



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

NEW MURABBA

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8. New Murabba (development covering 19km²)

ITA

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The New Murabba project will redefine the face of Riyadh, establishing a new city district that serves as a gateway to another world.



Launched in 2023 by His Royal Highness Mohammed bin Salman, Crown Prince, the New Murabba district will span 19 square kilometers to create a new city district in Riyadh. Promising a unique living, working and entertainment experience.



The project will develop over 25 million square meters of floor area to include residential units, hotels, and retail space, as well as leisure assets and community facilities.



The development by the New Murabba Development Company offers convenience and flexibility, with an internal transport system and stellar location just a 20-minute drive from the airport.



At the heart of the New Murabba project lies the Mukaab, an exceptional and iconic landmark representing the largest built structure of its kind.

The Mukaab will be a premium destination that offers a range of retail, cultural and tourist attractions; residential and hotel units; commercial spaces; and recreational facilities.



Atop a spiral base, the tower will showcase cutting-edge technologies and the latest holographics to create an immersive experience like no other. Inspired by the Najdi architectural style, the Mukaab is a true marvel of innovation and design.



- **For more information:**

- <https://newmurabba.com/en/homepage/>

- <https://www.youtube.com/watch?v=jozjoFarl0s>



- **for registration as supplier:**

- <https://newmurabba.com/en/partner-with-us/partner-overview/become-our-vendor/>