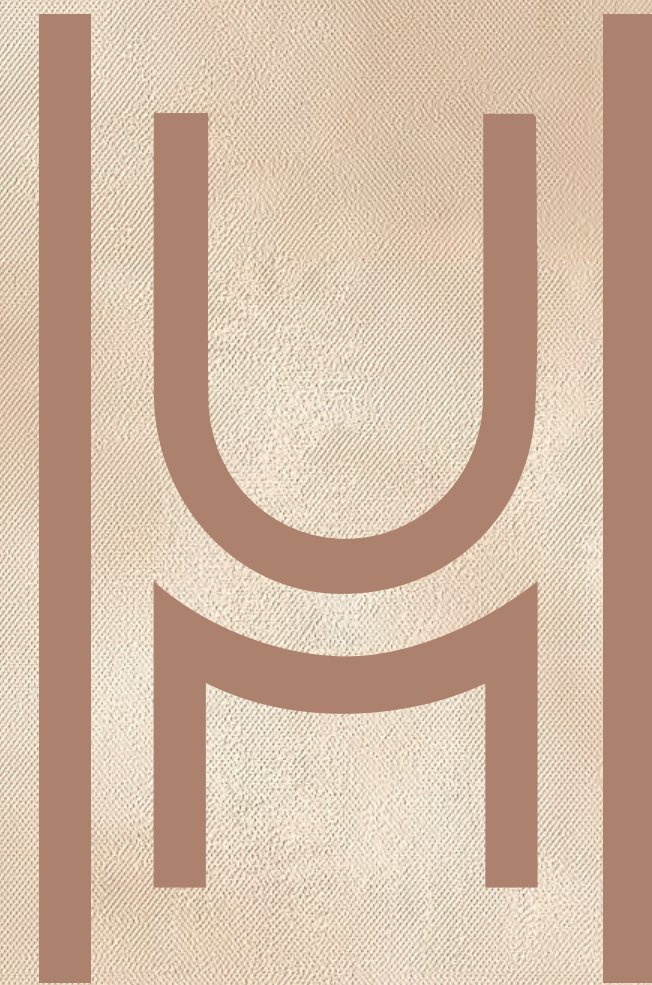




URBAN HORIZON



ARETE

Where Urban
Sophistication
Meets
Comfort



Table of Content

01. Introduction

A modern haven in Arjan, where elegance meets urban convenience.

02. The Location

Seamlessly connected, vibrantly growing, and perfectly serene.

03. The Project

A contemporary masterpiece redefining sophisticated urban living with style and function.

04. The Interiors

Thoughtfully designed spaces featuring high-end finishes, natural harmony, and seamless flow.

05. The Amenities

Curated selection of lifestyle-enhancing facilities, designed for elevated living.

06. The Developer

A visionary brand delivering innovation, craftsmanship, and excellence.

A New Landmark in Luxury Living

Rising in the heart of **Arjan**, **Urban Horizon** redefines modern living with its seamless blend of sophistication, comfort, and convenience.

Designed for those who appreciate **timeless elegance** and **contemporary functionality**, it offers refined spaces, premium amenities, and **effortless connectivity**—creating a lifestyle that is both elevated and inspiring.



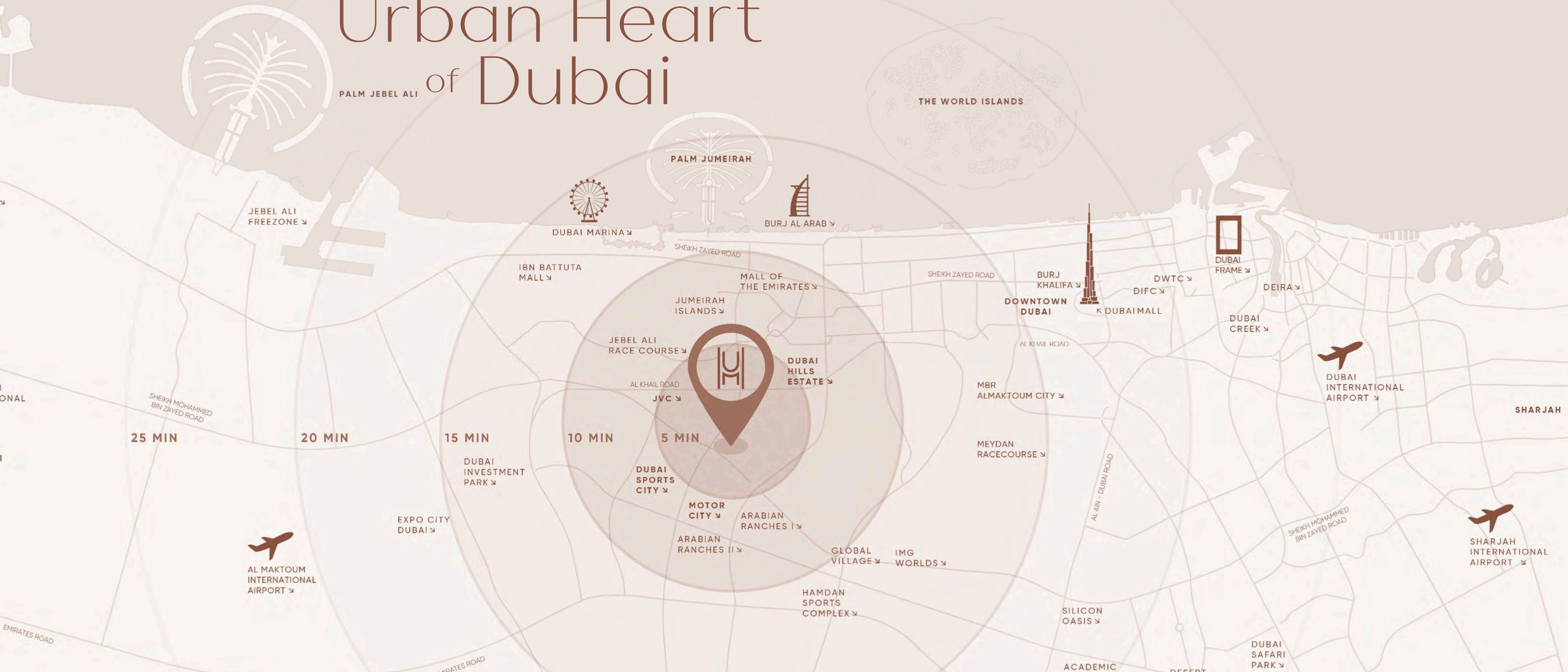


The Crossroads of Convenience

Situated in the vibrant **Dubai Land district, Arjan** offers seamless access to **Sheikh Mohammed Bin Zayed Road and Umm Suqeim Road**, linking you to **Dubai Hills, Downtown Dubai, and Dubai Marina** in minutes.

Surrounded by **lush parks, premium retail, and top-tier amenities**, Arjan is a vibrant community where **connectivity meets convenience**.

At the Urban Heart of Dubai



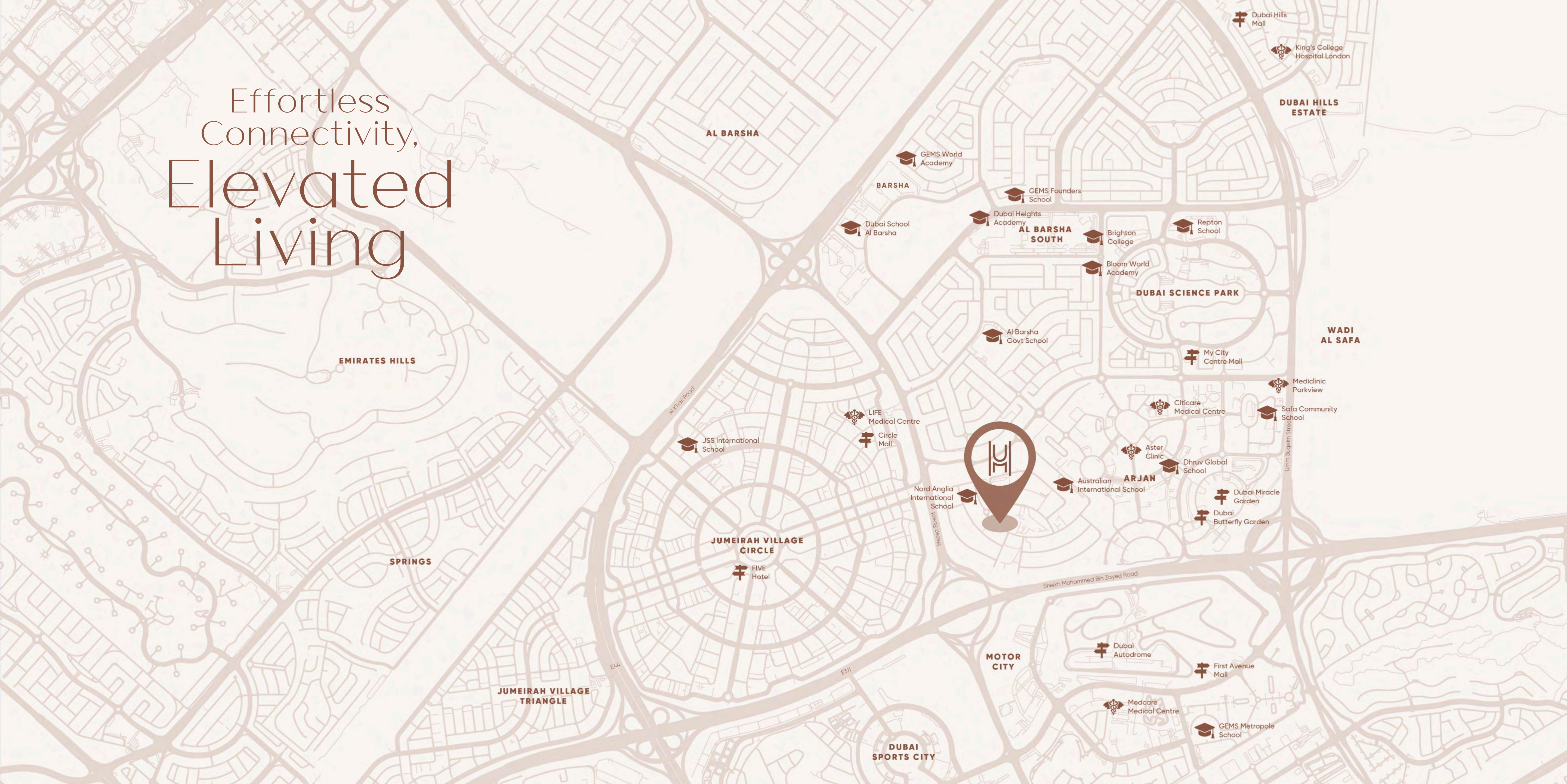
Seamlessly Connected, Perfectly Positioned

Nestled in the heart of **Arjan, Urban Horizon** offers the perfect balance between urban convenience and serene living.

From **top-tier schools** and renowned **healthcare** to **world-class shopping** and **vibrant entertainment**, convenience is always within reach — **offering a lifestyle of balance and ease.**



Effortless Connectivity, Elevated Living





Redefining Skyline

A masterpiece of modern
architecture, seamlessly blending
bold design, refined elegance,
and ultimate comfort

Your Oasis in the Sky

Expansive views, refined elegance, and unmatched
luxury—your private retreat above the city.





Project Overview

Location
**ARJAN,
AL BARSHA SOUTH THIRD**

Project type
RESIDENTIAL

Building Configuration
**Ground + 3 Podiums
+ 10 Floors + Roof**

Anticipated Completion Date
Q1 2028

Unit Overview

	No. of Units	Size Range (sqft.)
Studios	30	From 351.55 to 496.22
1 Bedroom	40	From 675.54 to 1,174.13
2 Bedroom	20	From 1,162.03 to 1,697.36

A Community Where Families Thrive

Designed for **comfort, connection,**
and well-being, Urban Horizon offers the
perfect setting for families to thrive.

With lush green spaces, top-tier schools, and
premium amenities, every detail fosters a **safe,**
vibrant, and enriching lifestyle.

A place where **memories are made, moments**
are cherished, and home feels truly special.



Designed for Everyday Comfort

With lush green spaces, premium amenities, and serene surroundings, the home you'll always want to return to—where every day feels effortlessly refreshing.





Where Architecture Becomes Iconic

Rising with purpose and poise, **Urban Horizon** stands tall as a striking new landmark in **Arjan**, with bold architecture and modern design that makes it truly stand out. It's a reflection of the city's energy, style, and progress.

Inside, **every detail** is designed for comfort, convenience, and contemporary living—offering a lifestyle that feels **elevated, effortless, and truly yours.**



An Elevated
Escape for All

Your Place of Sophistication and Comfort

Experience the perfect harmony of **sophistication and comfort** in our **studio, 1-bedroom, 2-bedroom, and penthouse residence.**

Crafted with exquisite interiors, seamless layouts, and premium finishes, your home is a sanctuary of **style and serenity.**





Where Elegance
Welcomes You



URBAN HORIZON

ARETE

Belgian Modern



Where Productivity
Meets Possibility





Smart Storage, Made Simple

A clean, secure space for everything extra
—seasonal items, holiday décor, or
anything you need out of sight but
close at hand.



Where
Serenity
Meets
Style



109



Crafted ^{for}
Contemporary
Living



Studio



Living and Dining



Kitchen



Study Room

A quiet, thoughtfully designed space that inspires **focus, productivity, and creativity**, perfect for work or study.

Laundry Room

Thoughtfully crafted for modern living,
combining smart storage, elegant finishes,
and everyday ease in one
streamlined space.



Unwind, Rejuvenate,
and Rise in Comfort





Bedroom



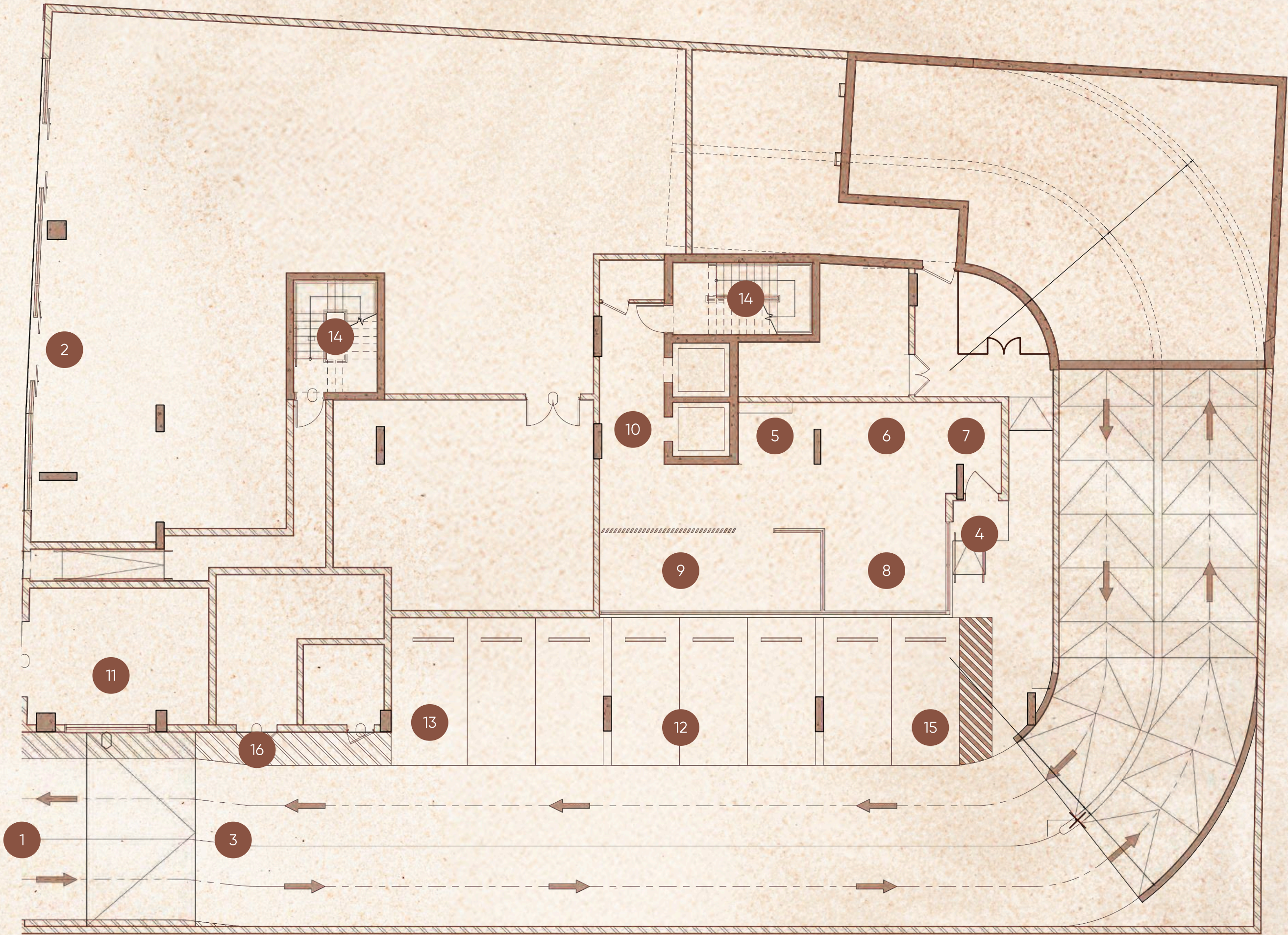


Bathroom



Ground Floor Plan

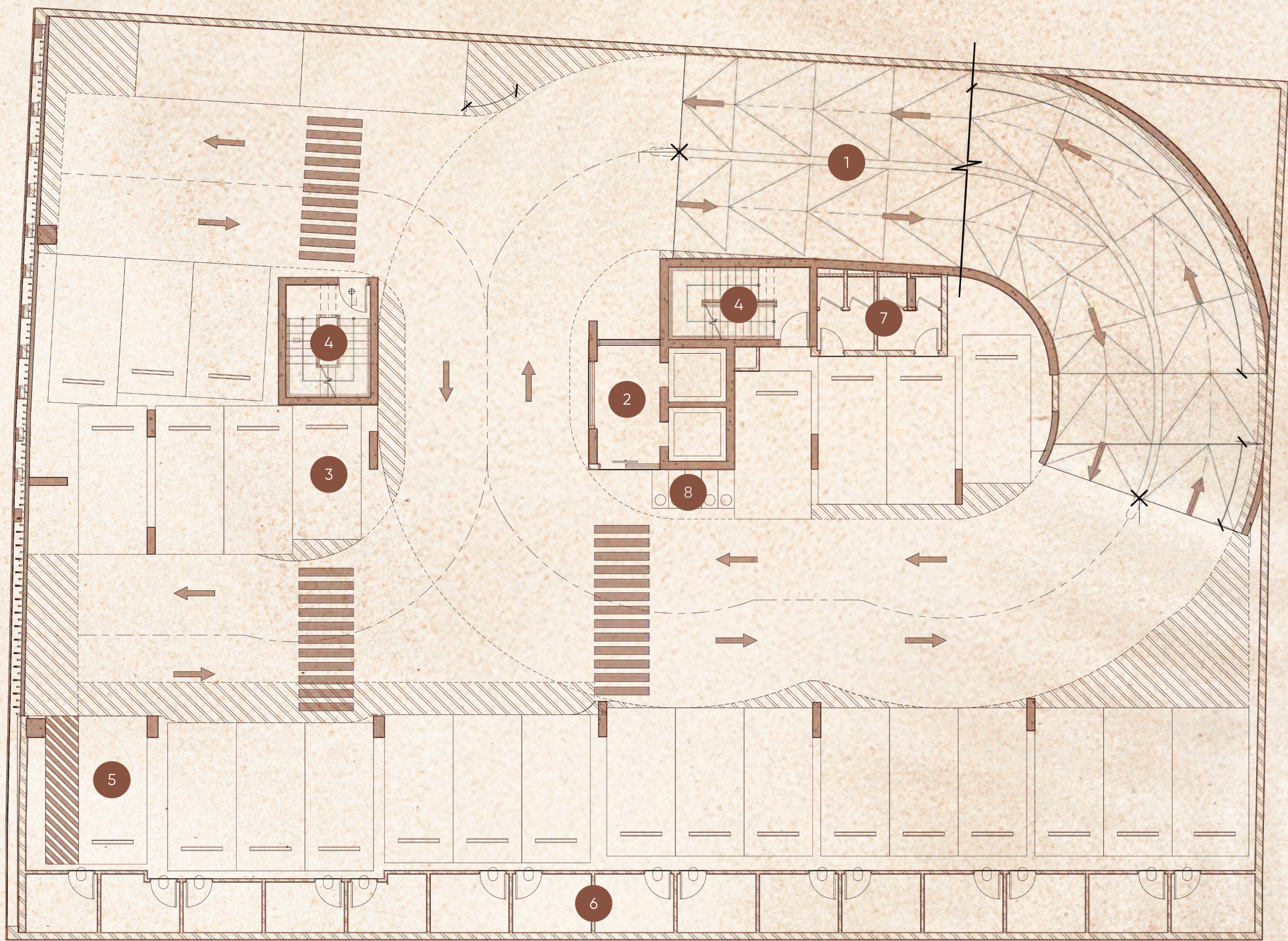
- 1. Main Entrance
- 2. Retail Promenade
- 3. Vehicle Entry/Exit
- 4. Lobby Entrance
- 5. Lobby Reception
- 6. Lobby Lounge
- 7. Lobby Library
- 8. Business Centre
- 9. Co-Working Space
- 10. Lift Lobby
- 11. Substation
- 12. Retail Parking
- 13. EV Charging
- 14. Staircase Access
- 15. Parking for POD
- 16. Cascading Waterfall





Typical Podium Floor

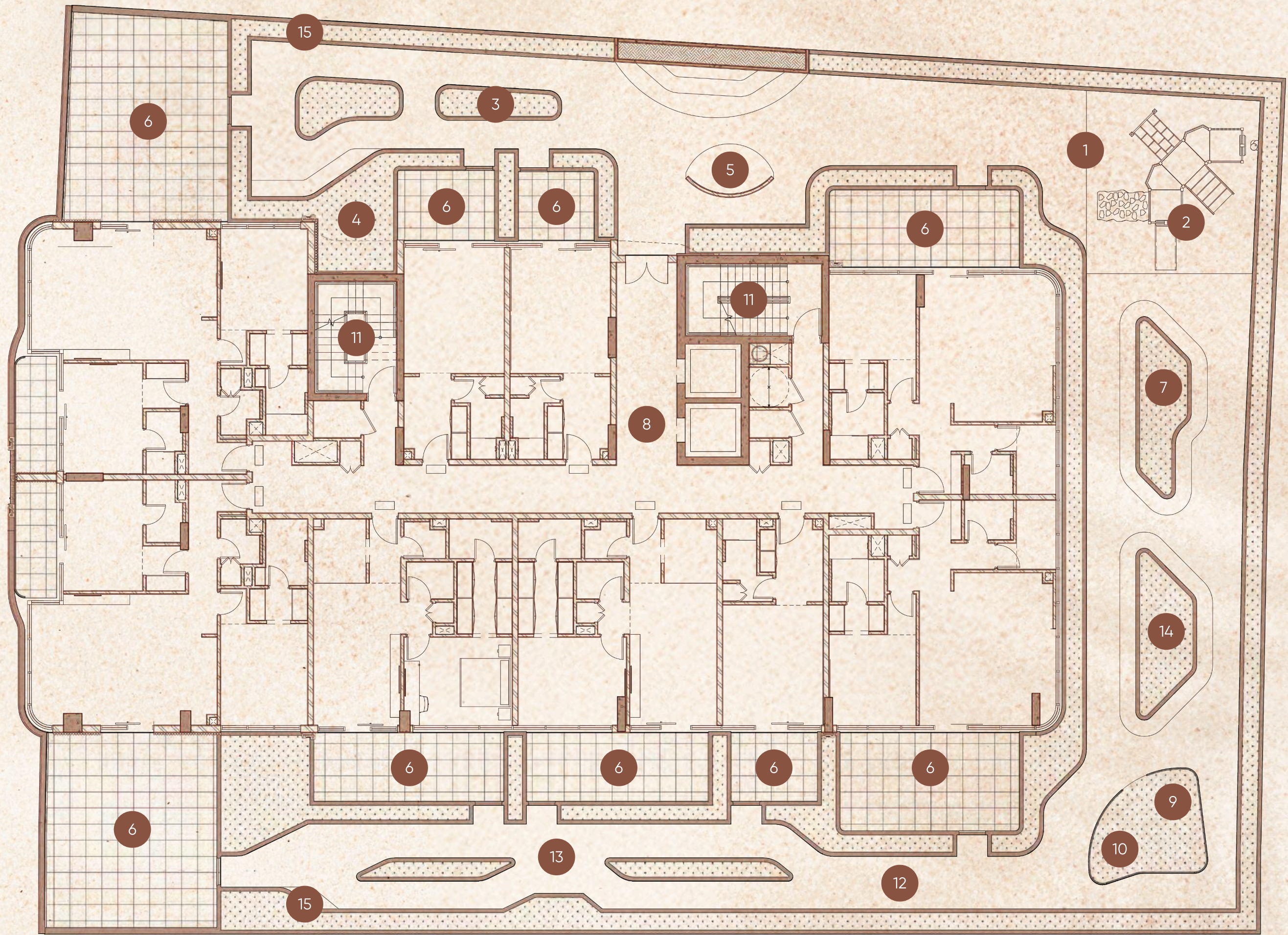
- 1. Vehicle Entry/Exit
- 2. Lift Lobby
- 3. EV Charging
- 4. Staircase Access
- 5. Parking for POD
- 6. Storage Spaces
- 7. Common Washrooms
- 8. Bicycle Parking





First Floor Plan

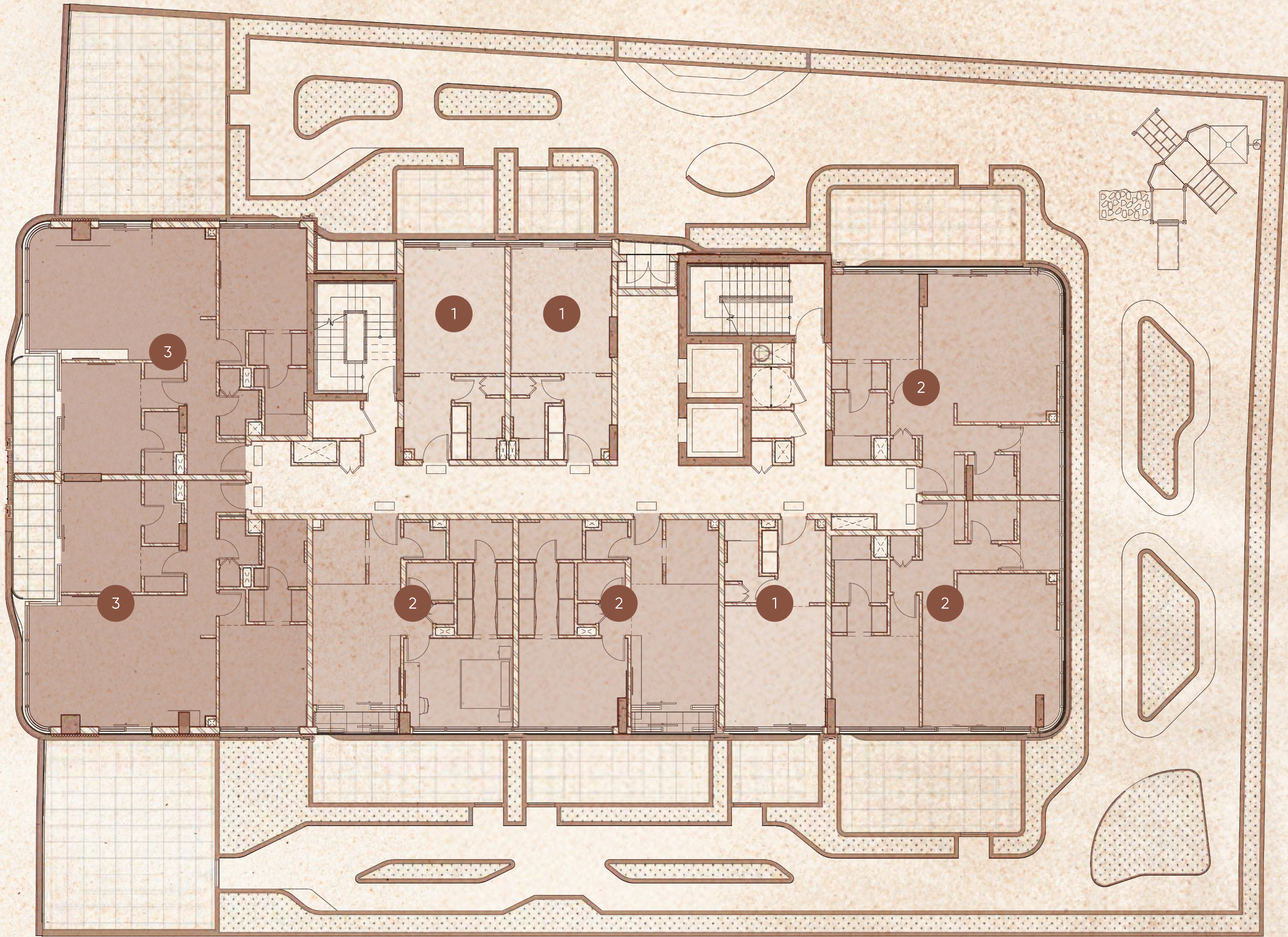
- 1. Outdoor Kids Play Area
- 2. Slide & Glide Zone
- 3. Mini Golf Court
- 4. Basketball
- 5. Outdoor Theatre
- 6. Outdoor Lounge Terrace
- 7. Outdoor Seating Area
- 8. Lift Lobby
- 9. Paw Arcade
- 10. Wag Walk Park
- 11. Staircase Access
- 12. Circulation Path
- 13. Reflexology Path
- 14. Meditation Pods
- 15. Picnic Table
- 16. Edge Planting





Typical Floors

- 1. Studio
- 2. One Bedroom
- 3. Two Bedroom

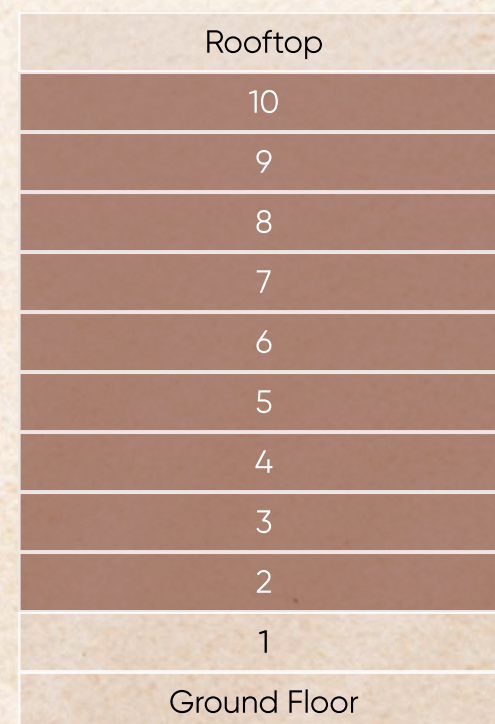


URBAN HORIZON

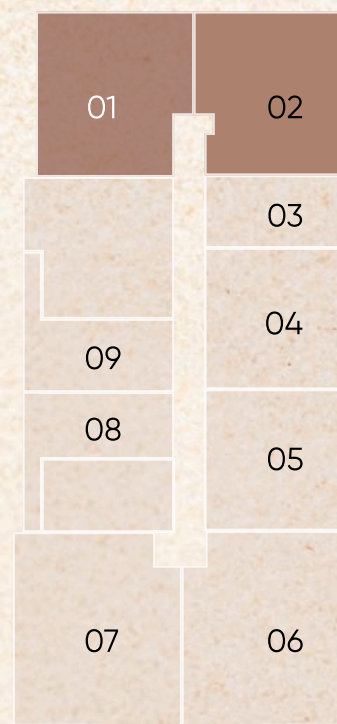
1 Bedroom | Type C02

SUITE AREA	755.20 sq. ft.	70.16 sq. m.
BALCONY AREA	24.65 sq. ft.	2.29 sq. m.
STORAGE AREA	82.99 sq. ft.	7.71 sq. m.
TOTAL AREA	862.84 sq. ft.	80.16 sq. m.

KEY SECTION



KEY PLAN



Palm Jumeirah Side



Dubai Autodrome View



Dubai Cricket Stadium View

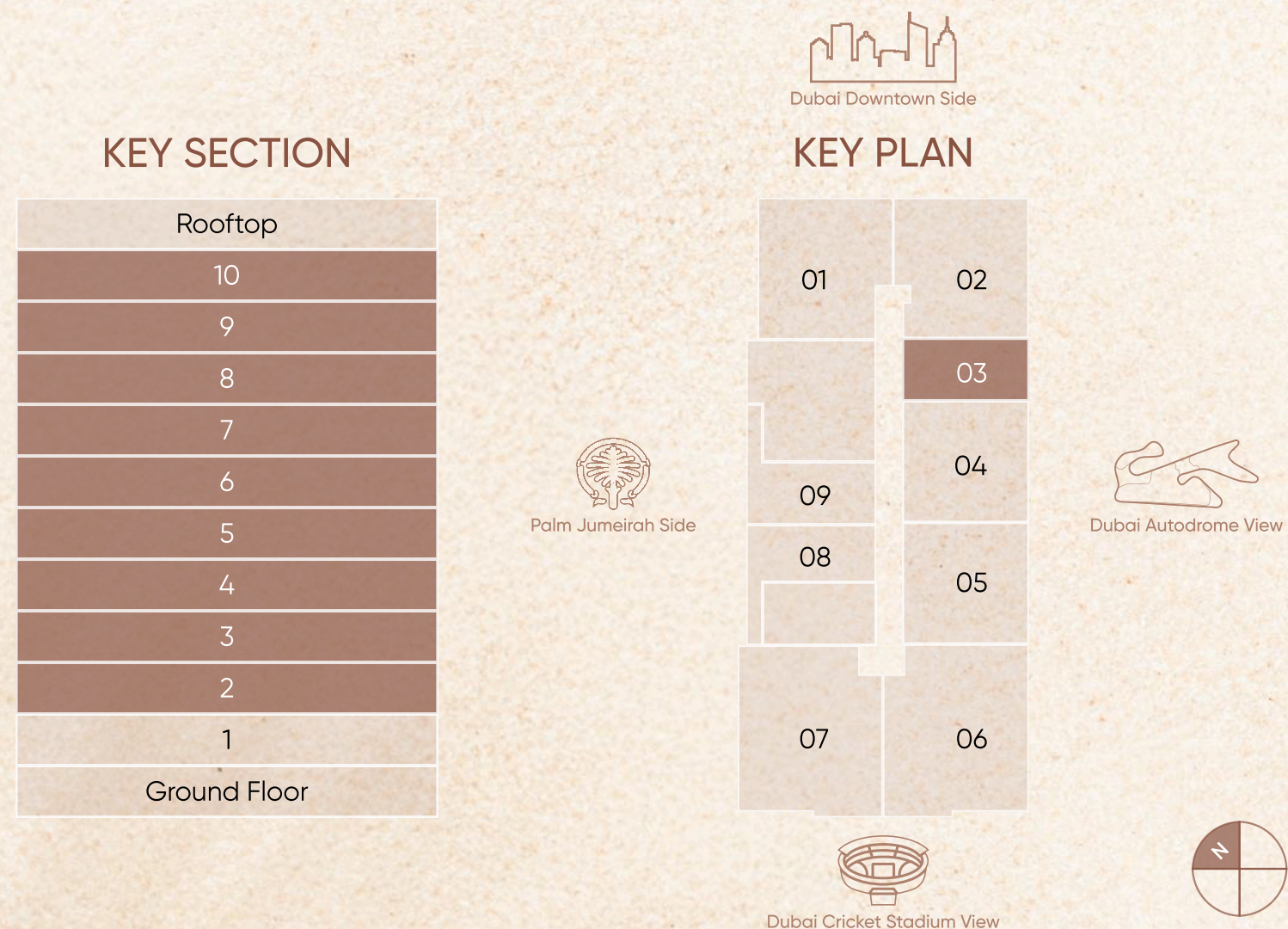


FLOOR PLAN 1. All dimensions are in imperial and metric, and measured from finish to finish excluding construction tolerances. 2. All materials, dimensions, and drawings are approximate only. 3. Information is subject to change without notice, at developer's absolute discretion. 4. Actual area may vary from the stated area. 5. Drawings not to scale. 6. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings. 7. The developer reserves the right to make revisions/alterations, at it's absolute discretion, without any liability whatsoever.

URBAN HORIZON

Studio | Type B02

SUITE AREA	351.55 sq. ft.	32.66 sq. m.
BALCONY AREA	0 sq. ft.	0 sq. m.
TOTAL AREA	351.55 sq. ft.	32.66 sq. m.

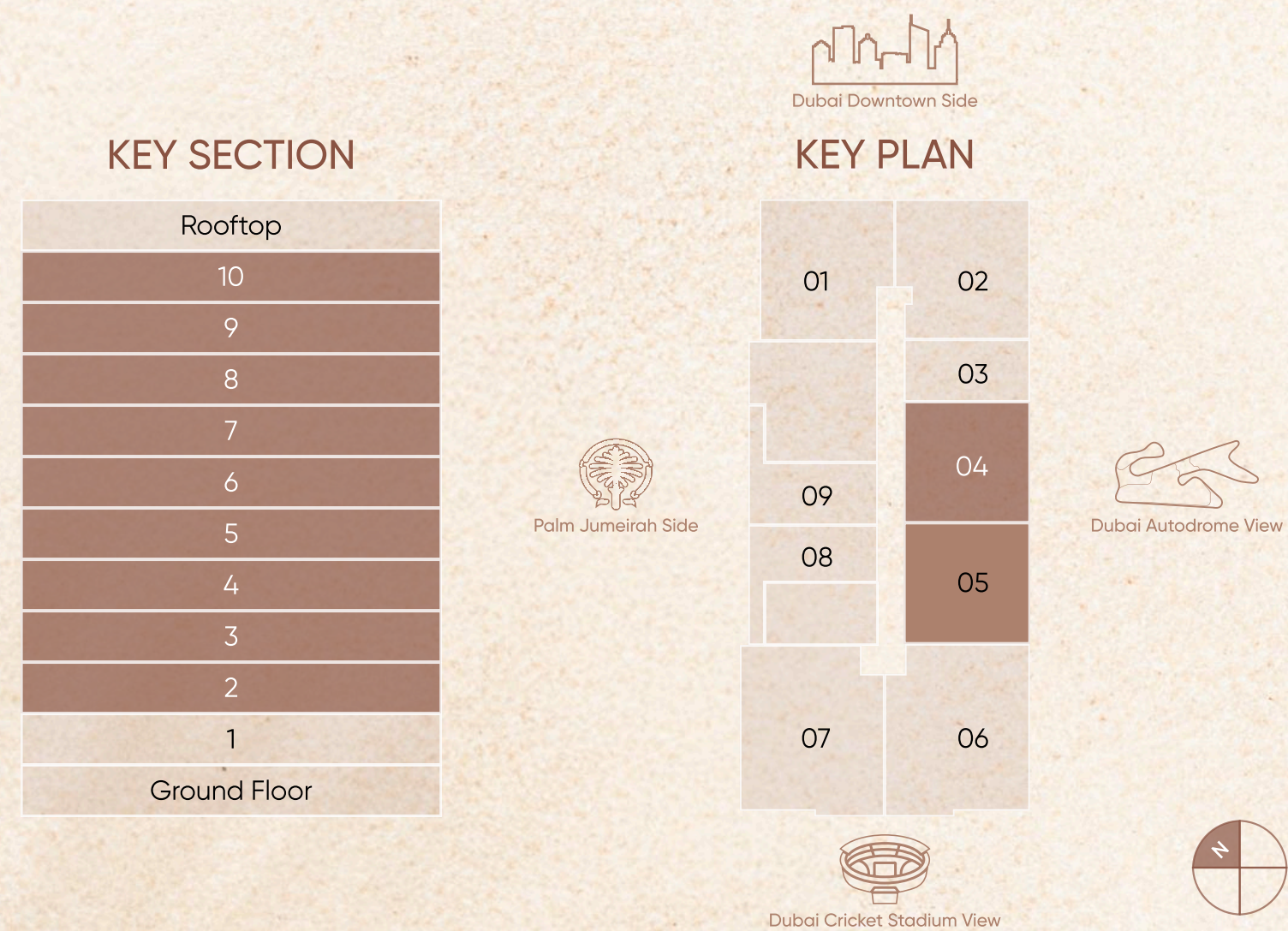


FLOOR PLAN 1. All dimensions are in imperial and metric, and measured from finish to finish excluding construction tolerances. 2. All materials, dimensions, and drawings are approximate only. 3. Information is subject to change without notice, at developer's absolute discretion. 4. Actual area may vary from the stated area. 5. Drawings not to scale. 6. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings. 7. The developer reserves the right to make revisions/alterations, at it's absolute discretion, without any liability whatsoever.

URBAN HORIZON

1 Bedroom | Type A02

SUITE AREA	647.56 sq. ft.	60.16 sq. m.
BALCONY AREA	27.99 sq. ft.	2.60 sq. m.
TOTAL AREA	675.54 sq. ft.	62.76 sq. m.

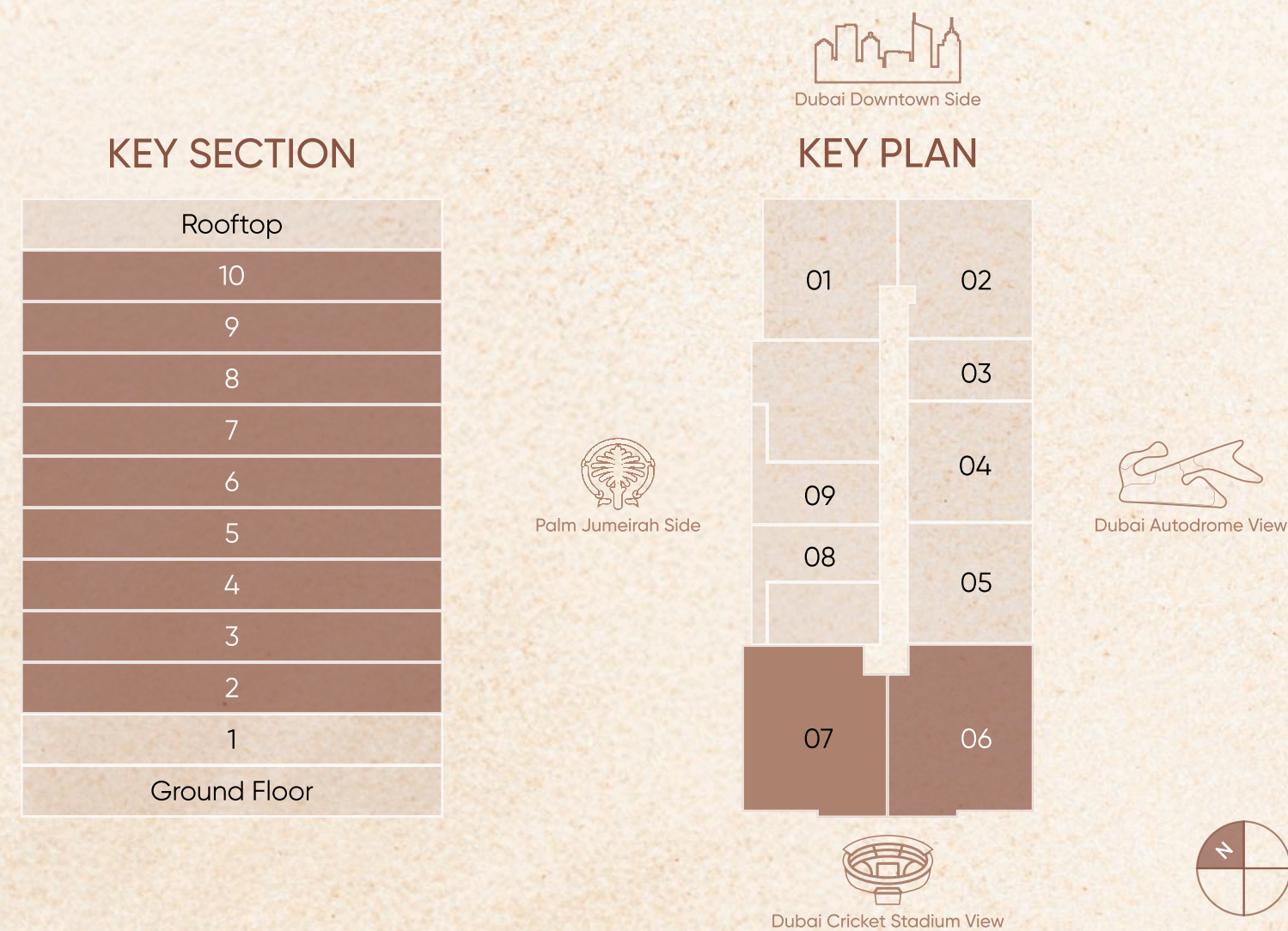


FLOOR PLAN 1. All dimensions are in imperial and metric, and measured from finish to finish excluding construction tolerances. 2. All materials, dimensions, and drawings are approximate only. 3. Information is subject to change without notice, at developer's absolute discretion. 4. Actual area may vary from the stated area. 5. Drawings not to scale. 6. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings. 7. The developer reserves the right to make revisions/alterations, at it's absolute discretion, without any liability whatsoever.

URBAN HORIZON

2 Bedroom | Type A02

SUITE AREA	1,006.86 sq. ft.	93.54 sq. m.
BALCONY AREA	77.18 sq. ft.	7.17 sq. m.
STORAGE AREA	82.99 sq. ft.	7.71 sq. m.
TOTAL AREA	1,167.03 sq. ft.	108.42 sq. m.

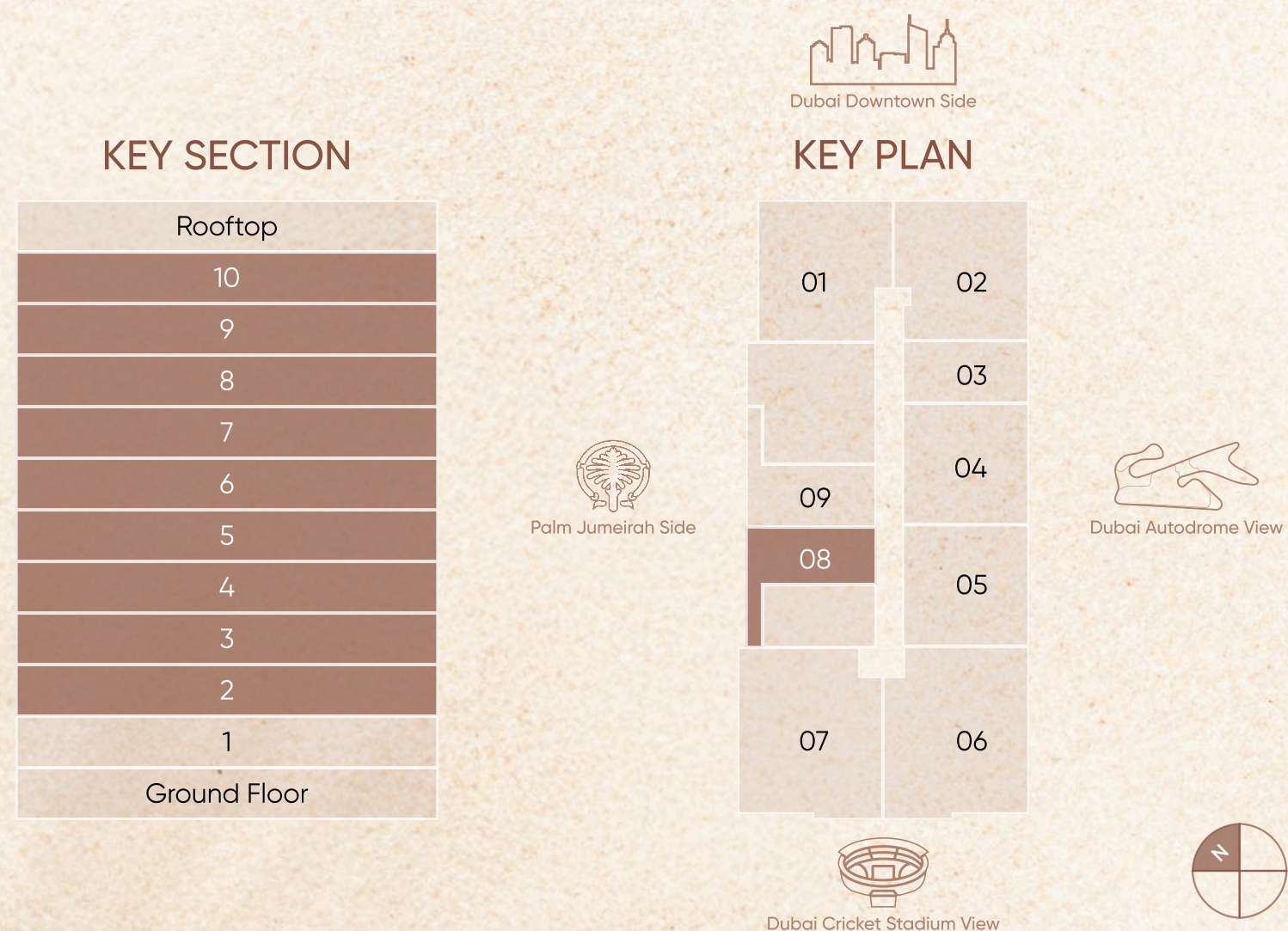


FLOOR PLAN 1. All dimensions are in imperial and metric, and measured from finish to finish excluding construction tolerances. 2. All materials, dimensions, and drawings are approximate only. 3. Information is subject to change without notice, at developer's absolute discretion. 4. Actual area may vary from the stated area. 5. Drawings not to scale. 6. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings. 7. The developer reserves the right to make revisions/alterations, at it's absolute discretion, without any liability whatsoever.

URBAN HORIZON

Studio | Type A02

SUITE AREA	365.33 sq. ft.	33.94 sq. m.
BALCONY AREA	42.95 sq. ft.	3.99 sq. m.
TOTAL AREA	408.27 sq. ft.	37.93 sq. m.

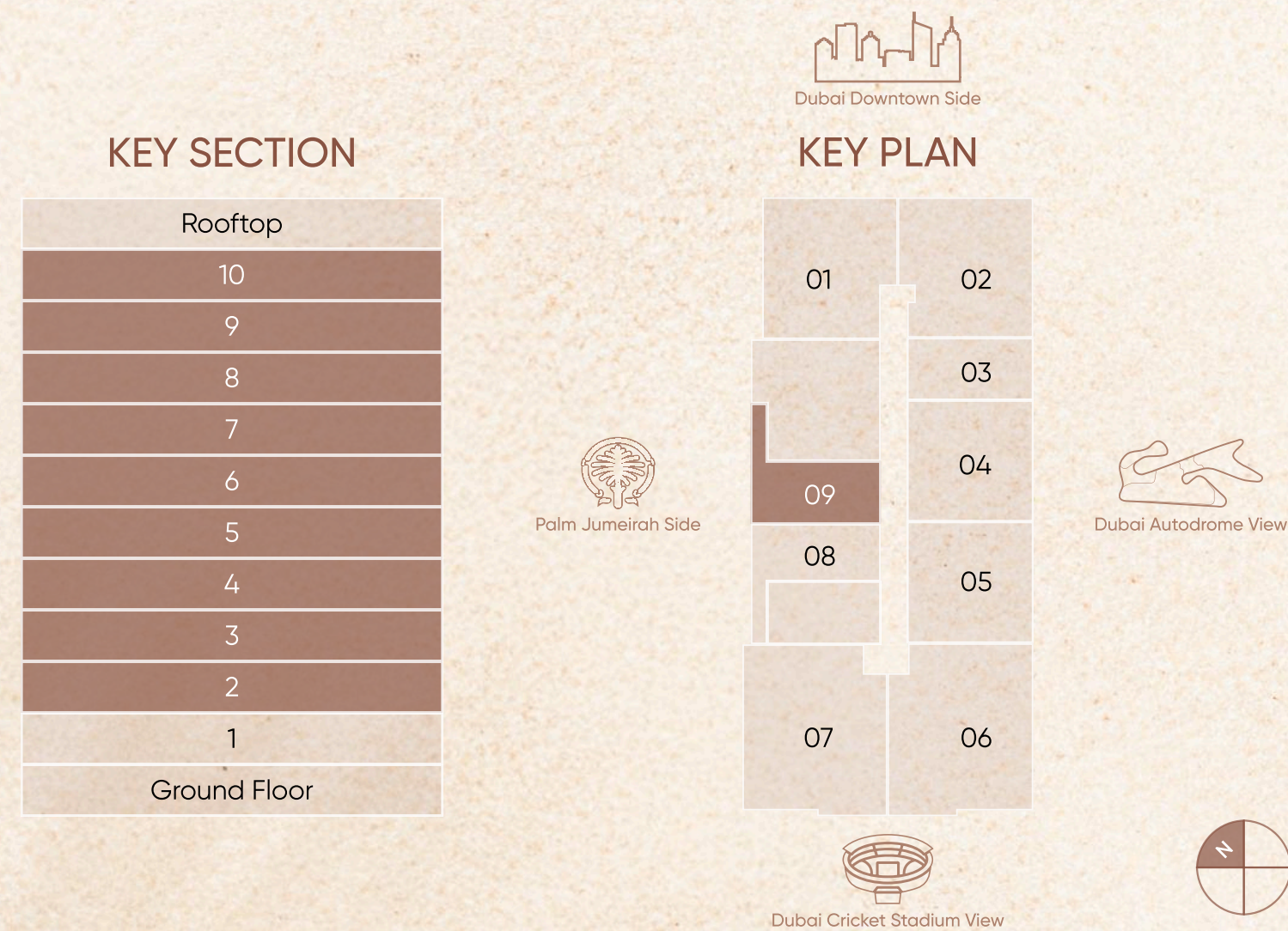


FLOOR PLAN 1. All dimensions are in imperial and metric, and measured from finish to finish excluding construction tolerances. 2. All materials, dimensions, and drawings are approximate only. 3. Information is subject to change without notice, at developer's absolute discretion. 4. Actual area may vary from the stated area. 5. Drawings not to scale. 6. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings. 7. The developer reserves the right to make revisions/alterations, at it's absolute discretion, without any liability whatsoever.

URBAN HORIZON

Studio | Type C02

SUITE AREA	369.63 sq. ft.	34.34 sq. m.
BALCONY AREA	44.89 sq. ft.	4.17 sq. m.
TOTAL AREA	414.52 sq. ft.	38.51 sq. m.

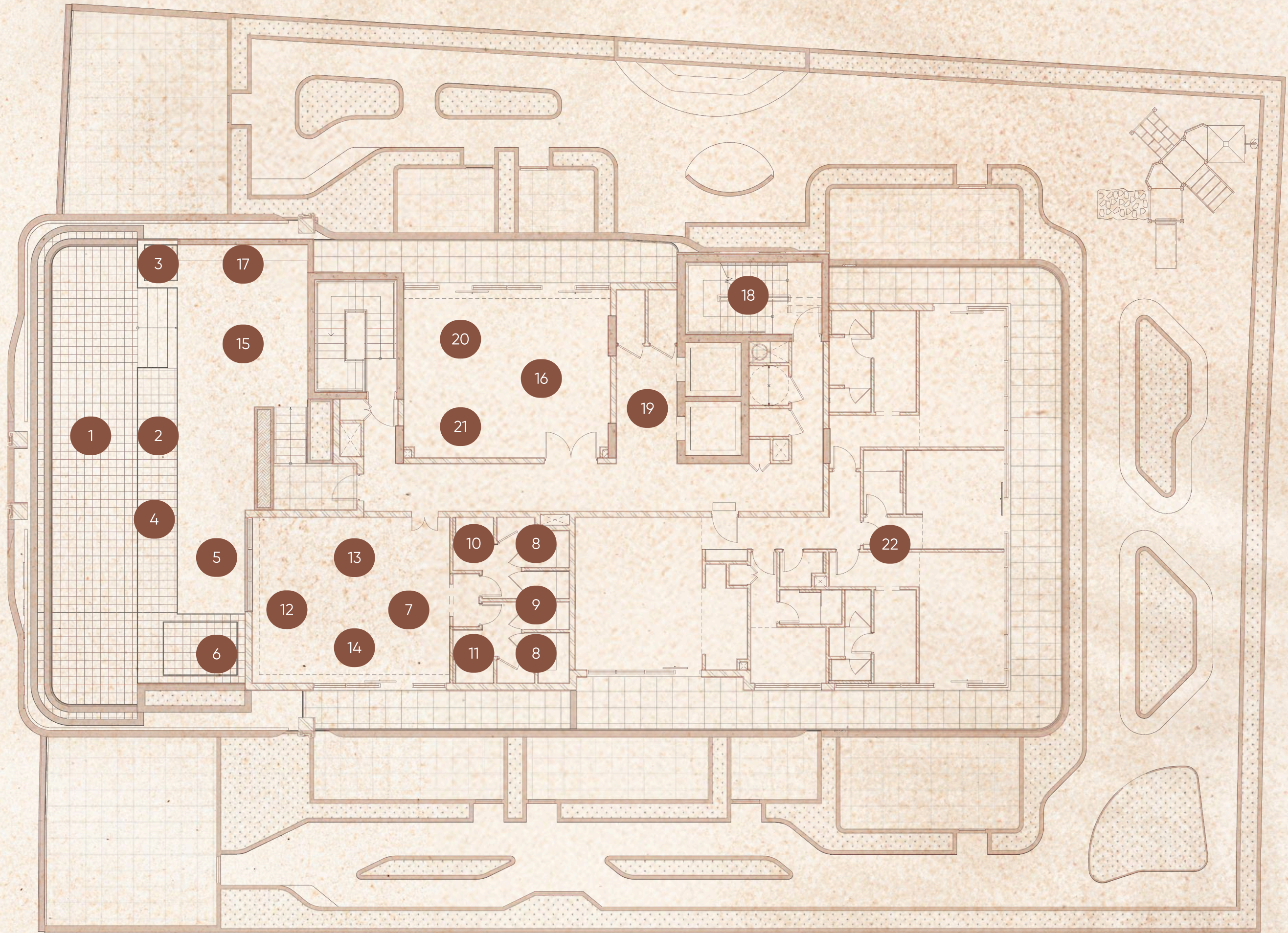


FLOOR PLAN 1. All dimensions are in imperial and metric, and measured from finish to finish excluding construction tolerances. 2. All materials, dimensions, and drawings are approximate only. 3. Information is subject to change without notice, at developer's absolute discretion. 4. Actual area may vary from the stated area. 5. Drawings not to scale. 6. All images used are for illustrative purposes only and do not represent the actual size, features, specifications, fittings, and furnishings. 7. The developer reserves the right to make revisions/alterations, at it's absolute discretion, without any liability whatsoever.



Roof Floor Plan

- 1. Infinity-Edge Leisure Pool
- 2. Baja Shelf - Lounge Pool
- 3. Cascading Waterfall
- 4. Pool Sun Loungers
- 5. Cabanas
- 6. Kids Pool
- 7. Wellness Centre
- 8. Steam Room
- 9. Sauna Room
- 10. Male Changing Room
- 11. Female Changing Room
- 12. Gym
- 13. Fitness Studio
- 14. Yoga Studio
- 15. Outdoor Yoga Area
- 16. Lounge Area
- 17. Caravan Barbeque Area
- 18. Staircase Access
- 19. Lift Lobby
- 20. Foosball Table
- 21. Snooker Lounge
- 22. Penthouse



Amenities Designed for the Modern Lifestyle

Where comfort meets convenience—enjoy a lifestyle enhanced by world-class amenities



Fitness
Gym



Infinity
Swimming Pool



Outdoor Kids
Play Area



Retail
Promenade



Branded
Appliances



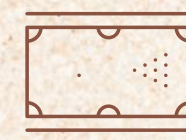
Yoga
Studio



Co-Working
Space



Pet
Park



Snooker
Table



EV Charging
Station



Business
Centre



Carvan
BBQ Area



Steam
and Sauna



Outdoor
Cinema



Smart
Homes



Transportation
Services



Gaming
Arcade



Splash
Pool



Bicycle
Parking



Storage
Units



Fitness
Studio



Lobby
Library



Meditation
Pods



Basketball
Court



Outdoor
Lounge



Reflexology
Path



Picnic
Area



Pool Sun
Loungers



Cascading
Waterfall



Poolside
Cabanas



Space to grow, play and unwind

A perfect blend of leisure, relaxation,
and recreation.

From vibrant kids' play areas to serene
green spaces and refreshing water
features, every detail is crafted to
enhance your lifestyle.

Creating a community where every
moment is filled with joy and connection.

Gym

A state-of-the-art fitness space
designed for strength, wellness, and
an active lifestyle.



A photograph of four women of different ages practicing yoga in a bright, modern studio. They are all in the Bhujangasana (Cobra) pose, with their forearms on the floor and heads tilted back. The woman in the foreground is wearing a white tank top and light-colored pants. The background is a bright, minimalist space with large windows and indoor plants.

Yoga and Wellness Centre

A serene retreat designed for
mindful relaxation, rejuvenation,
and holistic well-being.

Recreational Club

Whether it's friendly rivalry over foosball, a relaxed game of snooker, or just lounging with neighbours, this is your everyday getaway—no reservations needed.



A Horizon of
Blue & Beyond





Swimming Pool

A serene oasis where refreshing waters and stunning views create the perfect escape for relaxation and leisure.



Gather and Grill

A safe and vibrant space where children can play, explore,
and thrive—because home is where happiness begins.

A
Playful
Haven
for
Little
Explorers



Paws, Play,
and Plenty of
Splash!



Under the Stars,
Beyond the
Screen



Unwind, Connect, and Enjoy

Experience a world of leisure and luxury
with thoughtfully curated amenities
designed for relaxation, recreation, and
connection.





In ancient Greece, Arete meant more than excellence. It was a way of life—a relentless pursuit of greatness in everything one does.

The architects of that era didn't just build—they created symbols of purpose, beauty, and balance. They believed buildings should move people. Inspire them. Outlast time itself.

At **Arete Developments**, we carry that belief forward. We don't just develop properties—we shape experiences. Each project is our tribute to the timeless values of craft, clarity, and character.

We build not for today, but for generations.
With intention. With integrity. With soul.

Arete isn't just our name. It's the standard we live by.
Every day. Every decision. Every detail.

"Built on Excellence.
Inspired by Legacy."



www.aretegroup.ae | info@aretegroup.ae | +971 5 21 507 920

Disclaimer: All images, dimensions, furnishings and layouts are for illustrative purposes only and subject to change without prior notice at the discretion of the developer. Variations may occur due to design optimization due to compliance with building authority regulations. The developer reserves the right to make necessary revisions.