

URBAN HORIZON



ARETE

Where Urban  
Sophistication  
Meets  
Comfort



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

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## 02. The Location

Seamlessly connected, vibrantly growing, and perfectly serene.

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## 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.

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## 05. The Amenities

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

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## 06. The Developer

A visionary brand delivering innovation, craftsmanship, and excellence.

# A New Landmark in Luxury Living

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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.





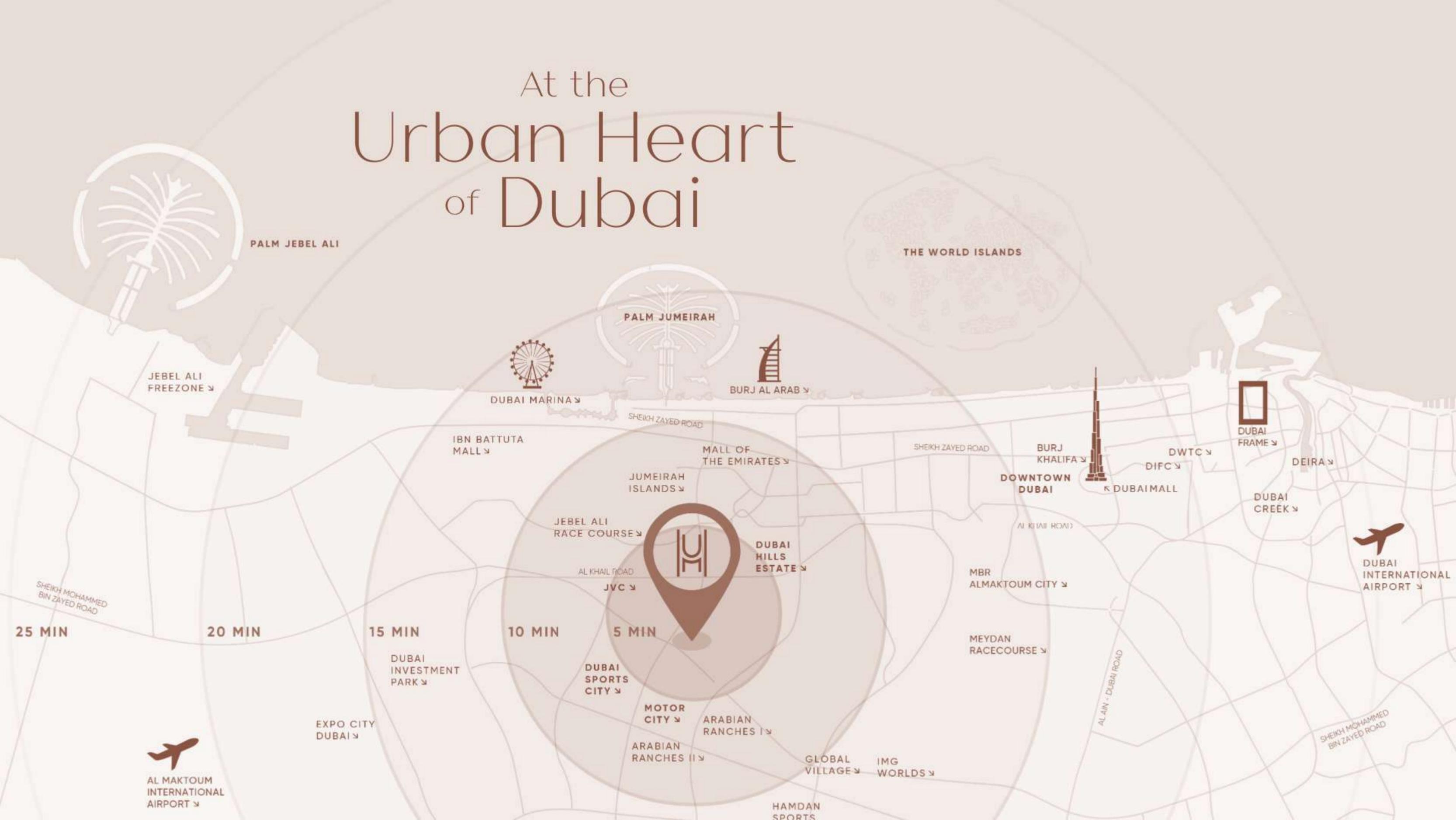
## The Crossroads of Convenience

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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



PALM JEBEL ALI

THE WORLD ISLANDS

PALM JUMEIRAH

JEBEL ALI FREEZONE

DUBAI MARINA

BURJ AL ARAB

IBN BATTUTA MALL

MALL OF THE EMIRATES

SHEIKH ZAYED ROAD

BURJ KHALIFA

DWTC

DUBAI FRAME

DEIRA

JUMEIRAH ISLANDS

DOWNTOWN DUBAI

DUBAI MALL

DUBAI CREEK

JEBEL ALI RACE COURSE

DUBAI HILLS ESTATE

JVC

MBR ALMAKTOUM CITY

DUBAI INTERNATIONAL AIRPORT

25 MIN

20 MIN

15 MIN

10 MIN

5 MIN

DUBAI INVESTMENT PARK

DUBAI SPORTS CITY

MEYDAN RACECOURSE

EXPO CITY DUBAI

MOTOR CITY

ARABIAN RANCHES I

AL MAKTOUM INTERNATIONAL AIRPORT

ARABIAN RANCHES II

GLOBAL VILLAGE IMG WORLDS

HAMDAN SPORTS

SHEIKH MOHAMMED BIN ZAYED ROAD

# Seamlessly Connected, Perfectly Positioned

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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



AL BARSHA

DUBAI HILLS  
ESTATE

GEMS World  
Academy

BARSHA

GEMS Founders  
School

Dubai School  
Al Barsha

Dubai Heights  
Academy

AL BARSHA  
SOUTH

Brighton  
College

Repton  
School

Bloom World  
Academy

DUBAI SCIENCE PARK

Al Barsha  
Govt School

WADI  
AL SAFA

My City  
Centre Mall

EMIRATES HILLS

Mediclinic  
Parkview

LIFE  
Medical Centre

Citicare  
Medical Centre

Safa Community  
School

JSS International  
School

Circle  
Mall

Aster  
Clinic

Dhruv Global  
School

Nord Anglia  
International  
School

Australian  
International  
School

ARJAN

Dubai Miracle  
Garden

Dubai  
Butterfly Garden

SPRINGS

JUMEIRAH VILLAGE  
CIRCLE

FIVE  
Hotel

MOTOR  
CITY

Dubai  
Autodrome

First Avenue  
Mall

JUMEIRAH VILLAGE  
TRIANGLE

Medcare  
Medical Centre



# Redefining Skyline

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



ARETE

MARETE

MARETE

# Your Oasis in the Sky

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





## Where Architecture Becomes Iconic

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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.**

# A Community Where Families Thrive

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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.



## Project Overview

Name  
**URBAN HORIZON**

Location  
**ARJAN,  
AL BARSHA SOUTH THIRD**

Developer  
**ARETE DEVELOPMENTS**

Project type  
**RESIDENTIAL**

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

Anticipated Completion Date  
**Q4 2027**

## Unit Overview

	No. of Units	Size Range (sqft.)
Studios	30	From 351.55 to 496.22
1 Bedroom	40	From 675.55 to 1,105.11
2 Bedroom	20	From 1,165.08 to 1,695.41

# A Beacon of Elegance

Glowing against the skyline, this architectural masterpiece shines brilliantly—even after sunset





An Elevated  
Escape for All

# Your Place of Sophistication and Comfort

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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

**U  
H**  
URBAN HORIZON

**ARETE**



Belgian Modern





Where Productivity  
Meets Possibility





## Smart Storage, Made Simple

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

A long, narrow hallway with light-colored wood paneling on the walls and floor. The ceiling is recessed with a central light fixture. At the end of the hallway, there are two dark wood doors. The door on the right has the number '1101' on it. The overall atmosphere is clean, modern, and serene.

Where  
Serenity  
Meets  
Style



109

Crafted for  
Contemporary  
Living





Studio



Live, Dine, and  
Unwind in Style





Living and Dining



Kitchen



## Study Room

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

# Laundry Room

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



Unwind, Rejuvenate,  
and Rise in Comfort





Bedroom





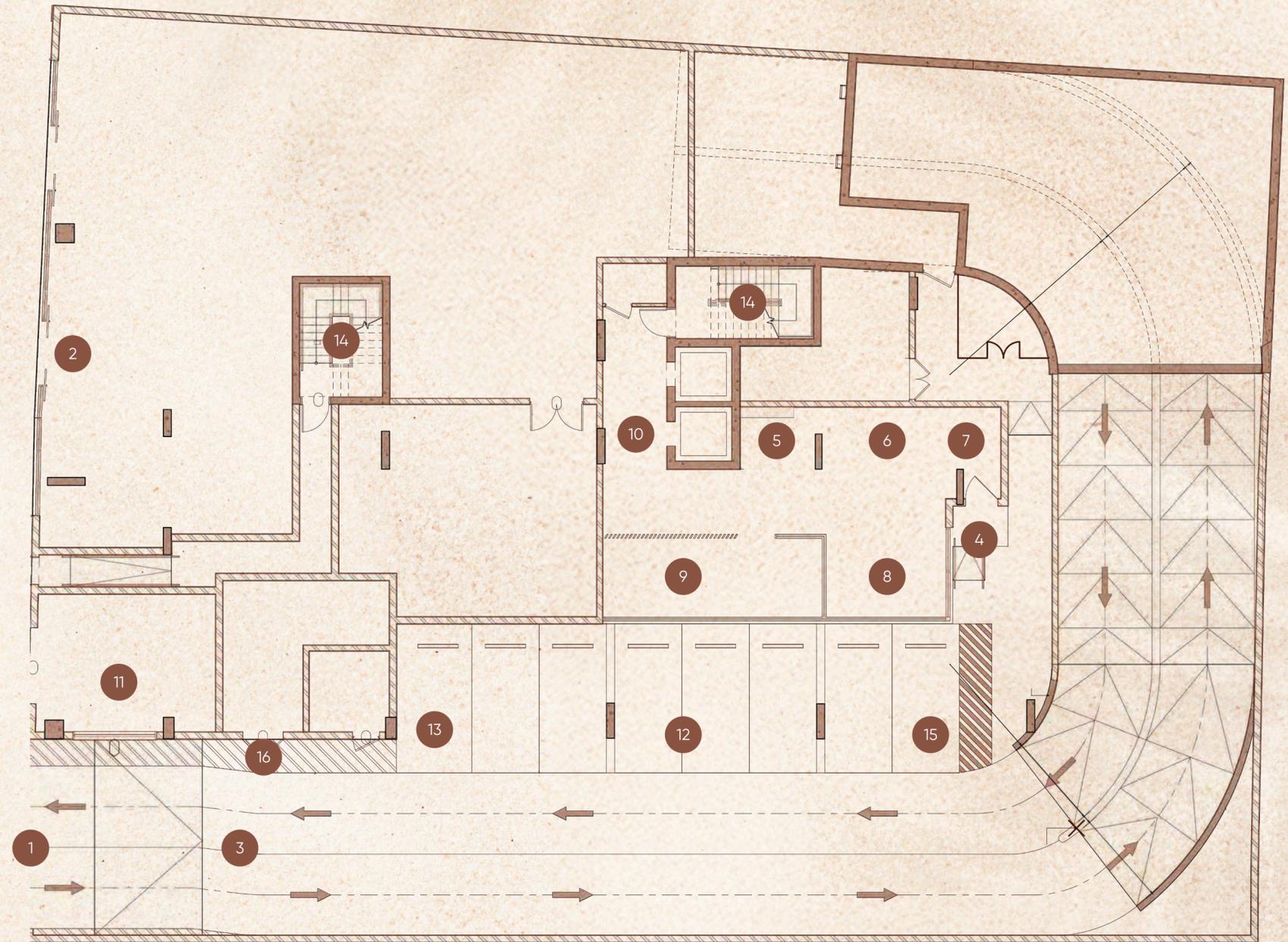
Bathroom





# Ground Floor Plan

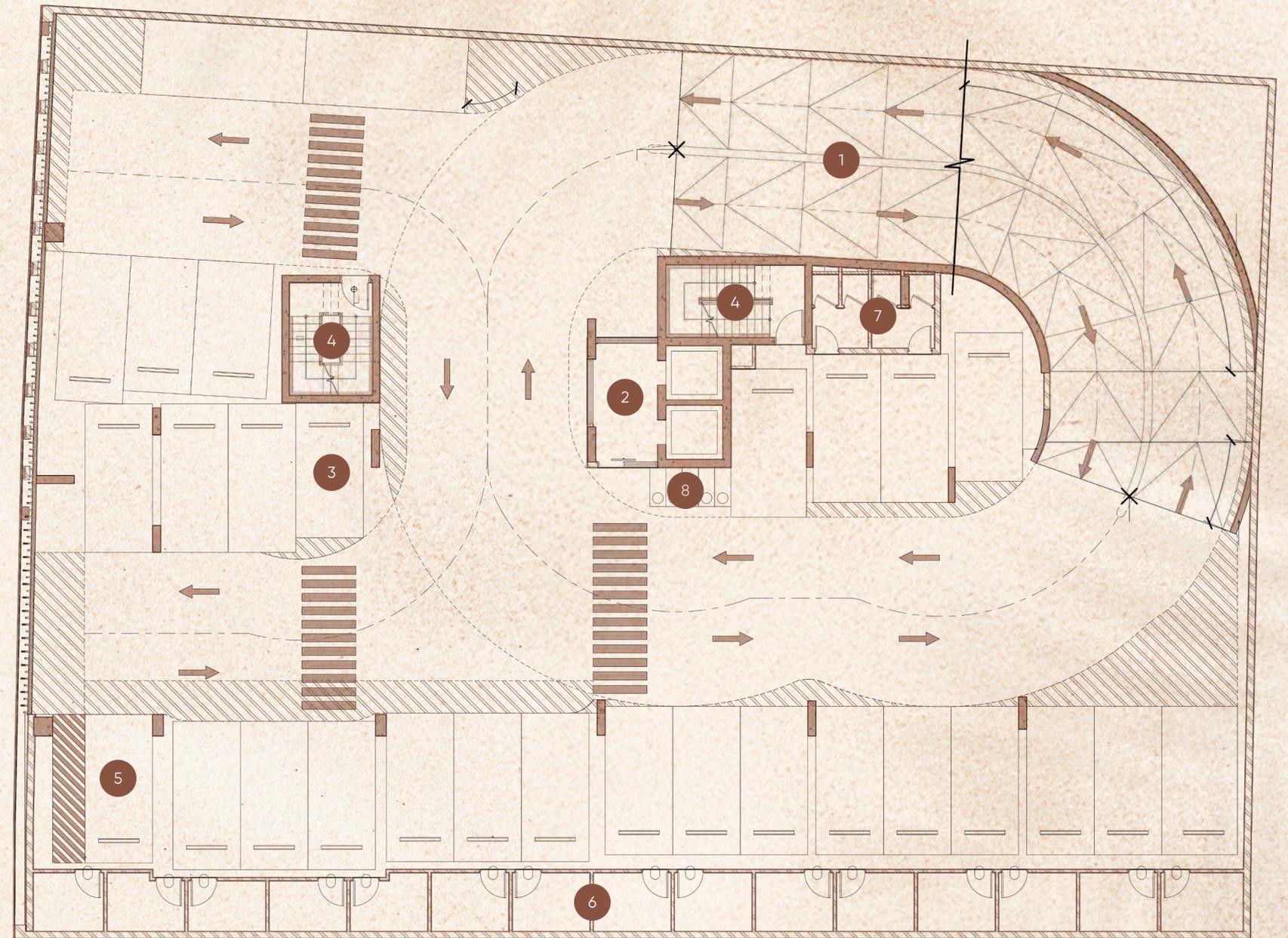
1. Main Entrance
2. Retail Promenade
3. Vehicle Entry/Exit
4. Lobby Entrance
5. Lobby Reception
6. Lobby Lounge
7. Lobby Library
8. Business Centre
9. Co-Working Space
10. Lift Lobby
11. Substation
12. Retail Parking
13. EV Charging
14. Staircase Access
15. Parking for POD
16. Cascading Waterfall





# Typical Podium Floor

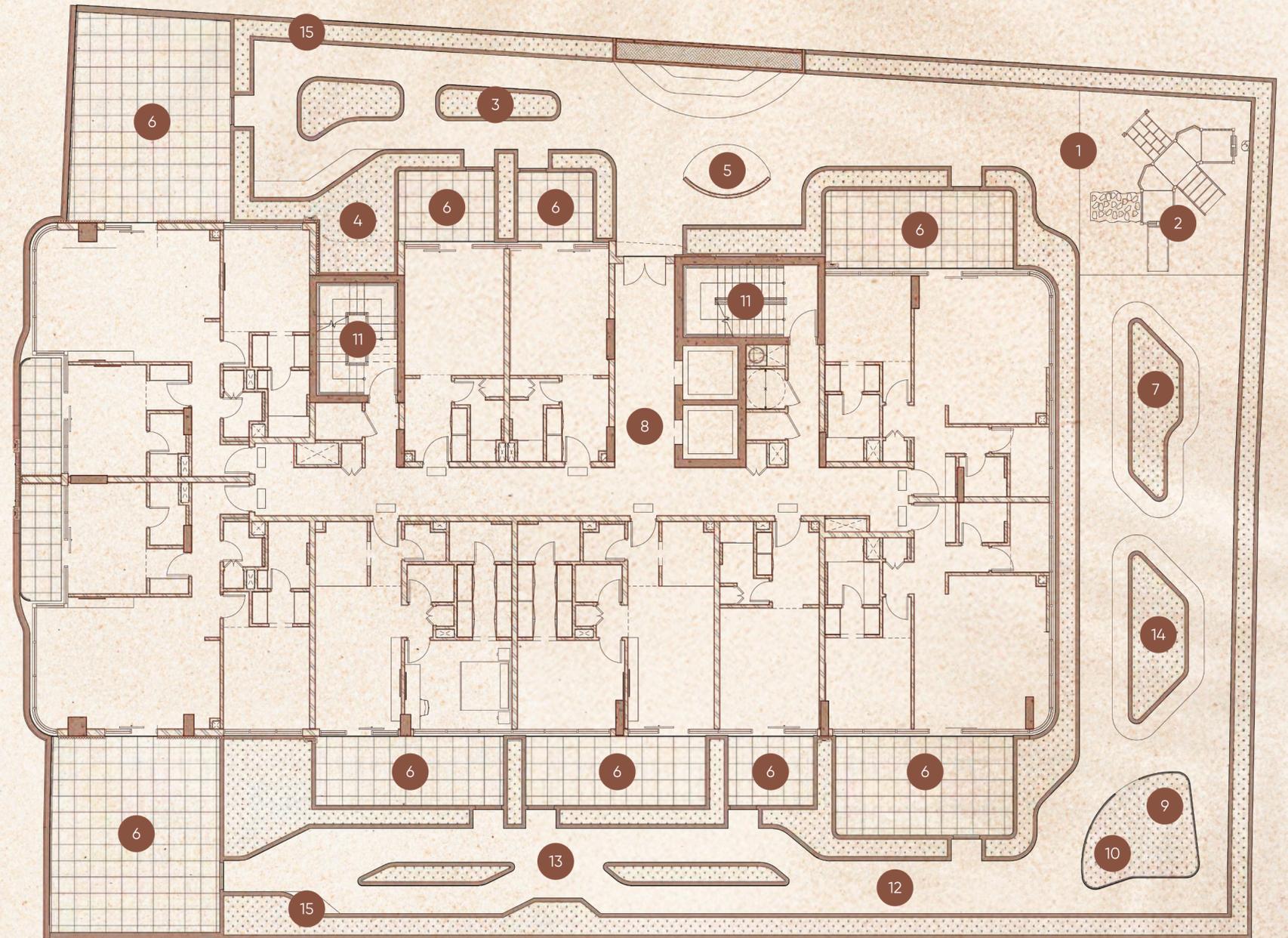
1. Vehicle Entry/Exit
2. Lift Lobby
3. EV Charging
4. Staircase Access
5. Parking for POD
6. Storage Spaces
7. Common Washrooms
8. Bicycle Parking





# First Floor Plan

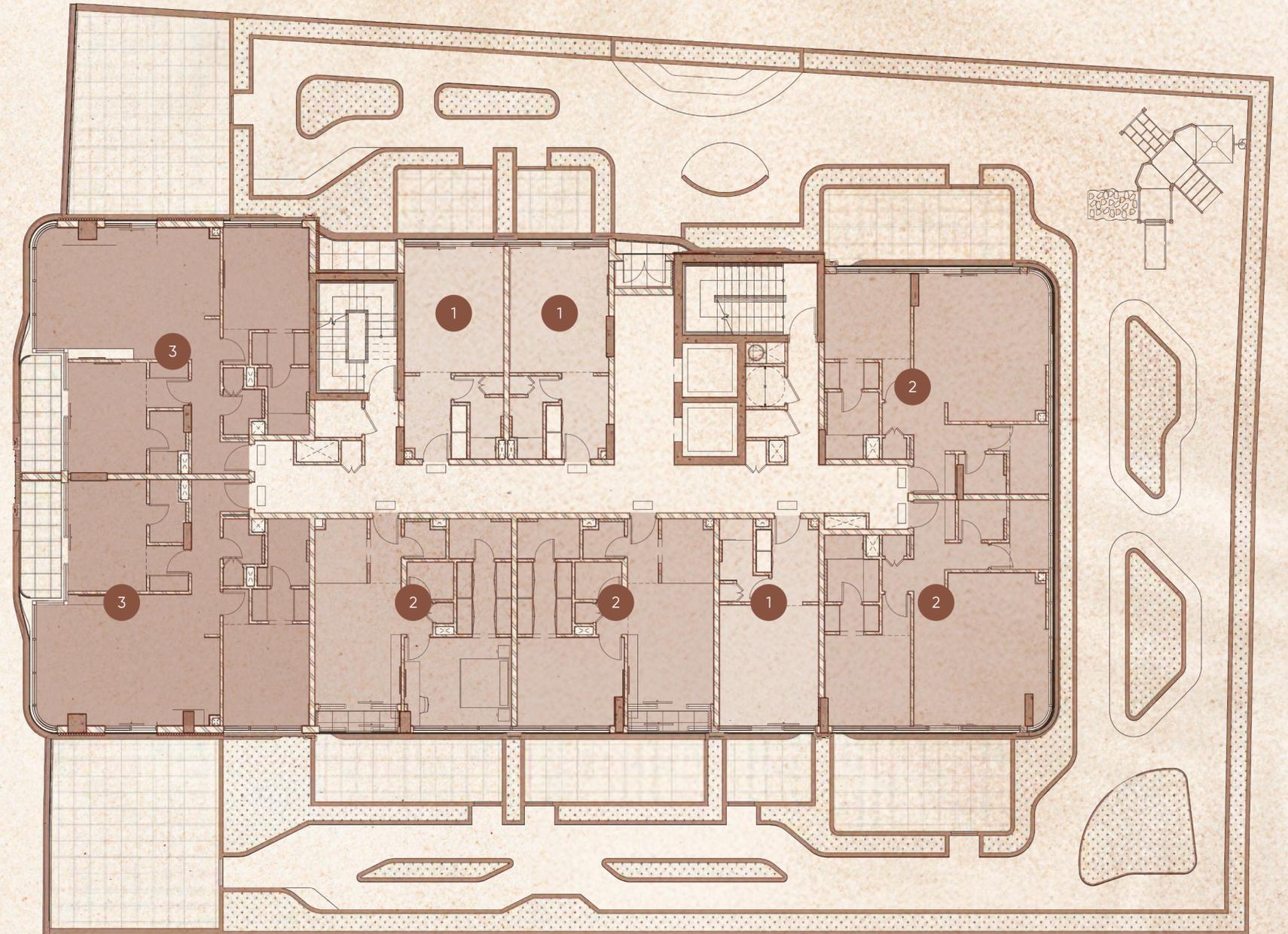
1. Outdoor Kids Play Area
2. Slide & Glide Zone
3. Mini Golf Court
4. Basketball
5. Outdoor Theatre
6. Outdoor Lounge Terrace
7. Outdoor Seating Area
8. Lift Lobby
9. Paw Arcade
10. Wag Walk Park
11. Staircase Access
12. Circulation Path
13. Reflexology Path
14. Meditation Pods
15. Picnic Table
16. Edge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





# Typical Floors

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

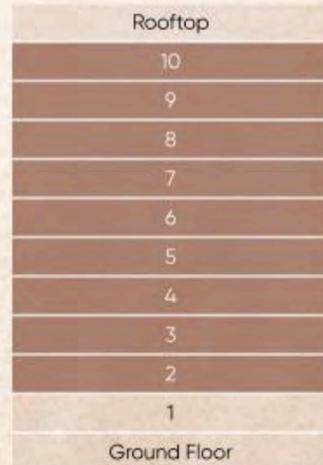


# URBAN HORIZON

## Studio | Type B02

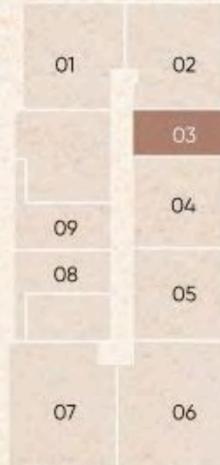
SUITE AREA	351.55 sq. ft.	32.66 sq. m.
BALCONY AREA	0 sq. ft.	0 sq. m.
TOTAL AREA	351.55 sq. ft.	32.66 sq. m.

### KEY SECTION



Dubai Downtown Side

### KEY PLAN



Palm Jumeirah Side



Dubai Autodrome View



Dubai Cricket Stadium View



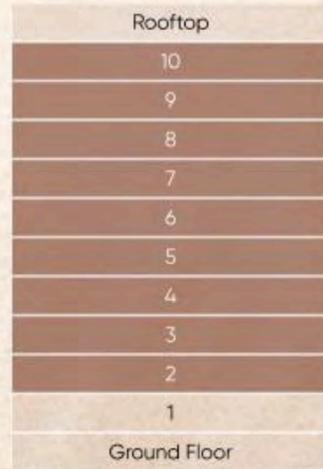
FLOOR PLAN 1. All dimensions are in imperial and metric, and measured from finish to finish excluding construction tolerances. 2. All materials, dimensions, and drawings are approximate only. 3. Information is subject to change without notice, at developer's absolute discretion. 4. Actual area may vary 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 its absolute discretion, without any liability whatsoever.

# URBAN HORIZON

## Studio | Type A02

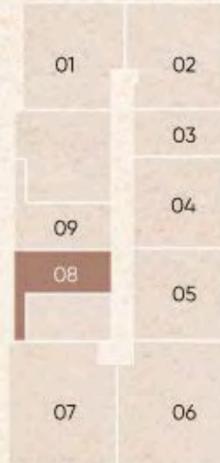
SUITE AREA	365.33 sq. ft.	33.94 sq. m.
BALCONY AREA	42.95 sq. ft.	3.99 sq. m.
TOTAL AREA	408.27 sq. ft.	37.93 sq. m.

### KEY SECTION



Dubai Downtown Side

### KEY PLAN



Palm Jumeirah Side



Dubai Autodrome View



Dubai Cricket Stadium View

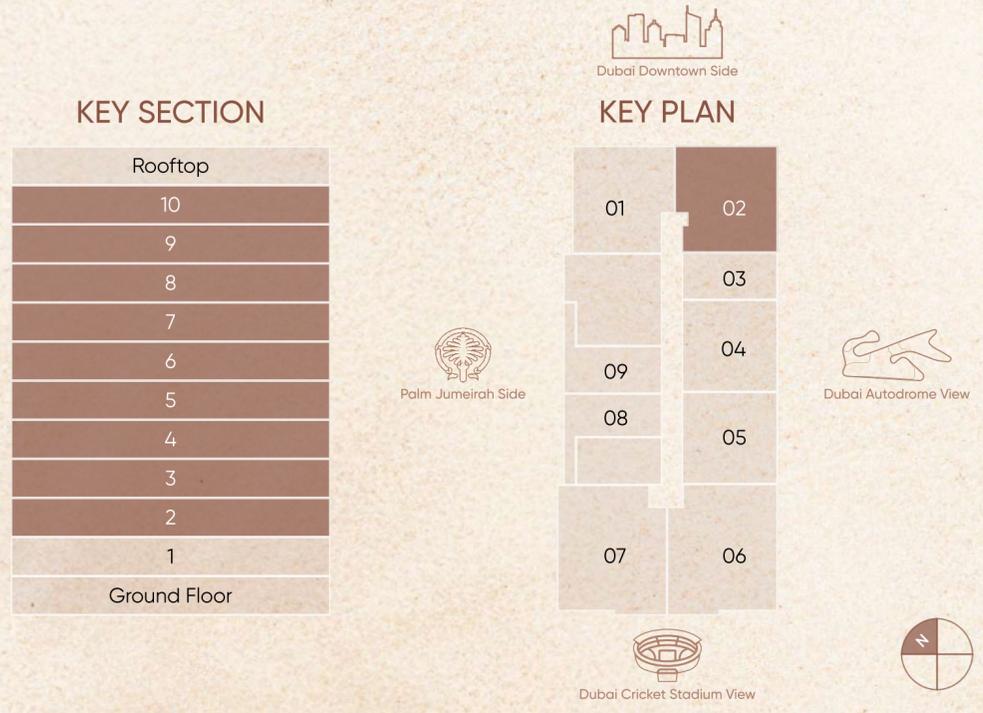


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# URBAN HORIZON

## 1 Bedroom | Type B02

SUITE AREA	766.50 sq. ft.	71.21 sq. m.
BALCONY AREA	26.80 sq. ft.	2.49 sq. m.
STORAGE AREA	77.99 sq. ft.	7.25 sq. m.
TOTAL AREA	871.29 sq. ft.	80.95 sq. m.



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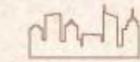
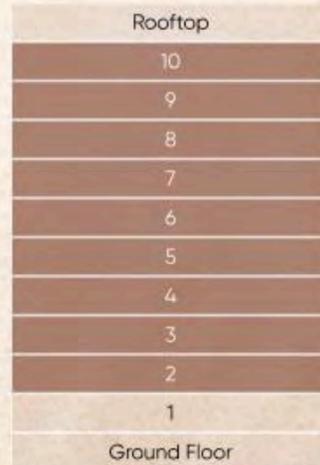


# URBAN HORIZON

## 1 Bedroom | Type A02

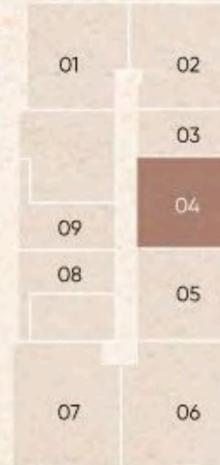
SUITE AREA	647.56 sq. ft.	60.16 sq. m.
BALCONY AREA	27.99 sq. ft.	2.60 sq. m.
TOTAL AREA	675.54 sq. ft.	62.76 sq. m.

### KEY SECTION



Dubai Downtown Side

### KEY PLAN



Palm Jumeirah Side



Dubai Autodrome View



Dubai Cricket Stadium View



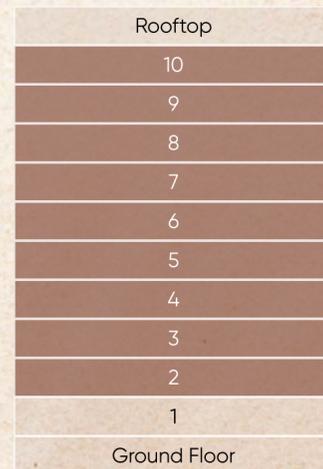
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# URBAN HORIZON

## 2 Bedroom | Type B02

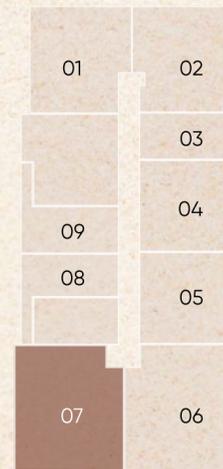
SUITE AREA	1,011.27 sq. ft.	93.95 sq. m.
BALCONY AREA	77.18 sq. ft.	7.17 sq. m.
STORAGE AREA	82.99 sq. ft.	7.71 sq. m.
TOTAL AREA	1,171.44 sq. ft.	108.83 sq. m.

### KEY SECTION



Dubai Downtown Side

### KEY PLAN



Palm Jumeirah Side



Dubai Autodrome View



Dubai Cricket Stadium View

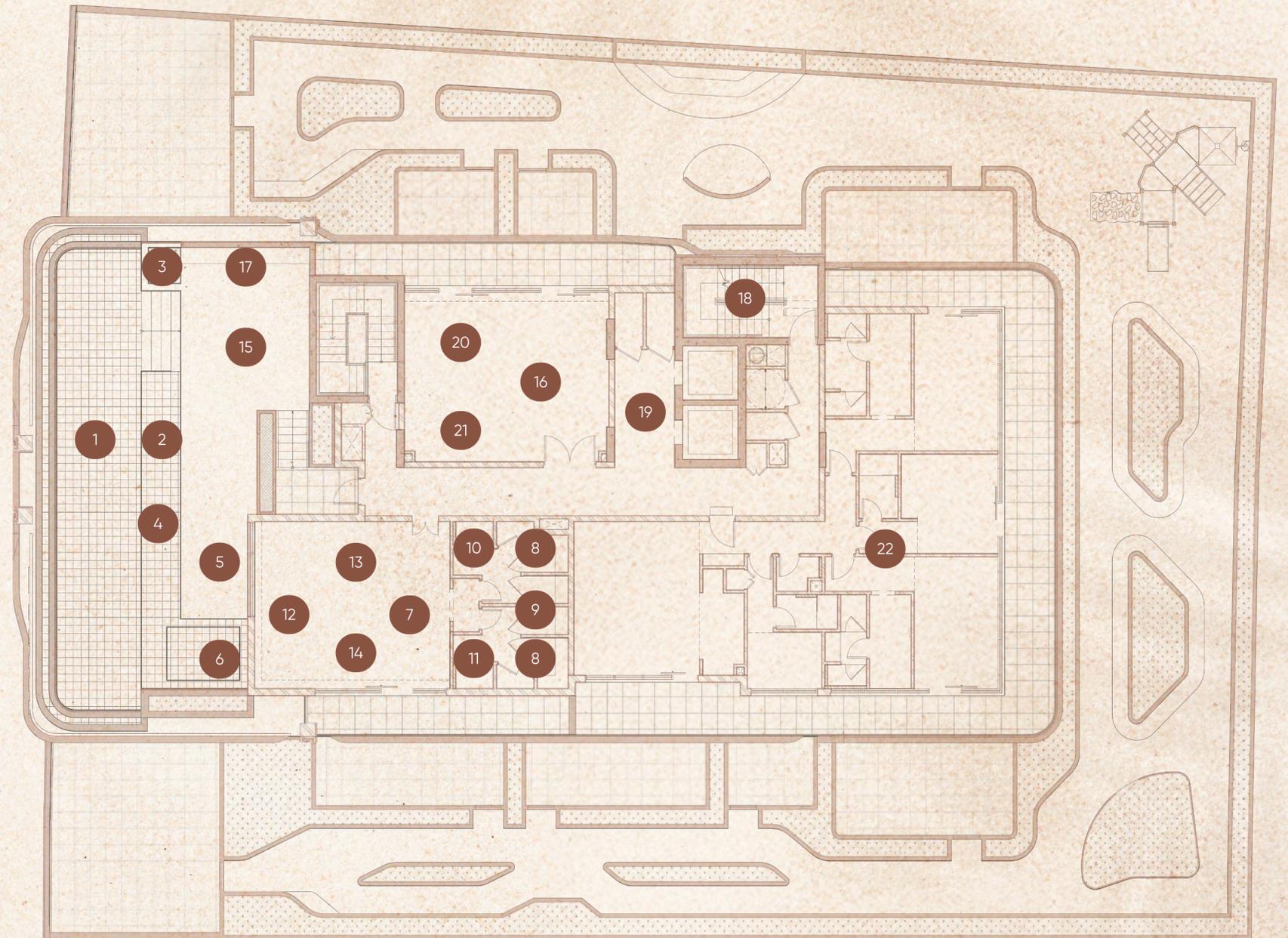


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# Roof Floor Plan

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



Gym



Infinity  
Swimming Pool



Outdoor Kids  
Play Area



Retail  
Promenade



Branded  
White Goods



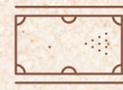
Yoga  
Studio



Co-Working  
Space



Pet's Park



Snooker  
Table



EV Charging  
Station



Business  
Centre



Carvan  
BBQ Area



Steam  
and Sauna



Outdoor  
Theatre



Smart  
Homes



Transportation  
Services



Gaming  
Arcade



Splash Pool



Bicycle  
Parking



Storage  
System



Fitness  
Studio



Lobby  
Library



Meditation  
Pods



Basketball  
Court



Outdoor  
Lounge



Reflexology  
Path



Picnic  
Table



Pool Sun  
Loungers



Cascading  
Waterfall



Cabanas



## Space to grow, play and unwind

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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.





# 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



A wide-angle photograph of an outdoor swimming pool at sunset. The pool is in the foreground, with a tiled deck and several lounge chairs. The water is calm, reflecting the sky. In the background, the ocean stretches to the horizon under a sky filled with soft, colorful clouds. The sun is low on the horizon, creating a warm glow. A tree branch is visible in the top left corner, and some foliage is on the right side.

# Swimming Pool

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

A  
Playful  
Haven  
for  
Little  
Explorers





# Gather and Grill

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

# Paws, Play, and Plenty of Splash!



Under the Stars,  
Beyond the  
Screen



# Unwind, Connect, and Enjoy

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





URBAN HORIZON





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.**

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“Built on Excellence.  
Inspired by Legacy.”

