OCTA
DEVELOPMENT

Spaces Built for life²

An OCTA company



Space is static. Life is not.

A home begins as space. What gives it value happens afterwards.

Morning routines. Quiet evenings. Children growing. Friends gathering. Working, resting, celebrating, retreating. The ordinary moments that eventually become memories.

Life changes constantly. A well-designed home should be capable of changing with it.

At OCTA Developments, we design around the life that will happen within a space, not simply around how that space will look.

Spaces Built for Life²



One name. Five specialist companies.

A connected ecosystem of real estate companies spanning investment, development, commercialization, design and brand.

OCTA Investments

Investment and strategic capital

SEE MORE

OCTA Developments

Real estate development

THIS PROFILE

OCTA Properties

Development commercialization platform

SEE MORE

House of OCTA Design

Interior design and FF&E

SEE MORE

House of OCTA Marketing

Brand, creative and marketing

SEE MORE

This profile presents OCTA Developments.

A Development Platform built around value

OCTA Developments originates, structures, develops and manages real estate opportunities through three distinct business models: Principal Development, Joint Ventures and Development Management.

Across each model the objective is the same. Combine market intelligence, disciplined development thinking, thoughtful design and rigorous execution to create spaces that perform commercially and live exceptionally.



Develop

Principal Development

Our capital. We lead end to end.

Partner

Joint Ventures

Share capital, risk and returns with landowners and investors.

Manage

Development Management

We deliver. Owners retain full ownership.

One platform. Three revenue engines.

	Principal	Joint Venture	Development Management
OCTA role	Owner and developer	Partner and co-developer	Development manager
Capital	OCTA	Structured or shared	Client
Development risk	Principal	Shared	Primarily client
Economics	Development profit	Equity and profit participation	Management fees
Potential upside	Full project economics	Aligned JV economics	Performance incentives
Capital model	Capital intensive	Capital efficient	Capital light

The model changes. The development discipline does not.

For capital partners, Life² has a clear commercial value. Well-planned homes can command a premium, sell faster, have fewer defects at handover and attract buyers more readily at resale. The same design choices that improve daily life also support investment returns.

life² was learned, Not invented.

Through OCTA Properties, our ecosystem has taken more than nine and a half thousand homes to market: branded residences, waterfront apartments, family villas and Grade A workplaces, from studio to sky villa. We have stood in the show apartment when a buyer opens a wardrobe. We have watched a family measure a balcony with their hands. We know which plans sell on launch day, and which plans are still loved on the thousandth day.

AED 20bn+	9,500+	11+
sales value taken to market	homes sold	brand collaborations

OCTA Properties, ecosystem figures, as at month year.

Dubai Islands

Business Bay

Meydan

Jumeirah Village

Dubai Creek

Dubai Hills

Maritime City

Al Marjan Island



life² is what that experience taught us.

The true value of a place lies in how it enriches life. Guided by leadership with more than 20 years in real estate, OCTA's portfolio spans 40+ projects. From OCTA Isle and Trio Isle Interiors by Missoni to Burj Capital, the projects that follow express this philosophy through thoughtful design, distinctive identities and a deeper sense of belonging.

20+

years in real estate

40+

Projects

50

Units

1000

Units

From 50 units project to 1000+ units project
(needs redesign with this new addition).



Spaces built for life²

Buildings begin as concrete, glass and empty space.
Life gives them meaning.

We believe the true value of a home is not measured only by its location, finishes or square metres. It is measured by the quality of life those square metres enable.

How naturally a household gathers. How easily the morning works. How well the home provides privacy when it is needed. How comfortably it welcomes friends and family. How intelligently it stores the reality of everyday life. How the same space continues to work as children grow, routines change and life moves forward.

OCTA Developments creates premium spaces around those realities.
Because the best spaces do not simply contain life.
They multiply it. That is Life².



We don’t design for launch day.
We design for the days that follow it.

Real estate is often judged before anyone has lived in it. The render. The lobby. The launch. The specification sheet.

We believe the more important test begins after handover. Does the kitchen work? Is there enough storage? Can furniture be positioned naturally? Can people gather without compromising privacy? Does the home accommodate changing routines? Does it remain comfortable five, ten and fifteen years later?

That is where good development becomes good living.

5,475 days

or 15 years of living



A home is rarely designed for one person.

A household is an ecosystem of different people, different routines and different needs. Adults, children, teenagers, guests, parents, staff. Work, rest, entertainment, privacy. OCTA considers the experience of the entire household, not simply the profile of the purchaser.

06:40

The first one up.

One person leaves for an early flight while the other is still asleep. The dressing room has its own door. The kettle is on before anyone in the bedroom wing knows.

Bedroom wing separated from the living zone by the gallery.

08:15

Three routines, one kitchen.

School bags by the entrance, breakfast at the island, a call taken at the desk with the door closed. Nobody has to wait for anyone.

Coats and bags at arrival. Island seats three. A desk with a wall behind you.

13:00

The house at work.

Deliveries at the door without crossing the living room. Laundry running where nobody can hear it. Lunch for one at a table built for eight.

Service rooms off the entrance, acoustically separated from the living zone.

19:30

Together, then apart.

Dinner takes an hour. Homework, a film and a phone call then happen in three different places, without a single closed door feeling like a wall.

Living, dining and gallery: connected, but distinct rooms.

Saturday

Fourteen for lunch.

The balcony takes the overflow. The kitchen keeps working while the guests never see the sink. The guest bathroom is off the gallery, not off a bedroom.

Balcony 1.80 m deep. Guest WC reached without entering a bedroom.

2036

The same home, again.

The nursery became a study, then a guest room, then a teenager’s door that stays shut. The plan allowed every version.

Third bedroom planned for four uses over fifteen years.

The better a home understands the household, the better it performs as a home.

life² is not a tagline. It is a development standard.

Six principles. Each one is a pattern from the plans that sold and the plans that lived.

01 Every metre must matter

Space should have purpose. Circulation, proportions and planning must create genuine value.

02 Design for real life

Furniture, storage, cooking, dressing, working, sleeping, entertaining and everyday routines are considered from the beginning.

03 Together when you want. Private when you need.

Homes should naturally support both connection and retreat.

04 Designed to evolve

Spaces should remain useful as households, routines and technology change.

05 Luxury must be felt

Quality is experienced through proportion, light, acoustics, comfort, materiality and detail, not simply expensive finishes.

06 Build beyond handover

Materials, systems and planning should remain functional, maintainable and relevant long after completion.

From belief to built form

Every OCTA project undergoes a Life² Design Review, from the first development brief until the final space is delivered.

Concept

Customer
Household
Product
Unit mix
Lifestyle

Planning

Circulation
Furniture
Storage
Privacy
Adjacencies

Design

Light
Acoustics
Materials
Technology
Adaptability

Delivery

Mock-ups
Usability
Detailing
Maintenance
Finish quality

The OCTA Life² Standard sixdimensions, reviewed at five gates

Purpose

Efficiency, circulation, furniture planning.

Connection

Family interaction, hosting, shared areas.

Evolution

Flexible uses, changing households, technology.

Everyday Life

Kitchens, storage, wardrobes, practical routines.

Privacy

Acoustics, bedroom separation, retreat.

Longevity

Materials, maintenance, durability, timelessness.

Concept → Schematic design →Detailed design → Mock-up → Handover

Premium is not more.
Premium is better.

More marble is not necessarily better living. More amenities do not necessarily create more value. More square metres do not necessarily create a better home.

OCTA focuses development investment where it improves the experience of living.

Luxury should remove friction from life, not add decoration to it.

Better Proportion

Better Light

Better Acoustics

Better Storage

Better Functionality

Better Execution



One connected development system

01
Originate
Find the opportunity.

02
Underwrite
Prove the economics.

03
Define
Define customer and product.

04
Design
Turn the brief into built form.

05
Structure
Align capital, contracts and delivery.

06
Deliver
Control programme, cost and quality.

07
Commercialize
Convert product into market performance.

08
Realize
Complete, hand over and crystallize value.

Originate

Sites, off-market positions, partner introductions and under-used assets are screened against what the market will actually absorb. The question is never only what can be built, but what should be.

Every stage informs the next. Every decision ultimately returns to value.

Premium living is determined in centimetres.

Three-bedroom residence. 147 m² internal, 23 m² balcony. Schematic prepared to illustrate the Life² review. A floor plan is designed from the inside out, around life, furniture and movement.



01 Can a dining chair actually move?

02 Does the bed have proper circulation?

03 Where do suitcases go?

04 Can the kitchen function when guests are present?

05 Are bathrooms private?

06 Does the entrance reveal the entire home?

07 Is there somewhere to work?

08 Is the balcony genuinely usable?

09 Can two household routines happen simultaneously?

10 Can the room evolve over time?

Does the entrance reveal the entire home?

Arrival should compress, then release. The entrance hall is a room of its own, the gallery turns, and the living room opens only once you are inside it. A visitor at the door sees a hall, not a household.

Life² check: no direct sightline from the front door into the living zone.



Fawaz Sous

Chief Executive Officer

More than two decades in real estate, including senior roles at DAMAC and Emaar, across large-scale developments and master-planned communities in the UAE and the wider region.



Donna Lee Elliott

Chief Sales Officer

A senior UAE property-market leader with deep developer relationships, market positioning experience and a career spanning Great Britain and the UAE.



Gopinath Rao

Head of Design

More than twenty years across interior design management, fit-out and FF&E delivery; formerly Director of Interior Design at DAMAC Properties, with experience across the UAE, UK, KSA, Oman, Qatar, Jordan and India.



Farid Matta

Executive Creative Director

More than twenty years across advertising, branding, content and real-estate marketing, leading integrated campaigns, brand development and launch communication across Dubai and the region.

Three ways to develop with OCTA

Develop with us	Principal opportunities.
Partner with us	Land, capital and joint ventures.
Appoint us	Development management.

Let's create spaces built for life²

OCTA Developments

Office 101, 1st Floor, Building 4
Dubai Hills Business Park, Dubai, UAE
+971 4 562 8300

EXPLORE THE DIGITAL EDITION

