

events & information

Future-focused New Murabba looks to reinvent Riyadh

Set to grace Saudi Arabia's capital of Riyadh in just over half a decade, New Murabba is a farsighted development focused on sustainable living, smart technology, greenery, community and vibrant national culture. It is expected to significantly diversify the Saudi economy, bolstering nonoil gross domestic product and creating thousands of new jobs once completed.

According to CEO Michael Dyke of the New Murabba Development Co., which is overseeing the development, the overriding objective is to contribute to Riyadh's future



Michael Dyke, CEO of New Murabba Development Co. NEW MURABBA

as well as the city's transformation into a global, modern metropolis.

"New Murabba is designed to be a vibrant, sustainable and technologically advanced hub," said Dyke, who has over 37 years of experience leading large-scale projects, including High Speed 2, Europe's largest infrastructure project. "It will create a dynamic, mixed-use community that seamlessly integrates residential, commercial, cultural and entertainment spaces. New Murabba will also offer a diverse range of housing options, world-class amenities and green spaces that enhance the quality of life for residents and visitors."

New Murabba also showcases Saudi Arabia's ambition to become a global leader in innovation and sustainable development. Dyke added, "It embraces cutting-edge technologies, sustainable practices and a farsighted approach to urban planning that includes green building practices, efficient energy systems and other smart city solutions."

To fulfill the vision's goal of creating a

society that is open, diverse and proud of its heritage, New Murabba will also incorporate cultural institutions, museums and performance spaces, contributing to a thriving arts scene and energizing cultural exchange.

New Murabba's iconic Mukaab structure — an update of the traditional Najdi architectural style — is a colossal 400-meter-high cube that will serve as a core symbol of both Riyadh and the nation's progress and aspirations.

The Mukaab will feature a central tower with a distinctive spiral design housing immersive retail experiences, diverse dining options and vibrant hospitality and entertainment venues. Inside, advanced holographic technology and dynamic digital displays will transport visitors to captivating, otherworldly environments. "This will be the world's first 'immersive' destination," Dyke explained. "By seamlessly blending the physical and digital realms, the Mukaab promises to elevate the concept of urban living."

The Mukaab's digitally enriched environ-

ment takes in many facets of technology and engineering that demand world-leading research and development and fresh perspectives on the use of power and data. Building it and New Murabba will position Saudi Arabia as a world leader in multiple industries.

New Murabba will integrate smart city technology to optimize resource management, Dyke said, including intelligent energy grids to balance supply and demand, sophisticated water-recycling systems to optimize consumption and integrated waste management solutions that promote a circular economy.

"And 25% of the development will be dedicated to green spaces such as parks, gardens and green corridors, maximizing biodiversity," he added. "This will mitigate the urban heat island effect, improve air quality and enhance the overall well-being of residents and visitors alike."

These sustainable features of New Murabba will yield lasting benefits: a healthier ecosystem with better air and



An artist's rendering depicts the New Murabba development. NEW MURABBA

water quality, reduced carbon emissions, economic resilience and a more attractive environment for businesses and residents.

According to Dyke, that powerful commitment to sustainability — along with New Murabba's high-tech facets and array of residential, commercial, hospitality, retail, leisure and community facilities — should appeal to both domestic and international investors, especially those who prioritize environmental and social responsibility.

"New Murabba is designed as a 15-minute city, ensuring that daily necessities, entertainment and cultural attractions are all an easy walk away," Dyke said. "That will promote a healthier, more connected lifestyle for residents. And for visitors, whether they're exploring the cultural landmarks, enjoying the local cuisine and entertainment options, or simply strolling through the green spaces, New Murabba will offer a diverse and immersive experience."