

# KETURAH RESERVE

- APARTMENTS -

WELCOME TO KETURAH RESERVE TRANSFORMATIONAL LIVING  
THROUGH THE DESIGN OF SPACE

- MASTER PLAN -



## WELCOME TO KETURAH RESERVE

transformational living through the design of space

Mohammed Bin Rashid City District 7 (MBR7)  
25.2048° N, 55.2708° E

KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS



KETURAH RESERVE  
47XM+3QH - NAD AL SHEBA - MEYDAN DUBAI  
25.2048° N, 55.2708° E

**KETURAH**  
RESERVE

Mohammed Bin Rashid City District 7 (MBR7)  
25.2048° N, 55.2708° E

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DESIGN PROCESS

## THE MEANING OF KETURAH

KETURAH is an Arabic word for the fragrance traditionally diffused throughout the home to welcome guests, a subtly poetic gesture.

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RESERVE



## THE MESSAGE

"Keturah Reserve is uniquely conceived and designed.

Each detail has been crafted with care to elevate and enrich the lives of every generation of our residents.

Our vision is for Keturah Reserve residents to be the happiest, best fulfilled people in Dubai."

**Talal Al Gaddah**  
Founder and CEO



# PORTFOLIO

## KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS

### THE BRIEF

keturah Reserve  
Meydan  
Dubai  
Keturah Reserve at Meydan

### DESIGN CONCEPT

Naturally Sustainable from inception  
The Flow, Air, Light, Colour, Light, Space

MU 09, MU 10  
2 BEDROOM  
3 BEDROOM  
4 BEDROOM

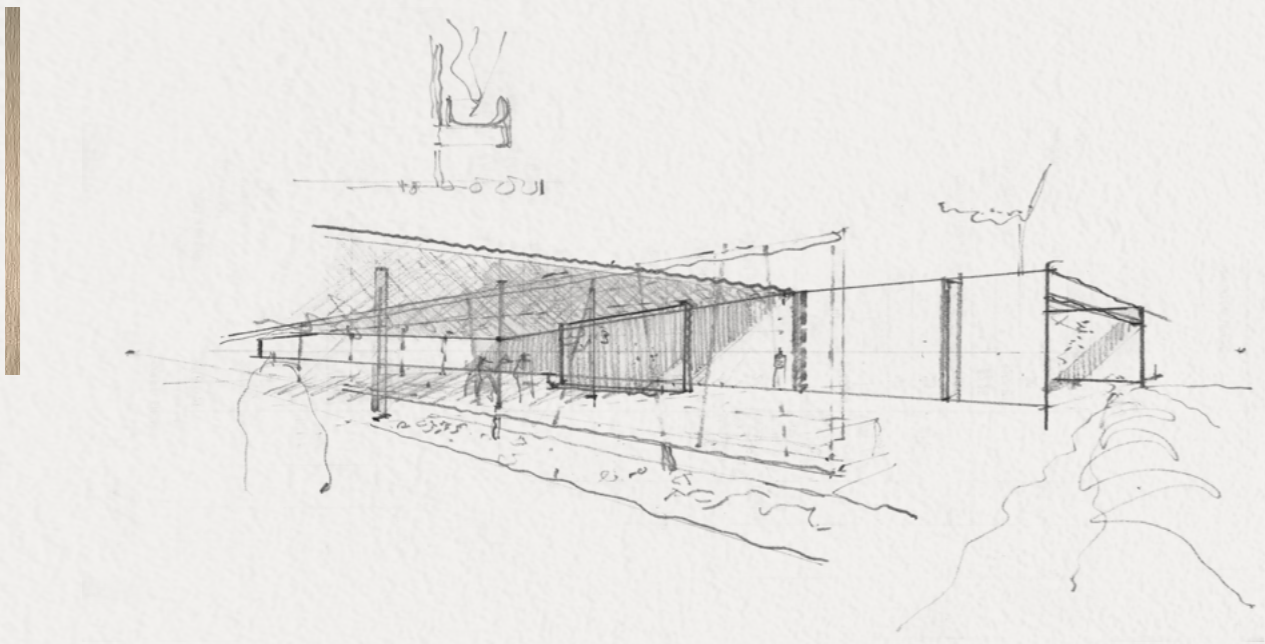
### DESIGN AND TECHNICAL DEVELOPMENT

### MEYDAN HOME-OWNER

### KETURAH RESERVE'S SERVICES AND AMENITIES

### PAYMENT PLAN

### CONTACT



## THE BRIEF

Dubai is the capital of innovation, one of the most dynamic and exciting cities in the world.

Equally, Keturah Reserve at Meydan is the most innovative and exciting New Luxury development in Dubai, with a brand-new concept, transformational living through the design of space.



## BIO LIVING

### AT KETURAH RESERVE

Bio Living is inspired by Biophilic Design, the concept of creating architecture and interiors to enable residents to connect with the surrounding nature. All five human senses are engaged by nature, improving physical and mental well-being and adding real value to resident's lives.



THE FIRST NEW LUXURY BIO LIVING  
RESIDENTIAL DEVELOPMENTS IN  
THE MIDDLE EAST

Dubai is the capitol of innovation, one of the most dynamic and exciting cities in the world.

Equally, Keturah Reserve at Meydan is the most innovative and exciting New Luxury development in Dubai, with a brand-new concept, transformational living through the design of space.



BIO LIVING RESPECTS ALL  
LIFE FORMS, FLORA,  
FAUNA AND HUMAN

Bio Living respects all life forms equally, flora, fauna and human. Living in harmony with nature, we heal, restore and regenerate.



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## WHY DUBAI

Dubai is the City of the Future, one of the most exciting, inspirational and successful cities in the world, the global headquarters of crypto currency in DMCC.

Its thriving expat community of over 200 nationalities comprises 80% of the population. Dubai is a pioneer for future urban living with sustainable development an integral part of its Green 2040 Vision.



## THE STORY OF MEYDAN

Meydan is an Arabic word for an open, urban forum for public discussion that traces its origin to the Ottoman Empire.

Keturah Reserve at Meydan is one of Dubai's most exclusive addresses. Meydan is a new sustainable and environmentally friendly development owned by his Highness Sheikh Mohammed bin Rashid Al Maktoum.

It encloses the world-renowned Meydan Racecourse and Grandstand, home of the Dubai World Cup horse racing event.



## KETURAH RESERVE AT MEYDAN

Keturah Reserve is uniquely located at Meydan, the only residential development in Dubai with a direct 9-minute link to Downtown, with four separate exits onto the city's main thoroughfares.

1. KETURAH RESERVE BY MAG
2. MAG LOGISTICS
3. MAG 318
4. BURJ KHALIFA
5. DUBAI WATER CANAL
6. MEYDAN ONE MALL
7. MEYDAN GRANDSTAND
8. MEYDAN GOLD COURSE
9. EMIRATES FINANCIAL TOWERS BY MAG
10. DUBAI DESIGN DISTRICT
11. DUBAI SANCTUARY
12. AL AIN / DUBAI HIGHWAY
13. AL KHAIL HIGHWAY
14. AL MEYDAN ROAD
15. SHEIKH ZAYED ROAD
16. ETIHAD RAIL MAIN STATION



### **ACCESSIBILITY**

Dubai International Airport, 21 minutes

Downtown, 7 minutes

DIFC (Dubai International Finance Center), 12 minutes

Business Bay, 15 minutes

The Beach, 20 minutes

Blue waters, 30 minutes

### **ART AND CULTURE**

Museum of The Future, 20 minutes

Dubai Public Library, 25 minutes

OliOli® - Experiential Play Museum, 20 minutes

Butterfly Garden, 30 minutes

Alserkal Avenue, 20 minutes

### **MALLS**

Dubai Mall, 20 minutes

Dubai Hills Mall, 15 minutes

Meydan One Mall, 15 minutes

### **EDUCATION**

Gems-Wellington-Private School, 17 minutes

The English College, 15 minutes

Dubai International Private School, 17 minutes

Hartland International School Dubai, 16 minutes

Swiss International Scientific School, 15 minutes

### **HEALTHCARE**

Medicare Hospital, 15 minutes

Emirates Hospital Clinics, 17 minutes

Mediclinic City Hospital, 19 minutes

American Hospital Dubai, 19 minutes

King's College Hospital, 9 minutes

### **GOLF CLUBS**

Meydan Golf, 10 minutes

Dubai Hills Golf Club, 15 minutes

Emirates Golf Club, 24 minutes





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KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS

KETURAH  
GYM  
GROCERY  
APARTMENT  
LOBBY ENTRANCE  
MEDITATION  
BUSINESS AREA  
MEDITATION  
BUSINESS AREA  
SPA  
YOGA

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KETURAH RESERVE

BIO LIVING  
DESIGN PROCESS



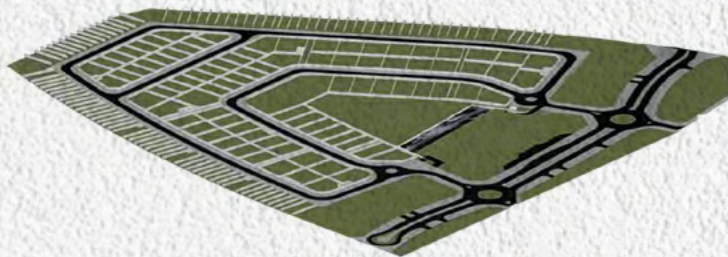
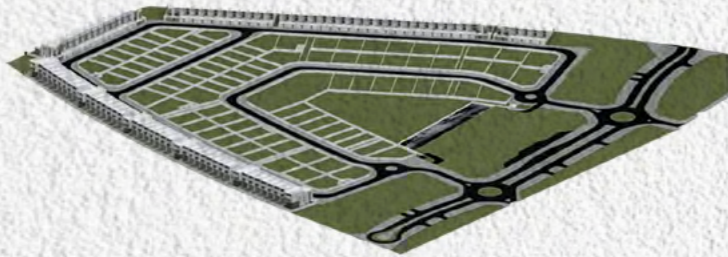
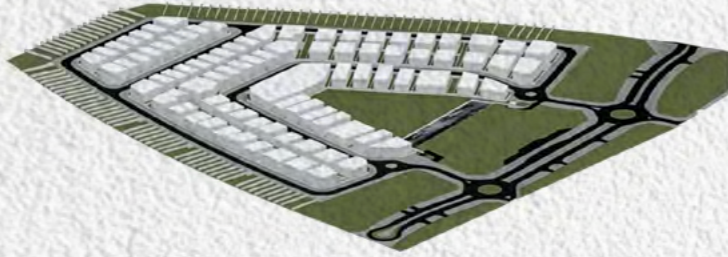
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# KETURAH RESERVE

## DESIGNED FOR EVERY GENERATION

Every resident, women, men, and children of all ages will find their perfect niche in Keturah Reserve



### SPORTS

- GYM
- Swimming
- Squash
- Padel Tennis



### FOOD & BEVERAGE

- Restaurants
- Kiosks
- Juice Bars



### SUPPLEMENTARY SERVICES

- Family & Kids Pool
- Ladies Pool
- Sauna & SPA
- Family Lounges
- Clinic
- Kids Area
- Green Areas
- Co-Working Stations
- Gaming Rooms & VR Areas



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## AQUA BIKE

As with the architecture, activities on offer at Keturah Reserve such as the WaterBike Pool, Pilates Studio, Silk Rope classes, rooftop meditation and yoga space, are designed to develop and strengthen the body's core from the inside out.

A person is seen from behind, sitting in a meditative lotus position on a light-colored floor. They are positioned in the center of a large, open space with high, white, textured walls that meet at sharp angles. A large, irregular opening in the wall reveals a lush, green landscape with several trees and a bright sun shining through the foliage, creating a lens flare effect. The overall atmosphere is serene and minimalist.

## INVIGORATE SPACE

The meditation and yoga at the Invigorate Space, to develop and strengthen the body's core from the inside out.



## INDOOR KIDS PLAY AREA

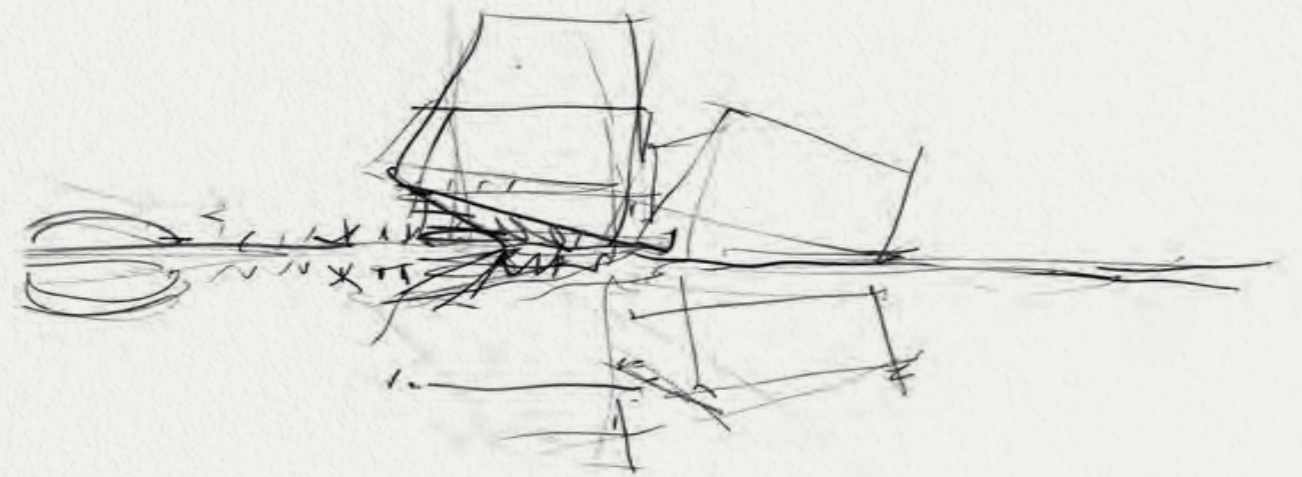
The indoor Play Space with textile playground sculptures by the award-winning artist, Toshiko MacAdam





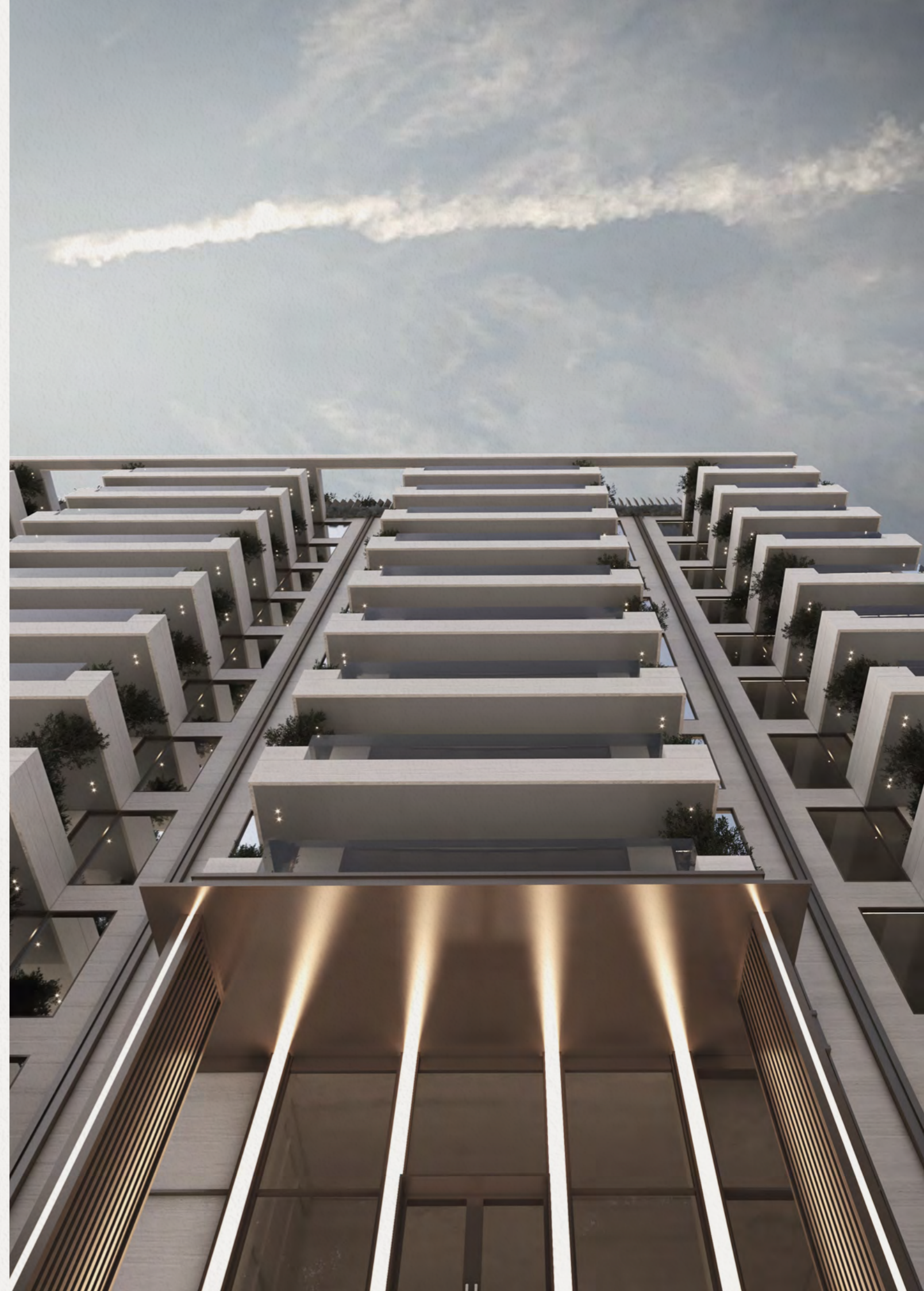
## KETURAH RESERVE SUPERHOMES, DESIGNED FROM THE INSIDE OUT

Keturah Reserve Superhome apartments are fully furnished and open plan without corridors or hallways, optimizing the flow of passage. Furniture and fixtures are custom-designed for each space. They blend perfectly into the interior, freeing the flow of movement, and elevating the resident's physical and mental well-being.





Both the interior and exterior facades are crafted from the same raw materials and colours to subtly merge the architecture with the surrounding desert landscape. Travertine, wood and bronze link inside with outside, as does the restrained color palette of bleached bone, champagne and bronze.



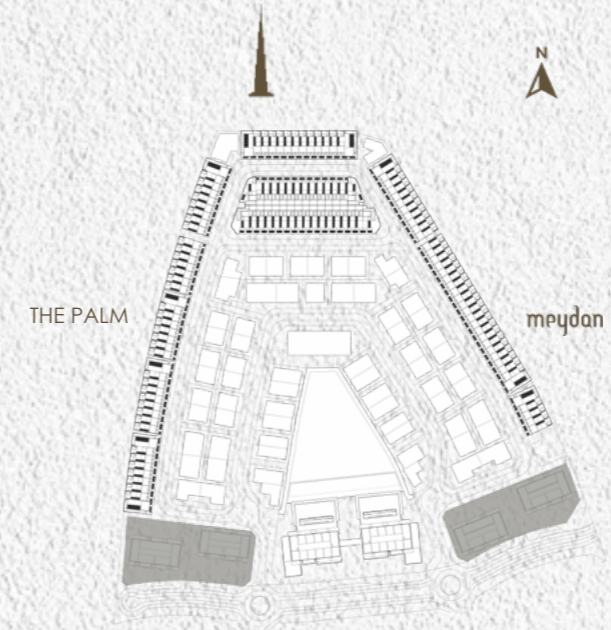
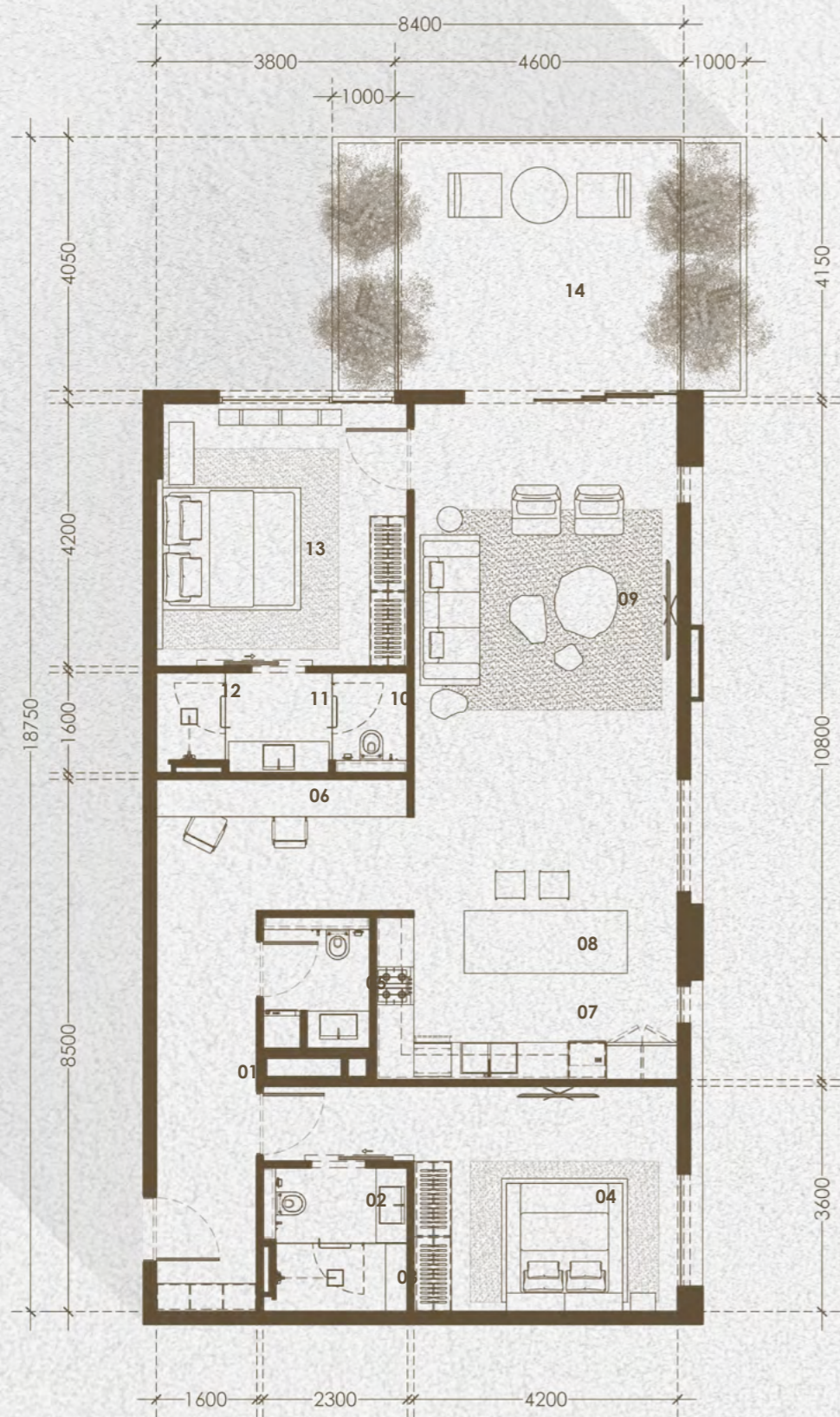


When daylight fades, architectural lighting optimizes the body's circadian system, enhancing mood, comfort and alertness, creating a subtle and healing atmosphere and improving the quality of sleep.





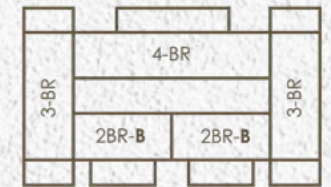
Keturah Reserve Superhome apartments are angled to capture natural daylight, gently diffusing it throughout the interior without heat or glare



1ST LEVEL



2ND - 8TH LEVEL



9TH - 10TH LEVEL

**2 - BEDROOM UNIT | CORNER UNIT**

APARTMENT BUILDING TYPE	NO. OF UNITS
MU 09	16 UNITS
MU 10	16 UNITS
<b>TOTAL</b>	<b>32 UNITS</b>

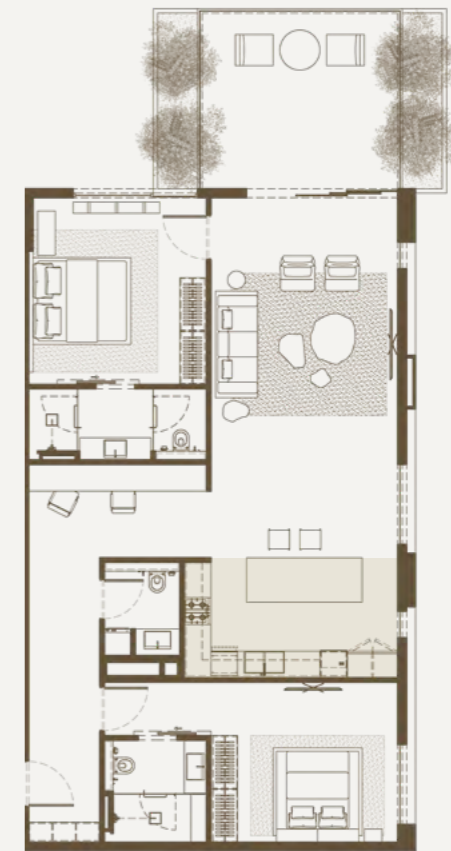
APARTMENT	SQ.M.	SQ.FT.
INTERNAL AREA	124.78	1,343.12
BALCONY	18.41	198.16
<b>TOTAL AREA</b>	<b>143.19</b>	<b>1,541.28</b>

**ROOM ALLOCATION**

01	PASSAGE	08	DINING AREA
02	WASH AREA	09	SEATING AREA
03	SHOWER AREA	10	WATER CLOSET
04	BEDROOM	11	VANITY COUNTER
05	POWDER ROOM	12	SHOWER AREA
06	STUDY AREA	13	MASTER'S BEDROOM
07	SHOW KITCHEN	14	BALCONY



2 BEDROOM | CORNER  
Show Kitchen & Dining Area  
Size : 4.80m x 2.70m

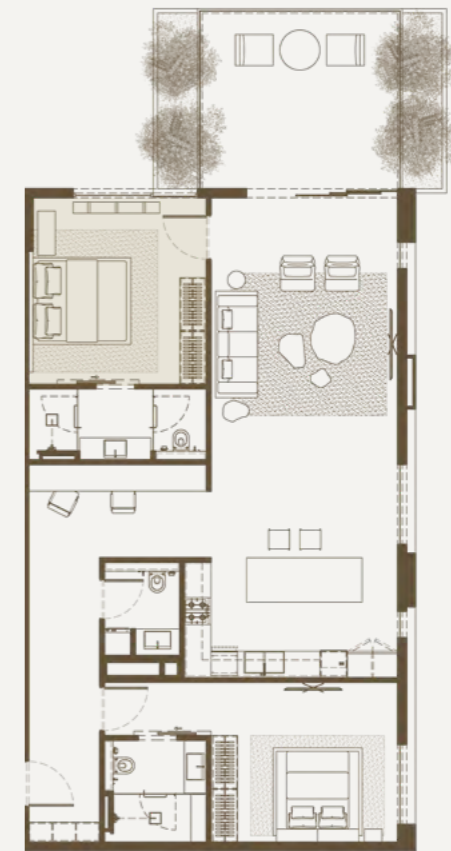


2 BEDROOM | CORNER  
Show Kitchen & Dining Area  
Size : 4.80m x 2.70m



2 BEDROOM | CORNER  
Seating Area  
Size : 6.60m x 4.20m





2 BEDROOM | CORNER  
Master's Bedroom  
Size : 4.20m x 4.00m

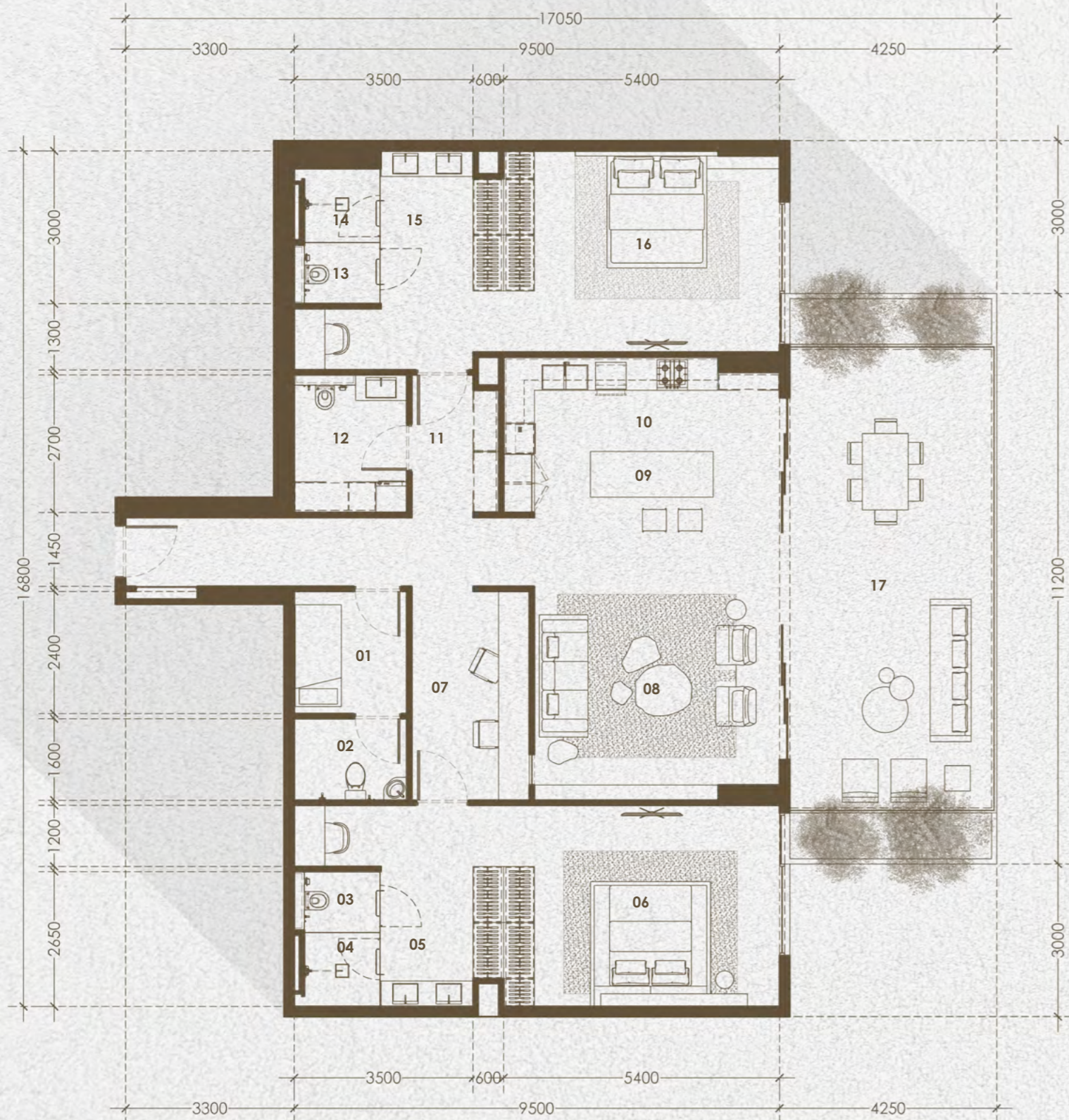
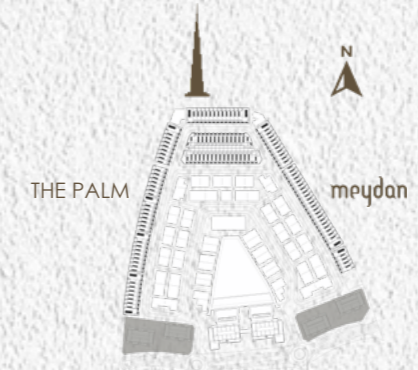


2 BEDROOM | CORNER  
Vanity Counter | Bathroom  
Size : 4.00m x 1.60m

When daylight fades, architectural lighting optimizes the body's circadian system, enhancing mood, comfort and alertness, creating a subtle and healing atmosphere and improving the quality of sleep.



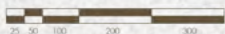
**KETURAH**  
RESERVE



2 - BEDROOM UNIT   TYPE A1, A2, B				
UNIT TYPE	MU 09	MU 10	MU 11	MU 12
TYPE A1	16 UNITS	16 UNITS	16 UNITS	16 UNITS
TYPE A2	8 UNITS	8 UNITS	8 UNITS	8 UNITS
TYPE B	19 UNITS	19 UNITS	19 UNITS	19 UNITS
<b>TOTAL</b>	<b>43 UNITS</b>	<b>43 UNITS</b>	<b>43 UNITS</b>	<b>43 UNITS</b>
<b>172 UNITS</b>				

UNIT TYPE		MU 09		MU 10		MU 11		MU 12	
		SQ.M.	SQ.FT.	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.	SQ.M.	SQ.FT.
A1	INTERNAL	147.10	1,583.37	147.10	1,583.37	162.43	1748.38	162.43	1748.38
	BALCONY	53.07	571.24	53.07	571.24	53.06	571.13	53.06	571.13
	<b>TOTAL AREA</b>	<b>200.17</b>	<b>2154.61</b>	<b>200.17</b>	<b>2154.61</b>	<b>215.49</b>	<b>2319.51</b>	<b>215.49</b>	<b>2319.51</b>
A2	INTERNAL	146.52	1577.13	146.52	1577.13	161.57	1739.12	161.57	1739.12
	BALCONY	37.09	399.23	37.09	399.23	37.08	399.13	37.08	399.13
	<b>TOTAL AREA</b>	<b>183.61</b>	<b>1976.36</b>	<b>183.61</b>	<b>1976.36</b>	<b>198.65</b>	<b>2138.25</b>	<b>198.65</b>	<b>2138.25</b>
B	INTERNAL	155.22	1670.77	155.22	1670.77	170.51	1835.35	170.51	1835.35
	BALCONY	37.09	399.23	37.09	399.23	37.09	399.23	37.09	399.23
	<b>TOTAL AREA</b>	<b>192.31</b>	<b>2070.01</b>	<b>192.31</b>	<b>2070.01</b>	<b>207.60</b>	<b>2234.59</b>	<b>207.60</b>	<b>2234.59</b>

ROOM ALLOCATION			
01	MAID'S ROOM	10	KITCHEN
02	MAID'S BATHROOM	11	PASSAGE
03	WATER CLOSET	12	POWDER ROOM
04	SHOWER AREA	13	WATER CLOSET
05	WALK-IN CLOSET	14	SHOWER
06	MASTER'S BEDROOM	15	WALK-IN CLOSET
07	STUDY ZONE	16	BEDROOM
08	SEATING AREA	17	BALCONY
09	DINING AREA		





2 BEDROOM | TYPE A1, A2, B  
Seating area  
Size : 4.80m x 4.20m





2 BEDROOM | TYPE A1, A2, B  
Seating area  
Size : 4.80m x 4.20m





2 BEDROOM | TYPE A1, A2, B  
Show Kitchen & Dining Area  
Size : 5.40m x 3.15m





2 BEDROOM | TYPE A1, A2, B  
Study Area  
Size : 4.10m x 2.30m

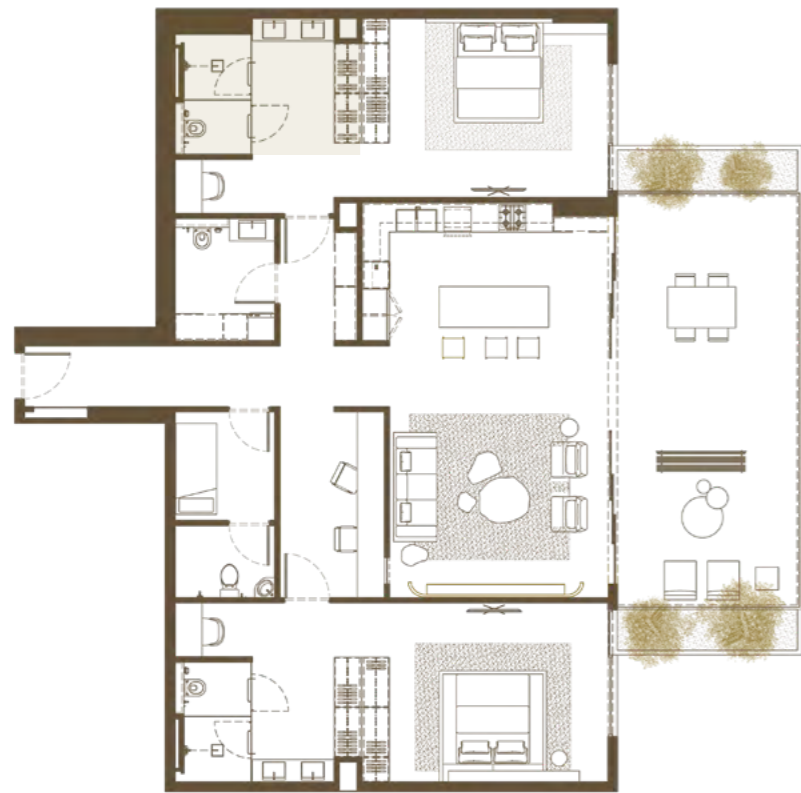






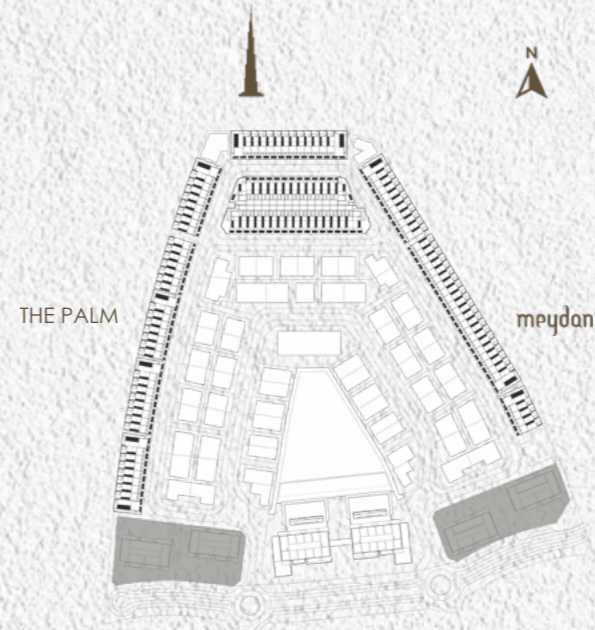
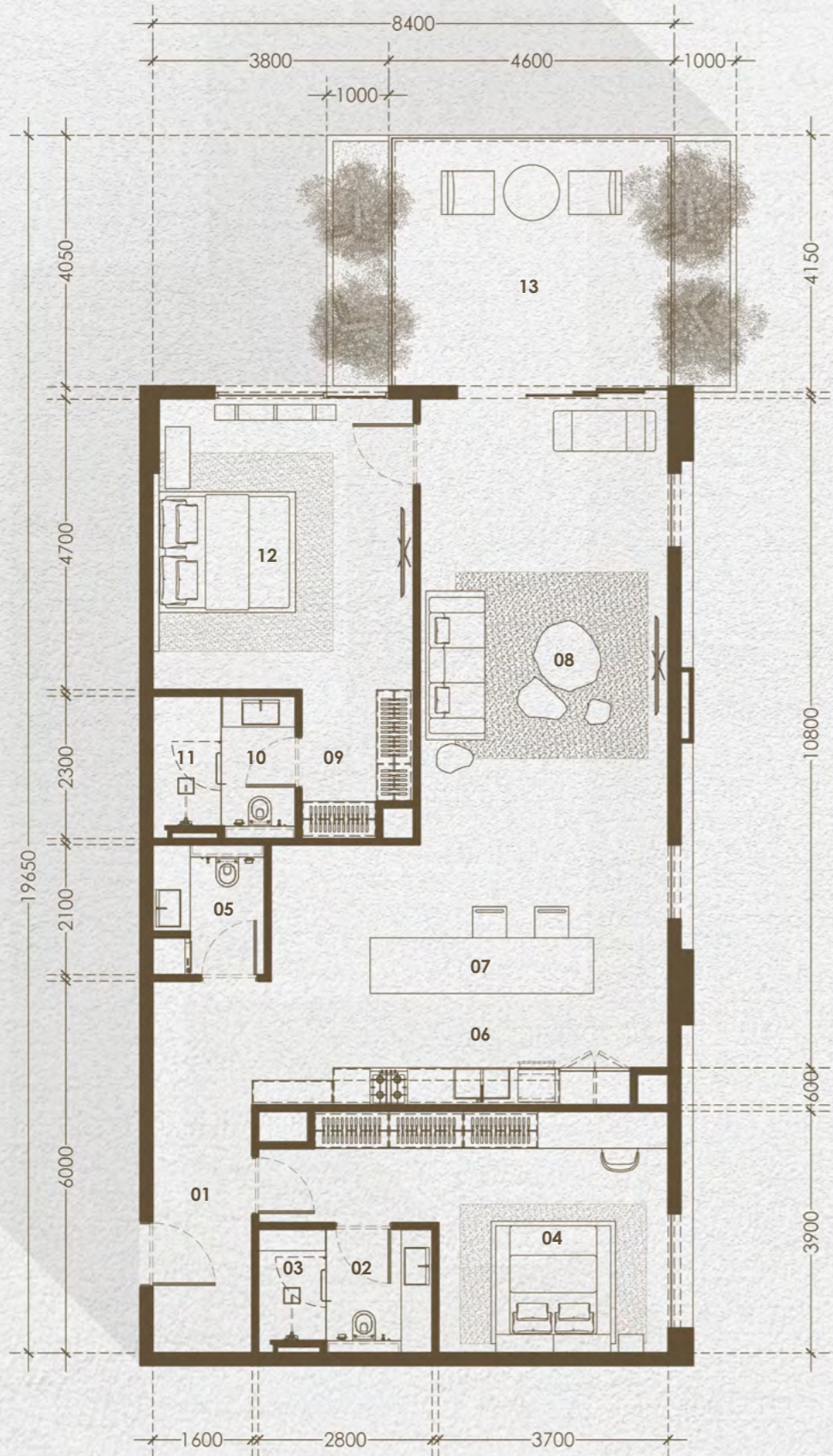
2 BEDROOM | TYPE A1, A2, B  
Bedrooms  
Size : 5.40m x 3.95m





2 BEDROOM | TYPE A1, A2, B  
Bathroom  
Size : 4.10m x 3.00m





1ST LEVEL



2ND - 8TH LEVEL



9TH - 10TH LEVEL

**2 - BEDROOM UNIT | CORNER UNIT**

APARTMENT BUILDING TYPE	NO. OF UNITS
MU 11	16 UNITS
MU 12	16 UNITS
<b>TOTAL</b>	<b>32 UNITS</b>

APARTMENT	SQ.M.	SQ.FT.
INTERNAL AREA	132.11	1,422.02
BALCONY	18.41	198.16
<b>TOTAL AREA</b>	<b>150.52</b>	<b>1,620.18</b>

**ROOM ALLOCATION**

01	PASSAGE	08	SEATING AREA
02	WASH AREA	09	WALK-IN CLOSET
03	SHOWER AREA	10	WATER CLOSET AREA
04	BEDROOM	11	SHOWER AREA
05	POWDER ROOM	12	MASTER'S BEDROOM
06	SHOW KITCHEN	13	BALCONY
07	DINING AREA		





2 BEDROOM | CORNER  
Show Kitchen & Dining Area  
Size : 6.70m x 4.20m



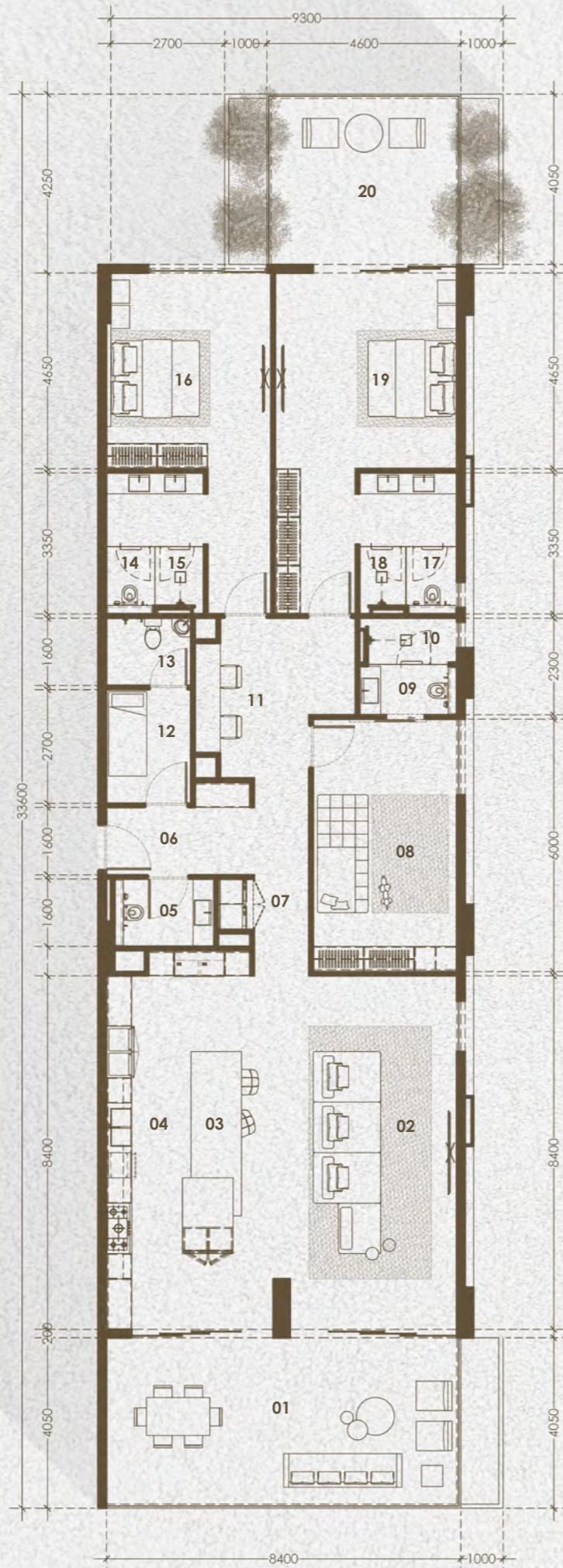
2 BEDROOM | CORNER  
Show Kitchen & Dining Area  
Size : 6.70m x 4.20m



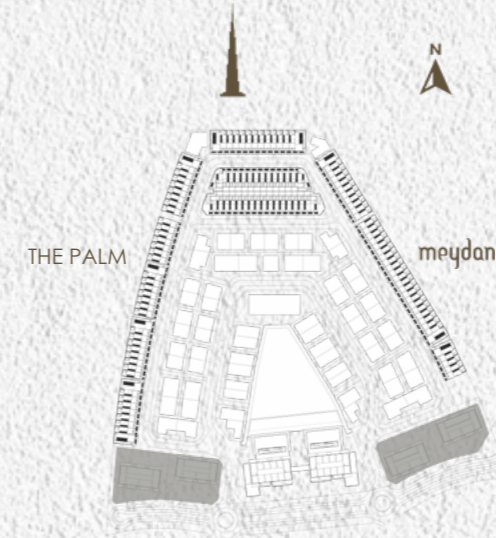


2 BEDROOM | CORNER  
Master's Bedroom  
Size : 4.70m x 4.20m





**KETURAH**  
RESERVE



9TH - 10TH LEVEL

**3 - BEDROOM UNIT**

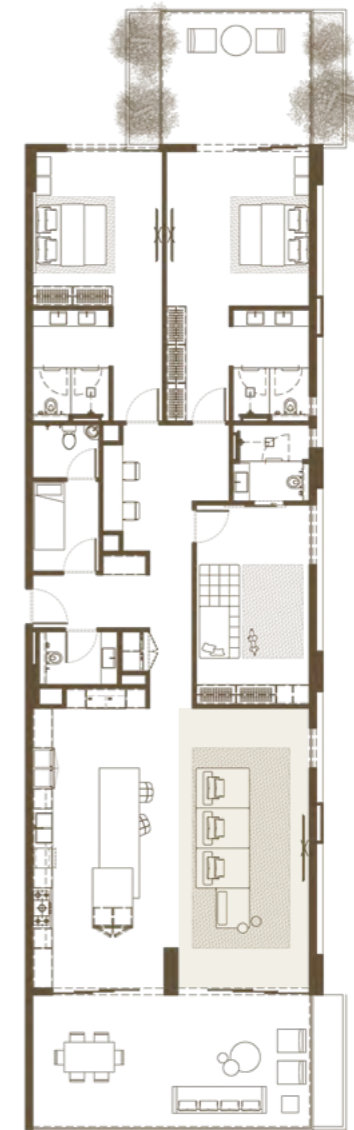
APARTMENT BUILDING	NO. OF UNITS
MU 09	4 UNITS
MU 10	4 UNITS
MU 11	4 UNITS
MU 12	4 UNITS
<b>TOTAL</b>	<b>16 UNITS</b>

APARTMENT BUILDING	AREA	SQ.M.	SQ.FT.
MU 09	INTERNAL AREA	198.59	2,137.60
	BALCONY	53.02	570.70
	<b>TOTAL AREA</b>	<b>251.61</b>	<b>2,708.30</b>
MU 10	INTERNAL AREA	198.59	2,137.60
	BALCONY	53.02	570.70
	<b>TOTAL AREA</b>	<b>251.61</b>	<b>2,708.30</b>
MU 11	INTERNAL AREA	213.85	2,301.86
	BALCONY	53.02	570.70
	<b>TOTAL AREA</b>	<b>266.87</b>	<b>2,872.56</b>
MU 12	INTERNAL AREA	213.85	2,301.86
	BALCONY	53.02	570.70
	<b>TOTAL AREA</b>	<b>266.87</b>	<b>2,872.56</b>

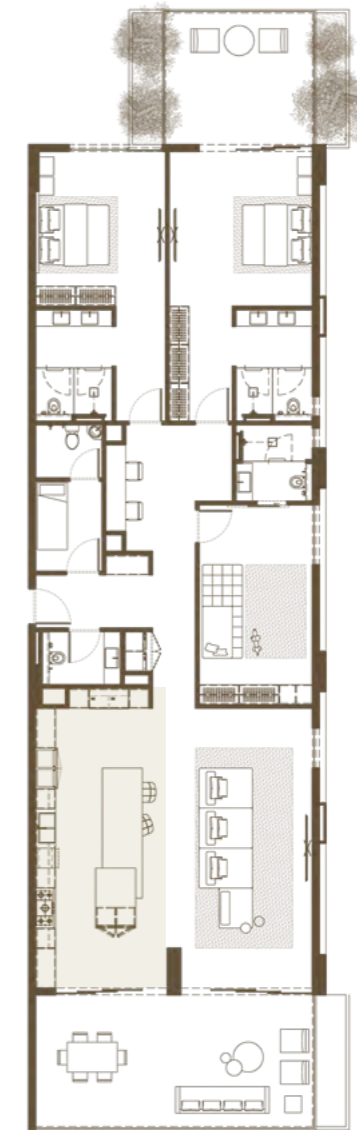
**ROOM ALLOCATION**

01	BALCONY	11	STUDY ZONE
02	SEATING AREA	12	MAID'S ROOM
03	DINING AREA	13	MAID'S BATHROOM
04	KITCHEN	14	SHOWER AREA
05	POWDER ROOM	15	WATER CLOSET AREA
06	PASSAGE	16	BEDROOM - 2
07	LAUNDRY	17	WATER CLOSET AREA
08	BEDROOM - 1   KIDS ROOM	18	SHOWER AREA
09	WATER CLOSET   WASH AREA	19	MASTER BEDROOM
10	SHOWER AREA	20	BALCONY



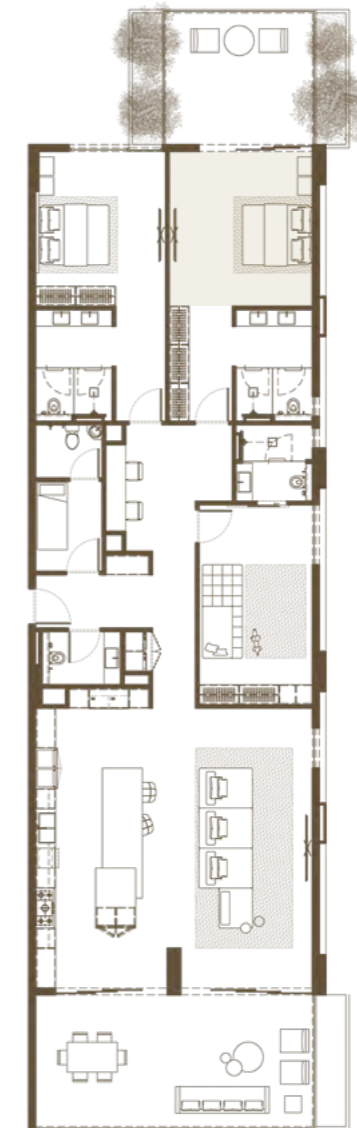


3 BEDROOM  
Seating Area  
Size : 8.40m x 3.95m



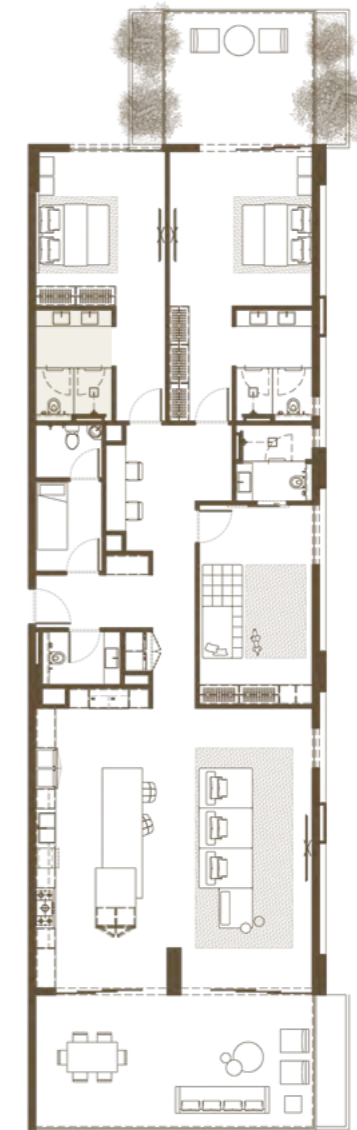
3 BEDROOM  
Kitchen & Dining Area  
Size : 9.00m x 3.50m





3 BEDROOM  
Master's Bedroom  
Size : 4.65m x 4.30m





3 BEDROOM  
Bathroom  
Size : 3.35m x 2.30m



## NATURAL SUSTAINABILITY AT KETURAH RESERVE

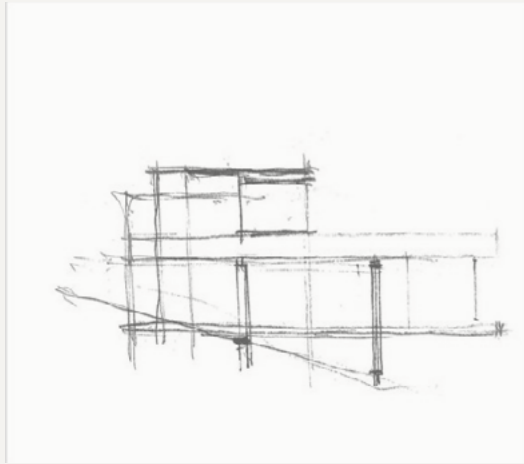
Keturah Reserve is designed to be naturally self-sustaining from inception.

- The microclimate of Meydan was studied in depth with particular attention to the strongest heat source to align the temperature, humidity, air conditioning and ventilation to enable the building to be self-sustaining.
- Materials were selected specifically for their adaptability to Meydan's microclimate.
- Floorplans are created based on established measurements to avoid manpower waste and material offcuts through resizing.
- Very high ceilings, wall thickness and windowpane density were designed to cool the interior naturally, saving energy by reducing the need for air conditioning.
- Amenities are easily accessible by foot on tree-shaded pathways, eliminating the need of driving from home to place.
- Balconies are wider than the norm to reduce the heat and glare of direct sunlight.
- Wood is fired no fewer than six times, to increase endurance and resistance to wear and tear.

New Luxury integrates sustainability naturally without the need of further human involvement.

# THE FLOW OF AIR, LIGHT, COLOUR, SPACE, TEXTURE AND MATERIAL

The Invisible components of our daily lives, air, light, colour and space are vital in maintaining and restoring our physical, mental and emotional well-being



THE FLOW OF AIR

Keturah Reserve homes are designed with double volume interior spaces, naturally increasing the flow of air. Keturah Reserve's super-efficient VRF (Variable Refrigerant Flow) technology reduces energy costs, improves residents' comfort, and sends cooled air to evaporators in different spaces, maintaining an even, consistent temperature by zone. The air filtration system silently eliminates pollen, cooking odors and smoke, continuously purifying and refreshing the air.



THE FLOW OF LIGHT

The architecture of Keturah Reserve is designed to optimize natural daylight without its heat or glare. When daylight fades, architectural lighting optimizes the body's circadian system, enhancing residents' mood, comfort and alertness, and improving the quality of their sleep.

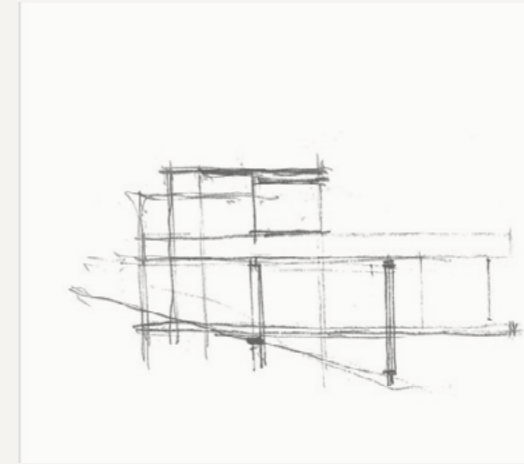
Lighting is always lateral, never directly overhead, to optimize visual comfort, enhance the space and create atmosphere by zone, for a subtle and healing ambiance



THE FLOW OF COLOUR

The architecture of Keturah Reserve homes blends into the rawness of the desert landscape, to create an ambiance of solace and serenity. The bleached bone-coloured travertine facade links the exterior to the interior, with bronze vertical slats creating a subtle interplay of light and shade.

The three cool-neutral tone-on-tone palette of cream, champagne and bronze, and three textures of wood, stone and metal, are inspired by the natural colours and textures of the surrounding desert.



THE FLOW OF SPACE

Keturah Reserve homes are conceived and designed from the inside out using contemporary architectural principles of the five elements, proportions, ratio and daylight, in raw, natural materials.

The double volume open plan spaces optimize the flow of passage, without corridors or hallways. Furniture and fixtures are custom-designed for each residence and produced for each space.

They blend perfectly into the interior, freeing the flow of residents' movement, and elevating their physical and mental well-being.

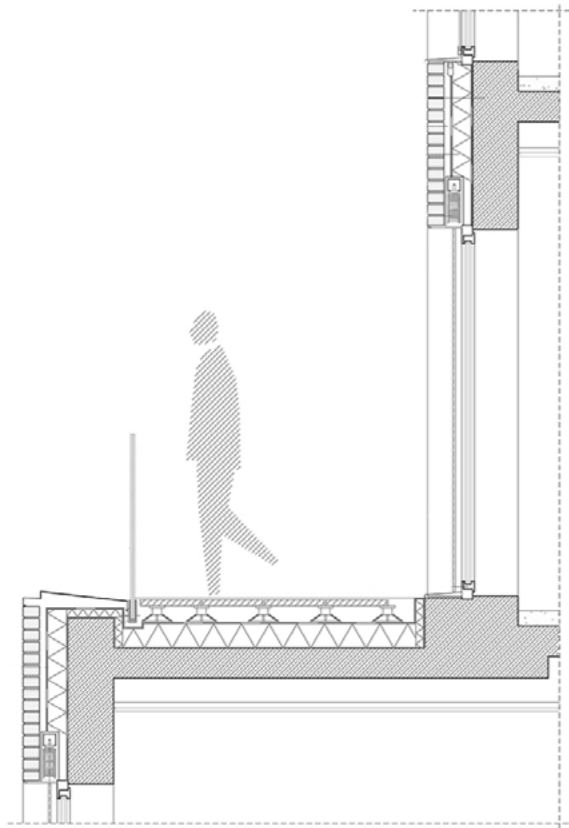


THE FLOW OF TEXTURE AND MATERIAL

The project's design began with the selection of textures, glass, travertine, wood and metal. Raw materials are selected to correspond with the flow of energy. Perfect individually, they interplay and exchange energies when placed together.

## THE FINISHES AND TOUCHES

### FRAMELESS SLIDING DOOR



### WHITE TRAVERTINE TILES

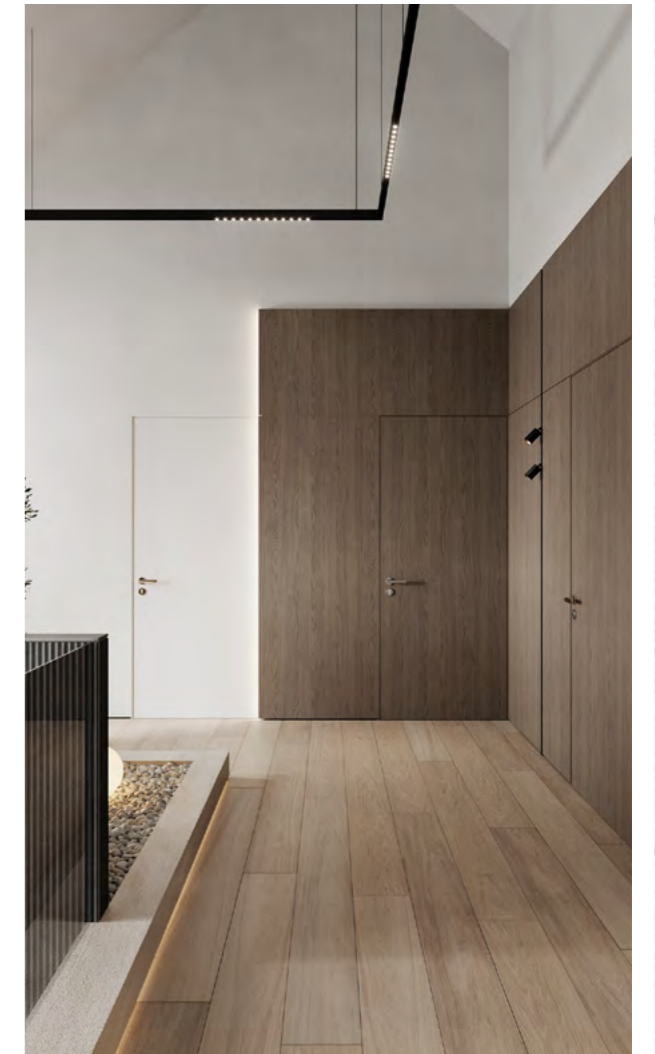
The white travertine facade links the outside to the inside, with the vertical metal slats creating a play of shadow and intimacy.



### HAIRLINE CHAMPAGNE METAL



### WOODEN FLOOR



# INCLUSIVE SERVICES AT KETURAH RESERVE

## FOR YOUR HOME

Paint retouching  
Art installation  
Care and maintenance of balcony plants  
Garbage disposal and recycling  
Filter change  
Engineering and plumbing assistance  
Newspaper and magazine delivery  
Valet Parking  
Vacant home care  
Special events space reservation  
Communal area house keeping  
Communal area maintenance  
Organic dry cleaning and alterations

## FOR YOUR FAMILY

Moving-in assistance and coordination  
Nanny, au pair and babysitting services  
Airline or private air reservations  
Airport and ground transportation arrangements  
Ordering floral arrangements  
Activity arrangements for children and adults  
Delivery services coordination  
Limousine and car service reservations

Car washing  
Golf tee times reservations  
Personal trainer  
Restaurant reservations  
Hotel and guest suite reservations

## 24 HOUR BUSINESS CENTER

Secretarial services  
Translation services  
Zoom Zone  
Meeting space  
Printing and binding presentations  
Mail packing and shipping

## FOR PETS

Pet spa and grooming  
Dog walking

## THE KETURAH RESERVE PAYMENT PLAN

10%	Date of Purchase
10%	After 30 days
5%	After 120 days
5%	After 240 days
10%	After 360 days
5%	After 480 days
5%	After 600 days
10%	After 720 days
40%	Q4-2026

### PAYMENT IN CRYPTO CURRENCY

Keturah Reserve offers buyers the option of buying their property in crypto currency.

Accepted currencies:

USDT  
Bitcoin-BTC  
Ethereum-ETH  
USDC  
Ripple-XRP  
Litecoin-LTC  
Bitcoin Cash -BCH  
Chainlink-Link  
Uniswap-UNI  
Compound-COMP  
Chiliz-CHZ  
Fantom Token-FTM  
AAVE  
Avalanche-AVAX  
Maker-MKR  
Yearn Finance-YFI  
Polygon-MATIC  
Sandbox-SAND  
Stellar Lumens-XLM  
EOSIO-EOS

**KETURAH**  
RESERVE

For a viewing appointment, please call  
**800 624**

KETURAH RESERVE  
TRANSFORMATIONAL LIVING THROUGH DESIGN