JUNO
PLAZA

DOROOB

is an emerging real estate company founded by experienced professionals with a diverse portfolio of projects and a substantial land bank of 200,000 square meters.
The name DOROOB meaning "roads" in Arabic, symbolizes our mission to pave the way to innovative and thriving communities and lifestyles. With unique and innovative designs, we aim to lead the real estate industry, providing our clients with superior products and services.

Hi

JUNO PLAZA

DISCOVER YOUR PLACE AMONG THE STARS

JUNO PLAZA

Juno is a commercial plaza that harmonizes celestial wonder with divine protection, creating a space where rejuvenation luxury, and connectivity are seamlessly intertwined. The concept embodies the dual inspiration of the Greek goddess Juno and the asteroid Juno, creating a unique space where divine and celestial experiences can enrich our community. Inspired by the Greek goddess Juno, the protector of community and the guardian of well-being, as well as the asteroid Juno, symbolizing inspiration, power, and inner strength the plaza offers a sanctuary where every experience is elevated to the extraordinary.

ELEGANCE & STRENGTH
REFLECTING THE GODDESS JUNO'S QUALITIES,
THE PLAZA EXUDES SOPHISTICATION AND ROBUSTNESS IN ITS DESIGN AND OFFERINGS

EXPLORATION & DISCOVERY
INSPIRED BY THE ASTEROID JUNO, THE PLAZA ENCOURAGES VISITORS TO EXPLORE NEW EXPERIENCES AND DISCOVER HIDDEN GEMS

COMMUNITY & PROTECTION
REFLECTING THE GODDESS JUNO'S QUALITIES,
THE PLAZA EXUDES SOPHISTICATION AND ROBUSTNESS IN ITS DESIGN AND OFFERINGS

CONNECTION TO THE COSMOS
INSPIRED BY THE ASTEROID JUNO, THE PLAZA ENCOURAGES VISITORS TO EXPLORE NEW EXPERIENCES AND DISCOVER HIDDEN GEMS

VALUE

FAMILIES
LOOKING FOR A SAFE AND ENJOYABLE ENVIRONMENT WHERE THEY CAN SHOP DINE, AND SPEND QUALITY TIME TOGETHER

YOUNG PROFESSIONALS
ATTRACTED TO THE MODERN, INNOVATIVE ASPECTS OF THE PLAZA SEEKING OUT NEW EXPERIENCES AND TRENDS

TOURISTS
DRAWN BY THE UNIQUE BLEND OF MYTHOLOGICAL AND ASTRONOMICAL THEMES OFFERING A DISTINCTIVE CULTURAL AND SHOPPING EXPERIENCE.

RETAILERS & ENTREPRENEURS
BUSINESSES LOOKING FOR A PRESTIGIOUS LOCATION THAT REFLECTS THEIR BRAND'S COMMITMENT TO QUALITY AND INNOVATION

VISION
TO CREATE A COMMERCIAL HUB THAT STANDS AS A BEACON OF ELEGANCE, STRENGTH, AND CONNECTIVITY ONE THAT NURTURES THE COMMUNITY WHILE INSPIRING THEM TO REACH FOR THE STARS

MISSION
JUNO PLAZA AIMS TO OFFER A UNIQUE SHOPPING AND ENTERTAINMENT EXPERIENCE THAT COMBINES THE WARMTH AND PROTECTION OF A CLOSE-KNIT COMMUNITY WITH THE EXCITEMENT AND ALLURE OF THE UNKNOWN. WE STRIVE TO CREATE A SPACE WHERE EVERY VISIT FEELS BOTH FAMILIAR AND EXTRAORDINARY, GROUNDED IN QUALITY WHILE REACHING FOR NEW HEIGHTS OF INNOVATION

STORY
JUNO, THE GREEK GODDESS, WAS REVERED AS THE PROTECTOR OF THE STATE, COMMUNITY, AND SACRED RITUALS, SYMBOLIZING POWER, MOTHERHOOD, AND RENEWAL. SHE WAS A GODDESS OF NEW BEGINNINGS, DEEPLY CONNECTED TO THE WELFARE AND PROSPERITY OF PEOPLE. THE ASTEROID JUNO, ON THE OTHER HAND, IS ONE OF THE LARGEST ASTEROIDS IN THE ASTEROID BELT, KNOWN FOR ITS BRIGHTNESS AND PRESENCE IN THE NIGHT SKY. IT REPRESENTS EXPLORATION, DISCOVERY, AND A CONNECTION TO THE COSMOS.
THESE TWO INSPIRATIONS CONVERGE TO FORM THE ETHOS OF JUNO PLAZA—A SPACE THAT NURTURES BOTH THE BODY AND THE SPIRIT, PROVIDING A HAVEN WHERE VISITORS CAN RENEW THEIR ENERGY AND CONNECT WITH THE COMMUNITY. BY COMBINING THESE ELEMENTS, JUNO PLAZA BECOMES A PLACE THAT EMBODIES BOTH THE GROUNDED, PROTECTIVE QUALITIES OF THE GODDESS AND THE ASPIRATIONAL, LIMITLESS NATURE OF THE ASTEROID. THIS FUSION REPRESENTS A SPACE WHERE TRADITION MEETS

VISUAL ELEMENTS
IMAGERY OF THE GODDESS JUNO, STARS, AND COSMIC PATTERNS WILL BE SUBTLY INCORPORATED INTO THE DESIGN THE PLAZA WILL ALSO FEATURE A CENTRAL FOUNTAIN IN THE MIDST OF THE ROMAN THEATRE DEDICATED TO JUNO SERVING AS A FOCAL POINT

TONE
FORMAL YET INVITING, BALANCING THE REVERENCE OF MYTHOLOGY WITH THE EXCITEMENT OF DISCOVERY

LANGUAGE
DESCRIPTIVE AND EVOCATIVE, OFTEN REFERENCING THE DUAL INSPIRATIONS OF JUNO AND THE ASTEROID TO CREATE A SENSE OF WONDER AND ELEGANCE

MESSAGING
EMPHASIZING THEMES OF PROTECTION, EXPLORATION, AND COMMUNITY, WITH A FOCUS ON HOW JUNO PLAZA IS BOTH A SANCTUARY AND A GATEWAY TO NEW EXPERIENCES

CUSTOMER EXPERIENCE
THE PLAZA WILL HOST REGULAR EVENTS THAT TIE INTO ITS BRANDING, SUCH AS STARGAZING NIGHTS, MYTHOLOGY-THEMED FESTIVALS, AND COMMUNITY GATHERINGS THAT REINFORCE THE VALUES OF PROTECTION, FAMILY, AND EXPLORATION

MARKETING & PROMOTION
LAUNCH EVENT:
SOCIAL MEDIA CAMPAIGN: HIGHLIGHTING THE UNIQUE ASPECTS OF THE PLAZA, USING HASHTAGS LIKE #JUNOPLAZA, AND #EXPLOREJUNO. CONTENT WILL INCLUDE BEHIND-THE-SCENES LOOKS AT THE PLAZA'S DESIGN, INTERVIEWS, AND INTERACTIVE POSTS ABOUT MYTHOLOGY AND ASTRONOMY.
COLLABORATIONS: PARTNERING WITH LOCAL ARTISTS TO CREATE EXHIBITS AND INSTALLATIONS THAT REFLECT THE DUAL INSPIRATIONS OF JUNO. ALSO, COLLABORATING WITH EVENT PLANNERS FOR STARGAZING EVENTS THAT DRAW CONNECTIONS BETWEEN THE PLAZA AND THE NIGHT SKY.

Unique
SELLING PROPOSITION

PLOT AREA 30K METER PRIME LOCATION DANCING FOUNTAIN ROMAN THEATRE 3 PLAZA'S MEGA SCREEN
INTERTAINMENT AREA ELECTRIC CAR STATION 4 ENTRANCES HUGE UNDERGROUND PARKING KIDS ZONE
JEWLERY ZONE AQUARIUM FINE DINING AREA

BASEMENT FLOOR

FIRST FLOOR

GROUNDFLOOR

JUNO
PLAZA