ARTIST

HOTEL

"To create, one must first see with the mind what others cannot yet imagine."

- Michelangelo (1475-1564)

Through the artist"s way, a dream is awakened and a vision ignited.

A dream

AWAKENED

Dreamers, visionaries, counter-culturists – they are the artists, those who possess the rare faculty to perceive with the inner eye what remains unseen by the masses. Bravely, they engage in the almost mystical process of creation, their unique lens offering society fresh perspectives and urging us towards uncharted realms of imagination.

A world away from

THE ORDINARY

The Heart of Europe is nestled within The World, Dubai and is a magnificent man-made paradise, envisioned with bold insight, brought to life by grit. A project worth USD 6 billion designed and realized by the Kleindienst Group.

Home to opulent palaces and island villas, set among 20 luxury hotels and resorts. Minutes away from mainland Dubai, yet unforgettably unique.

ARTIST
HOTEL
Home of creators,
a feat of the extraordinary.

"A living art gallery unveiled"

Artist Hotel

Studio of future icons

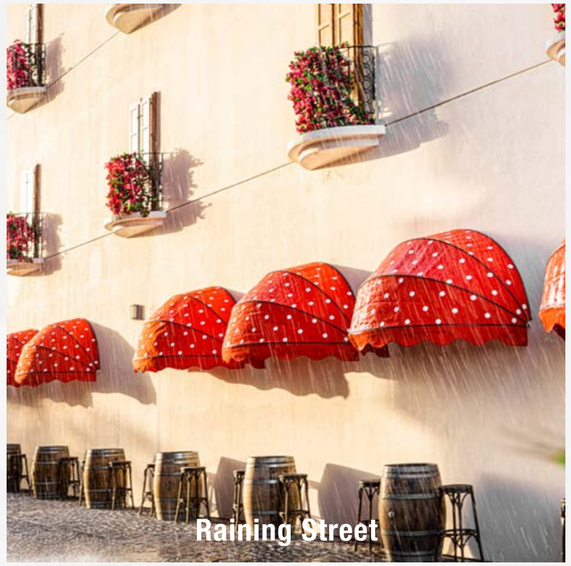
ARTIST HOTEL

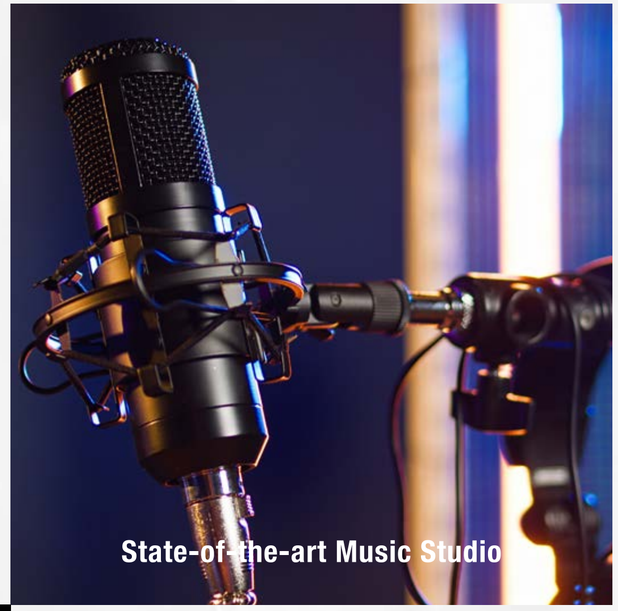
A confluence of sun, sea, and laidback island living meets the region's largest curated art collection and immersive residencies.

Designed by artists and made for creators, inspiration takes root here, quietly transforming every stay into an unforgettable encounter. A new investment opportunity is born, inviting bold visionaries to bet on tomorrow's rising stars in the art world.

Region’s only art hotel

Largest in-house art collection

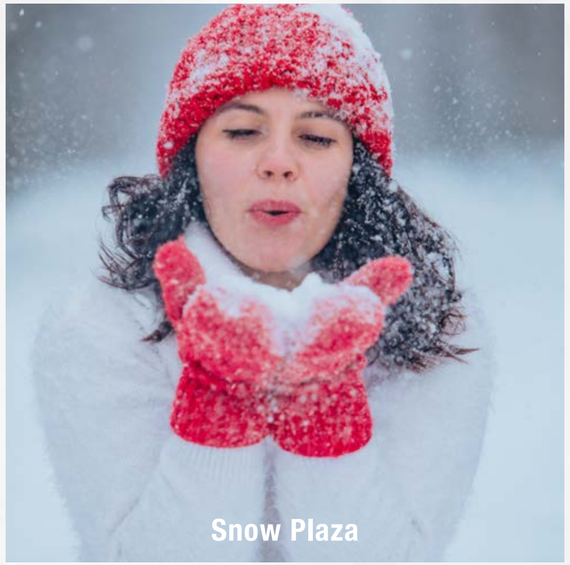

Raining Street


State-of-the-art Music Studio

Artist residencies

Boutique retail spaces

Rooftop Social Bar


Snow Plaza

Start your

SOUL'S SOJOURN

Discover a creative enclave mere moments from the city's hum. Embark on this soulful journey to an island sanctuary. Let your voyage mirror the quiet unfolding within, preparing your soul's fertile grounds where new visions are ready to awaken and unique creations ready to take form.

An oasis of artistic

INSPIRATION

Designed as an energetic and inspiring escape for musicians, painters, photographers, and dreamers.

Artist Hotel features a mix of innovation, sustainability and luxury. This is more than a stay, it's a space to stir the soul.

Singular in

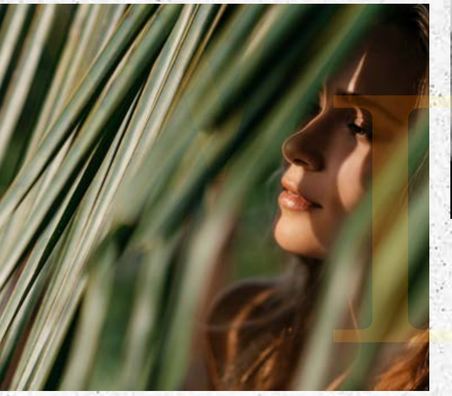
PURPOSE & DESIGN

Step into one of 24 serene, all-white studios or 48 carefully crafted rooms and suites. Gaze onto the gentle swirl of snowflakes at Snow Plaza, or revel in the experience of refreshing light midday showers from our Raining Street. Cool sheets, plush furnishings, and tranquil mornings give way to vibrant evenings, enveloping your stay in quiet luxury.

- ONLY 75 UNITS
- 24 ALL-WHITE DELUXE ROOMS
- 48 BESPOKE ROOMS & SUITES
- 3 ROOFTOP PRIVATE GARDENS & POOLS
- GALLERY STYLE EXCLUSIVE ART COLLECTION
- BOUTIQUE RETAIL SPACES

Dining

At Artist Hotel, dining is edible art – a sensorial experience for groups or solo indulgence. From tasting menus to shared feasts, every plate and glass celebrates locally sourced or artisanal ingredients and exceptional culinary skill.



Wellness

Cool, sunlit spaces and tranquil, foliage-covered gardens invite your favourite wellness rituals – whether deep stretching, power calisthenics, sound journeys, or quiet poolside lounging. At Artist Hotel, every kind of movement or stillness finds its own sacred space.

Residencies

Artist Hotel fosters emerging creatives with curated art residencies and a world-class music studio by NYC's Denis Janson. Located on The World, minutes from Dubai, it offers art patrons exclusive access to new works in a serene, inspiring setting.

Gallery

Artist Hotel is a living gallery, home to the region's largest curated collection. Boutique retail spaces feature avant-garde fashion, heirloom rugs, distinctive homewares, and fine jewellery. Discover celebrated artists alongside rising creators – together transforming the hotel into an ever-evolving cultural sanctuary.

Studios

Step into one of 24 serene, all-white studios or 48 carefully crafted rooms & suites and gaze onto the gentle swirl of snowflakes at Snow Plaza. Cool sheets, plush furnishings, and tranquil mornings give way to vibrant evenings, enveloping your stay in quiet luxury.

Events

Inspired gatherings unfold year-round at Artist Hotel, where creators and artists take the stage. Each event is thoughtfully curated to celebrate creativity and unite connoisseurs of art in an atmosphere of effortless elegance.

Soak in the limitless vista
Rooftop Infinity Pool

Soak in the sun.

SWIM THE SKY

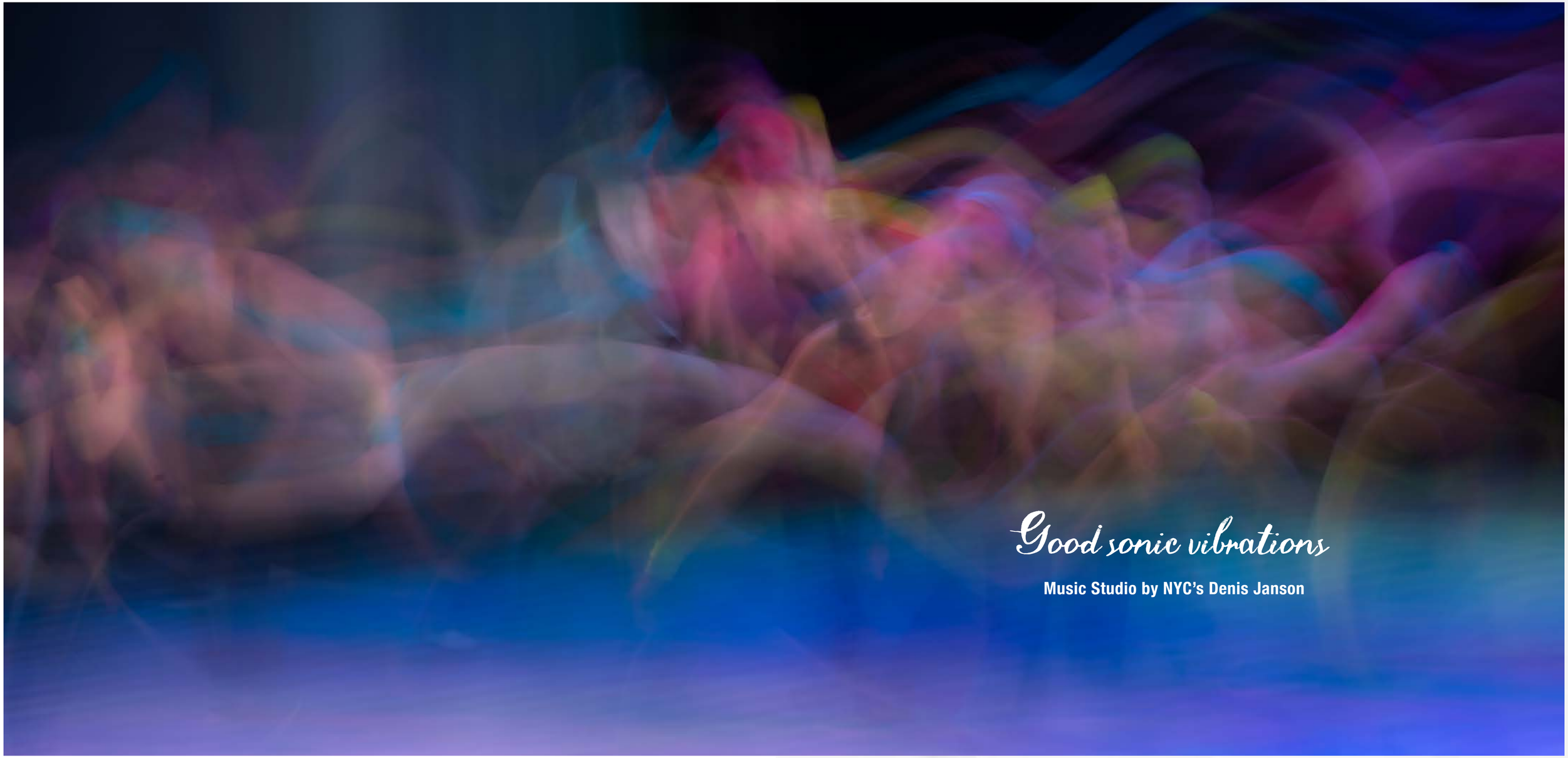
Beneath the Dubai sun, your elevated sanctuary awaits. Immerse yourself in our captivating rooftop infinity pool. Beyond, discover three private gardens for serene escapes and three individual pools offering ultimate seclusion, all amidst breathtaking 360-degree views of the island.

Where connections brew
Social Bar

Your social

CANVAS

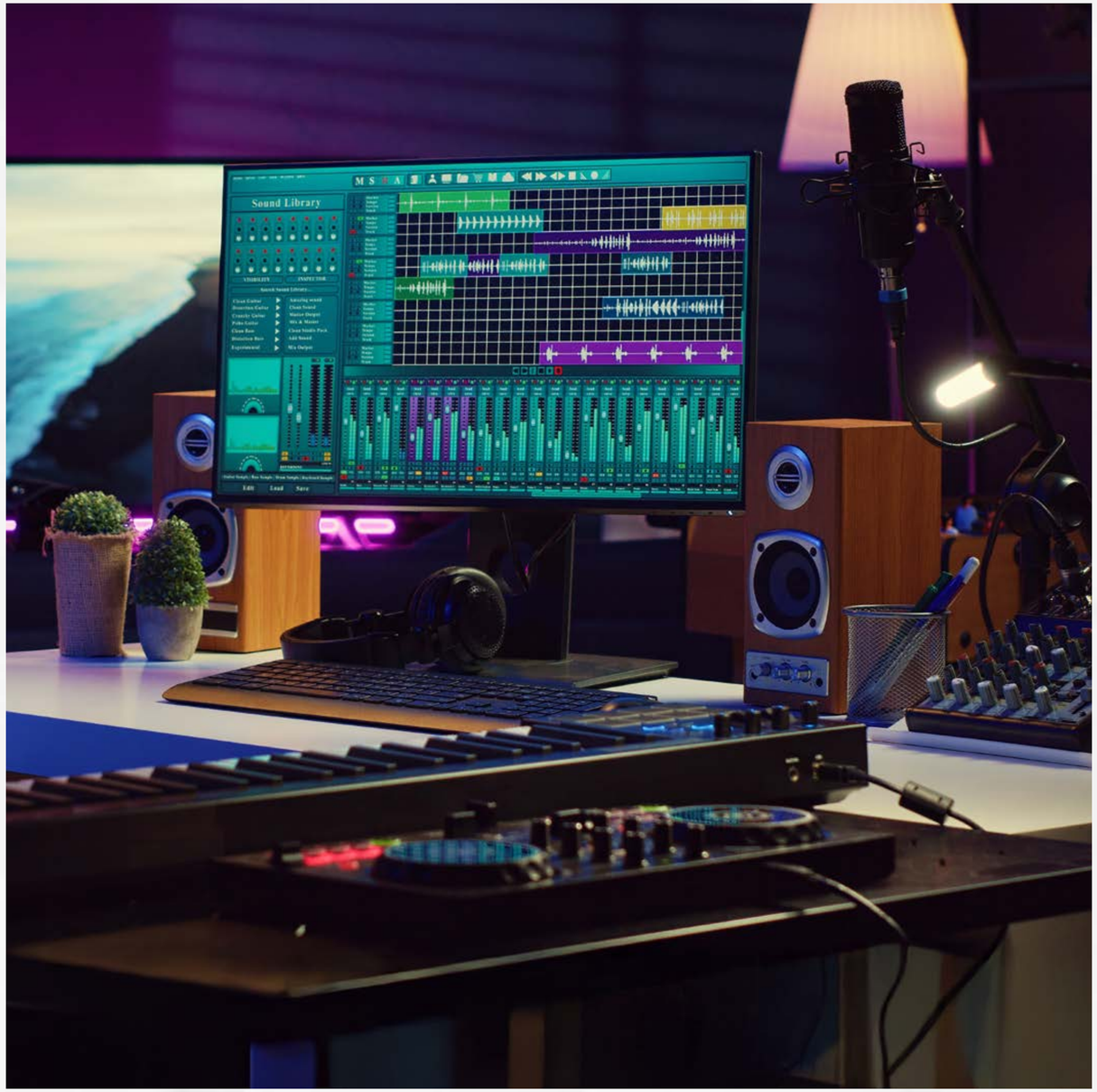
Elevate your evenings at the exclusive Social Bar. Connect with fellow artists, spark inspiration through scintillating conversations, and expand your network against the dazzling backdrop of the Dubai skyline. This rooftop haven is your social canvas for unforgettable moments and collaborations.


Good sonic vibrations
Music Studio by NYC's Denis Janson

Unleash

YOUR SOUND

Step into a state-of-the-art music studio, the vision of New York's Denis Janson. Rent this inspiring space for professional recordings or impromptu jamming sessions. Exceptional acoustics await your sonic exploration.



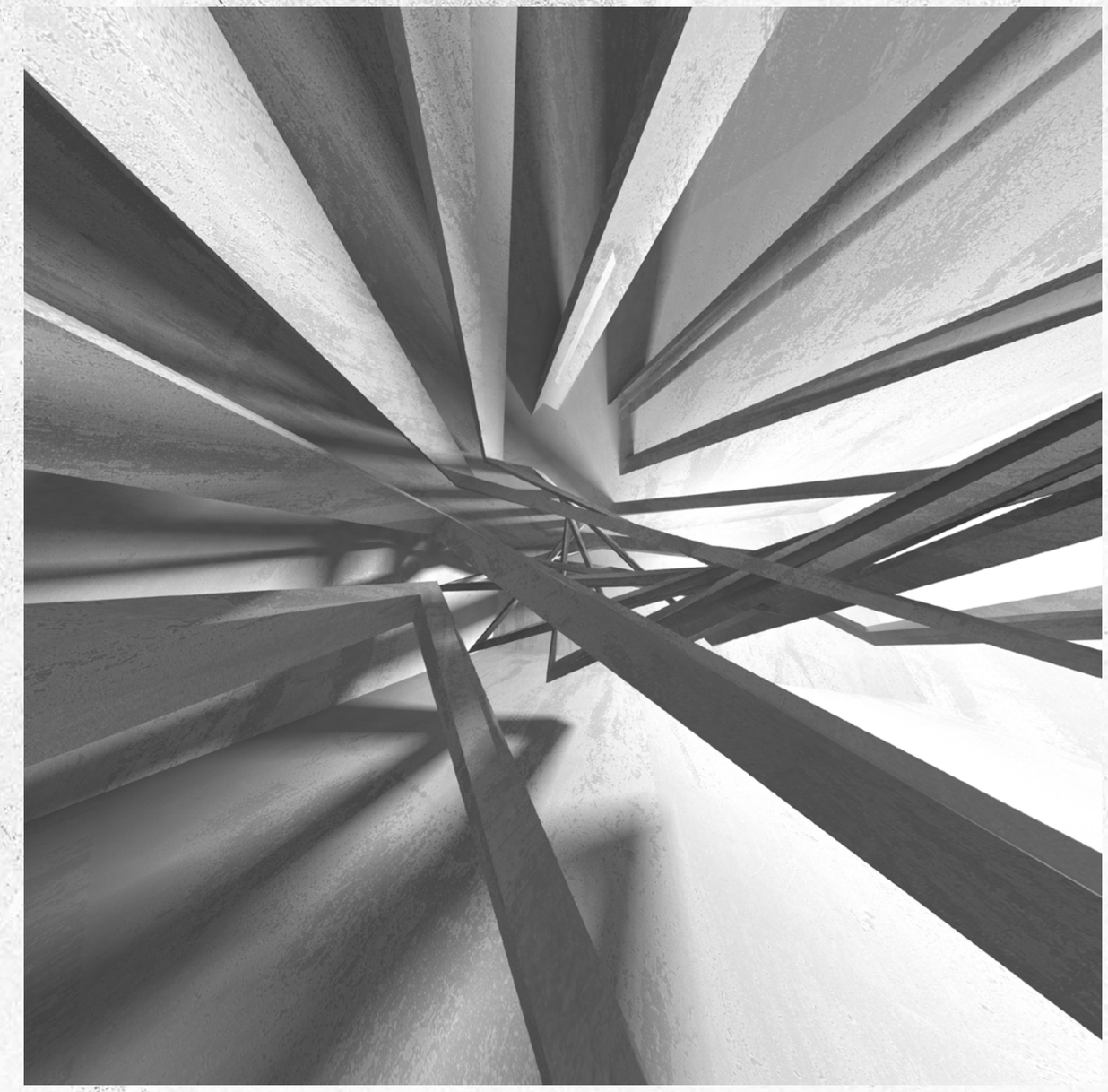
Igniting fresh perspectives

Experiences

Unleash

OF UNIQUE FINDS

Explore exclusive boutique retail spaces, a haven for exceptional artistry and design. Discover exquisite Turkish, Iranian, and Persian rugs, alongside dazzling jewelry, avant-garde fashion, pearl artistry, and captivating sculptures. Immerse yourself in a celebration of unique craftsmanship, distinctive design and individual expression.



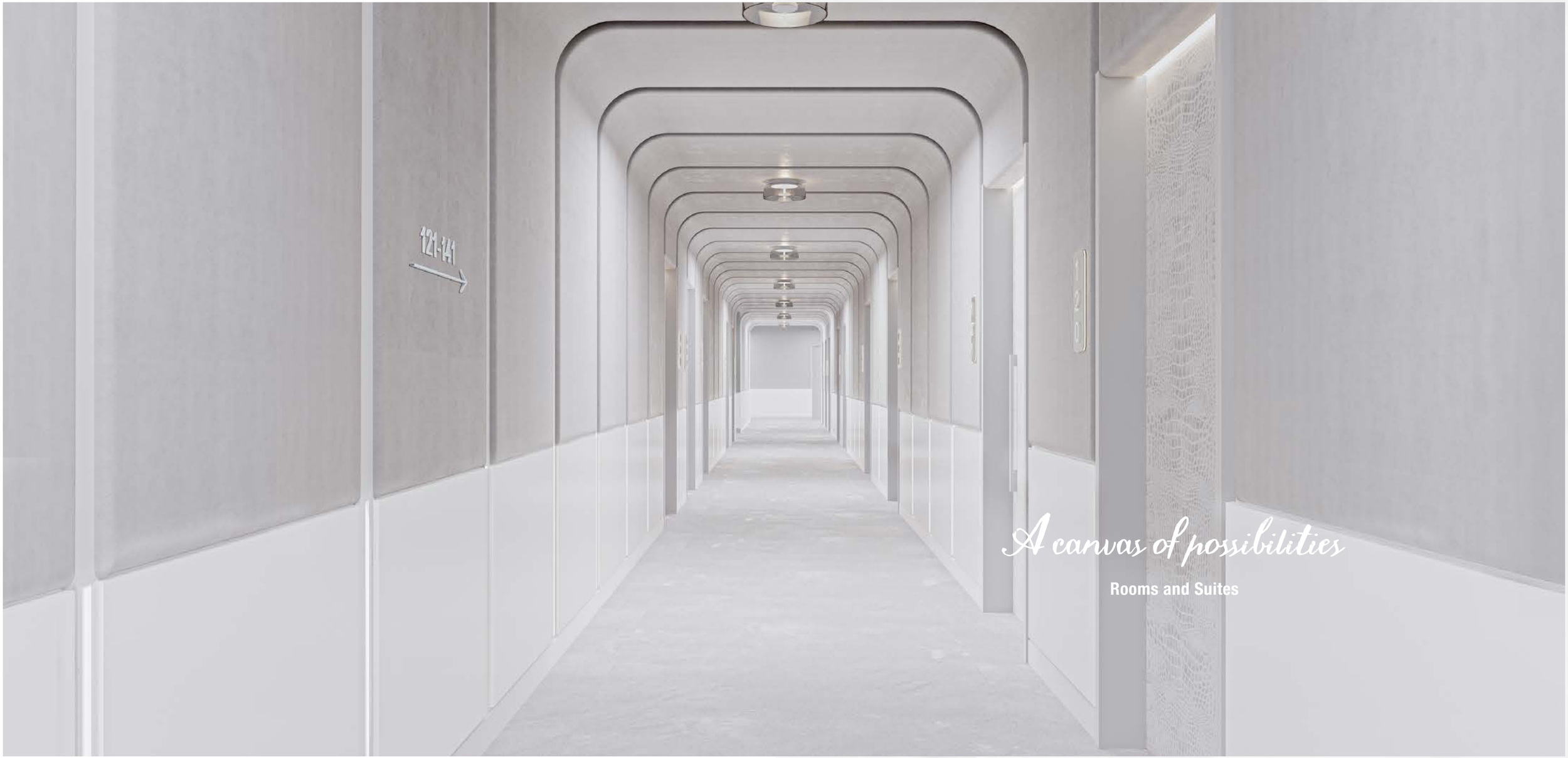
Serene

SHOWSCAPE

Experience the surreal Snow Plaza, a tranquil snowy escape beside Artist Hotel. Watch delicate snowflakes drift in the Dubai air, offering a uniquely quiet and captivating view.

The RAINING STREET

Step onto the Raining Street, world's first climate-controlled outdoor masterpiece. This kilometer-long path holds a gentle 27 degrees, inviting you to wander through its refreshing light rain showers, providing a gentle sensory reset for the mind.



A canvas of possibilities

Rooms and Suites

A sanctuary for the

CREATIVE SOUL

Imagine a blank canvas, brimming with possibility. Each all-white room at Artist Hotel is calm, expectant and meticulously designed. Sunlit facades, plush furnishings, and views of radiant Snow Plaza create a cocoon of comfort. Soft textures and serene silence hush the world outside, inviting deep relaxation – a pause before inspiration awakens. Here, artists are guests in residence, inspired to create – even if only for themselves.

Guest Room

Suite – Bedroom

Suite – Living Room

Canvas of calm serenity

Floor plans

Artist Hotel
Master Plan

Guestrooms

From 560 sq ft to 650 sq ft

From 52 sq m to 60 sq m

Suites

From 1,290 sq ft to 1,380 sq ft

From 119 sq m to 128 sq m

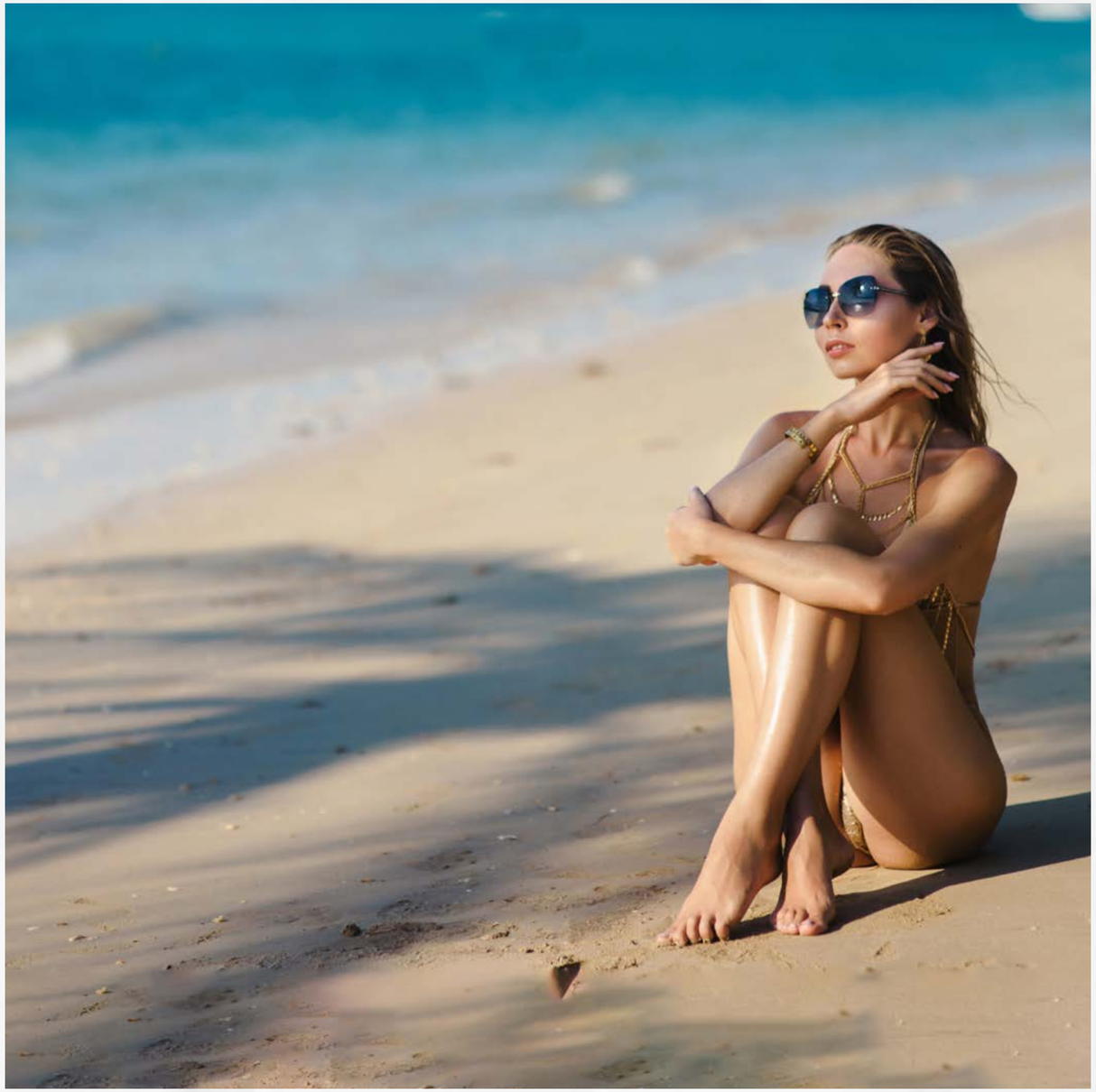
The destination
The Heart of Europe

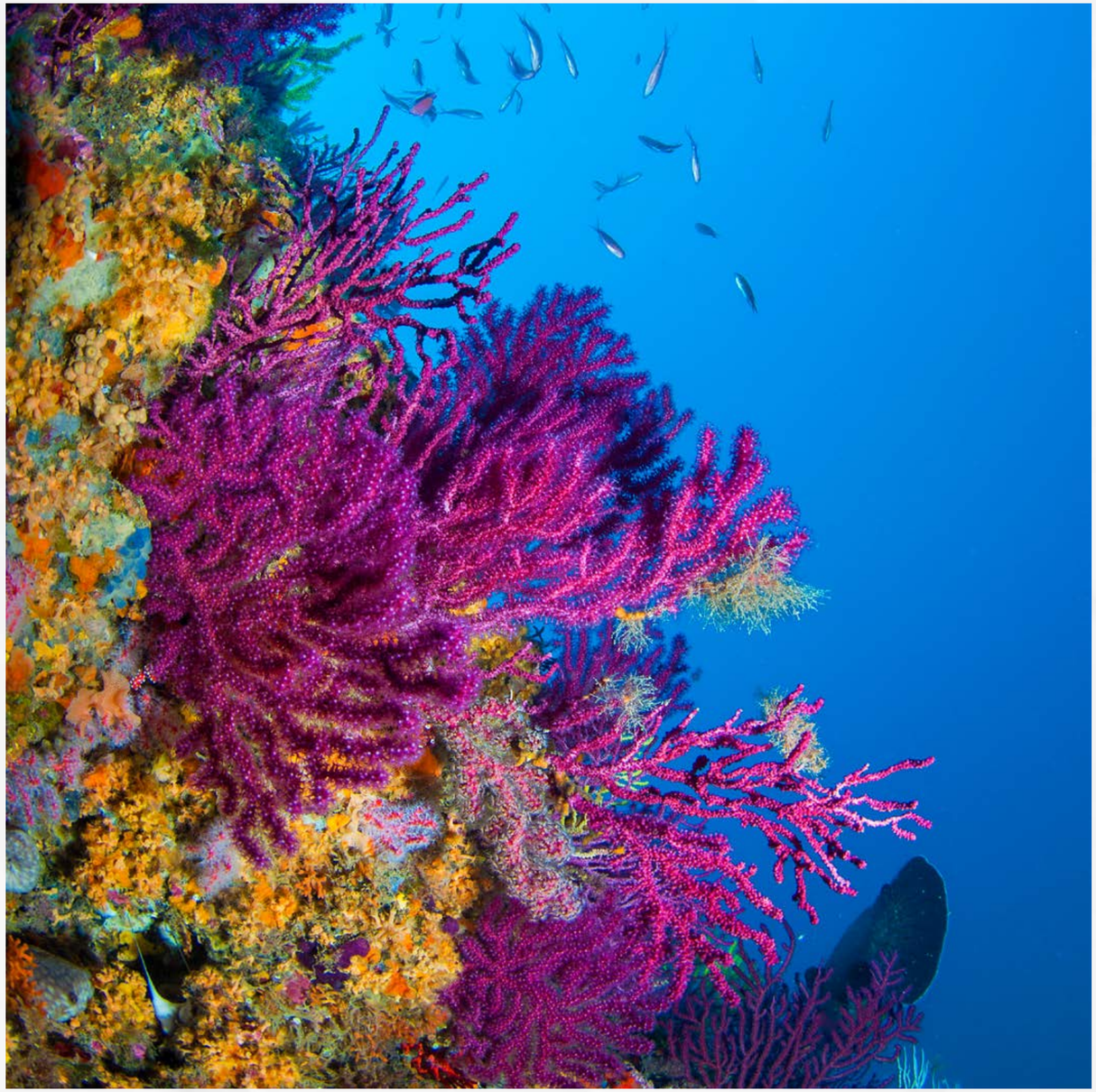
A world

APART

Discover an island destination unlike any other, just beyond the shores of Dubai. The Heart of Europe isn't merely a tourist haven, it's an experience unlike any other. Immerse yourself in an authentic celebration of Europe's finest culture, heritage, and lifestyle, where you'll encounter truly unprecedented moments and astonishing innovations.

- UNDERWATER HOTEL WITH A GYM & SPA
- DEDICATED WEDDING HOTEL
- FLOATING & UNDERWATER LIVING EXPERIENCE
- DEDICATED 5-STAR FAMILY HOTEL
- CLIMATE-CONTROLLED RAINING STREET
- OUTDOOR SNOW PLAZA





The Heart of Europe

CORAL INSTITUTE

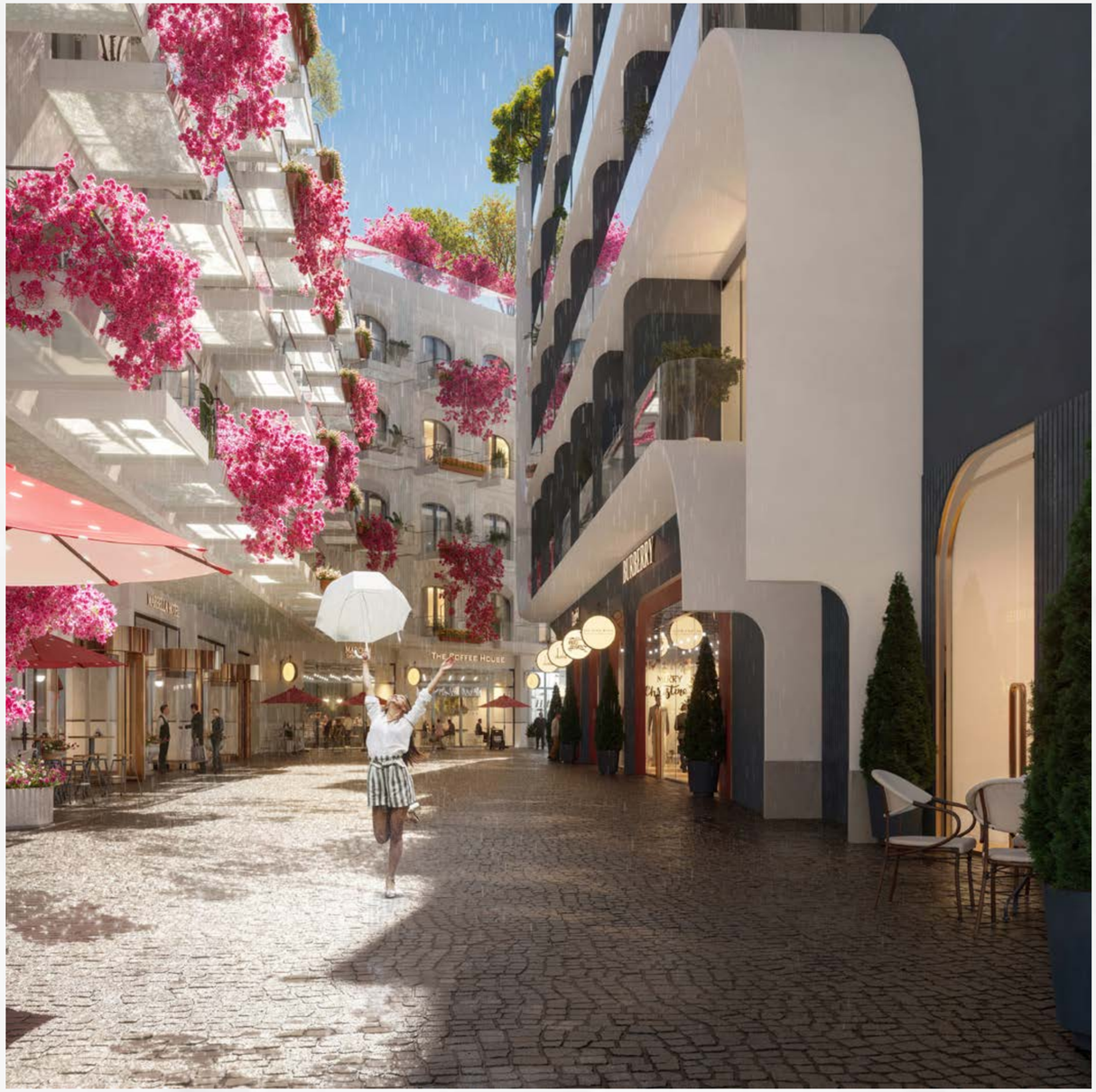
At the sub-sea level, we nourish and expand the marine habitat by re-growing vibrant coral reefs. As the only real estate organization in the world undertaking coral rehabilitation, The Coral Nursery aims to cultivate over 100,000 corals, yearly, in our nursery. This effort supports the creation of a sustainable habitat that attracts and protects a diverse range of marine life.

Our commitment goes beyond restoration, we're proudly developing 28 breathtaking coral reef sites designed for both day and night diving. Our goal is to establish 303,000 square meters of thriving coral reefs and a resilient marine ecosystem.

European flora

REIMAGINED

Centuries-old olive trees, some over 1,500 years old and sourced from Andalucía, Spain, now thrive in their new home. Nurtured in carefully controlled conditions, they bring the enduring beauty and rich heritage of the Mediterranean to The Heart of Europe.



The Heart of Europe

RAINING STREET

Roam through the cobblestone streets while feeling rejuvenated by the light showers on the Raining Street, all year round.

Magical

SNOW PLAZA

Witness the magic of snowfall in the outdoor plaza on main Europe Island's Centre Plaza.

Or embrace cozy winter from the comforts of your room at Artist Hotel, where one half of our rooms overlook a snowy wonderland. Miles from Europe but magically brought to life in Dubai.

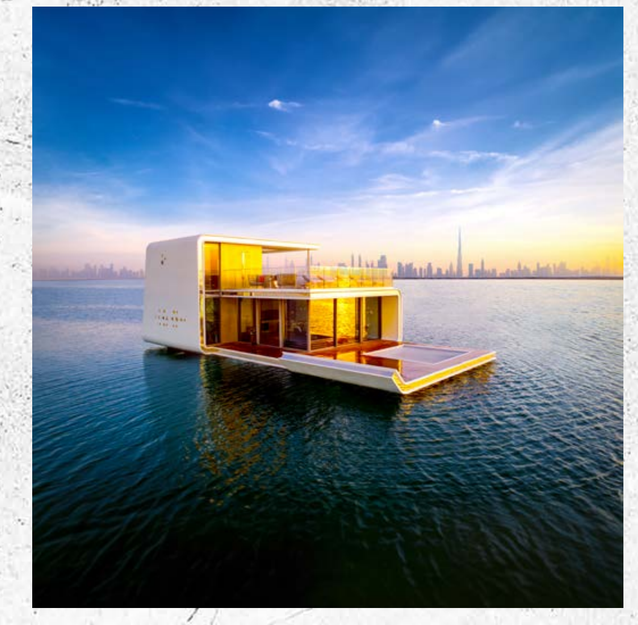
A collection of

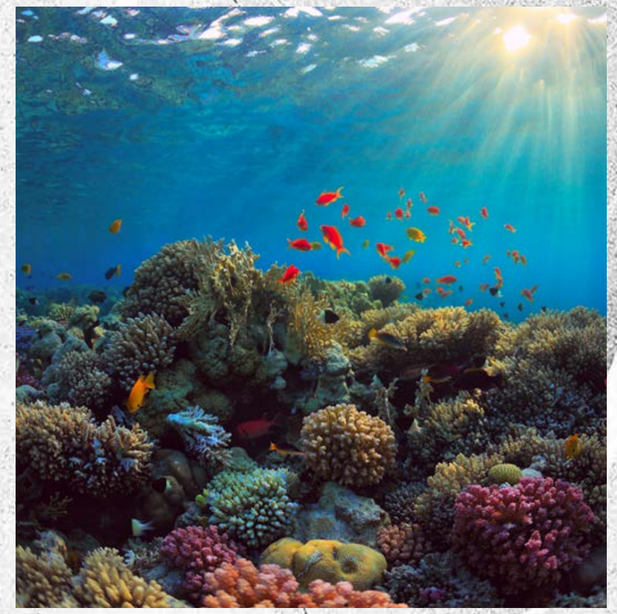
FINER THINGS

Gaze up at dazzling fireworks shimmering against the night sky, then dive into the crystalline depths to discover vibrant corals beneath the waves. Charter a private yacht and surrender to the rhythm of the sea, or dance into the early hours at our exclusive beachfront club. Rejuvenate in serene pools, energize in state-of-the-art fitness spaces, or indulge in curated retail experiences. The Heart of Europe offers moments of wonder and exquisite escape, at every turn.

Breathtaking

IN EVERY WAY





EXCELLENCE IN INNOVATION

Innovation is at the core of our approach to conceptualization, design, and execution. We leverage cutting-edge global technologies to create a guest experience that embodies the future of hospitality – delivered today in Dubai. The Heart of Europe stands as a masterclass in modern living.

COMMITTED TO SUSTAINABILITY

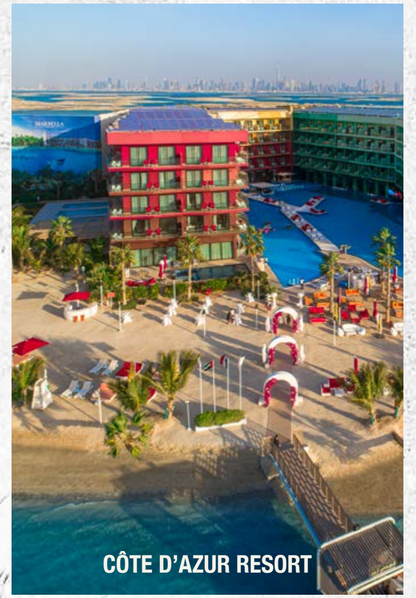
In recognition of the growing importance of environmentally responsible business practices, sustainability principles have been incorporated into every aspect of The Heart of Europe, where 100% renewable energy powers the islands. Our coral nursery nourishes the marine landscape, and our operational standards reduce waste and microplastic pollution. Sustainability lives at the heart of The Heart of Europe.

FENG SHUI PHILOSOPHY

Our islands have been thoughtfully designed using ancient Feng Shui practices. Fluid lines, unobstructed views, and a combination of water features and carefully placed plants promote positivity and serenity in calming, harmonious spaces.

European elegance

INFUSED INTO DUBAI LIVING



The city of life
Dubai

Why DUBAI?

Booming Tourism Growth

Dubai attracted 18.72 million visitors in 2024 – a 9% year-on-year increase and aims to reach 23 million international visitors by the end of 2025. With world-class attractions and global events, the city is a top international destination, boosting demand for short-term rentals and hospitality-related investments.

(Source: Dubai DET)

Strong Rental Yields

Investors benefit from 7.4% average rental returns – the world's highest. Combined with a high occupancy rate of 78%, particularly in luxury and upper-midscale segments, Dubai real estate has exceptional income-generating potential.

DUBAI	UK	NEW YORK	SINGAPORE
7.4%	6.21%	4.78%	4.74%

Unmatched Global Connectivity

Dubai is connected to over 270 cities. One-third of the world's population is within a 4-hour flight, and two-thirds within 8 hours – making it a natural hub for business, tourism and second-home living.

Business sense

- 100% foreign ownership; repatriation of capital and profits
- Safe and secure environment
- Golden Visa
- Open and free system and World-class infrastructure
- Stable currency pegged to USD
- Dubai expected to achieve over 70% population growth from 2020 through 2040
- Highly liquid property market:
  - Some of the highest rental yields in the world
  - Strong capital appreciation
  - Readily-available financing options
  - Zero income tax
  - Zero capital gains tax

100% Foreign Ownership

Dubai offers zero income tax, and full repatriation of capital. Property investment of over AED 2M are eligible to apply for Golden Visa – making Dubai a globally attractive and secure investment destination.

Visionary Infrastructure Plans

The upcoming expansion of Al Maktoum International Airport – set to be the world's largest – alongside continuous urban development, underscores Dubai's long-term growth strategy and rising real estate value.

About

KLEINDIENST

Proudly based in Dubai since 2003, Kleindienst Group is the largest European real estate developer in the UAE. Originally founded over 40 years ago in Austria and Hungary, Kleindienst now employs over 2,000 professionals across property development, construction, hospitality, brokerage and business centres.

Guided by the pillars of Luxury, Innovation, and Sustainability, we're known for pioneering concepts such as Dubai's second-home real estate market, distinctive floating villas, and creative hospitality experiences. Our developments are designed for global citizens and advancing Dubai's economic, commercial, and tourism ambitions. Kleindienst offers investors a trusted gateway to Dubai's future.

Kleindienst Group is the largest European real estate company in Dubai

Established over 40 years ago in Austria and Hungary and present in Dubai since 2003

Diverse portfolio of businesses and products

Contributing to Dubai Tourism's target by adding 4,000 new hotel rooms.

Leader in hospitality and second-home real estate market with proven demand worldwide

Innovatively creating new concepts

Aligned with the vision of the UAE leaders to bring sustainability, innovation, and the best of the world to Dubai.

Exclusive ROI opportunities & 14 days free stay per year (Terms and conditions apply)

KLEINDIENST GROUP

Key Milestones

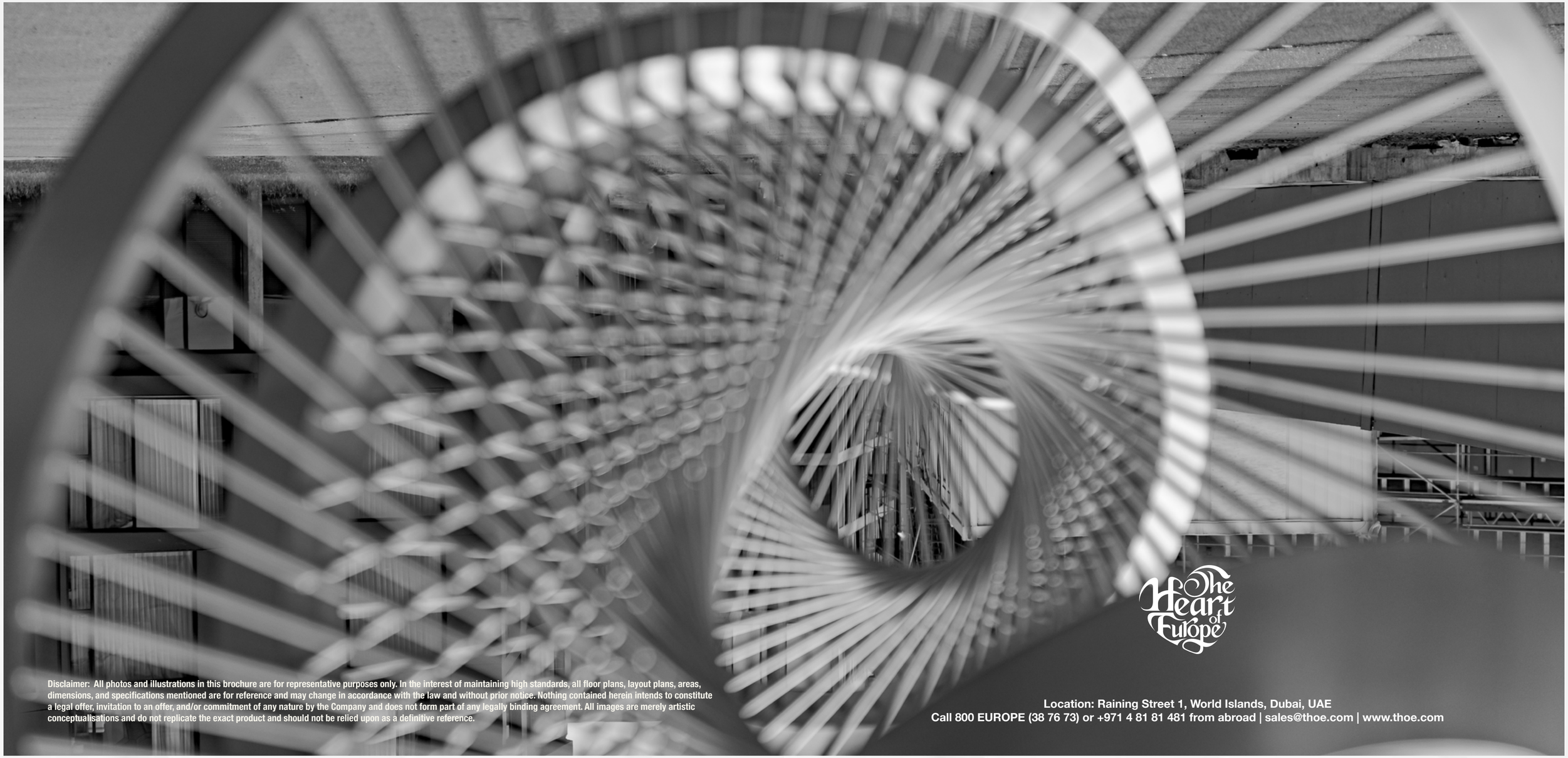
The largest European developer in the UAE

1985	Property & Investment brokerage (Austria, Hungary)
2002	1st investment in Dubai
2003-06	Expands to development Acquisition of plot in Dubai Investments Park to build the European Business Center (EBC)
2008	Completion and sales of EBC 1st phase of vibrocompacting starts
2013	Largest European developer with worldwide assets of USD 5 billion in Dubai
2010-13	Diversification of property portfolio in Dubai Opening of the 1st Austrian Business Center (ABC) in Concord Tower, Dubai Media City Opening of 2nd ABC Jumeirah Bay X2
2014	Launch of The Heart of Europe Coral Nursery 2nd phase of vibrocompacting starts Opening of the 3rd ABC in Jumeirah Bay X2
2015	Launch of The Floating Seahorse, Côte d'Azur, Germany Villas, Sweden Beach Palaces Opening of 4th ABC in Opal Tower
2016	Construction commences on the Islands Launch of Portofino Hotel
2017	Winner of three key industry awards: Austrian Business Council Award; Gulf Real Estate Award and Real Estate Tycoon Award Construction starts (Sweden Beach Palaces, Germany Villas, Floating Villas, Portofino Hotel & Côte d'Azur Resort) Launch of Floating Venice & Floating Lido
2018	Winner of Austrian Business Council Award
2019	The Floating Smart Police Station (SPS) is launched by the Ministry of Interior
2020	Completion of Phase 1 of Côte d'Azur Monaco
2022	Soft Opening of Côte d'Azur Monaco Launch of the Grand Azur pool
2023	Grand Opening of Côte d'Azur Monaco Hotel and Floating SPS Opening of 5th ABC Hudaiba Mall
2024	Launch of Hotel London
2025	Launching of Artist Hotel Winner of Real Estate CEO of the year award at International Property Show 2025 (Dubai Land Department Event)

"With every bold brush stroke and daring idea, artists transform vision into space, sound into story, and form into future."

Josef Kleindienst
Chairman, Kleindienst Group.

KLEINDIENST
GROUP



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Location: Raining Street 1, World Islands, Dubai, UAE
Call 800 EUROPE (38 76 73) or +971 4 81 81 481 from abroad | sales@thoe.com | www.thoe.com

ARTIST

HOTEL

Real estate that is a canvas waiting

for artists to create masterpieces.

The Heart of Europe

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