
SHEIKH ZAYED ROAD, DUBAI
LIFE IN DISPLAY
IMTIAZ
RAW
DISTRICT II
DUBAI

DESIGNED FOR THE DOERS





RAW IS THE STAGE PEOPLE BRING THE CULTURE

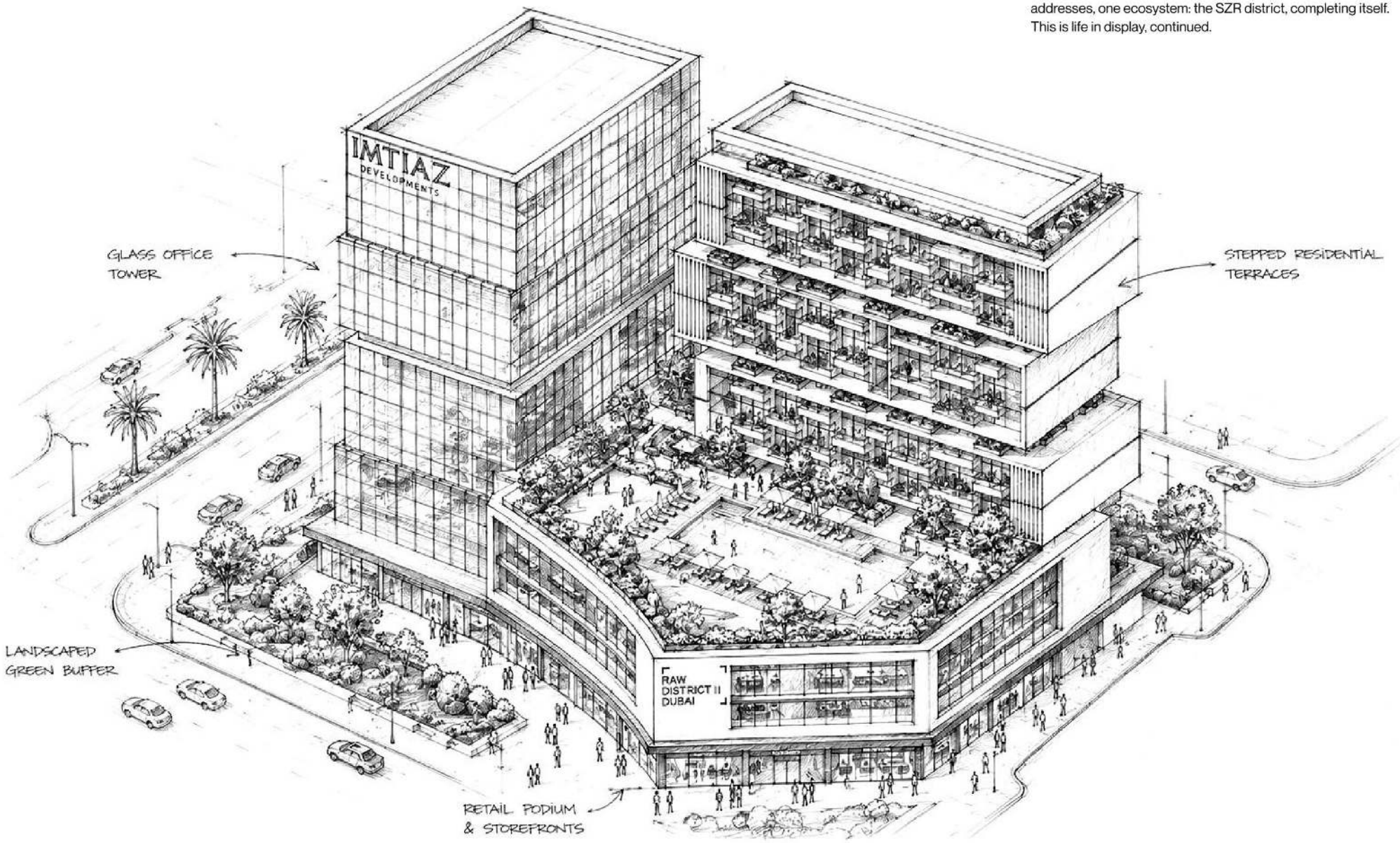
Culture evolves with every person, every idea, and every interaction.


IMTIAZ
IMTIAZ
RAW
DISTRICT II
DUBAI


WHERE
IDEAS
THRIVE
The best ideas need more than space. They need the right environment.

THE RAW DNA

Raw District is not a residence and not an office. It is an urban lifestyle philosophy, a declaration of shared DNA. A short walk from the first, fronted by its own park, a second building rises on Sheikh Zayed Road under the same beliefs, the same finishes, the same name. The first gave the district somewhere to live. This gives it somewhere to build. Two addresses, one ecosystem: the SZR district, completing itself.
This is life in display, continued.




IMTIAZ
IMTIAZ
IMTIAZ
RAW
DISTRICT II
DUBAI


IMTIAZ
IMTIAZ
RAW
DISTRICT II
DUBAI



LIFE IN DISPLAY

Raw District. 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 RHYTHM

A story continued. A future reimagined.
Defined by people who will shape what's next.




IMTIAZ
IMTIAZ
RAW
DISTRICT
DUBAI



A PARK AWAY

A district connected by nature.

Step out and the city doesn't begin with traffic. It begins with a park. 80,000 square feet of flame trees that set the front of the district alight every summer, and on the far side, the metro. Getting there isn't a commute. It's an experience: a walk through colour, under canopy, before the day has even started. The first Raw District set the standard on Sheikh Zayed Road. The second gives the corridor its centre of gravity.



METRO STATION
A park away

PALM JEBEL ALI
10 minutes

EXPO CITY
10 minutes

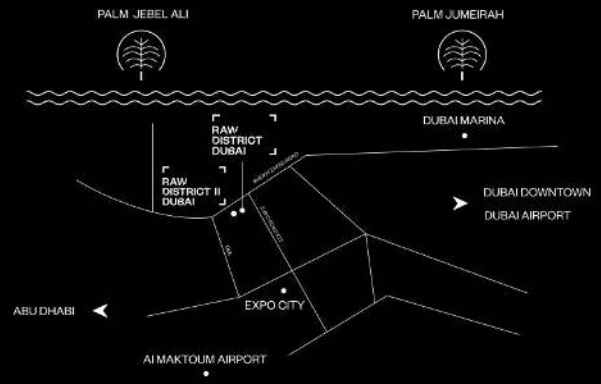
DUBAI MARINA
15 minutes

PALM JUMEIRAH
20 minutes

AL MAKTOUM INT'L AIRPORT
25 minutes

DUBAI INT'L AIRPORT
30 minutes

ABU DHABI
50 minutes



CONNECTED YET CALM

The proximity to the Metro Station places you close enough to move instantly, yet far enough to stay in control. The city stays accessible. Your space stays yours.



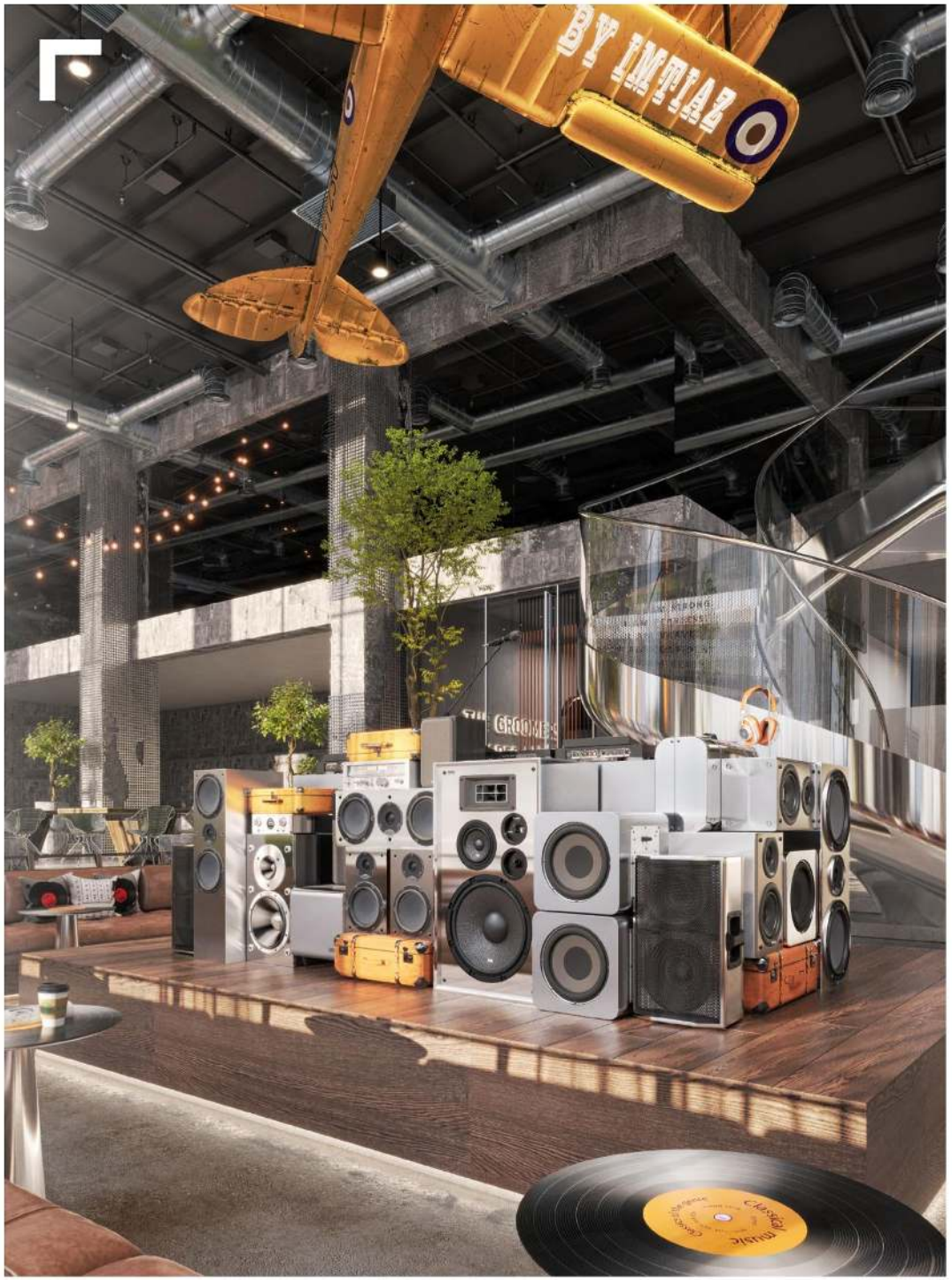



IMTIAZ
IMTIAZ
IMTIAZ
RAW
DISTRICT II
DUBAI


IMTIAZ
IMTIAZ
RAW
DISTRICT II
DUBAI
GUCCI



ALWAYS IN MOTION

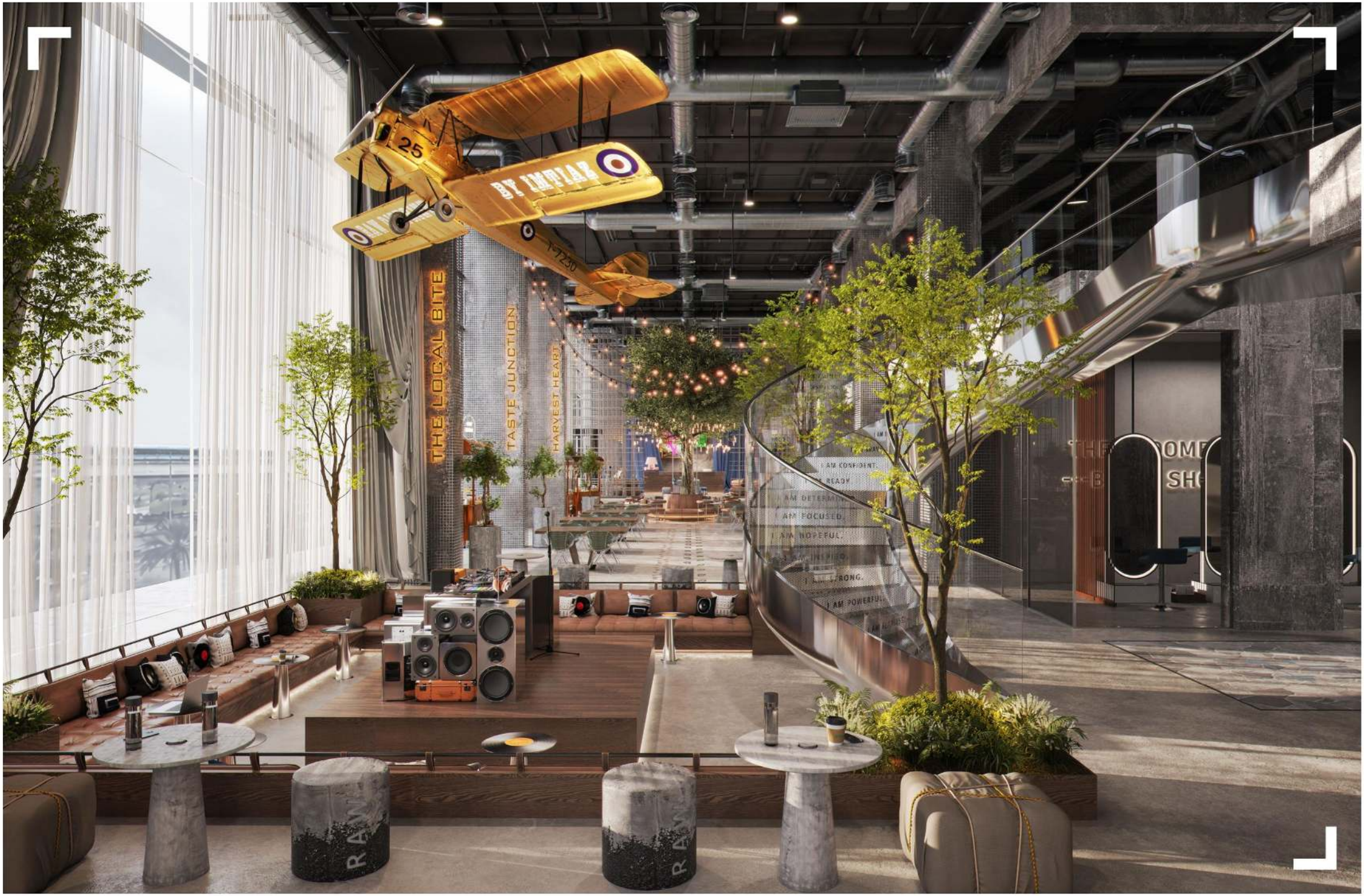


BEAT OF THE DISTRICT

Always on. Always alive.

More than a space to pass through, this is where the district comes alive. A place where music, conversation, coffee, and community come together, creating a social scene that's always in motion. A gathering point shaped by culture, connection, and the rhythm of everyday life.




THE LOCAL BITE
TASTE JUNCTION
HARVEST HEART
25
I AM CONFIDENT.
I AM FOCUSED.
I AM HOPEFUL.
I AM POWERFUL.
RAW
RAW

An icon suspended in motion.

More than décor, the vintage aircraft becomes an installation artwork within Raw District 2. 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.







STILL
NEVER STATIC

Ferrari F8 Tributo 2023. A permanent feature at Raw District 2. Transforms the room without competing for attention. It quietly resets the atmosphere, shaping how the space looks and feels. Not just something you see, but something you sense the moment you walk in.

Lift off, level up.

Somewhere between floors, the wait stops being a wait. It becomes a place for unplanned conversations, the kind that just happen, somewhere between the ground floor and wherever you're headed. Even the shortest ride here holds room for a different way of thinking.



A SYSTEM NOT A LIST

Designed for momentum, not just moments.

Amenities designed for collision. Ideas move from thought to prototype, from voice to broadcast, from concept to something people can step into. Each space has a role, but none stand alone. The lab feeds the studio. The forum challenges the stage. The rally turns moments into momentum. This is not a collection of amenities. It is a system built to keep things moving.



THE DESIGN LAB

Print and prototyping. Where the idea stops being a slide
and becomes a thing you can hold.

THE STUDIO

Podcast, media and photography rooms.
Your voice, your work, broadcast-ready.

THE FORUM

A stepped amphitheatre for talks, screenings and demos.
Sit on the steps. Watch something start.

THE STAGE

A bookable stage and event space for 50 to 70.
Launches, showcases, late nights. Book the room. Fill it.

THE SHUFFLE

A team bonding zone through play.
(Table tennis, pool, air hockey, chess and cards playing area)
The things that bond a team rarely happen at a desk.

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

DO WHAT MOVES YOU

Built for those who create. Spaces designed to be explored, used, and lived in every day.



SPACE WITH PACE

Not amenities. Catalysts.

Nothing here exists to complete an amenity checklist. Every space earns its place through what it sparks, who it connects, the energy it adds to the district. Each zone is built to move things forward. Ideas turn into action, and people connect without planning to. Conversations start easily, and often last longer than expected.



THE CREATIVE FLOOR

Design Lab · Studio · Forum · Stage · The Shuffle · The Readers' Club

CO-WORKING ECOSYSTEM

Open desks, private offices, meeting rooms, studios

MODULAR OFFICES

Built to flex as you grow

RETAIL WORKS

Ground-floor, leaning toward making, not just buying

RAW THEORY

2,000 sq. ft. indoor gym and outdoor sand training zone

DISTRIKT TABLE

Communal table with integrated delis

THE FLAME TREE PARK

Extended amenity - 80,000 sq.ft., a park away from the metro





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.


كُل متوقع آن فتوقع ماتتمنى



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.

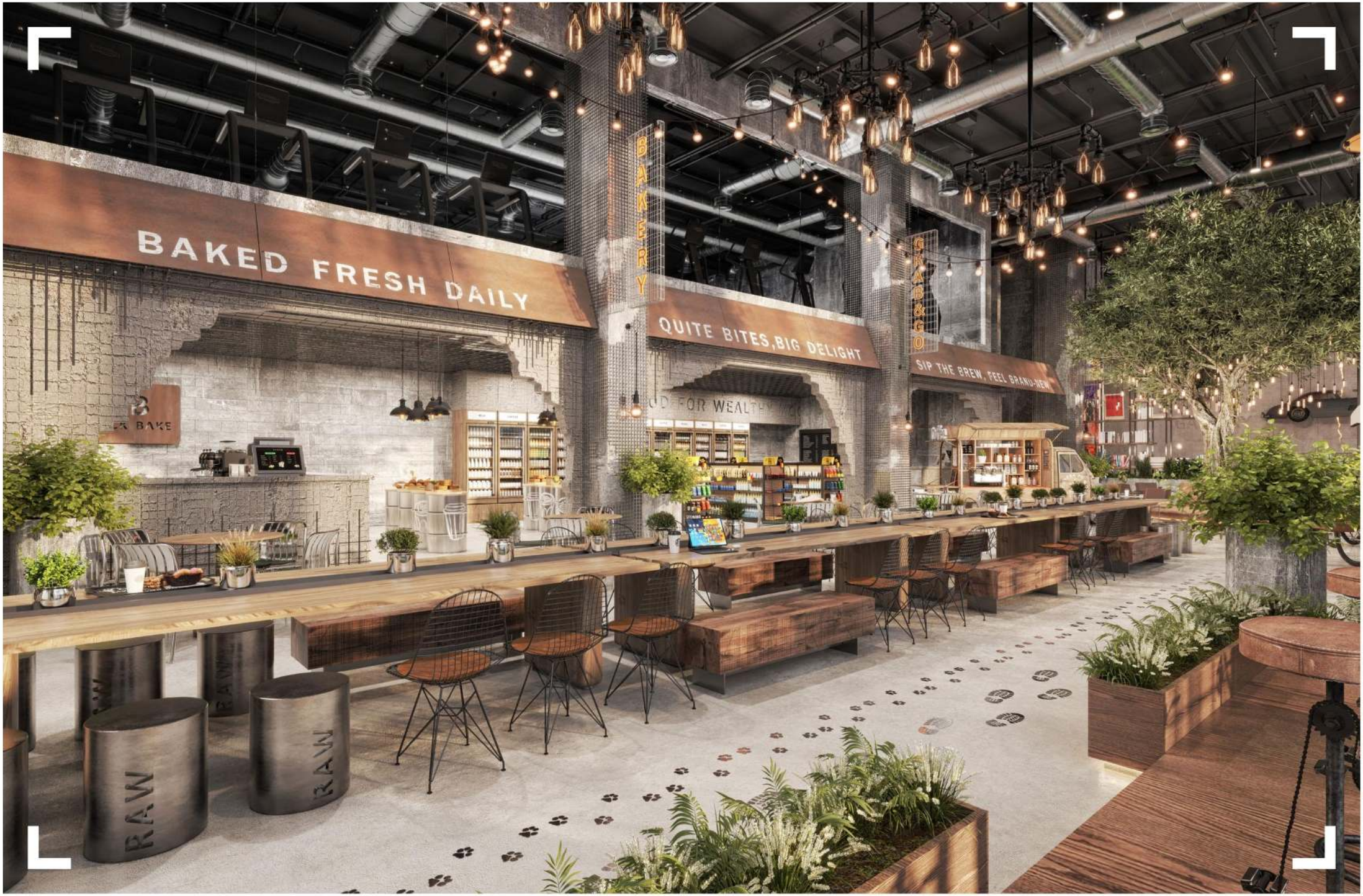


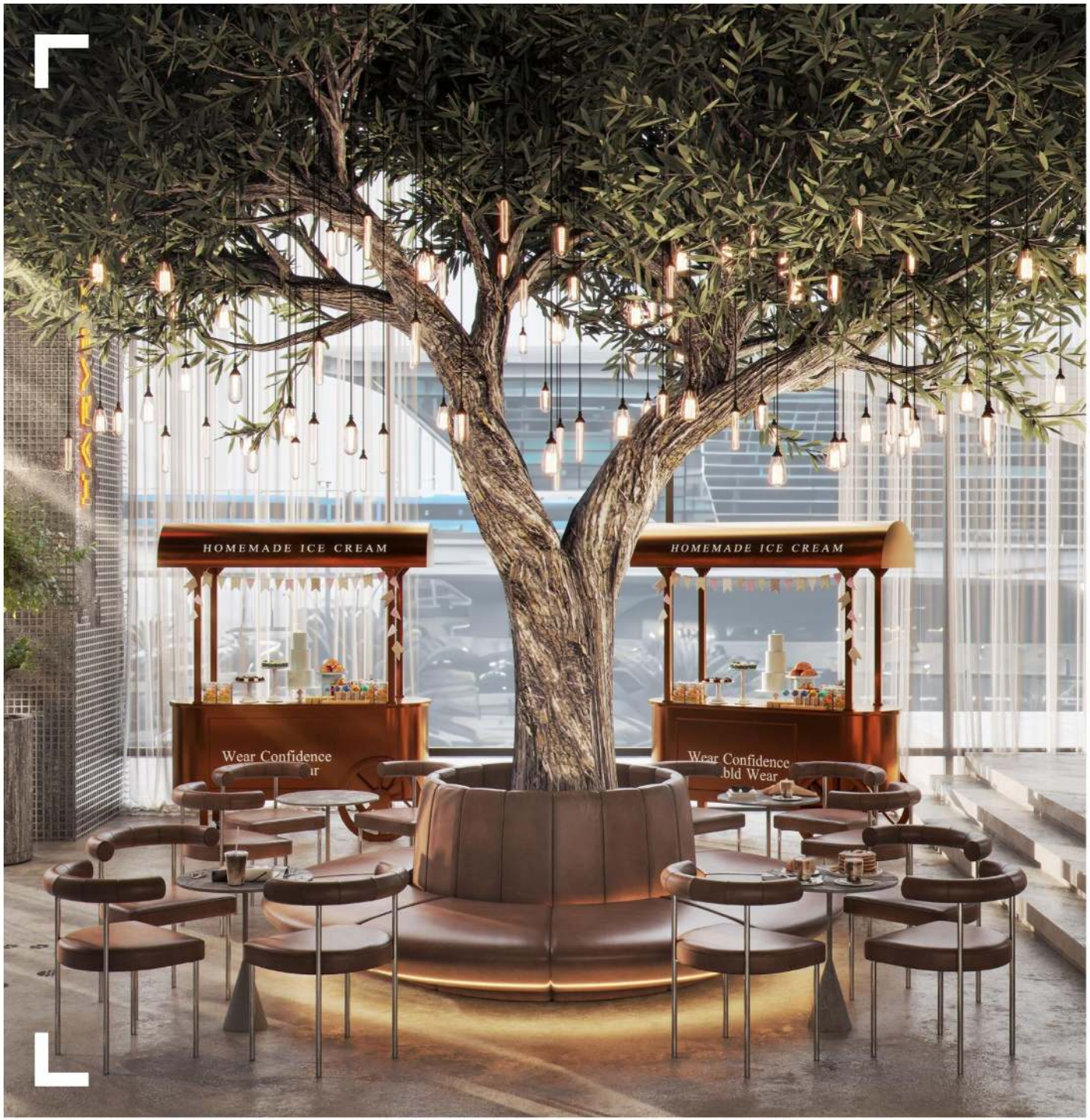


DISTRIKT TABLE

Grab and go, stay and chat.

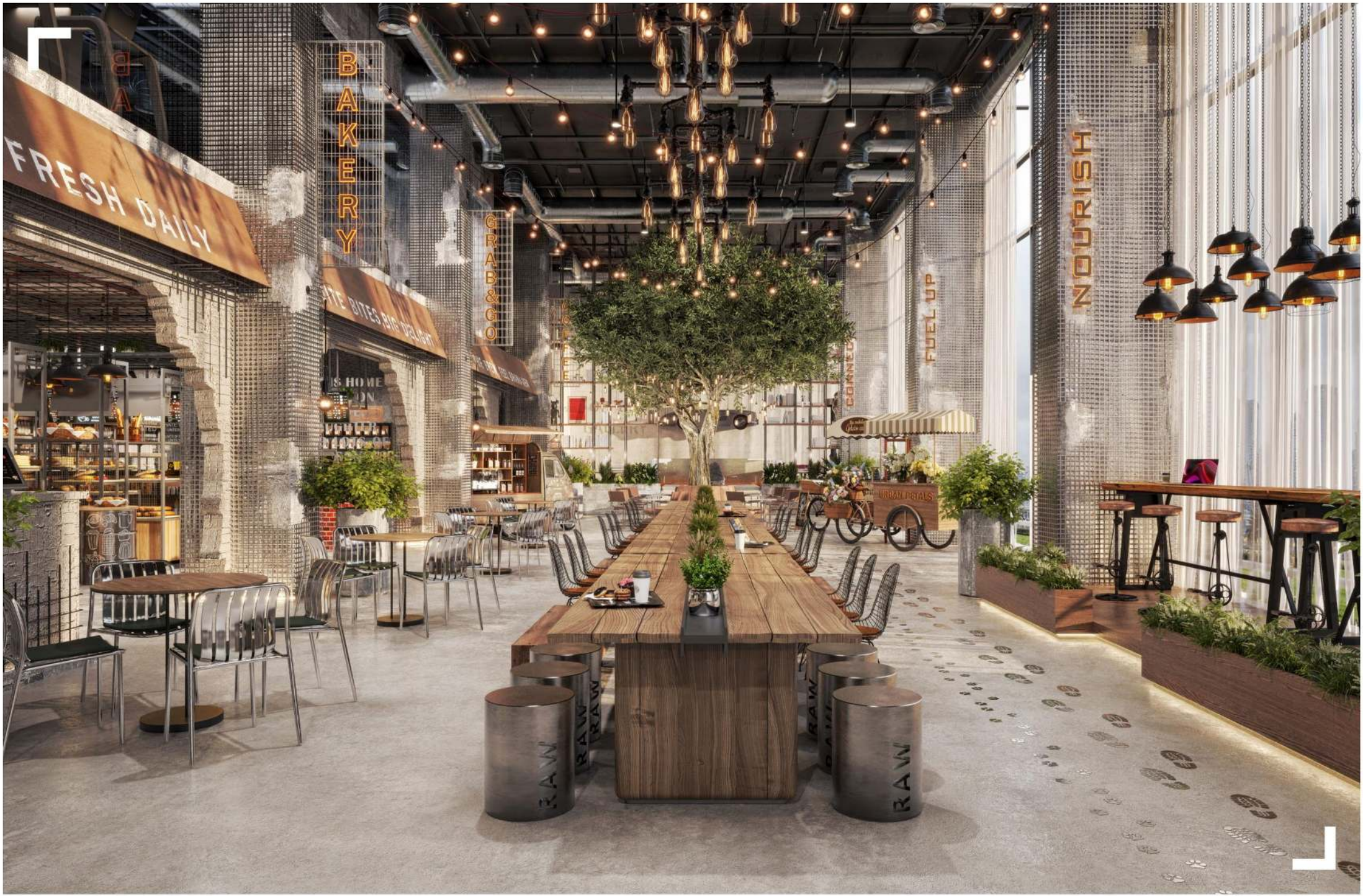
Our dining concept is always on, always buzzing. A standalone hub at the heart of our community. Forget isolated tables, instead we create our focal point, a long table where conversations carry from end to end. Exchange ideas, power each other up, break bread and build something together.


BAKED FRESH DAILY
BAKERY
QUITE BITES,BIG DELIGHT
GRAB&GO
SIP THE BREW, FEEL BRAND-NEW
RAW
RAW
RAW



Rooted in the moment.

A vibrant social hub shaped around nature, connection, and ease. Under the canopy, coffee turns into conversation, quick scoops 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.


FRESH DAILY
BAKERY
GRAB & GO
FUEL UP
NOURISH
RAW





THE DECK

Your own urban escape.

The Deck sits above the rush. Sun, skyline, slow hours that don't ask to be filled. You come up for a swim and stay for the quiet. Not an escape. Just a reason to stay a little longer than you meant to.





The pool doesn't care about your schedule. Neither should you. The chairs are arranged for staying, not passing through. Feet in the water, eyes on nothing specific. This is what the rest of the day can wait for.



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.






RAW LIBRARY
PICASSO

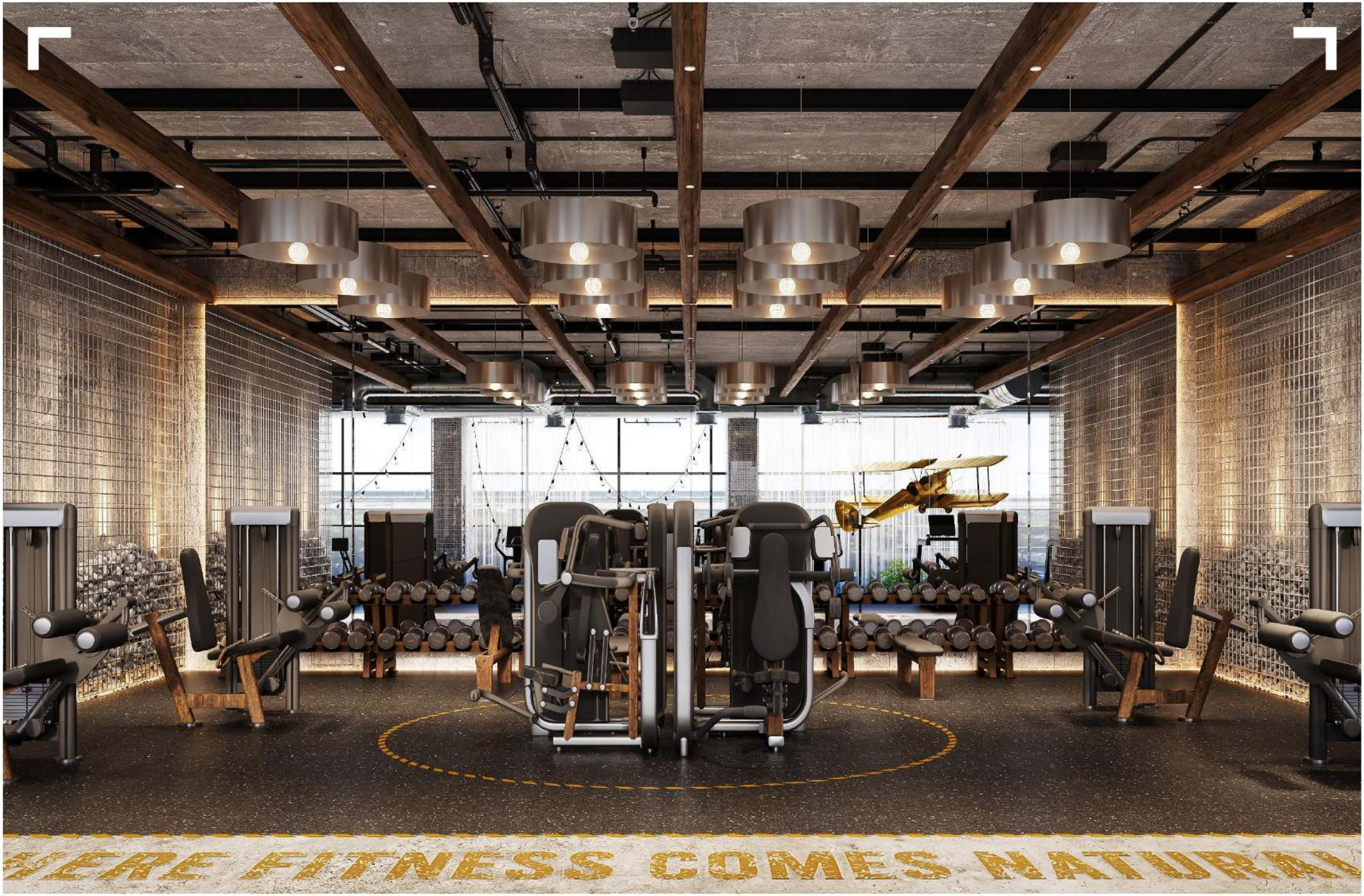


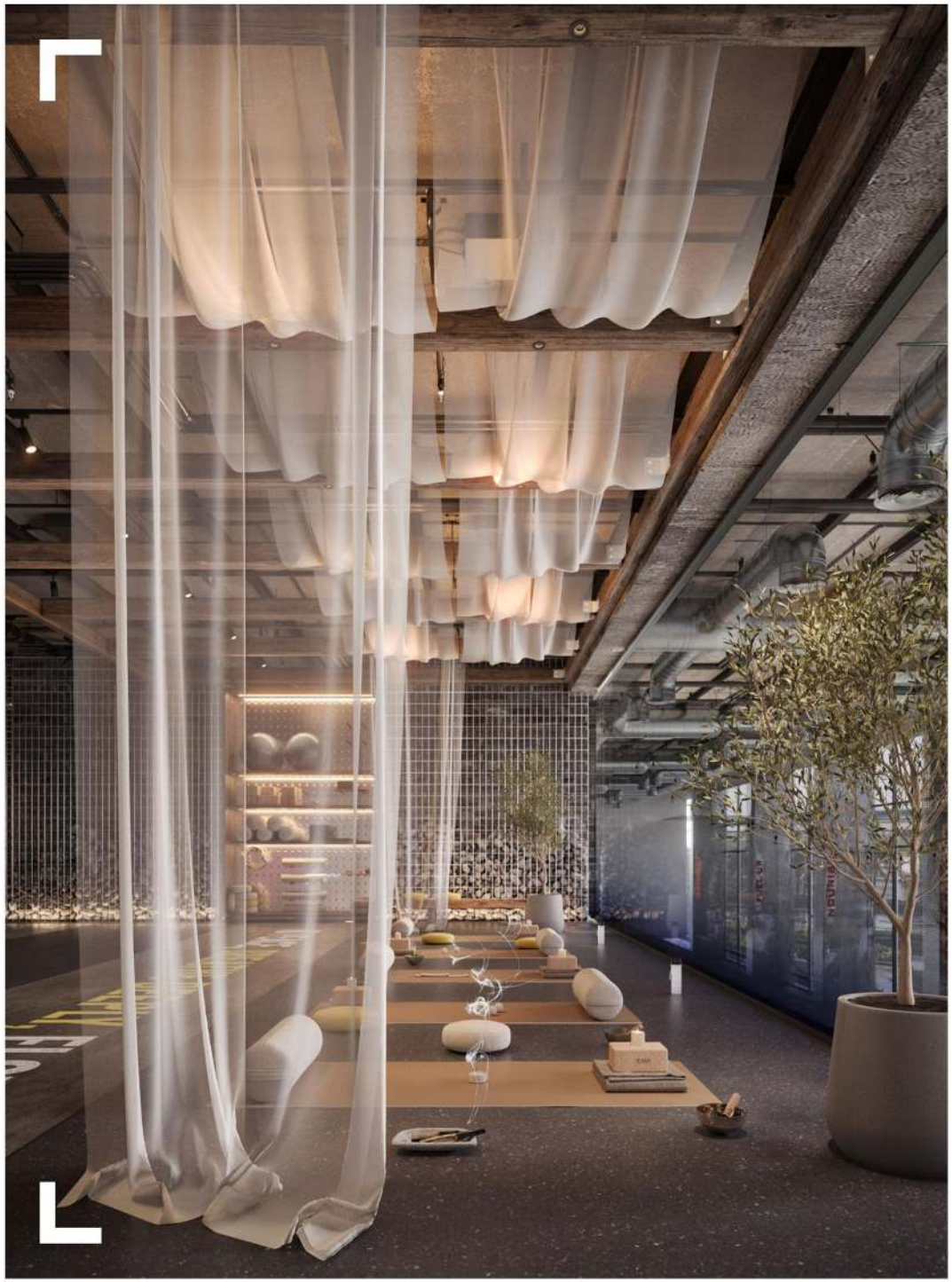
RAW
THEORY

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.




HERE FITNESS COMES NATURAL





Slow down. Stay sharp.

Not every move needs to be fast. Take a moment to stretch, strengthen, and reset. A space designed to restore focus, renew energy, and prepare you for everything that comes next.


NOURISH
REFRESHMENT
FLOW FREE!





RAW THEORY

Get comfortable being uncomfortable.

Train on a surface that gives nothing back. Sand that slows you down, pushes you deeper, and builds real strength. Outfitted with battle ropes, pull up rigs, sled tracks, and functional strength stations designed for outdoor performance. Every movement works harder here.


Exercise Program
RAW -1
THEORY
Bench Press
Dumbell
Squats
Pull ups
Cut Pull Down
IMTIAZ



THE RESIDENCES


THE GALLERY 1
RESIDENCE LOBBY
raw district
raw district
residence gallery one
2

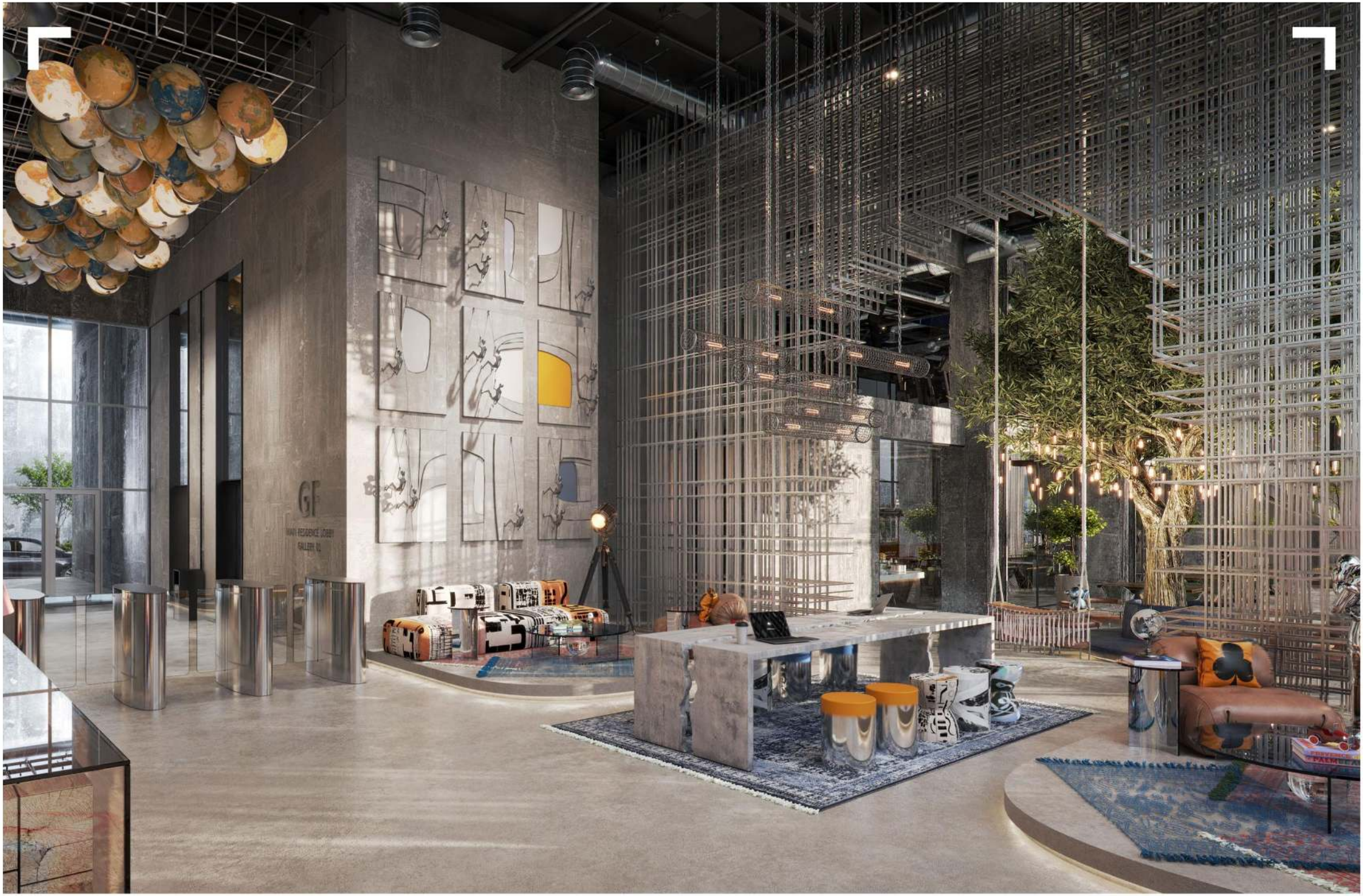




RESIDENTIAL LOBBY

Less lobby. More 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.


GF
MAIN RESIDENCE LOBBY
GALLERY 01



RESIDENTIAL STUDIO

A room that lives the way you do.

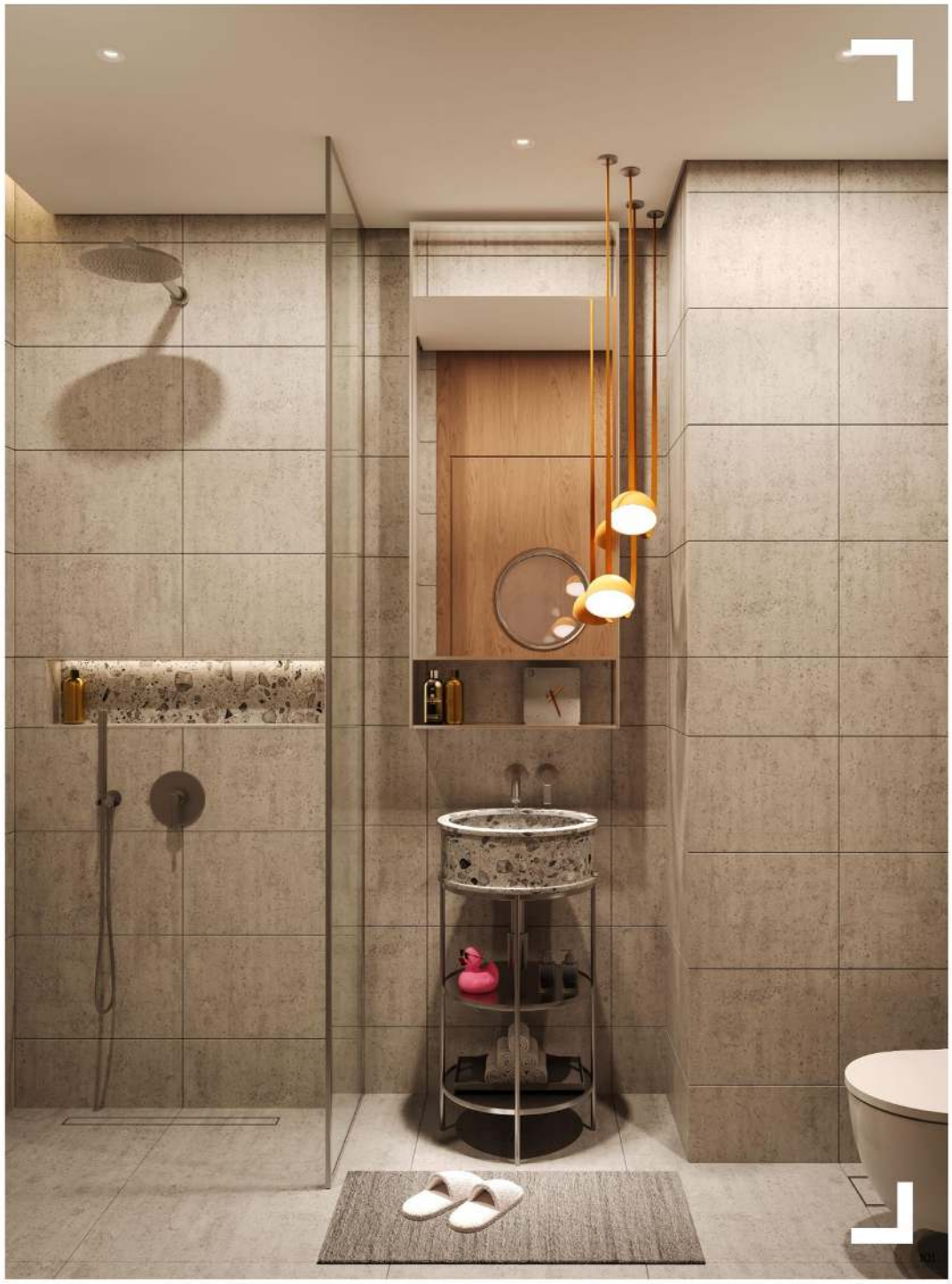
A kind of space that doesn't just hold your things, it holds your mood, rhythm and everyday rituals.
Bold textures, playful objects, layered colours, and smart built-in details. Everything has intentional character and charm. A studio that feels less like a layout and more like a lifestyle. Shaped by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




TRAVEL BY
DESIGN



The details are handled before you notice them missing. Smart systems, acoustic detailing, furnishings considered down to the last surface. Living stripped back to what matters: function, clarity, ease.







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.



Open the wardrobe and it's already organized. Walk into the kitchen and the island is exactly where you'd put it yourself. The door knows you before you reach for a key. Everything you need, no filler.


R4W

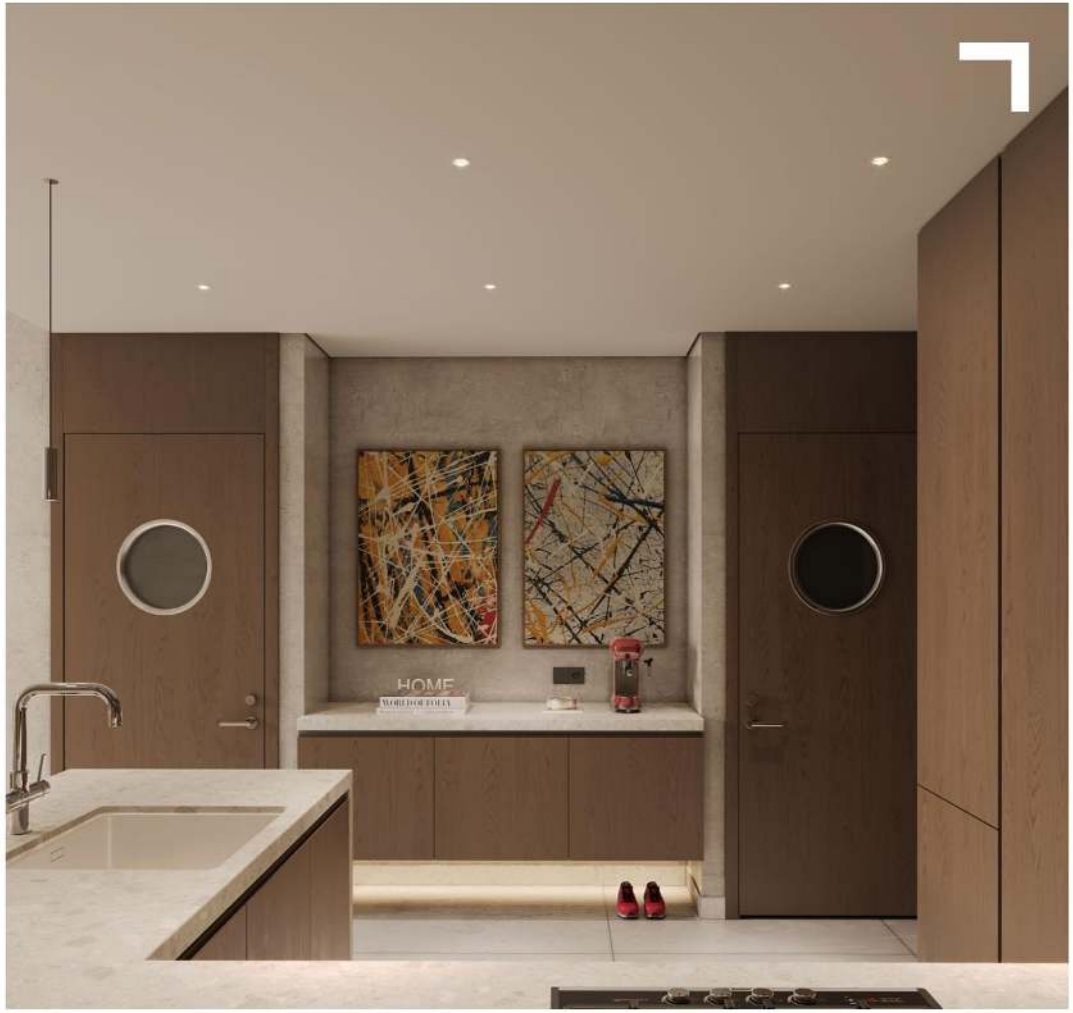

TRAVEL BY
VILLEGGIATURA



Designed for a community of no-nonsense creators. Furnished, considered, already out of your way. Open kitchens, quiet fabrics, nothing asking for attention. Just space enough to think.







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.



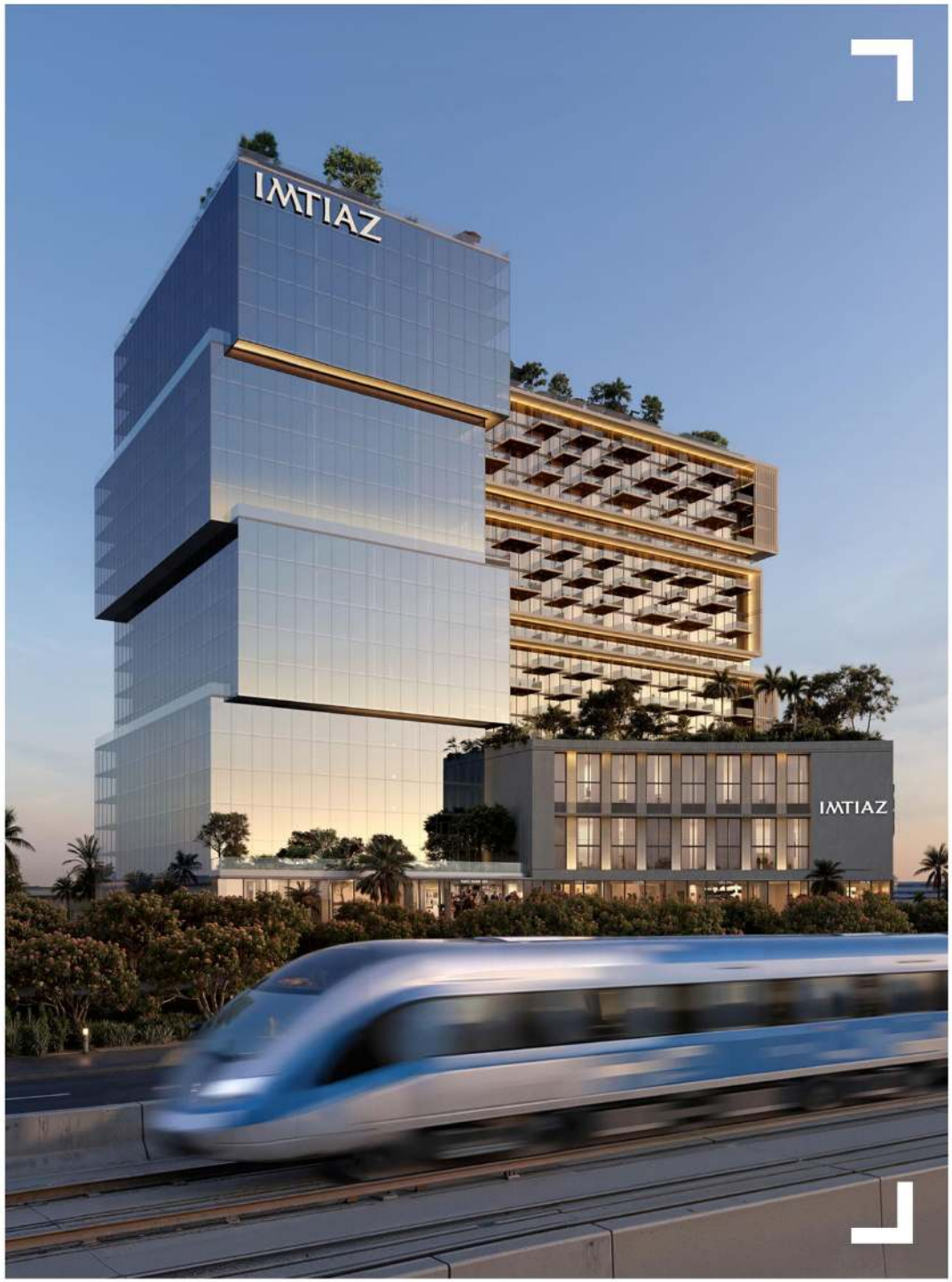
COMMERCIAL SPACES

YOUR NETWORK PRE-BUILT

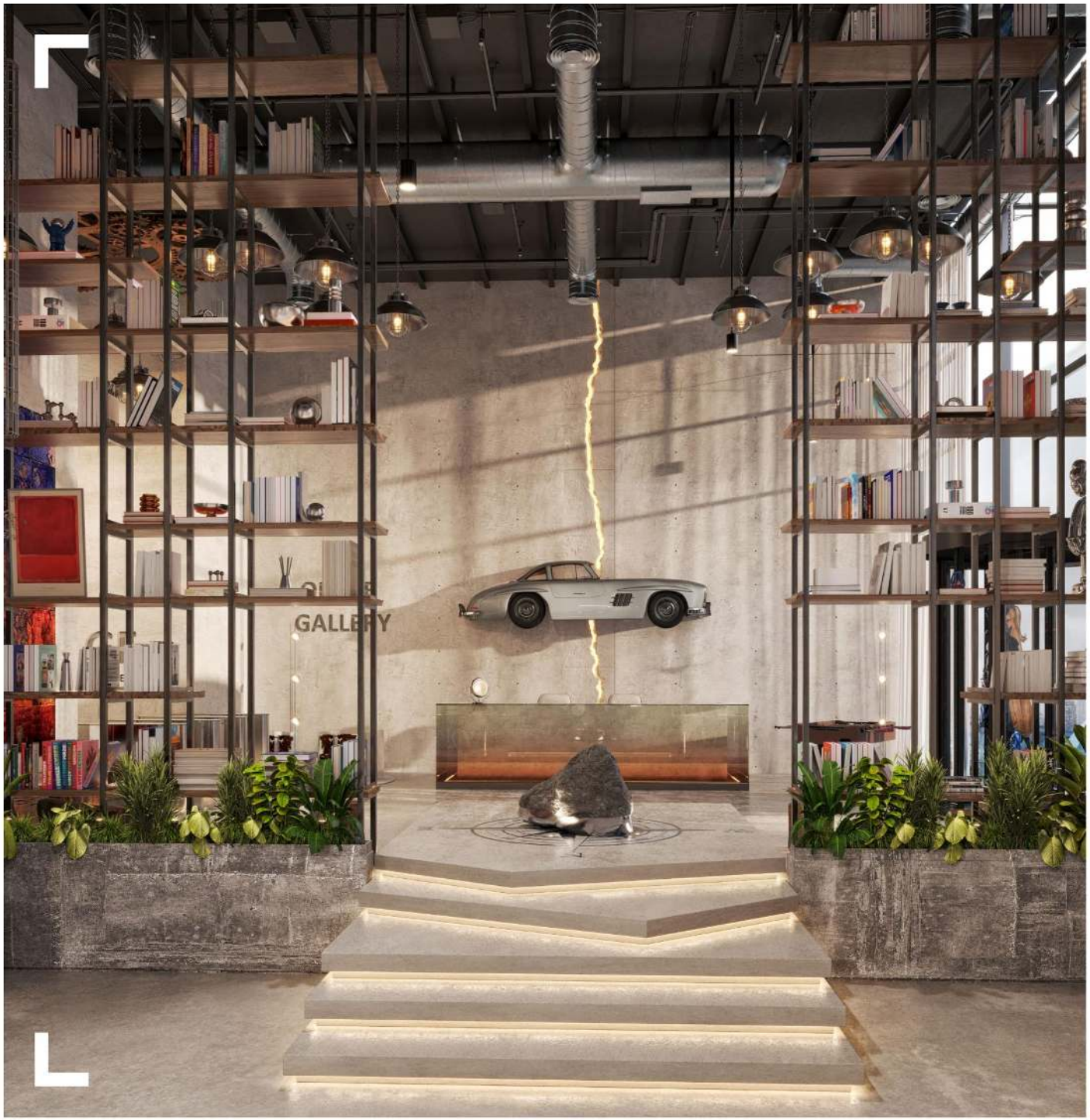
The right people. In the right place.

This ecosystem has one job. To make sure you never have to work alone. Offices that flex as you grow. A fully managed coworking ecosystem that puts a founder, a filmmaker and a creative on the same floor. And above it all, a level that exists for a single reason. So people meet on purpose, make something together, and leave with more than they came in with. We're not in the office business. We're in the transformation business.






OFFICE
GALLERY
GF
MAIN OFFICE LOBBY
GALLERY 02



A curated arrival.

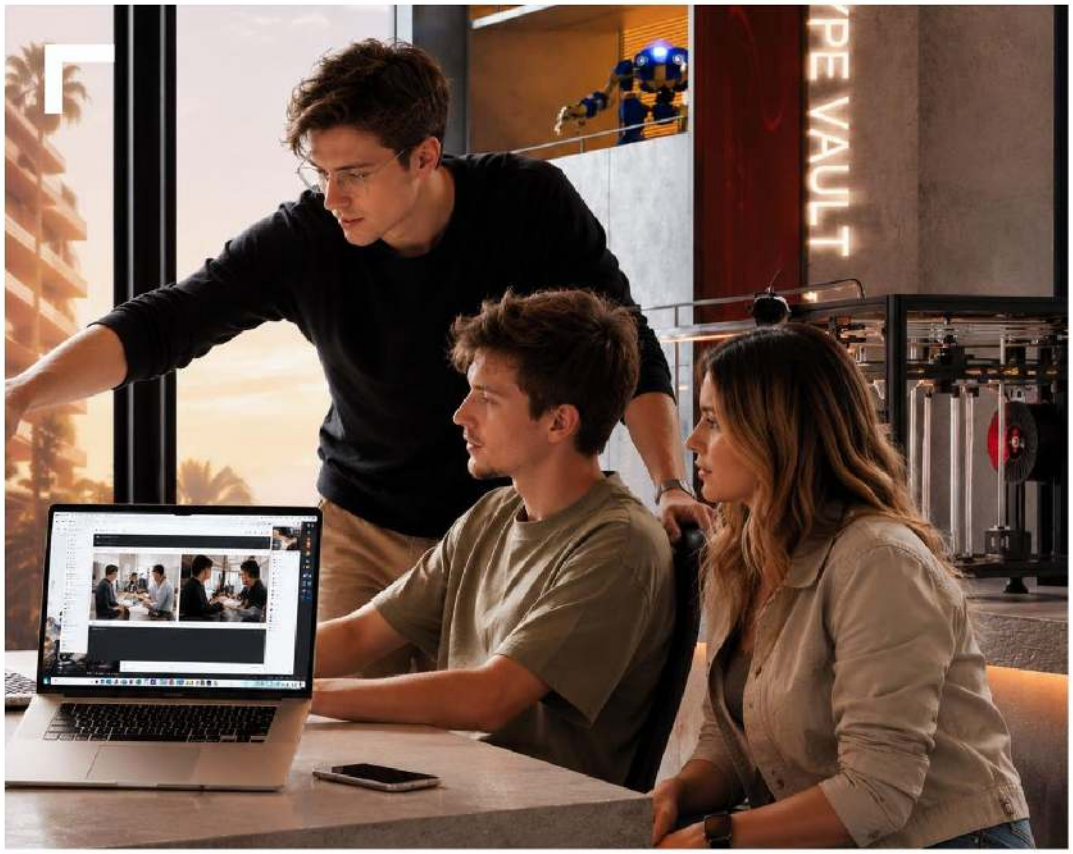
The lobby doesn't behave like a lobby. Draped, layered and lit like a gallery, art, texture and the odd unexpected detail turn the walk to your door into something you notice every time. An arrival, impossible to pass through unmoved.





NO NINE
NO FIVE

No clock-in. No clock-out. Not a schedule. A mindset. 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


RAW STATIONS



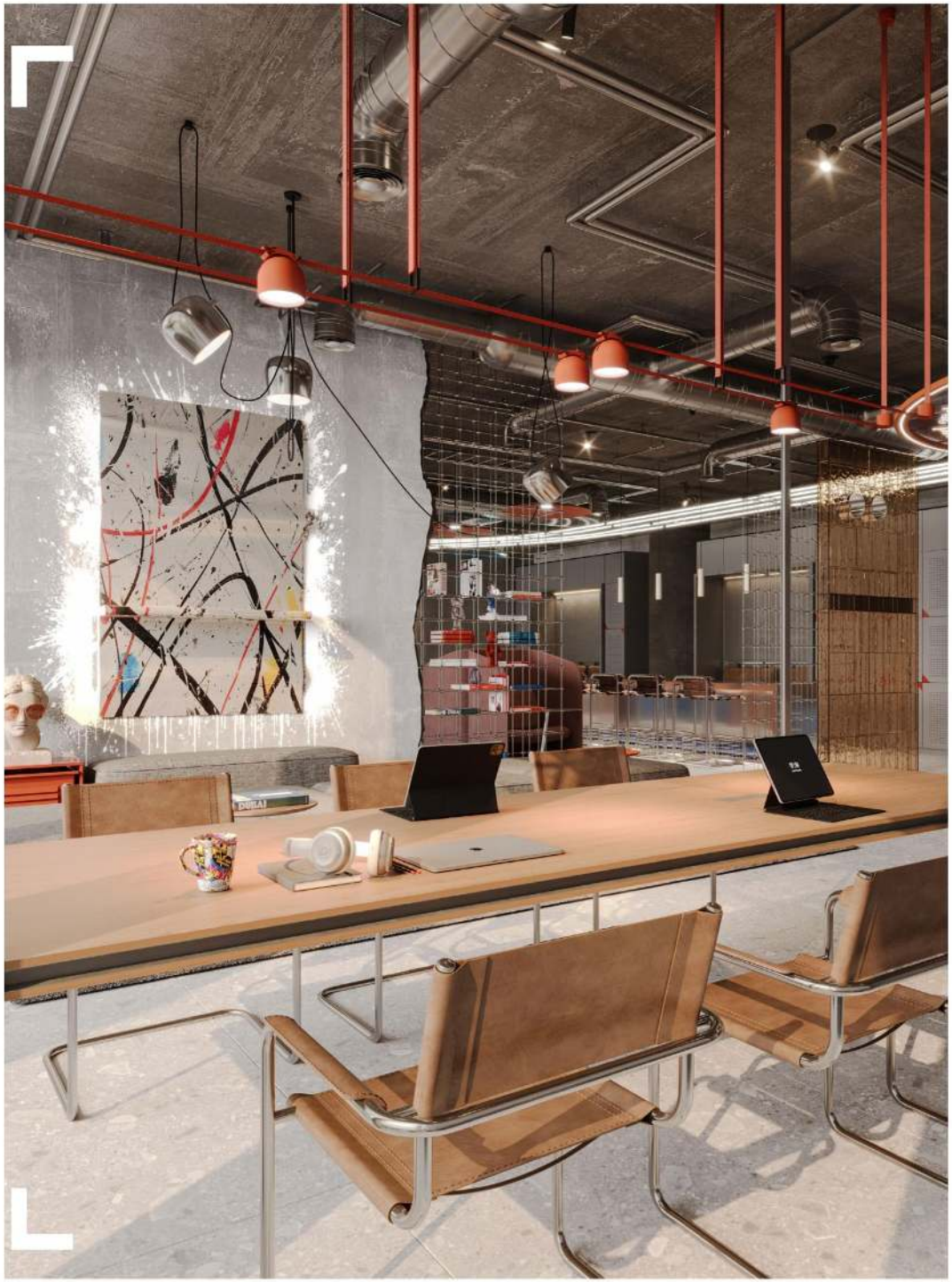


RAW STATION

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.

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.





A JOURNEY TO PERFECTION

Imtiaz Developments is a Dubai-based real estate developer founded in 1993, with an AED 15 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.





NEVER SETTLE KEEP CREATING

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 scheme is built from deliberate collisions: rough against refined, glossy against matte, heavy against weightless, wild texture against precise structure. The Untamed chair sets raw cowhide on a clean tubular-steel frame; the Bubble Block answers an embossed-chrome facade with a grounding concrete top. This is contrast composed with intent, friction turned into elegance.

Every piece earns its place.

Nothing exists to fill a space or complete a checklist. Each object justifies itself through use, shaping how people sit, pause, gather, and move. The Distrikt Table sets the social tone of the lobby; the Soft Landing Sofa slows the pace of the apartments. Beauty and function are never in competition here, presence and purpose arrive together.

The beauty of the unfinished.

Roughness, incompleteness, and imperfection are treated as intention rather than flaw. Broken in Gold fills a concrete fissure with warm brass light, making structural tension quietly beautiful; the Xposed Library leaves rebar and fractured stone proudly visible. The building is never pretending to be finished, it celebrates the honesty of the process.



Objects that carry memory.

Feature elements are not just visual. They carry narrative. A 2023 Ferrari F8 Tributo in Giallo Modena. An aircraft suspended above. Fearless. Unmissable. A DJ set 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 collection rewards the closer look. Playful against serious, familiar against unexpected, a chrome balloon form, a glass seahorse, a witty plaque, a collected object placed just so. Character lives in the details, scattered across the space for those with the eye to find it. This is design with a point of view, made for the curious rather than the default.

Nature as the quiet anchor.

Living trees recur as grounding gestures at the heart of the Leather Circle and rooted through the Green Stone Table, bringing organic weight, scent, and calm to the raw shell. Nature is not an accessory here; it is structural to the mood, the still centre around which the harder materials are arranged.

Warmth within the raw.

Leather, warm light, brass, and timber soften concrete, steel, and shadow at every turn. The Leather & Float chair brings weightless calm; Ruby's Embrace cuts through the grey with a deep, enveloping warmth. The rawness never reads as cold, because it is always answered by something tactile and human.

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. A Flame Tree Park just outside, 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 walkway through the park leading to the adjacent metro means the building is connected 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 II
DUBAI

IMTIAZ

RAW
DISTRICT II
DUBAI

DUBAI • LONDON • MIAMI • MADRID