

COVENT GARDEN MALL



COVENT GARDEN

"covent garden" is an architecturally significant commercial development located in Dammam, Saudi Arabia, along King Abdulaziz Road. Covering a site of 12,000 square meters, the project is conceived as a landmark that redefines the commercial landscape of the area through its innovative massing and spatial strategy.

The architectural design of the mall is characterized by its dynamic massing, which not only creates a visually striking structure but also maximizes the efficiency of leasable spaces. This approach allows for the integration of diverse retail environments while maintaining a cohesive aesthetic. Central to the design are three interconnected plazas, envisioned as the "hearts" of the mall, which serve as vibrant communal spaces that infuse the development with energy and life.

VISION



Create a vibrant, pedestrian-friendly commercial strip that enhances the street edge and promotes community interaction.



Incorporate shaded paths, gradual transitions from public to semi-public zones, and inviting outdoor spaces to prioritize user comfort and experience.



Blend retail, medical, and administrative uses to serve diverse needs and ensure continuous activity throughout the day.



Employ bold geometric forms, rooftop greenery, and layered facades to create a distinct and contemporary visual language.

SWOT



STRENGTHS

Mixed-Use Program: Integrating retail, medical, and administrative functions ensures foot traffic throughout the day.

Innovative Massing: The pop-up/pop-down geometric forms enhance visual identity, shading, and facade activity.

Pedestrian Experience: Internal shaded pathways and human-scale spaces improve outdoor comfort and usability.



WEAKNESSES

Harsh Climate Conditions
Dammam experiences extreme heat for most of the year, which may limit outdoor usage and increase reliance on mechanical cooling, affecting operational costs.



OPPORTUNITIES

Urban Landmark Potential: The bold design can become a local architectural icon in Dammam's urban development.

Community Engagement: Outdoor gathering spaces and semi-public zones can host events and attract local communities.

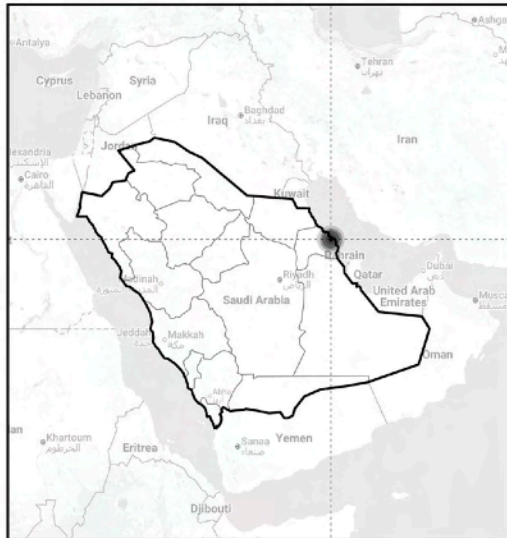
Sustainability Showcase: The project can lead by example in integrating passive cooling, shading, and green roofs in



THREATS

Environmental Exposure
Dammam's climate—intense heat, humidity, and occasional sandstorms—can limit outdoor space usability and require more maintenance.





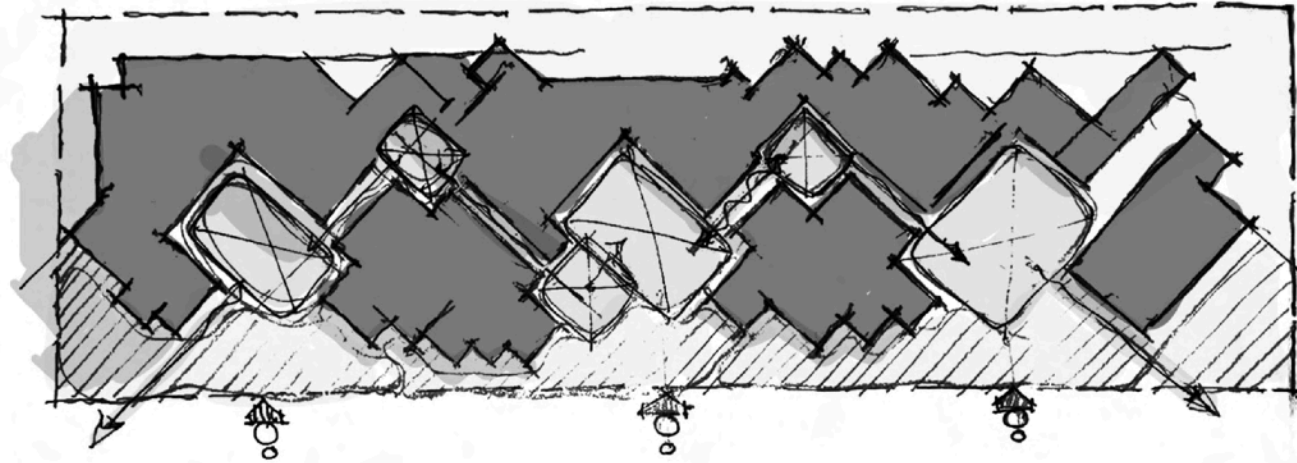
Al-Dammam is located in the northeast of the Kingdom of Saudi Arabia



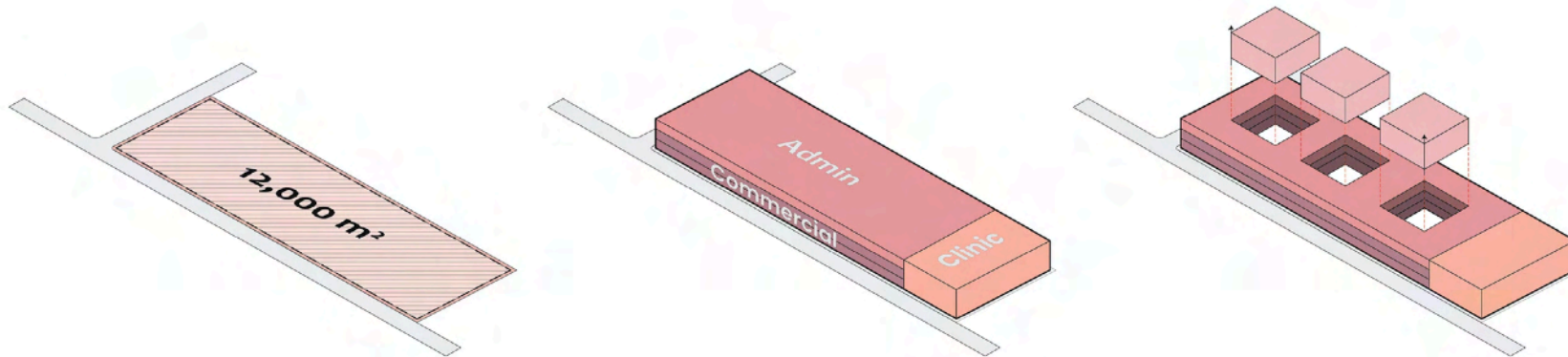
Covent Garden Mall is situated near Qasr Al Khaleej, in central Dammam.



Covent Garden Mall is located on the main street, King Abdulaziz Road



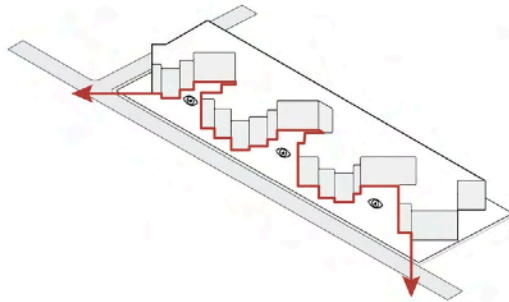
This mall concept combines modern retail design with bold geometric patterns and dynamic spatial forms. Set in a fast-growing district of Dammam, the project activates the street edge, enhances pedestrian flow, and offers a distinctive commercial identity. The linear arrangement of angular retail units—using rotated squares and trapezoids—breaks the typical strip mall monotony. Shaded walkways and arcades improve comfort, while modular entrances allow flexible leasing. Key nodes and accessible parking support circulation, and material variation enhances visual interest. Subtle references to Middle Eastern patterns tie the contemporary design to its cultural context.



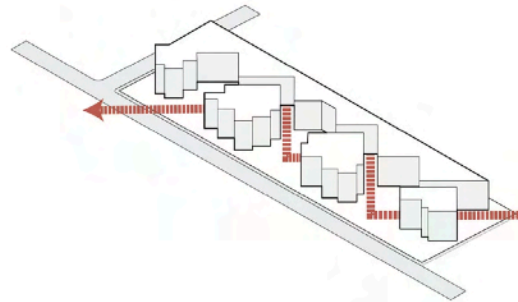
The image illustrates the site boundary and orientation of the Ram Mall project in Dammam, Saudi Arabia, situated along King Fahd bin Abdulaziz Road. The highlighted rectangular plot, covering an area of 12,000 square meters, is flanked by roads on two sides, indicating high accessibility and visibility—key advantages for a mixed-use commercial development. This strategic positioning supports the mall's architectural vision of becoming a local landmark.

The form is divided into three primary programmatic zones: a commercial zone on the lower levels, an administrative (Admin) component above, and a clinic section placed at one end of the site. This organization reflects the project's goal of maximizing the utility of the 12,000-square-meter plot through dynamic massing while supporting diverse uses in a single cohesive structure. The commercial base establishes strong street-level activity along King Fahd bin Abdulaziz Road, while the administrative and clinic functions cater to broader community needs, enhancing the project's identity as a local landmark.

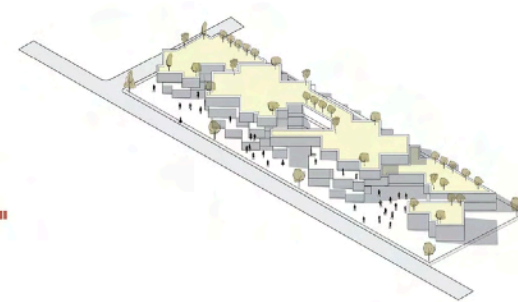
Three large voids are strategically carved out from the main building volume to create a series of interconnected plazas. These open-air courtyards are positioned along the central axis of the site, serving as the "hearts" of the mall. This design move not only breaks down the mass into more human-scaled components but also introduces vibrant communal spaces that enhance user experience and encourage social interaction. The voids allow for natural light and ventilation to penetrate the interior spaces while visually softening the overall structure.



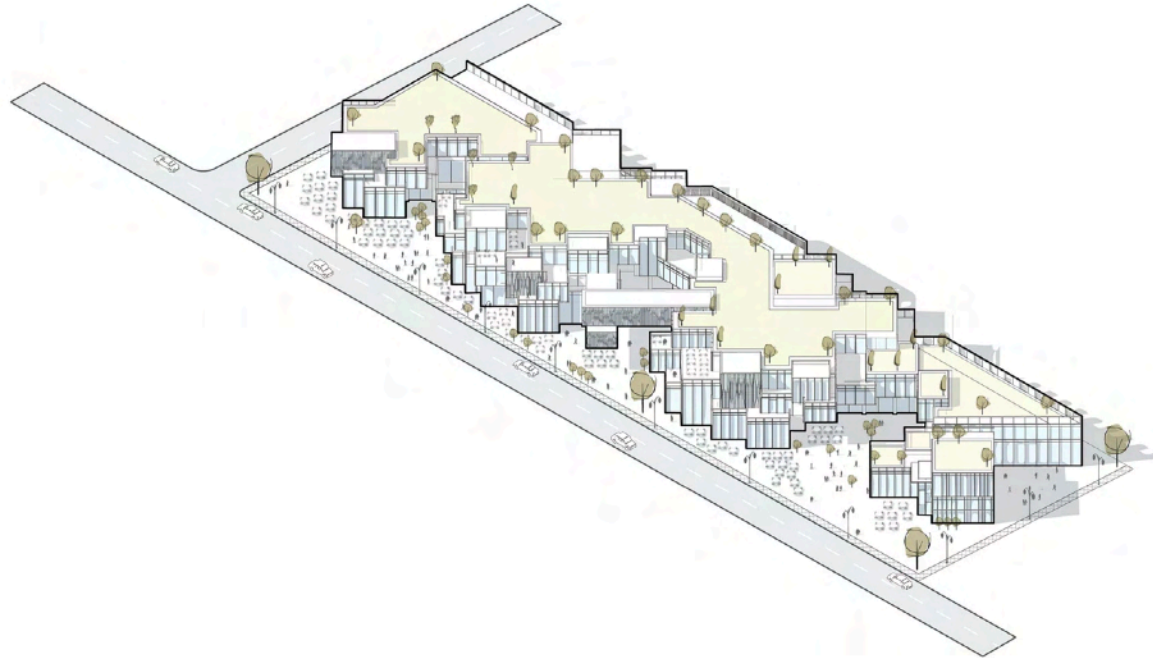
The building envelope is carefully stepped and articulated to enhance both visual openness and commercial frontage. By introducing a dynamic shift in the mass along the street-facing edge, the design opens key visual corridors toward the interior plazas and strengthens the relationship between the building and the surrounding public realm. This move increases the visibility of retail units from the main road, attracting pedestrian flow and activating the mall's edge. The staggered geometry also creates a layered spatial experience that emphasizes movement and transparency while maintaining a unified architectural language. This strategy ensures that the commercial façade is maximized, both in terms of surface exposure and visual impact.



A pedestrian path is carved through the building mass, creating a continuous, human-scaled spine that threads through the core of the project. This internal passage is then partially covered by the upper floors, forming shaded arcades and semi-enclosed outdoor areas that offer comfort from the harsh climate while maintaining visual and physical connectivity. This move not only facilitates circulation but also softens the transition between public and semi-public realms, making the commercial environment more inviting and socially engaging.



The incorporation of cubic volumes that pop up and pop down across the building envelope plays a vital role in enhancing both environmental performance and architectural expression. These volumetric shifts create self-shading surfaces, which help reduce solar gain on exposed façades, thereby improving indoor thermal comfort and reducing reliance on mechanical cooling. At the same time, this articulation generates visually active façades, adding depth, rhythm, and variation that break the monotony of a flat elevation. Furthermore, the introduction of green elements on the roof, such as planted terraces and landscaped pockets atop the lowered volumes, not only improves the building's ecological footprint but also offers aesthetic and recreational value. These green interventions contribute to urban cooling, promote biodiversity, and support a more sustainable and engaging built environment.

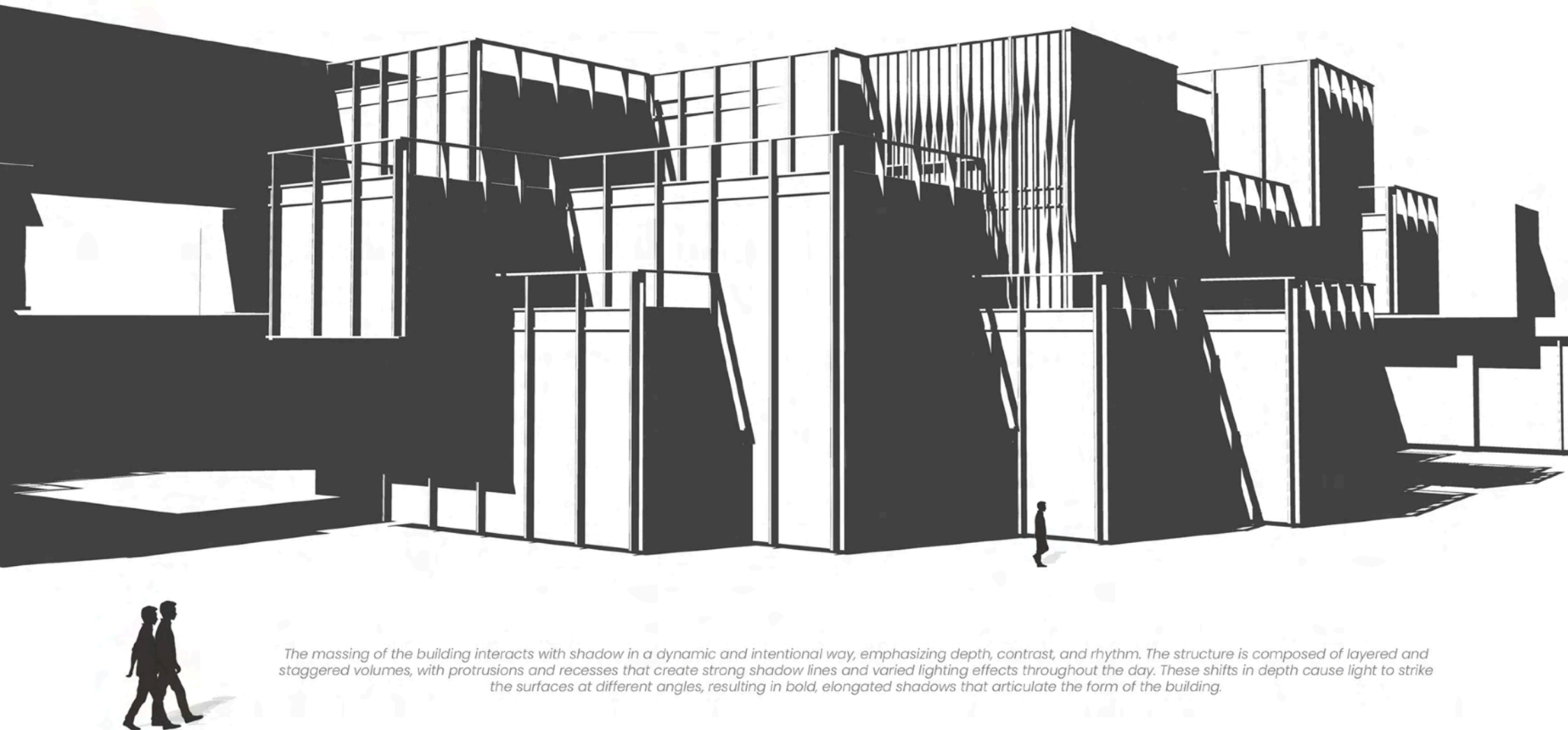


The spatial experience of covent garden unfolds as a thoughtfully crafted journey that blends architecture, movement, and human-scale transitions. From the moment visitors arrive via King Fahd bin Abdulaziz Road, they are greeted by a dynamic façade composed of rising and recessed cubic volumes that enhance visual depth, provide natural shading, and activate the commercial edge. Upon entry, the ground floor opens up into a shaded pedestrian corridor that cuts through the mass, linking three open-air plazas that serve as the social heart of the development. This linear path offers a climate-responsive and walkable environment, transitioning smoothly from fully public to semi-public spaces beneath the overhanging upper floors, which offer intermittent cover and spatial rhythm. Above, the upper levels accommodate a range of uses, with the third floor dedicated to administrative offices, introducing a functional layer that complements the commercial programming. In addition, a separate volume houses a cluster of medical clinics, enriching the overall experience with diverse services that bridge commerce, healthcare, and workspaces in one integrated setting. The rooftops are activated with green elements, introducing natural textures into the urban environment and reinforcing sustainable strategies. Altogether, the design redefines the conventional mall experience by offering a multi-layered, user-centered environment rooted in climate responsiveness and local urban character.

This diagram illustrates the functional zoning of the mall across different levels. The ground floor is entirely dedicated to retail, activating the street edge and ensuring high pedestrian engagement. A separate block on the first floor accommodates medical clinics, providing a health-related function that attracts a broader range of users. The upper levels are reserved for administrative offices, offering quieter workspaces while maintaining connectivity to the commercial core. Circulation corridors and service areas are clearly defined, ensuring smooth vertical and horizontal movement throughout the complex. This layered zoning strategy creates a dynamic and efficient environment that operates throughout the day with diverse user flows.

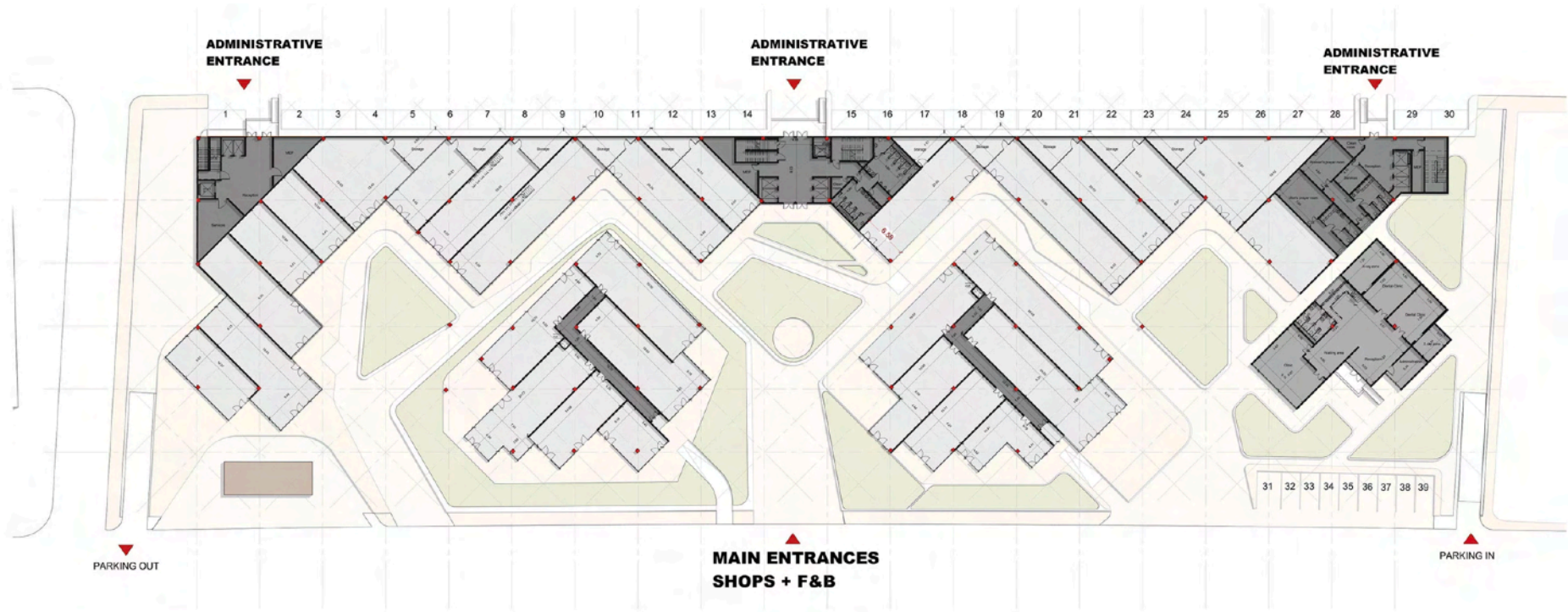
-  Commercial
-  Administrative
-  Clinic

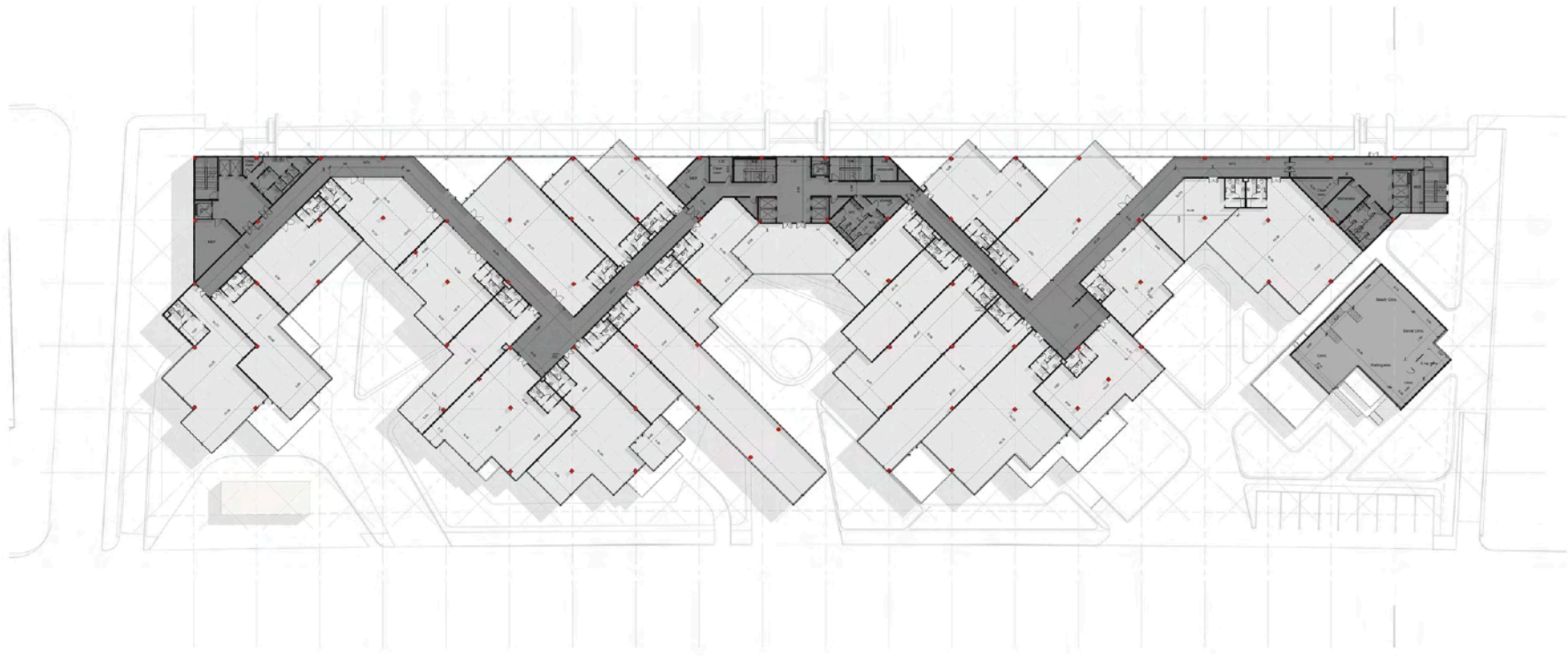


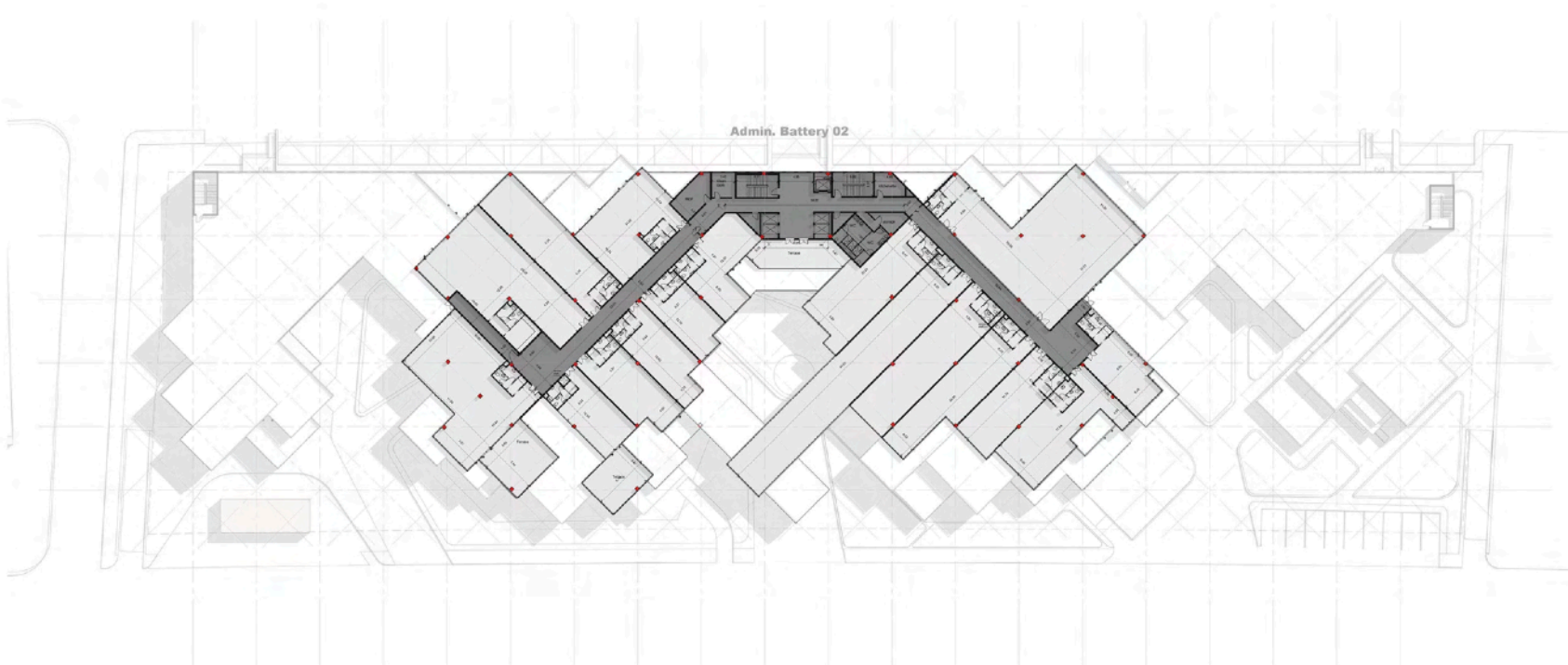


The massing of the building interacts with shadow in a dynamic and intentional way, emphasizing depth, contrast, and rhythm. The structure is composed of layered and staggered volumes, with protrusions and recesses that create strong shadow lines and varied lighting effects throughout the day. These shifts in depth cause light to strike the surfaces at different angles, resulting in bold, elongated shadows that articulate the form of the building.

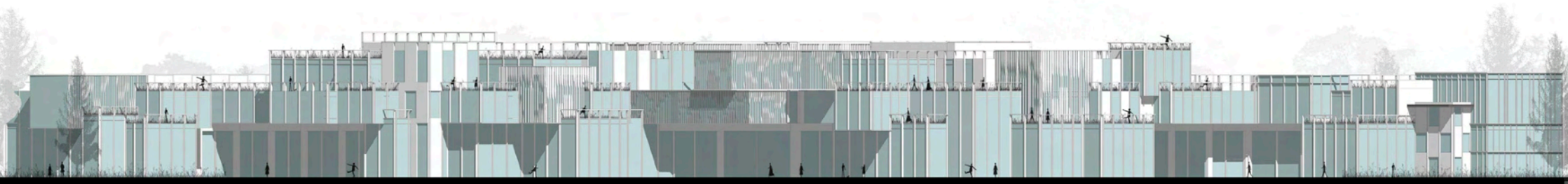








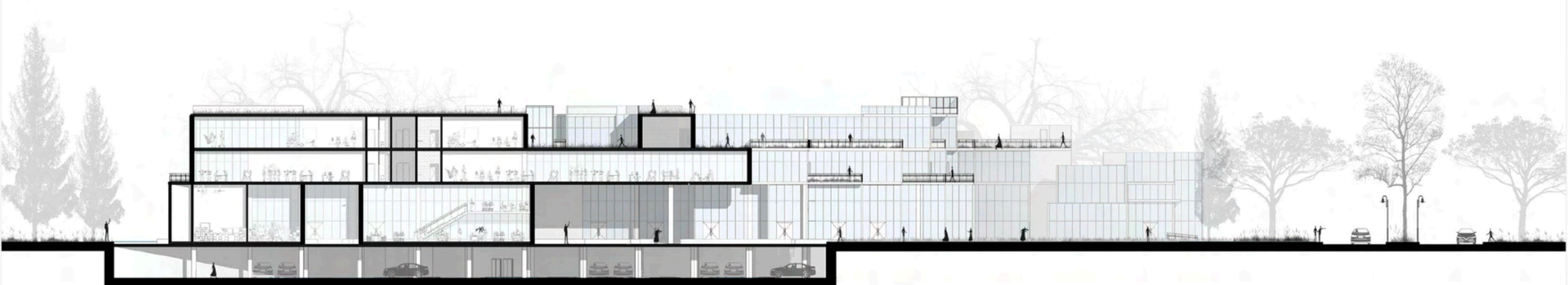




This elevation captures the full horizontal extent of the project's primary frontage. The design showcases a layered and fragmented composition with a rhythmic play of vertical volumes and varying materials, evoking a sense of movement and openness. Transparent and semi-transparent surfaces alternate with opaque cladding to allow controlled light penetration while maintaining privacy. Rooftop terraces are articulated as inhabitable green platforms, providing visual relief and a human scale. The elevation successfully merges public interaction at the ground level with elevated, semi-private zones above.



This side elevation presents a more compact and focused view of the building's profile as it engages with the adjacent urban fabric. It illustrates the contrast between built mass and open public space, emphasizing the transition between street life and architectural form. The building appears to emerge from a landscaped setting, with vertical elements cascading toward the ground. The elevation emphasizes the project's modular structure and its permeability, suggesting flexibility in function and integration with its surrounding environment. Trees, human figures, and street furniture provide scale and reinforce the project's contextual sensitivity.



This architectural section of the Covent Garden project demonstrates a strong environmental approach through the use of passive design strategies and integration with nature. The building incorporates large glazed facades for natural daylighting, green roofs for thermal insulation, and cantilevered forms that provide passive shading to reduce heat gain. Subterranean parking minimizes the surface footprint, preserving green space and enhancing the urban landscape. Additionally, rooftop terraces and surrounding vegetation contribute to microclimate regulation and biodiversity, while the building's form promotes natural ventilation and potential future integration of renewable energy systems like solar panels. Overall, the design reflects a thoughtful balance between built and natural environments.



This architectural section of Covent Garden showcases a multi-level mixed-use building with a strong emphasis on environmental performance and user experience. The design integrates underground parking, open commercial spaces, and accessible green terraces, promoting social interaction and sustainability. Cantilevered volumes provide natural shading, while large glazed openings ensure ample daylight and ventilation. Green roofs and layered façades contribute to thermal comfort and ecological value, creating a climate-responsive and people-friendly urban structure.















VIVA LOUNGE

ChristianDior

ZARA

JAVA CAFE



