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

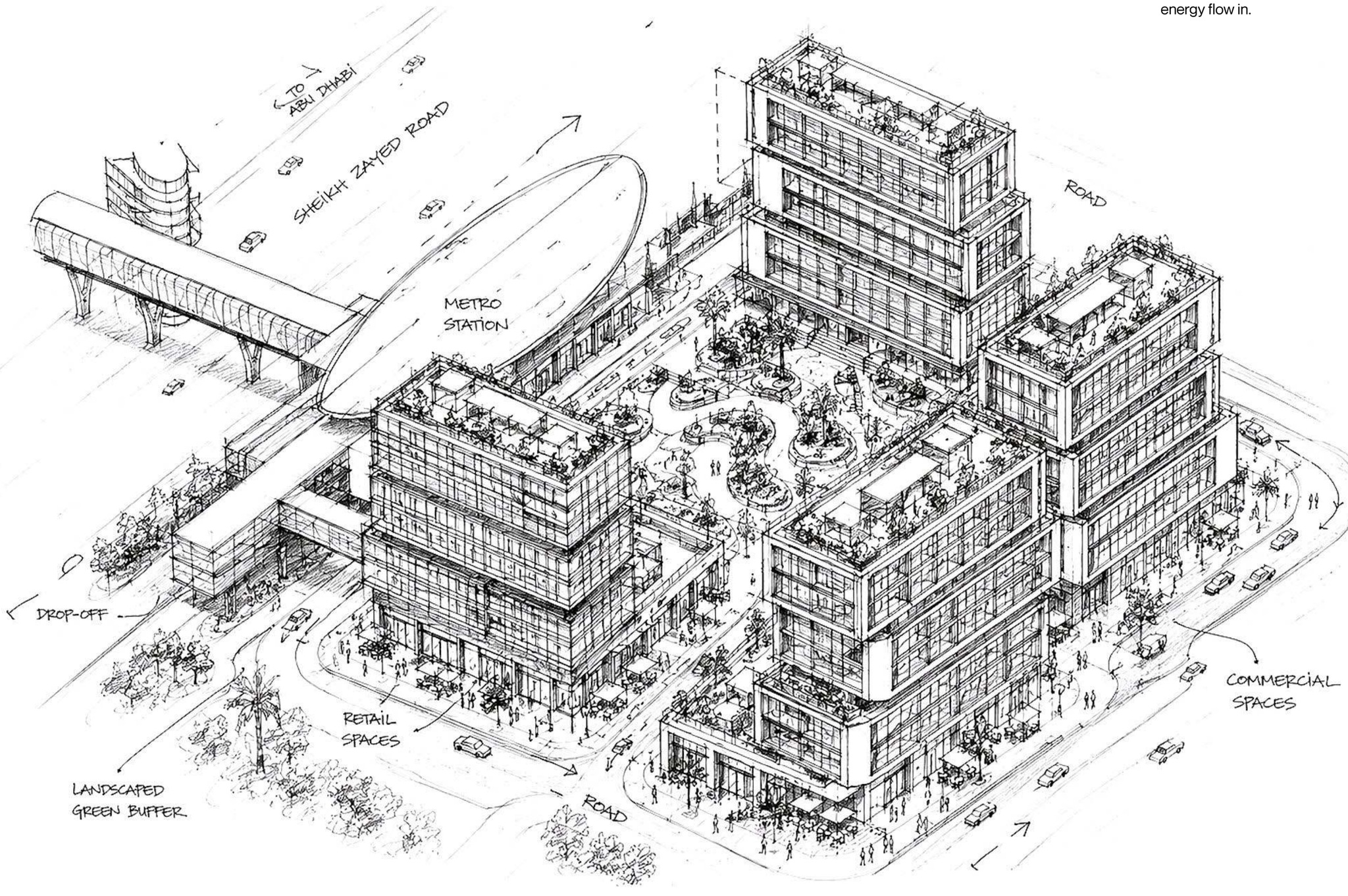
Grown from the inside out. Every person who enters adds to it.


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

For our tribe of urban culturalists, this is a living eco-system. 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. With the metro right there, and Sheikh Zayed Road in view - discover and 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 adaptation, 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.




LATIAZ
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. This is 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

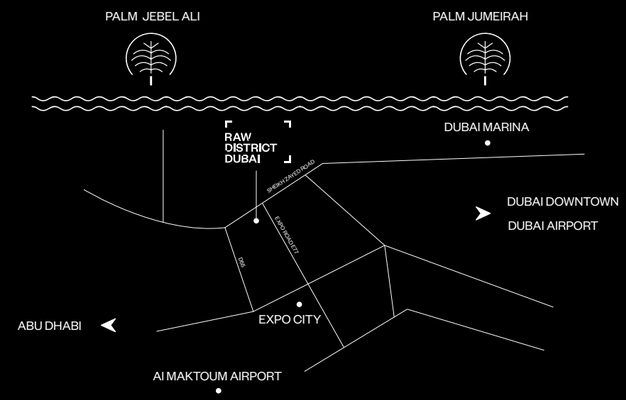
DUBAI MARINA
15 minutes

PALM JUMEIRAH
20 minutes

MAKTOUM INT'L AIRPORT
25 minutes

DUBAI INT'L AIRPORT
30 minutes

ABU DHABI
50 minutes




IMTIAZ
IMTIAZ





UNSCRIPTED FLOW

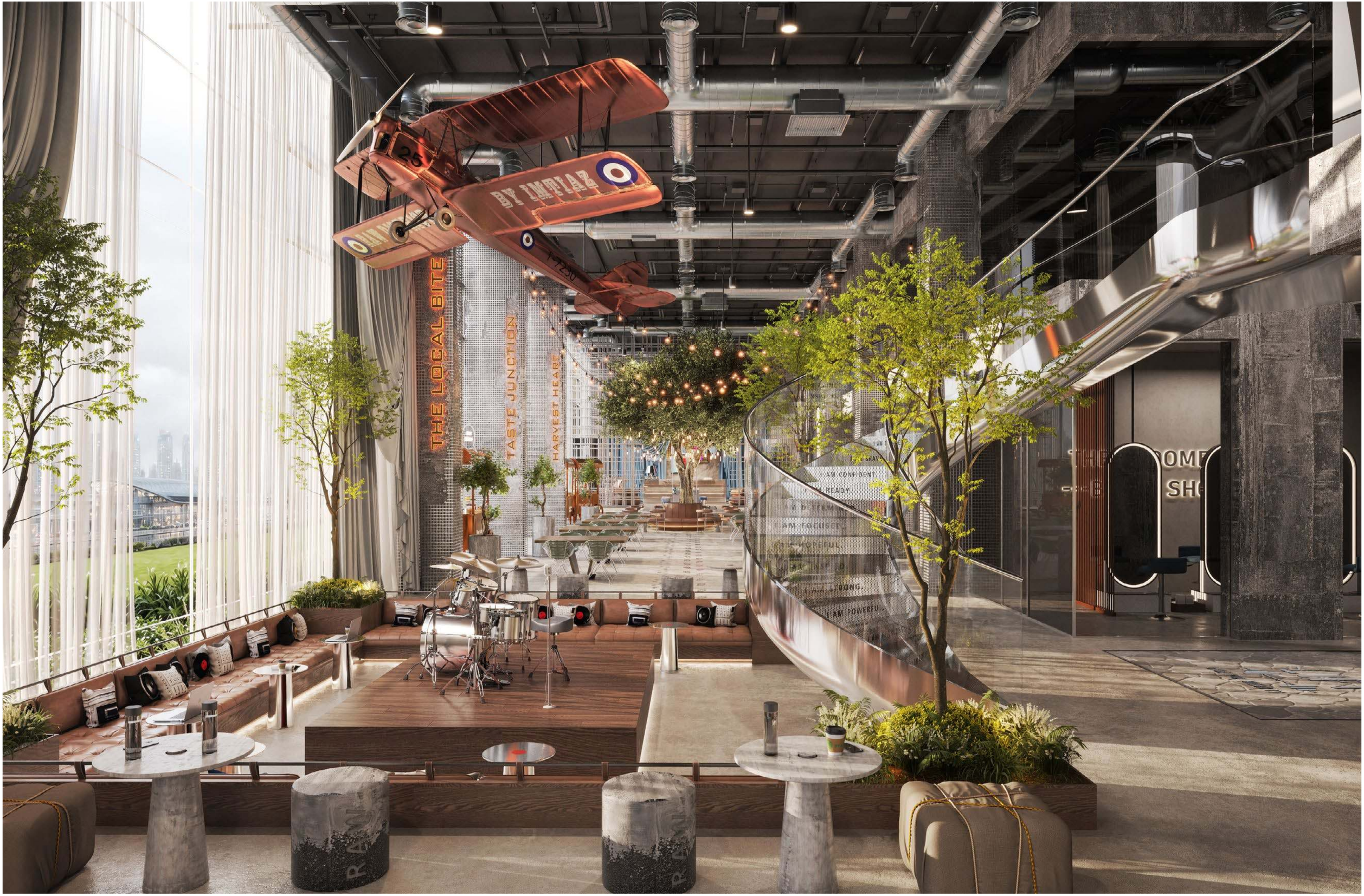


THERE’S LEVELS TO THIS

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 IMRIAZ
THE LOCAL BITE
TASTE JUNCTION
HARVEST HEART
I AM CONFIDENT
I AM READY
I AM FOCUSED
I AM POWERFU

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

Built for impact, not checklists.

At Raw District, every space earns its place through the ideas it sparks, the connections it creates, and the energy it brings to the district. Shared dining spaces, studios, wellness zones, cinema and sound rooms, alongside places designed for movement, pause, and reflection. The programme is never fixed. Pop-ups, residencies, and takeovers continuously redefine how each space is used, creating an environment that adapts in real time. A living system, always in motion. Managed through an AI powered app, every amenity and touchpoint across the Raw District eco-system is accessible in one place.



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 meets you right where possibility begins. A headstart on changing things up. Swapping thoughts, building plans, routines dialled down.


کُل متوقّع آتِ فتوقع ماتتمنی



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.

6 AM 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
& GO
BAKERY
URBAN PETALS
Gelato cart
VANILLA ICE CREAM
RAW
COFFEE


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, break bread and build something together.


BAKERY
GRAB&GO
COFFEE
FUEL UP
NOURISH
FRESH DAILY
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, 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 podium 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



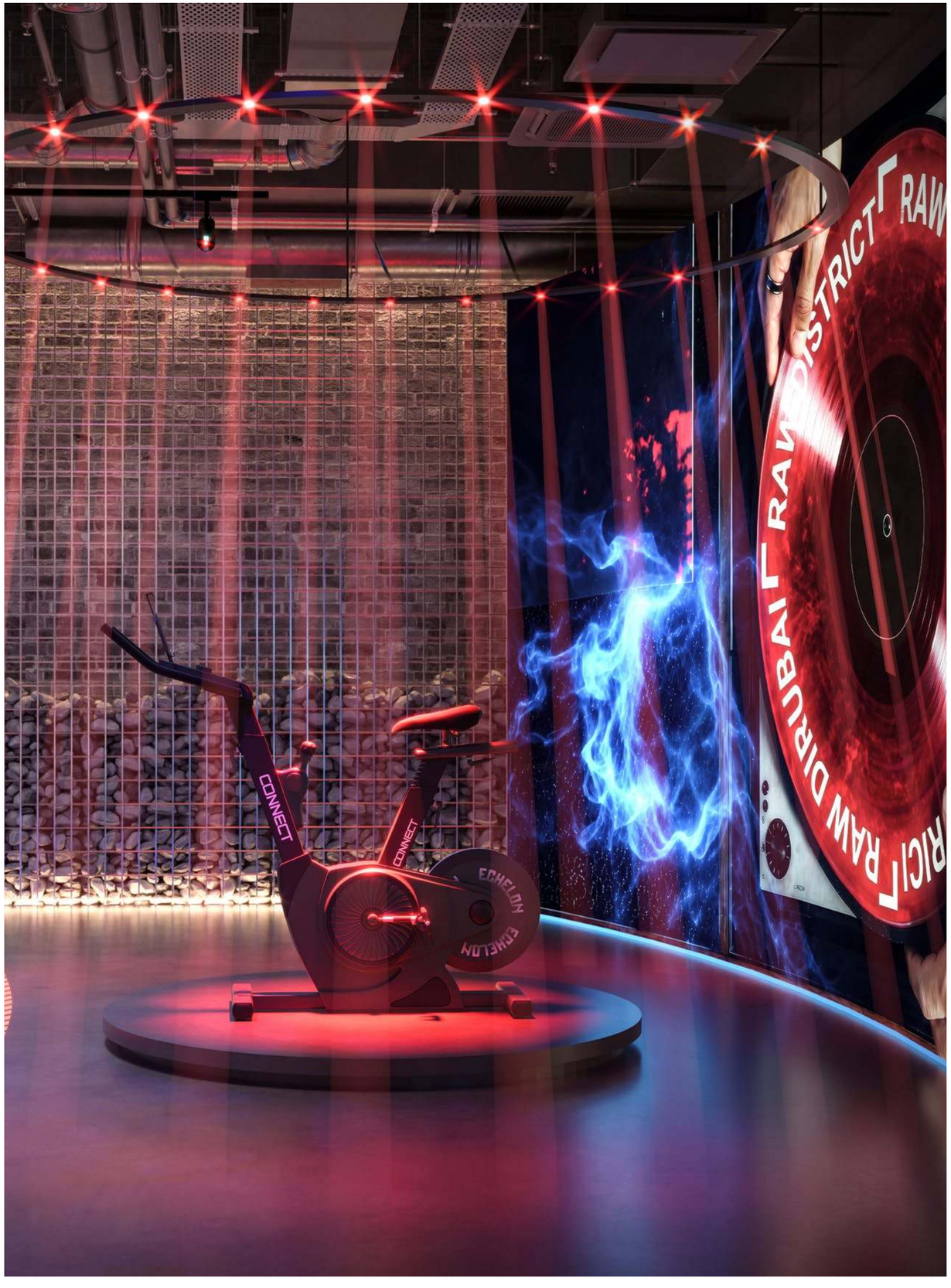
RAW
THEORY

Where discipline becomes a daily ritual.

Strength isn’t an act here. It’s a practice. A full-fledged, membership-focused facility built for people who show up, even on the days they don’t feel like it. Steel, sweat, and space to push past whatever held you back yesterday. A training ground for bodies that want more and minds that don’t quit.




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. Loud. Dark. Electric.
The cycling studio runs on beats, mirrors, and collective energy. Come in for the ride, leave on a high. Surrounded by mirrors, sound, and electric colour, this is where endurance meets atmosphere, and the workout turns into a full-body rush.


EAT
MORE
WHINING



THE RESIDENCES


THE
GALLERY 1
RESIDENCE LOBBY
MYKONOS MUSE
raw district





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
FUTURE
Keep your face to the sunshine and you cannot see a shadow
A happy soul is the best shield for
Emirates
FLY BETTER


GF
MAIN RESIDENCE LOBBY
GALLERY 01



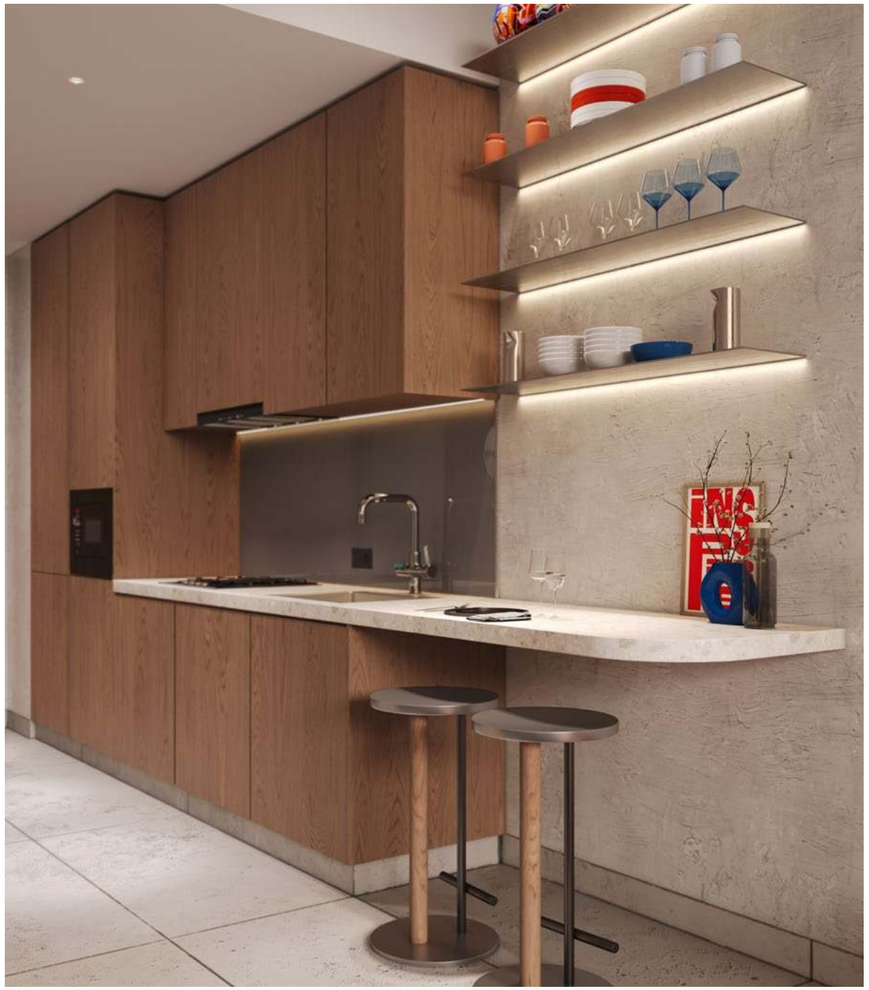


RESIDENTIAL STUDIO

A room that lives the way you do.

A kind of space that doesn’t just hold your things, it holds your mood, rhythm and everyday rituals.
Bold textures, playful objects, layered colours, and smart built-in details. Everything has intentional character and charm. A studio that feels less like a layout and more like a lifestyle. Shaped by us, lived by you – your way.


BYRON BAY
PALM BEACH
12:59
VILLEGGIATURA



We take care of the details so you can focus on your life. Smart home integration and acoustic detailing make every day feel effortless. An Alexa-enabled smart home system anchors the experience, complemented by premium appliances and fixtures from reputed European brands. This is living distilled to what matters. Function. Clarity. Ease. For those who know who they are and how they live.







RESIDENTIAL
1BHK

A home that moves with you, from slow breakfasts at the island to late-night conversations on the sofa. The kitchen blends into the dining, the dining into the living, and the living into the kind of comfort you look forward to coming back to. Space to host, unwind and simply let you be.



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 for a community of no-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 design and decorate with 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.



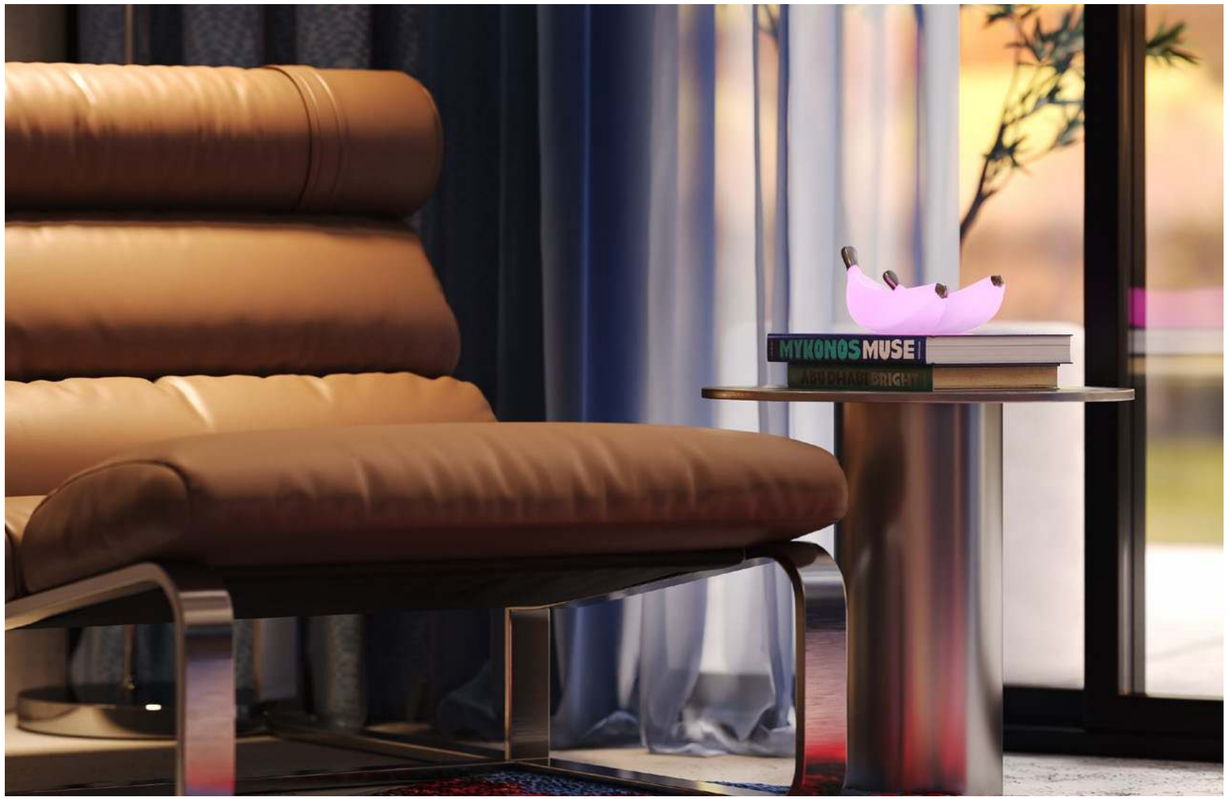



RAW
STAY
PALMBE
ST.BARTHS

STAY FOR LONGER

Sleep like a guest, wake up like a local.

As Raw District 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 like-minded people in the best place for them. Walk into the world you want.






TUNA



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. 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.


CARTAGENA
ART HOUSE
KYOTO
PALM SPRINGS
W
E
S





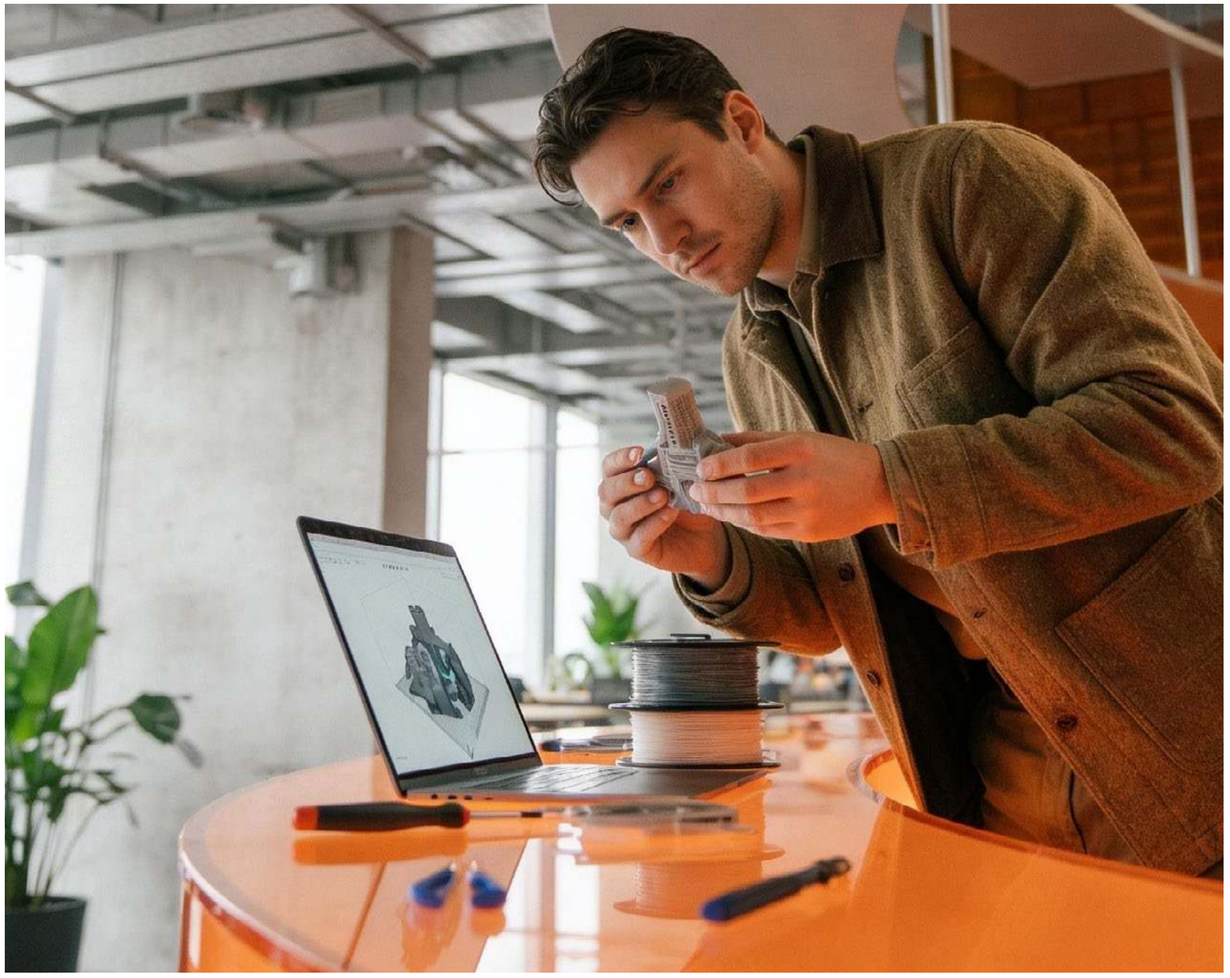
Arrival, reimagined.

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.



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.



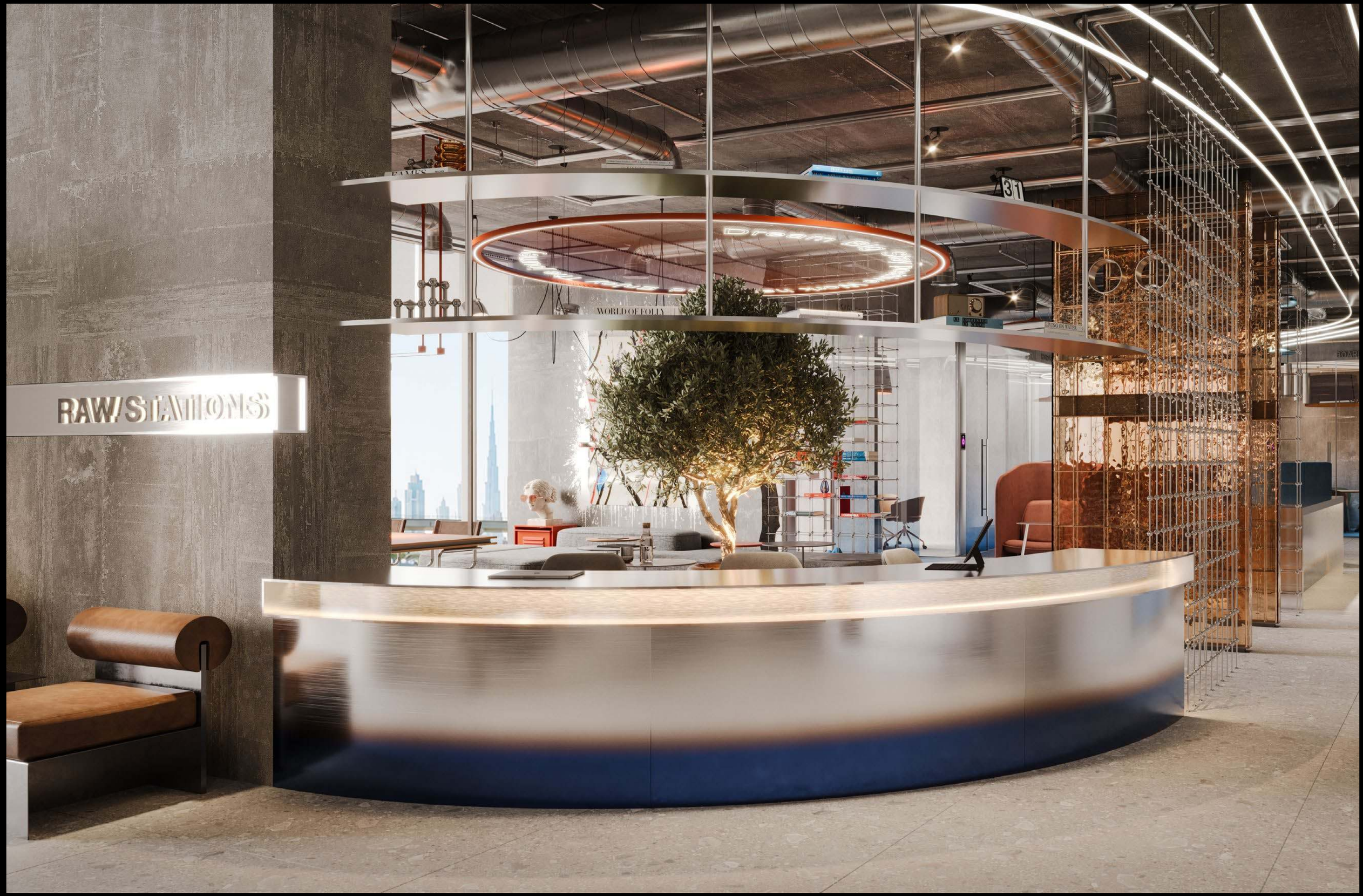
RAW
LAB

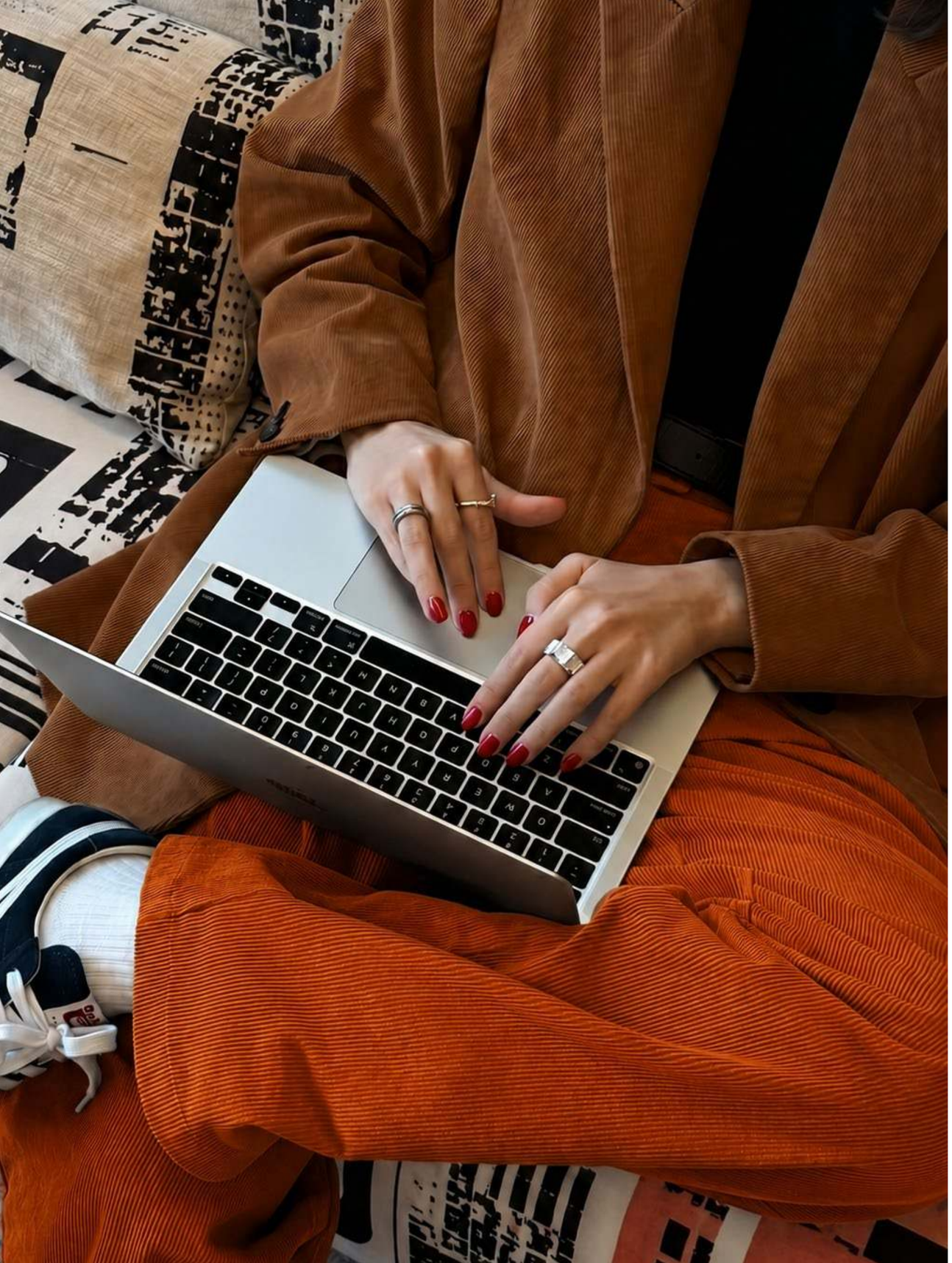
Where concepts become concrete.

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
Dream



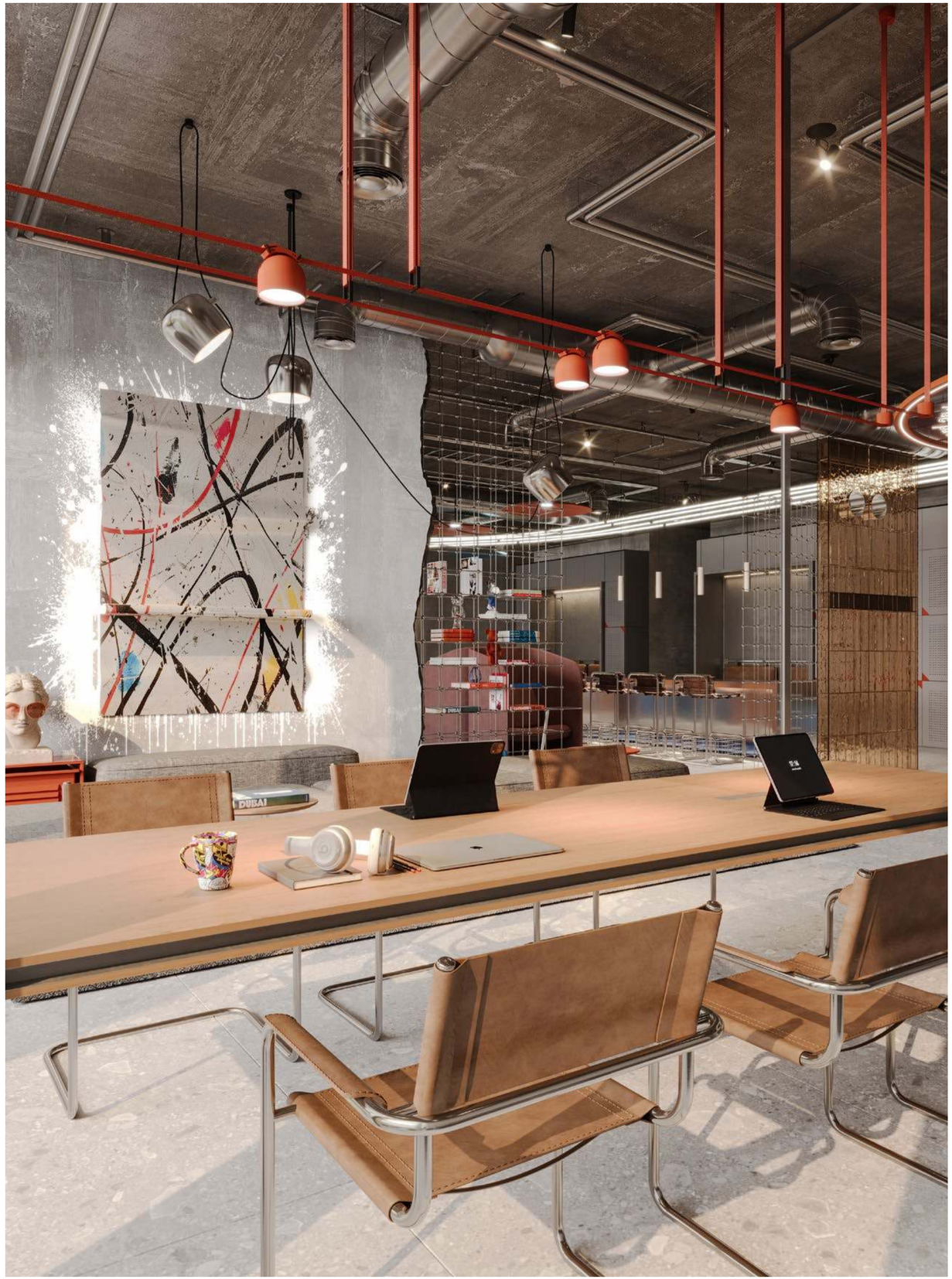


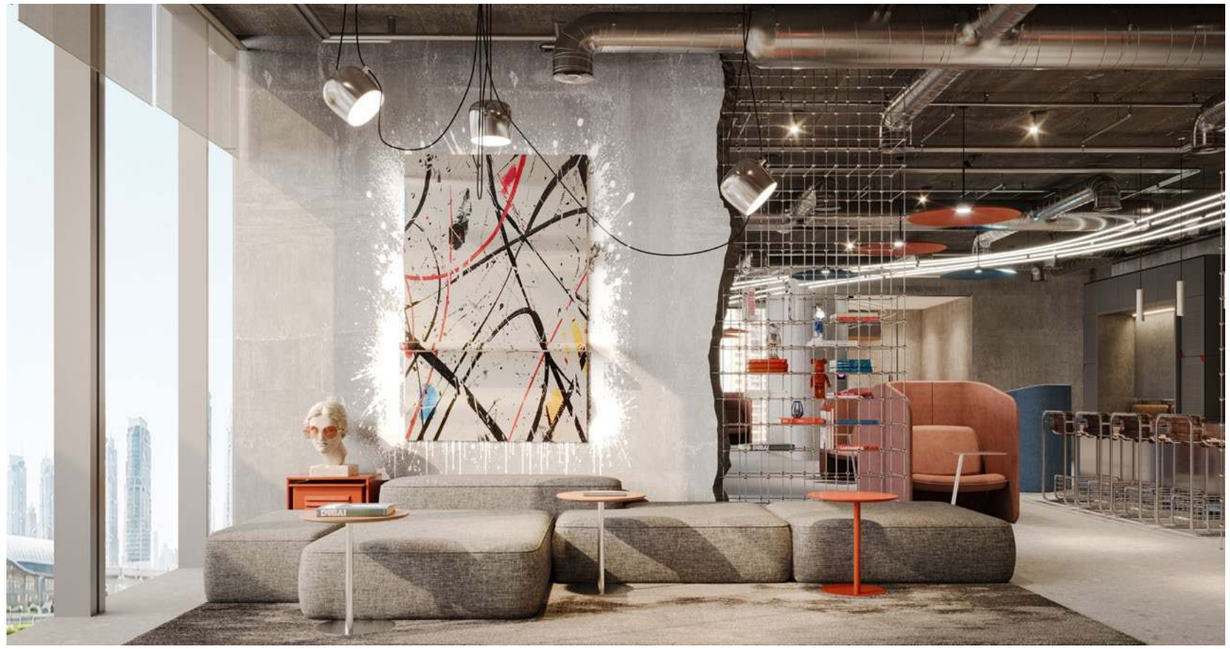
RAW
STATION

The space that lets you imagine.

Raw Station, coworking designed for thinkers, makers, creators. Set up to work. 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.


CEREAL

LIVE GLOBAL

We start in Dubai, on the edge of possibility.

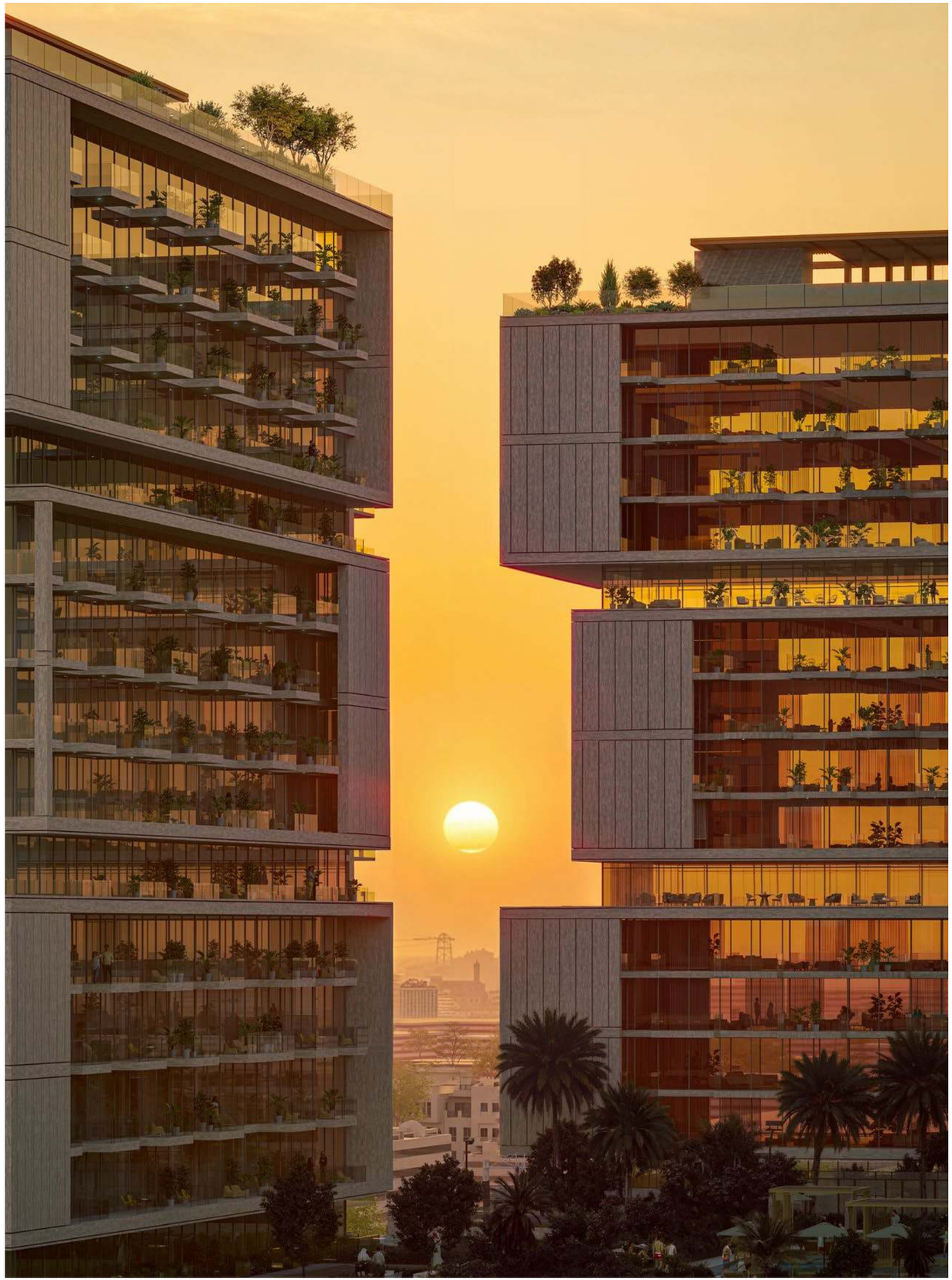
With London, Miami, and Madrid next, Raw District continues to take shape across the world's most defining cities, connecting a global community with a shared creative instinct. Where culture converges, we are already there. At the centre of gravity, shaping what comes next. A new chapter, unfolding in the cities that set the pace.

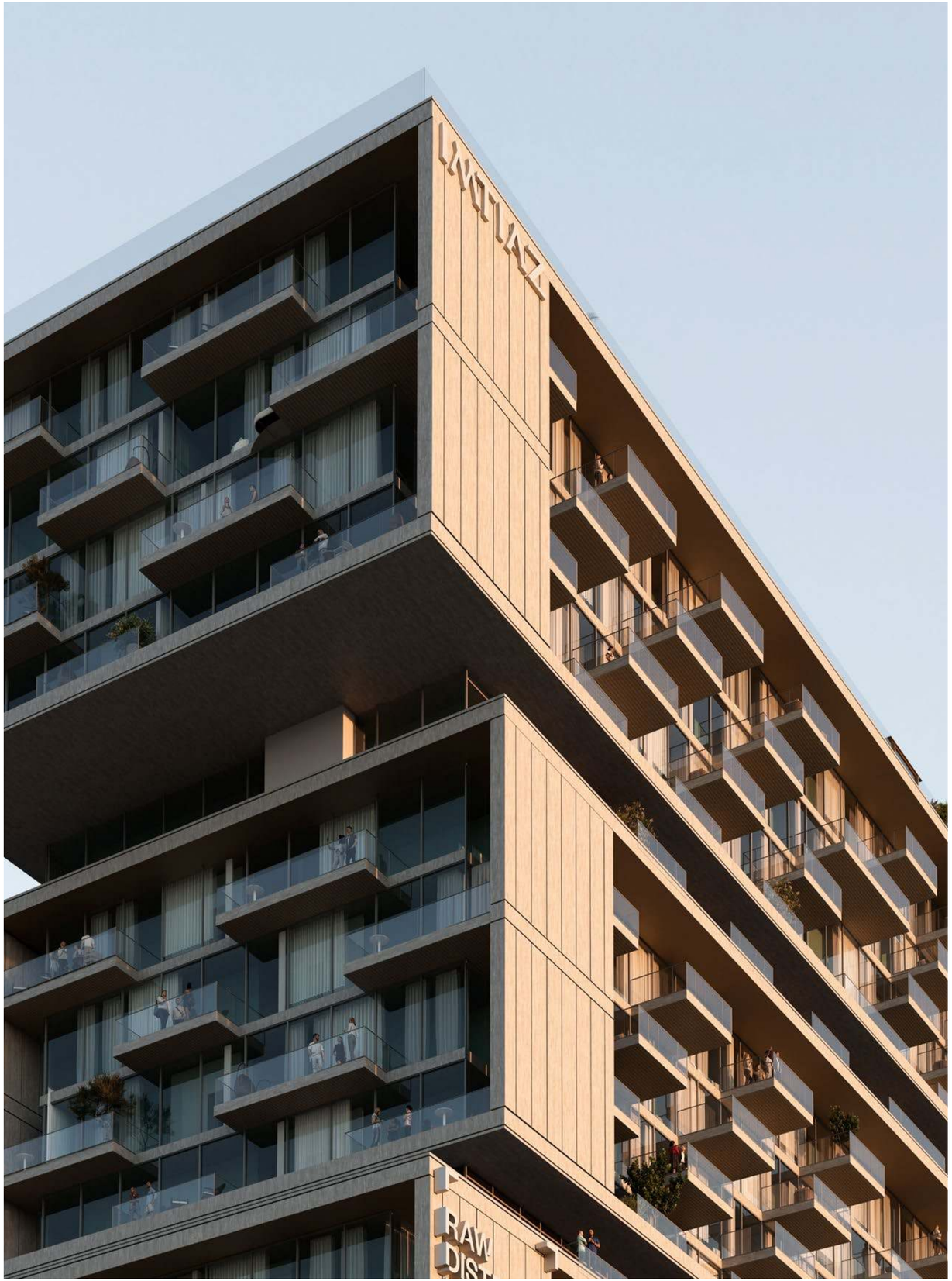




JOURNEY TO PERFECTION

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 ARE NEVER FINISHED

INTERIOR DESIGN PHILOSOPHY

Material honesty.

The collection begins with a singular conviction: materials exist in their truest state. Concrete remains raw, fractured stone reveals its edge, and timber carries its grain and bark unapologetically. Distressed leather, Raw steel tubes, Meshed metal surfaces, A glimpse of oriental touch. Nothing imitates another. Nothing disguises its origin. Authenticity becomes the ultimate luxury — where the surface is not decoration, but declaration.

The tension of opposites.

The language of the space is built on contrast. Rough against smooth. Matte against gloss. Weight against lightness. Instinct against precision. The dining table brings raw structure and warm moments together. Wood softens exposed form. The Bubble Block pairs an embossed chrome body with a grounded concrete top.

Every piece earns its place.

Nothing exists to merely fill space or complete a composition. Each object justifies its presence through purpose — shaping how people sit, gather, pause, and move. The Distrikt Table sets the social tone of the lobby; The Cloud Sofa in the lobby slows the tempo of the apartments, in its unapologetically comfortable and visually bold look. The Spun Chair introduces play, interaction and motion. Here, beauty and function are never in conflict — presence and purpose arrive as one.

The beauty of the unfinished.

Imperfection is not corrected — it is intended & elevated. Roughness, fracture, and incompleteness are treated as intention rather than flaw. The Xposed Library reveals rebar and fractured stone without apology. The building does not strive to appear finished. It honours the process of becoming.



Objects that carry memory.

Feature elements are not just visual. They carry narrative. A 1973 Porsche 911 in burnished copper. An aircraft suspended above. Fearless. Unmissable. A drum kit in the open. Ready. This is not a lobby. It performs. Arrival becomes story. The space speaks before words are exchanged.

Personality in the details.

The Raw reveals itself gradually. It rewards attention. Playful contrasts interrupt the serious, steel elements express strength and authenticity, character is embedded in detail, scattered intentionally — created not for the obvious, but for the observant.

Nature as the quiet anchor.

Nature holds the space in balance. Trees emerge as central gestures — within the Leather Seats, through the Green Stone Table — bringing scent, movement, and stillness into the space. Nature is not an accessory; it is structural. It provides the quiet centre around which the harder materials orbit.

Warmth within the raw.

Within the raw, warmth is always present. Leather, timber, carpet and warm light move through concrete and steel, softening their weight. The Wassily Chair introduces a curated, gallery-like atmosphere with its cowhide upholstery. What could feel stark becomes intimate. Every surface balanced by touch.

ARCHITECTURAL PHILOSOPHY

Composed collisions.

The composition is built from rectilinear volumes deliberately offset against one another. Not a single extruded tower but distinct masses meeting at different angles and planes. This is how contrast becomes structural, how form reads differently from every approach; impossible to reduce to a single façade.

Living on the outside, in.

The balconies are deeply recessed and projected, giving the facade genuine three-dimensional depth. Life inside becomes visible from outside, the building wears its inhabitation openly. This depth self shades the façade, protecting it's value in the Dubai climate.

Honest by design.

The primary facade is raw concrete. Tactile, unfinished, and deliberate. Where bronze glass enters the elevation it catches light, adds depth, and recedes where it needs to. Nothing is applied for effect and every material justifies its presence.

Leaning into what's next.

The upper volumes project boldly beyond those below, creating dramatic overhangs and deep shadow lines. Engineering that leans outward, into the not yet built. This reinforces the idea that this is a building that refuses to sit back.

Rooted and growing.

Greenery is purposely built into the architecture. Planted terraces at the setbacks, cascading growth at the balconies, trees at podium level. It is designed to look better with time, not despite it.

Unmistakable.

The upper volume terminates the composition with a clear, marked crown, instantly readable from Sheikh Zayed Road, the city's main artery. At distance it reads as one thing, up close it is another. Both are intentional.

Always moving.

No two floors resolve into the same line. As each block steps and rotates, the profile shifts; from the street, the highway, from above. There is no single fixed reading, the building is always mid sentence.

Open from the ground up.

The podium is active and porous, the retail, lobbies, and open frontage meet the street rather than turn away from it. A direct connection to the adjacent metro means the building is woven into the city's movement, always at the centre of what matters.

Monumentally intimate.

From the highway the building is bold; stacked, projecting, scaled to the city. From within it is timber screens, planted terraces, and cabanas at a human scale. The distance between those two experiences is the true essence of Raw.

LIFE IN DISPLAY



RAW
DISTRICT
DUBAI

IMTIAZ

RAW
DISTRICT
DUBAI

DUBAI • LONDON • MIAMI • MADRID