



**DAMAC**  
CITY

# SAFAONE

de GRISOGONO  
GENEVE

## INSPIRATION – HISTORY

SINCE 1993



### 1993 - 1995

Along with two associates, Fawaz Gruosi opened his first boutique at 104, rue du Rhône, in Geneva, Switzerland, specialized in jewellery design and the sale of objects d’art. He calls it “de Grisogono” after his associates’ mother.



### 1995 - 2000

Single handed bringing black diamond back from oblivion despite its rareness and extreme brittleness, Fawaz Gruosi creates an entire collection of black diamond jewellery.

### 2000 - 2005

Fawaz Gruosi introduced his second watch, called Instrumentino, the feminine partner of his first design.

Two new watch models launched: Instrumento Doppio Tre, showing a third time zone, and Instrumento Tondo with a round dial. Launch of three new watch designs: Instrumento Steel & Diamonds, Instrumento Chrono and Lipstick.

de Grisogono opens boutiques in New York, Hong Kong and Moscow.



### 2005 - 2008

Fawaz Gruosi bought out Chopard’s equity stake in de Grisogono S.A., returning the company to his sole ownership. A 45.39 -carat natural ruby called Virgin Scarlet allowed him to create a memorably stunning ring.

Geneva-based jeweller and watchmaker, de GRISOGONO and British auction house, Christie’s presented “The Art of de Grisogono, Creation 1”, a high-end jewellery necklace featuring a -163.41carat Flawless D-Colour diamond.

The emerald-cut diamond is the largest ever to be presented at auction and will be sold at Christie’s in Geneva on 14th November.

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THE LOCATION  
THE SITE – AL SAFA PARK



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## THE LOCATION CONTEXT ANALYSIS

The site is located in a prime setting in Dubai overlooking Al SAFA Park, having views from the Al Hadiqa road & Sheik Zayed road.

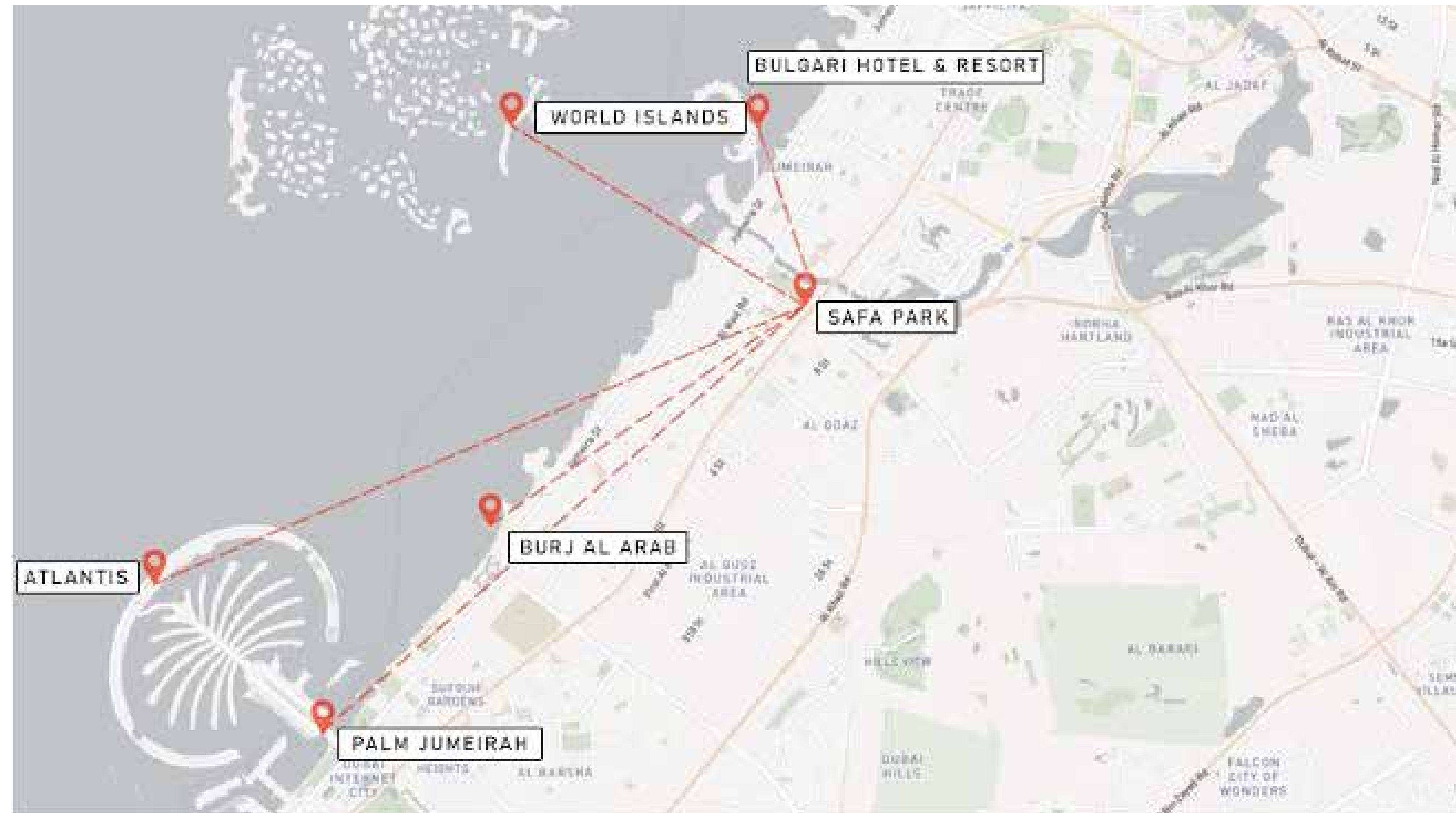


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## THE LOCATION

VIEW ANALYSIS



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## THE VISION

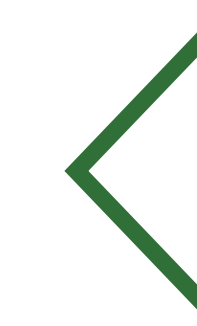
### WHERE NATURE MEETS LUXURY

The core of creativity is originality, and nothing is more original than nature itself.

The architecture entwines with nature in the surroundings of Safa Park, rising with the tower to culminate in the tropical garden jewel. Design dares to explore scenes beyond the usual definitions of luxury by interlacing nature into the details. The opulence, exuberance, and haute attitude of high-end living find a splendid home amongst lush garden terraces, creating an architectural marvel that re-imagines nature with artistic finesse.



VISION



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## TOWER CONFIGURATION



### SKY AMENITIES

61st Floor

Tropical Garden  
Rain forest



### SUPER LUXURY FLOORS

40-60th floor

### LUXURY FLOORS

5-39th floor



### HANGING GARDENS

### PODIUM AMENITIES LEVELS

**5th Floor** - Artificial beach pool

**Ground** - Grand lobby



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# GRAND ENTRANCE

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# GRAND LOBBY

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# ARTIFICIAL BEACH POOL

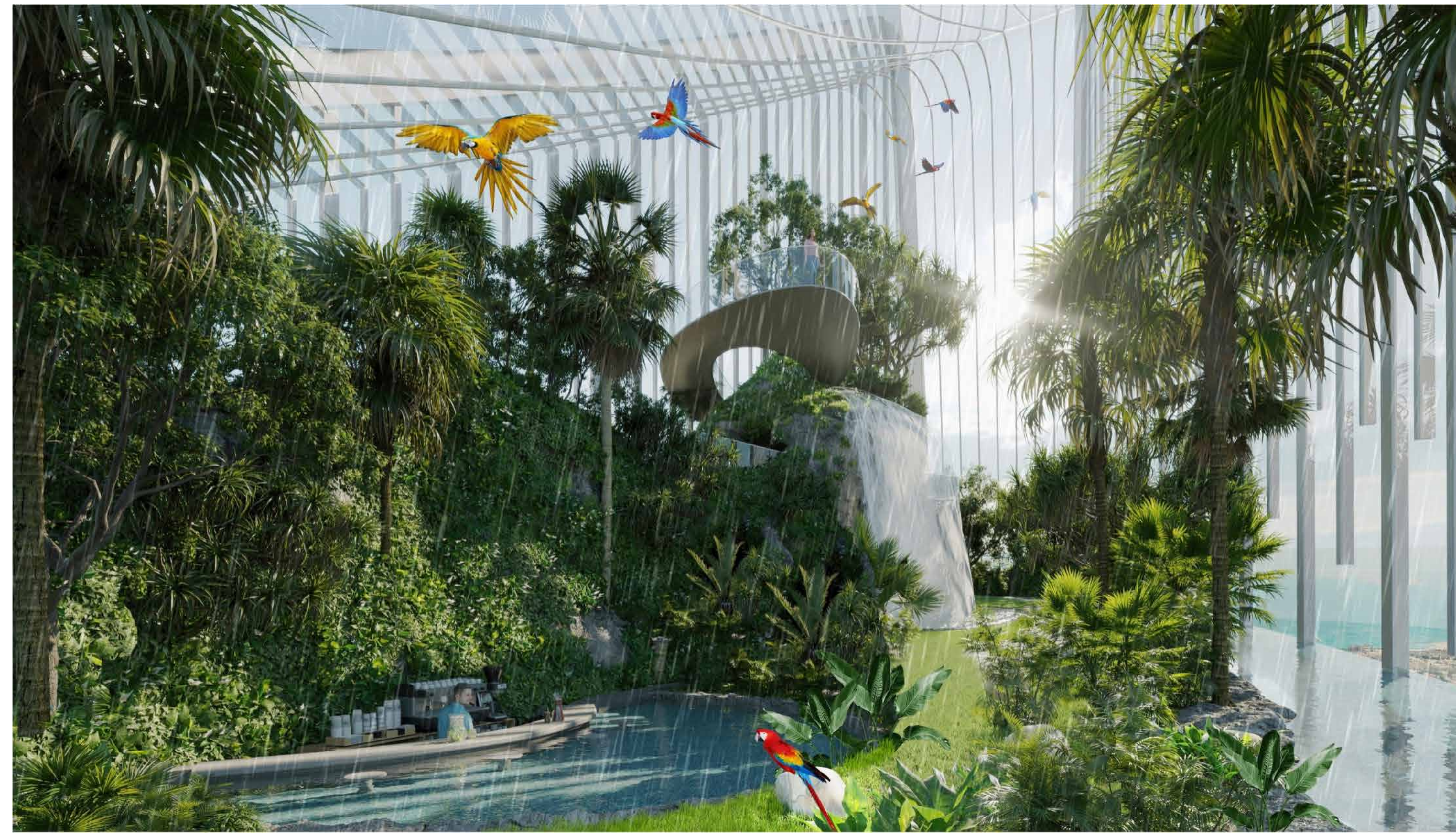
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TROPICAL ISLAND



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## BUILDING FEATURES – GREEN TERRACES

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## BUILDING FEATURES – GREEN TERRACES

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SUPER LUXURY  
UPCOMING

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## LIVING & DINING AREA

LEATHER PARTITION CLOSED



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## LIVING & DINING AREA

LEATHER PARTITION OPENED



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## LIVING & DINING AREA



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## MASTER BEDROOM

LEATHER PARTITION CLOSED



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## MASTER BEDROOM

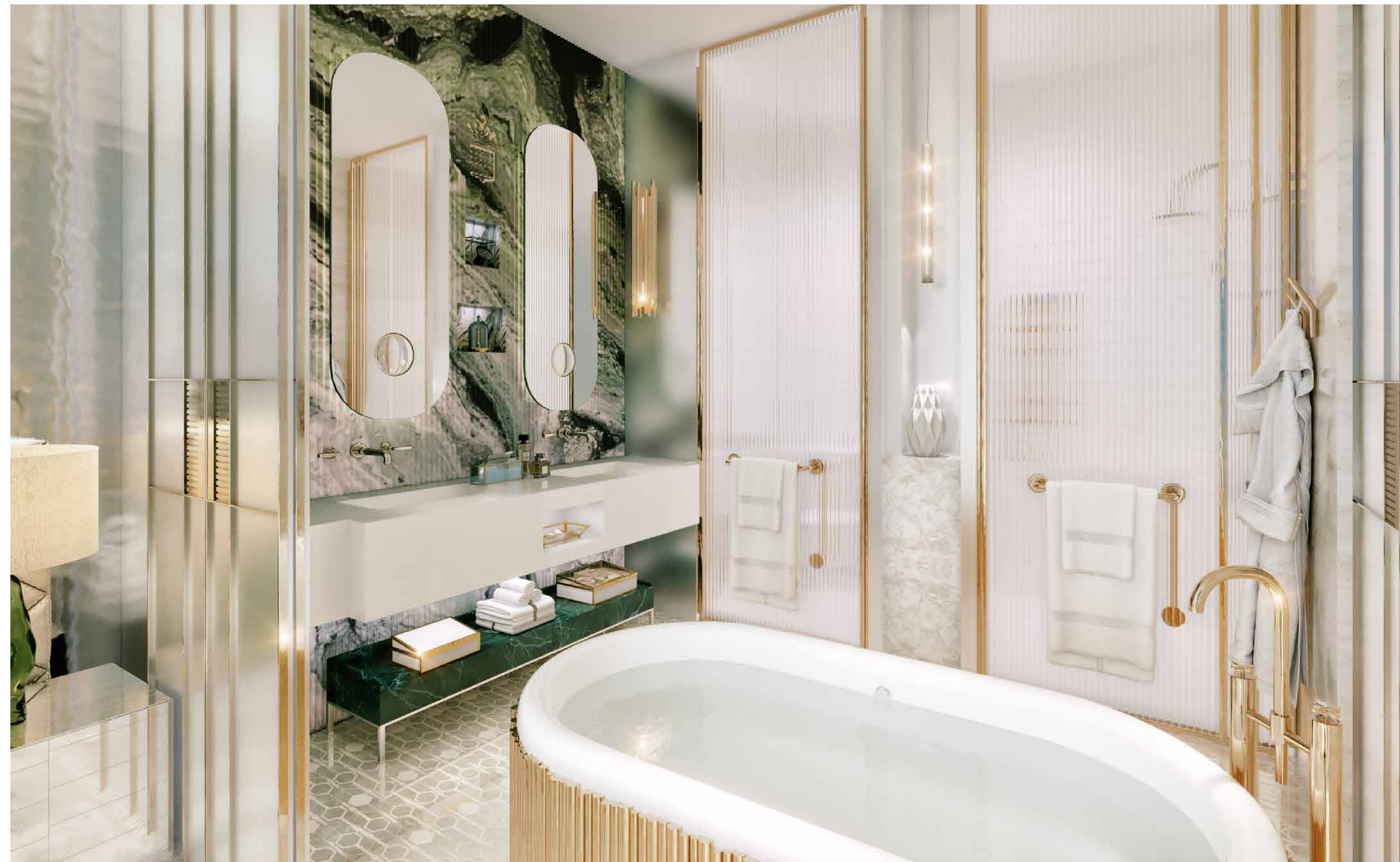
LEATHER PARTITION OPEN



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## MASTER BATHROOM



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## SUPER LUXURY - LIVING ROOM



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# SUPER LUXURY – LIVING AND LIBRARY

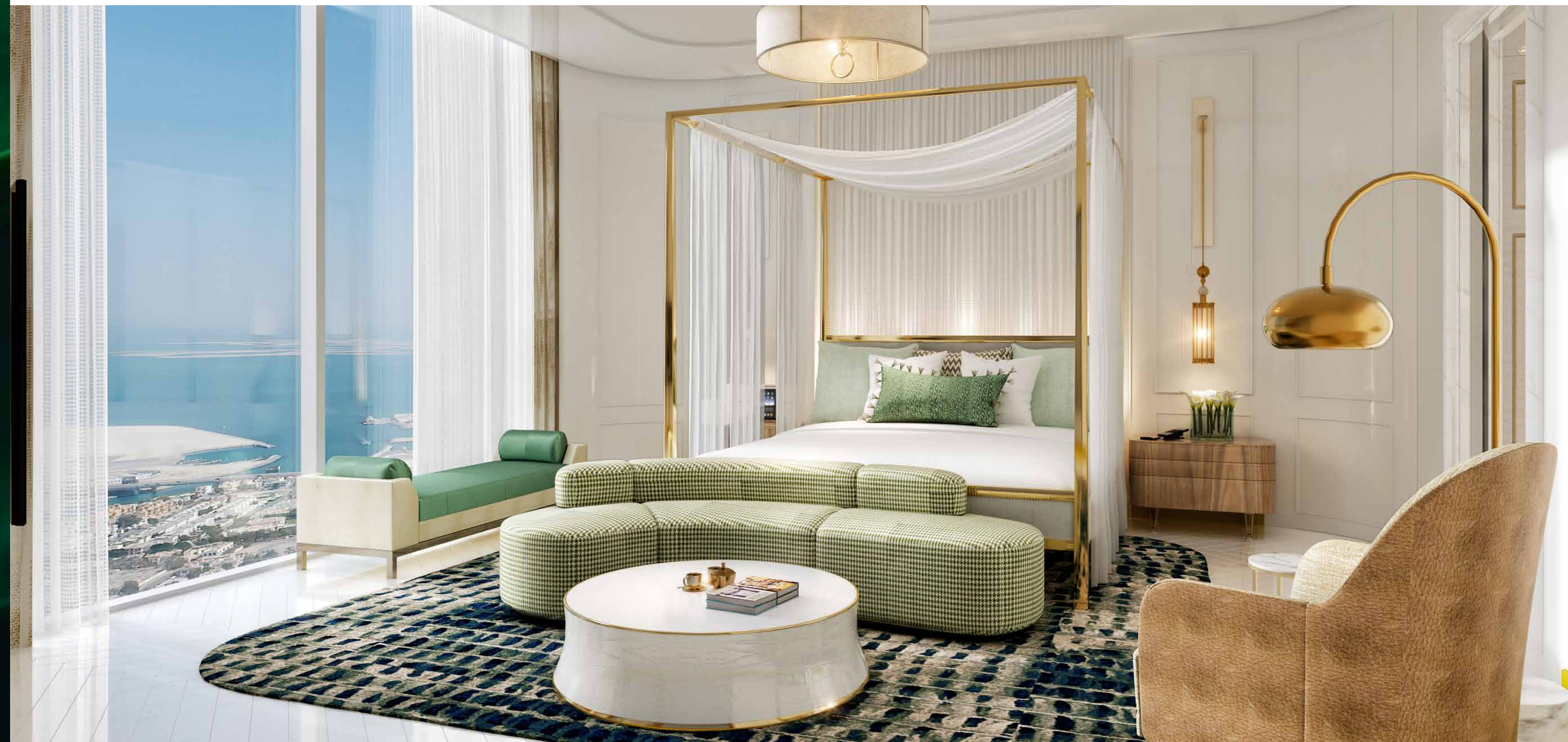
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## MASTER BEDROOM - DUPLEX

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## WARDROBE - DUPLEX

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## SUPER LUXURY – BATHROOM

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## SUPER LUXURY – BATHROOM

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## SUPER LUXURY - TERRACE

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## BUILDING FEATURES – INFINITY POOLS

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