

VISION



Mercedes-Benz Places

BINGHATTI CITY

ICONIC



Vision Iconic Tower Legacy Arrives in a New Form

At Mercedes-Benz Places | Binghatti City

Behold, the apex.

What was a silhouette against the skyline,
now the declaration of an era.

A singular spire, towering to the sky.

A Monumental Form in Motion

Vision Iconic Tower is architecture executed at an audacious scale. It is designed around a sweeping, terraced curved spine that steps down in a single, fluid, silver-skinned curve. Its horizontal podiums draw direct inspiration from classic Mercedes-Benz radiator grilles.

At its core sits a circular podium that holds a 2,966 square meter water plaza featuring a central three-pointed star focal point. At the peak, the illuminated beacon serves as an architectural lighthouse across the Dubai skyline.



Legacy arrives in a new form.
The ultimate translation of mobility
into lived space



A World Built Beyond Tomorrow.

Vision Iconic Tower

PROJECT FACTS

Vision Iconic Tower is a mixed-use residential hyper-tower set on a plot of over **22,000** square meters (239,844 square feet) in Nad Al Sheba 1. The vertical stack comprises Ground, Mezzanine, **5** Podium levels, **78** Floors, **4** Mechanical service levels, and a dedicated Roof deck. The development holds **1,426** residential apartments and **27** ground-floor high-street retail shops.



PROPERTY TYPE

Residential & Retail



PLOT AREA

22,282.20 Sqm. / 239,844.00 Sqft



DESCRIPTION

G + Mezz. + 5P + 78 Residential Floors + 4 Mech. + Roof



1 BEDROOM

1017

UNITS



2 BEDROOM

281

UNITS



3 BEDROOM

110

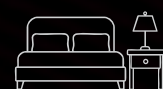
UNITS



4 BEDROOM

9

UNITS



5 BEDROOM

9

UNITS



RETAIL

27

UNITS



A Ceremonial Grand Arrival

Arrival at Vision Iconic Tower is designed to signal an intentional shift. Passing through the gated boulevard, the city gives way to a double-height grand lobby and valeted drop-off zones flanked by natural stone, fluted surfaces, and brass accents.

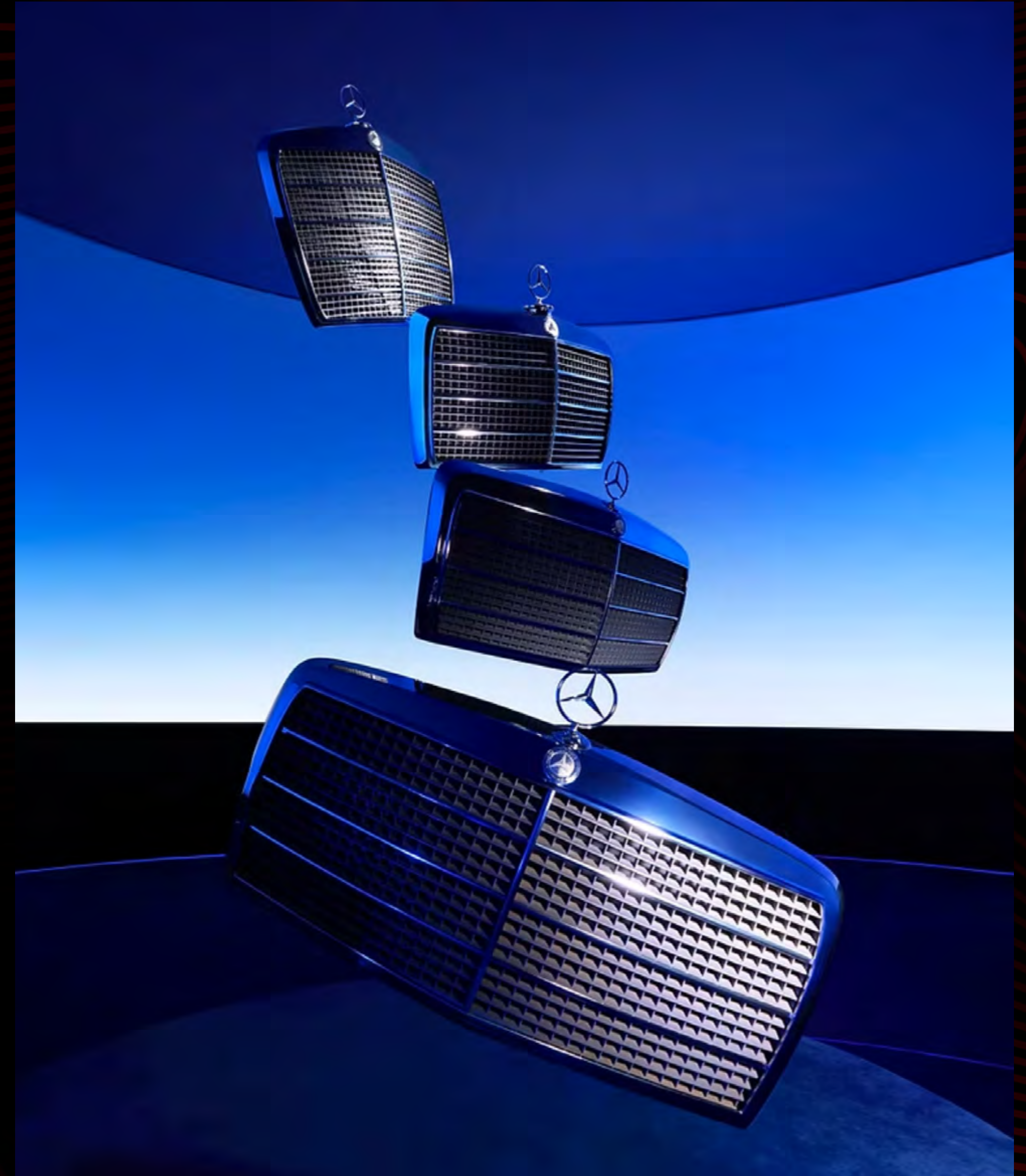
The sequence connects private entryways to the central podium deck. Moving through the entrance feels like stepping into a landmark

Every Return is a Statement of Prestige

The True Icon of Automotive Beauty

A timeless expression of Mercedes-Benz design DNA, defined by elegant proportions, sculpted surfaces and a balance of emotion and precision.

Its enduring form reflects the brand's philosophy of creating objects that are not only technically advanced, but instantly recognisable and beautifully resolved from every angle.



Legacy arrives in a new form.
The ultimate translation of mobility
into lived space



A World Built Beyond Tomorrow.

Environmental Purity & Permanence

Vision Iconic Tower reflects Binghatti's commitment to energy-efficient building practices and sustainable craftsmanship. The structure incorporates high-performance glazing, photovoltaic facade applications, and durable materials chosen for long-term endurance.





Next In The City of Now

Located in the affluent Nad Al Sheba district, **Mercedes-Benz Places | Binghatti City** sits at the junction of Dubai's drive and unique artistry. The area is globally renowned for equestrian excellence and the iconic Meydan Racecourse.



3 MINUTES
The Meydan Hotel
and Race Course



8 MINUTES
The Dubai Mall



8 MINUTES
Burj Khalifa



8 MINUTES
Dubai Opera



9 MINUTES
Emirates Towers



9 MINUTES
Museum of the Future



10 MINUTES
Dubai World
Trade Centre



10 MINUTES
Dubai Harbour
and Festival City



12 MINUTES
Dubai Frame



12 MINUTES
Mall of the
Emirates



15 MINUTES
Burj Al Arab



15 MINUTES
Dubai Hills
Mall



15 MINUTES
Dubai International
Airport



20 MINUTES
Palm Jumeirah



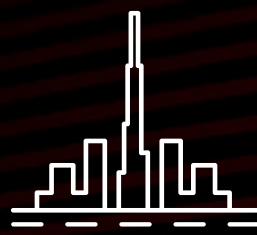
Exclusive Features and Services



WELL
CERTIFICATION



LEED
CERTIFICATION



SKYLINE
JOGGING PATH



ACOUSTIC
SYSTEM



SMART
SYSTEM



SPA
SERVICE



SKY
INFINITY POOL



PRIVATE
POOL



PODIUM
POOL



GYM



CONCIERGE
SERVICE



YOGA & WELLNESS
OUTDOOR AREA



ENTERTAINMENT
STUDIOS



FOOD &
BEVERAGE



VALET
SERVICE



AIRCONDITIONED
OUTDOOR SPACES

*The Mercedes-Benz Places | Binghatti City is aiming to hold a LEED Qualification.

The Open-plan Living Spaces

Flow flawlessly to private curved balconies, while integrated smart systems allow residents to adjust ambient lighting and environmental settings. The aim is for each home to remain a private, intelligent sanctuary



Spatial Flow, Open Living



A Complete Lifestyle Destination



Towering with Discernment & Service

Vision Iconic Tower offers a lifestyle built around intelligent integration and personalised service. All residences feature smart home capabilities and AI-driven technologies that operate invisibly to manage climate, lighting, and internal systems.

Living is enhanced further by signature Binghatti Bespoke and Masaken Luxury services. From dedicated 24/7 concierge assistance and property management to holiday home care and interior maintenance, every detail is handled with intentional, service-led care and precision.

Tactile Materiality & Craft

Residence interiors are defined by clean geometry and fine curation. The design balances polished natural stone floors, fluted wall panels, crystalline glass, and satin chrome accents to create a canvas of sophistication and calm.



Stainless Steel Finish

Wooden
Oak Flooring

Perforated Ceiling
with Integrated Lighting

Gym Rubber Flooring

Leather Finish

Clear Mirror

Reflective Metallic Finish
with Pattern Detailing

Reflective Glass Finish

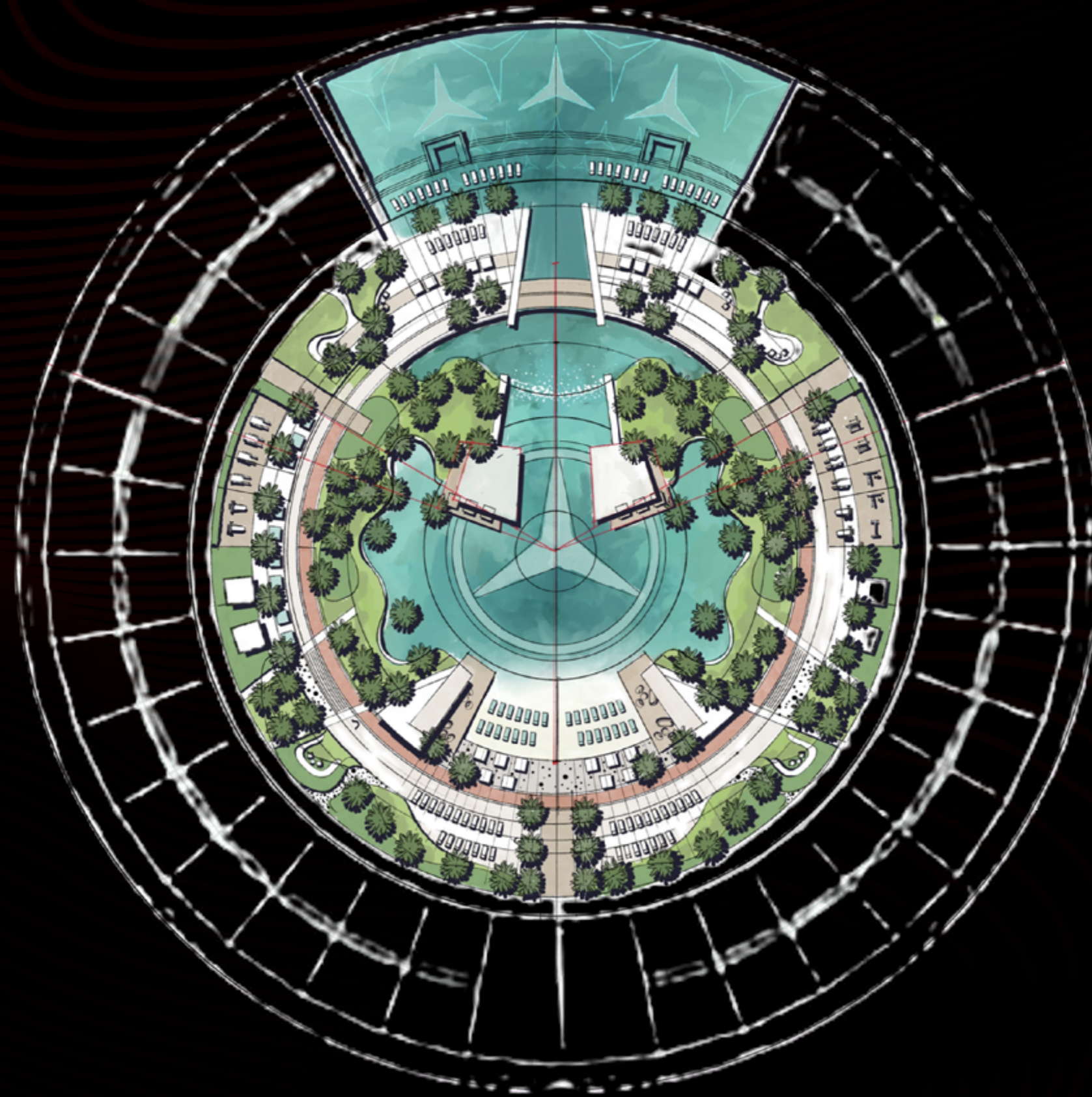
Feature Stone Finish

Art-Deco Patterned Carpet



Floor Plan

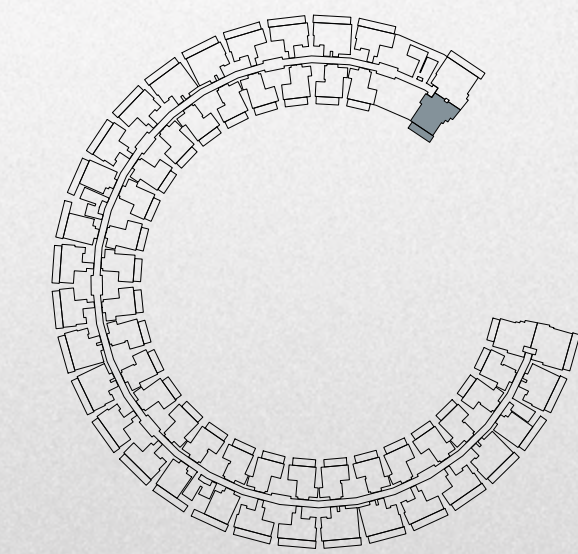
Living at Vision Iconic Tower



combines high-rise luxury with ground-floor comfort. The building's base features 27 high-end retail stores, boutique cafes, and daily service outlets, allowing residents to fulfil everyday needs without leaving the community footprint.

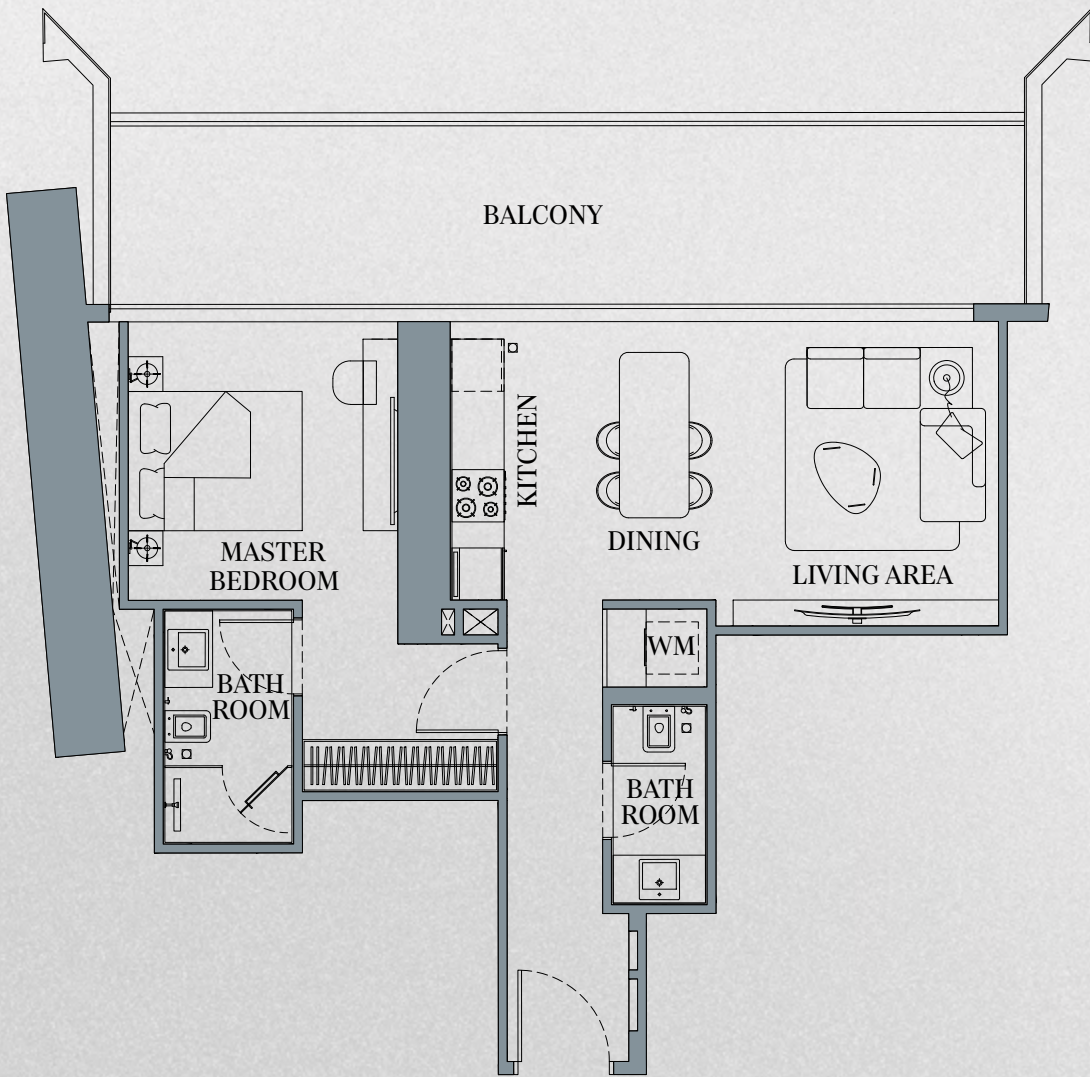
Vision Iconic

1 Bedroom Unit | Type 1



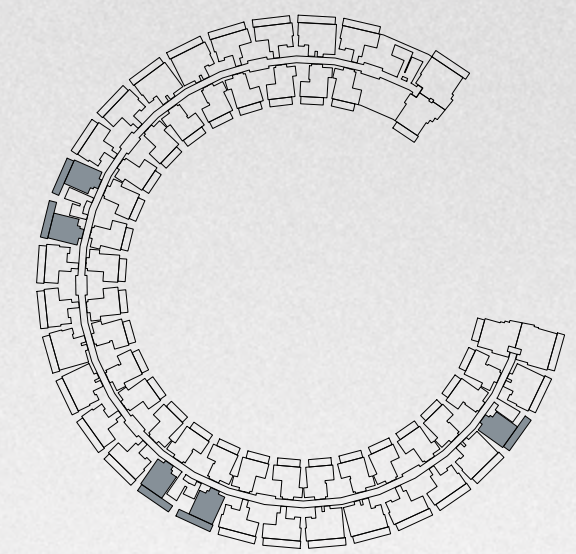
AREA	SQ.M	SQ.FT
Suite Area	76.32	821.50
Balcony Area	18.90	203.44
Total Unit Area	95.22	1024.94

FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4 m ²
MASTER BEDROOM	15 m ²
LIVING AND DINING	19 m ²
KITCHEN	7 m ²
CORRIDOR	7 m ²
BEDROOM-01	13 m ²
BATHROOM	4 m ²
LAUNDRY	1 m ²



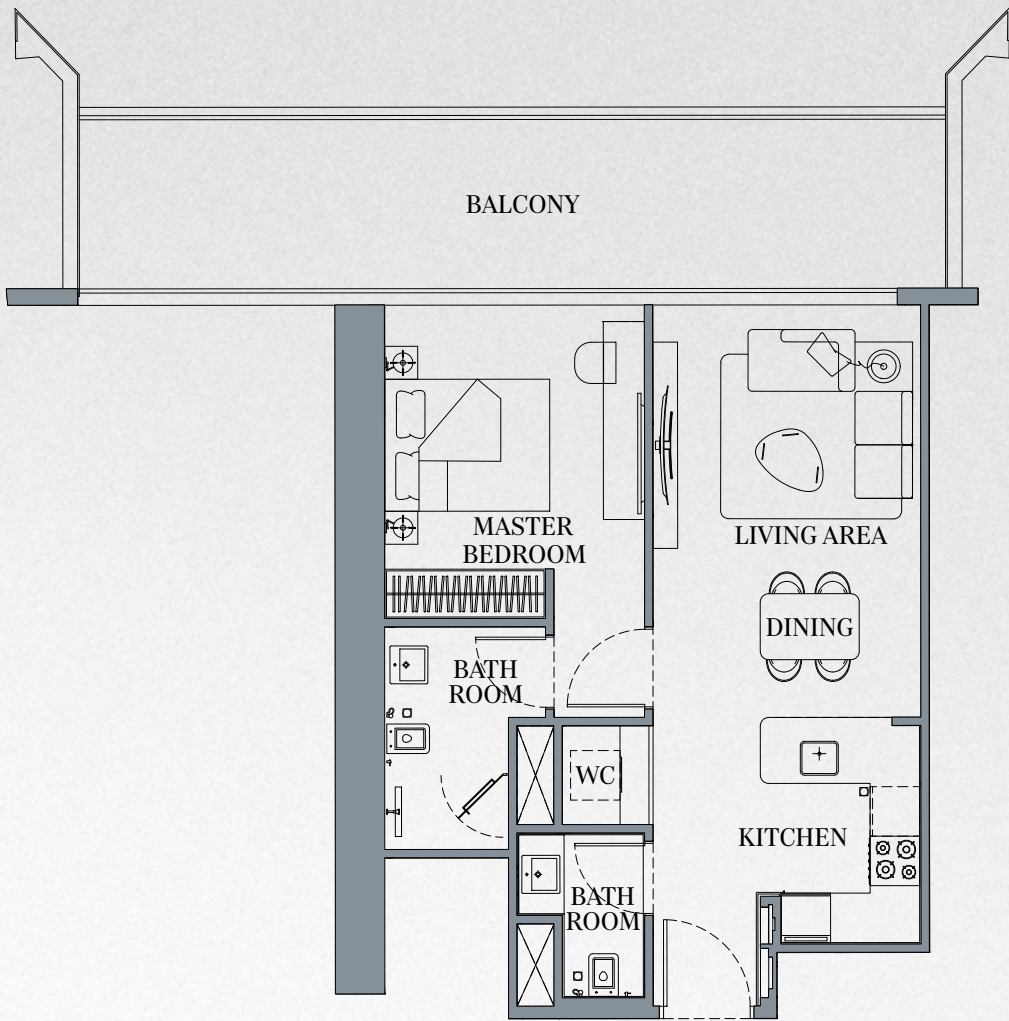
Vision Iconic

1 Bedroom Unit | Type 2



AREA	SQ.M	SQ.FT
Suite Area	55.11	593.20
Balcony Area	21.34	229.70
Total Unit Area	76.45	822.90

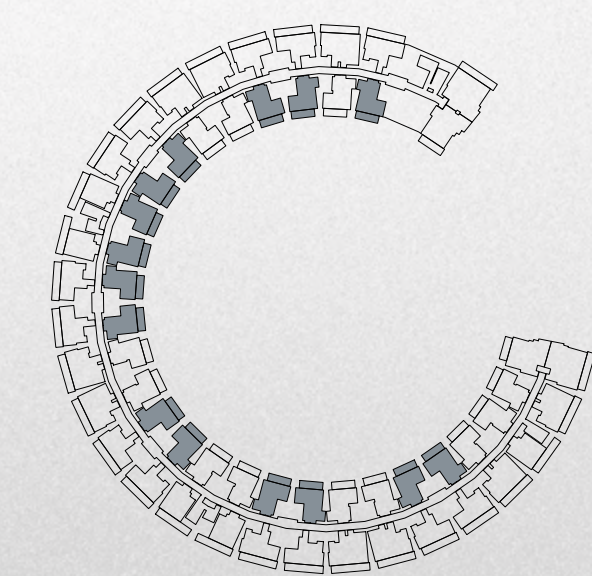
FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4.5 m ²
MASTER BEDROOM	13 m ²
LIVING AND DINING	16 m ²
CORRIDOR	6 m ²
BATHROOM	2.5 m ²
LAUNDRY	1 m ²
KITCHEN	5 m ²



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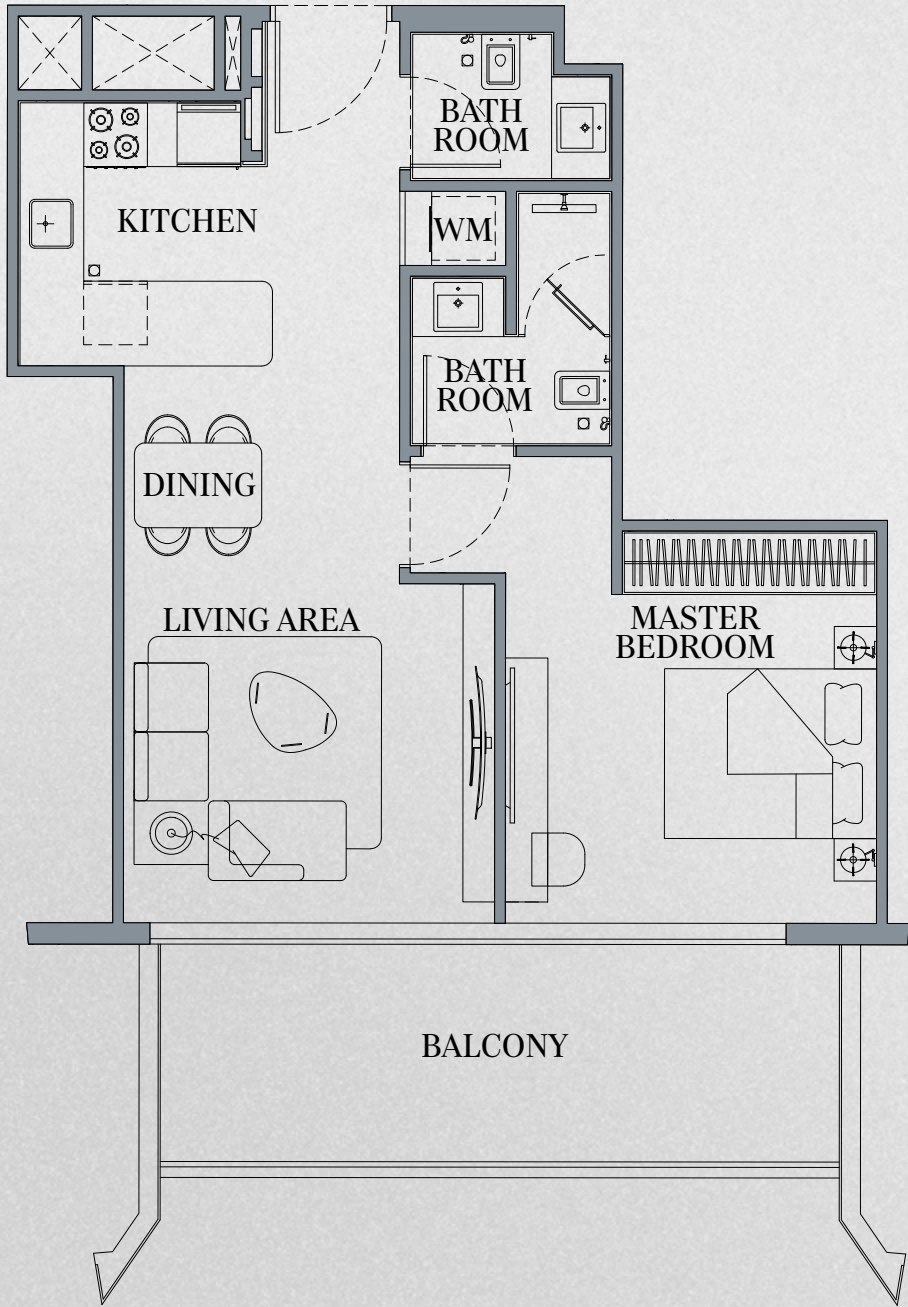
Vision Iconic

1 Bedroom Unit | Type 3



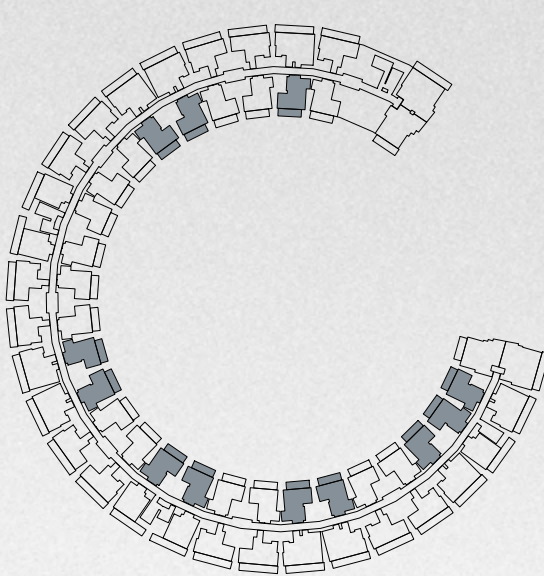
AREA	SQ.M	SQ.FT
Suite Area	51.42	553.48
Balcony Area	13.08	140.79
Total Unit Area	64.50	694.27

FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4 m²
MASTER BEDROOM	14 m²
LIVING AND DINING	16 m²
CORRIDOR	4 m²
BATHROOM	2.5 m²
LAUNDRY	6 m²



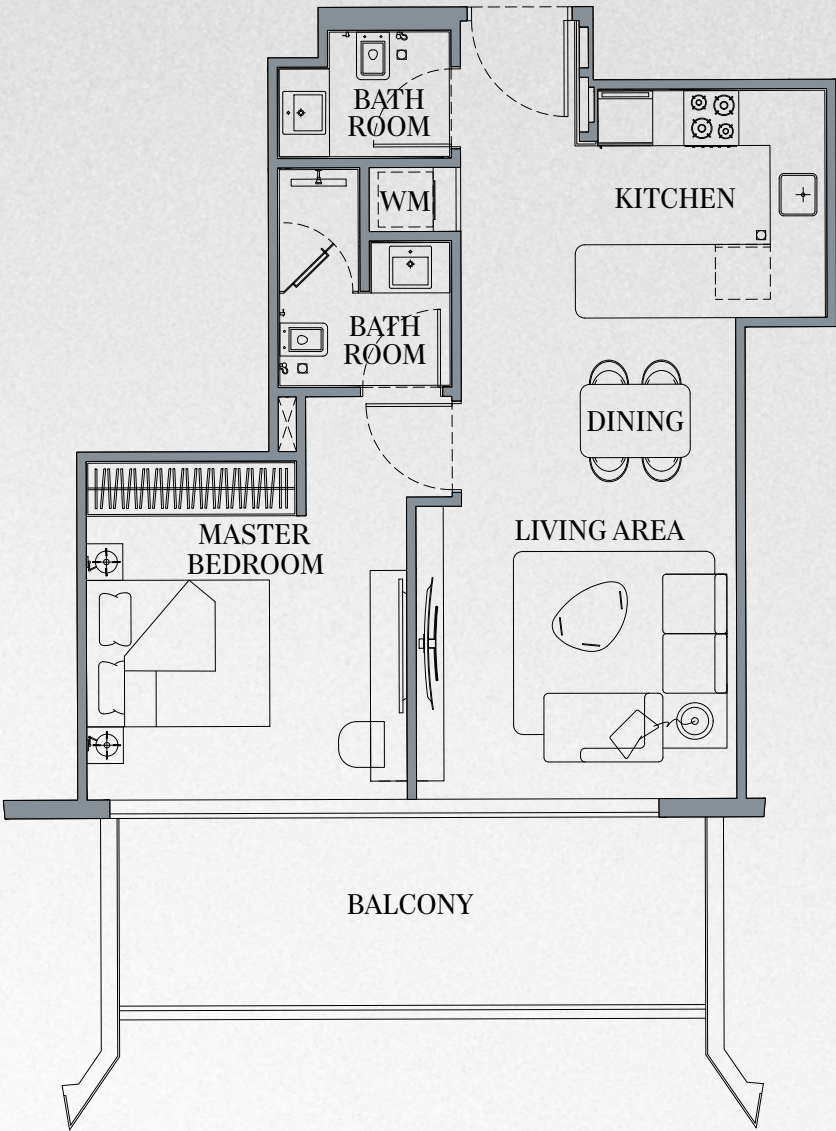
Vision Iconic

1 Bedroom Unit | Type 4



AREA	SQ.M	SQ.FT
Suite Area	52.81	568.44
Balcony Area	13.08	140.79
Total Unit Area	65.89	709.23

FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4 m²
MASTER BEDROOM	14 m²
LIVING AND DINING	17 m²
CORRIDOR	4 m²
BATHROOM	2.5 m²
KITCHEN	7 m²

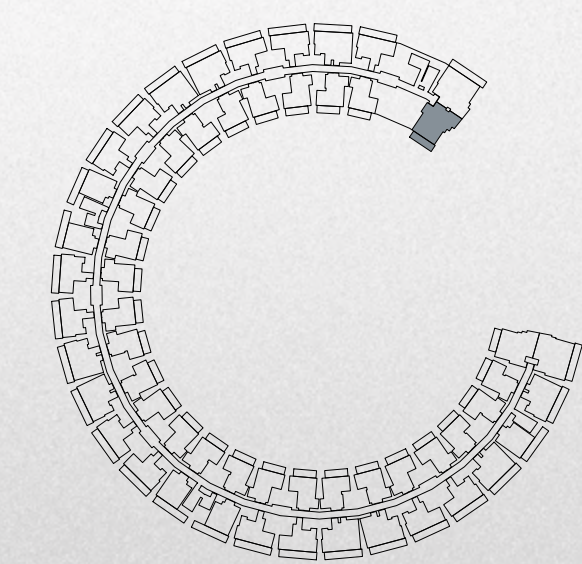


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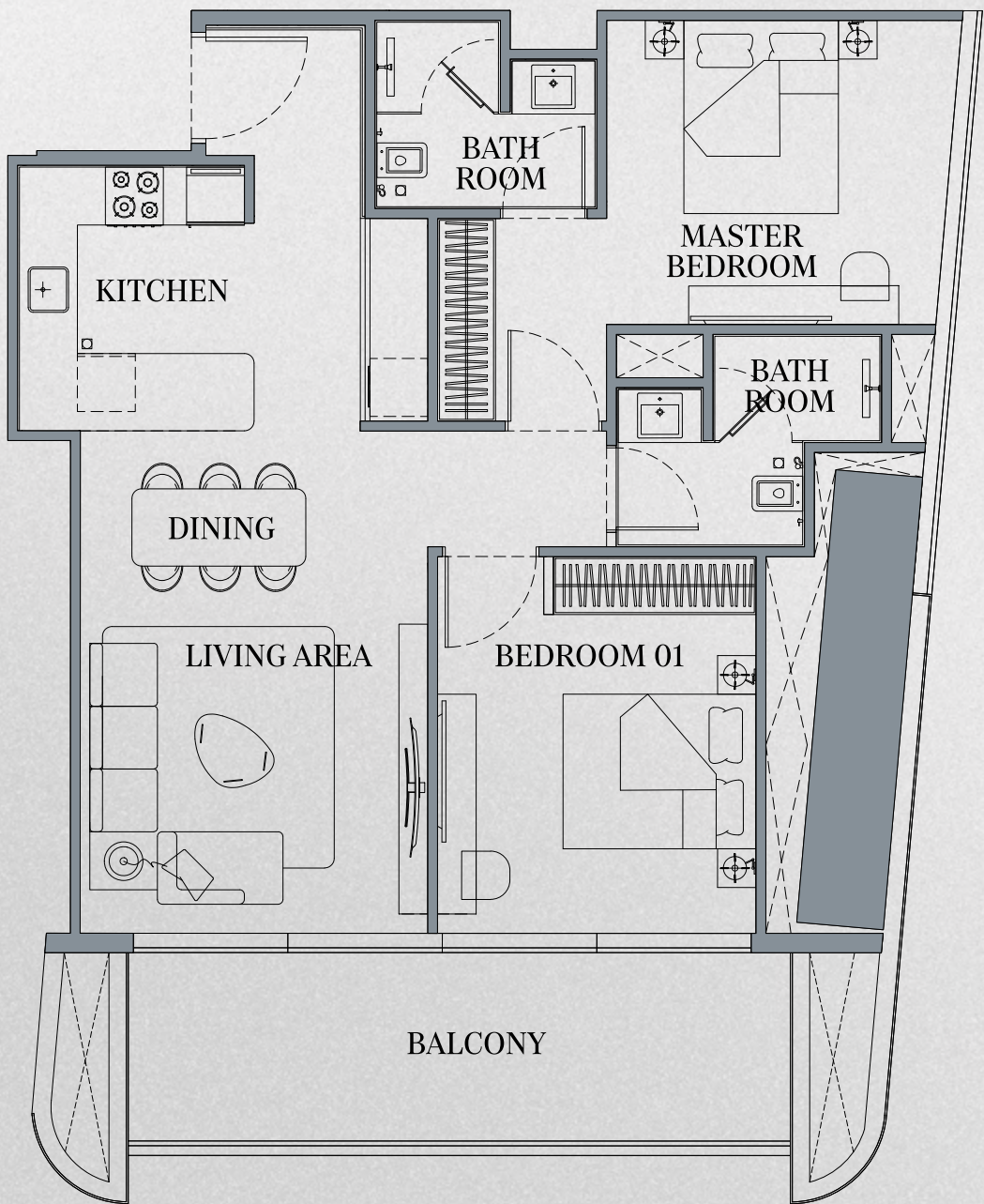
Vision Iconic

2 Bedroom Unit | Type 1



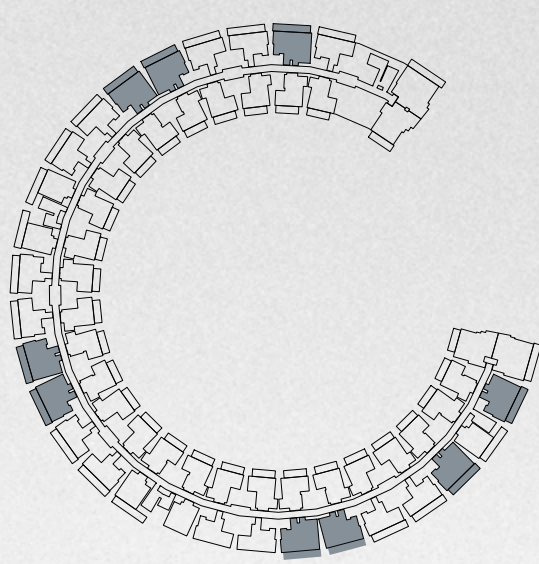
AREA	SQ.M	SQ.FT
Suite Area	76.32	821.50
Balcony Area	18.90	203.44
Total Unit Area	95.22	1024.94

FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4 m ²
MASTER BEDROOM	15 m ²
LIVING AND DINING	19 m ²
KITCHEN	7 m ²
CORRIDOR	7 m ²
BEDROOM-01	13 m ²
BATHROOM	4 m ²
LAUNDRY	1 m ²



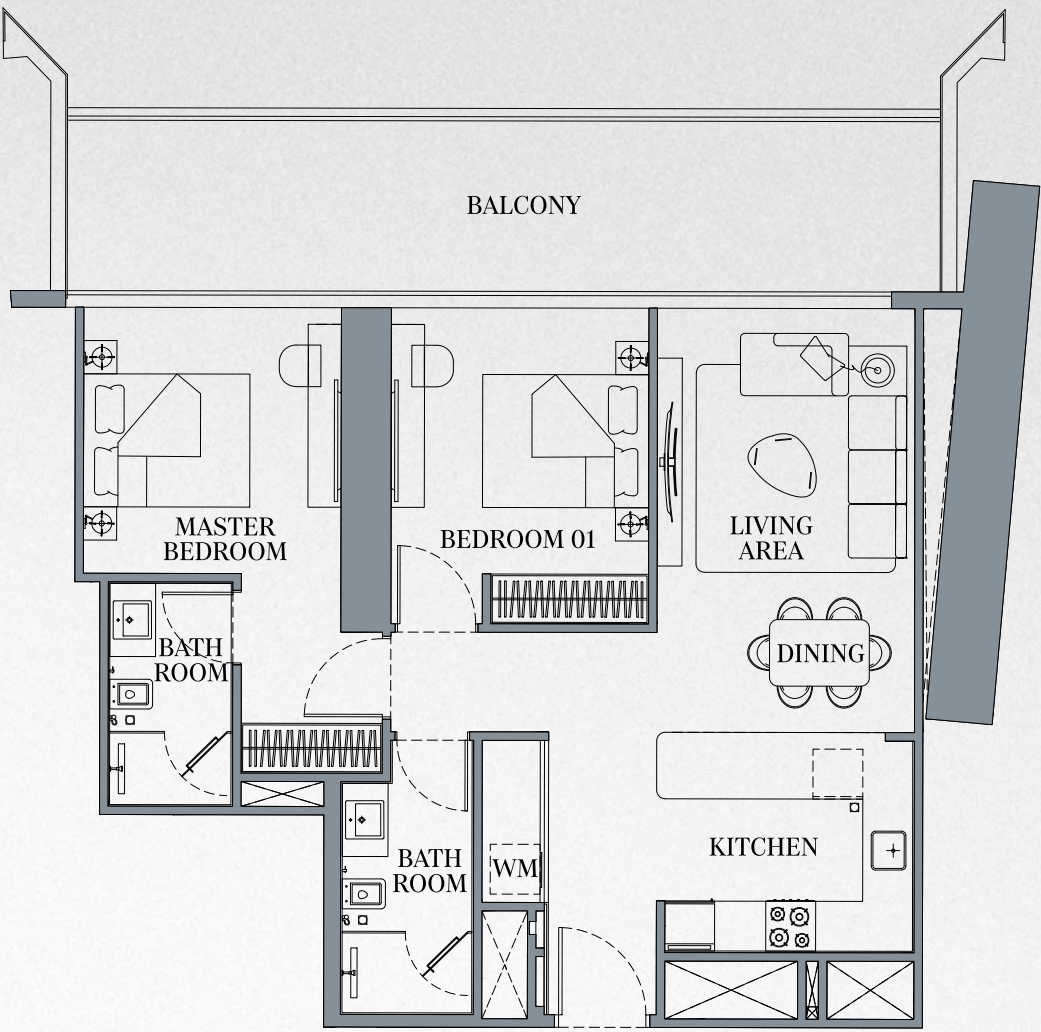
Vision Iconic

2 Bedroom Unit | Type 2



AREA	SQ.M	SQ.FT
Suite Area	75.03	807.62
Balcony Area	21.34	229.70
Total Unit Area	96.37	1037.32

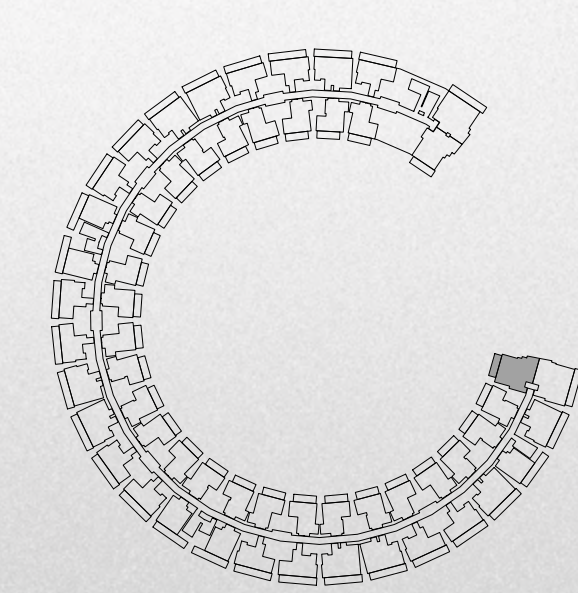
FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4 m ²
MASTER BEDROOM	14 m ²
LIVING AND DINING	16 m ²
KITCHEN	8 m ²
CORRIDOR	8 m ²
BEDROOM-01	12 m ²
BATHROOM	5 m ²
LAUNDRY	1 m ²



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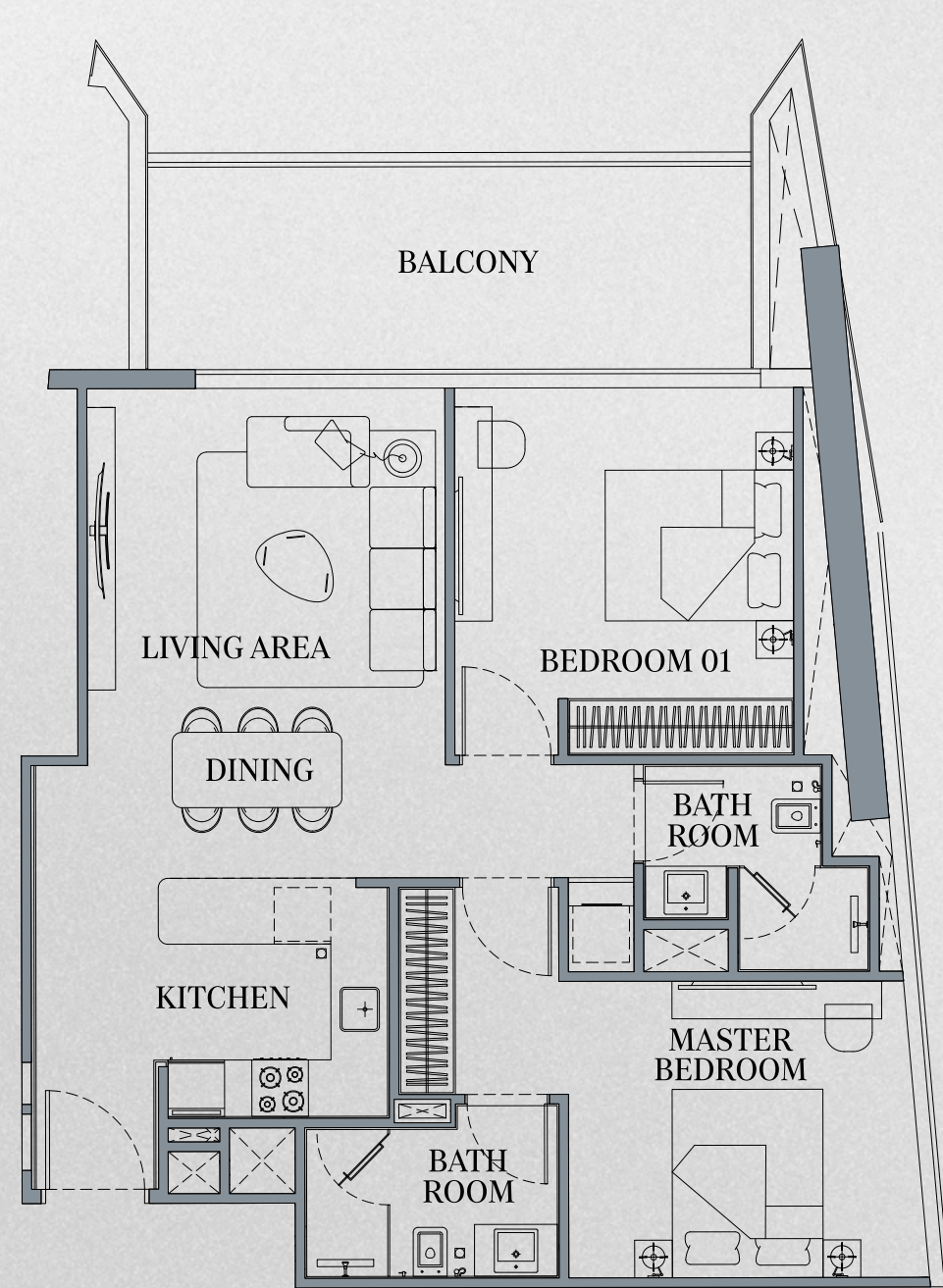
Vision Iconic

2 Bedroom Unit | Type 3



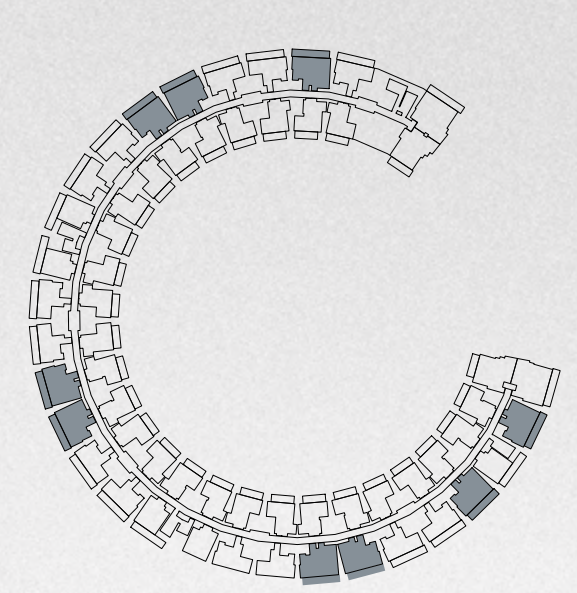
AREA	SQ.M	SQ.FT
Suite Area	77.11	830.01
Balcony Area	13.08	140.79
Total Unit Area	90.19	970.80

FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4.5 m ²
MASTER BEDROOM	15 m ²
LIVING AND DINING	20 m ²
KITCHEN	6 m ²
CORRIDOR	7 m ²
BEDROOM-01	14 m ²
BATHROOM	4 m ²
LAUNDRY	0.60 m ²



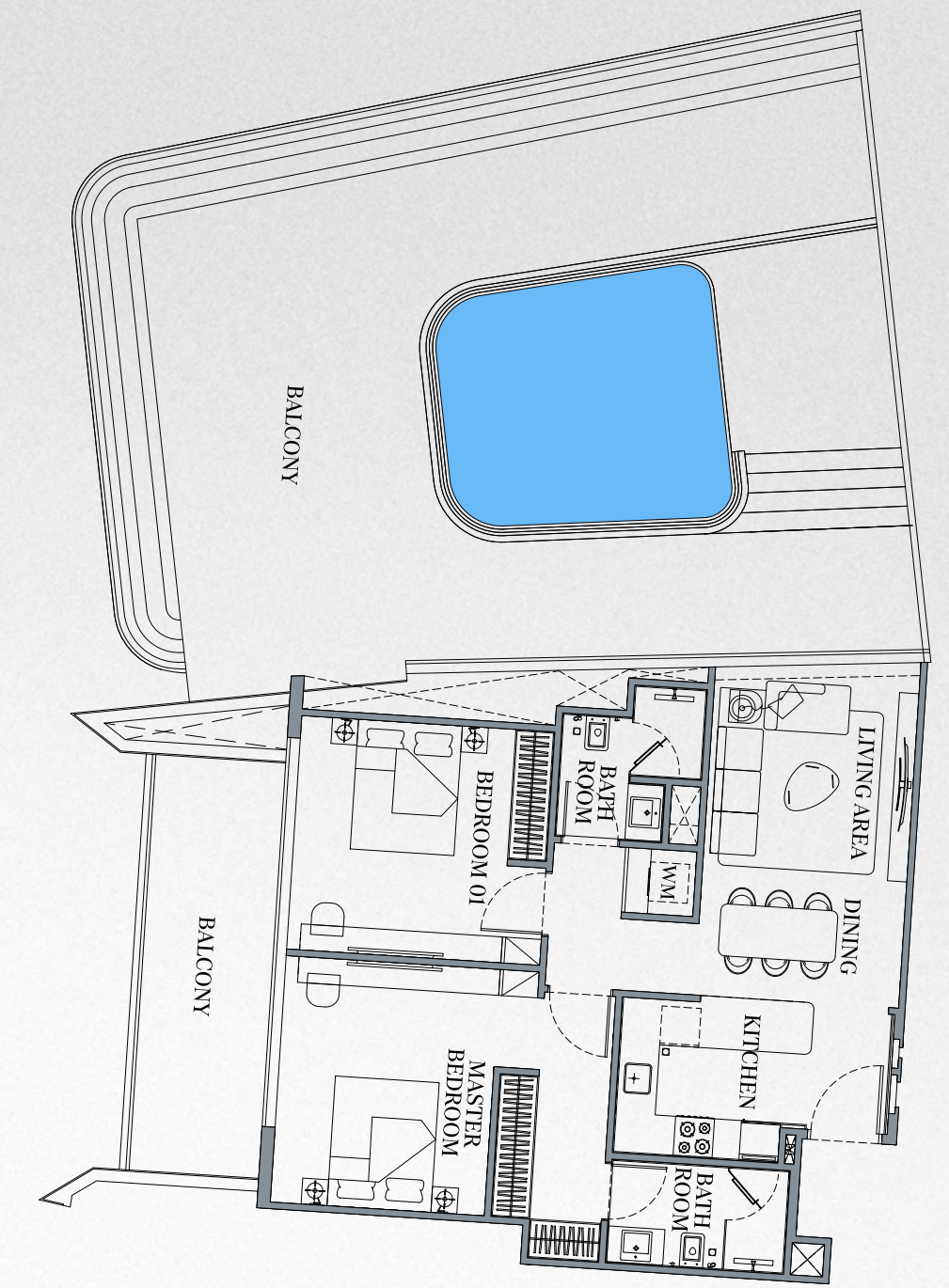
Vision Iconic

2 Bedroom Unit | Type 4



AREA	SQ.M	SQ.FT
Suite Area	77.68	836.14
Balcony Area	115.70	1245.38
Total Unit Area	193.38	2081.52

FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4.5 m ²
MASTER BEDROOM	15 m ²
LIVING AND DINING	20 m ²
KITCHEN	6 m ²
CORRIDOR	7 m ²
BEDROOM-01	14 m ²
BATHROOM	4 m ²
LAUNDRY	0.60 m ²

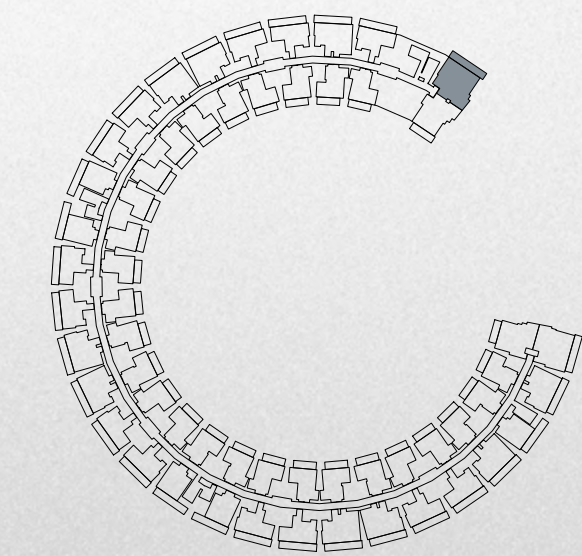


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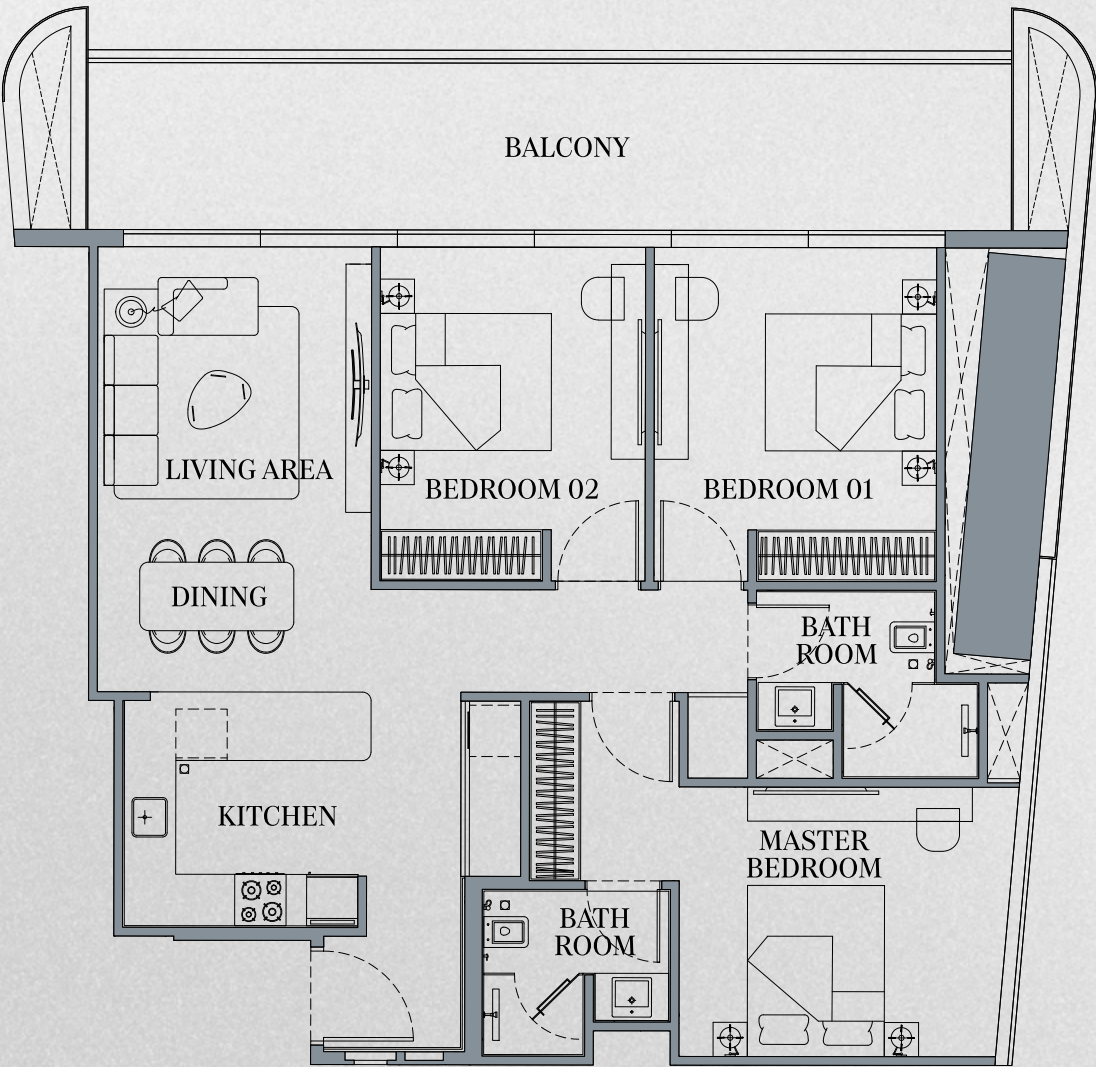
Vision Iconic

3 Bedroom Unit | Type 1



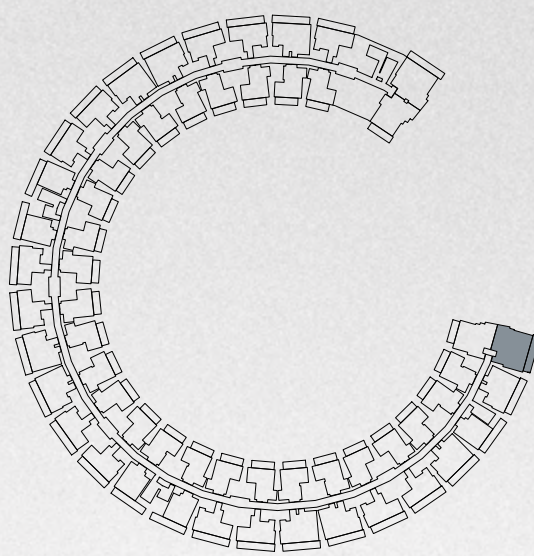
AREA	SQ.M	SQ.FT
Suite Area	93.32	1004.49
Balcony Area	28.59	307.74
Total Unit Area	121.91	1312.23

FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4 m ²
MASTER BEDROOM	16 m ²
LIVING AND DINING	17 m ²
KITCHEN	8 m ²
CORRIDOR	10 m ²
BEDROOM-01	13 m ²
BEDROOM-02	13 m ²
BATHROOM	4 m ²
LAUNDRY	1 m ²



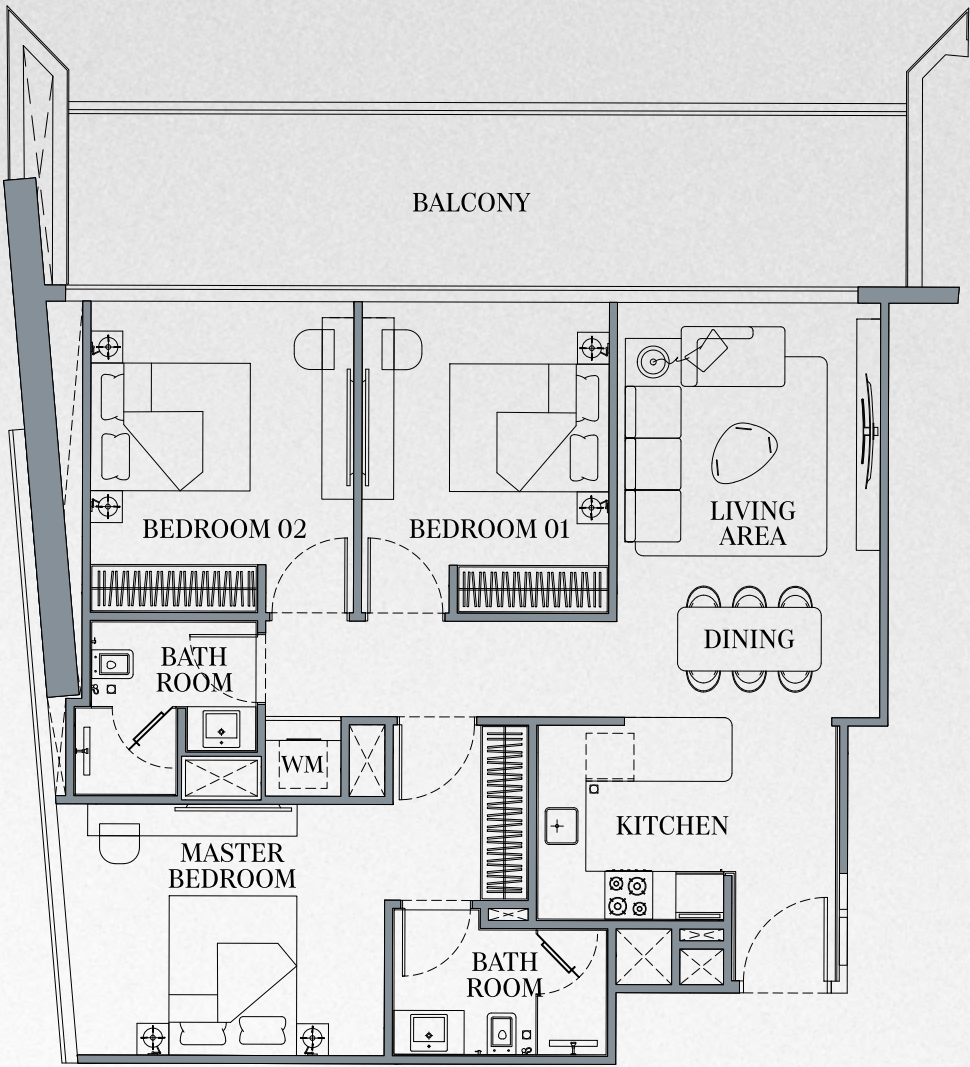
Vision Iconic

3 Bedroom Unit | Type 2



AREA	SQ.M	SQ.FT
Suite Area	89.95	968.21
Balcony Area	21.34	229.70
Total Unit Area	111.29	1197.92

FLAT DESIGN COMPONENTS	
MASTER BATHROOM	4.5 m ²
MASTER BEDROOM	16 m ²
LIVING AND DINING	17 m ²
KITCHEN	6 m ²
CORRIDOR	10 m ²
BEDROOM-01	13 m ²
BEDROOM-02	12 m ²
BATHROOM	4 m ²
LAUNDRY	1 m ²

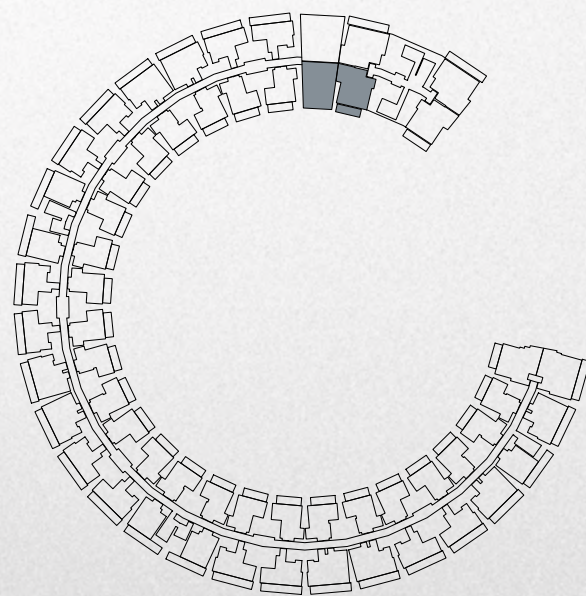


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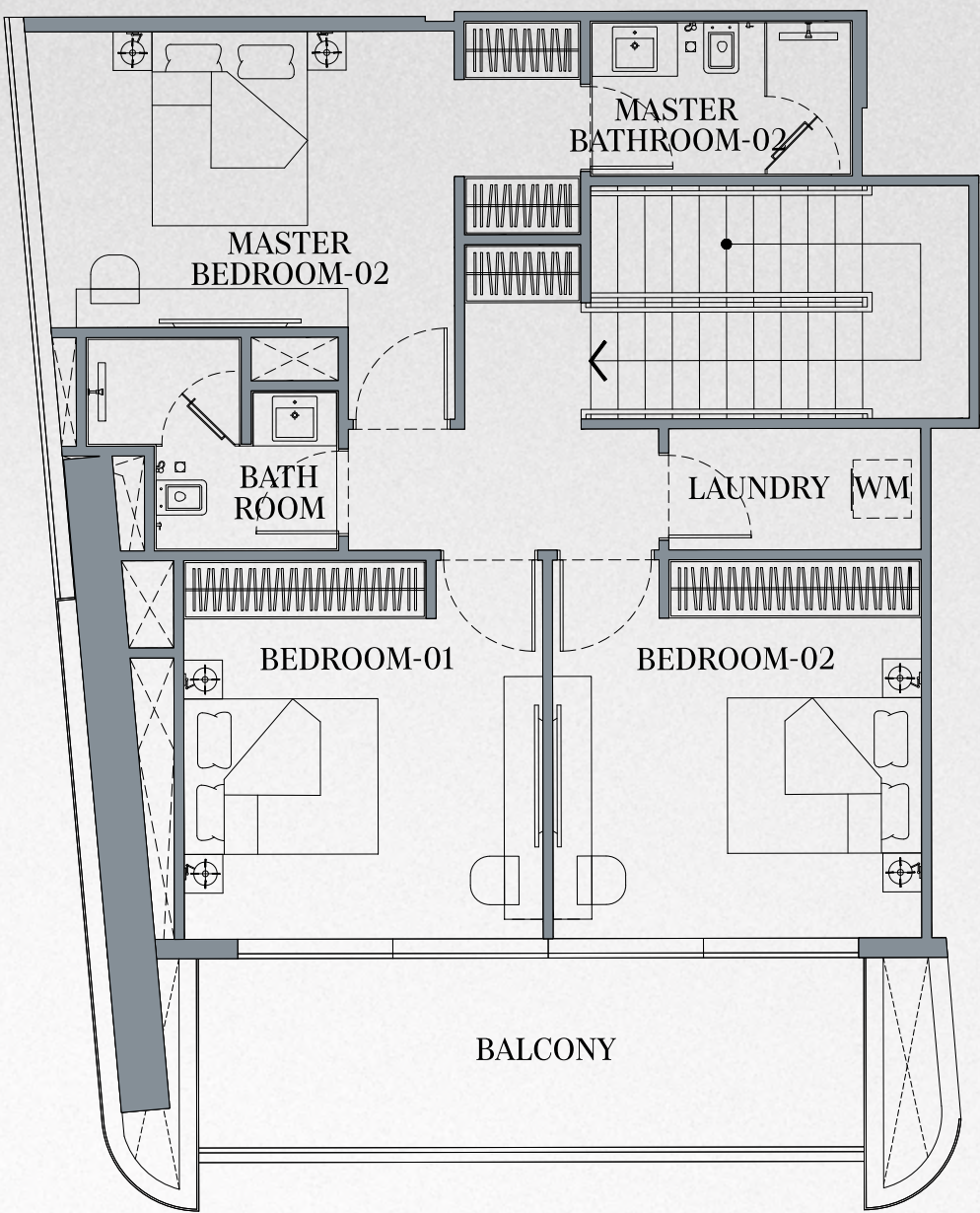
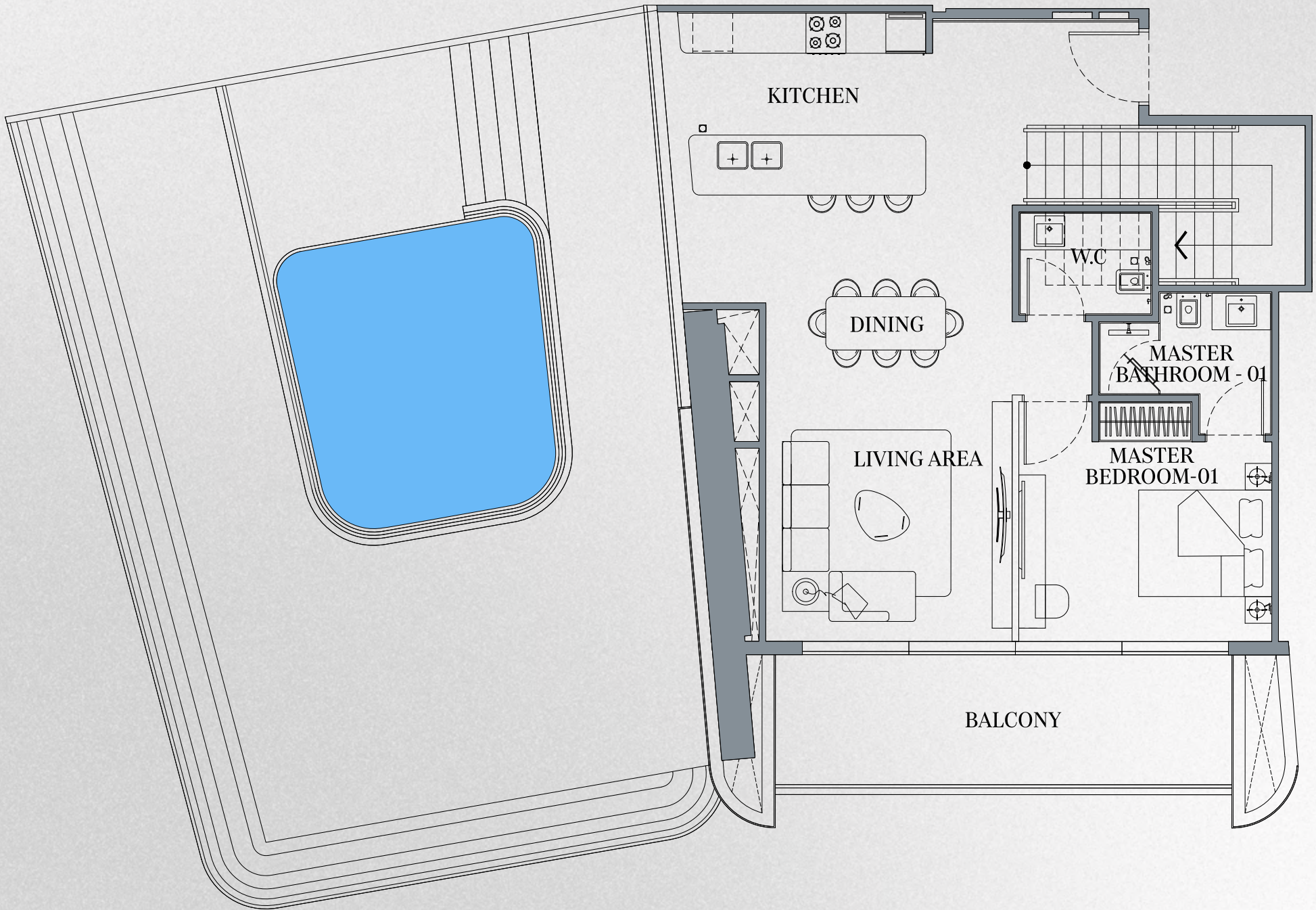
Vision Iconic

4 Bedroom Unit | Type 1



AREA	SQ.M	SQ.FT
Suite Area	158.25	1703.17
Balcony Area	128.78	1386.18
Total Unit Area	287.03	3089.57

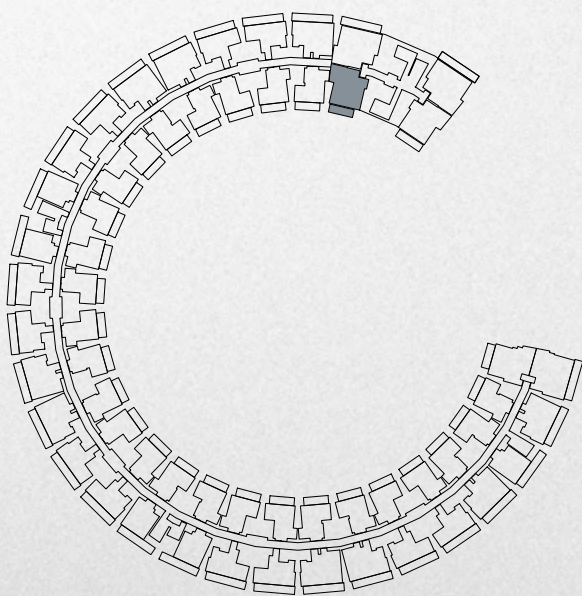
FLAT DESIGN COMPONENTS	
GROUND FLOOR	
MASTER BATHROOM- 01	4 m²
MASTER BEDROOM-01	14 m²
LIVING	13 m²
KITCHEN AND DINING	26 m²
CORRIDOR	5 m²
WC	3 m²
STAIRCASE	8 m²
FIRST FLOOR	
MASTER BATHROOM- 02	4 m²
MASTER BEDROOM-02	17 m²
BEDROOM-01	14 m²
BEDROOM-02	15 m²
BATHROOM	4 m²
LAUNDRY	3 m²
CORRIDOR	8 m²
STAIRCASE	9 m²



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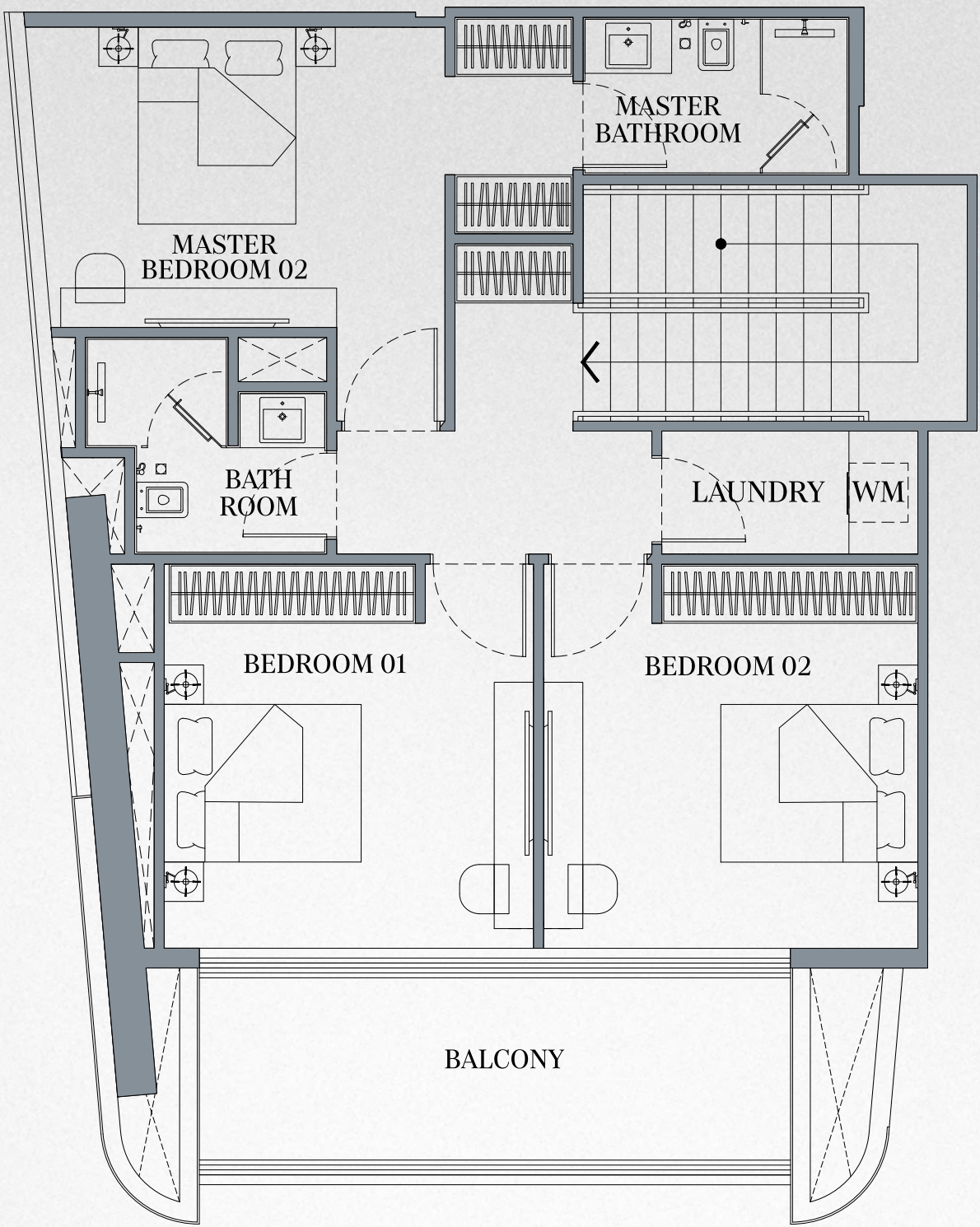
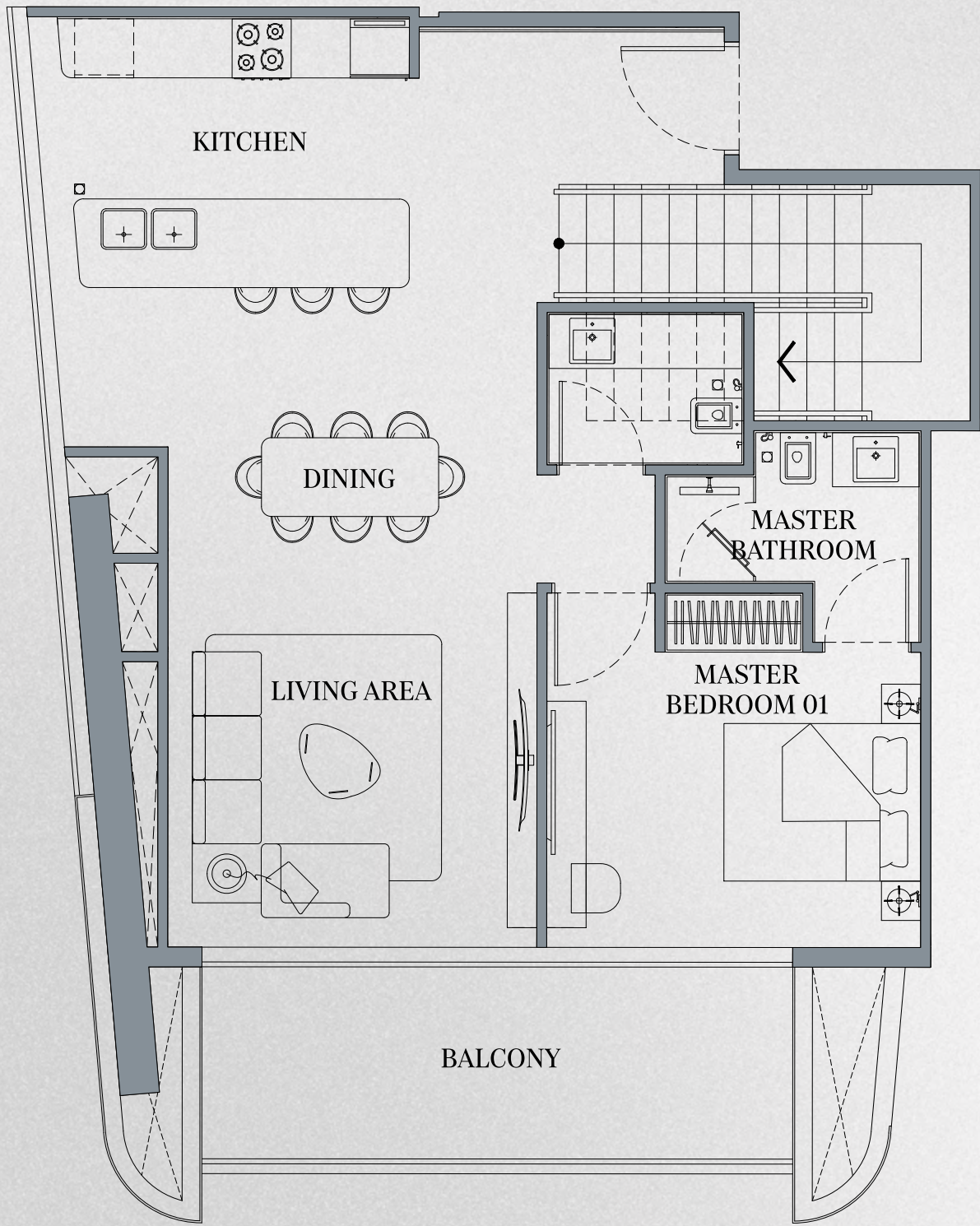
Vision Iconic

4 Bedroom Unit | Type 2



AREA	SQ.M	SQ.FT
Suite Area	158.25	1703.39
Balcony Area	26.16	281.58
Total Unit Area	184.41	1984.97

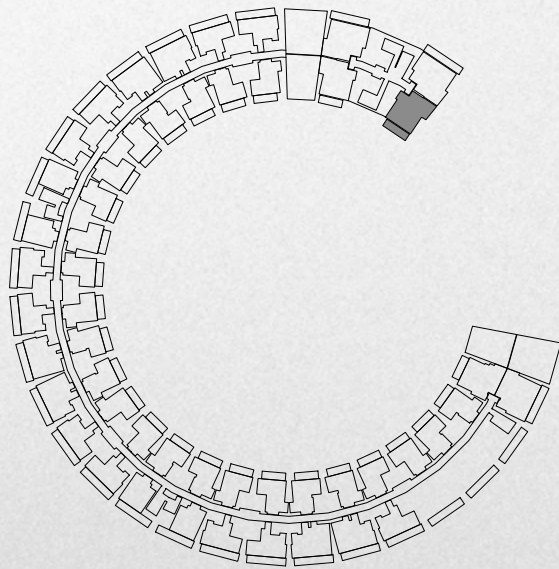
FLAT DESIGN COMPONENTS	
GROUND FLOOR	
MASTER BATHROOM-01	4 m ²
MASTER BEDROOM-01	14 m ²
LIVING	13 m ²
KITCHEN AND DINING	26 m ²
CORRIDOR	5 m ²
WC	3 m ²
STAIRCASE	8 m ²
FIRST FLOOR	
MASTER BATHROOM-02	4 m ²
MASTER BEDROOM-02	17 m ²
BEDROOM-01	14 m ²
BEDROOM-02	15 m ²
BATHROOM	4 m ²
LAUNDRY	3 m ²
CORRIDOR	8 m ²
STAIRCASE	9 m ²



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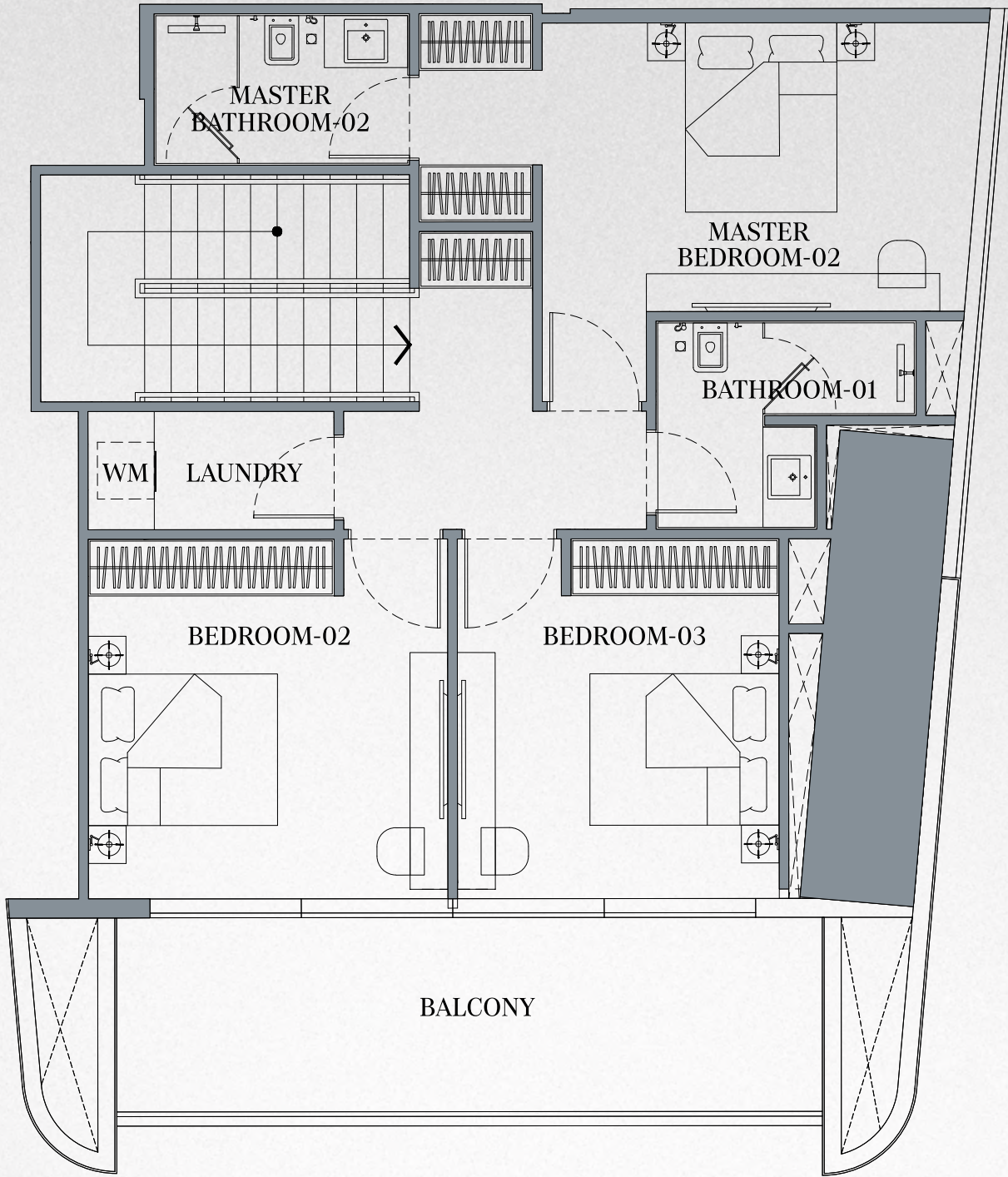
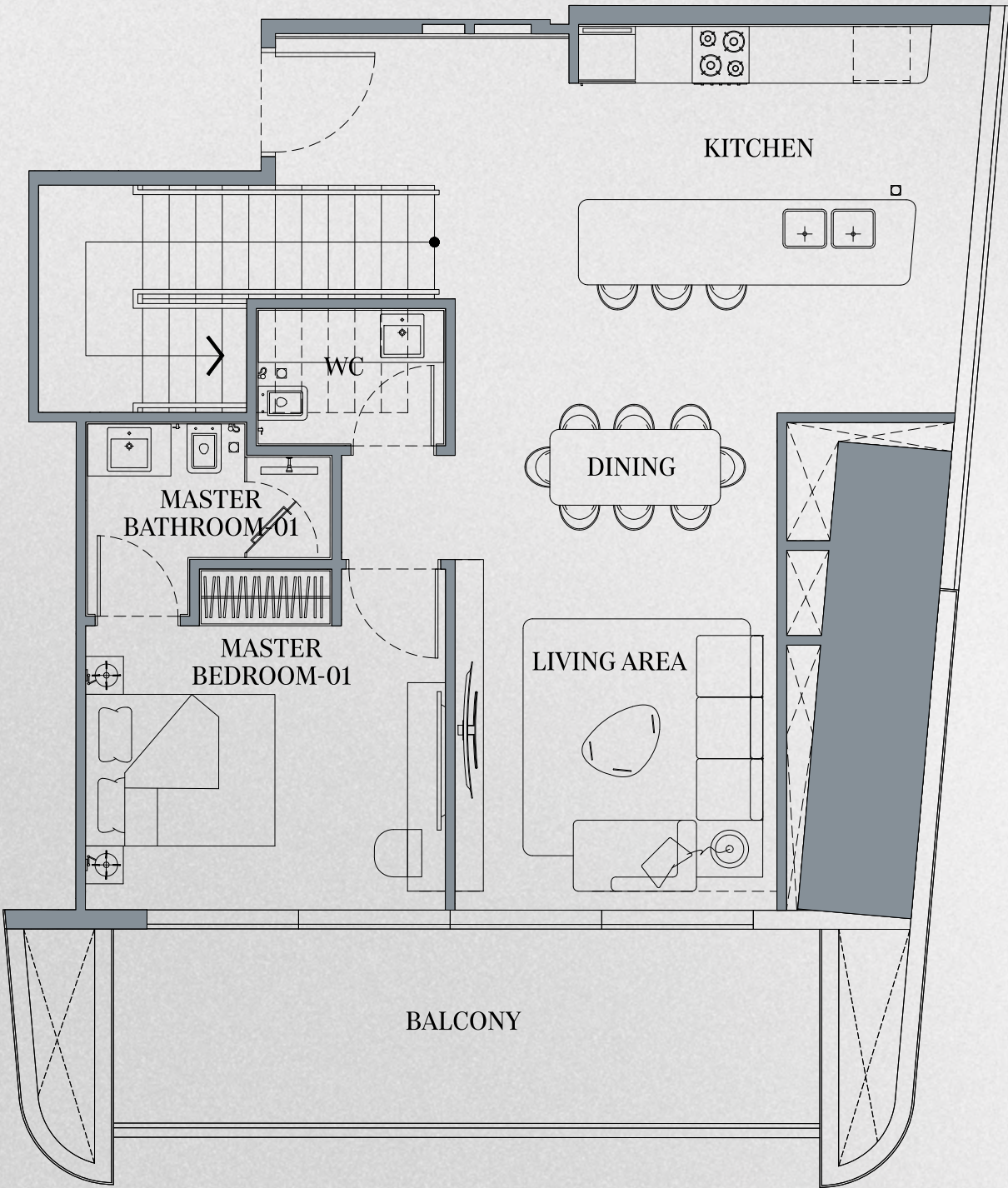
Vision Iconic

4 Bedroom Unit | Type 3



AREA	SQ.M	SQ.FT
Suite Area	158.77	1708.99
Balcony Area	32.42	348.97
Total Unit Area	191.19	2057.95

FLAT DESIGN COMPONENTS	
GROUND FLOOR	
MASTER BATHROOM-01	4 m ²
MASTER BEDROOM-01	14 m ²
LIVING	13 m ²
KITCHEN AND DINING	26 m ²
CORRIDOR	5 m ²
WC	3 m ²
STAIRCASE	8 m ²
FIRST FLOOR	
MASTER BATHROOM-02	4 m ²
MASTER BEDROOM-02	17 m ²
BEDROOM-01	14 m ²
BEDROOM-02	15 m ²
BATHROOM	4 m ²
LAUNDRY	3 m ²
CORRIDOR	8 m ²
STAIRCASE	9 m ²

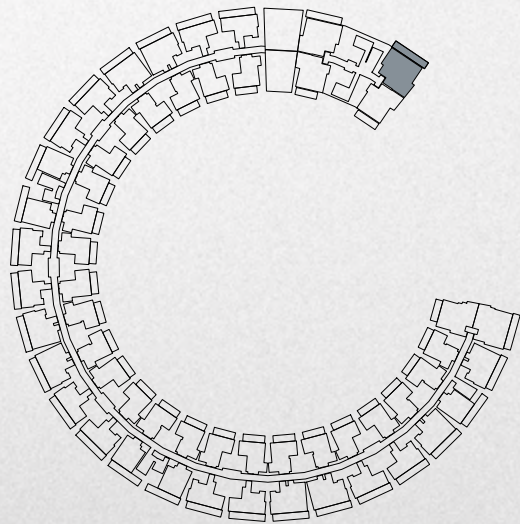


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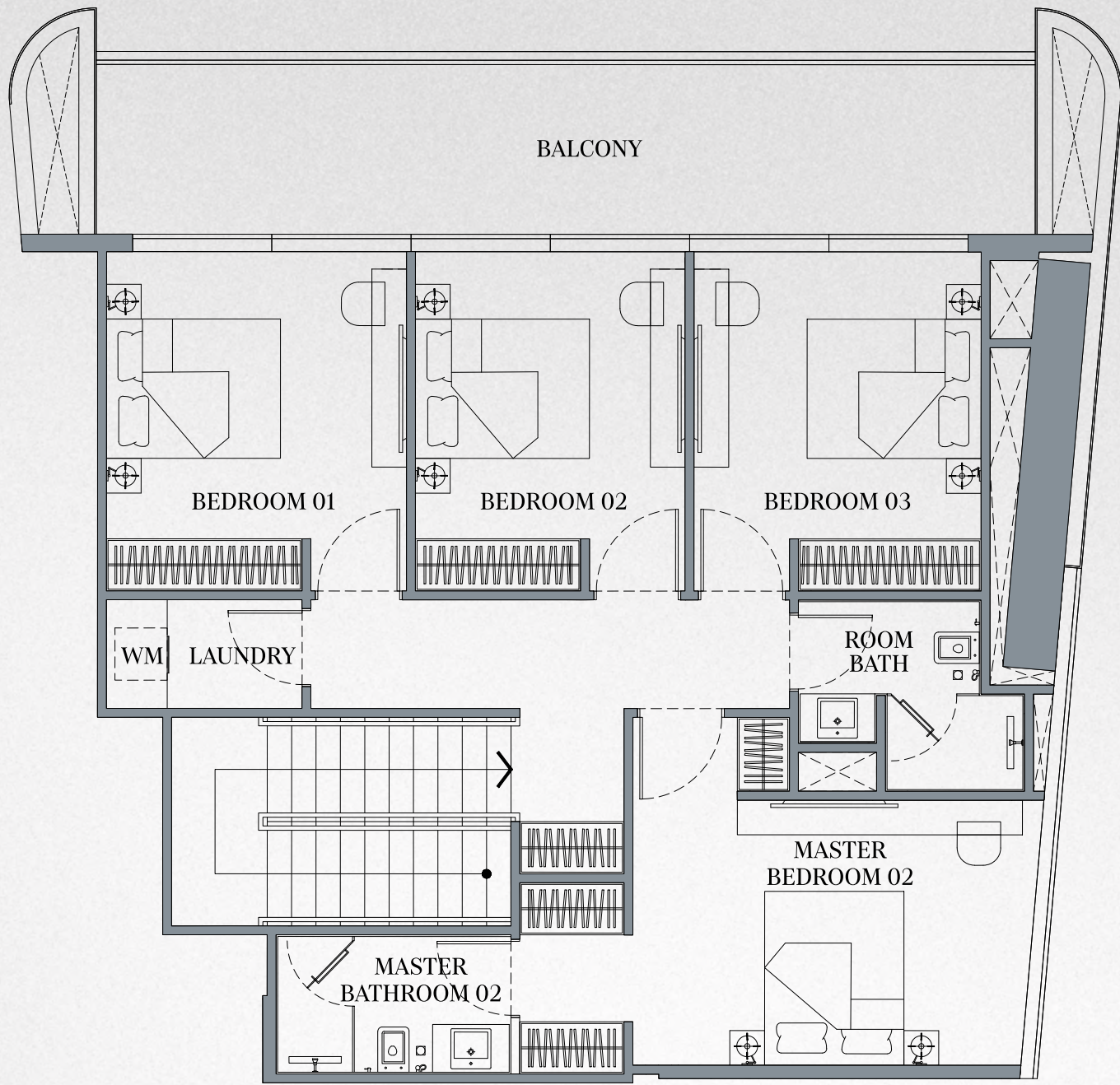
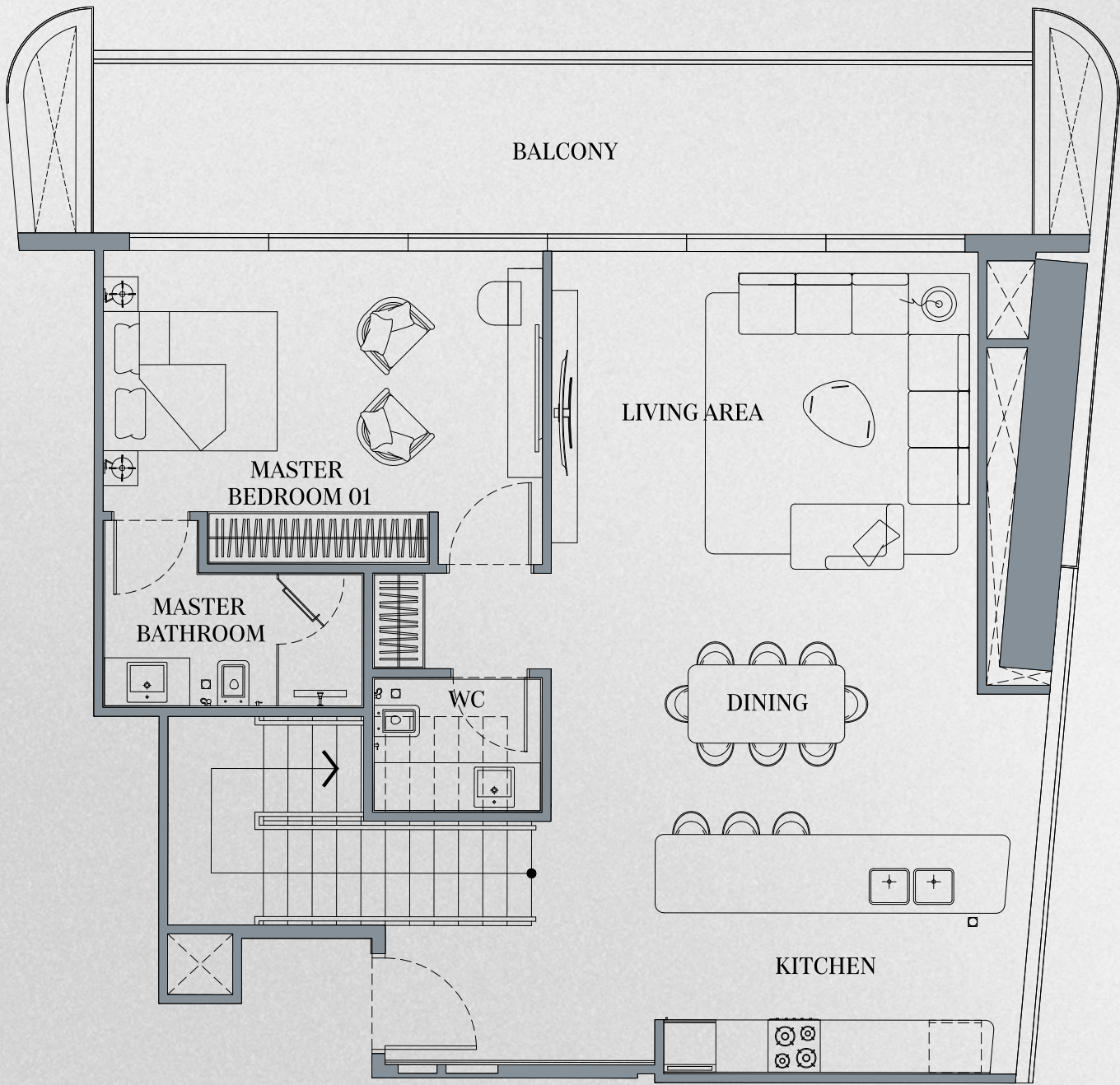
Vision Iconic

5 Bedroom Unit | Type 1



AREA	S.QM	SQ.FT
Suite Area	188.41	2028.03
Balcony Area	49.05	527.97
Total Unit Area	237.46	2556

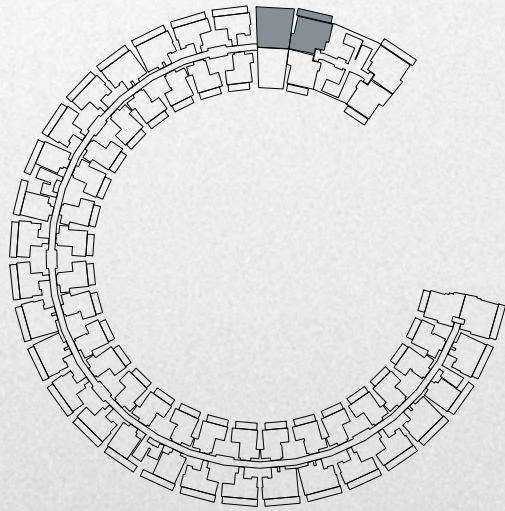
FLAT DESIGN COMPONENTS	
GROUND FLOOR	
MASTER BATHROOM- 01	5 m ²
MASTER BEDROOM-01	17 m ²
LIVING	18 m ²
KITCHEN AND DINING	28.5 m ²
CORRIDOR	7 m ²
BATHROOM	3 m ²
STAIRCASE	8 m ²
FIRST FLOOR	
MASTER BATHROOM- 02	4 m ²
MASTER BEDROOM-02	18 m ²
BEDROOM-01	13 m ²
BEDROOM-02	12 m ²
BEDROOM-03	13.5 m ²
BATHROOM	4.5 m ²
LAUNDRY	3 m ²
CORRIDOR	8 m ²
STAIRCASE	9 m ²



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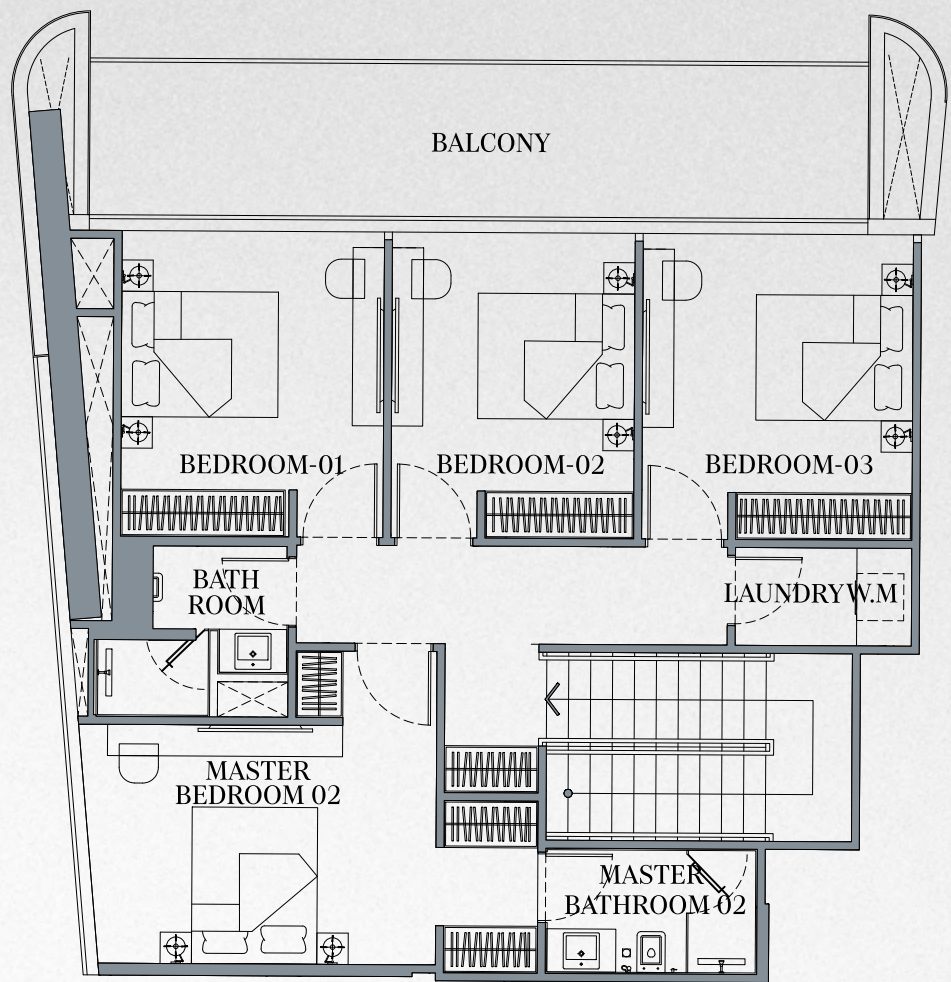
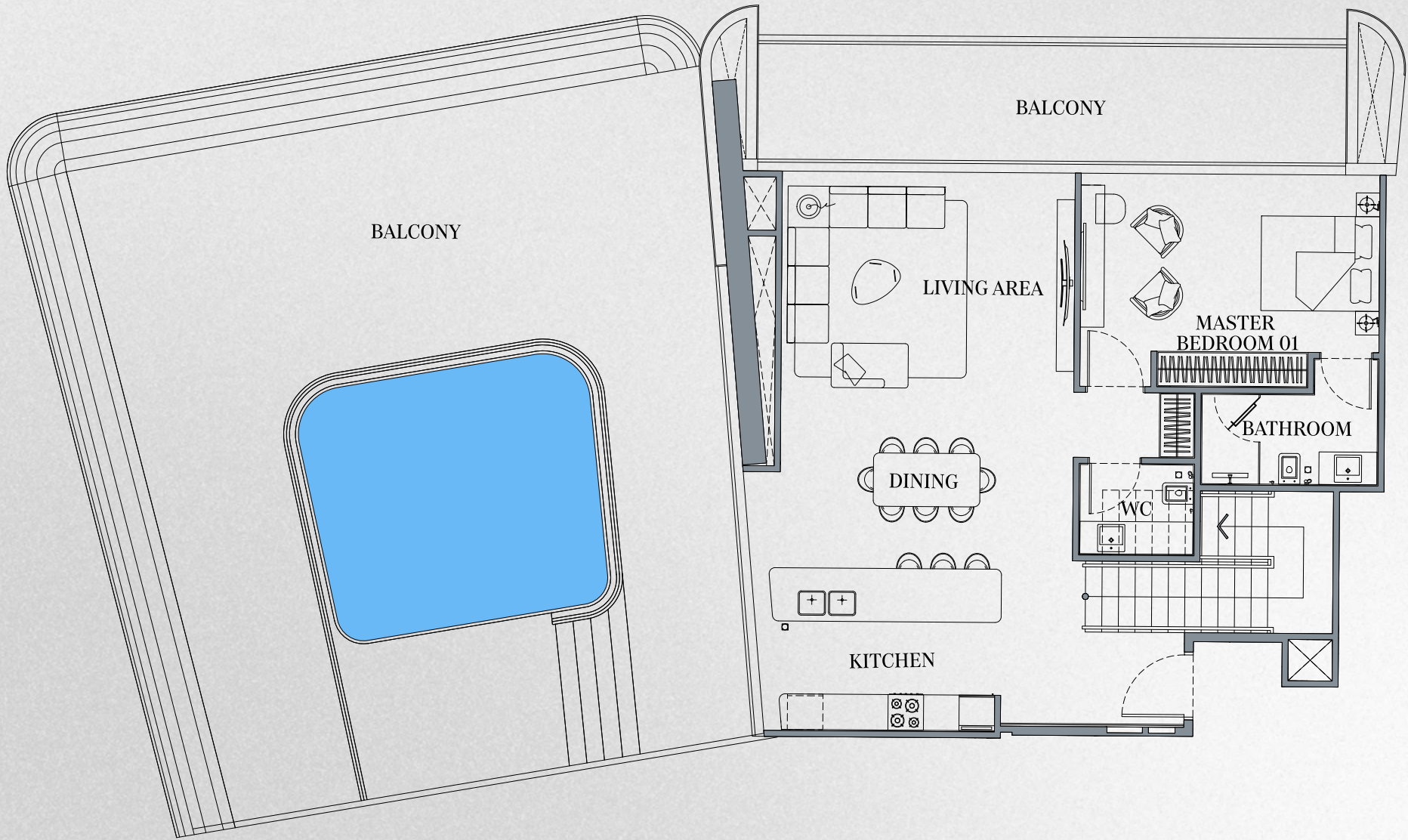
Vision Iconic

5 Bedroom Unit | Type 2



AREA	S.QM	SQ.FT
Suite Area	187.32	2016.30
Balcony Area	169.58	1825.34
Total Unit Area	356.90	3841.64

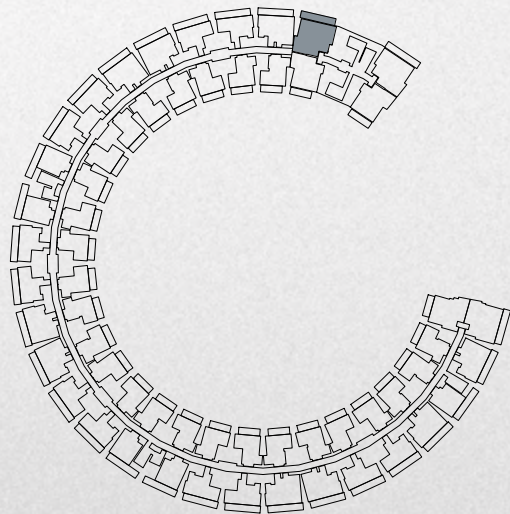
FLAT DESIGN COMPONENTS	
GROUND FLOOR	
MASTER BATHROOM- 01	5 m ²
MASTER BEDROOM-01	17 m ²
LIVING	18 m ²
KITCHEN AND DINING	28.5 m ²
CORRIDOR	7 m ²
BATHROOM	3 m ²
STAIRCASE	8 m ²
FIRST FLOOR	
MASTER BATHROOM- 02	4 m ²
MASTER BEDROOM-02	18 m ²
BEDROOM-01	13 m ²
BEDROOM-02	12 m ²
BEDROOM-03	13.5 m ²
BATHROOM	4.5 m ²
LAUNDRY	3 m ²
CORRIDOR	8 m ²
STAIRCASE	9 m ²



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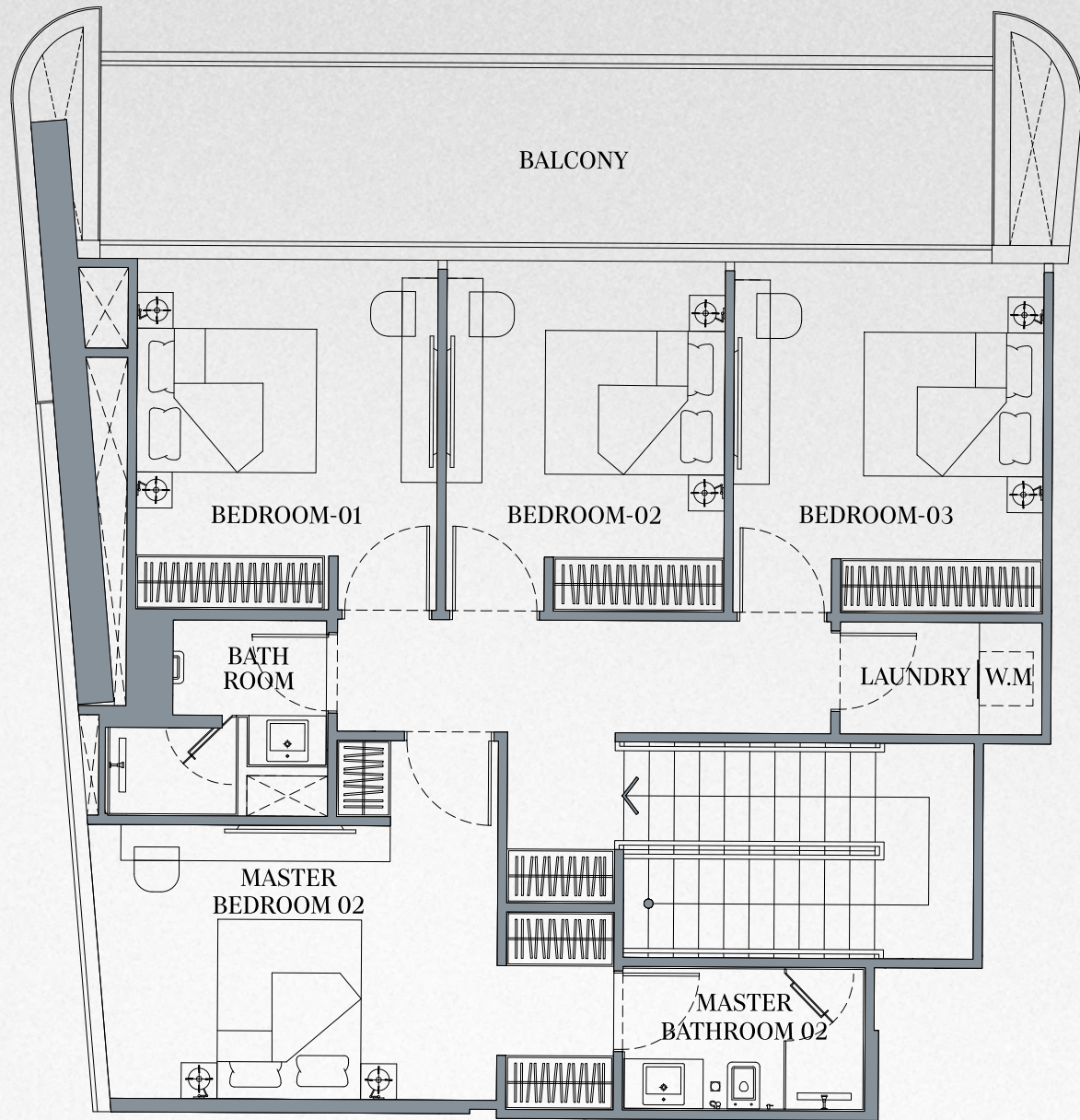
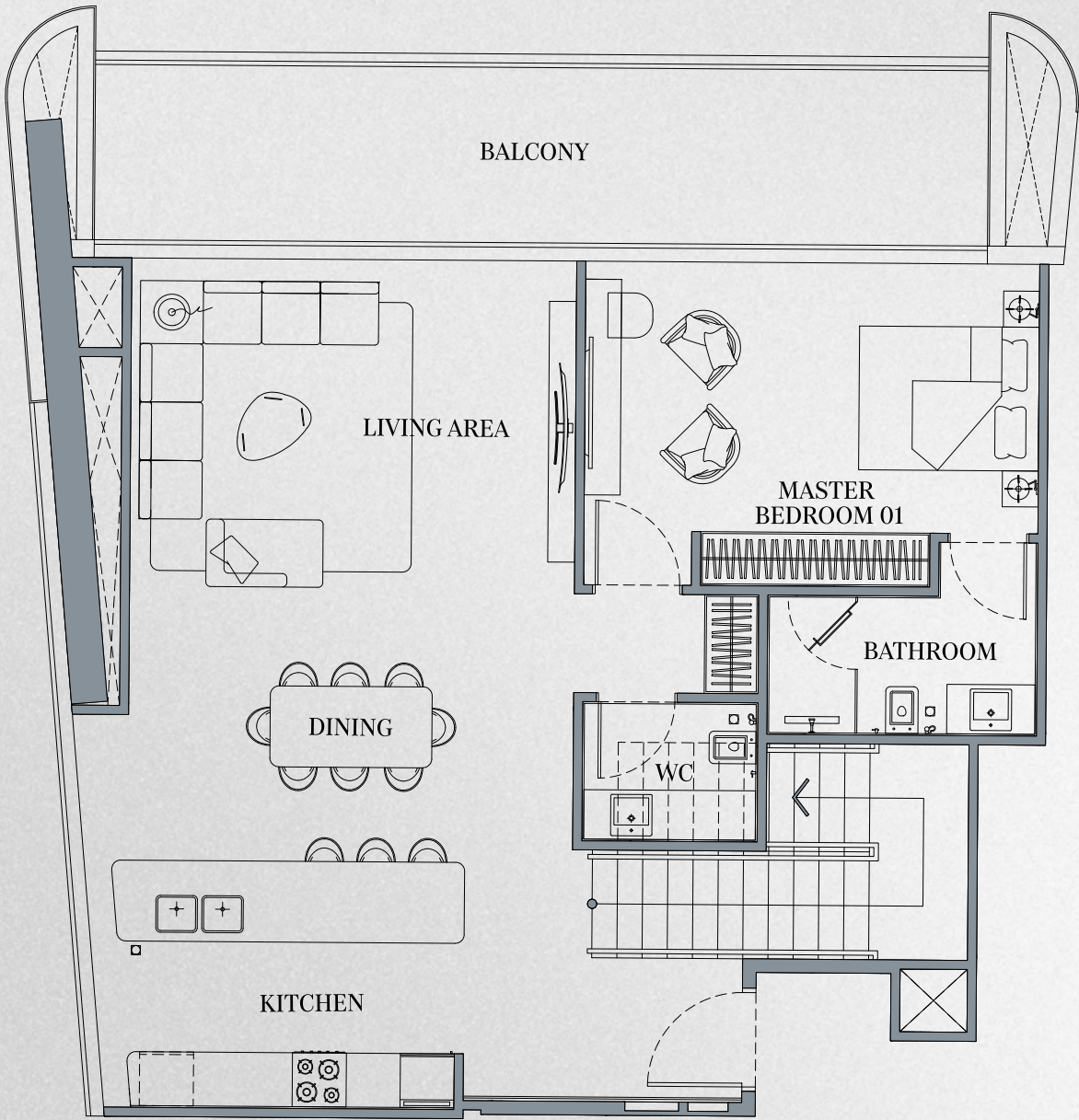
Vision Iconic

5 Bedroom Unit | Type 3



AREA	SQ.M	SQ.FT
Suite Area	187.32	2016.30
Balcony Area	42.68	459.40
Total Unit Area	230	3475.70

FLAT DESIGN COMPONENTS	
GROUND FLOOR	
MASTER BATHROOM- 01	5 m ²
MASTER BEDROOM-01	17 m ²
LIVING	18 m ²
KITCHEN AND DINING	28.5 m ²
CORRIDOR	7 m ²
BATHROOM	3 m ²
STAIRCASE	8 m ²
FIRST FLOOR	
MASTER BATHROOM- 02	4 m ²
MASTER BEDROOM-02	18 m ²
BEDROOM-01	13 m ²
BEDROOM-02	12 m ²
BEDROOM-03	13.5 m ²
BATHROOM	4.5 m ²
LAUNDRY	3 m ²
CORRIDOR	8 m ²
STAIRCASE	9 m ²



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ABOUT THE BRAND

A LEGACY OF ARCHITECTURAL ARTISTRY

Binghatti Holding Limited is a vertically integrated real estate developer founded in 2008 with roots as a contractor before transitioning into full-scale development. Leveraging in-house design, development, construction and delivery capabilities, the Group stands out as one of Dubai's most avant-garde private developers, operating across the full market spectrum from affordable housing to ultra luxury branded residences.

With a total portfolio exceeding 100 projects valued at nearly AED 100 billion, Binghatti has delivered more than 50 projects to date and maintains a robust pipeline of approximately 30 million square footage of sellable area.

Binghatti delivers across the housing ladder from affordable and mid-market homes to premium and ultra luxury branded residences differentiating itself through design led products, branded collaborations and a consistent focus on customer outcomes. The developer's contractor heritage underpins its operational agility and ability to scale across segments.

Sustainability is embedded across Binghatti's developments through energy efficient technologies, responsible materials selection and long-term value creation strategies that enhance returns for stakeholders and liveability for residents.

Binghatti Holding continues to expand its real estate portfolio to meet growing market demand, delivering quality projects across every market tier while prioritising design, delivery excellence and sustainable outcomes.

Muhammad Binghatti

BINGHATTI

AFTER SALES SERVICES

All-in-One After Sales Services

Binghatti Style



PROPERTY
MANAGEMENT



UNIT RESALE



PARKING
SALE



HOLIDAY
HOMES



ANNUAL
MAINTENANCE



FURNITURE
PACKAGES



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VISTON

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