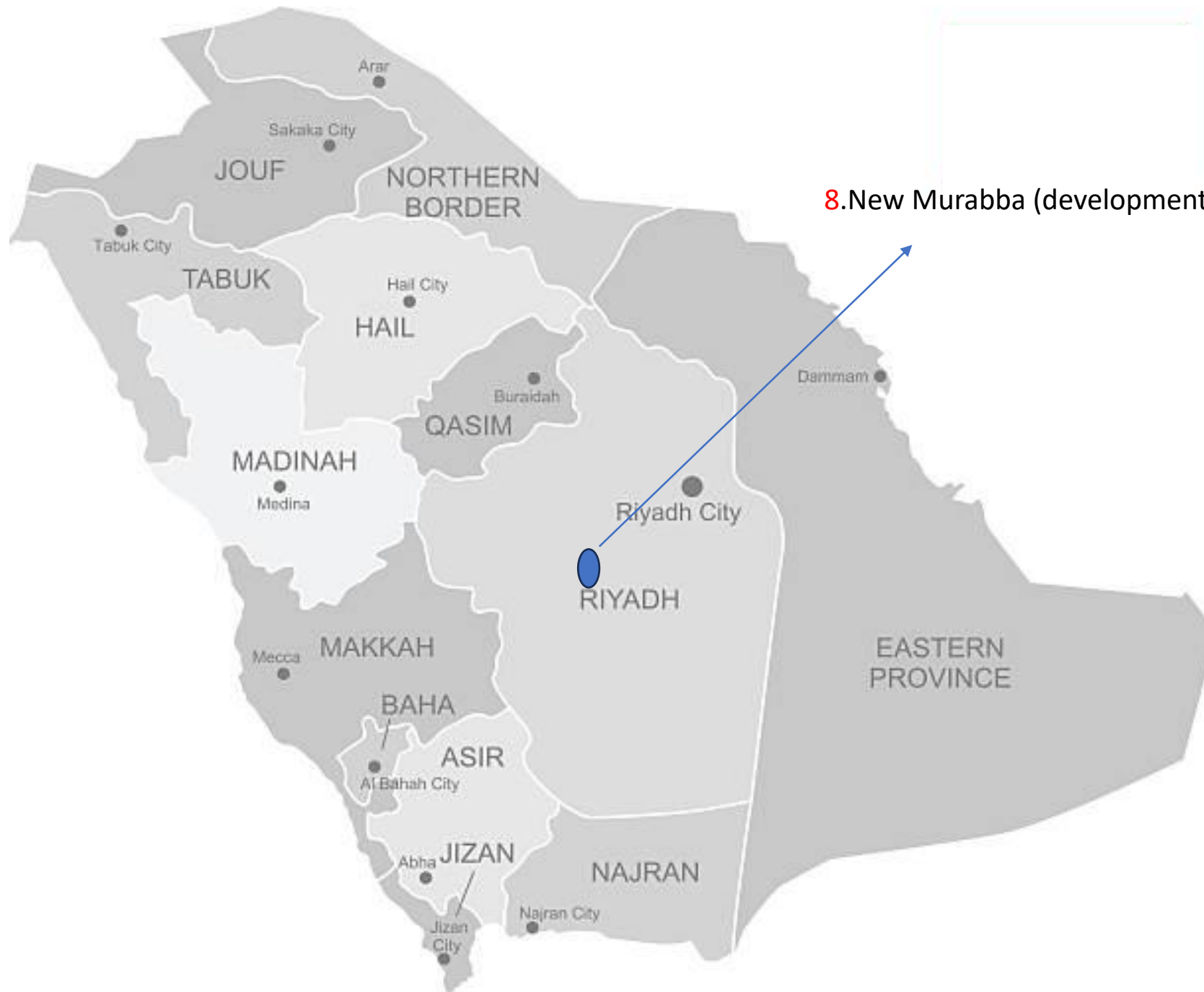


***NEW MURABBA***

***NEW MURABBA***



8.New Murabba (development covering 19km2)







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.







- Date: 2022.11-2023.01  
Size: 19.0 square kilometer

- **Role:**  
Landscape Project Manager( Shang Hai Office)/ Lead Landscape Designer

- **Responsibilities:**  
Collaborating with the Middle East masterplan and architectural design teams, coordinating landscape team assignments, managing project timeline, responsible for proposing landscape concepts and implementing designs, and ensuring project

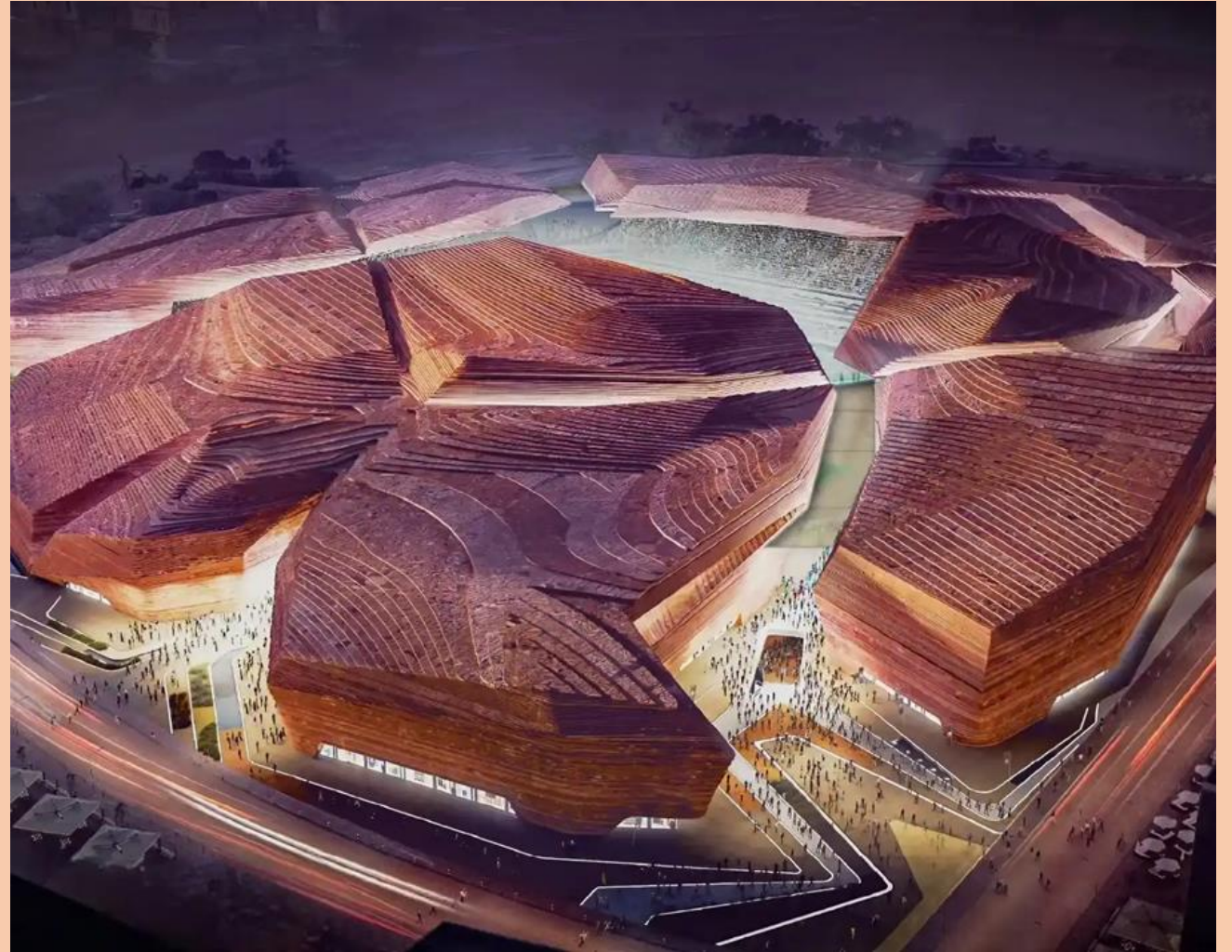
01

# THE NEW MUKAAB RIYADH HUB LANDSCAPE PLANNING

Riyadh, Saudi Arabia



New Murabba Development Company – a PIF Company - unveiled the design of New Murabba Stadium on 16 July 2024 , an architectural marvel with a capacity of over 45,000. The stadium will be a central pillar of “New Murabba” the transformative downtown destination in Riyadh City



Inspired by the layered overlapping planes and peeling planar texture of the native Acacia tree, the New Murabba Stadium's design is a testament to the fusion of tradition and innovation that defines New Murabba. The stadium will feature cutting-edge sporting technology, creating an immersive and personalized fan experience. The stadium will be a vibrant community hub featuring illuminated entry points and shaded spaces for gathering and socializing





"The New Murabba Stadium embodies our commitment to transforming Riyadh into a global destination for sports and entertainment," said Michael Dyke, CEO of New Murabba Development Company. "The stadium will not only be a world-class venue for sporting events but also a vibrant community hub that enhances the quality of life for residents and visitors alike."



The New Murabba Stadium is strategically positioned to enhance community engagement. Its design maximizes long-term usability, allowing it to be adapted to host a wide range of events beyond sports, gaming competitions, and exhibitions





The New Murabba Stadium is a symbol of Riyadh's dynamic future. It demonstrates our commitment to delivering world-class infrastructure and experiences that will captivate both local communities and global audiences





With completion anticipated by the end of 2032. This venue promises to become a symbol of Riyadh's transformation, attracting tourists, fostering community spirit, and solidifying Saudi Arabia's position as a leader in sports and entertainment







**11**

**Facts That You Need To Know About  
Saudi Arabia's New Murabba Project.**





1. The New Murabba is big enough to hold 20 Empire State Buildings.



2. The project will create 334,000 direct and indirect jobs by 2030.



3. It will feature a unique living, working, and entertainment experience within a 15-minute walking radius.



4. It will house 620,000m<sup>2</sup> of leisure activities







5. The downtown will house 'The Mukaab', one of the "largest built structures in the world".



6. The Mukaab will be 400 metres high, 400 metres long, and 400 metres wide.



7. The façade of The Mukaab will feature delicately carved geometric motifs as a tribute to the kingdom's rich Islamic history.



8. The Mukaab is inspired by modern *Najdi* architecture.





9. Holographics will play a key role at the site, allowing visitors to immerse themselves in various environments.



10. The Mukaab will encompass a tower atop a spiral base which will be a premium hospitality destination with retail, cultural, and tourist attractions, along with residential and hotel units, commercial spaces, and recreational facilities.

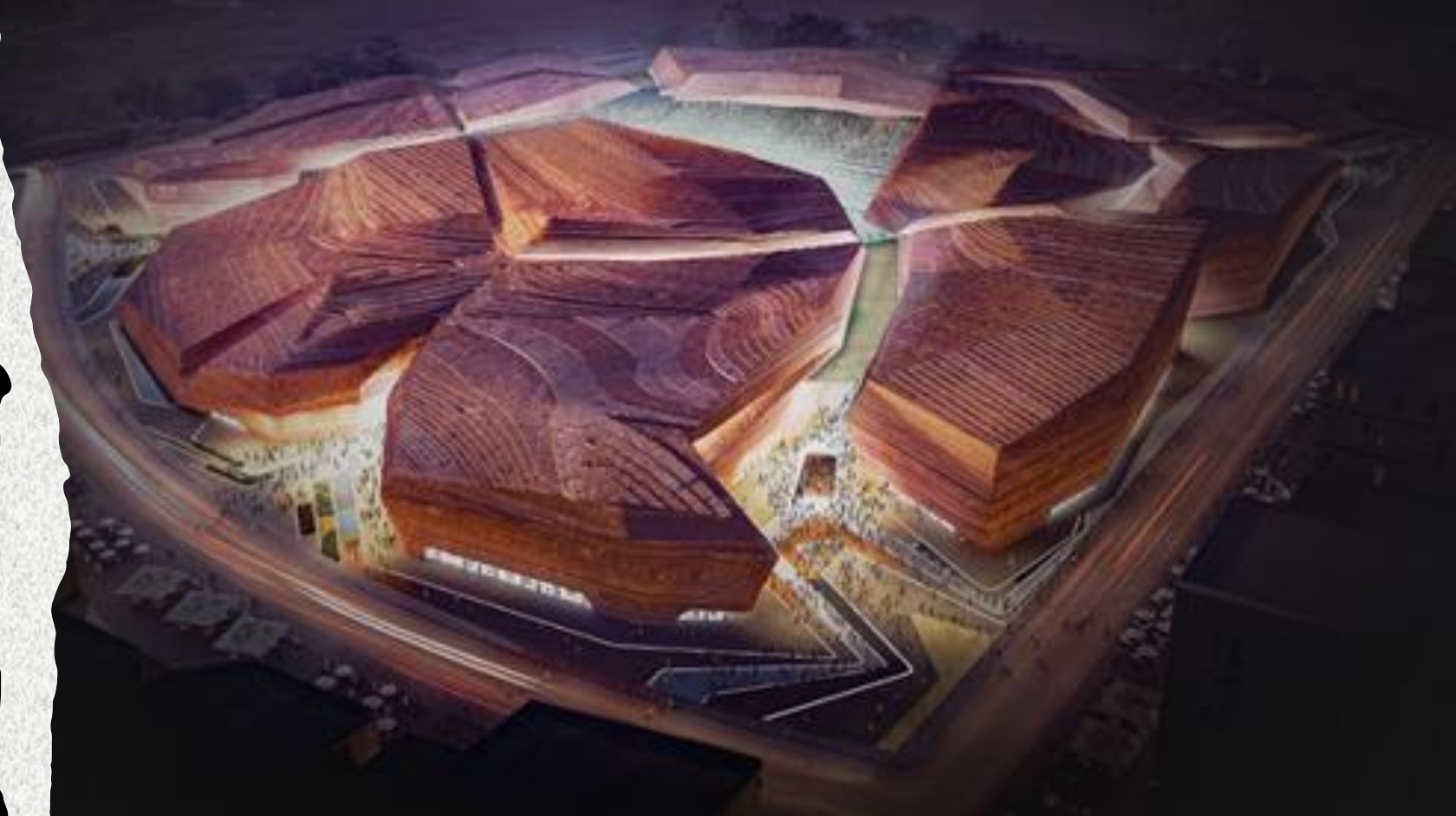


11. The downtown will be built around the concept of sustainability, featuring green areas and walking and cycling paths that will enhance the quality of life by promoting healthy, active lifestyles, and community activities





A modern landmark in the sports and entertainment sector in Riyadh.



Total building area of  
**180,000** SQM  
dedicated to sports events  
including recreational areas,  
shops and restaurants

More than  
**45,000**  
Seats

- **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/>

**\*Last update: 18<sup>th</sup> August 2024**