

nudra  
S A A D I Y A T



“NUDRA'S DESIGN IS HUMAN  
CENTRIC AND COMPLETELY BASED  
ON HOW RESIDENTS EXPERIENCE  
NATURE AND CULTURE IN A BEACH  
SIDE COMMUNITY.”

*MEISA BATAYNEH*  
*THE ARCHITECT OF NUDRA*





f o r g i n g

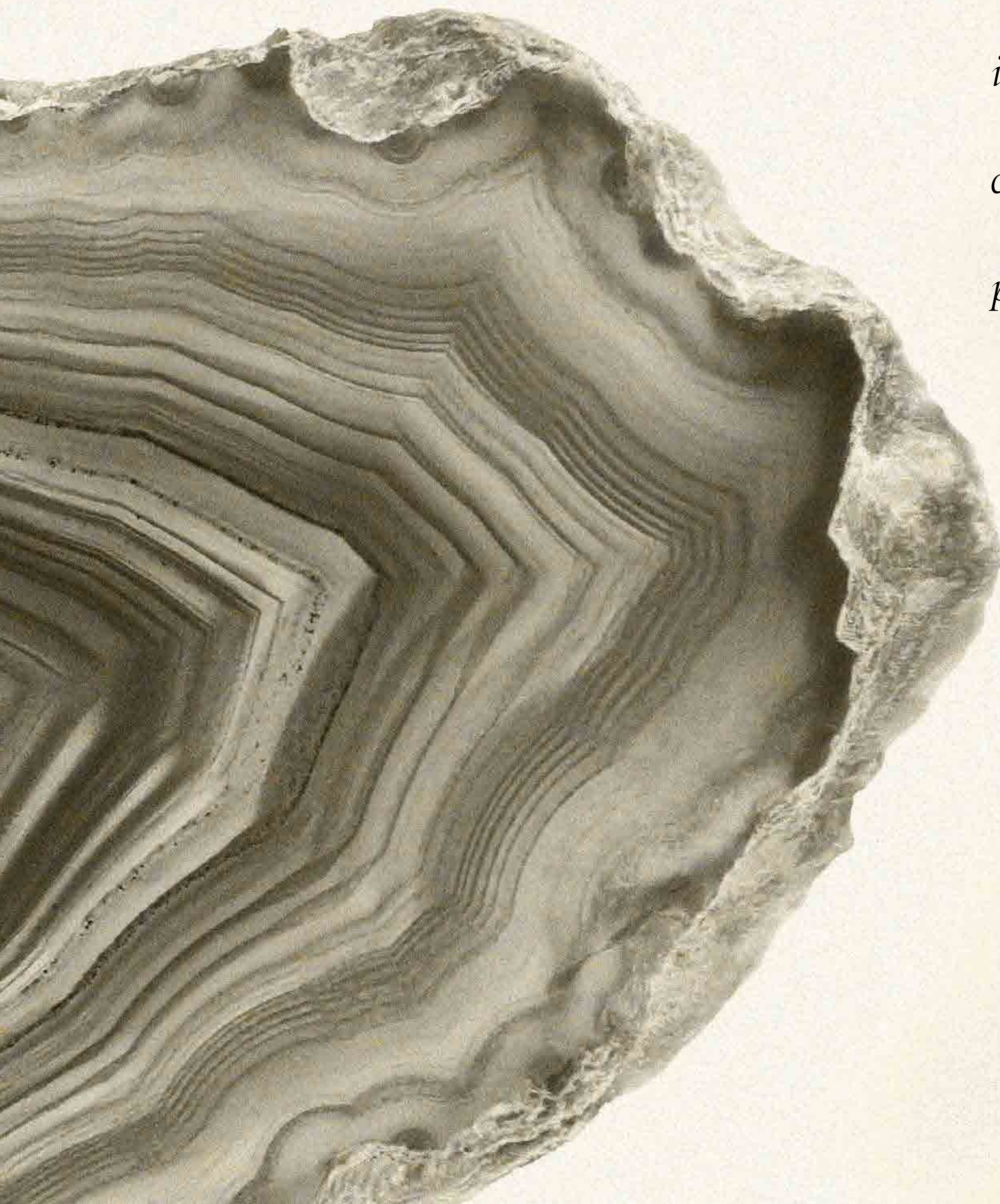
a l a s t i n g

b o n d b e t w e e n

h i s t o r y

& l e g a c y .





*Gently rising off the coast of Abu Dhabi's scenic shoreline lies a rare phenomena of natural beauty; Nudra. A mesmerising destination where the land magically intertwines with the sea to pave the way for a pioneering concept of contemporary living set to put the creative power of design in your hand.*

By uniquely embodying the provenance of the Saadiyat community with the forward-facing aspirations of Abu Dhabi, Nudra's masterplanned destination is more than just a lifestyle location.

It is an exclusive invitation for homeowners to unleash their creativity, curating the life and home of their dreams.

Nudra is autonomy in creation; legacy by design.



t h e c e n t r e p i e c e

o f

s a a d i y a t i s l a n d

01

A N U N P A R A L L E L E D L O C A T I O N



*Nestled in a unique location accented by a contemporary Arabian culture and flare, Nudra is a fully integrated residential community situated on the coast of Saadiyat's cultural district.*

Acting as a centrepiece in Saadiyat Island, Nudra's neighbourly community comprises an eclectic mélange of the world's greatest cultural institutions spanning educational establishments to world-class entertainment facilities just a ten-minute drive from Abu Dhabi.

The strategic position of Nudra's lifestyle destination places residents in the heart of the action by living between Saadiyat Cultural and Beach Districts, within a short walk from Mamsha Al Saadiyat with its vibrant restaurants and world-class shopping experiences, in addition to its easy access to local institutions including Cranleigh School Abu Dhabi, Saadiyat Golf Club, as well as The St. Regis and Park Hyatt Beach Resorts. Nudra offers a rare experience that caters to the mind, the body and the soul.

Surrounded by many of the capital's cultural landmarks in every direction, residents can forge a cultural connection with the world by living minutes away from the Louvre Abu Dhabi, Manarat Al Saadiyat, future Guggenheim Museum and several culture centres that guarantee to inspire and delight.

As Abu Dhabi looks to solidify its future of aspiration and innovation, Nudra gives its residents the chance to create a lasting legacy—the first chapter of the new story of Abu Dhabi.



nudra  
S A A D I Y A T



Guggenheim Abu Dhabi

Louvre Abu Dhabi

Performing Arts Centre

Zayed National Museum

Park Hyatt Abu Dhabi Hotel

Cranleigh Abu Dhabi

Manarat Al Saadiyat

St. Regis Island Resort

New York University

Saadiyat Beach Golf Club

Saadiyat Public Beach

Saadiyat Beach Club





a w e l l

c u r a t e d   w o r l d

o f   i t s   o w n

02

ABOUT NUDRA



*Nudra, the ‘rare’ gem in Saadiyat Island gives its residents the chance to express their individuality and reflect their unique aspirations through ultimate freedom to design the interior of their own home.*

Masterplanned with residents’ convenience in mind, Nudra is an all-encompassing destination introducing a world of amenities and leisure experiences at every doorstep.

With an eye for exclusivity and a dedication to re-define the conventional norms of design, Nudra comprises of 32 villas and five land plots—The Shores Land Plots, The Dunes and The Beach Villas.

Boasting a cutting-edge gym, tennis court, a lively clubhouse, two playparks, in addition to an infinity pool overlooking the Arabian Gulf and a verdant family park as the community’s spine, Nudra is an ideal family destination to interact, relax and unwind.

All villa designs speak an authentic language of architectural harmony, infusing contemporary elegance with a modernised traditional feel in its layering, fenestrations, and materials.

A third level roof floor or penthouse is introduced to all units to provide a private family space directly taking in the tranquil views of Saadiyat’s water & its lively cultural district.



The image features a vertical rectangular area on the left side, filled with an abstract, textured background. The background is composed of layered, translucent shapes in shades of deep purple, magenta, and various tones of green (from light sage to dark forest green). The textures appear organic and painterly, with some areas looking like marbled paper or liquid paint. Overlaid on this textured area is the text 'autonomy in creation. legacy by design.' in a white, monospaced, typewriter-style font. The text is arranged in four lines, centered horizontally within the textured area. The rest of the image is a solid, plain white background.

a u t o n o m y

i n c r e a t i o n .

l e g a c y

b y d e s i g n .



*5 exclusive* serviced land plots of approximately 2,500 sqm

with an allowable build up area of up to 2,000 sqm—each

with a bespoke villa design available for the purchaser.

*32 villas*, delivered to ‘shell and core’, enabling purchasers

to design and fit-out the interiors to their exact requirements.

*Saadiyat's only exclusive private beach access* on

the Arabian Gulf.

*First class amenities*, including a gym, infinity pool,

tennis court and children’s play area.

*Closed & intimate community* with only 36 neighbours.

*Elevated views* of the Louvre Abu Dhabi.





The background is a full-page image of marbled paper with swirling patterns in shades of sage green, taupe, and hints of burnt orange. A large, semi-transparent dark rectangle is centered on the page, serving as a backdrop for the text.

t h e   c h a n c e

t o   c r e a t e   a

l a s t i n g   l e g a c y

03

L A N D   P L O T S   &   V I L L A S







*Expertly designed to curate unique homes that define individualism in design, Nudra offers a totally unique opportunity to design and build your own home to your desired taste and specification in this unparalleled location.*

#### **The Shores**

The five serviced land plots allow complete flexibility of design within the developer's prescribed development controls or alternatively, the purchaser can utilise a bespoke villa design created for each of the plots. The architecture of the villas is carefully considered.

#### **The Beach and The Dunes**

Villas are all personalised, and the remaining villas are governed by their context on site, split into two types of Beach Villas and two types of Dune Villas.

Nudra's key distinguishing factor lies in the opportunity for residents to design their own home interiors—as The Beach and The Dunes villas at Nudra are to be delivered to a 'shell and core' finish. This means that the main construction will be handled by the developer but you will have the freedom to design and fit out the layout to your own requirements while adding the services and finishes of your choice.

There will be a team of recommended professionals available to assist you with the process of interior design and fitting out of your home.





- |   |                   |  |   |                             |
|---|-------------------|--|---|-----------------------------|
| 01. Primary entry to development                                    | 04. Central Plaza | 07. Secondary entry to the development | 10. Swimming Pool with views to the beach | 13. The Shores (Land Plots) |
| 02. Terraced planted wall clad with feature stone                   | 05. Open Space 1  | 08. Tennis Court                       | 11. The Dunes (Villas)                    |                             |
| 03. Pedestrian spine in feature paving and lined with feature palms | 06. Open Space 2  | 09. Gym                                | 12. The Beach (Villas)                    |                             |

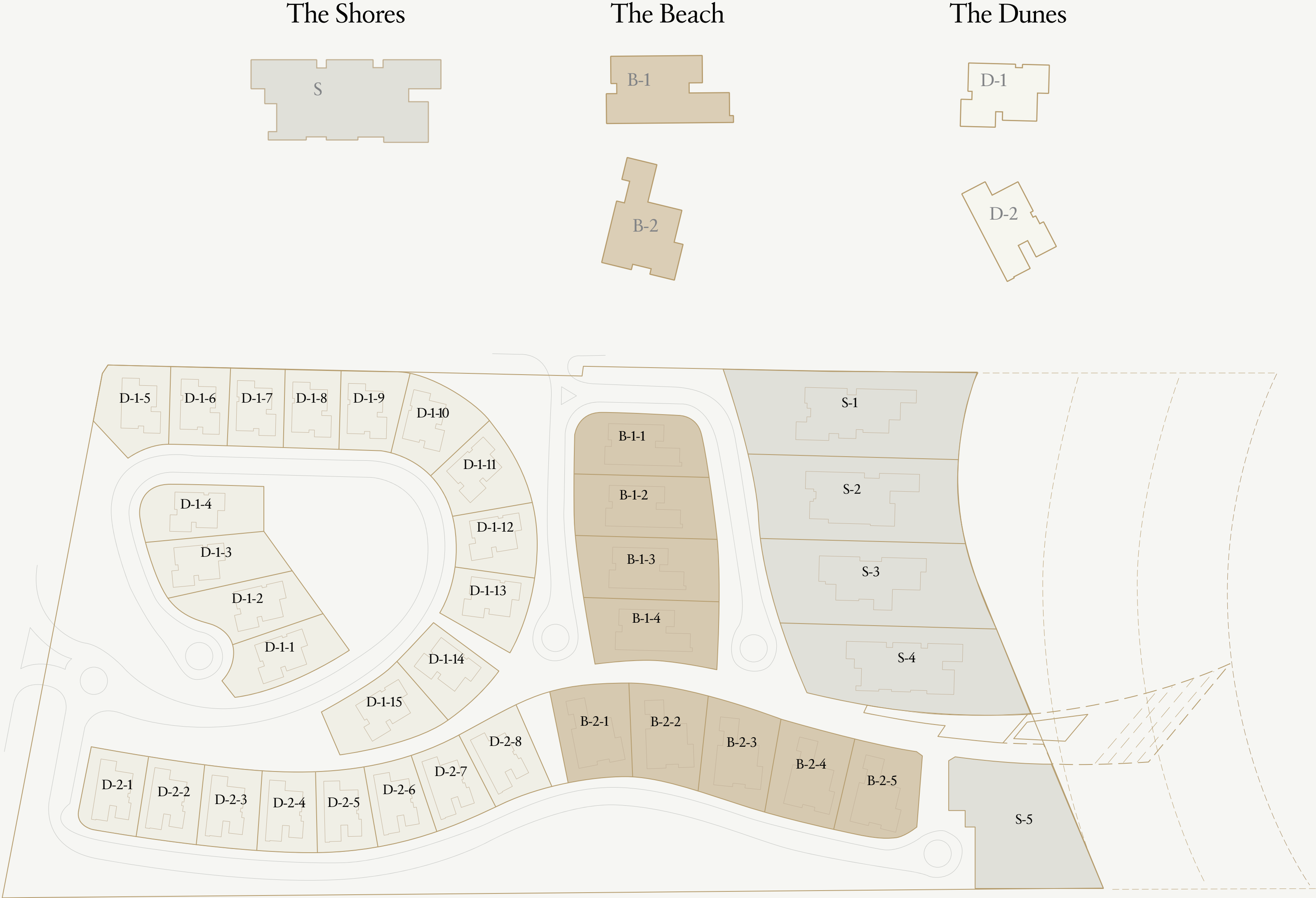


## Schedule of Areas

Villa Type	Gross Sellable Area	Plot Size
<b>The Shores</b>		
S-1	1,900.00 m <sup>2</sup>	2,832.20 m <sup>2</sup>
S-2	1,900.00 m <sup>2</sup>	2,489.60 m <sup>2</sup>
S-3	1,900.00 m <sup>2</sup>	2,565.30 m <sup>2</sup>
S-4	1,900.00 m <sup>2</sup>	2,653.00 m <sup>2</sup>
<b>The Beach</b>		
B-1-1	1,261.00 m <sup>2</sup>	1,135.60 m <sup>2</sup>
B-1-2	1,261.00 m <sup>2</sup>	1,247.70 m <sup>2</sup>
B-1-3	1,261.00 m <sup>2</sup>	1,253.80 m <sup>2</sup>
B-1-4	1,261.00 m <sup>2</sup>	1,222.90 m <sup>2</sup>
<b>The Dunes</b>		
D-1-1	855.00 m <sup>2</sup>	865.30 m <sup>2</sup>
D-1-2	855.00 m <sup>2</sup>	885.00 m <sup>2</sup>
D-1-3	855.00 m <sup>2</sup>	933.00 m <sup>2</sup>
D-1-4	855.00 m <sup>2</sup>	910.70 m <sup>2</sup>

Villa Type	Gross Sellable Area	Plot Size
D-1-5	855.00 m <sup>2</sup>	832.30 m <sup>2</sup>
D-1-6	855.00 m <sup>2</sup>	681.20 m <sup>2</sup>
D-1-7	855.00 m <sup>2</sup>	637.70 m <sup>2</sup>
D-1-8	855.00 m <sup>2</sup>	637.70 m <sup>2</sup>
D-1-9	855.00 m <sup>2</sup>	699.50 m <sup>2</sup>
D-1-10	855.00 m <sup>2</sup>	827.80 m <sup>2</sup>
D-1-11	855.00 m <sup>2</sup>	827.70 m <sup>2</sup>
D-1-12	855.00 m <sup>2</sup>	743.40 m <sup>2</sup>
D-1-13	855.00 m <sup>2</sup>	771.70 m <sup>2</sup>
D-1-14	855.00 m <sup>2</sup>	732.80 m <sup>2</sup>
D-1-15	855.00 m <sup>2</sup>	941.20 m <sup>2</sup>
<b>The Beach</b>		
B-2-1	852.00 m <sup>2</sup>	691.60 m <sup>2</sup>
B-2-2	852.00 m <sup>2</sup>	691.70 m <sup>2</sup>
B-2-3	852.00 m <sup>2</sup>	691.70 m <sup>2</sup>
B-2-4	852.00 m <sup>2</sup>	667.90 m <sup>2</sup>
B-2-5	852.00 m <sup>2</sup>	642.20 m <sup>2</sup>
B-2-6	852.00 m <sup>2</sup>	642.20 m <sup>2</sup>
B-2-7	852.00 m <sup>2</sup>	679.60 m <sup>2</sup>
B-2-8	852.00 m <sup>2</sup>	767.60 m <sup>2</sup>

## Plot Plan







*\*Artist impression*



d e s i g n

y o u r

o w n

d e s t i n y .







c u r a t e

y o u r

l i f e

04

L A N D P L O T S





*\*Artist impression*



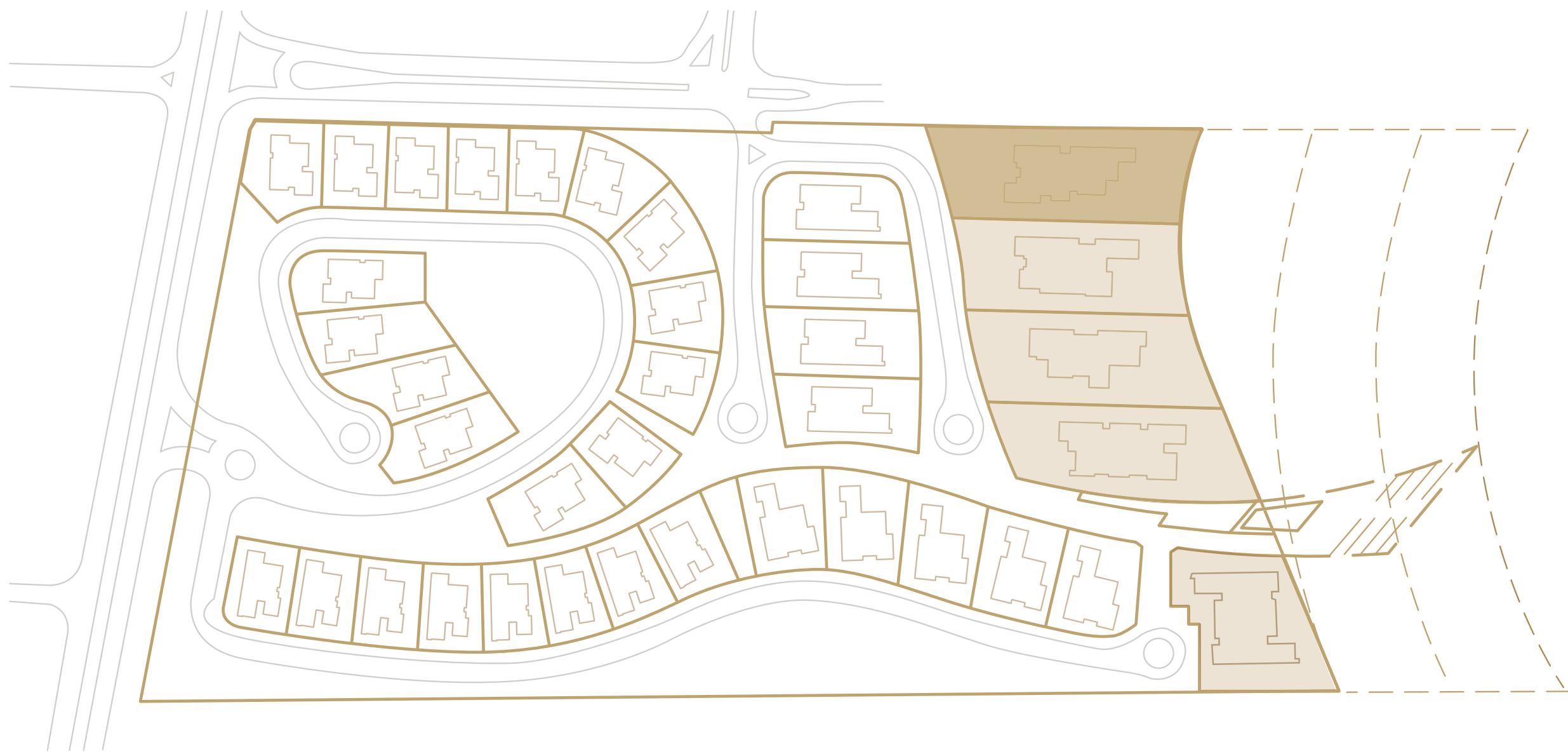
The Shores ————— S1



Land Plot data

01	Plot No.	S-1
02	Plot Area	2,832.16 sqm
03	Maximum GFA	2,000 sqm
04	Front Setback	15 m
05	Rear Setback	15 m
06	Side Setback	6 m

Parcelisation Plan





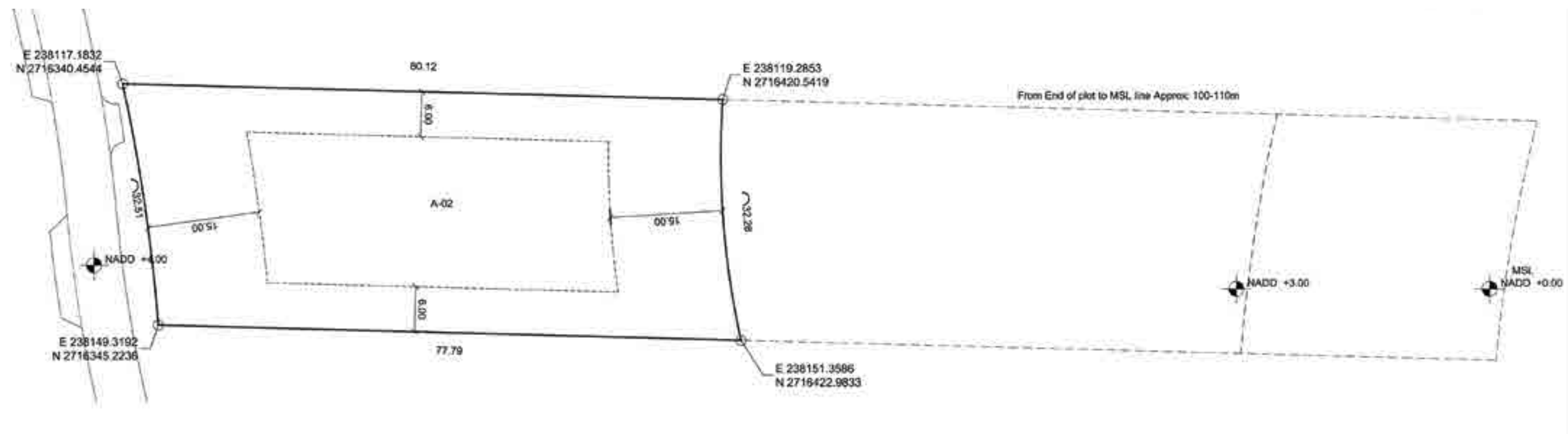
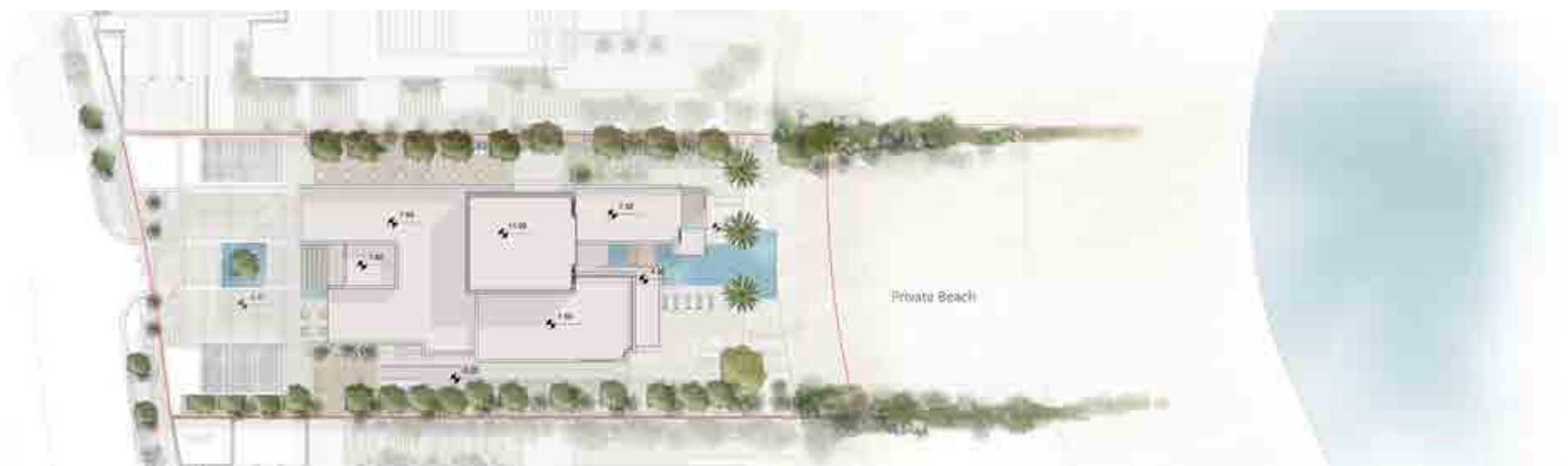
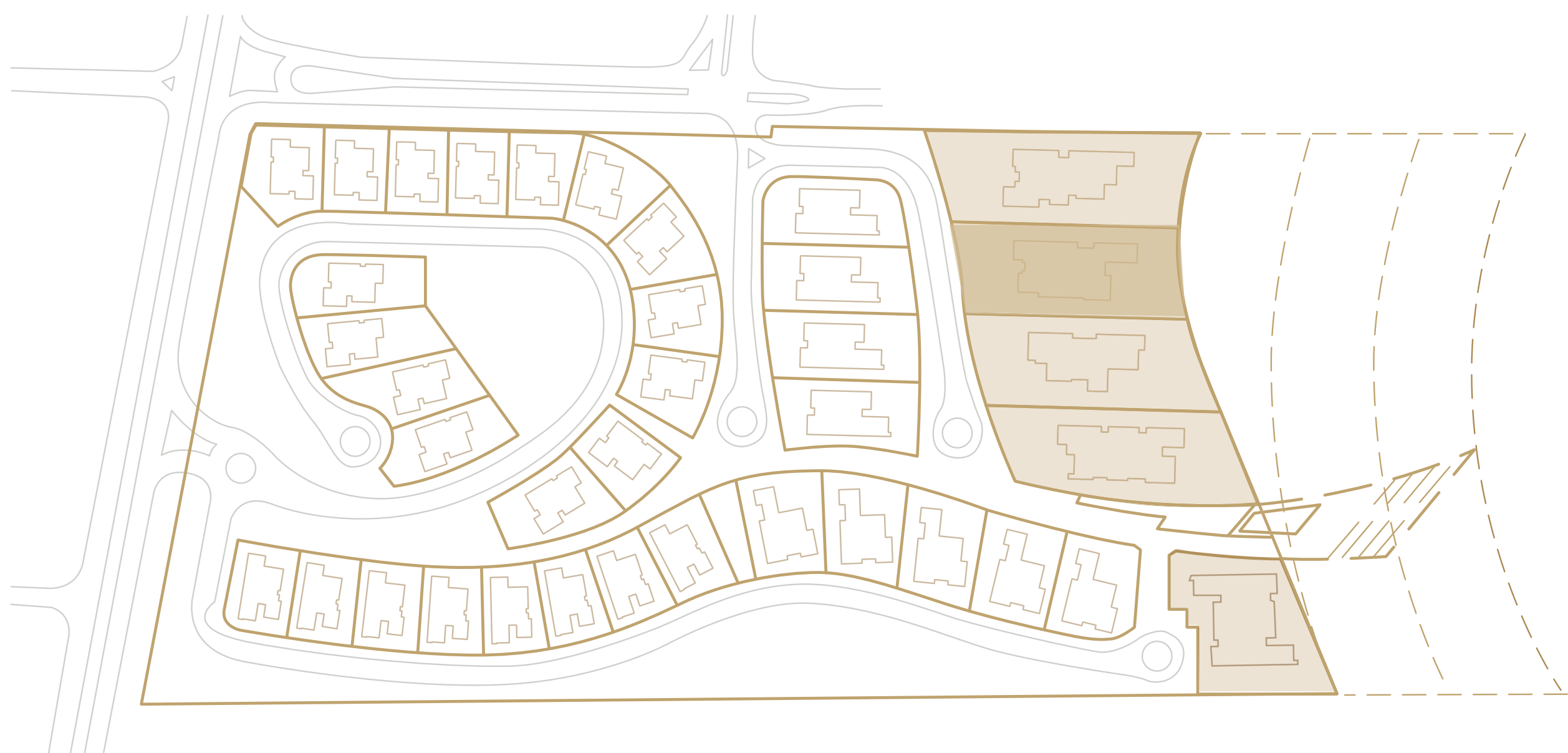
The Shores ————— S2



Land Plot data

01	Plot No.	S-2
02	Plot Area	2,489.60 sqm
03	Maximum GFA	2,000 sqm
04	Front Setback	15 m
05	Rear Setback	15 m
06	Side Setback	6 m

Parcelisation Plan





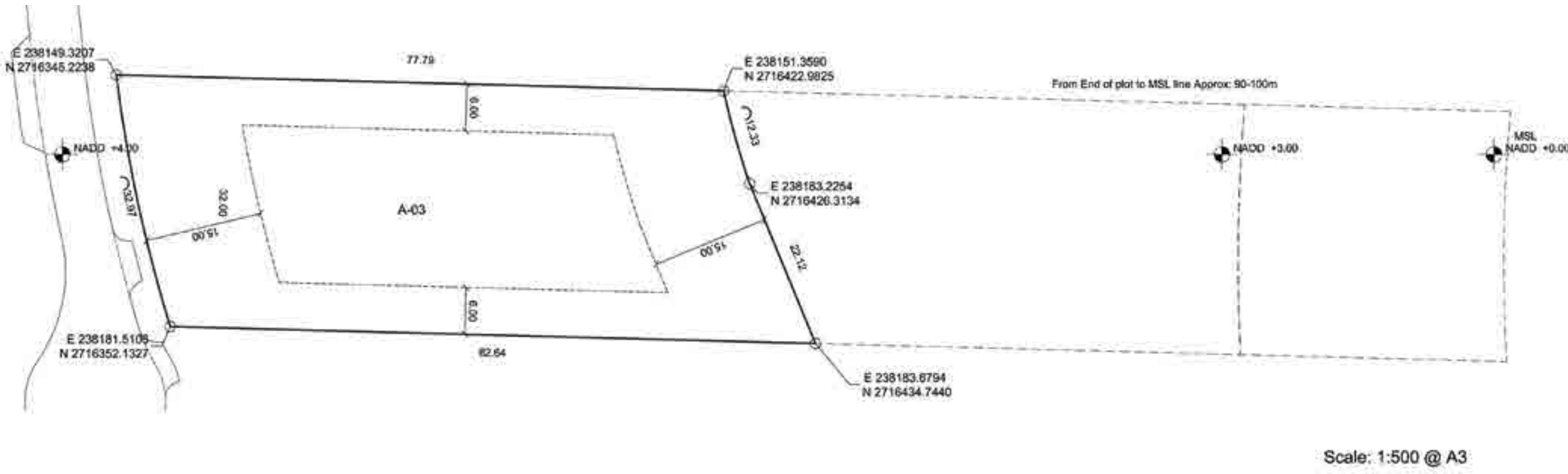
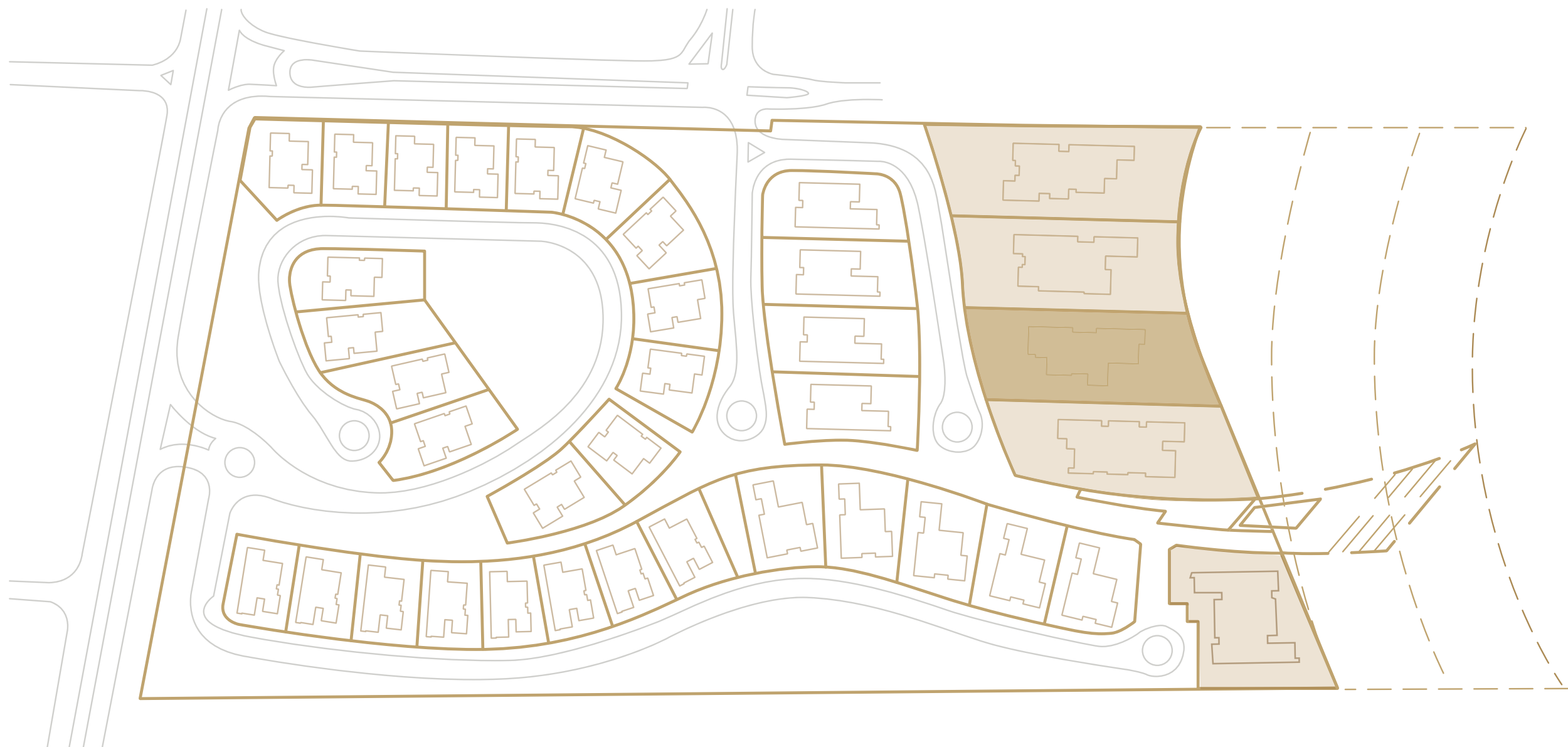
The Shores ————— S3



Land Plot data

01	Plot No.	S-3
02	Plot Area	2,565.30 sqm
03	Maximum GFA	2,000 sqm
04	Front Setback	15 m
05	Rear Setback	15 m
06	Side Setback	6 m

Parcelisation Plan





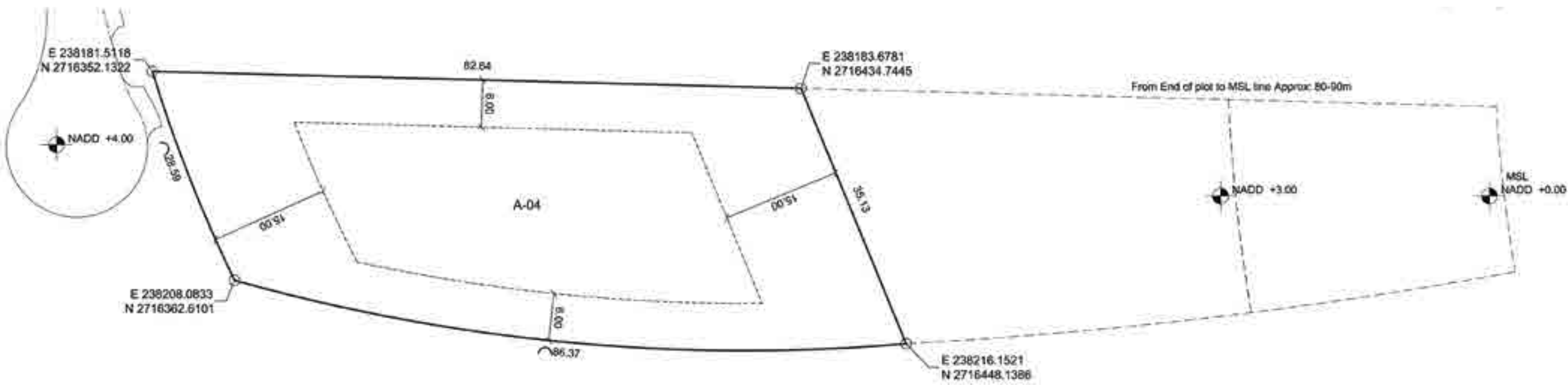
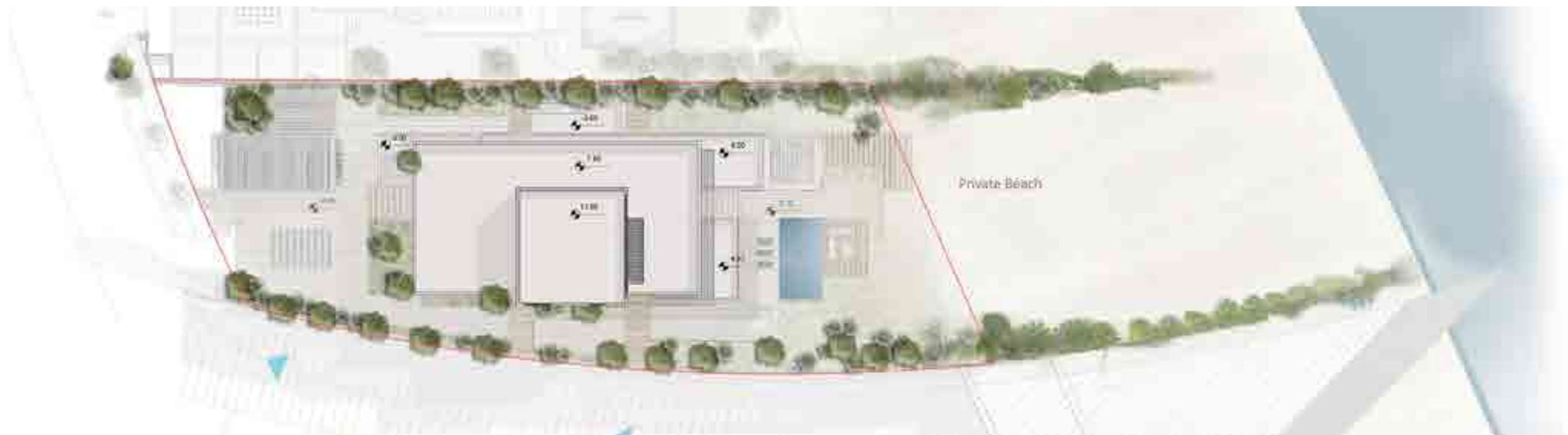
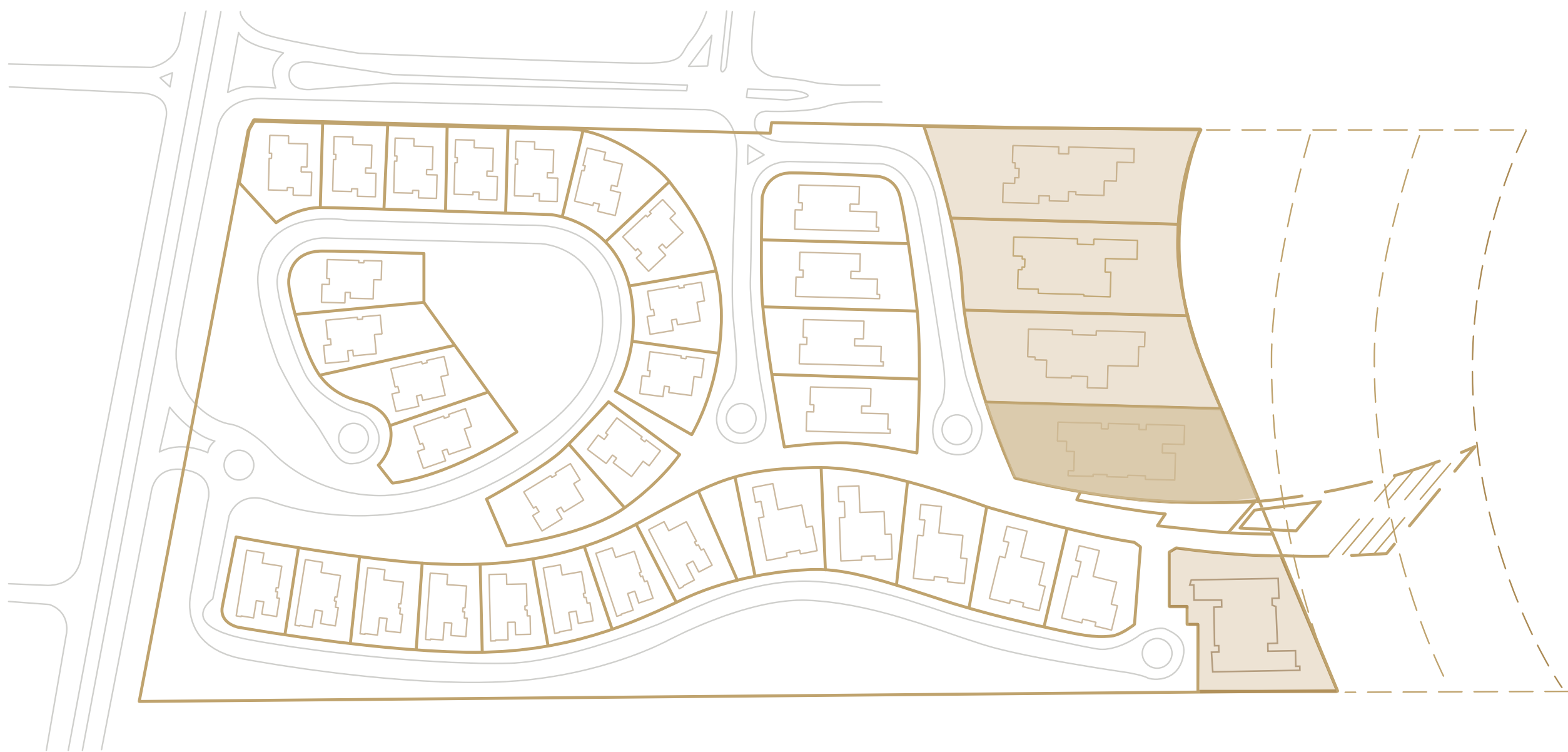
The Shores ————— S4



Land Plot data

01	Plot No.	S-4
02	Plot Area	2,653 sqm
03	Maximum GFA	2,000 sqm
04	Front Setback	15 m
05	Rear Setback	15 m
06	Side Setback	6 m

Parcelisation Plan





# VILLA TYPES

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*\*Artist impression*



a n a r t i s t i c e x p r e s s i o n

o f

c o n t e m p o r a r y e l e g a n c e

05

VILLAS



# Beach B1

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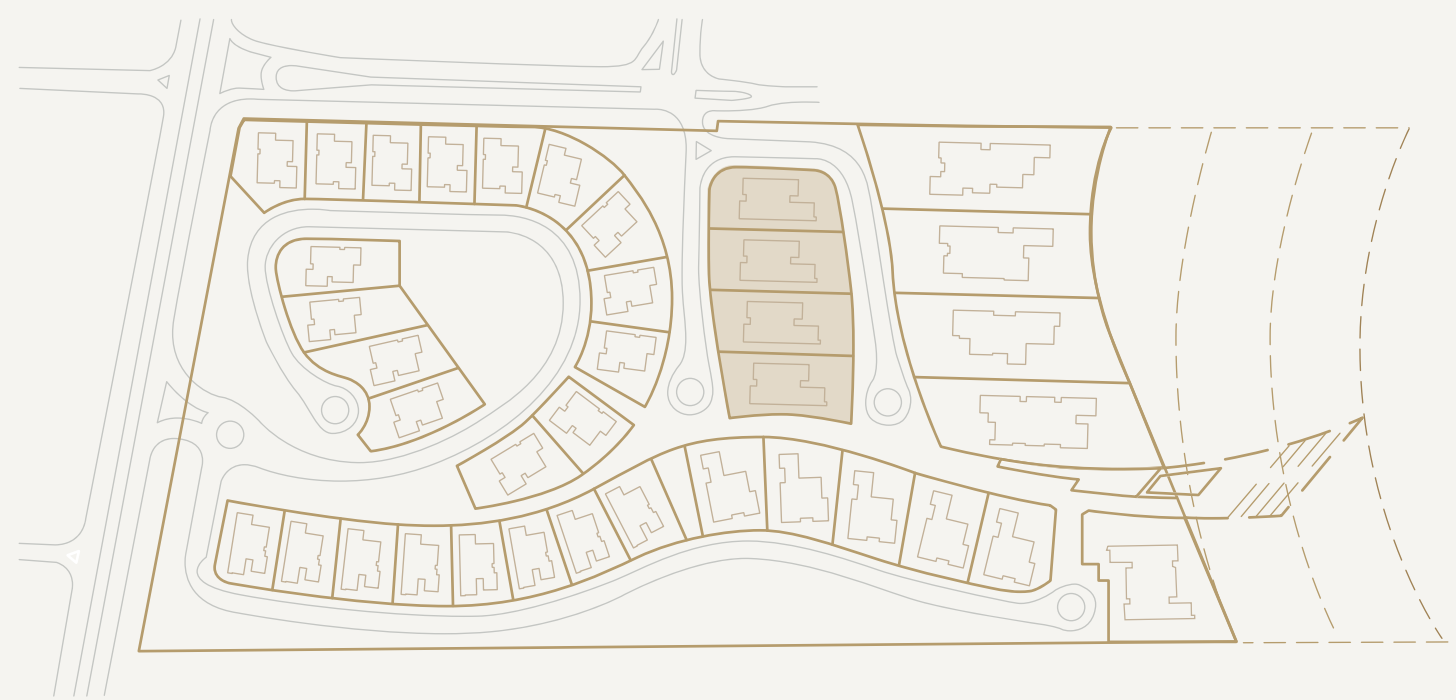
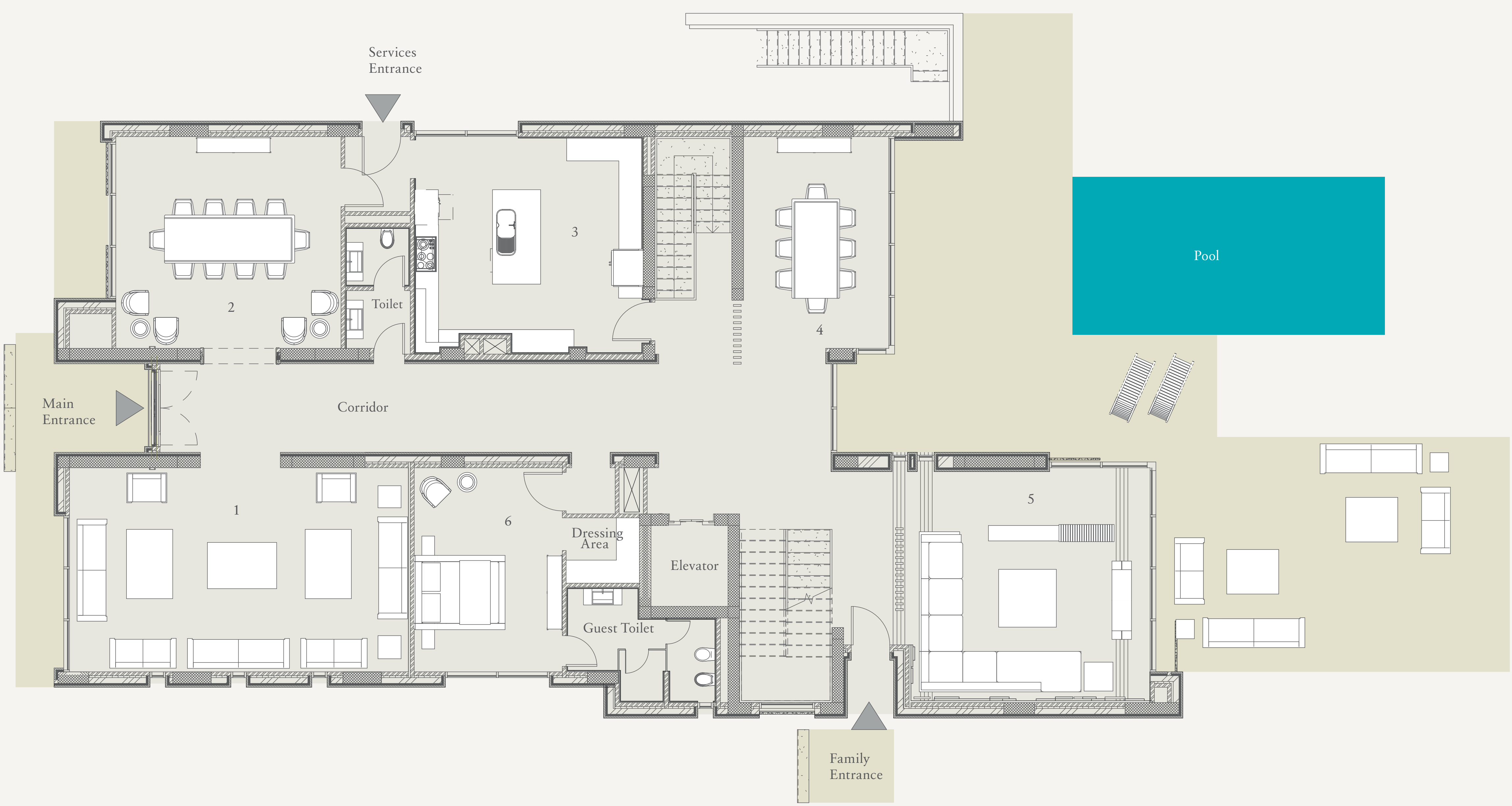
*\*Artist impression*



# ground floor indicative layout

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01	Reception	8.80 × 6.20	54.60 m <sup>2</sup>
02	Dining Room	5.90 × 5.60	33.00 m <sup>2</sup>
03	Kitchen	6.00 × 5.60	33.60 m <sup>2</sup>

04	Family Dining	5.60 × 4.25	23.80 m <sup>2</sup>
05	Living Area	6.30 × 6.20	39.10 m <sup>2</sup>
06	Guest Suite	6.20 × 4.10	25.40 m <sup>2</sup>



# first floor indicative layout

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01 — Master Suite 1 6.20 × 5.10 31.60 m<sup>2</sup>

02 — Master Suite 2 5.20 × 4.80 25.00 m<sup>2</sup>

03 — Master Bedroom 1 5.20 × 4.70 24.40 m<sup>2</sup>

04 — Master Bedroom 2 5.70 × 4.00 22.80 m<sup>2</sup>

05 — Master Bedroom 3 6.20 × 4.35 27.00 m<sup>2</sup>

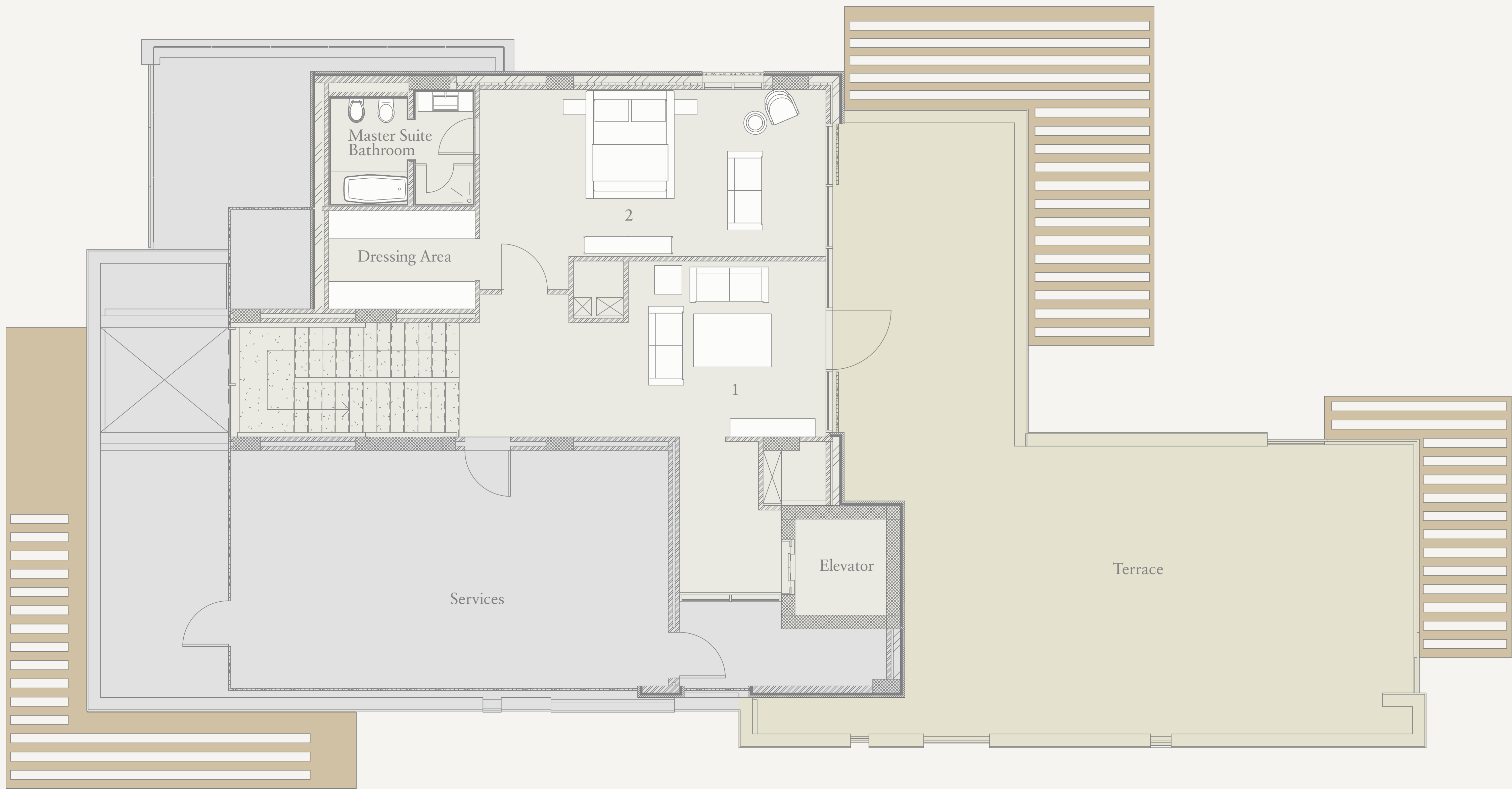
06 — Living Area 5.40 × 5.30 28.60 m<sup>2</sup>



roof indicative layout

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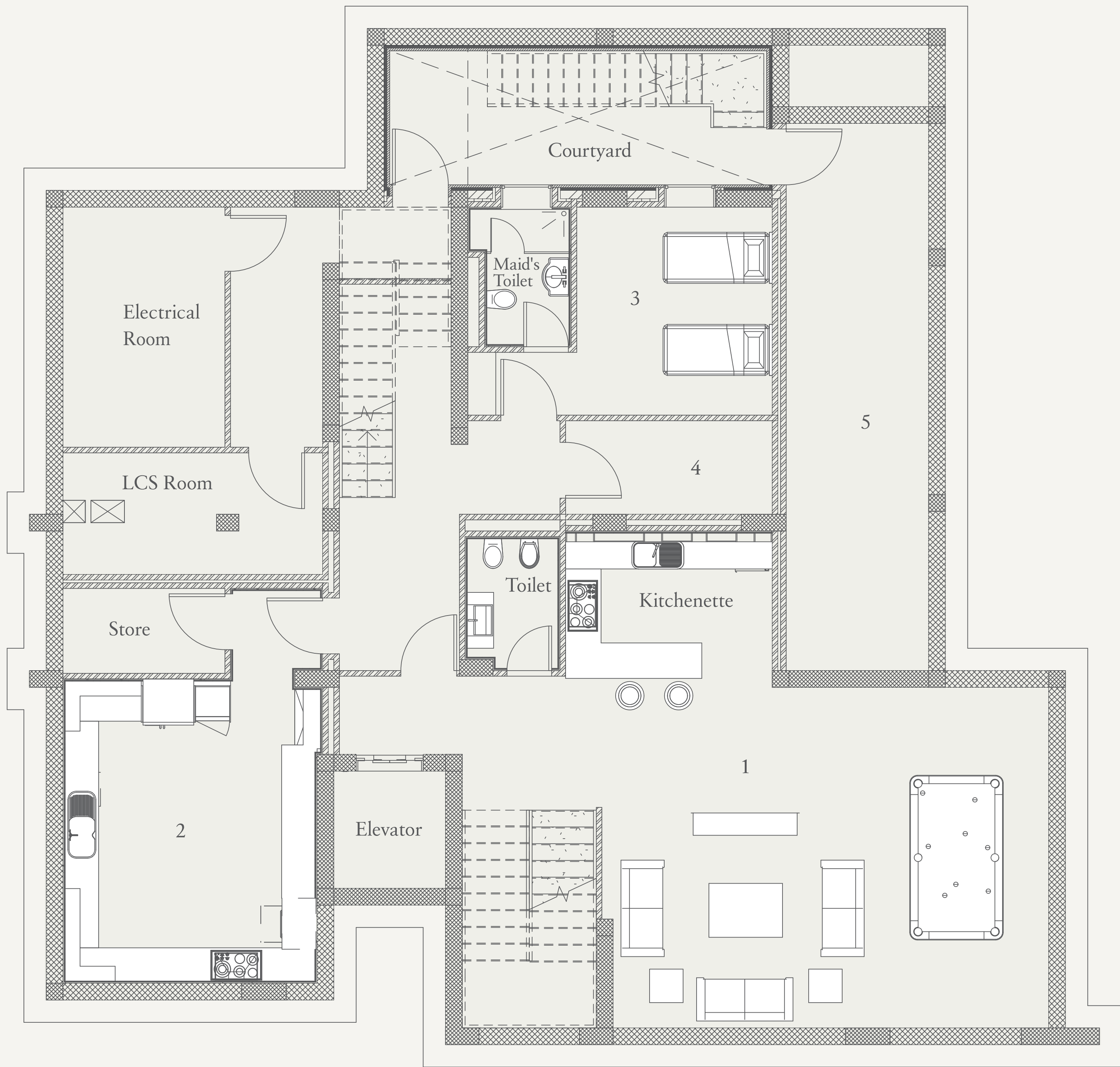


01 — Living Area      6.00 × 5.00      30.00 m<sup>2</sup>

02 — Master Suite      8.30 × 4.00      33.20 m<sup>2</sup>



# basement indicative layout



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01 — Sitting & Playing Area    7.80 × 6.20    48.40 m<sup>2</sup>

02 — Heavy Kitchen    5.60 × 4.75    26.60 m<sup>2</sup>

03 — Maid's Room    5.60 × 3.75    21.00 m<sup>2</sup>

04 — Laundry & Ironing    3.20 × 2.95    9.40 m<sup>2</sup>

05 — MEP Room    6.45 × 2.50    16.10 m<sup>2</sup>





*\*Artist impression*





*\*Artist impression*



Beach B2



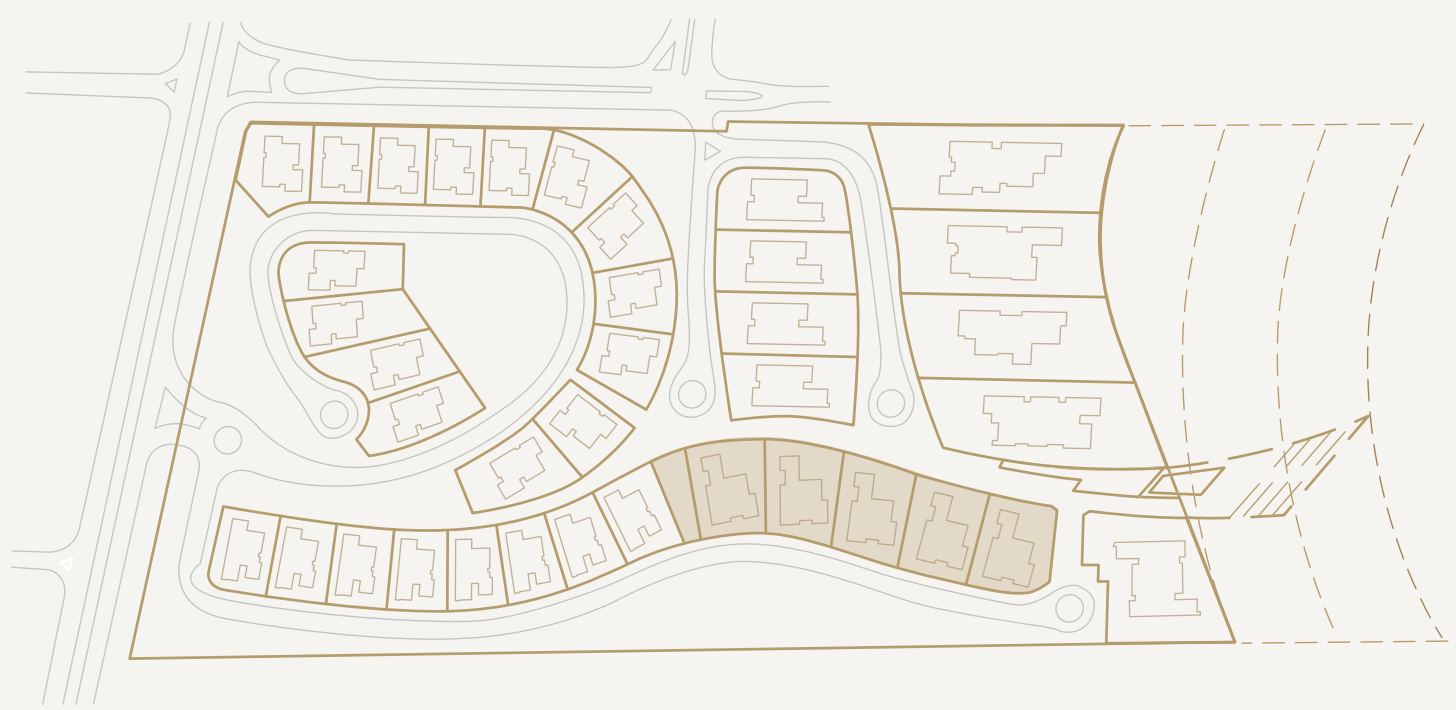
*\*Artist impression*



# ground floor indicative layout

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01	Reception	5.35 × 8.15	43.60 m <sup>2</sup>
02	Living & Dining Area	7.80 × 8.70	67.90 m <sup>2</sup>
03	Kitchen	6.65 × 4.00	26.60 m <sup>2</sup>

04	Dining Room	4.60 × 6.65	30.60 m <sup>2</sup>
05	Study Room	4.05 × 3.45	14.00 m <sup>2</sup>
06	Guest Bedroom	4.65 × 4.70	22.00 m <sup>2</sup>



# first floor indicative layout

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01 — Master Suite 1      8.05 × 4.40      35.40 m<sup>2</sup>

02 — Master Suite 2      5.00 × 4.45      22.30 m<sup>2</sup>

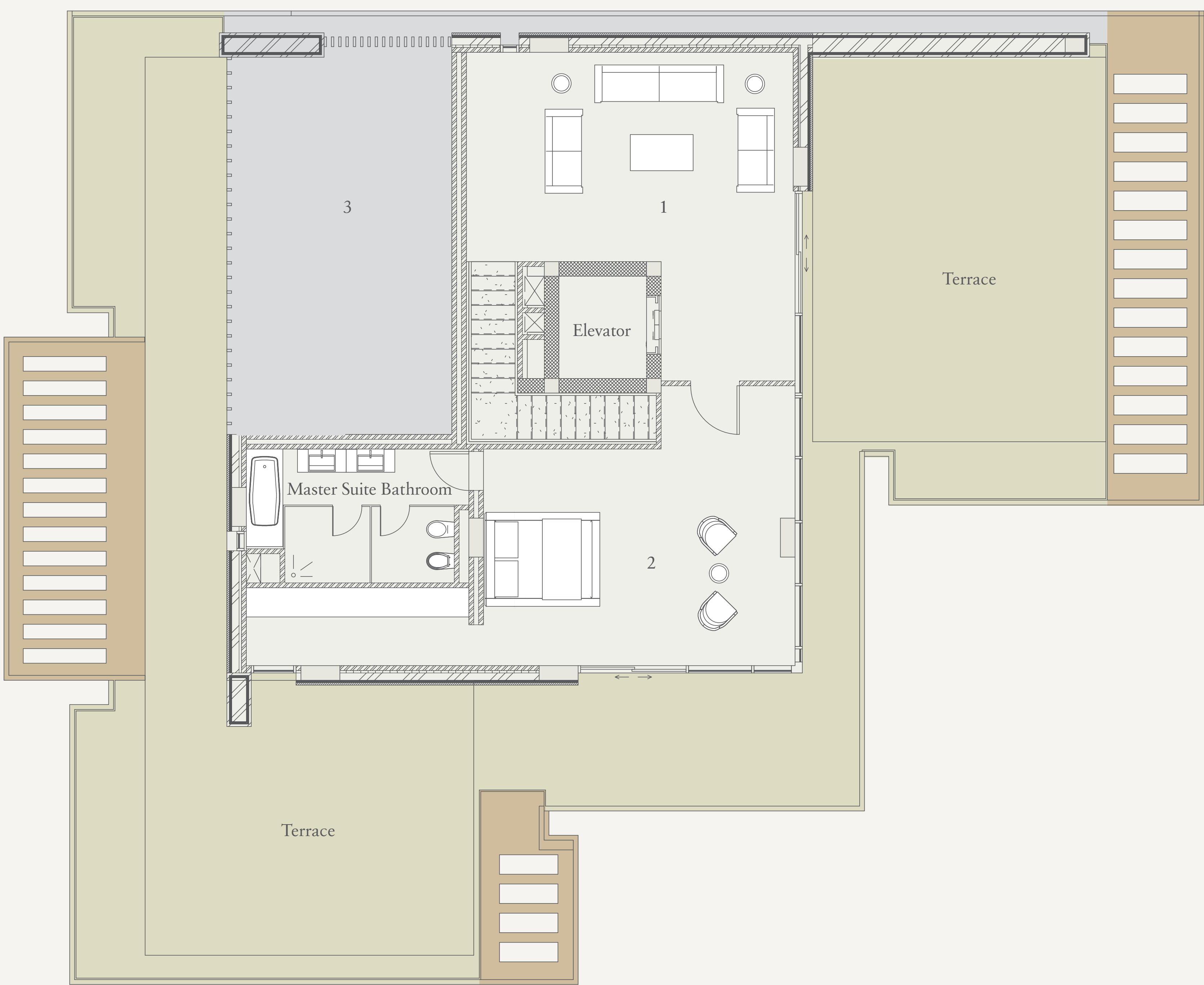
03 — Master Bedroom 1      5.50 × 5.05      27.80 m<sup>2</sup>

04 — Master Bedroom 2      5.80 × 4.25      24.70 m<sup>2</sup>

05 — Living Area      4.00 × 5.00      20.00 m<sup>2</sup>



# roof indicative layout



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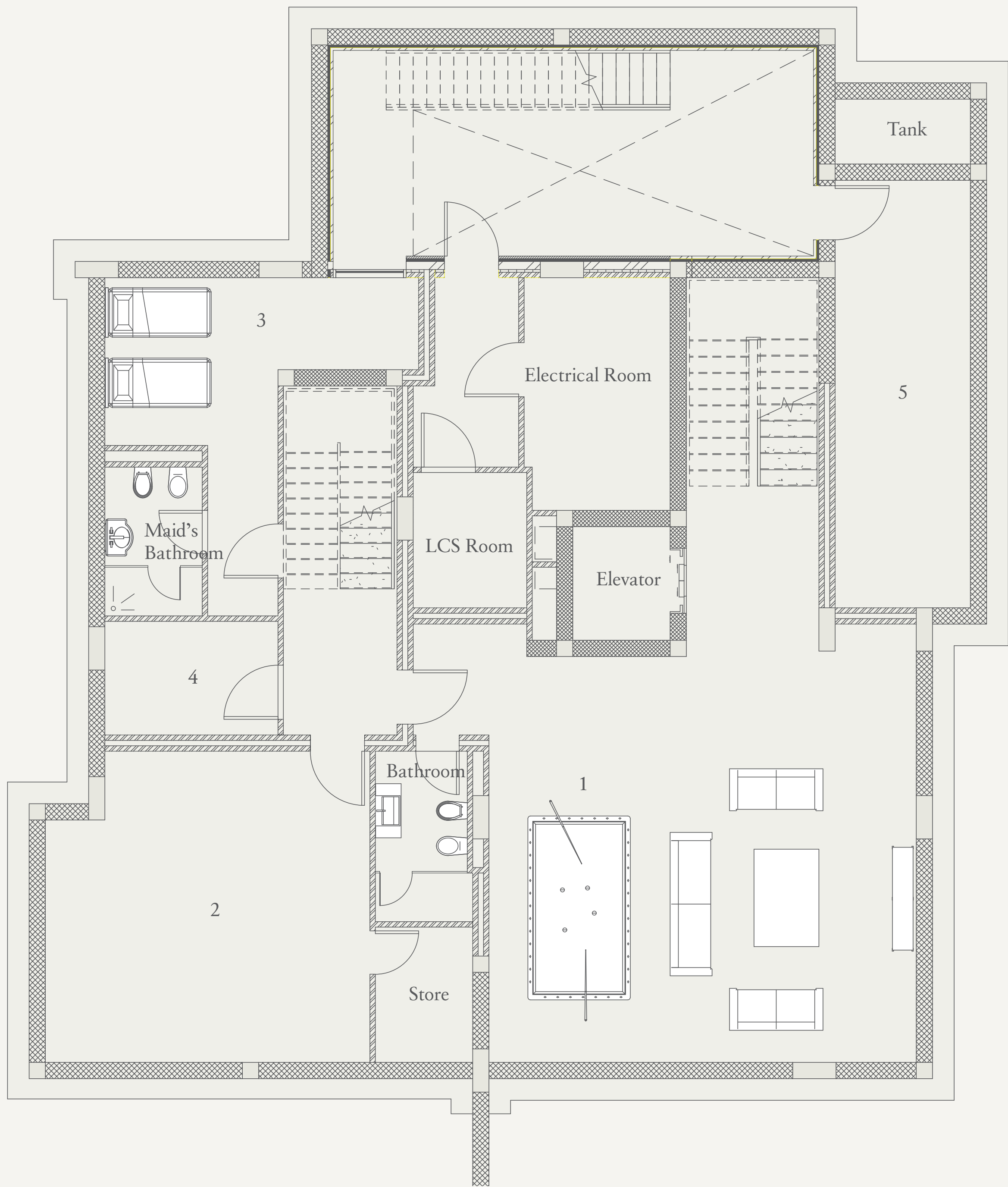
01 — Living Area      4.35 × 6.30      27.40 m<sup>2</sup>

02 — Master Suite      4.40 × 6.30      27.70 m<sup>2</sup>

03 — Services      4.35 × 4.05      17.60 m<sup>2</sup>



# basement indicative layout



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01 — Sitting & Playing Area    9.20 × 8.30    76.40 m<sup>2</sup>

02 — Heavy Kitchen    6.40 × 6.55    41.90 m<sup>2</sup>

03 — Maid's Room    4.95 × 3.70    18.30 m<sup>2</sup>

04 — Laundry & Ironing    2.40 × 4.95    11.90 m<sup>2</sup>

05 — MEP Room    4.80 × 3.55    17.00 m<sup>2</sup>





*\*Artist impression*







# Dunes D1



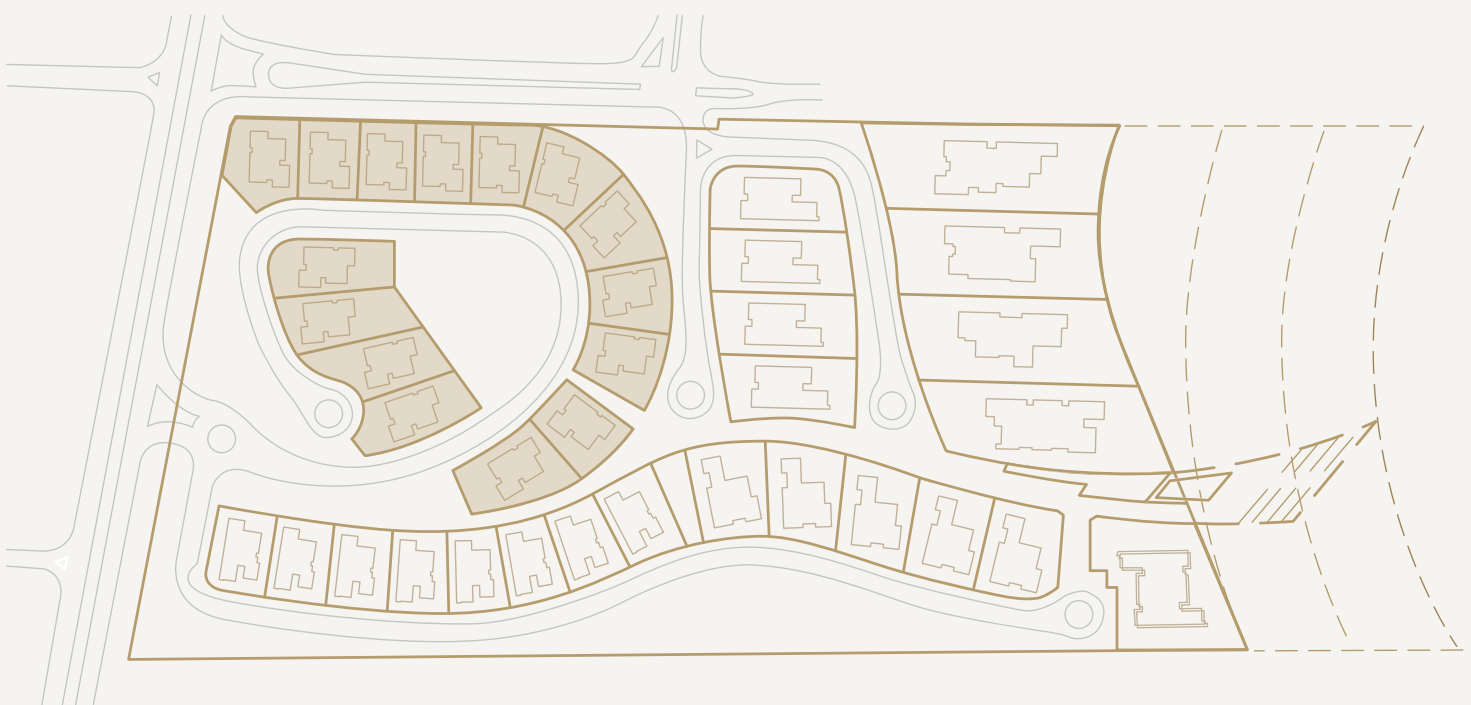
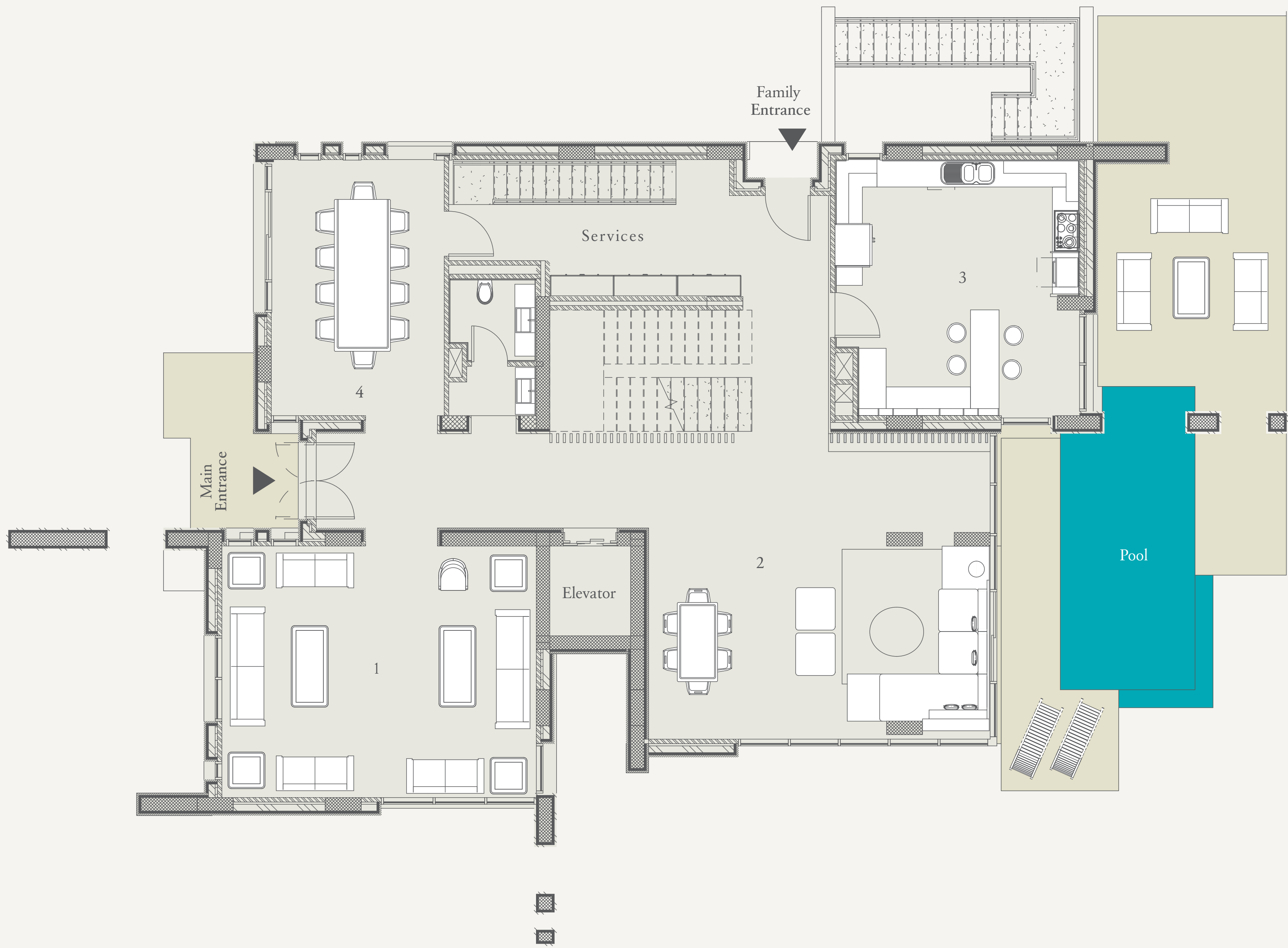
*\*Artist impression*



ground floor  
indicative layout

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01 — Reception 7.60 × 5.70 43.30 m<sup>2</sup>

02 — Living & Dining Area 7.30 × 6.40 46.70 m<sup>2</sup>

03 — Kitchen 6.00 × 5.65 33.90 m<sup>2</sup>

04 — Dining Room 6.00 × 4.60 27.60 m<sup>2</sup>

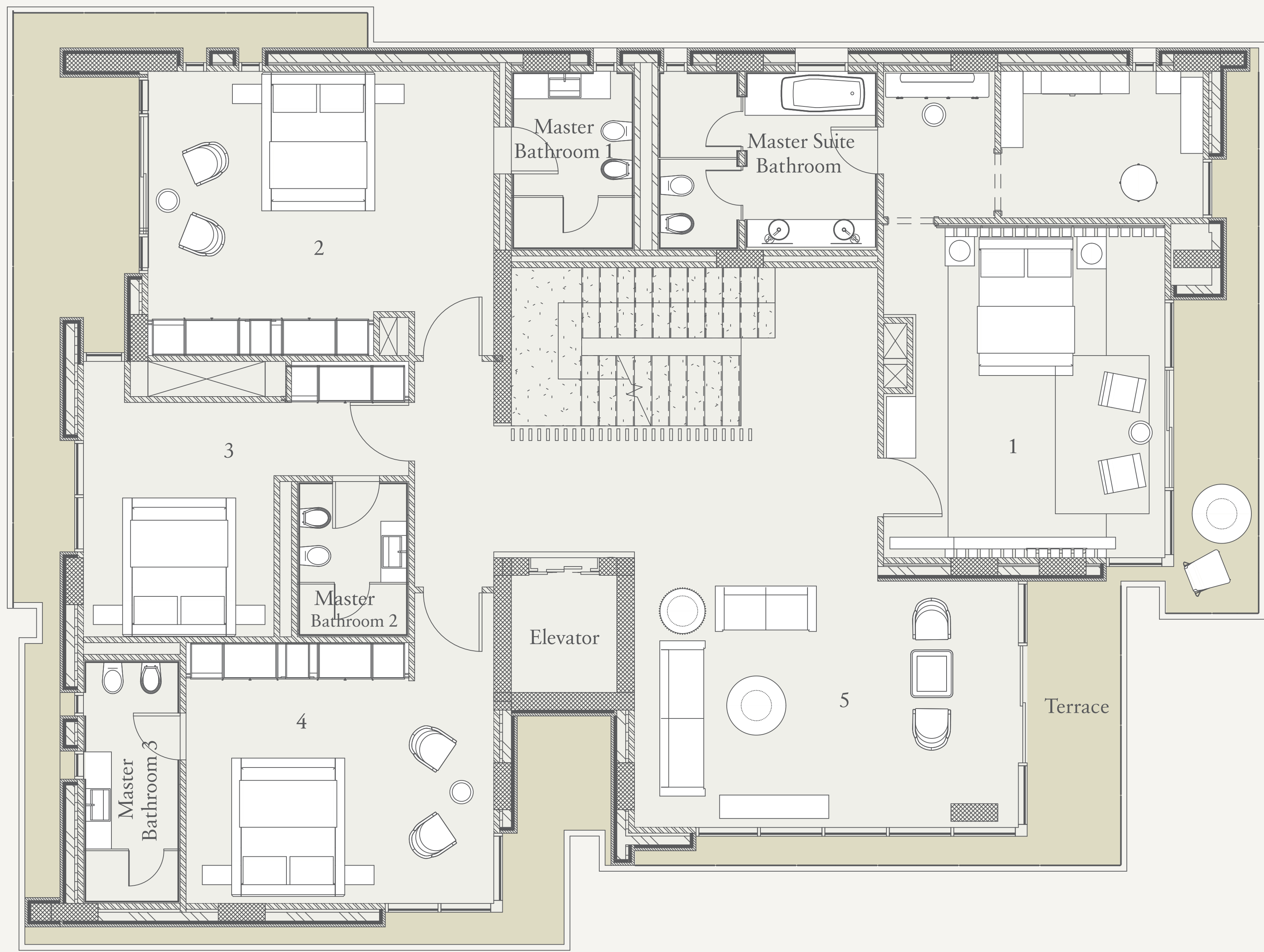


first floor

indicative layout

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01 — Master Suite 6.70 × 4.30 28.80 m<sup>2</sup>

02 — Master Bedroom 1 6.50 × 4.85 31.50 m<sup>2</sup>

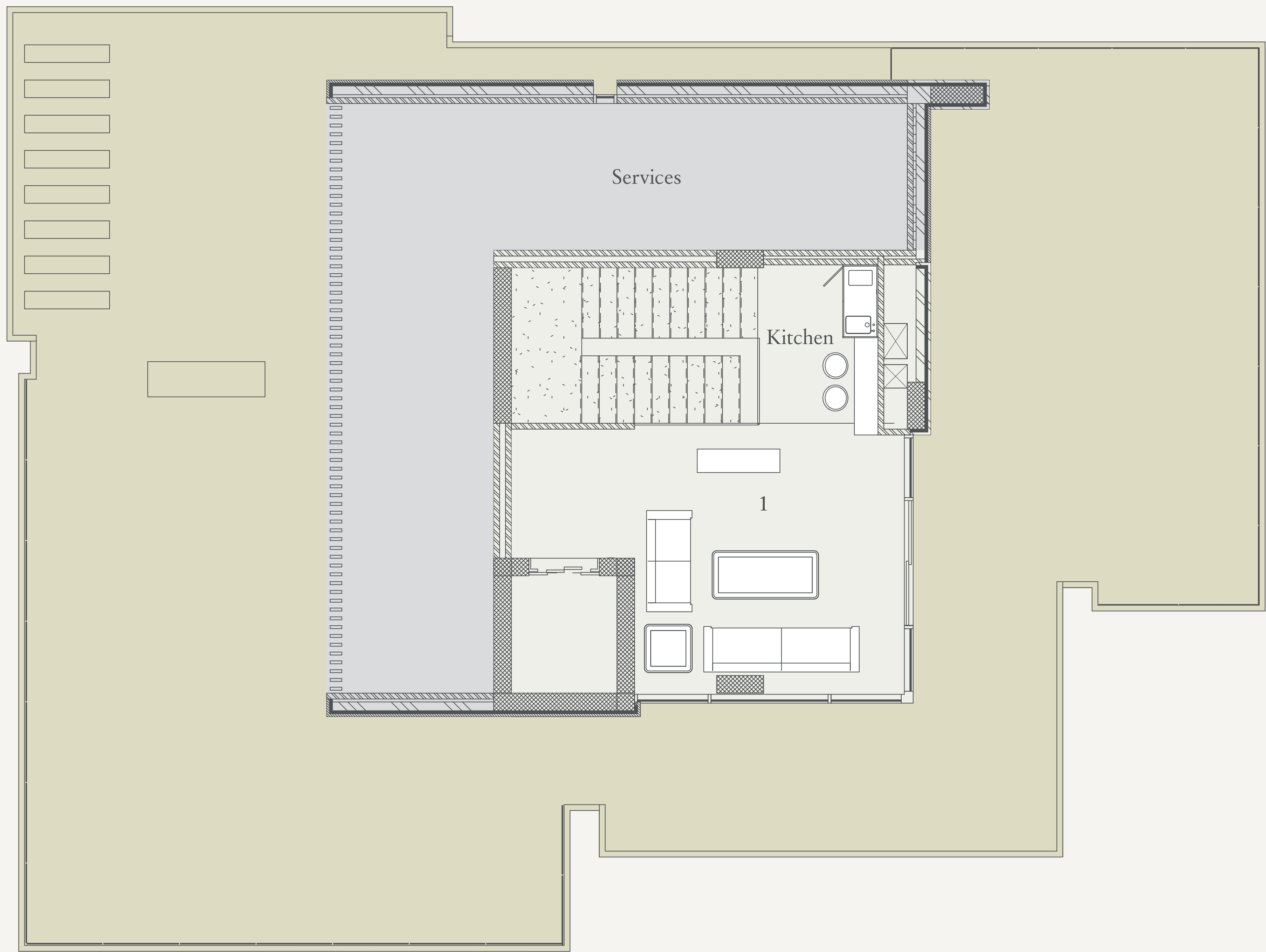
03 — Master Bedroom 2 4.70 × 4.10 19.30 m<sup>2</sup>

04 — Master Bedroom 3 5.60 × 4.45 24.90 m<sup>2</sup>

05 — Living Area 5.25 × 4.25 22.30 m<sup>2</sup>



# roof indicative layout



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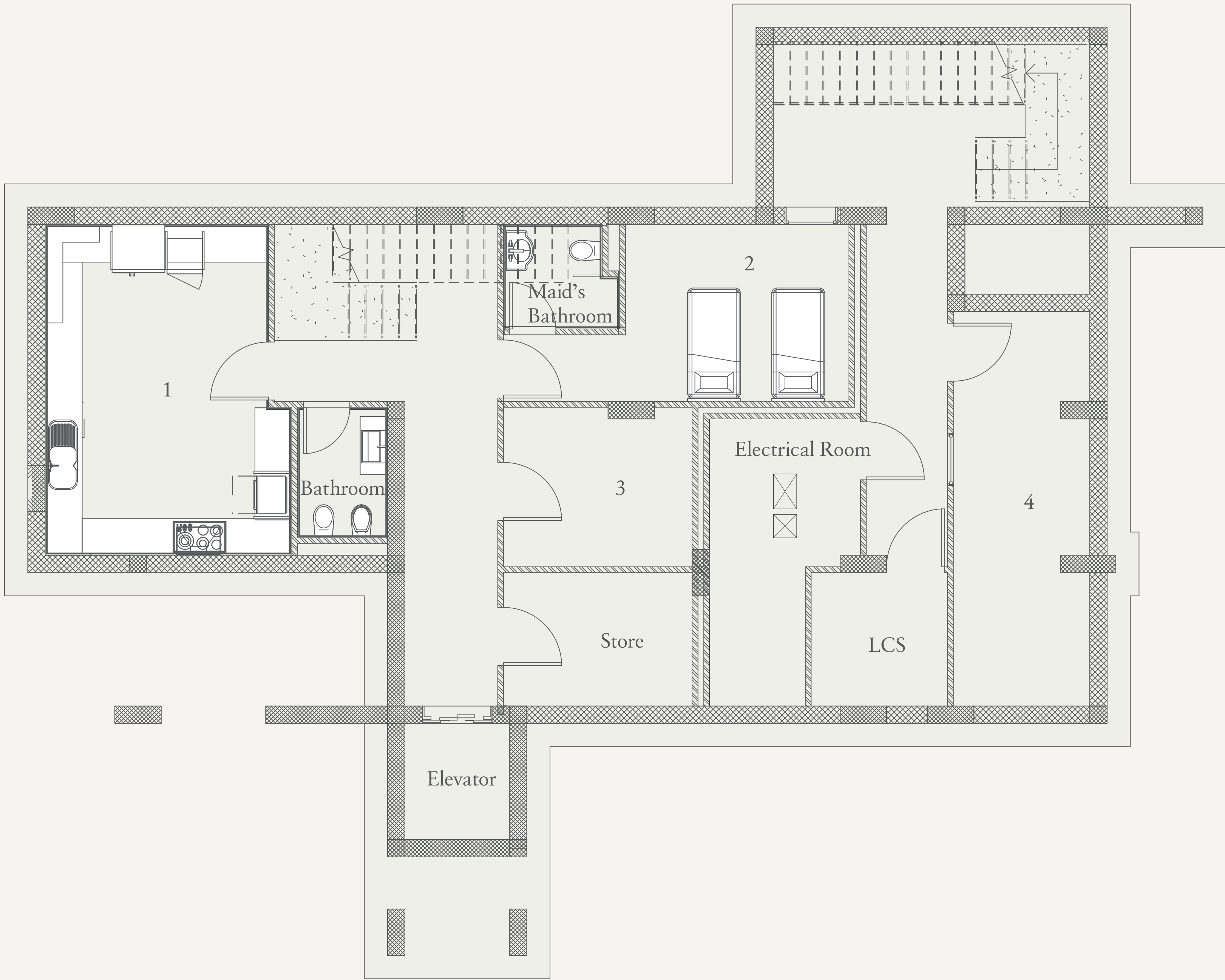
01 — Living Area      5.40 × 4.55      24.60 m<sup>2</sup>



# basement indicative layout

DISCLAIMER

All renderings, floorplans, features and specifications are conceptual only and subject to change. All dimensions are approximate and may vary with actual construction. All interior images used are for illustrative purposes only and do not represent the actual features, specifications, fittings, and furnishings. Residential units are sold as shell and core without MEP Room installations, internal finishes and decoration. IMKAN reserves the right to make revisions and alterations, at its absolute discretion, and without any liability whatsoever.



01 — Heavy Kitchen 6.00 x 5.05 30.30 m²

02 — Maid's Room 4.65 x 3.60 16.70 m²

03 — Laundry & Ironing 5.05 x 2.50 12.60 m²

04 — MEP Room 4.90 x 3.00 14.70 m²





*\*Artist impression*





*\*Artist impression*



# Dunes D2



*\*Artist impression*

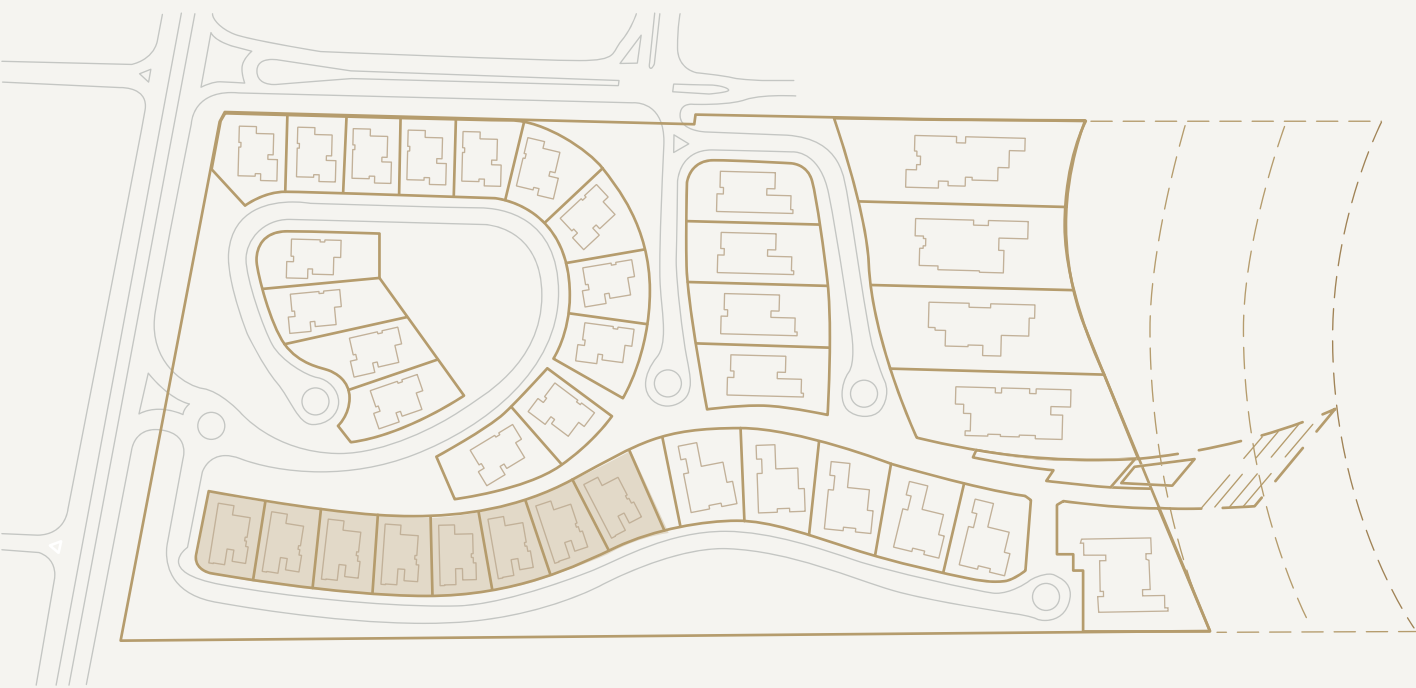
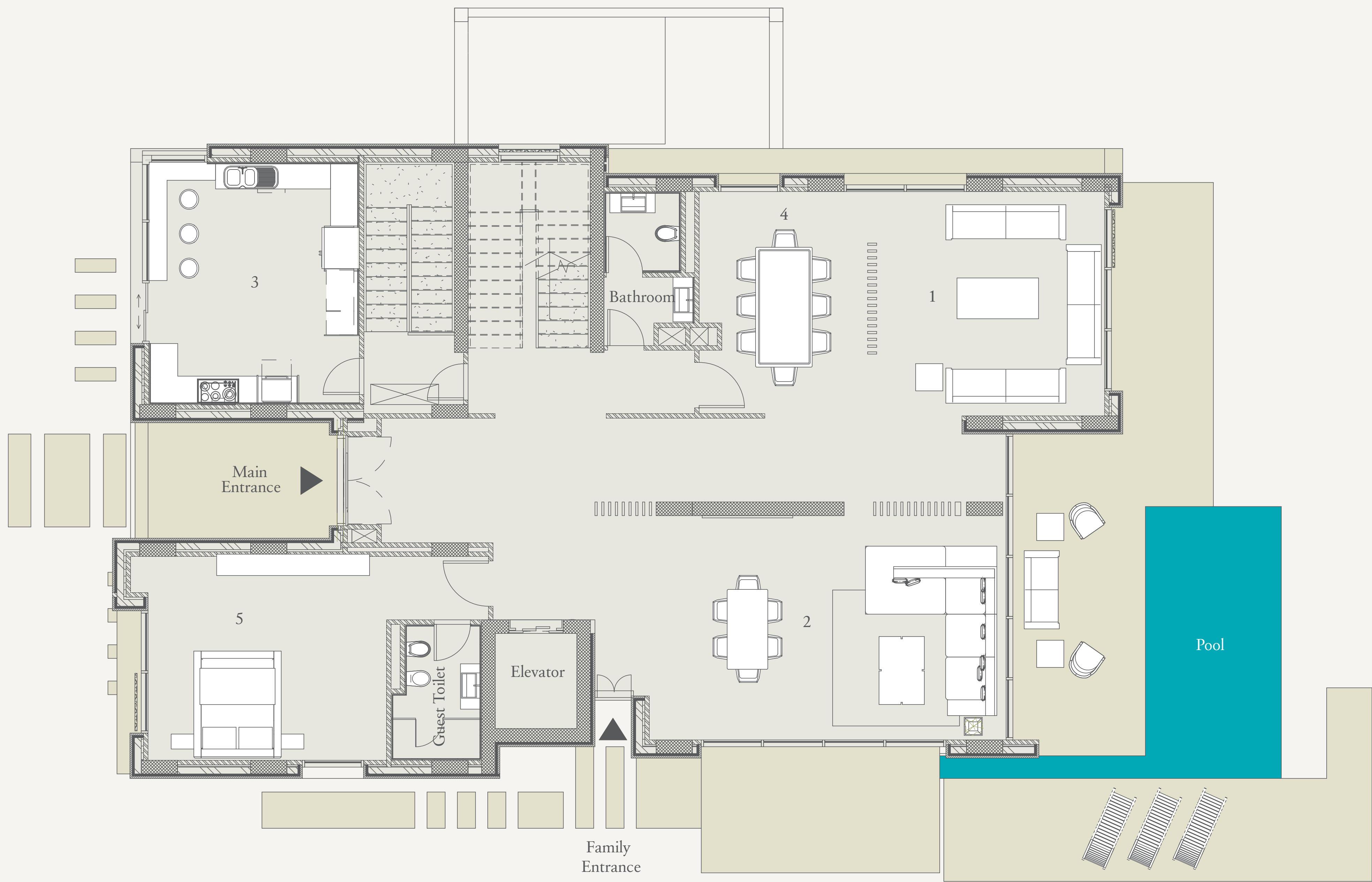


# ground floor

## indicative layout

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01	Reception	10.45 × 5.50	57.50 m <sup>2</sup>
02	Living & Dining Area	8.70 × 4.50	39.20 m <sup>2</sup>
03	Kitchen	5.50 × 4.40	24.20 m <sup>2</sup>

04	Dining Room	6.00 × 4.60	27.60 m <sup>2</sup>
05	Guest Bedroom	4.65 × 4.00	18.60 m <sup>2</sup>



first floor

indicative layout

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01 — Master Suite      6.30 × 5.70      35.90 m<sup>2</sup>

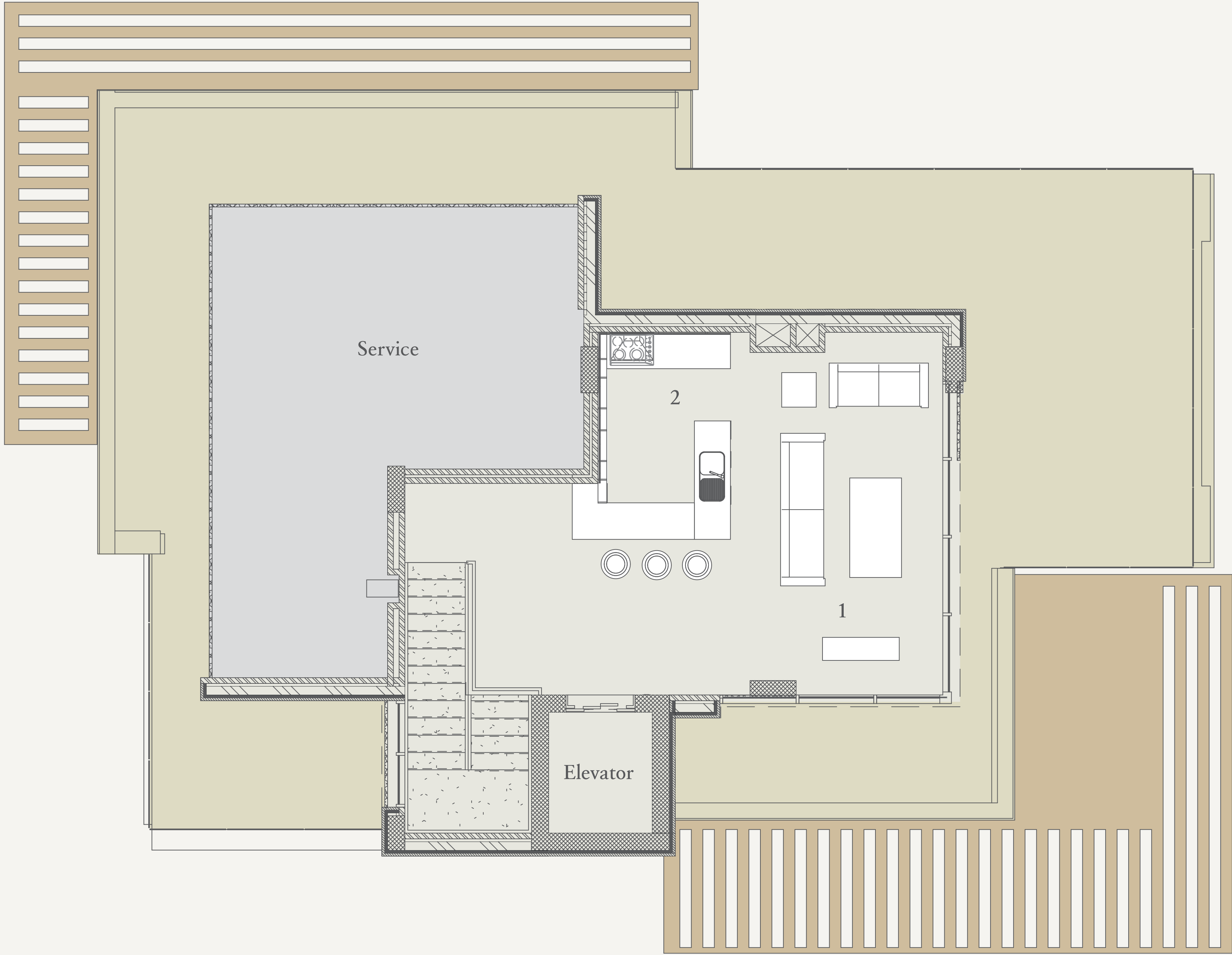
02 — Master Bedroom 1      6.55 × 4.10      26.90 m<sup>2</sup>

03 — Master Bedroom 2      5.00 × 4.20      21.00 m<sup>2</sup>

04 — Living Area      5.60 × 4.10      23.00 m<sup>2</sup>



# roof indicative layout



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01 — Living Area      6.10 × 5.15      31.40 m<sup>2</sup>

02 — Kitchen      2.75 × 2.35      6.50 m<sup>2</sup>



# basement indicative layout

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01 — Heavy Kitchen 5.50 x 4.35 23.90 m²

02 — Maid's Room 4.75 x 3.55 16.90 m²

03 — Laundry & Ironing 2.80 x 2.70 7.60 m²

04 — MEP Room 4.85 x 2.70 13.10 m²

05 — Store 2.90 x 2.80 8.10 m²





*\*Artist impression*





*\*Artist impression*





*\*Artist impression*





*\*Artist impression*





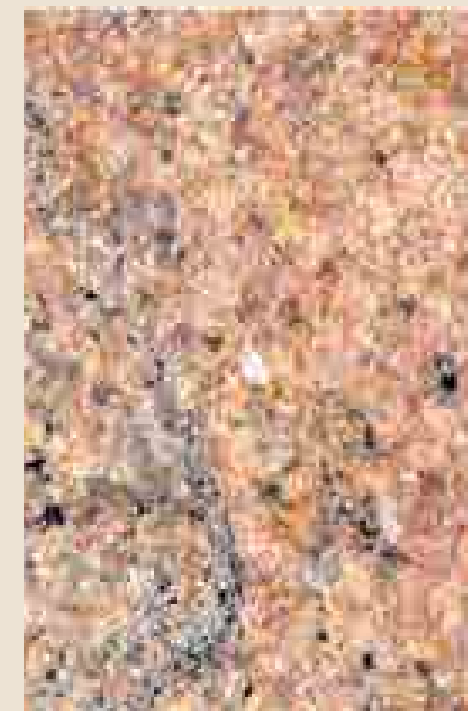
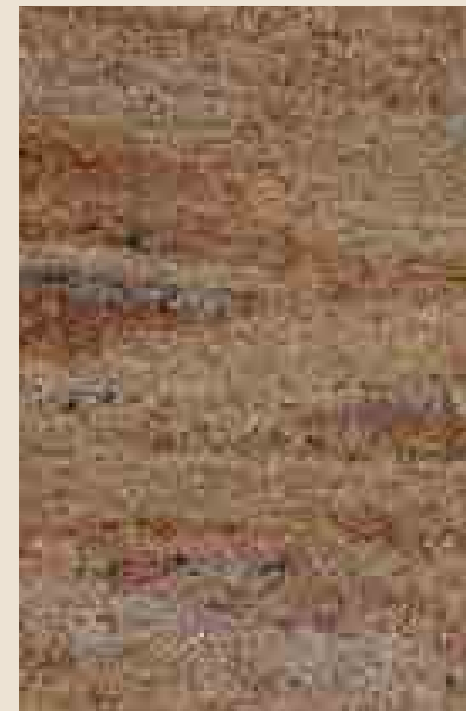


## public realm

## specifications

### GRANITE

Natural stones polished, flamed and honed with different colours, used for parks.



### CONCRETE PAVING

Modular concrete unit pavers with different colours: yellow, brown and dark brown, used throughout all open spaces; and footpaths of the streetscapes.



### PORCELAIN TILE

Exterior tiling with different colours and finishing, used for common pedestrian paths.



## exterior facade

## specifications

### JERUSALEM LIMESTONE

Mechanically fixed 50 cm high.



### WOOD COMPOSITE

For cladding.



### DECORATIVE SCREEN

Powder coated Aluminium sheet, used for cladding in identified areas, and for shading purposes.



### WINDOWS

Double glazed powder coated extruded thermally broken aluminium window system.





d i s c o v e r

p o s s i b i l i t i e s

w i t h o u t e n d

06

T H E C L U B H O U S E





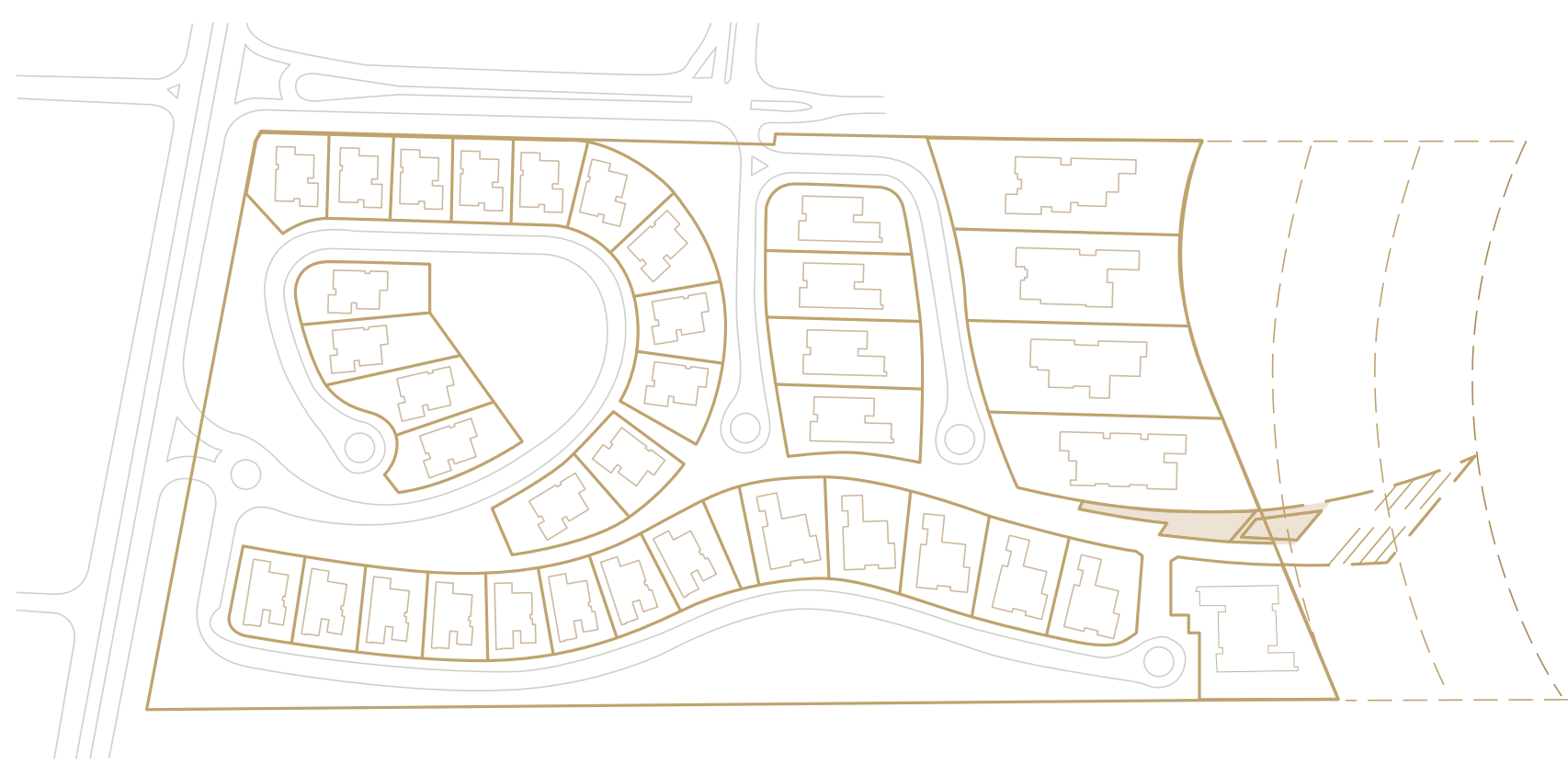
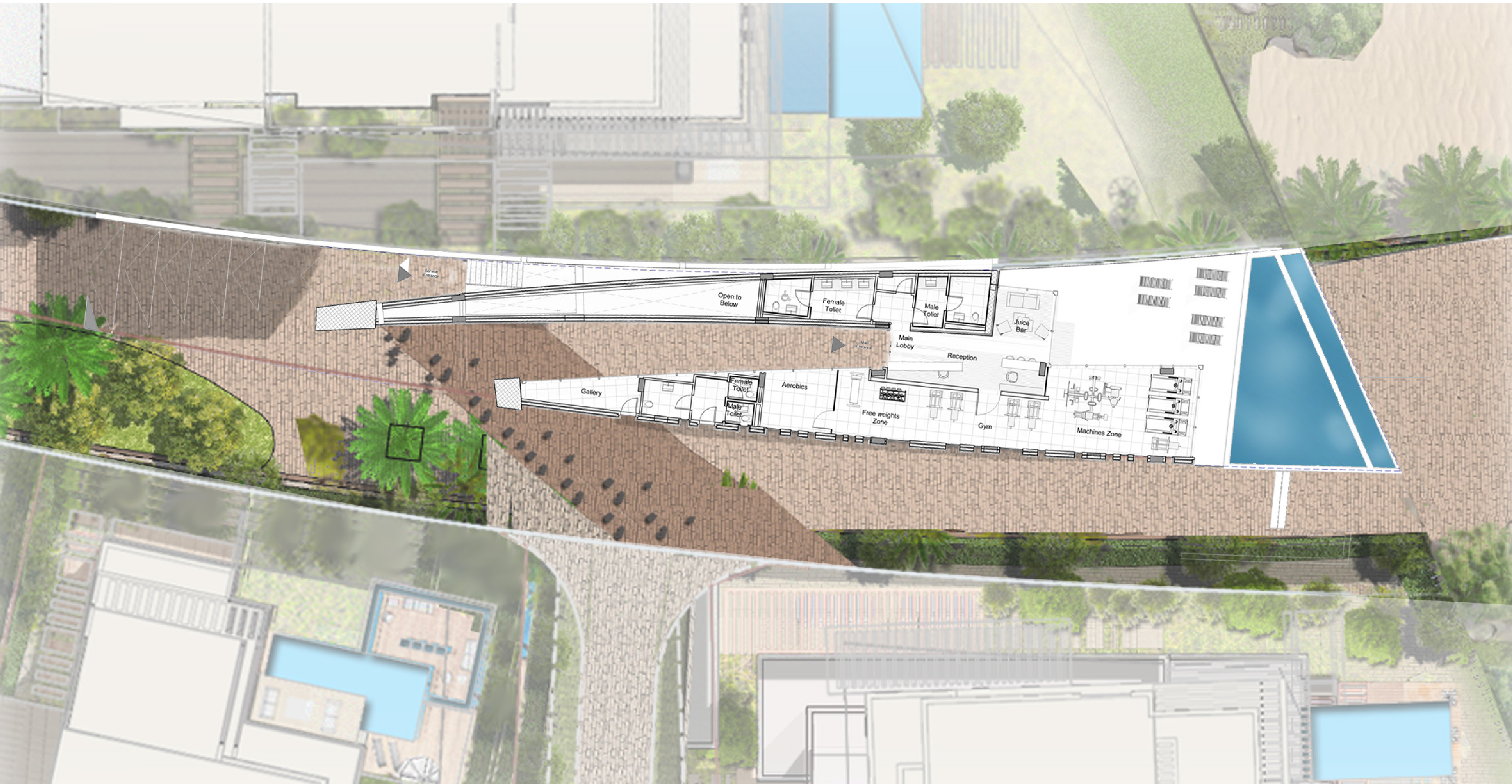
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*\*Artist impression*









a b o u t

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07

M A I S A M

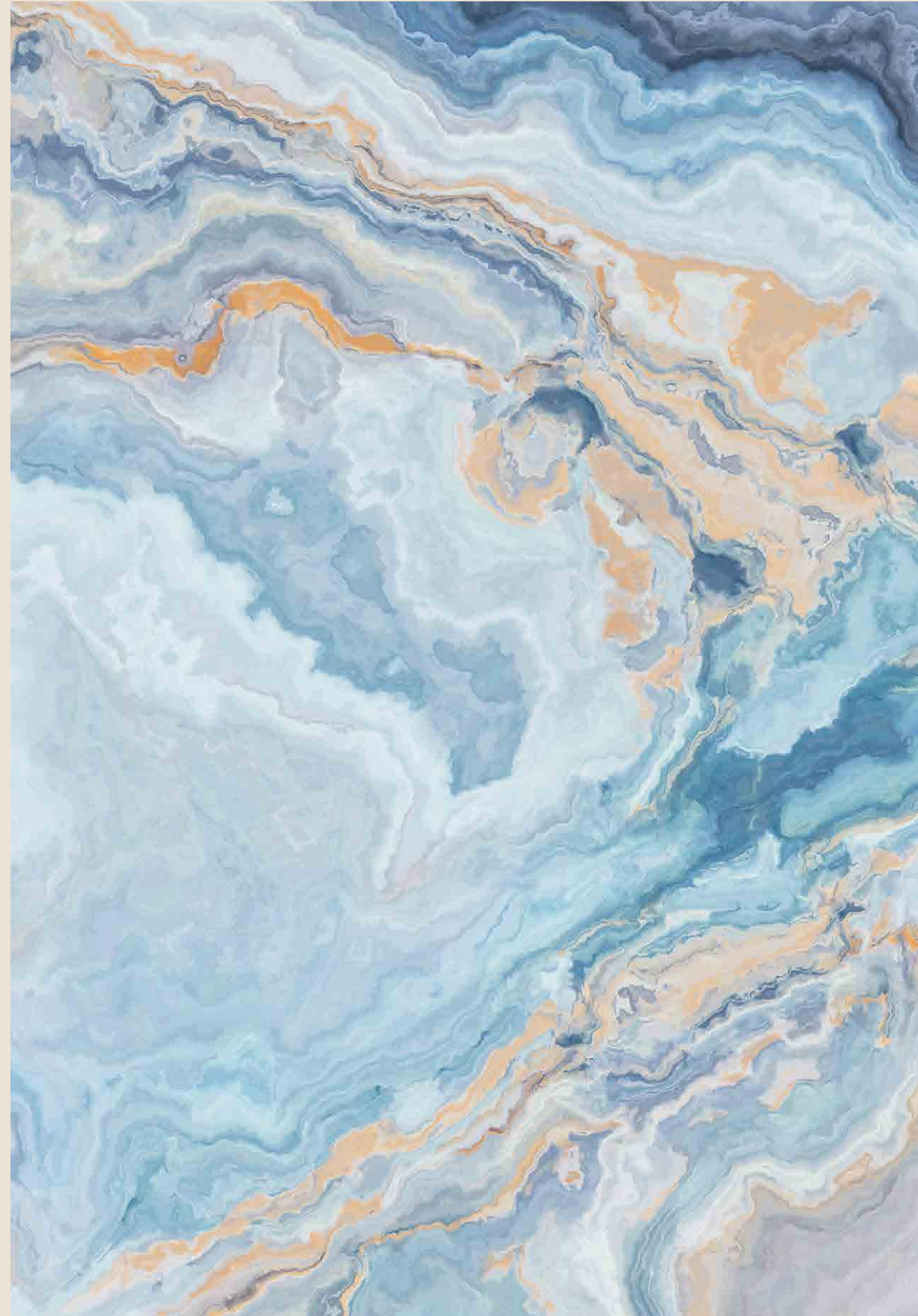


## maisam architects & engineers

Building on years of Architecture & Engineering experience in the region and internationally, Meisa Batayneh and her team of associates established maisam architects & engineers with the vision to utilise knowledge, innovation and design in the pursuit of architectural excellence. maisam's expertise is focused on providing planning, architecture and design services to developers, corporations, governments and individuals. At the core of the company lies The DesignLab™ staffed by highly motivated and dynamic architects whose ultimate purpose is to produce original products that create optimal value for each client. maisam's track record includes several projects which were regionally and internationally recognized, nominated and awarded through numerous and prestigious awards' programs.

maisam's key differentiator lies in the collaborative approach of its design core team of architects, led by founder Meisa Batayneh, and senior partners; Hazem Nimri and Rita Rawashdeh. The collaboration of the three brings the optimum balance of conceptual thinking, scientific methodology, and artistic expression into each and every project the practice undertakes.

Together the three have won multiple global awards including the Architizer A+ Popular Choice Award 2015 and LEAF Award 2014 for A Gateway to Petra, Cityscape Emerging Market Award Winner 2013 for Jabal Amman Boutique Hotel, The Chicago Athenaeum: Museum of Architecture and Design Award Winner for Petra Museum, Arabian Property Awards 2010, 2011, 2012 and 2013, shortlisted for the World Architectural Festival (WAF) for Aqaba Bus Terminal 2009, A Gateway to Petra 2012 and Petra Museum 2015 and nominated for the Agha Khan Award for Oak Hills Residence.





## MAISAM—THE PARTNERS

***Maisa Batayneh*** Passionate about applying creativity and innovation to enhance any built environment, Meisa Batayneh founder and principal architect at maisam architects & engineers brings extensive years of experience in architecture, planning, urban design and place branding to the table, in addition to being a pioneer of Green Buildings in the region. In 2015, she was recognized as the Leading Arab Woman Architect by the Committee for Arab Women Architects and Engineers. She served as a jury member of the Global Holcim Awards in 2015; from 2012 to 2015, she also served on the jury of the Cartier Award. She was also selected as jury member for the 2018 edition of the World Architecture Festival and as a master jury member for the Aga Khan Award 2017-2019 cycle.

***Rita Rawashdeh*** Driven by creativity and a profound sensitivity for light and beauty, Rita Rawashdeh maisam's creative director and head of maisam's designlab™ brings over fifteen years of experience in architecture, urban planning, landscape architecture and art to Nudra to ensure a final product of exceptional standards. Always seeking inspiration from extensive travel and her unique perspective on life, Rita interweaves her artistic aptitude creating distinctive solutions to each architectural challenge. Her thorough attention to detail and innate passion for aesthetics along with her use of contrasting materials arriving at a visually beautiful and coherent product is the sum of her individual creative expressions.

***Hazem Nimri*** Renowned for shaping unprecedented solutions for a number of marquee Master Planning projects in Abu Dhabi, UAE, Pakistan and Jordan, Hazem Nimri Group CEO and senior partner at maisam architects & engineers brings his dedication to excellence to the project, delivering high quality designs with an eye on sustainability. In addition to his passion for innovation and creativity Hazem is an avid supporter and practitioner of sustainability and responsible building and design. He always aims to instill this sense of responsibility in the new generation of architects and engineers, this has inspired Hazem to pursue a LEED Accreditation which complements his passion for Green and Sustainable Building.





a b o u t

t h e

p l a c e m a k e r

08

I M K A N





IMKAN is an Abu Dhabi-based real estate developer with a portfolio of 26 projects spanning four continents. We aim to create soulful places that enrich people's lives. Our proposition is built around a unique research platform that uncovers the distinct social behaviours and habits of specific market segments, from millennials to discerning high-net-worth individuals; to formulate tailored user profiles. This research-led approach enables us to shape communities that are in tune with the mindset of each profile. From our headquarters in Abu Dhabi, we manage an extensive portfolio of projects, in various stages of development and in the pipeline, that span over 30 million sqm across four continents. We're a wholly owned subsidiary of Abu Dhabi Capital Group (ADCG). Our key projects include two developments in Makers District; The—Artery, a multi-use building that integrates a makers' space with a parking garage, and Pixel, our first mixed-use destination. In addition, our portfolio includes Nudra, a luxury beach-side villa community, and Sheikha Fatima Park, an open-air project that seeks to enhance community interaction.



