

DAMAC

LIVE THE LUXURY

Issue / 05

Complimentary Copy

DAMAC introduces



AKOYA
DUBAI

PROPERTY / STYLE / INTERIORS / GASTRONOMY / TRAVEL

DAMAC

GREEN IS THE NEW BLACK

INTRODUCING A NEW MASTER DEVELOPMENT.
THE FIRST GREEN LUXURY RESIDENTIAL ADDRESS IN DUBAI.

AKO₂YA OXYGEN

Front Line Investment Management L.L.C. No. 1021



- 18-hole Championship golf course
- Desert-inspired luxury spa
- Premium five-star hotel

- Organic fresh market
- Energy-efficient interior features
- Acres of trees, plants & flowers

DAMAC PROPERTIES' CONTACT DETAILS

UAE

+971 4 301 9999

Dubai

dubai@damacgroup.com

DAMAC Maison Dubai Mall Street
Downtown Dubai, UAE
P.O. Box 5840
Tel: +971 4 270 1700

Ocean Heights
Al Sufouh Road
Tel: +971 4 450 8777

Park Towers
Dubai International
Financial Centre
Tel: +971 4 376 3600

AKOYA Sales Office

Plot No. 676-1061
Al Hebiah Third, Al Qudra Road
Tel.: +971 4 341 8678

United Kingdom

Star Luxury LLC
6th Floor, 50 Hans Crescent
London SW1
Tel: +44 7879 539 906
info@starluxuryproperties.com

Kingdom of Saudi Arabia

ksa@damacgroup.com

Riyadh

102, Fahda Centre Bldg.
Tahlia Street
Tel: +966 11 217 5858

14th Floor, Al Anoud Tower 2
King Fahad Road,
Tel: +966 11 293 2883

Jeddah

Al-Shumeisi Building
Tahliah Street
Tel: +966 2 284 5445

Damman

5th Floor, Al Dossary Tower
Dammam Corniche Area
Tel: +966 13 8305471

Lebanon

Suite No. 1012, Beirut Souks
Solidere-Allemby Street
Tel: +961 1 999 169
beirut@damacgroup.com

Jordan

Al Abdali Project
Damac Tower
PO Box 841317, Amman 11181
Tel: +962 6 56 57 457
jordan@damacgroup.com

Iraq

Villa 69, Street 13, District 605
Al Mansour-Dawoodi, Baghdad
Tel: +964 1 77 64 102
baghdad@damacgroup.com

Qatar

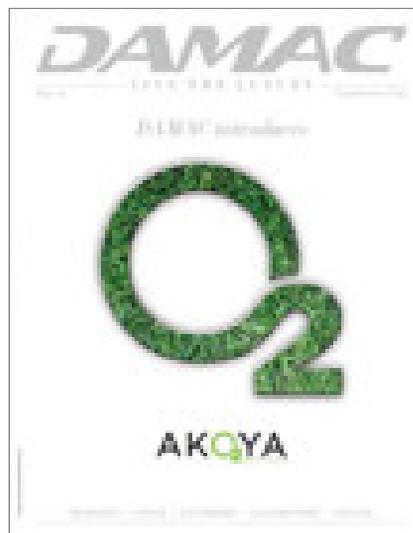
Office No. 04, Al Qassar Tower
West Bay Area
Doha, PO Box 18223
Tel: +974 44 666 986
doha@damacgroup.com

Reproduction in whole or in part
without written permission is
strictly prohibited. Whilst every
effort has been made to ensure
the information published is
accurate, HOT Media Publishing
and DAMAC Properties do not
accept liability for omissions or
errors in this magazine.

WELCOME

to a life of

LUXURY



Welcome to the latest issue of DAMAC Properties' quarterly luxury lifestyle magazine.

In this issue, you'll discover an assortment of thought-provoking and inspiring features to see you through this season.

In property, we celebrate the launch of a number of new developments by DAMAC Properties in Dubai, including our second master planned development, AKOYA Oxygen, and a new shopping district, The Drive at AKOYA by DAMAC.

We also take a look at the most idyllic private islands on the planet, from the Maldives to Italy. During a recent trip to Dubai, billionaire property mogul Donald J. Trump took time out to discuss his new partnership with DAMAC Properties, and reveals why the Trump International Golf Club, Dubai is set to raise the bar on golf course design around the world. Hear what he's got to say on page 14.

We also lift the bonnet on Lotus' latest model and reveal the designers shaping the future of fashion in the region. And collectors of fine watches rejoice as we explore the latest complications to rouse the world of horology.

Moving into interiors, and Ivanka Trump reveals the design secrets behind the Trump Estates, while DAMAC Properties' new project in Riyadh is offering jaw-dropping décor for potential investors in the Kingdom.

We hope you enjoy the issue.

The DAMAC magazine team
damacmagazine@damacgroup.com

DAMAC
— LIVE THE LUXURY —



[www.facebook.com
/DamacPropertiesOfficial](http://www.facebook.com/DamacPropertiesOfficial)



[www.twitter.com
/DamacOfficial](http://www.twitter.com/DamacOfficial)



[www.youtube.com
/damacofficial](http://www.youtube.com/damacofficial)



[www.instagram.com
/damacofficial](http://www.instagram.com/damacofficial)



www.damacproperties.com



/26

CONTENTS



/33



/14

FEATURES

- 4 / *Magnificent 7*
Escape to the most luxurious private islands on the planet
- 14 / *The Don*
Meet Donald J. Trump, the billionaire real estate mogul who loves to think big
- 22 / *Philanthropic Fashion*
A number of luxury labels are proving that philanthropy is always in fashion
- 26 / *Driving the Future*
There's plenty of va-va-voom with Lotus and its all-new Evora
- 33 / *Desert Runway*
Discover the designers shaping the future of fashion in the Middle East
- 40 / *Time Gentlemen, Please*
From Hublot to Rolex, the watches that collectors are talking about this season
- 44 / *In the Club*
Golfing equipment is given a luxurious, rather scientific, edge by ValGrine
- 48 / *Stylish Cities*
Concierges from around the world offer their top tips for sophisticated travellers

Cover / Akoya Oxygen

Editor / Tracey Scott

Contributors / Richard Jenkins
Lara Brunt

Creative Direction & Design / Adam Sneade
Andy Knappett

Published by / HOT Media FZ LLC
for DAMAC Properties

HOME

- 56 / *Interior Motive*
Ivanka Trump talks design, interiors and entering the Middle Eastern market
- 60 / *Silent Elegance*
DAMAC Properties and FENDI Casa redefine elegance
- 65 / *Artistic Direction*
Contemporary Arab art is at the centre of Dubai's burgeoning art scene
- 68 / *The Designer's Handbook*
A splash of colour can be found in a new coffee-table book for your home



/60

PROPERTY

- 74 / *AKOYA Oxygen*
The newest and most luxurious space in Dubai is a green haven
- 78 / *Retail Drive*
Wallets at the ready, a new luxury shopping district is set to open in Dubai
- 84 / *Downtown Delight*
What makes Dubai's Downtown area tick? The people, of course
- 88 / *Golf's Trump Card*
Gil Hanse shares an insider's guide to AKOYA by DAMAC's golf course



/78



/74



I.

Huvafen Fushi Spa Resort MALDIVES

With 43 over-the-water bungalows and beachside pavilions, Huvafen Fushi is perfect for private group gatherings, such as weddings or birthdays. Dive, snorkel, fish, sail, and cruise until your heart's content, then dine at one of four luxe but laid-back restaurants or the unique cellar restaurant eight metres under the ocean. And did we mention it's home to the world's first underwater spa?



MAGNIFICENT PRIVATE ISLANDS

Every issue we scour the globe for the finest hotels, homes and destinations. Here, we take a look at the world's most idyllic private paradises



2.

Motu Tetaraire

FRENCH POLYNESIA

An hour's flight from Tahiti, nestled in French Polynesia, is the dreamy Motu Tetaraire. Part of the Atoll of Rangiroa, one of the largest coral islands in the world, this sizeable islet covers nine acres and sleeps up to 10. Offering unrivalled views of the South Pacific Ocean, visitors can choose from the elegant 250-square-metre main residence or the upscale guest bungalow. Brimful with Tahitian flair, this is barefoot-luxury at its best.



3.

Isola di Loretta ITALY

Find yourself in Lombardy? Then head to the region's fourth largest lake (Lake Iseo) where you'll discover the lake island of Isola di Loretta. While the island is privately owned and thus closed to visitors, you can hire a boat and catch a glimpse of the site, and its neo-gothic castle (believed to have been built in 900).

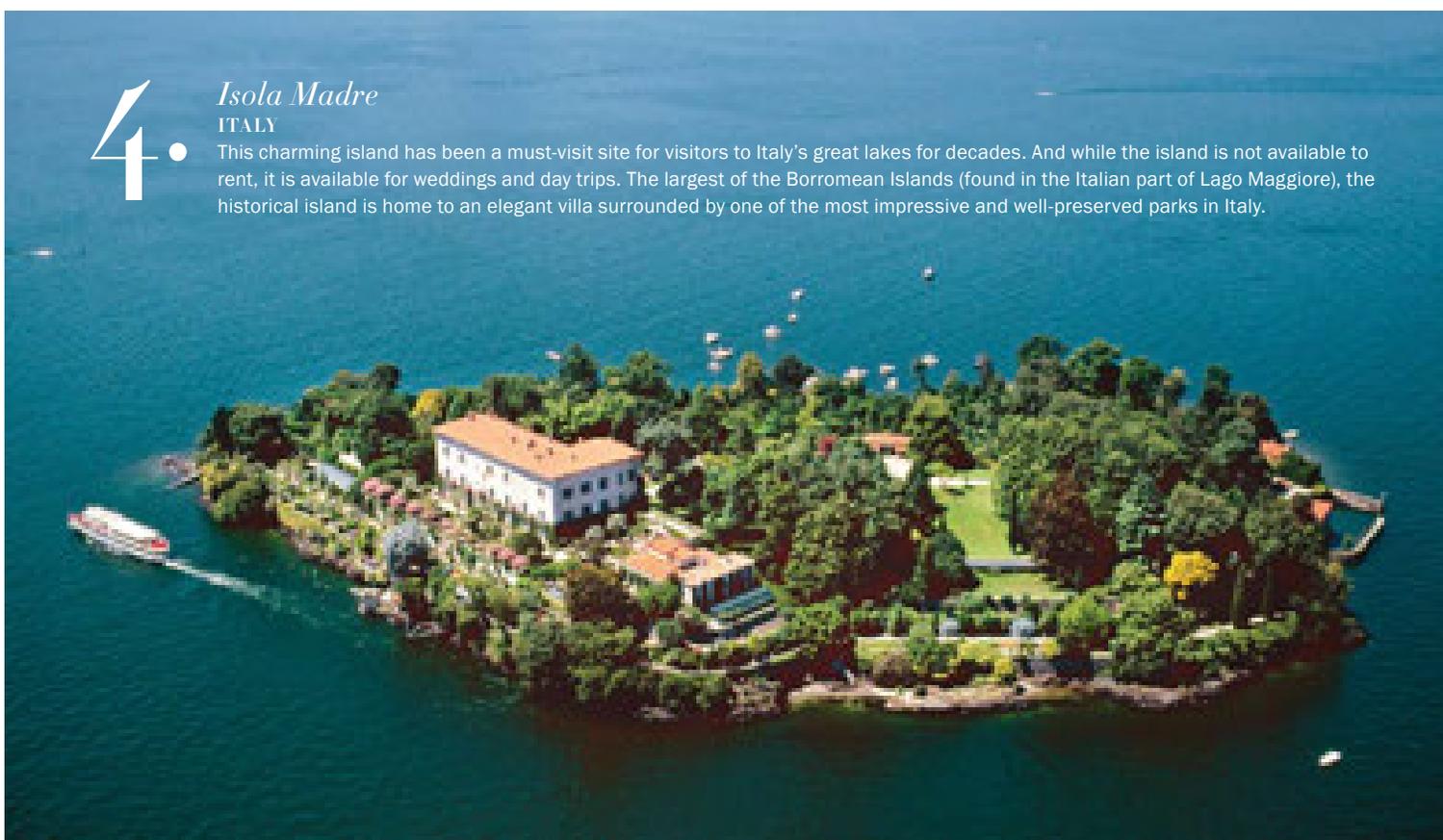


© Swiss and Alpine Islands edited by Farhad Vladi, published by teNeues. www.teneues.com

4.

Isola Madre ITALY

This charming island has been a must-visit site for visitors to Italy's great lakes for decades. And while the island is not available to rent, it is available for weddings and day trips. The largest of the Borromean Islands (found in the Italian part of Lago Maggiore), the historical island is home to an elegant villa surrounded by one of the most impressive and well-preserved parks in Italy.



© Swiss and Alpine Islands edited by Farhad Vladi, published by teNeues. www.teneues.com

5.

Château de Chillon

SWITZERLAND

The medieval fortress is an island castle located on the shore of Lake Geneva. Believed to be Switzerland's most visited historical monument, the castle consists of 100 independent buildings that were gradually connected to become the building you see today. Cloaked in history – the Chillon was influenced by three major periods; the Savoy Period, the Bernese Period, and the Vaudois Period – this superstructure offers breathtaking views of the Alps from its unique location on the shore.

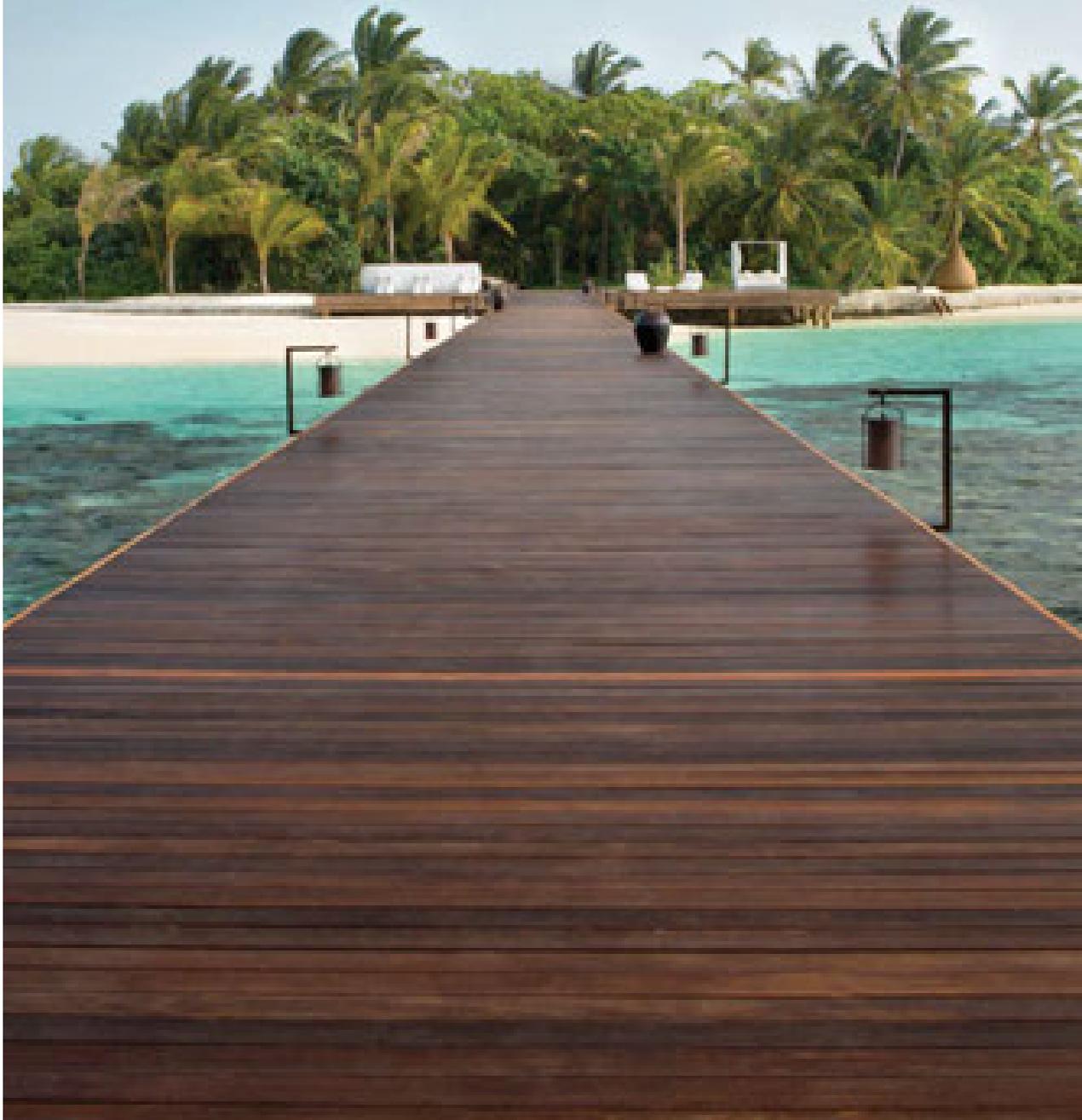


6.

Coco Privé Kuda Hithi Island

MALDIVES

With just one master residence, featuring an infinity pool, steam room, and well-stocked library, this stunning retreat in the North Male Atoll offers complete privacy. There are a further five luxurious villas for your entourage, while a lifestyle host, chef, dive master and spa therapist – not to mention the sea turtles, manta rays and reef sharks – guarantee a truly unforgettable experience.





7.

North Island SEYCHELLES

This eco-island is one of the world's most expensive getaways. It's also one of the most romantic – the Duke and Duchess of Cambridge honeymooned here – with just 11 villas, ensuring splendid isolation. Take your pick from all manner of waterborne activities and exotic spa treatments, then let chef know what you'd like to eat: the 'no menu' concept sees bespoke dishes created each day.







KISSING DIAMONDS BY
BOGH-ART
GENÈVE

GENEVA LONDON HONG KONG BRUSSELS

WWW.BOGH-ART.COM



AKOYA
by DAMAC


TRUMP
International Golf Club
DUBAI



The DON

*Property kingpin Donald J. Trump
talks business, buoyancy and why he's
building the best golf courses around
the world*



DAVID MORRIS

THE LONDON JEWELLER

LONDON HONG KONG MOSCOW DOHA DUBAI ABU DHABI BAKU

LEVEL G/DUBAI MALL DUBAI +971 (0) 4434 3888

LEVEL G/GALLERIA MALL ABU DHABI +971 (0) 26777607

www.davidmorris.com



F

rom real estate and hotels to golf courses and beauty pageants, where Donald J. Trump goes, the world – and their wallets – follow. “Trump is a winner – plain and simple,” says Forbes. “Everything about the Trump Organization says ‘first class,’” says CNBC. “Everything he touches turns to gold,” his father (and former employer) once said.

The son of a self-made millionaire builder from New York, it was inevitable that the now 68-year-old billionaire would develop the entrepreneurial gene. Said gene was not to be realised, however, until he completed a stint at military academy followed by a spell at business school. From there he joined his father’s business (“My father was my mentor and I learned a tremendous amount about every aspect of the construction industry from him.”) before branching out on his own in the 1970s with The Trump Organization.

And since founding the organisation in New York in 1971, the Queens-born father-of-five has amassed an enviable property portfolio spanning luxury apartments, hotels, vineyards and golf courses. “I love building beautiful things, and I have built some of the great buildings of the world – New York has many of them,” says Trump. And while his best known building can be found in Manhattan, Trump Tower, a 58-storey mixed-use skyscraper on Fifth Avenue, it is his new development in Dubai which has got him most excited.



AKOYA by DAMAC, Trump's gateway project into the Middle East, will see the Trump International Golf Club, Dubai open alongside 104 exclusive Trump Estates villas and mansions, and the highly-anticipated Trump Golf Clubhouse – a project which recently saw the businessman arrive in Dubai for the clubhouse's grand unveiling.

"We're going to build a course that is not just going to be the best in Dubai and the Middle East, but one of the great courses of the world," says Trump. "One that all of the Middle East, and certainly Dubai, will be proud of." And with 16 clubs (plus his luxury Miami resort Trump National Doral) in his portfolio, the real estate mogul knows his stuff when it comes to creating or acquiring a golf course. "One of the great photographers of golf once said Trump has the greatest collections of golf courses ever assembled by one person, which is a great compliment. If they can't be the best, I'm not interested in them, and I think this will fit that."

Comparing his Dubai course to his newly-purchased Turnberry golf resort in Scotland, Trump, said to be worth more than US\$8 billion, says: "I just

left Turnberry which is very old and has tremendous history having had many great championships. This is very new but I think, in the end, it will be equally as great. We'll make sure it is."

Trump, who also co-owns the Miss Universe beauty pageant, first dipped his toes into Dubai


*"I love building beautiful things,
and I have built some of the great
buildings of the world"*


back in 2005. This time around, however, he says: "I never forgot Dubai. It was always a place that we wanted to be and now we're here in a big way." And his preferred partner of choice? DAMAC Properties. "DAMAC is an incredible organisation. I'm impressed by Hussain [Sajwani]. I'm very impressed by the

company he's built; it's a great company and that's one of the reasons I did it."

When it came to the architectural elements of his Dubai course, there was only one man for the job: American golf course designer Gil Hanse. "He's hot as a pistol," says Trump. "All over the world people are talking about Gil Hanse and I think the job Gil did here is one of the best jobs he's ever done. It's amazing."

So amazing, in fact, that Trump believes the world's best tournaments and players will arrive in their droves over the coming years. "I expect that we're going to have the biggest tournaments and best players coming here often because it's designed to the highest standards of golf – and that's a big statement. It's as good as it gets in terms of shot making and shot value, and I think this is an incredible venue for the European Tour to bring the Ryder Cup. They will be bringing it, in my opinion, to this region in the not too distant future and we will have the best course by far."

Bold statements are what Trump does best. And like his course, he believes boldly in Dubai's real estate market. "I think that the real estate in Dubai is just going one way – I think it's going to go way



> Opening page: Donald J. Trump at the AKOYA by DAMAC development. Previous page: Donald J. Trump at a recent press conference in Dubai; A model of the AKOYA by DAMAC development. This page: Donald J. Trump with Hussain Sajwani, Founder and Chairman of DAMAC Properties and his daughter Ivanka Trump; The Trump Golf Clubhouse; Donald J. Trump speaking at the press conference in Dubai.



THE TRUMP ESTATES

THE TRUE MEANING OF SUCCESS

LUXURY MANSIONS AND VILLAS ON THE GOLF COURSE

For those who understand the true meaning of success, we present The Trump Estates, an exclusive gated community at AKOYA by DAMAC, The Beverly Hills of Dubai. Choose from a selection of luxury mansions and villas that pay a fitting tribute to your success. The Trump Estates finds pride of place overlooking the The Trump International Golf Club, Dubai.

Announce your success to the world, in true Trump style.



is just going one way – I think it's going to go way up. Dubai has become actually very conservative from a financial standpoint and I think there's a tremendous upside to buying in Dubai. I would not have said that years ago. In fact nobody could have understood what was happening. It's a much different time and I think a much smarter time. Now they have tremendous control, tremendous checks and balances."

One contributing factor to this upsell, Trump believes, is AKOYA by DAMAC, the luxury real estate developer's golf community project scheduled to open in Dubai next year. Referring to his golf course in Aberdeen, which has fuelled a 50 per cent rise in property value in the area, he says: "I built the course in Aberdeen and because of what I did people


*'We're going to build a course
 that is going to be one of the great
 courses of the world'*


are coming from all over the world. It's doing record business. It's packed from morning to night and what happens is the overflow of that business is going to the hotels, it's going to other courses. They had an article in the main paper in Scotland calling it the 'Trump Factor'. They've never seen anything like it. And I think we're going to see the same thing here. I think you're going to have a high Trump factor here."

As for the future of golf, like Gil, it's "hot as a pistol," says Trump, before bringing the conversation back to the emirate. "Dubai is big, it's bold and it's moving forward," concludes Trump. And his latest development with DAMAC Properties just might be his trump card not only in Dubai, but the region.

'The Colosseum is getting more than just a makeover, thanks to luxury leather goods company Tod's'



PHILANTHROPIC *FASHION*

Luxury labels are pledging millions to preserve some of the world's most important cultural treasures



I

n a country renowned for its sartorial style, it is quite fitting that it is the Italian fashion industry that is coming to the rescue of its antiquities. With funding for the maintenance of Italy's archaeological sites slashed by 20 per cent since 2010, a number of luxury brands have pledged millions in recent years to help preserve the country's cultural treasures.

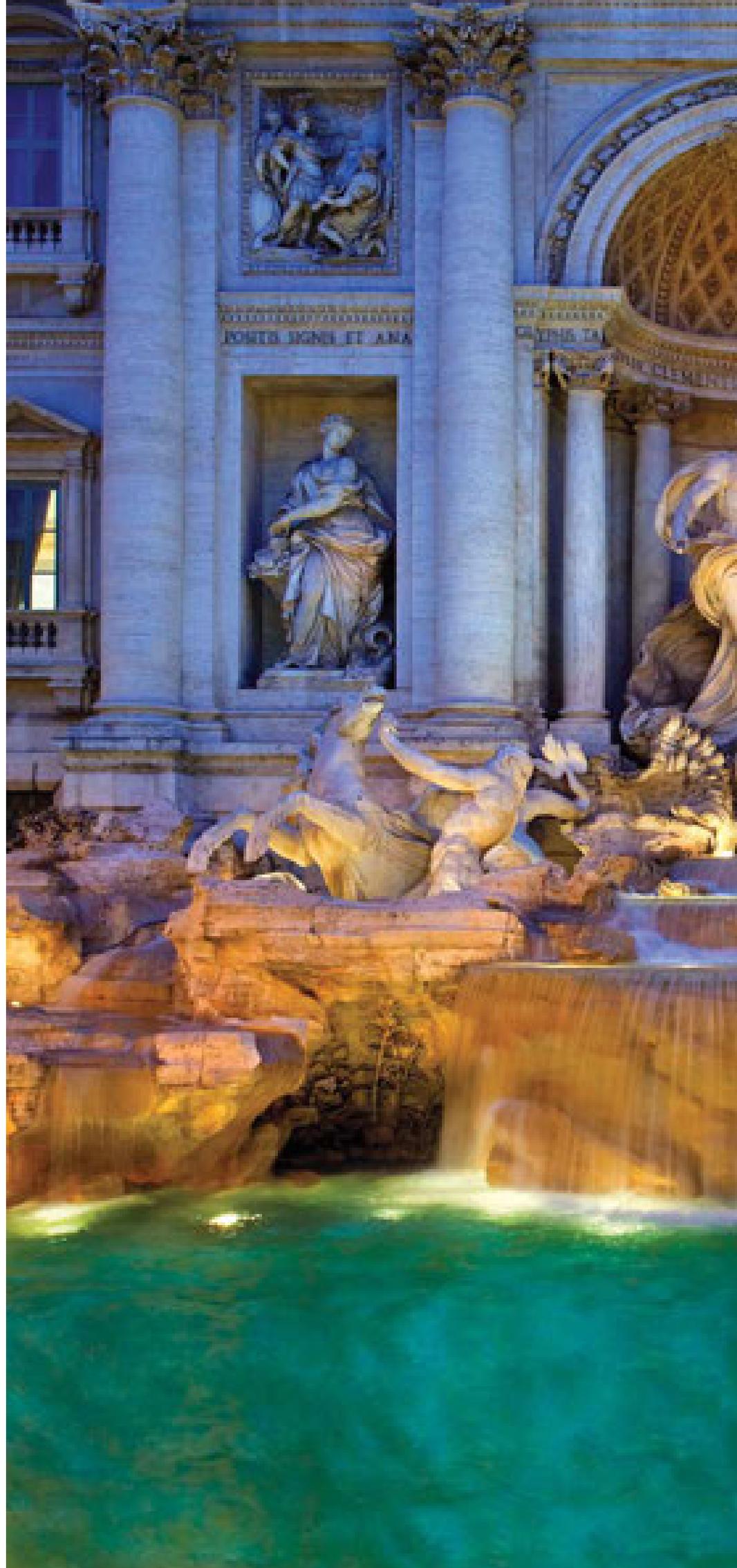
One brand spearheading this philanthropic movement is Fendi. Last year, the fashion house pledged €2.5 million to restore the Trevi Fountain, the 18th-century Baroque masterpiece that is less than a 10-minute walk from the small workshop where the brand was founded in 1925. Described by creative director, Karl Lagerfeld as "the symbol of Rome", the restoration of the Trevi will be carried out in phases, so as to allow it to remain accessible to camera-toting tourists, and is expected to be complete by 2015. It is part of a four-year initiative, called Fendi for Fountains, which will also fund the restoration of the nearby Quattro Fontane, a group of four 16th-century fountains.

The Colosseum is also getting more than just a makeover, thanks to Diego Della Valle, Chairman and CEO of luxury leather goods company Tod's. The billionaire is bankrolling an ambitious project to restore the ancient amphitheatre, built between AD 72 and 80 to stage epic gladiatorial contests and other entertainment. "It's the duty of successful Italian companies to help out their country," says Della Valle, who also supports the La Scala opera house in Milan to the tune of €5.2 million.

After almost three years of debate and delay, restoration work began late last year. The first phase of the project reached completion earlier this year, which saw the façade cleaned and returned it to its original white ochre colour and the exterior arches rebuilt. The next phases will see the construction of a new visitor's centre, followed by the restoration of the Colosseum's internal areas, with all work due to be completed by mid-2015.

Sticking with Rome, and Bulgari recently announced it will donate €1.5 million towards the restoration of the city's celebrated Spanish Steps. A magnet for visitors since the 18th century, the elegant stairway that connects the Piazza di Spagna with the Trinità dei Monti church above is just moments from Bulgari's flagship store on Via Condotti. The two-year project, slated to begin next year, will be "the special gift from Bulgari to its city" to mark the jeweller's 130th anniversary this year, says Chief Executive Jean-Christophe Babin.

In Venice, the Prada Foundation, set up by Miuccia Prada and Patrizio Bertelli in 1995 and dedicated to contemporary art and culture projects,





is responsible for the ongoing restoration of Ca' Corner della Regina, an imposing 18th-century palazzo on the Grand Canal. Phase one of the six-year preservation project has been completed, which allowed the palazzo to be partially reopened in 2011 as an exhibition space for the foundation.

Also in Venice, Diesel founder Renzo Rosso has pledged €5 million to help restore the floating city's famous Rialto Bridge. Completed in 1591, it is the oldest of four bridges that cross the Grand Canal and is renowned as an architectural and engineering feat of the Renaissance. Restoration work will last 18 months and should be finished by May 2016, according to officials. The billionaire is also involved in local fundraising efforts to restore a medieval bridge in his hometown of Bassano del Grappa in northern Italy's Veneto region.

In Paris, Ralph Lauren recently promised €1.5 million to restore one of the world's most prestigious fine art institutions, the École Nationale Supérieure des Beaux-Arts. Founded in 1648 in the heart of Saint Germain des Prés, the school's illustrious alumni include fashion designers Valentino and Hubert de Givenchy, as well impressionist painters Henri Matisse and Claude Monet. The American designer will fund the two-year project to restore the 19th-century Amphithéâtre d'honneur lecture theatre – maintaining the classical aesthetic, but

'One brand spearheading this philanthropic movement is Fendi'

updating it with the latest audio-visual technology – and modernise the school's website. Lauren has previously been lauded for reviving another of the city's architectural gems: a 19th-century townhouse on the Boulevard Saint-Germain that became the brand's flagship Paris store.

And it's not just buildings that are benefiting from fashion's philanthropic side. Launched in 2002, the Rolex Mentor and Protégé Arts Initiative is a biennial programme that sees some of the world's most distinguished artists serve as mentors to up-and-coming young talent. Over the past 12 years, Rolex has paired luminaries such as Martin Scorsese, Brian Eno, and Anish Kapoor with emerging artists in the fields of architecture, dance, film, literature, music, theatre, and visual arts, for a year-long creative exchange.

The seven new 'protégés' for this year's programme will work alongside a host of artistic masterminds, including Pritzker Prize winner Peter Zumthor and Mexican film director Alejandro González Iñárritu. "Over the past 12 years, we have seen remarkable, enduring collaborations and friendships form between mentors and protégés," says Rebecca Irvin, Head of Philanthropy at Rolex. "We look forward to seeing more of this rich creative dialogue."

DRIVING *the* FUTURE

The British marque hits Dubai with a glittering new showroom – and the fearsome Evora is front and centre

WORDS:
RICHARD JENKINS

S

ince 1952, Lotus Engineering has produced some of the most iconic British roadsters ever made. The names trip off the tongue with historical ease: Elan, Esprit, Elise. Combining super-light bodies with tight handling, the Lotus marque has long been synonymous with pure adrenaline-fuelled driving – and its newest creation, the Evora, is set to continue the trend.

The first all-new Lotus since the iconic Elise made its debut in 1994, the Evora is designed to have equal staying power. A fresh mid-engined layout makes the aggressive looking sports model as agile as a dragonfly, while the optional 2+2 seating aims to corner the market in the fast-expanding territory of supercars that you can actually drive day-to-day. Even with four seats, the Evora will hit 60mph in 4.8 seconds, utilising the





Aircraft Sales | Aircraft Management | Aircraft Charter | Flight Operations

Empire Aviation Group is a dedicated aircraft sales and management company operating one of the region's largest managed fleet of business jets.

Approved for aircraft operations by the aviation authorities of the U.A.E., Bermuda, Cayman Islands and the Isle of Man.

T: +971 4 299 8444 | www.empire.aero



EMPIRE AVIATION GROUP



*'The cockpit has race credentials
mixed with luxury touches'*

car's 276 horsepower. The fearsome performance comes via a six-speed manual transmission with ratios finely honed over decades of experience. The free flowing exhaust system has a bypass valve that opens up at high speed to reduce pressure at the back, and increase the power output: the Evora was definitely built to be driven at high speeds. To keep things safe, new to the Evora is the revolutionary Lotus Dynamic Performance Management, which offers increased stability at high velocity. In fact, every detail of performance has been considered, including the steering wheel - it's made from lightweight magnesium which reduces inertia and allows hard cornering at top speeds with minimum effort.

The people at the top at Lotus have cottoned on to what Porsche, Audi and all the other high-end sports car manufacturers are now well aware of: the Middle East is the place to be if you want to sell high performance cars. And while the Evora SR (an enhanced version of the 3.5 litre V6) is only available in Europe, you get the impression that it won't be long until the exclusives are rolled out in the UAE.

To that end, the glittering new showroom at Dubai's Festival City Automotive Park was born. A fleet of Evoras in all manner of colours are tucked into every six-metre square available, and the effect is eye-catching to say the least. In all, it's an extremely bold exhibition, one designed very specifically to appeal to this new market.

Lotus also knows that many drivers need something more than what a standard Evora can give them, though, and there was only one thing for it - the formidable Evora S. Developed to take advantage of the Evora's handling attributes while pushing out supercharged V6 power, the Evora S

*A new mid-engined layout made
the aggressive looking sports
model as agile as a dragonfly'*

manages all this without an appreciable increase in weight (it still comes in at a bantamweight 1437kg). A more aggressive rear diffuser and a new active exhaust system blast the Evora S from 0-60mph in 4.4 seconds, and it keeps going to a staggering 178mph. In a car this size, it's easy to feel like you're at the controls of a fighter jet. Utilising the Sport Pack on the Evora S raises performance even further by upping the rev limit and altering the DPM settings.

Inside, the Evora has everything you'd expect. The cockpit has race credentials mixed with luxury touches like supple leather seats and the much-vaunted "Lotus command centre", a touchscreen multimedia setup that controls a trip computer, iPod compatible system and a reversing camera. If you want to add up the options even further, electric power-fold mirrors and mountings for child seats (if you choose the 2+2 layout) are available – and what discerning UAE customers will get from the flagship showroom is many European options as standard spec. Metallic paint, power-fold door mirrors and reversing cameras are all included as standard.

The future is bright for the company, with sales from the Evora buoyant enough to allow the company to experiment with a track-only F1™ inspired car, the T125 Exos – Lotus' first million-dollar car, of which only 25 will be built. Not to mention the Lotus 2-Eleven: based on the Exige S, this is made purely for speed and days on the track.

Because that's what Lotus do. And as long as they're able to keep manufacturing light, desirable performance vehicles to the level of the Evora, then the future of this uniquely British manufacturer – all over the world – will be assured.





G550 CABIN ALTITUDE: 1,189 M*
PASSENGERS: 14-18
SIGNATURE OVAL WINDOWS: 14



ARRIVE IN STYLE

Style is personal. That's why the Gulfstream G550™ offers a variety of seating and berthing options that can accommodate up to four living areas and still has room for the largest, fully accessible baggage area in its class. Every aspect of the exquisite interior is designed to maximize the comfort of long-range travel, so you can arrive feeling like you just left home.



Desert RUNWAY

Dubai is emerging as a fashion hub for the Middle East. DAMAC looks at the designers shaping the future of fashion in the region



ESSA

Daring and adventurous, bold and effervescent, Essa Bhagoorwala continues to push the boundaries of fashion design. Consistently trying to weave together a sense of classicism with modern-day trends, Dubai-born Essa homes in on a mood and personality when designing his clothes. One of his most recent collections mixes furs with feathers, heavy fabrics with fancy trims. And like the collections before it, this one is sure to fly off the rails.



EZRA

Drawing inspiration from French favourites Christian Dior, Erte and Christian Lacroix, Dubai-based Ezra is an expert in dreamy, extravagant couture. With a penchant for elegant and edgy, Ezra has built up an enviable following during his decade in fashion. Known for his love of embellishment and floaty silhouettes – recent collections have featured heavily embroidered diaphanous gowns – he continues to wow his Middle Eastern clientele from his atelier in Dubai.





HOUSE OF RONALD

Likened to fashion heavyweights Jean-Paul Gaultier and the late Alexander McQueen, emerging British-Lebanese designer Ronald is creating quite a stir on the style circuit. Fearless of rule breaking, his designs often represent women in an unconventional way. One of his most recent collections, Bulletproof, displays strength and rebellion, without negating femininity or beauty. His choice of feminine fabrics – satins, crepes, gazars, and velvet – are juxtaposed with warrior-like hues, striking prints and standout silhouettes.



TAHIR SULTAN

When it comes to Tahir Sultan's designs, scarcely a single detail hasn't been thought about in his quest for wearable glamour. A graduate of Fashion Design with Knitwear from Central Saint Martins in London, the womenswear designer has given a luxurious lease of life to humble woolens. Using different types of jersey in an avant-garde manner, his latest collection is all about comfort versus style.



TALLER MARMO

Dubai-based fashion label Taller Marmo – set up by design duo Riccardo Audisio and Yago Goicoechea, from Italy and Argentina, respectively – focuses on sleek silhouettes and authenticity. With each piece entirely and exclusively handcrafted in Italy, they fuse Italian tailoring with Arabic traditions – expect column dresses, playful volumes and subtle detailing.

EMPEROR 1688

Tailoring, precision and luxe fabrics are at the centre of Emperor 1688, a label set up by Dubai-based brothers Babak, Farhan and Haman Golkar back in 2007. Fascinated by traditional English tailoring, one of their most recent collections homes in on royalty and Balmoral Castle. From Scottish wools and tweeds to tartan dresses and structured capes, traditional country clothing has undergone a luxurious transformation.





Breitling Navitimer GMT 48mm

A key trend across horology this year has been that of the traveller, the world-conquering globetrotter. Breitling has long produced timepieces that are as functional as they are beautiful. The Navitimer's large face means the dial and instrument panel is easily readable, and it's also available in a limited (200 pieces) red gold edition with a black dial – collectors take note.



TAG Heuer Monaco V4 Tourbillon

The term most often associated with this specimen is "avant-garde" – and it isn't hard to see why. In 2004, TAG Heuer achieved the unlikely by producing a watch with belt drives. Ten years on, and this complication gets even more complicated – a tourbillon driven by belts pounding away at 28,800 vibrations per hour. In effect, the mass is guided by a linear railroad rather than a traditional rotating system.



Hublot Big Bang Unicot

The official watch of the 2014 FIFA World Cup, Hublot's bright timepiece (the green and yellow colour scheme pays tribute to World Cup hosts Brazil) has a custom-designed mechanism for timing the 45-minute halves of the match. In fact, if you want to know the actual time you have to look at the smaller dial located at six o'clock. The precision movement is locked in place with a 385-part movement.

TIME GENTLEMEN, PLEASE

*Ten timepieces of 2014 that got
collectors talking*



**Zenith Pilot Type
20 Grand Feu**

This timepiece has the potential to take your breath away. Standout features include a huge 60mm sapphire case with a white gold bezel and oversized markings, and an enamel dial. The legendary El Primero manual wound 5011K movement is present and correct, providing a power reserve of 48 hours. Only 10 will be produced, so act fast.



HYT H₂ BLUE

Pushing on from last year's triumphant H2, HYT's updated model uses fluids and intensive micro-mechanical systems to tell the time in a joyful way. The hour hand operates as you'd expect, but the minutes are indicated where the coloured fluid running around the dial meets the clear fluid. The new model features a white gold case and is water-resistant to 50 metres.

Romain-Jerome Moon Orbiter Speed Metal

Neil Armstrong's Apollo 11 space mission provides the inspiration for this timepiece. The Moon Orbiter features a PVD coated, 49mm case in a curious oblong layout. Even more curious is the fact that the steel was salvaged from Armstrong's lunar capsule. And to add to the space-age feel, the dial is sprinkled with genuine moon dust. There's not much of it to go around, though – production is limited to 25 pieces.





Rolex Oyster Perpetual GMT-MASTER II

It took a long time for Rolex to master a two-colour ceramic bezel insert, but the revered watchmaker has managed it, the red-and-blue motif harkening back to 1955's original GMT-Master. The technological feats continue inside the case, with a bidirectional self-winding perpetual rotor and the ability to display two time zones simultaneously – perfect for the long-haul traveller.



Patek Philippe 5990/1A Nautilus

Patek Philippe knows it has a winning formula with its Genta Nautilus design. 2014's model features a column-wheel flyback chronograph, effortlessly blending the classic design with modern complications, in a 40.5mm stainless steel case. Two subdials (a circular date scale and 60-minute register) complete the balance of the face. For collectors or new fans, this is a must-have.



Omega Seamaster Aqua Terra 150m Co-Axial

Available in either a 38.5mm or 41.5mm case, the Aqua Terra features the eye catching "Teak Concept" vertical lines now expected with the Aqua Terra line. The dial is protected by a domed, scratch-resistant sapphire crystal with anti-reflective treatment. Rhodium-plated or 18-carat gold indexes match the faceted central hands, and the crystal caseback allows a view of the gorgeous Master Co-Axial caliber 8500 inside.



Dreyfuss & Co Reserve de Marche

The flawless handmade design leaves nothing to chance, and the Reserve de Marche's pièce de résistance is the automatic movement which stores 45 hours of power – and the neat dial in the 12 o'clock position, reminiscent of a fuel gauge, that lets the wearer know how much power is left. Three variations are offered: stainless steel, PVD rose gold and a combination of the two.

In the **CLUB**

*ValGrine's approach to luxury
golf equipment is putting a new
spin on the green*

WORDS: RICHARD JENKINS





he pressure on the putting green is different to that found anywhere else on a golf course. When tiny details can spell the difference between success and failure, the very finest equipment sets apart the winners from the rest of the pack. And there's no finer equipment than a ValGrine putter.

It's really not just any putter. In 2011, Frenchman Grégory Moreau was fed up with average golfing equipment and fed up with the staid traditionalism normally associated with the game. What he created will go down as one of the boldest, most downright thrilling combinations of artistry and engineering of all time. The ValGrine Company was born, and it had a simple mission. In Moreau's words: "I am in love



and I have a passion for beautiful things, beautiful objects, beautiful mechanics and beautiful watches. My job is to look for perfection in the using and harnessing of metals."

The metals are the cornerstone of ValGrine's business. Each club is completely customisable, and its base is built from the choice of luxe metals: platinum, gold, silver, aluminum, nickel and most incredibly, meteorite extracts. The clubs are available in three tiers of pricing: numbered, limited edition putters in batches of 20 or fewer; unique putters which are finished according to their owners' taste; and finally ValGrine's Holy Grail – the "haute creations" which are built with the customer involved in every step. Diamonds, rubies and other jewels and gemstones are laid into the very foundations of the club. The customisation options for the way your club looks are seemingly endless – from angular, precise



matt-black-and-silver weapons to intricate, delicate gold-leaf plated museum pieces, a ValGrine club is as personal as a new car.

Each section of the club is lovingly and painstakingly created by hand. First, the master blacksmith shapes the curve of the club in accordance with the player's stance and measurements. Next, the leather craftsman applies the softest grip. For the final flourishes, engravers spend days working intricate designs into the club and to finish, the company's craftsman jeweller applies the precious stones. The inserts chosen for the club will not only affect the putter's aesthetic, they will have an impact on the sound the club makes when striking the ball, the adhesion between the club and the ball and even the spin applied. Then, one of several types of finish is applied: crude, Geneva, polished, satiny or blasted.

Part sculpture, part engineering miracle, the putters are designed to perform just as spectacularly on the green as they do in the showroom. ValGrine's Success Lab is rigorous when it comes to the engineering of the club. For Moreau, a well-designed

putter has "a good weight distribution front-back, heel-toe, centered as low as possible". Even matters of friction are taken into account, using theories first developed by Leonardo Da Vinci in the 16th century to maximise power by harnessing


*A ValGrine club is as
 much a chemistry lesson
 as an aesthetic pleasure'*


the friction between the elements of the club, ball and environment. The attention to detail is astonishing, as well it should be for the prices being asked. According to ValGrine, on the subject of the treatment of the metals used, terms like "hardening

ionic diffusion" and "high-density nanotechnology" are freely used. A ValGrine club is as much a chemistry lesson as it is an aesthetic pleasure.

To begin the journey of buying a ValGrine, customers are invited to an appointment at its partner jewellery store at Place Vendôme in Paris. Set back from the leafy Rue de Rivoli, the Place Vendôme has long been synonymous with glamour and fine living. ValGrine's store sits in the same rarefied fronts as shirt maker Charvet and couturier Chéruit, not to mention the deluxe Paris Ritz hotel. Once the details are decided on, the French factory begins its painstaking work. Resembling an ultra-precise watchmaker's studio more than anything else, the "White Room" is a space so pure that the concentration of the very particles in the air is monitored to ensure that every last molecule of the club is where it needs to be. After three months of rigorous space-age testing and refinement, not to mention the input of 30 different craftsmen (each an absolute master in his field whether it be setting jewels or measuring leather), the club is complete and ready to be sent to its discerning new owner.



> Prices for a ValGrine putter start from US\$16,600.

Stylish cities

Top hotel concierges share their secrets on where to shop in some of the world's most fashionable cities

Shanghai

Shanghai-born concierge Taylor Tang from The Ritz-Carlton Pudong

1. Mary Ching

British-Chinese designer Alison Mary Ching Yeung's opulent footwear features daring stilettos, elegant flats, and cashmere slippers, along with rich

cashmere travel sets. Fans of the brand include Cameron Diaz and Eva Mendes. 376 WuKang Road, Boutique 106

2. YAANG Life

This renovated 1930's warehouse near the river has furniture, homewears, and gifts from acclaimed Chinese designer Yang Wang and a host of international names, resulting in a unique mix of styles. 659-661 Waima Road, The Cool Docks 4

3. XINLELU.COM

Opened last summer as a physical extension of the popular online boutique, this intimate space features women's fashion from independent designers and a personalised service. 414 Shaanxi Bei Lu

4. 10 Corso Como

Newly launched in China, this quirky Italian lifestyle store has four floors of contemporary fashion, along with

a bookshop, café, Italian restaurant, art gallery, and in-house tailor. 1717 Nanjing Xi Lu

5. Jack Peng

Head here for custom-made European-style leather shoes. The English-speaking staff can help you select from the large range of styles, and you can also bring in your favourite shoes or photos of your desired pair. Lane 85 Wulumuqi Nan Lu



London

Simon Thomas, head concierge at Brown's Hotel

1. Liberty of London

This is my favourite department store in the capital. It's a beautiful and serene environment in which to shop

for designer brands, unique gifts, and iconic Liberty print goods, such as scarves and ties. *Regent Street*

2. Dover Street

Mayfair's Dover Street has become an incredibly trendy place to shop, from Dover Street Market to Wolf and Badger and McQ. Victoria Beckham is opening her first standalone store on Dover Street in the autumn.

3. Mr Hare

The streets surrounding Brown's Hotel have some great men's stores, such as Acne Studios and Christian Louboutin's men-only shoe emporium. For cutting-edge shoe design, head to Mr Hare. *8 Stafford Street*

4. Fortnum & Mason

This 307-year-old department store is the only option for high quality food

products, such as tea and preserves, from the famous food hall. It's also the perfect place to buy gifts. *181 Piccadilly*

5. Vanessa Bruno

Arranged over two floors in a red brick building near Bond Street, this was the Parisian designer's first London outpost. It features Bruno's cool yet elegant designs. *1 Grafton Street*



Dubai

Ankur Bagga, chief concierge at DAMAC Maison – Dubai Mall Street

1. Robert Wan

For bespoke jewellery, I recommend Robert Wan, known as the Emperor of the Black Pearl. *2nd Floor Almas Tower, Jumeirah Lakes Towers*

2. Gold Souk

If a guest is interested in buying a substantial amount of gold, I send them here with a personal shopper. It's all about haggling. *Sikkat al-Khail Street, Deira*

3. Collars & Cuffs

This is one of my favourite places for bespoke suits. The store has a suit concierge who provides a very detailed consultation. *Sunset Mall, Jumeirah*

4. Das Collection

Head here for custom-made and ready-to-wear abayas, including ones embellished with Swarovski crystal. *Saks Fifth Avenue, BurJuman*

5. Garderobe

This vintage store has lots of designer handbags, so it's perfect if a guest is looking for something really exclusive. *Jumeirah Road, Umm Suqeim*



YOUR NEW ADDRESS TO INNER PEACE

Immerse yourself in a sanctuary of well-being where elements of the sea and desert create the perfect environment for a truly unique spa experience.

Using a fusion of Arabic principles, Asian traditions, progressive European concepts and bathing rituals, Chrysalis Spa provides a natural respite from the day's cares.

Leave with your mind refreshed, your face glowing and body renewed.

Opening Hours: 10am - 10pm

There's no place like Maison.

For bookings, call DAMAC MAISON at +971 4 444 9111
damacmaison.com

Chrysalis
Spa

2 FOR 1 OFFER

Book any treatment and receive your second treatment at the same or lower price for free!

Terms & conditions apply

Terms and Conditions: This Gift Voucher is not for sale and cannot be exchanged for cash. Please present the Discount Voucher to the service team.

Chrysalis
Spa

2 FOR 1 OFFER

Book any treatment and receive your second treatment at the same or lower price for free!

Terms & conditions apply

Terms and Conditions: This Gift Voucher is not for sale and cannot be exchanged for cash. Please present the Discount Voucher to the service team.

Chrysalis
Spa

2 FOR 1 OFFER

Book any treatment and receive your second treatment at the same or lower price for free!

Terms & conditions apply

Terms and Conditions: This Gift Voucher is not for sale and cannot be exchanged for cash. Please present the Discount Voucher to the service team.

Chrysalis
Spa

DAMAC MAISON
DUBAI MALL STREET

**MAISON
CAFÉ**

2 FOR 1 OFFER

Order any main dish on the menu and get your second dish at the same or lower price for free!

Terms & conditions apply

Terms and Conditions: This Gift Voucher is not for sale and cannot be exchanged for cash. Please present the Discount Voucher to the service team.

**MAISON
CAFÉ**

2 FOR 1 OFFER

Order any main dish on the menu and get your second dish at the same or lower price for free!

Terms & conditions apply

Terms and Conditions: This Gift Voucher is not for sale and cannot be exchanged for cash. Please present the Discount Voucher to the service team.

**MAISON
CAFÉ**

2 FOR 1 OFFER

Order any main dish on the menu and get your second dish at the same or lower price for free!

Terms & conditions apply

Terms and Conditions: This Gift Voucher is not for sale and cannot be exchanged for cash. Please present the Discount Voucher to the service team.



TREAT
YOUR
SENSES

DAMAC Maison - Dubai Mall Street is home to a truly one-of-a-kind gourmet food experience, Maison Café.

The bright open spaces and cutting-edge design provide a wonderfully crafted choice for breakfast, lunch and dinner. Featuring a la carte and set menus offering the finest delicacies and the largest selection of the Middle-Eastern cuisine with a modern twist, Maison Café provides a unique urban chic dining experience in a unique ambiance with scenic views of the Burj Area in the heart of Dubai.

Opening hours: 6am - 11pm

There's no place like Maison.

**MAISON
CAFÉ**

DAMAC MAISON
DUBAI MALL STREET

For bookings, call DAMAC MAISON at +971 4 444 9111
damacmaison.com

Paris

*Laurent Coppis, head
concierge at Le Royal
Monceau Raffles*

1. Bonpoint

This is the only couture house for children and embodies Parisian chic. It has an organic café and a very fun 'tree house'. *6 rue de Tournon*

2. Louis Vuitton Cabinet d'Écriture

Dedicated to all things writing, you can buy beautiful leather notebooks, pens, and personalised stationery. *6 Place Saint-Germain-des-Prés*

3. Hermès

A great place to shop for the fragrance collection, this store also has a great book section and a little café for pastries and tea. *17 rue de Sèvres*

4. La Tête dans les Olives

This Italian gourmet store sells the best extra virgin olive oil in Paris, all produced in Sicily. *2 rue Sainte-Marthe*

5. L'Éclaireur

Haute couture-meets-design-meets-art installations at the city's first concept store, which opened years before Colette. Not just a shop, but an experience. *12 rue Malher*





poltronafrau.com



GranTorino,
designed by Jean-Marie Massaud

Intelligence in our hands.

True beauty is more than skin deep. This is what we think at Poltrona Frau, which is why we have always placed our trust in the skillful hands of our craftsmen, who lead every single step of the manufacturing process and choose the very finest raw materials. This is our way of offering you the best Italian quality.



PF Emirates Interiors LLC
Downtown Dubai T +971 4 339 7111
Corniche Abu Dhabi T +971 2 635 9393
www.pfemirates.ae

A Mubadala Development Company – Poltrona Frau Group Joint Venture

HOME

Discover DAMAC Properties' newest five-star project in Riyadh, and take a peek at the artwork from the region's leading artists. Plus, Ivanka Trump reveals her design secrets for Trump Estates at AKOYA by DAMAC.



/65



/68



/56

INTERIOR MOTIVE

With an eye for design and sense for style, it was little surprise that Ivanka Trump was placed in charge of the interiors at the new Trump Estates at the AKOYA by DAMAC project. Here, the daughter of US billionaire Donald J. Trump, and executive vice president at The Trump Organization, reveals the design secrets behind the luxury villas





“W

e were incredibly excited about doing this project and almost from inception, from our first discussion, we knew that this was the right entry point for us into Dubai, but also into the Middle East in general. It was so important for our brand, which only represents the highest level of luxury, to have our first project be incredibly significant and really set the tone for what our brand stands for. And this project does exactly that.

The housing component really raises the bar for luxury not just in Dubai but truly anywhere in the world. Meticulously we worked on the layouts to ensure incredibly generous living spaces and oversized master bedrooms (all of the bathrooms have five fixtures, the most luxurious materials and appliances). The views are phenomenal. I mean we really wanted to embrace the environment around us so naturally air, light and views were key. We have floor-to-ceiling glass in every villa, of which there are six variations which are each different but share the same architectural DNA.





Each of these six villas will look out over the Trump International Golf Course, Dubai – over the second, third, fourth and eighth holes. They'll have sweeping views, totally unobstructed. Even on the spacious balconies, the glass railings are just that so nothing comes in the way of the views.

In addition to the highest standard of building, we wanted to make sure that the amenities and the service follows. So for us it's not just about the physical asset, which is obviously incredibly important, but about the lifestyle component. So we worked tirelessly to create a programme, to create amenities – whether it be the clubhouse, which is 10,000 square feet and an architectural design which many critics are saying is truly a masterpiece, but also the restaurants, as well as concierge services that will book anything from the hottest show to the hottest restaurant reservation. So this truly is about a lifestyle, it's about a community. It's incredibly important to us not only the conception of what we've come up with but also the execution, which often doesn't take the same sort of precedence. For us, this project is about meticulous conceptualization but also ultimately great execution, and hopefully it will set the tone and set the stage for many more projects in years to come.

Silent ELEGANCE

When DAMAC Properties announced its partnership with FENDI Casa last year it was a welcome collision between the worlds of fashion and real estate. Together, the two luxury leaders are set to raise the bar on five-star dwellings in Riyadh when DAMAC Esclusiva opens its doors next year..

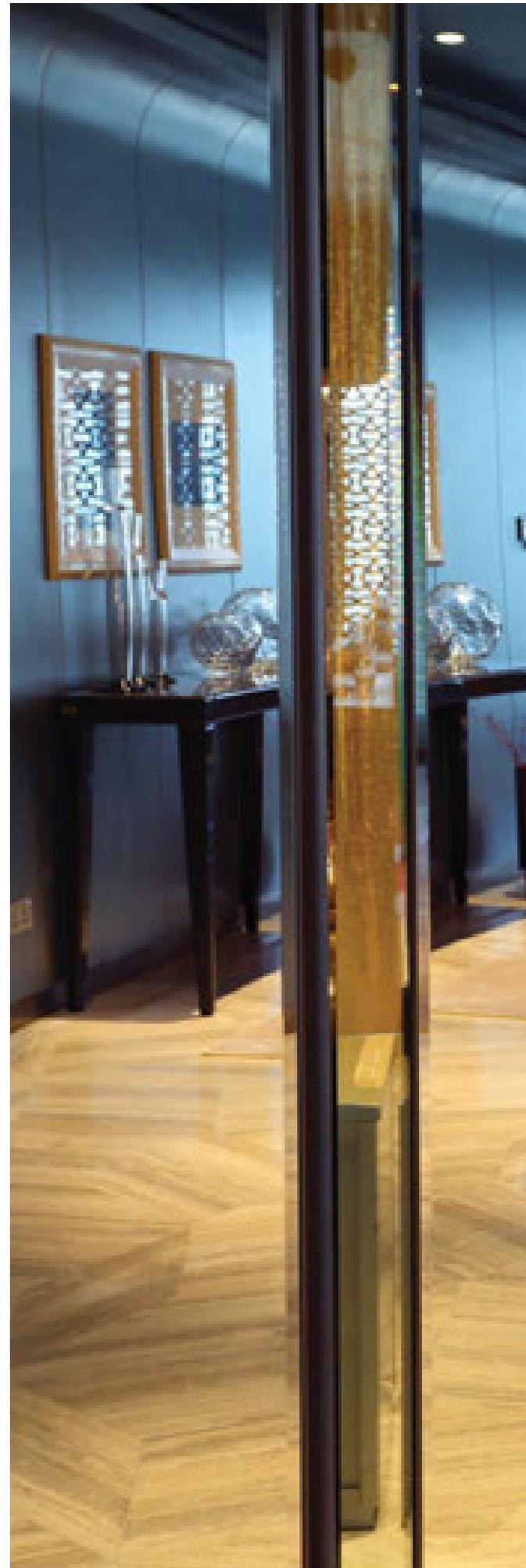
T

he property sector in Saudi Arabia is booming and one firm spearheading this upward trend is the Middle East's leading luxury developer, DAMAC Properties.

When the Dubai-based company unveiled its master plan to build a 150-metre tower overlooking Riyadh last year, Middle Eastern investors' interest in the Kingdom was roused. And the recent unveiling of the property's show home has piqued that interest further.

"DAMAC Esclusiva Luxury Serviced Apartments in Riyadh are being made available by invitation and pre-approval to a limited number of VIP's only, reflecting the quality and refinement on offer," says Ziad El Chaar, Managing Director at DAMAC

> This page: DAMAC Esclusiva entrance hallway. Next page, clockwise from top: Dining room; Bathroom; Arabesque detailing.





“DAMAC Esclusiva Luxury Serviced Apartments in Riyadh are being made available by invitation and pre-approval to a limited number of VIP’s only, reflecting the quality and refinement on offer. We believe these will be the most desirable serviced apartments available anywhere in the Middle East.”

- Ziad El Chaar, Managing Director at DAMAC Properties.



Properties. “We believe these will be the most desirable serviced apartments available anywhere in the Middle East.”

Designed in collaboration with FENDI Casa, a strategic tie-up announced by DAMAC Properties in February 2013, Ziad El Chaar adds: “This show flat was designed to reflect the luxurious feel of FENDI and to present to the visitors the type of opulence on offer in this tower. Guests will be able to see the marvellous designs of FENDI Casa that was created exclusively for this tower.”

This collaboration, however, is not a case of simply kitting out this new abode with FENDI Casa soft furnishings: the entire interior of the tower is conceived by the Italian fashion house – from floors to walls and even ceilings. And a quick look around the luxury show apartment will tell you that FENDI Casa’s approach is not only about inserting individual pieces into an interior, but about creating an ambience.

“FENDI is a luxury house, which is based on the fearless exploration and experimentation with luxury handicraft, and a strong appreciation of sophisticated materials,” says Pietro Beccari, FENDI Chairman and CEO. “Both the Riyadh and Dubai projects are perfect examples of our poly-sensorial,




*Innovative shapes,
 precious materials and
 functional objects make
 up the décor'*


three-dimensional approach to making beautiful things."

From the moment you step inside DAMAC Esclusiva you get a great sense of the atmosphere and mood FENDI Casa has tried to captivate through its design. "The vision when we started FENDI Casa was to take the elegance of the brand all around the world," says design maestro Alberto Vignatelli. "But the difference between our vision and the vision of our competitors is that we try to save, in each country, their costume and heritage. We try to marry together the two cultures. In these DAMAC projects, for example, the interiors are laden with the Arab world."

Innovative shapes, precious materials and functional objects make up the décor in the dining area. Similar to sculptures in their design, the contemporary chairs and standout light fixtures strike the perfect balance between aesthetics and ergonomics. With a strong sense of proportions, the FENDI Casa living area is as inviting as it is comforting. Neither cluttered nor crowded, FENDI's use of prized materials dominate here. Everything from the sofas through to the coffee table and cushions is cloaked or created using the finest materials on the market.

The heart of the home is in the kitchen, and what a heart FENDI has created here. At its centre is the contemporary kitchen island, the perfect focal point and workspace for family meals or social gatherings.

Some say a property's bathroom design is where you can really judge the depth of the design as a scheme. And the restroom at DAMAC Esclusiva is spectacular. A deep-sunken tub occupies the window area, offering panoramic views across the city, while the double sink and marble floor enhance the room's extravagance further.

Alongside operating the serviced apartments within the project, the developer will offer owners a VIP luxury 24/7 service, a hallmark of DAMAC Properties and its portfolio of existing developments. Investors will also be able to benefit from an attractive return on their apartment in the months they do not reside through a rental pool programme, a scheme adopted at the newly-opened DAMAC Maison – Dubai Mall Street in Dubai. And with all properties in the portfolio offering indulgences such as access to an on-site spa, swimming pool, gymnasium, restaurant and café, this is luxury living at its finest.

Visit damacproperties.com for more information.



FENDI

Presenting
DAMAC RESIDENZE
Dubai Marina

A milestone of Italian savoir faire, with a distinct Roman flair, the house of Fendi expresses luxury at its most creative, tactile and experimental, which, un-paradoxically, means also at its most classic. Located on the last plot of land on Dubai Marina, this is where shopping, dining and the legendary waterfront lifestyle come together. This is where luxury finds its true zenith.

**DAMAC
RESIDENZE**

Interior Design by **FENDI**
CASA

LIVE IT UP **43RD**
LEVEL
ONWARDS

BREATHTAKING MARINA OR
SEA VIEWS FROM EVERY APARTMENT.
FOR THOSE WITH A POINT OF VIEW.



Artistic DIRECTION

Over the past few years Dubai has been busy cultivating a position of artistic authority in the region. DAMAC homes in on a handful of the emirate's leading galleries, and picks its top pieces for the home



1. AYYAM GALLERY

Since opening its first gallery in Damascus in 2006, Ayyam has been applauded for catapulting regional artists onto the world stage. From Beirut to Bahrain, Saudi Arabia to Syria, the spectrum of artists exhibited at Ayyam Gallery takes collectors on an artistic tour of the Middle East. With spaces in Beirut, Dubai, Jeddah and London, alongside Syria, it is recognised as a leading cultural voice in the region today. Artists to look out for include Athier Mousawi, a British Iraqi visual artist whose pieces continue to draw attention from art critics, and Palestinian painter Samia Halaby, recognised as a pioneer of contemporary abstraction in the Arab world. The bold use of colour in both artists' work will make a statement around any home.

2. TASHKEEL

Founded in 2008 by Lateefa bint Maktoum, a member of Dubai's ruling family and notable artist, Tashkeel was set up primarily to cultivate and promote visual artists in the UAE. Fast forward six years and the contemporary art organisation hosts some of the most talked about exhibitions in the region. Offering facilities to rival most contemporary art associations in Europe (on site you'll find digital labs, printmaking facilities, a photography studio and darkroom), Tashkeel provides studio space, artists' residencies (local and international) and a programme of exhibitions throughout the year. Artists to look out for include Emirati-born artist Maitha Demithan, who combines several mediums in her work, including photography, scanography, painting, drawing and photo transfers. The depth of Demithan's artwork will encourage visitors to stop and stare.



3. THE MAJLIS GALLERY

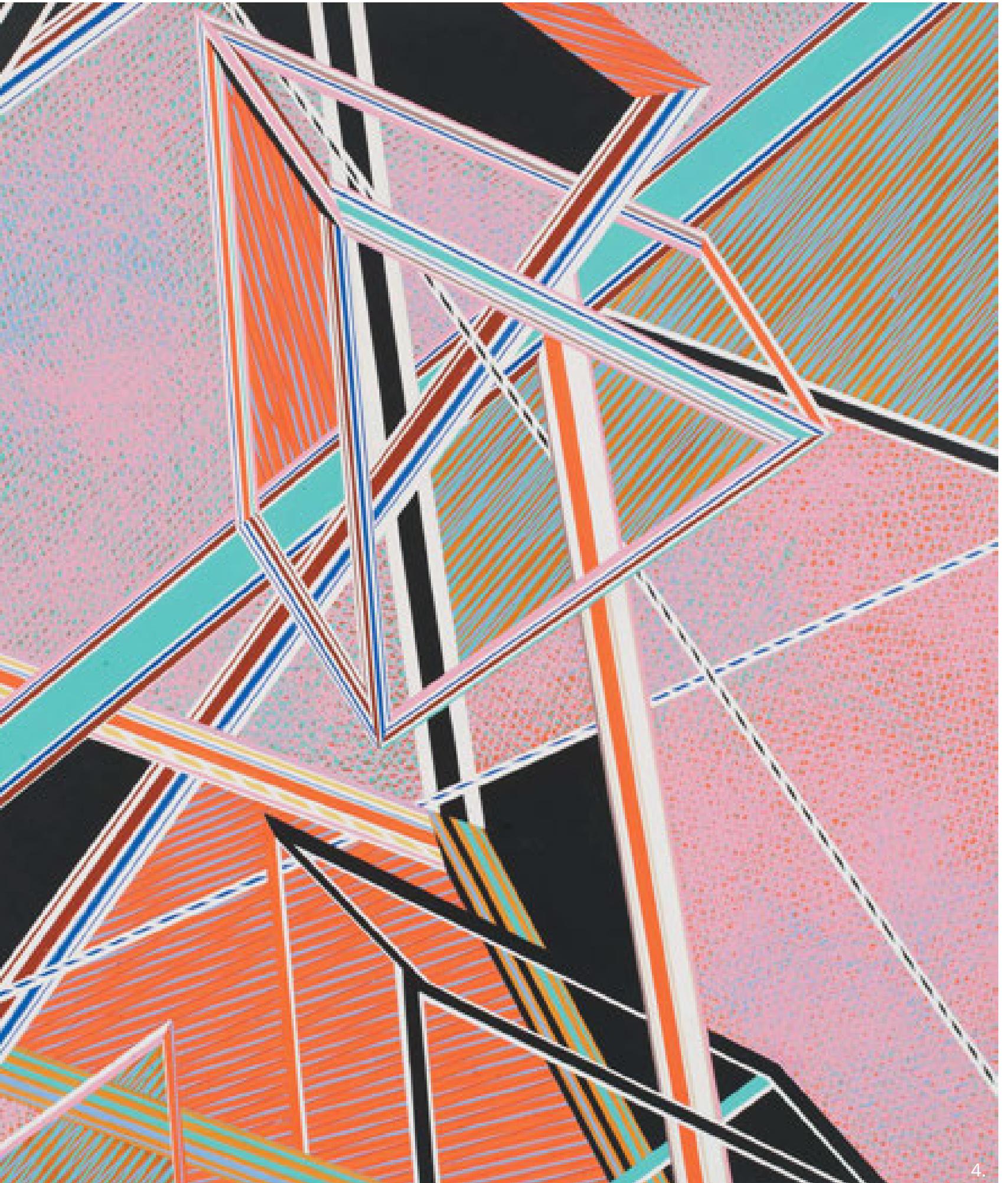
Nestled in Dubai's Al Fahidi Historical Neighbourhood is The Majlis Gallery, one of the emirate's oldest galleries. As the name suggests, this premier fine art space – which has occupied an old Arabic villa in Bur Dubai since 1989 – is a meeting place for artists and art lovers alike. Artistic disciplines range from contemporary and modern to calligraphy and ceramics, with regional heavyweights Abdul Qader Al Rais and Abdallah Akar (pictured) showcasing here. So diverse is the programme at The Majlis, that creative authorities in the region continue to praise it for its promotion of local and regional art. As one of the most significant forms of visual art in the Middle East, hang a piece of calligraphy on any wall in your home for an authentic interiors look.



4. LAWRIE SHABIBI

A relatively new gallery to join Dubai's artistic pool is Lawrie Shabibi, a contemporary art gallery which opened in 2011 in Al Quoz. From its 3,000-square-foot warehouse in Alserkal Avenue, the gallery is dedicated to promoting the works of innovative contemporary artists from the Middle East, North Africa and South Asia. Artists to look out for include Nabil Nahas, a Lebanese contemporary artist whose work has come under the hammer at Christie's in previous years. Drawing inspiration from nature, and occasionally Islamic art, his abstract geometric paintings complement minimalist interior design.





THE DESIGNERS' HANDBOOK

From public spaces to private homes, some of the world's finest interior designers are celebrated in a new tome by one British design house

T

he art of interior design is a fascinating mix of the tried-and-true and the futuristic and bold. Few disciplines are as compelling or as widely practised, with almost everybody participating at least to a certain degree. The highest points of the art are collected in Andrew Martin's new Interior Design Review. The hardbound book contains over 1,000 images that display the work of nearly a hundred design experts from the very top of their field, showcasing a range of extraordinary interiors from public and private spaces. Every type of design is represented to suit any style or mood – classical and formal, or modern and innovative. It's a certainty that whether you design a room yourself or employ a professional, this book will play a part in the finished product. *Andrew Martin, Interior Design Review, Vol. 17, published by teNeues, is available now at www.teneues.com.*



Photo © Jo Ann Gamelo-Bernabe

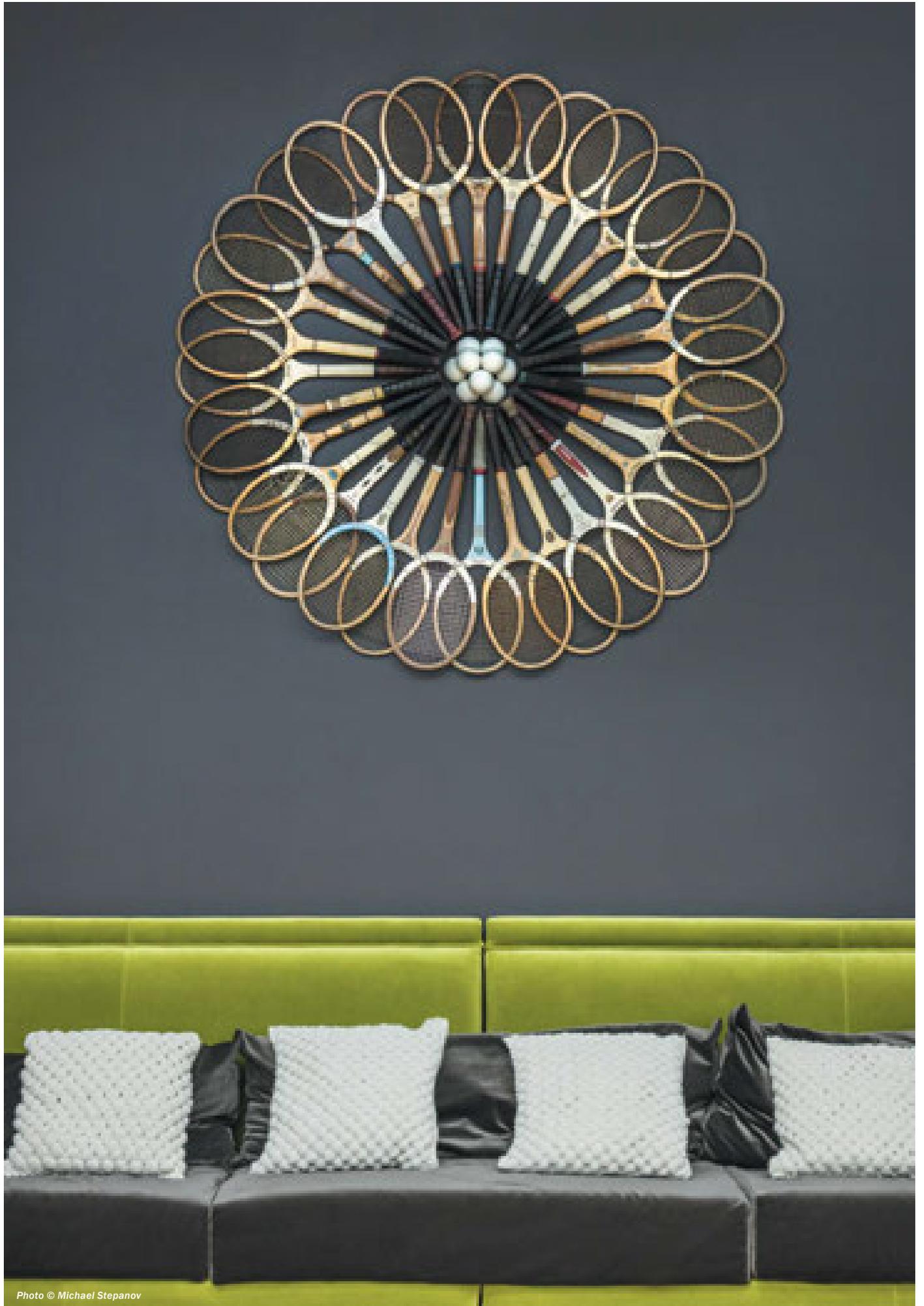


Photo © Michael Stepanov



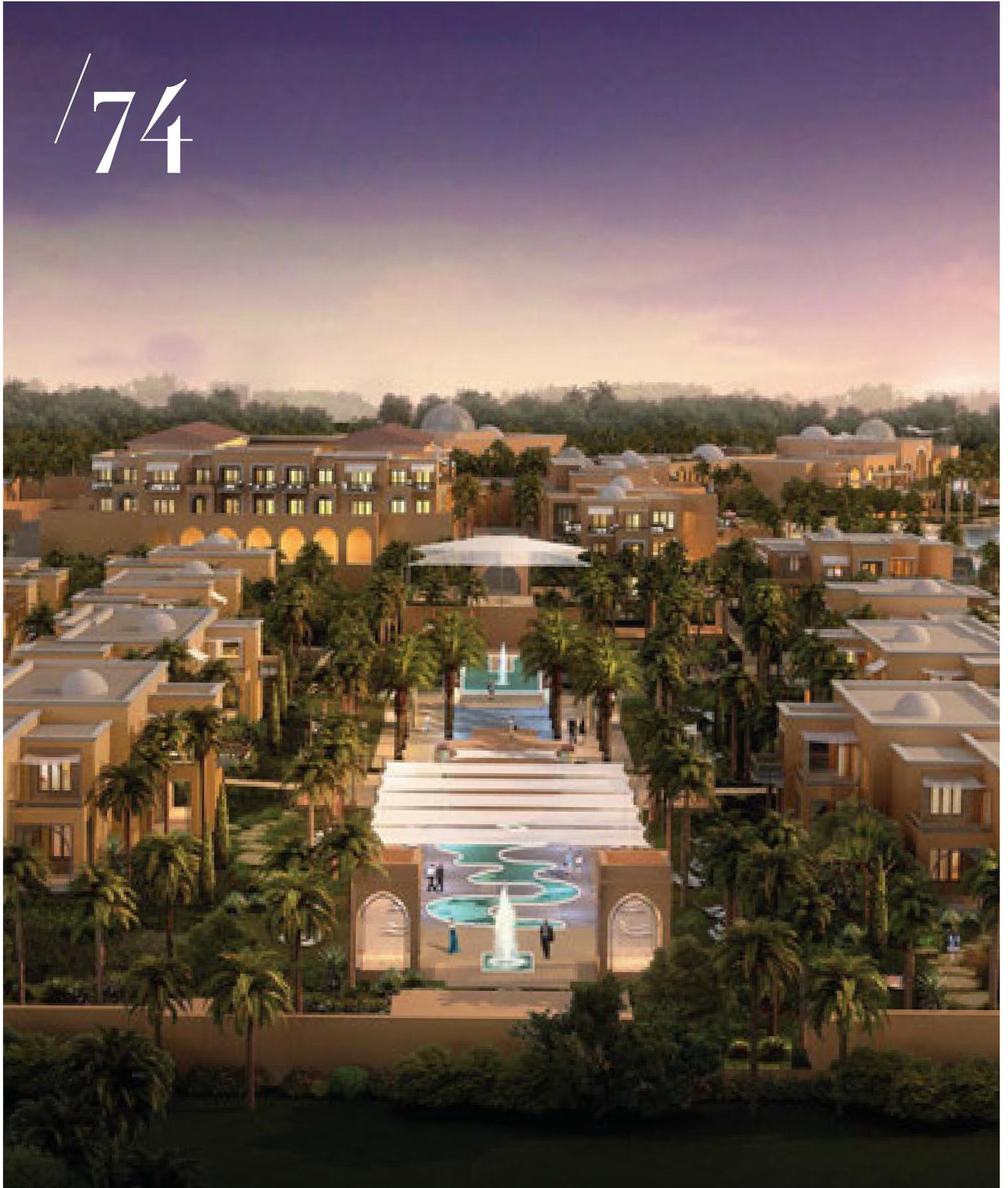
ETIHAD TOWERS – ABUDHABI, DUBAI MALL – DUBAI, MALL OF EMIRATES – DUBAI, CITY CENTER – MANAMA, KINGDOM CENTER – RIYADH, RASHID MALL – AL KHOBAR, RED SEA MALL – JEDDAH,
THE PEARL QATAR – DOHA, 360 MALL – KUWAIT CITY, AL HAMRA MALL – KUWAIT CITY, 52 BANKS STREET – BEIRUT DOWN TOWN, ZARA CENTER – AMMAN, FERRAGAMO.COM

Salvatore Ferragamo

PROPERTY

Revel in our insider's guide to the Trump International Golf Course, Dubai. Also, plans for AKOYA Oxygen, the first green luxury residential address in Dubai, are announced, and high-end shopping destination The Drive at AKOYA by DAMAC promises to add a luxurious layer to retail in the UAE.

/74



DAMAC Properties delivers a life of luxury

F

or over a decade, the real estate portfolio of DAMAC Properties has been at the forefront of the Middle East's luxury real estate market. With an enduring passion for design and quality, the company has built a reputation for creating some of the most iconic and desirable properties in the UAE, Qatar, Saudi Arabia, Iraq, Jordan and Lebanon.

Established in 2002, DAMAC has delivered almost 11,000 units to date and currently has a development portfolio of over 26,000 units at various stages of progress and planning as of June 2014, which includes over 10,000 hotel rooms and serviced hotel apartments.

Following the success of the AKOYA brand, DAMAC introduced a second master plan development in Dubai in August 2014. AKOYA Oxygen is a 55 million-square-foot development in Dubailand and will include the most lush, green living area in the region. The project also includes a five-star hotel, a luxury desert-style wellness centre, globally-recognised retail brands, leisure and entertainment offerings, and organic market places all set within

beautiful manicured and peaceful landscaping. Always at the forefront of visionary concepts, DAMAC has relationships with Paramount Hotels and Resorts, (the official licensee of Paramount Pictures), Italian fashion houses Versace Home and FENDI Casa for branded residential apartments and villas, and The Trump Organization for the development and operations of the Trump International Golf Course, Dubai and The Trump Estates within the AKOYA by DAMAC development.

Mid-2013, DAMAC Properties introduced the 'AKOYA by DAMAC' master plan development in Dubai. This includes mansions, villas, luxurious apartments and a retail centre all surrounding The Trump International Golf Course, Dubai. Within the AKOYA by DAMAC plan, products include The Trump Estates, a limited collection of 100 luxurious mansions. Also set within the heart of the community is a global first, with the launch of FENDI fashion-styled villas. AKOYA by DAMAC is also the home of Golf Veduta – serviced hotel apartments and DAMAC serviced Villas by Paramount Hotels and Resorts.

As a global leader in branded real estate, the

company is also developing a US\$1 billion hotel and luxury serviced residences in the Burj area of Dubai, called DAMAC Towers by Paramount, which will comprise the first Paramount hotel and serviced residences in the region.

Within the hospitality sector, DAMAC's in-house hospitality team is responsible for managing the company's growing portfolio of over 10,000 units of leisure assets in its serviced hotel apartment developments. The division provides complete hospitality management through its own hospitality operating brands 'DAMAC Maison Hotels and Hotel Apartments and NAIA by DAMAC.

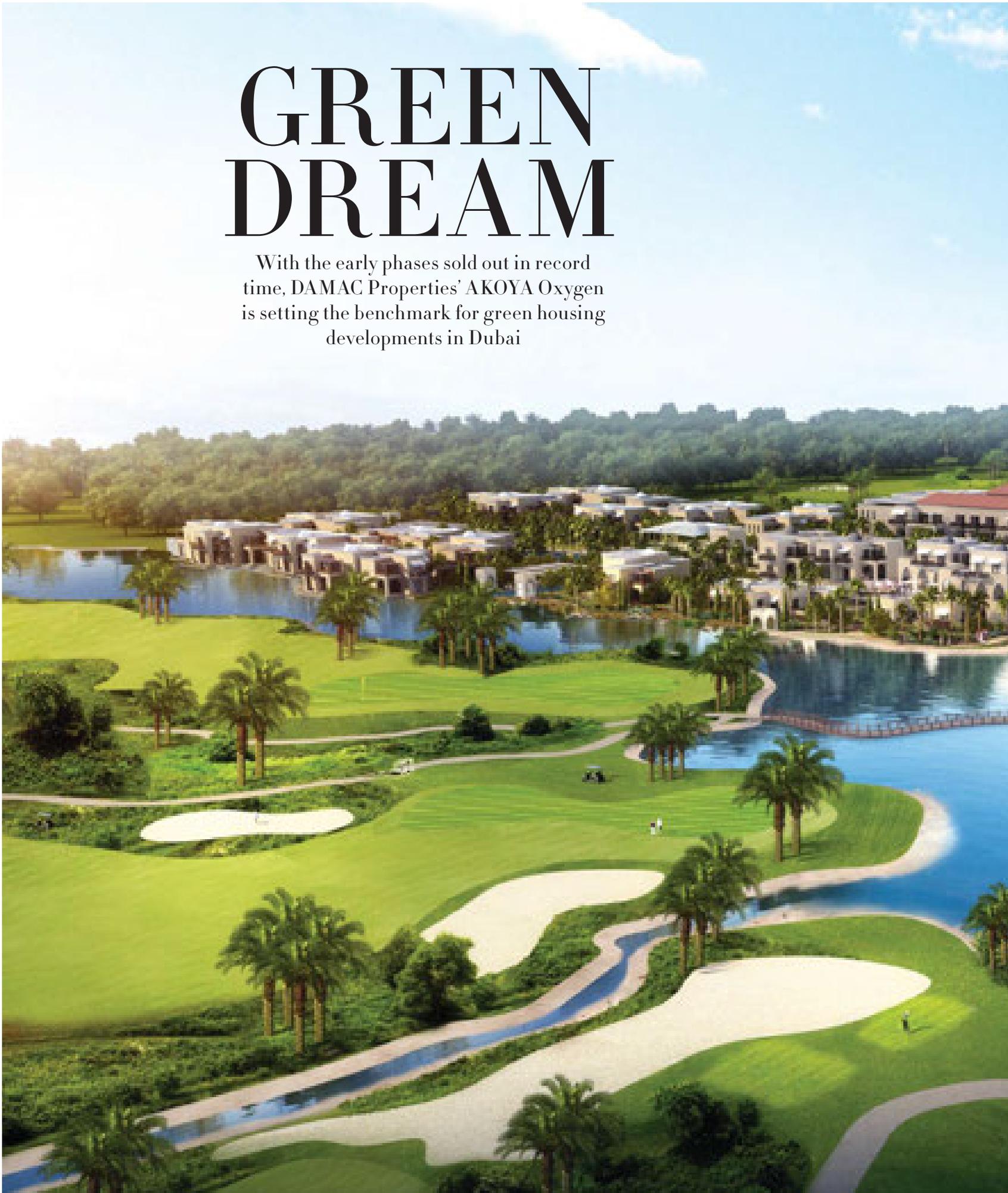
As DAMAC continues to innovate and bring new concepts to the market, the company is determined to build on its powerful performance to date. With vision and momentum, DAMAC is building the next generation of Middle East luxury living.

DAMAC Properties listed on the London Stock Exchange (LSE) on December 3 last year in the form of a global depository receipts, making it the first UAE real estate developer to list on the LSE. *Further information is available at damacproperties.com*



GREEN DREAM

With the early phases sold out in record time, DAMAC Properties' AKOYA Oxygen is setting the benchmark for green housing developments in Dubai





As the world becomes more crowded and natural resources more limited, governments, developers and communities are increasingly embracing the challenge of creating green environments that take you away from the city. And Dubai, often associated with a fast-paced lifestyle, is not immune to this growing trend, as the success of DAMAC Properties' new luxury residential development proves.

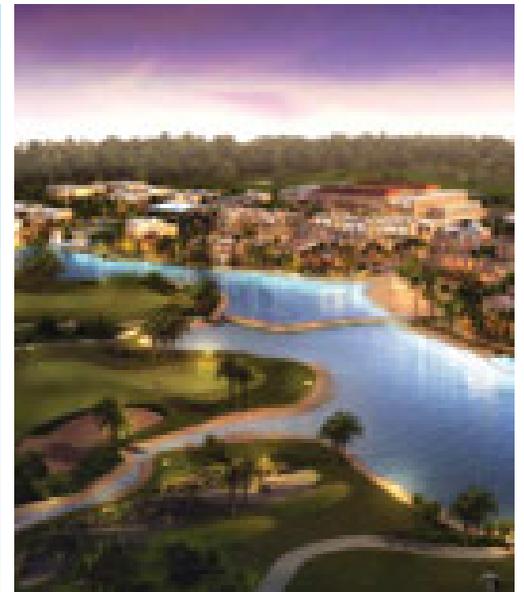
Launched in August, the first release of luxury houses at AKOYA Oxygen, the company's 55 million-square-foot development in Dubailand, sold out in record time. "What we saw was the appreciation of clients and investors who proved to be very aware that 'green is the new black'," says Ziad El Chaar, Managing Director of DAMAC Properties. "The unprecedented success was due to developing a green concept that will be integral to this new community. On a project of this scale and size, the open spaces, amenities, gardens and water features will take up approximately 50 per cent of the land and this will create a very attractive place to live."

Located off the Umm Suqeim Road extension and around 15 minutes from AKOYA by DAMAC, AKOYA Oxygen will have an upmarket resort feel. The development will include contemporary residential properties of various sizes surrounding an 18-hole championship golf course, along with a five-star hotel, organic produce market, luxury wellness centre, outdoor yoga enclave and retail outlets featuring top brands.

But it's AKOYA Oxygen's green credentials that really sets the development apart from its competitors, says El Chaar. "It is being designed to be a masterpiece that isn't just architecturally accomplished, but also lives in harmony with the environment," he explains. "We will be relocating over 4,000 trees into the development to ensure cleaner air and naturally cooler temperature. This will be in addition to many water features throughout the community".

"When we created AKOYA Oxygen, we had a clear vision that is being translated into every component of the project," he says. "From low emission residences, to our utilising of recycled materials, all this will contribute in transforming AKOYA Oxygen into the first green luxury residential address in Dubai." Homes will be built according to Dubai's Green Building Regulations and Specifications with energy efficient materials and low-emission paints and will incorporate energy efficient lighting and air conditioning, solar heated water systems and landscape irrigation. The road network within the development, meanwhile, is designed in a way to minimise pollution, while there will be dedicated





It's AKOYA Oxygen's green credentials that really sets the development apart'

spaces for bicycles and hybrid and electric cars.

The luxury development comes hot on the heels of nearby AKOYA by DAMAC, the company's first lifestyle development known as "the Beverly Hills of Dubai". Spread across 42 million square feet, AKOYA by DAMAC includes mansions, villas, luxury apartments and a retail centre set around the Trump International Golf Club. It also features AKOYA Drive, a 1.3-kilometre shopping strip that will include high-end restaurants, an outdoor ice-skating rink, an interactive kids' play area and an outdoor cinema.

"The response to the launch of AKOYA Oxygen has been beyond expectations," says El Chaar. Following customer demand, DAMAC Properties brought forward the second release of units. "Our price point offered during the first [release] was attractive for the different types of clients seeking various properties in terms of size, location and amenities. A five-bedroom house was available for AED 2.5million and these units were the first to sell out," he says. "We are extremely confident that AKOYA Oxygen will be the next success story after the success of AKOYA by DAMAC."



Shop n' Roll at AKOYA by DAMAC

Fashion followers rejoice as DAMAC Properties unveils its latest plans for a luxury shopping district in the heart of Dubai



A new shopping experience set to open at AKOYA by DAMAC promises to add another luxurious layer to retail therapy in the Middle East.

At 1.3 kilometres long, the aptly named The Drive at AKOYA by DAMAC will offer one of the longest shopping strip experiences in Dubai. Reflective of Rodeo Drive in Beverly Hills or the Boulevard de la Croisette in Cannes, shoppers can expect a mix of fashion, entertainment and dining options dotted along the sizeable strip, which will combine exclusive designer labels with a relaxed, pedestrian-friendly atmosphere.

Longer than 13 football pitches end-to-end, The Drive at AKOYA by DAMAC will house an outdoor ice skating rink, cinema screen and interactive kids' play area. And for Niall McLoughlin, Senior Vice President at DAMAC Properties, The Drive at AKOYA by DAMAC is "what everyone in Dubai has been waiting for". He adds: "We expect The Drive at AKOYA by DAMAC to be the new place to meet friends, entertain and get

*‘There is a huge attraction
for open, outdoor areas
in Dubai’*

away from it all. This new haute spot with shopping, dining and entertainment will provide a real central point for those living in Arabian Ranches, through Motor City, Jumeirah Village and the surrounding areas.”

Additionally, The Drive at AKOYA by DAMAC will be home to the first hotel from NAIA by DAMAC. Combining distinguished architecture and stunning views across the Trump International Golf Club, Dubai, the 28-storey NAIA Hotel – AKOYA Drive offers would-be investors the opportunity to own hotel rooms, which provide a 40% share in room revenue to the owner. The units come complete with title deed and 14 free nights stay a year, as well as zero service and utility charges. Based on an investment of AED 700,000, return on investment is projected between 11.2% in the first year of operations, rising to 14.4% by 2020.

“Since announcing the concept we have been inundated with investors wanting to be part of The Drive at AKOYA by DAMAC,” said McLoughlin. As a result, NAIA Hotel Apartments managed by NAIA by DAMAC are also being developed, offering spacious living, with tastefully appointed interiors and fully-fitted kitchens. These hotel apartments offer investors the option of a rental pool for all units to benefit from living in and earning returns when checking out. The project also includes a state-of-the-art gymnasium, swimming pool, and steam and sauna facilities.

AKOYA by DAMAC will include mansions, villas, luxurious apartments and an 18-hole golf course once completed. The project also includes a 14 million-square-foot extension to the original 28 million square feet proposed, with 4.3 million square feet of open parkland, which will be the first of its kind in the region.

“There is a huge attraction for open, outdoor areas in Dubai, with green spaces and a relaxed environment,” added McLoughlin. “AKOYA Drive is going to create a thriving hub where home and entertainment combine with the quality serviced living in the best golf development in the world.”







The Drive at AKOYA by DAMAC stretches across 1.3kms and is...



As big as 13 football pitches



As long as 3715 people standing in a line



As long as 290 Porsche 911s parked in a row



As big as 21 Olympic ice rinks



DRIVE TIME

Andrew Williamson, Head of Retail MENA at JLL, on why outdoor malls offer a great alternative for shoppers

“The advent of online shopping has provided retailers a global challenge, and it’s one that JLL has thought about carefully. New areas which are specifically designed to attract visitors who want a destination and a meeting place as much as a shopping venue are enjoying great success. In the United States, the number of open-air shopping centres has risen from 80,000 in the year 2000 to over 113,000, according to the International Council of Shopping Centres (ICSC).

The Drive at AKOYA by DAMAC is Dubai’s latest and most exciting such project. Taking inspiration from the very best American open-air shopping plazas (such as Beverly Hills), it will not only contain the highest caliber of retail brands, but will also include an array of entertainment options such as an ice skating rink, putting green, amusement park and outdoor cinema with restaurants and cafés scattered throughout. An urban space like The Drive at AKOYA by DAMAC will be a complementary addition to Dubai’s existing retail landscape.”





THE LURE OF DOWNTOWN

Why the most prestigious – and popular – square kilometre on earth just keeps getting better

S

trolling down Mohammed Bin Rashid Boulevard, Downtown Dubai's palm-lined thoroughfare dotted with cafés and restaurants, it's not hard to see why this 500-acre district is the city's most celebrated. Home to the world's tallest building, a clutch of world-class hotels, hundreds of restaurants and thousands of residential apartments, the US\$20 billion development is an unprecedented financial and social success.

"I've lived in Downtown Dubai for five years now and I wouldn't live anywhere else," says Aisha El Shamy, an Egyptian expat who works in PR. "I love the mix of traditional-style low-rise apartment buildings and modern high-rises."

Arjun Chowdhury, an Indian expat who works in banking, agrees. "Everything is on your doorstep, with plenty of great restaurants and cafes within walking distance. I love running in Burj Park and the surrounding areas with its wide pavements. And then there's the mall, of course," he says.

Undoubtedly, Downtown Dubai's biggest draw for

visitors and locals alike is its sprawling shopping and entertainment destination, The Dubai Mall. In 2013, the mall was the world's most-visited destination for the third consecutive year, welcoming over 75 million visitors according to its developer – that's more than the Eiffel Tower, Disney World Florida and Niagara Falls combined. By 2020, visitor numbers are forecast to hit 100 million. "I'd heard so much about the shopping, but it's even better than I imagined," says first-time visitor Anna Spencer from London. "You could easily spend a week at the mall, with all the shops, plus the kids love the Dubai Aquarium."

With an annual turnover in excess of US\$4.9 billion, the mall has contributed significantly to Downtown Dubai's ongoing success and that of Dubai itself, generating more than 25,000 jobs and consistently driving the growth of the city's retail, leisure, and hospitality sectors – the core contributors to Dubai's GDP.

Celebrating its fifth anniversary in November this year, the mall is set to expand even further, with





> DAMAC Maison - Dubai Mall Street

> This page: *The Vogue*. Opposite page, top to bottom: *Privé* by DAMAC; DAMAC Towers by Paramount.





DAMAC Properties always chooses premium sites for our developments and the Downtown area is one of the most sought after locations in the world'

a new 1 million-square-foot wing next to the Burj Khalifa, and a second 1 million-square-foot wing being built at the other end. Due to open in two years' time, the developer will add to the mall's existing 1,200 stores, 200 restaurants and cafés, and family-friendly attractions including Dubai Aquarium and Dubai Ice Rink.

To accommodate the ever-growing influx of business and leisure travellers, Downtown has also welcomed a number of new hotels, including DAMAC Maison - Dubai Mall Street, a 50-storey, 355-unit tower that overlooks the famous Burj Khalifa and The Dubai Mall. Location was at the forefront of the developer's mind when it came to its first serviced hotel apartment project. "DAMAC Properties always chooses premium sites for our developments and currently the Downtown area is one of the most sought after locations in the world - in fact there is no better site in that area that hasn't already been developed," says senior vice president Niall McLoughlin.

The company will complete more than 1,000 luxury serviced hotel apartments in Downtown by the end of the year, reaffirming confidence in the area. The Cosmopolitan and Water's Edge are currently being handed over to owners, while Capital Bay and The Vogue (far left) will be completed across the course of the next 10 months. Each of the projects comes with stunning views across Downtown, a Maison Café and pool terrace, while The Cosmopolitan and Capital Bay include a luxury Chrysalis spa, and Water's Edge and The Vogue enjoy enviable views across the main lake.

The company is also developing a further five projects in Downtown: Privé by DAMAC (top left), Allure, the Distinction and Upper Crest in the Burj Area, with the eagerly anticipated DAMAC Towers by Paramount overlooking the area. The stylish twin tower Privé by DAMAC development is on one of the last remaining plots located directly on the

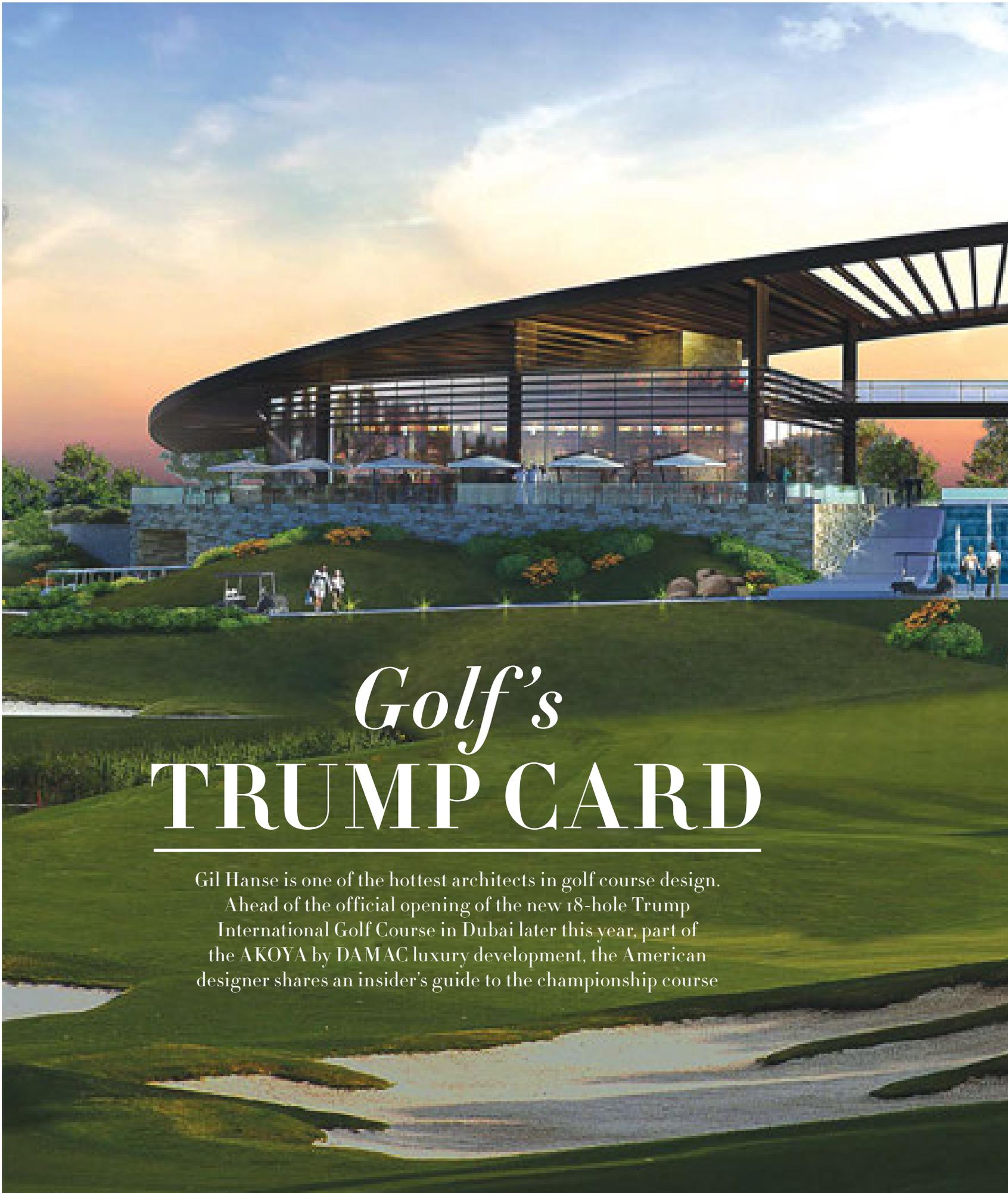
waterfront in the Burj Area, while the four-tower DAMAC Towers by Paramount (bottom left) will be home to the Paramount Hotel in one tower with the remaining three towers housing the DAMAC Maison - Paramount co-branded serviced hotel residences. More than 400 units were snapped up in less than two months, with high demand from international buyers, further highlighting the appeal of the area.

Investors can buy a hotel room and achieve strong rental returns when the room is rented out by DAMAC Properties' management arm, DAMAC Maison. "DAMAC Maison takes all of the stress out of trying to find a tenant, maintain the property and do the paperwork," says McLoughlin. "You own the hotel room, you can stay in it for a fortnight each year and for the rest of the time, we pay you returns based on occupancy - it's a great concept we expect will grow rapidly in Dubai."

In the midst of the booming retail and hospitality scenes, one criticism often levelled at Dubai is that it lacks culture. While the city's thriving art scene is slowly changing people's opinions, Downtown Dubai's newest development will make many re-evaluate its cultural credentials. The Opera District, entered from Mohammed Bin Rashid Boulevard and facing the Burj Khalifa, will feature a 2,000-seat venue for opera, theatre, concerts, art exhibitions and orchestra performances, along with elegantly designed apartments, recreational spaces and parks.

Styled on the traditional wooden dhows that are synonymous with Dubai's seafaring past, the building "will be a spectacular addition to Downtown Dubai", says local resident Olivier Perrier, originally from France. "I've lived in Downtown for four years now and its changed enormously in that time. The opera house will be yet another fantastic facility for locals and visitors to enjoy, allowing Dubai to host international performances and introduce us to local talent." The jewel in Dubai's crown is about to shine even brighter.





Golf's **TRUMP CARD**

Gil Hanse is one of the hottest architects in golf course design.

Ahead of the official opening of the new 18-hole Trump International Golf Course in Dubai later this year, part of the AKOYA by DAMAC luxury development, the American designer shares an insider's guide to the championship course



The COURSE

HOLE 1 (434 YARDS, PAR 4)

A medium length par 4 played from an elevated tee. The shared fairway with hole 9 to the left will provide a nice wide landing area for the first shot of the day. The second shot is played uphill to the green, which is set on the first of the dune ridges created for the course.

HOLE 2 (613 YARDS, PAR 5)

The second is the longest par 5 on the course and is played from an elevated tee down into the valley that embraces the hole. The second shot is played down towards the green site set on a ridge with water to the left of the green. A second shot played down the left that flirts with the water will set up a nice approach to the long, narrow green.

HOLE 3 (209 YARDS, PAR 3)

The first of the par 3 holes plays over 200 yards to a green perched above a lake to the left. The green site is creatively constructed to provide multiple ways to play the shot into this well contoured green.

HOLE 4 (482 YARDS, PAR 4)

This is a long uphill par 4 that's played from tees which blend with the third green complex. The tee shot must carry a corner of the lake that comes into play on holes 2 and 3. Although the water is not really in play for the tee shot, several bunkers down the right side of the hole certainly are, so be careful.

The green blends in nicely with the dunes like contours that appear throughout the hole.

HOLE 5 (238 YARDS, PAR 3)

The longest par 3 on the course is the gateway into the most dramatic landscape we have created to date on holes 5 to 8. The downhill hole plays to a large green that sits above the dramatic landscape that unfolds behind it. The green can be accessed by a kicker slope that will work balls onto the surface much like a Redan hole, or in the more traditional manner of flying it on to the green.

HOLE 6 (427 YARDS, PAR 4)

Another mid-length par 4 that plays along and over a significant dune trough from the tee. Tee shots that favour the right side of the hole will have an advantage by having a shorter shot into the green that sits on the far side of the dune trough.

HOLE 7 (477 YARDS, PAR 4)

This long par 4 plays in the opposite direction of the previous long par 4, the fourth hole, and it plays slightly downhill. Tee shots that can favour the left side of the hole will be rewarded by a better angle into the green that is angled to the back right. The long dune trough that is on the left of 6 is also on the left side of the seventh hole and provides the challenge for the tee shot.

HOLE 8 (335 YARDS, PAR 4)

This short par 4 plays dramatically uphill and has some of the best topography we have created yet. From the low tee, there will be plenty of options for play, ranging from a long carry down the left over a deep bunker to open up the green or an easier angle to play out to the right. However, this easier option off the tee will have a tough angle over a nest of bunkers to the dune ridge green that shares the same dune with the first green.

HOLE 9 (577 YARDS, PAR 5)

The finishing hole on the front 9 is a par 5 that makes its way back to the clubhouse from a tee set at the base of the dune ridge from the eighth hole. From here a tee shot will play to a generous fairway prior to the start of the lake on the right side of the hole. The second shot is played to a fairway that is shared with hole 1 but a shot played close to the lake on the right side will offer a better angle into the boomerang green set at the foot of the spectacular clubhouse.

HOLE 10 (476 YARDS, PAR 4)

The back nine holes start off with a downhill tee shot on this long par 4 that doglegs to the right. From the tee a dramatic dune trough needs to be carried and tee shots hugging the right side will have a better angle of attack into the interestingly shaped green.



> Opening page: *The Clubhouse at Trump International Golf Club, Dubai.* This page: *Artist rendering of AKOYA by DAMAC.*




'Hole 8 is a short par 4 that plays dramatically uphill and has some of the best topography we have created yet'


HOLE 11 (382 YARDS, PAR 4)

Playing along the right side of the driving range, the eleventh is a mid-length par 4 that plays uphill back towards the clubhouse. A long dune trough along the right side will be the key hazard on the hole and the green sits at the top end of the trough. Shots played from the left side of the hole can use a slope to the left of the green to feed balls on to the green.

HOLE 12 (287 YARDS, PAR 4)

The shortest par 4 on the course at just under 300 yards will use a long dune trough/wadi down the right side of the hole as the hazard that will open up a good angle to this tiny green. Much like the tenth at Riviera we will create a small, perched green to provide a challenge to the hole. Unlike the famous tenth hole we will not use any bunkers to guard the green, choosing to use tightly mown slopes and rolls to provide the protection.

HOLE 13 (598 YARDS, PAR 5)

This hole is the only par 5 on the back nine and will play across a gentle part of the property. This smoothly rolling hole will be capped with a green that is ringed with sand, making it very difficult to hit the green with the second shot.

HOLE 14 (481 YARDS, PAR 4)

The fourteenth hole continues our move through this low profile part of the site and will rely on bunkering to create the strategy for the tee shot on this, one of the longest of the par 4 holes on the back nine. The green will be a low profile affair, hugging the ground contours and providing a chance to run a shot on to the green.

HOLE 15 (184 YARDS, PAR 3)

The par 3, fifteenth hole, starts the turn for home and the return to a more dramatic landscape. The mid-length hole plays over a dune trough to a green that sits on a dune ridge. The green will have plenty of undulation and makes for some interesting putts.

HOLE 16 (468 YARDS, PAR 4)

The tee for this long par 4 occupies the same dune ridge with the fifteenth green and provides for an elevated view of this interesting hole. There will be distinctive angles of play to both the left and right depending on the hole location on the large green. This wide variety of options off the tee will make for one of the more interesting and dramatic holes on the course.

HOLE 17 (171 YARDS, PAR 3)

The finishing stretch gets a dramatic breather with this short par 3 played to a dune top green. The surrounds for the hole will be all sand so it is a do-or-die proposition to this small and interesting green.

HOLE 18 (489 YARDS, PAR 4)

As befitting a tournament course, the home hole will be the longest par 4 on the course with water in play along the entire left side of the hole. The lake parallels the tee shot on the left so close attention will need to be paid to this feature when the tee shot is measured up. A better angle of approach will be the reward for the golfer who hits it close to the water off the tee, into this beautiful green setting that works perfectly with the ninth green and the clubhouse setting. A fitting finish for the course and one of the more beautiful locations we have ever worked with for a finishing hole.

AWARDS & ACCOLADES

DAMAC Properties has won more than 40 awards across various industry categories. These awards include:

Gulf Business Industry Awards 2013
Real Estate CEO of the Year

2013 OPP Awards For Excellence
Middle East Developer of the Year 2013

CEO Middle East Awards 2013
Property CEO of the Year

2013 Arabian Property Awards
Best Golf Development for Dubai (AKOYA by DAMAC)
Best Interior Design Apartment for KSA (DAMAC Esclusiva)
Best Residential High Rise Development for Dubai (DAMAC Towers by Paramount)
Best Developer Website (damacproperties.com)
Best Development Marketing for Dubai (DAMAC Towers by Paramount)
Best Golf Development for Arabia (AKOYA by DAMAC)

2012-2013 International Property Awards Arabia
Best Residential High-Rise Development Saudi Arabia (Al Jawharah)
Best Developer Website Dubai (damacproperties.com)
Best Interior Design Apartment Saudi Arabia (DAMAC Residences)
Best International Golf Development (AKOYA by DAMAC)

2012 Big Project Award
Outstanding Development of the year (Al Jawharah)

2012 MEED Quality Awards for Projects
Emirates Steel GCC Building Project Of The Year (Ocean Heights)

2012 OPP Awards For Excellence
Best Developer Middle East

2011 International Property Award
Best International Mixed-use Development (Park Towers)

2011 Big Project BGreen Award
Developer of the Year

2011 Bloomberg Property Award
Best Commercial High-rise (Park Towers)
Best Developer Website (damacproperties.com)
Best High-rise Architecture Arabia (Park Towers)
Best High-rise Architecture (Park Towers)
Best High-rise Architecture (Al Jawharah)
Best Mixed-use Development Arabia (Park Towers)
Best Mixed-use Development (Park Towers)

2010 Bloomberg Property Award
Best Developer Website (damacproperties.com)
Best International High-rise Architecture (DAMAC Tower)
Best High-rise Architecture (DAMAC Tower)
Best Interior Design (DAMAC Tower, Beirut)

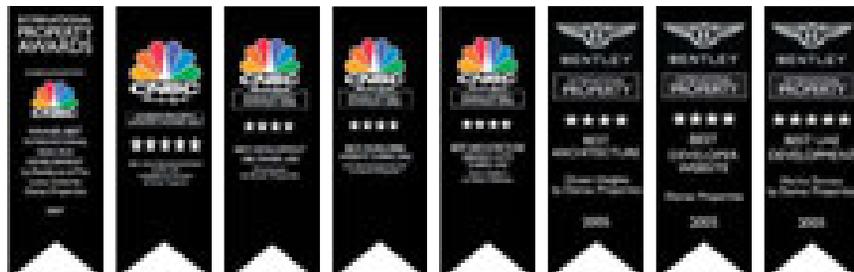
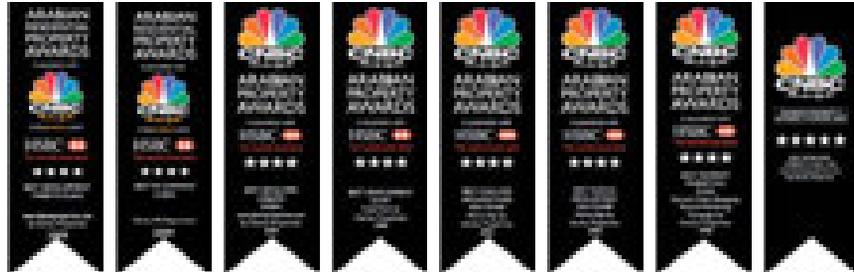
2009 CNBC Property Award
Best Developer Website (damacproperties.com)
Best PR Company

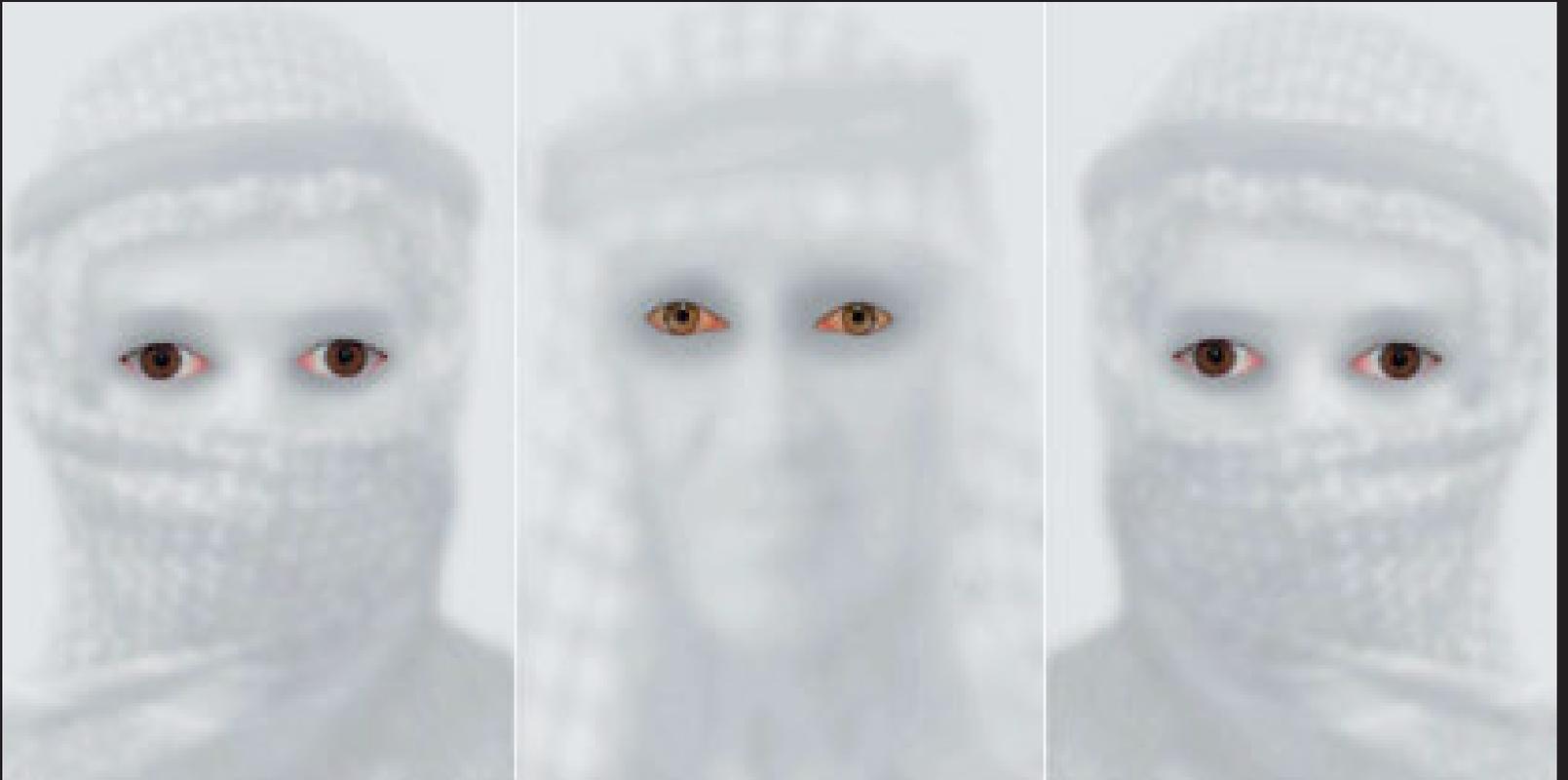
2008 CNBC Property Award
Best Developer Website (damacproperties.com)
Best Development, Egypt
Best High-rise Architecture (Marina Bay)
Best Marina Development, Abu Dhabi (Marina Bay)
Best Property Marketing, Dubai

2007 CNBC Property Award
Best Developer Website (damacproperties.com)
Best High-rise Development (La Residence at The Lotus)
Best International High-rise Development (La Residence at The Lotus)

2006 CNBC Property Award
Best Development Abu Dhabi (Oceanscape)
Best Developer Website (damacproperties.com)
Best Single Unit Architecture (Ocean Heights)

2005 Bentley International Property Award
Best Architecture (Ocean Heights)
Best Developer Website (damacproperties.com)
Best UAE Development (Maria Terrace)





'Witness from Baghdad' by Halim Al-Karim, 2010 Sovereign Asian Art Prize finalist

THE ART OF TAX PLANNING

Sovereign is proud to be sponsoring The Sovereign Art Foundation for the 10th consecutive year - helping it to make the world a better and more artistic place.

Sovereign offers charity to its clients too. We form charities and foundations to help our clients with their charitable aims. And to ensure they have more to give we offer a comprehensive family office service including wealth management, tax planning, asset protection, company and trust formation.

Contact us for an exploratory conversation.

Sovereign Corporate Services JLT

dubai@SovereignGroup.com

Tel: +971 4 448 6010

Fax: +971 4 448 6011

www.SovereignGroup.com

Abu Dhabi, Bahamas, Bahrain, British Virgin Islands, China, Curaçao, Cyprus, Denmark, Dubai, Gibraltar, Guernsey, Hong Kong, Isle of Man, Malta, Mauritius, Portugal, Seychelles, Singapore, South Africa, Switzerland, The Netherlands, Turks & Caicos Islands, United Kingdom.

SOVEREIGN

SovereignGroup.com



VACHERON CONSTANTIN

Manufacture Horlogère. Genève, depuis 1755.



A SYMPHONY OF EXCELLENCE

*Patrimony Contemporaine ultra-thin
calibre 1731, minute repeater*