



IMMERSIVE  
TOWER BY DIFC

# IMMERSIVE TOWER

Future-ready office spaces  
by DIFC





# DIFC A GLOBAL BUSINESS AND LIFESTYLE DESTINATION

Strategically located in the heart of Dubai and connected to many of the world's fastest-growing economies of the East and West, Dubai International Financial Centre (DIFC) is one of the world's most advanced financial centres.

- Leading financial hub for the Middle East, Africa and South Asia (MEASA) region, with a workforce of more than 43,000 and over 6,000 active registered companies.
- Thriving business ecosystem, providing streamlined setup, world-class infrastructure, and diverse office spaces.
- Internationally recognised, independent regulator and a proven judicial system with an English Common Law framework.

Comprehensive proposition for FinTech and innovation companies with cost-effective licensing solutions, fit-for-purpose regulation, innovative accelerator programmes, and funding for growth-stage start-ups. Complementing its reputation as a thriving business destination, DIFC is also recognised as a vibrant lifestyle hub. It is an iconic part of Dubai's bustling urban landscape, with a wide range of retail, dining, wellness, art and entertainment options to cater to a global audience.





# IMMERSIVE TOWER YOUR GATEWAY TO INNOVATIVE WORKSPACES

Envisioned as an architectural landmark in the heart of Dubai's financial district, Immersive Tower is a valued addition to DIFC's commercial real estate portfolio. The AED 1.1bn project will bring luxurious and innovative office spaces to life, within DIFC's thriving business ecosystem.

## Launched on 01 May 2024

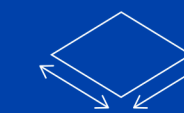
The ground-breaking ceremony, held in the presence of His Excellency Essa Kazim, Governor of DIFC, as well as DIFC's top management, was a momentous event heralding a new era of innovation and excellence in commercial property development.



# IMMERSIVE TOWER AT A GLANCE



**43,649** TOWER  
sq. m. OFFICE  
SPACE



**5,442** CLUB  
sq. m. SPACE



**1,354** RETAIL  
sq. m. SPACE



**37** FLOORS





# THE VISION TO USHER IN THE FUTURE OF WORKSPACES

Imagine an office space where state-of-the-art design and modern technology come together seamlessly to create an environment of collaboration, creativity, and productivity - This is the vision and driving force behind Immersive Tower.

The project reinforces DIFC's commitment towards:

- Meeting the growing demand for Grade A mixed-use spaces.
- Redefining the standards of excellence and innovation in the global financial landscape.
- Catering to the dynamic needs of modern businesses.









# THE ELEMENTS BLENDING DISTINCTIVE DESIGN AND OUTSTANDING AMENITIES

Immersive Tower was conceptualised by the leading international architecture and design practice, AEDAS, and it will be developed by DAR Group. The tower's future-forward design and amenities focus on aesthetics, spatial efficiency and sustainability.

- A sleek and contemporary façade, integrating cutting-edge materials and technology.
- Luxurious interior spaces, featuring high ceilings, expansive floor plates, and floor-to-ceiling windows that maximise natural light and offer panoramic views of Dubai's skyline.
- Advanced IT infrastructure, sophisticated high-speed elevators, and sustainable building practices that prioritise energy efficiency.
- Ample parking facilities, ensuring convenience and accessibility.
- Bespoke retail spaces that create a vibrant ecosystem for the community.
- An exclusive private members club spanning three floors (26, 27, and 28).

The concept enables a seamless fusion of work and leisure in an elevated environment where professionals can thrive.









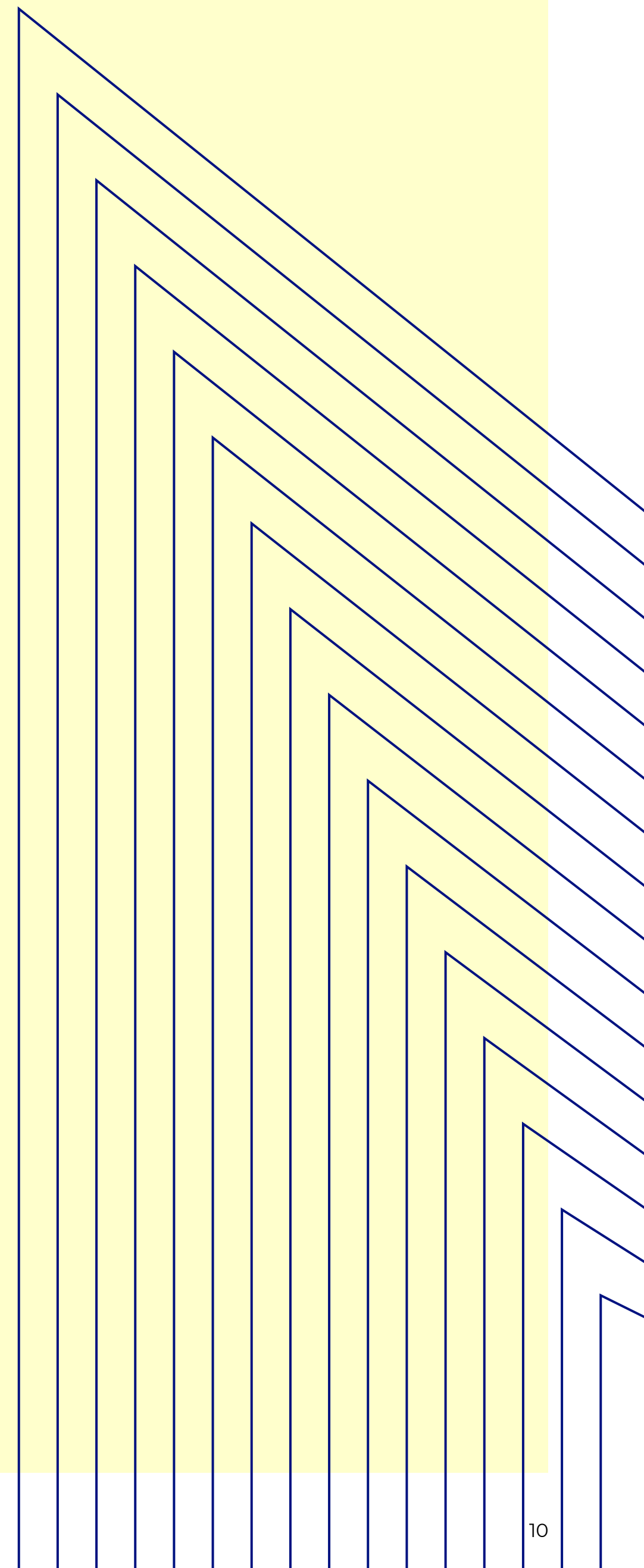
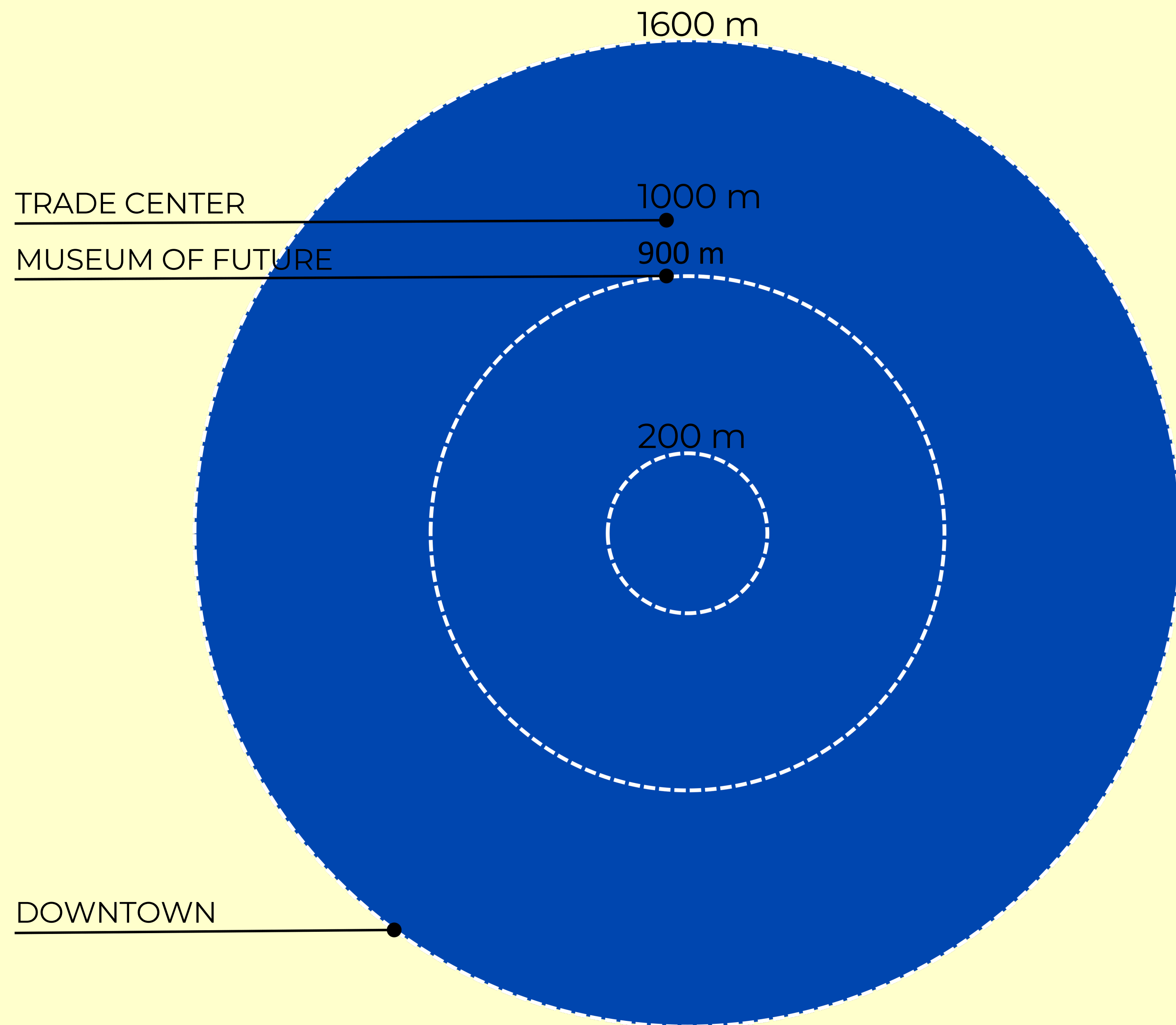
# A PRIME ADDRESS AT AN UNRIVALLED LOCATION

Located in the heart of DIFC, and the financial epicentre of Dubai, Immersive Tower enjoys a central location and excellent connectivity via road and public transport.

The tower is strategically located adjacent to Daman Tower, overlooking the ICD Brookfield tower, making it an ideal choice for businesses seeking a prestigious address in Dubai's thriving business hub.

- Unparalleled proximity to Downtown Dubai, Dubai International Airport, Sheikh Zayed Road and the emirate's key business and leisure destinations.
- Strategic location within DIFC, providing quick and easy access to major financial institutions, corporate headquarters, and key business quarters.
- A short walk away from the extensive retail, dining, and lifestyle attractions across DIFC's major districts.









# PROJECT TIMELINE

Acipated project handover: April

## Our commitment to outstanding quality From design to handover

Immersive Tower is poised to become one of the most prestigious business addresses in Dubai. With its innovative design, best-in-class amenities, and prime location within DIFC, the project will deliver exceptional value for tenants, and the business community at large. DIFC is steadfast in its commitment towards ensuring the highest quality standards and construction excellence. Discover the future of workspace innovation and secure an enviable place in Dubai's dynamic business landscape today.







# CONTACT US

We invite you to learn more about our vision behind Immersive Tower – The definitive address for future-forward workspaces. For more information or to schedule a meeting, please contact our commercial team.