SHEIKH ZAYED ROAD, DUBAI

LIFE IN DISPLAY

RAW DISTRICT DUBAI

IMTIAZ

NOT FOR THE DEFAULT

We believe in evolution, shaped by the people, responsive to culture.

CULTURE COMPOUNDS WE JUST START IT

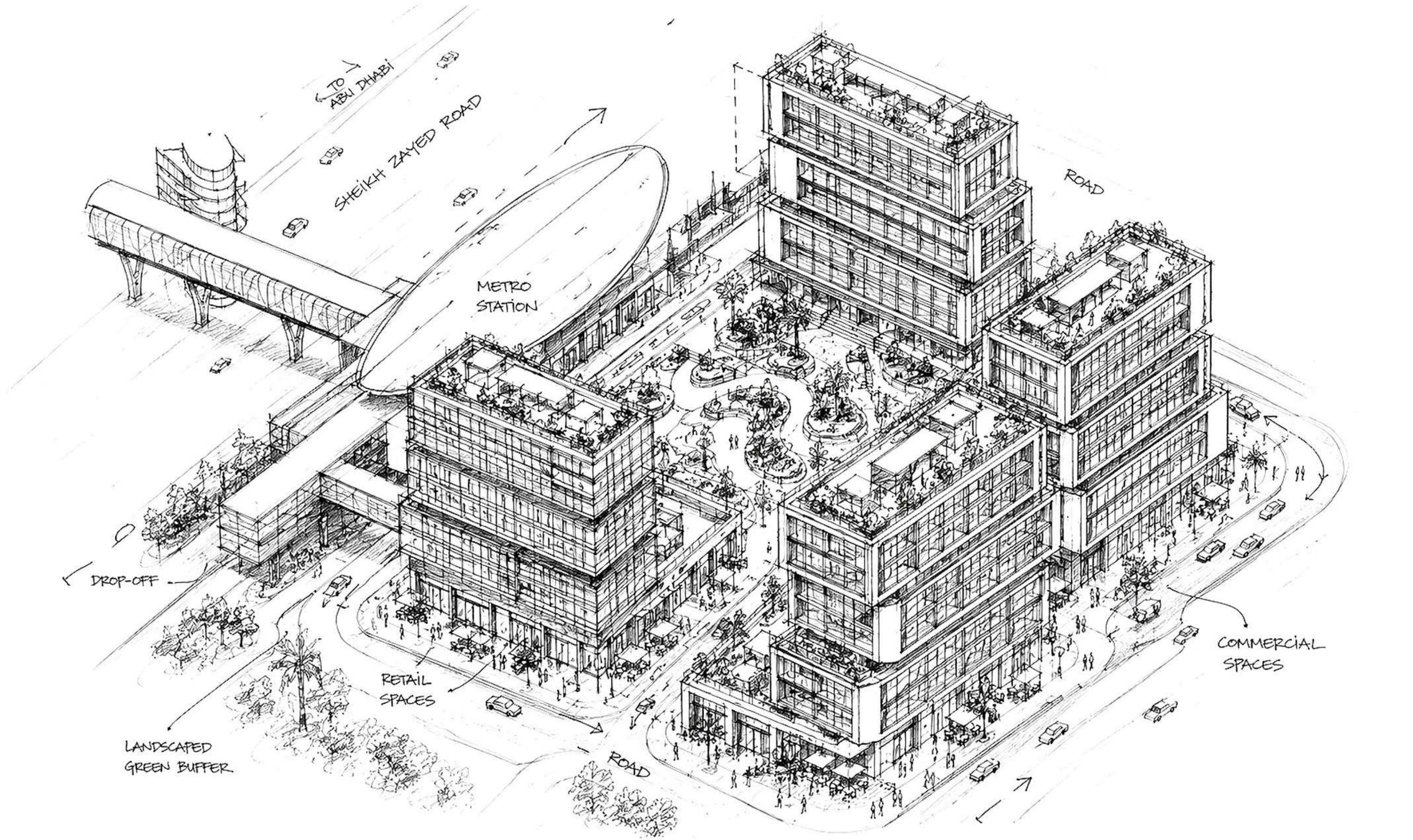
Grown from the inside out. Every person who enters adds to it.

IMTIAZ
IMTIAZ
RAW DISTRICT DUBAI
IMTIAZ

LONG
LIVE
REAL
Our spaces are alive and honest. We’re not in the amenity business,
we’re in the transformation business.

A WORLD OF ITS OWN

A living eco-system for our tribe of urban culturalists. Retail outlets, F&B, outdoor and indoor cinemas, adult and children's swimming pools. Move through the developments landscaped outdoor areas and straight into the city. The metro right there, Sheikh Zayed Road in view. Get out there, let the city's energy flow in.



IMTIAZ
IMTIAZ
IMTIAZ

IMTIAZ
IMTIAZ
RAW
DISTRICT
DUBAI

LIFE IN DISPLAY

We are not just a residence. This is an urban lifestyle philosophy.

A community empowered by conviction. No matter the location, we carry a sense of belonging built around people with a common mindset. We design our environment for continuous adaption, where spaces overlap and activate. Ideas and conversations move freely between people. Shaping a tribe that lives globally and interacts personally. Mixing, merging, living, creating, working out, sparking ideas, feeling part of something bigger.

SAME ATTITUDE DIFFERENT CITY

RAW District doesn’t photocopy itself across cities.
It’s built from the culture. From the ground up, of its place.

MTAZ
Life Pharmacy Metro Station

THE URBAN ANCHOR

At the edge of what matters next.

The first RAW District will set the standard in downtown Jebel Ali. An urban culture for others to meet in, live with and travel to. Sitting at the convergence of Dubai Marina, Expo City, Palm Jebel Ali and the future world's largest airport Al Maktoum International. Here stands a location that will define the next chapter of the city. Not at the centre of what already exists, but at the edge of what's about to.

Highlights

PALM JEBEL ALI
10 minutes

EXPO CITY
10 minutes

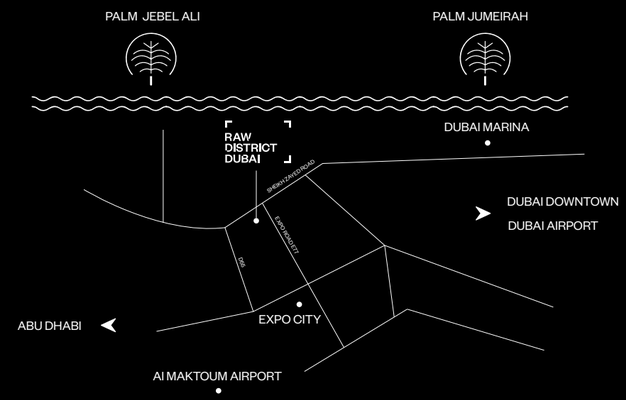
DUBAI MARINA
15 minutes

PALM JUMEIRAH
20 minutes

MAKTOUM INT'L AIRPORT
25 minutes

DUBAI INT'L AIRPORT
30 minutes

ABU DHABI
50 minutes



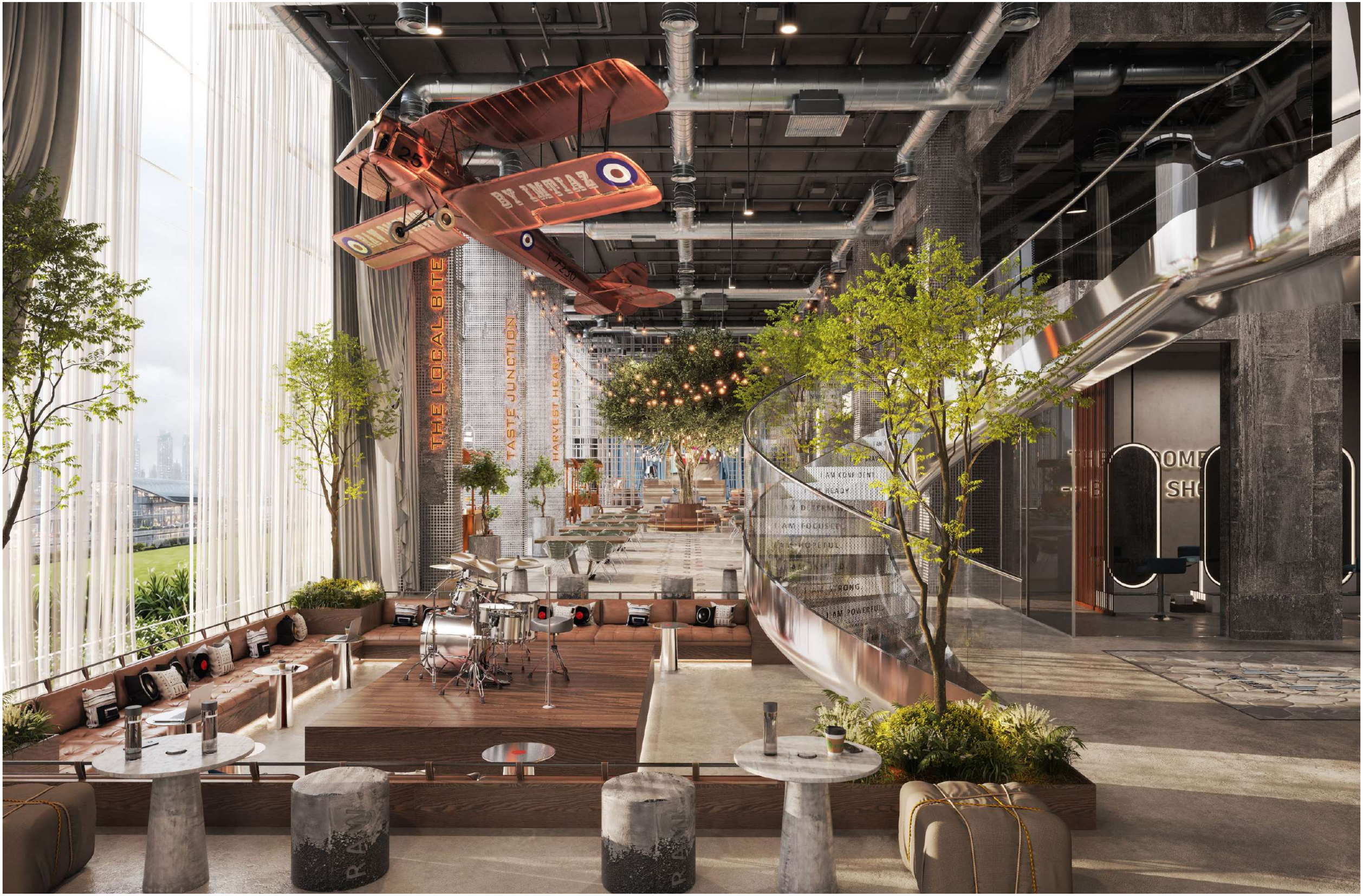
IMTIAZ
IMTIAZ

UNSCRIPTED FLOW

THERE'S LEVELS TO THIS

Step in, tune in, stay around.

An always-on arrival zone where Raw District sets the tone from the first step in. Built for movement, music, coffee, catch-ups, and everything in between, this is the community's social engine. Industrial energy, playful details, and pockets of greenery come together to create a place that feels spontaneous, magnetic, and unmistakably Raw.


BY IMTIAZ
25
THE LOCAL BITE
TASTE JUNCTION
HARVEST HEART

An icon suspended in motion.

More than décor, the vintage aircraft becomes an installation artwork within Raw District. Suspended overhead, it captures the spirit of flight, freedom, and forward momentum, transforming the space into an immersive environment where design feels bold, unexpected, and alive.

Lift off, level up.

The elevators are no longer just a way to move between floors. They become their own strange little gallery moment, where suited-up animals, suspended jerseys, and dramatic lighting turn the wait into part of the experience. A quick ride becomes a Raw District ritual, playful, surreal, and made to be remembered.

SPACE WITH PACE

Nothing in RAW District exists to complete a standard amenity checklist.

Every space earns its place through the ideas it sparks, the connections it creates and the energy it adds to the district. At the centre is the Distrikt Table; a shared dining space where open kitchens and rotating collaborations turn meals into conversation and culture. Around it, spaces support how life actually unfolds. RAW Theory, our bespoke gym concept. RAW Station, our coworking brand. Maker studios, podcast rooms, wellness zones, reading lounges, cinema spaces and areas designed for movement, recovery and reflection. Pop-ups, residencies, talks and takeovers continuously reshape how each space is used, creating a living ecosystem that stays in constant motion.

THE GALLERY
Featuring the Masih Imtiaz Art Collection

THE VAULT
Logistical hub for receiving items

RAW THEORY
Full-fledged, membership-focused facility

RAW STAY
Serviced apartments owned and operated by Imtiaz

6AM COFFEE CLUB
Restaurant and cafe

RAW LAB
Print and fabrication labs

THE STUDIO
Podcast, media, and photography rooms

DISTRIKT TABLE
Communal table with integrated delis

INNER CIRCLE
Sunken seating concept for phone-away time

RAW STATION
Dedicated floor for leased co-working spaces

ZERO GRAVITY NAP PODS // CO-WORKING SPACES AND MEETING ROOMS // THE READING ROOM (LIBRARY)
INDOOR AND OUTDOOR CINEMA // ADULT AND KIDS SWIMMING POOLS // POOL TERRACES AND SHALLOW WATER FEATURES
BODY WEIGHT TRAINING PARK (OUTDOOR GYM) // COLD PLUNGES // YOGA DECK AND OBSERVATION DECK

TOOLS NOT TROPHIES

Our amenities are there to be used, not admired from a distance. Get up close and personal.

THE SOCIAL HOUSE

A tribe that starts early and comes together.

We know the value of shared rituals. A dedicated space that sits with the energy when anything is possible. A headstart on changing things up. Swapping thoughts, building plans, routines dialled down.

كُل متوقّعٍ آتٍ فتوقع ماتتمنى

In good company.

You don’t come here with a plan. You fall into one. Seats that shift with the rhythm. Corners that turn into conversations. The spaces don’t stay quiet for long. People drop in. New faces become familiar, and time stretches without asking. Just a place where things happen.

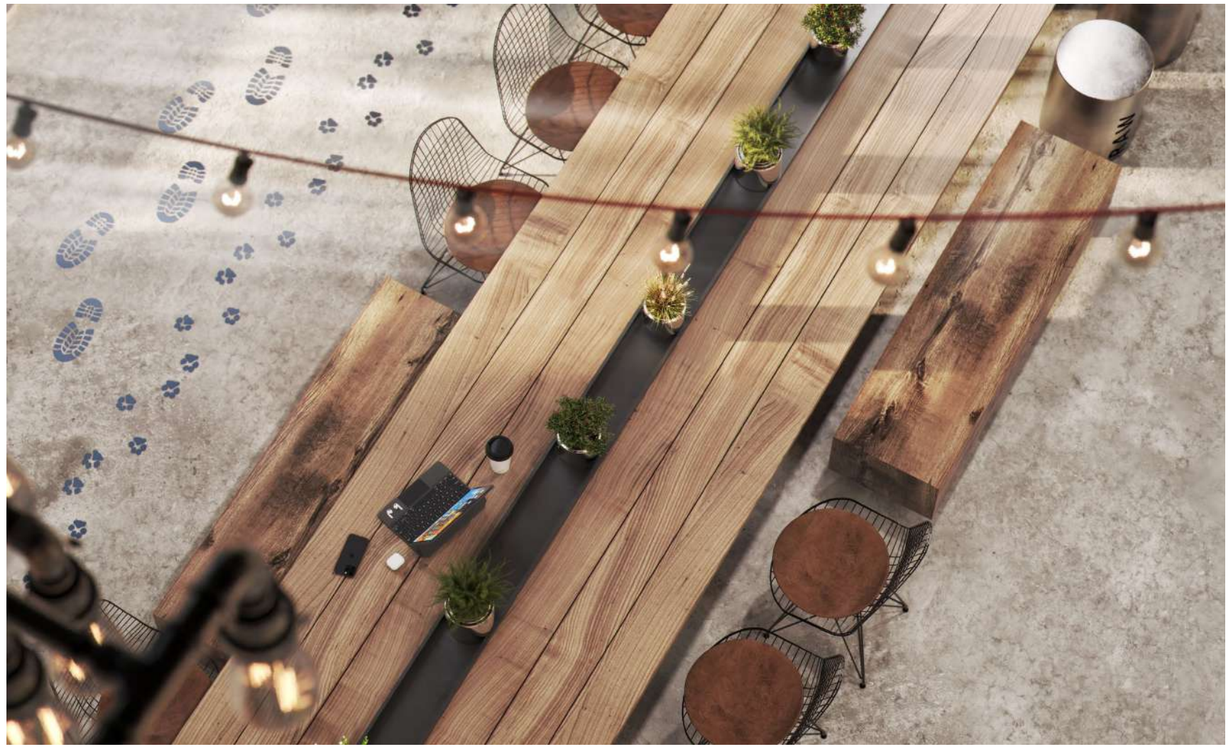
6 AM
COFFEE CLUB

First light, first sip.

6AM Coffee Club is where the day switches on. Fresh brews, warm pastries, shared tables, and morning energy come together in a bright social spot made for quick starts, slow sips, and everything that happens before the city fully wakes.

FUEL UP
NOURISH
REFRESHMENT
BAKERY
& GO
URBAN PETALS
Gelato cart
VANILLA
ICE CREAM
RAW
RAW

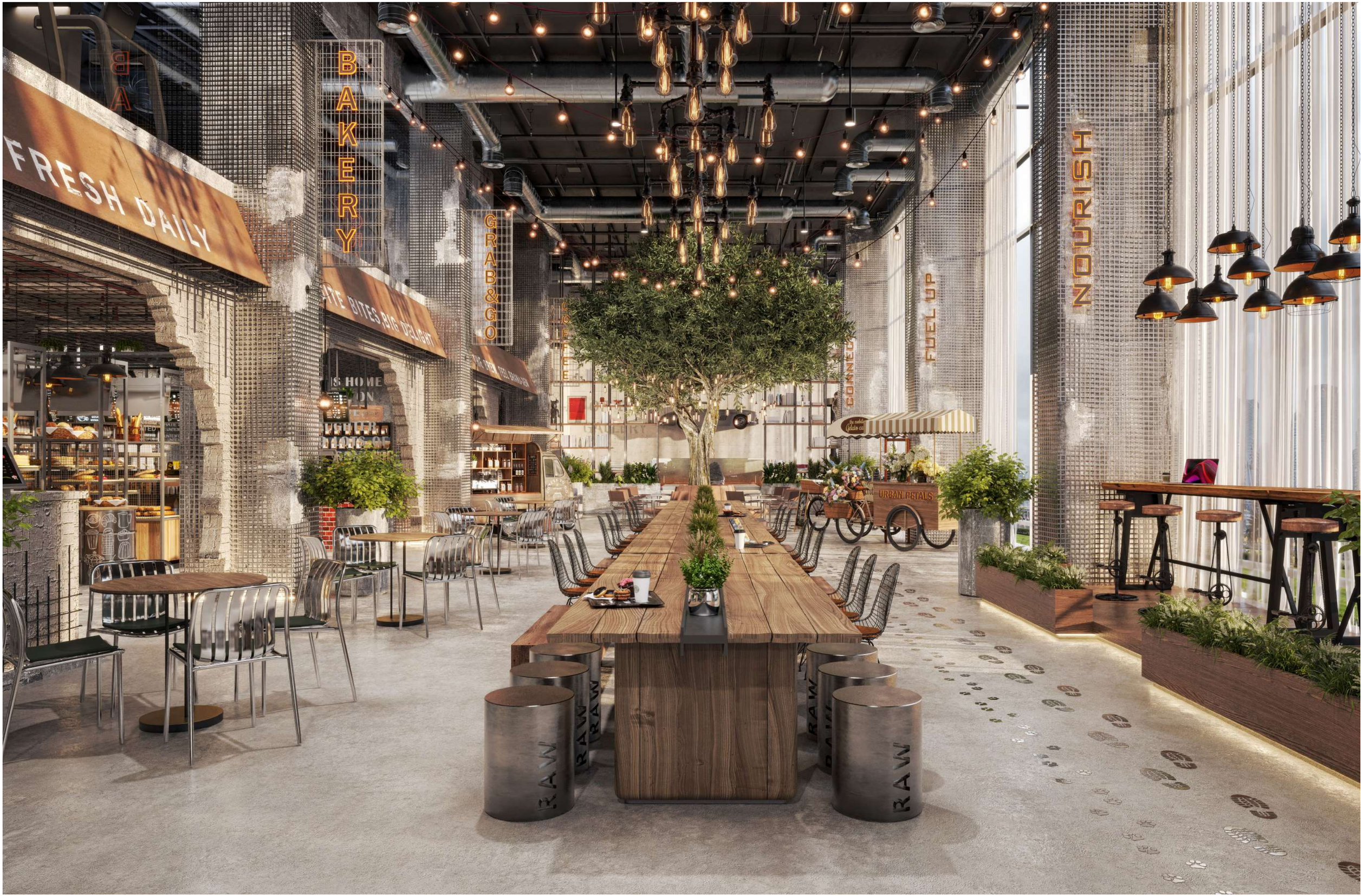
HOMEMADE PASTRY



DISTRIKT TABLE

Grab and go, stay and chat.

Our dining concept is always on, always buzzing. A standalone hub at the heart of our community. Forget isolated tables, instead we create our focal point, a long table where conversations carry from end to end. Exchange ideas, power each other up, connect over sustenance.


FRESH DAILY
BAKERY
GRAB&GO
COFFEE
FUEL UP
NOURISH
URBAN PETALS
RAW

Rooted in the moment.

A vibrant social hub shaped around nature, connection, and ease. Under the canopy, coffee turns into conversation, quick bites become lingering catch-ups, and every seat feels part of something bigger. Grab something sweet, settle beneath the lights, and let the day unfold around the table.

BAKED FRESH DAILY
BAKERY
QUITE BITES,BIG DELIGHT
GRAB&GO
SIP THE BREW, FEEL BRAND-NEW
RAW
RAW
RAW

THE DECK

Your own urban escape.

Water, light, and space to move through. The sun hangs a little longer here, and conversations carry further. People drift in, and don’t rush out. Come up when you need to reset. Or when you don’t want the day to end yet.

The Deck is a rooftop pool escape made for sun, skyline, and slow hours above the rush. A place to swim, stretch out, cool down, and stay a little longer, with open views, easy energy, and the feeling of being away without ever leaving the city.

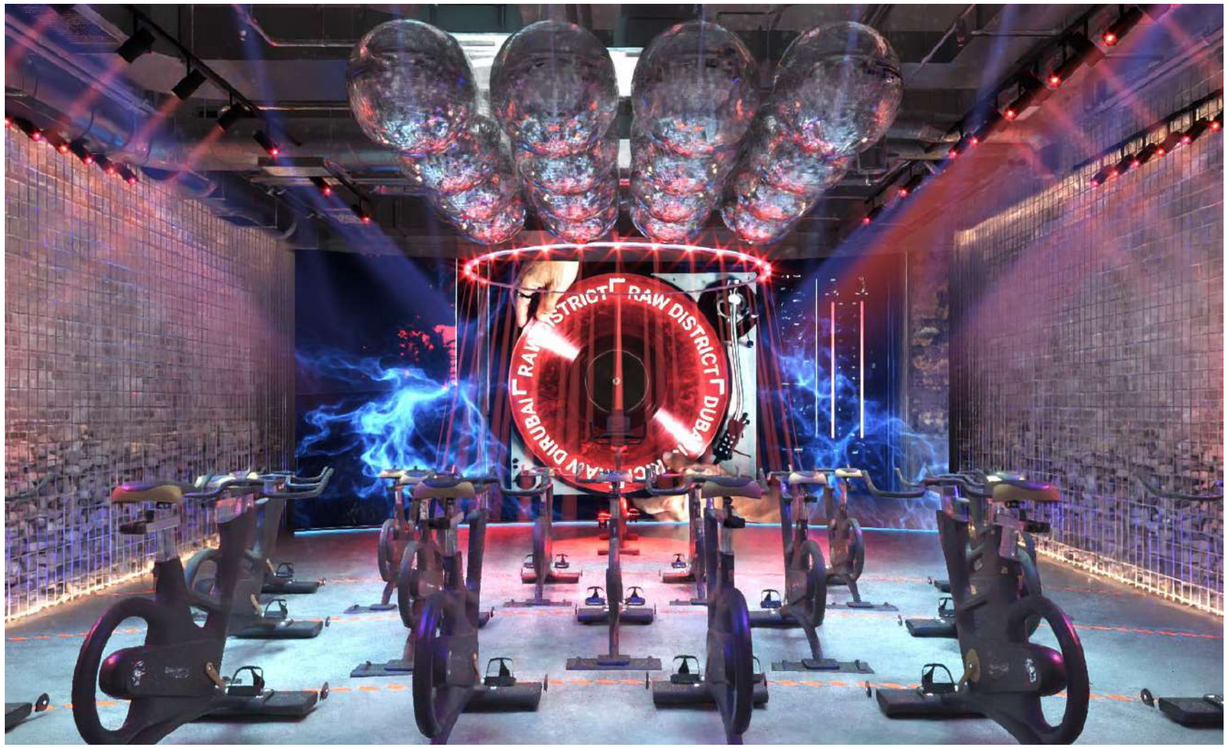
THE READERS’ CLUB

Not your typical library.

Space for culture to collide. A reading room to get your head stuck into the next great idea, find your creative inspiration, or just a really good book.

DIGITAL
STORYTELLING
MINIMAL
SHAKESPEARE
ABU DHABI BRIGHT

LIBRARY
PICASSO
DUBAI



RAW
THEORY

A full-fledged, membership-first fitness destination.

A standalone gym brand built for the ones who show up. Raw Theory knows its members, trains for their goals, and creates a space that feels made for them. It works harder, looks sharper, and stays true to its edge. Designed, programmed, and equipped with purpose, this is fitness with a point of view.

ONE
MORE REP
RAW
THEORY
CHECK IN

Ride the rhythm.

A high-energy cycling room built to move like a nightclub and perform like a studio. Lights pulse, beats drop, and every ride becomes a collective push forward. Surrounded by mirrors, sound, and electric colour, this is where endurance meets atmosphere, and the workout turns into a full-body rush.

THE RESIDENCES

THE GALLERY 1
RESIDENCE LOBBY
FUTURE
your face to the sunshine and you cannot see a shadow
out as happy as they make their minds up to be

RESIDENTIAL LOBBY

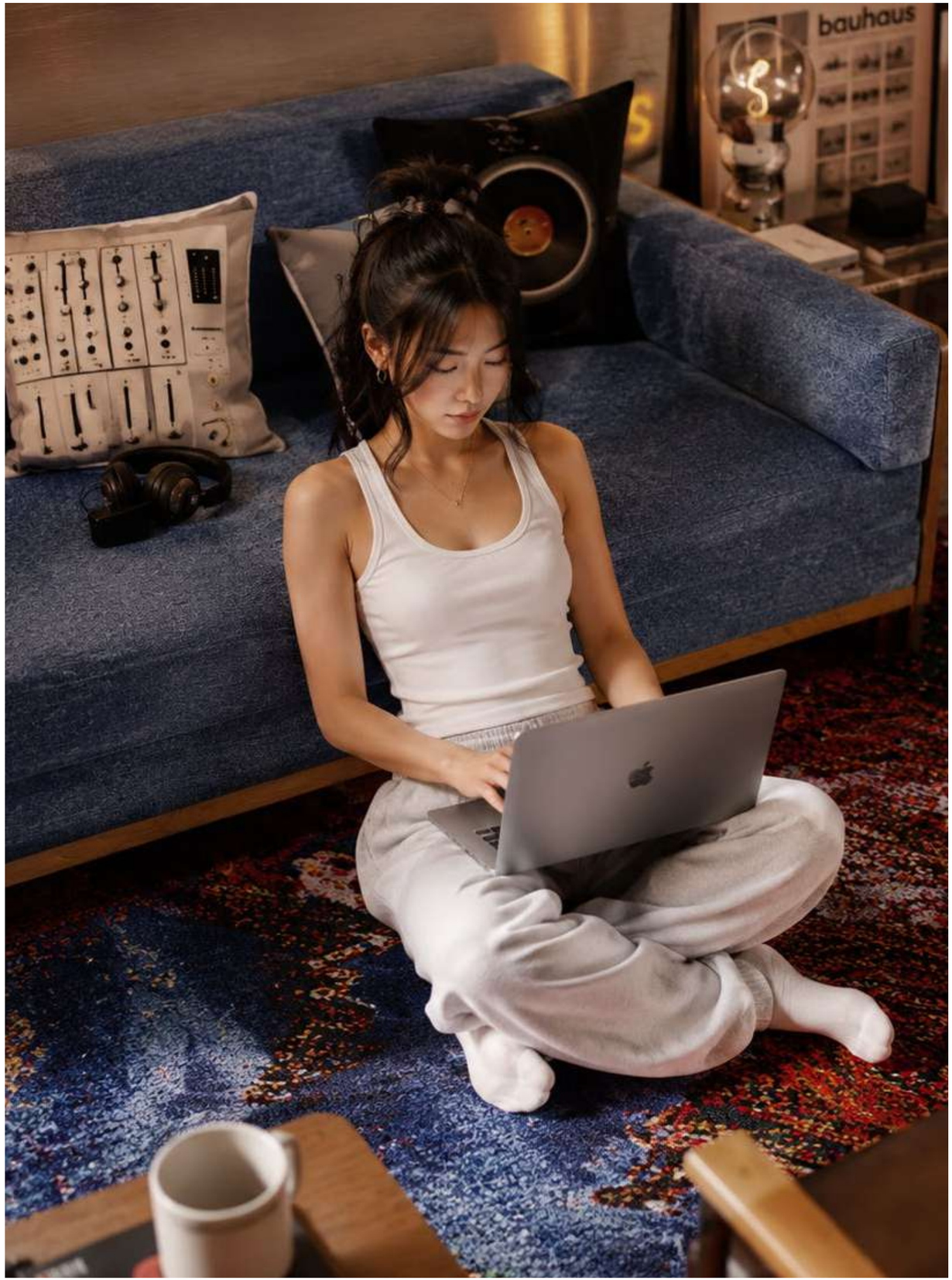
A lobby that lives like a gallery.

The Gallery 1 arrival experience turns the everyday lobby into a curated statement. Draped in theatrical fabric, layered with art, light, texture, and playful detail, it feels expressive from the first step in. This is homecoming with character, a residential lobby designed to feel bold, personal, and impossible to forget.

THE GALLERY 1
RESIDENCE LOBBY
Keep your face to the sunshine and you cannot see a shadow
usually about as happy as they make their minds up to be
A happy soul is the best shield for
Happiness is not a goal...it's a
rare disease

GF
MAIN RESIDENCE LOBBY
GALLERY 01

RESIDENTIAL STUDIO



A studio with main character energy.

A residential studio designed with attitude, rhythm, and a point of view. Bold textures, playful objects, layered colour, and smart built-in details come together to create a home that feels curated rather than conventional. Every corner has its own moment, giving residents a space that is expressive, functional, and full of personality.

BYRON BAY
PALM BEACH
12 59
VILLEGGIATURA

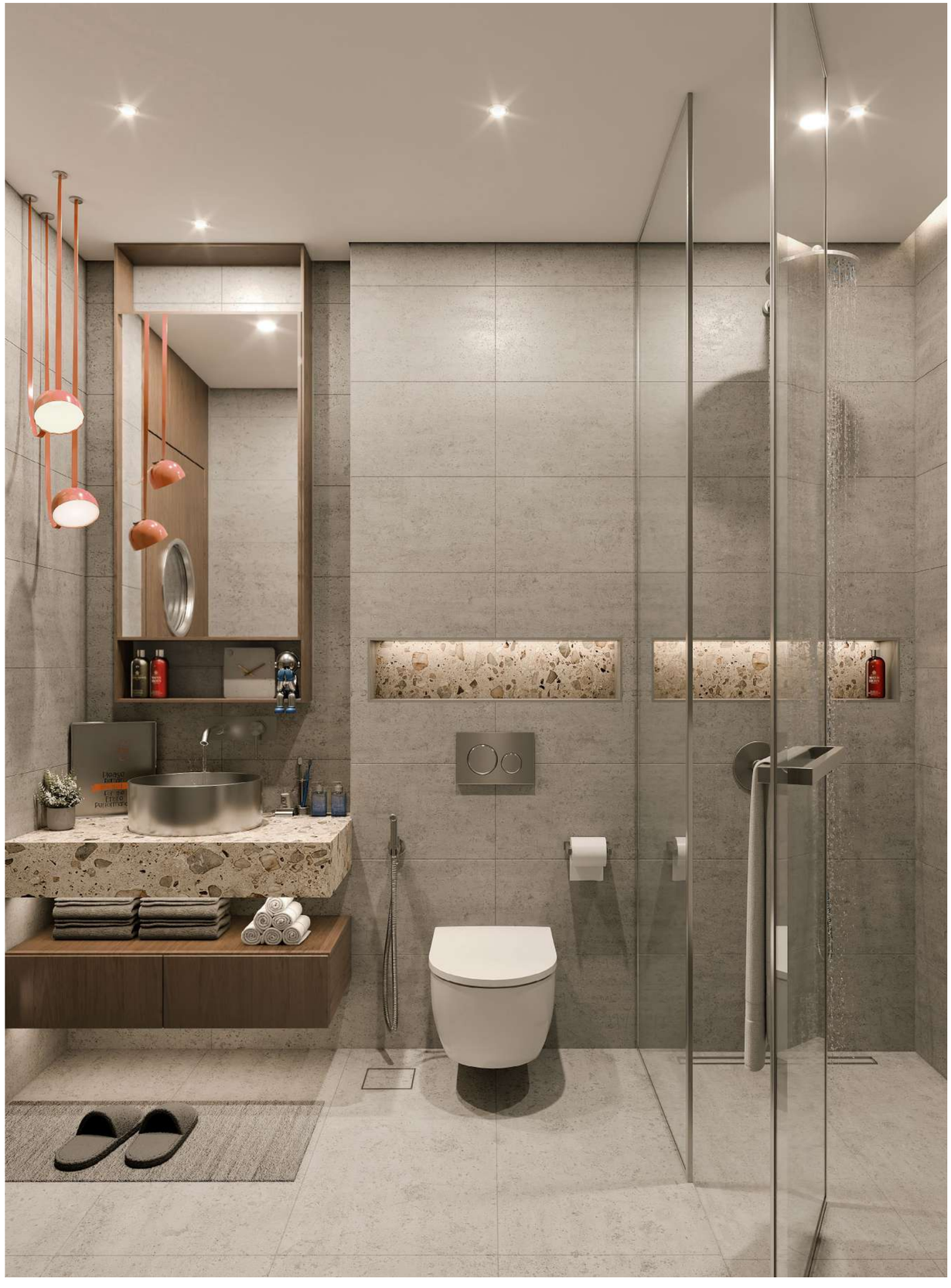
We take care of the details to let you do your thing. Smart home integration and acoustic detailing make daily living seamless. Set up with Alexa enabled smart home system, premium Bosch and Samsung appliances and Villeroy & Boch, Bagno Design and Geberit fixtures. This is living stripped back to what matters: function, clarity and ease. For people who know who they are and how they live.

RESIDENTIAL
1BHK

A 1BHK designed to feel expressive, warm, and full of character. Natural textures, sculptural furniture, playful art, and soft city light come together to create a home that feels curated from the moment you walk in. It is comfortable without being predictable, refined without losing its edge, and made for everyday living with a little more imagination.

Built in smart wardrobe and walk-in closet storage. Fitted kitchen islands, energy efficient, sustainable European appliances. Smart entry systems, integrated home automation. Everything you need, no filler.

JUST ONE
MORE
VILLEGGIATURA
ITALIAN DREAM



Designed specifically for a community of non-nonsense creators. Apartments are fully furnished with high-grade easy-maintenance fabrics, minimal by design, prioritising function, ease and quiet quality. Open kitchens, integrated appliances, smart storage and layered lighting. Rooms that feel effortless and uncluttered, ready for you to bring your energy.

A kitchen shaped for slow mornings, shared meals, and the quiet rituals that make a home feel alive.
Thoughtful lines, warm textures, and a space that invites you to linger a little longer.

RAW STAY

RAW STAY

Land where the city moves.

A stay concept made for the people who move with the city. A place to land, live, work, reset, and connect, with the comfort of a home and the ease of a stay that is ready when you are.

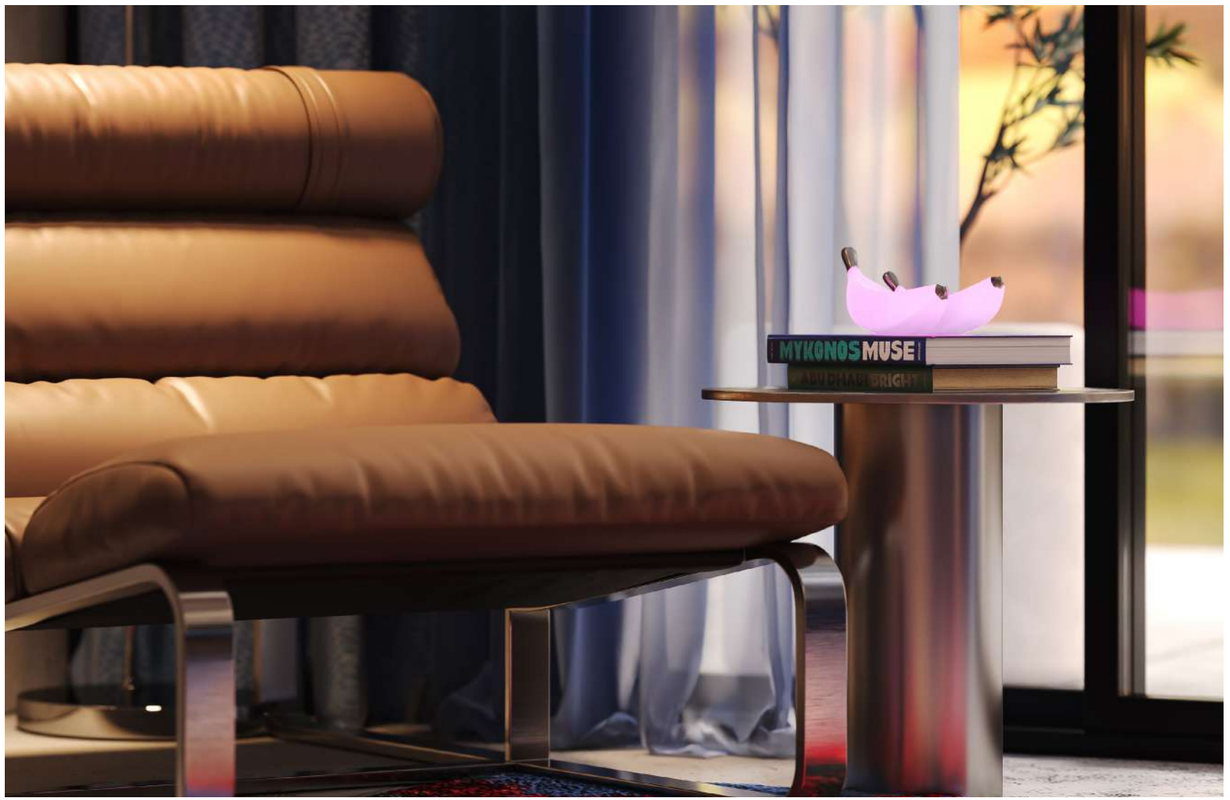
Raw Stay gives you a base that keeps up. Flexible when plans change, comfortable when you need to switch off, and social when you want to plug into the energy around you. Everything is set from the moment you arrive, so you can drop your bags, find your rhythm, and step straight into the world you came for.

RAW
STAY
PALMBE
ST.BARTHS

STAY FOR LONGER

Sleep like a guest, wake up like a local.

As RAW takes over the world's best cities, we land before you do. Curating the vibe for our tribe. For those always asking what's next, we've already put together a new room full of likeminded people in the best place for them. Walk into the world you want.



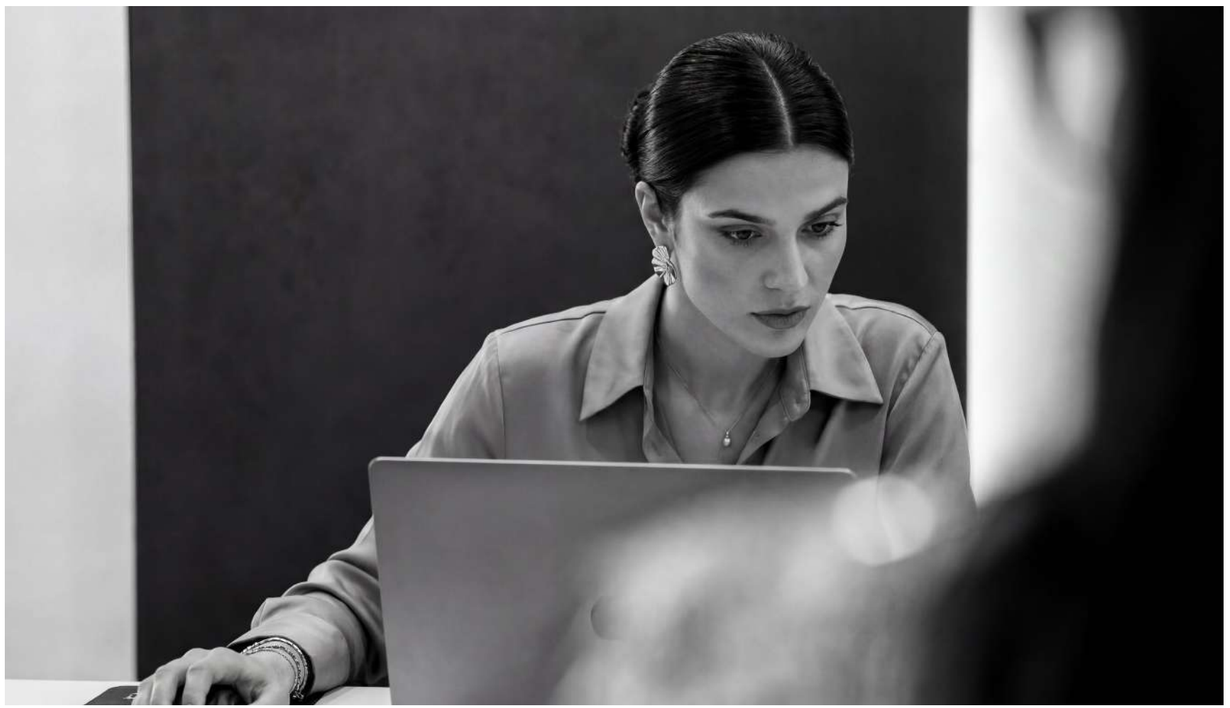
TURA

COMMERCIAL SPACES

BECOME A MAKER

For a new generation of work. Defined by flexibility, movement and interaction.

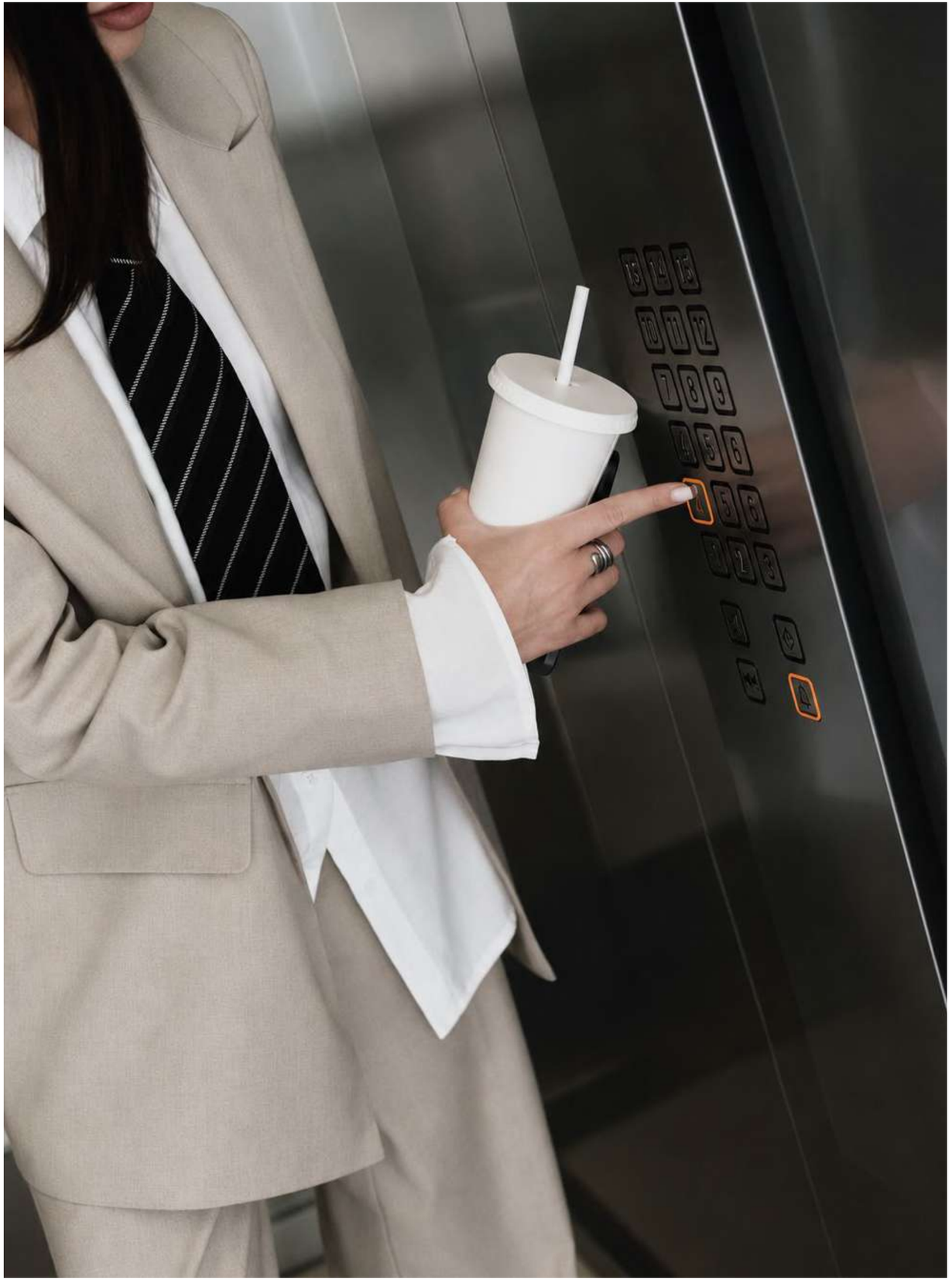
Forget the rigid structure of the office. Our spaces are modular, flexible, equipped for the agile. We also offer a fully managed co-working ecosystem of open desks, private offices, meeting rooms, podcast studios and collaborative lounges. Because this is what work looks like now. Space to create, whatever the medium, whatever the business. One interconnected hub, encouraging exchange across industries and entrepreneurs. An energy that makes it possible.



A lobby with horsepower.

The office lobby becomes a gallery of motion, where a vintage car is lifted from the road and turned into a suspended work of art. Surrounded by books, greenery, raw textures, and dramatic light, the installation creates a moment that feels cinematic, unexpected, and impossible to pass by. It is not just an entrance, it is a signal that this is a workplace built for bold thinking.

YVES SAINT LAURENT
PICASSO



Arrival, reimagined.

Careful detailing gives the space its impact. From the objects on the shelves to the textures, lighting, greenery, and unexpected design moments, every small choice adds character, depth, and a sense of discovery. It is the kind of space where the closer you look, the more it reveals.

BELIEVE IN THE IDEA

Our spaces are designed to spark experimentation, and to inspire.
Flexible enough to fit your focus and peaceful enough to fuel your next idea.

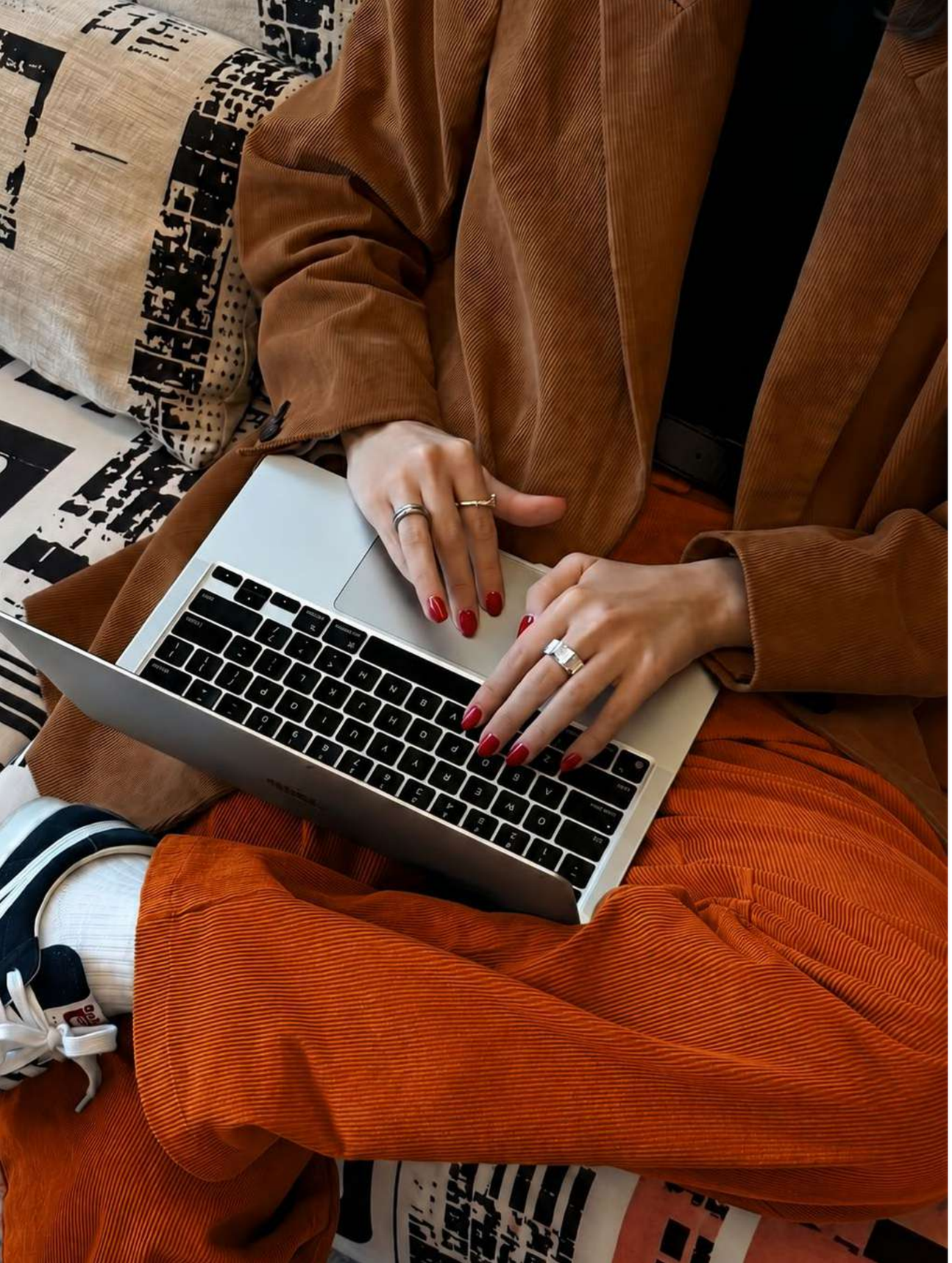
RAW
LAB

Where concepts become concrete.

Here, experimentation is part of the process. Test the shape, break the model, print it again, push the prototype further. With machines humming, materials ready, and creativity moving in real time, Raw Lab gives every maker the tools to build, refine, and bring the next thing to life.

DESIGN LAB . 3D PRINTING
FILAMENT STORAGE
PROTOTYPE VAULT

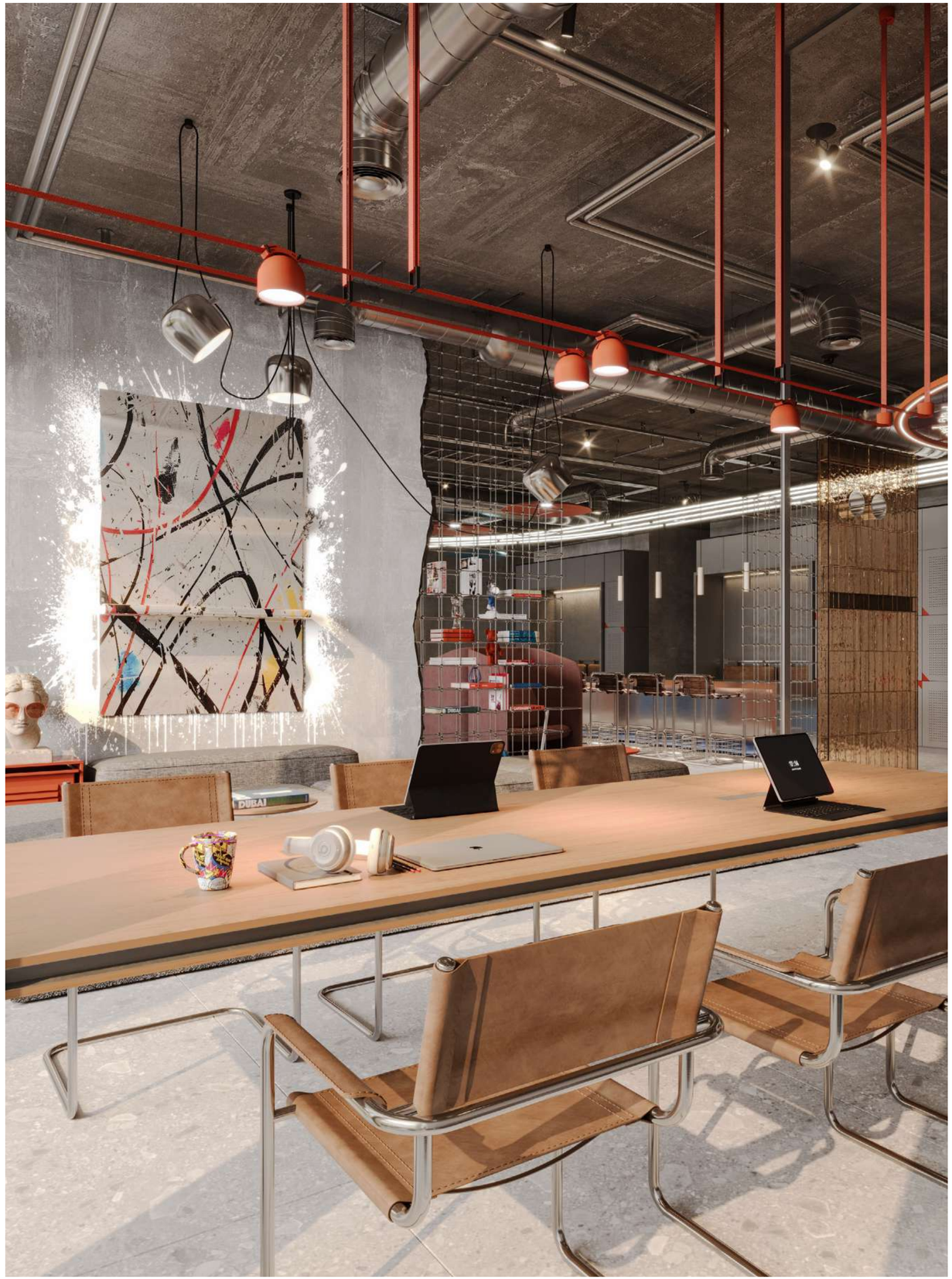
RAW STATIONS
WORLD OF FOLLY
LIVING ON WATER



RAW STATION

The space that lets you imagine.

RAW Station, coworking designed for thinkers, makers, creators. Set up to work. Spaces that spark experimentation. Flexing to fit your focus and fuel your next idea. We nurture creatives, the conversations with the people around you become the root of every great idea. This is your new work club. Are you ready?



Where ideas find their frequency.

Designed to shift with the way you work, Raw Station moves between deep focus, open conversation, quick collaboration, and unexpected creative sparks. Desks become launchpads. Lounges become meeting points. Side conversations become starting points for bigger ideas.

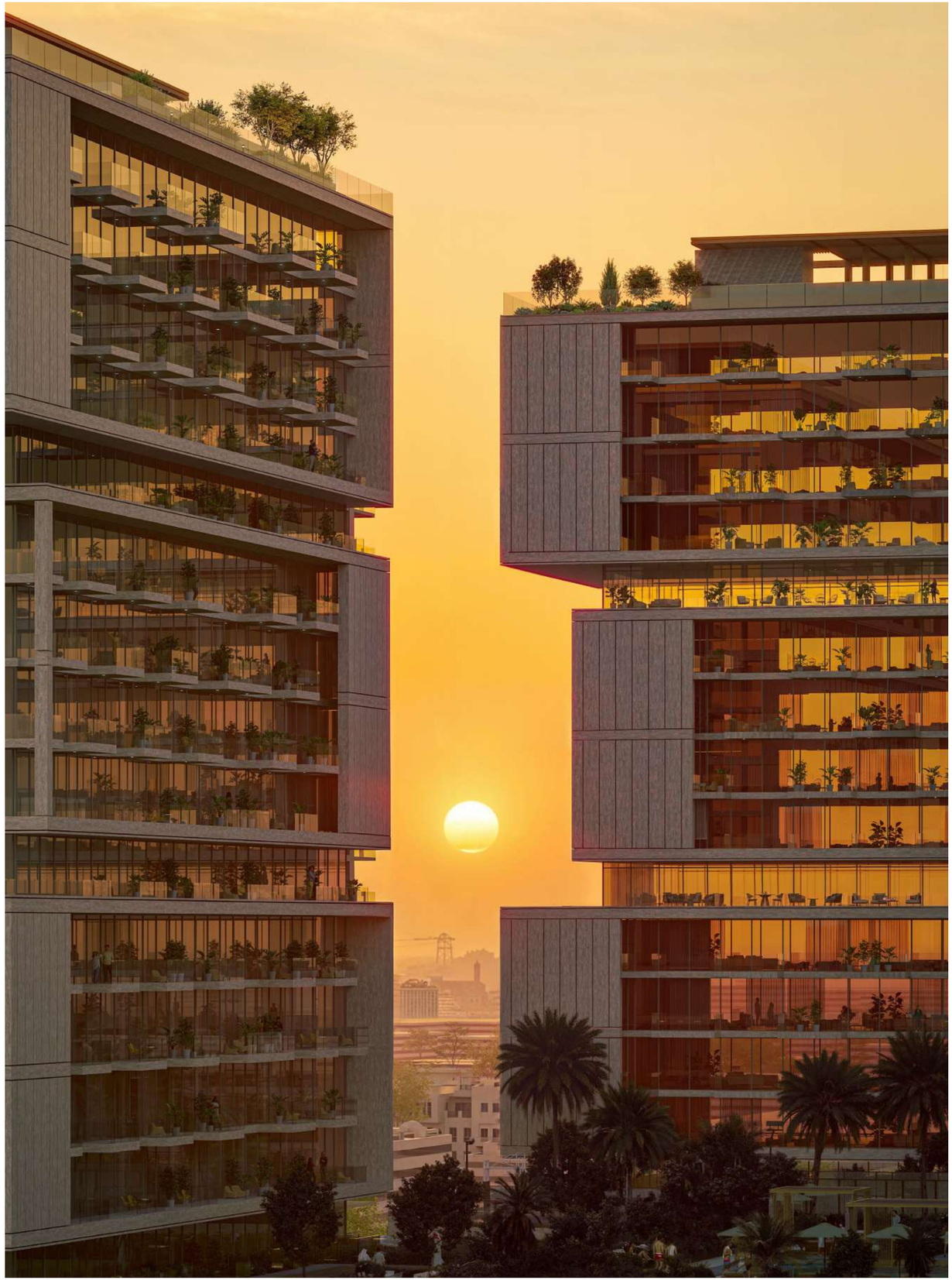
LIVE GLOBAL

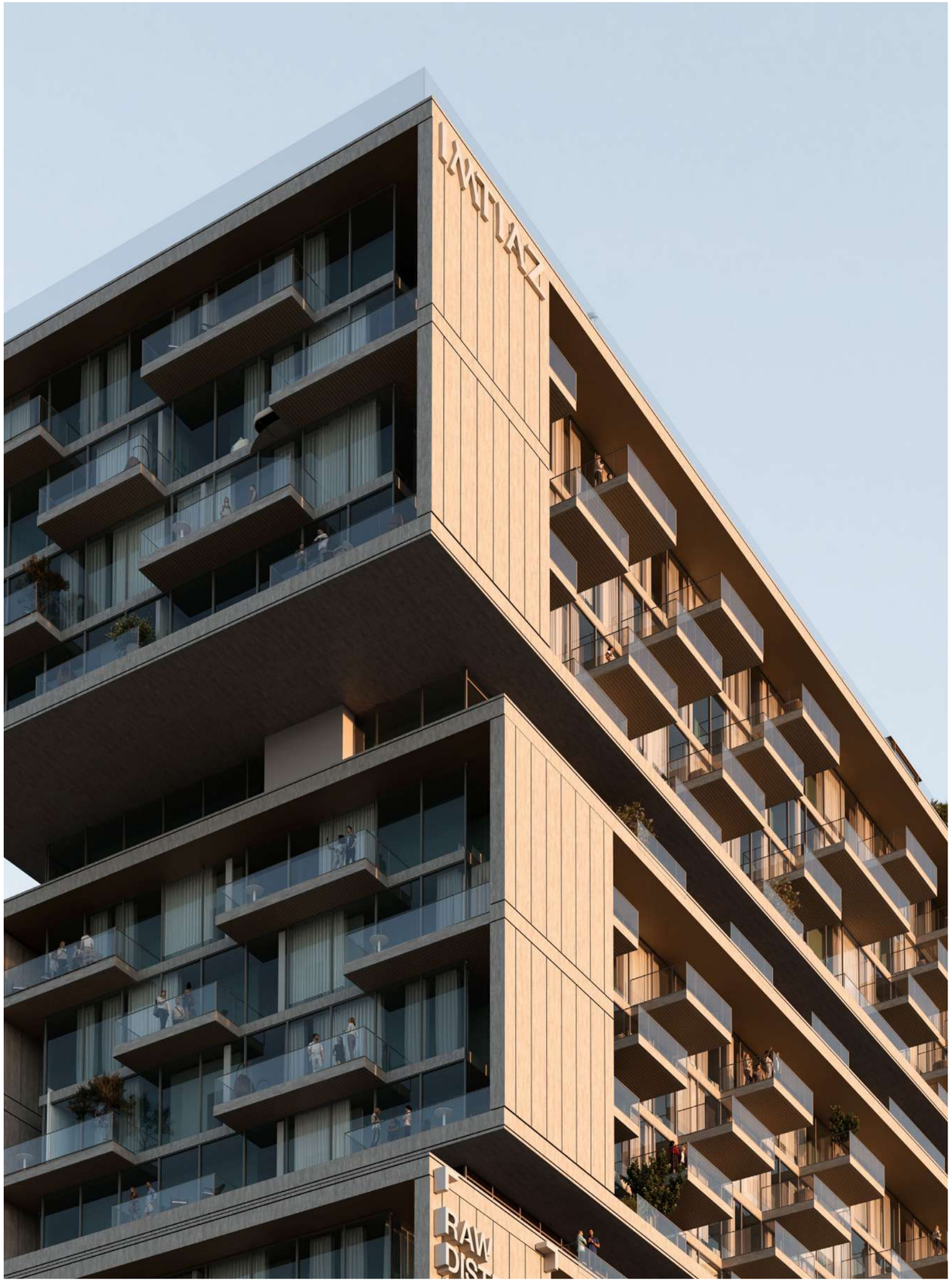
We start in Dubai, on the edge of possibility.

With London, Miami and Madrid to come, joining up an international community with a creative take on life. Wherever culture converges, you'll find us. At the centre of gravity. Writing the next chapter for the worlds most exciting cities.

JOURNEY TO PERFECTION

Imtiaz Developments is a Dubai-based real estate developer founded in 1993, with an AED 10 billion portfolio across 40+ projects and 2,000+ delivered units. Led by CEO Masih Imtiaz, it operates a fully integrated model spanning design, construction, joinery, aluminium and glass, investment, property management and after-sales. This vertical integration ensures every detail is refined in-house, creating spaces shaped by craftsmanship, control and long-term thinking rather than outsourced delivery. Guided by its philosophy “A Journey To Perfection”, Imtiaz develops environments designed to evolve with the people who inhabit them.





GET IN TOUCH

800 (IMTIAZ)

www.imtiaz.ae

@ imtiazdevelopments

Park Heights Square - Suite-204, Level 2,
Building-01 - Dubai Hills - Dubai

We believe in evolution, shaped by the people, responsive to culture.

WE ARE NEVER FINISHED

INTERIOR DESIGN PHILOSOPHY

Material Honesty

The collection begins from a single conviction: materials are shown as they are. Concrete slabs, fractured stone, raw timber with its bark intact, stretched cowhide, oxidised brass, embossed chrome. Nothing pretends to be anything other than itself. Authenticity is treated as the luxury — the surface is never the disguise, it is the statement.

The Tension of Opposites

The scheme is built from deliberate collisions: rough against refined, glossy against matte, heavy against weightless, wild texture against precise structure. The Untamed chair sets raw cowhide on a clean tubular-steel frame; the Bubble Block answers an embossed-chrome facade with a grounding concrete top. This is contrast composed with intent — friction turned into elegance.

Every Piece Earns Its Place

Nothing exists to fill a space or complete a checklist. Each object justifies itself through use, shaping how people sit, pause, gather, and move. The Distrikt Table sets the social tone of the lobby; the Soft Landing Sofa slows the pace of the apartments. Beauty and function are never in competition here — presence and purpose arrive together.

The Beauty of the Unfinished

Roughness, incompleteness, and imperfection are treated as intention rather than flaw. Broken in Gold fills a concrete fissure with warm brass light, making structural tension quietly beautiful; the Xposed Library leaves rebar and fractured stone proudly visible. The building is never pretending to be finished — it celebrates the honesty of the process.

Objects That Carry Memory

The feature pieces are culturally loaded. A Porsche 911 in Burnt Orange, a full-chrome wing suspended in the memory of flight, a drum kit placed in the open. Each turns the act of arrival into narrative, charging the space with meaning and character before a single word is spoken.

Personality in the Details

The collection rewards the closer look. Playful against serious, familiar against unexpected — a chrome balloon form, a glass seahorse, a witty plaque, a collected object placed just so. Character lives in the details, scattered across the space for those with the eye to find it. This is design with a point of view, made for the curious rather than the default.

Nature as the Quiet Anchor

Living trees recur as grounding gestures — at the heart of the Leather Circle and rooted through the Green Stone Table — bringing organic weight, scent, and calm to the raw shell. Nature is not an accessory here; it is structural to the mood, the still centre around which the harder materials are arranged.

Warmth Within the Raw

Leather, warm light, brass, and timber soften concrete, steel, and shadow at every turn. The Leather & Float chair brings weightless calm; Ruby's Embrace cuts through the grey with a deep, enveloping warmth. The rawness never reads as cold, because it is always answered by something tactile and human.

ARCHITECTURAL PHILOSOPHY

Stacked-Volume Massing

“Let It Collide.” The composition is built from discrete rectilinear volumes deliberately offset against one another rather than a single extruded tower. This is the architecture of collision made literal — distinct masses meeting at different angles, speeds, and planes, exactly as the philosophy describes a place built on contrast between disciplines, cultures, and rhythms.

Expressive Cantilevers

“The edge of what’s about to.” The upper volumes project boldly beyond those below, creating dramatic overhangs and deep shadow lines. These cantilevers are the building’s signature gesture — engineering that leans outward, into the not-yet-built — a perfect structural expression of a project that positions itself not at the centre of what exists, but at the edge of what’s coming.

Shifting Datum Lines

“We Are Never Finished.” Because each block steps and rotates, the building never resolves into a single flat façade; the eye travels across a restless profile that changes entirely with the viewing angle. It refuses the static, finished object — it reads as something still in motion, still becoming, by design.

Concrete-Grey, Rough-Textured Façade

“Long Live Real.” The primary façade is honest concrete with a deliberately raw, tactile surface. This is the literal material translation of the brand’s core conviction: an unpolished, unapologetic authenticity that celebrates the real over the decorative. The rawness is not a limitation — it is the point.

Bronze-And-Grey Glazing System

Refinement without ornament. Reflective bronze glass forms the warm register of the elevations, catching golden-hour light and giving the building depth, while slim grey mullions recede quietly so the glass reads as a continuous, luminous surface. It is sophistication achieved through restraint — beauty earned, not applied.

A Controlled, Raw-Luxe Palette

“Not For The Default.” The materials are disciplined to a deliberate few: rough concrete grey, reflective bronze glass, grey mullions, warm timber soffits. The restraint refuses the generic glass-tower default of the market — confident, mature, and unmistakably its own.

Deeply Modeled Balconies

“Life In Display.” The recessed and projecting balconies create a three-dimensional façade where life is visibly lived across the elevation. This is the tagline made architectural — a building that puts inhabitation on show, where the residents themselves become part of the expression. The depth also self-shades the façade, which is climatically intelligent for Dubai.

Integrated Biophilia

“Culture Compounds.” Planting is woven into the architecture itself: cascading greenery, planted terraces at the setbacks, trees at podium level. Like the culture the philosophy describes, the green begins small and compounds — grown from the inside out, intended to thicken and mature as the place is lived in.

A Grounded, Active Podium

“Welcome To Your Tribe.” The lower levels read as a robust horizontal base of retail, lobbies, and active frontage that engages the street directly. This is where the tribe gathers — the social ground plane that turns a building into a place of belonging rather than a private enclave.

Seamless Transit Integration

Convergence point. The architecture choreographs a direct relationship with the adjacent metro, the building and the station’s sculptural shell reading as one continuous urban gesture. It physically embodies Raw District as a convergence point — connected, plugged into the city’s flows, never isolated.

Twin-Mass Dialogue

“Shared DNA.” Across the wider site, the project resolves into complementary volumes that frame a central landscaped court. The masses share a common architectural language while remaining distinct — built from the same DNA, gathered around a shared centre.

Confident, Identity-Forward Crown

“Same Attitude, Different City.” The IMTIAZ-marked upper volume gives the composition a clear terminus and a recognisable presence on the Sheikh Zayed Road approach. It establishes a signature attitude legible from a distance — the kind of identity engineered to travel and repeat without ever photocopying itself.

LIFE IN DISPLAY

RAW
DISTRICT
DUBAI

IMTIAZ

RAW
DISTRICT
DUBAI

DUBAI • LONDON • MIAMI • MADRID