

JUMEIRAH BEACH RESIDENCE



Background Jumeirah Beach Residence (also known as JBR) is a large waterfront community located on the shores of the Persian Gulf in Dubai Marina, United Arab Emirates. It is the largest single-phase residential development in the world and contains 40 towers (36 residential and 4 hotels) with the capacity to accommodate around 15,000 people. The project has 6,917 apartments, ranging from 84 square meter studios to 510 square meter penthouses. **Scope** To complement the Mediterranean-style architecture of the project, the designer's team selected RAK Ceramics' Venice Bathware Suite. With its tranquil and serene feel, Venice provided complete bathware functionalities. Its soft-tones and curves created a calming atmosphere and suited the narrow space. The high quality ceramics with its in trap glazing and effective flush mechanism made Venice the most compatible and contemporary bathware suite. **Results** Jumeirah Beach Residence is a luxurious, high-end development and one of the biggest in the GCC. RAK Ceramics' high production capacity, using the latest in state of the art technologies, allowed us to meet the needs of the project specification. Using robot glazing and high pressure casting systems RAK Ceramics was able to produce large quantities of uniform bathware suites with a consistent high quality finish. RAK Ceramics is proud to have contributed to such an iconic residential project.

Year

2002

Application

Residential buildings

Interventions

Wall and floor application

Location

Dubai GCC United Arab Emirates