

An aerial photograph of a desert landscape. A road winds through the terrain, which is a mix of brown and tan desert sands and a large, deep blue body of water. The sky is a pale, hazy blue.

M TRAVELER PARK

COMMERCIAL COMPLEX PROJECT, AL-AHSA, KSA

CONCEPT DESIGN

01 PROJECT CONTEXT

BIG PICTURE & CONTEXT

VISION رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

AMBITIOUS NATION

THRIVING ECONOMY

VIBRANT SOCIETY

The first pillar of our vision is our status as the heart of the Arab and Islamic worlds.

The second pillar of our vision is our determination to become a global investment powerhouse.

The third pillar is transforming our unique strategic location into a global hub connecting three continents, Asia, Europe and Africa.

- His Royal Highness Prince Mohammed bin Salman bin Abdulaziz, Crown Prince, Prime Minister, and Chairman of the Council of Economic and Development Affairs

AL-AHSA OASIS, AN EVOLVING CULTURAL LANDSCAPE

The Al-Ahsa Oasis is a property comprising of gardens, canals, springs, wells and a drainage lake, as well as historical buildings, urban fabric and archaeological sites. They represent traces of continued human settlement in the Gulf region from the Neolithic to the present, as can be seen from remaining historic fortresses, mosques, wells, canals and other water management systems. **With its 2.5 million date palms, it is the largest oasis in the world. Al-Ahsa is also a unique geocultural landscape and an exceptional example of human interaction with the environment.**

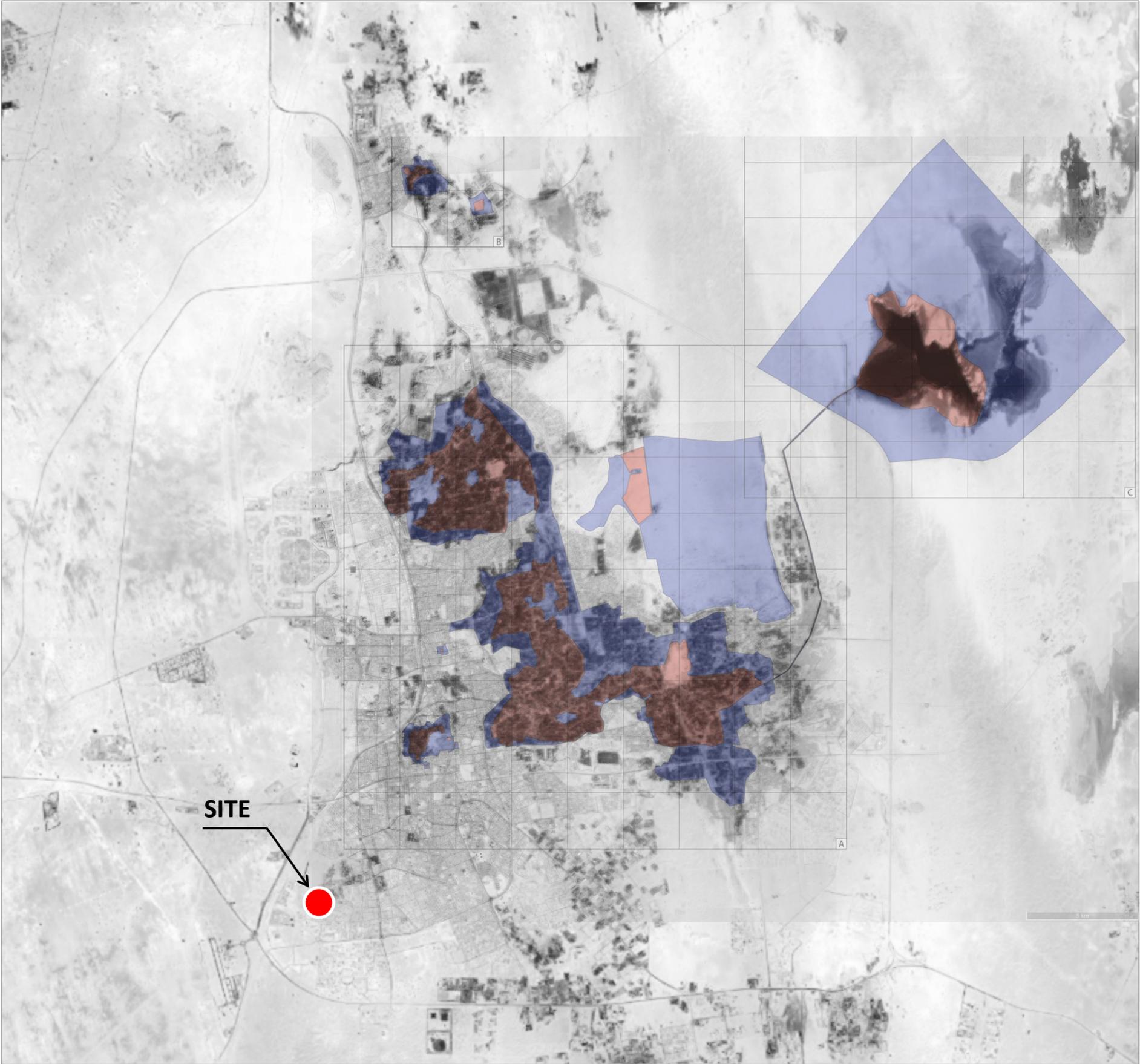


PROJECT SITE
GENERAL MAP



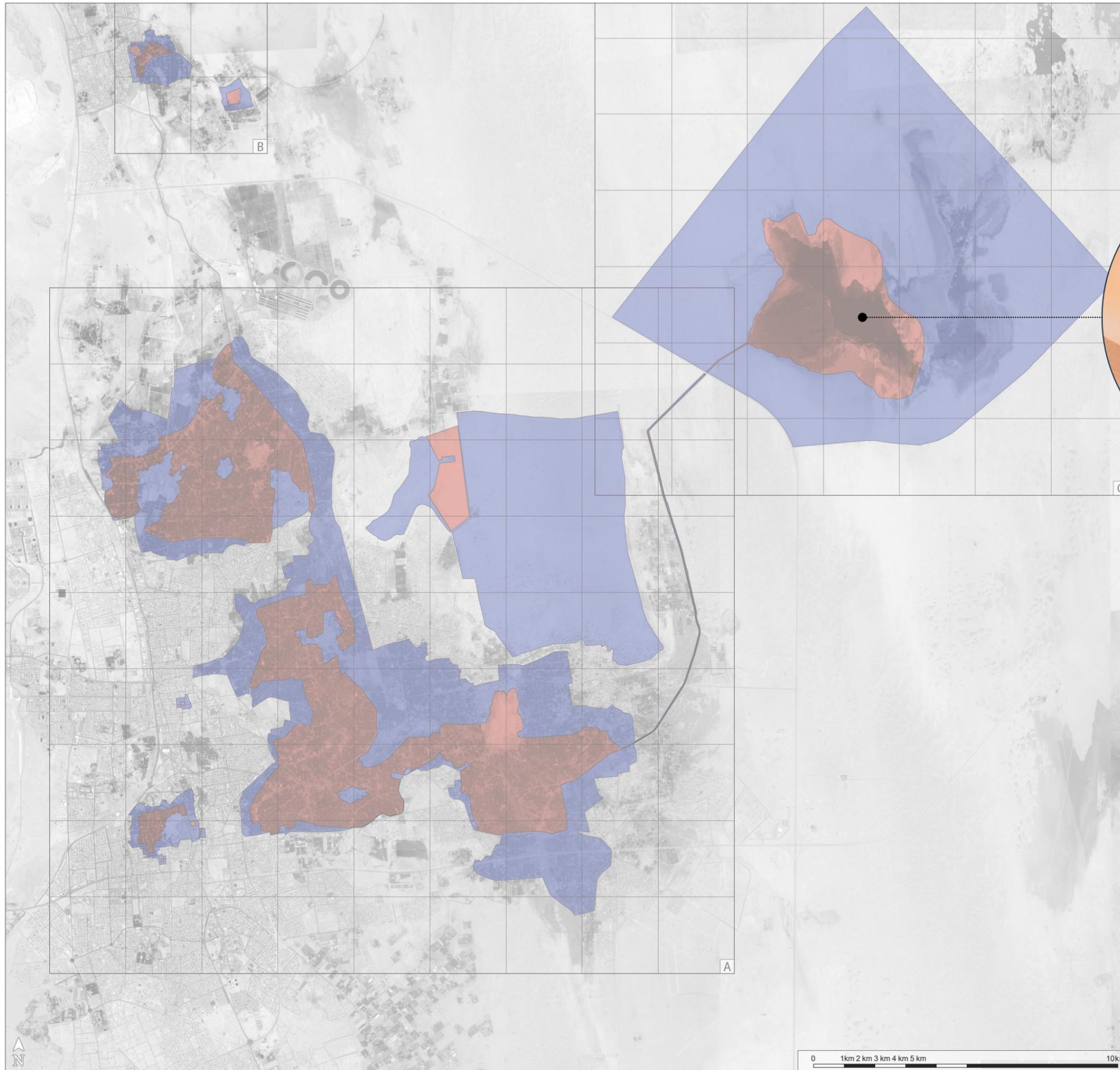
MAP OF THE INSCRIBED PROPERTY & PROJECT SITE

GENERAL MAP

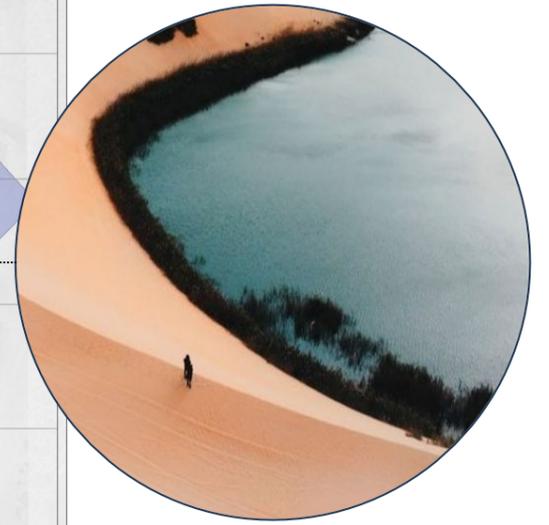


MAP OF THE INSCRIBED PROPERTY

GENERAL MAP



AL ASFAR LAKE – THE YELLOW LAKE

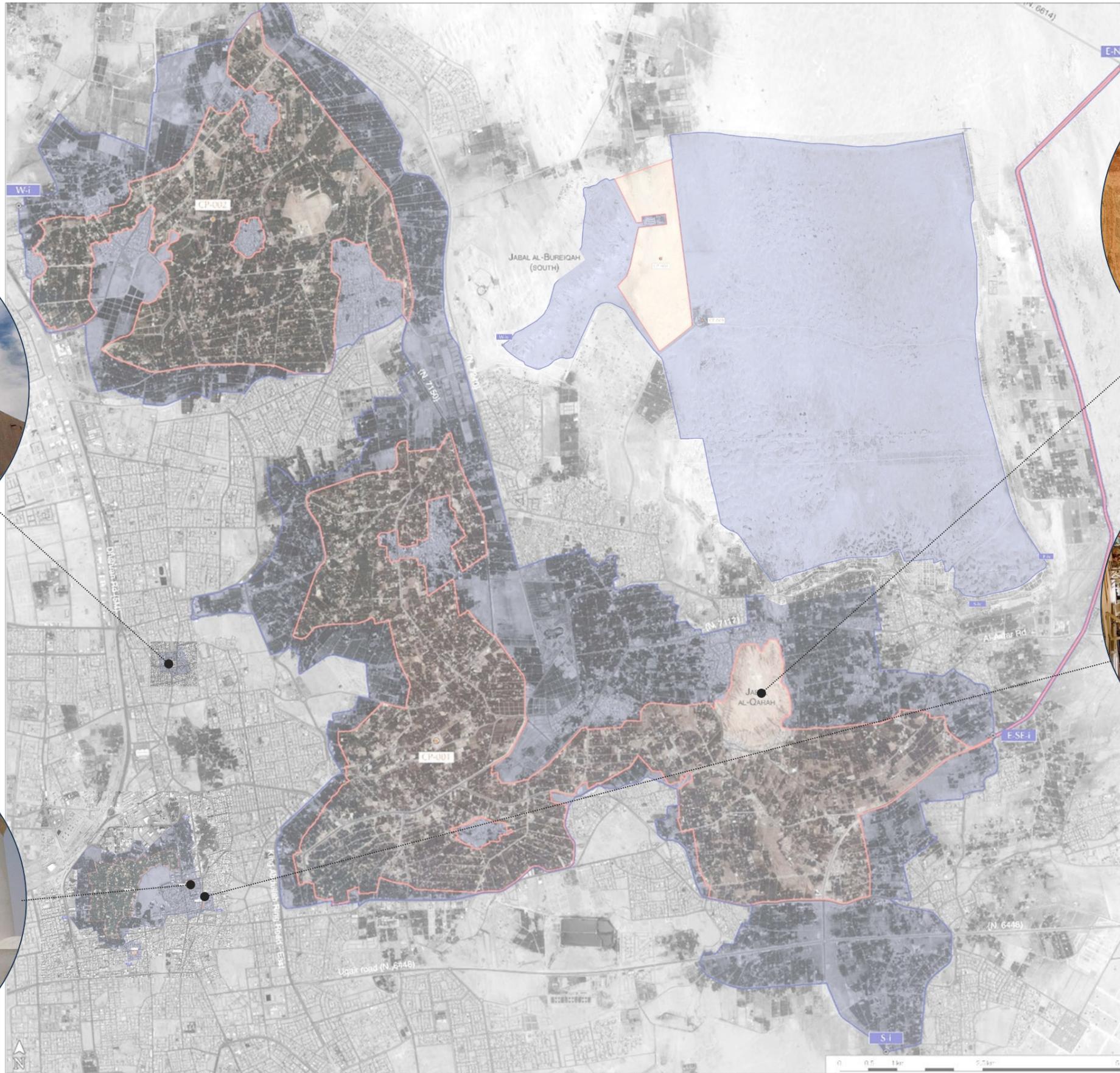


PROPERTY
Cultural and natural site nominated in 2018 as part of UNESCO World Heritage.

BUFFER ZONE
A protective area around the UNESCO World Heritage site to safeguard it from external threats

MAP OF THE INSCRIBED PROPERTY

SECTOR A



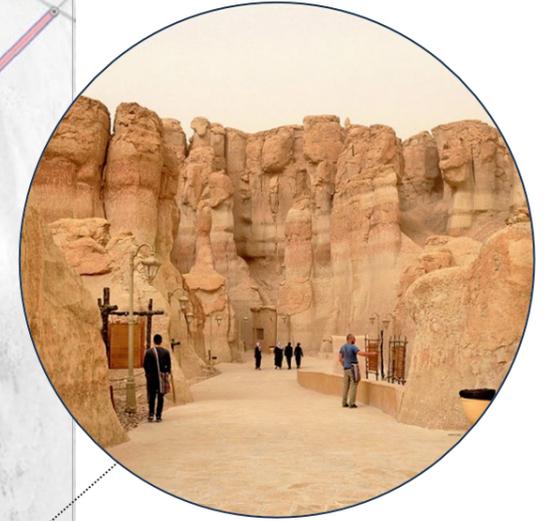
QASR SAHOOD | SAHOOD PALACE



QASR IBRAHIM | IBRAHIM PALACE



JABAL AL-QARAH | AL-QARAH MOUNTAIN



QAISARIAH SOUQ



PROPERTY
Cultural and natural site nominated in 2018 as part of UNESCO World Heritage.

BUFFER ZONE
A protective area around the UNESCO World Heritage site to safeguard it from external threats

02 PROJECT VISIONS

*“ALL SUCCESS STORIES START WITH A VISION, AND
SUCCESSFUL VISIONS ARE BASED ON STRONG PILLARS”*

His Royal Highness Prince Mohammed bin Salman bin Abdulaziz,
Crown Prince, Prime Minister, and Chairman of the Council of
Economic and Development Affairs

OBJECTIVES

REGIONAL TOURISM DESTINATION

A high-intensity complex containing exhibitions, entertainment, commerce, and other projects. It allows people to get a 24/7 consumption experience here. The exhibitions, public events, entertainment, sport hub can bring huge flow to the complex, and the visitors will feed the retail, F&B and other tenants. Also focus on the needs of families, so that families in the city are willing to come here to spend a whole day, or even a whole weekend.



LIFESTYLE BENCHMARK OF THE CITY

The community is surrounded by oasis. Various types of long-term and short-term residences meet various groups and needs. At the same time, the convenience and commercial facilities are well planned to satisfy the community daily life, the healthcare facilities and sports-hub for the well-being of the community residents.



NARRATIVE - PERSPECTIVE

1: INDIGENOUS SPIRIT



In Classical Arabic, 'Ahsa' means the sound of water underground. It has one of the largest oases in the world with world-renowned date palms. Those elements form this unique city.

We hope to start from studying the cultural context of this city, in order to find the most appropriate entry point to develop the design.

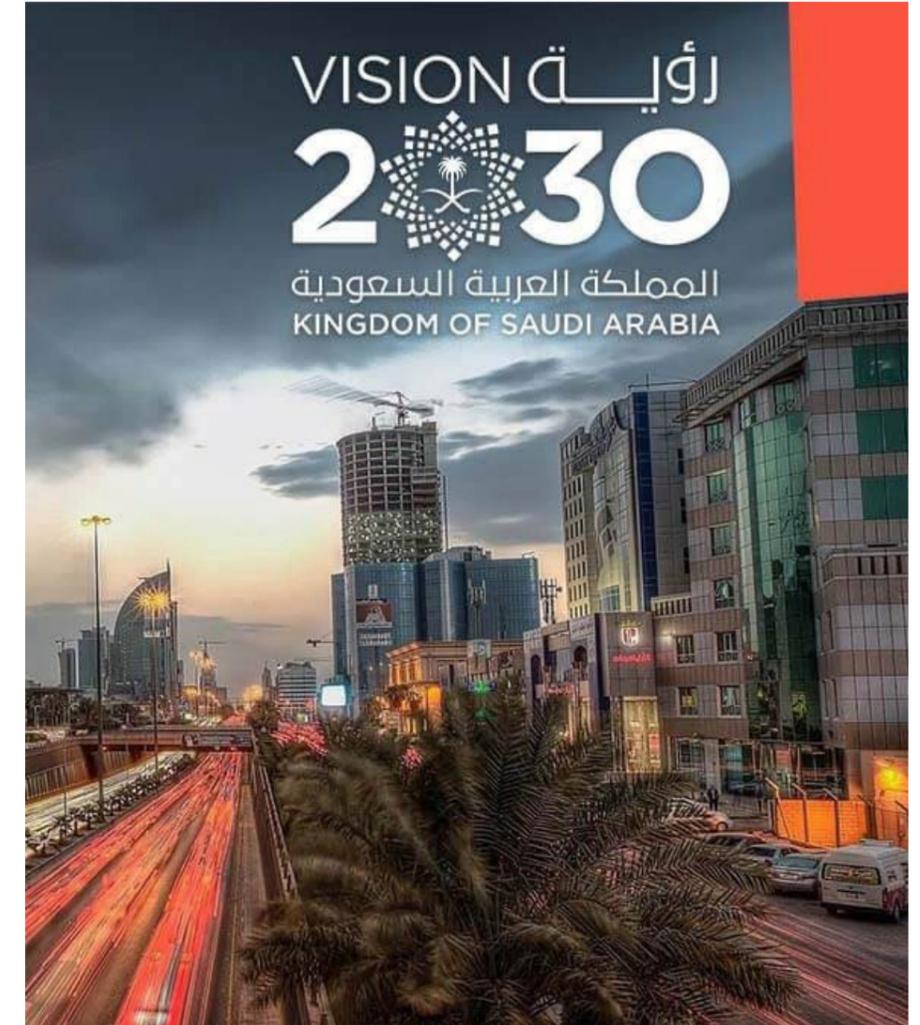
2: SYMBIOTIC MECHANISM



The Al-Ahsa oasis is a serial property comprising gardens, canals, springs, wells and a drainage lake, as well as historical buildings, urban fabric and archaeological sites.

Here nature has nurtured humans, and humans have also rebuilt the "nature". It is a model of symbiosis of human beings and nature. We shall keep developing that bond during the design process.

3: GLOBAL HUB



As His Royal Highness, the Crown Prince said in 2030 vision; in following couple of years, the Kingdom of Saudi Arabia will become the world investment powerhouse and the link of Europe, Asia and Africa continents.

Therefore on the basis of arabian tradition and indigenous spirit, we shall have more extended and contemporary perspectives, values and aesthetics in the project, in order to respond to a wider range of opportunities in the future.

1: INDIGENOUS SPIRIT

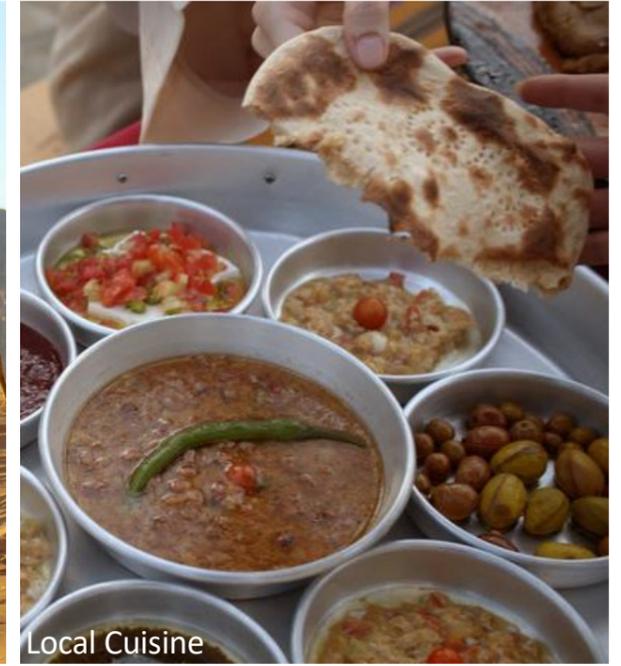
SOCIAL HERITAGE, DATE PRODUCTION, LOCAL CUISINE, LIFESTYLE



Date Festival



Nomad Lifestyle



Local Cuisine



Souk Okaz



Souq

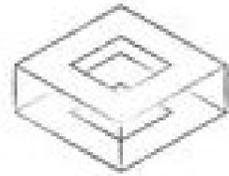
Traditions: While Saudi Arabia has been rapidly urbanized, many traditional Bedouin customs, like the importance of hospitality, remain deeply ingrained.

1: COURTYARDS

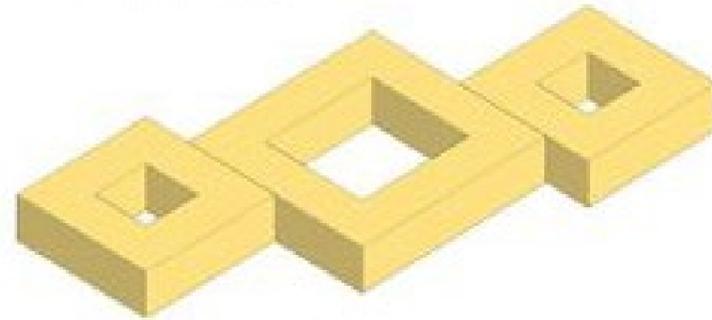
COURTYARD HOUSES, URBAN FABRIC



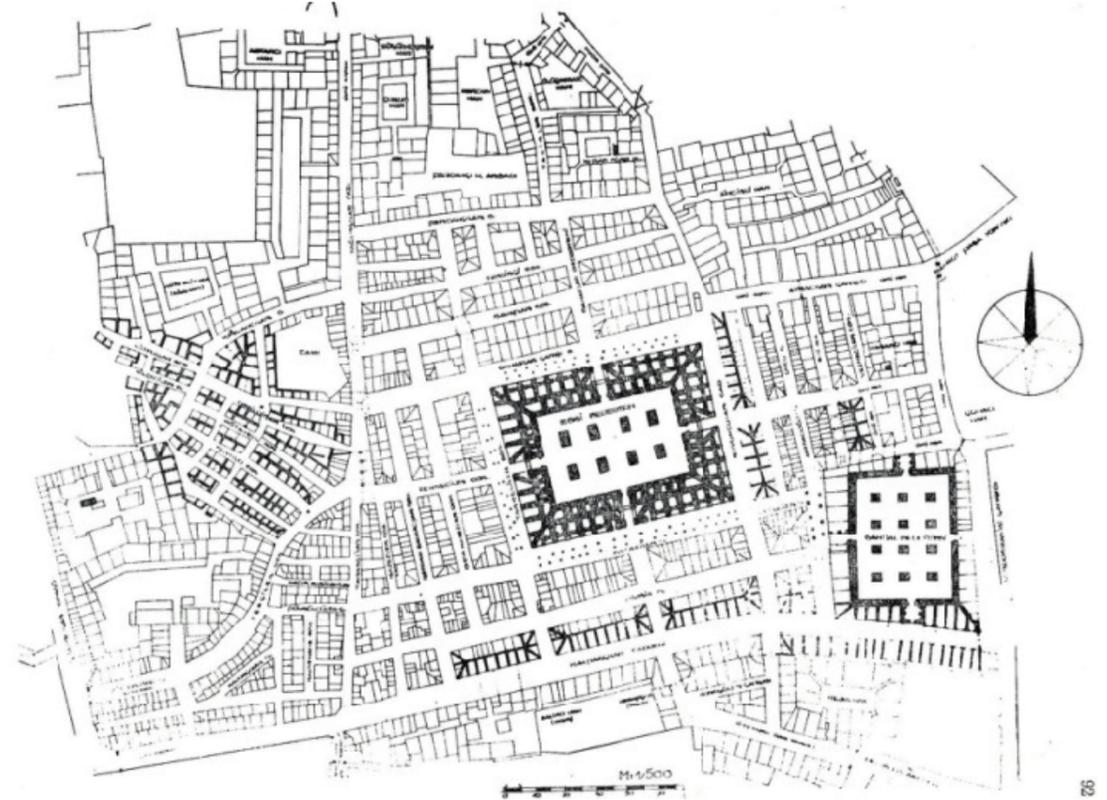
RIYADH



ATRIUM



TRIPLE ATRIUM



Courtyard Houses: Reflecting the Bedouin values of privacy and community, traditional urban Saudi homes are built around courtyards. These homes, known as "Najdi" houses in central Saudi Arabia, are designed to maintain family privacy while allowing for natural cooling.

2: SYMBIOTIC MECHANISM

CLIMATE , SPRINGS, CANALS, OASIS,

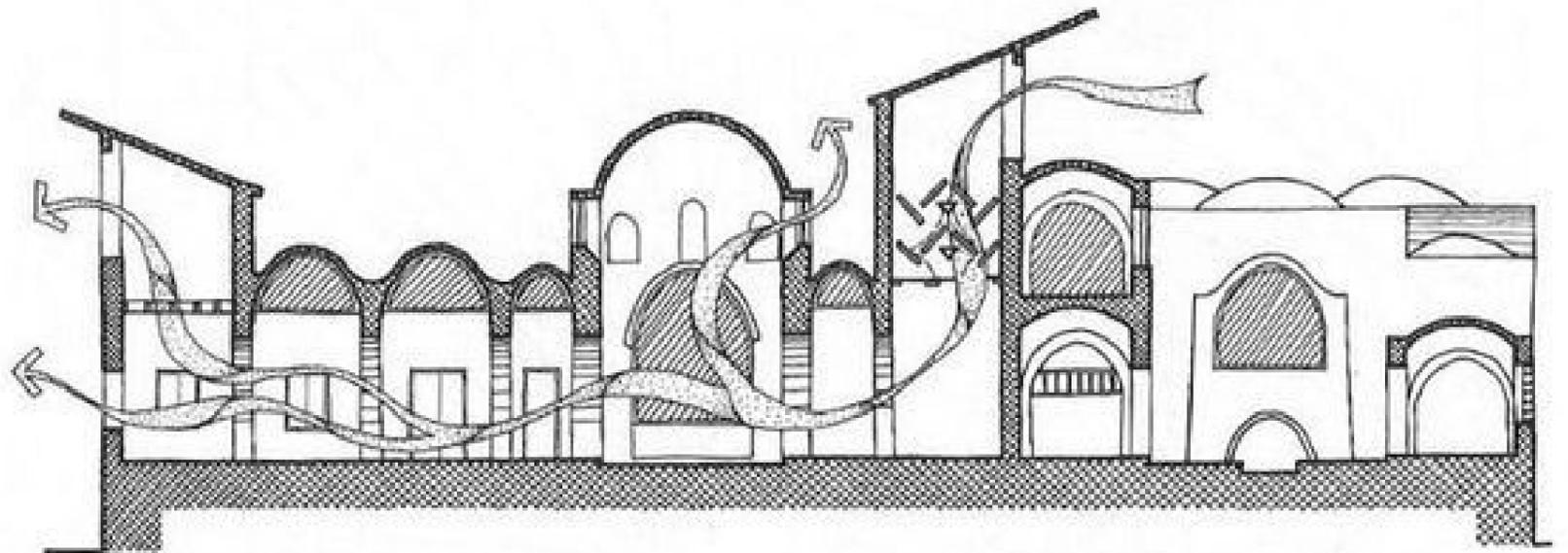


Springs: Springs in Al Ahsa, such as Ain Qara and Jawatha, have historically been central to life in the region. They are often associated with tales of ancient civilizations, trade routes, and religious significance. Many springs have been gathering spots for communities, hosting recreational activities, storytelling, and more.

Canals: The 'Aflaj' system is the traditional irrigation system used for date farming.

2: SYMBIOTIC MECHANISM

WIND TOWER, ENERGY EFFICIENCY,



Wind Towers (Barjeel): The wind towers function as natural ventilation systems, drawing cool air into buildings and expelling hot air out. This passive cooling mechanism reduces the need for artificial cooling, thereby conserving energy and reducing the carbon footprint. In a region with soaring temperatures, such sustainable architectural solutions play a crucial role in ensuring eco-friendly living

3: GLOBAL HUB

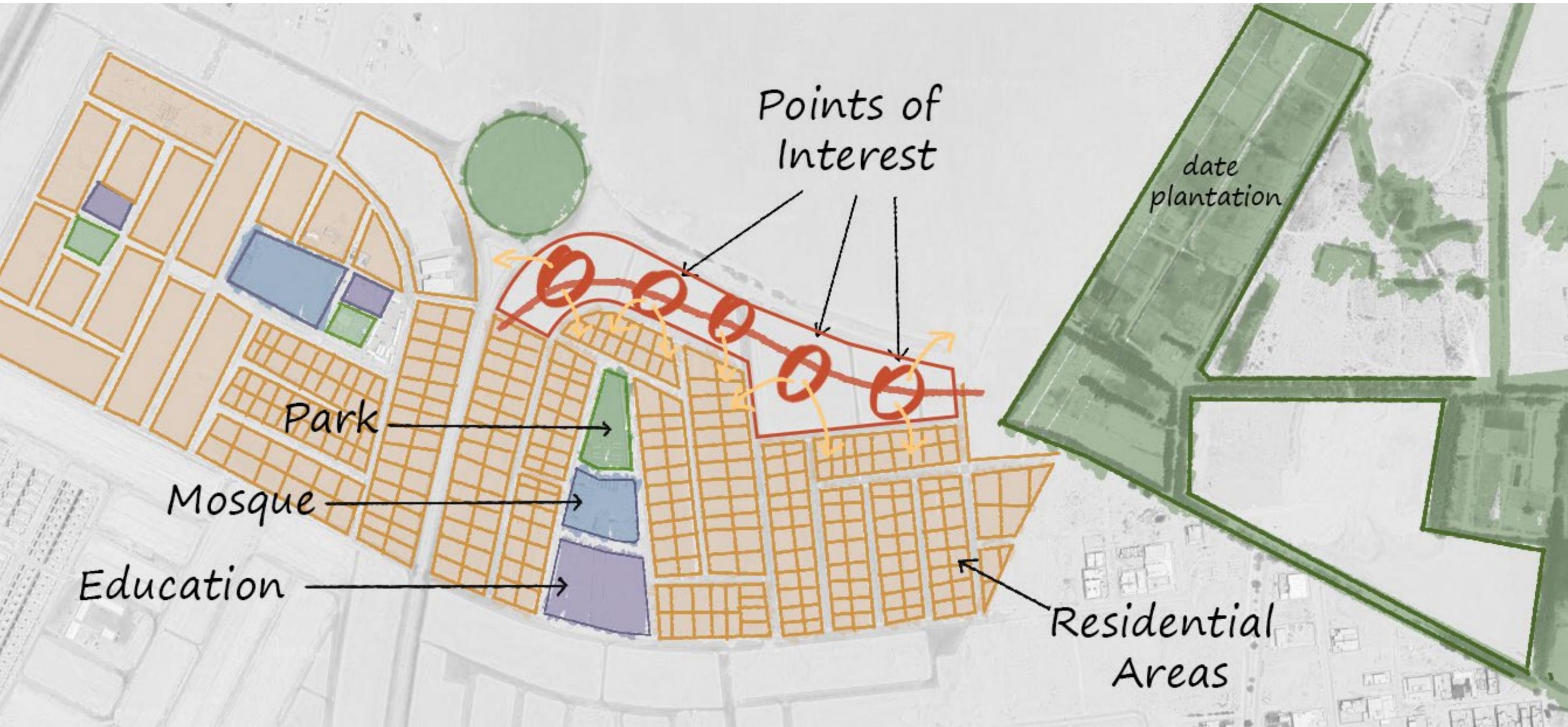


Cultural Revival: Vision 2030 recognizes the importance of preserving and promoting Saudi Arabia's rich cultural heritage. Al Ahsa, with its unique traditions, has seen festivals, cultural events, and initiatives that both preserve its traditions and showcase them to the broader world.

PROJECT SITE



MASTERPLAN VISION



MASTERPLAN



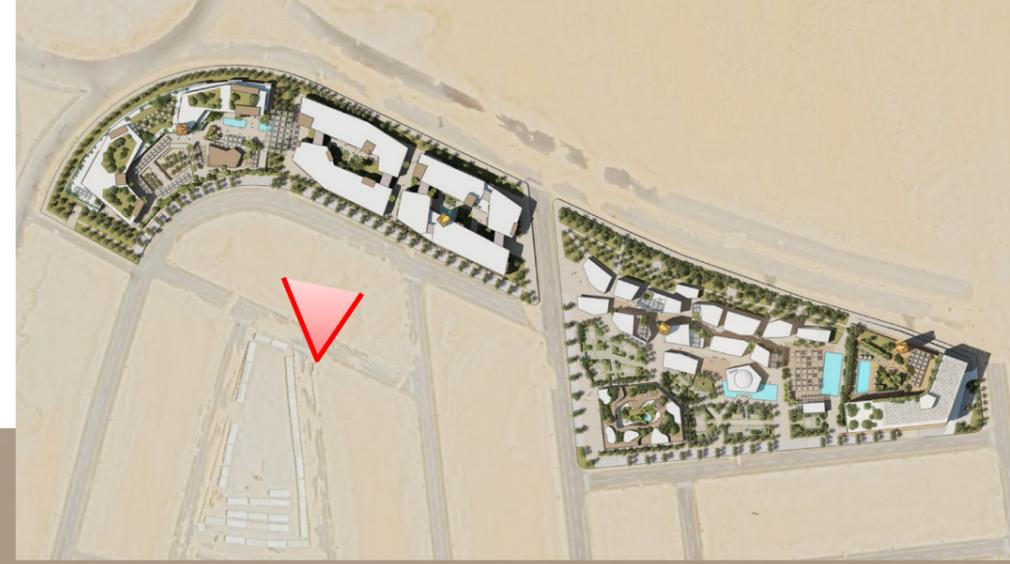
AREA VIEW



AREA VIEW



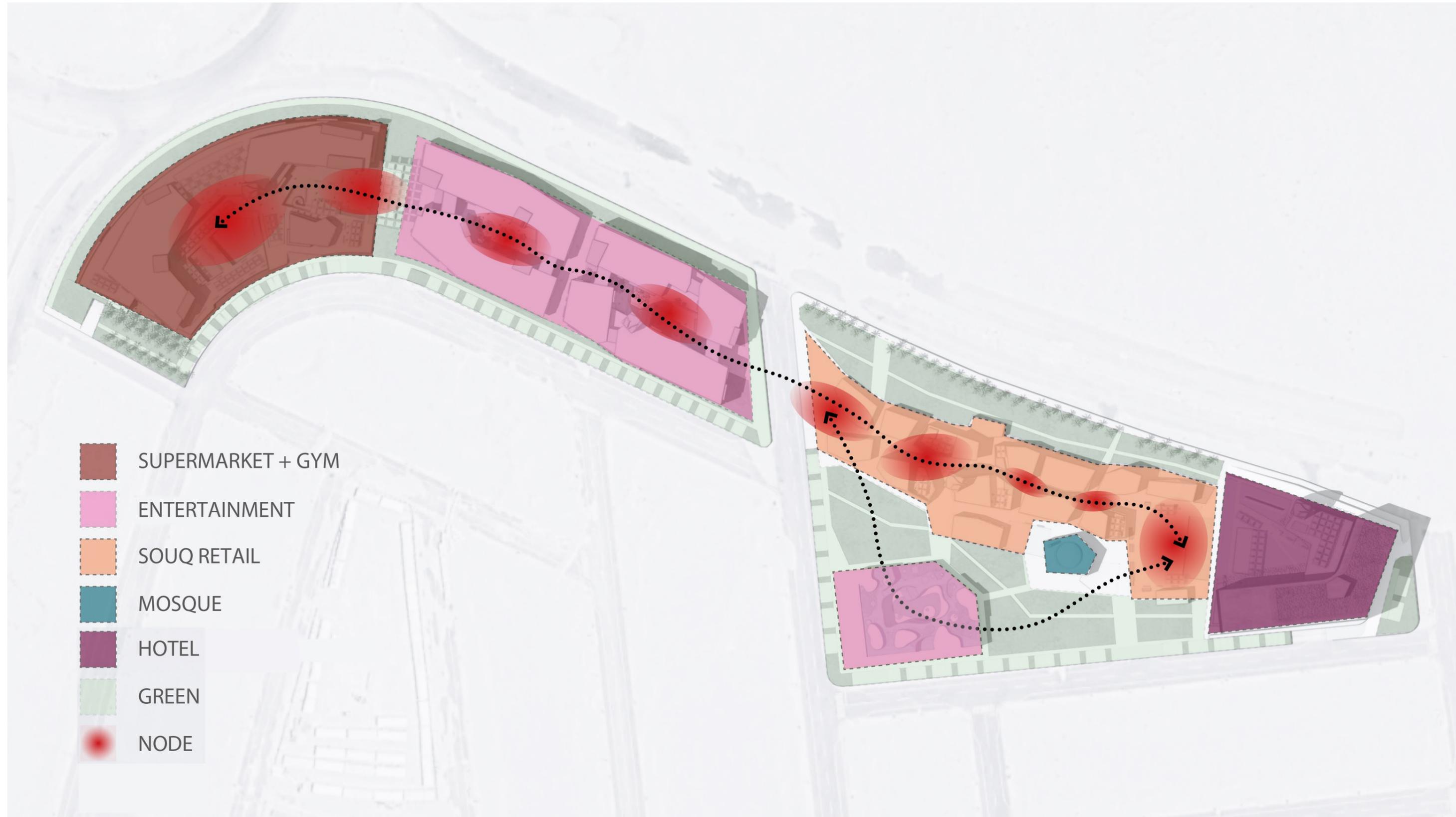
AREA VIEW



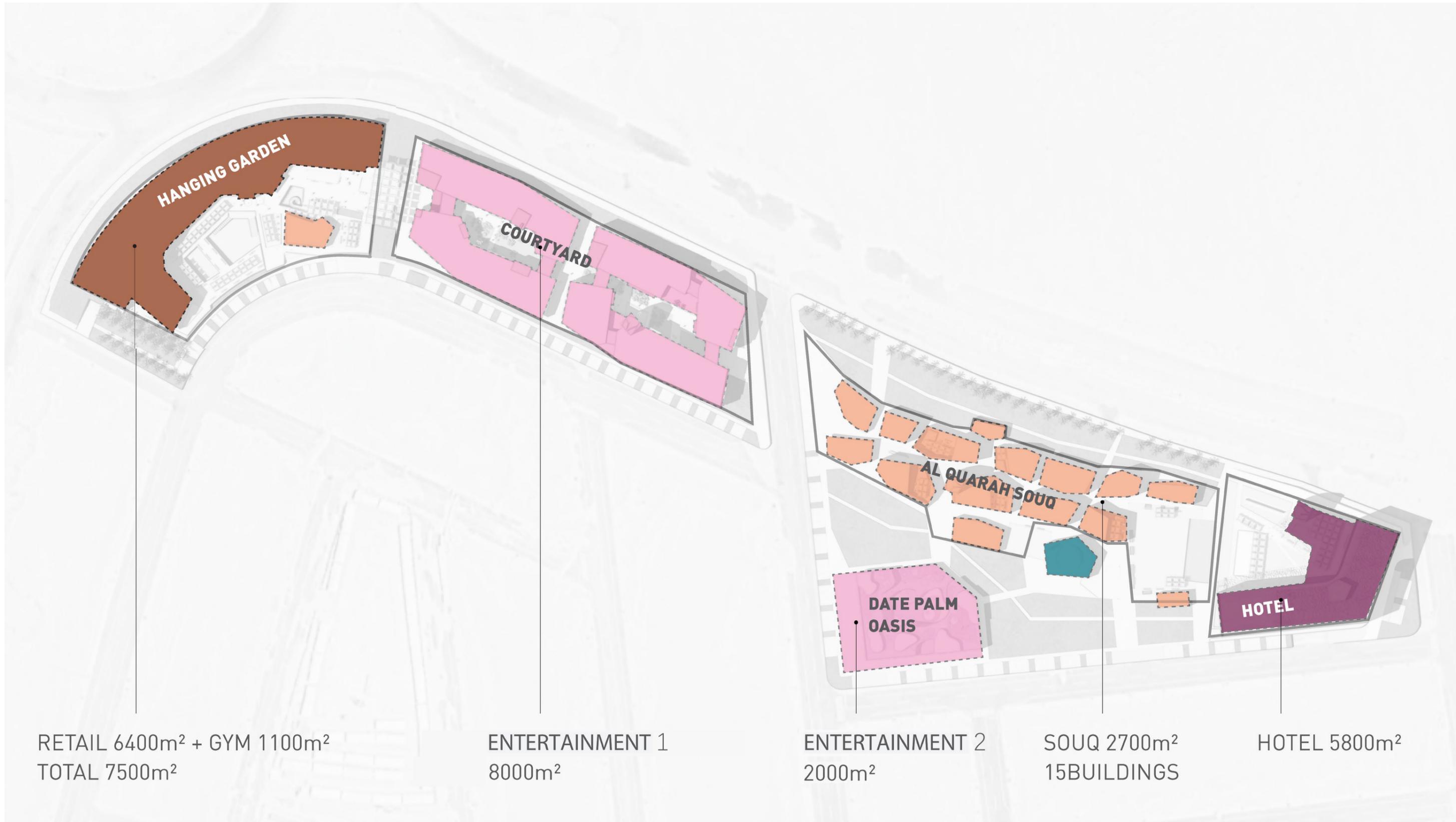
AREA VIEW



PUBLIC PLAZAS AT THE HEART OF THE PATH



SURFACE



RETAIL 6400m² + GYM 1100m²
TOTAL 7500m²

ENTERTAINMENT 1
8000m²

ENTERTAINMENT 2
2000m²

SOUQ 2700m²
15BUILDINGS

HOTEL 5800m²

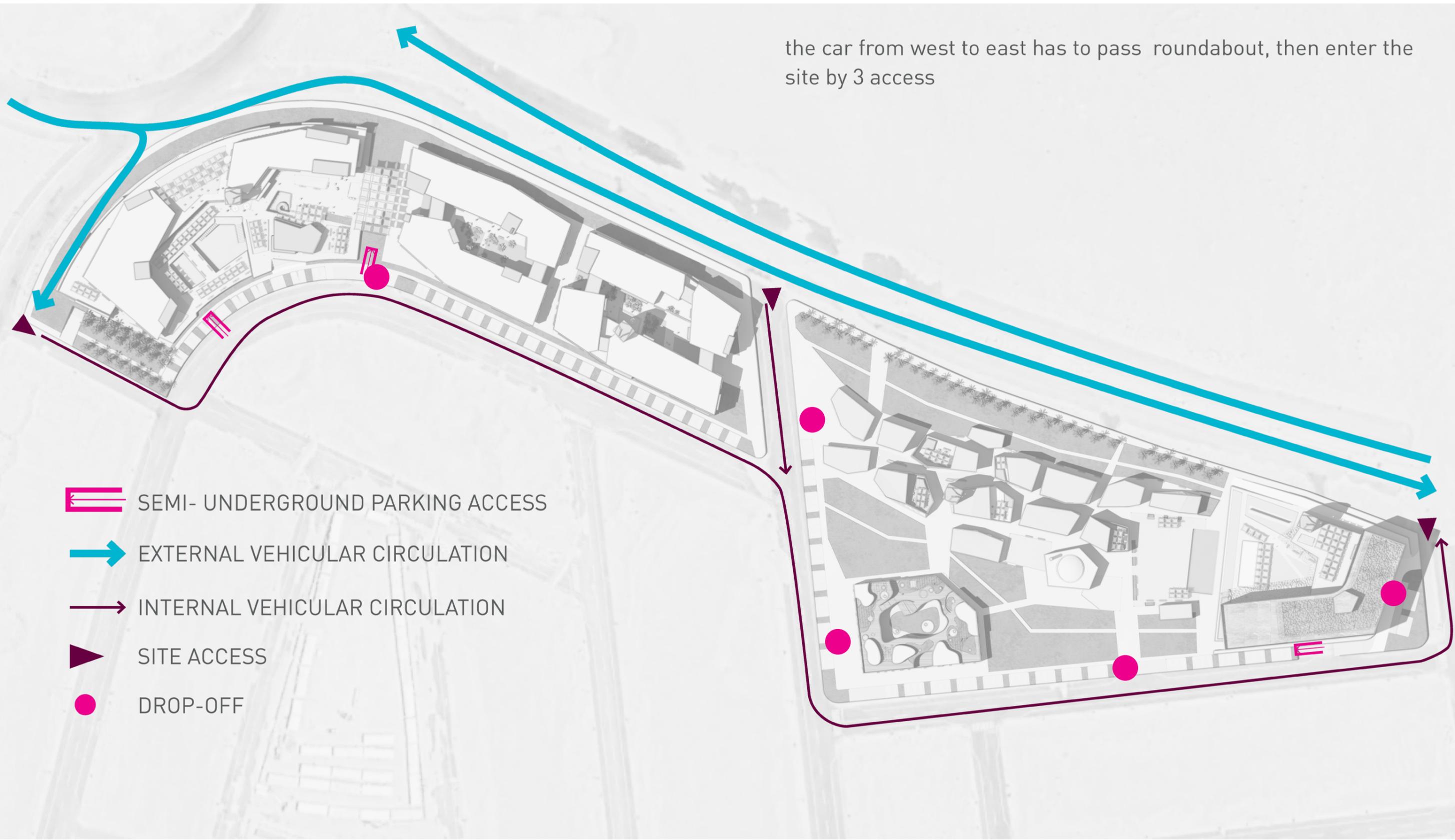
- MOSQUE
- SUPERMARKRT GYM
- SOUQ RETAIL
- ENTERTAINMENT
- HOSPITALITY

SURFACE TABLE

AL AHSA - M TRAVELER PARK						
RETAIL & ENTERTAINMENT						
Souk Retail					2700	m ²
Entertainment 1					8000	m ²
Entertainment 2					2000	m ²
Supermarket					4000	m ²
small SHOPS (RDC)					2400	m ²
GYM					1100	m ²
Totale SURFACE					20200	m²
HOTEL						
RDC					1500	m ²
R+1					1500	m ²
R+2					1500	m ²
R+3					1500	m ²
Totale SURFACE					6000	m²
SERVICES						
Technic					2600	m ²
Totale SURFACE					2600	m²
TOTALE						
SURFACE					28 800	m²

VEHICULAR CIRCULATION, PARKING AND DROP OFFS

the car from west to east has to pass roundabout, then enter the site by 3 access



-  SEMI- UNDERGROUND PARKING ACCESS
-  EXTERNAL VEHICULAR CIRCULATION
-  INTERNAL VEHICULAR CIRCULATION
-  SITE ACCESS
-  DROP-OFF

PARKING

500 PARKING PLACES

SEMI-UNDERGROUND (WEST)

**300 PLACES,
100 MECHANICAL**

EXTERIOR PARKING (WEST)

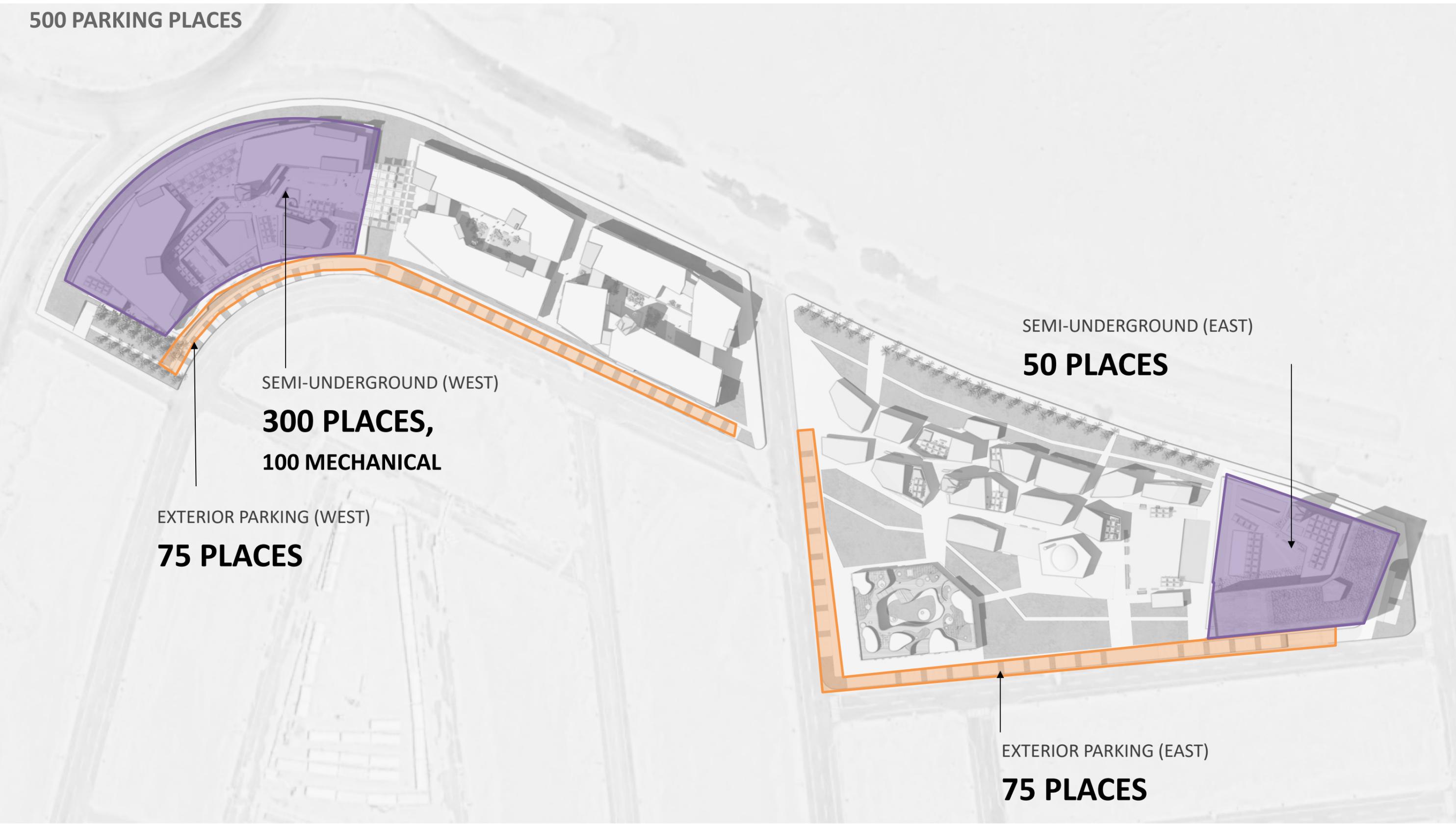
75 PLACES

SEMI-UNDERGROUND (EAST)

50 PLACES

EXTERIOR PARKING (EAST)

75 PLACES



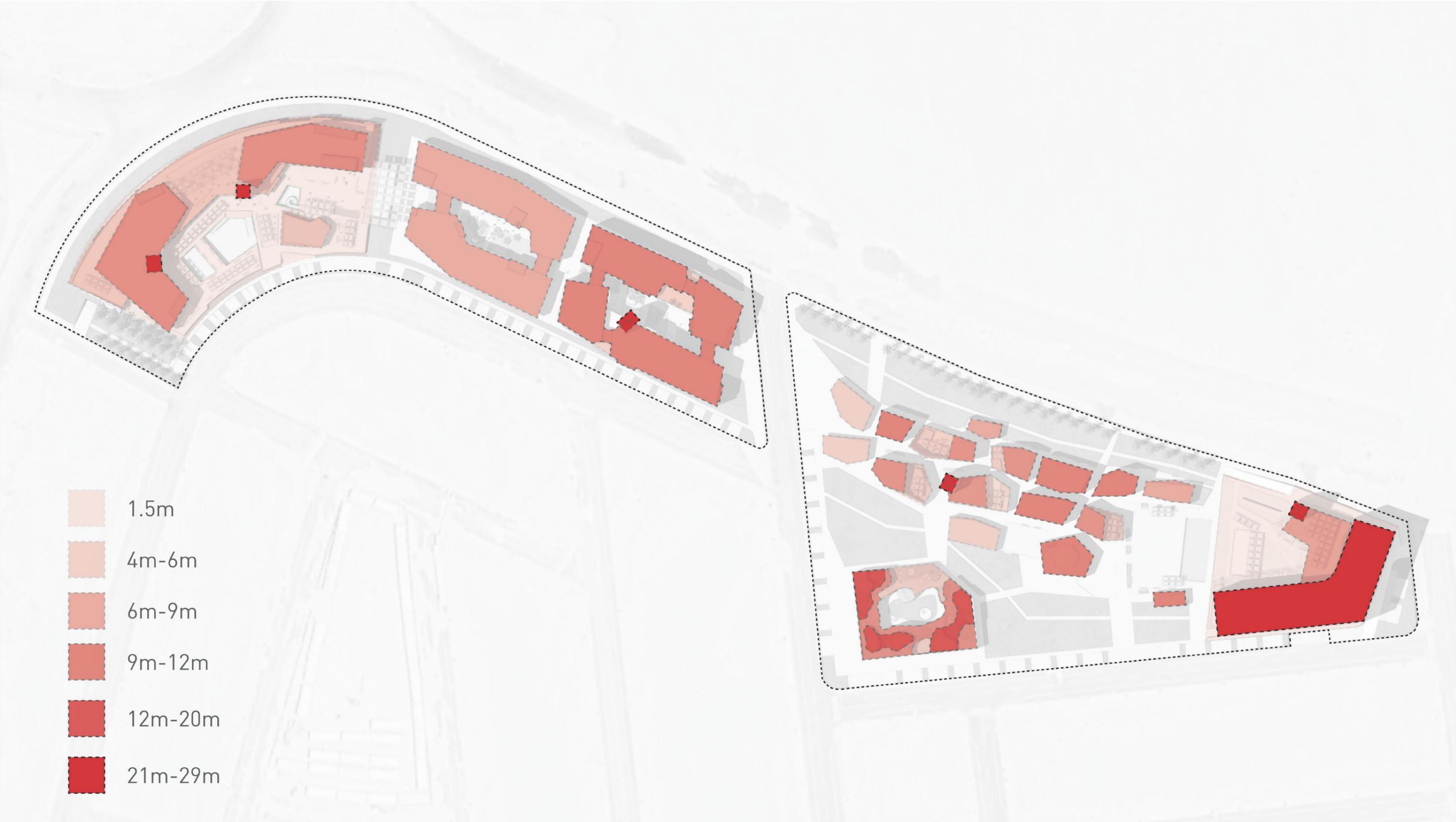
BICYCLE CIRCULATION



PEDESTRIAN CIRCULATION



BUILDING HEIGHTS



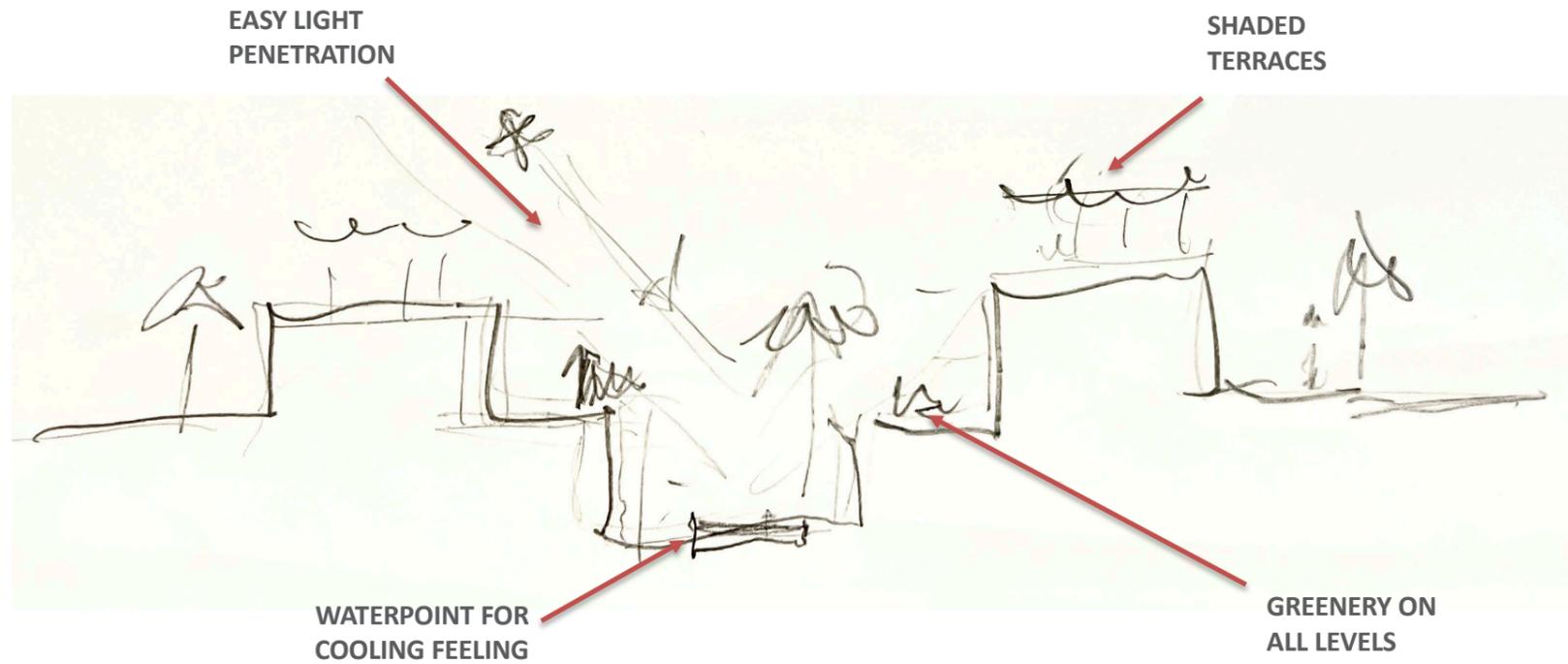
THE HANGING GARDENS

URBAN SYSTEMS



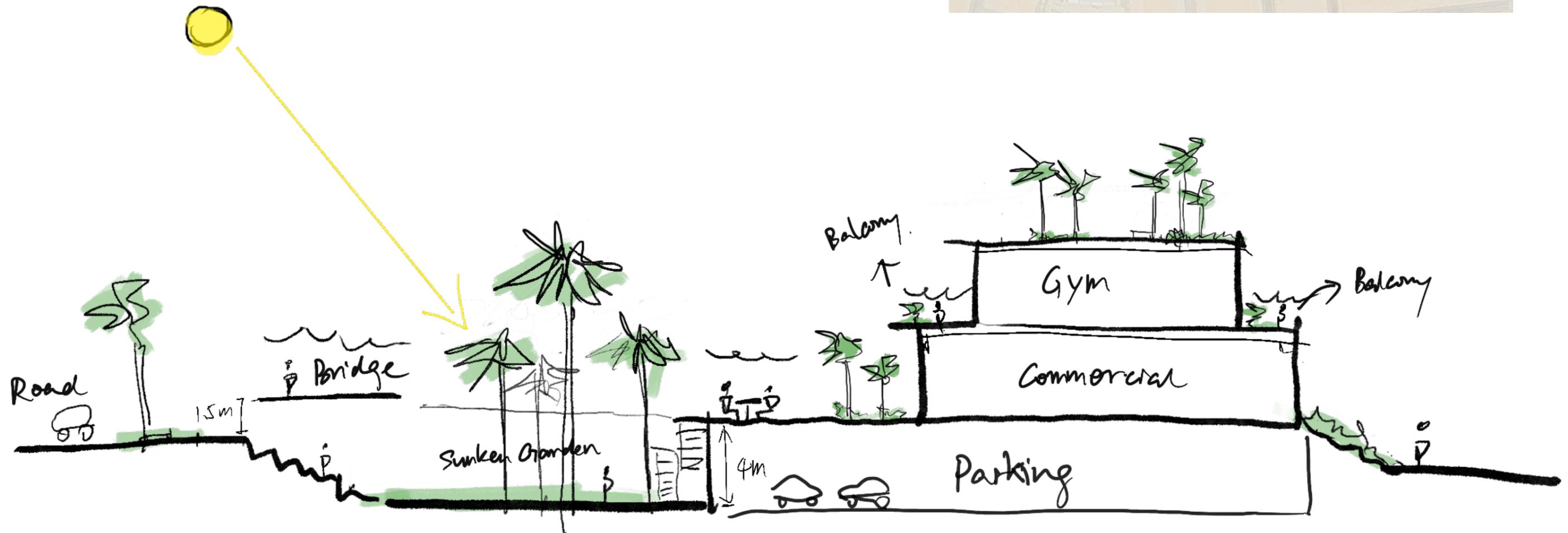
INSPIRATION : CULTURAL HERITAGE THE HANGING GARDENS

HANGING GARDENS OF BABYLONE,
Wonders of the ancient world,



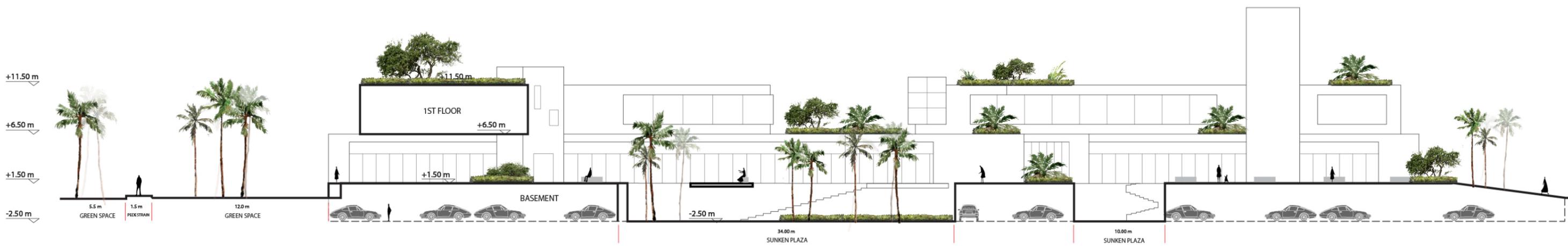
THE HANGING GARDENS

URBAN SECTION



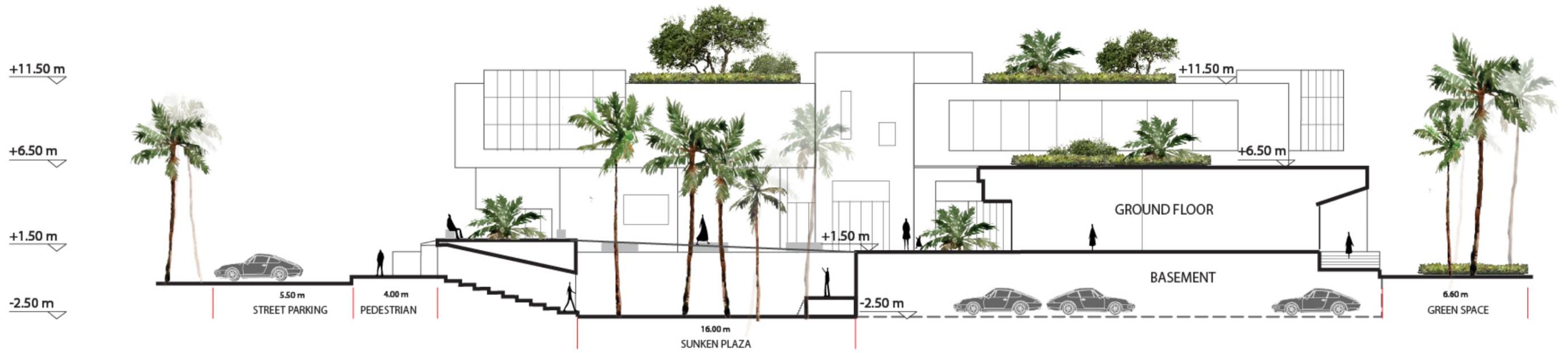
THE HANGING GARDENS

URBAN SECTION



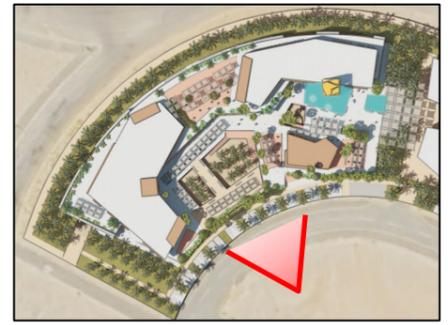
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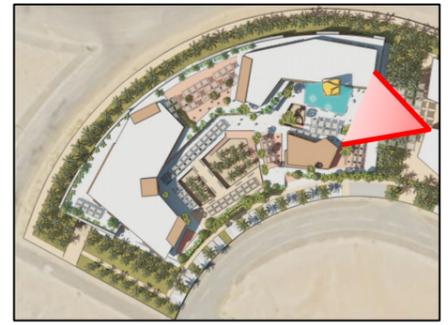
THE HANGING GARDENS

SUPERMARKET AND GYM



THE HANGING GARDENS

SUPERMARKET AND GYM



THE COURTYARD

URBAN SYSTEMS

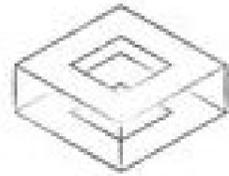


INSPIRATION : CULTURAL HERITAGE THE COURTYARD

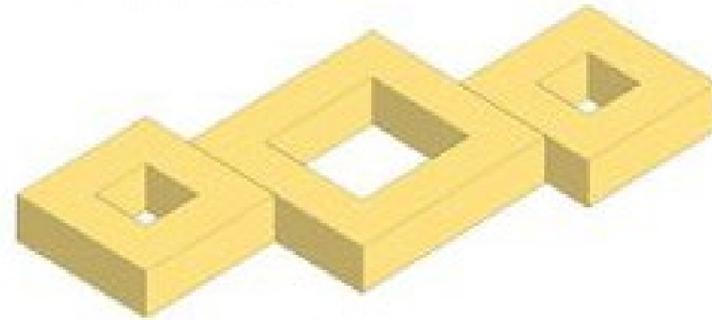
COURTYARD HOUSES, URBAN FABRIC



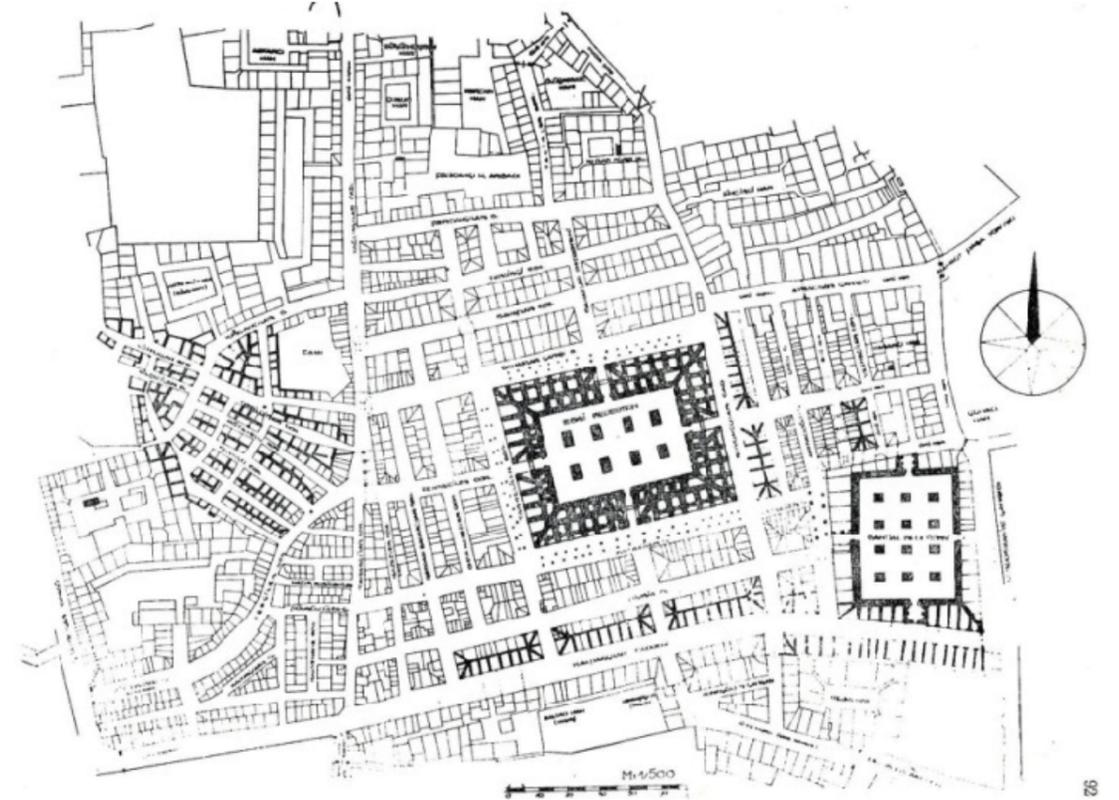
RIYADH



ATRIUM



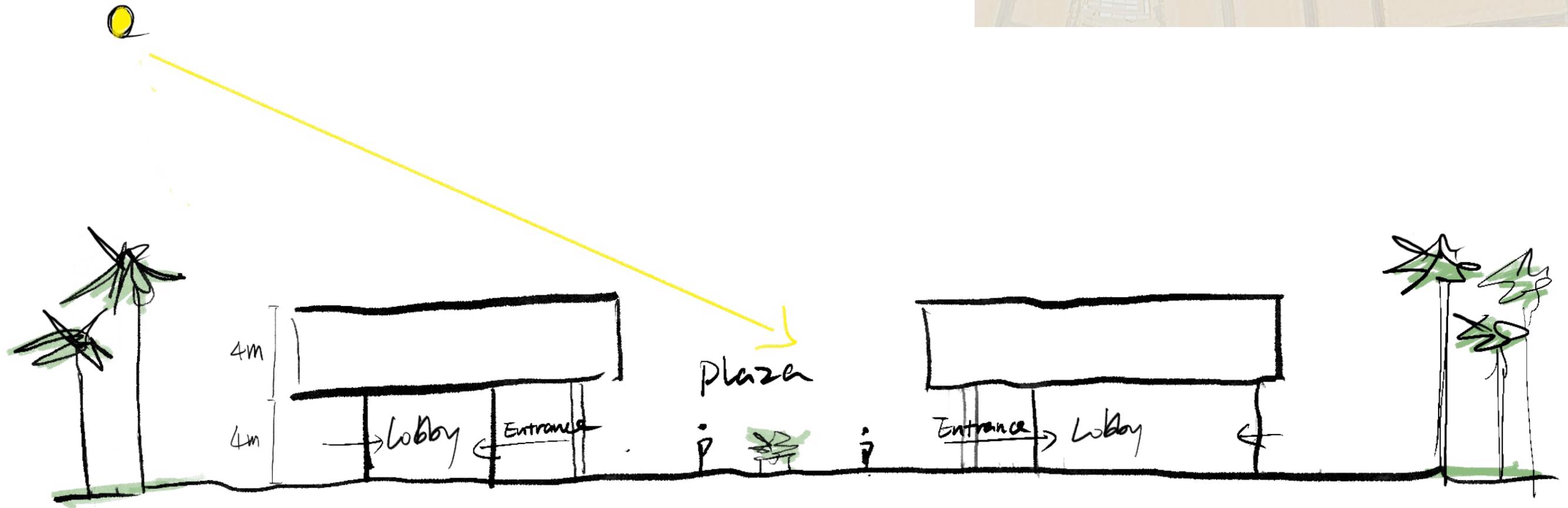
TRIPLE ATRIUM



Courtyard Houses: Reflecting the Bedouin values of privacy and community, traditional urban Saudi homes are built around courtyards. These homes, known as "Najdi" houses in central Saudi Arabia, are designed to maintain family privacy while allowing for natural cooling.

THE COURTYARDS

URBAN SECTION



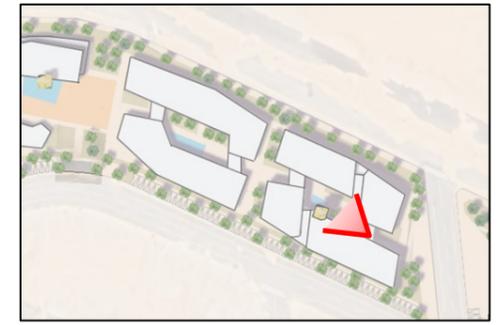
THE COURTYARDS

ENTERTAINMENT SPACE + RETAIL



THE COURTYARDS

ENTERTAINMENT SPACE + RETAIL

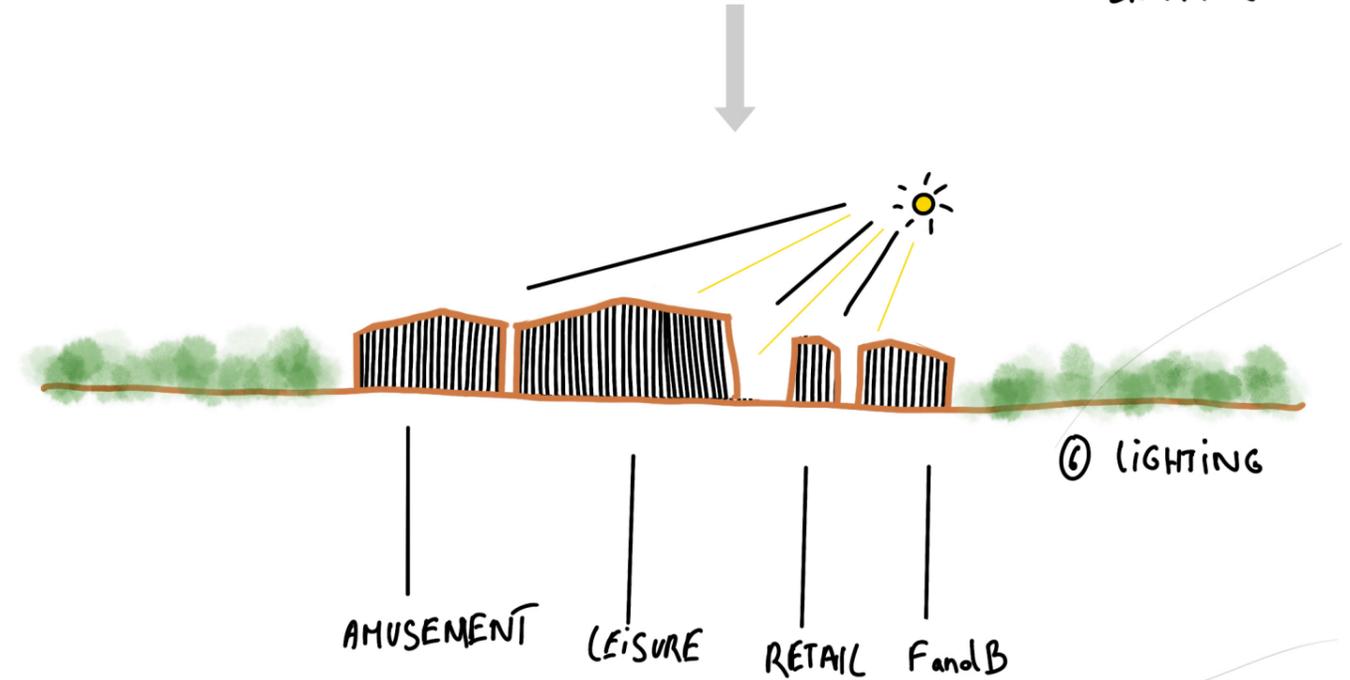
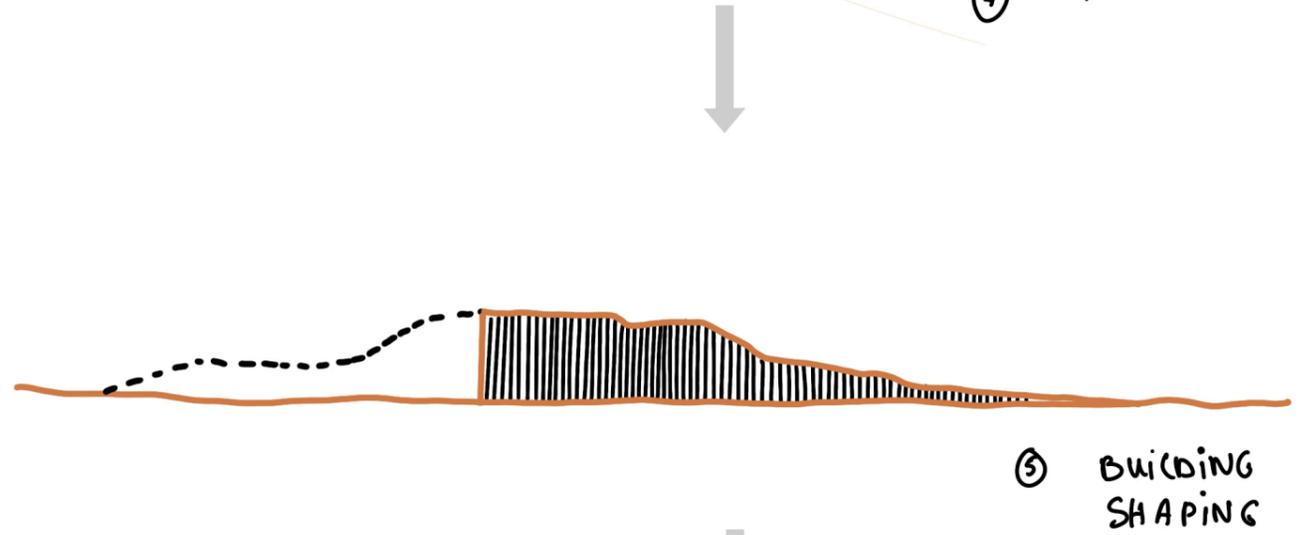
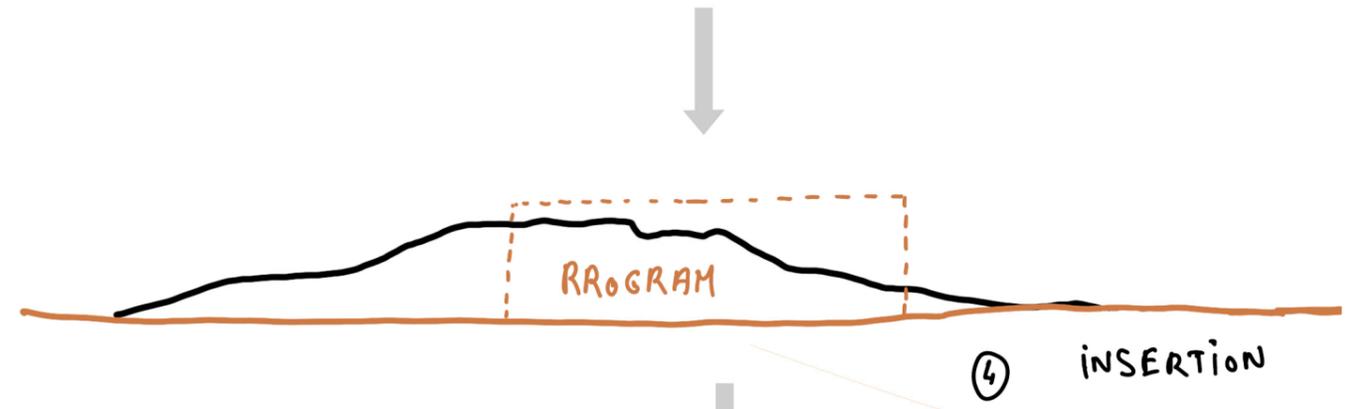
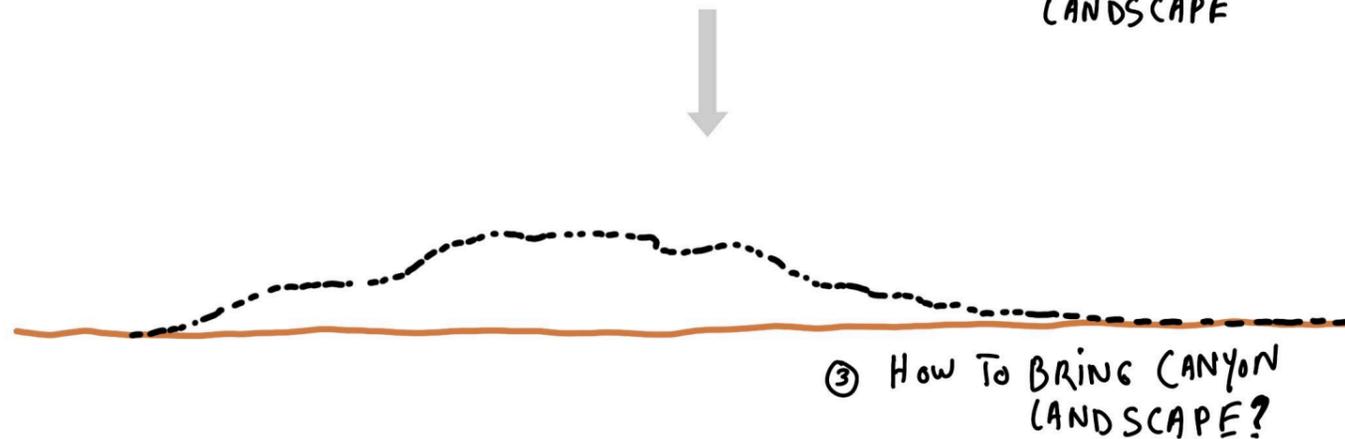
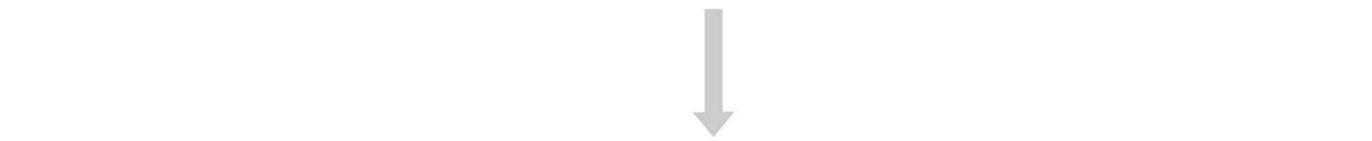
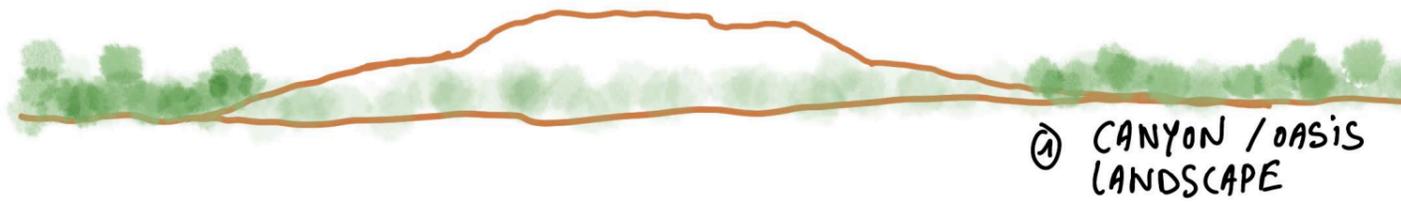
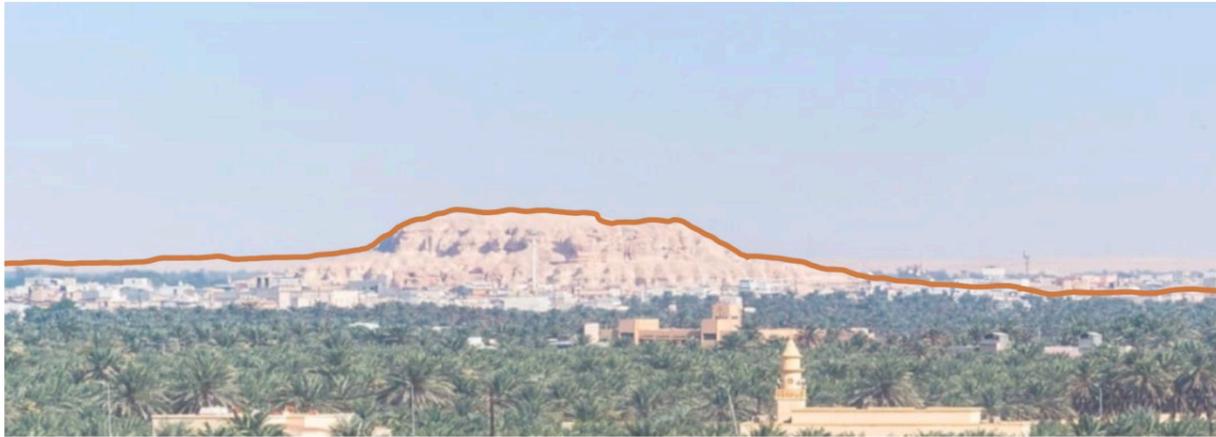


AL QUARAH SOUQ

URBAN SYSTEMS



INSPIRATION : CULTURAL HERITAGE AL QUARAH MOUNTAIN



INSPIRATION : CULTURAL HERITAGE

AL QUARAH Mountain – ARCHITECTURE guideline for the volumetry of the public spaces



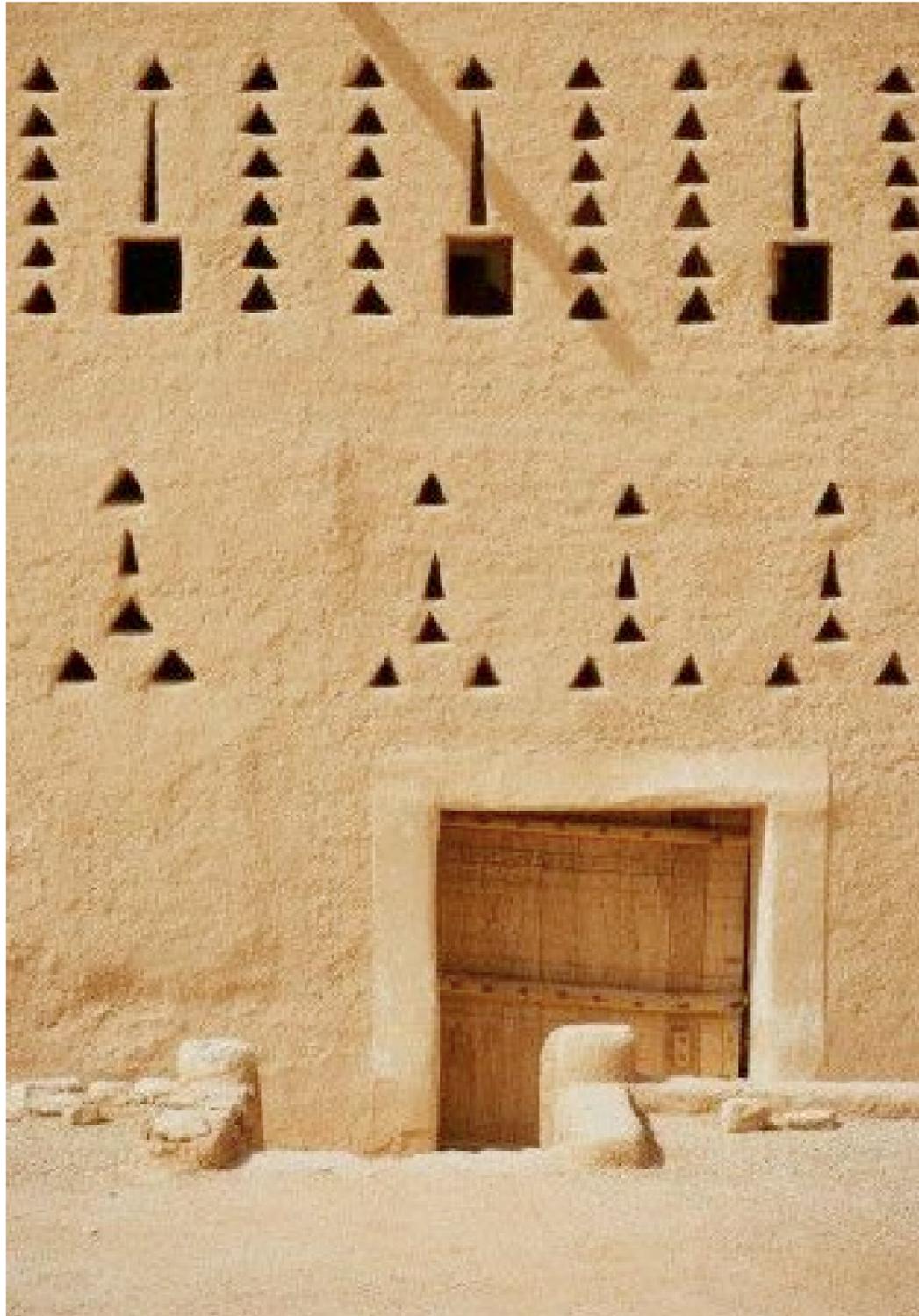
NATURAL CANYON



PROJECT IMAGE

INSPIRATION : CULTURAL HERITAGE

HISTORICAL MOUCHARABIEH PATTERN

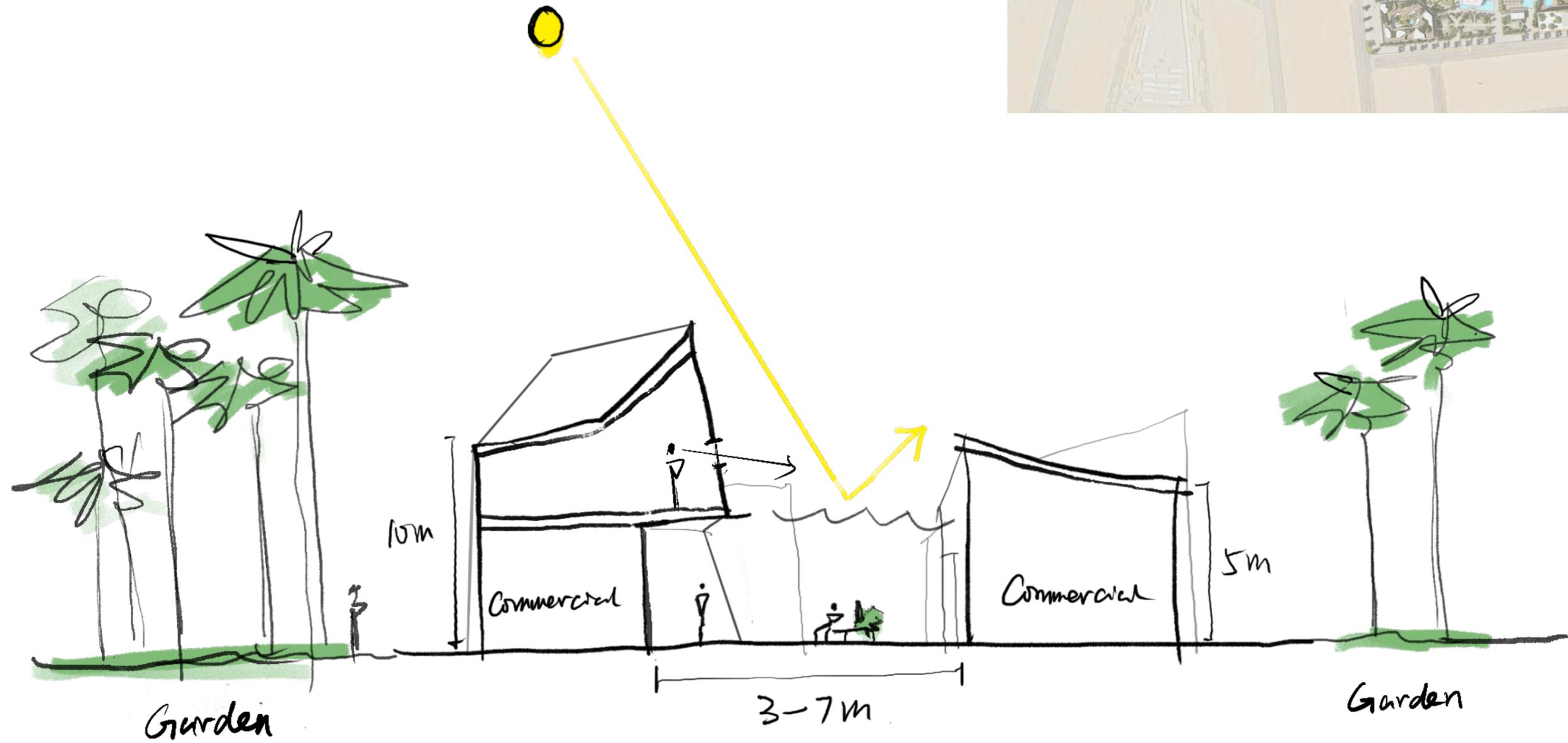


ARCHITECTURE DETAIL IN DIRIYAH



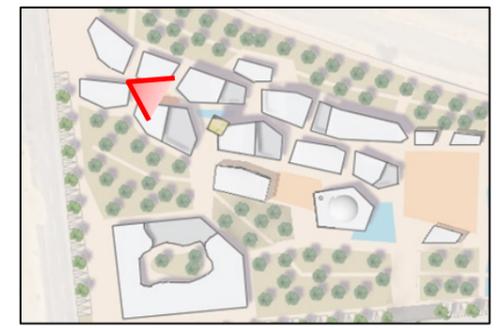
AL QUARAH SOUQ

URBAN SECTION



AL QUARAH SOUQ

RETAIL



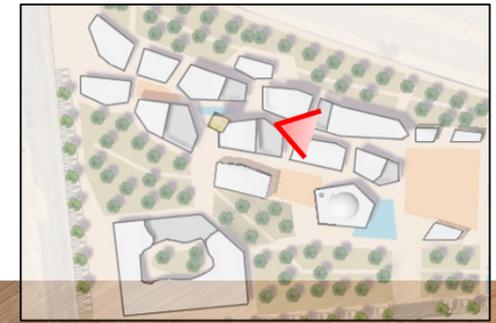
AL QUARAH SOUQ

RETAIL



AL QUARAH SOUQ

RETAIL



THE PLAZA: A MULTI PURPOSE SQUARE



THE PLAZA

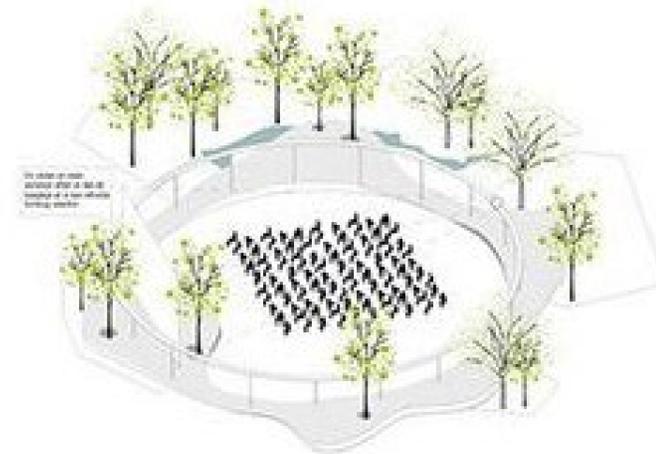
URBAN SQUARE USER SCENARIOS



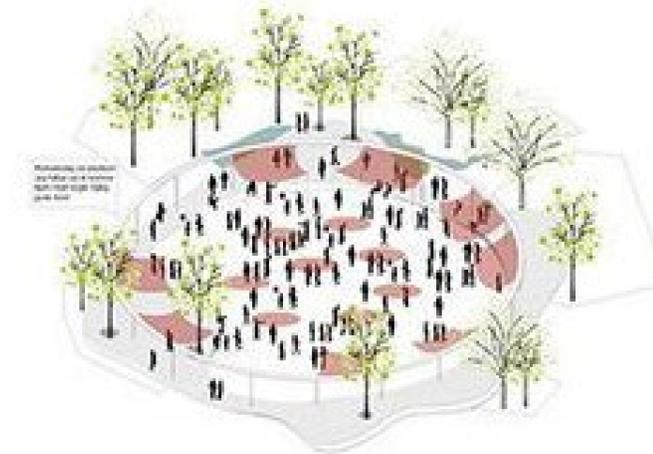
Exhibition



Concert



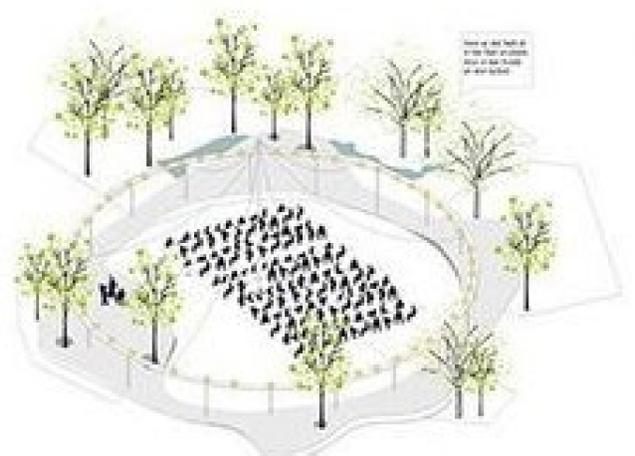
Open-air cinema



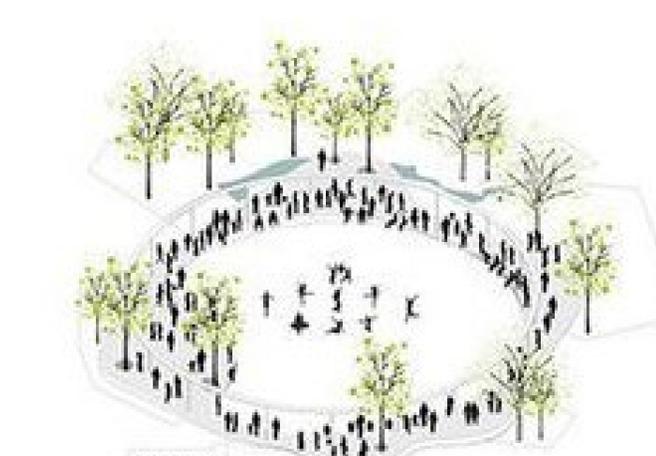
Local market day



Bonfire



Village fête



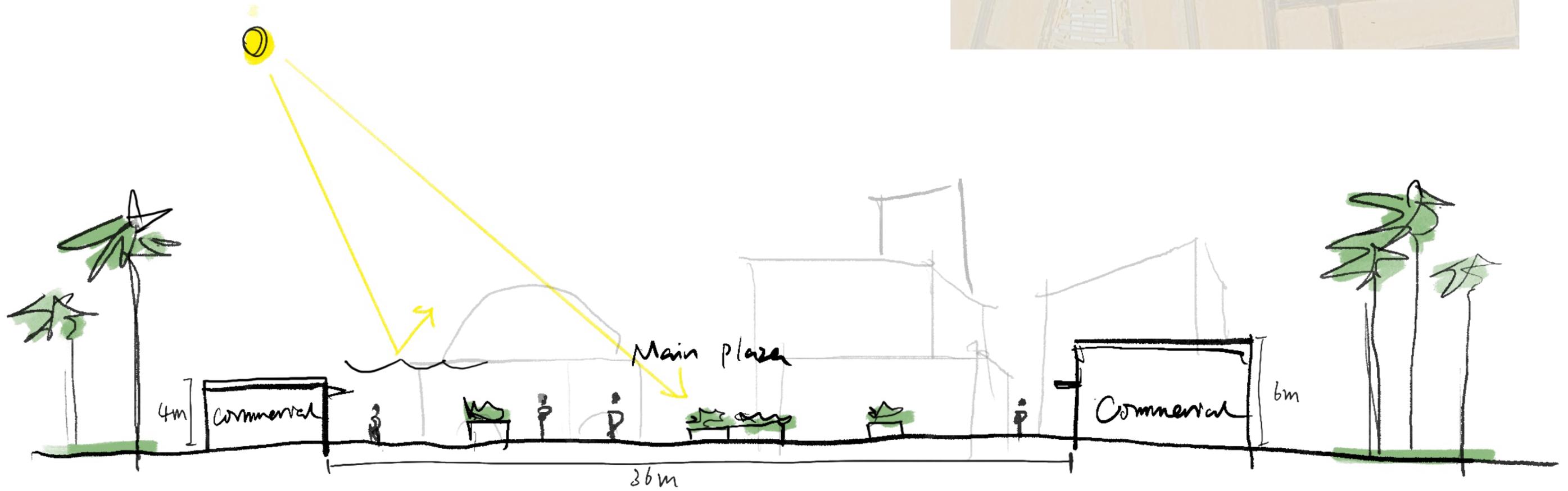
Local theatre Baltoppen



Skate rink

THE PLAZA

URBAN SECTION

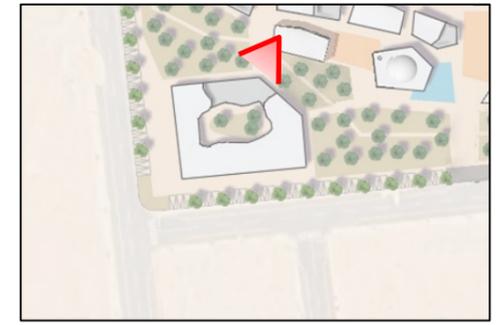


THE ENTERTAINMENT 2



THE ENTERTAINMENT 2

AREAL VIEW



THE ENTERTAINMENT 2

MAIN ENTRANCE



THE HOTEL



THE HOTEL

OASIS RETREAT



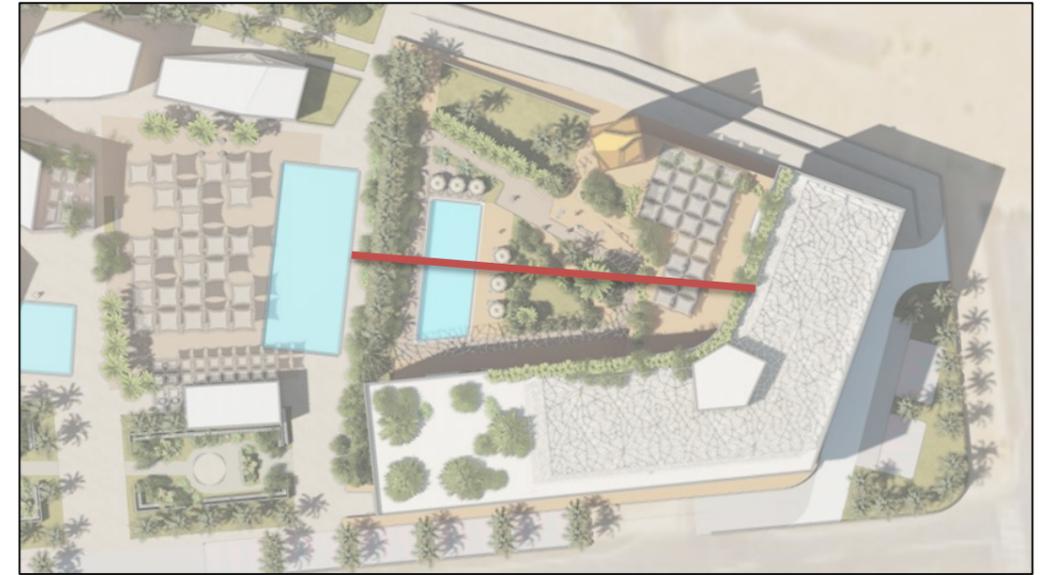
THE HOTEL

OASIS RETREAT



THE HOTEL

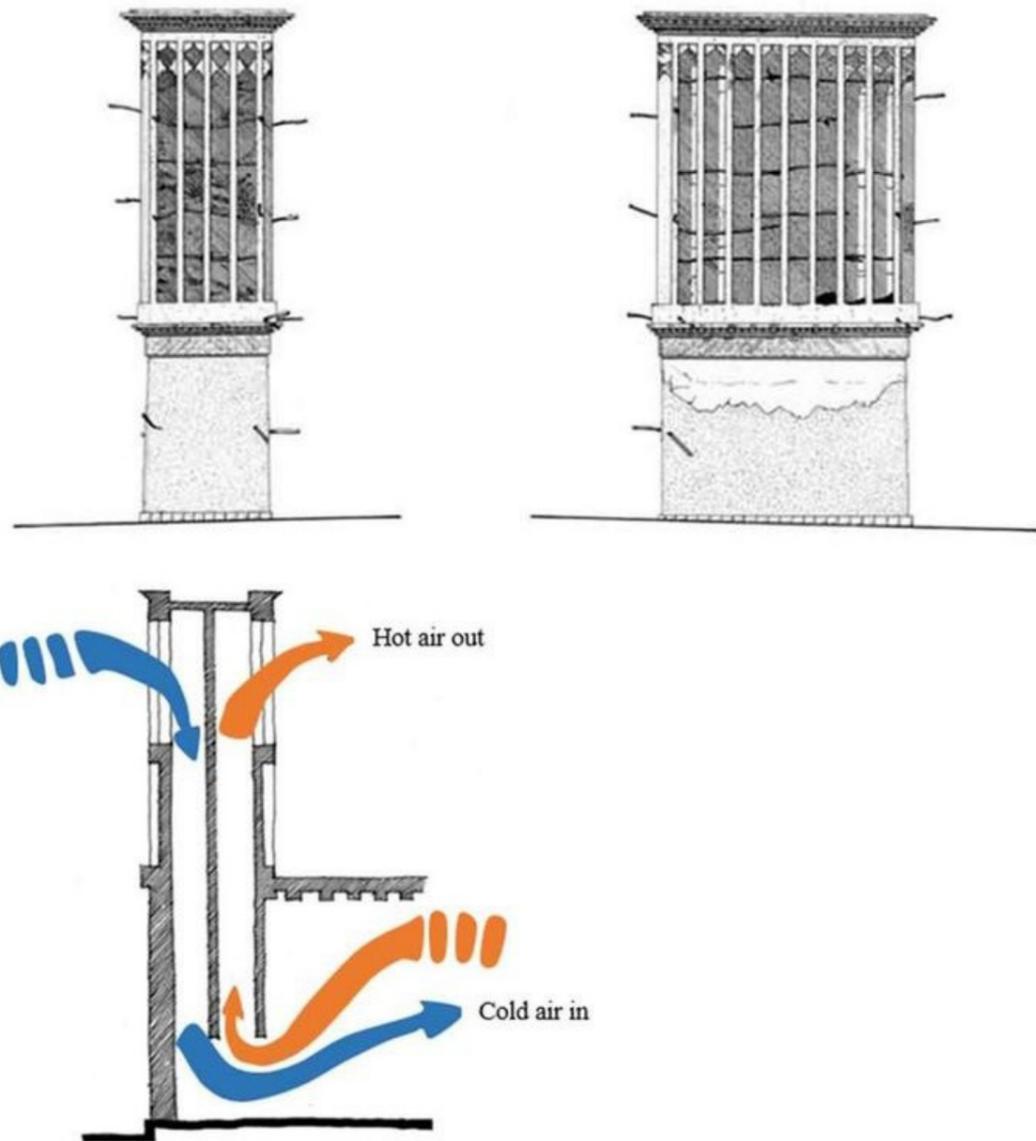
URBAN SECTION



INSPIRATION : CULTURAL HERITAGE

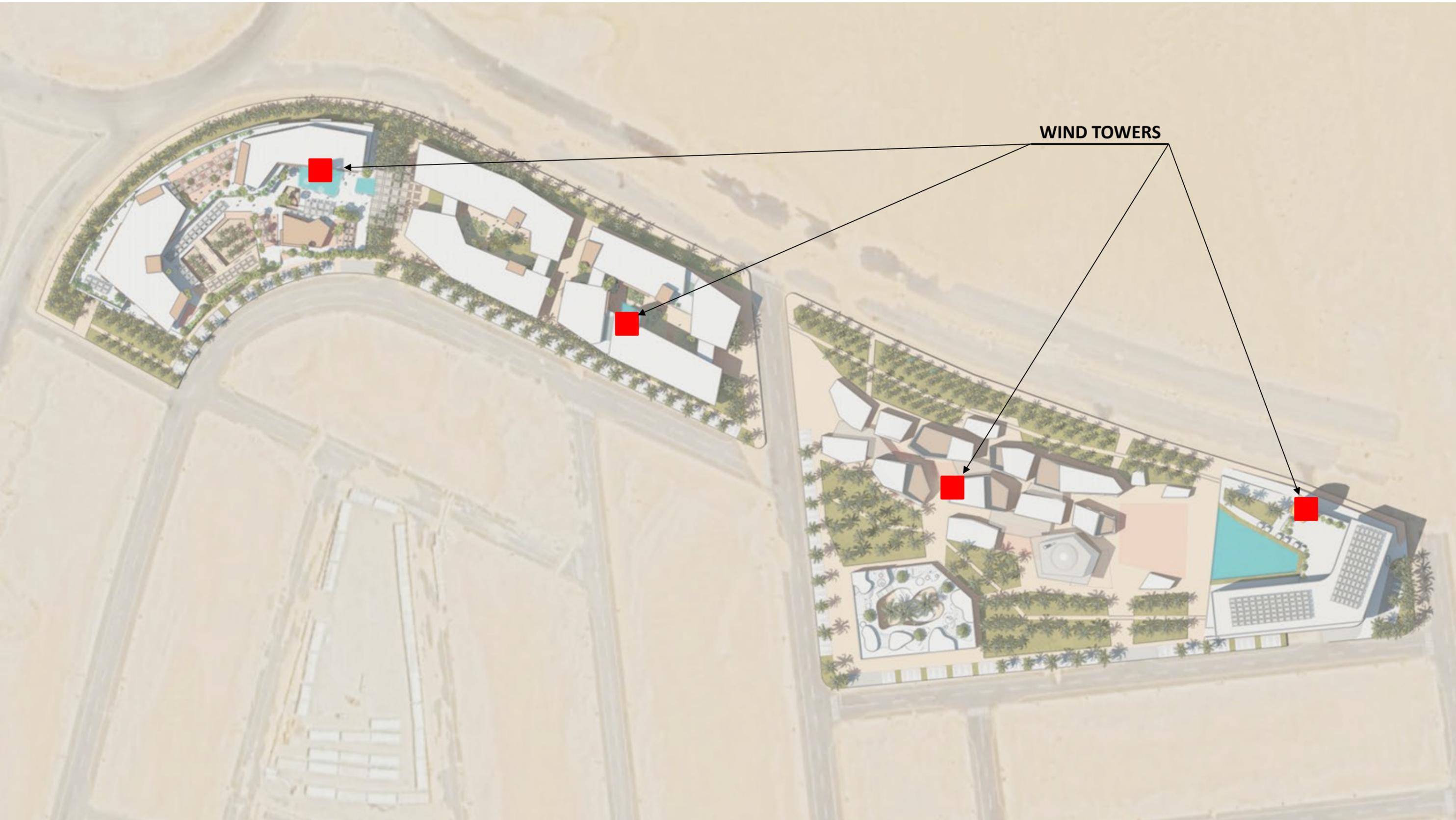
WINDTOWERS

Wind towers originate from the Middle East and has become an emblematic architectural feature. Vernacular strategies such as wind catchers have guided the evolution of architecture, and we believe that it is essential to find ways to incorporate ancient sustainable techniques in modern designs. We also aim to elevate the cultural heritage of our design and ensures that it is aligned with the local context.



These iconic buildings in the middle East show how wind catchers were traditionally used and how they can be incorporated in modern design.

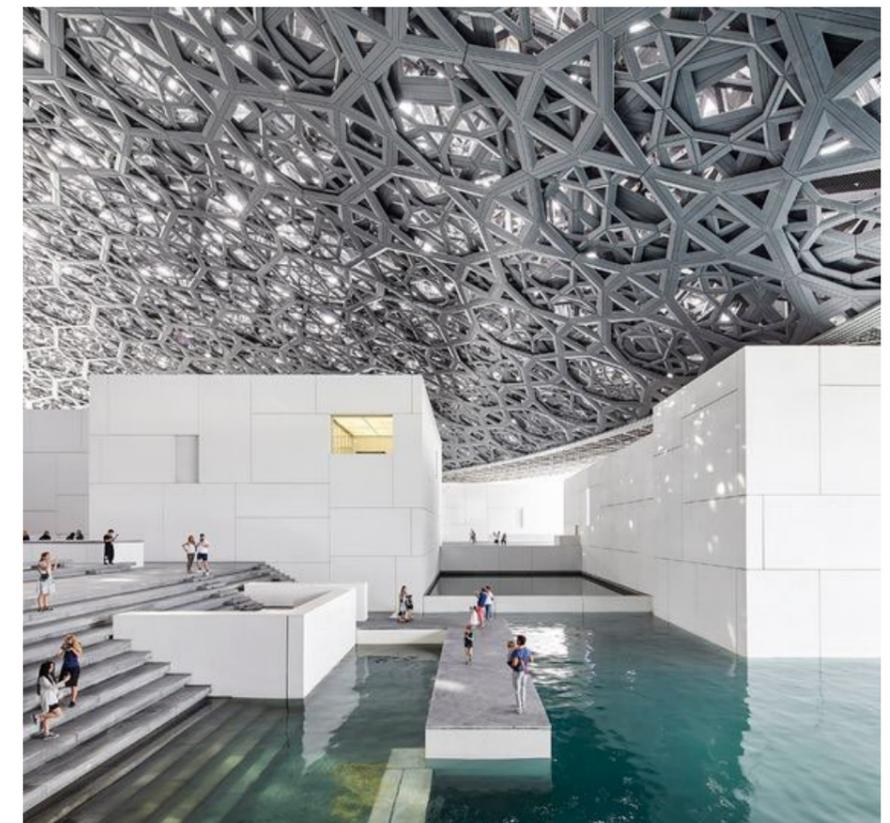
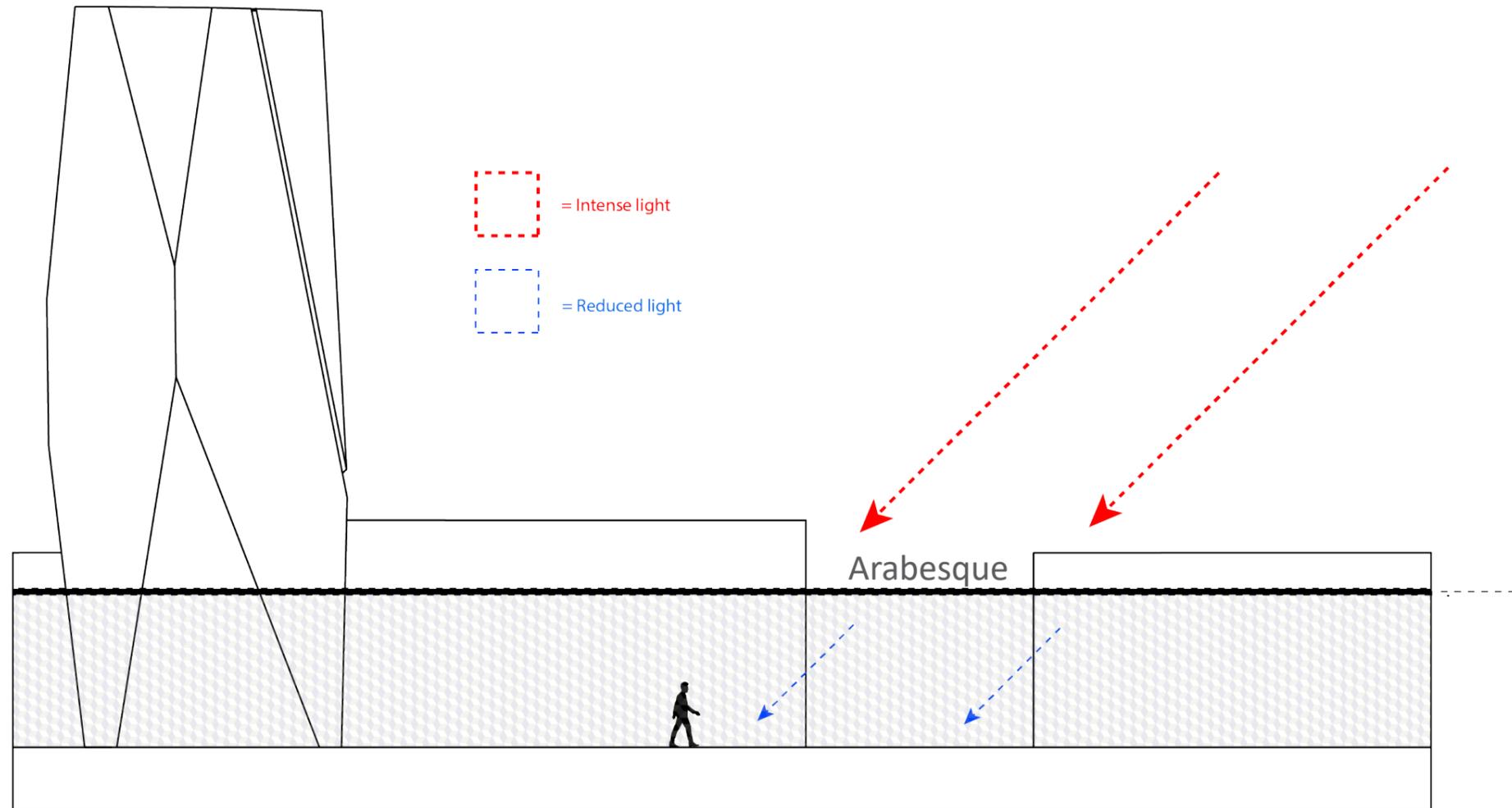
PLAZAS AND WIND TOWERS



WIND TOWERS

SUSTAINABLE DESIGN STRATEGIES: SHADING

We adapted the open public spaces to the local climate to ensure users have an optimal experience. Blending vernacular strategies with the unique local cultural heritage, we made an arabesque canopy that provides shade all day.



SHADING SYSTEM ADAPTED TO THE USE

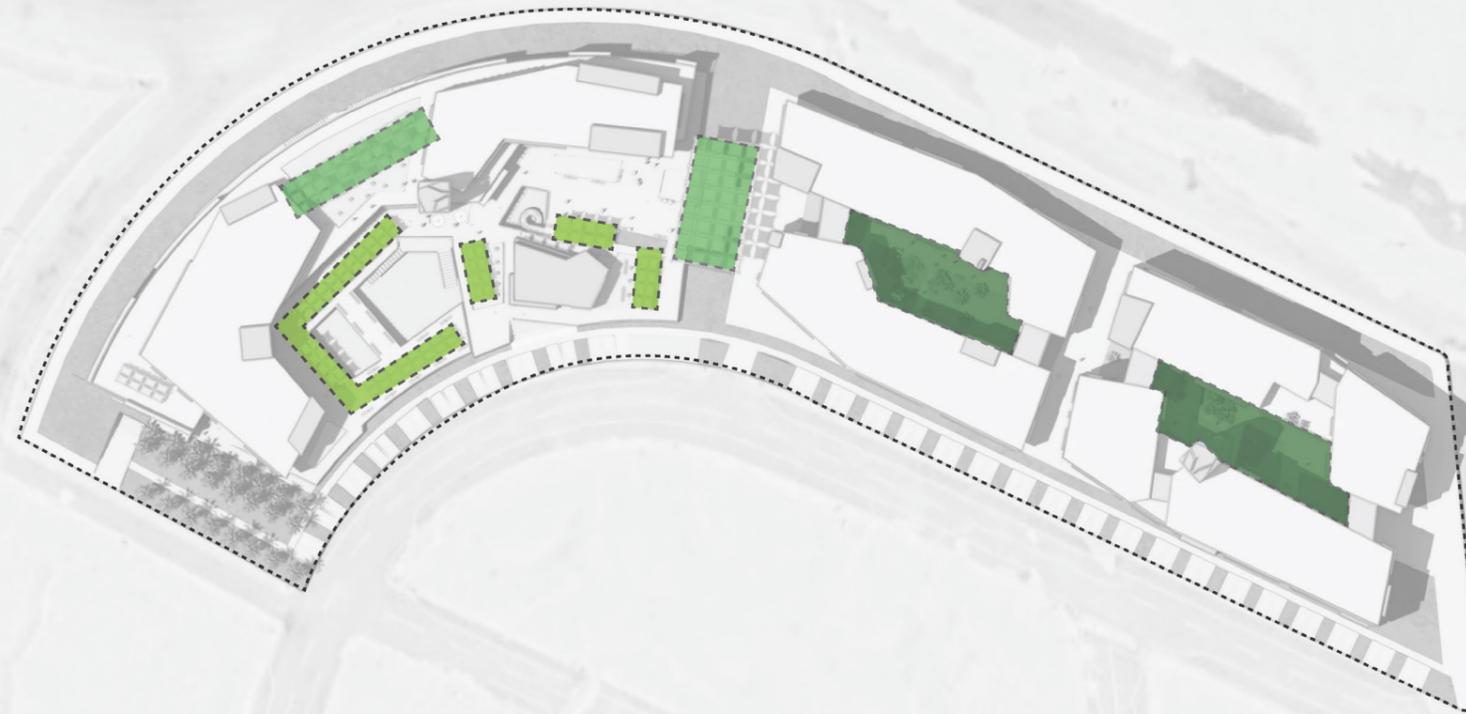
SHADING SYSTEM 1 :
Fixed, Permanent, Light



SHADING SYSTEM 2 :
Retractable



SHADING SYSTEM 3 :
Temporary, Removable



PUBLIC GRDENS



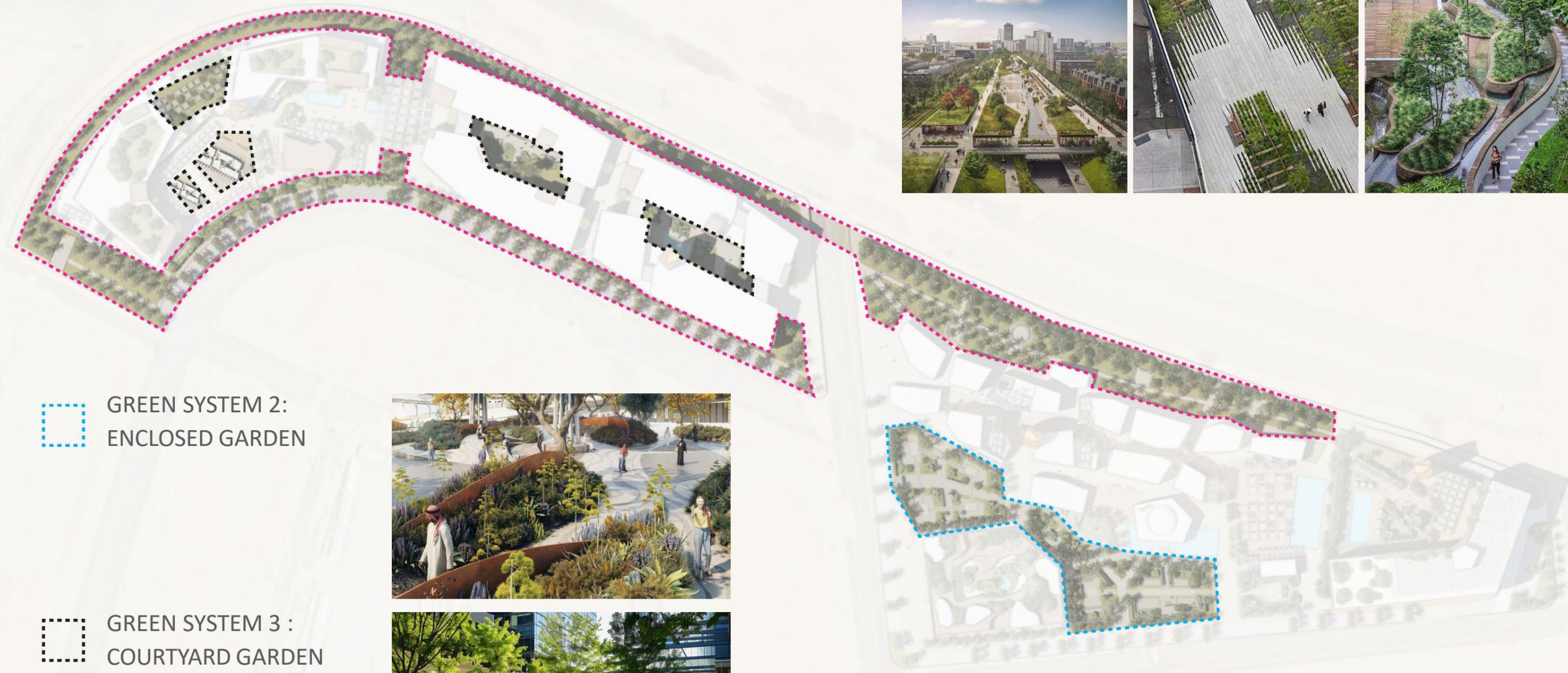
GREEN SYSTEM 1 :
LINEAR PARK



GREEN SYSTEM 2:
ENCLOSED GARDEN

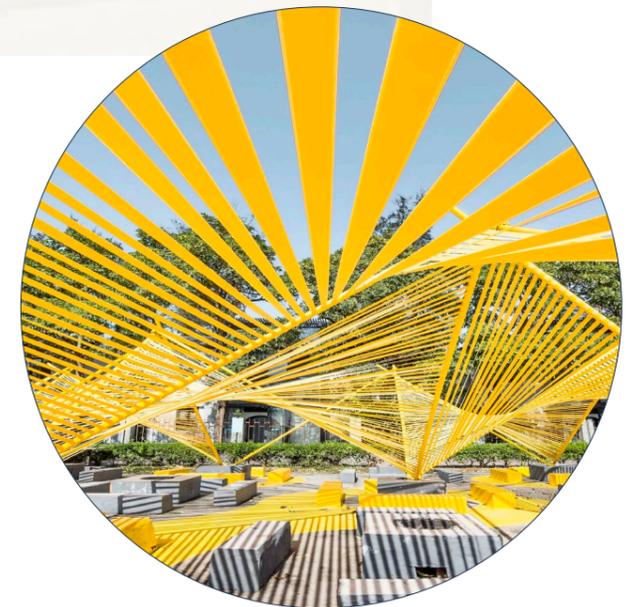
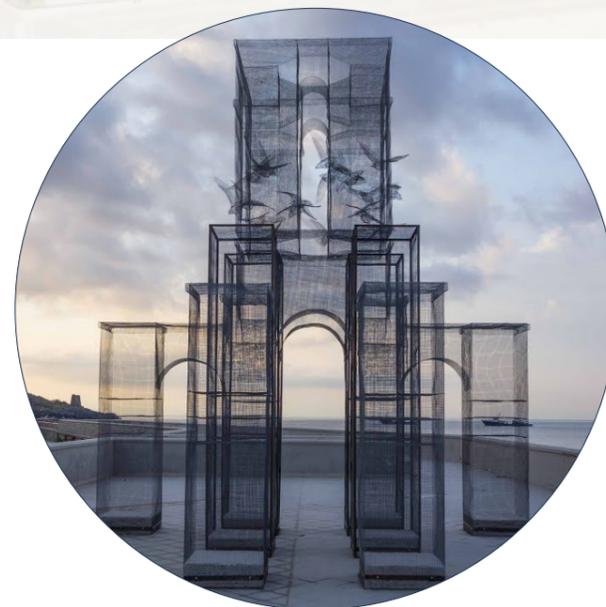
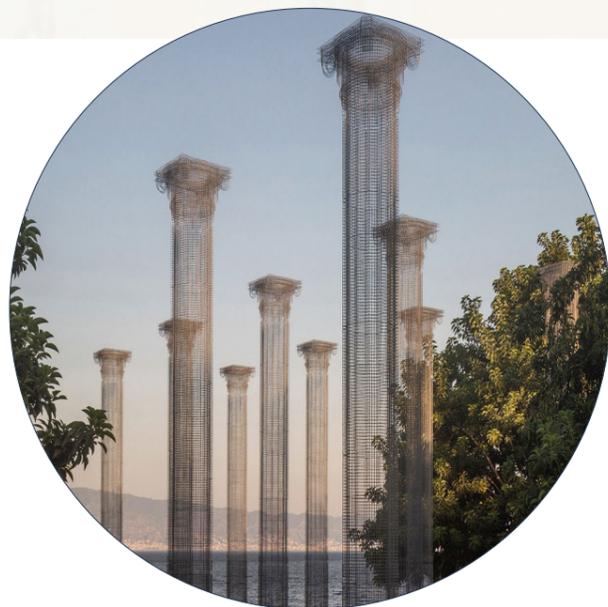


GREEN SYSTEM 3 :
COURTYARD GARDEN



PUBLIC GARDENS

LINEAR PARK: IMMERSIVE ART INSTALLATION



PUBLIC GARDENS

ENCLOSED GARDEN: ART ATTRACTION



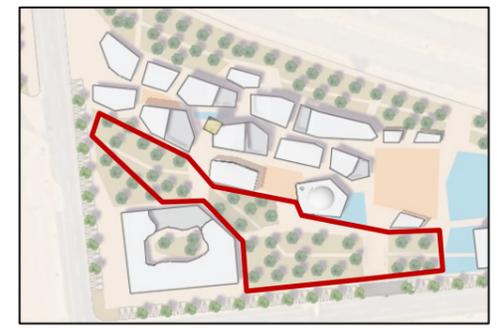
PUBLIC GARDENS

COURTYARD GARDEN: ART LIVING CANVAS



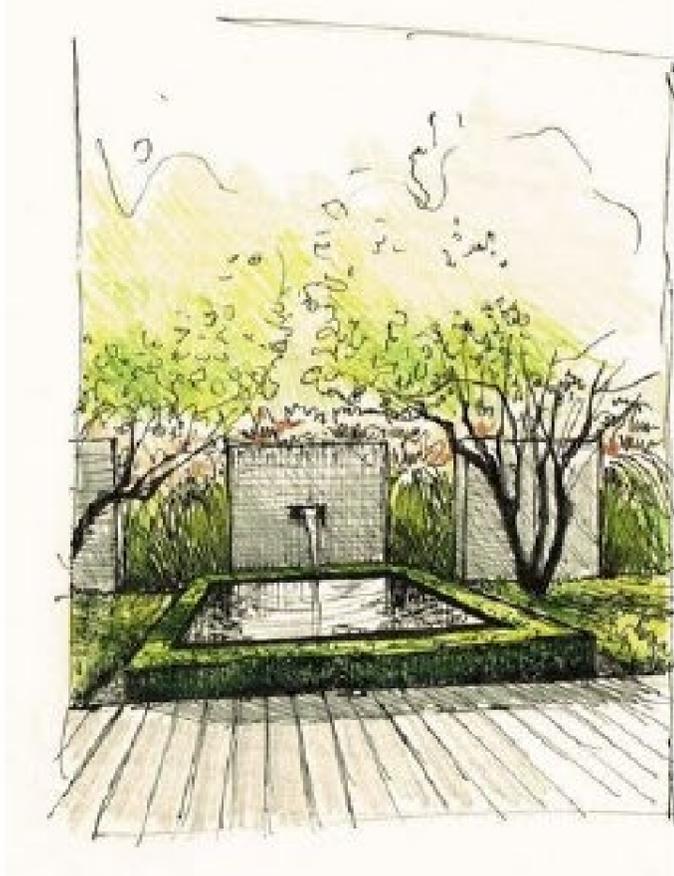
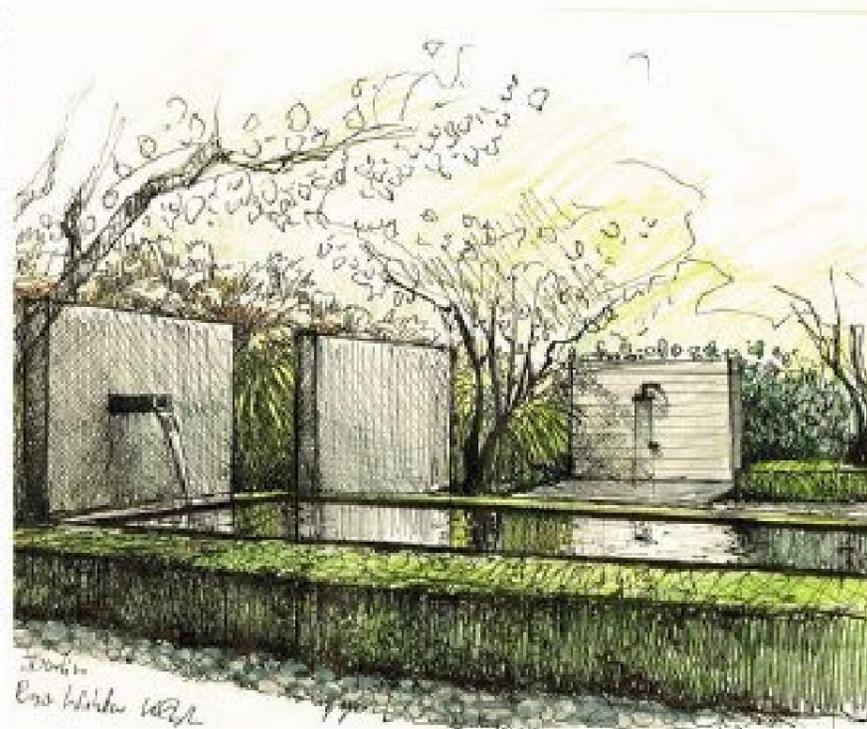
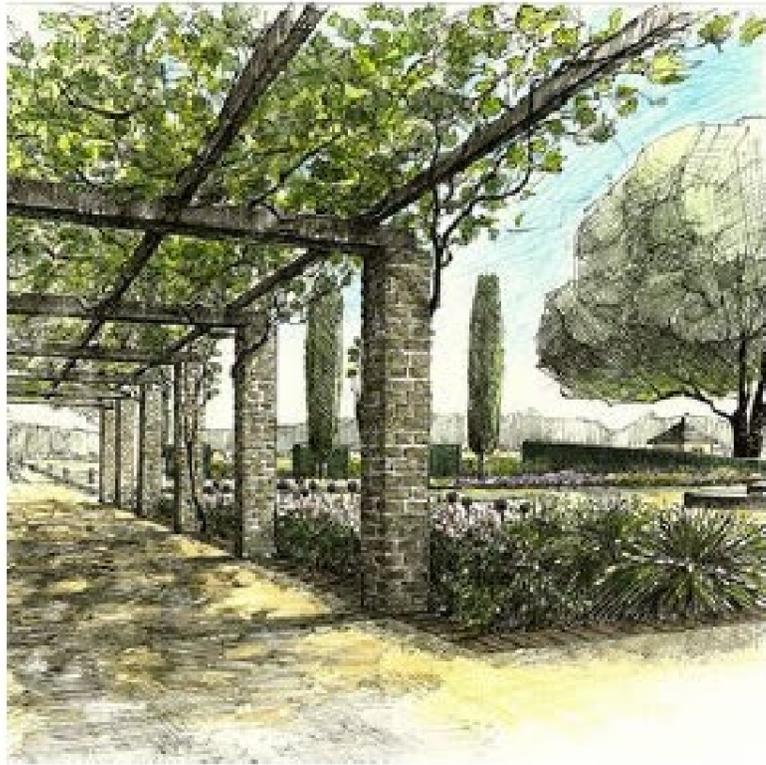
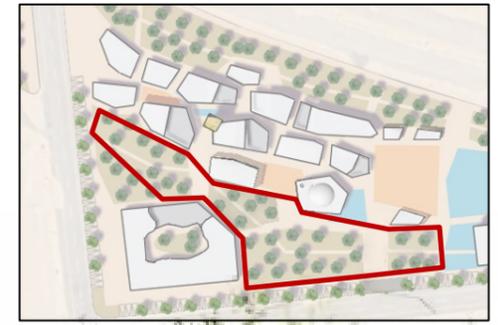
PUBLIC GARDENS

ENCLOSED GARDENS



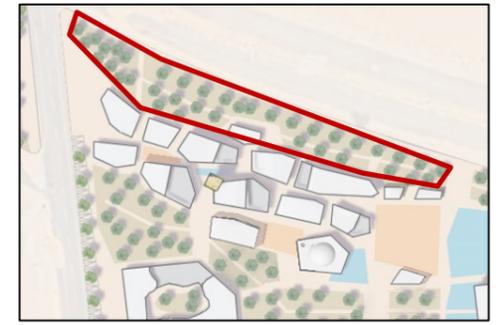
PUBLIC GARDENS

ENCLOSED GARDENS



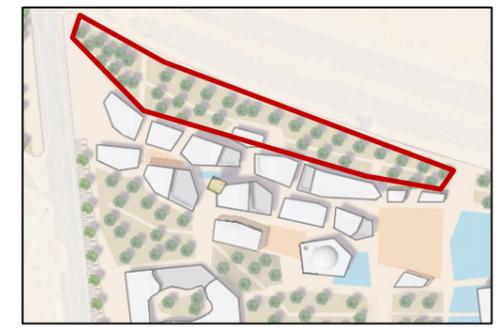
PUBLIC GARDENS

LINEAR GARDENS



PUBLIC GARDENS

LINEAR GARDENS



AL-AHSA LOCAL RESOURCES: VEGETATION

Planting trees is pointless if they are not adapted to the site and require extensive maintenance and water. We are curating a selection of local plants that we can embed in the design of the project that reflect Al-Ahsa Oasis, ensuring that they are adapted to the local climate and will contribute to improving the user experience and carbon footprint of the project.



Date palms: Al-Ahsa Oasis is home to 2.5 million date trees. Not only are date trees aesthetically appealing, they survive well in arid conditions and bear fruits.



Jasmine: Is a plant native to the region. Not only is it adapted to local conditions, but it also adds an aesthetic and sent value to the site.



Tamarix Gallica: is a pink flowering shrub local to Saudi Arabia. It adds an aesthetic and medical value whilst also being resistant to harsh local climate.

To contribute to Saudi Arabia's goal to plant 10 billion trees, we want to maximize the vegetation on site. We are aiming to plant over 10,000 trees in total!

Why stop there ? As part of our sustainable initiative, we also aim to include as many plants with additional characteristics, such as fruit bearing trees or medicinal. These plant bioproducts could be used directly on the site in restaurants or even the medical center.

T H A N K S / M E R C I

COMMERCIAL COMPLEX PROJECT AL-AHSA ,KSA