

# MERČER HOUSE

PROJECT BRIEF  
SOUTH TOWER

# ENERGISED ENERGISED

URBAN LIVING

At the gateway to Dubai's urban playground, Ellington's first Uptown District development complex features two residential towers standing on a podium dedicated to wellness, retail, sport, and hospitality.



An aerial view of the Mercer House development in Dubai at dusk. Two tall, modern skyscrapers with glass facades and balconies are the central focus. The building on the left has a dark top section with a white 'F' logo. The building on the right has a dark top section with a white 'M' logo. The base of the buildings features a mix of retail and residential spaces, including a large circular plaza with a colorful, illuminated fountain. The surrounding area includes other modern buildings and a highway in the background. The sky is a mix of orange, pink, and blue, indicating sunset or sunrise.

WELCOME TO  
**MERCER**  
HOUSE

Mercer House is home to residents who will bring new energy to Uptown Dubai. It is a place of belonging for everyone, where the boundaries between shared and resident-only experiences begin to overlap. Lives are enhanced through creativity, design, wellness, and entertainment.



PALM JUMEIRAH

DUBAI HARBOUR

DUBAI  
INTERNET CITY

BURJ AL ARAB

BLUEWATERS ISLAND

DUBAI MARINA

JUMEIRAH GOLF  
ESTATE

JUMEIRAH  
LAKES TOWERS

EMIRATES HILLS

JUMEIRAH ISLANDS

JUMEIRAH PARK

TO DOWNTOWN  
DUBAI

TO ABU DHABI

MERÇER  
HOUSE

GARN AL SABKHA ST

SHEIKH ZAYED RD

AL SARAYAT ST

FIRST AL KHAIL ST

FIRST AL KHAIL ST

GARN AL SABKHA ST

GARN AL SABKHA ST

SHEIKH ZAYED RD

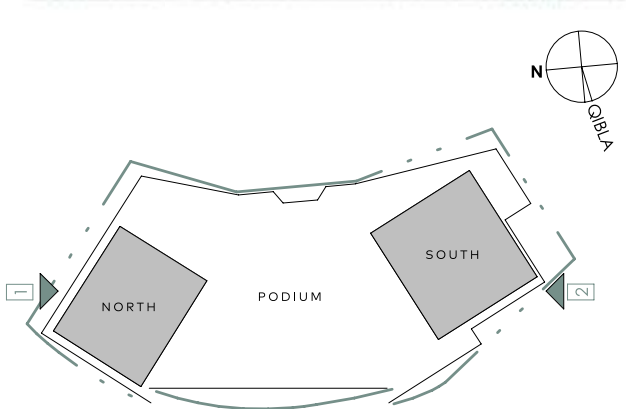
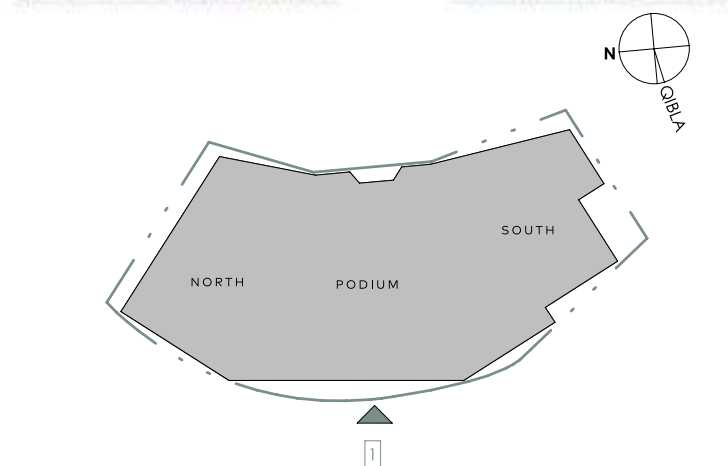
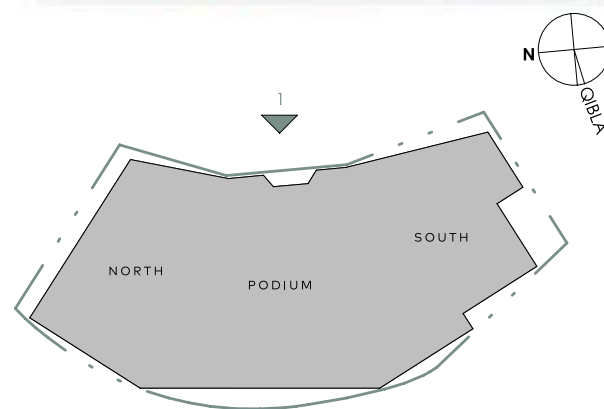
SHEIKH ZAYED RD

# DRIVING DISTANCES

|                                                          |                                                      |                                              |
|----------------------------------------------------------|------------------------------------------------------|----------------------------------------------|
| 01<br>MINUTE<br>Uptown Plaza                             | 05<br>MINUTES<br>DMCC Metro Station                  | 06<br>MINUTES<br>Marina Mall                 |
| 08<br>MINUTES<br>Ain Dubai                               | 08<br>MINUTES<br>Montgomerie Golf Club               | 10<br>MINUTES<br>Emirates Golf Club          |
| 11<br>MINUTES<br>Jumeirah Islands<br>Clubhouse           | 15<br>MINUTES<br>Mall of the Emirates                | 12<br>MINUTES<br>Ibn Battuta Mall            |
| 17<br>MINUTES<br>Palm Jumeirah                           | 18<br>MINUTES<br>Burj Al Arab                        | 22<br>MINUTES<br>Dubai Mall & Burj Khalifa   |
| 25<br>MINUTES<br>Dubai International<br>Financial Centre | 25<br>MINUTES<br>Al Maktoum International<br>Airport | 30<br>MINUTES<br>Dubai International Airport |

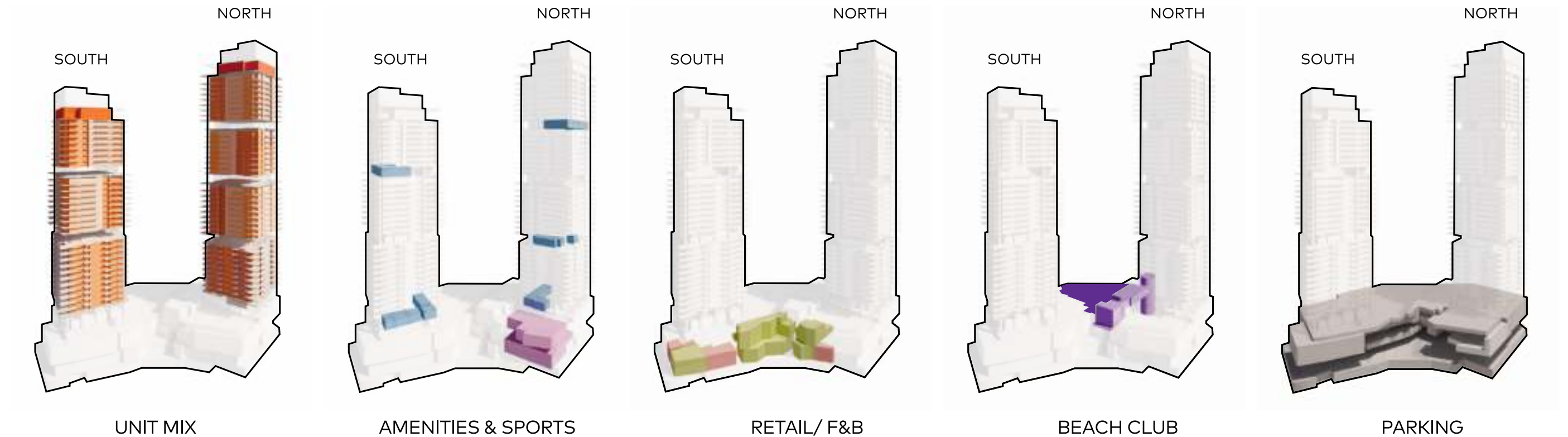


# CREATING A RHYTHM



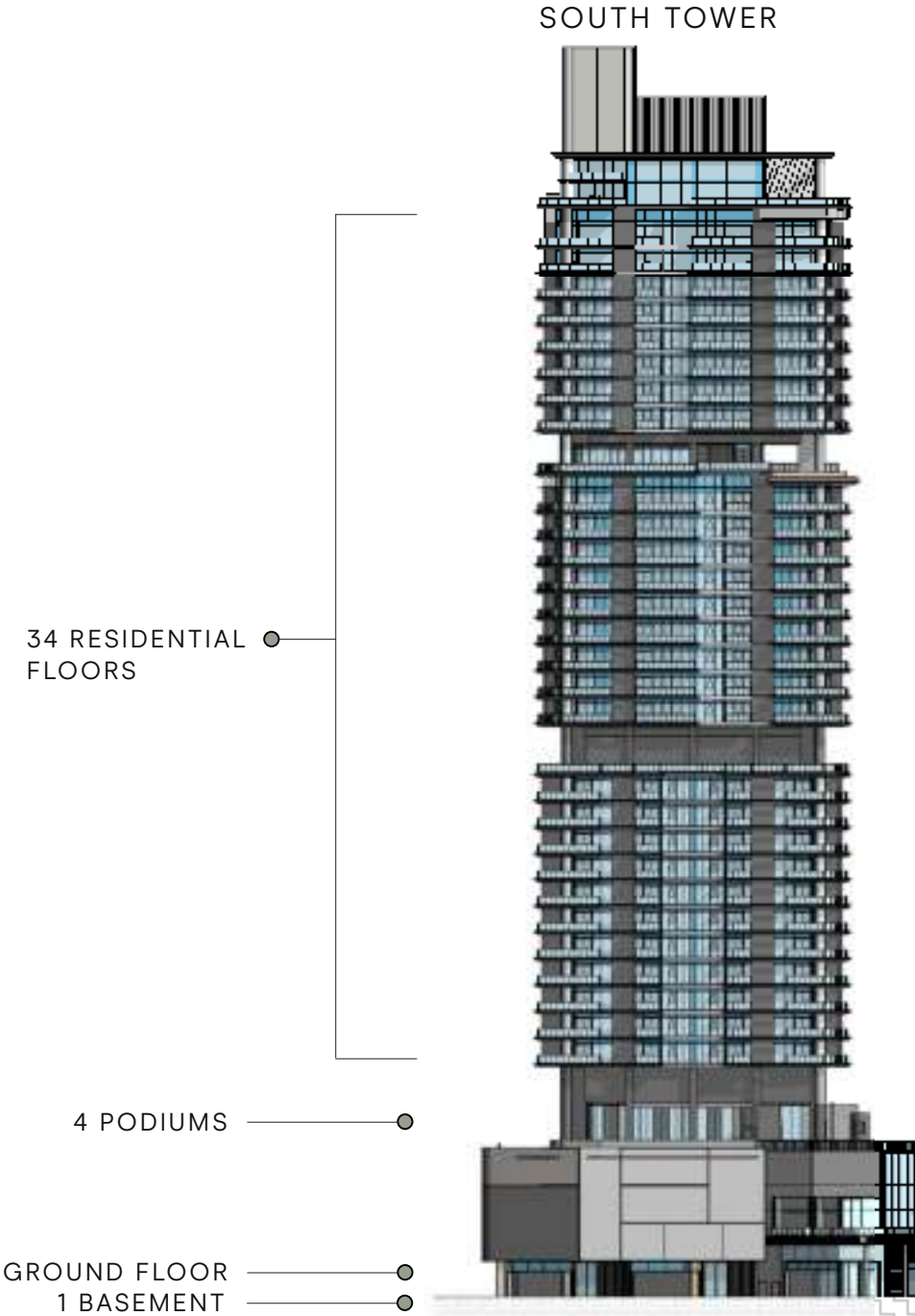
Public access points are carved into the form responding to the rhythm and language of the wider context, and forming a backdrop to the entertainment plaza. Arrival points further enhance the arrival experience and allow for key linkages to commercial offers at the ground floor and upper levels, as well as creating an activated experience for visitors and residents alike.

# DESIGN STRATEGY



At the heart of the design concept is the idea of seamless integration – uniting modern urban living, immersive retail experiences, and exceptional dining offerings. The project is driven by the principle of enhancing the quality of life for both residents and visitors, providing a multi-dimensional environment that caters to their diverse needs.

# BUILDING CONFIGURATION



## ELEVATORS

- 19 passenger elevators
- 6 service elevators
- 1 escalator (podium level)

\*This applies to the entire residential development

## ANTICIPATED SERVICE CHARGE

AED 22 per sq.ft

## ANTICIPATED COMPLETION DATE

Q3 2027

## PARKING

- Studio, 1 and 2-bedroom: 1 car parking space
- 3 and 4-bedroom: 2 car parking spaces

## OWNERSHIP

Freehold

## KEY VIEWS

Jumeirah Island, Dubai Marina skyline, Ain Dubai, Arabian Gulf



# SIZE RANGE PER UNIT TYPE

## SOUTH TOWER

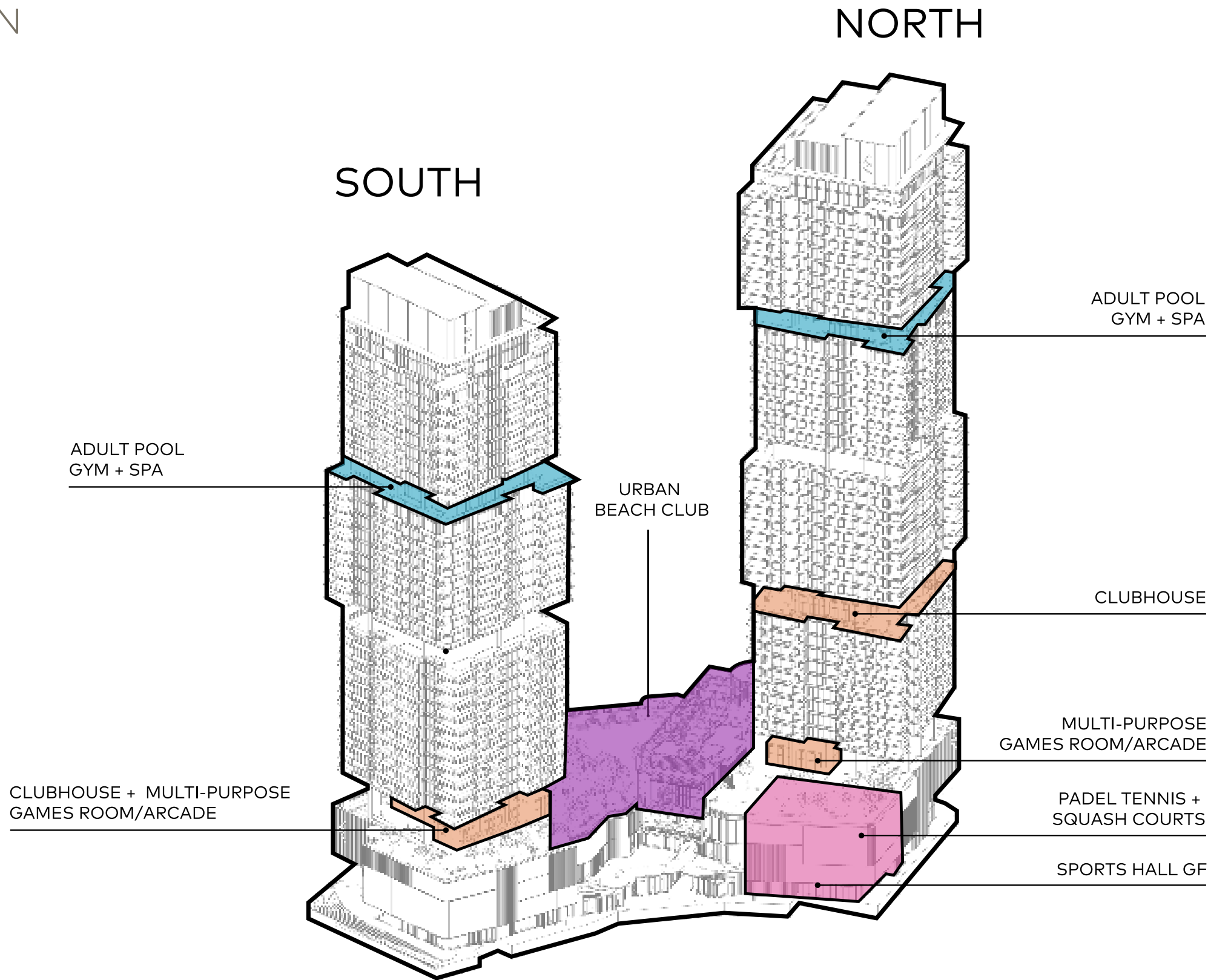
|                      |                                   |
|----------------------|-----------------------------------|
| Studio               | From 513 sq. ft to 590 sq. ft     |
| 1 Bedroom            | From 931 sq. ft to 972 sq. ft     |
| 2 Bedrooms           | From 1,375 sq. ft to 1,495 sq. ft |
| 2 Bedrooms + Study   | From 1,589 sq. ft to 1,680 sq. ft |
| 3 Bedrooms           | From 2,135 sq. ft to 2,597 sq. ft |
| 4 Bedrooms Penthouse | From 9,455 sq. ft to 9,456 sq. ft |

# NUMBER OF UNITS PER TYPE

## SOUTH TOWER

|                      |          |
|----------------------|----------|
| Studio               | 55 units |
| 1 Bedroom            | 78 units |
| 2 Bedrooms           | 56 units |
| 2 Bedrooms + Study   | 45 units |
| 3 Bedrooms           | 39 units |
| 4 Bedrooms Penthouse | 2 units  |

AMENITIES  
BREAKDOWN



# RETAIL AND F&B COMPLEX



# GROUND FLOOR AMENITIES



ARRIVAL  
AREA

3 drop-off areas and experiential escalators from the Ground Floor to the Podium 2 retail area



LOBBY  
RECEPTION

More than just a welcome

## UNWIND IN ELEGANCE AT THE SERENITY LOUNGE

The Serenity Lounge is a cozy retreat promoting relaxation and comfort. A large bookcase takes center stage, stocked with a diverse collection of board games and books.



LOBBY  
LOUNGE



LIFT  
LOBBY

It is not just a transition; it's an ascent to elevated experiences



GROUND FLOOR  
RETAIL

Explore sophistication with a curated selection of premier brands and experiences



THE  
'EARTH'  
WITHOUT  
'ART'  
IS JUST  
'EH'

MULTI-SPORTS  
HALL

Offering various ball games from football, netball, basketball, tennis, volleyball, and badminton



TENNIS  
TENNIS  
HALL

9.2-meter clear ceiling height sports hall that accommodates a full-size tennis court



# PODIUM 2 FLOOR AMENITIES



DELECTABLE  
RESTAURANT  
OUTDOOR TERRACE

Culinary delights with Uptown Dubai view



DETAIL  
DETAIL  
CENTER

Shop beyond boundaries and immerse in a journey of discovery

# UPTOWN PLAZA



## PODIUM 2 FLOOR AMENITIES PLAN

- |                              |                            |                    |                           |
|------------------------------|----------------------------|--------------------|---------------------------|
| 1 RESTAURANT OUTDOOR TERRACE | 3 VISITOR F&B/RETAIL LIFTS | 5 ESCALATORS       | 7 RESIDENTS SERVICE LIFTS |
| 2 ACCESS TO F&B/RETAIL       | 4 F&B/RETAIL SERVICE LIFTS | 6 SPORTS HALL LIFT | 8 RESIDENTS LIFTS LOBBY   |

# PODIUM 3 AND 4 FLOOR AMENITIES







# UPTOWN PLAZA



## PODIUM 4 FLOOR AMENITIES PLAN

- |                             |                           |
|-----------------------------|---------------------------|
| 1 VISITORS F&B/RETAIL LIFTS | 3 RESIDENTS SERVICE LIFTS |
| 2 F&B/RETAIL SERVICE LIFTS  | 4 RESIDENTS LIFTS LOBBY   |

**FIRST FLOOR**  
URBAN BEACH CLUB  
AMENITIES



BEACH  
POOL

45,000 sq.ft of fully landscaped man-made beach with natural sand



INTEGRATED  
INTEGRATED  
POOL BAR

Dive into a unique experience where you can sip, swim, and savor



BEACH  
CLUBHOUSE

3-floor level beach clubhouse to provide a variety of dining options, with an upper floor club terrace



DEACH  
BEACH  
CLUB LIFT

Your journey from ground to beach sanctuary

**FIRST FLOOR**  
EXCLUSIVE RESIDENT  
AMENITIES



FAMILY  
FAMILY  
POOL

27M x 6M family pool with sun lounge and cabanas



INDOOR  
KIDS PLAY

Submarine themed kids play area with an outdoor playground



GAME  
ROOM

Arcade zone with sing and dance revolution area

# UPTOWN PLAZA



## 1ST FLOOR AMENITIES PLAN

### URBAN BEACH CLUB

- 1 BEACH POOL
- 2 BUBBLE POOL
- 3 BEACH LOUNGERS AREA
- 4 SUN LOUNGERS AREA
- 5 BEACH CABANAS

- 6 POOL BAR
- 7 DJ BOOTH
- 8 ISLAND PODIUM
- 9 FIRE PIT
- 10 BEACH BAR

- 11 BEACH CLUB CHANGE ROOMS
- 12 BEACH CLUB LIFT
- 13 BEACH CLUB ARRIVAL AREA
- 14 CLUBHOUSE F&B
- 15 OUTDOOR DINING AREA

### EXCLUSIVE RESIDENT AMENITIES

- 16 FAMILY POOL
- 17 POOL DECK
- 18 MALE/FEMALE CHANGE ROOMS
- 19 RESIDENTS LIFTS LOBBY
- 20 RESIDENTS SERVICE LIFTS

- 21 OUTDOOR SEATING
- 22 OUTDOOR BARBEQUE AREA
- 23 OUTDOOR DINING
- 24 OUTDOOR GAMES AREA
- 25 OUTDOOR KIDS PLAY AREA

- 26 KIDS WET PLAY AREA
- 27 INDOOR KIDS PLAY AREA
- 28 SING & DANCE REVOLUTION AREA
- 29 ARCADE ZONE
- 30 RESIDENTS CLUBHOUSE (SOUTH TOWER)

# 24<sup>TH</sup> FLOOR AMENITIES



CLUBHOUSE  
PRIVATE DINING & MEETING AREA

Where culinary craftsmanship meets community



CLUBHOUSE  
KITCHEN & DINING



SKYLINE  
POOL

30M x 6M infinity-edge swimming pool overlooking the Uptown Dubai District



FITNESS  
FITNESS  
STUDIO

Featuring an interactive bike area with a pedal-powered lighting ring



SCENIC SAUNA  
AND ICE ROOM



Scenic sauna with relaxing short clips of nature for meditation

## 24<sup>TH</sup> FLOOR AMENITIES PLAN

- ① INFINITY-EDGE POOL
- ② POOL LOUNGE AREA
- ③ CABANAS
- ④ SUN LOUNGERS AREA
- ⑤ OUTDOOR LOUNGE AREA
- ⑥ YOGA AREA
- ⑦ PEDAL-POWERED CYCLING AREA
- ⑧ CARdio, WEIGHTS AND LIFT AREA
- ⑨ MALE CHANGE ROOM
- ⑩ SCENIO SAUNA
- ⑪ ICE ROOM
- ⑫ FEMALE CHANGE ROOM
- ⑬ SHOWER AREA
- ⑭ RESIDENTS LIFTS LOBBY
- ⑮ RESIDENTS SERVICE LIFTS



A still life composition featuring a variety of materials and textures. In the background, a large, light-colored wooden board stands vertically. To its left, a cylindrical object wrapped in a fine, golden-brown metal mesh sits on a dark surface. In the foreground, a dark, rectangular stone block is positioned horizontally. To its right, a polished, metallic bowl contains several strands of pearls. A small, white, cylindrical candle stands to the right of the bowl. In the lower left, a fan of dried, light-colored palm fronds is visible. The background is a dark, textured wall, and the overall lighting is dramatic, highlighting the different textures and colors of the objects.

TYPICAL  
APARTMENTS



ELLINGTON  
PROPERTIES

TYPICAL  
LIVING & DINING



TVDI CÂU  
TYPICAL  
KITCHEN



TYPICAL  
TYPICAL  
BEDROOM

TVDI  
TYPICAL  
BATHROOM





BALCONY  
VIEW

# PENTHOUSE APARTMENTS



PENTHOUSE  
LIVING & DINING



DENTHOUSE  
PENTHOUSE  
KITCHEN



PENTHOUSE  
BEDROOM



DENTHOUSE  
PENTHOUSE  
BATHROOM



DENTHOUSE  
PENTHOUSE  
POOL



## 3 AND 4 BEDROOM UNITS

### KITCHEN FEATURES



Integrated drop-in kitchen sinks in  
Gunmetal Grey Stainless Steel



Integrated pop-up Downdraft Hood Slider  
with touch control and charcoal filter

# FLOOR PLANS

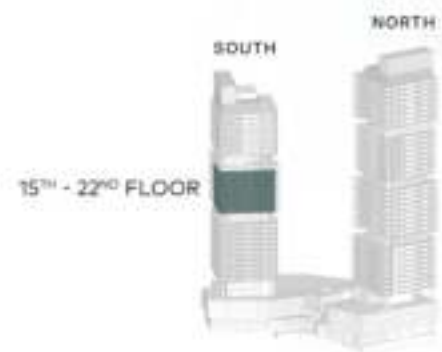
3<sup>RD</sup> - 13<sup>TH</sup> FLOOR  
TYPICAL PLAN

- STUDIO
- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



15<sup>TH</sup> - 22<sup>ND</sup> FLOOR  
TYPICAL PLAN

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



NORTH

SOUTH

15<sup>TH</sup> - 22<sup>ND</sup> FLOOR



SOUTH

3-BR+5  
TYPE A  
09

2 BR  
TYPE B  
01

2-BR+5  
TYPE A  
02

1 BR  
TYPE A  
03

2 BR  
TYPE A  
04

1 BR  
TYPE A  
08

2 BR+5  
TYPE A  
07

1 BR  
TYPE B  
06

1 BR  
TYPE B  
05

## 23<sup>RD</sup> FLOOR TYPICAL PLAN

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



NORTH

SOUTH

23<sup>RD</sup> FLOOR



SOUTH

2-BR+S  
TYPE A  
02

2 BR  
TYPE B  
01

1 BR  
TYPE A  
03

3-BR+S  
TYPE A  
09

2 BR  
TYPE A  
04

1 BR  
TYPE B  
05

1 BR  
TYPE B  
06

2 BR+S  
TYPE A  
07

25<sup>TH</sup> - 32<sup>ND</sup> FLOOR  
TYPICAL PLAN

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



NORTH

SOUTH



SOUTH

POWELL  
POWELL  
POWELL

2 BR+S  
TYPE A  
08

2 BR  
TYPE B  
09

3 BR+S  
TYPE B  
01

1 BR  
TYPE A  
02

1 BR  
TYPE A  
07

2 BR  
TYPE A  
03

1 BR  
TYPE B  
04

2 BR+S  
TYPE A  
06

1 BR  
TYPE B  
05

33<sup>RD</sup> FLOOR  
TYPICAL PLAN

 4 BEDROOM  
PENTHOUSE  
DUPLEX LOWER LEVEL



4 BR  
PENTHOUSE  
LOWER LEVEL  
01

4 BR  
PENTHOUSE  
LOWER LEVEL  
02

SOUTH



34<sup>TH</sup> FLOOR  
TYPICAL PLAN

 4 BEDROOM  
PENTHOUSE  
DUPLEX UPPER LEVEL

4 BR  
PENTHOUSE  
UPPER LEVEL  
01

4 BR  
PENTHOUSE  
UPPER LEVEL  
02

SOUTH

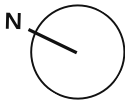
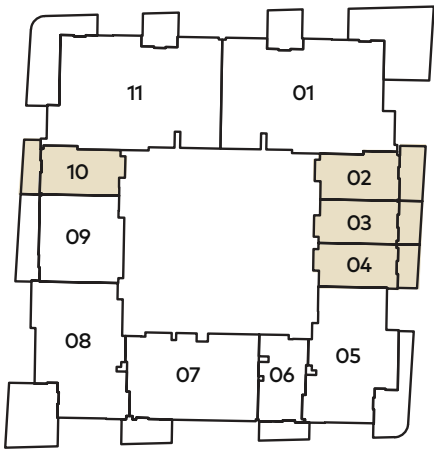


STUDIO  
TYPE A

Internal Living Area : 408.06 Sq. Ft  
Outdoor Living Area : 105.81 Sq. Ft  
Total Living Area : 513.87 Sq. Ft



3<sup>rd</sup> - 13<sup>th</sup> FLOOR



# STUDIO

TYPE B

Internal Living Area : **446.81 Sq. Ft**

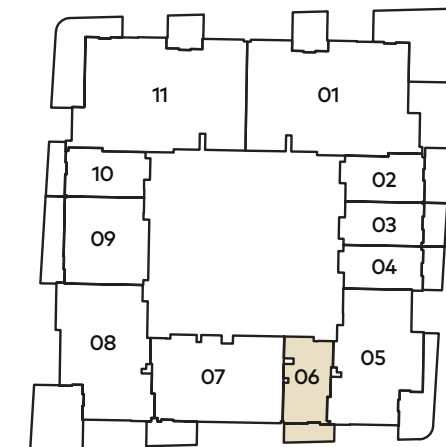
Outdoor Living Area : **110.44 Sq. Ft**

Total Living Area : **557.25 Sq. Ft**

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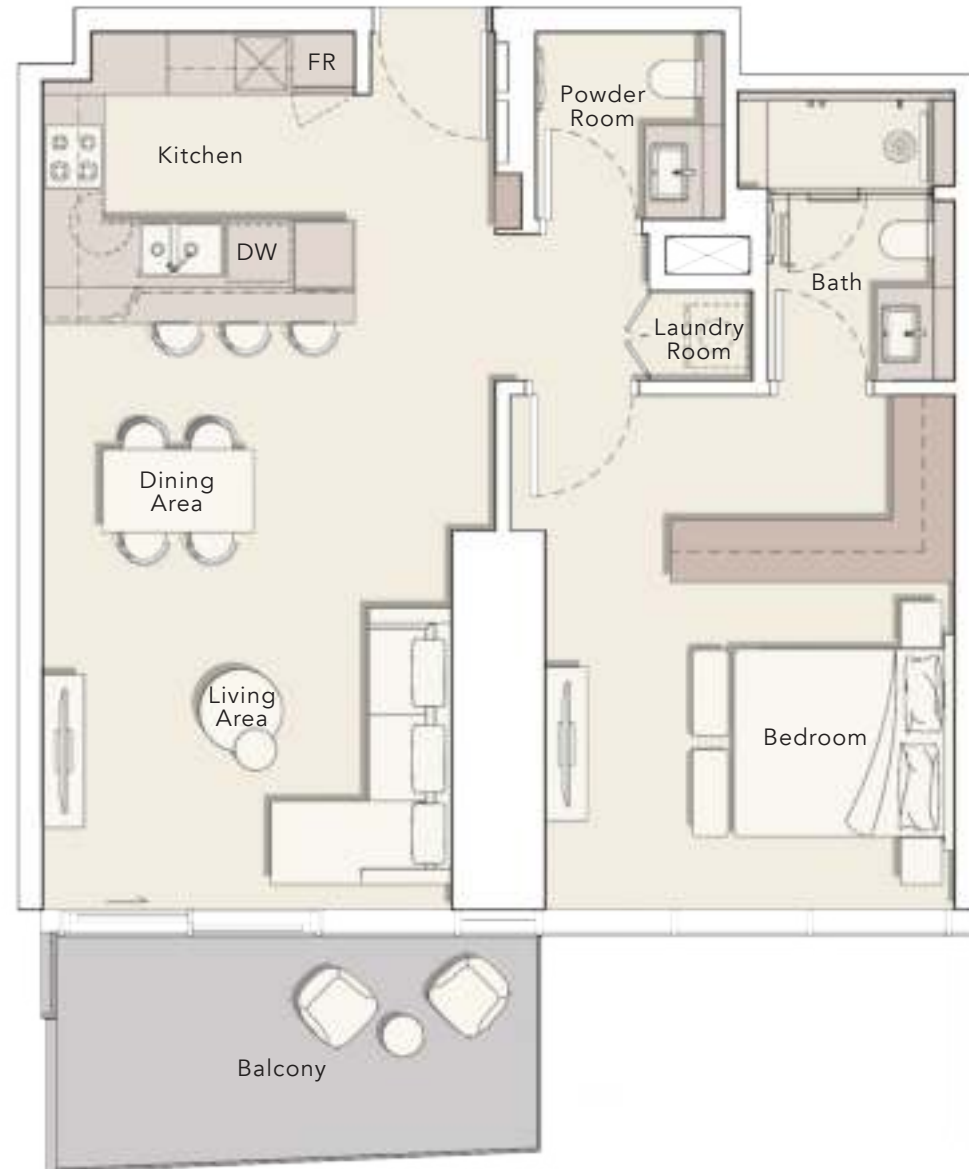


## 3<sup>rd</sup> - 13<sup>th</sup> FLOOR



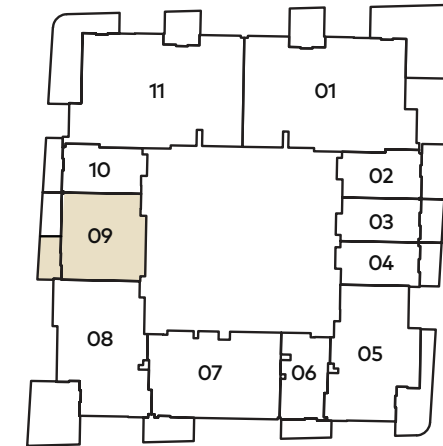
# 1 BEDROOM

TYPE A



Internal Living Area : 824.41 Sq. Ft  
Outdoor Living Area : 115.28 Sq. Ft  
Total Living Area : 939.69 Sq. Ft

## 3<sup>rd</sup> - 13<sup>th</sup> FLOOR



## 3<sup>rd</sup> - 13<sup>th</sup> FLOOR

309

## 15<sup>th</sup> - 22<sup>nd</sup> FLOOR

1503

## 23<sup>th</sup> FLOOR

2303

## 25<sup>th</sup> - 32<sup>nd</sup> FLOOR

2502  
2507



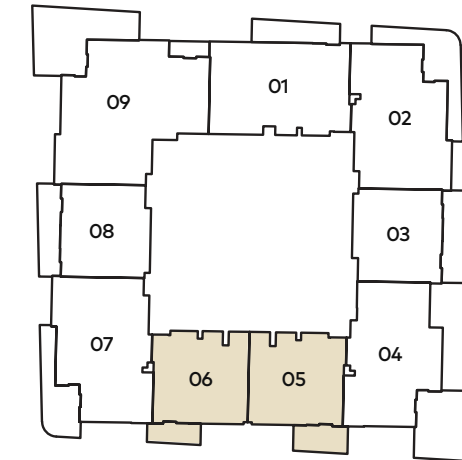
# 1 BEDROOM

TYPE B

Internal Living Area : 862.08 Sq. Ft  
Outdoor Living Area : 109.36 Sq. Ft  
Total Living Area : 971.44 Sq. Ft



## 15<sup>th</sup> - 22<sup>nd</sup> FLOOR



## 15<sup>th</sup> - 22<sup>nd</sup> FLOOR

1505  
1506

## 23<sup>th</sup> FLOOR

2305  
2306

## 25<sup>th</sup> - 32<sup>nd</sup> FLOOR

2504  
2505



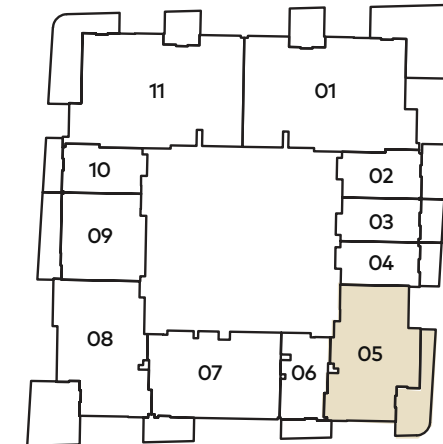
# 2 BEDROOM

TYPE A

Internal Living Area : 1221.27 Sq. Ft  
Outdoor Living Area : 273.94 Sq. Ft  
Total Living Area : 1495.21 Sq. Ft



## 3<sup>rd</sup> - 13<sup>th</sup> FLOOR



## 3<sup>rd</sup> - 13<sup>th</sup> FLOOR

305

## 15<sup>th</sup> - 22<sup>nd</sup> FLOOR

1504

## 23<sup>th</sup> FLOOR

2304

## 25<sup>th</sup> - 32<sup>nd</sup> FLOOR

2503



2 B E D R O O M

T Y P E B

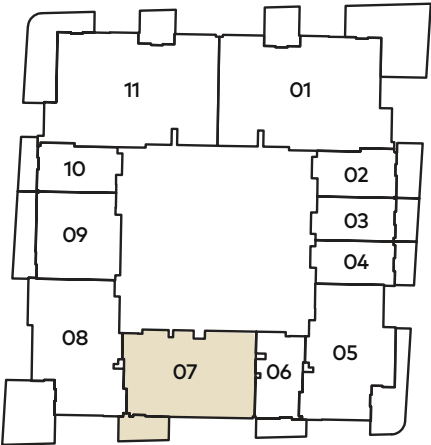


Internal Living Area : 1278.11 Sq. Ft

Outdoor Living Area : 97.09 Sq. Ft

Total Living Area : 1375.20 Sq. Ft

3<sup>rd</sup> - 13<sup>th</sup> FLOOR



3<sup>rd</sup> - 13<sup>th</sup> FLOOR

307

15<sup>th</sup> - 22<sup>nd</sup> FLOOR

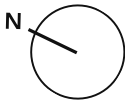
1501

23<sup>th</sup> FLOOR

2301

25<sup>th</sup> - 32<sup>nd</sup> FLOOR

2509



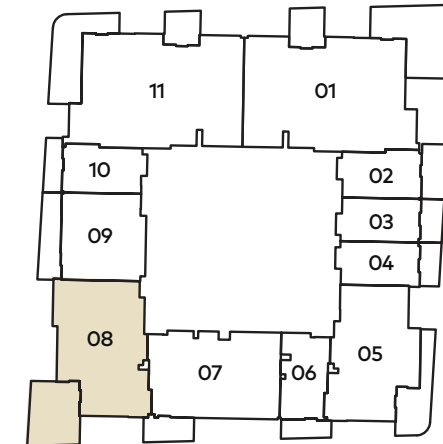
# 2 BEDROOM + S

TYPE A

Internal Living Area : 1329.45 Sq. Ft  
Outdoor Living Area : 260.49 Sq. Ft  
Total Living Area : 1589.94 Sq. Ft



## 3<sup>rd</sup> - 13<sup>th</sup> FLOOR



## 3<sup>rd</sup> - 13<sup>th</sup> FLOOR

308

## 15<sup>th</sup> - 22<sup>nd</sup> FLOOR

1502  
1507

## 23<sup>th</sup> FLOOR

2302  
2307

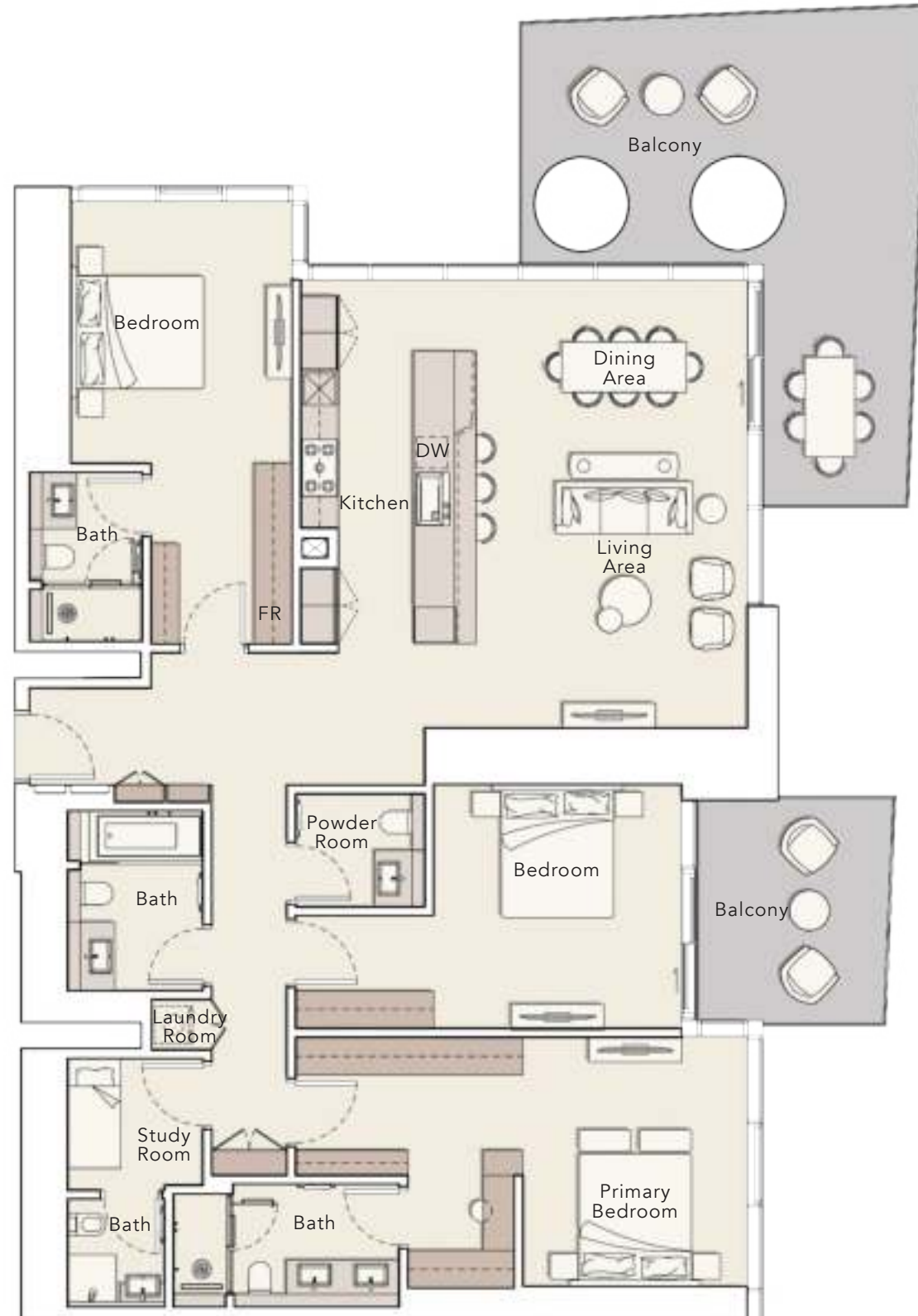
## 25<sup>th</sup> - 32<sup>nd</sup> FLOOR

2506  
2508



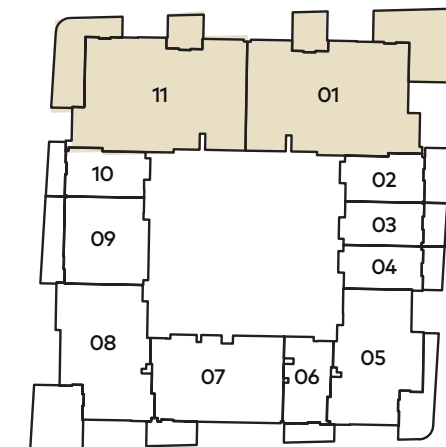
# 3 BEDROOM + S

TYPE A



Internal Living Area : 2070.22 Sq. Ft  
Outdoor Living Area : 506.98 Sq. Ft  
Total Living Area : 2577.20 Sq. Ft

## 3<sup>rd</sup> - 13<sup>th</sup> FLOOR



3 BEDROOM + S

TYPE B

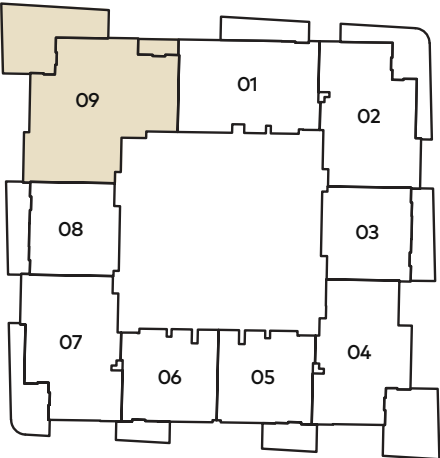
Internal Living Area : 1740.74 Sq. Ft

Outdoor Living Area : 394.39 Sq. Ft

Total Living Area : 2135.13 Sq. Ft



15<sup>th</sup> - 22<sup>nd</sup> FLOOR



15<sup>th</sup> - 22<sup>nd</sup> FLOOR

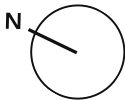
1509

23<sup>th</sup> FLOOR

2309

25<sup>th</sup> - 32<sup>nd</sup> FLOOR

2501



PENTHOUSE  
DUPLEX LOWER LEVEL



|                      |   |                |
|----------------------|---|----------------|
| Internal Living Area | : | 5903.68 Sq. Ft |
| Outdoor Living Area  | : | 3552.20 Sq. Ft |
| Total Living Area    | : | 9455.88 Sq. Ft |

P E N T H O U S E  
D U P L E X   U P P E R   L E V E L



|                      |   |                |
|----------------------|---|----------------|
| Internal Living Area | : | 5903.68 Sq. Ft |
| Outdoor Living Area  | : | 3552.20 Sq. Ft |
| Total Living Area    | : | 9455.88 Sq. Ft |





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