

Madinah Hub Project

Client

Knowledge Economic City (KEC)

Scope of Work

Design Review

Location

Al-Madinah, Saudi Arabia

Types of Activities

Architectural
Civil
Electrical
HVAC
Interior Design
Landscaping
Mechanical
Roads
Structural

Chapman Taylor is designing a 392,000 m² mixed-use district in Madinah, Saudi Arabia, as a central element of one of the largest touristic projects in one of the top 25 visitor destinations in the world.

Knowledge Economic City (KEC) hub forms the retail, leisure, and hospitality core of KEC masterplan, creating an exciting and dynamic urban district that offers the largest and most diverse shopping, dining, and entertainment venue in the globally significant pilgrimage destination.

Located 6 km from the Prophet's Mosque and easily accessible from the Haramain high-speed railway station, the development's 129,000m² shopping and entertainment center includes a series of glass-covered atria and streets containing a range of shops, restaurants,

cafés, cinema, family entertainment centers, wellness clinic, and a museum showcasing the history and culture of the region.

A vibrant, open-air restaurant boulevard provides a pedestrianized, family-friendly dining experience, while a 45,000 m² landscaped park, lake, and central civic square provide spaces for events and relaxation and include a cultural village, shops, restaurants, and cafés.

KEC hub also delivers a 350-key, 5-star hotel and 66 branded residences for the Hilton brand within two large towers. The architecture for these is inspired by traditional Mashrabiya windows, while the interior design involves a luxurious interpretation of the traditional architectural style of the region.





The hotel also offers a 500-capacity ballroom for weddings, conferences, and various events. State-of-the-art facilities include meeting/conference facilities, fitness suite, and outdoor & indoor swimming pools, including a children's swimming pool. A rooftop lounge hosts the main hotel restaurant.

The hotel and residences are connected directly to the wider mixed-use development, for which the two towers act as signature buildings and orientation landmark for residents and tourists coming from the railway station and airport.

The design concept for KEC Hub is inspired by the charm and character of arabesque architecture, capturing its tones, using interplays of light and shadow, and introducing intricate patterns to create a modern interpretation of the key principles of the regional vernacular.

ECG has reviewed, commented, and ensured that the detailed design deliverables are developed according to Knowledge Economic City (KEC) requirements, agreed space program, acceptable codes, and authorities' requirements; and reported that the detailed design is aligned to all relevant regulations, codes of practice, and by-laws are ascertained.

Also in each phase, ECG has submitted to KEC a comprehensive design review report covering all design/engineering disciplines outlined in the services. Additionally, ECG review includes comments, recommendations, and analysis to be communicated with the main consultant, and status review for the overall design and associated deliverables to grant the required approval from Economic Cities and Special Zones Authority (ECZA) after KEC approval.

ECG has ensured that all the deliverables received from the main consultant are complete, coordinated, and cover all the project aspects. Thus, ECG has submitted all the required documents/drawings as per ECZA process requirements on behalf of KEC to facilitate the review process and get the permits accordingly.