



heimat by twenty five hours
welcome home

FOR THE FIRST TIME EVER 25HOURS RESIDENCES



**SALES
PRESENTATION***

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THE HEART OF DUBAI

Tucked right into the buzzing heart of the city, 25h Heimat is like your own personal portal to culture, shopping, and endless entertainment. We're talking close enough to high-five the famous Burj Khalifa, strut your stuff at the Dubai Mall, and be hypnotized by the enchanting Dubai Fountain. Your wish for luxury and convenience? Consider it granted, just a doorstep away!

PROXIMITY TO

4 Mins to Burj Khalifa

5 Mins to Dubai Mall

10 Mins to DIFC

15 Mins to DXB International Airport

24 Mins to Palm Jumeirah





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Sheikh Zayed Road

Al Mustaqbal Street

Sheikh Mohammed
Bin Rashid Blvd

Sheikh Mohammed
Bin Rashid Blvd

Al Tahani Street

Burj Khalifa Blvd.

Plot No. 3450385



THE BRAND

25hours Hotels are not showrooms. They are for loving, living and lounging around. A crucial part is played by the public areas, which cater to the needs of our guests according to the time of day. These form the heart of the hotel, a workplace for urban nomads, a marketplace for commodities and a starting point for expeditions into the city. Elegant simplicity is not what we stand for. We believe that more is more.





1. Paris: 25hours Hotel Terminus Nord
2. Dubai: 25hours Hotel One Central
3. Cologne: 25hours Hotel The Circle
4. Frankfurt: 25hours Hotel The Goldman
5. Frankfurt: 25hours Hotel The Trip
6. Berlin: 25hours Hotel Bikini Berlin
7. Hamburg: 25hours Hotel Altes Hadenamt
8. Hamburg: 25hours Hotel HafenCity
9. Zurich: 25hours Hotel Langstrasse
10. Zurich: 25hours Hotel Zurich West
11. Munich: 25hours Hotel The Royal Bavarian
12. Duesseldorf: 25hours Hotel Das Tour
13. Kopenhagen: 25hours Hotel Indre By
14. San Paolino: 25hours Hotel Piazza San Paolino
15. Vienna: 25hours Hotel beim MuseumsQuartier

16. Dubai: 25h Heimat

A PLACE YOU NEVER WANT TO LEAVE



UNITED ARAB EMIRATES



GERMANY



DENMARK



FRANCE



AUSTRIA



FLORENCE

UNFORGETTABLE DESTINATIONS

Step into the 25h Heimat, an urban oasis that's basically a snazzy upgrade to your notion of luxury living in Downtown Dubai. This place is the real deal – imagine a fusion of ultra-modern design, that makes you feel like you lived here all your life, and views that'll have you saying "wow" like a starstruck emoji.

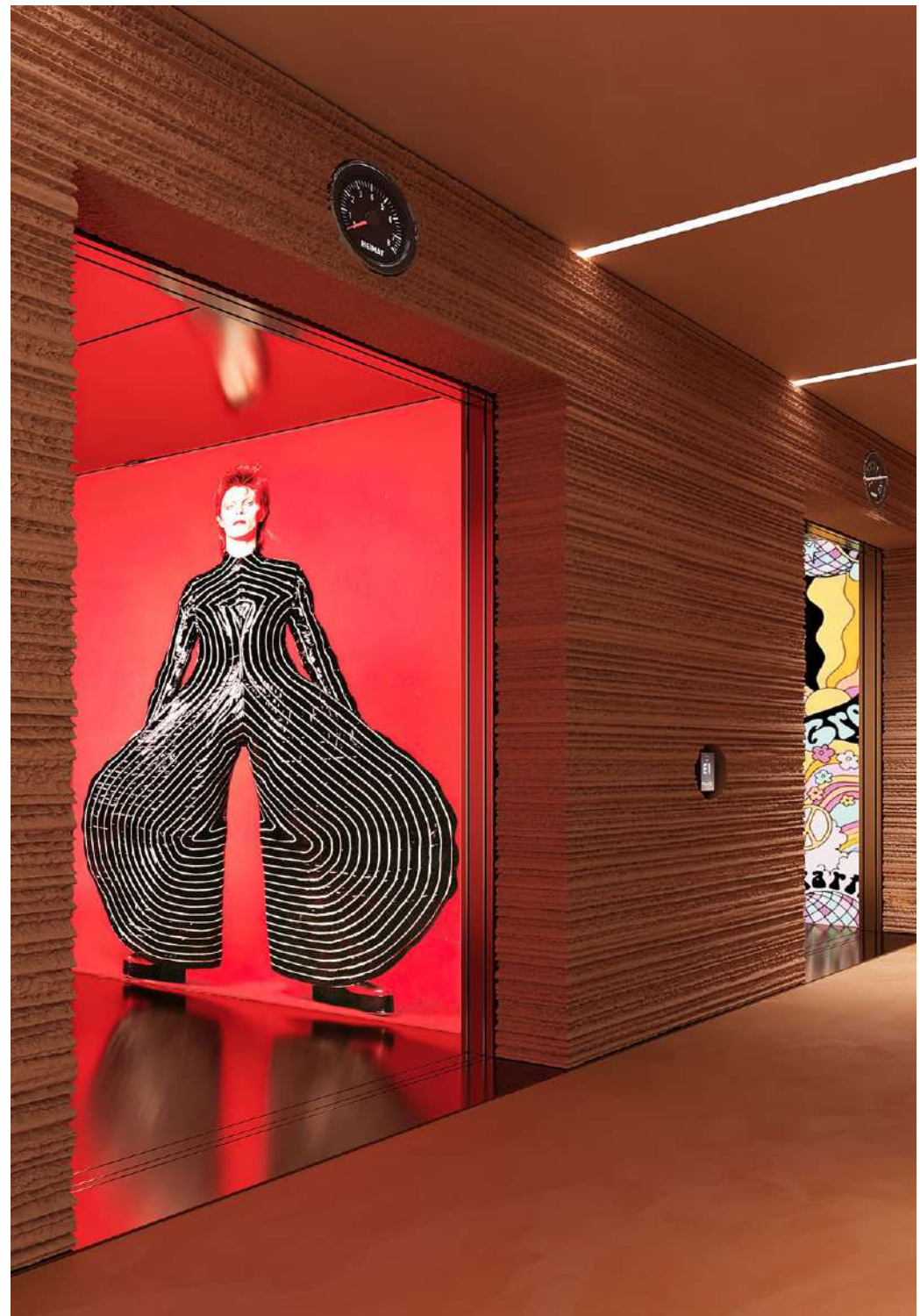
ACCOR MEMBERSHIP SERVICES WITH 25H HEIMAT

Residence owners are eligible to participate in Accor One Residence Club, the Accor Ownership Benefits Program*, affording them VVIP status on a global basis.

- Exclusive invitation to join PLATINUM status in Accor Live 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 5,500 hotels and resorts worldwide (subject to availability)**
- %20 off best available rate worldwide at participating Accor hotels and resorts
- On-site benefits and privileges (specifics to be agreed with Owner/Developer)

*Eligibility continues for as long as Purchaser owns 25h branded real estate, subject to inclusion of the annual Residence Ownership Benefits Fee being included in the property service charge assessed to all Residence Owners.

**At participating Accor brands and properties.



EAST & WEST PROPERTIES | THE DEVELOPER

Founded in 1993, East & West Properties (EWP) is a prominent integrated Real Estate Group in the UAE. Initially specializing in villa construction, the company swiftly expanded its portfolio to meet increasing demand. EWP is recognized for challenging industry norms and employing innovative and comprehensive methods to navigate dynamic market conditions. With a strong presence in all of the UAE, particularly in Dubai and Abu Dhabi, EWP has collaborated with renowned entities such as Select Group, resulting in luxurious projects like Six Senses Palm, Peninsula Business Bay, The Edge, Jumeirah Living Business Bay, and Marina Gate.

Engaging in master-planning, master-development, and property-related fields, EWP has pivotal developments underway in Abu Dhabi, Al Ain, Dubai, Sharjah, and beyond, closely collaborating with the Abu Dhabi Government and aligning with the Plan Abu Dhabi 2030. The company's success hinges on a team of professionals adept at addressing environmental, economic, physical, and political challenges in complex development projects. The brand name "East & West Properties" implies a focus on properties and projects spanning both eastern and western regions or influences, suggesting a company that is diverse in its offerings, catering to a global clientele with a sense of variety and sophistication in the real estate and hospitality sectors.



25H HEIMAT

Get ready to dive headfirst into the dazzling heart of Downtown Dubai with the 25h Heimat. Inspired by the renowned German hospitality brand, 25hours, this residential masterpiece promises a unique blend of quirkiness and liveliness, introducing an unparalleled dimension of convenience, playfulness, and retro vibes.



THE RESIDENCES

PROJECT BRIEF

Building Category:
Branded Residence

Location:
Downtown Dubai, UAE

Expected Handover Q1 2027

Structure:
G + 73 Floors

Exclusive Amenities
across **64,000** sqft



UNIT MIX

Studio Unit
Up to 568 Sqft

1 Bedroom Apartment
Up to 968 Sqft

1 Bedroom Apartment+Study
Up to 1,195 Sqft

2 Bedroom Apartment + Multi Purpose room
Study: Upto 1,630 Sqft

3 Bedroom Apartment + + Multi Purpose room
Up to 1,958 Sqft

Duplex Penthouse
Up to 3,073 Sqft





AT YOUR DOOR STEP AMENITIES NEVER SEEN BEFORE IN DUBAI

- Outdoor Adult & Children Swimming Pool
- Indoor & Outdoor Gym Facilities
- Kids Pool & Play Area
- Jacuzzi
- Music Room & Podcast Studio
- Kitchen & Barbeque Area
- Recreational Area
- Hybrid Co-working Space
- Mini Golf
- Big Chess
- Ping Pong
- Rooftop Yoga Area
- Indoor Cinema
- Pet Zone
- Alimentary
- Ice Recovery Bath

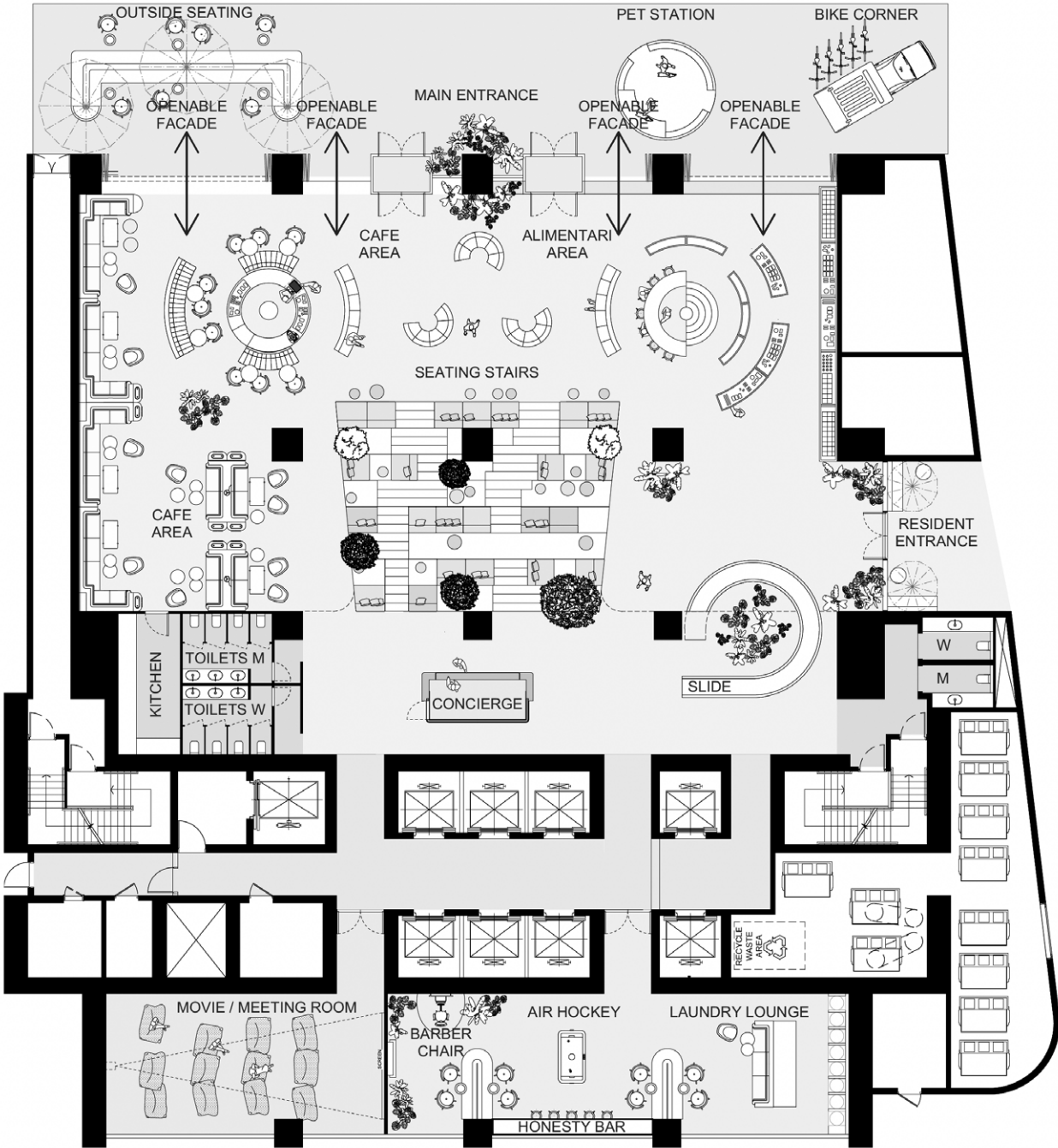
A rooftop lounge area at dusk. The foreground features a checkered tile floor with several fire pits, each containing a fire. A long, narrow pool runs along the edge of the terrace. To the left, a modern building with a dark, vertically-slatted facade is illuminated from within. The background shows a city skyline with several skyscrapers, including the Burj Khalifa on the right. The sky is a deep blue, and the overall atmosphere is warm and inviting.

A PLACE YOU NEVER WANT TO LEAVE



25H HEIMAT
FIRST OF ITS KIND

LOBBY

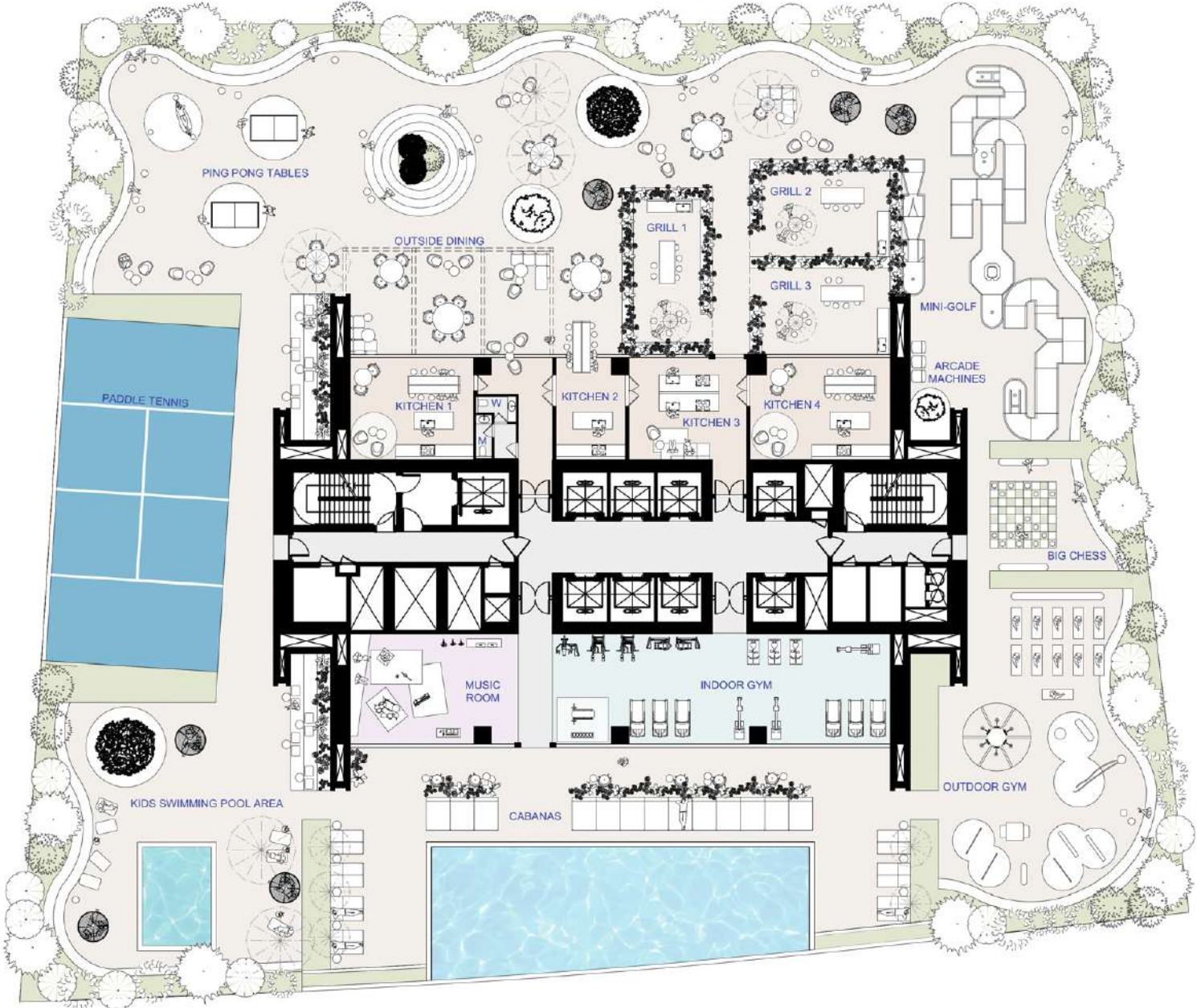




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LET THE GAMES BEGIN AT THE 25H HEIMAT PADEL COURT

PODIUM





63RD
FLOOR SUPPER CLUB
FOR GO GETTERS • LIFE CONNOISSEURS & BIG DREAMERS



FLOOR 63 RD

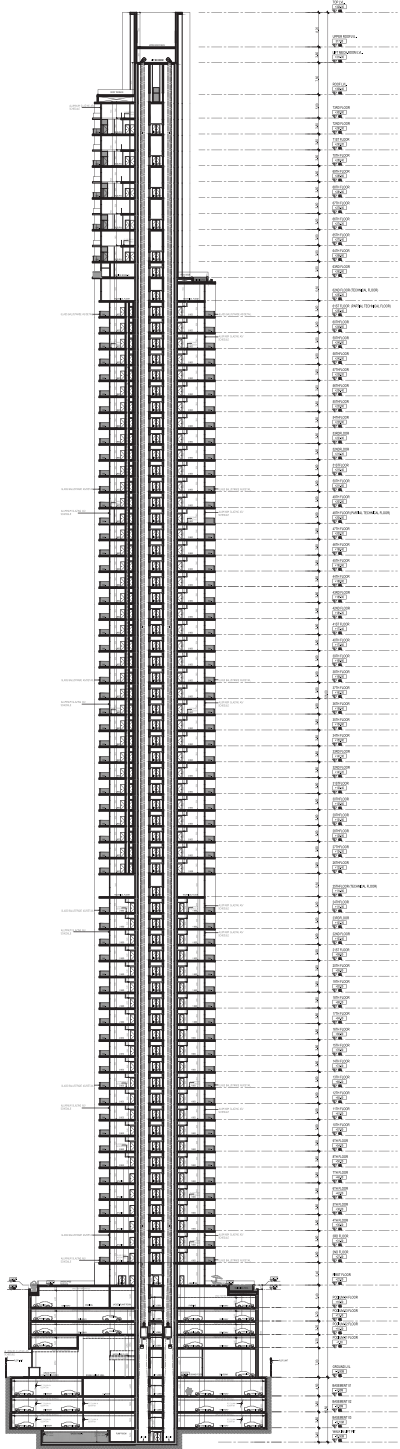




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FLOOR PLANS

FLOOR PLANS TIERS



TIER 4 64th to 73rd Floor

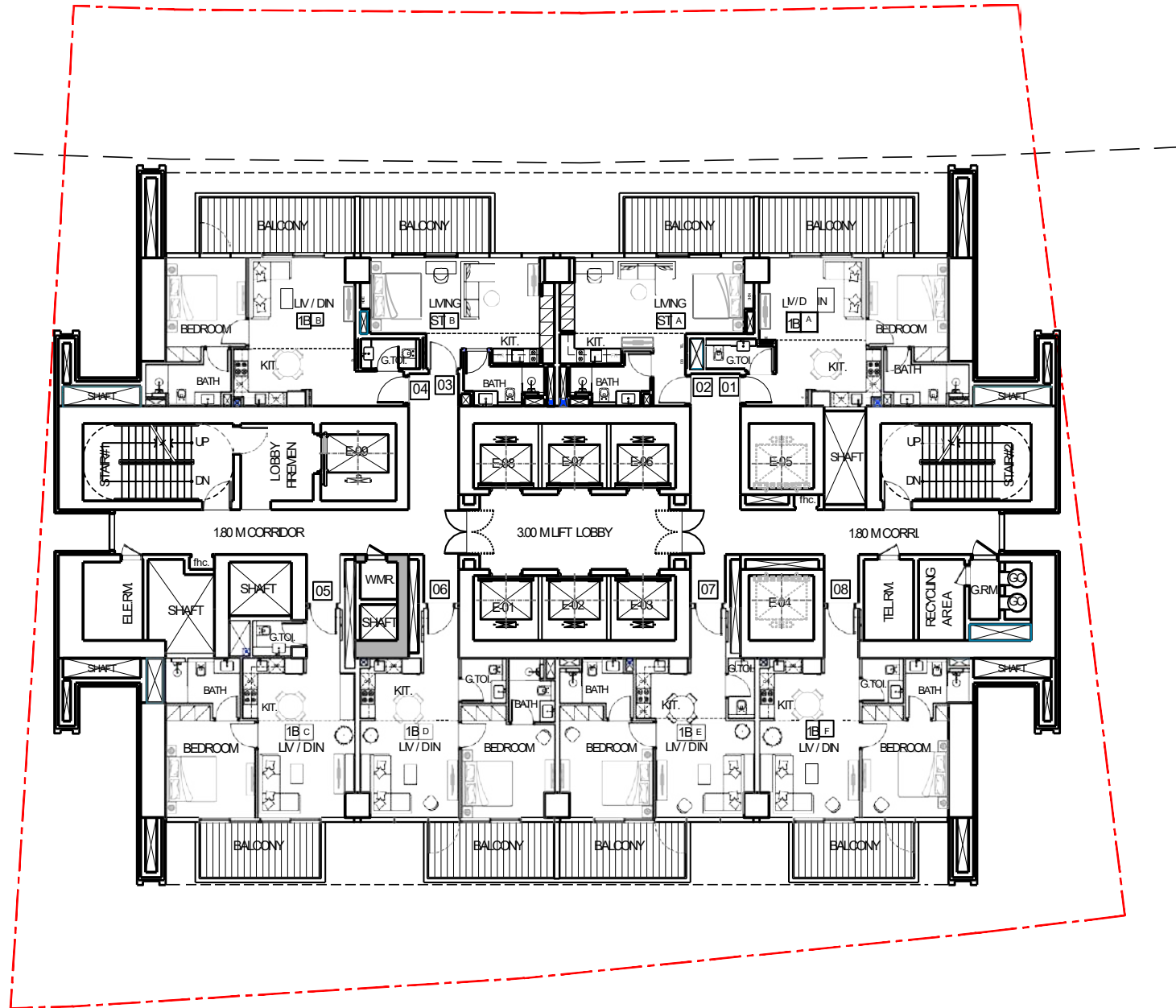
TIER 3 26th to 60th Floor

TIER 2 9th to 24th Floor

TIER 1 2nd to 8th Floor

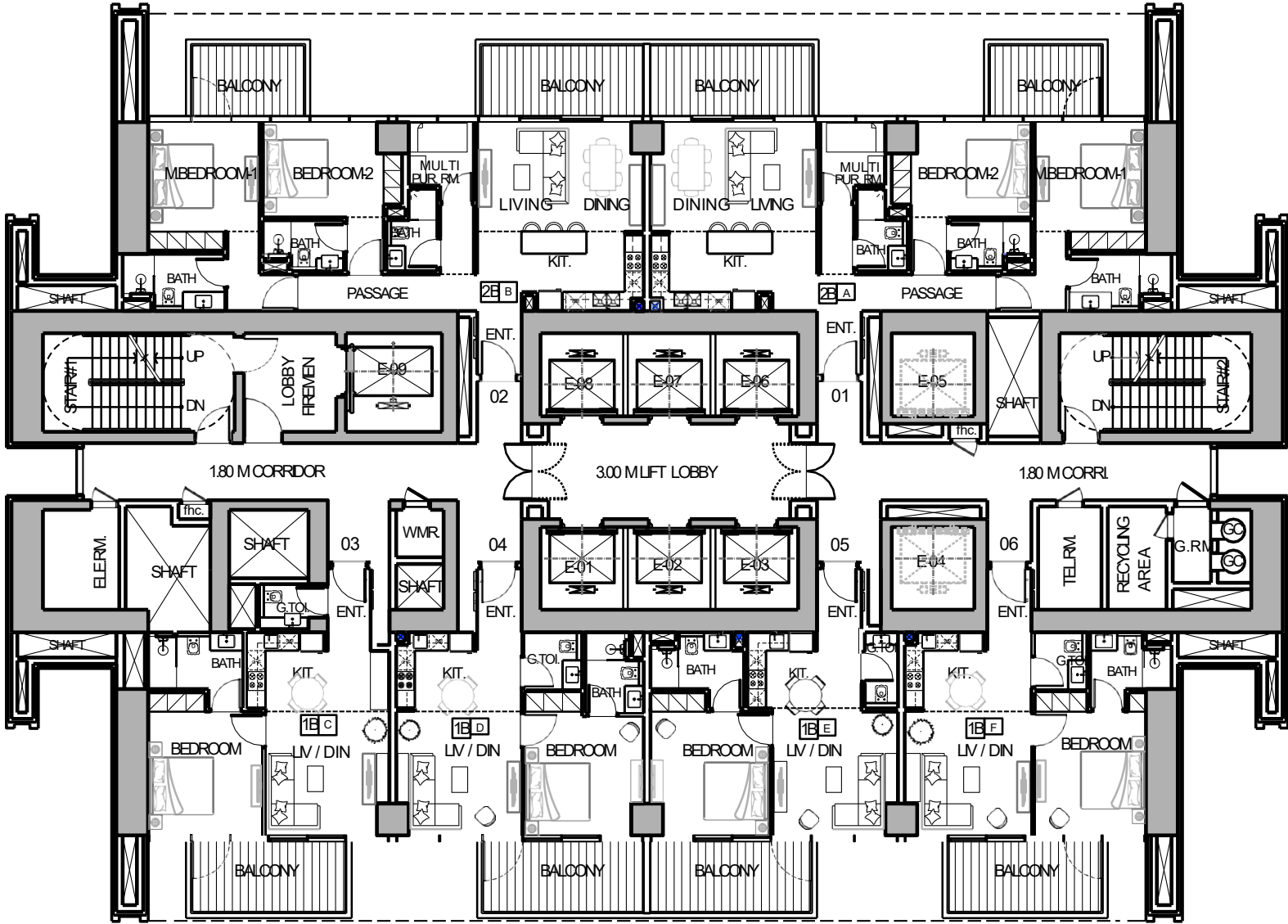
TYPICAL FLOOR PLAN 1

2nd To 8th Floor (7 Floors)



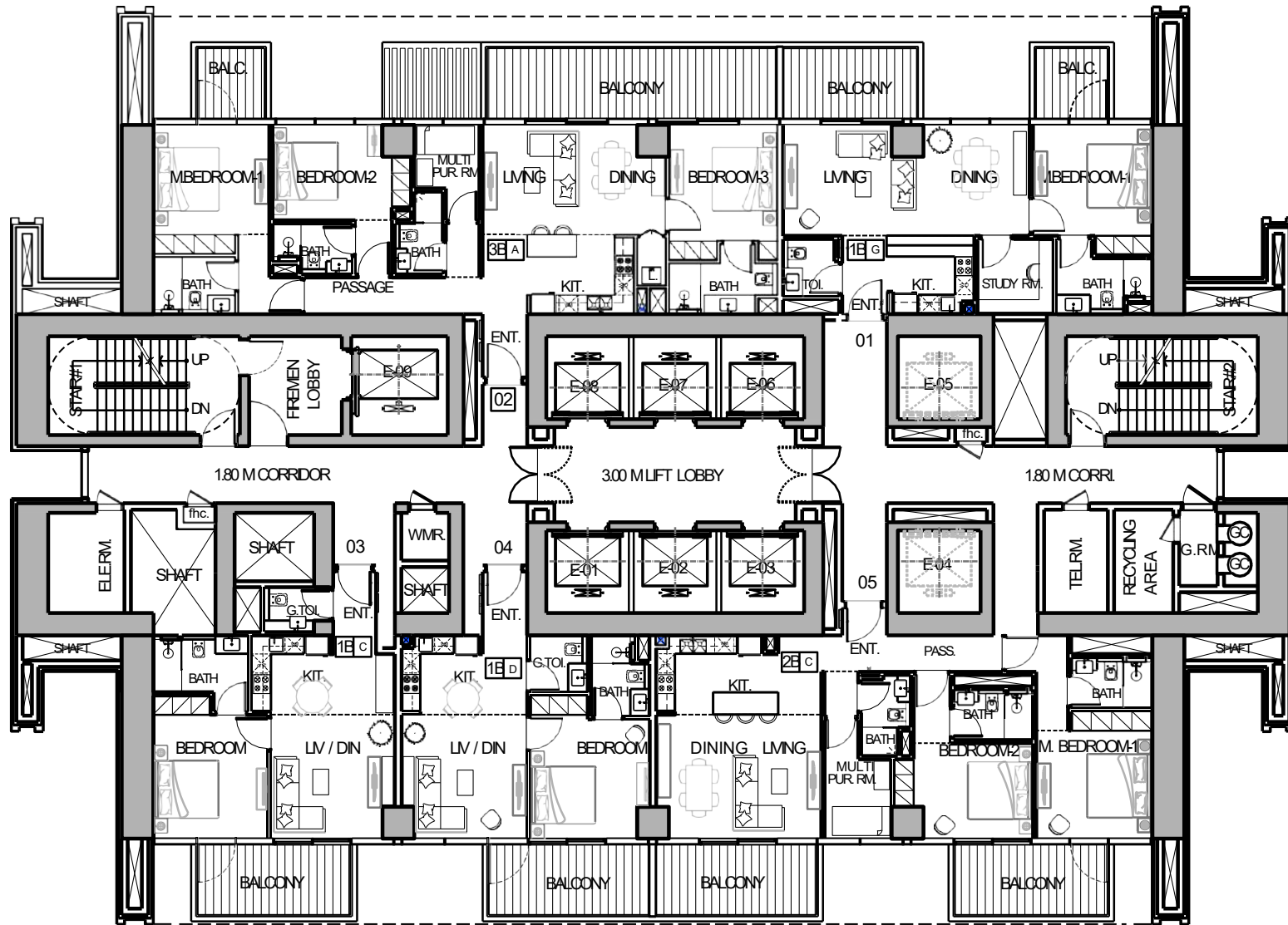
TYPICAL FLOOR PLAN 2

9th To 24th Floor (16 Floors)



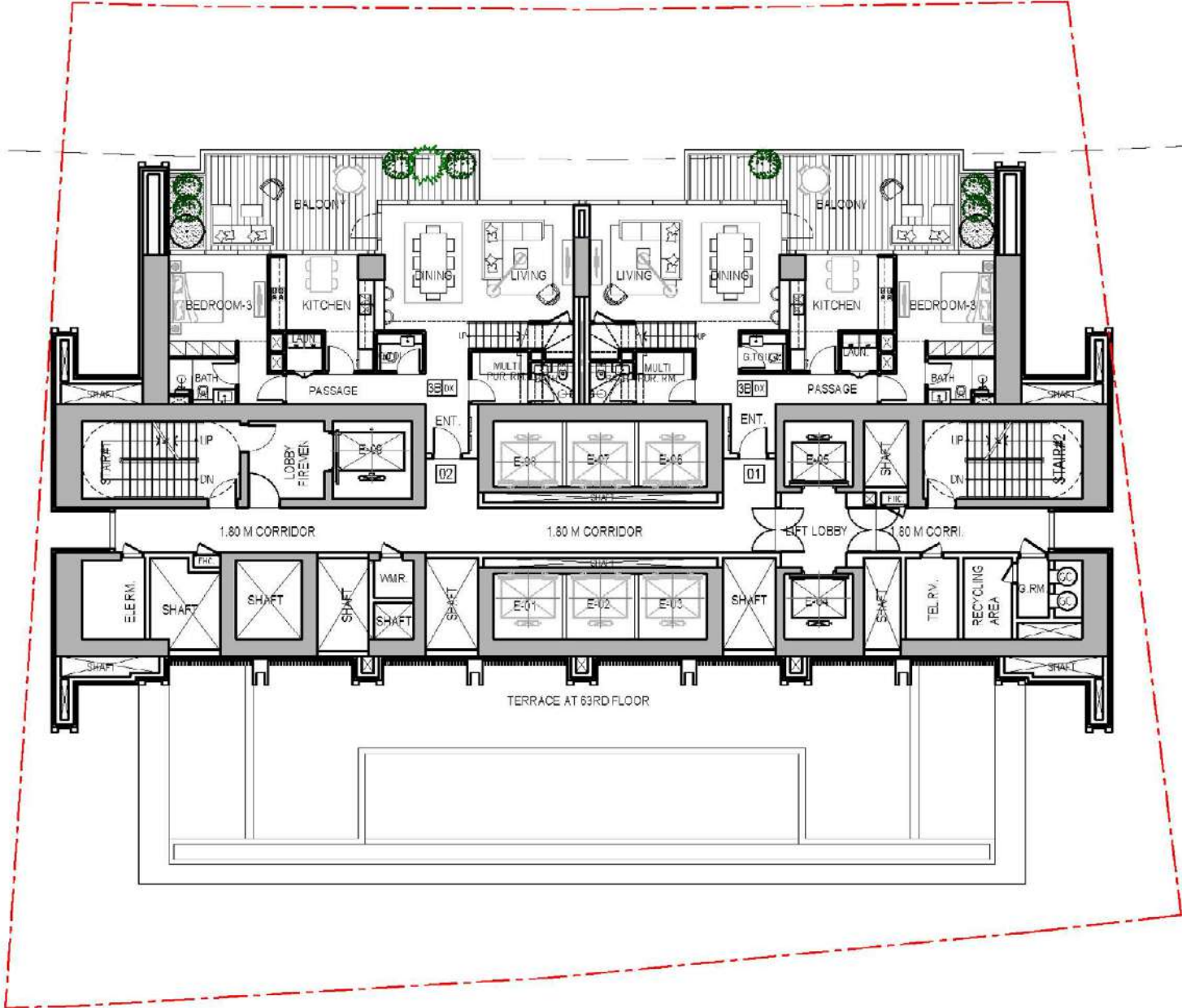
TYPICAL FLOOR PLAN 3

26th To 47th & 49th To 60th Floor (34 Floors)



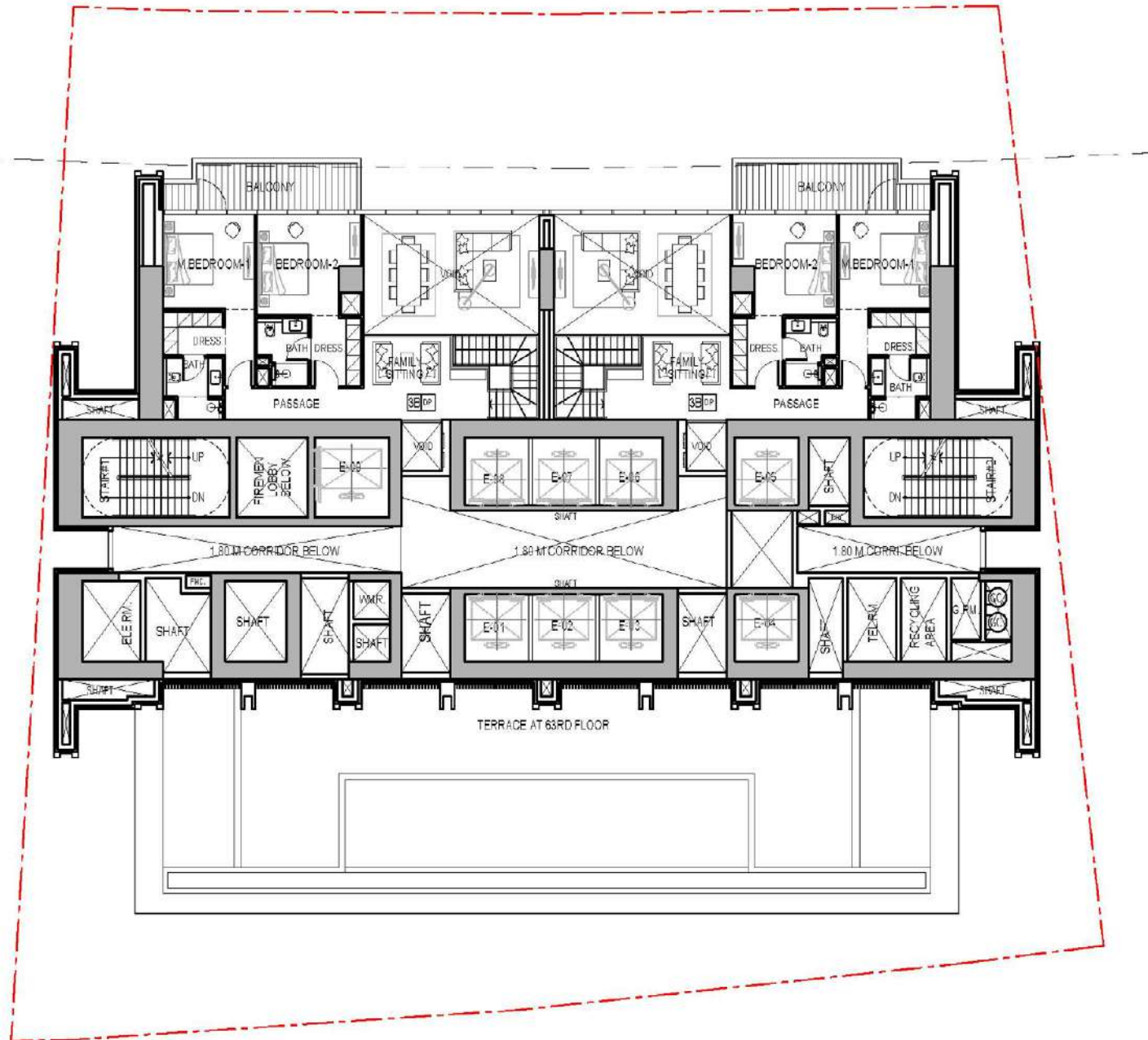
TYPICAL FLOOR PLAN 4

Lower Duplex 64th, 66th, 68th, 70th & 72nd



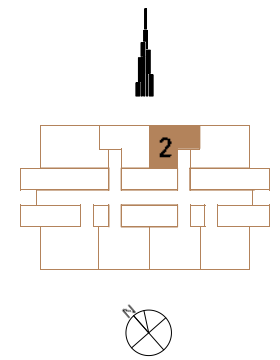
TYPICAL FLOOR PLAN 4

Upper Duplex 65th, 67th, 69th, 71st & 73rd

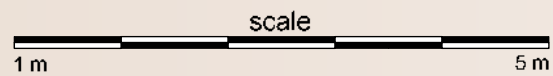


STUDIO TYPE A

| Unit Size | Balcony Size | Total Unit Size |
|---------------------|----------------------|----------------------|
| 41 m ² | 14,96 m ² | 55,96 m ² |
| 441 ft ² | 161 ft ² | 602 ft ² |

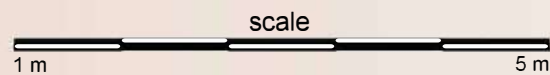
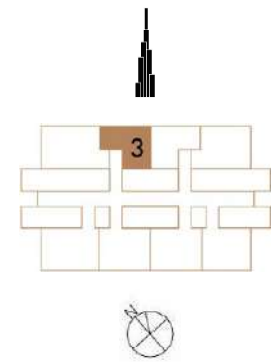


- | | |
|----------------------|-------------|
| 1. Foyer | 4. Bedroom |
| 2. Kitchen | 5. Bathroom |
| 3. Living and Dining | 6. Terrace |



STUDIO TYPE B

Unit Size Balcony Size Total Unit Size
38,78 m² 14,96 m² 53,74 m²
417 ft² 161 ft² 578 ft²



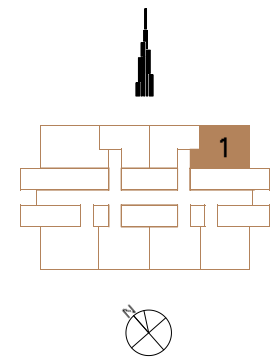
- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Bedroom
- 5. Bathroom
- 6. Terrace





1 BEDROOM TYPE A

Unit Size Balcony Size Total Unit Size
55,46 m² 28,32 m² 83,78 m²
597 ft² 305 ft² 902 ft²

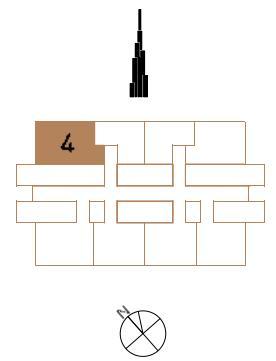


- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Powder Room
- 5. Bedroom
- 6. Ensuite
- 7. Terrace



1 BEDROOM TYPE B

Unit Size Balcony Size Total Unit Size
59,23 m² 28,32 m² 87,55 m²
638 ft² 304 ft² 942 ft²

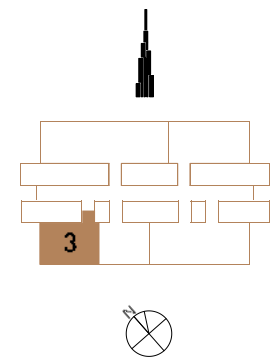


- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Powder Room
- 5. Bedroom
- 6. Ensuite
- 7. Terrace

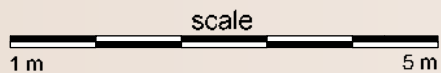


1 BEDROOM TYPE C

Unit Size Balcony Size Total Unit Size
60,61 m² 29,54 m² 90,15 m²
652 ft² 318 ft² 970 ft²

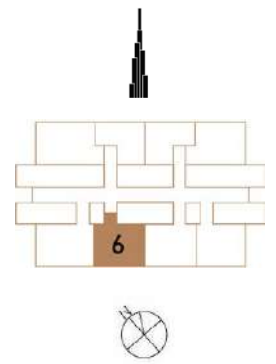


- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Powder Room
- 5. Bedroom
- 6. Ensuite
- 7. Terrace

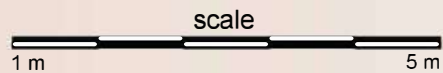


1 BEDROOM TYPE D

Unit Size 57,37 m² 618 ft²
Balcony Size 14,96 m² 161 ft²
Total Unit Size 72,33 m² 779 ft²

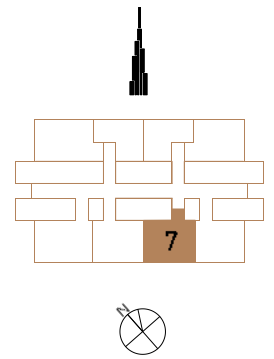


- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Bedroom
- 5. Ensuite
- 6. Terrace

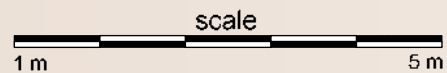


1 BEDROOM TYPE E

Unit Size Balcony Size Total Unit Size
57,18 m² 14,96 m² 72,14 m²
615 ft² 162 ft² 777 ft²

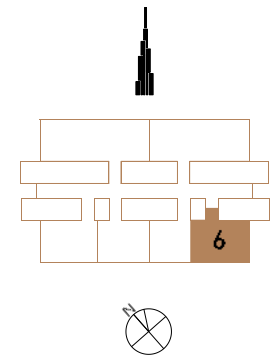


- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Powder Room
- 5. Bedroom
- 6. Ensuite
- 7. Terrace

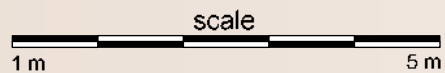


1 BEDROOM TYPE F

Unit Size Balcony Size Total Unit Size
59,59 m² 29,13 m² 88,72 m²
641 ft² 314 ft² 955 ft²

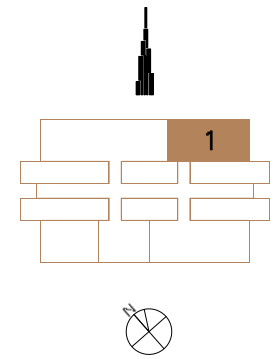


- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Powder Room
- 5. Bedroom
- 6. Ensuite
- 7. Terrace



1 BEDROOM TYPE G

Unit Size Balcony Size Total Unit Size
 74,87 m² 36,27 m² 111,4 m²
 806 ft² 390 ft² 1196 ft²



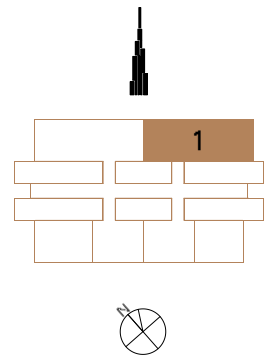
- | | | |
|----------------------|-----------------------|------------|
| 1. Foyer | 4. Powder Room | 7. Ensuite |
| 2. Kitchen | 5. Multi-purpose Room | 8. Terrace |
| 3. Living and Dining | 6. Bedroom | 9. Terrace |



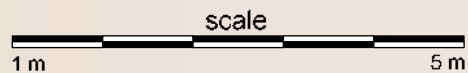


2 BEDROOM TYPE A

Unit Size 105,60 m² 1137 ft²
 Balcony Size 43,49 m² 468 ft²
 Total Unit Size 149,09 m² 1605 ft²

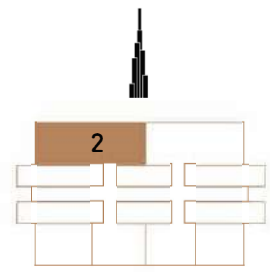


- | | | | |
|----------------------|-----------------------|-------------------|-------------|
| 1. Foyer | 4. Multi-purpose Room | 7. Ensuite | 10. Terrace |
| 2. Kitchen | 5. Powder Room | 8. Master Bedroom | |
| 3. Living and Dining | 6. Bedroom | 9. Ensuite | |

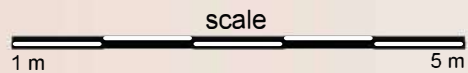


2 BEDROOM TYPE B

Unit Size 105,95 m² 1140 ft²
 Balcony Size 43,48 m² 468 ft²
 Total Unit Size 149,43 m² 1608 ft²

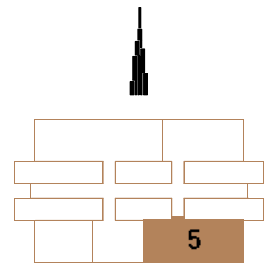


- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Multi-purpose Room
- 5. Powder Room
- 6. Bedroom
- 7. Ensuite
- 8. Master Bedroom
- 9. Ensuite
- 10. Terrace

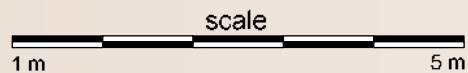


2 BEDROOM TYPE C

Unit Size 109,3 m² 1176 ft²
 Balcony Size 44,73 m² 482 ft²
 Total Unit Size 154,03 m² 1658 ft²



- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Multi-purpose Room
- 5. Powder Room
- 6. Bedroom
- 7. Ensuite
- 8. Master Bedroom
- 9. Ensuite
- 10. Terrace





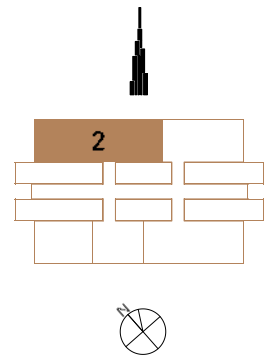
25h

FROM SUNRISE TO SUNSET
YOU HAVE THE WHOLE CITY
AT YOUR FEET

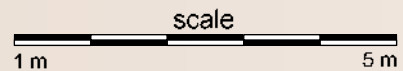


3 BEDROOM TYPE A

Unit Size 130,2 m² 1401 ft²
 Balcony Size 51,49 m² 555 ft²
 Total Unit Size 181,69 m² 1956 ft²



- | | | | |
|----------------------|-----------------------|----------------|--------------------|
| 1. Foyer | 4. Bedroom | 7. Powder Room | 10. Master Bedroom |
| 2. Kitchen | 5. Ensuite | 8. Bedroom | 11. Ensuite |
| 3. Living and Dining | 6. Multi-purpose Room | 9. Ensuite | 12. Terrace |



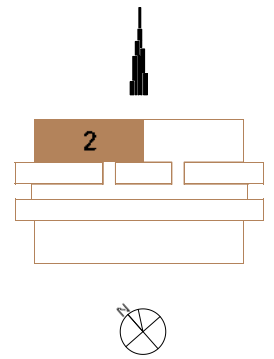


**UNOBSTRUCTED VIEWS OF
BURJ KHALIFA
& DOWNTOWN BOULEVARD**

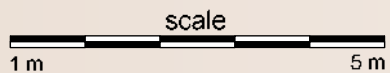


3 BEDROOM DUPLEX

| | | |
|-----------------------|----------------------|------------------------|
| Unit Size | Balcony Size | Total Unit Size |
| 222,23 m ² | 56,63 m ² | 278,86 m ² |
| 2392 ft ² | 610 ft ² | 3002 ft ² |

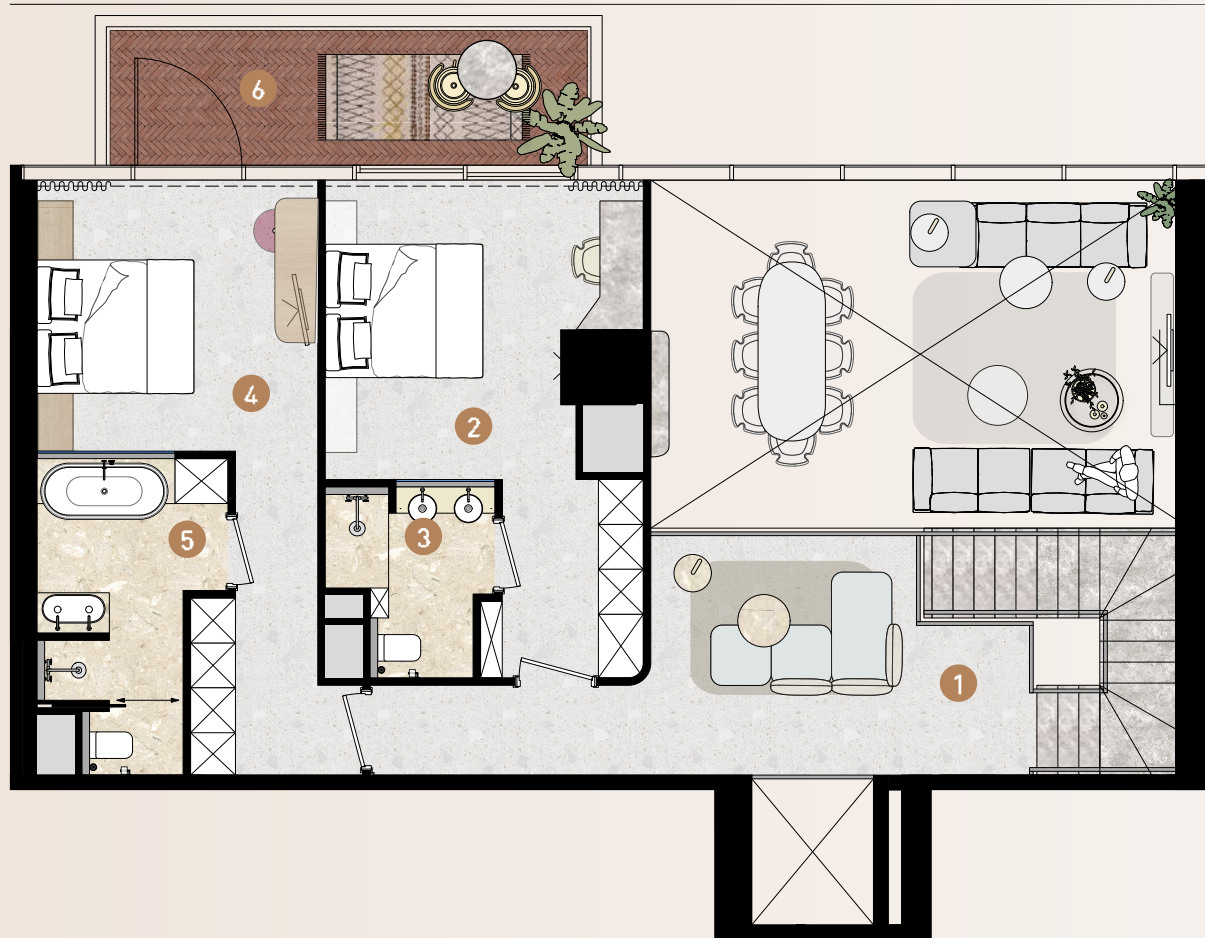
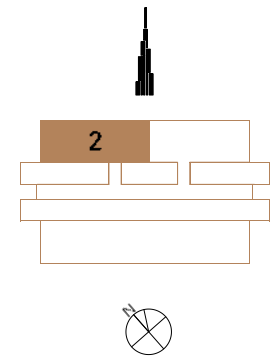


- | | | | |
|----------------------|-----------------------|-----------------|-------------|
| 1. Foyer | 4. Multi-purpose Room | 7. Wine fridges | 10. Ensuite |
| 2. Kitchen | 5. Bathroom | 8. Laundry | 11. Terrace |
| 3. Living and Dining | 6. Powder Room | 9. Bedroom | |

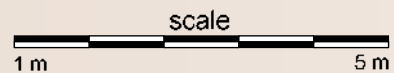


3 BEDROOM DUPLEX

Unit Size Balcony Size Total Unit Size
222,23 m² 56,63 m² 278,86 m²
2392 ft² 610 ft² 3002 ft²



- 1. Upper Foyer
- 2. Bedroom
- 3. Ensuite
- 4. Master Bedroom
- 5. Ensuite
- 6. Terrace







I AM GOING ON HOLIDAY



BREATH TAKING VIEWS OF
THE ICONIC FOUNTAINS AND
THE WORLD'S TALLEST BUILDING



HELLO STRANGER, WELCOME HOME.



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