



Doha, Qatar

Medina Centrale

2014

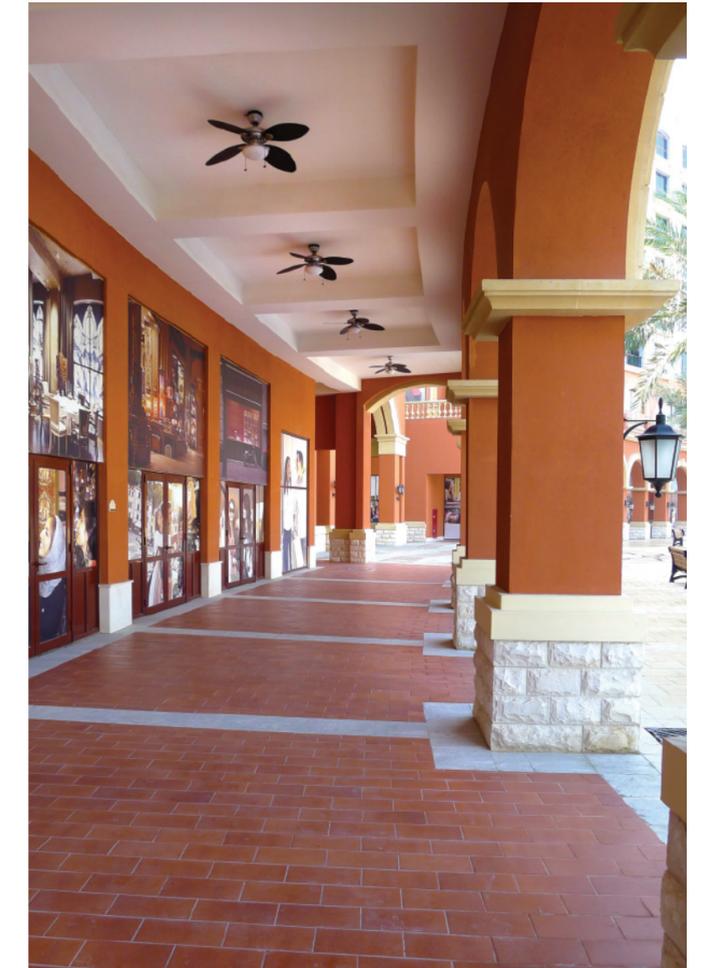
site area | 26.2 acres / 10.6 hectares
total GBA | 1,567,721 sq ft / 145,699 sq m
retail | 501,169 sq ft / 46,577 sq m
cinema | 64,140 sq ft / 5,961 sq m
residential | 660,201 sq ft / 61,357 sq m
office | 55,543 sq ft / 5,162 sq m
client | United Development Company (UDC)



ARCHITECTURE
PLANNING
LANDSCAPE

Medina Centrale forms part of The Pearl, a string of exclusive islands just offshore from the West Bay Lagoon neighborhood in Doha, Qatar. A true urban village, the project includes 400 upscale residential units above street-level shopping and dining, enticing viewing corridors through to period buildings, and incorporates substantial green spaces throughout. The Central Piazza at the heart of the design combines large expanses of lawn and larger trees with low decorative landscaping, providing a central gathering space for public activities and community events.

The design for Medina Centrale creates a sense of place as a private and intimate neighborhood, combining retail and residential uses on this inward-oriented site in The Pearl in Qatar.



Intimate, intriguing details foster exploration, while arcades, awnings, and canopied walkways provide shade to encourage pedestrian movement.

Medina Centrale combines an enclosed air-conditioned indoor-mall component, The Conservatory, with outdoor and shaded promenades that provide a traditional high-street shopping experience. With a grandly scaled and naturally illuminated central atrium and a pedestrian promenade accented with a series of sculptural topiaries, palms, and other plantings, The Conservatory also features soothing fountains, a gourmet food market, a 1,900-seat cinema complex, and programmed entertainment options. Ample on-street parking and additional parking decks provide access to residential, retail, and community spaces, ensuring convenience for residents and visitors.