

life

The story of the Opus - Dubai  
by Zaha Hadid for OMNIYAT

transformed

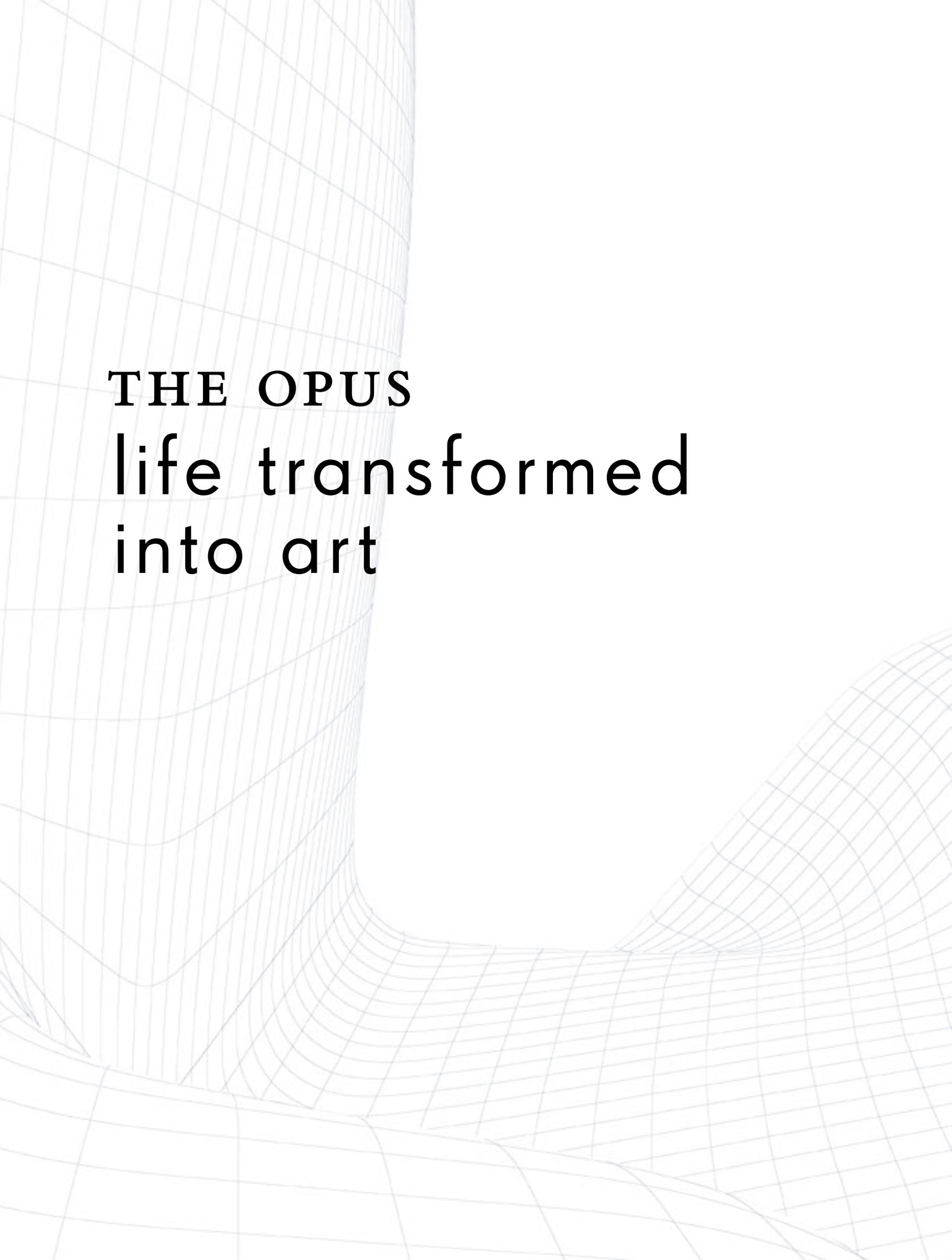
into

art



THE OPUS

BY OMNIYAT



**THE OPUS**

life transformed  
into art



# THE ART OF the opus

Dubai is a constantly evolving, 24/7 city that is itself a unique concept. The Emirate is a living example of HH Sheikh Mohammed bin Rashid Al Maktoum's vision, energy and inspiration to create an urban model of excellence. This is reflected in every fiber of the city's personality, from the diversity of its nationalities, to its progressive attitude towards business and lifestyle. The most evident manifestation of Dubai's vitality and ambition is the real estate landscape. We are proud to be a part of that panorama and play our role in turning the leadership's vision into tangible products of great value.

Omniyat's real estate concepts do not merely provide interesting real estate spaces.

Our projects invent the future, define lifestyles in the region and create exciting opportunities for our customers. We drive to invent a new level of expectation and deliver on that seamlessly. Our significant market knowledge, experience and intuition have qualified us to push the boundaries of what is possible in the real estate sphere. Differentiation is everything, and we deliver that because intelligent innovation is part of our genetic structure.

In the future, we'd like to see ourselves as bespoke experience builders in the hospitality industry, crafting inventive solutions for global trendsetters. Our journey to that end started in 2005, and The Opus is a significant landmark in our passage to excellence.

Mahdi Amjad  
Executive Chairman  
& CEO, Omniyat

# THE ART OF architecture

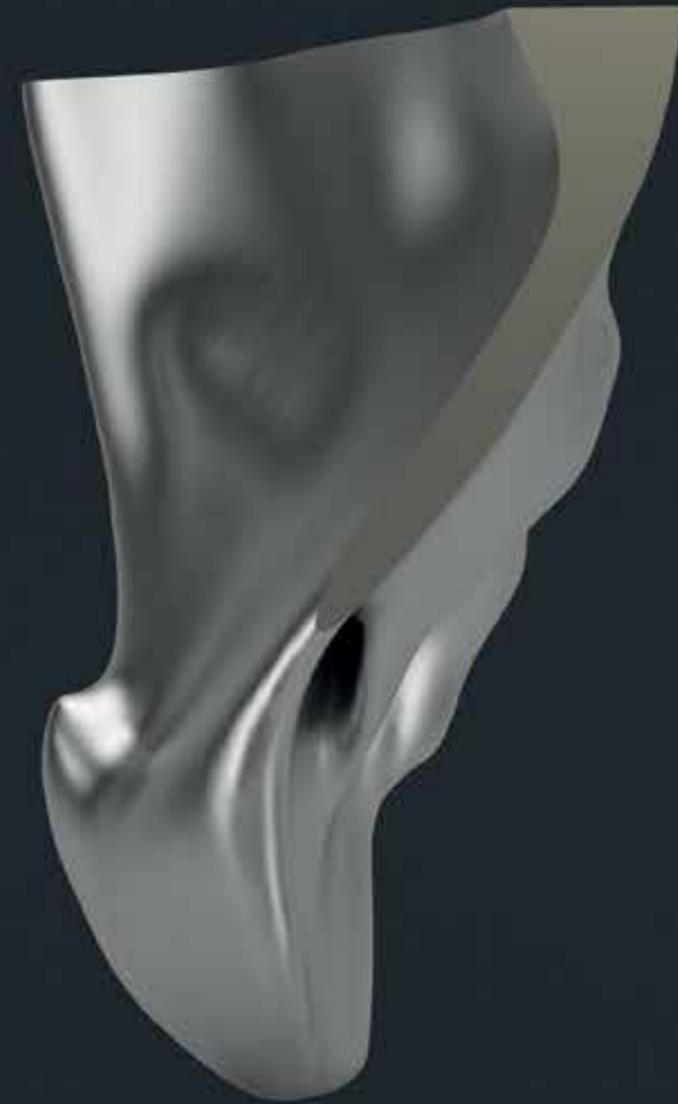
The Opus. An extraordinary work of art, created by one of the world's most brilliant minds, thinkers and visionaries in tempo with the ambitious, the daring, and those with no limits. An icon of architectural distinction in downtown Dubai and a destination in its own right within the recently minted Burj Khalifa district, dubbed 'a city within a city'. An imprint, a lasting legacy for future generations, and the first foray into Dubai by the world-famous architect Dame Zaha Hadid DBE.

The epitome of the artistry of architecture, it's where luxury, indulgence and vision converge. Infused with state-of-the-art technology and local idioms, the cube structure – 'eroded' by a sensuous curvilinear void which is flooded with light by night – is a cosmopolitan draw-card

for all ages and cultures: the international traveller and local residents, the highly mobile, the knowledgeable, the discerning, and both multinational and national enterprises.

Liveable, workable and playable 24 hours, 'the building that never sleeps' represents a premium lifestyle, the inspiring and surprising offer, and cosmopolitan encounters afforded by its location.

It ensures a perfect balance between multicultural service, allure for both local and global visitors, business opportunities, relaxation and one-of-a-kind accommodation, accentuated by a 'depth' of experience like no other, thanks to a carefully sculptured perception of morning, noon and night activity.





ZAHA

HADID

the art of  
*revolutionary  
exploration*

Dame Zaha Hadid DBE, one of the most respected and lauded architects of our time, was born in Baghdad in 1950 into a bourgeois intellectual family. After completing her studies in Switzerland and Beirut, she moved to London where she graduated from the venerable Architectural Association School of Architecture in 1977. In 1980, after working with former professor Rem Koolhaas at The Office for Metropolitan Architecture in Rotterdam in the Netherlands, she established the London-based Zaha Hadid Architects.

A visionary architect, her futuristic sculptural creations run the gamut of design – from large-scale urban architecture to interiors, furniture and exhibition spaces – winning her a plethora of awards. In 2004, she became the first woman recipient of the prestigious Pritzker Prize, often referred to as ‘the Nobel Prize of Architecture’. In addition to her architectural and design work, Hadid is a gifted artist and has exhibited at New York’s Guggenheim and MoMA. She was also recently named UNESCO Artist for Peace and honoured as a ‘Thinker’ in TIME magazine’s annual list, The 100 Most Influential People in the World.

i believe

in the

fantastic



walls  
intersecting  
and  
separating



MAXXI MUSEUM OF XXI  
CENTURY ARTS, ROME.

NEXT PAGE: GALAXY SOHO, OFFICES  
AND RETAIL, BEIJING, CHINA.

PAGE AFTER NEXT: SHEIKH ZAYED BRIDGE,  
ABU DHABI, UNITED ARAB EMIRATES.



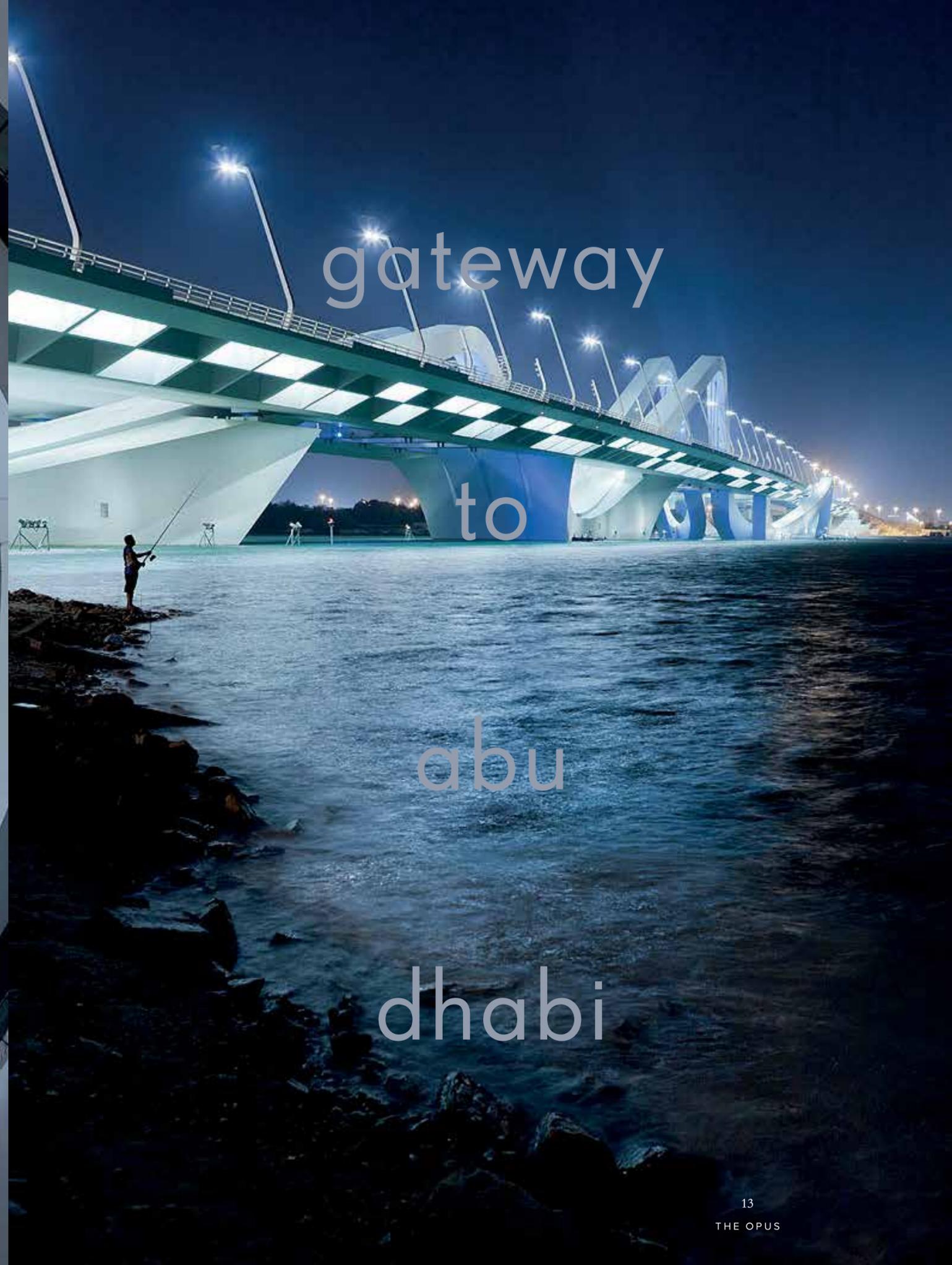


an internal

world of

continuous

open spaces



gateway

to

abu

dhabi

From an ancient trading port with a prosperous pearl industry, whose golden shores were dotted with *dhow*s returning from the Far East, laden with silk and porcelain, to the cosmopolitan metropolis it is today, Dubai is where the opulence of Arabia converges with a western sensibility and 21st-century affluence, creating an extraordinary ambience unlike anywhere else on earth.

One of the fastest-growing cities in the world, the emirate state grew from little more than a dusty desert town to the 'Manhattan of the Middle East' in just 50 years. An architect's playground, with a 'bigger, better, bolder' attitude, its

iconic state-of-the-art structures and ambitious waterfront developments constantly break records. From the world's most luxurious hotel, the Burj Al Arab to the world's largest artificial archipelago, The Palm Islands, visible from the moon.

It boasts tax-free shopping; the world's largest shopping mall; a burgeoning arts scene; vibrant nightlife; world-class restaurants; white-sand beaches with crystal-clear blue waters; an enormous indoor ski-facility; and, annually, it plays host to the richest horse race in the world. Dubai isn't just a city – it's a lifestyle. And there's never been a more exciting time to grab on and enjoy the ride.

# DUBAI an introduction

# WELCOME

# TO

# DUBAI

# the art

# of

# building

The rapidly emerging, recently minted Burj Khalifa district in the heart of Dubai is the city's new Central Business District (CBD). This considerable project is inspired by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE, and Ruler of Dubai.

Located between Ras Al Khor and Sheikh Zayed Road within

Downtown Dubai, the 'city within a city' that lies below the tallest man-made structure in the world – the remarkable Burj Khalifa skyscraper – is distinguished by state-of-the-art technology, inherent throughout.

The mixed-use district, composed of commercial, residential, hotels, entertainment, shopping and leisure elements, is set in open green spaces dotted with

landscaped gardens, paths and canals. Excellent transport links include a sophisticated metro system – automated and driverless – with dedicated stops on the Red Line. The line runs from Al Rashidiya to Jebel Ali and provides a direct line to Terminals 1 and 3 of Dubai International Airport.

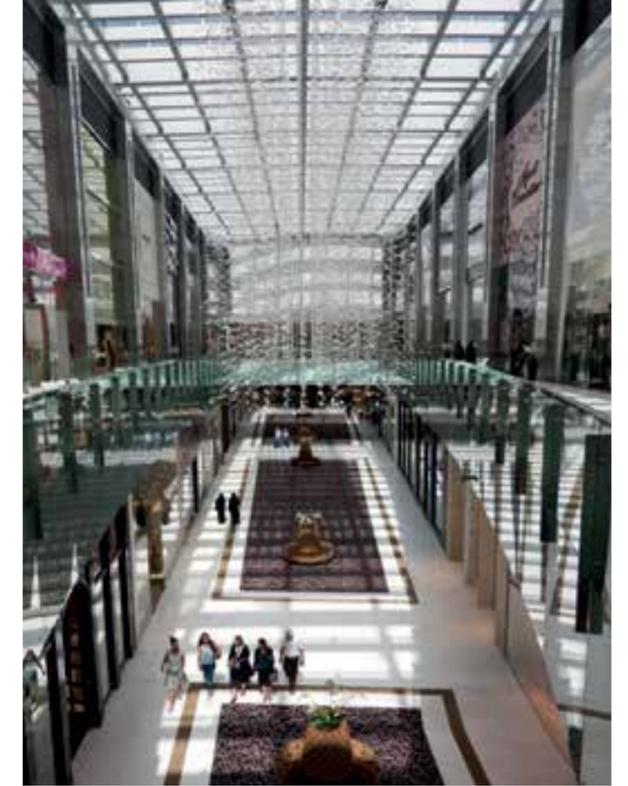
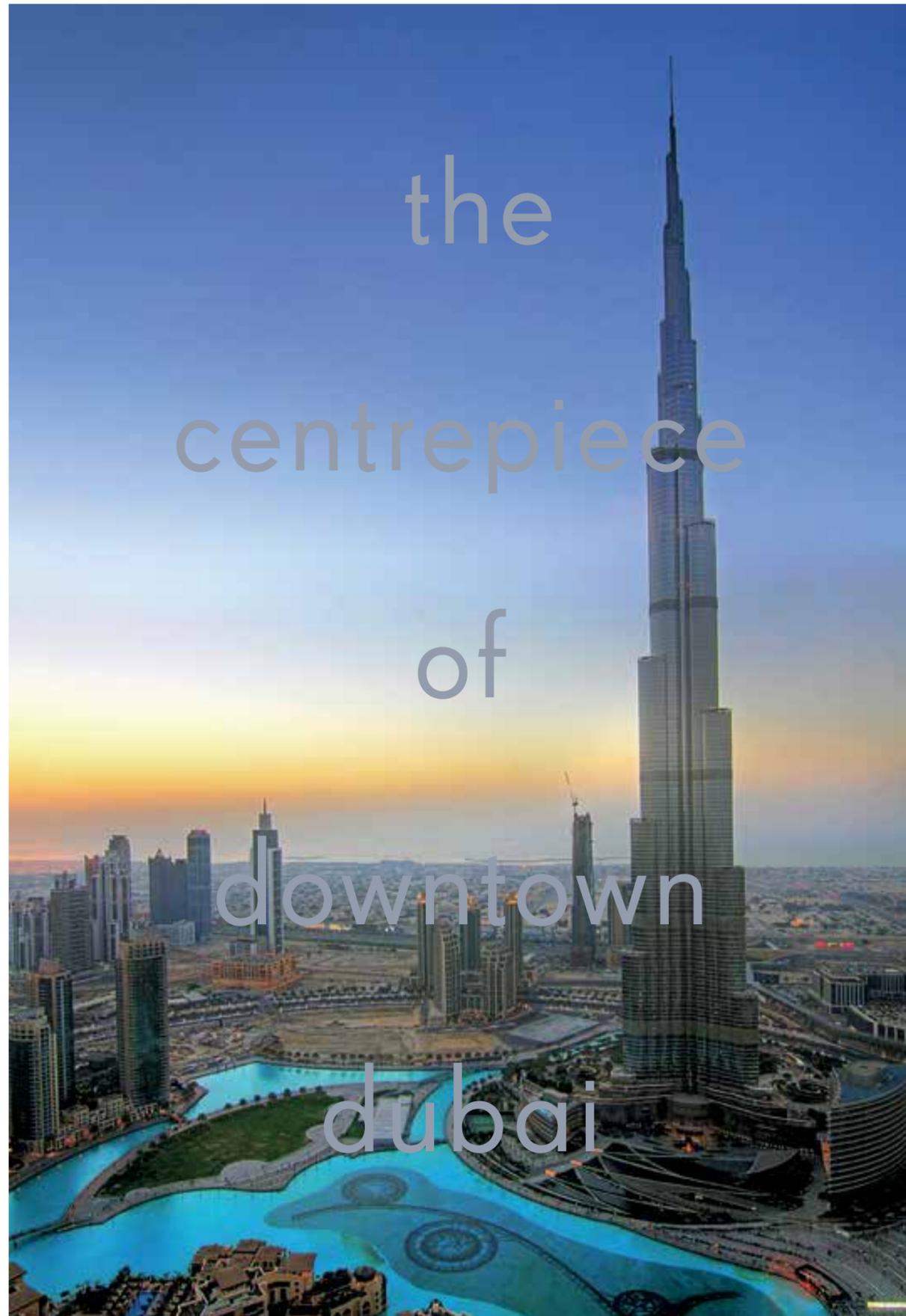
# BURJ KHALIFA DISTRICT

the  
heart

of

the city

## THE LOCATION burj khalifa district



THE BURJ KHALIFA (PREVIOUS PAGE) IS THE CENTREPIECE OF DOWNTOWN DUBAI. AT 828 M (2,717 FT), IT IS THE TALLEST BUILDING IN THE WORLD AND THE TALLEST MAN-MADE STRUCTURE EVER BUILT.

THE DUBAI MALL (TOP) IS THE WORLD'S LARGEST SHOPPING MALL BY TOTAL AREA. IT IS HOME TO 1,200 SHOPS IN ADDITION TO NUMEROUS ATTRACTIONS, INCLUDING AN OLYMPIC-SIZED ICE RINK, AN AQUARIUM AND A UNDERWATER ZOO.

THE DUBAI FOUNTAIN (BOTTOM) IS THE WORLD'S LARGEST CHOREOGRAPHED FOUNTAIN SYSTEM SET ON THE 30-ACRE MANMADE BURJ KHALIFA LAKE, AT THE CENTRE OF THE BURJ KHALIFA DISTRICT.

One  
by Omniyat

Bayswater  
by Omniyat

  
THE OPUS  
BY OMNIYAT

Burj Khalifa

Burj Park

The Dubai Fountain

The Address  
Dubai Mall

The Dubai Mall

The Address  
Downtown Dubai

Old Town

# THE LOCATION a perfect entrance



A SINGLE

CUBE

eroded

by a

free-form

void

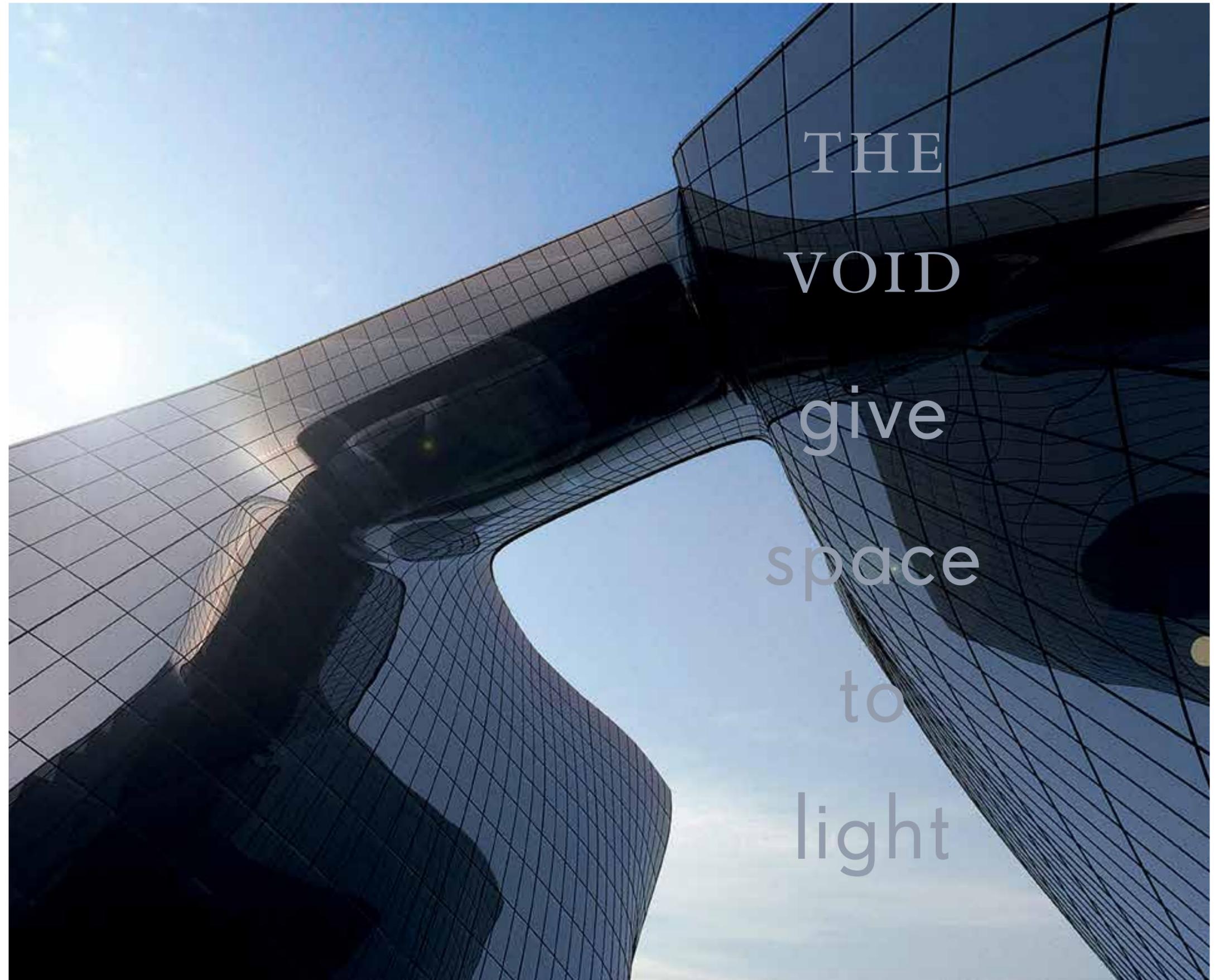


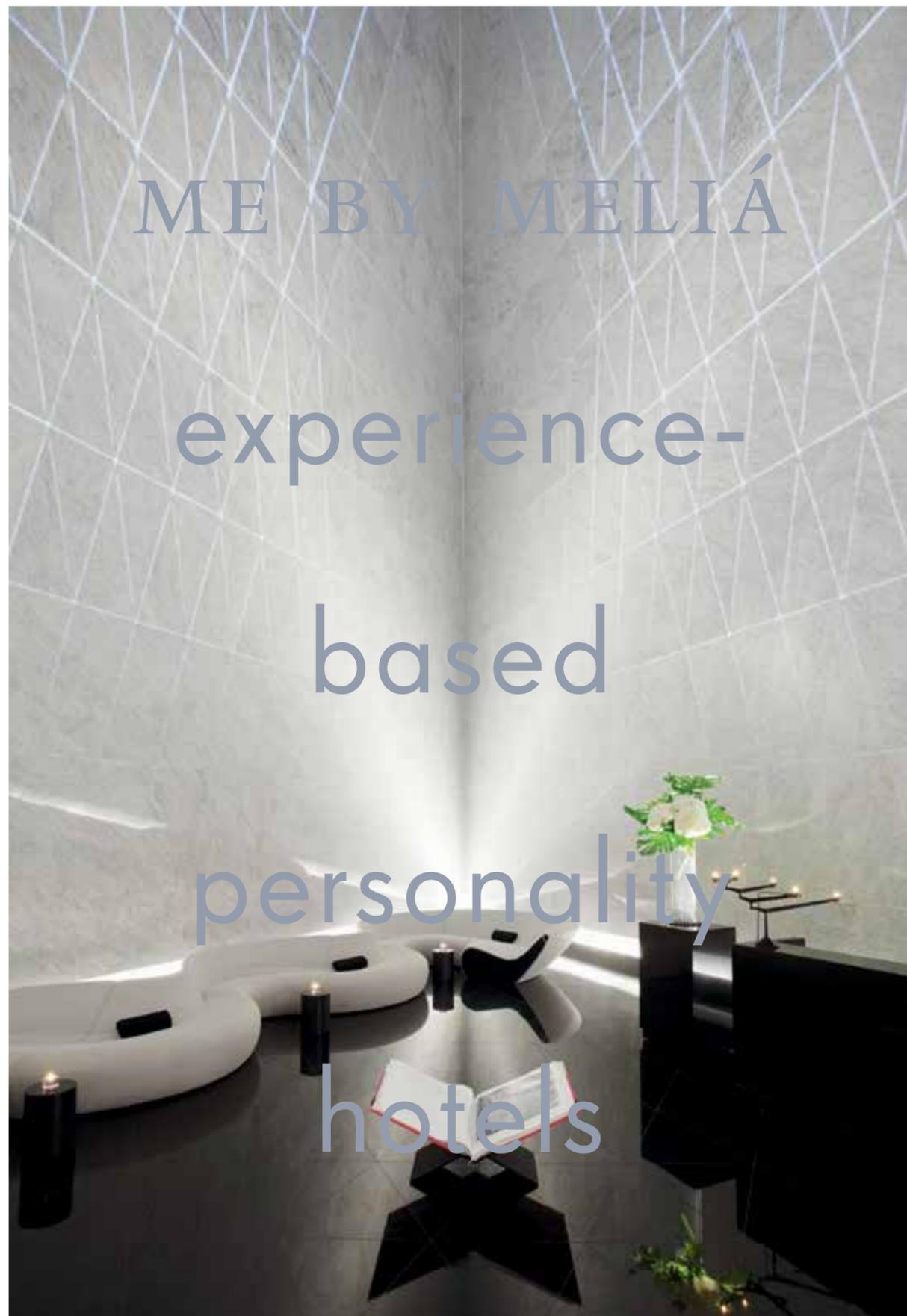
A masterwork of design whose repertoire gravitates towards interconnectedness and originality, The Opus comprises two structures that form a single cube which appears to 'hover' above the ground, eroded by a fluid void.



## the art of *the void*

The Opus captures the void during the day and illuminates it at night bringing to life the distinct character of the building. The peculiar, reflective façade of the void is the centrepiece of architectural creativity and cultural art form that defines the Opus.





ME BY MELIÁ

experience-

based

personality

hotels

# ME for you

# ME

BY MELIÁ

PREVIOUS PAGE: THE RECEPTION  
OF THE ME LONDON HOTEL.

ME by Meliá is a brand of experienced-based personality hotels; the brainchild of Gabriel Escarrer who founded Meliá Hotels International (formerly Sol Meliá) in Spain in 1956. With more than 400 hotels and resorts worldwide, operating under seven brands, Meliá Hotels International is one of the world's leading hotel companies. The vision for ME by Meliá germinated from Escarrer's passion for service and his desire to offer guests the best

possible hotel experience: not all travellers are the same, so why should hotels try to treat them the same? Now the most avant-garde of the company's hotel brands, ME by Meliá pervades the world's global capitals of culture and cool with its design-driven, experience-centric establishments. The stunning interior of ME Dubai is the first ME hotel to have been designed by Zaha Hadid; her inaugural hotel commission.

a  
luxurious  
jet set  
utopia



THE SKY IS  
THE LIMIT...  
ours is infinity

TOP: THE CUCINA ASELLINA RESTAURANT  
AT THE ME LONDON HOTEL

NEXT PAGE, BOTTOM: THE MARCONI  
LOUNGE AT THE ME LONDON HOTEL.





PREVIOUS PAGE TOP: THE ROOF RESTAURANT AT THE ME MADRID HOTEL IN SPAIN.

PREVIOUS PAGE BOTTOM: STK RESTAURANT, LONDON, UK.

THIS PAGE: RADIO ROOFTOP TERRACE AT THE ME LONDON HOTEL.



## the art of *eating & relaxing*

Fine dining – the world’s best – combined with excellent service and extraordinary contemporary settings is an essential ingredient of The Opus. That’s why the leading players in the global hospitality industry are moving in. Think: authentic and rustic Italian cuisine against a warm, industrial backdrop; provocative and inspiring décor of steak-centric restaurants; the über-chic vibe of cocktail bars.

Whether it’s the latest New York or London food trends, vintage cocktails or tapas with a twist, the dining – and drinking – options for hotel residents, apartment owners and the public alike, are nothing short of phenomenal.

# ME FOR guests

Designed with stylish local residents and international travellers in mind, 'The hotel of the individual' is the stunning culmination of Zaha Hadid's first foray into hotel interiors. The result is remarkable, innovative spaces unlike any other, with a beautifully considered use of colours, materials and shapes to awaken guests' senses. State-of-the-art rooms feature interactive in-room media and large screens, with a smart digital music environment.

Public spaces encourage gatherings of different cultures and new ways of interpreting architecture and design. Aura Managers provide personal yet discreet service, tailoring experiences to suit the essence of each individual hotel guest, with the mindset: *Everything is possible*. Designed to inspire, ME Dubai – like all ME hotels – is for guests who prefer to engage, rather than escape when travelling. And for those who see travel as an intrinsic part of life's journey. After all, life should be a trip.



superlative

guest

experience

in our

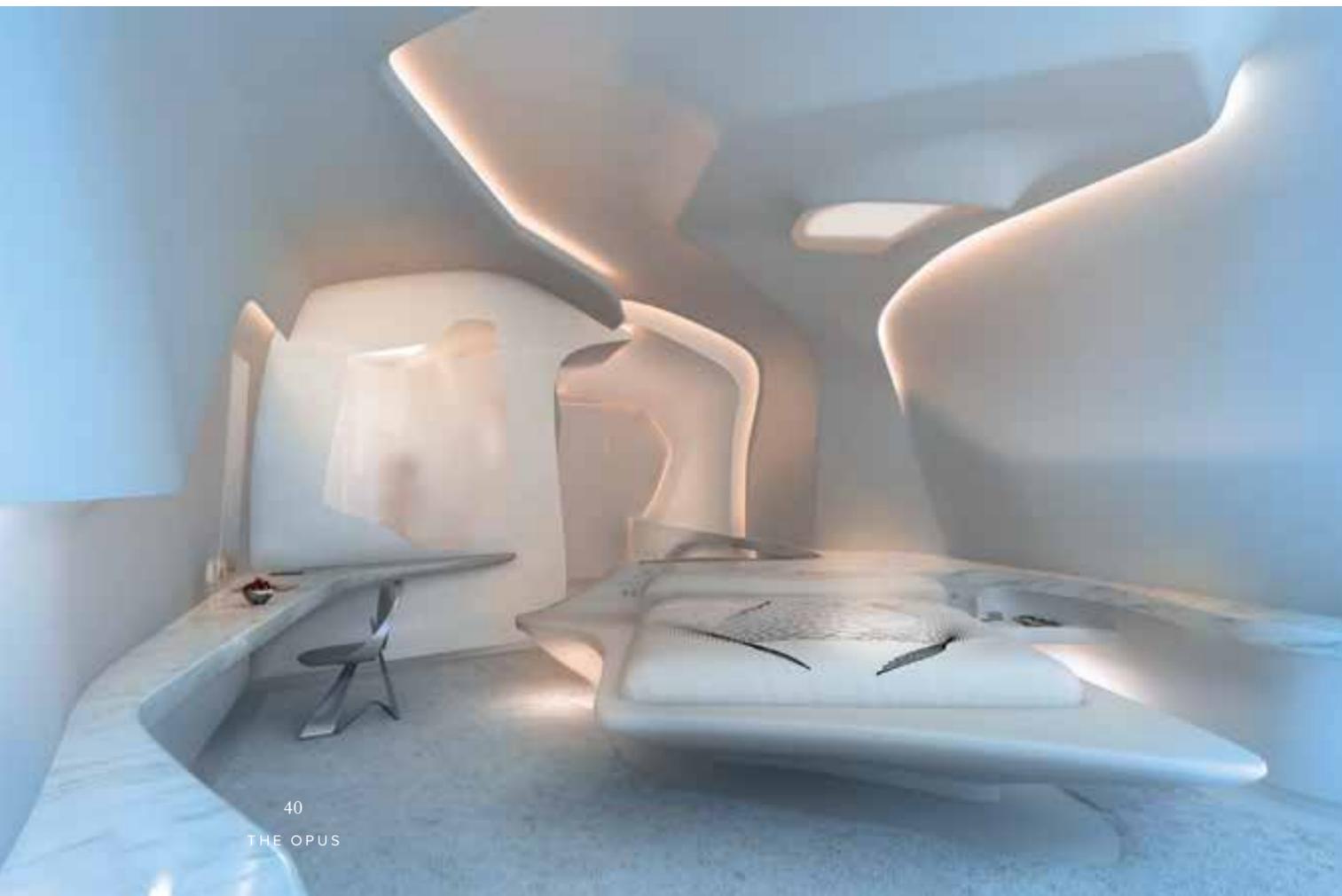
suites



## the art of *hospitality*

For the discerning, the harbingers of taste, those who appreciate the finer things in life and those who value the essence of time passing, ME by Meliã is an experience that goes above and beyond, greatly enhancing the spaces designed by Zaha Hadid. It provides an extraordinary degree of personalised and luxurious

five-star service for guests and apartment owners alike that reflects – and even anticipates – their needs and desires, awaking their emotions and stimulating their passion. ME seduces the open mind with art, design, music, cuisine, and carefully orchestrated day and nightlife offerings.



## the art of *social indulgence*

ME by Meliã brings dining, lounging and social indulgence to new heights by stimulating the sense of taste with an enviable family of gastronomic partners and experts from around the world. ME Dubai has been designed for travellers who are trendsetters, looking not just for quality but also for a personal, vibrant experience in a cosmopolitan atmosphere, reflecting their professional needs and personal desires.



PREVIOUS PAGE AND ABOVE: THE RECEPTION  
OF THE ME LONDON HOTEL.

## the art of *the visual*

Visual experiences stimulated by the surroundings are a prominent feature of ME hotels. Both the ME Barcelona and the future ME Vienna have been designed by one of the most relevant architects of our times, Dominique Perrault, renowned for such emblematic buildings as the National Library in Paris. ME London was designed by Norman Foster while ME Dubai is the inaugural hotel commission of Zaha Hadid.

## ME Dubai hotel & residence services

- *Private in suite check-in/out*
- *24-hour dedicated personal experiences by our Aura Team*
- *Welcome amenity*
- *Audio entertainment system with guests favourite pre-selected music*
- *Smart game consoles with games of guest choice*
- *Complimentary premium wireless internet*
- *Packing/unpacking services*
- *Complimentary pressing*
- *Personalised pool/beach experience*
- *Priority at outlets, bars & special events*
- *Complimentary in-room bar set up (SuiteME)*
- *Complimentary breakfast delivered to room*
- *Complimentary personal events planner to arrange in suite social gatherings*
- *Personalised sundown service*

# ME FOR owners

Regard ME as your 'Lifestyle Concierge', delivering bespoke à la carte or pre-selected services within your personal space, tailored to your personality. ME realises that no two owners are alike. Instead, there exists a rich

mosaic of owners. With this in mind, it regards each owner as a singular individual and strives to exceed their expectations on both a personal and professional level, delivering exceptional experiences which

inspire. These will be arranged by your Aura Manager who is all things to all people, at all times: your personal assistant, advisor, concierge, secretary and lifestyle advocate.

# À LA CARTE services

## groom

- Full cleaning
- Linen change (à la carte linen menu available)
- Laundry pick-up and delivery
- 24-hour maintenance
- After-a-party cleaning service

## vibe

- Sundown service by ME  
– light, music, candles, aroma, turndown
- Run your bath before you come home  
with your chosen skin care products
- Play your music
- Set your scene for your surprise

## ease

- Pick up and deliver your laundry
- Deliver your daily newspaper/weekly magazine
- Stock your fridge
- Receive/organise delivery of parcels
- Run your errands
- Pack and unpack your luggage
- Water your plants
- Attend any urgent services
- Pick up and drop off you and your guests
- Secretarial services

## social

- Arrange your social activities
- Book you theatre tickets, restaurant reservations, activities...
- Plan your events
- Organise, attend and wrap up your social gathering (catering, DJ, decoration, theme, invitations – event planning)
- Set up and serve your dinner party

## delicious

- In-room dining
- Food & beverages restaurant menu
- Specialised beverages and oyster menu
- Personalised bar set-up

# PRE-SELECTED services



## BASIC, YET ABSOLUTE

### grooming

- Full weekly-cleaning service
- Linen-changing

### ease

- Emergency repairs, 24/7

### delicious

- In-room dining service



## NOT SO BASIC...

### grooming

- Full-cleaning service twice a week
- Linen changing
- Emergency repairs, 24/7
- Laundry delivery and pick up
- After-a-party cleaning service

### ease

- 24-hour repair service
- Arrange your social activities
- Concierge service
- Pick up and drop off you and your guests
- Packing and unpacking

### vibe

- Set your scene
- Daily sundown service by ME in master bedroom
- Run your bath before you come home with your chosen skin care products

### delicious

- In-room dining service



## LIFE SAVER

### grooming

- Daily full-cleaning service
- Daily linen changing (provided by ME)
- Linen available à la carte
- Emergency repairs, 24/7
- Laundry delivery and pick up
- After-a-party cleaning service

### vibe

- Set your scene
- Daily sundown service by ME in all bedrooms & living areas
- Run your bath before you come home with your chosen skin care products
- Complete dinner set when ordering from our outlets, vibe included

### ease

- 24-hour repair service
- Arrange your social activities
- Concierge service
- Pick up and drop off you and your guests
- Packing and unpacking

### delicious

- In-room dining service

### restaurant menu

- Dinner set-up when ordering from hotel outlets
- Premium bar set up to your liking
- Serve your dinner party
- Organise, attend and wrap up your social gathering (catering, DJ, decoration, theme, invitations – event planning)





## the art of *living space*

The Opus apartments epitomise a genuinely incomparable experience of infusing stylish interiors with a home-away-from-home sensibility. They embody the ultimate urban lifestyle and go beyond expectations in luxury, style, service and privacy. The hallmark Apartments – located

on the upper levels, with stunning vistas across the vibrant city – offer a dramatic fusion of indulgence and cosiness. Designed interiors – finished in impeccable detail – represent elegance and grandeur, with each piece of furniture designed or chosen by Zaha Hadid.

The seamless integration of appliances and objects throughout the design form a unique ambiance in the apartment, complementing the amazing views. Through state-of-the-art technology, each apartment has ‘an environment that listens’, creating experiences that blend

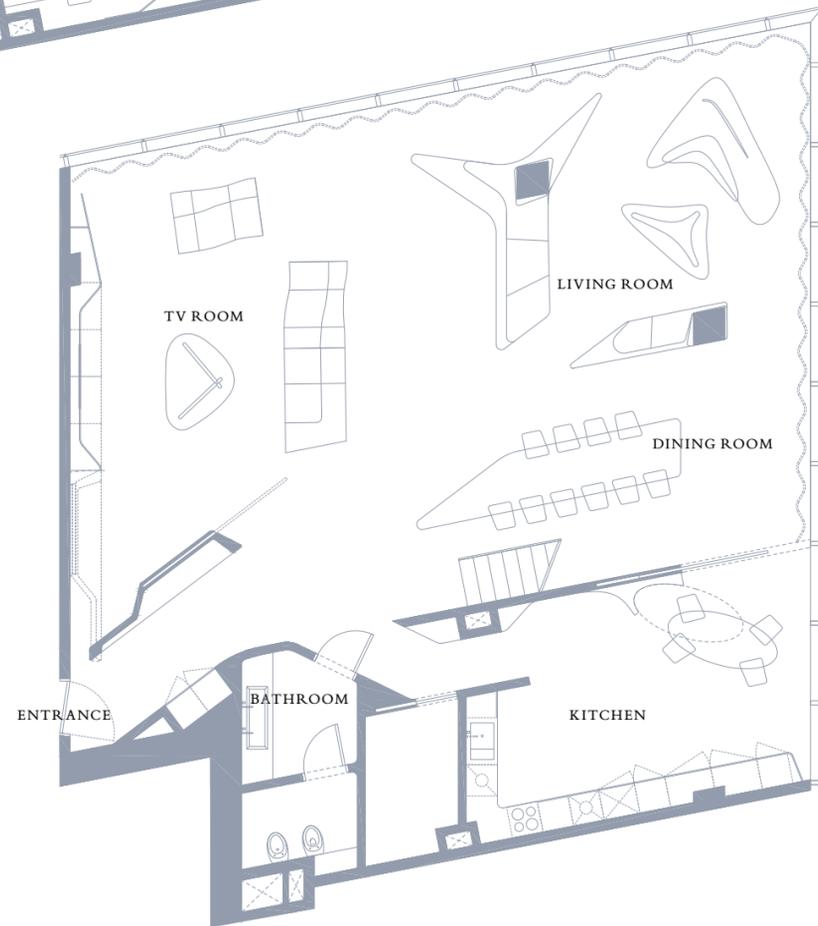
personal preferences with elements of surprise. The technology unifies with the architectural design in an aesthetically unique way, creating stylish and personalised living spaces. Controls appear and disappear as needed, allowing owners to engage with the

space and create arrangements according to the occasion or moods, via sliding and pivoting panels which physically transform the apartment. Welcome home. Welcome to the fantastic future...

UPPER LEVEL



duplex  
penthouse  
with roof  
terrace

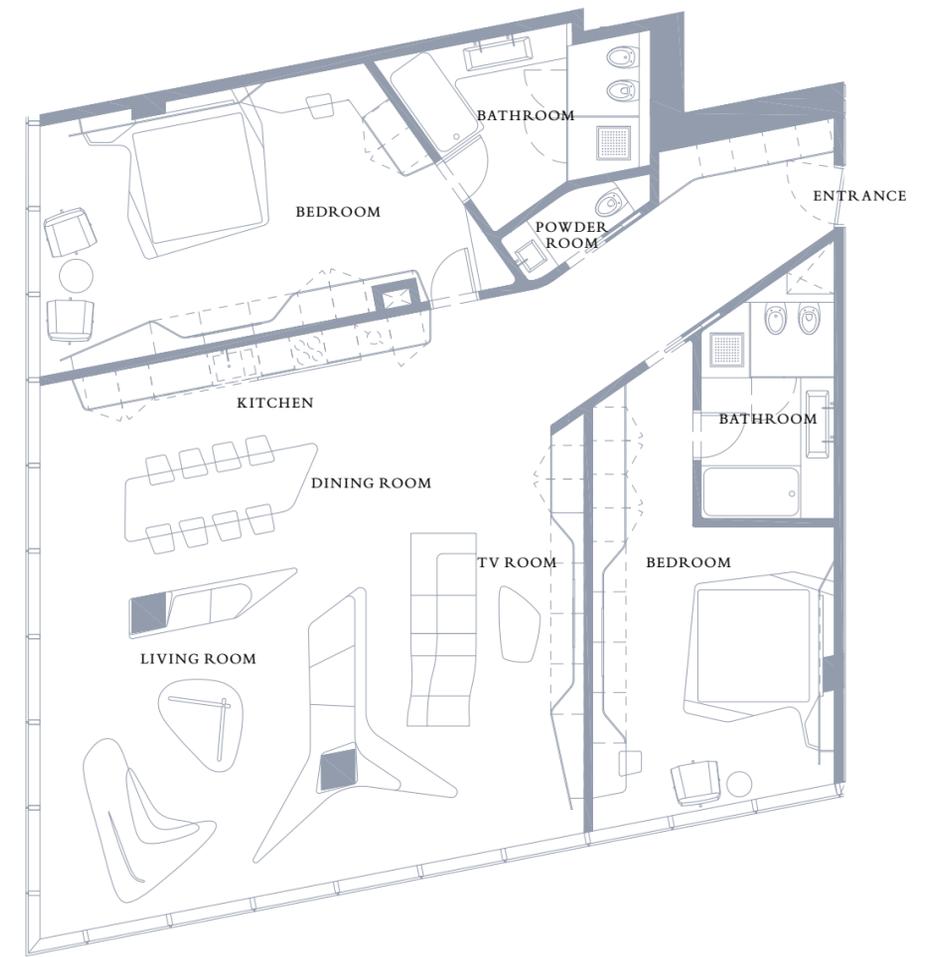


LOWER LEVEL

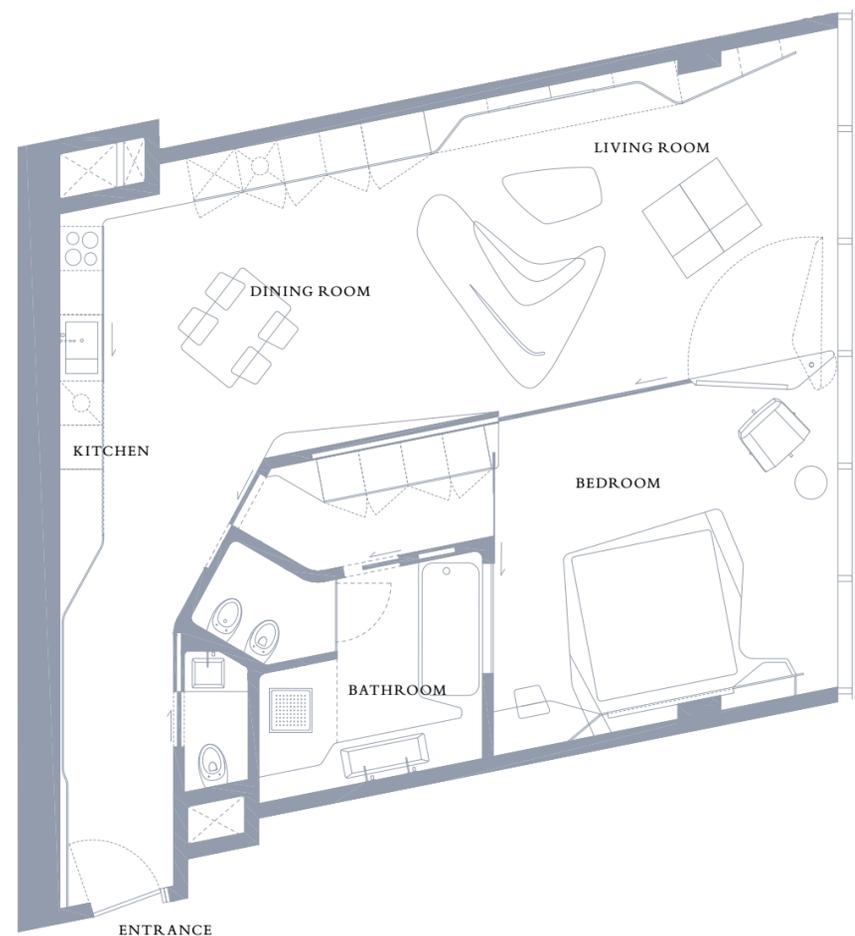




TWO  
BEDROOM  
APARTMENT



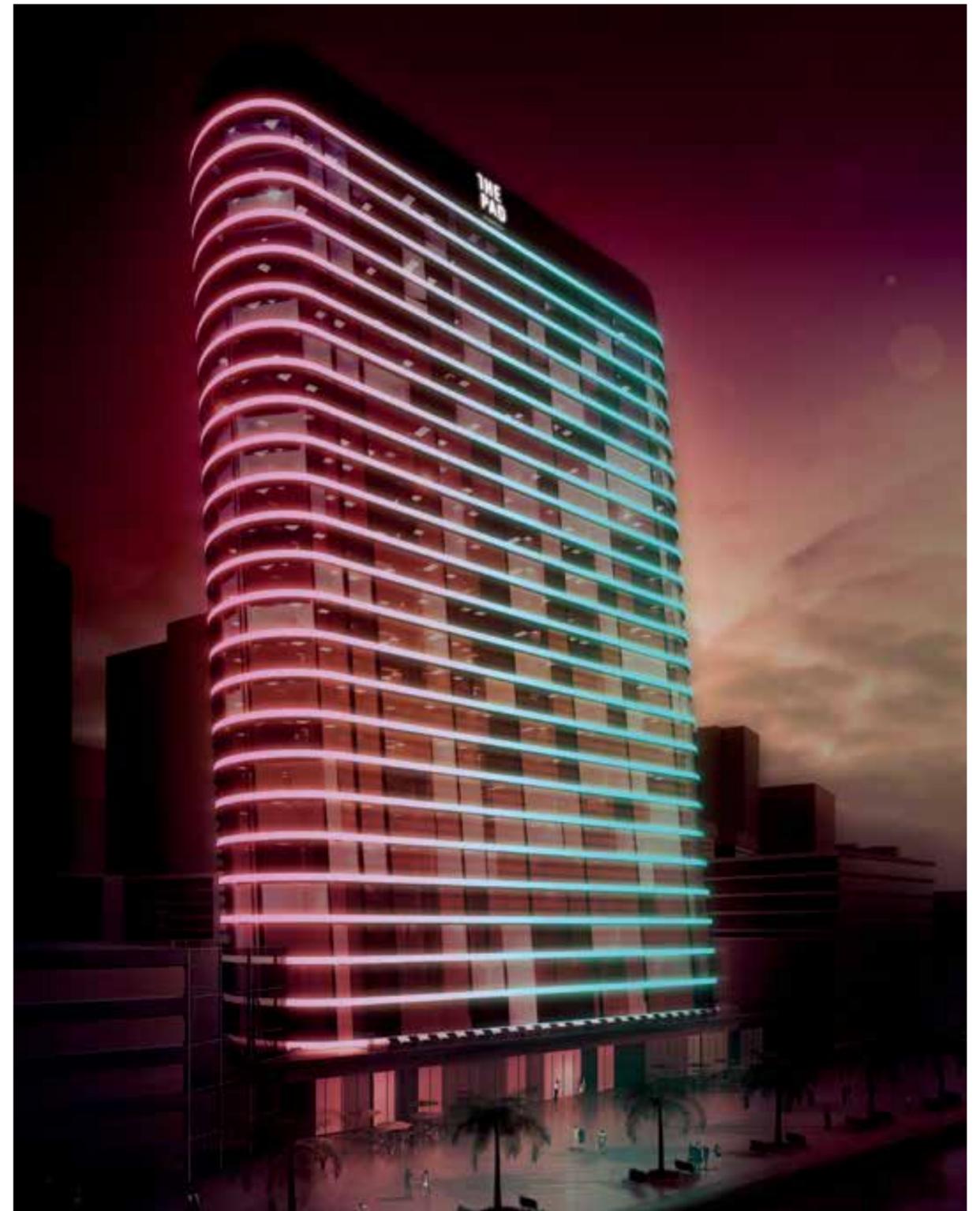
two bedroom  
apartment



one bedroom

# OMNIYAT vision

A veritable tour de force, Omniyat is regarded as one of the most visionary and innovative premium development brands in the Gulf region. Led by Mr. Mahdi Amjad, Executive Chairman and CEO, Omniyat works with the world's most respected architects, specialty consultants and contractors to create iconic properties – both commercial and residential – that push the limits of what is possible.



THE PAD BY OMNIYAT – UNDER CONSTRUCTION



ABOVE: ONE BY OMNIYAT, OMNIYAT'S NEW SIGNATURE COMMERCIAL TOWER, LOCATED JUST OFF SHEIKH ZAYED ROAD AT THE ENTRANCE TO THE BURJ KHALIFA DISTRICT.

NEXT PAGE: BAYSWATER BY OMNIYAT.



innovative,  
successful  
AND  
premium  
development



THE OPUS

BY OMNIYAT