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## Stefano Cecchi Acquires in Trump Tower Dubai: Launching an €85 Million Project Blending Real Estate and Contemporary Art

The Monte Carlo based collector purchases the 74th floor and begins development of 10 luxury residences combining Italian design and avant-garde art collections.



Monte Carlo based entrepreneur and art collector **Stefano Cecchi** has officially announced the acquisition of the 74th floor of the **Trump Tower in Dubai**, one of the most prestigious addresses in the Gulf's financial capital. The operation marks the first step of a broader project that envisions the development of ten ultra-premium residential units across the main hubs of the Middle East.

"I first heard about the idea of expanding the Trump brand globally back in 2017, during Donald Trump's inauguration festivities, at an event organized by Forbes in Washington D.C.," says Stefano Cecchi, founder and CEO of Fondo per l'Arte.

Following Dubai, the focus will shift toward projects in additional strategic capitals: Doha, Jeddah, Riyadh, Kuwait City, Abu Dhabi, Muscat, Manama, Amman, AIUla, and Sharjah. The goal is to reach ten iconic cities, ten properties, and ten residential concepts defined by a vision that merges top-tier real estate, Italian design, and museum-quality contemporary art.

The residences will feature interior design curated by a Milan-based contemporary furniture and design firm, aiming to seamlessly integrate aesthetics, research, and art collecting. On the artistic front, Cecchi's Fondo per l'Arte, which manages five UK-based investment vehicles holding major collections of contemporary art, including one of the world's most renowned **Arte Povera** collections, has received the curatorial mandate to select and integrate artworks into the residential spaces. The selected works, with a total estimated value exceeding €25 million, will help define the identity of the ten living environments, fusing architecture, Italian design, and museum-grade art.

The overall value creation of the project is estimated at around €85 million, including €60 million in real estate assets and €25 million in artworks. A spin-off of the Fondo per l'Arte, the new Art & Real Estate Division, will oversee investment flows through strategic divisions designed to operate across key regions of the Gulf. The structure will leverage the platform, operational model, and governance of the existing framework of the Fondo per l'Arte, ensuring continuity, scalability, and strategic coherence in its international expansion. The operation is based on expected realization parameters consistent with MENA region benchmarks published by leading Middle Eastern developers. "Based on the latest real estate cycles observed in the region, we estimate a projected return between 120% and 140%," notes Cecchi.

"I've known the Gulf area since the mid-1990s, thanks to my close friendship with Sheikh Nawaf Al Thani's family in Qatar," Cecchi continues. "Over time, I had the opportunity to connect with other major families in the region, with whom I shared significant acquisitions of masterpieces that today enrich some of the Gulf's most prestigious collections. Through these experiences, I've gained a deep understanding of the region's dynamics, culture, and extraordinary pace of transformation. This human and professional journey led me to develop a strategic project that redefines the very concept of luxury living in the Gulf, turning each residence into a true living installation."



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