



URBAN HORIZON



ARETE

Where Urban
Sophistication
Meets
Comfort



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A modern haven in Arjan, where elegance meets urban convenience.

02. The Location

Seamlessly connected, vibrantly growing, and perfectly serene.

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A contemporary masterpiece redefining sophisticated urban living with style and function.

04. The Interiors

Thoughtfully designed spaces featuring high-end finishes, natural harmony, and seamless flow.

05. The Amenities

Curated selection of lifestyle-enhancing facilities, designed for elevated living.

06. The Developer

A visionary brand delivering innovation, craftsmanship, and excellence.

A New Landmark in Luxury Living

Rising in the heart of **Arjan**, **Urban Horizon** redefines modern living with its seamless blend of sophistication, comfort, and convenience.

Designed for those who appreciate **timeless elegance** and **contemporary functionality**, it offers refined spaces, premium amenities, and **effortless connectivity**—creating a lifestyle that is both elevated and inspiring.



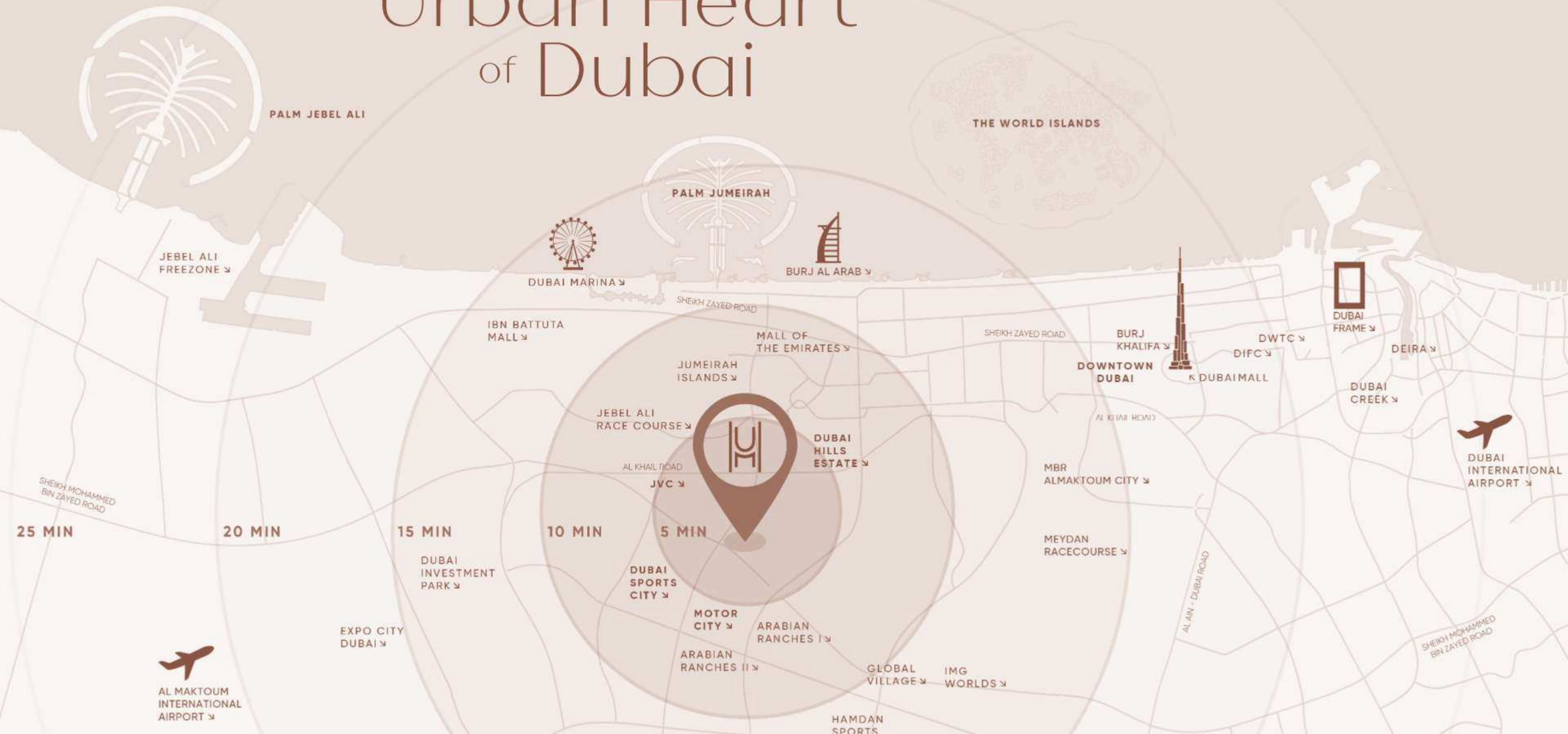


The Crossroads of Convenience

Situated in the vibrant **Dubai Land district**, **Arjan** offers seamless access to **Sheikh Mohammed Bin Zayed Road and Umm Suqeim Road**, linking you to **Dubai Hills, Downtown Dubai, and Dubai Marina** in minutes.

Surrounded by **lush parks, premium retail, and top-tier amenities**, **Arjan** is a vibrant community where **connectivity meets convenience**.

At the Urban Heart of Dubai



Seamlessly Connected, Perfectly Positioned

Nestled in the heart of **Arjan, Urban Horizon** offers the perfect balance between urban convenience and serene living.

From **top-tier schools and renowned healthcare** to **world-class shopping and vibrant entertainment**, convenience is always within reach — **offering a lifestyle of balance and ease.**



Effortless Connectivity, Elevated Living





Redefining Skyline

A masterpiece of modern
architecture, seamlessly blending
bold design, refined elegance,
and ultimate comfort



Your Oasis in the Sky

Expansive views, refined elegance, and unmatched
luxury—your private retreat above the city.





Where Architecture Becomes Iconic

Rising with purpose and poise, **Urban Horizon** stands tall as a striking new landmark in **Arjan**, with bold architecture and modern design that makes it truly stand out. It's a reflection of the city's energy, style, and progress.

Inside, **every detail** is designed for comfort, convenience, and contemporary living—offering a lifestyle that feels **elevated, effortless, and truly yours.**

A Community Where Families Thrive

Designed for **comfort, connection,**
and well-being, Urban Horizon offers the
perfect setting for families to thrive.

With **lush green spaces, top-tier schools, and**
premium amenities, every detail fosters a **safe,**
vibrant, and enriching lifestyle.

A place where **memories are made, moments**
are cherished, and home feels truly special.





Project Overview

Location
**ARJAN,
AL BARSHA SOUTH THIRD**

Project type
RESIDENTIAL

Building Configuration
**Ground + 3 Podiums
+ 10 Floors + Roof**

Anticipated Completion Date
Q2 2027

Unit Overview

	No. of Units	Size Range (sqft.)
Studios	30	From 351.55 to 496.22
1 Bedroom	40	From 675.54 to 1,091.14
2 Bedroom	20	From 1,084.03 to 1,614.37



Designed for Everyday Comfort

With lush green spaces, premium amenities, and serene surroundings, the home you'll always want to return to—where every day feels effortlessly refreshing.

A Beacon of Elegance

Glowing against the skyline, this
architectural masterpiece shines
brilliantly—even after sunset





An Elevated
Escape for All

Your Place of Sophistication and Comfort

Experience the perfect harmony of **sophistication and comfort** in our **studio, 1-bedroom, 2-bedroom, and penthouse residence.**

Crafted with exquisite interiors, seamless layouts, and premium finishes, your home is a sanctuary of **style and serenity.**





Where Elegance
Welcomes You



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Where Productivity
Meets Possibility





Smart Storage, Made Simple

A clean, secure space for everything extra
—seasonal items, holiday décor, or
anything you need out of sight but
close at hand.



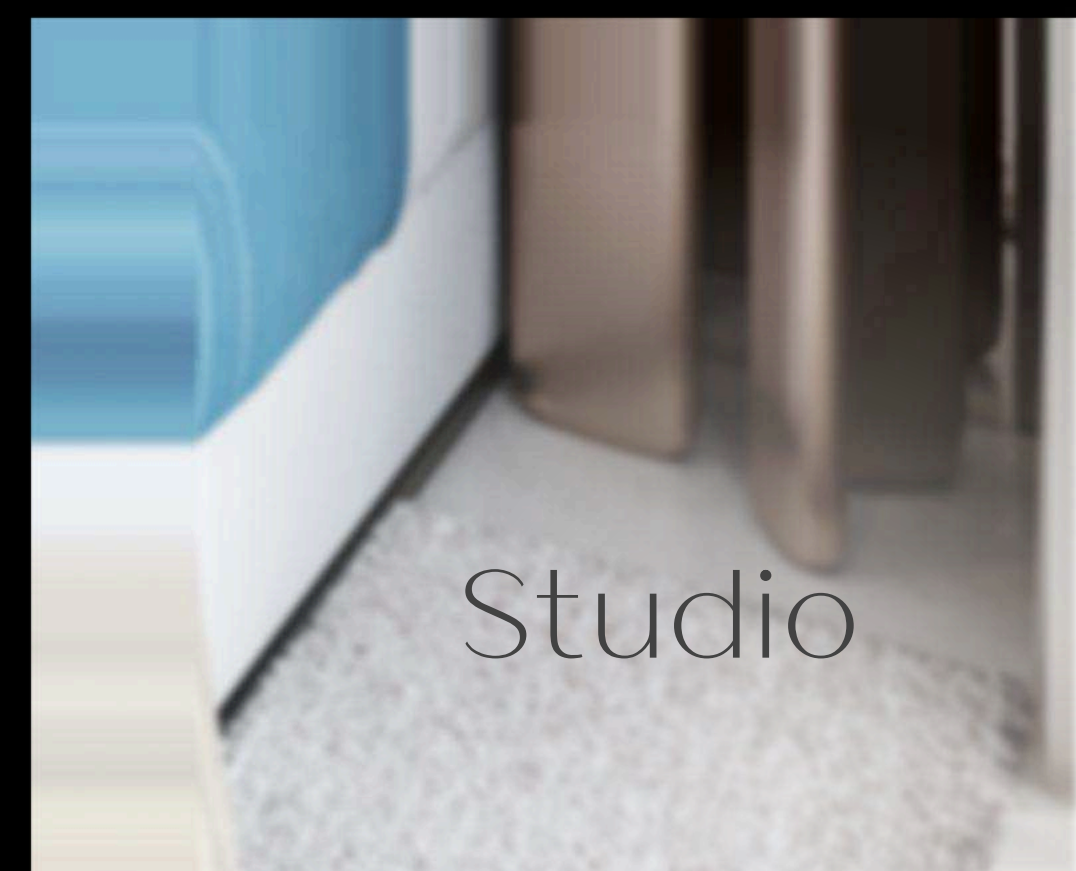
Where
Serenity
Meets
Style



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Crafted ^{for} Contemporary Living





Live, Dine, and
Unwind in Style





Living and Dining



Kitchen



Study Room

A quiet, thoughtfully designed space that inspires **focus, productivity, and creativity**, perfect for work or study.

Laundry Room

Thoughtfully crafted for modern living,
combining smart storage, elegant finishes,
and everyday ease in one
streamlined space.



Unwind, Rejuvenate, and Rise in Comfort





Bedroom





Bathroom



Amenities Designed for the Modern Lifestyle

Where comfort meets convenience—enjoy a lifestyle enhanced by world-class amenities



Gym



Infinity
Swimming Pool



Outdoor Kids
Play Area



Retail
Promenade



Branded
White Goods



Yoga
Studio



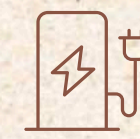
Co-Working
Space



Pet's Park



Snooker
Table



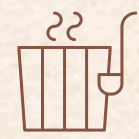
EV Charging
Station



Business
Centre



Carvan
BBQ Area



Steam
and Sauna



Outdoor
Theatre



Smart
Homes



Transportation
Services



Gaming
Arcade



Splash Pool



Bicycle
Parking



Storage
System



Fitness
Studio



Lobby
Library



Mediation
Pods



Basketball
Court



Outdoor
Lounge



Reflexology
Path



Picnic
Table



Pool Sun
Loungers



Cascading
Waterfall



Cabanas



Space to grow, play and unwind

A perfect blend of leisure, relaxation,
and recreation.

From vibrant kids' play areas to serene
green spaces and refreshing water
features, every detail is crafted to
enhance your lifestyle.

Creating a community where every
moment is filled with joy and connection.

Gym

A state-of-the-art fitness space
designed for strength, wellness, and
an active lifestyle.



A group of four women are practicing yoga in a bright, modern studio. They are all in the Bhujangasana (Cobra) pose, with their forearms on the floor and heads tilted back. The woman in the foreground is wearing a white tank top and white pants. The studio has large windows in the background, letting in natural light, and there are some plants visible. The overall atmosphere is serene and focused.

Yoga and Wellness Centre

A serene retreat designed for
mindful relaxation, rejuvenation,
and holistic well-being.

Recreational Club

Whether it's friendly rivalry over foosball, a relaxed game of snooker, or just lounging with neighbours, this is your everyday getaway—no reservations needed.



A Horizon of
Blue & Beyond



A wide-angle photograph of a rooftop swimming pool at sunset. The pool is in the foreground, with a white lounge chair and a small table with two glasses and a bowl of fruit. The pool's edge is a low, curved wall. In the background, a city skyline is visible across the water, with the sun setting behind the horizon, creating a warm, golden glow. The sky is filled with soft, white and pink clouds. A tree branch with green leaves is visible in the top left corner.

Swimming Pool

A serene oasis where refreshing waters
and stunning views create the perfect
escape for relaxation and leisure.



A
Playful
Haven
for
Little
Explorers



Gather and Grill

A safe and vibrant space where children can play, explore,
and thrive—because home is where happiness begins.

Paws, Play, and Plenty of Splash!



Under the Stars,
Beyond the
Screen



Unwind, Connect, and Enjoy

Experience a world of leisure and luxury
with thoughtfully curated amenities
designed for relaxation, recreation, and
connection.





URBAN HORIZON



Payment Plan

Own Your Home with a Plan That Works for You

10%

At the time of Booking

40%

During Construction

50%

On Completion



In ancient Greece, Arete meant more than excellence. It was a way of life—a relentless pursuit of greatness in everything one does.

The architects of that era didn't just build—they created symbols of purpose, beauty, and balance. They believed buildings should move people. Inspire them. Outlast time itself.

At **Arete Developments**, we carry that belief forward. We don't just develop properties—we shape experiences. Each project is our tribute to the timeless values of craft, clarity, and character.

We build not for today, but for generations.
With intention. With integrity. With soul.

Arete isn't just our name. It's the standard we live by.
Every day. Every decision. Every detail.

"Built on Excellence.
Inspired by Legacy."

