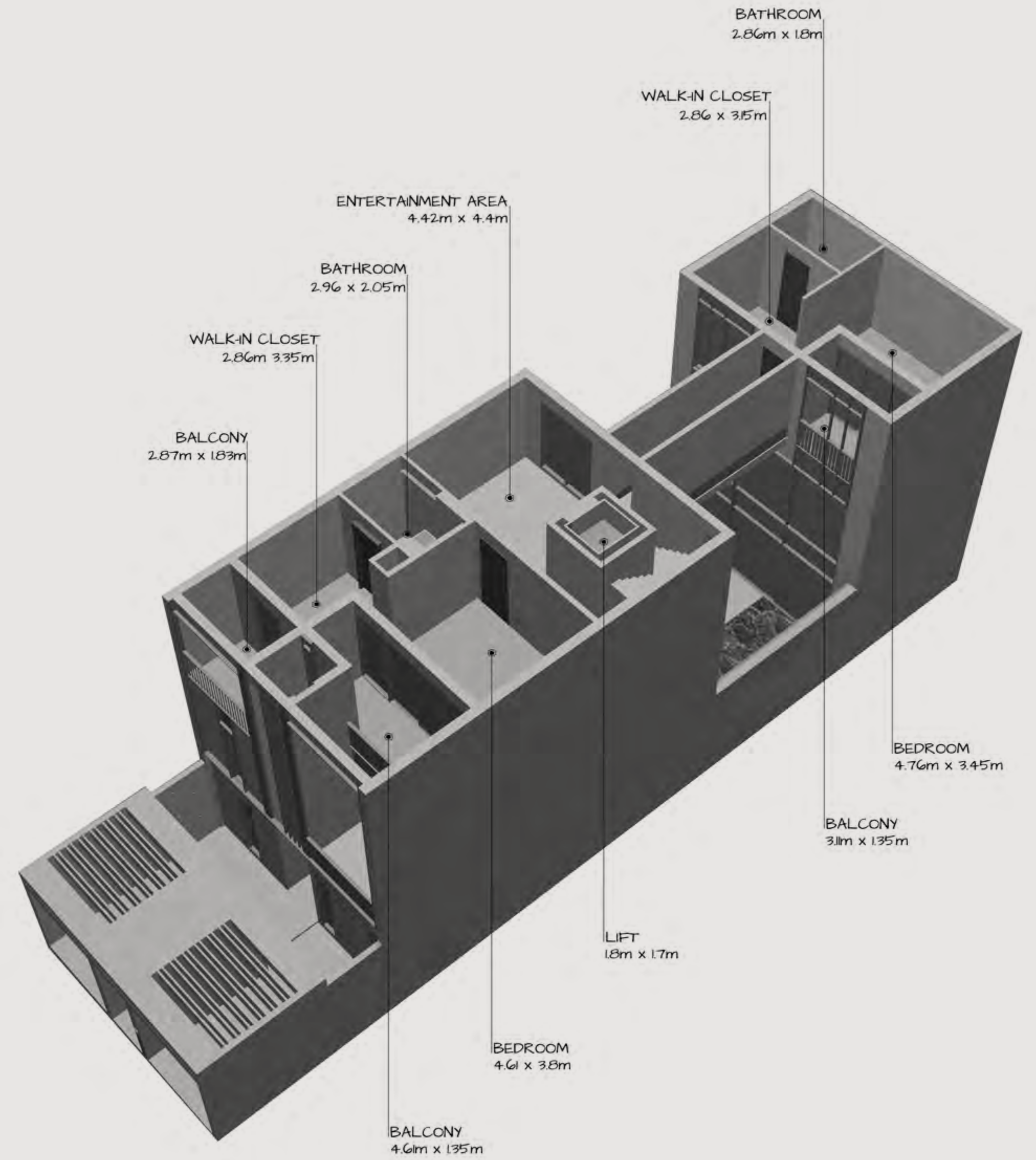
Keturah Reserve is uniquely designed from the inside out, from the central beating heart to the exterior, the architectural skin.

### ARCHITECTURE SKIN

The clean, geometric lines of the façade connect the interior to the exterior.

### LANDSCAPE

The homes blend into the rawness of the desert landscape with its indigenous plants and olive trees.







FRAMELESS SLIDING DOOR



WHITE TRAVERTINE TILES

The travertine façade links the outside to the inside, with the vertical metal slats creating a play of shadow and intimacy.



HAIRLINE CHAMPAGNE METAL



WOODEN FLOOR



# Quooker®

Hot, cold, chilled and sparking filtered water from a single tap.



# TOTO

Award-winning innovative sanitary ceramic bathroom suites from Japan.



# Miele

German engineered state-of-the-art kitchen appliances. Revolutionary Technology.



# dyson

Cordless vacuum cleaner for optimum home hygiene.





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### HOME OWNING ADVANTAGES AT KETURAH RESERVE

Becoming a Keturah Reserve homeowner entitles the resident to request and obtain Visas for family members and house employees including chefs, nannies, maids, gardeners and personal secretaries, (subject to approval).



# KETURAH

RESERVE

For a viewing appointment, please call  
**800 624**

KETURAH RESERVE  
TRANSFORMATIONAL LIVING THROUGH DESIGN