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318

Bank Book

# Welcome To MAG 318

Welcome to Mag 318, a superior high-end residential tower located in one of the most desirable locations in Dubai.

Downtown and Business Bay are situated in the heart of Dubai's commercial and business district, and are home to some of the city's most iconic landmarks, including Burj Khalifa, Dubai Mall and Dubai Water Canal.





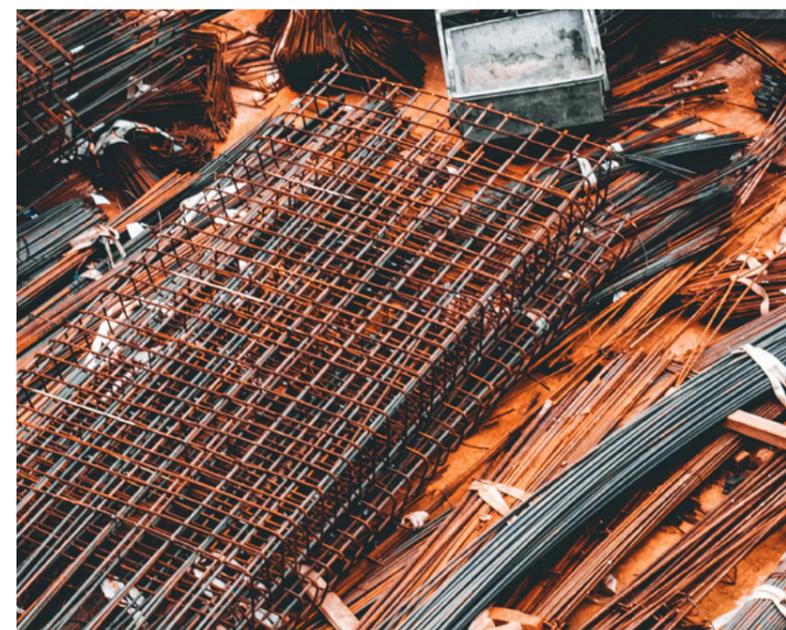
With 439 exclusively furnished residential units, intended for the modern professional, who's fast paced and energetic lifestyle can match the dynamic spirit of Dubai's business hub. This new luxury address is walking distance from Dubai Mall, but even closer to home, the building offers its own mix of luxury and high-end retail, dining, leisure and entertainment amenities.

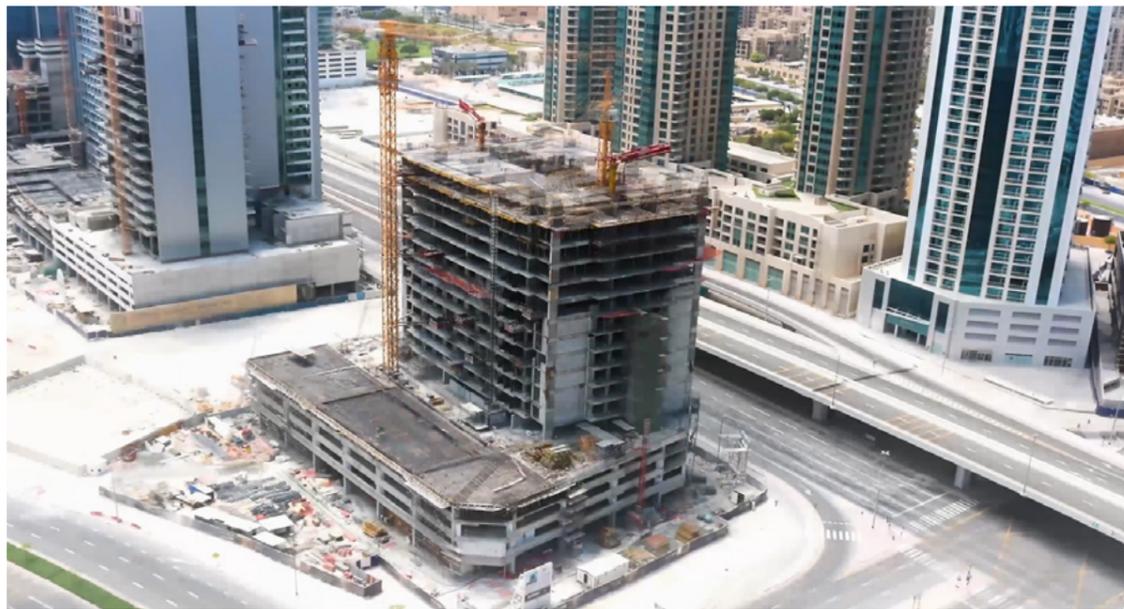
Move in directly upon handover, unpack your suitcases and feel at home in the elegantly arranged interiors. Attention to detail means that we have individually tailored everything to your needs, down to the last designer teaspoon.

Whether you need a relaxing meander down the canal, or want to be swept up in the vibrant bustle of Downtown's boulevard, Mag 318 offers you access to an exceptional lifestyle.

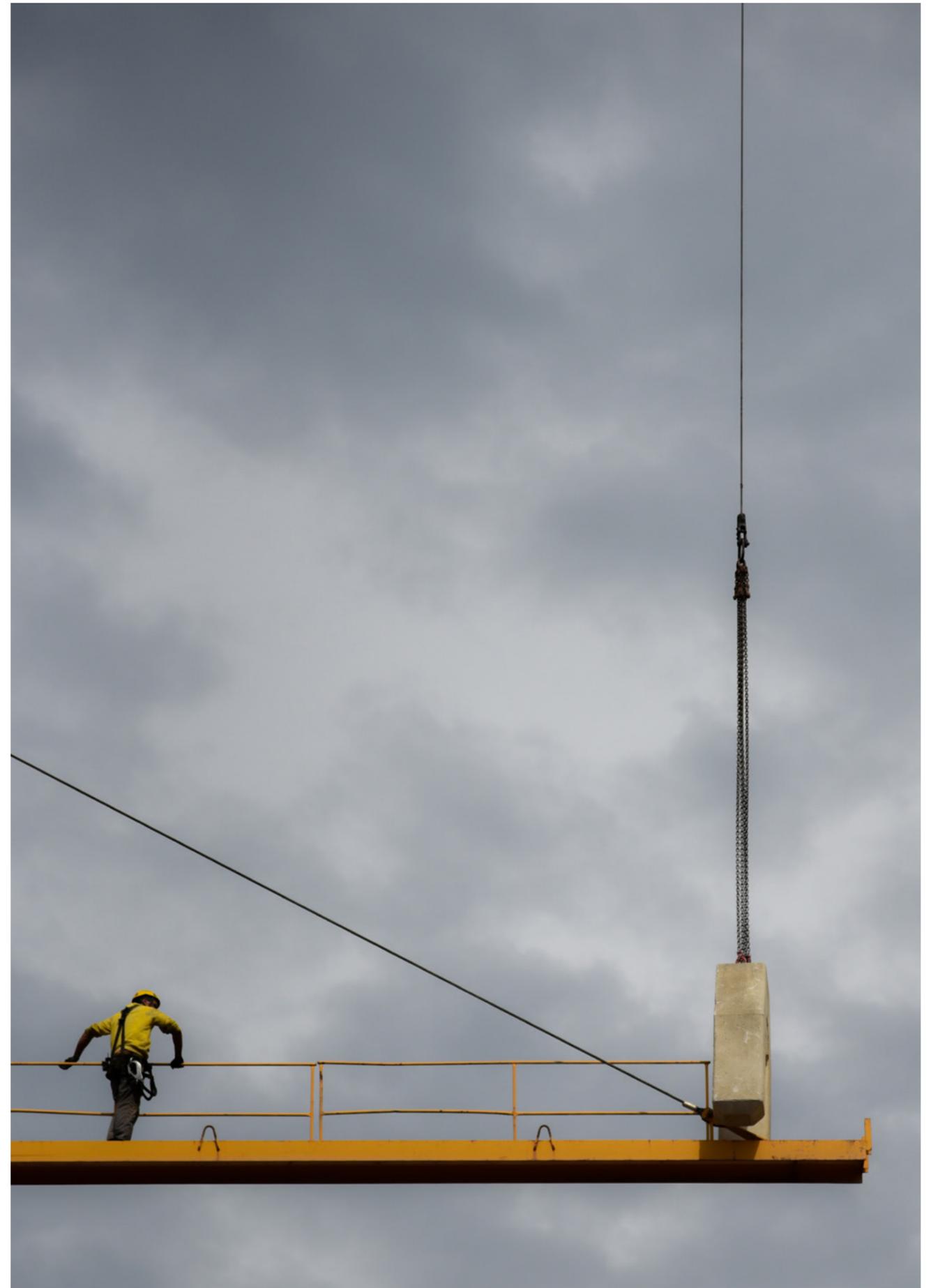


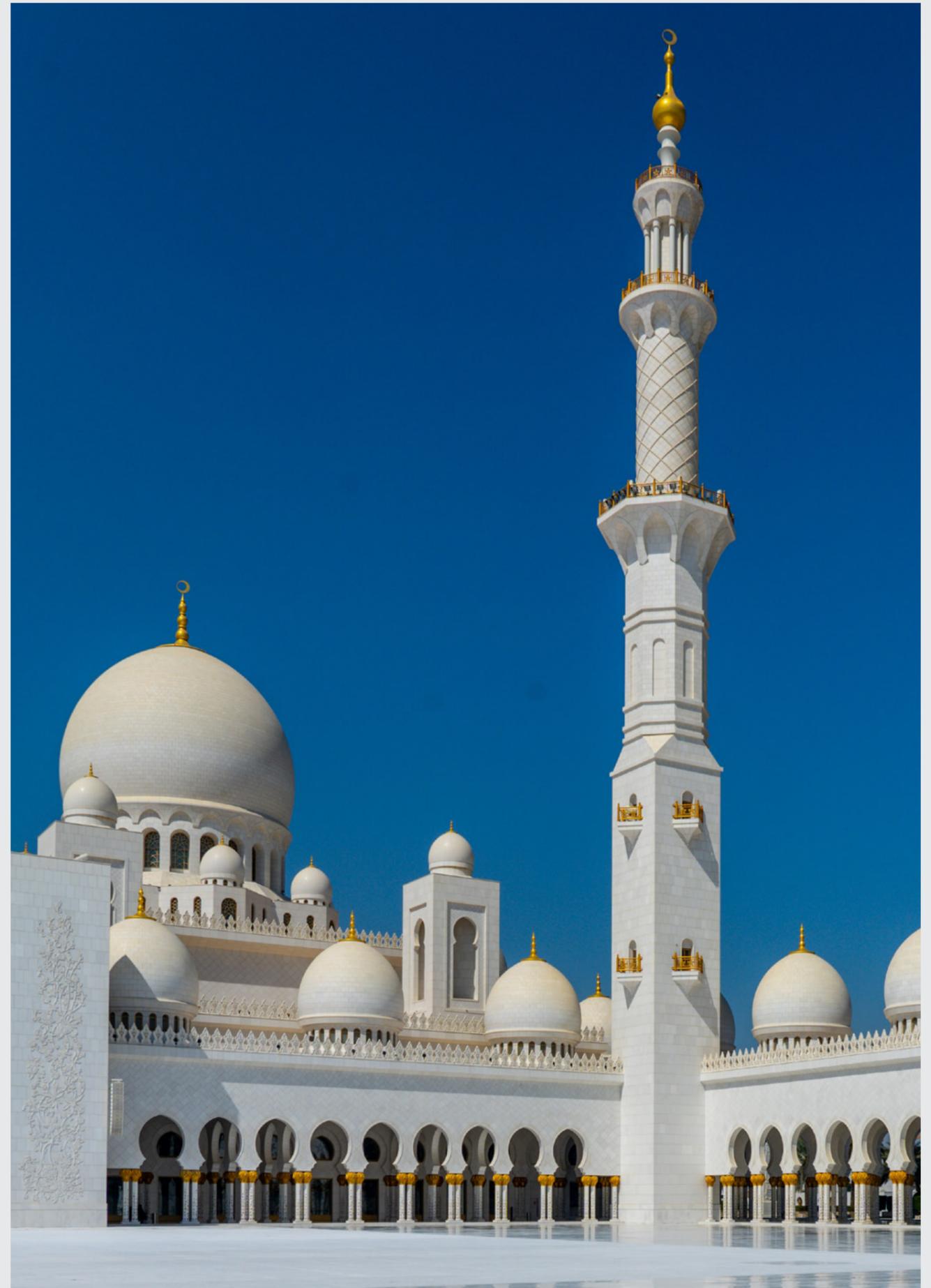
MAG 318 is a labor of love, married with style, sophistication and functionality. The talent and skill of over 6000 members and 76 nationalities has come together to produce the finest high-rise in Business Bay. It took more than 60 months of planning and 11,520 hours of meeting, working, collaborating, designing, writing and creating, accompanied by 20,000 emails, 129,000 global calls. Joy, laughter, sweat and tears have come together to build this exceptional residential tower.





The vision started with a sketch. This sketchbook became a compilation of thousands of hand drawn ideas, representing our unified experience and knowledge. As many on the team didn't speak the same language, the sketches became the translation, line-by-line, brick by brick into the beautiful structure we have today.







**ONLY 15 MINUTES AWAY FROM THE  
BEST BEACHES IN DUBAI.**



# Building Functionality

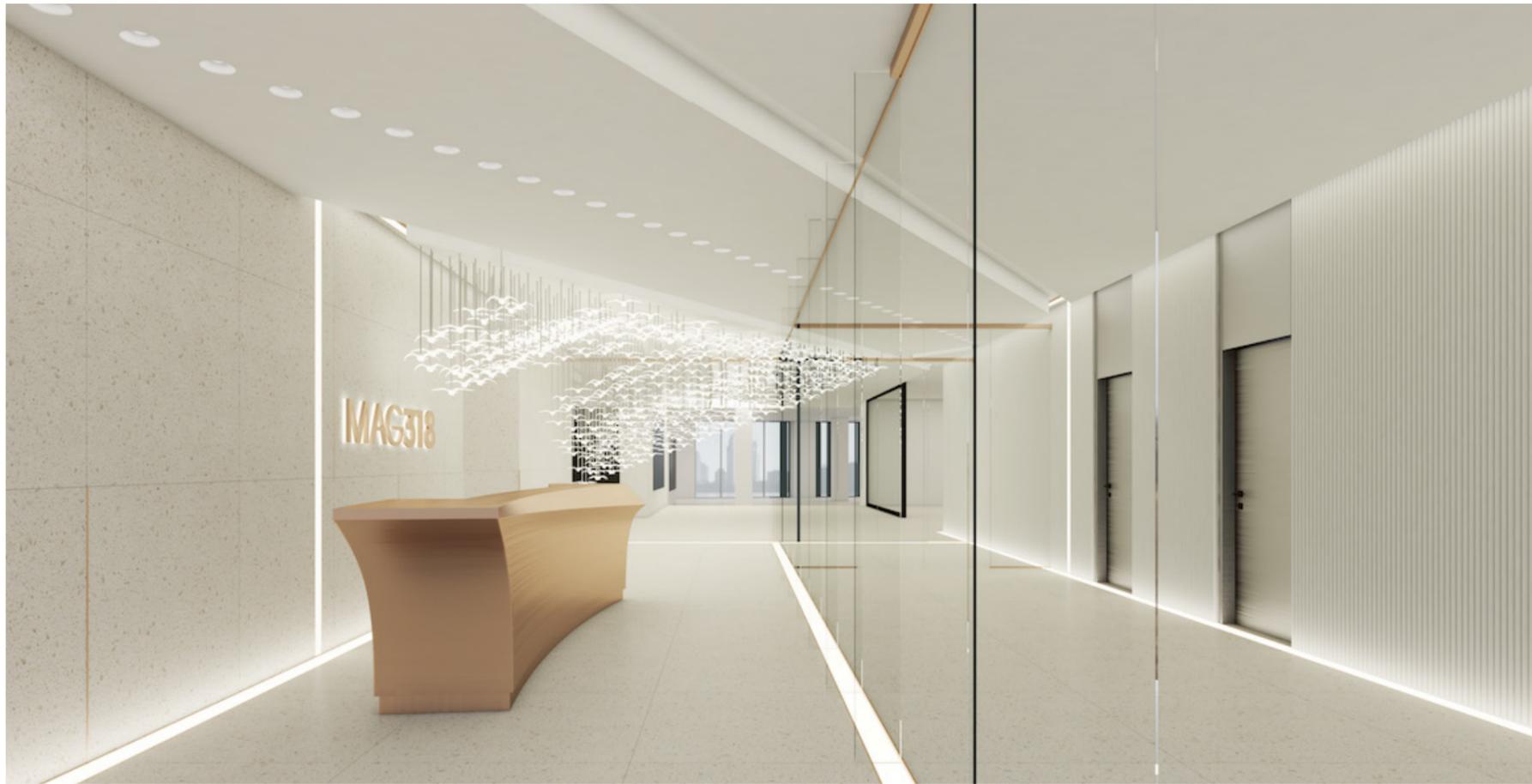


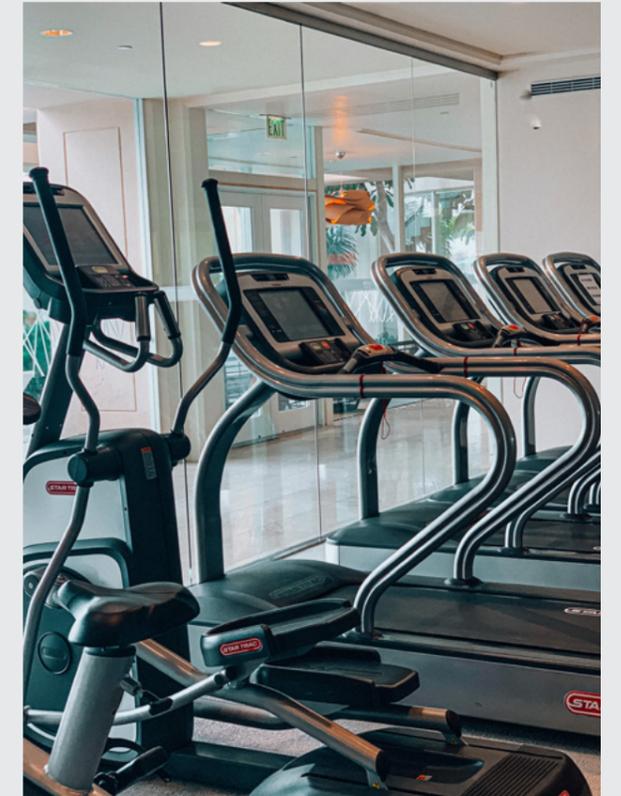
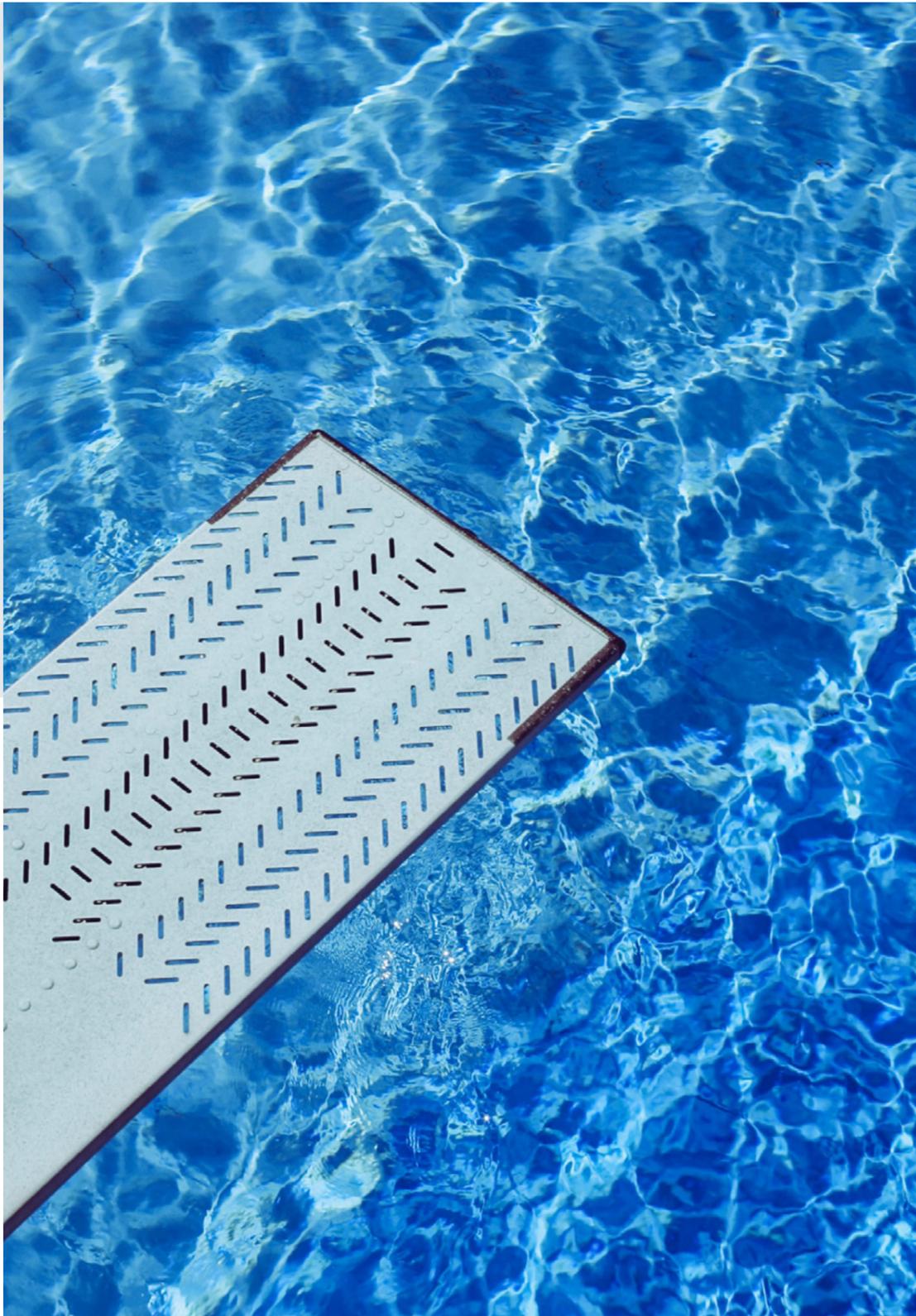
Situated in the vibrant heart of Dubai's business district, the location offers an abundance of luxury and leisure activities, with a wide range of elegant dining options and cafés right next to the lobby and building entrance. The best cup of coffee is never more than a stroll away.



The opulence of the lobby is captured in the lighting, as the space is graced with over 1200 hand-blown glass birds that soar over the ancient 300-year-old olive trees. We imported superior quality crystal to craft each delicate bird, while the magnificent water feature brings in a tranquil flow of energy. The luxurious features of this building put it in a league of it's own and with the ability to host VIP gala events.

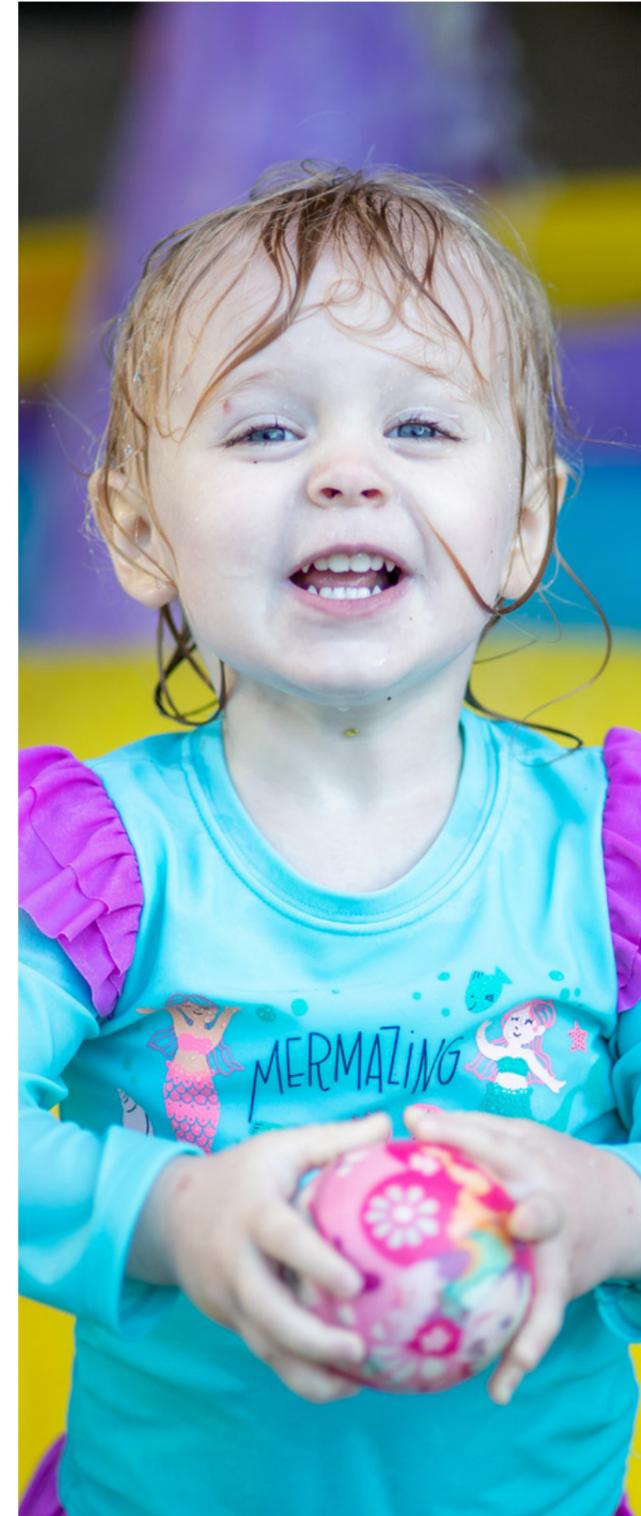






Because the outdoor spaces were designed during the lockdown, they are dedicated to life and happiness, and intended to bring the community together. Individual tailor-made giant red poppy lights bring joy to the pool deck and landscaped areas. These brilliant lights add a happy glow to the recreational areas, whether you are enjoying the splendid infinity pool, the outdoor gym, BBQ area, or children's play area, the theme of the space is intended for fun.

# Secure living



Even our safety mechanisms are the most sophisticated and state of the art, we are proud to be the only residential tower equipped with a BMS smart handle system accessible from your mobile phone. Children will be secure in all play areas, as they have been especially designed to take care of both abled and disabled youngsters. For those that value fitness, the indoor gym is equipped with a combination of cutting-edge technology calibrated to your biomass, and stylish design, as well as craftsmanship.

# Red

Red plays a significant role in the project. It came to life during COVID 19, and embodies the love for a city and its people that had the courage to move through the challenging times of the pandemic. It is a vibrant highlight to the cooler grey tones, and represents passion and the joy of life.





The ground floor area of the building is reserved for a rich gourmet food outlet, and the deli will host a variety of fine foods and chefs from around the world. Fresh organic produce and unique international cuisine are never more than a phone call away.



Mag 318 has the luxury of being a corner plot, which means that you have unobstructed views from your apartment. What better way to take in The City of Lights, than with a panoramic view of Business Bay and beyond.



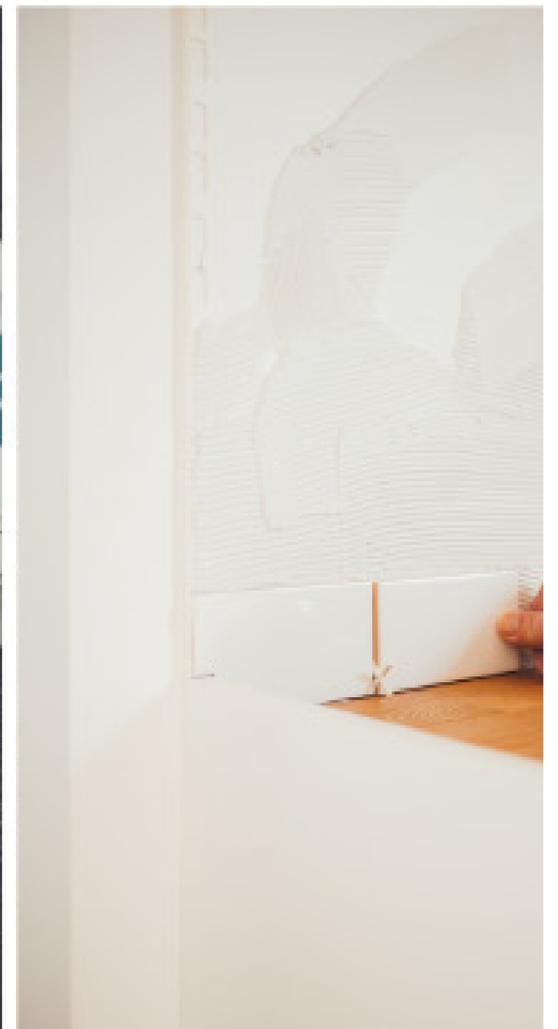
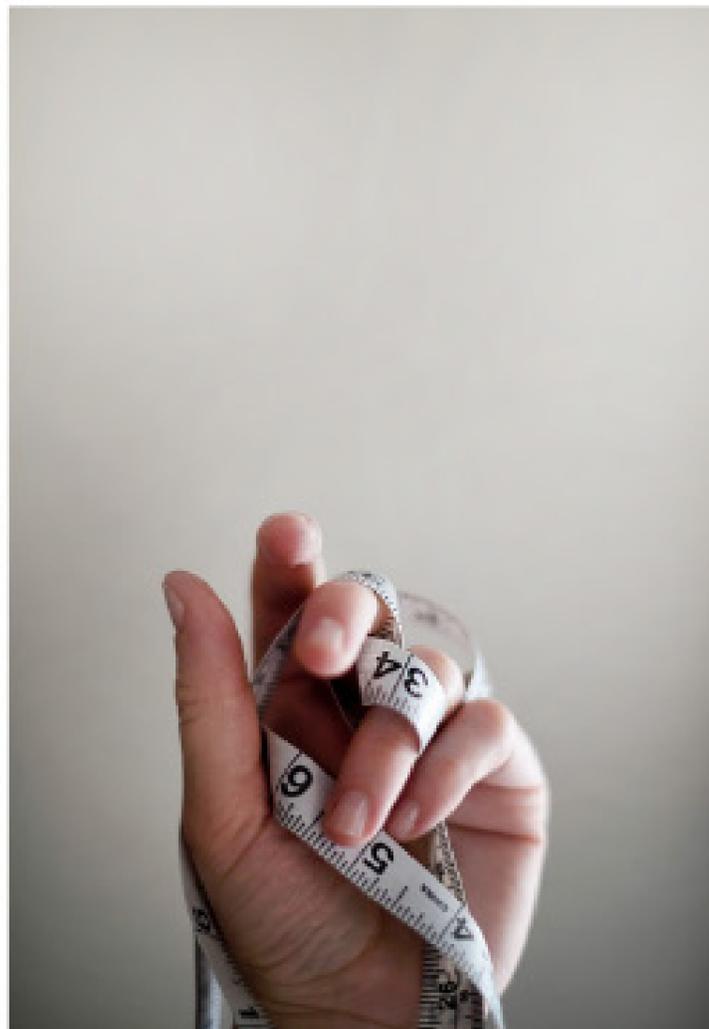


Our outdoor areas are graced with giant fan fronds, this lush green foliage brings a calmness and richness of colour. The leaves are reminiscent of the Strelitzia plant, which is considered a symbol of thoughtfulness, joy and beauty, and represents freedom and immortality.





**ATTENTION TO  
DESIGN & DETAIL**



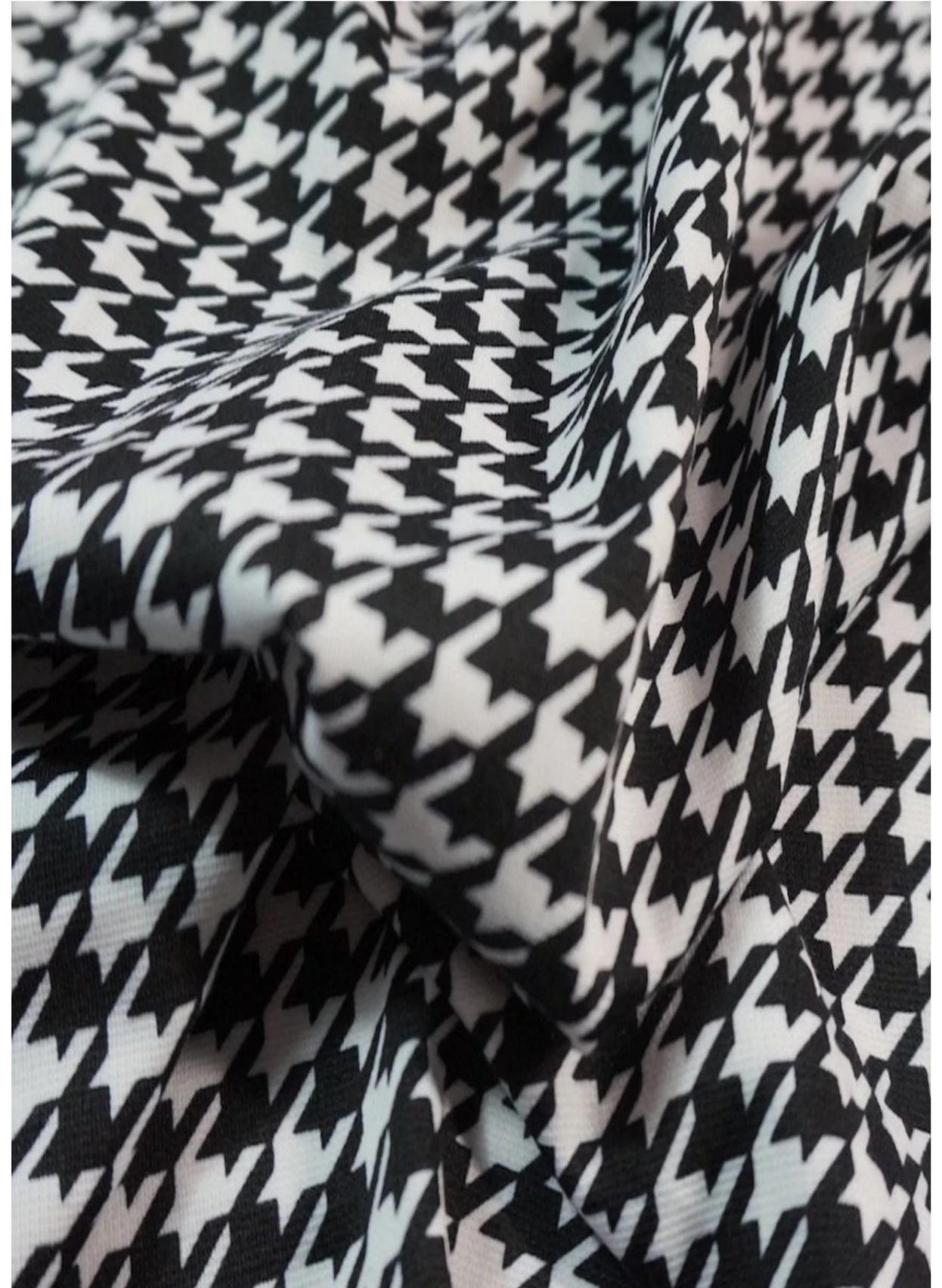
The apartments are fully furnished with the most refined accessories and Italian designer furniture, that has been custom made, but more than that, the living spaces boast exceptional attention to detail, as a team of international designers work relentlessly on delivering interiors that bring with it refinement, comfort and functionality.





It's often the little things in life that make us call a place home, and at MAG 318 we've taken into account more than the extravagance of 1000 thread cotton bed sheets and plush towels. With a selection of exclusive coffee table art books, including our very own printed memory book, which will guide you through a 365-day journey of the project, its design and collective wisdom from the Middle East.

The classic and timeless pattern of Houndstooth was chosen to bring forth nostalgic memories, a universal recollection of well to do ladies, while the wool throws are reminiscent of a gentleman's tweed, a beautiful marriage of pattern, design and texture for him and her.





The desert and its sea of sand was a big inspiration to the design team. The matt of the sand is echoed in many of the elements, including some of the handmade accessories.

Many of our accessories boast the affluence and craftsmanship of handmade, or hand sewn art pieces, tailored to each unit to give it an individual feel. You can also enjoy a selection of board games, like chess and tic-tac-toe, because what's cozier than playing a set of backgammon at home with friends.



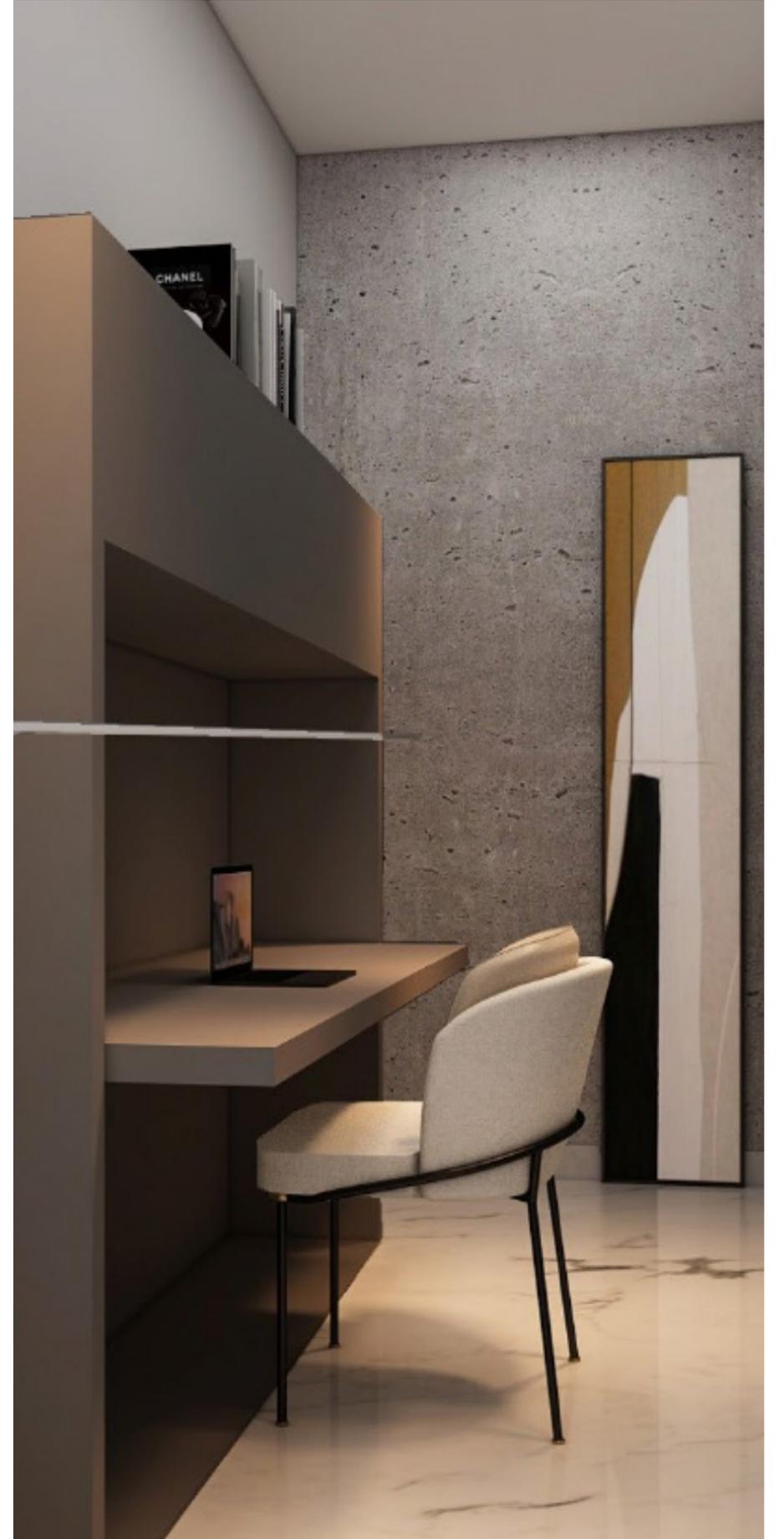
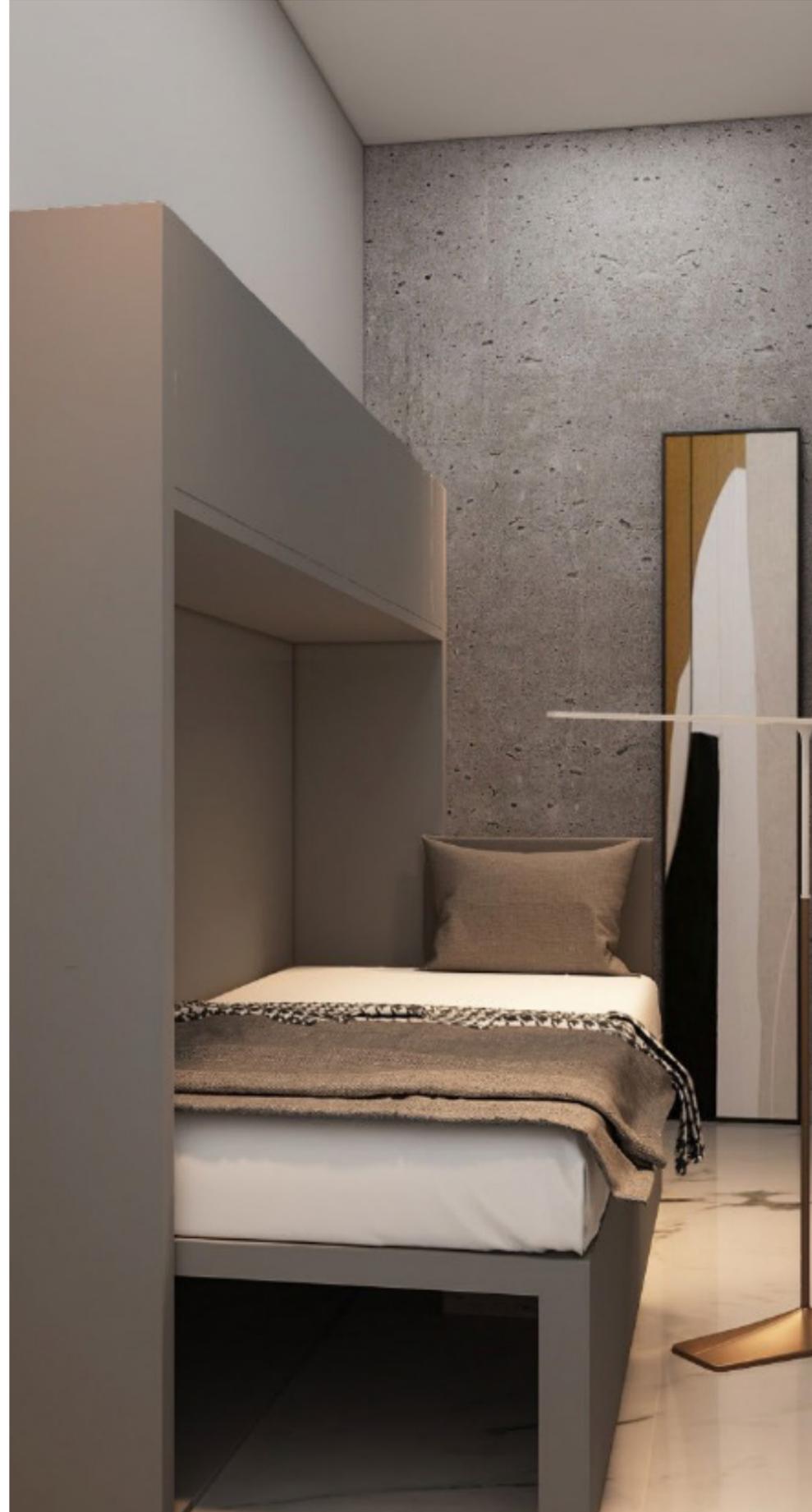




The harmony of our interiors is based on an ancient architectural grid. Each space, each doorway, each artwork is calculated through the mastery of Feng Shui dimensions, creating a superior and calm flow of energy. MAG 318 stands above all other residential towers, with its investment in refined detail and sophistication, and unparalleled finishes, using only the finest quality materials.

We have sourced the highest quality fine leather, and you will not only smell the genuine nature, you will also feel the richness of suede and full grain finishes. The luxurious leather is contrasted by accents of Tiffany blue, and the gloss of polished surfaces.









While your senses are excited and stimulated by the outside bustle and drive of this energetic location, you will return to an interior that brings you in touch with yourself, helping you regenerate and find balance. The different tonalities of grey are contrasted by different textures and colours, and offer a sense of space and sophistication. Greys are considered healing to the senses, they provides a refreshing environment to revive your spirit after a long day.

Attention to design and detail means that every fine fabric has been handpicked and individually selected. From crisp 1000 thread Egyptian cotton to the softness of wool throws, once you sink into the comfort of your bed you will be wrapped up in style and finesse.

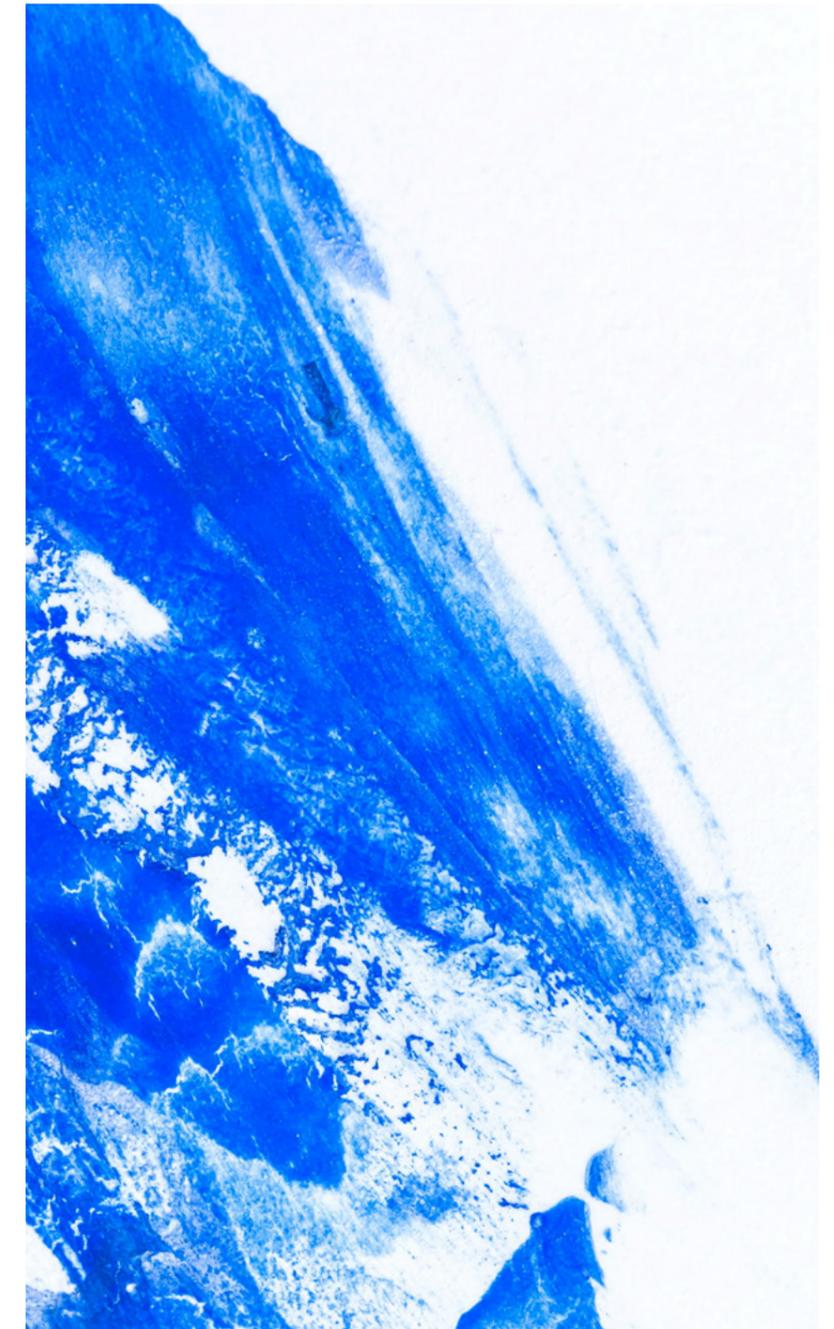




Because we understand the importance of light, and how it can transform space, all our lighting has been custom made and elegantly crafted, to make sure that you always feel welcome at home.



Every kitchen is fully equipped with the most expensive, state of the art, appliances. A surplus of cutlery and dining plates, make it easy to receive family and friends. The balcony works as an extension to the interior, and the rooms' well-designed warm lighting will match the ambience of your outdoor living space. Relax on the balcony under the coolness of our unique custom-made fans, with enough comfortable seating for four



We commissioned over 1000 artworks, and each one has been hand painted. The movements of the brush strokes are bold and emotive, enlivening the space.



Throughout the project the emphasis is on sophisticated clean lines to relax your eyes, glide your fingers over the richness of textures and matt finishes, from lavish fabric wall paneling, designer ceramic tiles to rich suede leather. The palette of calming colours creates a spacious feeling, and the cool grey tones compliment the warm lighting to create a tranquil home ambience.

The ground floor has a unique area dedicated to the creative expression of the community and its various talents and interests. The world will have a window into the dreams, passions and the creative journey of Dubai's ever expanding international community.





Whether your artistry is photography, ceramics, painting, the finer arts or any handmade craft, this space gives the residents and people of Dubai an opportunity to present and showcase their work. MAG is dedicated to giving its residents a platform for enrichment, from public speaking to weekend markets, the area is open and available to international talent as an exchange of ideas and inspiration.

Because we have dedicated the space to the work and talent of the community, it functions visually as an open canvas. Like a clean white sheet of paper waiting for the expression and creativity of the people, it is the exhibits that will bring in life and colour into this area. The lines are clean and the black and grey help to frame the pieces on display and make them the focal point of the space.





Versatility was key when creating this space. It has been designed in such a way that it can accommodate the changing trends and needs of the community and the vibrant city of Dubai. It not only serves as a gallery of sorts, but we invite our residents to nourish all their senses, with a dedicated cooking area, which can be reserved for groups that want to come together and share their culinary delights.

This unique concept will cater to the young as well as older residents, with a calendar of weekend activities for all seasons. In the winter months the events can be extended to the outdoors. Whether you are inspired by art, food or fashion this venue was intended to be part of our everyday school of life and lifestyle.





# WELCOME TO YOUR HOME

