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SOARING TO NEW HEIGHTS

THERE'S a great buzz in the Dubai's high-end construction market, thanks to the emirate's skyrocketing real estate, fuelled by record-breaking ultra-luxury deals and what is seemingly an unsatiable demand for luxury property. Thousands of new homes are rising across its expanse, catering to an influx of foreign investors seeking a slice of the emirate's opulent lifestyle.

The UAE has been actively attracting these investors with its open-door approach, which has seen a further relaxation of the golden visa rules last month by cancelling the AED1 million (\$272,294) minimum down payment required for people to qualify for this visa through real estate investment. Previously, investors were required to acquire property valued at AED2 million or more to qualify for the

Dubai is taking its aspirations to new heights. With plans to become the world's first city with a comprehensive air taxi network, the emirate is not only redefining urban mobility but its real estate sector is also setting the stage for a lifestyle that boasts the heights of luxury and extraordinary experiences.

10-year renewable residency programme.

To cater to the upsurge in demand for uber-luxury homes, branded residences are being developed by Dubai's leading developers in partnership with global titans of luxury, from jewellery houses to automotive icons. Some of these will include homes in Dubai's proposed second-tallest tower or the world's tallest or largest residential structure or on a Palm island double the size of its iconic predecessor. No longer are golf course-facing homes adequate; in a bid to offer the extraordinary,

developers are offering "Bio Living" concepts and circular outdoor terraces featuring oasis-inspired retreats, and the like.

But it's not just about glitz and glamour. To support its ambitious expansion, Dubai is weaving a web of infrastructure. Roads and bridges are expanding as is its metro network, and massive solar farms are harnessing the desert sun to power this growth. The newly unveiled 30-km Blue Line metro project is just one example, strategically stitching together key areas for seamless connectivity.



Uptown Phase Two ... a key real estate project launched last month. INSET: Burj Azizi ... targeted to be Dubai's second tallest tower.

Dubai is also set to become the first city in the world to offer air taxis after its transport authority, the Roads & Transport Authority (RTA), has agreed a deal with eVTOL aircraft maker Joby and vertiport provider Skyports Infrastructure.

All these stupendous developments are driven by a clear vision. The Dubai Economic Agenda (D33) and Dubai 2040 Urban Master Plan chart a course towards becoming the world's best city to live in. And with each skyscraper and sprawling villa, Dubai inches closer to that goal.

This apart, Dubai has planned a series of transformative projects for this year under the Dubai Social Agenda 33, which is inspired by the overarching theme of 'Family: The Foundation of Our Nation'. Among such initiatives, the emirate has plans to allocate 3,500 plots of land and 2,300 ready-to-move-in houses valued at



Air taxis ... expected to be launched in Dubai in 2026.

a total of AED5.5 billion to citizens across Dubai. These include 2,700 plots in Latifa City and 800 plots in Al Yalaisy 5 area. The 2,300 new houses for citizens are located across areas in Al Khawaneej 2, Al Aweer, Wadi Al Amardi, and Hatta.

One of the key objectives of the AED208-billion Dubai Social Agenda programme is to double the number of Emirati families in Dubai within a decade.

METRO

In line with Dubai's strategy for comprehensive city development, the emirate has announced plans to expand its metro network with the Blue Line, the first metro route crossing Dubai Creek through a 1,300-m viaduct. The route will run 15.5 km underground and 14.5 km above ground.

The 30-km line will consist of nine elevated stations and five underground stations. With key interchange points like the Creek Station on the Green Line, Centre-point Station on the Red Line, and Dubai International City Station 1, along with the iconic station at Dubai Creek Harbour, the Blue Line is set to be a pivotal element in the ongoing development of the city's transportation network.

By 2030, the Blue Line is anticipated to serve approximately 200,000 passengers daily, with this figure expected to increase to 320,000 passengers per day by 2040. The line is designed to handle an estimated 56,000 passengers per hour in both directions at a service interval of about 1.5 minutes.

The line will offer a direct connection between Dubai International Airport and nine key areas along the line and the travel time between these destinations is anticipated to range from 10 to 25 minutes.

Upon completion of the Blue Line, Dubai's total metro network will expand from 101 km to 131 km.

ROADS & BRIDGES

Dubai's Roads and Transport Authority is at the sharp end in keeping pace with the rapid growth of the city with key road expansion projects. Among them is the Al Shindagha Corridor Improvement Project, one of the largest projects currently being undertaken by the authority at a total cost of AED5.3 billion. The project spans 13 km in total and encompasses the construction of 15 intersections. It is expected to serve about one million people and slash the travel time from 104 minutes to just 16 minutes by 2030.

Due to its massive scope, the project has been split into five phases. It serves Deira and Bur Dubai in addition to several development projects such as Deira Islands, Dubai Seafont, Dubai Maritime City and Port Rashid.

The RTA is also implementing the Umm Suqeim Street Improvement Project, which is crucial to enhance connectivity between east-west transverse streets and north-south vertical streets.

Meanwhile, the authority has joined hands with the master developers of key projects to develop the connectivity with

some of the islands. The RTA has entered into a strategic partnership with Shamal Holding to develop entry/exit points for the Dubai Harbour project to ease the movement of visitors and residents. Under the agreement, RTA will undertake the construction of a two-lane bridge in each direction spanning 1,500 m. The bridge will extend from Sheikh Zayed Road to Dubai Harbour, a seafront district nestled between Bluewaters Island and Palm Jumeirah. Once ready, the new bridge will accommodate 6,000 vehicles per hour.

Last September, the RTA signed an agreement with Nakheel to construct a 1,425-m bridge to the Dubai Islands project from Bur Dubai. The bridge features four lanes in each direction. The Dubai Islands project will have direct entry and exit points on the Bur Dubai side through a bridge stretching across the Dubai Creek between the Infinity Bridge and Port Rashid Development Project.

The bridge, which has a total capacity of 16,000 vehicles per hour in both directions, rises 15.5 m above the waters of the Dubai Creek and features a 75-m-wide canal allowing ships of various types to traverse the creek. The project forms a key phase of the Al Shindagha Corridor Improvement Project.

POWER & WATER

At COP28, the Ministry of Energy and Infrastructure (MoEI) indicated that the UAE Energy Strategy 2050 targets an investment of AED150 billion to AED200 billion on renewable energy by 2030, pushing AED55 billion to advance an array of decarbonisation projects across its diversi-



The fourth phase of the MBR solar park was inaugurated in December.

fied value chain by 2030, and an increase of the clean energy capacity from 14.2 GW to 19.8 GW by 2030.

The MoEI is looking to triple the share of renewable energy by 2030, increasing clean energy generation to 32 per cent by 2030, producing 1.4 million tonnes of hydrogen per year by 2030, establishing five hydrogen oases by 2050, incorporating reverse osmosis to expand the UAE's transition to more efficient desalination methods.

Among its most ambitious clean energy projects, work is well advanced on the Mohammed bin Rashid Al Maktoum Solar Park, the largest single-site solar park in the world with a planned capacity of 5,000 MW by 2030.

Involving a total investment of AED50 billion, based on the Independent Power Producer (IPP) model, the solar park is expected to cut 6.5 million tonnes of carbon emissions annually when fully completed.

In December, HH Sheikh Mohammed

bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, inaugurated the largest concentrated solar power (CSP) project in the world, within the fourth phase of the park.

The 950 MW Phase Four is the biggest investment project that uses three hybrid technologies – 600 MW from a parabolic basin complex, 100 MW from the CSP tower, and 250 MW from photovoltaic solar panels. The project features the tallest solar tower in the world, standing at 263.1 m high, and the largest thermal energy storage capacity of 5,907 megawatt hours (MWh), said Dubai Electricity and Water Authority (Dewa).

The project will provide about 320,000 residences with clean and sustainable energy and will cut carbon emissions by about 1.6 million tonnes annually.

The 900 MW fifth phase of the solar park was inaugurated in June last year and is providing clean energy to around 270,000 residences in Dubai, while reducing 1.18 million tonnes of carbon emissions annually. The project, implemented based on IPP model, is a partnership between Dewa (60 per cent) and a consortium led by Saudi-based utility project developer Acwa Power and Gulf Investment Corporation (40 per cent) through Shuaa Energy 3.

Last September, Dewa awarded a AED5.51-billion contract to Abu Dhabi-based Masdar for the construction of the 1,800MW sixth phase of the project. When operational in stages starting from the fourth quarter of this year, the sixth phase will provide clean energy to approximately 540,000 residences and reduce 2.36



Dubai officials at the unveiling of plans for the metro's Blue Line.

million tonnes of carbon emissions annually. The total capacity of the solar energy projects commissioned at the solar park has reached 2,427MW.

The share of clean energy in Dubai's energy mix is about 16.3 per cent of its installed capacity - this percentage will reach 24 per cent in 2026 with the completion of the solar park.

In the water sector, work is in progress on the Hassyan Phase One Independent Water Producer (IWP) project, being set up at an investment of AED3.35 billion. Acwa Power is responsible for the construction and operation of the 180-million-gallons-per-day (MGD) sea water reverse osmosis (SWRO) plant.

According to Dewa, the project is the largest of its kind in the world for water production based on SWRO technology using solar energy. This is the Dubai utility's first IWP model project. The project is due for completion in 2026.

REAL ESTATE

According to global real estate services provider Savills, Dubai's residential sector has just had its best year on record. Transaction activity grew by 29 per cent year-on-year to an all-time high of 118,200 units last year - the first time the total transaction volume surpassed the 100,000-mark. The majority of the homes - 65,000 - were sold off-plan in 2023.

The residential market has witnessed an upward trend since 2021 and within two years, activity levels have more than doubled. Dubai is now among the few



Officials at the launch of a project to build a 1,425-m bridge to the Dubai Islands project.

global cities that have sustained growth in demand, which started after the Covid-19-induced restrictions were lifted, says Savills in its Dubai Property Market report for 2023.

This growth has been attributed to the increase in expatriate population, policies such as the recent change to the rules for real estate investors to qualify for the golden visa, and Dubai's growing and diversified economy overall, says the global real estate services provider.

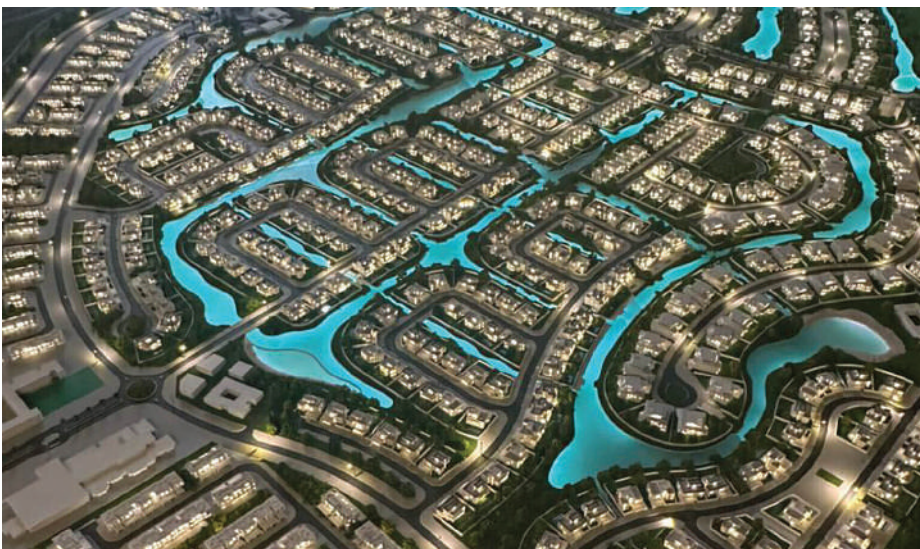
Given the pace at which projects are being launched in the emirate, Savills cautions that there may be a risk of oversupply for select assets across a few locations, which may limit any significant increase in average prices going forward.

Over the past year, Dubai has seen numerous developers, both local and international, launch projects on the market with many of them announcing overwhelming response. Most of the recent launches boast unique lifestyles, uber luxury, branded homes, and resort-like amenities.

Among the mega-scale developments launched over the past year are three multi-billion-dollar developments by Emaar Properties, a global property developer - The Heights Country Club and Grand Club Resort unveiled late last month with a total development value of AED96 billion; and The Oasis by Emaar, an AED73.5-billion waterfront luxury lifestyle destination launched in June 2023, which was expanded last month, increasing its land space by 108 per cent (*see facing page*).

Another UAE developer Omniyat probably deserves a mention for launching a series of projects boasting Dorchester Collection homes (*see Page 14*); while Damac Properties has continued to remain in the headlines throughout the year with several major launches, which boast branded homes, unique concepts such as "Flying Island" at Damac Casa, or artistic collaborations.

Damac's latest masterpiece, Altitude is the fourth tower in a series of Dubai Canal waterfront projects that includes Canal Heights 1 and 2 and Canal Crown. Altitude is a branded tower, in partnership with renowned Swiss jewellery brand de Grisogono, as is Canal Heights 2.



The Oasis by Emaar will feature more than 7,000 residential units.

Its three master-communities such as Damac Lagoons (*see Page 18*), Damac Hills and Damac Hills 2 continue to see impressive growth, with contract awards and new launches. Other projects being developed by Damac include the 71-storey Cavalli Tower in Dubai Marina; Damac Bay 2 by Cavalli; Damac Casa in Al Sufouh; and Damac Coral Reef in Dubai Maritime City.

Here is a look at some of the most striking property projects being developed in Dubai:

Burj Azizi: Azizi Developments has unveiled plans to build the second tallest tower – Burj Azizi – in Dubai on a prime plot of land on Sheikh Zayed Road at an investment of \$1.5 billion.

Scheduled to be completed within four years, the skyscraper will feature a vertical mall, luxury residences and opulent pent-houses in addition to a seven-star hotel, said the developer. The tower will also be home to a one-of-its-kind observation deck as well as numerous high-end food and beverage (F&B) options.

The developer has a string of projects under construction including Riviera, Azizi Central, Azizi Venice (*see below*), Azizi Grand, Azizi Vista and Beach Oasis.

Azizi Venice: Azizi Developments launched work in May last year on Azizi Venice, its venetian-inspired luxury waterfront lifestyle community, set entirely within a swimmable crystal-blue water lagoon. Located in Dubai South, the AED30-billion high-end mixed-use desert oasis community will feature over 30,000 residential units, including 100 mid-rise apartment complexes and more than 400 villas and mansions.

Among its highlights, the community, which will boast 24 million sq ft of GFA on a 15-million-sq-ft plot of land, will also feature a luxurious temperature-controlled pedestrianised boulevard, Dubai's second opera and other lifestyle-enhancing amenities.

Azizi is taking on the role as the master developer, in charge of constructing the buildings, roads and all infrastructure of the large-sized mixed-use development.

Azizi Venice will also feature two five-star and one four-star hotels, a full-service hospital, a kindergarten, schools, and a 4-km landscaped main road.

Palm Jebel Ali villas: Dubai developer Nakheel has recently launched one of its

\$46BN LIFESTYLE DESTINATIONS

IN LINE with its reputation for shaping lifestyles and creating world-class integrated destinations, global property developer Emaar Properties has just launched two new major projects which will be built next to its sprawling The Oasis by Emaar.

The newly announced The Heights Country Club and Grand Club Resort will involve a total development value of AED96 billion (\$26.14 billion).

The Heights Country Club, sprawling across 81 million sq ft of land and valued at AED55 billion, is poised to set a new standard in premium high-end living. Designed to offer an exclusive retreat, it merges state-of-the-art amenities with serene landscapes, creating a haven of comfort and elegance, it said.

Spanning over 60 million sq ft and boasting a development value of AED41 billion, the Grand Club Resort features the best of wellness and opulence. The resort is meticulously designed to house world-class wellness facilities, offering an unparalleled experience in luxury hospitality.

Emaar Properties Chairman Mohamed Alabbar says: "Dubai stands not only as a city, but as a global titan in luxury, real estate, and as a vibrant tourist hub. With the launch of The Heights Country Club, and Grand Club Resort, we are taking this story to new levels. Emaar is not just contributing to Dubai's progress, we are leading the way, creating exclusive lifestyle destinations with unprecedented amenities that set new global standards."

most visionary projects, Palm Jebel Ali, on the market with the release of the first villas available to purchase on the island. This follows the unveiling of the island's futuristic masterplan by HH Sheikh Mohammed in June last year.

Palm Jebel Ali is set on 13.4 sq km of land and boasts the longest coastline of any destination in Dubai.

The two new projects aim to set a new standard in premium high-end living.



Both developments will feature environmentally conscious designs that are consistent with the company's goals of sustainable development and future-ready living spaces. These exclusive lifestyle destinations will be a harmonious blend of exclusivity, sustainability, and innovative design, setting new standards for high-end real estate in the UAE, the company says.

Meanwhile, The Oasis by Emaar, a \$20-billion waterfront luxury lifestyle destination which was launched in June, was expanded last month, increasing its land space by 108 per cent with a larger landscaped area.

The Oasis by Emaar will feature more than 7,000 residential units with a mix of large mansions and villas with spacious plots offering stunning views of water canals, lakes, and parks.

Spread over a 100-million-sq-ft prime area in Dubai, the development will boast exceptional architectural design by the world's most famous architects, with interiors created by prominent international designers. ■

Dubai Islands: Nakheel has announced the launch of exclusive Bay Villas, on Dubai Islands B, a part of the premier living, entertainment, leisure, and tourism waterfront destination, Dubai Islands.

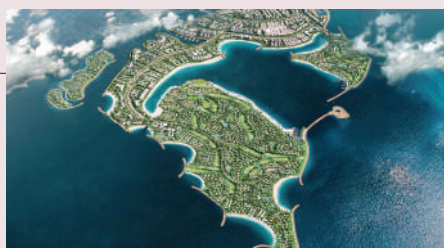
Dubai Islands comprises five islands with a total area of 17 sq km. ■

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DUBAI AT A GLANCE

Package name	Owner	Status*	\$ Million **
Al Maktoum International Airport Expansion – Overview	Dubai Aviation Engineering Projects (DAEP)	Construction	33,000
Al Maktoum International Airport Expansion – West Terminal Building & Concourse 1	DAEP	EPC ITB	3,000
Al Warsan Sewage Treatment Plant (STP) Extension	Dubai Municipality	Construction	380
Cavalli Tower	Damac Properties	Construction	545
Ciel Tower	The First Group	Construction	600
City Walk Central Park	Meraas Holdings	Construction	500
Deira Waterfront Development – Overview	Ithra Dubai	Construction	816
Dubai Creek Harbour – Dubai Square	Dubai Holding, Emaar Properties	Feasibility Study	2,722
Dubai Creek Harbour – Overview	Emaar Properties	Construction	8,333
Dubai Islands Development – Dubai Islands Boulevard	Nakheel	EPC ITB	1,300
Dubai Islands Development – Overview	Minor Hotel Group, Nakheel, Riu Hotels & Resorts, Roads and Transport Authority (RTA)	Construction	3,000
Dubai Strategic Sewerage Tunnels Project PPP (Deep Tunnel Portfolio)	Dubai Municipality	PMC ITB	22,000
Dubai to Abu Dhabi Hyperloop	Hyperloop One, RTA	Design	500
Emaar Beachfront – Grand Bleu Tower	Emaar Properties	Construction	350
Emaar Beachfront – Overview	Emaar Properties	Construction	1,000
Entisar Tower	Azizi Developments, Meydan	Design	817
Falconcity of Wonders – Overview	Falconcity of Wonders	Construction	1,500
Hassyan Clean Coal Fired Power Station – Phase 3 – 1200 MW	Dubai Electricity & Water Authority (Dewa)	Design	1,500
Hassyan Gas Fired Power Station – Overview	Dewa	Commissioning	4,900
Hassyan Independent Water Producer (IWP) Project	Acwa Power	E&P	914
Hatta Hydroelectric Power Station	Dewa	Construction	400
Imperial Avenue	Shapoorji Pallonji International Property Developers	Construction	408
Jewel of the Creek – Phase 2 – Commercial & Residential	Dubai Developments	Construction	330
Jumeirah Marsa Al Arab – Overview	Dubai Holding	Construction	1,700
MAG City – Overview	MAG Lifestyle Development	Construction	2,000
MAG City – Phase 1 – Apartments & Townhouses	MAG Lifestyle Development	Construction	550
Meydan One Mall	Meydan	Construction	1,500
Mohammed bin Rashid Al Maktoum Solar Park – Overview	Dewa	Construction	13,600
Mohammed bin Rashid Al Maktoum Solar Park – Phase 6 – 1,800 MW	Dewa, Abu Dhabi Future Energy Company (Masdar)	E&P	5,000
Port De La Mer	Meraas Holdings	Construction	500
Shindagha Corridor Scheme – (Scheme/Program)	RTA	Construction	1,440
The World – The Heart of Europe	Kleindienst Properties	Construction	5,000
Tilal Al Ghaf Community	Majid Al Futtaim	Construction	3,800
Town Square Development – Overview	Emaar, Nshama Development	Construction	5,000
Warsan Waste-to-Energy Plant	Dubai Municipality	Commissioning	1,100
Wasl Gate – Overview	Wasl Properties	Construction	10,000
Wasl Gate – Phase 2 – Hillside Apartments	Wasl Properties	Construction	3,000
Wonderland Reconstruction	Ento Capital, Wonder Park	EPC ITB	490
Zero Energy Building New Dewa HQ (Al-Shera'a)	Dewa	EPC ITB	326.7

* E&P = Engineering and procurement; EPC ITB = Engineering, procurement and construction invitation to bid; PMC = project management consultancy.



Consultant	Contractor	Start date	End date
-	Al Shafar General Contracting	2014-Q1	2030-Q1
-	-	2018-Q1	2030-Q1
-	Mohammed Abdulmohsin Al-Kharafi and Sons	2020-Q1	2024-Q4
-	China State Construction and Engineering Corporation (CSCEC)	2021-Q3	2026-Q3
-	China Railway 18th Bureau Group	2016-Q1	2024-Q1
-	Beaver Gulf Group	2019-Q1	2025-Q1
Ae7	Al Futtaim Carillion, ALEC, Beaver Gulf Group, CSCEC, Ssangyong Engineering & Construction	2015-Q1	2024-Q4
-	-	2018-Q3	2025-Q1
Atkins, Faithful + Gould, Hill International, Turner Construction	Al Basti & Muktha, Al Futtaim Carillion, Al Naboodah Contracting, Al-Shafar General Contracting (ASGC), Nurol Group, Trojan General Contracting	2006-Q1	2025-Q1
-	-	2017-Q1	2024-Q2
Ae7	United Engineering Construction (UNEC), Van Oord, Wade Adams Contracting	2013-Q4	2024-Q4
Parsons	-	2015-Q1	2025-Q4
-	-	2016-Q4	2030-Q4
-	Engineering Construction Company	2019-Q3	2024-Q1
-	Al Basti & Muktha, CSCEC, Engineering Construction Company, Nurol Group	2018-Q2	2025-Q4
Buro Happold	-	2012-Q4	2027-Q4
Eng Adnan Saffarini Office, Hyder Consulting	Evolve Contracting (Salem Ahmad Almoosa Enterprises), Ghantoot Transport & General Contracting, Pauling Middle East	2008-Q3	2025-Q4
Not Yet Appointed	-	2017-Q4	2024-Q4
Poyry	Acwa Power, General Electric Company (GE), Harbin Electric Corporation	2008-Q4	2024-Q4
Deloitte	Sepeco3, Sidem	2018-Q1	2026-Q4
Electricite de France (EDF)	Andritz, Ozkar Insaat, Strabag Oman	2016-Q4	2025-Q1
Arch Group	Shapoorji Pallonji & Company	2016-Q1	2024-Q1
-	General Construction Company, HLG Contracting	2020-Q3	2024-Q3
-	Al Shafar General Contracting	2017-Q2	2025-Q4
Parsons	China National Chemical Engineering Group Company	2019-Q1	2024-Q4
Parsons	China National Chemical Engineering Group Company	2019-Q1	2024-Q1
Turner Construction International	Webuild Group	2016-Q1	2024-Q2
Ernst & Young, ILF Consulting, intec GOPA, International Energy Consultants, Mott MacDonald	Abdul Latif Jameel, Acciona, Acwa Power, China Machinery Engineering Corporation (CMEC), EDF Energy, First Solar, Fotowatio Renewable Ventures (FRV), Ghella Construzioni, Masdar, Shanghai Electric Group, TSK Electronica y Electricidad	2012-Q1	2030-Q1
Ernst & Young	L&T	2021-Q3	2026-Q4
North 25	Al Sahel Contracting Company, Beaver Gulf Group, Bu Haleeba Contracting, China Railway 18th Bureau Group, Projects Link	2014-Q1	2024-Q4
Parsons	Besix, China State Construction Engineering Corporation (CSCEC), Wade Adams Contracting	2015-Q1	2027-Q1
-	City Diamond Contracting, JK Bauen, PSE Building Contracting, Sino Great Wall International Engineering Company, Wuchang Shipbuilding Industry Company	2007-Q1	2026-Q1
Faithful + Gould	ASGC, Shapoorji Pallonji & Company, UNEC	2018-Q2	2027-Q1
Al Wasl Al Jadeed Consultants	Beaver Gulf Group, Engineering and Contracting Company (ECC), Larsen & Toubro (L&T), UNEC	2015-Q1	2025-Q2
Ramboll	Besix, Dubai Holding, Dubai Aluminium Company (Dubal), Hitachi Zosen, Itochu	2015-Q2	2024-Q3
-	Al Futtaim Carillion	2015-Q4	2024-Q1
-	Al Futtaim Carillion	2017-Q1	2024-Q1
-	-	2017-Q1	2024-Q4
Atkins	-	2016-Q4	2024-Q4

** List includes projects worth over \$325 million only.

Source: DMS Projects

The Orla and Orla Infinity homes all boast architectural design by Foster + Partners.



DORCHESTER DWELLINGS

IN line with its ethos of “crafting the unconventional by curating living canvasses that fulfil the aspirations of the world’s most discerning people”, leading real estate developer Omniyat is fashioning a series of uber-luxury Dorchester Collection homes in the most sought-after addresses in Dubai – Palm Jumeirah and Burj Khalifa District.

These distinctive homes all boast architectural design by the renowned British international architecture firm Foster + Partners and are managed by legendary hospitality brand Dorchester Collection.

The latest to join the assembly at Palm Jumeirah is Orla Infinity, Dorchester Collection, Dubai, which is set to seamlessly blend with the stunning surroundings, offering a resort-style living experience alongside its counterpart, Orla, Dorchester Collection Dubai. The integration of private gardens and expansive landscaping creates a vision of harmonious luxury living, contributing to The Orla Collec-

tion by Omniyat, which is valued at over \$2 billion.

Residents of The Orla Collection will have access to a range of exclusive amenities, including private cinemas, a cigar lounge, a wellness and fitness centre, and an exclusive beach club.

Boasting interior design by Yodezeen and landscaping by ZED Collective, Orla Infinity will have only 20 duplex residences, each with unique features, including direct lift access, double-height spaces and floor-to-ceiling windows. The standout feature is the spacious terraces housing private pools up to 18 m long, providing uninterrupted views of the city and sea. The addition of smart home automation ensures a luxurious and hassle-free living experience.

On the new project, Founder and Chairman Mahdi Amjad says: “By blending functionality with architectural design, Omniyat is reinventing living spaces to be unique and far from the ordinary, while making a lasting impact on the



By blending functionality with architectural design, Omniyat is reinventing living spaces to be unique and far from the ordinary, while making a lasting impact on the city’s landscape

city’s landscape.”

Main construction works have commenced on the adjacent Orla, Dorchester Collection, with Innovo Build, one of the largest specialist high-end contractors in the UAE, responsible for its construction. The architectural masterpiece consists of

three iconic structures set across a 29,000-sq-m beachfront plot that sits at the apex of the Palm's crescent.

Comprising 85 two- to four-bedroom homes, three sky palaces and one of the largest private mansions on Palm Jumeirah, Orla, Dorchester Collection Dubai combines 270-degree sunrise to sunset views of the city skyline.

Orla will incorporate private terrace swimming pools at the end of large cantilevers that extend up to 13 m in length. The steel structure will employ curved-edge floor plates and a complex, multi-level slabs-and-formwork system to enable its intended form to come to life. In addition, Orla's construction will involve extensive use of travertine – along with double-height and curved glazing panels – to the building's façade, which will enhance its ultra-luxury feel.

The development will boast premium facilities and amenities, such as a private, resident-only beach club; a temperature-controlled outdoor infinity pool; a private cinema; a state-of-the-art fitness centre; a business centre with two meeting rooms, a boardroom, a multi-functional events space and library and cigar lounges.

The project is set to be delivered in Q2, 2026.

The other exclusive luxury residential offering coming up on Palm Jumeirah is Ava at Palm Jumeirah, Dorchester Collection, Dubai. Construction work on this

project too is being implemented by Innovo Build.

To provide seamless living without boundaries within this one-of-its-kind tower, the architects and engineers of Ava at Palm Jumeirah say they have curated a distinct, unconventional steel structure in lieu of the traditional concrete, which will allow for thinner columns and beams across its dramatic spans, enabling the 'sloping' tower forms of the graceful design.

Testing the possibilities of engineering, the façade elements at Ava at Palm Jumeirah will reach unprecedented architectural standards with impressive floor-to-ceiling sliding doors to the main terrace area, curved glazing panels that align with the floor plate, all with the highest quality specifications to maintain both thermal and acoustic requirements, according to the engineers. In addition, the steel structure is expertly designed to incorporate large, cantilevered terraces – exclusive to each individual resident's curated living space, they added.

Ava at Palm Jumeirah occupies the first



Ava at Palm Jumeirah ... the steel structure is expertly designed to incorporate large, cantilevered terraces.

premium plot on Palm Jumeirah, next to Omniyat's One at Palm Jumeirah, Dorchester Collection, Dubai. It will be home to 17 curated living spaces which will include a four-level Sky Palace that was recently sold for AED220 million (\$60 million).

BURJ KHALIFA DISTRICT

Meanwhile, Omniyat says it has begun the handover of The Lana Residences, Dorchester Collection, Dubai – its first project to be delivered within Marasi Bay Marina following its acquisition of this dynamic waterfront space in the Burj Khalifa District in September last year.

The developer has also expanded its portfolio in this district with the launch early this year of its latest masterpiece, Vela Viento, Dorchester Collection, Dubai.

At Vela Viento, the architectural brilliance of Foster + Partners will meet the flair of French interior design of the renowned Parisian design duo, Gilles & Boissier. The building's architecture will enable seamless indoor-outdoor living, providing each residence with its own landscaped terrace, and floor-to-ceiling windows that invite expansive views of the Marasi waterfront, Dubai Canal, Burj Khalifa, and Downtown Dubai. Bespoke units will also feature private pools and double-height living spaces.



Orla Infinity will have 20 duplex residences, each with unique features, such as double-height spaces.

In addition, Vela Viento will be crowned by two four-bedroom penthouses as well as three signature duplex apartments, which will each feature a 'hanging' dining room – a concept unique to this property, in which the spaces and bridges between the property's two towers meet to create a space that offers a distinctive 'in the sky' residential experience.

Residents of Vela Viento will enjoy a number of luxurious amenities at a height of 100 m, including an infinity-edge swimming pool, double-height gym, yoga studio, sun deck, and lounges. Additional amenities will be located on the podium level, including an indoor lap pool, children's pool, a wellness spa and state-of-the-art meeting rooms. Beyond the property itself, residents will enjoy the added privilege of accessing amenities provided by neighbouring properties Vela and The Lana Hotel, as well as the Beach Club at One at Palm Jumeirah by Omniyat.

Once complete, the new property will contribute significantly to the elevation of the Marasi Bay area into a unique ultra-luxury enclave along with its sister property, Vela, Dorchester Collection, Dubai – launched in June 2023 – as well as The Lana Residences.

The Lana's 39 ultra-exclusive homes – which also feature the timeless designs of Gilles et Boissier as does the Vela, Dorchester Collection, Dubai – presents its residents with a spectrum of leisure and luxury living. Within each living space, floor-to-ceiling windows provide maximising views of the Burj Khalifa District and the wider cityscape of Dubai. Crafted with attention to detail, the interiors are embellished with luxurious finishing, oak flooring and state-of-the-art furniture and appliances.

The Lana Residences' dedicated amenities include a spacious outdoor swimming pool, private gym, including reformer pilates and yoga studio, among other world-class facilities.

Omniyat also started construction work late last year on Vela, Dorchester Collection, Dubai, which will rise to 150-m tall, with over 270,000 sq ft spread across 30 floors, housing 38 curated and fully-furnished residences. Reflecting its waterfront location, the structure will feature Omniyat's signature curves, wraparound terrace pools, and glass façades for seam-



The Vela, Dorchester Collection, Dubai ... construction work on the 150-m building began late last year.



The Lana Residences ... homes are now being handed over to the owners.



Vela Viento will be crowned by two four-bedroom penthouses as well as three signature duplex apartments.

less indoor-outdoor living.

Vela promises a lifestyle of leisure and refinement throughout, offering an infinity-edge lap pool, triple-height gym, spa suite

and salon, cinema room, valet, and more tailored services dedicated to residents.

Handover is currently projected for Q4 2026. ■



MEDITERRANEAN SANCTUARY

DAMAC Lagoons, a sprawling development in Dubailand that is poised to be the UAE's first LEED Platinum-certified community, is set to see the structural completion by mid-year of its first 6,000 exquisite waterfront villas nestled across 11 distinct clusters which are inspired by the Mediterranean locale.

This prestigious LEED Platinum recognition under the Leadership in Energy and Environmental Design (LEED) Cities and Communities Rating System signifies Damac Lagoons' commitment to sustainable living, offering residents a haven that seamlessly blends luxury with environmental responsibility, says its Dubai-based developer Damac.

Damac Lagoons' 11 distinct clusters – Santorini, Costa Brava, Nice, Portofino, Monte Carlo, Malta, Venice, Marbella, Ibiza, Mykonos, and Morocco – are each meticulously designed to capture the essence of their Mediterranean counterparts using artistic cues from their namesakes.

Speaking to *Gulf Construction* in an ex-

clusive interview, Damac's General Manager of Projects Mohammed Tahaineih says: "Damac Lagoons is not just a development, it's a testament to our commitment to redefine modern living. From the breathtaking Mediterranean-inspired clusters to the innovative use of technology and sustainable practices, every aspect reflects our dedication to creating a vibrant and harmonious community. As we overcome challenges and reach significant milestones, we are excited about the journey ahead, confident that Damac Lagoons will set new standards for excellence and provide an unparalleled living experience for our future residents."

Damac Lagoons will offer a total of 8,644 Mediterranean-inspired villas and 1,134 apartments set along azure blue lagoons



Tahaineih ... committed to redefine modern living.

and an inland white beach. The community addresses all recreational and lifestyle requirements with each cluster having its own water body. Its Adventure Zone and water parks will cater to thrill-seekers, while snorkelling and the floating amphitheatre add unique aquatic and entertainment attractions to the project.

Multiple access points from major roads have also been incorporated to minimise commute times for residents.

The project, which comprises a total GFA of 2.3 million sq m, also hosts an exclusive centrally located clubhouse which includes large swimmable lagoons, sports courts and a gym and will offer residents a premium space for various activities, complemented by waterside restaurants, cafes, and a boutique retail area. Finally, themed amenities and carefully landscaped spaces in each cluster reflect the charm of their Mediterranean namesakes.

In addition, Damac Lagoons will feature a spacious mall with an attractive selection of retail options, design work on which is currently being finalised, Tahaineih indicates.

Designated plots have been also allocated for children's schools.

The company has awarded contracts worth more than AED10 billion (\$2.72 billion) for the master development.

To put this impressive project together, Damac has joined hands with several industry-leading consultants including AE7, Khatib & Alami and Arif & Bintok; and contractors such as Shapoorji Pallonji, Genco, Pivot, Delta, and Al Hamad.

“With the current market conditions and the construction boom within the neighbouring countries, developers are vying for the top contractors for the project. However, with Damac’s long history in the market and our relationships with contractors, we can secure contracts with the best players to ensure our projects are delivered on time and with the best quality,” Tahaineh says.

Commenting on the status of work on the development, he says: “Construction is currently ongoing across the entire development and our overall progress for Damac Lagoons is at 30 per cent. Construction is under way on 7,618 villas and substantial infrastructure deep services have been completed for all villa clusters.

“The handover of villas will commence in Q4 2024 and will go on till the end of 2026. We are looking forward to having the first tenants move in before the end of this year.”

With a daily average of more than 24,500 workers, the peak of construction saw the mobilisation of over 100 excavators and the daily entry of more than 1,000 vehicles to the site, he remarks.

“Notably, the project prioritised safety, logging more than 33 million safe man-hours throughout the construction process. These impressive figures underscore



Mykonos cluster... designed to capture the essence of its Mediterranean counterpart.

the scale and meticulous planning involved in bringing Damac Lagoons to fruition,” Tahaineh points out.

The buildings rest on carefully executed foundations, with isolated footings and raft foundations applied where applicable, ensuring stability and durability. The superstructure employs a combination of conventional and precast techniques, showcasing a blend of traditional and modern construction methods. Notably, the flooring throughout the development boasts large-sized porcelain and marble tiles, adding a touch of luxury and sophistication to the overall design, Tahaineh explains.

The façade of each cluster has been designed to embody a distinctive Mediterranean ambiance and architecture. Slim profile aluminium has also been utilised in the construction, contributing to a sleek and modern aesthetic, while the latest MEP equipment guarantees enhanced efficiency and functionality.

The project integrates innovative technology in its design and construction, notably utilising 3D simulation for meticulous planning and visualisation before construction begins. An experience centre enhances stakeholder engagement through immersive experiences. Additionally, precast technology is employed for all boundary walls and concrete pergolas.

Damac Lagoons stands out for its commitment to smart systems, sustainability, and safety. The smart systems integrated into the development prioritise environmental friendliness and human safety, aligning with modern and responsible practices, Tahaineh concludes.

Apart from Damac Lagoons, Damac has a series of developments under way in Dubai including four Dubai Canal waterfront projects – Altitude, Canal Heights 1 and 2 and Canal Crown – the 71-storey Cavalli Tower in Dubai Marina, Damac Coral Reef in Dubai Maritime City, Damac Casa in the Al Sufouh area, Damac Hills, its first master community, and Damac Hills 2 master community, which is now home to more than 29,000 residents and continues to grow. ■



Malta Pavilion uses artistic cues from its Mediterranean namesake.

Mered gives flight to Iconic vision



Iconic Tower ... the city-facing side shows thinner lines inspired by the wind-sculpted forms of sand dunes.

ENABLING works are set to start this month (March) on what will be the tallest building in Dubai Internet City. Soaring to a height of 286.4 m, The Iconic Tower will offer 311 ultra-luxury residential apartments and world-class amenities designed by Italian automobile designer Pininfarina.

Being spearheaded by prominent international real estate developer, Mered, in collaboration with Pininfarina, the project aims to redefine living standards in Dubai, fusing an innovative real estate approach with legendary design ethos.

World-class amenities spread across the building include a private lounge and dining room, a well-equipped gym, a private cinema, an infinity pool overlooking the sea, lounges and outdoor terraces, a Jacuzzi, a sauna and much more. The tower will feature 423 dedicated parking spaces, including a limited number of exclusive, air-conditioned ones.

According to Mered, the detailed design phase is under way, while work is ongoing on preparing tender documentation for the main construction contract of the

project which is scheduled for completion in the fourth quarter of 2027.

Speaking to *Gulf Construction* about the location and vision for the tower, Diana Nilipovskaia, CEO at Mered, says: "Dubai's real estate is a fast-moving market renowned for its forward-thinking, innovation and focus on becoming a global

real estate destination. When we were searching for a place to develop our flagship project, we needed a city that would fit with our company's vision as well as our ambitions for pushing the boundaries of what's possible in the industry. Dubai was the perfect place for it.

"The vision for the Iconic Tower is to create an icon of design and a reference model for building excellence, to achieve engineering perfection, and to enrich people's lives in Dubai. We back this ambitious vision with our team's strong expertise in construction quality, cutting-edge management systems, and technology. At the same time, at the core of Mered's philosophy are consideration for the needs and aspirations of the future owners of our buildings and genuine care about the long-lasting impact our projects will have on the city."

Nilipovskaia points out that the partnership with Pininfarina is a milestone in Mered's journey to elevate the real estate landscape in the country.

"Pininfarina's exceptional 90-year heritage in Italian design and worldwide architectural experience complements our vision for the Iconic Tower, ensuring that it will not just be a residential development but a landmark that embodies elegance, craftsmanship, and cutting-edge technology," she adds.

The name "Iconic" encapsulates this bold vision, highlighting three core pillars – iconic design by Pininfarina, iconic quality by Mered, and the fact that the tower is set to be instantly recognised as a city icon of



The Iconic Tower will offer 311 ultra-luxury residential apartments.

Dubai, Nilipovskaia emphasises.

“Our Iconic residential tower promises to seamlessly merge thoughtful functionality and architectural aesthetics, the latest technology and craftsmanship, heritage and innovation, city buzz and serenity, embodying the concept of “Beauty in Harmony... Timeless Value”, she adds.

The Iconic Tower highlights Mered's strategic approach to urban development, featuring a unique and promising location, prominent architecture, state-of-the-art design, and high-quality construction.

The tower incorporates a number of green features to ensure its sustainability, according to Nilipovskaia.

She elaborates: “The design of the Iconic Tower follows the Al-Safat Green Building Regulations and the Dubai Building Code and reflects a commitment to energy efficiency, water conservation and responsible waste management. The building's thermal envelope is designed to incorporate continuous insulation to reduce thermal bridges and enhance performance.

“Water is a precious resource – we're careful with it. From waste drainage pipe-work to condensate drains from HVAC units repurposed for irrigation, every drop is accounted for. Embracing district cooling, we're tapping into chilled water supplied by plate heat exchangers in the ETS room. The Iconic Tower breathes naturally, with operable windows following Dubai Municipality (DM) regulations, while the main entrance door doubles as a shield against conditioned air loss. We're adding green roofs to a minimum of 30 per cent of the building's total roof area and shading



The lobby area at the Iconic Tower.

walkways with materials featuring specified Solar Reflectance Index (SRI) values.

“We designed the tower floor plan and glazing to achieve natural daylight and views, following DM building regulations. As the Iconic residential tower rises, it not only stands as a symbol of architectural excellence but also as a contributor to a sustainable future in Dubai's skyline.”

Giovanni de Niederhausern, Senior Vice President of Architecture in Pininfarina, tells *Gulf Construction* that Dubai, with its modern soul and natural elements, inspired the design of the Iconic Tower.

“Wind is a constant presence. Through the air flows, it shapes sharp lines and distinct contours conferring to the building a sense of modernity and connection with the natural elements. The wind extends its influence on the whole tower. The two primary facades feature gentler shapes that

recall calm waters caressed by the air while the city-facing side shows thinner lines inspired by the wind-sculpted forms of sand dunes. A contrast of shapes contributes to elevating the project, giving the impression that the tower is a dynamic entity in harmony with the surrounding urban environment,” he explains.

The tower was conceived to include innovative design elements to enhance the overall experience of its residents and to create a sense of community. The structure of the tower stands out for its perceived movement. The residential floors are organised into three blocks split by three distinctive floors, thus making the structure more dynamic, and improving the general visual appeal. It reflects the energetic soul of Dubai and its evolving landscape, he adds.

The attention to the resident's wellness led to the creation of an intermediate floor that includes an oasis for relaxation and leisure. At the top of the tower, the penthouse allows residents to completely take in Dubai's skyline.

“These characterising elements make the tower innovative in terms of living experience, by providing spaces that create a harmony between urban life and the desire to be immersed in nature,” de Niederhausern remarks.

Building on its vision, Mered is committed to bringing together a team of expert real estate professionals from around the world, dedicated to creating exceptional lifestyles that enrich and enhance customers' lives, while remaining relevant for today and tomorrow. ■



Iconic tower will feature 423 dedicated parking spaces, including a limited number of exclusive, air-conditioned ones.

Outsourcing brings key benefits: Addmore



Outsourcing has proven particularly beneficial in material quantity takeoffs, bills of quantities, and cost estimating.

IN the fast-paced construction landscape, efficiency and precision are paramount to the success of any project. To keep abreast of market demands, construction professionals are increasingly turning to outsourcing to streamline their processes and improve project outcomes, according to a leading global technical service provider.

Among the areas where outsourcing has proven particularly beneficial is in material quantity takeoffs, bills of quantities, and cost estimating, says Addmore Services, which stands out for its expertise.

“Outsourcing these critical aspects of construction project management to specialised firms like Addmore Services offers a multitude of advantages that can significantly impact the overall success of a project,” says Colin Addley, the Founder and President of Addmore Services.

Addmore is looking to provide companies in the region particularly those in the dynamic Dubai market – which Addley served for two decades from 1994-2014 – a range of specialist services, including material quantity take-off, cost estimating, risk management, as well as architec-

tural production drawings, shop-drawings; BIM, 3D modelling and rendering.

Addmore Services stands out for its commitment to excellence and comprehensive offerings, he states, adding that by outsourcing material quantity takeoffs, bills of quantities, and cost estimating to the company, construction firms in the region can benefit in terms of precision and accuracy, time efficiency, cost savings, scalability, while gaining access to specialised skills and freeing up valuable time to focus on their core competencies.

He elaborates: “One of the primary advantages of outsourcing to Addmore Services is the precision and accuracy the firm brings to quantity takeoffs and cost estimating. Its team of experienced professionals utilises advanced software and industry knowledge to ensure that every detail is accounted for. This accuracy is vital in avoiding costly errors and discrepancies in project budgets.”

Construction projects are often characterised by tight deadlines, making time a precious resource. By outsourcing quantity takeoffs and cost estimating to Addmore Services, construction professionals can

free up valuable time to focus on other critical aspects of project management, Addley says.

“The prompt and efficient services provided by Addmore ensure that projects move forward seamlessly, meeting deadlines without compromising on quality,” he claims.

In addition, outsourcing to Addmore Services can result in significant cost savings for construction projects. With its expertise in quantity takeoffs and cost estimating, the company can identify potential cost-saving measures and provide accurate budget projections. This proactive approach helps in preventing overruns and ensures that projects stay within budgetary constraints, Addley points out.

This apart, Addmore Services has a team of specialised professionals who are well-versed in the intricacies of quantity takeoffs and cost estimating. This specialised knowledge ensures that projects benefit from the latest industry insights and best practices, he adds.

Given the fact that construction projects vary in size and complexity, outsourcing to Addmore Services offers scalability to meet the unique needs of each project, according to Addley.

“Whether it’s a small residential development or a large-scale commercial endeavour, the company’s services can be tailored to match the specific requirements, providing flexibility to construction professionals,” he says.

By outsourcing quantity takeoffs and cost estimating to Addmore Services, construction firms can concentrate on their core competencies, allowing them to enhance their overall productivity and efficiency, thus leading to improved project outcomes.

“Outsourcing material quantity takeoffs, bills of quantities, and cost estimating to Addmore Services is a strategic move for construction professionals aiming to optimise their operations. The advantages of precision, time efficiency, cost savings, access to specialised skills, scalability, and an ability to focus on core competencies position Addmore Services as a reliable partner in ensuring the success of construction projects. As the industry continues to evolve, embracing such innovative solutions is essential for staying competitive and achieving sustainable growth in the dynamic world of construction,” Addley concludes. ■

PREMIUM sanitary ware specialist Hansgrohe Group is creating waves in Dubai's thriving luxury real estate market. The company's premium brands, hansgrohe and AXOR, are not only meeting the design demands of discerning homeowners but also championing an impressive sustainability drive, setting a new standard for responsible living in the emirate.

While headquartered in Shiltach, Germany, Hansgrohe boasts a robust presence in the Middle East through a network of partners and distributors. Notably, the company operates two showrooms in the UAE, one in Dubai and another in Abu Dhabi.

Hansgrohe's premium and luxury products, including showers, shower systems, faucets and accessories, can be found in some of the region's leading hotel and hospitality projects. Among them are the Burj Khalifa, the Bulgari Hotel & Resort, W Hotel & Residences, Jewel of the Creek, Address Skyview Towers, Address Dubai Mall Hotel, Address Fujairah Hotel, Sofitel Hotel & Resort at Palm Jumeirah, Jumeirah Creekside Hotel, Nikki Beach Hotel and Resort, and Grand Cosmopolitan Hotel – all of which boast AXOR products.

Hansgrohe Group has received a wealth of awards for its sustainability innovation commitment, including its most recent success – a “Gold for Green” German Sustainability Award. It has also earned a series of accreditations from leading environmental certification bodies in the region, including the SASO of Saudi Arabia; Estidama of Abu Dhabi and Emirates Conformity Assessment Scheme (ECAS).

One of the company's most ambitious and innovative sustainability initiatives to date is its “Green Vision”, a bathroom design concept developed in collaboration with Phoenix Design. This revolutionary concept boasts a 90 per cent reduction in water and energy usage, translating to a 90 per cent decrease in CO₂ emissions within the bathroom space.

“In recent years of development utilising qualitative market research and design thinking methods, a ‘bathroom of the future’ was created, which is probably the most sustainable bathroom that functions almost without water. The results question and rethink existing rituals about bathing

Hansgrohe's products, green drive win praise



The AXOR brand continues to collaborate with some of the world's leading designers.

and hygiene, and the project is exemplary of Hansgrohe Group's pioneering quest to protect the planet,” says Andreas Wolf, Head of Sales CIS & Middle East.

While Green Vision is a concept study that has the potential to become reality, the technical innovations of the individual modules are already being incorporated into the development of AXOR and hansgrohe products.

The company is committed to ensuring that, by 2030, all of its water-bearing products will be available exclusively with water-saving technologies. By 2025, the group will already have converted 75 per cent of its overhead and hand-held showers to EcoSmart technology, which reduces the amount of shower water consumed on a daily basis by up to 60 per cent. Hansgrohe's EcoSmart overhead and hand showers consume just eight litres of water per minute, with some managing to use as little as six litres, according to Wolf.

Water conservation does not come at the

expense of design aesthetics. The AXOR brand continues to collaborate with some of the world's leading designers, including Philippe Starck, Barber Osgerby and Antonio Citterio, where the aim is always to create highly original iconic designs that also facilitate the highest levels of water and energy saving, he adds. Some of these most iconic collaborations include AXOR ShowerComposition by Starck, AXOR One Shower Set and AXOR Citterio Rhombic and E collections by Citterio, amongst others.

Sustainability was also intrinsic in the development of hansgrohe's new ceramics collection, a totally new addition, positioning the company as a holistic provider of bathroom interiors. The Elupura toilet range and Xuniva washbasin collections are constructed from entirely natural and recyclable materials, while boasting a level of design aesthetic for which hansgrohe's showers and faucets have become renowned.

The drive to be environmentally conscious is not just limited to product design and outstanding innovation, but is evident across all of the company's operations where its objectives are divided into three categories; conserving water, protecting the environment and becoming part of the circular economy.

The sustainability team of the Hansgrohe Group has defined 10 initiatives with concrete objectives and projects that contribute to these three fields of action, including Green Production and Green Packaging as well as Green Products initiatives.

It has long recognised the importance of collaboration in the drive to be sustainable and works closely with architects and interior designers in a collective mission to ensure sustainability targets are met in the built environment. A recent event held at its Dubai showroom saw the region's leading architects gather to hear about the company's commitment to water and energy conservation, and the significant contribution it is making within the hotel and hospitality sector, where sustainability issues continue to remain high on the agenda.

The company also shares its best practice and vision with the next generation. Vice President of Sales MEA, CIS and LatAm, Martial Gil, recently addressed Architecture students at the American University of Sharjah, which was in his words, "a drive to spark their creativity and equip them with the knowledge and mindset to transform spaces while considering the ecological footprint".

Highlighting best practice within the environmental sector also remains high on the agenda for Gil, who has presented at a number of thought leadership platforms on the topic of sustainability held in Dubai.

Gil comments: "The mission to protect the previous resource of water is ongoing and it's a collective responsibility. It is not a solo journey but a collaborate effort that thrives on diverse perspectives and exper-



tise. Sharing important elements of our vision with clients, partners stakeholders, including the next generation of designers and architects, as well as environmentalists is very important as it stimulates debate and encourages a keen focus that ultimately leads to action and progress." ■



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