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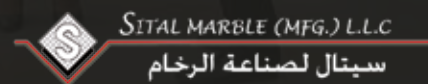
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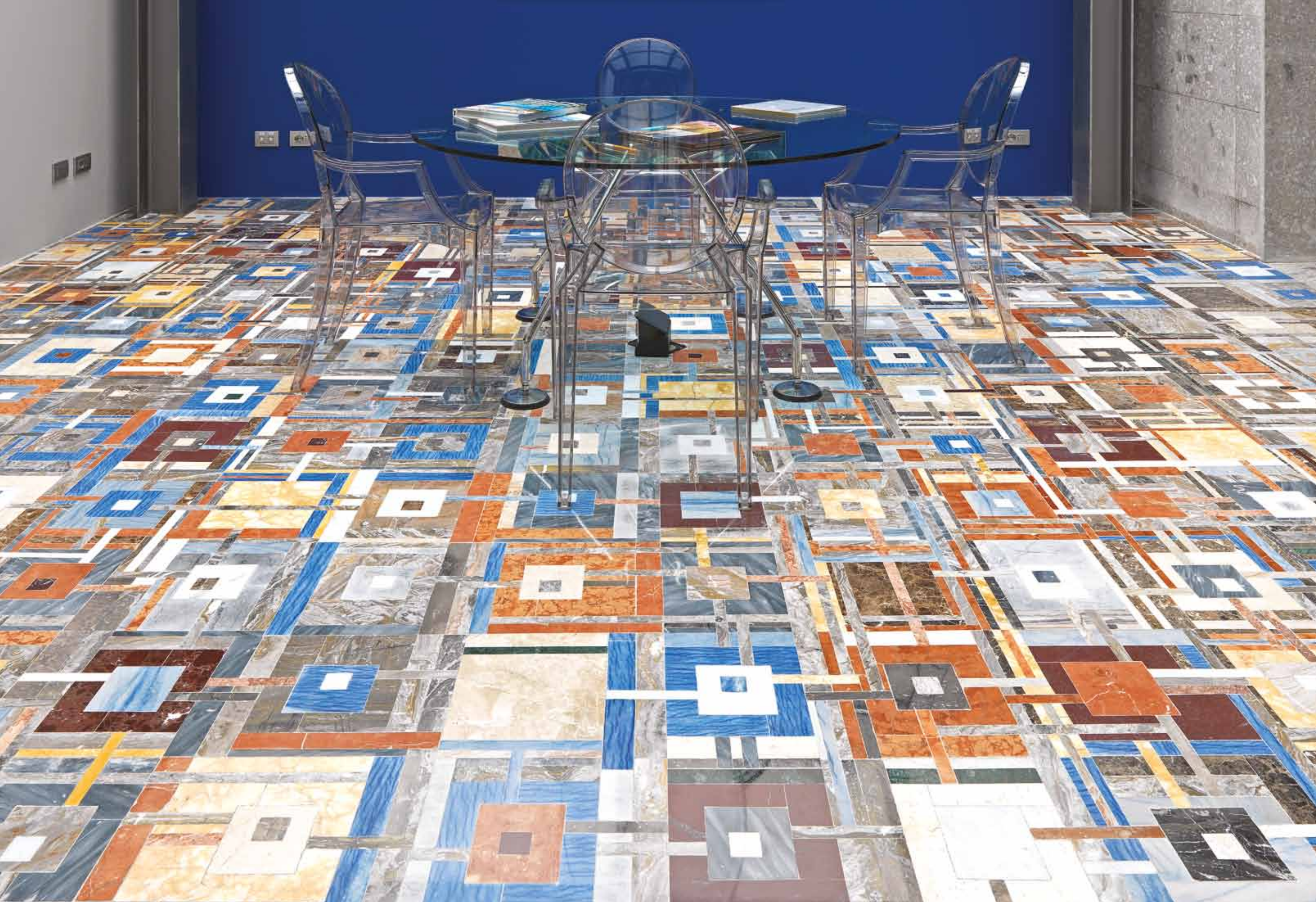
Elliott Erwitt, 2013



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The Big 5 Special – Saudi Arabia and the UAE and continue to lead the way for GCC construction

8

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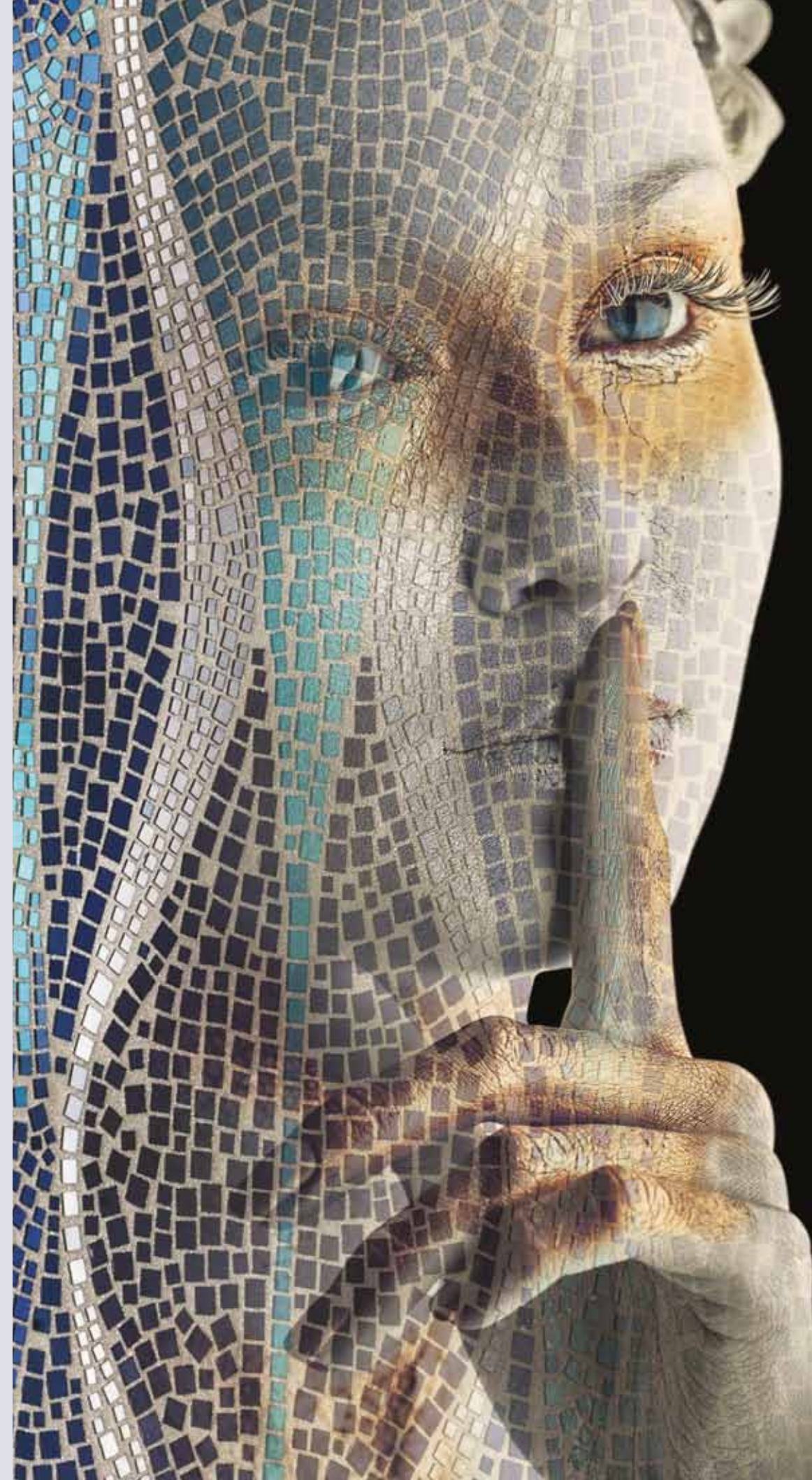
[[experiences]

High innovation in the shadow of Islamic culture

14

The Royal Function Halls at Al Mushrif Palace

18



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The Big 5 - International Building & Construction Show
Dubai World Trade Centre, 25-28 November 2013 - www.thebig5.ae

Saudi Arabia and the UAE and continue to lead the way for GCC construction

The Big 5 2013 puts GCC on the international construction radar

The GCC's construction industry outlook is catching the attention of regional and international players, as they look at the ways in which they can take advantage of the significant opportunities and longevity of the market outlook.

Saudi Arabia and the UAE continue to hold poll positions in terms of project worth at present, at US\$510,510 million and US\$274,607 million respectively, of the total \$1.3 trillion GCC market. The latest figures come from a recent report from MEED, commissioned by The Big 5 2013. Taking place from 25-28 November at Dubai World Trade Centre, The Big 5 will host more than 2,500 exhibitors from 65 countries with an anticipated 60,000 construction industry professionals on site over the four-day event. And with a history spanning more than 33 years in the region, the event sets the annual barometer for the region's building and construction industry. Professionals from the local, regional and international markets come together to networking, debate and do business.

Advancing the industry

This year, the event encompasses a new focus area for building interiors, bringing together a wide range of products and services specifically catering to this sector of the industry. The new arena provides a selective platform for this increasingly influential market segment, currently worth around \$10 million within the GCC. "We took the decision to form a dedicated space for the building interiors sector this year," said Group Event Director, Andy White. "The industry has grown year-on-year in the region and is also of interest to a number of specific audience groups, so bringing all these products and services together makes it much easier for suppliers to connect with potential buyers and vice versa. The Big 5 is known as a strong business facilitator, and we are constantly looking for ways to make this process simpler and more effective for our visitors." In addition to the new arena, the exhibition will again be broken down into product specific

sectors for 2013, housing exhibitors according to their product category and encompassing sectors including HVAC, Coatings, Adhesives & Sealants, Kitchens & Bathrooms, Windows & Doors, Steel, Marble, Slate & Ceramics, Water Technology and General Construction.

The popular schedule of live demonstrations will also continue in 2013, with exhibitors taking advantage of the opportunity to create an 'as-live environment' for their products and showcase innovative technology and solutions directly to their target audience.

The importance of knowledge-based content will also continue to play a key role throughout this year's event, with free-to-attend seminars taking place in the specifically allocated theatres on the event floor.

Industry leaders will present research and insight from across the building and construction industry, sharing upcoming trends and innovation, with a strong focus on sustainability, which continues to be a central theme to all elements at The Big 5 this year.

Building on the success of the LEED workshops that have taken place over the past few years at the event,

The Big 5 will also be hosting sessions dedicated to Abu Dhabi's sustainable building code, Estidama, as well as workshops from Dubai Municipality and Dubai Central Laboratory. The conference at The Big 5 for 2013 has evolved to encompass the spirit in which the dedicated new product arena, building interiors, was devised.

The Sustainable Design & Construction Conference will take place from 26-27 November and is set to host debate and discussion across a range of industry topics, including Master planning for sustainable cities of tomorrow and New methods and strategies to drive sustainable building practices across the region as well as information on updated sustainable building guidelines from Dubai Municipality and design showcases from a range of iconic sustainable structures in the UAE, including The Cleveland Clinic in Abu Dhabi and DEWA headquarters in Dubai.





“Education has been a strong platform within The Big 5 for a number of years, and each year we aim to provide as tailored opportunities as possible,” said White. “We want to ensure that there are forums for attendees to learn about the most up-to-date information and trends from across the industry. Sustainability is a common thread running across all these platforms, and there will information available to attendees that provide the very latest in regulation and application for sustainable construction in the region” Sustainable innovation will continue to be recognised at The Big 5 through the return of the Gaia Awards, now in its sixth consecutive year, rewarding innovation that supports sustainable construction. Organised in coordination with Green Technologies, the Gaia Awards have grown to become an important accolade for both exhibiting and non-exhibiting companies at The Big 5. Unibeton Ready Mix took Gold in 2012, with its Self-Compacting GREEN Concrete, which is designed to be low-cost, light weight, high strength, insulated, with low carbon emission Business matters Another familiar feature to this year’s event will be the Platinum Club, which provides exclusive, invite-only access to a range of services and facilities on site at the event. The Club is open to only the most influential contractors, architects, projects managers, consultants and industry professionals, who influence the purchasing of construction products and services and are in procession of budgets in excess of \$100 million. Platinum Club members have direct access to information about products they are responsible for sourcing, and The Big 5 helps to facilitate contacts and meetings for Club members, as well as use of VIP onsite facilities and free entry to selected show features. White concluded: “The GCC holds some of the most valuable business prospects for the building and construction industry for the foreseeable future and The Big 5 provides not only the regional industry, but also international players, to make their mark on these opportunities.” Visitors can register for free entry to the event at www.thebig5.ae/reg and save AED100 on the entrance fee.

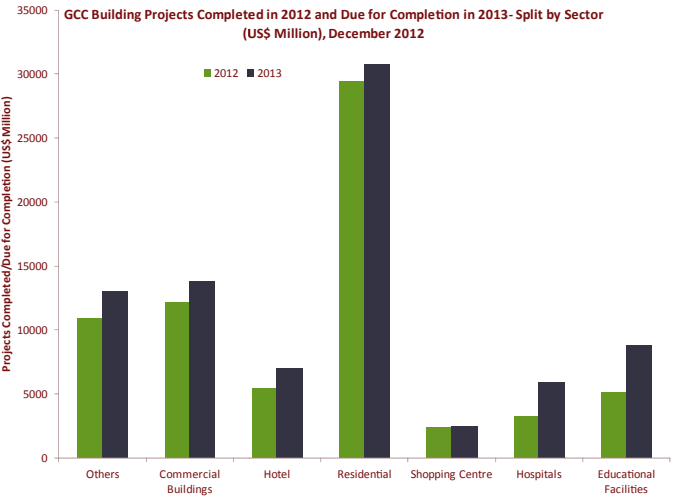


About dmgevents
An international exhibition and publishing company, dmgevents produces market-leading exhibitions and conferences for the global energy, construction, digital marketing, hospitality and interior industries, with events in the Middle East, North America, Europe and Asia. As a leading supplier of face-to-face business information, with a customer-centric focus that localizes operations and relationships, our objectives are to keep businesses informed and connect them with relevant consumers to create vibrant marketplaces across multiple event platforms and communities. Founded in 1989, dmgevents has operated in the Middle East since 1995 and owns many leading brands such as The Big 5 construction events, ADIPEC the oil & gas exhibition and conference, INDEX the interior design exhibition and The Hotel Show.

For more information visit www.dmgeventsme.com dmgevents is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT, www.dmgt.co.uk), one of the largest media companies in the United Kingdom.

About The Big 5
The Big 5 is the largest event for the building and construction industry in the Middle East. It attracts more than 2,500 exhibitors from 65 countries, taking place at the Dubai World Trade Centre. For more than 30 years The Big 5 has provided a business and networking platform for the construction industry. It is an opportunity for buyers and sellers of construction products and services from around the world to source an astounding array of the very latest technologies, innovations and techniques. More than an exhibition, the event provides attendees with unrivalled access to information, intelligence, contacts and hands on experience. Experts from around the world engage in the industry’s most topical discussions, finding solutions, facing challenges and seizing opportunities. It is the gateway to the Middle East and North Africa (MENA) providing both exhibitors and visitors with the opportunity to conduct serious business with like-minded professionals. The Big 5 2013 is supported by Diamond Sponsor, Emirates Steel; Platinum Sponsor, Turkey; Gold Sponsors Rahji Steel and Massbetter exhibition and conference; Silver Sponsor, Qatar Steel; Free Zone Partner, JAFZA; and Official Broadcast partner CNBC.

GCC Building Construction Projects completion (US\$ Million), December 2012



Source: Ventures Onsite MENA Projects Database (www.venturesonsite.com)



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From 25 to 28
November 2013

**Stand
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High innovation in the shadow of Islamic culture

Foster + Partners

Work
Masdar Institute

Year
2007-2010

Location
Abu Dhabi, United Arab Emirates

Client
Abu Dhabi Future Energy Company - Masdar

Project Team
Foster + Partners

Size and total Area
580 Hectares

Image credits
Courtesy of Nigel Young Foster + Partners

The Masdar Institute campus, completed in the 2010, is the first building of the Masdar City master plan, one of most interesting Foster's projects. Indeed the Masdar City is a new neighborhood of Abu Dhabi, to be finished by 2016, conceived and designed respecting the emerging global clean-technologies and will be the cutting edge of sustainability.

The Masdar Institute campus is composed of six buildings that include laboratories, residences, knowledge centre and social spaces, a gymnasium, canteen, café.

Such buildings embody Masdar's principles and objectives: the structure is the prototype of a sustainable solar energy based city and provides an environment that promotes creativity and business development. The Masdar Institute is a test-bed for new energies and sustainable technologies. Some principles used in the buildings are: the facades are different contributing to a new image of city full of Islamic culture; the complex is crossed by always shaded walkways; the open public and private spaces offer different solutions, always respecting Arabic tradition;

the buildings are always designed to be oriented towards the sun, in order to optimize the thermal comfort and the air conditioning. The windtower is the most characteristic element of the project, a contemporary reinterpretation of the traditional Arabic windtower that brings cooling breezes to courtyard. The tower, rising 45 metres above the podium, becomes an icon of the composition, it is a landmark for the institute and will also be for Masdar city. The windtower will house in weather measuring equipments and an air quality testing tool.

The colonnades are often used in the ground floor of Masdar Institutes buildings, encouraging the pedestrian activity. These are cooled by high thermal materials applied to walls and ceilings. Also the facades are designed in order to mitigate the transfer heat: the materials used have a low thermal mass and the walls are finished by holed patterns, in line with the Arabic tradition; they look like modern mashrabiya.

The project is characterized by sustainable materials and pivot on traditional culture integrated with the most innovative technologies.







The Royal Function Halls at Al Mushrif Palace

ASZarchitetti

Work
Al Mushrif Palace

Year
2009 (Competition by Invitation)

Location
Abu Dhabi, United Arab Emirates

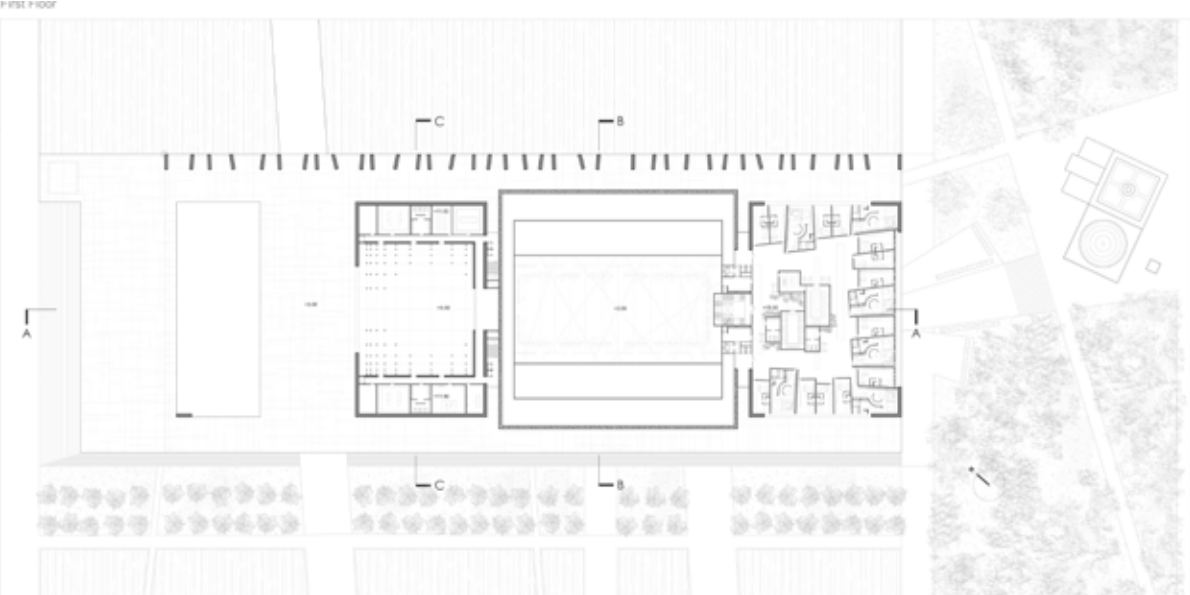
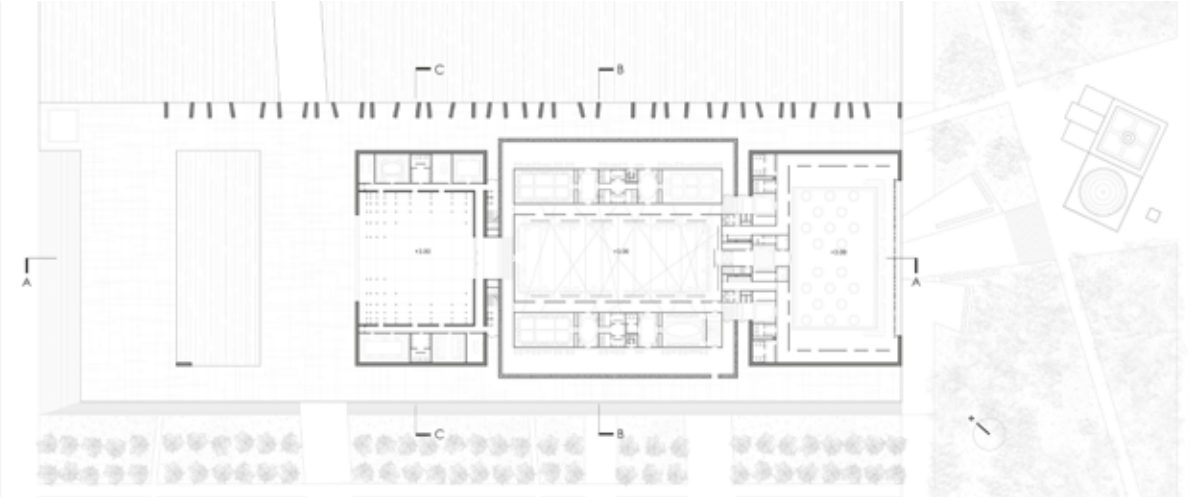
Client
Ministry of Presidential Affairs

Project Team
ASZarchitetti
Poltrona Frau Group
Altorath Engineering Consultant

Image credits
Courtesy of ASZarchitetti

The priority intention of the project is to express the cultural values of Abu Dhabi. It was therefore chosen a typological scheme established for monumental buildings, using the architectural elements of tradition reinterpreted in a contemporary way. The building consists of five functional elements: the Abri Souverain - sovereign shelter roof, it is a main roof that shades the outdoor space, a large rectangular slab placed on a colonnade that creates a place of transition, covered but not closed, between the landscape and the building; the Columns Hall - welcome in the Arabic tradition, a hypostyle hall typical of many mosques, here is interpreted in the opposite way, as each column spreads into a circular skylight, without touching the ceiling; the Main Core-the grand majlis, this is the center of the composition, consists primarily of a massive cubic block covered by a roof made of a light element, a thin inverted dome finished in gold leaf. Here the natural light comes in reflected and filtered, providing a strong emotional effect. The back wall, which gives background to the Sheikh's place, is bathed by a cascading fountain. The peripheral wall is constituted by an element of massive marble, which shows a surface perforated

by hundreds of holes, a giant musharabya. The solid wall, opposite to the musharabia, is finished in a composition of green and grey onyx, with a decoration featuring Arabic writing with symbolic meanings; Back Core - dining and hospitality, from the grand majlis we proceed to space for hospitality functions: large dining room and guest suites. The natural light enters through the bottom wall, sheltered by a huge musharabia wood. In hospitality, there is a different approach: while the ground floor is the space of ceremonies delegation, on the first floor is the place for home, intimacy and comfort on a human scale; and finally, the last functional element is a Floating House - the grand royal suite, on top of the huge central cube, the inverted dome, there are three suites, dedicated to his Highness the ruler of the country and his guests. Again, the composition of square blocks is carried out under a master dome flat, decorated in gold leaf. The dome is washed by a film of water, which translates into a waterfall on the lower circumference and continues in the grand majlis. The location is the specialty of these suites, the round balcony overlooking the entire building and has a view of the landscape.





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