

MERČER HOUSE

PROJECT BRIEF
SOUTH TOWER

ENERGISED ENERGISED

URBAN LIVING

At the gateway to Dubai's urban playground, Ellington's first Uptown District development complex features two residential towers standing on a podium dedicated to wellness, retail, sport, and hospitality.



An aerial view of the Mercer House development in Dubai at dusk. Two prominent skyscrapers with illuminated balconies stand in the center. The base of the buildings features a modern, multi-level plaza with a large circular fountain, walkways, and greenery. The sky is a mix of orange and blue, and other city buildings are visible in the background.

WELCOME TO
MERCER
HOUSE

Mercer House is home to residents who will bring new energy to Uptown Dubai. It is a place of belonging for everyone, where the boundaries between shared and resident-only experiences begin to overlap. Lives are enhanced through creativity, design, wellness, and entertainment.



PALM JUMEIRAH

DUBAI HARBOUR

DUBAI
INTERNET CITY

BURJ AL ARAB

TO DOWNTOWN
DUBAI

BLUEWATERS ISLAND

DUBAI MARINA

JUMEIRAH GOLF
ESTATE

SHEIKH ZAYED RD
SHEIKH ZAYED RD

JUMEIRAH
LAKES TOWERS

EMIRATES HILLS

MERÇER
HOUSE

FIRST AL KHAIL ST

JUMEIRAH ISLANDS

TO ABU DHABI

GARN AL SABKHA ST

SHEIKH ZAYED RD

AL SARAYAT ST

GARN AL SABKHA ST

FIRST AL KHAIL ST

FIRST AL KHAIL ST

JUMEIRAH PARK

GARN AL SABKHA ST

DRIVING DISTANCES

01
MINUTE
Uptown Plaza

08
MINUTES
Ain Dubai

11
MINUTES
Jumeirah Islands
Clubhouse

17
MINUTES
Palm Jumeirah

25
MINUTES
Dubai International
Financial Centre

05
MINUTES
DMCC Metro Station

08
MINUTES
Montgomery Golf Club

15
MINUTES
Mall of the Emirates

18
MINUTES
Burj Al Arab

25
MINUTES
Al Maktoum International
Airport

06
MINUTES
Marina Mall

10
MINUTES
Emirates Golf Club

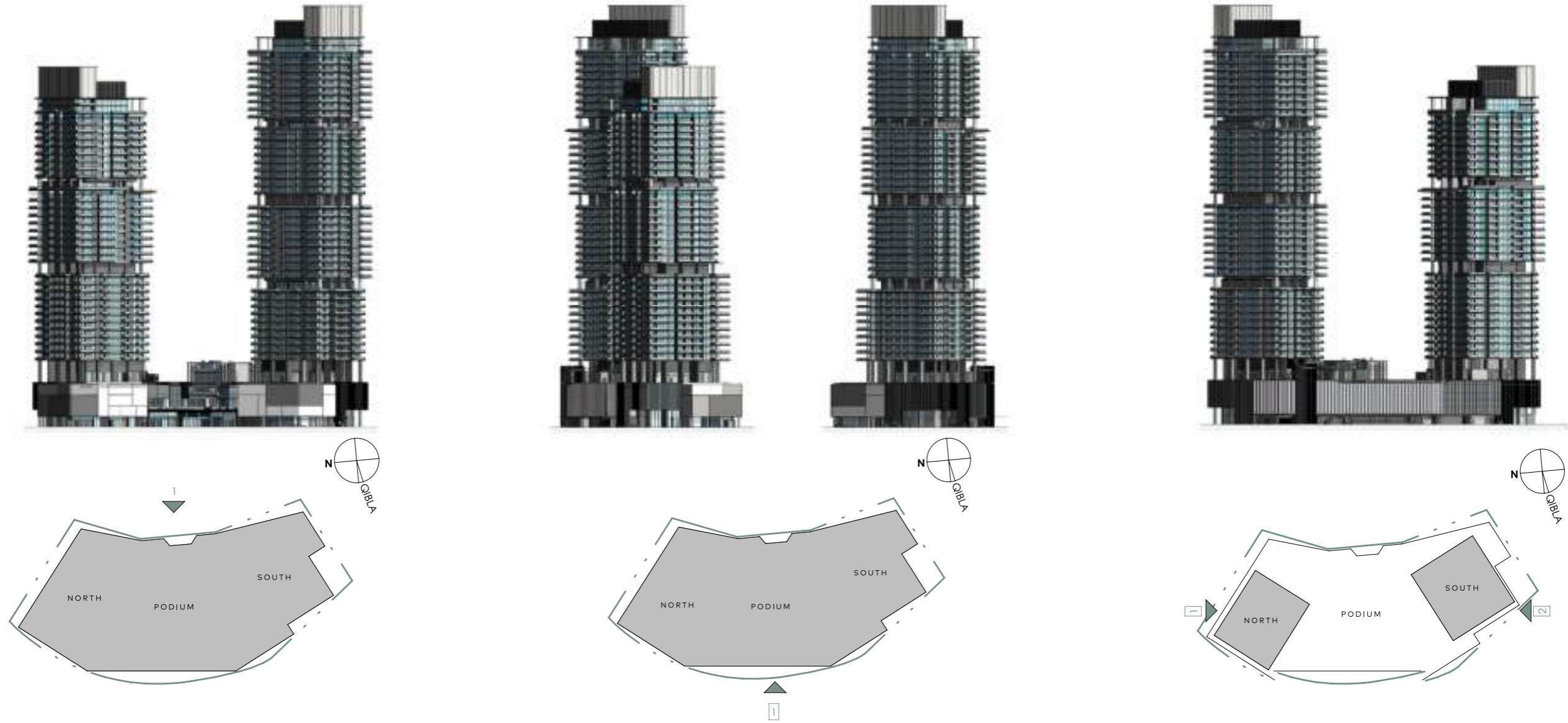
12
MINUTES
Ibn Battuta Mall

22
MINUTES
Dubai Mall & Burj Khalifa

30
MINUTES
Dubai International Airport



CREATING A RHYTHM



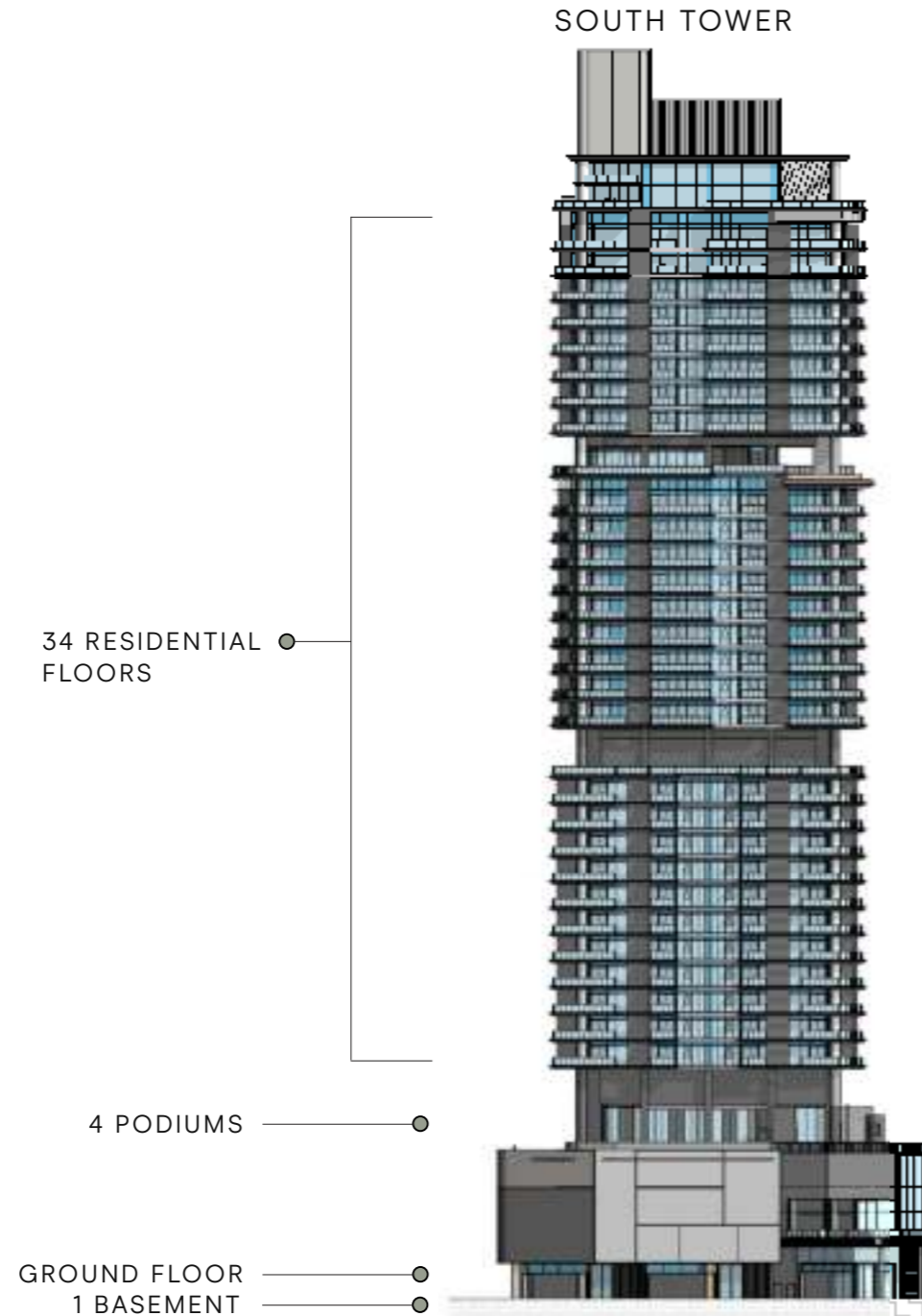
Public access points are carved into the form responding to the rhythm and language of the wider context, and forming a backdrop to the entertainment plaza. Arrival points further enhance the arrival experience and allow for key linkages to commercial offers at the ground floor and upper levels, as well as creating an activated experience for visitors and residents alike.

DESIGN STRATEGY



At the heart of the design concept is the idea of seamless integration – uniting modern urban living, immersive retail experiences, and exceptional dining offerings. The project is driven by the principle of enhancing the quality of life for both residents and visitors, providing a multi-dimensional environment that caters to their diverse needs.

BUILDING CONFIGURATION



ELEVATORS

19 passenger elevators

6 service elevators

1 escalator (podium level)

*This applies to the entire residential development

ANTICIPATED SERVICE CHARGE

AED 22 per sq.ft

ANTICIPATED COMPLETION DATE

Q3 2027

PARKING

Studio, 1 and 2-bedroom: 1 car parking space

3 and 4-bedroom: 2 car parking spaces

OWNERSHIP

Freehold

KEY VIEWS

Jumeirah Island, Dubai Marina skyline, Ain Dubai, Arabian Gulf



SIZE RANGE PER UNIT TYPE

SOUTH TOWER

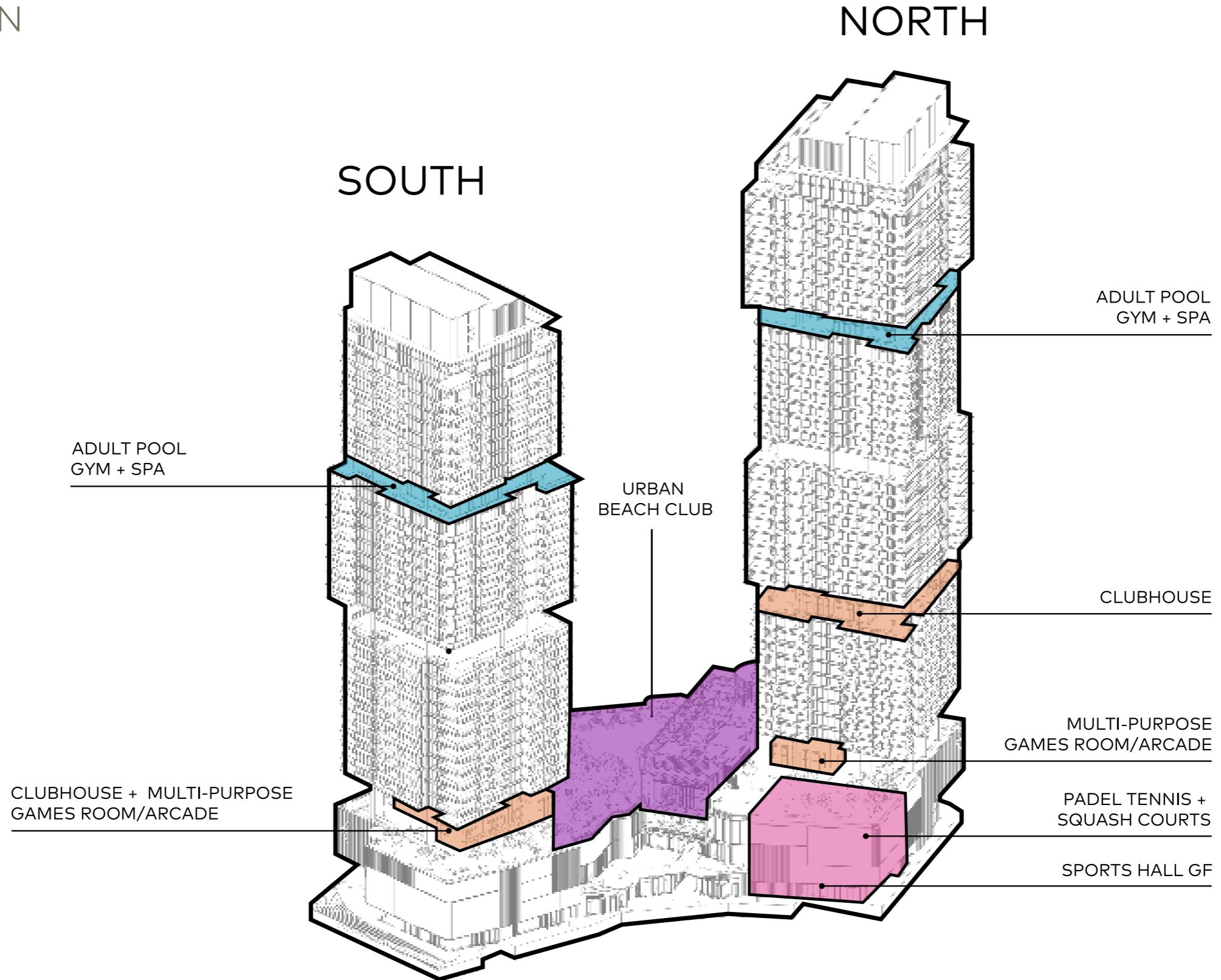
Studio	From 513 sq. ft to 590 sq. ft
1 Bedroom	From 931 sq. ft to 972 sq. ft
2 Bedrooms	From 1,375 sq. ft to 1,495 sq. ft
2 Bedrooms + Study	From 1,589 sq. ft to 1,680 sq. ft
3 Bedrooms	From 2,135 sq. ft to 2,597 sq. ft
4 Bedrooms Penthouse	From 9,455 sq. ft to 9,456 sq. ft

NUMBER OF UNITS PER TYPE

SOUTH TOWER

Studio	55 units
1 Bedroom	78 units
2 Bedrooms	56 units
2 Bedrooms + Study	45 units
3 Bedrooms	39 units
4 Bedrooms Penthouse	2 units

AMENITIES BREAKDOWN



RETAIL AND F&B COMPLEX



GROUND FLOOR AMENITIES



ARRIVAL
AREA

3 drop-off areas and experiential escalators from the Ground Floor to the Podium 2 retail area



LOBBY
RECEPTION

More than just a welcome

UNWIND IN ELEGANCE AT THE SERENITY LOUNGE

The Serenity Lounge is a cozy retreat promoting relaxation and comfort. A large bookcase takes center stage, stocked with a diverse collection of board games and books.



LOBBY
LOUNGE



LIFT
LIFT
LOBBY

It is not just a transition; it's an ascent to elevated experiences



ABD
GROUND FLOOR
RETAIL

Explore sophistication with a curated selection of premier brands and experiences



THE 'EARTH' WITHOUT 'ART' IS JUST 'EH'

MULTI-COURT
MULTI-SPORTS
HALL

Offering various ball games from football, netball, basketball, tennis, volleyball, and badminton



THE
'EARTH'
WITHOUT
'ART'
IS JUST
'EH'

TENNIS
TENNIS
HALL

9.2-meter clear ceiling height sports hall that accommodates a full-size tennis court



GROUND FLOOR AMENITIES PLAN

- 1 VEHICLE ENTRANCE
- 2 DROP-OFF AREA
- 3 LOBBY ENTRANCE
- 4 LOBBY RECEPTION
- 5 SERENITY LOUNGE

- 6 LOBBY WORKSTATION
- 7 RESIDENTS LIFTS LOBBY
- 8 RESIDENTS SERVICE LIFTS
- 9 RESIDENTS MOVE-IN TRUCK ZONE
- 10 VISITORS F&B/RETAIL LIFT

- 11 F&B/RETAIL SERVICE LIFTS
- 12 F&B SERVICE YARD/DELIVERIES
- 13 URBAN BEACH CLUB LIFT
- 14 ESCALATORS
- 15 WAITING AREA

- 16 VIP VALET PARKING
- 17 ENTRANCE WATER FEATURE
- 18 BASEMENT ENTRANCE/EXIT
- 19 PODIUM ENTRANCE/EXIT
- 20 BICYCLE PARKING

- 21 ACCESS TO UPTOWN PLAZA
- 22 SPORTS HALL LIFT
- 23 MALE CHANGE ROOM
- 24 FEMALE CHANGE ROOM
- 25 MULTI-SPORTS HALL

- MULTI-SPORTS HALL SECTION**
- FOOTBALL
 - NETBALL
 - BASKETBALL
 - TENNIS
 - VOLLEYBALL
 - BADMINTON

PODIUM 2 FLOOR
AMENITIES



RESTAURANT
RESTAURANT
OUTDOOR TERRACE

Culinary delights with Uptown Dubai view



DETAIL
DETAIL
CENTER

Shop beyond boundaries and immerse in a journey of discovery

UPTOWN PLAZA



PODIUM 2 FLOOR AMENITIES PLAN

- 1 RESTAURANT OUTDOOR TERRACE
- 2 ACCESS TO F&B/RETAIL
- 3 VISITOR F&B/RETAIL LIFTS
- 4 F&B/RETAIL SERVICE LIFTS
- 5 ESCALATORS
- 6 SPORTS HALL LIFT
- 7 RESIDENTS SERVICE LIFTS
- 8 RESIDENTS LIFTS LOBBY

PODIUM 3 AND 4 FLOOR
AMENITIES



INDOOR
PADEL
COURTS

Double-volume indoor padel tennis courts



UPTOWN PLAZA



PODIUM 3 FLOOR AMENITIES PLAN

- 1 PADEL COURTS
- 2 SQUASH COURTS
- 3 SPORTS HALL LIFT
- 4 RESIDENTS SERVICE LIFTS
- 5 RESIDENTS LIFTS LOBBY



UPTOWN PLAZA



PODIUM 4 FLOOR AMENITIES PLAN

- 1 VISITORS F&B/RETAIL LIFTS
- 2 F&B/RETAIL SERVICE LIFTS
- 3 RESIDENTS SERVICE LIFTS
- 4 RESIDENTS LIFTS LOBBY



FIRST FLOOR
URBAN BEACH CLUB
AMENITIES



BEACH
POOL

45,000 sq.ft of fully landscaped man-made beach with natural sand



INTEGRATED
INTEGRATED
POOL BAR

Dive into a unique experience where you can sip, swim, and savor



BEACH
CLUBHOUSE

3-floor level beach clubhouse to provide a variety of dining options, with an upper floor club terrace



BEACH
CLUB LIFT

Your journey from ground to beach sanctuary

FIRST FLOOR
EXCLUSIVE RESIDENT
AMENITIES



FAMILY
FAMILY
POOL

27M x 6M family pool with sun lounge and cabanas



INDOOR
INDOOR
KIDS PLAY

Submarine themed kids play area with an outdoor playground



GAME ROOM

Arcade zone with sing and dance revolution area

UPTOWN PLAZA



1ST FLOOR AMENITIES PLAN

URBAN BEACH CLUB

- 1 BEACH POOL
- 2 BUBBLE POOL
- 3 BEACH LOUNGERS AREA
- 4 SUN LOUNGERS AREA
- 5 BEACH CABANAS

- 6 POOL BAR
- 7 DJ BOOTH
- 8 ISLAND PODIUM
- 9 FIRE PIT
- 10 BEACH BAR

- 11 BEACH CLUB CHANGE ROOMS
- 12 BEACH CLUB LIFT
- 13 BEACH CLUB ARRIVAL AREA
- 14 CLUBHOUSE F&B
- 15 OUTDOOR DINING AREA

EXCLUSIVE RESIDENT AMENITIES

- 16 FAMILY POOL
- 17 POOL DECK
- 18 MALE/FEMALE CHANGE ROOMS
- 19 RESIDENTS LIFTS LOBBY
- 20 RESIDENTS SERVICE LIFTS

- 21 OUTDOOR SEATING
- 22 OUTDOOR BARBEQUE AREA
- 23 OUTDOOR DINING
- 24 OUTDOOR GAMES AREA
- 25 OUTDOOR KIDS PLAY AREA

- 26 KIDS WET PLAY AREA
- 27 INDOOR KIDS PLAY AREA
- 28 SING & DANCE REVOLUTION AREA
- 29 ARCADE ZONE
- 30 RESIDENTS CLUBHOUSE (SOUTH TOWER)



24TH FLOOR
AMENITIES



CLUBHOUSE
PRIVATE DINING & MEETING AREA

Where culinary craftsmanship meets community



CLUBHOUSE
KITCHEN & DINING



SKYLINE
POOL

30M x 6M infinity-edge swimming pool overlooking the Uptown Dubai District



THE
TRACK
• KEEP FIT •

No. 25,000th, 55th Floor
UNITED ARAB EMIRATES
DUBAI

FITNESS
FITNESS
STUDIO

Featuring an interactive bike area with a pedal-powered lighting ring



SCENIC SAUNA
AND ICE ROOM



Scenic sauna with relaxing short clips of nature for meditation

24TH FLOOR AMENITIES PLAN

- ① INFINITY-EDGE POOL
- ② POOL LOUNGE AREA
- ③ CABANAS
- ④ SUN LOUNGERS AREA
- ⑤ OUTDOOR LOUNGE AREA
- ⑥ YOGA AREA
- ⑦ PEDAL-POWERED CYCLING AREA
- ⑧ CARдио, WEIGHTS AND LIFT AREA
- ⑨ MALE CHANGE ROOM
- ⑩ SCENIC SAUNA
- ⑪ ICE ROOM
- ⑫ FEMALE CHANGE ROOM
- ⑬ SHOWER AREA
- ⑭ RESIDENTS LIFTS LOBBY
- ⑮ RESIDENTS SERVICE LIFTS



SOUTH



A still life arrangement of various objects including a candle, a bowl of pearls, a fan, and a book, with the text "TYPICAL APARTMENTS" overlaid. The scene is set against a dark background, with a large, textured, light-colored object on the left and a dark, textured object on the right. The objects are arranged on a dark surface, possibly a table or desk. The lighting is dramatic, highlighting the textures and colors of the objects.

TYPICAL
APARTMENTS



ELLINGTON
PROPERTIES

TYPICAL
LIVING & DINING



TVDI CÂI
TYPICAL
KITCHEN



TYPICAL
TYPICAL
BEDROOM



TVDI CÀI
TYPICAL
BATHROOM



BALCONY
VIEW

PENTHOUSE
APARTMENTS



DENTHOUSE
PENTHOUSE
LIVING & DINING



DENTLIHOISE
PENTHOUSE
KITCHEN



PENTHOUSE
BEDROOM



DENTHOUSE
PENTHOUSE
BATHROOM



DENT HOUSE
PENTHOUSE
POOL



3 AND 4 BEDROOM UNITS KITCHEN FEATURES



Integrated drop-in kitchen sinks in
Gunmetal Grey Stainless Steel



Integrated pop-up Downdraft Hood Slider
with touch control and charcoal filter