

# THE FINAL CHAPTER



***DAMAC TOWERS***

*by Paramount Hotels & Resorts*

DUBAI





## HOLLYWOOD

Hollywood has always been more than just a destination. It's a living, breathing world of mystique and imagination. A peek behind the curtain where dreams and reality are one and the same.

"THERE'S A WHOLE OCEAN OF  
OIL UNDER OUR FEET! NO ONE  
CAN GET AT IT EXCEPT FOR ME!"

THERE WILL BE BLOOD {2007}



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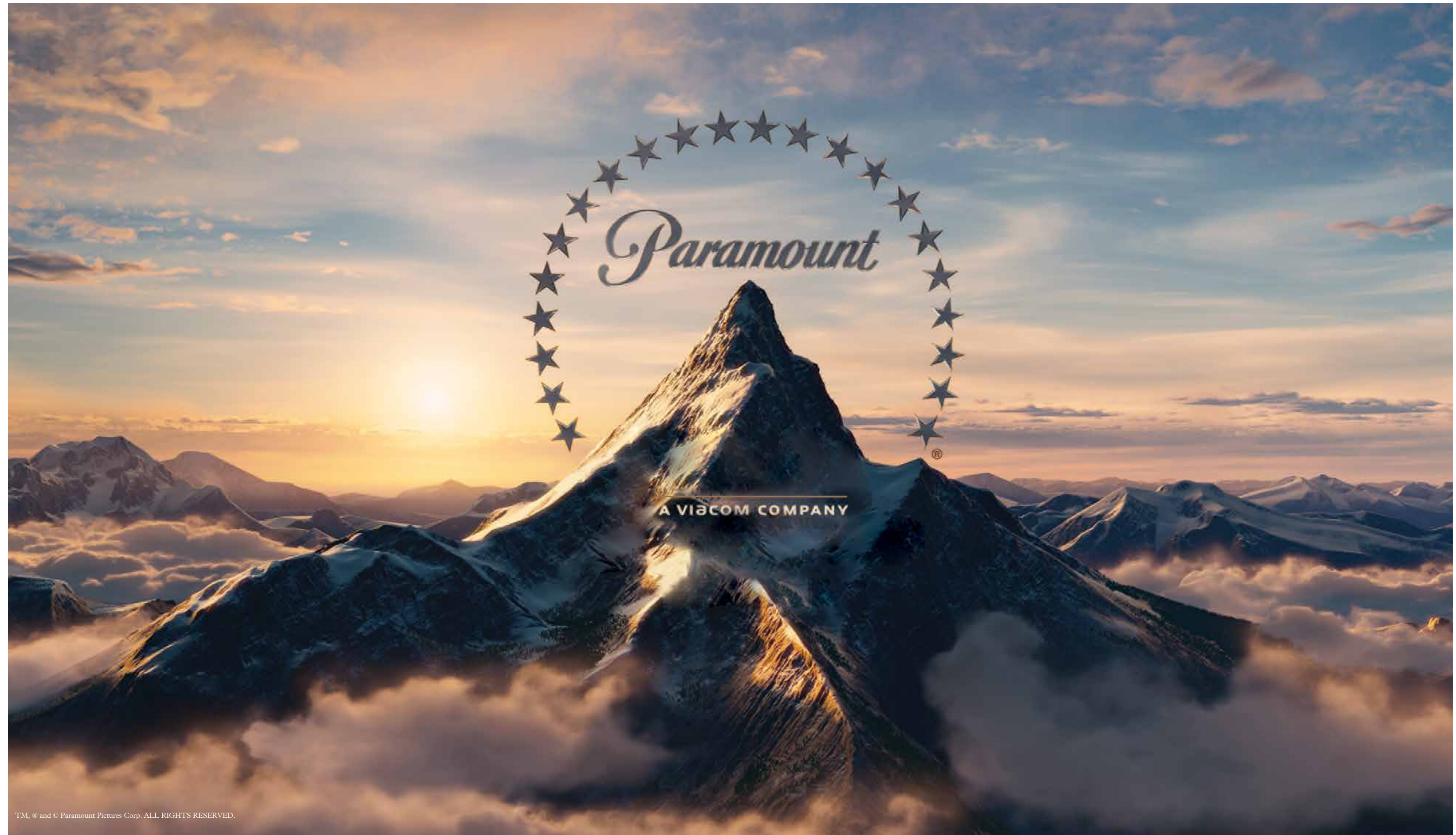


## PARAMOUNT HOTELS & RESORTS

The Paramount mountain surrounded by 22 stars: a name and icon synonymous with entertainment and, above all, creativity. Paramount has always been known for exceptional filmmaking. But today, the brand stands for more – for adventure and escape. In short, it symbolises a lifestyle that's deeply embedded in global culture.

“IT’S NOT THE YEARS, HONEY,  
IT’S THE MILEAGE.”

INDIANA JONES - RAIDERS OF THE LOST ARK {1981}





## FOR CREATIVES

For the creative. From the creatives. The Paramount Hotels & Resorts novel brand of hospitality has been designed with the creative in mind, but its appeal is to the visionary in everyone. The Paramount Hotels & Resorts promise draws its energy from and contributes back to the spirit of the creative classes. Growing in both size and reach, they are an inspirational psychographic and hugely influential force, encompassing the media, music, design, fashion, publishing and the arts.

Paramount Hotels & Resorts will stage a series of dynamic and sensory experiences in city and resort locations across the world; experiences that live up to the mantra of producing hospitality that is unmistakable, unforgettable and consequently, unmissable. Paramount Hotels & Resorts will employ the same, tried and tested production process pioneered by Paramount Pictures in the studio, to direct, design and detail a world-class experience. The guests in our audience will be led on a journey that delights the eyes and engages the emotions.

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“I’M GONNA MAKE HIM AN

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OFFER HE CAN’T REFUSE.”

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THE GODFATHER {1972}



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## CALIFORNIA COOL

California isn't just a dream of stardom. It's a promise of a more harmonious life that balances work and play, excitement and serenity, city and nature. It's a lifestyle that is multi-faceted and coveted the world over. Elements of the California lifestyle are transported to Dubai with warm and welcoming spaces that are effortlessly sophisticated as well as glamorous.

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"A DRIVER DON'T

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PICK THE CAR. CARS

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PICK THE DRIVER."

TRANSFORMERS {2007}



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## ESCAPE

The feeling of losing yourself in a story is a universal truth. Paramount Hotels & Resorts build and operate wholly immersive environments where guests can enjoy that wonderful feeling of freedom that comes from fantasy. Our properties will provide an entertaining transport from the mundane to the extraordinary.

“YOU WANT TO KNOW

SOMETHING FUNNY?

YOU ACTUALLY MADE

ME THINK ABOUT THE LAW.”

THE FIRM (1993)



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## MYSTERY

Magic is an art that is difficult to understand and even more puzzling to explain. Our hospitality will feature an artful mystique. Intrigue, sensuality and romance will go far to explain our attraction.

“YOU’RE ONLY  
SUPPOSED TO  
BLOW THE BLOODY  
DOORS OFF!”

THE ITALIAN JOB (1969)



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## INNOVATION

Creativity fuels our purpose: to imaginatively and collaboratively produce original hospitality experiences that are directed, designed and detailed. We are determined to attract and support exceptional talent to design extraordinary experiences and we'll apply technology as an enabler, not an end in itself.

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"I AM VULCAN, SIR.

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WE EMBRACE

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TECHNICALITY."

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STAR TREK INTO DARKNESS (2013)



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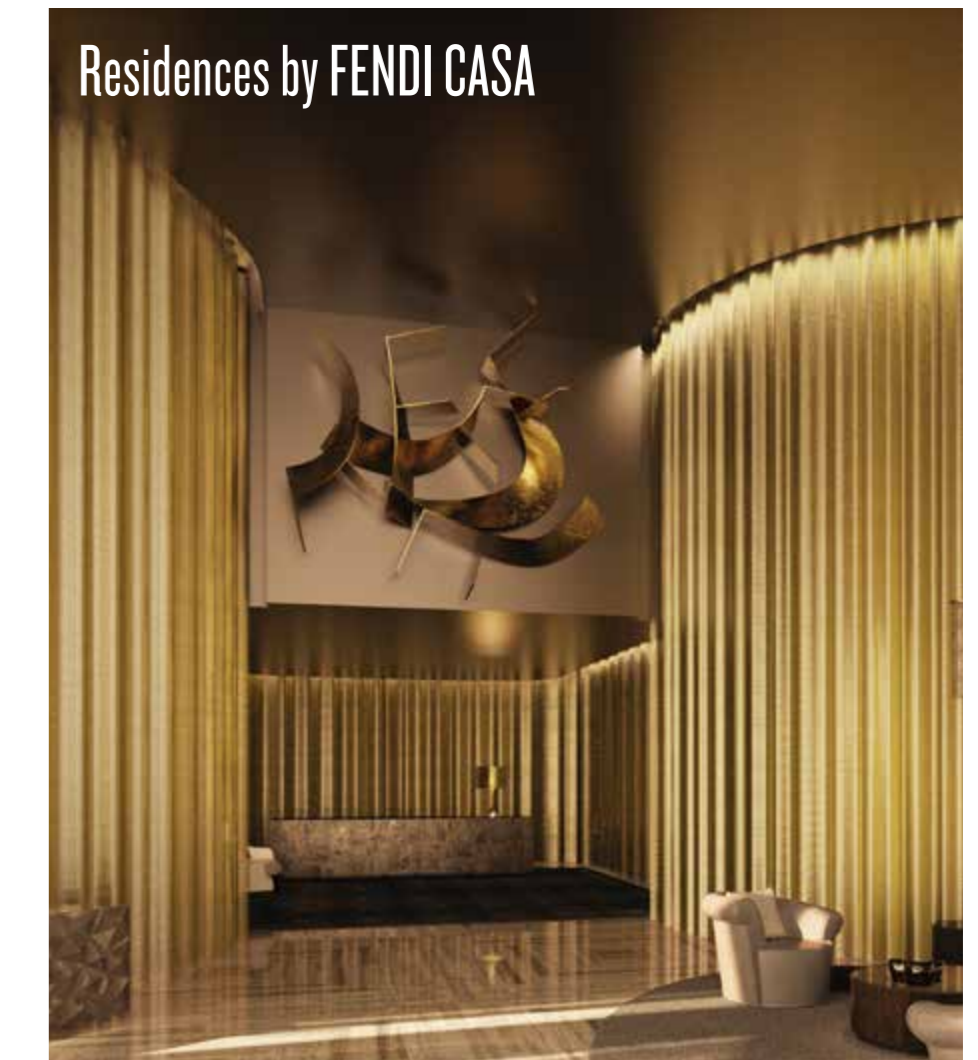
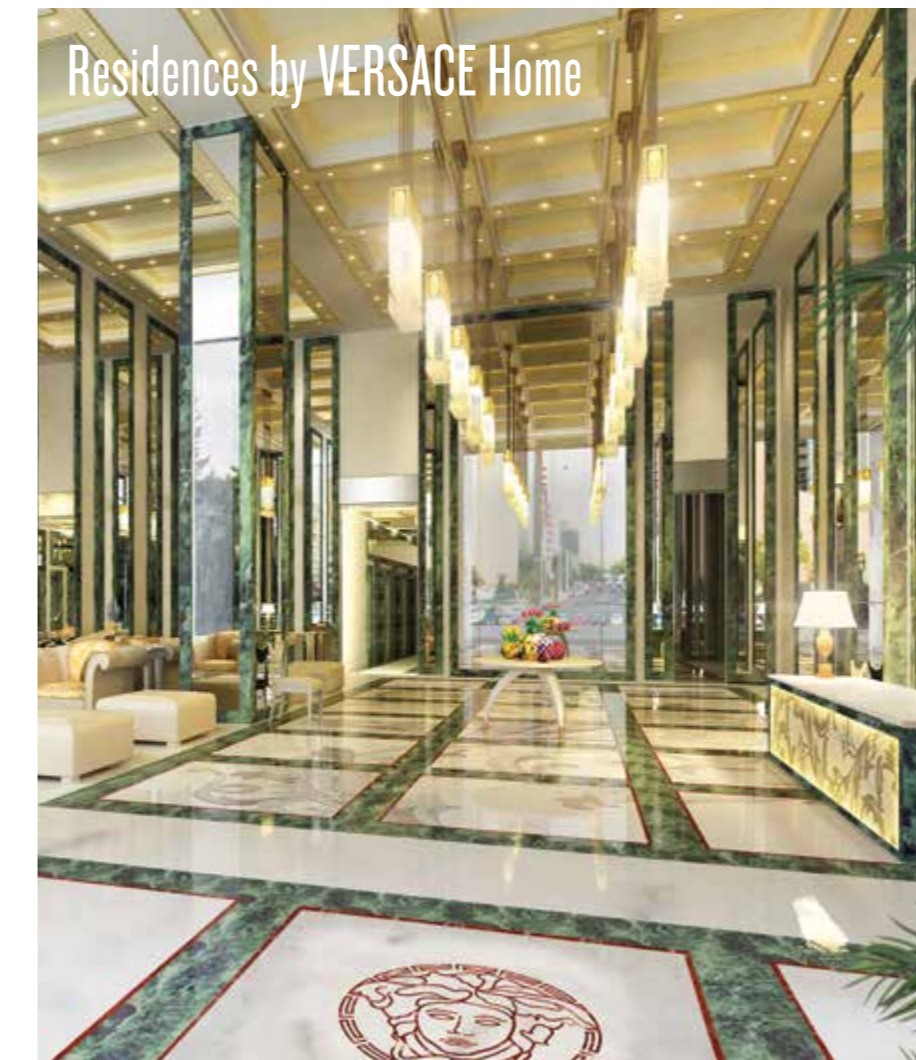
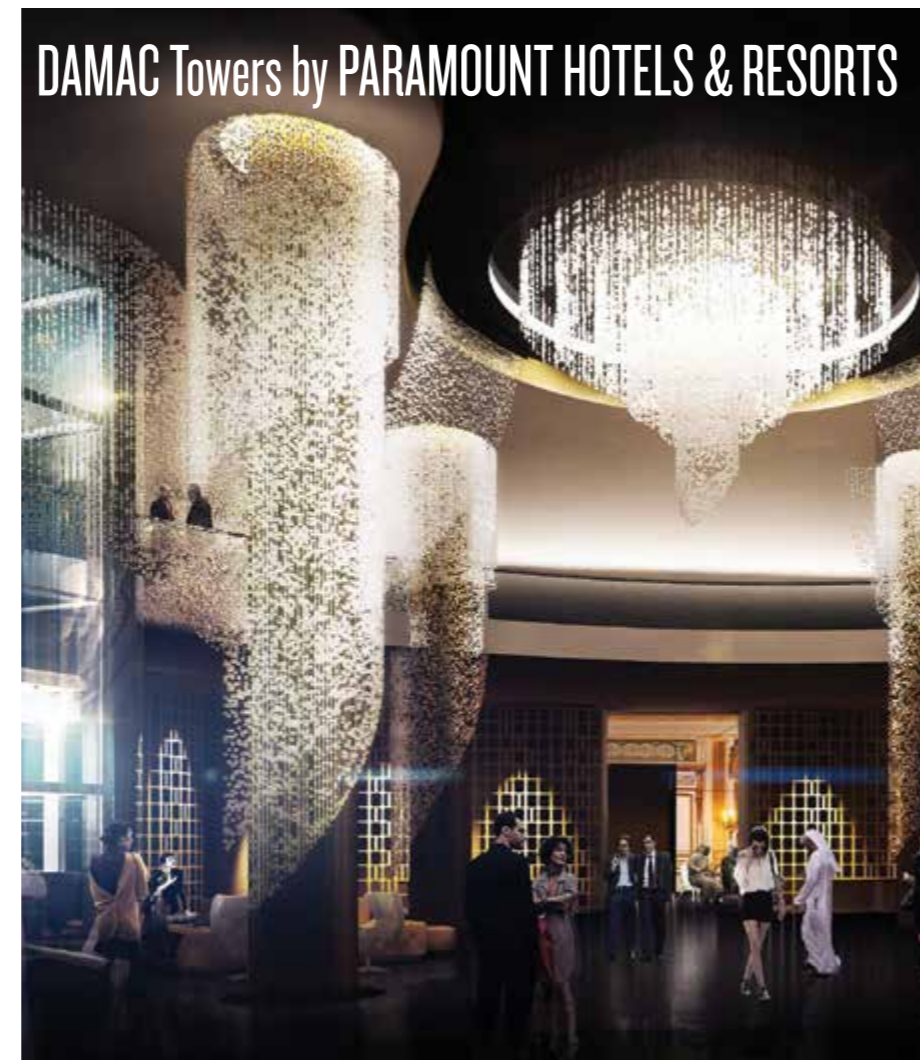
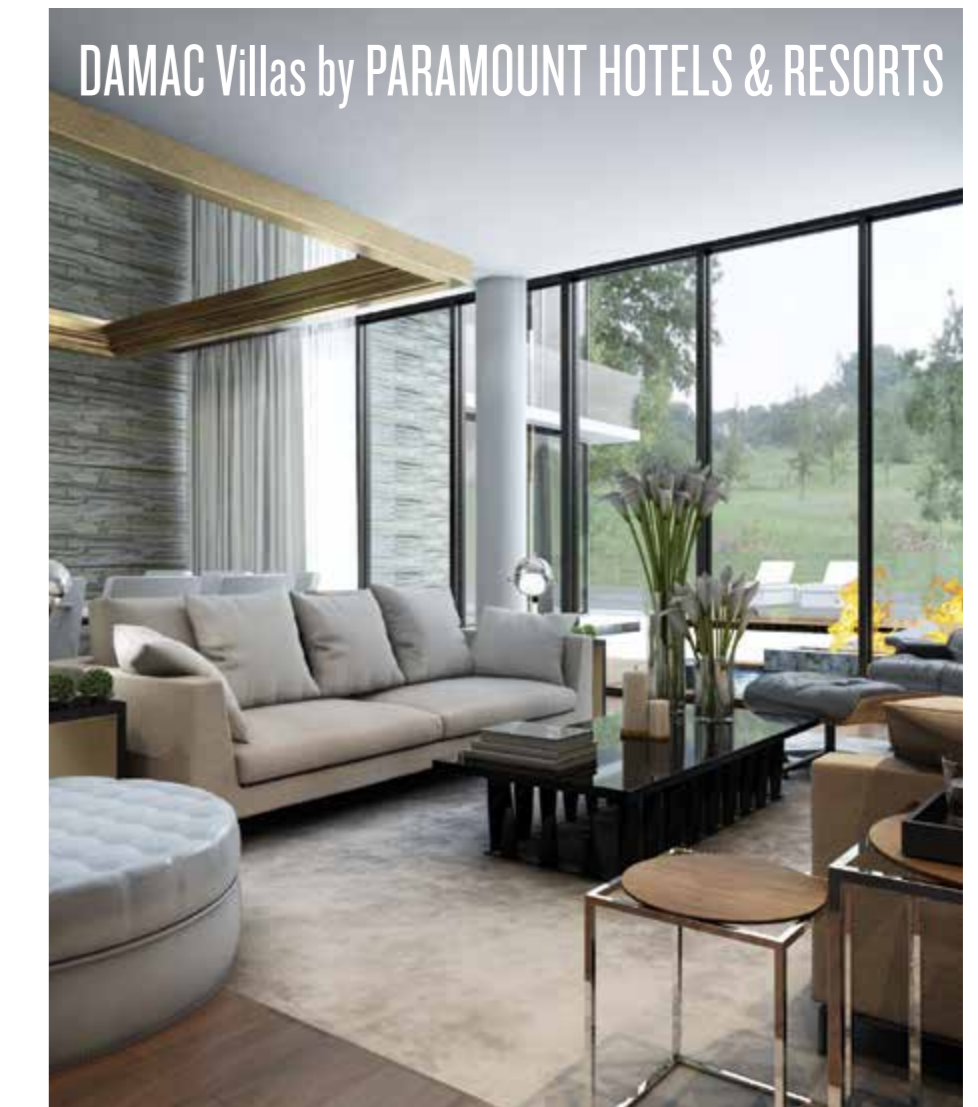
# PRODUCED BY **DAMAC**

The superior design and details of DAMAC developments are a result of working with the finest craftsmen and women, and associations with key partners. DAMAC has partnered with prestigious names such as Versace, Fendi, Trump and now Paramount Hotels & Resorts, to produce beautiful residences and business towers that make a stunning statement.

In just a few short years, the Dubai skyline has become one of the most envied and recognised in the world. Its beautiful horizon is lined with iconic buildings and structures that have defined the city's identity. Leading the way with innovative design and daring architectural flair is DAMAC Properties.

To date, DAMAC Properties has completed almost 14,000 units and currently has a development portfolio of over 37,000 units at various stages of planning and progress. DAMAC Properties' hospitality portfolio will extend to reach around 13,000 units of hotel rooms, serviced hotel apartments and serviced villas.\*

\*As of 31st March 2015.









## BURJ AREA THE HEART OF DUBAI

Life comes alive in the buzzing Burj area with sights and sounds reminiscent of the world's greatest cities. This highly sought-after iconic hotspot is where world-class shopping, epicurean adventures and high-octane festivities converge.

Your luxury hotel apartment is right in the midst of an exquisite world of speciality dining restaurants, cafés, shopping malls, and landmark icons. Dubai International Financial Centre, educational institutions, medical facilities, museums, art galleries and Dubai International Airport are also nearby.

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“TOWER, THIS  
IS GHOST RIDER  
REQUESTING A FLYBY.”

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TOP GUN {1986}





## DAMAC TOWERS by PARAMOUNT HOTELS & RESORTS

DAMAC Towers by Paramount Hotels & Resorts is an iconic hotel and residence complex located in the heart of the stylish Burj area, Dubai. This four tower development comprising 1,400 luxury serviced hotel apartments in three towers, will offer sumptuous living with a Hollywood flavour. The fourth tower will house the world's first Paramount Hotels & Residences.

The four towers which make up DAMAC Towers by Paramount Hotels & Resorts are brought together with a multi-level plaza, offering an eclectic selection of speciality dining, screening rooms, wellness centres, swimming pools, kids club and retail, including a Paramount Hotels & Resorts merchandise store. Each tower stretches over 250 metres into the air.

“MY MAMA ALWAYS SAID LIFE  
WAS LIKE A BOX OF CHOCOLATES.  
YOU NEVER KNOW WHAT YOU’RE  
GONNA GET.”

FORREST GUMP (1994)





## PARAMOUNT HOTELS & RESORTS

Paramount Hotels & Resorts has been originated to translate the same bold imagination and inspiring talent into an innovative and refreshing guest experience.

The hotels, resorts and residences produced by Paramount Hotels & Resorts will be developed using the creative process honed over Paramount's 100-year history.

Warm service, design, entertainment, food and beverage as well as spa and fitness concepts will combine magically to mark a new chapter for the brand and to set a rare standard in luxury hospitality.

Each property will be conceived as a major release and will be crafted by a team of uniquely creative people, working together in a uniquely creative process. The reassuring signatures of the Paramount brand will be complemented by accents of local colour.

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“IN THE MORNING,  
I’M MAKIN WAFFLES!”

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SHREK {2001}





## STAR ATTRACTION

The star attraction of DAMAC Towers by Paramount Hotels & Resorts is the magnificent and luxurious Paramount Hotels & Residences, with 801 bespoke styled hotel rooms and residences.

The development houses restaurants serving world-class cuisine, stylish modern lounge bar, dedicated swimming pool, tranquil wellness and fitness centre, kids club and a professional meeting and events facility.

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"I DON'T THINK

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YOU COULD TIE

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YOUR SHOES

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WITHOUT ME."

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IRON MAN {2008}



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## THE STAGE IS SET

In Hollywood it's rare that you get the chance to top your first big hit. But after you've seen the famous Paramount Studio Gate, the lobby is a sequel that's even more impressive.

A sophisticated yet inviting space, it features contemporary design cues and the signature style of a major Hollywood studio. Subtle lighting, video-mapped surfaces, and a theatrical high ceiling set a backdrop that personify the essence of cinematic styling.

"I'M MORE AFRAID  
OF BEING NOTHING  
THAN I AM OF  
BEING HURT."

DAYS OF THUNDER {1990}





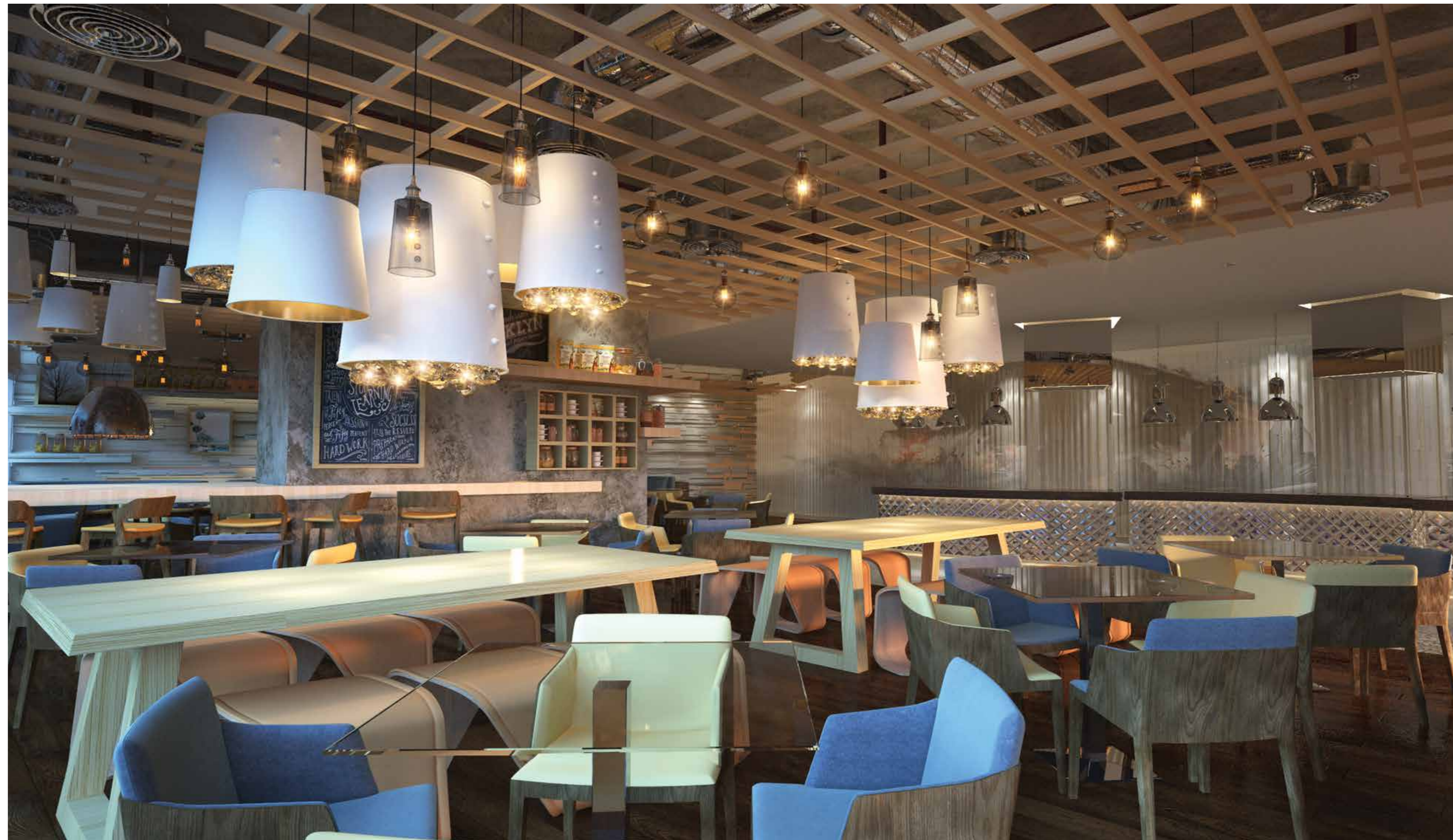
## EAT AND DRINK

An important part of the guest's journey, and a dynamic form of entertainment in their own right, are the contemporary, timeless, and memorable dining options. A table of global delicacies will be set, with alluring aromas of nine exceptional dining outlets that serve up an eclectic celebration of flavours.

From modern Lebanese fare and family friendly casual dining to a gourmet grocer and an Italian pizzeria, there will be something to tempt every taste imaginable. Each food and beverage outlet will be sprinkled with Paramount branded themes from iconic films and distinct Hollywood flavours, from the interior design to the menu.

"IF I LET YOU KNOW  
WHERE I'M GOING,  
I WON'T BE ON HOLIDAY."

MISSION IMPOSSIBLE II {2000}





## SWIMMING POOL

Whether you desire an invigorating swim or effortlessly lounge by the poolside soaking up the sun, the temperature-controlled swimming pool is the best excuse to wind down and relax with a nicely chilled beverage.

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“WAS THAT SEAT HOT

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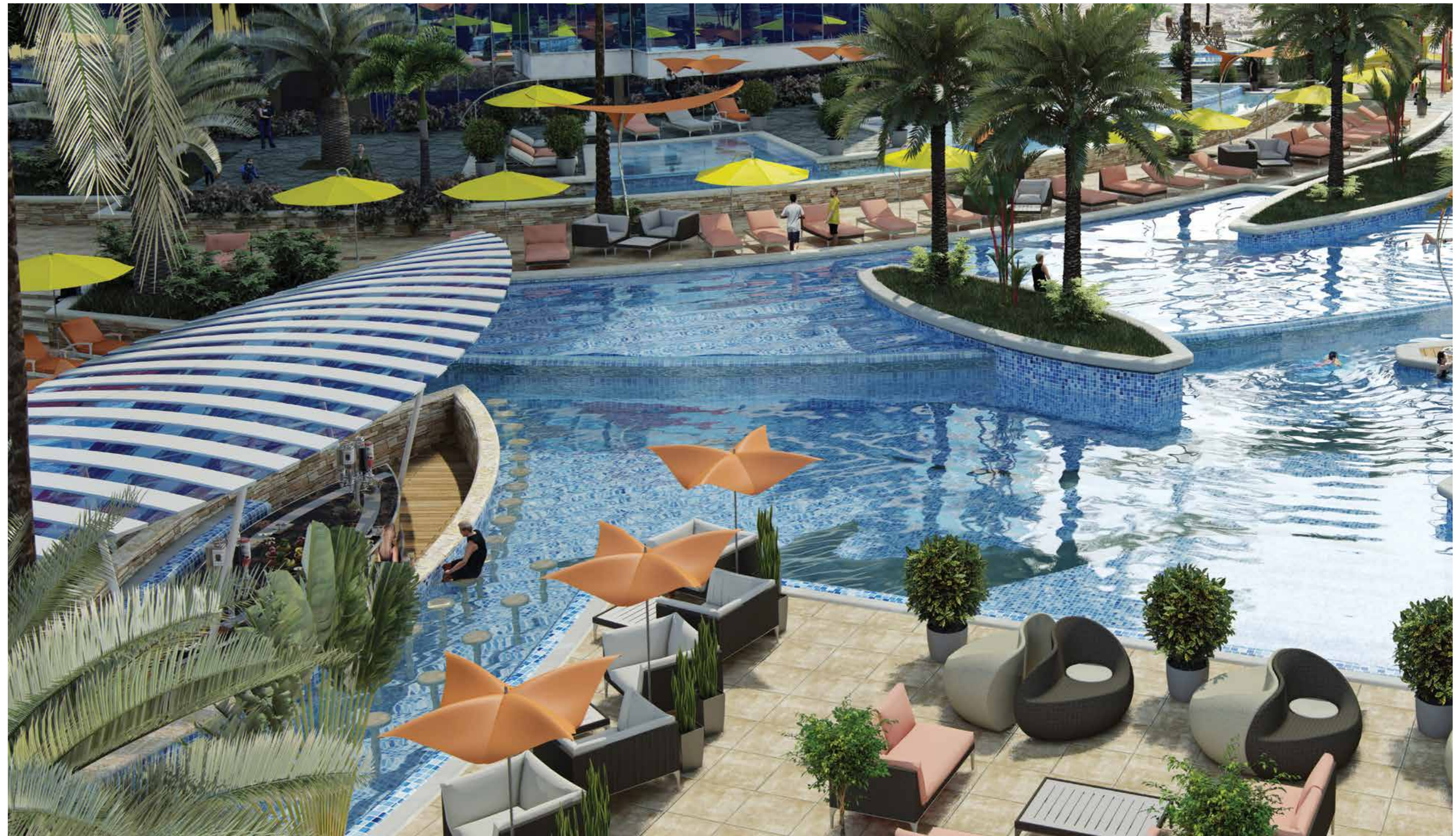
OR WHAT?

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“I FEEL LIKE A WHOPPER.”

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PLANES, TRAINS & AUTOMOBILES {1987}





## FITNESS AND WELLNESS

The Paramount brand of fitness and wellness is reserved for the health conscious and those drawn to the allure of a West Coast lifestyle. It's a next generation, celebrity-level concept that offers not only cutting-edge facilities and design but an entertaining and interactive wellness experience.

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"A GREAT DAY, COMRADES!"

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WE SAIL INTO HISTORY!"

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THE HUNT FOR RED OCTOBER {1990}





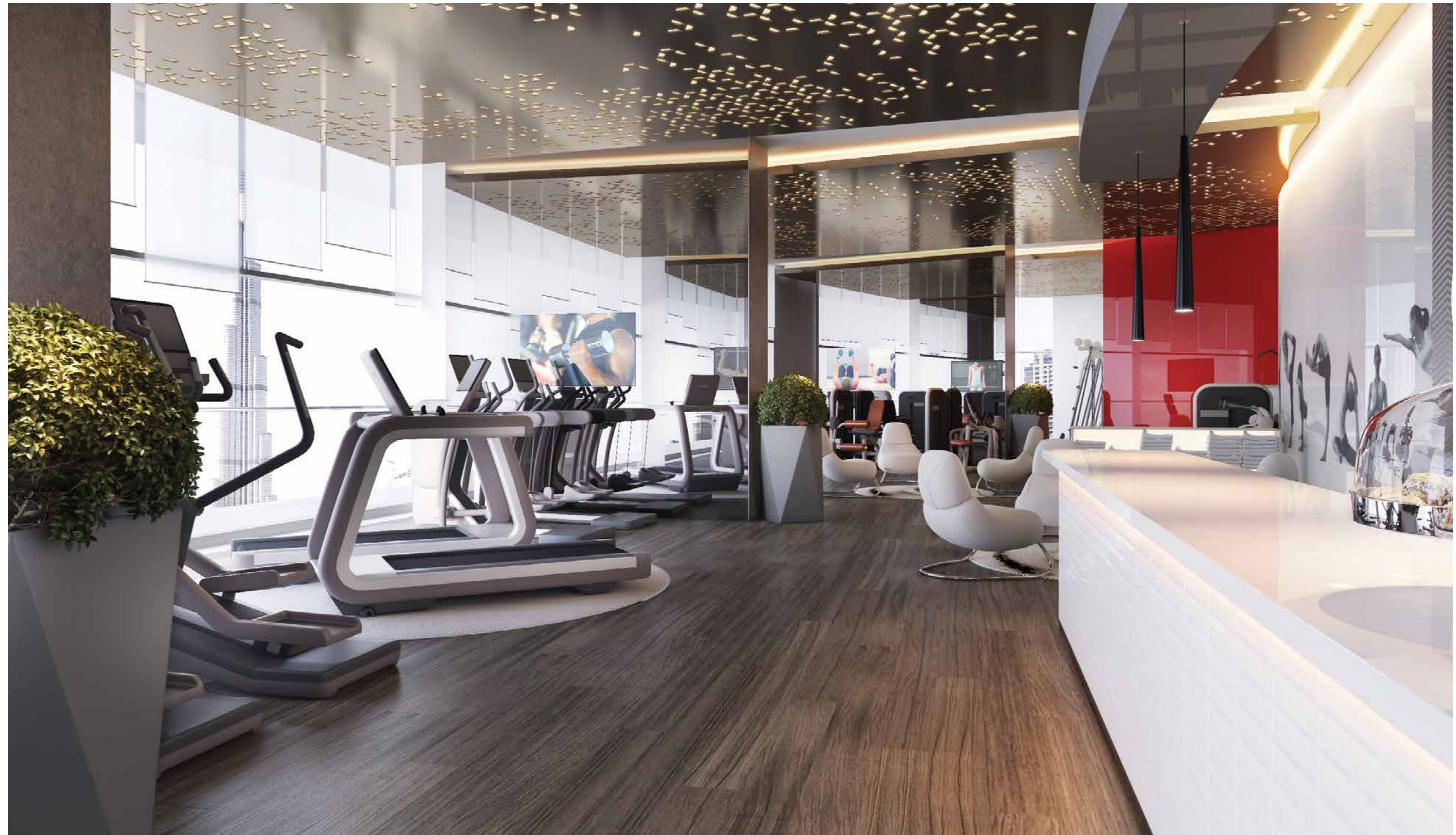
## FITNESS CENTRE

A well-equipped fitness centre is designed to meet the needs of business and leisure travellers.

Paramount Hotels & Resorts will partner with personal trainers, yoga teachers and skin-care specialists to the stars to create exclusive, customised programmes, activities and products not available anywhere else.

“HE’S STUCK,  
THAT’S WHAT IT IS.  
HE’S IN BETWEEN WORLDS.”

GHOST {1990}





## SCREENING ROOM

A social centrepiece of every Paramount Hotels & Resorts property is an intimate projection-screen cinema. Modelled on the professional screening rooms in the Studios at Paramount, each cinema will offer reserved seating in luxury chairs and a full food and beverage service.

“MAYBE SAVING PRIVATE RYAN  
IS THE ONE DECENT THING  
WE DID IN THIS WAR.”

SAVING PRIVATE RYAN {1998}





## RETAIL AREA

Paramount Hotels & Resorts' retail offering is the perfect combination of global luxury and California cool, like Rodeo Drive. All of the brands and products will be carefully selected and curated to ensure that they deliver the cachet and sensibility that guests expect from Paramount Hotels & Resorts.

Relevant international luxury brands will mix with other authentic local and regional experiences such as art galleries, artisan services or antiques sellers to provide a meaningful sense of place.

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"WE HAVE 83 ROOMS.

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WHY CAN'T YOU LIVE

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IN THE HOUSE?"

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LARA CROFT: TOMB RAIDER {2001}





## LIVE

Your state-of-the-art living room is ideal for business and pleasure. Designed with a 'studio' feel, the living room is equipped with spacious work areas, lounge-style seating and high-end digital presentation equipment.

"WE WILL MEET  
AGAIN WHEN WE  
ARE BOTH CATS."

VANILLA SKY {2001}





## SLEEP

Your one, two or three bedroom apartment is the ultimate signature of luxury. You can see attention to detail in every aspect of this icon; be it the architectural finesse, thoughtful space allocation or the endless opulent appointments.

“ALL MY LIFE I COULD  
DO ANYTHING. EXCEPT  
THE ONE THING I WANTED.”

THE HOURS {2002}





## THERE'S NO PLACE LIKE MAISON

Where else can you enjoy the warmth of home, coupled with service beyond that of the best hotels?

DAMAC Maison is the only luxury brand of its kind, combining opulent architecture and design with the welcoming informality of your own home. Only we combine the highest service levels with a personal touch that will make you feel uniquely well looked after.

Towers A, B and D at DAMAC Towers by Paramount Hotels & Resorts will house the most luxurious hotel apartments, managed and operated by DAMAC Maison.





## COLLECTING RENT HAS NEVER BEEN SO RELAXING

Stay in or rent out your DAMAC Maison apartment as you wish. It's totally flexible. And should you choose to let it out, our team handles it all for you.





## GIVE YOUR KIDS THE NIGHT OFF

Our hotel apartments have a Kids Club, so you can go out knowing that your children will have as good a time as you. Enjoy the best of family and city life.





## THE ULTIMATE HOME FOR THE IMPECCABLE HOST

Welcome a crowd to your new DAMAC Maison hotel apartment, with separate entertaining space and full kitchen. Plenty of room to make everyone feel at home.





## THE KEY TO YOUR APARTMENT IS THE KEY TO THE CITY

To bring our residents the best of Dubai, we've created a new kind of concierge team. Fancy last-minute tickets to a sold-out show? They have ways of making it happen.





## GO TO A SEVEN-STAR RESTAURANT IN YOUR PYJAMAS

Go one better than room service. Get a chef to prepare a banquet in your own kitchen. Or you might prefer to have a top-notch tailor, manicurist or hairdresser visit you in your apartment.





## TAKE THE ELEVATOR TO INNER PEACE

Visit the wellness centre in one of our towers and enjoy 1,000 square metres of heaven, to explore, relax and unwind.

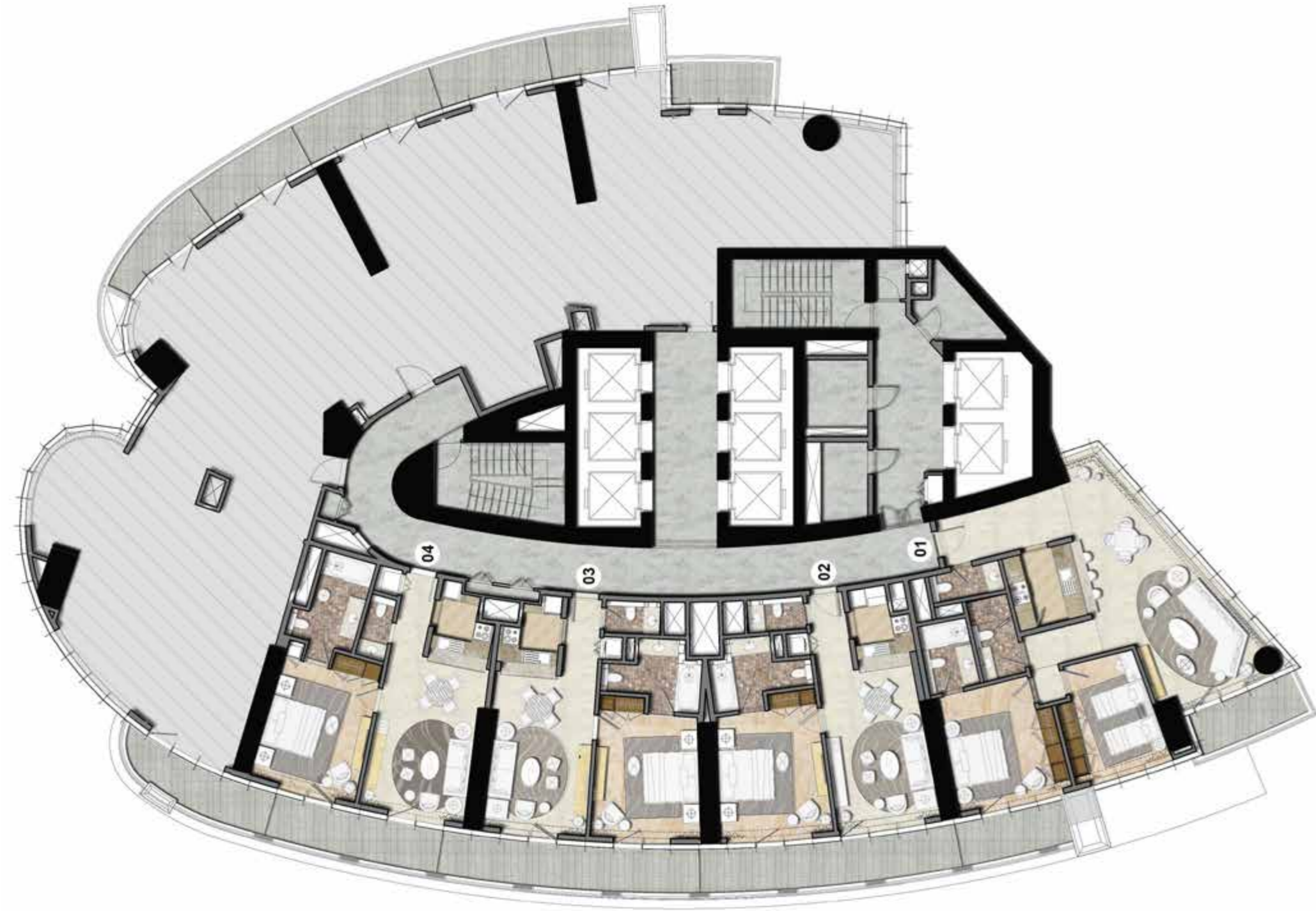




TYPICAL

FLOOR PLANS

25

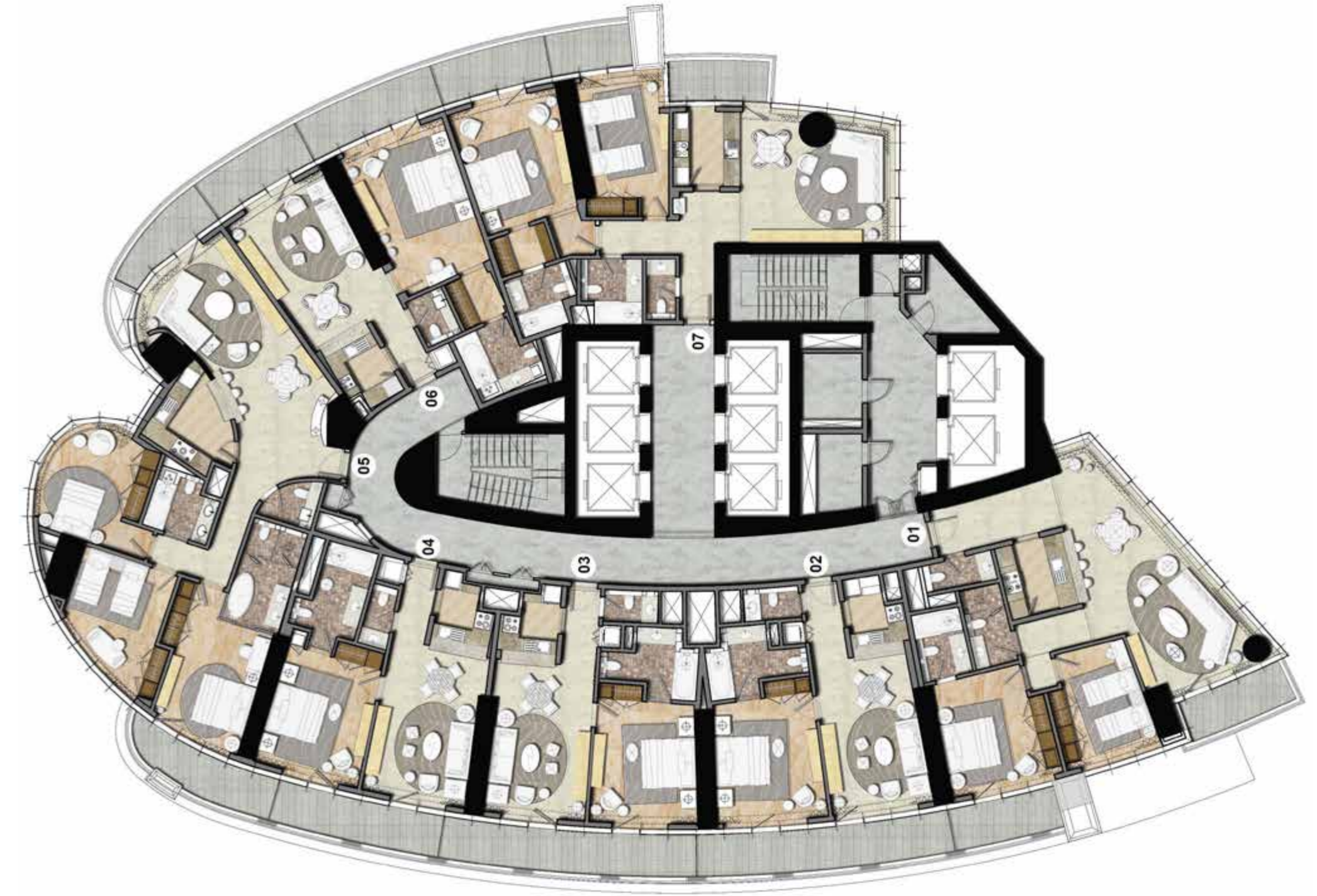


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TYPICAL

FLOOR PLANS

26 TO 46



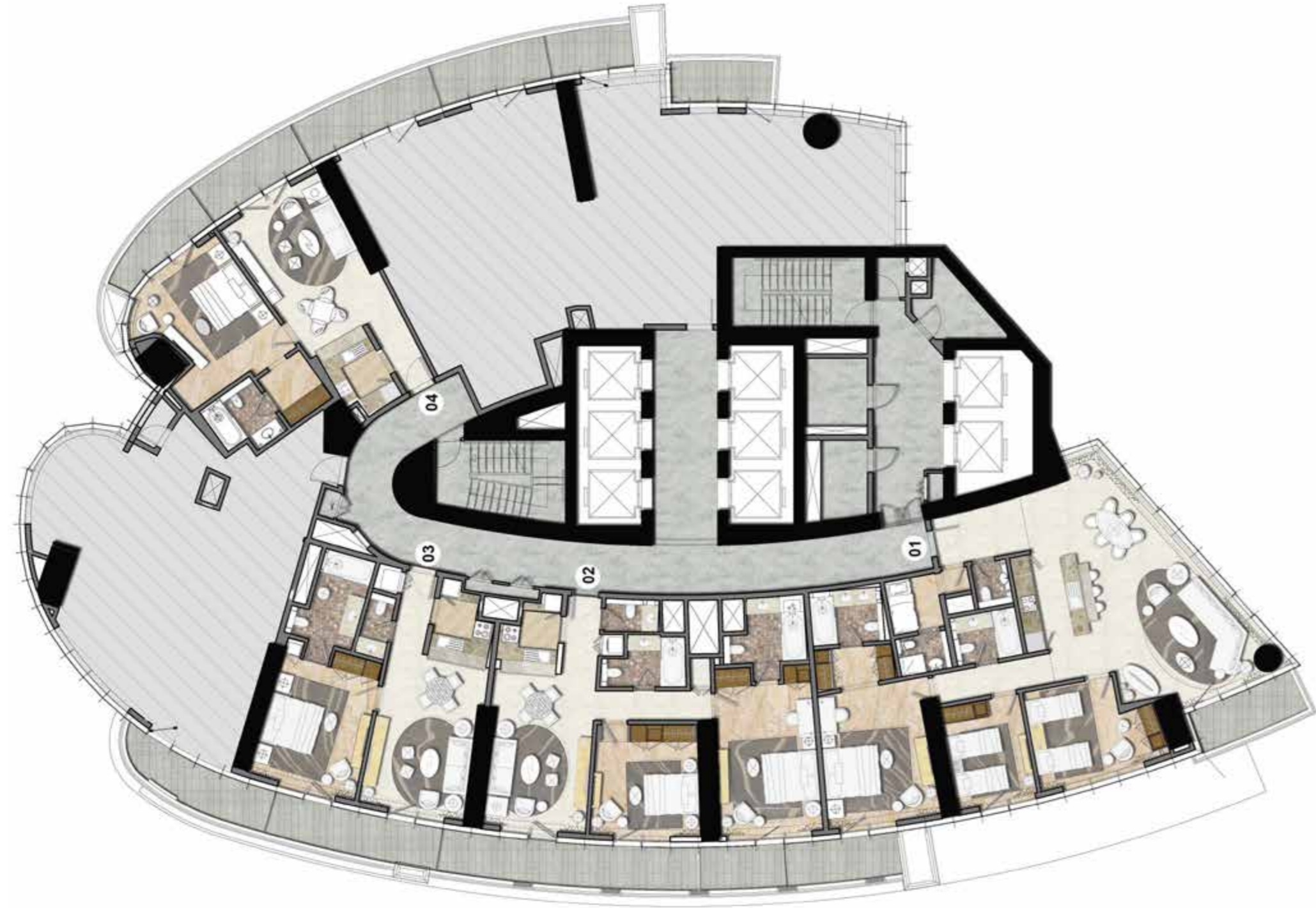
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TYPICAL

FLOOR PLANS

47

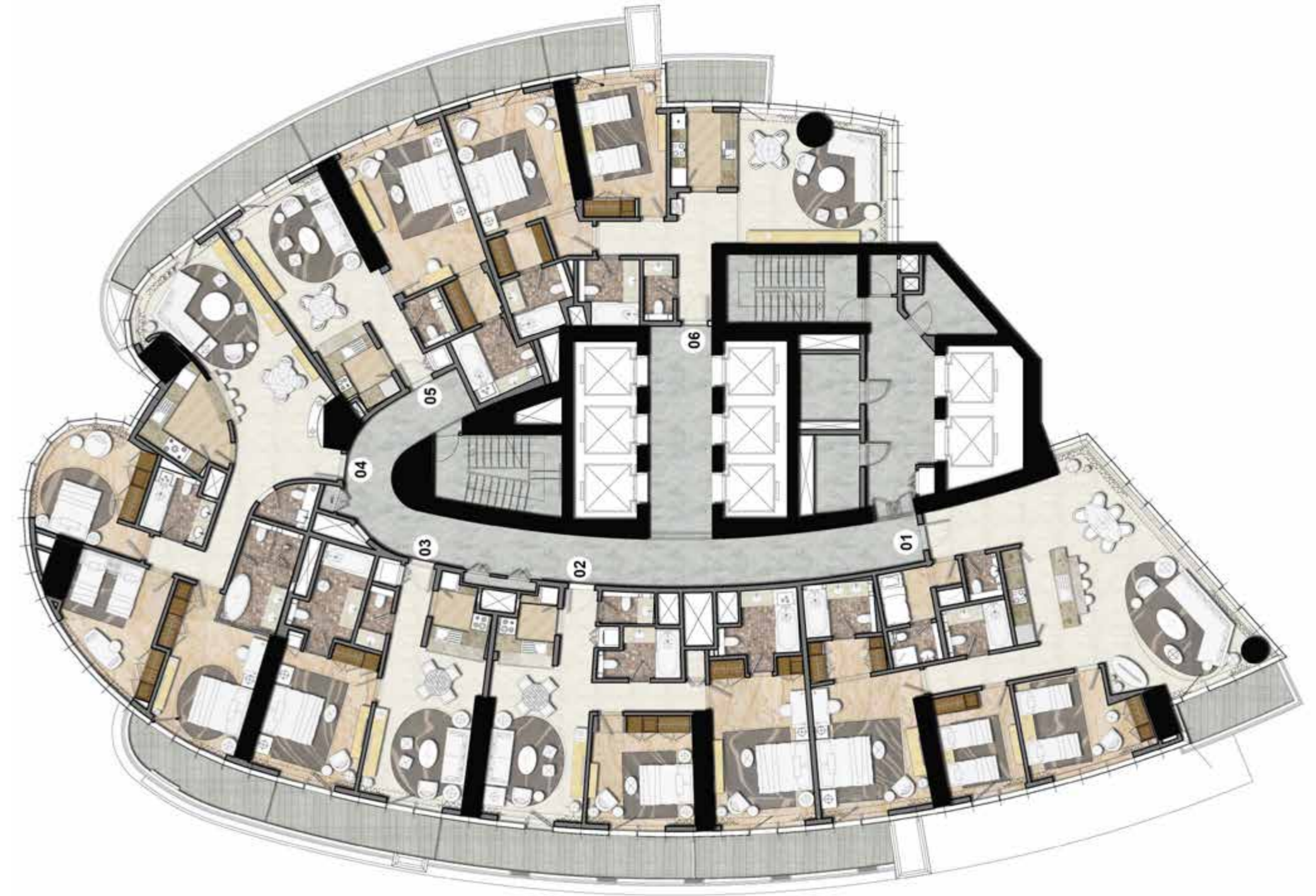


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TYPICAL

FLOOR PLANS

49 TO 67



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