STIRLING MOTORS

ETON
Wealth Management House

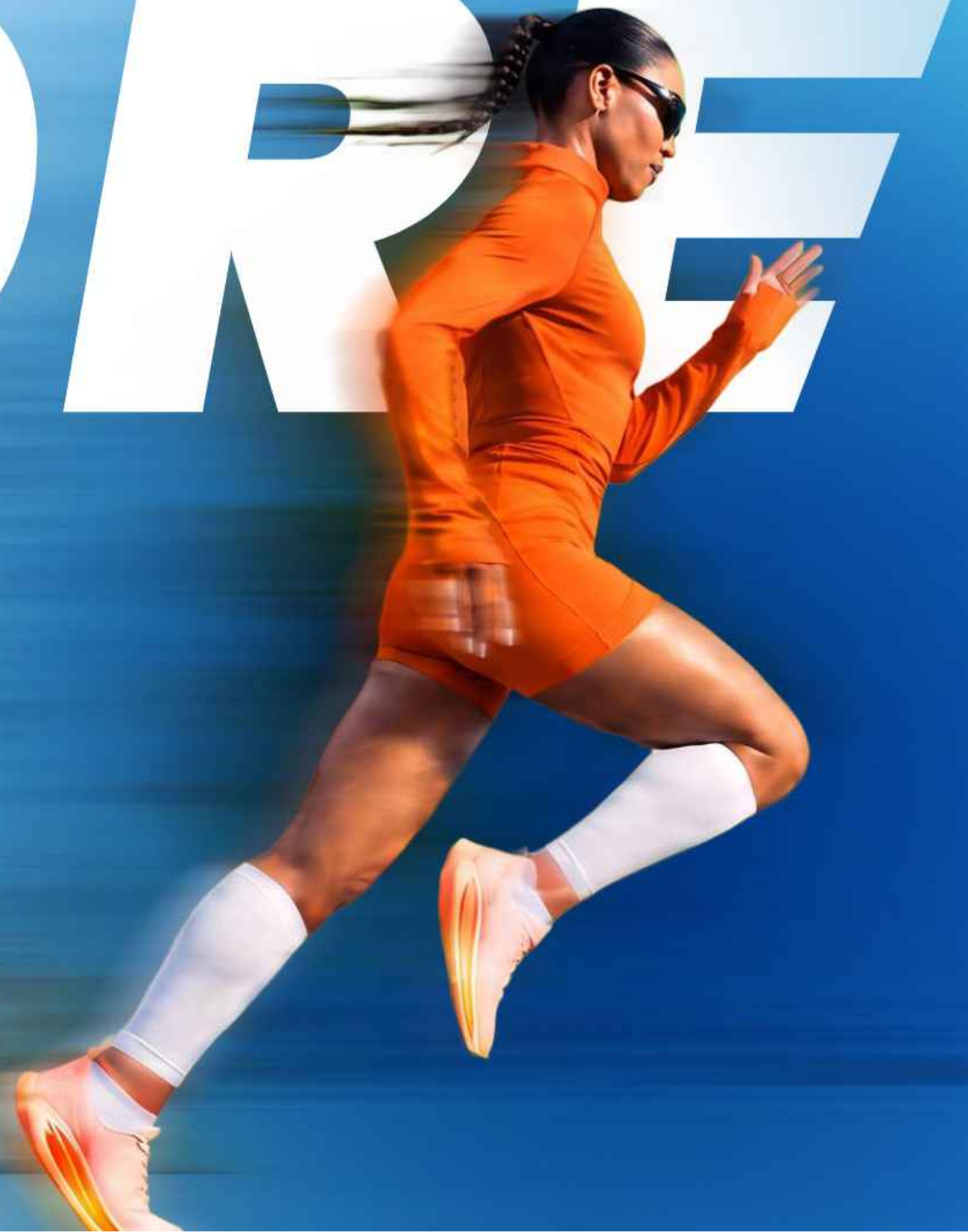
AFDAL
Real Estate Brokerage LLC

Afdal Group

AFDAL MEDIA

KORE

BY IMTIAZ



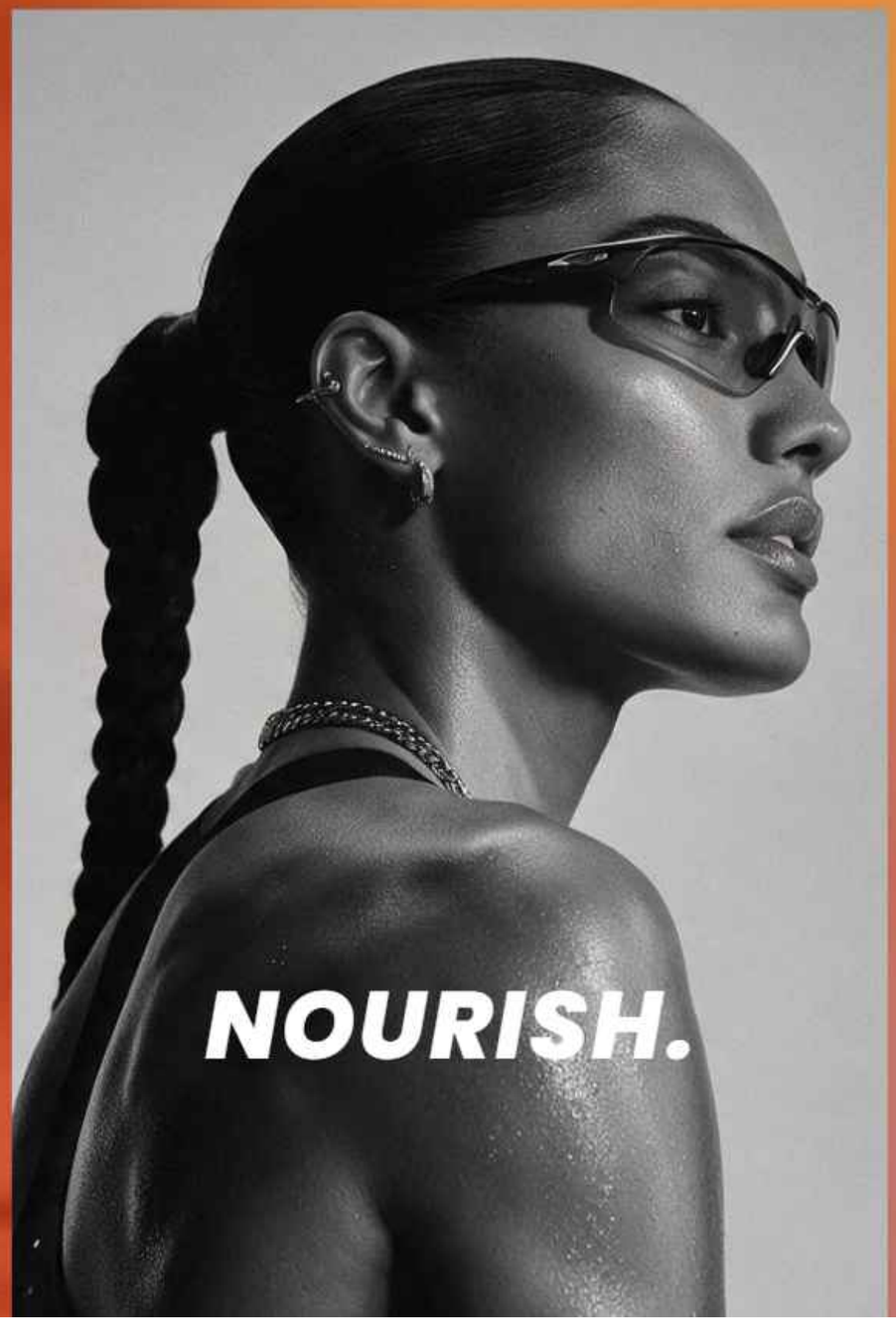
LIVE WELL,
LIVE KORE.

Dubailand


LIFE IN FOCUS
BY DESIGN

A RESIDENCE DESIGNED AROUND HUMAN PERFORMANCE AND LONGEVITY









KORE

Draws its name from the meaning of core.
The body’s centre of strength and stability and the foundation of movement and healthy living. KORE is not simply a residence with a gym. It is a residence designed entirely around human performance and well-being. Through personalised training, intelligent fitness technology, nutrition-focused living and advanced recovery experiences, KORE helps residents train better, recover better and live with greater energy, balance and focus.

A HOLISTIC WELLNESS RESIDENCE.




IMTIAZ

KORE PILLARS

#1. TRAIN.

Powered by Raw Theory. (RAW THEORY)

Train with tech. (TECHNOGYM)

One step, one calorie. (THE HIKE)

Own the court. (PADEL)

Find your flow. (POOL)

Practice, perfected.

#2. NOURISH.

Shared rituals. (EDIBLE GARDEN)

Fueled by the sun. (SUNLIGHT)

Habit, built in.

#3. RECOVER.

Regenerate daily. (RED LIGHT THERAPY)

Sweat, reset. (SAUNA)

Sleep, engineered. (SLEEP)

Focus, protected.





Active living by design.

KORE brings architecture, technology and community together around one idea. Spaces designed to move you. Healthy food that's always within reach. Homes designed to help you switch off.

The choices that usually take effort, where to train, what to eat, how to recover, have already been made. Not a building you adapt to. One built to work for you.


IMTIAZ
KORE
KORE

#1. TRAIN

Practice, perfected.



#1. TRAIN

Performance.

POWERED BY

RAW THEORY

3,200 sq. ft. signature training environment by Imtiaz. 3x the average. Designed with Technogym. You don’t come here to find your limit. You come here to move past it. Workout space that embodies personal motivation.



Train with tech.

TECHNOGYM

KORE is equipped throughout by Technogym, bringing together connected cardio, strength and functional training within one intelligent ecosystem. Equipment, digital services and personalised programmes work together to create a seamless fitness experience designed around individual goals, progress and performance.

Technogym check-up.

1. BODY COMPOSITION.

Measures the body to establish a clear physical baseline.

2. MOBILITY.

Assesses movement quality and functional range.

3. BALANCE.

Measures stability and postural control.

4. MIND.

Evaluates cognitive performance alongside physical condition.

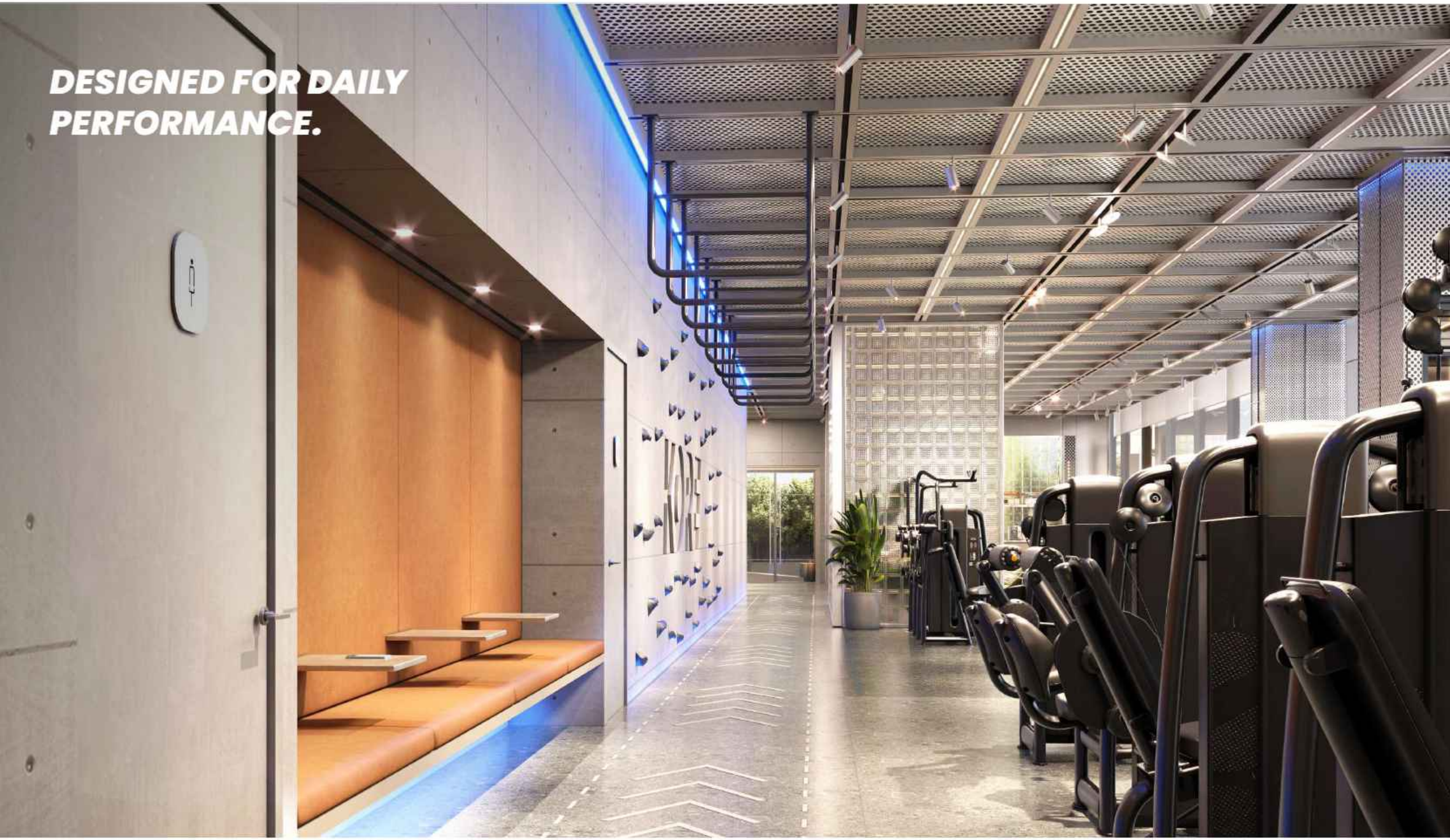
5. WELLNESS AGE.

Translates assessment data into an intuitive measure of overall condition.

6. PRECISION TRAINING.

Technogym AI Coach turns real assessment data into a personalised training programme.

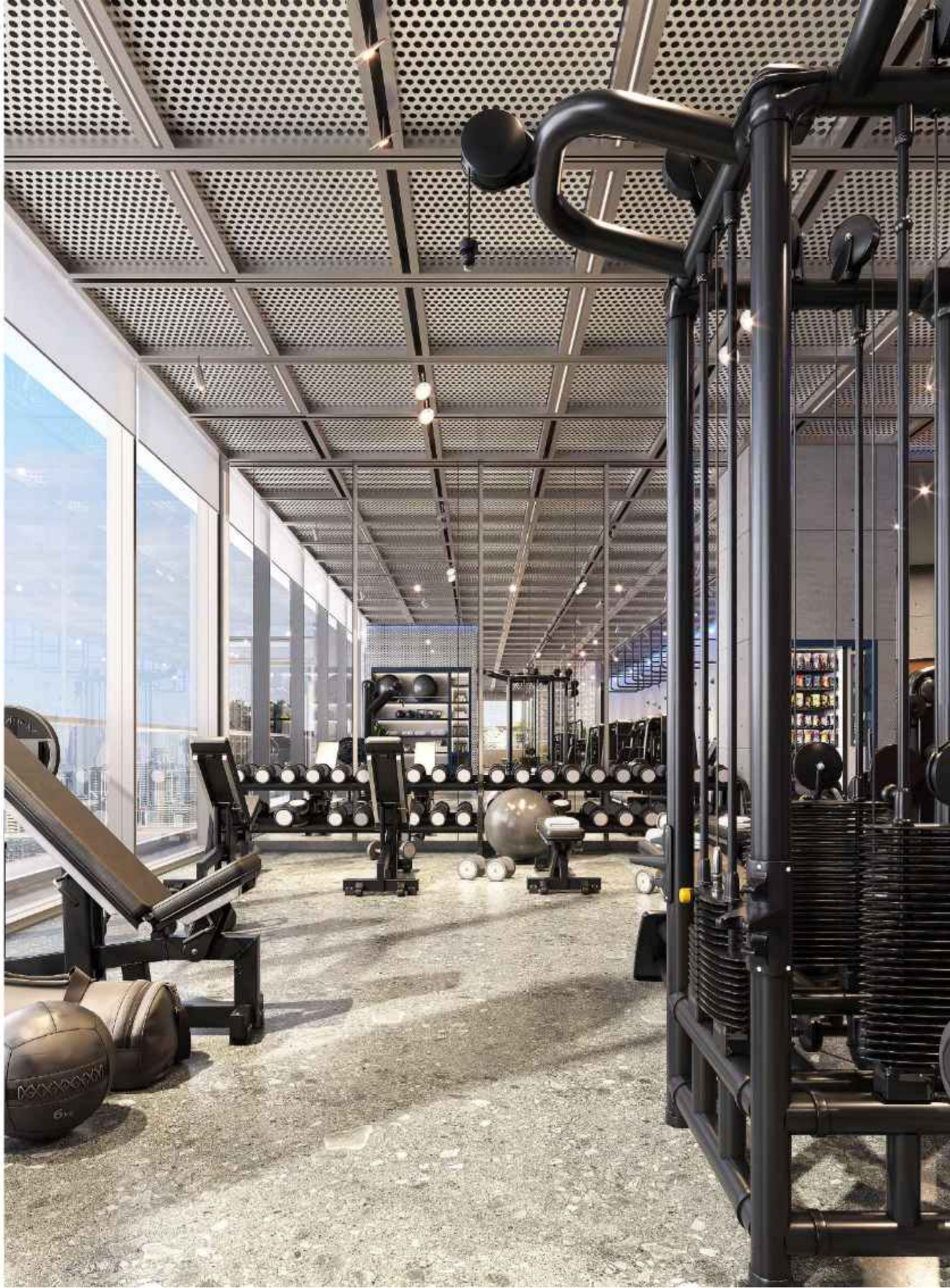



DESIGNED FOR DAILY
PERFORMANCE.

Workouts, whenever.



The gym doesn't wait for peak hours. Cardio, free weights and a place to cool down after, all under one roof, all yours whenever the day allows.






KORE

At the KORE of fitness.

50 machines curated for performance.

CARDIO.

- Treadmill
- Bike
- Rowing Machine

CHEST.

- Chest Press
- Incline Chest Press
- Pec Fly Machine
- Rear Delt Machine
- Cable Crossover

BACK.

- Lat Pulldown
- Seated Row
- High Row
- Assisted Pull-Up/Dip Machine
- Back Extension Machine

SHOULDERS.

- Shoulder Press
- Lateral Raise Machine

ARMS.

- Biceps Curl Machine
- Triceps Extension Machine
- Preacher Curl Bench
- Dip Station

LEGS.

- Leg Press
- Hack Squat
- Leg Extension
- Seated Leg Curl
- Glute Machine
- Hip Thrust Machine
- Standing / Seated Calf Raise

FREE WEIGHTS.

- Dumbbells
- Dumbbell Racks
- Olympic Barbells
- Weight Plates
- Flat Benches
- Adjustable Benches
- Incline Bench Press
- Power Racks

FUNCTIONAL TRAINING.

- Functional Trainer
- Cable Station
- Kettlebells
- Medicine Balls
- Slam Balls
- Resistance Bands

CORE.

- Abdominal Crunch Machine
- Rotary Torso Machine

STRETCHING/ MOBILITY.

- Stretching Mats
- Foam Rollers
- Exercise Balls
- Balance Trainers
- Stretching Station

#1. TRAIN

500 STEPS. 0.15 CALORIES PER STEP. ONE RESET.



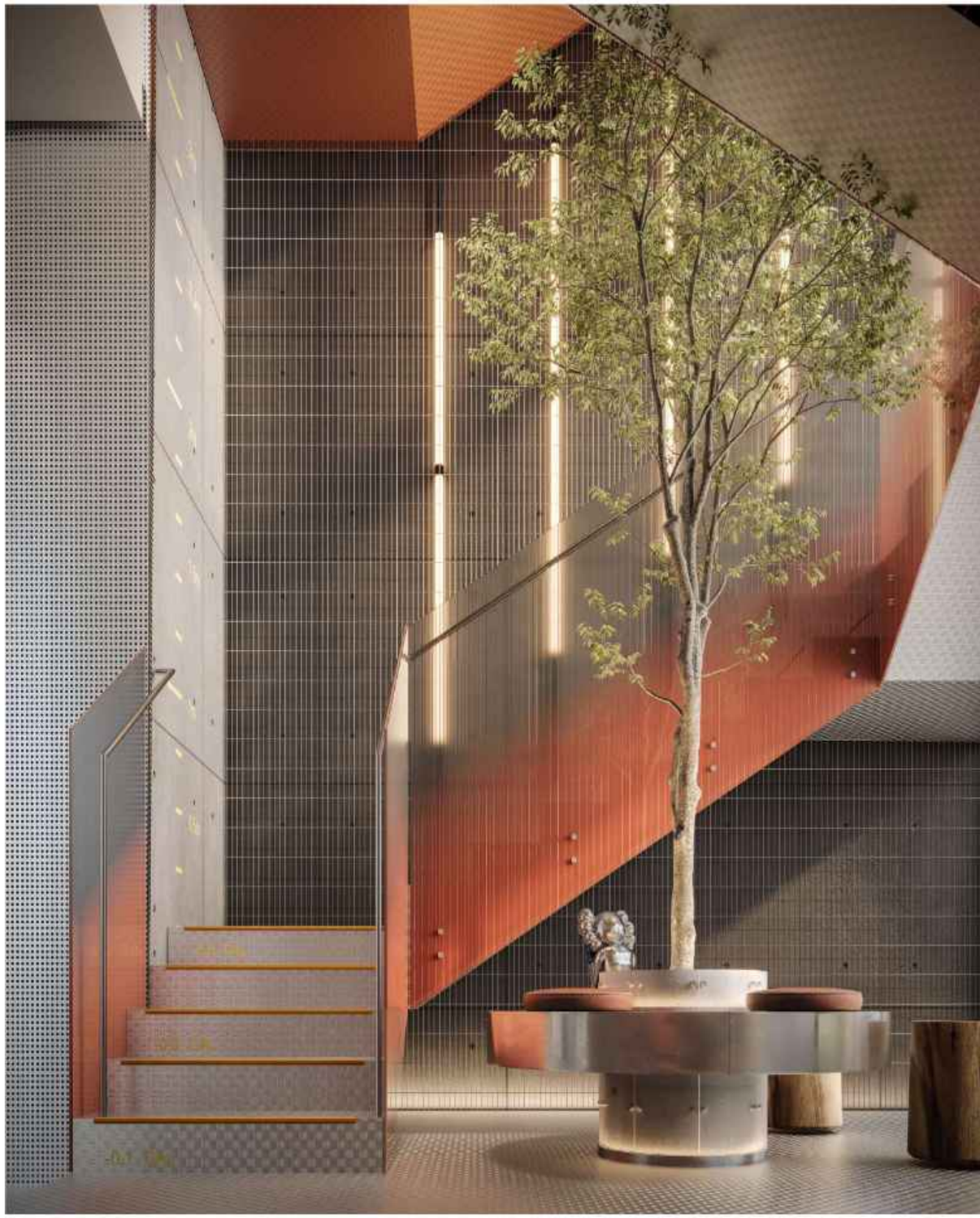
Skip the lift.
Take The HIKE.

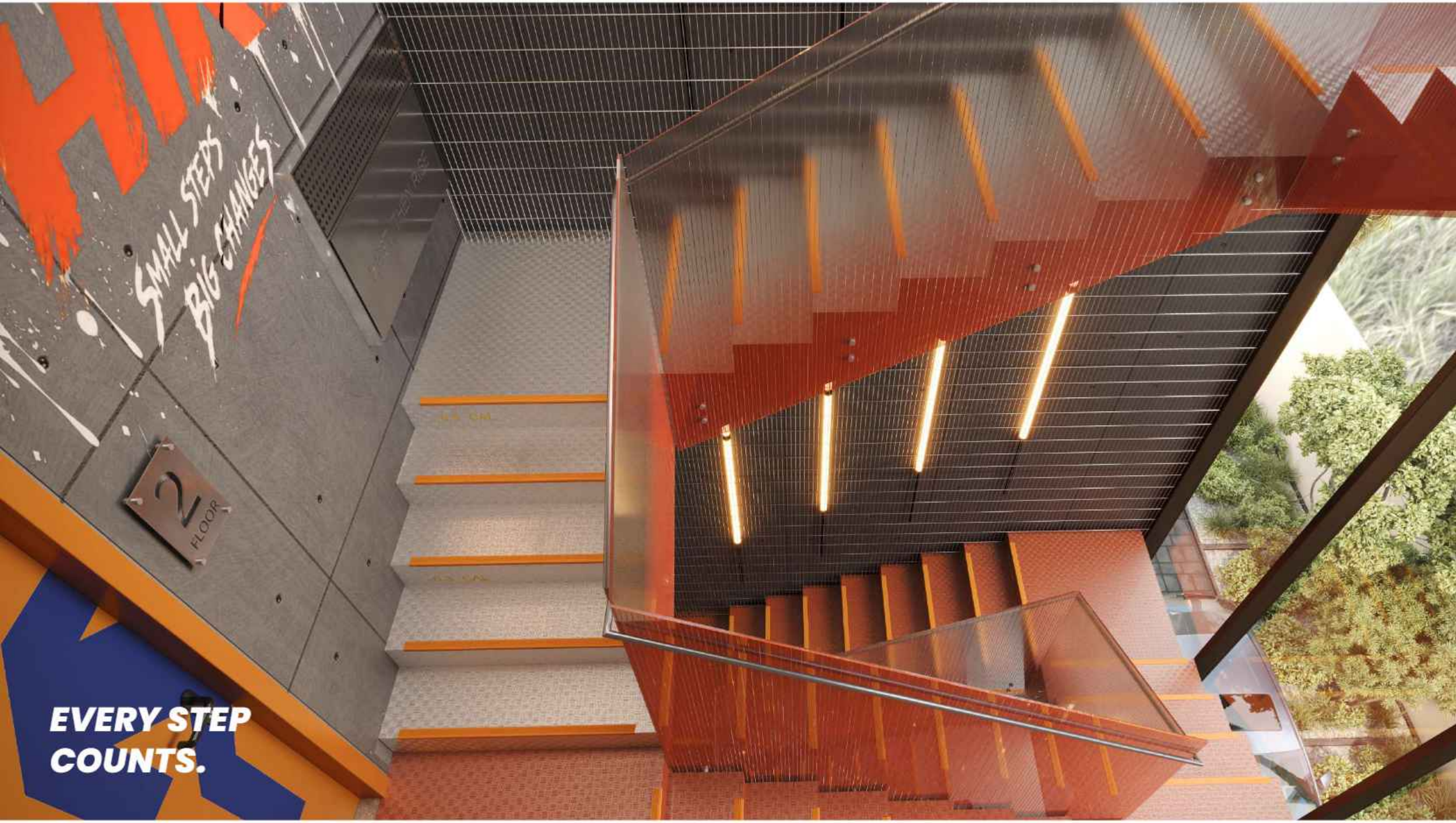
THE HIKE

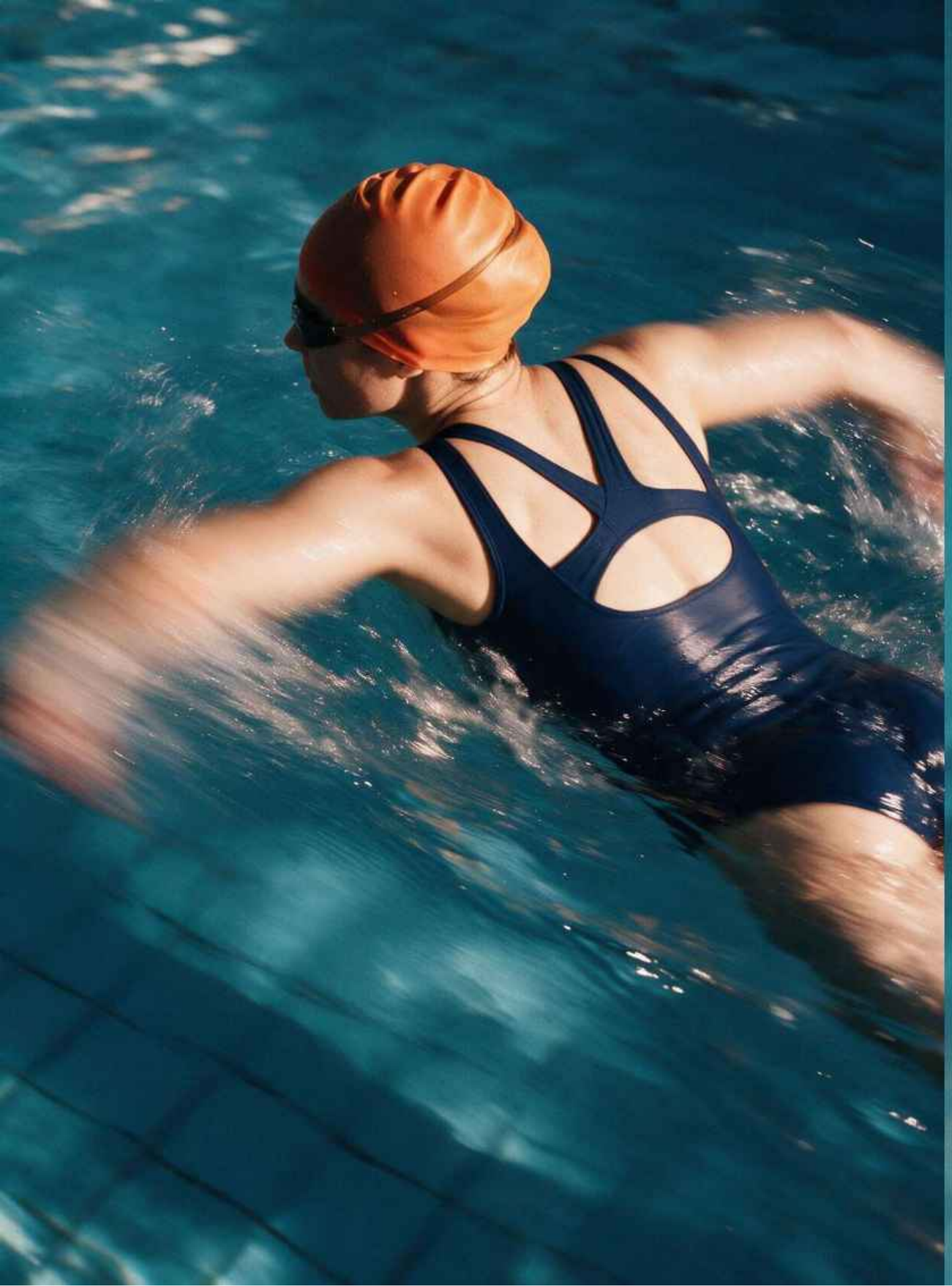
Traditional developments hide the staircase behind heavy doors. KORE reclaims the vertical core as a signature lifestyle experience. Built on a simple, uncompromising equation.
One step. 0.15 calories.

It turns everyday transit into continuous momentum. Why wait for an elevator when you can choose the climb? A quick burn between floors. A little extra cardio on the way up.
The Hike makes daily activity the default.

#1. TRAIN




SMALL STEPS
BIG CHANGES
2
FLOOR
EVERY STEP
COUNTS.



LENGTHS OF REJUVENATION.

Just 30 minutes of swimming, three times a week, can lower blood pressure in as little as eight weeks.

Find your flow.



The adults' leisure pool, with a sunset deck and the skyline for company. No lap schedule, no lane ropes. Just water waiting for you.





#1. TRAIN

OWN THE COURT.

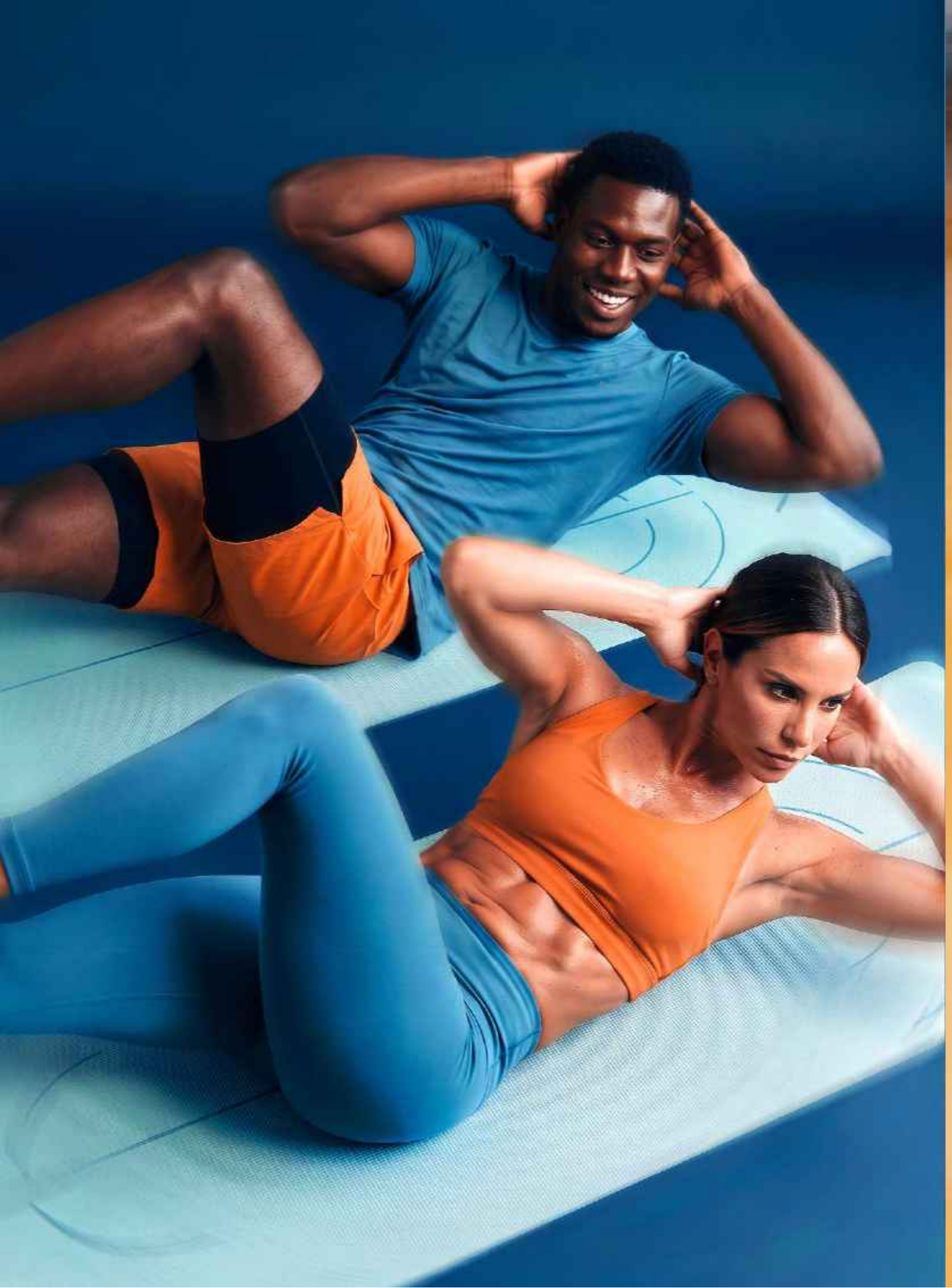
A single game of padel can burn over 400 calories.
A full-body workout that rarely feels like one.



Court time, anytime.

No booking app. No waitlist. The court sits right where you are, whenever you are ready. Bring your own four, or find someone already warming up.

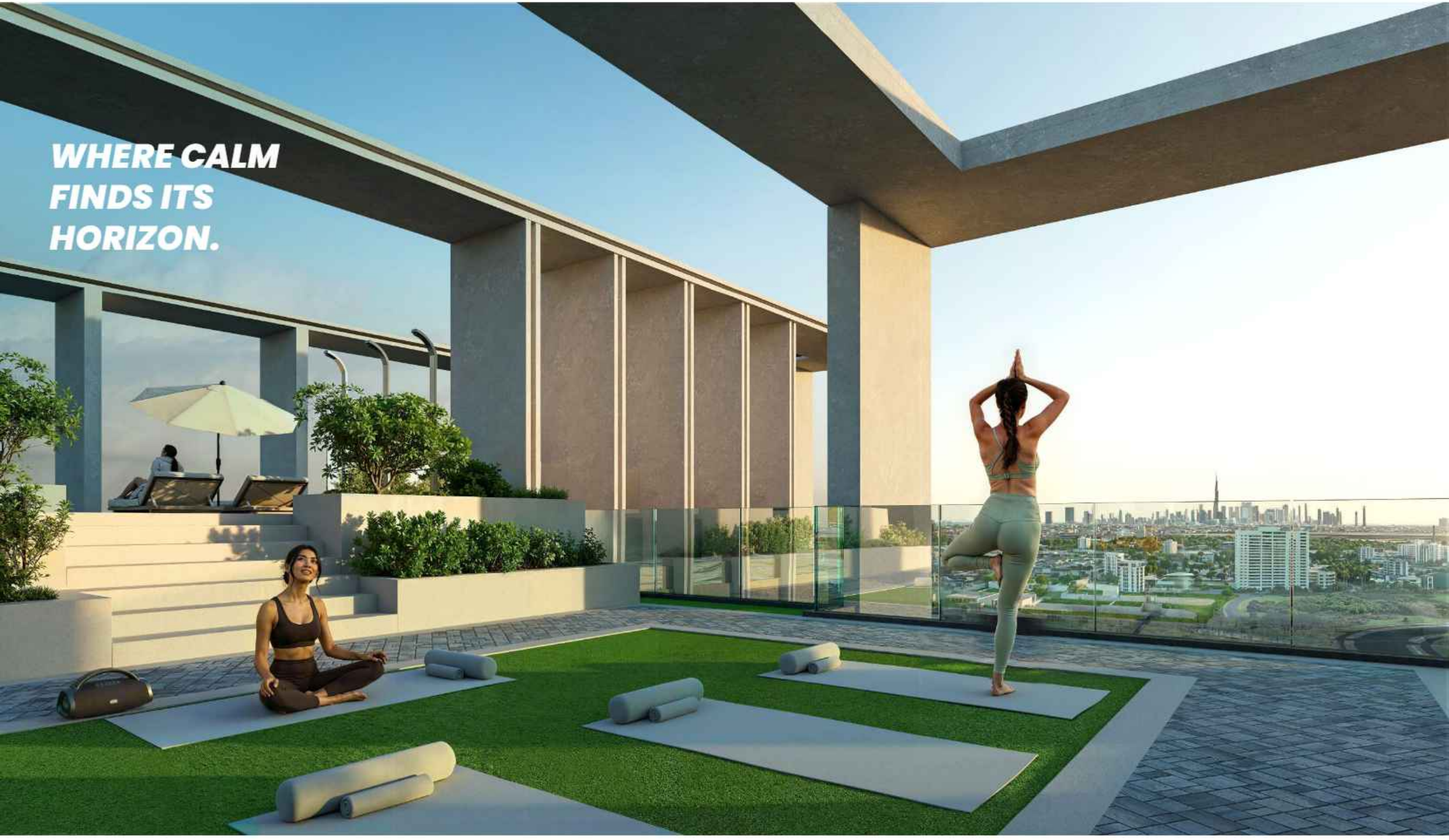




#1. TRAIN

ALIGN YOUR CORE.

Eight weeks of regular yoga practice can improve flexibility by up to 35%.


WHERE CALM
FINDS ITS
HORIZON.

#2. NOURISH

Habit, built in.

#2. NOURISH

HOMEGROWN NUTRITION.

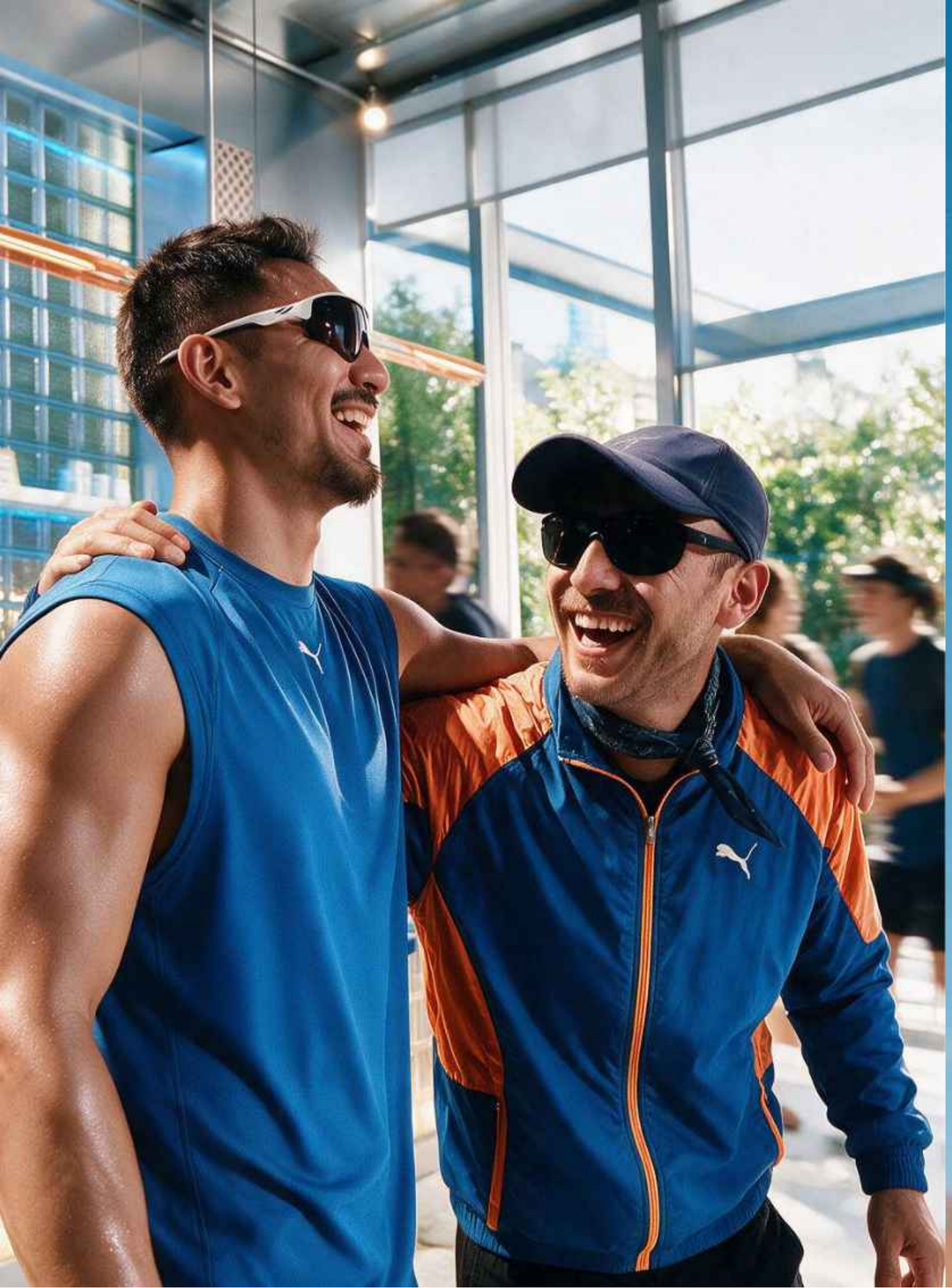


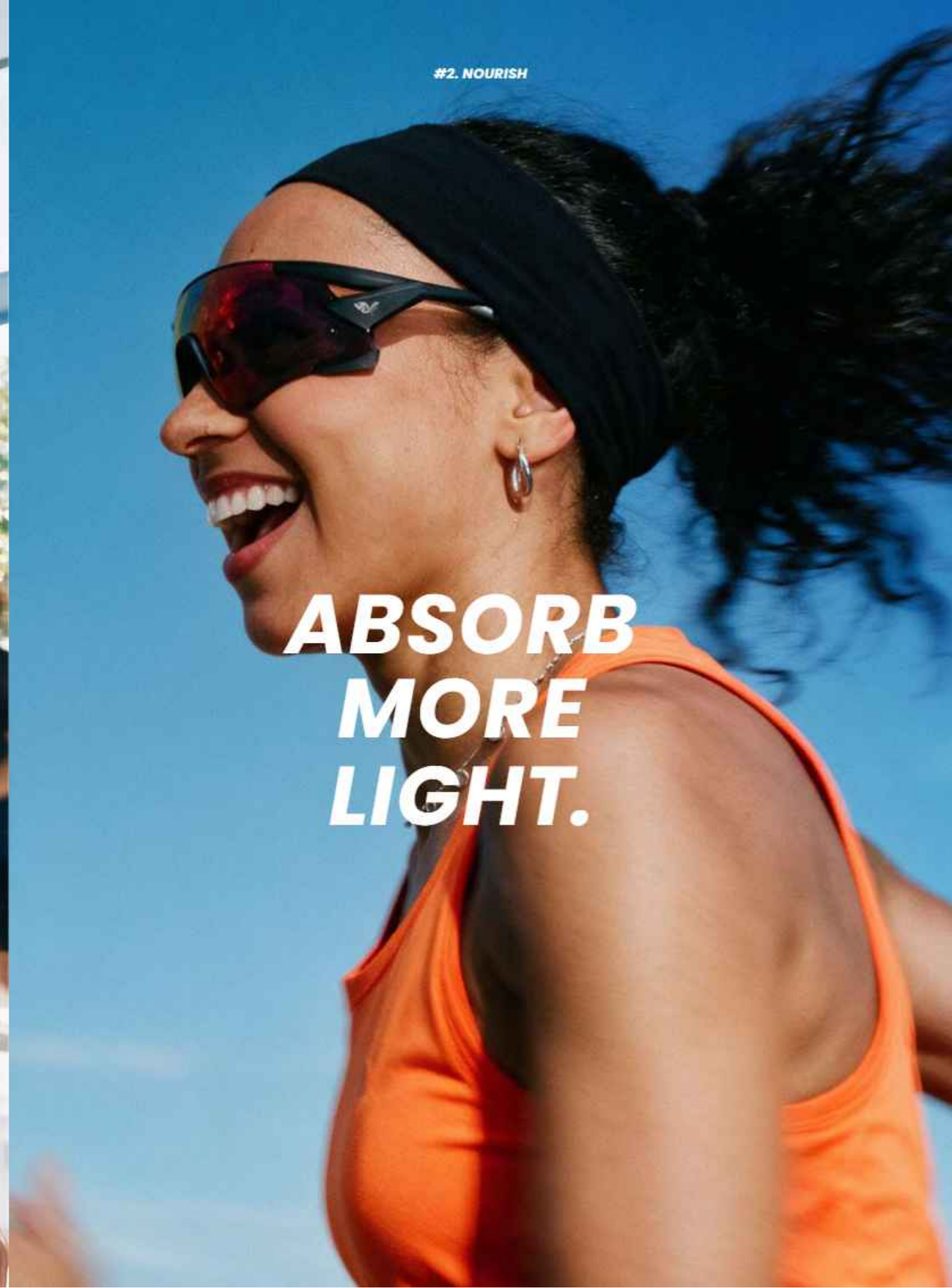

FRESH INGREDIENTS,
CLOSER THAN EVER.

Shared rituals.

An edible garden that's part of the menu. The Harvest Table, where good nutrition is shared with a healthy tribe. No delivery window. Just good food, already within reach.






#2. NOURISH
ABSORB
MORE
LIGHT.

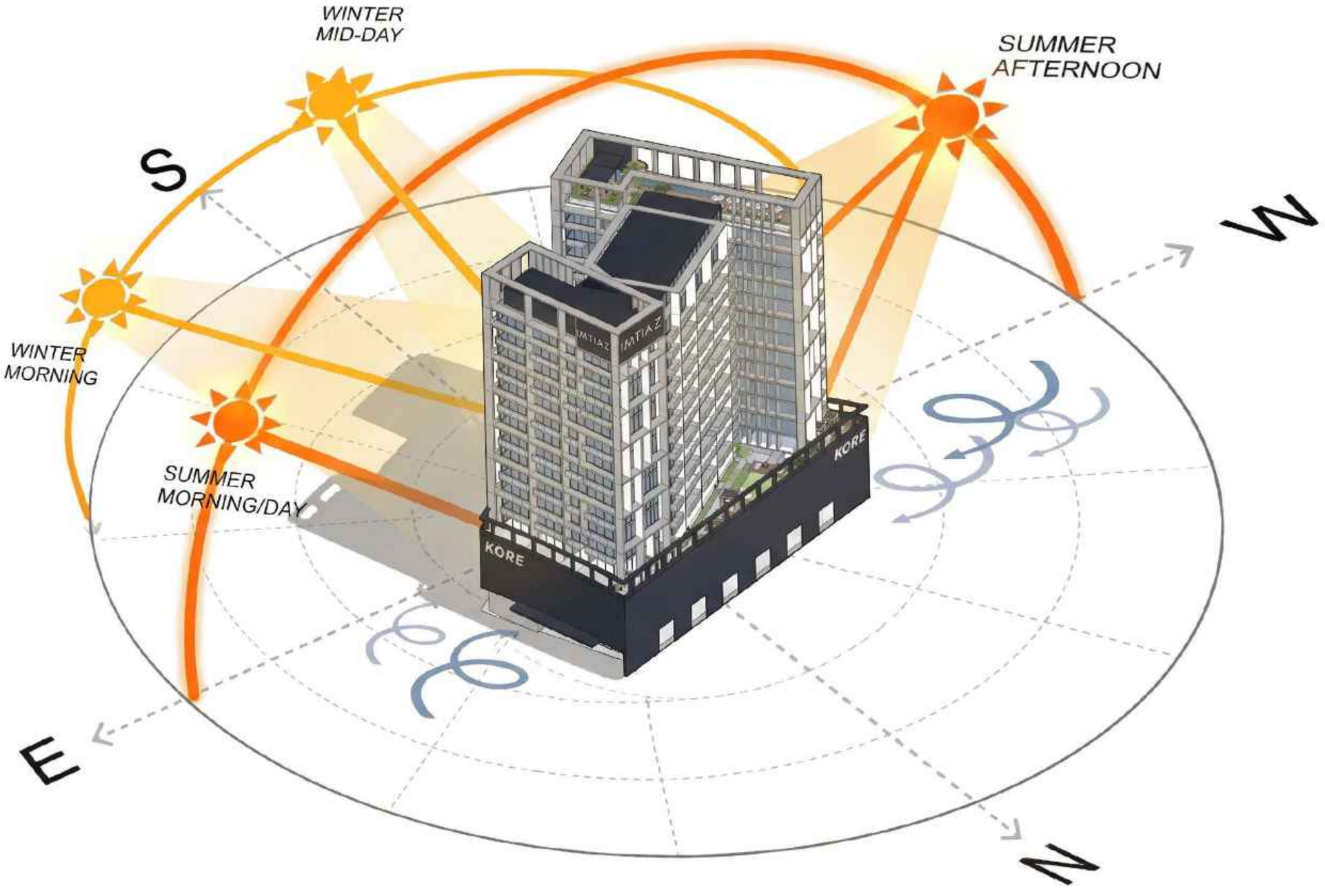


#2. NOURISH

Fueled by the sun.

KORE spaces are powered by healthy sunlight. Apartments designed to help lift your mood: open plan, floor to ceiling. Rooms come alive with a daily dose of natural light, designed to let the sun in so you feel alert and alive.

Optimised sunlight exposure.




VITAMIN-DAYLIGHT

#3. RECOVER

Focus, protected.

#3. RECOVER

Red Light Therapy.

ONE
HYPE WELLNESS

Photobiomodulation influences light-responsive cellular processes.

KORE brings advanced wellness technology into everyday life through One Hype Wellness. Connecting brain mapping, hyperbaric oxygen and red light therapy through One AI, the system measures, personalises and tracks each journey, creating intelligent protocols designed around recovery, performance and long-term well-being.





#3. RECOVER

Eight Protocols.

1. HORMONE SUPPORT.

Promotes balance and regeneration.

2. BRAIN OPTIMISATION.

Sharpens focus, memory and clarity.

3. CELL REGENERATOR.

Aids cellular repair and recovery.

4. GUT HEALTH.

Encourages digestive and microbiome balance.

5. DEEP TISSUE RECOVERY.

Helps restore deeper tissues and tendons.

6. REJUVENATION.

Boosts collagen and skin renewal.

7. MENTAL WELL-BEING.

Encourages calm and stress relief.

8. SPORTS PERFORMANCE.

Enhances energy, focus and readiness.

#3. RECOVER

REGENERATE DAILY.

Whole-body red and near-infrared light. Eight intelligent protocols. Personalised through One AI to support recovery, relaxation, skin health, mental well-being and performance.



#3. RECOVER

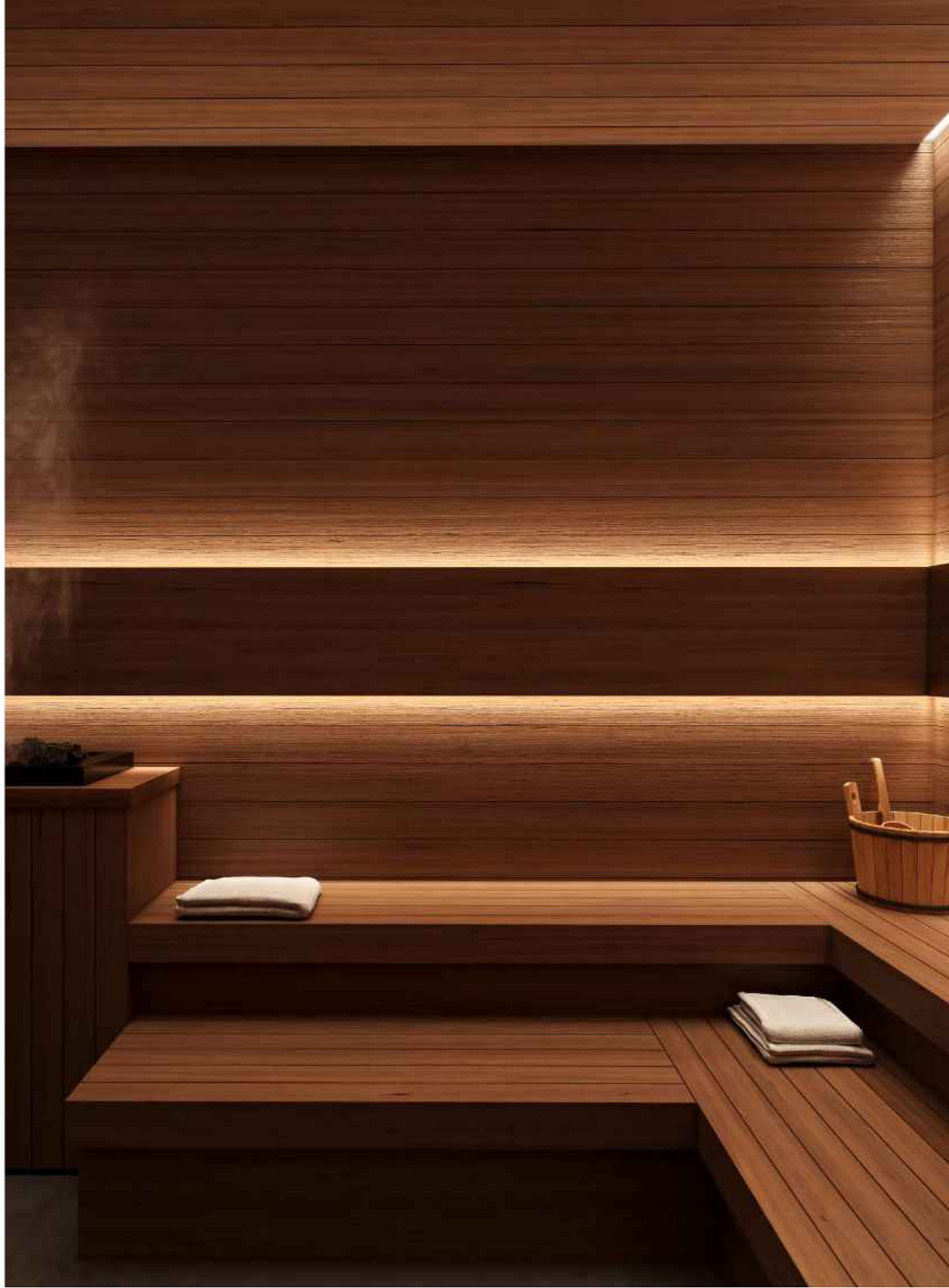
Sweat. Reset.

KORE treats rest as part of the programme, not an afterthought. Step into the heat and let recovery do the work. Warmth to ease tired muscles, stillness to clear the noise. Sweat it out. Leave lighter than you arrived.

#3. RECOVER

The session after your session.

Train hard, then walk straight into the space built for recovery. Timber-lined, hand-joined, light set low into the grain instead of overhead. Every material chosen to slow your pulse before you've decided to.



#3. RECOVER

Sleep, engineered.

KORE treats sleep as an integral part of wellness and longevity. Partnering with Heveya, every home comes with a complete sleep system: mattress, pillows and linens. Designed for an ultra-soft, cloud-like rest, the mattress combines three layers of natural organic latex with a premium goose-down topper.



Heveya Mattress Anatomy.



1. SOFTNESS, NATURAL.

A cloud-like layer of 100% organic latex. Soft, breathable and made to let the body settle in.

2. COMFORT, PERSONAL.

Natural latex follows the body's curves, allowing you to sink in where it matters while keeping the spine comfortably aligned.

3. SUPPORT, ZONED.

Seven comfort zones, each designed to respond to a different part of the body. Targeted support, from head to toe.

4. QUALITY, INSIDE OUT.

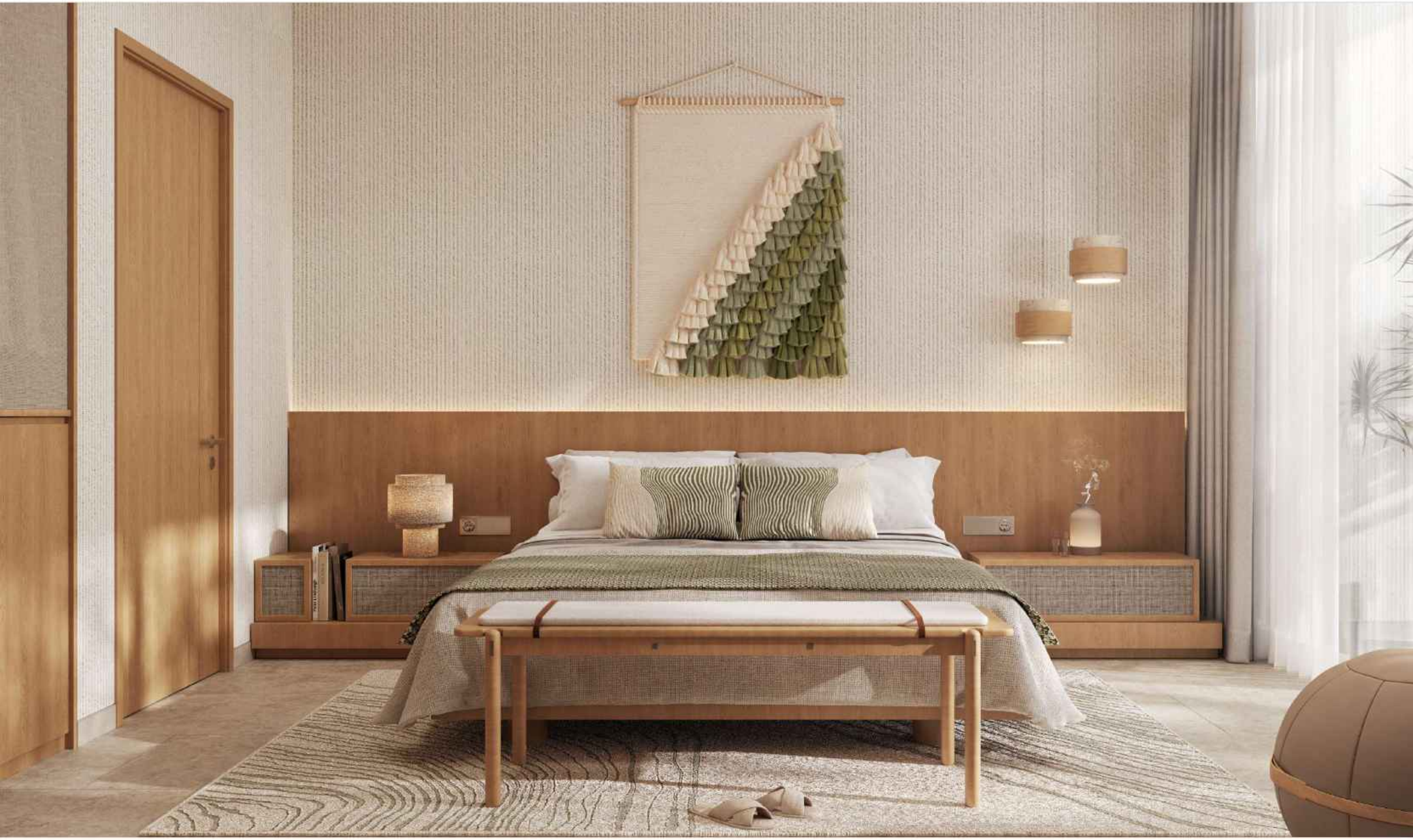
A breathable bamboo cover with organic cotton padding, removable for easy cleaning. Unzip it and see exactly what's inside.





Deep sleep, daily.

Recovery doesn't end at the gym. With Heveya, every night is designed to restore. Because rest is part of the programme.



DAILY SCHEDULE (17.03)

#1. **MORNING:** Daily yoga

#2. **AFTERNOON:** Workout at Raw Theory*

#3. **EVENING:** Padel game

#4. **RECOVERY:** Red light therapy

*Note: Steps with HIKE back home

KORE

BY IMTIAZ

IMTIAZ

KORE

KORE


IMTIAZ
KORE
KORE

ARRIVE AT THE CORE

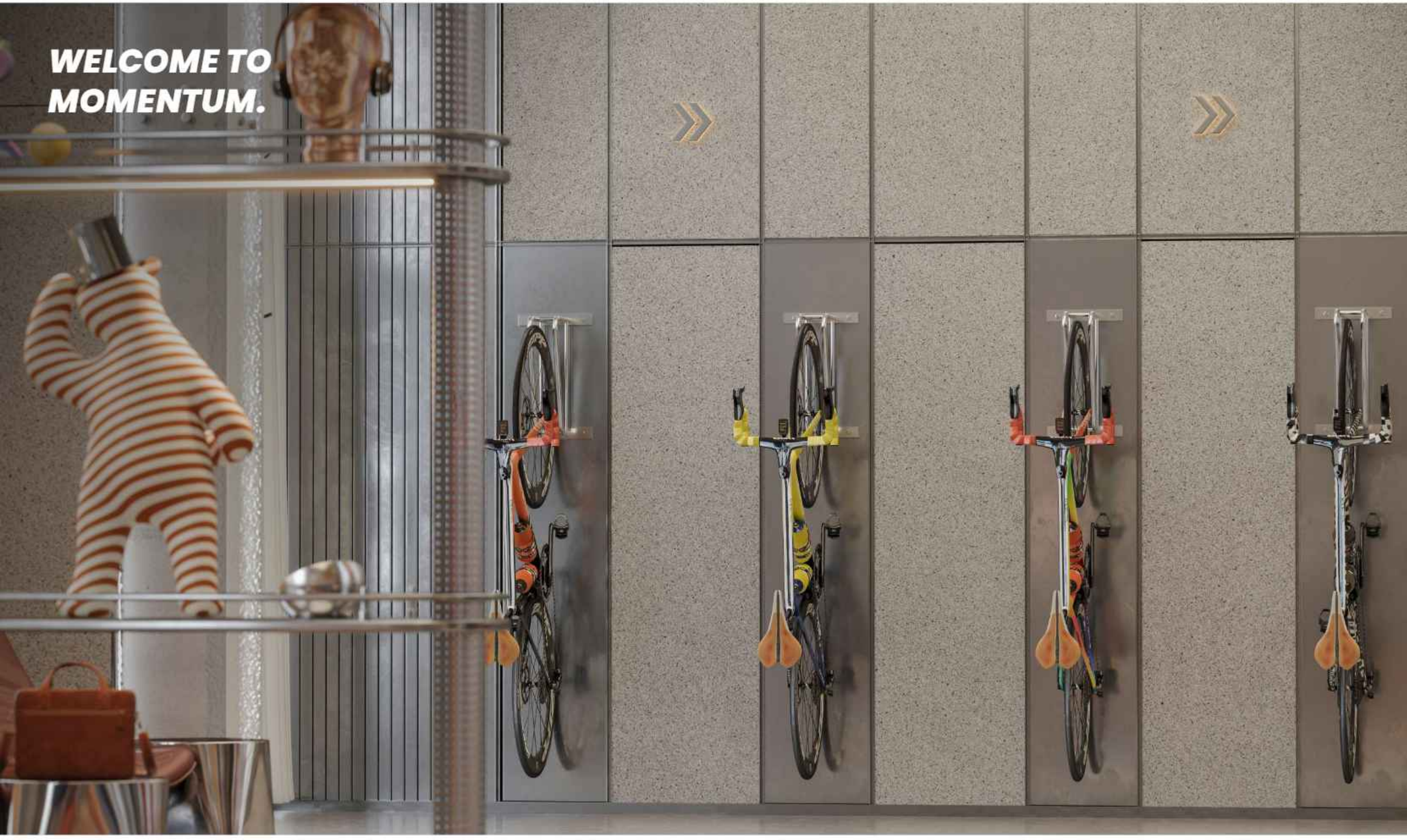
Home with space to move.



THE CORE

Step in.
Find your rhythm.

KORE lobby sets the tone from the moment you walk in. Raw concrete, warm timber and soft light, designed for arriving, pausing and heading out again. Post-workout or pre-meeting, it’s where the day finds its rhythm.


WELCOME TO
MOMENTUM.



Room for every mood.

Meet a friend, gear up for a session or settle in with a book. The lounge adapts to your day: a place to pause, connect or simply catch your breath.







THE CORE

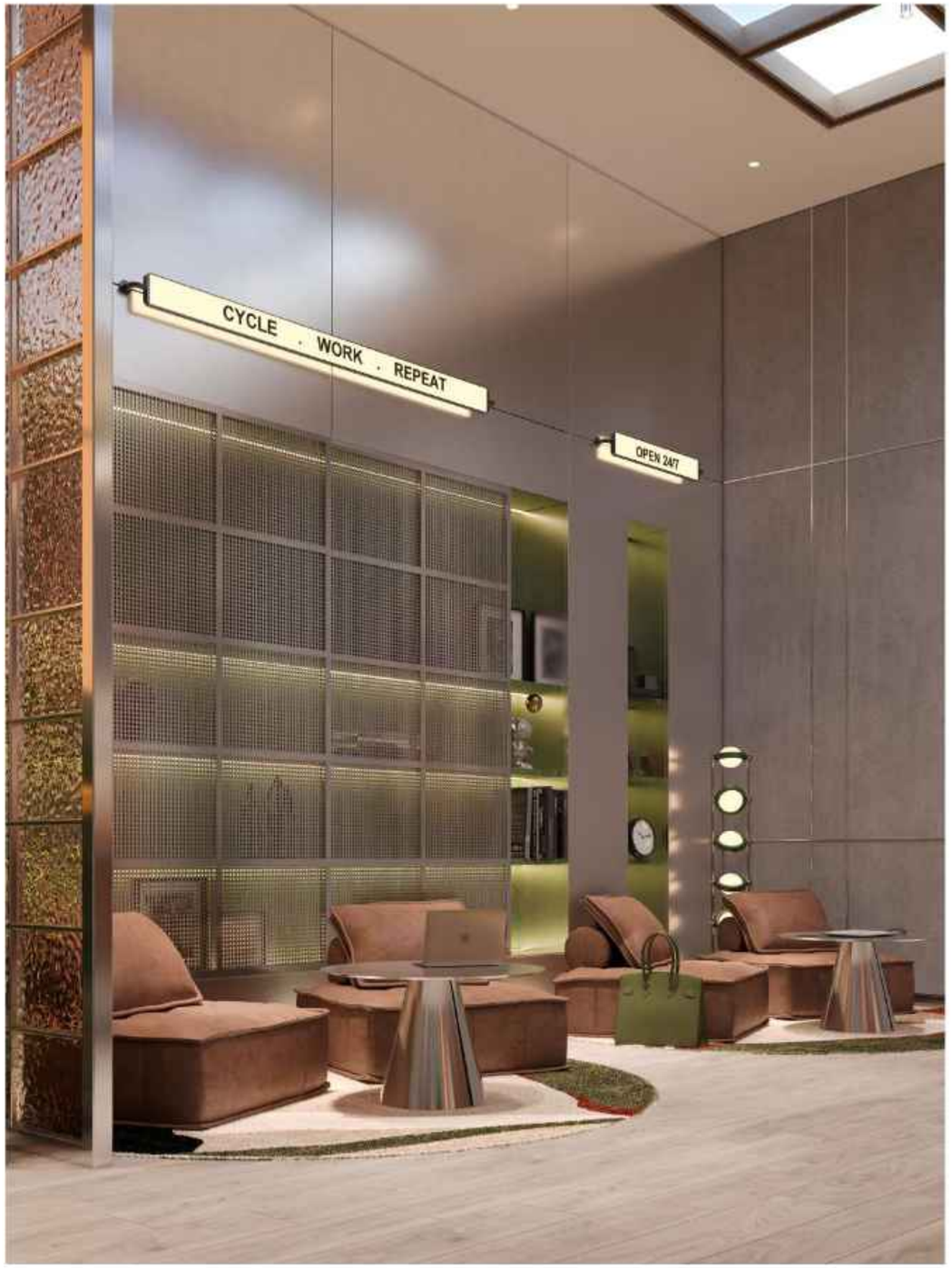
Home court for big ideas.

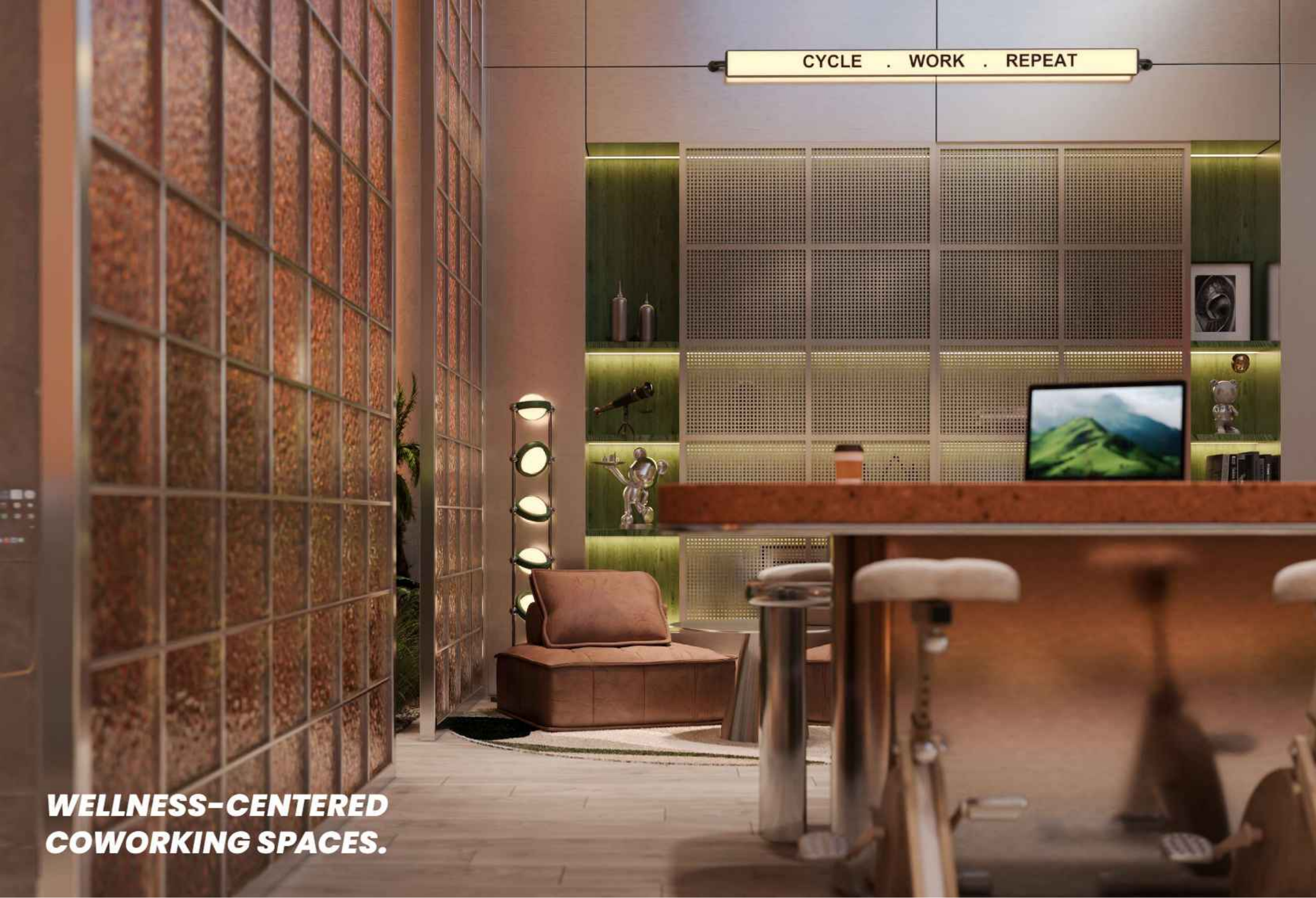
Work and wellness, in one day. Hone your ideas at the KORE Work Station, a focused place to plan, pitch and create. Then log off, grab your mat and move straight into your next session, just steps away.




KORE WORK STATION


CYCLE · WORK · REPEAT


CYCLE · WORK · REPEAT
OPEN 24/7



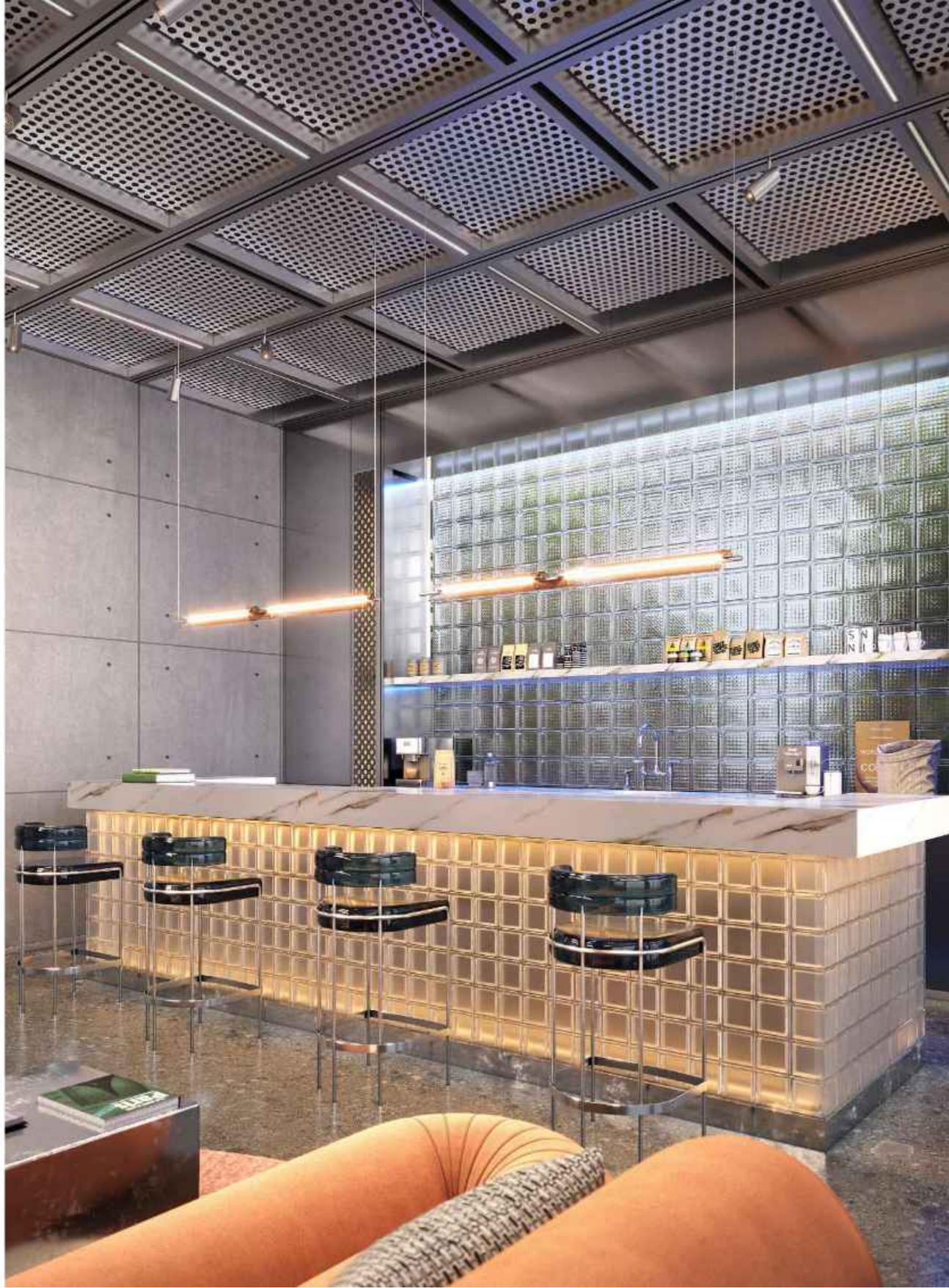
WELLNESS-CENTERED COWORKING SPACES.

THE CORE

Neighbours become teammates.

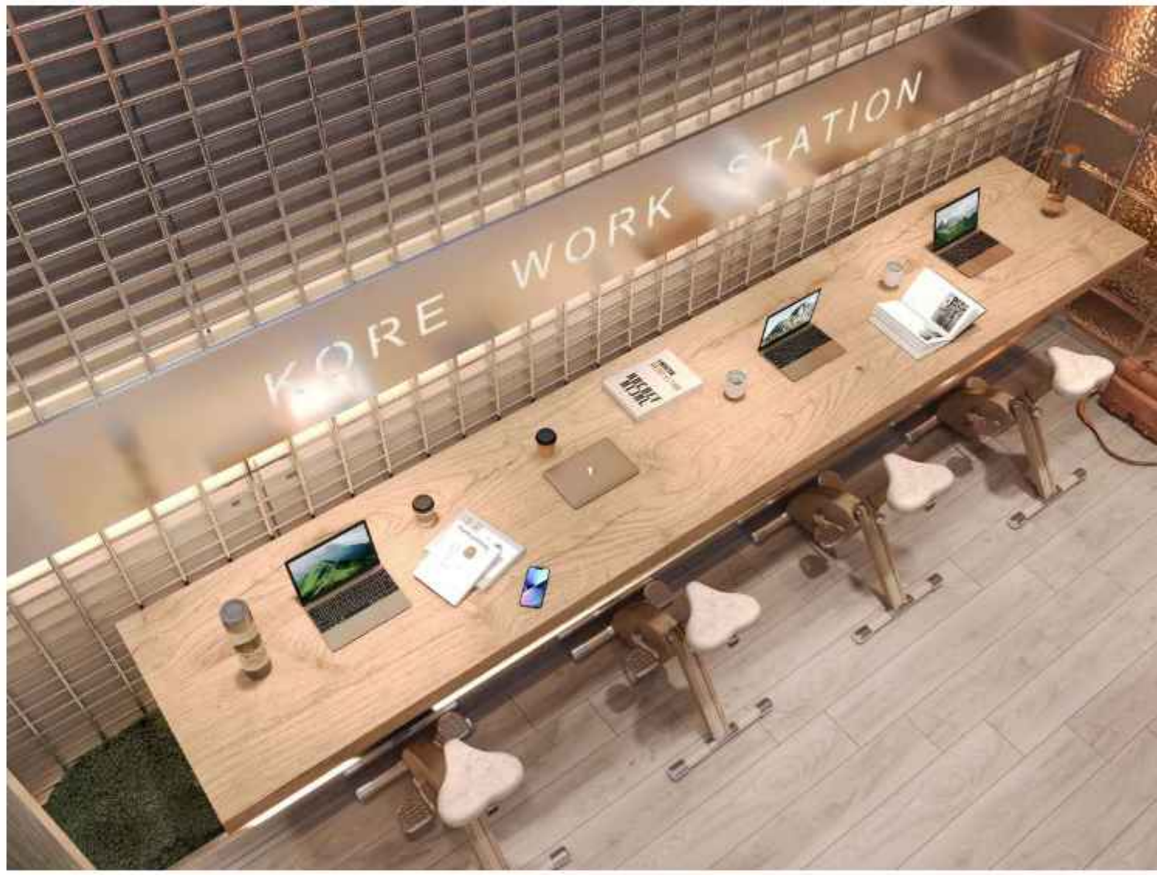
A space for friendly competition, shared wins, and everyday connections.










WORK
STATION

DESIGNED FOR THE SENSES.

Discover studio, one- and two-bedroom apartments designed for life beyond the game, with space to unwind, recharge and settle into your own rhythm.



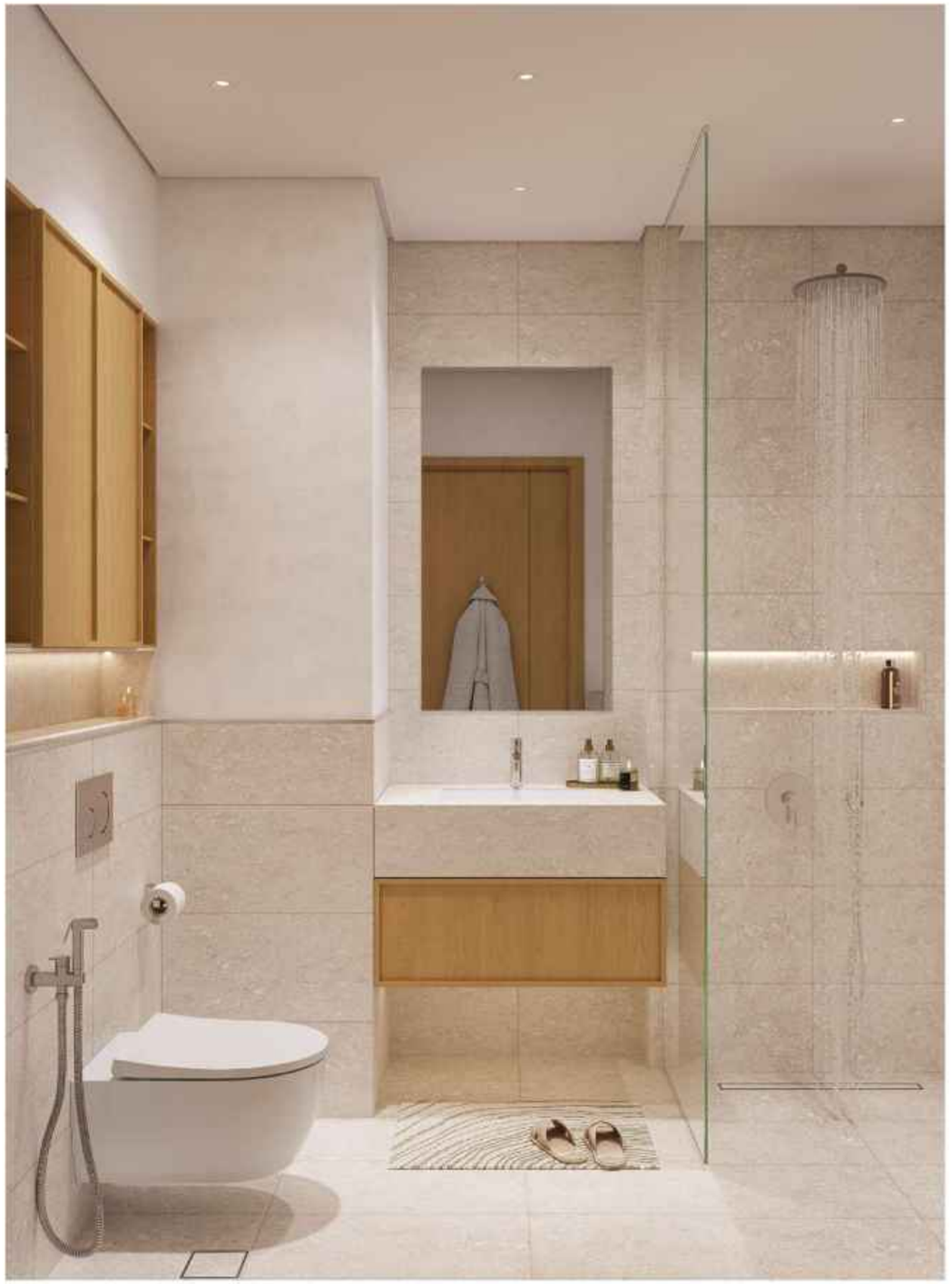


Studio.

A studio apartment for your active routine, with space to stretch, unwind and recharge. From post-workout mornings to quiet evenings, settle into a pace that's entirely yours.


YOUR
EVERYDAY
RETREAT.



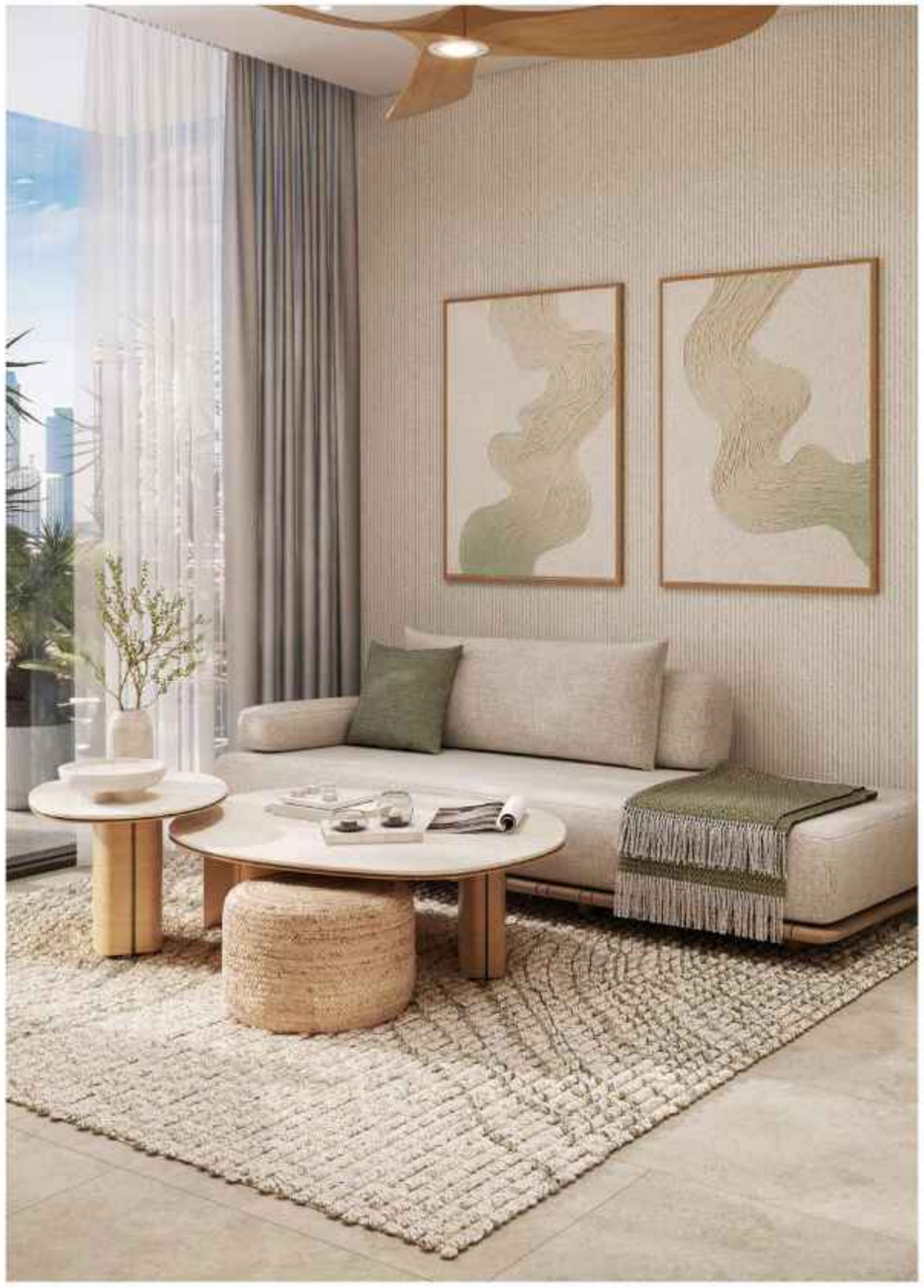


One bedroom.

A one-bedroom apartment with room to unwind and a separate bedroom to recharge. From your first stretch to your final time-out, enjoy space for both active days and well-earned rest.



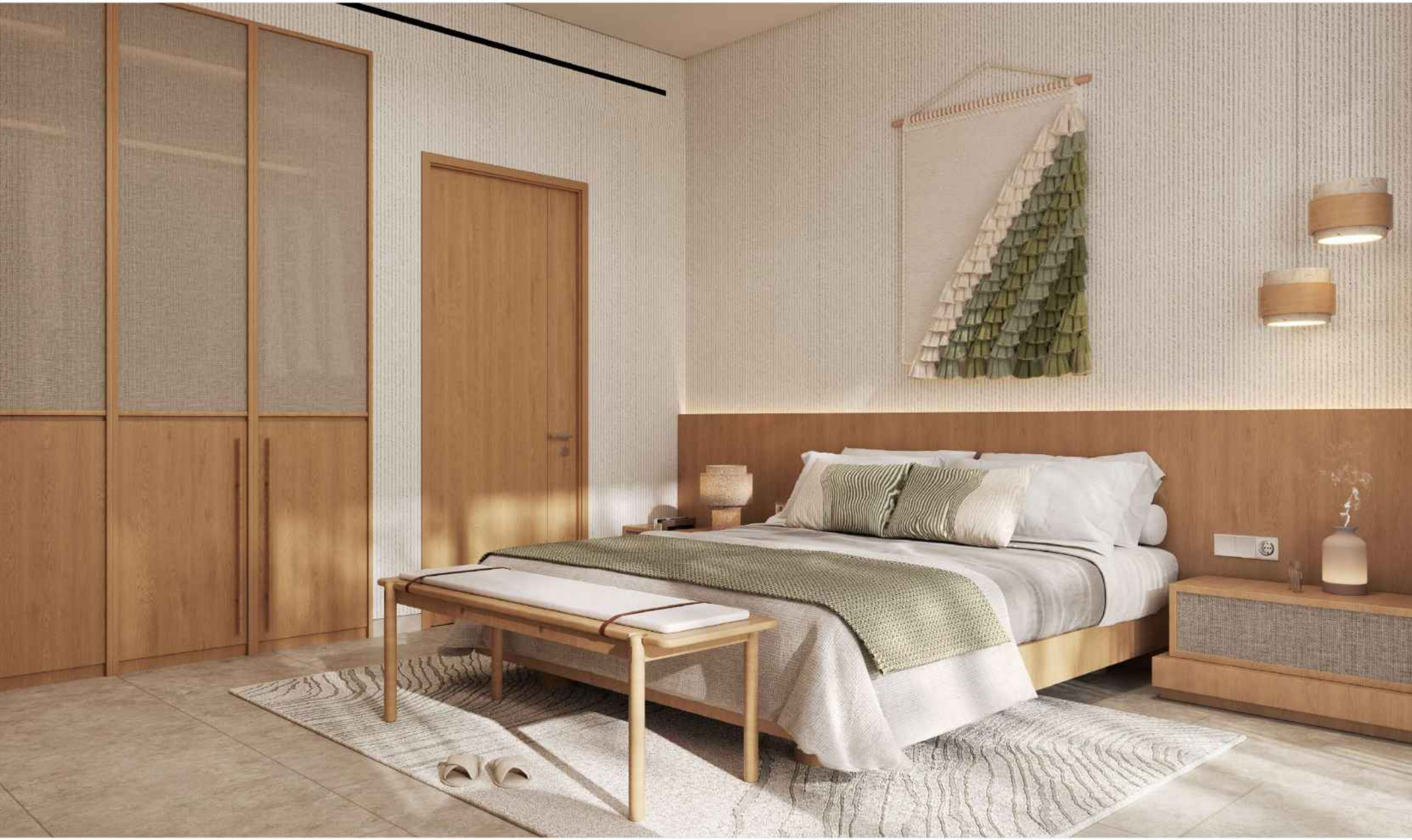






Your off-court comfort zone.

Stretch out, settle in and enjoy your downtime in a space made for everyday living.

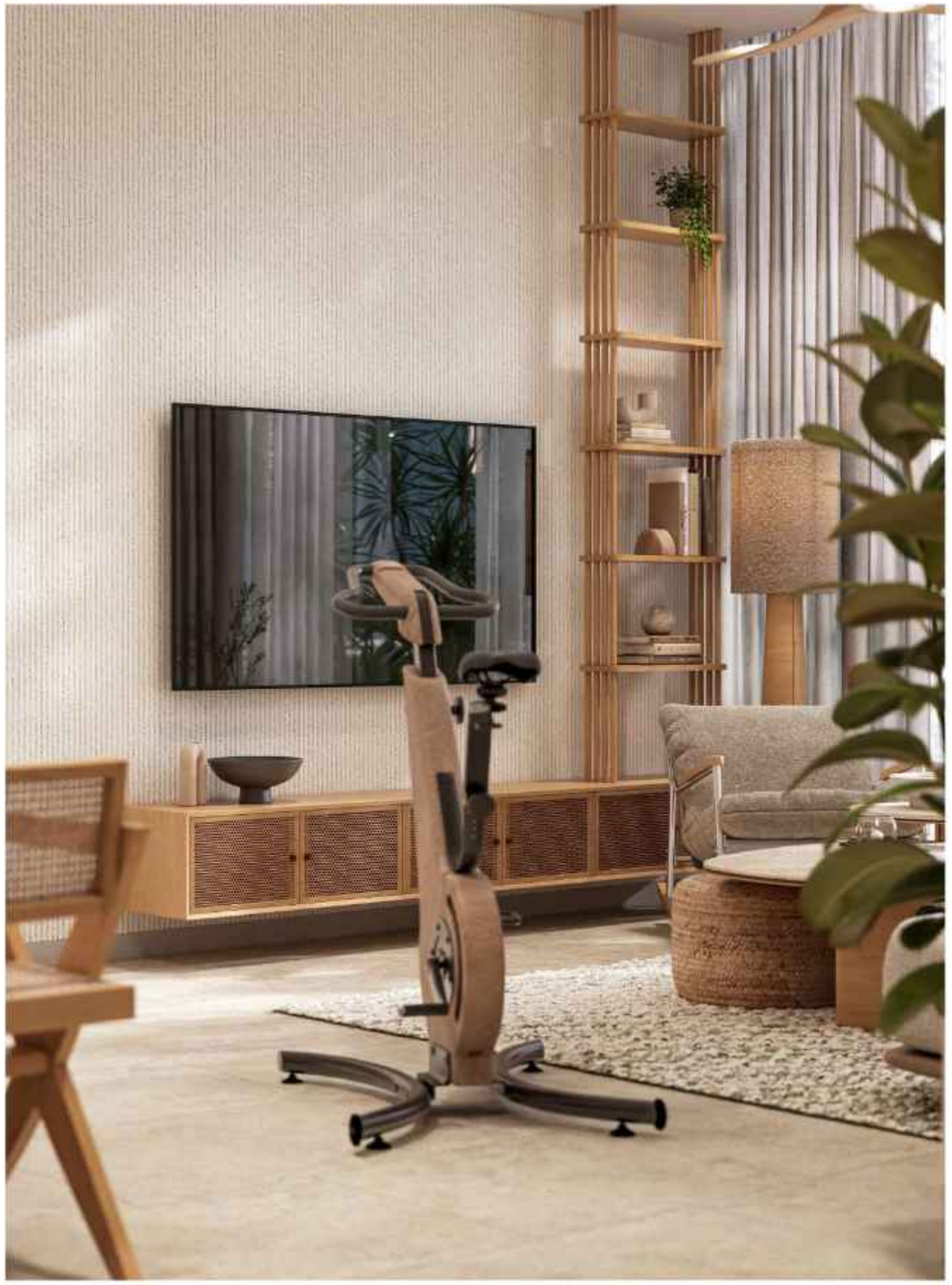




Two bedroom.

A two-bedroom apartment with room to come together and space to recharge apart. Share the highlights of your day, then retreat to the comfort of your own bedroom.











Rest is part of the game.

From early nights to slow mornings, your bedroom gives well-earned rest its own space.

CONNECTED IN FIFTEEN

15-minute loop.

MOVE. GO FURTHER.

15 mins — Meydan Cycling Track

15 mins — Wellfit Meydan

15 mins — Meydan Golf

15 mins — Meydan Racecourse

RESTORE. TAKE YOUR TIME.

15 mins — Ras Al Khor Wildlife Sanctuary

15 mins — Meydan Canal & Boardwalk

15 mins — Meydan Central Park

20 mins — Dubai Creek Harbour

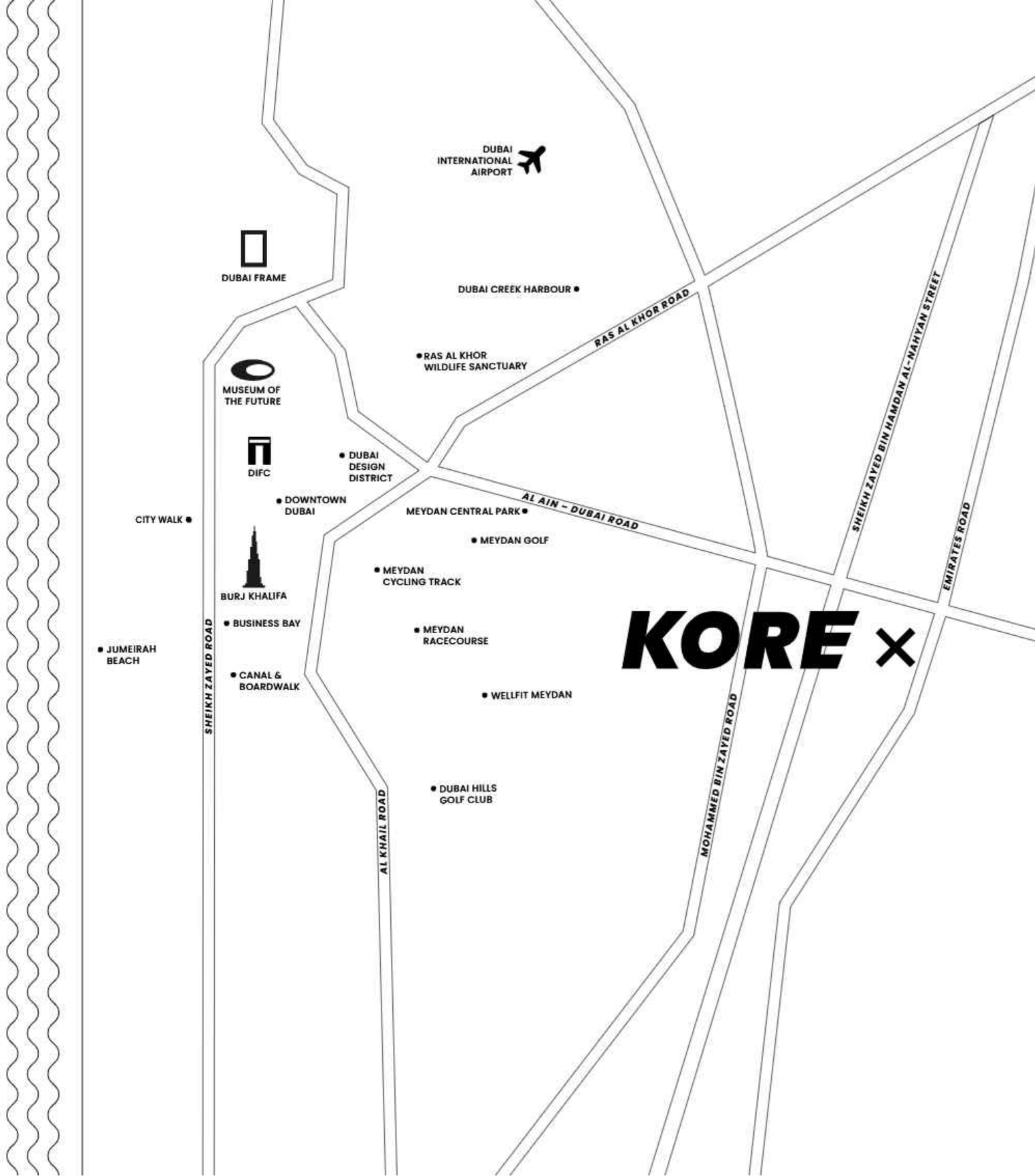
CONNECT. STAY CLOSE.

20 mins — Downtown Dubai

20 mins — Dubai Design District

20 mins — Business Bay

20 mins — DXB Airport





POWER UP THE PATHWAYS.

KORE

WWW.IMTIAZ.AE

BY IMTIAZ

AFDAL

Real Estate Brokerage LLC

afdalhome.ae

afdalsetup.com

afdalproperties.ae

afdalsetupuae.com