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**Press Release**

## **Deyaar Garners Unprecedented Interest Ahead of Scheduled Sales Event for ‘The Atria’ in Business Bay**

### *Online Booking Registration for Purchase of Exclusive Hotel Apartments Outpaces Number of Units Available*

**Dubai-UAE: 23 April, 2014** – Deyaar Development PJSC, a customer-focused, trusted and valued developer with in-depth market intelligence and property management expertise, today announced record online booking registrations for purchase of luxury hotel apartments at ‘The Atria’ in Business Bay, validating the unprecedented demand of the development among investors in the UAE and around the region.

The response comes ahead of the sales event scheduled for 6 April at the Conrad Hotel Dubai on Sheikh Zayed Road from 9:00am - 6:00pm. Deyaar will allocate 162 units in total comprising 50 per cent of the upscale hotel apartment units for sale at the event.

Saeed Al Qatami, CEO of Deyaar, said: “The enthusiastic online pre-registration response we have received for ‘The Atria’ is testimony to our standards of excellence and the trust placed in us by our customers. Deyaar has been a pioneer in the industry, and our collaboration with UK-based designers, yoo Studio has helped this project develop a unique style and character.

“An aesthetic example of urban upscale community living, ‘The Atria’ embodies a minimalistic and stylish living space that seamlessly blends form and function to create a distinctive ‘culture’ ambience. We are confident that The Atria will be an exceptional addition to our product portfolio and complement Deyaar’s pivotal role in the development of the region’s property landscape.”

The hotel apartment tower will feature studios, one, two and three-bedroom apartments and three bedroom duplex units across its 30-floor complex. Offering stunning views of the Burj Khalifa, Business Bay Canal and the Dubai Stables, the hotel apartment tower will sport a five-star spa, gym and infinity pool on the 25th floor, besides a select range of fine-dining restaurants. The tower is scheduled for handover by Q1 2017.

‘The Atria’ project marks the Middle East debut for yoo Studio, the design and lifestyle brand founded by acclaimed international architect and designer Philippe Starck and property entrepreneur John Hitchcox. The design house has worked with some of the biggest names in the industry including Jade Jagger, Steve Leung and Kelly Hoppen and has projects in 50 cities around the world, including Los Angeles and Hong Kong.



The Atria also signals Deyaar's foray into the hospitality sector in response to a call by Dubai's leadership for greater investment in developing realty solutions to serve the ever-increasing tourist footfall to the emirate.

.For more details, please contact 800 DEYAAR (339227) or go to [www.deyaar.ae](http://www.deyaar.ae).

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**Notes to Editor:**

**About Deyaar:**

Deyaar Development PJSC is a leading real estate developer and real estate services company, headquartered in Dubai. Since its establishment in 2002, the company has registered exponential growth to become an industry leader in the region, with a share capital of AED5.78 billion.

Deyaar is well-positioned to play a pivotal role in the development of the region's property landscape. The company's in-depth market intelligence, world-class services and unrivalled property management support for communities across diverse portfolios have firmly consolidated its pioneering status in the region's real estate landscape.

Combining excellence with a vision to create natural living environments while placing customers at the core of its strategies, Deyaar additionally serves as a one-stop real estate solutions provider. Under this profile, its scope includes the delivery of end-to-end property development and property management services, overseeing over 20,000 property units across the UAE. Deyaar also provides facility management services for its portfolio of more than 18,000 commercial and residential units. The company additionally spearheads an association management team to ensure the wellbeing of Deyaar's homeowners as a key priority.

Deyaar complies with the escrow legislation and relevant property laws in the UAE and is registered with the Real Estate Regulatory Authority under reference number 15/07.

**About yoo Studio**

yoo is a revolutionary property brand, enhancing the way like-minded individuals live, love and play the world over through original design.

Since 1999, yoo has partnered with the world's most visionary developers to design residences and hotels that are benchmarks for design-led living in over 27 countries.

The imaginative yoo Studio team of over 20 leading architects, interior and product designers provide a choice of looks and styles to suit the lifestyles of today's modern dwellers. Sourcing cutting-edge fittings and furniture from around the world, they create interiors that are imaginative, rare and individual - just like you.

**About yoo**

Co-founded by international property entrepreneur John Hitchcox and the world's most prolific creator Philippe Starck, yoo is one of the most imaginative property design and marketing companies in the world, designing residential, hotel and leisure developments that free people to live the way they want to live.

The mission of the yoo Studio and Creative Directors Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen and Steve Leung is to design amazing spaces so you can live, work and play better. Over the past ten years yoo has worked with developers across the world designing over 55 projects in over 27 countries throughout Asia, Africa, Australia, Europe, North and South America and the Middle East.

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