



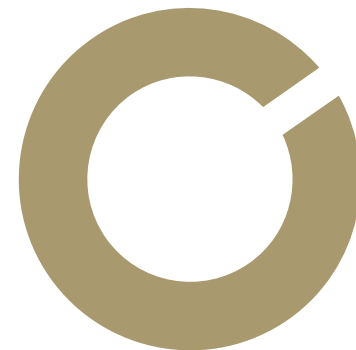
55°
TIME
DUBAI

55°
TIME
DUBAI





55°
TIME
DUBAI



FROM THE FIRST DRAWINGS OF CIVILIZATION, MANKIND HAS BEEN DRIVEN BY THE DESIRE TO CREATE THE PERFECT BUILDING. THE PERFECT HOME. A SPACE WELCOMING, UNIQUELY 'YOURS' WITH VIEWS OF THE BEST OF THE SURROUNDING WORLD AND WHERE THE SATISFACTION OF WANTS AND NEEDS IS ALWAYS NEAR AT HAND. HISTORY TELLS US THAT THE ANCIENT KINGS AND QUEENS LIVED ON THE HIGHEST GROUND, THE BETTER TO SURVEY AND SAVOUR THE PLEASURES OF THEIR DOMAIN. WE NEED NOT WONDER WHY AS TIME MOVED FORWARD, PERSONAL SPACE, VIEWS AND EVEN TIME ITSELF HAS BECOME INCREASINGLY RARE AND THUS INCREASINGLY PRECIOUS. THE TIME INSIGNIA IS EMBLEMATIC OF THOSE THINGS MOST TREASURED BY US ALL. LIFE AND TIME. WITH THE SYMBOL OF "PI" NATURE'S MIRACULOUS MATHEMATICAL CONSTANT REPRESENTING SPACE ENCOMPASSED BY A 360° 'TIME RING' SIGNIFYING THE UNIVERSE, THE SUN AND MOON SYMBOLISING THE PASSING OF ONE DAY. A DAY IN TIME AND A NEW DIMENSION IN LIVING.



360°
TIME WORLD

OFFERS

VIEWS

SPACE

TIME

LUXURY LIFE

VIEW



DUBAI'S TRADITIONAL WINDOW VIEW
1.2 METRES



VIEWS



DUBAI'S BEST WINDOW VIEWS
APPROXIMATELY 6 METRES



VIEW AT 55 ° TIME DUBAI



55 ° TIME DUBAI WINDOW VIEW
14 METRE PANORAMA

...NOW IMAGINE IT CHANGING EVERYDAY, 360° IN 7 DAYS



12:00PM
TUESDAY

12:00PM
WEDNESDAY

12:00PM
THURSDAY

12:00PM
MONDAY

12:00PM
FRIDAY

12:00PM
SATURDAY

12:00PM
SUNDAY

A 360° VIEW
POWERED
BY THE SUN,
AND BY
IMAGINATION

A building that is, of itself, a precision timepiece,
turning one full revolution
Each seven days - to the second, exactly

A GLOBAL
LANDMARK



SPACE
EXTERIOR

AWARD
WINNING
HI-RISE
EXTERIOR



55°
TIME
DUBAI



SPACE
EXTERIOR

AWARD
WINNING
HI-RISE
EXTERIOR



55°
TIME
DUBAI



SPACE
EXTERIOR



Moon Lounge Theatre - Observatory

The Ark - Music Lounge

Triplex Penthouse

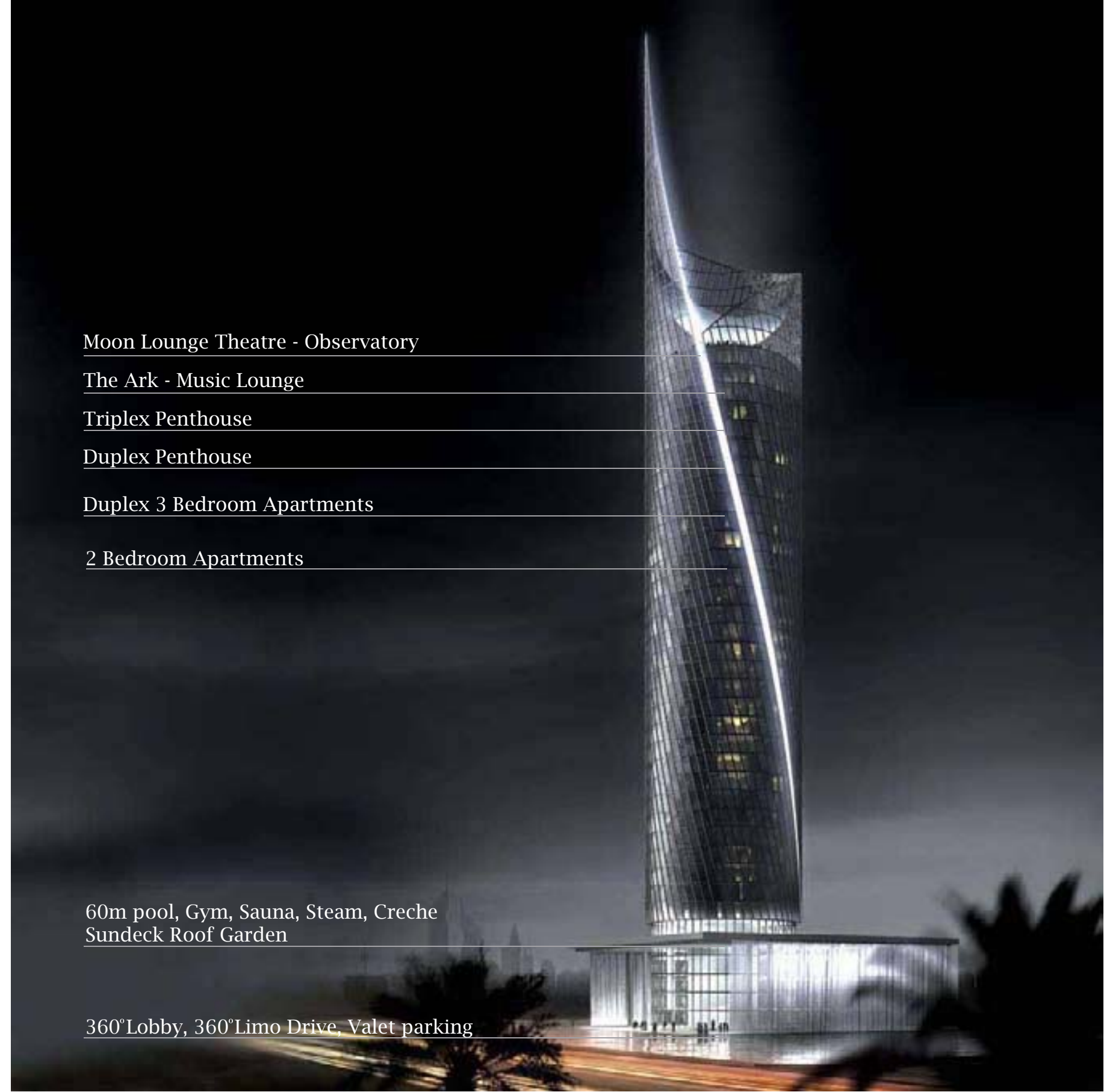
Duplex Penthouse

Duplex 3 Bedroom Apartments

2 Bedroom Apartments

60m pool, Gym, Sauna, Steam, Creche
Sundeck Roof Garden

360°Lobby, 360°Limo Drive, Valet parking



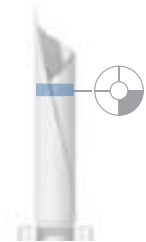
AWARD
WINNING
HI-RISE
INTERIORS



SPACE
INTERIOR



Triplex / Duplex Penthouse - Middle Living Floor Style - Signature Décor - Contemporary



12:00AM
MONDAY

7:00PM
MONDAY

7:00AM
TUESDAY

12:00AM
TUESDAY



TWO BEDROOM WINDOW VIEW
14 METRE PANORAMA
FRAMES A 24 HOUR VIEW



From floor to ceiling windows, with a view that wraps approximately 14 metres, you can watch the world go round. This unique rotating tower moves imperceptibly 51.43° in 24 hours and a full 360° in 7days



Triplex Penthouse



Triplex Penthouse - Middle Living Floor

Style - Purity

Décor - Timeless



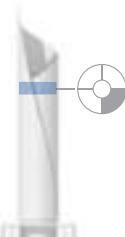
Triplex Penthouse



Triplex Penthouse - Upper Living Floor

Style - Purity

Décor - Timeless



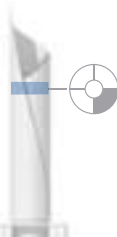
Triplex Penthouse



Triplex Penthouse - Private infinity pool

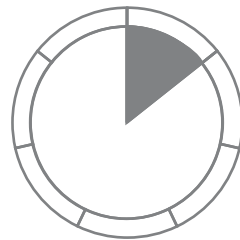
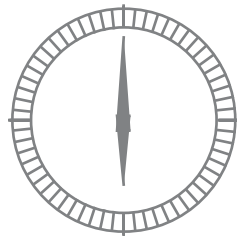
Style - Purity

Décor - Timeless





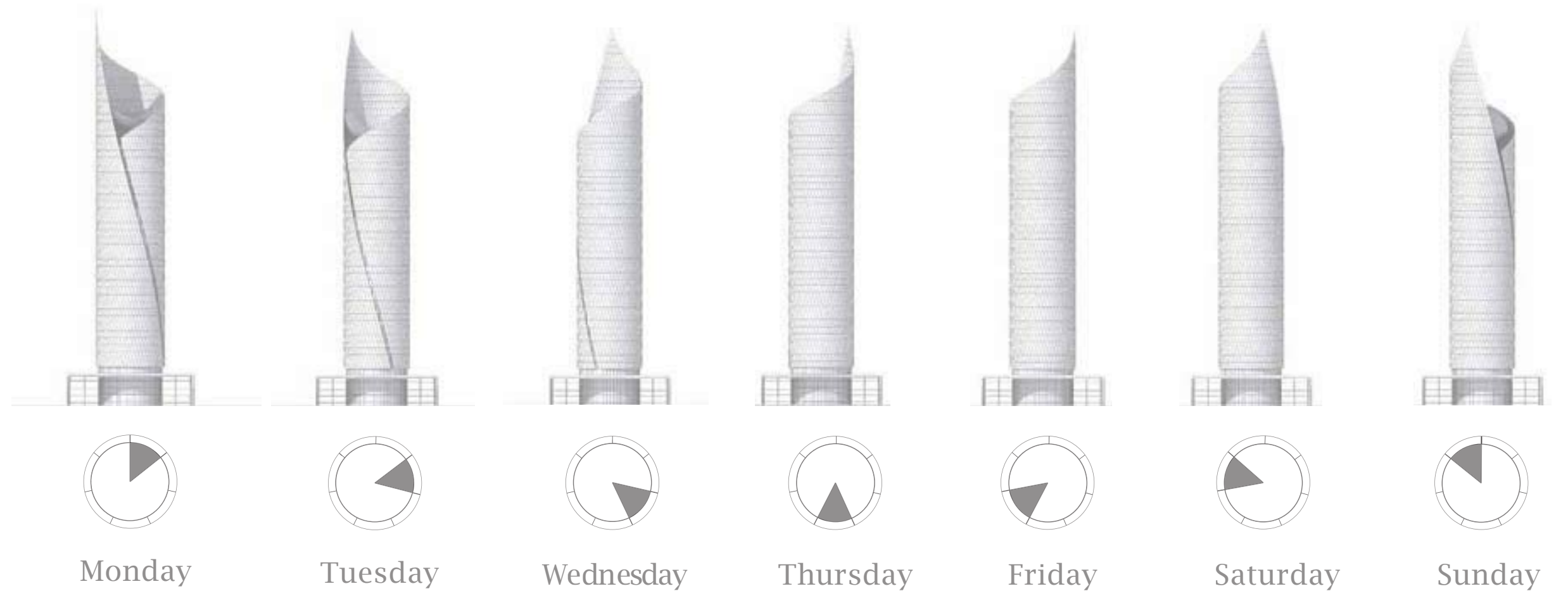
Time & Views



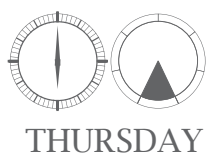
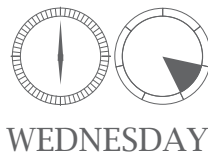
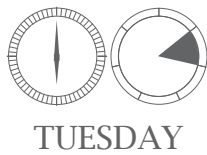
360°

Views in 7 days

Timepiece accuracy



LOOKING OUT - 360° PENTHOUSE VIEWS FROM EVERY APARTMENT



CAR GALLERY



There will be perimeter parking bays dedicated to luxury cars, all facing the “Timepiece” all brands that are recognized as the ultimate in precision engineering, style and excellence, brands that have stood the test of time, like Rolls Royce, Bentley, Aston Martin and Mercedes. These will all be available for the residents to book for work, or pleasure; for self drive, or with a chauffeur. For your own vehicles valet parking is available 24 hours and to pamper your prize possession, we have a car spa for ultimate care.

Travel in style



360°

CONCIERGE SERVICE

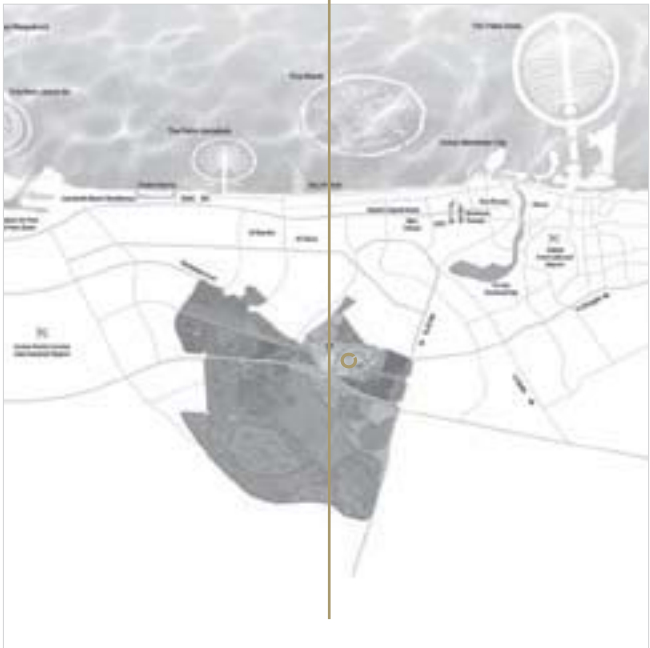


Service that will be available to owners and residents. 55°TimeDubai™ concierge service will provide 24 hour services recommending and booking restaurants, wine, or a special night out; locating and assisting you with joining sports, social, cultural or private clubs; gaining passes for you to special events, even for celebrity access on occasion; making travel bookings and even helping with international shopping.



LOCATION

POSITIONED IN THE CENTRE OF DUBAI





LOCATION

IN THE CENTRE OF 'CITY OF ARABIA'

Is a spectacular 20 million sqft retail, residential, commercial and entertainment destination lying at the gateway to Dubailand. The master plan offers a city set in the centre of Dubai with views of spacious landscape. It's key elements are Mall of Arabia (outlined to be the worlds biggest shopping mall), Restless Planet and The Wadi Walk (Venetian/ Mediterranean canal system).

With business and administrative offices, schools and clinics, supported by luxury apartments, shops, galleries, restaurants and unique attractions, City of Arabia will become a key destination and urban community within the New Dubai.

A self-contained community designed to minimise the use of cars, City of Arabia will be served by its own monorail system which will transport residents and visitors to and from a designated Dubai metro station and around the site.

Mall of Arabia
Restless Planet
Theme Park



Mall of Arabia

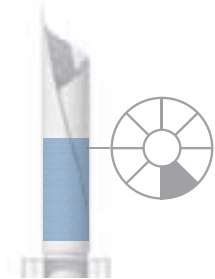
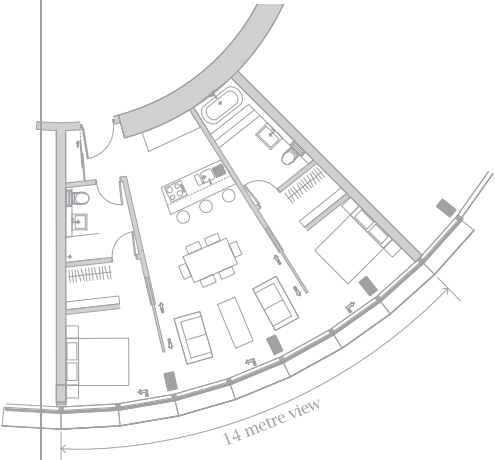


FLOOR PLANS

2 BEDROOM APARTMENTS

Décor: Timeless, white open plan spacious living

SPECIFICATIONS	
Availability	8 per floor
Bedrooms	2, each with walk-in boutique-style wardrobes full bath, including 17" recessed plasma TV
Living Space	1000sq ft (exact size to be stipulated in contract)
Views	14 metre, panoramic*
Balcony	14 walk perimeter*
Kitchen	Fully-fitted
Floor	Stone finish (poured floor seamless stone)
Bathrooms	2, each featuring recessed 17" plasma TV
Sound	Concealed, 'surround sound' speakers, centrally controlled
360 Service and Technology	360° 'Smart Home' system – Internet and home entertainment
	Mood lighting, State of the art sound system
	Integrated fragrance emitters
	Home shopping, call holding and messaging service
	Lobby concierge service on demand
	World wide 360 personal concierge service
	Car valet service, car spa Limousine access for Residents Crèche

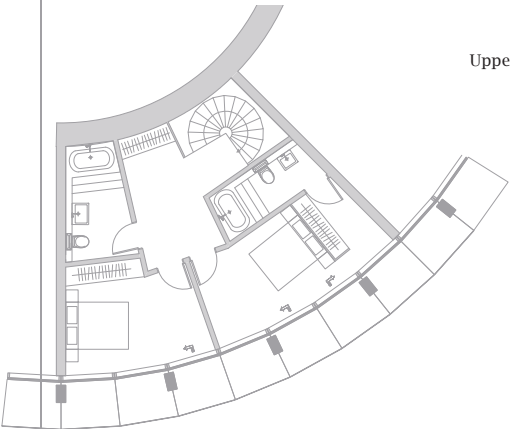


DUPLEX APARTMENTS

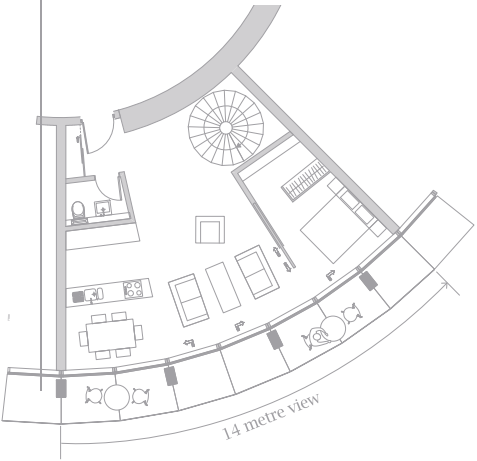
Multi-level living, exclusivity and individuality are all yours in the generously proportioned Time Duplex Apartments. Choose from a variety of floor plans to suit your personal lifestyle

Décor : Timeless - Double Height Glass

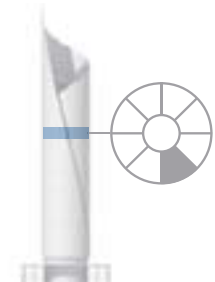
SPECIFICATIONS	
Availability	Limited to 8
Bedrooms	3, each with walk-in, boutique-style wardrobes and full bath, including 17" recessed plasma TV
Living Space	Approximately 1600 sq ft (exact size to be stipulated in contract)
Views	14 metres, panoramic on 2 levels
Balcony	14 metres with dining space encapsulated within glass
Kitchen	Fully-fitted
Floor	Stone finish (poured floor-seamless stone)
Bathrooms	3, each featuring recessed 17" plasma TV
360 Service and Technology	360° 'Smart Home' system – Internet and home entertainment
	Mood lighting, State of the art sound system
	Integrated fragrance emitters
	Home shopping, call holding and messaging service
	Lobby concierge service on demand
	World wide 360 personal concierge service
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Upper Bedroom Floor



Lower Living Floor

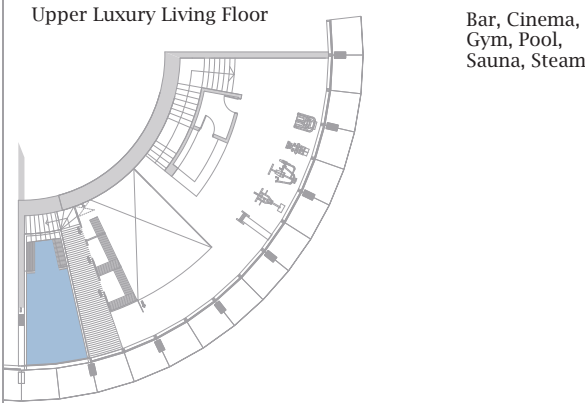
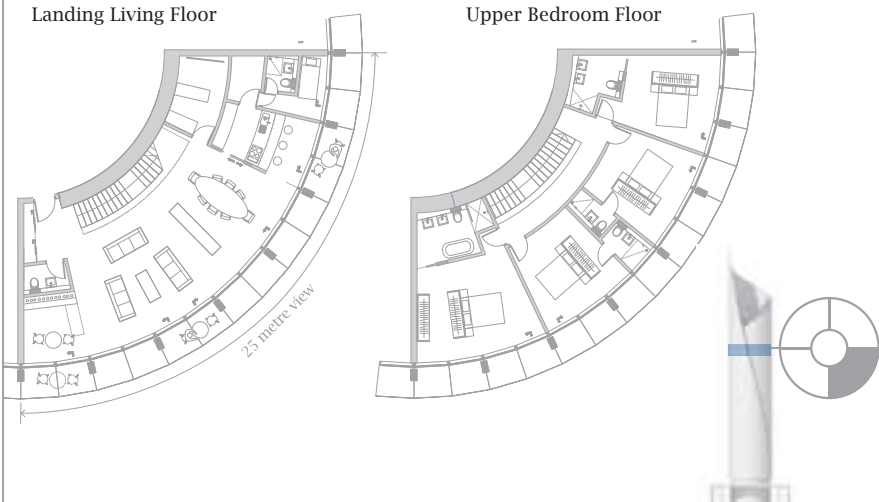


DUPLEX PENTHOUSE

Occupying quarter of the buildings floor plate.
On two impressively proportioned levels, the Time Duplex
Penthouse is both a statement of individual style and a fitting
reward for success

Décor: Timeless or Signature

SPECIFICATIONS	
Availability	Limited to 4
Bedrooms	4, each with walk-in, boutique-style wardrobes and full bath, including 17” recessed plasma TV
Living Space	Approximately 3500 sq ft (exact size to be stipulated in contract)
Views	25 metres, panoramic on 2 levels
Balcony	25 metres with dining space
Kitchen	Fully-fitted to your specifications
Floor	Stone finish (poured floor seamless stone)
Bathrooms	4, each with fitted 17” recessed plasma TV
360 Service and Technology	360° ‘Smart Home’ system – Internet and home entertainment Mood lighting, State of the art sound system Integrated fragrance emitters Home shopping, call holding and messaging service Lobby concierge service on demand World wide 360 personal concierge service Car valet service, car spa Crèche
Cinema	Seats 6-8 people
Bar	Open plan bar with temperature controlled wine keeper and cooler



TRIPLEX PENTHOUSE

Here – in so many ways – is living at the top.
A statement of achievement and discernment that soars
high above the reach of all but the very few. Living like no other...
for a special few and for many others to desire..

Décor: Timeless, Signature or Empress

SPECIFICATIONS	
Availability	Limited to 4
Bedrooms	4, each with walk in, boutique-style wardrobes and full bath, including 17” recessed plasma TV
Living Space	Approximately 5000 sq ft (exact size to be stipulated in contract)
View	25 metres, panoramic on 3 levels
Balcony	25 metres with dining space
Kitchen	Fully-fitted to your specifications
Floor	Stone finish (poured floor seamless stone)
Bathrooms	4, each with fitted 17” recessed plasma TV
360 Service and Technology	360° ‘Smart Home’ system – Internet and home entertainment Mood lighting, State of the art sound system Integrated fragrance emitters Home shopping, call holding and messaging service Lobby concierge service on demand World wide 360 personal concierge service Car valet service, car spa Crèche
Bespoke Art	6 metre sculpture linking middle and upper living decks
Special Features	7 metre swimming pool, spa, gymnasium, sauna, steam room
Cinema	Seats 6-8 people
Bar	Open plan bar with temperature controlled wine keeper and cooler

BESPOKE APARTMENTS

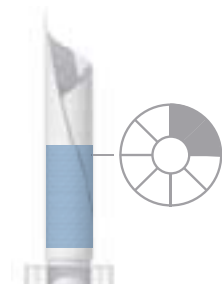
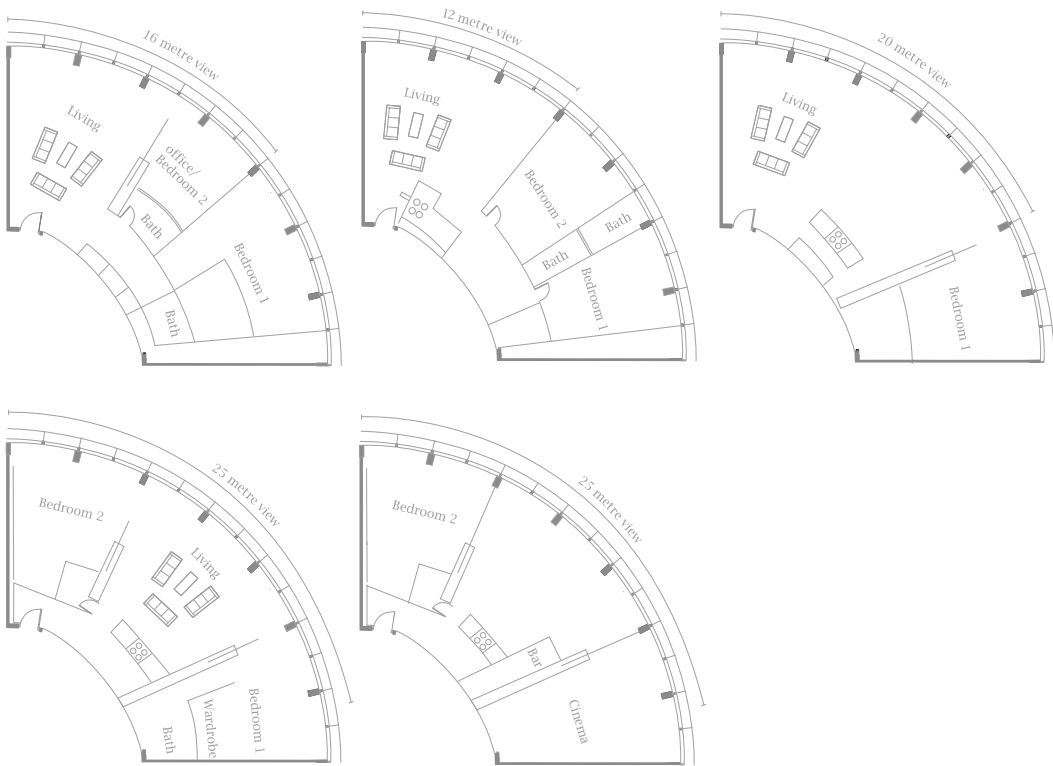
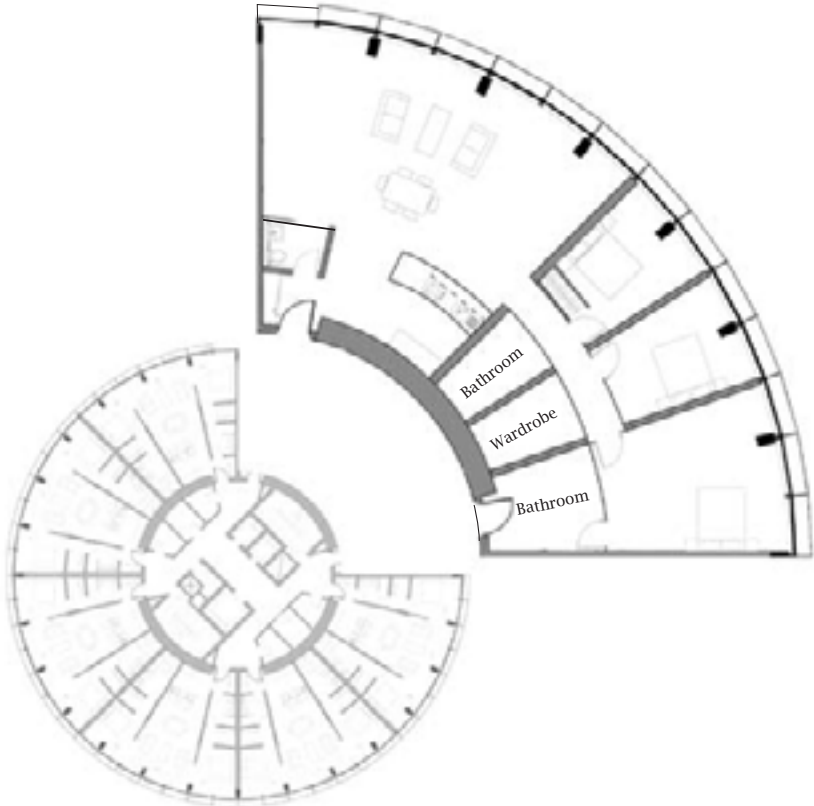
Book a time with our specialists and Design your own 2000 sqft space,
set on a quarter of the floor plate.

A Home exclusively planned to suit your taste
in the generously proportioned “Time bespoke apartments”.

Choose from a variety of floor plans to suit your personal lifestyle

Décor: Timeless

SPECIFICATIONS	
Availability	Limited to 4 to a floor.
Bedrooms	1, 2 or 3 , walk-in, boutique-style wardrobes and full bath, including 17” recessed plasma TV
Living Space	Approximately 2000 sq ft (exact size to be stipulated in contract)
Views	14 or 16 metres or more , panoramic window
Balcony	14 to 28 metres encapsulated within glass
Kitchen	fully-fitted
Floor	Stone finish (Poured floor-seamless stone)
Bathrooms	each featuring recessed 17” plasma TV
360 Service and Technology	360° ‘Smart Home’ system – Internet and home entertainment Mood lighting Integrated fragrance emitters Home shopping, call holding and messaging service Lobby concierge service on demand World wide 360 personal concierge service Car valet service, car spa Crèche



TEAM



VISION, INNOVATION, EXCELLENCE, EXCEEDING LIFE’S ASPIRATIONS



1 GLEN HOWELLS, Concept Architect

Glenn Howells is the founding director of Glenn Howells Architect and has led the practice to win numerous major design competitions and awards for a diverse range of building types including residential, commercial, urban regeneration, education and arts projects.

He has an overview of all aspects of the practice and regularly reviews all projects during design development and construction stages. He sits on the Commission for the Built Environment (CABE) Olympic Design Review Panel, is a member of the RIBA Awards Group and is chair of MADE. He is also Chair of the IKON Gallery in Birmingham and advises Bradford Centre Regeneration and Birmingham City Council.

2 NICK COOPER, Rotation Expert

Nick Cooper, Managing Director of MG Bennet & Associates Ltd, has been instrumental in design projects of world significance, including the much-lauded Airbus A380. He has special expertise in seismic analysis and the design of large movable structures, including major bridges and stadium grandstands.

His unsurpassed experience with high-strength rotating machinery, including the Falkirk Wheel and the sub sea drilling rigs that made the Channel Tunnel possible, makes him ideally suited for his role with Time 360° as the chief designer of Time’s unique support and drive system.

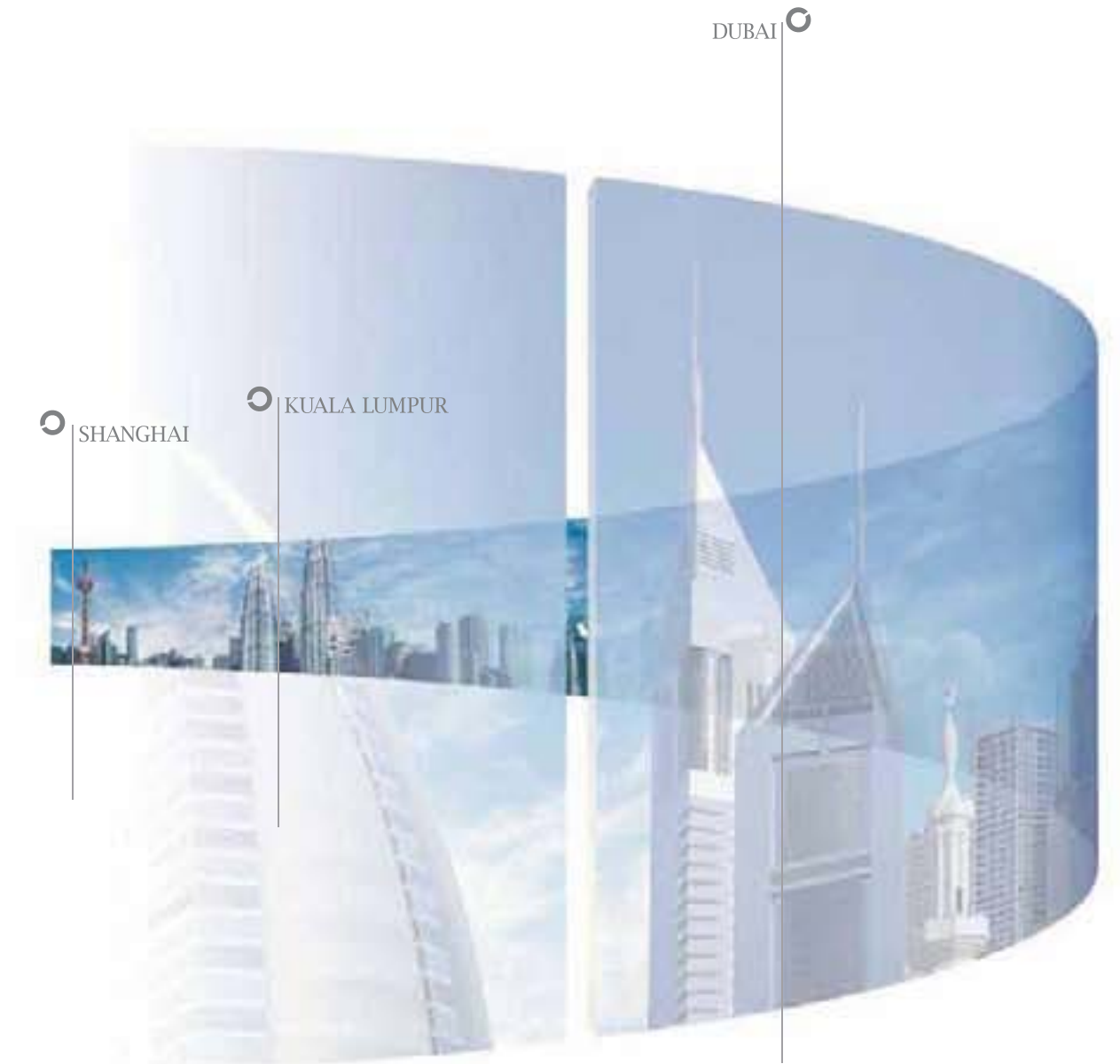
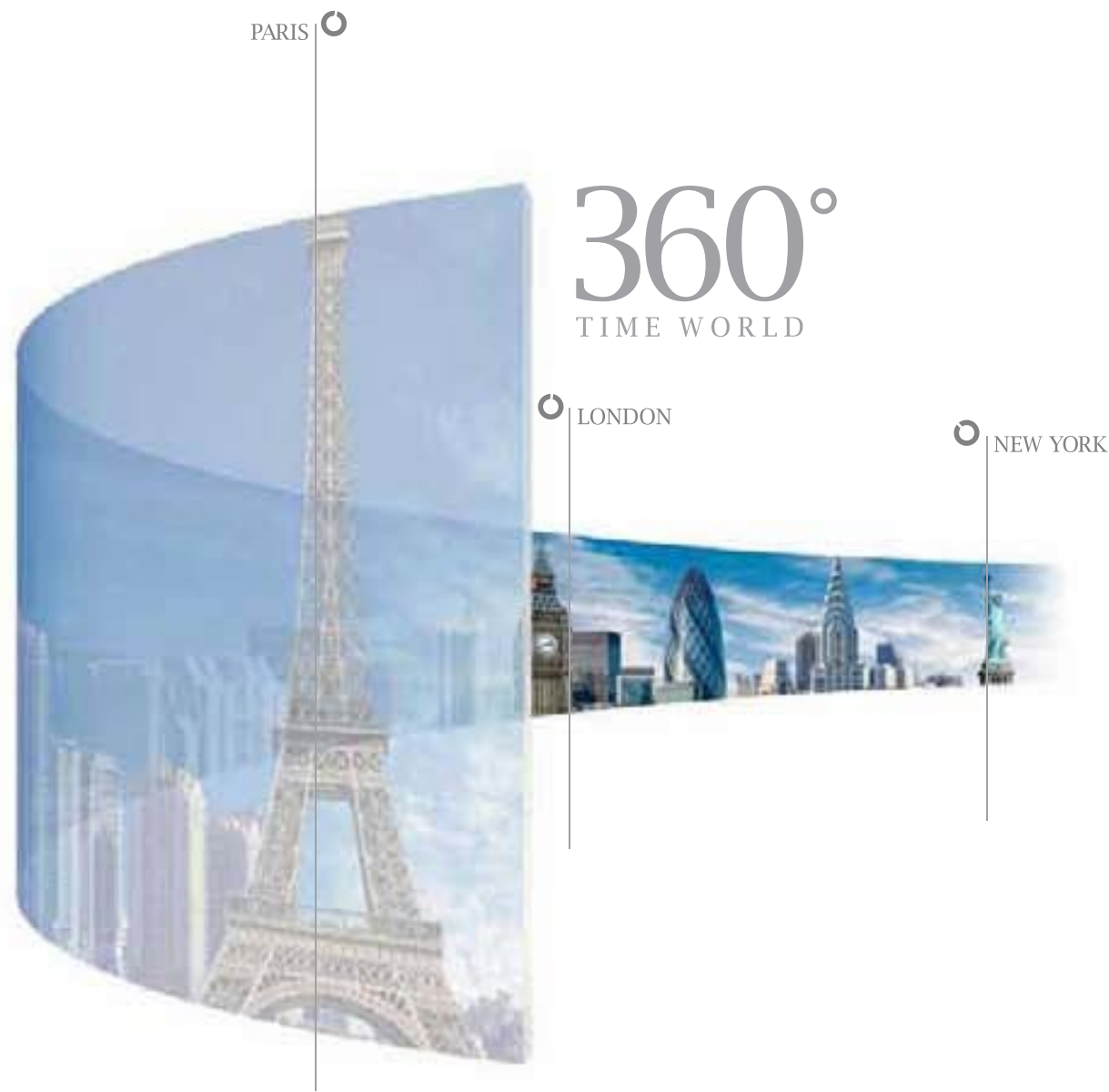
3 P&T ARCHITECTS & ENGINEERS, Building Architect

With offices and representatives in virtually all the major cities of Asia, P&T Architects boasts a folio that includes some of the most notable grand-scale projects ever undertaken. Perhaps most significant amongst these includes the master planning of the City of Arabia.

As a vital member of the Time project team, this distinguished firm adds specialist local knowledge and insight, plus an unchallenged reputation for results of the highest quality.

4 KULKARNI QS, Project Managers

Established in 1994, KQS is led by a Fellow member of the Royal Institution of Chartered Surveyors with over 30 years experience in the construction industry of United Arab Emirates. The Resident Manager is an Associate of the Royal Institution of Chartered Surveyors. The staff in the Dubai Office consists of well-qualified and experienced Quantity Surveyors, as well as efficient, on-hand administrative staff who bring with them an impressive, specialized resume of experience in buildings, civil engineering projects, roadworks, earthworks, dams, refurbishment work, landscaping, mechanical and electrical installations and the like.



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For further enquiries please email: info@55time.com

UAE Office : Pobox: 346040, Dubai, UAE
www.360timeworld.com · info@360timeworld.com · www.55timedubai.com · info@55time.com

24 Hour International Telephone and SMS number +44 7779 360 360

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