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## DMCC TAPS ROCKWELL GROUP TO LEAD INTERIOR ARCHITECTURE OF UPTOWN DUBAI'S FIRST SUPER TALL TOWER

- *New York based architecture and design firm, Rockwell Group, is renowned for delivering breath-taking iconic designs across the globe*
- *Uptown Dubai's first super tall tower to bring 5-Star hotel and branded luxury residences, restaurants, health spas and Grade A offices*

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DMCC, the world's leading Free Zone for trade and enterprise, master developer of Jumeirah Lakes Towers (JLT) and the much-anticipated Uptown Dubai, announced today that Rockwell Group, a New York based architecture and design firm, has been appointed as the Interior Architect for one of Uptown Dubai's two super tall towers that will anchor the 10 million sq/ft development.

The super tall tower, whose name is to be revealed later this year, will comprise luxury hotel rooms and suites, high-end restaurants, health spas, extensive conference facilities, grade A offices, and 237 uniquely designed branded residences.

Shortlisted amongst six global bidders, the project Rockwell Group is to deliver for DMCC's Uptown Dubai includes the design of the super tall tower's first premium 5-Star hotel and branded residences, set for sale in early 2018.

**Ahmed Bin Sulayem, Executive Chairman, DMCC, commented:**

*"We are excited to work with Rockwell Group to create a breath-taking experience with global appeal, and what will become one of Uptown Dubai's two iconic super tall towers. Their global experience in bringing futuristic concepts and innovative designs to life will lift Uptown Dubai's energetic vibe and design to new heights. It's an exciting time for design in Dubai."*

**Commenting on the partnership, David Rockwell, Founder and President, Rockwell Group said:**

*"We are excited and honoured to be a part of the creation of the new Uptown Dubai district. We look forward to working closely with DMCC to create a modern, luxurious and innovative hotel and residences that celebrate the vision of Uptown Dubai."*

DMCC began the construction of its Uptown Dubai District in September 2017. The premium mixed-use destination with 7 towers atop 7 levels of podium, will include more than 10 million sq/ft of grade A commercial and residential space, over 200 retail and F&B outlets, approximately 3,000 residences, a unique central entertainment plaza, and a number of luxury hotels all offering supreme amenities for residents, workers and guests.

[Uptown Dubai](#) will be anchored by two iconic super tall towers designed by internationally renowned architects Adrian Smith & Gordon Gill from Chicago. The district's main podium, 28 meters above ground, features a two-level central plaza that will be larger than New York Times Square, circled by world class outlets, connected to a retail mall below, all with direct access to the iconic towers.

### **About DMCC**

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Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future.

[www.dmcc.ae](http://www.dmcc.ae)

### **About Rockwell Group**

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Based in New York with a satellite office in Madrid, Rockwell Group is an interdisciplinary architecture and design firm that emphasizes innovation and thought leadership in every project. Founded by David Rockwell, FAIA, and led by David and partners Shawn Sullivan and Greg Keffer, the 250-person firm uses theater, technology, and finely-wrought craft to create extraordinary experiences and built environments across the globe. Projects include Union Square Cafe (New York); The New York EDITION; Nobu restaurants and hotels worldwide; The Shed in collaboration with Diller Scofidio + Renfro; W Hotels (New York, Paris, Madrid, Suzhou, Singapore and Vieques); and set designs for more than 20 Broadway productions; and product collections. Honors and recognition include 2016 Tony and Drama Desk Awards for Best Scenic Design for *She Loves Me*; the Cooper Hewitt National Design Award; and the Presidential Design Award. For more information, please visit [www.rockwellgroup.com](http://www.rockwellgroup.com).