



The Art of Well-Being.

HOUSE OF WELL 1

6

Design Philosophy

8

Design Principles

13

House of Well 1

35

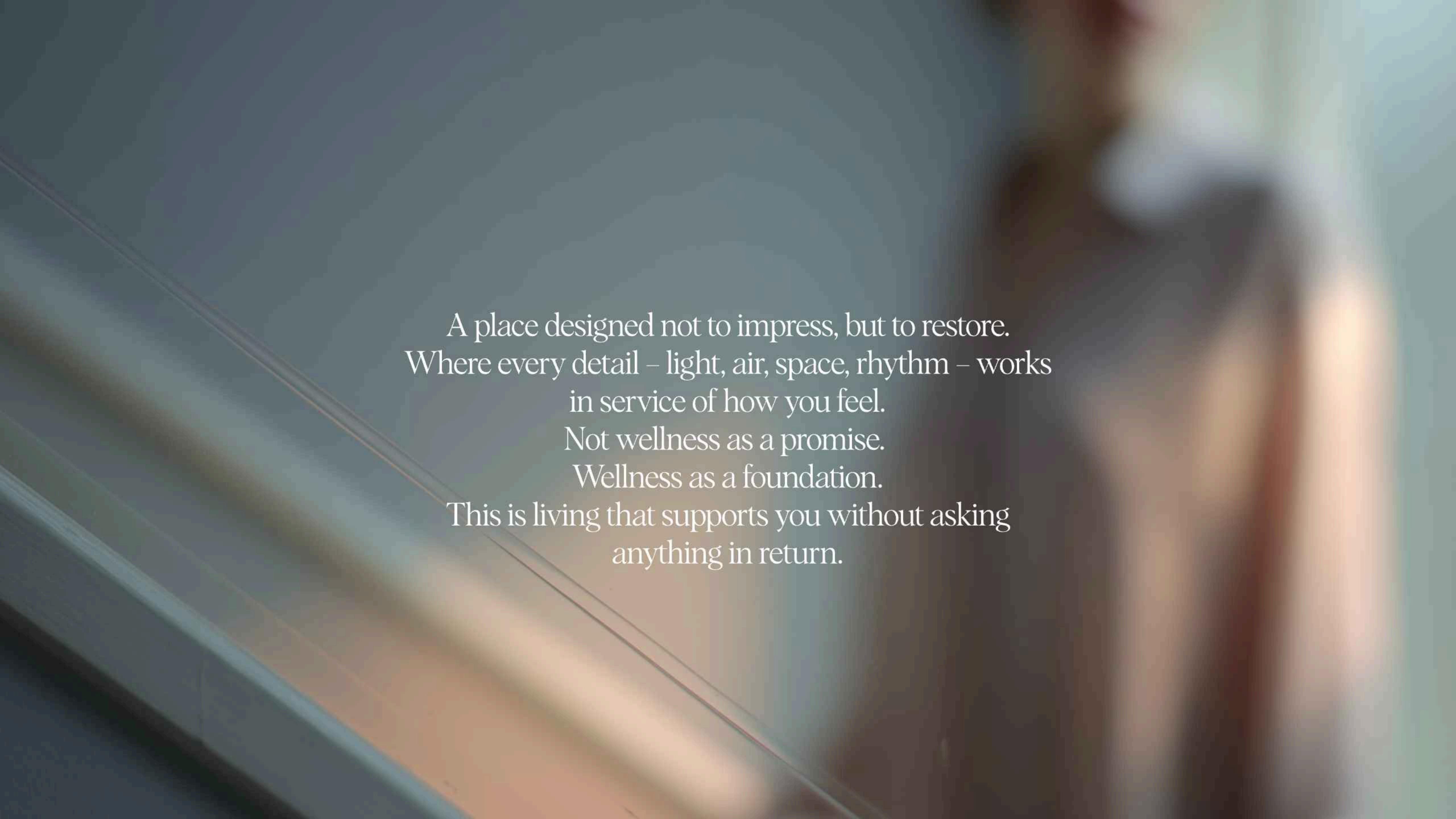
Lifestyle & Wellness Infrastructure

44

Investment Perspective

48

Meet the Developer



A place designed not to impress, but to restore.
Where every detail – light, air, space, rhythm – works
in service of how you feel.
Not wellness as a promise.
Wellness as a foundation.
This is living that supports you without asking
anything in return.

Location & Connectivity

FROM DUBAI CENTRAL ISLAND A

Dubai International Airport (DXB)	>	10-15 min
Deira Islands Mall / Night Market	>	10-15 min
Gold Souk Metro Station	>	10-15 min
Deira Old Town & Dubai Creek	>	10-15 min
Rashid Yacht & Marina	...>	05 min
Public Beaches & Waterfront Promenades on Central Island	...>	05 min
Dubai Frame	>	15 min
Cultural Venues & Galleries	>	10-15 min
City Centre Deira & Dubai Festival City Mall	>	10-15 min
Burj Khalifa	>	30 min





Dubai Islands Beach



Dubai Islands Marina

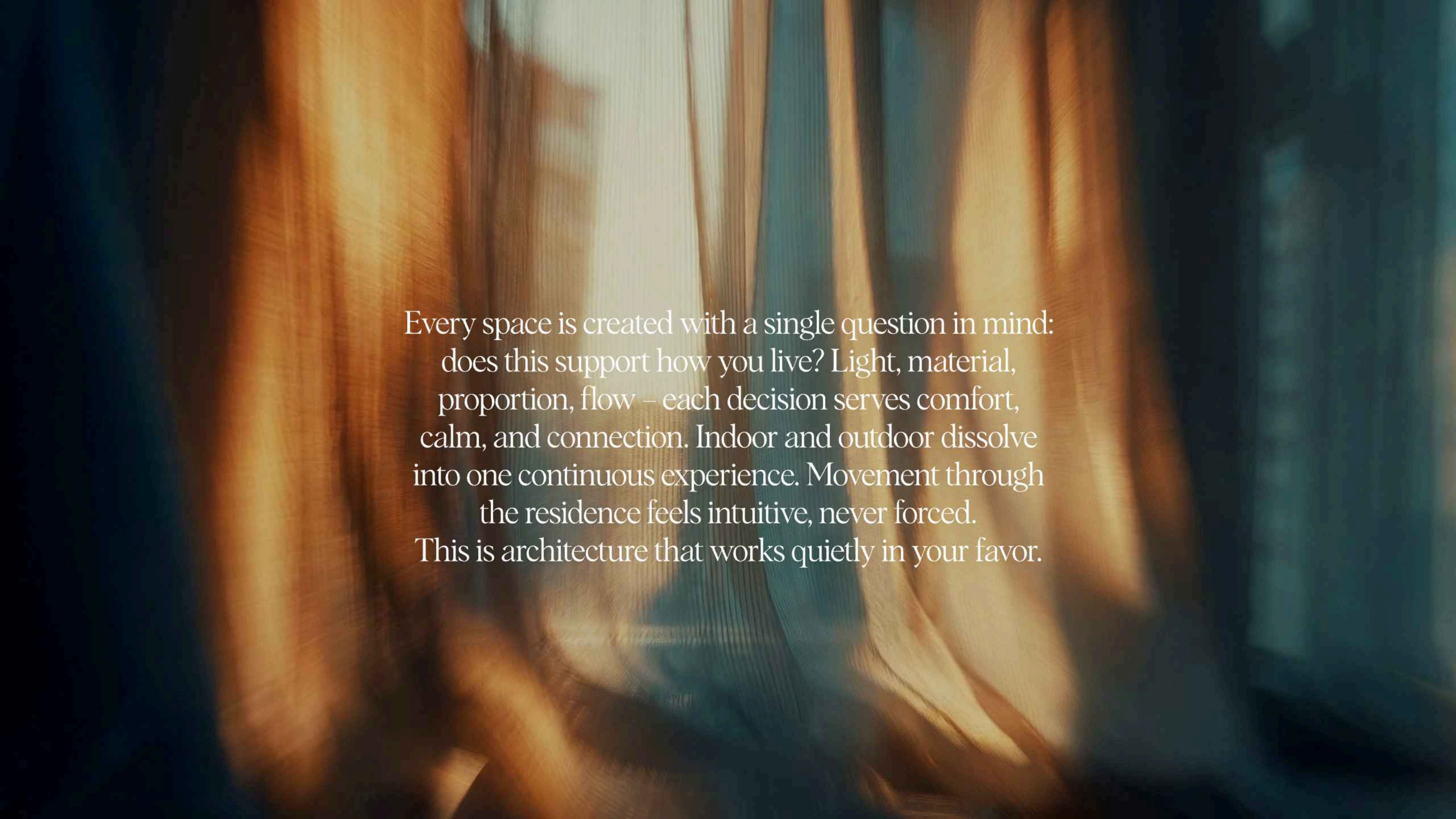


House of Well 1





Design Philosophy



Every space is created with a single question in mind:
does this support how you live? Light, material,
proportion, flow – each decision serves comfort,
calm, and connection. Indoor and outdoor dissolve
into one continuous experience. Movement through
the residence feels intuitive, never forced.
This is architecture that works quietly in your favor.

Design Principles

- 01 Distinctive USP for Each Island
Linked together by unifying design elements
- 02 Ample Choices of Luxury Island Resort Destinations & Communities
Accommodating a variety demand of waterfront and island lifestyle preference
- 03 Uniquely Themed Village Cores & Social Clubs
Providing a range of public and private hubs for social gathering, entertainment, retail and services
- 04 Blue & Green Oasis Island Living
Creating seamless connection between indoor living and outdoor environment
- 05 Multimodal Connectivity within Each Island & Between the Islands
Creating a network of marinas, promenade and pathways for water transportation, walking and biking opportunities
- 06 Maximize Waterfront Accessibility & Amenities Programs for Inland Neighborhoods
Increasing premium and attractiveness for the overall development
- 07 Enriched Waterfront Living, Recreational & Spatial Experience
Creating a wide variety of assets, amenities and programs along the islands' waterfront

What Makes House Of Well Different

A clubhouse-led wellness residence where daily life is organized around wellbeing, not amenities.

The Clubhouse at HOUSE OF WELL is designed as a lifestyle infrastructure. It supports daily routines through architecture, spatial logic, and curated environments — not occasional experiences.

KEY DIFFERENTIATORS:

- Clubhouse as a daily lifestyle hub, not a social space only
- Wellness principles integrated into planning, circulation, and design
- Spaces designed for routine use, not visual impact
- Balance of activity, recovery, focus, and calm
- Community formed naturally — without forced interaction
- Consistency over novelty — designed for long-term living, not short-term impressions



Wellness Concept. Wellness Built Into the Architecture.

HOUSE OF WELL is designed as a living environment where architecture, technology, nature, and human wellbeing operate as one system. It is a residential concept where wellbeing is engineered into everyday life.

A NEW STANDARD OF LUXURY LIVING

Luxury here is not defined by excess or finishes.

It is measured by balance, comfort, longevity, and quality of life. A home designed to support how residents feel, not just how it looks.



How Wellness Is Delivered

- Architecture designed to maximize natural daylight and circadian alignment
- Advanced air purification and filtration systems
- Acoustic planning to reduce noise and mental fatigue
- Balanced temperature and humidity control for long-term comfort
- Biophilic design with natural materials, greenery, and water elements
- Smart home systems adapting to daily routines and habits
- Dedicated quiet zones for focus, reflection, and calm
- Wellness standards applied consistently across all residential and shared spaces



UNIT TYPOLOGY & LAYOUTS

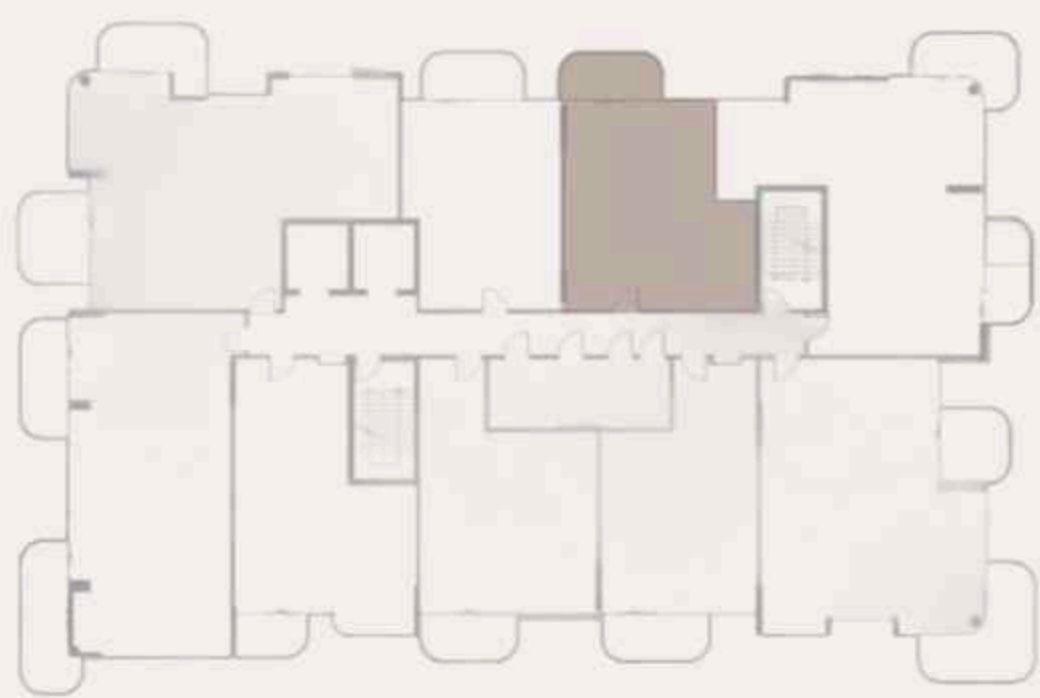
House of Well 1

77 UNITS

1 BR (30 units)

size 732 sq. ft. - 936 sq. ft.

view Sea view, canal view, park view



FLOOR PLAN



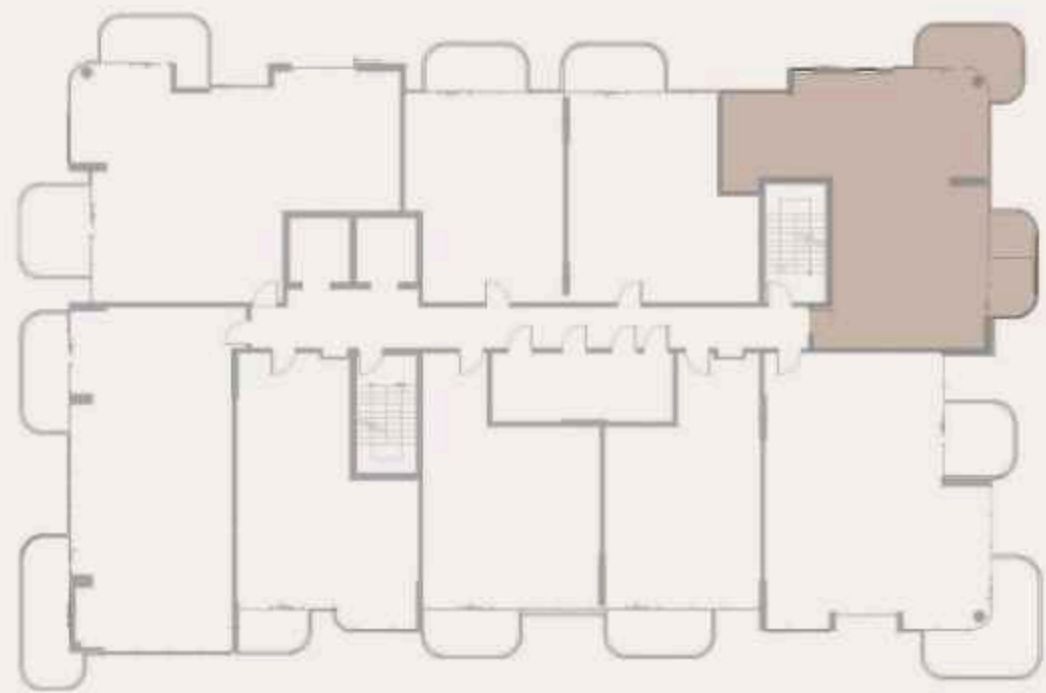
1 BR (30 units)



2 BR (34 units)

size 1238 sq. ft. - 2508 sq. ft.

view Sea view, canal view,
park view, open view



FLOOR PLAN



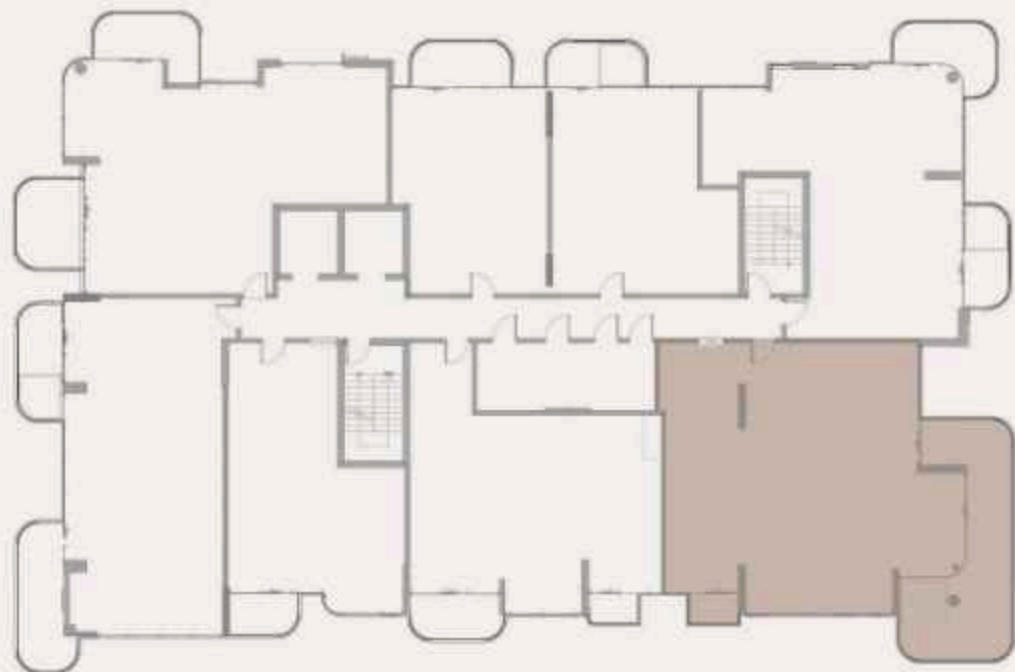
2 BR (34 units)



3 BR (5 units)

size 1819 sq. ft. - 2120 sq. ft.

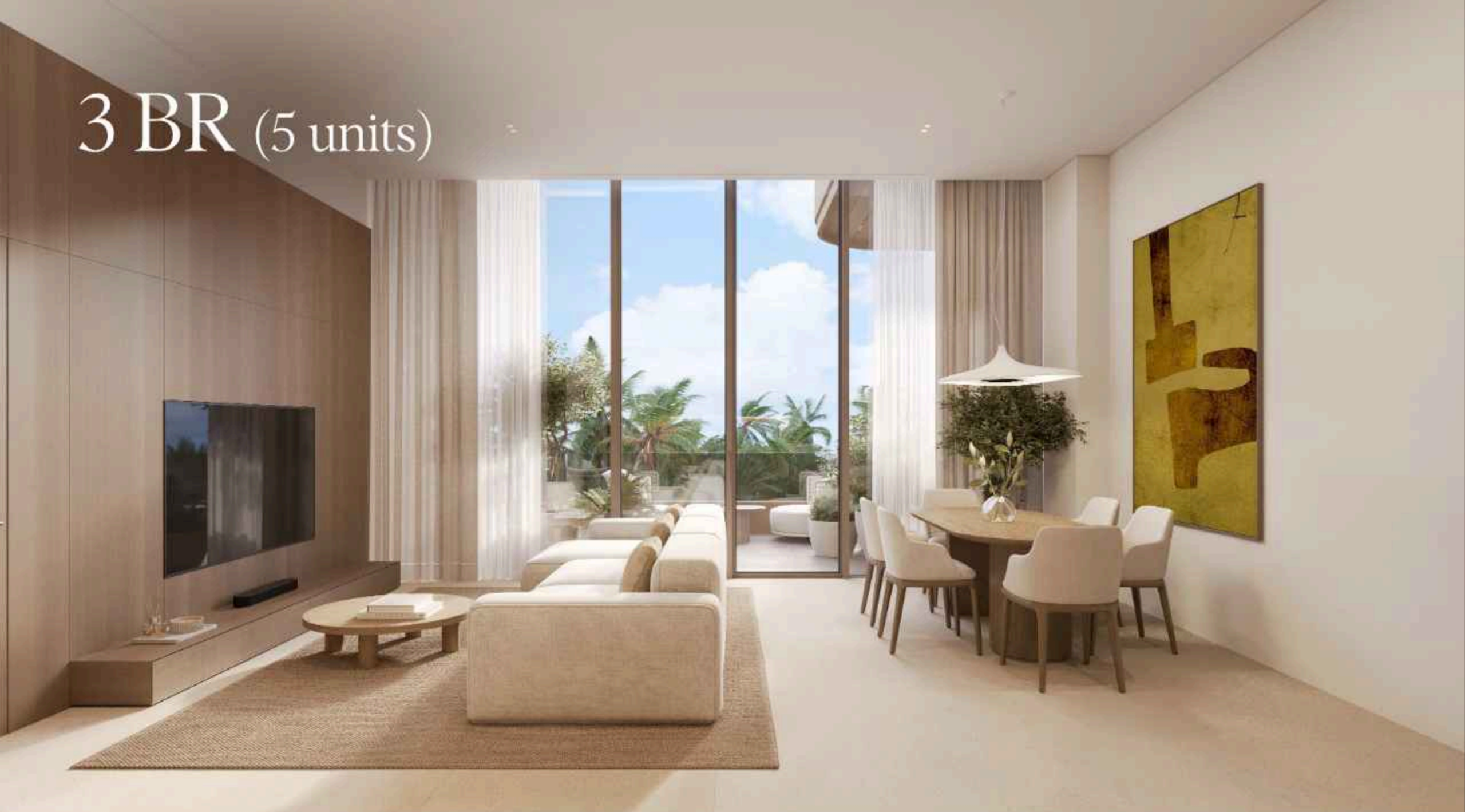
view Canal view, park view,
sea view



FLOOR PLAN



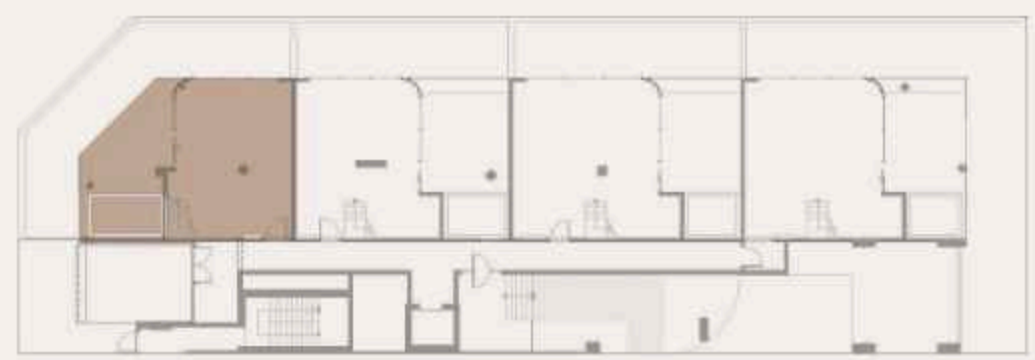
3 BR (5 units)



3-BR Podium Villas (4 units)

size 2077 sq. ft. - 2260 sq. ft.

view Park View



1ST FLOOR



2ND FLOOR



3-BR Podium Villas (4 units)



4-BR Penthouse (4 units)

size 2389 sq. ft. - 2777 sq. ft.

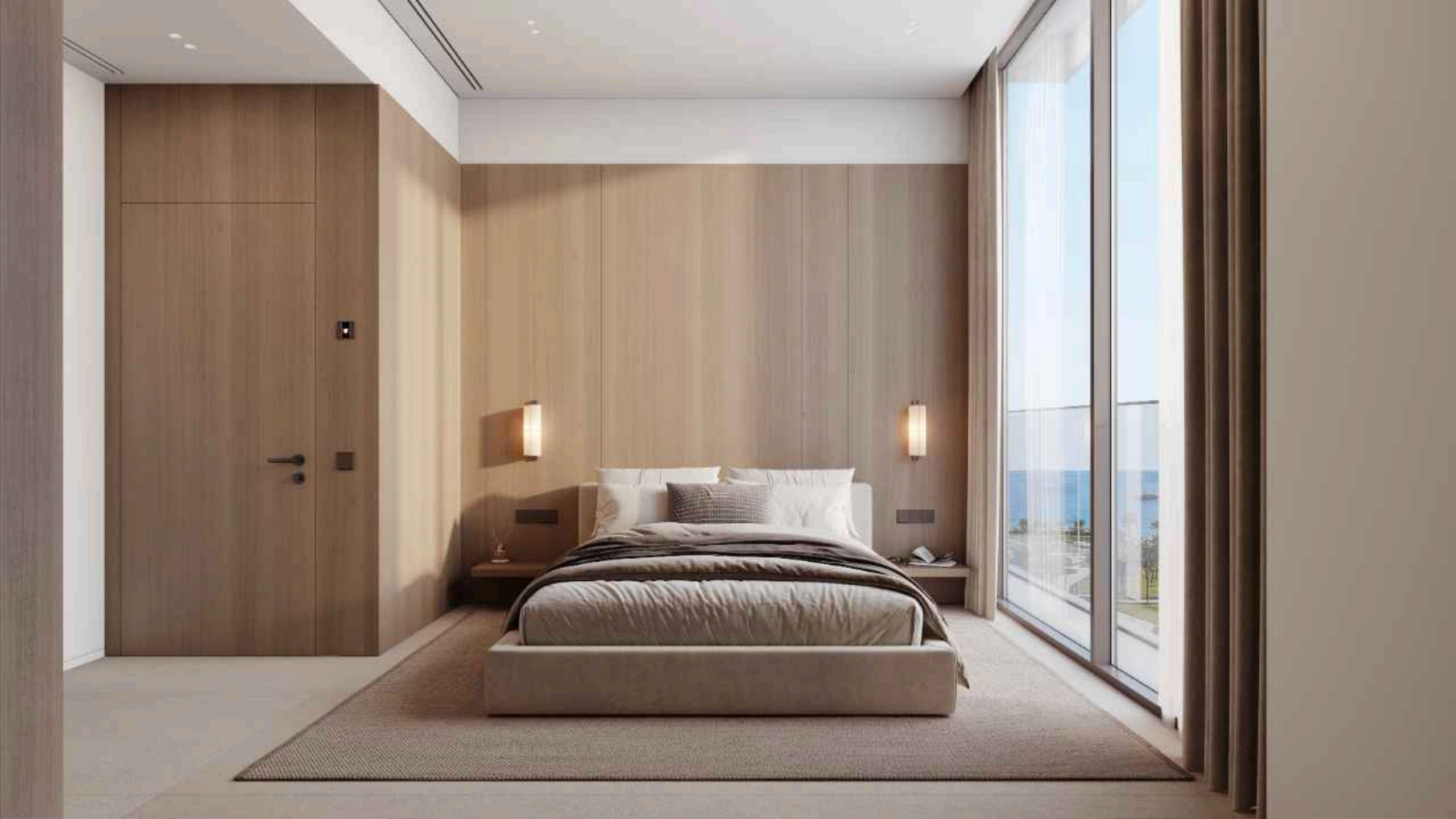
view Sea view, canal view,
park view



FLOOR PLAN



4-BR Penthouse (4 units)





Lifestyle & Wellness Infrastructure

The infrastructure at HOUSE OF WELL is designed as an extension of daily life. Each space supports movement, recovery, focus, and connection — forming a cohesive environment where wellbeing is integrated into routine living, not separated into occasional experiences.

Key Lifestyle Spaces

150 sqm Gym & CrossFit Area

Designed for regular strength training, functional movement, and long-term fitness

Cinema Zone & Library

Calm spaces for mental reset, focus, and quiet social connection

Main Lobby

A welcoming arrival space reflecting the project's calm, hospitality-led character

Kids Zone

Safe, thoughtfully designed spaces supporting play, creativity, and development

Swimming Pool

A balanced environment for movement, recovery, and relaxation

Spa, Massage & Infrared Sauna

Recovery infrastructure integrated into everyday life

Parking

Efficient, intuitive circulation designed for comfort and ease





Gym & CrossFit Area

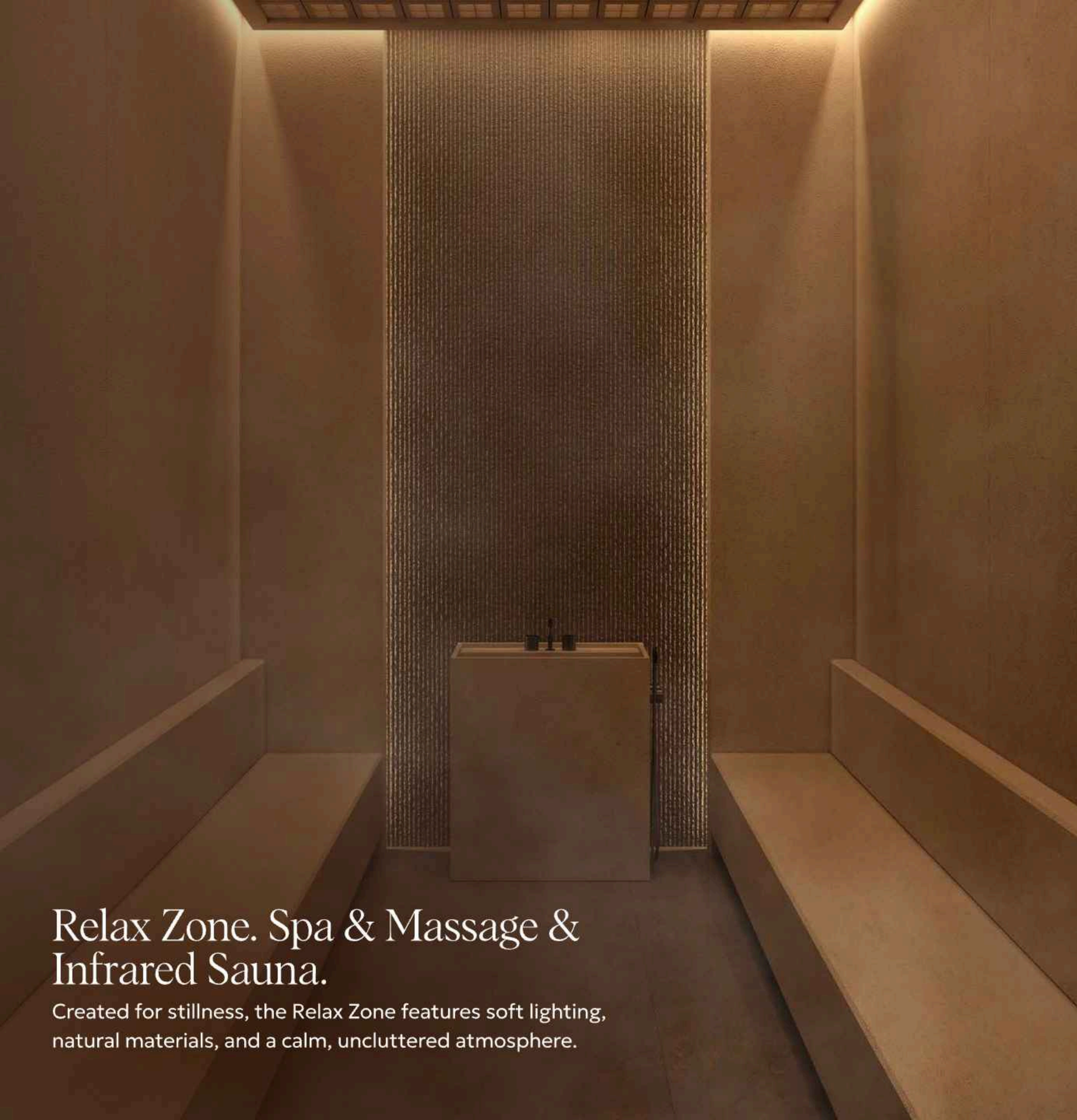
Designed to support a healthy lifestyle, the clubhouse offers spaces for strength, movement, and recovery — from the open CrossFit area to a 150 sqm gym built for regular training.



Tea Lounge zone. Cinema zone. Library.

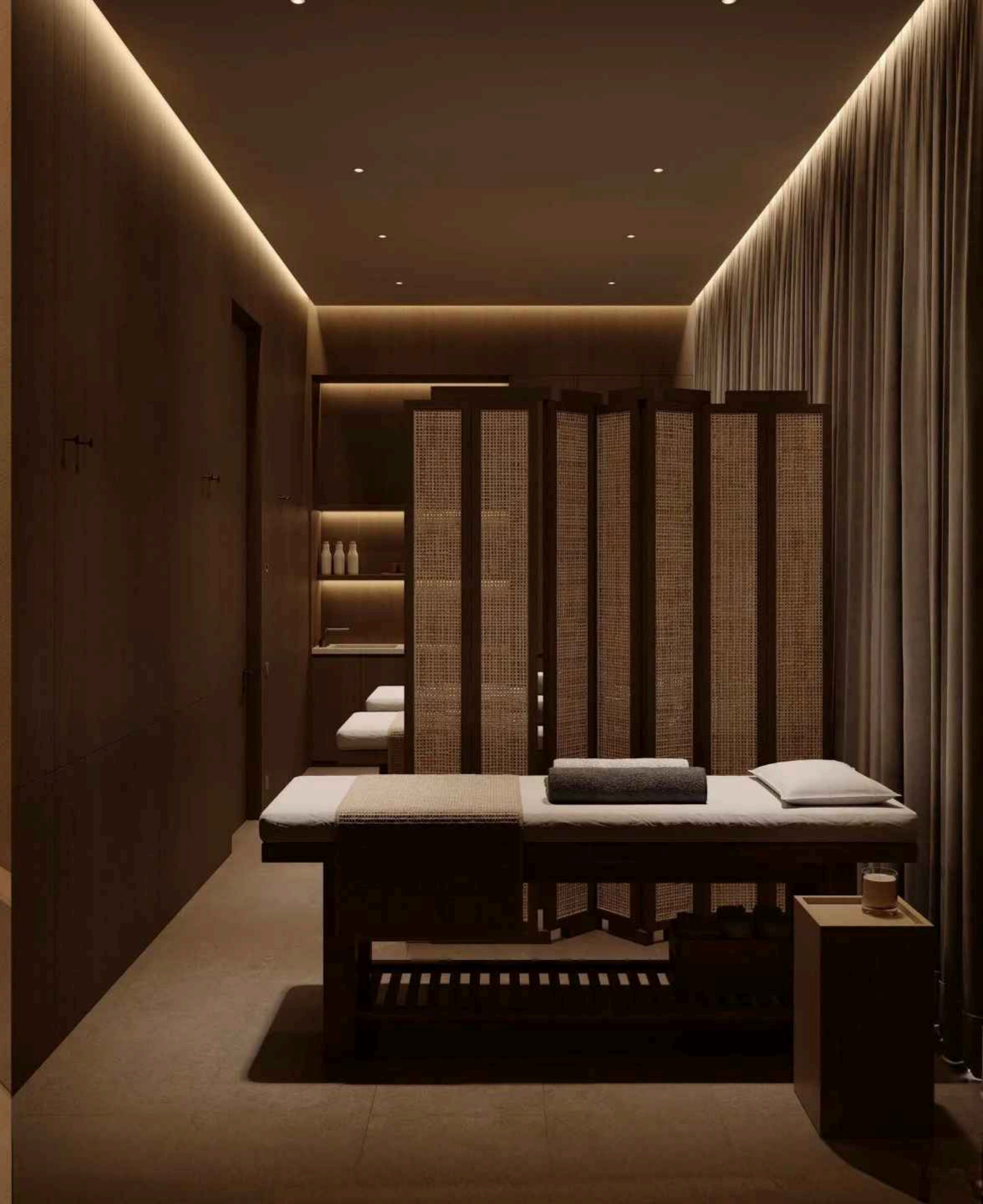
At HOUSE OF WELL, meaningful connection happens naturally within the home. The Tea Lounge is thoughtfully designed as a calm, welcoming space — supporting both relaxed conversation and quiet productivity.

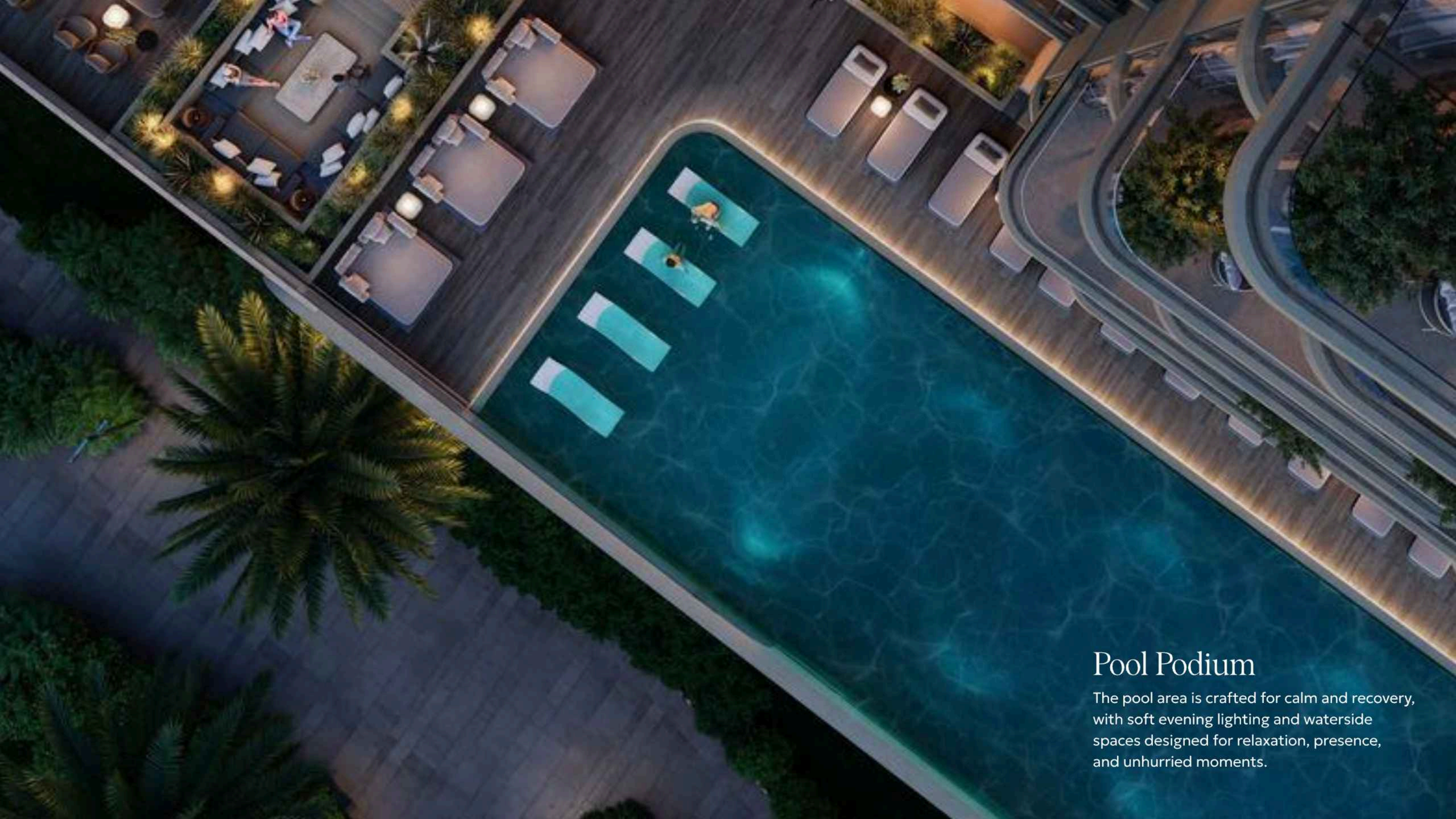




Relax Zone. Spa & Massage & Infrared Sauna.

Created for stillness, the Relax Zone features soft lighting, natural materials, and a calm, uncluttered atmosphere.





Pool Podium

The pool area is crafted for calm and recovery, with soft evening lighting and waterside spaces designed for relaxation, presence, and unhurried moments.

Kids zone

Natural materials, clear sightlines, and intuitive layouts create a space that encourages play and creativity while maintaining comfort and peace of mind for parents.



Parking

Thoughtfully planned parking ensures easy access, clear wayfinding, and a calm transition between home and the outside world.



Main Lobby. A welcoming arrival space.

The Main Lobby is designed as a calm and inviting point of arrival, setting the tone for the entire residence. Spacious, light-filled interiors create a comfortable environment for brief interactions, quiet pauses, or a moment of connection.





Investment Perspective

Wellness-focused residential real estate is one of the fastest-growing segments in the global luxury market.

HOUSE OF WELL is strategically positioned at the intersection of:

A prime Dubai waterfront location

Sustained demand for high-quality, ultra-premium residences

Long-term wellness and longevity-driven lifestyle trends

Built for Relevance Over Time.
This is not trend-driven real estate.

Broker Commission & Incentives

Commission Structure

- Competitive commission rate based on transaction value
- Performance-based bonuses tied to sales volume

Exclusive Broker Privileges

- Personalized access to private broker and investor events
- Priority updates on project releases, availability, and special terms
- Direct communication and dedicated broker support

Fast & Transparent Payouts

- Commission paid within 72 hours after the client's first payment
- Clear and predictable payment terms

Why Brokers Choose HOUSE OF WELL

- A clearly positioned, easy-to-sell product
- Strong end-user appeal and lifestyle-driven differentiation
- Professional, long-term partnership approach
- Different investment opportunities
- High ROI and capital appreciation for upfront payment buyers and end users.

Marketing Kit for Brokers

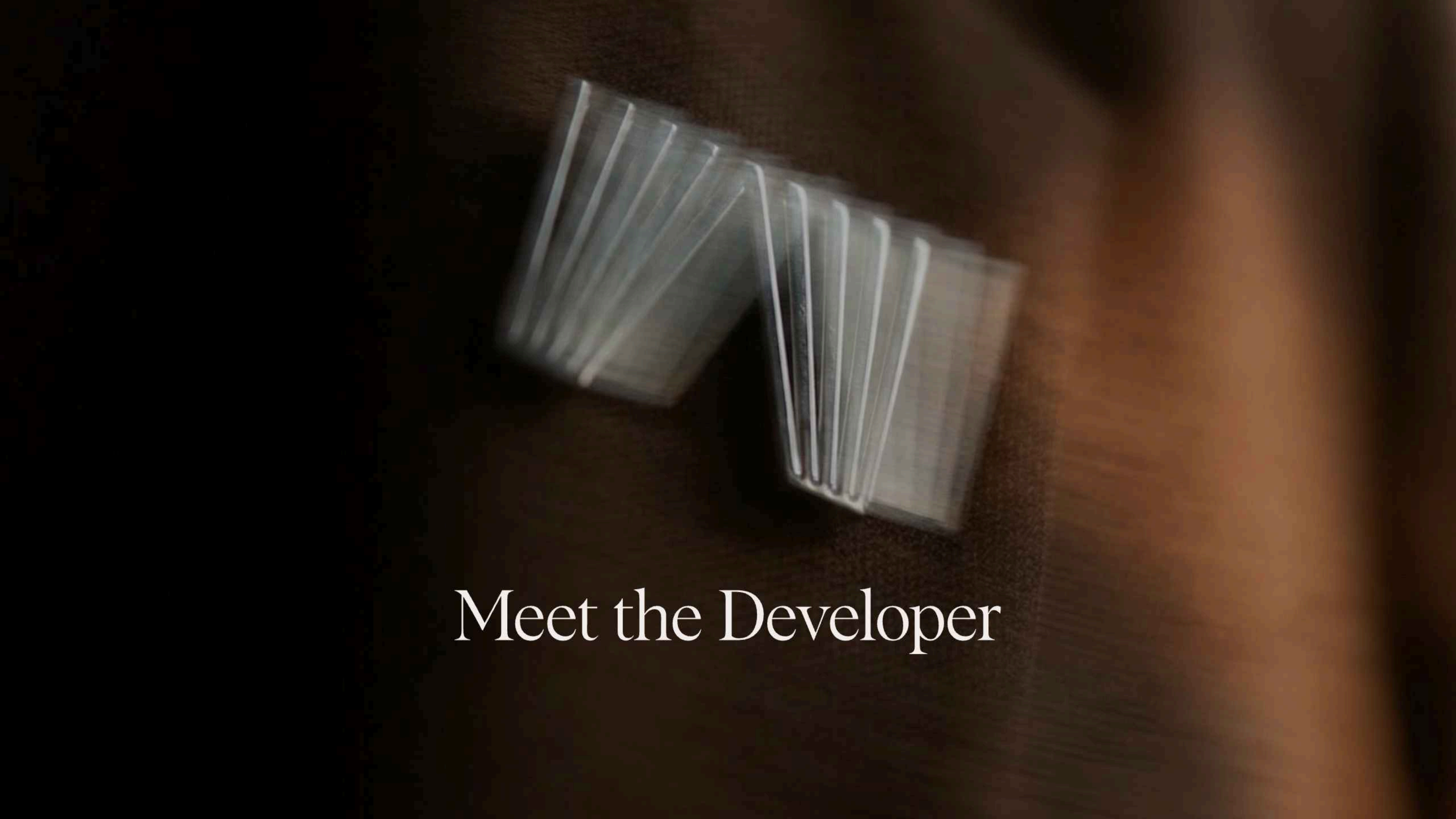
Ready-to-Use Marketing Materials

You receive access to a dedicated marketing folder with professionally prepared materials to support promotion across social media and client channels.

What's Included

- High-quality renders without logos
- Curated project videos
- Digital brochures and presentations
- Visual assets suitable for social media, listings, and direct client communication

LINK



Meet the Developer

WELL Concept is a company established by one of the biggest investors in Ukraine

GORO Development creates ambitious, world-class projects in recreation and hospitality, delivering unforgettable experiences for guests, profitable investment opportunities, and sustainable regional growth

LARGE - SCALE INVESTMENTS

\$1,5 BLN

planned investments, consisting of:

\$1 BLN

to be raised from other investors

\$500 MLN

OKKO Group investments (own and credit funds)

INTERNATIONAL APPROACH

Foreigners sometimes jokingly call the Ukrainian Carpathians the "last jungle of Europe" due to the region's underdeveloped infrastructure

To address this, our team used the highest international standards when designing the GORO resort concept, engaging Austrian experts to create world-class mountain infrastructure

International experts have outlined a formula for a successful resort: only ski infrastructure won't be profitable, so the concept needs to be all-season and holistic

The hotel design should account for the optimal number of visitors and accommodations, and the entertainment infrastructure should offer a wide range of services and attractions year-round

AUSTRIAN EXPERT TEAMS



2016

- Resort Master plan
- Ski and hotel infrastructure

2018

- Marketing research
- Business model

2020

- Ski lifts and equipment design

20+ years in the real estate & construction market

200,000+

sq.m of gross building area

19

Residential complexes

2,000+

Apartments

15,000+

sq.m of commercial property

100+

Completed projects

30+

Advanced engineering facilities

20+

Social infrastructure

200,000+

sq.m of residential property

100,000+

sq.m of office and commercial space

8,000+

sq.m of hotel complexes



Residential complex "Pasichnyi"



GORO Mountain Resort



Residential complex "Magnolia Spring"



GORO Onde Hotels



Company was founded in 2002 and has been operating in the real estate market since then. The company specializes in the design, construction, and implementation of large-scale residential projects



GORO Development creates ambitious, world-class projects in recreation & hospitality, delivering unforgettable experiences for guests, profitable investment opportunities & sustainable regional growth



☎ 800 93 55 93

📞 +971 52 169 2954

🌐 info@well-concept.ae

Dubai, Business Bay,
Bay Square 1 , Office 303