



## Description of **i10**

**By E Plus A Atelier**

Nestled along the quiet sands of Palm Jumeirah's frond, the i10 Villa by E Plus A Atelier is more than a residence—it is a sculptural symphony of light, line, and landscape. Drawing inspiration from the elemental serenity of the Arabian Gulf and the structured minimalism of modernist architecture, the villa articulates a compelling vision of beachfront luxury that is both bold and poetic.

Approaching the home, one is struck by its monumental façade—an interplay of volumes clad in travertine and warm-hued stone, animated by razor-thin lighting lines that wrap the structure like golden seams. The massing is deliberate and commanding, yet softened by deep reveals, overhangs, and a rhythmic modulation of vertical fins and columns. The composition speaks of permanence and openness in equal measure.

A striking water feature marks the transition from the public realm into a world of cultivated calm. Cantilevered over the pool, a monolithic black stone beam rains a delicate veil of water into the turquoise depths below. This sculptural gesture—a minimalist waterfall—is echoed in the architectural tone throughout: grand, but never gratuitous; emotive, yet controlled.

Upon entering, the villa unfolds through a series of considered spatial sequences. A triple-height atrium centers the plan, anchored by a glazed elevator shaft and a ribbon-like staircase floating above the ground. Surrounding this vertical spine is a choreography of spaces designed for both spectacle and seclusion. The layout intuitively flows from formal to informal zones, integrating pockets of intimacy within expansive volumes.

The dining room becomes a spatial anchor—a double-height statement lined with architectural timber fins and flanked by a dramatic pendant luminaire suspended like a

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kinetic sculpture. This space flows into an open-concept kitchen, where fluted walnut cabinetry, polished marble, and bronze accents bring warmth and tactility to the otherwise minimalist palette.

The living areas are expansive yet inviting, punctuated with collectible design pieces, layered soft furnishings, and curated coffee table vignettes. These zones dissolve seamlessly into the landscape through frameless glazing that opens entirely to reveal lush beachfront terraces and an infinity-edge pool stretching toward the sea. The relationship between interior and exterior is not merely visual—it is sensorial, experiential, and emotional.

Throughout the villa, light is treated as an architectural material in its own right. Daylight is harnessed through clerestory windows, skylights, and transparent voids, while artificial lighting is layered with intent—from concealed LED washes that graze wall paneling, to bold sculptural chandeliers that dramatize circulation spaces. At dusk, the entire villa glows like a lantern, revealing its spatial hierarchy in silhouette. The private spaces of the villa are designed with a quieter language of luxury. Bedrooms are wrapped in upholstered walls, timber cladding, and soft textiles, accented with bespoke furniture and personal styling touches. Bathrooms, in turn, feel like private retreats—warm, cocooning, and gallery-like. Freestanding tubs are framed by dark stone and timber backdrops, softly lit with indirect lighting to evoke a spa-like ambiance.

In the powder rooms and circulation spaces, the design team pushed material exploration further—introducing dramatic arched portals, inlaid lighting coves, and bold sculptural sinks that transform transitional moments into immersive experiences. The material palette is consistent yet never repetitive: bronze, oak, limestone, lacquer, and mirror, curated with a jeweler's precision.

Even the exterior landscaping contributes to the architectural language. A lush desert palette of palm trees, cacti, succulents, and baobab-style trees is carefully positioned to provide privacy without compromising views. Raised planters and travertine plinths echo the home's geometric discipline, allowing the garden to read as an extension of the architecture.

Every corner of i10 Villa is resolved with the same clarity of vision—from the floating stone benches in the courtyard to the precision of the joinery lines in the wardrobes. It is a home designed not just to impress, but to be lived in, to unfold gradually, and to heighten the senses over time. E Plus A Atelier has created more than an architectural object; they have designed a living sculpture that captures the essence of contemporary beachfront elegance in Dubai.

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