

KETURAH

RESERVE

- A P A R T M E N T S -

WELCOME TO KETURAH RESERVE TRANSFORMATIONAL LIVING
THROUGH THE DESIGN OF SPACE

- M A S T E R P L A N -



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



KETURAH RESERVE
47XM+3QH - NAD AL SHEBA - MEYDAN DUBAI
25.2048° N, 55.2708° E

KETURAH
RESERVE

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

KETURAH RESERVE

BIO LIVING
DESIGN PROCESS

THE MEANING OF KETURAH

KETURAH is an Arabic word for the fragrance traditionally
diffused throughout the home to welcome guests,
a subtly poetic gesture.

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

KETURAH RESERVE

BIO LIVING
DESIGN PROCESS

KETURAH RESERVE
47XM+3QH - NAD AL SHEBA - MEYDAN DUBAI
25.2048° N, 55.2708° E

KETURAH
RESERVE



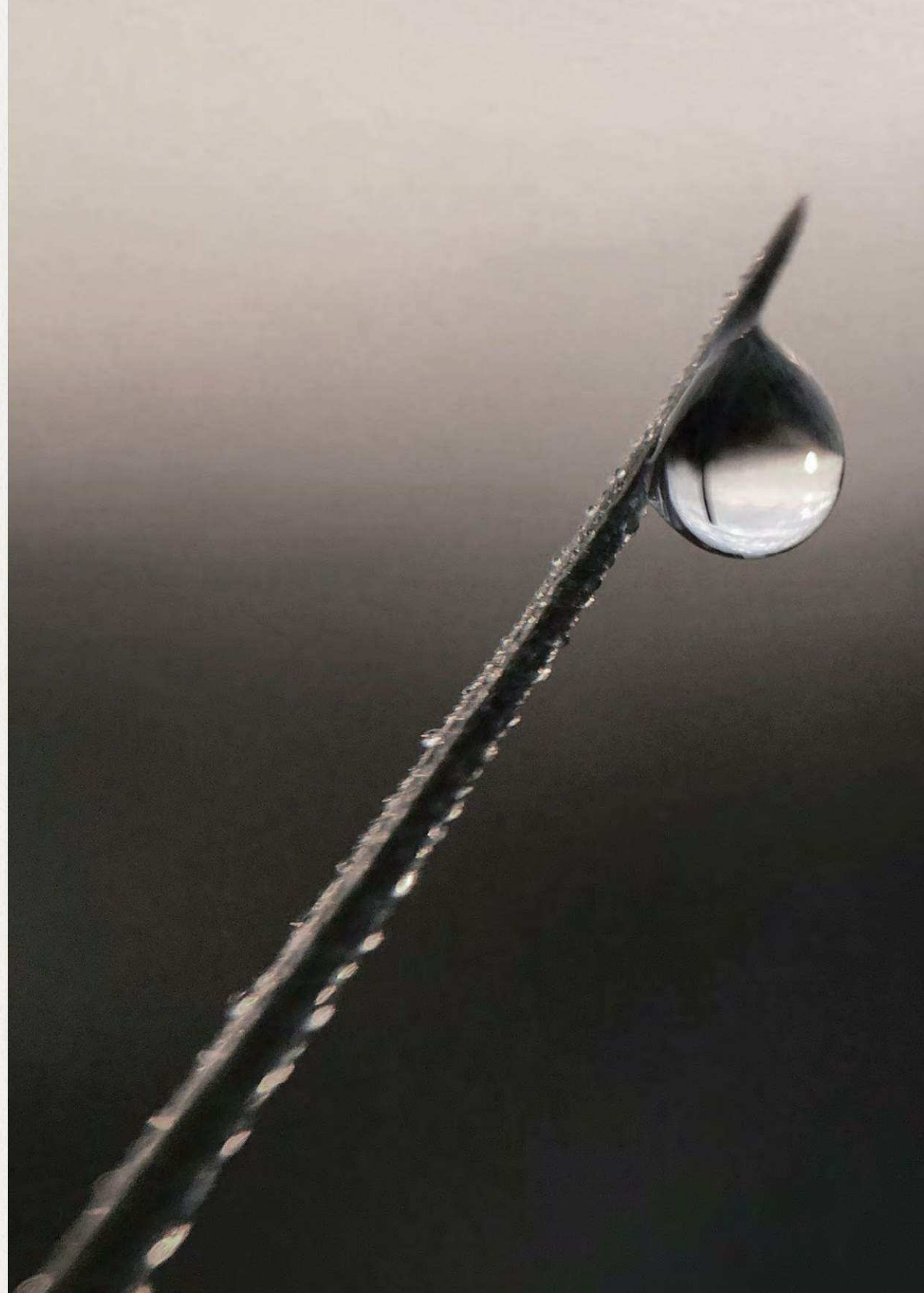
THE MESSAGE

"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 Al Gaddah
Founder and CEO



PORTFOLIO

KETURAH RESERVE

BIO LIVING
DESIGN PROCESS

THE BRIEF

keturah Reserve
Meydan
Dubai
Keturah Reserve at Meydan

DESIGN CONCEPT

Naturally Sustainable from inception
The Flow, Air, Light, Colour, Light, Space

MU 09, MU 10
2 BEDROOM
3 BEDROOM
4 BEDROOM

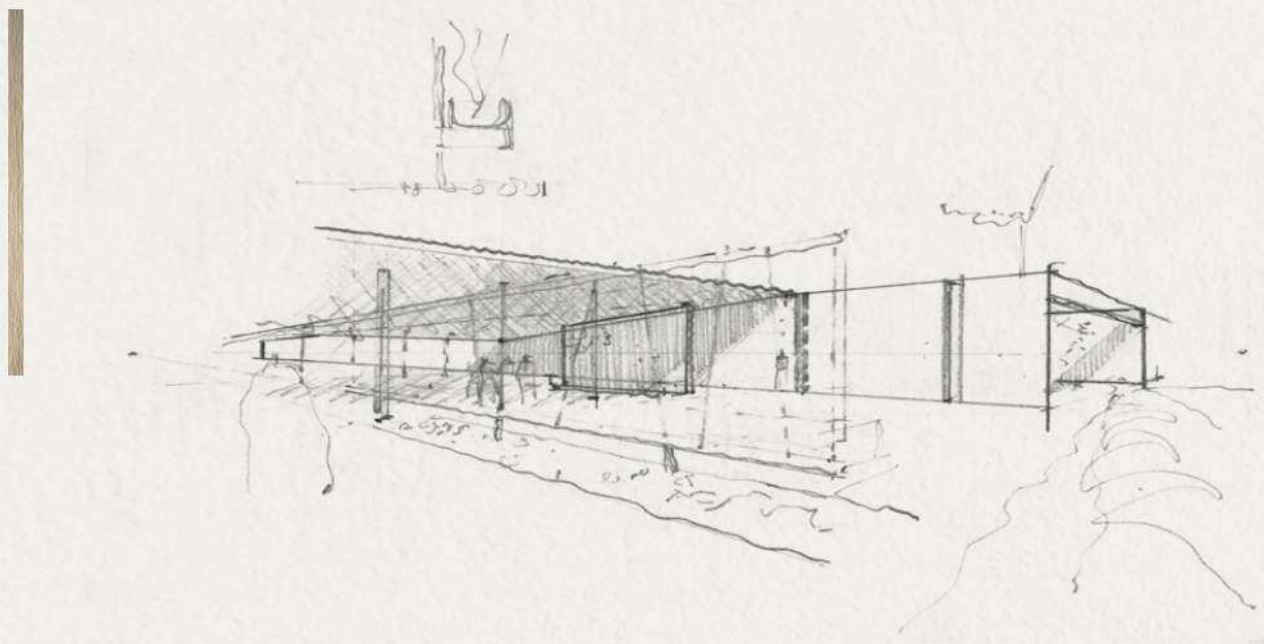
DESIGN AND TECHNICAL DEVELOPMENT

MEYDAN HOME-OWNER

KETURAH RESERVE'S SERVICES AND AMENITIES

PAYMENT PLAN

CONTACT



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.

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 resident's lives.



THE FIRST NEW LUXURY BIO LIVING RESIDENTIAL DEVELOPMENTS IN THE MIDDLE EAST

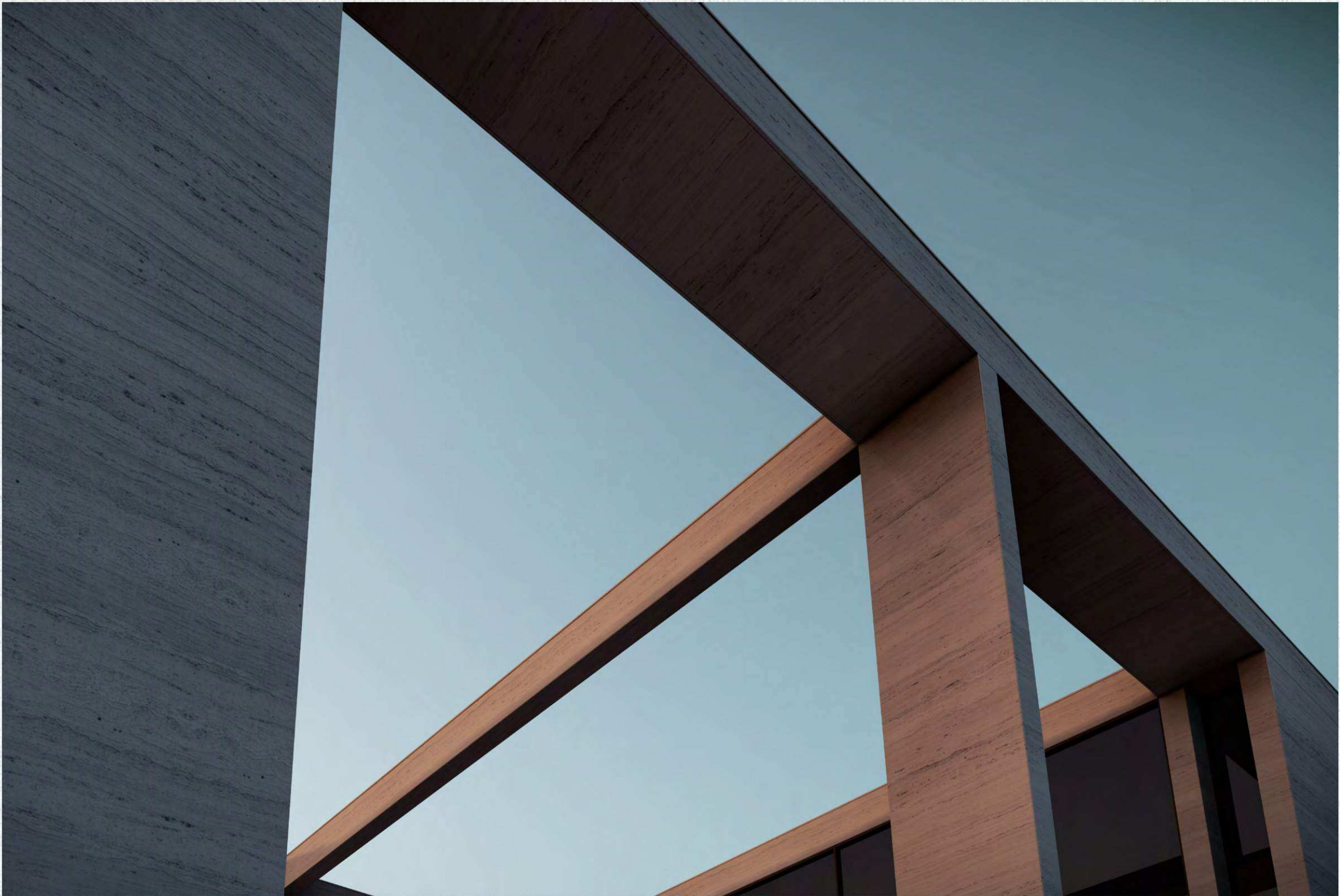
Dubai is the capital of innovation, one of the most dynamic and exciting cities in the world.

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.



BIO LIVING RESPECTS ALL
LIFE FORMS, FLORA,
FAUNA AND HUMAN

Bio Living respects all life forms equally, flora, fauna and human. Living in harmony with nature, we heal, restore and regenerate.



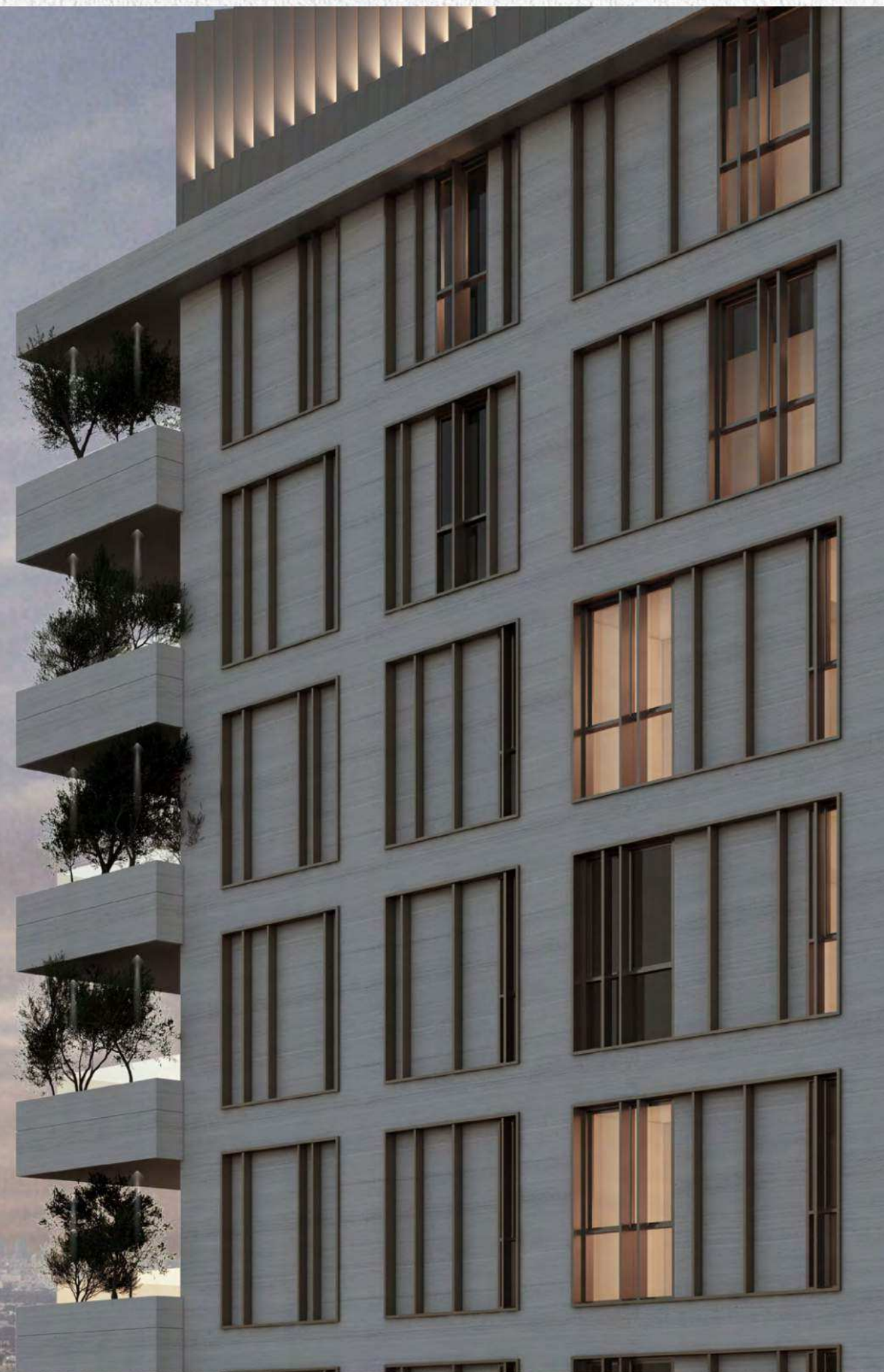
KETURAH RESERVE
47XM+3QH - NAD AL SHEBA - MEYDAN DUBAI
25.2048° N, 55.2708° E

KETURAH
RESERVE

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 STORY OF MEYDAN

Meydan is an Arabic word for an open, urban forum 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 9-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 GOLD 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 (Dubai International Finance Center), 12 minutes
Business Bay, 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, 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-Wellington-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

Medicare Hospital, 15 minutes
Emirates Hospital 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



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

KETURAH RESERVE

BIO-CLIMATE
DESIGN PRINCIPLES

KETURAH
GYM
GROCERY
APARTMENT
LOBBY ENTRANCE
MEDITATION
BUSINESS AREA
MEDITATION
BUSINESS AREA
SPA
YOGA

KETURAH RESERVE
47XM+3QH - NAD AL SHEBA - MEYDAN DUBAI
25.2048° N, 55.2708° E

KETURAH
RESERVE

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

KETURAH RESERVE

BIO LIVING
DESIGN PROCESS



KETURAH RESERVE
47XM+3QH - NAD AL SHEBA - MEYDAN DUBAI
25.2048° N, 55.2708° E

KETURAH
RESERVE



KETURAH RESERVE
47XM+3QH - NAD AL SHEBA - MEYDAN DUBAI
25.2048° N, 55.2708° E

KETURAH
RESERVE



KETURAH

RESERVE

DESIGNED FOR EVERY GENERATION

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



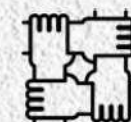
SPORTS

- GYM
- Swimming
- Squash
- Padel Tennis



FOOD & BEVERAGE

- Restaurants
- Kiosks
- Juice Bars



SUPPLEMENTARY SERVICES

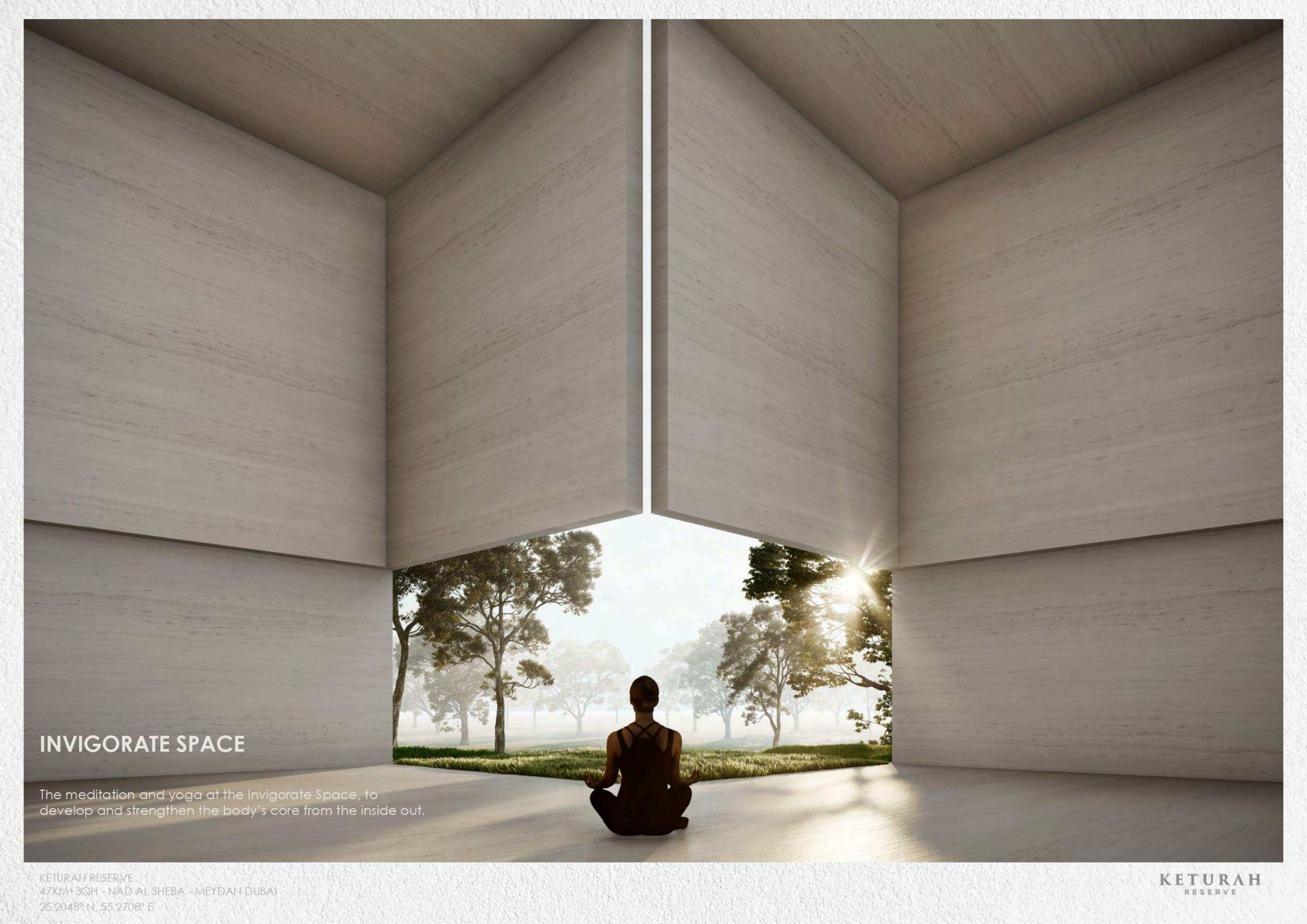
- Family & Kids Pool
- Ladies Pool
- Sauna & SPA
- Family Lounges
- Clinic
- Kids Area
- Green Areas
- Co-Working Stations
- Gaming Rooms & VR Areas



A person is seen from behind, sitting on a wooden aqua bike in a swimming pool. The pool is covered by a large, modern structure with a flat, light-colored roof and glass walls. The structure is supported by thin vertical poles. The pool water is calm, reflecting the sky and the surrounding landscape. In the background, there are trees and a clear sky. The overall atmosphere is serene and modern.

AQUA BIKE

As with the architecture, activities on offer at Keturah Reserve such as the WaterBike Pool, Pilates Studio, Silk Rope classes, rooftop meditation and yoga space, are designed to develop and strengthen the body's core from the inside out.

A person is seen from behind, sitting in a meditative lotus position on a light-colored floor. They are facing a large, irregular opening in a wall made of light-colored, textured panels. Through this opening, a lush garden with tall trees and green grass is visible. The sun is shining from the right side of the opening, creating a bright glow and casting long shadows on the floor. The overall atmosphere is peaceful and contemplative.

INVIGORATE SPACE

The meditation and yoga at the Invigorate Space, to develop and strengthen the body's core from the inside out.



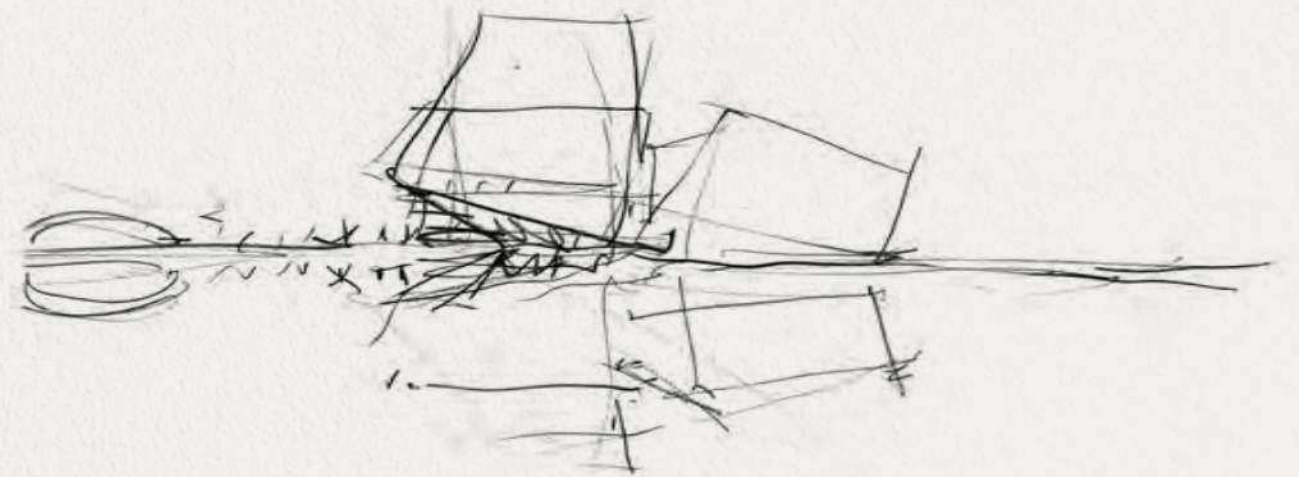
INDOOR KIDS PLAY AREA

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



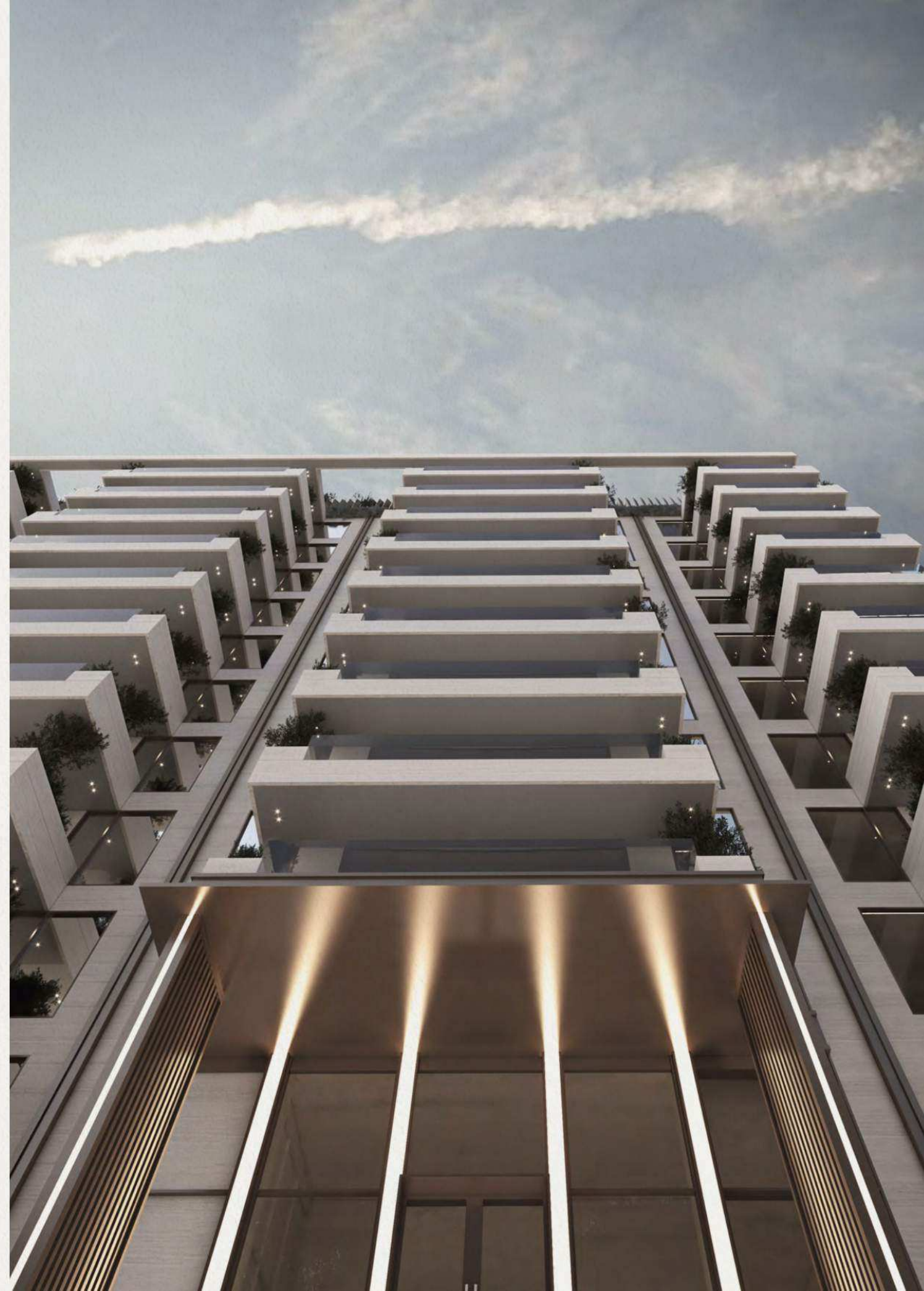
KETURAH RESERVE SUPERHOMES, DESIGNED FROM THE INSIDE OUT

Keturah Reserve Superhome apartments are fully furnished and open plan without corridors or hallways, optimizing the flow of passage. Furniture and fixtures are custom-designed for each space. They blend perfectly into the interior, freeing the flow of movement, and elevating the resident's physical and mental well-being.





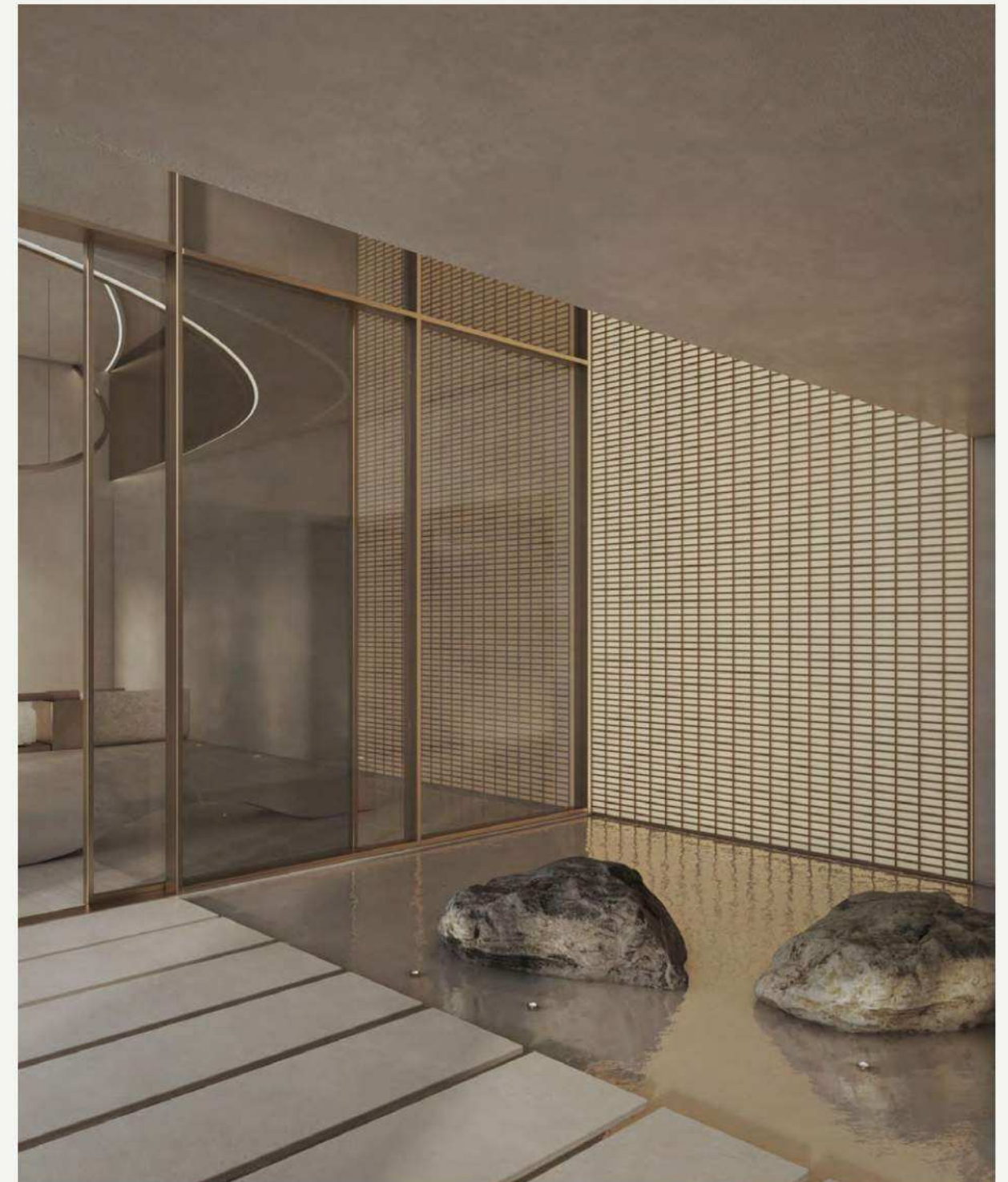
Both the interior and exterior facades are crafted from the same raw materials and colours to subtly merge the architecture with the surrounding desert landscape. Travertine, wood and bronze link inside with outside, as does the restrained color palette of bleached bone, champagne and bronze.



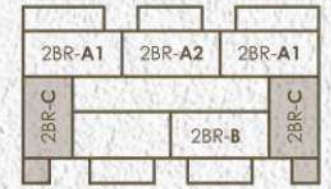
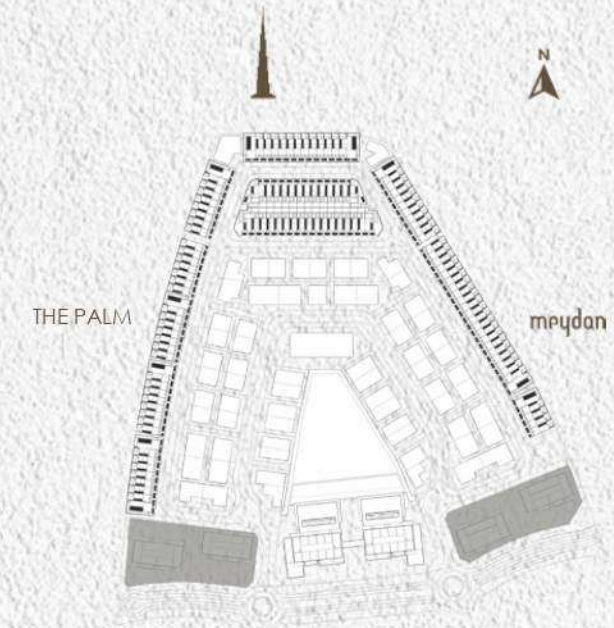
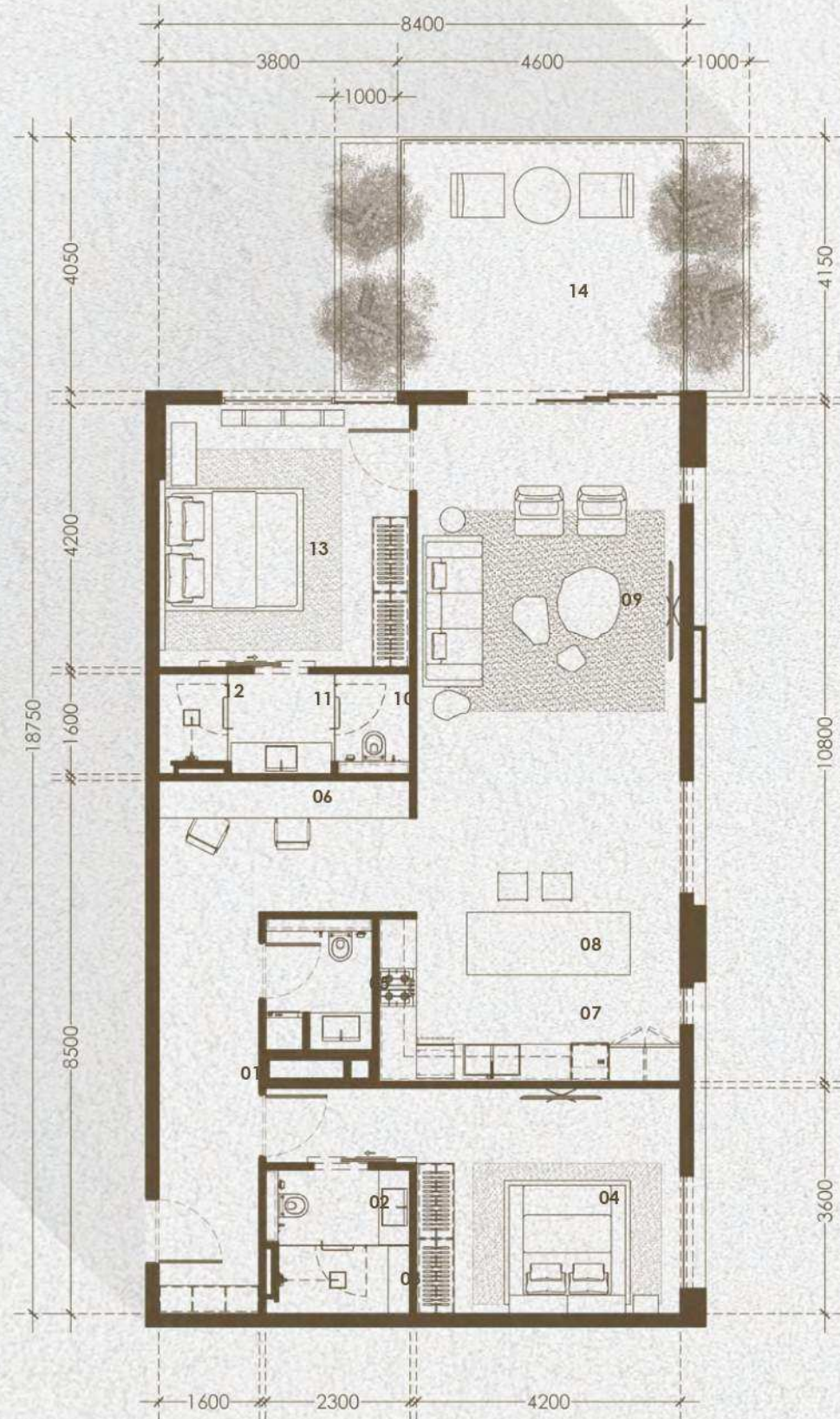


When daylight fades, architectural lighting optimizes the body's circadian system, enhancing mood, comfort and alertness, creating a subtle and healing atmosphere and improving the quality of sleep.





Keturah Reserve Superhome apartments are angled to capture natural daylight, gently diffusing it throughout the interior without heat or glare



1ST LEVEL



2ND - 8TH LEVEL



9TH - 10TH LEVEL

2 - BEDROOM UNIT CORNER UNIT	
APARTMENT BUILDING TYPE	NO. OF UNITS
MU 09	16 UNITS
MU 10	16 UNITS
TOTAL	32 UNITS

APARTMENT	SQ.M.	SQ.FT.
INTERNAL AREA	124.78	1,343.12
BALCONY	18.41	198.16
TOTAL AREA	143.19	1,541.28

ROOM ALLOCATION			
01	PASSAGE	08	DINING AREA
02	WASH AREA	09	SEATING AREA
03	SHOWER AREA	10	WATER CLOSET
04	BEDROOM	11	VANITY COUNTER
05	POWDER ROOM	12	SHOWER AREA
06	STUDY AREA	13	MASTER'S BEDROOM
07	SHOW KITCHEN	14	BALCONY



2 BEDROOM | CORNER
Show Kitchen & Dining Area
Size : 4.80m x 2.70m



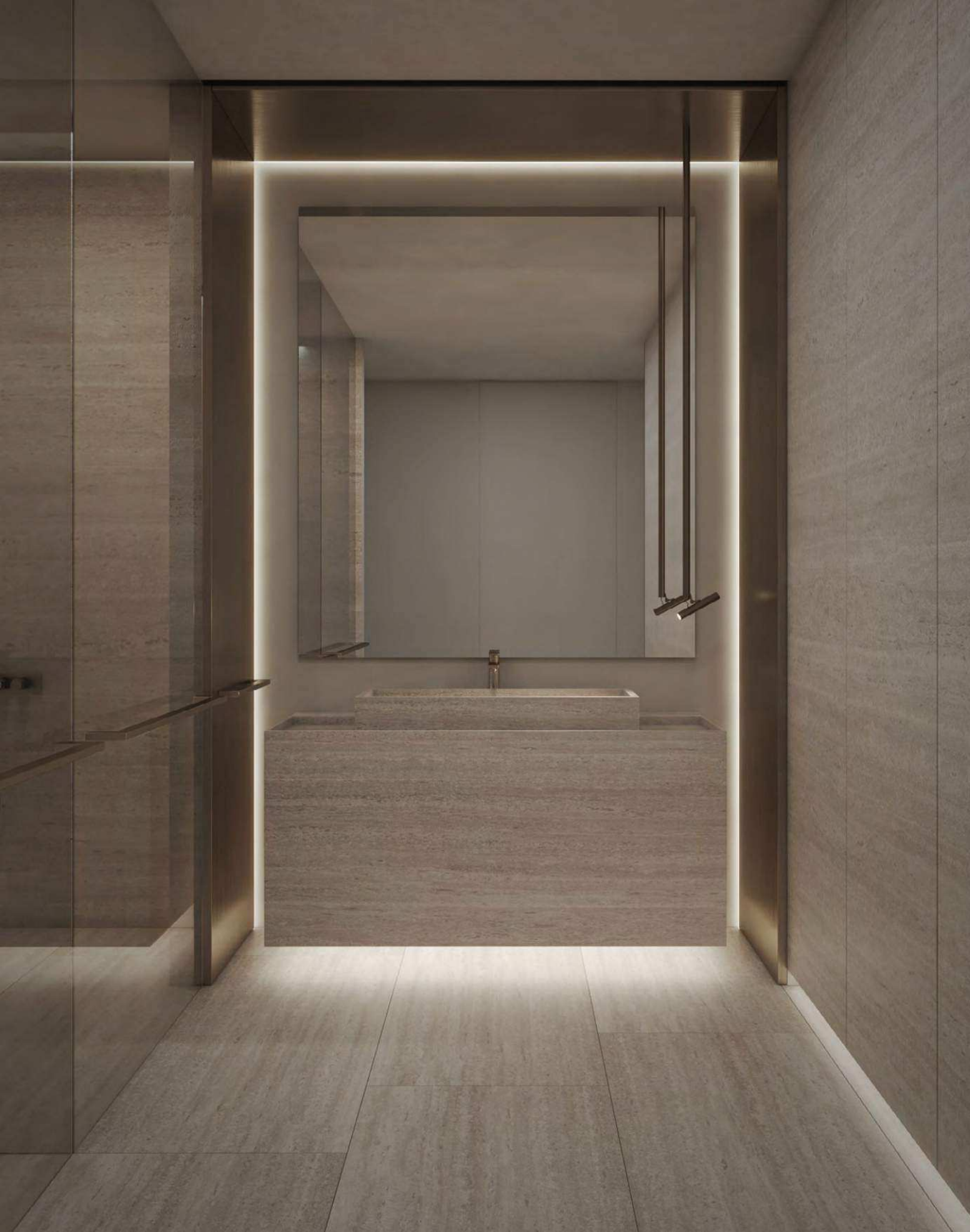
2 BEDROOM | CORNER
Show Kitchen & Dining Area
Size : 4.80m x 2.70m



2 BEDROOM | CORNER
Seating Area
Size : 6.60m x 4.20m



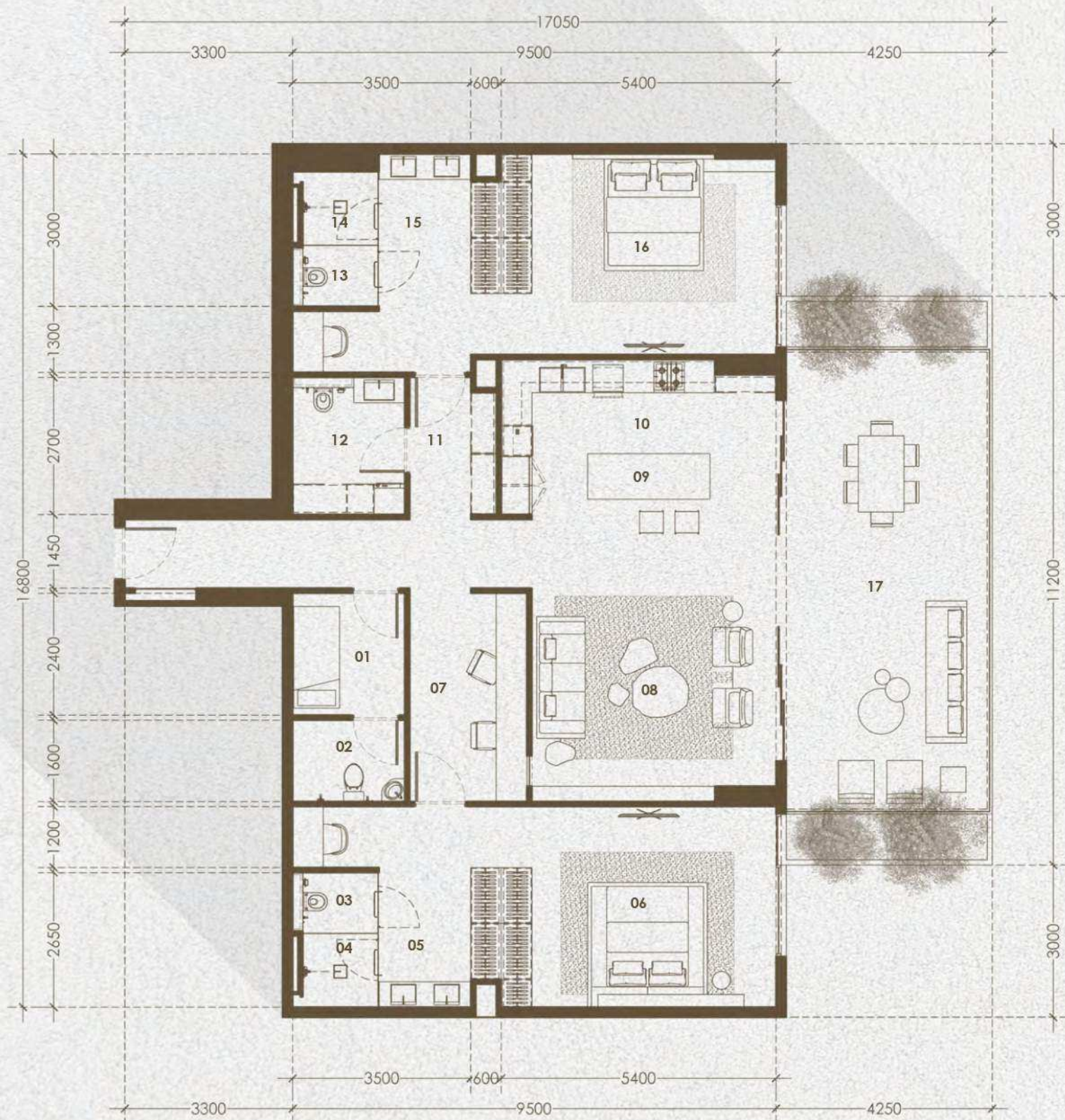
2 BEDROOM | CORNER
Master's Bedroom
Size : 4.20m x 4.00m



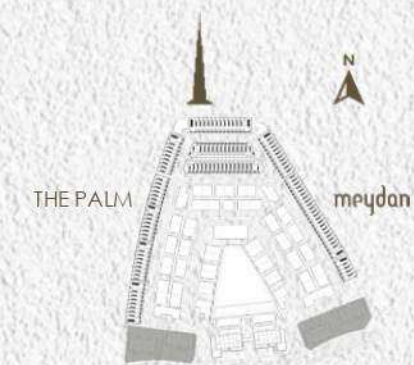
2 BEDROOM | CORNER
Vanity Counter | Bathroom
Size : 4.00m x 1.60m

When daylight fades, architectural lighting optimizes the body's circadian system, enhancing mood, comfort and alertness, creating a subtle and healing atmosphere and improving the quality of sleep.





KETURAH RESERVE



1ST LEVEL



2ND - 8TH LEVEL



9TH - 10TH LEVEL

2 - BEDROOM UNIT | TYPE A1, A2, B

UNIT TYPE	MU 09	MU 10	MU 11	MU 12
TYPE A1	16 UNITS	16 UNITS	16 UNITS	16 UNITS
TYPE A2	8 UNITS	8 UNITS	8 UNITS	8 UNITS
TYPE B	19 UNITS	19 UNITS	19 UNITS	19 UNITS
TOTAL	43 UNITS	43 UNITS	43 UNITS	43 UNITS
172 UNITS				

UNIT TYPE		MU 09		MU 10		MU 11		MU 12	
		SQ.M.	SQ.FT.	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.
A1	INTERNAL	147.10	1,583.37	147.10	1,583.37	162.43	1748.38	162.43	1748.38
	BALCONY	53.07	571.24	53.07	571.24	53.06	571.13	53.06	571.13
	TOTAL AREA	200.17	2154.61	200.17	2154.61	215.49	2319.51	215.49	2319.51
A2	INTERNAL	146.52	1577.13	146.52	1577.13	161.57	1739.12	161.57	1739.12
	BALCONY	37.09	399.23	37.09	399.23	37.08	399.13	37.08	399.13
	TOTAL AREA	183.61	1976.36	183.61	1976.36	198.65	2138.25	198.65	2138.25
B	INTERNAL	155.22	1670.77	155.22	1670.77	170.51	1835.35	170.51	1835.35
	BALCONY	37.09	399.23	37.09	399.23	37.09	399.23	37.09	399.23
	TOTAL AREA	192.31	2070.01	192.31	2070.01	207.60	2234.59	207.60	2234.59

ROOM ALLOCATION

01	MAID'S ROOM	10	KITCHEN
02	MAID'S BATHROOM	11	PASSAGE
03	WATER CLOSET	12	POWDER ROOM
04	SHOWER AREA	13	WATER CLOSET
05	WALK-IN CLOSET	14	SHOWER
06	MASTER'S BEDROOM	15	WALK-IN CLOSET
07	STUDY ZONE	16	BEDROOM
08	SEATING AREA	17	BALCONY
09	DINING AREA		



2 BEDROOM | TYPE A1, A2, B
Seating area
Size : 4.80m x 4.20m





2 BEDROOM | TYPE A1, A2, B
Seating area
Size : 4.80m x 4.20m





2 BEDROOM | TYPE A1, A2, B
Show Kitchen & Dining Area
Size : 5.40m x 3.15m



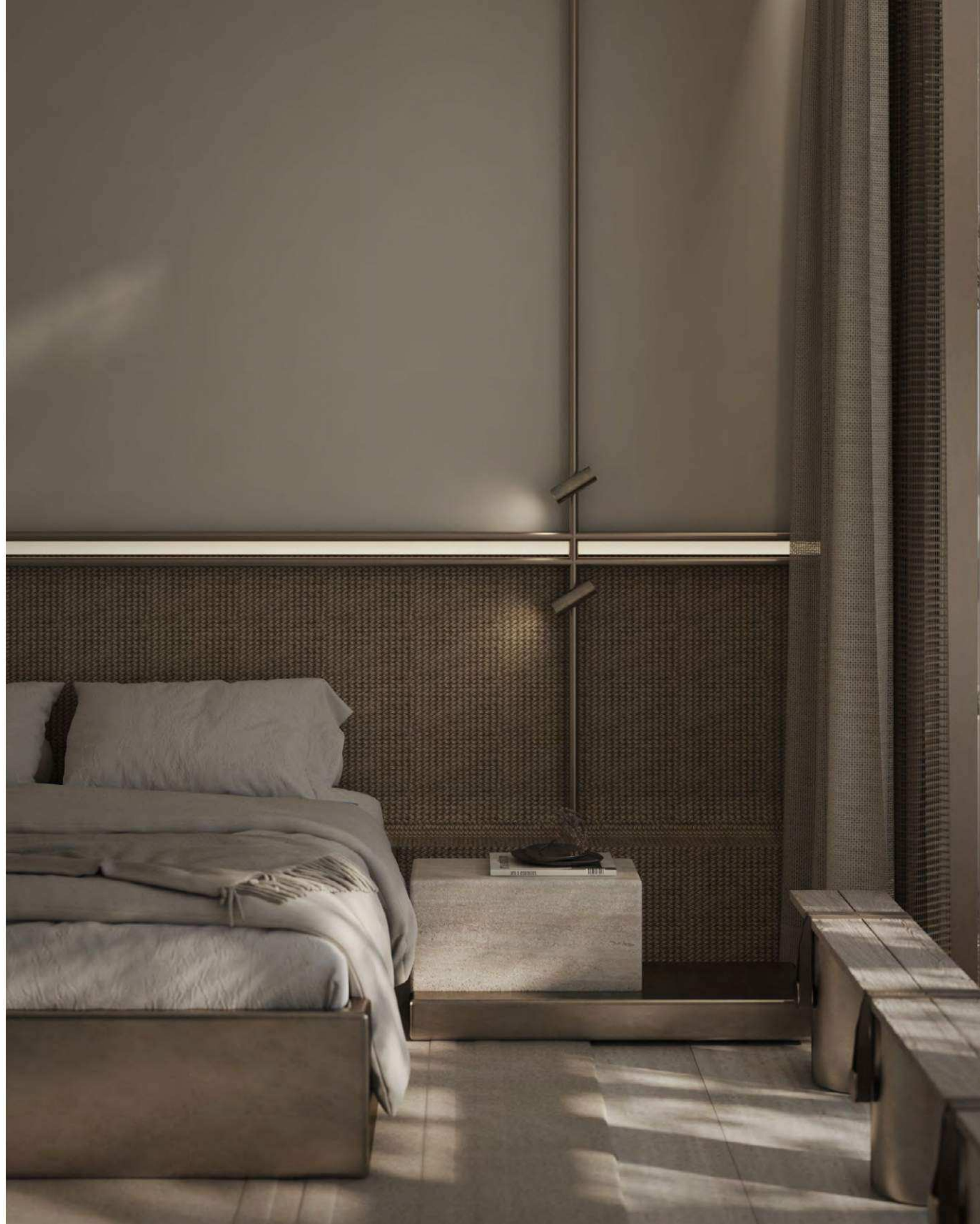


2 BEDROOM | TYPE A1, A2, B
Study Area
Size : 4.10m x 2.30m





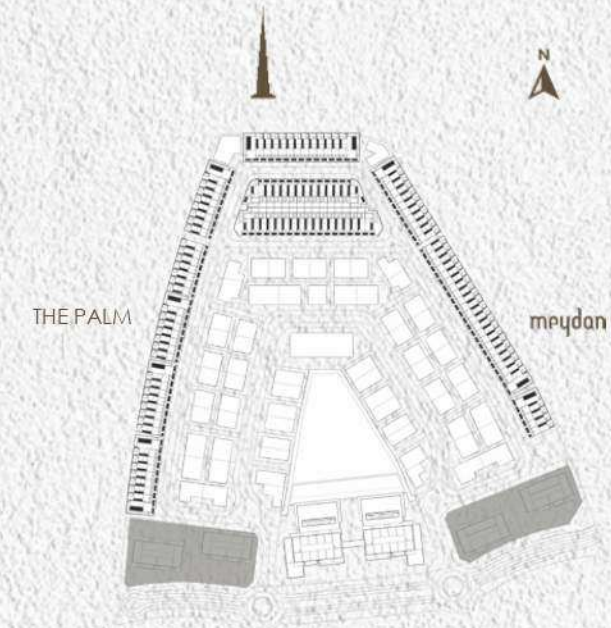
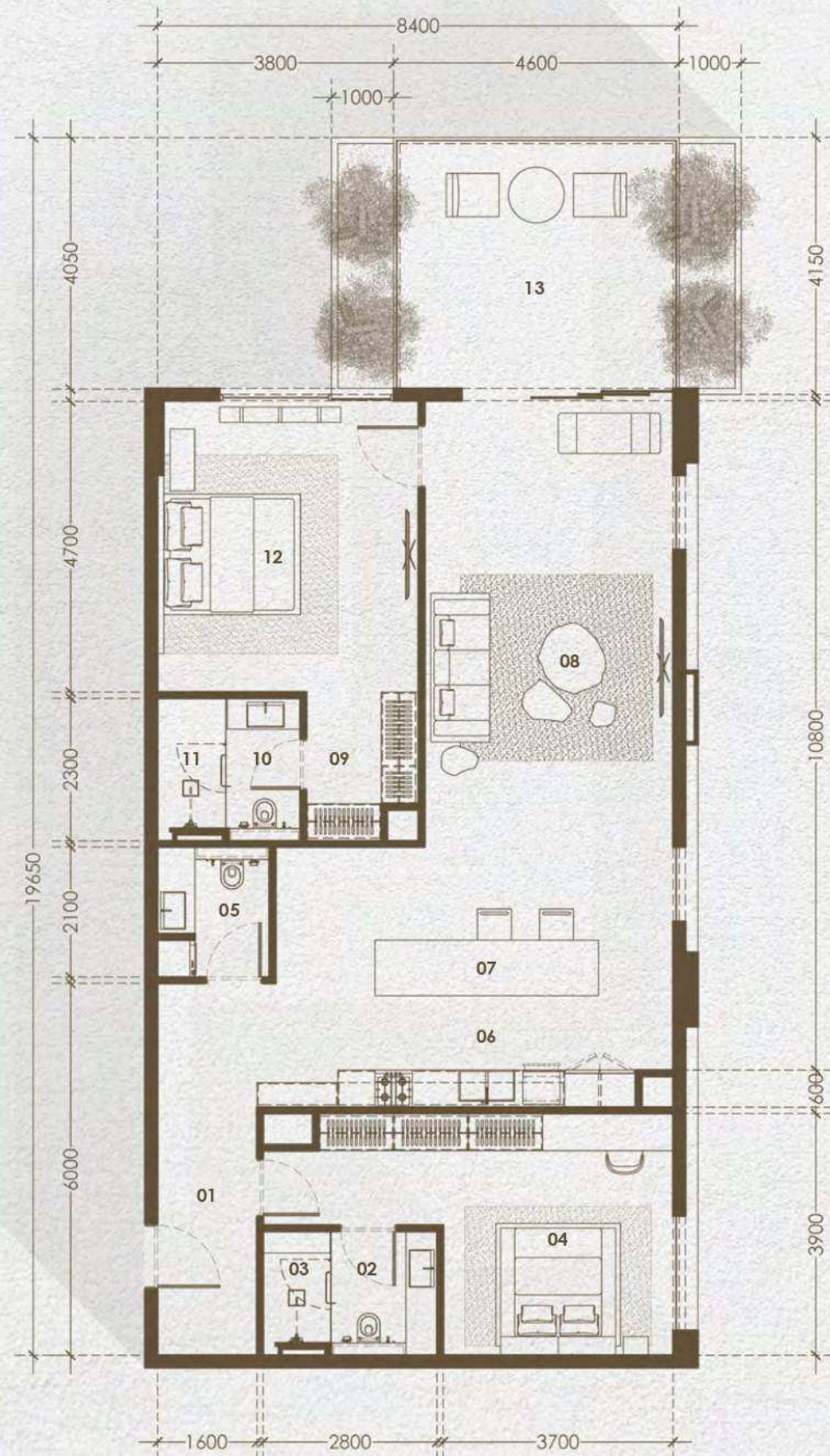
2 BEDROOM | TYPE A1, A2, B
Bedrooms
Size : 5.40m x 3.95m





2 BEDROOM | TYPE A1, A2, B
Bathroom
Size : 4.10m x 3.00m





1ST LEVEL



2ND - 8TH LEVEL



9TH - 10TH LEVEL

2 - BEDROOM UNIT CORNER UNIT	
APARTMENT BUILDING TYPE	NO. OF UNITS
MU 11	16 UNITS
MU 12	16 UNITS
TOTAL	32 UNITS

APARTMENT	SQ.M.	SQ.FT.
INTERNAL AREA	132.11	1,422.02
BALCONY	18.41	198.16
TOTAL AREA	150.52	1,620.18

ROOM ALLOCATION			
01	PASSAGE	08	SEATING AREA
02	WASH AREA	09	WALK-IN CLOSET
03	SHOWER AREA	10	WATER CLOSET AREA
04	BEDROOM	11	SHOWER AREA
05	POWDER ROOM	12	MASTER'S BEDROOM
06	SHOW KITCHEN	13	BALCONY
07	DINING AREA		





2 BEDROOM | CORNER
Show Kitchen & Dining Area
Size : 6.70m x 4.20m

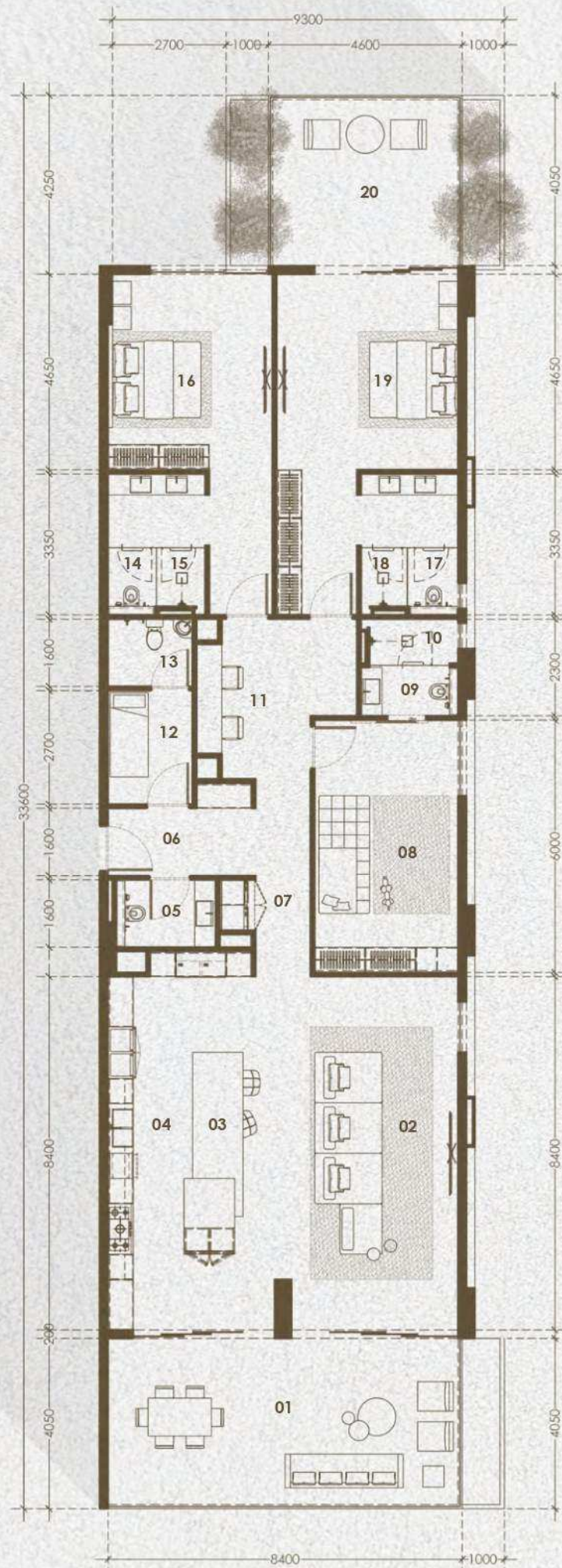


2 BEDROOM | CORNER
Show Kitchen & Dining Area
Size : 6.70m x 4.20m

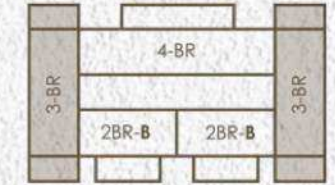
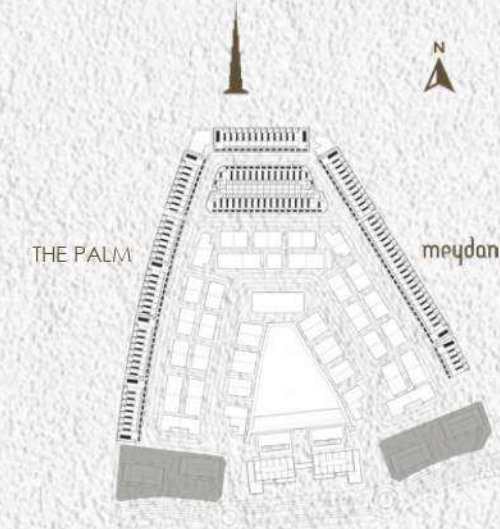




2 BEDROOM | CORNER
Master's Bedroom
Size : 4.70m x 4.20m



KETURAH RESERVE



9TH - 10TH LEVEL

3 - BEDROOM UNIT

APARTMENT BUILDING	NO. OF UNITS
MU 09	4 UNITS
MU 10	4 UNITS
MU 11	4 UNITS
MU 12	4 UNITS
TOTAL	16 UNITS

APARTMENT BUILDING	AREA	SQ.M.	SQ.FT.
MU 09	INTERNAL AREA	198.59	2,137.60
	BALCONY	53.02	570.70
	TOTAL AREA	251.61	2,708.30
MU 10	INTERNAL AREA	198.59	2,137.60
	BALCONY	53.02	570.70
	TOTAL AREA	251.61	2,708.30
MU 11	INTERNAL AREA	213.85	2,301.86
	BALCONY	53.02	570.70
	TOTAL AREA	266.87	2,872.56
MU 12	INTERNAL AREA	213.85	2,301.86
	BALCONY	53.02	570.70
	TOTAL AREA	266.87	2,872.56

ROOM ALLOCATION

01	BALCONY	11	STUDY ZONE
02	SEATING AREA	12	MAID'S ROOM
03	DINING AREA	13	MAID'S BATHROOM
04	KITCHEN	14	SHOWER AREA
05	POWDER ROOM	15	WATER CLOSET AREA
06	PASSAGE	16	BEDROOM - 2
07	LAUNDRY	17	WATER CLOSET AREA
08	BEDROOM - 1 KIDS ROOM	18	SHOWER AREA
09	WATER CLOSET WASH AREA	19	MASTER BEDROOM
10	SHOWER AREA	20	BALCONY





3 BEDROOM
Seating Area
Size : 8.40m x 3.95m



3 BEDROOM
Kitchen & Dining Area
Size : 9.00m x 3.50m





3 BEDROOM
Master's Bedroom
Size : 4.65m x 4.30m





3 BEDROOM
Bathroom
Size : 3.35m x 2.30m

NATURAL SUSTAINABILITY AT KETURAH RESERVE

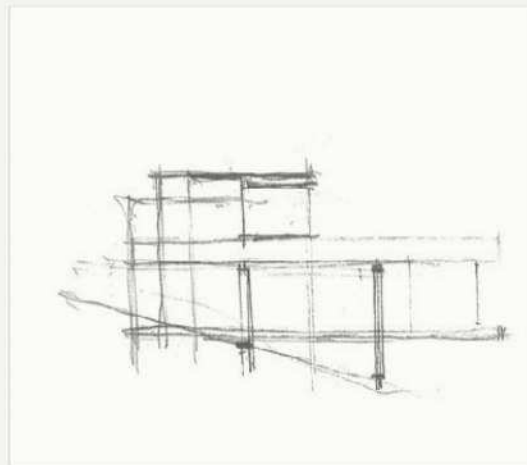
Keturah Reserve is designed to be naturally self-sustaining from inception.

- The microclimate of Meydan was studied in depth with particular attention to the strongest heat source to align the temperature, humidity, air conditioning and ventilation to enable the building to be self-sustaining.
- Materials were selected specifically for their adaptability to Meydan's microclimate.
- Floorplans are created based on established measurements to avoid manpower waste and material offcuts through resizing.
- Very high ceilings, wall thickness and windowpane density were designed to cool the interior naturally, saving energy by reducing the need for air conditioning.
- Amenities are easily accessible by foot on tree-shaded pathways, eliminating the need of driving from home to place.
- Balconies are wider than the norm to reduce the heat and glare of direct sunlight.
- Wood is fired no fewer than six times, to increase endurance and resistance to wear and tear.

New Luxury integrates sustainability naturally without the need of further human involvement.

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

The Invisible components of our daily lives, air, light, colour and space are vital in maintaining and restoring our physical, mental and emotional well-being



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.

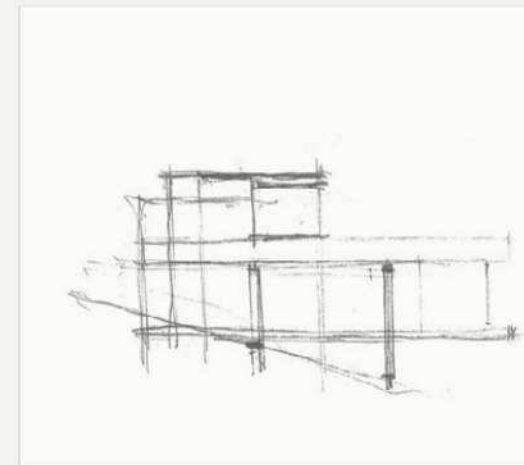
Lighting is always lateral, never directly overhead, to optimize visual comfort, enhance the space and create atmosphere by zone, for a subtle and healing ambiance



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.

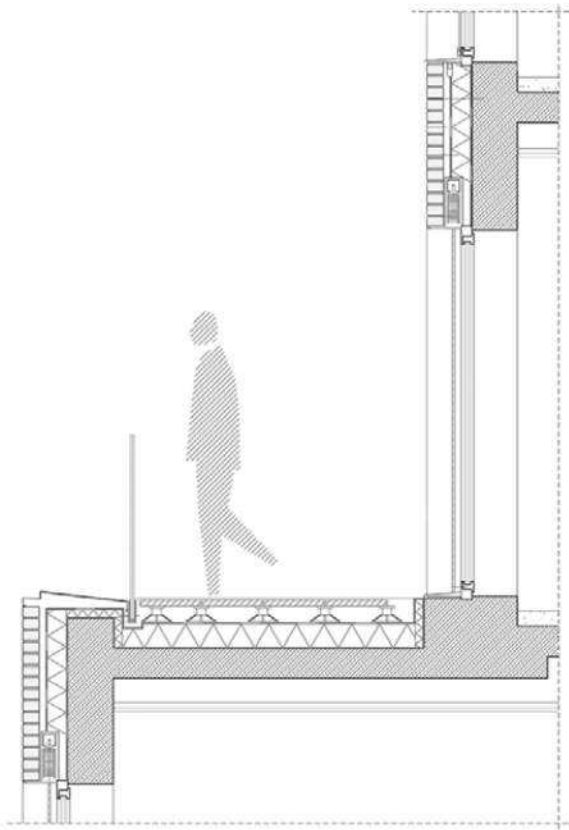


THE FLOW OF TEXTURE AND MATERIAL

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.

THE FINISHES AND TOUCHES

FRAMELESS SLIDING DOOR



WHITE TRAVERTINE TILES

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



HAIRLINE CHAMPAGNE METAL



WOODEN FLOOR



INCLUSIVE SERVICES AT KETURAH RESERVE

FOR YOUR HOME

Paint retouching
Art installation
Care and maintenance of balcony plants
Garbage disposal and recycling
Filter change
Engineering and plumbing assistance
Newspaper and magazine delivery
Valet Parking
Vacant home care
Special events space reservation
Communal area house keeping
Communal area maintenance
Organic dry cleaning and alterations

FOR YOUR FAMILY

Moving-in assistance and coordination
Nanny, au pair and babysitting services
Airline or private air reservations
Airport and ground transportation arrangements
Ordering floral arrangements
Activity arrangements for children and adults
Delivery services coordination
Limousine and car service reservations

Car washing
Golf tee times reservations
Personal trainer
Restaurant reservations
Hotel and guest suite reservations

24 HOUR BUSINESS CENTER

Secretarial services
Translation services
Zoom Zone
Meeting space
Printing and binding presentations
Mail packing and shipping

FOR PETS

Pet spa and grooming
Dog walking