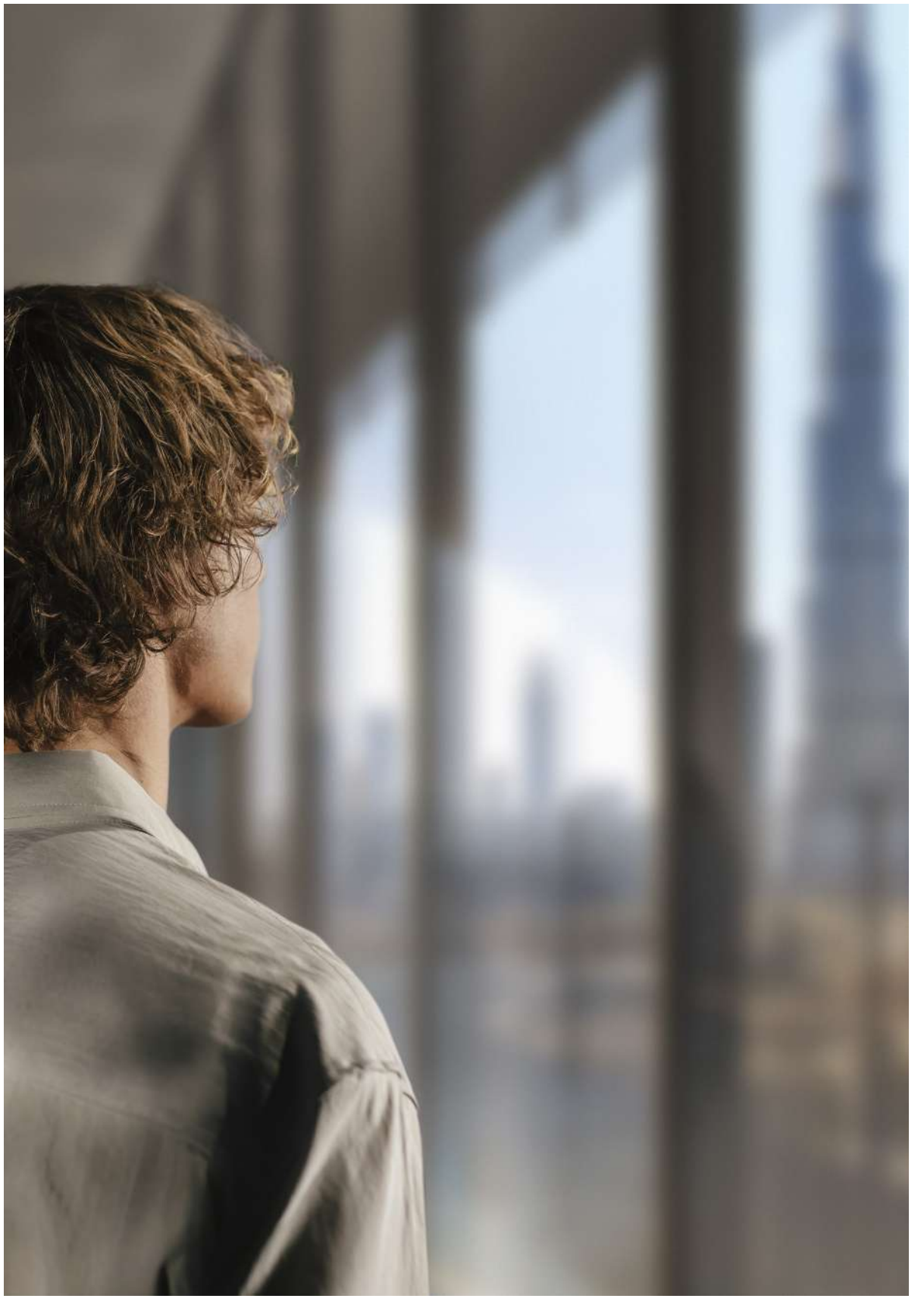
INAURA

RESIDENCES
DOWNTOWN
DUBAI

INAURA

INNATE ENERGY FOR LIFE

EMAAR



TO BE INAURA IS TO LIVE ALL IN.

TO BE

IN MOTION.

IN FOCUS.

IN SEQUENCE.

FULLY PRESENT, FULLY CHARGED.

DRAWN TO WHAT'S REAL.

WHAT'S MOVING.

WHAT BRINGS YOU BACK.

WE SEE THE WORLD AS ONE KINETIC FORCE,

CONNECTED,

SURGING,

ALIVE.

THIS IS INAURA.

INNATE ENERGY FOR LIFE.

INTRODUCTION

Connected Life

PART ONE - DESIGN

Architecture in Motion

PART TWO - RESIDENCES

Kinetic Living

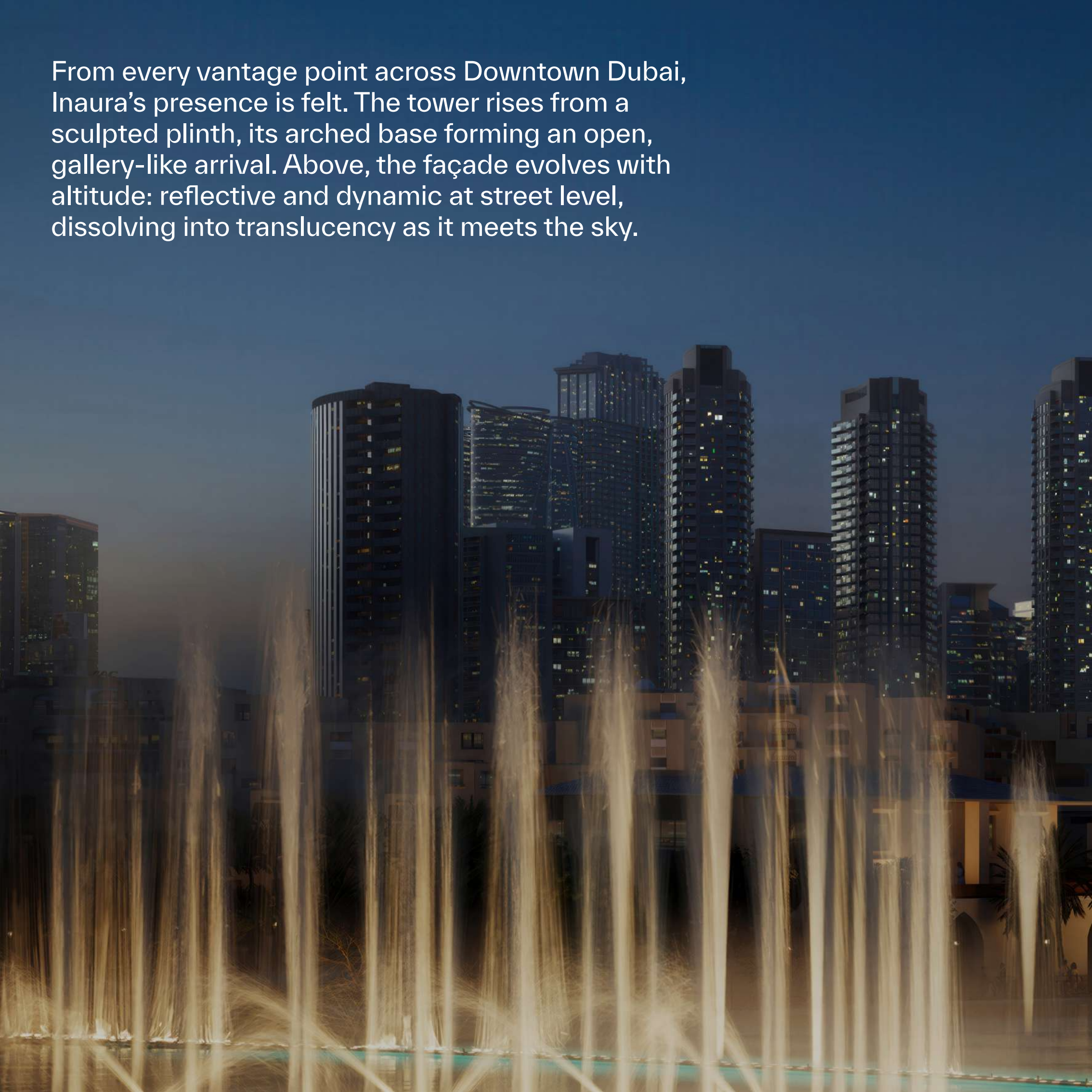
PART THREE - EXPERIENCE

The AWE path

PART FOUR - LOCATION

The New Energy of Dubai

From every vantage point across Downtown Dubai, Inaura's presence is felt. The tower rises from a sculpted plinth, its arched base forming an open, gallery-like arrival. Above, the façade evolves with altitude: reflective and dynamic at street level, dissolving into translucency as it meets the sky.



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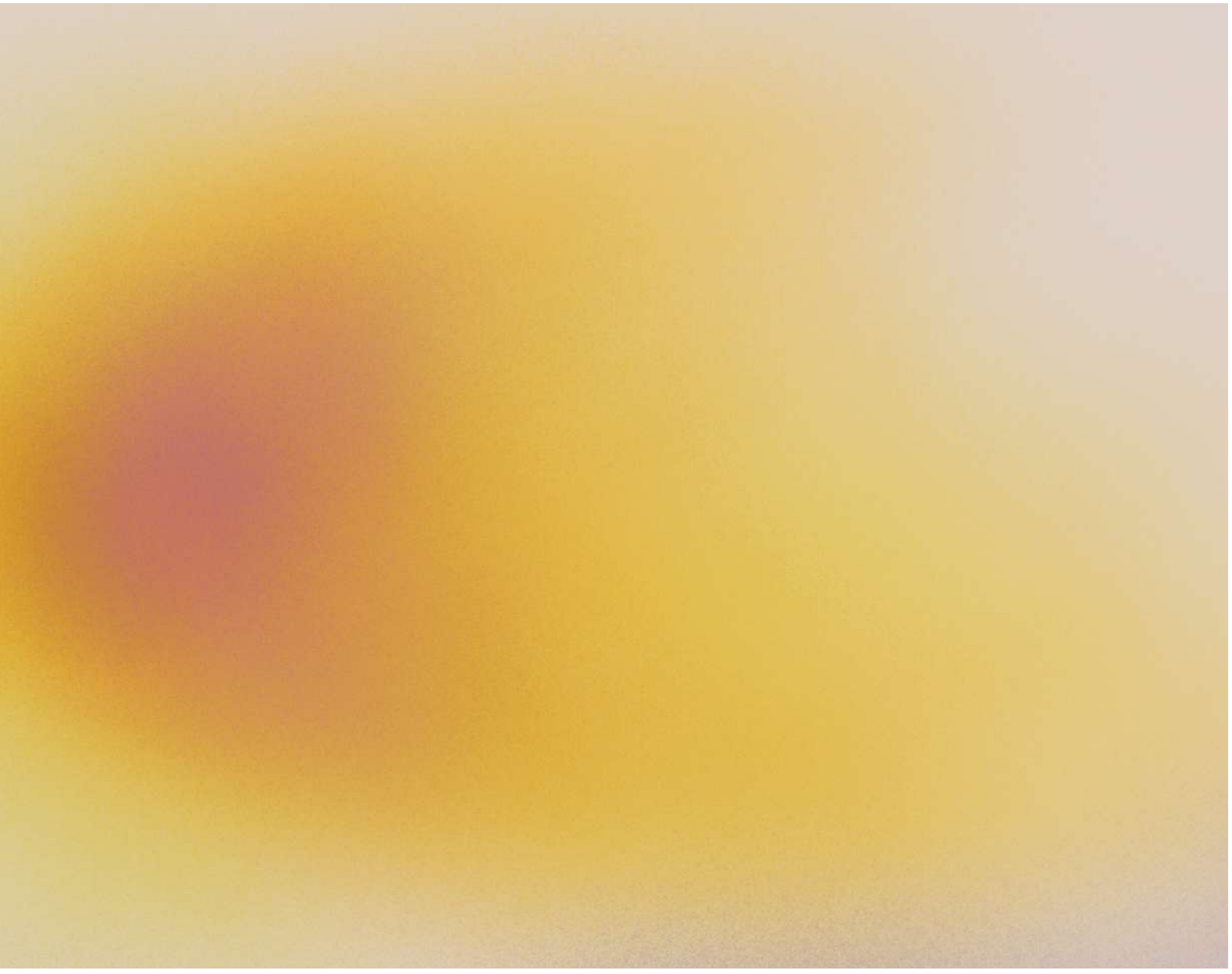
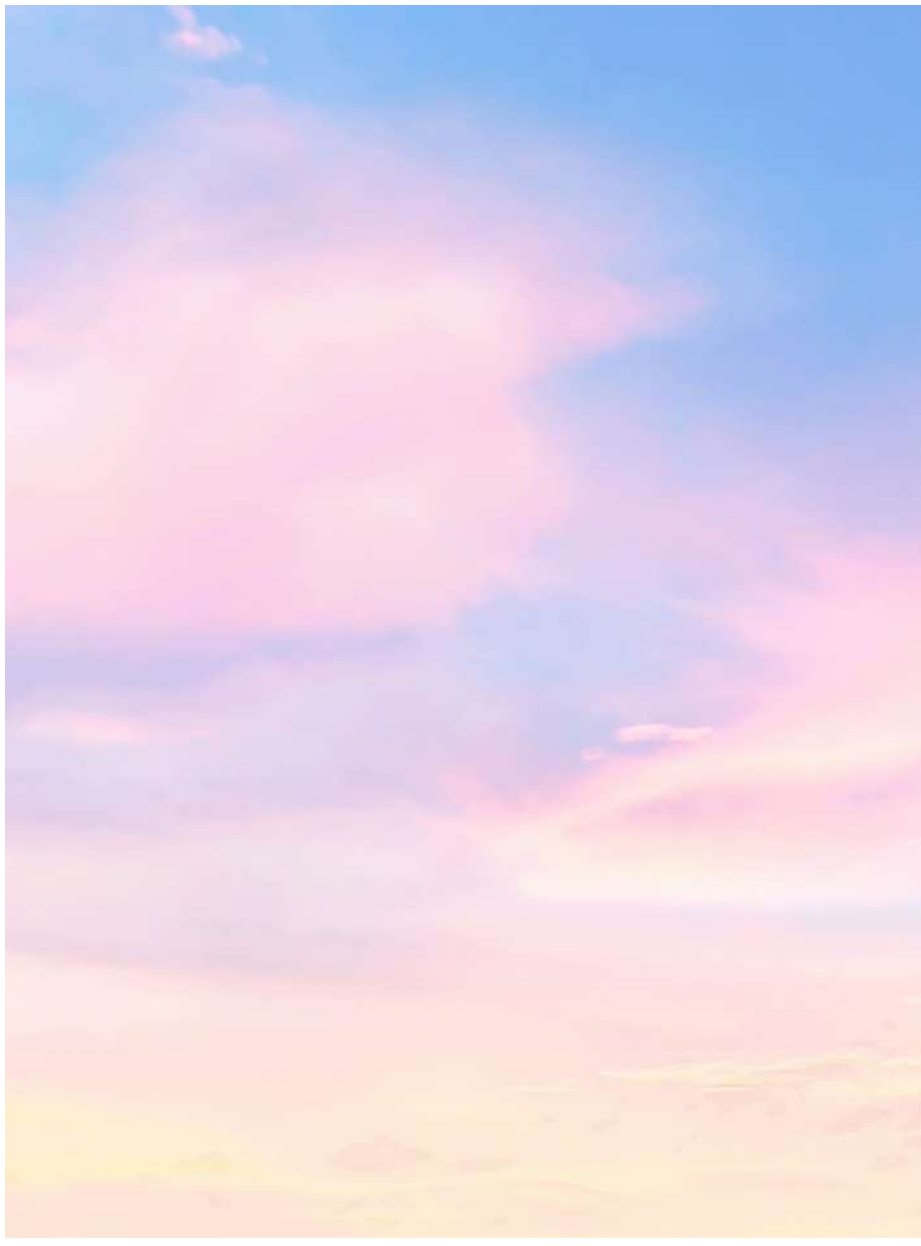
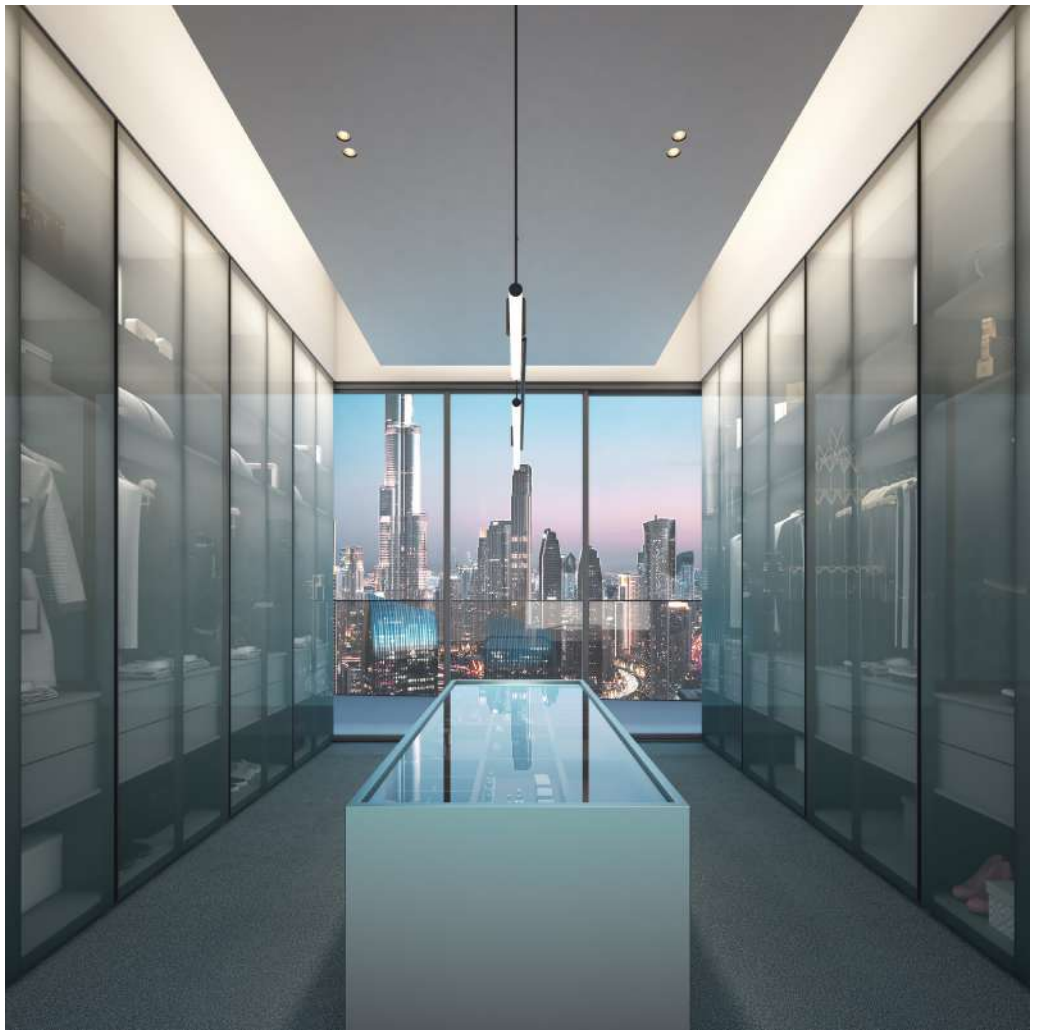
Inaura is designed for people in motion - those who move fluidly between cities, between work and wellness, between connection and quiet.

Every space carries its own identity, expressed through bold yet refined material choices that align with Inaura's architectural language. The palette is natural and minimal, with layers of texture and tone that create warmth and depth.

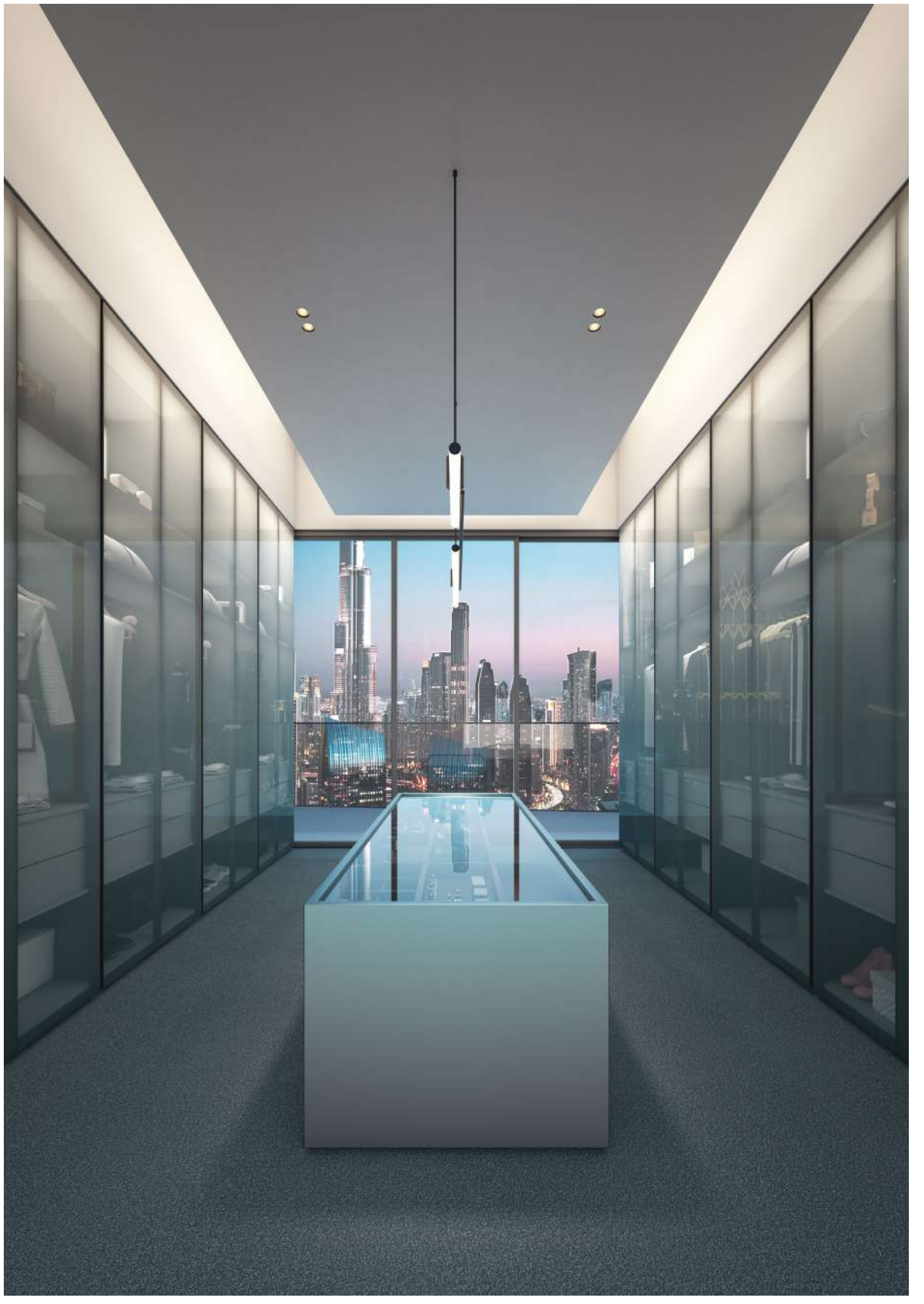




A gradient shift in materials provides calm and continuity, while accent colours introduce light and variation across walls and floors. Together, they form a coherent interior landscape that feels sculptural and balanced.



CHIPPERFIELD
bauhaus



RESIDENCE	TYPE	DESCRIPTION
THE SKY PENTHOUSE	6 Bedroom Penthouse	Suspended at the tower's pinnacle, The Sky Penthouse is the purest expression of Inaura's vision - a residence where architecture transcends structure. Conceived as a sculptural form in the sky, it captures the equilibrium between motion and stillness, light and shadow. Expansive living spaces open to cinematic views of Downtown Dubai, dissolving boundaries between interior and horizon. Every surface, curve and reflection is tuned to clarity - a choreography of materials that breathe with the changing light. Private wellness zones, sky terraces and immersive suites create a complete environment for restoration and retreat. The Sky Penthouse is not a home, but a state of elevation - living in its rarest form.

RESIDENCE	TYPE	DESCRIPTION
SKY VILLA	5 Bedroom Duplex	For those who live in orbit. Full-floor sanctuaries that capture the city's horizon while maintaining inner stillness. This limited collection defines contemporary living, distilled to its purest form.

RESIDENCE	TYPE	DESCRIPTION
RADIANCE SERIES	4 Bedroom	A statement in refinement. Expansive proportions, elevated materials and effortless transitions define these residences. Here, precision meets purpose in spaces that invite both focus and retreat.

RESIDENCE	TYPE	DESCRIPTION
LUMEN SERIES	1-3 Bedroom	Centred on balance and light. Open, luminous layouts that blend activity with ease - the intersection of home, connection and calm. Crafted for city life, where energy and stillness coexist in perfect symmetry.

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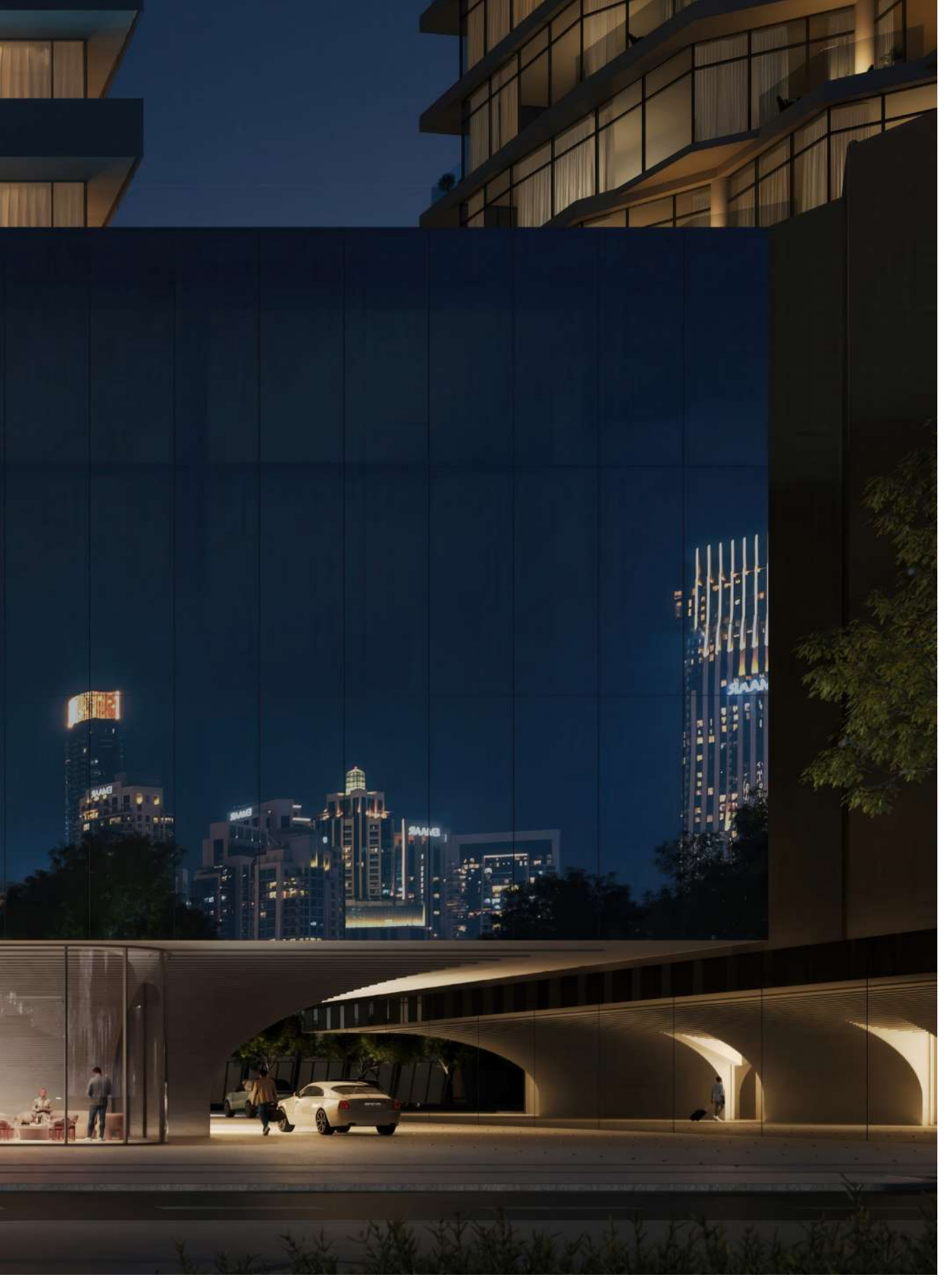

As you step into Inaura, the energy shifts. The main lobby is alive - a social heart that transitions seamlessly from morning to night. The mirrored exterior reflects the city, creating a captivating canvas that makes the building read like a barometer of Downtown's energy.

EXPERIENCE	LEVEL	DESCRIPTION
SKY LOUNGE	32	A panoramic social space and exemplary dining experience where the energy of the city gathers and returns to the skyline.
INAURA HOTEL	5-14	Inaura Hotel is Dubai's newest expression of modern luxury, designed for people who live in motion. Centred on fitness, connection and flow, it blends world-class hospitality with spaces that inspire movement, recharge and belonging.
THE SANCTUM	2	The Sanctum is Inaura's bathhouse for restoration and renewal, combining thermal rituals, hydrotherapy and quiet space to bring the body and mind back into balance.
EVERWELL	2	A members' destination for precision health, combining advanced clinical diagnostics with highly personalized care in refined, contemporary spaces designed for clarity and calm.
OUTDOOR POOL AND GARDEN	1	A private landscape of water, light and greenery where residents can swim, socialise or simply unwind.
FORMATIVE GYM	Podium 1-4	A members' destination for precision training and recovery, combining advanced performance technology with bold, architectural spaces that inspire focus and flow.
RESTAURANT & LOBBY	G	The lobby and restaurant create Inaura's social threshold. Here a destination restaurants and cafe creates quality and convenience on your doorstep.
PARKING & ACCESS	B1-4	Everything has been considered from skyline to your parking space. The arrival experience starts the moment you enter the building.

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Formative is an ultra-luxury fitness and wellness platform designed for those who value precision, performance and presence in equal measure. Located within the podium of Inaura, residents can become members and access world-class equipment, expert coaching and specialist studios dedicated to movement, strength and restoration.

The atmosphere is both architectural and human, shaped by natural materials, soft light and a sense of spatial clarity that encourages focus. More than a gym, Formative is a movement collective, a place to train with intent, connect with others and build energy that lasts well beyond the session.

FORMATIVE GYM

INAURA HOTEL

The Inaura Hotel is a new global luxury brand shaped by the belief that travel should energise rather than exhaust. Created for people who live in motion, it reimagines the modern hotel as a place to connect, recharge and belong; a social hub for the world's active and creative class.

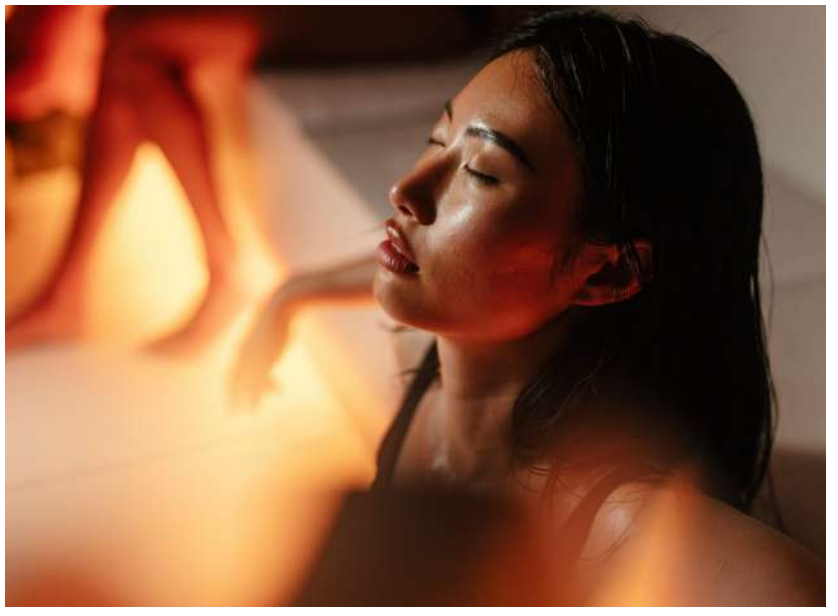
For Inaura residents, the hotel extends home into hospitality, offering a place where friends, family and collaborators can stay within the same world, sharing its access, atmosphere and refined design language.

The result is both convenience and community, where everyday life and elevated experience exist in perfect balance.

AMENITY

Experience Inaura, where every amenity and lifestyle touchpoint embodies kinetic living, infusing each day with vibrant energy. Residents will have access to a curated array of facilities crafted for both relaxation and energised connection.

- ALL-DAY-DINING
- LOUNGE
- MEETING ROOMS
- OUTDOOR POOL
- PODCAST RECORDING STUDIO
- CINEMA
- FORMATIVE GYM
- YOGA STUDIO
- PILATES STUDIO
- CO-WORKING SPACE
- GRIT STUDIO
- DANCE STUDIO
- BOXING STUDIO
- BATHHOUSE
- SOUND THERAPY
- CRYOTHERAPY
- HOT, COLD AND MINERAL POOLS
- TREATMENT ROOMS
- SAUNA AND STEAM ROOMS
- KIDS AREA



Wtr.
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Dubai is a city of movement and light, its energy most visible in the heart of Downtown. By day, sunlight glints across the skyline as streets fill with people and motion. By night, the towers glow like vertical lanterns, turning the city into a stage of light and life. The drama peaks on New Year's Eve, yet the sense of theatre is constant, unfolding across galleries, metro lines and rooftop views.

Inaura rises within this energy. More than a landmark, it is a living object that amplifies the city around it, capturing Dubai's pace and transforming it into form and experience. Set within one of the most recognised locations in the world, Inaura sits in the heart of Downtown, between Business Bay and the Burj District. It connects these centres, reflecting the energy of the Dubai Fountain and the presence of the Burj Khalifa.

Dubai's essence, a city without limits, is expressed here in architecture that feels alive to its surroundings and attuned to the people who move through it: chefs, curators, and entrepreneurs share towers with financiers, creatives and athletes. It's a vertical community of global residents who live without pause - connected by energy rather than postcode.

New names keep Downtown's rhythm sharp. Jun's, from chef Kelvin Cheung, brings a confident edge to the Boulevard with its third-culture cooking - a lively blend of Asian, North American and Middle Eastern influences served with precision and warmth. Jamavar, direct from Mayfair, anchors the district's Indian fine-dining revival, pairing chandeliers and marble with dishes of crab pepper masala and its already-iconic Old Delhi butter chicken. Next door, Mimi Mei Fair channels the decadence of 1920s China, where richly layered interiors frame the city's most theatrical Peking duck. Together they capture the district's culture – a place where extraordinary never slows.

1	Dubai Opera	5 min
2	Burj Khalifa	5 min
3	Dubai Mall	5 min
4	Dubai Mall Metro	5 min
5	Dubai Design District	8 min
6	Akala Hotel & Residences	8 min
7	DIFC Gate	8 min
8	Museum of the Future	8 min
9	One Central	10 min
10	Dubai Frame	12 min
11	Bvlgari Resort Dubai	12 min
12	Dubai International Airport	18 min

ABOUT ARADA

Launched in 2017 and headquartered in the UAE, Arada was created to build spaces people connect with for healthier, happier and more meaningful lives.

Arada's scope of operation covers property development, retail, education, healthcare, fitness, wellness and hospitality.

The master developer has so far launched ten record-breaking communities in the UAE and has expanded into the UK and Australian market.

Arada also operates a portfolio of complementary brands and experiences, which includes large-scale gyms, F&B and retail assets, social initiatives and visitor destinations.

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