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RED SEA  
MALL

## Red Sea Mall



Red Sea Mall is the largest shopping centre in Saudi Arabia. The mall situated on Malek Road in the Northern suburbs of Jeddah. The development, with a built-up area of 242,200 square meters, comprises a mall, 4-star hotel and seven story office building and offers both covered and undercover parking areas all of which are linked to the 18 entrances to the mall thus facilitating easy access to the mall no matter where visitors to the mall park.

The designers have taken great care in the planning of the mall and the facilities offered so as to satisfy customer needs for care-free shopping in a comfortable environment. In so doing Red Sea Mall will establish itself as the premiere shopping, dining and entertainment destination in Jeddah.

The two main elements of the building constitute the front curved glazed screen which is a communicative feature for advertising, signage and lighting; and the central glazed roof with intersecting curved boulevard. Both these set up the hierarchy for the building. Due to its size, the building is broken up into boulevards and avenues, much like a microcosm of a city.

The malls (avenues and boulevards) are spacious and pull patrons through from one pool of space to another. Entrance courts are linked to promotion courts while the two main cross arteries are multivolumed and encourage vertical circulation between floors. Vertical circulation nodes are located centrally and at the entrances of the malls adjacent to anchor tenants. Contemporary materials such as plexiglas, aluminium, timber and fritted glass are all used to create a seamless visual experience from exterior through to interior with the accent on light. This is central to the concept that the mall should



create a large urban internal environment that is conducive to a lifestyle of leisure activities in an environment where the external conditions are not conducive to external activities. In short, the mall is an internalized city of high quality and highly interactive entertainment content.

In addition, the mall includes many global and local brands as well as a large variety of restaurants and coffee shops that are located in two different areas. It also has the Kingdom's "biggest indoor water fountain" and has the largest covered area with glass.



On March 5<sup>th</sup> 2008 , Jeddah Governor Prince Mishaal ibn Majed opened the Red Sea Mall. Speaking on behalf of the mall, Saleh Bin Mahfouz thanked the prince for extending his usual support to such occasions. "Jeddah's newest mall is yet another landmark project that supports the tourism industry, real estate development and overall economic growth of the city and Western Province," he said. Water shows, balloon activities and magicians entertained the visitors and shoppers on the opening day. More than 30

famous cartoon characters welcomed the visitors and children at the main entrance. Visitors, especially families and children who thronged the mall well before its formal opening, said they were thrilled by the many stores and facilities.

For more info please visit. [www.redseamall.com](http://www.redseamall.com)