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# MIDDLE EAST

“Even the crustiest industry veterans are hard pressed to recall anything like the rush of attraction development taking place around the Persian Gulf and throughout the Middle East. With a relatively small fraction of the world’s population in residence, the region seems to have cornered the market for construction cranes. Theme parks, water parks, FECs and a host of new developments that blur the line between attractions, cultural and/or sports facilities, and lodging, retail and dining amenities are springing up along the shorelines and among the dunes in one Middle Eastern country after another.”

--Bob Harness, JRA

## Mall of the Emirates - Dubai

*Dynamic lighting from Martin Professional and design from Roto Studio and Thinkwell Design reflect a contemporary, playful spirit at one of the world's great new shopping & leisure centers*

Mall of the Emirates located in Dubai, United Arab Emirates is the third-largest mall in the world. This 223,000 m2 center, open since November 2005 in the heart of what is deemed 'New Dubai,' is home to more than 400 retailers and boasts some of the most exclusive attractions to be found at any shopping mall. The architect was F+A Architects.

Three key features distinguish Mall of the Emirates (in addition to its size): 1) the five-star Kempinski Hotel, 2) Magic Planet - the largest indoor family entertainment center

in the country, and 3) Ski Dubai – said to be the first indoor ski destination in the Middle East. A dynamic, custom lighting scheme provided by Martin Professional Middle East in collaboration with lighting designer Francis Krahe helps draw attention to these areas and further differentiate the Mall from the dozen or so other newly completed shopping centers in the region. Martin Professional Middle East is a division of Martin Professional A/S which is headquartered in Aarhus, Denmark.

Attached to the world's third largest mall is Ski Dubai: a 25-story-high real indoor snow mountain with five slopes, ski lifts, a bunny run, a snowboarding half-pipe, a warming chalet, a rustic restaurant and more, housed inside a huge 22,500 m2 metal fuselage. Temperatures within the nearly six-acre dome are kept at a steady -20 C. An observation

tower overlooks the resort to give Dubai's residents and visitors a unique glimpse of a winter wonderland in the middle of the desert. Working under Majid Al Futtaim Investments and in conjunction with Transmontagne, Thinkwell Design provided concept design, integrated construction documents, and fabrication supervision for the Snow Play Zone, in addition to in-field art direction for the entire Ski Dubai project.

Martin Professional devised an ever-changing lighting scheme for Ski Dubai. The nearly six-acre dome houses five runs and a real chairlift. The structure's outer facade is outlined in a beckoning strip of decorative color-changing light supplied by about 370 Martin luminaires and a Martin control system. Debbas Electric L.L.C. installed the fixtures.

Ski Dubai's Snow Play area beckons with toboggan runs, sledding hills, a suspension bridge over a lookout and hieroglyphic-filled caverns for exploring.









Inside Magic Planet.  
Image courtesy of  
Roto Studio.

The domes of the Kempinski Hotel glow in an ever-changing concert of color shades from some 60 Martin exterior fixtures with installation by Cinmar Lighting Systems. The Martin control system is an outdoor wireless setup with two transmitters and five receivers. All devices are protected from sun, water and corrosion.

Magic Planet targets the technology savvy younger generation. The two-level fun zone offers a wide variety of rides - including roller coasters - and high-tech video and simulation games.

which consists of illuminated, flat-panel architectural loudspeakers mounted on a slim post. The panels double as light reflectors.

Roto Studio did the planning, concept and schematic design for Magic Planet at the Mall of the Emirates, led by Roto design principal Neil Baker. Roto's role included custom ride theming in addition to the facility interiors. Roto Studio is now engaged in a new Magic Planet development at Deira City Centre in Dubai, as well as one in Bahrain.

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### Shafallah Center - Qatar

*State-of-the-art audiovisual systems from IOSONO and Evans & Sutherland provide special-needs therapy as well as entertainment*

On May 8th, 2006 Sheikha Mozah celebrated the opening of the new premises of the Shafallah Center for Children with Special Needs in Doha, the capital of Qatar. This state-of-the-art facility provides education and therapy to children and youths with special needs. The educational and therapeutic programs offered to children ages 3-21 are supported by modern equipment and technology integrated into every part of the center, including a 208-seat multimedia planetarium equipped with an Evans & Sutherland Digistar system and laser projectors and the IOSONO 3D audio system. The planetarium theater is used as a tool to stimulate and inform the senses of hearing and sight in the young special-needs clients. On occasion, it also opens its doors to the public - for example to present artistic or educational films to students - which helps the facility integrate with and gain support from the community.

The IOSONO sound system creates immersive soundscapes using the principle of Wave Field Synthesis (WFS) which states that sound waves can be reproduced using secondary sources at the perimeter of the original sound field. Speaker arrays surround the listening space and operate in a coordinated phased fashion to recreate each individual sound wave. This gives the listening experience vivid, realistic directionality and dimension.

Top: The multimedia dome theater at the Shafallah Center.  
Bottom: Streetside at the Shafallah Center.  
Images provided by IOSONO Sound.



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**Artist's rendering of Restless Planet complex in Dubai. Image courtesy of Jack Rouse Associates.**

## **Restless Planet & Al Kaheel Equine Park in Dubai; Ferrari in Abu Dhabi**

*Jack Rouse Associates takes on three distinctive projects*

Operating under the working title "Restless Planet," Jack Rouse Associates' (JRA) first project in Dubai is a unique blend of entertainment and natural history experiences. Restless Planet is being developed by the Ilyas and Mustafa Galadari Group, investors in the new world-class leisure, entertainment and tourism center called Dubailand. Restless Planet will be one of four signature attractions in IMG's City of Arabia, a 20 million-square-foot development that will serve as Dubailand's gateway and main residential and retail center. It will be linked with the Mall of Arabia, currently the largest mall under construction anywhere in the world. And at 500,000 square feet and featuring over 100 animatronic dinosaurs, Restless Planet seems poised to be the world's largest attraction dedicated to paleontology and geology.

For this project, JRA has teamed with the Natural History Museum of London, rh Architects, Kokoro Company Ltd., and Dr. John R. (Jack) Horner, the renowned paleontologist who consulted on the Jurassic Park films. The team's goal is to combine the latest scientific research with cutting-edge entertainment design. JRA is managing the design and build contract, with a scope that includes designing and producing all attractions and media. Together, the team is developing a

synergistic blend of architecture and experience that will take guests from 4.5 billion to 65 million years ago, from the birth of planet Earth to the disappearance of the dinosaurs. Restless Planet is currently scheduled to open in late 2008.

JRA's next undertaking in Dubai is no less grand in scope and scale, but at least the animals it involves are a bit smaller. As headed by an investment group led by Machhour Moukaddem, managing partner of Al Kaheel Equine Management LLC. Al Kaheel Equine Park will be the largest and most complete equine center in the Gulf region - perhaps the most comprehensive equine tourist attraction yet built.

Comprising 2.3 million square feet of an overall 9.1 million square foot virgin desert site, the park will complement and serve the greater resort and residential development that surrounds it. Boarding, training, competition and care facilities will make up one component of Al Kaheel. The rest of the development will be an attraction that balances entertainment and engagement: an educational theme park and working horse farm dedicated to humanity's relationship with the horse. Among the planned amenities are the Meet the Horse Pavilion, The Museum of the Horse, the Breeds of the World Barn, the Palace of Champions, the Mares and Foals Barn, the Equine Spa, and a headline live-show spectacular.

At this juncture, JRA can only disclose limited information about its third project in the region. Working in Abu Dhabi with an international team of diverse specialists under the direction of ALDAR Properties PJSC, JRA reports that it is designing a breakthrough attraction based on Ferrari. The goal is to showcase the Ferrari brand and elevate the profile of Abu Dhabi as a premier visitor destination by creating an oasis of hospitality, beauty and quality. The team's mission is to create a product and experience that will succeed with both the many (F1 racing fans) and the few (actual Ferrari owners).



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