
Press Release

Deyaar Promises Attractive Offers at Sales Event for Newly-launched ‘The Atria’ at Business Bay

- *Weekend Sales Event to Showcase Select Units of Development’s Residential Tower*
 - *Apartments to Feature Unique Interiors Conceptualised and Designed by International Interior Designer ‘yoo Studio’*
 - *Residential Tower Scheduled for Completion by Q1 2017*

Dubai-UAE: 12 March, 2014 – Deyaar Development PJSC, a customer-focused, trusted and valued developer with in-depth market intelligence and property management expertise, is set to release select residential units in ‘The Atria’ in the Business Bay district. Recently unveiled on 9 March, ‘The Atria’ is scheduled for handover by 2017.

The sales event which will be held from 15-16 March at the H Hotel on Sheikh Zayed Road, is open to all, and will run from 9:00am - 6:00pm on both days. Visitors to the event can avail priority consultation by registering on Deyaar’s website. The online registration service will be open until midnight of 12 March.

The Atria will boast the ‘branded residences’ differentiator through bespoke design concepts delivered by internationally-acclaimed interior designers, yoo Studio, the design team at yoo, founded by property entrepreneur, John Hitchcox and Philippe Starck, among the most revered designers in the world.

The Atria at Business Bay

Built to provide the unique experience of living by the bay, The Atria combines style and sophistication in its contemporary design. Located near Citadel Tower and Churchill Residency at Business Bay, the 30-floor development offers excellent views of the iconic Burj Khalifa and is easily accessible from both Sheikh Zayed Road as well as Al Khail Road.

The residential tower of The Atria comprises a total of 219 units, including one-bedroom, two-bedroom and three-bedroom apartments, besides select three-bedroom duplex options. Spanning over 325,000 sq ft of saleable area, the building additionally features two luxurious four-bedroom penthouses. Keeping with the rising demand for luxury living spaces, the apartment units have been conceptualised to offer spacious layouts with seamless connectivity between intelligently-designed

rooms and functionally rich interiors. Most units boast of either a study or a room for the domestic help.

Inspired Community Lifestyle

Within the limits of its 1.25 million sq ft expanse, The Atria offers modern residential living solutions with its vertical community-model structure, a concept pioneered by Philippe Starck and perfected through yoo Studio. At the base podium, comprising three floors from the ground level up, the towers converge to form a piazza spanning an area of 11,000 sq ft.

The central atrium will house carefully selected retail outlets and fine dining concepts that can be accessed from the ground and mezzanine levels. The podium additionally features separate swimming pools for adults and children, as well as a miniature golf park, health club, basketball and squash courts, and multi-utility playing areas.

Offering a refreshing component to the architecture are the landscaped gardens and stepped walkways around the piazza area. The structures are lined with foliage at every turn.

For more details on the financing terms and processes for The Atria residences at Business Bay, please contact 800 DEYAAR (339227). Floor plans and the project layout for the units of sale are accessible online at www.deyaar.ae.

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