

Press Release

## Nshama's flagship Town Square to feature new generation Vida hotel and serviced residences

- *Signs agreement with Vida Hotels and Resorts to operate lifestyle boutique hotel and serviced residences overlooking central square the size of 16 football fields*
- *Located in the heart of the 750 acre Town Square development with over 2.5 million sq ft of retail including over 600 stores and F&B outlets in close proximity*
- *Trendy hospitality project will be a smart urban hub where inspiring minds stay, play and connect*
- *Vida Town Square Dubai will feature 180 hotel rooms and serviced residences each*

**Dubai, UAE; March 3, 2015:** Nshama, a private developer of integrated lifestyle communities offering distinct value propositions for aspiring home-owners, has joined hands with Vida Hotels and Resorts, the new generation hotel brand of Emaar Hospitality Group, to operate a lifestyle boutique Vida hotel and serviced residences in Town Square, Nshama's flagship development that spans an area of 750 acres.

The agreement was signed by Fred Durie, Chief Executive Officer of Nshama, and Philippe Zuber, Chief Operating Officer of Emaar Hospitality Group.

Embracing warmth, simplicity and youthful vitality, Vida Town Square Dubai will serve as a smart urban hub where inspiring minds stay, play and connect. With 180 hotel rooms and serviced residences, it will be defined by its location overlooking the central park, the size of 16 football fields, and in easy access to a world-class retail precinct spread over 2.5 million sq ft with over 600 retail outlets as well as a dedicated Reel Cinemas Cineplex, educational institutions, healthcare facilities, cycling tracks and green walkways.

Fred Durie said: "Vida Hotels and Resorts shares the same values as Nshama in providing an unmatched lifestyle choice that meets the requirements of the new generation of tech-savvy youth and entrepreneurs. As the first hospitality project in Town Square, our suburban downtown residential destination where aspiring home-owners can live life at their price, Vida will bring youthfulness, vitality and positive energy that complement the aspirations of our residents. Through the partnership, we are focused on creating a dynamic 'town square' that celebrates life and offers value across all touch points."

Philippe Zuber added: "In a short span of time, Vida Hotels and Resorts has differentiated its credentials in the hospitality sector by creating a new niche that challenges all industry norms. Bringing inspiring simplicity and intuitive style, Vida is approachable, fun and unpretentious – traits that the new generation values. Vida Town Square Dubai will serve as a lively hub where refreshingly new experiences are created. It also underlines the expansion of the brand, building its credentials as the 'go-to' hospitality offering for the young and trendy."

Vida Town Square Dubai will be elegantly designed with stunning contemporary architecture and fashion-forward interior concepts. It will draw on the breathtaking greenery of Town Square by providing vast open spaces that exude natural light, lending vitality and vigour. An array of innovative and value-added services await guests at the hotel including smart technologies that enable them to access all amenities at the tap of a finger through iPads and smartphones.

Going beyond traditional hospitality, Vida Town Square Dubai will offer a remarkable breadth of food and beverage choices including speciality restaurants, business centres for seamless ‘work and play,’ chic events venues and highly personalised but unobtrusive service. More details on the design and amenities will be revealed in due course. Among planned amenities Vida Town Square Dubai include a swimming pool, modern fitness facilities and a dedicated spa.

Launched recently, Town Square is centrally located in New Dubai near Al Barsha, in easy proximity to popular malls as well as the Al Maktoum International Airport, which is less than 20 minutes away. A smart, sustainable and connected community, it focuses on promoting an active outdoor lifestyle.

In all, Town Square, an integrated development, will feature over 3,000 townhouses and 18,000 apartments in addition to substantial retail, hospitality and commercial space. The masterplan also envisages a central and vibrant hub with shopping and dining districts, plazas, greenbelts, mosques, educational institutions, healthcare centres, entertainment and outdoor sports facilities.

Vida, meaning ‘life’ in Spanish, embraces warmth, simplicity and youthful vitality. The hotels create a stimulating environment for the younger generation who demands all the frills of modern luxury travel but none of the fuss.

Vida Hotels and Resorts has two properties in its portfolio – Vida Downtown Dubai offering 156 rooms and the last word in understated cool, and Manzil Downtown Dubai, an upscale lifestyle boutique hotel that celebrates the warmth of Arabian hospitality in a culturally stimulating, tech-savvy setting. Vida Hotels and Resorts also manages the Vida Residence, The Hills, and Vida Residence, Downtown Dubai.

For more details on Town Square, please log on to: [www.nshama.ae](http://www.nshama.ae), and for more details on Vida Hotels and Resorts, log on to: [www.VIDA-hotels.com](http://www.VIDA-hotels.com)

Nshama is also developing another value-added lifestyle development in Dubai that focuses on sustainability, culture and education through a joint venture with Mohammed Bin Rashid Al Maktoum Foundation (MBRF).

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**About Nshama:**

Nshama is a private developer of integrated lifestyle communities differentiated by its focus on offering distinct value propositions for aspiring home-owners. Bringing the expertise of project development professionals from around the world, backed by strong domain knowledge, Nshama aims to create elegantly master-planned neighbourhoods that are smart, interconnected, networked, tech-driven and sustainable.

Nshama projects are truly self-contained and offer residents all their needs in close proximity. Its projects are differentiated at all touch points – from value to amenities, location and sustainability considerations. Investing in Nshama enables customers to shift their lifestyle from a predominantly rent-driven model to an own end-user home that is cost-competitive and a solid investment for the family. [www.nshama.ae](http://www.nshama.ae)

**About Vida Hotels and Resorts:**

Vida Hotels and Resorts, a brand under Emaar Hospitality Group, is a refreshingly different hotel concept for the new generation of business executives, entrepreneurs and leisure travellers. Vida, meaning ‘life’ in Spanish, embraces warmth, simplicity and youthful vitality.

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