



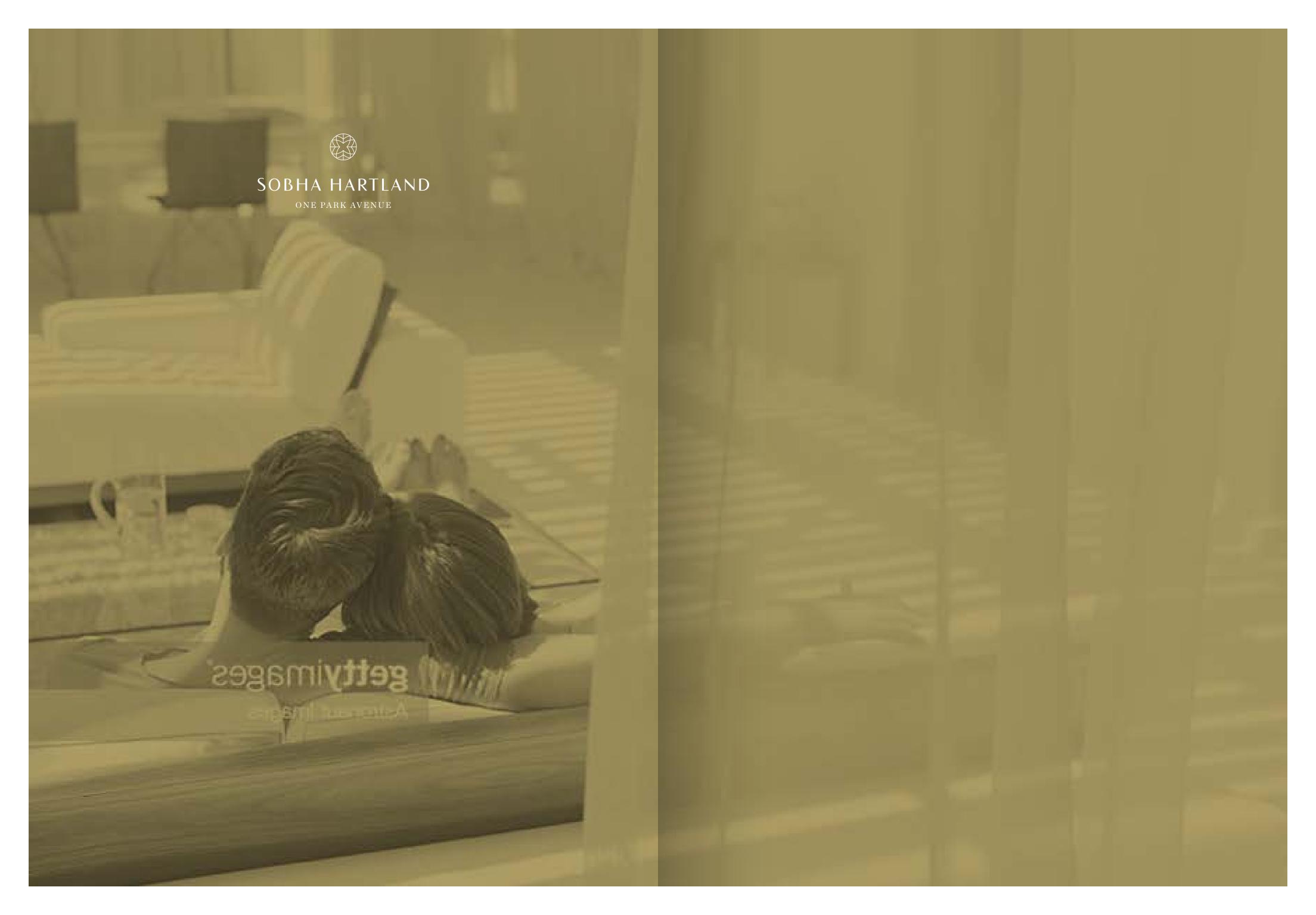
Cover

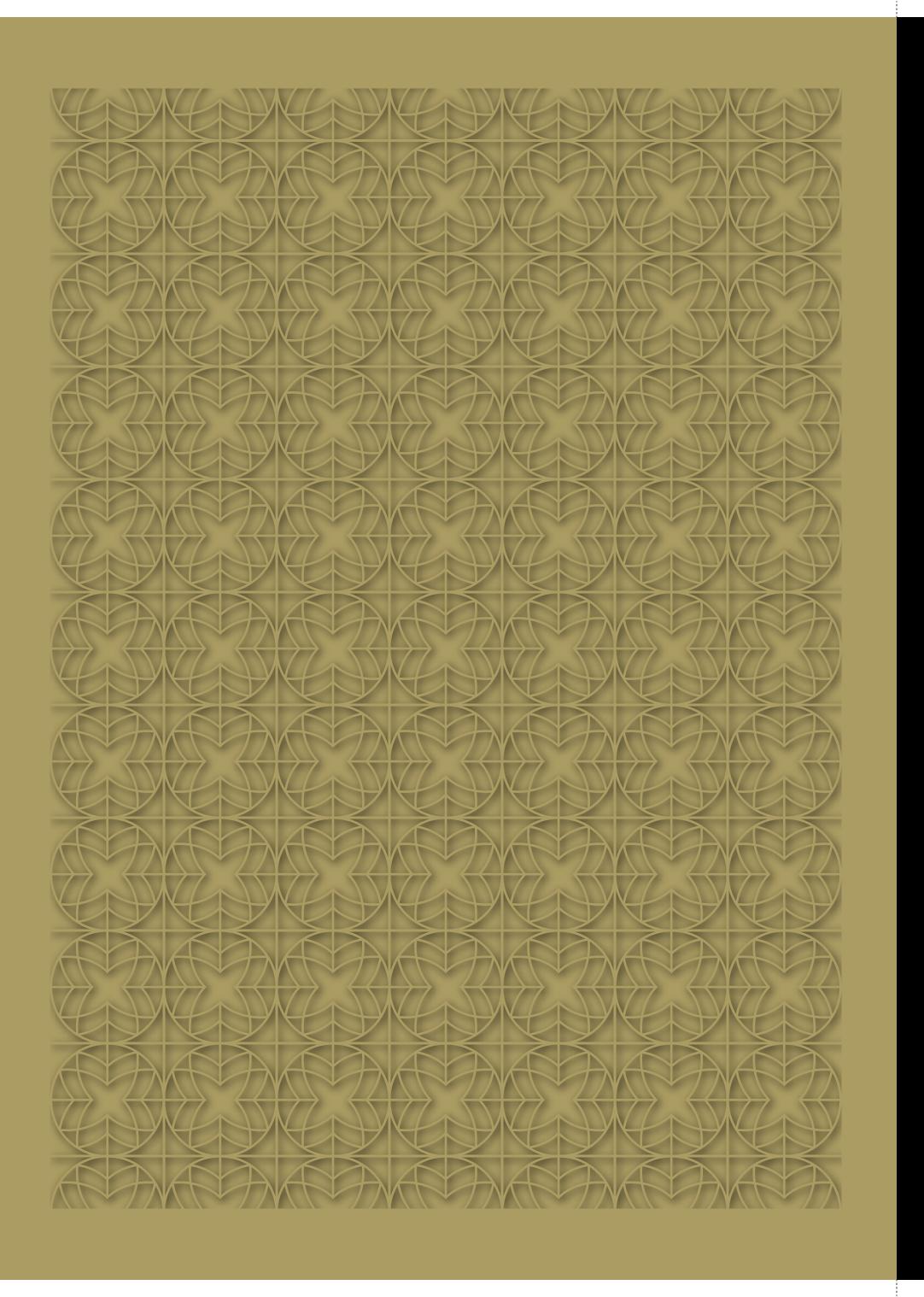
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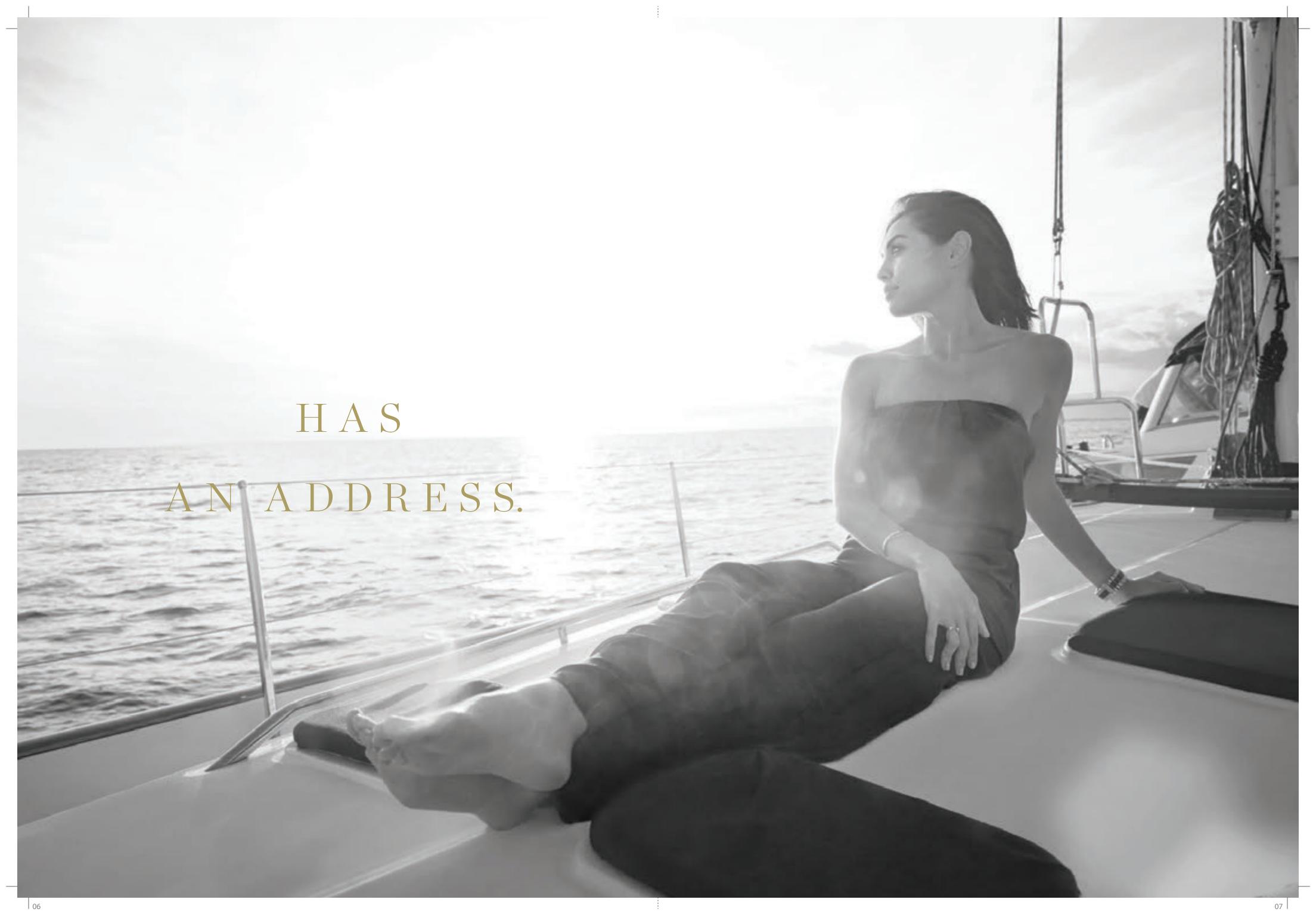
SOBHA HARTLAND

ONE PARK AVENUE











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.



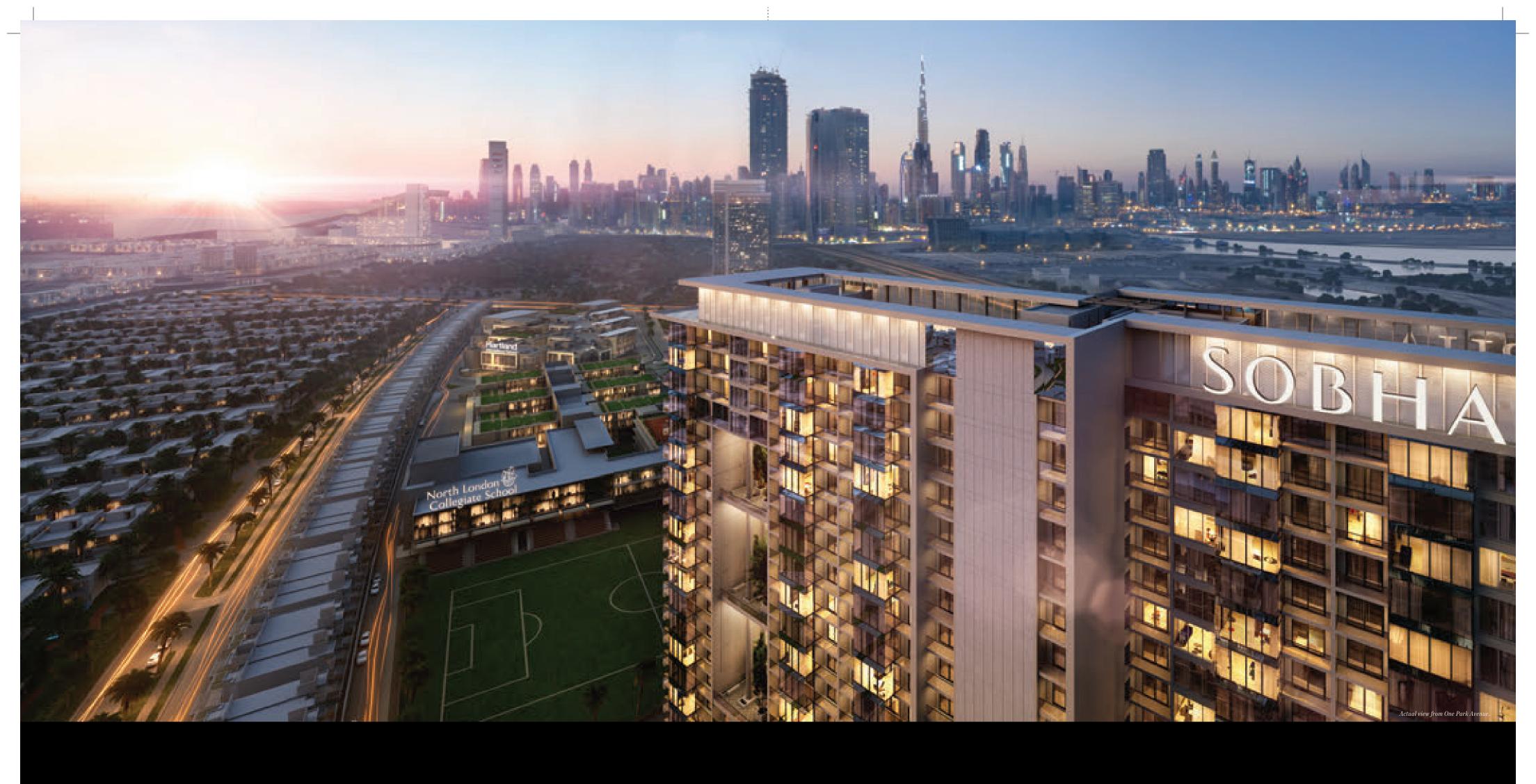


IT'S MORE THAN А НОМЕ.

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.





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.





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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.

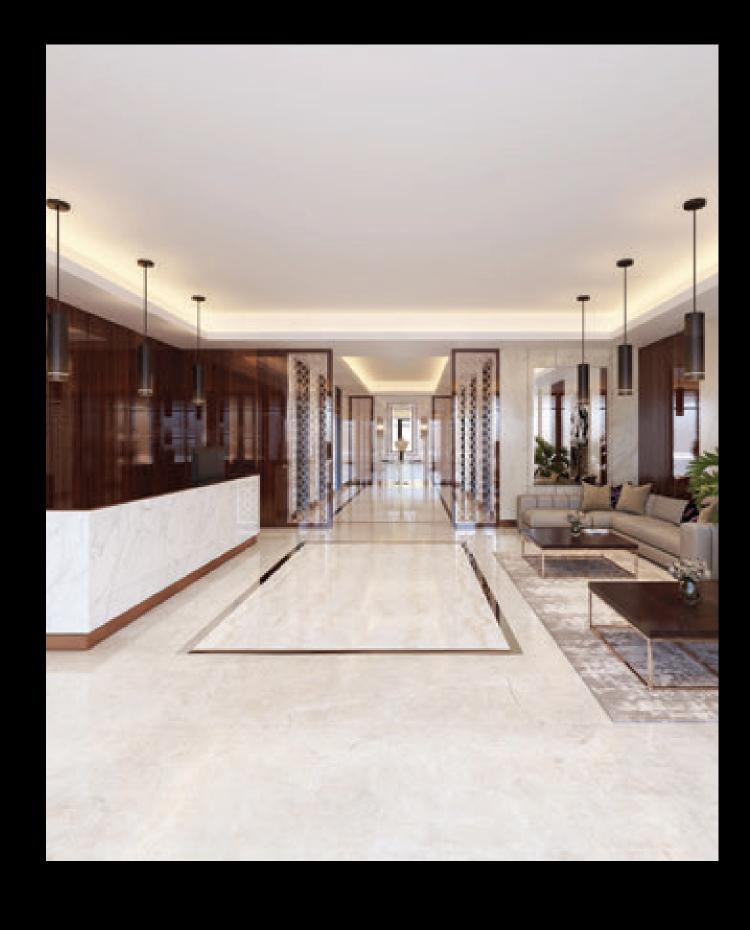
These amenities not only ease your life but also help you
lighten your footprint on the environment.

And in the process, make moments spent here unforgettable.



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.







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.



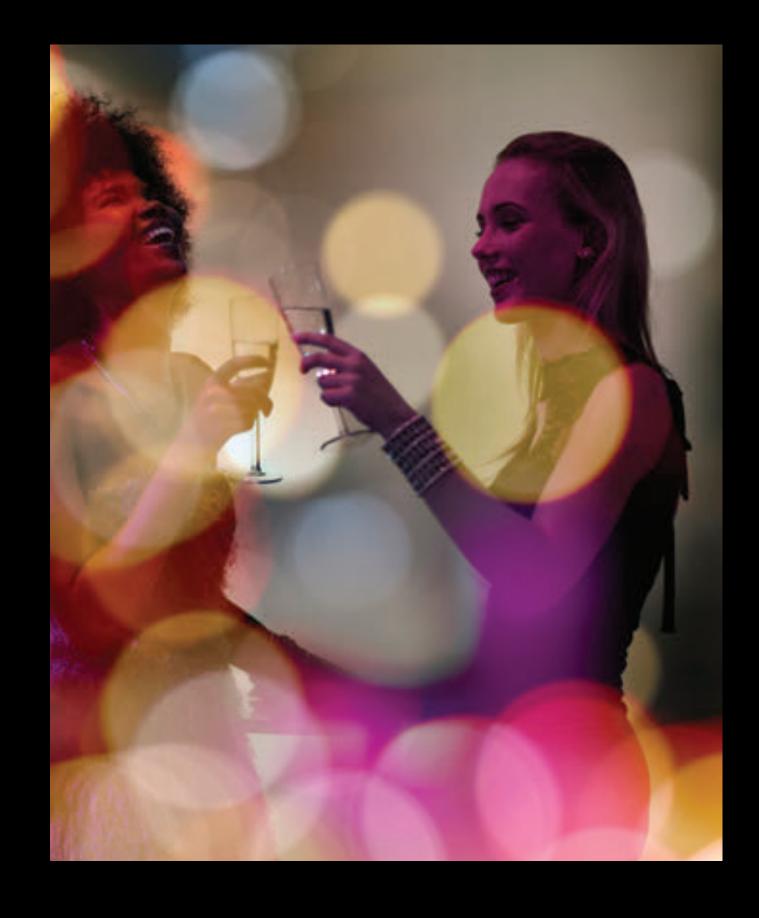


EXCLUSIVELY CRAFTED,

WITH EVERY DETAILIN 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.

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







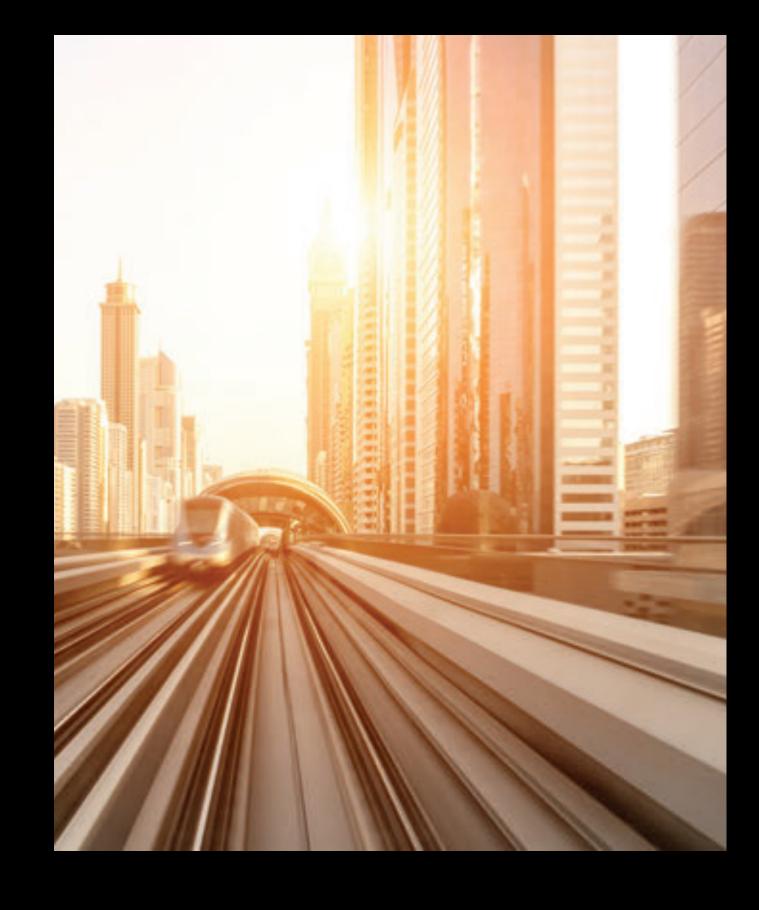
Home to spectacular views of the Dubai skyline,
Ras Al Khor Bird Sanctuary, Dubai Canal and Dubai Creek.

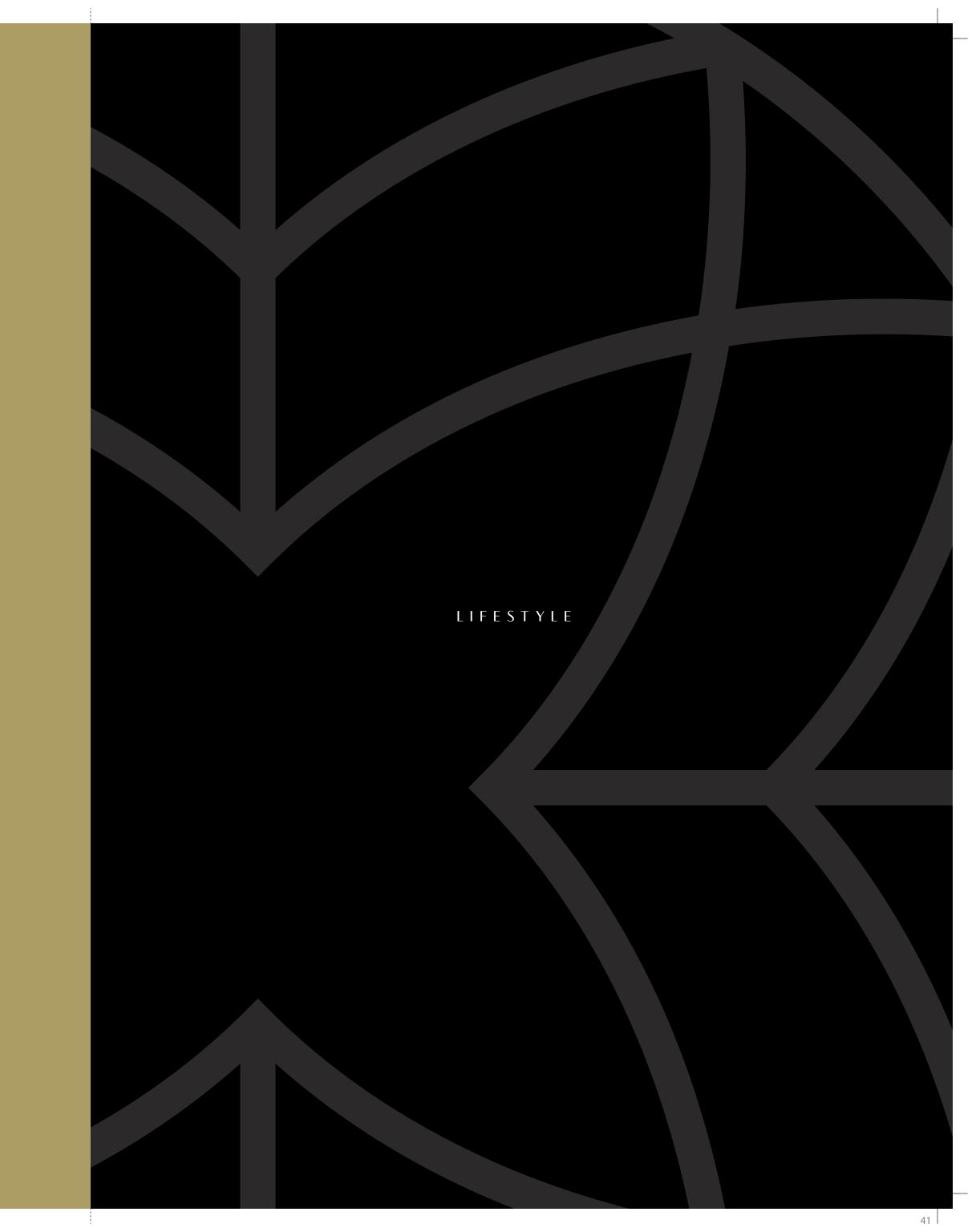


A two-minute walk away from top international schools, the community triangular park and the walkway along the Dubai Canal.

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









A LIFE THAT HAS IT ALL.

 $A\ N\ D\quad A\ L\ L$ YOU HAVE TO DOIS MOVE IN.

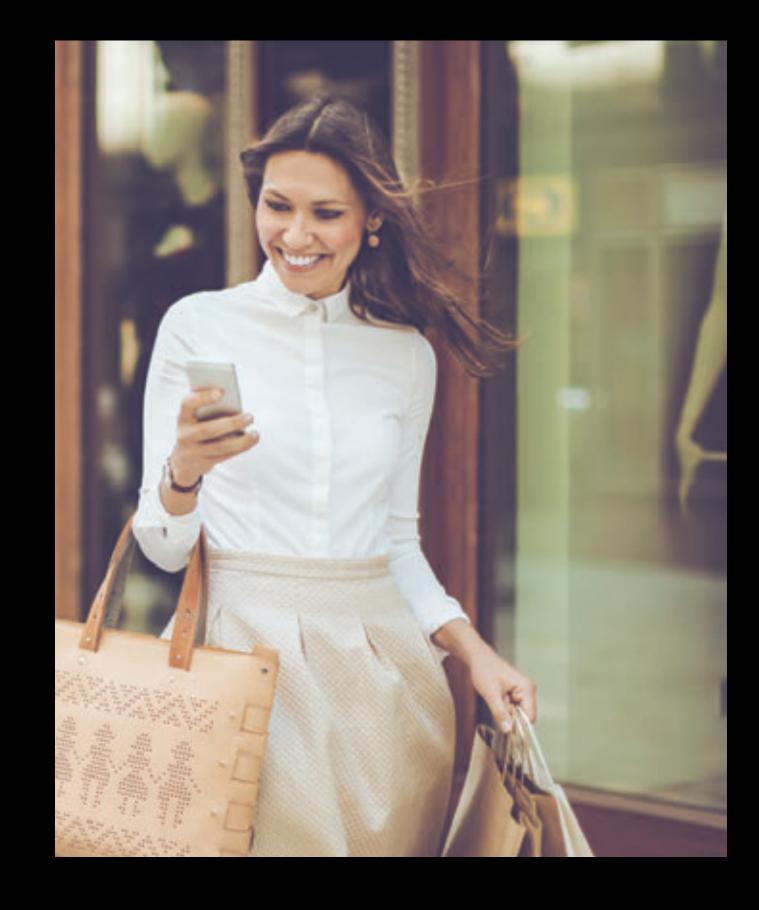


Discover unmatched luxury with an apartment that overlooks the evergreen Central Park and Dubai's top international schools. Enjoy unparalleled views of the Dubai Canal,

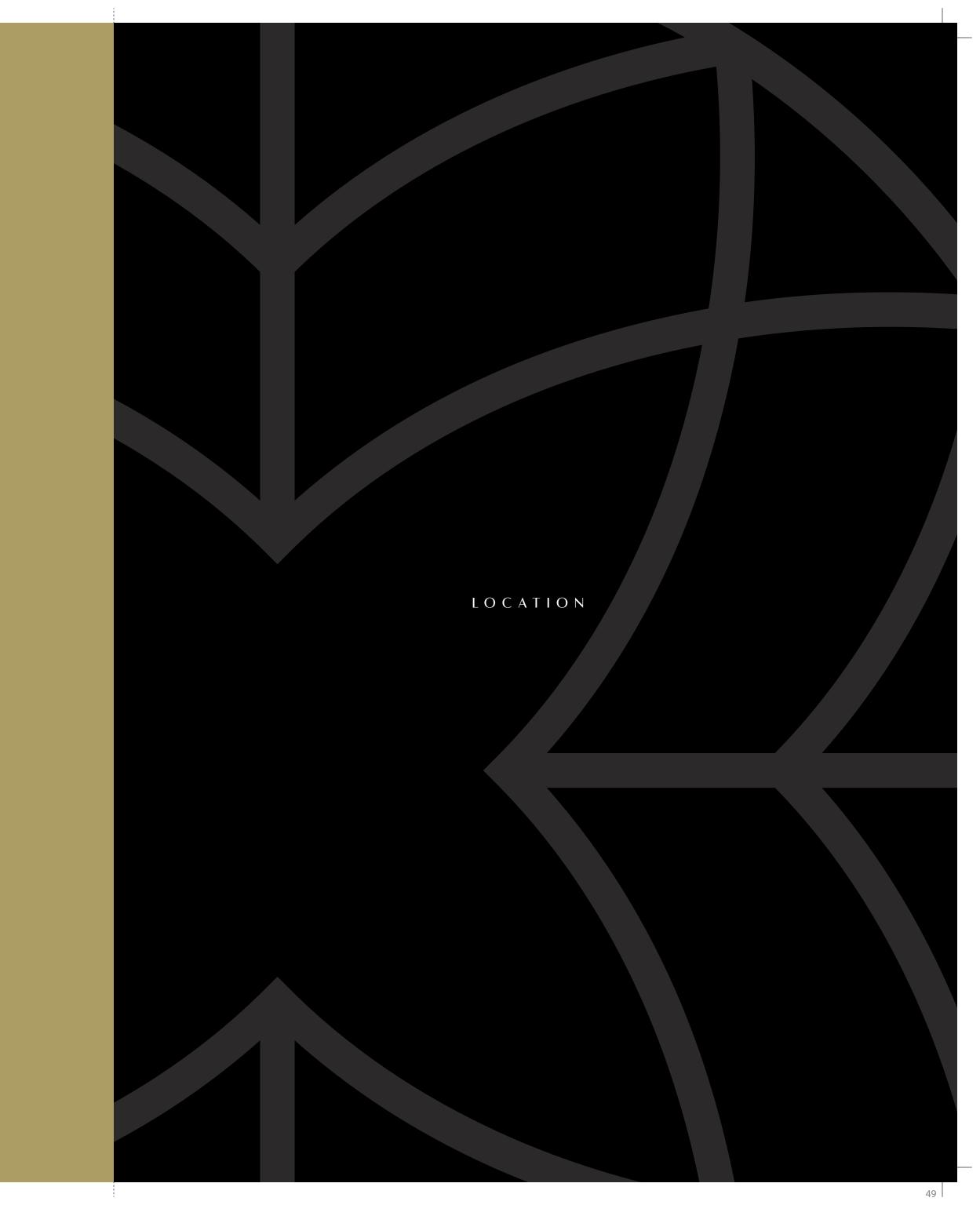
Meydan Tower and Meydan Racecourse. Invigorate your senses at the luxury spas in the estate.

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.









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

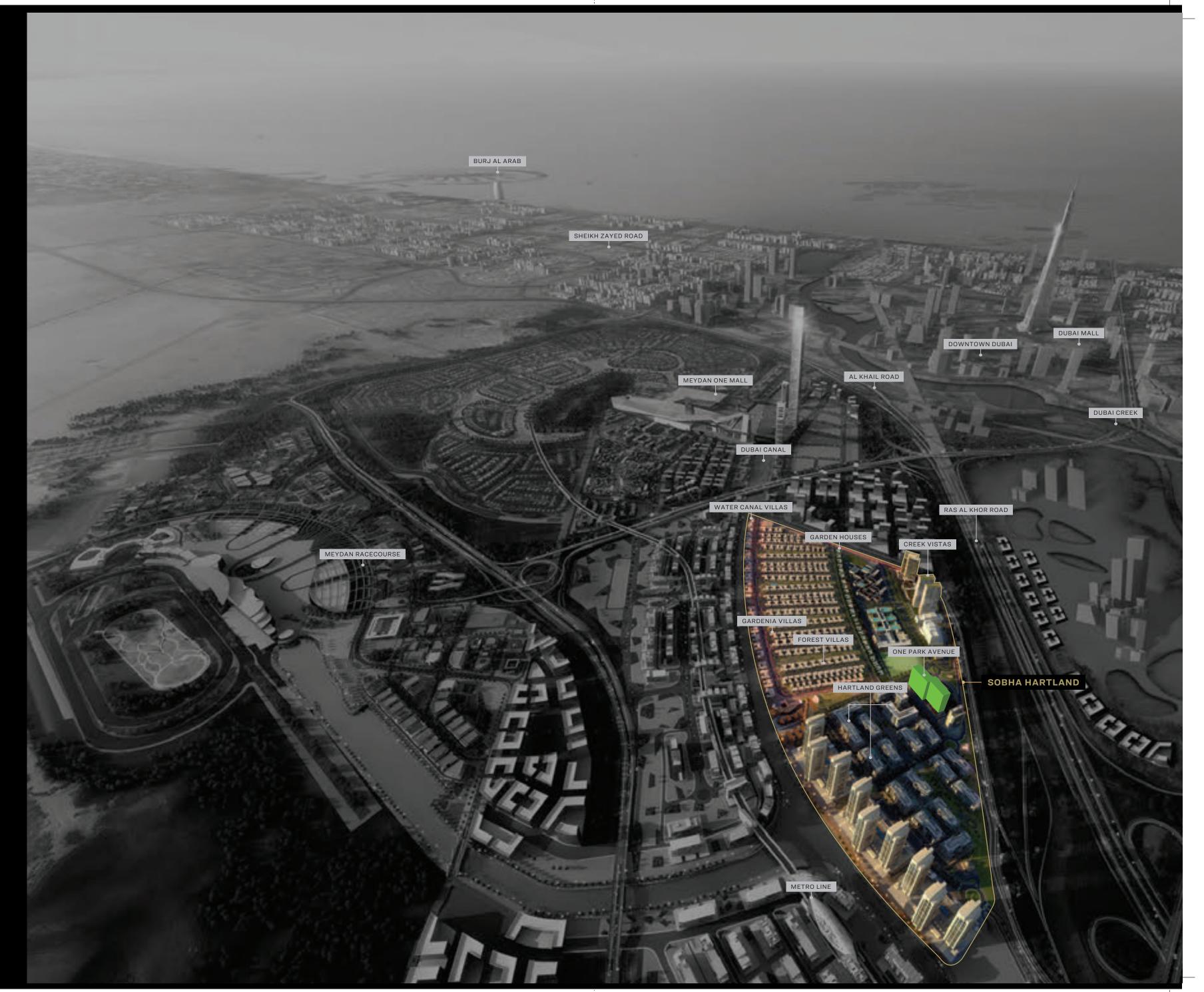
Wildlife Sanctuary and the Meydan Racecourse are around the corner. And the Dubai metro is set to pass alongside, to provide quick access to the heart of Dubai International Financial Centre (DIFC), and the rest of the city.



FROM THE

ICONIC ATTRACTIONS

OF DUBAI.



























- 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.



Flap

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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.



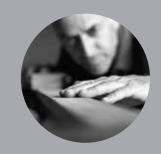
Engineering and contracting

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

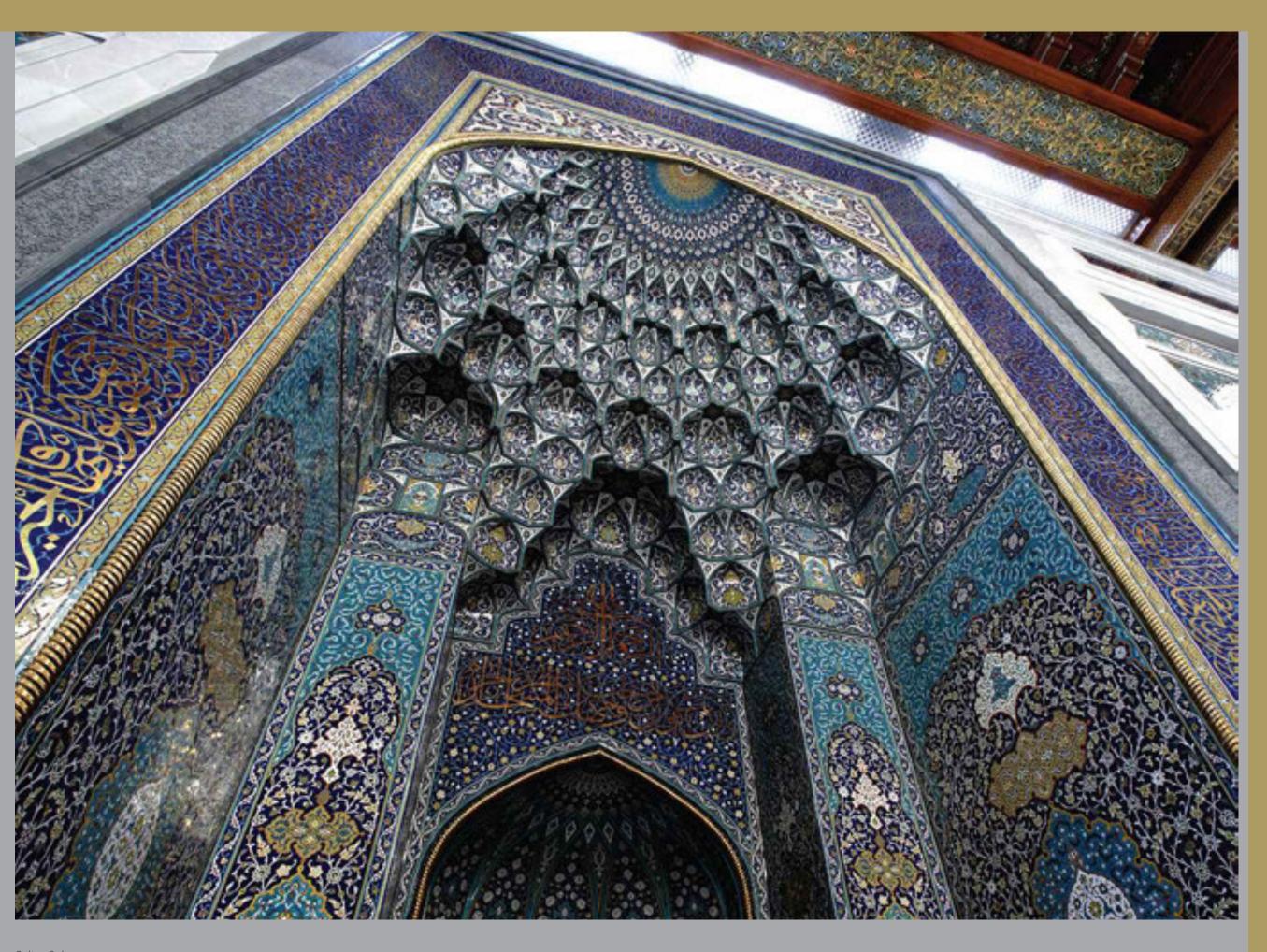
Our quality control team is headed by a German engineer, Olaf Wagner, whose processes find mention in the case studies of Harvard Business School. This is an area we are so passionate about, that Mr. PNC Menon himself gets involved so that the remotest defects are eliminated before presenting the project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





Infosys Global Education Center - Mysore Corporate spaces for Bayer & Biocon. 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.

