
DEVELOPED & BROUGHT TO YOU BY
IRTH
HQ
by
ROVE
MARASI BAY
HQ BY ROVE
EVERY YOU,
ONE HQ
WORK LOOKS DIFFERENT HERE



WELCOME TO THE OFFICE YOU ACTUALLY WANT TO SHOW UP FOR

HQ by Rove was born out of a question: what if the office could feel alive again?

Now, the first ever hospitality-branded office building in Dubai is here to answer it.

Starting in Marasi Bay.

Living rooms became boardrooms, kitchens became creative hubs.

But as the world returned, the office didn't keep up.

HQ by Rove is the answer - an office with a living touch.

WELCOME TO HQ





WE DON'T FIT THE GRADE. WE SET IT.

This is not another tower. Not another set of desks and glass walls.

HQ by Rove sets its own standard. A place designed with people at its heart, where hospitality meets productivity, and work finds its flow.



MORE THAN AN OFFICE, A LIFESTYLE.

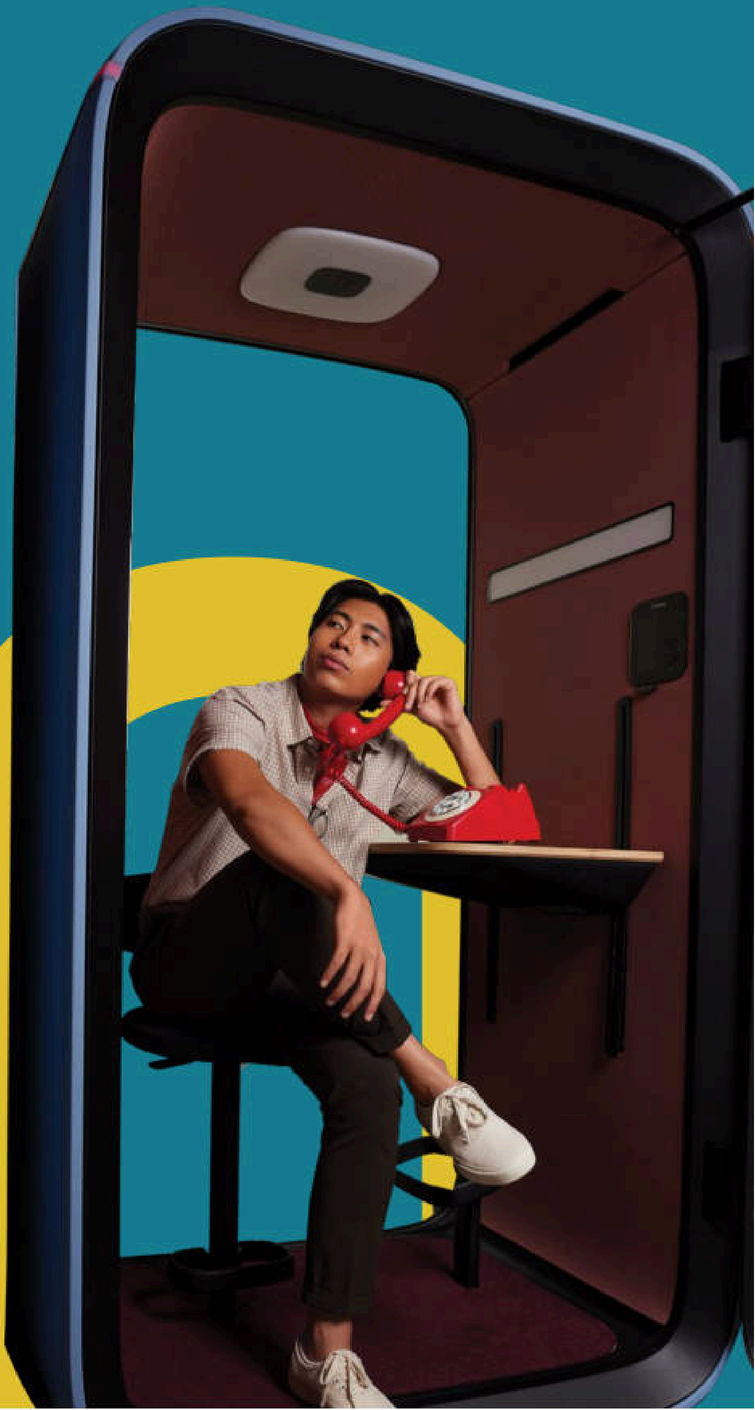


ABOUT ROVE

Rove Hotels, a joint venture between **Emaar Properties PJSC and Dubai Holding**, is reimagining the boundaries between hospitality, living and working. Its integrated ecosystem brings together the vibrant energy and fuss-free service of **Rove Hotels,** the comfort and convenience of **Rove Home** residences, and the innovative flexibility of **HQ by Rove** workspaces - all while guests enjoy the Rove experience of thoughtful design, genuine hospitality and a strong sense of community.



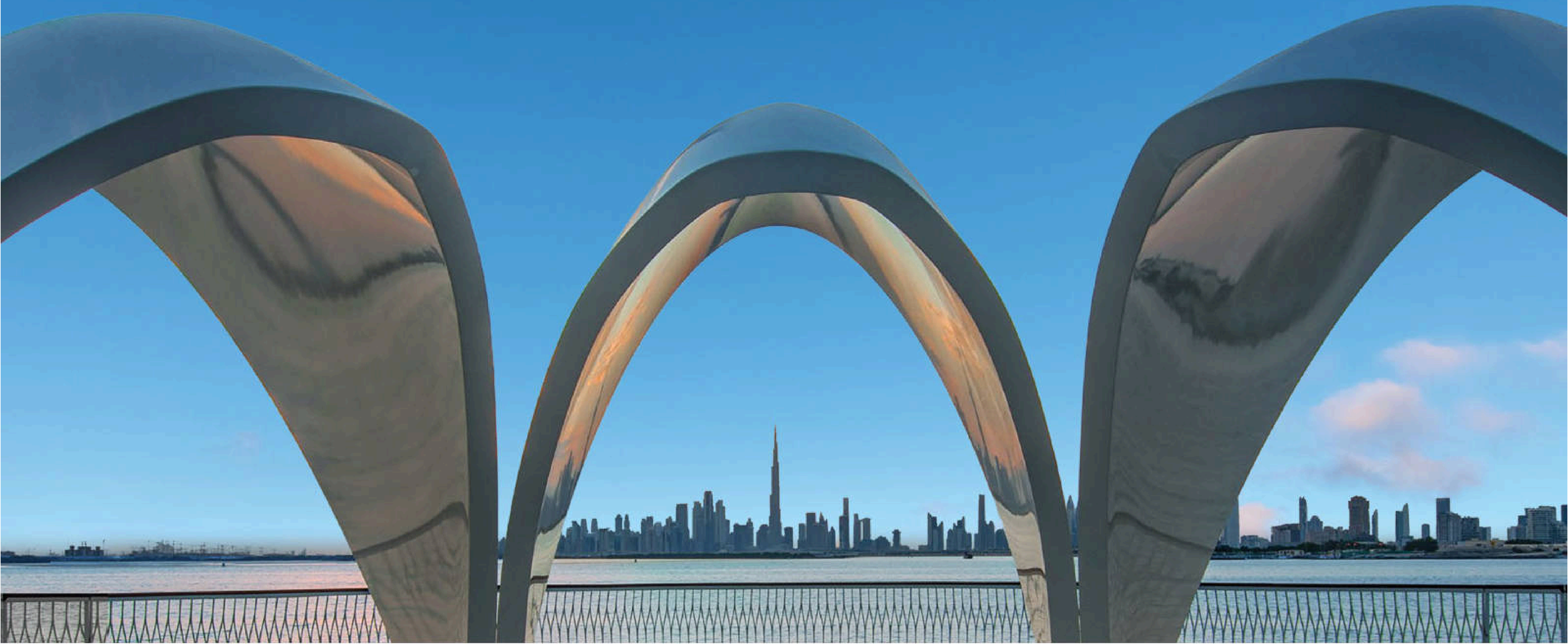




ROVE HOTELS | HQ by ROVE | ROVE HOME

IRTH

Founded under the legacy of the renowned Alshamsi family, IRTH Group is a new-generation real estate platform based on the philosophy of value creation, innovation and building world-class living experiences. With trust, strength, and agility at its core, IRTH is shaping the future of real estate through bold developments, strategic partnerships, and a blend of legacy with forward-thinking ambition.




HQ IS NOT JUST A WORKPLACE,
IT'S A DESTINATION.



MARASI BAY MARINA

Just steps from HQ by Rove, Marasi Bay Marina is a vibrant waterfront destination featuring a 12-kilometer promenade of lively dining, leisure, and lifestyle experiences.

Marasi Bay promises to be a hub of elevated lifestyle experiences blending high-end living, premium workspaces, hospitality, leisure, and wellness experiences, including the first beach club in the Burj Khalifa District.

HQ HAS ITS OWN LANE

While most offices fight for space on Al Khail or Sheikh Zayed Road, HQ by Rove takes a different route - literally. With its own private road entrance, getting to work is smoother, faster, and way less stressful. No more slip road scrambles or last-minute U-turns, just a seamless arrival that sets the tone for a better day. Because productivity starts before you even clock in.



THE OFFICE WITH ITS OWN RUNWAY. YOUR NEW FAVOURITE LEFT TURN.

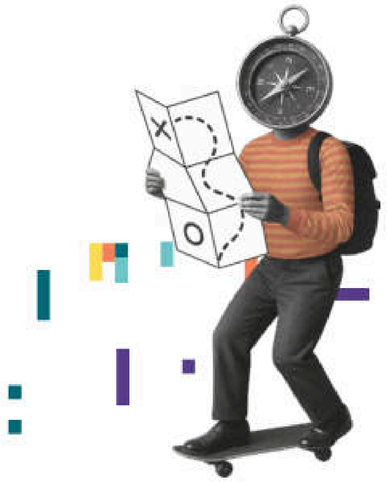



WORLD TRADE CENTRE
MUSEUM OF THE FUTURE
EMIRATES TOWERS METRO STATION
ROVE CITY WALK HOTEL
DIFC
ROVE DOWNTOWN HOTEL
BURJ KHALIFA
DUBAI MALL
COCA-COLA ARENA
CITY WALK
JUMEIRAH BEACH
SHEIKH ZAYED ROAD
DUBAI OPERA
ROVE HOME DOWNTOWN
HQ BY ROVE
DUBAI DESIGN DISTRICT
RBC TOWER 2 BUS STOP
BUSINESS BAY METRO STATION
DUBAI WATER CANAL
AL KHAIL ROAD
PALM JUMEIRAH, DUBAI MARINA
SAFA PARK
ROVE HOME MARASI DRIVE
BUSINESS BAY

SEAMLESSLY CONNECTED

A workspace designed for today's pace, HQ by Rove keeps you seamlessly connected.

From the Dubai Canal at your doorstep to Sheikh Zayed Road in minutes, with Downtown, DIFC and d3 all close by, you're never far from the city's pulse.





DUBAI CANAL WALK
DIRECT ACCESS

SHEIKH ZAYED & AL KHAIL ROADS
3 MINS

DIFC
5 MINS

DOWNTOWN DUBAI
5 MINS

DUBAI DESIGN DISTRICT
10 MINS

DXB AIRPORT
15 MINS

360° VIEWS

From sunrise over Creek Harbour to sunsets behind the Burj Khalifa, HQ by Rove opens up panoramic views across the whole city. With Marasi Bay below and d3 on the horizon, every angle connects you to Dubai's most iconic districts, a workspace with a skyline like no other.











000, INTO HQ



BUILDING OVERVIEW



CROWN

ROOF LEVEL

L29 & L30	PENTHOUSE LOFTS
L27 & L28	SIMPLEX FULL FLOOR
L25 & L26	MODULAR COLLECTION WITH SIMPLEX EDGES
L23 & L24	SIMPLEX FULL FLOOR
L21 & L22	MODULAR COLLECTION WITH SIMPLEX EDGES
L19 & L20	SIMPLEX FULL FLOOR
L17 & L18	MODULAR COLLECTION WITH SIMPLEX EDGES
L16	RESET 16
L13 & L14	MODULAR COLLECTION WITH SIMPLEX EDGES
L11 & L12	MODULAR COLLECTION WITH LOFT EDGES
L9 & L10	MODULAR COLLECTION WITH SIMPLEX EDGES
L7 & L8	MODULAR COLLECTION WITH LOFT EDGES
L5 & L6	MODULAR COLLECTION WITH SIMPLEX EDGES
L4	PODIUM LEVEL
L1, L2 & L3	PARKING LEVELS

GROUND LEVEL

ARCADE LEVEL



BASEMENT LEVELS



WORK-LIFE HARMONY BUILT INTO DESIGN

OOO PHILOSOPHY

At HQ by Rove, **Out Of Office** isn't just an email reply, it's a mindset. It's stepping into a space that blurs the lines between work and play, where deadlines meet downtime, and productivity thrives alongside personality. Here, you're not escaping the office, you're upgrading it.



ARCADE LEVEL
POWER UP BELOW GROUND

OUTDOOR

- ARRIVAL NODE
- URBAN GALLERY
- SUNKEN SEATING
- SKATE PARK
- URBAN GYM
- CONNECTING STAIRCASE TO GF
- SCULPTURAL RIBBON SEATING
- CHILL ZONE
- PROMENADE ARRIVAL





GROUND LEVEL
WELCOME WAGON

INDOOR

- CONCIERGE
- LOBBY LOUNGE
- LIFT LOBBY
- CO-WORKING ZONE
- FOOD HALL - THE BLOCK
- SERVING KITCHENS
- SOCIAL SPACES
- EVENTS STAGE
- COFFEE CORNER
- LIBRARY

OUTDOOR

- DROP OFF AREA
- VALET
- SCOOTER PARKING
- OUTDOOR COURTYARD
- CONNECTION STAIRCASE

PODIUM LEVEL
HQ LAND

INDOOR

- FULLY-FITTED GYM
- CRANK STUDIO
- BEAUTY LOUNGE
- NAIL SALON
- ONE-STOP SHOP
- VITAMIN BAR
- PODCAST CABIN
- FOAM PIT
- RENTABLE MULTIPURPOSE AREA
- CO-WORKING ZONE
- EVENT SPACES
- YOGA SPACE
- PADEL COURT
- BASKETBALL COURT

OUTDOOR

- SKYLINE TERRACE
- VIEWING DECK
- FLOATING TREEHOUSE PODS
- SUNKEN SEATING
- PLAY & PAUSE ZONE
- RUNNING TRACK





RESET 16
DIVE IN, ZONE OUT

INDOOR | OUTDOOR

- SPA PODS
- JACUZZI
- STEAM POD
- SAUNA POD
- PLUNGE POOL
- NAP PODS
- SEMI-OLYMPIC POOL
- SUN LOUNGERS
- JUICE BAR
- ZEN GARDEN
- CHILL GARDEN
- CHANGING ROOMS

THE HUB
PLUG, UNPLUG

INDOOR | OUTDOOR

- COFFEE CORNER
- UPRESSO VERTICAL CAFE
- COMMUNAL LOUNGE
- CO-WORKING ZONE
- COMBINABLE MEETING ROOMS
- OOO PODS
- SHARED PANTRY
- INTEGRATED STAIR SEATING
- FEATURE STAIRCASE
- OUTDOOR COURTYARD

ROOFTOP
WORK WITH VIEWS

INDOOR | OUTDOOR

- LIFT LOBBY
- GARDEN MEETING PODS
- SCULPTURAL RIBBON SEATING
- SOCIAL CORNER
- OBSERVATION DECK
- CO-WORKING ZONE



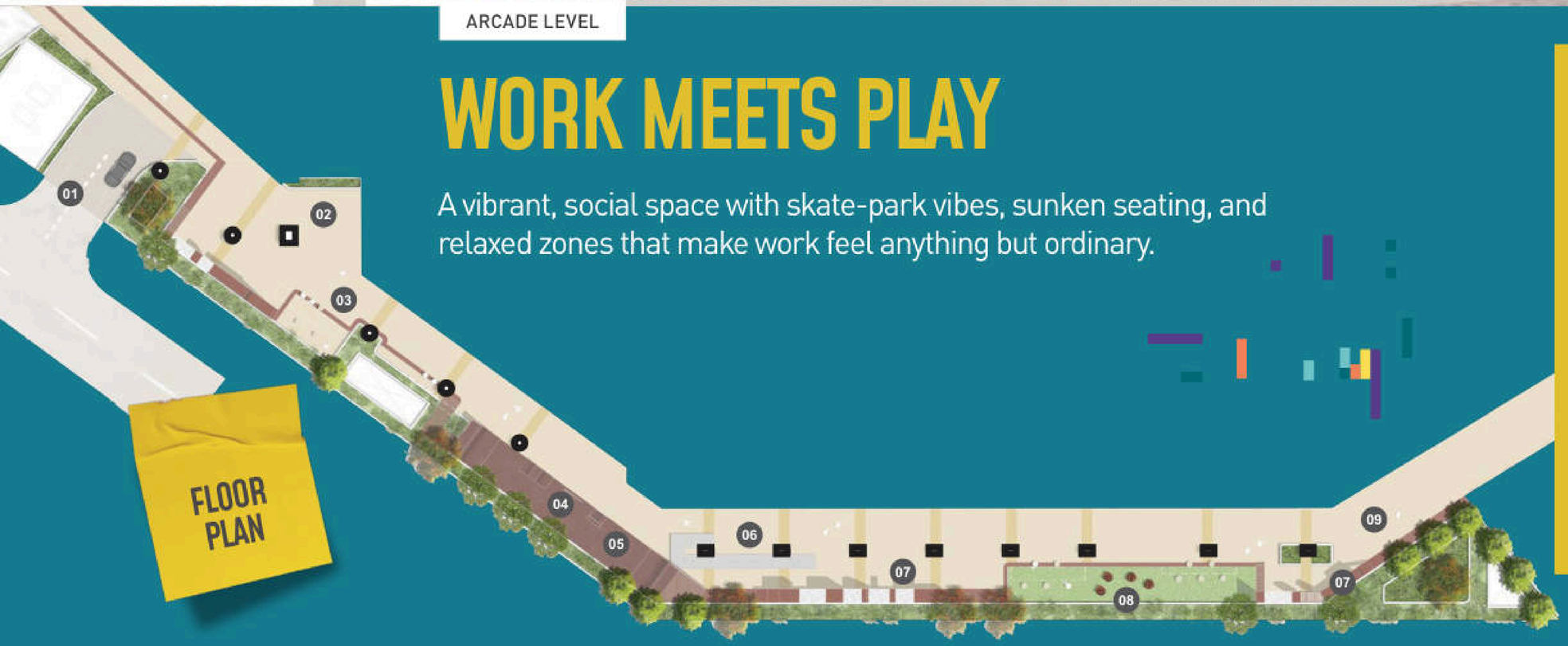




ARCADE LEVEL

WORK MEETS PLAY

A vibrant, social space with skate-park vibes, sunken seating, and relaxed zones that make work feel anything but ordinary.



ARCADE LEVEL

01 PRIVATE ROAD ACCESS
02 URBAN GALLERY
03 SUNKEN SEATING
04 SKATE PARK
05 URBAN GYM
06 CONNECTING STAIRCASE TO GF
07 SCULPTURAL RIBBON SEATING
08 CHILL ZONE
09 PROMENADE ARRIVAL

GROUND LEVEL

01 DROP-OFF AREA
02 VALET
03 SCOOTER PARKING
04 CONCIERGE
05 LOBBY LOUNGE
06 LIFT LOBBY
07 CO-WORKING ZONE
08 FOOD HALL - THE BLOCK
09 SERVING KITCHENS
10 SOCIAL SPACES
11 EVENTS STAGE
12 COFFEE CORNER
13 LIBRARY
14 OUTDOOR COURTYARD
15 CONNECTION STAIRCASE

FLOOR PLAN







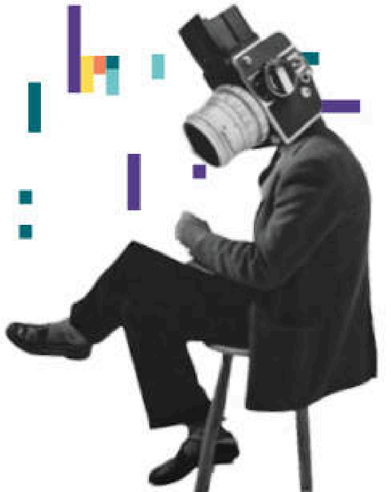
STEP IN. STAND OUT.

DROP-OFF AREA

GROUND LEVEL

ARRIVAL, THE ROVE WAY

The reception lobby is more than a transition - it's a curated pause. Blending art, greenery, and comfort, it carries the signature Rove DNA that makes every arrival feel alive.



GROUND LEVEL

THE BEGINNING OF EVERY JOURNEY

This is more than just an entrance; it's a space that connects people instantly. From the very first moment, the atmosphere sets the tone for the day ahead.



GROUND LEVEL

THE BLOCK INSPIRE

The Block is a vibrant food hall framed by bold pillars, bringing people together through food, culture, and community. With multi-cuisine F&B options and lively social spaces, it's where flavors meet conversations.





THE BLOCK: REFUEL



GROUND LEVEL

THE BLOCK: FOCUS

MEET, READ, REPEAT

GROUND LEVEL

THE BLOCK: PLAY

The Block blends a buzzing food hall with event corners, social hangouts, and quiet reading nooks - making it the heart of HQ's everyday life.



GROUND LEVEL

SOCIAL SPACE CONNECT

FOR CASUAL CHATS



GROUND LEVEL

EVENT SPACE
CONNECT MORE




Success
You've arrived in your new workspace
OK
HQ
ALULA

NO WAITING, ALWAYS MOVING

Every second matters. That's why HQ by Rove features 21 destination-controlled high-speed elevators, ensuring your next stop is never more than 30 seconds away. Each one is designed to carry up to 21 people, so everyone moves with ease.



FLOOR PLAN



PODIUM LEVEL

01 LIFT LOBBY
02 VITAMIN BAR
03 GYM-OUTDOOR/INDOOR
04 FOAM PIT
05 RENTABLE MULTI-PURPOSE AREA INDOOR/OUTDOOR
06 BEAUTY LOUNGE
07 NAIL SALON
08 ONE-STOP SHOP
09 MASSAGE ROOM
10 CRANK STUDIO
11 CO-WORKING ZONE
12 YOGA SPACE
13 BASKETBALL COURT
14 PADEL COURT
15 FLOATING TREEHOUSE PODS
16 PODCAST CABIN
17 SUNKEN SEATING
18 STEPPED GARDEN
19 PLAY & PAUSE ZONE
20 RUNNING TRACK
21 CONNECTION STAIRCASE


PODIUM LEVEL
FOR THE CARDIO LOVERS
1
2
WALKOLUTION


PODIUM LEVEL
FOR THE GYM ADDICTS

PODIUM LEVEL

VITAMIN BAR

With its complete setup and inviting design, this space stands out as a signature of HQ by Rove, bringing wellness and refreshment into daily life.



PODIUM LEVEL

POWERED BY CRANK

Crank brings a dynamic fitness experience right into HQ, giving you the chance to reset, recharge, and rise stronger - without ever leaving the building.




PODIUM LEVEL
RENTABLE SPACES
HERE FOR THE TEA


PODIUM LEVEL
FOR THE QUICK FIXES
RELAX
ASK HQ
BEAUTY LOUNGE

PODIUM LEVEL

WORK HARD, PLAY ALWAYS

The Podium is your outdoor arena featuring basketball court, padel court, floating treehouse pods and all the space you need to recharge between the grind.





CREATIVITY ABOVE GROUND

Perched among the trees, these floating treehouse pods give meetings and ideas a new perspective. Cooled by AC, they make sure you're out of office without leaving HQ.

PODIUM LEVEL

FRESH PERSPECTIVES

The terrace offers a space to pause, breathe, and reconnect with your surroundings.
Here, inspiration flows as naturally as the breeze.





A STAGE FOR EVERYDAY CONNECTIONS

The Podium level brings people together in ways that feel effortless. Conversations, encounters, and shared moments naturally rise above the ordinary.

PODIUM LEVEL

PLAY & PAUSE ZONE



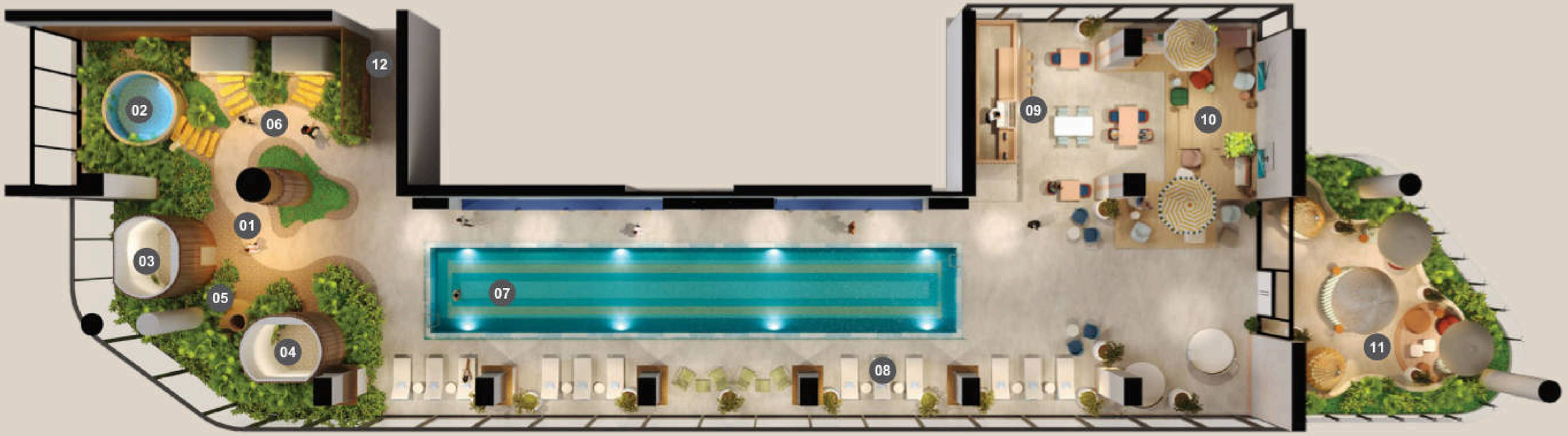

Reminder
Take that call during your gym session
Options
Close
HQ

RESET 16

01 SPA PODS
02 JACUZZI
03 STEAM POD
04 SAUNA POD
05 PLUNGE POOL
06 NAP PODS
07 SEMI-OLYMPIC POOL
08 SUN LOUNGERS
09 JUICE BAR
10 ZEN GARDEN
11 CHILL GARDEN
12 CHANGING ROOMS

FLOOR PLAN



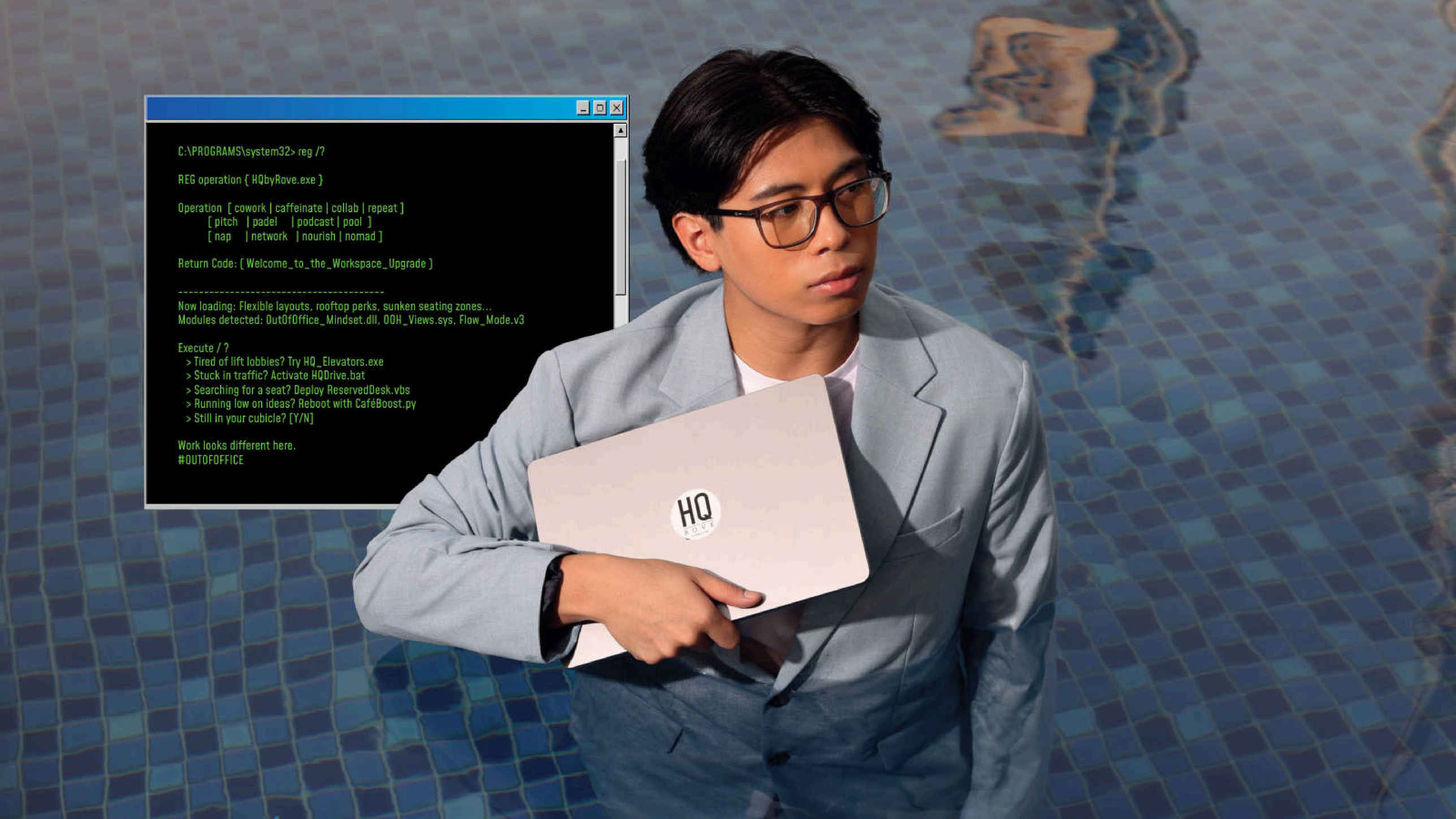



RESET 16 LEVEL
INDOOR
SEMI-OLYMPIC
POOL


RESET 16 LEVEL
FOR TIMEOUT

NAP PODS




C:\PROGRAMS\system32> reg /?
REG operation { HQbyRove.exe }
Operation [cowork | caffeinate | collab | repeat]
[pitch | padel | podcast | pool]
[nap | network | nourish | nomad]
Return Code: [Welcome_to_the_Workspace_Upgrade]
Now loading: Flexible layouts, rooftop perks, sunken seating zones...
Modules detected: OutOfOffice_Mindset.dll, OOH_Views.sys, Flow_Mode.v3
Execute / ?
> Tired of lift lobbies? Try HQ_Elevators.exe
> Stuck in traffic? Activate HQDrive.bat
> Searching for a seat? Deploy ReservedDesk.vbs
> Running low on ideas? Reboot with CaféBoost.py
> Still in your cubicle? [Y/N]
Work looks different here.
#OUTOFOFFICE
HQ

FLOOR PLAN

THE HUB

01 COFFEE CORNER
02 UPRESSO VERTICAL CAFE
03 COMMUNAL LOUNGE
04 CO-WORKING ZONE
05 COMBINABLE MEETING ROOMS
06 OOO PODS
07 SHARED PANTRY
08 INTEGRATED STAIR SEATING
09 FEATURE STAIRCASE
10 OUTDOOR COURTYARD






THE HUB LEVEL
THE HUB
FOR THE CLEAR MINDS
CHANGE OF PLAN
STEP IN . ZONE OUT

THE HUB LEVEL

THE HUB: HQ'S SOCIAL HEART

With the vertical Upresso café at its core, versatile meeting rooms, and open lounge areas, it's designed for everyday convenience - whether you're grabbing a coffee, catching up, or collaborating.




THE HUB LEVEL
FOR QUICK MEETS
THE HUB
CHANGE THE PLAN
STEP IN. ZONE OUT
UPRESSU


UPRESSO
HQ MENU
MENU
COFFEE
SMALL ₩25
LESS SMALL ₩30
BIG ₩35
MUCH BIGGER ₩40
MORE COFFEE
EVEN BIGGER ₩25
THE BIGGEST ₩30
TOO BIG ₩35
ENOUGH ₩40
*PRICES ARE NOT ACCURATE

FLOOR PLAN

ROOFTOP LEVEL

01 LIFT LOBBY
02 GARDEN MEETING PODS
03 SCULPTURAL RIBBON SEATING
04 SOCIAL CORNER
05 OBSERVATION DECK
06 CO-WORKING ZONE





ROOFTOP LEVEL

INSPIRATION AT NEW HEIGHTS

The rooftop terrace opens up to sweeping city views that spark imagination and calm the mind. It's a place for golden hours, fresh air, and unforgettable moments.



ROOFTOP LEVEL

OBSERVATION DECK




FOR THE DREAMERS
WORK
LOOKS
DIFFERENT
HERE


FOR THE
VIEW
SEEKERS

UNIT TYPES

MODULAR OFFICE COLLECTION

STUDIO: 680-865 SQFT

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

DELUXE: 1360-1446 SQFT
STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

EXECUTIVE: 1986-2264 SQFT
STUDIO + DELUXE = EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts, available in open, semi-open, or closed configurations to suit growing teams.

SIMPLEX EDGE: 1230-1614 SQFT

Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.

A LA CARTE

2700 SQFT AND ABOVE

Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

LOFT OFFICE COLLECTION

LOFT EDGE: 2051-2467 SQFT

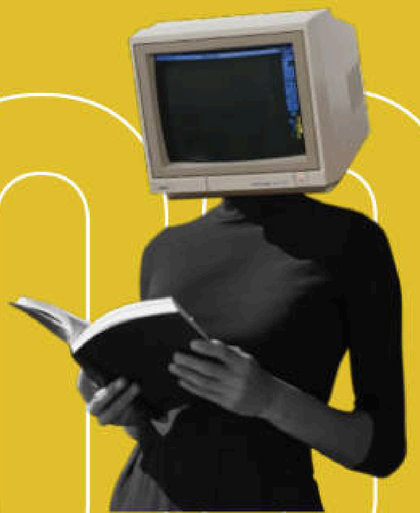
Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.

PENTHOUSE LOFTS: 2185-3708 SQFT

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.

PRESIDENTIAL LOFT: 5800 SQFT

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.



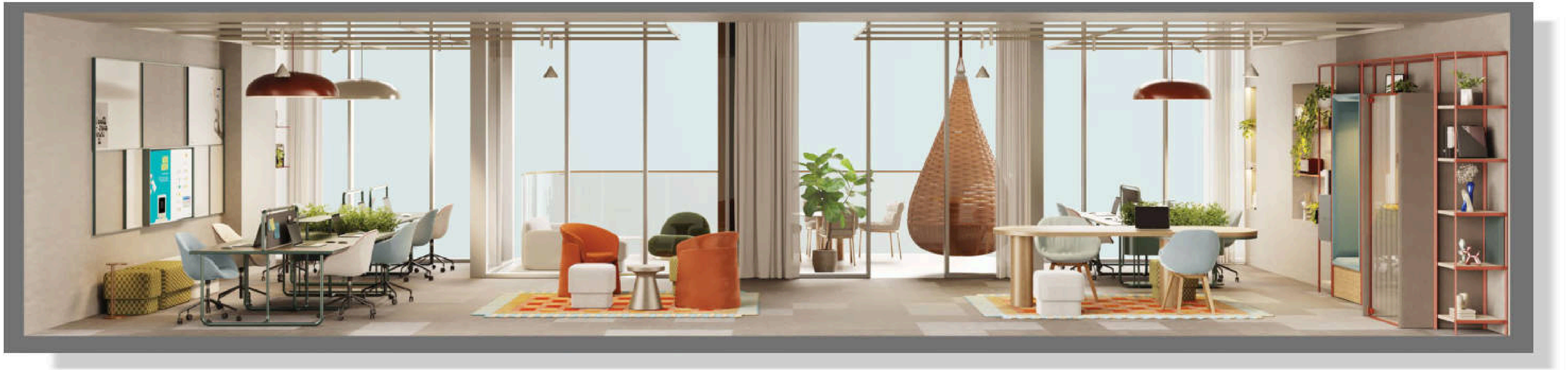


SIZE INCLUSIVE OF OUTDOOR COURTYARDS

Introducing the modular office collection - providing businesses the freedom to select on-demand spaces that expand and adapt with ease. Each office comes with its own private outdoor courtyard, equipped with smart furniture and thoughtful design details.



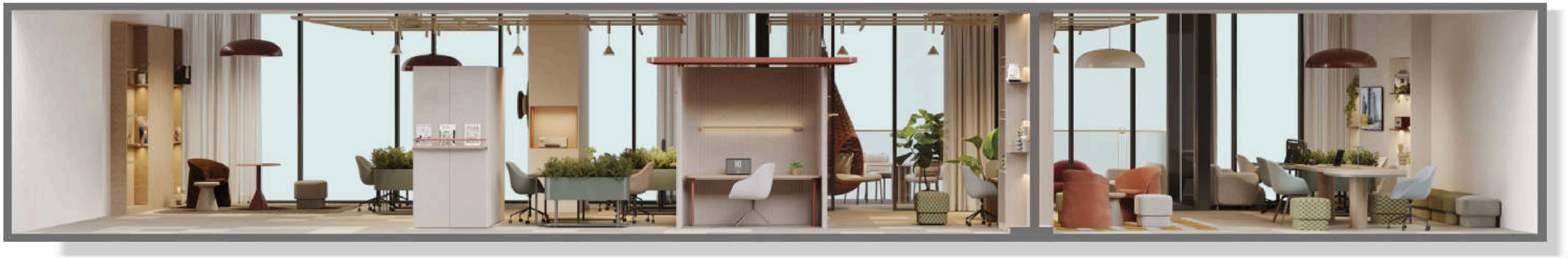
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STUDIO + DELUXE = EXECUTIVE



TYPICAL CORRIDOR

YOUR INTERNAL ROUTE



MODULAR

STUDIO

(680-865 SQFT)

Efficient spaces that merge intelligent design with everyday practicality, available in open and closed layouts to suit your style.

OCCUPANCY 6-14





STUDIO



MODULAR

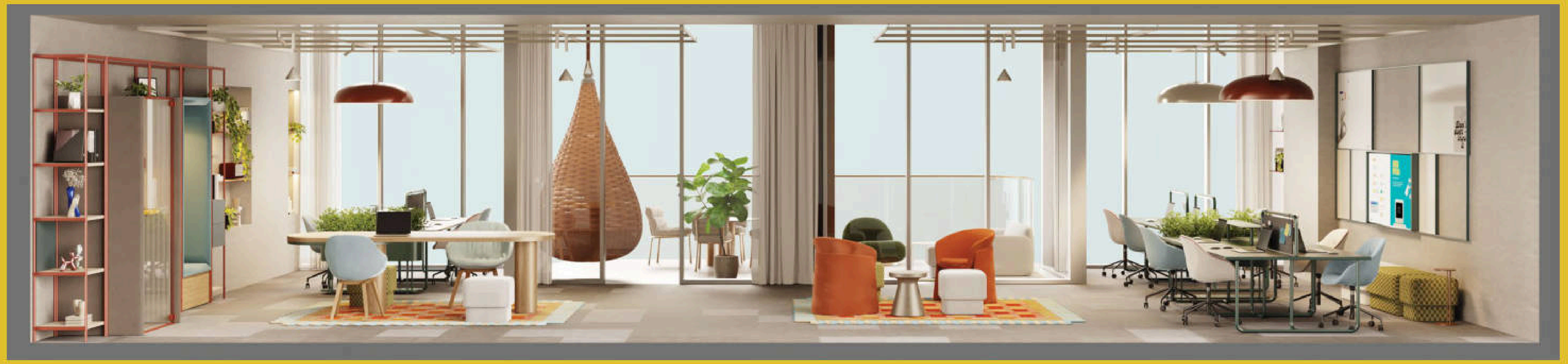
DELUXE

(1360-1446 SQFT)

STUDIO + STUDIO = DELUXE

Double the size, enjoy dedicated meeting rooms, upgraded furnishings, and the option to tailor your space with open or closed layouts.

OCCUPANCY 11-21





DELUXE
FLEX OPEN



DELUXE
FLEX FOCUSED



MODULAR

EXECUTIVE

(1986-2264 SQFT)

STUDIO + DELUXE = EXECUTIVE

Triple-sized with expanded seating, generous storage, and versatile layouts - available in open, semi-open, or closed configurations to suit growing teams.

OCCUPANCY 17-39






EXECUTIVE
FLEX OPEN

EXECUTIVE
FLEX FOCUSED



MODULAR

SIMPLEX EDGE

(1230-1614 SQFT)

Nestled on the edge, most expansive setting, with generous layouts premium furniture, and a statement-making workspace.

OCCUPANCY 18-26





SIMPLEX EDGE

Nestled on the edge, most expansive setting, with generous layouts, premium furniture, and a statement-making workspace.

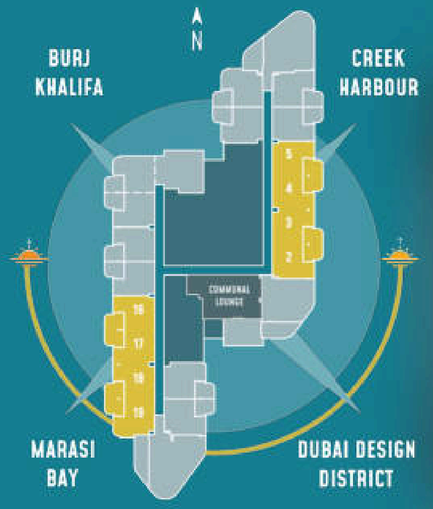
A LA CARTE CONFIGURATIONS

2700 SQFT AND ABOVE

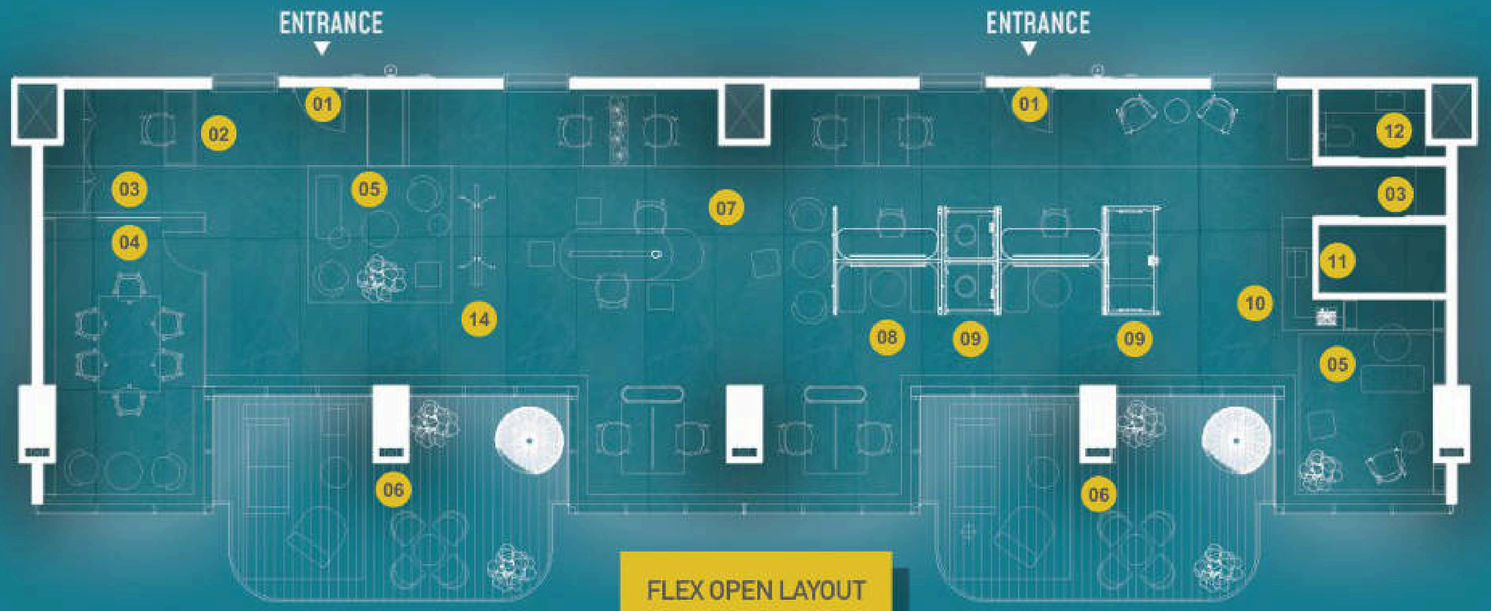
Bespoke offices designed around you. Select from our modular collection and create on-demand spaces perfectly tailored to your size and requirements.

01 ENTRANCE
02 RECEPTION
03 STORAGE
04 MEETING ROOM
05 BREAKOUT AREA
06 COURTYARD
07 OPEN WORKSTATION
08 MODULAR PAVILION
09 FOCUS BOOTH
10 KITCHENETTE
11 SERVER/PRINTER
12 POWDER ROOM
13 PRIVATE OFFICES
14 THINK WALL

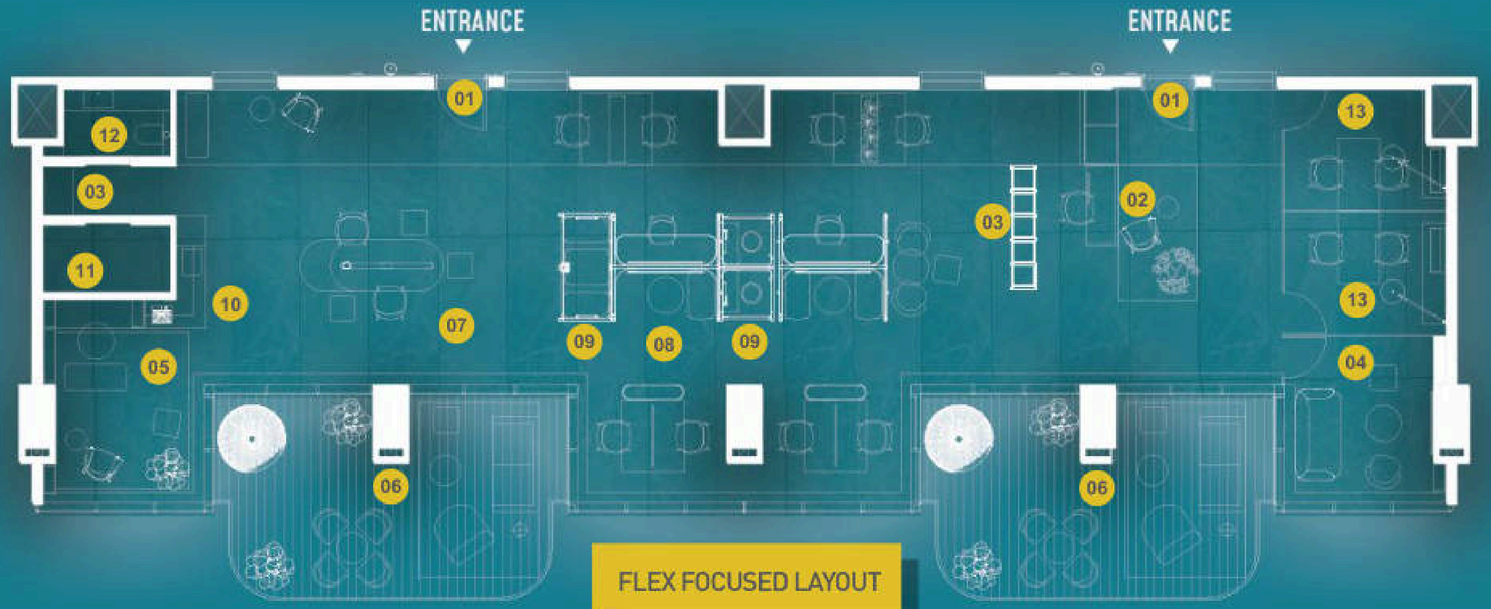
INTERNAL AREA	2156 SQFT
OUTDOOR AREA	564 SQFT
TOTAL AREA	2720 SQFT
ON-DEMAND LEVELS	L05-L06-L09-L10 L13-L14-L17-L18 L21-L22-L25-L26
DEDICATED PARKING	5 SPOTS



ON-DEMAND



FLEX OPEN LAYOUT



FLEX FOCUSED LAYOUT

LOFT EDGE

(2051-2467 SQFT)

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.







LOFT EDGE

Soaring double-height ceilings, curated design details, and a warm living touch that makes the office feel like home.


FOR YOUR DAILY
DOSE OF
INSPIRATION

PENTHOUSE LOFTS

(2185-3708 SQFT)

Enjoy more of space, style, and comfort. With integrated stair seating, a private kitchenette, and an in-office washroom, these lofts blend thoughtful design with premium interiors to create a workspace that feels truly complete.






PENTHOUSE
LOFTS

LOFT

PRESIDENTIAL LOFT

(5800 SQFT)

Step into a panoramic Presidential Loft Office on the highest floors - spacious, light-filled, and beautifully designed with a living touch.





PRESIDENTIAL LOFT

THE ONE & ONLY. YOU'VE ARRIVED

Perched at the peak, the Presidential Loft Office is a double-height haven featuring an expansive, all-glass, open space with a cigar lounge, private meeting room, and resting suite. A seamless blend of work and life at the very top.

MATERIAL SELECTION

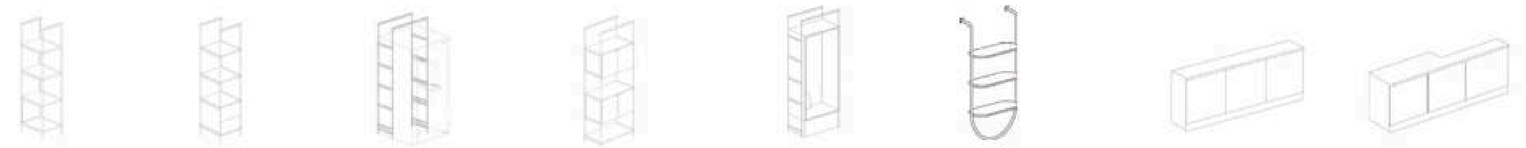
Function, form, and the living touch...the perfect ingredients for the HQ Modular Collection.



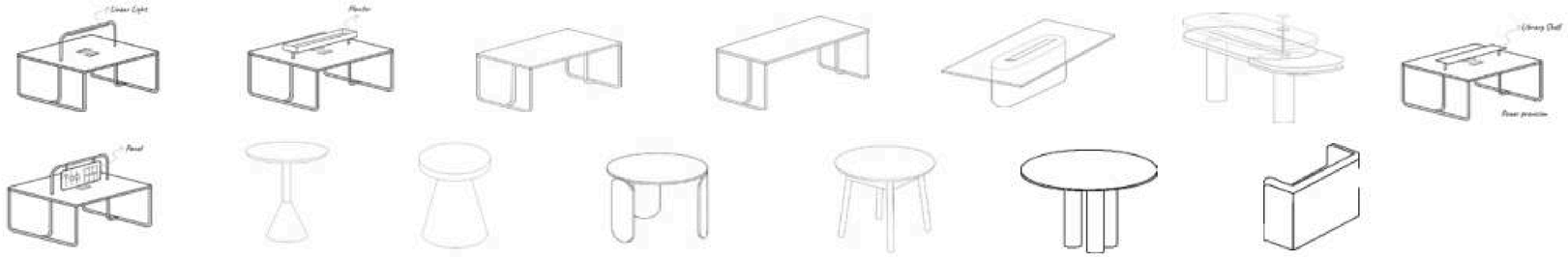
MODULAR COLLECTION FURNITURE MATRIX

Fully adaptable pieces,
designed for your work style.

MODULAR ELEMENTS



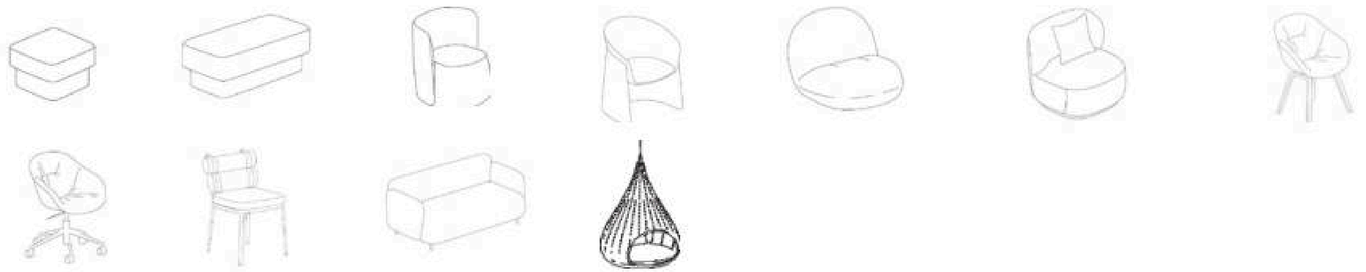
WORK



FOCUS



LIVE



BREATHE



INTRODUCING THE HQ DESK CORPORATE CONCIERGE SERVICES

Powered by Cushman & Wakefield Core



A strategic partnership between **IRTH and Cushman & Wakefield Core** brings global expertise and enterprise-grade services into Dubai's first hospitality-branded office building.

The HQ desk will provide enterprise-class concierge services directly into HQ, enabling founders, lean teams, and established businesses to work faster, smarter, and with fewer friction points from day one.

CUSHMAN & WAKEFIELD | CORE

YOUR HQ DESK SERVICES

Access a full suite of services designed to keep your business moving fast, efficiently, and without distraction and elevate your workday with seamless support and instant resources.

- More than just a workspace
- A receptionist to answer your calls
- A team to delegate to
- IT support



PROFESSIONAL CALL HANDLING

A local phone number with dedicated receptionist support, so you never miss an important call, without the added cost of hiring a helpdesk. Also, enjoy access to 24/7 voicemail to email.

HIGH-SPEED INTERNET EVERYWHERE

Secure, lightning-fast Wi-Fi with a unique password that follows you throughout the building.

FULL SUPPORT TEAM

Office Assistant, Receptionist, Secretary, dedicated Account Manager, IT Enablers available to assist your business.

ON-SITE TECH SUPPORT

Dedicated IT assistance and a responsive team, ready to solve issues instantly.

SMART BOOKINGS MADE EASY

Advanced system to reserve premium co-working zone, meeting rooms, and private pods effortlessly.

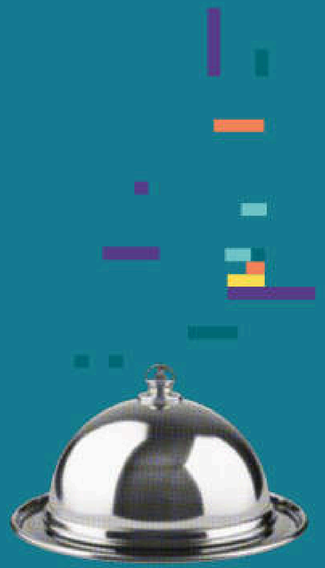
MAIL AND COURIER MANAGEMENT

Professional handling of incoming and outgoing mail, deliveries, and parcel logistics to streamline operations, ensure security, and free up staff to focus on core business activities.

ADD-ON SERVICES

Add-ons with extra charges



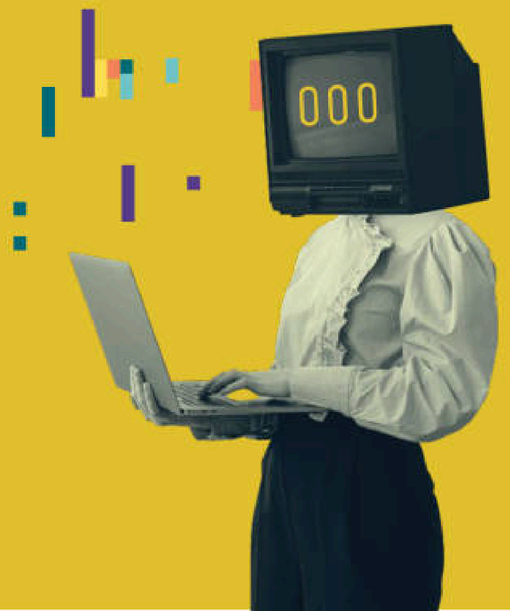


- CRANK Studio
- Housekeeping Services
- Laundry, Dry-cleaning and Alteration
- Personal Services, from Fitness to Shopping
- Accommodation, Storage and Event Spaces
- Chef Services
- Food and Beverage Services
- Assistant/Secretarial
- Air and Land Transportation Services
- Off-site Restaurant Reservations
- Florist Services
- Tour Organisations



ROVE CONNECT

Your new office promises exclusive perks and benefits.



HQ OWNERS ENJOY

Discount on hotel room rates at Rove Hotels for business guests, partners, or extended stays.

Tenants at HQ get preferred rates for long-stay accommodation at Rove Hotels.

Special F&B offers across Rove cafés and lounges - whether you're a resident, tenant, or a hotel guest.

HQ investors/tenants enjoy special rates for future Rove branded projects.

Investors and tenants access priority information for launches/community events, etc.

HQ desk can facilitate transport logistics, relocations, short-term accommodation in sync across the Rove Hotels network.

PROJECT DETAILS

PROJECT NAME
HQ by Rove

DEVELOPER
IRTH Urban Development LLC

BRAND
Rove Hotels

PLOT AREA
76,038 SQFT

GROSS FLOOR SIZE
~22,500 SQFT

TOTAL OFFICE FLOORS
23

TOTAL MODULAR UNITS PER FLOOR
Up to 22 units

TOTAL AMENITIES AREA
120,000 SQFT
Amenities make 28% of the project

TOTAL PARKING BAYS: 988 ACROSS 8 FLOORS
1 parking per modular unit
Additional visitor & valet parking
Dedicated EV charging stations
Dedicated bicycle parking

TOTAL NUMBER OF ELEVATORS: 21
Destination controlled high-speed passenger lifts: 14
Shuttle Lifts: 5
Service Lifts: 2

SERVICE CHARGES: AED 24 APPROX.
Special pass for gym and Reset 16

ANTICIPATED HANDOVER DATE
Q1 2029



CONSULTANTS

ID TEAM
zebra

LANDSCAPE ARCHITECT
studioCREATE. Landscape Architecture

ART TEAM
studio feel Art Consultancy

CONVENIENT PAYMENT PLAN

Enjoy a mortgage-friendly payment plan.





15%
Down Payment

5%
on 1st of November 2025

5%
on 1st of April 2026

5%
on 1st of September 2026

5%
on 1st of February 2027

5%
on 40% construction progress*
On or before 1st of December 2027

5%
on 60% construction progress*
On or before 1st of May 2028

5%
on 80% construction progress*
On or before 1st of November 2028

50%
on completion

HQ by ROVE MARASI BAY

DEVELOPED & BROUGHT TO YOU BY

IRTH

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