



Prop971

Off Plan Projects in the UAE. Curated Opportunities.



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Access a curated list of top-tier off plan developments across Dubai, Abu Dhabi, and beyond.



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Receive market data and yield potential analysis for your selected properties.

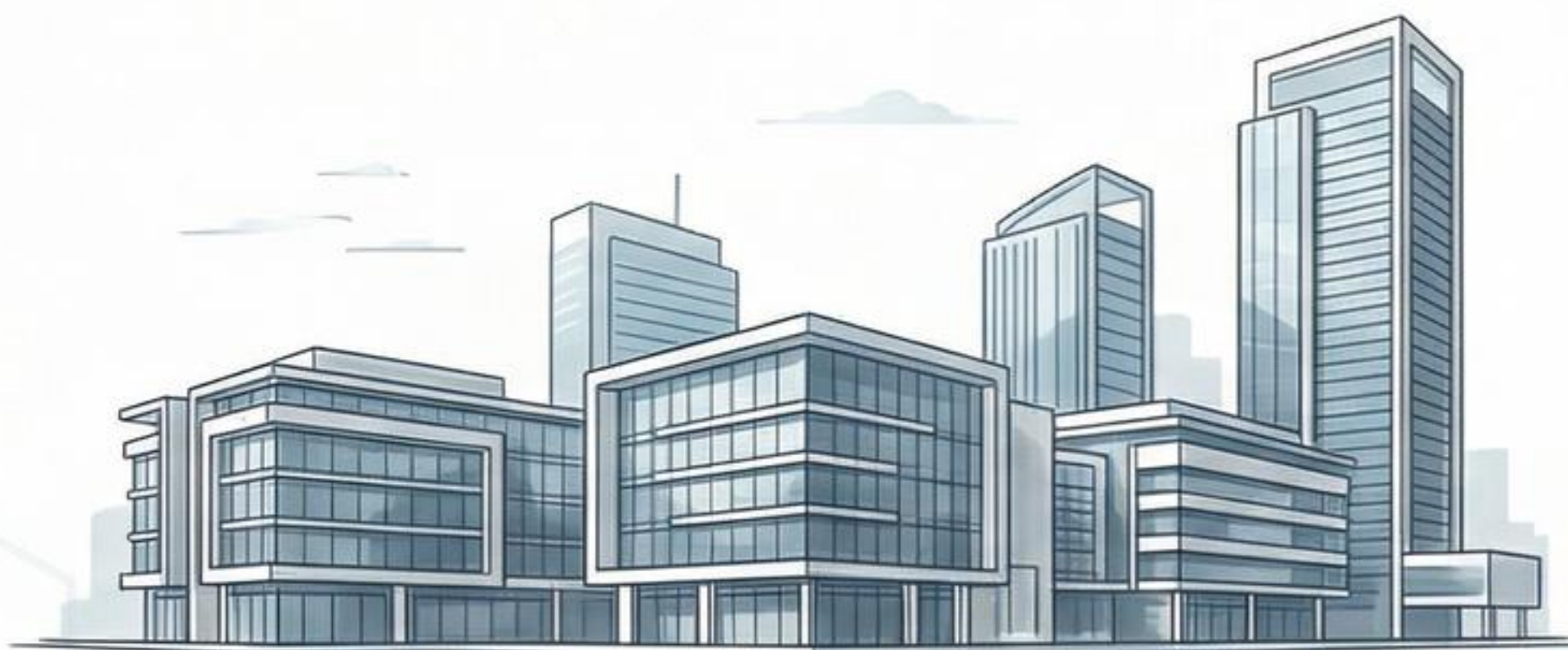


- **TRUSTED DEVELOPERS:**

Connect only with verified and highly-rated UAE property developers.

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Prop971 is a curated data platform for UAE off plan properties.



SHC شوق AQ

LIFE BY THE ENDLESS BLUE

Digital Lookbook

AVENUE
DEVELOPMENT



CRAFTED
TO CAPTURE
THE EYE



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A masterpiece in glass:
WHERE DESIGN
AND NATURE CONVERGE.

SHOAQ

A VISION OF ISLAND REFINEMENT

WISHES SHAPED BY THE SHORE

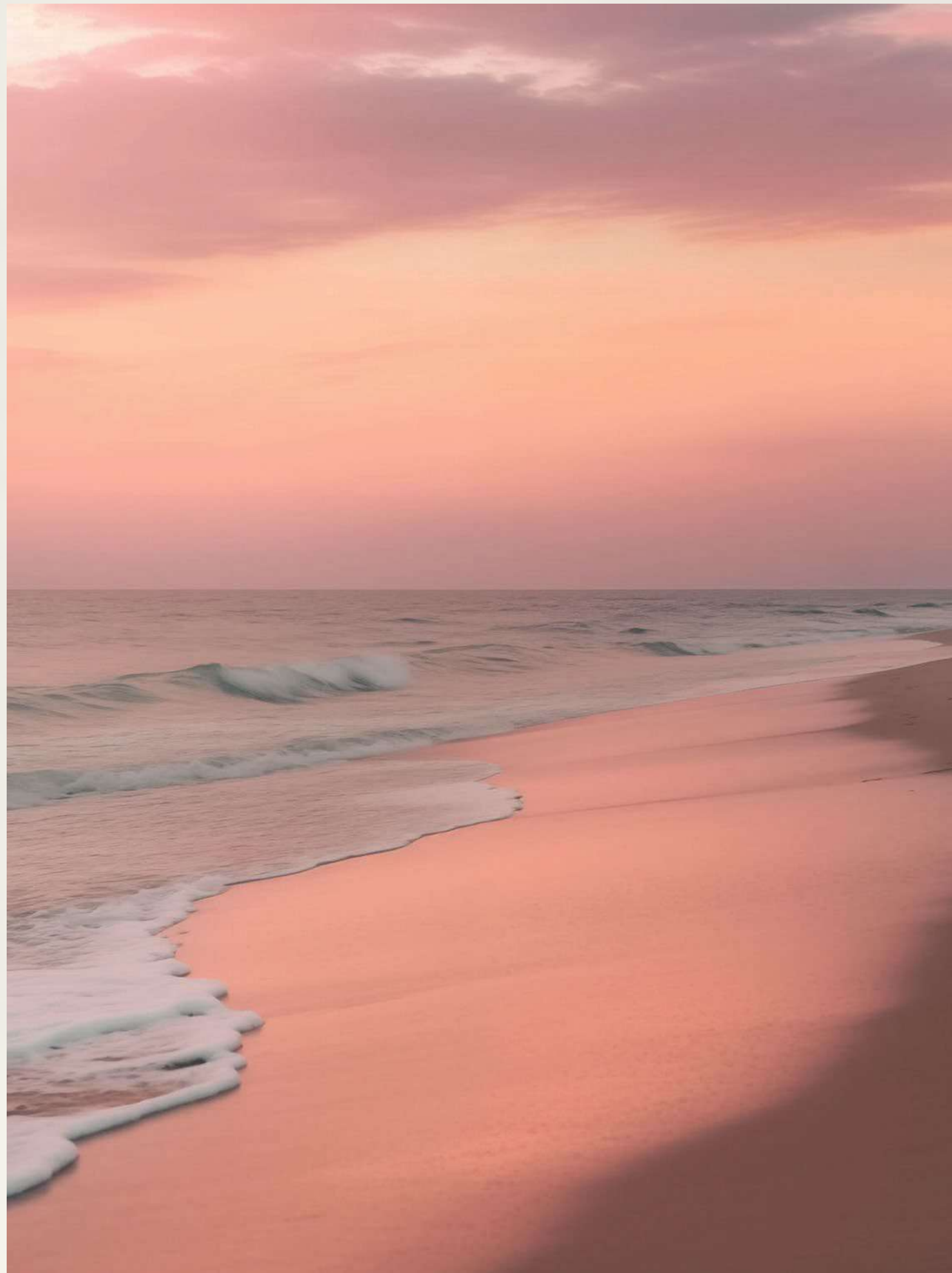
Inspired by the clarity of the waves, a building emerges from the sand with elegance: graceful, distinct residence on the beach embodying pristine beauty.

From tide to form, SHOAQ stands as a haven where the breeze flows freely, offering a rebirth on Dubai Island's shoreline.

SEAFRONT FAÇADE AND TOWNHOUSES



SHOAQ



CRAFTED BY HUMAN
VISION, PERFECTED
BY NATURE'S TOUCH.

Introducing a serene beachfront haven
where the sand becomes an extension of
your home.

Inspired by the Arabic word "SHOAQ"
evoking deep yearning and aspiration, this
exclusive residence fulfills your highest wishes.

With direct beachfront access, tranquility,
and privacy, SHOAQ offers the ultimate
expression of refined seaside living.

Brilliance of design embraces the beauty
of the sea.

GOLDEN HOUR GLOW ON SHOAQ

SHOAQ BY AVENUE NEW DEVELOPMENT

INTRODUCTION



LOCATION

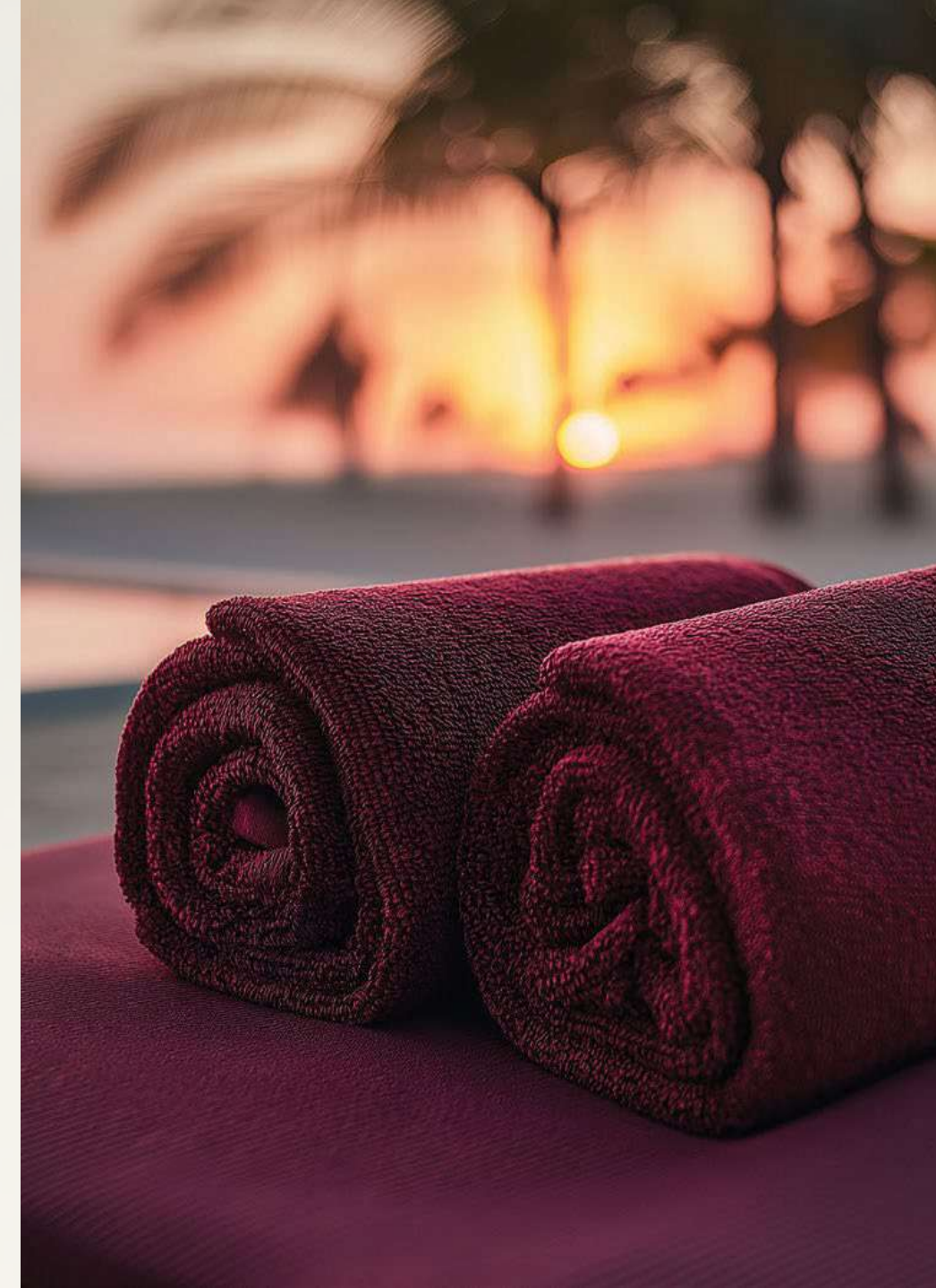
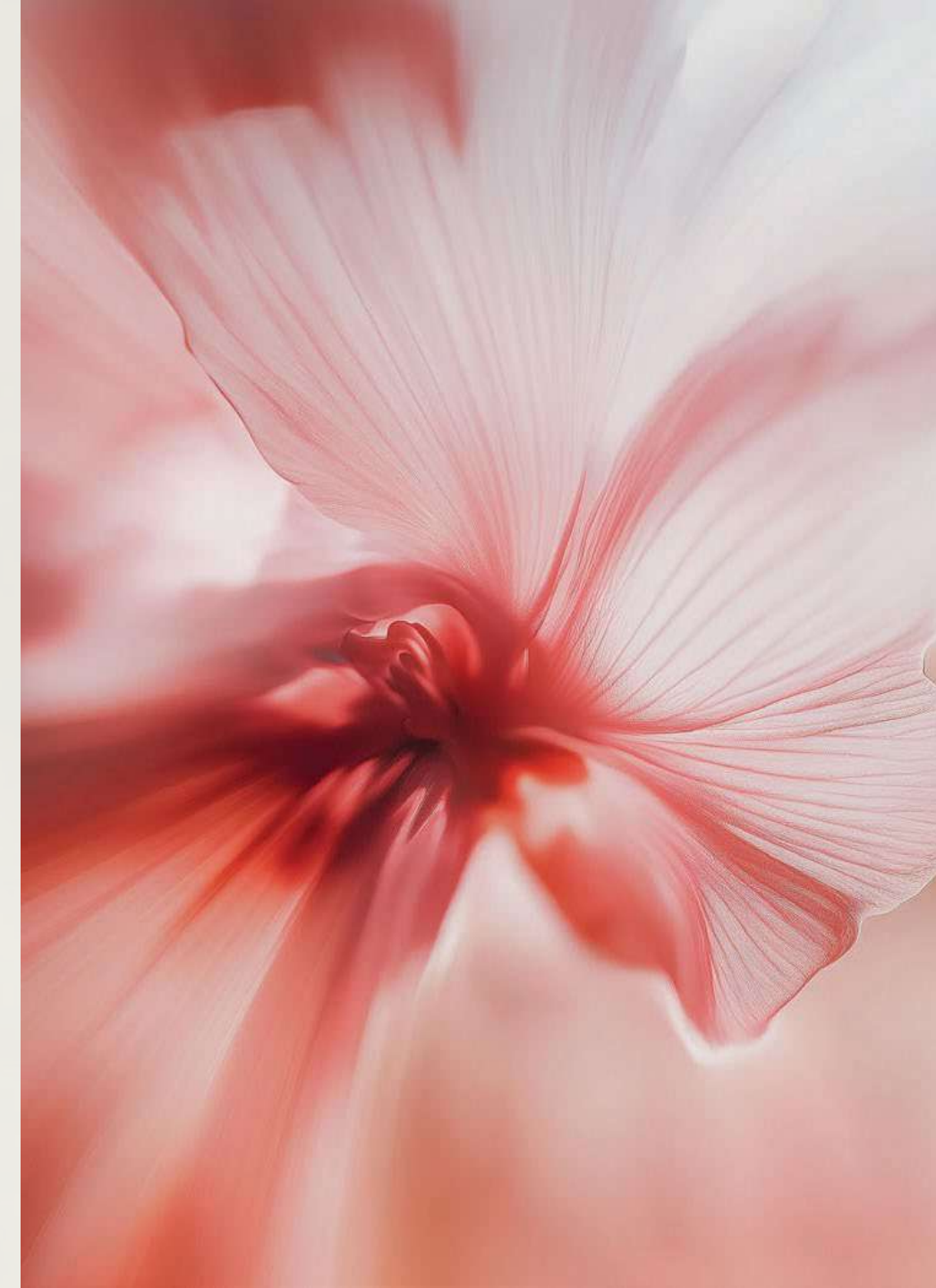


A FIRST CLASS ISLAND SETTING: EXCLUSIVE, SERENE, AND CLOSE BY

Across the water from the city's vibrant core, Dubai Islands presents an exceptional beachfront retreat where every moment balances serenity and connection.

With immediate beach access at SHOAQ, residents enjoy seamless harmony between luxury living and a prestigious resort-like lifestyle.

Luxury resorts, scenic parks, promenades, and waterfront activities converge with world-class dining, shopping, and entertainment, blending seaside tranquility with urban vibrancy.



SHOAQ شوق



Unparalleled views, framed only by the sea.

SHOQ شوق

Dubai Island

Deira Islands Mall

Mina Rashid

Infinity Bridge

Gold Souk

International Modern Hospital

Dubai Hospital

Burjuman

The Elite English School

Victoria International School

Canadian Specialist Hospital

Pristine Private School Main Campus

The Apple International School Primary Campus

Dubai International Airport

Clemenceau Medical Center Hospital

Swiss International Scientific School in Dubai

Dubai

Dubai Creek

Dubai Mall

Downtown Dubai

Business Bay

DIFC

Safa British School

Collegiate International School

Jumeirah

Burj Al Arab

Jumeirah Beach Coast

SHOAQ

PROJECT



A PRIVATE OASIS AT YOUR DOORSTEP

CLEAR VIEWS OF THE BEACH SURROUND YOU

Offering both privacy and breathtaking, unobstructed views, these residences are thoughtfully nestled among lush greenery right at the water's edge.

Sea-level townhouses feature wraparound windows that flood interiors with natural light, seamlessly connecting indoor and outdoor living. Above, spacious 1-bedroom, 2- and 3-bedroom apartments, and a bespoke penthouse are crafted to embrace openness, light, and the pure island bliss.





LIVING EXPERIENCE WITH
SEAMLESS SEASIDE CONNECTION



NATURE'S SIGNATURE TOUCH

SHAPING SPACES WITH A SENSE OF OPENNESS

The building's design seamlessly integrates the charm of the shore into its architecture. The architecture's angular form ensures each corner is bathed in natural light, offering privileged views of the beach or the city with panoramic vistas.

Wraparound glazing is framed by travertine, while wooden soffits add a touch of warm elegance. Every space is designed to invite the outdoors in, filling each room with natural light and creating a sanctuary that uplifts the spirit, offering guests the gift of serenity and sophistication.





LUXURIOUS DROP-OFF: MAKING AN UNFORGETTABLE FIRST IMPRESSION

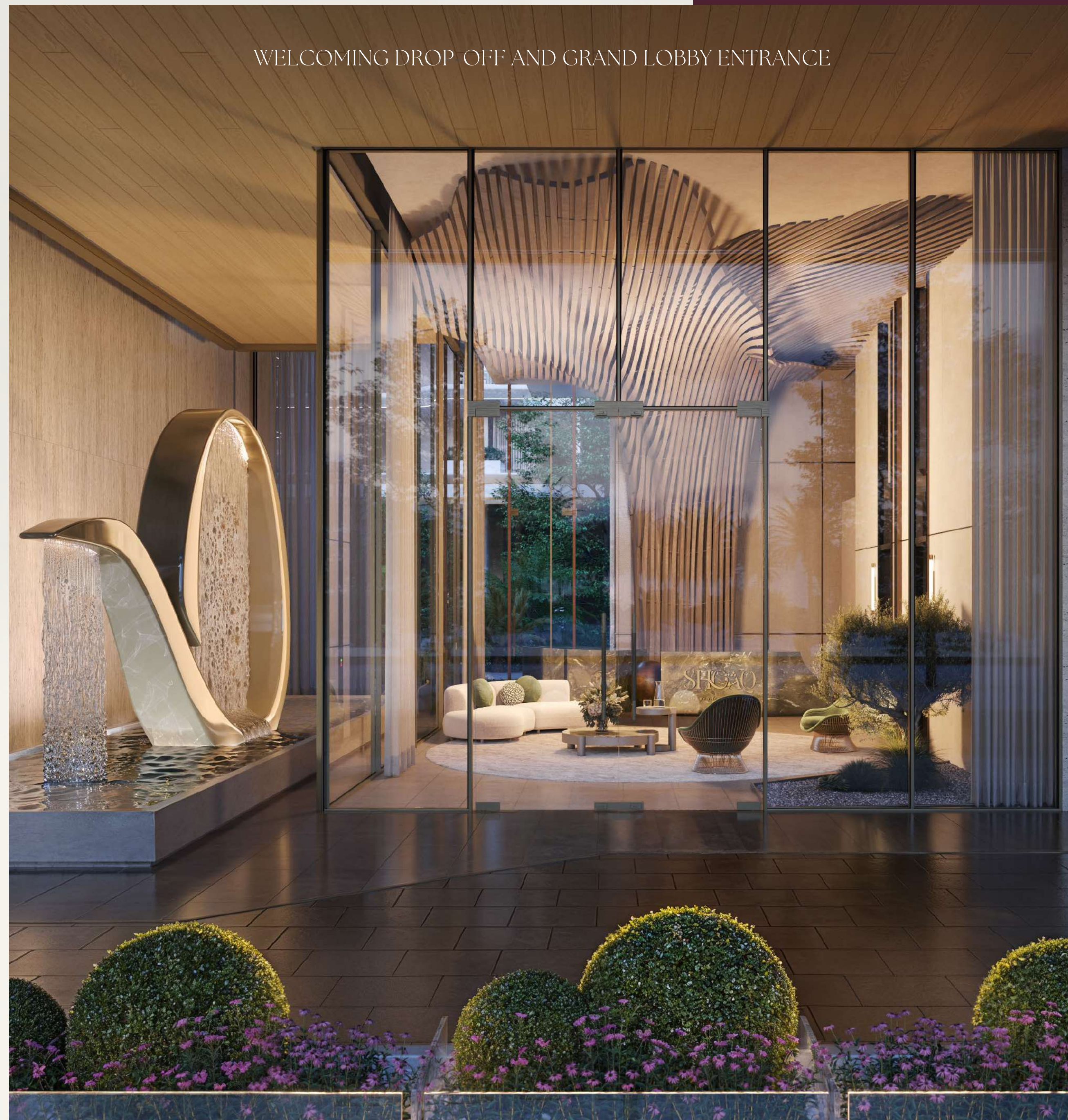
EMBRACE TRUE REFINEMENT UPON ARRIVAL

Upon arrival, a welcoming drop-off and gentle water feature guide you to the exquisite lobby, where thoughtful design and nature-inspired elements come together.

Inside, an arboreal wooden structure evokes the graceful form of a tree, complemented by organic shapes, plush seating, and refined finishes.

Brushed bronze, emerald-infused hues, marble, and wood create a timeless ambiance that redefines modern luxury.

WELCOMING DROP-OFF AND GRAND LOBBY ENTRANCE



REFINED LOBBY
AND SERENE WAITING LOUNGE



SHOAQ

PROPERTY

PANORAMIC SEAVIEW BALCONIES
YOUR PRIVATE ESCAPE



CHERISH THE FUSION OF CITY'S CHARM AND NATURE

YOUR HAVEN AMIDST ELEGANCE

Experience a perfect balance of comfort and flexibility
in SHOAQ's 1-, 2-, and 3-bedroom apartments.

With a city backdrop and serene surroundings, these homes
offer the privacy and tranquility of a retreat, inviting you to
relax in unparalleled beachfront sophistication.



1-BEDROOM UNIT
ELEGANT LIVING AND DINING SPACE





1-BEDROOM UNIT
TRANQUIL MASTER SUITE



SHOAQ شوق





CAPTURING MOMENTS OF BEACHFRONT BLISS

INTERIORS DESIGNED TO INSPIRE AND SOOTHE

Step into serene living spaces where contemporary elegance meets shoreline beauty. Floor-to-ceiling windows invite breathtaking views and an abundance of natural light, seamlessly connecting the indoors with the outdoors.

Gorgeous fixtures, including refined wood panelling, porcelain tiles, and bronze accents, create a timeless aesthetic. Soft emerald hues and brown-tinted glass evoke the tranquil beauty of sunset over the shore, offering an atmosphere where luxury and emotional connection become one.





2-BEDROOM UNIT
CONTEMPORARY DINING AREA AND OPEN KITCHEN



2-BEDROOM UNIT - STYLISH LIVING ROOM
WITH NATURAL LIGHT



SHOAQ شوق





3-BEDROOM UNIT – EXPANSIVE LIVING
AND DINING EXPERIENCE



A CULINARY MASTERPIECE IN EVERY DETAIL

A SYMMETRY OF ELEGANCE

Creating a statement of sophistication by blending ergonomic design
with elegant form.

Spacious walk-in pantry and thoughtful storage solutions define
convenience, while marble-effect countertops and top-tier appliances
enhance every aspect of high-end living. This fusion of function and style
is what you need to elevate the mood and greet guests for your night life
and private get-togethers.





3-BEDROOM UNIT – CHEF'S KITCHEN
WITH PREMIUM FINISHES



WITNESS THE ESSENCE OF HIGH-END LIVING UNFOLD

BEACHFRONT TOWNHOUSES THAT REDEFINE LUXURY

Discover a coveted collection of duplex townhouses where timeless design meets nature's beauty.

Expansive layouts seamlessly integrate with generous glazing, framing sweeping sea views. These residences invite natural light and island elegance, featuring airy interiors, gardens that flow directly onto the shore, and elevated bedrooms offering panoramic vistas—a true expression of refined beachfront living.





FOUR EXCLUSIVE TOWNHOUSES
WITH PRIVATE GARDENS



SPACIOUS TOWNHOUSE LIVING ROOM
WITH REFINED FINISHES



ELEGANT TOWNHOUSE MASTER BEDROOM
– A PRIVATE SANCTUARY

SHOAO BY AVENUE
DEVELOPMENT



PRIVATE TOWNHOUSE GARAGE
WITH DIRECT ACCESS



AN EXCLUSIVE BEACHFRONT PENTHOUSE

YOUR SERENE RETREAT ABOVE IT ALL

A singular expression of timeless elegance, this four-bedroom penthouse offers expansive sea and city views.

Thoughtfully designed interiors feature an open kitchen, luxurious living areas, and sleek finishes. A private pool, terrace garden, and versatile multi-purpose room provide seamless spaces for leisure or personal pursuits. Experience serene seaside living elevated to an art form.



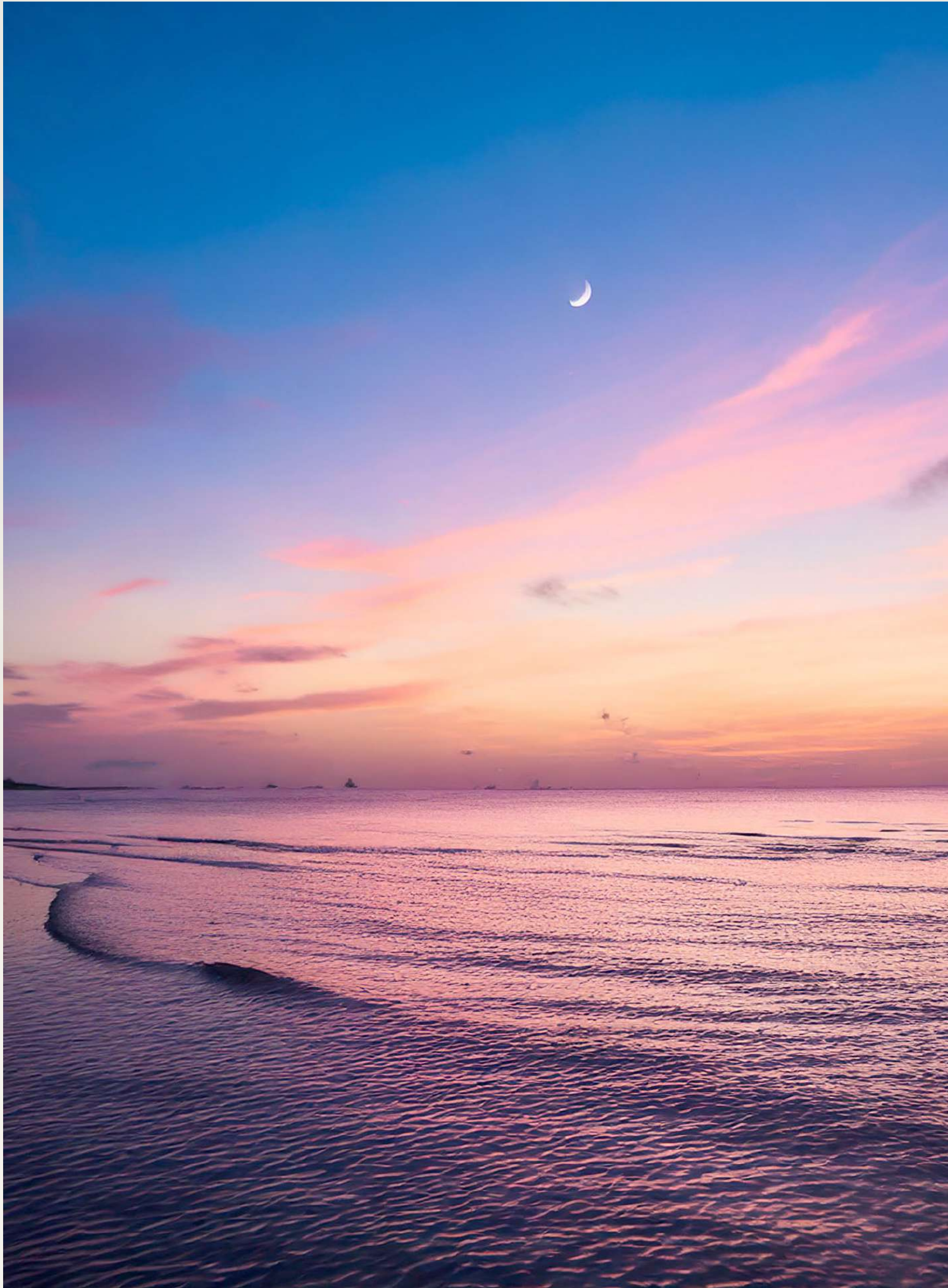


EXPERIENCE THE ESSENCE
OF HIGH-END COMFORT



PENTHOUSE PRIVATE GARDEN
A GREEN OASIS ABOVE THE CITY

SHOAQ شوق



PENTHOUSE MASTER BEDROOM WITH BREATHTAKING SEAVIEWS





A SANCTUARY OF SOPHISTICATION

WHERE ELEGANCE MEETS EVERYDAY SERENITY

Immerse yourself in refined comfort with bespoke bathrooms finishes and meticulously crafted joinery.

Sleek surfaces and high quality fixtures blend effortlessly with elegant vanities and polished countertops creating a tranquil retreat that transforms daily rituals into moments of indulgence.

SOPHISTICATED TOWNHOUSE MASTER BATHROOM WITH LUXURY TOUCHES





AMENITIES

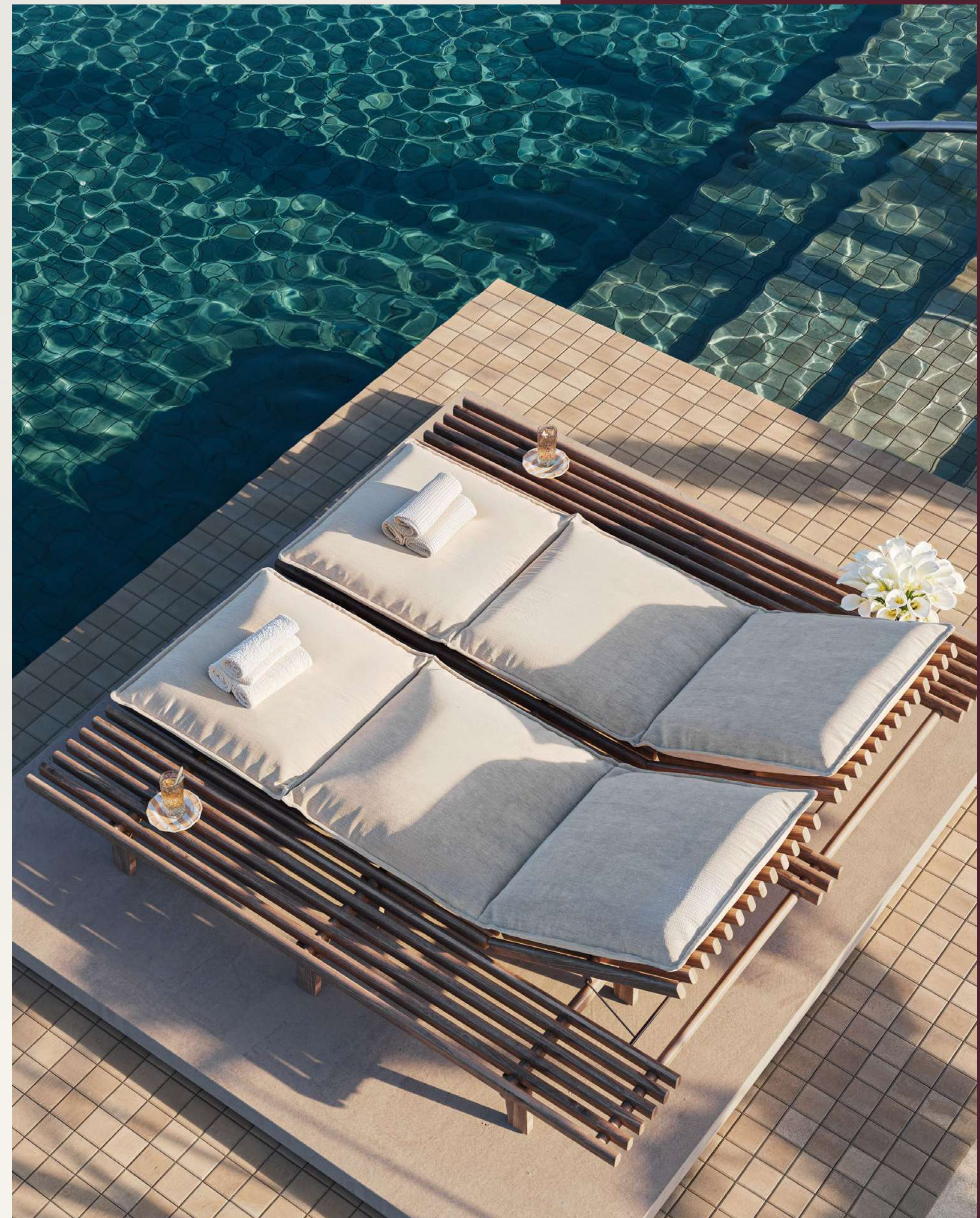


LOUNGE AND REFRESH ON THE SUNDECK AND POOL

RELAX, RECHARGE, AND ENJOY THE SKYLINE

Above it all, where the sea meets the sky, lies a realm crafted for pure indulgence. The rooftop pool shimmers like a jewel, inviting you to drift beneath an open panorama of sweeping landscapes and serene horizons.

Frameless balustrades blur the edges of the view, while shaded loungers invite you to recline in cool tranquility. Whether seeking exclusivity or time for a celebration, this elevated escape offers a perfect stage for life's most cherished moments.





INFINITY POOL WITH BREATHTAKING ROOFTOP VIEWS



ELEVATE YOUR FITNESS JOURNEY

Discover a new level of well-being in a space
that's energizing as it is refined.

With state-of-the-art equipment and a vibe
that balances intensity and calm, this gym is
designed for everyone from beginners to pros.

Whether you're working toward weight loss or
simply unwinding, it's the perfect place to meet
your fitness goals.





STATE OF THE ART GYM
AND WELLNESS RETREAT





INDULGE IN VIEWS DESIGNED TO PUT YOU AT EASE

Step onto the terrace, where every moment is an invitation to unwind.

With sweeping views of lush greenery and horizons beyond, this peaceful sanctuary blurs the lines between indoors and out, prolonging the tranquil beauty of your home in every breeze.





AWAKEN TO REFINED TRANQUILITY

WHERE COMFORT MEETS SCENIC ELEGANCE

Bask in the warmth of sunlit serenity, where tasteful design, home smart systems, and expansive views create an inviting retreat.

Set against a picturesque city backdrop, each bedroom offers a harmonious blend of elegance and comfort, ensuring restful nights and inspired mornings.



SHOAQ



SHOAQ

DEVELOPER

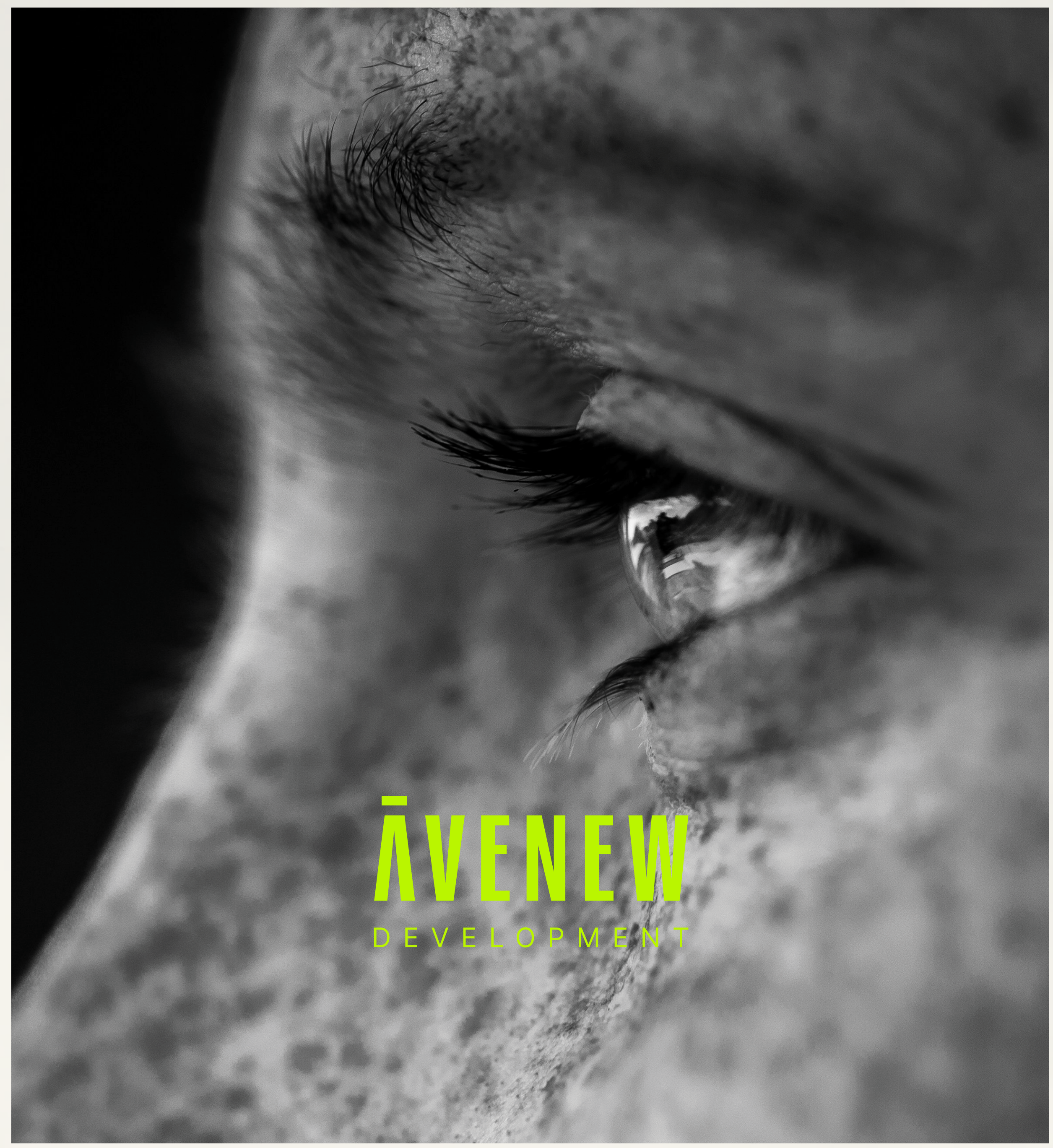


RETHINKING THE FUTURE OF LIVING

AVENEW Development goes beyond real estate to create thoughtfully designed, high end communities that blend comfort with sophistication. With a focus on crafting homes that elevate everyday living.

AVENEW aims to redefine modern comfort by shaping not just residences, but experiences where people can connect, and create lasting memories.

Founded and born in Dubai in 2024 with a vision to craft homes that elevate everyday living, We believe a home is more than just a space—it's where life's finest moments unfold.





800AVENEW

avenewdevelopment.ae

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LIFE BY THE ENDLESS BLUE

AVENUE
DEVELOPMENT