

DEVELOPED & BROUGHT TO YOU BY

IRTH

HQ
by
ROVE
MARASI BAY



WORK LOOKS DIFFERENT HERE

WELCOME TO THE OFFICE YOU ACTUALLY WANT TO SHOW UP FOR

HQ by Rove was born out of a question:
what if the office could feel alive again?

Now, the first ever hospitality-branded
office building in Dubai is here to answer it.

Starting in Marasi Bay.



Living rooms became boardrooms,
kitchens became creative hubs.

But as the world returned, the office
didn't keep up.

HQ by Rove is the answer - an office
with a living touch.



WELCOME TO HQ



MORE THAN AN OFFICE,
A LIFESTYLE.

OUT OF OFFICE INTO HQ



ABOUT ROVE

Rove Hotels, a joint venture between **Emaar Properties PJSC** and **Dubai Holding**, is reimagining the boundaries between hospitality, living and working. Its integrated ecosystem brings together the vibrant energy and fuss-free service of **Rove Hotels**, the comfort and convenience of **Rove Home** residences, and the innovative flexibility of **HQ by Rove** workspaces - all while guests enjoy the Rove experience of thoughtful design, genuine hospitality and a strong sense of community.



ROVE
HOTELS

HQ
by
ROVE

ROVE
HOME



IRTH

Founded under the legacy of the renowned Alshamsi family, IRTH Group is a new-generation real estate platform based on the philosophy of value creation, innovation and building world-class living experiences. With trust, strength, and agility at its core, IRTH is shaping the future of real estate through bold developments, strategic partnerships, and a blend of legacy with forward-thinking ambition.



HQ IS NOT JUST A WORKPLACE,
IT'S A DESTINATION.





WORK-LIFE
HARMONY BUILT
INTO DESIGN

000 PHILOSOPHY

At HQ by Rove, **Out Of Office** isn't just an email reply, it's a mindset. It's stepping into a space that blurs the lines between work and play, where deadlines meet downtime, and productivity thrives alongside personality. Here, you're not escaping the office, you're upgrading it.



ARCADE LEVEL

POWER UP BELOW GROUND

ARRIVAL NODE

URBAN GALLERY

SUNKEN SEATING

SKATE PARK

URBAN GYM

CONNECTING STAIRCASE TO GF

SCULPTURAL RIBBON SEATING

CHILL ZONE

PROMENADE ARRIVAL



GROUND LEVEL

WELCOME WAGON

CONCIERGE

LOBBY LOUNGE

LIFT LOBBY

CO-WORKING ZONE

FOOD HALL - THE BLOCK

SERVING KITCHENS

SOCIAL SPACES

EVENTS STAGE

COFFEE CORNER

LIBRARY

DROP OFF AREA

VALET

SCOOTER PARKING

OUTDOOR COURTYARD

CONNECTION STAIRCASE

PODIUM LEVEL

HQ LAND

FULLY-FITTED GYM

CRANK STUDIO

BEAUTY LOUNGE

NAIL SALON

ONE-STOP SHOP

VITAMIN BAR

PODCAST CABIN

FOAM PIT

RENTABLE MULTIPURPOSE AREA

CO-WORKING ZONE

EVENT SPACES

YOGA SPACE

PADEL COURT

BASKETBALL COURT

SKYLINE TERRACE

VIEWING DECK

FLOATING TREEHOUSE PODS

SUNKEN SEATING

PLAY & PAUSE ZONE

RUNNING TRACK



RESET 16

DIVE IN, ZONE OUT

SPA PODS

JACUZZI

STEAM POD

SAUNA POD

PLUNGE POOL

NAP PODS

SEMI-OLYMPIC POOL

SUN LOUNGERS

JUICE BAR

ZEN GARDEN

CHILL GARDEN

CHANGING ROOMS

INDOOR | OUTDOOR



THE HUB

PLUG, UNPLUG

COFFEE CORNER

UPPRESSO VERTICAL CAFE

COMMUNAL LOUNGE

CO-WORKING ZONE

COMBINABLE MEETING ROOMS

000 PODS

SHARED PANTRY

INTEGRATED STAIR SEATING

FEATURE STAIRCASE

OUTDOOR COURTYARD

INDOOR | OUTDOOR

ROOFTOP

WORK WITH VIEWS

LIFT LOBBY

GARDEN MEETING PODS

SCULPTURAL RIBBON SEATING

SOCIAL CORNER

OBSERVATION DECK

CO-WORKING ZONE

INDOOR | OUTDOOR



DESIGN THAT
SPEAKS EVERY
LANGUAGE

HQ
ROVE

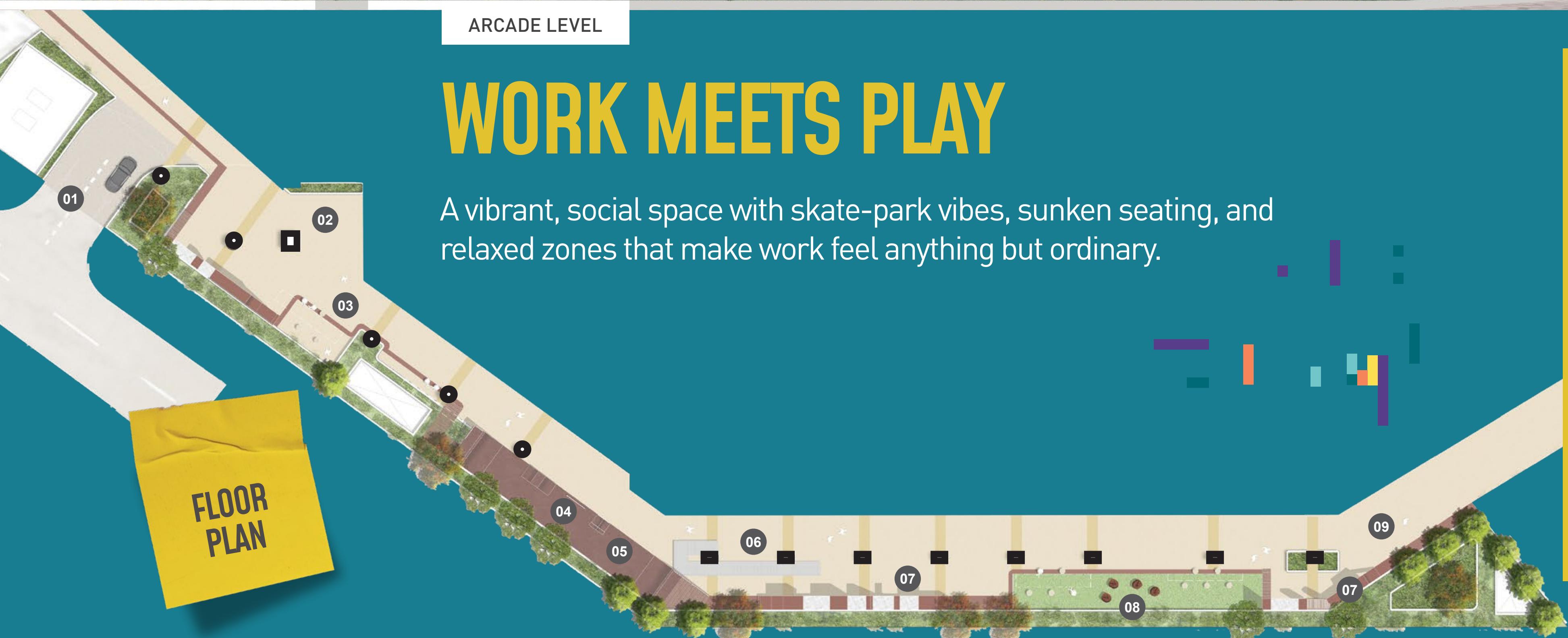




ARCADE LEVEL

WORK MEETS PLAY

A vibrant, social space with skate-park vibes, sunken seating, and relaxed zones that make work feel anything but ordinary.



ARCADE LEVEL

- 01 PRIVATE ROAD ACCESS
- 02 URBAN GALLERY
- 03 SUNKEN SEATING
- 04 SKATE PARK
- 05 URBAN GYM
- 06 CONNECTING STAIRCASE TO GF
- 07 SCULPTURAL RIBBON SEATING
- 08 CHILL ZONE
- 09 PROMENADE ARRIVAL

GROUND LEVEL

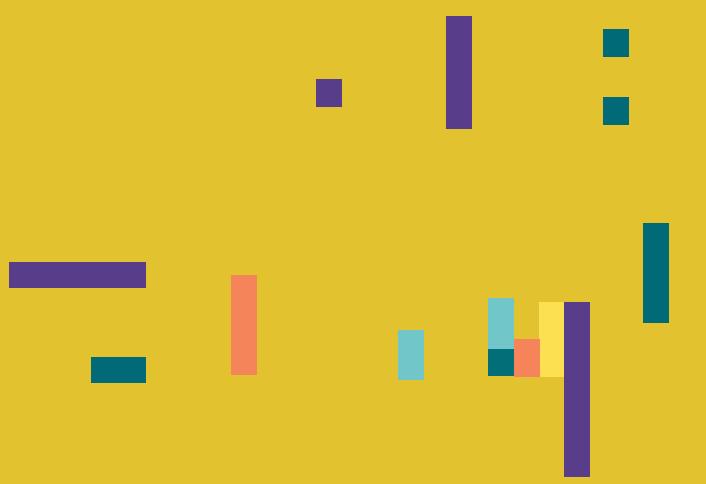
- 01 DROP-OFF AREA
- 02 VALET
- 03 SCOOTER PARKING
- 04 CONCIERGE
- 05 LOBBY LOUNGE
- 06 LIFT LOBBY
- 07 CO-WORKING ZONE
- 08 FOOD HALL - THE BLOCK
- 09 SERVING KITCHENS
- 10 SOCIAL SPACES
- 11 EVENTS STAGE
- 12 COFFEE CORNER
- 13 LIBRARY
- 14 OUTDOOR COURTYARD
- 15 CONNECTION STAIRCASE





GROUND LEVEL

STEP IN. STAND OUT.
DROP-OFF AREA



GROUND LEVEL



ARRIVAL, THE ROVÉ WAY

The reception lobby is more than a transition - it's a curated pause. Blending art, greenery, and comfort, it carries the signature Rove DNA that makes every arrival feel alive.



THE BEGINNING OF EVERY JOURNEY

This is more than just an entrance; it's a space that connects people instantly. From the very first moment, the atmosphere sets the tone for the day ahead.



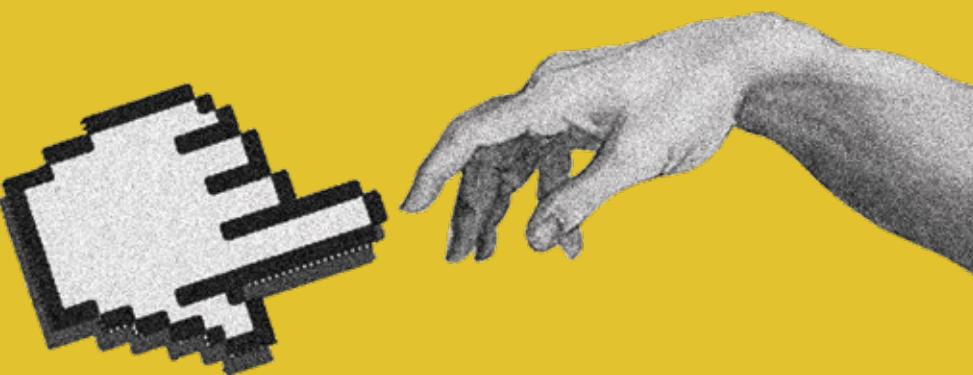
THE BLOCK INSPIRE

The Block is a vibrant food hall framed by bold pillars, bringing people together through food, culture, and community. With multi-cuisine F&B options and lively social spaces, it's where flavors meet conversations.





THE BLOCK: REFUEL





GROUND LEVEL

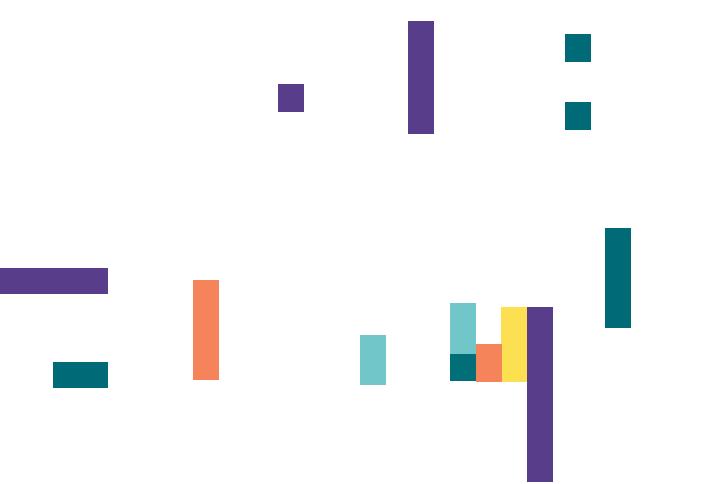
THE BLOCK: FOCUS





THE BLOCK: PLAY

The Block blends a buzzing food hall with event corners, social hangouts, and quiet reading nooks - making it the heart of HQ's everyday life.



GROUND LEVEL

SOCIAL SPACE CONNECT

FOR
CASUAL
CHATS

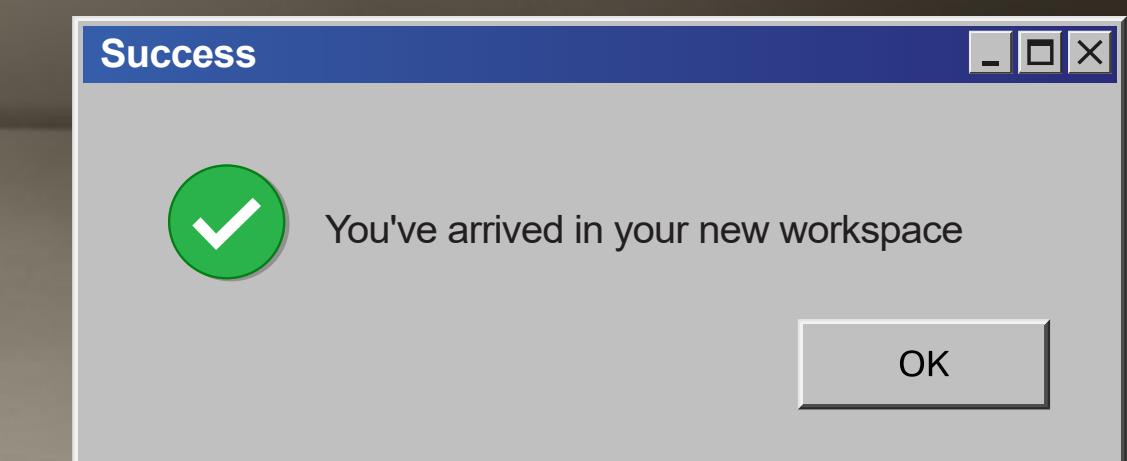


GROUND LEVEL

EVENT SPACE CONNECT MORE



FOR MIC
DROPS



NO WAITING, ALWAYS MOVING

Every second matters. That's why HQ by Rove features 21 destination-controlled high-speed elevators, ensuring your next stop is never more than 30 seconds away. Each one is designed to carry up to 21 people, so everyone moves with ease.



FLOOR PLAN



PODIUM LEVEL

- 01 LIFT LOBBY
- 02 VITAMIN BAR
- 03 GYM-OUTDOOR/INDOOR
- 04 FOAM PIT
- 05 RENTABLE MULTI-PURPOSE AREA INDOOR/OUTDOOR
- 06 BEAUTY LOUNGE
- 07 NAIL SALON
- 08 ONE-STOP SHOP
- 09 MASSAGE ROOM
- 10 CRANK STUDIO
- 11 CO-WORKING ZONE
- 12 YOGA SPACE
- 13 BASKETBALL COURT
- 14 PADEL COURT
- 15 FLOATING TREEHOUSE PODS
- 16 PODCAST CABIN
- 17 SUNKEN SEATING
- 18 STEPPED GARDEN
- 19 PLAY & PAUSE ZONE
- 20 RUNNING TRACK
- 21 CONNECTION STAIRCASE

PODIUM LEVEL

FOR THE
CARDIO
LOVERS

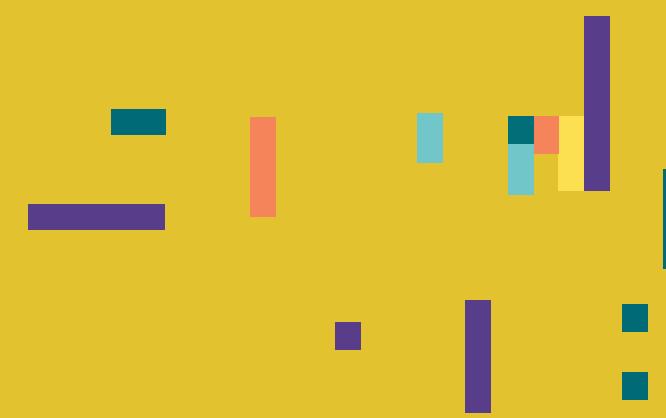


PODIUM LEVEL



VITAMIN BAR

With its complete setup and inviting design, this space stands out as a signature of HQ by Rove, bringing wellness and refreshment into daily life.





POWERED BY CRANK

Crank brings a dynamic fitness experience right into HQ, giving you the chance to reset, recharge, and rise stronger - without ever leaving the building.



PODIUM LEVEL



RENTABLE
SPACES

PODIUM LEVEL

FOR THE
QUICK
FIXES



RELAX



ASK HQ



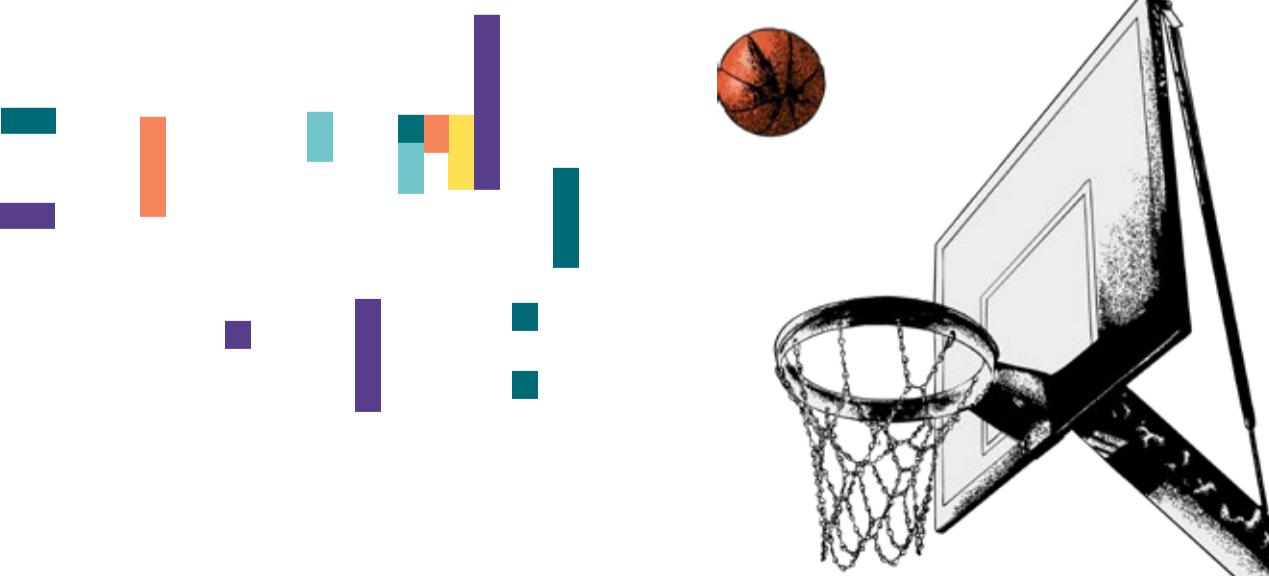
BEAUTY LOUNGE



PODIUM LEVEL

WORK HARD, PLAY ALWAYS

The Podium is your outdoor arena featuring basketball court, padel court, floating treehouse pods and all the space you need to recharge between the grind.





CREATIVITY ABOVE GROUND

Perched among the trees, these floating treehouse pods give meetings and ideas a new perspective. Cooled by AC, they make sure you're out of office without leaving HQ.

FRESH PERSPECTIVES

The terrace offers a space to pause, breathe, and reconnect with your surroundings. Here, inspiration flows as naturally as the breeze.

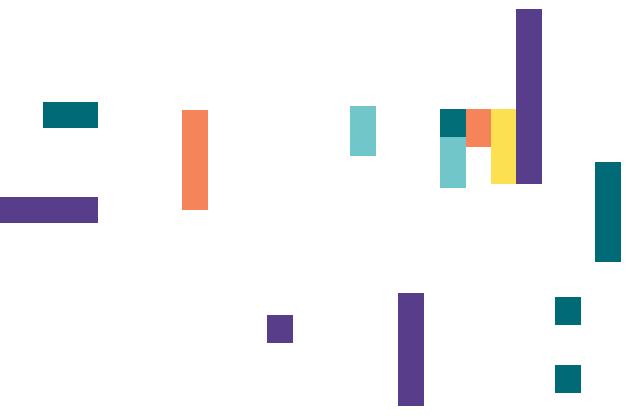




PODIUM LEVEL

A STAGE FOR EVERYDAY CONNECTIONS

The Podium level brings people together in ways that feel effortless. Conversations, encounters, and shared moments naturally rise above the ordinary.



PODIUM LEVEL

PLAY & PAUSE ZONE



FOR QUIET
SEEKERS

Reminder

Take that call during your gym session

Options

Close



RESET 16

- 01 SPA PODS
- 02 JACUZZI
- 03 STEAM POD
- 04 SAUNA POD
- 05 PLUNGE POOL
- 06 NAP PODS
- 07 SEMI-OLYMPIC POOL
- 08 SUN LOUNGERS
- 09 JUICE BAR
- 10 ZEN GARDEN
- 11 CHILL GARDEN
- 12 CHANGING ROOMS

FLOOR
PLAN



RESET 16 LEVEL



INDOOR
SEMI-OLYMPIC
POOL

RESET 16 LEVEL

FOR
TIMEOUT

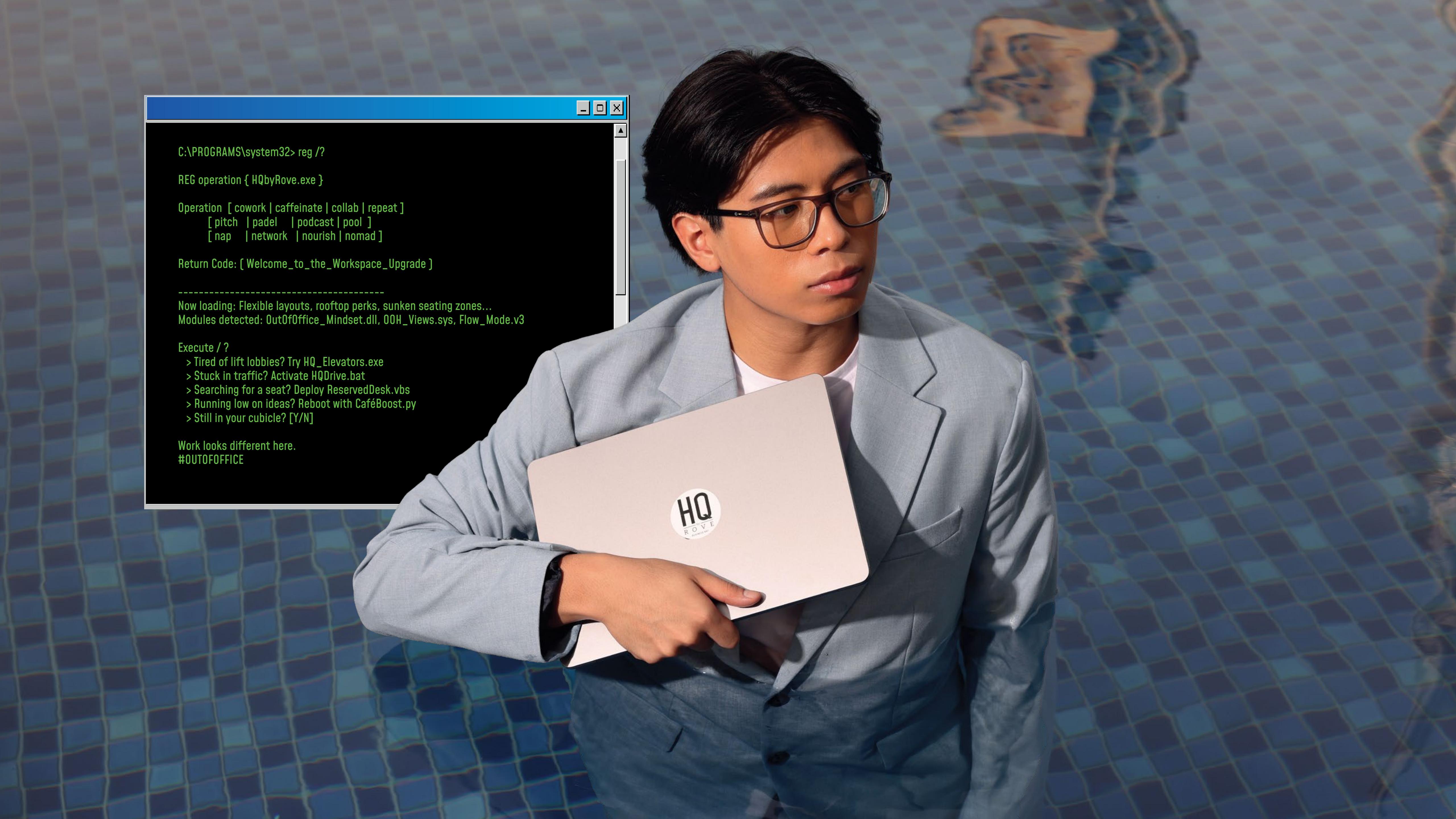


RESET 16 LEVEL

NAP PODS



FOR THE
SERENITY



C:\PROGRAMS\system32> reg /?

REG operation { HQbyRove.exe }

Operation [cowork | caffeine | collab | repeat]
[pitch | padel | podcast | pool]
[nap | network | nourish | nomad]

Return Code: { Welcome_to_the_Workspace_Upgrade }

Now loading: Flexible layouts, rooftop perks, sunken seating zones...
Modules detected: OutOfOffice_Mindset.dll, OOH_Views.sys, Flow_Mode.v3

Execute / ?

> Tired of lift lobbies? Try HQ_Elevators.exe
> Stuck in traffic? Activate HQDrive.bat
> Searching for a seat? Deploy ReservedDesk.vbs
> Running low on ideas? Reboot with CaféBoost.py
> Still in your cubicle? [Y/N]

Work looks different here.
#OUTOFFICE

FLOOR PLAN

THE HUB

- 01 COFFEE CORNER
- 02 UPRESSO VERTICAL CAFE
- 03 COMMUNAL LOUNGE
- 04 CO-WORKING ZONE
- 05 COMBINABLE MEETING ROOMS
- 06 000 PODS
- 07 SHARED PANTRY
- 08 INTEGRATED STAIR SEATING
- 09 FEATURE STAIRCASE
- 10 OUTDOOR COURTYARD



THE HUB LEVEL



FOR THE
CLEAR
MINDS



THE HUB



STEP IN . ZONE OUT

THE HUB LEVEL



THE HUB: HQ'S SOCIAL HEART

With the vertical Upresso café at its core, versatile meeting rooms, and open lounge areas, it's designed for everyday convenience - whether you're grabbing a coffee, catching up, or collaborating.



THE HUB LEVEL

FOR QUICK
MEETS

THE HUB

STEP IN. ZONE OUT

UPPRESS



FLOOR
PLAN

ROOFTOP LEVEL

- 01 LIFT LOBBY
- 02 GARDEN MEETING PODS
- 03 SCULPTURAL RIBBON SEATING
- 04 SOCIAL CORNER
- 05 OBSERVATION DECK
- 06 CO-WORKING ZONE





ROOFTOP LEVEL

INSPIRATION AT NEW HEIGHTS

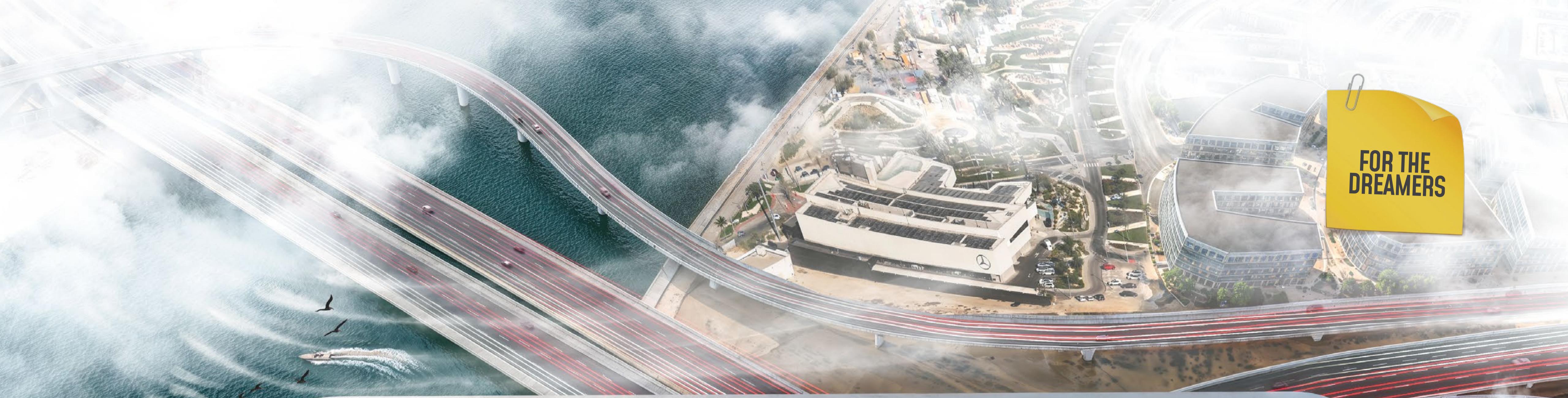
The rooftop terrace opens up to sweeping city views that spark imagination and calm the mind. It's a place for golden hours, fresh air, and unforgettable moments.



ROOFTOP LEVEL

OBSERVATION DECK







FOR THE
VIEW
SEEKERS

PROJECT DETAILS

PROJECT NAME
HQ by Rove

DEVELOPER
IRTH Urban Development LLC

BRAND
Rove Hotels

PLOT AREA
76,038 SQFT

GROSS FLOOR SIZE
~22,500 SQFT

TOTAL OFFICE FLOORS
23

TOTAL MODULAR UNITS PER FLOOR
Up to 22 units

TOTAL AMENITIES AREA

120,000 SQFT

Amenities make 28% of the project

TOTAL PARKING BAYS: 988 ACROSS 8 FLOORS

1 parking per modular unit
Additional visitor & valet parking
Dedicated EV charging stations
Dedicated bicycle parking

TOTAL NUMBER OF ELEVATORS: 21

Destination controlled high-speed passenger lifts: 14
Shuttle Lifts: 5
Service Lifts: 2

SERVICE CHARGES: AED 24 APPROX.

Special pass for gym and Reset 16

ANTICIPATED HANDOVER DATE

Q1 2029



CONSULTANTS

ID TEAM
zebra

LANDSCAPE ARCHITECT
studioCREATE.
Landscape Architecture

ART TEAM
studio 'feel
Art Consultancy

HQ
— by —
R O V E
MARASI BAY

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IRTH

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