



INIAURA

EMAAR

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WHAT DOES “INAURA” MEAN?

Inaura means an “Innate Energy for Life”: it refers to a source of energy, and to life giving a signal.

Inaura is a kinetic landmark in a city defined by change and movement, and for people who are in touch with a lifestyle of energy.

ABOUT INAURA

Inaura is a hotel and branded residences offering launching first in the heart of Downtown Dubai. Designed for those who live without boundaries between life, work and wellness, it brings fitness and community to the forefront.

Standing at 200m tall, and comprising both residences as well as a hotel, Inaura takes in the energy of the city, and gives back to it.



WHAT MAKES INAURA DIFFERENT?

At the heart of Inaura is a novel hospitality concept by Arada - one that merges design, fitness, and ritual into spaces that radiate energy and kinetic wellness.

Situated in the heart of Downtown Dubai, Inaura is located between Burj District and Business Bay, connected to the pulse of an ever-changing city.

Experientially, Inaura aims to offer more than just a residence, but rather, a lifestyle living centered around urban movement, urban energy, and is a representation of the city of Dubai: the city without limits.





WHAT DOES INAURA OFFER?

Inaura offers four main pillars:

- **The Awe path:** Architecture that stands apart.
- **Kinetic Living:** Life for people on the move, between work and play, between solitude and connection.
- **High Fidelity:** Energy that can be felt through life's details.
- **Lifestyle O/S:** Inaura is the world's first lifestyle operating system- a hospitality brand built to energize how you live, move, and connect.

STRATEGIC LOCATION



Inaura is located in the beating heart of Dubai. Its location is one that is prominent and exposed, among the most recognizable in the world, and within its immediate vicinity is the internationally impactful icon: Burj Khalifa.

Inaura's visual imprint also extends to one of the most photographed spaces in the world: Dubai Mall's Downtown Fountain.

Featuring LEED Gold precertification, Inaura's design and amenities add to a building that is iconically viewed and experienced from both ends of the city, reaching outwards to Dubai, and being perceived alongside its panorama.

Here, in Inaura, users are connected to Dubai.

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	Bulgari Resort Dubai	12 min
12	Dubai International Airport	18 min





AMENITIES

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.

AMENITIES

EXPERIENCE	LEVEL	DESCRIPTION
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.

AMENITIES

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

YOGA STUDIO

PILATES STUDIO

CO-WORKING SPACE

11 HIGH SPEED LIFTS

GRIT STUDIO

DANCE STUDIO

BOXING STUDIO

BATHHOUSE

SOUND THERAPY

CRYOTHERAPY

HOT, COLD AND MINERAL
POOLS

TREATMENT ROOMS

SAUNA AND STEAM ROOMS

KIDS AREA

AMENITIES

Inaura's amenities are ones that fully capture the multifaceted nature of being situated in an ever-evolving, ever-expanding city. From its elevated podium experience to its catered drop off experience, to its different lobby spaces, Inaura's amenities are ones that aim to cater to its users as much as possible.



Ground Floor

- Primary gateway to the development's lifestyle experience.
- Separate entrances and lounges for residences, hotel, and wellness zones ensure tailored arrival experiences.
- Residential lobby emphasizes privacy and sophistication.
- Hotel lobby offers a welcoming, hospitality-focused atmosphere.
- Dedicated entrance to spa and gym includes a private lift lobby and waiting area.
- All-day dining venue at street edge serves as a social hub
- Integrated public restroom and service access points

Podium Levels 1-4

- Gym reception, snack bar, climbing wall, and multi-purpose sports court on Podium Level 1
- Combines athletic functions with social features such as a lounge bar and communal seating.
- Total 30,000 sqft open-plan gym area across two floors dedicated to residents and hotel guests.
- Bright training zones, natural light, and spaces for group or solo workouts.
- Separate male and female changing rooms with showers and lockers.
- Directly accessible from hotel lobby, creating a seamless residential-hospitality interface.
- Supports smooth back-of-house operations with dedicated service and office areas.



Level 1

- Holistic wellness terrace positioned above the main gym, offering an integrated fitness and leisure environment.
- Yoga and Pilates studios, boxing, grit training, and dance zones.
- Expansive outdoor gym along a landscaped edge for open-air workouts
- Pool and outdoor lounge area enhance the resort-style wellness experience.



Level 2

- Boutique-style spa, including cryo, hydro and sound therapy suites, treatment rooms for massages, and restorative therapies.
- Central bathhouse features mineral, hot, and cold plunge pools
- Separate male and female sauna and steam areas
- Calming lounge zone offers a space for post-treatment relaxation and herbal refreshments.
- All design elements are curated for sensory restoration.





Level 3

- Vibrant all-day dining space blending café and lounge environments.
- Co-working lounge includes quiet zones, collaborative areas, and relaxed workspaces.
- Cinema room offers a private-screening venue for residents and guests.
- Podcast studio provides professional-grade recording and production facilities.
- Central lounge for casual use and discreetly integrated public restrooms.



FORMATIVE GYM

A state-of-the-art gym which includes a variety of experiences against Dubai's skylines.

This elite space draws on Arada's deep operational expertise as the UAE's largest large-scale gym operator, with a portfolio that includes FitnGlam (ladies only), FITCODE (premium mixed), Wellfit (family wellness clubs), and Platform Studios (boutique fitness).

The primary entrances to the gym begin from the ground floor, which has entrances to the spa and the gym. The gym covers Podium 1-4 for indoor gyms.

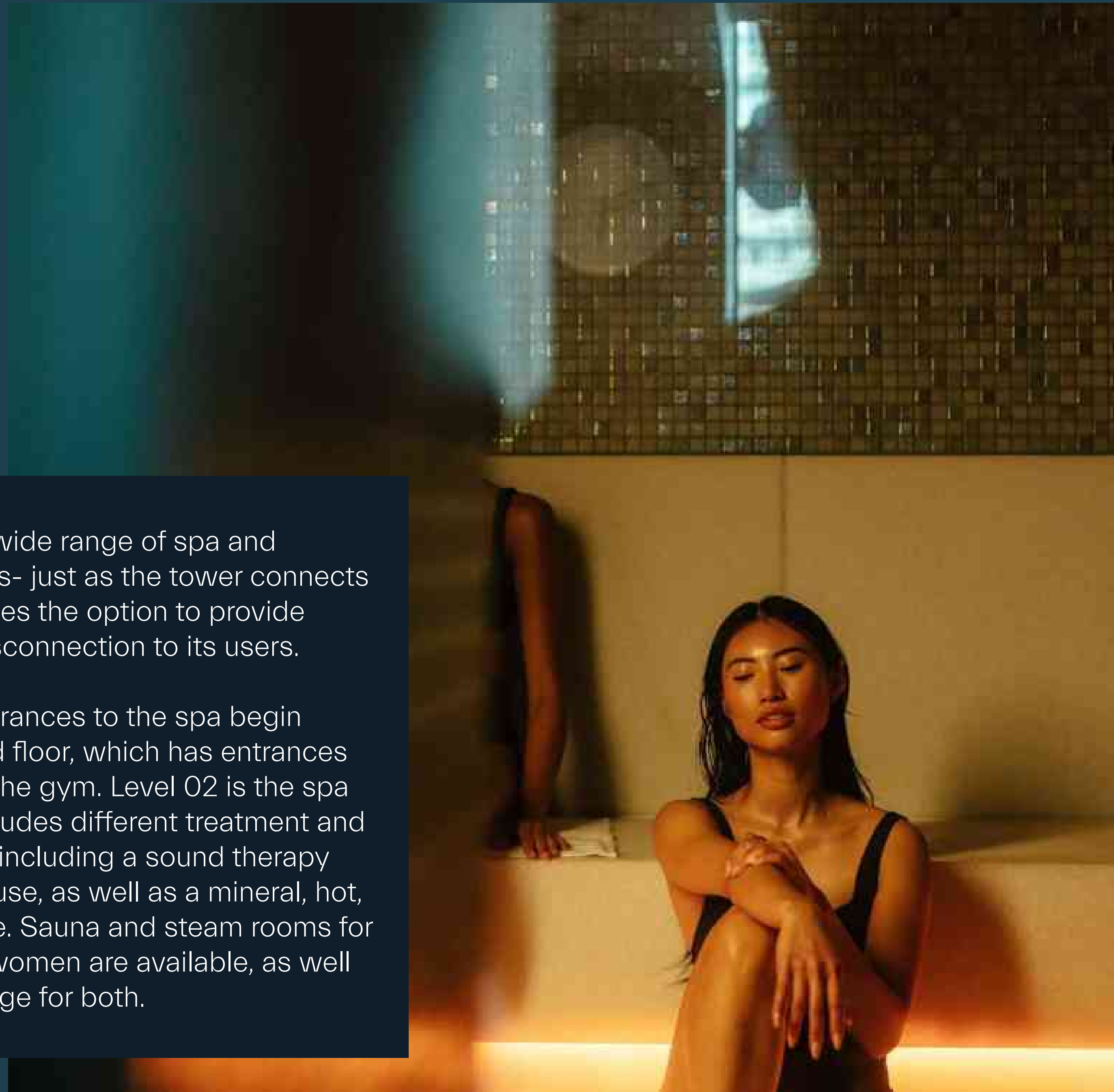


SPA



Inaura offers a wide range of spa and treatment rooms- just as the tower connects to the city, it gives the option to provide solitude and disconnection to its users.

The primary entrances to the spa begin from the ground floor, which has entrances to the spa and the gym. Level 02 is the spa level, which includes different treatment and therapy rooms, including a sound therapy room, a bathhouse, as well as a mineral, hot, and cold plunge. Sauna and steam rooms for both men and women are available, as well as a mixed lounge for both.







SKY LOUNGE

Ascend to level 32 to join Inaura's social and cultural pinnacle. A sky lounge that welcomes both residents and guests into an atmosphere of connection and exchange, with a distinctive dining experience at its core. Suspended above the city, it is a place where people, ideas and perspectives converge, framed by uninterrupted views of the Downtown skyline.

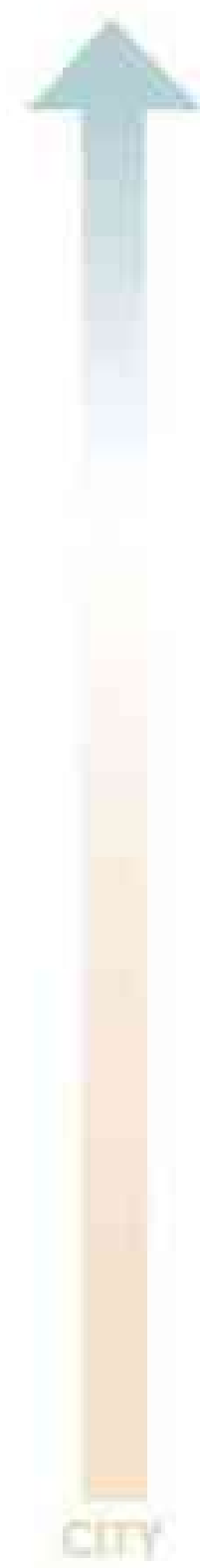
INAURA HOTEL

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.



SKY



CITY



SKY VILLAS
4 - 5 - 6BR

URBAN
ENERGY

URBAN APARTMENTS
1-3BR

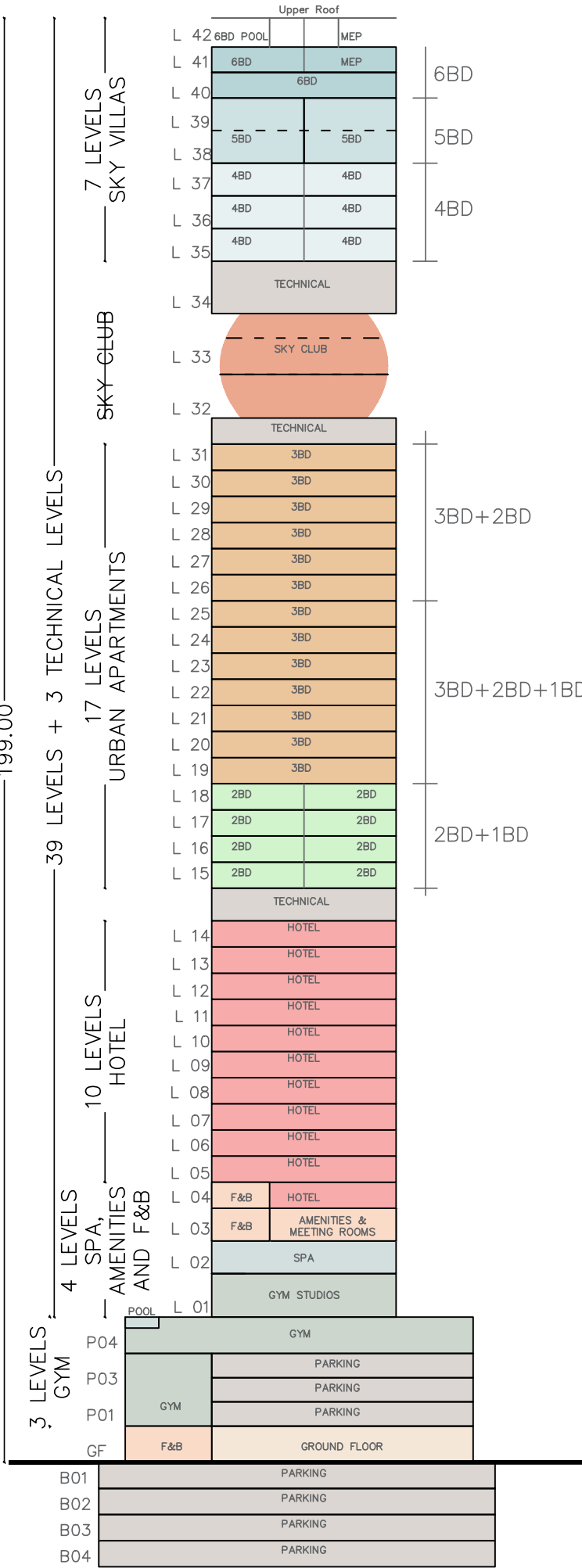
HOTEL

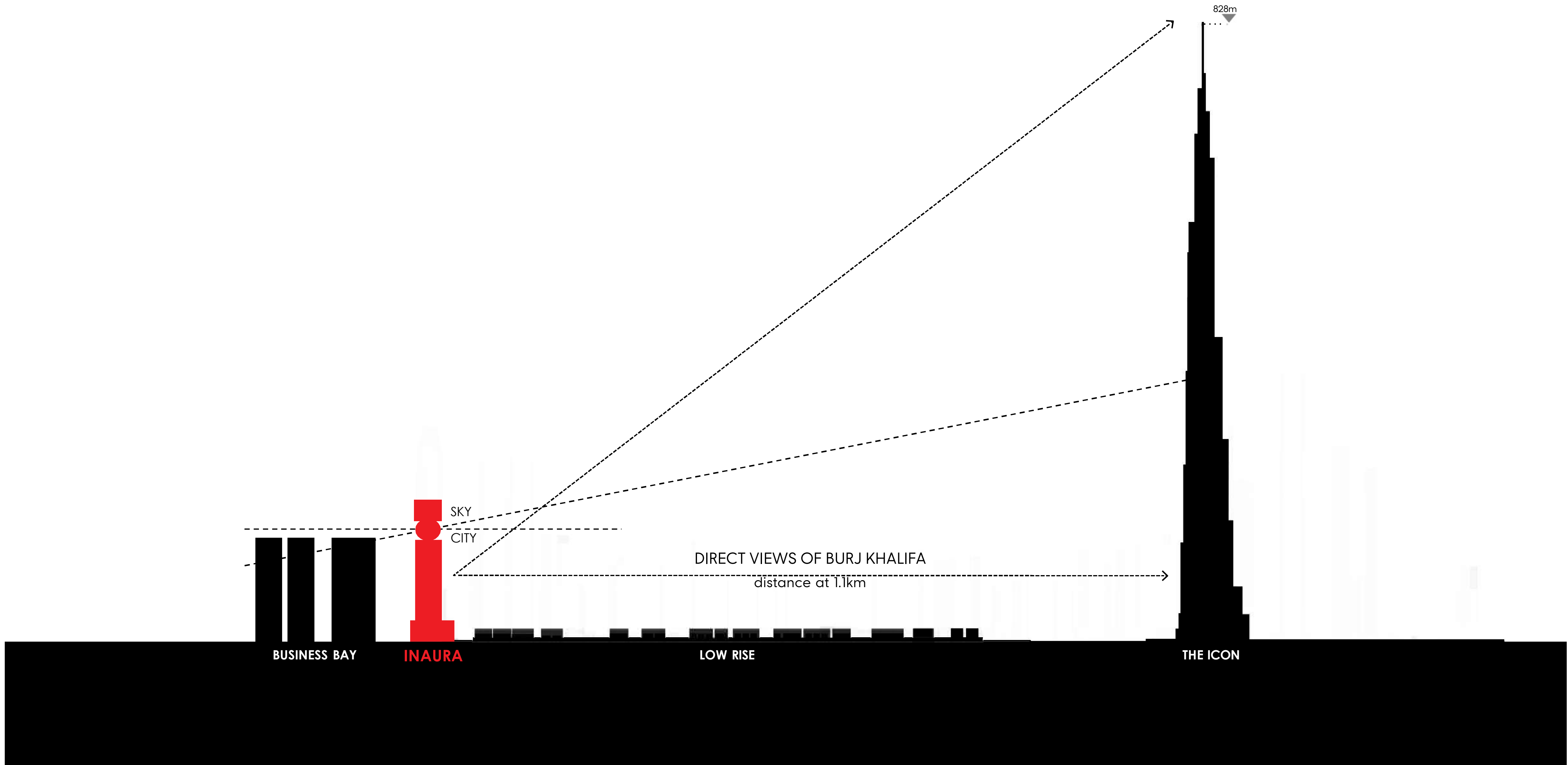
AMENITIES

NOTE: Shown typologies are facing the main view

LEGEND:

- 6BD
- 5BD
- 4BD
- 3BD
- 2BD





RESIDENCES

The unit mix and layout of Inaura is one that generally follows an optimal floorplate exploration. Apartments offer a wide variety of different views, such as direct views towards Burj Khalifa, as well as views towards Downtown Dubai and Business Bay, depending on unit type and orientation. Each floor is defined by significant outdoor space and extended balconies that provide 360-degree views towards the city.

- The Lumen Series (1, 2 & 3 Bedroom)
- The Radiance Series (4 Bedroom)
- The Sky Villa Duplex (5 Bedroom)
- The Sky Penthouse (6 Bedroom)

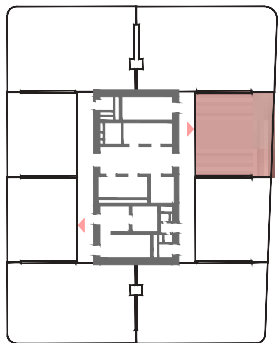
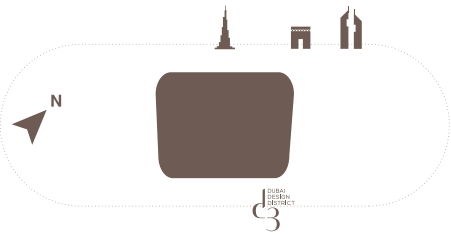
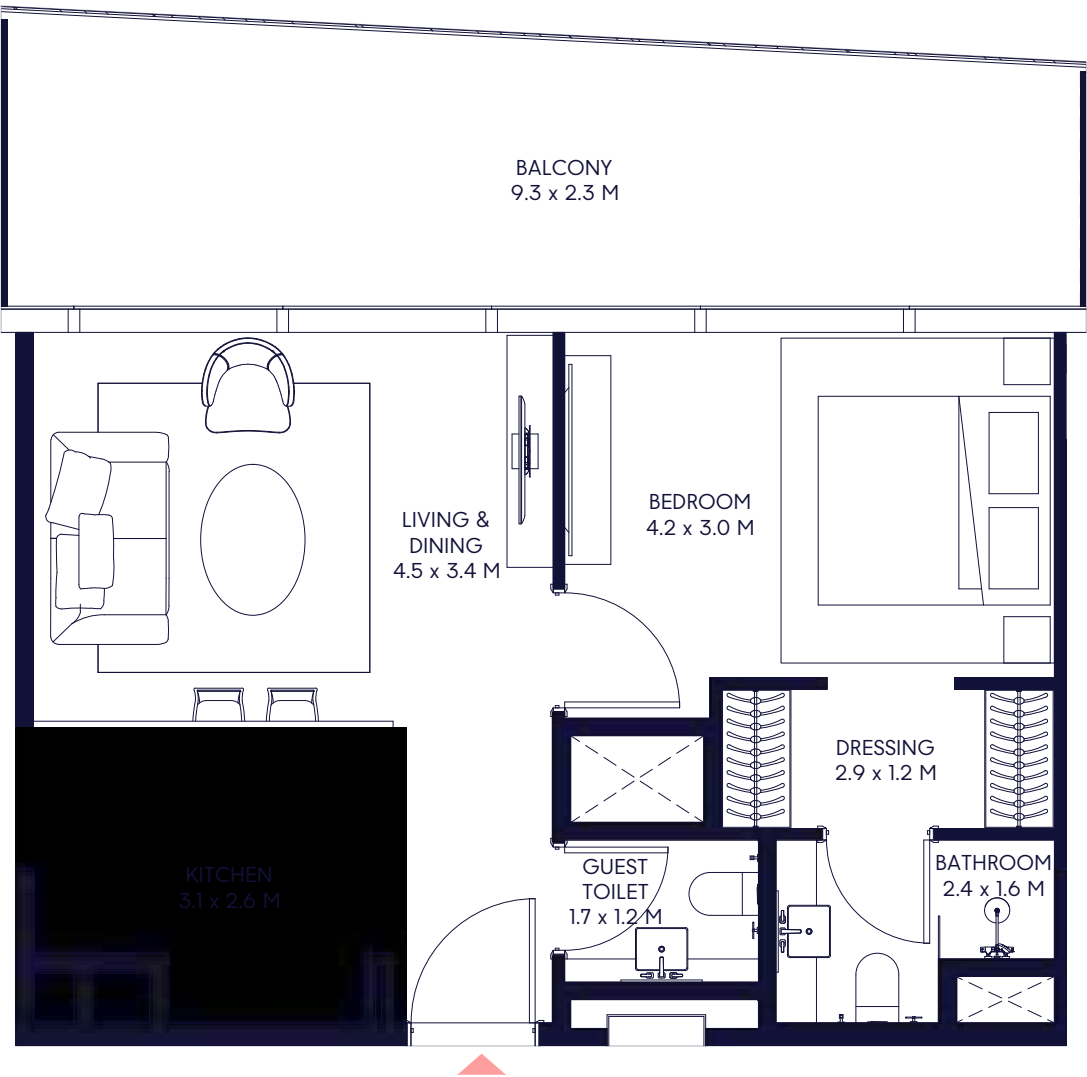
	Units	Parking spaces
Total of 1 Bed	32	1
Total of 2 Bed	60	1
Total of 3 Bed	13	2
Total of 4 Bed	6	3
Total of 5 Bed	2	4
Total of 6 Bed	1	5



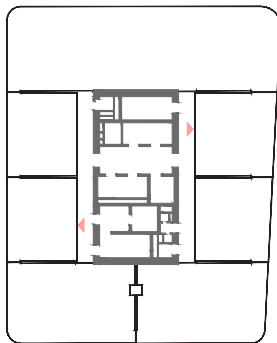
Downtown Residences – Apartment Unit Mix			
Levels / Floor	No. of Floors	Type	Count
Level 15 to 18	4	1 Bed	16
		2 Bed	16
Level 19 to 22	4	1 Bed	16
		2 Bed	8
		3 Bed	4
Level 23 to 31	9	2 Bed	18
		2 Bed	18
		3 Bed	9
Technical Floor above 31			
Level 32 Sky Lounge			
Level 35 MEP			
(This floor to be calculated , as only two technical floor will be excluded from the building height)			
Level 36 to 38	3	4 Bed Villa	6
Level 39 to 40		5 bed Villa	2
Level 41 to 42 & Roof		6 Bed Villa	1
		Total	114

Lumen Series 1 Bedroom - A

Min Suite Area: 53.90 Sqm (580 Sqft) | Min Balcony Area: 11.59 Sqm (125 Sqft) | Min Total Area: 65.49 Sqm (705 Sqft)
Max Suite Area: 54.14 Sqm (583 Sqft) | Max Balcony Area: 23.31 Sqm (251 Sqft) | Max Total Area: 77.45 Sqm (834 Sqft)



15TH TO 18TH FLOOR

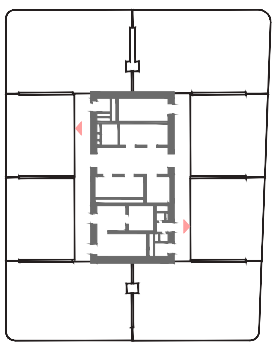
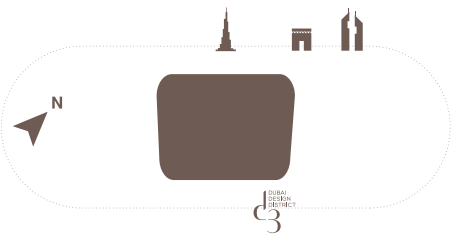
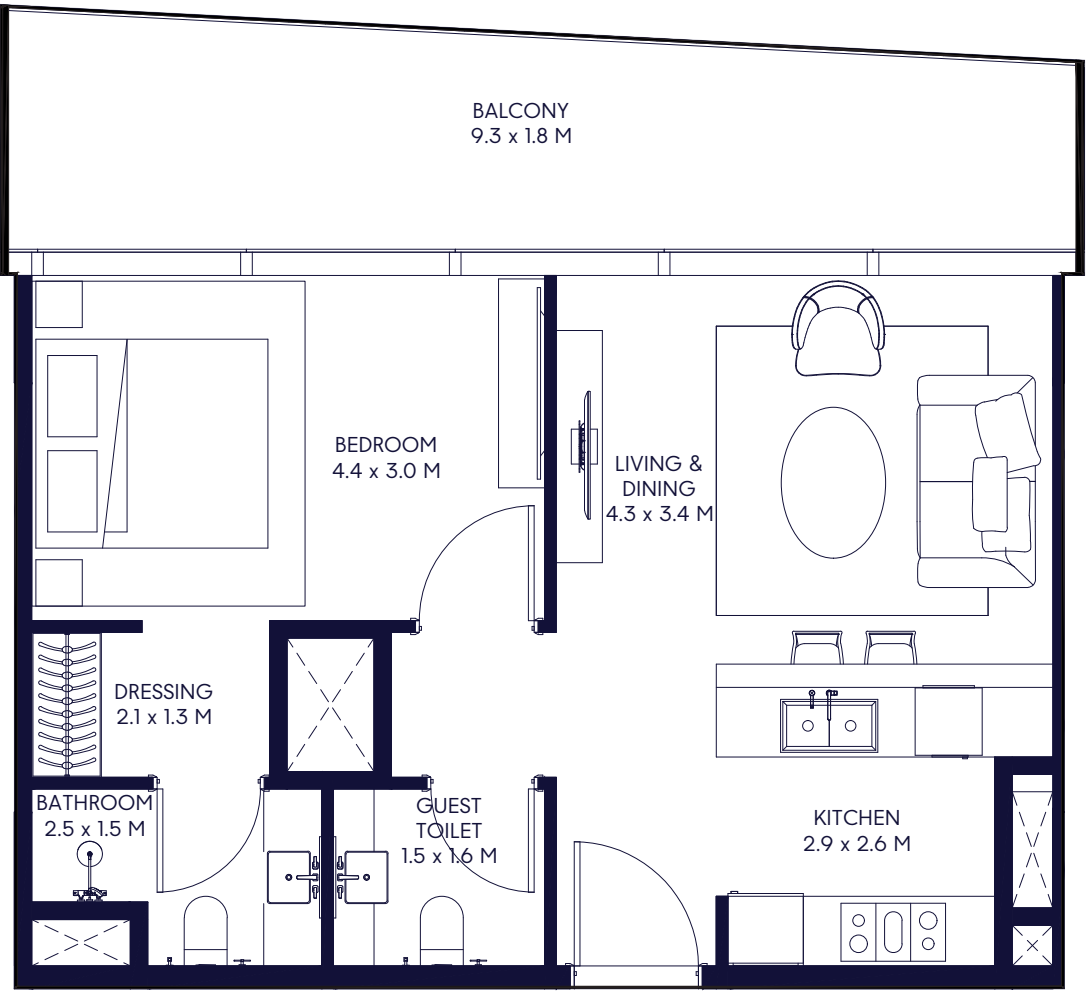


19TH TO 22ND FLOOR

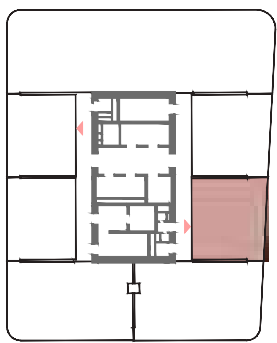
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Lumen Series 1 Bedroom - B

Min Suite Area: 54.80 Sqm (590 Sqft) | Min Balcony Area: 11.60 Sqm (125 Sqft) | Min Total Area: 66.40 Sqm (715 Sqft)
Max Suite Area: 54.55 Sqm (587 Sqft) | Max Balcony Area: 18.14 Sqm (195 Sqft) | Max Total Area: 72.69 Sqm (782 Sqft)



15TH TO 18TH FLOOR

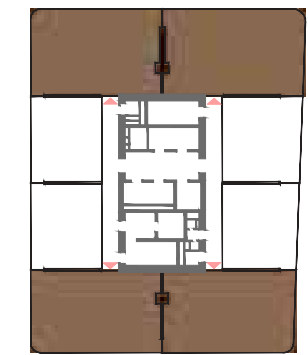
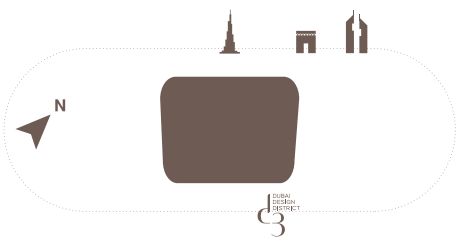
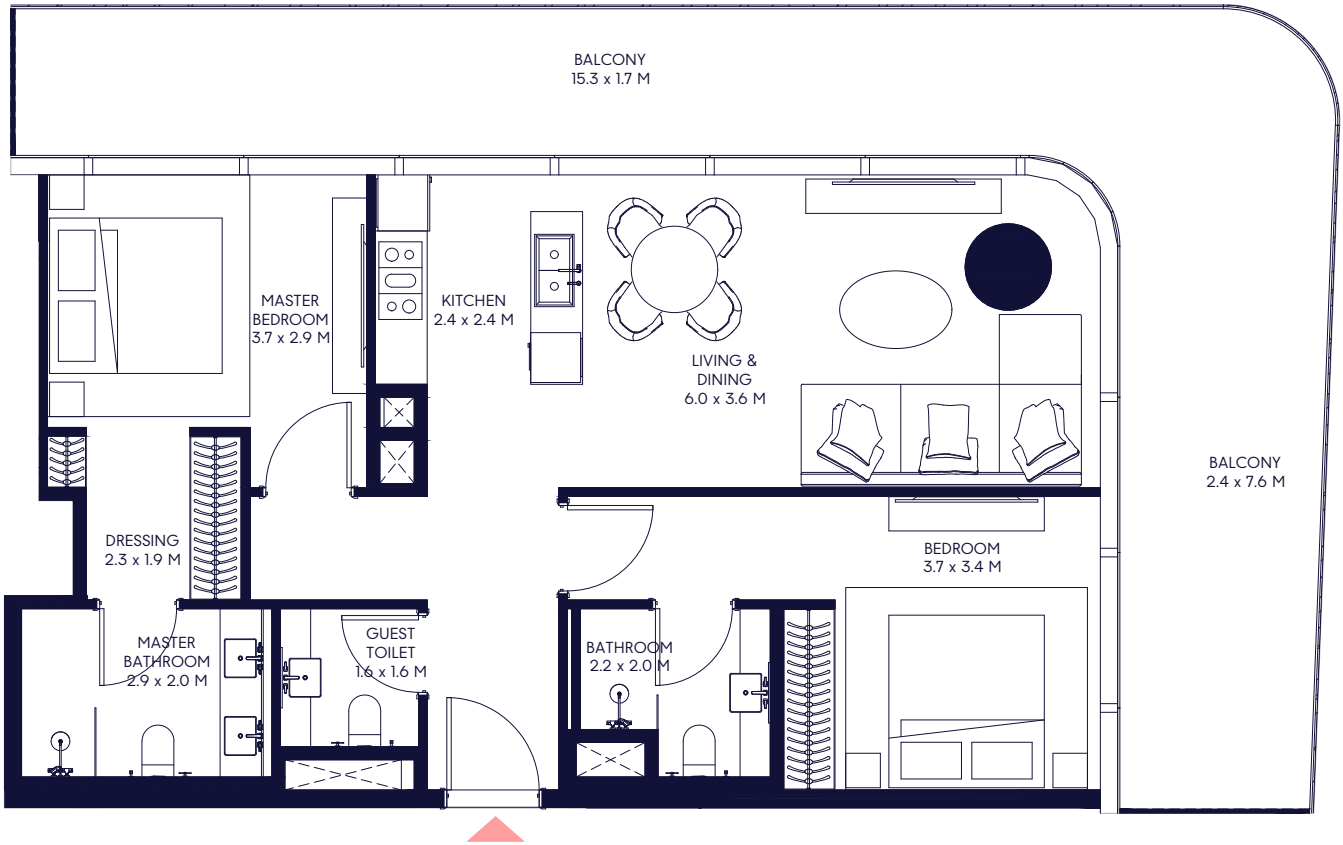


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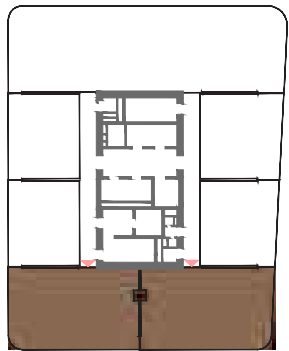
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Lumen Series 2 Bedroom - A

Min Suite Area: 91.71 Sqm (987 Sqft) | Min Balcony Area: 26.44 Sqm (285 Sqft) | Min Total Area: 118.15 Sqm (1,272 Sqft)
Max Suite Area: 92.74 Sqm (998 Sqft) | Max Balcony Area: 47.32 Sqm (510 Sqft) | Max Total Area: 140.06 Sqm (1,508 Sqft)



15TH TO 18TH FLOOR

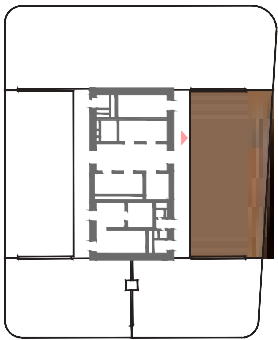
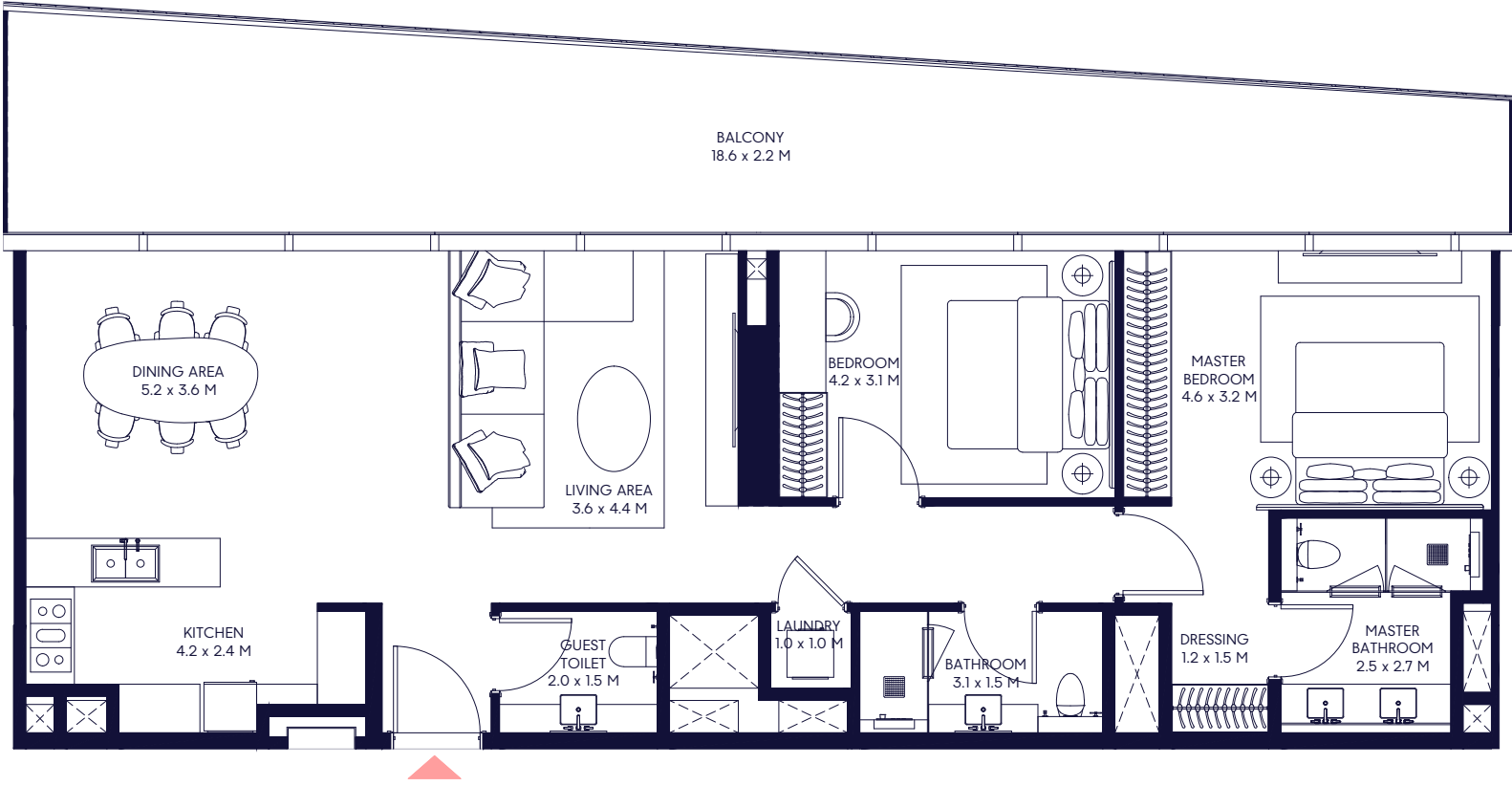


19TH TO 31ST FLOOR

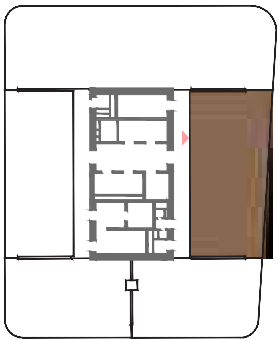
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Lumen Series 2 Bedroom - B

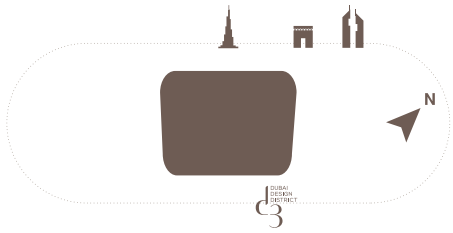
Min Suite Area: 109.10 Sqm (1,174 Sqft) | Min Balcony Area: 42.07 Sqm (453 Sqft) | Min Total Area: 151.17 Sqm (1,627 Sqft)
Max Suite Area: 109.10 Sqm (1,174 Sqft) | Max Balcony Area: 47.46 Sqm (511 Sqft) | Max Total Area: 156.56 Sqm (1,685 Sqft)



23RD FLOOR



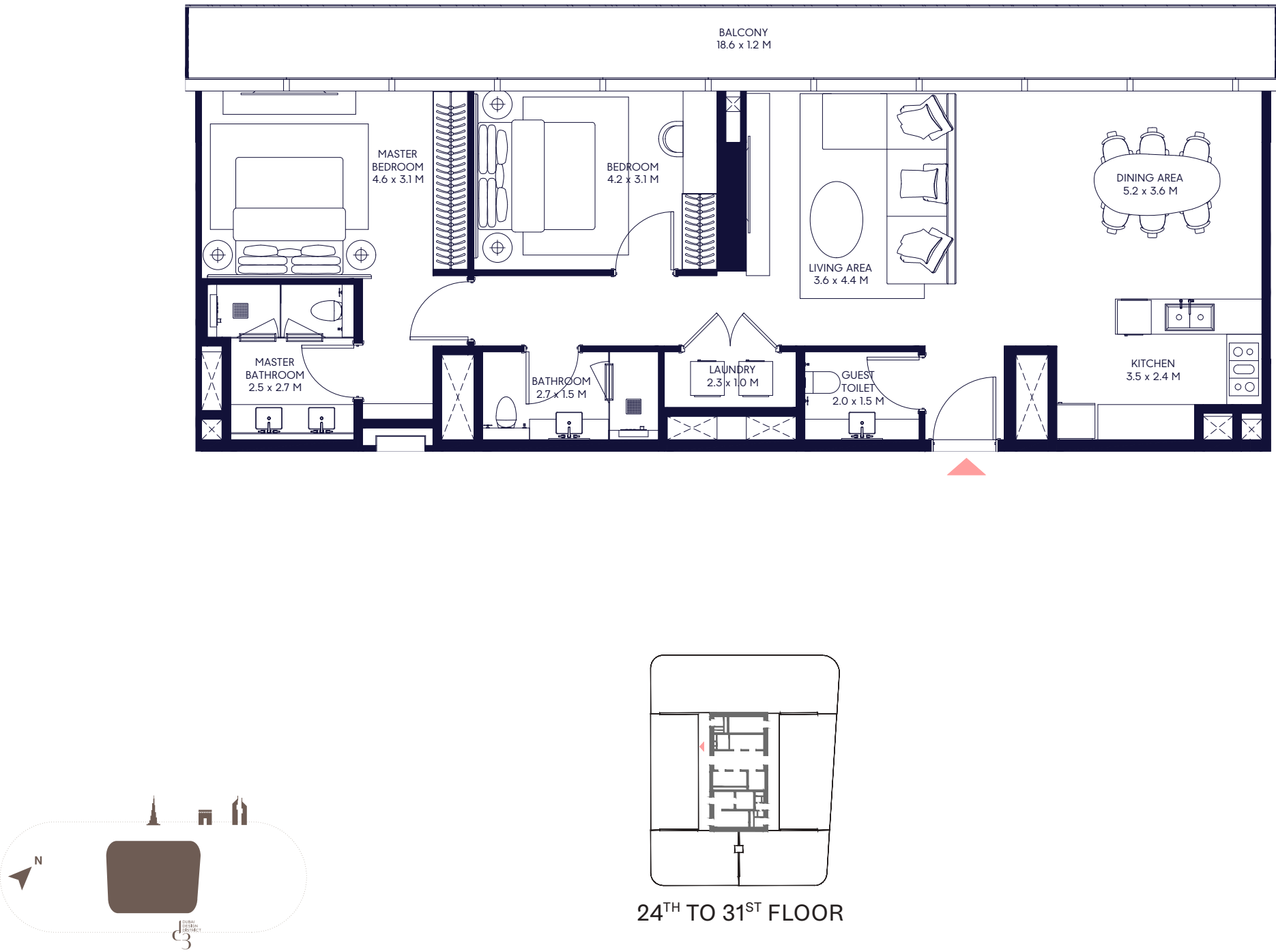
24TH TO 31ST FLOOR



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Lumen Series 2 Bedroom - C

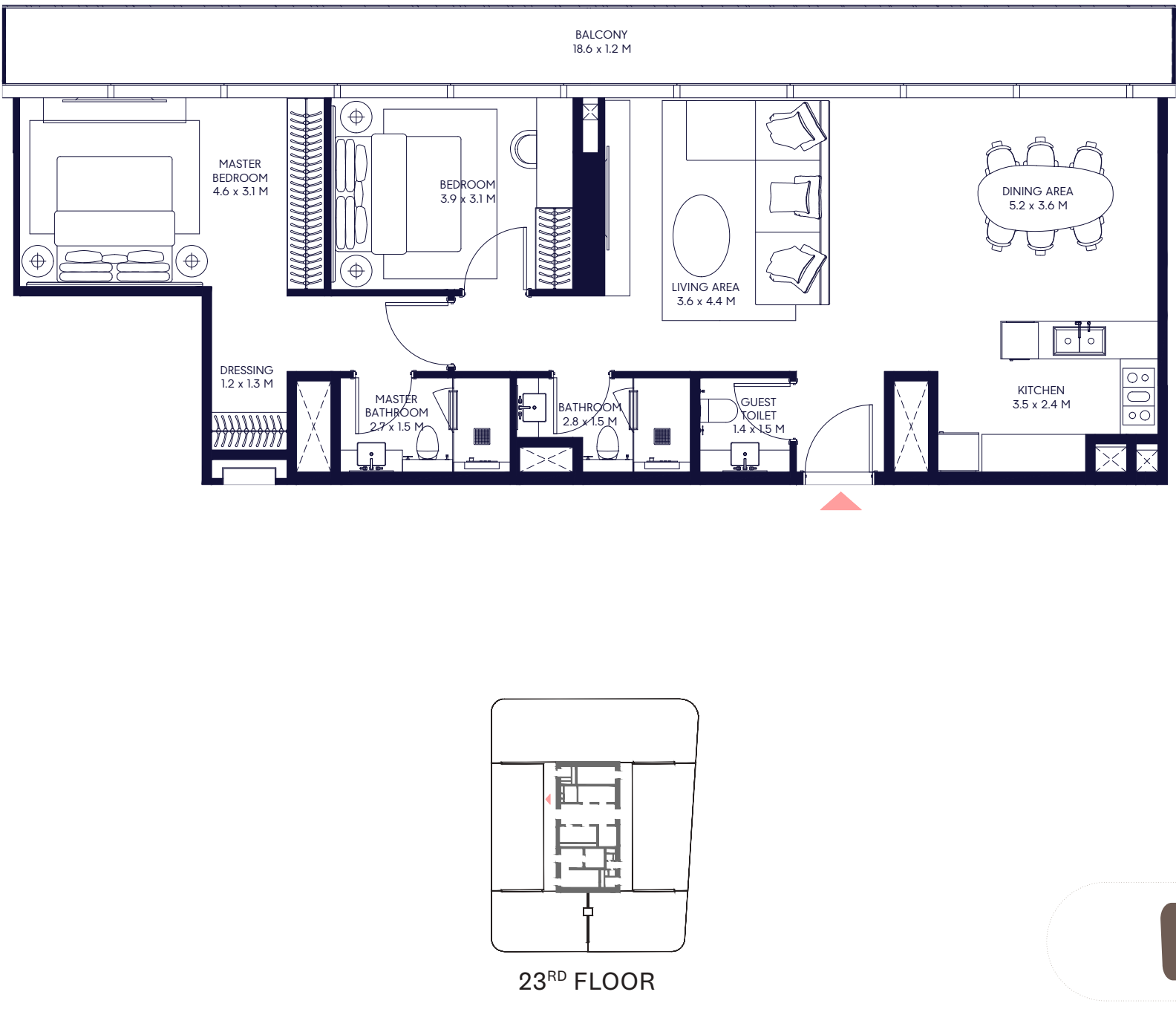
Min Suite Area: 109.31 Sqm (1,177 Sqft) | Min Balcony Area: 23.19 Sqm (249 Sqft) | Min Total Area: 132.50 Sqm (1,426 Sqft)
Max Suite Area: 109.31 Sqm (1,177 Sqft) | Max Balcony Area: 24.17 Sqm (260 Sqft) | Max Total Area: 133.48 Sqm (1,437 Sqft)



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Lumen Series 2 Bedroom - D

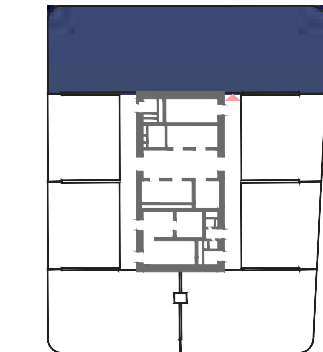
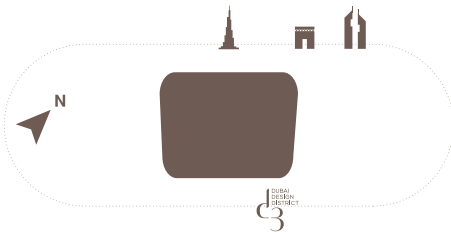
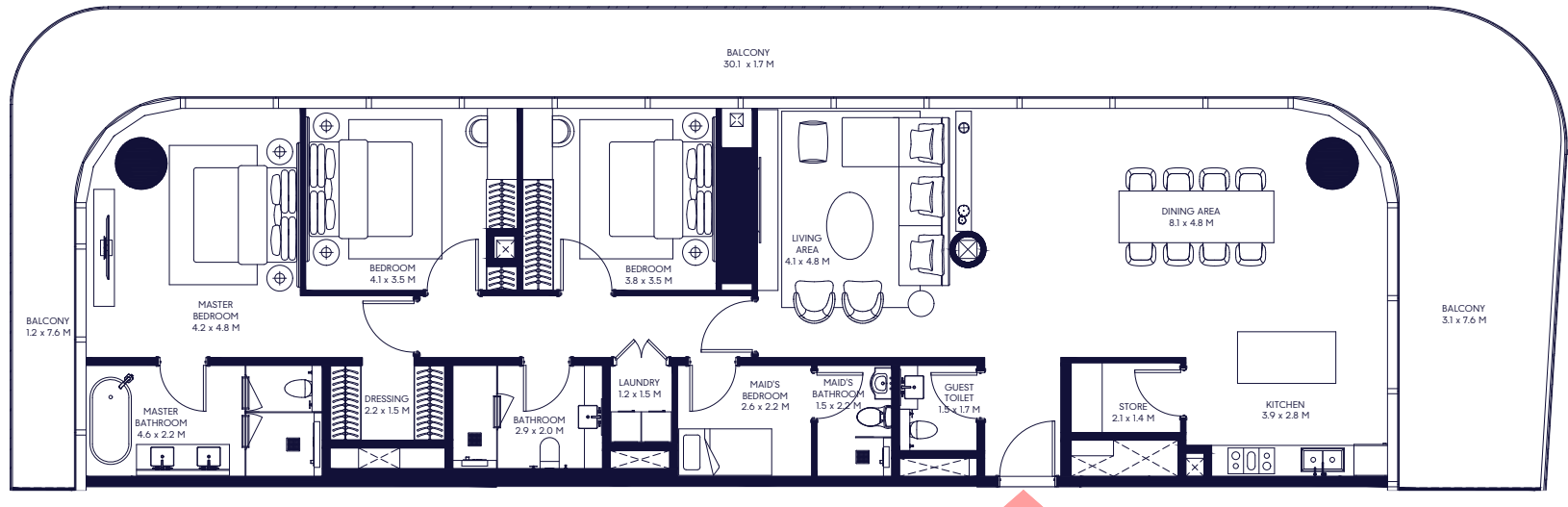
Min Suite Area: 101.69 Sqm (1,095 Sqft) | Min Balcony Area: 23.19 Sqm (249 Sqft) | Min Total Area: 124.88 Sqm (1,344 Sqft)



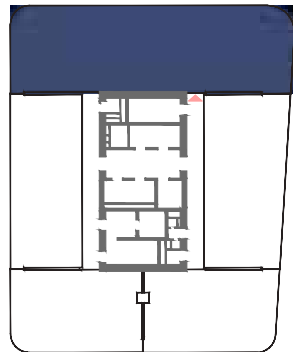
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Lumen Series 3 Bedroom

Min Suite Area: 185.34 Sqm (1,995 Sqft) | Min Balcony Area: 81.69 Sqm (879 Sqft) | Min Total Area: 267.03 Sqm (2,874 Sqft)
Max Suite Area: 184.02 Sqm (1,981 Sqft) | Max Balcony Area: 88.86 Sqm (956 Sqft) | Max Total Area: 272.88 Sqm (2,937 Sqft)



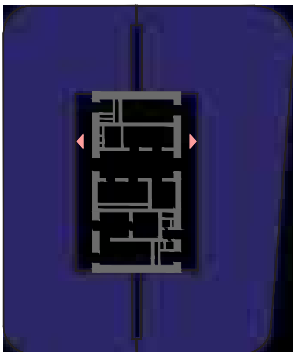
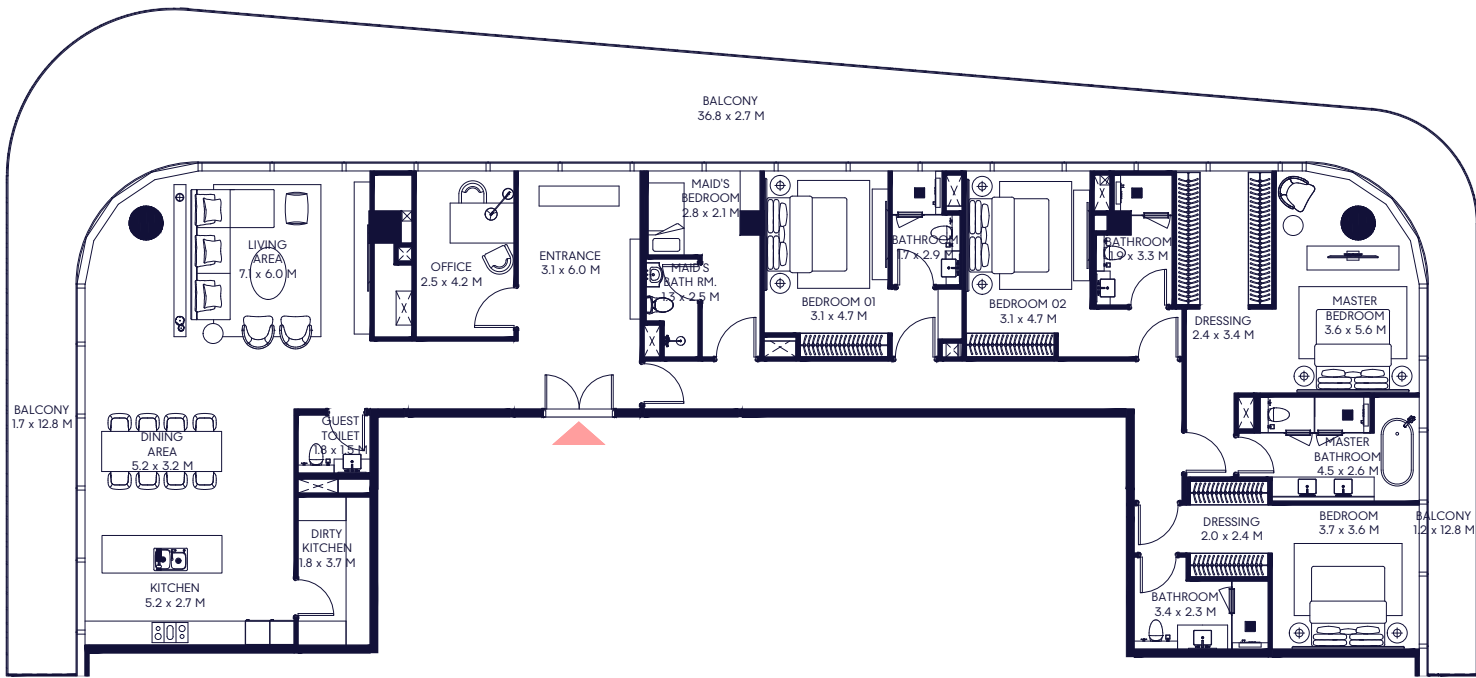
19TH TO 22ND FLOOR



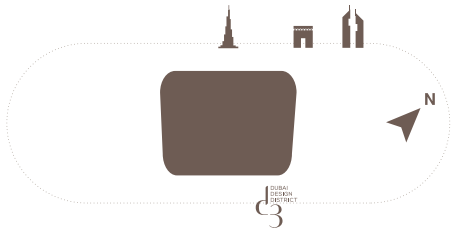
23RD TO 31ST FLOOR

Radiance Series 4 Bedroom

Min Suite Area: 289.89 Sqm (3,120 Sqft) | Min Balcony Area: 84.92 Sqm (914 Sqft) | Min Total Area: 374.81 Sqm (4,034 Sqft)
Max Suite Area: 289.62 Sqm (3,117 Sqft) | Max Balcony Area: 143.96 Sqm (1,550 Sqft) | Max Total Area: 433.58 Sqm (4,667 Sqft)



36TH TO 38TH FLOOR

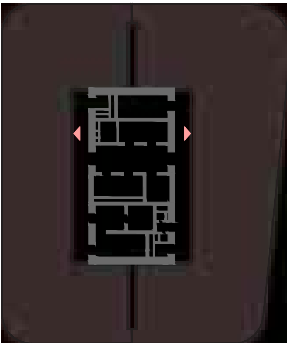
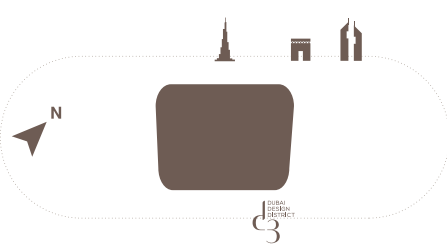
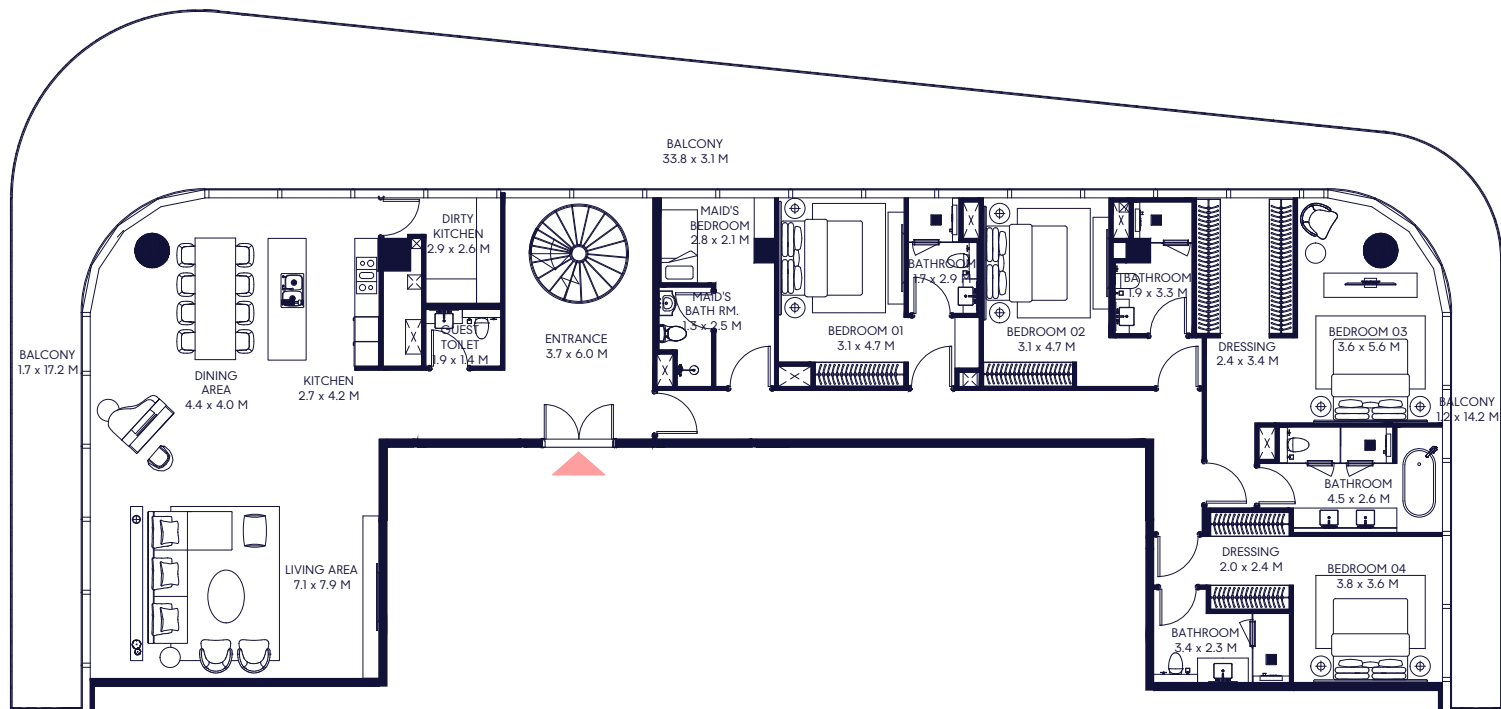


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Penthouse 5 Bedroom Duplex - 1 (Lower)

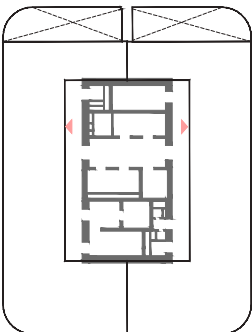
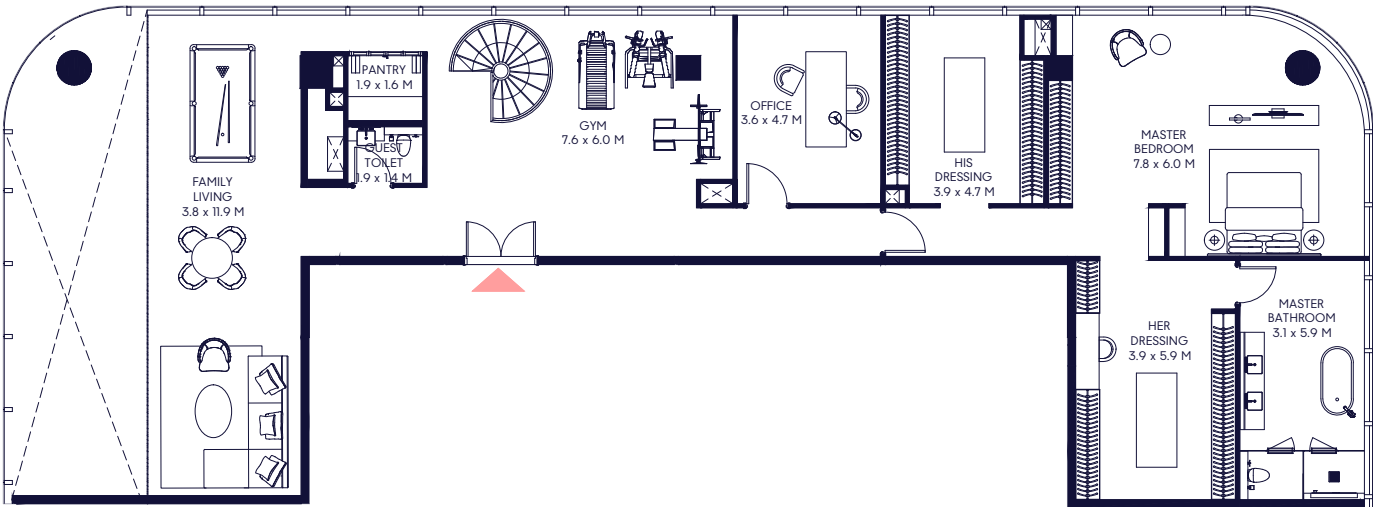
Lower Suite Area: 292.05 Sqm (3,144 Sqft) | Upper Suite Area: 253.16 Sqm (2,725 Sqft) | Balcony Area: 146.78 Sqm (1,580 Sqft)
Total Area: 692.00 Sqm (7,449 Sqft)



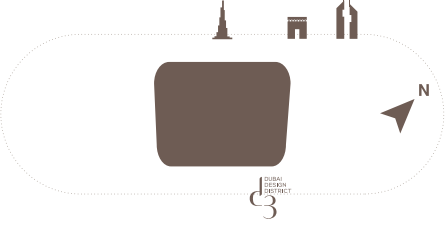
39TH FLOOR

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Penthouse 5 Bedroom Duplex - 1 (Upper)



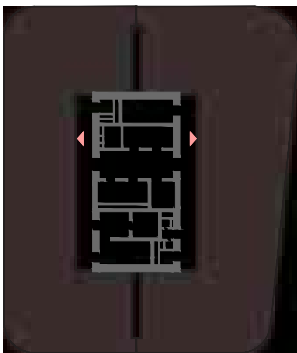
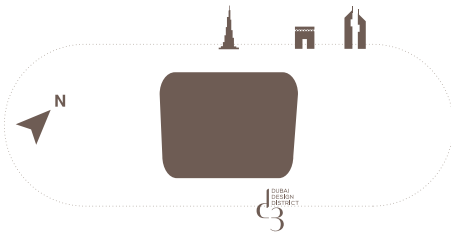
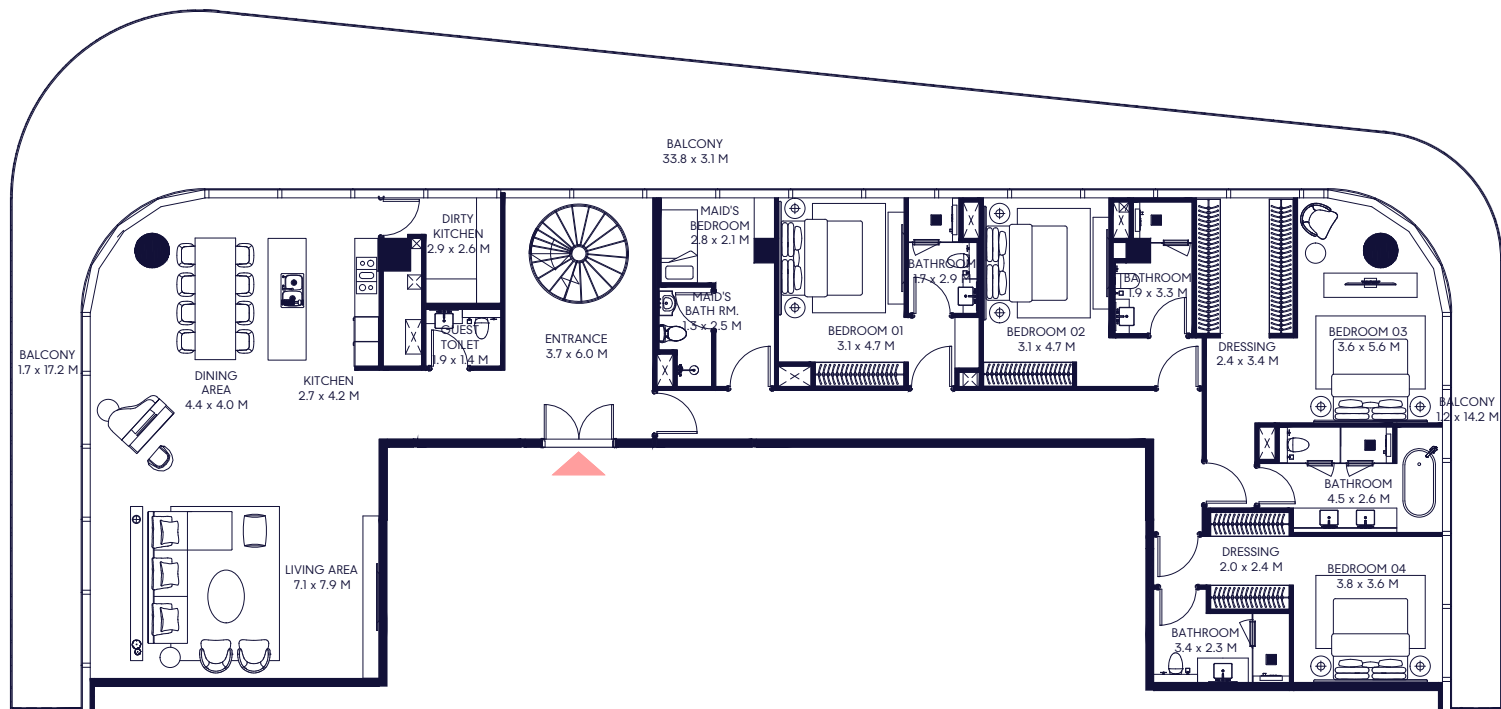
40TH FLOOR



1-Measurements are indicative 'finish to finish' in Metric & Imperial excluding construction tolerance. 2-Plot/unit dimensions may vary from brochure, and unit types/plans may exist as mirrored versions; 3-All images used are for illustrative purposes only. 4-Unless stated otherwise, all fittings and interior decorative items shown are for illustrative purposes only and are not included. 5-The developer reserves the right to make alterations, at its absolute discretion, without any liability whatsoever up to the final 'as built' status.

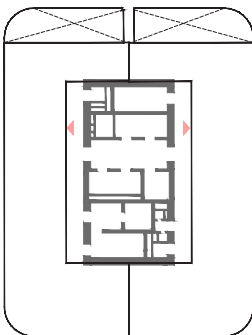
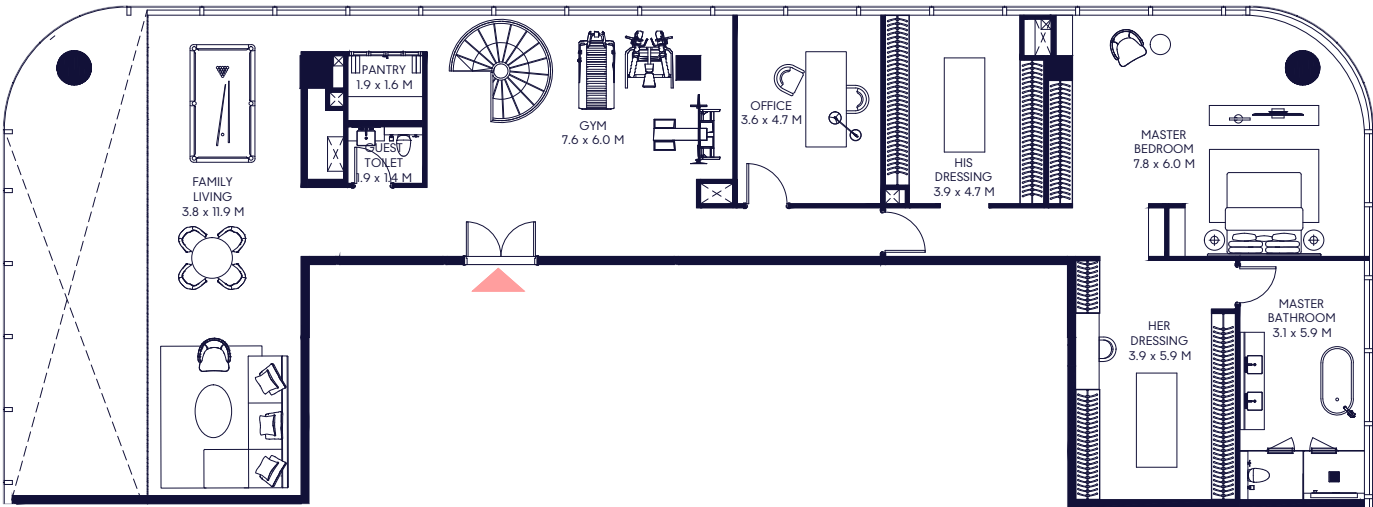
Penthouse 5 Bedroom Duplex - 2 (Lower)

Lower Suite Area: 292.35 Sqm (3,147 Sqft) | Upper Suite Area: 252.88 Sqm (2,722 Sqft) | Balcony Area: 84.75 Sqm (912 Sqft)
Total Area: 629.97 Sqm (6,781 Sqft)

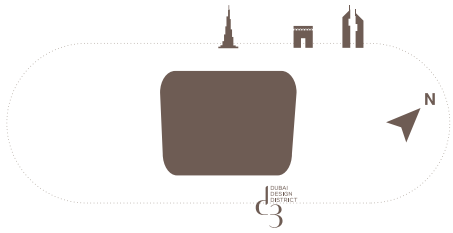


39TH FLOOR

Penthouse 5 Bedroom Duplex - 2 (Upper)



40TH FLOOR

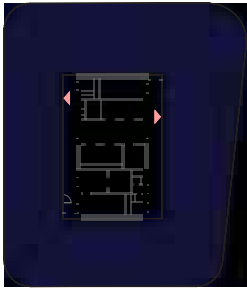


1-Measurements are indicative 'finish to finish' in Metric & Imperial excluding construction tolerance. 2-Plot/unit dimensions may vary from brochure, and unit types/plans may exist as mirrored versions; 3-All images used are for illustrative purposes only. 4-Unless stated otherwise, all fittings and interior decorative items shown are for illustrative purposes only and are not included. 5-The developer reserves the right to make alterations, at its absolute discretion, without any liability whatsoever up to the final 'as built' status.

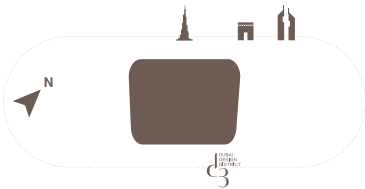
1-Measurements are indicative 'finish to finish' in Metric & Imperial excluding construction tolerance. 2-Plot/unit dimensions may vary from brochure, and unit types/plans may exist as mirrored versions; 3-All images used are for illustrative purposes only. 4-Unless stated otherwise, all fittings and interior decorative items shown are for illustrative purposes only and are not included. 5-The developer reserves the right to make alterations, at its absolute discretion, without any liability whatsoever up to the final 'as built' status.

The Sky Penthouse 6 Bedroom (Lower)

Suite Area: 598.77 Sqm (6,445 Sqft) | Balcony Area: 235.15 Sqm (2,531 Sqft)
Grand Total Area (All Floors): 1,650.90 Sqm (17,770 Sqft)

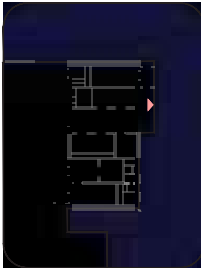
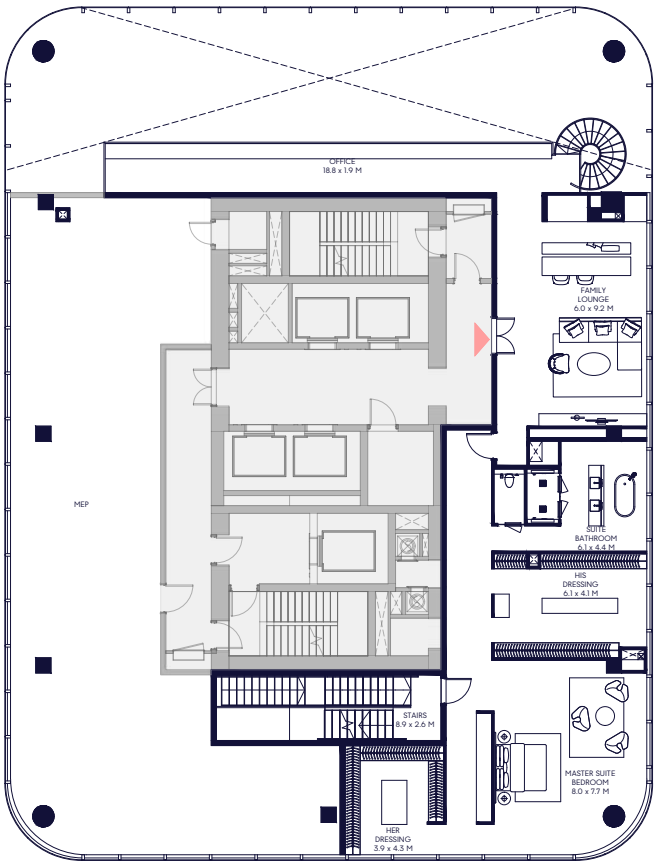


41ST FLOOR

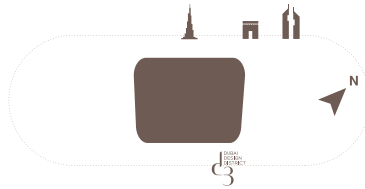


The Sky Penthouse 6 Bedroom (Upper)

Suite Area: 289.73 Sqm (3,119 Sqft)

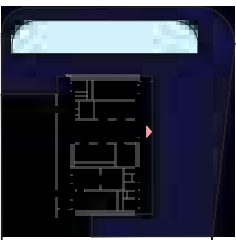
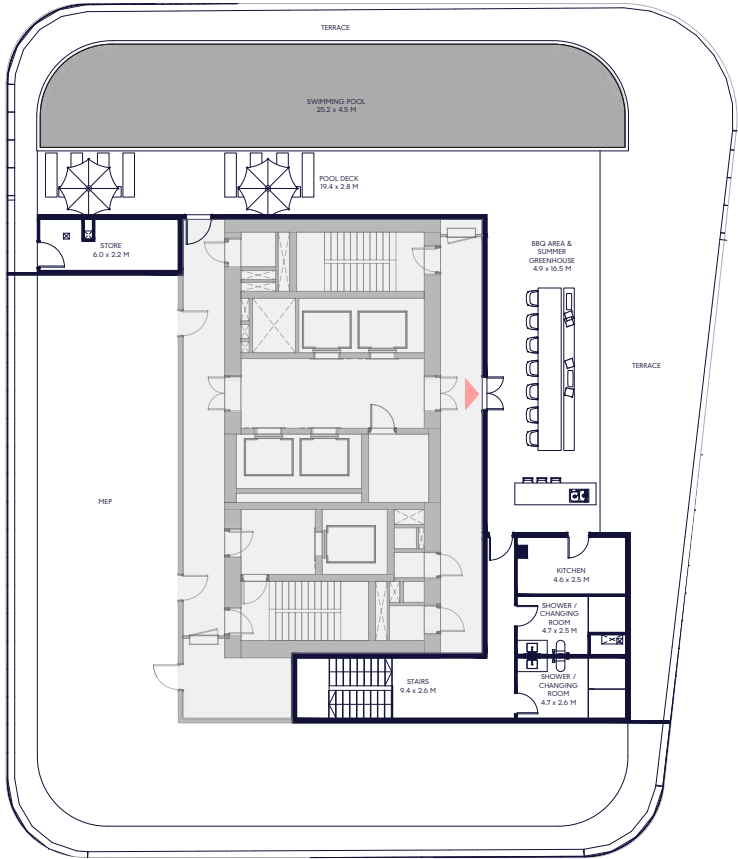


42ND FLOOR

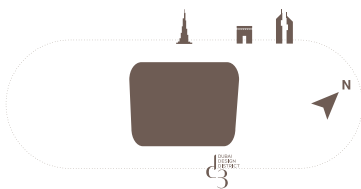


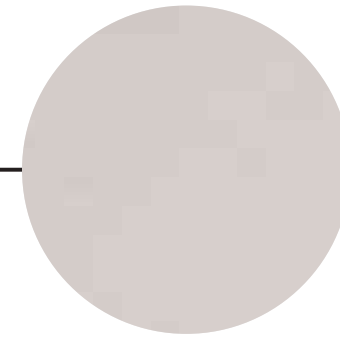
The Sky Penthouse 6 Bedroom (Roof)

Suite Area: 86.80 Sqm (934 Sqft) | Terrace Area: 440.46 Sqm (4,741 Sqft)

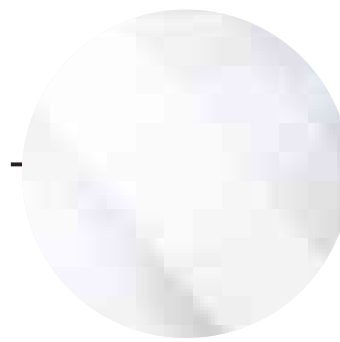


ROOF FLOOR





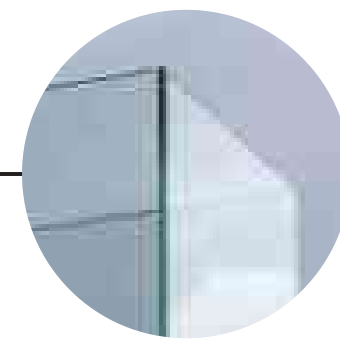
Balconies ceiling
Plaster, natural finish,
light grey, RAL 9002



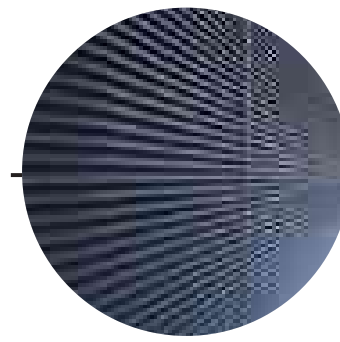
Glazing works
Double glazing following



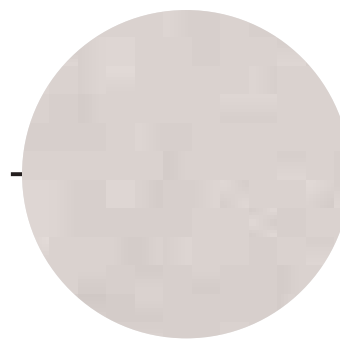
Window metal works
High quality finished
aluminum section



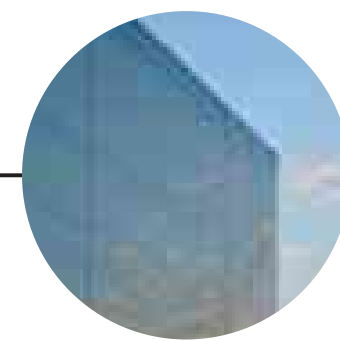
Handrails
Tempered laminated
glass balustrade



Technical levels façade
Aluminium louvers, glossy
finish, RAL 7022



Balconies floor
Porcelain stoneware tiles,
matte finish, RAL 9002



Podium façade
Double-glazed reflective
glass



FENOMASTIC EMULSION PAINTED CEILING FINISH

FENOMASTIC EMULSION PAINTED WALLS FINISH

HYGIENIC MOISTURE RESISTANT MATT PU PAINT / HPL (LAMINATE) KITCHEN CABINET FINISH

SPECIALTY GRADIENT-COLOURED BACK-PAINTED TOUGHENED GLASS BACKSPLASH

NATURAL STONE KITCHEN COUNTERTOP & ISLAND

GREY CONCRETE-LOOK FULL BODY PORCELAIN FLOOR TILES

1 BEDROOM - LIVING AND KITCHEN



FENOMASTIC EMULSION PAINTED CEILING FINISH

FENOMASTIC EMULSION PAINTED WALLS FINISH

FENOMASTIC EMULSION PAINTED COLUMN FINISH

GREY CONCRETE-LOOK FULL BODY PORCELAIN FLOOR TILES

3 BEDROOM – MASTER BEDROOM

INAURA RESIDENCES DOWNTOWN DUBAI | 1, 2 & 3 BEDROOM | MATERIALS



— HYGIENIC FENOMASTIC EMULSION PAINTED CEILING FINISH

- CLEAR MIRROR

GREY CONCRETE-LOOK FULL BODY PORCELAIN WALL TILES

– SPECIALTY GRADIENT-COLOURED TOUGHENED SMOKE GLASS SHOWER ENCLOSURE

– MOISTURE RESISTANT MATT PU PAINT DOOR FINISH

– RECTIFIED PORCELAIN SLAB BATHROOM VANITY COUNTERTOP

— GREY CONCRETE-LOOK FULL BODY PORCELAIN FLOOR TILES (ANTI-SLIP)

3 BEDROOM - MASTER BATHROOM



FENOMASTIC EMULSION PAINTED CEILING FINISH

HYGIENIC MOISTURE RESISTANT MATT PU PAINT / HPL (LAMINATE) KITCHEN CABINET FINISH

SPECIALTY GRADIENT-COLOURED BACK-PAINTED TOUGHENED GLASS BACKSPLASH

NATURAL STONE KITCHEN COUNTERTOP & ISLAND

GREY CONCRETE-LOOK FULL BODY PORCELAIN FLOOR TILES

4 BEDROOM - LIVING, DINING AND KITCHEN



FENOMASTIC EMULSION PAINTED CEILING FINISH

FENOMASTIC EMULSION PAINTED COLUMN FINISH

FENOMASTIC EMULSION PAINTED WALLS FINISH

GREY CONCRETE-LOOK FULL BODY PORCELAIN FLOOR TILES

6 BEDROOM – MASTER BEDROOM



6 BEDROOM - MASTER BATHROOM

— — — — — HYGIENIC FENOMASTIC EMULSION PAINTED CEILING FINISH

— — — — — CLEAR MIRROR

— — — — — CLEAR TOUGHENED GLASS SHOWER AND WC ENCLOSURE

— — — — — GREY CONCRETE-LOOK FULL BODY PORCELAIN WALL TILES

— — — — — WASHBASIN SINK MIXERS IN BRUSHED STAINLESS STEEL FINISH

— — — — — NATURAL STONE BATHROOM VANITY COUNTERTOP WITH WATER RESILIENT SEALANT

— — — — — NATURAL STONE FLOOR IN MATT HONED FINSH WITH WATER RESILIENT SEALANT (ANTI-SLIP)



FENOMASTIC EMULSION PAINTED CEILING FINISH

SPECIALTY GRADIENT-COLOURED TOUGHENED FROSTED GLASS WARDROBE SHUTTERS

TEXTURED EFFECT LAMINATE WARDROBE INNER CARCASS

SPECIALTY GRADIENT-COLOURED METAL FINISH WARDROBE ISLAND

CARPET / SOFT FLOORING FINISH

5 BEDROOM – MASTER BEDROOM WALK- IN- CLOSET

WHO IS BEHIND INAURA?

Envisioned by Arada and designed by global architecture studio MVRDV, Inaura embodies a shared belief that architecture should not only shape cities but energise life within them.

Arada is known for its high-end luxury lifestyle projects such as W Residences at Dubai Harbour, precision wellness destination Akala and Armani Residences at Palm Jumeirah.

As well as residential projects, Arada has also invested significantly in wellness and fitness brands and operates the biggest network of large-scale gyms in the UAE. Inaura takes the expertise Arada has gained in delivering premium communities to a new level, creating a new global movement for living.

WHO IS INAURA TARGETING?

- Investors seeking high-performance property linked to a fast-growing market.
- Homeowners that are looking for a place that's more than just a residence, somewhere that is a sanctuary to enable their transformation.
- Global citizens who see Dubai as a lifestyle capital and who value purpose-driven living.
- Individuals who are already deeply invested in their own health, wellness, and performance, who want a space that reflects their own interests, plus the opportunity to join a like-minded community.

Inaura Hotels & Residences

Bedrooms	Min of TOTAL Saleable Area (Sq ft)	Max of TOTAL Saleable Area (Sq ft)	Min Purchase Price (AED)
1 BR	705	834	3,599,000
2 BR	1,272	1,685	6,390,000
3 BR	2,874	2,937	14,680,000
4 BR	4,034	4,667	20,705,000
5 BR	6,781	7,449	41,050,000
6BR-PS	17,770		130,000,000

PAYMENT TERMS: 50/50

INIAURA