



## **Al Barari champions sustainability in Cityscape Dubai participation**

**Dubai, UAE- 10 October, 2007:** Al Barari's participation at the forthcoming Cityscape Dubai 2007 will highlight its position at the forefront of developing exclusive and distinctive communities.

The Al Barari project, is the first truly integrated luxury eco-conscious community in region, that blends the unique architectural features of the development with the surrounding natural landscape, and applies ecological standards that achieve the sustainability of the entire project.

"We are committed to champion sustainability, and social values in real estate development without compromising quality, convenience, and luxury. Showcasing the eco-friendliness and sustainability features of Al Barari Project in such an important exhibition - which gathers more than 45,000 regional and international investors, property developers, governmental and development authorities, leading architects, designers, consultants and all senior professionals from more than 120 countries - is an excellent opportunity for us to encourage the sector's most influential people to make sustainability a non-negotiable aspect of property development," said Zaal Mohammed Zaal, Chairman, Al Barari.

Since its launched last year, Al Barari has been received overwhelmingly by property buyers and investors, with a demographic that includes royalty, Sheikhs, dignitaries, bankers, business owners and entrepreneurs which emphasizes its exclusivity and exceptional value.

"Al Barari is now the undisputed leader of high end sustainable and socially conscious development in the region. This will be the hallmark of future projects that we will launch in the future. We're excited to be talking to exhibition visitors to give them a preview of exciting developments that we will be introducing to the market shortly," added Zaal.

On completion, the project will consist of villas, botanical gardens, a boutique hotel, the healing haven wellness resort, unique retail, educational gardens and one of the largest plant nurseries in the region. Al Barari will have world class dining experiences, and will serve as a hub for art, music and culture with galleries, music and dance schools as well as an outdoor amphitheatre.

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**About Al Barari:**

Founded in 2005 by Emirati entrepreneur and investor Zaal Mohamed Zaal Al Barari was set up to provide high net worth individuals with innovative and exquisitely designed housing. Al Barari's mission is to continuously raise the benchmark of the quality of property development in the U.A.E. through the development of eco-friendly, sustainable communities and the implementation and utilization of new standards in estate planning, environmental controls, and ongoing quality driven management. Al Barari is responsible for the conception and development of the unique Al Barari community.