



Inspired by Nature

THE WORLD'S FIRST NATURE-INSPIRED MALL WITH AN EXPANSIVE CENTRAL PARK, CITYLAND MALL WILL BE HOME TO 350 RETAIL UNITS WHEN IT OPENS NEXT YEAR. HERE, RLI SITS DOWN WITH FAHIMUDDIN, CEO AND BOARD MEMBER OF CITYLAND GROUP TO DISCUSS THE AMBITIOUS AND GAME-CHANGING PROJECT.

Set to be a prime attraction for various communities in Dubai and area, the Cityland Mall will have connected access to Global Village and have 1.13 million square feet of leasable space. The single-level shopping complex will house an extensive selection of fashion and non-fashion brands from around the world, trendy home furnishing stores, electronic outlets, cosmetics shops as well as personal and banking services. A total of 15 per cent of the leasable space will be used for F&B outlets, the largest in the region.

The highlight of the project will be the 200,000sq ft, open-air botanical wonder – Central Park. The space will feature a range of activities and features to capture the imagination of residents and visitors alike.

"The Central Park, Cityland Mall's open-air garden, is

what sets us apart in the region and across the globe," says Fahimuddin, CEO and Board Member of Cityland Group. "The green space forms the nucleus of the mall property and will be the hallmark attraction."

Once complete, Central Park will provide a multi-sensory experience through an array of facilities, such as a small version of the famed Miracle Garden, a 300-year old ancient tree garden, a 500m jogging track and a children's waterpark, the first in the UAE to be located within a mall. It will also have a miniature and a 3,000 seater amphitheater, which will provide a platform for performing arts throughout the year.

"An elevated section of Central Park will have a rooftop garden that will feature a range of select al fresco dining options and coffee shops with an incredible view of the scenery. There will also be numerous fine dining restaurant options overlooking the garden on the ground floor where people can enjoy a



Africa



Europe



Pan America



Central Park

superb meal while having a 360-degree view of the entire park," explains Fahimuddin.

Excellent progress has been made in the design, leasing and construction of the mall in the last year and the project is on track for a mid-2018 opening.

Carrefour has recently signed to build the largest hypermarket in Dubai Land at close to 100,000sq ft, Paris Gallery has also committed whilst active negotiations are underway for two major stores and four flagship stores. In the entertainment district, there will be a 14-screen Vox Cinema as well as a 35,000sq ft Fabyland family entertainment centre. To round out the entertainment offer discussions are also ongoing about bringing a large trampoline park operator as well as a large family-bowling centre to the scheme.

"Cityland Mall is a fresh proposition that has never been attempted in Dubai or across the country. The property will fill an unexplored gap of fusing shopping and entertainment with an opportunity to relax and reconnect with nature," says Fahimuddin.

Being built by Cityland Real Estate Development, the group's experience of building and maintaining the iconic Dubai Miracle Garden and Dubai Butterfly Garden lends them the expertise and credibility to execute this ambitious project.

"Green thinking has been at the core of our design efforts and is a quintessential part of Cityland Mall. With Central Park right in the centre, the circular-shaped mall springs out of this

core offering and exudes the philosophy of illustrating nature's boundless beauty. Every element within Cityland Mall, right from fashion to F&B along with the spacious walkthroughs, will portray the freshness that we aim to introduce and exhibit the floral and botanical inspiration behind this mall," explains Fahimuddin.

The unique design and purpose behind Central Park will be the undisputed attraction of the project. However the carefully developed retail strategy and strategic location beside the Global Village will also ensure that the mall is a success.

With the Emirate's already impressive array of attractions and events, particularly the Dubai Expo 2020, it gives the developers the opportunity to devise strategies with a global audience in mind, and with plans such as continent-themed pavilions and a unique proposition in the form of Central Park, Cityland Mall has every chance to carve out a special place in the hearts and minds of both residents and international tourists.

"We want Cityland Mall to be a testament to the fact that there is no limit to human imagination and capabilities. We want it to become an inspiration for developers across the region who will come to believe that shopping and nature's biodiversity can come together in a harmonious display. Cityland Mall is the Group's ever-constant attempt to play a part in building a happier and healthier Dubai and UAE," concludes Fahimuddin.

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