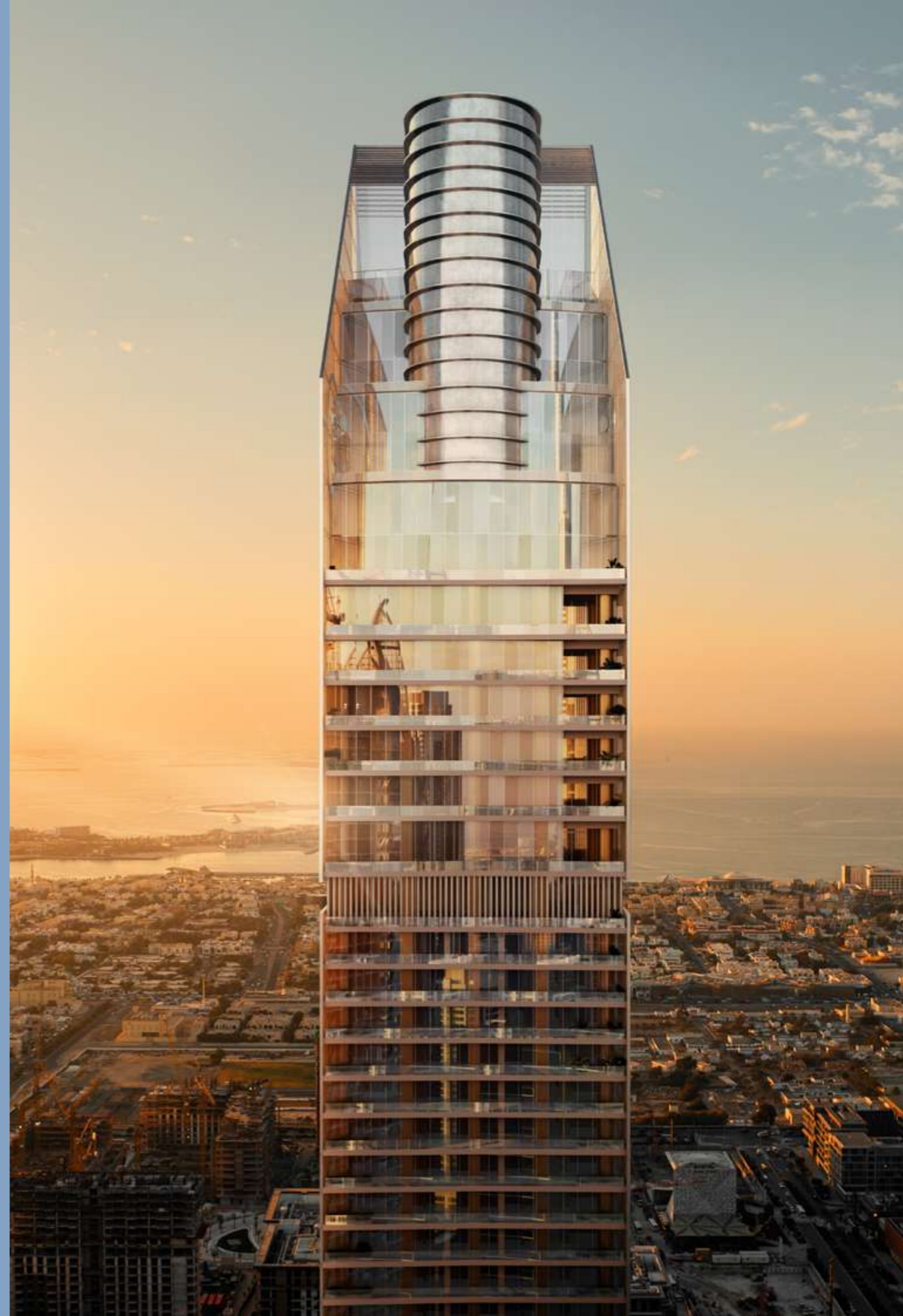


Mr. C  
**RESIDENCES**  
Downtown

BY  
IGNAZIO  
AND  
MAGGIO  
CIPRIANI

Quintessential Italian flair coming to  
one of Dubai's most exclusive neighborhoods.



# COME HOME TO MR. C

A curated downtown  
living experience,  
where every detail exudes  
elegance. A crafted world  
of luxury shopping, fine  
dining, and exclusive lifestyle  
destinations await.



**THE MR. C STORY**  
MODERN LUXURY  
BY THE FOURTH GENERATION OF CIPRIANIS

In 1931, on a tiny street off of Venice's magnificent Piazza San Marco, Giuseppe Cipriani, Sr. opened Harry's Bar. In the decades that followed, its welcoming atmosphere and thoughtful attention to detail made this intimate space an iconic destination for stylish locals and international visitors, including a who's who of European royalty, literary figures, and global celebrities.

Today, over 90 years later, brothers Maggio and Ignazio Cipriani, members of the fourth generation of the Cipriani family, have drawn on their rich familial history as well as their own 21st-century perspectives to create Mr. C, a luxury hospitality and residential brand for glamorous modern living.

Mr. C hotels and residences live up to the highest standards of design and are set in the most extraordinary global locations. Honoring the approach to service that began in their great-grandfather's single, thoughtfully conceived bar on Calle Vallaresso, the brothers have made personalized attention offered with genuine care an integral part of Mr. C's DNA.



## EXCEPTIONAL SERVICE FOR A LIFE WELL LIVED

Our dedicated team redefines excellence through personalized services tailored to resident needs, ensuring every moment is crafted with care for an unforgettable lifestyle experience.

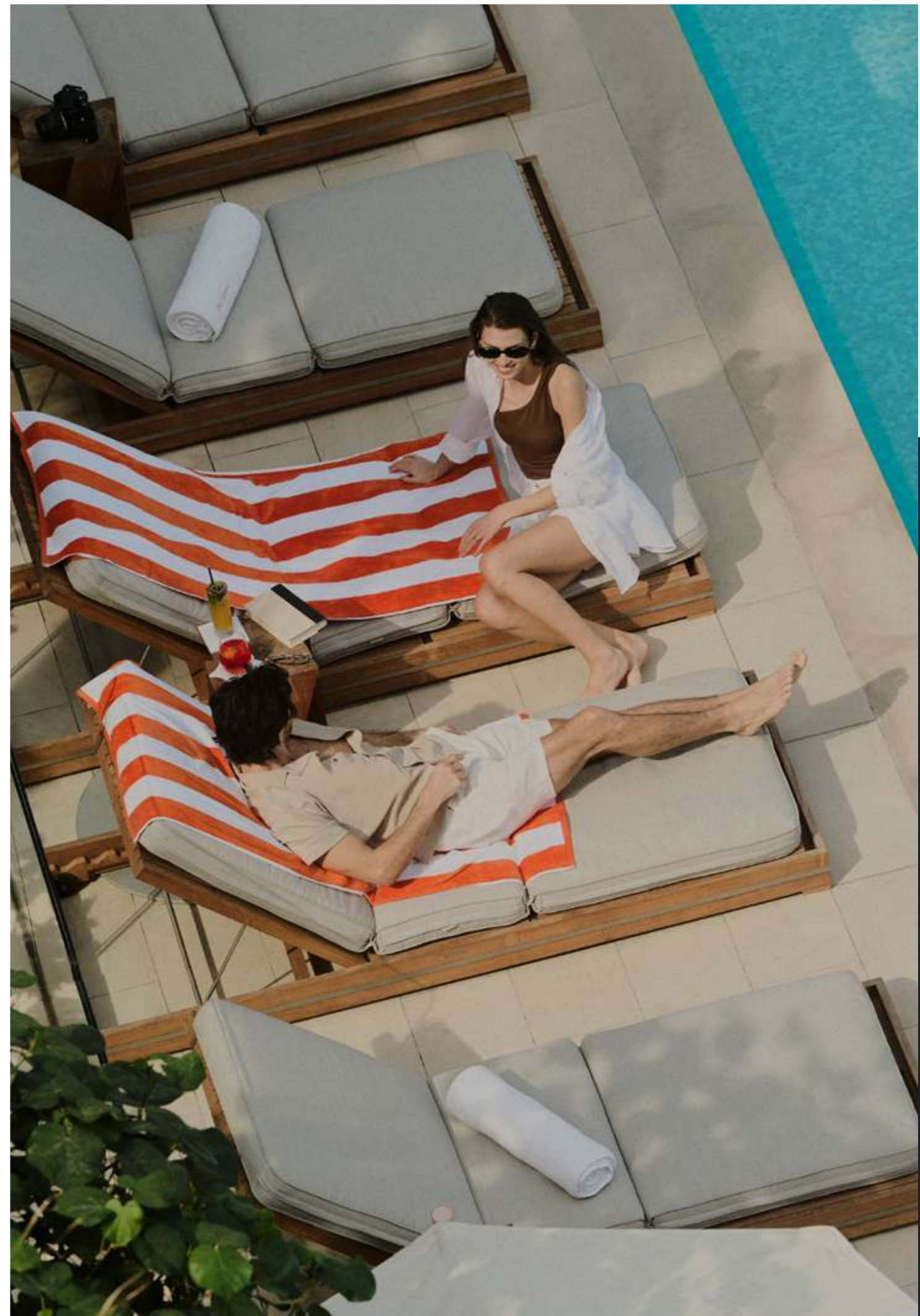
### SERVICES

- Designated Director of Residences
- Dedicated Mr. C Residents App
- Mr. C Private Global Office (exclusive access-only global lifestyle service)
- Butler Service
- 24-Hour Doorman & Security
- 24-Hour Valet & Drop Off
- Mr. C Property Management Team
- Mail & Package Rooms
- Exterior Window Cleaning
- Quarterly Air Conditioning Filter & Cleaning
- Private Pool Cleaning (applicable residences)

### A LA CARTE SERVICES

- Housekeeping Services
- Cleaning, Tailoring and Shoeshine Services
- Transportation Assistance
- Limousine, Car & Chauffeur Services
- Technology Assistance
- Business Support Services
- On-Call Emergency Medical Care
- In-Residence Private Dining by Bellini Chef

Owners at Mr. C Residences Downtown have exclusive access to a suite of benefits across the Mr. C portfolio of properties including preferred rates on hotel stays, signature dining, and access to select special events.



## EXCLUSIVE AMENITIES AROUND THE CLOCK

Mr. C Residences Downtown features an exquisite array of elegant amenities that enhance the living experience. Each curated space embodies Mr. C's dedication to simplicity, providing the perfect backdrop for memorable moments.

### AMENITIES

- Lobby Lounge with Curated Art Pieces
- Outdoor and Indoor Pools
- Fully Fitted state-of-the-art Fitness Centre with Technogym Equipment
- Yoga and Pilates Room
- Golf Simulator
- Holistic Spa with Steam, Sauna, Salt Room, Oxygen Room, and Treatment Rooms
- Private Salon
- Dedicated 57th Floor Events Space
- Business Lounge
- Lounge Coffee Bar by Mr. C
- Private Cinema Room
- Residents' Library
- Billiards and Media Room
- Podcast Room Arts Studio
- Little C's Kids Club
- Mail & Package Rooms
- Refrigerated Delivery Holding Area









## THE RESIDENCES

Mr. C Residences Downtown offers a contemporary perspective on classic European living. Each residence is bathed in natural light, enriched with luxury and well-being, and elevated by Cipriani's fourth-generation legacy of impeccable service.

Masterfully designed to evoke serenity and exclusivity, Mr. C's Signature and Nobile Collections redefine modern luxury with timeless elegance and meticulous attention to detail.

Both collections feature bespoke Italian kitchens, seamlessly blending form and function with top-tier appliances and concertina doors that connect to spacious Dining and Great Rooms.

The Signature Collection offers two- and three-bedroom residences with 3-meter-high ceilings and floor-to-ceiling windows, showcasing breathtaking views of Downtown Dubai, the Burj Khalifa, and the Arabian Gulf.

The Nobile Collection includes a limited selection of 22 four-bedroom residences located on the top floors. These luxurious homes elevate refinement with Calacatta marble finishes, Gaggenau appliances, custom chandeliers, and Loro Piana fabrics, creating a sanctuary of exclusivity.

In both collections, Principal Bedrooms serve as serene retreats, featuring curated designs with en-suite bathrooms, custom Italian vanities, luxurious bathtubs, and shower enclosures for ultimate relaxation.

Each residence seamlessly integrates timeless elegance with modern sophistication, offering an extraordinary lifestyle.



NOBILE COLLECTION







NOBILE COLLECTION



NOBILE COLLECTION

Meticulously crafted by 1508 London, Mr. C Residences Downtown presents a harmonious blend of minimalist sophistication and refined, design-forward aesthetics. Each home is thoughtfully composed to provide breathtaking views of the city skyline, the sea, and the iconic Burj Khalifa.

Defined by an exquisite interplay of flowing contours, graceful curves, and harmonious symmetry, these residences evoke an unparalleled sense of balance and tranquility. A true sanctuary in the sky, each home offers an oasis of calm, elevated high above the dynamic pulse of one of the world's most captivating cities.



SIGNATURE COLLECTION



SIGNATURE COLLECTION

Residents will be immersed in a symphony of textures and forms, where Italian elegance infuses every detail. Each interaction unveils the artistry of impeccable design, transforming every moment into a masterpiece of elevated living.



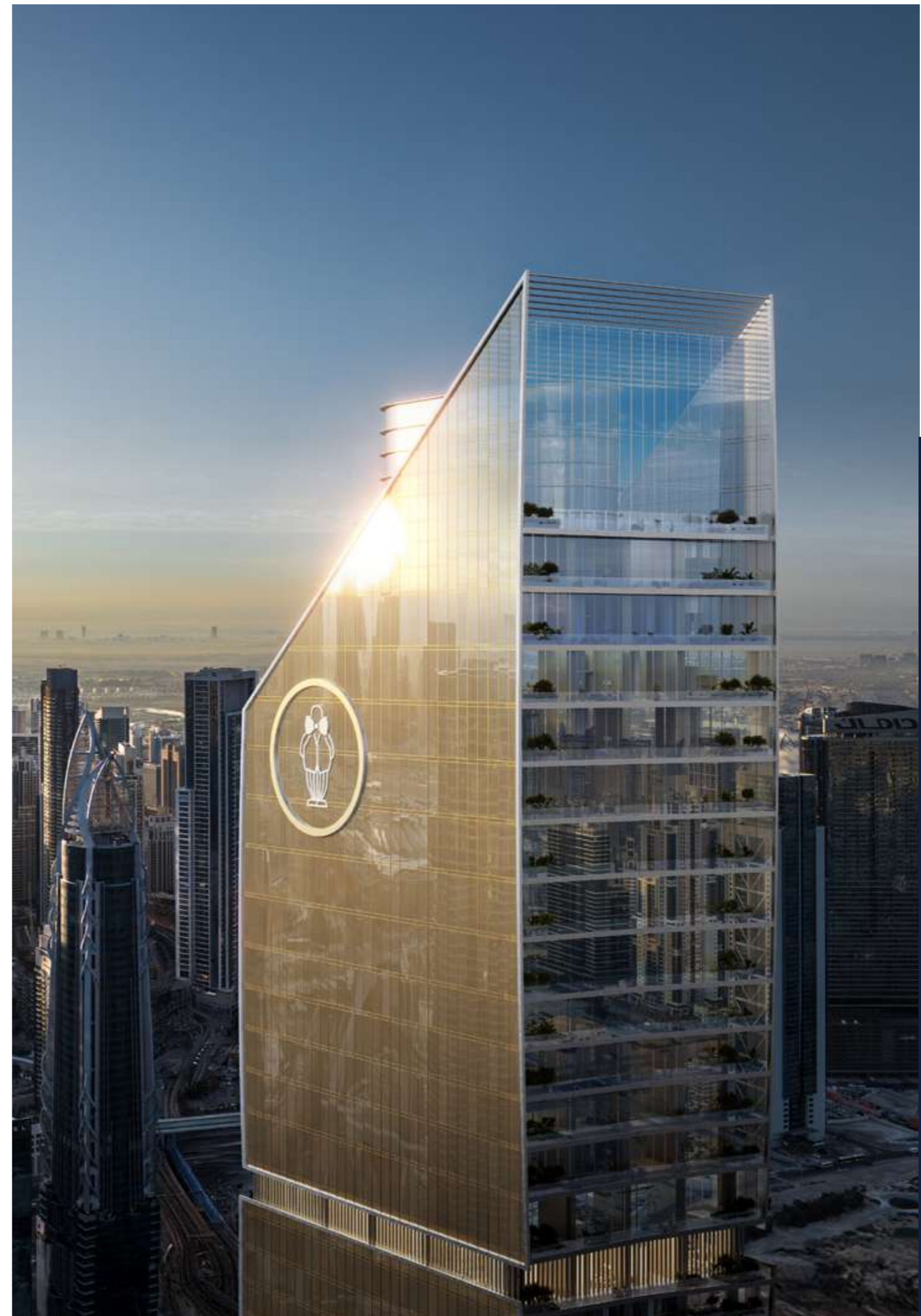
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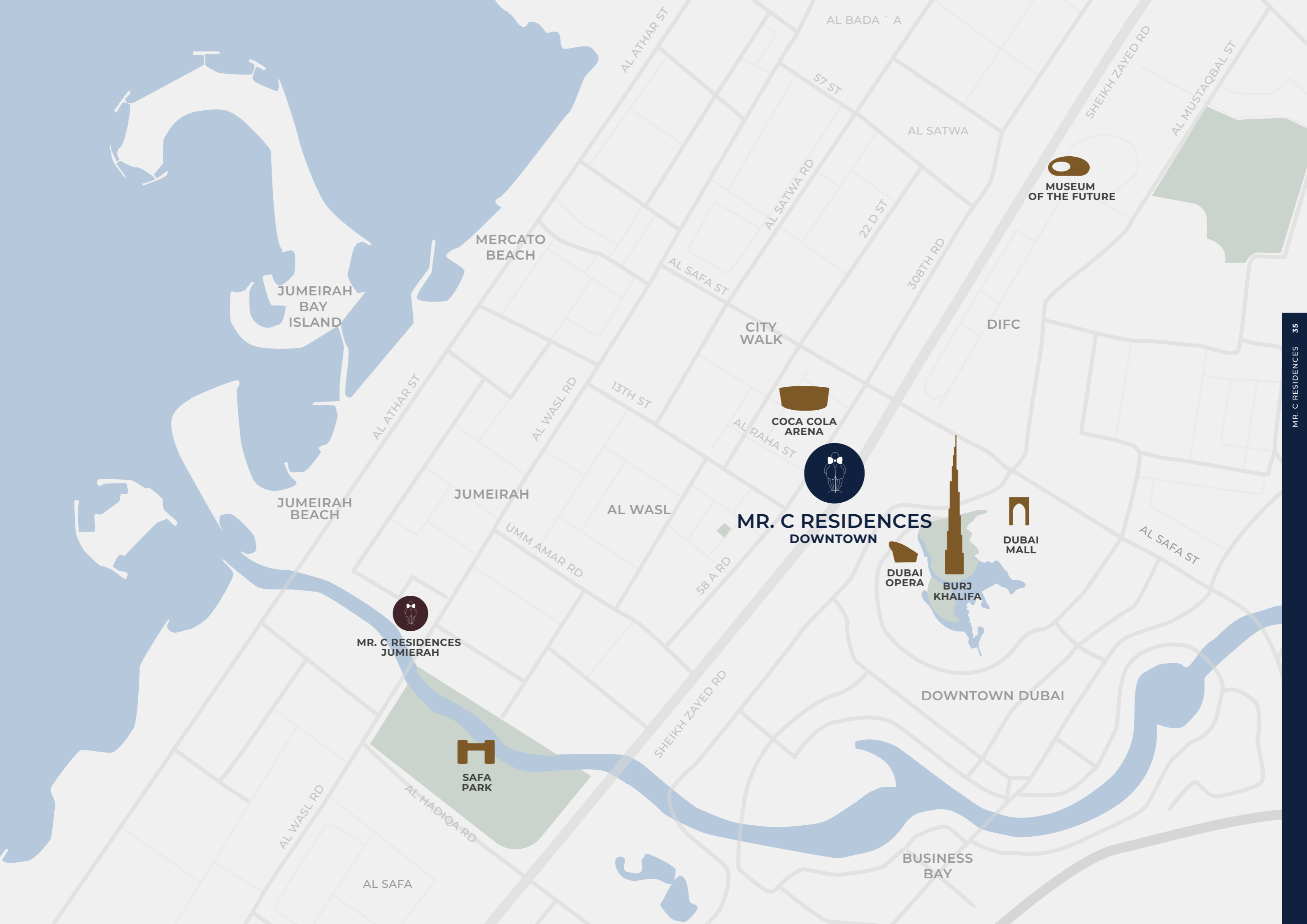


## THE NEIGHBORHOOD

### DUBAI'S NEXT ICONIC ADDRESS

Downtown Dubai stands as a beacon of cultural sophistication and artistic expression, with iconic attractions such as the Dubai Mall, the Dubai Opera, and the world-renowned Burj Khalifa. Residents are immersed in an extraordinary lifestyle, with premier shopping, fine dining, and exhilarating sports events, complemented by a year-round calendar of exclusive experiences.





JUMEIRAH BAY ISLAND

MERCATO BEACH

JUMEIRAH BEACH

JUMEIRAH

MR. C RESIDENCES JUMIERAH

SAFA PARK

AL SAFA

AL WASL

MR. C RESIDENCES DOWNTOWN

COCA COLA ARENA

DUBAI OPERA

BURJ KHALIFA

DUBAI MALL

DOWNTOWN DUBAI

BUSINESS BAY

CITY WALK

DIFC

MUSEUM OF THE FUTURE

AL ATHAR ST

AL BADA 'A

57 ST

AL SATWA

SHEIKH ZAYED RD

AL MUSTAQBAL ST

AL SATWA RD

22 D ST

308TH RD

AL SAFA ST

13TH ST

AL WASL RD

AL RAHA ST

UMM AMAR RD

58 A RD

SHEIKH ZAYED RD

AL WASL RD

AL HADIQA RD

AL SAFA ST

Rising 71-stories above Dubai's iconic Sheikh Zayed Road, Mr. C Residences Downtown is perfectly positioned to become a new icon on the city skyline. Inspired by the desert winds, the gently curving prism reveals a refined juxtaposition—a slender volume that ascends in a series of totemic forms, culminating in a rooftop sanctuary.



## ***ARQUITECTONICA***

Arquitectonica is an award-winning international design firm based in Miami. With more than 650 architects, urban designers, planners, and interior and landscape designers worldwide, the firm pioneers a global approach to architecture and is renowned for its signature style of bold design.

**INTERIOR DESIGN**  
1508 LONDON

A sophisticated and contemporary interpretation of classic design, complemented by elevated finishes touches, the residences offer serene retreats alongside inviting social spaces, epitomizing the pinnacle of luxurious living.



1508  
LONDON

1508 London is an international design firm known for creating bespoke, luxury interiors and architecture. With studios across the globe, 1508 delivers exceptional spaces for private clients, property developers, and hoteliers. Their projects, spanning elite locations worldwide, reflect a timeless and innovative design approach rooted in history and architectural principles, making them a top choice for high-end residential and hospitality developments.

## DEVELOPER

ALTA REAL ESTATE DEVELOPMENT

Mr. C Residences Downtown is a unique fusion of the Mr. C legacy and Dubai's vibrant lifestyle, marking the exciting extension of ALTA Real Estate Development's partnership with Mr. C as the second landmark location in Dubai, following the success of Mr. C Residences Jumeirah. Every detail has been thoughtfully designed to offer residents an extraordinary experience that blends luxury, holistic wellbeing, and is enriched by the iconic hospitality defined by four generations of Cipriani heritage.

ALTA Real Estate Development and Mr. C bring a fresh vision of refined living to Downtown Dubai, infusing Italian finesse and Cipriani's celebrated approach to sophisticated service with the energy and elegance of Dubai's cosmopolitan lifestyle. This development reflects a timeless commitment to excellence, where each element is crafted with a personal touch and an emphasis on thoughtful design, inspired by both the city's dynamic spirit and Mr. C's legacy of understated sophistication.

More than just a residence, Mr. C Residences Downtown is an elevated lifestyle experience, setting a new standard of comfort and style and creating a true sanctuary in the heart of Dubai's iconic cityscape.



**ALTA**  
REAL ESTATE DEVELOPMENT

ALTA Real Estate Development is a boutique property developer creating places of inspiring vision and enduring quality. For us, property is more than luxury—it's about building a lasting legacy. Through innovative design, timeless craft, and collaborations with trusted people and leading brands, we are proud to deliver on our vision for tomorrow, today.



This project is being developed by ALTA Real Estate Development LLC (the "Developer"), with a limited right to use the trademarked names and logos of Mr. C Residences Downtown. All statements, disclosures, and representations are made solely by the Developer and not by Mr. C Residences Downtown or its affiliates. Any matters related to sales, marketing, and development of the project shall be addressed to the Developer.

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By engaging with this document, you acknowledge and accept that the Developer reserves the right to modify, revise, or withdraw the project's details at any time. This document is subject to periodic updates, and recipients should seek confirmation on any details before relying upon them.

We reserve the right to make changes to this disclaimer or any project details without prior notice.



Mr. C

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Downtown

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