



Atlantis The Palm

The iconic hotel that defines the world's first palm-shaped island

The Atlantis Hotel is the majestic focal point of Palm Jumeirah, Dubai's extraordinary man-made archipelago. The hotel sits at the center of a seven-mile (11 kilometer) semi-circular breakwater that protects the palm island from the sea. Opened in September 2008, the project features a 1,539 key hotel complex, conference center, 42-acre water park, and three major aquariums that are home to more than 65,000 marine animals.

NORR had to address unique technical infrastructure requirements, comply with complex UAE regulations and deliver comprehensive architectural and engineering services during all stages of design and construction over a five-year period. We managed over 120 architects and engineers from 35 different consulting companies in nine countries across three continents and 12 time zones. Our proprietary software served as the project's main information interface facilitating more than two million transactions during this massive and incredibly intricate project. Opening ahead of schedule, the Atlantis Hotel in Dubai exemplifies NORR's credentials as a leading integrated global design firm. The property has won numerous international hospitality and amenity awards.

CLIENT	Kerzner International Limited
PORTFOLIO	Hospitality
SIZE	2,255,766 SF (209,563 SM) – Royal Towers 113,730 SF (10,570 SM) – Conference Centre 361,396 SF (33,587 SM) – Lost Chambers & Ambassador Tank 241,210 SF (22,410 SM) – Retail Village 42 acres – Aquaventure, Water Park with 784,170 SF (72,852 SM) of buildings
LOCATION	Dubai, UAE
DATE	2008
SERVICES	Architecture MEP Engineering Interior Design

Hospitality

NORR's Hospitality team dreams big. Whether collaborating with a major hotel brand for the design of a cutting-edge new millennial-focused hotel concept or designing a custom boutique hotel in an urban setting, we bring the highest level of design standards and blend this expertise with specific local requirements to successfully deliver high quality solutions customized for specific sites.

From Signature Properties to Major Brands

NORR has a rich history in the resort, entertainment and hotel market internationally having worked for some of the world's most successful brands and developers. Our portfolio reflects a full range of accommodation types, from new and dramatic luxury resorts to boutique designs and focused service hotels. We also have a core strength in the design of hotel renovation projects for major brands that achieve their business goals through increased occupancy, average daily rate and guest satisfaction.

Working Across Geographies to Deliver the Guest Experience

Large mixed-use resort, entertainment and hotel design is driven by a wide range of design specialists. NORR has great success in leading diverse, geographically remote team members to achieve a fluid roll-out of project deliverables. Our multi-disciplinary team collaborates with clients to create the next generation guest experience. We leverage the unique location and culture in the design on balance with technology, facilities and local food and beverage, to create a specialized program that deliver real return on investment.

CONTACT

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