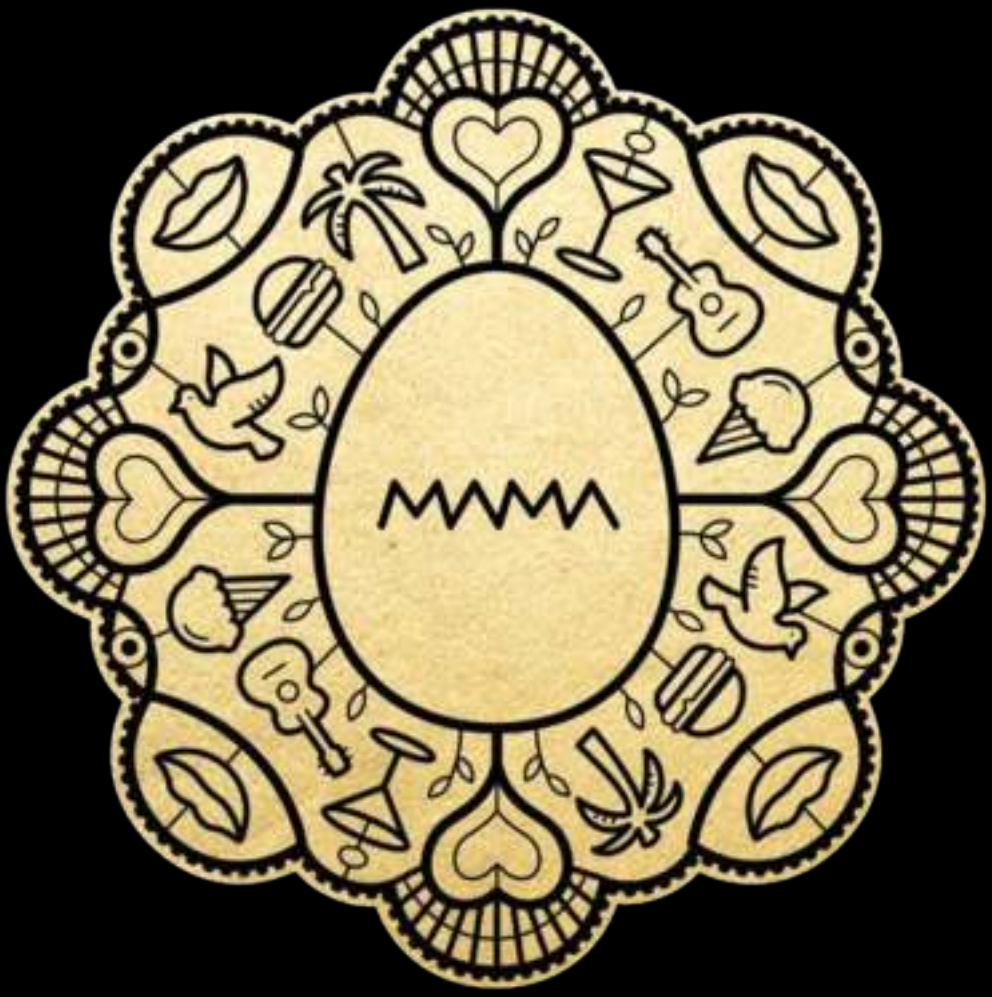

MAMA

RESIDENCES

Building Exterior

WANT A PIECE OF MAMA?

Put yourself out there and never feel out of place.

Do you want to live in Dubai's newest, boldest and trendiest residences?

Mama Residences are more than a home, they are more than the sum total of the city's coolest European hotel, gastronomically styled restaurant, sparkling pool deck or rooftop skyline bar. Mama offers an experience. A gang. An identity. An opportunity.

Born in Paris and having travelled the world the Mama Shelter brand has arrived on Dubai's skyline, transforming its home building into a magical place that blows away all expectations of today's urban buyers, owners and trendsetters. This isn't just living; this is a totally unmatched lifestyle not yet seen in the Middle East.

Adult Swimming Pool

MAMA RESIDENCES CHANGE EVERYTHING.

Mama Residences challenge everything. Mama Residences, fully furnished & serviced, to set a new benchmark for life.

Luxuriously funky in design, these homes offer the bold finishings of modernism with the bright styling representative of only the world's most future-facing designers. These homes are masterpieces in their own right in a building built to transform the sky with a form of bold lines that only true artists can envision.

It will only be those that see these homes who will truly understand what this magically bold building offers the city.

Come and meet Mama today.

Once seen, never forgotten.

"MAMA LOVES DESIGN"

MAMA
RESIDENCES

ABOUT MAMA

Mama Residences Dubai, brought to you by Ennismore, the largest and fastest-growing lifestyle hospitality company.

More than just a hotel, the quintessentially unique and trendy brand will change the way we live, by offering places to live within the Mama brand.

First launched in 2008 in Paris as an urban hip concept by French designer Philippe Starck, in partnership with former Club Med CEO Serge Trigano, this brand is going places, and fast. In 2023 it will add Dubai to its global map.

Moments from the iconic Burj Khalifa, the eclectically designed residential apartments, will take this Paris born design lifestyle concept to new heights of work, play, celebrate, debate and dream in the center of Dubai's skyline.

Mama loves design, and these apartments bring home design to life like this city has never seen. With eccentric concepts, modern art, abstract décor, world class hospitality services and more fun than any other residences in the city, these apartments truly beat to the drum of downtown.

2 Bedroom Apartment Kitchen

LIVE MAMA

Designed by Paris-based Franklin Azzi Architecture, with interiors by French designer Thierry Gaugain, this steel, concrete and glass tower redefines Dubai's architectural vision. Recognised as one of the top members of the most recent generation of hip French designers, Gaugain's primary vision for the building focuses on "life, luxury and light" and brings an entirely new trendsetting energy to Business Bay.

Mama Residences have been uniquely styled for the skyline around them. Every part of the building hosts art masterpieces that tell the city's story and create an urban haven where the global and the local fuse. Mosaic steps, colorful walls and eccentric hanging decorations brighten up every corner of Mama. You'll never be short on inspiration, and your home base will never be far from the lips of every mover and shaker in town.

"LUXURY IS A STATE OF MIND"

– Thierry Gaugain

2 Bedroom Apartment Living Room

Poolside restaurant & Cabanas

LIVING AT MAMA HIGHLIGHTS

- Private Residences Entrance, Lobby and Lifts, ensuring privacy and access at all times
- State of the art multi-purpose Gym
- 4 Outdoor Swimming Pools, swim-up bar, water lounge and children's pool
- A pool deck to be envied, with multiple poolside bars, DJ Tower, loungers, Cabanas and play areas
- Outdoor Amphitheatre with lounge area and entertainment zone
- Multiple signature F&B Outlets, both indoors and outdoors & a secret invitation only Hidden Bar
- Pamper & Treatment Rooms
- Meeting Rooms & Spaces
- Business Centre Facilities

A LA CARTE SERVICES

- In-residence catering, personal chef
- Personal trainer, yoga and fitness instruction
- Shopping services, personal assistant
- Childcare
- Dry cleaning & laundry
- Private transportation / limousine services
- In-residence housekeeping
- In-residence maintenance
- "While You Are Away" Maintenance Package: Turnkey in-residence maintenance solution for Residents who frequently reside elsewhere

MAMA KNOWS HOW TO MAKE YOU FEEL SPECIAL

Living at Mama Residences is special, so your experience is too. Access a plethora of benefits and privileges just for you and your Mama gang.

- Preferred access & seating at food and beverage outlets
- Discount on spa treatments
- Discount at restaurants, in-residence dining & catering
- Discount on meeting spaces (boardrooms, breakouts, etc)
- Discount on guest rooms (for out-of-town guests of Residents)
- Access to Business Center & discount on select services
- Charging privileges at Hotel outlets

Studio Apartment

BUY MAMA

Picture this.

The Mama Residences: High design, eclectic, luxurious furnishings, and more style by the meter than any other apartment in the city. All meticulously perfected by Thierry Gaugain himself.

The apartment's interiors intrigue every resident with the abstract yet beautifully comfortable contrast and texture, juxtaposing whimsical elements with seamlessly polished and serialised ones. There is a profusion of brightly-coloured furniture and fittings, vibrant neon installations and vivid patterns on surfaces throughout. A feast for the eyes and energy for the soul every time you open the door.

Every apartment boasts the style of Thierry Gaugain in every minute detail. Unwavering attention to perfection in style.

'Luxury is essential, but it is never present in the obvious. It's like light: you can see it on things, but you can never see light itself.' - Gaugain

With exceptional hotel amenities and hospitality services provided by the global lifestyle hotel leader Ennismore to complete the picture, this fusion of world-class, leading hospitality and the ultimate in-home design makes this an unmatched choice in Dubai. Step inside and start living. With personalized free WiFi, a virtual concierge, a top-notch in-room entertainment system with TV and free movies on demand in every apartment... Nothing is too much to imagine for Mama!

- Fully furnished residential apartments
- A La Carte hotel services available upon request
- Bold Eclectic Interiors from the world's leading designers
- Fully equipped & Integrated Kitchen Appliances
- Fully integrated Smart Home automation system
- Attractive well-planned layouts & sizes maximising space efficiency
- Carefully selected materials and finishes

1 Bedroom Apartment Living Room

Studio Apartment

2 Bedroom Apartment Bathroom

Smart Home Management System

MAMA KNOWS INTERIORS

CHOICE OF FABRICS

To achieve the bold finish of modernism with the vibrant styling, Mama Residences uses inventive and bold eclectic fabrics by Pierre Frey. Drawing inspiration from around the world, creating a daring, contemporary look whose materials, motifs and colors take one back into history and off on a unique journey influenced by art and cultures.

The entire look is accentuated with natural leather elements, developing a beautiful patina that blends well with the rich and colorful textures throughout Mama Residences.

STONE AND MARBLE

The soft white background coloring and bold dusty grey veining across the White Arabescato Marble with Honed Finish slabs give the impression of jagged white islands floating on a deep grey lake.

UTILISATION OF GLASS & MIRRORS

To give Mama Residences a rich and colorful ambiance like stepping into a giant kaleidoscope, laminated tempered rich crystal glass, textured glass, and Gradient tempered sandblasted glass have been used within the residences accentuating natural light, outdoor views, and the appearance of a more spacious indoor environment.

TALS AND TRIMS

In line with the daring, contemporary style of Mama Residences, polished stainless steel chrome patterns and Brass brushed finishes have been used to create warmer shades that reflect a more rustic and natural feel that complements the natural materials.

WOODS

There is something magical about the organic warmth that wood brings into an interior, and in Mama Residences, American walnut and oak have been used to achieve different levels of aesthetic charm.

CARPET

The Balasan rugs in Mama Residences alter the perception of space, building a perfect balance of color and style. The soft, shiny, and silky look of Balasan carpets bring incredible comfort to the interior spaces of Mama Residences. The Ultrasoft range is all about elegance, making even the most sensitive feet happy.

SMART HOME

Mama Residences Management System allows occupants to control energy use, providing insights into energy consumption that can help deliver a more efficient and cost-saving home.

All while automating things like adjusting the temperature, turning lights on and off, and playing music.

Mama Residences Smart Home Management System features

- Designed with usability in mind
- Integrated customizable screensaver
- Integrated temperature and humidity sensor
- WiFi and Bluetooth connectivity onboard
- Easy integration of multi-media equipment
- Connect consumer products like Sonos®, Philips Hue®, Alexa® and friends
- Scheduling based on web applications (e.g., Google Calendar)
- Room Control
- Hotel Services
- Information
- Entertainment

ENNISMORE

Mama Shelter is part of Ennismore, a global collective of entrepreneurial and founder-built brands with creativity & purpose at their heart.

In 2021, Ennismore and Accor entered a joint venture to create the fastest-growing lifestyle hospitality company. Through this partnership and as a Mama Resident, you will have exclusive access to benefits of the Accor Ownership Benefits Programme.

ACCOR

Accor Ownership Benefit Programme:

- Exclusive invitation to join the GOLD level of Accor All Limitless
- VIP reservation desk to support travel planning across Accor's global network of hotels, resorts and related hospitality offerings
- Automatic upgrades on arrival across more than 4000 hotels and resorts worldwide (subject to availability)**
- 20% off of the best available rates at select Accor hotels and resorts worldwide**
- On-site & local benefits and privileges

MAMA RESIDENCES LIFESTYLE SERVICES

Exclusive lifestyle services for all residents ensure

you focus on the big picture, while we cover everything else

- Residence Owner Relations Manager
- Concierge
- Doormen & Valet Parking
- Security
- Accor Ownership Benefits Program
- Common Area Maintenance, Housekeeping & Utilities

Swim-up Pool Bar

PLAY MAMA

We live to play and play to live.

At Mama Residences, our lifestyle areas are endless fun and nonstop social hubs. We can't put it any other way; Mama loves to Play!

Sip at the rooftop restaurant, socialize at the lobby bar, work out in the gym, dive into the crystal waters, and stargaze at the city beyond. At Mama Residences Dubai, you will find a true urban haven that's not just beautiful, but that offers you the ultimate in friendship, social events and unexpected fun in a plethora of locations. Outdoor screenings, foosball tournaments, a basketball game? Nothing is too much for the imagination here. Mama Residences Dubai is where people meet, connect and discover in a way the city has not yet dreamt of.

Mama is bold, unique, charismatic, and ever energetic. How about you?

Pool Deck & Outdoor Ampitheatre

"COLORFUL, CHEERFUL AND LUXURIOUS"

"WE LIVE TO PLAY"

"WORK DOESN'T FEEL LIKE WORK WHEN IT IS THIS FUN."

Meeting Rooms

MEET & WORK MAMA

Our meeting rooms and work suites, "The Ateliers", have everything you need to create the best ideas, meet with the world's innovators, access the globe, or share your thinking on our large LCD screens.

Work from home, make home part of work, or step outside into the hospitality of the Accor experts right outside your "office" door. This is truly a 360 work-life balance, where hospitality meets work meets living. Mama has everything you need to fly to new heights, all without leaving the building.

Plus, when you do need a break, our pool table, foosball, or ping pong tables are a step or two away. We told you Mama doesn't take life too seriously, right?!

Themed Restaurant

"FOOD IS FOR THE SOUL"

EAT & DRINK MAMA

This is not only a place to live but a place to feast.

Our fascinatingly unique fusion restaurants bring the very best of chefs and home cooked goodness, to the building you call home. Creating a neighborhood hub, the Mama Residences restaurants are hotspots where residents and guests alike come together to share global cuisine, big ideas and loud conversation, all hosted by, imagined by and delivered with flair by our handpicked chefs.

High energy, high fascination and with unbelievably curious yet comforting dishes these foodie spots are inspired by the world of eclectic gastronomical style. There is nothing normal about this food or the atmosphere found in each curated corner and at every brightly colored table.

But then, Mama doesn't do normal.

All Day Dining

- All Day Dining Bar & Grill
- Rooftop Restaurant & Bar with skyline views
- Various themed Restaurants including the MAMA restaurant
- Multiple Bars including swim up, sit down, formal, invite only and social
- Refreshment zones

LOCATION MAP

FIND MAMA

Neighboring the iconic Burj Khalifa, living in Business Bay puts you at the center of the action, always.

Moments away from the vibrant buzz of **Downtown Dubai**, this community has everything you'd look for in a modern residential district – 24/7 entertainment on your doorstep and a plethora of 5* hotels, the city's best restaurants and top chefs and the best of shopping and retail all in a neighborhood you can call home.

An ideal location for couples and working professionals alike, Business Bay has an upbeat and trendy community energy within a short distance of the city's major attractions, such as Dubai Mall, The Museum of the Future and Dubai Opera.

With easy access to the Business Bay Metro station and Sheikh Zayed Road, and the airport less than 25 minutes away, Mama ensures you can get everywhere you need to be right from the center of the city.

ABOUT

MAMA SHELTER

Exciting design, inclusivity, good food and a playful atmosphere: these are the elements running through Mama Shelter's DNA.

Founded by Serge Trigano and his sons Jérémie and Benjamin, the brand shook up the hospitality world with a daring 'urban refuge' concept in 2008, starting with its first, in Paris' off-beat 20th district. 'Mama' quickly became synonymous with generosity, nurturing hospitality and just a sprinkling of cheekiness. Since then, she has extended her embrace across three continents, nine countries and fourteen cities, with more openings in the pipeline.

ENNISMORE

Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart.

It curates and manages unique properties and experiences in some of the most exciting destinations around the world.

Founded in 2011 by Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021 to create a new autonomous entity, with Accor holding a majority shareholding. Creating the world's fastest-growing lifestyle hospitality company, it brings together Ennismore's know-how in building brands with creative storytelling, design, and authentic experiences, with Accor's wealth of knowledge in delivering scale, network growth and distribution.

KHAMAS GROUP

The Khamas Group is a remarkable success story in the UAE.

One of the most respected enterprises; it has grown along with the developments in the Emirates. The Group is a leading stakeholder in construction and other industries.

Its stakes are seen in major business interests, with over 120 enterprises in the Emirates alone. It is globally recognized through its Divisions: Developments, Contracting & Construction, Hotels, Hospitality, FMCG, Manufacturing, Franchising, and Education.Staffed with highly-qualified and experienced professionals, Khamas Group operates in the UAE and international markets. Its manpower team now exceeds 10,000, and is expected to grow in line with its expansion.

The core of its values and principles lies in the competent leadership of its division managers, the wealth of experience of its manpower, and fair enterprise in spite its position amid the current competition. Thus, for over a century, Khamas Group has become an institution of confidence and success in multi-industry across the UAE.

THE DEVMARK GROUP

Founded in 2018, The Devmark Group set out to service an important gap in the market.

Uniquely developer-centric, we strategically partner with real estate developers and investors to launch and sell projects at pace, providing our clients with superior ROI, by fusing sales and marketing strategy.

Our market leading approach delivers strategic and tactical solutions across all areas of the Journey to Sale, including strategic positioning, product differentiation, value creation, marketing, sales training and sales enablement.

Over the years, we have grown from a start-up to the UAE's most successful project sales and marketing consultancy, thanks to our unparalleled knowledge of the market and our resolute commitment to our clients.

In an effort to further bolster our offering, we acquired Freedm, a global full-service marketing agency in 2021 and developed two prop-tech solutions that have been created with the unique challenges of selling local real estate in today's global marketplace in mind.

Earlier this year, we launched our Capital Markets Division, to help institutional investors, UHNWIs, family offices and real estate development firms secure investment opportunities by leveraging our extensive industry relationships and market expertise.