



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.



- **INVESTMENT INSIGHTS:**

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

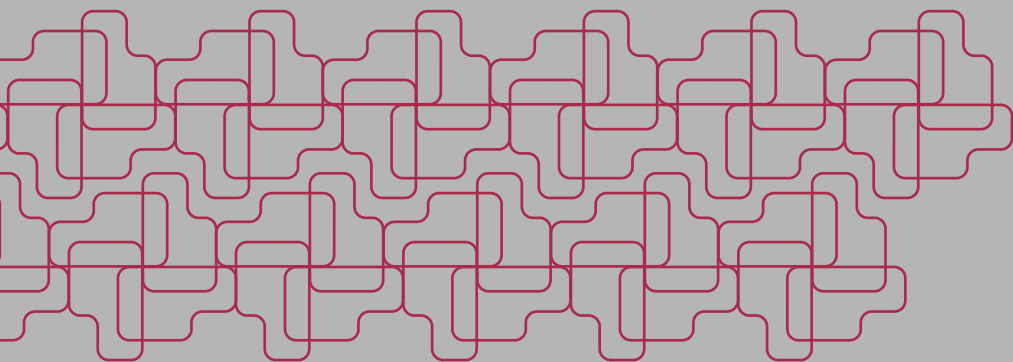


- **TRUSTED DEVELOPERS:**

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

Visit Us: www.prop971.com

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



society
house

DOWNTOWN • DUBAI

GATHERING OF THE
LIKE-MINDED.



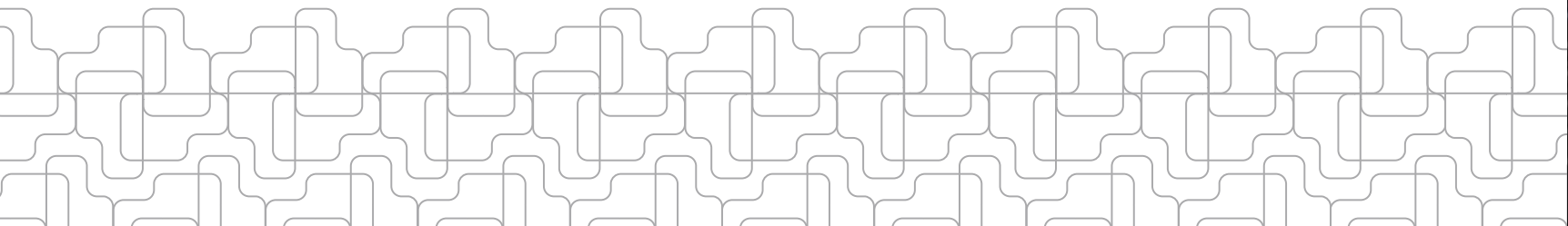
society
house

DOWNTOWN • DUBAI

society house

D O W N T O W N • D U B A I

- Introduction
- Downtown Dubai
- Units & Configuration
- Interior Design & Finishes
- Exterior Design
- Amenities
- The Developer
- The Team



DOWNTOWN'S CALLING

INTRODUCTION

COME HOME
TO SOCIETY
HOUSE
& BELONG
SOMEWHERE
EXCEPTIONAL.

INTRODUCTION

EVERY CHOICE YOU'VE MADE IN LIFE

HAS LED YOU RIGHT HERE.

THIS MOMENT.

THIS PLACE.

SOME CALL YOU RESTLESS.

WE CALL YOU DRIVEN.

AMBITIOUS. INSPIRED.

INTRODUCTION

THERE'S ONLY ONE PLACE

THAT CAN MATCH THE MOVEMENT,

MAGIC AND MOMENTUM

YOU BRING TO THE TABLE.

ONLY ONE SPACE

WHERE YOU AND THE SELECT FEW

JUST LIKE YOU GATHER.

INTRODUCTION

DOWNTOWN
DUBAI IS
WAITING
FOR YOU.

MAKE
IT YOURS.



DEVELOPMENT OVERVIEW

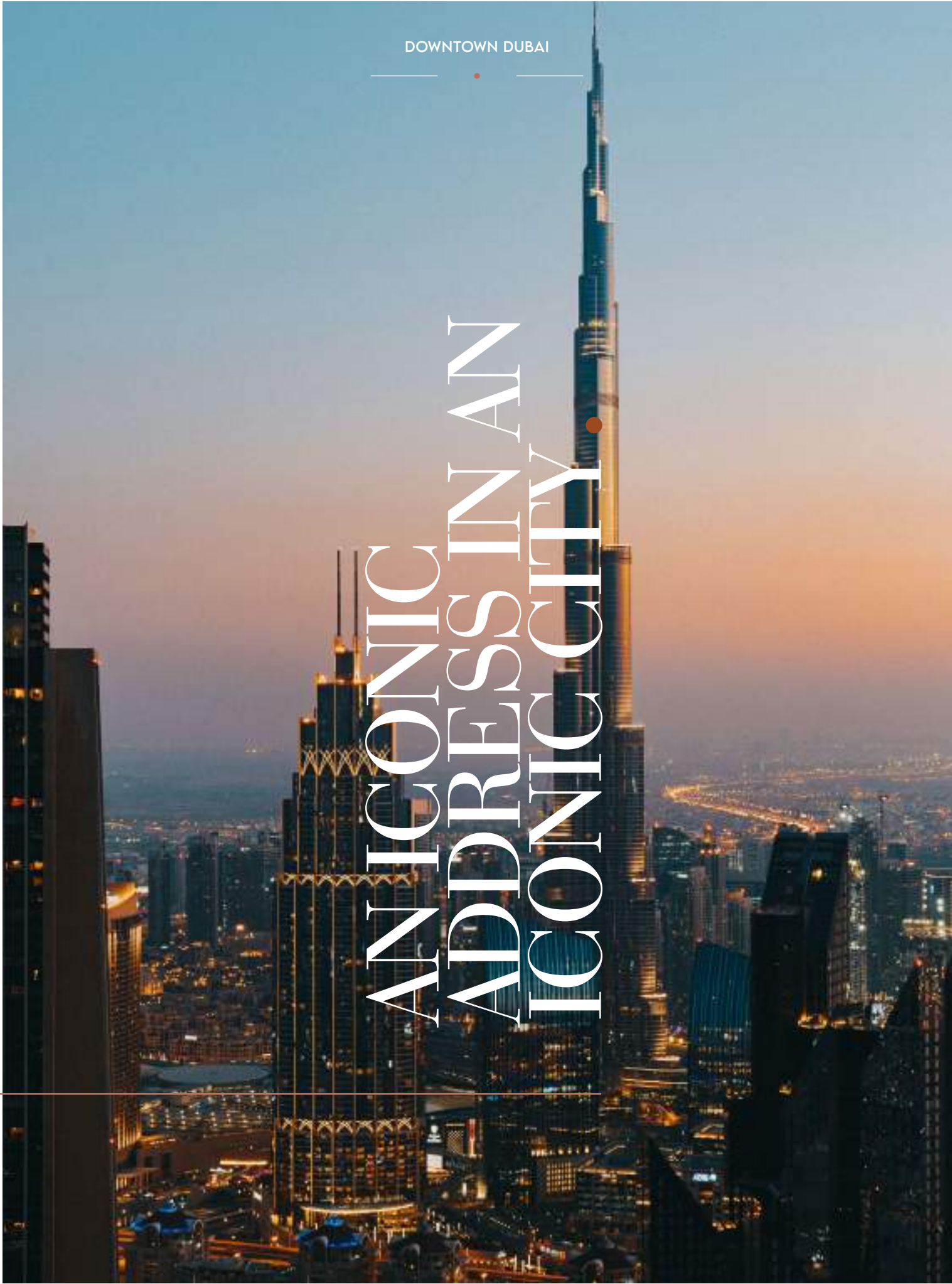
DEVELOPMENT OVERVIEW

A BOLD VISION FOR BOLD INDIVIDUALS.

SOCIETY HOUSE IS MORE THAN
A RESIDENTIAL DEVELOPMENT. IT'S THE INNER
CIRCLE WHERE THE DRIVEN, ACCOMPLISHED
AND LIKE-MINDED GATHER.

The vision with Society House Downtown was
to create a purpose-finished HQ from which
playmakers and jet-setters could enjoy their
world. The building would be a reflection of their
never-ending drive and would exist as a symbol
in the world's most dynamic city.

It would be a place where they could come to
feel like they truly belonged, surrounded by like-
minded individuals who valued the same pursuit.
And so Society House Downtown
opened its doors.



DOWNTOWN DUBAI

AN ICONIC
ADDRESS IN AN
ICONIC CITY.

DOWNTOWN DUBAI



DOWNTOWN DUBAI
-WHERE CUISINE,
NIGHTLIFE
AND COUTURE
INTERSECT.

IF YOU'RE LOOKING
FOR A PLACE TO SEE AND BE SEEN,
DOWNTOWN DUBAI IT IS.

This electrifying neighbourhood is home to some of the city's most iconic landmarks - not least of which is the world's tallest building, the Burj Khalifa. From a business hub steeped in culture to cult-status brands and dining, Downtown Dubai quite literally has it all.

A short stop from the city's main business district, it's the place ideal for those who want it all.



DOWNTOWN DUBAI

DOWNTOWN DUBAI

HIGH SOCIETY.

society
house





UNITS AND CONFIGURATIONS

UNITS AND CONFIGURATIONS

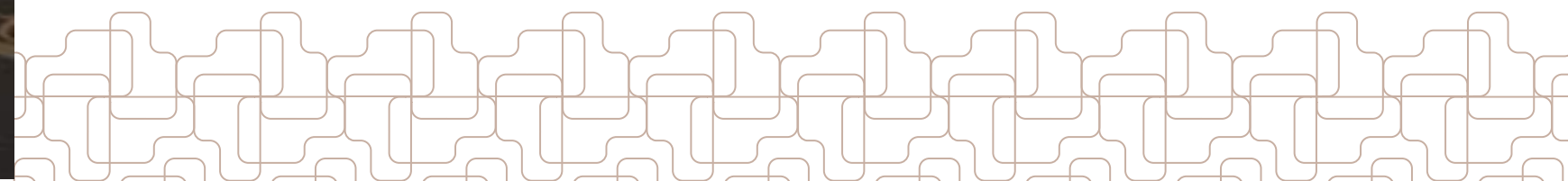
FEEL AT HOME, UNITE IN TASTE.

THIS ISN'T YOUR AVERAGE ADDRESS. SOCIETY
HOUSE IS FOR THOSE SELECT FEW WHO APPRECIATE
BEING A LITTLE CLOSER TO THE ACTION.

Those whose ambitions no few bounds. Those who
feel drawn to the undeniable magic and energy of
downtown life.

Those like you. The likeminded.
The move-makers, the operators, the visionaries who
see the world as an eternal opportunity, dressed in
different time zones.

This is your home. These are your people.



YOUR INNER-CITY SANCTUARY.

UNITS AND CONFIGURATIONS

UNITS AND CONFIGURATIONS

WHATEVER
YOU NEED IS WAITING
FOR YOU HERE.



SOCIETY HOUSE DOWNTOWN WAS
DESIGNED WITH BOTH AESTHETICS AND
FUNCTIONALITY IN MIND.

The building's floor area and height are carefully balanced to create a structure that's both beautiful and practical. The result is a tower that is as striking as it is purposeful.

Society House consists of 404 fully and semi furnished units, spaced across various configurations to match whatever life you lead. The units are spaced over 52 floors, with apartments structured into zones, from micro units on the lower floors and zones up to the expansive 3-bedroom corner units.

Studio starting from: 354 sq.ft / 32.89 sq.m

1 Bedroom starting from: 688.62 sq.ft / 63.98 sq.m

2 Bedroom starting from: 1158 sq.ft / 107.60 sq.m

3 Bedroom starting from: 2839 sq.ft / 263.71 sq.m

INTERIOR DESIGN AND FINISHES

INTERIOR DESIGN AND FINISHES

UNSTRUCTURED IN DISCRETION





INTERIOR DESIGN AND FINISHES

REFINED BY
NATURE.

INTERIOR DESIGN AND FINISHES



EVERY
FEATURE
CONSIDERED.
EVERY
ELEMENT
CURATED.

DOWNTOWN LIVING ISN'T JUST ABOUT
BEING CONNECTED OR HAVING THE BEST
OF EVERYTHING.

It's about taking a considered view of
every element that makes up the ideal
inner-city residence, from the furniture
and finishes to the art and amenities.

And when it comes to finishes, we've
hand-selected only the best. Marble, brass
and gold add a touch of discernment,
while rich textures and bold patterns give
the space a striking feel.

This all comes together to create a space
both stylish and modern, yet feel warm
and inviting. The perfect place to escape,
belong, entertain and feel connected.
What more could you want?



EXTERIOR DESIGN

EXTERIOR DESIGN

BE FLOORED, OVER 52 TOWERING STOREYS.

EXTERIOR DESIGN

A NATURAL ICON IN THE SKY.

EXTERIOR DESIGN

YOUR PRIVATE OASIS, IN THE CENTRE OF HERE AND NOW.

BEING CONNECTED TO DOWNTOWN IS ONE THING. BUT FEELING
CONNECTED TO A WIDER WORLD IS SOMETHING ELSE ENTIRELY.

Which is why, we've carefully integrated four vertical gardens into the
structure of Society House, bringing calm and balance where
it's needed most.

The vertical gardens are not only beautiful, but add a unique layer to modern
living, creating an oasis of green in the least likely place. Curved lines and
vast volume contribute to the space's unique design, enhancing the facade
and the seamlessly never-ending views.



A WORLD IN HERE
TO MATCH YOUR
WORLD OUT
THERE.

AMENITIES



AMENITIES

EVERYTHING YOU
COULD WANT,
EXACTLY WHERE
YOU WANT IT.

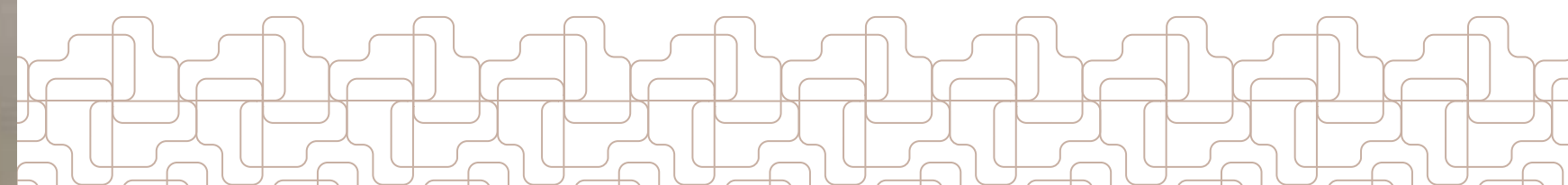
FOR RESIDENTS WHO LIVE FOR IT ALL, SOCIETY HOUSE DOWNTOWN HAS MADE SURE THAT THEY CAN HAVE IT ALL, RIGHT AT THEIR FINGERTIPS.

From a celebrity-like fitness routine to calming downtime and from vibrant entertainment to the odd business meetings, the thoughtful amenities at Society House will equip you for a world-class lifestyle.

Outdoor CrossFit 'box': Push the limits with a custom-built, championship outdoor box.

Fitness studio: Get moving with the finest equipment and latest fitness classes from our very own in-house fitness studio.

Golf simulator: Raise your game in our completely virtual indoor golf simulator.





AMENITIES

Residents lounge:
Sit back and take it all in from the comfort of your own private den, complete with bespoke furniture and fine finishes.



EVERY
THING YOU
COULD WANT,
EXACTLY
WHERE YOU
WANT IT.

Private cinema: Draw the curtain on your world, with the latest screening technology, viewing comforts and on-demand titles.

Serviced office space and meeting rooms:
It's all business, all pleasure with our considered in-house workspaces.

Outdoor horizon deck and bar area: Soak up the high life from the raised outdoor horizon deck and bar area, exclusive to residents.

25m lap pool: Make a splash in the residents-only sparkling lap pool.

Padel courts: Play for keeps with one of the world's fastest-growing outdoor sports in our resident court.

Kids play area: Family is everything. Which is why little ones can have afternoons of unforgettable, safe fun in our resident outdoor play area.







AROUND DOWNTOWN



SHOPPING

- Dubai Mall

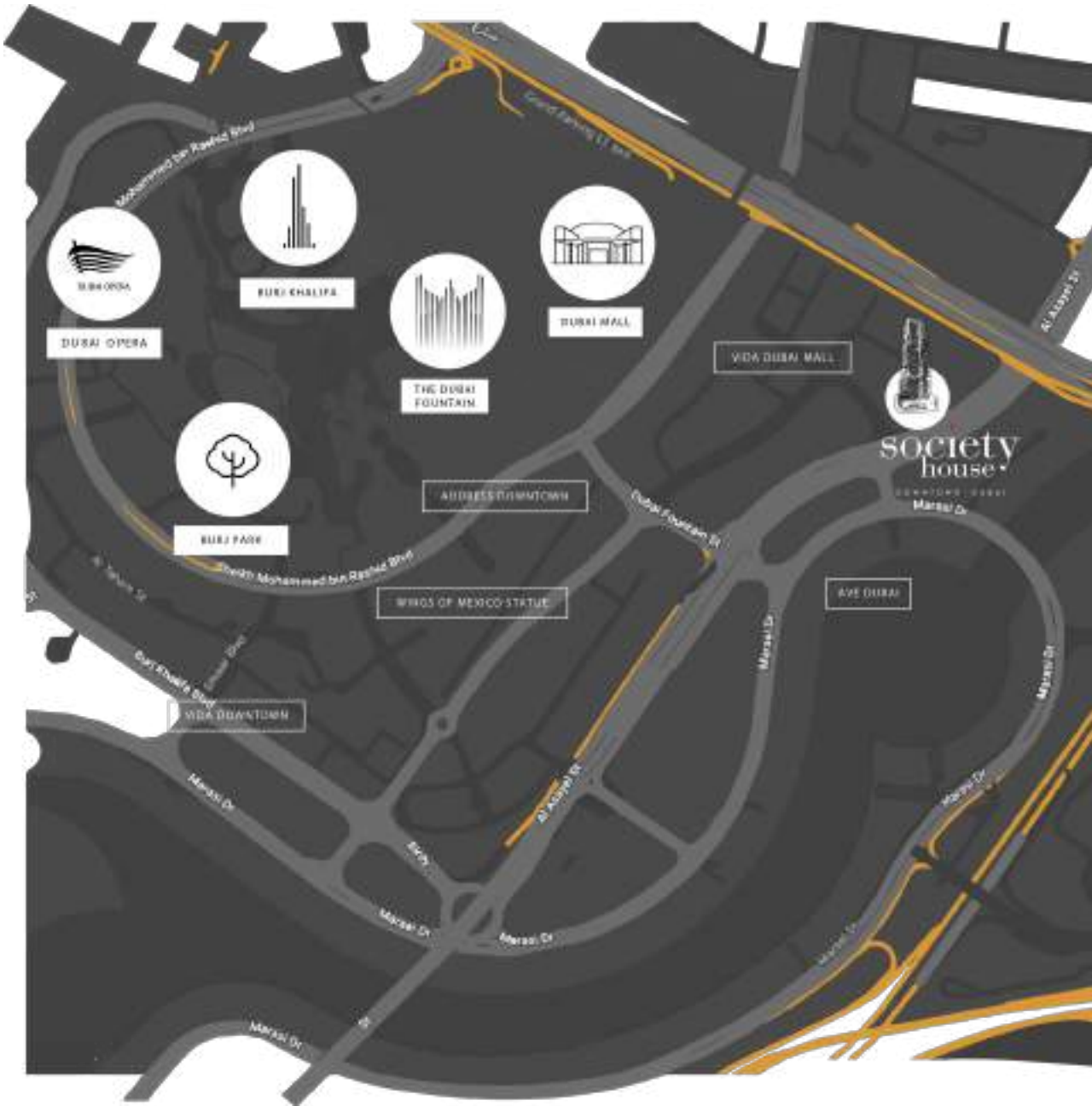
RESTAURANTS

- Amelia
- Paul Café
- GIA
- Café Bateel
- The Restaurant At Address Downtown
- Duomo
- Time Out Market Dubai

BARS & PUBS

- Double Decker Pub
- Bay Club
- The Garden
- The Coins English Pub
- Lolita Pool & Bar
- The Tap House Downtown
- The BLVD Lounge
- Balcony Bar

AROUND DOWNTOWN



ART & CULTURE

- Museum of The Future
- Burj Khalifa
- The Dubai Fountains
- Dubai Aquarium & Underwater Zoo
- Dubai Opera

CONNECTIVITY

- Dubai Mall Metro
- DIFC
- Business Bay

THE DEVELOPER



MHD ANAS A. KOZBARI
MANAGING PARTNER & CEO, IGO

MOAFAQ AL GADDAH
CHAIRMAN

THE DEVELOPER

MOAFAQ AL GADDAH
CHAIRMAN

‘Driven’ is the word that captures Moafaq Al Gaddah, Chairman and Founder of the MAG Group Holding, from this, Invest Group Overseas (IGO) was born.

The phenomenal success of the group and its rise from humble beginnings to the giant empire is a testament to his entrepreneurial spirit and intuitive foresight. Under Al Gaddah’s dynamic leadership, the MAG Group Holding has diversified across all sectors of the economy, making it an integral force in the progress of the UAE and the wider region.

MHD ANAS A. KOZBARI
MANAGING PARTNER & CEO

The immense success of Invest Group Overseas (IGO) to date comes from the core values that embarked on business by Dr. MHD Anas A. Kozbari, the Managing Partner and CEO of IGO.

Under Dr. Kozbari’s leadership, the upmost regard for top quality product, a strong business code of ethics and an eagerness to build a global footprint with a different approach to business, has led IGO to where it stands today.

THE TEAM



Engineering & Contractors
NEXT ENGINEERING

Led by renowned architects Nazih Mohamad Markiz, Ahmed Medhat, the Next engineering team has delivered multiple successful projects in UAE and the region. The key ingredients in their success is their talented team and wide experience. They have delivered exceptional design ideas and solutions for their clients through the innovative blending of human needs and urban developments.



Architectural Design
WANDERS WAGNER HUSSAIN

Wanders Wagner Hussain is a well-known architectural and engineering firm based in Dubai. The team, led by Dominic Wanders, Richard Wagner, and Mir M. Hussain, consists of international architects, designers, and engineers who work together to create sustainable concepts for residential, commercial, and cultural projects.



Strategic Advisory
THE DEVMARK GROUP

Established as the UAE's most experienced development marketing and sales consultancy, Devmark specializes in partnering with developers to expedite the sale of their projects and maximize their return on investment. Led by Sean McCauley, CEO & Richard Aybar, Managing Director, Devmark leverages extensive market knowledge, a developer centric approach and integrated sales and marketing process to drive success for their clients.



Creative Development
FREEDM

Freedm, a unique global creative agency, specializes in Real Estate Marketing and has delivered multiple Real Estate projects successfully creating many "Sold Out" stories in UAE and the region. Led by Creative CEO Mimi Nicklin, the agency empowers and elevates global creative professionals without barriers or bias, resulting in industry-leading creative work.



YOUR VERY OWN VERTICAL DISTRICT.



IGO

SOCIETY HOUSE BY IGO

is developed by IGO Real Estate Development, a
branch of Invest Group Overseas LLC.

Over the last 18 years, Invest Group Overseas has proudly
become a significant contributor to the region's robust
growth by providing real estate developments and master
plans that offer premium properties with an established
reputation for quality, excellence, and global design.

Having consistently delivered to buyers and investors
across the region, IGO pursues the path of becoming a
leading force on quality project development.

At present, they continue to deliver landmark projects
that ensure maximum return on investment and contribute
significantly to the development and growth of their host
cities and countries.

Today, an expanded and impressive portfolio of premium
properties, which includes some of the most sought-after
properties by meticulous clients worldwide, serve as a
testament to IGO's well-deserved reputation as one of the
top regional investment companies.



IGO

WORLD-CLASS EXPERTISE



ISN'T IT TIME YOU
GATHERED WITH THE
LIKE-MINDED?

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