



# FAST TRACK SOLUTION DEVELOPED FOR DESERT SHOPPING MALL

TITLE	Dubai Outlet Mall
DESCRIPTION	Central atrium roof
LOCATION	Dubai, UAE
COMPLETED IN	2007
FABRIC AREA	3850m <sup>2</sup>
FABRIC TYPE	PVC – Mehler FR1000M / Mehler FR900M
ARCHITECT/CLIENT	Al Ahli Holding Group



## DUBAI OUTLET MALL DUBAI, UAE

### **The challenge – develop desert-proof roof design at extremely short notice**

Developed by Al Ahli Holding Group, Dubai Outlet Mall is the only outlet mall in the Middle East. It is home to more than 1,200 of the world's premium brands. Its desert location makes it vulnerable to sand storms and extreme heat.

Our first contact with this project resulted in the development of an iconic roof concept. However circumstances made it necessary for our client to put the project on hold for several months. Then suddenly the brakes came off and we were asked to submit a new roof design that could be installed in an extremely short time frame. Our client was counting down to a grand opening date and needed to fulfil obligations to tenants.

### **The solution – an eye-catching, economical roof that could be quickly installed**

A practical but aesthetically-pleasing concept was quickly prepared by the Structurflex technical and design teams. Following design approval, we fast-tracked all project activities to ensure delivery within the tight timeframe.

The steel frame was fabricated and installed by the client, with guidance from our team. The engineering, fabrication and installation of the PVC membrane were completed entirely by Structurflex.

Our client was very pleased with the outcome. The eye-catching hemisphere roof gives the mall point of difference that can be seen from afar.