

# Canada and Abu Dhabi firms join forces for Dubai project

**D**ESIGN International and Line Investments & Property — a division of Lulu Group International — have showcased the designs for their first working partnership, a major new mall project in Dubai.

The companies jointly unveiled the vision for the Avenues Mall, Silicon Oasis project at a special event in Cannes yesterday, ahead of the start of construction next year.

The scheme, which will have a total leasable area of 72,000 sq m and include a 10,299 sq m hypermarket, is due for completion in 2018. The mall will offer an experience based around leisure

and activity, and will be aimed at shoppers of all generations from the local catchment.

Speaking to MAPIC News, Line Investments general manager Marcello Larizza said: “Considering Dubai is a very competitive market and there are a lot of players, the question we asked ourselves is how we could make this different. We wanted to offer people a new experience with lots of entertainment and leisure. We wanted to have lots of natural light in the scheme, which is missing in some places.

“We want to bring in new international brands,” he added.

The unveiling comes as global

architect firm Design International is celebrating its 50th anniversary. It was founded in Toronto, Canada, in 1965 and has since expanded internationally with offices throughout Europe and Asia.

The firm is also leading on the Cleopatra Mall project in Cairo, and the Avenues Mall scheme in the Emirate of Sharjah. Among its major historical projects is the Morocco Mall in Casablanca.

Design International chief executive Davide Padoa said: “We are thrilled to celebrate the company’s 50th anniversary at MAPIC, a significant platform to showcase our major milestone”.



The Silicon Oasis project in Dubai