

MERČER HOUSE

PROJECT BRIEF
SOUTH TOWER

ENERGISED ENERGISED

URBAN LIVING

At the gateway to Dubai's urban playground, Ellington's first Uptown District development complex features two residential towers standing on a podium dedicated to wellness, retail, sport, and hospitality.



An aerial view of the Mercer House development in Dubai at dusk. Two tall, modern skyscrapers with glass facades and balconies are the central focus. The building on the left has a dark top section with a white logo. The building on the right is slightly taller and also has a dark top section with a white logo. The base of the buildings features a mix of retail and residential spaces, with large glass windows and outdoor seating areas. In the foreground, there is a large, circular, landscaped plaza with a fountain and a large, curved, modern building with a glass facade. The sky is a mix of orange, pink, and blue, indicating the time is either sunset or sunrise. The overall atmosphere is modern and vibrant.

WELCOME TO
MERCER
HOUSE

Mercer House is home to residents who will bring new energy to Uptown Dubai. It is a place of belonging for everyone, where the boundaries between shared and resident-only experiences begin to overlap. Lives are enhanced through creativity, design, wellness, and entertainment.



BURJ AL ARAB

PALM JUMEIRAH

DUBAI HARBOUR

DUBAI
INTERNET CITY

TO DOWNTOWN
DUBAI

BLUEWATERS ISLAND

DUBAI MARINA

JUMEIRAH GOLF
ESTATE

JUMEIRAH
LAKES TOWERS

EMIRATES HILLS

MERÇER
HOUSE

JUMEIRAH ISLANDS

JUMEIRAH PARK

TO ABU DHABI

GARN AL SABKHA ST

SHEIKH ZAYED RD

AL SARAYAT ST

FIRST AL KHAIL ST

FIRST AL KHAIL ST

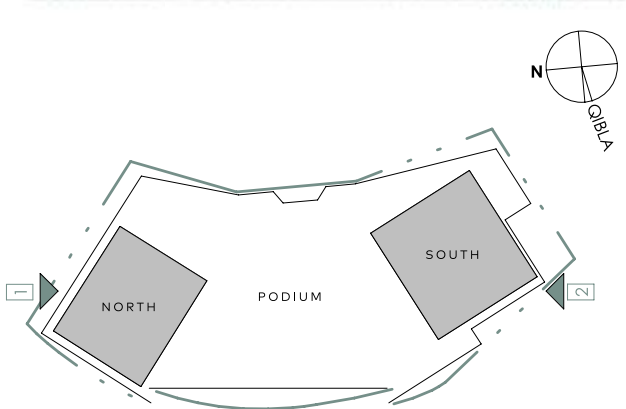
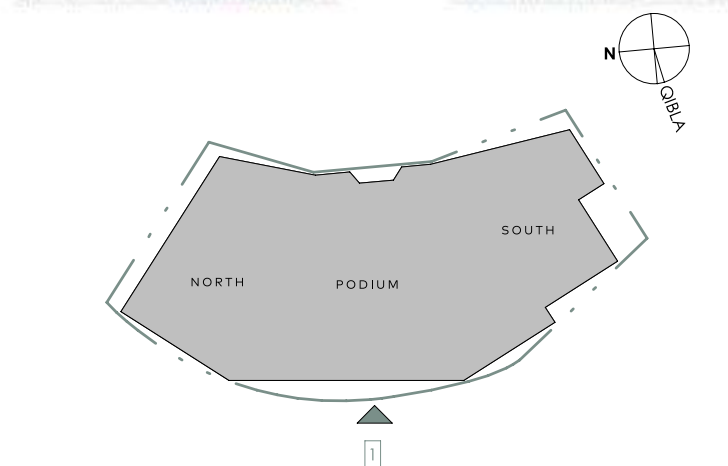
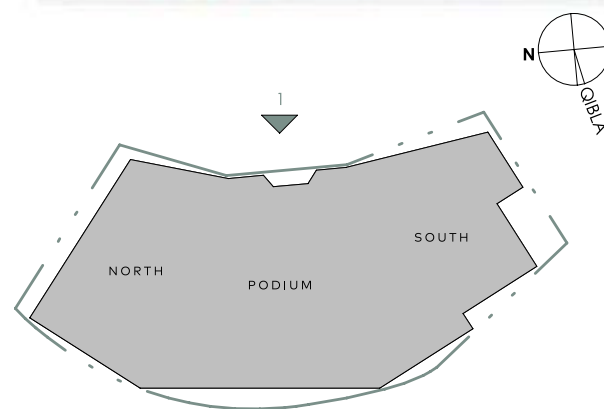
GARN AL SABKHA ST

DRIVING DISTANCES

01 MINUTE Uptown Plaza	05 MINUTES DMCC Metro Station	06 MINUTES Marina Mall
08 MINUTES Ain Dubai	08 MINUTES Montgomerie Golf Club	10 MINUTES Emirates Golf Club
11 MINUTES Jumeirah Islands Clubhouse	15 MINUTES Mall of the Emirates	12 MINUTES Ibn Battuta Mall
17 MINUTES Palm Jumeirah	18 MINUTES Burj Al Arab	22 MINUTES Dubai Mall & Burj Khalifa
25 MINUTES Dubai International Financial Centre	25 MINUTES Al Maktoum International Airport	30 MINUTES Dubai International Airport

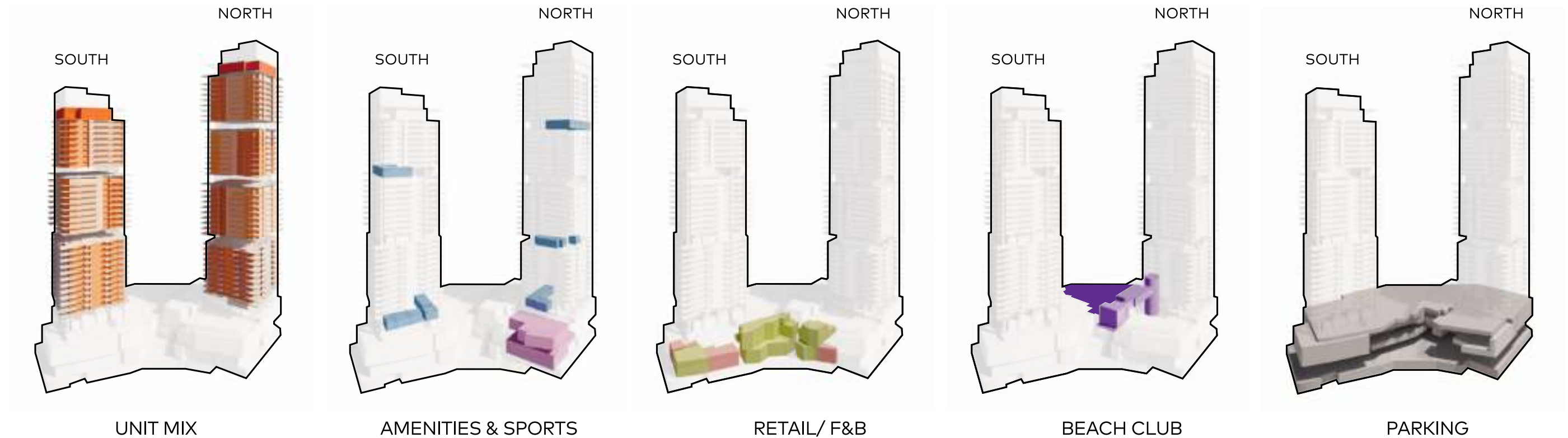


CREATING A RHYTHM



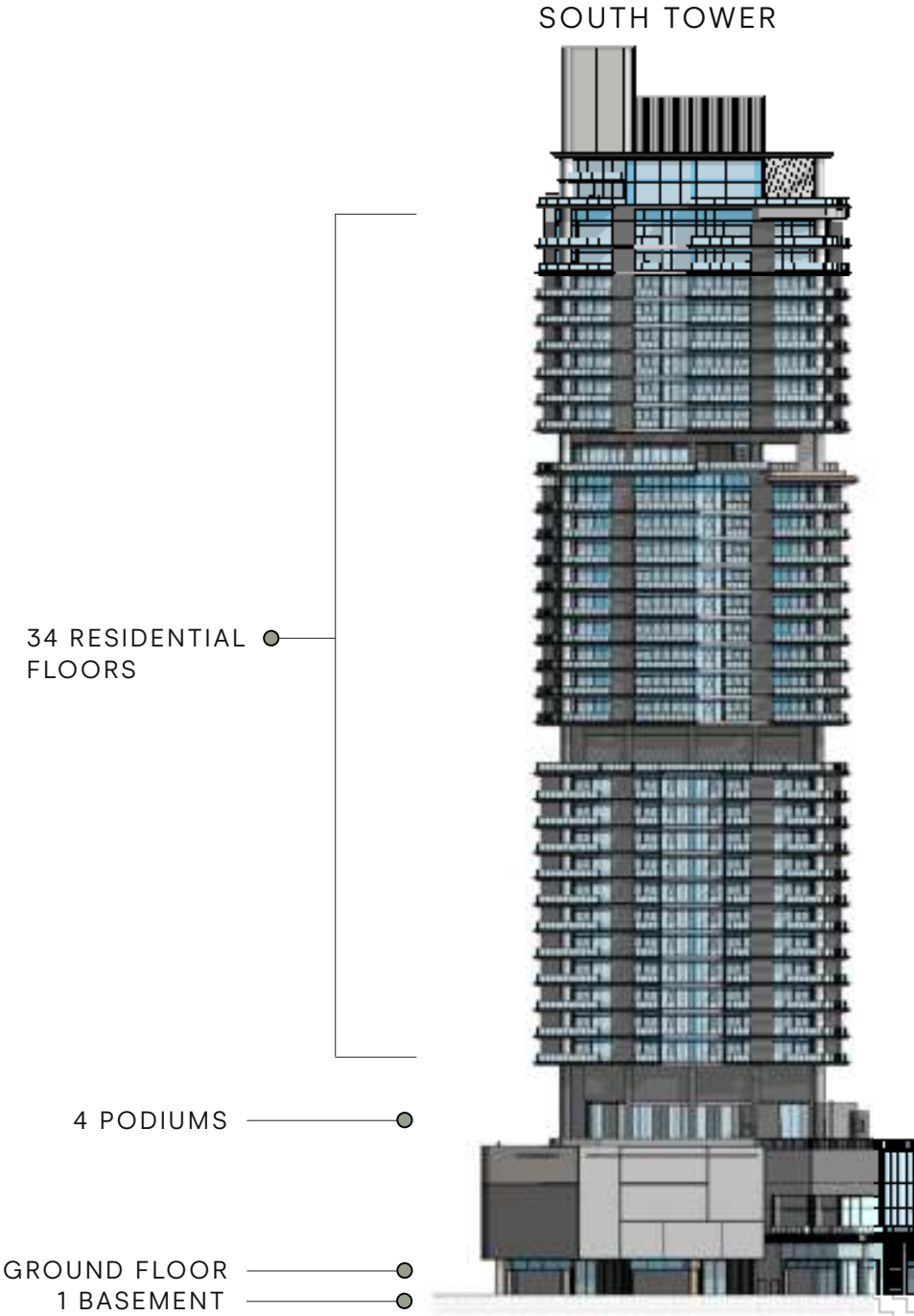
Public access points are carved into the form responding to the rhythm and language of the wider context, and forming a backdrop to the entertainment plaza. Arrival points further enhance the arrival experience and allow for key linkages to commercial offers at the ground floor and upper levels, as well as creating an activated experience for visitors and residents alike.

DESIGN STRATEGY



At the heart of the design concept is the idea of seamless integration – uniting modern urban living, immersive retail experiences, and exceptional dining offerings. The project is driven by the principle of enhancing the quality of life for both residents and visitors, providing a multi-dimensional environment that caters to their diverse needs.

BUILDING CONFIGURATION



ELEVATORS

- 19 passenger elevators
- 6 service elevators
- 1 escalator (podium level)

*This applies to the entire residential development

ANTICIPATED SERVICE CHARGE

AED 22 per sq.ft

ANTICIPATED COMPLETION DATE

Q3 2027

PARKING

- Studio, 1 and 2-bedroom: 1 car parking space
- 3 and 4-bedroom: 2 car parking spaces

OWNERSHIP

Freehold

KEY VIEWS

Jumeirah Island, Dubai Marina skyline, Ain Dubai, Arabian Gulf



SIZE RANGE PER UNIT TYPE

SOUTH TOWER

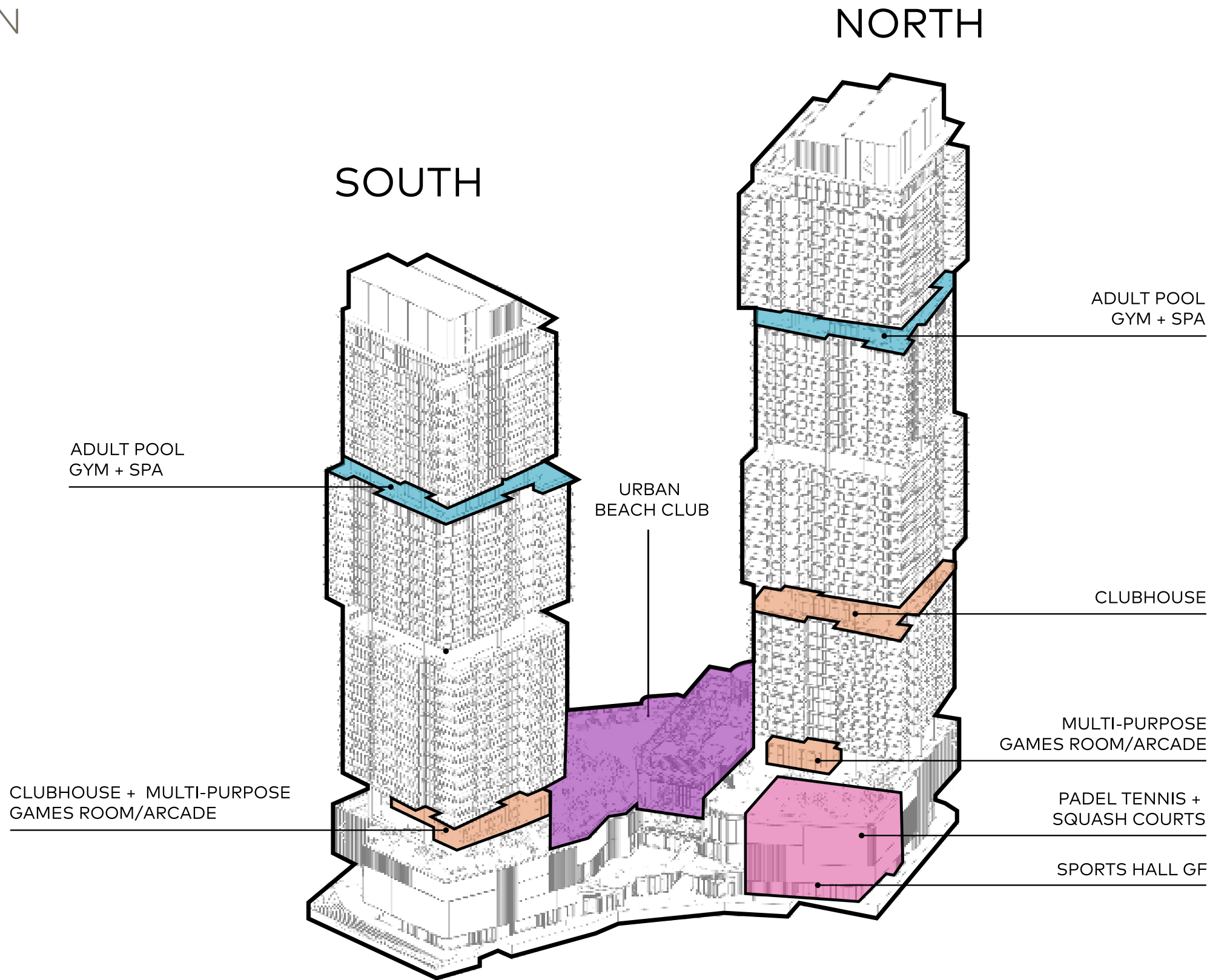
Studio	From 513 sq. ft to 590 sq. ft
1 Bedroom	From 931 sq. ft to 972 sq. ft
2 Bedrooms	From 1,375 sq. ft to 1,495 sq. ft
2 Bedrooms + Study	From 1,589 sq. ft to 1,680 sq. ft
3 Bedrooms	From 2,135 sq. ft to 2,597 sq. ft
4 Bedrooms Penthouse	From 9,455 sq. ft to 9,456 sq. ft

NUMBER OF UNITS PER TYPE

SOUTH TOWER

Studio	55 units
1 Bedroom	78 units
2 Bedrooms	56 units
2 Bedrooms + Study	45 units
3 Bedrooms	39 units
4 Bedrooms Penthouse	2 units

AMENITIES BREAKDOWN



RETAIL AND F&B COMPLEX



GROUND FLOOR AMENITIES



ARRIVAL
AREA

3 drop-off areas and experiential escalators from the Ground Floor to the Podium 2 retail area



LOBBY
RECEPTION

More than just a welcome

UNWIND IN ELEGANCE AT THE SERENITY LOUNGE

The Serenity Lounge is a cozy retreat promoting relaxation and comfort. A large bookcase takes center stage, stocked with a diverse collection of board games and books.



LOBBY
LOUNGE



LIFT
LOBBY

It is not just a transition; it's an ascent to elevated experiences



GROUND FLOOR
RETAIL

Explore sophistication with a curated selection of premier brands and experiences



THE
'EARTH'
WITHOUT
'ART'
IS JUST
'EH'

MULTI-SPORTS
HALL

Offering various ball games from football, netball, basketball, tennis, volleyball, and badminton



TENNIS
TENNIS
HALL

9.2-meter clear ceiling height sports hall that accommodates a full-size tennis court

PODIUM 2 FLOOR AMENITIES



DELECTABLE
RESTAURANT
OUTDOOR TERRACE

Culinary delights with Uptown Dubai view



DETAIL
DETAIL
CENTER

Shop beyond boundaries and immerse in a journey of discovery

UPTOWN PLAZA



PODIUM 2 FLOOR AMENITIES PLAN

- | | | | |
|------------------------------|----------------------------|--------------------|---------------------------|
| 1 RESTAURANT OUTDOOR TERRACE | 3 VISITOR F&B/RETAIL LIFTS | 5 ESCALATORS | 7 RESIDENTS SERVICE LIFTS |
| 2 ACCESS TO F&B/RETAIL | 4 F&B/RETAIL SERVICE LIFTS | 6 SPORTS HALL LIFT | 8 RESIDENTS LIFTS LOBBY |

PODIUM 3 AND 4 FLOOR AMENITIES







UPTOWN PLAZA



PODIUM 4 FLOOR AMENITIES PLAN

- | | |
|-----------------------------|---------------------------|
| 1 VISITORS F&B/RETAIL LIFTS | 3 RESIDENTS SERVICE LIFTS |
| 2 F&B/RETAIL SERVICE LIFTS | 4 RESIDENTS LIFTS LOBBY |

FIRST FLOOR
URBAN BEACH CLUB
AMENITIES



BEACH
POOL

45,000 sq.ft of fully landscaped man-made beach with natural sand



INTEGRATED
INTEGRATED
POOL BAR

Dive into a unique experience where you can sip, swim, and savor



DEACH
BEACH
CLUBHOUSE

3-floor level beach clubhouse to provide a variety of dining options, with an upper floor club terrace



DEACH
BEACH
CLUB LIFT

Your journey from ground to beach sanctuary

FIRST FLOOR
EXCLUSIVE RESIDENT
AMENITIES



FAMILY
FAMILY
POOL

27M x 6M family pool with sun lounge and cabanas



INDOOR
KIDS PLAY

Submarine themed kids play area with an outdoor playground



GAME
ROOM

Arcade zone with sing and dance revolution area

UPTOWN PLAZA



1ST FLOOR AMENITIES PLAN

URBAN BEACH CLUB

- 1 BEACH POOL
- 2 BUBBLE POOL
- 3 BEACH LOUNGERS AREA
- 4 SUN LOUNGERS AREA
- 5 BEACH CABANAS

- 6 POOL BAR
- 7 DJ BOOTH
- 8 ISLAND PODIUM
- 9 FIRE PIT
- 10 BEACH BAR

- 11 BEACH CLUB CHANGE ROOMS
- 12 BEACH CLUB LIFT
- 13 BEACH CLUB ARRIVAL AREA
- 14 CLUBHOUSE F&B
- 15 OUTDOOR DINING AREA

EXCLUSIVE RESIDENT AMENITIES

- 16 FAMILY POOL
- 17 POOL DECK
- 18 MALE/FEMALE CHANGE ROOMS
- 19 RESIDENTS LIFTS LOBBY
- 20 RESIDENTS SERVICE LIFTS

- 21 OUTDOOR SEATING
- 22 OUTDOOR BARBEQUE AREA
- 23 OUTDOOR DINING
- 24 OUTDOOR GAMES AREA
- 25 OUTDOOR KIDS PLAY AREA

- 26 KIDS WET PLAY AREA
- 27 INDOOR KIDS PLAY AREA
- 28 SING & DANCE REVOLUTION AREA
- 29 ARCADE ZONE
- 30 RESIDENTS CLUBHOUSE (SOUTH TOWER)

24TH FLOOR AMENITIES



CLUBHOUSE
PRIVATE DINING & MEETING AREA

Where culinary craftsmanship meets community



CLUBHOUSE
KITCHEN & DINING



SKYLINE
POOL

30M x 6M infinity-edge swimming pool overlooking the Uptown Dubai District



FITNESS
FITNESS
STUDIO

Featuring an interactive bike area with a pedal-powered lighting ring



SCENIC SAUNA
AND ICE ROOM



Scenic sauna with relaxing short clips of nature for meditation

24TH FLOOR AMENITIES PLAN

- ① INFINITY-EDGE POOL
- ② POOL LOUNGE AREA
- ③ CABANAS
- ④ SUN LOUNGERS AREA
- ⑤ OUTDOOR LOUNGE AREA
- ⑥ YOGA AREA
- ⑦ PEDAL-POWERED CYCLING AREA
- ⑧ CARdio, WEIGHTS AND LIFT AREA
- ⑨ MALE CHANGE ROOM
- ⑩ SCENIO SAUNA
- ⑪ ICE ROOM
- ⑫ FEMALE CHANGE ROOM
- ⑬ SHOWER AREA
- ⑭ RESIDENTS LIFTS LOBBY
- ⑮ RESIDENTS SERVICE LIFTS



TYPICAL
APARTMENTS



TYPICAL
LIVING & DINING



TVDI CÂI
TYPICAL
KITCHEN



TYPICAL
TYPICAL
BEDROOM

TVDI
TYPICAL
BATHROOM





BALCONY
VIEW

PENTHOUSE APARTMENTS



PENTHOUSE
LIVING & DINING



DENTHOUSE
PENTHOUSE
KITCHEN



PENTHOUSE
BEDROOM



DENTHOUSE
PENTHOUSE
BATHROOM



DENTHOUSE
PENTHOUSE
POOL



3 AND 4 BEDROOM UNITS

KITCHEN FEATURES



Integrated drop-in kitchen sinks in
Gunmetal Grey Stainless Steel



Integrated pop-up Downdraft Hood Slider
with touch control and charcoal filter

FLOOR PLANS

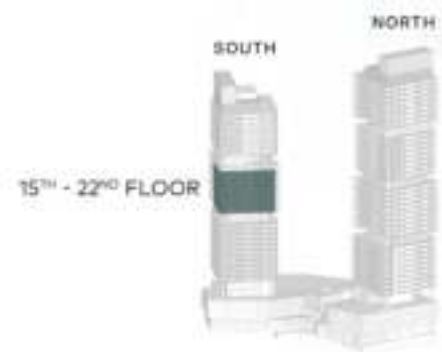
3RD - 13TH FLOOR
TYPICAL PLAN

- STUDIO
- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



15TH - 22ND FLOOR
TYPICAL PLAN

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



3-BR+5
TYPE A
09

2 BR
TYPE B
01

2-BR+5
TYPE A
02

1 BR
TYPE A
03

2 BR
TYPE A
04

1 BR
TYPE A
08

1 BR
TYPE B
05

2 BR+5
TYPE A
07

1 BR
TYPE B
06

SOUTH

23RD FLOOR TYPICAL PLAN

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



NORTH

SOUTH

23RD FLOOR



SOUTH

2-BR+S
TYPE A
02

2 BR
TYPE B
01

1 BR
TYPE A
03

3-BR+S
TYPE A
09

2 BR
TYPE A
04

1 BR
TYPE B
05

1 BR
TYPE B
06

2 BR+S
TYPE A
07

25TH - 32ND FLOOR
TYPICAL PLAN

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM



NORTH

SOUTH



SOUTH

POOL TERRACE

POOL TERRACE

POOL TERRACE

POOL TERRACE

POOL TERRACE

POOL TERRACE

POOL TERRACE

POOL TERRACE

POOL TERRACE

POOL TERRACE

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POOL TERRACE

POOL TERRACE

POOL TERRACE

POOL TERRACE

POOL TERRACE

2 BR+S
TYPE A
08

2 BR
TYPE B
09

3 BR+S
TYPE B
01

1 BR
TYPE A
02

1 BR
TYPE A
07

2 BR
TYPE A
03

1 BR
TYPE B
04

2 BR+S
TYPE A
06

1 BR
TYPE B
05

33RD FLOOR
TYPICAL PLAN

 4 BEDROOM
PENTHOUSE
DUPLEX LOWER LEVEL



4 BR
PENTHOUSE
LOWER LEVEL
01

4 BR
PENTHOUSE
LOWER LEVEL
02

SOUTH



34TH FLOOR
TYPICAL PLAN

4 BEDROOM
PENTHOUSE
DUPLEX UPPER LEVEL

4 BR
PENTHOUSE
UPPER LEVEL
01

4 BR
PENTHOUSE
UPPER LEVEL
02

SOUTH

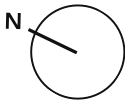
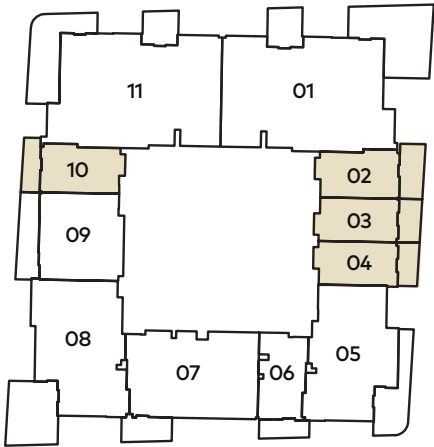


STUDIO
TYPE A

Internal Living Area : 408.06 Sq. Ft
Outdoor Living Area : 105.81 Sq. Ft
Total Living Area : 513.87 Sq. Ft



3rd - 13th FLOOR



STUDIO

TYPE B

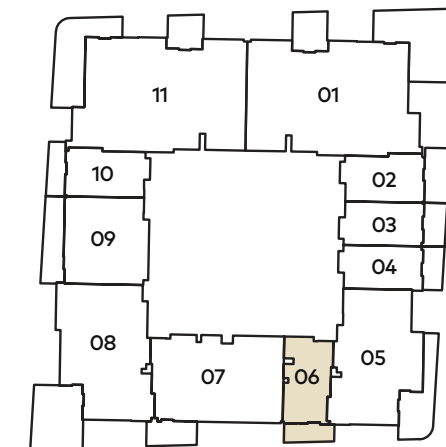
Internal Living Area : 446.81 Sq. Ft

Outdoor Living Area : 110.44 Sq. Ft

Total Living Area : 557.25 Sq. Ft

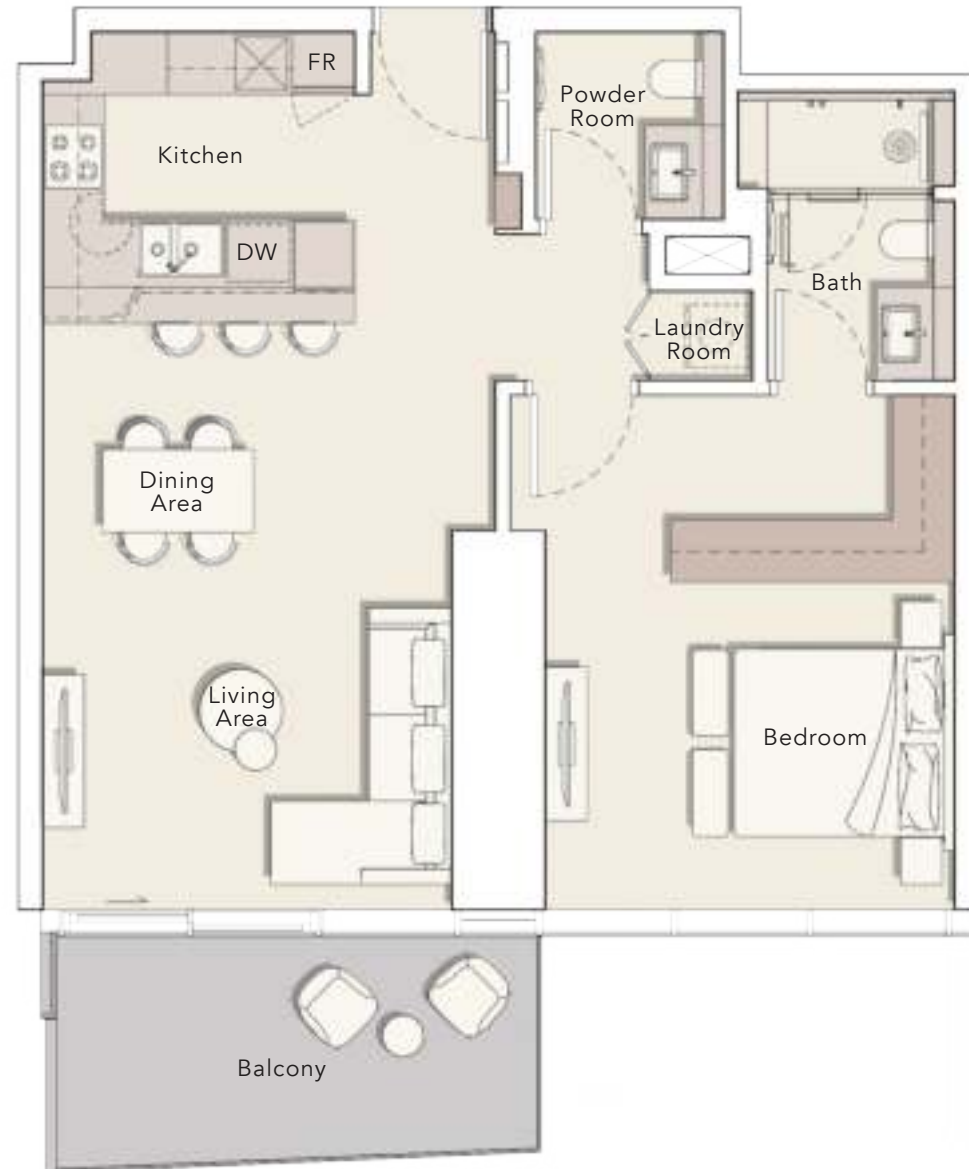


3rd - 13th FLOOR



1 BEDROOM

TYPE A

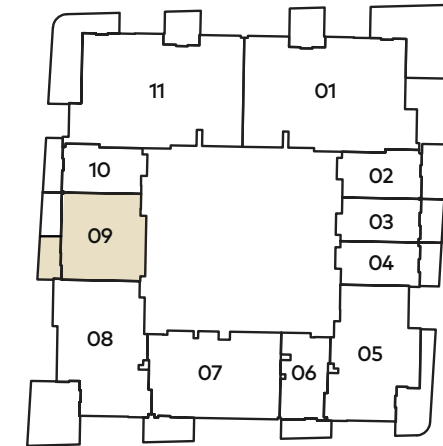


Internal Living Area : 824.41 Sq. Ft

Outdoor Living Area : 115.28 Sq. Ft

Total Living Area : 939.69 Sq. Ft

3rd - 13th FLOOR



3rd - 13th FLOOR

309

15th - 22nd FLOOR

1503

23th FLOOR

2303

25th - 32nd FLOOR

2502

2507



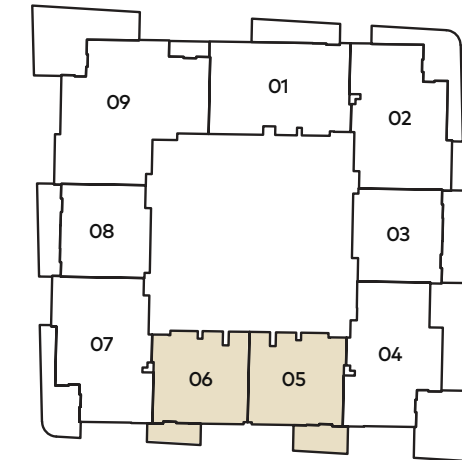
1 BEDROOM

TYPE B

Internal Living Area : 862.08 Sq. Ft
Outdoor Living Area : 109.36 Sq. Ft
Total Living Area : 971.44 Sq. Ft



15th - 22nd FLOOR



15th - 22nd FLOOR

1505
1506

23th FLOOR

2305
2306

25th - 32nd FLOOR

2504
2505



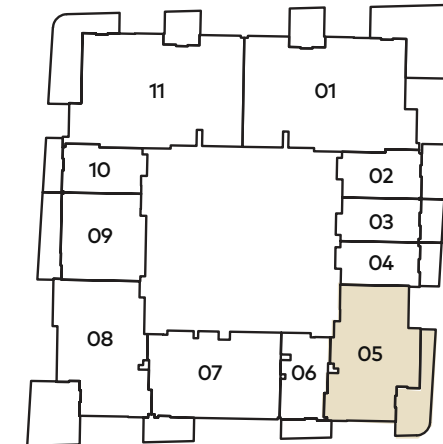
2 BEDROOM

TYPE A

Internal Living Area : 1221.27 Sq. Ft
Outdoor Living Area : 273.94 Sq. Ft
Total Living Area : 1495.21 Sq. Ft



3rd - 13th FLOOR



3rd - 13th FLOOR

305

15th - 22nd FLOOR

1504

23th FLOOR

2304

25th - 32nd FLOOR

2503



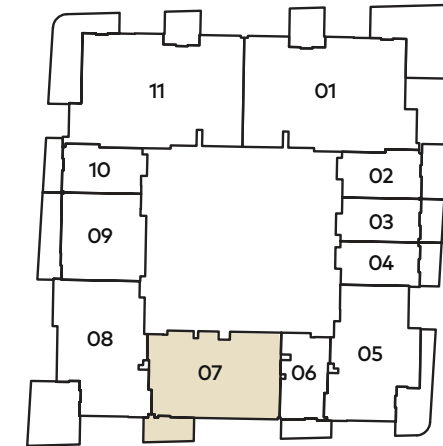
2 B E D R O O M

T Y P E B



Internal Living Area : 1278.11 Sq. Ft
Outdoor Living Area : 97.09 Sq. Ft
Total Living Area : 1375.20 Sq. Ft

3rd - 13th FLOOR



3rd - 13th FLOOR

307

15th - 22nd FLOOR

1501

23th FLOOR

2301

25th - 32nd FLOOR

2509



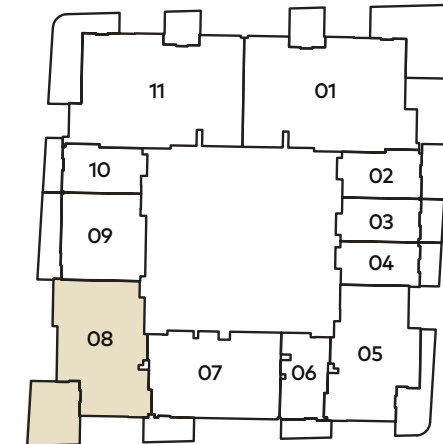
2 BEDROOM + S

TYPE A

Internal Living Area : 1329.45 Sq. Ft
Outdoor Living Area : 260.49 Sq. Ft
Total Living Area : 1589.94 Sq. Ft



3rd - 13th FLOOR



3rd - 13th FLOOR

308

15th - 22nd FLOOR

1502
1507

23th FLOOR

2302
2307

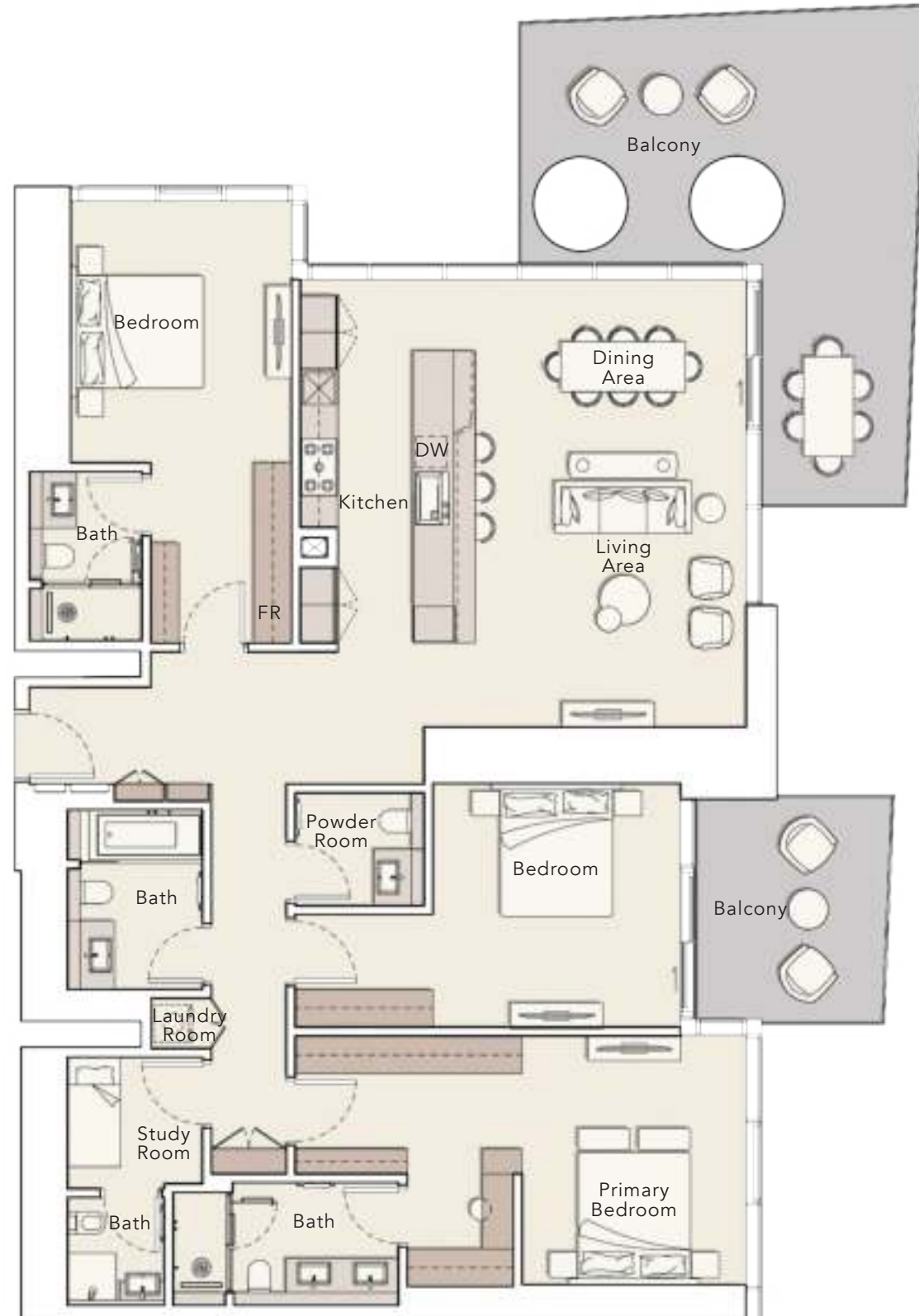
25th - 32nd FLOOR

2506
2508



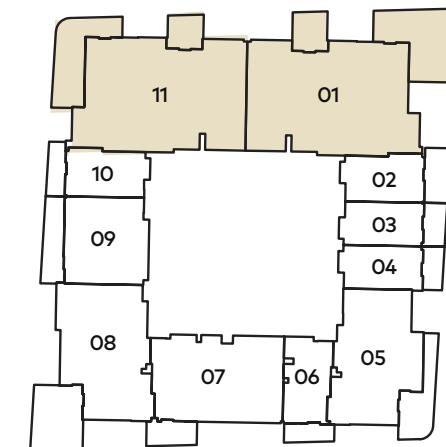
3 BEDROOM + S

TYPE A



Internal Living Area : 2070.22 Sq. Ft
Outdoor Living Area : 506.98 Sq. Ft
Total Living Area : 2577.20 Sq. Ft

3rd - 13th FLOOR



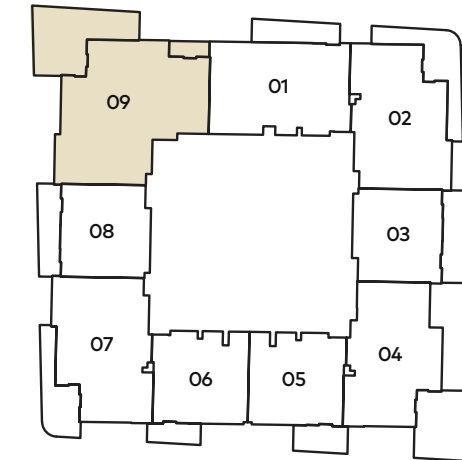
3 BEDROOM + S

TYPE B

Internal Living Area : 1740.74 Sq. Ft
Outdoor Living Area : 394.39 Sq. Ft
Total Living Area : 2135.13 Sq. Ft



15th - 22nd FLOOR



15th - 22nd FLOOR

1509

23th FLOOR

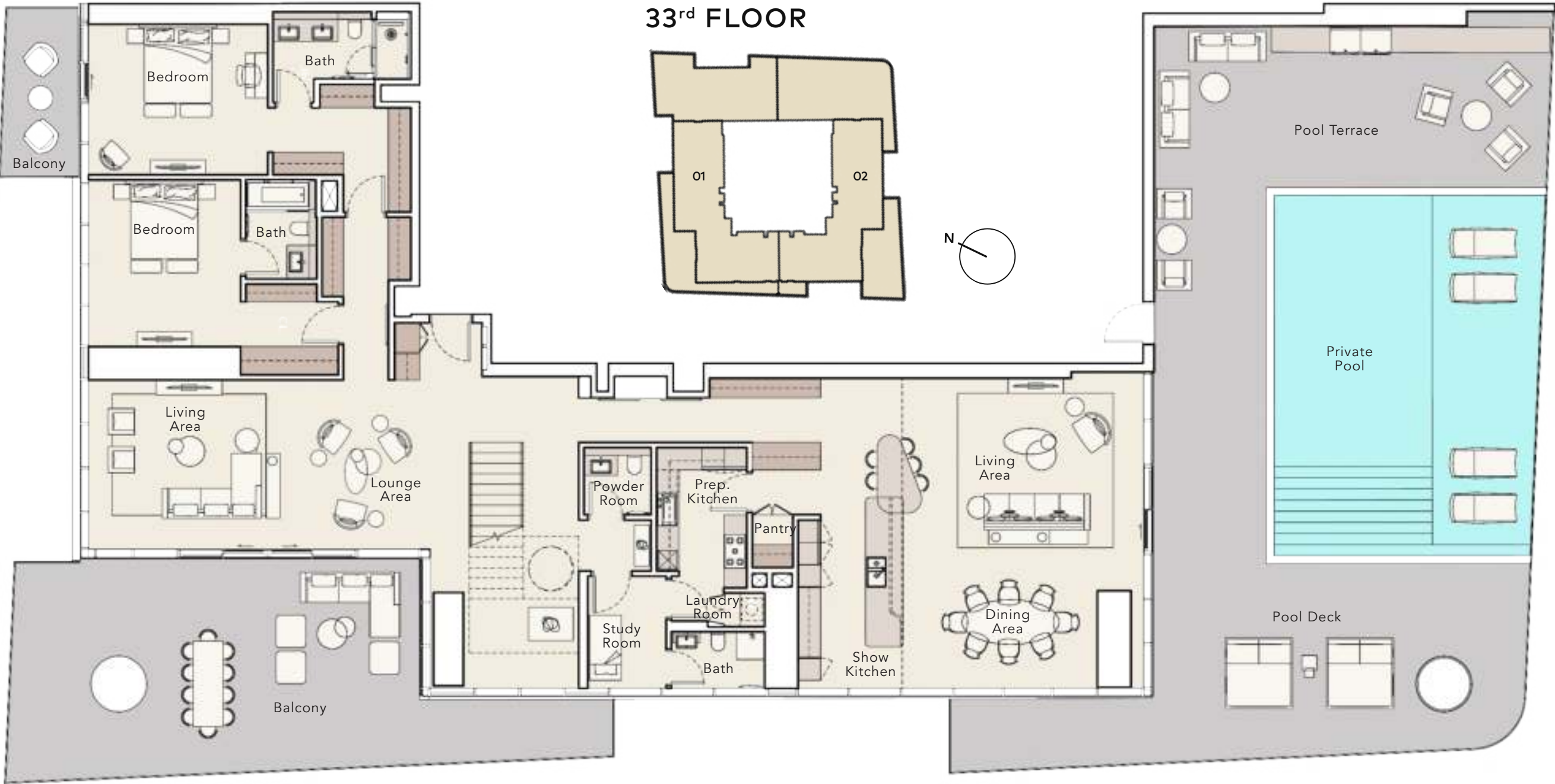
2309

25th - 32nd FLOOR

2501



PENTHOUSE
DUPLEX LOWER LEVEL



Internal Living Area	:	5903.68 Sq. Ft
Outdoor Living Area	:	3552.20 Sq. Ft
Total Living Area	:	9455.88 Sq. Ft

PENTHOUSE
DUPLEX UPPER LEVEL



Internal Living Area	:	5903.68 Sq. Ft
Outdoor Living Area	:	3552.20 Sq. Ft
Total Living Area	:	9455.88 Sq. Ft

