

**SI** Städtebau-Institut  
Universität Stuttgart



# URBAN BRANDING STRATEGIES and the EMERGING ARAB CITYSCAPE “The Image of the Gulf City”

Vorgelegt von:

**Mona Helmy**  
aus Kairo, Ägypten

Hauptberichter:

**Prof. Dr.-Ing. Franz Pesch**

Mitberichter:

**Prof. (em) Dr.-Ing. Michael Trieb**

2008





In the Name of Allah, Most Beneficent, Most Merciful  
Im Namen Allah's, Des Sich Erbarmenden, Des Barmherzigen

**URBAN BRANDING STRATEGIES**  
and the  
**EMERGING ARAB CITYSCAPE**  
The Image of the Gulf City

Mona Helmy, Urban Branding Strategies and the Emerging Arab Cityscape:  
The Image of the Gulf City

Copyright © 2008 by Helmy, Mona. All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the author; [helmy.mona@gmail.com](mailto:helmy.mona@gmail.com)

**URBAN BRANDING STRATEGIES**  
and the  
**EMERGING ARAB CITYSCAPE**  
The Image of the Gulf City

Von der Fakultät für Architektur und Stadtplanung der Universität Stuttgart  
zur Erlangung der Würde eines Doktors der Ingenieurwissenschaften (Dr.-Ing.)  
genehmigte Abhandlung

Vorgelegt von:  
Mona Helmy  
aus Kairo, Agypten

Hauptberichter: Prof. Dr.-Ing. Franz Pesch  
Mitberichter: Prof. (em) Dr.-Ing. Michael Trieb

Tag der mündlichen Prüfung: 05.11.2008

Year of publication: 2008

*“To the soul of my father”*

# Contents

<b>Preface</b> .....	<b>I</b>
<b>1. Introduction: the scope and approach of the research</b>	
1.1. Urban Branding and Urban Development in the Arab Gulf City.....	4
1.2. Key Issues .....	5
1.3. Research Objectives.....	5
1.4. Research Hypothesis.....	5
1.5. Research Methodology.....	6
<b>2. Urban branding</b>	
2.1. Branding of products and branding of cities.....	9
2.1.1. Branding of products.....	9
2.1.2. Branding of cities.....	10
2.2. City branding and the production of the city image.....	10
2.3. Objectives of city branding strategies.....	11
2.4. Illustrative city branding examples.....	12
2.5. Principles of city branding.....	13
2.6. Visual and Brand City Images.....	15
2.7. City Image in a Changing World.....	19
2.8. City Branding: Theory & Practice.....	21
2.9. Mapping City Image Layers.....	25
<b>3. The Arab Gulf City</b>	
3.1. Urban historical studies on the Gulf City: The early history.....	29
3.2. Modern Urbanization.....	30
3.3. Oil urbanisation and the global economy.....	31
3.4. The Arab Islamic traditions and the question of identity.....	33
<b>4. Case Studies</b>	
An analytical approach to the case studies .....	39
4.1. Dubai, UAE.....	44
4.1.1. City Context.....	45
4.1.1.1. Natural Setting.....	45
4.1.1.2. Historical Development.....	47
4.1.2. City Making.....	51
4.1.2.1. City Structure.....	51
4.1.2.2. City Form.....	57
4.1.2.3. City Development.....	63
4.1.3. City Branding.....	73
4.1.3.1. Vision.....	73
4.1.3.2. Target Groups.....	73
4.1.3.3. Institutions .....	74
4.1.3.4. Strategies .....	75
4.1.3.5. Media-Generated Image .....	81

4.2.	Doha, Qatar .....	84
4.2.1	City Context .....	85
4.2.1.1	Natural Setting .....	85
4.2.1.2	Historical Development .....	87
4.2.2	City Making .....	89
4.2.2.1	City Structure .....	89
4.2.2.2	City Form .....	95
4.2.2.3	City Development .....	101
4.2.3	City Branding .....	109
4.2.3.1	Vision .....	109
4.2.3.2	Target Groups .....	111
4.2.3.3	Institutions .....	111
4.2.3.4	Strategies .....	112
4.2.3.5	Media-Generated Image .....	117
4.3.	Kuwait City, Kuwait .....	120
4.3.1	City Context .....	121
4.3.1.1	Natural Setting .....	121
4.3.1.2	Historical Development .....	123
4.3.2	City Making .....	127
4.3.2.1	City Structure .....	127
4.3.2.2	City Form .....	133
4.3.2.3	City Development .....	139
4.3.3	City Branding .....	149
4.3.3.1	Vision .....	149
4.3.3.2	Target Groups .....	149
4.3.3.3	Institutions .....	150
4.3.3.4	Strategies .....	151
4.3.3.5	Media-Generated Image .....	157
4.4.	Jeddah, KSA .....	160
4.4.1	City Context .....	161
4.4.1.1	Natural Setting .....	161
4.4.1.2	Historical Development .....	163
4.4.2	City Making .....	167
4.4.2.1	City Structure .....	167
4.4.2.2	City Form .....	175
4.4.2.3	City Development .....	179
4.4.3	City Branding .....	187
4.4.3.1	Vision .....	187
4.4.3.2	Target Groups .....	188
4.4.3.3	Institutions .....	188
4.4.3.4	Strategies .....	189
4.4.3.5	Media-Generated Image .....	195
<b>5.</b>	<b>Comparative Analysis</b> .....	
5.1	City Context .....	201
5.1.1	Natural Setting .....	201
5.1.2	Historical Development .....	0



5.2	City Making .....	203
5.2.1	City Structure .....	203
5.2.2	City Form .....	205
5.2.3	City Development .....	209
5.3	City Branding .....	217
5.3.1	Vision .....	217
5.3.2	Target Groups .....	218
5.3.3	Strategies .....	219
5.3.4	Media- Generated Image .....	223
5.4.	Observations, interpretations and discussion .....	225
<b>6.</b>	<b>Imaging the Arab Gulf Cities</b>	
6.1.	Introduction: A conceptual framework for the planning of City Image .....	231
6.2.	Imaging the Arab Gulf Cities .....	233
6.3.	City Image Planning Process .....	239
6.4.	City Image Planning Guidelines .....	242
1.	Skylines .....	245
2.	Public Spaces .....	249
3.	Architecture.....	251
4.	Urban Heritage .....	255
5.	Public Art .....	257
6.1	Media-Generated Image: Events and Festivals .....	259
6.2	Media-Generated Image: City Logos .....	261
6.3	Media-Generated Image: Slogans .....	263
6.4	Media-Generated Image: City Websites .....	265
<b>7.</b>	<b>References</b> .....	267
	<b>Summery</b> .....	273
	<b>Zusammenfassung</b> .....	283

## Preface

The idea of this work was born during a discussion in one of Cairo's intellectual seminars on "the Enhancement of the Egyptian Urban Landscape" and its impact on the city image. At that time, I was inspired by the contemporary city image and imaging processes. Looking at the virtual images (media generated-images) of Arab Gulf cities that were never visited at that time, as well as my own real experience in those cities later raised many stimulating questions for me. For example, is the city image only a direct product of an accumulative design process over time, or an outcome of the human cognitive experience, or a projected image through the city marketing activities, and so on. Yet, I started to realize that there is a complex relationship between those images that needs to be explored, understood and directed within the city planning processes.

The purpose of this work is to examine the major features of branding the Arab Gulf city and evaluate the significance of those features on the image of the Gulf city. It intends to serve as a starting point for architects, urban designers and planners, city tourism and economic development authorities on a wider debate for the future of the Gulf City. This study attempts to provide the context of which more detailed studies, evaluation, and observation can be conducted. The elements of city design and branding of the Arab Gulf City are examined here in detail city context, city making, city branding and city imaging. Moreover, examined in some depth is the less obvious relationship between the city visual image, i.e. image produced through the design process of the city, and the branded image, i.e. the media-generated city image. How the emerging Gulf cityscape has changed from its local traditional form into modernized and global forms and the challenges associated with that rapid urban change are also covered in this study.

These features of the Arab Gulf City are examined by reference to contemporary academic works in the fields of Gulf history, urban geography, architecture, and city design; appropriate publications; and contemporary tourism narratives.

In addition, this work attempts to connect the description of Arab Gulf city design to the conduct of comprehensive-spectrum urban form design. Although the author conducted partial field observations in some of the region's cities such as Jeddah, Riyadh, Dubai, Sharjah, and Ajman, circumstances require that this dissertation primarily rely on open-source research.

Finally, this work is a review of general regional characteristics. As in the case of any general review, some individual cases can vary, sometimes greatly from the patterns described. However, prior knowledge of the general pattern makes the inevitable difference more obvious and easier for one to understand.

## Acknowledgements

I would especially like to thank my professor , Prof. Franz Peach for his kind supervision and for his endless support, continuous encouragement, and inspiring ideas which not only made this work possible, but have also opened up many ways for me to comprehend the contemporary city transformations and global urban conditions from a critical perspective.

Several individuals who helped make this study possible and provided valuable insights and comments to the work must be thanked. I would like to thank Prof. Johannes Jessen, Prof. Michael Trieb, and Dr. Anette Gangler, of the Staedtebau Institute-University of Stuttgart, for their valuable comments, strong support and research advise, which certainly enriched this work.

I would also like to thank the renowned architect and planner, Prof. Rem Koolhaas (of OMA, The Netherlands and Harvard University, USA) for his personal interest in my study and for his encouragement. In addition, I wish to express my gratitude to Prof. Yasser El Sheshtawy (The UAE University at Al Ain, UAE), Dr. Amr Merdan (Kuwait), and Prof. Mashary Al Naim (King Faisal University, Dammam, KSA), for their valuable support and kind assistance with materials and advice.

My deep thanks go to Mr. Ayman Assem, and Mr. Badr Moustafa for their strong computer modelling and visualization technical support. A special thank to Mrs. Hala Al Ansari for her patient English copy editing and careful review of the text and for Dr. Fred Ernst and Mrs. Paola Lonardi for their patient review of the German text.

Finally, special thanks to my friend and husband Dr. Galal Abada for his endless support and never-ending encouragement over the course of this endeavor. My utmost gratitude is to my sons, Omar and Karim, for their long patience and continuous support, which they provided to me over the years spent in this work.

My mother.....my family.....thank you all for your love and support.

Sheikh Zayed Road



Doha Street

The master plan of the Burj Dubai (the Tower), Dubai, currently under construction. The Tower, to be finished in 2009, is expected to be the tallest building in the world, reaching a height of 700. m

*Since 1970, oil has given the Arab Gulf city the opportunity to break regional and international records in urban development and economic growth and to experience dramatic changes in the political, economic and sociocultural domains; especially in architecture and urbanism*

Chapter

1

Urban branding and urban development in the Arab Gulf city

# INTRODUCTION

The focus of this research is the Arab Gulf city, as it is selected to be a representative for the Arab city at large. The Arab Gulf city is defined here in broad geographical, social, economic, and cultural terms to include the historical and modern urban centers located in the coastal regions of the Arabian Gulf, as well as parts of Saudi Arabia. The area under consideration was chosen in relation to the development of the modern state, recent urban changes and the relevant characteristics of the theory and practice of city branding in these cities.

## INTRODUCTION

For many decades, the image of the Gulf cities was of vast deserts, camel caravans, and unlimited petroleum production facilities. Urbanization was almost not envisioned in those images. However, the image of the contemporary Arab Gulf cities shows that they have had distinct history, culture, economy, and profound traces of changes. Also, their image is shaped with the 1970s and 1980s modernization trends that possessed the promise of enhancing the quality of life, but it also generates associated problems and challenges for the city. Therefore, the Gulf cities were unique, as their singular geographic context, their history, the influence of Islam and traditional cultural heritage, the resistance to colonialism, and the unprecedented impact of the oil industry all combine to create a distinct and special urban space and city image.

The discovery of oil in the Arab Gulf and its economic implications has made the Arabian Gulf countries amongst the richest countries in the world in a short time. Since 1970, oil has given the Arab Gulf city the opportunity to break regional and international records in urban development and economic growth and to experience dramatic changes in the political, economic and sociocultural domains, and especially in architecture and urbanism.

These changes are attributed to a number of factors, mainly the political state of independence after decades of colonization, the



Figure (1.1) The skyline of some Arab Cities showing the change in the traditional cityscape

increasing economic development resultant from the oil money, the considerable population growth and the dramatic change in the demographic structure of both local inhabitants and the increasing foreign labour.

The oil boom has resulted in a flourish of large scale building industry, introducing what is known as “Oil Urbanization”. As a result, the built environment of major cities in the region has undergone major radical transformations in their built environment. The domination of global economy almost everywhere has significantly contributed to the increasingly economic development of the region as new regional/international commercial and business centers, which in turn has strongly affected the form and character of the Gulf city.

It is argued that the development of oil urbanization has been shaped by the different practices of “Urban Branding” and city marketing processes, either directly, in the form of planned strategies, national projects and city campaigns; or indirectly as a result of large scale city structure plans and grand development projects to draw an image of progress and welfare. Most of the planned strategies and campaigns were directed to attract international tourists, investors and entrepreneurs as well as to overstate the image of the city for some political and culture reasons.

### **1.1. Urban branding and urban development in the Arab Gulf city**

Over the last two decades, there has been a growing awareness of the role of some Gulf cities in the regional economic growth. Similarly, there has been an increasing willingness to develop strategies to cope with the rapid challenges of urban development, while preserving an authentic identity for these cities. Increasingly, many cities in the region have made large efforts to achieve a distinct reputation as successful and distinctive world class cities and to increase the attractiveness of the city region as a place to live, work, visit or do business. Hypothetically, branding the city, similar to commercial branding, links urban development with historical and cultural identity. It aims to develop new and creative ways of communicating the image of the city to the rest of the region, or to the world at large. “Urban Branding” strategies were extensively used in the Arab Gulf city with different interpretations and in various forms.

The focus of this research is the Arab Gulf city, as it is selected to be a representative for the Arab city at large. The Arab Gulf city is defined here in broad geographical, social, economic, and cultural terms to include the historical and modern urban centers located in the coastal regions of the Arabian Gulf, as well as parts of Saudi Arabia and Oman. The area under consideration was chosen in relation to the development of the modern state, recent urban changes and the relevant characteristics of the theory and practice of city branding in those cities.

## **1.2. Key Issues**

The above introduction shows that within the urban transformation processes that took place in the Arab Gulf region, the visual appearance of some cities has lost much of its special identity. Sometimes, they look similar to each other (see fig. 1.1). The main research questions concentrate on the opportunities offered by the city branding practice to incorporate the cultural identity and sense of the city within the planning process of urban development.

The key issues of this research are based on three major enquiries:

- To what extent does the creation of an attractive city image make changes in the urban landscape?
- What are the opportunities offered by urban branding, represented in individual urban projects, to guide or to control the appearance of the conventional elements of the collective visual identity of cities?
- How have cities succeeded (or not) in achieving a balance between development strategies, plans and projects and their urban branding processes in the creation of a successful city image.

## **1.3. Research Objectives**

The main objectives of this research are to generate new knowledge on how the cities brand themselves and investigate the process in which the rapid urban transformations change the perception of locations in a socio-culturally, economically and politically distinct region. The research aims at examining whether a balance between the preservation of the visual identity of places and urban development of cities can be achieved. Also, the study aims to establish a planning framework that incorporates the practice of urban branding in the design and planning of cities as well as their policy making process. This planning framework seeks to achieve a balance between the distinct visual identity of the locations and the economic, tourism and the urban development in the Arab Gulf city.

## **1.4. Research Hypothesis**

The research hypothesizes that the development of urban marketing policy for some Gulf cities responded to their development needs and goals, which called for the promotion of a positive image for these cities in the region. Consequently, branding strategies can have a positive impact on the ability of those cities to achieve their economic, social and cultural objectives. In western countries, many cities have developed their own visual images integrating some of their historical and cultural icons together with modern urban elements and new landmark buildings. In many cases, this process reflects the city's unique position as a gateway to new economic opportunities in the region and around the world. Planning of city brand is coordinated in accordance with a number of introductory strategic objectives.



These objectives include:

1. An understanding of the city's economic and political positions as a regional/world city.
2. A representation of symbols, activities and forms that represent the cultural values and meanings in the city.
3. A creation of initiatives that communicate the city's competitive positioning within the regional/international context.

### **1.5. Research Methodology**

The research is based on a “thematic” approach to the analysis and evaluation of urban branding experience in the Arab Gulf city, in which the most related methodological techniques to the complexities of the Arabic Gulf city are integrated. It is suggested that this thematic approach will combine an descriptive approach, a comparative analysis method in assessing selected examples, as well as an interpretation of some illustrated case studies from the region. It is argued that by this methodological combination, an appropriate methodological approach to the study can be efficiently formulated. Also, it is suggested that the research will develop special analytical techniques for describing and analyzing the form and structure image of the Arab Gulf city and its related attributes.



Figure (1.2) The water front of Dubai Creek represents the current transformations in the Arab Gulf cities

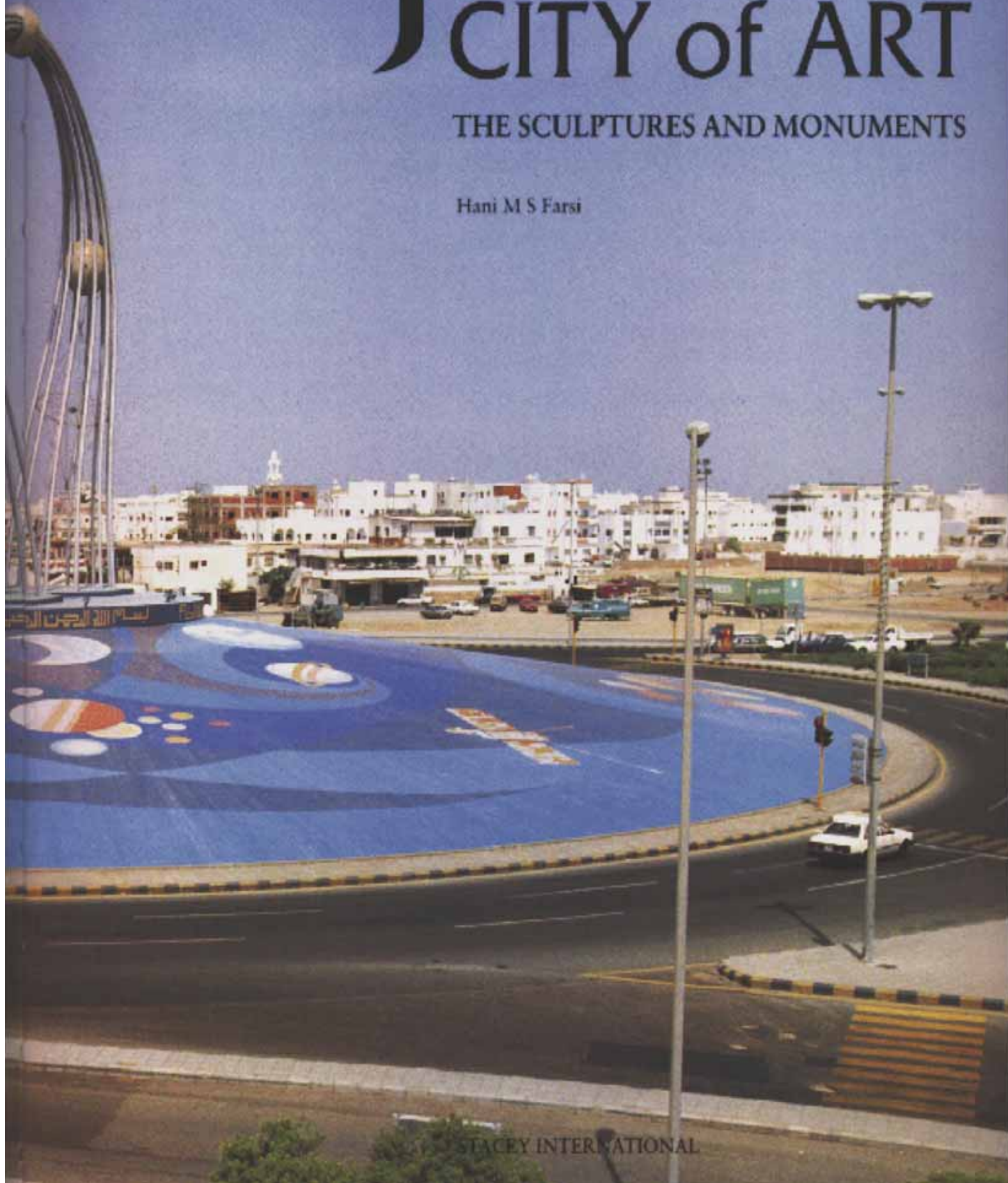
# JEDDAH

---

# CITY of ART

THE SCULPTURES AND MONUMENTS

Hani M S Farsi



*“Branding  
is defined as a name, term, sign,  
symbol or design or a combination  
of them intended to identify the  
goods and services of one seller or  
group of sellers and to differentiate  
them from those of competition”*

- The American Marketing Association

Chapter

2

Overview: Theoretical approaches and practical experiences of

# URBAN BRANDING

**Urban Branding** still remains a rather unexplored aspect of urban studies. Yet, considerable research has been conducted on how cities brand themselves; and how cities succeed in creating a brand, or a corporate image as a good to be better identified, marketed and sold. In western cities, many experiences have pointed out that marketing of cities for urban development, touristic destination, cultural festivals, entertainment events, investments promotion, etc., can play an important role in the strategic planning of the economic, urban, tourism and cultural development of cities.

## URBAN BRANDING

Over the past two decades, there has been a growing awareness in the role of the cities in the regional economic growth and competitiveness. Similarly, there has been an increasing willingness to develop strategies to cope with the rapid challenges of urban development, while preserving an authentic image and identity for these cities. Increasingly, many cities in the Arab Gulf region have made large efforts to achieve a distinct reputation as successful and distinctive world class cities and to increase the attractiveness of the city region as a place to live, work, visit or do business.

It argues here that understanding the branding of product can help the understanding of branding process of cities and places and provide with clear insight into the process.

### 2.1. Branding of Products and Branding of Cities

Hypothetically, branding of cities, similar to branding of products, links urban images with the elements of urban forms, historical and cultural identity. It aims to develop new and creative ways of communicating the image of the city to the rest of the region, or to the world at large. Appropriate “Urban Branding” strategies and plans were used in many cities for various goals and with different interpretations and in various forms.

#### 2.1.1. Branding of Products

**According to the American Marketing Association Branding is defined as “a name, term, sign, symbol or design, or a combination of them intended to identify the goals and services of one seller or group of sellers and to differentiate them from those of competition”.**

The word “*brand*” refers to a company, product name, a logo or trademark, establishing emotional attachment to products and companies. Branding efforts create a feeling of involvement and an appearance of intangible qualities that surround brand names, marks, or symbols. A “brand” is therefore, a form of a name and/or logo, slogan, symbol of a product that evokes a perception of added value of this product beyond its direct functional purpose [Urban Marketing Collaborative 2004]. In general, a brand fulfills the needs of customers to generate a preference of a product on another one in their minds, conveying some competitive advantage. For example, a product is purchased because it can efficiently respond to certain needs. However, when it comes to buying a certain product instead of another product, the purchase decision may be based on non functional reasons, but rather due to sources of differentiation, such as association with emotions, status, charm, or reputation. Hence, the first purchase characteristic is functionality; the rest is added value.

The characteristics of brand are thus functional; rational, tangible and user oriented, as well as added values, such as emotional, and intangible, associated with personal or other experience, memories, aesthetically and sensory appeals [Winfield 2005].

### **2.1.2. Branding of Cities**

Branding of cities, as the shaping of the 'urban imaginary' of a particular place, represents a collection of feelings and perceptions about image, urban life, and cityscape. Similarly, city branding, as a new field of urban communication, denotes the marketing of the city image through representation processes. The conceptual difference between the commercial branding and city branding is that the process of city branding locations is related to a set of values, meanings and social roles. Product brands only have to satisfy single audiences or consumers, while urban branding has a wide range of audiences to satisfy, such as residents, tourists, business men and officials. As with products, brand is embodied also in cities. Similarly, some scholars such as [Winfield 2005] and [Landa 2004] point out that in commercial branding, the main characteristics of the city brand are functionality and the added values:

- 1- Functionality: Cities, like brands, must be functional. A city must function as a place for living, working, housing, public transportation, tourism, recreational attractions, etc. Many cities have successfully realized their development strategies, programmes and plans to achieve a better reputation and status, through attracting citizens, inviting new business opportunities and to promote tourism, new cultures and leisure facilities, providing better housing and offering a clear profile or spectacular events .
- 2- Added Value: City brands provide not only functional benefits, but also non-functional added value. Strong and successful city brands have added values which are translated into loyalty. The sources of added values can vary between people's experience and their perception of the city; the meaning, significance and belief in the city; to the aesthetics of the city, appearance and look; as well as to the history of the city, heritage, architecture and local tradition.

In recent years, cities such as Barcelona, Bilbao, Dublin and Manchester have shown that by changing their image and brand - or the ways in which both the outside world and their own citizens/businesses perceive the place - economic redevelopment and reinvention benefit greatly through enhancing the city reputation and economic competitiveness.

### **2.2. City Branding and the Production of the City Image**

The concern of urban branding is the promotion of the image of places, through representation, communicating and marketing the place's image to the rest of a city/region, on measurable and tangible assets such as physical infrastructure, location, nature, public services and amenities.

Thus, it may change the perception of a place. Urban branding strategies are not limited to the promotion of the image of the city, but it extends more, to change it into a spectacle urban experience for the interest of investors, politicians, real estate and construction entrepreneurs, planners, architects, and other groups that stand to profit from enhancing the role of their cities. The practice of branding places or cities often involves both public and private agencies who promote the image of a particular place, so as to make it attractive for economic enterprises, tourists and for the inhabitants of that place. Branding of places and cities consists of two main elements, place making and place promotion such as follows:

- 1- Place making or city building, a process which makes the place specifically advantageous or attractive.
- 2- Place or city marketing, an effort to promote the place/city specific advantage and its attractiveness.



Figure (2.1) Images of Las Vegas, USA represent the production of the image for branding cities

several websites outline numerous branding strategies. See, for example: [www.city-identity-image.com](http://www.city-identity-image.com), 2006

Place making/city building and place/city marketing strategies, practiced previously from Las Vegas, to Toronto, to Singapore and Shanghai among other cities, draw attention to the creation of production of images (either real or illusionary) for remarkable cities. For example, the replicas of Eiffel Tower, Egyptian Temples and monuments, the Asian-style lavish buildings along with ad strips, stunning performances, diverse amusements, etc. and fragments in Las Vegas (as in Fig. 2.1) show approaches of image production in the built environment, in the form of extraordinary architecture, mega-events, and large-scale projects - share the objective of making the city more competitive on the American and global scene.

Consequently, the production of images of the city can be manifested in the processes and strategies for transforming places/cities into extraordinary urban spectacles. As a result, the produced images of urban projects are frequently used to promote the future image of a city at large, from multi-media presentations, to international events or competitions, to promotional brochures, and postcards depicting the local skyline or architecture. Nevertheless, city marketing strategies are not only dealing with the urban impact of development, but also with the acceptance of the project by the general public.

### 2.3. Objectives of City Branding Strategies

Hence, the main objectives for city branding strategies and plans for building up or improving the city image can be summarized as to

- achieve competitive advantages regionally and internationally,
- strengthen the reputation of a city and its corporate identity in order to improve its economic role,
- improve the quality of urban life for the inhabitants by providing of better public realm and a distinct sense of place,
- preserve and restore cultural diversity as an important characteristic of many cities' life,
- improve the legibility, and accessibility within cities.

## **2.4. Illustrative City Branding Examples**

Recent city branding experience in New York City, Toronto, Edinburgh, and Hong Kong among other cities, shows that few cities have been able to practice city branding from a holistic point of view, combining functional aspects together with the added value aspects based on careful studies and plans. This holistic approach has effectively strengthened identity, profile and reputation, and has become the vibrant home to citizens, businesses and tourism being part of a comprehensive plan for their development [Gulmann 2005]. The lessons gained from these cities is that successful cities have the same qualities as strong brands, and market their history, quality of place, lifestyle, culture, diversity, and form cooperative partnerships between city municipalities and government in order to enhance their infrastructure. Illustrative examples include:

### **2.4. 1. Branding Hong Kong**

It is the promotion of the city' positive image to external audiences. This was done by promotions and brandings campaigns which work with consistent messages in the multi-media. The Hong Kong visual corporate identity has been designed to communicate Hong Kong's logo as a historical and cultural icon. Emphasizing the location, positioning, to create a slogan were important in terms of a branding strategy for Hong Kong. In addition, the brand management of Hong Kong, where association with branding activities to represent the value it possesses and building an understanding of the city brand were also considered as important factors.

### **2.4. 2. Branding Toronto**

Its welcoming spirit has attracted millions of people, making up a deep and culturally rich human mosaic. It is a culture of cultures, a place of infinite opportunities where everybody is appreciated for how they stand out, not for how they fit in, such a uniquely interesting place is answered by a constantly growing list: its innovative architecture, its theatre district, the character of its neighborhoods, its accepting legislation, a multi-talented workforce, art museums, its cleanliness, the International Film Festival, the parks, the lake, the celebration of humanity. Moreover, it is these people that make the city "city of imagination". Toronto has become the city of business, a place where the diversity of the population creates possibility. This also makes it the perfect "City of Meetings" as the city has always been an ideal gathering place.

### **2.4. 3. Branding Edinburgh**

The objective of the project is to develop a brand or a family of brands, which represent a cohesive marketing image for the city region. It is envisaged that all the region's sectors should gain benefits from using the brand. The brand develops and enhances Edinburgh's reputation as a successful and dynamic world class city region and will increase the attractiveness of the city region as a place in which to live, work, visit or do business. It helped to improve the economic and social prosperity of the city region. The Edinburgh brand provides a shared clear vision for the city region, ensuring a more "joined up" and effective approach.

## 2.5. Principles of City Branding

City marketing is a process that includes a wide set of activities. Urban or city marketing is an established practice within urban management and has attracted the interest of many academic commentators from various disciplines resulting in a substantial body of publications on the wider city marketing process [e.g. Kotler et al. 1999] and on specific issues or examples [e.g. Berg and Braun 1999; Gold and Ward 1994]. A distinction is necessary concerning branding and marketing, which is generally realized as only the development of logos and slogans on the city's promotional material. As Kavaratzis describes, "Branding is a wide process that does not substitute the marketing process but provides a distinct focus on the communicative aspect of all marketing measures" [Kavaratzis 2004]. City branding suggests a new experience in the application of city marketing, as a challenge to create associations with the city; emotional, mental, away from the functional character of marketing involvement.

Evidently, the most frequent application of branding within cities is focusing on the visual elements of branding such as the creation of a new logo, the incorporation of a new slogan and the design of advertising campaigns around these visual elements. As it will be shown, however, branding encompasses other ranges of activities that definitely influence and form a city's brand.

**There are several examples for city branding principles depending on the objectives and strategies. Examples are numerous such as:**

- 1. Inclusiveness and common city branding should be practiced for achieving social, political and economic objectives.**
- 2. Creativity and innovation: city branding should promote the creative use of the resources of the city in order to translate the complexity of the city into purposeful, distinctive and effective brand strategy.**
- 3. Complexity and simplicity: The reality of cities is complicated and often contradictory, yet the essence of effective branding is to communicate richness and diversity in ways which are simple, motivating, appealing and memorable.**
- 4. Integrity and Connectivity: city branding connects local governments, the private sector and non-governmental organizations in the city to stimulate involvement among all the stakeholders and share future city vision.**

Many cities, institutions and public relation agencies have developed sets of principles and guidelines to guide city branding strategies. The starting point is that there is a common misunderstanding that advertising and marketing are branding. On the contrary, they are tools of branding. Branding creates value for the city in three main ways: conveying messages of the city in accordance with its strategic vision, stimulating investment to reinforce and fulfill this vision, and creating innovative and effective ways to enhance its international reputation. However, these principles are examples of how many others serve mainly as guidance. The unique, strong and successful city branding strategies are based primarily on creativity and innovation in presenting future vision.

Examples of these principles are suggested such as follows:

**Clear Logo and Slogan:** The core values of the city have to be defined and understood first. Accordingly, a new brand promise or a slogan should be promoted. The city slogan is a promise. It should be a short and focused phrase that becomes part of the city logo, representing a mental picture that captures the essence of the city to all that are exposed to it.

**Truth and Credibility:** Cities often suffer from an outdated, unbalanced and stereotypical image. Branding has to ensure that the true, new, distinctive picture is communicated in a focused and effective way.



## Visual Image

Image refers to an internalized, mental identification of the “spirit” of a city, where inhabitants construct their internal city image. The distinct visual “images” that we are constantly exposed to, some of which we somehow retain in our memory and depict different viewpoints, as captured in photos, movies, TV programs, ads, print media, online media, etc. Lynch identified the city form as “a key to the city dweller understanding of the city”. He summarized the city form as an archetypal structure, recognizing that in the navigation of cities, or indeed any physical space, where the following four further concepts are uppermost in a person’s mind, the districts, edges, nodes and landmarks.

City image: As Lynch pointed out “We have the opportunity of forming our new world into an imageable landscape; visible, coherent and clear. It will require a new attitude and a physical reshaping of the domains which entrance the eye that organize themselves from a level to another level in time and space”. The visual environment becomes an integral piece of its inhabitant’s lives. It is by no means perfect, even in terms of imageability... but there seems to be a simple and automatic pleasure, a feeling of satisfaction, rightness and presence.”

## Identity

According to Lynch, identity is what makes a place more “identifiable”. This definition is associated more with the physical “distinguishability” which is related to legibility and orientation. Identity is more related to the concept of “unique character” as described by Norberg-Schulz, although he limits his definition to purely physical appearance. It suggests that identity is produced by a combination of tangible objects and their organization and vibrant activity.

## Media Generated Images

Media generated images are autonomous representations of cities, such as those in literature and on film, which have not only influenced the images of individual cities, but have also helped to construct the contemporary meaning of ‘the city’.

**Documentary:** Documentaries about cities provide an objective representation of the city life. As they have encoded a message and transcending narrative accompanies them, they make strong mental pictures with the sole power of the written text.

**Publications: Brochures, Posters and Magazines:** These offer non-fictional sequences of visual scenes, conveying powerful image expressed in narrative and pictures about cities.

**Travel Guides:** Such material would contain organized information intended for visitors to a place. Travel guides transmit the experience of a visitor by selecting “attractions”, or “places of interest”, or “must see places” that may affect the Image a visitor.

## **2.6. Visual and Brand City Images**

Appearance is a significant element of city branding. It indicates the way in which cities look and the way in which their physical characteristics are perceived. Contemporary branding practice points out that cities are largely defined by location, structure, function, or cultural success. Alexandria, Dubai, and Jeddah are famous mainly for their harbors. Zurich and New Cairo are famous as multi cultural centers. For example, the appearance of Jeddah reinforces its reputation as a “commercial and tourism center”. While rich in history and traditional architecture, Jeddah resists its historical gems to be demolished in order to be replaced by commercial developers seeking the highest land price. Branding Jeddah, for example, can stress on keeping its history in tact. This stability is a positive attribute for Jeddah.

Hence, it is argued that visual and brand images of the city are two integrated images. The visual image is the direct perceived image represented through experiencing the city, its form and structure. The brand image refers to the image promoted by several non physical mediums to transfer certain image of selective elements, landmarks, or message to be perceived.

### **2.6.1. Visual Image**

Images are illustrations in two dimensions, length and width, excluding depth. An image of a city is a representation of this city on a flat landscape, buildings and spaces. The visual image of the city is originated from the natural process of formation, structuring and perceiving the urban landscape, as a tangible manifestation of its formal and structural elements, buildings, landmarks, activities, festivals and carnivals, events, heritage and architecture. The classic elements of the city image [Lynch 1967] include “nodes, edges, paths, districts and landmarks”. The reading of the visual images of some international cities, New York, Tokyo, Hong Kong, Chicago and Shanghai, illustrate that the skylines of these cities represented in these images are real, tangible and explicit representation of the city building in its unity, in which the image of its total entity is a sum of its individual parts.

#### **New York City, USA**

New York City has one of the densest and most diverse skylines, accompanied by a huge collection of building styles. It is also the most easily recognizable skyline in the world. (See Fig. 2.2)

#### **Tokyo, Japan**

The skyline of Tokyo has a number of unique characteristics such as diversity and balance, that set it apart from other big city skylines. But because of the vast size of the city, many parts of the city appear to have their own skyline. (See Fig. 2.3)

#### **Hong Kong, China**

Hong Kong’s skyline shows a large selection of distinct sky-reaching towers. This city exemplifies the post-modern skyscraper and skyline. (See Fig. 2.4)



Figure (2.2) The skyline of New York City, USA



Figure (2.3) The skyline of Tokyo, Japan



Figure (2.4) The skyline of Hong Kong, China



Figure (2.5) The skyline of Chicago, USA



Figure (2.6) The skyline of Shanghai, China

### **Chicago, USA**

Chicago is the birthplace of the modern skyscraper, so naturally, it has many buildings over 200 meters tall. This city has some of the finest mid-century architecture and examples of modern skyscrapers. (See Fig. 2.5)

### **Shanghai, China**

Shanghai is China's biggest and most advanced city. Shanghai was said to be the most cosmopolitan city in the beginning of the 20th century. Now, it is quickly regaining its position as one of the biggest economic powerhouses in the world as well as a showcase of modern architecture. (See Fig. 2.6)

### 2.6.2. Brand Image

The brand city image is an image created by media, urban communication systems, public relation campaigns, TV reports, movies, documentaries, publications, tourist guides, and web sites, etc. The brand image, as opposed to the visual image of the city presents associations and experiences with businesses, people, sites, buildings, sports teams, cultural events, museums, parks, public space, etc. This image is normally an imaginary, intangible, projected and implicit vision of the city. Thus, the integration of the visual image created through the city development process and the brand image created by the city branding experience may offer great opportunities for understanding the future development of cities. Consequently, there is a need to establish and develop a practical approach to understand the formation and changing process of city sense and identity in the context of the Gulf city. Visual city image is the perception of the city (or city functions) by the stakeholders.

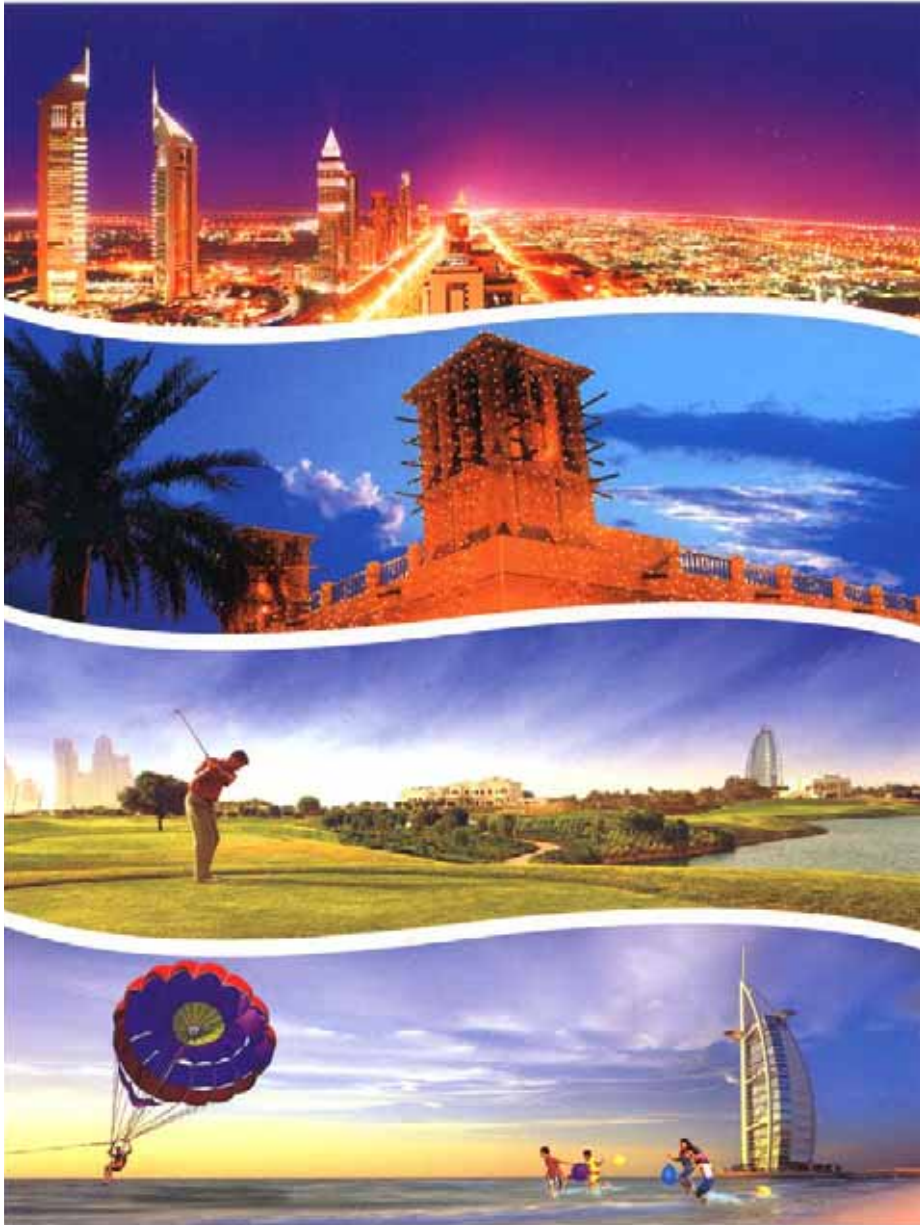
There is not just one city image. The image presented by typical elements of the city is different from the image presented by others. To become one of the controlling hubs of global networks, and fit the super model image of New York, London and Tokyo, cities that are embarking into complete “make-overs”, multi media and advertising campaigns, and public relations agencies. The tourism promotion poster of Dubai, as in fig. 2.7, is an illustrative example of the brand image of the city. It draws an image for the city as it’s widely promoted and physically manifested in reality.

These elements include:

- 1- A modern city, in which the image at night includes a view of its famous street that is full of landmarks, skyscrapers, light, and life. This night image attempts to transcend an indication of the modern infrastructure city looking toward the future.
- 2- A heritage city: Although the city is not very old (about 300 years), its heritage elements are unique and highly significant. The image combines part of a house that shows a wind tower - and interesting architectural elements and motives together with a palm. Palms are important representational heritage element in the region.
- 3- A Sport and Leisure City: the image presents a panoramic view of part of the city that indicates a number of sport facilities (golf course) integrated into the beautiful landscape.
- 4- A city of wonders: The famous Burj Al Arab along the coast presents an icon for the city of wonders. It also includes the practice of modern sports in a family welcoming atmosphere.

In summary, the interpretations of the images of Dubai indicated here, although being not exclusive, denote that Dubai is a modern city, equipped with modern infrastructure and contemporary services to serve as a world class city for business, living, tourism (with luxury hotels) and world class shopping malls and souks, desert and heritage attractions for Arabian experience.

Dubai.  
Where one great experience leads to another.



Uncrowded clean beaches and year-round sunshine. Luxury hotels and restaurants, serving a variety of international cuisine. World-class shopping malls and gold & spice souks. Desert adventures and heritage attractions for a fascinating Arabian experience. In short, Dubai has fun and excitement in store for your entire family.



GOVERNMENT OF DUBAI  
DEPARTMENT OF TOURISM AND COMMERCE MARKETING  
P.O. Box: 594, Dubai, United Arab Emirates. Tel: 00971 4 2230000. Fax: 00971 4 2230022.  
Website: <http://dubaitourism.ae> e-mail: [info@dubaitourism.ae](mailto:info@dubaitourism.ae)

Discover  
Dubai

Figure (2.7) A tourist Ad. for Dubai

## 2.7. City Image in a Changing World

This study suggests that urban branding can create new dimensions for improving the visual image of locations, representing urban landscape, economic strength, cultural identity and tourism. It is argued that an appropriate approach to the incorporation of urban branding in the city design and planning process can provide a significant contribution to the development of cities and their policy making processes. However, this possible contribution is not limited to the promotional campaigns for attracting investments or encouraging tourism.

### 2.7.1 Globalization and Globalized City

The issue of globalization and the image of the global city has been a central theme during the past few years. There are several definitions and concepts for globalization, which make it difficult to grasp. However, reviewing some selected concepts and interpretations to understand city image and identity in the age of globalization is needed. Globalization, according to [Giddens 1990], is defined as “the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by *events* occurring many miles away and vice versa”. As [Sassens 2001] explained, “Globalization is characterized by *flows* - flows of capital, people, technology, commodities, ideas”. Moreover, the impact of the Globalization process in cities around the world, as [Castells 1997] noted, that “there is a new spatial logic in these global cities called “space of flows” contrasted with traditional forms of urbanism termed “space of places”. Concentration of high level services occur in a few nodal centers. He noted that “It is a process that connects advanced services, producer centers, and markets in a global network with different intensity. Depending upon the relative importance of the activities located in each area vis-à-vis the global network” [Castells 1997, P. 380]. Thus, a global city is primarily a “process by which centers of production and consumption of advanced services, and their ancillary local societies, are connected in a global network” [Castells 1997, P. 386]. As a result of the globalization processes, many scholars have addressed the term “global” city to indicate the emergence of a new type of cities with certain distinctive characteristics that can be found throughout the world.

As Eleishe, A. points out, “In the present globalization process and the promotion of a global world’s economy, governments are competing to attract international investments and maximize the use of local resources towards transforming their cities into “world class cities” [Eleishe, A. 2005]. World cities, becoming competing sites for massive investments and economic transformations, are undergoing major spatial restructuring. Therefore, cities competing to achieve the “global” status are restructuring their business atmosphere and physical environments to create the needed conditions to support the concentration of flows. By launching massive construction schemes, aspiring cities can offer the spaces needed for managing flows, and present the iconographic images needed to play their roles in the global scene”.

### 2.7.2 A Globalized Image of Cities

Over the past three decades, world cultures, economies, and the architecture and urbanism have been turned into new relationships by globalization [Eleishe, A. 2005]. Consequently, as the globalization process dominates the world's economy, cities are transforming into "globalized cities". The increasing competition in some cities to include global images to their urban landscape is predominant. The globalization process has transformed some cities around the world into indistinguishable places, spectacle images, skyscrapers (as seen in fig. 2.8), large entrepreneurial developments, mega scale shopping malls, leisure parks and resorts. The global city's image is reproduced to accommodate the multicultural international demands of specific socio-economic needs of the world class city [Eleishe, A. 2005]. However, cities are assuming a powerful role, and as a result of such processes they are being increasingly viewed as a product that needs to be marketed. These marketing efforts involve attracting headquarters of multi national corporations, international companies and the staging of "mega-events." Architecture and urbanism in many instances are used as tools to create "spectacular" impressions, following well known pilot examples, such as: Sydney Opera, Hong Kong skyline and the Guggenheim museum in Bilbao to revitalize an otherwise stunning appearance.



Dubai Tower, Doha-Qatar



Infinity Tower, Dubai-UAE



KAAEC Tower, Red Sea, KSA



Dubai Tower, Dubai-UAE

Figure (2.8) Promotion of cities image and urban icons.  
Skyscrapers under construction in the Gulf area

## **2.8. City Branding: Theory & Practice**

Urban branding still remains a rather unexplored aspect of urban studies. Yet, considerable research has been conducted on how cities brand themselves; and how cities succeed in creating a brand, or a corporate image as a good example to be better identified, marketed and sold. In western cities, many experiences have pointed out that city brand can play an important role in the strategic planning of the economic, urban, tourism and cultural development of cities.

The literature on urban branding is not large enough to explore developed strategies and experiences of cities, but as a point of departure it can be attempted to re-imagine the city. Furthermore, urban branding can be said to be a form of 'collective impression management'. It is to manage what sort of understanding and impression potential visitors, investors or inhabitants might get [Jensen 2005]. Urban branding has thus to do with creating concepts and articulating differences. In general there are three types of analysis that are laying the foundation for urban branding activities; representation of the identity of a place, understanding the demand patterns and images of place consumers, and identifying the position of the place.

The role of media and the public sphere in the shaping the discourse of the city is considered to be of utmost importance. Furthermore, there is a complex and mutually reinforcing relationship between the media representations and the efforts made by cities to boost their competitiveness. The quantitative rankings of cities are thus playing an active role in enabling the implementation of entrepreneurial strategies [McCann 2004]. Some scholars see urban marketing activity as one of creating a monumental, consumer-oriented version of the urban imaginary characteristic of urban branding [Greenberg 2000]. The branding of cities is not just a question of economic growth opportunity. Much more important in framing of places questions whom will actually 'live the brand'? Other groups questioned whether urban branding is about imagining an urban future, then, there is an issue of who will perform this and in accordance with which value base?

### **Mapping City Branding**

Mapping is a graphical technique often used to analyze urban conditions. It combines diagrams, sketches, maps, images, demographics, social conditions, historical research and computer generated analysis as major illustrative methods. The mapping method will diagram spatial and visual conditions of the contemporary Gulf cityscape in relation to the branding development and their associated disparities, which is essential to creating premise from which propositions can be made.



### **City Image of Public Realm**

Recreating the city space and the provision of quality public amenities is always an important target for cities and municipalities in the region. This trend is manifested in the form of new civic squares, attractively designed pedestrian zones, lavish promenades and public parks. In addition, this trend takes advantage of the few remaining traditional architectural features, which represent symbols of historical value in these cities. In the UAE, Saudi Arabia and Qatar, many municipalities have recently undertaken wide programs of city beautification by erecting sculptures shaped as traditional pottery, palm trees, Arabic lettering, and ornamental motifs. Hence, according to this attitude, the promoted city image encompasses a touch of national pride, local history and identity.

### **City Image of shopping**

The current economic boom in a number of Gulf cities doesn't only refer to oil economy, but is also a consumption based economy. The Gulf Cities strongly compete with each other to attract local and international shoppers to their recently established shopping festivals all year long. Cities, like Jeddah and Sharjah, are being redeveloped and reconstructed as large scale commerce and consumption centers. The city lightingscape delineates the new ways of transforming the former separated city spaces into consumption and shopping centers which offer new branding opportunities and additional challenges to the cityscape.

### **City Image of Culture**

The importance of creativity and culture in the Gulf city indicates an increased awareness of the significance of culture, visual and performing arts as well as creative competence. Also, it shows the importance of culture in the making of successful contemporary urban economies. Branding Gulf cities as capitals of culture, or cities of international book fairs or cultural festivals proved that art and business are joining forces in the new urban competitive economy and shape the cultural image of the city.

### **City Image of Leisure and Entertainment**

The interest in leisure and entertainment appeared in the Gulf city as a result of the profound social and cultural change. The Manama City, the rising "Las Vegas of Arabia" shows that Fun and leisure usually combine well with urban culture and result in an enormous economic importance. Fun, leisure and shopping merges into a distinct urban cultural pattern of great interest to cities branding themselves on this dimension.

### **City Image of Knowledge**

A newly promoted image of the Gulf city as the city of knowledge with quality education and specialized research centers frequently appearing. In the UAE, Saudi, Kuwait and Qatar, a variety of American and European schools and universities have been founded to meet the skill demands of the international organizations, key industrial sectors, world financial institutions, and electronics and biotechnology fields. This tendency adds a unique feature to the image of the Gulf city, representing innovation, knowledge creation and world class research.

### **City Image of Business**

The Gulf city has been promoted as one of the major business centers in the Middle East. Some cities, like Dubai and Doha, are currently developed to be the new economic gateways to the world. There are many factors that put the Gulf city at the top of the highly growing business centers. These factors include vast transportation and infrastructure, leading industrial and financial capabilities, modern state-of-the-art media industry, promising IT technology centers, which are frequently appeared to present the image of the business city.

### **City Image of Governance**

It seems to be that there is a competition between cities to win the possibility to attract many international organizations and regional institutions to host their headquarters. Moreover, the city as a center for governance has been a new dimension for branding the Gulf city over the past few years. "From Government to Governance" is a western urban policy and planning concept that is gradually being adopted in a number of the Gulf cities in which they promote themselves as urban entrepreneurialism public-private partnerships. This means that public management is considerably moving from the official representative organizations system into semi-public and closed institutional settings.

### **City Image of History**

Preserving the historical traditions of the Gulf city's in architectural and urbanism aspects has always been an extended debate in the Gulf city and its architecture. This is particularly evident in the some old centers in the region, such as in Riyadh, Jeddah, Dubai and Muscat. This growing trend necessitated the need for large scale restoration activities and urban conservation projects to keep "a sense of history" to continue to be presented in the city.

### **City Image of Architecture**

The currently built I.M.Pei's museum of Islamic arts in Doha, the S.O.M. design for the forthcoming Dubai's tallest building in the world (about 700 m), the fine architectural quality skyscrapers and high rise buildings designed by international architects along the coast in almost all the Gulf cities and the upcoming new artificial residential wonders, like the "Palms" in Dubai, and almost everywhere in the region, provide an additional value to the image

of the Gulf city. As a city for architecture, creativity and innovation, they apparently represent the “Future city” idea.

### **City Image of People**

Gulf’s considerable high quality of life for its inhabitants has attracted millions of talented expertise, professionals and laborers from all over the world, who continue to make these cities their home. Consequently, the emerging cosmopolitan atmosphere in the city combines different cultures; Arabian, southern Asian, Chinese, European and American, in a multitude of native and ethnic neighborhoods and it goes well beyond cuisine, to include customs, traditions and individual of life within a considerably tolerant and heterogeneous social mix.

### **City Image of Tourism**

For the past few years, many cities in the Arab Gulf region have been discovered by the international tourism market as new and highly attractive destinations. The adopted tourism branding policies have strongly highlighted the unique diversity of the contemporary urban life in these cities. As a city for tourism, the image of the Gulf city appeals to the demanding traveler’s curiosity for the new, the different, the interesting, the astonishing and the uniquely traditional place and constantly evolving, changing and frequently enriched its built landscape.

### **City Image of Events**

The presentation of the city as a centre for vivid urban life dominates the visions of many of the city governors and administrators in the Gulf city. A wide variety of urban celebrations in the form of festivals, religious and cultural events, sport, international athletics, social carnival and much else creat part of the image of the Gulf city. This animated and vibrant aspect of the city was necessitated at the time of planning the city life, in which a calendar of activities is carefully planned and continued to be promoted widely as places of events and celebrations.

### **City Image of Meetings**

In today’s global village, the Gulf city has become a place where different people gather and meet. People from various disciplines, businesses, academic circles, categories and interests gather because the cities have large thriving conferences, fairs, exhibitions, conventions and incentives for travel business. The promoting of the city as an expanding international venue has affected its image, as it incorporates convenient meeting facilities, various dining and entertainment offers, multicultural social life, and considerable cleanliness and safety.

## 2.9. Mapping City Image Layers

Mapping city branding in the context of this study aims to provide a clear presentation for the image promoted by both physical and virtual images of the Gulf city. The suggested mapping combines the graphic decomposition of the city layers together with the presentation of the perceived image of the city.

Socio-cultural and economic forces have had a strong influence on the urban forms of the Arab Gulf region and have to deal with the transformation of its urban structure. The scope of the mapping process here is to present and analyze a synthesis of the current conditions of Arab Gulf city. The mapping process thus focuses on the emerging urban form and visual identity in these cities with the intention that propositions could be made of exploring alternative modes of intervention, within a contextual and contemporary global culture.

Mapping cities for understanding urban branding can take several forms and techniques of presentation. Obviously, there is no unified or standard technique to follow, rather, there is only a case by case technique, which can be developed depending on the specific condition of the case studied.

Mapping the city layers of Dubai and the assets it possesses an illustrative example for effective city branding brand. The tourist guide map of Dubai (Fig. 2.9) introduces a collective presentation to the elements of the city for the purpose of guiding tourist. However, the map embodies a clear presentation for the different layers of the city illustrated in a simple way and providing some images for the key landmarks.

Dubai is still a developing brand as an emerging global city-brand, attempting to focus on building its critical intangible brand assets and making the world appreciate the city as an “exciting and caring” city brand [Karnataka 2006]. Dubai is one of the most rapidly raising city-brands among other increasingly developing cities such as Barcelona and Shanghai.

The characteristics of Brand Dubai are remarkable and have been thoroughly built over the years. “Excitement” is the underlying branding identity, connoting daring, spirited and competitive. As [Sunill 2005] points out “All enduring, influential brands, in their pursuit of greatness, periodically do a brand assessment. Businesses in Dubai must adopt internationally accepted world-class systems and processes across all functional areas”. Dubai has historically earned its reputation as an international commercial center with an innovative, dynamic and entrepreneurial business culture. A successful brand image as a trading and shopping hub, brilliant infrastructure planning, excellent quality of life, multi-cultural workforce, world-class shopping malls, clusters built around real estate, trade and tourism are but a few of the aspects of the Brand Dubai.



FIVE STAR HOTELS			THREE STAR HOTELS			SHOPPING MALLS			IMPORTANT MEMBERS			
010 Al Baroon Rotana Hotel	011 Al Jumeirah Rotana Hotel	012 Al Safra Hotel	013 Al Safra Hotel	014 Al Safra Hotel	015 Al Safra Hotel	016 Al Safra Hotel	017 Al Safra Hotel	018 Al Safra Hotel	019 Al Safra Hotel	020 Al Safra Hotel	021 Al Safra Hotel	022 Al Safra Hotel
023 Al Safra Hotel	024 Al Safra Hotel	025 Al Safra Hotel	026 Al Safra Hotel	027 Al Safra Hotel	028 Al Safra Hotel	029 Al Safra Hotel	030 Al Safra Hotel	031 Al Safra Hotel	032 Al Safra Hotel	033 Al Safra Hotel	034 Al Safra Hotel	035 Al Safra Hotel
036 Al Safra Hotel	037 Al Safra Hotel	038 Al Safra Hotel	039 Al Safra Hotel	040 Al Safra Hotel	041 Al Safra Hotel	042 Al Safra Hotel	043 Al Safra Hotel	044 Al Safra Hotel	045 Al Safra Hotel	046 Al Safra Hotel	047 Al Safra Hotel	048 Al Safra Hotel
049 Al Safra Hotel	050 Al Safra Hotel	051 Al Safra Hotel	052 Al Safra Hotel	053 Al Safra Hotel	054 Al Safra Hotel	055 Al Safra Hotel	056 Al Safra Hotel	057 Al Safra Hotel	058 Al Safra Hotel	059 Al Safra Hotel	060 Al Safra Hotel	061 Al Safra Hotel
062 Al Safra Hotel	063 Al Safra Hotel	064 Al Safra Hotel	065 Al Safra Hotel	066 Al Safra Hotel	067 Al Safra Hotel	068 Al Safra Hotel	069 Al Safra Hotel	070 Al Safra Hotel	071 Al Safra Hotel	072 Al Safra Hotel	073 Al Safra Hotel	074 Al Safra Hotel
075 Al Safra Hotel	076 Al Safra Hotel	077 Al Safra Hotel	078 Al Safra Hotel	079 Al Safra Hotel	080 Al Safra Hotel	081 Al Safra Hotel	082 Al Safra Hotel	083 Al Safra Hotel	084 Al Safra Hotel	085 Al Safra Hotel	086 Al Safra Hotel	087 Al Safra Hotel
088 Al Safra Hotel	089 Al Safra Hotel	090 Al Safra Hotel	091 Al Safra Hotel	092 Al Safra Hotel	093 Al Safra Hotel	094 Al Safra Hotel	095 Al Safra Hotel	096 Al Safra Hotel	097 Al Safra Hotel	098 Al Safra Hotel	099 Al Safra Hotel	100 Al Safra Hotel

Figure (2.9) A tourist guide map of Dubai



The Faisaliah Tower (by Norman Foster) and the skyline of Riyadh, KSA

*“Oil wealth over the last 50 years has given rise to a totally new type of city, completely based on Western technology and materials, architectural styles, and planning methods”  
(Michael E. Bonine 1989)*

Chapter

3

A brief introduction to the history, recent development and the future of  
**THE ARAB GULF CITY**

The study argues that **there are three different perspectives to the description of the Gulf city form** that can help in explaining what context influenced the development of the Gulf city, how the city image has been made and changed, and what the patterns of media and communication are within the city image. Having a general knowledge of these perspectives will offer insight into the unique Gulf city structure and dynamics. Though, each of the perspectives contributes to the understanding of the Gulf city, none capture all its important influences.

## THE CONTEMPORARY ARAB GULF CITY

The Arab Gulf region, an area made up of the Arabian Peninsula, is located in the southwestern region of the Asian continent. Covering about 3 million square kilometers, the southeastern area of the peninsula is the Rub'al-Khali, the Empty Quarter, which is the world's largest expanse of continuous sand. Geographically, the Arabian Peninsula consists of Saudi Arabia, Kuwait, Bahrain, Qatar, the United Arab Emirates, the Sultanate of Oman, and the Republic of Yemen. Several characteristics unite the Arab Gulf cities and are common to most of them. They enjoy many prevalent characteristics, such as their typical historical process of formation, growth, development, and change, as well as the traditional city form, centrality, and the importance of mosques, and marketplaces, the organization of quarters and residential design, including the similar process of modernization and the current transformations are what largely make the cities of the Arab Gulf distinct urban phenomenon.

**The literature review outlined here is not intended to be an exhaustive survey of publications, nor a comprehensive account. It is more critical presentation of the key literature in both domains, the current development in the Arab Gulf city and Urban Branding strategies and practice**

**1. See for instance Morris, A.E.J. (1994) History of Urban Form: Islamic Cities of the Middle East, Fattah, H. (1997), The Politics of Regional Trade in Iraq, Arabia and the Gulf, 1745-1900, Findlay, A. M. (1979), Ports of the Arabian Peninsula, and Broeze, F. (1997) Kuwait Before Oil: The Dynamics and Morphology of an Arab Port City.**

The study argues that there are three different perspectives to the description of the Gulf city form that can help in explaining what context influenced the development of the Gulf city, how the city image has been made and changed, and what the patterns of media and communication are within the city image. Having a general knowledge of these perspectives will offer insight into the unique Gulf city structure and dynamics. Though, each of the perspectives contributes to the understanding of the Gulf city, none capture all its important influences. Through the review of the available relevant literature on the subject of the Arab Gulf city, the study argues that understanding city form and structure require an understanding of all these perspectives, and how they are combined to define the general nature of those cities.

Most of the academic literature on the contemporary urban transformations in the Arabian Gulf cities offers a framework for understanding urban development and urban life in the region that can be categorized into two main issues. The first issue is the Gulf city as an emerging modern urban phenomenon. The second issue deals with the Gulf city as a challenge for restoring its traditional identity. Such studies cover diverse disciplinary fields and respond to different agendas. In general, a preliminary survey of the available published literature (i.e. references, academic papers, reports, guides, etc.) elucidates that there is an apparent lack of studies and research on these cities in their own context, and particularly their structural and functional features from a comparative perspective.

### **3.1. Urban Historical Studies on the Gulf City:**

Significant publications focused on the urban history of the Gulf cities before the discovery of oil in the region. At that time, long distance trade to India and East Africa supported the rapid development of port cities in the Gulf, which had an old tradition of pearling and fishing.



The limited available literature deals with these coastal towns primarily as components in regional and international trading networks. A number of urban historical studies contribute substantially to the understanding of how the extended network of port cities determines the historical definition of the Gulf cities as being significantly economic, political, and cultural centers over centuries.

Before the discovery of oil, life in the Gulf region depended largely on pearling, fishing and trading. Hence, the major cities developed for the most part, according to Kay, Shirley and Dariush, Zandi [1998] “along the coasts, with the exception of the great ancient cities of inner Oman, and of the Al Hasa oasis in Saudi Arabia”. The life of the coastal towns was concentrated along the shoreline. They generally controlled a sheltered anchorage, a bay or creek, where boats could anchor or be drawn up on the beach. Immediately beside the water would run the covered alleys of the souk, the market where goods brought in from the sea were traded or simply collected together for re-export.

[Kay, Shirley and Dariush, Zandi 1998] illustrate that the Gulf city as coastal towns were built “directly on the beach, some of their finest houses standing only just above the high watermark”. Thus, merchant owners of these houses could load their dhows with minimum effort and simultaneously, they could benefit from cooling sea breezes together with their families.

In the past, city dwellers had to be within easy walking distance of the souk, the sea front or the mosque. The form of the Gulf cities at that time showed clearly the closely-dense built areas of the old cities, where their skyline was punctuated here and there by a watchtower, a minaret or a wind tower. In some of the coastal towns especially, these wind towers had become so prevalent by the mid-20th century to such an extent that they were the main feature of the urban silhouette.

### **3.2. Modern Urbanization**

Early modern urbanization of the 1960s and the 1970s in the Gulf city and the process in which these coastal towns were transformed into large metropolitan centers was the scope of another distinguished research agenda. Modern urbanization in the region responded to the emergence of political independence of nation-states. In contrary to many other cities of the Middle East, the beginning of urban modernization did not coincide with the expansion of European colonialism, which excluded an understanding of the historical development of the Gulf as colonial cities. Much of the available literature represents a wide range of city/country descriptive or analytical exposé.

**see Bonine, M. (1980), *The Urbanization of the Persian Gulf Nations* and Bonine (1989), *Cities of Oil and Migrants: Urbanization and Economic Change in the Arabian Peninsula* illustrates a clear tendency in representing the various demographic, socio-economic, and environmental conditions, and generally explains urban change from the point of view of the administration of the territory.**

In Saudi Arabia, several publications pointed out that the modern Saudi city started to appear in the 1950s-1960s, which resulted in the transformation of the traditional urban landscape of many towns that had strong religious, political, and commercial functions (especially Mecca, Medina, Riyadh, and Jeddah). Similarly, the historical complexity of urbanism in the Omani cities is reflected in the production of numerous historical monographs and documentaries. Surveys of Omani coastal cities in the modern period convey a sense of historical and cultural continuity. In general, these publications are not concerned with the socio-economic and political aspects of development and are not focused enough on specific aspects of city planning and design and the emerging image of the Gulf city.

Also, [Al Hathoul and Edadan 1998] *Urban Development in Saudi Arabia* provides a comprehensive overview on the form and structure of contemporary Saudi cities in the light of the increasingly urban-development planning. The country was effectively unified in 1970, and the processes of modernization have thus been established. Many studies, such as [Barth 1983] *Culture and Society in an Omani Town* and [Scholtz 1990] *Muscat, Sultanate Oman: Geograpische Skizze einer Einmaligen Arabischen Stadt* pointed out that a considerable overflow of oil money resulted in increasing attempts by the government to extend the capitalist urban development from the coast to the interior. Muscat, the capital city, is a typical cosmopolitan city, as many other Gulf coastal towns, that is largely opened to external influences and consequently functions as the main catalyst of urban expansion. According to [Bonine 1980], "The Urbanization of the Persian Gulf Nations and Cities of Oil and Migrants: Urbanization and Economic", *Change in the Arabian Peninsula* illustrates a clear tendency in representing the various demographic, socio-economic, and environmental conditions, and generally explains urban change from the point of view of the administration of the territory.

### **3.3. Oil Urbanization**

A third group of publications on the cities of the Arabian Gulf states are concerned with the phenomenon of oil urbanization, which started to affect the urban landscape in the 1970s and the 1980s. The history of modernity in the region is generally identified with its enormous urban development. The growth of the Gulf cities reflects the rapid evolution of oil economies and the definition of increasing centralized political systems. Much of the available urban planning studies have been concerned with describing and interpreting changes in the urban form and architectural styles from an empirical and descriptive perspective.

Many Gulf cities have undergone dramatic transformation since the discovery of oil, particularly since the 1980s. In almost all Gulf cities, with few exceptions, the old city no longer exists. In the remaining parts of these cities, formerly prominent features of the traditional city no longer perform the function for which they were initially designed. More importantly, oil urbanization has played a role transforming the urban geography of the Arabian Gulf states. [Bonine 1989] and [Scholz 1997] describe the influx of vast amounts of oil revenue that, along with Western technocrats and foreign workers, has served to shift the social order from a horizontal tribal-based system to a vertical class-based one. In other words, before oil started flowing in, the main social distinction was by ethnicity, with class distinctions being secondary.

Radical modernization has also led to the demolition of great parts of the old cores of the Gulf cities. Oil production has permitted governments to modernize cities on a massive scale and short time-spans. In Kuwait City, modernization resulted in the bulldozing of its old city walls in 1957. Virtually nothing remains of the old city except for the reconstructed city gates. [Shiber 1961], described these forces at work in Kuwait City and their effects “The impact of Oil revenue on urban landscapes has been meteoric, radical, and ruthless. It has all but obliterated in one hectic decade nearly all physical and social landmarks of the past.” The old city has been virtually destroyed or changed out of all recognition.

A fundamental change in society was reflected geographically in Western-style zoning. Oil wealth over the last 50 years has given rise to a totally new type of city, completely based on Western technology and materials, architectural styles, and planning methods [Scholz 1997]. [Bonine 1989, p.341] describes these cities as having “wide avenues, rectangular street grids, traffic circles, and high-rise apartment and office buildings” on an ostentatious and unsustainable scale.

Changes in the Gulf cities have tended to make them more similar to Western cities. Hence, modernization has added new elements to the structure of the Gulf cities. New features dominate the cityscape like the modern central business district (CBD), middle-class and upper-class suburbs, lower-class residential complexes, industrial centers, airports and connected traffic planning and infrastructure, and immigrant towns. As a consequence, modernization has extensively changed the size and the body of the Middle Eastern city. In most cases, the old city center became a very small part of cities and has lost its previous functional importance.

They have been replaced by a modern, business district surrounded by residential areas often divided economically by class. Most of them are built in a simple, functional, Western-architectural style. Modern airports and seaports connect the Gulf city to the region and the world.

### **The Contemporary Gulf City**

In the past two decades, the Gulf city has laid out large scale plans and projects undertaken by the local visionaries, decision makers and city managers to develop the infrastructure and economic conditions essential for international real-estate investments, finance, and tourism. As [Elsheshtawy 2005] pointed out, “These development sites are the backbone of the global flows of capital, people, commodities, information, ideas, cultures and lifestyles that are, together, transforming the landscape and shaping urban life of the city”. For example, [Elsheshtawy 2005] pointed out that “Dubai in its strive to become a global center it has embarked on a series of high profile projects meant to signify its arrival at the world stage as a first rate ‘global’ or ‘world’ city”.

In addition, [Moustafa 2005]; [Eleishe 2005]; and [Al-Naeam 2005] comprehensively explained how to embark on major transformations of the Gulf cityscape by the infusion of new privately-owned, controlled, and accessed urban fragments: shopping malls, gated housing communities, leisure destinations, office facilities and headquarters of multinational corporations. Such piecemeal development and fragments constitute a new reality of the Gulf city.

The phenomenal economic, urban and cultural growth of the city is strikingly manifested in its built environment. Large scale developments and massive urban sprawl are changing the traditional compact form of the traditional Gulf city. The profound transformation in the urban fabric of the Gulf cities has deeply altered the city’s image to becoming in fact a “grand urban laboratory” for all experiments. On contrary, some literature called for more environmentally oriented and sustainable approach to urban development and city design is recommended to be considered for the future successful developments of the city.

### **3.4. The Arab Islamic Traditions and the Question of Identity**

Nevertheless, discussing the Gulf city in the Arab-Islamic cultural domain remains one of the most interesting aspects of urban studies. Traditional urban forms are increasingly acting as a source of “cultural/national” identity by functioning as a catalyst of collective memory.

Since the 1970s, the adoption of western patterns of urban development has been challenged by a number of Arab architects and planners who have consistently attempted to localize urban forms in tune with the Arab-Islamic traditions.

All over the Gulf, heritage sites and buildings have been transformed into symbols of national character. There is often a discussion about the issue of cultural identity from the perspective of social structure and historical realities. In Kuwait and Bahrain the relationship between town planners as promoters of new social values and state authority was evident in [Shiber 1964]. The Kuwait Urbanization: Documentation, Analysis, Critique in [Al Hathloul 1998],



**Fig (3.1) The Bahrain Financial Center Complex, Manama. A recent example of the conflict between global images and the modern Arab Gulf city form. The domination of the project form over the urban pattern stimulates a radical change in the whole city structure and creates a new image for the city.**

### **3.5. The Use of Historic Symbols in Contemporary Planning and Design**

Studies produced during the 1990s displayed a multi-disciplinary approach to the study of Gulf cities by combining history, urban planning, architecture and socio-economic development. [Malhan and Al-Hokail 1988] Al-Jubail, an Arab-Islamic new town focuses on the perception of the built environment by the inhabitants of Jubayl and Riyadh, while [Mandeel 1992] planning regulations for the traditional Arab-Islamic built environment in Bahrain, focuses on traditional urban forms and social processes in order to formulate guidelines for the conservation of the traditional built environment of its cities [Al Hathloul 1999]. The evolution of the urban built form of a traditional settlement in Southwestern Saudi Arabia investigates the relationship between traditional urban forms, architecture, and space in a socio-historical context, which are perhaps the most representatives of this trend.

The analysis of the contemporary architecture in the Arab Cities, by [Kultermann 1999] points out that contemporary architecture in the Arab states has never been investigated in its entirety; its significance, therefore, remains unknown. The most significant fact, according to Kultermann, is that, the development that took decades in other civilizations has been condensed to a very short time span in the Arab world. This tight time span of development made it a difficult task to set a balance between modernity and traditions. [Asfour 2004].

Debate on identity–historic overview emphasizes that introducing traditional values in a subtle way within ultra modern imaging, or applying decorative arts to restore identity and harmony with the surrounding environment are trends that slowly turn the current problematic practice into a better future for Arab cultures.

The search for a regionalized international architectural paradigm established by [Chadirji 1986]. Concepts and influences which investigates the careful analysis of the contemporary architectural trends in the UAE and Kuwait in [Mahgoub 1999]. Architecture in the United Arab Emirates, and in [Khatab 2001] globalization versus localization: Contemporary architecture and the Arab city proposes.

In general, modernization of Arab Gulf cities has made it difficult to maintain urban tradition from the phase of progress. The oil industry, whose profits are both a benefit and a curse, intensifies many of these problems. As a result, one of the most significant problems facing the Gulf city is a debate on the future of city design. This debate is between modernists, who see the progress of the Gulf

cities reflected in a continued incorporation of western European design concepts, and traditionalists, who insist the continued urban emphasis should be on the traditional identity. Traditionalists view the Gulf heritage as a critical expression of local culture and national identity.

This ongoing quest over the Gulf city design reflects a cultural conflict between western-oriented progressives and local traditionalists. The Architectural Review (2002) pointed out that the progressives' view of this conflict as "the dichotomization of cultural perception, where the historic heritage—cultural, religious, spiritual—is identified with the past, backwardness and poverty, while the image of 'progress' is borrowed from elsewhere, namely the West."

[Ismail Serageldin 1986] has described the dichotomization of cultural perception, where the historic heritage-cultural, religious, spiritual-is identified with the past, backwardness and poverty, while the image of "progress" is borrowed from elsewhere, namely the West'. Serageldin calls on architects to attempt to 'convince the elites to replace their imported image of progress with a more coherent and effective ones', if they cannot, 'there is going to be little chance to reverse that widespread degradation of the urbanistic character and architectural expression that is so prevalent throughout the Muslim world'.

Literature on the recent transformations in architecture and urbanism and the conflict between the western models in architecture and the local traditions represent clearly the contradiction between continuity and change in the built environment of the Gulf city. This debate elucidates the need to investigate the issue of cultural identity within a comprehensive perspective.

Although literature in that field often takes an analysis of architectural trends and urban forms as a starting point in order to formulate new policies or future visions of development, they demonstrate a growing awareness of the phenomenon of continuity and change of architecture and urban place. This awareness leads to the development of a new cultural perception of space which looks at the cityscapes in their socio-economic, historical, and political contexts.





*The current development underway in the Gulf region is the backbone of the global flows of capital, people, commodities, information, ideas, cultures and lifestyles that are, together, transforming the landscape and shaping urban life of the Arab Gulf city.*

Chapter

4

## Branding the Gulf City: An Analytical Approach to the **CASE STUDIES**

**The contemporary transformations in the Arabian Gulf cities** offer a framework for understanding urban development and urban life in the region and a challenging opportunity for the investigation of its regional traditional identity in a world of global economy and global changes. Available literature on the subject offer covers diverse disciplinary studies and research on these cities in their own context and from a comparative perspective.

### **An Analytical Approach to the Case Studies**

As outlined previously in the introductory part of the study, this part focuses on a number of selected case studies for Arab Gulf cities such as Dubai (United Arab Emirates), Doha (Qatar), Jeddah (Saudi Arabia), Kuwait City, (Kuwait), among others, that attempted to (re)create an image of the contemporary city that has become nationally or internationally recognized. This process is supported by what will be investigated in more details by some field visits, documentation, and interviews. The following is a proposed analytical approach for the presentation, analysis and interpretation of the case studies. The selected case studies represent the dominant city development trends in the Arab Gulf capital cities, in which their form and structure are currently undergoing significant changes in their build environments. Parts of these current changes refer to their branding processes as fast growing regional cities and world markets for business, tourism, real estates or international events. Due to the scope and limitations of this study, the analysis of city case study is not exhaustive, rather, selective. The major selection criteria of the case studies are:

1. Its significance within its regional context.
2. Its representation for one or more current development trends.
3. A balanced geographic distribution of the case studies to cover most of the Gulf, and hence to be representative for a phenomenon.
4. The existence of city branding processes, organizations and strategies.
5. The availability of materials needed for all aspects of the analysis.



Fig (4.1) The location of the selected case studies

The main elements of the analysis is as follow:

## **1. City Context**

### **I. Natural Setting**

It is assumed that each city can offer a number of general characteristics of the phenomenon of image creation within the city branding processes in the regional changing context. Additionally, it is expected that the investigation of the case studies, as seen in fig. 3.3, will also provide some particular attributes for each case, which will strengthen the understanding of the city branding process in its own context.

- Regional location: The regional spatial relationship of the city to its regional site including connections and economic significance.
- Site: the main geographic feature of the city location, including topography, water, greenery and accessibility.
- Climate: the most influential climatic factors, sun exposure temperature, wind, rainfall and humidity.
- Demographics: the city demographics including a brief presentation for the population characteristics.

### **II. Historical Development**

- Formation and growth: the historical evolution of the city.
- Change and transformation: the major city transformation periods.
- Oil urbanization: the impact of the post-oil urbanization in relation to the development of the city.
- Modernization: starting of the welfare development.
- Current development: the contemporary development marks of the city.

## **2. City Making**

The process by which the Gulf cities were generated, developed and changed, including their structure and form, centers, elements. This includes:

### **I. City Structure**

- Land use: various uses, activity patterns and distribution of functions.
- Urban patterns: the dominant patterns of the urban areas.

### **II. City Form**

- Public Spaces.
- Visual Form.

### **III. City Development**

- Strategies
- Development plans
- Major projects

## **3. City Branding**

City branding denotes the marketing of the city image through representation processes, which are related to a set of values, meanings and social roles.

### **I. Vision**

- Objectives
- Policies

### **II. Target Groups**

- Residents
- Visitors
- Investors

### **III. Institutions**

Municipalities, Department of Tourism, Economic Development, Information and Media.

### **IV. Strategies**

- Branding Locations:  
Branding Setting, Projects, and Architecture
- Branding City Life:  
Branding Events, Attractions, Lifestyle, Cultural Activities, and Heritage
- Branding Business:  
Branding Competitiveness, Services and Infrastructure.

### **V. Media Generated Image**

The ways by which visual imagery of cities impacts the world. This image produced through advertising, media, books, magazines, television, etc., that can directly influence the way that people perceive real city. These include:

- logos
- slogans
- branding campaigns
- advertisements
- printed/electronic publications
- websites

CITY CONTEXT	Natural Setting	<ul style="list-style-type: none"> <li>- Regional Location</li> <li>- Site</li> <li>- Climate</li> <li>- Demographics</li> </ul>
	Historical Development	<ul style="list-style-type: none"> <li>- Formation and Growth</li> <li>- Change and Transformation</li> <li>- Oil Urbanization</li> <li>- Modernization</li> <li>- Current Development</li> </ul>
CITY MAKING	City Structure	<ul style="list-style-type: none"> <li>- Land Use</li> <li>- Urban Elements</li> <li>- Urban Patterns</li> </ul>
	City Form	<ul style="list-style-type: none"> <li>- Public Space</li> <li>- Visual form</li> </ul>
	City Development	<ul style="list-style-type: none"> <li>- Strategies</li> <li>- Development Plans</li> <li>- Major Projects</li> </ul>
CITY BRANDING	Vision	<ul style="list-style-type: none"> <li>- Objectives</li> <li>- Policies</li> </ul>
	Target Groups	<ul style="list-style-type: none"> <li>- Residents</li> <li>- Visitors</li> <li>- Investors</li> </ul>
	Institutions	<ul style="list-style-type: none"> <li>- Municipalities</li> <li>- Departement of Tourism</li> <li>- Economic Development</li> <li>- Information and Media</li> </ul>
	Strategies	<ul style="list-style-type: none"> <li><i>Branding Locations</i></li> <li>- Setting</li> <li>- Branding Projects</li> <li>- Architecture (Landmark Buildings)</li> </ul>
		<ul style="list-style-type: none"> <li><i>Branding City Life</i></li> <li>- Events</li> <li>- Attractions</li> <li>- Lifestyle</li> <li>- Cultural Activities</li> <li>- Heritage</li> </ul>
		<ul style="list-style-type: none"> <li><i>Branding Business</i></li> <li>- Competitiveness</li> <li>- Services and Infrastructure</li> </ul>
Media Generated Image	<ul style="list-style-type: none"> <li>- Logos</li> <li>- Slogans</li> <li>- Branding Campaigns</li> <li>- Advertisements</li> <li>- Printed/Electronic Publications</li> <li>- Websites</li> </ul>	

Fig. (4.2) The organization and the elements of the comparative analysis



View in Shaikh Zaid road, Dubai shows the rapidly expanding highrise buildings along the road

*Modern Dubai is the product of the  
past 20 years of intensive development.  
Prior to that, Dubai was a small trad-  
ing port, clustered around the mouth  
of the Creek*

From a fishing, pearling, and trading village to a world class city

# DUBAI

**Dubai is rapidly developing** into a network of congested roads connecting world class projects of monumental and gigantic scale; offering exclusive lifestyle residential neighborhoods, business and commercial parks, touristy entertainment and leisure sites to live up to its new title “the capital of superlatives”. In its modernization process, and in the making of its mega-city image, the city has adopted international building standards, state of the art technologies and westernized images to replace its smaller scale building traditions, losing its distinctiveness and special regional character in order to make a new legacy for the region and for the world at large.

### 4.1.1 CITY CONTEXT: NATURAL SETTING



Fig. (4.3) The UAE map, shows the location of Dubai

Dubai is one of the seven emirates which the United Arab Emirates (UAE) consists of. These emirates are: Abu Dhabi, Sharjah, Ajman, Umm Al-Qaiwain, Ras Al-Khaimah, Fujairah and Dubai. They were united as a federal state on 2<sup>nd</sup> December, 1971. There are several interpretations on how Dubai was named. One interpretation is that the word Dubai is a combination of the Farsi words for “two” and “brothers”, referring to Deira and Bur Dubai. This can be understood in the light of the long historical relationship with the neighboring Persia. A second interpretation pointed out that ‘Dubai’ was coined by people who considered its souk a smaller version of a booming market named ‘Daba’. Another possibility is that the name came from a word meaning money, reflecting the fact that the people of Dubai were commonly believed to have money because it was a wealthy trading centre.

#### Location

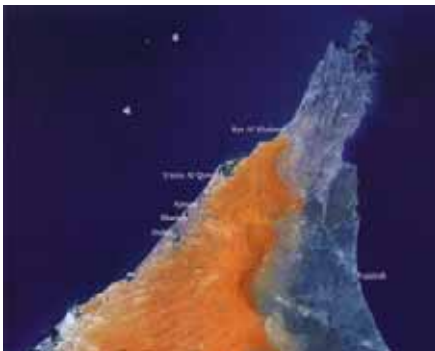


Fig. (4.4) The satellite image of UAE, shows its major cities along the Arab Gulf

UAE is located in south west Asia, east of Saudi Arabia, with about 600 km of coastline of the Arabian Gulf and on the east it has 100 km coastline on the Indian Ocean. The UAE covers 83,600 square kilometers. It shares land borders with Oman, Qatar, and Saudi Arabia. The seven emirates vary greatly in size with the greatest being “Abu Dhabi”, which has 85 percent of the land, and the smallest emirate is “Ajman”. Each emirate is named after its capital city, and Abu Dhabi City is the permanent capital of the nation. Sand and gravel desert dominates most of the country, with steep mountains in the north and northeastern parts. All major cities lie on the coast including Abu Dhabi, the capital of UAE.

#### Terrain



Fig. (4.5) A satellite image of Dubai, shows its location and dominant element. (Google.com)

Dubai is located on the southern shore of the Arabian Gulf. A peninsula surrounded by sea on three sides, it is situated on the banks of the Dubai Creeks off the Persian Gulf. It has an area of 3,900 square kilometers. The inland area of Dubai is mostly desert with a few oases, and the barren Hajar Mountains run through the country. The major part of the Dubai emirate consists of rolling sand dunes lapping the foothills of the arid Hajar Mountains in the east. The mainly desert area with sand dunes ranging from near white along the coast to a deep orange inland near the mountains with places dotted with scrubs of desert bushes and large trees.

#### Climate

Dubai has a sub tropical, arid climate, with very high temperatures and humidity in the summer. Temperature rises from a low of about 35°C to high up to 40°C in July. The weather is warm and sunny in winter, and hot & humid in summer. Rainfall is infrequent, usually falling on an average of only 25 days per year, mainly in winter (December to March). While the number of days with rain can get as high as 18 per month in extreme cases, the average is five days per month through the winter.



## Economy

20 years ago oil revenues accounted for around half of Dubai's GDP, in 2005 the oil sector contributed just 5.4%. The pace of economic growth in Dubai over the past 20 years has been unprecedented -trade alone has grown at more than 9% per annum over the past 10 years. It is expected that by 2010 oil will account for less than 1% of total GDP. Dubai has embarked on ambitious projects to diversify the emirate's economy. Today, trade, manufacturing, transport, construction, and real estate are the main contributors to Dubai's growing economy. The latest figures show that the construction and real estate sectors account for almost a quarter of total GDP. In 2005, Dubai's GDP was in excess of 16% on the previous year's figure. Government officials take an active role in promoting investment in Dubai.

Trade is a long tradition, which earned Dubai its reputation as "the city of merchants" in the Middle East; to be an important consideration for foreign companies looking at opportunities in the region today. It reflects not only just an open and liberal regulatory environment, but also a local business community which is familiar with international commercial practices and the city's cosmopolitan lifestyle. Strategically located between Europe and the Far East, Dubai attracts multinational and private companies wishing to tap the lucrative Middle Eastern, Indian and African markets. The leading industries in Dubai include manufacturing, transport, construction, real estate, energy, telecommunications, finance and tourism publishing, recruitment, advertising and IT.

Dubai is ahead of many other cities in the region in terms of tourism. Dubai's hotels accommodated 6.16 million guests in 2005. The city strives to reach its target of attracting 15 million visitors a year by 2010 and 40 million a year by 2015. The development of high-end tourist amenities and visitor attractions, in conjunction with aggressive marketing campaign, delineates that Dubai is gradually becoming a favorite holiday destination.

## Demographics

According to figures released from the 2005 national census, the population of the UAE was 4,104,695. Dubai's population had risen to 1,241,000 by the end of June 2006, compared to 674,101 in 1995 and 276,301 in 1980. This means that 31.8% of the total population of the UAE lives in Dubai. The importation on a large number of mostly male foreign laborers has affected the population balance of the Emirati society between males and females. By 2017 it is estimated that the population of Dubai will reach 3 million. The annual growth rate for Dubai is approximately 8%, and 7.5% for the UAE. About 73.4% of Dubai's population is male and 26.6% is female. A recent Dubai Municipality statistical survey revealed that the average size of the Emirati family members are 7.6, while the expatriates' families are 3.7 members. UAE has become a multi ethnic society and Emirati nationals account for only about 20 percent of the population. About two-thirds of the immigrants are Asians, mainly from India, Pakistan, Iran, Sri Lanka, Bangladesh, and the Philippines. The remainder are Arabs, Europeans, and Americans.

Sources: [www.tedad.ae](http://www.tedad.ae) & [www.lexicorient.com](http://www.lexicorient.com)

Before the establishment of the oil economy in the early 1960s, two main orientations shaped traditional Emirati culture: the nomadic desert-oriented Bedouins with small oasis farming within the broader context of the desert economy and culture; and the sea-oriented culture that revolved around pearling and sea trading. These subcultures were economically, politically, and socially inter-dependent, creating a common culture and social identity.

## 4.1.1.2 HISTORICAL DEVELOPMENT



Fig. (4.6) The origin, growth and the historical development of Dubai.

Although the early history of Dubai is not very well documented, research and discoveries suggest that as long as four thousand years ago, small fishing communities lived along the coast of the Arabian Gulf on the site of modern Dubai. The Dubai museum displays a rich collection of objects found in graves from the first millennium BC at nearby Al-Qusais city, while a caravan station of the sixth century AD was excavated in the expatriate suburb of Jumairah area, now one of the most famous areas of Dubai. It is also believed that the natural sheltered harbor afforded by the Dubai Creek was a busy port on the ancient trade route between Mesopotamia and the Indus Valley.

### Formation and Growth

Founded as a small, isolated fishing village, the urban development of Dubai has taken many unique forms during its recent 300-year history. The first record of Dubai's urbanization occurred in 1799. Dubai, however, traces its origins to the 1830's. At that time, a small settlement on the Shindagha peninsula at the entrance of the Creek was established by the Bani Yas tribe, who relocated to the site from a southern oasis, led by the Al Maktoum family who still rule The Emirates today. Dubai was developed as a fishing village, based on fishing, pearling, herding sheep and goats. By the late 1870's, Dubai was often referred to be the principle port on the Gulf coast and, by the turn of the century, it was reputed to have the largest souks (bazaars) in Arabia.

### Change and Transformation

As the population grew, Dubai branched into three distinct areas: Deira, was the largest and the main commercial centre. On the western bank, Bur Dubai and Shindagha were separated by a wide stretch of sand. Shindagha, was the main residential district and the original settlement of the Bani Yas, situated on a narrow strip of land separating the sea from the creek. The ruling sheikhs traditionally lived here. At that time, most citizens of Dubai lived in barastis, huts made from palm fronds. Families and extended relatives resided together.

### Colonization

When Great Britain started colonizing Arab countries in the nineteenth century, Dubai's ruler signed the General Treaty of Peace with Great Britain in 1892, giving it an urban presence in Dubai. For the next 13 years, Dubai was subordinate in political, economic and social stature to Abu Dhabi. In 1833 the city began to establish its own identity. The current ruling family of Dubai, the Al Maktoum family, settled in the city at that time and assumed power.

See Bousaa , G, *The Bastakia Historic District in Dubai: from survival to revival*, proceedings if the 1st. International Conference of Architectural conservation, Dubai Municipality, 2004, Dubai, UAE

By the early 1900's, almost a quarter of the population were foreigners. Records show that the population in the 1930's was 20,000, and of that, 2,000 were Persians, 1,000 Baluchis, many Indians and substantial communities from Bahrain, Kuwait and the eastern South Arabia also inhabited the region. In 1954, the British established a political agency there as well. Trade expanded even as Dubai was under the British protectorate, and Dubai began to grow in merchant appeal. Pearling was the foundation of the city's prosperity for many years.

### **Independence**

In 1971, the British withdrew out of the region and Dubai joined with Abu Dhabi, Sharjah, Ajman, Umm Al Quwain, Fajairah and later Ras Al Khaimah, to create the federation of the United Arab Emirates (UAE). Oil was discovered in 1966. By 1969, Dubai's first oil exports were followed by a period of development that laid the foundations of today's modern society, as it fueled the rapid economic and urban development of the area.

### **Oil Urbanization of the 1960s**

The discovery of oil in the 1960's stimulated the future development of Dubai into a modern city based on an oil economy. This discovery dramatically transformed the Emirate from one of the poorest states into the richest. In 1966 Dubai, was already a relatively wealthy trading centre, founded by oil money. Oil revenues were used to develop an economic and social infrastructure, which is the basis of today's modern society. The fast and frequently appearing urban projects at that time showed that Dubai's infrastructure planning was clearly linked to the ambitious future development of Dubai. The tremendous transformations of the city in the past three decades were the result of massive effort driven by the vision of its rulers since that period. In 1967, construction began on a deep-water harbour.

Originally designed for four berths, the completed harbour had fifteen and eventually expanded to thirty-five. The port officially opened on 5 October 1972. As the Creek was deepened, the excavated rock and soil was deposited on low laying land along its shores. This reclaimed land was sold to pay for the project. By the end of 1960, the creek project was completed and shipping lines began using Dubai as their main port in the Gulf. A second port was later built at Jebel Ali, just south of the city. An imposing harbour with sixty-seven berths; this is the world's largest man made port. It was opened in 1961. The airfield attracted more companies to establish bases in Dubai. This was later expanded and improved to reflect the Emirate's status as a regional aviation hub.



Fig. (4.7) Dubai of the 60's



Dubai - 1973\*



Dubai - 1990\*



Dubai - 2000\*



Dubai - 2007



The future of Dubai

### Modernization Phase of the 1970's

Since 1970's, Dubai has worked to build up its infrastructure of transport facilities, housing, schools, hospitals, tourism developments and other amenities of a modern society. Development projects viewed as impossible by many members of society were seen as challenges by the Ruler. Examples of such projects include the Bridge, which joined Dubai with Deira and eliminated the long trip around the head of the Creek; the Dubai Airport, which bore immediate reward as demand for seats grew much faster than anticipated and the construction of Dubai's first hotel, numerous schools and modern residential districts.

The urban modern history of Dubai illustrates in almost every aspect its unique historical nature of being a brand new city that extends its significance in both national and regional context. It has developed from being an isolated fishing village into a metropolis catering to an almost-exclusively foreign population. Indeed Dubai is a prototypical world city in today's age of global economic integration.

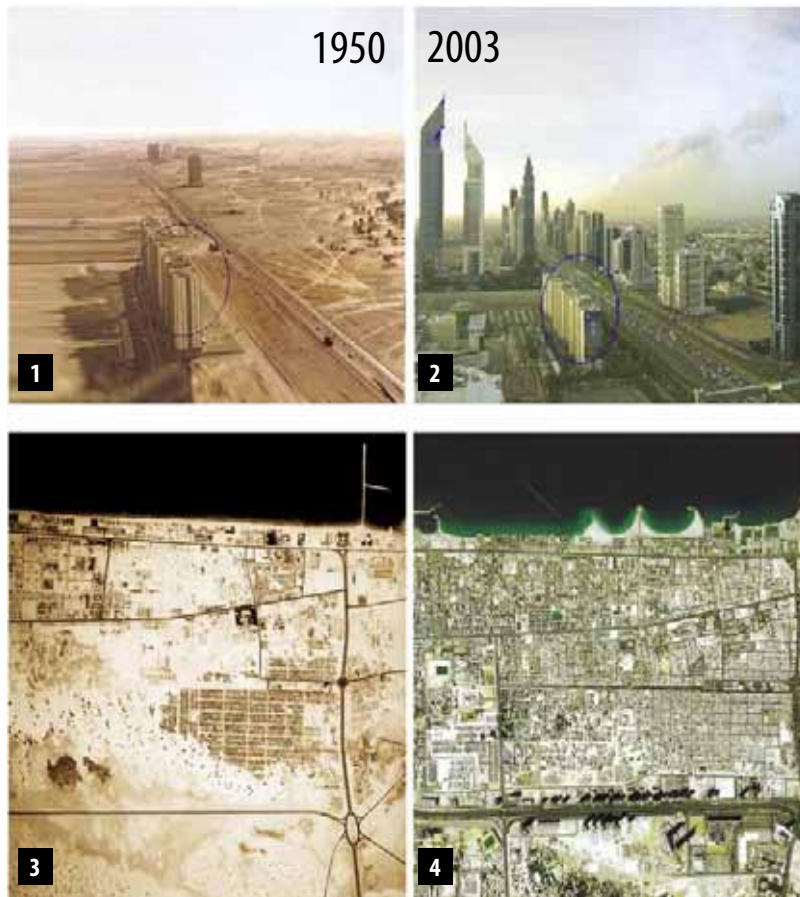
### The Post Modern Phase of the 1980s

The rapid urban development of Dubai is very obvious; from tents and sandy tracks to tower buildings and highways, from desert sands to green belts of palm trees and vegetables in all parts of the country, and most important: education, health care and many other services have become among the best in the region. Built around the port, Jebel Ali Free Zone was founded in 1985. Jebel Ali was initially seen as the ideal base for multinationals to warehouse and distribute their products in the Gulf. While this rapid development of Dubai has been greatly facilitated by the discovery of oil and its production from the 1960's, oil revenues in Dubai have always been a fraction of other cities in UAE, such as Abu Dhabi. In the twentieth and twenty first centuries, Dubai prides itself for attracting foreign investment.

### The New Modern Phase since the 1990's

The city is currently extending more and more into the Gulf waters. The construction of the seven-star Burj Al-Arab hotel on an artificial island inside the Gulf water has shown an amazing success as a tourist destination and a national icon of an emerging world class city. It stimulated the construction of huge Archipelagos in the form of "Palms", which, when completed in 2009, will be the "largest man-made islands in the world". A larger more ambitious water-based development is the "world" another Archipelago that consists of several small islands, in the shape of countries, donating the world countries. In general, this current expansion represents a new development course in the evolution of the city, shaped, not only by regional forces, but also by economic globalization.

Fig. (4.8) The historical development of Dubai from 1970s to 2010.



1. Sheikh Zayed Road, the main road in Dubai in year 1950
2. Sheikh Zayed Road, the main road in Dubai in year 2003
3. A satellite image shows Sheikh Zayed Road in year 1950
4. A satellite image shows Sheikh Zayed Road in year 2003

Fig. (4.9) The historical development of Dubai in 50 years (1950 and 2003).

Today, Dubai is home to some of the most exciting urban projects that range from the practical to the absolutely unbelievable. The city has gained world-wide attention in the past few years because of its booming economy, ambitious urban expansions and architectural projects. With a focus on business and tourism, the city is ramping up construction on an unprecedented level. In the past five years, urban development and building activity in Dubai reached a highly rapid rate. A new strategic urban-development framework for 2020 is being prepared stressing Dubai's role as a global hub of integral relationship between liberal economic systems and social and cultural liberalism, which classical theory would predict will gradually impact the political system as well. Also, current Dubai is a unique example of combining urban development with social and economic diversity where its success will be an example not just to the Middle East but to the entire world.

Zacks, Stephen (2007), *Beyond the Spectacle: Dubai*, published on:

<http://www.metropolismag.com>, visited on 7.12.2007

See Unwin, P. T. H. "The Contemporary City in the United Arab Emirates." In *The Arab City: Its Character and Islamic Cultural Heritage*, eds. Serageldin, I. and El-Sadek, S. (Riyadh, 1982), pp. 120-41

#### 4.1.2.1 CITY MAKING: CITY STRUCTURE

Dubai has a relatively clear and identified structure. The Creek divides Bur Dubai (to the south) and Deira (to the north). The Creek currently has three main crossing points—Al Shindagha Tunnel, Maktoum Bridge and Garhoud Bridge. Dubai is growing away from the Creek, and the new developments generally have good, integrated road networks. The Emirates Road connects Abu Dhabi directly to Sharjah and the Northern Emirates. Al Khail Road and Sheikh Zayed Road are of the most important routes extending north-south the city. Bypasses and ring roads extend further out into the desert.

Today's urbanization of Dubai represents an exceptional and unique case, prompted by the union of three unique conditions:

- 1- The oil-fueled economy of the 1970's has given way to a by far more diverse economy, with great and recent interest in real estate and finance supporting developments in the areas of leisure and tourism.
- 2- The unique socio-political circumstances of co-existing local minority population and with a multicultural majority of foreign workers. This combination has created a "world city" with a centralized power structure that acts as the center of a large world region.
- 3- The very special Dubaian taste responsible for the tallest, the biggest, the most expensive, supreme life styles, etc., responsible for the unique formal characteristics of Dubai.

##### **Dubai Areas**

The general structure of Dubai is of a cosmopolitan city with many mixed cultures from east and west. Dubai Creek is still considered to be the lifeline of the city, splitting the city in two: Deira to the north and Bur Dubai to the south. The Creek is 15 km long, about 500 m wide. On the Bur Dubai side there is the Oud Metha and Umm Hurair (residential, recreational and commercial areas), Satwa and Karama (both original suburbs of old Dubai), and Jumeira and Umm Suqeim (both originally fishing settlements) along the coast. Further past Umm Suqeim on the way to Abu Dhabi is Jebel Ali, the southern-most point of the city, and famous for its port and free zone. The main road connecting Dubai and Abu Dhabi is Sheikh Zayed Road, a multi-lane highway lined with some skyscrapers in the area now known as Trade Centre. The characteristics of the major areas of Dubai are:

**Deira** is the old traditional trading centre with narrow streets bustling with activity while gold, spices, perfumes and general goods are found in numerous souks. As the oldest part of the city, there is plenty of heritage ensembles around.

**Bur Dubai** is the bustling heart of the city with palm trees and Barasti houses. Up until only few years ago, Bur Dubai, and Deira across the Creek, were the business districts of the city, but the development of office towers elsewhere in the city is shifting the business focus to other areas. Bur Dubai is still a residential hot spot, for a multitude of nationalities.

Explorer (2007), *Dubai: The complete Residents's Guid*,  
11th edition

See Eleishe, Azza (2005), *Themed Gated Communities,  
en Route to the Global Image : Dubai Case study. The UIA  
Conference, Istanbul. Turkey*



General views from the sea show the urban context of Dubai city



A satellite image shows the urban context of Dubai city



General views show the new urban development of Dubai city

General views show the dense urban context of Dubai city along the seashore and the Creek

The structure of the city is shaped by the following elements:

- 1- The existing city. A long and narrow urban strip along the coast; including its distinctive old traditional city flanking both sides of the Creek.
- 2- The Gulf water. Several projects are being built offshore; some as far as a few kilometers from the original coast and at least one is underwater.
- 3- The desert. Expanding into it with huge developments of all sorts; and in which the city is losing its original coastal/desert linearity and becoming girded and incoherent.
- 4- The sky. This has become a “site” where high rise buildings and skyscrapers are being built, such as along Sheikh Zayed Road.

Fig. (4.10) The general urban context of Dubai. Views of some representative areas.

The urbanization of Dubai represents the oil-based economy has given way to the great interest in real estate, leisure and tourism development, the unique socio-political and the multicultural conditions created a “world city” and the special “taste” for the tallest, the biggest, the most expensive, supreme life styles, etc.

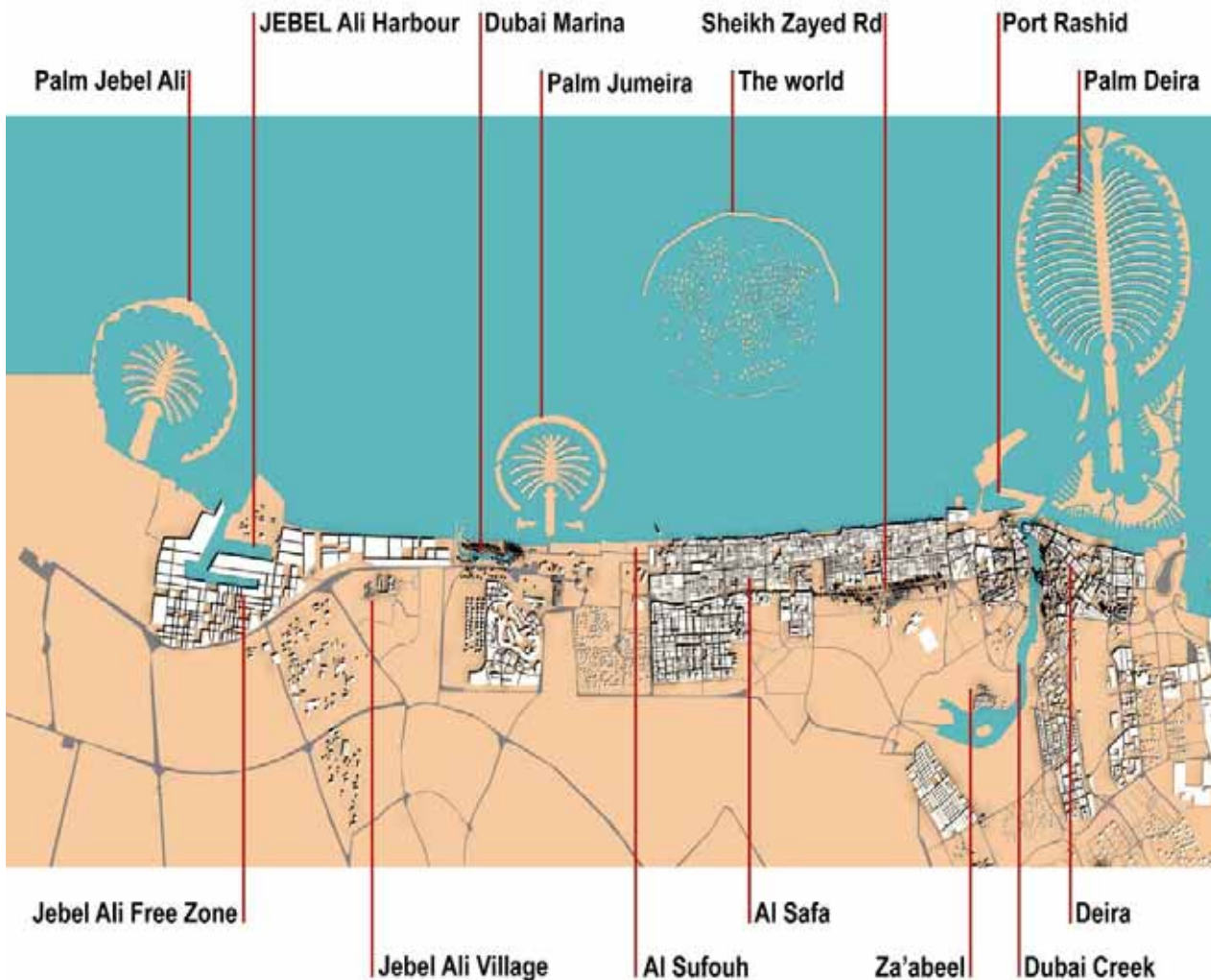


Fig. (4.11) Main areas of Dubai city

- **Al-Bastakiya area** is one of the oldest heritage sites in Dubai which dates back to the early 1900s. The area is characterized by traditional wind towers and courtyard houses, clustered together around a winding maze of alleyways. Many buildings have been restored and converted into art galleries, shops, and cafes, including Dubai's smallest and most unique guesthouse with a traditional restaurant, Calligraphy House, and offices for several non-governmental organizations.
- **Dubai Creek** has played an important role in the development of Dubai city, as the earliest settlement was near the mouth of the Creek. Currently, the Creek is lined with the cornices. It has three main crossing points, the Shindagha Tunnel, Maktoum Bridge and the Garhoud Bridge.
- **Al-Jumeira** is a highly desirable residential area, with access to the beach and shopping and service areas and the Jumeira Park. The busy Jumeira Road, extending around 9km, runs the whole length of Jumeira.
- **Karama**, is well known for being a cheap and cheerful residential area. It consists of low-rise apartment blocks and shopping outlets.
- **Oud Metha and Umm Hurair** are located in the centre of Dubai, and considered are typical residential quarters, with quality shopping, entertainment, recreational, social and educational facilities.



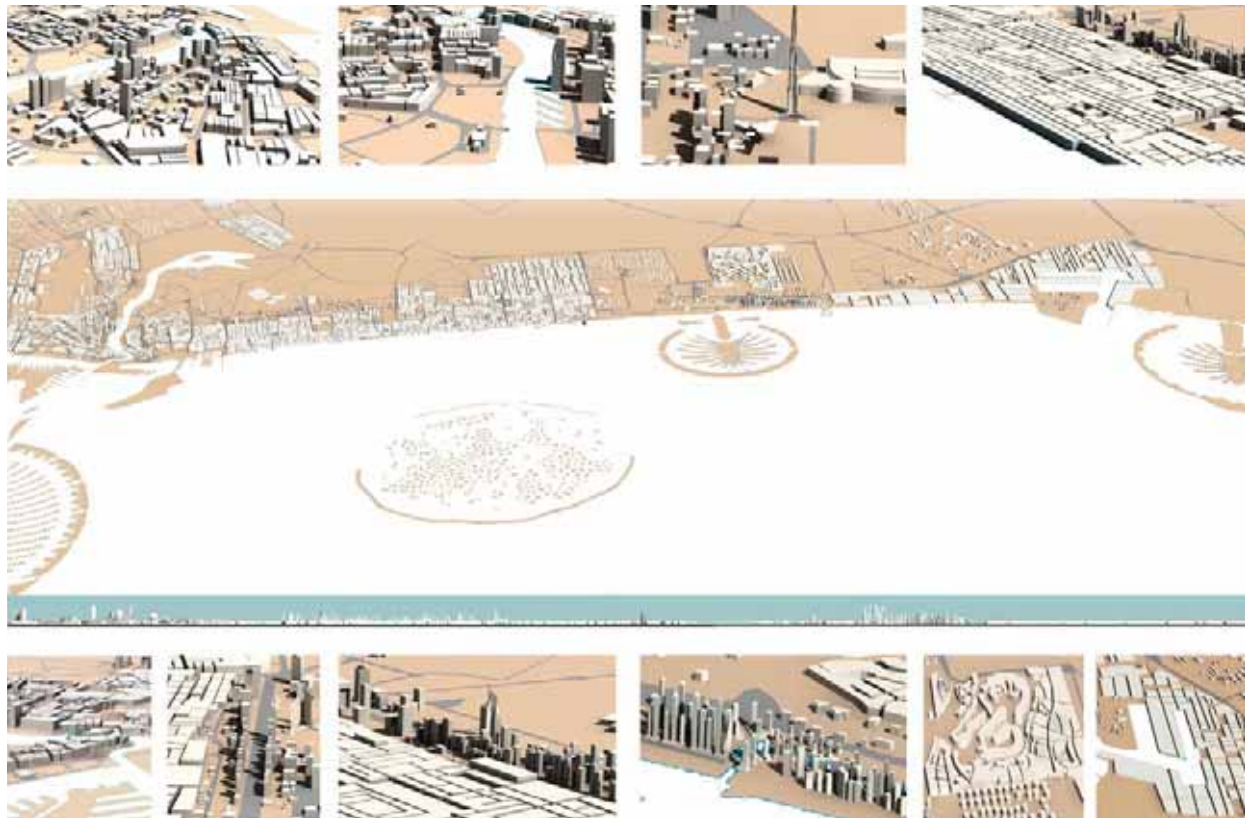


Fig. (4.12) Panoramic view of Dubai illustrating the city structure.

- The area of **Garhoud** lies between the Creek and Deira, and is bordered by the airport. The centre has a small neighborhood, surrounded by a commercial area to the west. The area has some hotels, a few shops, Dubai Tennis Stadium and several large schools to the east.
- **The Marina (or Marsa Dubai)**, is a man-made marina that hosts many five-star hotels, luxury apartment buildings and office towers.
- **Al Sufouh** is home to Media City, Internet City and Knowledge Village, and has isolated clusters of villas. The area is the approach to the famous Palm Jumeirah.
- **Al Satwa** area is suburban with streets of housing villas, and the bustling Djyafah Street and Satwa Road, with shops, restaurants and cafes, the place of cosmopolitan atmosphere.
- **Trade Centre (Sheikh Zayed Road)** is known for the striking high-rise buildings, office towers, and top-class hotels. The high-rise and skyscrapers stretch of Sheikh Zayed Road extends about 3.5km, offering shopping, restaurants and clubs.
- **Umm Suqeim** is a residential neighborhood with a stretch of beach and some quality leisure and entertainment facilities. It is also home to the Burj Al Arab, some luxury hotels and Souk Madinat Jumeirah.

## **Land use**

The land use pattern in Dubai is strongly influenced by the historical and current development trends. Business, leisure, service and residential centres, both old and new, are located mostly in the center of the city near to the Creek and linked by fast freeways and ring roads, leaving large open spaces as not yet filled in gaps. Traffic and congestion is one of Dubai's serious problems.

The older Bur Dubai area is home to shops and housing for Dubai's huge expatriate workforce from the subcontinent and is currently slated for regeneration. Pleasant walkways line the Creek in Bur Dubai, home to both the city's original high-rise hotels and offices and to fleets of trading dhows. The Souk area in Bur Dubai is shaded and accessible even in summer, although air conditioners pump out hot air into the narrow streets.

Dubai is physically growing so fast with construction projects to satisfy the urge for new investment, new life style, and the pressure of urban growth. The city has witnessed an unprecedented booming land market during the past ten years. These new projects are more than triple the size of old Dubai city. The developments are fragmented along a major access, Sheikh Zaid Road, the main connector route between all these projects. This area of urban development covers more than 135 square km and includes a range of different types of projects.

The projects range from new airports, seaports, elaborate road networks and offices through to housing developments. The city's growth is manifested in record development activities, a multitude of financial, business, housing, tourist, leisure and entertainment projects.

The land use of Dubai is greatly influenced by the continuous motivation towards the superlatives; the world's tallest building, largest shopping mall, largest man made islands, biggest theme park, only seven-star hotel, etc.

## **Urban Patterns**

The physical plan of Dubai city, see fig. (3.13), shows a clear longitudinal crash of urban fabrics along the sea shore (the modern areas) as well as around the Creek (the traditional city center). The intersection of several urban areas at the meeting points of the Creek and the sea reflect the process by which its urban form was transformed into a modern city. Street patterns are based on an iron grid form extending from the old city center to the sea and to the desert. It is dominated by a number of main spines that create major development along them. There are many voids in the form of large scale vacant plots located through the urban areas of the city.

Most of urban patterns in the city are shaped by the process of their formation and historical development. The plan of the city shows the most dominant patterns which are the traditional patterns of the existing city, the remaining historical parts of Dubai, the new development on desert land, skyscrapers and tall buildings, and the large scale mixed use projects.

See Davis, Mike, (2005) "Sinister Paradise: Does the Road to the Future End at Dubai?", essay, [www.omdispatch.com](http://www.omdispatch.com)



The new development on desert land

The skyscrapers and tall buildings



The new development on desert land

The large scale mixed use projects.

The traditional patterns of the exiting city

Fig. (4.13) The land use plan of Dubai 2005 ( Dubai Municipality, (the GIS center)

Urban Patterns in Dubai city

Dubai is being described as one of the fastest growing and dynamic cities in the world today. The city structure of Dubai is quite remarkable and unique, reflecting its increasingly appearing main arteries, vast residential areas, “cities within the city”, expansions into the Gulf water and civic infrastructure, to the scale of its land-use patterns as manifested in the hundred individually master-planned residential, commercial, financial, and industrial districts.

The city has been developed into a busy commercial center; it attracts a cosmopolitan society. Its dense urban fabric, built around the courtyard houses and a hierarchy of mosques, Souks, and wind-towers has been dramatically altered and expanded into orthogonal street networks, modern buildings and large scale developments. Yet, these aspects make Dubai as a modern and global city with representations of a local identity that distinguishes its urban culture, form and visual appearance.

## 4.1.2.2 CITY FORM

### Public Space

The public realm in Dubai city is considerably questionable, and open public spaces are little. In general, this is due to the harsh climatic conditions that do not encourage open gathering spaces. Furthermore, the rapid development of the city appears to not give more attention to the proper planning of open public spaces. Indoor gathering spaces are basically the most dominant type of public open spaces. The most identified patterns of indoor public spaces are basically the popular spaces that are found within traditional markets and bazaars in the old parts of the city. Another type of the indoor public spaces is also found in the shopping malls all over the city which are provided with amenities.

Outdoor public spaces are represented in some urban parks, promenades along the creek and the seaside in some areas, and green stretches along main roads. Also, some city plazas have been planned and constructed to cover parts of the main urban areas. Meanwhile new developments in many parts of the city include high quality private/public spaces and are provided with parks, planting water and services. See fig. (4.15)



Dubai has a number of excellent parks, green areas, including trees and beach parks. Among the few well-maintained parks are Creek Side Park, Safa Park and Al Mamzar Beach Park. Facilities in these parks include botanical gardens, fishing piers, jogging tracks, barbecue areas, children's play areas, amphitheater and there's even a cable car system in Creek Side Park. Some examples for the public parks are:

**Mushrif Park** is a huge desert park full of activities and facilities. As a desert park, there are many large stretches of green lawn among the sand. An interesting feature of the park is a mini-town, where you can wander around miniature houses.



**Safa Park** is artistically divided into several themed gardens. In the centre of the park is an Arabic Garden and a Lake Promenade with some waterfall features.

**Satwa Park** is a new community park, offering some relaxation. The park has sport facilities, such as a grass football pitch. There's plenty of shade, seating, and grassy areas, and an array of colorful slides and climbing frames.



**Zabeel Park** provides an oasis of greenery in the heart of downtown Dubai. The Park features three zones: alternative energy, communications and technology, taken up by many grassy spaces and recreational areas.

Fig. (4.14). Typology of open public space, one of the Id Souks and the side-walk of Dubai Creek.

In addition, the present development of open public spaces mapped in the structural plan of the city aim to create and maintain the few parks and gardens.



Public Squares



City plazas



Green stretches along main roads

In general public open spaces are little in the city. The most dominant patterns of open public spaces are:

1. Indoor gathering spaces are basically the most dominant type of public open spaces.
2. Popular public spaces are found frequently within traditional markets, and Bazaars in the traditional parts of the city.
3. Another type of the indoor public space is found in the shopping malls all over the city provided with amenities.
4. Urban parks, promenades, green stretches along main roads and some city plazas are constructed to cover most of the city areas.
5. New developments include high quality public spaces provided with parks, planting water and services.

Fig. (4.15). Some of the open public spaces in Dubai: The Sidewalks at Shaikh Zayed Road, part of the public parks and some public squares. .

See Azza Eleishe (2005), *Architecture of Dubai and Its Impacts on the City's Life*

### **Visual Form**

Over the past few years, the image of Dubai has transformed itself from a regional centre to a global centre. Economically it has become a source for investment and attracts international business, investments and expertise. It is home to the largest development projects with much more planned in the future. Accordingly, the skyline of Dubai represents a wide variety of visual images.

The most dominant characteristics of the visual image, as in fig. (4.16), are:

1. The panoramic views seen from the Creek, the sea and the desert illustrate all different faces of the traditional urban areas in the city. These views represent a mix between old and new, and traditional and modern styles in a relatively heterogeneous form.
2. The axial views “Vistas” that expose great parts of the inner city areas, particularly in the cross roads leading to the Gulf. These views are very remarkable as they delineate the growing dense urban character of the city, including its tall buildings, significant landmarks and architectural spectaculars.
3. The landmarks are numerous and divers. The most stunning landmark is the appearance of Burj AlArab as well as the spectacular developments along the Shaikh Zayed road. The image of Burj Al Arab with the Jumairah beach and the skyline of the surroundings are very common references to Dubai as a world city.
4. The sequential vision along the visual corridors is of diverse and incoherent characteristics. This can be understood in the light of the fact that most of the these corridors are still not fully developed today. Also, it is not clear if there are some city design measures that have been taken into consideration on a city level.
5. The “views from above” seen from the tall buildings, helicopter tours and aeroplanes provide a new visual perception of the city.

In general, the images of Dubai may show signs of chaos. This leads to question the process in how the city is being developed.

Theoretically and according to the previously prepared structural plans (until 2006), they are based on the generation of a form, layout and density that is aimed to be attractive, original with respect to other projects, environmentally sound and sustainable in terms of land use and to be of cultural and climatic relevance. A careful reading of the existing situation demonstrates that these objectives have not yet been realized. The stage is being set for a future landscape and cityscape which will be unique within what is a unique city state.

See Katodrytis, George (2006) Dubai: Emerging Critical Themes in Urban Planning and Design, in Layer magazine, published at [http://www.layermag.com/feature\\_dubai\\_georgeK.html](http://www.layermag.com/feature_dubai_georgeK.html)



The panoramic view seen from the Creek

Axial views (Vistas)

Land marks are numerous. The most stunning landmark is Burj AlArab

Fig. (4.16). The main characteristics of Dubai city image

The emerging visual image of Dubai is seen as a complement to the city’s increasingly international role. Most new developments in Dubai are announced in terms of what they bring to the city and how they contribute to its collective visual identity. In addition, the city has reached a degree of maturity in how to reconcile the will of being an international city and at the same time being distinctive.

However, the renovation and urban conservation of Old Dubai is actively ongoing, representing that the cultural duality of Dubai, an international and regional city with local identity based on its Arab and Asian context. This image is not limited to the renovation of old buildings; rather, some new buildings are evoking the old urban traditions. As Elsheshtawy argued, “the new developments have been created to respond to globalizing tendencies such as tourism and large corporations” [Y. Elsheshtawy, 2004].

See Elsheshtawy, Yasser. 2004, *Redrawing Boundaries: Dubai, an Emerging Global City*. In Yasser Elsheshtawy (Ed). *Planning Middle Eastern Cities: An Urban Kaleidoscope in a Globalizing World*. London, Routledge



Fig. (4.17) Main view types of Dubai city

Dubai represents a variety of building heights and styles that accordingly produced a variety of visual images. The above illustration, fig. (4.17), reflects some of the city main types of images such as:

1. The Dubai skyline as seen from the Gulf water which represents different development styles, different historical layers, and a variety of buildings heights and forms.
2. The city as seen from above with its iconic projects' layouts. As seen in the Palm project.
3. Shaikh Zayed Road that extends in to Dubai City. It is considered as main traffic spine, as well as an important vista that combines some of the stunning Dubai landmarks.
4. The Emirates Towers in Shaikh Zayed Road which are considered a strong visual landmark



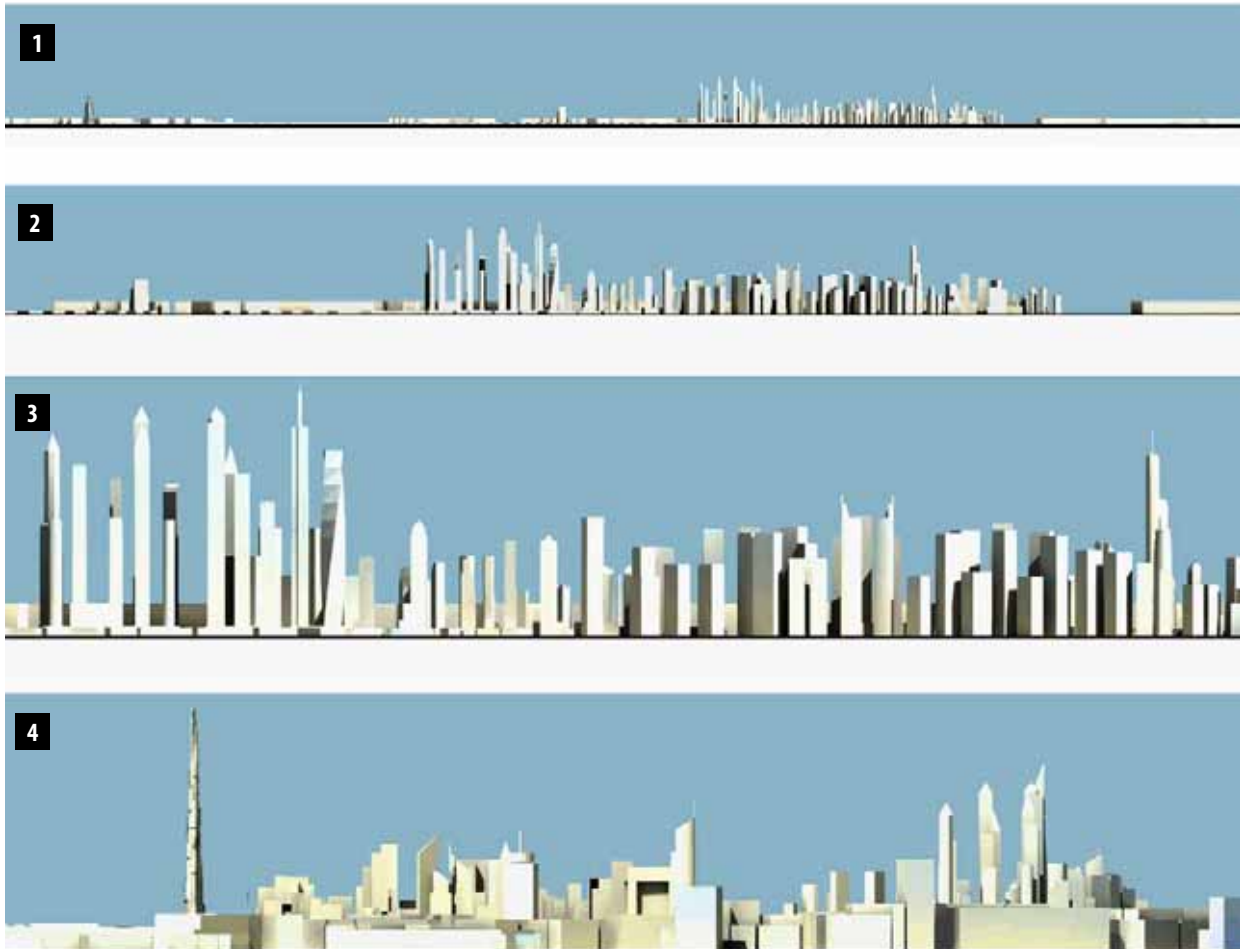


Fig. (4.18) Dubai skyline seen from different distances and reflecting mutiple image effects.

The main characteristics of Dubai's skyline, as seen in fig. (4.18) are:

1. The overall image of Dubai as seen from the Gulf water, shows a high rate of high rise development, that is radically creating changes all over the cityscape, with no clear form or image policy.
2. A close up view of Dubai, from the Gulf points out the frequently appearing tall buildings dominate all the city skyline and compete with each other with no contextual relationship. As a result, the skyline, although full of landmarks and iconic buildings, seems to be fragmented and disordered.
3. The view of the city's central areas shows part of the emerging disordered urban form and the tall building massing. The mixture of forms and styles characterizes the hyper identity of the center.
4. The skyline of Dubai as seen parallel to the Dubai Creek presents the domination of Burj Dubai over the skyline and the surrounding high-rise buildings over the cityscape, illustrating a distinct image full of distinct land marks, but lacks coherence and segregation.

### 4.1.2.3 CITY DEVELOPMENT

## Strategies and Development Plans

#### Strategies:

- The Dubai Strategic Plan focuses on five key areas that show the development potential - economic development; social development; infrastructure, land and the environment; security, justice and safety and public sector excellence.
- The strategy aims to optimize land use in order to meet the needs of sustainable development while preserving natural resources.
- This involves comprehensive and integrated planning of the elements of urban development; promoting policies concerning nationals' housing; ensuring public services and facilities for growth; providing adequate supply of housing for low and medium-income families; and upgrading existing labour housing policies and ensuring enforcement.

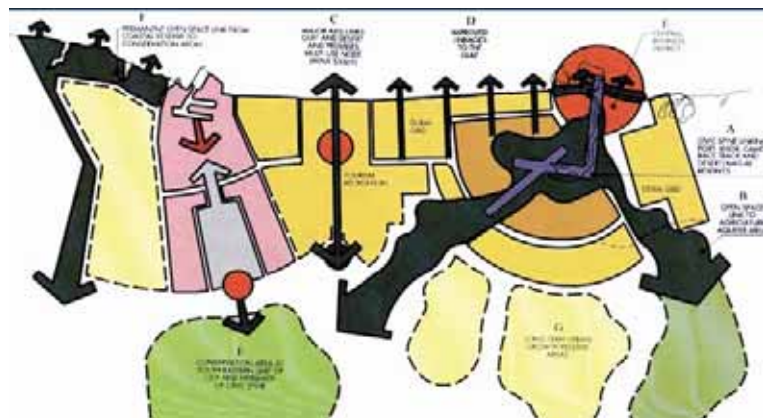


Fig. (4.19). Growth principles and development axes of Dubai's future plan. Source: Dubai Municipality

Source: Dubai Municipality, Electronic Newsletter, April 2005, Dubai, UAE

#### Action Areas

The Dubai Structure Plan 1998-2012 aims at directing the urban growth in the city and its surrounding region, through:

- The attempts to cope with the future development through making the best use of the land, avoiding the waste in resources and services.
- Accommodating changes in population which is expected to reach 2.5 million inhabitants by the year 2012.
- Strengthen the mixed-use character of the city center CBD and stressing the importance of the Creek as a seat for institutions and public services.
- Responding to the future public and governmental needs.



Fig. (4.20).The landuse of the Structure Plan of Dubai 2012 (source: Dubai Municipality 2003)

**Areas of Actions:**

- Civic Spine, for institutional use.
- Gulf-Desert Spine, shaped with mixed uses.
- Gulf axis, connected with the Gulf .
- Developing the CBD as an international, cultural and a world business center, where facilities, mixed uses, Opera House, cinemas, etc, are established.
- Agro Spine and natural protectorates zone.
- Open Zone, links the protectorate to the desert.
- Long term growth development zone.

## DEVELOPMENT ON THE SEASCAPE

Dubai is currently creating the most ambitious development projects in the world, both on and off-shore. The largest man-made islands are under construction off-shore, in which the scope, scale and aspiration of these projects are amazing. Interestingly, the large-scale urban development projects in Dubai are primarily headed by a couple of ambitious groups: Emaar, Nakheel Properties, DAMAC, and Dubai Properties. Different projects are shown in fig. (4.22)

**The Palm Islands I, II, and III:** The Palm Islands are being hailed as the 8th wonder of the world. The Palm Island, currently under construction, Jumeira Palm, and Jebel Ali are the world's two largest man-made islands. They are being built off the coast of Dubai by Nakheel Properties. These artificial palm tree-shaped resort islands will highlight Dubai's position as a premium tourist destination. The islands will have residential, leisure and entertainment uses and will add 120 kms of shoreline.

Collectively, the islands will have in excess of 60 luxury hotels, 10,000 residences (including exclusive villas and shoreline apartments), marinas, restaurants, shopping malls, sports facilities, health spas, cinemas and various dive sites. The Palm Jebel Ali, the bigger of the two under construction, is designed as an entertainment destination and will also include six marinas, a water theme park, a whale stadium, aquatic adventure sports and water homes built on stilts. A proposed third Palm - Palm Deira, the biggest of the three palms is currently under construction.

**The World:** Another Nakheel 'mega-initiative' under construction, The World, an islands-project shaped like the continents of the world, will have 250 to 300 smaller private artificial islands. These islands, ranging from 24,000 to 84,000 sq km in size, will be divided into four categories - private homes, estate homes, dream resorts, and community islands. The development covers an area of 9 km in length and 6 km in width, surrounded by an oval shaped breakwater.

**Dubai Waterfront:** The proposed Dubai Waterfront in the shape of a giant crescent located on the last remaining coastal waterfront in the emirate of Dubai will feature over 150 master-planned communities. It is planned as a large water-front development with numerous high-rise residential properties enabling residents to experience beach-resort lifestyle throughout the year. Also, it will include all needed urban amenities such as retail, recreational, leisure, health and sport facilities.

**The Hydropolis (The Underwater Hotel) :** Dubai's first underwater hotel is being constructed near to Burj AlArab Hotel. The hotel will cover some 60,000 square metres and will include several retail apartments, as well as the entrance to an underwater tunnel leading to the hotel, which will have 200 rooms and 24 suites. It will be built inside an outer wall and look in on a huge artificial aquarium inside the Gulf water.

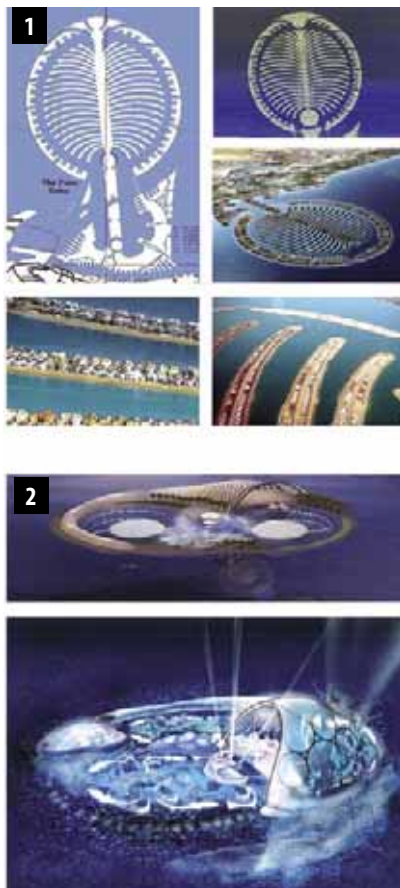


Fig. (4.21). Some of the future development on the seascape.

1. The Palms III :Dubai is currently constructing three artificial islands, of Deira Palms

2. The Hydropolis: The first and largest underwater hotel in the world.



The Palms I, II :the artificial islands of Jumeirah and the Jabal Ali Palms



Sea Front project

The World Islands projec

**Dubai Promenade:** A sophisticated waterfront community, creating a virtual peninsula along Dubai shoreline, anchored by a wheel-shaped five-star hotel. Dubai Promenade is located between Dubai Marina and the sea front. Strategically situated on its own peninsula, directly facing the sea, Dubai Promenade will have unique vistas of the Arabian Gulf, The Palm Jumeirah and the coast towards Jebel Ali Port. On completion, the development will be able to accommodate around 10,000 residents.

**The Universe:** is a new concept island development from Nakheel which will be situated off Dubai's coastline close to The Palm Jumeirah, inshore from The World. The development takes its inspiration from our solar system, with islands in the shape of the sun, the moon and the planets. The Universe will create new luxury living space, commercial opportunities and additional coastline – playing a role in the continued economic growth and success of Dubai as a global business and tourism destination. The Universe is in line with His Highness Sheikh Mohammed bin Rashid Al Maktoum's (UAE Vice President and Prime Minister and Ruler of Dubai) plans for the continued growth of Dubai. The Universe will be a flagship development of the recently sustainability initiative Blue Communities, to creating a truly sustainable community.

Fig. (4.22). Future development on the seascape includes:

1. The Palms I, and II are two artificial islands; Jumeirah and the Jabal Ali Palms
2. The Waterfront project is a huge coastal development which consists of marines, residence, mixed use and offices.
3. The World Islands project consists of 300 artificial islands to be built offshore.

Emaar Real Estate website at: [www.emaar.ae](http://www.emaar.ae)

Nakheel Real Estate website at: [www.nakheel.ae/nakheelweb](http://www.nakheel.ae/nakheelweb)

## DEVELOPMENT ON THE LAND

Dubai's ambitious urban development strategy has included developing various themed-districts. These uniquely identified districts emphasize and encourage specific kinds of development and activities. Location and imagined market determine objectives between tourism and business. Each city 'envisions' itself on an economically-viable and strong theme and aims at creating a distinct urban environment.

The most recognized layers of Dubai, identified within the present development plans and promoted through the different media, convey a message of the city as a representation of events/festivals, business/meetings, quality living, history and heritage, culture, sports and leisure, tourism/shopping, architecture, and culture/ knowledge.

**1. Events / Festivals projects:** A wide variety of projects are being constructed with the aim of attracting significant international events and festivals, such as cultural events, cinema and shopping festivals, and sports and athletics meetings, etc. This variety of events promotes the city widely as a highly attractive place for events and celebrations, and in which events, leisure and shopping merge into a distinct city branding activity. Recent project examples are diverse and numerous. For example, the Dubai land project, conceptualized as the ultimate entertainment and tourism destination in the region, will have mixed-use themed entertainment, recreation and amusement parks, eco-tourism, science centres and commercial real-estate spread over 280 sq km. It will include themed districts like Dubai Sports City, Aqua Dubai, Dubai Global village, Culture & Science World and Dubai Heritage Vision among many others. Another example is the Dubai Festival City project, extending 3.5 km of Creek frontage, envisaged as a huge shopping and leisure destination. It includes retail and residential development along a waterfront setting, incorporating retail, leisure and entertainment amenities.

**2. Business projects:** Dubai has been promoted as a major business center and an emerging world economic gateway in the Middle East. There are many on-going projects attempting to put the city at the top of the quickly growing business international centers. Their aim is for Dubai to become a place where different people gather and meet for conferences, fairs, exhibitions and conventions. The promoting of Dubai as a world class venue has affected its image, as it incorporates convenient meeting facilities with various dining and entertainment options. The Dubai International Finance Centre (DIFC) is an illustrative example of this trend. The DIFC forms a new Central Business District (CBD) adjacent to the existing one. Already under construction, the scheme covering an area of 1.7 sq km, combines both commercial and civic uses including offices, residential units, retail outlets, hotels, galleries, museums and cultural venues, and integrated open pedestrian spaces.

The International City, an integrated commercial and residential development, shall also serve as a world-class tourist and business destination having replicas of iconic structures. It will include a Central District for commerce, Dubai

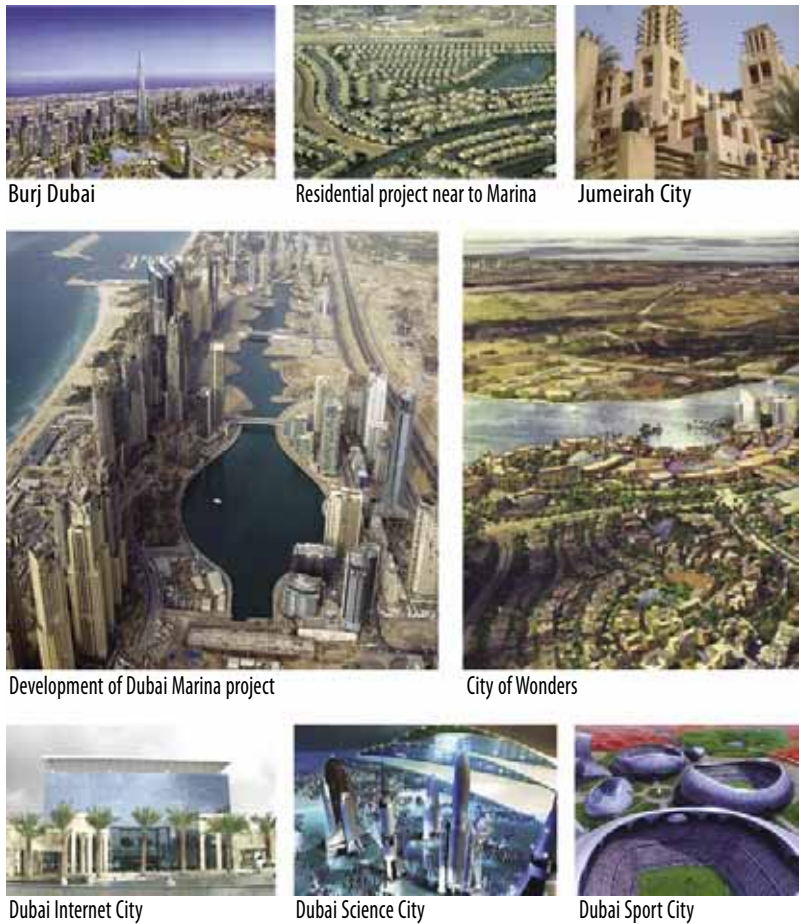


Fig. (4.23). Development on the Land

Gate for conventions and exhibitions, Dragon Mart for retail and the Residential District.

The Business Bay development is yet another example. It stretches several kilometers along an extended Dubai Creek. The developers say it is being modeled on international centers, such as Manhattan, and will feature facilities such as; towers for offices and accommodation, gardens, and a road network. The project intends to create a new commercial and business cluster. The essence of the project lies in extending the Creek to allow for the construction of a huge new city within the city.

The Dubai World Trade Centre (DWTC), a \$4.36 billion master plan complex, is an additional example of the scale of development in this trend. It involves a major redevelopment of the present DWTC to include a state-of-the-art convention centre, office and residential towers, hotels and hotel apartments and shopping facilities. The new development will enhance the Dubai Exhibitions City, a new convention centre, designed to be the most technologically advanced in the world. It will also include the Landmark Tower, shopping outlets, residential complexes and parking facilities.

The most recognized layers of Dubai promoted through different media conveying a message of the city as a representation of Events/ Festivals, Business / Meetings, Quality Living, History and Heritage, Culture, Sports and Leisure, Tourism / Shopping, Architecture, and Culture/ Knowledge.

### City for Living

Dubai has a high quality of life which attracts millions of talented experts, professionals and laborers from all over the world. The cocktail of nationalities gives the city a special cosmopolitan atmosphere combining different cultures; Arabian, Asian, European and American. The provision of public amenities is manifested in the form of new civic services, attractively designed and well maintained public parks and luxurious residential projects.

The Al Safa project is an example of a new housing and recreational project that will be built in Al Safa area in Dubai. The project will cover an area of 100 hectares and will feature a network of water channels as well as a lake surrounded by restaurants, offices, and residential complexes. It includes a recreational commercial axis for pedestrians, to be constructed along an 800-metre stretch of water canal. Residents will be able to use boats as a mode of transport and leisure. There will be separate areas for cars and pedestrians.

The Dubai Health Care City is another project that intends to transform Dubai into a global hub for specialized health care, research and medical education by 2010 catering for the Middle East's US\$74 billion health care market.

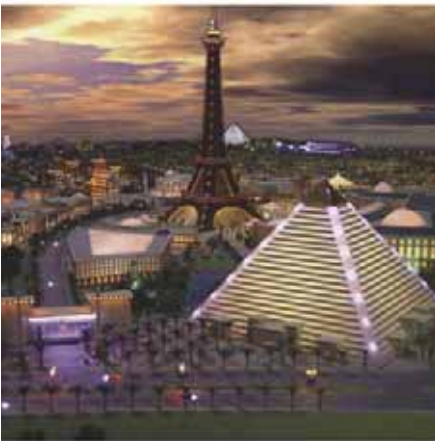


Fig. (4.24). Development on the Land cont.

Top: The recreational amenities at the Jumairah City

Bottom: The fantasy worlds of Dubai Land, City of Wonders

### Culture, History and Heritage

Promoting Dubai as a city for culture and knowledge is an additional aspect of the current development activities in the city. The construction of a variety of American and European universities has been undertaken to meet the needs of an emerging world city. Large scale cultural and civic amenities are also an important part of the current development. The construction of Dubai Opera House and two large scale state museums (designed by Zaha Hadid), a national library and many cultural, media industry and heritage revival facilities reflect the interest to shape development with cultural aspirations. For example, The Dubai Technology and Media Free Zone is the first Technology and Media Free Zone in the world. It comprises primarily of Dubai Internet City, which has become a world base for e-business and information and communications technology companies. Dubai Media City, which is a comprehensive media community for the media industry, and Knowledge Village, which is an important learning centre, are focused organizations.

Preserving the historical traditions in Dubai has been a continuous effort, from restoring historic building, to the revitalization of traditional centers, to the inspiration of new development with a local architectural identity presenting “a sense of history” in the city. For example, the Madinat Al Jumeirah, like many similar developments, has been built in a superficially Dubaian ‘traditional’ style, with ranks of non-functioning wind towers framing the rooftop of air-conditioned bars. The rooms and outdoor terraces are also air-conditioned, and the towers are just for show. Decorative detail and patterns are confined to colorful floor rugs, intricate wooden latticework on windows and ornate wooden outer doors were modelled on local traditional Islamic designs.



### **City for Sport/Leisure**

A very ambitious huge state-of-the-art sports city is being constructed in Dubai. The 'Sports-district' will include four premier stadiums and international sports academies including Manchester United Soccer School, David Lloyd Tennis Academy, ICC Global Cricket Academy, Butch Harmon School of Golf and Ernie Els signature golf course. In addition, the adjacent 550-hectare Dubai Golf City, when completed, will include five signature golf courses with on-looking premier residential developments.

### **City for Tourism/Shopping**

Dubai, as a tourism city, appeals to the demanding traveler's curiosity for the new, the different, the interesting, the astonishing and the unique. Dubai Downtown development includes a host of the 'biggest and best' type projects including the tallest Burj Dubai Tower and the biggest shopping mall, Dubai Mall. Downtown Dubai as a whole is a 'planned' mixed use community currently rising like a small city from a blank construction site at Dubai's core. Dubai Mall is expected to 'transform' shopping and leisure in the Emirates towards Dubai to become the world's retail capital.

Another example of the current tourism development is the Jumeirah Open Beach that aims to turn the beach into a world-class recreational facility. New features will be included such as a five-stars restaurant, a beach bazaar, a food court, an amphitheater, a skating park and a pool for children. There will be a jogging track along the 1.2 km stretch of the beach between the northern breakwater and Dubai Marine Beach Resort and Spa. Water sports activities will be provided on a large scale.

Also, the Dubai Marina is a mixed-use development on approximately 578 hectares. It is planned as one of the major new centres within the city, designed with the intent to create a new focus of high-density development. The vision for Dubai Marina brings the waters of the Gulf into the site, creating a new waterfront community capable of accommodating a large international population.

Another key factor in the design of Dubai Marina was a large central waterway, excavated from the desert, running the length of the 3 kilometer site. It also includes almost eight kilometers of landscaped public walkways creating a recreational zone along the waterfront with views into the various water basins. The development frontage along the marina promenade is planned to provide a real mix of conditions to create interest and variety, providing a landscaped walkway in front of low-rise residential development lining the waterfront.

## DEVELOPMENT ON THE SKY

The sky of Dubai is also a “building site” where high rise buildings, towers and skyscrapers are continuously being developed. The major planning and design issue for the tall buildings in Dubai context is not only build higher and taller, but also build more distinctly. Therefore, numerous forms of all sorts of tall buildings are addressed seeking uniqueness and exceptional architectural expressions. Consequently, the skyline of the city has changed dramatically in a very short period of time. The most important examples are Burj Dubai, The Palm Trump International Hotel and Tower, Al Burj (The Tower) and the Residences among many others.



Fig. (4.25). Burj Dubai, the world's tallest building in 2008

**Burj Dubai:** The world's tallest building until year 2008, see fig. (4.25). It is more than 800m high. It is under construction near Downtown Dubai and is primarily a residential development adjacent to the DIFC. The Tower forms the centerpiece of the Gulf region's most prestigious urban development. Although it is mostly residential, it has been designed to contain commercial spaces as well as a hotel. The project is proposed to have in excess of 160 floors and includes an Armani hotel, retail outlets, offices and residential apartments. The tower in Downtown Dubai also includes the Dubai Old Town, a low-rise residential development modelled on Dubaian traditional architecture as well as the Dubai Mall, proposed to be the world's largest mall currently under-construction.

**The Palm Trump International Hotel and Tower:** Plans have been revealed for the Palm Trump International Hotel and Tower. Spanning 5km in length and 5km in width, The Palm Jumeirah is one of the world's largest man-made islands, creating the shape of a palm tree in the Gulf.

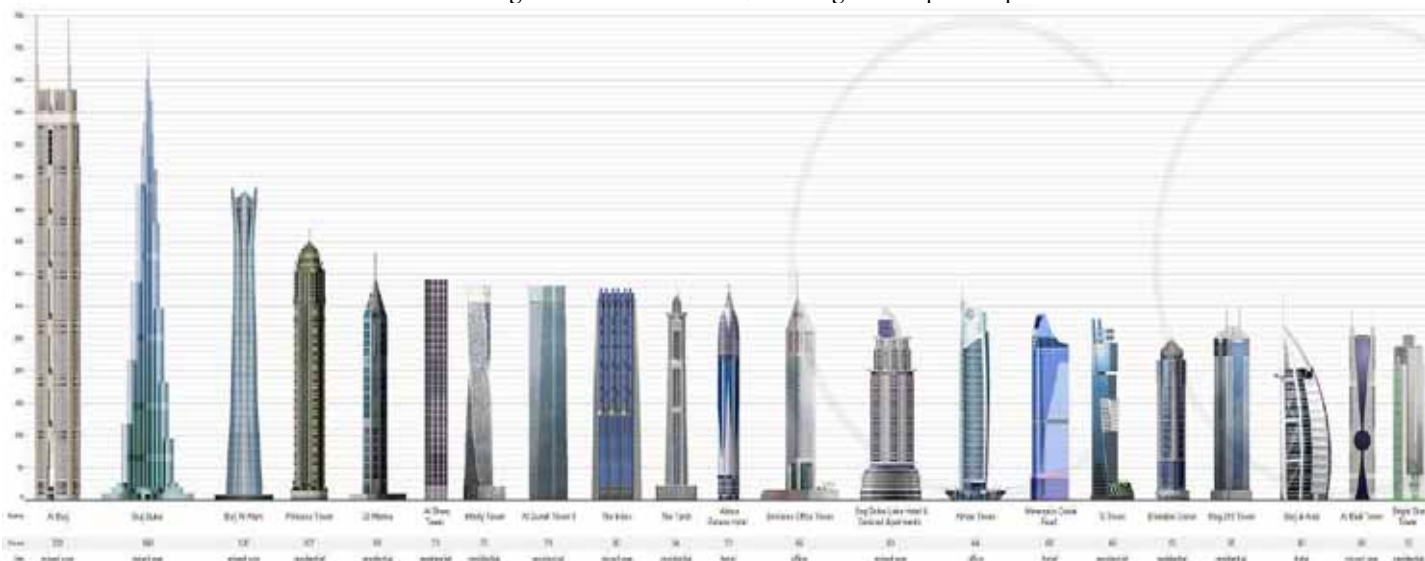


Fig. (4.26). Future Development: Development on the Sky (Tall Buildings).

On-going and future tall buildings projects include the world's largest high-rise buildings and the world's highest building (Burj Dubai) are under construction, and a business district, Business Bay, is being planned.

It will provide a spectacular luxury centre piece hotel on The Golden Mile – the exclusive residential and retail boulevard on the trunk of The Palm Jumeirah. The development will feature approximately 500 apartments. The development will also include a selection of high-end boutiques, fine dining options, signature roof top restaurants, bars, swimming pools, and a luxurious spa and health club.

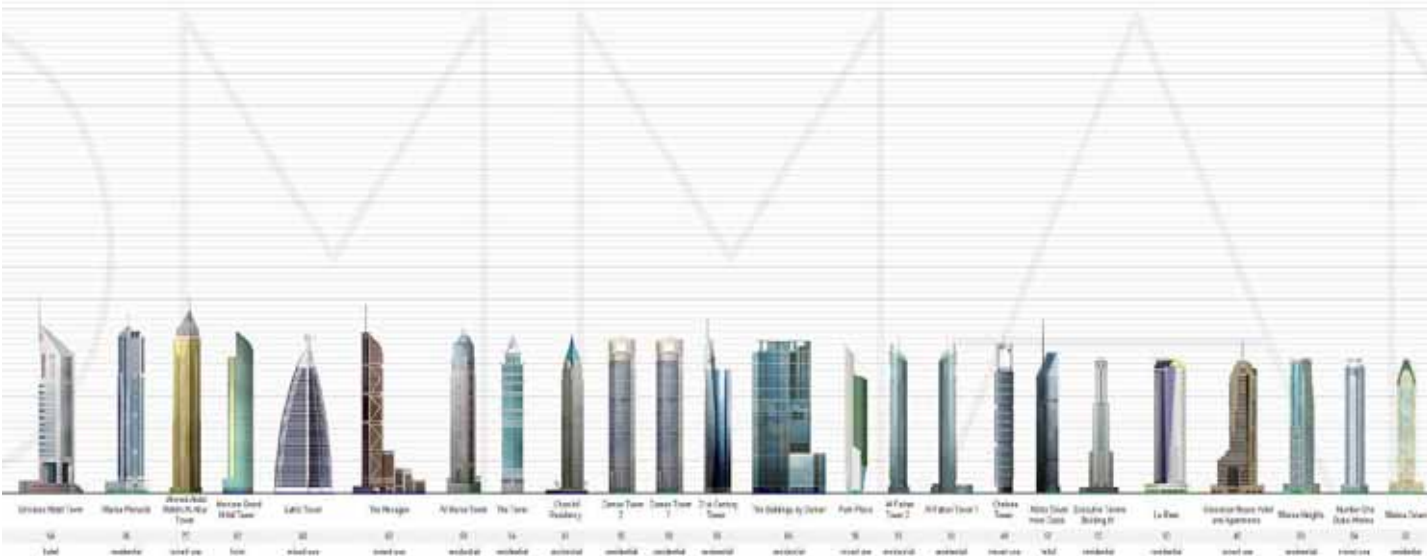
**Al Burj (The Tower):** It will be the anchor of Madinat Al Arab, a new city with a population of at least half a million within the Waterfront project. It is set to be one of the tallest buildings in the world – and going head to head with the Burj Dubai, currently being developed. The final height of this tower remains a secret. Dubai waterfront is a long-term project; maximizing the sea view for all the residents by scaling the buildings from 10 storeys, rising to 20 storeys and then 50 storeys.

**The Residences:** The Residences development is currently standing as the tallest structures with heights ranging from 24 to 41 storeys. It aims to offer all the amenities of a metropolitan centre, but with all the comforts and security of an exclusive community. Built on the shores of a 36 acre lake, it comprises nine exclusive towers surrounded by retail outlets and recreational facilities.

**The Emaar Towers:** stand at the gateway into the Burj Dubai development –across the road from Burj Dubai Tower. Both towers focus toward the main entry to greet the visitor. As visitors continue into the site, the towers rotate their orientation as a gesture of respect to its towering neighbor across the street. The two towers of 42 and 34 floors contain office space, take advantage of the views toward and around Burj Dubai.



Fig. (4.27). Some of Dubai,s towers



### 4.1.3 CITY BRANDING VISION

Dubai developed strategic visions for the years 2010 and 2020 some years ago. The 2010 goal is to triple the numbers of tourists visiting Dubai, from the current 5 million per year to 15 million. The overall goal is to reduce the country's dependency on oil as a source of revenue. However, attracting visitors to the desert city is a challenge; there is not a lot there, despite beaches and a great climate. Dubai's tourism revenue exceeded oil receipts.

Source: <http://login.dm.gov.ae/wps/portal/MyHomeEn>

The branding vision for the Dubai Municipality is to promote the city as an excellent city that provides the essence of success and comfort of living, as well as a leading commercial, residential, exhibition & convention centre in the Middle East and adjacent regions, complementing the Dubai governments initiatives and benefiting the local community.

See Ramirez, Chris (2005), *Is Qatar the Next Dubai? The New York Times* May 2005, published at <http://travel2.nytimes.com/2006/06/04/travel/04qatar.html>

Although the vision seems to be a broad and ambitious vision, the past years performances show that is possible to be realized due to the exceptional economic performance and based on the expected future global trends, the economic objectives for Dubai for the year 2015 are to sustain real economic growth at a rate of 11% per annum. Accordingly, the city has embarked on some of the most ambitious recent construction projects in the region. Many of the construction goals are about being the biggest and tallest, with the objective of attracting investors, tourists and shoppers.

#### 4.1.3.2 TARGET GROUPS

##### **Residents**

More than 80 % of Dubai's residents are overseas, mainly from Britain, India, Pakistan, Iran and Lebanon. It is expected that the city will receive more expatriates within the forthcoming years and an anticipated population increase in 2010 and beyond.

##### **Visitors**

Dubai hosts many major international events and sports tournaments with the deliberate intention of becoming a prominent tourist destination. The visitors and tourists of Dubai expect to get an environment for all outdoor activities, such as sports and entertainment, a huge variety of fashionable places and events mean that there's no shortage of packed services floors to practice in the city.

##### **Investors**

Over the past decade, Dubai has transformed itself from a regional centre to a global Business centre. However, it has a long-way to go before it can compare itself with other 'greats', business cities like London, Paris, New York and Tokyo. Economically it has frequently become a hotbed for investment and attracts international business, investments and expertise. Currently, it is home to the largest development projects and deals.

### 4.1.3.3 BRANDING INSTITUTIONS

The main responsible institutions about promoting Dubai are:

- *Dubai Municipality*, the major driving force behind the development process of Dubai City as a whole. Working to plan, design, build and manage the municipal infrastructure and other related facilities and services through the appropriate investment in human and other resources.
- *Department of Tourism & Commerce Marketing*, responsible for the international promotion of Dubai's commerce and tourism interests, and for the planning, supervision and development of the tourism sector.
- *Dubai Chamber of Commerce and Industry*, aims at representing, protecting and promoting the interests of the business community in Dubai, providing value added services that create new business opportunities promote global competitiveness of Dubai based businesses.
- *Dubai Development Board*, was established for financing the construction of real-estate projects for limited income citizens.
- *Real State Department*, participates in Dubai development and prosperity, encouraging the citizens of Dubai to invest in profitable projects by leasing lands with symbolic prices and offers accommodation for UAE nationals and expatriates at reasonable prices.

In addition, there are many public and private institutions that contribute indirectly to the promotion of the city, such as the real estate development corporations, private investors, private companies and educational institutions.

## 4.1.3.4 BRANDING STRATEGIES

### Branding locations

The site of Dubai is very well promoted through different media as a strategic location on the crossroads between east and west, and a central position on the Gulf. These characteristics are extensively marketed for a variety of Tourism, Commerce and Business activities. The climate of Dubai is desert; cooler in eastern mountains. The landscape is very dry, with little rain, vegetation and animal life. Mountains only take up some few percent of the total territory. The tourism promotion poster of Dubai is an illustrative example of the virtual image of the city. It draws an image for the city as its widely promoted and physically manifested in reality. These elements are:

1- A modern city, in which the image at night indicate a view of its famous street that is full of landmarks, skyscrapers, light, and life. This night image attempts to transcend an indication of the modern infrastructure city looking toward the future.

2- A heritage city: Although, the city is not very old (about 300 years), its heritage elements are unique and highly significant. The image combines part of a house that shows a wind tower - and interesting architectural elements and motives together with a palms, which are important representational heritage element in the region.

3- A Sport and Leisure City: presenting a partial panoramic view of the city that indicates sport facilities (Gulf course) integrated into the beautiful landscape.

4- A city of wonders: the famous Burg Al Arab along the coast presents an icon for the city of wonders, including sports practice in a family welcoming atmosphere.

In sum, the interpretations of the images of Dubai indicated here, although not exclusive, donate that Dubai is a modern city, equipped with modern infrastructure and contemporary services to serve as a world class city for business, living, tourism and world class shopping malls, Souks, desert and heritage attractions.

See Karnataka, Bangalore (2006), Brand Dubai and the Rest. published at <http://wokeupjustnow.blogspot.com/2006/07/brand-dubai-and-rest.html>, visited on 11.09.2006



Fig. (4.28) Two advertisements in daily regional papers (AlSharq alAwasat, 01.02.2007) on new development projects in Dubai. The right one reflects the luxury living within the city of wonders, while the left one presents Dubai as the city of Arabs with the tallest building existing in Dubai

### Branding Urban Projects

Promoting new urban projects, as seen in fig. (4.28), is frequently increasing in Dubai. Today, the city is one of the fastest growing city-brands among many peer cities more than Barcelona, Auckland and Shanghai for example. “Excitement” is the underlying brand personality factor, connoting daring, spirited and competitive. Branding urban projects has benefited from branding the city and vice versa. The effectiveness of the new projects is explained by their approach towards superlatives, where the tallest, the biggest, the largest and the finest, etc., which seems to be necessary adjectives for urban projects, with the objective of attracting investors, tourists and shoppers. For example, Dubai builds the world’s tallest building, Burj Dubai Tower, the world’s largest shopping mall is foreseen to attract 35 million visitors a year and The World as a private real-estate development, a 63sq kilometer development reclaimed land to construct islands in the shape of the world and its continents. Therefore, through the visual communication of iconic forms and meaningful representations, the projects, although lacking a coherent reference plan, have proficiently used its encouraging urban conditions to produce new distinct, not necessarily original or authentic images.

### Signature Architecture

Dubai became an attractive destination for many international prominent architects to design and build landmarks buildings. The recent works of Zaha Hadid in Dubai (The Opera and Museum Dubai, The Dancing Dreams Towers and the OPUS towers among others), see fig. (4.29). The skyscrapers designed by international architects are few examples of this trend. For Dubai, architecture has a significant role in branding the city through the creation of new icons, unprecedented landmarks or wonders to discover new unique and distinct architectural images that can be better promoted and sold.

See Katodrytis, George (2006) DUBAI: Photoshop Urbanism



Fig. (4.29) New Zaha Hadid's buildings in Dubai The left one is “Dancing Dream Towers”. Right one is Opera Dubai (currently under construction) Dubai became a destination for signature architecture.

### **Branding City Life**

The Calendar of Dubai is full of international events and regional festivals, during the year as follow:

- January: Dubai Shopping Festival  
Dubai Marathon
- February: Dubai International Jazz Festival  
Dubai Tennis Championships
- March: Dubai Desert Classic PGA Golf  
Dubai International Kite Surfing Tournament  
Dubai to Muscat Offshore Sailing Race  
Dubai World Cup  
Rally Al Khaleej
- April: Dubai International Boat Show
- June - Aug.: Dubai Summer Surprises
- October: Dubai the City that Cares  
Horse racing Season  
Emirates Cup
- November: UAE Desert Challenge  
Camel Races
- December: UIM Class 1 World Offshore Power Boating Championship.  
Dubai Rugby  
Dubai International Film Festival-cultural dialogue.

The city also hosts numerous trade exhibitions and conventions throughout the year at two state-of-the-art Exhibition Centers. The Dubai World Trade Centre and the Airport Expo Centre host many of the region's largest and most prestigious exhibitions.

General Indicators of Dubai Emirate, 2002,  
<http://web-vgn.dubai-e.gov>



Fig. (4.30). Part of Dubai urban life some recreational and sports events

### **Attractions**

The city offers many attractions and lifestyle activities for its visitors to enjoy, like the wide variety of shopping malls, Dubai Land, the Global Village, traditional markets, urban parks, and heritage sites.

### **Lifestyle**

Dubai represents itself as a city of contrast, from the architecture through to its diversity of culture and people who come to Dubai from every continent. This makes it one of the most cosmopolitan cities in the world and an attractive tourism and lifestyle destination. Dubai's culture is firmly rooted in the traditions of Arabia, where courtesy and hospitality are among the most highly prized of virtues, and the visitor is sure to be charmed by the friendliness of the people. Dubai society is marked by a high degree of tolerance for different lifestyles. Despite rapid economic development in recent years, Dubai remains close to its heritage. Local citizens dress in traditional robes and headrest. Arab culture and folklore find expression in poetry, dancing, songs and traditional art. Weddings and other celebrations are colorful occasions of feasting and music. Traditional sports such as falconry, camel racing and dhow racing at sea continue to thrive.



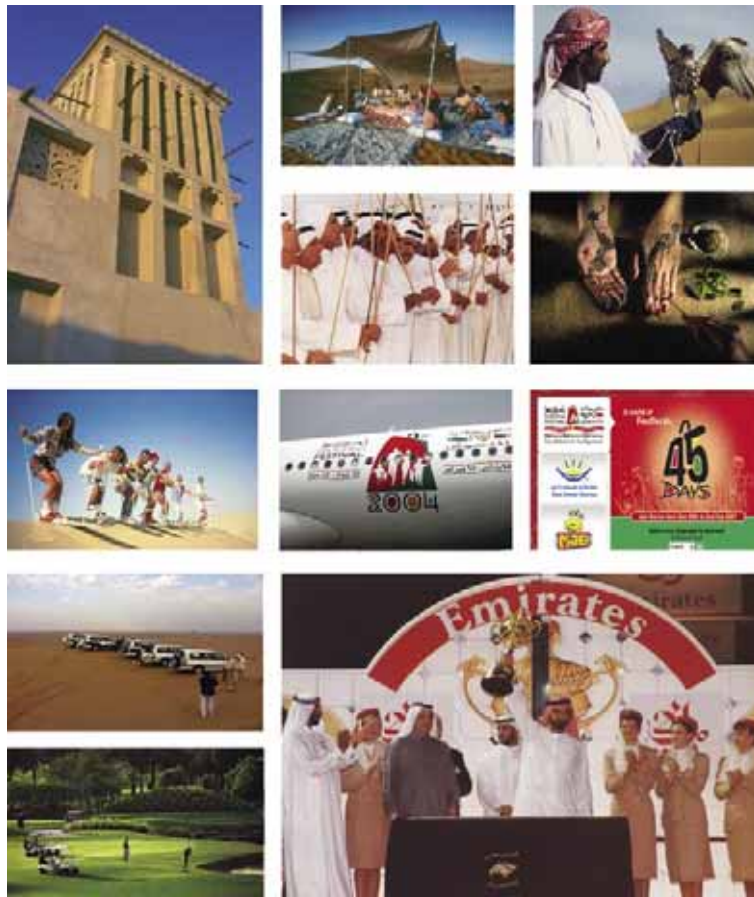


Fig. (4.31). Dubai City Style shows the most recognized events and traditions of Dubai

In sum, the image of Dubai is greatly influenced with its renowned ability to provide new dimensions for its public life and city image. As the City of Gold or the City of Lights, Dubai is extensively branded as a world class metropolis, where eastern life styles meet west styles, and old traditions meet new trends, etc. Therefore, Dubai has many branded perspectives: a unique tourism destination with luxurious hotels, a shopping destination that boasts some of the biggest shopping malls, the region's most happening recreational spots, and a culture capital full of growing collection of heritage sites and museums places.

There are also numerous landmarks that symbolize the image of Dubai, such as mosques, palaces, dhows, camel and horse racing, architecture and wind towers. In addition, Dubai Creek is still considered to be the lifeline of the image of the city, presented as the popular destination for visitors and residents. The image of Dubai as a cosmopolitan city with something for urban life and just when it is seen as it have been revealed all, a new major urban project appears to add a new dimension to the image, whether it's the world's tallest building, the largest shopping mall, or a ski slope in the desert!

### **Cultural Activities**

The Emirate of Dubai seeks to achieve cultural and artistic development. Culture is a main component of society developing in Dubai and is necessary to strike a balance with the other accomplishments in infrastructure and technology. For this reason, Dubai Cultural Council works on developing, nurturing, coordinating cultural centers and creating new ways of delivering arts and culture.

Dubai Cultural Council will also work hard to attract the local society into arts and culture and encourage it to participate in supporting the cultural activities by attending and watching those activities. The kind of support from the Dubai Cultural Council to the cultural centers does not stop at the role of coordinating only. This also includes helping develop their cultural infrastructure, sponsoring cultural activities and organizing specialized courses and sessions in the arts and culture.

Also, the private sector welcomes participation in the cultural development by supporting productions in theater, drama, music, fine arts, cinema and other forms of artistic expressions. Dubai Cultural Council focuses the media's attention on the cultural activities in the UAE in general, and in Dubai in particular.

### **Heritage**

In spite of all its modernization, Dubai has made efforts towards conserving its built heritage, which include the Shindagha Heritage Area at the mouth of Dubai Creek, the Bastakiya District - a former merchants' area now restored, the Al Fahidi Fort, built mid-19th century - now the Dubai Museum and the souks or bazaars. These buildings and sites have been well restored and are in use today.

The various souks for gold, spice and textile have retained the old-age charm and stand out from the rest of the cityscape due to their distinct architecture - wind towers and double-height arch-shaped timber frame pergolas effectively shading the walkways. Since the 1990's greater importance has been given to the promotion of the preservation of traditional culture and heritage sites, where renovated projects were initiated all over the city.

One of the most popular features of the Shopping Festival is the Global Village, where various countries take the opportunity to showcase their heritage through exhibitions of traditional handicrafts, clothing, food, music and dance. Each country has its own pavilion and, every evening throughout the Shopping Festival, crowds flock to the Village to enjoy this perfect example of Dubai's cosmopolitan nature.

See Boussaa Djamel (2002) *Towards an inter-Emirate urban conservation strategy in the United Arab Emirates*, RICS Foundation, London

## **Branding Business**

Promotion of Dubai as a city of business was based on the vision of diversifying the economic growth that has been a jump in free zone exports, and re-exports reflect increased activity with respect to major markets for Dubai's free zones. Today, the city offers significant growth opportunities that attract global companies to come to the Gulf and set up their regional offices. The development of Dubai Internet and Media City, the Jabel Ali Free Zone and the consistent growth of the country makes Dubai a centre of excellence for business. It is estimated that Dubai's growing global trade to cross \$68 billion in 2010. According to a statement from the Dubai Department of Economic Development 2006, Dubai's economy grew around 16 per cent in 2005. This rate of growth acknowledges one of the fastest growing economies in the world today. With a growth rate of 8.5 per cent in 2006, Dubai is expected to touch the \$40.87 billion mark.

Dubai's policy of extending foreign ownership of land and properties for real estate developments has resulted in a construction boom and a significant increase in foreign direct investment in this sector. Presently, construction and building materials, banking, insurance and other financial account for 97 % of the Dubai market. These segments have experienced strong earnings growth over the past three years, and particularly in 2005. The Jabel Ali Free Zone Authority, has now grown to incorporate over 5,000 companies. Among the major projects attracting the attention of the global business community are the \$4.1 billion development of Dubai International Airport; \$8.1 billion Jabel Ali International Airport development - which will create the regions first Airport City; and the \$4.3 billion plan to redevelop Dubai's World Trade Centre.

## **Competitiveness**

The resulting competitive pressures, mainly induced by the liberalization of the services sector, customs tariff and telecommunications tariffs are already showing the way for increased efficiency and transparency. It is expected that these developments will have significant direct and multiple effects on employment, income and consumption expenditure. There is an important focus on economic sectors that have strong competitive advantage and that are expected to experience future growth globally. The sectors of strength are tourism, transport, trade, construction, and financial services, in addition to the creation of new sectors with sustainable competitive edge. However, successful branding in strategic development cannot be defined solely by major achievements in these economic sectors; other growth enablers must also realize similar achievements: human capital, productivity, innovation, cost of doing business and living, quality of life, policy and institutional frameworks, and laws and regulations. These factors have demanded great attention in the past, and will demand more attention in the future.

**See Karnataka, Bangalore (2006), Brand Dubai and the Rest**

**Davis, Mike (2006), Fear and Money in Dubai, published in New Left Review 41 Sept/Oct 2006 P.47.**

#### 4.1.3.5 MEDIA-GENERATED IMAGE

The image of Dubai represented in many urban communication media, such as post cards, advertising campaigns, TV reports, movies, documentaries, publications, web sites, etc., transfers an image of a world class city of a highest standard for living, working, recreation and entertainment.

##### **Logos**

The logo of Dubai municipality combines traditional Arab traditions represented in the Falcon flying over a group of heritage buildings within a squared-shape frame. It donates holding of traditions while looking for the future.

##### **Slogans**

The various catchphrases created for Dubai reflect effectively its multifaceted image branding. For example, 'Dubai Heart' is an appealing logo that means love and care for different things to different people. Also, "Dubai, the city of gold" reflects the famous historical gold business nature of the city and symbolizing the wealth and prosperity of the city. While, "Dubai .. Dubai ... Happiness", brings an impression of quality life and a pleasure paradise.

##### **Branding Campaigns**

In 1996, the first Dubai Shopping Festival campaign was launched. Following that, campaigns were initiated to brand Dubai as the 'City of Gold'. This flagship slogan has continued to be used in all jewellery promotion. In support of the Dubai government's vision, similarly, many innovative marketing and promotional concepts were created during the annual shopping festivals that followed. Branding Dubai as the City of Gold has resulted from the fact that in 2001, Dubai became the world's fourth largest diamond market, after the US, Japan and India. These campaigns have strengthen the image of the city as a world economic centre and allow for further development and growth.

##### **Printed/Electronic Publications**

Through different printed and electronic publications and multimedia means, Dubai is aggressively marketing itself as a visiting, meetings, incentives, conference and exhibitions destination and is progressively strengthening its infrastructure including the spectacular architectural wonders, the existing airport expansion, new proposed Airport City, Emirates airplane fleet, international convention venues, hotels, roads and transportation network. Most of the publications create a popularity for the city, as a tourist destination has also kicked off the timeshare property market in Dubai, it being envisaged as one of the most popular 'time share' cities.

##### **Web sites**

The web sites of Dubai are of good standards and transmit a message of a city in rapid development and transformation towards a world city. Although there are no specialized promotional sites for Dubai, single -unofficial web sites that are devoted to the city are numerous, reflecting its statues and its anticipated international role, as the city of the future.

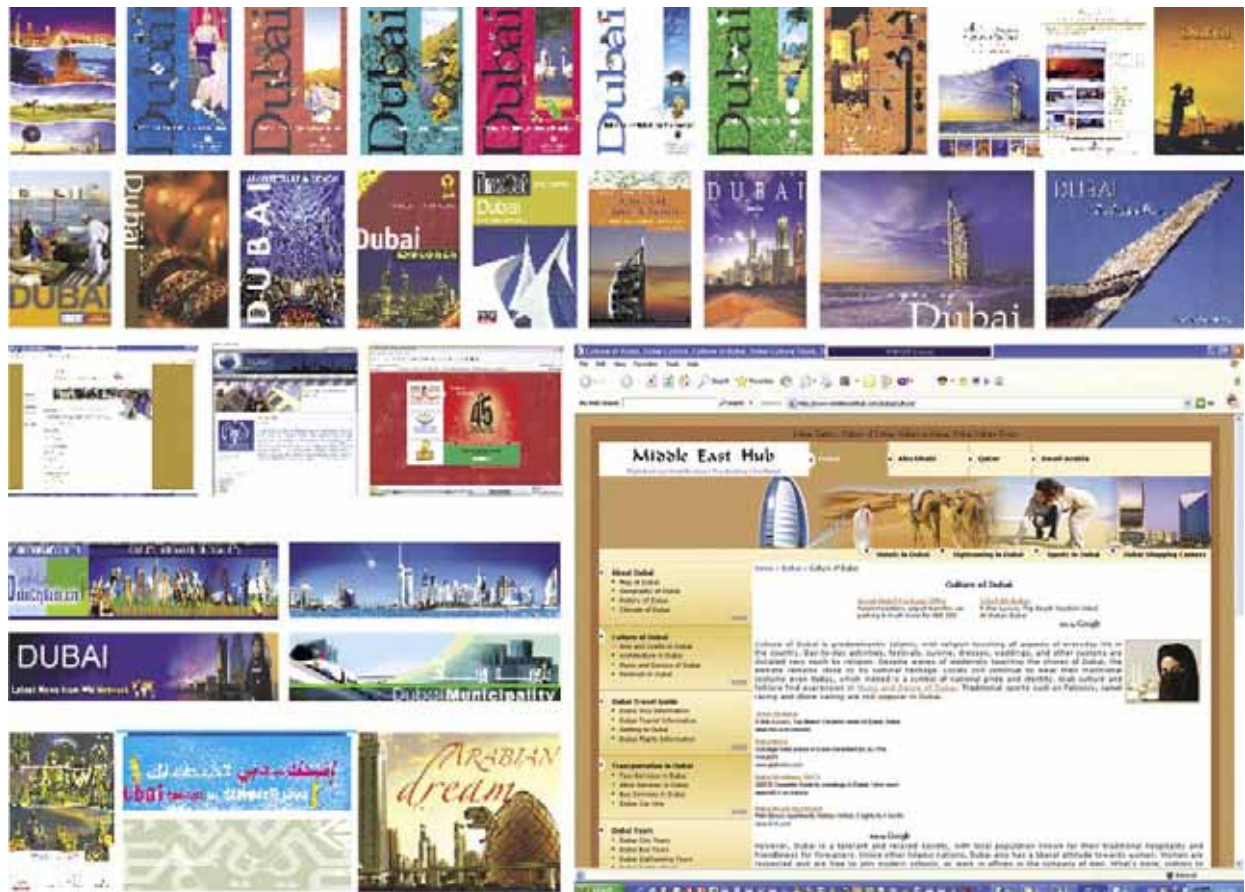


Fig. (4.32). The Mediascape role in promoting Dubai.

### Dubai Branding Websites

There are numerous websites on branding Dubai in general, with new ones appearing all the time. Some are more successful and relevant than others. The list below indicates the most branding sites on the city:

- www.dubai.ae*: Official Dubai eGovernment portal
- www.dubaicityguide.com*: Updated daily lists of upcoming and current events
- www.dubizzle.com*: A new community website for Dubai
- www.dufam.com*: A new site and forum especially for families in Dubai
- www.explorer-publishing.com*: Comprehensive guide for tourists, visitors, businessmen and residents.
- www.goddubai.com*: Covers all the events and news of Dubai
- www.howdoidubai.com*: Info on living in Dubai
- www.sheikhmohammed.ae*: The site of the Ruler of Dubai, Sheikh Mohammed Bin Rashid Al Maktoum
- www.timeoutdubai.com*: Time Out Dubai
- www.uaeinteract.com*: UAE Ministry of Information & Culture
- www.dcci.org*: Dubai Chamber of Commerce & Industry
- www.dm.gov.ae*: Dubai Municipality
- www.dubaitourism.ae*: Dept. of Tourism & Commerce Marketing
- www.dwtc.com*: Dubai World Trade Centre

The image of Dubai represented in many urban communication media, post cards, advertising campaigns, TV reports, movies, documentaries, publications, web sites, etc., transfer an image of a world class city of a highest standard for living, working, recreation and entertainment.



View for a part of Doha city looking from the Gulf side. The modern skyline of the city under the recent transformation processes

*Why is this small and conservative city suddenly courting the world's luggage-rolling masses after decades of indifference? One reason lies underground. With economies centered on petroleum and with supplies slowly dwindling this oil-dependent city is scrambling to diversify its revenue streams.*

Seeking a leadership in the business and tourism industry of the Gulf,

# DOHA

**Doha, the capital city of Qatar**, is situated on the bank of the Arabian Gulf. Earlier Doha was known as one of the busy pearl fishing villages in the South East Arabia of the Persian Gulf. It was until recently, when oil production began in 1949, and it got a face lift to present itself as one of the most important trade centres of the region. This picturesque, tiny deep water port is one of the most important cities of Middle East today. Doha with its accommodating nature is an intriguing mixture of old and new Arab traditions.

## 4.2.1 CITY CONTEXT

The Gulf state of Qatar is a peninsula that is surrounded by the waters of the Arabian Gulf and anchored to the mainland at its border with Saudi Arabia. Qatar covers an area of 11,437 square kilometers, with a coastline of 563 kilometers. It lies between 24°27" and 26°10" north latitude, and 50°45" and 51°40" east longitude. The peninsula is a mostly low-lying, flat and barren terrain stretching into the Persian Gulf from the lands of Saudi Arabia, the country's central location in geographical terms is politically supported by its position within the states of the Gulf Cooperation Council: Saudi Arabia, Kuwait Bahrain, the United Arab Emirates and Oman. Qatar gained independence on 3 September 1971, which is celebrated as National Day.



Fig. (4.33) Qatar map, shows the location of Doha

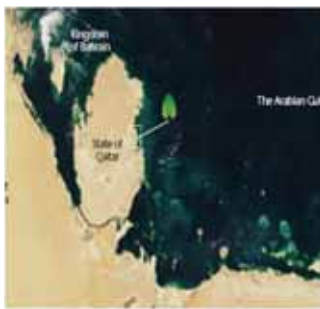


Fig. (4.34) The satellite image of Qatar, shows its major cities and regions along the Arab Gulf



Fig. (4.35) The satellite image of Doha, shows its location and dominant element. (Google.com)

### Location

Historically, Doha was located on the south bank of Doha Bay, open to northerly winds. Until the 1950s, the bay's waterline was not clearly defined because of the low-lying character of the land, but since then, the city has regenerated its waterline through landfill processes.

Doha, the capital city of Qatar, is situated on the bank of the Arabian Gulf. Earlier Doha was known as one of the busy pearl fishing villages in the South East Arabia of the Persian Gulf. It was until recently, when the oil production began in 1949, and it got a face-lift to present itself as one of the most important trade centres of the region.

### Terrain

The terrain is generally flat. However, there are some hills and sand dunes, which reach an altitude of 40 meters above sea level in the areas of Dukhan and Jebel Fuwairit in the western and northern parts of the country. The interior terrain is mostly flat, varying from just 6m to 3m above sea level at Qurayn Abu al-Bawl. Some rocky limestone outcrops are found in the most southern parts of the city.

The city is characterized by a number of geographical features, which are peculiar to the west coast of the Arabian Gulf. In general, Qatar has a typical arid desert climate of long, hot summers and relatively mild winters with limited rainfall.

### Climate

Doha's climate is characterized by mild winters and very hot summers with temperatures reaching over 40 degrees. The north-west direction is also dominant in the powerful winds throughout the year. Rainfall is very rare, as the average rainfall is 81 mm per year. The country is quite dusty and the occasional sandstorms manage to bury grains of sand into the most difficult nooks and crannies around homes.

see Explorer (2006), *Qatar: The complete Residents's Guid*,  
1st edition  
Zahlan, Rosemarie. 1979, *The Creation of Qatar*



## Economy

The reserves of oil and gas of Qatar play a very important role in making it one of the fastest growing economies in the world. Qatar's Gross Domestic Product (GDP) for 2004 was over a 20.5% increase on the previous year. The significant contributors to GDP were Mining and Quarrying, Services (9.6%), Manufacturing (7.7%), Finance, Insurance, Real Estate and Business Services (6.7%), Building Construction (5.2%), Trade and Hotels (4.2%), Transport and Communications (2.8%), and Electricity Water (2.2%). Analysts predict that in the near future, the country's GDP will effectively make Qatar the 'richest nation on earth.

Source, [www.odci.gov/cia/publications/factbook/geos/qa.html](http://www.odci.gov/cia/publications/factbook/geos/qa.html).

However, in order to become less reliant on oil and diversify the economy to some degree, Qatar is investing heavily in its liquefied natural gas (LNG) industry. The country's natural gas reserves stand at 910 trillion cubic feet, ranking Qatar third in the world behind Russia and Iran. This expansion will lead to an increase in the number of staff working in the industry, who in turn will need more housing, health care, retail, leisure and entertainment facilities. In addition, \$15 billion will be spent on the country's infrastructure.

Main exports are crude oil, natural gas and petroleum, with the main export partners being Japan, South Korea, Singapore and more recently India. Qatar's main import partners are the US and Japan.

Tourism developments: the country is attempting to diversify into other areas. With year-round sunshine, golden beaches, exciting outdoor activities and culture and history, it is a prime tourist destination that remains relatively undiscovered. Qatar doesn't necessarily want to attract mass tourism, but aims to become known as a high-quality destination appealing to high-income sectors. The growing number of tourists - currently numbering 400,000 a year is estimated to top one million a year by 2010. Doha hosted the Asian Games in December 2006. The event brought many visitors and undoubtedly raised the city's profile around the world.

The Asian Games 2006 has prompted a number of multi-million dollar projects that brought Doha's infrastructure up to premium international standards. These developments included new roads, transportation systems, hotels, and sports and leisure facilities.

## Demographics

In 2004 Qatar's population stood at 744,029. Local Qataris account for around 20% of the total population, with the remainder made up of expatriates. The growth rate is very high, at around nine or ten per cent, and the July 2005 population estimate (according to the CIA World Fact book) was over 850,000. The population increase rate is 3.02 per cent (2002 estimate). It is expected that the population will reach 1,566,000 by the year 2030. The majority of the population of Qatar resides in the capital city, Doha. However, the other major towns include Mesaieed, Dukhan, Al Khor, Al Shamal and AlWakrah.

The ethnic structure of the population shows a concentration of Pakistani, Indian and Iranian migrants (Arab 40 per cent, Pakistani 18 per cent, Indian 18 per cent, Iranian 10 per cent, others 14 per cent). Gender and age statistics reflect employment opportunities: 66 per cent of the population is male and 34 percent female .

## 4.2.1.2 HISTORICAL DEVELOPMENT

Archaeologists have uncovered evidence of habitation in Qatar possibly dating back to the fourth and fifth millennia BC, pointing out that the country was known to seafarers and traders of the time. Islam swept the region in the 8th century. In the 13th and 14th centuries, Qatar enjoyed a favourable relationship with the leaders in Baghdad. In the 16th and 17th centuries, the Portuguese were a powerful force in the region, and to protect the country from occupation and aggression Qatar aligned with the Ottoman Empire.



Fig. (4.36) The origin, growth and the historical development of Doha.



Fig. (4.37) View of Doha 2003 showing the rapid expansion of the city today.

Doha was founded as Al-bida in 1850. The city became the capital of the British protectorate Qatar in 1916. The Al Wajbah fort is in the southwestern part of the city and was built by al Rayyan in 1882. This fort witnessed the famous battle where the people of Qatar, under the leadership of Sheikh Qassim, beat the Ottomans in 1893. The Al Kout fort was built in 1917 by Sheikh Abdulla Bin Qassim Al-Thani and lies in the center of the city.

### Formation and Growth

In 1949 the city began exporting oil. The Government House opened in 1969 and is considered to be one of the nation's most prominent landmarks. In 1971 Doha became the capital of the independent Qatar. Doha University opened in 1973. The National Museum of Qatar opened in 1975 which was originally the palace for the ruler since 1912.

### Change and Transformation

In the 1760s, members of the Al-Khalifa of the Utub tribe migrated to Qatar from Kuwait and central Arabia and established a pearling and commercial base in Zubarah in the north. From there the Al-Khalifa expanded their territory by occupying Bahrain, which they have ruled ever since. The Al-Thani, the current ruling family, established themselves after years of contention with the Al-Khalifa, who still held claims to the Qatar peninsula through most of the nineteenth century.

In 1867, Britain recognized Mohammed bin Thani as the representative of the Qatari people. A few years later, Qasim Al-Thani (Mohammed's son) accepted the title of governor from the Ottoman Turks, who were trying to establish authority in the region. Qasim Al-Thani's defeat of the Turks in 1893 usually is recognized as a confirmation of Qatar's autonomy.

### Colonization

In 1916, Abdullah bin Qasim Al-Thani (Qasim's son) entered an agreement with Britain that effectively established the Al-Thani as the ruling family. That agreement provided for British protection and special rights for British subjects and ensured that Britain would have a say in Qatar's foreign relations. The increase in state income from oil concessions strengthened the Al-Thani's position.

### Independence

When Britain announced its intention to withdraw from the region, Qatar considered joining a federation with Bahrain and the seven Trucial States. However, agreement could not be reached on the terms of federation, and Qatar adopted a constitution declaring independence in 1971. Despite periodic protests against the concentration of power and occasional disputes within the ruling family, the Al-Thani's size, wealth, and policies have maintained a stable regime.



1. Overview of Doha waterfront in 1956

2. Overview of Doha waterfront in 2003

3. A satellite Image shows Doha waterfront in 1956

4. A satellite Image shows Doha waterfront in 2003

Fig. (4.38) The historical development of Doha from 1956 to 2003

Source Aga Khan Trust for Culture , Doha Corniche Focus Area

### Oil Urbanization

Since the inauguration of the new oil refinery in 1983 the country has realized self sufficiency in oil products. It is worth mentioning that Qatar has one of the world's three largest gas reserves, and LNG export began at the end of the 1996. However, the State has not confined its aspirations just to that. It has been following a policy based on the principle of diversifying the sources of national income through expanding industrial and agricultural production bases, developing human resources, assigning a bigger role to the private sector, working to realize a surplus in the balance of payments by increasing exports and decreasing imports, and reducing the State's national budget deficit by applying necessary financial and monetary policies and corrective programmes in order to achieve reasonable growth rates.

### Modernization

Today, several international companies and agencies have begun opening branches and headquarters in Doha, realizing that it is a profitable and strategic place for their businesses and products. Therefore, it is anticipated that Doha will play an interesting role in the world economy and specially in the Gulf.

See Peck, Malcolm. *Historical Dictionary of the Gulf Arab States*, 1997

See Lorimer, J. G. *Gazetter of the Persian Gulf, Oman and Central Arabia*, 1970 [1915]. Metz, Helen Chapin, ed. *Persian Gulf States: Country Studies*, 1993.

See Ferdinand, Klaus. 1993, *The Bedouins of Qatar*

See Aga Khan, 2003, *Doha Corniche Focus Area*

## 4.2.2 CITY MAKING: CITY STRUCTURE

As a result of long landfill policies over recent decades the urban form of Doha represents a form of a two semi circular-centre structures. While old Doha, located on the south bank of the Corniche, originally had an intricate circulation system, the semicircular shape of the coastline has given rise to a transport network of parallel ring roads and radial arteries. This has transformed the old city fabric: the pedestrian network now forms circulation for private cars. As a consequence, the pedestrian Corniche is the city's largest public space. Parallel to the transformation of the old city, the airport, Qatar General Petroleum Company, the power and desalination plant and military zones have located themselves to the east of the city.

See Schofield, R., and G. Blake, eds. *Arabian Boundaries Primary Documents*. Zahlan, Rosemarie. 1979, *The Creation of Qatar*

The main area of industrial development in Doha is on the highway to the south-west linking the city to Saudi Arabia and the United Arab Emirates. Hence the area from the south-east to the south-west of Doha is occupied by production facilities that require extensive land. The consequent shift of residential areas and Central Business District functions to the north has generated an urban structure that has the Corniche at its heart.

### **Doha Areas**

The city of Doha is of compact form and the road network - including the ring roads - connect well almost all parts of the city. The following is a description of some of Doha's main areas:

**Industrial sites:** The industrial areas of Doha are located in Doha along the main highway to Saudi Arabia and the United Arab Emirates. A parallel road to the south of the industrial zones is under construction, joining the area with the old city centre and the port. In terms of the efficient operation of industrial production and of the port and the airport, the location of these activities is logical.

**Traditional areas:** Traditional housing areas survive in the vicinity of the old city and west of the Corniche area. The migrant population tends to occupy the area surrounding the old centre. In some parts of the city adjoining the old centre, the traditional fabric has been transformed into higher-density apartments.

**Doha Corniche:** The Corniche is one of the major elements in the city of Doha. Stretching over 7 km on the Doha Bay, this is a palm-lined public space. Doha Corniche is the coastal strip that interfaces the area of Doha Bay. The Corniche is built on land reclaimed from the sea. Conceptually the Corniche is a space for vehicular and pedestrian circulation, a continuous belt of open spaces, the longest uninterrupted public realm in the city.

**The Old Centre:** Doha's traditional and cultural assets are concentrated in the old centre. The redevelopment policies in the 1960s totally transformed this area, and little is left of the traditional city, but the



General views show the vacant land under urban development



A satellite image shows the urban context of Doha city



General views from the sea show the urban context of Doha city

Fig. (4.39) The general urban context of Doha. Views of some representative areas.

downtown survives. The old souk area still exists, supported by the new souk buildings. Although the buildings have been renewed, the contiguous urban fabric and low-rise, high-density arrangement of the buildings creates a lively and dynamic environment. Al Diwan, the seat of government, serves as a hub between the old centre and new developments.

**New centre:** The urban edge at the north end of the city comprises business facilities for both public and private sectors, enclosed by new residential land uses. The area has high-rise buildings, and there is a mixture of buildings of different architectural styles. A key feature in this area is North Corniche Park, which forms a focal point at one end of the Corniche.

**West Bay:** Located to the north, the new centre is supported by Doha North Development. The part of the Corniche facing the West Bay between the old and new centres. However, is not clearly defined.

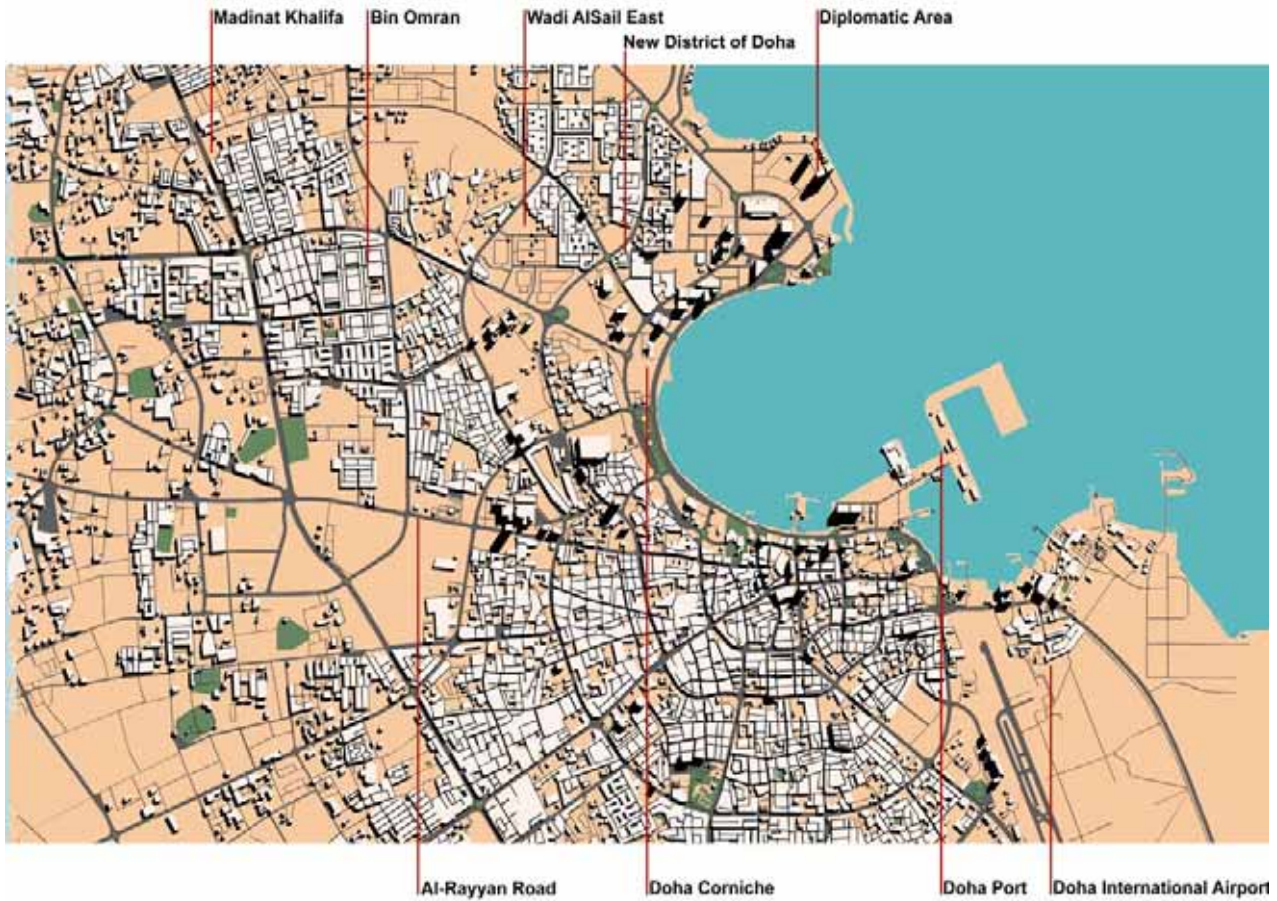


Fig. (4.40) Doha city main areas

**Musheirib** is a traditional shopping district and a mix of old and modern buildings. It is not a residential district as such, although there are some old villas, and some apartments blocks do exist. In the surroundings, there are the remains of traditional souks and heritage sites. Among them is the Doha Fort, the Souk Waqif, and some of the famed Windtower House. At the moment a fair bit of construction and development are going on.

See Explorer (2006), *Qatar: The complete Residents's Guide*, 1st edition

**The Gold Souk** is located behind Al Ahmed Street, where visitors come across several tiny jewellery shops. They sell imported and locally made gold. If there is something that you want and the store does not carry it, they will actually bring it to you from another shop to try on. It is a feast for the eyes walking through the gold souk with all the hanging gems in the windows.

**Suq Waqif** is Qatar's first suq and the original souk in Doha full of old-world character. It is an interesting place as it can be seen as a bit of maze with various alleys that sell everything such as perfumes, national clothing, tents, herbs, and spices that give the suq such an aromatic sense.

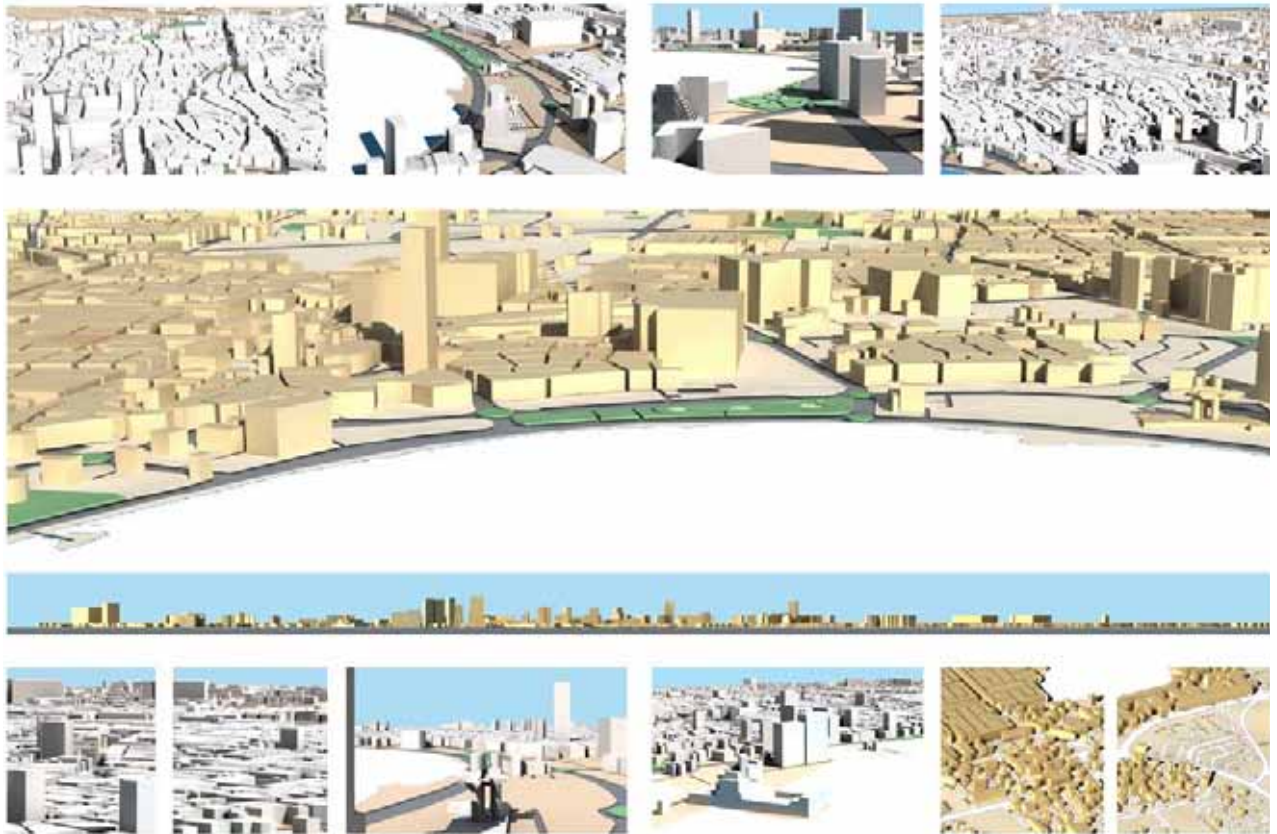


Fig. (4.41) Panoramic view of Doha illustrating the general skyline of the city.

**Al Rayyan Road** heads west from Doha Fort and the souk area, all the way out of town and towards the district of Al Rayyan on the outskirts of Doha. There is a good deal of construction work taking place in this area, including new apartment blocks and the site for the Athletes' Village, designed to house the competitors and officials of the Asian Games.

**Diplomatic Area** is located at the north end of the corniche. It is home to the embassies and consulates of foreign countries. Doha has a new landmark in the shape of the West Bay Complex, with imposing office towers, apartment towers, townhouse villas, and luxury hotels, and the Qatar International Exhibition Centre, that hosts major trade fairs and conferences, and a part of the Qatar Summer Wonders Festival. Also, near the surroundings of the Diplomatic area is a huge construction site, the Cultural Village, which will portray the heritage of the region, with traditional architecture and handicrafts. At a near point, is the approach to the prestigious Pearl Qatar which joins the mainland, and the huge sport facilities constructed for the Asian Games 2006.

### The Doha Land Use Plan

The Doha Land Use Plan, as seen in fig. (4.43), shows the allocation of two-centre structure of the city. In the new business centre, mixed function developments are dominant for public and business uses. The West Bay area contains a mix of housing and business functions. Al Diwan (the state building) occupies a considerable plot, as do old centre includes the old and new souk areas, public and commercial activities, a Museum Park, and the Qatar National Museum. The Doha South area contains mainly public uses and green areas supported by accommodation facilities.

While old Doha, located on the south bank of the Corniche, originally had an intricate circulation system, the semicircular shape of the coastline has created a transport network of parallel ring roads and radial arteries. This has transformed the old fabric: the pedestrian network now forms circulation for private cars and the pedestrian Corniche is the city's largest public space. The consequent shift of residential areas and Central Business District (CBD) functions to the north has generated an urban structure that has the Corniche at its heart.



Fig. (4.42) The main routes of Doha, the Ring Road and the radial streets that extend from the center to the rest of the city.

According to the Greater Doha Structure Plan Study, the city incorporates six distinct but interrelated components for current and proposed physical development patterns, land use, community facilities, transportation, utilities and the environment in an interactive framework. The Plan defines areas that can be opened to development while at the same time aiming to limit urban growth in the city.

Designs were solicited that used modern technologies to evoke the nation's past. The main building of the university has cube-shaped towers on the roof. Those towers, with stained glass and geometric gratings, are a modernist rendition of traditional wind towers; however, they are highly evocative of Qatar's commitment to the lifestyles of the past while encouraging economic and technological development. Similar examples are found in government and private buildings. Many building designs incorporate architectural elements resembling desert forts and towers or have distinctively Islamic decorative styles executed in modern materials.



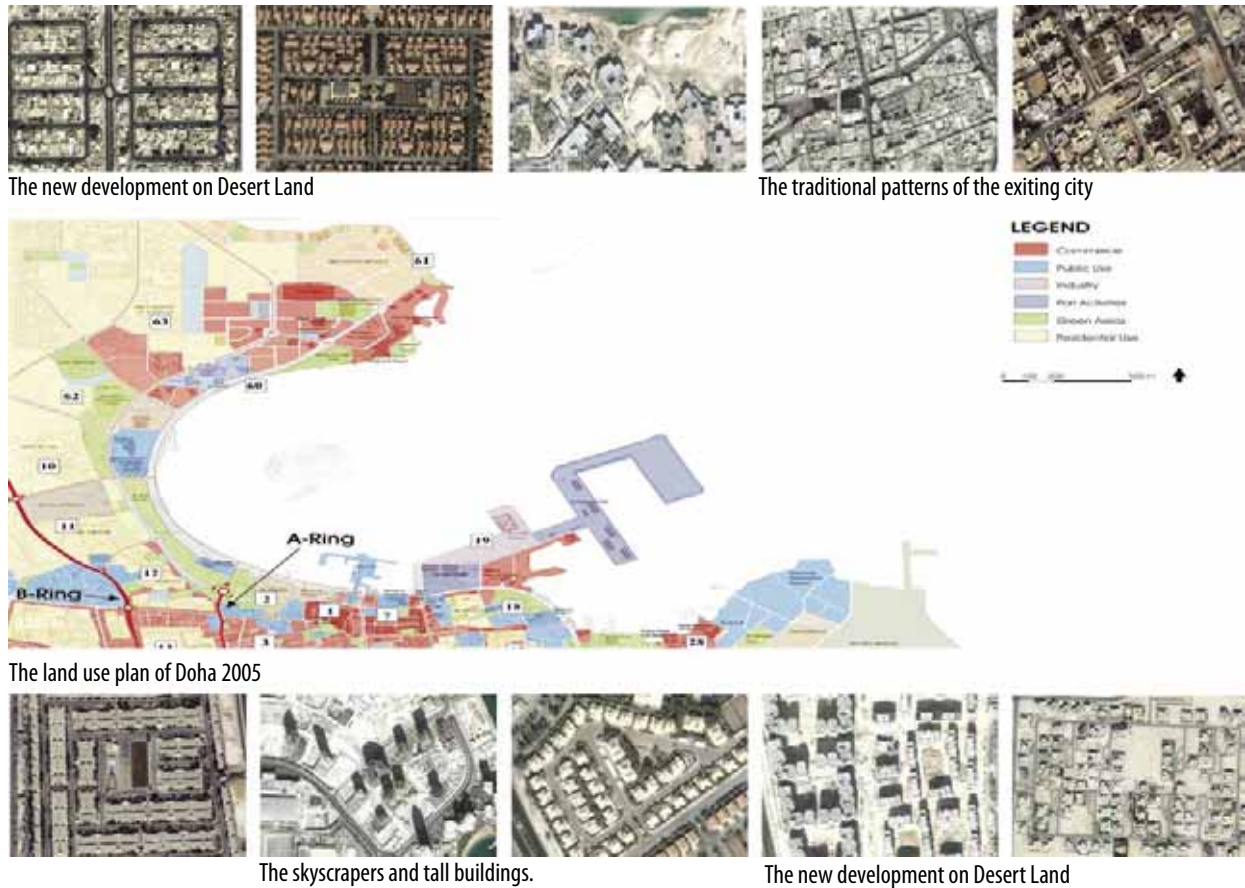


Fig. (4.43) Urban Patterns in Doha City

### Center Structure

Planning policies have encouraged the creation of prestigious urban facilities, the development of a new central business district, the construction of the City Centre shopping mall, and the relocation of large firms and government agencies. However, the old centre maintains its liveliness and oriental flavour in the old and new souks (marketplace). Dhow Harbour features a rich combination of activities. Fishermen boats, a marina, fishing appliances, shops and restaurants are concentrated in the harbour. At present the south of the port is occupied by land transportation facilities.

### Urban Pattern

Doha's development towards the north, parallel to the coastline, has included new housing areas, the university, the diplomatic quarter, a golf club, entertainment area and two chain hotels. Other hotels to the north and office blocks with shopping areas, are under construction. The new central business and governmental functions are located on the north bank of Doha Bay. The typical land-sea configuration of low-lying land and shallow water continues to the north, forming a new interface with the Bay.

The urban patterns in Doha vary according to their development phases. They are:

1. the traditional patterns of the old city
2. the remaining historical parts of Doha
3. the new development to the north
4. the Corniche area
5. and the large scale mixed use and industrial projects.

## 4.2.2.2 CITY FORM

### Public Space

The open public space patterns are strongly influenced by the existence of the Doha Bay and the Corniche. The Doha Corniche, extending for more than 7 km, is the main public open space stretching along the Doha Bay and connected to the main radial axes of the city. It includes several locations devoted for public gathering, relaxing, recreational and leisure activities and greenery areas. Notably, there is a large scale on-going restructuring project for the whole Corniche area, including the construction of a cultural center, large urban park, pedestrian amenities, recreational amenities and light houses designed by the French architect Jean Novel. There is also an on-going proposal addressing the comprehensive restructuring of the landscape around the Doha Bay, including the city major squares and arterial streets.

Other public spaces are found in the remaining traditional markets where courtyards are an attractive gathering place accommodating many traditional cultural events. The proposal calls for establishing green links connecting the city to the Corniche, providing much needed recreational facilities, and freeing up the waterfront from vehicular traffic. The centerpiece of the proposal is a large new park, which acts as a showcase for sport, leisure, culture, and health tourism together with a new governmental complex. The park will act as a green oasis and will symbolize the new and dynamic Doha city. The major open public spaces located in Doha can be classified into:

- public open spaces concentrated along the gulf of Qatar,
- indoor gathering spaces found in shopping malls and mixed-used centres,
- some indoor public spaces of special character found within the few traditional markets,
- outdoor public spaces represented in some urban parks,
- promenades along the sea side, green stretches along main roads,
- high quality private/public spaces that exist in the new developments to the north and in many private complexes,
- the main recreation areas and urban parks along the Corniche,
- many circular squares (roundabouts) that were constructed by the municipality to ease traffic organization in the city. However, many of these roundabout squares are equipped with appealing public artworks reflecting traditional symbols of Qatari life and extensive landscaping, which make them attractive landmarks.

There are plenty of urban parks within Doha as a result of the municipality's 'beautification department', improving the facilities of Doha's parks. However, many residential neighbourhoods have enclosed, sometimes gated, green areas with lawns and trees, for the use of residents.



Fig. (4.44). The ongoing proposal of Greenary Doha.

The parks, promenade, and waterfront architecture of Doha are considered as the centerpiece of the city. Doha's cityscape represents an attempt to fuse the modern with the traditional. At the start of the building boom in the 1960s, little thought was given to the form of the city; the objective was to build as quickly as possible. As the pace of development slowed, more consideration was given to developing a city that symbolized Qatar's new urban character .



Green stretches along main roads



Part of the Promenade along the Gulf



Urban Parks, Promenade



City Squares



Fig. (4.45). Typology of open public space.

**Al Muntazah Park:** is one of the older and very popular parks in Doha, located at the the Ring Road and Al Muntazah Street. The park is only accessible to women and children.

**Dahal al Hamam Park:** is the Municipality's flagship park in Doha, including penalty of recreational, and sports facilities. The park has plenty of greenery, with palm trees and open grassy areas.

**Museum Park:** is located next to the museum and overlooking the Corniche and Doha Port. It is a large grassy area providing plenty of shade and themed places.

**Rumeilah Park:** known as Al Bidda Park, is located in the corniche area, stretching over three kilometers along the Corniche. The beautifully landscaped park is used extensively during the annual Cultural Festival, containing the Heritage Village, constructed to resemble a traditional Qatari village.

**Sheraton Gardens:** is located to the north end of the Corniche, enjoying the most rich open views across Doha Bay. It is a very popular park and is frequently visited by tourists and local residents.

1. Popular public spaces in some parts of the city
2. Urban parks, and promenades
3. Green stretches along main roads and plazas.
4. New developments include quality public spaces

### **Visual Form**

The form of Doha City and the semicircular shape of its coastline have given rise to a highly distinguished visual image, perceived through the different panoramic views of the city. Those panoramic views are clearly connected with the radial corridors running through the city, exposing its inner areas, where the contiguous fabric and low-rise, high-density arrangements of the buildings create a lively and dynamic environment.

The Doha Corniche forms almost a complete circle, offering wide panoramic views, and this influences the visual form of Doha city. While old Doha, located on the south bank of the Corniche, originally had an intricate circulation system, the semicircular shape of the coastline has created a transport network of parallel ring roads and radial arteries. This has almost totally transformed the old fabric: the pedestrian network now forms circulation for private cars. As a consequence of these policies, the pedestrian Corniche is the city's largest public space and recreation area, penetrating the city skyline.

The city's skyline along the Doha Corniche is characterized by both low and high-rise buildings, and a mixture of architectural silhouettes and styles. Key features in the visual image of this area are the parks, which form focal points at one end of the Corniche. Several significant legible landmarks are easily identifiable in the city silhouette. The Sheraton Hotel, for example, which has become a symbol of Doha, defines the northern edge of the Corniche. Gradually, with new high-rise buildings of varying styles being constructed, the Sheraton is losing its prominence as a symbol.

The part of the Corniche facing the West Bay between the old and new centers, however, is not clearly legible. A low-lying silhouette dominates the old town, and in the new centre high-rise blocks have generated a new dimension for the image of the city. The distinct combination of key buildings and landmarks such as the Al Diwan, the Grand Mosque and the Clock Tower with Al Diwan Pier, Doha Port, the Museum Park and the National Museum make the waterfront the most important element along the coast.

See Aga Khan Trust for Culture (2003), *Design Brief for*

#### **Doha Corniche**

Dhow Harbor is a major element of Doha City image. It features a rich combination of activities and facilities such as, fishermen's boats, a marina, fishing appliances. Also shops and restaurants are concentrated in the harbor and integrated with the traditional centre. It is considered a functional continuity with the Corniche, which provides typical waterfront scenes.



Fig. (4.46). The main characteristics of Doha City image

The south of the port, known as the Al Salata District, is occupied by marine or land transportation facilities. "The area is still growing and its physical formation requires sensitive handling so that a suitable setting might be created for the museum compound planned for this site" [The Doha Corniche Competition Brief, Aga Khan Trust for Culture 2003 P.8].

The old centre, represented by the old and new Souks, maintains its liveliness and oriental flavor over the visual image of the city. It retains the character of this area, which is somewhat integrated with the Corniche. However, the long-established bond between the traditional commercial activities of the Souks and Dhow Harbor is not well connected.

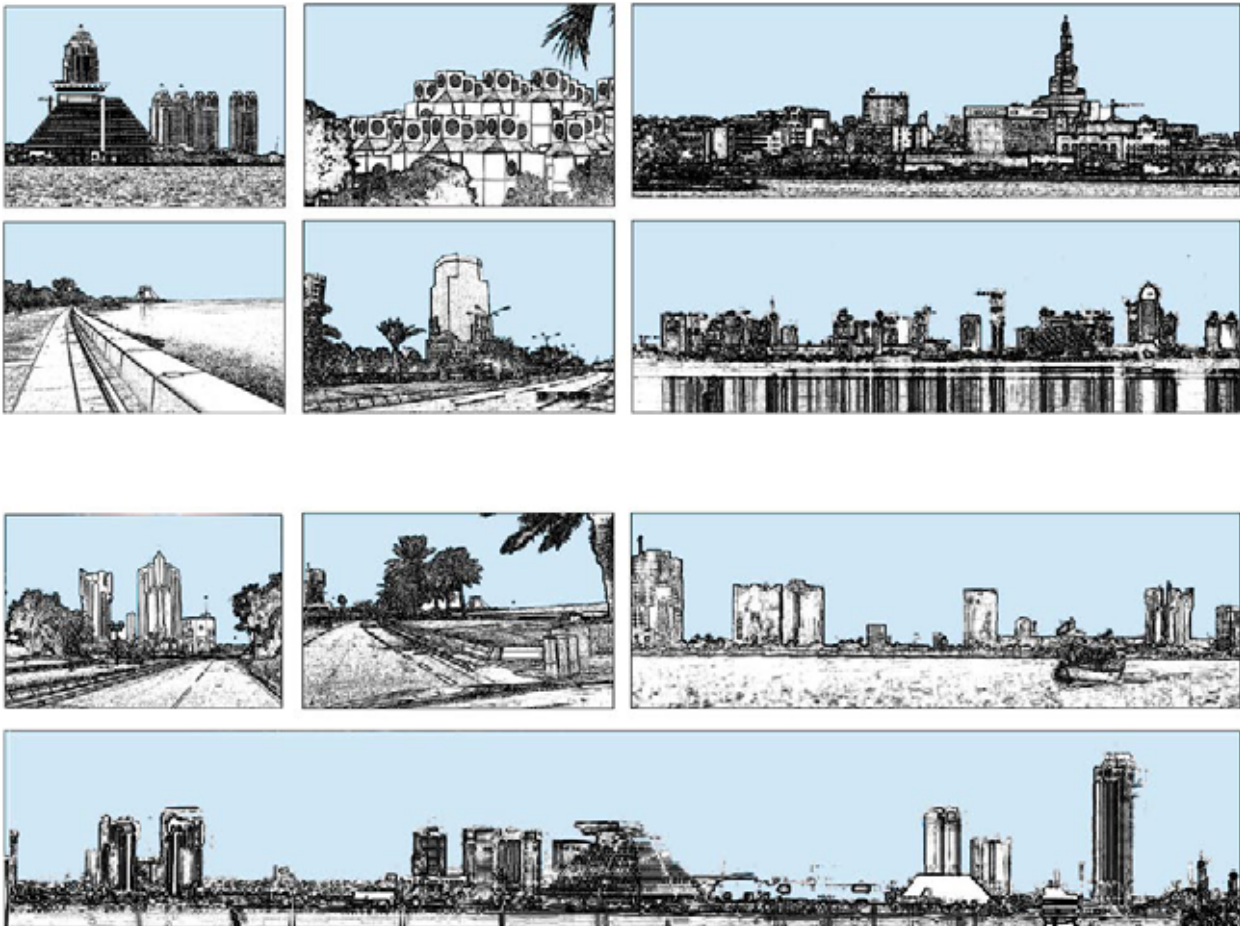


Fig. (4.47) Different view types of Doha

Doha represents a limited variety of visual images. The visual image of the city signifies a clear image of a city in rapid development, especially along the Doha Corniche area and its surroundings. The most dominant types of views are:

1. The semicircular shape of the coastline of Doha which has given rise to a highly distinguished visual image through the different panoramic views of the city.
2. Those panoramic views are connected clearly with radial corridors to the city, exposing its inner areas.
3. The city's skyline, along the Corniche, is characterized by both low and high-rise buildings, and there is a mixture of architectural silhouettes and styles. Key features are the parks, which form focal points at one end of the Corniche.
4. Several significant legible landmarks are very identifiable in the silhouette of the city, the Sheraton Hotel, the high-rise blocks and landmarks such as the Al Diwan, the Grand Mosque, the Museum Park and the National Museum along the coast.

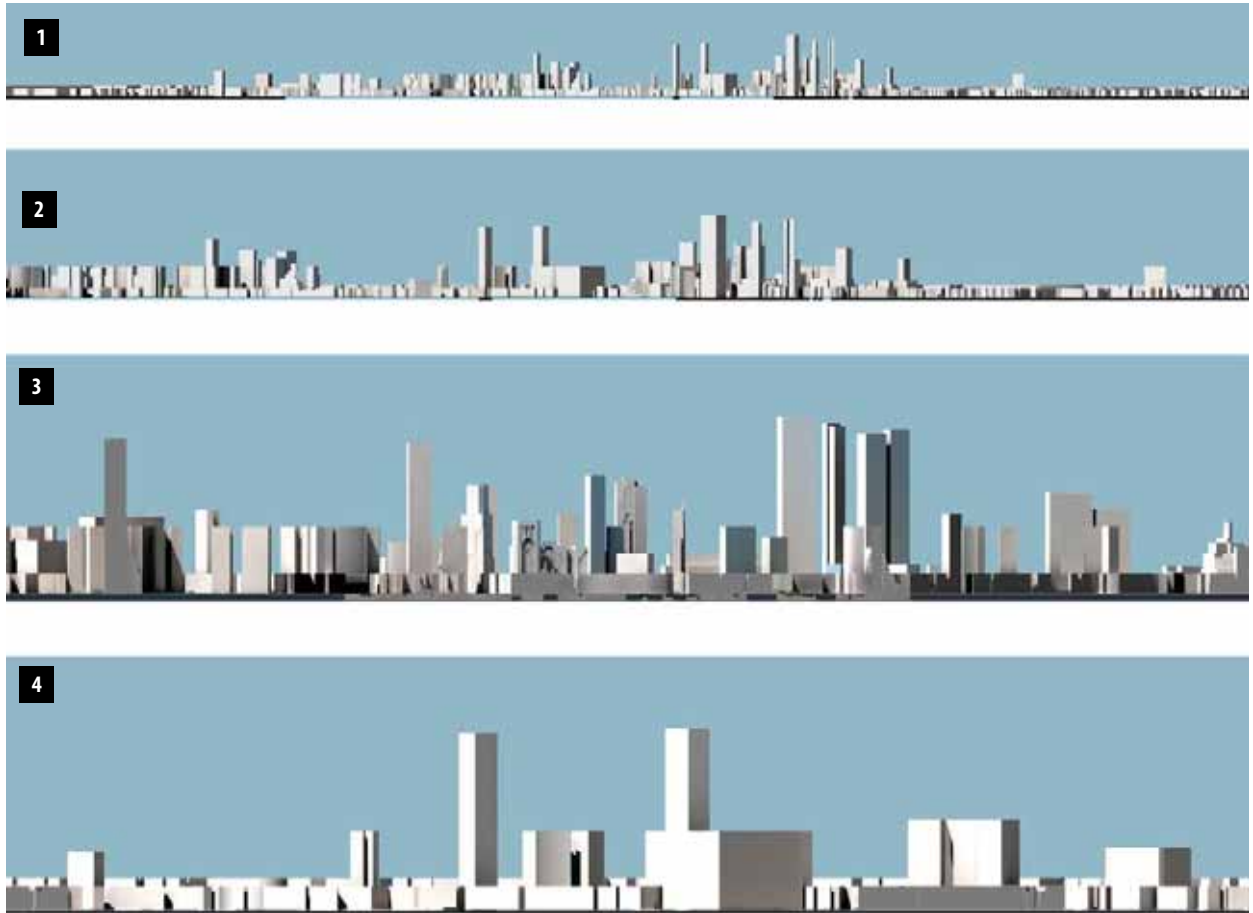


Fig. (4.48) Doha skyline seen from different distances and reflecting multiple image effects.

Doha city skyline, as seen from Doha Bay are:

1. An overall image of a controlled city skyline consists of scattered high rise buildings surrounded by low rise buildings.
2. These tall buildings are embodying a comprehensible meaning and reflect a distinct identity of the place.
3. The scattered dominant building patterns of these developments are often clearly remarking the separation from themselves and surrounding buildings and visually conflicting with adjoining surroundings.
4. The major landmarks of Doha city as shown through the longitudinal elevation from Doha Bay presents a distinctive city skyline.

### 4.2.2.3 CITY DEVELOPMENT

## Strategies and Development Plans



Fig. (4.49) The Greater Doha draft master plan 2006. The plan reviewed the concept of the present structural plan and stresses the role of the Bay in restructuring the urban structure of the city.

A- Land use plan of Greater Doha.

B- Land use plan for Doha.

Note: Drawings' legends are not available. (Source: Urban Planning and Development Authority 2006)

#### Strategies

- The Doha Structure Plan is an ambitious physical development plan to promote the vision for Doha as the academic center, sports center, and major tourist center of the Middle East and to place Doha as a capital city well renowned for its international influence in the political, corporate business, and cultural arena/spectrum.
- The Doha Structure Plan envisages provision of a wide range of public services and facilities, including park and recreational facilities, schools, mosques, health and public safety facilities.
- The Greater Doha Master Directive Plan (MAP) provides a policy-oriented vision statement to serve the region for the next twenty-five years, based on Qatari values and aspirations.

#### Plans

The Greater Doha Structure Plan defines areas that can be opened to development while aiming to limit urban growth. The main areas of the plan are:

- The plan envisages limiting urban growth at the 'gas pipeline' running along the western and northern edges of the city.
- At the southern edge, a green belt is proposed to limit urban growth and to protect the basin of the desalination plant on the coast.
- Instead of linear growth along corridors, a more compact city is foreseen.
- One aim is to maintain that the existing corridors are open to development.
- The transportation network is designed to support future development.

Five strategies have been proposed for restructuring Greater Doha towards the future. They are:

- re-establishment of prime functions of nation's capital;
- upgrading or revitalizing commercial, entertainment and life functions;
- establishing a historical district;
- increasing parks and green areas;
- improvement of accessibility to different parts of the city.

The Grand Hamad Corridor is the centerpiece of the proposed restructuring, which will be developed as a multi-functional complex for city life, according to concepts made. The Corridor will be closed to through-traffic or motor vehicles to create a pleasant space for pedestrians. It will comprise of special markets, a Galleria, a World Business Centre and a World Market Square. It will house brand-name shops, department stores and middle-class hotels.

<http://www.odci.gov/cia/publications/factbook/geos/qa.html>



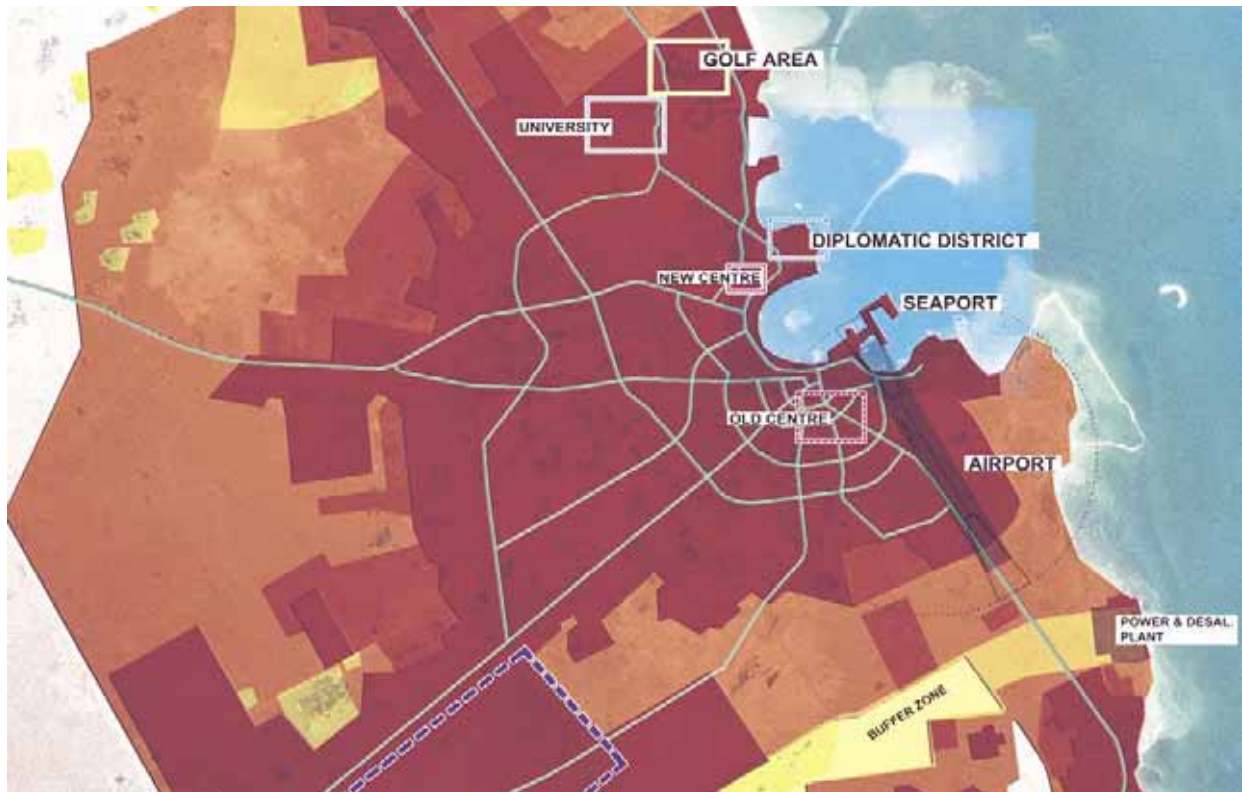


Fig. (4.50) The Greater Doha Structure Plan (source: Doha Municipality 2002)

The Master Plan, see fig. (4.49), also envisages more green areas, parks, lakes and watersides in various parts of the city. It proposes a large-scale forest park, for creating a natural environment in the city.

The Greater Doha Structure Plan defines areas that can be opened to development while at the same time aiming to limit urban growth. The main strategies of the plan are summarized as follows:

1. Limiting urban growth at the 'gas pipeline' running along the edges of the city.
2. Green belts are proposed in several locations to limit urban growth.
3. A compact city is foreseen instead of linear growth along the main corridors.
4. Areas between the existing corridors are to be opened to development.
5. The development of a ring-road as a basis for the transportation network to support the of development.

## DEVELOPMENT ON THE SEASCAPE

### **The Pearl of Qatar**

The Pearl is described as the Riviera of Arabia, see fig. (4.51). It is a huge man-made island being built off the coast of Doha's West Bay Lagoon area. The 4 million square meters island, eventually to be home to 35,000 residents, and significantly it was the first development in Qatar to offer freehold property to non-locals, is to be completed in 2009. It is shaped as a string of pearls and diamonds and will be linked to the mainland by an eight-lane, palm-tree lined super highway. The residential units will be contained in 20-storey towers, apartments and town houses. Plus there will be retail outlets, restaurants, entertainment venues, and hotels. The Pearl will also contain 10 themed districts, three luxury hotels, and four marinas.

### **Lusail**

Lusail is a 35 sq km area, occupying a strip of coastline north of Doha, dedicated and be home to 200,000 inhabitants. It is considered as the northern expansion of the capital Doha. Lusail aims at becoming a self-sustaining community. The project has ten districts, of residential, commercial, retail, hospitality, resort, and entertainment venues, two golf courses, and housing in the shape of apartment buildings and exclusive gated communities, hence becoming one of the largest developments in the region. See fig. (4.51)

### **Nine-Mile**

This large scale development, supported by Qatar Government, is a large luxury residential community and entertainment complex, including the country's largest theme park, a sports park with Formula One racing track, aqua park and a cruise ship terminal (This project may have been cancelled and compensated by an entertainment park in Lusail).

### **Nautilus Islands**

The Nautilus Islands is a man-made group of islands north to the Pearl site. The artificial islands are planned and designed to provide total high standard accommodation facilities such as luxury hotels, marina, lavish residential areas, and related facilities.

S:\Doha\HTML\Major projects in Qatar.htm

### **Museum of Islamic Arts**

Designed by I.M. Pei, the Museum of Islamic Arts is a notable landmark for the city of Doha that provides the highest possible standards of display conservation, research and renovation. The Islamic Museum will display the Qatar National Collection of Islamic Art, a world class collection of ceramics, metalwork, jewelry, woodwork, glass and other items made in countries all over the Islamic World from medieval Spain to Central Asia and India. See fig. (4.51)

### **Qatar National Museum Expansion**

The expansion to the existing Qatar National Museum is designed by the well-known French architect Jean Nouvel, adopting the most modern concepts in museology providing a lively experience, and will house six main themes - the land, the origins, historic settlements, Qatar and the sea, Nomadic life, and the wonders of nature.



Museum of Islamic Arts

The Pearl of Qatar

Fig. (4.51).Development on the seascape in Doha.

### **Al Sharq Village Resort & Spa**

This is a resort and spa which overlooks Doha's corniche, and claims to be the first resort to portray the architectural style and culture of Qatar, featuring a traditional Qatari souk, leisure and entertainment facilities.

### **North Beach Development**

The construction of the 32 sq km North Beach Development, will include 10 resort hotels, two golf courses, 3,000 lifestyle villas, 12,000 apartments, 300,000 sq meters of retail shopping, and 6,000,000 square meters of commercial space. Construction began in early 2005.

### **Qatar - Bahrain Causeway**

The Qatar - Bahrain Causeway is a 40 km road link between Qatar and Bahrain, consisting of bridges and highways built on reclaimed land. To allow shipping to pass beneath, some of the bridges may have to be 40 meters above the sea. To some, it is seen as an extension of the King Fahd Causeway that connects Bahrain to Saudi Arabia, and when complete it will be the longest fixed link in the world.

## DEVELOPMENT ON THE LAND

### Education City

Education City, as seen in fig. (4.53), is being developed by the Qatar Foundation for Education, Science and Community Development. Education City is already home to a number of institutions and international university campuses, but its growth continues. The facility includes higher educational institutions, specialized training in design arts and languages, and sporting facilities, in cooperation with the outstanding American universities to develop world class education institutions in Qatar.

Projects at Education City include a teaching hospital, a conference and convention centre, and the Qatar Science and Technology Park. The site houses a museum, sports and recreational facilities, a shopping centre, a mosque and accommodation.



Fig. (4.52). Doha Asian Games 2006

### Asian Games 2006

As part of the infrastructure obligations for hosting the Asian Games, construction of the Asian Games City was completed, where Qatar invested the huge sum of \$2.8 billion to provide state of the art facilities, accommodation and infrastructure, including the redevelopment of Sports City. Existing sport buildings were renovated as new ones were being built, including a stadium, a sports centre, Al Itihad Sports Centers, swimming centers and a main stadium. Over 10,000 athletes from 45 countries and regions were housed at the new Athletes Village. See fig. (4.52)

### Qatar International Racetrack

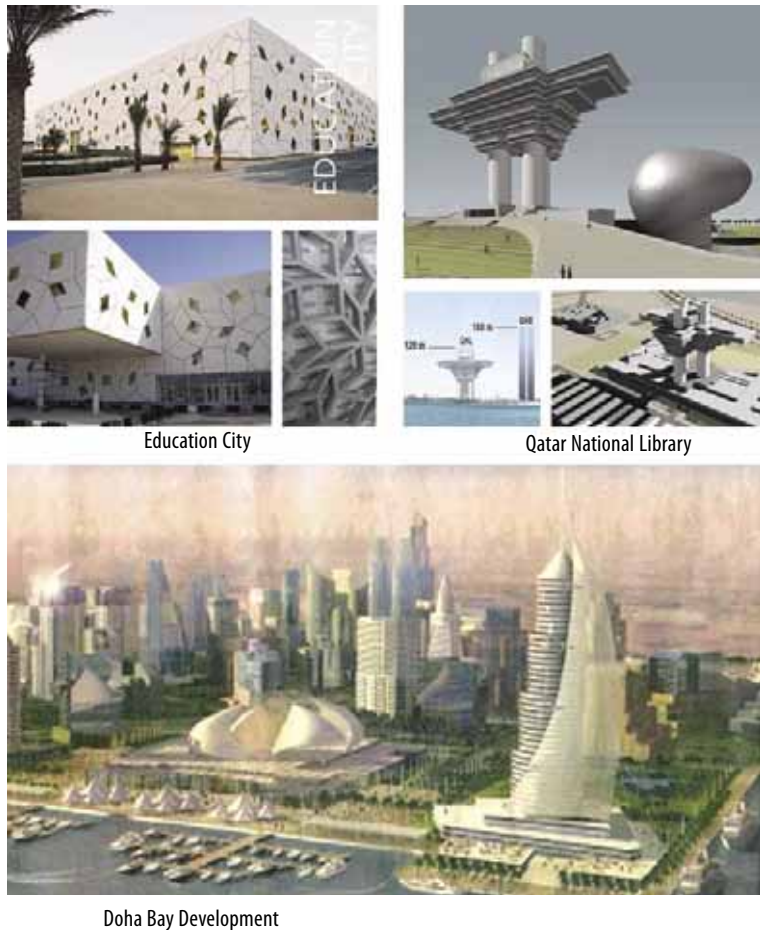
With over 1.5 million on-site attendees to the Grand Prix (GP) in 2002, it is no wonder that Qatar is building a Motor GP Racetrack. Over 320 million spectators watch each GP! The Qatar MotoGP Grand Prix took place on 2004, and building has started on the track located on the outskirts of the desert country's capital city, Doha.

### Entertainment City

The Entertainment City is considered to be a unique development within the Gulf region. The project is intended to be an integral focal point of the grand Lusail Development as well as a "tourist engine" for the Qatari state as a whole. The project fits completely within the government's vision of developing tourism and availing a greater scope of leisure activities for local, regional, and international visitors.

### New Doha International Airport

The new Doha International Airport is a few kilometers east of the existing airport and located partly on reclaimed land. With two runways, it is designed to cater to the growing number of visitors expected over the coming passengers.



Education City

Qatar National Library

Doha Bay Development

Fig. (4.53). Doha Development on the Land

### **Qatar Photography Museum**

Qatar Photography Museum is also located on the Corniche in Doha. It includes 11,000 square meters of gallery space for both photographs and photographic equipment and the work of local artists. An aspect of the building that will perhaps attract the most publicity is the 'smart' walls that will open and close to control the amount of light that can enter.

## DEVELOPMENT ON THE SKY

### **Qatar National Bank:**

The future headquarter for Qatar National Bank will be located facing Doha Bay in the center of the Corniche area. The building is designed to be a prominent landmark that would be instantly recognized locally and throughout the world. The future headquarter will have of a total built area of around 63,000 m2. In addition to offices, there would be a state of the art conference facility/ multipurpose hall .

### **Sabban Towers**

Located on The Pearl's largest harbor, Porto Arabia, Sabban Towers will be near the entrance to the island. It will offer freehold luxury apartments and penthouses with Mediterranean-style contemporary architecture, each with a harbor or sea view.

### **Qatar National Library**

Designed by Arata Isozaki, Qatar National Library, the major repository of bibliographic references on the country, is a recent landmark added to the Gulf of Qatar. The library will include the National History Museum, galleries, a children's centre, closed book stacks, reading rooms, a restaurant, a lecture room, and conference hall.

### **Dubai Towers**

<http://www.skyscrapercity.com/index.php>

Dubai Towers, Doha, is located on the Corniche. Dubai Towers is the first overseas development by Dubai International Properties. At 50 storeys high, it is the tallest tower in Qatar. This multi-purpose project contains offices, a shopping arcade, a hotel, and apartments.

### **Doha Convention Centre and Tower, Qatar**

The Tower of the Doha Convention Centre, designed by Murphy Jahn is a 500m glass tower containing offices, apartments and a hotel. Intended for mixed uses, the tower comprises a main lobby, offices, hotel, apartments and observatory, as well as a large scale convention centre and a car park.

### **Sports City Tower, Doha**

The Sports City Tower was completed to house the flame for the 2006 Asian Games. It was completed with an ambitious design, on a tight deadline. The Tower, which was fitted out as a luxury hotel, has an outdoor swimming pool that cantilevers 12m out from the building 80m above the ground. During the Games an LED light display illuminated the exterior of the tower and the flame sat at its top.

### **Office Tower**

This iconic high rise office building design is the proposal by the French designer Jean Nouvel. The architecture of the building seeks to express a regional Arabian identity while using high technology. The glass-clad building is wrapped in a metal brise-soleil based on a traditional Islamic pattern. See fig. (4.54)



Fig. (4.54) An Office Tower in Doha, designed by Jean Nouvel



The future skyline of Doha



The tallest Zig Zag in the world

Fig. (4.55). Development on the Sky (Tall Buildings)

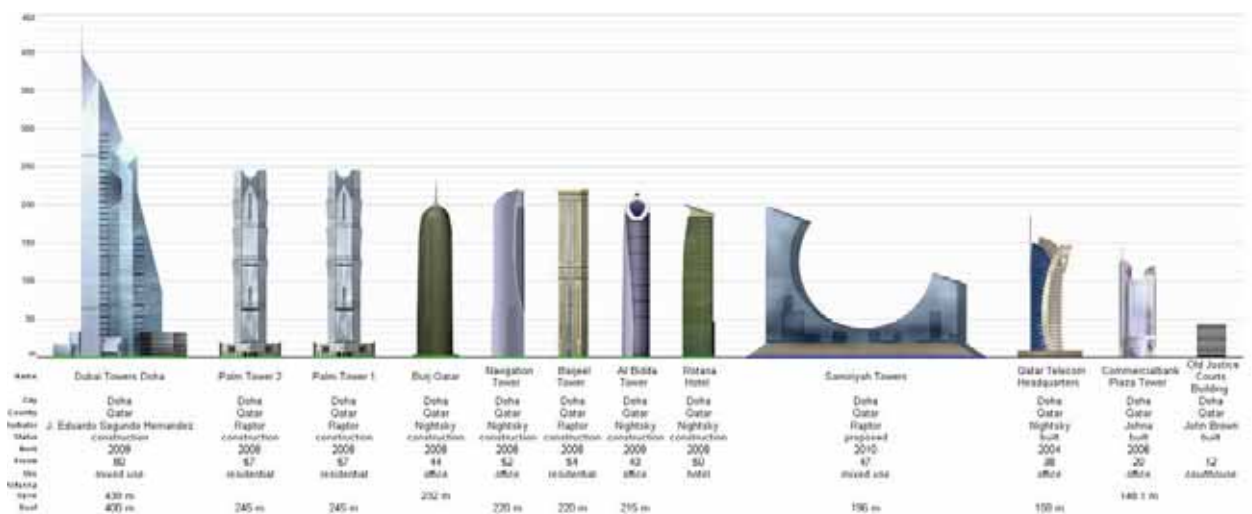


Fig. (4.56) The sky line of Doha represents some of the tall buildings

### 4.2.3 CITY BRANDING

There is no official branding statements found for Doha in literature or in recent publications. Instead, there are many messages by several Qatari bodies, both governmental and private; to promote Qatar at large and Doha, and some for specific aspects, such as for education (Education City), Olympic Games, etc. While, some of the Doha institutions promote their own vision, and indirectly and partially that of the city. For example, the vision of the Qatar Foundation, is to make the city important regionally. Furthermore, it is to make Education City an international leader in progressive education and cutting-edge research. The institution aims to train the region's next generation of leaders and innovators, who will "transform Qatar into a knowledge-based society" [Qatar Foundation 2006].

#### 4.2.3.1 VISION

Doha is in the middle of an unprecedented rush in building dozens of large and small-scale projects, ranging from Sport City, to the man-made archipelago "the Pearl of the Gulf" as well as the Four Seasons complex in West Bay, Education City, museums to shopping centers to housing complexes dot the cityscape. Beyond the large scale investments, it adds up to a vision of a nation, powered of new money and new ideas everywhere. The success of Qatar Airways and increased tourism, supported by high-profile international events like the Asian Olympic Games and 'La France expose au Qatar,' a major trade show taking place in December are also factors behind the branding the country's expansion. That several of the large-scale projects - Pearl of the Gulf, for example, and the West Bay's diplomatic area - are formed by smart planning. But the smaller projects are not governed by a consistent code, nor are they joined to one another by a coherent model for what the city ought to look like in the near future.

In the past few years, Doha made itself a name as a host of international sport events such as tennis champions, football games, sailing races and golf contests, notably the Asian Games 2006 which received large popularity, leading to Doha's interest to deliver the Olympic summer games 2016 and the Soccer World Championship 2018.

In addition, the city promotes itself for a considerable low cost living cost, in comparison with other cities in the regions, such as Abu Dhabi and Dubai, where the inflationary spiral presses sensitively, the life costs in Doha so far remain moderate, since supply and demand adjust themselves to a large extent. This means at present a special location advantage for Doha. Eventually, though, the current boom is mostly being driven by belief that Qatar can become a new economic hub in the region, to attract tourism and a diversity of businesses and investments. For example, in the coming few years, the establishment of over 30 hotels of international chains is already in process. Hence, Doha is competing with Dubai for tourism, with Bahrain as a financial capital and with Jeddah for corporate investment. Compared to those regional significant emerging centers, Doha does currently look like a appealing influential, yet small, player.



#### 4.2.4.2 TARGET GROUPS

**Residents:** The majority of residents in the city are expatriates; Qatari nationals form a minority. The largest portion of expatriates in Doha are from South Asian countries, with large amounts of expatriates also coming from the Levant Arab countries, East Asia and also from the United States, United Kingdom, and many other countries.

**Visitors:** Global travelers arriving in Doha are expected to be impressed by the most modern tourism infrastructure of any city in the world. International tourists are attracted to the city because of its architecturally distinguished buildings, places, leisure facilities, the beautiful seascape, and shopping and hotel facilities

**Investors:** For the business community, Doha is promoted to attract international financial services, institutions, and major multi-national corporations to share in the vision of a long-term and mutually beneficial partnership in the enormous wealth being created in the region. As one of the world's fastest growing economies, there are ample opportunities for businesses to generate new revenue streams in Doha.

#### 4.2.4.3 BRANDING INSTITUTIONS

Branding Doha is a cooperative effort encompassing all concerned authorities within an overall vision of His Highness the Emir of Qatar. According to the available publications, there is no integrated branding strategy; rather, there are different plans to serve various visions and missions of the concerned institutions. Branding and marketing of Doha, either directly or indirectly, is part of these plans.

##### **Responsible Institutions**

The main concerned institutions with branding activities are:

- *Urban Planning and Development Authority:* responsible for the preparation of plans and the establishment of long-term vision and studies, and able to promote large-scale urban development projects.
- *Qatar Tourism Authority:* represents and promote Qatar as a quality tourism destination for leisure, business, education, and sport.
- *Doha Municipality:* works for the urban and healthy progress of Doha.
- *The World Trade Center Doha:* aims at developing and encouraging trade.
- *The Qatar Financial Centre:* promotes Qatar's economic growth and investment strategy to be the financial centre of the Middle East.
- *Qatar Foundation for Education, Science and Community Development:* aims to develop progressive education research and community welfare.
- *National Council of Culture, Arts and Heritage:* aims at developing cultural heritage and enhancement and enriching of intellectual output.
- *Doha Cultural Festival:* a permanent annual regional cultural festival full of activities, artistic events and music shows.
- *The Qatar National Olympic Committee:* to place sport and physical recreation at the service of the harmonious development of men and women in an Olympic spirit.
- *Qatar National Hotels Co.:* to establish, own, and manage hotels and tourism related projects and high-profile leisure facilities.

## 4.2.3.4 STRATEGIES

### Branding Locations

The location of Doha on the bank of the Arabian Gulf and the existence of the Gulf of Qatar with its distinct shoreline and natural landscape quality contribute much to the picturesque character of the city. The fact that Doha, with its accommodating nature, is an intriguing mixture of old and new traditions of the Arab. The significance of its location is therefore a very important asset in promoting the city and its different activities. The arid, mild and pleasant climate of Doha in winters makes it a special destination for international and regional tourism. On the contrary, the very hot, humid summers discourage many activities. However, the contrast between the characteristics of the peninsula of Qatar, and the desert in the south of the country creates an asset of different ecological conditions to be experienced and explored.

Qatar as the “Heart of the Arabian Gulf” is one of the visions that brand “Qatar as a gateway to the Arab Gulf and to Asia at large”. Figure (4.57) illustrate one of the official posters delivered and published by the Qatari Tourism Agency. The poster promotes the image of Qatar, and consequently of Doha, that Qatar offers desert and heritage escapades; natural attractions; rich heritage and historical museums; all combined with a selection of world-class hotels, offering high standards of service and hospitality.

<http://www.experienceqatar.com/>



Fig. (4.57) A memorial poster celebrating the World Tourism Day in Doha. The branding message focuses on the location of Doha as a home for Arabian cultural traditions in architecture, arts and handcrafts  
Source, [www.qatartourism.gov.qa](http://www.qatartourism.gov.qa).

In another publication, Discover Qatar, is another brand that donates Qatar is well placed to welcome visitors from all over the world. Discover Qatar features a range of business and leisure facilities, where Doha boasts attractive business or leisure activities. “Qatar is the perfect getaway” is another branded slogan by the Qatari Airlines, boasting the well-preserved natural and historical sites, coupled with top-caliber business, sports, dining, shopping and different accommodation facilities.

### Branding Urban Projects

Over the past few years, the marketing of new urban projects frequently increased in Doha and used several forms and media. The marketing has been for a wide variety of small and large scale residential, shopping, entertainment, tourist and business projects among others. The underlying branding message for these projects is always to promote for the first, the largest, the unique, the distinct, the superior, the prestigious, etc.

The effectiveness of the new projects is explained to some extent by their approach towards image-orientated developments, rather than as merely promotional process. For example, the construction of the sport facilities to host the Asian Olympic Games of 2006 illustrated the city’s concern of adding sport as a re-imaging tool in its branding process. In light of the success of the Asian Olympic Games, the city seems keen to reaffirm its sporting qualifications more and more. However, a major concern of these projects is to help establish a new tourist image and identity of the city.

### Signature Architecture

There is an increasing trend to commission internationally renewed architects to design significant projects in Doha, mostly the institutional or prestigious ones. The I.M.Pei design for the Islamic Arts Museum, see fig. (4.59), acts as a remarkable land mark in the middle of Doha Bay. The Jean Nouvel landscaping scheme for the Doha Corniche, including its seven gigantic sculptures along the semi-circular edge of the Bay and the Arata Isosaki’s design for the National Library are notable examples for the iconic architecture promoting the city. Here, architecture plays an important role in branding Doha and making it ‘imaginable’.

Therefore, through the visual communication of iconic forms and meaningful representations, the projects, although lacking a coherent reference plan, have proficiently used its encouraging urban conditions to produce new distinct, not necessarily original or authentic city images.

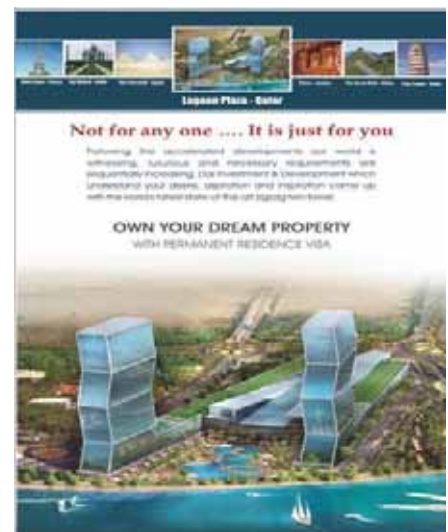


Fig. (4.58) Advertisement posters of two mixed -use developments in Doha, published in ORYX, the Qatari Airlines magazine. The first ad. promotes Bavaria City Suites, Doha, which is devoted for offices and leisure facilities, while the second one publicizes the first Zigzag twin towers in the Gulf.



Fig (4.59) the Islamic art museum in the Doha Bay, designed by the renowned architect I.M.Pei. Source, www.qatartourism.gov.qa.

## Branding City Life

### Events

The Calendar of Doha is full of events and festivals during the whole year as follow:

- January: Qatar International Golf Open  
February: Qatar International Cycling Tour  
Doha Arabic Song Festival  
Qatar International Show Jumping Championship  
Qatar International Car Rally  
International Arabian Horse Show  
International Sailing Regatta  
March: Qatar Total Open International Tennis Tournament for Women  
Qatar Open World Table Tennis Championship  
Doha Cultural Festival  
May: Doha International Furniture & Decoration Exhibition  
Qatar Athletic Grand Prix  
July: Qatar Summer Wonders  
September: Qatar Motor Grand Prix  
November: Doha International Motor Show  
December: Doha International Book Fair



Fig. (4.60). Part of the Doha city style, represents the most recognized public traditional events, shopping activities and sport events

<http://www.experienceqatar.com/templates/events>.

### Attractions

Attractions range from the traditional folklore and stories of historic Qatar to spectacular high-tech displays of laser lights and water-screens, dazzling illuminations, breathtaking high-wire acts, and living statues

The Corniche is one of the major attractions of the city of Doha. Stretching over 7 km on the Doha Bay, this is a palm-lined public space. Here hordes of tourists and local public get together to laze around in the evenings all the year round. The Corniche also makes an excellent picnic spot, a walker's or jogger's paradise and a favorite place for evenings out.

Doha Ethnographic Museum or the Wind Tower House is the single towerhouse of its kind in Doha that says a lot about its contemporary time. The Wind Tower House was built in the year 1935. It was later restored in 1982. The massive square structure has open structure on its four sides to provide space and roominess along with good ventilation and light.

Doha is branded extensively as the city of attractions, heritage sites, and areas of natural and special interest. To attract and accommodate more tourists and visitors, the city has embarked on an ambitious programme to develop residential, commercial, leisure and entertainment projects, and to completely renovate its infrastructure.



Traditions and Heritage of Doha City



Different International Sport Championships



Different types of sports practiced to invest Doha natural assets

### Lifestyle

Doha is quickly earning a global reputation for excellence in hosting major events. Many international bodies choose Doha for conferences and seminars, its world class hotels and architecturally significant buildings attract tourists and business visitors from all over the globe.

During the day, the curved 7.5km Corniche is a paved waterfront lined with palm trees, overlooking the bay. This is a popular escape from the city where locals and visitors alike are seen walking, jogging or just enjoying the view. At night, the city lights illuminating the sky and wooden dhows to present a good scene.

The completely landscaped, crescent-shaped Corniche, the sparkling blue waters of the Arabian Gulf, and the sandy desert backdrop are dominating the city image. Natural attractions, water sports, state-of-the-art sporting facilities, and historical museums, all combined to form possible attractions spots which not all of them have been invested yet.

Fig. (4.61). Part of the Doha city style, represents some of the traditional activities and sport events.

Branding Doha as the city of shopping as a unique experience, becoming large scale shopping centers all house international brands. There are plans for several new shopping centers in Doha area. Malls are not concentrated in one area of Doha in particular; as they are scattered around. As it is a small city, everything is relatively close together, making mall-hopping an easy experience. The traditional markets (Souks) are particularly enjoyable for shoppers who benefit from a good rummage. They sell a range of items including jewellery, Arabian souvenirs, perfume, power tools, clothes and much more. Shopping outside of Doha is less appealing due to the fact that luxury malls and interesting Souks are few.

### Cultural Activities

The purpose of developing the cultural village in Doha is to create an environment embodying and explaining the inherited cultural and social aspects of Arabian life in general, focusing on the Qatari life in particular. It aims to create an environment that reflects daily Qatari life activities. This leads to many other objectives, such as; raising cultural awareness and educating people to have more knowledge about the life style of the old generation. Establishing a continuous link between QTA and other agencies such as National Council of Heritage and Art, Supreme Council of Environment and Natural Reserve, etc. Setting up a gorgeous location for QTA weekly or monthly activities. QTA information office is located there, which serves tourists as well as citizens. Also it is used as an executive place for meetings, conferences, welcome dinners, etc. It serves as an excellent site for displaying Qatari Art by presenting things to the audience and tourists in a simple way.



Fig. (4.62) Doha Cultural Festival 2007 poster.

The city already hosts a number of prestigious international cultural events. The exceptional cultural projects recently completed, including the Museum of Islamic Art, the Photography Museum, and the National Library along the Doha Corniche, will make the city more attractive to visitors and residents. In addition to these brand new projects, many of the existing attractions in Doha are undergoing comprehensive redevelopment. The city does already have a variety of attractions. The city has a good selection of pleasant green parks and open grassy areas for its visitors and residents as well as some amusement and entertainment centers. Heritage and culture, including forts, museums, and sites of historical sites are also of the significant branding assets of the city's branding assets.

### Heritage

Just like other cities in the Persian Gulf region, Doha is an intriguing mixture of old and new. You'll find fine modern architecture next to traditional Arabian Souks (bazaars) and more than 260 mosques (the multiple-domed Grand Mosque is, in fact, the largest). The harbour is still a thriving international port, well equipped for modern commerce. The traditional Dhow harbour is a favoured attraction.

See Kay, Sandra, and Dariush Zandi. *Architectural Heritage of the Gulf*, 1991.

### **Branding Business: Competitiveness**

Doha is growing very fast mainly because of tourism and associated infrastructure. It is expected the new airport will give the business environment a large boost. The \$5.5 billion new Doha International Airport in Qatar is indicative of the governments' aim to diversify the economy and encourage business. In Doha, a forest of new towers is already beginning to emerge in the city centre such as the one to welcome the 2006 Asian Games.

The government has imposed a two-year break on new gas-related projects (excluding petrochemical schemes). Instead, it seeks to encourage private sector and foreign investment into non-energy sectors. The ongoing industrializations program, led by the setting up of the Qatar Financial Centre and various industrial zones, will result in real GDP growing by 9.3 per cent in 2006 and 8.3 per cent in 2007.

Doha is championing industry-based research and development in its drive to establish a knowledge economy in the Middle East. Qatar Science & Technology Park laid out its strategy, based on free-trade zone incentives such as tax breaks and full ownership rights; links with universities, and a planned billion-dollar teaching and research hospital, of attracting companies to Qatar to develop their technology and helping entrepreneurs to launch new technology businesses. International companies have already committed more than \$100 million of investment in research and commercialization at the Park over the next five years.

### **Services and Infrastructure**

To keep pace with the rapid urbanization, the city's authorities plan to double the country's electricity and water distribution capacity within four years. Also, Qatar Airways aims to treble the fleet to 120 airliners by 2015 and also develop a global cargo service. Doha's new International Airport will be able to handle 12½ million passengers by 2009, and 50 million by 2015. The Qatar government recognizes the importance of education as the key to business success.

Already Qatar has set up local campuses in Doha in partnership with five American universities, including Cornell, Carnegie Mellon and Georgetown. Qatar Science & Technology Park provides facilities for International companies such as Microsoft, Rolls Royce, Shell, and GE. On health care, Qatar has set aside \$8 billion for research - the largest cash endowment of its kind anywhere in the world. It is also creating a \$900 million completely digital hospital in Doha with Cornell.

## 4.2.3.5 MEDIA-GENERATED IMAGE

### **Logos**

There is no particular logo for Doha city, while there are many logos for the different institutions which are responsible (directly, or indirectly) for branding the city. However, the Municipality has its own logo. The logo doesn't donate a certain message on the city, rather, it is based on the basics of the national official logos, the circle, the palm (refers to the desert), the water, (refers to the Gulf), and the boat, (refers to the historic traditions of sailing, fishing and pearling) and the Parang (refers to the power).

### **Slogans**

Many slogans are addressed currently, each expressing the idea of the institutions that coined it. There are some slogans that are connected with special events, such as the Asian Olympic Games, or the Doha Cultural festival. Some of these slogans are:

- Look inward to rediscover excellence and outward to realize it.
- Doha, where cultures converge (Cultural festival).
- Explore Qatar (Qatar Tourism Authority).
- The Melody of our Region (Entertainment City Project).
- Building a strong future on a solid past (Doha Municipality).

### **Branding Campaigns**

Branding campaigns for Doha are connected with events and economic plans. For examples, there are the campaigns of the Summer Olympic Games, the Doha Cultural Festival, Doha Forum, and the International Sailing Regatta among many others.

### **Advertisements**

There are extensive advertising campaigns on the numerous large scale real estate developments taking place currently in Doha. The image presented by these advertisements (see Fig. 4.63) is that to promote for the prestigious, the unique and the supreme development as Doha is the heart of the future city of the Arab Gulf.

### **Printed/Electronic Publications**

There are sets of publications, tourist guides and information monographs, videos and multimedia, documentary DVDs about Qatar and Doha. These publications provide valuable information on Doha, illustrated with photos, visual tours, videos, and maps. For example, the Doha City Guide provides detailed maps, street names, buildings and landmarks, shopping complexes and traditional markets. They also focus on the history of the country, its economic activities and its educational opportunities. The image promoted by these publications is comprehensive and doesn't orient toward a specific city development vision or specific projects.





Fig. (4.63). The Part of the Mediascape aspects of Doha city.

## Websites

Websites on Doha are frequently increasing, providing informative message about the city and its current development. Single portals such as Qatar tourism ([www.qatartourism.gov.qa](http://www.qatartourism.gov.qa)) and Doha Municipality ([www.baladia.gov.qa](http://www.baladia.gov.qa)) among others are allocated for various services by the respective institutions. They do not provide a direct branding message. Other portals, like the site of the Urban Planning and Development Authority ([www.up.org.qa](http://www.up.org.qa)) promotes extensively for the new approved projects in the city. Large debates on the new projects in Doha and their impact on the city future cityscape are extensively dealt with on the Doha Forum in Skyscrapers City (<http://www.skyscrapercity.com/>). Also, similar debates exist on smaller scale portals or blogs such as the Qatari website ([www.qatarson333.piczo.com](http://www.qatarson333.piczo.com)). However, there is no city corporate websites nor a targeted citizen base or e-government service site. The overall impression resulted from browsing these websites is that the image made through the internet complies to some extent with the natural image of Doha, its real image of the extensive development of large scale construction sites, superior projects and fashionable developments.

There is a host of branding websites that give an increasingly comprehensive image of Doha. The government organizations have sites, mostly in English, as well as Arabic, and many of the private organizations have websites giving information on the city, such as:

- [www.english.mofa.gov.qa](http://www.english.mofa.gov.qa): Info on the country
- [www.doha-online.com](http://www.doha-online.com): Tourist information
- [www.doha-2006.com](http://www.doha-2006.com): The Asian Games Doha
- [www.experienceqatar.com](http://www.experienceqatar.com): Qatar Tourism
- [www.nccah.com](http://www.nccah.com): National Council for Culture
- [www.qatar-info.com](http://www.qatar-info.com): Background information
- [www.qatar-links.com](http://www.qatar-links.com): Links to Qatar info sites
- [www.qatarolympics.org](http://www.qatarolympics.org): Qatar Olympic
- [www.qf.edu.qa](http://www.qf.edu.qa): Qatar Foundation



The waterfront of Kuwait City. The Water Towers and the emerging high-rise buildings dominate the city's skyline.

*“Thus, the story of Kuwait is a rich and long story written within a very short span of time. It is the story of humble, organic desert Arab village that exploded into a haughty, over-extended desert Arab metropolis according to a geometric paper-plan, finding itself today (1964) a full fledged State embroiled in scientific planning and world affairs”.*

*[Shiber, 1964 p. 2]*

From Pearls, Fishing and Agriculture to Oil and Industry

# KUWAIT

*“In [new] Kuwait City, speed rules the scene. Everything in Kuwait City is done, in spurts, with great speed, and the amount of development that has been experienced in the city has not been phased or spread uniformly according to an overall development program.” -Saba George Shiber the influential planner of Kuwait City (1923 -1968).*

### 4.3.1 CITY CONTEXT:



Fig. (4.64) The Kuwait map, shows its major cities and regions along the Arab Gulf. It also shows the location of Kuwait City.



Fig. (4.65) The satellite image of Kuwait City, within its regional location in the state of Kuwait (www.googleearth.com)



Fig. (4.66) The satellite image of Kuwait City, shows its location and dominant element. (www.googleearth.com)

The State of Kuwait is a small country located between Mesopotamia and the Indus river valley. The name Kuwait is derived from *ku*, an Arabic word for “fort”. Kuwait is located at the far northwestern corner of the Arabian Gulf. It is a small state of about 17,818 square kilometers. At its most distant points, it is about 200 kilometers north to south and 170 kilometers east to west. Shaped roughly like a triangle, Kuwait borders the Gulf to the east, with 195 kilometers of coast. Kuwait is bordered by Iraq to the north and west, and Saudi Arabia to the south-west and south. Kuwait shares 240km of border with Iraq and 222km of border with Saudi Arabia.

#### Location

Kuwait City is the capital, commercial, and financial heart of the country. Kuwait City is located at 29°22'11" North, 47°58'42" East. The Kuwait Bay indents the shoreline for about 40 kilometers, providing natural protection for the port of Kuwait. Strategically located at the north of the Arabian Gulf, its skyline is dominated by the Liberation Tower, a telecommunications tower and the Kuwait Water Towers, which are the country's most famous landmarks.

#### Terrain

The terrain of Kuwait City varies minimally, between flat and slightly undulating desert plains, gravelly desert with a few sabkha (salt flats) and marshes. The highest point in the country is near Al Salmi in the western region where the elevation is approximately 300m. Kuwait consists mostly of desert with little altitude difference. The somewhat uninteresting mainland coastline comprises predominantly mudflats from the north to Kuwait Bay, and sandy beaches from Kuwait Bay to the Saudi Arabian border. Shallow depressions found throughout the country fill with water after the heavy seasonal rains and attract bird life. Kuwait has no rivers or mountains. The city is one with a desert climate situated on a large body of water. Unlike many of its sister cities in the Middle East, however, Kuwait City was not blessed with even a drop of fresh water, as it is one of very few countries in the world with no natural lake or water reservoir.

#### Climate

Kuwait has a desert climate, hot and dry. Rainfall varies from twenty-five millimeters a year to as much as 325 millimeters. Kuwait city enjoys a variable climate. Summers (April to October) are extremely hot and dry with temperatures exceeding 51°C in Kuwait City. Winters (November to February) are cool with limited precipitation and the temperature level dropping below 21°C. The spring season is cool and pleasant. Winter comes with fierce dust storms.

## **Economy**

Kuwait City's economic activities were through Kuwait Bay, leading to the construction of vast harbors along the city's coastline in an effort to open trade routes throughout the Gulf. In general, Kuwait's wealth is based largely on oil production. Oil and petroleum accounted for almost 50% of the gross domestic product (GDP) which was US\$38.8 billion in 2003. Total oil production capacity currently stands at almost three million barrels per day. Kuwait is pushing ahead with a plan to provide four million barrels per day by 2020. With most of the national reserves spent on rebuilding efforts following the first Gulf War, Kuwait's economy has fully recovered.

Non-oil activities, including services and trade, continue to contribute to the growing GDP. Property development has increased private sector investment considerably and a number of foreign companies operating have based themselves in Kuwait, creating an increased demand for work-related services.

Kuwait exports oil and refined products, as well as a number of by-products. The country's main export partners are Japan, South Korea, USA, Taiwan and Singapore. Imports include construction materials, clothing, and vehicles and parts, with the main import partners being USA, Japan, Germany, China, UK, Saudi Arabia, Italy and France. Kuwait's climate prevents large-scale agriculture practices, meaning the majority of foodstuffs, excluding fish, have to be imported.

Tourism developments are currently an infinitesimal part of the country's revenue. Most people coming to Kuwait do so on business or to visit their relatives. The government has embarked on a long-term plan to increase tourism and is in the process of expanding the current infrastructure to attract foreign visitors. A number of substantial projects are underway as part of the country's 20 year tourism master plan, driven by the desire to diversify the source of national income.

## **Demographics**

The population of Kuwait was estimated at 1,973,572, in 2000 including 1,159,913 non-Kuwaiti citizens. A variety of ethnic groups reside in the country, and only around 40 percent of the population is Kuwaiti. The local population has increased dramatically since 2003, primarily due to the large number of companies that have based themselves in Kuwait to support their operations in Iraq. Expatriates number almost 1.8 million and account for around two thirds of the population, at 2,753 million in 2004. The indigenous population of 956,000 accounts for 34.7% of the total population. Asians, who number over one million, make up the largest contingent in Kuwait. Europeans number 9,000, Americans 12,000 and Australians approximately 1,000. Population growth rate: 8.1% (2004).

See Explorer (2006), *Kuwait: The Complete Residents's Guide*, 1st edition

See Shiber, S. J. *The Kuwait Urbanisation: Documentation, Analysis, Critique (Kuwait, 1964)*

<http://www.odci.gov/cia/publications/factbook/index.html>

### 4.3.1.2 HISTORICAL DEVELOPMENT

Over the past two centuries, Kuwait shifted from a nomadic community to a modern urban society. In general, the development of the urban environment in Kuwait City has largely been influenced by Islam and the desert life and culture. The city took shape over main three phases: 1960-1975, 1975-1989, and 1989-present.

#### Formation and Growth

The establishment of the State of Kuwait traces its roots to the 3rd century B.C., when the ancient Greeks colonized the island Failaka under Alexander the Great and named it “Ikarus”. There is an ancient Greek temple built by the forces of Alexander the Great on the island. In the early 16th century Portuguese forces invaded the Arabian Gulf and built a fort where Kuwait City now stands. The Portuguese used the area as a base from which to make further excursions north, but their residence in the Arabian Desert was short-lived. Thus, up until the 18th century, Kuwait was a territory of shifting communities.

It was in approximately 1716 that a tribe from Northeastern Arabia, known as the Bani Khalid, completed construction of a trading post at the site of modern Kuwait City. The town, then known as Grane, consisted only of a small fort. Although an economy would later be developed around its location in Kuwait Harbor, Grane in 1716 was nothing more than a post along the Arabian trade routes.

#### Change and Transformation

The founding of modern Kuwait refers essentially to the early 18th century by various clans of the Anaiza, who gradually migrated in the late seventeenth century from Najd (Saudi Arabia), and who became collectively known as Bani Utub. After the migration, they settled and built a fortress, from which the name Kuwait, a diminutive of kut or fortress has come about. Within a span of fifty years, the town burgeoned into an important trading post, with boat building and the excavation and cultivation of pearls being the two main industries.

Like many other cities in the Middle East, trade was the backbone of Old Kuwait City’s economy. Old Kuwait was located along the historic trade routes between the West and the East. This location has long played a significant role in its urban form. The city developed the necessary trade infrastructure through the construction of ports and bazaars, in which Kuwaitis exchanged pearls with Indian, European, and other merchants for foodstuffs, water, and other necessities not readily available in the city’s desert environment.

The urban form of the Old Kuwait City responded to its location within a desert, compact dense buildings, less exposed external walls, small open courtyards and high, thick walls and small irregular streets. It is characterized by their arrangement around mosques and related social and cultural institutions.

See Gardiner, Stephen, 1983, *Kuwait: The Making of a City*



Fig. (4.67) The origin, growth and the historical development of Kuwait City.

### **The City under the Anglo-Ottoman Colony (Protection)**

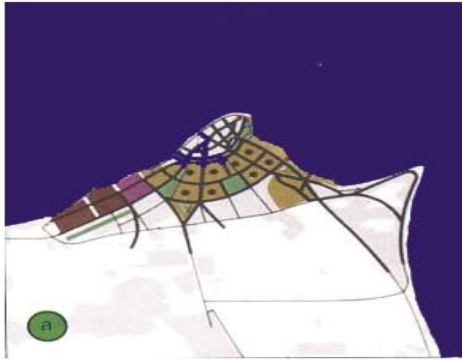
The city continued its growth under the political agreement with the Ottoman colony in 1710s where trade became the basis of the economy, and new political and social arrangements to organize life in a settled commerce were controlled by the Ottomans. From 1899 until 1961, Kuwait remained, in effect, a British protectorate. A succession of amirs of the Al Sabah family ruled the country, but the handling of its foreign affairs was a British prerogative, and Britain guaranteed the security of the emirate.

Later, the city witnessed another development phase under the political tension between Kuwaiti, Turkish and the British Empire between 1775 and 1900, concluded by the Anglo-Ottoman Convention of 1913 defining Kuwait as an “autonomous caza” of the Ottoman Empire and that the Shaikhs of Kuwait as leader (provincial sub-governors) of the Ottoman government. The leader was authorized to collect tribute and taxes from the natives. After World War I, the Ottoman Empire was defeated and the British invalidated the Anglo-Ottoman Convention, declaring Kuwait to be an “independent shaikhdom under British protectorate”.

The 1920s and 30s saw the collapse of pearl fishery and with it Kuwait’s economy. This is attributed to the invention of the artificial cultivation of pearls. Kuwait became one of the world’s poorest countries and became even more dependent on Britain for protection. By early 1961, the British had withdrawn their special court system, which handled the cases of foreigners resident in Kuwait, and the Kuwaiti Government began to exercise legal jurisdiction under new laws drawn up by an Egyptian jurist. On June 19, 1961, Kuwait became fully independent following an exchange of notes with the United Kingdom.



Fig (4.68) Kuwait City of the Ottoman Period



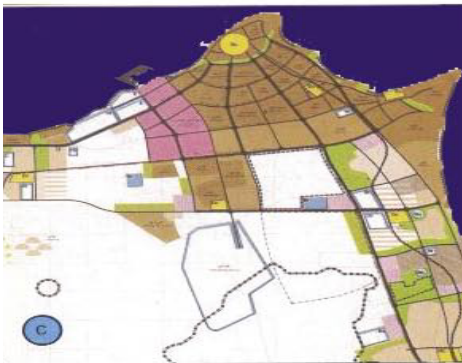
#### Pre-Oil Urbanization

During the booming period of the pearling trade and industry in 1914, the limited size of Kuwait City had prevented it from experiencing the growth of the surrounding Gulf cities. The urbanization of Kuwait City occurred at a much slower rate and scale due to the lack of usable natural resources. It wasn't until integration of oil into its economy that Kuwait City benefited of the large-scale urbanization.



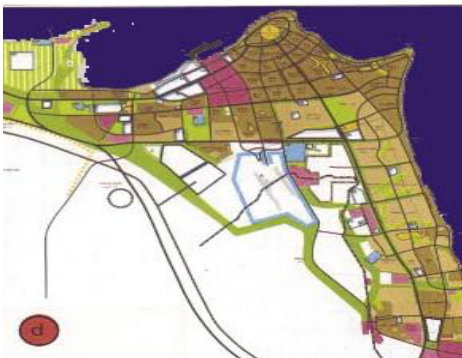
#### Oil Urbanization (After 1945)

The discovery of oil in Kuwait brought with it a highly rapid urbanization which occurred at unprecedented speed. As oil production increased, the city attracted expatriates and immigrants from all over the region, all flocked to take advantage of the city's new wealth. When the first oil was exported from its ports in 1946, Kuwait City was accommodating over 70,000 people. By 1957, its population had nearly tripled to 206,473 people and peaked at over 2.5 million people in the mid 1980s. The oil revenues had provided Kuwait City with enough finances to largely support this tremendous influx of people.



#### Modernization (1960-1975)

The city's most significant development phase was occurred in 1960-1975, when the remnants of old Kuwait were completely cleared. The old city wall, historic markets, traditional houses and narrow streets were all demolished to allow the construction of office buildings, shopping centers, modern villas and wide boulevards. Nevertheless, the earliest stages lacked coherent planning or organization. In 1965, Kuwait City began to implement plans that would forever separate itself from its old history.

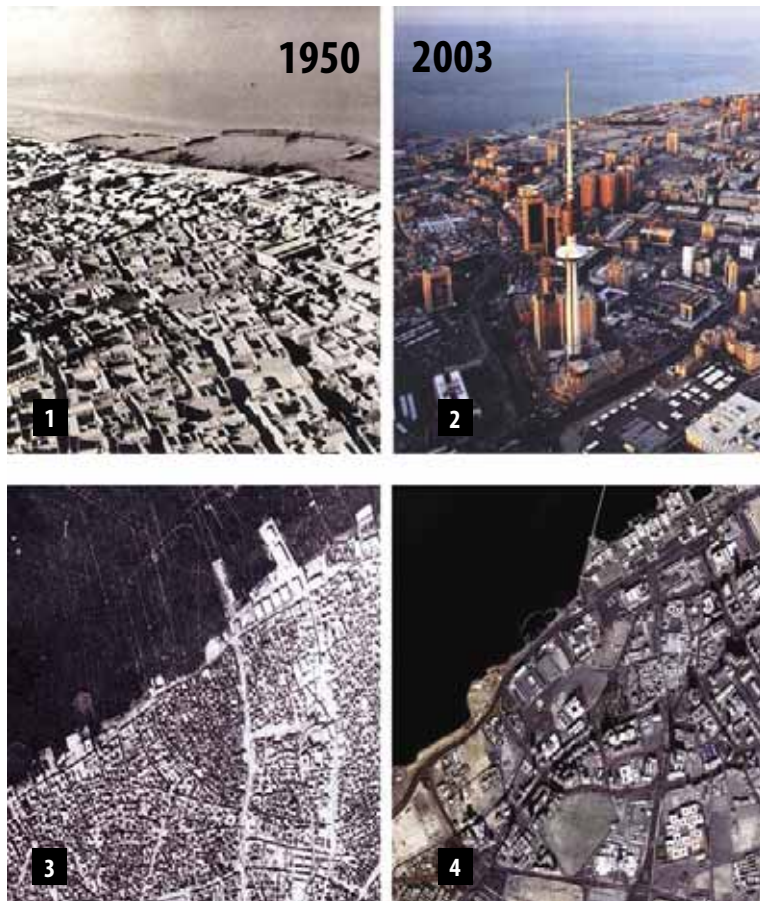


#### The Welfare City (1975-1990)

The construction of Kuwait City as a city of welfare in 1975-1990 aimed at enabling the city to provide outstanding services to its residents and to moving population to the outer fringes of the city in order to limit the densification of the city core. In this development phase, massive infrastructure and public facilities, such as university, medical facilities and housing estates sprang up all over the city. Kuwait City began searching for ways to limit the expansion of the city. In 1975, planners believed that the city should be limited to 2 million people.

Fig (4.69) The historical development of Kuwait City





1. Overview of Kuwait waterfront in 1950

2. Overview of Kuwait waterfront in 2003

3. A satellite image shows Kuwait waterfront in 1950

4. A satellite image shows Kuwait waterfront in 2003

Fig. (4.70) The historical development of Kuwait City in 50 years (1950 and 2003).

### The Destructed City (1990)

In August 1990, the structure of the Kuwait City was changed forever because of the Iraqi invasion. Consequently, the city was occupied and its urban structure was heavily damaged. Over the subsequent months, the troops systematically bombed public facilities such as schools, medical services and public buildings and oil production facilities. Iraqi engineers set fire to over 700 oil wells in Kuwait's oil fields creating an international environmental disaster of unprecedented scale. As a result, the city's infrastructure had been significantly damaged, but not destroyed.

### Current Development

When Iraqi troops were removed from Kuwait City in 1991, much recovery and reconstruction activities were urgently needed. Some schools, hospitals, streets, and a part of the CBD still existed, but they needed extensive repairs and reconstruction. Kuwait made its primary goal to restore the oil infrastructure to its pre-war form and restart oil production which ended with a high success 1992. As the city attempted to rebuild its urban infrastructure, it underwent a large change in its demographic composition. In 1991, the overall population reached 2,155,000. The city made all possible efforts to make its native population the majority over the foreigner labor.

See Shiber S. J., (1964). *The Kuwait Urbanization: Documentation, Analysis, Critique.*

See Kultermann, U. (1999). *Contemporary architecture in the Arab States: Renaissance of a region.* New York: McGraw-Hill.

Despite war, Kuwait City was able to rebuild its economy, but that economy needed labor, and Kuwait City did not have enough natives to fill the need. Consequently, recent times have seen the reopening of the city to foreign workers. Today, oil production is as strong as ever, and the city stands as a testament to modern city planning, manifested in its wide boulevards and its carefully planned neighborhoods.

### 4.3.2 CITY MAKING: CITY STRUCTURE

The city structure of Kuwait is characterized by its disintegration character, where modern elements are mixed with old building stock and the remainants of heritage buildings a penetrate vacant land along disconnected streets, specially at the center. The compact traditional city form was replaced by modern planning of the 1950s and 1960s. Attached courtyard houses were replaced by detached villas, narrow shaded alleys for pedestrians were replaced by wide streets for cars. They prevented people from using them for walking according to Mahgoub (2006), “the spread planning does not encourage people to walk to their close by destinations”.

**See Shiber, Saba George (1964) The Kuwait Urbanization: Being and Urbanization Case-Study of a Developing Country. Al-Madianah Al-Kuwaitiyyah. Kuwait, 1964.**

The urban environment of the residential neighborhoods in Kuwait is characterized by private cars occupying sidewalks and pedestrians walking in the middle of the street. Different types and colors of sheds protect those cars from the burning sun causing visual pollution. This phenomenon is attributed to “the changes made in the building bylaws permitting the construction of more area within the lots”. (Mahgoub, 2002).

The urban environment of Kuwait City is disintegrated and relatively fragmented into typical, monotonous neighborhoods for citizens, while commercial and business activities are located in the downtown. The districts occupied by expatriates consist of separated houses and residential areas according to zoning regulations. The dominant “villas type houses”, are the replacement of the courtyard houses by the two story villa type resulting in a more disintegrated urban patterns. In contrast, many of the new houses are utilizing the traditional concept of the courtyard to create a private space within the house.

Open spaces, defined as those large spacious sites, occupy over 11.5% of the uses. Vacant/designated use areas such as cemeteries, surface parking and actual vacant sites; constitute 24% of the total land of the city. The existing land use of Kuwait City demonstrates that the city has not yet attained a well defined or proper functional role as a multi-faceted functional capital.



Fig. (4.71) Overview of the Kuwait City from the Gulf side showing general structure of the city, key landmark buildings, and public open spaces.



General views from the Gulf show the urban context of Kuwait City



Kuwait City satellite image



General views show the dense urban context of Kuwait City in the central area

Kuwait Towers, an important visual landmark in Kuwait City

**Kuwait areas:** The urban structure shows that it is composed of five sectors, according to the Public Authority for Civic Information. The existing land use demonstrates that each sector is relatively distinguished by its own particular features.

**Qibla:** The “Qibla” sector occupying the western part of the city is illustrated in fig. (4.71). The pattern of land use distribution of the sector clearly shows the domination of commercial land uses, initiated at locations extending from Jahra Gate west of the city, flanking Fahd Al Salem Street, eastwards towards the centre where it fans out to reach Al Shuhada Street south. The Gulf Road north is bordered by government land uses and the green belt in the south, and community facilities, religious, health and historical buildings in the north. The whole of the northern strip, south of the Gulf Road should be considered as part of the water front. Since the opposite side is an open space, it is used to promote the utilization of its potentials.

Fig. (4.72) The general urban context of Kuwait City. Views of some representative areas.

Source: Explorer (2006), Kuwait: The complete Residents's Guide, 1st edition

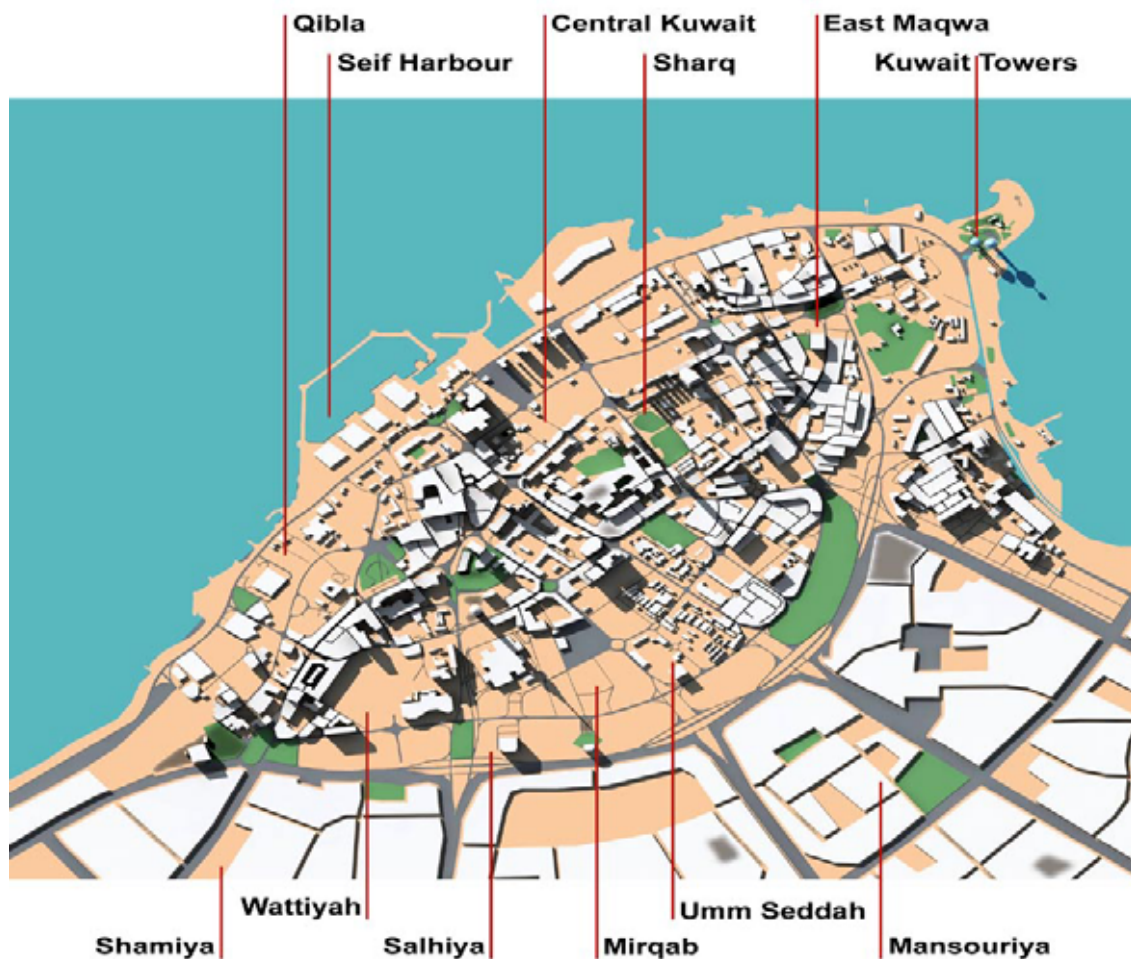


Fig. (4.73) The main areas of Kuwait City

**Mirqab** :The Mirqab Sector lies at the southern middle part of the city urban structure, and is illustrated in figure (4.71). Its land use pattern shows particular concentration of government authorities and in turn employment centres. The open space extending along the southern boarder of the sector, constitutes a major proportion of its total land. The potentials of its size and prime location are not yet effectively utilized.

**Sharq** :The Sharq occupies the eastern middle part of the city. The pattern of land use clearly shows a diversity of uses, covering residential, commercial, education, health, community and religious facilities, and public utilities. Commercial uses extend along the main streets. Residential uses are mainly investment housing concentrated at the north eastern and south eastern corners of the sector while Sawaber housing scheme occupies the core of the south western part of the sector, education, health and other community facilities lie within the housing compartments of the sector. Open spaces are scattered all over the sector, and particularly along Abdullah Al Ahmed Street, and the corners of Dasman Square.

**Dasman** : The fourth sector named “Dasman” lies at the far eastern part of the city, extending along the Gulf Road from the east and Sour Street from the west. This sector is distinguished by the

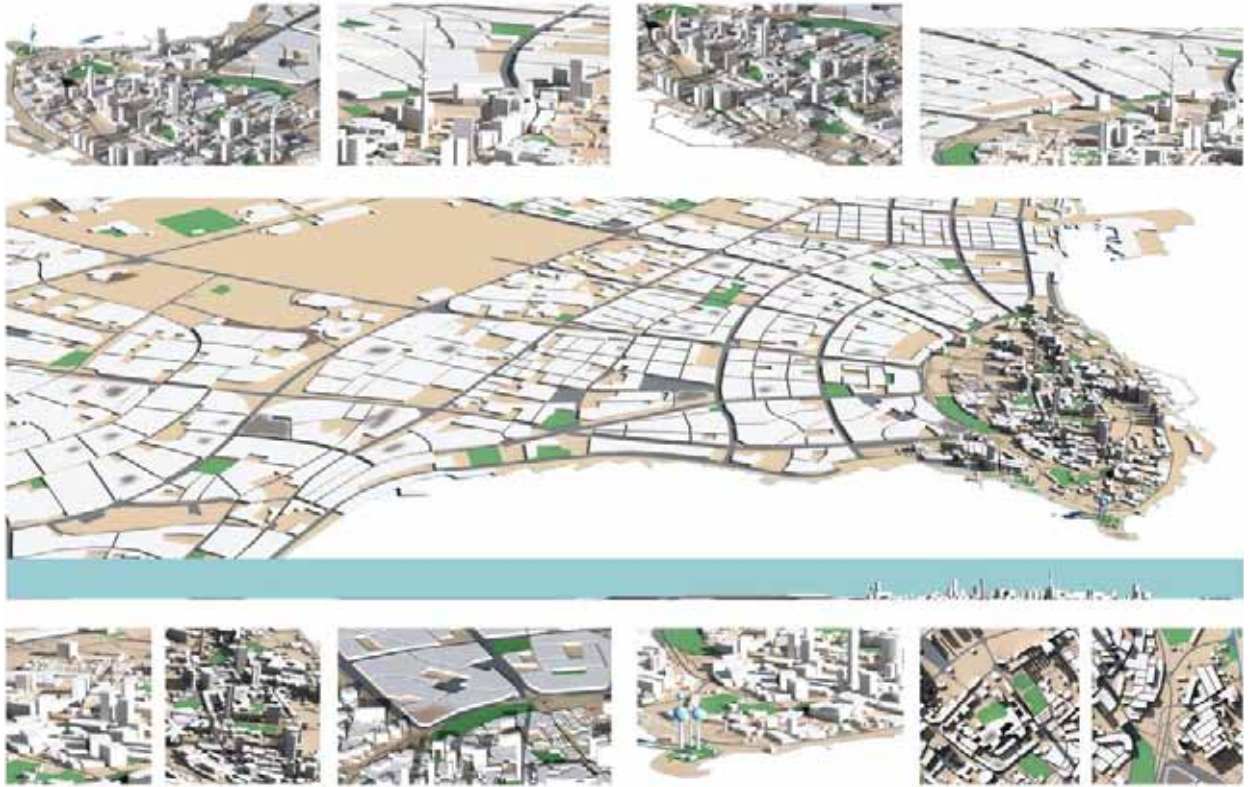


Fig. (4.74) Panoramic view of Kuwait City illustrating the general skyline of the city.

total dominance of residential land uses, with the exception of two sites for foreign embassies and a museum. Residential areas are subdivided into two parts, the “Dasman Palace”, that extends mainly along Sour Street and investment housing area that extends mainly along Gulf Road, in the east and the north middle part of the sector. This east corner of the city reflects the strategic features of a prime location, overlooking the Kuwait Towers & Aquatic Park and the spacious parks of the coastal zone. Accordingly, it is to be functionally considered as part of the water front featuring similar physical attributes.

**Water front:** The “water front” is the coastal strip extending along the Gulf water north and the Gulf Road south. Major land uses are, government and state authorities, and commercial and recreational facilities. The governmental part is positioned in the middle of the sector, containing the Ministry of Foreign Affairs, Sief Palace and the council of Ministries. The commercial part is positioned east of it, containing Sharq Market, Sultan Center, and the Fish Market. The recreational land use is represented by the spacious green areas and parks over looking the Gulf water, containing Kuwait Towers and the Aquatic Park. Both are located at the north eastern corner of the city, extending along the Gulf Road.

**Al-Fintas area** is located in the north of the investment areas (the study area) to the south of Mubarak Al Kabeer district and the 7th Ring Road. Its area is about 256 hectares, occupied by 37.5 hectares of investment residence. Its existing population is about 24,573 people represented by 25.8 % Kuwaiti people and 74.2 % non- Kuwaitis. This area is connected to the center of Kuwait City by Faheheel Motorway.

**Al Mahboula area** is located to the south of “Al-Fintas area” and Al Faheheel Motorway is to its west. Its area is about 347 hectares, and the population is about 24,498 people represented by 8.5 % Kuwaiti people and 91.5 %non-Kuwaitis.

**Abu Halifa area** is located to the south of the residential area “Al Mahboula” and Al Faheheel Motorway is to its west. Its area is about 335 hectares occupied by 33.7 hectares of investment residence. The population is about 26,696 represented by 16.14 % Kuwaiti people and 83.69 % non- Kuwaitis.

**Al Mangaf area** is located to the south of “Abu Halifa” residential area and Al Faheheel Motorway is to its west. In addition to El Sabahya district. It is separated from the district of Abu Halifa by an oil line and its buffered by a distance about 250 meters. Its area is about 565 hectares and the area of the investment residence is 86.4 hectares. The population is about 49,232 people represented by 20.6 % Kuwaiti people and 79.4 % non- Kuwaitis.

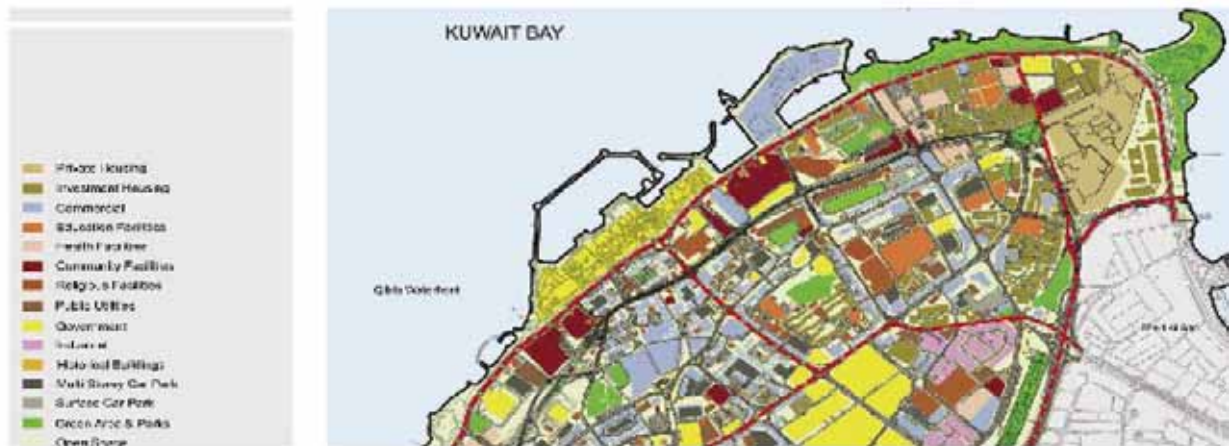
### **Land Use**

The present land use pattern of Kuwait City delineates the mixed, often overlapped, character shaped by the domination of the commercial and office space functions due to its role as a capital city. Socio-cultural and principle community facilities are also widespread in the city. Residential areas occupy 9.2% of the total uses, while commercial areas occupy 11.70% and the governmental institutions constitute about 11.8% of the total land of the city. Health and educational facilities constitute 3% of the total land of the city. They mainly serve local residents of the city. Community facilities include the national art centers, museums, library, and lecture halls. They constitute 1.5% of the total city land. Industrial areas constitute about 1.75% of the total land of the city. Vacant/designated use areas such as cemeteries, surface parking and actual vacant sites; constitute 24% of the total land of the city. The existing land use of Kuwait City demonstrates that the city has not yet attained a proper functional role as a multi-faceted Capital.

The proposed structure plan equally tackles the existing problem of movement within the city and between it and the rest of the metropolitan area, proposing a circular rapid transit system serving Kuwait City, and connecting it with a major mass transit system of double axis extending through the Metropolitan Area west and south wards, as proposed in the context of the Metropolitan Area Structure Plan.



The new development on desert land



The skyscrapers and tall buildings.

The large scale mixed use projects.

## Urban Patterns

The physical plan of the city shows a clear longitudinal crash of urban fabrics along and in the sea (the modern areas) as well as around the Creek (the traditional city center). The intersection of the several urban areas at the meeting points of the Creek and the sea areas reflect the process by which its urban form was transformed into a modern city. Street patterns are based on an iron grid form extending from the old city center to the sea and to the desert. It is dominated by a number of main spines that encourage major development along them. There are many voids in the form of large scale vacant plots that are located between the urban areas of the city.

In conclusion, the proposed landuse plan, as in fig. (4.75), is expected to ensure:

- 1- Efficiency of land utilization, particularly that proposed for the existing developable lands.
- 2- Effectiveness rather than expansion, rendering satisfactory solutions for its urban structure.
- 3- Cater for the demand for movement within the city.
- 4- Support the expected demand by businesses, executives and entrepreneurs.

Fig. (4.75) The land use plan of Kuwait City (Source: Kuwait Municipality)

## Urban patterns in Kuwait City

The urban patterns in Kuwait City vary according to their historical development. They are:

1. The remaining historical parts of old Kuwait City. Although they are not solid enough to constitute old urban entity.
2. The new developments all around the city.
3. The scattered pattern of the high rise buildings.
4. The large scale mixed use complexes.
5. The landmarks, although these areas are disntinct and are not identical .

## 4.3.2.2 CITY FORM

### Public Space

Green areas and organized parks are provided at an acceptable level of service, constituting about 6.4% of the total city lands. Open spaces, are defined as those large spacious sites, over 11.5% of the uses. However, public open spaces in Kuwait City have no clear pattern. The open public space patterns are strongly influenced by the existence of the Corniche.

The major open public spaces are:

- The Corniche area and its connected promenades. It incorporates a number of sites and attractions, areas for leisure activities and greenery areas, extending from the north to the southern area.
- Green areas extensively exist in many locations in the city constituting about 6.4% of the total land use. Urban parks, promenades and pedestrian areas, and green stretches extend along the Gulf side. For example, to the south, the area between Sour and the 1st Ring Road is used as green belt buffer between the city and the rest of the Metropolitan Area, where it is designated for recreational uses.
- Several phases in the historical development of the city have resulted in many fragmented open spaces scattered all over the city centre with no order. Voids of the urban pattern are mainly composed of vacant sites of diverse sizes and haphazard functions, graveyards and cemeteries, and spacious surface parking areas. These vacant plots, constituting about 15.89% of the total land use budget of the city, although they are a high development potentials, are often neglected.
- Indoor gathering areas such as huge atriums in shopping malls and mixed use developments are dominant in all public complexes and within the shopping malls all over the city.
- Urban public plazas are found in numerous important locations. The most well known plaza is the Salmia plaza where it is used, in the good weather days, for public gathering and event celebrations.
- Many squares constructed to ease traffic around in many crosses in the city centre, have been provided with proper planting and greenery.



Fig. (4.76). Traditional open spaces in Suqs and Bazars



Fig. (4.77). Part of the Promenade along the Gulf



Fig. (4.78). Typology of open public space.

### Parks

In recent years, the government has put emphasis on developing Kuwait's environment, and public parks have been built in most residential areas. The parks have mostly amusement centres and children's play facilities, and some have walking and cycling tracks. Family life and leisure time play an important part in the urban lives of Kuwait City, and apart from during the cool winter months, much time is spent near the water. There are a number of parks situated on the beach that are open to the public. Because of the hot, sunny climate and the focus on family activities, there are plenty of water-based activities for residents of Kuwait. Apart from the beach parks there are also a number of public beaches. The main public beaches are in Salmiya and Dasman. There is also a good public beach in Fahaheel. For example, the beach park of the Fintas area is a popular spot for families, with vast gardens and equipped beach area.





City Squares



Green stretches along main roads



Urban Parks, Promenades



Indoor Open Spaces inside Malls



Green Stretches

Fig. (4.79). Typology of open public space.

**Messila Beach Park** is the closest beach park to the city and is located at the intersection of Arabian Gulf Street and the Ring Road, running alongside the Fahaaheel Expressway, covering an area of 75,000 square meters.

**Recreational Parks** The most popular recreational parks are located in Shaab, Sabahiya and Jleeb Al-Shyoukh. Each park features rides and amusement activities. Each year during 'Hala February' many of the parks have special activities and entertainment for the public.

**Green Island** is located closer to the city, linked to the mainland by a causeway. The artificial island houses entertainment facilities, an amphitheater, restaurants and swimming pools.

In conclusion, the current situation suggests that there was no detailed physical plan prepared for the city, and development controls are decided in an ad hoc manner. This has led to haphazard physical pattern for Kuwait City urban form.

See Erickson, Arthur. (1980) *Projects in Kuwait and Saudi Arabia*. In *Places of Public Gathering in Islam*. Linda Safran (ed). Philadelphia: Aga Khan Award for Architecture. Freeth, Zahra (1972) *A New Look at Kuwait*, Allen & Unwin.

### **Visual Form**

The image of the Kuwait City reflects a fragmented image and doesn't entail a clear, definable cognition of the city. The skyline of Kuwait City is flat in general and full of towers of different scales and masses, and large vacant and undeveloped lots of lands. This skyline has little distinguishable elements that mark the city. Exceptions are clear for the Liberation Tower and the famous Kuwait Water Towers.

The views along the major axes of the city are almost identical, due to the typical images of housing estates, although they are different in size and masses. They lack unity and variety as well as a sense of hierarchy. The rest of the city buildings are of low height, constituting a pattern of group clusters, or of compacted form, that are dispersed within the city close to the main arteries, except of the Old Souk area, which is mainly accessible from the main axes.

Landmarks are unique in nature and character. Building heights within Kuwait City do not follow a particular pattern that would initiate a well integrated coherent urban fabric. Examination of this shows the haphazard nature of development control decisions rather than a more unified approach to the different component districts of the city.

**See Dr. Yasser Mahgoub, 2006, Kuwait Socio-Cultural Sustainability and Urban Development in Kuwait, Gulf First Urban Planning and Development Conference, Kuwait University**

New high rise buildings are established haphazardly in the absence of a detailed physical plan for the city. The most significant landmark in the city, the Kuwait Towers, a national symbol, can be seen from most angles within the city and the areas around it. Architecture plays an important role in shaping the emerging cityscape. Most of the architectural styles in the city center, are new modern buildings which also dominate the skyline of the center.

The change in the skyline of Kuwait City is little, making it almost flat with some high rise buildings of different scales and masses. The main characteristics of the skyline, as seen in fig. (4.80), are:

1. Large vacant lots of lands which have little distinguishable elements that mark the city.
2. The views along the major axes of the city are almost identical, due to the typical images of housing estates, although they are different in size and masses.
3. They lack of sort of unity and variety as well as a sense of hierarchy.
4. Landmarks are unique, but new high-rise buildings are laid out haphazardly. The most significant landmark in the city, the Kuwait Towers, can be seen from most angles within the city and the areas around it.
5. Most of the architectural styles are in the city center, in which new modern buildings have dominated the skyline of the center.



The panoramic view seen from the Gulf

The axial views "Vistas"

Land marks are numerous. The most stunning landmark is Kuwait Towers

However, the city's visual character is not treated as a coherent form. According to Mahgoub, "the relationship between masses of buildings in the urban landscape is the main problem currently dominating the urban environment in Kuwait". Therefore, there is no visual consistency, or collective visual identity, as a result of the separate individual buildings, and each building is constructed according to a specific position and view. The problem does not only reside in individual buildings alone but is the product of the collective image created by the urbanscape. This visual discontinuity has a strong impact on the consistency and integrity of the city image. As Shiber envisioned this problem "The application of civic design, at least in the composition of major buildings, has to date, been non-existent. In the future much more sensitive care must be accorded the art of disposing one architectural element in relation to another, and in relation to the spaces displaced and created." Large, vacant, and undeveloped lots of lands are common inside and outside the downtown area are contributing to the visual discontinuity of the urban landscape. The existence of deserted, deteriorated houses in the downtown and major streets is another aspect of visual pollution. Some of these houses are being torn down after media campaigns by several newspapers regarding their condition and negative impact on the city.

Fig. (4.80). The main characteristics of Kuwait City image

Shiber (1964) p.118.

See: Mahgoub (2006) p. 9

See: Al-Anbaa (2001)

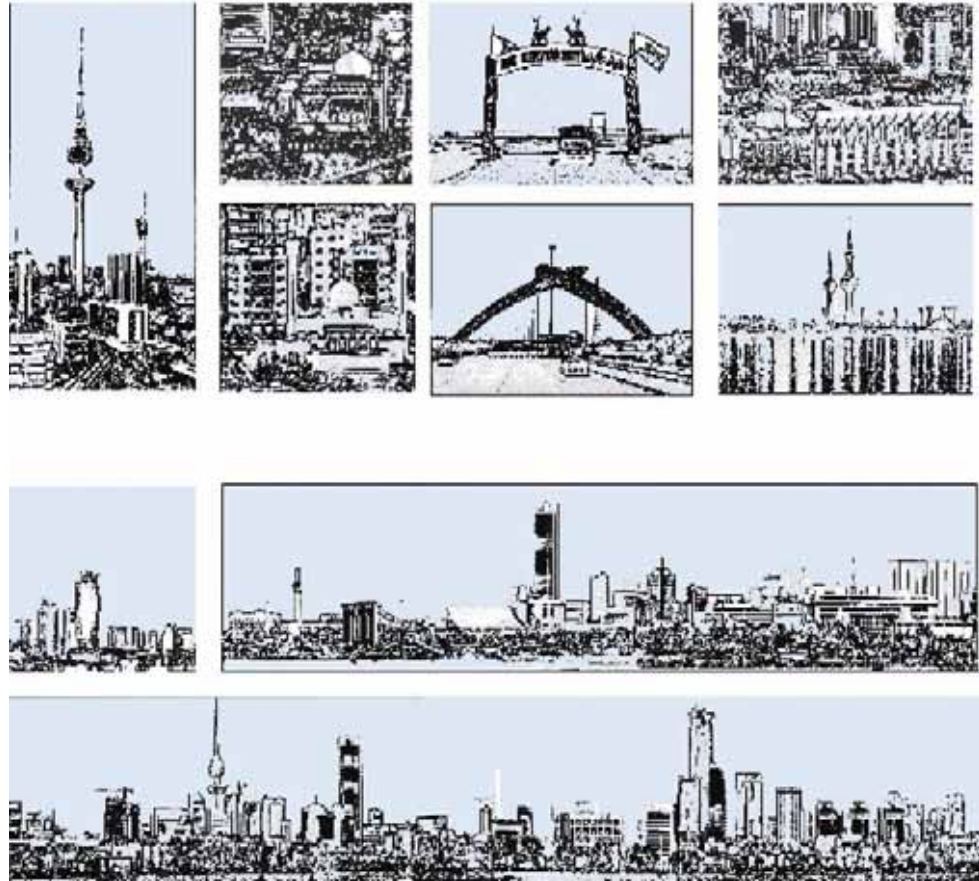


Fig. (4.81) Different view types of Kuwait City

The visual form of Kuwait City represents an image of a disintegrated city form where remains of old built forms are mixed with high rises. The 1980 housing and office estates and few significant landmarks penetrate with many urban voids, some of which are of large scale. The general visual character is of a modern city recovering its form and visual identity through many new modern buildings and complexes. The main characteristics of the visual form can be summarized as:

1. The skyline of Kuwait City is almost flat with some high-rise buildings of different scales and masses. Large vacant lots of lands, which have little distinguishable elements, mark the city.
2. The views along the major axes of the city centre and internal ring-roads are almost identical, due to the typical images of housing estates, although they are different in size and masses.
3. Landmarks are unique, but new high-rise buildings are laid out haphazardly. The most significant landmark in the city, the Kuwait Towers, can be seen from most angles within the City and the areas around it. Most of the architectural styles in the city center are new modern buildings dominating the skyline of the center.

Images are projected from computer generated models for the Gulf cities by the author. Scale is approximate.

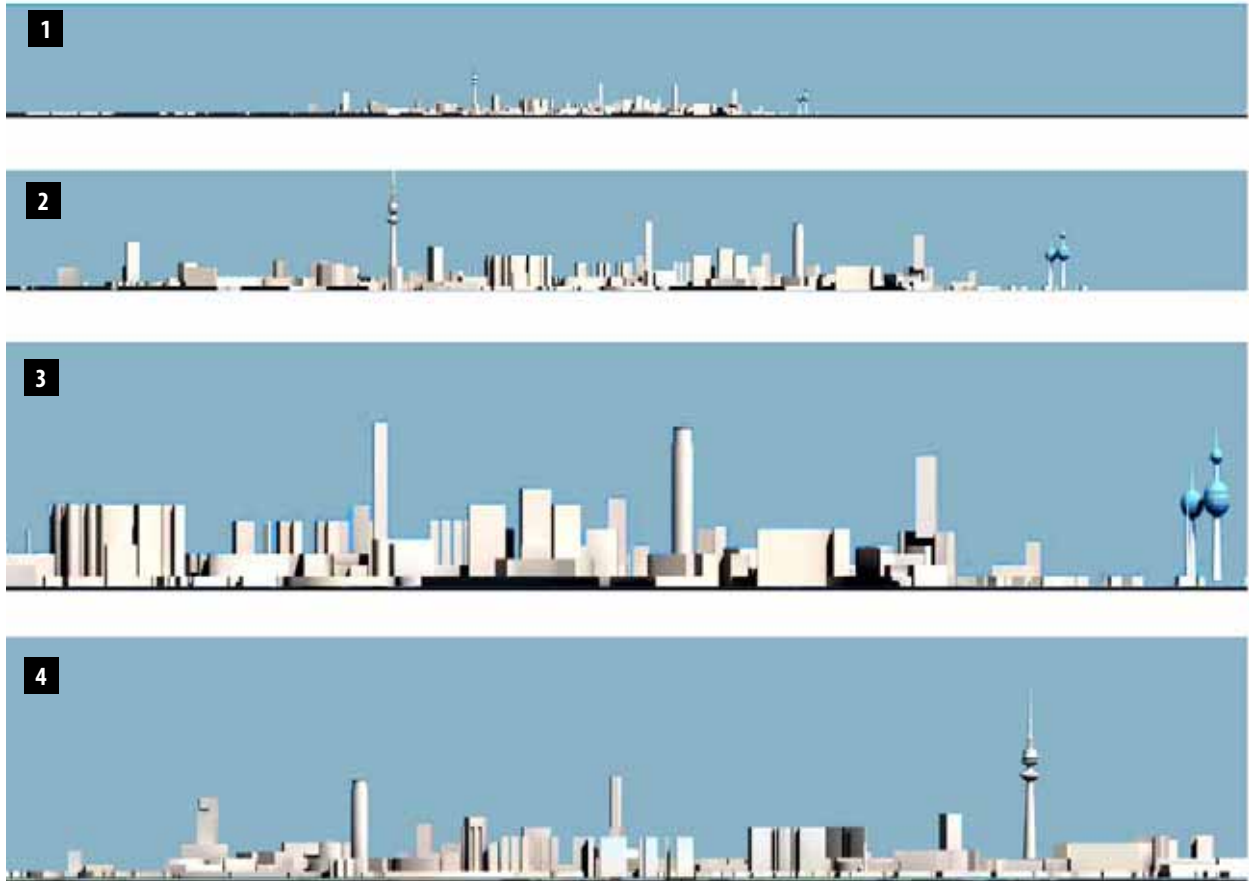


Fig. (4.82) Kuwait skyline seen from different distances and reflecting mutiple image effects.

1. The overall image of Kuwait City from the Gulf side where frequent appearance of high rise buildings distort the considerably coherent skyline of the city.

2. A close up view for the image of Kuwait, from the Gulf side. The scattered high rise buildings and tower complexes contribute significantly to the fragmentation in the image of the city centre area.

3. View for the Kuwait City centre shows part of the emerging developments in the central area. The mixture of urban styles, old, new, modern, high rise, large scale complexes, etc. characterizes the ambiguous identity of this area, providing new additions to its cityscape.

4. A cross section through the Kuwait City from the Gulf water to the desert side, showing the major landmarks of the city within the emerging developments in the cityscape.

### 4.3.2.3 CITY DEVELOPMENT



Fig. (4.83) Spatial distribution of housing (source: Kuwait Municipality 2005)



Fig. (4.84). Analysis of physical structure (source: Kuwait Municipality 2005)

The modern urbanization in Kuwait has passed through significant development phases, marked with certain masterplans to develop the city based on specific views and targets. Each master plan or a review of the master plan, has contributed to the development of modern Kuwait City (Kuwait Municipality, 1980). The main development plans include:

1. The First Master Plan: prepared by Monoprio, Spencely and Macfarlane in 1952.
2. The Municipality Development Plan: Assembly of different planning studies for different areas during the period from 1952 and 1967.
3. The Second Master Plan made by Colin Buchanan and Partners from 1967 to 1968.
4. The First Review of the 2nd Master Plan made by Shankland Cox Partnership in 1977.
5. The re-examination of Master Plan by Colin Buchanan and Partners in 1983.
6. A Third Master Plan by Kuwait Municipality in 1997.
7. The recently made review of the Third Master Plan by the Kuwait Engineering Group in collaboration with Colin Buchanan, who were commissioned to develop a new master plan.

The current structure plan for the city (Figure 4.85) is geared towards fulfilling the foreseen requirements of attaining the proposed role of Kuwait City as an international financial, business and commercial centre for the Gulf Countries Council (GCC), as well as emphasizing the city's role as the seat of the State of Kuwait sovereign. Meanwhile, the plan is prompted to adhere to a contained population growth policy, detected by the National Physical Planning Strategy, and the Metropolitan Area Structure Plan.

The plan does not only involve sustained improvement of the current level of service (infrastructure, utilities and service facilities), and concomitantly utilize the available sizable land, but also promote a qualitative attributes of the city image, as illustrated in (Figure 4.85).

#### Strategies:

- The structure plan for Kuwait City envisaged a potential role for the city as an international financial, business and commercial centre for the Gulf Countries, as well as the seat of the State of Kuwait.
- The plan involves sustained improvement of service, infrastructure, utilities and service facilities and promote a qualitative attributes of the city image, and proposes a transit circular rapid system within the city metropolitan area.
- Proposed development areas include four prospective functional development areas. They are urban development areas, urban renewal areas, and the development of local service and facilities sites.

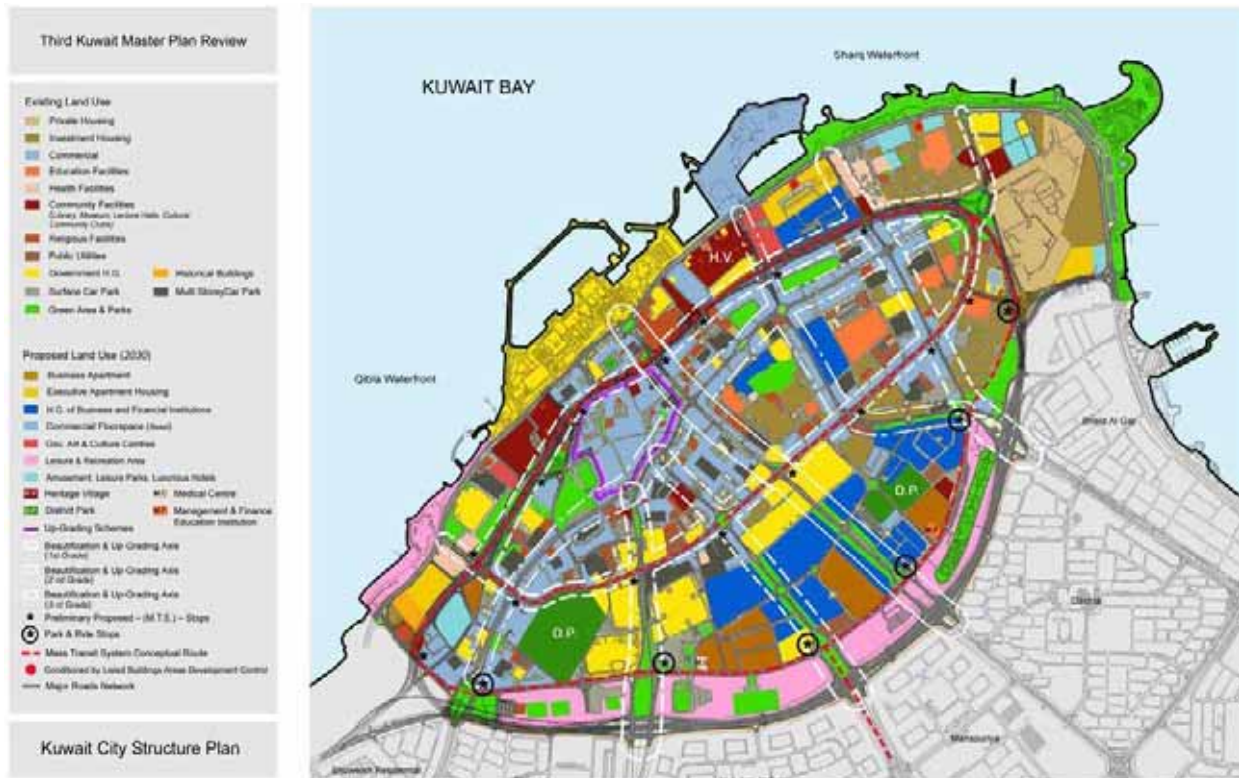


Fig. (4.85). Kuwait City Structure Plan (source: Kuwait Municipality 2005)

**Plan:**

The main designated land uses in the master plan are:

- Areas designated for use by the proposed scheme, for international business and commercial centre, and complementing financial institutions.
- Art and culture centre, overlooking the Gulf.
- Leisure and recreation areas, along the “Green Belt” located south of the city.
- Amusement & leisure parks, and luxurious hotels with strategic locations.
- Heritage Village District parks, replacing the existing graveyards and cemeteries.
- The old market quarter (Souk) area is proposed to attain an up-grading development scheme that would promote its qualitative attributes and accessibility.

## **Proposed Action Area Plans**

Planning of action areas is oriented towards the development of the potentials of promoting competitiveness of Kuwait City as a regional financial, business and commercial centre for the Gulf States. In the context city structure plan, six action area plans are proposed . They are listed as follows:

### **The Redevelopment of the Mirqab area**

The planning of the Mirqab area intends to redevelop the area as an important part of the prospective function of Kuwait City as a national/international business/financial and commercial centre. Principle guide lines:

- Prepare an action area plan to function as H.Q. for business and finance.
- Prepare a detail study for the improvement of traffic conditions, road network, and the demand for modifications and/or alterations.
- Prepare an urban design scheme for the area, for promoting an attractive built environment to support the proposed role of the city.
- Consider the full integration with the proposed beautification schemes intended for the major road development axis.

### **The Beautification Programme**

The beautification programme for the selected north/south and east/west axes, intends to provide greenery and open spaces. Principle guide lines are:

- Prepare a beautification programme to enhance the visual image.
- Prepare a detailed study of the visual impact of the buildings extending along both sides of the road and suggest upgrading schemes, and provide detailed plan for the back greenery spine, that would promote the visual impact of the El-Seif Palace.
- Prepare a detailed road network and traffic study for the selected urban axis and its surrounding links.
- An essential component of proposed urban design scheme is to prepare a plan programme (may be a long term one) for the implementation of the set back of green open spaces along the urban axis.

### **The Qibla sector**

The area plan in Qibla sector intends to modify the existing land uses considering the establishment of the 1st Ring Road extension. Principle guide lines:

- Road engineering and traffic study for the expected interrelations between the prospective extension and the expansion of the wright of way and the existing road and traffic network.
- Prepare a modified land use plan for the area that would examine the existing situation and integrate the fragmented lands left after the establishment of the proposed extension, into the proposed pattern of land use.
- Prepare an urban design scheme that would provide an urban form that would improve the visual image .



### The Water Front

The western coast of the water front is considered as a potential recreation area. Principle guide lines:

- Promote integrated land uses for recreation and leisure activities.
- Provide water related passive and active recreation facilities.
- Promote the designation of extensive green open space.
- Prepare a rehabilitation scheme for the currently established edifices.

### The Corniche

The Corniche area will include pedestrian amenities, foot paths and leisure facilities of cafés, restaurants, etc.

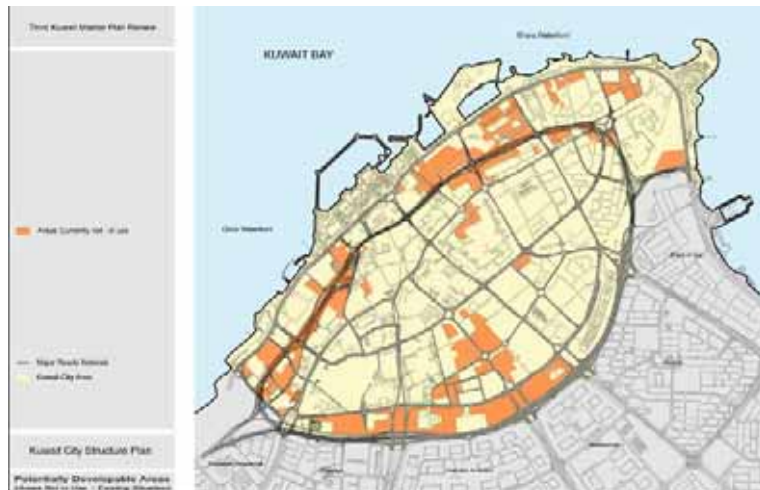


Fig. (4.86) Spatial distribution of housing (source: Kuwait Municipality 2005)

### The Green Belt

The green belt covering the north area of the 1st Ring Road and south of Sour Street should be planned as a green zone in detail for according to the structure plan. Principle guide lines:

- Prepare an action area plan for the green belt to provide integrated recreation and leisure uses.
- Propose detailed measures to rectify the existing visual impact of the areas.
- Provide intense use of trees and proper landscaping to the area.
- Entrances and exits from the area should be re-considered.

### The Sharq Area

The Sharq industrial area needs to be redeveloped. Principle guide lines:

- Provide a short term programme of action to re-locate the existing activities.
- Removal of the existing industrial activities that would select those types of maintenance service and provides alternative sites for the displaced functions.
- Prepare plan to fulfill the new functional role of the city, as a financial, business and commercial centres.

## DEVELOPMENT ON THE SEASCAPE

Kuwait is investing large amounts of capital in major commercial, residential and tourist projects. The current major projects on the Gulf water are:

### **Madinat Al Harir (Silk City)**

Madinat Al Hareer, see fig. (4.88), is a very ambitious new city to the north of Kuwait City. It is divided into several cities. The aim is to establish a multi-purpose, economic, commercial and residential new city, composed of specialized cities. They include:

#### **Business City**

Business City will provide extensive facilities such as convention and exhibition halls, spaces, and related amenities. Its centre piece will become the business hub for the Arabian Gulf and a gateway into Central Asia.

#### **Ecological City**

The Ecological City is proposed to be a National Wildlife Sanctuary and an eco-tourist resort including a centre of science, and the natural environment. This city centre will become the heart of the new National Wildlife Sanctuary.

#### **Cultural Media and Film Cities**

A new centre for diplomacy, culture and academia is proposed to become a creative centre for television production. An extended media/internet/communications centre will expand the reach of all forms of media, content origination, academies of talent and support services for the information economy.

#### **Housing, Education and Health Facilities**

A diversity of housing types, family amenities, easy access to health care and education, self-sustaining neighborhoods and an extensive park system will make these residential communities the most coveted resort and hospitality planned housing developments in the Arabian Gulf.

#### **Leisure, Sports and Lifestyle Cities**

Extensive leisure and pleasure facilities will be developed in all four city centres. Riverside development will provide for extensive leisure waterfront activities and the coastline will be developed as a new Arabian Riviera. Leisure, sport, athletics, physical performance centre and a resort are also proposed. See fig. (4.87)

#### **Industrial City and Free Zone**

A new Light-Industrial Centre will be developed adjacent to the Advanced Enterprise Zone and Business City Centre. An Advanced Enterprise Zone will be designated a Free Zone for trade, investment and business incubator developments.

#### **Al Khairan Pearl City**

Al Khairan Pearl City aims to accommodate an ultimate population of 100,000 inhabitants. As the Venice of the Gulf, this city's house plots will have their own mooring and berthing. Khairan Pearl City will feature all of today's modern facilities, to make daily life in a self contained neighbourhood both convenient and effortless.



Leisure city



Dream city



Fig. (4.87) General views of Madinat Al-Hareer



### **Madinat Al Fahaheel**

Madinat Al Fahaheel is a town centre-development, located to the south of the Capital city. It is a multi-phased project comprising of several commercial, shopping, marina, and leisure facilities. The new city centre, combines modern design with traditional Arabian architecture. The development is already home to the Al Kout Mall.

The Al Manshar, currently under construction within Madinat Al Fahaheel, will feature a shopping mall, entertainment centre, four residential towers, one office tower and a large convention centre as well as a five-star hotel. Al Manshar was completed in 2006.

Fig. (4.88). Madinat Al-Hareer, the new development on Kuwait City seascape.

## DEVELOPMENT ON LAND

According to recent reports, Kuwait takes second place in the Gulf - after the UAE - in terms of construction projects. Kuwait, which sits on a tenth of global oil reserves and hence is flush with petrodollars has said it plans to invest more than \$50 billion in housing and infrastructure projects by the decade's end, to tackle the growing list of pending applications for government housing and the surging traffic congestion in the city.

### Commercial & Residential Complexes

There is a multitude of real estate developments, including mixed-use developments taking shape, including plans for the Kuwait Business Town and the Gate of Kuwait on Al Sour Street.

### The Mall of Kuwait

The Mall of Kuwait, which is expected to be among the largest mixed-use commercial developments in Kuwait, is located in south Sabahiya. The mall will comprise shopping, a hypermarket, a multi-storey car-park, an IMAX cinema complex and a multi-purpose convention hall.

### The 360° Kuwait Mall

The 360° Kuwait Mall project is a very large shopping and entertainment centre that covers an area of 22,000 sq m. The 360° Kuwait Mall will be a state-of-the-art retail, cinema and leisure complex located at South Surra at the intersection of the Airport Highway and Sixth Ring Road, making it one of the most strategic locations in the city. The project, which has a total built-up area of 92,134 sq m, consists of a two-storey shopping mall including retail units, cinema and entertainment complex - including an IMAX theatre and bowling centre. The mall is expected to be a modern interpretation of traditional designs and echo many of the architectural features of the region in which it is inspired by the tradition of navigation using stars.



Fig. (4.89). General views of the 360 Kuwait Mall

### The Avenues

The Avenues project in Al-Rai is expected to be Kuwait's largest shopping mall when its 300,000 sq m first phase opens early 2008. The project will include retail shops, cinemas, mini-anchor stores on two floors, a massive hypermarket, cafes and restaurants and a children's entertainment area.

### The Asian Olympia

The Asian Olympia, which is under construction in Salmiya, consists of a headquarters building for the Asian Olympia Council, a five-star hotel, office and residential towers, retail areas and three levels of underground parking.

### Heritage Village

This 40 storey commercial tower, is located in Sharq, comprises a five-storey mall, carpark, cinema and entertainment facilities.



The Avenues

The Mall of Kuwait

Fig. (4.90). Development on the land. The most recognized projects of Kuwait City

### **Kuwait Business Town (KBT)**

Featuring nine luxurious office towers, shopping malls, and a new luxury hotel, Kuwait Business Town will create a business community in Kuwait City along the lines of similar projects in Dubai and Qatar. The project is being developed on more than 11,000 square metres of prime real estate.

### **Gulf University for Science & Technology (GUST)**

The Gulf University is located on a 10 hectare site in Mishref, the long-term plan is to accommodate 5,500 students. The development will include a training centre, holding auditoriums and lecture halls in addition to exhibition and conference spaces.

### **Kuwait University**

The new campus of the Kuwait University is a major project, currently under construction, to be completed with a medical campus. This US\$3 billion project is expected to be completed within three years, when all campuses run by Kuwait University will be relocated to the new site.

## DEVELOPMENT ON THE SKY

Many high rise buildings are frequently penetrating the skyline of Kuwait City. This trend is supported by a recent decree by the Kuwait Municipality to free up building heights restriction in the city centre.

### Mubarak Al Kabir Tower, the Tallest Building in the World

Madinat Al Hareer will be home to the world's tallest tower at 1,001 m. Mubarak Al Kabir Tower would form 'a complete city in the sky', and would be made up of offices, apartments, a school, a medical centre, and possibly a mosque. It will be built in three blocks linked together, which will give it more flexibility in terms of the lifts. Towering more than 200 storeys high, the twisting, tapering tower will create a vertical community made up of seven neighborhoods stacked one atop another. Three blades will terminate at different heights and atop each one will be cultural, civic, and religious amenities for the residents and guests. See fig. (4.92)

### Kuwait Business Town Development

The Kuwait Business Town development is an ambitious development in Sharq area. The overall development will consist of seven commercial towers ranging between 28 and 40 floors, a plaza and a multi-storey car-park.

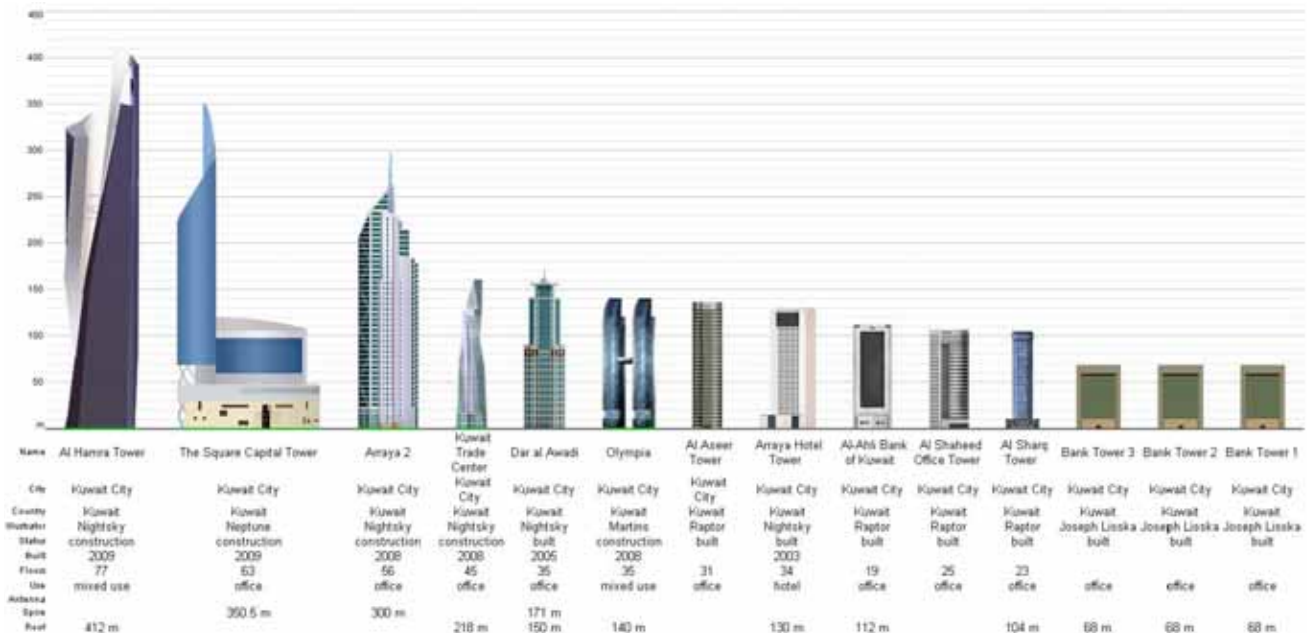


Fig. (4.91). Future Development: Development on the Sky (Tall Buildings).

On-going and future tall buildings projects include the world's highest building (Mubarak Al-Kabir Tower) in Madinat Al-Hareer, and a business district in the city center



Fig. (4.92). Future Development: Development on the Sky (Tall Buildings).

### **Al Hamra Tower**

Al Hamra Tower will be the highest tower in Kuwait city, covering a floor area of about 300,000 square meters and a height of 412 m. It is currently under construction and was designed by SOM Architects. Expected to be finished in year 2009, it is a mixed use tower consisting of 77 floors, featuring a hotel, offices, restaurant, retail, and car parking.

### **The Square Capital Tower**

The Square Capital Tower is an office building, under construction, designed by NORR Architects. It consists of 63 floors totaling height of 350.5 meters and expected to be finished in year 2009.

### **Watya Complex**

The Watya Complex is a three-tower complex comprising of two commercial/residential towers and a hotel.

### 4.3.3 CITY BRANDING VISION

Vision of city branding in Kuwait City is not quite clear in both literature or in recent publications. This fact may be regarded to the existence of fewer publications on branding the Kuwait City, especially outside Kuwait City. There are quite a few number of limited and indirect messages transcended by some authorities on the city. Still, these messages or visions are limited to the domain in which those authorities are working. On the other hand, branding projects, especially large scale urban development and real estate developments proved great successes, disregarding the overestimation nature of some of these projects, such as the Madinat Al Harir or Khaber City. The following is some of the available vision by a number of Kuwait City's authorities:

See Mahgoub, Yasser (2004). *Globalization and the Built Environment in Kuwait*, Habitat International, Volume 28, Issue 4

See Khattab, Omar (2001). *Globalization Versus Localization: Contemporary Architecture and the Arab City*. CTBUH REVIEW / VOL. 1, NO. 3: FALL 2001.,

Kuwait is the Capital of the future, (The Municipality of Kuwait).

The Land of friendship, (Kuwait Tourism Services Company).

#### 4.3.3.2 TARGET GROUPS

##### **Residents**

A variety of ethnic groups reside in Kuwait City, and only around 40 percent of the population is Kuwaiti. People from surrounding Middle Eastern nations, constitute 35 percent of the population. Arab expatriates include a large group of stateless Arabs, locally known as Bedouin. This make up is often in flux, depending on the dynamics and relationships between surrounding countries.

##### **Visitors**

Kuwait City attracts an increasing number of international tourists for its modern attractions, civic life, sea clubs and beaches, parks, ice skating rinks, water front, resort, Kuwait Towers and the Failaka Complex. In addition, The city's tourism potentials have made it a tourism distention of modern character. In general, a vast number of travelers that Kuwait received from the Gulf, European, North American and far-eastern countries proved that Kuwait has an increasing potential for leisure tourism.

##### **Investors**

Kuwait is a small country with massive oil reserves, whose economy has been traditionally dominated by the state and its oil industry. Diversification of economic resources is a long-term issue for the Kuwaiti economy.



### 4.3.3.3 BRANDING INSTITUTIONS

- Kuwait Municipality works for urban and health progress of Kuwait ([www.baladia.gov.kw](http://www.baladia.gov.kw)).
- Kuwait Chamber of Commerce & Industry, a non-profit and private institution, provides consultation in business and investments development and related economic affairs ([www.kuwaitchamber.org](http://www.kuwaitchamber.org)).
- Kuwaiti Information Department promotes information and media services on a wide range of topics on the State of Kuwait including tourism and local updates on the capital city, ([www.kuwait-info.com](http://www.kuwait-info.com)).
- Kuwait Tourism Services Company (KTSC) provides exclusive tours, tour packages and other ground services. The company organized the first Hala February Festival, the annual touristic event ([www.ktsc-q8.com](http://www.ktsc-q8.com)).
- Hala February Festival (Welcome February), is a famous festival and not formally an organization but more a coordination committee between several organizations set for tourism development in the city. It is a combination of magical mix of culture, entertainment, events, shopping discounts, sports tournaments, cultural events and entertainment.

## 4.3.3.4 STRATEGIES

### Branding Location

The natural setting of Kuwait City is one of the most branded assets of the city. The city's strategic location at the northern peak of the country's territory, overlooking Kuwait Bay, surrounded by the sea from the north and east adds a picturesque feature for its image. It is well connected, land wise, to roads linking to the first Ring Road serving its urban built form. It lies at the meeting point of the north/south axis of express ways and roads and east/west axis of the ring roads connecting it to the rest of the Metropolitan Area. This location made it possible to market the city for different purposes and for various target groups. The harsh climate of Kuwait City, dry desert; intensely hot summers; short, cool winters with some dust storms, makes it challenging to be controlled.

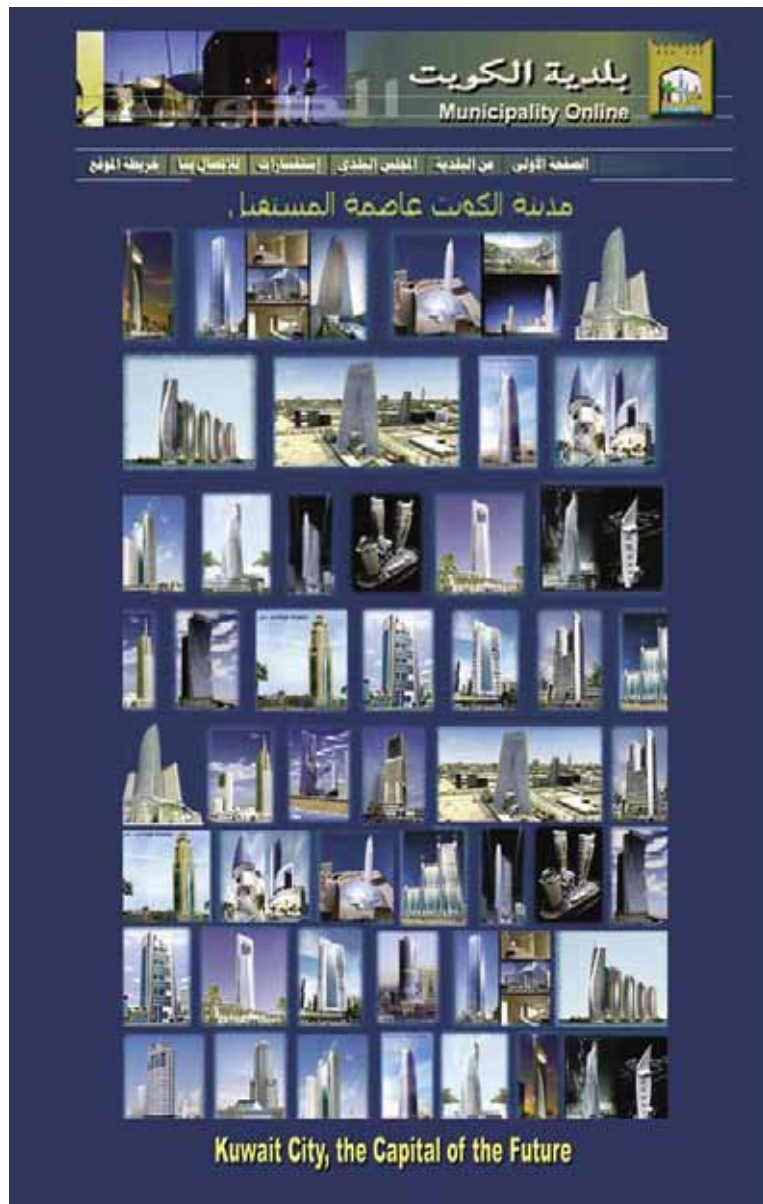


Fig. (4.93). A website for Kuwait City represents Kuwait as the City of the Future  
(source, Kuwait Municipality)

### **Branding Urban Projects**

Marketing new urban projects in Kuwait takes several media to achieve several messages. It is done basically for , prestigious and large scale shopping, entertainment, tourist and business projects among others. Image and visual effect are supported with impressive slogans to attract potential costumers and the locals to create their own locations within these images. In some cases, branding for urban projects is used for influencing the decision making process for the sake of these projects. However, branding urban projects in Kuwait City, lacks consistent integrated vision for the future development of the city.

### **Signature Architecture**

Like other Gulf cities, there is an emerging movement towards building fantasy architecture designed by prominent international architects. The design of Madinet AlHarir shows a credible amount of this attitude, particularly in the design of the super tower. Other large scale projects are designed with the help of international consulting firms. There is also some sort of competition to commission well known architects who have designed a successful “fantasy” architecture, such as Burg Al Arab in Dubai by the London based Atkins consultants, to design superior projects to compete with the former, and hence acquire a more superior icon in the image of the emerging new city. Consequently, signature architecture plays an increasing role in marketing the image of Kuwait City and emphasises the exceptional and fantasy look of the future city. See fig. (4.94)



Fig. (4.94). A proposal for a new tower along the Kuwait Gulf. It is promoted as the first tower in the world on the form of Snake. Architect is unknown. No background on the project or project credit is available. (Source: skyscrapercity.com)

## Branding City Life

There are many national and local events happening in Kuwait. Few of them are of regional and international significance. The Calendar of Kuwait events and festivals during the whole year is as follow:

February: International Information Technology & Communications Exhibition

Hala February Festival

March: Smart Buildings Expo

Kuwait World Travel Expo

May: Kuwait International Trade Fair

### HALA FEBRUARY (Welcome February)

The Hala February Festival is an annual event that takes place in Kuwait during the spring season. It is a time when parched sands of the desert transform into a magical green carpet covered with blossoming, colorful flora. Springtime is the tourists' season in Kuwait when visitors are invited for a month long celebrations of a cultural and entertainment extravaganza in response to popular demand for tourism and local populace. The arrival of migratory birds and seasonal animals during this time add further color, elegance and beauty to the desert. The festival is a set of events featuring cultural festivals, shopping carnivals, visiting of tourist spots, and winning prizes at the many raffles and contests held during this time period.



Fig. (4.95). Kuwait City Style.

The most recognized events and traditions of Kuwait City

### Attractions:

Attractions in Kuwait City are mostly modern landmarks and key locations. They are basically of recreational, cultural and shopping characters. Major attractions are:

- 1- Recreational parks like the South Sabahiya Garden in Ahmadi Governorate, and the Touristic Garden in Jleeb Al-Shyukh.
- 2- The Green Island, the artificial island near the Kuwait Water Towers.
- 3- Entertainment City or (Al-Madina Al-Tarfhiya) is located in Al-Doha, about 20 kilometers from the City.
- 4- Showbiz, is a permanently sited carnival with carousels, dodgems, donkey and cart, pony and camel rides, etc, located in Ras Salmiya.
- 5- The Musical Fountain which is the fourth largest musical fountain in the world, next to the Ice Skating Rink on the First Ring Road.
- 6- The Scientific Center, a symbol of cultural heritage projecting sciences.
- 7- Doha Village was once the centre of boat building in Kuwait but the building yards were looted and fortified by the Iraqis, and nowadays very few dhows are being built except for some exquisite miniatures.
- 8- Al-Hashemi II, The world's largest wooden dhow, owned and built by Hussein Marafie, Al-Hashemi is a 'Baghalah' monument.
9. Old Buildings and old City Wall Gates
10. Museums like the National Museum, the Educational Science Museum, and Tariq Rajab Museum
- 11- Liberation Monuments



The Heritage and Islamic Traditions in Kuwait City



Hala February, the most famous Kuwait City Shopping Festival and its activities



Different sport activities in Kuwait City

Fig. (4.96). Kuwait City Style.

The most recognized events and traditions of Kuwait City

Kuwait City with its long coastline has numerous beaches is attracting visitors from the GCC and international countries interest is constantly increasing. Although most of the visitors coming to Kuwait are for business purposes, there are a number of visitors coming to discover the city's cultural attractions, be they locals or expatriates from various countries or adventurous international visitors. These attractions together with the cultural events of the city highlight cultural and civic dimensions to the city. Also, modern high rises have begun to emerge, with large scale infrastructure and well-established road networks in most developed areas, and more and more tourists are coming for a leisurely holiday, adding a touristic image to the city.

In addition, the city areas are branded for specialized activities and specific urban life character. For instance, the Sharq area is branded as offering a wide variety of shopping, Salmiya provides many attractive meeting places, and modern shopping malls, while, Hawalli is devoted for a more authentic area with markets and bustling streets, head down to Kuwait City and visit to Shuwaikh where you can find everything, and Shuwaikh presents different urban life experiences.

## **Lifestyle**

The lifestyle of Kuwait's society should be understood within a framework of Muslim religion, Arabian tradition and local customs. The process of modernization of Kuwait City has made inroads into certain aspects of housing, occupations, dress and handicrafts but other aspects of the Kuwaiti lifestyle have stood the test of time. The changes brought about by the discovery of oil and the subsequent modernization has not in any way undermined Kuwaiti people's distinct identity.

The modernization of Kuwait changed the lifestyle of the desert Bedouins. With considerable adaptability, they took advantage of the new work opportunities and the prosperity created by the discovery of oil. Each succeeding year has seen fewer and fewer black tents in the desert as tribesmen opted for government sponsored education and professional training. The Bedouins made the journey from tents and camels to houses and air-conditioned cars, but retained their traditions, their cultural identity and their character traits. Today, as they go to university, go abroad for a masters, and help in the further development of their country, these traits are kept intact.

## **Cultural Activities**

The National Council for Culture, Arts and Letters (NCCAL) is an example of the official encouragement and support given to promote the growth and progress of the arts in Kuwait. The Council works for enhancing the art movement, stimulating interest in Kuwait's cultural heritage as well as encouraging research work in the arts.

Apart from its sponsorship of literary and historical publications, rescuing and maintaining old architectural monuments, such as traditional architecture and its related crafts, wood carving, traditional ship-building, craftsmanship around leather products, pit-loom weaving, palm leaf basket work, traditional jewellery and ornamentation of women's clothes. It also organizes an annual cultural festival known as the Qurain Festival, through which orchestras and artists from Kuwait, the Arab World and other countries present examples of their creativity to the public.

The festival also includes an intellectual or cultural seminar. Kuwaitis contribute a fair amount to Arab literary, cultural and intellectual output. Two Kuwaiti novels have won appreciation in Arab literary circles and were selected among the hundred best Arabic novels of the twentieth century. The other fields that the Council provides support and encouragement to are the theatrical arts, music and films. Kuwait has also produced a number of films which have had a good response in the Arab World. To some extent, these activities have influenced the presentation of Kuwait City, as a city of culture and historic traditions.

## **Heritage**

An essential element of the planning for the future of Kuwait City is the preservation of historic buildings and conservation of heritage areas. Restoration projects for listed buildings, as well as excavation programmes for the archeological reserve areas are, therefore fundamental for the accomplishment of the cultural heritage preservation programme. The aim is to promote pride and stimulate the sense of belonging by the young and the forth coming generations. Historic buildings and structures are being recorded and restoration projects are underway. It is a long term program that is expected to be fulfilled by the end of the plan period. The particular development controls for the utilization of lands designated for listed building control areas, are formulated by the National Council for Culture, Art, and Literature (NCCAL), to ensure compatibility of the prospects of development with the existing situation in terms of style, form, materials, colors and intensity of use.

## **Branding Business: Competitiveness**

Kuwait's economy is in the midst of a considerable boom propelled by soaring oil export receipts, budget revenues and increased confidence and optimism. The construction industry is expected to benefit from \$8 billion worth of private investment and \$3 billion worth of government investment over the next five years. A number of new large scale urban projects are currently underdevelopment, which include Silk City, Failaka Island Project, Kuwait University Project, the Ring-Road Project, the Bubiyan Island Project and Project Kuwait among many other developments. Two major residential projects, being offered to the private sector, are the \$10 billion Arefjjan Residential Project and the \$20 billion Kheiran Residential Project.

Moreover, Kuwait Investment Authority has been given charge of conducting a study on the establishment of a new company to manage a train service in Kuwait. Local contractors estimate that over the next five years the private sector will invest up to \$8 billion in the construction sector, on top of \$3 billion in government spending. A second year of record high oil prices and production has triggered expansionary spending by the government. Spending has gone towards new and upgraded facilities and infrastructure from roads, to electricity, water projects and public works. Summing the market dynamics were the \$1.56 billion consolidated profits of the country's eight listed banks during the first nine months of 2005, rising by 50 per cent from the same period a year ago. Branding Kuwait as a city for business and investment is a rapidly growing effort to attract investments for the building of the future Kuwait. However, according to the published materials, there is no evidence that these efforts are coordinated and integrated within the current planning efforts for the city.

### 4.3.3.5 MEDIA-GENERATED IMAGE

#### Logos

There is no particular logo for Kuwait City. There are also few logos for the institutions which are responsible (directly or indirectly) for branding the city. However, the Municipality has its own logo. The logo represents the key symbols of the city such as the Water Towers (refers to modernism and the modern State), the traditional gate (refers to traditions), a skyline, (refers to the Kuwaiti urbanization and civilization), symbolic trees (refer to nature) and water refers to the location on the Gulf water).

#### Slogans

Slogans for Kuwait City are very few. They reflect mainly the outlook to the future, such as:

- Kuwait (City) is the Capital of the Future, (Kuwait Municipality).
- Madinat Al Harir (Silk City) is the overlook of Kuwait on the Future. (Madinat Al harir)
- Khabary (a new city), Kuwait's Revolutionary Future City (Khabary city project).

#### Branding Campaigns

Branding campaigns for Kuwait are connected with events and festivals, for examples, the Hala February Festival, and the regional sports events. Also, there are the campaigns of certain projects in Kuwait, particularly the large scale ones. The Madinat Al Harir promoted a huge campaign, not only for promotional or political reasons, but also, through the presentation of large scale urban dreams, fantasy architecture and excessive urbanism, to establish an image of the Future Kuwait as a superior city of the Gulf.

#### Advertisements

There are extensive advertisement campaigns on some of the large scale real estate development in the Kuwaiti media. The image presented by these advertisements (see Fig. 4.97) is that of the superlative, revolutionary, visionary, the supreme and sometimes accompanied with extreme fantasy development as competing to be the future capital of the Arab Gulf.

#### Printed/Electronic Publications

There are limited publications, tourist guides, information monographs, and documentaries on Kuwait. However, part of these publications provide detailed information on Kuwait City, illustrated with photos, visuals and maps. A second part of these publications, including postal cards, highlight the heritage of the city and its cultural and artistic activities. Nevertheless, the image promoted by these publications doesn't orient towards a specific city vision or identity.

#### Websites

Websites on Kuwait are very few, providing partial information and an incomplete or unclear message about the city and its development. Some websites such as the Kuwait Information Department ([www.kuwait-info.com](http://www.kuwait-info.com)) is allocated for some services provided by a number of authorities in Kuwait. Other websites are mostly service portals, that provide information on some services, while a third group, focuses on the city's heritage and history. Some debates the new projects in Kuwait and their impact on the city future cityscape. The overall city image raised by these websites is considerably partial and inconsistent.

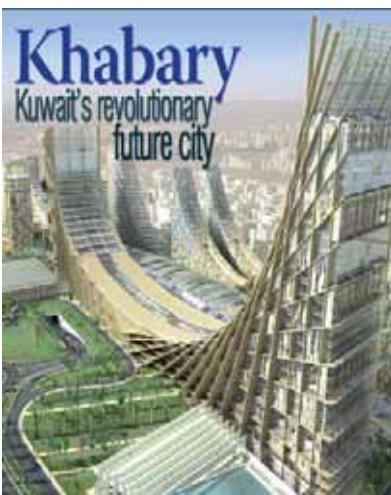


Fig. (4.97). An advertisement for Khabary City, Kuwait





Fig. (4.98). The mediascape role in promoting Kuwait City. Part of the mediascape on Kuwait City represented in many urban communication media, post cards, advertising campaigns, TV reports, movies, documentaries, publications, web sites, etc., transmit an image of a world class city with the highest standard for living, working, recreation and entertainment.

There are a number of websites on branding Kuwait. Some websites are more successful, informative and influential.

The most well known Kuwait branding websites are:

- www.baladia.gov.kw*: Arabic site of Kuwait Municipality
- www.kcci.org.kw*: Kuwait Chamber of Commerce & Industry
- www.aware.com.kw*: Cultural Centre
- www.baytlothan.org*: Cultural Centre
- www.dpm.gov.kw*: Diwan of the Prime Minister
- www.kif.net*: Exhibition listings
- www.kuwait.kw*: The official website of the State of Kuwait
- www.kuwaitiah.net*: Inofficial guide to Kuwait
- www.kuwait-info.com*: Kuwait Information Office in India
- www.kuwaitinfo.org.uk*: Kuwait Cultural Office in the UK
- www.kuwaitmission.com*: Informative site on all aspects of living and working in Kuwait
- www.kuwaitpocketguide.com*: Comprehensive information on Kuwait business
- www.moi.gov.kw*: Arabic site of the Ministry of Information



View in Shaikh Zaid road, Dubai shows the rapidly expanding high riase buidling a long the road

*Jeddah is popularly known as  
the commercial capital of Saudi  
Arabia, one of the wealthiest  
cities in the Middle East and the  
gateway to holy Islamic cities  
Mecca and Madinah.*

The Gateway to Mecca, a Commercial Capital, a Recreation Centre and the City of Art

# Jeddah

For centuries, **Jeddah has been famous** the world over as the port for Mecca and the gateway to mysterious Arabia: so it remains. “But in the last quarter of our century a new Jeddah has arisen around the old, a hundred times as great in size and population. According to Mohamed Said Farsi, the Mayor of Jeddah from 1972 to 1986, the new city, he resolved, ballooning around the ancient city, shall be as beautiful and unique in its own right as the old. It shall become a city of art; public art”.

#### 4.4.1 CITY CONTEXT:



Fig. (4.99) The KSA map, shows the location of Jeddah



Fig. (4.100) The satellite image of Saudi Arabia, shows its position along the Arab Gulf



Fig. (4.101) The satellite image of Jeddah, shows its location and dominant element. (Google.com)

Jeddah is Saudi Arabia's second largest city. The area inhabited is more than 1,500 km. The name Jeddah meaning the "Ancestor of Women" is attributable to the tomb in the city which is believed to belong to Eve. Today, it is not however possible to see that interesting place since the Saudi Arabian government had the tomb destroyed for the reason that it would instigate perversions in the religion. A modern city of nearly three million, the city is the principle Red Sea port, the main access point for visitors to Mecca, and the leading commercial city of Saudi Arabia. Created as the port city for Mecca, Jeddah has a fascinating history associated with travel and tourism, with records showing early tourist management associated with provision of access to foreign visitors for the Hajj. The city has nearly forty kilometers of coastline, providing a road, walkways and attractions along the coast.

##### Location

Jeddah is located on the Red Sea coast of Saudi Arabia, approximately half-way between the Suez Canal and the southern tip of the Arabian Peninsula; it is the country's largest and most important port. The city is spread out over an area of 1,320 square Km. It is the major urban center of western Saudi Arabia and the second major city in the Kingdom after Riyadh. It is the marine and the arial portal of the two Holy mosques, and also a major commercial path. Most of Saudi Arabia is desert. The central region consists of an eroded plateau, mostly arid and hot in the summer and cold in the winter. The western region is mountainous, except for the coastal plain bordering the Red Sea.

##### Terrain

Jeddah borders the Red Sea from the west and the Al-Sarawat Mountains from the east, on the Tihama coastal plain that is located 75 Km west of Mecca in the Western Province in the Kingdom of Saudi Arabia. It has no rivers or valleys but it includes Sharm Ob'hur which is connected to the Red Sea at the other end of the city. Sharm of Salman borders the city from north. As a part of the western region of Saudi Arabia, it is mountainous, except for the coastal plain bordering the Red Sea such as the Jeddah area. It borders a number of hills that are parallel to Al-Sarawat Mountains from the east.

##### Climate

Jeddah is characterized with high humidity most of the year. It is very hot in the summer and tends not to be cold in the winter. Unlike other Saudi Arabian cities, Jeddah retains its warm temperature in winter, which can range from +15 °C at midnight to +25 °C in the afternoon. Summer temperatures are considered very hot and break the +40 °C mark in the afternoon dropping to +30 °C in the evening. Rain usually falls in small amounts in December. Some unusual events occur such as dust storms in the summer, and sleet occasionally falls in January.

## Economy

Saudi Arabia's economy is petroleum-based; roughly 75% of budget revenues and 90% of export earnings come from the oil industry. The oil industry comprises about 45% of Saudi Arabia's gross domestic product, compared with 40% from the private sector (see below). Saudi Arabia officially has about 24% of the world's total petroleum reserves. The government is attempting to promote growth in the private sector by privatizing industries such as power and telecom. In the 1990s, Saudi Arabia experienced a significant contraction of oil revenues combined with a high rate of population growth. Per capita income fell from a high of \$11,700 at the height of the oil boom in 1981 to \$6,300 in 1998. Recent oil price increases have helped boost per capita GDP to \$17,000 in 2007. Recent oil price increases have triggered a second oil boom, pushing Saudi Arabia's budget surplus to \$28 billion in 2005. To diversify the economy, Saudi Arabia launched a new city north to Jeddah with investments exceeding 26.6 billion dollars. The new city includes a port, which is the largest port of the Kingdom, and will also include petrochemical, pharmaceutical, tourism, finance and education and research areas. This will greatly affect the economy of Jeddah.

Saudi Arabia's Supreme Commission for Tourism plans a tourist development fund to provide loans for tourist projects. This will focus on opportunities for the family tourist, cultural heritage, environmental attractions, health, shopping and adventure sports. The aim is to attract up to US\$50bn in investment including foreign funds.

## Demographics

Because of the relatively large number of foreign residents, Jeddah has a more cosmopolitan atmosphere than other Saudi cities. For example, until the early 70's there was a cinema in Jeddah (the only one in Saudi Arabia), and at the international hotel mixed bathing was permitted in its swimming-pool. At present, the population of Saudi Arabia is estimated as 28,161,417 (includes 5,576,076 non-nationals) with an estimated annual growth rate of 1.945%, while, the population of Jeddah was estimated as 2,200,000. In 2006, the Saudi population was estimated as 70.6 % of the total inhabitants. The non-Saudi population in Jeddah was about 29.4 % of the total inhabitants.

Jeddah is considered as the most liberal and cosmopolitan of Saudi cities in spite of its historic role as port and gateway to the holy city of Makkah. For over one thousand years, Jeddah has received millions of pilgrims of different ethnicity and backgrounds, from all over the world, many of whom became citizens of the city. As a result, Jeddah is much more ethnically diverse than most Saudi cities and its culture more eclectic in nature. Added to the traditional diversity, it has brought hundreds of thousands of working immigrants and foreign workers from non-Muslim countries the majority originating from continents such as North America, Europe, and Asia.

With a thousand years of trading behind it and home to some of the world's most successful merchants and business people, Jeddah is the commercial capital of Saudi Arabia. It is also considered a financial centre, banks and financial houses are active there. Also, Jeddah has major industrial centers dealing with building material and heavy industry, and it has an important plant for sea water desalination. Jeddah industrial district is the third largest industrial city in Saudi Arabia after Jubail and Yanbu.

There are two explanations for the etymology of the name 'Jeddah'. One is that name means "seashore," since Jeddah is located along the Red Sea coast and is Saudi Arabia's most important commercial port. The more common account has it that the name is derived from jaddah, the Arabic word for "grandmother". According to eastern folk belief, the tomb of Eve, considered the grandmother of humanity, is located in Jeddah. The supposed tomb of Eve was sealed with concrete by the religious authorities in 1975 as a result of some Muslim pilgrims breaking Islamic tradition by praying at Eve's tomb.

**See Pesce, A. Jiddah: Portrait of an Arabian City (Cambridge, 1977).**

## 4.4.1.2 HISTORICAL DEVELOPMENT

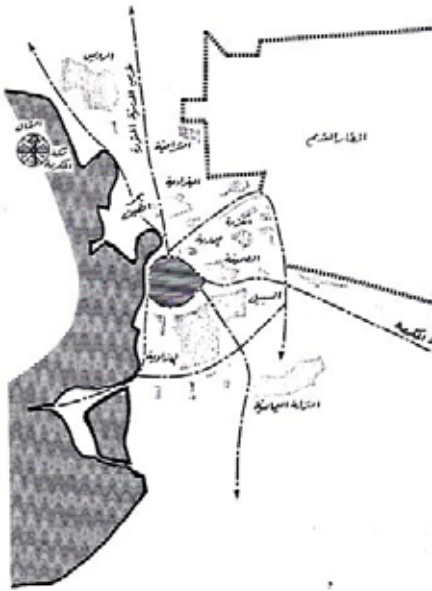


Fig (4.102) The historical map of Jeddah in 1951



Fig. (4.103) The origin, growth and the historical development of Jeddah.

Until 1938 the physical boundary of the city was clearly defined by the city walls, and for much of its early history development was confined to the protected area within the walls. It is generally accepted that this situation continued until 1947 when the wall was demolished.

**See Sani Abdu, Mohammed; Salagoor, Yousef; Al-Harigi, Fahad (2002), Jeddah Urban Growth and Development Process: the Underlying Factors. Paper published in the Scientific Journal of King Faisal University (Basic and Applied Sciences) Vo.3 No.1, March 2002**

Jeddah is Saudi Arabia's oldest established city with a rich history, having served as the entry port for pilgrims traveling to Mecca for hundreds of years. It served as the capital of the Saudi Arabia state from the end of World War I until 1932, when Riyadh was named the seat of government. However ministries and all foreign embassies remained in Jeddah until the 1980's. It has seen significant growth in the past 40 years as the major port and commercial centre for Saudi Arabia.

### Growth and Transformation

Until 1947 the physical boundary of the city was clearly defined by the city walls, and for much of its early history development was confined to the protected area within the walls. It is generally accepted that this situation continued until 1947 when the wall was demolished.

Jeddah, which gained importance during the Ottoman rule, was incorporated into the Kingdom of Hejaz and later came under the British control. It joined the Kingdom of Saudi Arabia in 1927.

The old city, named Al Balad, was very charming. Its tall, four and five storey, buildings all had balconies enclosed by louvered shutters. These were to allow the interiors to be cooled by the ocean breezes while hiding the occupants from the gaze of outsiders. The narrow streets, lined with open shops selling all kinds of produce, were busy with traffic and pedestrians.

### Change and Transformation

According to a city guide published by the municipality, a "Kodah" tribe first settled on the site of pre-Islamic Jeddah, establishing a small fishing village on the shores of al-Manqabah Lagoon to the north of the present town. The fishing village blossomed into an important staging post on the ancient trade routes linking the civilizations of the Far East with the city-states of the Mediterranean.

The coming of Islam greatly increased the urban importance of Jeddah and, ever since, the city's fortunes, history and development have been intimately linked with the progress of Islam. As the entry point for the pilgrimage to the two holy cities, Mecca and Medina, Jeddah's distinction was confirmed and its prosperity assured. In addition to the all-important pilgrim traffic, Jeddah flourished as a transshipment port, and the cosmopolitan character of the city was well established. By the time the Amir of Mecca expelled the Sassanids from the city, the Persian poet and traveler Nasir-i Khusrow, could describe Jeddah as a great city situated on the coast and surrounded by a strong wall. Its population reached the number of five thousand male inhabitants. The bazaars are beautiful, the qibla of the Great Mosque faces east.

There are no buildings to be seen outside the city, except for a mosque which is called Masjid al-Rassul. The city had two gates, one to the east opens on to the Mecca road; the other to the west opens to the sea.

But about 100 years later, the city walls had fallen into ruins. They were not to be rebuilt for another 500 years, when an Ottoman governor re-established the city's fortifications. Within those confining walls, which were not demolished until 1947, Old Jeddah's conformation was settled. The physical appearance of the city scarcely altered over the subsequent years.

Until recent times, as late as the mid-1960's, the traveler's first view of the city of Jeddah was much the same. Whether seen from inland or from the sea, the skyline was dominated by the shining white minarets of the numerous mosques, by the lofty town houses and palaces of the great merchants of the town, and by the celebrated caravanserai of the port. There were four principle areas of development outside the boundary of the old city wall: Baghdadiyah to the north, Kandarrah to the north-east, Nuzla to the south-east, and Hindawiyah-Nakatu to the south.

In 1947 Jeddah was still a medieval walled port, covering no more than 1.5 sq km. Inside its walls lay the mosques, souks and series typical of a small Muslim town, but what distinguished it were the tower houses, built of coral blocks, with elaborate wooden balconies. It is a place of great antiquity, an important town on the pre-Islamic trade routes between India and the Mediterranean. By the tenth century, it was described as 'fortified and well populated. The people are traders and are wealthy. The town is Mecca's treasury and Yemen's and Egypt's emporium.'

### **Oil Urbanization**

By 1956 virtually the whole of the area within Baghdadiyah - airport - palace - Port Ring Road was built-up, and there was a major thrust of development to the north (Sharafiyah) and east (to the south of Makkah Road). Analysis of aerial photographs indicates that between 1947 and 1956 the built-up area of the city had increased by over 3,000 hectares to a total of approximately 3,300 hectares.

The eight years following 1956 saw the end of the first boom period. Although oil revenue had grown steadily, government expenditures rapidly outstripped them, and there were frequent economic crises, followed by strict austerity measures and restrictions on public-sector expenditures and projects. This brought a temporary halt to the rapid expansion of the city.

With the coming of oil money in the 70's, the merchants from the coral houses began moving out to new western-style houses along the sea front and into the surrounding desert. By 1993 Jeddah covered 560 sq km, and it is still expanding rapidly today. It now has the longest cornice in the world, and probably the grandest. The city walls were demolished in the late 1940's, and used as landfill.



Fig. (4.104) Part of southern Jeddah in 1980's.



Fig. (4.105) Jeddah Development from 1971 to 1991.

### Modernization

Starting in the 1970's, new office and apartment buildings started to surround the old city, and then increasingly replace the old houses. The population of Jeddah rose sharply, mainly foreigners - western businessmen, consultants and contractors, and Asian laborers. The character of the crowded streets changed and became much more colorful. In those years, when Jeddah was literally transfigured, the pace of change could be marked from day to day. The general trend was to change the city into a modern city with the standards of that era.

The houses, mosques and merchants' houses of Old Jeddah are concealed today behind modern steel skyscrapers that make up Jeddah's bustling business district. It could be thought that Jeddah's historical and architectural heritage had been swept entirely away in the immense surge of development which took place during the 1960's and 1970's. The city extends northward along a Corniche to the Obhur Sharm, providing many visual and recreational opportunities. The city was rapidly growing and new buildings, were seen widely. From 1971 to 1978, when the population of the city grew by over 511,000, there was significant expansion to the east, on both sides of Makkah Road, and to the south. By 1987, the population of Jeddah had reached 1,312,000, and the built-up area had increased to 18,242 hectares.

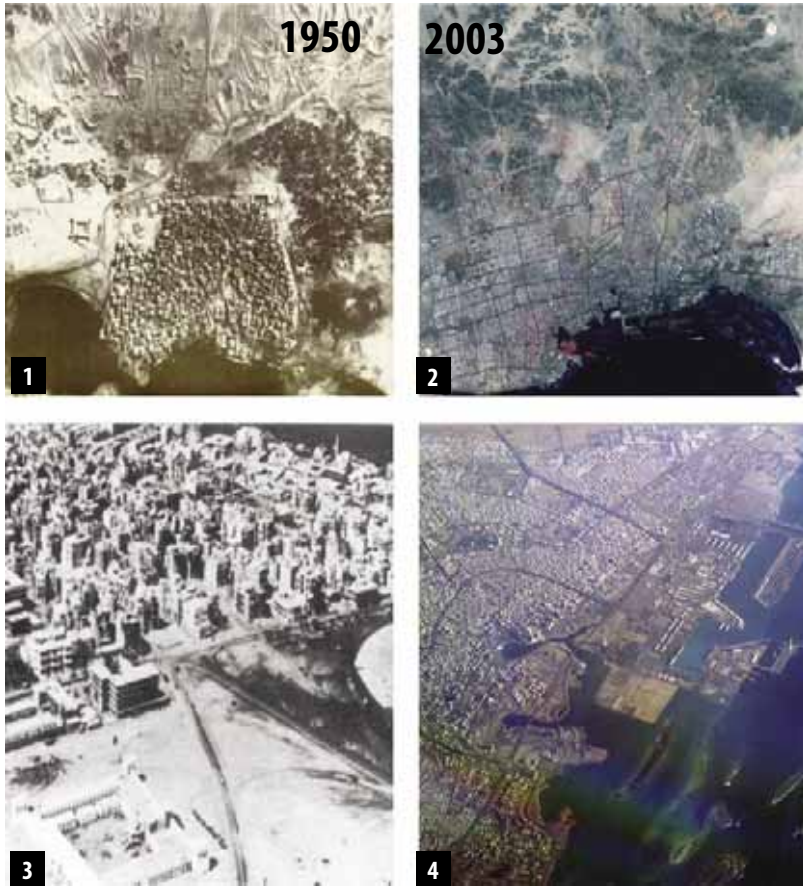
### The Boom Period (1973-1983)

This period has witnessed an increasing inflow of oil wealth. It began under the first five year national plan (1970-1975) and the second Jeddah Master Plan was comprehensively prepared at the time based on the increasing inflow of oil revenues into the Kingdom. The plan took into consideration Jeddah, as a sound economic/commercial base, the coastal line, open spaces, recreation, communications and utilities already rooted in place. In 1971, Jeddah was a diplomatic centre, and the centre of professional, scientific and skillful employment.

The Second National Development Plan of Saudi Arabia (1975-1980) coincided with the culmination and consolidation of the oil boom (1973-1983), which enabled the government to embark upon development plans, programs and projects, developing the physical infrastructure to support the achievement of the cultural, historical, and political fundamentals, values and principles of the Kingdom". The plan embarked upon the physical restructuring of the centres of population, which provided the main economic bases of Jeddah as a leading centre.

By 1980 the rapid population growth of Jeddah caused a high demand for urban expansion, facilities and services. The 1973 master plan provided the framework for growth and development control, establishing the elements of future city structure and direction. The plan was reviewed to guide Jeddah up to 1990, including the development of major corridors development and the control of the central area, as well as a proposed redevelopment of the old airport site for residential neighbourhood.





1. A satellite Image shows part of Jeddah in year 1950

2. A satellite Image shows part of Jeddah in year 2003

3. Aerial photo shows part of Jeddah in year 1950

4. Aerial photo shows part of Jeddah in year 2003

Fig. (4.106) The historical development of Jeddah in 50 years (1950 and 2003).

### The Post Boom Period 1984 - 1995

Oil revenues had a major impact on the urban development of the Saudi cities. The failure of the world oil markets in 1980's caused government revenues to fall short of their anticipated levels, where expenditures were rapidly reduced, resulting in the overall decline of government fiscal performance of 20 percent below the planned target. Two primary factors are responsible for the substantive and morphological development that gave rise to the land use mix and image of Jeddah, the demolition of the old city wall and the social economic segregation. Both have affected the city negatively in terms of the social cohesion.

### Current Development 2006-Onward

Currently (2006-2008), a Strategic Planning Framework is being developed by the Municipality of Jeddah to explore the different scenarios and proposals for action areas, including the old airport site, the historic core, central urban areas, waterfront areas, and unplanned settlements, with the aim to rebalance the city's growth to the north. The most challenging aspect of these proposals is the complexity of the social, cultural, economic and environmental issues that have to be integrated. The spatial structure of the urban landscape is possibly the most important mechanism to achieve these objectives. A development strategy is being defined, including the peripheral areas.

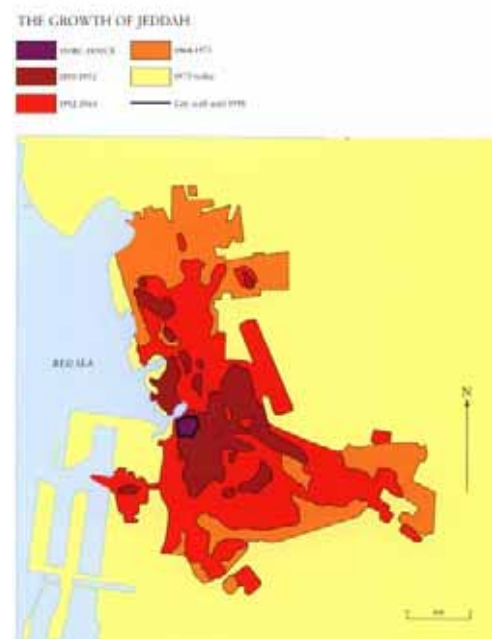


Fig. (4.107) the historical development of Jeddah from 1950s to 2003.

## 4.4.2 CITY MAKING: CITY STRUCTURE

The form and structure of Jeddah has been greatly influenced by its original function as the main administrative base for Mecca region and the principle port on the Red Sea. Extending along the sea, the city is well defined by its port, historic core surrounded by the CBD, vast residential areas, shopping centers, office buildings and services, Obhour lagoon, and several recreation areas. In general, the main determinates that shaped the city are its natural growth along the sea cost, the existence of the Hejjaz mountains to the east, the exposure to the sea, the location of the airport to the north has guided the expansion of the city as well as the existence of several large scale urban development areas owned by the government. The cosmopolitan character of the city, historical development process, commercial characteristics to goods and pilgrims has a great impact on its form and structure.

The urban fabric of Jeddah's central areas are traditional in character - organic fabric, narrow streets, mainly animals mode of transportation. The city had four main gates. From the above account it is easily discernible that economic base was the main determinant of urban transformation and growth. However, the city is greatly influenced by the structure and the functional aspects of its old core, where the concentric radial form and the traces of the old city wall (now it is transformed into an internal ring road) still exist today. Administrative services, commerce, and shopping facilities shaped the land use of the old core and extend beyond the core along with the emerging north-south axes of the 1970s and the 1980s. New urban areas were developed along these axes, where some cross connection constitute a large scale orthogonal grid centered by major services, following the dominant physical planning model of that time.

### Land Use

The land use patterns in Jeddah have been greatly influenced by a number of geographic and natural factors, its location on the Red Sea, its linear expansion parallel to the coast and the existence of the mountains to the east. The built up area of Jeddah is about 689 sq.km. The land use patterns are variable, reflecting the functions and the role of the city. The dominant land uses are:

- residential uses, in different forms, (villa types, apartments buildings, residential compounds, public housing, etc.), are 61%,
- services, constitute about 10% of the total used areas. Services include commercial, educational, health, and administrative services,
- commercial services constitute more than 3.9% of the total urban area, while the recreational and public open spaces are about 4.72%,
- educational services comprise public and private educational institutions of elementary, secondary and higher education institutions,
- health services, including public hospitals, public and private links,
- administrative uses, such as governmental authorities,
- regional services, constitutes about 0.85 %,
- the ports (sea and air) are important elements (15%) in the city,
- industrial areas, is about 6.4 % of the of the whole land of the city,
- vacant land, mostly penetrate the neighborhoods, is 27%. And vacant lands located within the urban area (about 8.4%).



General views show the urban development of Jeddah



A satellite image shows the urban context of Jeddah



General view from the sea shows the urban context of Jeddah



General views show the dense urban context of Jeddah

### Jeddah Areas

In general, Jeddah is divided into four main special areas: the historical area, business and commercial centre, the modern area with its wide roads and prestigious districts and the Corniche strip which covers an area of 130 sq.Km and gives the city a unique characteristic due to its design that passes through the beach at different levels that reflects a panorama of colors, a fact that makes Jeddah similar to a global museum displayed in the fresh air. It also has a number of statues that derived its look from the history of the city, its personality, culture and heritage.

### Old Jeddah "AL-Balad"

The Al Balad quarter is the most outstanding historic quarter in Saudi Arabia. It is a city within the city, of distinctive character, characterized by the multi-storey houses. Also, the quarter is a site of historic and cultural significance, with some unique characteristics for the region. The urban life within Al Balad quarter makes it attractive to visitors, particular its landmarks notably Beit Nasif, Al Balad Museum, private museums and antique shops. Today, the quarter is the focus of preservation projects and a recognized tourist destination.

Fig. (4.108) The general urban context of Jeddah. Views of some representative areas.

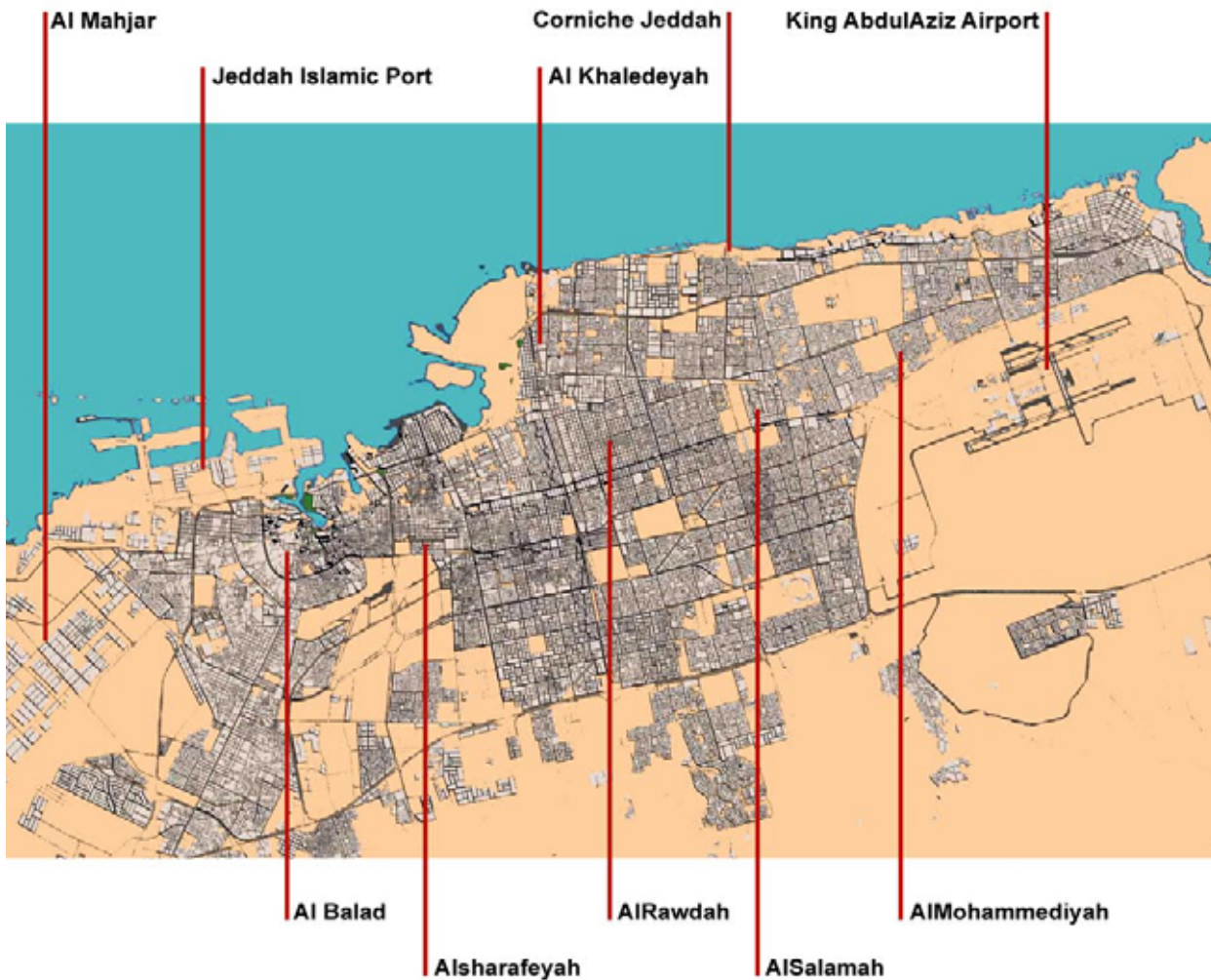


Fig. (4.109) Main areas of Jeddah city

### **The Corniche**

The city has about 40 kilometers of coastline, and has public access through the Corniche, providing walkways and attractions. Jeddah's Corniche is divided to three zones, the central, southern and northern zones. The central zone is strongly connected to the centre, providing vehicle access to the centre. The southern zone of the Corniche is directly located by the port. While the north zone is characterized by a mixture of sandy shore and rocks, and landscaped by an open air museum of public artworks. The north zone of the Corniche is landscaped by palms and trees, characterized by some mosques, amusement parks and facilities.

### **High-rise Buildings-Areas**

Jeddah is currently a relatively low rise city. There are a number of moderately tall structure-zones, serving as landmarks within the city and the existing landmarks: the sea fountain (the tallest of its type in the world), although not a tall building, is an important landmark in the city and makes an important termination to Falasteen Street. National Commercial Bank, the Islamic Development Bank, Port Admin Tower, Amanah Offices, Television Tower are among many emerging tall buildings and skyscrapers.

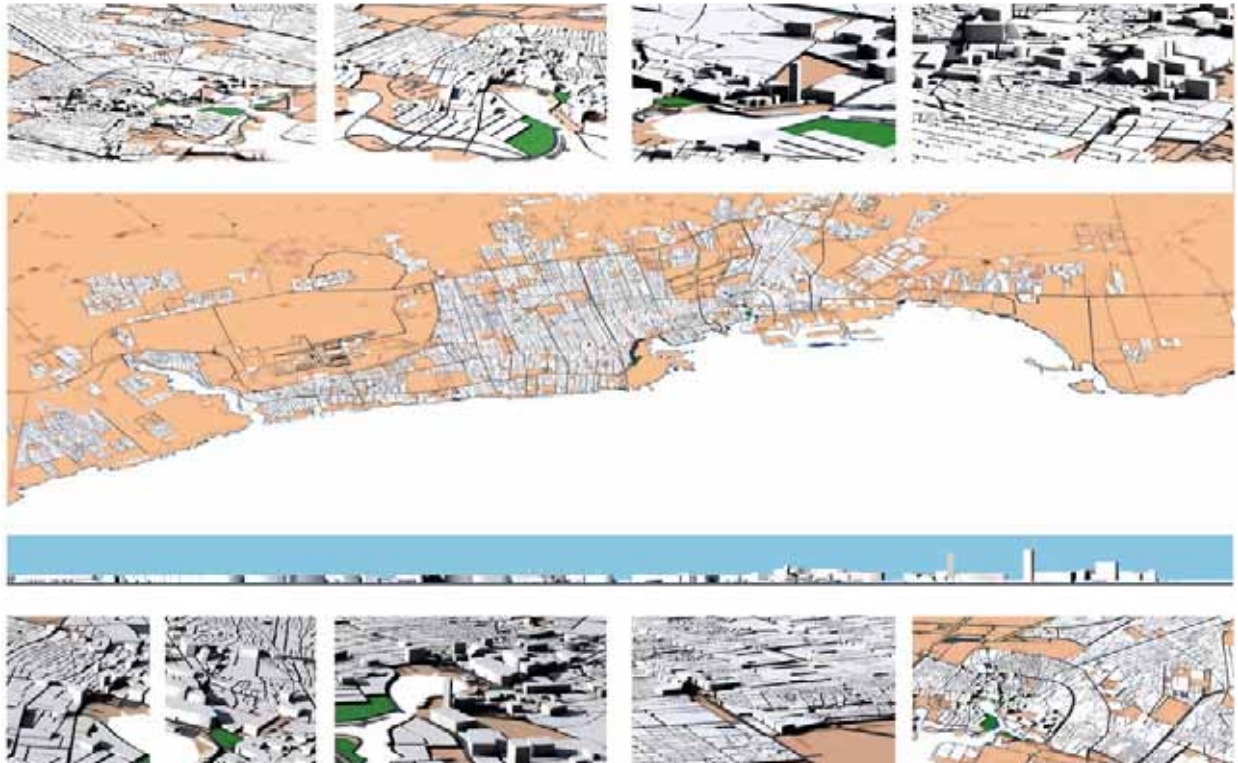


Fig. (4.110) Panoramic view of Jeddah illustrating the general skyline of the city.

### Modern Streets

The urban structure of Jeddah is based on a system of city corridors. The corridors are derived from an existing city grid and create spatial connections between the city and new developments along the water front. Modern streets connect the city parts together. In Jeddah, the main highways run parallel to each other with eight lane roads. Often they are long axis running from south to the north such as Medina Road and from the east to the west at the Corniche such as Falastine Street, Sary Street, Al Tahlia Street.

For example, Tahlia Street is an important fashion and shopping street in the mid-town of Jeddah. It contains many upscale department shops, and boutiques. As the Champs-Élysées in Paris, Tahlia Street was planned to be the heart of Jeddah's wealthiest district and a one of the biggest modern shopping districts in the Middle East. Another example, the King Abdullah Street, is an important place for companies' offices and commercial developments. The street hosts some of the most powerful conglomerates in Saudi Arabia. Due to the economic boom in this region there is a central business district planned which would be one of the biggest CBD in the eastern world.

### **Informal Areas**

Informal areas in Jeddah (sententiously developed areas) are numerous. Some of them are ruminants of historical clusters expanded over time in a disordered way, while other areas are a result of squatting processes. They are found mostly to the east and south of the city, which underwent a massive period of growth in the 1950's and 1960's, but then became overpopulated and stagnated. These areas are of deteriorated socio-economic, physical and environmental conditions, have illegal occupation of private and government land, illegal resident population and poor infrastructures, that are getting worse as the city continues to grow. The central informal areas lack connections between the centre and the surrounding structure.

### **New Residential Quarters**

New quarters of Jeddah are located mostly to the north. They represent what is so called the villa type, where the villa or individual house is the basis for orthogonal urban grid. Some of these residential quarters include a wide variety of gated communities, called "compounds", which appear as a common feature with the massive influx of foreign manpower. Upon demand from the companies Saudi land-owners constructed and rented out housing areas with villas and/or multi-story buildings, including all amenities.

Gated communities are alternatively becoming part of the housing tradition of Jeddah and Saudi Arabia at a larger scale. There are already several groups (for instance members of the upper class) live in their palaces which are also gated communities. Based on the information available through the Jeddah Chamber of Commerce and Industry approx. 1% of Jeddah's total population of 2 million people live in compounds. These cater for high-income expatriates from European, North American and Northern Arab countries and are becoming a part of Saudi everyday life.

According to [Al Soliman 1989], there are four main types of gated communities:

- Planned communities built for private companies for the respective workers without families;
- Built living quarters for expatriate families originally employed by the same company, but now seen as a commercial venture.
- Planned communities built by the government for housing purposes.
- Planned communities for industrial, administrative or military purposes where seclusion for security reasons is one of the main elements.

See for example: Barth, K.H. & K. Schliephake (1998): Saudi-Arabien (Perthes Länderprofile). Gotha, Stuttgart.

Several publications point out that the wealth of Jeddah also influenced the patterns of its residential quarters. There are several groups of the upper class who live in their palaces, which are more or less small to medium scale gated communities. Rich Saudi families migrate to individual walled villas outside the city centres, while expatriates prefer gated communities which offer a positive social life. As the number of foreigners continues to increase, there is a demand for compounds. Gated communities become an alternative part of the housing tradition of Jeddah and Saudi Arabia at large.



The traditional patterns of the exiting city

New development on desert land



The large scale mixed use projects.

The traditional patterns of the exiting city

The large scale mixed use projects.

The new development on desert land

### Urban Patterns

In general, urban patterns are characterized by intensified development, either based on the villa types, apartment based patterns, or large development subdivisions, such as mixed use developments, etc. Within the structure of the city, it is possible to differentiate between patterns which exist in the north and east, and to the south. The main patterns can be summarized as:

**Grid Patterns:** Generally, a rational and economical extension of the city fills the area between the old and new airports. Examples include the areas along the avenues and squares, the gated communities-based patterns, and the large number of large scale shopping malls along the major axes.

**Radial Patterns:** Are traditional urban forms that radiate from the historical core of Jeddah, such as many parts of the old city.

**Organic Patterns:** Are unplanned fabric traces complex paths and parcels derived from natural landscape features, located in some parts of the old city, in many varieties of traditional houses, markets/bazars and streets.

**Linear Patterns:** Fabrics flow along the waterfront in reaction to its irregular edge, such as the tall buildings along the Corniche and on Medina Road.

Fig. (4.111) The existing land use plan of Jeddah 2004 (Jeddah Municipality)

Urban patterns in Jeddah

## Public Space

Public open spaces in Jeddah are few; due to the conservative nature of the society, as well as due to its harsh weather that doesn't enable public gathering in a comfortable atmosphere. Indoor gathering spaces are based mainly for the gathering of families and are the dominant pattern of public open spaces. In general, the most attractive indoor public spaces are found within traditional markets and in the shopping malls all over the city. Pedestrian zones are found in the traditional markets of the old city as well as along the Corniche strip, where recreational, and special outdoor seating facilities are available.

The major open public spaces, as seen in fig. (4.114), are:

- The promenades, the gathering areas, pedestrian zones along the Corniche and the sea side,
- Some green stretches along main roads and urban parks of limited size.
- Indoor (closed) gathering spaces are found in the numerous shopping malls scattered in the city (centered around the atrium or around food courts) and mixed-used complexes.
- Some indoor public spaces of special character are found within the few traditional markets.
- The main recreation areas and urban parks are found along the sea coast, outside of the Corniche areas to the north and south.



Fig. (4.112) Traditional suqs in old Jeddah



Fig. (4.113) City plazas in Jeddah's downtown

Urban squares of Jeddah are of large scale, devoted mainly for the organization of traffic around them. Many squares are of above standard green landscapes, or close to restored palaces, or equipped with bubbling fountains and - above all - some 300 eye-catching examples of modern sculpture that symbolize the city's ambition for civic beauty. Sometimes the names of the squares are inspired from the public art itself like Orbit Square or Ships Square, etc.

The artworks represent a broad range of styles including works of many international artists and sculptors such as the Spaniard Julio Lafuente, Italians Arnaldo Pomodoro, Pietro Cascella and Di Giovanni, American Robert Cook - and some are giants: Henry Moore, Joan Miro and Jacques Lipchitz. They deviate sharply from several themes that link the other works: science, technology, nature - especially the sea - and the city's heritage.

It is the works of sculpture, that seem to capture the eyes of today's residents and visitors to the city, much more than the significance of the space surrounding them. Acting as landmarks for the city and reflecting the projected identity of the 1980's, "Jeddah, the city of Arts", these works have transformed the city into an extensive outdoor museum, in which there is room for both the whimsical and the profound. This open air museum is especially interesting because there is no tradition of sculpture in Saudi Arabia or most other Gulf countries - and because many of the pieces are highly abstract.





Part of the Promenade along the Sea



Green stretches along main roads



City Squares



The Coriche strip

Fig. (4.114). Typology of open public space.

The Corniche is one of the most important urban elements in the city form in terms of its impact on the city's population, traffic and activities. It has rapidly become the most important public open space and recreational facility in the city, attracting residents and visitors from a wide area around the city and the country. Although the Corniche is popularly known as consisting not only the Corniche Road and promenades, recreation areas, its surrounding urban form involves a range of uses and activity areas, incorporating much more than just the road and the promenades themselves.

Landmarks are iconic elements of the Jeddah and are visible from many vantage points around the city. They serve in marking the city and helping visitors and residents navigate its zones and spaces as well as around the city, as well as determining their relative position according to their locations. Some of the landmarks of Jeddah frame well its public spaces. A view from the sea and from the city delineates composed patterns of public spaces, penetrating building, offering relatively pleasant views from the sea back towards the city.

The main public spaces are classified into the following types:

1. Popular public spaces are found frequently within traditional markets, and bazaars in the traditional parts of the city
2. Urban parks, promenades, green stretches along main roads and some city plazas are constructed to cover most of the city areas.
3. New developments include high quality public spaces provided with parks, planting water and services.

**See Hani M. Farsi, 1991, Jeddah City of Art, Arabian Library**

#### 4.4.2.2 CITY FORM

From the land or from the sea, Jeddah today looks like a city in rapid development. The visual form of Jeddah is perceived for its visitors as a large modern coastal city and a gateway to Mecca. This image represents three main elements, the city itself, the sea and the desert and mountains. The old city became surrounded by new residential districts with luxury residences and large palaces.

The image of Jeddah today, which was ranked as one of the fastest-growing cities in the world in the 1960's, is strongly influenced by the coexistence of several heterogeneous urban zones or "cities within the city". The urban zones comprise the zone stretching along the coast, characterized by low rise buildings and some towers scattered within it, the expansion zone to the north, south and to the east encompassing new vast residential developments, the central zones along the main highways and internal roads from the south to the north and the image of its older core including the old city.

The Old Jeddah, a distinct city within a city, contains an urban and architectural richness of old built form, open spaces, streets, buildings and a culmination of style which epitomize the city's long traditions and its checkered history. Some landmark buildings, large scale mixed use developments and shopping complexes contribute to the over all scene of the city, and some times produce an inconsistent elements to the image of the city.

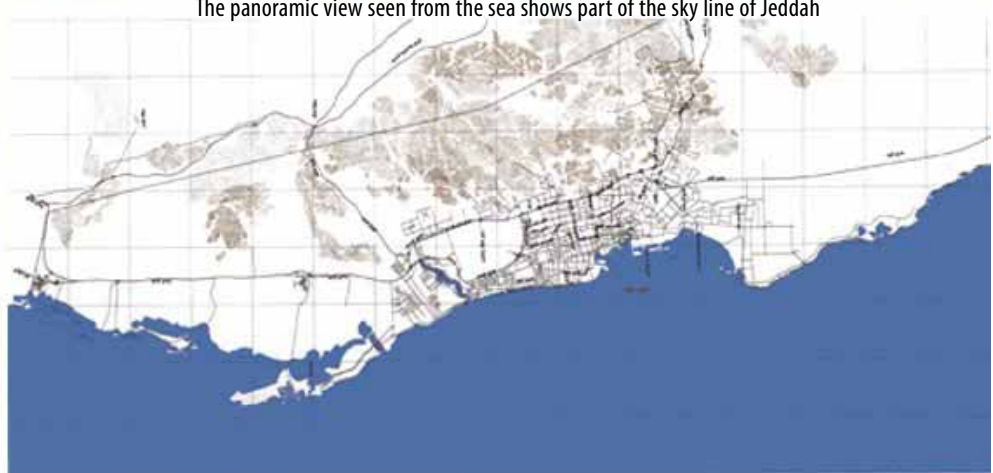
The most important element in the overall silhouette of the Jeddah is the vacant unplanned vast lands, mostly private properties, that penetrate the city fabric, specially when they are located along the waterfront, or along the major axes of the city.

The city's skyline along the sea side is dominated by low and high-rise buildings. With the exception of the old core of the city, few significant buildings and landmarks exist along the Corniche. They are identifiable in the silhouette of the city. The National Commercial bank building or the Islamic Development Bank tower for example have become a symbols for Jeddah, defining the central part of the Corniche. With new high-rise buildings of varying styles being constructed currently to the north, the skyline will be reinforced by these emerging high rise buildings. However, the city skyline lacks a clear character and consistency and integration along its parts. See fig. (4.115)

Major landmarks in the city comprise numerous mosques, which work as icons along the Corniche strip and as vistas along main roads in the city. Also, the mixed use complexes centered in the core of the city, the Municipality Headquarters building, the airport Terminals, the sea port and the port observation tower are the most identifiable land marks for the city. In addition, the large number of super scale sculptures and works of art situated in the traffic roundabouts act as strong vistas.



The panoramic view seen from the sea shows part of the sky line of Jeddah



Map of Jeddah



General views show some landmarks of Jeddah (Islamic International Bank Tower)

A panoramic view shows the new development in Jeddah

Fig. (4.115). The main characteristics of Jeddah image

The overall visual identity of Jeddah is summarized through the aesthetics of its skyline, traditional building, modern forms and vistas of the mountains. It is also a mix of traditional and modern, authentic and innovative, etc. and both images prove the authenticity of the city image with great variations.

However, the image of Jeddah is influenced by the way that its position is seen, whether as a large modern city for its citizens, or as a gateway to Saudi Arabia and to Mecca. While the Hajj brings about four million visitors, most of whom pass through Jeddah, for tourists, most view Jeddah as a place to visit the sea and to shop, as well as a place to stay while visiting Mecca. For foreign visitors, the image of Jeddah is not well known, and its attractions have not received much attention, as many of its cultural and natural treasures have escaped the attention of most tourists. These characteristics have to be taken into consideration in the future image planning of the city.

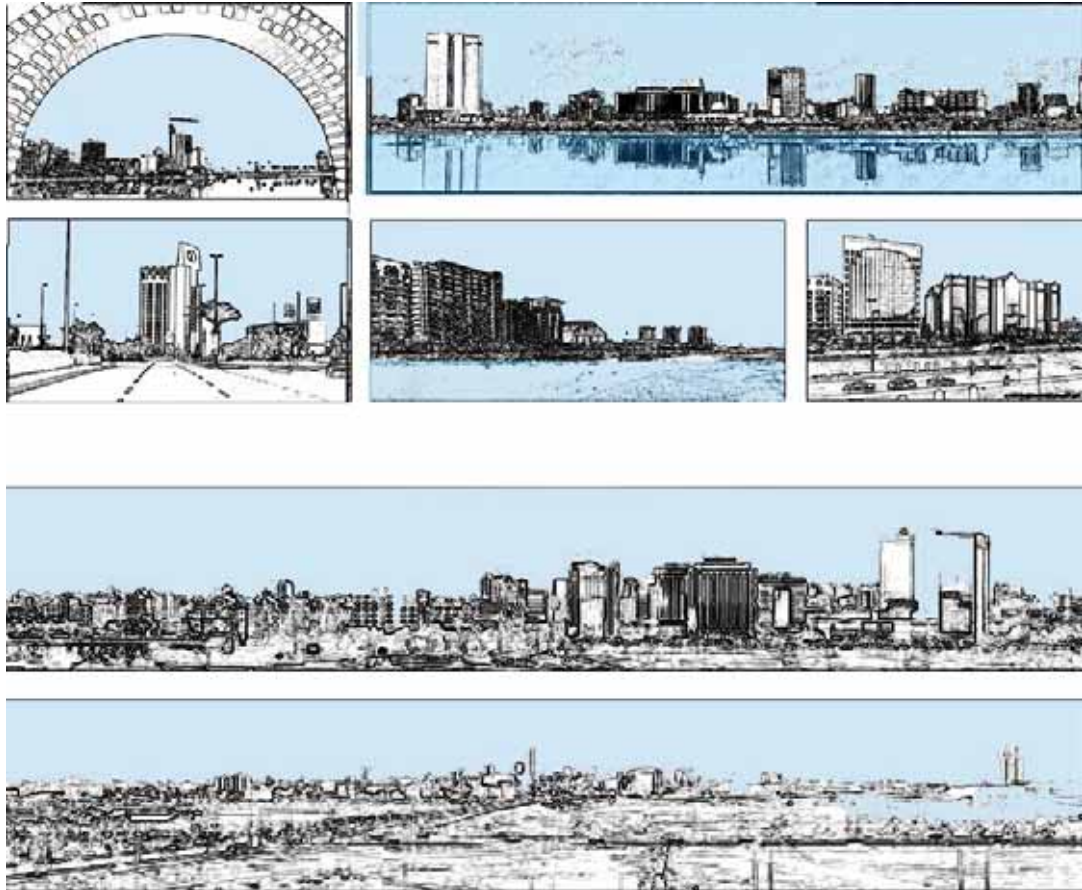


Fig. (4.116) Different view types of Jeddah

The visual form of Jeddah reflects mixed images of a city with urban tradition, a modernized city and a city in continuous development. The main characteristics of the visual form can be summarized as:

1. The image of Jeddah as a large modern city, a gateway to Mecca, represents three main elements, the city itself, the sea and the eastern desert and mountains.
2. The old city became surrounded by new residential districts with palatial residences for the newly rich businessmen and officials.
3. The silhouette of Jeddah is greatly influenced by its low rise character, with the exception of the center, and many vacant, unplanned vast lands that penetrate the city fabric.
4. Landmarks are dominant all over the city with some iconic elements appearing in the city's skyline.
5. Major landmarks comprise few tall buildings in the centre, the university, the airport and the port.
6. The form of the city is greatly affected by the large number of open air sculptures, acting as strong vistas, which make it, the largest open-air art gallery in the world.

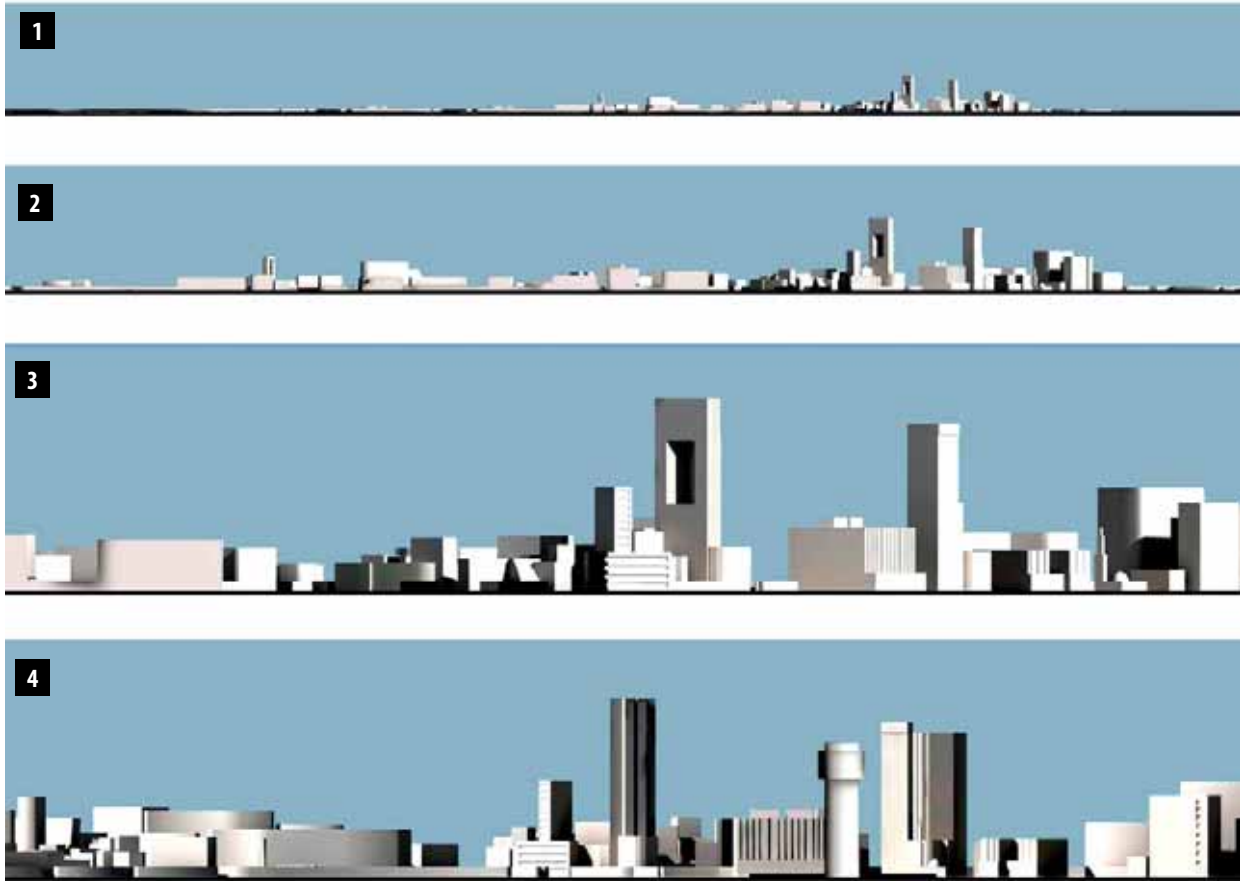


Fig. (4.117) Jeddah skyline seen from different distances and reflecting multiple image effects.

The main characteristics of Jeddah's skyline, as seen in fig. (4.117) are:

1. The overall city image from the Red Sea is a of scattered high rise buildings and medium-rise buildings of the 1980's, with many voids in between, and the traditional buildings of the old city characterize the heterogeneous identity of the cityscape.
2. A close up view for the image of Jeddah, from the sea, shows the changes in the skyline dominating the city centre area. The appearance of several high rise and tower developments is remarkable.
3. The views of the Jeddah city centre areas illustrate part of the emerging building massing in the urban form. New developments provide new additions, often in contrast to each other and to its total cityscape.
4. The skyline of Jeddah as seen across the city, delineates the frequent growth of the high-rise buildings over the cityscape and contributes to the disorder of the skyline, especially with the inconsistent high rise buildings.

### 4.4.2.3 CITY DEVELOPMENT

## Strategies and Development Plans

### Strategies

According to the Urban Development Strategy of Jeddah (2004-2055), the future vision for the city focuses on the presentation of Jeddah as an important international and national trade center; a tourism and recreation city; a medical and educational city; a free economic zone that enjoys an important transportation location; and an industrial and advanced electronic-based industrial city.

The development strategy relies on what is called “balanced development”, which maximizes the use of available resources to create new opportunities through the establishment of satellite cities around Jeddah. This balance development will take into consideration the following elements:

- Ensuring a sustainable urban development.
- Control over informal urban growth.
- Intensifying densities in the apartment buildings zones, commercial axes and streets to support urban development and respond effectively to the needs of the housing and economical development.
- Creating legible zoning planning and raising its efficiency.
- Maximizing road networks and extending these roads as a connectivity function and hierarchy.
- Encouraging the establishment of integrated projects and villages.

See Al-Hatlul, S. and Edadan, N. *Urban Development in Saudi Arabia (Riyadh, 1995)*.

### Plans and Policies

- According to the strategy, it is envisaged that these principles will encourage the concentration of development in the existing urban stock, filling many large scale vacant urban land and making the best use of the economic investments in the existing infrastructure.
- In the mean time, the strategy will allow the establishment of integrated large scale projects either along the sea coast or within the huge urban voids within the neighborhoods.
- Rehabilitation of old neighborhoods together with the provision of the necessary public services.
- Preserving the villa type zones.
- Standardizing building heights to 4 floors.
- Increasing building heights along the commercial streets and axes, in the central area and in the special development zones.

### Areas of Actions:

The main areas of action are:

- the conservation of the historic core,
- developing Jeddah water front,
- expansion and redevelopment of the CBD,
- redevelopment of urban voids and vacant lots,
- improving transportation plans,
- introducing a public transportation system,
- redevelopment of the Lagoon areas,
- enhancing the public open spaces.

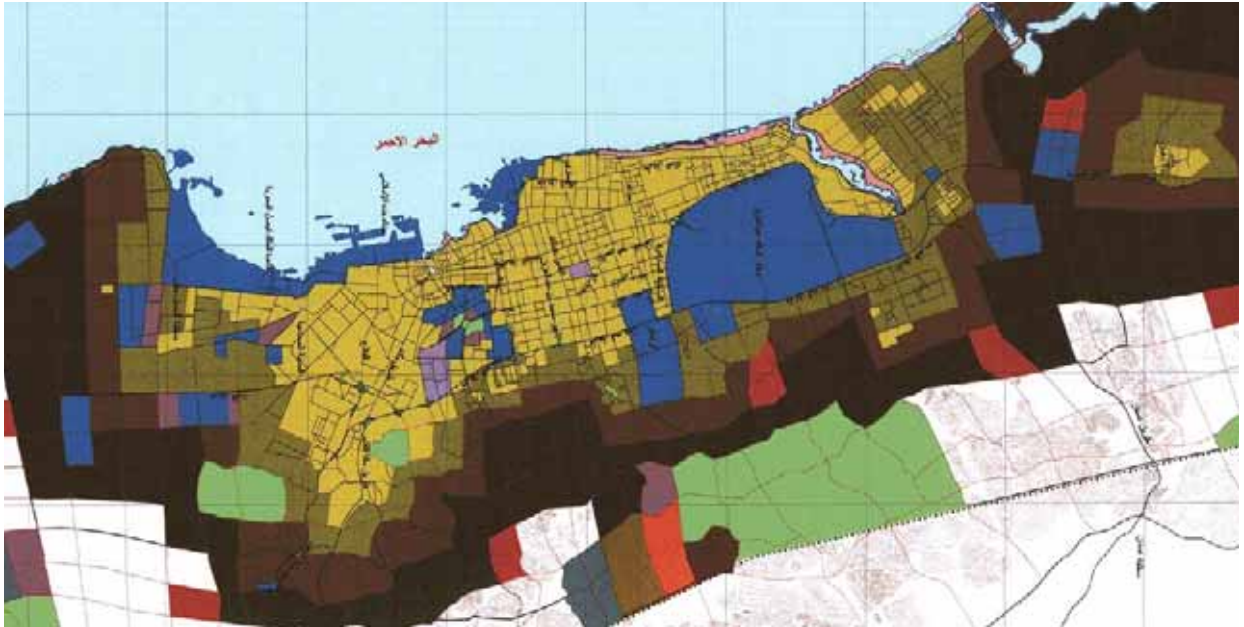


Fig. (4.118). The proposed landuse of the Urban Development Strategy of Jeddah 2004-2055 (source: Jeddah Municipality 2003)



Fig. (4.119). Jeddah Corniche areas and streets

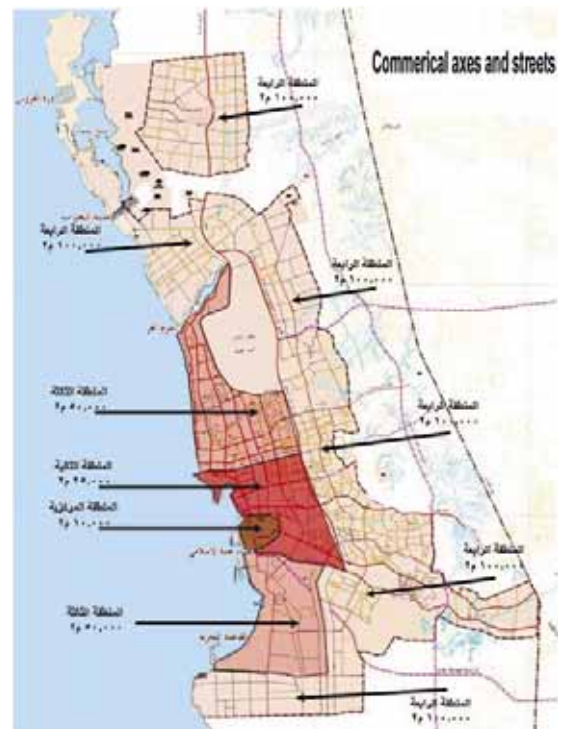


Fig. (4.120). Proposed zones for districts development

## DEVELOPMENT ON THE SEASCAPE

Reclamation of the sea water with development was a tradition in the 1980's where the municipality found that it is necessary to construct the Corniche area and the adjacent urban areas surrounding it. The planning works left many limited size-water lakes within the Corniche strip to create a sort of water landscape within the broader landscaping proposals. A second trend to intervene within the sea water was to extend the Obhur lagoon to the north in different directions to create gulfs, and water peninsulas in order to establish a more Venice alike residential atmosphere. A third trend can be seen today in many locations along in the desert land close to the lagoon, where closed considerably large size-lakes are created within the new residential developments.



Fig. (4.121).New water front project

Another trend is to combine a number of water front developments with building on the seascape to create a picturesque silhouette to development projects, where the use of the water front is limited to the residences and visitors of these properties, such as in the Farsi Towers or in Lamar Tower project. However, these trends don't reflect a large scale movement towards development on the seascape. This can be better understood in the light of the fact that the sea coast strip is still underdevelopment until now.

Two illustrative large scale projects are currently under development or construction. These are the development proposal of Venice Islands and the Bohairate city project (ongoing).



Fig. (4.122).Jeddah-Dubai complex along the Corniche area

**AlBundoquia Islands (Venice Islands):** The Venice Islands is a large scale water front development that aims to develop a vast area of land and the sea water along the coast, to the south . As the name symbolizes, it is a simplified version of the real Venice, where water canals, houses and small alleys are planned within a large greenery landscape. See fig. (4.123)

Copying the architecture, space and image characteristics of Venice images, there are channels, buildings and bridges of Venice; it comprises residential and recreational islands dominated by a skyscraper of about 1000 meters high. The skyscraper is treated as a significant icon for Jeddah city along the sea coast.

**Bohairat City (Lakes City):** The Bohairate City is located to the north of Obhur lagoon to the north. It is one of the first artificial islands built in the region in 1990's. The city was planned several years ago and has been constructed in phases. The current phase of the project comprises luxury residential units, villas, apartments and chalets, as well as shopping centers and mixed use development of specialized markets, sport facilities and hotels.





Part of Venice Islands Project



The Mile Tower resorts, Obhur lagoon, Jeddah. The proposal is laid out based on the construction of the mile high (1600 meters) to the north of Jeddah.

**The New Waterfront:** is a master plan for a 5 square kilometer central district. The development strategy is to reunite the city centre with the sea and to strengthen its economic vitality and the role of Jeddah as a gateway. The key urban arrangement of the development strategy is based on a system of city corridors, derived from an existing city grid. This will create spatial connections between the city and new developments along the waterfront.

**The Mile High Tower Complex:** The complex comprises a large scale mixed-use development that includes hotels, residential, recreational, sports and water facilities. Planned along an artificial canal off Obhur Lagoon, the master plan contains a number of clusters grouped together through pedestrian paths along the canals. The Mile High Tower, extending for more than 1600m, is the centerpiece of the development. See fig. (4.123)

Fig. (4.123).Future development: development on the seascape.

## DEVELOPMENT ON THE LAND

Development on the land in the context of Jeddah is a continuous development and building process. Projects vary between small scale iconic buildings such as mosques and institutional buildings to medium size projects such as shopping centres and residential projects , to large scale mixed use developments.

The large scale urban projects are mostly iconic buildings aiming to play a significant role as sound statements in the urban life of the city and to be legible elements in its skyline.

Examples of development projects are numerous. Some illustrative projects can be summarized as follow:

**The Cultural Axis :** This project is a large scale development that aims to add an important cultural and recreational dimension to the city. It is based on creating a cultural axis of cultural buildings and venues that include two main paths; the Unification Path, including buildings telling the story of the unification the Kingdom, and the Muslim States Path, encompassing buildings and venues that tell the story of the Muslim states through out history.

**Jeddah Hills Community:** The Jeddah Hills project is located on the eastern desert on the outskirts of Jeddah, on the east side of Medina Road in a hilly area, covering about 21,000,000 sq.m. . This large scale residential development project is designed to be an integrated urban community for 20,000 unites. The proposed community, divided into “Villages” of different urban and architectural styles, features many amenities, such as shops, schools, services, mosques and urban parks.



**Jeddah’s “Central Park”:** The Central Park project comprises of the proposed largest shopping mall in Saudi Arabia, several residential, and office towers and related activities. It is located to the south eastern part of the city, in a vital and strategic location. The grand shopping mall is surrounded with investment and commercial lots, spanning over the surrounding roads, and are dedicated to multiple activities. See fig. (4.125)

**Jeddah Gate:** This development will feature residential units, commercial towers and a range of cultural, retail and leisure outlets. Located in the heart of the city, at the eastern side of Jeddah down town near to King Abdulaziz University on the circular road; it is considered to be Jeddah’s new commercial center. It’s a mixed-use master-planned community spanning over half a million sq m in Jeddah’s new downtown area. It will comprise of 6,000 residential units, 230,000 sq m of commercial space and 75,000 sq m of retail areas. The project is a part of the new Central Business District in Jeddah. See fig. (4.124)



Fig. (4.124). Top: Jeddah Gate project.

Down Cultural Axis

**Jeddah Center** master plan of the old airport site provides an opportunity to re-establish Jeddah as the main tourist and commercial destination of the region, while simultaneously building its role as a financial center based on its active port and waterfront. The new urban fabric creates a seamless transition between the old city and the new development, developing an integrated center. This is achieved by weaving together residential, university, retail, and commercial programs and a mixture of housing types including affordable housing creating an integrated society.

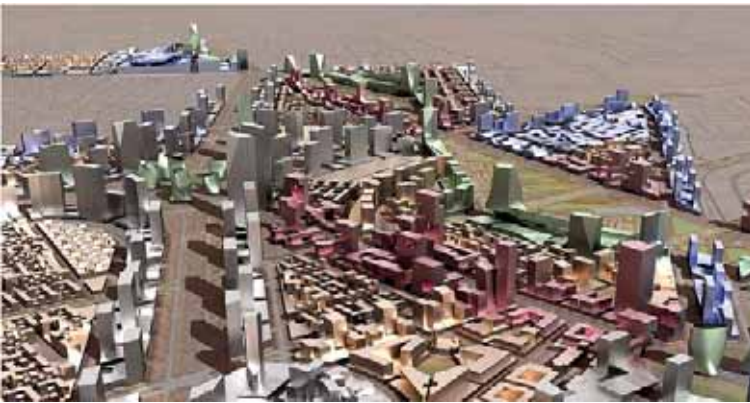
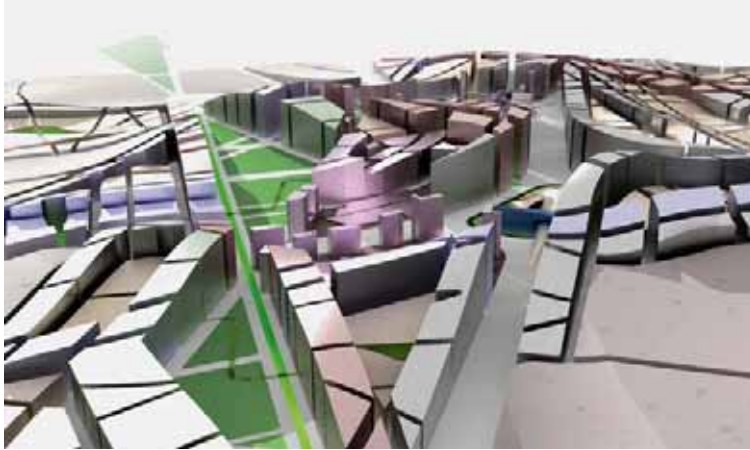


Fig. (4.125). The masterplan of the new Jeddah City Center project

The goals of the Jeddah Center Master plan are to:

- represent Jeddah as the gateway city of the Middle East,
- utilize the opportunity found in the site in a way that will help to re-establishing Jeddah as the main tourist and commercial destination,
- emphasize the position of Jeddah as an access to Mecca and Medina while simultaneously building its role as a financial center based on its active port and waterfront,
- create seamless links with the old city,
- weave together residential, university, retail, and commercial programs in order to create a development that will be inclusive,
- maintain a mixture of housing types to create an integrated society,
- make links between the waterfront and the eastern hills through the site,
- provide alternative paths of movement throughout the district.

The resulting Jeddah city center urban framework creates a range of unique urban conditions that are specific to Jeddah. It weaves the city back together within the old airport site; in addition, formal elements within this system attempt to define the city as both a symbolic and physical gateway of the Middle East.

The iconic elements of the master plan are strategically located at the intersection of a radial boulevard, the linear park, the central station promenade and the eastern highway. The horizontal and iconic form of the new central station, and main promenade acts as a strong symbol of the importance of the site and the city. The urban edges, programmed with leisure and hospitality oriented programs of the proposal serve to frame the new city center. The northern edge, defining the opposite side of new city center, is programmed with community oriented programs. While, the Conference Center and Grand Mosque serve as an edge in the south that defines the center. The sports complex's form emulates the eastern hills landscape.

## DEVELOPMENT ON THE SKY

New tall buildings and skyscrapers are frequently emerging in the old core of the city and along the Corniche strip. The construction of tall buildings in the core was an old tradition in the 1970's and in 1980's due to the commercial and administrative nature of the area and the economic land value. It is also regarded as a wish to establish landmarks and icons as corporate images for different institutions or individuals through these towers. The outcome of this movement today is the NCB Tower and the surrounding high rise buildings that penetrate the skyline of the core area.

The Corniche will have "iconic" towers within the next few years, accommodating luxury residential towers to headquarters and business parks, of various scales and shapes, which will stand out as Jeddah's new landmarks. Situated on the picturesque coast, these projects are provided with all necessary services, such as luxury restaurants, recreational, sports, health care and entertainment facilities; advanced technology in security, surveillance, electrical conservatory infrastructure, Internet networking, etc. These will constitute a sort of integrated vertical communities standing along the Corniche.

**Al Jawharah Tower:** Located alongside the Corniche, the 40-storey Al Jawharah residential tower has extensively landscaped surroundings, featuring luxurious penthouses and apartments with multi-level car park facilities. As an integrated residential, leisure and commercial real estate project of high standard. See fig. (4.128)



Fig. (4.126). The Mile High Tower Preliminary proposal

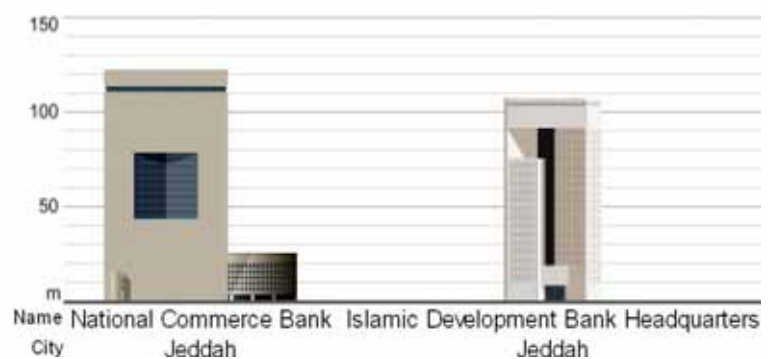


Fig. (4.127). Towers of Jeddah City

**The Mile High Tower** is conceived as a unique vertical city, located close to Obhur Lagoon. The proposed project is claimed to be the future tallest tower of the world. The Mile High Tower proposes a lighter, dynamic structural system that is actively, controlled by wind detecting sensors. Stabilizing aileron-like fins run the length of the tower frame. This near-future tower incorporates structural and climatic systems that respond dynamically and efficiently to forces placed upon them.



Fig. (4.128). Future Development: Development on the Sky (Tall Buildings).

**The “Al-Nakheel “ The Palms:** Al-Nakheel development project is located at the heart of the city, at the old airport area, occupying a strategic center at the heart of the city. It aims at providing large scale mixed-use developments of high quality. Also, it aims to reform the morphology of the surroundings through the linking of a set of principle roads with the nearby residential and commercial quarters. The project will be divided into four zones of mixed–use towers, low rise, and different services.

**Jeddah International Business Center:** The Jeddah International Business Center, a 50 storey high building proposal, located close to historical district, and visible from all over the city, is a future landmark of a mix of hotel, shopping malls and commercial tower. The most dominant design element is massive arch in the middle of the centre, that would be the largest in the world.

**O.I.C. Headquarters:** The O.I.C. (Organization for Islamic Conference) headquarters is an icon of a large scale “Cultural Axis” development, that raises for about 40 floors, and it’s a major landmark. The tower complex is on a Dome-like structure that has been a familiar icon in the Middle East.

**Diamond Tower:** This is a unique tower, located in the middle part of Jeddah Corniche. The spiral form tower extends to 388 m height comprising 83 floors, around a cylindrical core, devoted for a multi storey car parking to serve the residential units.



Fig. (4.129). El-Nakheel project

#### 4.4.3.1 CITY BRANDING VISION

There are a number of branding visions for Jeddah, as a unique tourism destination, business center and large significant city in Saudi Arabia. These visions, Jeddah 1450, are guided by certain principles that are based on culture, history, and the environment, according to the Municipality (Jeddah Municipality 2007). They envisage the city as a place for various facilities and attraction for residents and international and local visitors. Part of these visions promotes the city as a modern city in Arabia that combines modern city life with Islamic traditions in a cosmopolitan atmosphere. However, these visions are not fully coordinated into one consistent branding vision due to the multiplicity of objectives of the different institutions that work for the promotion of the city such as the Municipality of Jeddah, the Supreme Commission for Tourism, the Jeddah Marketing Board, the Jeddah Gheer Festival (Jeddah is different), among others. While the Supreme Commission for Tourism works on a regional scale, and within a national plan for promoting tourism in Jeddah among other cities in Saudi Arabia, the Jeddah Municipality states that its vision for Jeddah is to “develop and promote the city as the commercial capital of the Kingdom by creating awareness of Jeddah as the leading regional centre for business and consumer events, and as a first choice destination for leisure visitors from within the Kingdom or abroad (Jeddah Municipality 2006).

##### **Policies**

The adopted policies to attain the announced vision are basically to maintain and develop the assets of Jeddah, while maximizing the development potentials of the city. In this regard, the provision of the necessary infrastructure and services is a continuous process and is overstressed during the Hajj period. The Municipality has set specific development policies, as to “provide well developed and innovative municipal services of high and efficient standards, which will make life in Jeddah easier, good-looking and better within a simulative working environment, while protecting both private and public rights. The municipality has prepared a development strategy, detailed policies, development principles and determinants as well as addressing a number of key development projects of varying scales, in order to achieve its vision for Jeddah” (Jeddah Municipality 2006).

The Supreme Commission of Tourism has been establishing a Tourism Development Strategy for Jeddah, as a response to the growing interest in the future tourism investment in the city. At the same time, discussions are under way regarding the easing of access for international tourism to the city, which is not limited to the Hajj and Ummrah visitors. Consequently, the discussion on the implications of international tourism on the city, in terms of planning and management, are currently underway.

## 4.4.3.2 TARGET GROUPS

### Residents

The residents of Jeddah, both Saudi and foreigners, are enjoying the cosmopolitan atmosphere of living in the city. Also, the city has rapidly become established as the most important leisure facility in the country, and attracts inhabitants from a wide area around the city. The significance of the city and its political, economical and touristic roles make it a source of pride for its residents.

### Visitors

Jeddah attracts around 10 million domestic visitors and around 2.5 million international tourists, which make it one of principle destination countries. The predominant sources of tourists visiting Jeddah are of two types: visitors to Mecca for the Hajj and Umrah, and domestic tourists seeking recreation and proximity to the sea.

### Investors

Over many decades, Jeddah was and, still is promoted as a city of business and investment for the business community. The city attempts to attract regional financial institutions and multi-national establishments to share in the future development opportunities being created in the city and to generate new revenue streams in the city.

**Sani Abdu, Mohammed; Salagoor, Yousef; Al-Harigi, Fahad (2002), Jeddah Urban Growth and Development Process: the Underlying Factors. Paper published in the Scientific Journal of King Faisal University (Basic and Applied Sciences) Vo.3 No.1, March 2002**

## 4.4.3.3 BRANDING INSTITUTIONS

*Jeddah Municipality* is responsible for managing and planning the future development of the city. It aims to make Jeddah an ideal, attractive, internationally standardized city with human dimensional, within an integrated services and a sustainable development.

*Supreme Commission for Tourism*: concerns itself with tourism development on national and city levels in Saudi Arabia.

*Jeddah Marketing Board*, is a branch of marketing systems for Saudi Arabia. It tries to get the best net returns for businessmen, exporters, factory workers and farmers.

*Jeddah Economic Forum*, is an annual economic event encompassing discussions and debates on a variety of international and regional issues, with the presence of many international political leaders and economical figures.

*Jeddah Chamber of Commerce & Industry* concerns itself with business development in Jeddah, providing encouragement of investments and support for industry and commerce.

*Jeddah Gheer Festival* (Jeddah is Different Festival), the city's main festival, held in the summer with the participation of the concerned city's public and private institutions.

#### 4.4.3.4 BRANDING STRATEGIES

##### **Branding Natural Setting**

The historical character of Jeddah as a sea port and as Mecca's gate shaped its significance and role as a regional city. Connecting the sea port with the rest of the kingdom through a good road network, the city has played important political and economic roles, which enable it to brand its location in a unique way.

The existence of the city along the Red Sea coast, its flat topography, coastal climate and the surrounding desert landscape have greatly influenced the marketing of the city as a tourist and a commercial destination.

Branding the weather of Jeddah in particular seasons is also part of branding its natural setting. Unlike other Saudi Arabian cities, Jeddah retains its warm temperature in winter, which gets around +15c at midnight to +25c in the afternoon. Summer temperatures are considered very hot, and they break the +40c mark in the afternoon and +30c in the evening. This climate attracts domestic visitors to spend holidays in the city, specially in the summer.



Fig. (4.130). The Jeddah Gheer promotional poster illustrates the branding aspects of Jeddah, focusing mainly on the sea and the sea attraction as part of its distinct natural setting.

(Source: Jeddah Gheer Festival 2001) .



### Branding Urban Projects

The marketing of new projects is gradually increasing in Jeddah as an indicator of the recent building boom in the city. Commercials and advertisements are frequently appearing in newspapers, magazines and on the internet forums for a variety of small and large scale residential, shopping, leisure and business projects. The branding message for most of these project is always to promote for the unique, the wealth and the rich, the grandiose, the luxury and the prestigious, etc.

Although new urban projects and landmark buildings are currently not too many, their image is mostly centered around an image of iconography. For example, the new towers projects along the Corniche, devoted mostly for condominium and mixed use purposes are carefully designed, where their image reflects high design standards and elegant features. However, a major concern of these projects is to help establish new landmarks in the image of the city, and hence acquiring their significance through connecting their image with the city.

Hence, through the visual communication of the iconic images of these single projects added to the existing low rise skyline with some landmark buildings, a new image of the city along the Corniche is created. See fig. (4.131)



Fig. (4.131). Two marketing posters for two tower projects along the Jeddah Corniche. The message transmitted by the ads is to create new icons for the city of unique architecture and a high standard estates, symbolizing wealth and richness.

Source: Magazine advertisements .

## BRANDING CITY LIFE

The festivals and events in Jeddah can be broadly categorized into three divisions: religious, cultural and social festivals. Among the religious festivals, Eid Al-Fitr is generally regarded as the main holiday for Muslims in Jeddah and is celebrated at the end of the holy month of Ramadhan. The festivity includes a lot of colors, new clothes, distribution of sweets and greeting near and dear ones. Eid Al-Adha is another religious public holiday which commemorates the sacrifice of Ismail or Isaac.

Among festivals and events in Jeddah, the most significant one is the summer festival, “Jeddah Gheer”, Jeddah is different, which is held in the months of June and July. This annual festival actually turns into an extravaganza. Loads of cultural and entertainment activities range from camel races to musical concerts, from fireworks to grand sales in the numerous shops and malls. In addition, the Calendar of Jeddah is full of events, and festivals, during the whole year as follow:

February: Recreation and Leisure Fair (RALF)

March: Saudi Arabia International Trade Fair

April: Saudi Building Industries Exhibition & Symposium  
Middle East Education & Training Exhibition & Symposium

June, July: Jeddah Festival (Jeddah Gheer)

The Jeddah Festival, which takes place over five weeks in June and July, is always combined with sporting events, art exhibitions, sand castle competitions, laser shows, firework displays, ice skating, and even a circus.

September: Jeddah International Book Fair

### **Attractions:**

The key attractions of Jeddah include:

- the Corniche with its parks, ponds, art and entertainment facilities,
- Obhur sharm with its resorts, marinas and water sports,
- the Old City, with its examples of original Jeddah architecture, variety of market shops and nearly 500 examples of buildings with traditional life of Jeddah,
- a variety of built attractions – theme parks, outdoor artworks and sculptures,
- easy transport access to major cities worldwide as a transportation mode for the region,
- good land transport to other Saudi centers. Jeddah is the principle gateway to Mecca, the holiest city of Islam,
- shopping with several of the largest modern shopping centers in the region reflecting the fact that Jeddah is considered to be the commercial capital of Saudi Arabia and the wealthiest city in Middle East and western Asia.

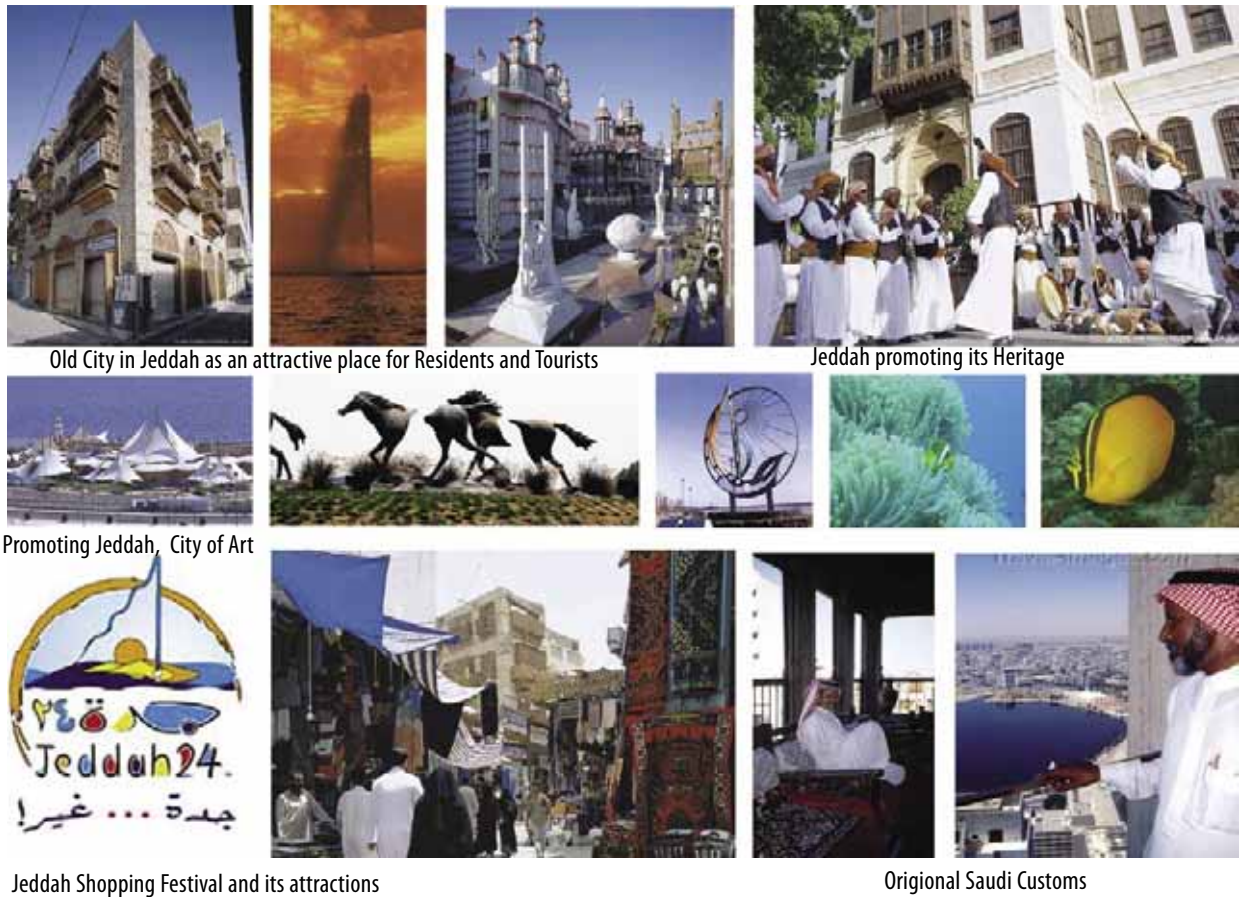


Fig. (4.132). City Style.

The most recognized events and traditions of life in Jeddah

The image of Jeddah is obviously formed by its natural, functional and formal aesthetical assets that make it unique and attractive. Urban life in Jeddah is a sum of its sense of place: its landmarks, use patterns, heritage, cultural and urban form. The Festival of Jeddah that include the folklore shows, marine sports, parades and exhibitions among many activities are evident example on the attractiveness and uniqueness of the city. Similarly, the public squares of Jeddah, such as the Bicycle Square, with its giant Bicycle monument, and AL-Handasa Square, that is one of the largest road junctions, with its giant geometrical tools, are examples of unique elements that give special character to the city image. The Jeddah Corniche is another example for a flourishing element in the city image as a natural and cultural landmark of Jeddah City. The Corniche extends northwards and south-wards to more than one hundred kilometers with its distinct open air museum of monuments and sculptors reflecting the interaction between water and land, color and grades, circular and square shapes. In addition, Jeddah business atmosphere gives the city a unique character, where office buildings, and commercial centers with their heights, form and shape and individual skyline, often express the individuality and character of the city and the power of its economy.

## **Lifestyle**

Lifestyle in Jeddah is different from many cities in Saudi Arabia. Jeddah is a cosmopolitan city, more so than any other city in the country; it has many people coming from all over the world, who share their cultures. It has many historical buildings, with traditional designs, and it has lots of buildings near the beach. It also has very nice beaches and a Corniche where people spend a very good time and relax. Also, Jeddah has the tallest fountain in the world, named King Fahd Fountain. Moreover, it has the annual Jeddah Festival. During the festival, there are many games and activities held in the city. There are shopping sprees, water skiing competitions, art exhibitions, and music festivals.

## **Cultural Activities**

In Jeddah there are many cultural activities such as art exhibitions, book fairs, and a special recognition to the Arabic poetry. Moreover, the Jeddah Festivals and Events which fall into the cultural category, Al-Janadriyah Festival, is probably the largest one celebrated in the Arab region. Though this festival does not actually take place in Jeddah, the traditional dance and songs performed there carry the essence of the region. Al-Mizmar, the dance originated in Jeddah, is performed with drums and the traditional musical instrument, Mizmar.

## **Heritage**

In 1979, when the pace of expansion had slackened a little, the Saudi authorities appointed a leading British consulting firm to make a detailed study of Old Jeddah and draw up plans to preserve the area's unique architecture and, at the same time, ensure the continuation of its thriving community life. The decision was a particular pleasure to George Duncan, a partner in planning for Saudi Arabia's Western Province. As early as 1971, he had drawn attention to the outstanding urban heritage in Old Jeddah and urged measures to make its survival certain. The consultants' surveys showed that more than one thousand historic structures in Old Jeddah had survived the ravages of time, climate and, in many cases, sheer neglect. About half that number was designated "buildings of architectural and historical significance" and recommended for preservation and protection. Farsi established a special branch office of the municipality - called Al-Balad, or the City - charged with putting the preservation program into effect.

## **Branding Business: Competitiveness**

The large-scale projects in Jeddah have made more advancement for implied regional cooperation than their sheer scope. Regional and local real estate firms are to develop a \$25 billion new city north to Jeddah in the latest mega-plan to be rolled out in the region. The \$1.5 billion expansion of King Abdul Aziz International Airport in Jeddah to be completed by 2010 is also a promising sign for increasing economic growth.

It is critical that not only Jeddah expedites its infrastructure development, but also focuses on meeting the growing demands of the resident population, which has a very specific demographic profile. The city warrants an enormous city planning exercise to stop its slide down the ranking ladder. Furthermore, the signing of free trade agreements and alignment with WTO regulations will oblige all of Saudi Arabia to have common legislation on the labour market and tariff applied for products and services. As this comes into effect more business will be attracted.

To respond to the current challenges and other emerging problems facing the city, innovative ideas in terms of urban management and planning, and transport and financing are needed. The municipality, in cooperation with related parties, has embarked on an ambitious program to face these challenges, whereas currently engaged in developing a vision for our city with a 20-year perspective. This vision, the Jeddah 1450, is guided by certain principles that are based on culture, history, and the environment, according to the Municipality (Jeddah Municipality 2007).

The objectives of the Jeddah plan include limiting the urban sprawl and encouraging higher density through the creation of mixed-use sub-centers and setting up tall building areas, establishing north-south and east-west development corridors that will help restructure the city in terms of transport, reduce the dependence on cars, preserve the historic quarters, and provide for affordable housing. The mayoral team has developed a list of 100 projects covering these major themes. These include the City Center at the Old Airport site, the Jeddah Center project including AlBalad and parts of the water front, and projects on the Corniche.

### 4.4.3.5 MEDIA-GENERATED IMAGE

At present, the image of Jeddah reflected in different media (guides, maps, brochures, internet sites, etc.) is that of a city that lacks a well-defined image and destination. Because tourism authorities are relatively new, there has been little attention to date to marketing and promotion. This presents an opportunity to address the image, branding and marketing of Jeddah comprehensively. Branding Jeddah creates a sound image and is an important factor in influencing who comes, and why. Jeddah has extensive open spaces, parks and squares with monuments. Also, the city has strong assets which will support a strong brand – images of old and new, of creative public art, of seaside vistas, of cosmopolitan culture in exotic settings. All these can be used to promote the image of Jeddah.

#### **Logos**

There is no logo for Jeddah City. However, there are two logos that represent Jeddah city. The first one is Jeddah municipality Logo (Amanet Jeddah), and the second one is for Jeddah annual festival (Jeddah Ghear).

#### **Slogans**

There are different slogans according to different visions like:

- Jeddah City of Art,
- Jeddah Gate of Makkah,
- Jeddah the Bride of the Red Sea,
- The City of Shopping,
- Jeddah Ghear (is different).

#### **Branding Campaigns**

In Jeddah, the catchword is Tajmil, on Arabic word that translates as “Beautification,” but implies much more: green landscapes, restored palaces, bubbling fountains and - above all - some 300 eye-catching examples of modern sculpture that entertain visitors, but also symbolize the city’s uphill struggle for civic beauty amid nature’s arid opposition.

#### **Printed/Electronic Publications**

There are different kinds of printed publications on Jeddah like books: *Jeddah, City of Art* by Hani M. S. Farsi, *Jeddah Old and New*, and *The Long Road from Taief to Jeddah*. Maps: Jeddah Map. There are also some tourist guides like *Jeddah Today*, which is an overall tourist guide. There are a few electronic publications to promote Jeddah City like a DVD on tourism in Saudi Arabia.

#### **Websites**

Websites help to assess what image Jeddah receives. The available websites are very limited and mostly private or for some basic information providing medium. For example, the site of the municipality provides little information in Arabic about the history of the city and its event as well as an image gallery for its landmarks. The resulted image obtained from these single sites is insufficient and cannot provide a positive image.

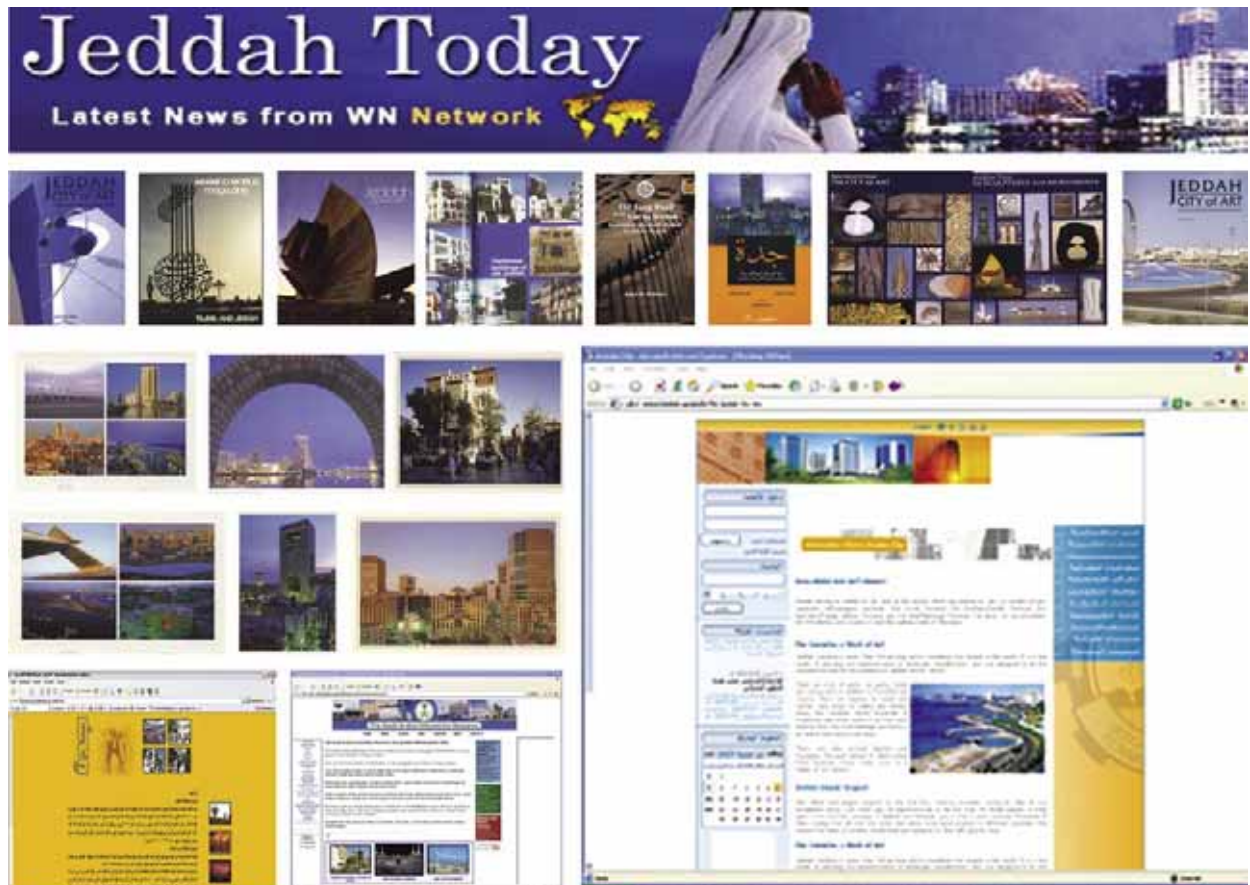


Fig. (4.133). The Mediascape role in promoting Jeddah

There are a host of branding websites that attempt to provide a unique and comprehensive image of Jeddah. The government organizations have sites, some of them are in English, and others in Arabic, and many of the private organizations and individuals have websites giving information on and promoting the city. See fig. (4.133)

Some of Jeddah's branding websites are:

- www.jcci.org.sa*: Jeddah Chamber of Commerce & Industry
- www.212.62.125.196/jedexplorer/framesetup.asp*: Jeddah Explorer
- www.jeddah.gov.sa/gis/english*: Jeddah Geographic Information Systems
- www.jeddah.gov.sa*: Arabic site of Jeddah Municipality
- www.juo.jeddah.gov.sa/Content/default.asp*: Jeddah Urban Observatory
- www.jcci.org.sa*: Jeddah Marketing Board
- www.jef.com.sa*: Jeddah Economic Forum
- www.sct.gov.sa*: Supreme Council of Tourism
- www.jeddah.com.sa*: Comprehensive touristic guide

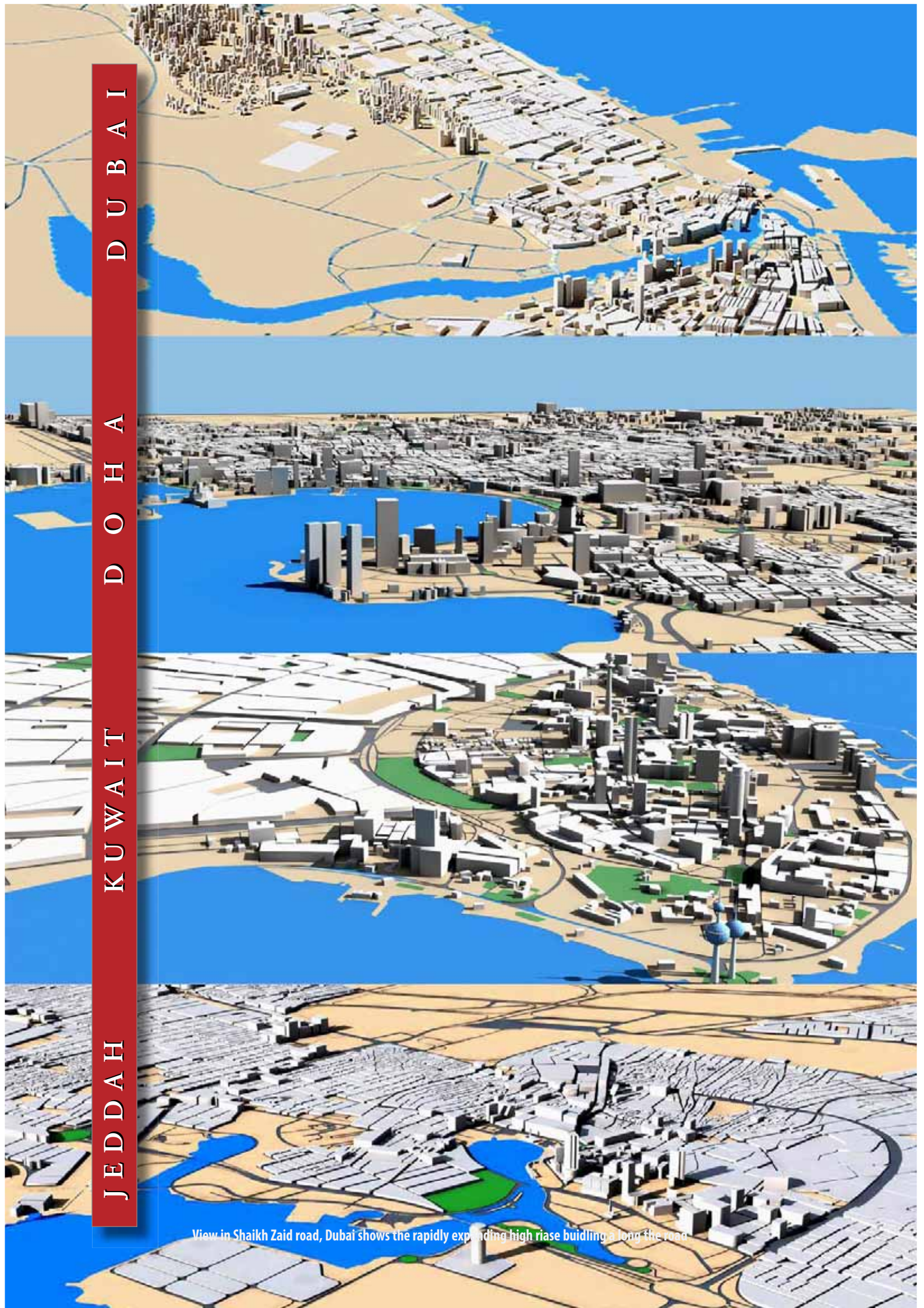
The virtual image of Jeddah represented in many urban communication media, post cards, advertising campaigns, TV reports, movies, documentaries, publications, web sites, etc., transfer an image of a world class city of a highest standard for living, working, recreation and entertainment.

JEDDAH

KUWAIT

DOHA

DUBAI



View in Shaikh Zaid road, Dubai shows the rapidly expanding high rise building along the road



*“The dichotomization of cultural perception, where the historic heritage-cultural, religious, spiritual-is identified with the past, backwardness and poverty, while the image of “progress” is borrowed from elsewhere, namely the West”*  
Ismail Serageldin (1986)

## Chapter 5

# A comparative analysis to identify the major planning strategies of BRANDING THE GULF CITIES

Several Characteristics unite the Arab Gulf Cities and are common to most of them. They enjoy many prevalent characteristics, such as their typical historical process of formation, growth, development, and change, as well as the traditional city form, centrality, and the importance of mosques, marketplaces, the organization of quarters and residential design, including the similar process of modernization and the current transformations are what largely make the cities of the Arab Gulf distinct urban phenomenon.

## A COMPARATIVE ANALYSIS APPROACH

The focus of this chapter is to systematically analyze and evaluate the elements that characterize the process by which branding strategies affecting the Gulf city form. The proposed analysis is based on an analytical comparison approach. The objective of this comparative analysis study is to identify the common dominant elements between the four presented case studies; Dubai, Doha, Kuwait City and Jeddah, in order to synthesis the major characteristics of the branding phenomenon of the Gulf city, its impact on the city image, and vice versa, and if they properly exist. The comparative analysis will delineate some particular and non-common elements. The identification of those elements is equally important and necessary for understanding the particularities of cities and their individual special identities that distinguish them from other cities. It is argued that through the identification of city branding phenomena in this particular context, their strategies, processes, forms and instruments, a number of guidelines for the enhancement of the current practice of urban branding in the Arab Gulf city then can be explored, addressed and further developed. The comparative analysis is based on three main elements. These elements are:

1. *City context*; with the identification of the role of place and its natural setting in the process of making a city in a space and the branding of locations.
2. *City making*; with a special focus on the “real” image of the city, that is produced and developed overtime
3. *City marketing (branding)*; with a special focus on the images produced by branding activities.
4. *Relationships* between urban branding (*projected image*) and city form (*real image*), including the impact of branding on the development of the city form.
5. *City Identity*; highlighting the special characters and styles that provide them with a sense of place and a particular identity.

There are several urban analytical techniques to understand, interpret and evaluate the qualities of urban form and the image of the city. In the course of this study, particular analytical techniques of urban branding that can be projected on the development of the city image are still underdevelopment. The proposed comparative analysis is more related to experimental analytical techniques that are based on selected themes, in which the most related graphic analysis techniques are extensively used. Mapping the city form and image are essential steps in order to standardize the analysis of the case studies. For this purpose, a three dimensional model for all the four case studies was built, using special three dimensional computer modeling software (a mix of AutoCAD and 3D Studio software). The benefit of this technique is to generate well-defined city images that describe well the city form in standardized formats.

## **1. City Context**

### **I. Natural Setting**

A comparative analysis of regional location, site, climate, and demographics.

### **II. Historical Development**

Formation and growth, oil urbanization, modernization, and current developments.

## **2. City Making**

The process by which the Gulf cities were generated, developed and changed, including their structure and form, centers, elements. This includes:

### **I. City Structure**

Land use, urban elements, and urban patterns

### **II. City Form**

Public spaces, and visual form

### **III. City development**

Strategies, development plans, and major projects

## **3. City Branding**

City branding denotes the marketing of the city image through representation processes, which are related to a set of values, meanings and social roles.

### **I. Vision**

Objectives and policies

### **II. Target Groups**

Residents, visitors, and investors

### **III. Strategies**

Branding locations, setting, projects, architecture, city life, and business

### **IV. Institutions:**

Municipalities, departments of tourism, economic development, information and media, and local communities/stakeholders.

## **V. Media-Generated Image**

The ways by which visual imagery of cities impacts the world. This imagery, produced through advertising, media, books, magazines, television, etc., can directly influence the way that people perceive real city. These include:

Logos, slogans, branding campaigns, advertisements, printed/electronic publications, and websites

## 5.1.1 CITY CONTEXT: NATURAL SETTING

### Site

- Located on the southern shore of the Arabian Gulf, it is surrounded by sea, and is situated on the Dubai Creek.
- The major part consists of rolling sand dunes lapping the foothills of the arid Hajar mountains in the east.
- The land is mainly desert with sand dunes ranging from near white along the coast to a deep orange inland near the mountains.

### Climate

- The climate of Dubai is desert; cooler in eastern mountains.
- The landscape is very dry, with little rain, vegetation and animal life.
- Mountains only take up some few percent of the total territory.

### Demographics

- The population of Dubai is about 3,240,300 inhabitants.
- Its population is comprised mainly of expatriates, UAE is the minority.
- The majority of the expatriates come from South Asia.
- A quarter of the population trace their origins to nearby Iran.
- Dubai is home to some 100,000 British and other Western expatriates.

DUBAI

DOHA

- Doha is situated on the bank of the Arabian Gulf.
- This deep water port is one of the most important cities of Middle East.
- The peninsula of Qatar is mostly flat and stony desert, while the desert in the south of the country is sandy.
- Its highest point is 83 metres above the sea level.

- The climate of Doha is arid; mild, pleasant winters; very hot, and humid summers.
- Qatar has one of the harshest climates of the Persian Gulf.
- It is very dry, with an annual rainfall of less than 130 mm
- Summers are hot with high humidity, while winters are pleasantly cool in the daytime, but can be freezing in the night.

- The population of Doha is about 400,051 inhabitants.
- The majority of residents are expatriates, Qatari nationals forming a minority.
- The largest portion of expatriates are from South Asian countries.
- Also, a large amount of expatriates are coming from the Levant Arab countries, East Asia, USA, and UK.

KUWAIT

- The state of Kuwait is a small country located between Mesopotamia and the Indus river valley.
- Kuwait is shaped roughly as a triangle.
- The Kuwait Bay indents the shoreline of the Arabian Gulf for about 40 kilometers.
- The landscape of Kuwait is flat, and varies minimally, between flat and slightly undulating desert plains.

- The climate of Kuwait is of dry desert; hot summers; short, and cool winters.
- The city is all desert, with an average day temperature of 33C, but can drop as low as -3 in January. 52C is the maximum temperature.
- Annual rainfall is between 25 and 175 mm.

- The bulk of the Kuwaiti population lives in the city.
- The population of Kuwait was estimated at 1,973,572, in 2000 including 1,159,913 non-Kuwaiti.

JEDDAH

- It is located in the western parts of Saudi Arabia.
- Jeddah is the principle Red Sea port, and the main access point for to Mecca.
- The city is the leading commercial center for Saudi Arabia.
- It has a long history associated with travel and tourism.

- The climate of Jeddah is harsh, dry desert with great temperature extremes.
- There is very little rain.
- The temperature in Jeddah on the coast varies between 31C and 23C.
- Humidity is very high for at least half of the year.

- The population of Jeddah was estimated as 2,200,000 inh. in 2006.
- The Saudi population was estimated as 70.6 % of the total inhabitants.
- The non-Saudi was about 29.4 % of the total inhabitants.

## 5.1.2 CITY CONTEXT: HISTORICAL DEVELOPMENT

### Formation and Growth

- Dubai traces its origins to the 1830's, where a small settlement on the Creek was established by the Bani Yas tribe.
- It was developed as a village, based on fishing, pearling, and herding sheep and goats.
- By the late 1870's, Dubai was the principle port on the Gulf coast.
- By the turn of the century, it was an important trade port-city with the largest bazaars in Arabia.

- The city was founded in 1850.
- The Al Wajbah Fort, in the southwestern part, witnessed a famous battle where the Qatari beat the Ottomns in 1893.
- The Al Kout Fort, built in 1917, lies today in the city center.
- The city became the capital of the British protectorate Qatar in 1916.
- In 1949, the city began exporting oil.

- The founding of modern Kuwait occurred in the early 18th century by various clans of the Anaiza of Najd, Saudi Arabia.
- Within 50 years, the town burgeoned into an important trading post.
- Old Kuwait was located along the historic trade routes between the west and the east, in which Kuwaitis exchanged pearls with Indian, European, and other merchants for foodstuffs, water, and other necessities.

- Jeddah was developed initially as the port for Mekkah.
- It joined the Kingdom of Saudi Arabia in 1927 and served as the capital until 1932.
- The city has seen significant growth in the past 40 years as the major port and commercial centre for Saudi Arabia.
- Until 1947, the city boundary was clearly defined by the city walls, which continued until 1947 when they were demolished.

### Change and Transformations

- The city is currently extending tremendously in to the surrounding desert and inside the Gulf waters.
- These expansions present a new development course in the evolution of the city shaped by a product of globalized economy.
- The intention is to develop the city as an international business center, a world tourist destination, and a world class city.

- The city developed very rapidly, aiming to change its structure and form.
- It is anticipated that Doha could play an important role in the world business economy, especially in the Gulf market.
- Today, several international companies and agencies have begun opening branches and headquarters in Doha, realizing that it is a strategic place for business and products.

- In August 1990, the city was occupied by Iraqi troops and it was heavily damaged.
- When the troops were removed from the city in 1991, much recovery and reconstruction activities were needed.
- As the city attempted to rebuild its urban infrastructure, it underwent a large change in its demographic composition.
- Today, the city continues to construct wide boulevards, luxurious neighborhoods and high-rise buildings and towers.

- Jeddah has witnessed a large scale development phase in the past two decades, extending the city vastly along the Red Sea to the north and in the east desert.
- The old city still has many of the original buildings and remnants of city walls.
- The new city extends northward along a Corniche to the Obhur Sharm.
- The city is rapidly growing with new shopping centers, hotels, public services and various buildings can be seen widely.

### Oil Urban./Modern.

- The discovery of oil in the 1960's stimulated the future development of Dubai into a modern city based on an oil economy.
- Since the 1970's, Dubai worked extensively to build up its infrastructure, transport facilities, housing, schools, hospitals, tourism developments and other amenities of a modern society.

- In 1949, oil exportation began.
- In 1971, Doha became the capital of independent Qatar.
- Since the inauguration of the new oil refinery in 1983, Qatar has realized self sufficiency in oil products.
- Consequently, Doha attempted to play an increasing role in the world business economy, especially in the Gulf, over the past two decades.

- The discovery of oil brought with it a highly rapid urbanization.
- The city's significant development occurred in 1960-1975, when the remnants of old Kuwait were completely demolished to allow the construction of office buildings, shopping centers, modern villas and wide boulevards.

- There were frequent economic crises until the coming of oil revenue in the 70's.
- In the 1970's, new modern office and apartment buildings were increasingly replacing the old houses.
- From 1971 to 1978, there was significant expansion to the east and to the south.
- By 1993, Jeddah was expanding very rapidly.

## 5.2.1 CITY MAKING: CITY STRUCTURE

### General Feature

### Land Use

#### DUBAI

The structure of Dubai is greatly influenced by three conditions:

- The oil-fueled economy of the 1970's has given way to a diverse economy such as real estate, leisure and tourism.
- The "world city" model resulted from its multicultural inhabitants.
- The Dubaiian "vision" for the tallest, the biggest, the most expensive, supreme life styles, etc.

The land use of Dubai metropolitan area is shaped by the land use patterns of four main elements:

- The existing city, a long and narrow urban strip along the coast; including its distinctive old traditional city flanking both sides of the Creek.
- The Gulf water: Several projects are being built offshore; some as far as a few kilometers from the original coast, and at least one is underwater.
- The desert: expanding into it with huge developments of all sorts, and in which the city is becoming girded and incoherent.
- The sky a "site" where high rise buildings, towers and skyscrapers can be inscribed.

#### DOHA

- As a result of long landfill policies over recent decades, Doha represents a structure of two semi circular structures.
- To the north, there are new housing, university, diplomatic quarter, sports, leisure and hotel areas.
- The residential areas and Central Business District (CBD) functions to the north have generated an urban structure that has the circular Corniche at its heart.

- Mixed developments are dominant for public and business uses, while the West Bay area contains a mix of housing and business functions.
- The old centre includes the old and new souk areas, while old Doha, is located on the south bank of the Corniche.
- The Corniche area is the city's largest public open space. Public and commercial activities include a Museum Park and the Qatar National Museum among other uses.
- The Doha Southern area contains mainly public uses and green areas supported by accommodation facilities.
- Corniche is the city's largest public space.

#### KUWAIT

- Kuwait is dominated by its radial structure, running in parallel to the coast and extending south and west wards.
- The city maintains its function as a center for business, commercial centers and a range of tourist attractions.
- Recent development intends to provide a public transport system and new civic activities, as well as enhancing the desert city image.

- The present land use pattern of Kuwait City delineates the domination of the commercial and office space functions due to its role as a capital city.
- Residential areas occupy 9.2% of the total uses, while commercial areas occupy 11.70% and the governmental institutions constitute about 11.8% of the total land of the city.
- Health and educational facilities constitute 3% of the total land of the city.
- Community facilities include the art centers, museums, and a library, constituting 1.5% of the total city land. Industrial areas constitute about 1.75% of the total land of the city.
- Green areas and urban parks constitute about 6.4% of the total city lands. Open spaces, are defined as those large spacious sites, cover over 11.5% of the uses. Vacant/designated areas constitute 24% of the total land of the city.

#### JEDDAH

- The cosmopolitan commercial character of the city, historical port-city, catering to goods and pilgrims has a great impact on its structure.
- Extending along the sea, the city is well defined by its port, historic core surrounded by the CBD, vast residential areas, shopping centers, office buildings and services, Obhour lagoon, and several recreational areas.

- The main determinates of the land use plan of Jeddah are its natural development along the sea cost, the exposure to the sea, the location of the airport to the north as well as the existence of several large scale development areas owned by the government.
- Land use patterns are variables reflecting the various functions of the land.
- The most dominant elements of land use are the regional services such as the university, and educational campuses, administrative institutions, totaling about 10 % .
- The ports (sea and air) are very important elements (15%) in the city. Residential areas (55%), commercial and trade services (4%), recreation areas (4%), public services (3.7%), while the vacant land, mostly penetrate the city neighborhoods in a large scale, exceeds 27% of the whole land of the city.

# Urban Patterns

- The city's present structure is manifested in current extensive development activities, a multitude of financial, business, housing, tourist leisure facilities and entertainment projects.
- The urban patterns respond clearly to the present development varying according to their formation and historical development. The most remarkable patterns are:
- the traditional patterns of the existing city,
- the remaining historical parts of Dubai,
- the new development on desert land,
- the skyscrapers and tall buildings,
- the large scale mixed use projects.



Fig. (5.1) Some of the new and old urban patterns in Dubai

- Urban patterns are defined because of the old Doha's original circulation system and the semicircular shape of the coastline.
- The city structure created a grid of parallel ring roads and radial arterial streets.
- The West Bay area contains a mixed pattern of housing and business functions.
- The old centre which includes a spatial pattern of the old and new souk areas has transformed the old fabric: the pedestrian network now forms circulation for private cars and the pedestrian.
- The new developments along the Doha Corniche are all of high rise towers, tall buildings and landmarks.



Fig. (5.2) Part of the urban patterns along the Corniche

- The urban patterns in Kuwait City are diverse reflecting the historical process of development, transformation, damage and recovery.
- There is a mix of several patterns penetrated with large scale voids or vacant lots of land reserved for redevelopment. The major patterns are:
- Grid patterns: These shape most of the residential areas and housing schemes.
- Scattered buildings patterns: that resulted from the demolition and incomplete development of the 1960's and 1970's.
- High rise buildings and skyscrapers patterns: especially in the CBD, reflect the economic and administrative importance of the capital city.
- Monumental buildings and landmarks: built to serve particular functions, such as the Television Tower, old and new Water towers, Chamber of Commerce, etc.

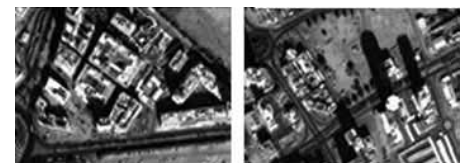


Fig. (5.3) Part of the dominant urban patterns in the city

- Within this structure, it is possible to differentiate between the patterns which exist in the north and east, and which has extended to the south, such as:
- The Corniche with its parks, ponds, art and entertainment facilities.
- The Old City, with numerous varieties of traditional houses, markets and streets.
- Large number of shopping malls along the major axes and all over the city.
- High rise buildings, particularly along the Corniche and on Medina Road.
- Large squares, open spaces, and some parks with monumental buildings.
- Wide avenues and large squares that were constructed to handle the increased traffic.
- The villa type- and the gated communities-based land use pattern, which are allocated for middle and higher class residents.

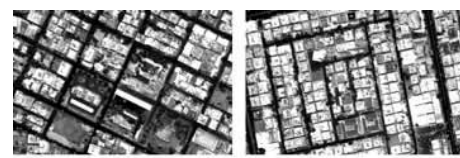


Fig. (5.4) Some of the dominant urban patterns in Jeddah

## 5.2.3 CITY MAKING: CITY FORM

### Public Spaces

D  
U  
B  
A  
I



Fig. (5.5) The Clock Tower Square, Dubai

- Public open spaces are very little due to the harsh climatic conditions.
- The rapid development of the city did not give attention to the planning of open public spaces.
- Indoor gathering spaces are the most dominant type of public spaces.
- The main indoor public spaces are found within traditional markets, and in the shopping malls all over the city.
- Outdoor public spaces are represented in some urban parks, promenades along the Creek and the sea side, green stretches along main roads.
- High quality private/public spaces are found in the new developments.
- The main parks are Creek Side Park, Safa Park and Al Mamzar Beach Park.

D  
O  
H  
A



Fig. (5.6) A Square at the Doha Corniche, Doha

- Public open spaces are concentrated along the gulf of Qatar.
- Indoor gathering spaces are found in shopping malls and mixed-used centres.
- Some indoor public spaces of special character are found within the few traditional markets.
- Outdoor public spaces are represented in some urban parks, promenades along the sea side, and green stretches along main roads.
- High quality private/public spaces exist in the new developments to the north and in many private complexes.
- The main recreation areas and urban parks are found along the promenade on the Corniche, see fig. (5.6).

K  
U  
W  
A  
I  
T



Fig. (5.7) The Safat Plaza in Kuwait City

- Public open spaces have no clear pattern in the city.
- Several phases in the historical development of the city have resulted in many fragmented spaces scattered all over the city centre.
- Indoor gathering spaces are dominant in all public complexes and within the shopping malls all over the city.
- Urban squares are found in some strategic locations. They are organizing nodes for traffic and circulation, see fig. (5.7).
- Urban parks, promenades, pedestrian areas, and green stretches extend along the gulf side.
- High quality private/public spaces exist in the new developments.

J  
E  
D  
D  
A  
H



Fig. (5.8) The Orbit square in Jeddah

- Public open spaces are little due to conservative nature of the society.
- Indoor gathering spaces are the dominant pattern of public spaces.
- The most attractive indoor public spaces are found within traditional markets, and in the shopping malls all over the city.
- Pedestrians zones are found in the traditional markets of the old city.
- Outdoor public spaces are represented in the promenades along the Corniche and the sea side, and some green stretches along main roads.
- There are numerous round-about squares provided with large scale sculptures and public artworks which act as landmarks. These reflect a projected identity of the 1980's, "Jeddah, the city of Arts", see fig. (5.8).



# Visual Form

Dubai represents a wide variety of visual images. The most dominant types of images are:

1. The panoramic views seen from the Creek, the sea and the desert represent a mix of old and new, traditional and modern in a relatively heterogeneous form.
2. The axial views “Vistas” that expose great parts of the inner city areas, particularly in the cross roads leading to the Gulf.
3. The Landmarks: They are numerous and diverse, such as Burj Al Arab and the developments along the Shaikh Zayed Road.
4. The sequential vision along the visual corridors are of incoherent characteristics.
5. The “view from above” seeing from the tall buildings, provide a new visual perception for the city.

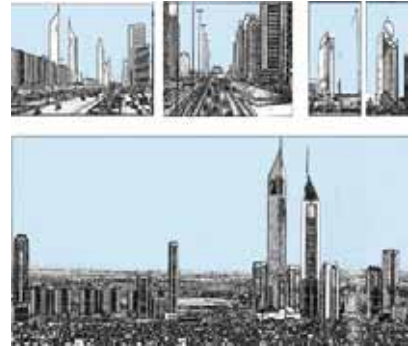


Fig. (5.9) Part of the images of Dubai showing its visual elements and landmarks

- The semicircular shape of the coastline of Doha has given rise to a highly distinguished visual image through the different panoramic views of the city.
- Those panoramic views are connected clearly with radial corridors the city, exposing its inner areas.
- The city’s skyline, along the Corniche, is characterized by both low and high-rise buildings, and there is a mixture of architectural silhouettes and styles. Key features are the parks, which form focal points at one end of the Corniche.
- Several significant legible landmarks are very identifiable in the silhouette of the city, the Sheraton Hotel, the high-rise blocks and landmarks such as the Al Diwan, the Grand Mosque, the Museum Park and the National Museum along the coast.



Fig. (5.10) The images of Doha showing its visual elements

- The skyline of Kuwait City is almost flat with some of high-rise buildings of different scales and masses. Large vacant lots of lands, which have little distinguishable elements mark the city.
- The views along the major axes of the city are almost identical, due to the typical images of housing estates, although they are different in size and masses. They lack a sort of unity and variety as well as a sense of hierarchy.
- Landmarks are unique, but new high-rise buildings are laid out haphazardly.
- The most significant landmark in the city, the Kuwait Towers, can be seen from most angles within the city and the areas around it.
- Most of the architectural styles in the city center, are new modern buildings dominating the skyline of the center.

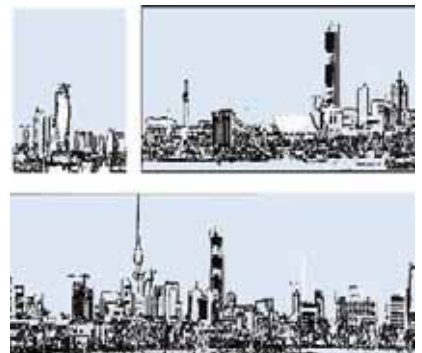


Fig. (5.11) Parts of the images of the skyline of Kuwait city

- The visual image of Jeddah is of a large modern city, a gateway to Mecca. This image represents three main elements, the city itself, the sea and the desert and mountains.
- The old city became surrounded by new residential districts with palatial residences for the newly rich Arabian businessmen and officials.
- The silhouette of Jeddah is greatly influenced with its low rise character, with the exception of the center, and many vacant unplanned vast lands that penetrate the city fabric.
- Major landmarks also comprise the university, airport and the port.
- The city contains an unusually large number of modern open air sculptures and works of art, typically situated in traffic roundabouts acting as strong vistas, which make it, to this day, the largest open-air art gallery in the world.



Fig. (5.12) Some of the images of Jeddah

# CITY MAKING

## Silhouette

D  
U  
B  
A  
I

The skyline of Dubai as seen from the Gulf Sea ( a computer generated -3D model by the researcher). The dominance of high-rise buildings of different masses, volumes and heights over the cityscape with no homogenous relationships in the overall form leads to a fragmented visual image cityform. See fig. (5.13).



Fig. (5.13) The skyline of Dubai as seen from the Gulf Sea

D  
O  
H  
A

The skyline of Doha as seen from the Qatar Gulf ( a computer generated-3D model by the researcher). The growth rate of the high-rise buildings over the cityscape gives a possibility to direct and control the quality of the visual images and preserve its landmarks. See fig. (5.14).



Fig. (5.14) The skyline of Doha as seen from the Qatar Gulf

K  
U  
W  
A  
I  
T

The skyline of Kuwait City as seen from the Gulf Sea ( a computer generated-3D model by the researcher). The fragmentation of building masses and height, and the penetration of many vacant plots distort the perception of the city image in spite of the high quality of some visual elements. See fig. (5.15).



Fig. (5.15) The skyline of Kuwait as seen from the Gulf Sea

J  
E  
D  
D  
A  
H

The skyline of Jeddah as seen from the Red Sea ( a computer generated-3D model by the researcher). The image of the city is shaped through its low rise scattered buildings dominated by the buildings in the center and the old city. See fig. (5.16).



Fig. (5.16) The skyline of Jeddah as seen from the Red Sea

Images are projected from computer generated models for the Gulf cities by the author. Scale is approximate



## 5.2.3 CITY MAKING: CITY DEVELOPMENT

### Strategies and Development Plans

#### Strategies

D  
U  
B  
A  
I



Fig. (5.17) The land use of the Structure Plan of Dubai 2012 (source: Dubai Municipality 2003)

- The Dubai Strategic Plan focuses on five key areas that show the development potential - economic development; social development; infrastructure, land and the environment; security, justice and safety and, public sector excellence.
- The strategy aims to optimise land use in order to meet the needs of sustainable development while preserving natural resources.
- This involves comprehensive and integrated planning of the elements of urban development; promoting policies concerning nationals' housing; ensuring public services and facilities for growth; providing adequate supply of housing for low and medium-income families; and upgrading existing labour housing policies and ensuring enforcement.

D  
O  
H  
A



Fig. (5.18) The Greater Doha Structure Plan (source: Doha Municipality 2002)

- The Doha Structure Plan is an ambitious physical development plan to promote the vision for Doha as the academic center, sports center, and major tourist center of the Middle East, and to place Doha as a capital city well renowned for its international influence in the political, corporate business, and cultural arena/spectrum.
- The Doha Structure Plan envisages provisions of a wide range of public services and facilities, including parks and recreational facilities, schools, mosques, health and public safety facilities.
- The Greater Doha Master Directive Plan (MDP) provides a policy-oriented vision statement to serve the region for the next twenty-five years, based on Qatari values and aspirations.

K  
U  
W  
A  
I  
T



Fig. (5.19) Kuwait City Structure Plan (source: Kuwait Municipality 2005)

- The Structure Plan for Kuwait City envisages a potential role for the city as an international financial, business and commercial centre for the Gulf countries, as well as the seat of the State of Kuwait.
- The plan involves sustained improvement of services, infrastructure, utilities and service facilities and promote qualitative attributes of the city image, and proposes a circular rapid transit system within the city's metropolitan area.
- Proposed development areas include five prospective functional development areas. They are urban development areas, urban renewal areas, and the development of local service and facilities sites.

J  
E  
D  
D  
A  
H



Fig. (5.20) The Urban Development Strategy of Jeddah 2004-2055 (source: Jeddah Municipality 2003)

- According to the Urban Development Strategy of Jeddah (2004-2055), the future vision for the city focuses on the presentation of Jeddah as an important international and a national trade center, a tourism and recreation city, a medical and educational city, a free economic zone that enjoys an important transportation location and an industrial and electronic industries city.
- The development strategy relies on what is so called "Balanced Development", in which it maximizes the use of available resources and creates new opportunities through the establishment of satellite cities around Jeddah.

## Plans

The Dubai Structure Plan 1998-2012 aims at directing the urban growth in the city and its surrounding region, through:

- Attempting to cope with the future development through making the best use of the land, avoiding the waste in resources and services.
- Accommodating changes in population, which is expected to reach 2.5 million inhabitants by the year 2012.
- Strengthening the mixed-use character of the city center, CBD, and stressing the importance of the Creek as a seat for institutions and public services.
- Responding to the future public and governmental needs.

The Greater Doha Structure Plan defines areas that can be opened to development while aiming to limit urban growth. The main areas of the plan are:

- Limiting urban growth at the 'gas pipeline' running along the western and northern edges of the city.
- At the southern edge, a green belt is proposed to limit urban growth and to protect the basin of the desalination plant on the coast.
- Instead of linear growth along corridors, a more compact city is foreseen.
- Maintaining the existing corridors are open to development.
- The transportation network is designed to support future development.

The main designated land uses in the master plan are:

- Areas designated for use by the proposed scheme are for international business, a commercial centre, and complementing financial institutions.
- Art and culture centre, overlooking the Gulf.
- Leisure and recreation areas, along the "Green Belt" located south of the city.
- Amusement & leisure parks, and luxurious hotels with strategic locations.
- Heritage Village District and parks, replacing the existing graveyards and cemeteries.
- The old market quarter (Souk) area is proposed to attain an up-grading development scheme that would promote its qualitative attributes and accessibility.

According to the strategy, it is envisaged that these principles will encourage:

- The concentration of development in the existing urban stock, filling many large scale wet urban land and will make the best use of the economic investments in the existing infrastructure.
- In the meantime, the strategy will allow the establishment of integrated large scale projects either along the sea coast or within the huge urban voids within the neighborhoods.
- It is also envisaged that the old neighborhoods will be renovated and the provision of public services will be greatly enhanced.

## Areas of Actions

- Civic Spine, for institutional use.
- Gulf-Desert Spine, shaped with mixed uses.
- Gulf axis, connected with the Gulf .
- Developing the CBD as an international cultural and a world business center, where facilities, mixed use areas, Opera House, cinemas, etc, are established.
- Agro Spine and natural protectorates zone.
- Open Zone, links the protectorate to the desert.
- Long term growth development zone.

Five areas for redevelopment are:

- Re-establishment of the city's prime functions.
- Upgrading or revitalization of commercial, entertainment, and life functions.
- Establishment of a historical district.
- Increasing parks and green areas .
- Improvement of accessibility to the center.
- Creating the Grand Hamad Corridor that will comprise a Galleria, a World Business Centre, a World Square and middle-class hotels.

The plan divides the city into areas of major development potential characteristics, reflected in their strategic location, accessibility, and particular urban environmental feature, identified to be:

- the water front area,
- the city's outer enclosure,
- the top accessible areas,
- the core areas,
- the old quarter.

The main areas of action are:

- the conservation of the historic core,
- developing Jeddah water front,
- expansion and redevelopment of the CBD,
- redevelopment of urban voids and vacant lots,
- improving transportation plans,
- introducing public transportation system,
- redevelopment of the Lagoon areas,
- enhancing the public open spaces.

# CITY DEVELOPMENT: Development on the Gulf water

## Characteristics

D U B A I



Fig. (5.21) The urban areas of Dubai in 2005 showing the development of the city inside the Gulf water and in desert

- The sea front became a spatial sequence of artificial islands and lagoons, where luxury villas, residents, leisure facilities and mixed uses became the front of the city taking ornamental and showy configurations.
- The transformations of the waterfront of Dubai have been extensively strengthened by making it a new center of activity.
- The existing developments show that there are no corridors to the Gulf, which changed negatively the city's nature and character as a Gulf city.

D O H A



Fig. (5.22) The central area of Doha along the Gulf of Qatar in 2004. Many highways, ring roads and huge infrastructure are being constructed.

- The representative projects showed an increasing interest to expand on the Gulf of Qatar water, creating a variety of projects, from cultural civic ones to residential and touristic ones.
- The massive water development projects are found to the north of the Gulf of Qatar, but other smaller scale projects are frequently appearing along the Corniche area and inside the Gulf water.
- The emerging projects are changing the image of the city and introducing new elements to the city structure.
- There is no clear vision or plan for the city image, as it is being prepared.

K U W A I T



Fig. (5.23) Part of the Kuwait City showing its center and the adjacent areas 2006. It shows the fragmented character of the center and its surroundings.

- There are on-going massive developments on the Gulf of Kuwait water, except the huge on going plans of the nearby Silk City, facing the city across the Gulf, (although it is not directly located in Kuwait City) and some limited scale tourism and quality residential developments.
- The development of new water front developments in certain locations add new dimensions to the development on the Gulf water.

J E D D A H



Fig. (5.24) Part of the Jeddah, illustrating its center and the adjacent areas.

- With the exception of the Bohairat City (Lakes City), the recent developments on the sea water don't show any outstanding interventions on the sea water.
- There are some limited interventions for new complexes located on the sea.
- There is under preparation a large scale development plans to redevelop the water front strip near to the city centre,
- Also, the redeveloping the whole Corniche area as a sequence of recreation areas, public spaces and urban parks is being developed.

## Major Projects (Selection)

### The Palms I, II, III

- The Palm Islands, Palm Jumeira and Palm Jebel Ali are the world's largest man-made islands being built.
- These artificial islands will have residential, leisure and entertainment facilities.
- They include luxury hotels, exclusive villas and shoreline apartments, marinas, restaurants, shopping, sports facilities, spas, cinemas and marinas, a water theme park, and a stadium.

### The Pearl of Qatar

- The Pearl, the Riviera Arabia, is a huge man-made island being built off the coast.
- It is shaped as a string of pearls and diamonds and will be linked to the mainland by a lined super highway.
- The project will contain towers, towns houses, themed districts, luxury hotels, marinas, leisure and retail facilities.

### Madinat Al Harir (Silk City)

- Establishes a multi-purpose, economic, commercial and residential new city, composed of specialized cities
- These cities include business city, cultural, media & film, housing, education & health, industrial cities and Silk Road- free zone, ecological, leisure, lifestyle, sports cities, parks & lakes.

### Venice Islands

- The Venice Islands "Al Bundoquia Islands" waterfront development will be built on the southern part of the Corniche coast along the Red Sea.
- Copying the images, channels, the buildings, and bridges of Venice, it comprises residential and recreational islands dominated by a skyscraper of about 1,000 meters high.

### The World

- The World is a very large scale islands-project under construction, shaped like the continents of the world and will have about 300 smaller artificial islands.
- These islands, cover an area of about 9 km in width, within an oval shaped breakwater, range from 24,000 to 84,000 sqm in size and will be divided into four categories, private and estate homes, resorts, and community islands.

### Lusail

- Lusail is considered to be the northern expansion of the capital Doha.
- Lusail is a self-sustaining community comprising residential, commercial, retail, hospitality, resort, and entertainment venues.
- In turn, it is expected to improve the economic and physical profile of Qatar.

### Al Khairan Pearl City

- Al Khairan Pearl City aims to accommodate an ultimate population of 100,000 inhabitants. As the Venice of the Gulf, this city's house plots have their own mooring and berthing.
- Khairan Pearl City will feature all of today's modern facilities, to make daily life in a self-contained neighbourhood both convenient and effortless.

### Bohairat City (Lakes City)

- The Bohairate City is located to the north of Obhour lagoon to the north of Jeddah. It is one of the first artificial islands built in the region.
- Luxury residents, villas, apartments and chalets are planned. Shopping centers and mixed use developments of shopping centers, specialized markets, supported services, hotels, will be included.

### Dubai Waterfront

- Dubai Waterfront takes the shape of a giant crescent land which will feature over 150 master-planned communities.
- It is planned as a large water-front development with numerous high-rise residential and resort facilities.
- It will include all the needed urban amenities such as retail, recreational, leisure, health and sport facilities.

### Nautilus Islands

- The Nautilus Islands is a group of man-made islands north to the Pearl site.
- The artificial islands are planned and designed to provide total high standard accommodation facilities such as luxury hotels, marina, lavish residential areas, and related facilities.

### Madinat Al Fahaheel

- Madinat Al Fahaheel is a town centre-development, located to the south of the capital city.
- It is a multi-phased project comprising several commercial, shopping, marina, and leisure facilities.

### The New Water Front

- A 5 square kilometer central district. The development strategy is to reunite the city centre with the sea and to strengthen its economic vitality .
- Development strategy is based on a system of city corridors, derived from an existing city grid, will creating spatial connections between the city and new developments along the waterfront.

# CITY DEVELOPMENT: DEVELOPMENT ON LAND

D  
U  
B  
A  
I



Fig. (5.25) View of the Sheikh Zayed Street, one of the main roads in Dubai's center.

D  
O  
H  
A



Fig. (5.26) The recent urbanization in Doha city .

K  
U  
W  
A  
I  
T



Fig. (5.27) Part of new Kuwait City and many trials of enhancing the deserted city image.

J  
E  
D  
D  
A  
H



Fig. (5.28) Part of Jeddah shows the CBD, residential areas, and shopping centers.

## Characteristics

- Dubai is rapidly developing into a network of roads connecting “cities within the city” in the form of new large scale urban projects of exclusive residential neighborhoods, business parks and commercial, shopping malls, tourist, entertainment and leisure neighborhoods.
- All of these large scale urban projects are extending the city in all directions.
- They have almost no relationship with the existing development plan of the city any contextual relationships to their surrounding physical or cultural environments which can prove problematic for the future of the city, its livability and inhabitants’ satisfaction.

- The morphology of the landscape has been considerably changed through the establishment of key urban projects in Doha.
- Several large scale developments and key urban projects started mushrooming within and around the existing city.
- New projects cover quality residential developments, major cultural, educational, health, touristic technological and financial conglomerates.
- The establishment of large scale sport and cultural facilities have resulted in expanding Doha’s consumer base, boosting the economic activity and shifting its emphasis from a goods centered economy to a service based economy.

- Several urban projects of various scales are increasingly filling many gaps in the urban structure of Kuwait City. While very large scale urban developments, including new satellite cities adjacent to Kuwait city, are frequently being planned and constructed on the fringes of the city.
- New urban projects are expanding the boundaries of the city into the desert and creating a new pattern of spatial relationships to the city.
- The emerging urban projects change the image of the city without having a reference image vision.
- New projects cover quality residential developments, major cultural, educational, health, touristic and financial conglomerates.

- Jeddah is increasingly developing into a large city, reflecting its clear role as a commercial, tourist and pilgrim centre.
- The new urban projects that have emerged in the city, are of completely new residential neighborhoods, commercial and financial, and tourist facilities, shopping malls, entertainment and leisure areas are developing a new city image.
- They have almost no relationship between these projects and the existing development plan of the city, nor any contextual relationships to their surrounding areas.
- The new development plan of the city is being prepared for the future of the city, where the impact of the new projects may be considered in it.



## Major Projects (Selection)

### Dubai Land

- Dubai Land project will have mixed-use themed entertainment, recreation and amusement parks, eco-tourism, science centres and commercial real-estate spread over 280 sq km.
- It will include themed districts like Dubai Sports City, Aqua Dubai, Dubai Global Village, Culture & Science World and Dubai Heritage Vision among others.

### Entertainment City

- The project is intended to be an integral focal point of the grand Lusail Development as well as a “tourist engine” for Qatar.
- The Entertainment City is considered to be a unique development within the region.
- The project fits completely within the government’s vision of developing tourism and availing a greater scope of leisure activities for local, regional, and international visitors.

### Khabary City

- This proposal for a futuristic self-contained city, located in Fahaheel just outside of Kuwait City, incorporates a range of hotels, retail, and residential units, to leisure facilities, hospitals and educational establishments.
- The complex features an undercover walkway stretching from one side of the city to the other.

### The Cultural Axis

- This project is a large scale development that aims to add an important cultural and recreational dimension to the city.
- It is based on creating a cultural axis that includes two main paths; the Unification Path, telling the story of the unifying of the Kingdom, and the Muslim States Path, telling the story of the Muslim states through out history.

### The Business Bay

- The Business Bay development stretches several kilometers along the extended Dubai Creek to allow construction of a huge new city within the city.
- It will feature facilities such as towers for offices and accommodation designed by internationally renewed architects.
- The project intends to create a new commercial and business cluster.

### Education City

- The proposed 2,400 acre multi-institutional ‘education city’ is to be set up under the sponsorship of the Qatar Foundation.
- The facility includes higher educational institutions, specialized training in design arts and languages, and sporting facilities, in cooperation with the outstanding American universities to develop world class educational institutions in Qatar.

### The Mall of Kuwait

- The Mall of Kuwait, which is expected to be among the largest mixed-use commercial developments in Kuwait, is located in south Sabahiya.
- The mall will comprise shopping units, a hypermarket, a multi-storey car-park, an IMAX cinema complex and a multi-purpose convention hall.

### Jeddah Hills Community

- The Jeddah Hills project is located on the eastern desert on the outskirts of Jeddah.
- This large scale residential development project is designed to be an integrated urban community for 20,000 units.
- The proposed community, divided into “villages” of different urban and architectural styles, features many amenities, such as shops, schools, mosques and parks.

### Old Town

- The Old Town incorporates traditional markets, squares, alleyways and inner courtyards as a village within the city.
- It contains a variety of services, including recreation, sports facilities and the traditional open bazars and businesses and waterfront restaurants.
- The markets include boutiques, antique shops, galleries and a hotel.

### Museum of Islamic Arts

- Designed by I.M. Pei, the Museum of Islamic Arts is a notable landmark for the city that provides the highest standards of display and research.
- The museum will display the Qatar National Collection of Islamic Art, a collection of ceramics, metalwork, jewelry, woodwork, glass and other items made in the Islamic World.

### The 360°Kuwait Mall

- The 360°Kuwait Mall project is a large shopping and entertainment centre that consists of a two-storey shopping mall including retail units, cinema and entertainment complex including an IMAX theatre.
- The mall is expected to be a modern interpretation of traditional designs of the region.

### Jeddah's “Central Park”

- The project comprises of the proposed largest shopping mall in Saudi Arabia, residential, several office towers and related activities.
- It is located to the south eastern part of the city, in a vital and strategic location .
- The grand shopping mall is surrounded with investment and commercial lots, spanning over the surrounded roads which are dedicated to multiple activities.

# CITY DEVELOPMENT: DEVELOPMENT ON THE SKY

D  
U  
B  
A  
I

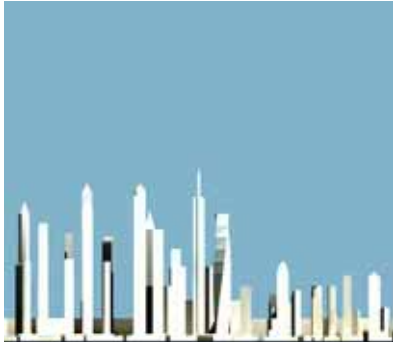


Fig. (5.29) Part of the skyline of Dubai, showing the high rise development along the Sheikh Zayed Street.

D  
O  
H  
A



Fig. (5.30) Part of the skyline of Doha, showing the merging tall buildings pattern, as seen from the Qatar Bay.

K  
U  
W  
A  
I  
T

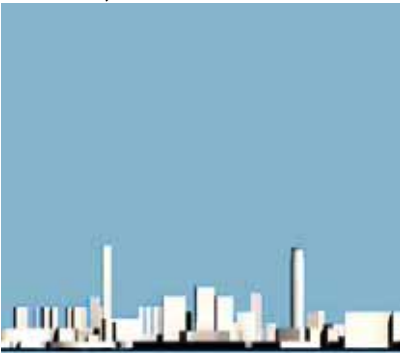


Fig. (5.31) Part of the skyline of Kuwait City, showing the merging tall buildings pattern, as seen from the Kuwait Bay.

J  
E  
D  
D  
A  
H



Fig. (5.32) Part of the skyline of Jeddah city centre, showing the merging tall buildings, as seen from the Red Sea.

## Characteristics

- Today the skyline of Dubai is suffering from haphazard unprecedented growth.
- Some of the tower buildings, such as the financial centre, or the tall buildings along the Creek are considerably inconsistent with the surrounding urban form distinctive features on the skyline. However, most of the new towers, such as in the Business Bay project are massive anonymous blocks that become a forest.
- Many of the new tall buildings are segregated on the urban fabric level, and therefore, they extremely distort the city's legibility. See fig. (5.29).
- The emerging high-rise development corresponds to the telegenic images of the city's mega-projects, representing massive changes in its structure.

- The present skyline of Doha is characterized by the frequently emerging tall buildings of different forms and heights, especially along the Qatar Bay, and in different locations in the city centre.
- The scattered dominant building patterns of these developments are often clearly remarking the separation from themselves and surrounding buildings and visually conflicting with adjoining surroundings. See fig. (5.30).
- These tall buildings are embodying a comprehensible meaning and reflect a distinct identity of the place.

- The Kuwait Municipality permission issued in 2005 to increase building heights to 100 floors has a strong effect on the image and identity of the city and stimulates real estate investments in the city.
- The new towers and high rise buildings seem to be constructed without proper relationships with each other and with the surrounding context.
- The positioning of the tall buildings in Kuwait City seems chaotic and lacks a sense of place orientation and proper visual consistency of the cityscape level. See fig. (5.31).
- The emerging tall buildings have no affinity with the current structural plan of the city.

- New tall buildings and skyscrapers emerged in the old core of the city and along the Corniche strip as well as other locations in the city.
- The construction of tall buildings refers mainly to the rapid interest to establish landmarks as corporate images for institutions or individuals.
- The Corniche strip is currently witnessing the development of increasingly "iconic" towers accommodating luxury residential towers headquarters, and business parks, of various scales and shapes. See fig. (5.32).
- The new high rise projects will be integrated communities along the Corniche.

## Major Projects (Selection)

### Burj Dubai

- Burj Dubai, the world's tallest building at 800m is the centerpiece of the regions most prestigious urban development.
- The project includes an Armani hotel, retail, offices and residential apartments.
- The tower complex includes the Old Town, a low-rise residential development modelled on Dubai's traditional architecture as well as the Dubai Mall, proposed to be the world's largest mall.

### Qatar National Bank

- The headquarters for Qatar National Bank which will be located facing Doha Bay in the center of the Corniche area.
- The building is designed to be a prominent landmark that would be instantly recognized locally and throughout the world.
- The future headquarters will have a total built area of around 63,000 m<sup>2</sup>, to include offices, conference facilities and multipurpose hall .

### Mubarak Al Kabir Tower

- Madinat Al Hareer will house the world's tallest tower at 1,001 m Mubarak Al Kabir Tower, that will create a vertical community made up of seven neighborhoods stacked one atop another.
- Towering more than 200 storeys high, would form 'a city in the sky', and would contain offices, apartments, a school, a medical centre, and possibly a mosque.

### The "Al-Nakheel", The Palms

- Al-Nakheel project, located at the heart of the city aims to provide a large scale mixed-use developments of high quality.
- It will reform the morphology of the surroundings through the linking of a set of principle roads with the nearby residential and commercial quarters.
- It is divided into four zones of mixed-use towers, low rise and different services.

### Al Burj (The Tower)

- Al Burj is the anchor of Madinat Al Arab, a new city with a population of at least half a million within the Waterfront project.
- It is set to be one of the tallest buildings in the world and going head to head with the underconstruction Burj Dubai.
- The final height of both towers remains a secret.

### Qatar National Library

- Designed by Arata Isozaki, Qatar National Library, the major repository of bibliographic references on the country, is a recent landmark added to the Gulf.
- The library will include the National History Museum, galleries, a children's centre, closed book stacks, reading rooms, a restaurant, a lecture room, and a conference hall.

### Kuwait Business Town development

- The Kuwait Business Town development is an ambitious development project in Sharq area.
- The overall development will consist of seven commercial towers ranging between 28 and 40 floors, a plaza and a multi-storey car-park.

### Jeddah International Business Center

- The Jeddah International Business Center is a future landmark of a mix of hotel, shopping malls and commercial tower.
- The most dominant design element is a massive arch that would be the largest in the world.
- The tower will be 50 storeys high, close to the historical district, and visible from all over the city.

### The Palm Trump Tower

- The Palm Trump Tower will provide a spectacular luxury centrepiece hotel on the Golden Mile – the exclusive residential and retail boulevard on the trunk of The Palm Jumeirah.
- The development will include a luxurious selection of facilities and services, a spa and health club.

### Sabban Towers

- Located on The Pearl's largest harbor, Porto Arabia, Sabban Towers will be located near the entrance to the island.
- They will offer freehold luxury apartments and penthouses with Mediterranean-style with contemporary architecture, each with a harbor or sea view.

### The Asian Olympia

- The Asian Olympia, which is under construction in Salmiya, consists of a headquarters building for the Asian Olympia Council, a five-star hotel, office and residential towers, retail areas and three levels of underground parking.

### The O.I.C. Headquarters

- The O.I.C. (Organization for Islamic Conference) headquarters, raises for about 40 floors. It is part of the large scale "the Cultural Axes" development and it's a major landmark.
- The tower complex is on a dome-like structure that has been familiar icon in the Middle East.

## 5.3 CITY BRANDING:

### Objectives

### Policies

#### DUBAI

- To create an excellent city that provides the essence of success and comfort of living.
- To promote Dubai as the business centre of the region
- To be the leading commercial, residential, exhibition & convention centre in the Middle East and adjacent regions, complementing Dubai's governments initiatives and benefiting the local community.

- Dubai strategic vision for 2010 seeks to triple the number of tourists visiting Dubai, from the current 5 million per year to 15 million.
- The overall policy is to reduce the country's dependency on oil as a source of revenue.
- To create an excellent city that provides the essence of success and comfort of living.

#### DOHA

- To create Doha (Qatar) as the academic center, sports center, and major tourist center of the Middle East.
- To place Doha as a capital city well renowned for its international influence in the political, corporate business, and cultural spectrums.
- To respond to the social and economic needs through the year 2025 and build a solid foundation for future generations.

- The city is making itself a host of international sports events such as tennis champions, football games, sailing races, Formula One and golf contests, leading to the Doha's interest to deliver the Olympic summer games 2016 and the soccer world championship 2018.
- Doha promotes itself for a considerable low living cost, in comparison with other cities in the region, as a special location advantage for Doha.
- Part of the policies rely on the belief that Qatar could be a new economic hub in the region, to attract tourism and a diversity of businesses and investments.

#### KUWAIT

- Kuwait is the capital of the future, (The Municipality of Kuwait).
- Kuwait is the land of friendship, (Kuwait Tourism Services Company).

- There is no published official information or published sources made available for the researcher, with regard to branding policies for branding Kuwait City.
- Branding for private large scale urban projects and real estate developments rely on marketing these developments as to create part of the future city, through the establishment of mega scale, unique, unprecedented and late modern intervention that effectively respond to the aspirations of the city as the city of the future.

#### JEDDAH

- To develop and promote the city as the commercial capital of the Kingdom. (Jeddah Municipality 2007)
- To stress the role of the city as the leading regional centre for business and consumer events.
- To promote Jeddah as a first choice destination for leisure visitors from within the Kingdom and abroad.

- The adopted policies to attain the announced vision are basically to:
- Maintain and develop the assets of Jeddah, while maximizing its development potentials.
  - Provide well developed and innovative municipal services of high and efficient standards, which will make life in Jeddah easier, good-looking and better within a simulative working environment, while protecting both private and public rights.
  - Respond to the growing interest in the future tourism investments in city.

# Target Groups

## Residents

- More than 80 per cent of Dubai's 1.5 million residents are expatriates.
- Dubai's population increased in the last few years, especially since 2004.

- The majority of residents are expatriates.
- Qatari nationals form a minority.
- The largest portion of expatriates in Doha are from South Asian countries, Levant Arab countries and East Asia.
- Doha is also home to expatriates from the United States, United Kingdom, and Norway.

- A variety of groups reside in Kuwait City, and only around 40 percent of the population is Kuwaiti.
- People from Middle Eastern nations constitute 35 percent of the population.

- Jeddah has a strong cosmopolitan sociocultural atmosphere of living.
- The city has rapidly become established as the most important leisure facility country, and attracts inhabitants from surrounding areas.

## Tourists

- Dubai hosts major international events with the intention of becoming a prominent tourist destination.
- The tourist of Dubai expects to get a huge variety of fashionable places and events.

- Global travelers arriving in Doha expect to be impressed by modern tourism infrastructure.
- International tourists are attracted to the city because of its nature, places, new man-made island developments on the seascape, shopping and hotel facilities.

- Kuwait city attracts international tourists for its modern attractions, civic life, sea clubs and beaches, parks, water front, resorts, landmarks and the Failaka island.
- The city's great tourism potentials have made it a tourist destination of modern character.

- Jeddah attracts around 10 million domestic overnight visitors and around 2.5 million international tourists.
- The tourists visiting Jeddah are either visitors to Mecca for Hajj and Umrah, or domestic tourists.

## Businessmen

- Dubai has transformed itself from a regional centre to a global business centre.
- It has frequently attracted major international businesses, investments and expertise.
- Currently, it is home to the largest development corporations, large scale investment projects and deals.

- Doha is promoted to attract international financial institutions and multi-national corporations to share in the current economic boom in the region.
- There are ample of opportunities for businesses to generate new revenue streams in Doha.

- Kuwait is a small country whose economy has been traditionally dominated by the state and its oil industry.
- Diversification of economic resources is currently a long-term issue for the Kuwaiti economy.

- Jeddah was and still is promoted as a city of business and investment community.
- The city attempts to attract regional financial institutions and multi-national establishments to share in future development opportunities.

### 5.3.3 BRANDING STRATEGIES: BRANDING LOCATIONS

D  
U  
B  
A  
I



Fig. (5.33) Part of Dubai city

#### Setting

- The site of Dubai is very well promoted through different media as a strategic location on the crossroads between east and west, and a central position on the Gulf.
- These characteristics are extensively marketed for a variety of tourism, commerce and business activities.

#### Climate

- The climate of Dubai is desert; cooler in eastern mountains.
- The landscape is very dry, with little rain, vegetation and animal life. Mountains only take up some few percent of the total territory. However, Dubai is promoting its weather as suitable weather for a variety of sports and activities.

D  
O  
H  
A



Fig. (5.34) Part of Doha city

- The location of Doha with its distinct shoreline and natural landscape quality is being used in branding a picturesque character of the city.
- Doha serves as the base point to travel in Qatar, as an important asset in promoting the city and its different activities.

- The climate of Doha in winter makes it a special asset for being an international and regional tourist destination.
- The contrast between the climatic characteristics of the peninsula of Qatar and the desert creates an asset of different ecological conditions to be experienced and explored.

K  
U  
W  
A  
I  
T



Fig. (5.35) Part of Kuwait City

- Kuwait City is strategically located at the Kuwait Bay.
- Its location at the meeting point of the express ways made it possible to market the city for different purposes and for various target groups.

- The harsh climate and ecological conditions of Kuwait city makes it challenging to be controlled.
- The flat and desert landscape of Kuwait made it a strong branding of location assets.

J  
E  
D  
D  
A  
H



Fig. (5.36) Part of Jeddah city

- The character of Jeddah as a sea port shaped its natural significance.
- For its location, it has been played an important role, which enables its branding location in many ways.

- The coastal climate of the city and its surrounding desert landscape have greatly influenced the marketing of the city as a unique tourist and a commercial destination in a unique way.

## Urban Projects

- Dubai is one of the fastest growing city-projects-brand among many cities.
- Branding projects has benefited from branding the city and vice versa.
- Urban excitement, the approach towards superlatives, where the tallest, the biggest, the largest and the finest, etc., is the underlying brand identity.
- The effectiveness of the new projects is explained by these necessary adjectives for urban projects, to attract investors, tourists and shoppers.
- Through iconic forms, the projects use urban conditions to produce new distinct though not necessarily original or authentic images.

- Marketing of new urban projects have taken several forms and media.
- The underlying branding message for these projects is always to promote for the first, the largest, the most unique, distinct, superior, prestigious, etc.
- The effectiveness of the new projects is explained by their approach towards image-orientated developments.
- A major concern of many projects is to help establish a new tourist identity for the city, through the visual communication of iconic forms and meaningful representations.

- Marketing new urban projects is done basically for large scale shopping, entertainment, tourist and business projects.
- Image and visual effects supported with impressive slogans attract potential costumers and the locals to creating their own locations within these images.
- Branding for urban projects is used for influencing the decision making process for the sake of these projects.
- However, branding urban projects lack consistent integrated vision for the future development of the city.

- Marketing new projects indicates a recent building boom in the city.
- The branding message is always to promote for the wealthy, the rich, the grandiose, the luxury and the prestigious, etc.
- Although new urban projects and landmark buildings are currently not too many currently, their image is centered around the an image of iconography.
- However, a major concern of these projects is to help establish new landmarks in the image of the city.

## Signature Architecture

- Dubai has become an attractive destination for international architects to design and build landmarks buildings.
- Architecture in Dubai has a significant role in branding the city through the creation of new icons and unprecedented landmark thus creating new images to be better promoted and sold.

- There is an increasing trend to commissioning international renewed architects to design significant projects in Doha, mostly the institutional or prestigious ones.
- Signature architecture plays an important role in branding Doha and making it 'imaginable'.

- There is an emerging movement toward building fantasy architecture designed by prominent international architects.
- There is a trend to build more superior icons in the city image, creating an exceptional and fantastical look for the future city.

- There is an emerging movement toward building showy architecture by renowned international architects.
- Signature architecture, as it is of a limited scale, plays a limited role in marketing the image of the city.

# BRANDING STRATEGIES: BRANDING CITY LIFE

## Events

- The Calendar of Dubai is full of international events and regional festivals.
- The city has a variety of international sports competitions and events, shopping festivals, and cultural events.

## Attractions

- A wide variety of shopping malls, Global Village, traditional night-time markets, urban parks, Dubai Shopping Festival and the Summer Surprises Festival.

## Lifestyle

- Dubai is a city of contrasts and diversity of people and cultures.
- This makes it one of the most cosmopolitan cities in the world.
- The city offers many lifestyle activities.
- Dubai society is marked by a high degree of tolerance for different lifestyles.
- Dubai remains close to its cultural heritage, folklore and traditional art.

D  
U  
B  
A  
I

- The Calendar of Doha is full of events and festivals during the whole year
- The city is focusing more on international sports events, as well as cultural events.

- There are many attractions in Doha that represent the natural, cultural and touristic assets to the city such as the Corniche area, the museums, the Islamic Centre, the National Library and the Local Heritage Museum.

- Doha is quickly earning a global reputation for excellence in hosting major events due to its offer of a lifestyle atmosphere that combines traditional values and modern once.
- This offers many possibilities – desert escapades and shopping, natural attractions and water sports, sporting facilities and historical museums.

D  
O  
H  
A

- There are many national and local events happened in Kuwait. Few of them are of regional and international significance.

- Attractions include the recreational parks, the artificial island near the Kuwait Water Towers, the Entertainment City, the Musical Fountain, and the Scientific Center.
- It also includes the showbiz, a permanently sited carnival, the old buildings and old city wall and gates, the museums and Liberation Monuments, pearl diving, and water sports facilities.

- The lifestyle of Kuwait's society is defined with religion, Arabian traditions and local customs.
- The process of modernization has changed the lifestyle in the city and made inroads into certain aspects of urban life, housing, occupations, dress and handicrafts.

K  
U  
W  
A  
I  
T

- The festivals and events in Jeddah are focusing on cultural and entertainment events ranging from camel races to musical concerts, from fireworks to grand sales during the whole year. There are also many religious festivals as well.

- The key attractions of Jeddah include the Corniche with its parks, ponds, art and entertainment facilities, and its resorts, marinas and water sports.
- It also includes the old city and the increasing variety of built attractions, theme parks, outdoor art, and cultural events.
- Shopping represents the largest modern attraction in the region.

- The life style of Jeddah is categorized into religious, cultural and social aspects.
- Public festivals such as religious festivals, are generally determined by the dictum of Muslim religion.
- As Jeddah is the gateway to Mecca, visitors from all round the globe flock to it during Hajj and Umrah.

J  
E  
D  
D  
A  
H



# BRANDING STRATEGIES: BRANDING BUSINESS

## Heritage

- Dubai has made large scale efforts towards conserving its built heritage.
- Heritage buildings and sites have been well restored and are in use today.
- Various souks for gold, spice and textile have retained the old-age charm and stand out from the rest of the cityscape.

- Doha is an intriguing mixture of old and new, modern architecture next to traditional Arabian souks and mosques.
- The harbour is a thriving international port well equipped for modern commerce.

- Preservation of historic buildings and conservation of heritage areas is an essential part of the development of the city.
- Listing buildings and restoration projects as well as excavation programmes for the archeological sites are also important.
- Historical buildings and structures are being recorded and restored.

- The outstanding urban heritage of the old city of Jeddah was well preserved in 1970's.
- About 500 buildings were designated as "buildings of architectural and historical significance".
- Due to the lack of maintenance over the past two decades, there are crucial efforts to preserve the old city and develop the surrounding downtown areas.

## Competitiveness

- Dubai as a city of business is based on the trend of diversifying the economic resources of the city (emirates).
- Significant opportunities are offered to attract global companies.
- Business branding approaches rely on the fact that Dubai's economy grew as one of the fastest growing economies in the world today.
- Dubai's real estate development policy has resulted in a construction boom and a significant increase in foreign investment direct in this sector.
- Construction and building materials, banking, insurance and other financial services account for 97 % of the Dubai market.

- Doha's economy is growing very fast because of tourism and associated infrastructure.
- The government aims to diversify the economy and encourage business.
- It seeks to encourage private sector and foreign investment into non-energy sectors, such as the ongoing industrializations program.
- Doha is championing industry-based research and development in its drive to establish a knowledge economy in the Middle East.
- The current economic development strategy is based on free-trade zone incentives such as tax breaks and full ownership rights.
- The current policies aim to attract international companies to the city and to help entrepreneurs to launch new businesses in the field of technology.

- Kuwait's economy is in the midst of a considerable boom propelled by soaring oil export receipts, budget revenues and increased confidence.
- The construction industry is expected to benefit from the private and government investments over the next five years.
- A number of new projects are currently underdevelopment.
- Local contractors estimate that over the next five years the private sector will invest up to \$8 billion in the construction sector, on top of \$3 billion in government spending.
- Spending has gone towards new and upgraded facilities and infrastructure and public works.

- The large-scale projects in Jeddah have made more advancement for implied regional cooperation than their sheer scope.
- Regional and local real estate firms to sell \$25 billion real estate developments.
- The expansion of King Abdul Aziz International Airport in Jeddah, to be completed by 2010, is also a promising sign for increasingly growth.
- Jeddah expedites its infrastructure development, to meet growing demands of the resident population.
- As the signing of free trade agreements and alignment with WTO regulations comes into effect, more businesses will be attracted to the city.

## 5.3.4 CITY BRANDING: MEDIA-GENERATED IMAGE

### Logos



Fig. (5.37) The logo represents a falcon flying over a group of heritage buildings within a square-shaped frame, donating holding on to traditions while looking for the future.

### Slogans

- The catchphrases created for Dubai reflect its multifaceted image branding. The most published slogans of Dubai are:
- Dubai Heart.
- Dubai, the City of Gold.
- Dubai .. Dubai ... Happiness.

### Branding Campaigns

- In 1996, the first Dubai Shopping Festival campaign was launched.
- Following that, branding Dubai as the 'City of Gold' campaigns were initiated.
- Many promotional campaigns were created to strengthen the image of the city as a world economic centre and allow for further development.

D  
U  
B  
A  
I

D  
O  
H  
A



Fig. (5.38) The logo is based on the official national logos, the circle, the palm, the water, and the boat and the Parang.

- Many slogans are used expressing the ideas of the institutions that coined them. Some of these slogans are:
- Look inward to rediscover excellence, and outward to realize it.
- Doha, where cultures converge.
- Explore Qatar .
- Building a strong future on a solid past.

- Branding campaigns for Doha are connected with events and economic plans, such as the campaigns of the Summer Olympic Games, the Doha Cultural Festival, Doha Forum.

K  
U  
W  
A  
I  
T



Fig. (5.39) The logo represents the key symbols of the city, the Water Towers, the traditional gate, a skyline, symbolic trees and water.

- Slogans for Kuwait City are very few. They reflect mainly the outlook to the future, such as:
- Kuwait (City) is the Capital of the Future, (Kuwait Municipality).
- Madinat Al Harir (Silk City) is the new urban future of Kuwait. (Madinat Al harir)
- KhabaryCity, Kuwait's Revolutionary Future City (Khabary City Project).

- Branding campaigns for Kuwait are connected with events and festival.
- There are advertisement campaigns for certain projects in Kuwait, particularly the large scale ones aiming to establish an image of the future Kuwait as a superior city of the Gulf.

J  
E  
D  
D  
A  
H



Fig. (5.40) Jeddah Municipality logo represents the Arabic calligraphy of the word (in English, Honesty) that is an alternative meaning of the word "Amant", municipality.

- There are different slogans according to different visions like:
- Jeddah, the City of Art,
  - Jeddah, Gate of Mecca,
  - Jeddah, the Bride of the Red Sea,
  - The City of Shopping,
  - Jeddah Ghear (is different)

- The historical character of Jeddah as a sea port as well as Mecca's gate and role as a regional city are the message underlying branding campaigns.
- The most important branding campaign is the Jeddah Gheer campaign.
- Through the communication of iconic images of the emerging projects, a new image of the city is created.

## Advertisements

- Advertisement represents the images of Dubai in a selective way of living in a modern city, equipped with modern infrastructure and contemporary services to serve as a world class city for business, living, tourism, and shopping.
- The site of Dubai is promoted as a strategic location on the crossroads between east and west, and a central position on the Gulf.

- There is extensive advertisement activities on the numerous large scale real estate developments currently taking place.
- The image presented by these advertisement is of the prestigious, the unique and the supreme development as Doha is the host city of the future city of the Arab Gulf.

- There are extensive advertisements on some of the large scale real estates developments in the Kuwaiti media.
- The image presented by these advertisements is that of the superlative, revolutionary, visionary, supreme and sometimes accompanied with fantastical images.

- “Tajmil”, beautification, was and is still the most immanent advertisement campaign promoted to imply green landscapes, restored palaces, bubbling fountains and modern sculpture symbolizing the city’s uphill struggle for civic beauty .

## Publications

- Through various printed and electronic publications and multimedia, of different forms, Dubai is marketing itself as a visiting, meetings, international conference and exhibitions destination.
- Most of the publications create a popularity for the city.

- There are sets of publications that provide valuable information on Doha, its history, its economic activities and its educational opportunities.
- The image promoted by these publications is comprehensive and doesn’t orient toward a specific city development vision or specific projects.

- There are limited publications, tourist guides and monographs on Kuwait.
- These publications provide information on Kuwait City, and highlight the heritage of the city, its cultural and artistic activities.
- The image promoted by these publications doesn’t orient toward a specific city vision or identity.

- There are different kinds of printed publications and some tourist guides.
- There are few electronic publications to promote Jeddah as a destination for cultural tourism.

## Web sites

- The web sites of Dubai transmit a message of a city in rapid development and transformation towards a world city.
- The unofficial web sites devoted for the city are numerous, reflecting its status and its anticipated international role.

- Web sites on Doha provide informative message about the city and its current development.
- Single portals promote extensively for the newly approved projects, or events in the city.
- Debates on the new projects and their impact on the city’s future cityscape are extensively dealt with on some sites.

- Web sites on Kuwait are few.
- They provide partial information about the city and its current development.
- Some web sites are allocated for some services, while other sites focus on the city’s heritage and history.
- The overall city image raised by these websites is considerably partial and inconsistent.

- The available web sites are very limited and mostly private.
- The resulted image of Jeddah obtained from these sites is insufficient and cannot provide a positive image.

## 5.4 OBSERVATIONS AND INTERPRETATIONS

### **Changing the image of the natural setting**

Arab Gulf cities have harsh climates and hard landscape conditions to live in. Through their extensive emerging city branding as tourist destinations, their perception of location has been gradually changing, transforming them into favorable places for new sorts of tourism; safari, oasis, eco-tourism, adventures, etc., to satisfy the needs of international tourism, thus, changing the overall image of the natural setting of the location.

### **Fabricated natural environments**

The fabrication of natural environments (i.e. replicas of snow environment to promote skiing sports in Dubai and related examples) is gradually becoming a phenomenon for tourism branding purposes in order to prove that the Gulf city can offer all types of ecological contexts to attract local and international residents. However, this phenomenon asserts some kind of fake environmental images that can be of special interest for local residents, while international tourists don't prefer artificial ecological destinations.

### **Transforming the environment**

Extensive land reclamation to construct developments on the Gulf water and new water cities and structures can lead to serious environmental threats, as it endangers the environmental balance that characterized these places, which will result in the loss of some of the natural resources, flora and fauna.

### **Re-making the historical image of the Gulf city**

Heritage sites and historical urban forms that shaped the substance of the Gulf city over time, providing a sense of cultural identity, were almost largely demolished for the sake of building new modern and international style-based building forms, wide boulevards and modern facilities, such as in Kuwait City. In general, the Gulf city has lost its authentic identity and has become almost a place of no where. Extensive projects to restore the remnants or restructure of historical sites, monuments and urban heritage ensembles, as well as revival of local cultural life are actively taking place in almost all the Gulf cities. These re-making processes of past (or the heritage industry) add another dimension to the city, although they are not authentic and inconsistent, often, superficial. However, they are being done to satisfy the desire of international tourism in seeking and exploring new traditional atmosphere.

### **Changes in the economic basis are significantly transforming urban structure and identity**

Arab Gulf cities have been economically affected by the discovery of oil in the 1960's and 1970's and the attempts towards diversifying their economic resources since the 1990's (e.g. investments, commerce, tourism, real estates, knowledge based economic activities, etc.). Consequently, they have undergone a high rise of the service sector, an increasingly international mobility of capita and a crucial change in the employment patterns, which made crucial changes in the urban structure of those cities, either through the

increasingly densification in many of the existing districts, or the frequent emerging of new ones, especially on their fringes. As a result, whole districts were established within a short time, while some of the existing quarters became socially, economically and aesthetically derelict (related to the socio-culture of the immigrated cheap labor, while other districts such as financial service downtowns, luxury neighborhoods, and quality recreational areas have frequently extensively redeveloped to accommodate the new economy.

### **Urban patterns are shaped by private developments, not directed by city planning**

Many plans have been laid out over several development phases of the Gulf cities, but they were either partially implemented or totally not implemented at all. This failure refers to inappropriate planning solutions to the particular context of the Gulf cities, the deficiency of local authorities to understand and implement plans, the high rate of urban growth that exceeded the expectations of those plans, and the inadequacy of city development interventions against the pressure of the rapidly rising real estate demand. Instead of the integrated and comprehensive planning efforts to create or guide coherent city structures able to accommodate the rapidly changing urban conditions and respond effectively to the needs of urban development, emerging urbanism became frequently much reliant on the active private entrepreneurship and private real estates developments.

**City image is dominated by heterogeneous and fragmented urbanism** During the post-oil urbanization process structure plans laid out for the development of Gulf cities were basically oriented towards changing them into modern cities, according to the development visions of that time. The case studies of the Gulf cities donate that the urban patterns of those cities are mainly shaped by private developments, not directed by city planning. This phenomenon has led partially to an unprecedented flow in the marketing of Gulf cities' places, as single promotional activities for every project without referred planning framework. Thus, the growing city image and branding identity became diverse, fragmented and disintegrated collections of individual efforts shaped by numerous market conditions and changed the city form from a coherent entity into segregated piecemeal developments and fragmented elements. This phenomenon questions the challenge of creating consistent city branding strategies within this heterogeneous context.

### **City image follows a relative urban speculative process and not a planning product**

The contemporary Gulf cities no longer have physical images produced through the natural growth process as their development plans have been crucially altered into flexible partial urban projects to accommodate the forthcoming urban mega scale real estate projects. Accordingly, they are diversely being imaged (and re-imaged), in numerous modes that are extensively individual characteristics that are constructed by a range of visual media, rather than by the direct sense experience of visual imaging. Hence, the emerging city images

are not static, but subject to constant revision and manipulation by a variety of media-experienced individuals and institutions.

### **Converting the public open spaces into closed public spaces in the Gulf city:**

Under the harsh climatic conditions, i.e. high temperature exceeding 50 degrees in some seasons, and as a result of some social privacy factors, i.e. the relative appearance of women in the public spaces, a new pattern of public spaces are invented, namely closed or indoor public spaces, in the vast shopping malls in most of the modern Gulf cities and large scale complexes. These new public space patterns and the attempt to achieve human comfort and relative social privacy represent totally controlled environments.

### **Privatization of public space:**

Some of the Gulf cities represent rapidly growing examples of turning some of their public spaces into controlled private ones that are not accessible to the public. The current real estate development practice is strongly oriented to dividing the city into different closed complexes limited for the access of some community groups or elite classes, such as gated communities, large scale commercial and private leisure projects that include their own private public spaces among other facilities. This phenomenon will have in turn a significant effect on the integration of the city image and its associated sense of belonging to the city for citizens.

### **Representing local elements in the city image**

Reproducing and remanufacturing non real images (i.e. fake images such as fabricated environments or reconstructed heritage) can not be the only way of expressing city image. Authenticity, innovation and originality are values which should be seen as a set of potentials for expressing individual image identity. Cities cannot be branded all of the same typical image, i.e. of international building style, as they should present also a local sense that distinguishes them from other cities. Within this view, acknowledging the preservation of natural setting or exploring new values in the historic architecture can be a tangible force in contemporary image.

**The compromization between the locality and the Globalized vision:** Borrowing from other cultures, traditions, or life styles is a global trend that has spread to the Gulf city. Although many professionals and scholars consider the idea of borrowing to be some sort of eclectic interpretation, a different point of view, according to Said, believes that “transferred ideas and concepts should be as a new original in its new context” [Edward Said 1983]. Therefore, they can be seen as “another” originals. It seems in the age of globalization that the mechanism of borrowing and reproduction is an inevitable trend. Given the previous interpretation in the context of the Gulf city, it seems so crucial to differentiate between the copied images, such as copied building styles for other contexts, versus the borrowed idea, like inspiring with certain concepts while being original, authentic and creative.

### **Iconography branding affects the architecture and urban fabric of the city:**

A new Gulf cityscape is emerging through the implication of developmental models that emphasize the global nature and aspirations of the city. “Iconic development”, the creations of icons in the Gulf city, seem to be a governing strategy for most of the current and upcoming projects. Hence, urban projects and buildings are becoming brands waiting to be exported, or reproduced and then consumed by other cities striving to join the global paradigm.

### **Flagship projects and signature buildings are becoming effective branding instruments:**

Signature buildings by international star architects are always in demand, because of their high level of talent and creativity in most cases. Local values, traditions, and sensibilities are not always presented in those buildings as they are mostly highly individual, free of any limitations or contextual links. Designing signature projects that are more related to site, climate, culture, history, and practices is strongly needed in order to enhance the power of branding the Gulf cities.

### **The current Gulf city skyline is dominated by high rise buildings:**

The skyline of most of the Gulf cities represents a wide variety of high rise buildings and skyscrapers of different massing, forms, heights and styles that are competing with each other to catch attention and interest. Accordingly, collective values of consistency, coherence and integration buildings are disappearing for the sake of individual representation.

### **Gulf city image is gradually affected by urban branding:**

Media-generated images are gradually playing an important role in changing the perception of cities, i.e. there is a direct impact between city branding that is projected through campaigns, festivals and events, slogans, etc. and city image produced by the accumulative urban development. City branding adds symbolic values to the city image which makes it more than it is in the material or functional senses, thereby giving it an extra value in an economic sense too.

### **The absence of the social and cultural roles of the urban festivals and events:**

There has been a remarkable rise in the number of urban festivals in recent decades in the Gulf city, presented in the long calendar of Gulf city events all over the year. The outcomes of cities’ engagement with festivals, however, remain little understood in social and cultural terms. City authorities tend to disregard the social value of festivals and to interpret them as vehicles of tourism promotion and economic generation solutions to city image problems. Such an approach is limited, although it has proven some success. Festivals and events can animate communities, celebrating diversity and improving quality of urban life, enhancing and enriching city image in a more holistic way.

DUBAI RENAISSANCE, UAE, DUBAI, 2006, by Rem Koolhaas (OMA) . The proposal is a high rise mixed-use building initially planned for the Dubai Business Bay. According to Koolhaas, the ambition of this project is to end the current phase of architectural idolatry (the age of the icon) where obsession with individual genius far exceeds commitment to the collective effort that is needed to construct the city.





Chapter

6

*'Anyone who does not attempt to  
change the future will stay  
a captive of the past', Sheikh Mo-  
hamed Bin Rashed Al-Maktoum, the  
Ruler of Dubai*

Towards better practice for designing the City Image in the Gulf Cities

# IMAGING GULF CITIES

**The Gulf will be the terrain** where “the current crisis of the metropolis has to be confronted. The limitations of the current architectural repertoire are so blatant, comprehensive and destructive that it has become unthinkable to rely on them as a toolbox. Is it possible to view the Gulf’s ongoing transformation on its own terms? as an extraordinary attempt to change the fate of an entire region? The Gulf, however, is not just reconfiguring itself; it’s reconfiguring the world”. Rem Koolhaas 2007

## 6.1 PLANNING THE GULF CITY IMAGE

The comparative analysis of the case studies of Gulf cities show that the classical concepts of the image of the city, i.e. the visual form concepts and practical experience of Kevin Lynch 1960's, have changed significantly over the last two decades. The changing images of those cities were not limited only to changes in their skylines or their visual identities; they were also widely shaped by a range of media-generated images, and by the way they were, and still are, being constructed. The rapidly increasing connections between the development of city image and a wide range of media, such as the computer-based virtual images offered enormous opportunities for decision makers, professionals and developers to construct narrative interpretations of the cities. Television, documentaries, digital media, advertisements and public relations have transformed the ways in which cities are imaged, and show that the development process has been influenced by new type of media branding processes.

The image of Gulf cities in the 1970's and 1980's provided an image of modern cities in the oil-rich countries gradually seeking a prominent position in the region. These trends were manifested through the change in the skylines from a representation of various sizes, shapes, and functions of modern buildings, civic infrastructures and public utilities penetrating the relatively traditional compact and coherent cityscape. The message of the early branding campaigns that were established at that time was to prepare the local citizen for the governments' plans to build modern cities for the future with all necessary advanced services and utilities to construct the image of welfare and progress.

The challenges of developing the cities of the 1980's into cities that have high rises, large scale and vast developments illustrating the influence and the increasingly transformed cities into important economic and financial centers have been supported by generous governmental spending. Also, this challenge has been fanned by the strong consumption patterns of their local populations as well as the expatriates that have come to them from abroad in search of better job opportunities and lifestyles [Al-Asad 2004].

Dubai has been exceptional in its performance during the 1990's, as the major financial and commercial center of the Arab East. The current image of Dubai as an "instant city" represents a city being formed at an unprecedented rate of development and growth, where complete districts are planned and built within very short periods of time. The image of the frequently increasing urban projects of various scales, patterns, forms and identities suggests an image of one mega-scale real-estate project.

These contemporary Gulf city projects embody a wide range of themes for these developments, such as the Dubai's Media City, Health Care City, Internet City, Sports City, Auto City, Festival City, and even a Culture City as well as Doha's Educational City, Sport City, Medical City, etc. As [Al-Asad 2007] asserts, no matter what their announced purpose may be, they all offer high-end housing units, office space, hotels, and shopping malls.

Hence, the dominant city imaging in the development of the Gulf cities can be summarized as follows:

1. The image of the "Coastal City", representing the image of small scale fishing villages, pearling towns and modest harbors.
2. The image of the "Wealth City" illustrating the beginning of the modernization process after the discovery of oil.
3. The second phase: the images of oil-urbanization.
4. The image of the "Instant City", in which national aspirations influenced by regional economic competitiveness and the concern of being world class cities characterize the rapid urbanization that has impacted the Gulf cityscape. The flow of people, goods and capital into the Gulf cities has prompted fundamental changes resulting from economic growth and diversification intended to lessen the dependence on oil revenues.
5. The image of the "Superlative City", where the tallest, biggest, highest, longest, etc. are extensively demonstrated in different types of urban development.

As a result of their ability to attract investors, especially into real estate ventures, cities have become a prime example of rapid change without clear long-term socio-cultural or environmental consequences of current development. Mediascape; campaigns and journalistic coverage of the extraordinary projects that promise to increase economic vitality and attract tourists have focused attention on the region.

Two major questions raised out of this analysis can be summarized in the following enquiries:

1. What theoretical constructs can be employed to explain transformations and the contradictions in the built environment and specifically the image of the Gulf city?
2. What can be learned from the image making process in fast-developing cities like Dubai?

## 6.2 IMAGING THE ARAB GULF CITIES

The purpose of this part has two folds: one, is to suggest a conceptual approach for the planning of city image in the context of the Arab Gulf cities. The second is to provide a set of guidelines for specific identical cases in the development of city imaging. It is argued that the purpose of any development plan is to provide an overall integrated approach for achieving development goals. This could be achieved by efficiently managing urban growth and changes in specific time and conditions, translating its strategic goals into specific approach encompassing plans, programs and policies. Hence, the proposed approach is an essential element of the city development planning at large.

### **A conceptual Approach for the Planning of the City Image**

The objective of the conceptual approach to the planning of city imaging is to provide with the main elements and structure of the city imaging (including both visual and brand images) in the context of the Gulf city and to understand their determining principles. The approach intends to focus on the formation and the production of city imaging (or re-imaging), with little attempt to suggest how these two facets combine. For this purpose, a review of the most relevant city imaging and branding theories and concepts supported by illustrative examples of best practice and successful experiences from both international and regional related practices will be extensively used in a joint concern of city planning and city imaging.

### **Elements of the Conceptual Approach**

Based on the findings of the comparative analysis, the proposed approach is based on theoretical enquiries on how to represent a city as a whole and, therefore, to recognize how cities are to encourage such images. Affective images are comprised of meanings associated with places and can be altered by encouraging tourists to draw positive connotations from urban imagery. Thus, the planning for formation, production, communication and perception of visual and brand images are deemed to be the two most important mechanisms for image change and, accordingly, they provide the basis for the conceptual approach proposed by the present study. This necessitates the relevant theories and concepts of city imaging together focusing on the imaging planning processes, strategies and guidelines.

### **1. City Identity**

The identity of a city is quite difficult to describe and conceive. Identity can be described as a character, a culture and a personality of a city or an area. The city's identity is determined in an interrelated framework of values that is relevant to communities. The search for the identity of a city mainly involves searching for these key values. Identity is a virtual phenomenon resulting from different perspectives like inhabitants' mood, their personal experiences, quality of urban life, values, architecture, activities, memories, cultural heritage, and differing individuality. Therefore, the city's identity is multi-dimensional, as there is not one city identity, there are characters and personalities.

Building up a conceptual approach for city imaging is suggested to be based on some of the arguments developed in the domain of city image and design over the past three decades, as well as some of the arguments developed over the course of this study. Obviously, the reasons for the suggested approach are to provide with an alternative approach that goes beyond typical discussions of modifying the mapping city image or enhancing cityscape and the processes involved.

## **2. Visual Imaging: City Images**

Lynch's work emphasized the perceptual characteristics of the urban environment, stressing the ways that individuals mentally organize their own sensory experience of cities, to see cities in terms of the direct sensory appreciation of their qualities, and to assess the structure and identity of places. How city dwellers gained knowledge about their cities, or questioned whether their ways of knowing, differed the further their mental maps went from their places of most frequent direct experience. Lynch identified five "performance dimensions": vitality, sense, fit, access, and control, and showed how each is affected by criteria of efficiency and justice. In this later formulation, the early ideas of imageability and legibility are included under the single category of "sense."

## **3. Branding Imaging: Media-generated Images**

The emerging images of the contemporary Gulf city reflect processes associated with several connections between city development and the media generated images in the production, design, appearance and the perceptual qualities. Television, film, digital media, photography, advertising, and public relations, questioned the power of media driven images to shape positive urban conditions and to capture the identity of that city. Based on what has been seen and heard through various forms of media, the multiple ways that people learn about places that are more distant can yield a clearly-imaged stereotype of a never-visited place.

The relationship between physical changes, the media representations and branding campaigns is represented in the promotional imagery of the provisional urbanism that has been created through a variety of urban activities, festivals, public art installations, parades, and events. The development of skyscrapers in a variety of Gulf cities shows how the images of high rise buildings are used to attract international attention to emerging economies and revealed ways that the western images of these places are transformed.

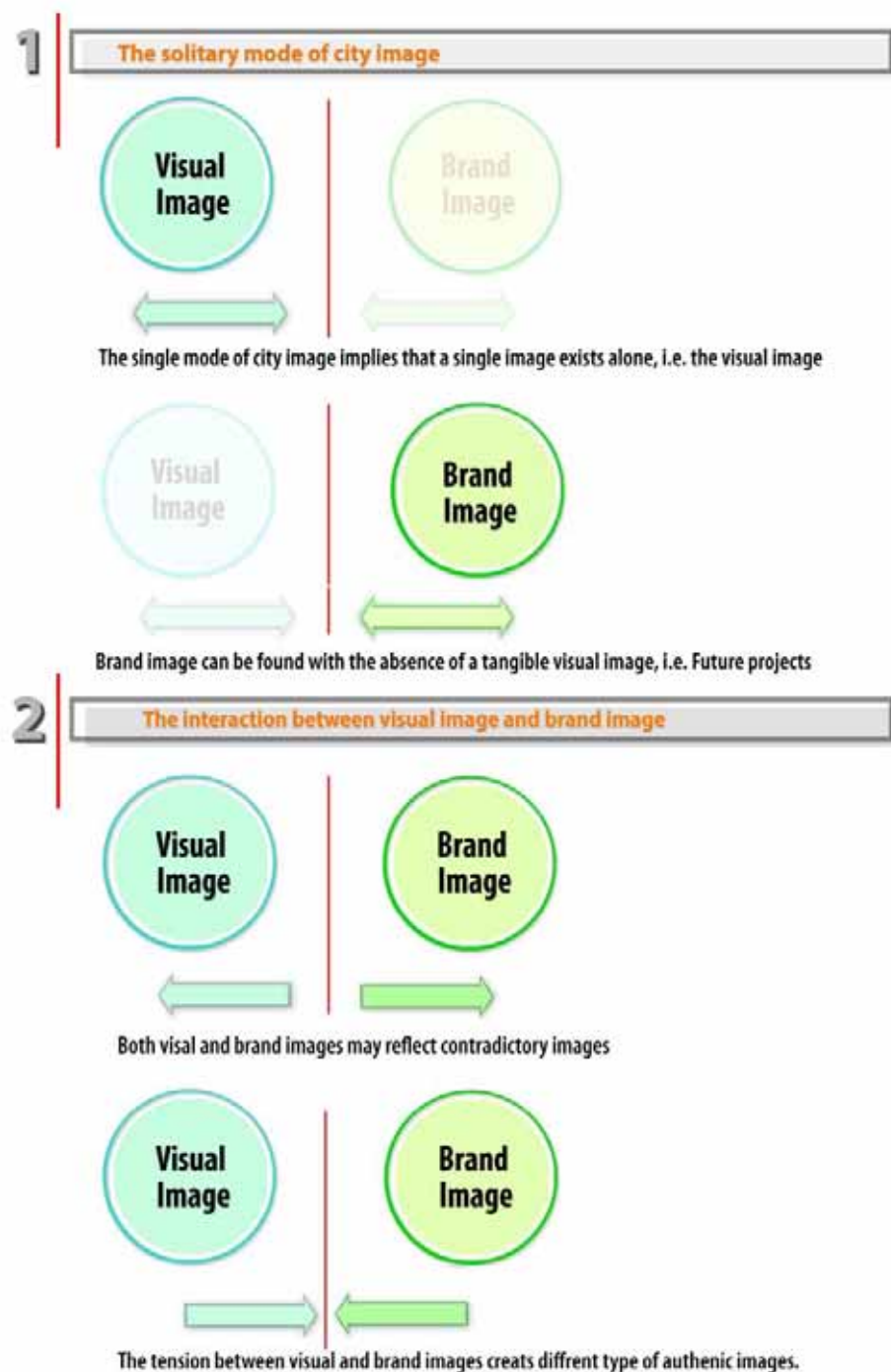
### **Relationship between visual images and media-generated images**

Since city image is created in a field of tension between functions, structure and form, it is suggested that image should be viewed as the manifestation of the ability to conceptualize, represent, and symbolize city identity. City imaging often involves attempts to develop attractive and memorable images for cities that do not have them. Iconic buildings and spaces are often developed especially to meet one of these objectives and the concept of 'imageability' may help to explain the mechanisms through which they can develop visual qualities. Kevin Lynch pioneered the investigation of 'imageability' and he referred to this concept as the quality in a physical object that gives it a high probability of evoking a strong image in any given observer [Lynch 1960]. Frank Gehry's strong iconic design of Guggenheim Museum in Bilbao is a representative example of this phenomenon.

City imaging is often associated with remarkable urban events, but it is important to note that images of events may also be ‘transferred’ to represent a location. Since space cannot be imagined as such, events taking place in those spaces are imagined instead. Therefore, city images often consist of specific memorable events that people can recall in that city.

### Relationship between visual images and brand images

The following abstract figure illustrates the four main modes of relationships between visual and brand image of the Gulf city, depending on the patterns of



existence, interaction, dominance and association. In some modes of interaction between both images, a process of transformation from one image into the other has occurred.

Some Gulf cities have developed unique urban project (i.e. the Palms in Dubai or the Crescent in Bahrain) based on brand symbols that signify the interaction, dominance and association, while, in other cases the skyline and its land marks became essential part of the brand images, i.e. Burj AlArab, Dubai, Doha Corniche, the Urban Art images, Jeddah.

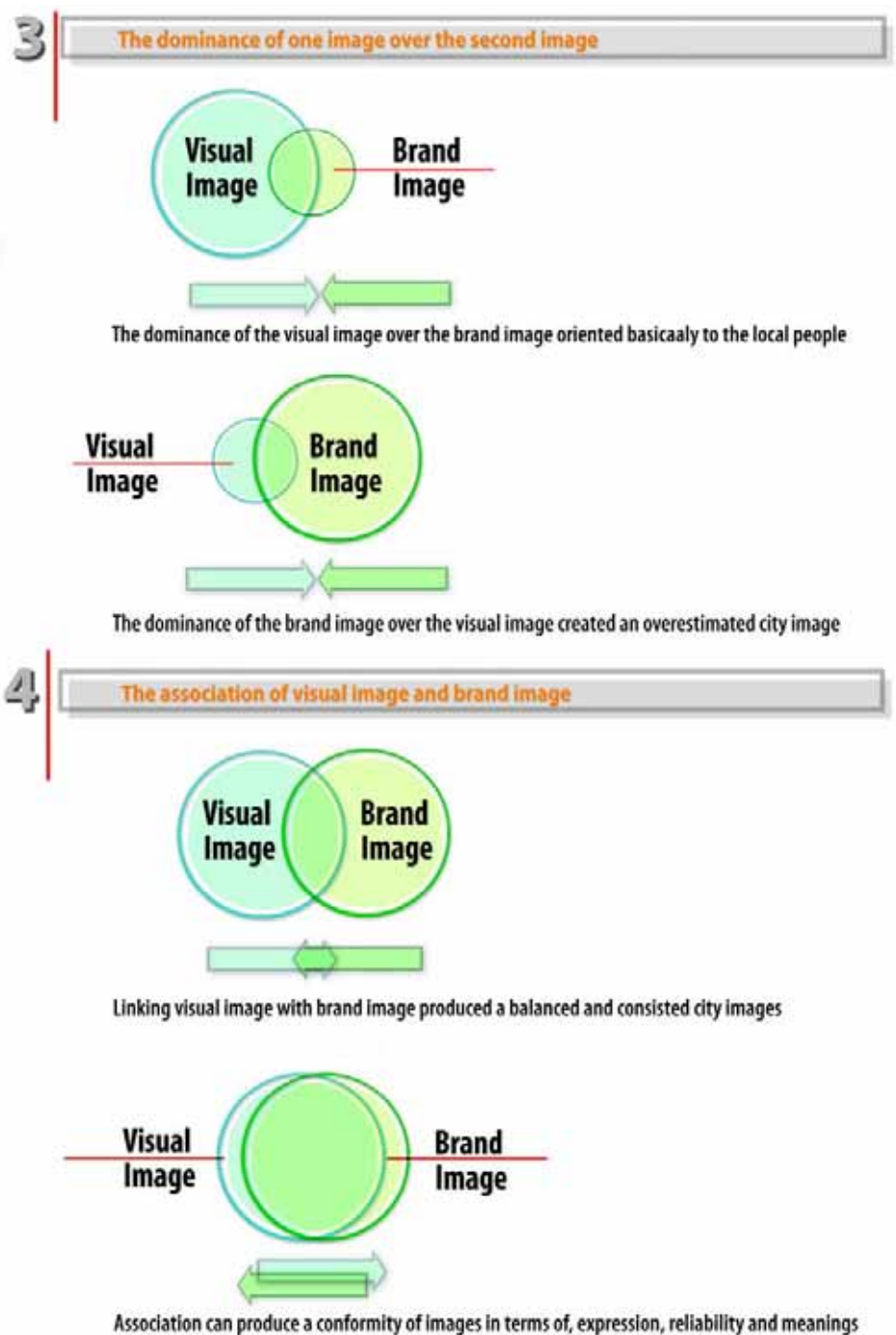


fig. (6.1) Graphic illustrations for relationships between visual images and brand images

### Conceptual Approach

Suggested approach for improving urban branding strategies for successful city re-imagining: the suggested conceptual approach is based on incorporating the practice of urban branding in the design and development processes of the Gulf cities as well as their policy making process. The approach is based on the argument that important cognitive images are deemed to be those elements used to represent a city as a whole and its associated meanings.

The suggested approach is conceived in terms of a triad, consisting of three major components: the city identity, the visual image, and the branding image. Each of these components encompasses other smaller components integral to the building of the approach itself. Consequently, the three components address ways in which city image(s) can be integrated and how the desired integration would meet the capacity of planning the city image. Moreover, it shows how such integration relates to the nature of imaging conveyed and incorporated.

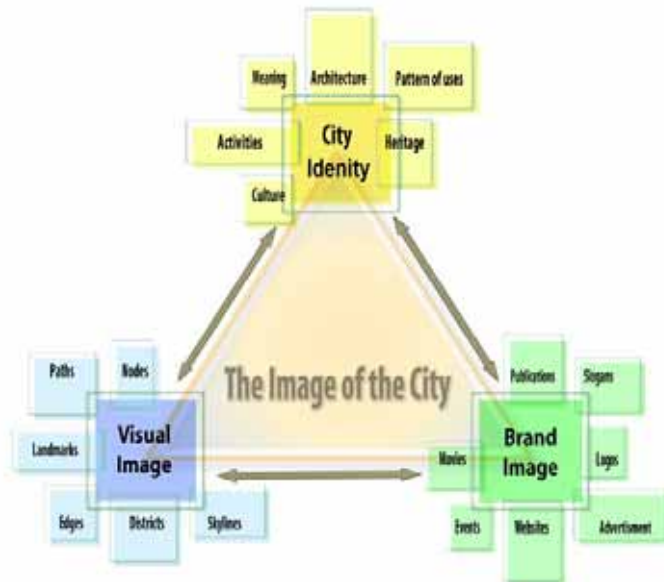


Fig. (6.2) A schematic drawing for the components of the image of the city. The visual and brand image are reflecting the city identity in various forms and ways.

The determining values for balanced relationships between the visual and brand image in expressing the city's identity include authenticity, as an authentic city visual image is essential; reliability, as a reliable media-generated image, consistency and balance, as a balanced relationship between city development and branding can be achieved. Taken together, these principles constitute the basic principle for the proposed conceptual city imaging approach.



### **1. Authentic City Visual Image**

Planning of a tangible visual image is argued to be done in an authentic and responsive manner. The formation of a good visual city image, as stated by Lynch, identifies five “performance dimensions”, vitality, sense, fit, access, and control. In this formulation, the imageability and legibility are perceived through the perceptual characteristics of the urban environment, stressing the ways individuals mentally organize their own sensory experience of cities. Accordingly, cities are seen in terms of the direct sensory appreciation of their qualities, structure and identity.

### **2. Reliable City Media-generated Image**

Selective cropped pictures are increasingly used to project preferred images in order to attract the attention of the target public. The representation of this image is commonly reflected through digital media, internet, advertisements, documentaries, and publications such as magazine reports, newspaper articles, travel guides, and campaigns, which have transformed the ways in which cities are imaged. For example, the multiple ways that people learn about places-that are more distant from the areas of their own direct experience-have been widely developed.

It is argued that imaging the city through events could be stronger than imaging the city through places. The multiplicity of urban life aspects such as festivals, parades, and events suggests that this “eventuality” uncovers important dimensions for the city that can be used in the development of their re-imaging process. Thus, media-generated images of cities offer immense opportunity to shape positive urban futures.

### **3. Balanced Relationships between City Development and Branding**

Balanced comprehensive associations between the preservation of authentic visual identity of the Gulf cities and their current development challenges should be clearly established. The relationships between city development and branding should then be carefully considered, in which the impact of development and branding on the city image and vice versa are identified.

In this way, the opportunities offered by branding to guide and/or to control the visual identity of cities, can change or modify the perception of locations. For example, branding through the establishment of tall buildings in a variety of Gulf cities shows how the images of western skyscrapers are used to attract international attention to emerging economies, but also reveal ways that the images of these places are transformed by alternative distinctive uses of space.

Hence, the conceptual approach envisions two distinct types of imaging. The first type is visual image resulted from representation process of the interaction between the function, structure and the city form. The second is city brand resulting from the projecting process of branding which shapes the future new visions. The approach calls for an alternative practice for city image planning and production processes rather than the conventional current Gulf city imaging.

## 6.3 CITY IMAGE PLANNING PROCESS

It is suggested that the main phases of the city image planning process are:

1. Analyzing the current city image.
2. Formulation of a city image vision.
3. Developing image strategies.
4. Addressing image planning guidelines.
5. Planning of programs and pilot projects.
6. Evaluation of visual and brand images.

Periodic monitoring and feedbacks are important steps determined by planning principles, strategies and guidelines. It is also considered that some planning phases can be worked out parallel to each other.

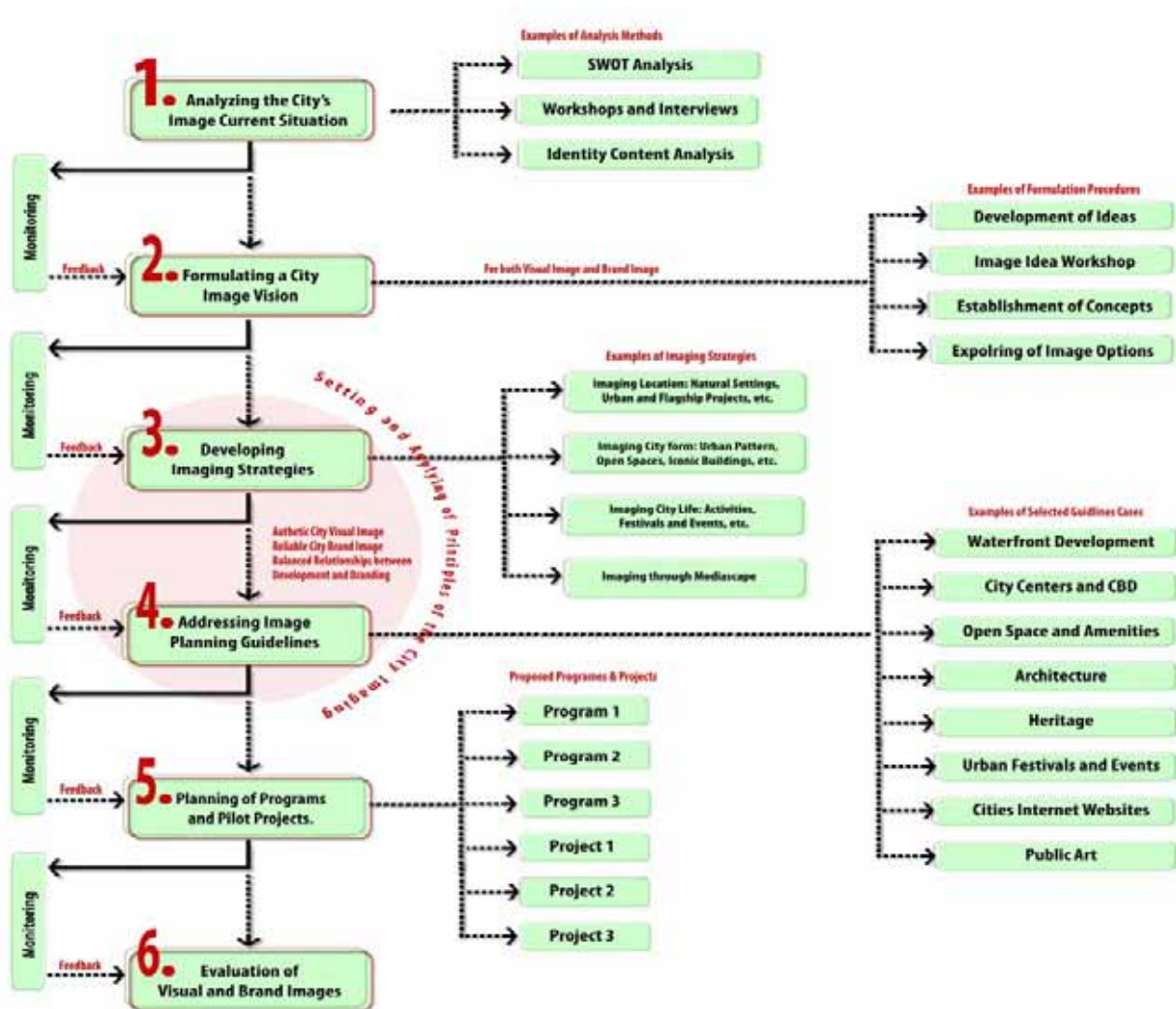


Fig. (6.3) Schematic drawing for the suggested city Image processes

### **Image Planning Strategies**

City image planning strategies rely on the argument that the city is a structure and an activity represented through a visual image expressing a specific identity. The making of a good city image is a meaningful synthesis of activity and structure. Consequently, a city image can be changed or altered both by modifications to its structures, “the container”, and to its activities, “the contents”, of the city. Urban branding is largely influenced by the significant change in the conceptualization of city imaging (and re-imaging) over the last few decades.

The use of image planning strategies has become an essential need for cities in order to survive in the global economy. For example, city branding is associated with changing a city’s image physically and emotionally in order to satisfy and appeal to tourists, investors, and residents. “Paris is romance, Milan is style, New York is energy, Washington is power, Tokyo is modernity, Lagos is corruption, Barcelona is culture, Rio is fun” [CEOs for cities, 2006]. These are some branding statements of various well known cities which relate an emotional sense to the physical image of the city. Urban branding potentials and challenges with local interests are considered the right start to creating a city brand. Since successful brands give added value beyond the physical assets of cities, there is a big willingness to transfer the visual image into a unique brand image. Moreover, brand environments offer a new perception and usage of the city. Recently, cities such as Dubai, Abu Dhabi, Doha and Kuwait have changed their brand image which helped significantly to develop their economy as well as their reputation.

### **Current Issues**

- Adopted image planning strategies are focusing more on representing a globalized image (often fake image) of the Arab Gulf city rather than presenting its authentic image.
- In some Gulf cities, a contradictory city image is reflected to the public; resulted from lack coordination between official and local branding efforts.
- In some Gulf cities there is no integrated message for the city branding for locals, tourism, and business.

### **Objectives of image planning strategies**

The objectives of image planning strategies can be varied so as

- to raise the competitiveness of the city within the global world,
- to guide outsiders’ perception of the city’s corporate image,
- to change the perception of cities that may suffer from poor image or associated with unfavorable stereotypes,
- to visualize the future vision of cities’ development,
- to reinforce cities competitive advantages so as to attract investments.

### **Current image strategies**

There are different image planning strategies that could be developed based on different city development targets and visions, such as large scale urban projects, signed architecture, events, media, etc. In the context of this study, more focus on strategies that tend to combine tangible aspects of the Gulf cities – their built environment and infrastructure– and their intangible aspects – their slogan, their identity, etc is given. The suggested three main strategic areas are:

- Branding location strategies including natural settings, flagship projects, and landmark buildings.
- Branding through city life, festivals and special events.
- Branding through Mediascape, advertising, publications, slogans, logos, etc.

### **Incorporating Branding with the Planning Processes**

City brand image is based on commitment to certain qualities, experiences, and associations which are strengthened, promoted, and communicated to different target groups intended to satisfy their needs. Some guidelines that assure achieving the goals of branding strategies are suggested as:

- All stakeholders including government, business, and citizens should create a platform of participation in city imaging policy and implementation. Also, effective coordination should be done between cities' official urban planning, management, tourism agencies, branding authorities, diversity of brand users, intellectuals, and marketing professionals.
- Branding strategies should be tailored from cities' assets, potentials, their physical developments and distinctive characteristics.
- The strengths and weaknesses of cities could both be promoting the city's image. Local weaknesses can be turned into strengths, For example, the harsh and arid weather of the Gulf cities could be the appropriate weather for special sports and safari trips, etc.
- Branding strategies should create functional satisfaction, emotional link, and feeling of involvement. Unique qualities, experiences and associations should be integrated to form city's image that should be strengthened and promoted.
- A successful and original city brand image could be resulted from strategic assets, genuine identity and responsive awareness. For example, the promoting of green building policy (i.e. using solar energy as an economical and environmental source of energy to run the requirements of the current trend of the high-tech buildings), or the sustainable blue communities in Dubai are good illustrations of adopting sustainable future city development.

## CITY IMAGE PLANNING GUIDELINES

It is important to ensure that the city image works, in terms of reliability, consistency, and innovatively that can provide competitive aspects to retain citizens' desire to live, or to attract tourists and investors.

Good city image planning helps in creating great places to live, work, invest, and enjoy recreationally. It is about involving people, communities, and professionals in creating the cityscape, as well as the natural environment, built and cultural heritage to strengthen city identity. It also includes promoting development that fits in with public spaces and the community, protecting and enhancing economic competitiveness by ensuring city areas efficient places to work and do business in. The challenges for the city image planning are therefore to build on the positives of the richly diverse Gulf city fabrics, to re-create them, to ensure they are expressions of their inclusiveness, responsiveness and to fulfill their comprehensiveness.

### **The need for city image planning guidelines**

These guidelines' outcomes that are based on both city image planning and process principles are to achieve good city image and support sustainable visual representation.

The purpose of these guidelines is to provide interest in more livable and successful city image for different target groups such as professionals, councilors, business people and the wider community.

As mentioned previously in this study, little consideration has been achieved to the planning of the Gulf city image which leads to threats of the ability of some cities to compete for investment. Also losing of what is distinctive about the Gulf cities' urban environments. The conceptual approach to the planning of city image suggested that careful and methodical image planning is a key factor in determining the positive fortune of Gulf cities.

The suggested planning guidelines stress the structural connections between people and places, public and private space, the natural and built environment, movement and urban form, and between the social and economic purposes for which city areas are used. Planning of city visual image is as much about representation, and extends to the balanced and integrated urban structure. Bad planning stems from poor urban structure and an inadequate understanding of relationship between city primary elements.

As contemporary Gulf cities are relatively of short history; achieving good city image outcomes is a complex task. It suggested to involve the following:

- understanding the urban context,
- ensuring there is city development vision and values,
- bringing together different actors, the public and professional involved in the city image-making,
- taking a place-based analysis of options and solutions,
- developing city image development plans that reflect planning and values.

#### **Achieving better image planning standards**

Achieving better standards of urban design is a long-term process that encompass:

- interested participants aware of city image planning and its value,
- guidance that recognizes the need to improve and enhance city image,
- integrated urban policy that recognizes the importance of the quality of economic, cultural and social life,
- a wider range of management than, especially tools to promote positive planning outcomes.

Fig. (6.4) The new Dubai CBD at the Waterfront development, designed by Rem Koolhaas 2008, shows that achieving better standards of urban design encompass awareness of city image planning and its value that recognizes the importance of economic, cultural and social life.



## **Organization of planning guidelines**

Planning guidelines provide practical instruments for planning authorities and professionals to positively inform on the city image planning issues and ways to cope with them. Guidelines provide the means of aiding the implementation of the suggested conceptual approaches and of promoting city development. The nature of the suggested city image planning guidelines are a combination of prescriptive and performance guidelines. Prescriptive planning guidelines attempt to establish standards, while performance guidelines provide general and flexible procedures, rather than prescriptive techniques.

City image guidelines in the context of this study are selective, not exhaustive, as they are meant to be demonstrative and illustrative for the conceptual design rather than prototype or stereotypical to be followed.

The city image planning guidelines are discussed according to the following:

- General context: introducing the background of the phenomena, development and perspective.
- Current issues: Clarifying the key issue of the phenomena and highlight the significant questions to be coped with.
- Objectives: setting a number of strategic objectives for achieving an integrated city image planning. However, these objectives are not exhaustive, but rather selective, as they are limited with the scope and objectives of this study.
- Specific guidelines: illustrating some possibilities for translating the defined objectives through the conceptual approach into definite actions to be done.

The illustrative planning guidelines are based on drawing lessons from successful city experience and best practices. For the purpose of this study the proposed guidelines are limited to the following areas of action:

1. Skyline
2. Public Space
3. Architecture
4. Urban Heritage
5. Public Art
6. Media Generated Image:
  - 6.1 Festivals and Events
  - 6.2 City Logos
  - 6.3 Slogans
  - 6.4 Cities Websites

## I. SKYLINES



Fig. (6.5) Two examples for the contemporary Gulf skyline; Sharja, illustrating a lost identity, as buildings of various forms, heights, and uses exist; and Doha, as if not left for scattered developments offers good opportunities for creating a coherent form

The skylines of the Gulf cities are direct synthesis of the images of Gulf cities as it is the nature, or sea or architectural line that separates the land from sky. These cities are the product of several urban transformations, from the pre-oil era to the current urban boom, shaped over many years. Skylines of the historical Gulf city have been affected by the traditional historical, natural, economical and socio-cultural factors. Over the past two decades, advanced construction technologies enabled the frequent emergence of high rise buildings as landmarks. The current Gulf city skyline is characterized by new building functions, such as mega scale shopping malls, high-rise office towers, huge scale residential areas of many sorts, tourist resorts, and various urban developments on the Gulf water, emphasizing sophisticated buildings technology.

### 1.1 Current Issues

- The current situation of the Gulf city skyline raises many questions concerning the desirable future skyline of the Gulf city and to what extent that can be controlled. Also, it raises questions about the way in which the present skyline can be enhanced to express a sound intact local identity.
- Existing building regulations and design review mechanisms as well as the absence of a clear city vision. These are among the main reasons behind the disordered and disintegrated character of the city skyline seen in the past few years.
- Tall buildings are being seen as iconic and so some cities like Kuwait, Jeddah, Riyadh, among others, have allowed the erection of tall buildings at any heights.
- High rise buildings and skyscrapers dominate the emerging Gulf city, despite the crucial differences in the local social needs, beliefs, cultural attitudes, environmental conditions, etc. These elements differ from one region to another and create local urban conditions for every city, hence, the current questioning of the global trend in high-rise buildings.
- The existing Gulf city skylines are of several types and can be classified into main categories as:
  1. The single focal skyline, in which a city center dominates the middle of the city and reflects the identity of the city.
  2. The multiple focuses skylines, in which several focal points dominate the city skyline and sometimes compete with each other.
  3. The scattered focus skyline, in which an irregular shape of city skyline appears.
  4. Extensible skyline, where the development is grouped in a linear form or circular way.

Fig. (6.6) Dubai Shaikh Zayed Street produces a unique, but inconsistent image of tall buildings and skyscrapers. The skyline of Dubai shows intense iconic buildings that are distorting the sense of orientation of the city skyline





## 1.2 Image Planning Objectives for Skylines

City skylines are considered as one of the main city image components that represent its distinctive character. If the city skyline is unique enough, it could be memorized as a collective city image. The following suggested objectives may be considered in planning city skylines:

- Planning city skyline should create a stimulating significant and unique city form and image, reinforcing the uniqueness of place, as the significant differences between one city and another.
- Planning city skyline should achieve a balance between presenting the authentic identity of the city and modern global trends. For example, a sustainable city image could be reflected through a sustainable skyline.
- Reproducing the city image through skyline should present the city authenticity through the reflection of the social and economic conditions which create it.

## 1.3 Planning Guidelines

To achieve a balanced and carefully planned skyline for a Gulf city, it is suggested that the Gulf city can be divided into several districts, of which each district and their related city design elements can be examined in detail. The effect of placing skyscrapers, landmarks, iconic buildings and mixed-use developments of CBDs, residential, retail and leisure facilities can be studied accordingly.

- When planning tall buildings in the city skyline, the relationship to the local context, including both topography and the general form of the city as a whole should be considered. For example, in Chongqing city in China, a project designed by “Pesch und Partners” is accommodating the topography of the city and integrated with the original city landscape as seen in fig. (8).

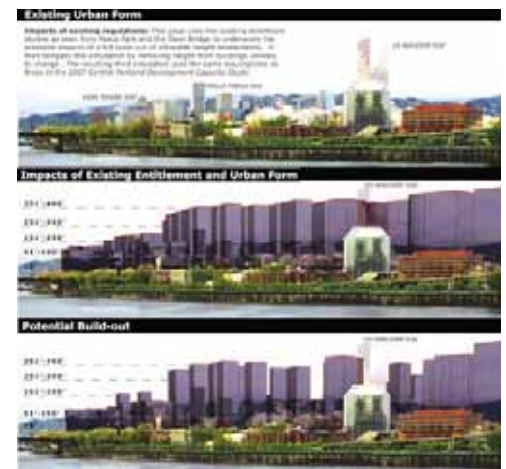
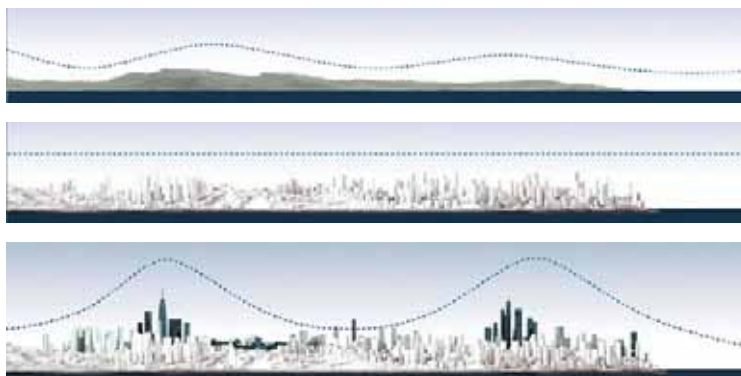


Fig. (6.7) Central Portland skyline guidelines that shows different approaches on how to develop the existing city skyline.

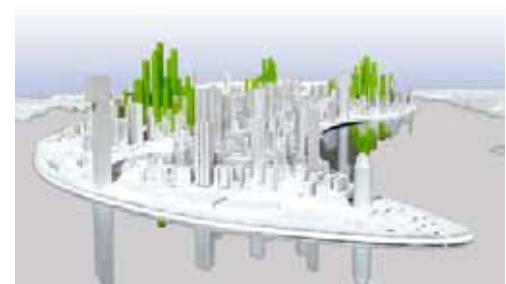


Fig. (6.8) The new skyline of Chongqing City, China, designed by “Pesch und Partners”.  
Original Chongqing city topography

Skyline which is not integrated with the city landscape

Designed city skyline which integrated with the city topography

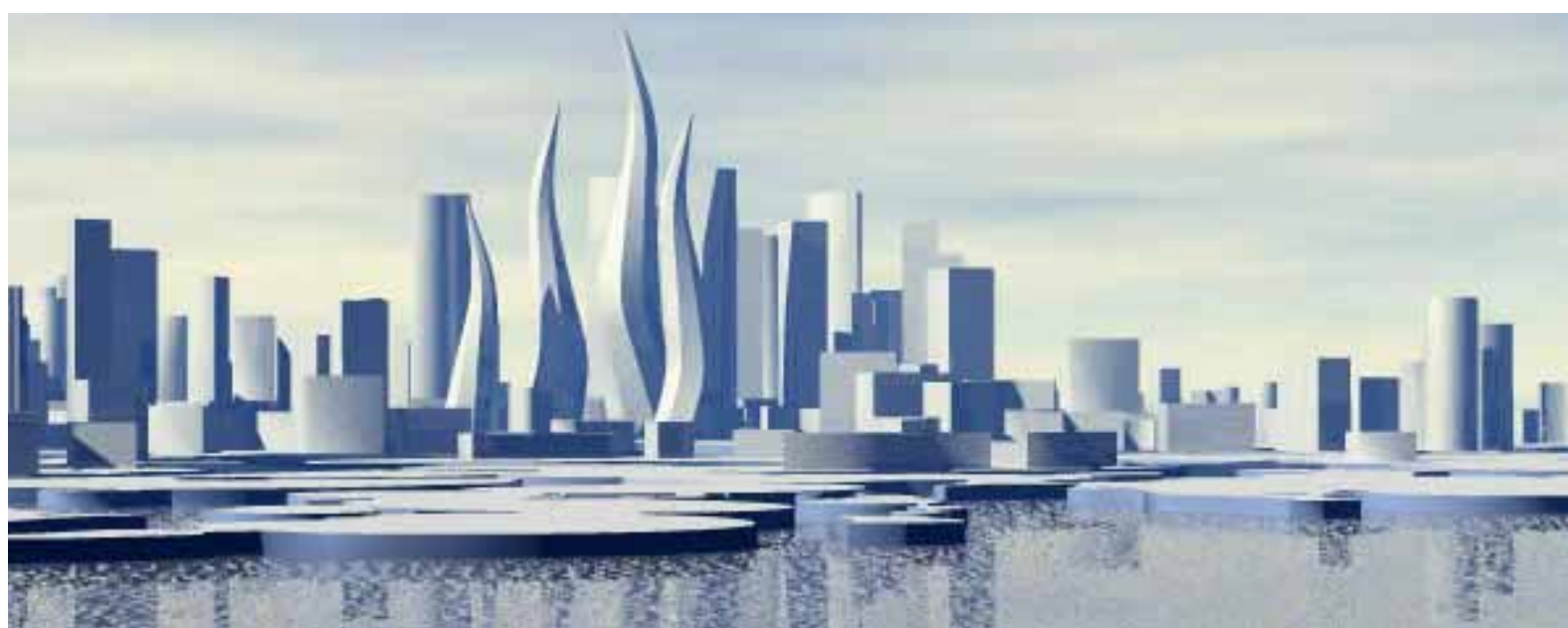


Fig. (6.9) The proposed Lagoon Development in Dubai Creek offers a strong visual distinction and sound image identity resulting from an integrated and coherent form. The under-construction Dubai Opera House (front left corner) appears unique and quite distinct.

- A balance between the international style of skyscraper and the local traditional architecture should be integrated. The good selection of site for a skyscraper, use of available open space, the adaptation of local environmental conditions, and the design of good aesthetic shape should be taken into consideration in Gulf cities future development [Abu-Ghazalah, 2006].
- Buildings which impose into the city skyline will be important in terms of their form, mass, and style, while buildings seen against surroundings of the skyline will be important in terms of the coloring and contrast of materials.
- Analyzing the skyline, through its division into several sections can be used to study the views from a distance into the area under consideration. The assessment of skyline becomes a matter of examining roof lines and the gaps between buildings.
- Natural landscape, such as the desert landscape, Gulf waterscape, as a unique component of the Gulf city image, should be a primarily element in determining the Gulf city skyline. Therefore, city skyline should balance between the natural elements and the physical elements when planning the city skyline.



Fig. (6.10) The new Sadiyat Island development, Abu Dhabi shows that the design of the public individual buildings provides a highly defined visual image definition that a coastal city can provide. The buildings enhance orientation, due to the existence of strong and unique identifiable elements.



- Providing excitement, attractive or dramatic incidents to the monotonous city skyline, if properly done, is an important way to plan an identifiable skyline.
- The architectural quality of the tall building includes its scale, form, massing, silhouette, facing materials and relationship to other structures, should be considered.
- The development should interact with, and contribute positively to, its surroundings at street level; it should contribute to diversity, vitality, social engagement and 'sense of place'.
- High quality design is essential if tall buildings are to play a role in enhancing the city skyline to avoid the negative effect of the appearance of tall buildings on the surrounding environment.
- Tall buildings should be clustered together, rather than scattered across the city. Also, the location of tall buildings is of high importance and special attention should be paid to their contexts.
- A plan showing the location of suggested sites for erecting new high-rise iconic buildings and skyscrapers should be proposed according to their visual impact on the design of the city image.



Fig. (6.11) The Bab Al Bahain large scale development project provide a high quality designed high quality design is essential in enhancing the city skyline and the surrounding environment. .

## 2. PUBLIC SPACES



Fig. (6.12) Shopping Malls constitute a major public open space and act as a hub for public life including gathering, leisure, shopping and meeting place, in many Gulf cities

It is argued that open public spaces can improve people's quality of life, and consequently the image of their city. It is also argued that good cities are those that support viable public life and public space [Lynch, 1984]. According to Cape, good public space design is about creating a place that functions well, both now and in the future [Cape, 2007]. Open spaces should also be attractive, providing an inspirational and special place for people. If spaces lack character and identity, people will not want to use them. Accordingly, the current situation of the Gulf city addresses the important role of the public space in the civic identity and the quality of urban life. Consequently, the potentials and expectations of public space in the Arab Gulf cities are being widely studied.

The range of public places found in the Gulf city, such as promenades, green corridors, city squares, parks and public gardens, pedestrian areas, (although very little and limited), shopping centers and civic spaces not only support public life through social interaction, but they have an important impact on the image of the city. In general, public spaces in the Gulf city are significant potentials as social hubs for interaction, engagement, shared exchange and between different groups of people.



Fig. (6.13) Public spaces in the proposed Jazan Economic City-KSA provides a vibrant urban life and sound image.

### 2.1 Current Issues

- The use of public spaces is affected by social rules, individual values and micro-climatic conditions [Melissa, 2005].
- Public spaces are not used in appropriate social functions or effectively. They are considered as prestigious vehicles, roads or hubs.
- Public spaces are not vital; they are not welcoming public activities which encourage people to use them.
- Some of the public spaces in the Gulf region don't reflect their city's identity.
- The scale of some of the public spaces are inhuman (see figure 12), specially the squares; this turns it more into picturesque elements.

### 2.2 Image Planning Objectives for Public Open Spaces

Developing a number of principles increases the public use and public value of public spaces. Principles might be put into action by involving designers, town planners and architects, central government and local authorities, as well as civic and community organizations, commercial developers and businesses [Melissa 2005]. The main city image planning objectives for open public spaces can be suggested as to:

- capitalize the community assets, needs, and potentials,
- highlight the city identity and the city image,
- revitalize and effectively use community place/space,
- serve the community needs,
- improve social interaction,
- increase cultural exchange & understanding,
- enhance the city's living conditions,
- increase the city's value which attracts more residents, tourists, and investors,
- and increase civic engagement [PPS, 2007]

### 2.3 Planning Guidelines

- Greater understanding is needed of the diverse motivations, needs and resources that shape people's capacity and desire to use urban spaces. [Melissa, 2005]
- Enhancing the quality of the urban public spaces of poor districts and traditional areas, that are considered the main gathering points of foreign labor [Elsheshtawy, 2006]
- Public spaces need to engage with, and cater for, people in all their diversity of needs, aspirations, backgrounds and resources.
- Encouraging users to create activities for themselves.
- A well-designed public space should be sustainable, adaptable, legible, and accessible, as well as having certain character and being well-defined [Cape, 2007].
- Working with communities is a very important element in enhancing public spaces. It reflects the community's desires and serves their specific needs.
- The process of public space making is: defining problems and opportunities, building the vision, making it happen, and sustaining excellence (i.e. ongoing management), [PPS, 2007].
- Public spaces planning is based on a hierarchy of open spaces. For example, national park, city park, public water front, community park, open spaces associated with certain kinds of buildings, like squares or plazas.
- Planted public realm lowers the temperature of the microclimate by replacing hot metal and pavement with plants and permeable ground. [Abu Dhabi 2030 Development Plan, 2007]
- A well-designed public space has certain qualities such as: sustainability, character and distinctiveness, definition and enclosure, connectivity and accessibility, legibility, adaptability and robustness, inclusiveness, and biodiversity. [Cape, 2007]



Fig. (6.14) Al Salam City project in Umm El Queen, UAE, presents an inappropriate a grand scale public squares and pedestrian zones



Fig. (6.15) The proposed Masdar new city, near Abu Dhabi, designed by Norman Foster, offers new type of public space that is characterized by its social and environmental responsiveness



Fig. (6.16) The image of main square of the Knowledge City, Medina, KSA reinterprets the quality of modern civic space, while steering a sound local identity .

### 3. ARCHITECTURE



Fig. (6.17) Different regional expression on residential buildings, Abu Dhabi-UAE



Fig. (6.18) and (6.19) In Dubai, some high rise buildings on the Marina and along Sheikh Zayed Street present various modern expressions.



Architecture is the most debatable element in the planning of the Gulf city image. On the one hand, architecture plays an important role in marking these particular places. On the other hand, the unprecedented scale and variety of buildings everywhere in the Gulf city, makes it difficult to differentiate places. Fantasy images, iconic figures, and signature buildings by prominent international architects seem to be proper ways to brand the city and re-create the new city identity.

Architecture as a tool for city branding, what is newly coined by Klingmann as Brandscape, is extensively shaped in the Gulf city today, through the construction of corporate buildings (often tall buildings and skyscrapers), iconic and signature buildings by international star-architects. Brand name shopping centers, fashionable trade fairs, lavish residential developments and so on, have resulted in a culture of iconography. As Klingmann [Klingmann 2003] points out “Brandsapes as physical sites have become the key elements re-linking identity, culture, and place, and as such, signify a paradigmatic shift in the definitive terms of culture and economy. Marked by a variety of themes and lifestyles, new forms of urban communities are called into existence, where cities are remarketed as commercial enterprises”. As architecture for the city of multidimensional aspects, it establishes collective identity, as a source of civic pride, and representing a sense of community. In contrast to traditional architecture, basing its formal articulation on notions of culture, context and function, brand architecture manifests its own cultural landscape.

#### 3.1 Current Issues

A wide variety of architectural trends are found all over the region. Today, Gulf architecture, with a few exceptions, is largely relied on the use of western or international models that are based essentially on capitalistic and real-estate purposes. This is reflected in the rich mix of singular architectural styles and trends, with a “superficial address of the question of cultural identity”. The most important architectural trends that lead to the current issues are Modernism, Iconic and Regional trends.

- Modernism

The image of global architectural became predominant, representing a typical modern and high-tech architecture that can be found everywhere today. It is based on the universal building technology, materials used and the aesthetics that are appreciated by clients, people and responsible, disregarded local cultural contexts. Some modernized buildings are simply designed following the possibilities of “copy” architecture models from “there”, a foreign context, and “paste” them here, in the local context.

- Iconic

Some city managers and real estate developers seek to have some of their buildings designed by one of the internationally prominent architects, as they became prestigious brand names that have extraordinary approaches to iconographic, peculiar and unconventional designs. Iconic designs attempt to resemble certain shapes - sails, ships, waves, forts, wind-catchers, camels, eagles, flags, flowers, palm-trees, etc. There are new types of iconic buildings that are made for just being unique and different, such as the “Bubble city” or the underwater hotel, dynamic and rotating towers, in which their parts can rotate all day. These trends add and enforce more and more the image of dream world and theme parks, rather than real urban conditions for cities in a challenge of sustainable development and future growth. Iconic buildings share certain aspects with particular signs, with some factor in common, and with the meanings they represent. They provide a new image that stands out from the city and of high figural shape.

- Regionalism

There are two extremely different concepts of Regionalism. The first one is a cultural based one which tends to develop a local answer showing a dialog between yesterday and tomorrow like what was done by Hassan Fathy, also in Beirut Inner City development. It involves inspiration and creative interpretation with local traditional forms, and remolding them in buildings. The second one is a marketing based one using the traditional images only for attracting attention. It is more fashionable use of historical precedents, creative abstracted re-use of architectural compositions, to the fake interpretation of historical elements such as the use of symbols and signs, regardless of their original function, form and context.

### 3.2 Image Planning Objectives for Architecture

The contribution of architecture to the city image goes beyond and is more than just adding part of an image. Architecture in the context of image planning is characterized by a permanent presence to the public, and therefore the creation of a lasting brand in architecture implies abstractions and symbolic representation. According to Klingmann, “one of the greatest challenges for architects is to reinvent a brand identity that responds to the city’s ambitions while simultaneously enhancing that of public, cultural, and political agencies. Cities have the resources and capacity necessary to enhance architecture’s role as a catalyst for economic and cultural growth.



Fig. (6.20) The Islamic Art Musuem, qatar, designed by I.M. Pei, represents a mix of iconic and regional architecture and introduce a new landmark for Doha.



Fig. (6.21) The AlFehaihel waterfront development by Rasem Badran, reitrepert the regional architecture of Kuwait in searching for a contemporary identity.



Fig. (6.22) Expression of regional architecture are shaping some emerging development in Abu Dhabi-UAE.

Jencks has criticized the popularity of modern icon landmark buildings. He suggests that iconic landmarks should serve not only as functional buildings but also as important metaphors that symbolize an idea or value of the city in which it's built See: Jencks, Charles (2005), *Iconic Buildings*, Rizzoli, New York.

Within this process, it needs to be examined, how architecture might be constructively used to implement sensitive connections and identities, which enhance the socio-economic potential of cities or regions beyond the strictly corporate marketing. The challenge lies in architecture's ability to become a building block for a corporate identity" [Klingmann 2003]. Particular city image planning objectives include:

1. Establishing specific frameworks reflecting cultural, economic, and social characteristics, as a strategic medium for the representation of individuality, recognition, and collectivity.
2. Contributing effectively to city image through the provision of a symbolic and a meaningful experience related to the particularities of its places.
3. Developing particular expressions, within the context of a holistic identity that presents a multidimensional communication process, engaging investors, visitors, and the public.

### 3.3 Planning Guidelines

City image planning guidelines are limited here to the number of important image guidelines of the Iconic buildings, Tall buildings, and Signature buildings. These three categories are not in isolation from each other, as some categories are combined in reality.

#### 3.3.1 General Issues to be considered for Iconic Building

Iconic buildings of an outstanding and remarkable design should enhance the appearance and legibility of strategic areas. It preserves and enhances the overall character of the city image. As in general, Iconic Buildings are very difficult to have a certain rule to be followed when designing them, some issues have to be considered when planning for their potential impacts on the city image. Iconic Buildings should:

- improve the quality of public realm and the surrounding amenities, streets and spaces, and enhances the local character,
- have special considerations to their formal properties: scale, massing and height, density, materials, and details, do not have an adverse impact on the existing surroundings in terms of overlooking, overshadowing, land uses, excessive scale, etc.,
- not compete with existing landmarks, and should not obstruct, harm or distort important views,
- be of outstanding architectural and urban design quality,
- be integrated with public realm strategy, conservation zones, and protected structures.



Fig. (6.23) Burj al Arab Dubai presents the first architectural icon in the Gulf region, in which many cities were inspired by its influential effect on the city image and attempts to erect similar icons.



### 3.3.2 Image Guidelines for Tall Buildings

Groups of tall buildings have collective remarkable effect, forming an important part of the city image and framing particular views. They often mark places of certain activity pattern, such as city centers. Planning for the groups of buildings should take into consideration the consequence for the overall city image. Suggested city image planning guidelines are to:

- be recognizable, if viewed from all visual corridors, not limited to single axes, views, or sides,
- have central spot(s), as climax for the group, providing with particular recognizable visual forms i.e. the Sheikh Zayed Road in Dubai, or the central axis in Riyadh, strengthening the appearance, legibility and uniqueness of the cluster,
- enhance the skyline, through their collective visual and architectural effects, in comparison with scattered individual buildings,
- be gradual in their scale, massing and height, density. This can be achieved through the integrated materials and details, when they are located along large scale city nodes, to ensure coherence with the surrounding context, axes, views, or sides.

### 3.3.3 Signature architecture

Planning for signature buildings should consider that Gulf city branding is defined by the construction of cultural attractions such as museums, concert halls, or libraries, flagship stores; and programmatic interventions such as the development of recreational facilities and entertainment. Many cities are emerging on the global map, powered by “world-class architecture” designed by brand-name architects, which become useful economic tools to real-estate developers and city managers to promote a global image. Two particular guidelines are thus suggested:

- In the demand of a distinctive city image and unique identity, using architecture as a brand in many Gulf cities is extensively increasing through “brand-name” architects. However, as those architects stamp their signature on the urban landscape, they become more and more like franchises, merging marketing and culture and making local places less distinctive. The continuity of this practice should be carefully revised, from local experts involved in cities branding strategies, in order to express local uniqueness and distinctiveness.
- Signature buildings should consider specific city contexts, not much favoring the architectural brand over the large city brand. The challenge is how architects respond to the specificity of locations to offer a unique character that distinguish it from all other places.

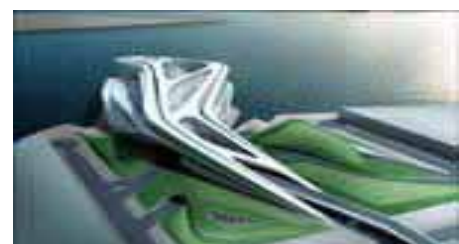


Fig. (6.24) Tall buildings in many locations in Dubai became acquire formal expression to become strong icons in the city skyline



Fig. (6.25) The Guggenheim museum in Abu Dhabi designed by Frank Gehry 2007.

Fig. (6.26) The Concert House, Abu Dhabi, by Zaha Hadid 2007



## 4. URBAN HERITAGE



Fig. (6.27) The Al Feheidi Fort Dubai (built in 1799 and restored in 1994) is an good example of careful restoration, but isolated from its surroundings.



Fig. (6.28) Souq Waqif looks to be a very good tourism destination, creating an old style middle eastern bazaar culture in Doha

Fig. (6.29) The Grand Souq in Bur Dubai was restored in 1996 to achieve multiple economic, cultural and tourism purposes.

Fig. (6.30) Madinat Al-Jumaira is a significant example for a constructed commercial complex in Dubai, which miniatures the historical quarters of Dubai.



As a result of oil urbanization, heritage was seen by some governmental officials, property owners and some of the general public, as a sign of poverty and underdevelopment. Modern developments and high-rise buildings that replaced heritage areas after the discovery of oil were encouraged as indication of modernization and progress. The significance of this changing perception is that economic considerations dominated and overrode the cultural dimensions in replacing urban heritage. Currently, cultural heritage in the Gulf cities is considered as an important element of the Gulf city image as a source of uniqueness. Since the late 1990's, heritage conservation has been considered as the conservation of the 'authentic' image of the past. However, it seems that the purpose of the current conservation activities is not limited to the preservation of urban heritage as an icon of identity, but also to create a new market for cultural consumption, as an emerging branding area.

### 4.1 Current Issues

- There is an apparent lack of incorporating heritage areas with the urban life of the Gulf city. Heritage is very much connected with the social and economical life of people which is located at the heart of cultural identity. Therefore, the image of heritage is mostly shaped by the form of museum environment, in segregation from the surrounding urban life.
- In many cases, the successes of heritage conservation, including the restoration or the reconstruction of the Gulf urban heritage, has been a strong motivation for cities to create fake images for consumption.
- The role of heritage in the city image is not defined well enough. The creation of replicas of historical environments, simulating heritage and elements, are increasingly overwhelming many emerging developments, stimulating fake images and picturesque views. Madinat Al-Jumaira is a significant example for a constructed commercial complex in Dubai, which miniatures the historical quarters of Dubai, without any social or economic meaning and reproduced for tourist and elite consumption, that feeds into frozen images of the past.
- There are inconsistencies in the available conservation policies and inadequacy of protection and conservation activities in many locations, which cause for a deteriorated heritage image.



## 4.2 IMAGE PLANNING OBJECTIVES FOR HERITAGE

A number of international cities have used urban heritage as a strategy to improve their future prospects. One of the key challenges of global urban development is to preserve structures and sites that promote identity and continuity of place. Preserving the cultural landscape can help generate civic pride and foster a sense of empowerment. From an economic perspective, heritage conservation offers opportunities for cultural tourism, which is among the fastest growing segments in the international tourism market and a motor for economic development. The main city image planning objectives for heritage can be as suggested below.

- Considering heritage as a living entity evolving with the rest of the city's image.
- Heritage conservation policies must protect valuable historical assets parallel to promoting sound urban character.
- secure a viable image for heritage assets
- promote and celebrate the value of heritage assets.

## 4.3 Planning Guidelines

- forming partnerships with other relevant organizations, agencies and groups in order to celebrate and promote city heritage
- encouraging the responsive adaptation of heritage places and sites for new and innovative uses
- there should be a separation between heritage conservation and heritage replicas produced for tourist consumption
- appreciation of heritage needs to be extensively enhanced by a range of promotional and celebratory initiatives internationally, regionally and locally
- clear policies for heritage conservation are needed to provide a holistic approach for different government departments to clarify their duties in relation to heritage preservation
- the roles played by the concerned organizations and departments need reviewing to create a simplified, streamlined system which will effectively develop a more sustainable image of heritage
- incorporate the authentic city image coming from the heritage in the planning of the modern city image
- formulation of development strategies, considering that a careful balance between city image and heritage preservation needs to be achieved
- examine sustainable and adaptive re-use of heritage buildings in order to add functional meaning to the heritage buildings and areas. This will also open a new avenue to generate cultural activities and urban life
- Recognized urban heritage and historical buildings should be reflected in the modern city image such as landmarks. For example Petronas Twin Towers in Malaysia which inspired from the Malaysian heritage.



Fig. (6.31) The remains of the old part of Doha provide a good example for restoring a social and cultural context side by side with urban conservation ensembles.

Fig. (6.32) A building along the Dubai Creek's Frontage, presents a good example for many adaptive re-use possibilities.



## 5. PUBLIC ART



Fig. (6.33) The under construction Dubai Opera House, designed by Zaha Hadid 2007, presents a mix of iconic architecture and artistic expression and introducing a meaningful public art ensemble in the visual image of the city.



Fig. (6.34) The Sea Gull square at Corniche Jeddah is an illustrative example for grand scale public art in a coastal city

Sources for the guidelines include:

City of Austin, 2004, Civic Arts / Public Art Downtown Master Plan

Helmy M., 2005, Townscape Fundamentals for Public Artworks in Squares and Plazas, Master thesis, Ain Shams University, Urban planning and design department, Cairo, Egypt

Onondaga Community College, 2006, Arts across Campus Outdoor Public Art, Art Master Plan

Public Art is defined as original works of art that are created for and installed at public sites that is accessible to the public such as street vistas, squares, plazas, parks, etc. Public Art, permanent or temporary, is designed to complement the visual experience that is an important element of city identity. It is one of the urban design components that not only enhances the sense of place but also creates a dynamic cultural atmosphere. “It becomes expressions and cornerstones of community identity” [City of Austin, 2004]. Public art should convey a certain message to the public that related to their cultural background. There are different kinds of public art which vary in type, size, symbolic value, and setting. Different kinds of public art are categorized under five main types as classified by [Onondaga Community College, 2006]:

- Two dimensional public art like murals and graphic presentations
- Three dimensional public art like statues and sculptures
- Experimental public art: a visual art expressed through technology
- Kinetic public art like fountains
- Environmental public art:
- A three dimensional public art that changes the observer’s perception by manipulating light, color, power, shape, and sound

### 5.1 Current Issues

- Public Art in some gulf cities is not integrated in the city planning.
- Public Art in some gulf cities is not reflecting a significant character or identity of the city.
- Some of the public artworks are not conveying a meaningful message.
- Some of the public artworks are reflecting a direct meaning that are considered out of city context.

### 5.2 Image Planning Objectives for Public Art

- To enhance city character and identity which is very important in evaluating city living quality and gives a competitive advantage to people who are looking to live, visit, work, and invest in the city.
- To enhance the quality of visual environments in cities’ public spaces
- To enhance city natural, urban, and socio-cultural environments
- To enhance sense of place and public awareness
- To create added values to places that attracts investments and tourism
- To create a unique sense of place
- To revitalize some city spaces

### 5.3 Planning Guidelines

Public Art design and setting should be decided by committees that include artists, city planners, architects, landscape designers, urban designer, developers, and representatives from tourist industry, cultural administrators, and locals. It should be treated as landmarks of city identity that reflects its originality and authenticity.

Some of the guidelines that organize the planning of public art in within the city planning process are suggested as:

- A careful investigation of the relationship between the artworks and the appropriate distance, movement and visibility as well as the townscape elements should be done for a successful setting of public art in public space. [Helmy, 2005]
- Public art master plan should be an essential layer of the city master planning that organize and defined the art's selecting and setting.
- Public art should complement surrounding public buildings
- Public art master plan should be connected with the main axis in order to emphasize the city identity as well as acting as landmarks.
- Public art selection should be based on certain criteria, like authenticity, aesthetic, thematic consideration, value, legibility, etc.
- Public art placement should be based on certain criteria like integration with the adjacent surrounding built environment, and applicable public art perspective views
- Public art placement should be integrated with the surrounding landscape as well as with the existing amenities [Helmy, 2005]
- Public art placement should be studied within the surrounding roads with its different categories, e.g. pedestrian or vehicles roads, in order to satisfy different perceptions.
- In addition to cities budget, grants, and private donations, partnership funded projects is a good possibly to fund the public Artworks.
- Signature public art is a part of city branding.
- Public Art should be constructed to an appropriate scale with the surrounding buildings



Fig. (6.35) Jeddah, the reconstruction of old city gate is a typical monumental work to enrich the city skyline and providing it with a historical dimension.



Fig. (6.36) The sixth bridge over Dubai Creek, provides a highly integrated element with the natural and built landscapes, enriching the cityscape.

Fig. (6.37) Public artifacts in a main square in Abu Dhabi, represent a typical example of reintroducing the Gulf material culture symbols into public art.



## 6. MEDIA GENERATED IMAGE: 6.1 EVENTS AND FESTIVALS

City events and festivals such as athletics, performing arts celebrations, and cultural events have increasingly become one of the most rapidly growing areas of Gulf city marketing in recent years. Cities have become stages for a continual stream of events, which lead eventually to the ‘festivalisation’ of the city [Harvey, 1991]. In general, events and festivals are a useful strategy for the city to adopt in the attempt to differentiate its image in an increasingly competitive region.



Fig. (6.38) The Dubai International Film Festival 2007 attempted to promote Dubai as a city of contemporary world culture



Fig. (6.39) Manama, the Gate of Bahrain Market shows an example for that shopping and tourism festivals in the Gulf that aim to promote the public lively urban life and rich traditional activities

There is a current emerging phenomenon of organizing international events in the region, such as Olympic Games, tennis championships, international film festivals and Formula1 races, etc. The impact that these global events have on the Gulf cities, as well as the daily life of the residents of the cities in which these events are held, extensively redevelops the city, and re-presents the city to the world as a centre of culture, creativity, innovation and tourism. The large urban investments created by these events and festivals have manifold implications for the cities, such as, enjoying a high profile in international media and an opportunity to show their life style and urbanism to the world through the massive coverage which the global events will receive. Accordingly, [McDonnell 1999] mega-events that are so large they affect whole economies and are widely covered in the global media, hallmark events that become so identified with the spirit of the city that they become synonymous with the name of the place, and gain widespread recognition and awareness and major events that, by their scale and media interest, are capable of attracting significant numbers of visitors, media coverage and economic benefits.

### 6.1.1 Current Issues

- Many festivals are not adapted to reflect a certain city image.
- In some Gulf cities, responsible organizations tend to underestimate the social values of festivals and events and to consider them as tools of economic generation, as solutions to city image problems and as generators of a strong city image.
- The planning of an annual calendar of events and festivals is needed to be in coordination to the city branding vision and urban management authorities.
- There is an absence of proper cross-departmental planning in the Gulf cities. For example, the responsibilities for event branding and urban management and planning, economic development, tourism, services or social affairs are not coordinated and may overlap.

- In some Gulf cities, there is no particular issue or main asset to be focused on in events and festivals strategies, such as focusing on contemporary culture; the city centre or regions; outstanding projects or smaller development initiatives. Therefore, there is no message to be conveyed from them.

### 6.1.2 Image Planning Objectives for Events and Festivals

Festivals imply a great sense of sociability, playfulness and fun. Accordingly, they provide positive images according to the positioning requirements of the city strategy. City events are particularly effective as they generate a sense of pride, confidence and pleasure for the citizens. They also animate communities, celebrate cultural diversity, and improve the quality of urban life. The main city image planning objectives for events and festivals can be suggested as to:

- Design each event to emit a distinctive image, which is derived from a unique set of attributes. For example, signature buildings frequently feature in urban strategies to develop an image or 'brand' and create competitive advantage, often at great financial cost.
- Create events that encourage people to visit the city more than once, and by hosting a series of different events, a city may profile itself in a number of different potential markets.
- Use events and festivals effectively as a tool to visualize a city's slogan, for example, creating more cultural festivals for a "city of culture".
- Create major cultural events which are 'brands' in their own right, such as the Dubai Shopping Festival, the Doha Cultural Festival or Jeddah Gheer Festival (Jeddah is Different Festival).
- Create a diversity of images for a city which are strongly differentiated in terms of its components and in terms of images perceived by different groups of visitors, residents, and investors, rather than talking about a single city image.

### 6.1.3 Recommendations

- The festivity process involves the enhancement of the physical environment in which events and festivals are part of. It plays an important role in the transformation process of a city's constructed image.
- It is suggested that event types (e.g. sports, music, fine arts) and event characteristics (i.e. size, status, venue, and attendees) are key determinants of the event contribution to the city image. For example, the Wimbledon Tennis Championship in England is perceived as being highly popular, entertaining and dynamic as it is the main sport event of the city.



Fig. (6.40) Part of Doha during the Asia Olympic Games 2006.



Fig. (6.41) A traditional Saudi festival during Jeddah Gheer, a tourism and cultural summer festival in Jeddah 2005.

See for instance: Ferrand and Pages, 1996 and Jackson, 1988; Marston, 1989; Smith, 1996.

Fig. (6.42) The mental images presented by the city's international sport activities which are strongly important to link part of the city image.

Left: the Orry the 2006 Asian Games mascot. Right: the "Formela 1" site in Manama-Bahrain.



## 6. MEDIA GENERATED IMAGE: 6.2 CITY LOGOS



Fig. (6.43) The logo of Doha as a city of the 2016 Olympic Games (Applicant City)



Fig. (6.44) The Dubai heart, a formal city logo as a symbole of Dubai city.

Often, developing the city logo in the context of re-creating a city image of the Gulf city is to represent the distinct identity elements. Generally, the development of city logos is connected and related to the city branding process in order to capture the uniqueness of a city's strength, identity and setting. Logos are meant to represent cities and foster recognition by citizens, investors and tourists. City logos add character. They are usually placed on various city items including, signs, brochures, web sites, post cards, flags and other large-scale and small scale applications.

### 6.2.1 Current Issues

- Many of the current adopted city logos illustrate a kind of simplistic, direct and one-dimensional message. The dominant reliance on "City Crest", including a naïve arrangement of conventional symbols associated with typographic phrases, does not exploit the value of the city logo as an influential visual message for the city image.
- Some of the Gulf cities' logos are not identified. Consequently, only few symbols seen by people are recognized without a name. It makes less sense to use a symbol as a logo, even together with the name, if people will not identify one.
- The message conveyed by some occasionally used logos, including typographical and pictorial or abstract logos, are either not recognized or not valuable enough.
- The current situation of the Gulf cities' logos raises some questions about the kind of prevalent representations used to symbolize diverse natural, urban, and cultural elements that are combined effectively into a single abstracted entity.

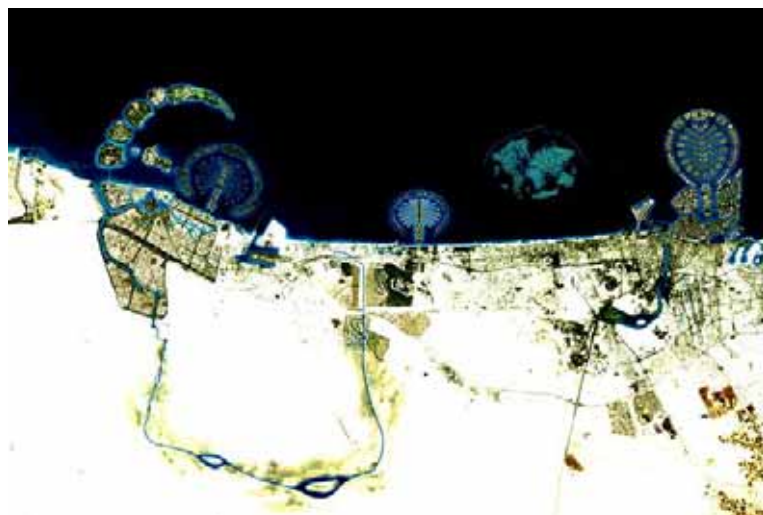


Fig. (6.45) The artificial islands of Dubai, The Palms I, II, III and the World islands archipelagos were the first leading example of translating logos (of both local cultural and international symbolic) into built landscape.



### 6.2.2 Image Planning Objectives for City Logos

Developing cities' logos are to represent the Gulf city image as well as conveying a clear and understandable message for different target groups. The main city image planning objectives for city logo are suggested as to:

- identify and recognize the city's uniqueness, character, and potentials,
- highlight the city identity and the city image,
- convey a clear message which can be identified and memorized locally, regionally, and internationally.

### 6.2.3 Recommendations

- Logos should reflect the personality of the city that is characterized by natural amenities; recreation opportunities; and urban character.
- The adopted design values must be based on suitability of the logo for the intended use, aesthetic appeal, and the ability to convey a positive city image.
- Logos should be connected emotionally to different target groups like residents and tourists.
- If words are integrated within the logo, they should support graphic composition, making it unique by its letters, color, and graphic elements that symbolize the city image.
- City logos should be supported by graphic rules and visual guidelines, that maximize its values when used in any application.



Fig. (6.46) The Durrat Al Bahrain Islands development (under construction) is an example of constructing a variety of symbols and logos, such as Maritime (Fishes), Gulf (Pearls) and Arabian (Crescent), adding a figurative front to the cityscape and to construct a unique Gulf identity.



Fig. (6.47) The Pearl of Qatar is an example for constructing an artificial island in the form of Sea Horse, one of the old Gulf coastal symbols.

Fig. (6.48) The Logopelago in Dubai (proposal), designed by Erandi de Silva 2007, presents an ultra luxury lifestyle islands project, manifesting international commercial brands into artificial islands.

## 6. MEDIA-GENERATED IMAGE: 6.3 SLOGANS

Slogans are memorable phrases used in branding companies as repetitive expressions of ideas or purposes. In the process of branding Gulf cities, slogans and catchphrases attempt to reflect effectively the image of places and city branding. They are an essential part of any city branding campaign. The role of slogans is more fundamental than communicating a city's advertising. Slogans vary from the written and the visual to the chanted. Often the simple rhetorical nature of slogans serves more as a social expression of unified purpose. Therefore, slogans make people feel good, and open up their hearts, minds, and wallets. Also, creating an effective slogan or nickname for the Gulf city is a political, economic, cultural, and imaginative choice and requires more time and effort. However, without a strong identity, a slogan doesn't have much of a foundation to build on.

### 6.3.1 Current Issues

The current city branding slogans delineate the ways in which Gulf cities are positioning themselves and the types of positioning statements they used. The present problems of slogans of the Gulf cities include the inventing of many slogans at the same time, which are often not focused on conveying a unified message. This situation raises some questions about the bonding of slogans to Gulf city brands. For example,

- Does the slogan remind people of the city brand?
- Does the city brand remind people of the promoted slogan?

The answer to these questions is that many promoted slogans are vague, as most of them are developed by ad-hoc committees of city officials which are not working in a holistic policy/vision.

### 6.3.2 Image Planning Objectives for City Slogans

Slogans should be a visible and integral part of all city communications. The following objectives should be considered when creating slogans:

- Attributes: the expression of a city's character, attraction and style.
- Message: the ability of telling a story in a creative and memorable way.
- Differentiation: uniqueness and originality
- Motivation: the inspiration that encourages visiting there, living there, investing there, or even learning more.

### 6.3.3 Recommendations

Most slogans rely on the fact that identifying a unique characteristic of the destination can generate a positive emotional response and build a strong image (Karnataka, 2006). For example, 'Dubai Heart' is an appealing logo that means love and care for different things to different people. Also, "Dubai, the city of gold" reflects the famous historical gold business nature of the city and symbolizes the wealth and prosperity of the city. While, "Dubai.. Dubai ... Happiness", brings an impression of quality life and a pleasure paradise. The three logos are depicting Dubai's image from different perspectives.

Slogans should be based on the fact that they are the most effective way to influence/advertise the city's assets, increase visibility and build city brand identity. A slogan should be planned systematically to present and promote the current city image. It should be a remarkable, short and strong statement that attracts people to love it and motivates them to try it. There are several patterns of high-ranked slogans, with relation to certain objectives and approaches. They are classified as:

- Imperative slogans: commands attention and usually starts with a verb, generally take a bold stance, as in "Discover Dubai".
- Descriptive slogans: describes some aspect or city brand promise are the easiest to formulate, as in "Kuwait: the city of the future".
- Superlative slogans: position the organization as best in class. Superlative slogans are hard to come by since it really is difficult to excel over all other cities. Still, some cities with positioning slogans used the superlative: Dubai: the city of Gold
- Challenging slogans thought provoking, frequently a question, inviting the reader to think twice about their meaning, as in "Jeddah is different"
- Double meaning slogans: inserting brands into in the slogan "I (am) strdam", as seen in fig. (49), is an effective way of conveying a smart message of dedicating the city to every one to feel that "I strongly belong to it".
- Specific slogans: A good slogan is specific, as it should reflect a city's history, values, or main appeal, and allow its individual style, personality, and character to shine through, as in "Jeddah: the Bride of the Red Sea".
- Emotional Slogans: "I Love NY" slogan was created along with the campaign which is still one of the most recognized and successful campaigns in the history of great emotional branding. It is the official New York City slogan from 1970 till today [Pfefferkorn 2005].

See: Utherland, Max 2004 'Bonding' Slogan to Brand, at: [http://www.sutherlandsurvey.com/Columns\\_Papers/Bonding%20Slogan%20to%20Brand%20Nov%202004.pdf](http://www.sutherlandsurvey.com/Columns_Papers/Bonding%20Slogan%20to%20Brand%20Nov%202004.pdf), visited on 15.1.2007 and, Karnataka, Bangalore (2006), Brand Dubai and the Rest. at : <http://wokeupjustnow.blogspot.com/2006/07/brand-dubai-and-rest.html>, visited on 11.09.2006

**I amsterdam.**

Fig. (6.49) The Slogan of Amsterdam city in the Netherlands



Fig. (6.50) The slogan of New York City in the USA, which is considered a leading one in the emotional trend

See: Pfefferkorn J., 2005, The Branding of cities, a Master Thesis, Columbia University, NY

## 6. MEDIA GENERATED IMAGE: 6.4 CITIES WEBSITES

It is argued that the Internet has been identified as an information Agora [Branscomb, 1994]. In the context of the Gulf city image, the role of Internet for branding, enhancing, and promoting the city image, through being as a public space for every citizen and visitor, is rapidly increasing by several city organizations. The Internet, unlike the conventional media types (e.g. broadcast, publishing, etc.) provides many potentials to interact economically, culturally, politically, and socially and made it possible for any one to be connected with the city (hence, the city image), anywhere and anytime. It is also argued that understanding the elements, structure and functional attributes of cities websites are thus essential to guide the establishment and development of city image in the era of internet and advanced communications.

### 6.4.1 Current Issues

In general, the Gulf city websites attempt to transmit the image of the city in a rapid development and transformation towards being a world class city. They attempt to provide informative message about the city and its current development. The available official Gulf city websites are very few and limited in contents, while there are many private websites for various aims and contents.

See for example: Branscomb A., 1994, *Who Owns Information?*, HarperCollins Publishers Inc., New York, NY.

Regional examples are few, such as the website of Arriyadh Development Authority and the Dubai Municipality websites. The characteristics of the present city image branding through the internet can be classified as:

- Official cities websites that provide various information on the city, as existing facts, and consequently most of them are not able to provide a collective city image.
- Single-unofficial websites devoted for the city are numerous, reflecting its statues and its anticipated international role.
- Portals that promote extensively for new approved projects, or events in the city.
- Chatting rooms for debating and criticizing of new projects and their impact on the future cityscape are extensively dealt with on some sites, while they are absent in other.
- Official and unofficial themed websites which are devoted for certain themes such as city's heritage and historical image.

This situation stimulates some important questions such as:

- What shapes the city websites?
- How do the form of the sites vary from one website to another?-
- How are city images changing through the cyber space ?

The answer of these and related questions is important, in order to define the future plans of the branding image of the city through the internet, parallel to the planning of city image on a wider scale.

#### **6.4.2 Recommendations**

The concept of internet websites refers not only to the content being presented to the surfer, but rather to the possibility of surfing among different pages, links or sites, with feedback loops between the user and the rest of the system, creating the potential to freely surf in a space that is totally free of any physical territories or time limits. Consequently, it sets new social, economic, cultural and institutional dimensions of space. The applications of the Cyber spaces have developed very rapidly over the past years, accommodating all purposes of branding sites, web forums, institutions portals and electronic government's websites (governments).

The websites should be oriented toward global concerns of knowledge on the city, rather than just excessively limited information. The main considerations for successful city websites are characterized by:

- Simplicity, systematic presentation and attractiveness in the structure and shape of the site, which eases browsing and makes them potential for value creation.
- Designing multilingual websites including local language for native citizens and a variety of foreign international languages for visitors and newly settled foreigners.
- Flexibility that accommodates establishing of new spaces for ongoing social dialogue.
- Visually appealing site, stimulating browsing experience; concise and well supported with relevant information.
- Comprehensive facts and figures on the city.
- Holding many possibilities for access to information, with links to other well-designed related sites.
- Including of facilities and services offered by the organization (i.e. Municipal services).
- Including of events and festivals calendar and special attractions, city life style, information about working possibilities and so on.
- Indicating Entrepreneur's Attention service: e.g. for people interested in doing business in the city, whether for a few days or many years, indispensable automated information service for business people.
- Containing new and regularly updated information on the city.
- Including of a contact link or address to receive and support communication between citizen, visitors and the city administration.

See: Influx Branding (2005), Brand Dubai, at <http://www.influxinsights.com/blog/article/293/brand-dubai.html>, visited on 21.1.2007

## 7. REFERENCES

- Abdulla, Abdulkhaleq (2006), **The impact of globalization on Arab Gulf states**, in *Globalization and the gulf*, edited by John W. Fox, and others, New York: Routledge
- Abu Dhabi Municipality (2007), *Abu Dhabi 2030, Development plan*, Urban Planning Council, Urban Structure Framework Plan
- Abou El-Ela, Manal, Mohamed Soliman and Mohamed Amin, "Urban Waterfronts between Cultural and Physical Influences" 43rd ISoCaRP 2007 congress
- Abu Ghazalah, Samer (2006), *Skyscrapers as Tools of Economic Reform and Elements of Urban Skyline*
- Al Asad, Mohammad (2001), *The Dubai Model, Urban Crossroads*, Jordan Times March 1, 2007, Amman, Jordan. Published at [http://www.csbe.org/urban\\_crossroads/urban\\_crossroads66/dubai\\_model.htm](http://www.csbe.org/urban_crossroads/urban_crossroads66/dubai_model.htm)
- Al Asad, Mohammad (2004) *Cities of the Arab East, Urban Crossroads*, Jordan Times, May 20, 2004, Amman, Jordan, Published at [http://www.csbe.org/urban\\_crossroads/urban\\_crossroads5/arab\\_east\\_cities.htm](http://www.csbe.org/urban_crossroads/urban_crossroads5/arab_east_cities.htm)
- Architecture Review (2002), "A Living Culture: Middle Eastern Modern Architecture, Architectural Review (March 1998).
- Asfour, Gaber, *An argument for enhancing Arab identity within globalization*, in *Globalization and the gulf*, edited by John W. Fox, and others, 2006, New York: Routledge
- Asfour K. (2004), *Arab Architectural Debate on Identity–Historic Overview*
- Ashworth, G.J. and Voogd, H. (1990). *Selling the city: Marketing approaches in public sector urban planning*. London: Belhaven Press.
- Al Hathloul S. (1998), *The Use of Historic Symbols in Contemporary Planning and Design*.
- Al Hathloul S. (1999) *The Evolution of the Urban Built Form of a Traditional Settlement in Southwestern Saudi Arabia*
- Al Hathloul S. and Edadan N. (1998) *Urban Development in Saudi Arabia provides with a comprehensive overview on the form and structure of contemporary Saudi cities in the light of the increasingly urban-development planning*.
- Basar, Sh., and others (2007), *With/Without*, bidoun Inc and Moutamarat, Dubai
- Barth, F. (1983) *Culture and Society in an Omani Town*
- Begg, Iain (1999) "Cities and Competitiveness". *Urban Studies*. Vol. 36, No. 5-6 pp. 795-809.
- Bianca, S. (1984) *Designing compatibility between new projects and the local urban tradition*, in *The Aga Khan Program for Islamic Architecture* (eds.) *Continuity and Change*, Cambridge.
- Bianca, Stefano (2002), *Urban Form in the Arab World: Past and Present* (New York: Thames and Hudson, 2000), 28.

- Bonine M. (1980), *The Urbanization of the Persian Gulf Nations*
- Bonine (1989), *Cities of Oil and Migrants: Urbanization and Economic Change in the Arabian Peninsula*
- Bonita, M. Kolb (2006), *Tourism Marketing for Cities and Towns*, Elvester Inc., USA
- Boussaa Djamel (2002) *Towards an inter-Emirate urban conservation strategy in the United Arab Emirates*, RICS Foundation, London.
- Bousaa , Djamel (2004), *The Bastakia Historic District in Dubai: from survival to revival*, Proceedings of the 1st. International Conference of Architectural conservation, Dubai Municipality, Dubai, UAE
- Bott, Helmut (2006), *Stadtgestaltung in der Globalisierung*, Universitat Stuttgart
- CABE (2005), *It's our space*
- CABE (2007), *Public attitudes to architecture and public space: transforming neighborhoods, 2005*
- Castells, M. (1997), *The Power of Identity: Vol II of his The Information Age: Economy, Society and Culture*, Oxford, Blackwell
- CEOs for Cities (2006), *Branding your City*, [www.ceosforcities.org/rethink/research/](http://www.ceosforcities.org/rethink/research/) - 44k
- Crilley, D. (1993). *Architecture as advertising: constructing the image of development. Selling Places: The City as Cultural Capital, Past and Present* G. Kearns and C. Philo. Oxford, Pergamon Press
- Crystal, Jill. (1990), *Oil and Politics in the Gulf: Rulers and Merchants in Kuwait and Qatar*
- City of Austin (2004), *Civic Arts / Public Art Downtown Master Plan*
- Chadirji R. (1986), *Concepts and Influences: towards a Regionalized International Architecture*
- Dana J. Stewart, (2001), "Arab Gulf Urban Studies: Identity and Meaning," *Urban Geography* 22: 177.
- Davis, Mike, (2005) "Sinister Paradise: Does the Road to the Future End at Dubai?," essay, [www.omdispatch.com](http://www.omdispatch.com)
- Davis, Mike (2006), *Fear and Money in Dubai*, published in *New Left Review* 41 Sept/Oct 2006 P.47.
- Dubai Municipality, *Electronic Newsletter*, April 2005, Dubai, UAE
- Eleishe, Azza (2005), *Themed Gated Communities, en Route to the Global Image : Dubai Case study*. The UIA Conference, Istanbul. Turkey.
- Eleishe Azza (2005), *Architecture of Dubai and Its Impacts on the City's Life*
- Elsheshtawy, Yasser (2004), *Redrawing Boundaries: dubai, the Emergence of a global city*, In *planning the Middle East city: An Urban Kaleidoscope in a globalization World*, ed. Yasser Elsheshtawy, New York: Routledge

- Elsheshtawy, Yasser (2006), From Dubai to Cairo, In Cairo Cosmopolitan, ed. Diane singerman and other, Cairo: The American University in Cairo Press
- Elsheshtawy Y. (2006), Transitory Sites: Mapping Dubai's 'Forgotten' Urban Public Spaces
- Evans, Graeme (2003) "Hard-Branding the Cultural City -From Prado to Prada". International Journal of Urban and Regional Research. Vol. 27, No. 2. 417-440.
- Explorer (2006), Qatar: The complete Residents's Guid, 1st edition
- Explorer (2006), Kuwait: The complete Residents's Guid, 1st edition
- Explorer (2007), Dubai: The complete Residents's Guid, 11th edition
- Ferdinand, Klaus (1993), The Bedouins of Qatar
- Field, Michael (1985), The Merchants: The Big Business Families of Saudi Arabia and the Gulf States
- Fox, John and others (2006), Heritage revivalism in Sharjah, in Globalization and the gulf, edited by John W. Fox, and others, New York: Routledge
- Fuccaro, Nelida (2001), Visions of the City Urban Studies on the Gulf Middle East Studies Association of North America
- Giddens, A. (1990), The Consequences of Modernity, Cambridge, Polity Press.
- Greenberg (2000), Branding Cities. A social history of the Urban Lifestyle Magazine, Urban Affairs Review, vol. 36, no. 2, p. 228-263
- Gosling, D., Maitland, B. (1984) Concepts of Urban Design, Academy Editions, London; 10.
- Gratton, Chris; Shibliand, Simon; Coleman, Richard (2005), Sport and Economic Regeneration in Cities Urban Stud 2005; 42; 985
- Grill, N. C. (1984), Urbanization in the Arabian Peninsula
- Crilley, D. (1993). Architecture as advertising: constructing the image of development. Selling Places: The City as Cultural Capital, Past and Present G. Kearns and C. Philo. Oxford, Pergamon Press.
- Gulmann S., Holoistic City Design, published at [www.cbs.dk/content/download/38357/576666/file/CityDesignUKsynops.pdf](http://www.cbs.dk/content/download/38357/576666/file/CityDesignUKsynops.pdf), Visited on Nov. 2005
- Hudson, Michael C., The Gulf engulfed: confronting globalization American - Style, in Globalization and the gulf, edited by John W. Fox, and others (2006), New York: Routledge
- Helmy, Mona (2005), Townscape fundamentals for public artworks in squares and plazas, Master thesis, Ain Shams University, Urban planning and design department, Cairo, Egypt
- Influx Branding (2005), Brand Dubai, published at <http://www.influxinsights.com/blog/article/293/brand-dubai.html>
- Inn K. (2004), Plan for City Identity Establishment and City Marketing the Case of Kimpo City, Department of Geography, Seoul National University, Korea
- Jansson, J., and others (2006), Image of the city – urban branding as constructed capabilities in Nordic city regions, Nordic Innovation center



Jencks, Charles (2005) "The New Iconic Building?", by Currey in *Metropolis Magazine*, November 2005.

Jensen, Ole B. (2005), "Branding the Contemporary City -Urban branding as regional growth agenda?". Plenary paper for Regional Studies Association Conference, Aalborg

Jensen S. (2005), *City Branding- Lessons from medium sized cities in the Baltic Sea Region*, Danish Centre for Forest, Landscape and Planning, KVL

John W. Fox, and others (2006), *Globalization and the gulf*, New York: Routledge

Karnataka, Bangalore (2006), *Brand Dubai and the Rest*. published at <http://wakeupjustnow.blogspot.com/2006/07/brand-dubai-and-rest.html>, visited on 11.09.2006

Kavaratzis, Milhalis (2007), *City Marketing: The Past, the Present and Some Unresolved Issues*. *Geography Compass* 1/3: 695–712, Blackwell.

Katodrytis, George (2006) *DUBAI: Photoshop Urbanism*

Katodrytis, George (2006) *Dubai: Emerging Critical Themes in Urban Planning and Design*, in *Layer magazine*, published at [http://www.layermag.com/feature\\_dubai\\_georgeK.html](http://www.layermag.com/feature_dubai_georgeK.html).

Kanafani, Aida. (1983), *Aesthetics and Ritual in the United Arab Emirates*

Kay, Sandra, and Dariush Zandi (1991), *Architectural Heritage of the Gulf*

Kearns, G. and Philo, C., eds. (1993). *Selling places: The city as cultural capital, past and present..* Oxford: Pergamon.

Khalaf, Sulayman, *The evolution of the gulf city type, oil, and globalization*, in *Globalization and the gulf*, edited by John W. Fox, and others (2006) New York: Routledge

Khattab O. (2001), *Globalization Versus Localization: Contemporary Architecture and the Arab City*

Klingmann, Anna (2006) *Brandscapes: Architecture in the Experience Economy*, MIT Press.

Koolhaas, Rem (2007), *Al Manakh: Gulf Survey*, *Global Agenda*, Moutamarat

Koolhaas, Rem (2006), *The Gulf*, *International Architecture Exhibition of the Venice Biennale*, Lars Müller Publishers

Koolhaas, Rem and Bruce Mau (1995), *S.M.L.XL*. Montacelli Press, New York, pp 1249-1250.

Kotler, P., et al. (1999). *Marketing places Europe: attracting investments, industries, residents and visitors to European cities, communities, regions and nations*. London: Pearson Education Ltd.

Kultermann, U. (1999), *The analysis of the contemporary architecture in the Arab Cities*

Landa, Robin (2004) "Advertising by Design, Creating Visual Communications with Graphic Impact" John Wiley & Sons, New Jersey., p. 28.

- Landry, Charles (2003), *Imagination and regeneration: Cultural policy and the future of cities*, IMAGE Project, Council of Europe, DGIV/CULT/STAGE(2003)3, Brussels.
- Larkham P (1996) *Conservation and the city*, London: Routledge
- Lawrence J. Vale (1999), *Imaging After Lynch: Imaging the City Symposium*, Department of Urban Studies and Planning, MIT
- Lorimer, J. G. (1970), *Gazetter of the Persian Gulf, Oman and Central Arabia*
- Lynch, Kevin (1960), *The Image of the City*, MIT Press
- Lynch, Kevin (1981), *Good City Form*, MIT Press, Cambridge MA and London
- Mahgoub Y. (1999), *Architecture in the United Arab Emirates*
- Malhan and Al-Hokail A. (1988), *Al-Jubail An Arab-Islamic New Town*
- Mandeel F. (1992) *Planning Regulations for the Traditional Arab-Islamic built Environment in Bahrain*
- Melissa Mean and Charlie Tims (2005), *People make places: Growing the public life of cities*, demos publications
- Metz, Helen Chapin, ed. *Persian Gulf States: Country Studies 1993*.
- McCann (2004), 'Best Places': Interurban Competition, Quality of Life and Popular Media Discourse, *Urban Studies*, vol. 41, no. 10, p. 1909-1929
- Ministry of Foreign Affairs (2002), *This is Qatar*, Department of Information and Research
- Michael Southworth, eds., *City sense and city design: Writings and projects of Kevin Lynch*. Cambridge: MIT Press.
- Montigny-Kozłowska, A. (1989), "Les lieux de l'identité des Al-Na'im de Qatar." *Maghreb-Machrek* 123: 132-143
- Moustafa, Amer (2005) *Private City: Dubai and the Bazaar of Globalized Landscape*, The UIA Conference, Istanbul. Turkey.
- Nagy, Sharon (1997), "Social Diversity and Changes in the Form and Appearance of the Qatari House." *Visual Anthropology* 10:281-304
- Neuman, Michael (1998), *Planning, Governing, and the Image of the City*; *Journal of Planning Education and Research*, 18; 61, Sagepublications, N.Y.
- Onondaga community college (2006), *Arts across Campus Outdoor Public Art, Art Master Plan*
- Paddison, R. (1993). *City marketing, image reconstruction, and urban regeneration*. *Urban Studies* 30(2).
- Palgrave, B. W. *Personal Narrative of a Year's Journey through Central and Eastern Arabia*, 1868.
- Peck, Malcolm (1997), *Historical Dictionary of the Gulf Arab States*
- Pesce, A. *Jiddah (1977): Portrait of an Arabian City*, Cambridge
- PPS (2007), *Project for Public Spaces, Place making*
- Quinn, Bernadette (2005) *Arts Festivals and the City in Urban Studies*, Vol.42, Nos5/6, 927-943, May2005 Routledge. N.Y.

Richards, Greg and Wilson, Julie (2004), The Impact of Cultural Events on City Image: Rotterdam, Cultural Capital of Europe 2001, *Urban Studies* 04/21 2004

Ramirez, Chris (2005), Is Qatar the Next Dubai? *The New York Times* May 2005, published at <http://travel2.nytimes.com/2006/06/04/travel/04qatar.htm>

Robinson, Gordon and Greenway, Paul (2002), Bahrain, Kuwait and Qatar Demystifying the Desert (London: Lonely Planet Publications, 116.

Ross M, (1991) *Planning and the heritage: Policy and procedures*, New York: Spon Press

RTPI (2001) *Conservation of the historic environment - A good practice guide*, London: Royal Town Planning Institute

Sani Abdu, Mohammed; Salagoor, Yousef; Al-Harigi, Fahad (2002), Jeddah Urban Growth and Development Process: the Underlying Factors. Paper published in the *Scientific Journal of King Faisal University (Basic and Applied Sciences)* Vo.3 No.1, March 2002

Sassen S. (2001), *The global city: New York, London, Tokyo* 2nd edn Princeton University Press., Princeton, NJ.

Sassen, S. (2002), Locating cities on global circuits, in *Environment & Urbanization* Vol 14 No 1 , Globalization and cities

Sassen , S (1991), *The Global city: New York, London, Tokyo*, Princeton University Press, Princeto, USA

Schofield, R., and G. Blake, eds. *Arabian Boundaries Primary Documents*.

Scholtz F. (1990), *Muscat, Sultanate Oman: Geographische Skizze einer Einmaligen Arabischen Stadt*

Scharfenort, Nadine (2007) *Städterivalität in den arabischen Golfstaaten*, in GIGA Focus, German Institute of Area Studies, Institute fuer Nahost, November 2007. publishe at [www.giga-hamburg.de/giga-focus](http://www.giga-hamburg.de/giga-focus)

Serageldin, I. And El-Sadek, S., eds. *The Arab City: Its Character and Islamic Cultural Heritage* (Riyadh, 1982).

Shiber S. J. (1964), *The Kuwait Urbanization: Documentation, Analysis, Critique*

Smith, M. (2001) *Transnational Urbanism: Locating Globalization*, Blackwell, Oxford.

Smyth, H. (1994). *Marketing the city: The role of flagship developments in urban regeneration*. London: E & FN Spon.

*Social and Spatial Process* (1997) : An Ethnographic Study of Housing in Qatar

Thörn, Catharina (2006) "Dressed for success": Entrepreneurial cities, sports and public space, in the proceedings of the ESF-LiU Conference. *Cities and Media: Cultural Perspectives on Urban Identities in a Mediatized World*, Vadstena, Sweden, 25-29

Unwin, P. T. H. "The Contemporary City in the United Arab Emirates." In *The Arab City: Its Character and Islamic Cultural Heritage*, eds. Serageldin, I. and El-Sadek, S. (Riyadh, 1982), pp. 120-41.

Urban Marketing Collaborative (2004), Branding your community, [http://www.jcwg.com/downloads/Branding\\_Your\\_Community.pdf](http://www.jcwg.com/downloads/Branding_Your_Community.pdf), visited on 14.12.2006

Vale, Larry and Bass-Warner, Sam (1998), The Image of a Good City. Imaging and Good City Form Imaging the City, The Place of Media in City Design and Development MIT 11.947 Seminar Fabio Carrera December 13, 1998

Varughese, Sunil (2005), Dubai mirage?

Published at [http://www.brandchannel.com/features\\_profile.asp?pr\\_id=238](http://www.brandchannel.com/features_profile.asp?pr_id=238), visited in 15.09.2006

Viqar, Sarwat (2002), A Commentary on Recent Heritage Conservation Efforts in the Emirate of Dubai, John Abbott College, Montreal, Canada

Ward, Stephen (1998), Selling Places: The Marketing and Promotion of towns and cities 1850 - 2000, E & FN Spon, London,(ISBN 0 419 206108)

Winfield-Pfefferkorn, Julia (2005), "The Branding of Cities: Exploring city branding and the importance of brand image". Master thesis in Advertising Design at the graduate school of Syracuse University

Zahlan, Rosemarie (1979), The Creation of Qatar,

Zukin, Sharon (1995). The Culture of Cities. London: Blackwell.

Zukin, Sharon (1997). "Cultural Strategies and Urban Identities: Remaking Public Space in New York." Källtorp, Ove, Elander, I, Ericsson, O & Franzén, Mats (eds) Cities in transformation – Transformation of Cities: Social and Symbolic Change in Urban Space. Vermont: Avebury.

### **Websites:**

Ind, N., 2003, A Brand of Enlightenment, [www.beyond-branding.com/chapters/enlightenment.htm](http://www.beyond-branding.com/chapters/enlightenment.htm), visited on 26.05.2007

Urban Marketing Collaborative, Oct. 2004, Branding your community, [http://www.jcwg.com/downloads/Branding\\_Your\\_Community.pdf](http://www.jcwg.com/downloads/Branding_Your_Community.pdf), visited on 14.12.2006

McDonnell, Allen & O'Toole, 1999, p.11-12

<http://www.city-identity-image.com/>, visted on Jan., 2006

[http://www.tradepartners.gov.uk/text/sports/opportunities/asien\\_games/exhibitions.shtml](http://www.tradepartners.gov.uk/text/sports/opportunities/asien_games/exhibitions.shtml)

<http://www.demos.co.uk/publications/peoplemakeplacesbook>

<http://www.odci.gov/cia/publications/factbook/geos/qa.html>

<http://www.louisberger.com/berger/now/services/22qatar.html>

<http://www.sipa.columbia.edu/GULF200/reference/gulfregion.html>

<http://www.fao.org/docrep/W4356E/w4356op.html>

Influx Branding (2005), Brand Dubai, at <http://www.influxinsights.com/blog/article/293/brand-dubai.html>, visited on 21.1.2007

General Indicators of Dubai Emirate, 2002, <http://web-vgn.dubai-e.gov.ae:8083/homepage>

Emaar Real Estate website at: [www.emaar.ae](http://www.emaar.ae)

Nakheel Real Estate website at: [www.nakheel.ae/nakheelweb](http://www.nakheel.ae/nakheelweb)

## SUMMARY

### **Urban Branding Strategies and the Emerging Arab Cityscape:**

#### **The Image of the Gulf City**

In a short time, the discovery of oil in the Arab Gulf and its economic implications has made the Arabian Gulf countries amongst the richest countries in the world. Since 1970, oil has given the Arab Gulf cities the opportunity to break regional and international records in urban development and economic growth, experiencing dramatic changes in the political, economic and socio-cultural domains, and especially in architecture and urbanism. These changes are attributed to a number of factors, mainly the political state independence, the increasing economic development and population growth. The oil boom has resulted in a flourish of large scale building industry, introducing what is known as “Oil Urbanization”. As a result, the built environment of major cities in the region has undergone major radical transformations. The domination of the global economy almost everywhere has significantly contributed to the increasingly economic development of the region as new regional/international commercial and business centers are being built, which in turn has strongly affected the form and character of the Gulf city. The development of oil urbanization was shaped by the different practices of “Urban Branding” and city marketing processes, mainly to attract tourists, investors and entrepreneurs as well as to overstate the image of the city for some political and culture reasons.

#### **Urban branding and development in the Arab Gulf city**

Urban branding, as the shaping of the ‘urban imaginary’ of particular place, represents a collection of feelings and perceptions about image, urban life, or cityscape. The word “brand” refers to a company, product name, trademark, or a logo, establishing emotional attachment to products and companies. Branding efforts create a feeling of involvement and an appearance of intangible qualities that surround the brand name, mark, or symbol. Similarly, city branding, as a new field of urban communication, donates the marketing of the city image through representation processes. The conceptual difference between the commercial branding and city branding is that in the process of city branding locations are related to a set of values, meanings and social roles. Product brands only have to satisfy single audiences or consumers, while urban branding has a wide range of audiences to satisfy, such as residents, tourists, businessmen and officials.

Over the last two decades, there has been a growing awareness of the role of some Gulf cities in the regional economic growth.

Similarly, there has been an increasing willingness to develop strategies to cope with the rapid challenges of urban development, while preserving an authentic identity for these cities. Increasingly, many cities in the region have made large efforts to achieve a distinct reputation as successful and distinctive world class cities and to increase the attractiveness of the city region as a place to live, work, visit or do business. Branding the city aims to develop new and creative ways of communicating the image of the city to the rest of the region, or to the world at large. “Urban Branding” strategies were extensively used in the Arab Gulf city with different interpretations and in various forms.

### **City image and the question of identity**

Traditional urban forms are increasingly acting as a source of “cultural/national” identity by functioning as a catalyst of collective memory. All over the Gulf, heritage sites and buildings have been transformed into symbols of national character. This debate elucidates the need to investigate the issue of cultural identity within a comprehensive perspective. Although literature in this field often takes an analysis of architectural trends and urban forms as a starting point in order to formulate new policies or future visions of development, it demonstrates a growing awareness of the phenomenon of continuity and change in architecture and urban place. This awareness leads to the development of a new cultural perception of space which looks at the cityscapes in their socio-economic, historical, and political contexts. The image of the city is not only a source of differentiation between cities, but also of identification, recognition and continuity of urban places.

The city image has become a key concern of the Arab Gulf city managers and urban planners to preserve the character of the city and its competitiveness. It is argued that the Gulf city image thus includes two distinct images; the visual and the brand images. More important, urban branding presents the duality of the emerging cityscape, in which the “perceived images” of the city as a tangible experience of the “urban landscape” interacts with the “brand image” of the city created by the media generated image or “urban Mediascape”, establishing new approaches and directions for research and interpretation.

### **Visual image and brand image**

The visual image of the city originates from the natural process of formation, structuring and the perceiving of the urban landscape, as a tangible manifestation of its formal and structural elements, buildings, landmarks, heritage and architecture. This image is a real, tangible and explicit representation of the city. While, the brand image of the city is an image created by the media, communication policies, public relation campaigns, TV

reports, movies, documentaries, publications and websites, etc. This image is normally imaginary, intangible, projected and implicit vision of the city.

Thus, the integration of the visual image created through the city development process and the brand image created by the city branding experience may offer great opportunities for the development of cities. The research suggests that urban branding can create new dimensions for improving the perception of locations, representing urban landscape, reinforcing economic strength, cultural identity and tourism. It is argued that the suggested approach to the incorporation of urban branding in the city design and planning process can provide a significant contribution to the development of cities and their representation.

### **Key issues**

Many of the Arab Gulf cities have lost much of their visual appearance and special identity under the pressure of urban transformation processes. The main research questions concentrate on the opportunities offered by the city branding practice to incorporate the cultural identity and sense of the city within the planning process of urban development. The research is concerned with three main enquiries:

- 1.To what extent can the creation of a successful image make changes in the urban landscape?
- 2.What are the opportunities offered by urban branding to guide or to control the appearance of the conventional typical elements of the city image over the special identity of the cities?
- 3.How have cities succeeded (or not) in their urban branding processes and why?

### **Objectives:**

The main objectives of this research are to generate new knowledge on how the Gulf cities brand themselves and investigate the process in which the rapid urban transformations change the perception of locations in a socio-culturally, economically and politically distinct region. The research aims at examining whether a balance between the presentation of the identity of places and the urban development of the Gulf cities can be achieved. Also, it aims to establish a planning framework that incorporates the practice of urban branding in the design and planning of cities. This planning framework seeks to achieve a balance between the distinct visual identity of the locations and the economic, tourist and urban development in the Arab Gulf city.

## **Hypothesis**

The research hypothesizes that the development of branding image for some Gulf cities responded to their development needs and goals, which called for a promotion of a positive image for these cities in the region. Consequently, branding strategies can have a positive impact on the ability of those cities to achieve their planning, economic, social and cultural objectives. Many cities have developed their own visual images integrating some of their historical and cultural icons together with modern urban elements and new landmark buildings. In many cases, this process reflects the city's unique position as a gateway to new economic opportunities in the region.

## **Methodology**

The research is based on a “thematic” approach combining empirical descriptive approach and comparative analysis method in analyzing and assessing selected examples and the interpretation of case studies. By adopting this methodological combination, an appropriate methodological approach to the study can be efficiently formulated and elaborated. The research develops a special analytical technique for describing and analyzing the image of the city and its related layers. Mapping the city form and image is an essential step in order to standardize the analysis of the case studies. For this purpose, a computer-generated model for all the four case studies is built, using special three-dimensional modeling software (a mix of AutoCAD and 3D Studio software). The benefit of this technique is to generate a variety of abstracted city images that describe well the city form and ease the comparative analysis of the case studies in standardized formats.

## **Analysis of city image: Case studies**

The research focuses on the investigation of selected case studies for Arab Gulf cities – Dubai, United Arab Emirates; Doha, Qatar; Kuwait City, Kuwait; and Jeddah, Saudi Arabia - that may have succeeded (or not) in creating an image of the emerging city that has become nationally or internationally recognized. The analysis is based on selected themes, in which the most related illustrative analysis techniques are extensively used. It is established basically on three main elements and their related components:

1. City context: The identification of the role of place in the image making process of locations. This includes the natural setting and historical development.
2. City making: The focus on the visual image of the city, that developed overtime. This comprises the city structure, function, form and development.



3. City branding: The media-generated images and branding activities. This includes the vision, target groups, strategies, institutions and mediascape.

Dubai is rapidly developing into a network of congested roads connecting world class projects of monumental and gigantic scale offering exclusive lifestyle residential neighborhoods, business and commercial parks, and touristy, entertainment and leisure sites to live up to its new title “the capital of superlatives”. In its modernization process, and in the making of its mega-city image, the city has adopted international building standards, state of the art technologies and westernized images to replace its smaller scale building traditions, losing its distinctiveness and special regional character in order to make a new legacy for the region and for the world at large.

Doha, the capital city of Qatar, is situated on the bank of the Arabian Gulf. Earlier, Doha was known as one of the busy pearl fishing villages in the South East Arabia on Persian Gulf. It was till recently when the oil production began in 1949, and it got a face lift to present itself as one of the most important trade centers of the region. This picturesque, tiny deep water port is one of the most important cities of Middle East today. Doha, with its accommodating nature, is an intriguing mixture of old and new traditions of Arab Gulf cities.

### **A comparative Analysis**

Following the investigation of the case studies, a comparative analysis for the case studies systematically scrutinizes and evaluates the elements that characterized the process by which imaging processes, both visual and brand images, affecting the Gulf city form. The objective is to identify the common elements between the presented case studies in order to synthesis the major characteristics of the phenomenon of the Gulf city imaging. Nevertheless, the analysis delineates also some non-common elements, which are highly individual for each case and separately interpreted. The identification of those elements is equally important and necessary for understanding the particularities of cities and their individual special identities that distinguished them from other cities. The comparison argues that through the identification of city imaging phenomena, strategies, processes and some guidelines for the enhancement of the current practice of urban imaging in the Arab Gulf city can then be explored and further developed. The findings of the comparative analysis highlight the relationships between branding and city form, including the impact of branding on the development of the city image.

### **Conceptual Approach for the Planning of the City Image**

The suggested conceptual approach is based on incorporating the practice of urban branding in the design and development processes of the Gulf cities. The approach is based on the argument that city images are deemed to be those elements used to represent a city as a whole and its associated meanings. The city identity is determined in an interrelated framework of values that is relevant to communities, inhabitants' mood, their personal experiences, and quality of urban life, values, architecture, activities, memories, cultural heritage, and differing individuality.

The visual image represents the sensory experience of cities, to see cities in terms of the direct sensory appreciation of their qualities and to assess the structure and identity of places. While the emerging images of the contemporary Gulf city reflect processes associated with several connections between city development and the media generated images in the production, design, appearance and the perceptual qualities. Film, digital media, photography, advertising, and public relations, questioned the power of media driven images to shape positive urban conditions and to capture the identity of that city.

Since city image is created in a field of tension between functions, structure and form, it is suggested that image should be viewed as the manifestation of the ability to conceptualize, represent, and symbolize city identity. City imaging often involves attempts to develop attractive and memorable images for cities that do not have them. The study addresses four main modes of relationships between visual and brand image of the Gulf city, depending on the patterns of existence, interaction, dominance and association. It is suggested that in some modes of interaction between both images, a process of transformation from one image into the other has occurred. Hence, the suggested approach is conceived in terms of a triad, consisting of three major components: the city identity, the visual image, and the branding image. Each of these components encompasses other smaller components integral to the building of the approach itself. Consequently, the three components address ways in which city image(s) can be integrated and how the desired integration would meet the capacity of planning the city image. Moreover, it shows how such integration relates to the nature of imaging conveyed and incorporated.

### **Urban Branding Strategies**

City image planning strategies rely on the argument that the city is a structure and an activity represented through a visual image expressing a specific identity. The making of a good city image is a meaningful synthesis of activity and structure. The use of image planning strategies has become an essential need for cities in

order to survive in the global economy. Since successful brands give added value beyond the physical assets of cities, there is a big willingness to transfer the visual image into a unique brand image through certain strategies. There are different urban branding strategies that could be developed based on diverse city development objectives and visions, such as large scale urban projects, signed architecture, events, media, etc. The study focuses on strategies that tend to combine tangible aspects of the Gulf cities – their built environment, urban culture, heritage, infrastructure, etc. – and a number of intangible aspects – their slogan, their identity, etc. The study focuses on three main areas: branding location strategies including natural settings, flagship projects, and landmark buildings, branding through city life, festivals and special events and branding through Mediascape, (advertising, publications, slogans, logos, etc.).

### **City image planning guidelines and recommendations**

Successful image planning helps create great places to live, work, invest, and enjoy recreationally. It is about involving people, communities, and professionals in creating the cityscape, as well as the natural environment, built and cultural heritage to strengthen city identity. The challenges for the image planning are therefore to build on the positives of the richly diverse Gulf city fabrics, to re-create them and to ensure they are expressions of their inclusiveness, responsiveness and to fulfill their comprehensiveness. The purpose of planning guidelines and recommendations is to provide more livable and successful city image for different target groups such as professionals, city councilors, business people and the wider community. Suggested guidelines and recommendations stress the structural connections between people and places, public and private space, the natural and built environment, movement and urban form, and between the social and economic purposes for which city areas are used. Guidelines and recommendations provide means of aiding the implementation of the conceptual approaches and can be considered as practical instruments for planning authorities and professionals to positively inform on the city image planning issues.

Suggested planning guidelines and recommendations are a combination of prescriptive and performance guidelines. Prescriptive planning guidelines and recommendations attempt to establish standards, while performance guidelines and recommendations provide general and flexible procedures, rather than prescriptive techniques. City image guidelines in the context of this study are selective, not exhaustive, as they are meant to be demonstrative and illustrative for the conceptual design rather than prototype or stereotypical to be followed. The guidelines and recommendations are arranged according to their context, current issues,

planning objectives and suggested specific exemplary actions. Suggested planning guidelines deal with the following areas of action: skyline, public space, architecture, heritage, public art, and recommendations for the media generated images: festivals and events, logos, slogans and cities' websites. Illustrative examples from both international and regional successful experience are used in a joint concern of city planning and city branding.

For example, architecture as a tool for city branding is extensively shaped in the Gulf city today, through the construction of corporate buildings (often tall buildings and skyscrapers), iconic and signature buildings by international star-architects. As architecture for the city of multidimensional aspects, it establishes collective identity, a source of civic pride, and representation of community. The current architectural issues include the conflicting wide variety of trends that are found all over the region, reflected in the mix of singular styles and trends. Planning objectives for architecture are concerned with reflecting cultural, economic, and social characteristics and a symbolic and a meaningful experience, related to the particularities of places. Developing of particular expressions, within the context of a holistic identity, synthesizing meanings, and presenting a multidimensional communication process, is also an important objective. For example, groups of tall buildings have collective remarkable effect on the city image, forming an important part of the city image and framing particular views. They often mark places of certain activity pattern, such as city centers and CBDs. Planning for the groups of buildings should take into consideration the consequence for the overall city image. Suggested city image planning guidelines for tall buildings are to be recognizable, if viewed from all visual corridors, not limited to single axes, views, or sides. Having central spot(s), as climax for the group, providing with particular recognizable visual forms, will strengthen the appearance, legibility and uniqueness of the cluster. Enhancing the city skyline, through their collective visual effects, as well as being gradual in the scale, massing and height are also recommended to ensure coherence with the surrounding context.

Public art is another domain for the guidelines. It is designed to complement the visual experience that is an important element of city identity, enhancing the sense of place and creating a dynamic cultural atmosphere. Public art in the Gulf cities is neither well integrated in the overall planning of the city, nor does it reflect a significant character or the city identity. Moreover, some of the public artworks do not really convey a meaningful message. The objectives for planning public art include the enhancement of city identity to give a competitive advantage to people who live, visit, work, and invest in the city, the improvement of the quality of visual environments in cities' public realm and sense of place. Also, it creates an added value

to places that attract investments and tourism. In the context of the Gulf city, some of the guidelines that organize the planning of public art suggest a careful investigation of the relationship between the artworks and the appropriate distance, movement and visibility as well as the townscape elements should be done for a successful setting of public art in public space. A public art master plan should be an essential layer of the city master planning that organizes and defines the public art's selecting and setting. Public art selection should be based on certain criteria like authenticity, aesthetic, thematic consideration, value, legibility, etc. In addition, the placement of public art should be based on the integration with the surrounding built environment and its suitability to an appropriate scale with the adjacent buildings.

An example of the media generated image recommendations are the cities' websites, where the role of Internet for branding, enhancing, and promoting the city image, through being a public "cyber" space for every citizen and visitor, is rapidly increasing by several city organizations. In general, the Gulf city websites attempt to transmit the image of the city in a rapid development and transformation towards being a world class city. They attempt to provide an informative message about the city and its current development. The available official Gulf city websites are very few and limited in contents, while there are many private websites for various aims and contents. The study recommends that the cities websites should be oriented toward global concerns of knowledge on the city. Among the main considerations for successful websites is the simplicity in the presentation and attractiveness in the structure and shape of the site, flexibility that accommodates establishing new spaces for ongoing social dialogue, visually appealing characteristics, stimulating browsing experience; concise and well supported with relevant information. The inclusion of events and festivals calendar, city life style, and information about working possibilities and so on, as well as indicating Entrepreneur's Attention service are also equally important.

## ZUSAMMENFASSUNG

### **Städtebauliche Branding Strategien und die neu entstehende arabische Cityscape**

#### **Die Stadtbildplanung der Golfstadt**

In den arabischen Golfstaaten haben die Entdeckung von Öl, deren wirtschaftliche Auswirkungen und das damit verbundene Wirtschaftswachstum in kurzer Zeit diese Staaten zu den reichsten Ländern der Welt gemacht. Seit 1970 hat Öl den arabischen Golfstaaten das Brechen mehrerer, regionaler und internationaler Rekorde auf dem Gebiet des Städtebaus und der Wirtschaftsentwicklung ermöglicht. Dadurch hat die Region dramatische Veränderungen im politischen, wirtschaftlichen und sozio-kulturellen Bereich, vor allem in den Bereichen Architektur und Stadtplanung, erlebt. Diese Veränderungen sind auf eine Reihe von Faktoren zurückzuführen, unter denen vor allem die politische staatliche Unabhängigkeit, die rasante Wirtschaftsentwicklung und das Bevölkerungswachstum zu nennen sind. Der Öl-Boom hat zu einem exorbitanten Bauprozess, der sogenannten Öl-Urbanisierung, geführt. In deren Folge hat die bebaute Umgebung der großen Städte in der Region eine radikale Transformation in ihrer bebauten Umwelt erfahren. Die Dominanz der globalen Wirtschaft hat fast überall zu einer wirtschaftlich ausgeprägten Entwicklung der Region beigetragen, die mit der Entstehung neuer regionaler/internationaler Handels- und Wirtschaftszentren gekoppelt ist, was sich wiederum stark auf die Form und den Charakter der Golfstadt auswirkt. Die Entwicklung der Öl-Urbanisierung wird durch unterschiedliche Praktiken des Urban Branding sowie des Metropolen-Marketing begleitet, die das Ziel verfolgen, Touristen, Investoren, Unternehmer, vor allem aber das internationale Kapital anzulocken, sowie das Image der Golfstadt aus politischem und kulturellem Gesichtspunkt aufzuwerten.

#### **Urban Branding und Entwicklung in der arabischen Golfstadt**

Urban Branding könnte man dabei als "Entwurf einer imaginären Stadt" bezeichnen, welche die städtebauliche Realität zu einem Bild aufpoliert, das den Erwartungen der anzuwerbenden internationalen Akteure entspricht. Ursprünglich bezieht sich das Wort "Brand" auf einen Firmen-, Produkt-, oder Markennamen, der zur Schaffung emotionaler Bindungen zu Produkten und Unternehmen führt. "Branding" erzeugt ein Gefühl der Beteiligung und ruft immaterielle Qualitäten hervor, welche mit der Marke, dem Wahrzeichen oder dem Symbol assoziiert werden. Ähnlich trägt "Urban Branding" als neues Feld der städtischen Kommunikation zur Vermarktung des Stadtbildes durch einen Repräsentationsprozess bei. Der Unterschied zwischen "Urban Branding" und der Produktvermarktung besteht nicht nur in der höheren Komplexität des "Artefakts Stadt" gegenüber einem Konsumartikel sondern auch in der Struktur der Adressaten. Produktmarken müssen nur die Ansprüche von einzelnen Publikums- oder Verbrauchergruppen erfüllen, wohingegen das "Urban Branding"

auf eine breite Zielgruppe, wie Bewohner, Touristen, Geschäftsleute und Beamte abzielt.

In den letzten zwei Jahrzehnten ist ein wachsendes Bewusstsein über die Rolle einiger Städte in den Golfstaaten für das regionale Wirtschaftswachstums entstanden. Ebenso gab es eine zunehmende Bereitschaft zur Entwicklung von Strategien, um die Herausforderungen der schnellen städtischen Entwicklung zu meistern und gleichzeitig die Identität dieser Städte zu bewahren. Immer mehr Städte in der Region unternehmen große Anstrengungen, um ihren Ruf als erfolgreiche und unverwechselbare Weltstadt zu festigen und die Attraktivität der städtischen Region als einen Ort des Lebens, der Arbeit, des Besuchs oder Geschäftemachens zu erhöhen. "Urban Branding" zielt darauf ab, neue und kreative Wege zu entwickeln, um dem Rest der Region und gar der gesamten Welt das Bild der Stadt zu vermitteln. In diesem Sinne werden in den arabischen Golfstaaten Strategien des "Urban Branding" gezielt eingesetzt, um die wachsenden Städte als erste Adressen im internationalen Städtenetz zu positionieren.

### **Stadtbild und Identitätsfrage**

Traditionelle städtische Formen stellen zunehmend eine Quelle der "kulturellen / nationalen" Identität dar, indem sie als Katalysator des kollektiven Gedächtnisses funktionieren. Überall in den Golfstaaten wurden historische Stätten und Gebäude in Symbole von nationalem Charakter umgewandelt. Diese Entwicklung untermauert die Notwendigkeit, die Frage der kulturellen Identität innerhalb einer umfassenden Perspektive zu untersuchen. Obwohl die Literatur auf diesem Gebiet häufig eine Analyse der architektonischen Trends und städtischen Formen als Ausgangspunkt im Hinblick auf die Ausarbeitung neuer Strategien und Visionen der künftigen Entwicklung nimmt, dokumentiert sie ein wachsendes Bewusstsein für das Phänomen der Kontinuität und des Wandels in Architektur und in der städtischen Raumbildung. Dieses Bewusstsein führt zu einer neuen Entwicklung der kulturellen Wahrnehmung von Raum, welche die Stadtlandschaft in ihrem sozio-ökonomischen, historischen und politischen Kontext betrachtet. Das Bild der Stadt ist nicht nur eine Quelle der Differenzierung zwischen den Städten, sondern auch eine der Identifizierung, Anerkennung und Kontinuität von städtischen Lebensräumen. Somit ist das Stadtbild zu einem zentralen Aktionsfeld von Stadtmanagern und Stadtplanern in den arabischen Golfstaaten geworden, welche den Charakter der Stadt und ihre Wettbewerbsfähigkeit bewahren wollen. Es wird argumentiert, dass sich das Bild der Golfstadt somit aus zwei verschiedenen

Bildern zusammensetzt: dem visuellen und dem Markenbild. Noch wichtiger ist, dass "Urban Branding" die Dualität der entstehenden Stadtlandschaft darstellt, indem die "wahrgenommenen Bilder" der Stadt als greifbare Erfahrung der "Stadtlandschaft" in Wechselwirkung mit dem "Markenbild" der Stadt oder dem "städtischen Medienbild" treten, das durch die Medien erzeugt wurde. Dies schafft neue Ansätze und Perspektiven für Forschung und Interpretation.

### **Visuelles Bild und Markenbild**

Das visuelle Bild der Stadt entstammt dem natürlichen Prozess der Gründung, Strukturierung und Entwicklung der Städtelandschaft. Als solches kann es als greifbare Manifestation ihrer formalen und strukturellen Elemente, Gebäude, Sehenswürdigkeiten, kulturellen Erbes und Architektur aufgefasst werden. Dieses Bild ist eine echte, greifbare und explizite Repräsentation der Stadt. Dahingegen ist das Markenbild der Stadt ein Bild, das von Medien, Kommunikationsstrategien, PR-Kampagnen, TV-Reportagen, Spielfilmen, Dokumentationen, Publikationen und Webseiten erschaffen wurde. Dieses Bild stellt in der Regel eine imaginäre, immaterielle, projizierte und implizite Vision der Stadt dar. Somit bietet die Integration des visuellen Bildes, das durch den städtischen Entwicklungsprozess erstellt wurde, und des Markenbildes, das durch die Erfahrung des Stadtmarketing entstanden ist, große Chancen für die Entwicklung der Städte. Die vorliegende Forschungsarbeit legt nahe, dass "Urban Branding" neue Dimensionen für die Verbesserung der Wahrnehmung von Orten, die Präsentation der städtischen Landschaft, die Verbesserung der Wirtschaftskraft, die Verstärkung kultureller Identität und den Ausbau des Tourismus eröffnet. Es wird argumentiert, dass das vorgeschlagene Konzept zur Einbeziehung von "Urban Branding" in die Stadtkonzeption und den Planungsprozess einen wesentlichen Beitrag zur Entwicklung der Städte und ihrer Präsentation leisten kann.

### **Hauptthemen**

Viele der arabischen Golfstädte verlieren im städtischen Transformationsprozess ihr gewachsenes Stadtbild und ihre Identität. Die wichtigsten Forschungsthemen konzentrieren sich auf die Möglichkeiten, die Praktiken des "Urban Branding" zur Einbeziehung der kulturellen Identität der Stadt in die städtische Entwicklungsplanung bieten. Die Forschungsarbeit befasst sich mit drei Hauptfragestellungen:

1. In welchem Umfang kann die Schaffung eines erfolgreichen Bildes Veränderungen in der städtischen Landschaft bewirken?
2. Welche Möglichkeiten bietet "Urban Branding" zur Leitung oder Kontrolle des Erscheinungsbildes typischer, konventioneller Elemente des Stadtbildes über die besondere Identität von Städten?



3. Auf welche Weise haben Städte in ihrem “Urban Branding” Erfolg oder keinen Erfolg gehabt und worauf ist dieser Erfolg (oder Misserfolg) zurückzuführen?

### **Zielsetzung**

Die Hauptziele dieser Forschung liegen in der Gewinnung neuer Erkenntnisse darüber, wie die Golfstädte sich vermarkten und wie der rasante Verwandlungsprozess die punktuelle Wahrnehmung aus soziokulturellem, wirtschaftlichem und politischem Gesichtspunkt beeinflusst.

Die Forschungsarbeit zielt auf die Beantwortung der Frage ab, ob ein Gleichgewicht zwischen der Darstellung der Städte und ihrer städtebaulichen Entwicklung der Golfstädte erreicht werden kann. Des Weiteren soll der Rahmen für eine Planung gesteckt werden, welche die Praxis des “Urban Branding” bei der Konzeption und Planung von Städten mit einbezieht. Dieser Rahmen soll die Erreichung eines Gleichgewichts zwischen der einzigartigen visuellen Identität der Standorte und der wirtschaftlichen, touristischen und städtischen Entwicklung in der arabischen Golfstadt ermöglichen.

### **These**

In dieser Forschungsarbeit wird die These aufgestellt, dass die Entwicklung von “Urban Branding” in einigen Golfstädten die adäquate Antwort auf ihre Entwicklungsbedürfnisse und –ziele darstellt, um deren Verlangen nach positiver Resonanz in der Region zu erfüllen. Folglich kann “Urban Branding” einen positiven Einfluss auf die Fähigkeit der Städte ausüben, ihre planerischen, wirtschaftlichen, sozialen und kulturellen Ziele zu erreichen. Viele Städte haben ihr eigenes visuelles Image entwickelt und dabei einige ihrer historischen und kulturellen Symbole mit modernen städtischen Elementen und neuen, zu Wahrzeichen gewordenen Gebäuden integriert. In vielen Fällen spiegelt dieser Prozess die einzigartige Position der Stadt als Tor zu neuen wirtschaftlichen Möglichkeiten in der Region wider.

### **Methodik**

Die hier vorliegende Forschungsarbeit verbindet die theoretische Aufarbeitung aktueller Trends des “Urban Branding” in den arabischen Golfstaaten mit einem empirischen vergleichenden Ansatz zur Untersuchung und Bewertung ausgewählter Beispiele sowie zur Auslegung mehrerer Fallstudien. Diese kombinierte Vorgehensweise ermöglicht die Ausarbeitung eines geeigneten methodischen Ansatzes, der in dieser Studie Anwendung findet und wirksam formuliert wird. Dazu wurde eine besondere analytische Methode zur Beschreibung und Untersuchung des Stadtbildes und der mit ihm verbundenen Ebenen entwickelt. Die Kartierung der Stadtform und des Stadtbildes stellt einen wesentlichen Schritt

zur Standardisierung der Analyse von Fallstudien dar. Zu diesem Zweck wurde ein computerbasiertes Modell für alle vier Fallstudien entwickelt, das spezielle dreidimensionale Modellierungssoftware (eine Kombination aus AutoCAD und 3D Studio Software) anwendet. Der Vorteil dieser Technik liegt darin, eine Vielzahl abstrakter Bilder einer Stadt generieren zu können, welche die Stadtform in ansprechender Form beschreiben und die vergleichende Analyse der Fallstudien in standardisiertem Format erleichtern.

### **Die Analyse des Stadtbildes: Fallstudien**

Die Forschungsarbeit konzentriert sich auf die Untersuchung ausgewählter Fallstudien von arabischen Golfstädten - Dubai (Vereinigte Arabische Emirate), Doha (Katar), Kuwait-Stadt (Kuwait) und Jeddah (Saudi Arabien). Diese Städte stehen für den Erfolg oder Misserfolg in der Schaffung eines Images der aufstrebenden Stadt, was in positiver Resonanz auf nationaler oder internationaler Ebene resultiert ist. Die Analyse basiert im Wesentlichen auf Themen, für die die jeweils am besten geeigneten Analysetechniken umfassend genutzt werden. Sie basiert im Wesentlichen auf drei Hauptelementen und den dazugehörigen Komponenten:

1. Stadtkontext: die Identifizierung der Rolle, welche der Standort im Prozess der Bilderzeugung von Standorten spielt. Dazu gehören auch die natürliche Umgebung und die historische Entwicklung.
2. Städtebau: Im Brennpunkt steht das visuelle Bild der Stadt, das sich im Laufe der Zeit entwickelt hat. Dies umfasst die Stadtstruktur, -funktion, -form und -entwicklung.
3. Stadtmarketing: Die von den Medien generierten Bilder und Marketingaktivitäten. Dazu gehören Vision, Zielgruppen, Strategien, Institutionen und die Medienlandschaft.

### **Dubai**

Dubai entwickelt sich mit großer Geschwindigkeit zu einem Netz von verstopften Straßen, das Projekte von Weltrang und gigantischem Ausmaß verbindet. Solche Stadtteile bieten Wohnraum für den gehobenen Lebensstil, Geschäfts- und Gewerbeparks sowie Tourismus-, Unterhaltungs- und Freizeitseinrichtungen, dank deren die Stadt ihrer neuen Bezeichnung als "Hauptstadt der Superlative" gerecht wird. In ihrem Modernisierungsprozess und Erzeugen des Images einer Megastadt hat die Stadt internationale Bauvorschriften, neueste Technologien und ein westliches Image angenommen, um ihre kleiner dimensionierte Gebäudetradition zu ersetzen. Sie hat ihre Besonderheit und ihren speziellen regionalen Charakter verloren, um ein neues Vermächtnis für die Region und die Welt zu schaffen.

Doha, die Hauptstadt von Qatar, liegt am Rand des arabischen Golfs gelegen. Das frühere Doha war bekannt als eines der florierendsten

Perlenfischerdörfer im südostarabischen Teil des persischen Golfs. Erst vor kurzem, als die Erdölgewinnung 1949 anfang, erhielt es ein Facelift, um sich als eines der wichtigsten Geschäftszentren der Region darzustellen. Dieser malerische, kleine Tiefwasserhafen ist heutzutage eine der wichtigsten Städte des Nahen Ostens. Doha mit seiner ansprechenden Natur zeichnet sich durch eine faszinierende Mischung alter und neuer Traditionen der arabischen Golfstädte aus.

### **Eine vergleichende Analyse**

Im Anschluss an die Fallstudien werden in einer vergleichenden Analyse der Fallstudien die Elemente systematisch überprüft und bewertet, die das "Image" der Städte beeinflussen - und zwar sowohl das physische Stadtbild als auch das Marketingbild. Zielsetzung ist es, gemeinsame Elemente in den dargestellten Fallstudien zu identifizieren, um die Haupteigenschaften des Phänomens der Imagebildung der Golfstadt abzuleiten. Nichtsdestoweniger grenzt die Analyse auch einige unterschiedliche Elemente ab, die für jeden Fall als höchst individuell eingestuft und separat gedeutet werden. Die Kennzeichnung dieser Elemente, durch die sie sich von anderen Städten unterscheiden, ist für das Verständnis der Besonderheiten der Städte und ihrer speziellen Identitäten gleichermaßen wichtig und notwendig. Mit Hilfe dieses Vergleichs wird argumentiert, dass durch die Identifizierung des Phänomens der Imagebildung Strategien, Prozesse und Richtlinien für die Verbesserung der gegenwärtigen Praxis der Imagebildung in der arabischen Golfstadt erforscht und weiterentwickelt werden können. Die Ergebnisse der vergleichenden Analyse heben die Beziehungen zwischen Marketing und Stadtform einschließlich der Auswirkung des Marketings auf die Entwicklung des Stadtbildes hervor.

### **Konzeptueller Ansatz für die Planung des Stadtbildes**

Der vorgeschlagene konzeptionelle Ansatz basiert auf der Einbeziehung der Praxis des "Urban Branding" in den Design- und Entwicklungsprozess der Golfstädte. Auf der Grundlage dieses Ansatzes wird argumentiert, dass mit Stadtbildern jene Elemente gemeint werden, die zur Präsentation der Stadt als Ganzes und der mit ihr verbundenen Bedeutungen benutzt werden. Die Stadtidentität wird in einem zusammenhängend Rahmen von Werten definiert, die für Gemeinschaften, die Stimmung der Einwohner, ihre persönlichen Erfahrungen und Qualität des städtischen Lebens, der Werte, der Architektur, der Tätigkeiten, des kollektiven Gedächtnisses, des kulturellen Erbes und der unterschiedlichen Individualität relevant sind. Das Sichtbild stellt die sensorische Erfahrung der Städte dar, um Städte im Bezug auf die direkte sensorische Anerkennung ihrer Qualitäten zu erkennen und die Struktur und die Identität der Standorte einzuschätzen. Die neu entstehenden Bilder der zeitgenössischen Golfstadt reflektieren die Prozesse, die mit dem Zusammenhang zwischen Stadtentwicklung und den positiv ausstrahlenden und identitätss-

tiftenden durch die Medien (z.B. Film, digitale Medien, Fotografie, Werbung und Öffentlichkeitsarbeit) erzeugten Bildern in Produktion, Design, Aussehen und Wahrnehmungsqualitäten verbunden sind.

Da das Stadtbild in einem Spannungsfeld von Funktionen, Struktur und Form geschaffen wird, wird die Auslegung des Bildes als Äußerung der Fähigkeit thematisiert, die Stadtidentität aufzufassen, darzustellen und zu symbolisieren. Die Imagebildung einer Stadt bezieht häufig Versuche mit ein, attraktive und einprägsame Bilder für Städte zu entwickeln, die sie nicht haben. Die Studie spricht vier Arten von Beziehungen zwischen dem visuellen und dem Markenbild der Golfstadt an, die abhängig von den Mustern des Bestehens, der Interaktion, der Herrschaft und der Verbindung sind. Es wird vorgeschlagen, dass bei einigen Arten der Interaktion zwischen beiden Bildern ein Prozess der Umwandlung von einem Bild in das andere aufgetreten ist. Folglich wird der vorgeschlagene Ansatz in einem Dreikomponentengefüge ausgedrückt, der aus den Hauptbestandteilen Stadtidentität, visuellem Bild und Markenbild besteht. Jeder dieser Bestandteile umfasst andere kleinere Bestandteile, die integraler Bestandteil des Ansatzgebildes sind. Infolgedessen beziehen sich die drei Bestandteile auf Wege, wie Stadtbilder integriert werden können und wie die gewünschte Integration der Planungskapazität des Stadtbildes entgegen kommen kann. Darüberhinaus zeigt sie, wie solch eine Integration sich gegenüber der Natur der vermittelten und einbezogenen Imagebildung verhält.

### **Strategien des "Urban Branding"**

Planungsstrategien für das Stadtbild beruhen auf der Voraussetzung, dass die Stadt eine Struktur und eine Tätigkeit darstellt, die durch ein visuelles Bild mit einer spezifischen Identität dargestellt werden kann. Die Erzeugung eines positiven Stadtbildes hängt von der aussagefähigen Synthese von Tätigkeit und Struktur ab. Der Einsatz von Strategien zur Imageerzeugung ist zur wesentlichen Notwendigkeit für Städte geworden, um in einer globalen Wirtschaft überleben zu können. Da erfolgreiche Marken den physischen Werten von Städten einen gewissen Mehrwert verleihen, ist die Bereitschaft groß, durch bestimmte Strategien das visuelle Bild in ein einzigartiges Markenbild zu übertragen. Es gibt unterschiedliche Strategien des "Urban Branding", die auf der Grundlage verschiedenartiger Zielsetzungen und Visionen der Stadtentwicklung, wie großangelegte städtische Projekte, bezeichnende Architektur, Ereignisse und Medien, entwickelt werden könnten. Diese Studie konzentriert sich auf Strategien, die dahin tendieren, fühlbare Aspekte der Golfstädte – ihre bebaute Umgebung, städtische Kultur, historisches Erbe, Infrastruktur, etc. – mit einer Anzahl von immateriellen Aspekten – Werbespruch, Identitätsmerkmale, usw. zu kombinieren. Diese Studie stellt drei Hauptbereiche in den Mittelpunkt: Einbrennende Position Strategien einschließlich der natürlichen Umgebung, Vorzeigeprojekte und Wahrzeichen darstellende Gebäude, Marketing mittels Stadtleben, Festivals und die

speziellen Ereignissen und Marketing mittels der Medienlandschaft, (Reklame, Publikationen, Schlagworte, Firmenzeichen, etc.).

### **Richtlinien und Empfehlungen zur Stadtbildplanung**

Erfolgreiche Stadtbildplanung trägt dazu bei, großartige Orte zum Leben, Arbeiten, Investieren und Entspannen zu schaffen. Es sollte deshalb selbstverständlich sein, Bürger sowie Fachleute gemeinsam in den Entstehungsprozess einzubeziehen. Die Herausforderungen für die Planung des Images bestehen folglich darin, auf den positiven Seiten des höchst diversifizierten Gewebes der Golfstadt aufzubauen, sie wiederzuerstatten und sicherzustellen, dass es ein Ausdruck ihrer Exklusivität, ihres Reaktionsvermögens bleibt und es ihre Reichhaltigkeit erfüllen kann. Der Zweck von Planungsrichtlinien und -empfehlungen ist es, für ein lebenswerteres und erfolgreicher Stadtbild für unterschiedliche Zielgruppen wie Fachleute, Stadtparlamentarier, Geschäftsleute und die breitere Öffentlichkeit zu sorgen. Die vorgeschlagenen Richtlinien und Empfehlungen betonen die strukturellen Verbindungen zwischen Menschen und Orten, öffentlichem und privatem Raum, natürlicher und bebauter Umwelt, Bewegung und städtischer Form und zwischen den sozioökonomischen Zwecken, für die Stadtbereiche verwendet werden. Richtlinien und Empfehlungen stellen das Mittel dar, um die Verwirklichung des konzeptionellen Ansatzes zu unterstützen, und können als praktische Instrumente für Planungsbehörden und -fachleute betrachtet werden, um sich in positiver Weise über Planungsfragen betreffend des Stadtbildes informieren zu können.

Die vorgeschlagenen Planungsrichtlinien und -empfehlungen sind eine Kombination von vorschreibenden und leistungsorientierten Richtlinien. Vorschreibende Planungsrichtlinien und -empfehlungen versuchen, Standards aufzustellen, während leistungsorientierte Richtlinien anstelle vorschreibender Techniken allgemeine und flexible Verfahren zur Verfügung stellen. Im Rahmen dieser Studie wurden Richtlinien zum Stadtbild lediglich in ausgewählter aber nicht in erschöpfender Weise eingesetzt, da sie als demonstrativ und illustrativ für den konzeptionellen Design betrachtet werden müssen und nicht als Prototyp oder stereotypisch befolgt werden können. Die Richtlinien und Empfehlungen sind entsprechend ihrem Kontext, gegenwärtigen Fragestellungen, Planungszielen und vorgeschlagenen, spezifischen beispielhaften Tätigkeiten angeordnet. Die vorgeschlagenen Planungsrichtlinien beschäftigen sich mit folgenden Handlungsbereichen: Skyline, öffentlichem Raum, Architektur, historischem Erbe, öffentlicher Kunst und Empfehlungen für durch Medien erzeugte Images: Festivals und Ereignissen, Firmenzeichen, Schlagworten und Webseiten der Städte. Illustrierte Beispiele von sowohl internationalen als auch regionalen erfolgreichen Erfahrungen werden im gemeinsamen Interesse von Stadtplanung und Stadtmarketing verwendet.

# LEBENS LAUF



**Mona Helmy**

**Geburt** 26.05.1966, Kairo, Ägypten  
**Familienstand** Verheiratet, zwei Söhnen

## **Bildungsgang**

1984 – 1988 Architekturstudium an der Ain Shams Univeristät, Kairo. Abgeschlossen mit dem akademischen Grad eines B.Sc. Architektur.  
1987 Praktikum bei der Fa. Makhlouf, Kairo.  
1995 -1998 Freies Architekturstudium an der Univeristät Stuttgart, ohne Abschluss.  
2003-2005 Weiterführendes Studium (Städtebau) an der Ain Shams Univeristät, Kairo. Abgeschlossen mit akademischen Grad eines Master of Urban Design and Planning (Abschlussarbeit: Public Artworks in Urban Squares and Plazas).  
Seit 2005 Doktorantin am Städtebau-Institut der Universität Stuttgart. Fachgebiet Stadtplanung und Entwerfen (Betreuer: Prof. Dr.-Ing. Franz Pesch)

## **Bisherige Tätigkeiten**

1988-1992 Zusammenarbeit mit Abada Architekten, Kairo.  
1989-1994 Mitarbeit als Free-Lance Grafikerin beim Verlag Ibn Sina, Kairo .  
1990 Mitarbeit als Architektin bei der Firma ICHC Wohnungsbau, Kairo .  
1995 Mitarbeit als Architektin im Architekturbüro Tillmanns, Stuttgart.  
1996 Zusammenarbeit mit Dipl.-Ing. Greische, Stuttgart.  
1966-1997 Wissenschaftliche Hilfskraft am Institut für Städtebau der Universität Stuttgart. (Forschungsprojekts Nachkriegswohnungsbau in Deutschland, Österreich und der Schweiz.  
1999-2001 Gründerin und Inhaberin der Fa. Al Riwaq Desgin, Kairo.  
2001-2002 Freiberufliche Architektin in Kairo für Wohnungsbau und Öffentliche Raumgestaltungsprojekte  
2002-2005 Freiberufliche Architektin im Büro ÖKOPLAN, Kairo.  
2004 Zusammenarbeit mit ARCHPLAN, Kairo: Stadtgestaltung der Bahnhofstrasse, Luxor.  
2005 Zusammenarbeit mit Abada Architects and Urbanists, Kairo: Platzstaltung des Luxor-Tempels, Luxor.  
2005 Beraterin, Zusammenarbeit mit ACRSU-ASU, Kairo: Platzstaltung des Karnak-Tempels.

## **Veröffentlichungen/ Seminare**

1988-1992 Zahlreiche Kinderbücher und -hefte, Ibn Sina Bookshop, Kario.  
1998 Zusammenarbeit mit Thomas Hafner, u. a. Wohnsiedlungen, Birkhäuser Verlag.  
2004 Street furniture design: Elements and Criteria, NOCL Seminar, Kairo.  
2005 Public Art in squares and plazas, Al Qahira Zeitschrift, Kairo.  
2006 Planning of Public Art in the City, Art and the City Conference, Kairo.  
2007 Public Art and the City, Jeddah, Saudi Arabien.  
2008 Seminar: Die Golfstädte: Stadtbildplanung und Branding, am Städtebau-Institut der Uni. Stuttgart

