

SO MUCH
MORE THAN
A PLACE,
IT'S A
HAPPENING.



Reimat by twenty five hours.
SALEENA TOWER





25H HEIMAT
FIRST OF ITS KIND

25h
Home in Every 25 Years

BACK HOME

W E L C O M E
H
M
E

25H HEIMAT

THE RESIDENCES

AMENITIES

FLOOR PLANS

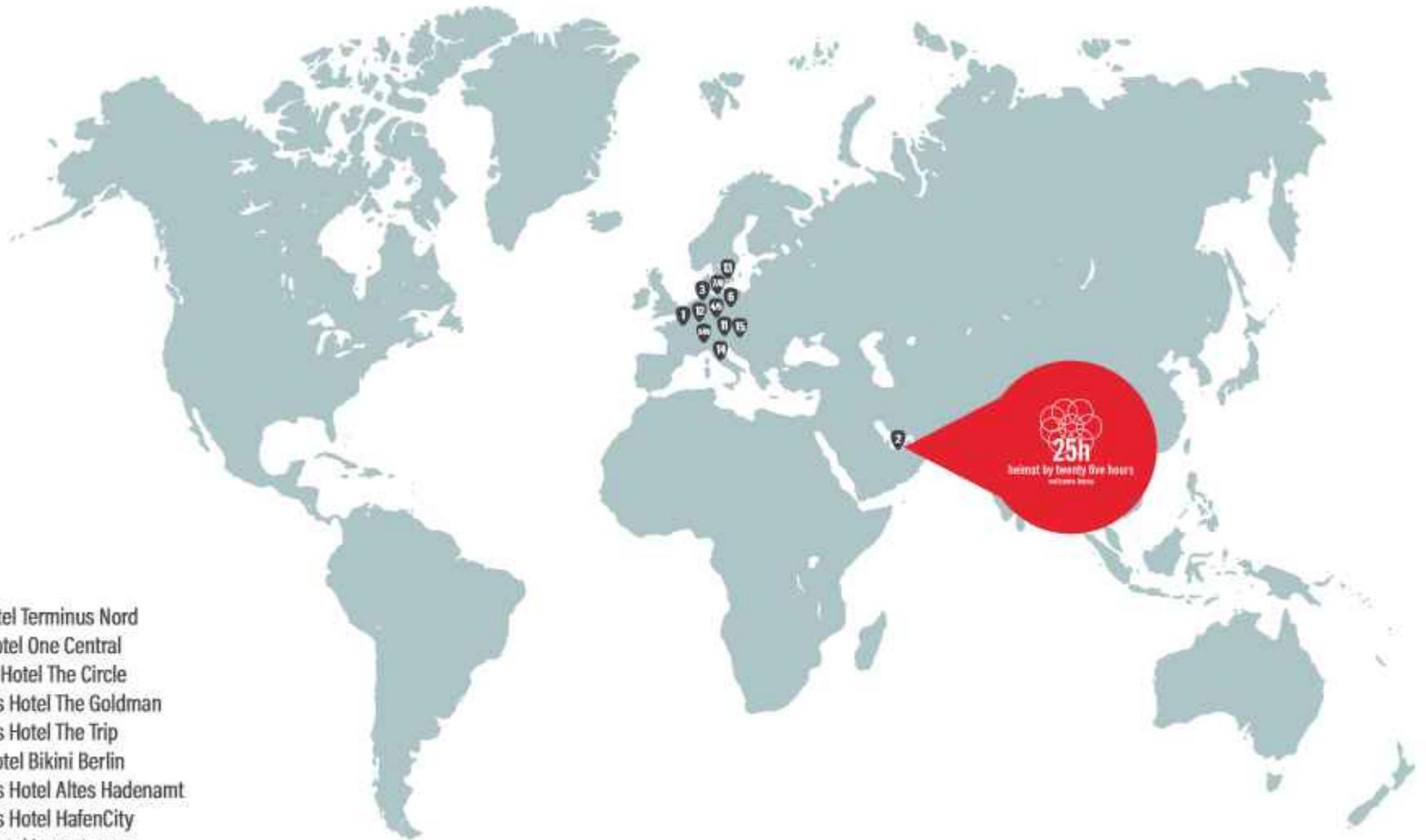


THE BRAND

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.

ANALOGUE CIRCUS
BY SUPPERSENSE





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.

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.

NEWS
I
AM
GOING
ON
HOLIDAY



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

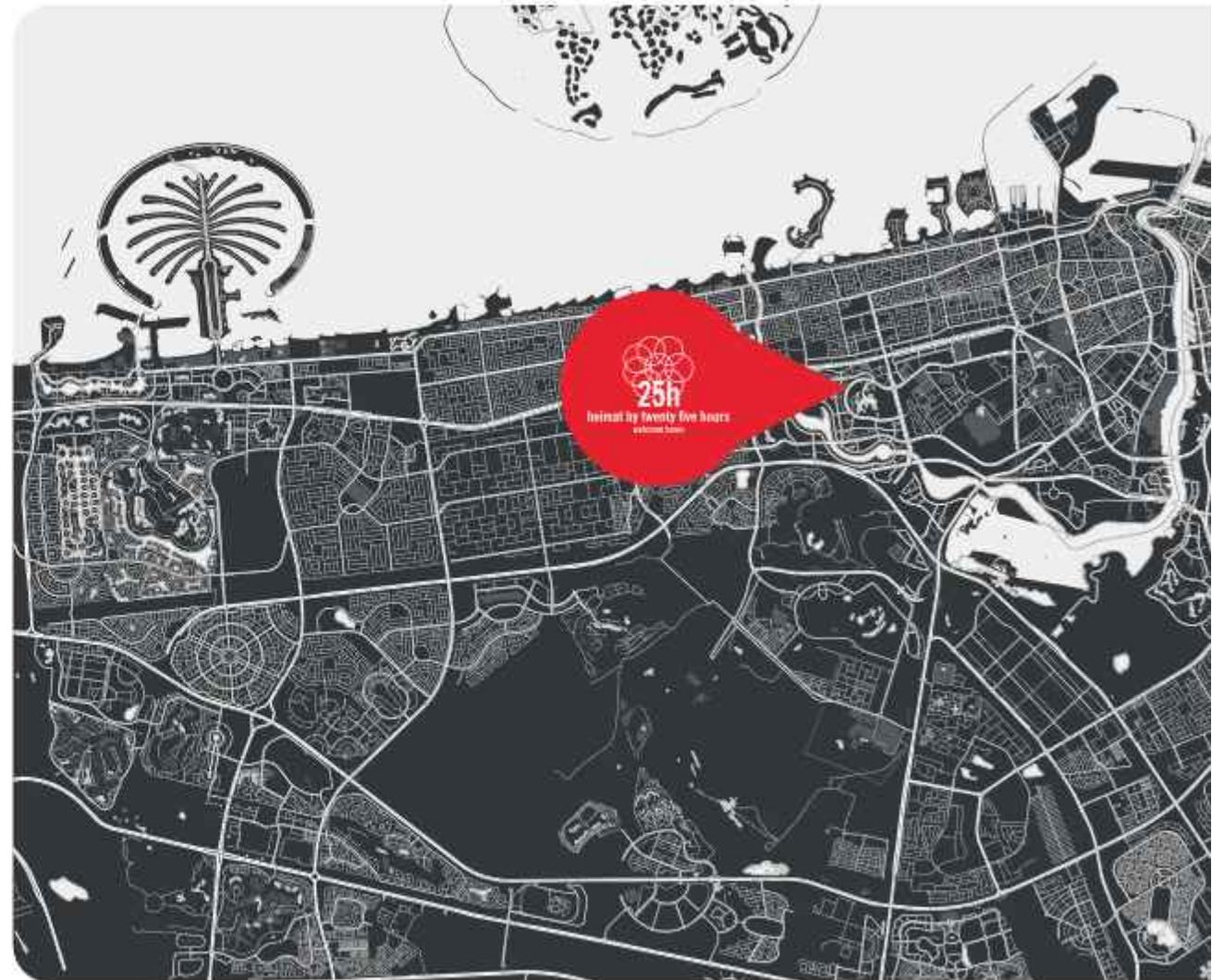
4 Mins to Burj Khalifa

5 Mins to Dubai Mall

10 Mins to DIFC

15 Mins to DXB International Airport

24 Mins to Palm Jumeirah



THE RESIDENCES

An aerial photograph of a city skyline in Dubai, UAE. The central focus is a tall, slender skyscraper under construction, featuring a dark facade and a grid-like pattern of windows. To its right, the Burj Khalifa stands prominently. The surrounding area is filled with other high-rise buildings, roads, and green spaces under a clear blue sky.

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

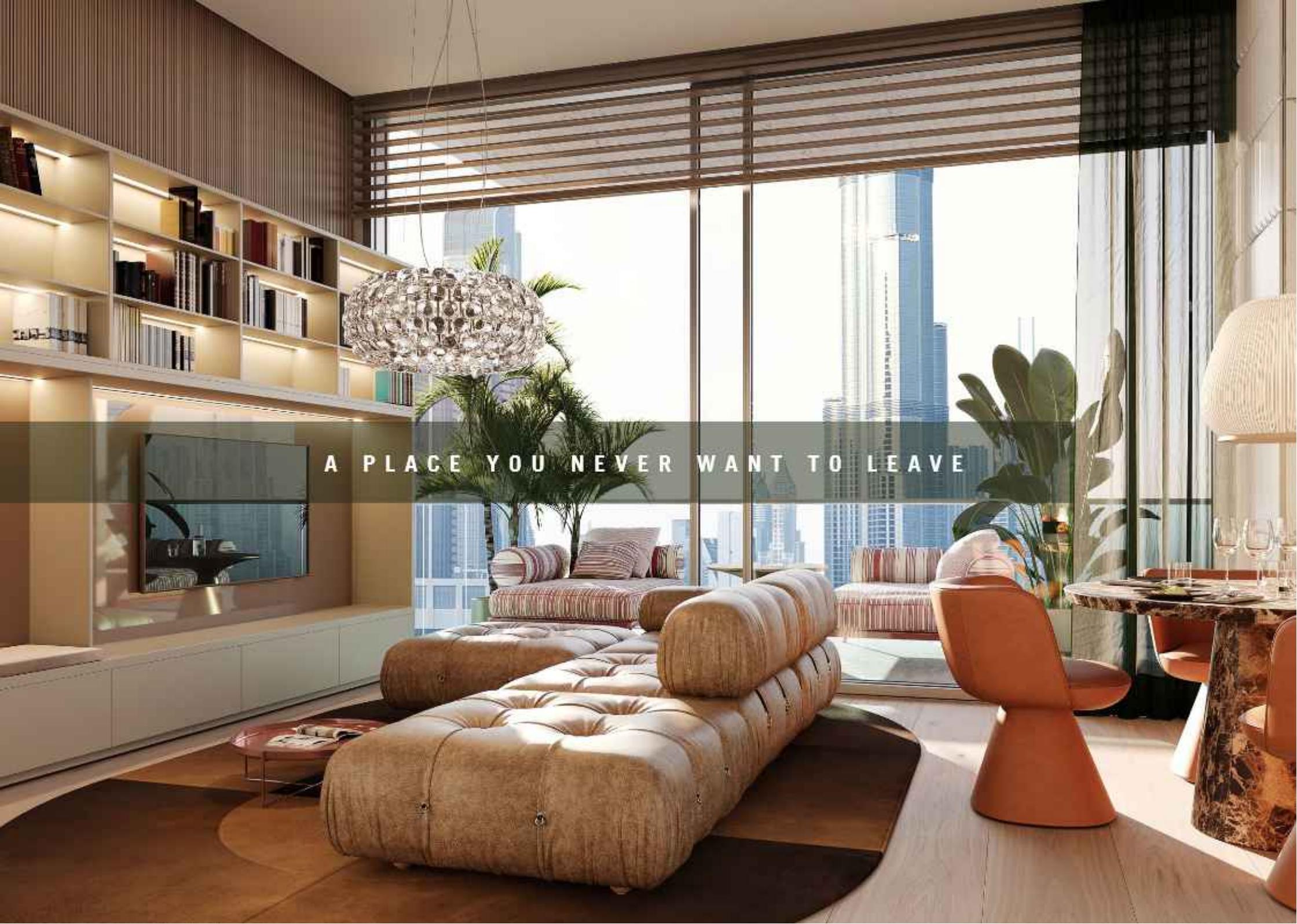
1 Bedroom Apartment+Study
Up to 1,195 Sqft

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





A PLACE YOU NEVER WANT TO LEAVE





WE CALL IT HEIMAT

BECAUSE THIS IS
UNLIKE ANY RESIDENTIAL LIVING
YOU'VE EVER KNOWN!





**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



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



LET THE GAMES BEGIN AT THE 25H HEIMAT PADEL COURT





UNOBSTRUCTED VIEWS OF
BURJ KHALIFA
& DOWNTOWN BOULEVARD

SO MUCH
MORE THAN A
PLACE, IT'S A
HAPPENING





25h



25h

25H HEIMAT ISN'T JUST ABOUT A FANCY ADDRESS
IT'S A HOMETOWN
OF NEXT-LEVEL STUFF
THAT'LL HAVE YOU GRINNING FROM EAR TO EAR.

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.





heimat by twenty five hours
verano 2011

FLOOR PLANS



heimat by twenty five hours
WEKAFI 2008

Sheikh Zayed Road

Al Mustaqbal Street

Sheikh Mohammed
Bin Rashid Blvd

Sheikh Mohammed
Bin Rashid Blvd

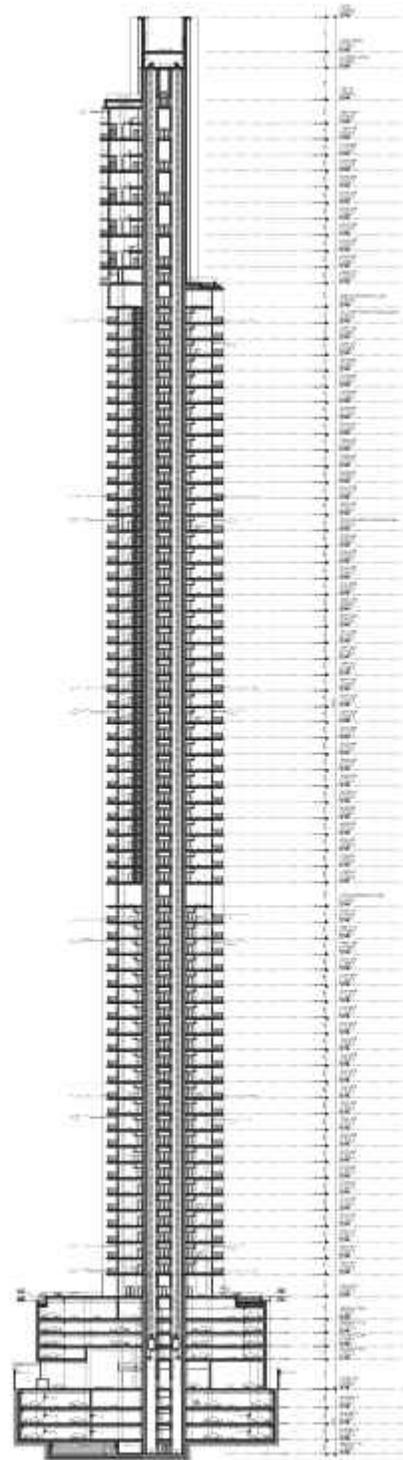
Al Tahani Street

Burj Khalifa Blvd

Plot No. 3450385



FLOOR PLANS TIERS



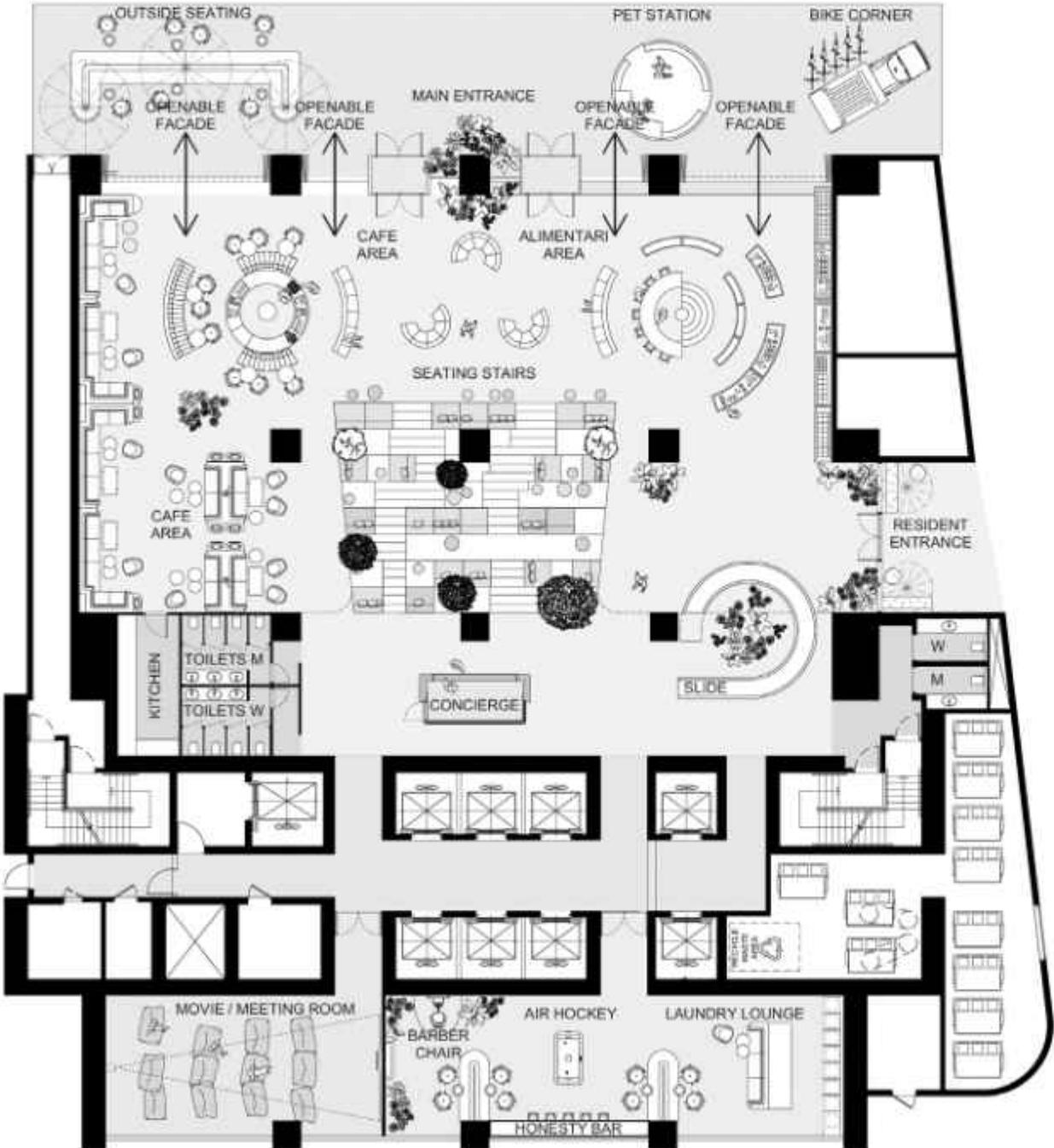
TIER 4 64th to 73rd Floor

TIER 3 25th to 60th Floor

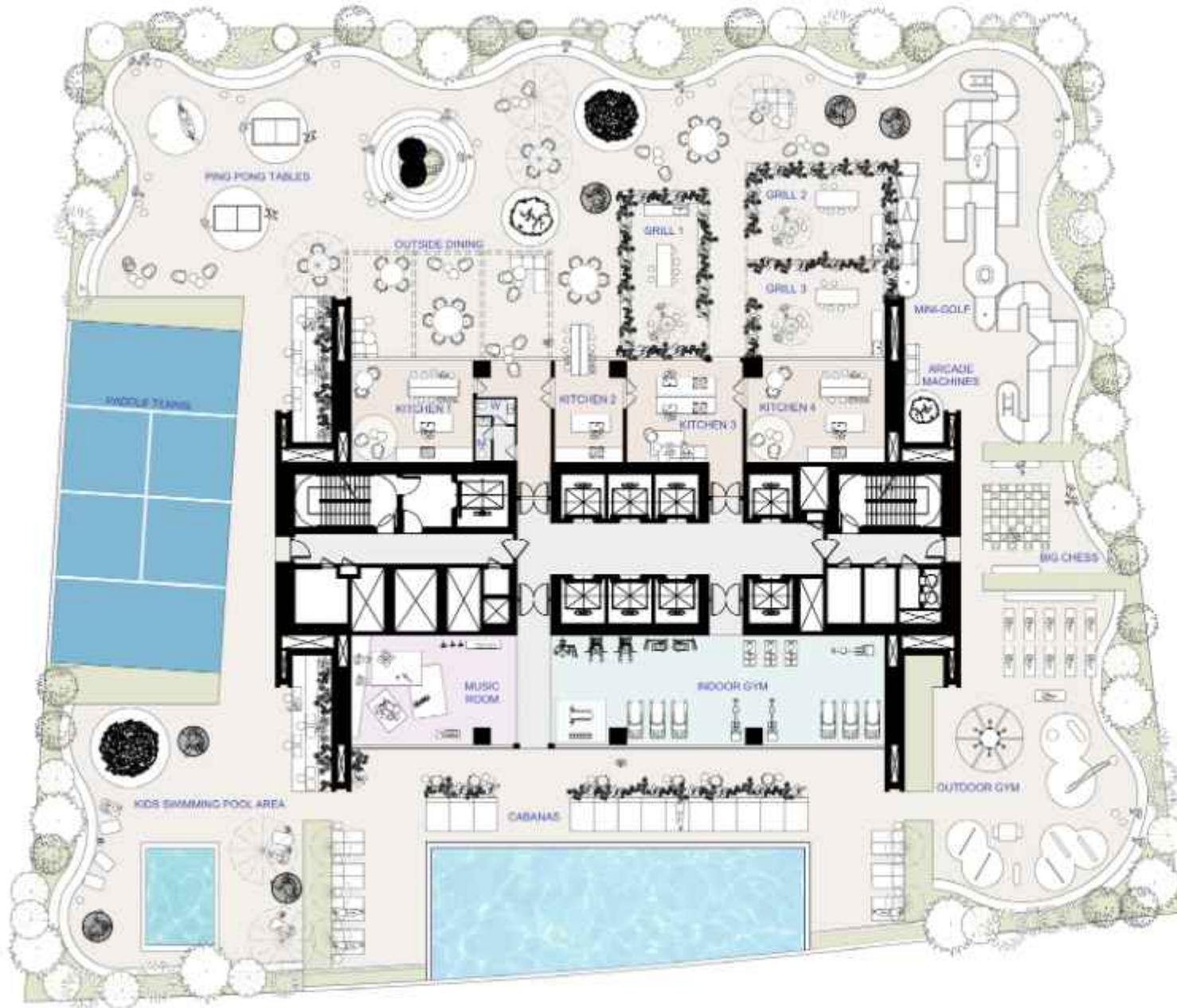
TIER 2 9th to 24th Floor

TIER 1 2nd to 8th Floor

LOBBY



PODIUM

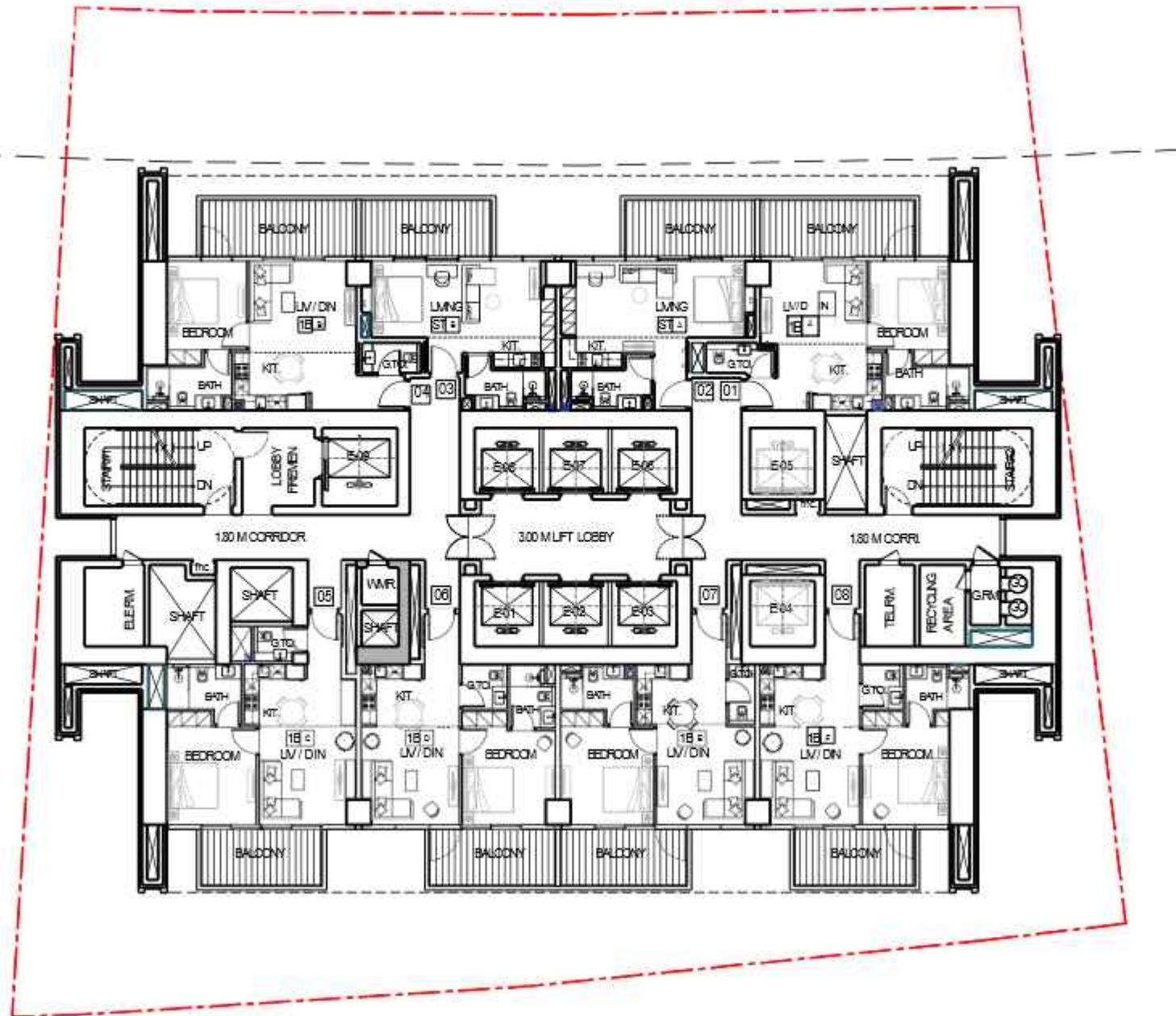


FLOOR 63 RD



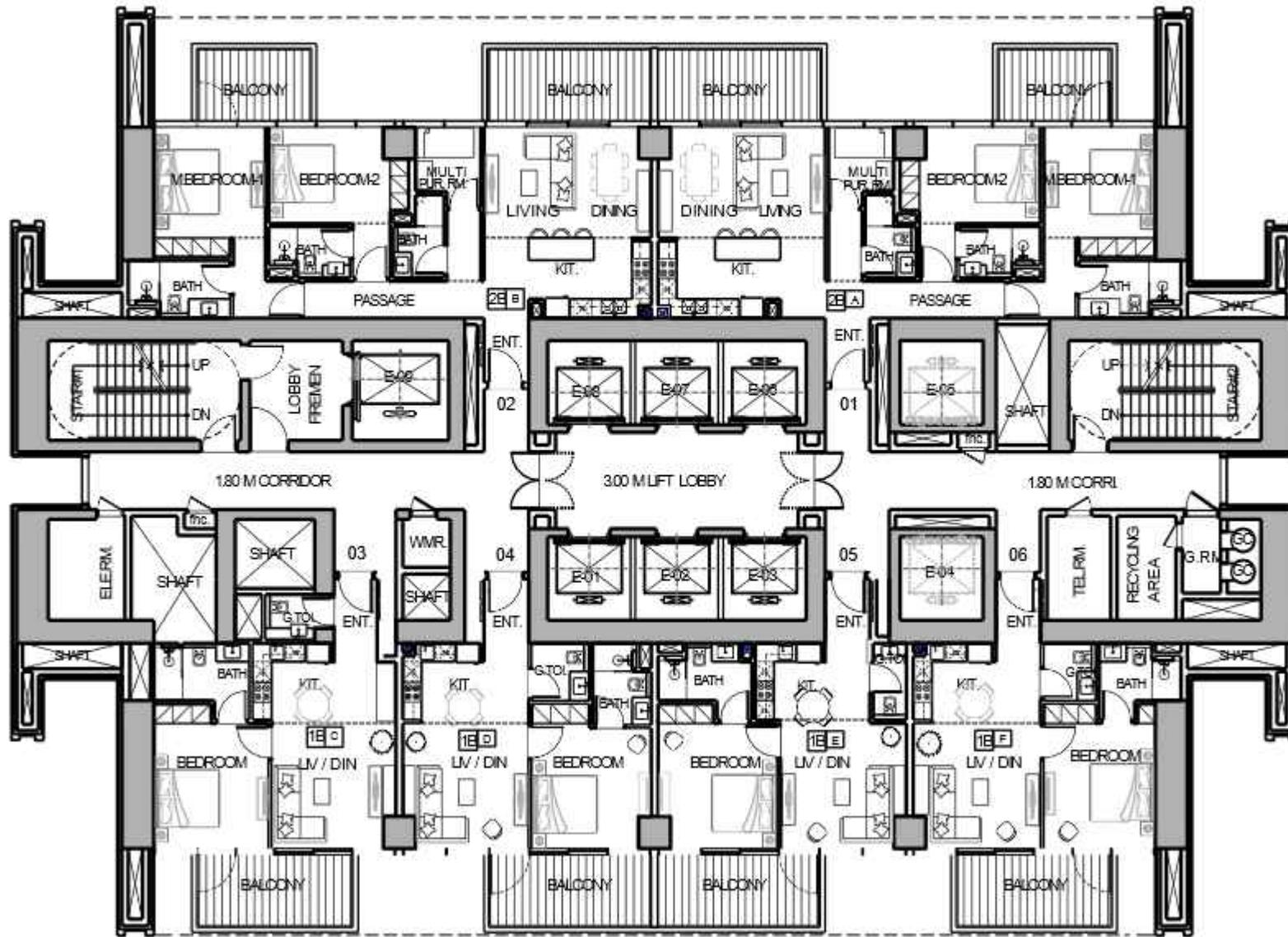
TYPICAL FLOOR PLAN 1

2nd To 8th Floor (7 Floors)



TYPICAL FLOOR PLAN 2

9th To 24th Floor (16 Floors)



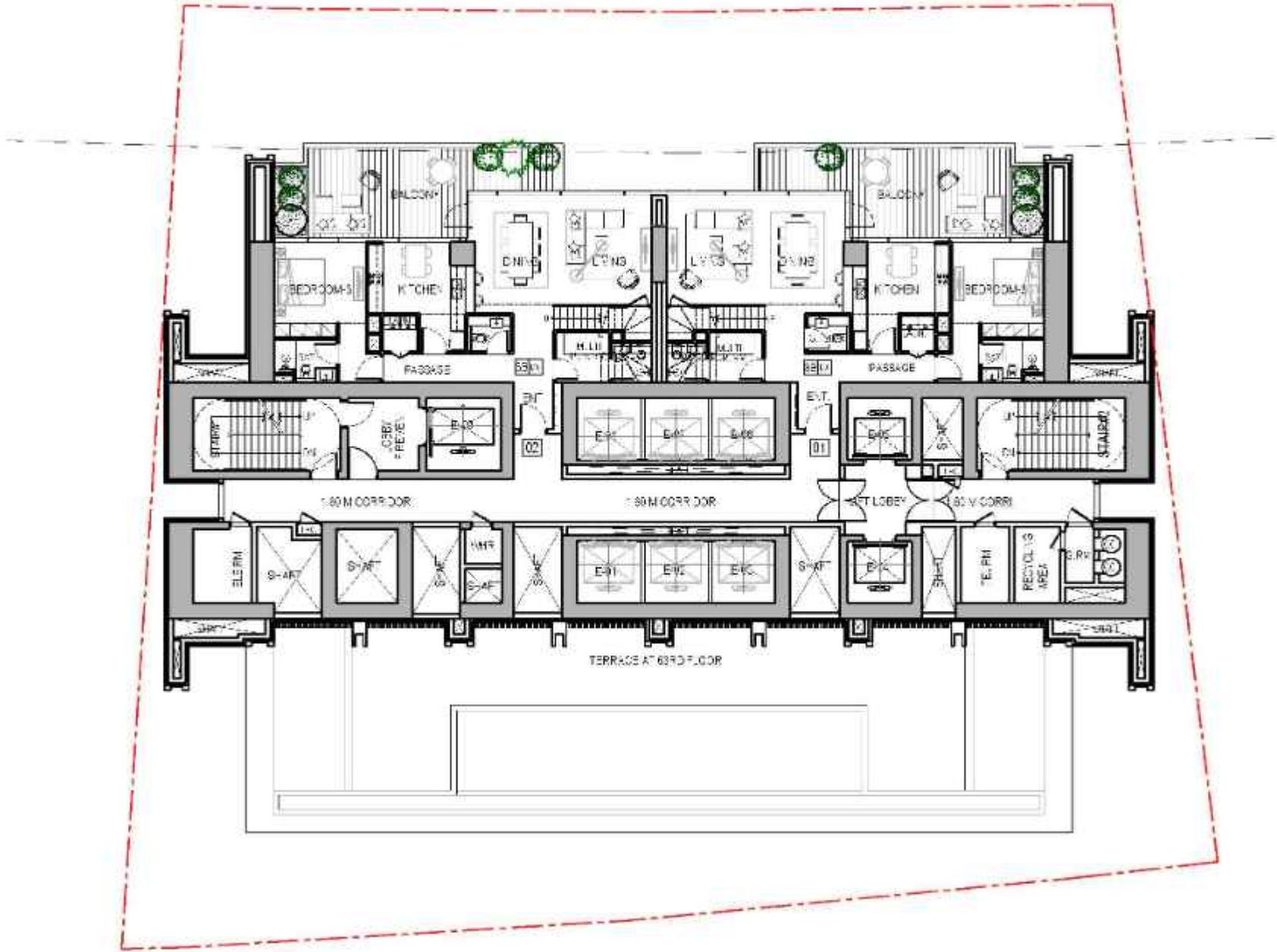
TYPICAL FLOOR PLAN 3

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



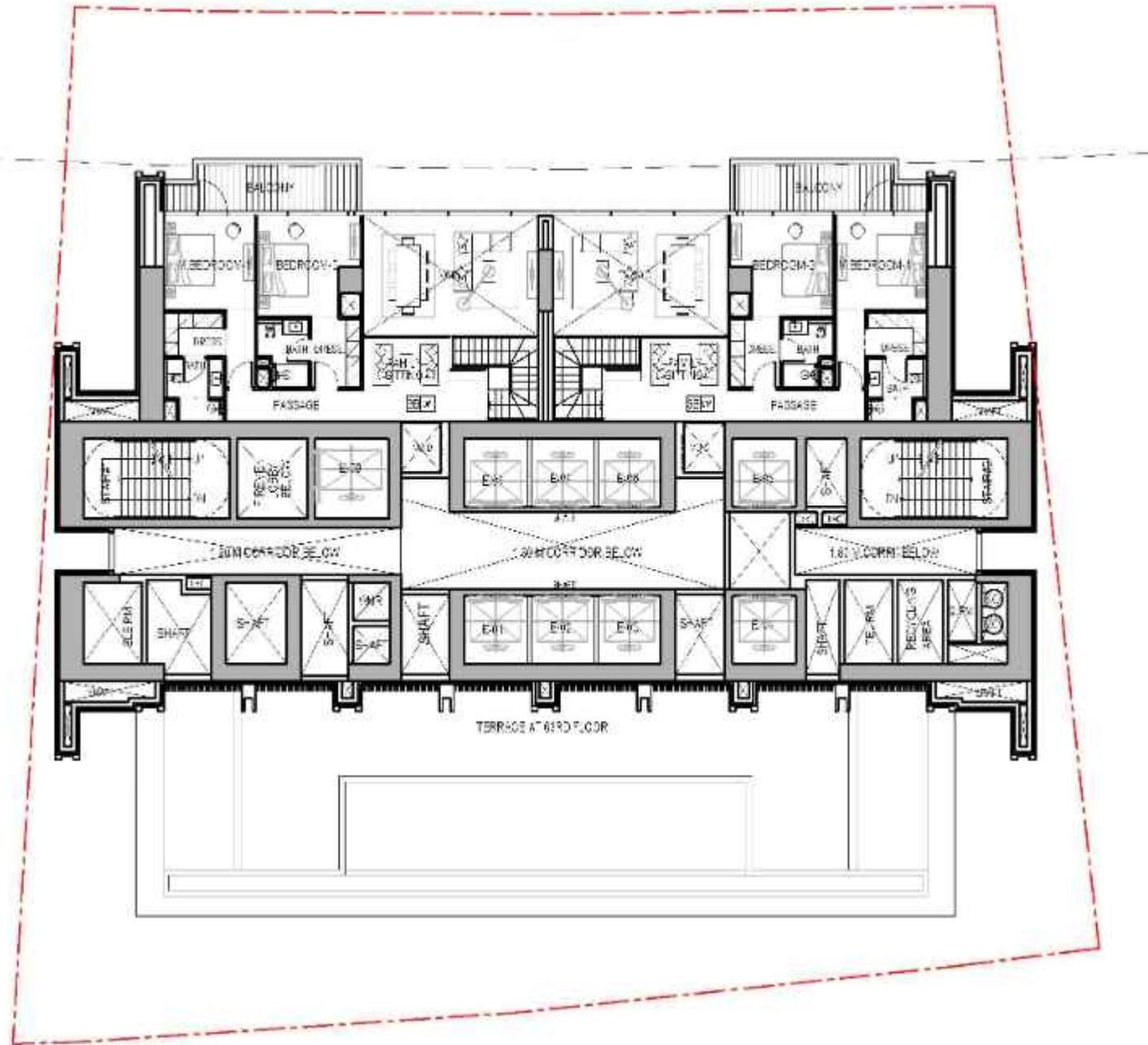
TYPICAL FLOOR PLAN 4

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



TYPICAL FLOOR PLAN 4

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



STUDIO TYPE B

APARTMENTS



ONE BEDROOM TYPE G

APARTMENTS





THREE BEDROOM TYPE A

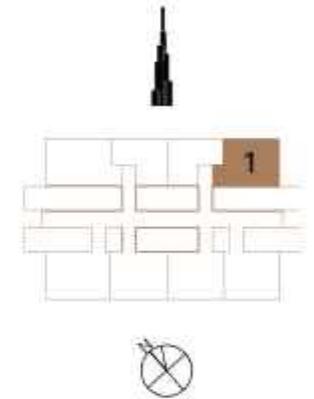
APARTMENTS



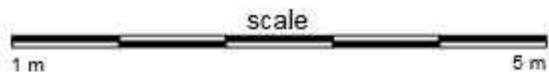
THREE BEDROOM DUPLEX

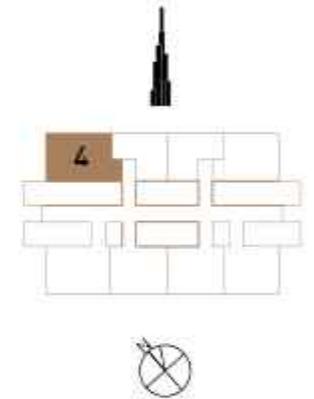
APARTMENTS



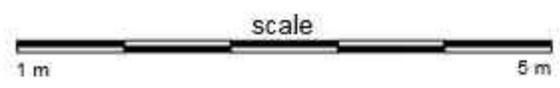


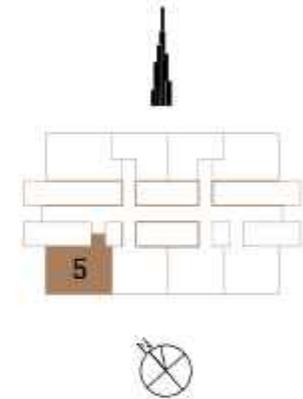
- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Powder Room
- 5. Bedroom
- 6. Ensuite
- 7. Terrace



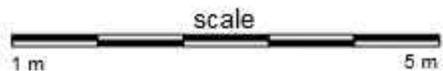


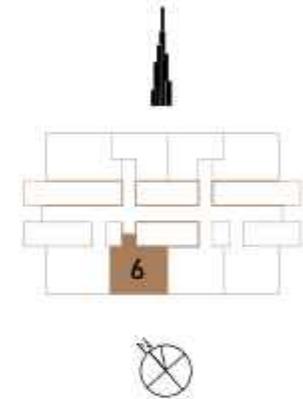
- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Powder Room
- 5. Bedroom
- 6. Ensuite
- 7. Terrace



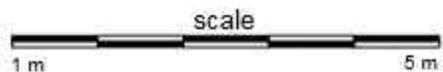


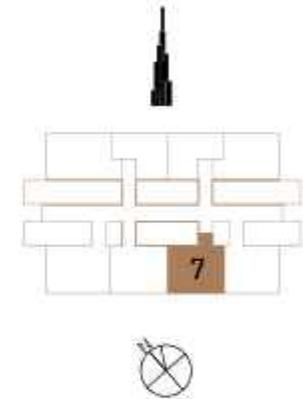
- | | | |
|----------------------|----------------|------------|
| 1. Foyer | 4. Powder Room | 7. Terrace |
| 2. Kitchen | 5. Bedroom | |
| 3. Living and Dining | 6. Ensuite | |



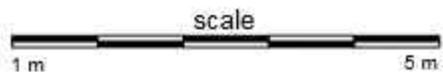


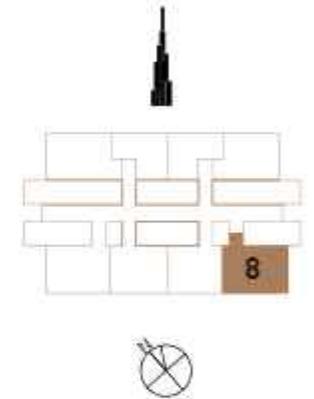
- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Bedroom
- 5. Ensuite
- 7. Terrace



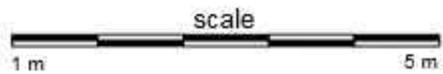


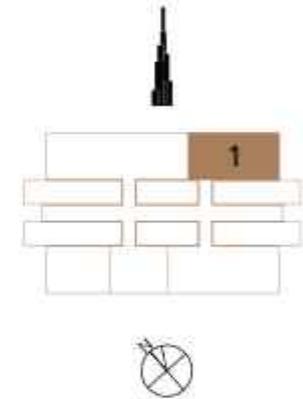
- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Powder Room
- 5. Bedroom
- 6. Ensuite
- 7. Terrace



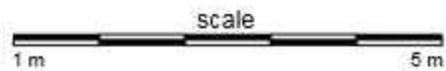


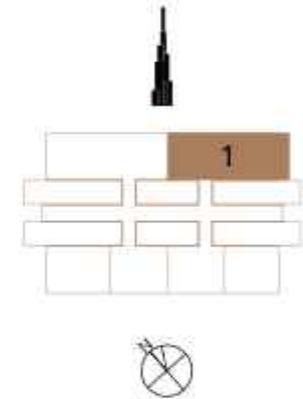
- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Powder Room
- 5. Bedroom
- 6. Ensuite
- 7. Terrace



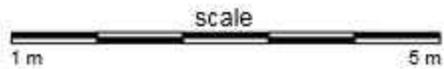


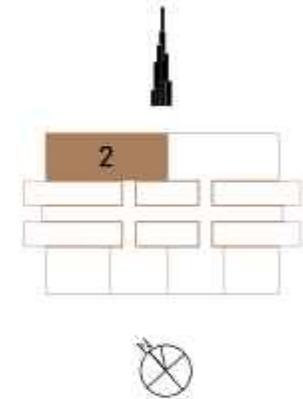
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|----------------------|-----------------------|------------|
| 1. Foyer | 4. Powder Room | 7. Ensuite |
| 2. Kitchen | 5. Multi-purpose Room | 8. Terrace |
| 3. Living and Dining | 6. Bedroom | 9. Terrace |



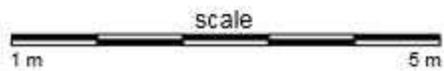


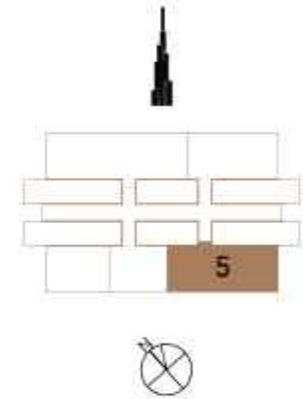
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|----------------------|-----------------------|-------------------|-------------|
| 1. Foyer | 4. Multi-purpose Room | 7. Ensuite | 10. Terrace |
| 2. Kitchen | 5. Powder Room | 8. Master Bedroom | |
| 3. Living and Dining | 6. Bedroom | 9. Ensuite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



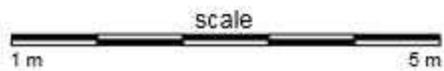


- | | | | |
|----------------------|-----------------------|-------------------|-------------|
| 1. Foyer | 4. Multi-purpose Room | 7. Ensuite | 10. Terrace |
| 2. Kitchen | 5. Powder Room | 8. Master Bedroom | 11. Terrace |
| 3. Living and Dining | 6. Bedroom | 9. Ensuite | |



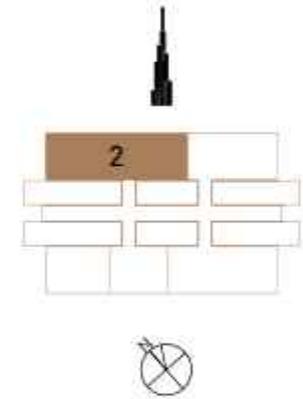


- | | | | |
|----------------------|-----------------------|-------------------|-------------|
| 1. Foyer | 4. Multi-purpose Room | 7. Ensuite | 10. Terrace |
| 2. Kitchen | 5. Powder Room | 8. Master Bedroom | |
| 3. Living and Dining | 6. Bedroom | 9. Ensuite | |

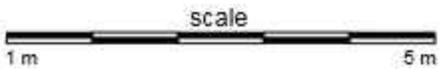


THREE BEDROOM TYPE A

APARTMENTS

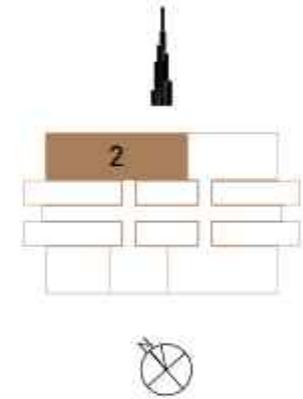


- | | | | |
|----------------------|-----------------------|----------------|--------------------|
| 1. Foyer | 4. Bedroom | 7. Powder Room | 10. Master Bedroom |
| 2. Kitchen | 5. Ensuite | 8. Bedroom | 11. Ensuite |
| 3. Living and Dining | 6. Multi-purpose Room | 9. Ensuite | 12. Terrace |

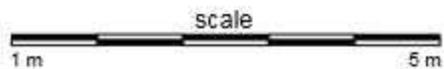


THREE BEDROOM DUPLEX

APARTMENTS

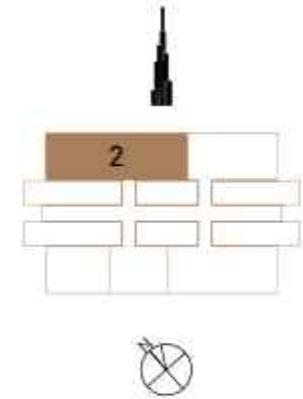


- | | | | |
|----------------------|-----------------------|-----------------|-------------|
| 1. Foyer | 4. Multi-purpose Room | 7. Wine fridges | 10. Ensuite |
| 2. Kitchen | 5. Bathroom | 8. Laundry | 11. Terrace |
| 3. Living and Dining | 6. Powder Room | 9. Bedroom | |

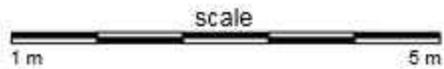


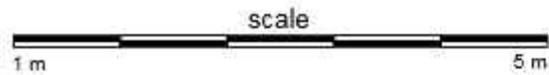
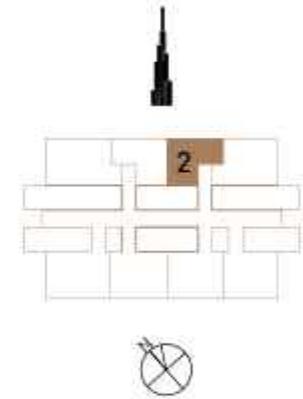
THREE BEDROOM DUPLEX

APARTMENTS

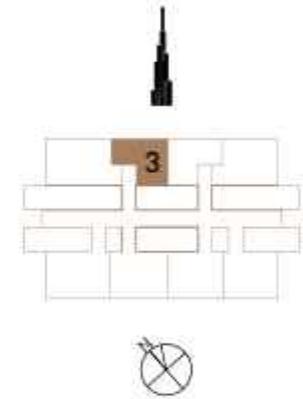


- 1. Upper Foyer
- 2. Bedroom
- 3. Ensuite
- 4. Master Bedroom
- 5. Ensuite
- 6. Terrace

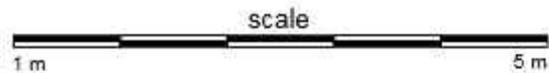




- 1. Foyer
- 2. Kitchen
- 3. Living and Dining
- 4. Bedroom
- 5. Bathroom
- 6. Terrace



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



**HELLO
STRANGER,
WELCOME
HOME.**

