

Mr. C
RESIDENCES
Jumeirah

BY
IGNAZIO
AND
MAGGIO
CIPRIANI



Timeless realities punctuated by modern living.

WELCOME HOME TO MR. C

A modern waterfront
residential experience
where timeless realities are
transformed by modern living





Quintessential European comfort infused
with luxurious Dubai living.



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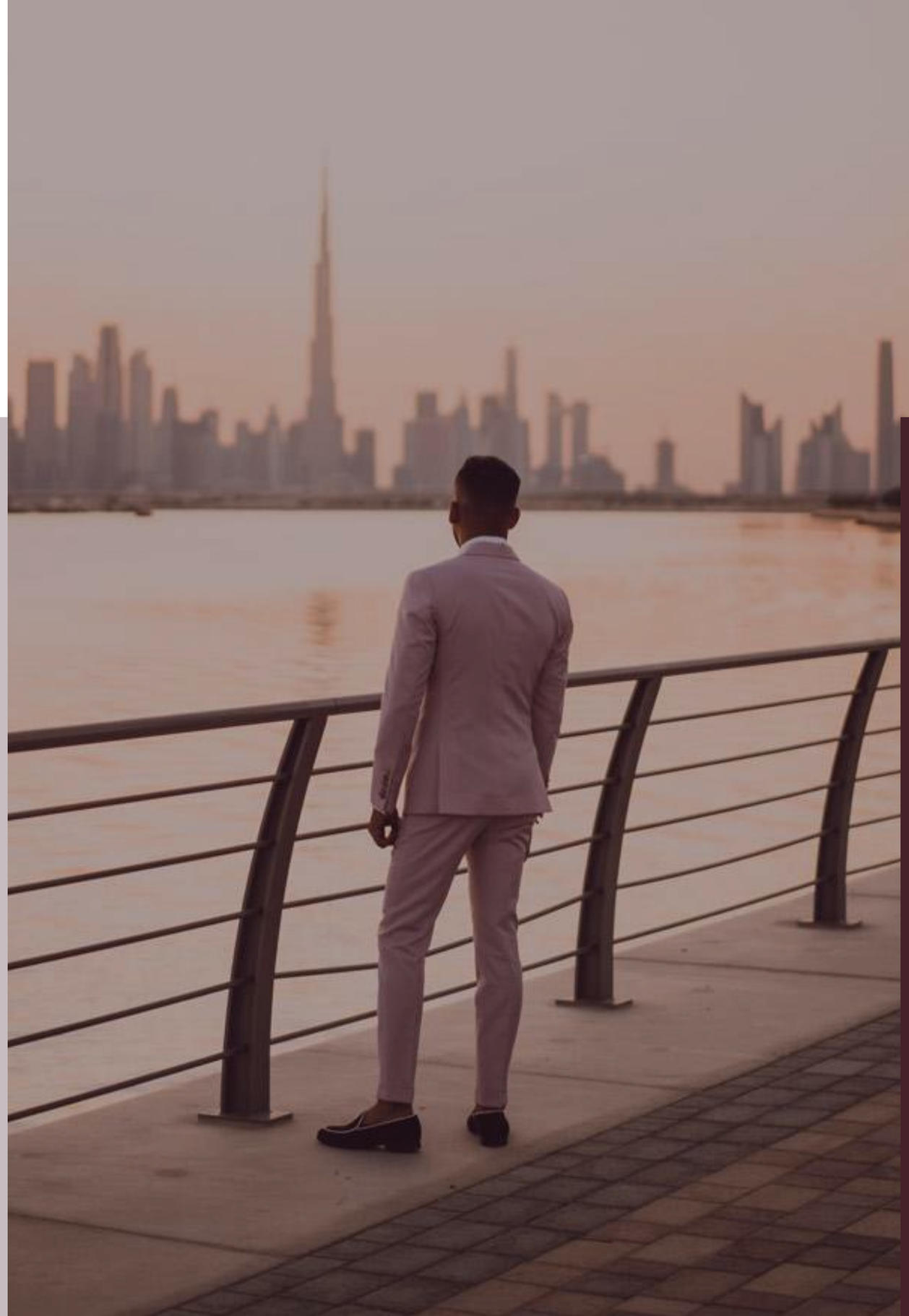
2 Services and Amenities

3 Locally Inspired, Internationally Crafted



Mr. C Residences Jumeirah is a contemporary take on classic European living. Inspired by Old World sophistication and modern comfort, these residences are infused with Arabian flair and strengthened by a service lifestyle experience perfected by Cipriani’s fourth generation of stewardship.

Mr. C Residences Jumeirah is home to those who appreciate finer things; those who live their lives with an inherent sense of style and believe that simplicity is the ultimate sophistication. It is for those who understand that modern living is a culmination of the little details.



Located in the heart of Jumeirah, Mr. C Residences Jumeirah boasts unmatched views of the Burj Khalifa as it sits nestled on the Dubai Canal.

"This timelessly chic residential oasis offers the coveted Dubai lifestyle. Beaches and boating are at the residents' fingertips, while Italian-style dining and energetic social spaces are just steps from their front door."

SERVICES

DETAILS OF A LIFE WELL LIVED

From elegant amenities to personalized services, Mr. C Residences Jumeirah is inspired by the notion of simplicity - crafting memorable moments through perfection.

Services

Designated Director of Residences
Dedicated Mr. C Residents App
Mr. C Private Global Office (exclusive access-only global lifestyle service)
Butler Service
Lobby Lounge with Curated Art Pieces
24-Hour Doorman & Security
24-Hour Valet & Drop Off
Mr. C Property Management Team
Housekeeping Service Available
Arrival and Departures Services
Mail & Package Rooms
Refrigerated Delivery Holding Area
Common Area Maintenance & Landscaping
Exterior Window Cleaning
Fire & Life Safety Systems
Quarterly Air Conditioning Filter & Cleaning
Private Pool Cleaning
Automated Smart Home Solutions for AC, Light, Sound, Curtains, Terrace Pool Temperature, & Bird Protection
Digital Key and Parking Entry
Remote Elevator Service
For Penthouse: AC Controlled Parking
Cleaning, Tailoring and Shoeshine Services
Transportation Assistance
Limousine, Car & Chauffeur Services
Technology Assistance
Business Support Services
On-Call emergency medical care



AMENITIES

DETAILS OF A LIFE WELL LIVED

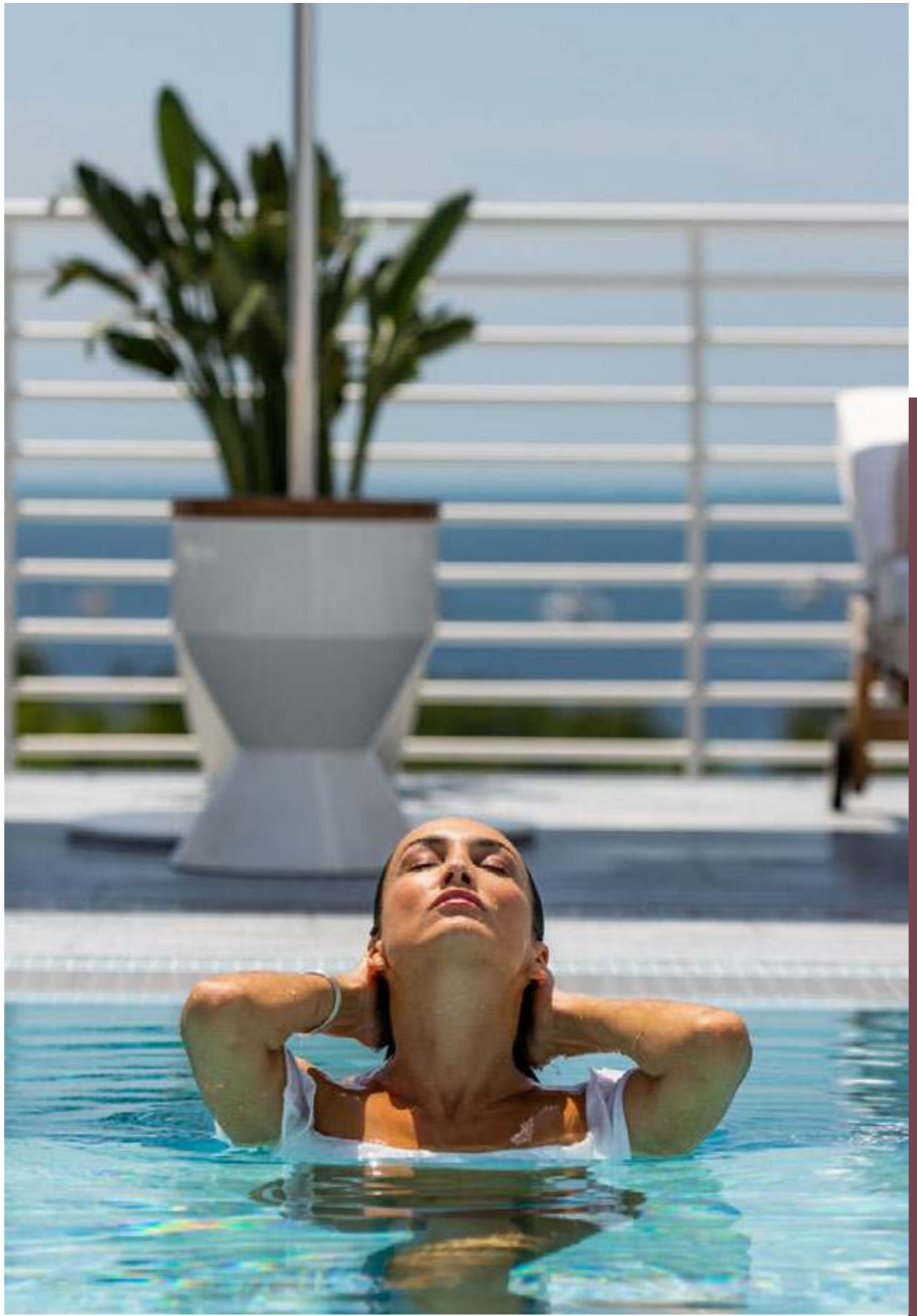
From elegant amenities to personalized services, Mr. C Residences Jumeirah is inspired by the notion of simplicity - crafting memorable moments through perfection.

Amenties

Bellini Café
Poolside Food & Beverage Service
In-Home Dining by Bellini Café
Cocktail & Juice Bar at Bridge Lounge
Indoor Screening Room
Outdoor Movie Theater
Poolside Cabana's with Towel Service
Little C's Children's Learning & Adventure Lab
Modern Gym with Stretch, Cardio,
Weights & Fitness Equipment from Technogym
Standard Lap Pool
Outdoor Yoga Space
Outdoor Massage Space
Men's and Women's Locker Rooms
Salon Treatment Room
Steam & Sauna Rooms

Residence Features

Open Floor Plan Layouts
Floor-to-Ceiling Glass
Canal and City Views
Private Outdoor Terraces with Plunge Pools
Private Roof Gardens
Private Roof Fire Pits
Summer Kitchens
Private Elevators
No Public Hallways
Italian Terrazzo & Quartz Countertops
Italian Cabinetry
Automated Smart Home Solutions
(AC, light, sound, curtains,
terrace pool temperature, bird protection)
Digital Key and Parking Entry
AC- Controlled Parking









Residential interiors and amenity spaces channel the nautical tradition that gives Mr. C Residences Jumeirah its unique character and soul. Every detail has a luxury yacht feel, bringing together features of the natural landscape of the desert with a sophisticated Italian touch.

















Enjoying your morning espresso on your spacious outdoor private terrace, then taking a dip in your own plunge pool, or spending the afternoon lounging on your private rooftop gardens are just a few of the exclusive experiences Mr. C Residences Jumeirah puts at your fingertips.


Mr. C
Mr. C
COCONUT GROVE


EMAAR







For those who savour the simple luxuries of life.

Our vision emerges from the idea that “the good life” is timeless; it’s where modernism meets the art of European living. Mr. C Residences Jumeirah takes cues from these notions, and from the character of its location, to curate a modern take on the classic idea of sophistication and style.





THE MR. C STORY

MODERN LUXURY
BY THE FOURTH GENERATION OF CIPRIANIS

In 1931, on a tiny street off of Venice's magnificent Piazza San Marco, Giuseppe Cipriani opened Harry's Bar. In the decades that followed, the welcoming atmosphere and thoughtful attention to detail made this intimate space an iconic destination for stylish locals and international visitors, including European royalty, literary figures, and global celebrities. Today, 90 years later, brothers Maggio and Ignazio Cipriani, members of the fourth generation of the Cipriani family, have drawn on their rich familial history as well as their own 21st-century perspectives to create Mr. C, a luxury hospitality and residential brand for glamorous modern living.

Mr. C Residences live up to the highest standards of design and are set in the most extraordinary global locations. Honoring the approach to service that began in their great-grandfather's single, thoughtfully conceived bar on Calle Vallaresso, the brothers have made personalized attention offered with genuine care an integral part of Mr. C's identity.







SIGNATURE BELLINI CAFE

FOOD AND CULINARY DELICACIES

Maggio and Ignazio Cipriani welcome Mr. C Residents to Bellini Café, where they've thoughtfully added their own character to the culinary tradition started over ninety years ago by their great-grandfather Giuseppe Cipriani in 1931.

The 4th generation brothers have travelled Italy in search of dishes, flavors, and ingredients to inspire what is now a modern interpretation of Italian cooking.

Bellini Café offers timeless Italian fare in a relaxed, approachable space, bringing guests authentic flavors and recipes from Italy's many regions. Using only the finest, freshest regional and imported products, Bellini Café will feature both loved and recognized traditional dishes and newer artisan plates. Menu highlights include delicious pastries, decadent gelato, signature pastas, fresh salads, grilled specialties, and sweet and savoury crepes.

The atmosphere is gracious, and the service is impeccable, allowing guests to fully enjoy the company of their dining companions for breakfast, lunch, and dinner. Residents and their guests can choose to eat inside the intricately decorated dining room or sit on the terrace, watching the world sail by while they sip a cappuccino.





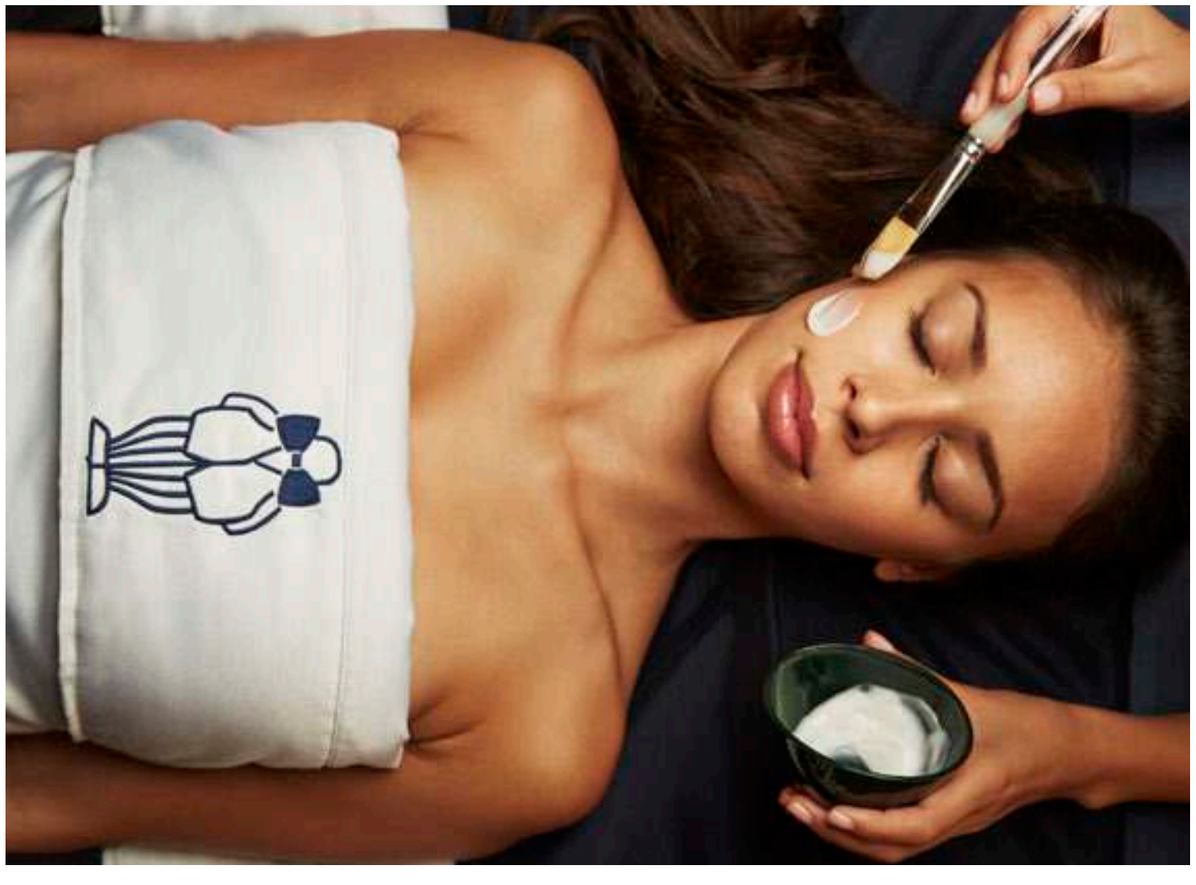


Elegant Service

PERSONALIZED EXPERIENCES

Owners at Mr. C Residences Jumeirah will find beautifully designed and equipped amenities for health, wellness and relaxation. Fitness centers, pools, spas, terraces and gardens cater to every mood and whim.

Service delivered with care and discretion is at the heart of Mr. C's hospitality philosophy. From a personal welcome by lobby staff or food service professionals who provide attentive and discreet service, to housekeepers with an eye for detail, residents are treated to every comfort.





“Mr. C represents a modern vision of Old World simplicity and stylish European glamour.”

- Ignazio Cipriani

MR. C RESIDENCES JUMEIRAH

HISTORIC, OPULENT & SERENE

In a city that was built in the heart of the desert then became one of the most glamorous destinations in the world, Mr. C Residences Jumeirah was built as a home for individuals who appreciate a life of modernity and sophistication. Mr. C Residences Jumeirah is located in the middle of Dubai, offering its residents a look into the futuristic and luxurious downtown Dubai, and a nostalgic feeling derived from its views of the historical Dubai Creek.





Living in Mr. C Residences Jumeirah is like embarking on a journey on a classic Italian yacht through the Arabian Gulf every day. It’s a perfect combination between the quintessential European style and the grandiose comfort of living in Dubai.

Mr. C Residences Jumeirah is just a few minutes from downtown Dubai, while still being nestled in the bustling neighbourhood of Jumeirah. Offering residents access to two culturally diverse and unique sides of one of the world’s most pioneering cities. Jumeirah is home to the city’s best culinary, cultural and luxury escapades, making it the perfect place to find luxury and adventure.

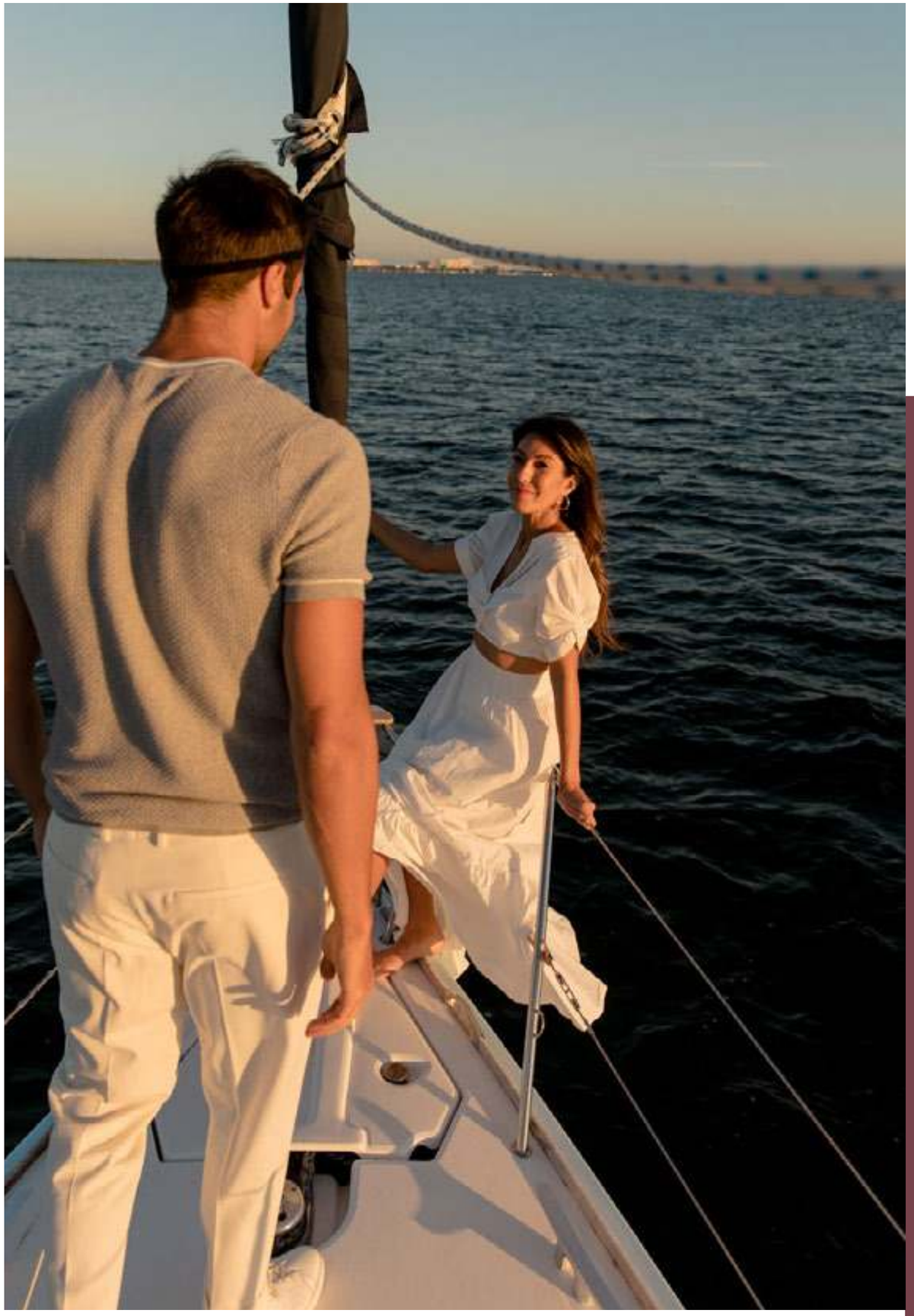






Among its defining features, the building takes a signature curvaceous shape to mirror the Canal it looks over, while spacious outdoor terraces feature private plunge pools. It’s a timeless haven for privacy in which residences benefit from private elevators to each floor, penthouses with private rooftop gardens, and unmatched Burj Khalifa views from the exclusive penthouse-only back tower.

Mr. C Residences Jumeirah offers an unparalleled privacy, exclusivity, luxury and refinement along with lifestyle luxuries and personalized services like a 24-hour concierge, a host of amenities including Bellini Café – a Mr. C Café, a spa, yoga room, screening room, in-home delivery from the Café, a private chef for hire, butler service and housekeeping. With nothing quite like it in Dubai and the world, Mr. C Residences Jumeirah will house 27 ultra-exclusive units for sale only.



LOCALLY INSPIRED, INTERNATIONALLY CRAFTED.

With architecture by the internationally renowned firm Arquitectonica and interiors by the award-winning Meyer Davis Studio, Mr. C Residences is a showcase of the finest design on the world stage.



“Mr. C’s brand ethos and marine inspiration were a perfect match for the unique location we selected. We are excited to merge two long-standing family legacies to bring this very special project to life.”

ALTA

REAL ESTATE DEVELOPMENT

Head quartered in Dubai, Alta is a privately owned global real estate development company known for its portfolio of the most notable residential addresses and commercial locations. Founded and led by Abdulla Al Tayer, a visionary in the space, Alta is highly specialized in identifying and acquiring the land in prime geographical areas with strong growth potential. Alta’s culture is one of creativity balanced with financial and execution discipline. Built on the spirit of collaboration, Alta embraces international partnerships with world-renowned designers, architects and consultants to capture sophisticated finishes and efficient layouts that combine the finest elements of exceptional design and construction. Our product is meticulously detailed and on the forefront of innovative urban design.

“Our vision for Mr. C arises from the belief that “the good life”is a timeless ideal.”

Ignazio and Maggio Cipriani
Mr. C

Tell us about the Mr. C Hotels, and how that level of sophisticated service translates to the residences.

Mr. C is a concept my brother, Maggio, and I developed starting in Los Angeles and then expanded to New York City and Miami, Florida. Our goal was to create a timeless hotel brand that incorporates an environment of relaxed sophistication, attentive service, and European glamor. The reception has been incredible, and we felt there was a need to translate all the amenities, design, and service that we provide in our Mr. C Hotels to people’s homes and their everyday life.

What motivated the Cipriani family to create Mr. C Residences?

Dubai! We’ve operated Cipriani in Dubai for many years and given the great response that we had from the local community, we thought it’d be a natural transition to expand with our Mr. C brand.

What makes Mr. C Residences Jumeirah unique in terms of hospitality and design?

We really focus on design, working closely with Arquitectonica and Meyer Davis as a team to create environments and surroundings that we would love to live in ourselves, while also providing the level of service that our family has delivered for four generations.

What value does Dubai add to the Old-World Simplicity of the Mr. C brand? How will buyers experience this duality at the Mr. C Residence Jumeirah?

Our focus was on creating a timeless experience that survives trends and will remain relevant for many years to come. To achieve this, we will provide our residents with discreet, attentive service and the same great culinary experiences that our family has been delivering for over 80 years.

Mr. C

In a city that was built in the heart of the desert then became one of the most glamorous destinations in the world, Mr. C Residences Jumeirah was built as a home for individuals who appreciate a life of modernity and sophistication. Mr. C Residence Jumeirah is located in the middle of Dubai, offering its residents a look into the futuristic and luxurious downtown Dubai, and a nostalgic feeling derived from its views of the historical Dubai Creek.



Mr. C Coconut Grive, FL



Mr. C Beverly Hills, CA



Mr. C Seaport, NYC

“Dubai is a global city and its market is the world. So, when you design a building in Dubai, you’re designing it for the world.”

Bernardo Fort-Brescia
Arquitectonica

Mr. C Residences Jumeirah will be idyllically located along the Dubai Canal Waterfront, how were you able to translate these architectural features to Dubai?

To some extent, the building relating to the waterfront location on the on this beautiful canal, it’s coincidental with the DNA of the brand. Therefore, I started looking at a building that had some nautical characteristics. In the Italian tradition of craftsmanship, there’s always a concern about perfection of finishes. The beauty of materials, organic materials, and a certain degree of simplicity, that makes the building very elegant. And I think that tradition will be carried in this building. When you look at the details in the architecture, in the railings, in the soffits, in the in the interiors, in the way the spaces are configured, the proportions of the spaces are very classical. The undulating forms of the balconies are relating to the canal, but also are creating an aesthetic that is very sculptural and soft and flowing together with the building. It’s an elliptical tower that stands next to the water. It is it is unique in its form, but it’s also very pure and elegant.

How does Mr. C Residences Jumeirah distinguish itself from other luxury residences in the region from a design perspective?

But how would I say that it really distinguishes itself, aside from the architecture is the sheer scale, because a lot of the luxury buildings in Dubai are very large, and this is a real boutique building. It is a very special scale that doesn’t happen that often in that genre of building.

And I think that bespoke aspect would make it a unique product like no other in Dubai. Well, let’s first begin that with the fact that even though the building is very sculptural and very sort of expressionist, it is very contemporary.

It is a building of clean lines and pure finishes, but it is not superfluous. There are no materials for the sake of materials or forms for the sake of forms. Everything has meaning. Everything was thought out in terms of the environment in which the building sits. The idea of the soft undulating facade is because it’s on a canal and relate to the currents flowing of the canal, to the wind blowing in the neighbourhood. It is if there is a reason, there’s a story to the building. And when a building has substance, it has a story, has a background and a reason why it was designed that survives time.

The project in Jumeirah is also interesting because is a continuation of what it’s almost becoming a tradition of Mr. C in the sense that the hotel in Miami is overlooking Biscayne Bay; the hotel in New York City is located near the seaport! There’s a certain aspect of the brand that somehow is attracted to waterfront locations, no different than the origins in Venice. To some extent this project is a continuation of that.

Arquitectonica

Arquitectonica is an award-winning, international design firm based in Miami with offices worldwide. The firm is led by Bernardo Fort-Brescia and Laurinda Spear, who won the 2018 Urban Land Institute Lifetime Achievement Award, marking the first time an architects have won the prestige award and the 2019 American Prize for Architecture by The Chicago Athenaeum and The European Centre for Architecture Art Design and Urban Studies. Arquitectonica is synonymous with luxury living and hospitality, but is also well-known for a variety of project types including civic, cultural and performing art complexes, education, stadia as well as travel and leisure projects.

Design Statement

As a counterpoint to the fluid forms of the main building, a second exclusive tower rises facing the Burj Dubai. Its pearl like elliptical shape continues the nautical vocabulary of the design.

Throughout the project the details support the water bound theme of luxury yacht design. Wood soffits in the balconies add warmth and a residential touch to the nautical message. So do the circular guardrails that follow the fluid form of the building. The soft forms imply a relaxed mood reflecting the idea of a resort nestled in the city.

Arrival is through a generous porte cochère. It leads to a lobby that reveal views of the canal. Adjacent is the Bellini cafe that also opens to the promenade.

All the residences have private access elevators. All residences in the main building have views of the water face the canal and pool deck. The units stretch from one side of the building to the other allowing for multiple views and cross ventilation. The ellipse tower units are unique as they enjoy full panoramic views. Along the boardwalk townhouses provide a home in a privileged setting on the water.

The amenity deck is unique as it faces both the Burj Dubai and the water. The expansive deck slides under the building to create a monumental deck and porch. It provides a unique resort experience in a boutique setting.

Mr. C Residences Jumeirah is a true urban resort that complements the luxury lifestyle. It is a relaxing backdrop with an upscale waterfront cafe in the city.



Bank of China Headquarters_Shanghai

“Mr. C, in general, is always located on a large body of water and having that maritime influence translated perfectly to our site in Dubai. What we’ve seen with the Mr. C Residencies Jumeirah is that legend, which was started in Venice, come full circle in Dubai. ”

Will Meyer and Gray Davis
Meyer Davis

Dubai is a culturally diverse destination that hosts affluent visitors from around the world. How will the design of Mr. C Residences Jumeirah attract worldwide clientele while also showcasing modern Dubai living?

Mr. C Residences Jumeirah are special because they accommodate a luxury that is discreet and private. Unlike many of the other residences in the city, these are bespoke and private, and they’re different in terms of the way they’re designed and detailed with luxurious materials, special gardens, amazing views, and a discreet luxury which is unrivalled in the market.

Meyer Davis has worked on multiple Cipriani and Mr. C properties in the US. What are the natural and architectural touch points within Dubai that inspired you while conceptualizing the design for Mr. C Residences Jumeirah?

So, at Meyer Davis, we’ve been designing in Dubai for over a decade, and the first impressions of Dubai was this muscular, magical city. It’s special because it’s on the water, and it’s magical because there are so many nationalities there and it’s a real melting pot. But what makes Mr. C special is that the scale of it is smaller and more intimate, and it offers a much more discreet, luxurious residence than most properties in Dubai that we’ve ever seen.

It’s more like a home. It’s filled with beautiful materiality and things that you don’t normally see in Dubai. We’ve carefully selected stones and beautiful wood veneers and metals that go together and beautiful assembly of details that create that sense of home and the building being only six stories high has a scale that is more compatible to luxury and feels more like a home? One interesting thing about the building is that the beautiful architecture of Arquitectonica responds directly to the canal and the Twisted Bridge that is adjacent to it.

Dubai is a futuristic city. How does Mr. C Residences Jumeirah integrate smart living into its classic design?

The old-world legacy of Mr C elicits a sense of service and luxury the way that it always has. So, when you bring that to such a modern city like Dubai and a special property, that’s the scale of Mr. C Jumeirah, you get that sense of being taken care of that you really don’t get in any other properties.
It takes a brand like Mr. C and a building like our building to bring that level of luxury and service. So, we’ve integrated smart living throughout the property. We have an app on your phone. You can cool your apartment down; you can heat up your pool. You can order what you want from Bellini Café, you have everything at your fingertips. And we’ve integrated that thoroughly and the most contemporary technology for the users to get the most out of life.

Meyer Davis

Meyer Davis is a globally recognized New York City-based design boutique specializing in residential, hospitality, retail, and workplace environments. Founded in 1999 by Will Meyer and Gray Davis, the firm has established itself at the forefront of high-end commercial and residential design practices, throughout the U.S. and abroad.

Design Statement

Inspired by the idyllic Dubai waterfront, its cultural diversity, and the undertone of luxury in the area. Mr. C Residences Jumeirah is a natural extension for the brand; The canals of Venice formed the philosophy for Mr. C's original location and similarly, Mr. C Coconut Grove drew inspiration from Biscayne Bay. In a way, the growth of Dubai from a small fishing village to a glamorous cosmopolitan city, parallels Cipriani's own humble beginnings.

Opulent and extravagant design is one of the hallmarks of Dubai development. However, Mr. C Jumeirah is the antithesis to this regional concept of luxury and adopted a more discreet and understated elegance closer to its old world European roots.

Situated in the Jumeirah neighbourhood the property itself speaks to a more human scale approach with its pair of five-story high buildings. The interiors of the lobby have been designed with beautiful woods and exquisite furnishings to greet its residents and visitors with a sense of warmth and casual luxury. By taking advantage of the inventive topography of the architecture at the amenities level, residents and guests can enjoy the expansive landscaping or escape to a more personal oasis.

Each residential unit offer up hints of nautical inspiration with its soft curves and airiness. The generous layouts are supplemented with sophisticated millwork and beautiful travertine interiors. In addition to the two pools on its amenities level, each residence has its private dipping pool that is integrated into the balcony. Both the unit interiors and exteriors have been carefully considered to ensure that the ethos of the Mr.C brand is infused into its floor plans.



Crown Sydney



Four Seasons Astir



Rosewood Little Dix Bay








HAVARA MARINE
H CRAFT
MERCURY












YAMAHA

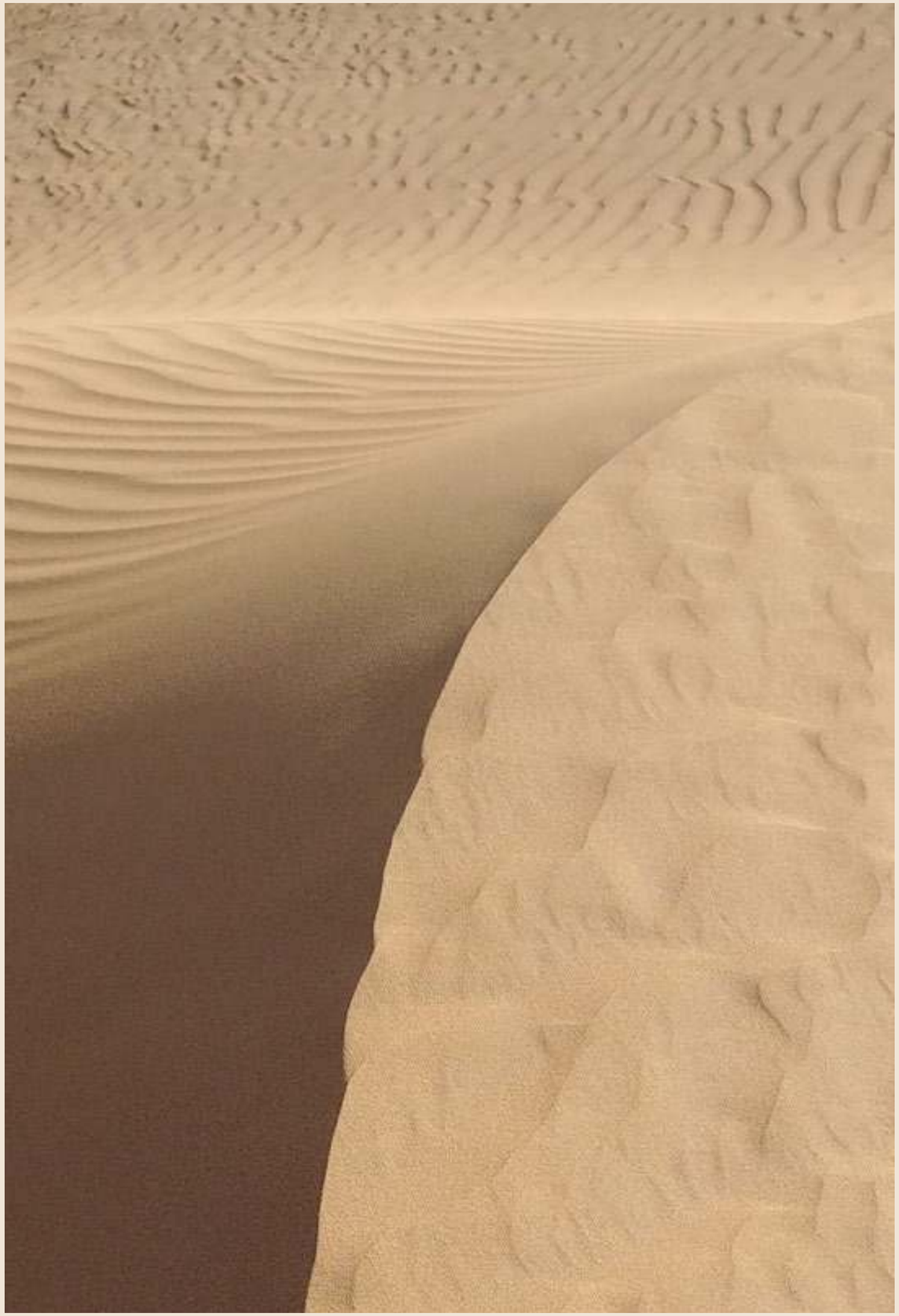












Mr. C arises from the belief that
“the good life” is a timeless ideal.

St 24C, Jumeirah 2,
Dubai Canal

ALTA
REAL ESTATE DEVELOPMENT

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JUMEIRAH

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BY
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AND
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