



SOBHA HARTLAND

GARDENIA VILLAS



REAL ESTATE

STAY AHEAD, INVEST SMART

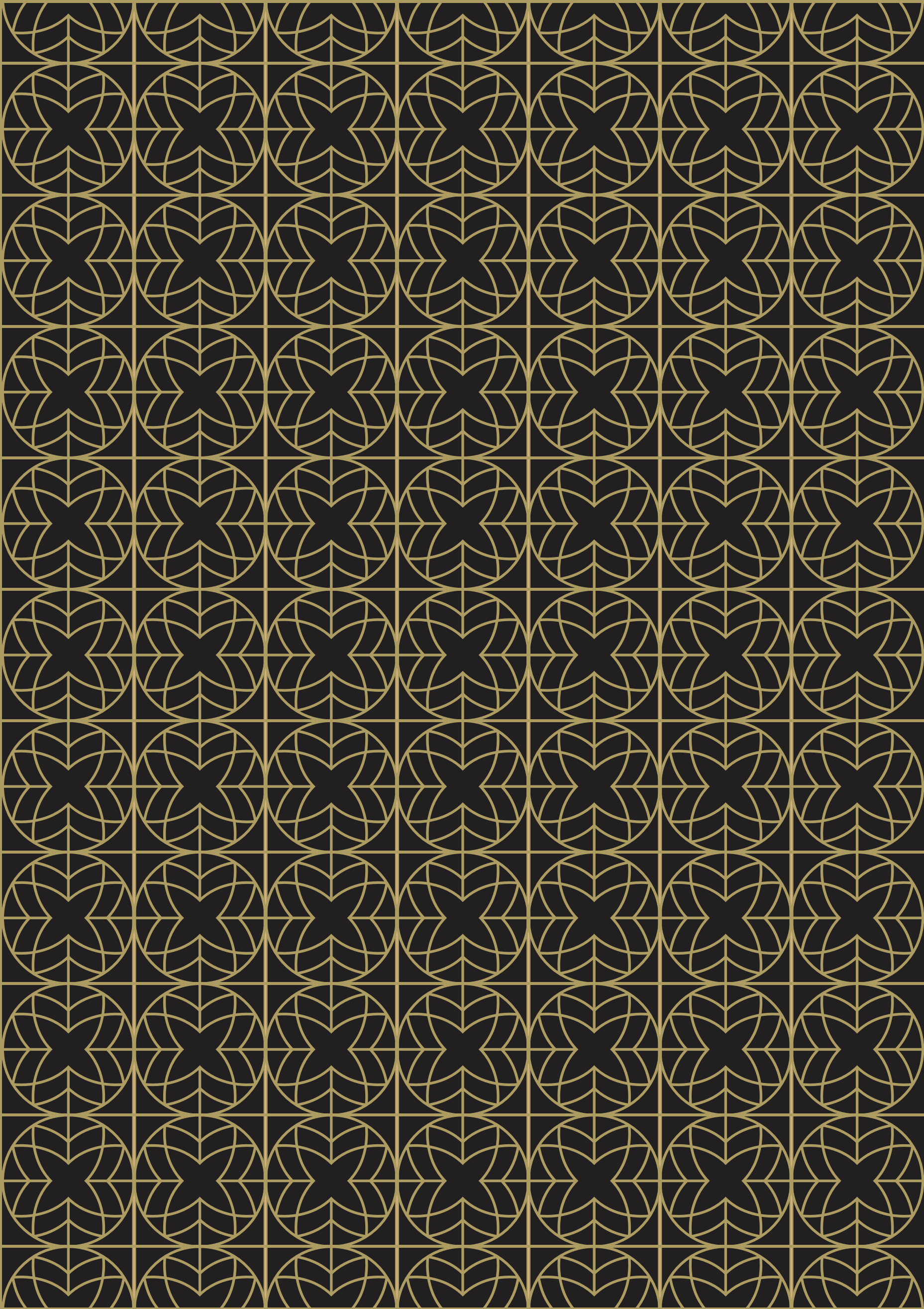


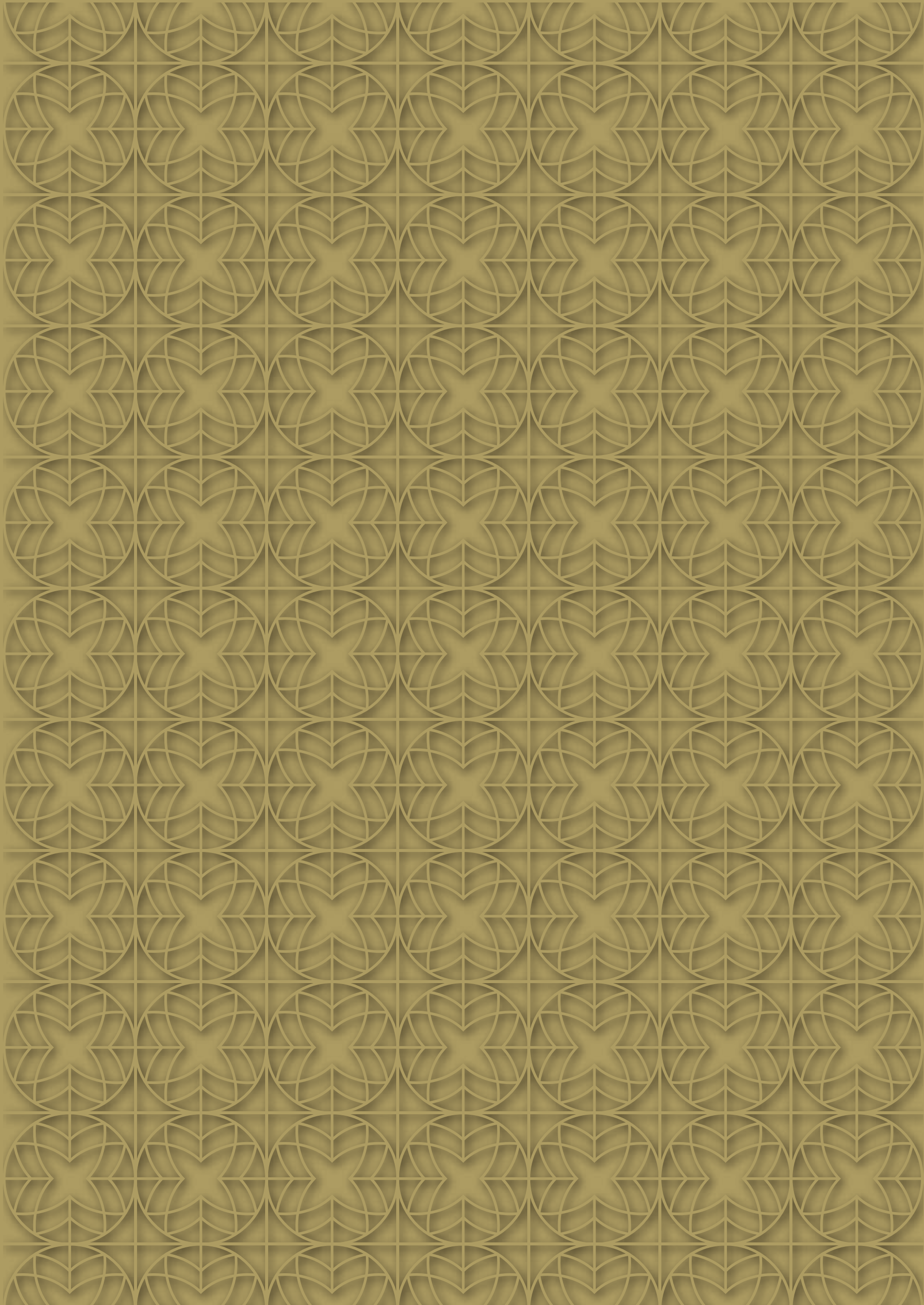
DUBRICKS

POSSIBILITIES ARE LIMITLESS



SOBHA HARTLAND  
GARDENIA VILLAS







IF YOU MUST



JOURNEY,



GO WITHIN.

# RESTORE WHAT THE CITY TAKES AWAY.

*Welcome to Sobha Hartland.*

Envisioned to be the anti-thesis to urban life with  
30% of its space dedicated to landscaped greenery and open areas, this  
8 million sq ft private estate is perched along the idyllic Dubai Water Canal,  
in Mohammed Bin Rashid Al Maktoum City, the heart of Dubai.

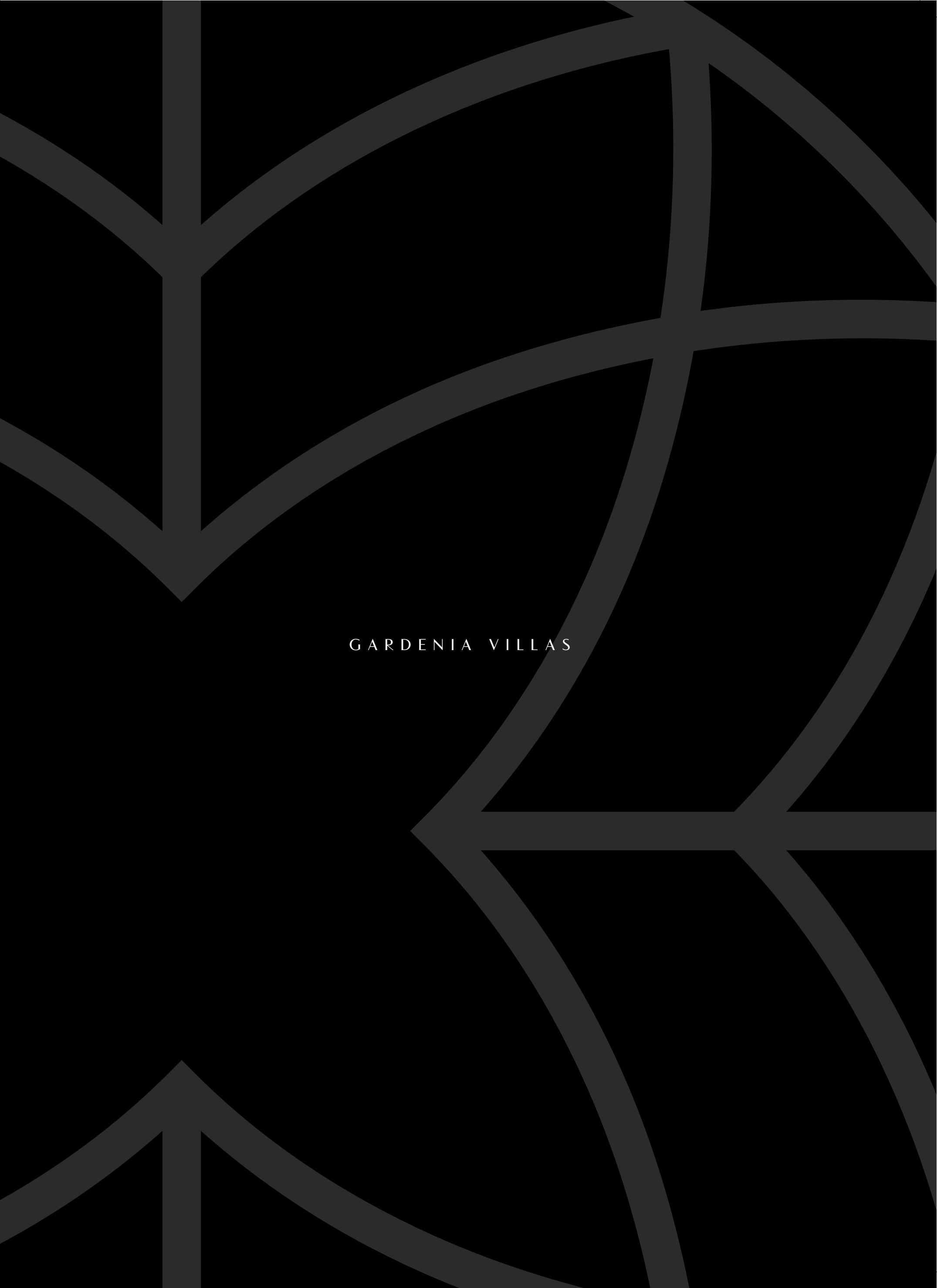


## URBAN PLANNING PHILOSOPHY

Sobha Hartland follows the principles of urban design, the likes of which haven't been seen in Dubai. Our philosophy of community living, borrows from the great cities of the world - Paris, Barcelona and Rome. The rectangles in our design drawings follow the golden ratio of art.

A seamless flow is maintained in public and private interfaces, allowing human interaction.

The residences are cleverly laid out to maximise open space and privacy of the spatial, visual and acoustic kind. Sobha Hartland is a homogenous masterpiece upholding the virtues of urban design with great attention to detail.





WANDER THROUGH  
THE VILLA'S  
OPEN GREEN SPACES.  
  
OR LET YOUR EYES  
TRAVEL ACROSS  
THE STUNNING VIEWS.



Enter one of the greenest nooks in central Dubai to discover the pinnacle of luxury living. Welcome to Gardenia Villas at Sobha Hartland. Life here is elevated by spectacular views of the city, and rooted in the heart of nature. Spend your mornings admiring breath-taking panoramic vistas of Downtown Dubai, the Ras Al Khor Bird Sanctuary and the Dubai Canal. All from the vantage of your terrace. Host your friends over or spend time with the kids in your beautifully landscaped private garden. Get used to extravagance with the world-class amenities of your home. And end every day by taking in the sunset from the relaxing comfort of your private pool. Once you move into a Gardenia Villa, you'll agree that life here is a world away from the rest of Dubai.



DUBAI'S  
MOST BREATH-TAKING  
SIGHTS WILL  
*FORM THE BACKDROP  
OF YOUR LIFE.*

The most stunning views in Dubai aren't from skyscrapers, but from your terrace. Whichever way you look, there's something to marvel at. Enjoy livelier mornings with the gorgeous sight of pink flamingos, in the distance. Experience relaxed afternoons by gazing towards the calm, pristine blue waters of the Dubai Canal. And pair your tranquil evenings with the picture-perfect skyline of Downtown Dubai. Beautiful views serve as the perfect backdrop to a fulfilling life.



THE POOL WILL RELAX  
YOUR BODY.

WHILE THE GARDEN SOOTHES  
THE MIND.



Welcome to world-class homes that replenish what the city takes away.  
Each of the exclusive Gardenia Villas features a beautifully landscaped private  
garden and a private pool. Enjoy extended playtime with the kids,  
livelier get-togethers with friends and even more relaxed evenings by yourself.



YOUR VILLA  
OFFERS FABULOUS VIEWS.  
*EVEN FROM WITHIN.*



Get used to a life that is far from the ordinary,  
but minutes away from Downtown Dubai. The exclusive Gardenia Villas  
at Sobha Hartland have been skilfully designed with thoughtful,  
modern amenities. This leads to a life that's truly a step above the rest.





• Soak in breath-taking panoramic views of Downtown Dubai, the Ras Al Khor Bird Sanctuary and the Dubai canal from your rooftop terrace.

This is the perfect spot to host your friends over, enjoy a relaxed afternoon sunbathing, or spend a tranquil night stargazing.

- Evenings and weekends are truly relaxing when you have a pristine blue private swimming pool all to yourself.

- Spend time with the kids, try your hand at gardening or simply unwind after a long day at work, in your beautifully landscaped private garden.





• Stay accustomed to luxurious aesthetics  
with lavish spaces that feature fine marble finishing, porcelain tiles and  
soothing colour palettes in warm hues and hushed tones.

- The rectangular spaces in your home follow the Golden Ratio of architecture, leading to perfectly aligned and balanced layouts.
- Private service access and a private elevator give you the luxury you need to navigate the spacious interiors of your homes, with comfort and ease.



• Add a spa-like experience into your daily routine with porcelain-tiled, beautifully decorated bathrooms that provide the perfect balance between sophistication and comfort.

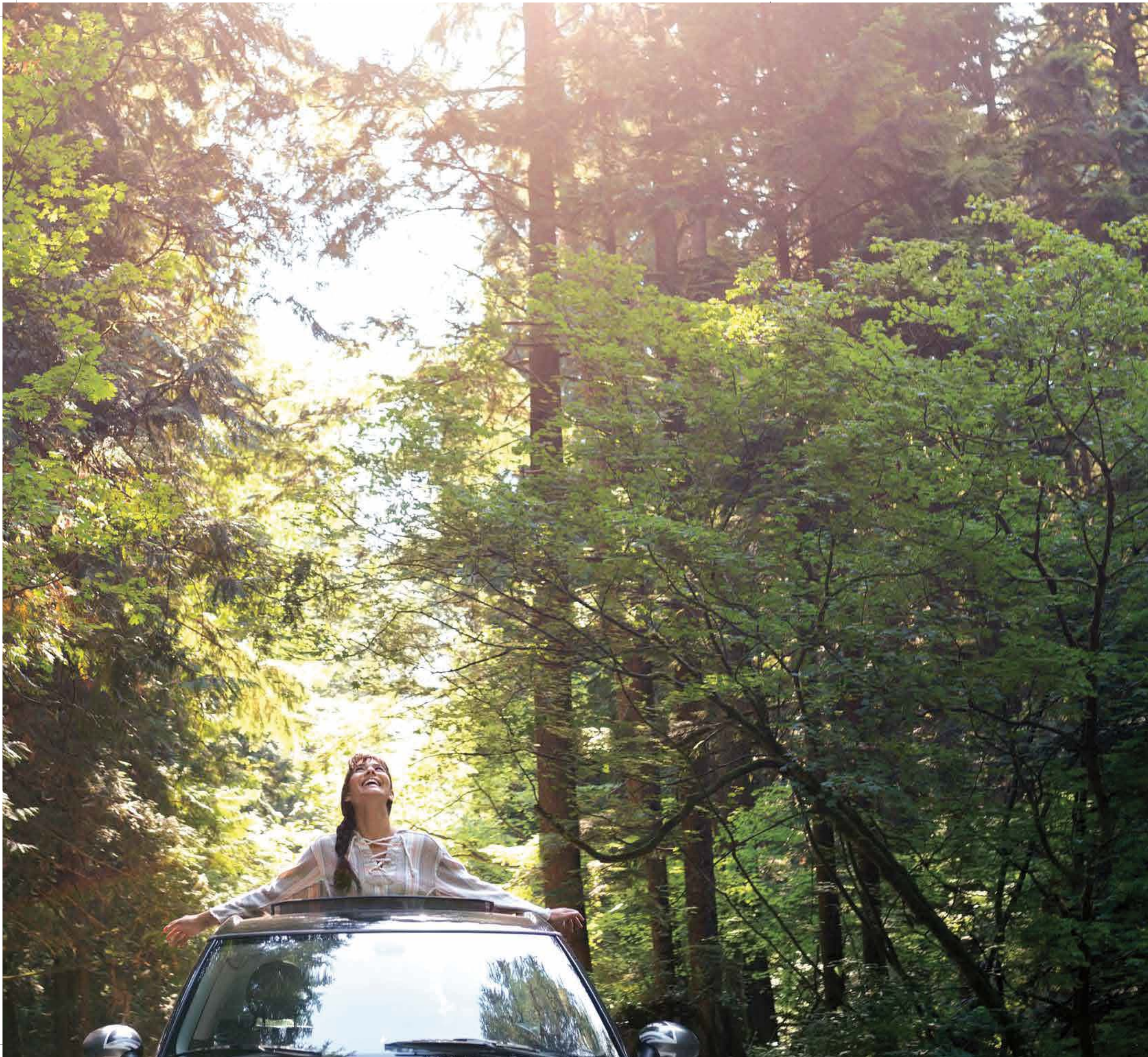


• Experience unmatched luxury without the wait  
with Gardenia Villas that are entirely ready for you to move into.



• Live, work and thrive in the lap of nature, with an estate that features hundreds of species of trees and a vast expanse of open greens.





HOME TO  
CENTRAL DUBAI'S  
GREENEST ESTATE.  
  
*AND THE CITY'S  
MOST LUXURIOUS  
VILLAS.*

The world-class Gardenia Villas are nestled  
amidst one of central Dubai's greenest estates.

Life in Sobha Hartland comes  
with unprecedented benefits like centrality,  
convenience and comfort.



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

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

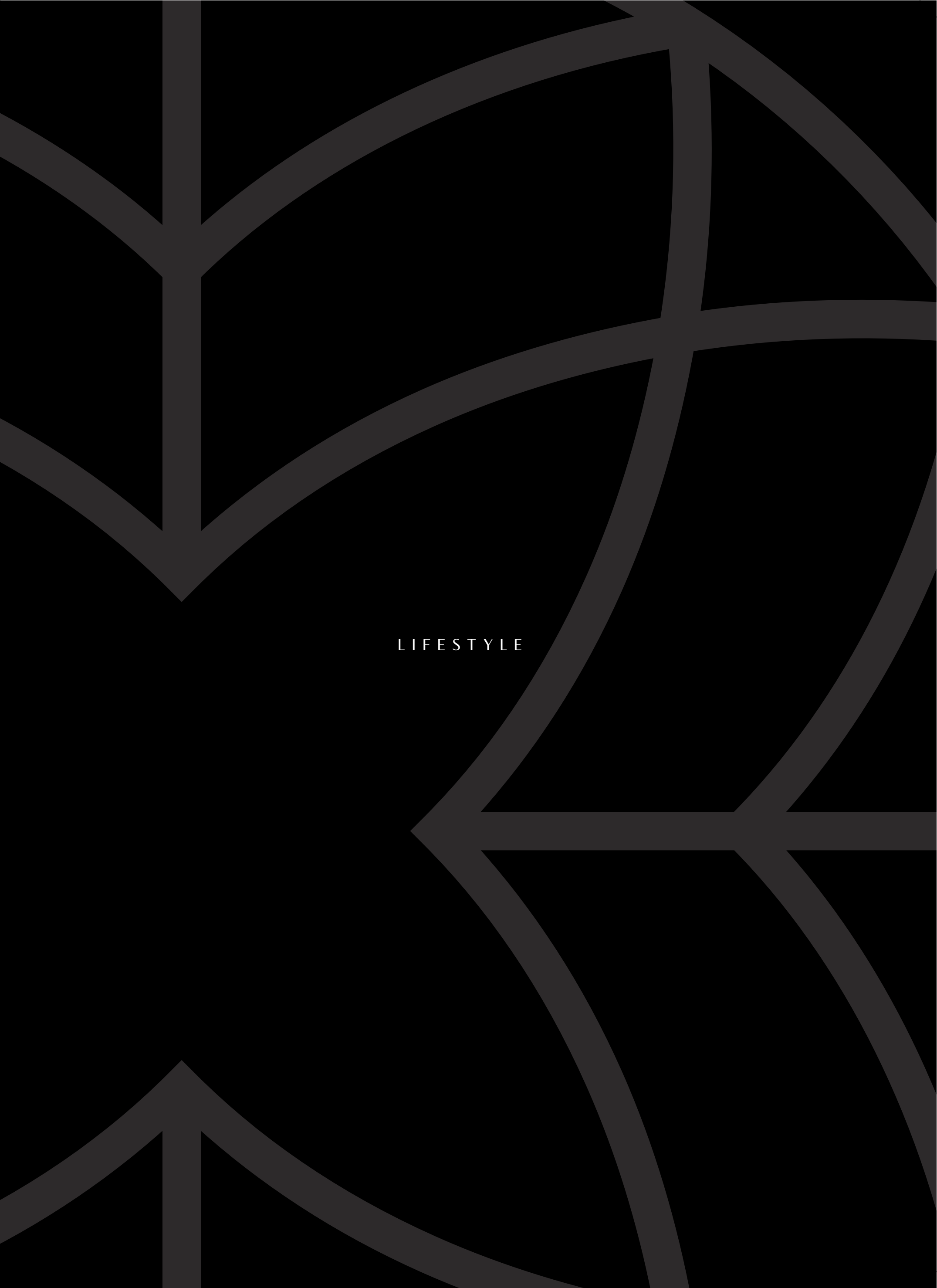
- Home to spectacular views of the Dubai skyline, Ras Al Khayr Bird Sanctuary, Dubai Canal and Dubai Creek.

- 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.





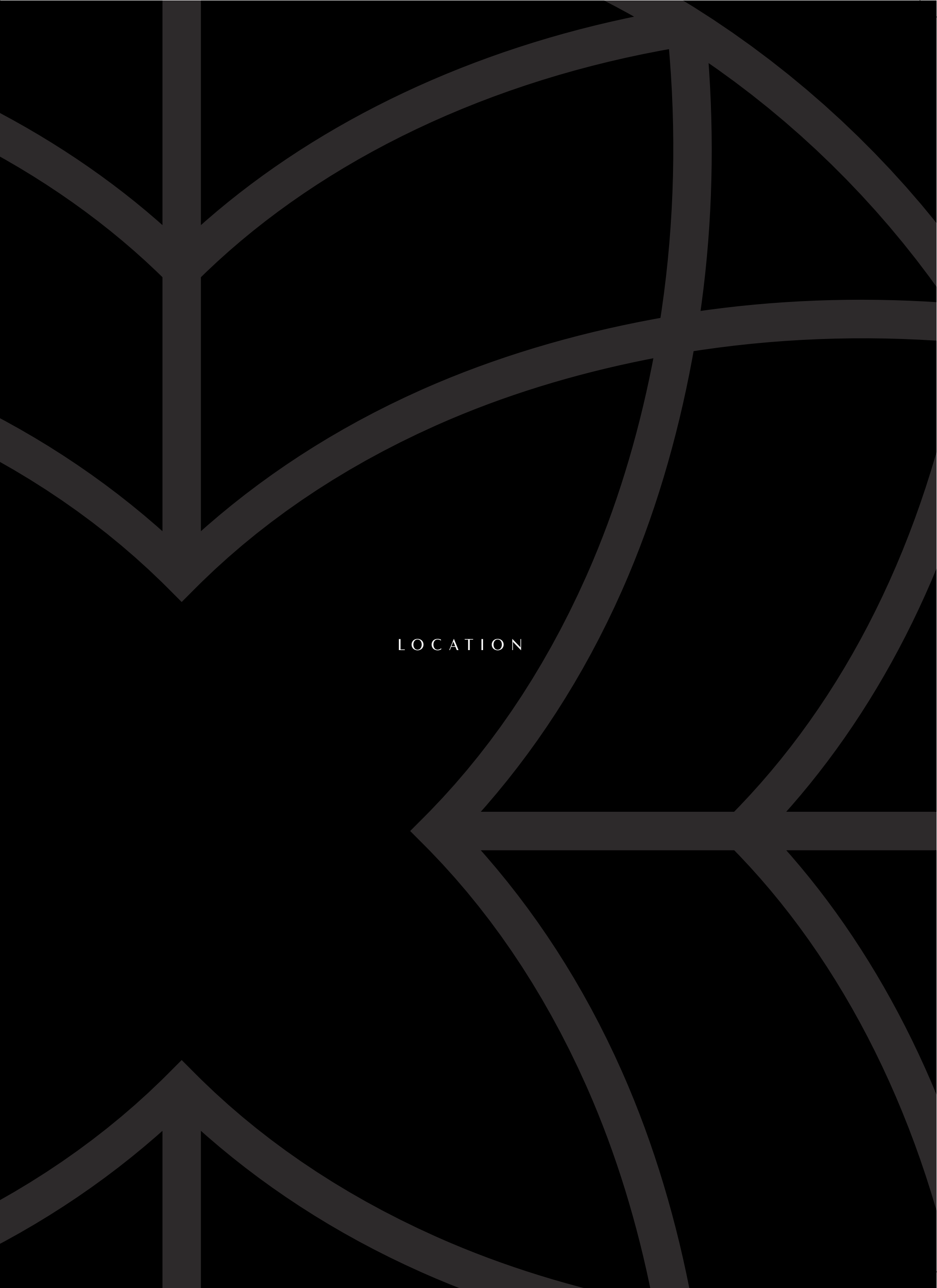


STUNNING  
PANORAMAS.  
LUXURIOUS  
VILLA LIVING.

*YOUR  
WORLDVIEW  
WILL CHANGE  
FOREVER.*

Gardenia Villas at Sobha Hartland introduces you to a life that can't be experienced elsewhere in Dubai. Your days begin with breath-taking panoramic views of Dubai's most spectacular sights. The luxurious abode you call home, makes room for every imaginable luxury. Unwinding after work takes on a whole new meaning, as you have a private landscaped garden and private pool all to yourself. And the 8 million sq. ft. estate surrounding your address, also hosts international schools, healthcare facilities, nurseries, swimming pools, sports facilities, playgrounds and parks. A Gardenia Villa is the closest you'll ever come to a truly complete life.





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<sup>KM</sup>

FROM THE  
ICONIC ATTRACTIONS  
OF DUBAI.





BURJ KHALIFA

12<sup>Min</sup>



INTERNATIONAL AIRPORT

20<sup>Min</sup>



DIFC

10<sup>Min</sup>



EMIRATES GOLF CLUB

20<sup>Min</sup>



DUBAI MARINA

20<sup>Min</sup>



PALM JUMEIRAH

20<sup>Min</sup>



DUBAI MALL

12<sup>Min</sup>



MEYDAN RACE COURSE

10<sup>Min</sup>



COUNTRY CLUB

5<sup>Min</sup>



INTERNATIONAL SCHOOLS

2<sup>Min</sup>



DUBAI OPERA

12<sup>Min</sup>



RAS AL KHOR WILDLIFE SANCTUARY

12<sup>Min</sup>

- 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 last 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 detail.



## 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.

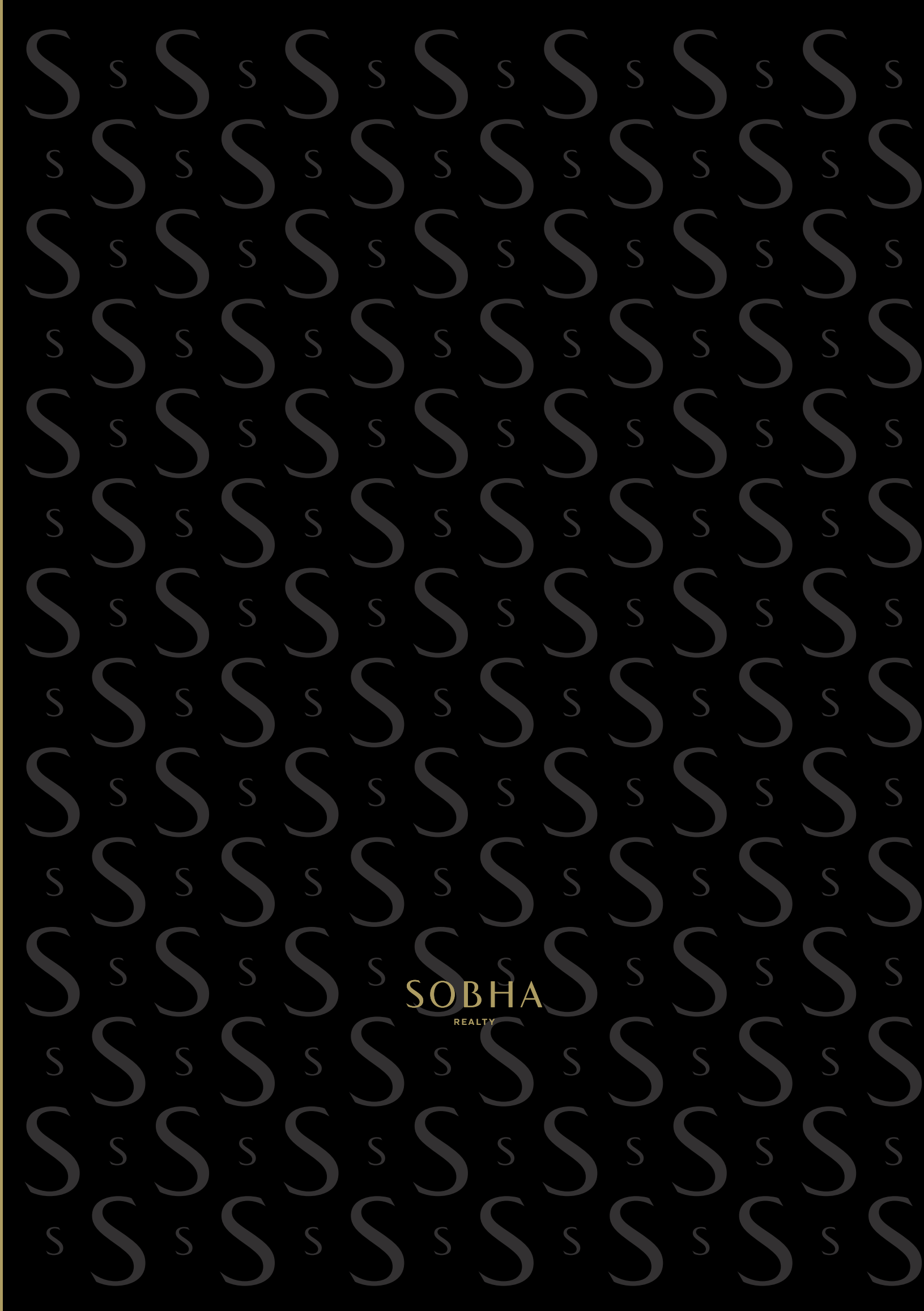
- Architectural Design Studio
- Interiors Division
- Electromechanical Works
- Landscaping & Nurseries
- Sobha Architecture, Glazing & Metal Works
- Restoplus Sleep Solutions
- Concrete Products Division
- Precast

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.

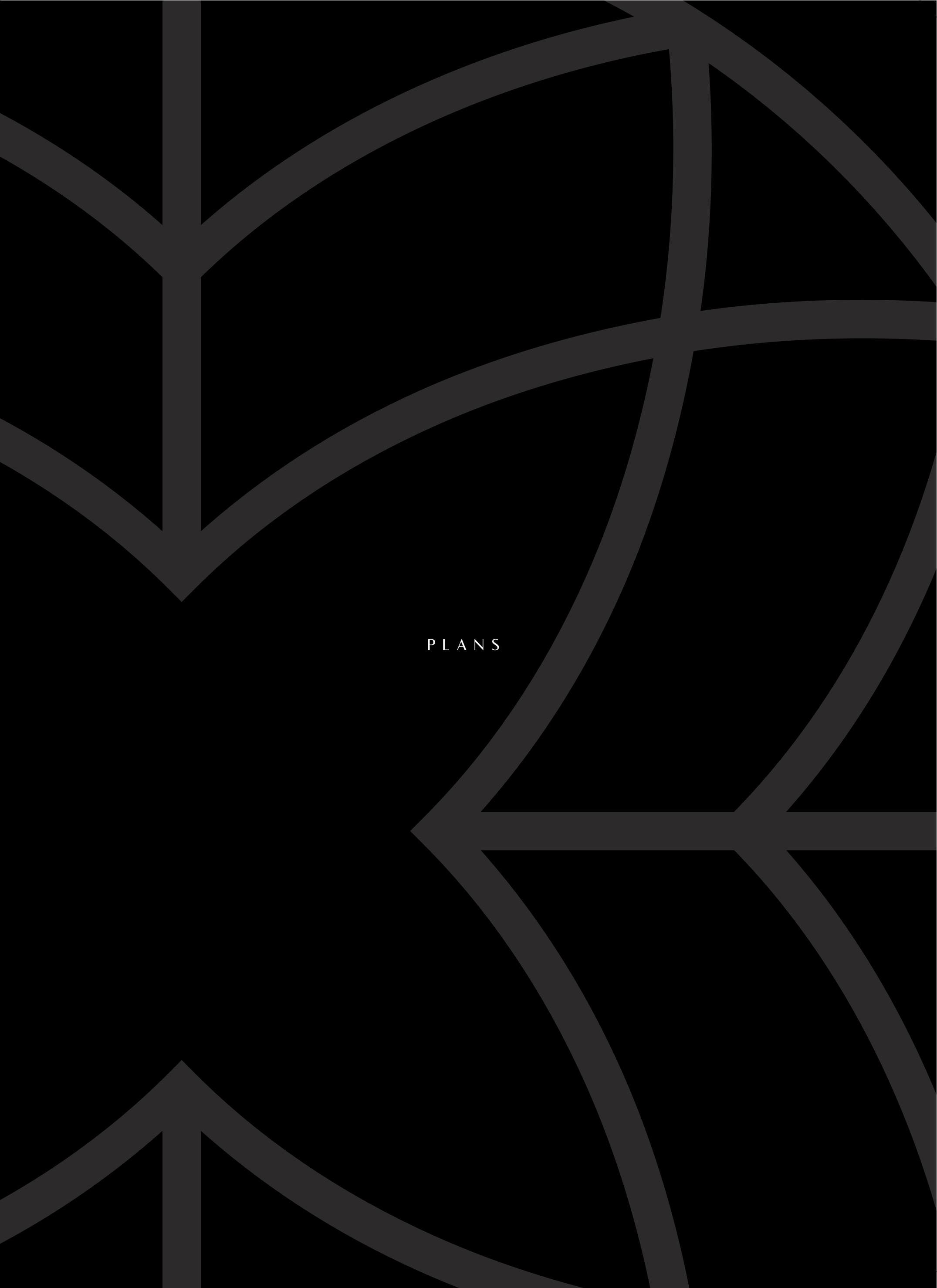


DESIGNED FOR  
A LIFE LESS ORDINARY.



- 01 ENTRY / EXIT TO SOBHA HARTLAND
  - 02 HOTELS
  - 03 CREEK VISTAS
  - 04 INTERNATIONAL SCHOOLS
  - 05 ONE PARK AVENUE
  - 06 GREENS
  - 07 HIGH RISE BUILDING - RESIDENTIAL
  - 08 GATE TO SOBHA HARTLAND ESTATES
  - 09 GARDEN HOUSES
  - 10 FOREST VILLAS
  - 11 GARDENIA VILLAS
  - 12 WATER CANAL VILLAS
  - 13 DUBAI CANAL
  - 14 DUBAI METRO LINE
  - 15 AL MEYDAN ROAD
  - 16 RAS AL KHOR ROAD
  - 17 AMENITIES
- |             |               |                    |
|-------------|---------------|--------------------|
| YOGA CENTRE | SWIMMING POOL | HOTELS             |
| CAFES       | SPA           | RETAIL             |
| WALK        | PARK          | HARTLAND SQUARE    |
| CLUBHOUSE   | BOULEVARD     | CHILDREN'S NURSERY |
| MOSQUES     |               |                    |





P L A N S

FOR MORE INFORMATION PLEASE CONTACT



**REAL ESTATE**

STAY AHEAD, INVEST SMART

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GARDENIA VILLAS