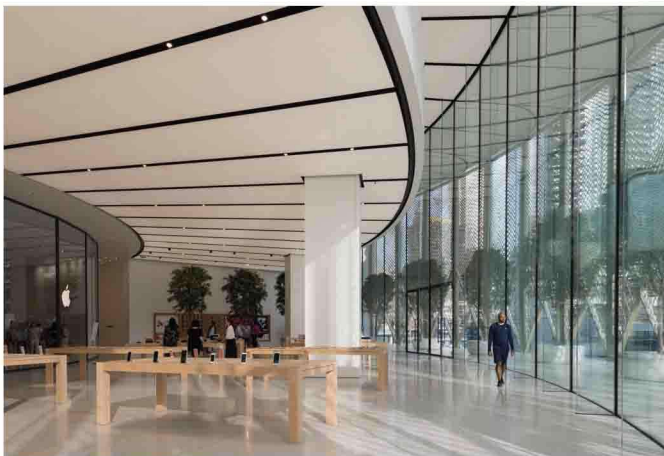


APPLE

Dubai Mall, UAE

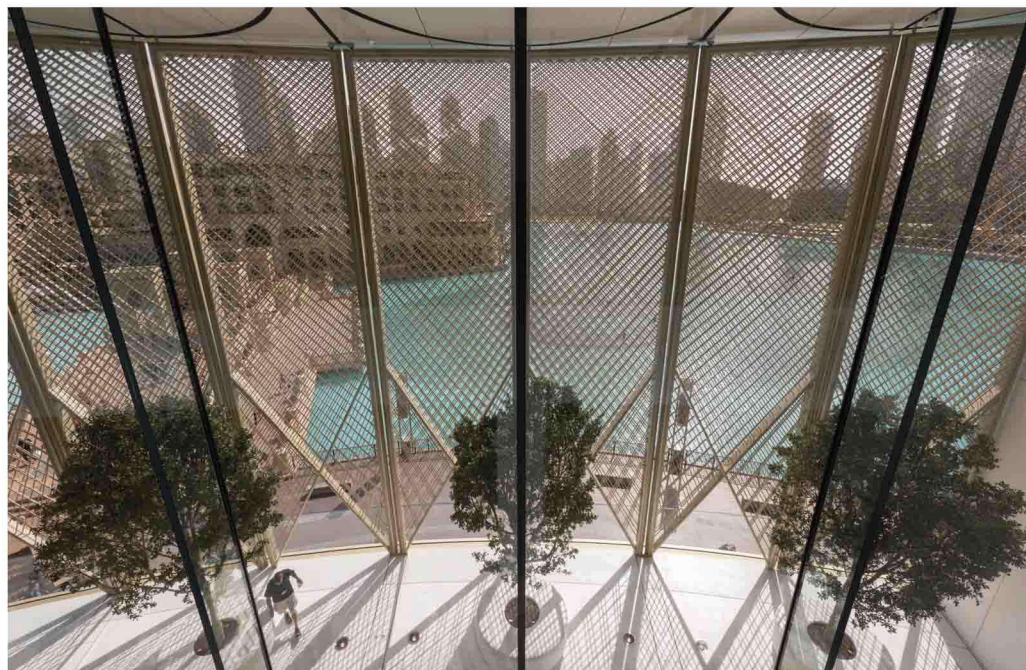
Design: Foster + Partners
 Opening date: April 2017
 Store size: Undisclosed



Perched above the Dubai Fountain and in the shadow of the Burj Khalifa is the new Foster + Partners-designed Apple Dubai Mall, the technology giant's third store in the United Arab Emirates.

Spanning two floors, the store embraces the theatre of the famous fountains with a sweeping 56.6m-wide and 5.5m-deep terrace, with unparalleled views of the setting and the choreographed display.

The design of Apple Dubai Mall is a celebration of the sun, using the abundant daylight to create a special ambience within. Reinterpreting the traditional Arabic Mashrabiya, innovative 'solar wings' gently shade the outside terrace during >



the day and open majestically during the evening to provide breathtaking views of the waterside promenade and fountains. 'With their movement path inspired by a falcon spreading its wings, the solar wings are in itself a theatrical experience - an integrated vision of kinetic art and engineering,' says a spokesperson for Foster + Partners.

Made entirely of lightweight carbon fibre, each wing has multiple layers of tubes, forming a dense net. The unique pattern allows clear views out for people standing on both levels of the store, while the sunlight streaming through the wings casts dappled shadows deep into the interior.

'The opening and closing of these majestic solar wings is analogous to a delicate ballet recital, but on a monumental scale,' describes Stefan Behling, head of studio at Foster + Partners. 'In some ways it is a very spiritual experience, with the sun streaming through them and creating the most delicate and beautiful patterns of light and shade - a seamless blend of technology and culture.'

The new shaded terrace features nine substantial trees in large planters that incorporate seating and rotate

mechanically to ensure that the trees receive even sunlight.

The store itself is accessed through full-height, glazed pivoting doors on both levels, directly from Dubai Mall.

On the lower level is a specially designed area called The Avenue, which houses accessories as well as Apple's signature display tables among a grove of trees, creating a calm environment to experience the brand's latest products.

The store is also being used to launch the company's new global in-store experience, 'Today at Apple', where new creative pros - the liberal arts counterpart of Apple's technical Geniuses - will offer individual advice and training on photography, filmmaking, art and design, and more.

'The design of Apple Dubai Mall is about creating an exceptional architectural and social experience for visitors, bringing to the fore new ideas about the evolving role of Apple flagships in the community,' adds Behling. **RF**

