

CUSTOMER BROCHURE / V3.8

Own a private address inside the palm grove.

امتلك عنواناً خاصاً داخل بستان النخيل.

Juatha is presented as a quiet Anantara-style palm-grove residence: privacy, shade, water, and hospitality held inside the memory of Al-Ahsa.



Project-specific ChatGPT masterplan aerial - 97/100

FIRST READ

The masterplan should feel like an estate, not a drawing.

يجب أن يُشعر المخطط كأنه مجمّع حي، لا رسمة تقنية.

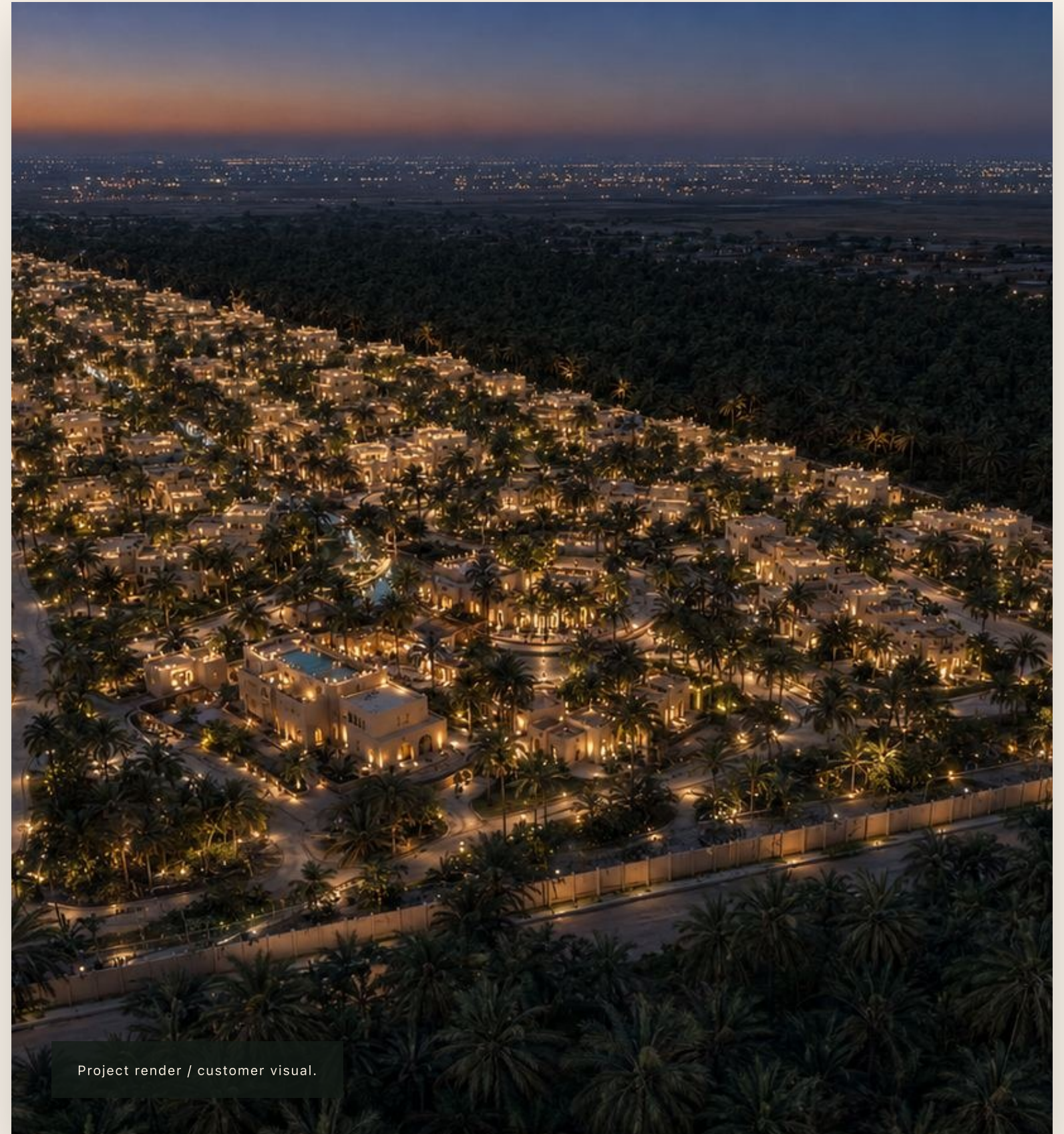
The triangular grove, villa rhythm, and hospitality heart appear as one calm composition before any technical explanation begins.

PALM GROVE

The landscape is the luxury.

المشهد الطبيعي هو الرفاهية.

The strongest customer promise is not the object of the building. It is living inside a preserved palm-grove address where architecture moves lightly.



Project render / customer visual.

HOSPITALITY HEART

The clubhouse belongs to the grove.

قلب الضيافة ينتمي إلى البستان.

Arrival, wellness, water, and shaded social life are gathered quietly at the center, so the owner understands the daily rhythm in one glance.



Project render / customer visual.

ARRIVAL

Arrival lowers the pulse.

الوصول يهدئ الإيقاع.

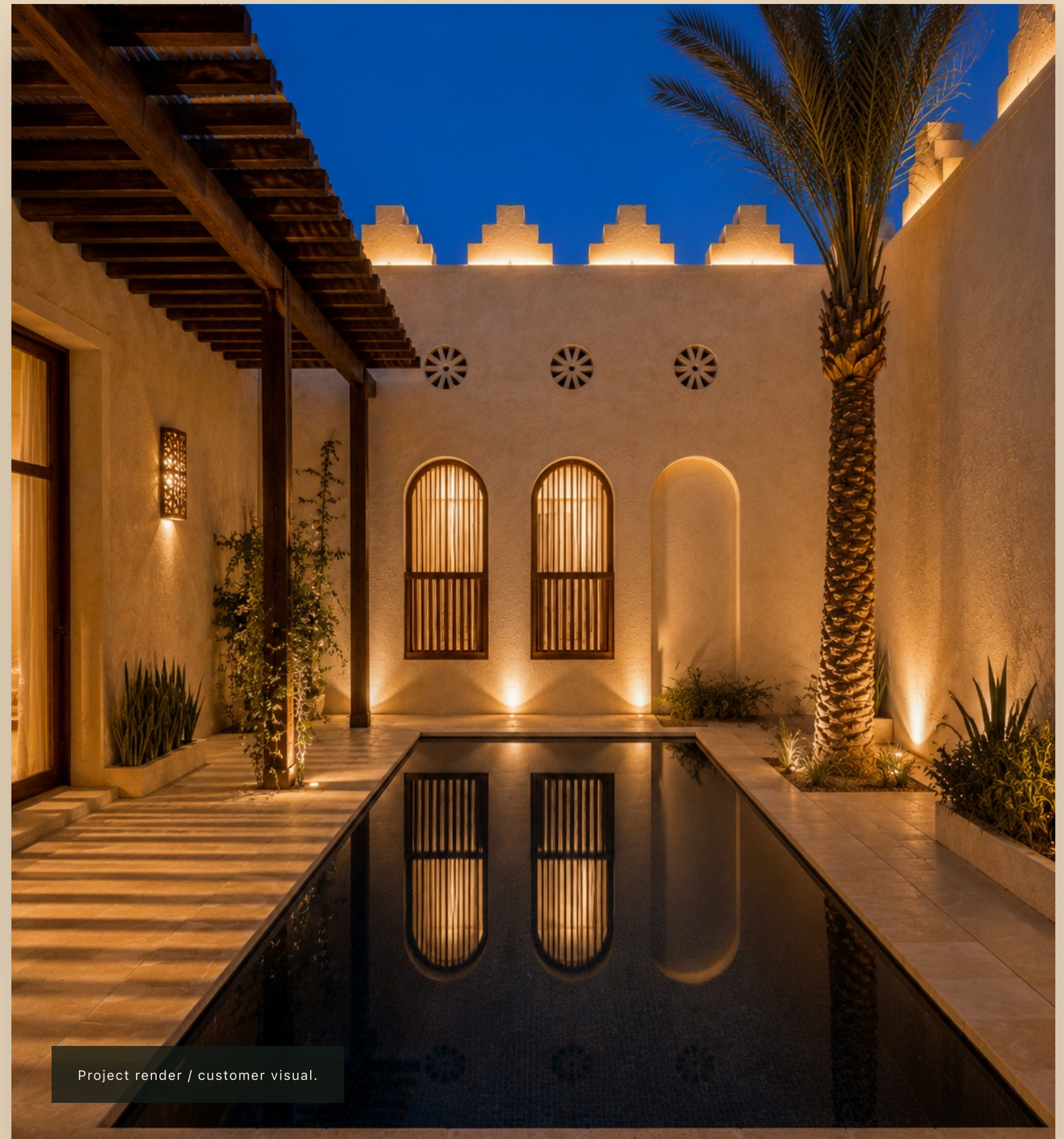
Warm earth walls, palm edges, deep shade, and controlled light create an address that feels private before it feels formal.

PRIVATE OASIS

Each villa protects
privacy without
closing the family
in.

كل فيلا تحمي الخصوصية دون أن تغلق العائلة.

Courtyards, water edges, and shaded rooms
give every residence its own inward life while
keeping the grove present.



Project render / customer visual.

WATER

Water is intimate, not theatrical.

الماء حميم لا استعراضى.

The pool language is measured and residential: a daily ritual of shade, reflection, and family calm.



Project render / customer visual.

INTERIOR MOOD

Inside, the villa
stays cool, tactile,
and quiet.

في الداخل تبقى الفيلا باردة وملموسة وهادئة.

The interior atmosphere uses filtered light, palm references, textured surfaces, and soft restraint rather than loud resort decoration.

ARCHITECTURE

The facade reads calm and permanent.

تُقرأ الواجهة هادئة وثابتة.

Deep openings, controlled lighting, and Al-Ahsa material references create a private residence language instead of a themed resort set.

Project render / customer visual.



GUEST RHYTHM

A guest can understand
where to go without signage
noise.

يعرف الضيف طريقه دون ضجيج اللوحات.

Movement is shaped by landscape, threshold, and light, allowing the estate to feel intuitive from the first arrival.



Project render / customer visual.

WELLNESS

Wellness begins before the spa.

العافية تبدأ قبل السبا.

A shaded walk through palms and water lets the body slow down before any treatment or amenity is named.

FALAJ MEMORY

The water spine carries the memory walk.

يحمل محور الماء ممشي الذاكرة.

Water is used as orientation and atmosphere: a guide through shade, pause, and quiet social moments.



Project render / customer visual.

AL-AHSA CULTURE

Craft and food make the grove feel inhabited.

الحرفة والطعام يجعلان البستان مأهولاً.

Dates, pottery, coffee, palm craft, and market memory appear as lived rituals, not decorative props.



Project render / customer visual.

BELONGING

Offer belonging, not excess.

قدّم الانتماء لا المبالغة.

The emotional close is not bigger amenity lists. It is the feeling that the owner has a private place inside the Al-Ahsa oasis memory.

THRESHOLD

The threshold is the first promise of privacy.

العتبة هي أول وعد بالخصوصية.

A strong door, a shaded edge, and a framed view do more for a buyer than a technical drawing ever can.



Project render / customer visual.

PROGRAM

One estate: 100 villas, a hospitality heart, and a palm-grove daily rhythm.

مجمّع واحد: 100 فيلا، قلب ضيافي، وإيقاع يومي داخل النخيل.

The customer brochure keeps technical discipline in the background. It speaks through the life of the place: arrival, shade, family court, wellness, craft, prayer, and return.

HOMES

100 private villas

HEART

Clubhouse and wellness

LANDSCAPE

Palm grove first

TONE

Quiet luxury



Project render / customer visual.

MASTERPLAN FEELING

The triangle becomes a memorable address.

يتحول المثلث إلى عنوان لا يُنسى.

The aerial story shows how the grove, villas, and hospitality heart sit together without asking the customer to read technical evidence.

EVENING

Evening returns the estate to the grove.

يعيد المساء المجمع إلى البستان.

The strongest luxury cue is restraint: low light, palm silhouettes, soft water, and a quiet address after sunset.



Project render / customer visual.

CLOSING

A private palm-grove estate, held with discipline.

مجمع خاص داخل بستان النخيل، مصاغ بانضباط.

Juatha closes as a buyer-facing promise of privacy, shade, water, and hospitality. The supporting technical package remains separate.