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## The Beginning

Our story begins with one man's dream to create a style of living in harmony with nature. A perfect symbiosis of man, culture and the world around.

This is Al Barari, a haven of verdant forests, gardens, and babbling streams where life truly is beautiful.

This new way of sustainable living encompasses the region's largest privately owned plant nursery, a healthy gourmet restaurant, a state-of-the-art health club, and 189 wondrous residences set in a landscape of sprawling themed gardens, waterways and lush pathways to amble through.

As with all acts of passion, it comes from the heart. The Chairman, Mr. Zaal Mohammed Zaal, conceived Al Barari in that very same way. It is no wonder that Al Barari conjures up strong emotional feelings and a sense of belonging.

Everywhere you look, there is evidence of the heart and soul that has gone into its meticulously considered creation. A brave, remarkable realisation of one man's dream and the journey of an entire family. *Welcome to Al Barari.*



*From left to right - Mohammed Zaal,  
Hezaa Zaal, Mr Zaal Mohammed Zaal,  
Kamelia Zaal, Lesley Zaal, Nadia Zaal.*

# The Family

## Mr Zaal Mohammed Zaal

"I dream my painting and I paint my dream." The words of Vincent van Gogh come to mind when one listens to Mr Zaal recount his vision. A dream, that he was determined would show unwavering loyalty to his love for plants, people and the right to live an unsurpassed quality of life. Al Barari is Mr Zaal's painted dream.

## Lesley Zaal

Lesley, the talented wife of Mr Zaal Mohammed Zaal, equipped with her extraordinary flair for interior design, an eye for detail and a classic sense of style, founded Etcetera Living - Al Barari's dedicated interior design company. Etcetera Living has become renowned world wide, winning international Interior Design awards.

## Mohammed Zaal

As Al Barari's Chief Executive Officer, Mohammed carries sound business acumen and natural leadership qualities. He has been instrumental in Al Barari's success.

## Kamelia Zaal

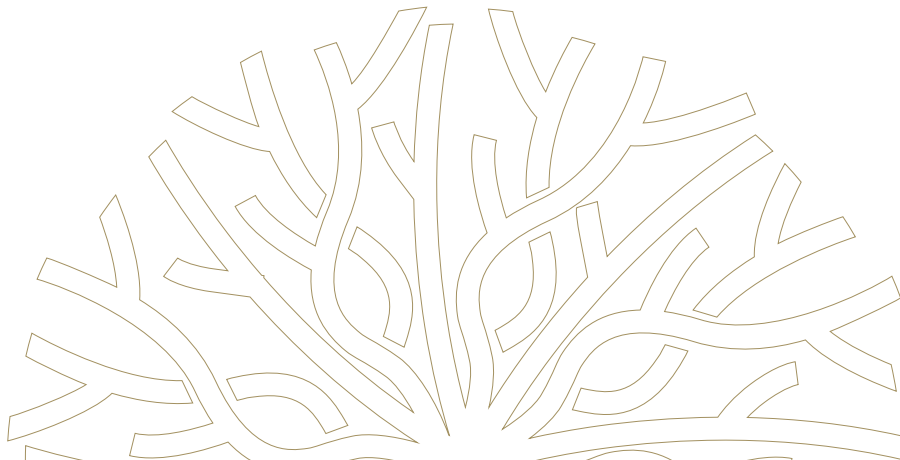
Passionate about the environment and landscape design, just like her father, Kamelia is Al Barari's lead Landscape and Creative Director.

## Nadia Zaal

After mastering her real estate development skills at Al Barari, Nadia moved on to spearhead and create Nurai Island and Viceroy, Palm Jumeirah.

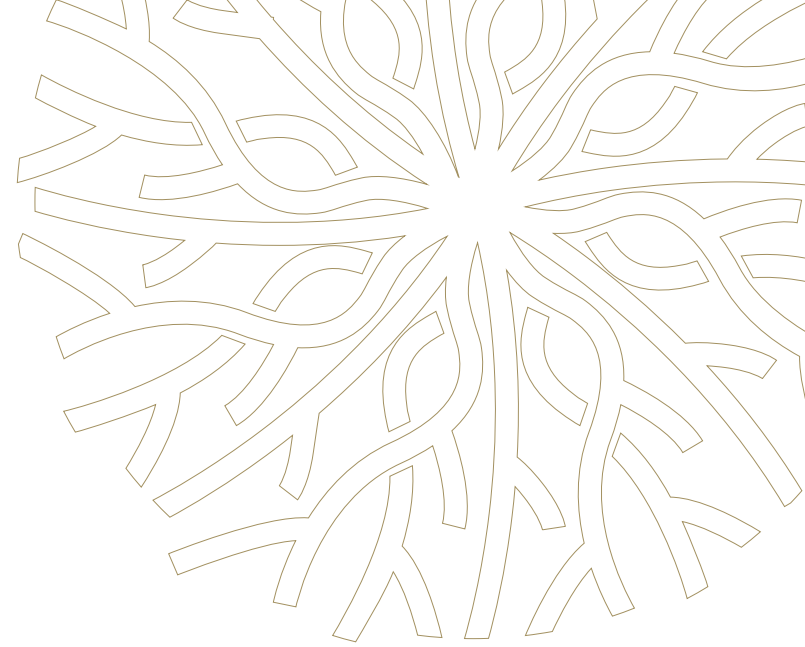
## Hezaa Zaal

Following in the footsteps as his father, Hezaa, the youngest of the Zaal's, is now part of the family business after having graduated in Property and Sustainable Development, in Australia.









## Al Barari

Al Barari comprises of Residences, resourcefully built luxury homes set amongst botanical gardens, lakes and freshwater streams; The Reserve - an unrivaled collection of bespoke villas on the ultra exclusive Al Barari Estate, Body Language - a signature fitness and health centre, and the delightfully sun-dappled eatery, The Farm.





Meydan Highway

Marjah/ Dubai Airport

Sheikh Mohammed Bin Zayed  
Abu Dhabi/ Palm Jumeirah

Underpass  
To Sheikh Mohammed  
Bin Zayed Road



Al Barari Residences





# The Dream Continues

With our flagship Al Barari community flourishing, the time has arrived to expand upon our dreams. The next chapter in the unfurling story of Al Barari is ready to be announced to the world.

Replete with every amenity, this new development is a perfect blend of nature and life at its purest. Not only through a captivating collection of homes and breathtaking views, but in every last detail.

The Ashjar collection of homes is a private community, sheltered by lush forests. This forested community is set within a vivacious and exuberant district so that one is never too far away from the sparkling energy of social life.



- Water Villa TB
- Water Villa TA
- Garden Villa TA
- Garden Villa TB
- Offices
- Food & Beverage
- Spa
- Hotel Amenities
- Hotel
- Cultural & Community

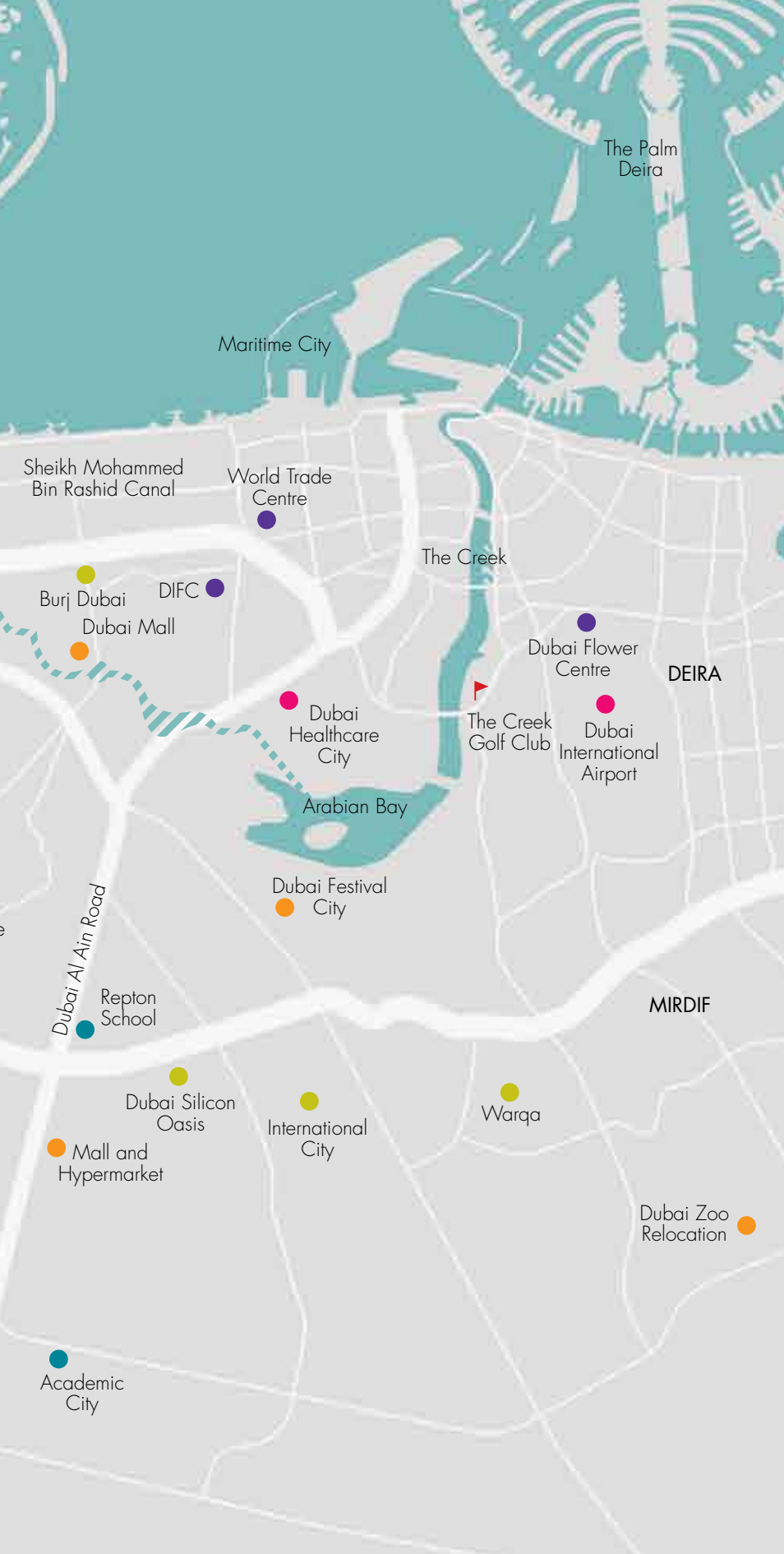




## KEY

- Shopping and entertainment
- Airports and hospitals
- Business
- Schools
- Residential
- Hotels
- Golf
- Palace





## Locale

Located only 10 minutes away from the Burj Khalifa, Downtown Dubai, Ashjar is part of the award winning Al Barari development. With bespoke residences, a 6-star boutique resort, and a retail village, Al Barari becomes the perfect destination to call home. In this vibrant district, local artists, entrepreneurs and designers can showcase their creations, and daily shopping is done in a floating market. The locale is dotted with relaxing bars, sumptuous dining venues and a creative hub where fashion couturiers, art studios and design labs are nestled.

Burj Khalifa	–	10 minutes
Arabian Ranches		
Golf Course	–	03 minutes
Palm Jumeirah	–	25 minutes
City Hospital	–	15 minutes
Dubai Airport	–	20 minutes
Dubai Marina	–	20 minutes
Emirates Hills	–	15 minutes









## A journey through Ashjar

Nestled deep within a verdant, sprawling forest is Ashjar, a place where nature and extraordinary living flourish in sophisticated abandon. This collection of residences is surrounded by a lush forest landscape and unparalleled refinement.

The homes are low-rise and low density, with very few apartments per cluster. Each is set into the natural tree canopy with landscaped gardens and beautiful skyline views.

### The Ashjar Collection

The Ashjar collection totals 300 elegant apartments spread amongst 21 low-rise buildings arranged in small clusters of 3-5, sprawled over an impressive 107,870m<sup>2</sup>.

Ashjar is segmented into 3 distinct categories. Each category is crafted differently, allowing buyers to choose a home that ideally suits their personality and lifestyle. The segments are separated by dense forested areas, creating secluded natural havens.





## Sprawling Homes

With over six levels, the homes in this category are arranged in a step-layered design, ensuring all the homes enjoy natural light without being fully exposed to the sun at most times of the day. The chic, all-white design in an ultra-modern style is open and airy, with all the space to breathe. The façade of cascading terraces create distinctive views for each home.















## Intimate Dwellings

This segment rises to only five floors. The homes have a much more intimate layout and offer utmost privacy to their residents. The innovative movable doors on the terraces can be arranged to create secluded personal retreats. These apartments are more Arabesque in design, with an all-wood colour palette that melds with the natural landscape.



# Duplexes

A splendid fusion of the two other arrangements, this category is the only one that features duplex apartments. These clusters are also over five floors and are laid out in two wings.

From ground level to the third floor, one can opt for residences that seamlessly blend the built environment into the surrounding forest landscape. While levels four and five offer green vistas over the sprawling forest panorama, up to the magnificent city skyline, including the iconic Burj Khalifa.















## The Ashjar Experience

Ashjar has envisioned a unique lifestyle in a forested haven and crafted homes that extend beyond the doors of a house. Here, the natural, green world is not only a part of life and living spaces, but is the very foundation of this vision called Ashjar.

An inventive façade of cascading terraces creates a distinctive view for each home. The choice is splendidly yours - a terrace opening into the forest floor; a terrace that opens into the leafy tree canopy; or, a terrace overlooking the forest with vistas extending to the majestic Dubai skyline.

This is Ashjar, a forest hideaway, enveloped in understated opulence and camouflaged by a boundless canopy of trees.



# Ashjar Living

Ashjar's collection of homes, set around shared facilities, offers the ideal balance of community and privacy.

The clusters at Ashjar are built into the landscape as though they are part of the very forest itself. Even the gardens within the homes embrace the forest landscape outside.

Each cluster shares underground parking, a pool that features a lazy river, children's playground and Al Barari's famed landscaped gardens. Residents also have access to all the facilities of Seventh Heaven and the wider Al Barari development. These include Body Language - with its gym, tennis courts and yoga classes, The Farm - a unique dining venue, and the upcoming Heart & Soul Spa along with the floating markets, a creative hub and a vanity area.











# Flora and Fauna

The birds are singing and the air is redolent with the scent of flowers. With over 80% of Al Barari dedicated to seemingly endless greenery, this heart of Dubai has the lowest built-up density in the country. Here, there is room to roam. A path less travelled, waiting to be discovered. Over 325 acres to explore with 1800 different kinds of plants, of which more than 50% are exclusive to the region.

If you feel like you are in a nature reserve, that's because you are. Trickling waterways run the length of nearly 20km creating a symphony of nature's serenity as it courses its way across the land. Carry on walking through the verdant landscaped gardens, from Balinese Bliss and Ornate Islamic, to Contemporary and Natural Woodlands.

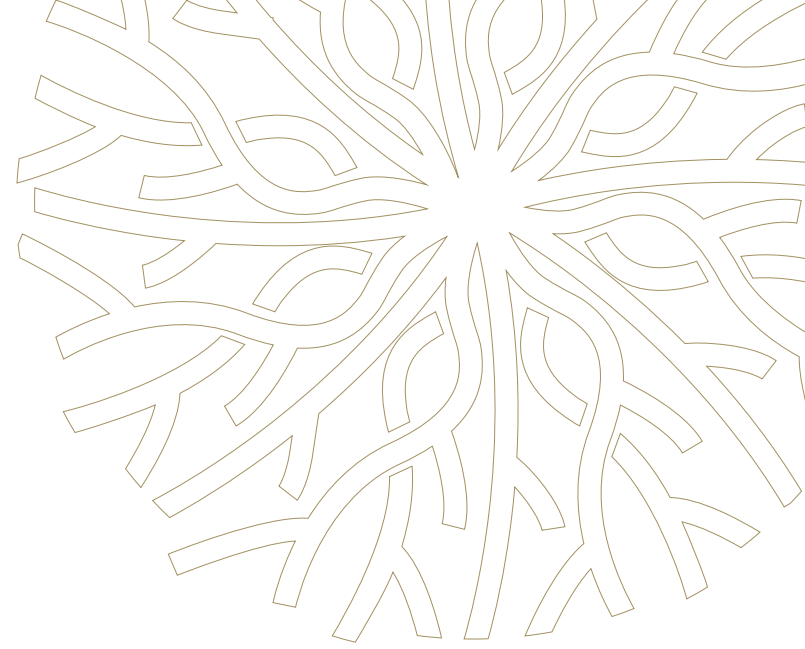
Welcome to Ashjar at Al Barari.











## Flourishing Artisans

To strengthen the raw beauty of Al Barari, bespoke artisans are invited to share their creations with the community. It could be a local delicatessen, a culinarian who uses only organically sourced ingredients, or a boulangerie. All of which will be perfectly woven into the idyllic neighborhood surrounding Ashjar.



- 
- ❖ Shading
  - ❖ Daylight Harvesting
  - ❖ Solar Power
  - ❖ Thermal Massing
  - ❖ Cross Ventilation
  - ❖ Smart Control Irrigation
  - ❖ Radiant Cooling
  - ❖ Waste Management
  - ❖ Water Treatment and Recycling







## Sustaining Your Dream

As an eco-friendly and sustainable community, careful measures are in place to preserve Al Barari and ensure its longevity.



# Dubai Market Forecast

In this past year alone, residential prices in Dubai have increased by 20% and forecasts indicate this trend will continue into the near future.

To avoid the pitfalls of 2008, the Dubai government has already instituted safety measures to regulate the market and protect it from bubble producing speculation.

Dubai is regarded as one of the safest cities in the world to live in and raise a family. Recent Aon Hewitt surveys rank it above Washington DC, Brussels, Paris, Tokyo and Frankfurt.

As Dubai increases its international spotlight and reputation, the market proportionally is responding to a greater demand for high quality developments.

Expo 2020 has further enhanced the city's attractiveness to investors.

Within this new environment, property prices are likely to increase providing more lucrative return on investments particularly in the sphere of off-plan developments.

The growing demographic of the city ensures that the market forces of supply and demand in Dubai are at their most positive.









# Accolades

Listen to the modesty of your heart. Essentially all we ever want is to be comfortable, feel safe and be happy. Using the natural environment to dictate the urban landscape is something that only Al Barari has managed to do. Beautifully.

Al Barari Residences and The Reserve are a true depiction of this kind of homely comfort, laced with luxury and fortified by nature. Reflecting the same organic principles is the sublime restaurant, The Farm, Greenworks - the largest plant nursery in Dubai, and Body Language Health and Fitness Center.

Al Barari's commitment to nature fused with the desire to live boundlessly has won the hearts of many.





## INTERNATIONAL PROPERTY AWARDS

*Best International Property Single Unit  
Best Property Single Unit Arabia  
Best Development Multiple Units Dubai  
Best Property Single Unit Dubai  
Best Interior Design Show Home Dubai*

## opp AWARDS FOR EXCELLENCE

*Silver - Best Developer Middle East  
Silver - Best Luxury Developer*





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#### Renderings

The renderings are artistic impressions of the individual units, common areas, buildings and surrounding environment and are not to be considered as exact scale replicas of the final product.