



## Boulevard Plaza



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BURJ DUBAI



## At the epicentre of success

### Boulevard Plaza

- Commanding symbol of corporate success
- In the vibrant heart of Burj Dubai Downtown
- Next to Burj Dubai, the world's tallest tower
- Situated on Burj Dubai Boulevard, downtown's sweeping thoroughfare
- A signature building designed by architects of international renown.
- Surrounded by pulsating urban life – dining, entertainment and shopping options within walking distance

Boulevard Plaza is both inspired and inspiring. Designed to complement Burj Dubai, it is a commanding symbol of style and status within the Boulevard's unique architectural collection. A place where top business minds and decision makers come together and futuristic companies gain their competitive edge.

## Boulevard Plaza

One of the world's most desirable business addresses on the Burj Dubai Boulevard



# Boulevard Plaza

In the heart of the new Dubai



- The most sought-after business address within Burj Dubai Downtown
- Strategically positioned adjacent to the Burj Dubai Business Hub
- Near the region's financial capital – Dubai International Financial Centre and the Dubai World Trade Centre
- On Dubai's major transport routes – Sheikh Zayed Road and the upcoming Burj Dubai Metro Station
- With easy access to the wide range of exclusive residential developments within the Burj Dubai Downtown area

This is exactly where you want your company to be. In the most prestigious square kilometre on the planet, with the world's tallest building right outside your window. It is the ultimate corporate address that truly reflects your companies status, style and ambitions.

## A design that demands attention



- Inspired by the traditional layers found in Islamic architecture
- Two towers on a common podium: G36 storeys and G30 storeys
- Clothed in exquisite glass, metal and stone skin
- Publicly accessible landscaped viewing deck and reflecting pool overlooking the Burj Dubai Tower
- Rising above the Boulevard with its dining and shopping outlets circling the Downtown at Burj Dubai District
- Dramatic views of surroundings including Burj Dubai Lake and Lake Park
- 3000 covered parking spaces on 10 levels
- Linked by pedestrian walkways to Dubai's upcoming metro rail system

Even among the architectural wonders of Downtown Dubai, Boulevard Plaza stands out as an awe-inspiring masterpiece. As the two towers rise, they bend inwards forming two deep shadowed arches. The design takes full advantage of the surrounding views while adding elegance to the Downtown at Burj Dubai skyline.





## Inspiring interiors

- Luxurious lobby interiors of marble and granite complemented by richly coloured timber veneers throughout
- Light and spacious working environment
- Central cores containing lifts, toilets, pantry, service rooms and fire escape

All you could wish for is here. The very highest standards of design, combine with the ideal location to provide a business environment that attracts attention and invites success.



# Place your business here!

## Boulevard Plaza

### Burj Dubai Boulevard

This vibrant, colourful avenue will be the dynamic core of the entire development. Featuring endless shopping, entertainment and socialising options, the Burj Dubai Boulevard will constantly bustle with life and create a colourful access into Downtown Dubai.

### Boulevard Crescents

The urban chic of the striking buildings will provide an exclusive downtown retreat, with the city at its feet and the iconic Burj Dubai the most prominent feature of its skyline. Surrounded by open water and calming greenery, The Residences offers a haven of stylish symmetry.

### Burj Dubai Lake Park

This vast area of greenery and open water will provide an antidote to the stress of daily life. With extraordinary landscape designs and imaginative gardens, this will be the place to laze in the sunshine, play sport, go boating, or even take one of the water taxis across Burj Dubai's lake to meet friends.

### Burj Dubai

The global landmark, Burj Dubai is the brilliant core around which Downtown Dubai revolves. Designed to be the world's tallest building, it will tower high above the city. Not a mere victory of numbers, it is a symbol of the human spirit's triumph over the impossible.

### The Old Town

This low-rise lifestyle choice reveals flavours of the vibrant Arabic tradition. It is the village within the city, brought alive by its people. By day, the fusion of stalls, boutiques, parlours and coffee houses adds spice to an alluring way of life. By night, abundant vitality spills out onto the lantern-lit streets, where diners savour the uplifting sounds of live music.

### Burj Dubai Business Hub

Located in the heart of Dubai, Burj Dubai Business Hub is a choice well-made by entrepreneurs and businessmen alike. With the burgeoning of many businesses in Dubai making it competitive by the day, Burj Dubai Business Hub is the right place to establish your business.

### Burj Dubai Lake Hotel & Serviced Apartments

Managed by a leading luxury hotel group, this 60-storied tower reaches into the sky with luxurious and elegantly appointed serviced apartments and a 210-room hotel. These apartments are for outright sale, offering the owner all the benefits of a perfectly located, fully serviced pied-a-terre whenever he needs it. While the hotel aims at giving the world new definitions in luxury and leisure concepts.

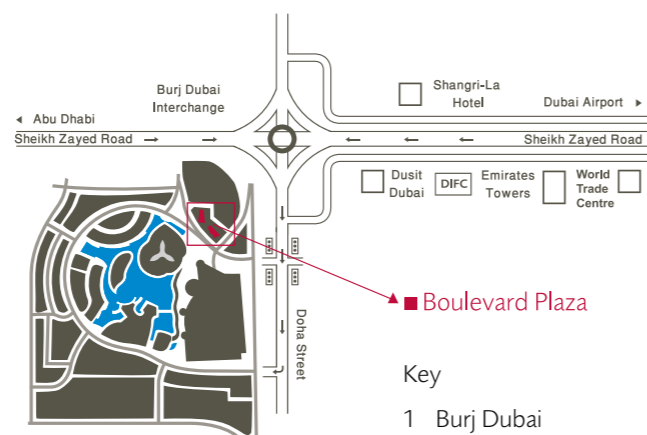
### The Dubai Mall

This light vibrant space is poised to be the largest mall on the planet, as extraordinary in scale as it is in design. With an impressive array of leisure pursuits, including a world-class aquarium, fashion show arena, gold souk and an ice rink, The Dubai Mall will revolutionise the modern shopping experience.



Every world-renowned city has its own distinctive downtown: the focal point which defines the character and tempo of the city. This is the place where momentous business decisions are made and, at the end of a rewarding day, the location of choice to relax and have fun.

# Masterplan



## Key

- 1 Burj Dubai
- 2 The Dubai Mall
- 3 The Old Town & The Old Town Island
- 4 Burj Dubai Boulevard
  - a) Boulevard Plaza
- 5 Boulevard Crescents
  - a) The Residences
- 6 Burj Dubai Lake Park
- 7 South Ridge
- 8 Burj Dubai Business Hub
- 9 Burj Dubai Lake Hotel and Serviced Apartments
- 10 Burj Dubai Metro Station
- 11 The Lofts
- 12 Burj Views
- 13 Boulevard Walk

Whilst Dubai is taking its place as an international capital, the Downtown Burj Dubai is an urban masterplan equal to the city's dynamic growth. Home to the world's tallest building, the unique shopping experience of The Dubai Mall and the Burj Dubai Boulevard will give the project not just unprecedented scale, but depth, variety, and sophistication.



## Downtown Dubai

Live the life



- Surrounded by the vibrant culture of Downtown Burj Dubai
- Close to a range of stylish hotels – ideal for business travelers and guests
- A wide choice of cafes, high-fashion shops, and pulsating promenades
- Easy access to The Dubai Mall, the largest mall in the world
- Delectable dining options

Downtown is where it all happens – where the world comes to shop, dine, entertain, socialize, work and live! And at Boulevard Plaza, you are at the centre of it all!





## Features & Amenities

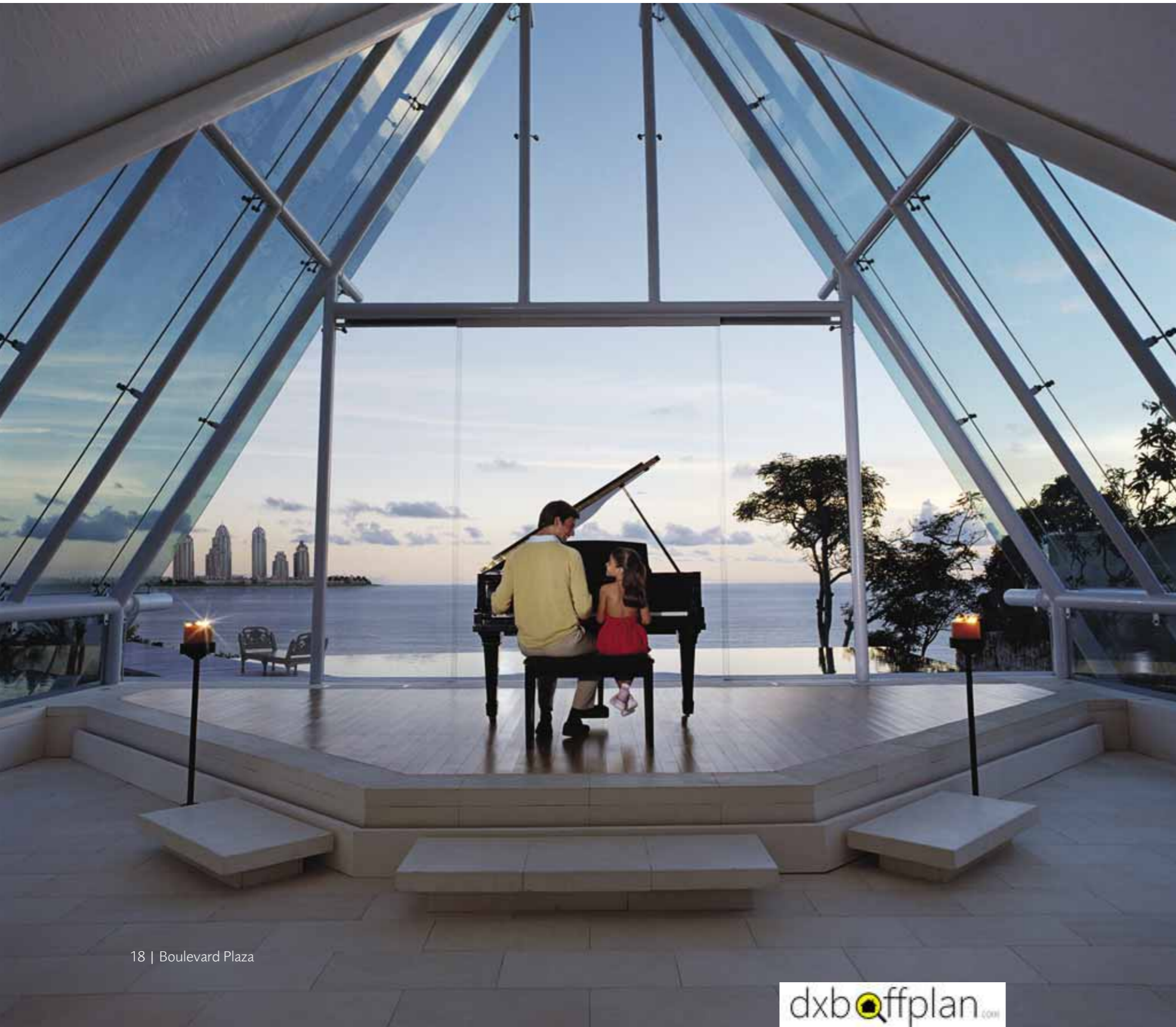
### Amenities and Addition Features

- Two office towers on a common podium
- Central cores containing lifts, toilets, pantry, service rooms and fire escape
- High speed internet access capability
- CCTV cameras and access control, monitored from a central security system
- 24-hour security
- Remote access card for car parking
- Podium deck level with access to conference rooms, food & beverages outlets, health & fitness centre, squash courts and gym.
- Ground floor lobbies with access onto retail units within the podium level
- Retail outlets on the Boulevard
- Landscaped surroundings
- Conference facility



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## Emaar builds 21st century Dubai



- Founded in 1997
- Public Joint Stock Company and listed on Dubai Financial Market
- Pioneered free-hold ownership and rent-to-own concept in the region
- More than 14,900 homes delivered to-date
- Building a diverse range of world-class communities

Emaar is driving force behind Dubai's meteoric rise, the region's premier property developer and the company whose vision is shaping the city's future. Emaar's achievements include Dubai Marina, an entire city built on the shores of a man-made marina; Arabian Ranches, a unique equestrian-themed residential development in the desert, Emirates Living and Emaar Business Park.

Don't miss this opportunity to  
put your company  
at the epicenter of success!

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