ROVE

HOME

MARASI DRIVE

DEVELOPMENT BY

IRTH

ABOUT
THE BRAND

ROVE
HOTELS

Embrace Rove's forever-young spirit at Rove Home, where inspiring design and vibrant art installations converge with an exceptional location and an extended playlist of life-enhancing amenities that make this residence a complete ecosystem that has everything you'll ever need.

This isn't just where you'll live.
It's where you'll thrive.



ABOUT
ROVE HOME

Rove Home residences are an extension of the Rove Hotels brand.

These branded residences are for hassle-free living, with personalised expressions of your ideal living environment. We've handpicked prime locations to ensure you get the very best.

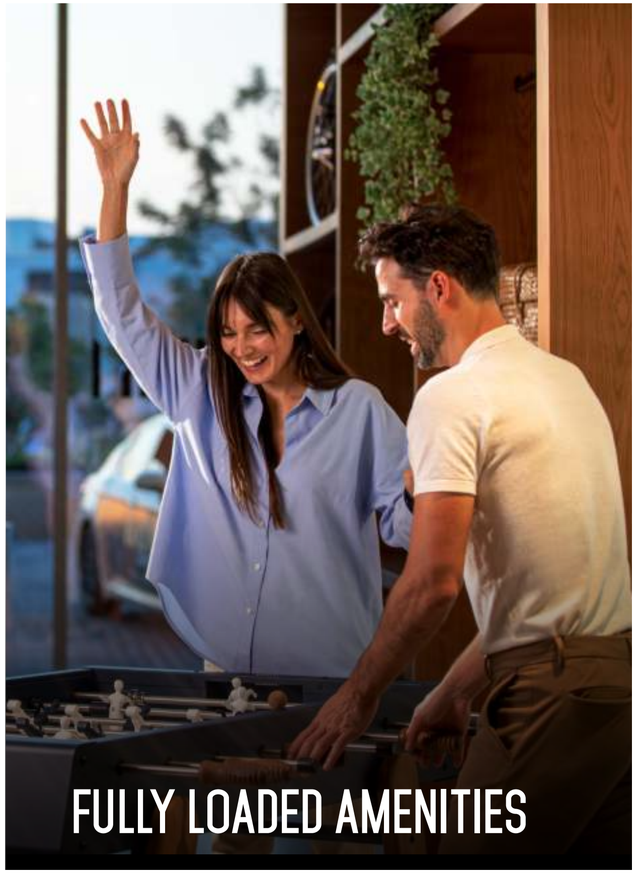
From interiors that uplift and energise, and amenities that are thoughtful and engaging to contemporarily stylish yet cosy apartments, we decided that this is the kind of place where we'd like to live – so we set out to build exactly that.

We think you'll agree.





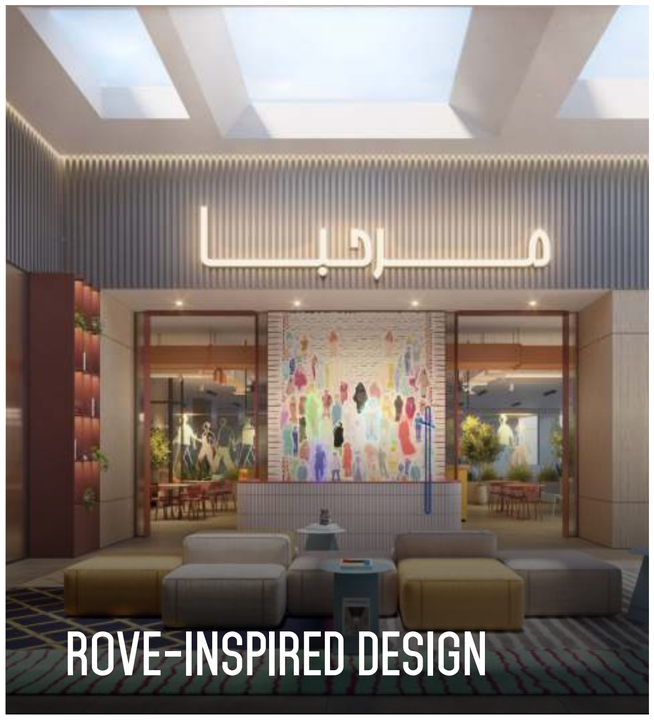


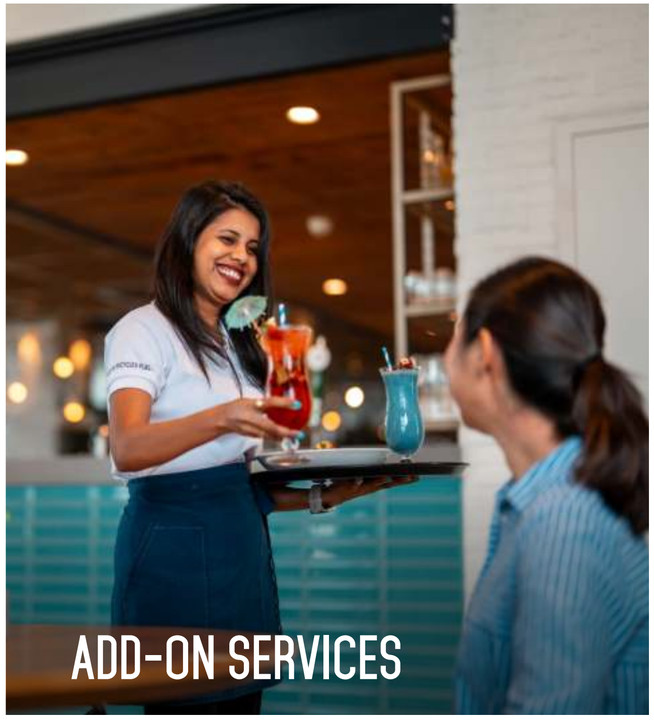


WHAT MAKES A ROVE HOME?

Experience the difference with Rove Home where modern amenities, trendy interiors, and smart features cater to your unique style.

Rove Home is your destination for artful inspiration and cleverly activated spaces.





ABOUT THE DEVELOPER

IRTH

Founded under Alshamsi family, IRTH is a real estate investment platform - based on the philosophy of value creation, innovation and building world-class living experiences.
IRTH's vision is long-term, supported with a proactive approach, swift actions, strong financial backing, and high-quality projects - bridging the gap between ambition and success.
IRTH continues seeking new opportunities and broadening horizons – thriving in any market situation through an extensive land bank and strategic partnerships.
At IRTH, we take pride in offering the best-in-class locations and properties for value-based investment opportunities - setting new standards in the real estate market in the region.

We are IRTH – The Future of Real Estate.



MARASI DRIVE

In the heart of Dubai's Business Bay, Marasi Drive offers a captivating canal-side stroll in a vibrant central district, blending residential, commercial, and leisure amenities seamlessly.

Marasi Drive proximity to Downtown Dubai, grants easy access to its iconic attractions, its strategic location ensures seamless connectivity to Al Khail Road and Sheikh Zayed Road, facilitating effortless travel across the city and beyond.



A HOME FOR THE YOUNG AND YOUNG-AT-HEART

The dynamic essence of Rove comes to life at a new address Marasi Drive, Business Bay. Enjoy an urban living experience beyond the ordinary.

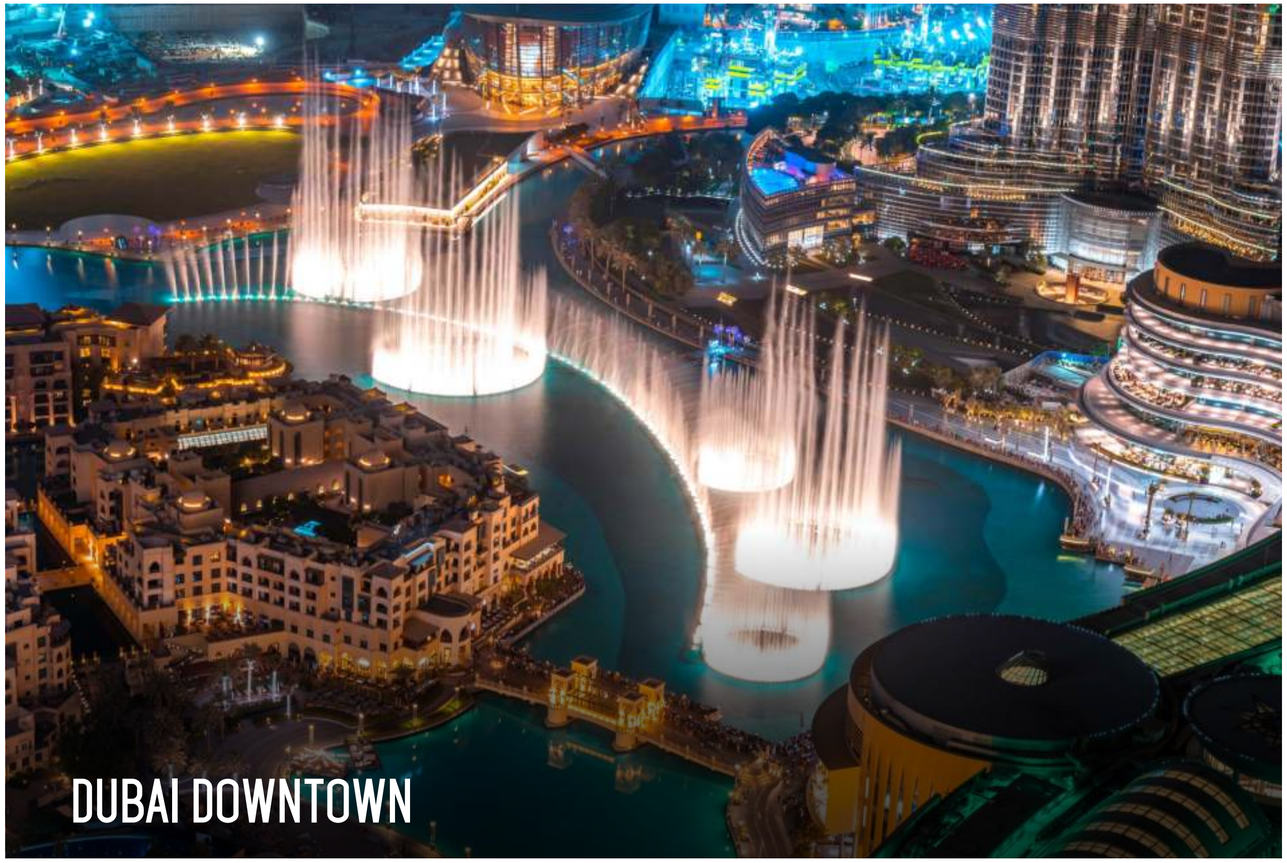
Rove Home offers an array of 40+ amenities spread across 3 dedicated zones at different heights, a floating podium level, sky garden, and the rooftop.

It's not just about a place to live; it's about becoming part of a dynamic and vibrant community, where connections flourish and memories are made.



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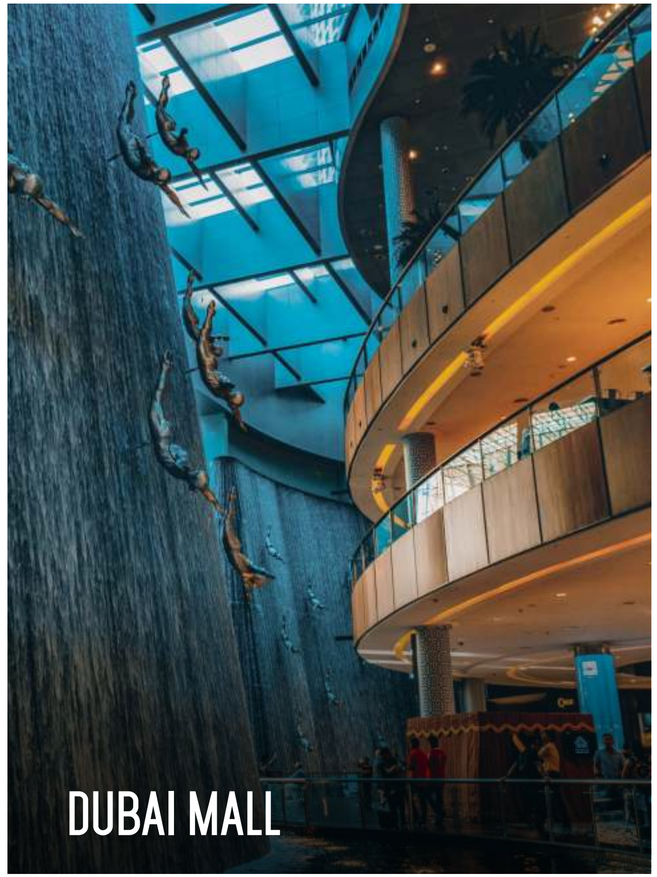




EXPLORE THE NEIGHBORHOOD

Embrace urban living at Rove Home Marasi Drive, where connectivity is effortless and convenience is key!

With Dubai's trendiest spots right at your doorstep, explore nearby entertainment and dining experiences in just 15 minutes. Live your best life at Rove Home Marasi Drive!



ROVE AROUND
THE CITY

- Marasi Promenade [4 mins.]
- Dubai Mall [8 mins.]
- Burj Khalifa [10 mins.]
- The Dubai Fountain [10 mins.]
- Rove Downtown Hotel [10 mins.]
- Dubai Opera [11 mins.]
- Rove City Walk Hotel [12 mins.]
- City Walk [12 mins.]
- DIFC [12 mins.]
- Coca Cola Arena [14 mins.]
- Dubai International Airport [16 mins.]



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UNIQUE AND INNOVATIVE

At Rove Home Marasi Drive, you can feel the exhilaration in the atmosphere! We've expertly crafted an urban oasis where captivating design, vibrant art, and cutting-edge technology come together seamlessly.

Our commitment to shaping a space that tickles your artistic sensibilities and ignites your love for innovation is unparalleled. It's a place that would surely excite and delight Rovers like no other!



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EXPANDABLE
LIVING SOLUTIONS

Live in the future, today.

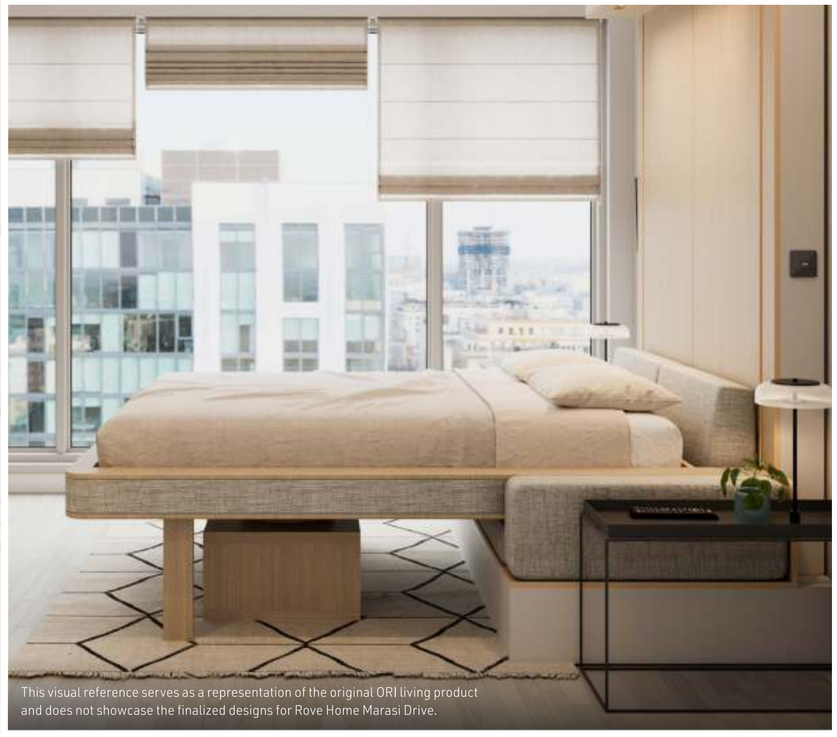
Designed to embody Rove's unique look and feel, the interiors will feature intelligent and modular living solutions by ORI, never seen before in UAE and the region.

ORI introduces a revolutionary solution to apartment living, where space is not just a constraint but an opportunity.

- Simple
- Safe
- Effortless


This visual reference serves as a representation of the original ORI living product and does not showcase the finalized designs for Rove Home Marasi Drive.


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SMART LIVING READY

Combining aesthetics with functionality, all units will be **compatible with Google and Alexa digital home solutions** for ultimate convenience.

Experience the future of living with seamless integration of smart technology, allowing you to control your home with just your voice.

Enjoy the ease of managing your home's lighting, temperature, and entertainment systems effortlessly.



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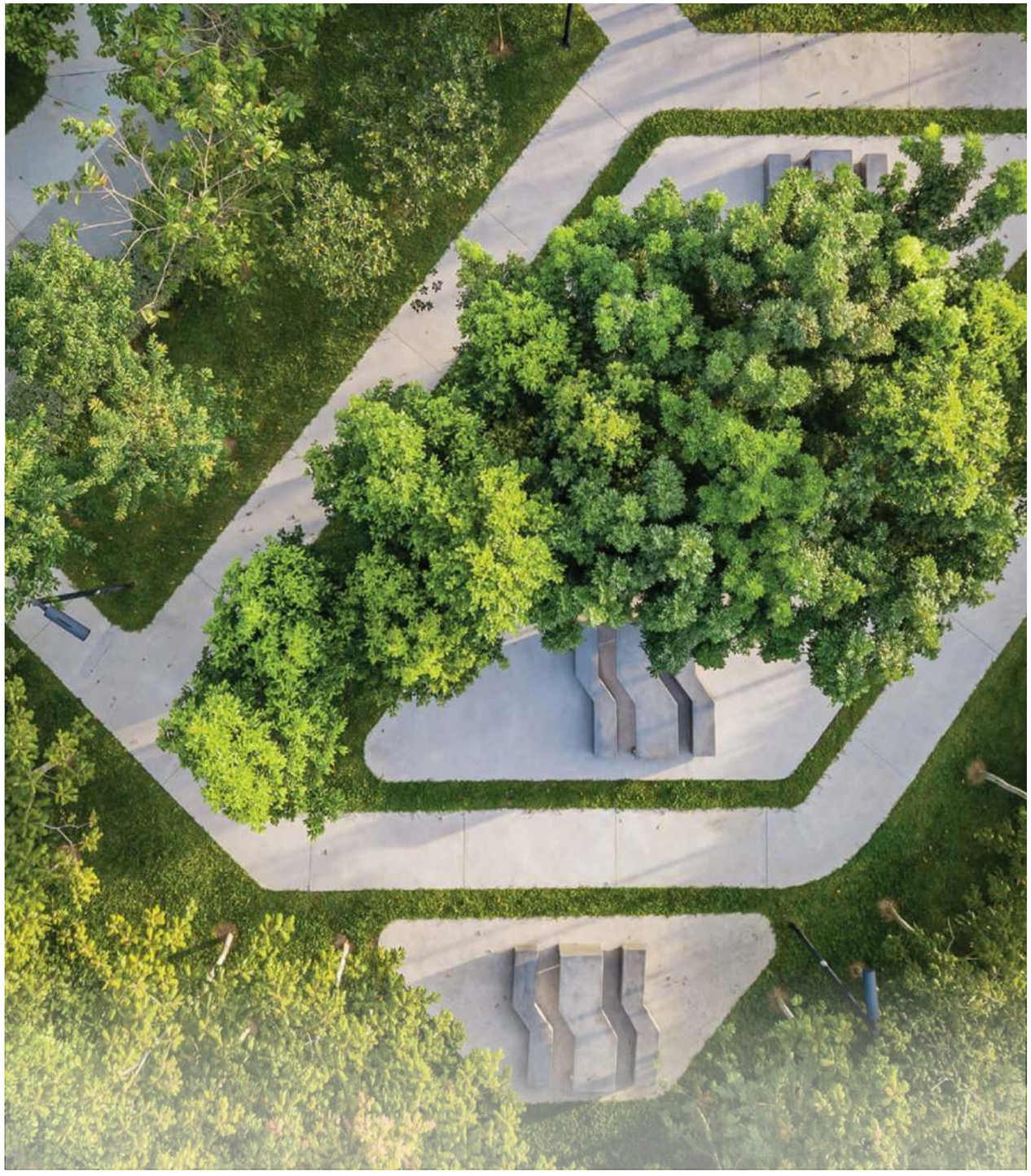






DESIGN THAT DELIGHTS

Rove Home's contemporary design comes to life with inviting interiors designed by Zebra and artistic accents from Studio Feel, creating a harmonious blend of urban style and lush greenery that offers a refreshing take on city living.





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INSPIRED INTERIORS



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WHERE A VIBRANT COMMUNITY AWAITS

Enjoy exclusive perks across all Rove properties as a Rove Home Owner!

From complimentary access to amenities to special discounts on services, your membership in the Rove community opens doors to a world of benefits.

Immerse yourself in a dynamic urban lifestyle at Rove Home, where lush greenery and top-notch amenities elevate everyday living. From coworking areas to social hubs, the Rove community fosters seamless interactions, forging lasting relationships and enriching daily life.





50+ AMENITIES
ENDLESS ENTERTAINMENT

Get ready for an electrifying journey!

Jump into our lively space packed with features that will make your heart race, from buzzing coworking spaces to adrenaline-pumping arcade zones.

Challenge your pals at sports courts, try your hand at Pickleball, dive into Aqua Cycling, lounge at the Urban Beach Pool, make a splash in both indoor and outdoor pools, and elevate your experience to new heights at our Sky Garden oasis where the sky is the limit!

GROUND LEVEL INDOOR

Rove Café

Convenience Store

Coworking Space

Soundproof Meeting Pods

Private Meeting Rooms

Outdoor Terrace

Double Height Lobby Lounge



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LOBBY

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PODIUM LEVEL
INDOOR

- Multi-purpose Room (with Kitchen) (rentable)
- Monkey Bars
- Karaoke Room
- Hammock Movie Lounge
- Arcade Games
- Climbing Wall
- MultiBall Interactive Gaming (50 + apps)
- Indoor Lounge
- Fully Equipped Gym
- Playstation Deck
- Gaming Lounge (Foosball, Shuffleboard Table, Pool Table, Table Tennis)
- Guest Rooms (rentable)
- Changing Rooms



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PODIUM LEVEL
OUTDOOR

- Urban Beach Pool
- Cascading Leisure Pool
- 20M Integrated Lap Pool
- Outdoor Gaming Terrace
- Sun Lounging Deck
- Yoga Lounge
- Aqua Cycling
- Outdoor Coworking Space
- Open-Air Gym
- Rove Beverage Truck
- Cabanas with Daybeds
- Outdoor Multi-purpose Terrace (rentable)
- Feature Staircase for Urban Connection
- Sunken Gardens
- Jacuzzi



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URBAN BEACH POOL

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SUNKEN GARDENS

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SKY GARDEN
INDOOR

Indoor
Lap Pool

Wellness Features
(Steam Room & Sauna)

Changing Rooms



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INDOOR LAP POOL

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SKY GARDEN
OUTDOOR

- Padel Pong
- Sun Lounging Deck
- Outdoor Cinema
- Bouldering Wall
- Ping Pong in a Tube
- Amphitheatre
- Communal Dining Tables
- Suspended Lounging Nets
- Lush Landscape
- Running Wheel
- Chess Tables
- Climbing Wall
- Outdoor Coworking Space
- Multi-purpose Court (Basketball, Pickleball & Mini Football Court)



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ROOFTOP

Stargazing Point
(Telescope)

BBQ Terrace

Outdoor Kitchen

Cabanas with
Daybeds

Lounging Space

Viewing Deck
with Swings

Sunken Seating

Firepit

Allotment Gardens

Gathering Tables



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