



# Press Release

## ***Why Dubai is on top of the World***

**- Burj Dubai to open on 4 January 2010 -**

(19 November 2009) The eyes of the world will once again focus on Dubai on 4 January 2010 as the emirate unveils its latest landmark and high-profile addition to its iconic skyline: Burj Dubai. Standing at over 818 metres, the tower is the world's tallest building, almost 200 metres ahead of its nearest completed competitor – and yet another symbol of Dubai's architectural pre-eminence. With over 160 storeys, Burj Dubai has the most floors in any building anywhere in the world.

Ian Scott, director UK and Ireland for the Government of Dubai, Department of Tourism and Commerce Marketing (DTCM), said: *"The completion of Burj Dubai represents a new era in architectural design excellence in Dubai. As the world's tallest structure, it will attract tremendous attention from every corner of the globe, the perfect platform to promote the Middle East and for Dubai to showcase its diversity and assert its position as one of the world's most important tourism destinations."*

Burj Dubai has broken records at almost every stage of its development, and when it opens at the beginning of 2010 the tower will set a new benchmark around the world. Keen to add to Dubai's impressive portfolio of landmark hospitality and residential developments, Burj Dubai includes a series of projects that form the Downtown Burj Dubai area spanning some 500 acres that already incorporates two malls, five hotels, office and residential towers. Burj Dubai will also feature one of the world's highest public observation decks. *At The Top* - located on Level 124 - will not only offer visitors sweeping vistas of Dubai, but will also highlight the history and evolution of Dubai and Burj Dubai.

At the heart of the Burj Dubai tower will be the world's first Armani hotel, scheduled to open in early 2010. Standing at over 40,000 square metres, this flagship project will include a fleet of hotel rooms and 144 luxury residences, all exquisitely furnished with pieces from the Armani Casa range.



Nearby, The Dubai Mall is the world's largest indoor retail space with top boutiques alongside the biggest names in fashion. It also has an impressive array of leisure activities, including a state of the art aquarium, ice rink, Sega Republic theme park and KidZania, a city in miniature designed to keep children entertained for hours! The world's largest fountain, the Dubai Fountain, is also next to the tower in the extensive landscaped gardens.

Developed by Emaar Properties, Burj Dubai is testament to the emirate's position as a superlative destination. In just 30 years, Dubai has transformed itself into one of the world's most popular cities for both business and leisure travellers, with world-class attractions for visitors. When it is opened, Burj Dubai will be much more than a record-breaking super-structure: it will stand as an emblem of Dubai's position as one of the world's foremost cities of the future.

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