

# Nexus Lifestyle Park Riyadh

Concept Design Package

01  
Context

# A Catalyst for Green Change



### Ecosystem serving the Green Riyadh Initiative\_

The Lifestyle Park is located in the Northern part of Riyadh, a corner land crossing King Abdulaziz road and the northern ring road and just 2 kms away from the King Abdullah Financial District. Due to its scope and key location, the project has a great potential to serve as a catalyst for sustainable strategies and reforestation efforts in the area, aligning with the Green Riyadh initiative and Vision 2030.

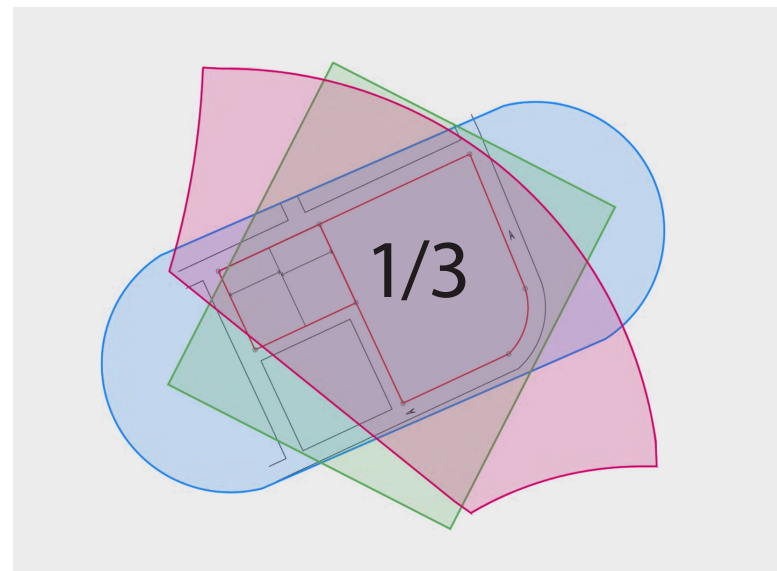
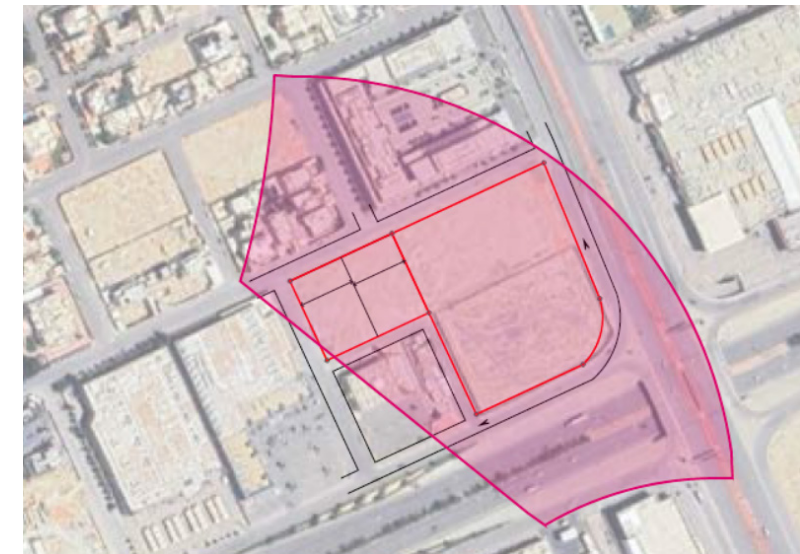




# What is Our Scale?

The provided diagram depicts a comparison between the scale of the Lifestyle Park and three iconic projects, emphasizing the differences in scale. This process helps us understand the scale of the development. The conclusion is clear: we need a unique architectural mass in order to create a city landmark.

-  Lifestyle Park Riyadh
-  Digital City Riyadh
-  Wanjing Soho, Beijing
-  Hudsons Yards, New York



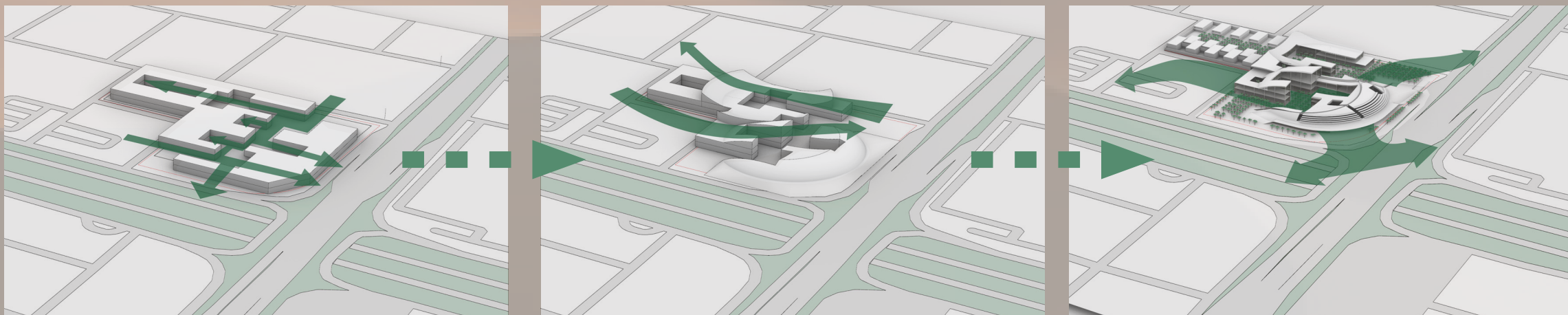
02

Architectural Concept

# How Can We Make an Impact?

With a Powerful Architectural Gesture  
that Creates Limitless Possibilities

# A Form Created by Nature



## Massing Evolution —

The volume gets carved, linking the main urban elements around: the mosque and the ministry, creating different spaces that will develop different characters. The massing protects the carved spaces from the highway and allows them to generate life.

As a second step, the external conditions start molding the basic massing as it shapes the sand of the desert.

Lastly, inside the protected carved spaces, life flourishes, flooding these and populating the surroundings, joining the green belts developed by the Green Riyadh Initiative.

...For Connecting Life

# A Design Adherent To Riyadh's Identity



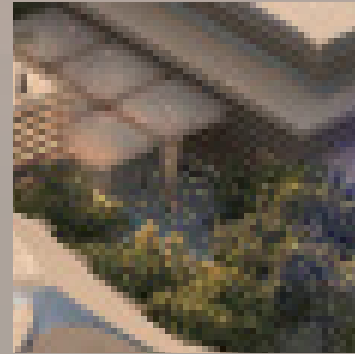
Metal Screens —



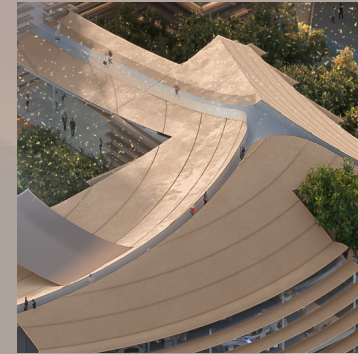
Glass Elements —



Horizontal Louvers —



Green Canopys —



Pattern —



Riyadh Stones —

## Design Story —

As soon as we move from the large scale form language to the closeness of decor, materialities, and perceivable textures, details resolve even more into the architectural and design language that constitutes Riyadh's identity.

The design approach results in a blend of functionality, approachability, and aesthetics that together create a communal experience for the users while providing sense of place and comfortable environments.

...To Complement The City

02

Architectural Concept

# Visualization



















02

Architectural Concept

# Plans & Analysis



Architectural Design

Masterplan

FG

### Residential/Villas

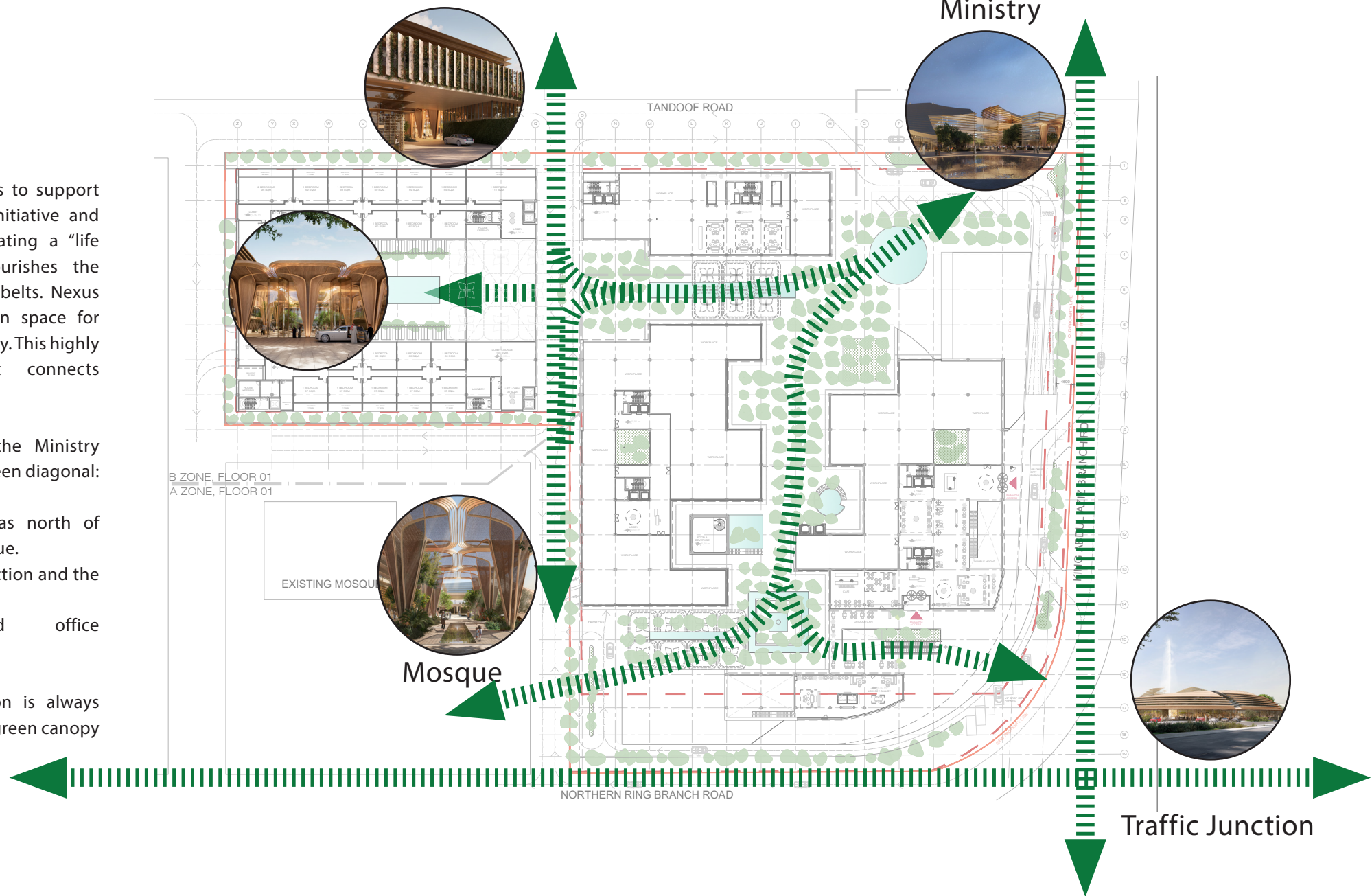
### Ministry

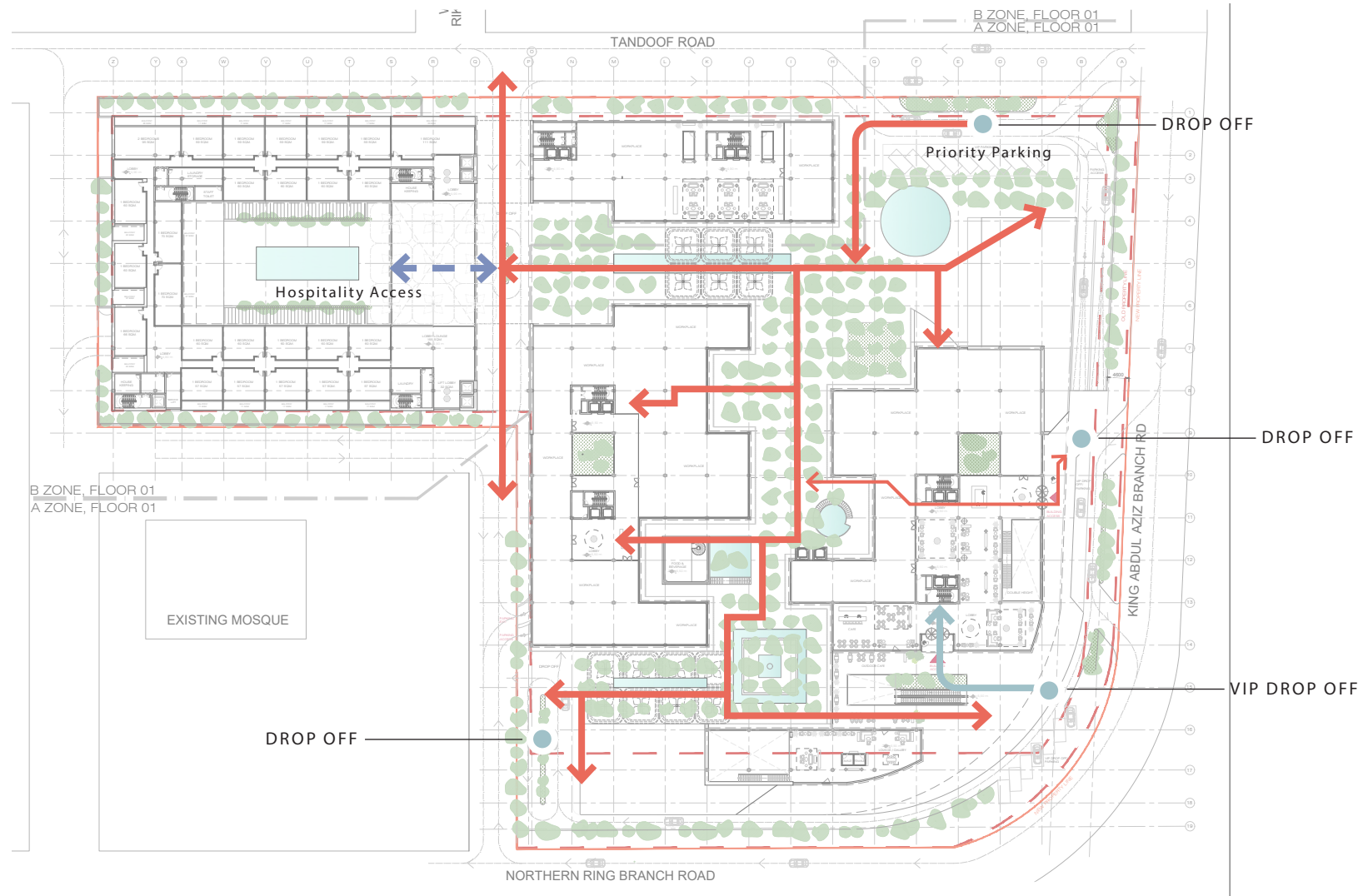
The Masterplan aims to support the Green Riyadh initiative and Vision 2030 by creating a “life generator” that nourishes the two adjacent green belts. Nexus reintroduces a green space for public use into the city. This highly permeable project connects several key areas:

The Mosque and the Ministry through the main green diagonal:

- The residential villas north of Nexus and the Mosque.
- The main traffic junction and the inner diagonal.
- Hospitality and office components.

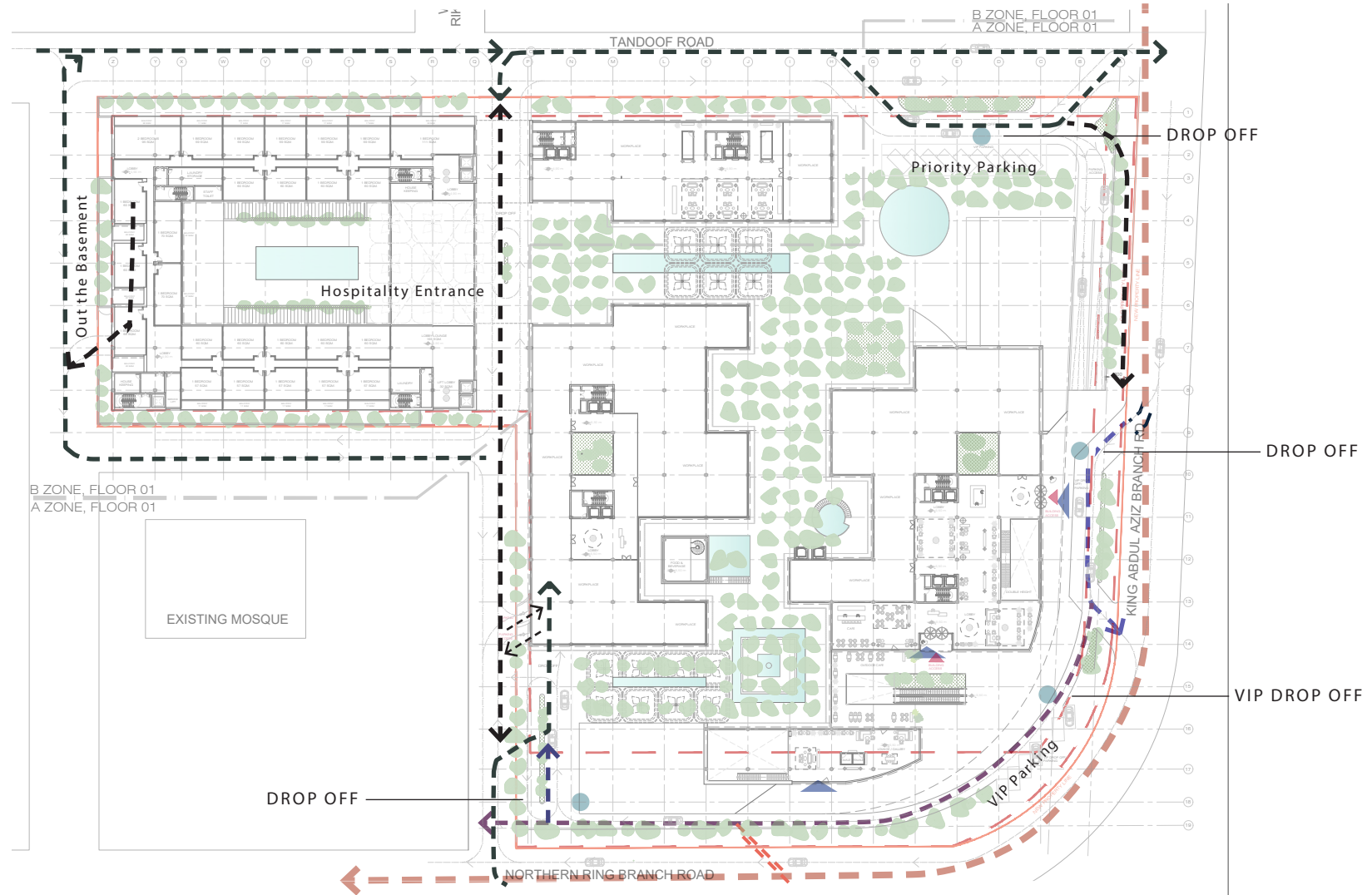
Pedestrian circulation is always guided through the green canopy





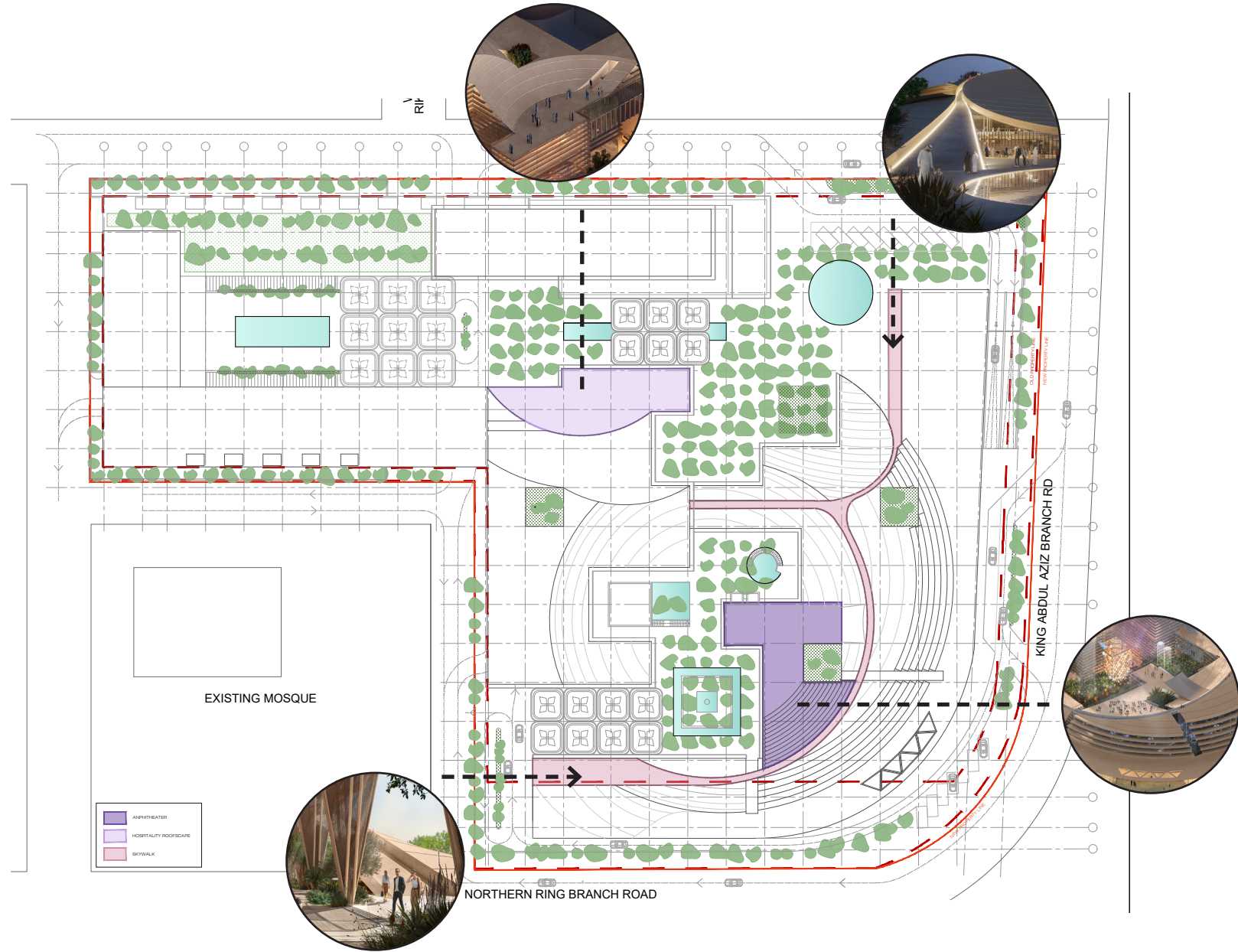
- Legend
- PUBLIC ACCESS
  - SEMI PRIVATE ACCESS
  - VIP ACCESS
  - DROP OFF AREAS








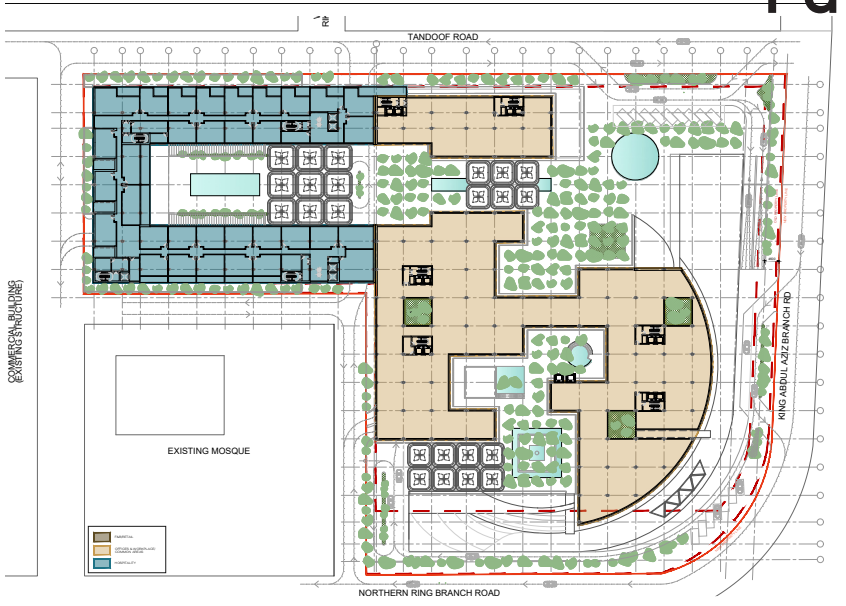
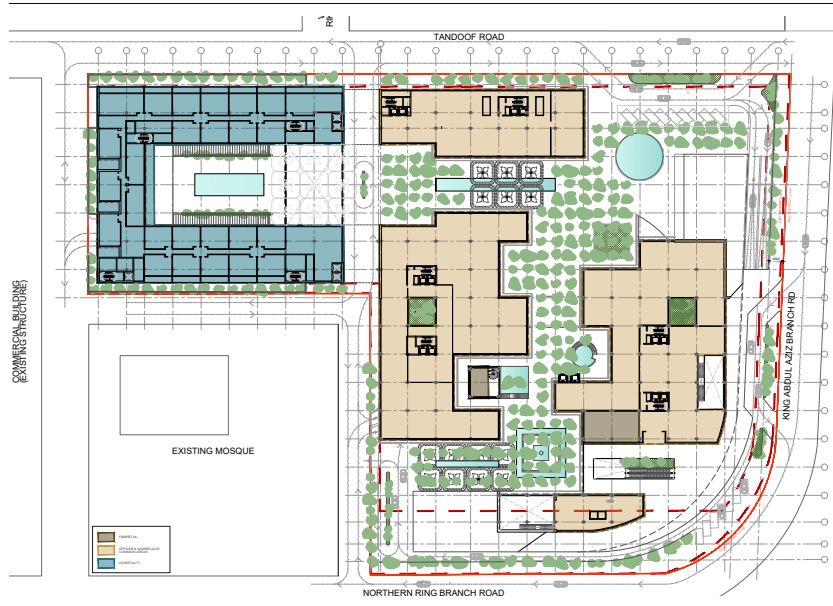
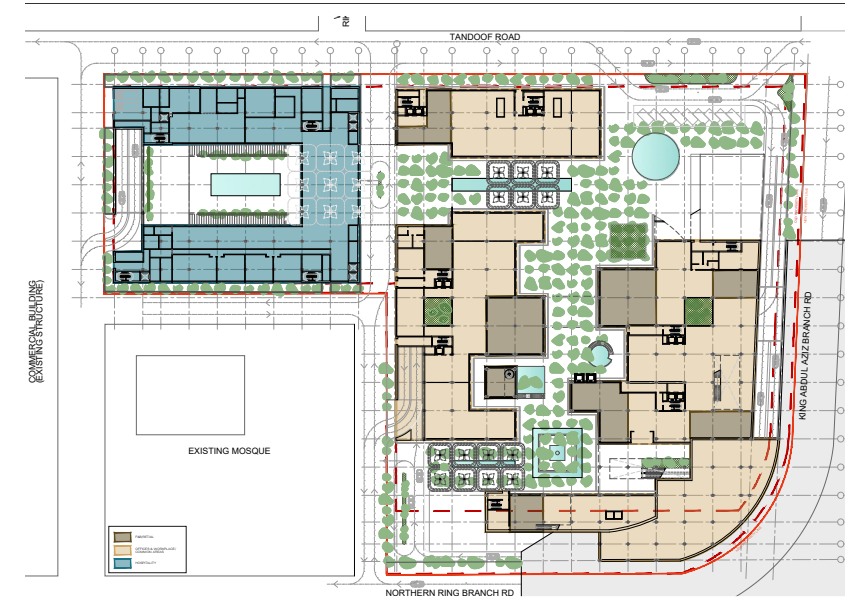
- Legend
- ARTERIAL ROAD
  - CAR CIRCULATION
  - VIP FLOW
  - BUILDING ENTRANCE
  - DROP OFF AREAS





	ANPHITHEATER
	HOSPITALITY ROOFSCAPE
	SKYWALK

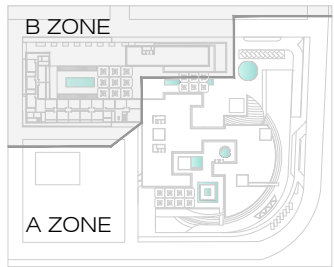




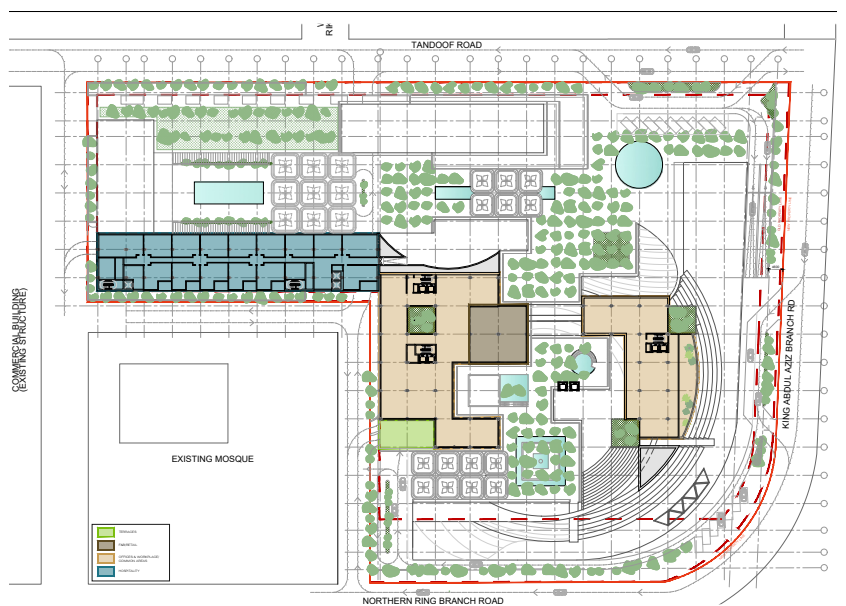
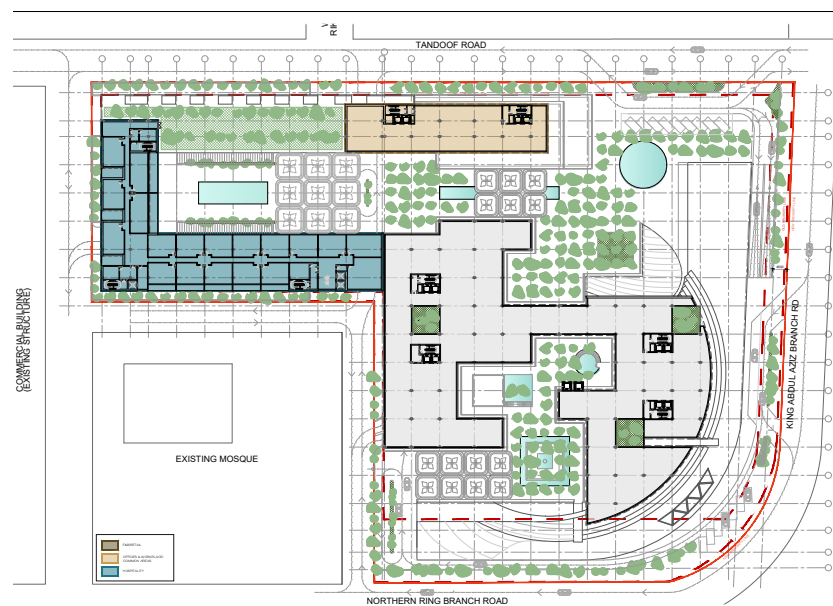
Level 00\_Internal Street Access

Level 01\_Main Corner Access

Level 02



- Terraces
- F&B Retail
- Offices & Workplace/ Common Areas
- Hospitality

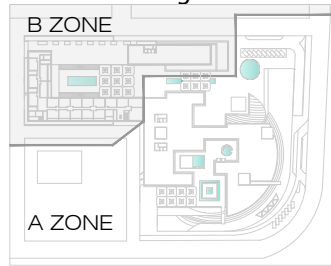


ZONE A\_Level 02 ZONE B\_Level 03

ZONE A\_Level 03 ZONE B\_Level 04



# Architectural Design



## FOOTPRINT AREA

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m2

**-BUILDING FOOTPRINT AREA IN THE PROJECT = 13.789,84 m2 (51,56 %)**

## GROSS FLOOR AREA

### Ground Floor

-Hospitality: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2

-Offices & Workplace/Common areas: 7.006,77 m2 + 50% (287,89 m2) = 7.150,71 m2

-F&B/Retail: 1.813,40 m2

### First Floor

-Hospitality: 3.294,50 m2 - 50% (303,16 m2) + 50% (67,55 m2) = 3.176,70 m2

-Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2

-F&B/Retail: 254,89 m2

### Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2

-Offices & Workplace/Common areas: 6.628,50 m2

-F&B/Retail: 0,00 m2

### Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2

-Offices & Workplace/Common areas: 2.073,20 m2

-F&B/Retail: 0,00 m2

### Fourth Floor

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2

-Offices & Workplace/Common areas: 1.502,33 m2

-F&B/Retail: 354,37 m2

**TOTAL Hospitality: 14.664,04 m2 (97 keys)**

**TOTAL Offices&Workplace/Common areas: 24.692,23 m2**

**TOTAL F&B/Retail: 2.422,66 m2**

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

## UNDERGROUND

### Floor area:

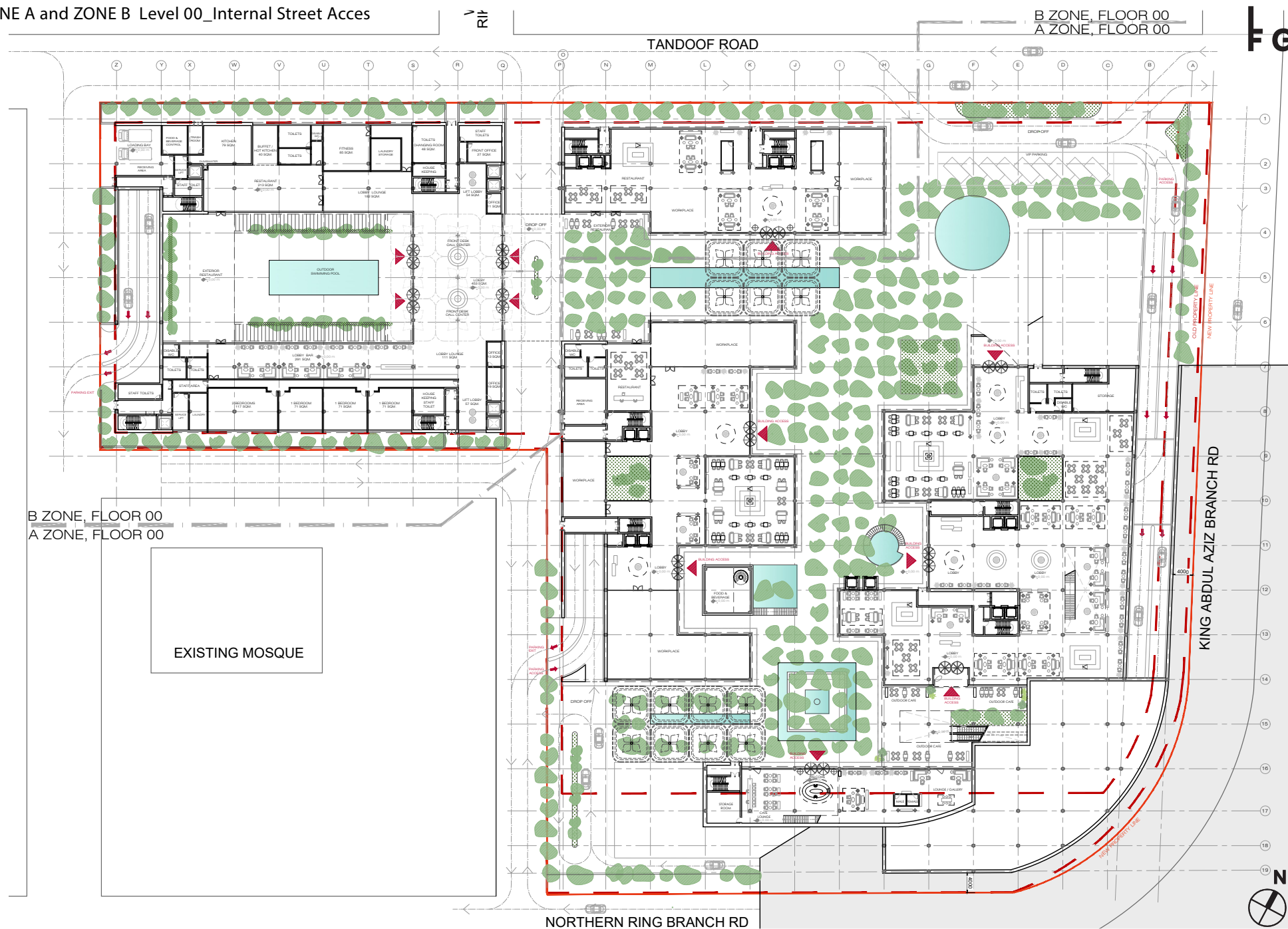
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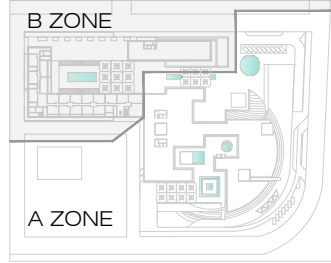
**TOTAL= 967 lots**

# Plans ZONE A and ZONE B Level 00\_Internal Street Access





# Architectural Design



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-F&B/Retail: 254,89 m2

### Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2

-Offices & Workplace/Common areas: 6.628,50 m2

-F&B/Retail: 0,00 m2

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### Floor area:

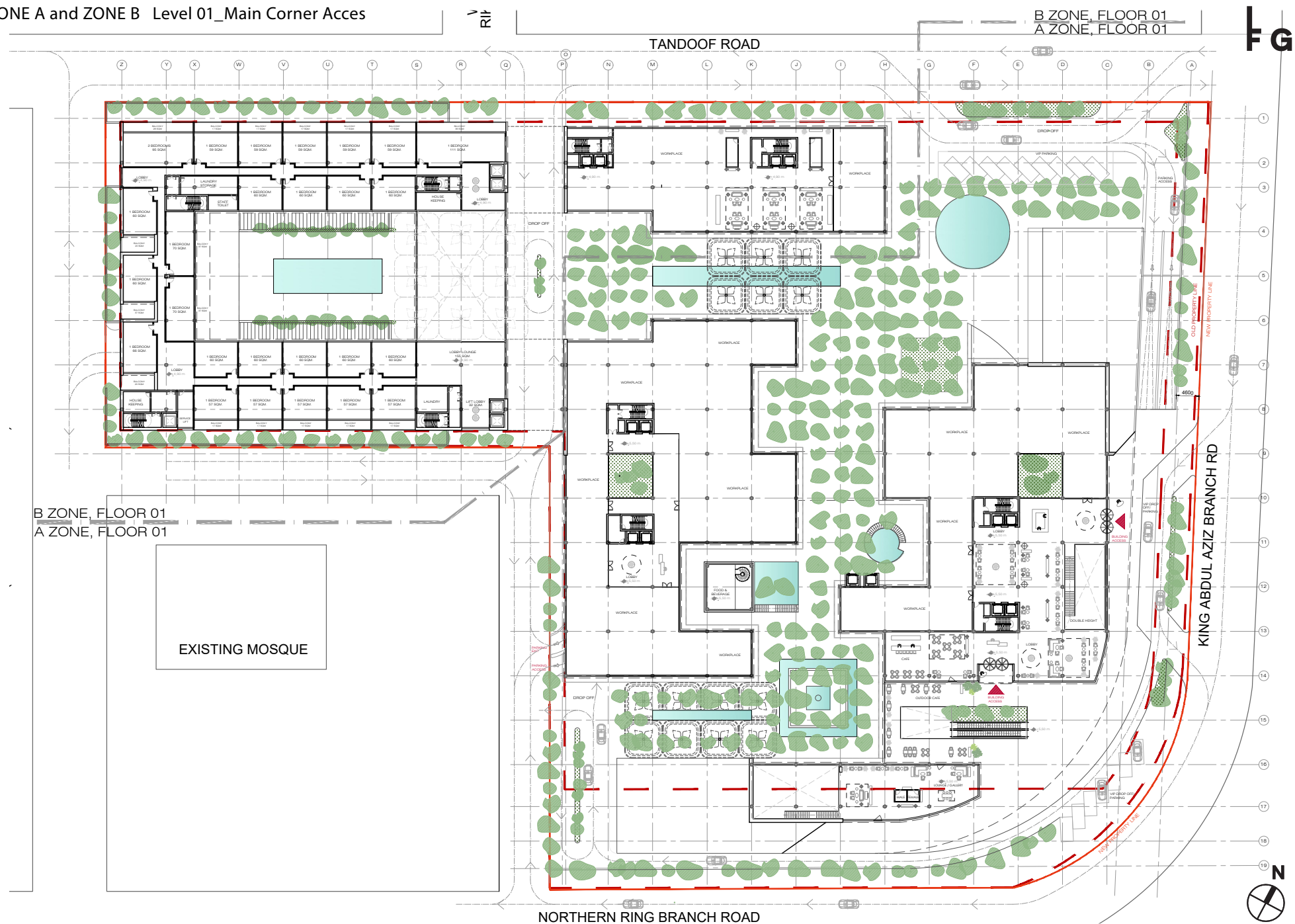
- Basement (-1 level): 24.306,37 m2
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### Parking lots:

- Basement (-1 level): 442 lots
- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**

# Plans ZONE A and ZONE B Level 01\_Main Corner Acces



B ZONE, FLOOR 01  
A ZONE, FLOOR 01

EXISTING MOSQUE

NORTHERN RING BRANCH ROAD

TANDOOF ROAD

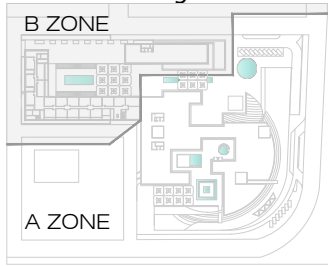
B ZONE, FLOOR 01  
A ZONE, FLOOR 01

KING ABDUL AZIZ BRANCH RD



# Architectural Design

## Plans ZONE A and ZONE B Level 02



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#### First Floor

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-F&B/Retail: 254,89 m2

#### Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2

-Offices & Workplace/Common areas: 6.628,50 m2

-F&B/Retail: 0,00 m2

#### Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2

-Offices & Workplace/Common areas: 2.073,20 m2

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#### Fourth Floor

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2

-Offices & Workplace/Common areas: 1.502,33 m2

-F&B/Retail: 354,37 m2

**TOTAL Hospitality: 14.664,04 m2 (97 keys)**

**TOTAL Offices&Workplace/Common areas: 24.692,23 m2**

**TOTAL F&B/Retail: 2.422,66 m2**

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### UNDERGROUND

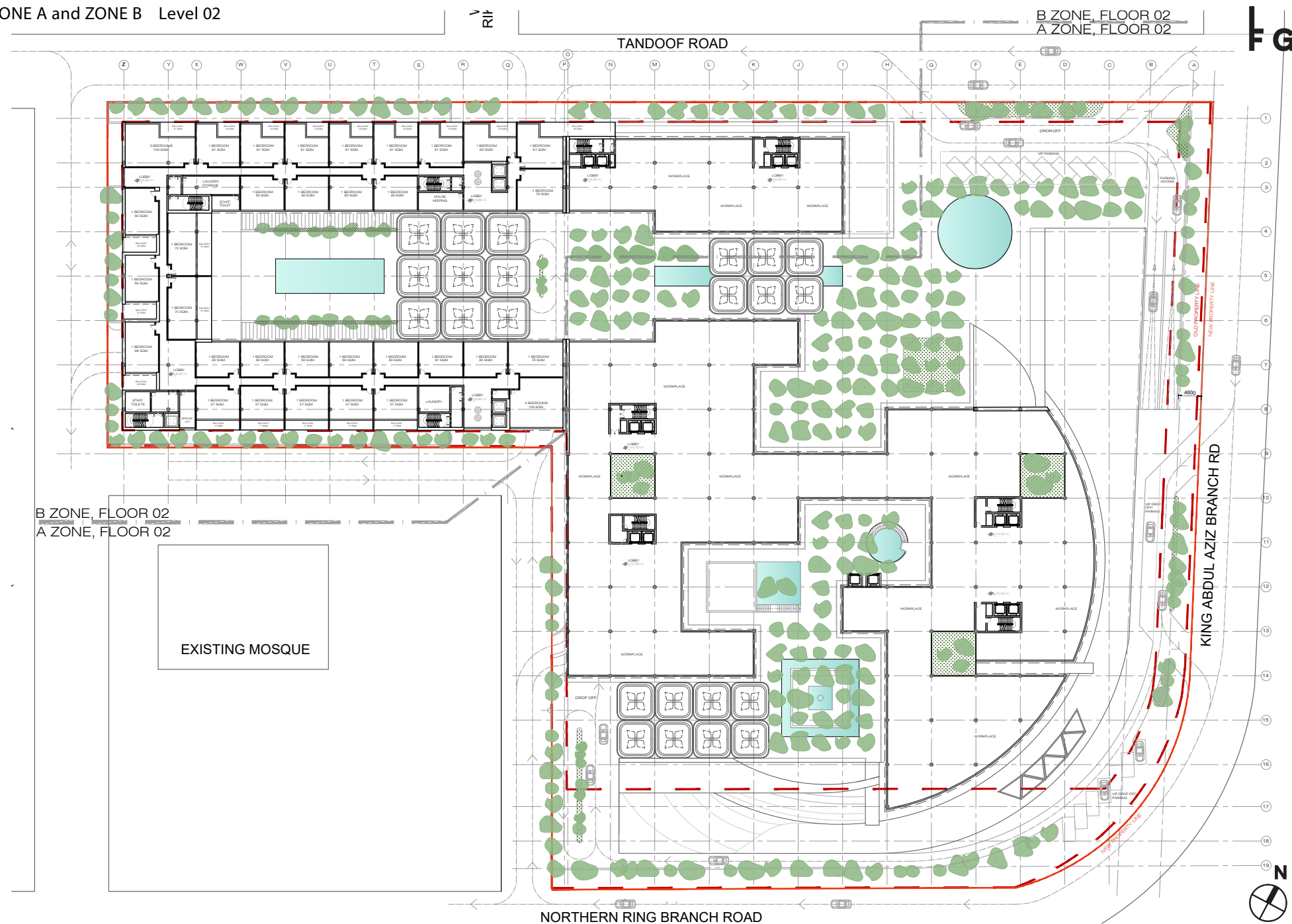
#### Floor area:

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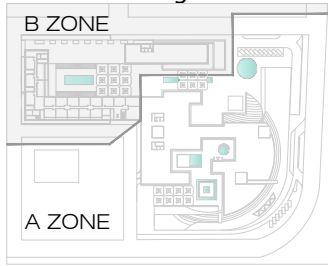
#### Parking lots:

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- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**



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### Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2

-Offices & Workplace/Common areas: 6.628,50 m2

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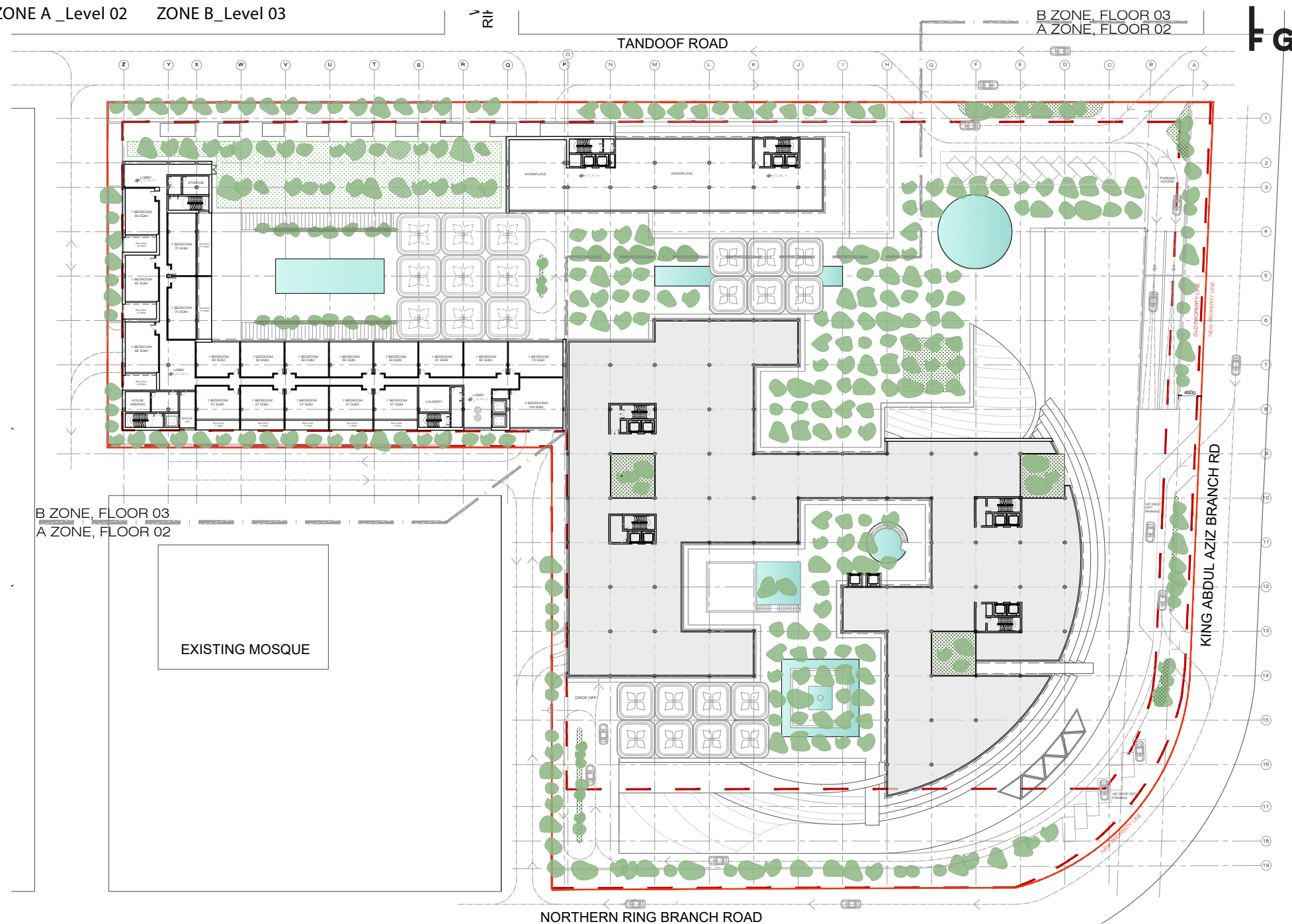
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# Plans ZONE A\_Level 02 ZONE B\_Level 03



B ZONE, FLOOR 03  
A ZONE, FLOOR 02

EXISTING MOSQUE

TANDOOF ROAD

B ZONE, FLOOR 03  
A ZONE, FLOOR 02

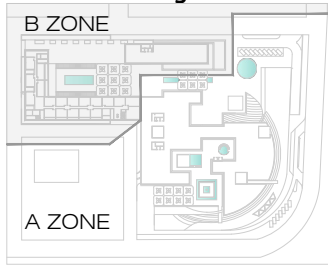
FG

KING ABDUL AZIZ BRANCH RD

NORTHERN RING BRANCH ROAD

# Architectural Design

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-F&B/Retail: 1.813,40 m2

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-F&B/Retail: 254,89 m2

#### Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2

-Offices & Workplace/Common areas: 6.628,50 m2

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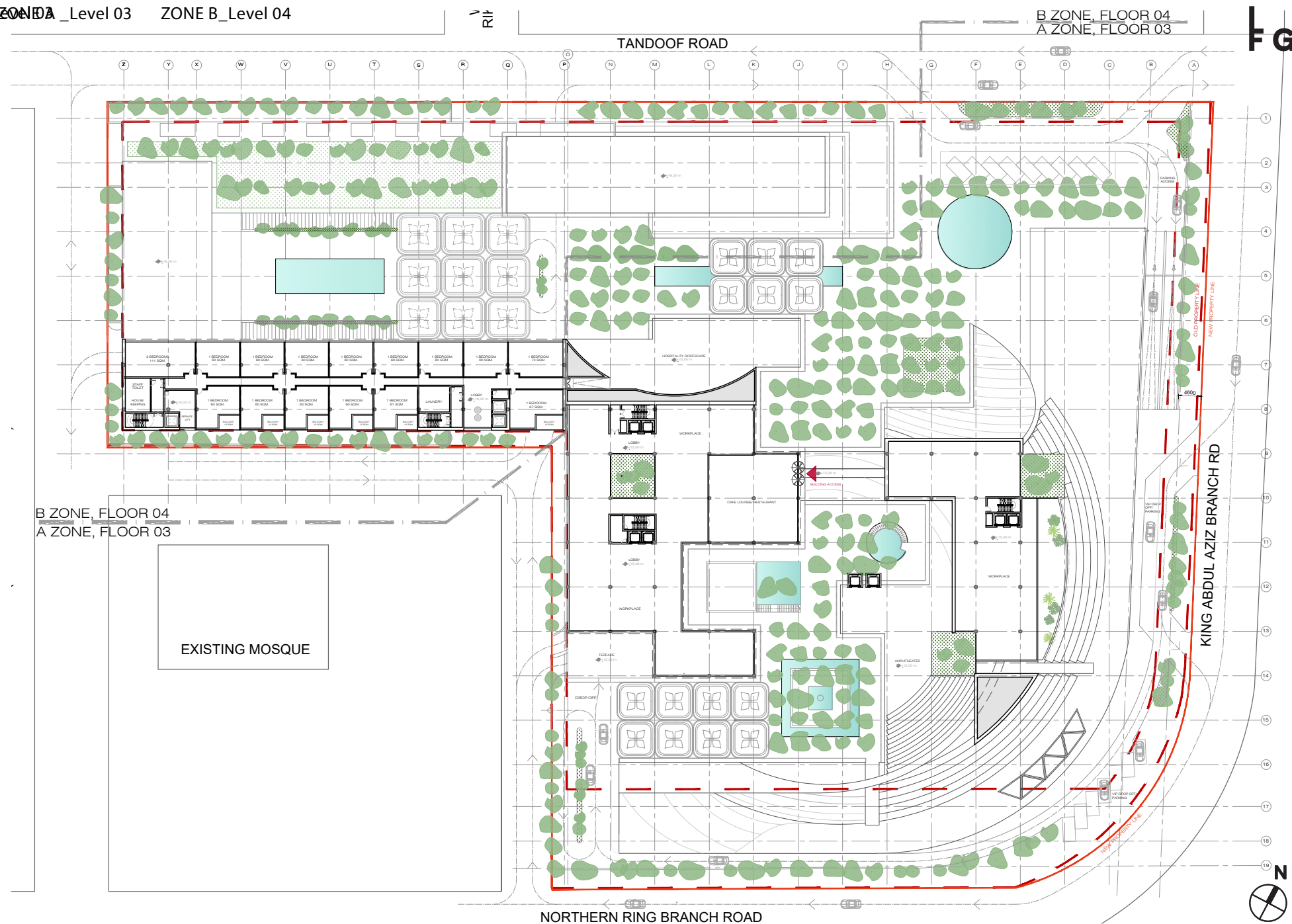
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B ZONE, FLOOR 04  
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EXISTING MOSQUE

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FG

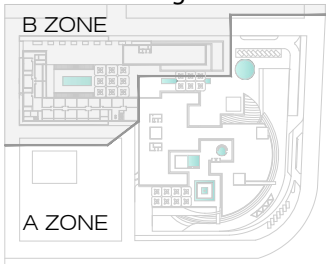
KING ABDUL AZIZ BRANCH RD

NORTHERN RING BRANCH ROAD



# Architectural Design

## Plans Roofplan



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**Fourth Floor**

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2

-Offices & Workplace/Common areas: 1.502,33 m2

-F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)

TOTAL Offices&Workplace/Common areas: 24.692,23 m2

TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

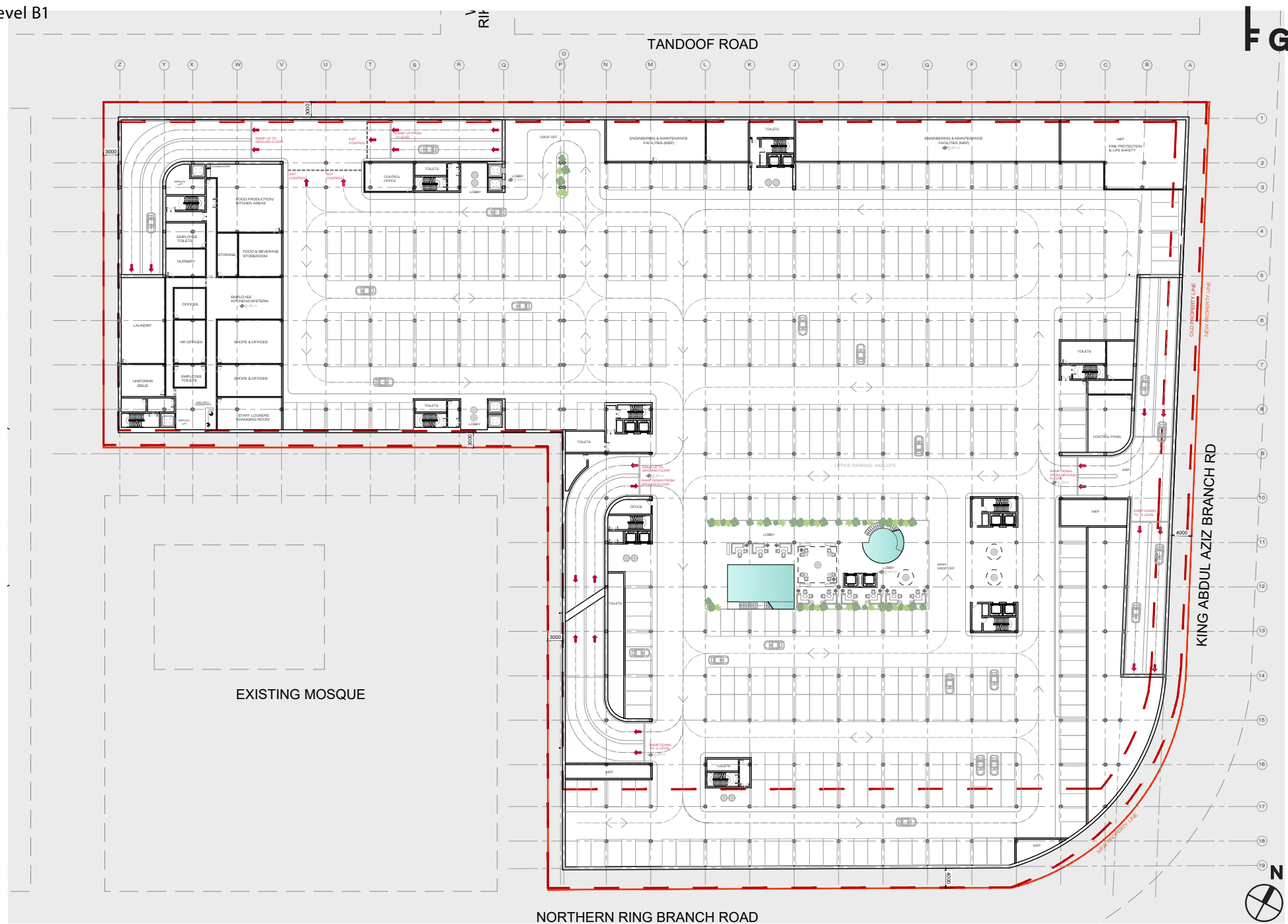
**Floor area:**

- Basement (-1 level): 24.306,37 m2
- Basement (-2 level): 24.306,37 m2

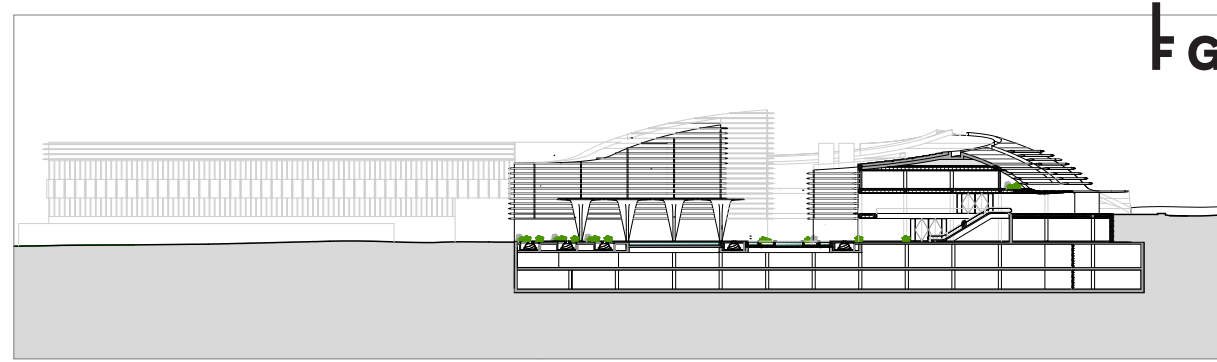
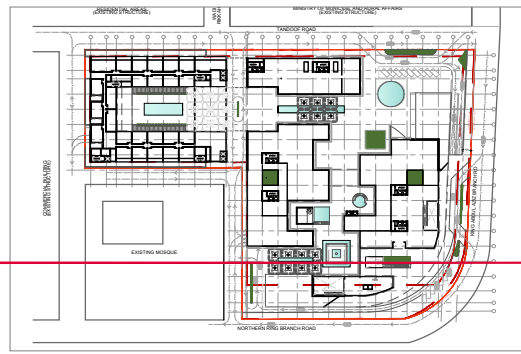
**Parking lots:**

- Basement (-1 level): 442 lots
- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**







**FOOTPRINT AREA**

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m2

**-BUILDING FOOTPRINT AREA IN THE PROJECT = 13.789,84 m2 (51,56 %)**

**GROSS FLOOR AREA**

Ground Floor

- Hospitality: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2
- Offices & Workplace/Common areas: 7.006,77 m2 + 50% (287,89 m2) = 7.150,71 m2
- F&B/Retail: 1.813,40 m2

First Floor

- Hospitality: 3.294,50 m2 - 50% (303,16 m2) + 50% (67,55 m2) = 3.176,70 m2
- Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2
- F&B/Retail: 254,89 m2

Second Floor

- Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2
- Offices & Workplace/Common areas: 6.628,50 m2
- F&B/Retail: 0,00 m2

Third Floor

- Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2
- Offices & Workplace/Common areas: 2.073,20 m2
- F&B/Retail: 0,00 m2

Fourth Floor

- Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2
- Offices & Workplace/Common areas: 1.502,33 m2
- F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

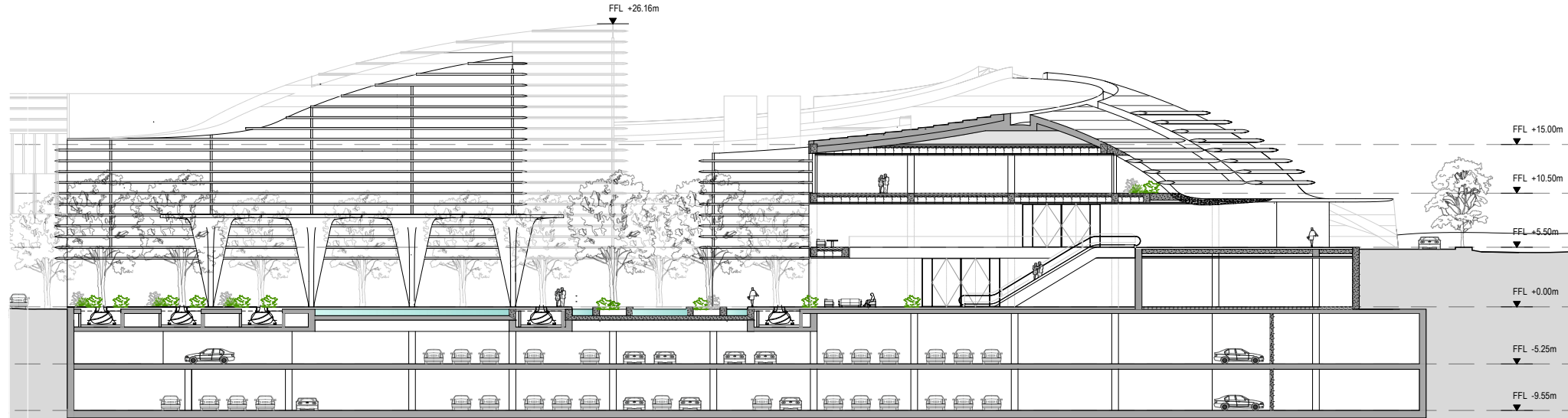
Floor area:

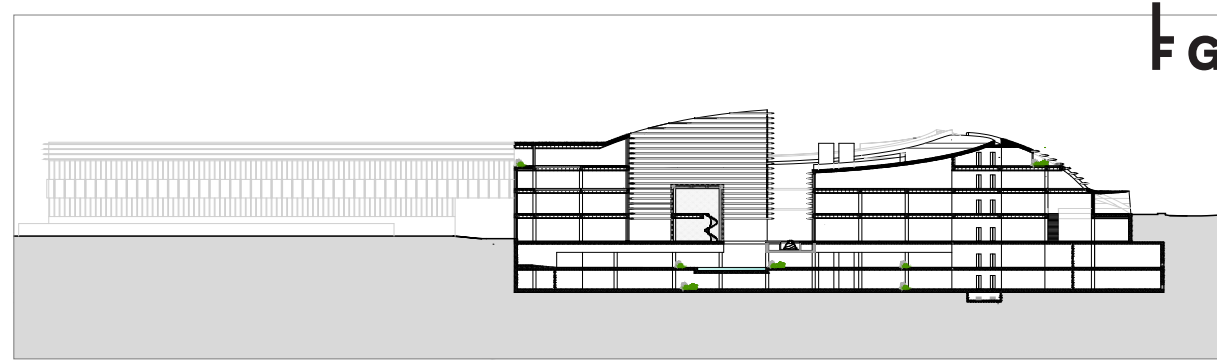
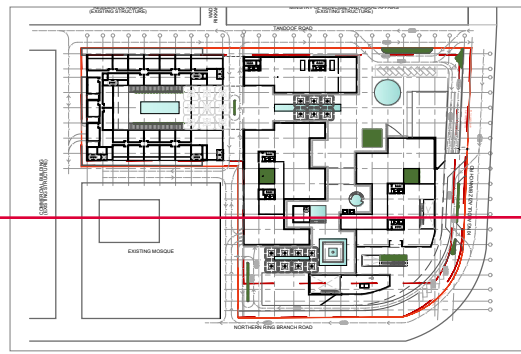
- Basement (-1 level): 24.306,37 m2
- Basement (-2 level): 24.306,37 m2

Parking lots:

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- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**





**FOOTPRINT AREA**

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m2

**-BUILDING FOOTPRINT AREA IN THE PROJECT = 13.789,84 m2 (51,56 %)**

**GROSS FLOOR AREA**

Ground Floor

- Hospitality: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2
- Offices & Workplace/Common areas: 7.006,77 m2 + 50% (287,89 m2) = 7.150,71 m2
- F&B/Retail: 1.813,40 m2

First Floor

- Hospitality: 3.294,50 m2 - 50% (303,16 m2) + 50% (67,55 m2) = 3.176,70 m2
- Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2
- F&B/Retail: 254,89 m2

Second Floor

- Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2
- Offices & Workplace/Common areas: 6.628,50 m2
- F&B/Retail: 0,00 m2

Third Floor

- Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2
- Offices & Workplace/Common areas: 2.073,20 m2
- F&B/Retail: 0,00 m2

Fourth Floor

- Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2
- Offices & Workplace/Common areas: 1.502,33 m2
- F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

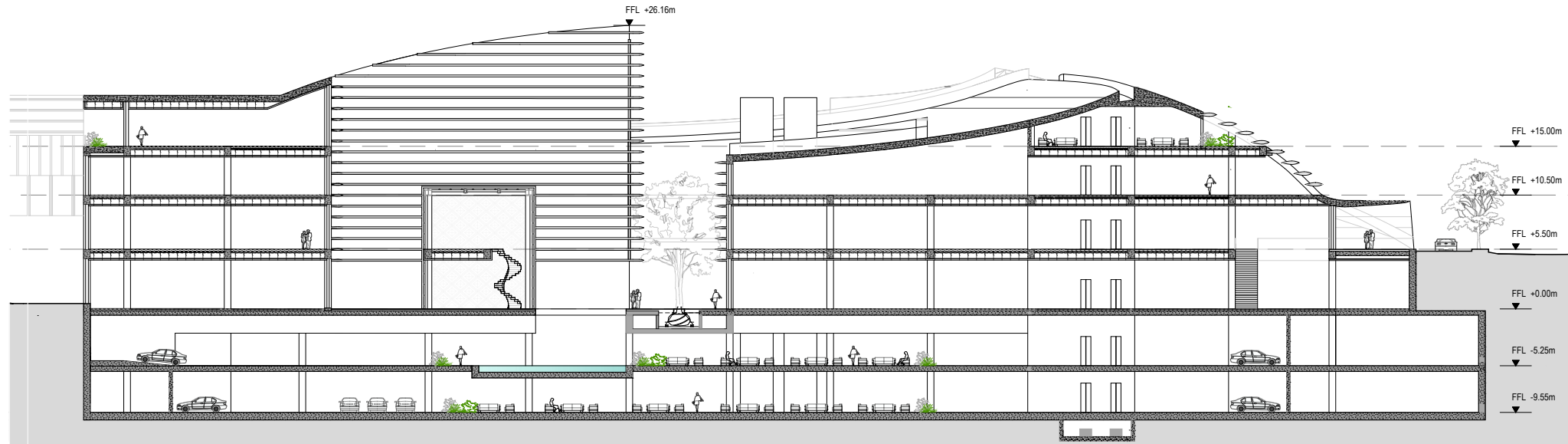
Floor area:

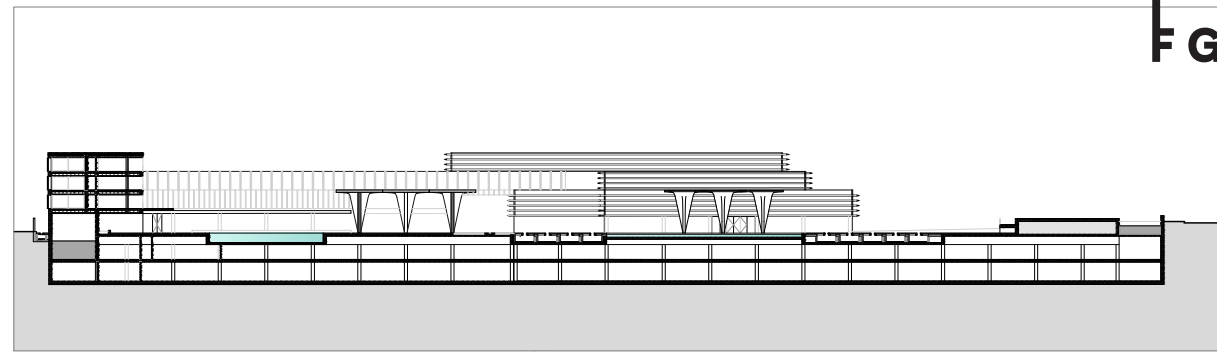
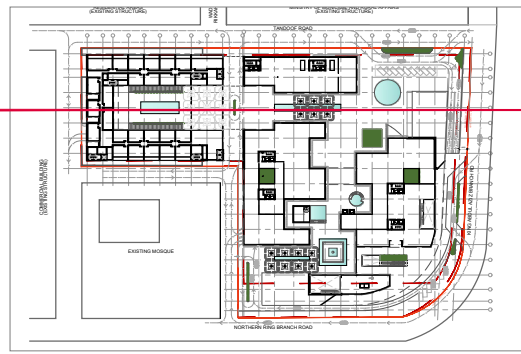
- Basement (-1 level): 24.306,37 m2
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Parking lots:

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- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**





**FOOTPRINT AREA**

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m2

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**GROSS FLOOR AREA**

Ground Floor

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 -F&B/Retail: 1.813,40 m2

First Floor

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 -Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2  
 -F&B/Retail: 254,89 m2

Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2  
 -Offices & Workplace/Common areas: 6.628,50 m2  
 -F&B/Retail: 0,00 m2

Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2  
 -Offices & Workplace/Common areas: 2.073,20 m2  
 -F&B/Retail: 0,00 m2

Fourth Floor

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
 -Offices & Workplace/Common areas: 1.502,33 m2  
 -F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

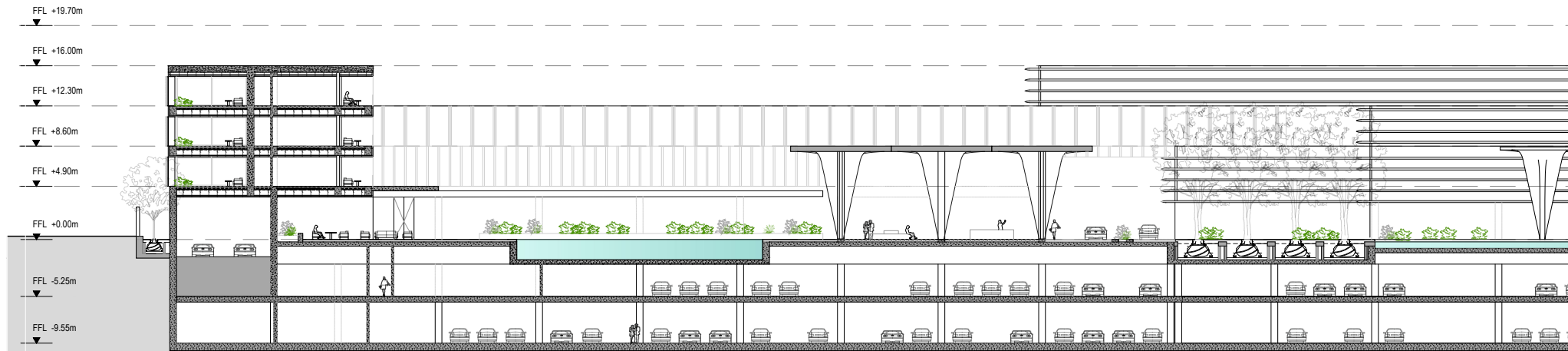
Floor area:

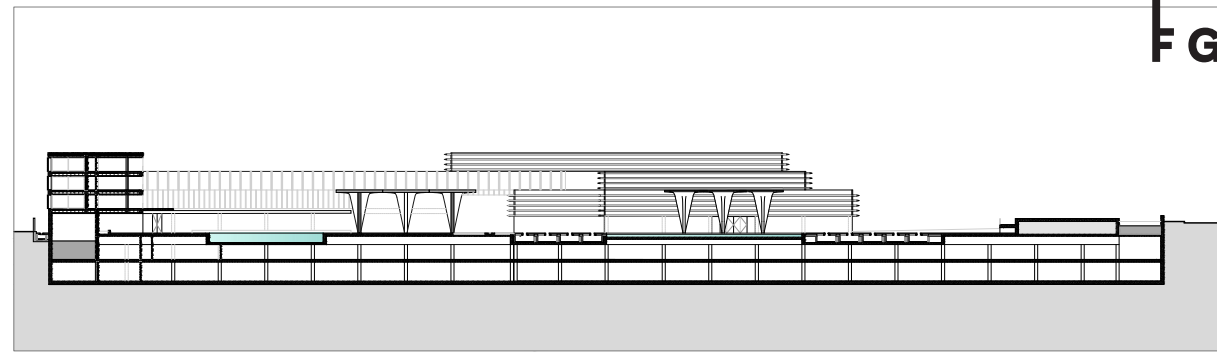
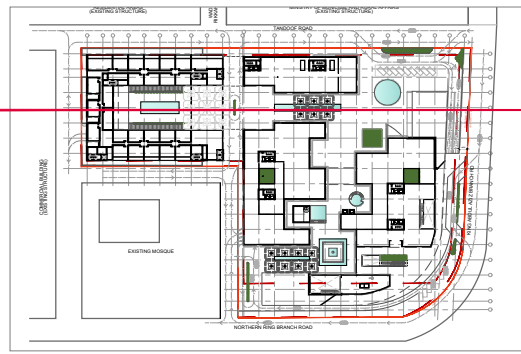
- Basement (-1 level): 24.306,37 m2
- Basement (-2 level): 24.306,37 m2

Parking lots:

- Basement (-1 level): 442 lots
- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**





**FOOTPRINT AREA**

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m2

**-BUILDING FOOTPRINT AREA IN THE PROJECT = 13.789,84 m2 (51,56 %)**

**GROSS FLOOR AREA**

Ground Floor

-Hospitality: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2  
 -Offices & Workplace/Common areas: 7.006,77 m2 + 50% (287,89 m2) = 7.150,71 m2  
 -F&B/Retail: 1.813,40 m2

First Floor

-Hospitality: 3.294,50 m2 - 50% (303,16 m2) + 50% (67,55 m2) = 3.176,70 m2  
 -Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2  
 -F&B/Retail: 254,89 m2

Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2  
 -Offices & Workplace/Common areas: 6.628,50 m2  
 -F&B/Retail: 0,00 m2

Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2  
 -Offices & Workplace/Common areas: 2.073,20 m2  
 -F&B/Retail: 0,00 m2

Fourth Floor

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
 -Offices & Workplace/Common areas: 1.502,33 m2  
 -F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

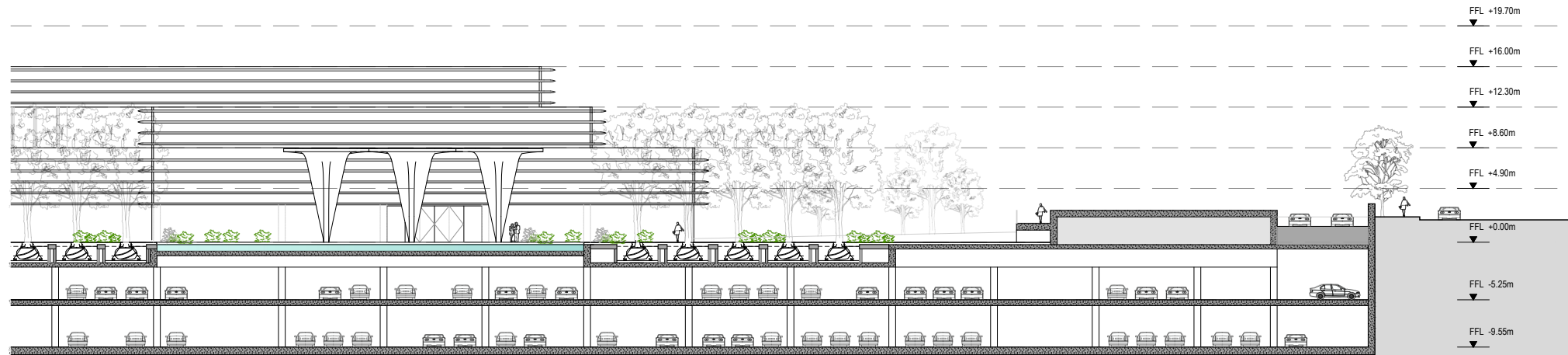
Floor area:

- Basement (-1 level): 24.306,37 m2
- Basement (-2 level): 24.306,37 m2

Parking lots:

- Basement (-1 level): 442 lots
- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**



**FOOTPRINT AREA**

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m2

**-BUILDING FOOTPRINT AREA IN THE PROJECT = 13.789,84 m2 (51,56 %)**

**GROSS FLOOR AREA**

**Ground Floor**  
 -Hospitality: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2  
 -Offices & Workplace/Common areas: 7.006,77 m2 + 50% (287,89 m2) = 7.150,71 m2  
 -F&B/Retail: 1.813,40 m2

**First Floor**  
 -Hospitality: 3.294,50 m2 - 50% (303,16 m2) + 50% (67,55 m2) = 3.176,70 m2  
 -Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2  
 -F&B/Retail: 254,89 m2

**Second Floor**  
 -Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2  
 -Offices & Workplace/Common areas: 6.628,50 m2  
 -F&B/Retail: 0,00 m2

**Third Floor**  
 -Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2  
 -Offices & Workplace/Common areas: 2.073,20 m2  
 -F&B/Retail: 0,00 m2

**Fourth Floor**  
 -Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
 -Offices & Workplace/Common areas: 1.502,33 m2  
 -F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

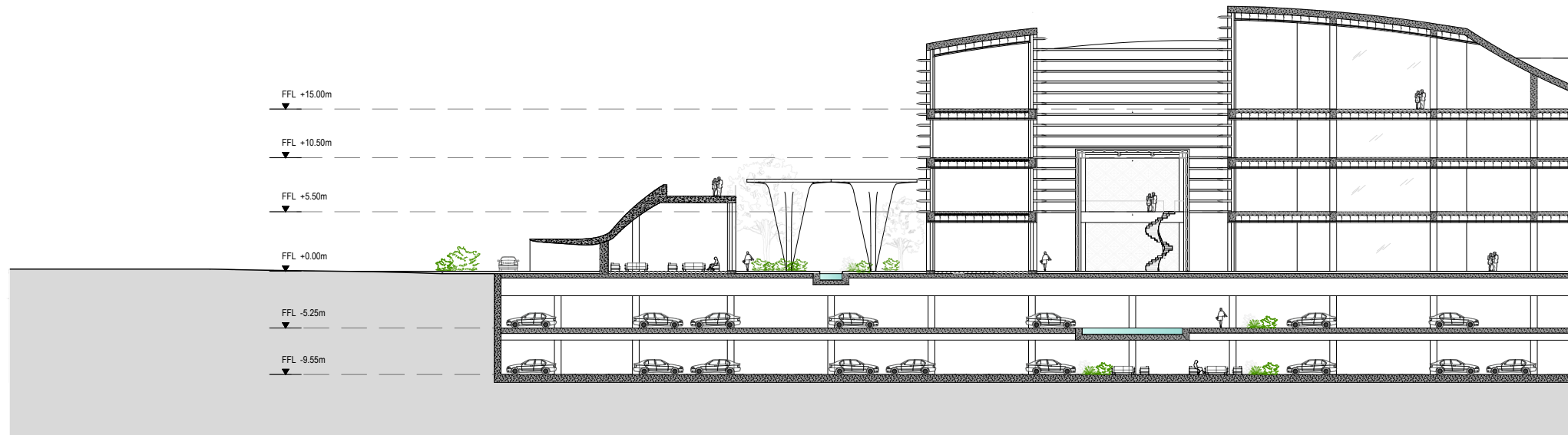
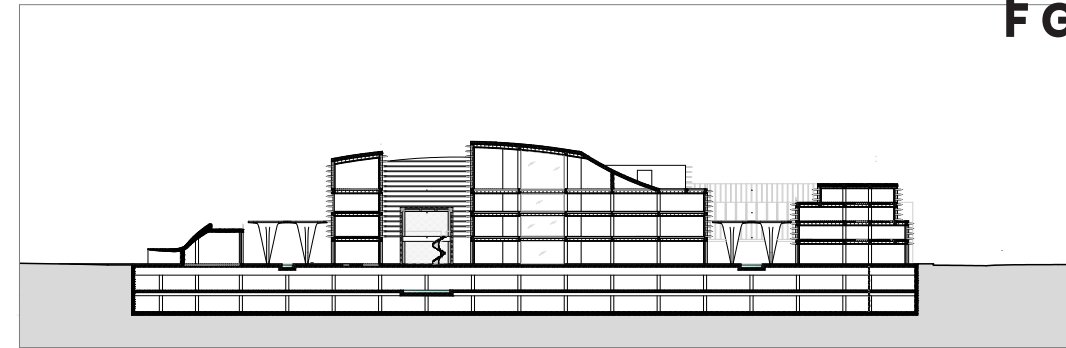
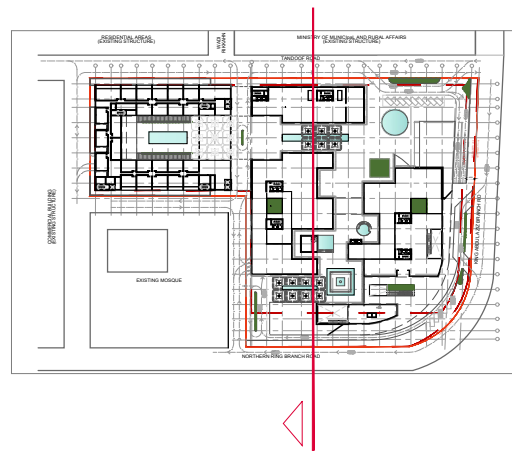
**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

**Floor area:**  
 - Basement (-1 level): 24.306,37 m2  
 - Basement (-2 level): 24.306,37 m2

**Parking lots:**  
 - Basement (-1 level): 442 lots  
 - Basement (-2 level): 503 lots

**TOTAL= 945 lots**



**FOOTPRINT AREA**

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m<sup>2</sup>

**-BUILDING FOOTPRINT AREA IN THE PROJECT = 13.789,84 m<sup>2</sup> (51,56 %)**

**GROSS FLOOR AREA**

Ground Floor

-Hospitality: 3.627,35 m<sup>2</sup> + 50% (792,31 m<sup>2</sup>) = 4.023,51 m<sup>2</sup>  
 -Offices & Workplace/Common areas: 7.006,77 m<sup>2</sup> + 50% (287,89 m<sup>2</sup>) = 7.150,71 m<sup>2</sup>  
 -F&B/Retail: 1.813,40 m<sup>2</sup>

First Floor

-Hospitality: 3.294,50 m<sup>2</sup> - 50% (303,16 m<sup>2</sup>) + 50% (67,55 m<sup>2</sup>) = 3.176,70 m<sup>2</sup>  
 -Offices & Workplace/Common areas: 6.706,44 m<sup>2</sup> + 50% (1.262,09 m<sup>2</sup>) = 7.337,49 m<sup>2</sup>  
 -F&B/Retail: 254,89 m<sup>2</sup>

Second Floor

-Hospitality: 3.745,21 m<sup>2</sup> - 50% (294,41 m<sup>2</sup>) + 50% (67,55 m<sup>2</sup>) = 3.631,78 m<sup>2</sup>  
 -Offices & Workplace/Common areas: 6.628,50 m<sup>2</sup>  
 -F&B/Retail: 0,00 m<sup>2</sup>

Third Floor

-Hospitality: 2.243,94 m<sup>2</sup> - 50% (150,35 m<sup>2</sup>) + 50% (67,55 m<sup>2</sup>) = 2.202,54 m<sup>2</sup>  
 -Offices & Workplace/Common areas: 2.073,20 m<sup>2</sup>  
 -F&B/Retail: 0,00 m<sup>2</sup>

Fourth Floor

-Hospitality: 1.657,39 m<sup>2</sup> - 50% (55,75 m<sup>2</sup>) = 1.629,515 m<sup>2</sup>  
 -Offices & Workplace/Common areas: 1.502,33 m<sup>2</sup>  
 -F&B/Retail: 354,37 m<sup>2</sup>

TOTAL Hospitality: 14.664,04 m<sup>2</sup> (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m<sup>2</sup>  
 TOTAL F&B/Retail: 2.422,66 m<sup>2</sup>

**TOTAL GROSS FLOOR AREA: 41.778,93 m<sup>2</sup>**

**UNDERGROUND**

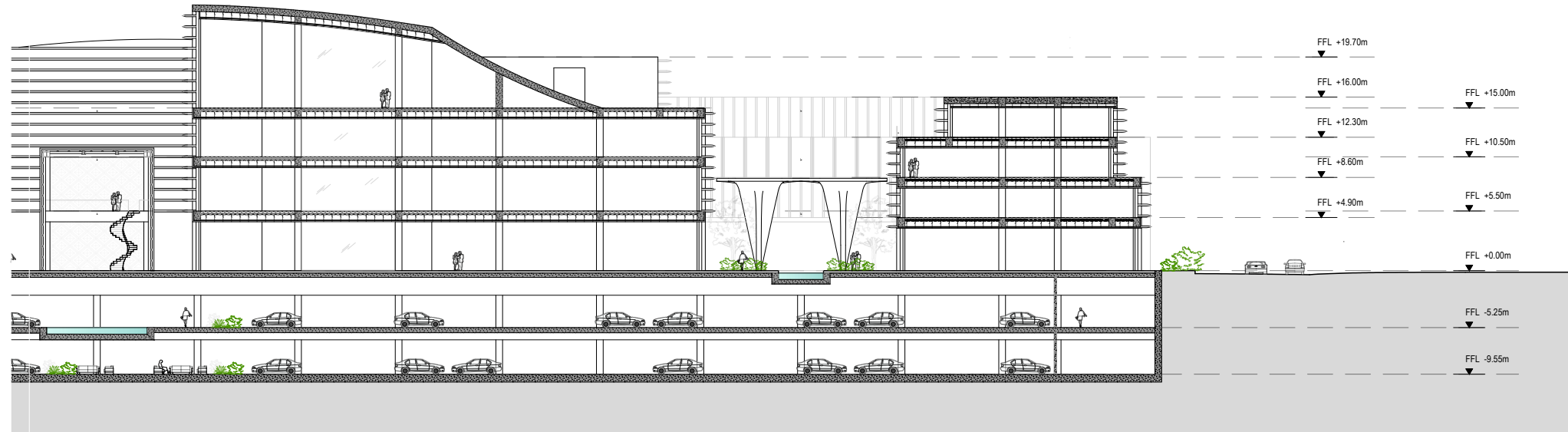
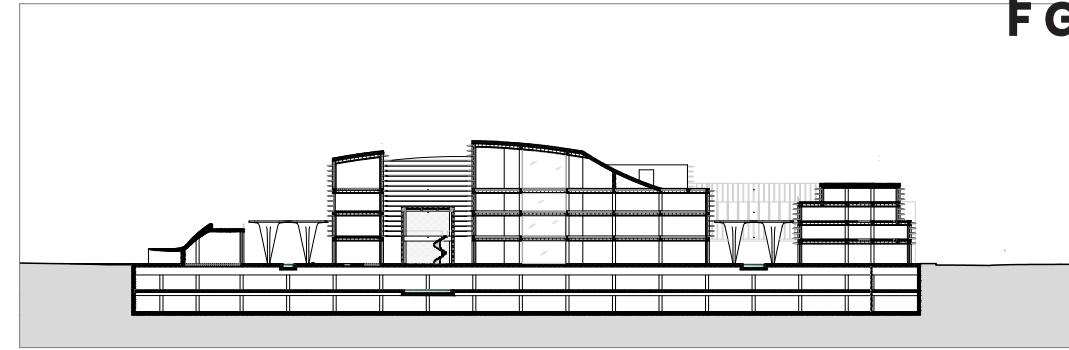
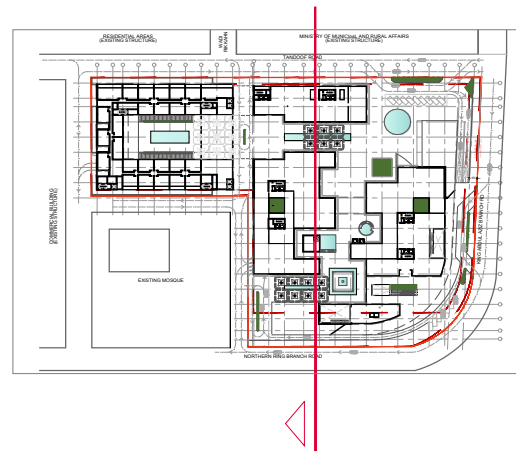
Floor area:

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- Ground & First Floor: 22 lots

**TOTAL= 967 lots**



**FOOTPRINT AREA**

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-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2  
 -Offices & Workplace/Common areas: 6.628,50 m2  
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Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2  
 -Offices & Workplace/Common areas: 2.073,20 m2  
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-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
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TOTAL Hospitality: 14.664,04 m2 (97 keys)  
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**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

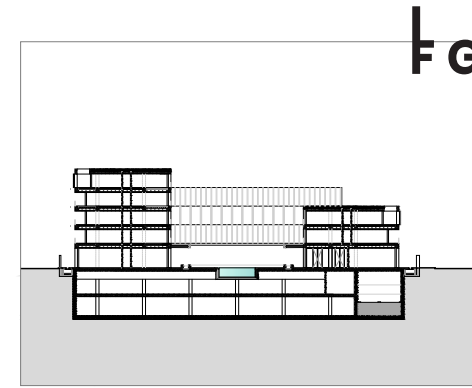
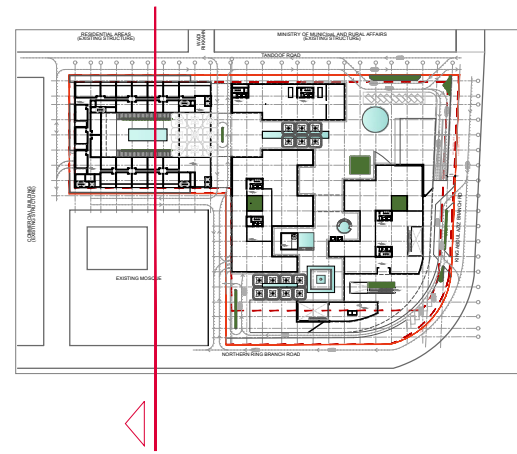
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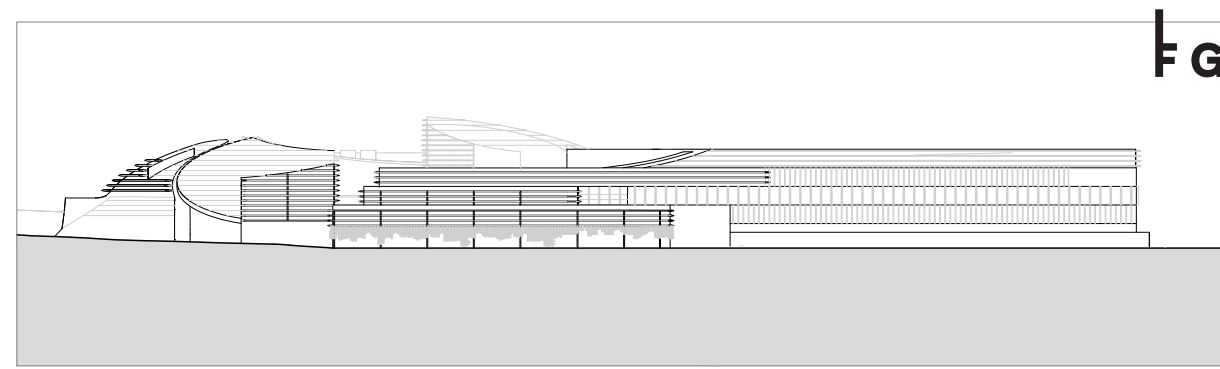
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**GROSS FLOOR AREA**

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-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2  
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Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2  
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-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
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**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

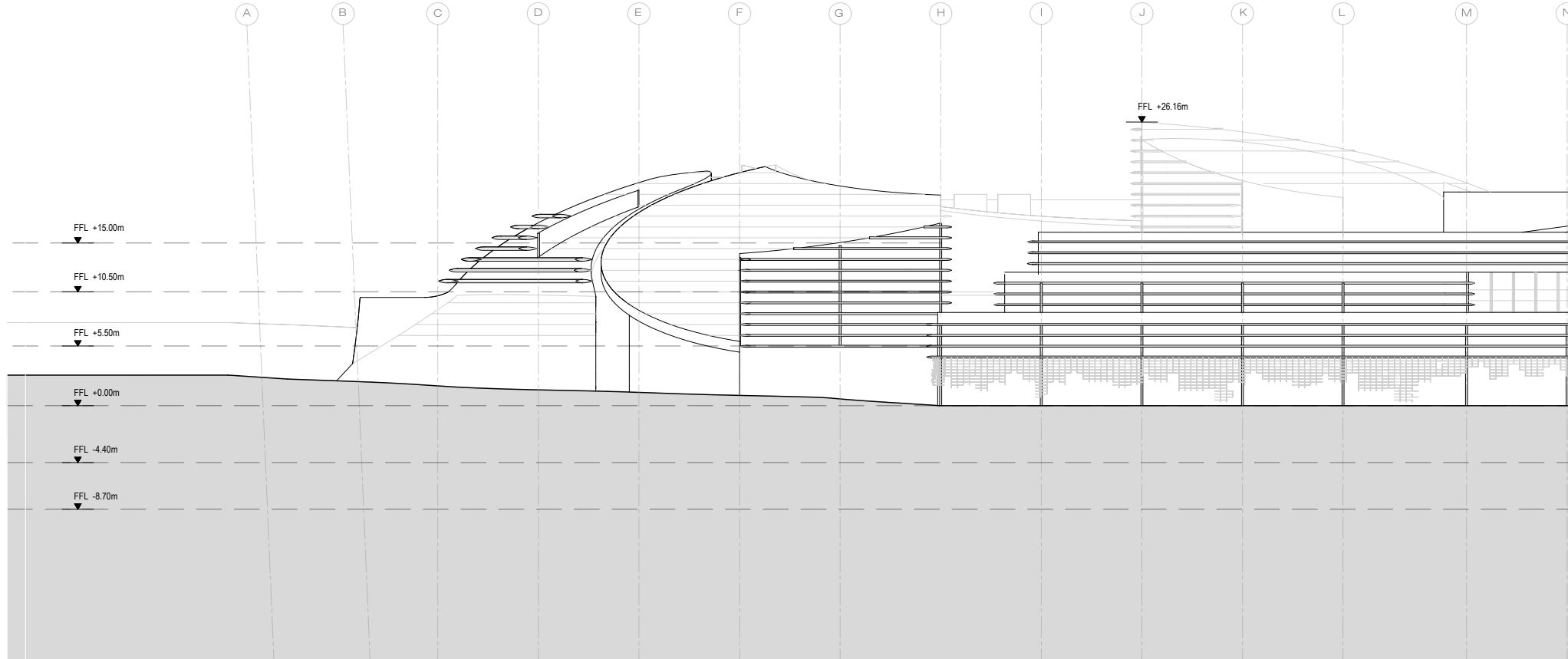
Floor area:

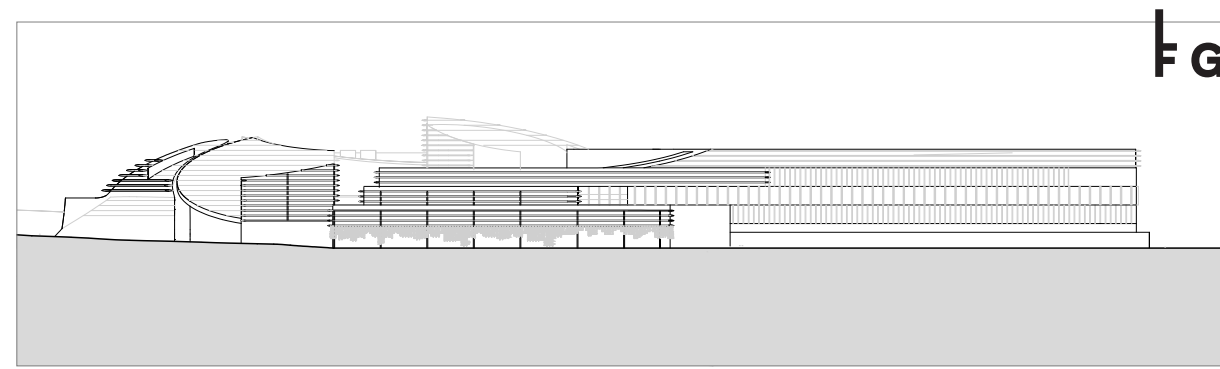
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-Hospitality: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2  
 -Offices & Workplace/Common areas: 7.006,77 m2 + 50% (287,89 m2) = 7.150,71 m2  
 -F&B/Retail: 1.813,40 m2

First Floor

-Hospitality: 3.294,50 m2 - 50% (303,16 m2) + 50% (67,55 m2) = 3.176,70 m2  
 -Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2  
 -F&B/Retail: 254,89 m2

Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2  
 -Offices & Workplace/Common areas: 6.628,50 m2  
 -F&B/Retail: 0,00 m2

Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2  
 -Offices & Workplace/Common areas: 2.073,20 m2  
 -F&B/Retail: 0,00 m2

Fourth Floor

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
 -Offices & Workplace/Common areas: 1.502,33 m2  
 -F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

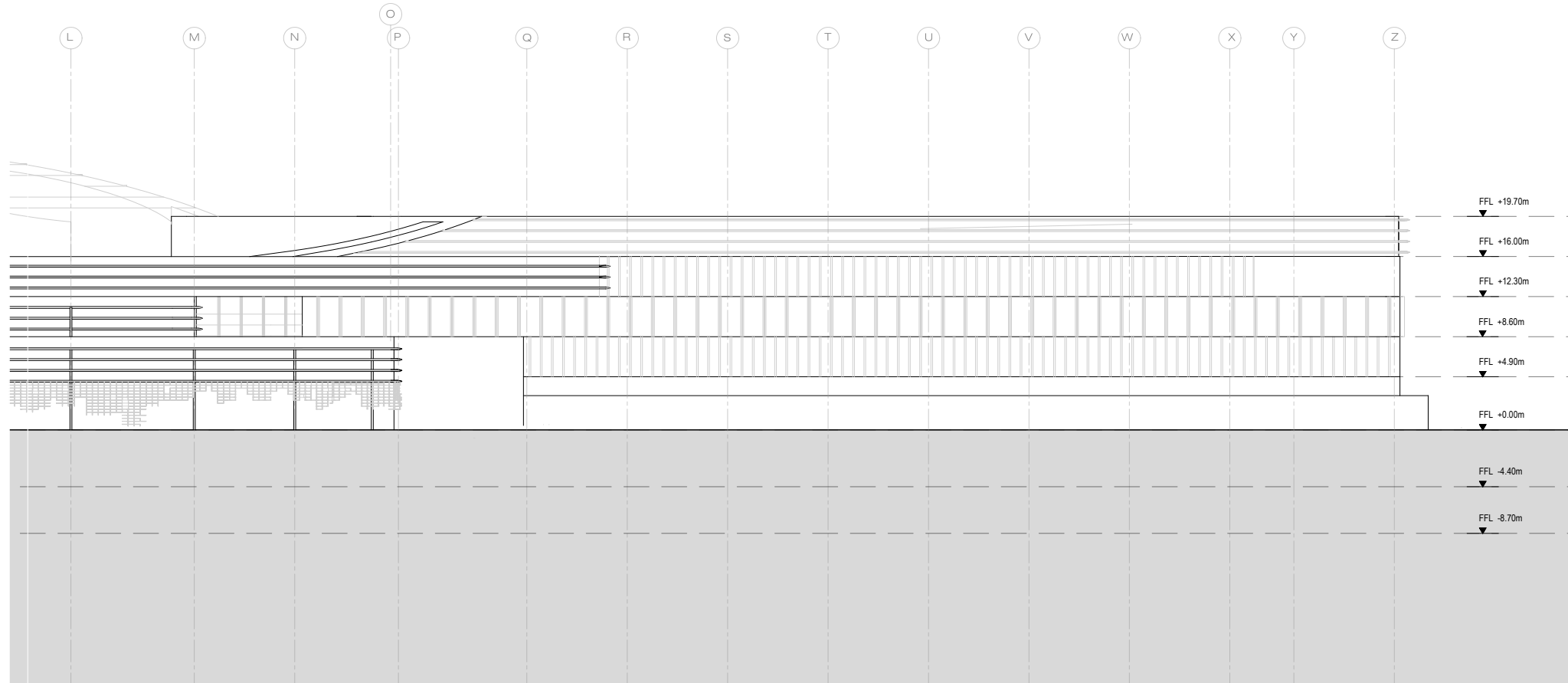
Floor area:

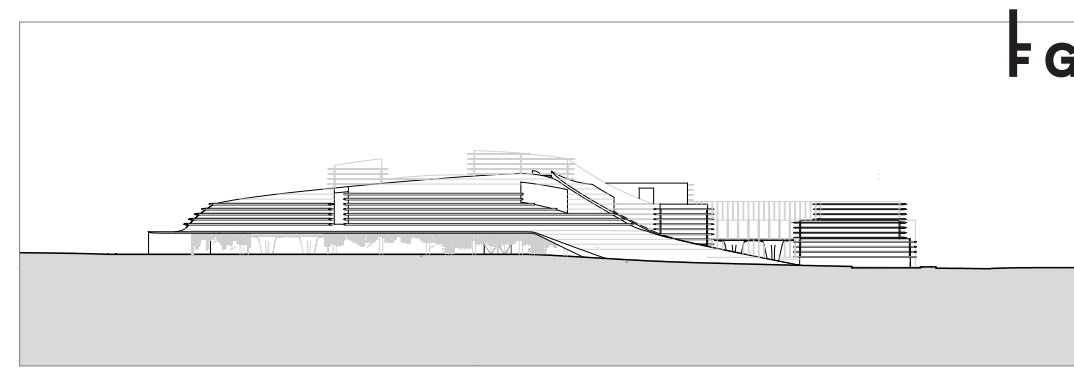
- Basement (-1 level): 24.306,37 m2
- Basement (-2 level): 24.306,37 m2

Parking lots:

- Basement (-1 level): 442 lots
- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**





**FOOTPRINT AREA**

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m2

**-BUILDING FOOTPRINT AREA IN THE PROJECT = 13.789,84 m2 (51,56 %)**

**GROSS FLOOR AREA**

Ground Floor

-Hospitality: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2  
 -Offices & Workplace/Common areas: 7.006,77 m2 + 50% (287,89 m2) = 7.150,71 m2  
 -F&B/Retail: 1.813,40 m2

First Floor

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 -Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2  
 -F&B/Retail: 254,89 m2

Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2  
 -Offices & Workplace/Common areas: 6.628,50 m2  
 -F&B/Retail: 0,00 m2

Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2  
 -Offices & Workplace/Common areas: 2.073,20 m2  
 -F&B/Retail: 0,00 m2

Fourth Floor

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
 -Offices & Workplace/Common areas: 1.502,33 m2  
 -F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

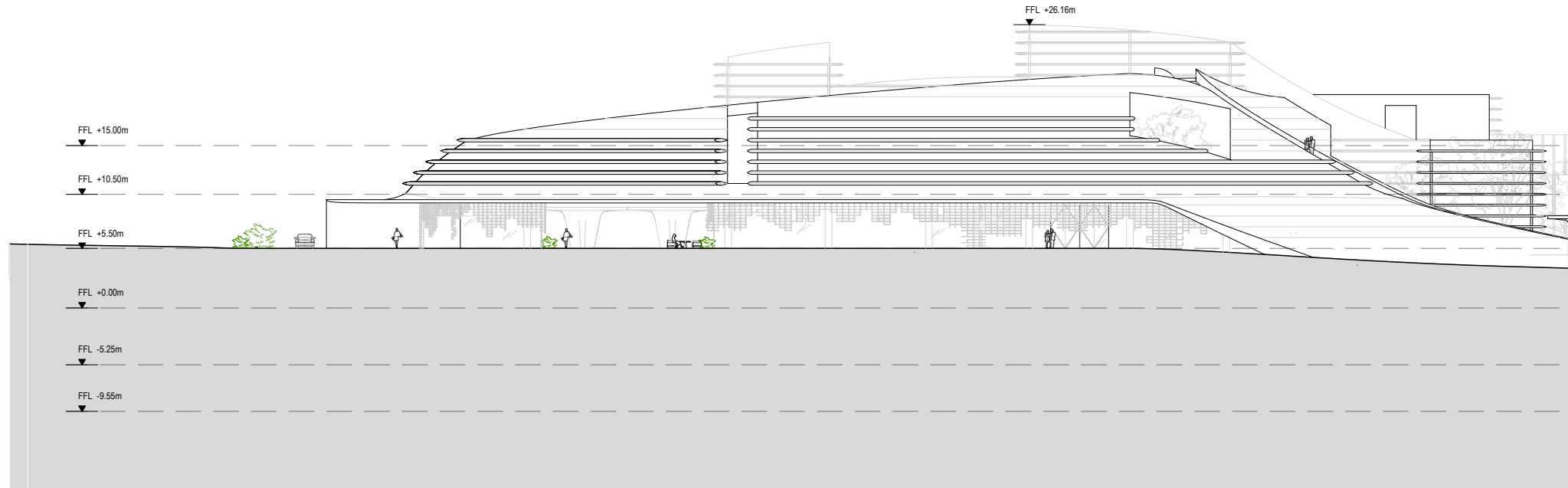
Floor area:

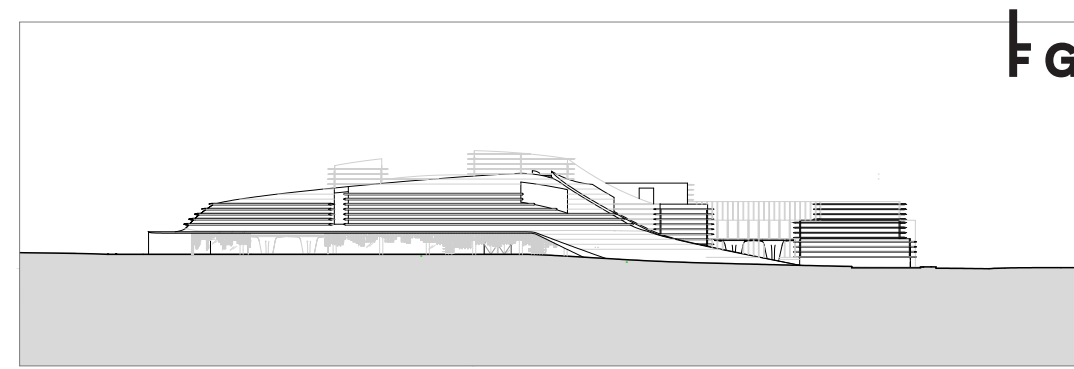
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- Basement (-2 level): 24.306,37 m2

Parking lots:

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- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**





**FOOTPRINT AREA**

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m2

**-BUILDING FOOTPRINT AREA IN THE PROJECT = 13.789,84 m2 (51,56 %)**

**GROSS FLOOR AREA**

Ground Floor

-Hospitality: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2  
 -Offices & Workplace/Common areas: 7.006,77 m2 + 50% (287,89 m2) = 7.150,71 m2  
 -F&B/Retail: 1.813,40 m2

First Floor

-Hospitality: 3.294,50 m2 - 50% (303,16 m2) + 50% (67,55 m2) = 3.176,70 m2  
 -Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2  
 -F&B/Retail: 254,89 m2

Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2  
 -Offices & Workplace/Common areas: 6.628,50 m2  
 -F&B/Retail: 0,00 m2

Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2  
 -Offices & Workplace/Common areas: 2.073,20 m2  
 -F&B/Retail: 0,00 m2

Fourth Floor

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
 -Offices & Workplace/Common areas: 1.502,33 m2  
 -F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

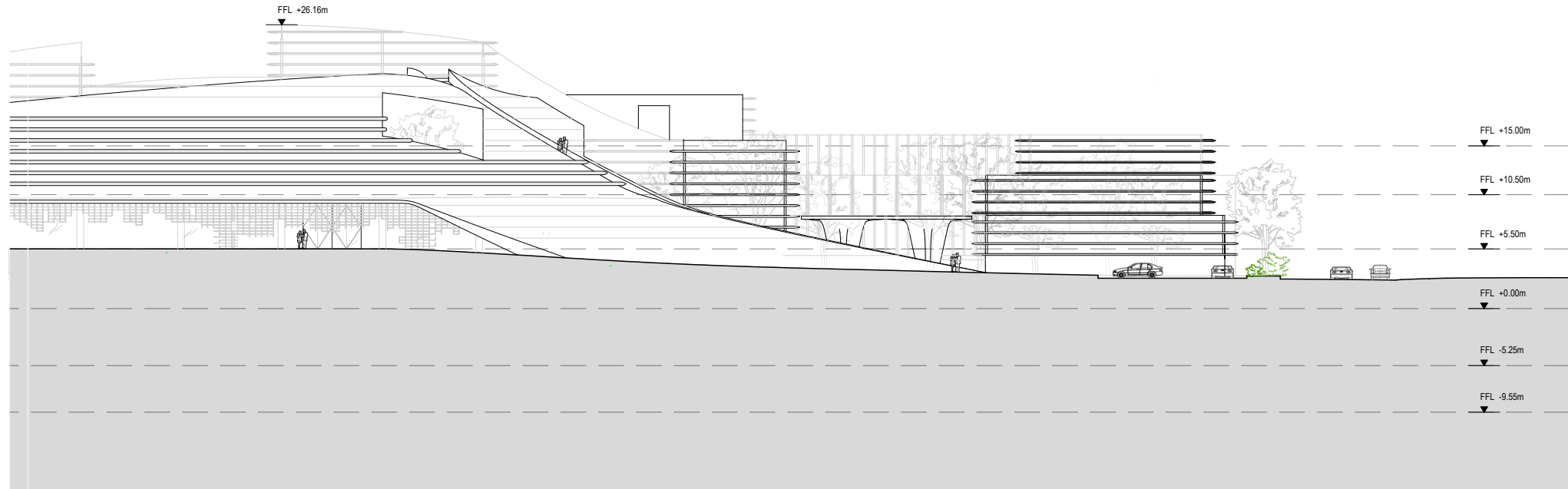
Floor area:

- Basement (-1 level): 24.306,37 m2
- Basement (-2 level): 24.306,37 m2

Parking lots:

- Basement (-1 level): 442 lots
- Basement (-2 level): 503 lots
- Ground & First Floor: 22 lots

**TOTAL= 967 lots**



**FOOTPRINT AREA**

-Maximum allowable building footprint area = < 50% of the land= 26.745 x0,50= 13.372,5 m2

**-BUILDING FOOTPRINT AREA IN THE PROJECT = 13.582,57 m2 (50,78 %)**

**GROSS FLOOR AREA**

Ground Floor

- Villas/residential: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2
- Offices & Workplace/Common areas: 2.925,50 m2
- F&B/Retail: 5.894,67m2+50%(287,89 m2) = 6.038,62 m2

First Floor

- Villas/residential: 3.294,50 m2 - 50% (157,99 m2) = 3.215,51 m2
- Offices & Workplace/Common areas: 6.383,27 m2 + 50% (1.262,09 m2) = 7.014,32 m2
- F&B/Retail: 617,84 m2

Second Floor

- Villas/residential: 3.745,21 m2 - 50% (199,87 m2) + 50% (67,55 m2) = 3.679,05 m2
- Offices & Workplace/Common areas: 6.806,23 m2
- F&B/Retail: 0,00 m2

Third Floor

- Villas/residential: 2.243,94 m2 - 50% (55,75 m2) + 50% (67,55 m2) = 2.249,84 m2
- Offices & Workplace/Common areas: 2.073,20 m2
- F&B/Retail: 0,00 m2

Fourth Floor

- Villas/residential: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2
- Offices & Workplace/Common areas: 1.410,09 m2
- F&B/Retail: 446,61 m2

TOTAL Villas/residential: 14.797,43 m2 (100 apartments)  
 TOTAL Offices&Workplace/Common areas: 20.229,34 m2  
 TOTAL F&B/Retail: 7.103,07 m2

**TOTAL GROSS FLOOR AREA: 42.129,84 m2**

**UNDERGROUND**

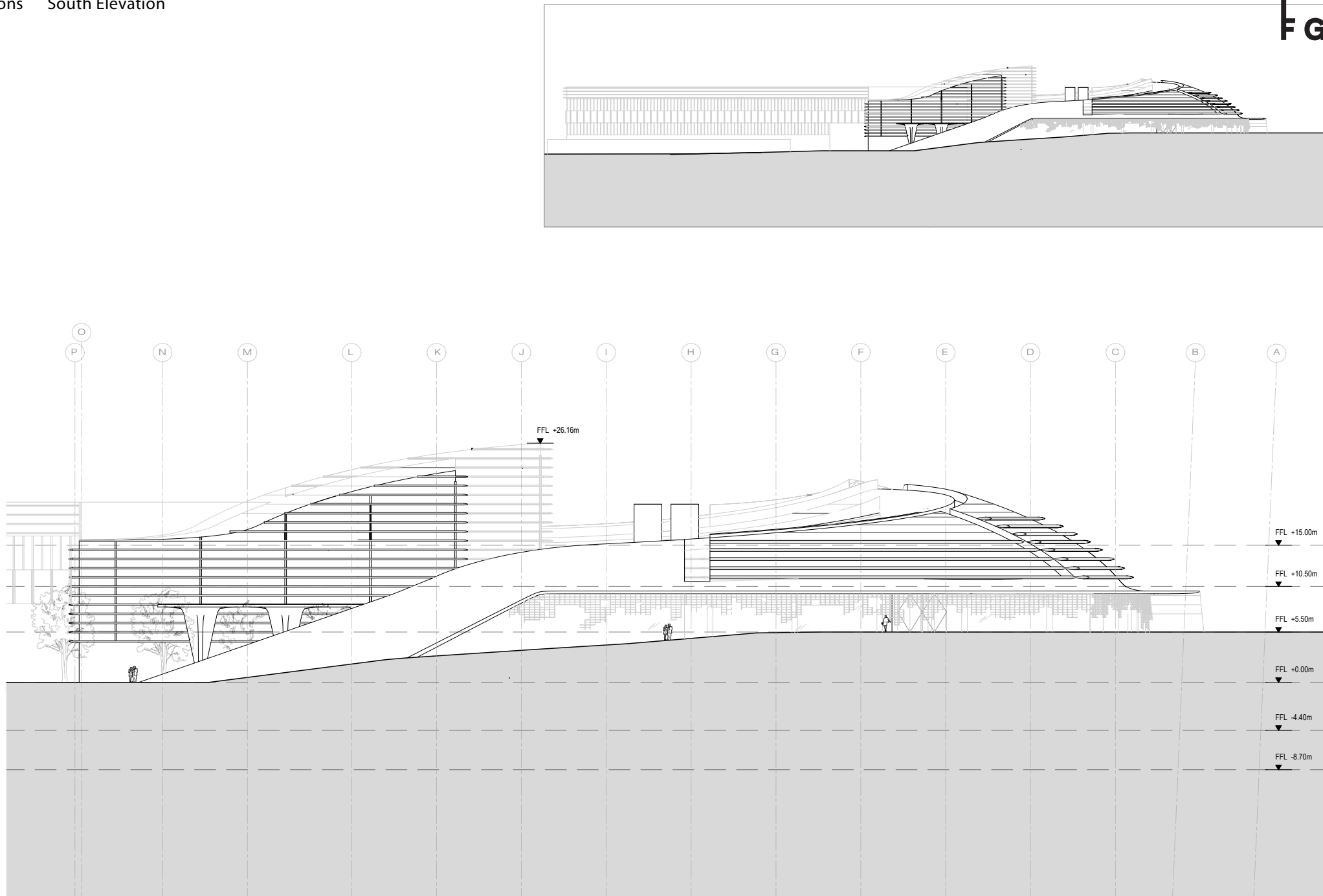
Floor area:

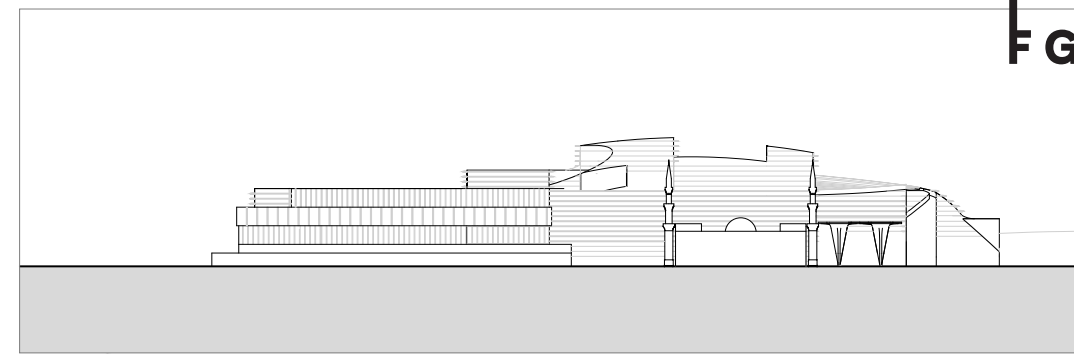
- Basement (-1 level): 24.385,01 m2
- Basement (-2 level): 24.385,01 m2

Parking lots:

- Basement (-1 level): 444 lots
- Basement (-2 level): 505 lots

**TOTAL= 949 lots**





**FOOTPRINT AREA**

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**GROSS FLOOR AREA**

Ground Floor

-Hospitality: 3.627,35 m2 + 50% (792,31 m2) = 4.023,51 m2  
 -Offices & Workplace/Common areas: 7.006,77 m2 + 50% (287,89 m2) = 7.150,71 m2  
 -F&B/Retail: 1.813,40 m2

First Floor

-Hospitality: 3.294,50 m2 - 50% (303,16 m2) + 50% (67,55 m2) = 3.176,70 m2  
 -Offices & Workplace/Common areas: 6.706,44 m2 + 50% (1.262,09 m2) = 7.337,49 m2  
 -F&B/Retail: 254,89 m2

Second Floor

-Hospitality: 3.745,21 m2 - 50% (294,41 m2) + 50% (67,55 m2) = 3.631,78 m2  
 -Offices & Workplace/Common areas: 6.628,50 m2  
 -F&B/Retail: 0,00 m2

Third Floor

-Hospitality: 2.243,94 m2 - 50% (150,35 m2) + 50% (67,55 m2) = 2.202,54 m2  
 -Offices & Workplace/Common areas: 2.073,20 m2  
 -F&B/Retail: 0,00 m2

Fourth Floor

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
 -Offices & Workplace/Common areas: 1.502,33 m2  
 -F&B/Retail: 354,37 m2

TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

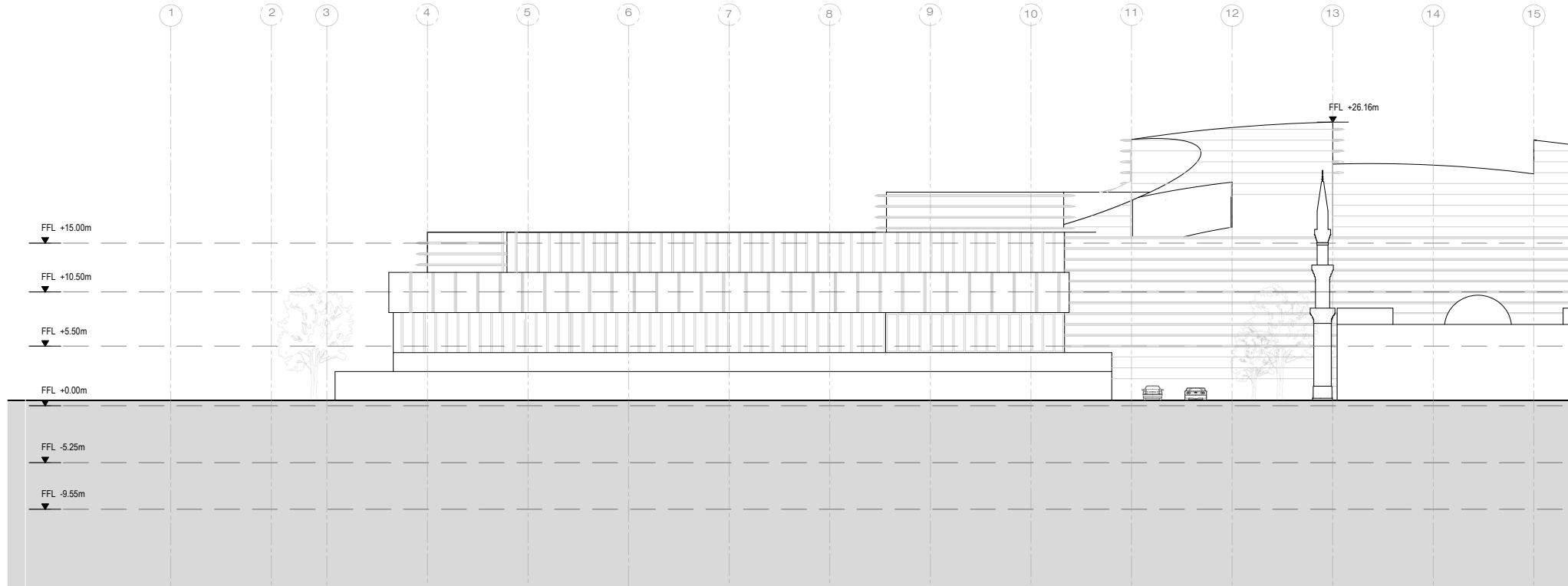
Floor area:

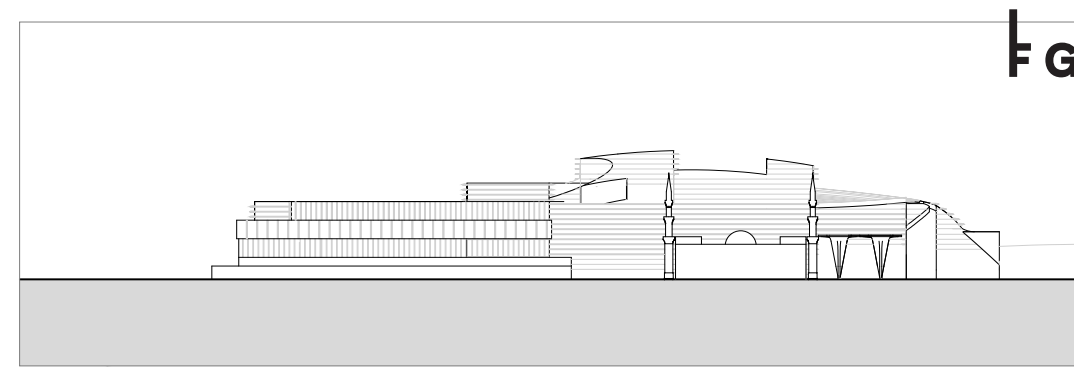
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 -Offices & Workplace/Common areas: 6.628,50 m2  
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Fourth Floor

-Hospitality: 1.657,39 m2 - 50% (55,75 m2) = 1.629,515 m2  
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TOTAL Hospitality: 14.664,04 m2 (97 keys)  
 TOTAL Offices&Workplace/Common areas: 24.692,23 m2  
 TOTAL F&B/Retail: 2.422,66 m2

**TOTAL GROSS FLOOR AREA: 41.778,93 m2**

**UNDERGROUND**

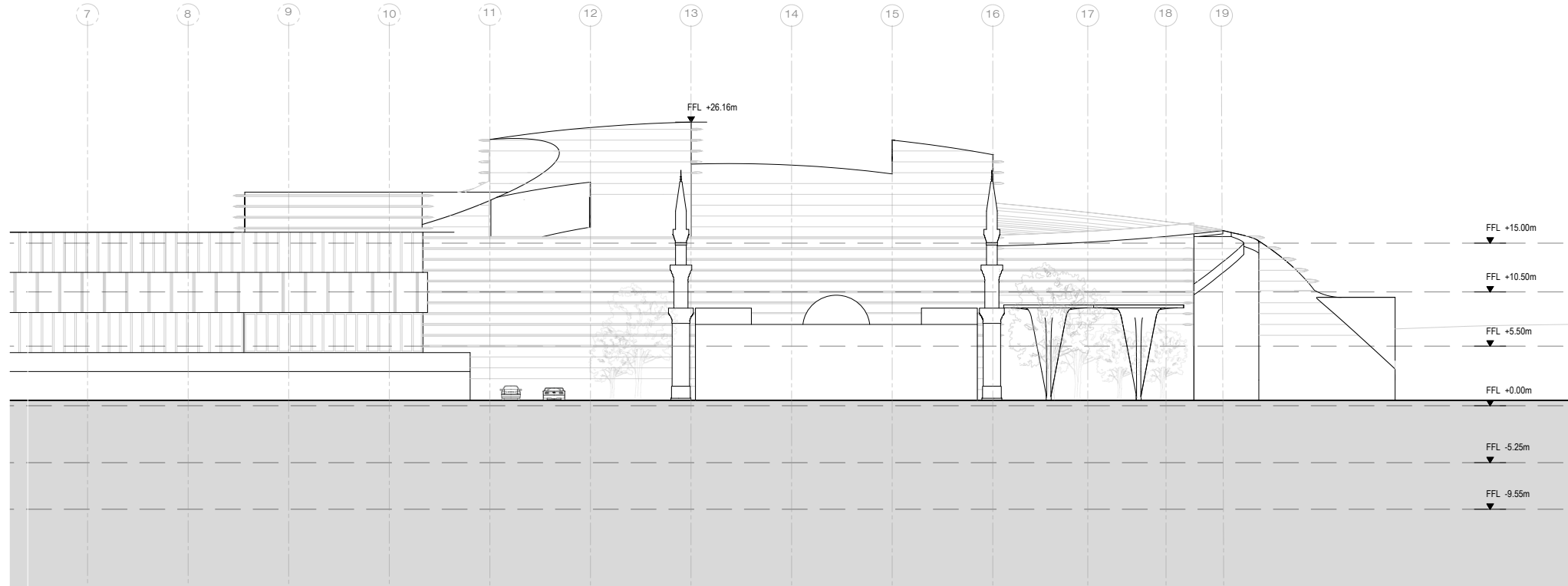
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Parking lots:

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**TOTAL= 967 lots**





02

Architectural Concept

# Hospitality Height Limitations

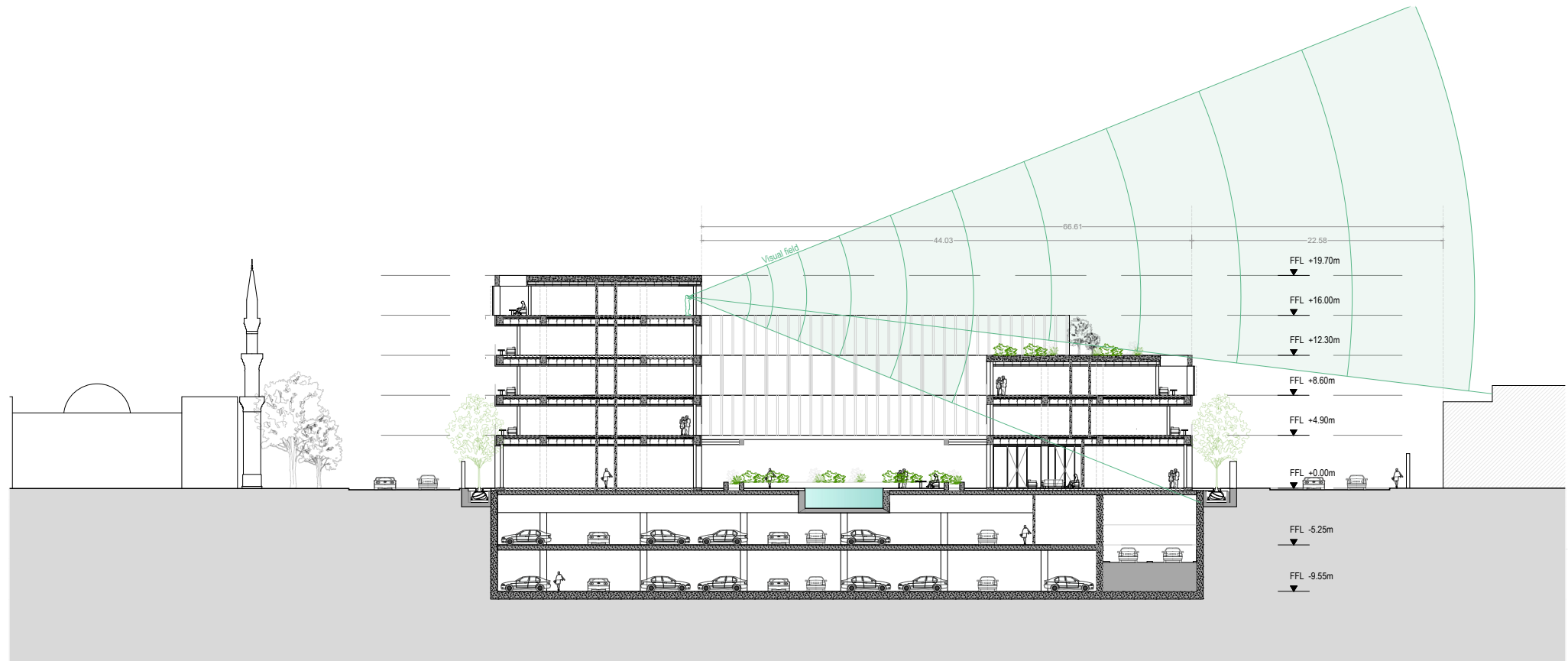
# Height Limitations



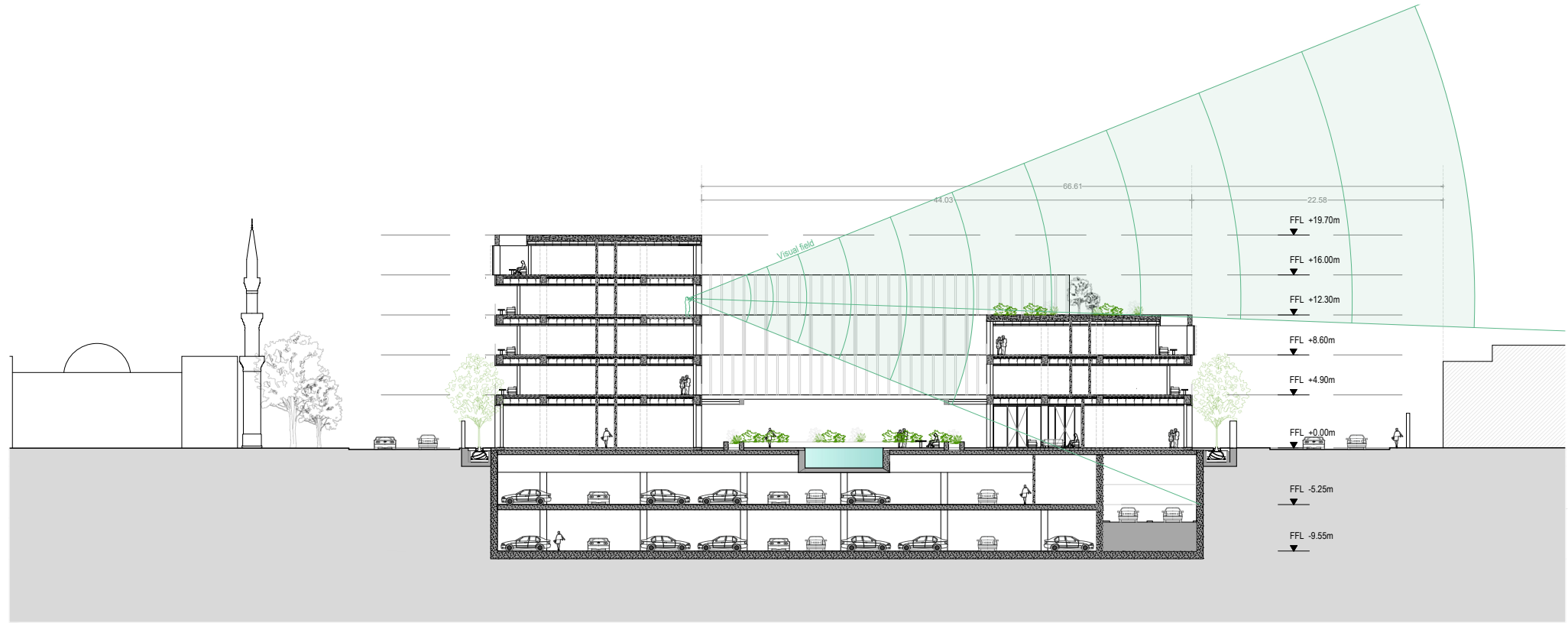
Hospitality — HEIGHT LIMITATIONS

## Hospitality Privacy —

The Hospitality component has been crafted with a focus on maintaining the privacy of its surroundings. The villas situated on the opposite side of the street uphold their privacy through a descending architectural design and a courtyard typology. This strategic approach directs visuals and activities towards the central courtyard, ensuring a sense of seclusion.



VISUAL CONTROL STRATEGY 4TH LEVEL



VISUAL CONTROL STRATEGY 3RD LEVEL

Visual Management.\_

Rooftop.\_

The Green Roof acts as a natural barrier, serving as a filter to block direct views from the south wing of the hotel..

Second Floor.\_

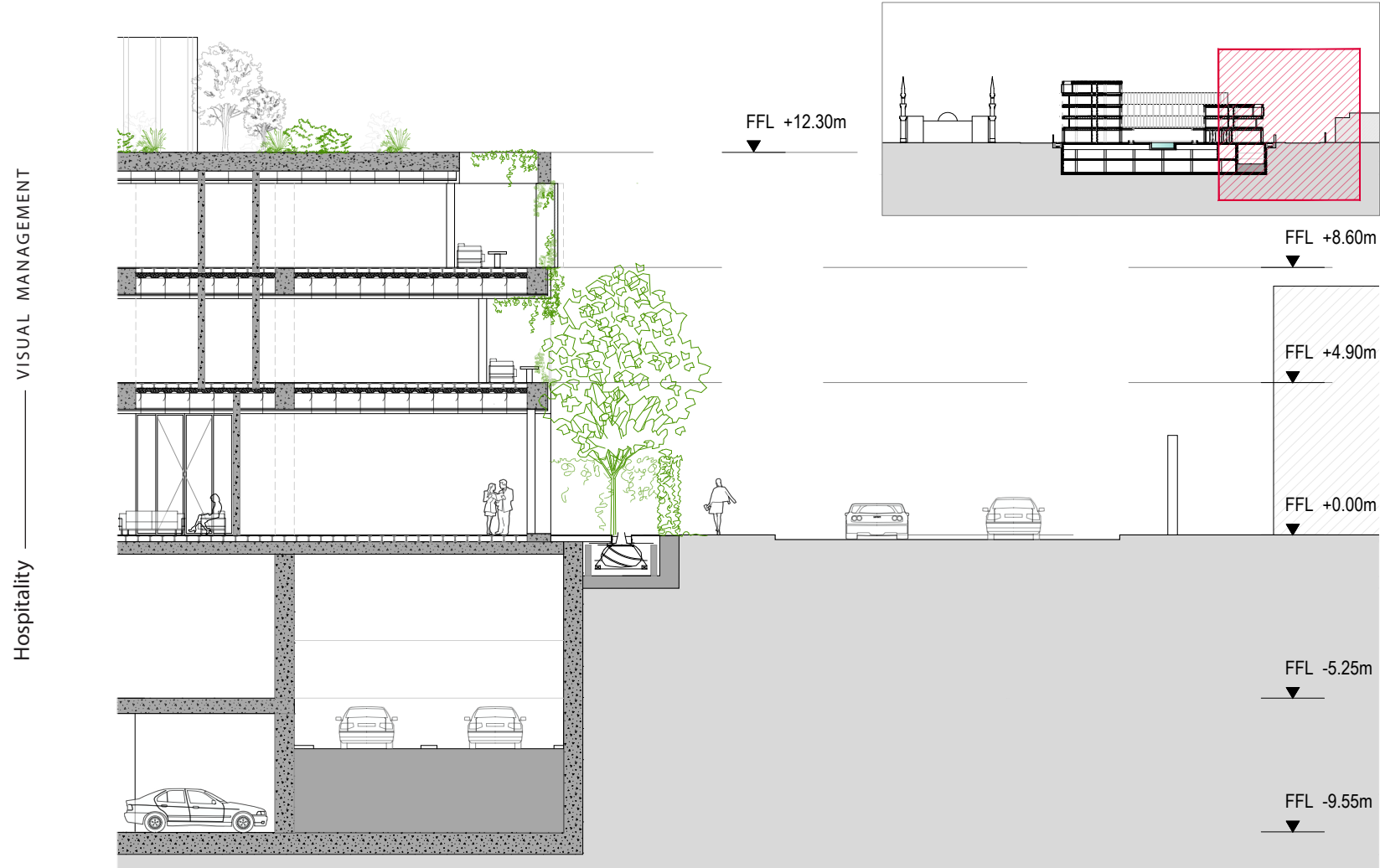
A louvered-oriented facade prevents direct visual connection to the Residential Villas..

First Floor.\_

On the first floor, the green elements planned for the setback area provide intimacy for the hospitality terraces and control the view of the surrounding neighbors..

Ground Floor.\_

A green wall at street level creates a back patio and directs the ground-level view towards the inner Hospitality Central space..







02

Architectural Concept

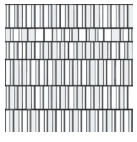
# Riyadh Guidelines Implementation

# Identity in Form, Material, and Patterns



V.T.3\_A.04  
F5DFB3

Facade Color



V.10.H.37

Metal Brise Soleil



V.1.C.20  
METALS



V.1.C.13  
RIYADH YELLOW  
LIME STONE

Facade Mat.



V.1.C.21  
GLASS

Clear Glass



V.10\_G.09

Single  
Opening



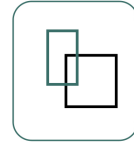
V.5.16

Roof Pattern



V.T.3\_C.03  
WOOD

Wood  
Elements



V.6.D  
AGGREGATION

Courtyards



V.1.C.02  
RIYADH WHITE  
LIME STONE

Exterior  
Pavement



V.7.C.3  
FRONTAGE  
TOTALLY GLAZED

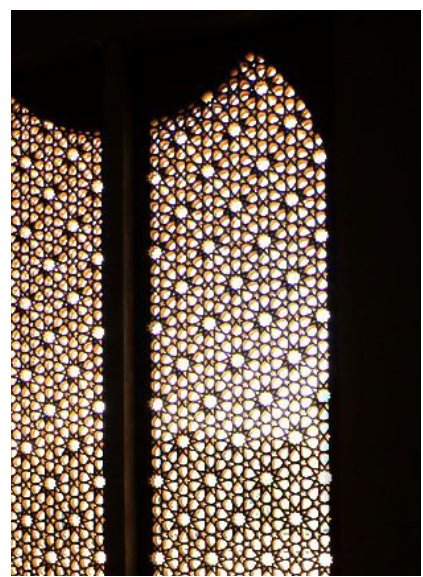
Stepback



# Logic of Application

Above The Canopy —  
Urban Scale — City Icon — Dune Concept

Beyond the canopy line, Nexus Expression responds to the iconic language of nature. A dune-inspired facade system engages with the city through its symbolic profile and enhances permeability with integrated louvers.



Below The Canopy —  
Human Scale — Kingdom Heritage — Facade Pattern

Beneath the canopy line, where the building engages with pedestrians on a human scale, we introduce a pattern that recreates a dynamic atmosphere inspired by Saudi architectural heritage.

# Facade Pattern



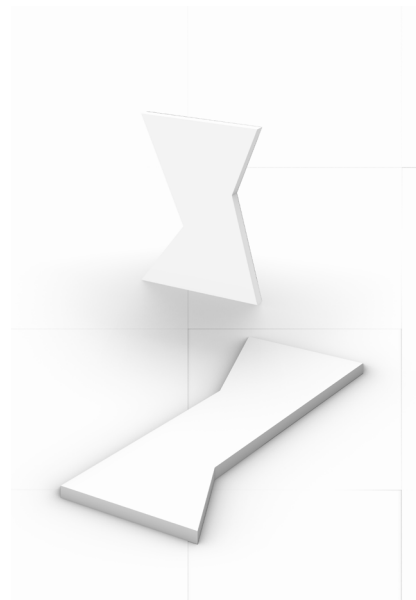
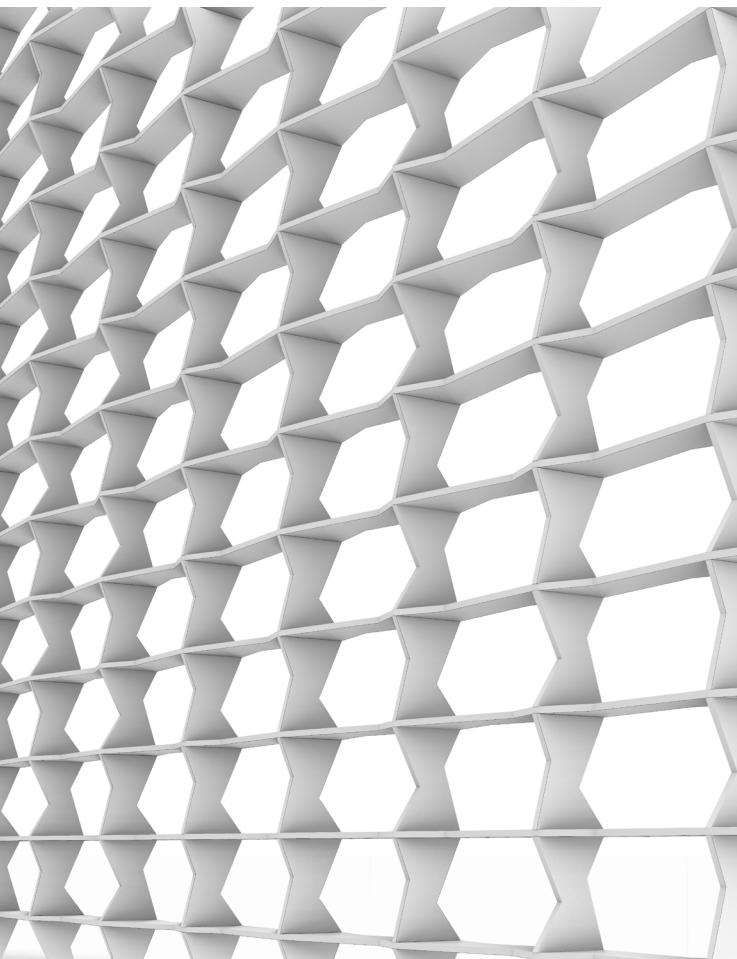
## Al-Turaif Concept —

The inspiration for the new pattern is derived from the historical urban fabric of Riyadh. The incorporation of a 2D adaptable grid, coupled with a 3D component, serves to significantly enhance the pattern. These are the ideas that generate and shape the overall pattern.

Facade Pattern — AL-TURAIF CONCEPT

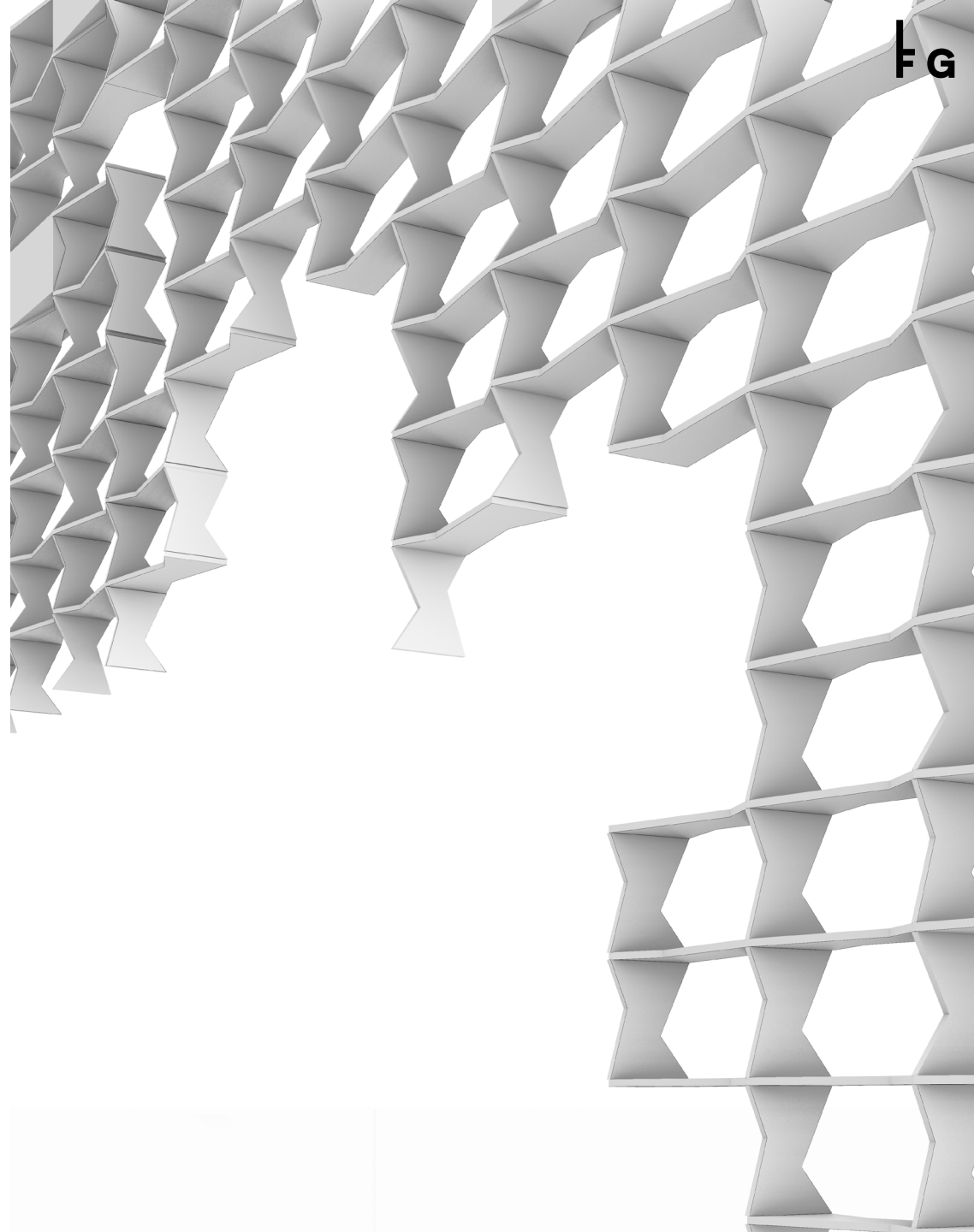


# Facade Pattern



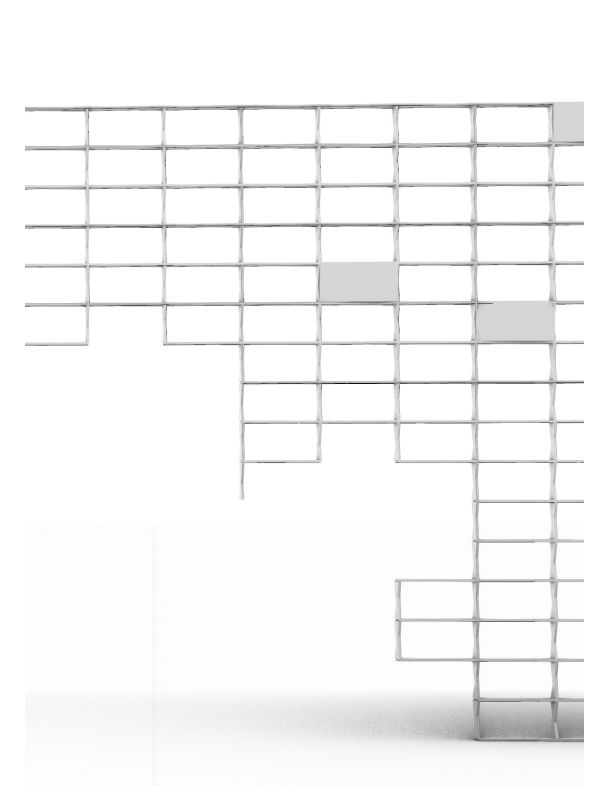
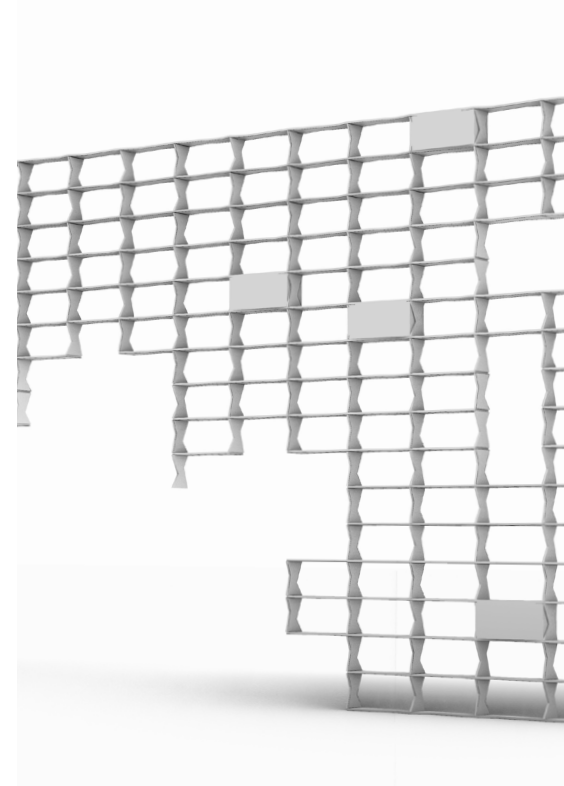
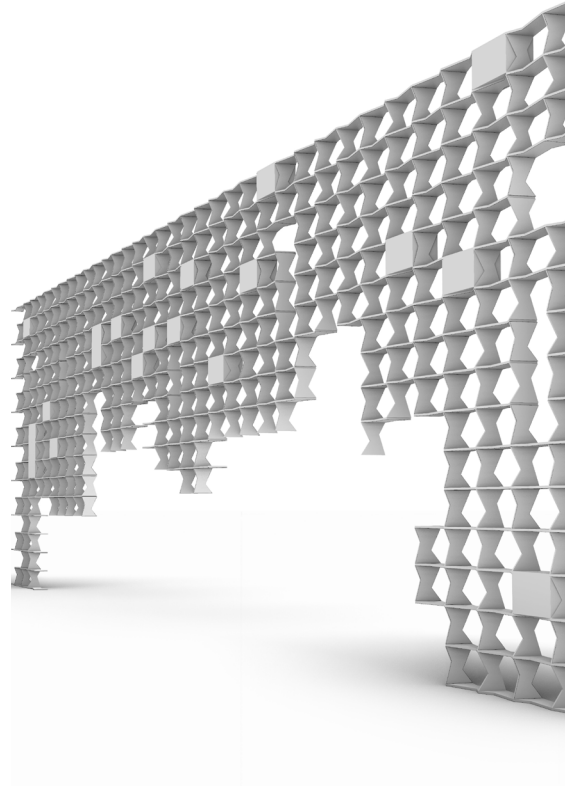
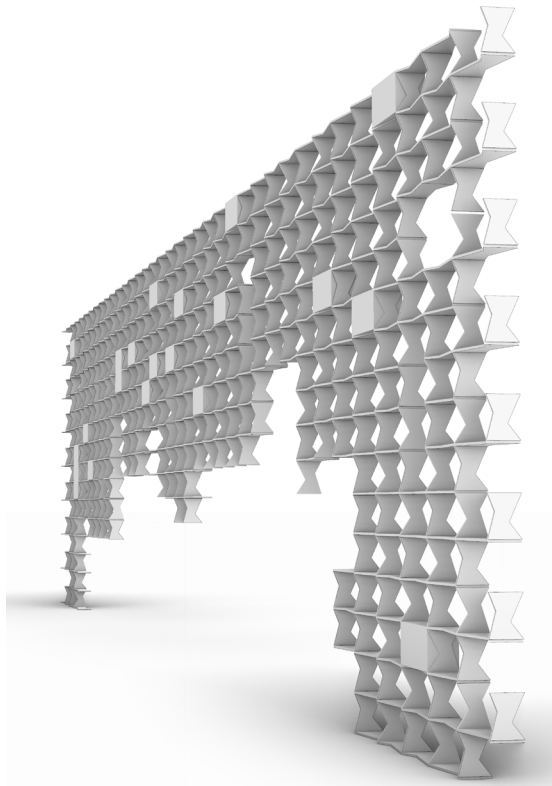
2 basic pieces  
The Al-Turaif pattern is derived from the flexible combination of two fundamental pieces. This membrane reflects the urban texture of old Riyadh and contributes to the cohesion of Nexus.

Facade Pattern — AL-TURAIF CONCEPT



Dynamic Pattern — 4th Dimension

A fundamental feature of the facade lies in its adaptability and capacity to adjust to various interactions within the project. The dynamic nature of its perception, changing with movement and presenting diverse densities, adds significant richness and flexibility to the design.







02

Architectural Concept

# Landscape Guidelines Implementation

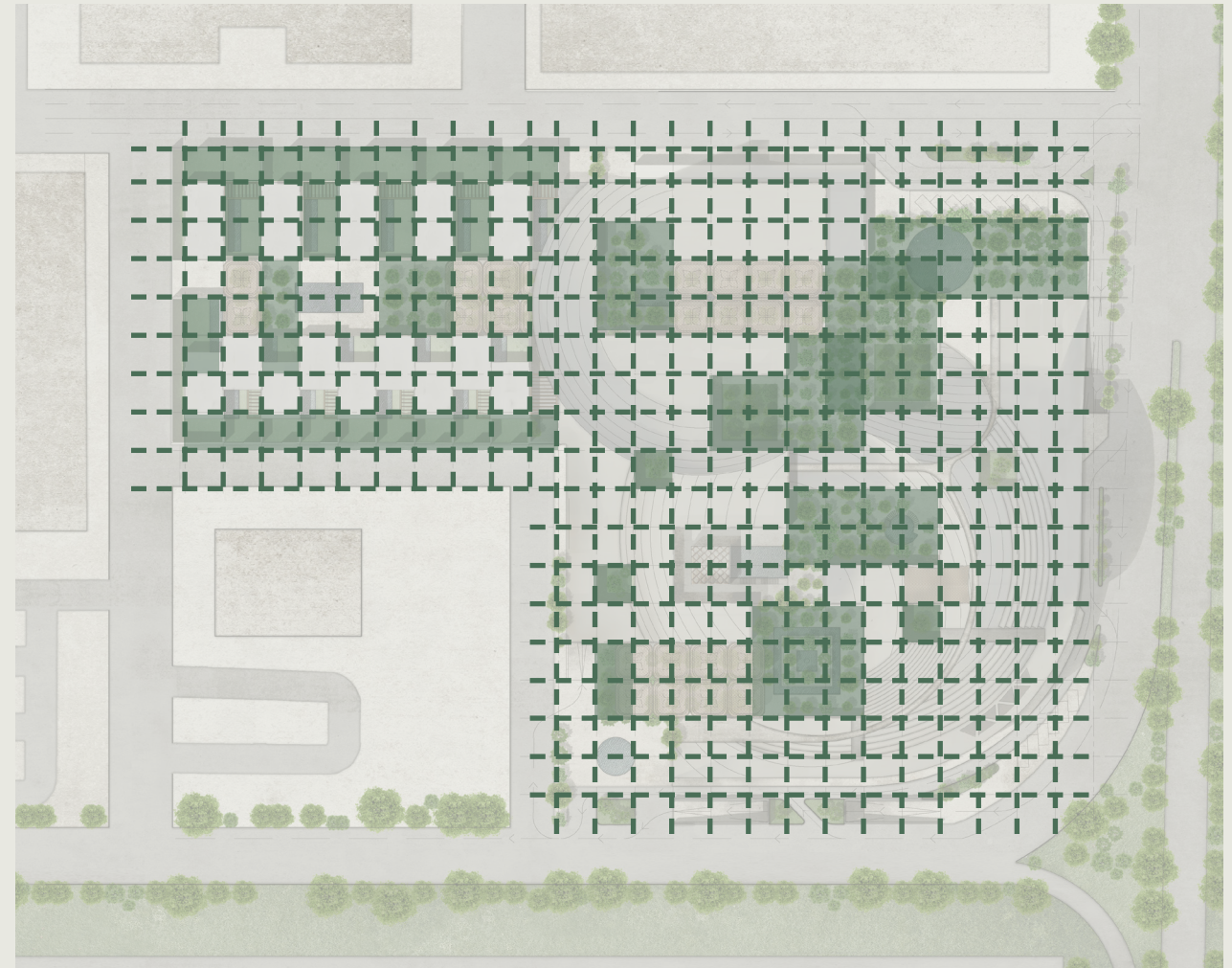
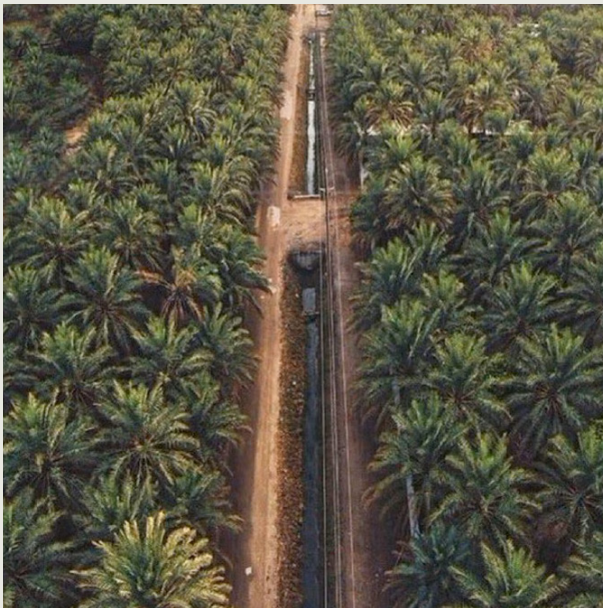


# A Grid

## Grid as a Connector —

The grid system plays a symbolic and functional role in historical architecture as well as the creation of manmade oases.

Our design uses the grid to reflect back on our cultural heritage, as well as to connect inside and outside by organizing the functional zones and landscaping according to it.



## A Symbol and a Connector

# Under the Canopy we live



Trees

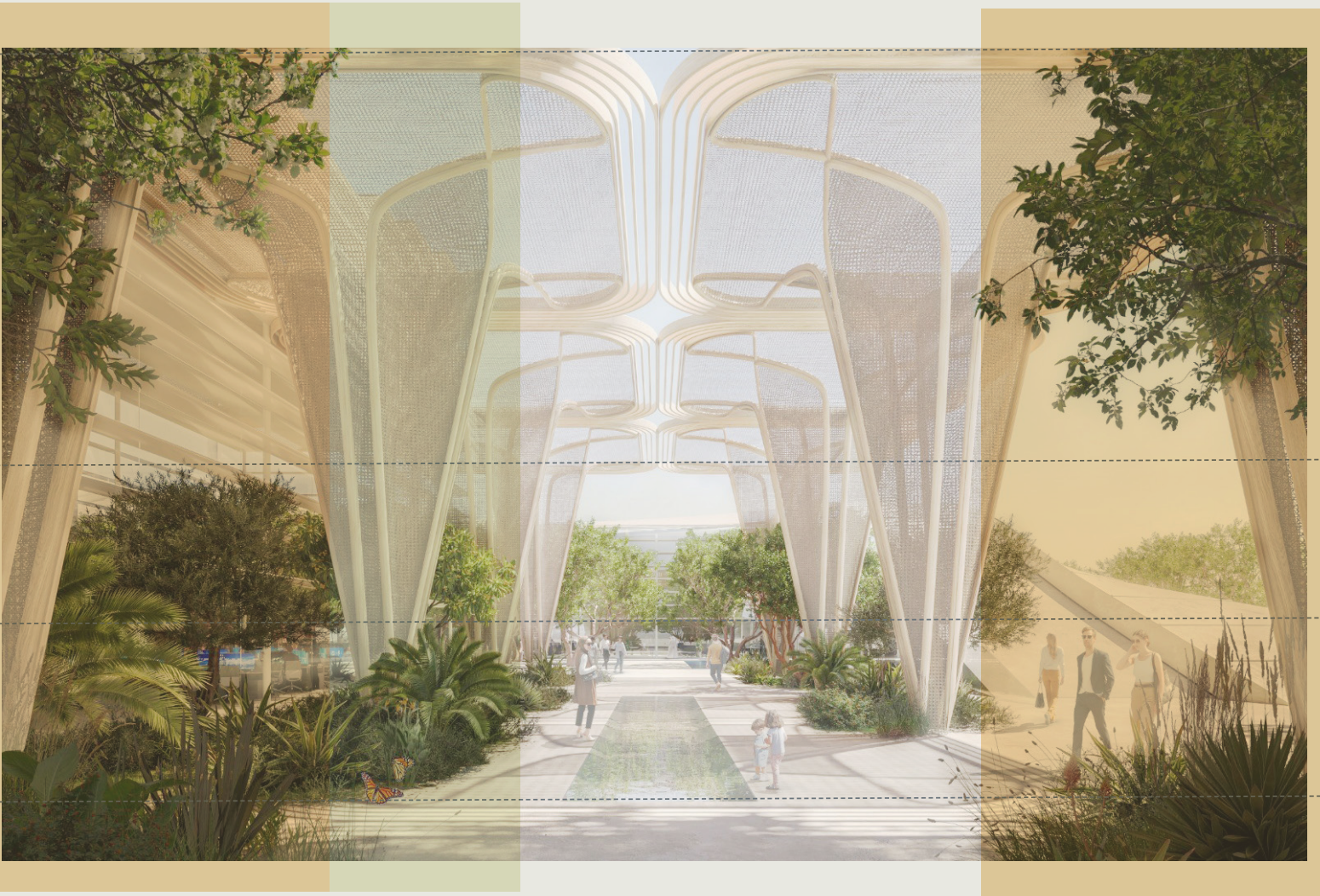
Plants

10.0

5.0

2.5

0.0



A Green Canopy —  
 We create a green canopy on the grid connecting inside and outside that allows nature to thrive and people to live and work in a comfortable environment.

Trees



Grey haired Acacia

Ghaf Tree

Plants



Century Plant

Variegated Caribbean Agave

Fern Palm

Golden Trumpet Vine

# Vegetation Study

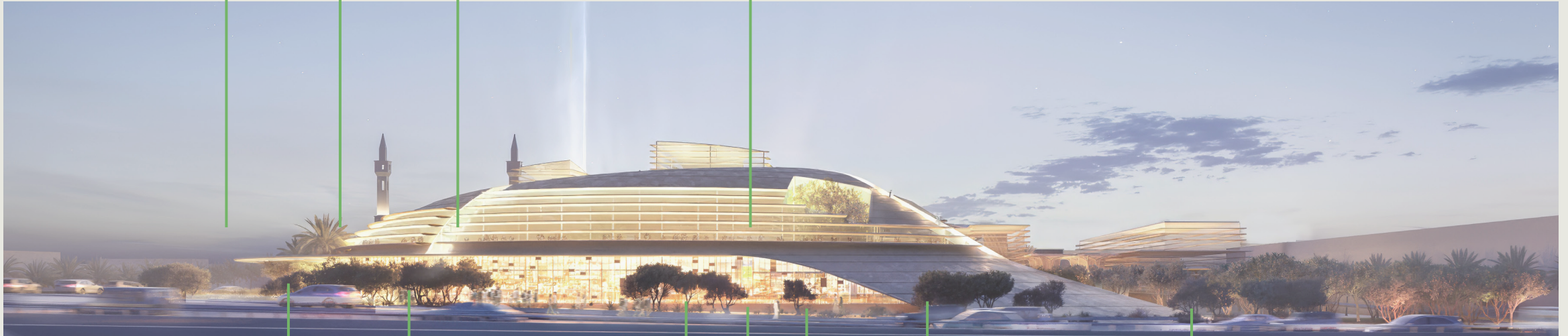
Ghaf Tree



Grey haired Acacia



Transparency and Separation —  
The trees and plants are distributed in a way that shapes the experience of moving through the Nexus environment, opening up perspectives at one moment and creating separation at another.



Fern Palm



Century Plant



Variegated Caribbean Agave

# Vegetation Study – Distribution

Vielen Dank  
Thank you