

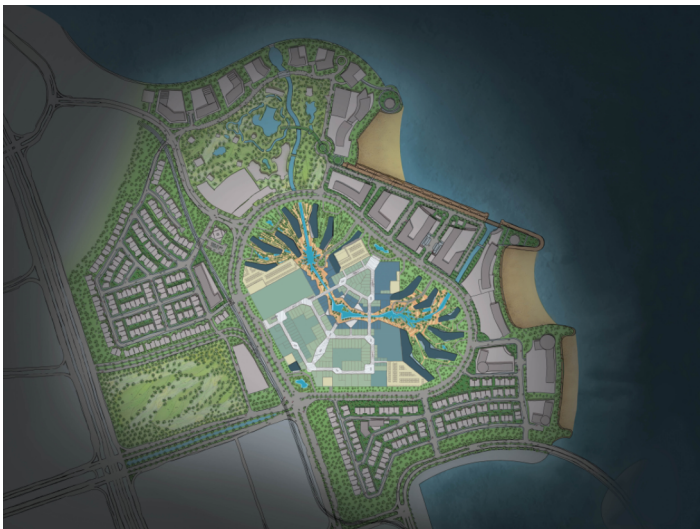
QATAR ENTERTAINMENT CITY

DOHA (LUSAIL), STATE OF QATAR

2009

Drawing on a planned seawater canal that criss-crosses the plot, the proposed scheme is structured around three water plazas that result from the widening of this waterway at specific locations. Positioned at each end of the plot, with dense vegetation and strong shading, these plazas emphasize the presence of water through the use of large amphitheatres that offer a fresh and welcoming space both for the hotels (the 5-star business and the 4-star family), the serviced apartments and the corresponding housing segments (luxury and mid-range). In addition, cars can come right to the main entrances of the hotels deep within the water plazas, and guests get a unique and powerful arrival experience.

The shopping centre, with its delta footprint and a triangular loop circuit, is highly effective and very clear from a commercial point of view. The two distinct areas generated by this layout; the high-end and the main mall, also have separate entrances. In addition the high-end mall is directly connected to both hotel lobbies maximizing the mixed-use potential of the programme. The third water plaza is located at the heart of the shopping centre and is positioned as an exterior f&b and all-day dining destination for the whole resort. The 45-storey office tower is located on the most visible spot of the whole scheme and shares an iconic entrance with the main mall.



Location: Doha (Lusail City), Qatar

Developer: MAF Majid Al Futtaim Group

Programme: Shopping centre resort comprising a 5-star hotel conference centre & destination Spa, a 4-star family hotel, extended-stay and serviced apartments, shopping & entertainment centre and apartment units

Gross built area: 500,000 sq. m

Plot size: 18 ha

Project: Short-listed competition in 2009

