

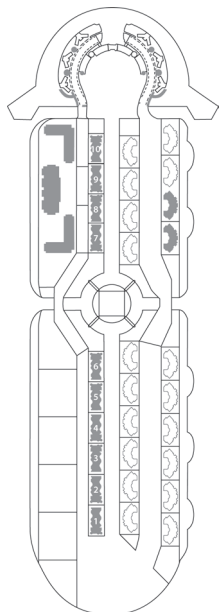
REFERENCE PROJECTS Golden Mile, Palm Jumeirah – Dubai



HOUSING

Virgin soil in the form of a vision

The Palm Islands off the coast of Dubai have set new standards for planned cities since the beginning of this century. The Golden Mile is located in the trunk of Jumeirah, the 560 hectare giant palm. The Golden Mile is a complex of restaurants, shops, and 860 luxury apartments. The appointments and architecture are a mixture of oriental and occidental; the variety of styles reflects the plurality of cultural backgrounds of island residents and visitors in equal measure. More than 20,000 products from Villeroy & Boch have been installed as a part of the high demands of the clients and users of this populated symbol.



Construction site board

Project name:	Golden Mile, Palm Jumeirah
Location:	United Arab Emirates, Dubai
Completion:	2010
Client:	IFA Hotels & Resorts and Istithmar
Products:	SUBWAY WC SUBWAY Bidet OMNIA ARCHITECTURA Bathtub OMNIA ARCHITECTURA Wash Basin

Image material: Villeroy & Boch

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Dubai has gained a 78 kilometre coastline with the off-coast islands, giving the city an extension of its coast by 100 %. A 300-metre-long bridge connects the manmade island to the mainland. The Golden Mile on the west side of the trunk of the giant palm Jumeirah comprises 10 buildings with hotels, restaurants, commercial use, and luxury residences.

### A mixture of extravagance and purism

Products from Villeroy & Boch were chosen for the equipment of the sanitary areas in the luxury apartments and hotels within the Golden Mile. The quality and aesthetics of these products reflect European tradition and are a perfect combination for the demands of the island residents and visitors. Extensive collections were available, including the products of the Subway series, with their CeramicPlus easy-to-care-for ceramic surface, and the puristic line Omnea Architectura for bathtubs and wash basins.



Image material: Villeroy & Boch