

S U M I S U R A

Collection

SOBHA HARTLAND

It's Personal



Luxury is not about money. It is about living a truly authentic life. True luxury is not found in a catalog. It is not about being the first to have whatever the latest marketing campaign is pitching. True luxury is a very personal idea.

True luxury is about creating the life that you want to live. True luxury is about being authentically you and being able to liberate your aspirations in your own personal way. True luxury is about creating the right balance in your life so that you have time for the things that matter most.





Introducing

SUMISURA

Bespoke living on Dubai's canal-front

ONLY 23 WILL EVER BE MADE

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————— *This one is for you*

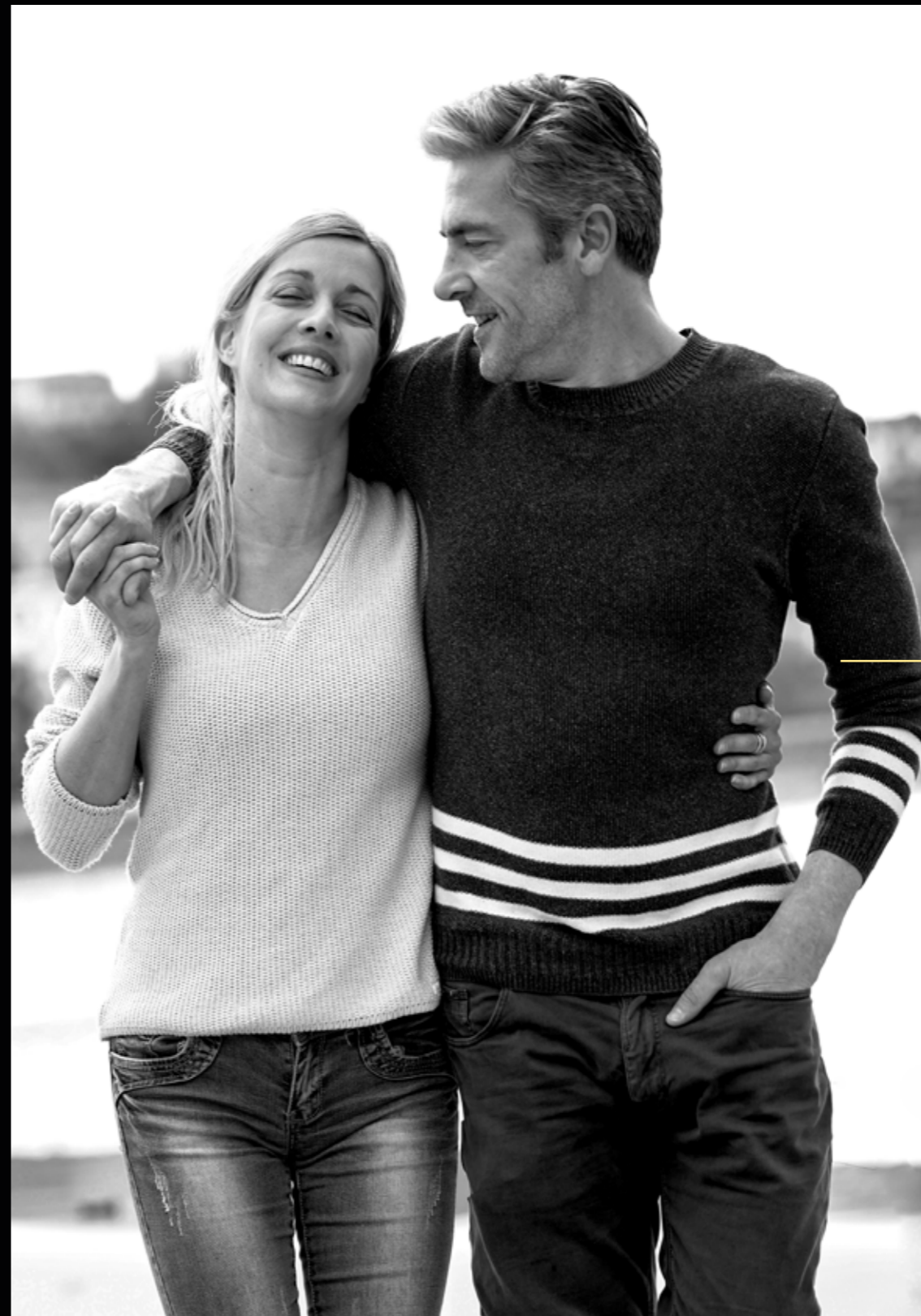
PASSION AT WORK

Our attention to detail every step of the way results in a product that stands out for its exceptional quality. Every single time.



ARRIVE

In your private yacht



WALK

By the canal promenade



BREATHE

*In your tropical forest
backyard*



IMMERSE

In your private pool



Sultan Qaboos Grand Mosque - Oman

PROVEN
6,000,000 SQ.M
TIMES OVER



Al Bustan Palace Hotel - Oman



Qasr Al Sarab Desert Resort by Anantara

PERFECTED
THE WORLD OVER



IMAGINE WHAT
WE CAN DO
TO YOUR
HOME

TRANSFORMING SPACES IN A WAY ONLY WE CAN

The Sobha way



PNC MENON
Founder and Chairman, Sobha Group

Mr. PNC Menon is the Chairman & Founder of Sobha Group, a multinational, real estate and construction group that has diversified interests and investments in the UAE, India, Oman, Qatar, Bahrain, Brunei and Tanzania.

Mr. Menon began his career in Oman in 1976, with the launch of his interior design firm, Services & Trade Company. In 1994, Mr. Menon founded Sobha India. In 2006, having achieved unprecedented growth, the company had an IPO which was over-subscribed by a record 126 times. Sobha has a presence in 24 cities and 13 states across India, is the country's third largest real estate development company in terms of total square feet delivered and is the world's only backward integrated real estate company.

In 2005, Mr. Menon entered the Dubai market and by 2013, he launched two iconic projects in the heart of the city: Sobha Hartland, a \$4 billion mixed-use luxury project that includes villas, townhouses and apartments; and District One, a joint venture with Meydan Group, which is an \$8 billion project encompassing 1,500 ultra-luxury villas.

From extravagant palaces to uber luxurious villas, Mr. Menon continues to be at the forefront of executing consistent quality and on-time delivery for clients across the globe.

STEPHEN ATHERTON



**Design Director Corporate
Sobha Group**

Having run a small independent Interior Design Studio from 2009, Stephen was approached by Mr. PNC Menon, Founder & Chairman of the Sobha Group to build his newly established Architectural Practice into a more streamlined and effective business.

As the Design Director at Sobha Group, he is responsible to provide strategic oversight and management of daily business operations, supervising a staff of over 100 professionals.

Implementation of quality assurance standards, protocols to support best business practices and ensuring regulatory compliance is of paramount importance and in sync with the Sobha quality standards. With a cumulative experience of 27 years, he has attained comprehensive experience in creative design and operational leadership. He uses these core skills to establish and operate Sobha's design firm and business which is geared to provide consultative services in construction management and project lifecycle capacities.

JAMES MARVIN



**Head – PNC Architects
Sobha Group**

At PNCA as Head of the Studio and reporting directly to the CEO of Sobha Development, James's responsibilities are to lead and inspire globally competitive designs and to ensure timely and accurate documentation by coordinating, monitoring, reviewing & managing all disciplines, MEP, Structure, Interior Design, Landscape Design, and Architecture.

James was educated at the University of Texas and licensed as an Architect by the State of Texas in 1986. He started his architectural practice in 1988 and ran a successful Design and Build business for 10 years before being invited to Europe by an International Charity developing orphanage and medical facilities in Eastern Europe. In his previous stints he was associated with leading real estate players both in UAE and UK

OLAF WAGNER



**Head – Quality & Technology
Sobha Group**

A seasoned professional in the field of architecture, engineering and construction (AEC) with more than 27 years of work experience possessing a Master Craftsman in Civil construction and a BA in Architecture education from Germany. In his current stint with Sobha Group, he oversees and engages in project design and implementation using an independent technical inspection regime from developers side which is spearheaded by German Master Craftsmen ensuring European/German Master Quality utilizing internationally renowned construction productivity software.

