



WEST WHARF
AT BUSINESSBAY



“West Wharf is what I would best describe as unpretentious architecture with bold clean lines and simplicity of form. On completion, West Wharf will confidently stand apart as a distinctive development of timeless design and quiet elegance.” Hazel Wong, Architect.



North elevation facing the Creek

Dubai, United Arab Emirates

An Economic Overview

In recent times, the city of Dubai has become renowned for its groundbreaking property developments, innovative freehold investment opportunities and eye-catching architecture. The imagination and vision of the Emirate's rulers has led to legislation that has fostered the liberal business environment that has in turn driven this phenomenal achievement.



Dubai's economy has developed into one of the fastest growing in the world today and is fuelled by an expatriate population that is drawn to the Emirate by its tax free status, safe living environment and an extremely high standard of living. The economy grew by nearly 16% in 2005, a growth rate higher than that of China, an emerging superpower. Dubai's economy has successfully diversified to such an extent that in 2005, non-oil based business sectors such as real estate, information technology, training, media and finance captured an overwhelming share of the market representing 94.2% of GDP.

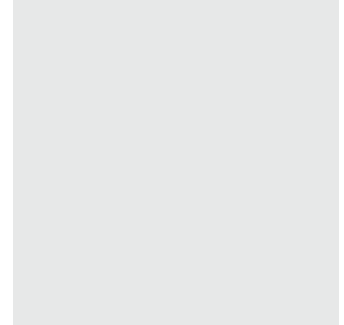
Currently, the value of real estate projects under construction or in their development phase exceeds US\$ 100 billion. There appears to be little slowdown in this activity; one quarter of the world's cranes are reputed to be in action in the Emirate, which is set for a bright and vibrant future.



Business Bay

Global Markets on Your Doorstep

Business Bay is the brainchild of Dubai Properties, who intend this freehold development to consolidate the Emirate's position as the business capital of the region. Business Bay is one of the most significant urban property developments currently under construction anywhere in the world. It will be home to many of the world's leading companies and will draw comparisons with international business centres such as Tokyo, London and New York's Manhattan.



This 'city within a city' will span 5.95 million square metres (64 million square feet), and involves dredging and extending the existing Dubai Creek all the way to the Dubai coast to create a series of expansive winding canals.

First phase sales of the project have already generated revenues of approximately AED 20 billion (US\$ 5.44 billion) and as subsequent phases are introduced to the market, investment is expected to exceed the AED 200 billion mark.

Business Bay will contain in excess of 230 mixed-use towers designed to appeal to the top tier of international businesses, investors and residents. Developers from across the globe are actively pursuing investment opportunities in Business Bay.

Strategically located next to Dubai International Financial Centre (DIFC) and the Burj Dubai Community, Business Bay will enjoy easy access to the centre of the current business community on the Sheikh Zayed Road thoroughfare that connects directly with Dubai International Airport and neighbouring emirates.

Corporate Finance House (CFH) The Developer



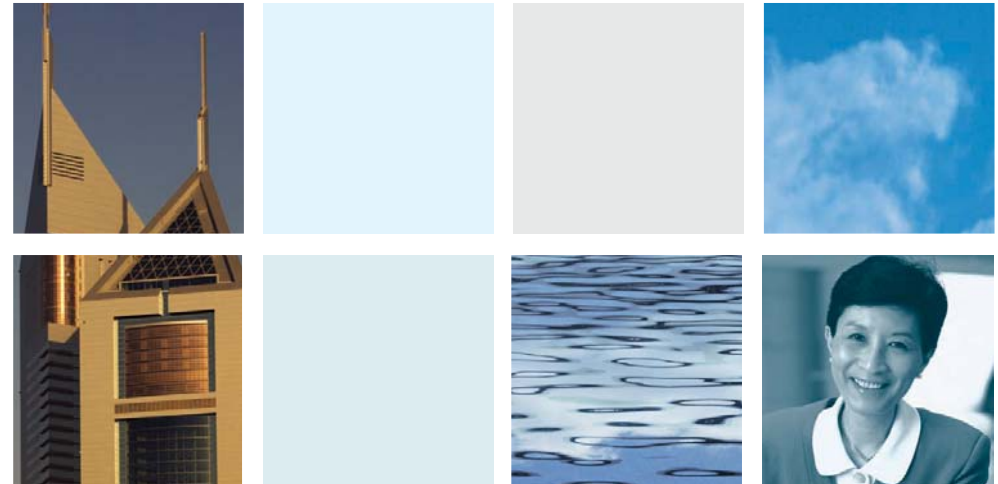
CFH specialises in private equity, corporate and real estate finance. The company plays an active role in managing its own private equity and real estate funds. As owners representatives in a number of major multi-contract projects across the Middle East, CFH is mandated to negotiate contracts in complex projects exceeding US\$ 250 million. CFH administers the US\$ 55 million MERE0 I & II real estate funds that develop residential and commercial property in Beirut, Dubai, Amman, Doha and Abu Dhabi.

CFH will soon open an office in Riyadh to complement its existing operations in Dubai and Beirut. The company acts as a financial advisor for debt and private equity placements, IPOs, debt restructuring, leveraged buy-outs, divestments and mergers & acquisitions. CFH works with mid-sized corporations, banks, private equity firms, high-net-worth individuals and family owned businesses. Territorially, the company places a strategic investment focus on the Middle East, GCC and the Levant.

CFH has established a subsidiary firm, CFH Consultants that will supervise all the construction management works of the company. CFH Consultants will be run by top professionals in their field to ensure the standard and quality that CFH aspires to.

CFH
Investment Banking

RMJM, Projacs and Smart Moves West Wharf Team



RMJM – Architectural Consultants

This acclaimed UK based architectural firm has interests that span the globe and is ranked among the top 20 professional practices in the world.

Widely acclaimed for the last 50 years, RMJM's exceptionally talented team of creative professionals create an engineered aesthetic that aims to 'transcend, rather than follow fashion'. The timeless results of this approach are evinced in high profile developments across the UK, Asia and the Middle East.

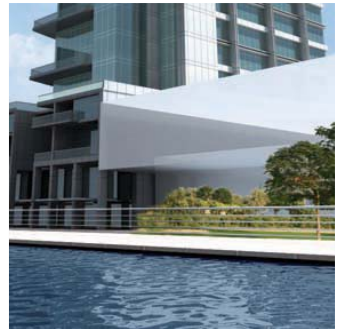
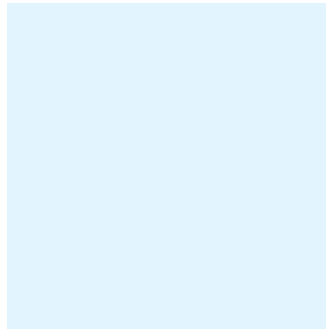
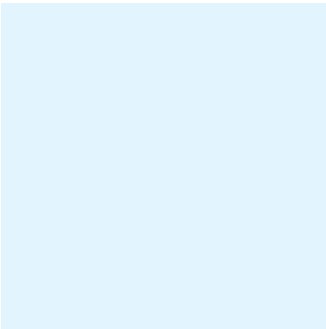
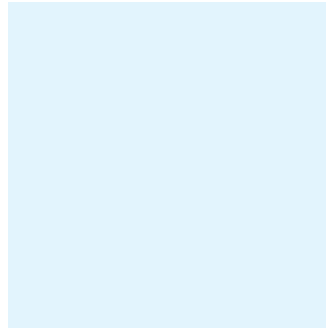
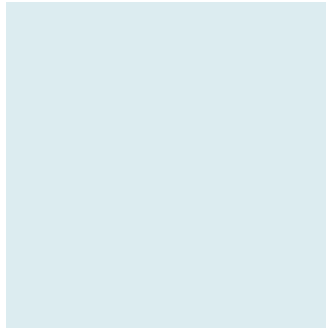


Hazel Wong

Architect Hazel Wong has professional experience in North America and the Middle East. Hazel's unrelenting commitment to design excellence has fostered her reputation as one of the leading architects in the region. Hazel's overriding philosophy is to accomplish a balance between function and innovation, within time and cost constraints, enabling her to create distinctive and compelling architecture.

This has led to her success in a plethora of prestigious design competitions, most notably the internationally acclaimed Emirates Towers in Dubai, UAE which, at the time of completion in the year 2000, was one of the ten tallest buildings in the world.





Projacs – Project Management

A leader in its field, Projacs provides ongoing construction management services encompassing the entire spectrum from pre-design through to completion and to ensure that all project requirements are fully realised.

With 14 major offices spanning the Middle East, North Africa, Asia and Europe, Projacs has over 500 professional staff offering customised services to various clients in both public and private sectors.



Smart Moves Real Estate LLC – Sales and Marketing

Smart Moves is one of Dubai’s leading independent property consultants providing high-end service in all aspects of property to customers in the UAE, Europe and across the globe. Smart Moves specialises in residential, commercial and investment opportunities and assists property owners in selling and letting their properties.

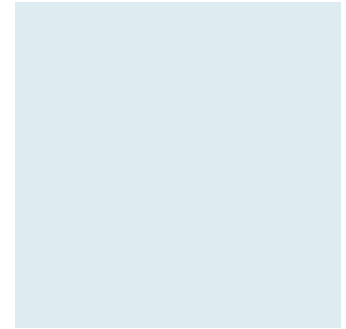
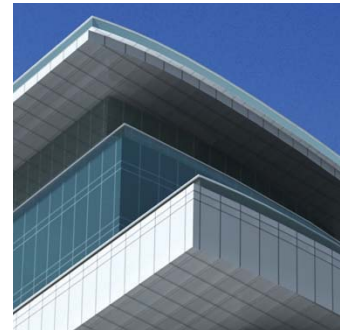
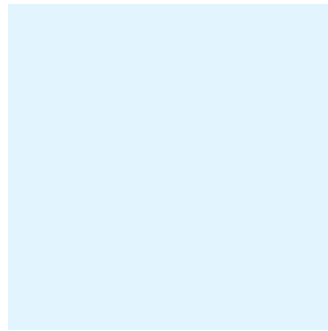
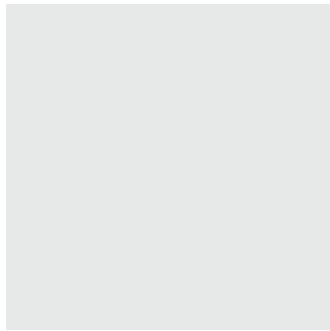
The Smart Moves consultancy also provides services in the areas of sales and marketing, finance and property law creating value for a growing number of satisfied clients. Smart Moves understands the unique pressures of living in this busy, vibrant city and is committed to delivering exceptional results as standard.



West Wharf

A Masterpiece in Modern Living

West Wharf, designed by the award-winning Hazel Wong, is one of the finest residential buildings to be launched within the prestigious Business Bay development. It is a carefully conceived proposition that will become an architectural benchmark others will aspire to.



West Wharf benefits from close proximity to the best of Dubai, with a view of the Burj Dubai, the world's tallest tower, and the remarkable twisting design of the 'Dancing Towers'. Centrally located and on the doorstep of DIFC, West Wharf enjoys easy access to a carefully planned road network, water taxis, and Dubai's new state-of-the-art metro line.

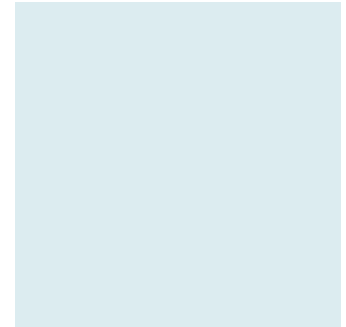
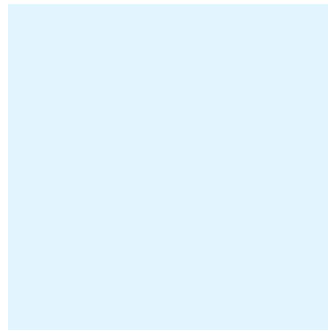
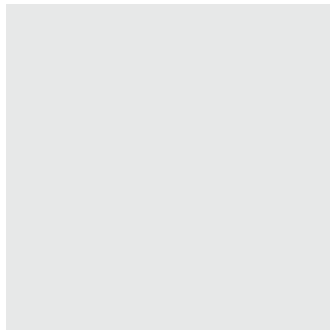
Quality of life is at the centre of the project's inspiration with restaurants, cafés, retail outlets and deluxe hotels situated nearby. Lifestyle aspirations will be effortlessly achieved through a fusion of harmonious design, desirable location and the exclusive offerings of the building itself.



Artistic rendering of the south-west elevation

Outside West Wharf Building Facade

A wonderful assimilation of form and function, West Wharf inspires through its modern, chic, clean-line design that promises to evolve into one of the most desirable addresses in Dubai.



Occupying a prime location on the Business Bay waterfront, West Wharf provides 18 floors of ultra-luxurious accommodation comprising stunning lofts and townhouses in the podium, together with studios and simplex/duplex apartments in the main building.

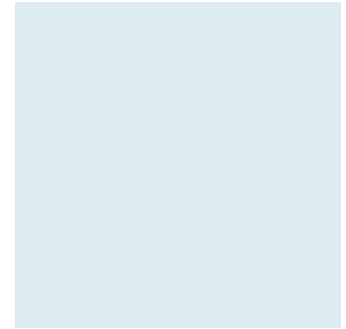
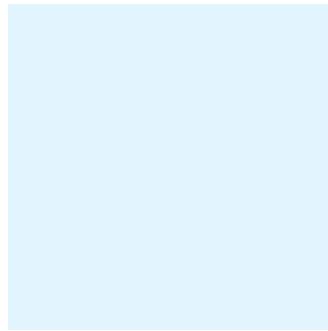
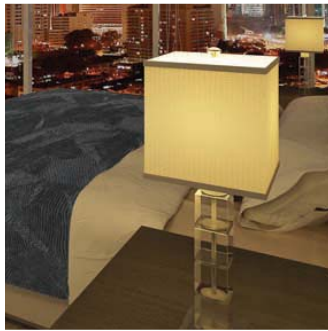
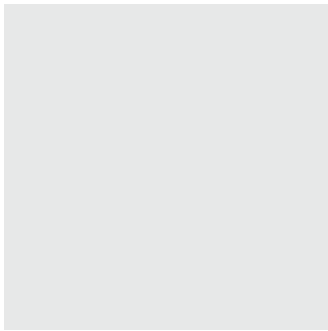
The iconic signature circle that tops the building helps to identify the structure amongst what will become a thriving urban area.



Artistic rendering of the Creek-side walkway

Inside West Wharf Art You Can Live In

Each luxury apartment is engineered for modern living, with spacious balconies offering panoramic vistas and high loft ceilings.



Building access is through a sparkling double-height entrance lobby, finished throughout in marble, stone and timber and managed by a 24-hour concierge. In addition to retail units and cafés, a gymnasium and Jacuzzi, a landscaped pool deck and swimming pool that overlooks the waterfront will contribute to a residential offering of the highest possible quality.

The apartments efficient layouts are offset by the thoughtful and beautiful design of the living spaces, together with the detail and quality of the fixtures and fittings.

West Wharf Essentials

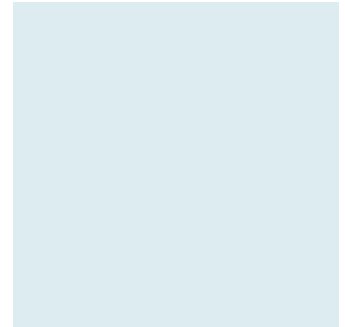
- 18-storey residential building
- Three underground parking levels
- Seven metre high retail space on the ground floor
- 1-bedroom lofts and 3-bedroom townhouses on level 1
- Gym, pool, Jacuzzi and separate changing rooms on level 2
- Studios and 1-bedroom units on levels 3 – 6
- Studios, 1 and 2-bedroom simplexes and duplexes, and 3-bedroom units on levels 7 – 14
- Duplex penthouses on levels 16 – 17
- Simplex penthouse on level 18 with the building's signature circle



Artistic rendering of a Creek-facing balcony

West Wharf Interiors Modern Living

The majority of units have floor to ceiling, full-height glazing, which maximises natural light, and creates a perfect frame for the genuinely dramatic landscape of the new Business Bay skyline.



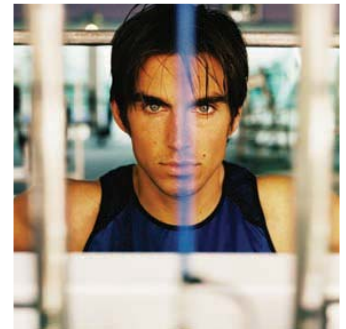
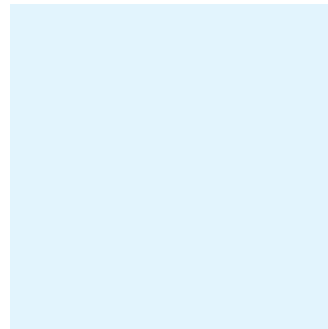
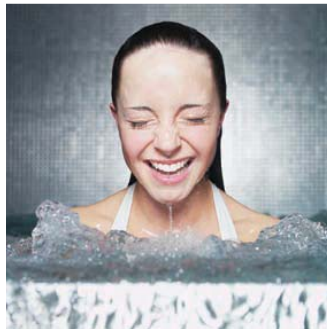
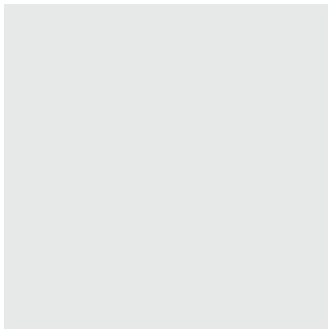
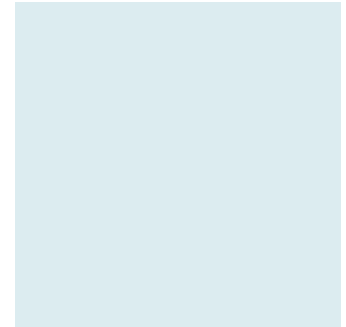


Artistic rendering of a townhouse living room

West Wharf Details

Features and Amenities

Showcasing world class architectural and interior design, West Wharf offers 18 storeys of residential units ranging from studio apartments to luxury penthouses.



Features

- IT outlets in each room (TV, telephone, data)
- High speed Internet facility
- Door entry intercom
- Central air conditioning
- Access control and CCTV
- Covered parking
- Emergency generators and fire alarms

Amenities

- Swimming pool and Jacuzzi
- Separate showers and changing rooms
- Fitness centre and gymnasium
- Landscaped pool deck with spectacular Creek view



Infinity pool



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