

VISION



Mercedes-Benz Places

BINGHATTI CITY

PROJECT FACTS

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

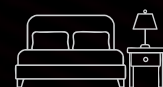
UNITS



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.

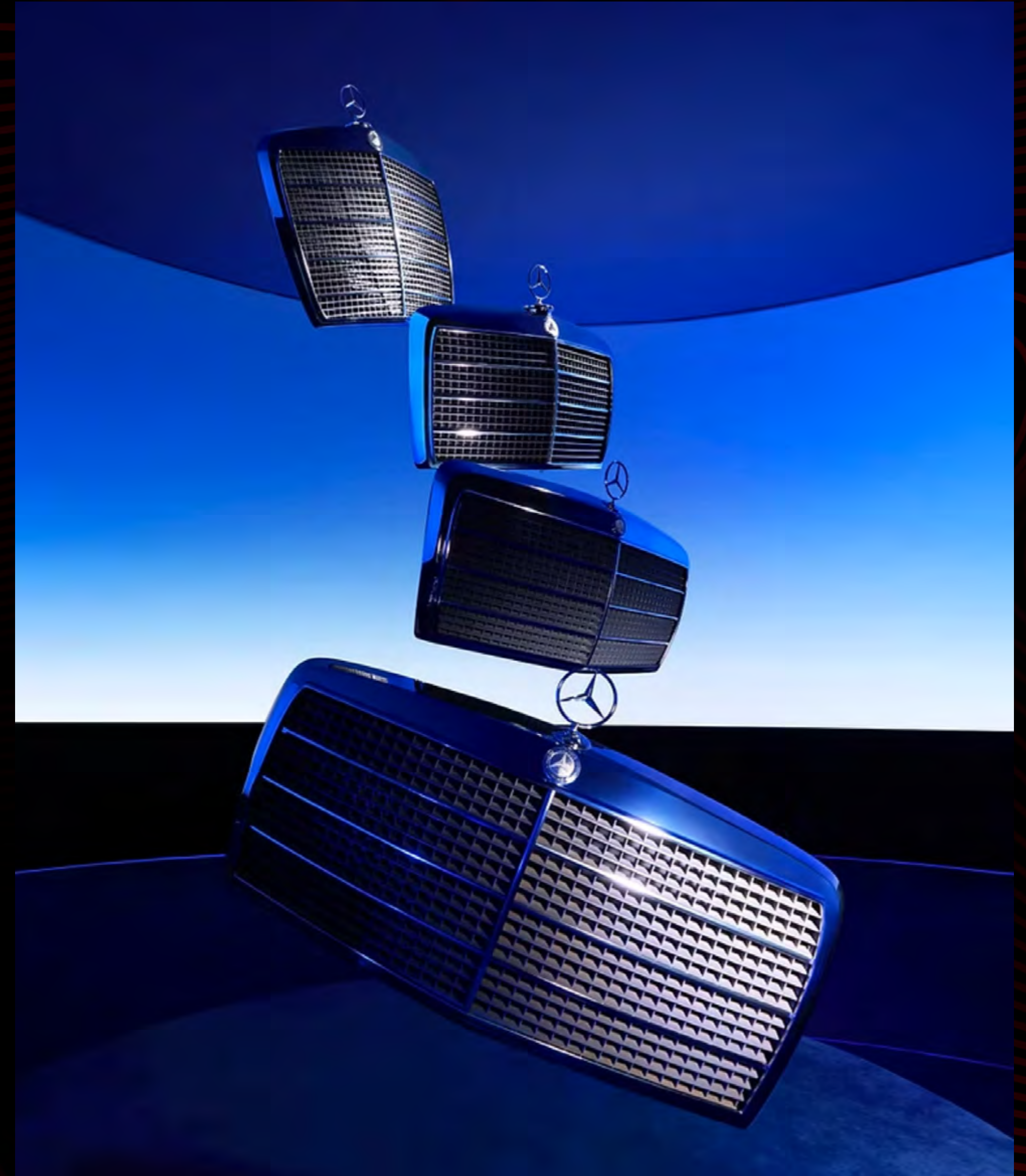
The sequence connects private entryways to the central podium deck. Moving through the entrance feels like stepping into a landmark

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.



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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.





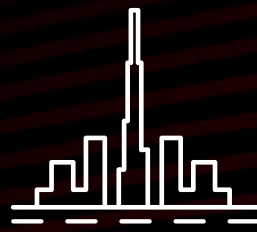
Exclusive Features and Services



WELL
CERTIFICATION



LEED
CERTIFICATION



SKYLINE
JOGGING PATH



ACOUSTIC
SYSTEM



SMART
SYSTEM



SPA
SERVICE



SKY
INFINITY POOL



PRIVATE
POOL



PODIUM
POOL



GYM



CONCIERGE
SERVICE



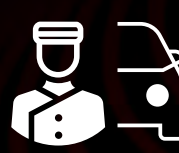
YOGA & WELLNESS
OUTDOOR AREA



ENTERTAINMENT
STUDIOS



FOOD &
BEVERAGE



VALET
SERVICE



AIRCONDITIONED
OUTDOOR SPACES

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

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

Clear Mirror

Reflective Metallic Finish
with Pattern Detailing

Wooden
Oak Flooring

Perforated Ceiling
with Integrated Lighting

Gym Rubber Flooring

Leather Finish

Reflective Glass Finish

Feature Stone Finish

Art-Deco Patterned Carpet







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



☎ 800 240

VISTON

A World Built Beyond Tomorrow.

ICONIC