



# The Avenues

*The largest shopping mall in Kuwait*

Situated on the outskirts of Kuwait City, The Avenues is the country's premier shopping destination and by far the largest mall in the country. Conceptually, NORR's design for this massive center takes its cues from the region's natural landscape. The undulating lines recall sand dunes while the buildings are inspired by the rock forms that populate the desert landscape.

Dramatically cantilevered overhangs suggest clouds moving across the desert sky and provide much-needed shade for outdoor cafes. At the concept phase, instead of starting with retail floor space, NORR focused on public areas and landscaping first, with a goal of creating an environment like no other. We designed wide public walkways, gardens and water features that temper the desert atmosphere. The ambience we created is as much of a draw as the shopping and dining. The Avenues has transformed what was once an industrial sector of the city into a thriving mixed-use community where people choose to congregate.

<b>CLIENT</b>	Mabane Company
<b>PORTFOLIO</b>	Retail
<b>CATEGORY</b>	Retail Centers
<b>SIZE</b>	3,767,369 SF (350,000 SM), 1,464,000 SF (136,000 SM) leasable retail
<b>LOCATION</b>	Kuwait City, Kuwait
<b>DATE</b>	May 2007
<b>SERVICES</b>	Architecture MEP Engineering Structural Engineering Interior Design

## AWARDS

- 2011 International Property Awards Best Retail Development, International

# Retail

NORR is at the forefront of innovative national and international retail design. We have a proven track record of designing vibrant and commercially viable retail environments that enable product sales and deliver maximum value per square foot. We work in collaboration with major brands to develop a retail experience that embraces consumer trends, technology advances and business imperatives.

## Design Expertise Across Retail Types

NORR's retail design expertise provides specialized architecture, interior design and engineering for a variety of retail types. Our experiential designs have been realized in small single-site and multi-location retail and concepts and mixed-use environments, as well as large-scale department and anchor-focused stores and destination shopping centers. We are also actively involved in retrofit, upgrading and renovation projects that focus on maximizing return on investment, always working toward helping reposition the strategically located asset within its marketplace. Our collaborative design process adds value through clarity of project vision, market analysis and a well-defined retail experience through the eyes of the client and retail guests.

## Services with Value and Impact

NORR has developed a framework to provide best value in the extremely competitive retail landscape. Every retail project is different and has different requirements. From the initial stages, we can provide essential services including feasibility studies and code audits, existing condition analysis, test fit-ups and prototype design and development. Our dedicated team of retail experts design for renovations, repositionings, rebrands and new builds. Every retail program considers sustainability, accessibility and compliance requirements. This retail framework has proven value and impact for retail projects worldwide.

## CONTACT

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