



## Press release

### For immediate release

28/02/2024

#### **RMJM Dubai has collaborated with Taraf to conceive Cello Residences, strategically situated amidst Dubai's esteemed and highly sought-after communities.**

Yas Holding's real estate division, Taraf, collaborated with RMJM to introduce Cello Residences, a dynamic and thriving destination situated in the well-established community of Jumeirah Village Circle (JVC) in Dubai. Described as one of the most distinctive communities in Dubai, the site located on the internal street in between Lazuard SW and Bajada Blvd S. The streets are further connected to Al Khalil Road, close to the outer boundary, just 200 mt. to the main entrance and exit.

Cello Residences is a high-rise residential community containing large pool, kids' pool and outdoor gym, a zen reading spot, landscaped park and a BBQ area. The design proposal responds to the constraints and opportunities that the site offers. This is created through undulating balconies, the landscaped podium that welcomes the users, and defined arrival experience for the guests.

The development comprises 387 apartments distributed across two towering structures. Its interiors exhibit a spectrum of warm and earthy hues, featuring a meticulously crafted layout and expansive windows that guarantee a seamless blend of refined elegance, abundant natural light, and a seamless extension of the tranquil surrounding landscape. An elevated focus on important details and finishes ensures that each residence has the perfect balance of functionality and ambience.

Externally, the buildings' facades have been kept simple yet contemporary in design and are made up of light-coloured materials with the distinctive colored façade elements. The accompanying podium has been designed in a way that plays with tectonics and light in order to create a unique statement that flows seamlessly with the surrounding architecture and amenities.

Additionally, RMJM extensively studied the site massing and the relationship to the context – maximizing the views to podium landscape within the development and low rise neighborhood. Public area around the pool is positioned to receive sunlight, whilst recessed windows are protected from solar gain.

All of these carefully curated features of Cello Residences come together to offer a unique and serene living experience.

## Notes to the Editors

### About RMJM

Founded by Sir Robert Matthew and Stirrat Johnson-Marshall in 1956, RMJM Group is one of the largest, most geographically and culturally diverse architecture firms in the world. With studios across five continents, the RMJM family can share knowledge, expertise and design talent, enabling them to think quicker and act faster. Working stronger together, they are global enough to make a difference while still being local enough to be personal. Through their shared vision of success, RMJM has spent more than 67 years creating a legacy of world-class design.

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