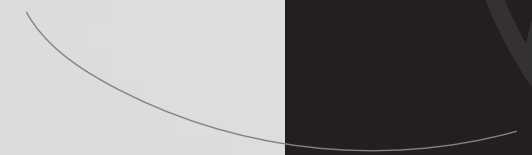


Deboss or Emboss



Cover



SOBHA HARTLAND

ONE PARK AVENUE

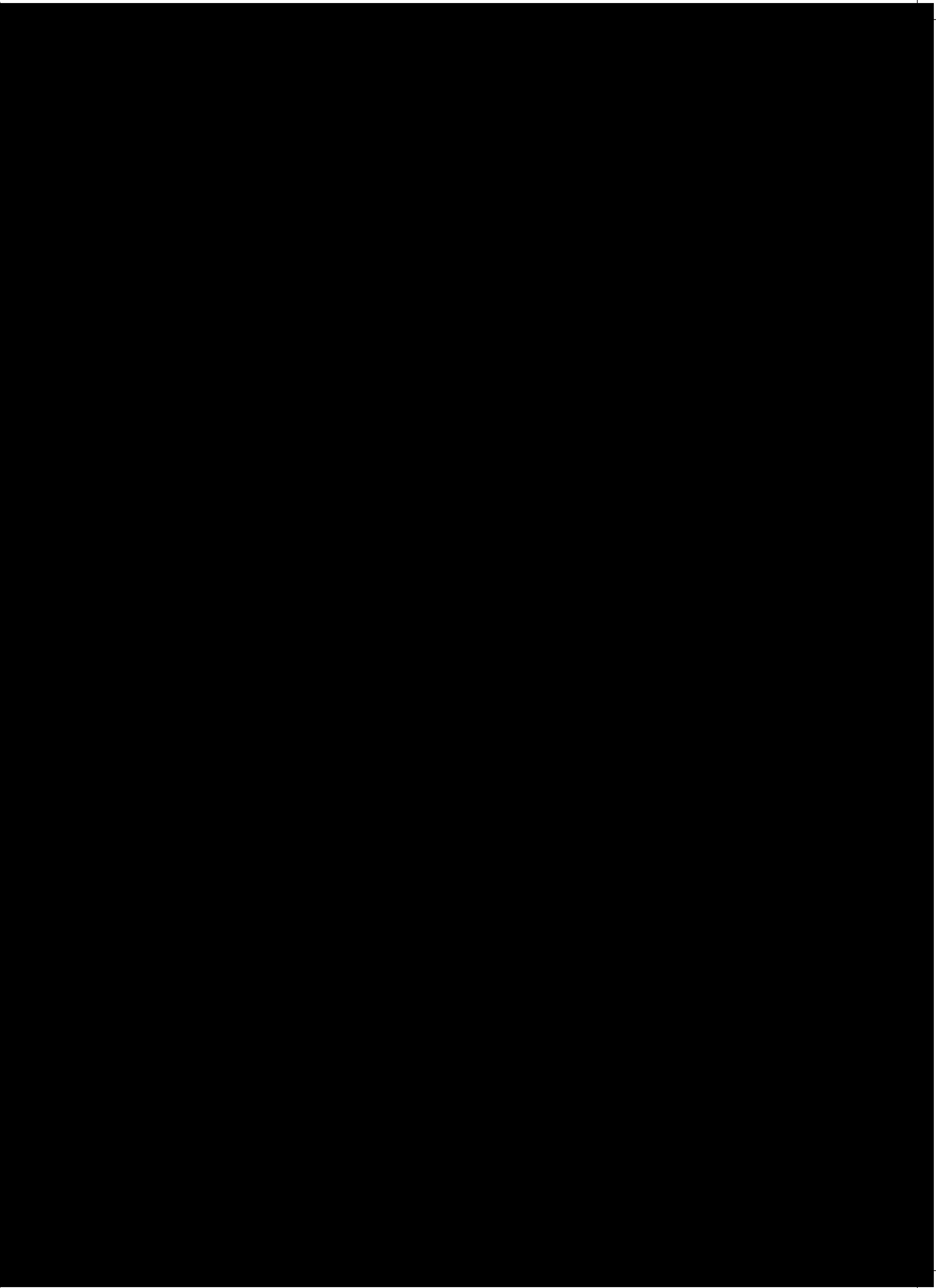
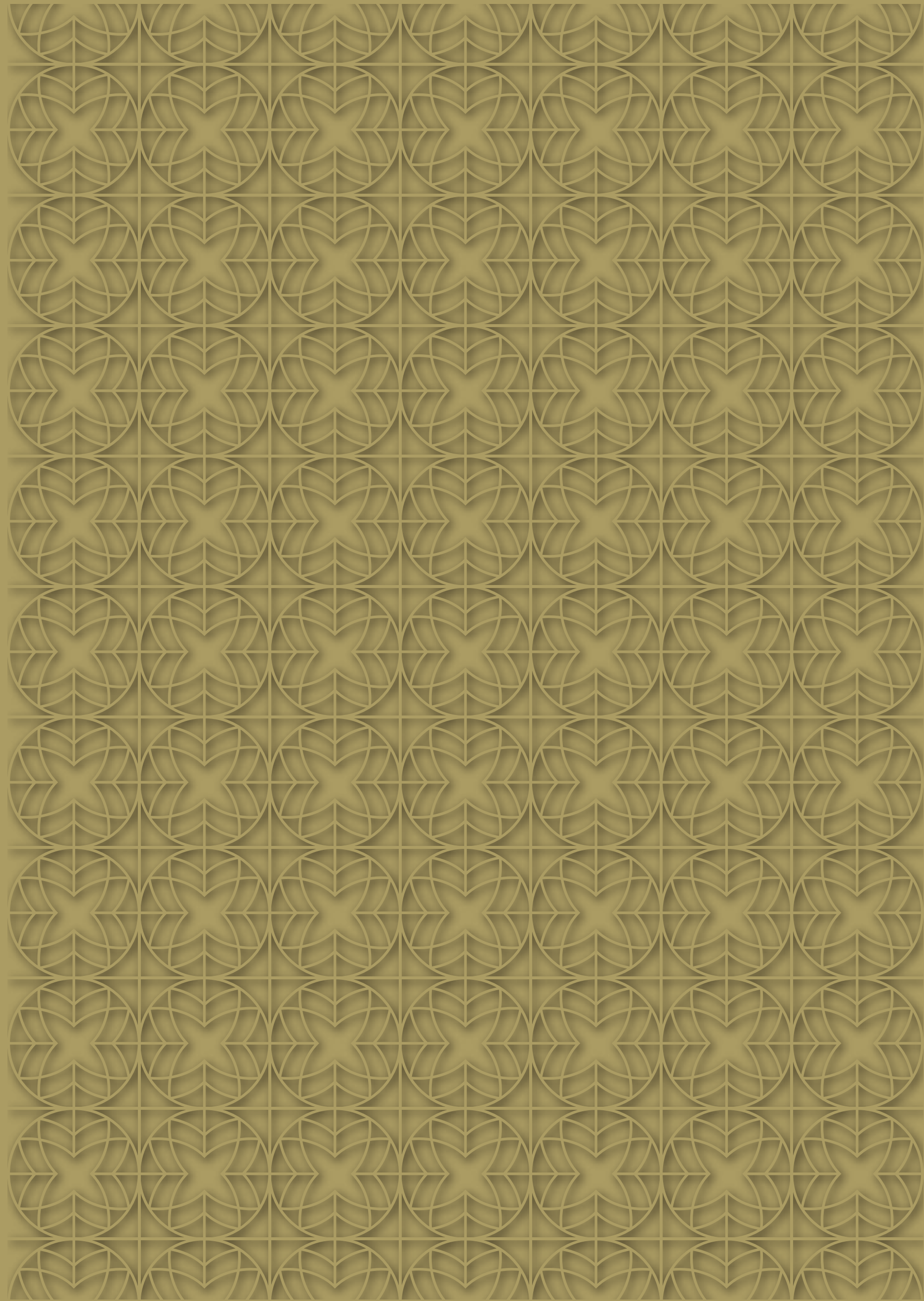


SOBHA HARTLAND

ONE PARK AVENUE

gettyimages

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THE
PERFECT LIFE

HAS
AN ADDRESS.



WHEN
TECHNOLOGY AND
NATURE MEET,
THE EXTRAORDINARY
ENSUES.

Nestled amidst one of Dubai's greenest estates,
are new-age residences that offer the latest in technology paired with the
calming expanse of nature. Welcome to One Park Avenue at Sobha Hartland.
A life that's luxurious, convenient and secure.

Get used to mornings where your smart home draws the curtains for you,
to reveal spectacular views of the city. Spend your days exploring the lush flora
and fauna in an estate that has 2.4 million sq. ft. of open greens.

Once you move in to One Park Avenue, you'll agree that the perfectly
balanced life does indeed exist. The best part is, you'll never be far away
from your home, thanks to its central address.



BEGIN EACH DAY
IN A PICTURE-PERFECT SETTING.

*THE EXCLUSIVE
PARK AVENUE.*

A short drive from Downtown Dubai will take you to the famed Park Avenue. This exclusive street overlooks the lush green Central Park. In the vicinity are Dubai's top international schools, resplendent with their stunning campuses.

And surrounding it on all sides are sprawling acres of open greens with hundreds of species of trees. Amidst this rare mix is the towering One Park Avenue at Sobha Hartland. Call it a luxury tower backed by the finest green technologies. Or an abode that sits in the lap of nature. Either way, your family will be delighted to call it home.



IT'S MORE THAN
A HOME.
*IT'S PERFECTLY
BALANCED LIVING.*

One Park Avenue at Sobha Hartland brings to you thoughtful amenities that have been skilfully designed to make your life as convenient and comfortable as possible. Each feature has been crafted to add to your quality of life.

Experience complete peace and tranquility at home,
thanks to Sobha's specially designed façade systems that cancel external noise.





Actual view from One Park Avenue

This luxury tower heightens your living experience with its simplicity. It not only boasts a picture-perfect contemporary façade but is also home to ultra-modern energy efficient designs. As they say, the future is simple indeed.



Spend some quality time with the family, host get-togethers with your friends, or simply unwind, in the Sky Gardens. Sky Gardens are a rare find in Dubai and this address features not one, but six.

Actual view from one of the six Sky Gardens at One Park Avenue.

What's more, each of the Sky Gardens features a unique theme like yoga, cinema and lounge, as well as themes for kids.





HOMES THAT
MAKE
ROOM FOR EVERY
LUXURY.

One Park Avenue at Sobha Hartland offers you a choice between 1, 2, 3 and 4 bedroom residences that have been skilfully designed to ease your living experience.

The result is new-age homes that are equipped with smart technology and utilise space optimally. Move in and be amazed by the expanse of your living spaces, both indoors and around the property.



THE MORE TIME YOU
SPEND HERE,
*THE MORE YOU'LL
REALISE THAT
IT'S AHEAD OF THE TIMES.*

You are privy to some of the smartest
and most sustainable features of the 21st century.
These amenities not only ease your life but also help you
lighten your footprint on the environment.
And in the process, make moments spent here unforgettable.



Enjoy the perks of new-age living with the provision for fully-automated lights, air-conditioning and curtains.

Motion sensor lighting in the corridors,
lobbies and car parks help conserve electricity.



Get your electric car ready for a spin by
charging it with ease at the dedicated electric vehicle charging stations.





WORLD - CLASS
AMENITIES
*THAT MAKE EVERY DAY
A GETAWAY.*

Right from the moment you step in to
One Park Avenue,
you'll realise that you've entered a place that is
extraordinary in every respect.

Cool off in the pristine blue swimming pool
after a tiring day at the office. After all, there are few
things in life
that match up to a long, relaxing swim.

Take your daily workout to the next level
in the smart gym that's equipped with world-class,
new-age equipment.

The spectacularly designed entrance lobby is
contemporary and simplistic in design. It's the perfect place
to network with or simply get to know your neighbours.





EXCLUSIVELY
CRAFTED,
WITH EVERY DETAIL
IN MIND.

Your signature home is equipped with every imaginable amenity. But the home itself is part of a unique haven of commerce, convenience and comfort, which is evident in the attention we have paid to create a space of the living room which stands out, literally. Sobha Hartland is a private estate like no other.

Actual view from living room of One Park Avenue.

Nestled within a gated community in the heart of Sobha Hartland.



Part of an 8 million sq. ft. estate with 30% open space reserved for lush greenery.





Home to spectacular views of the Dubai skyline,
Ras Al Khor Bird Sanctuary, Dubai Canal and Dubai Creek.

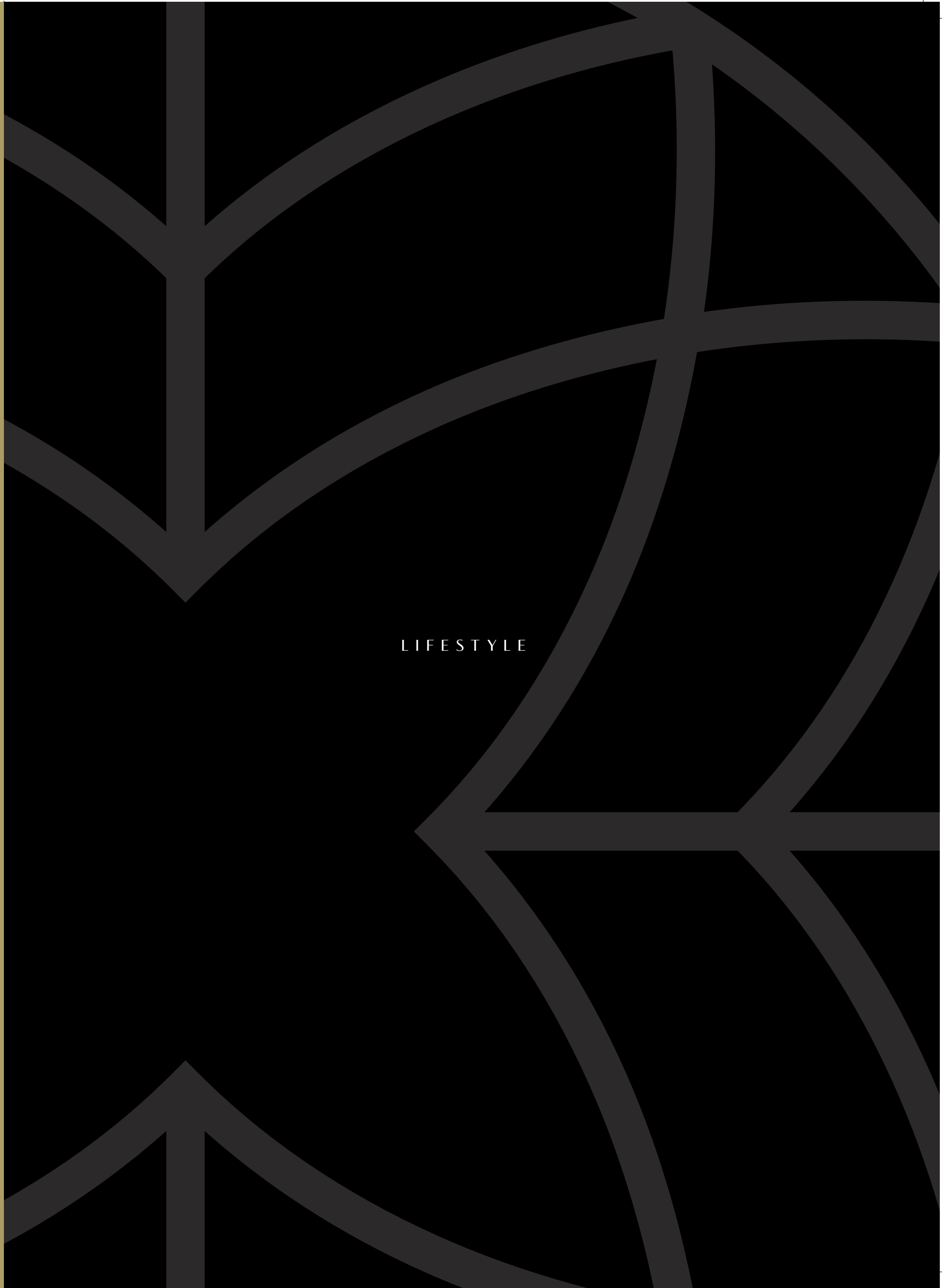
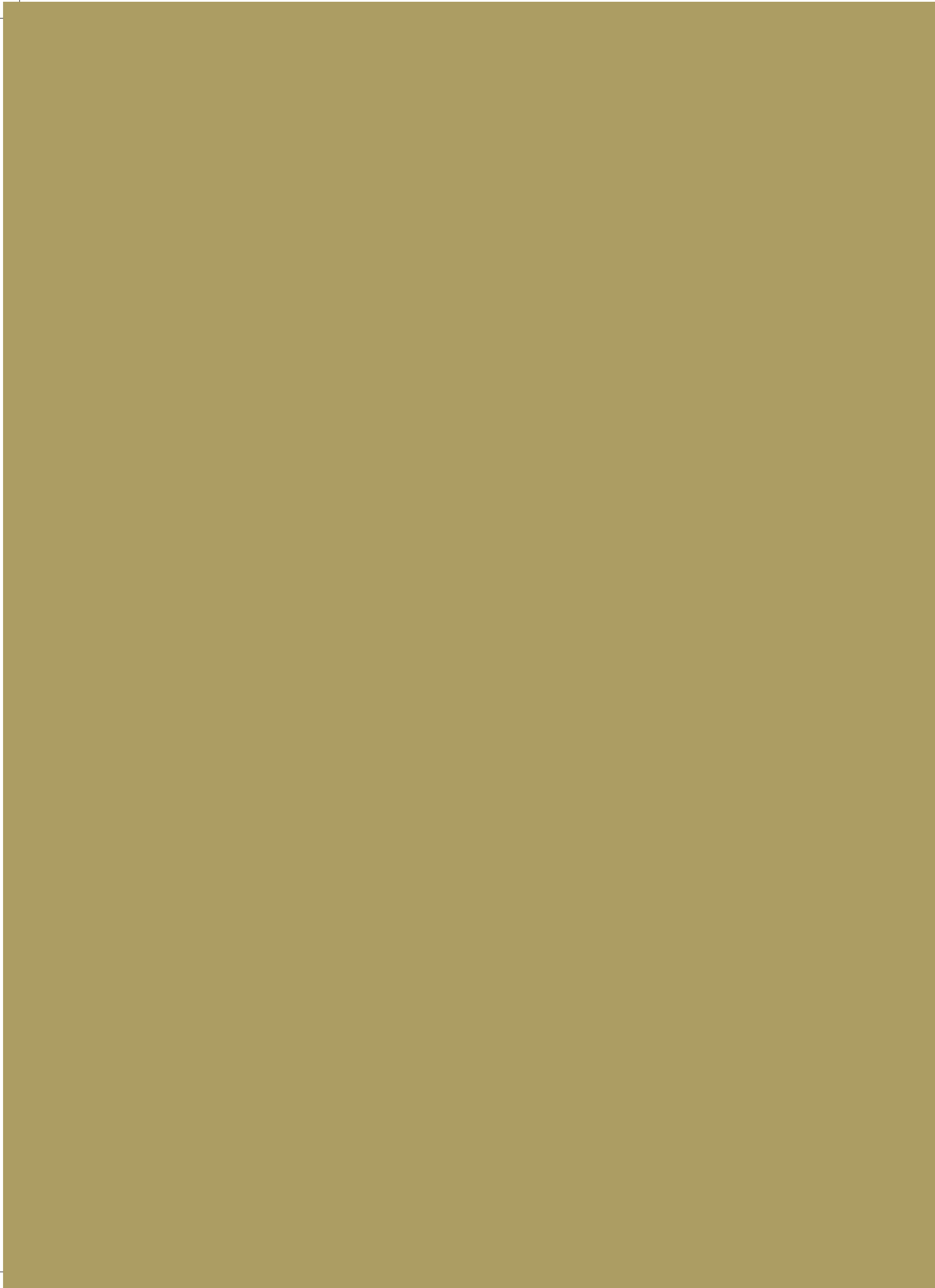


A two-minute walk away from top international schools,
the community triangular park and the walkway along the Dubai Canal.



Well-connected to the rest of the city through
the future metro line and the Ras Al Khor main road.





LIFESTYLE



A LIFE
THAT HAS IT ALL.

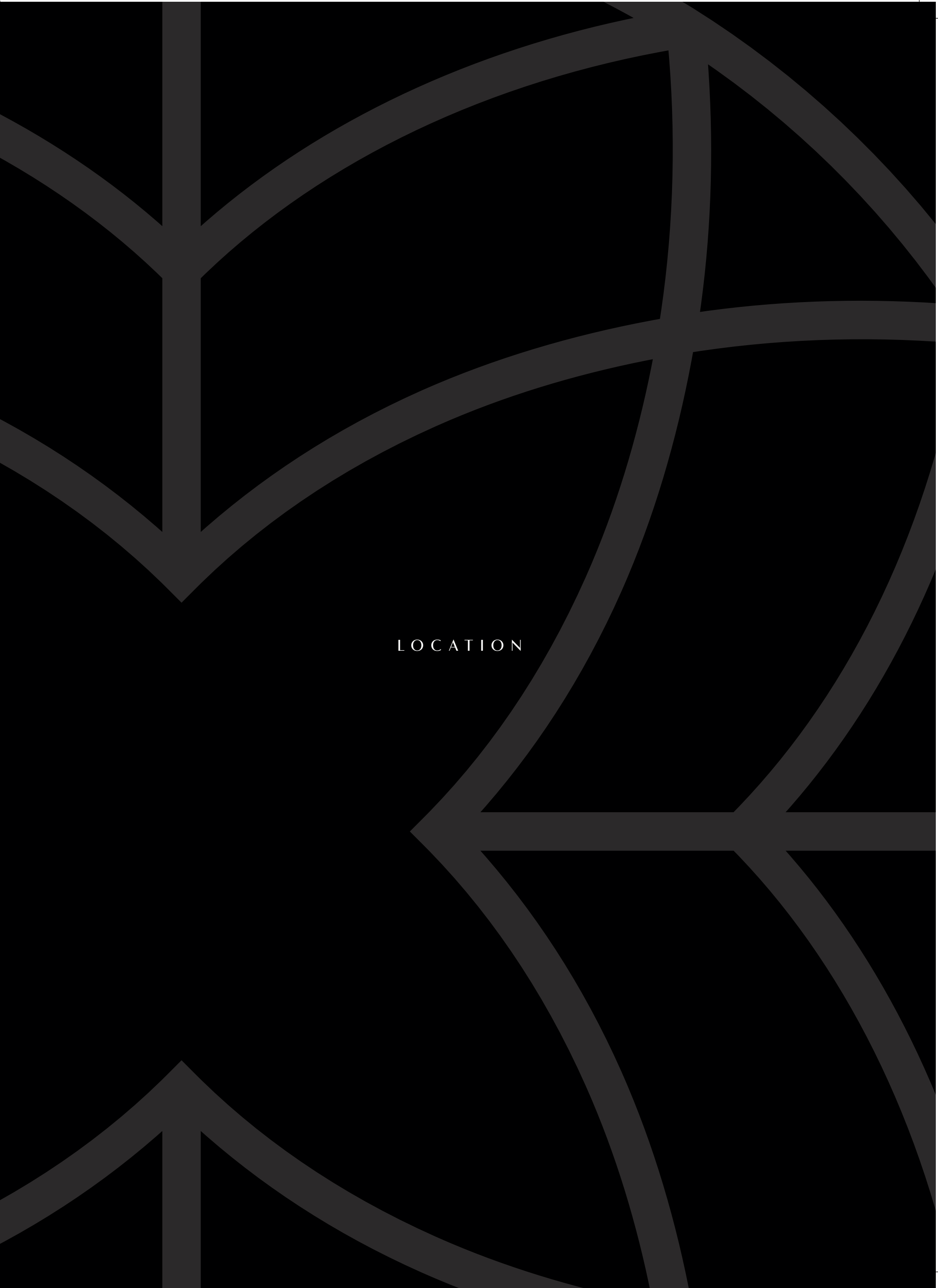
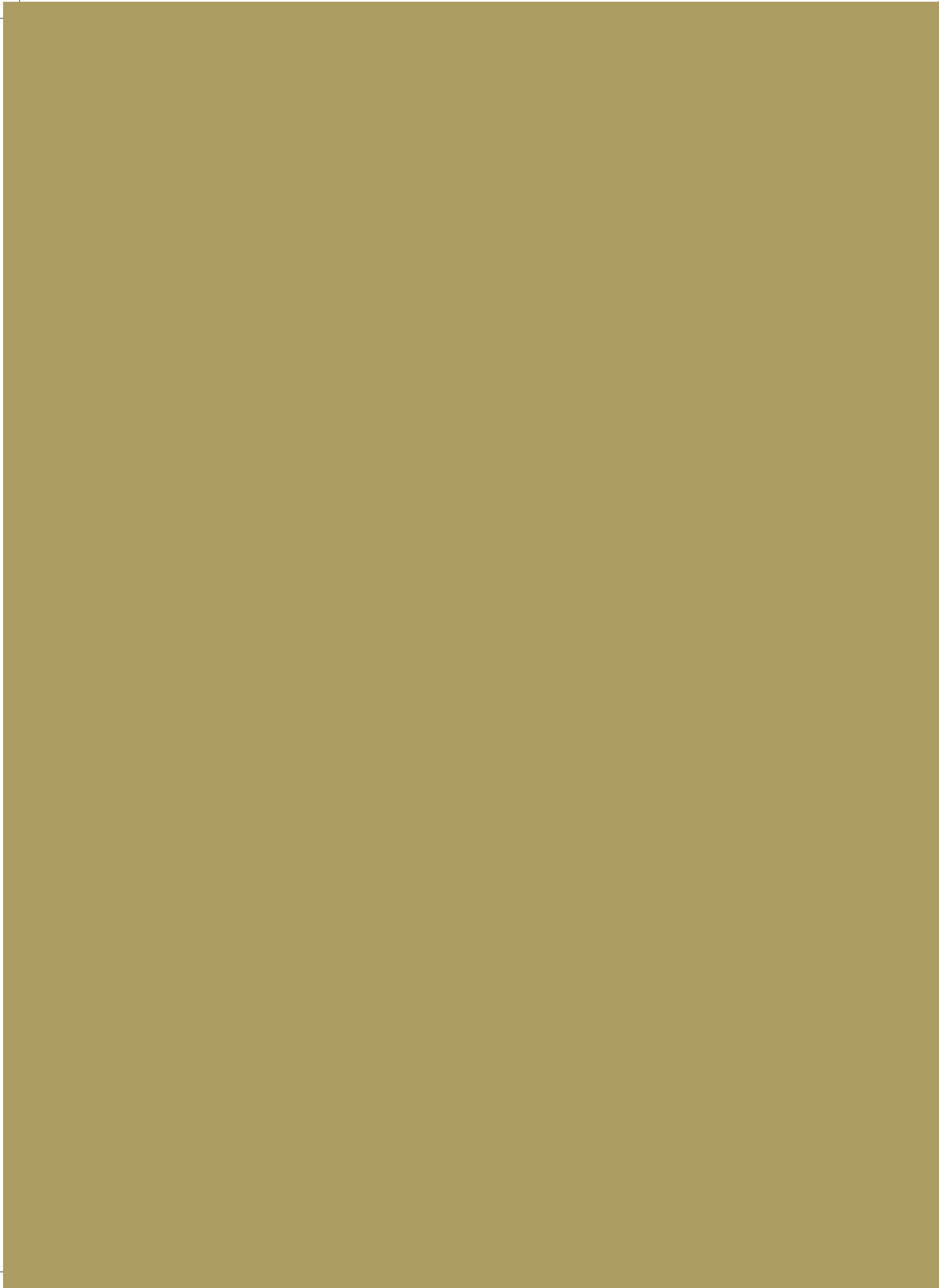
AND ALL
YOU HAVE TO DO
IS MOVE IN.

One Park Avenue at Sobha Hartland offers a holistic living experience. On the one hand, there's smart and sustainable technology to upgrade your living spaces. And on the other, sprawling acres of lush greenery invigorates your senses. All of this being minutes away from Downtown Dubai brings together the rarest of lifestyles in Dubai.



Discover unmatched luxury with an apartment that overlooks the evergreen Central Park and Dubai's top international schools. Enjoy unparalleled views of the Dubai Canal, Meydan Tower and Meydan Racecourse. Invigorate your senses at the luxury spas in the estate. And indulge in retail therapy at Sobha Hartland's expansive shopping arena. Move in to One Park Avenue and experience the stress and demands of the city melt away.





LOCATION

DISCONNECT FROM
THE CITY WHEN YOU STEP IN.
CONNECT IN MINUTES.

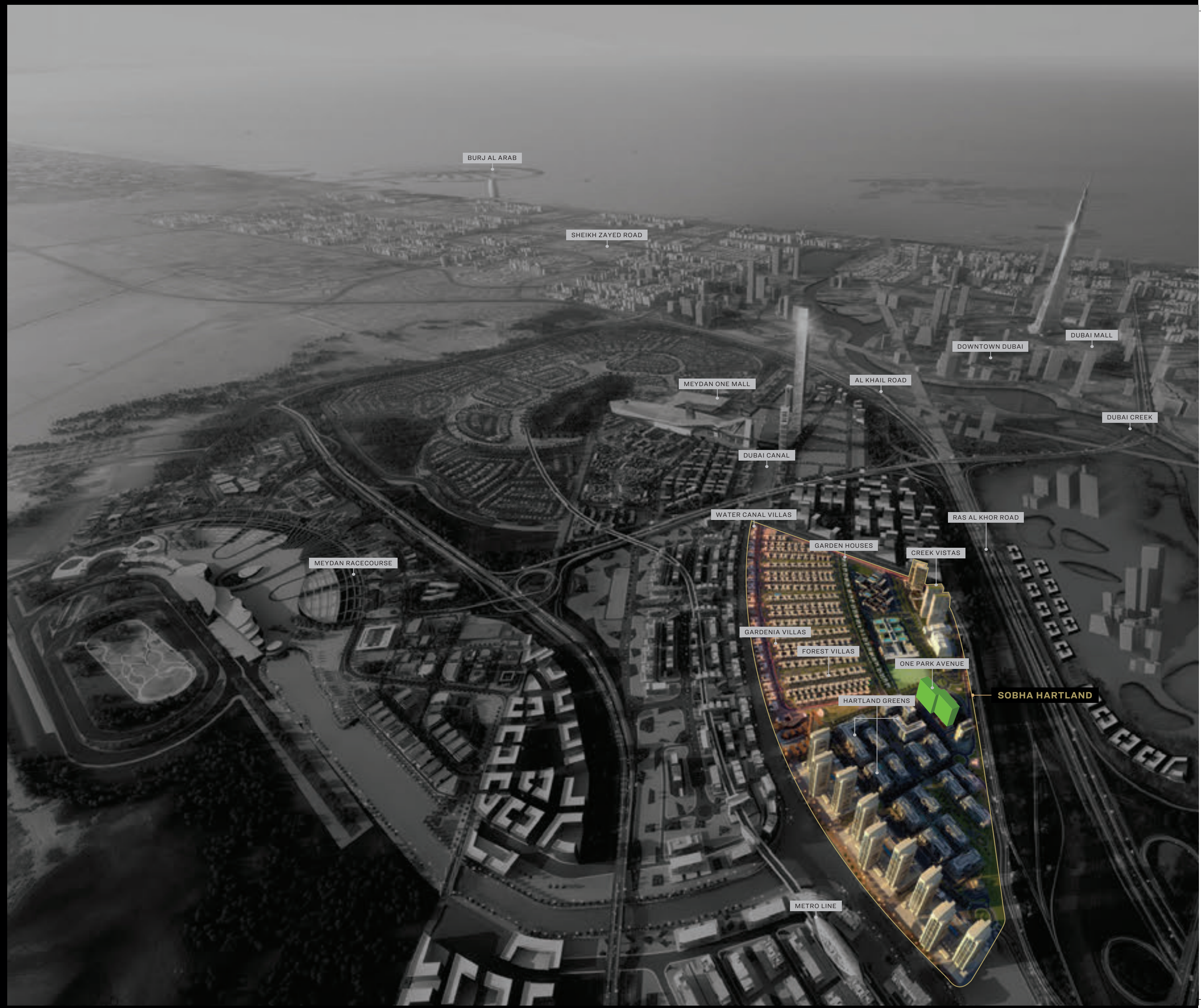


Sobha Hartland is a self-contained world of luxury, with an unrivalled advantage of location and proximity to Dubai's epicenter.

Set against the backdrop of the Dubai Water Canal, the city's key attractions are just minutes away. The iconic Burj Khalifa and the Downtown experiences are 5 minutes away. The pristine Ras Al Khor Wildlife Sanctuary and the Meydan Racecourse are around the corner. And the Dubai metro is set to pass alongside, to provide quick access to the heart of Dubai International Financial Centre (DIFC), and the rest of the city.

3^{KM}

FROM THE
ICONIC ATTRACTIONS
OF DUBAI.





BURJ KHALIFA

12^{Min}



INTERNATIONAL AIRPORT

20^{Min}



DIFC

10^{Min}



EMIRATES GOLF CLUB

20^{Min}



DUBAI MARINA

20^{Min}



PALM JUMEIRAH

20^{Min}



DUBAI MALL

12^{Min}



MEYDAN RACE COURSE

10^{Min}



COUNTRY CLUB

5^{Min}



INTERNATIONAL SCHOOLS

2^{Min}



DUBAI OPERA

12^{Min}



RAS AL KHOR WILDLIFE SANCTUARY

12^{Min}

- The heft and feel of the door as it shuts silently.
- The angle of the windows to ensure privacy.
- The way two sheets of marble join so as to be barely visible.
- The discreet skylight that unplugs your memory by bathing the room with a warm, natural glow.
- The hallmark of a Sobha property is how you feel inside it.

SOME OF OUR
 MOST THOUGHTFUL
 DETAILS
 ARE ONES YOU'LL
 NEVER SEE.





A
heritage
of exquisite
detailing.

At Sobha,
we don't exceed
international
building standards,
we define them.

At Sobha, we don't exceed international building standards, we define them. Our core philosophy is simple. We deliver perfection by controlling quality from inception to completion. In fact we are the only backward integrated real estate developer in the world. Which means that we are the only company that develops every element of the project from the inside to the outside, in-house; from the initial design concept to the concrete slabs, all the way to the finishing touches.

Every stage is controlled by skilled Sobha talent. We have a three-tier quality check, where others have one, to ensure meticulous standards at the time of delivery. Some might call this obsession with quality a bit excessive. We call it 'The Sobha Way'.



Design

Architecture, interior design and landscaping are in-house capabilities at Sobha. These functions, we believe, are the cornerstones for perfect execution. Our design studio has over 70 odd, extremely talented professionals from various fields who are continually monitoring global trends and incorporating them with thought and creativity into each of our projects.



Engineering and contracting

Our designs are usually cutting-edge and ground-breaking. And to ensure that they are equally exceptional in reality, we have created a robust engineering and contracting team. They look into the finest and biggest details of each project. From the foundation to the mechanical, electrical and plumbing details. This division is critical in the value chain of a realty business as it eliminates the likelihood of a third party contractor defaulting and gives us complete quality control.



Material sourcing

Quality in our business starts with the finest materials. To make sure that the standards and precision used during engineering are given their due, we source materials from the best manufacturers across the world and follow a 'No Compromise' policy. From the center of the room to the corners - we manufacture or curate the best materials that lasts generations. To create more value and fit into our overall high design aesthetic, we have created in-house manufacturing capabilities in areas such as furniture and furnishings, façade, concreting and pre-casting. All this of course, using German-made machinery renowned for its precision and finesse.



Craftsmanship

No layer of paint is uneven. The marble tiles are dry laid and adjusted aesthetically to achieve intricate vein patterns. Bathrooms are 100% leak proof and boast of zero water stagnation. 54 mm thick doors slide with the touch of a finger. We pride our team of expert craftsmen for their impeccable attention to details.



Quality control

Our quality control team is headed by a German engineer, Olaf Wagner, whose processes find mention in the case studies of Harvard Business School. This is an area we are so passionate about, that Mr. PNC Menon himself gets involved so that the remotest defects are eliminated before presenting the project to the customer.

A lineage
of iconic projects
across the
Middle East.

From Luxury villas
to exquisite palaces,
hotels, multiplexes and
convention centers,

Sobha has made
its presence felt across
Bahrain, Dubai
and Oman among
the discerning.

Our forte lies in creating
world-class projects with a
great emphasis to detail.



*Sultan Qaboos
Grand Mosque*

Al Bustan
Palace Hotel



Infosys
Global Education
Center - Mysore



Corporate spaces for
Bayer & Blocon, Taj Vivanta.



Qasr Al Sarab Desert Resort,
Abu Dhabi.



A look at the many in-house divisions at
Sobha that deliver excellence.

- Architectural Design Studio
- Interiors Division
- Electromechanical Works
- Landscaping & Nurseries
- Sobha Architecture, Glazing & Metal Works
- Restoplus Sleep Solutions
- Concrete Products Division
- Precast

From
decorating
palaces
to building them.
The incredible story
of one man's
commitment
to *craft*.



Mr. PNC Menon

Across the world, Mr. PNC Menon's reputation as a master craftsman is legendary. His obsession with detail is what catapulted him from his humble beginnings as an interior decorator to the royal homes, to one of the most respected names in real estate. He has always been at the forefront of delivering world-class projects. From creating extravagant palaces and intricate mosques to state-of-the-art campuses and super premium residential spaces - one recurring feature of each of his creations is the exceptional quality that is delivered. Mr. Menon's deep understanding of creating spaces from the inside out and his passion for perfection is the driving force behind Sobha breaking new boundaries of excellence.