



FORUM



ZENATA

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September 2012

Seeing the site from the auto route the first time I was amazed...

A site on high grounds sloping towards the sea with a cooling breeze!

Our first ideas where to create a friendly village with different atmospheres; a mix of good outdoor spaces always ensuring or even strengthening the views towards the sea!

The cherry on the cake should be an iconic building facing the auto route anchoring all the routes.

Ir. W. J. de Vries
T+T Design



CASABLANCA



Seaside Casablanca



LOCATION



Boulevard Casablanca



Situation Forum Zenata



Location Forum Zenata

MASTERPLAN

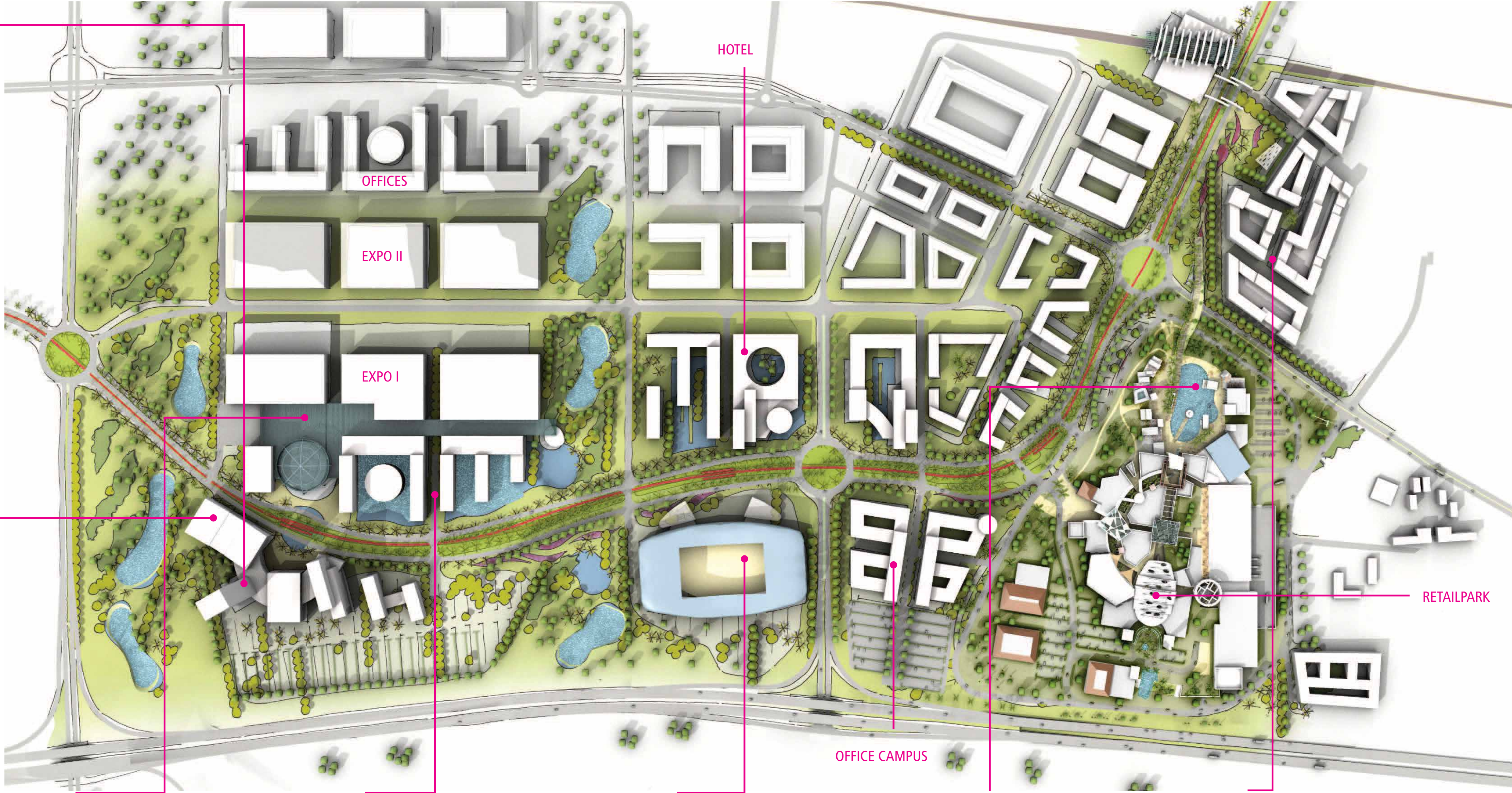
The master plan shows the parkway route that connects all important squares and buildings. It is a nicely landscaped route starting from the seaside towards the station square, along the park and west entrance of the medina quarter, the hotel square and arena, ending in the Expo Square. A square surrounded by conference and hotel building anchored by a high-rise office building and the Expo entrance hall. This route is the green necklace that also is the starting point of the green corridors. The area and buildings will be visible from the auto route, creating commercial value, becoming a catalyst for further developments.



Plaza de Espana, Tenerife, Herzog & MOURON



MASTERPLAN THEMES



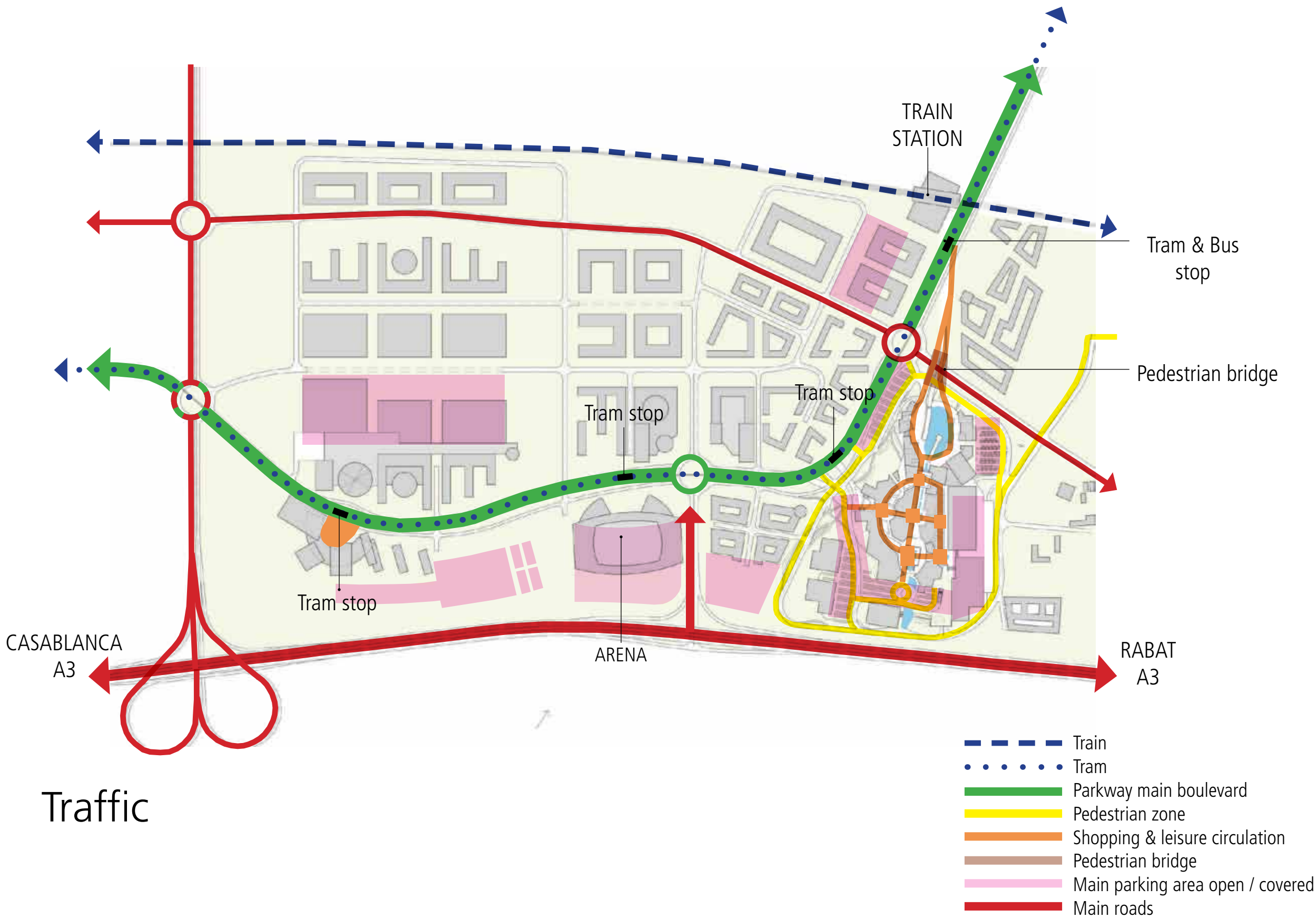
MASTERPLAN ANALYSIS



Functions



View from highway Casablanca - Rabat



Traffic



View from highway Casablanca - Rabat

MASTERPLAN LANDSCAPE

Green of Maroc

Important for the design of the landscape is the fact that we always look for local 'ingredients'. This means that we are not only interested in the local design tradition but also in the use of planting and materials from the surrounding landscape. With this approach the new designed structure fits in a logical way in the surrounding. By using local species for the planting (partly traditional) in a new and creative way we gain to create a both modern and recognizable environment.

The green master plan

Green is one of the important structuring elements in the master plan for the Zenata project. Long open green elements, running from east to west, divide the

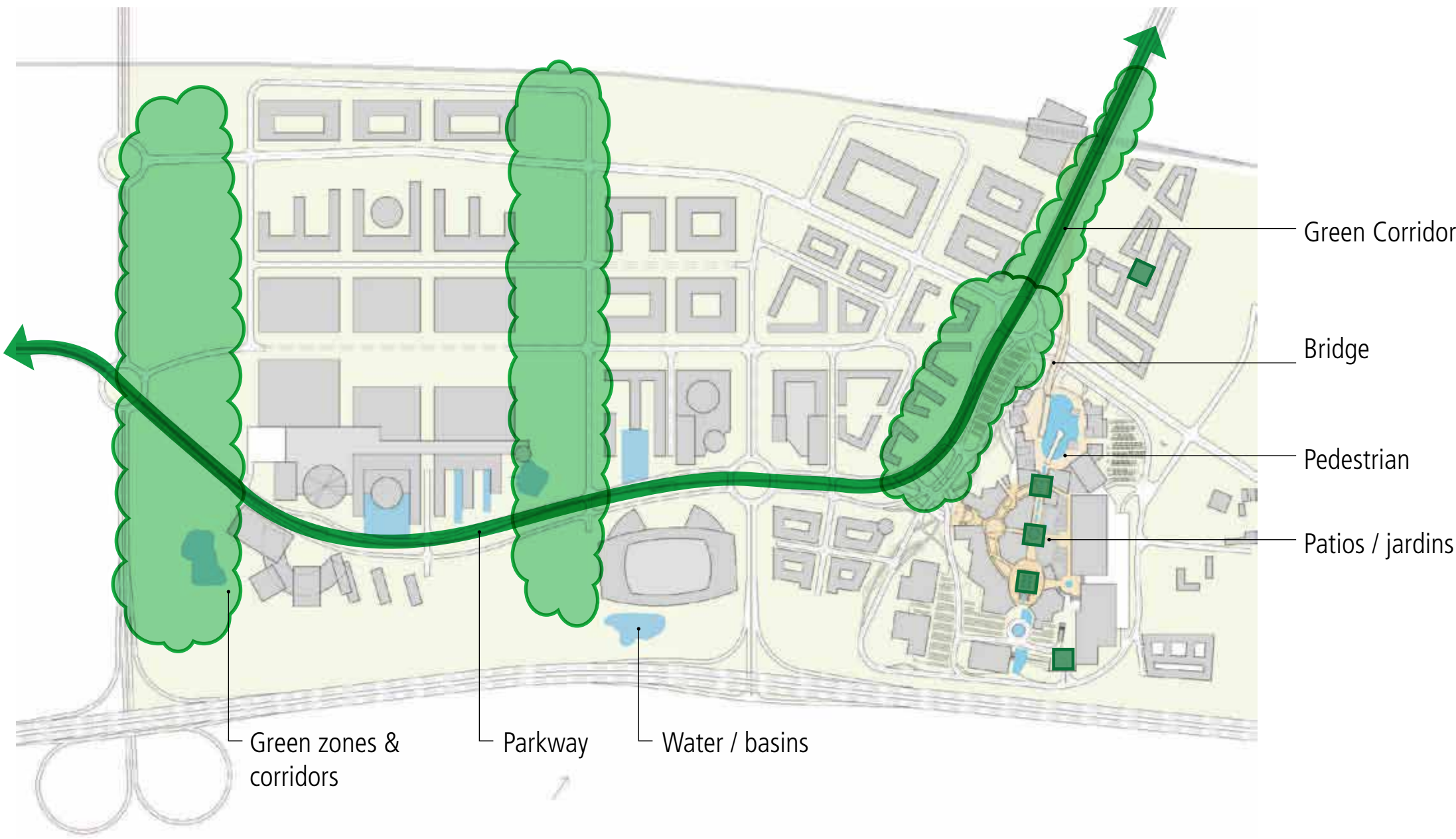
buildup area into different parts. They connect the open landscape on the west side of the project with the coastline. This ecological interesting structure provides also sufficient green space and fresh air for the new city. In the buildup area a green boulevard, with the tramway in the central bank, is connecting and structuring the different parts of the Zenata project. The different special buildup elements, like the arena, the shopping area and the expo are located on the west side of the boulevard near to and visible from the Highway. The major building fields are projected on the east side. The boulevard itself, with long lines of palm trees on different sides, will form a new recognizable image for this part of the city.



Green of Maroc



“A green boulevard is connecting and structuring the different parts of the Zenata project. Long open green elements, running from east to west, connect the open landscape of the project with the coastline.”



MASTERPLAN LANDSCAPE



MASTERPLAN IMPRESSION



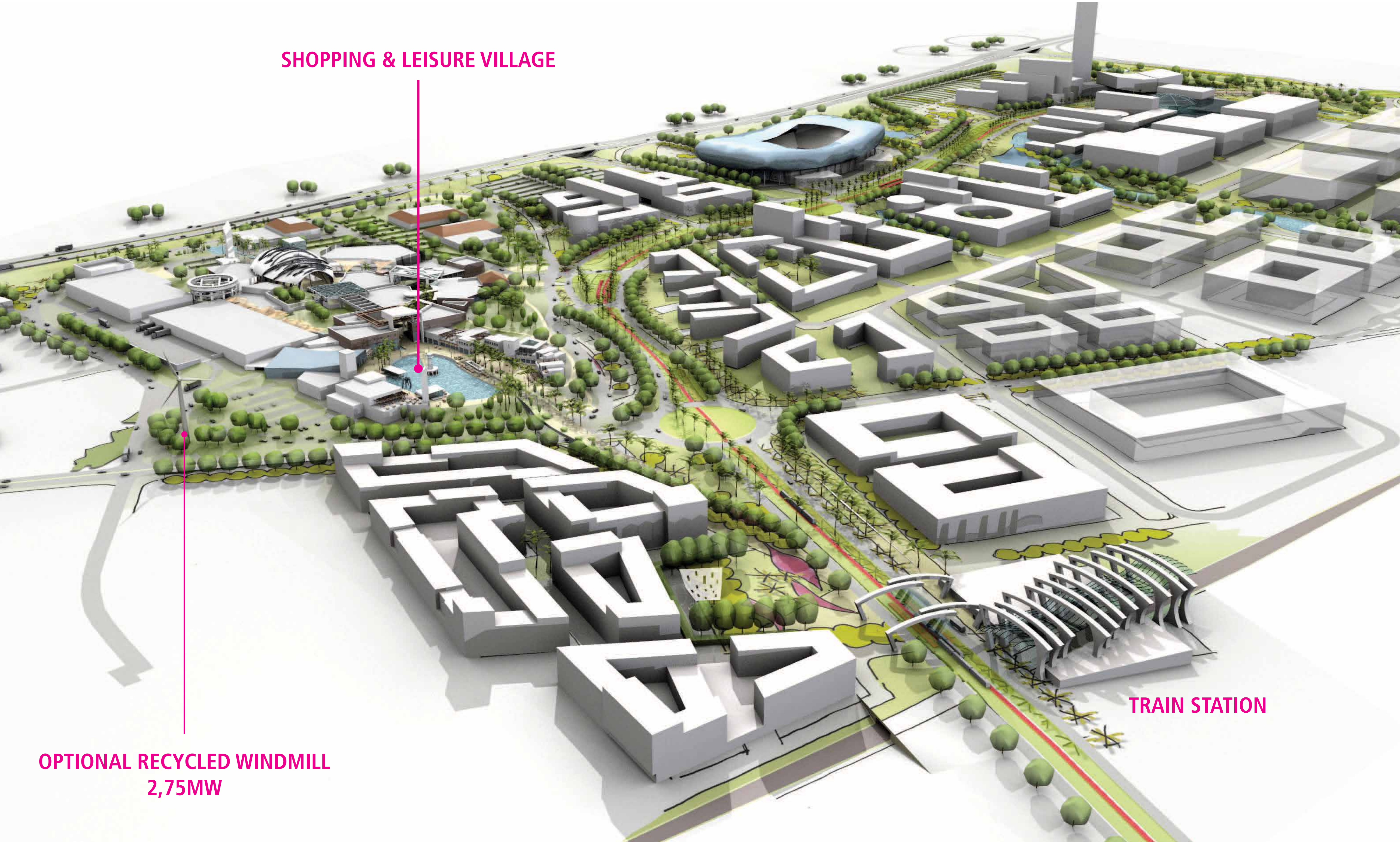
LANDMARKS

MASTERPLAN IMPRESSION

SHOPPING & LEISURE VILLAGE

TRAIN STATION

OPTIONAL RECYCLED WINDMILL
2,75MW

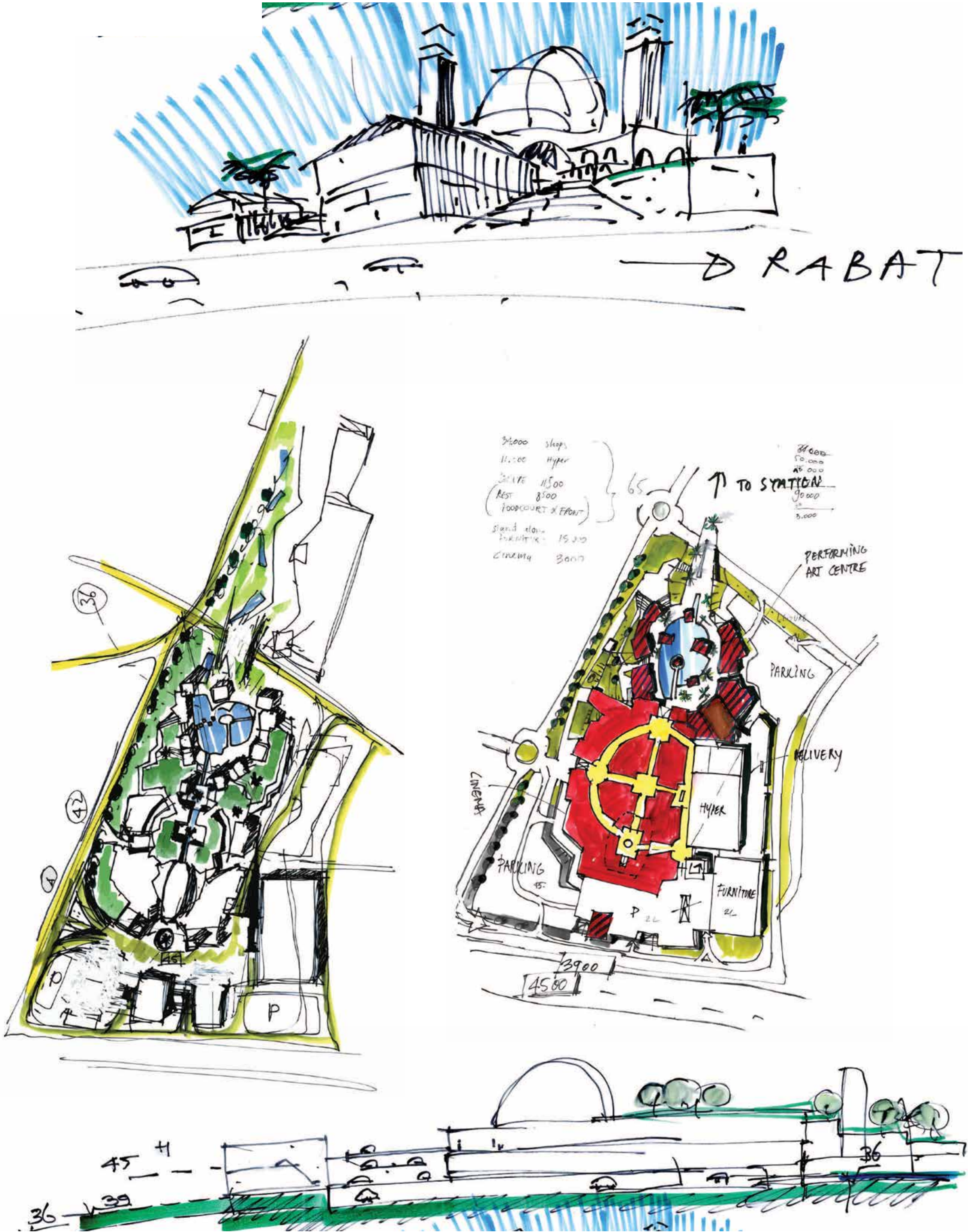


SHOPPING & LEISURE VILLAGE

This building is the main building in the scheme an architectural statement a Calatrava like air-conditioned hall, with terraces, green patio's, streaming water, restaurants and family entertainment. Let's also use the slopes to hide the parking and keep the area as green as possible, using the best landscape architect to create a sustainable green environment inspired by the local flora. Leaving the village walls the scheme will go down in terraces towards the leisure lake area, a fun vacation like place, interacting with the water, an oasis of entertainment connecting with the pedestrian bridge and route towards the station. Let's also translate local urbanism and architecture into a unique contextual architecture with new modern icons. We want to make a place that is close to the people's heart, where families like to go, because there is something for each member. A place that inspires, cools, relaxes and entertains...



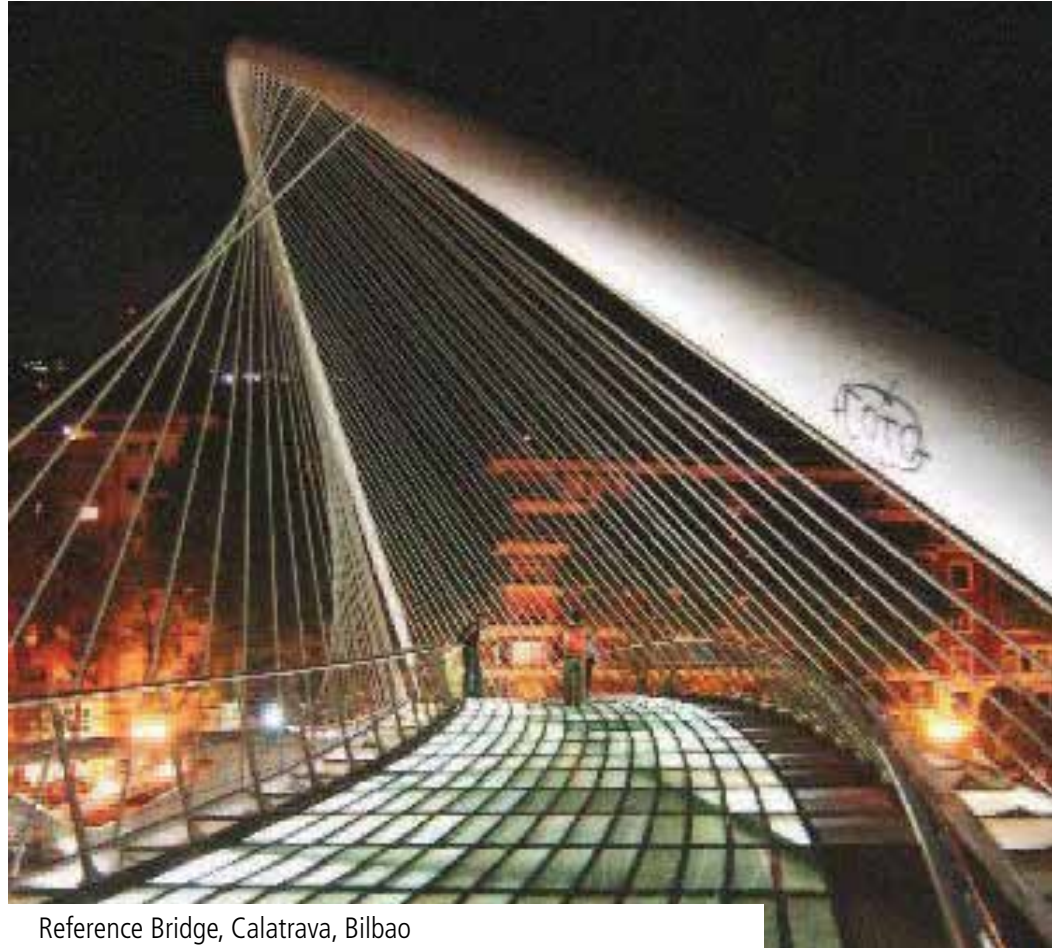
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SHOPPING & LEISURE PLOT BOUNDARY



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Reference Bridge, Calatrava, Bilbao



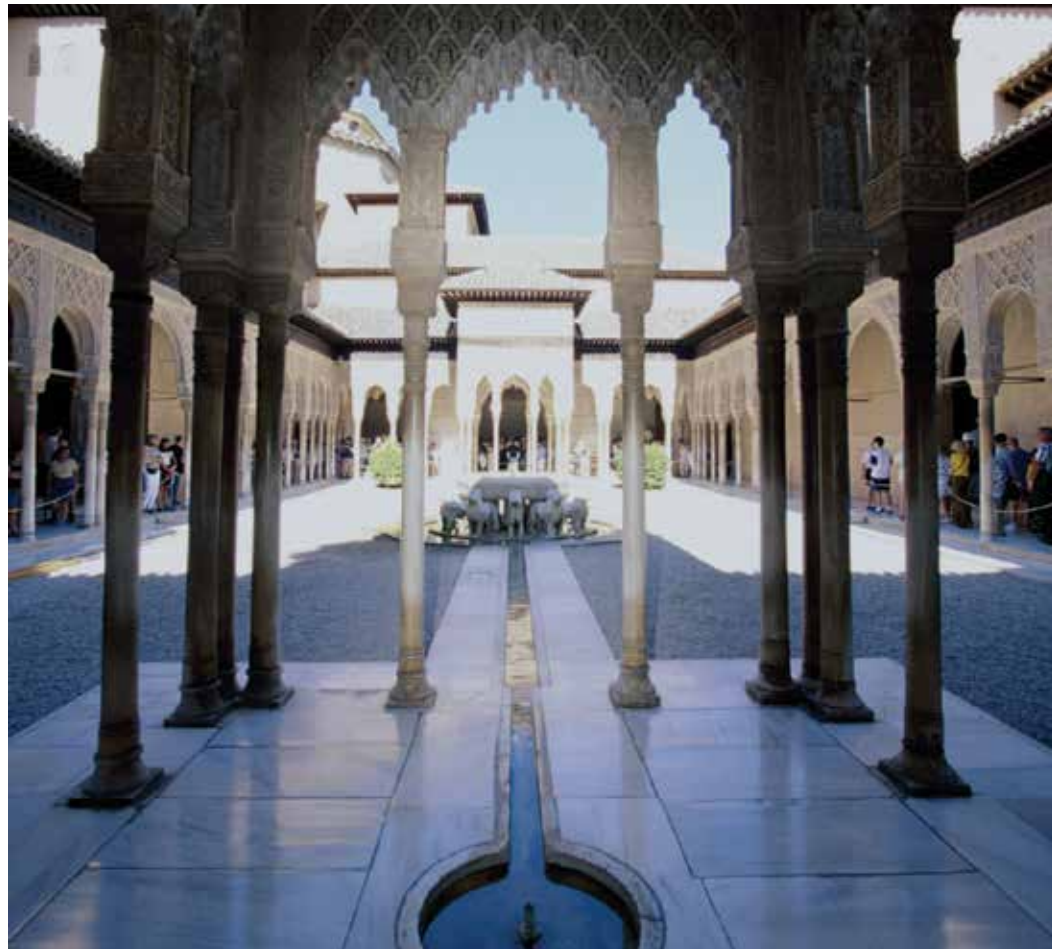
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Izmir Bornova, Turkey, Design T+T Design, Multi Development



“The landscaped pedestrian bridge is an important connection and a strong signal towards the route national.”



SHOPPING & LEISURE IMPRESSION



*"A place that is close
to the people's heart,
that inspires, cools,
relaxes and entertains"*

SHOPPING & LEISURE LEVEL +36M



SHOPPING & LEISURE LEVEL +39M



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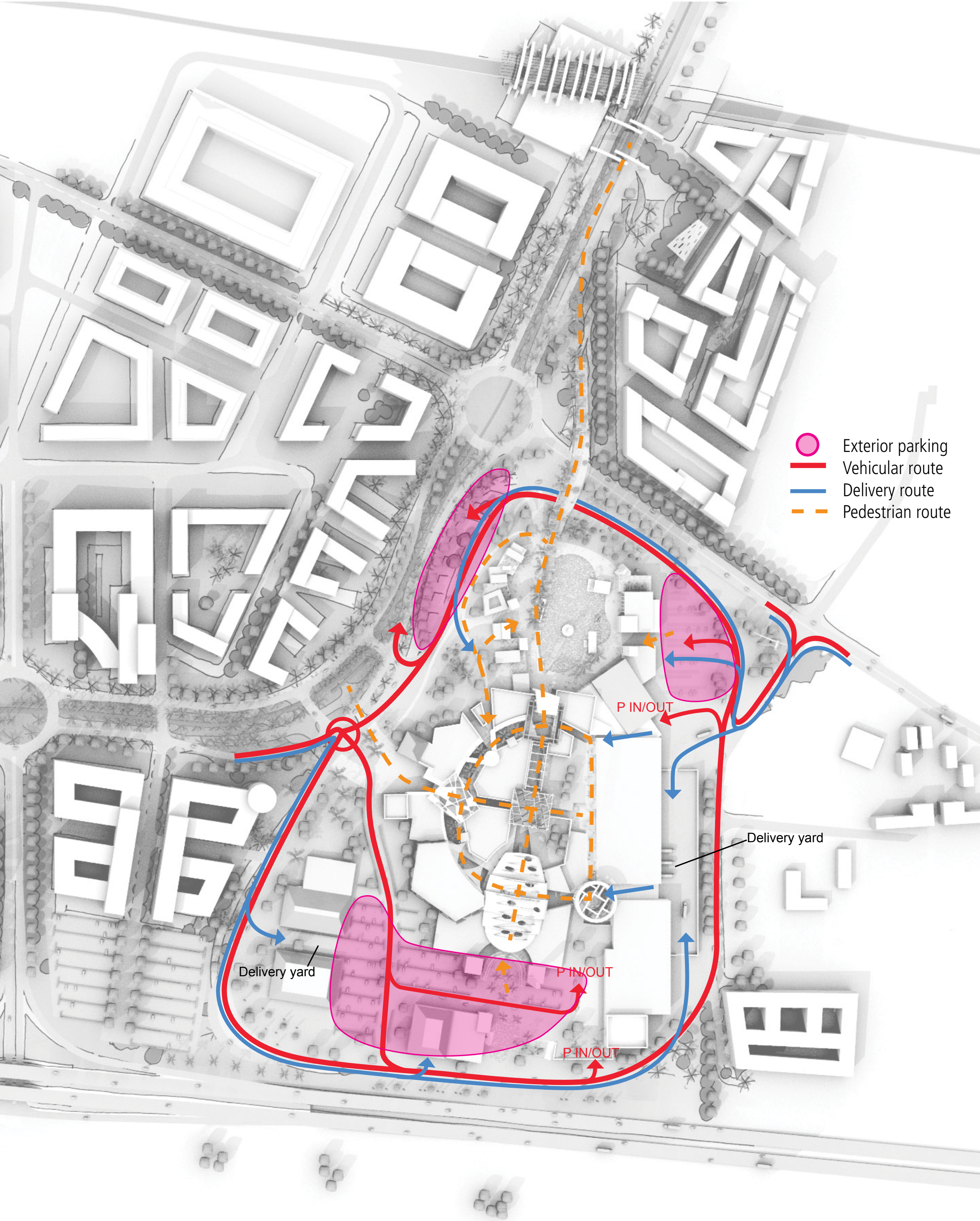
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SHOPPING & LEISURE ACCES & INFRASTRUCTURE



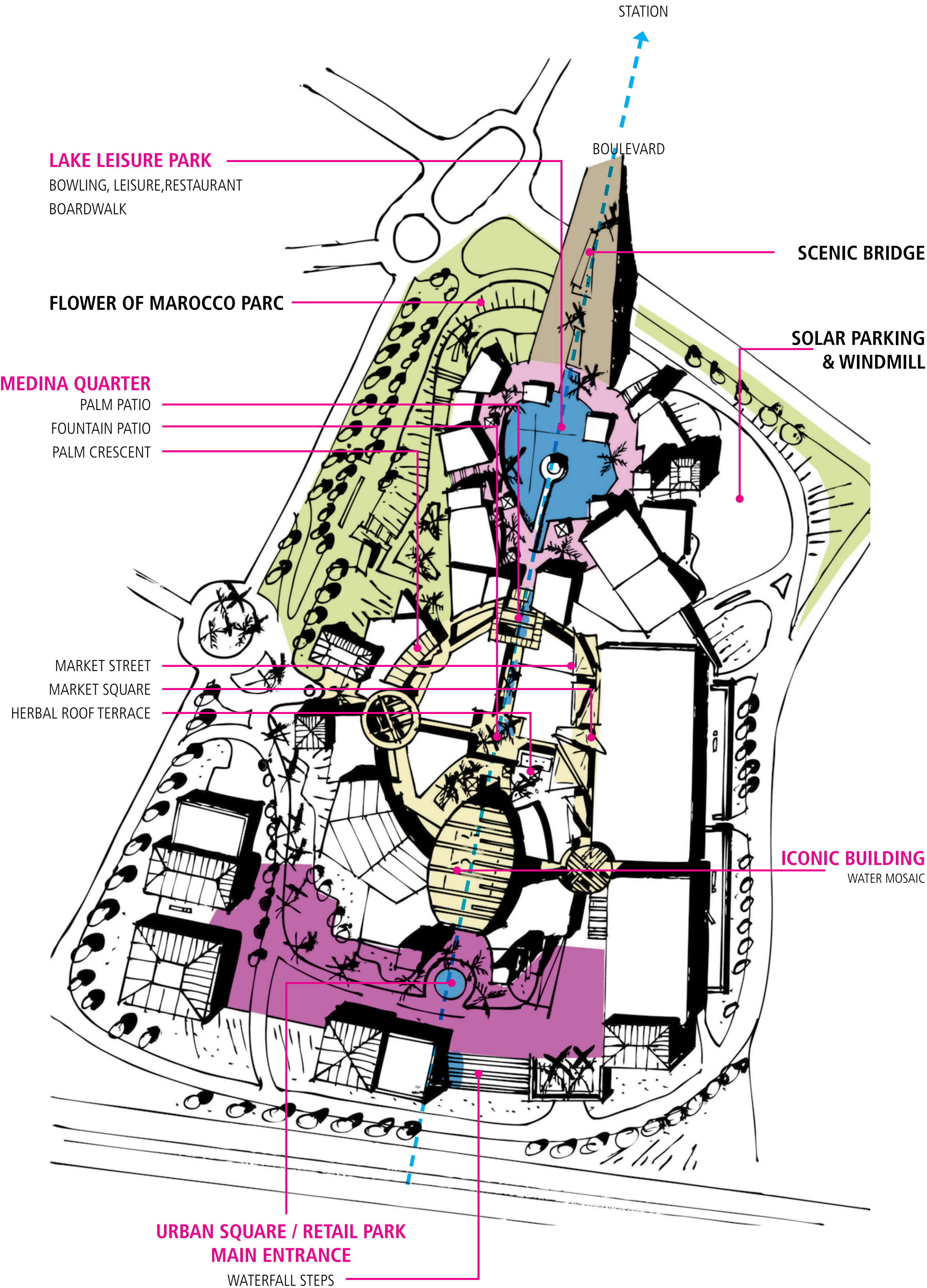
LEVEL +45M



SHOPPING & LEISURE IMPRESSION



THEMES



SHOPPING & LEISURE SECTIONS



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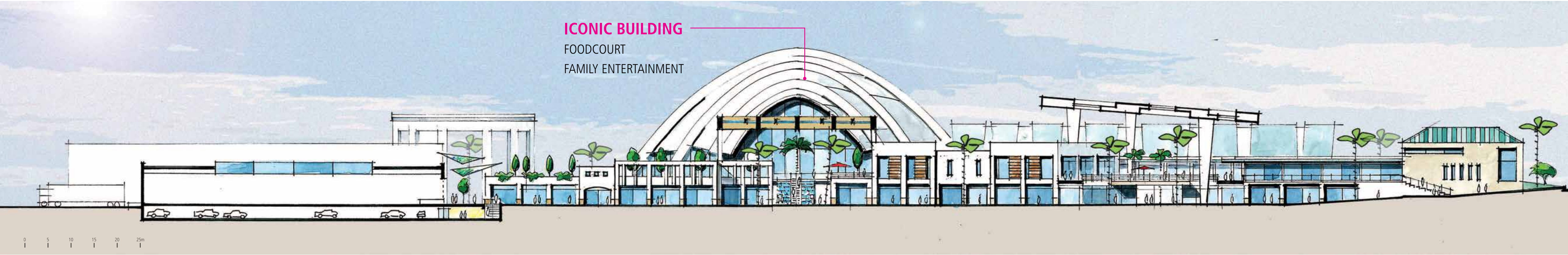
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WATER MOSAIC

FOUNTAIN PATIO



PALM PATIO

LAKE



THEME LAKE LEISURE PARK



THEME LAKE LEISURE PARK



Reference "Green Bridge"



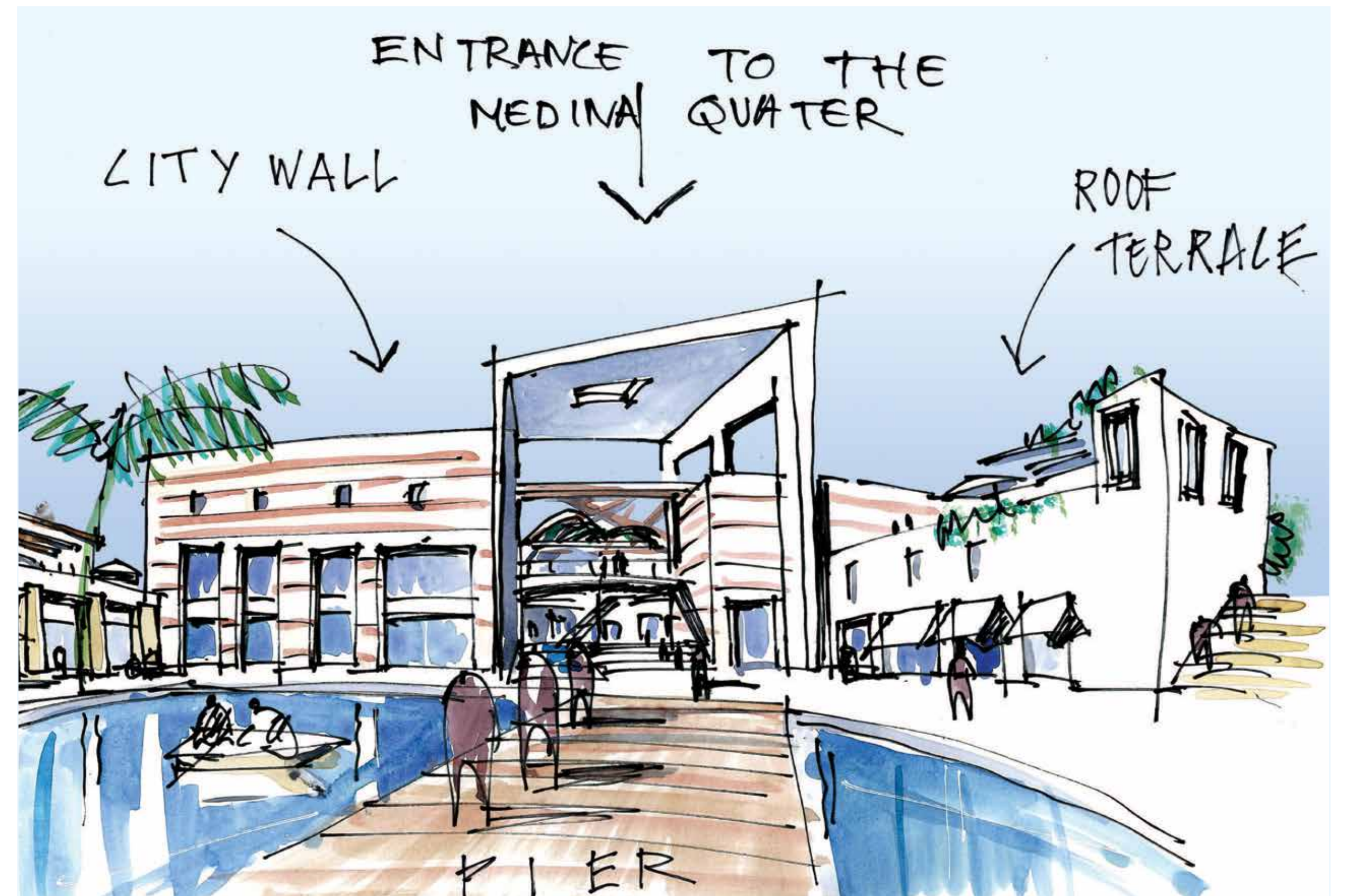
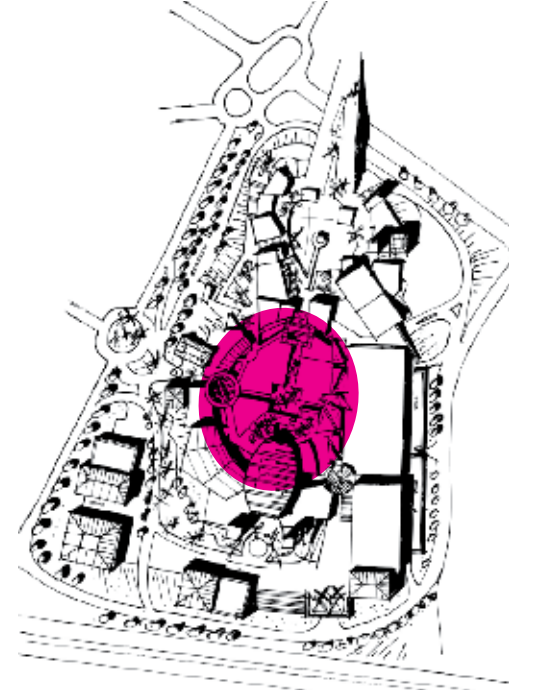
THEME LAKE LEISURE PARK



THEME MEDINA QUARTER



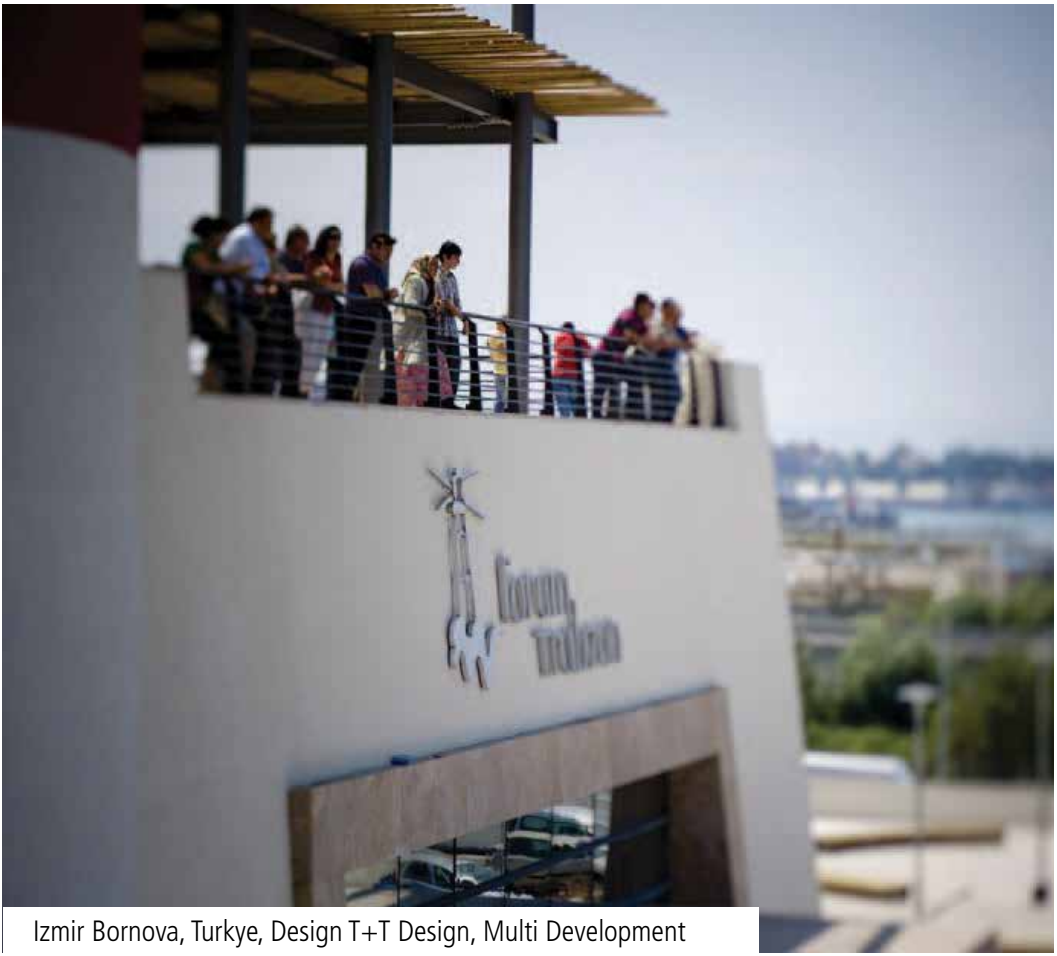
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THEME MEDINA QUARTER



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Espacio Mediterraneo, Cartagena, Spain, Design T+T Design, Multi Development



Forum Aydin, Turkye, Design T+T Design, Multi Development



Forum Palermo, Italy, T+T Design, Multi Development

THEME MEDINA QUARTER

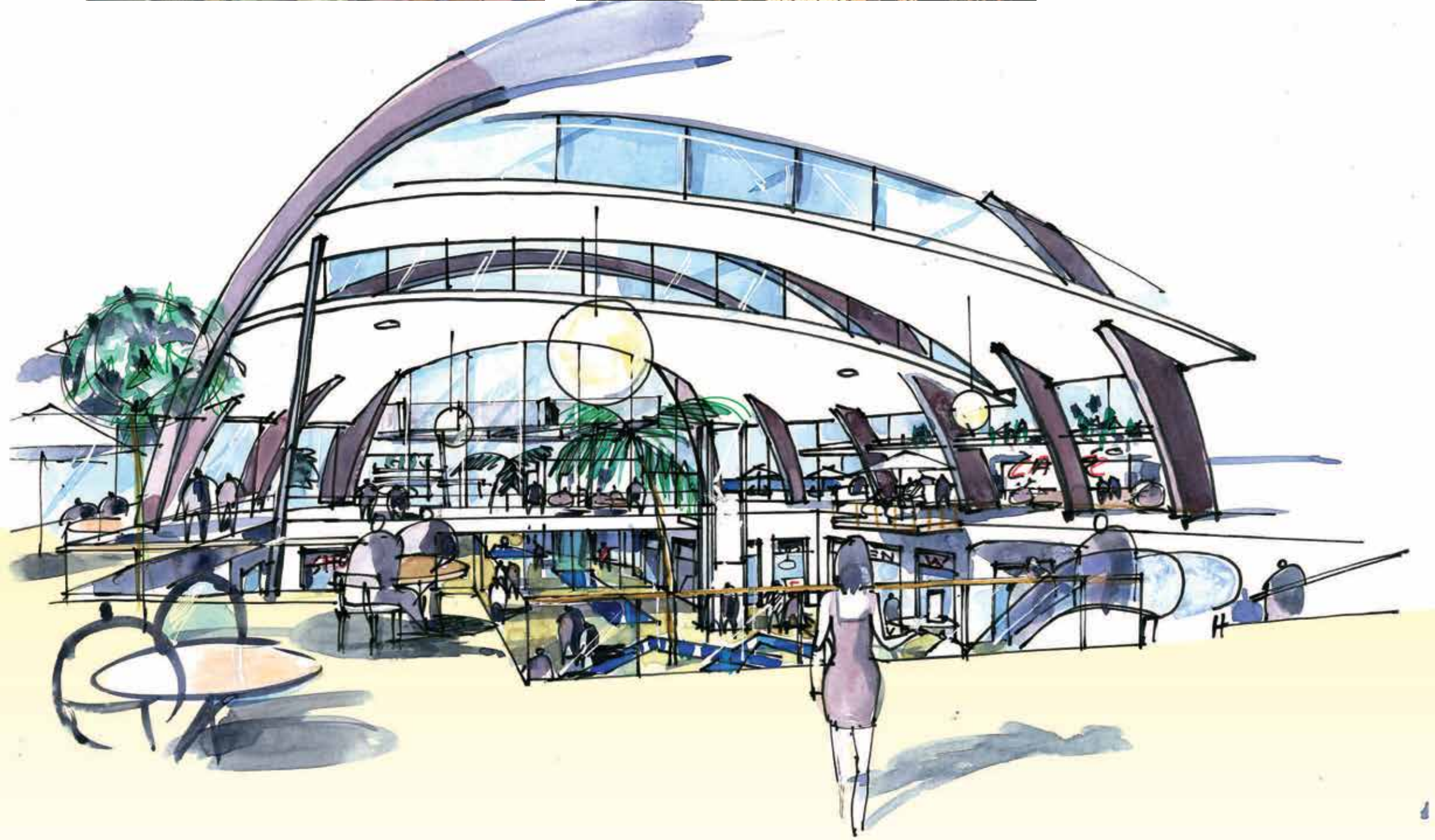
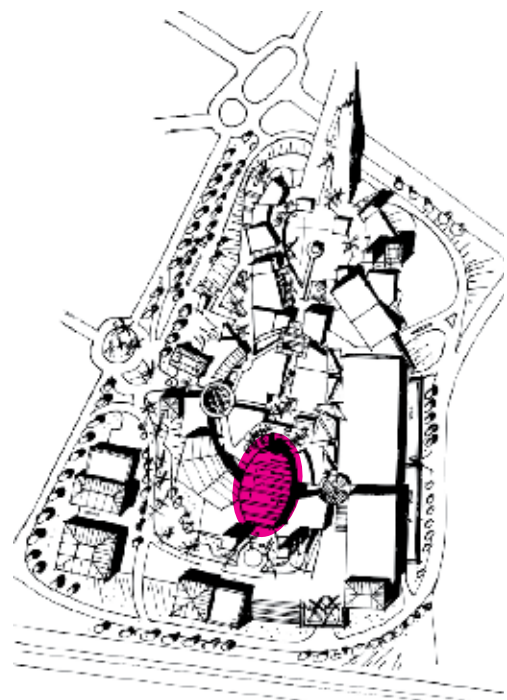


THEME ICONIC BUILDING

The foodcourt, iconic building is a modern building anchoring all the routes, streets and boulevards with also strong presence to the auto-route. It will be a proud stepping stone for the total new Zenata Development. The family game building is a modern entertainment building, changing colors at night. The lake leisure area has a Mediterranean feel; you could say its modern interpretation of a fisherman’s village combined with the roof terraces found in Moroccan historical towns. Some buildings stand out and are sculptural, others blend in.



Expo Valenca, Spain



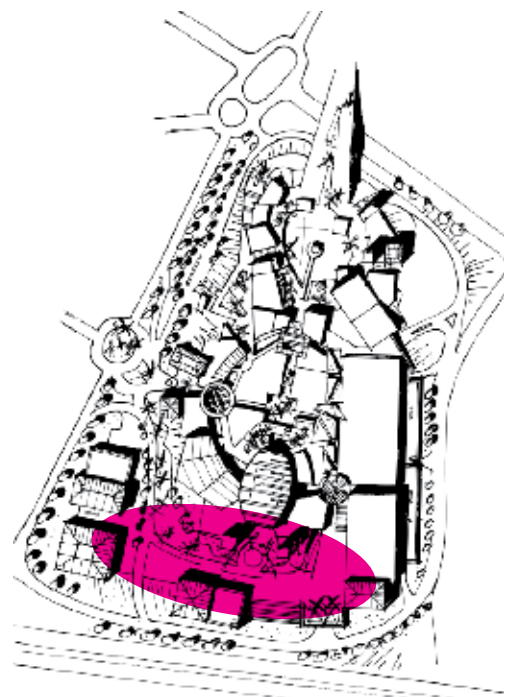
Espacio Oviedo, Spain, T+T Design, Multi Development



THEME URBAN SQUARE/RETAIL PARK



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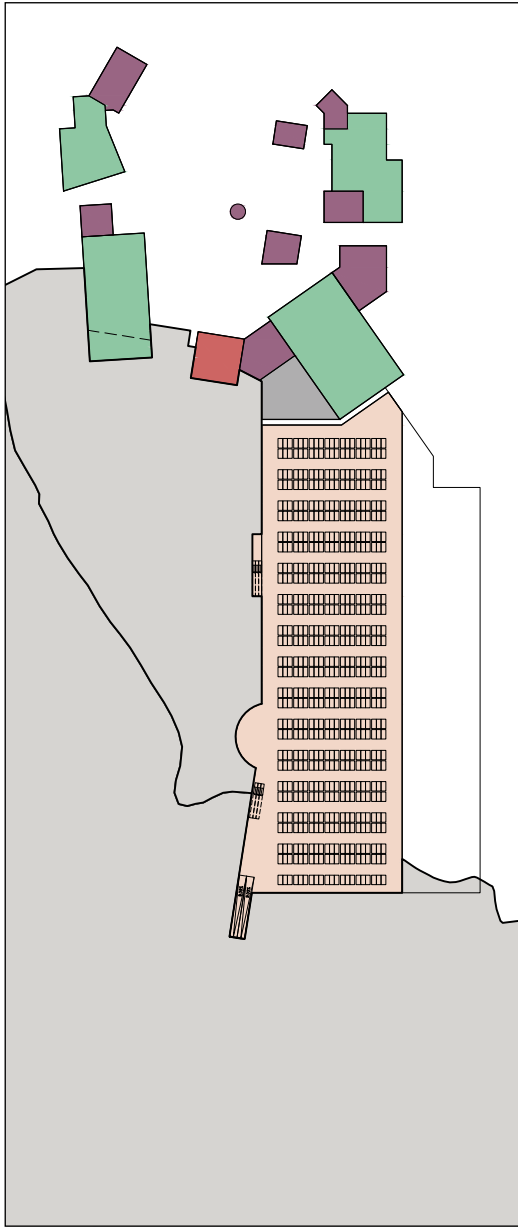
PHASING

MEDINA QUARTER	PHASE 1	PHASE 2
hypermarket	9800	
anchors	14000	4700
shops	21000	4700
restaurants	1500	600
family games center	2200	
	48500	10000
STAND ALONE	PHASE 1	PHASE 2
furniture	20000	
other	5000	24000
	25000	24000

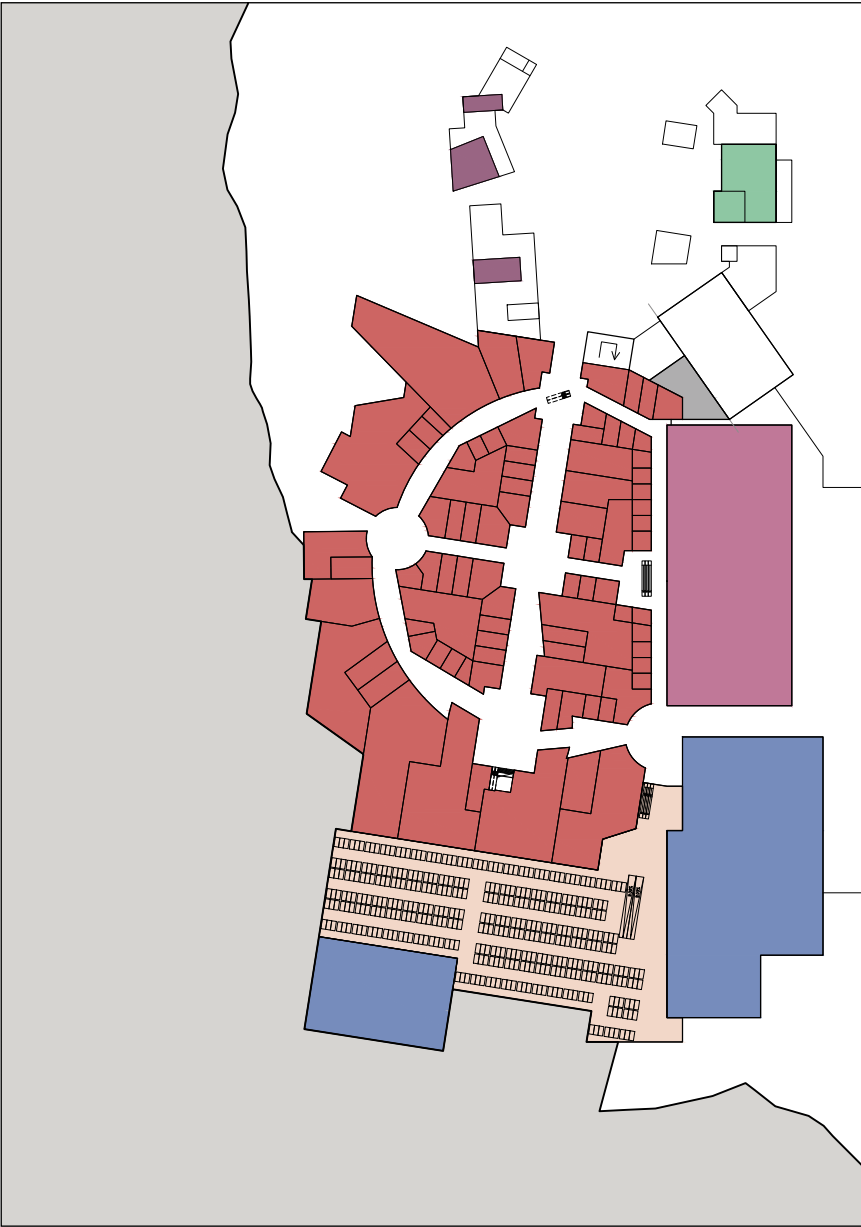
LEISURE VILLAGE	PHASE 1	PHASE 2
kidzania	5000	
performing arts center	2700	
bowling	2400	
restaurants	1500	1000
GLA	85100	35000
PARKING PLACES	PHASE 1	PHASE 2
interior/covered	1425	1000
surface	1075	
	2500	1000



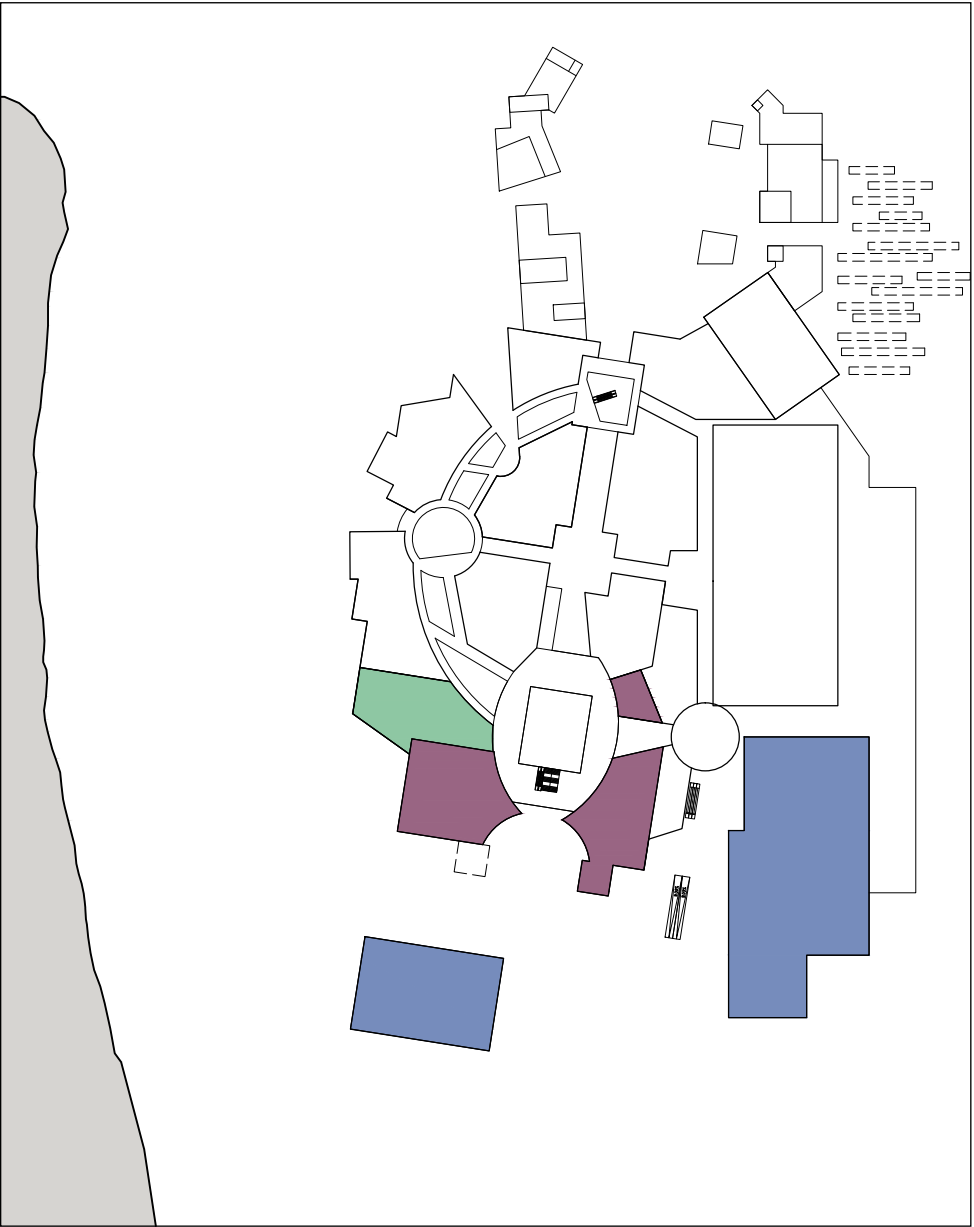
Phase 1



Level -1

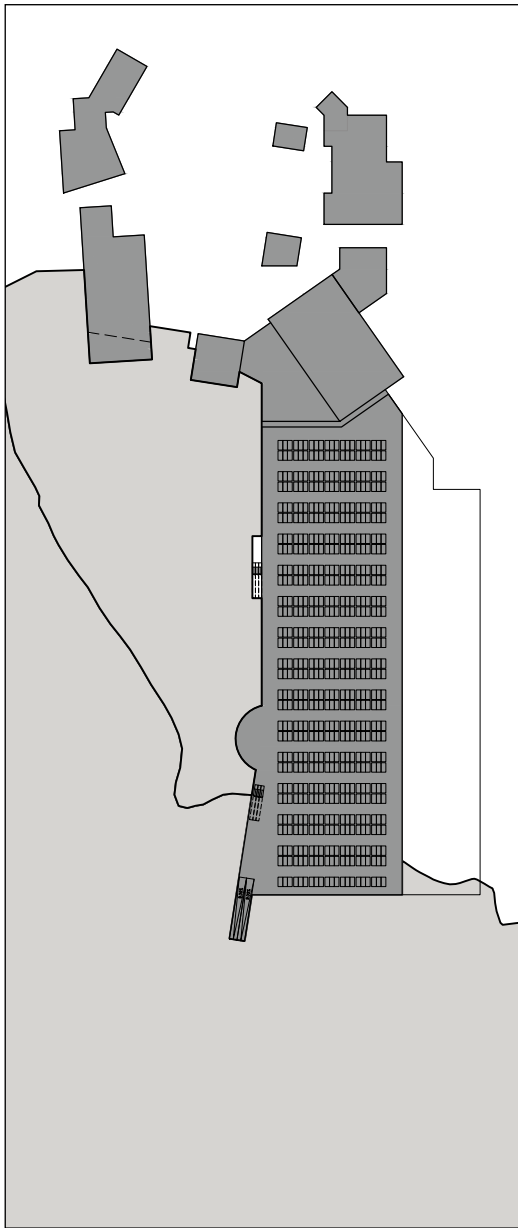


Level 0

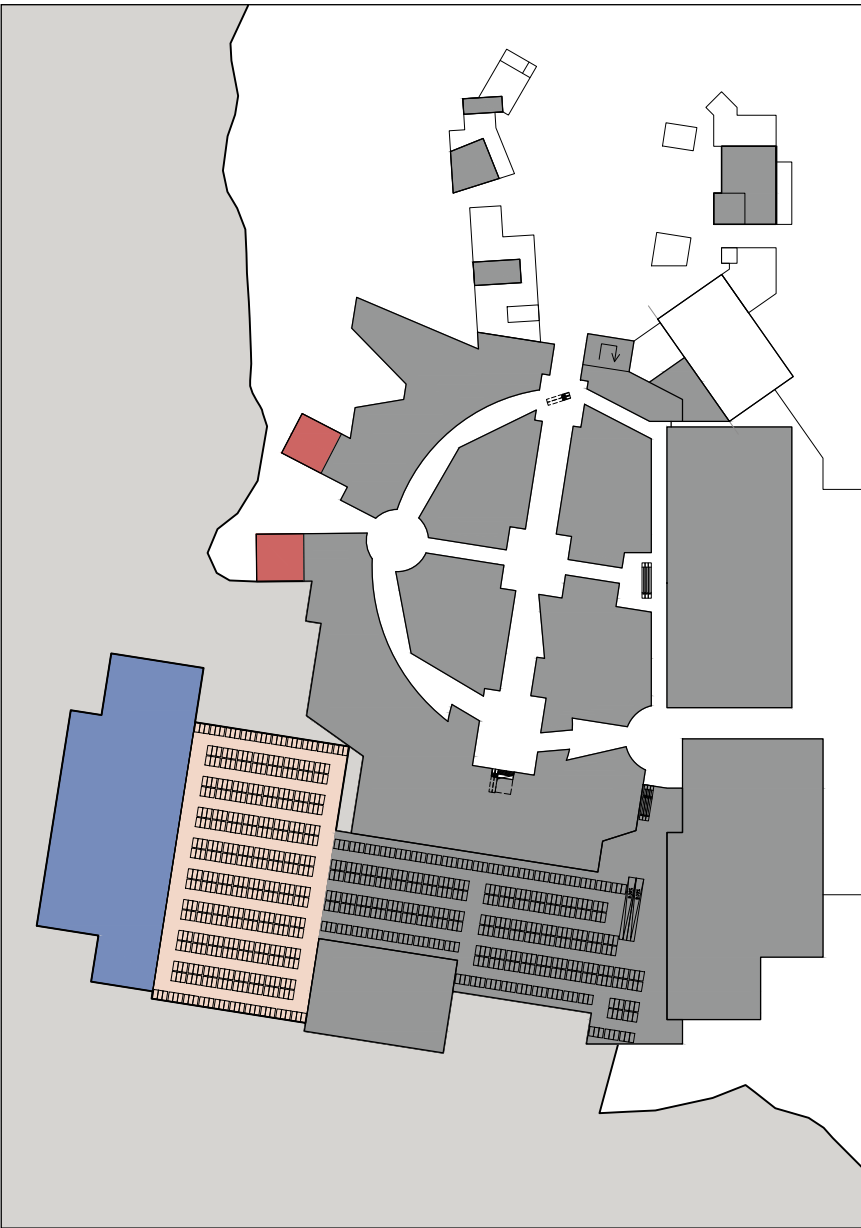


Level +1

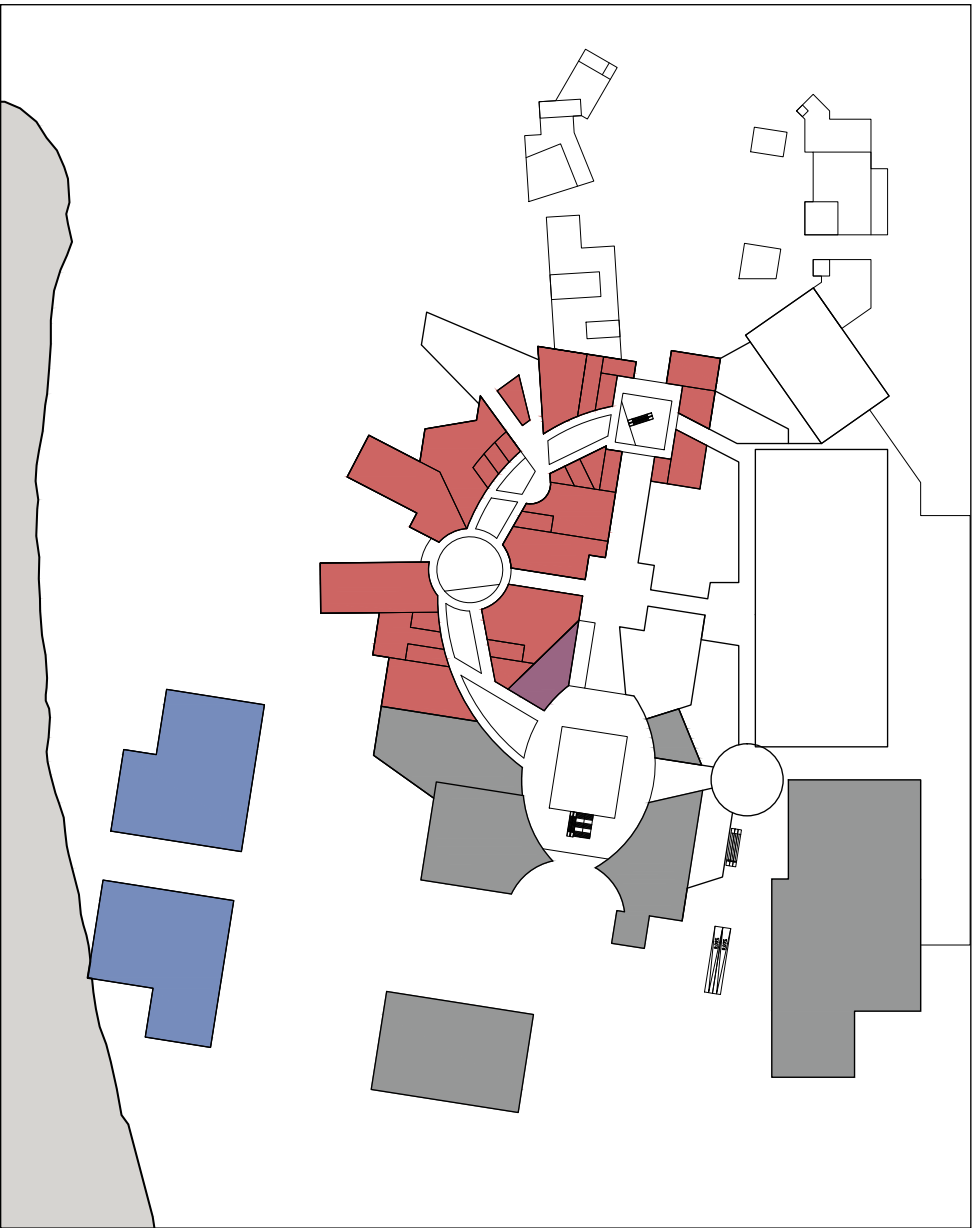
Phase 2



Level -1



Level 0



Level +1

ARCHITECTURAL IDEAS

As shown in all our references of the project we create; natural materials will be used, materials which preferably are found locally. Wooden pergola's, tent sails and canopy's are an integral aspect of the architecture. It creates comfort, intimacy and a guaranteed dry passage. With it shadows it also will create a lively picture.

The streets will feel as; exterior streets, with trees and water, paved with natural stone or bricks.

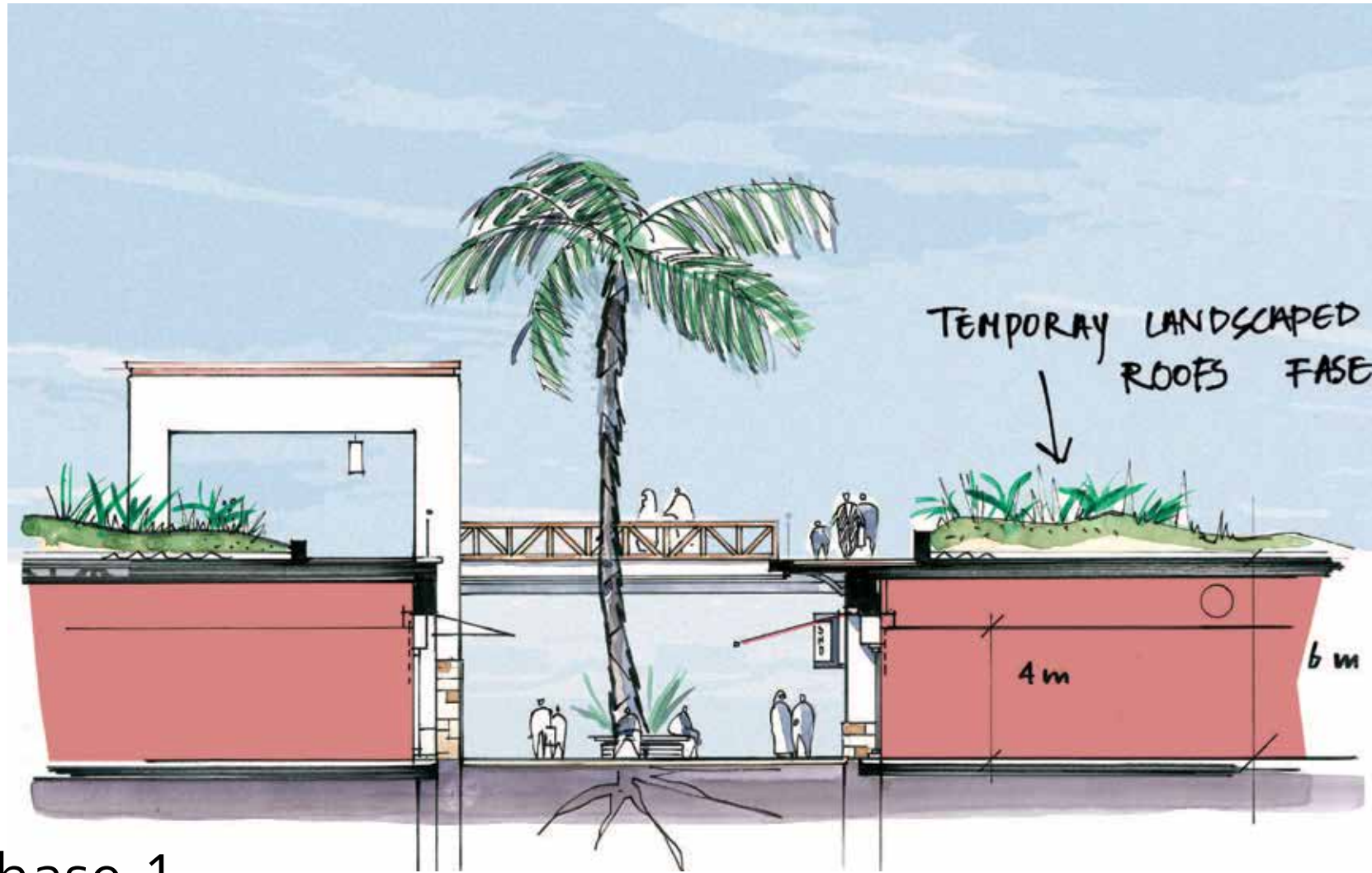
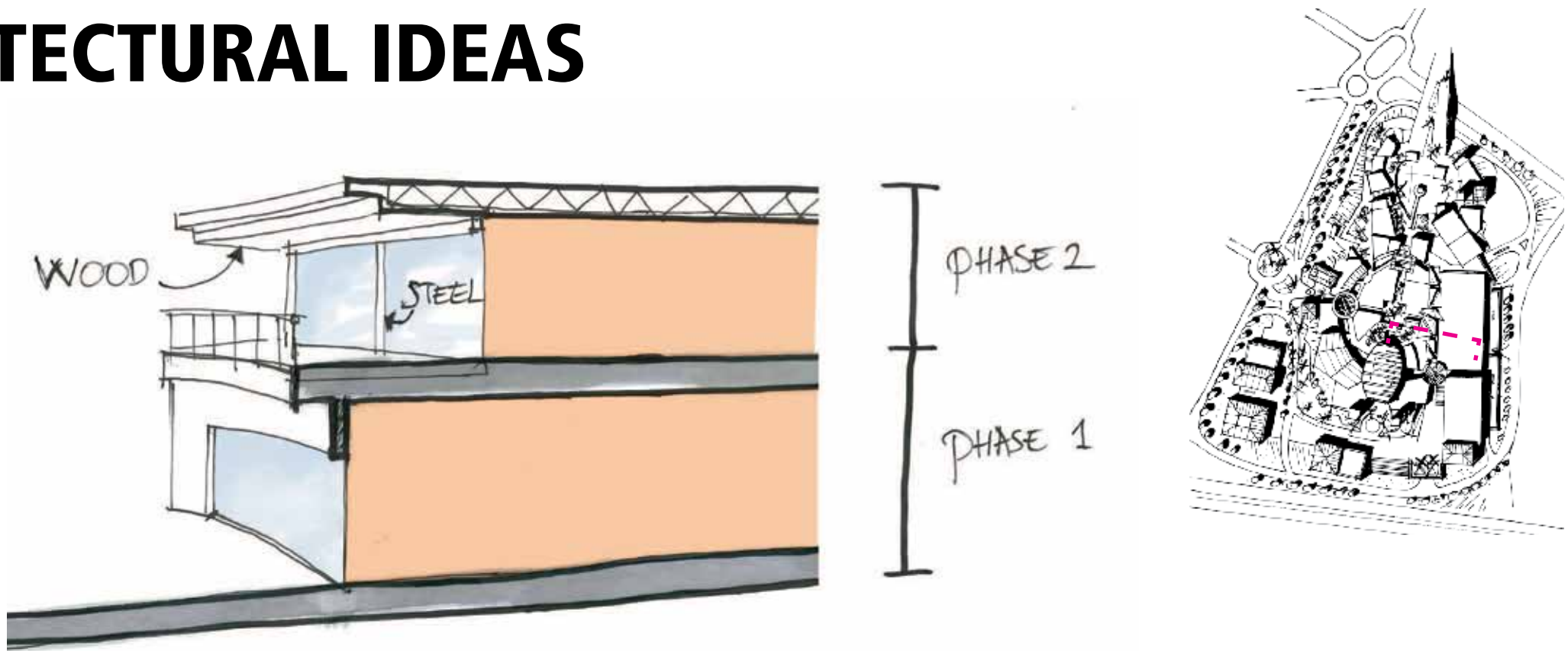
It will be a lively town not a shopping center!



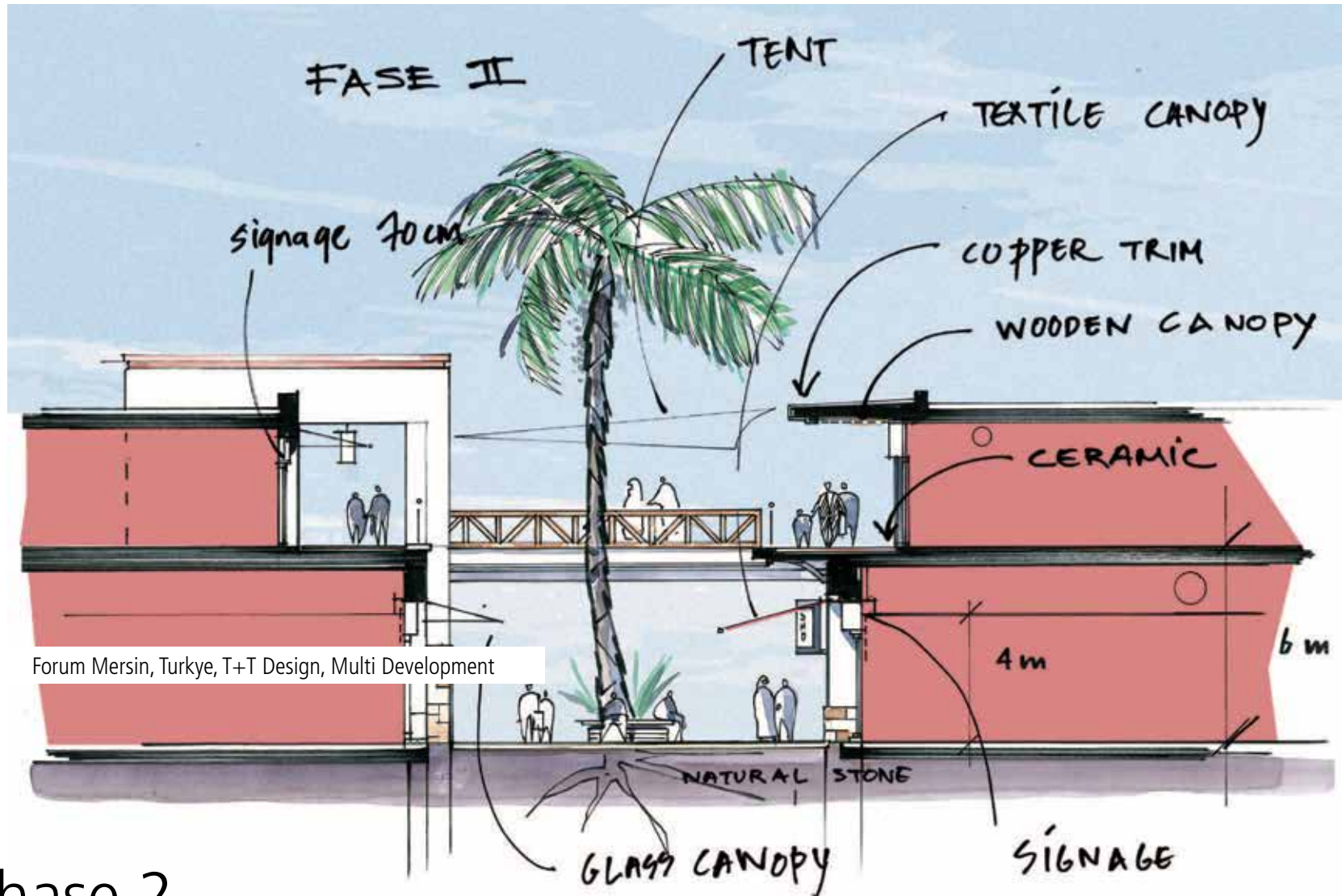
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ARCHITECTURAL IDEAS



Phase 1



Phase 2



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Espacio Mediterraneo, Cartagena, Spain T+T Design, Multi Development



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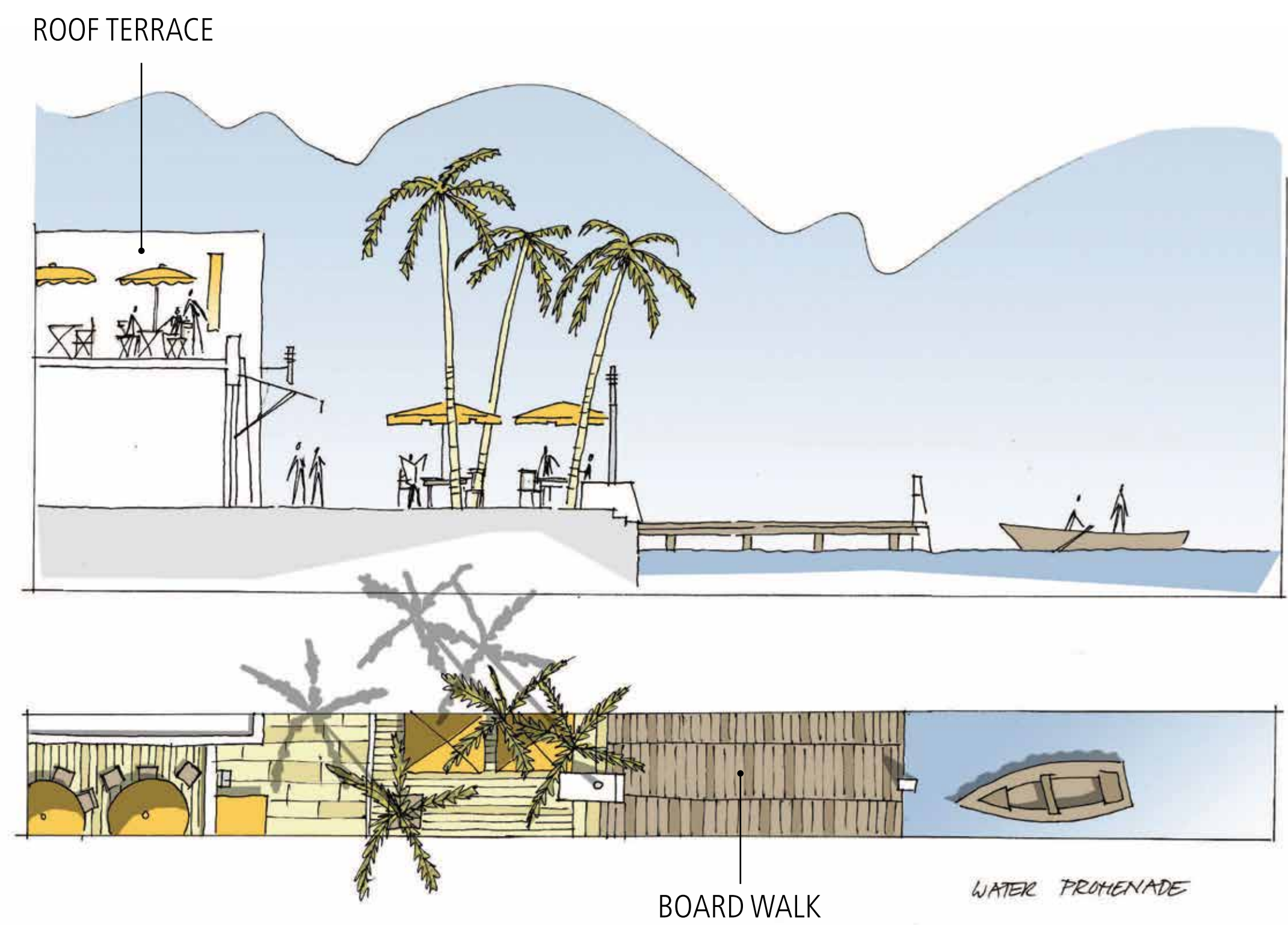
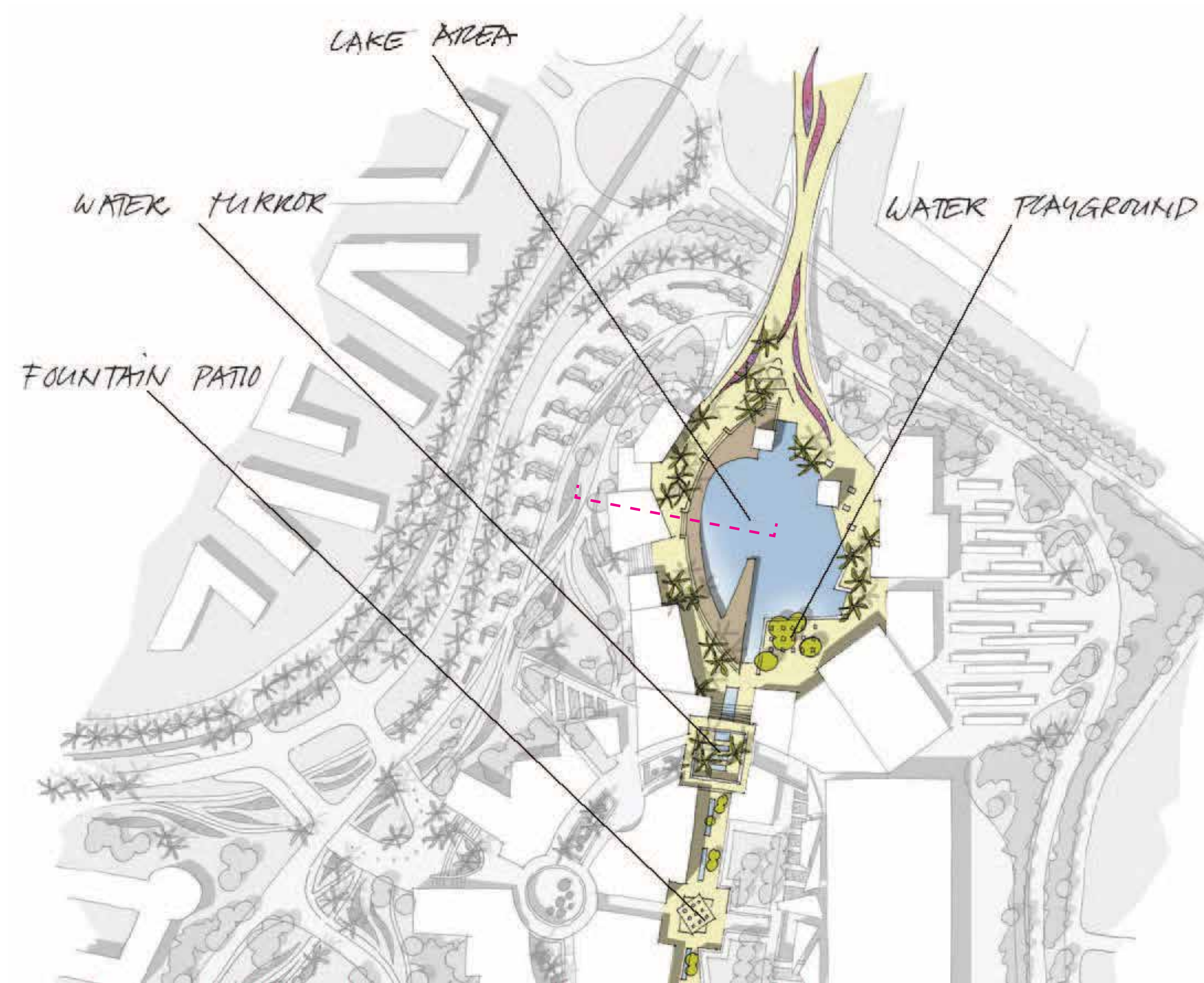
LANDSCAPE



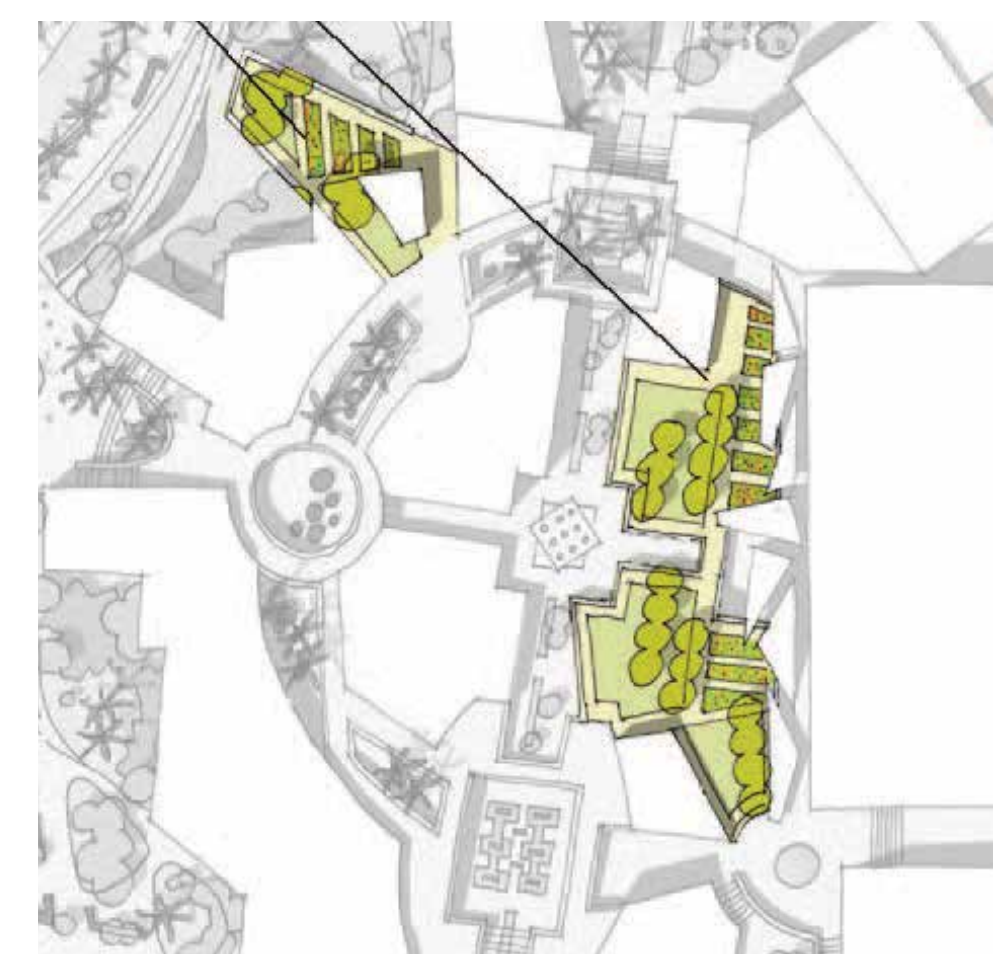
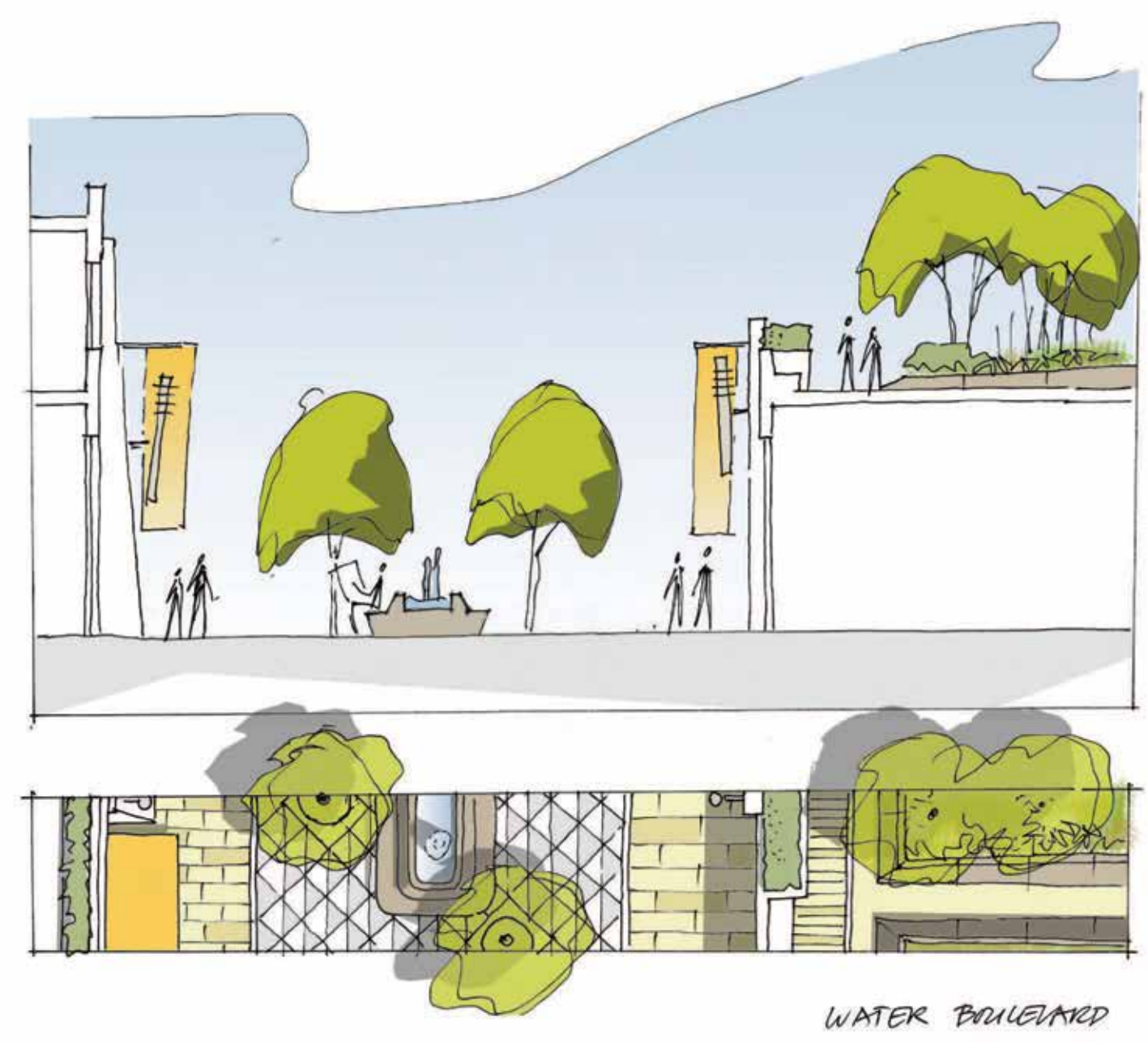
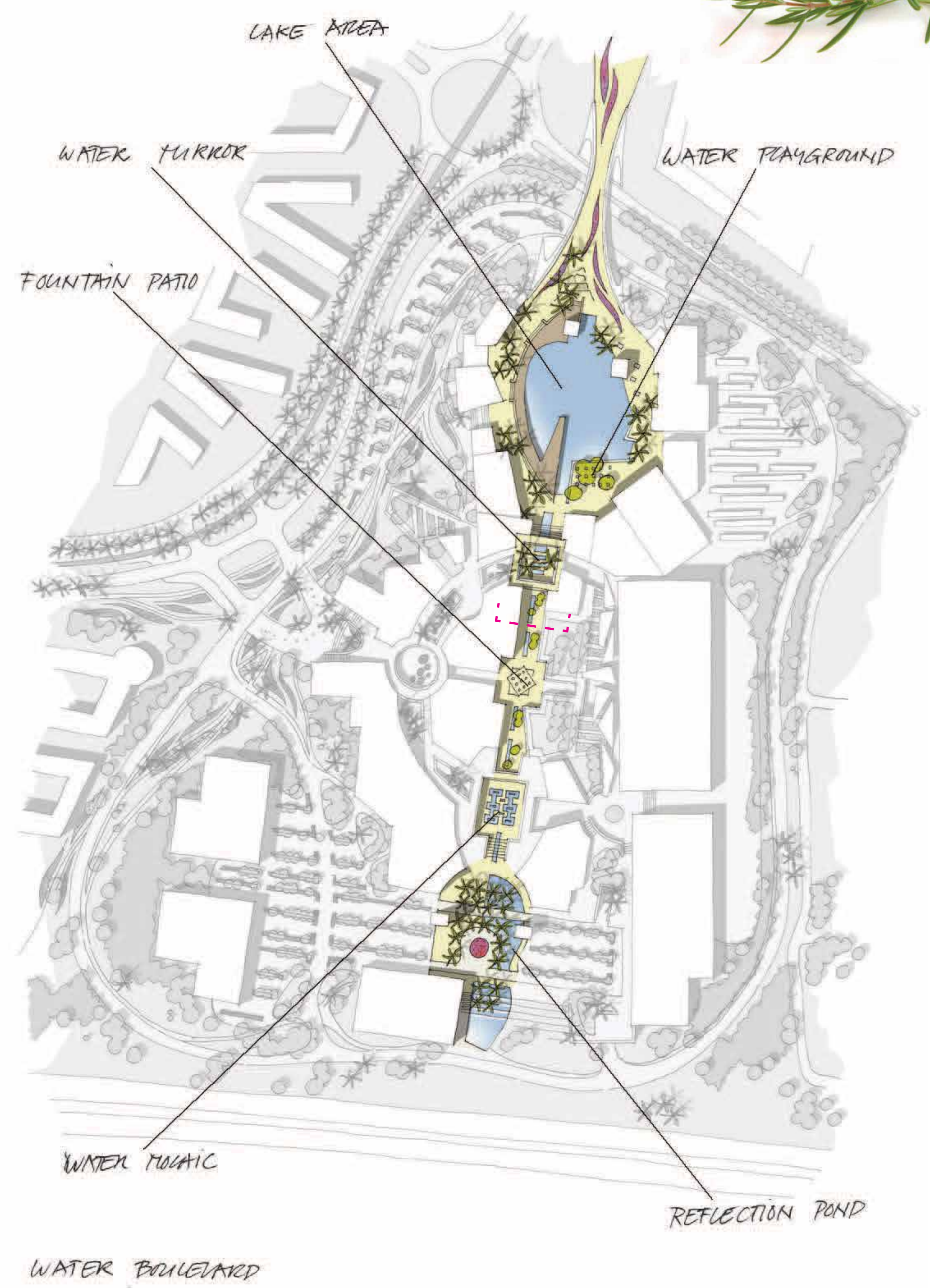
Forum Aveiro, Portugal, T+T Design, Multi Development, J. Bennema



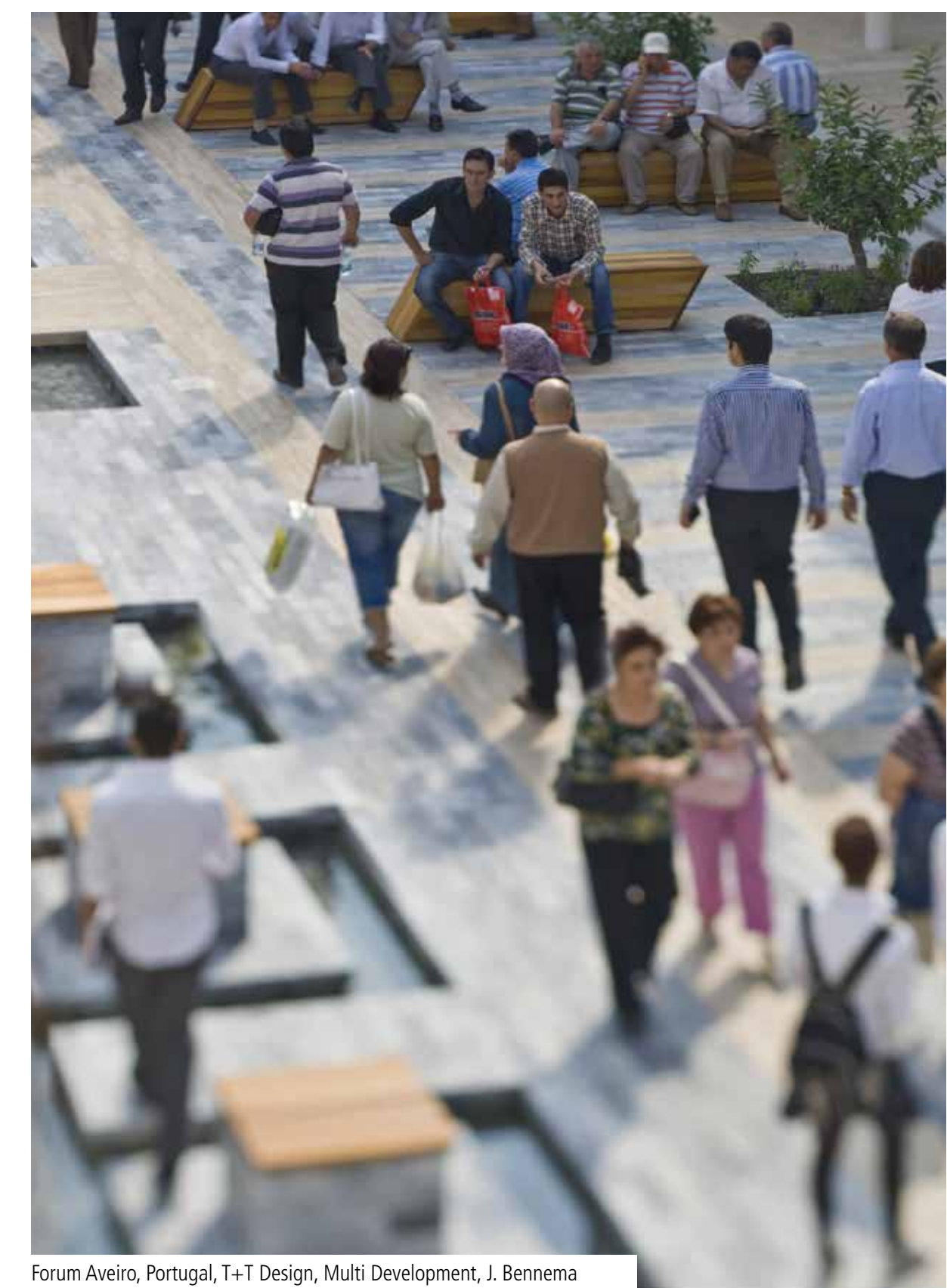
LANDSCAPE



LANDSCAPE

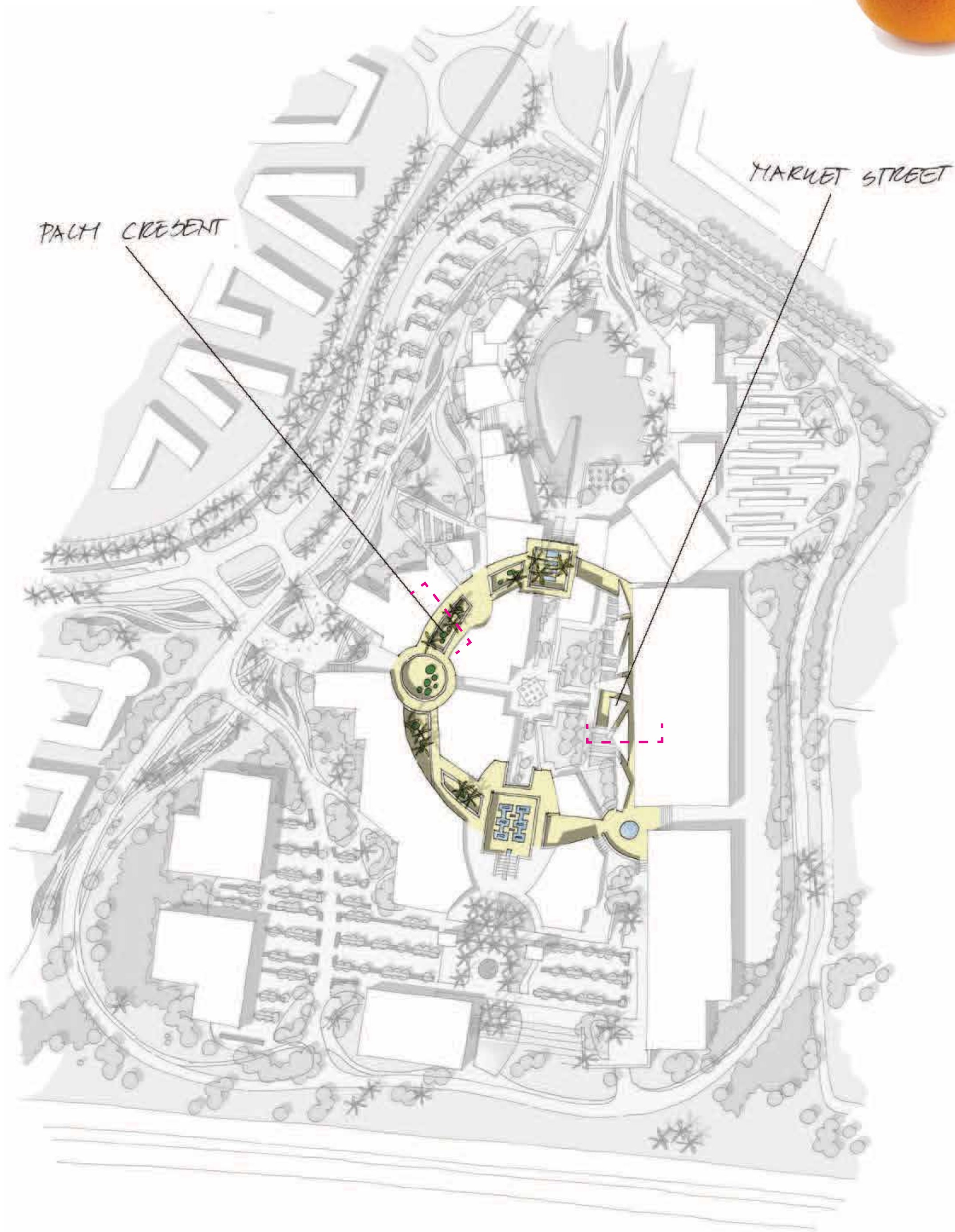


ROOF TERRACE
HERBS OF MAROC

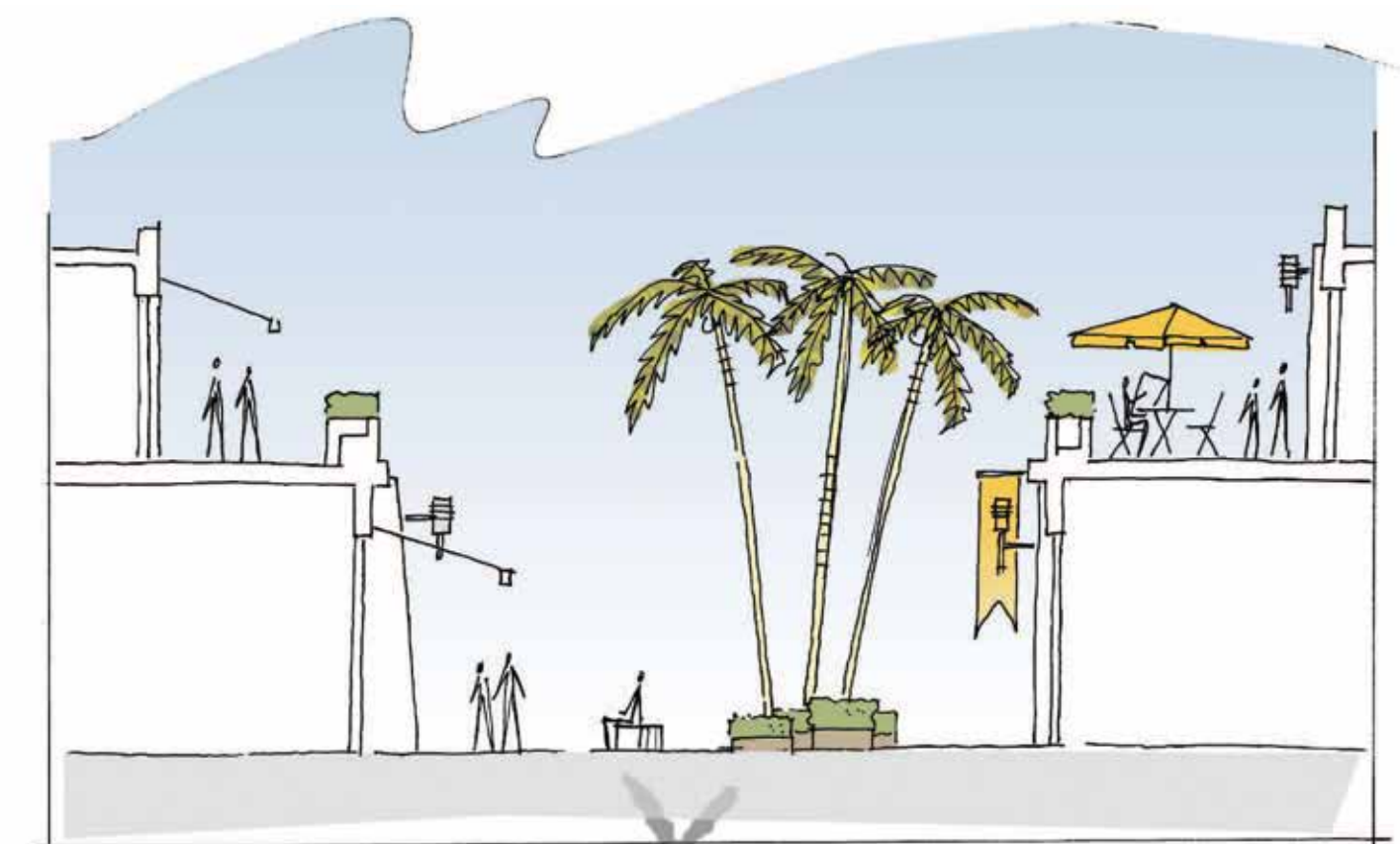


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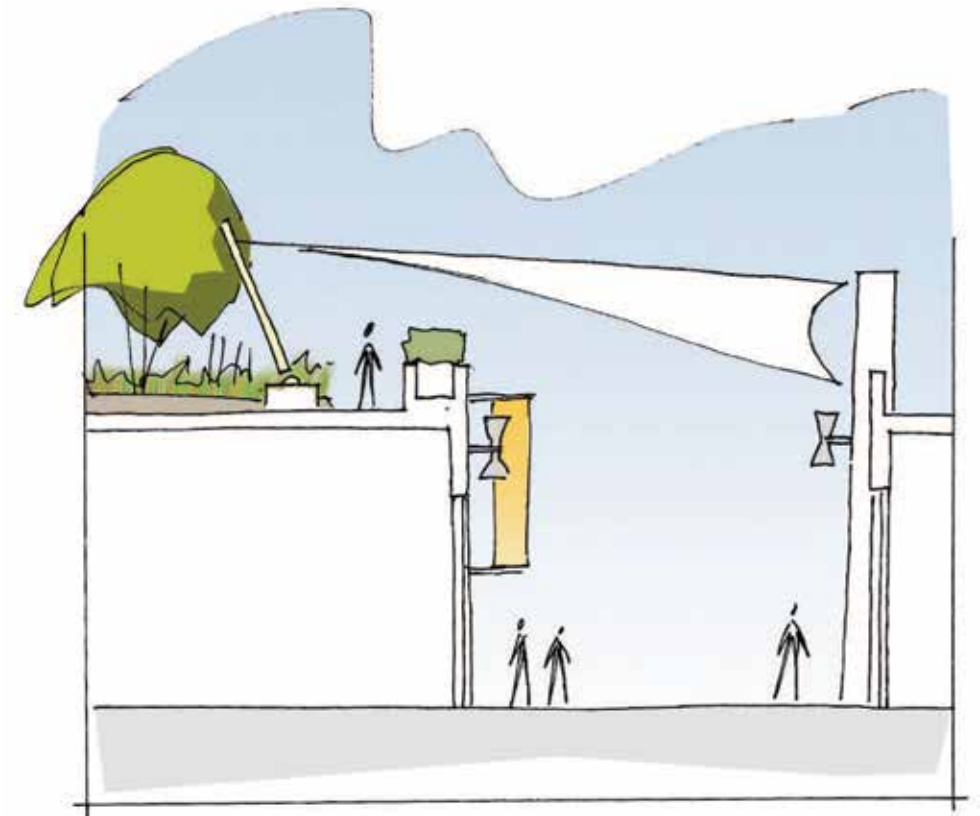
LANDSCAPE



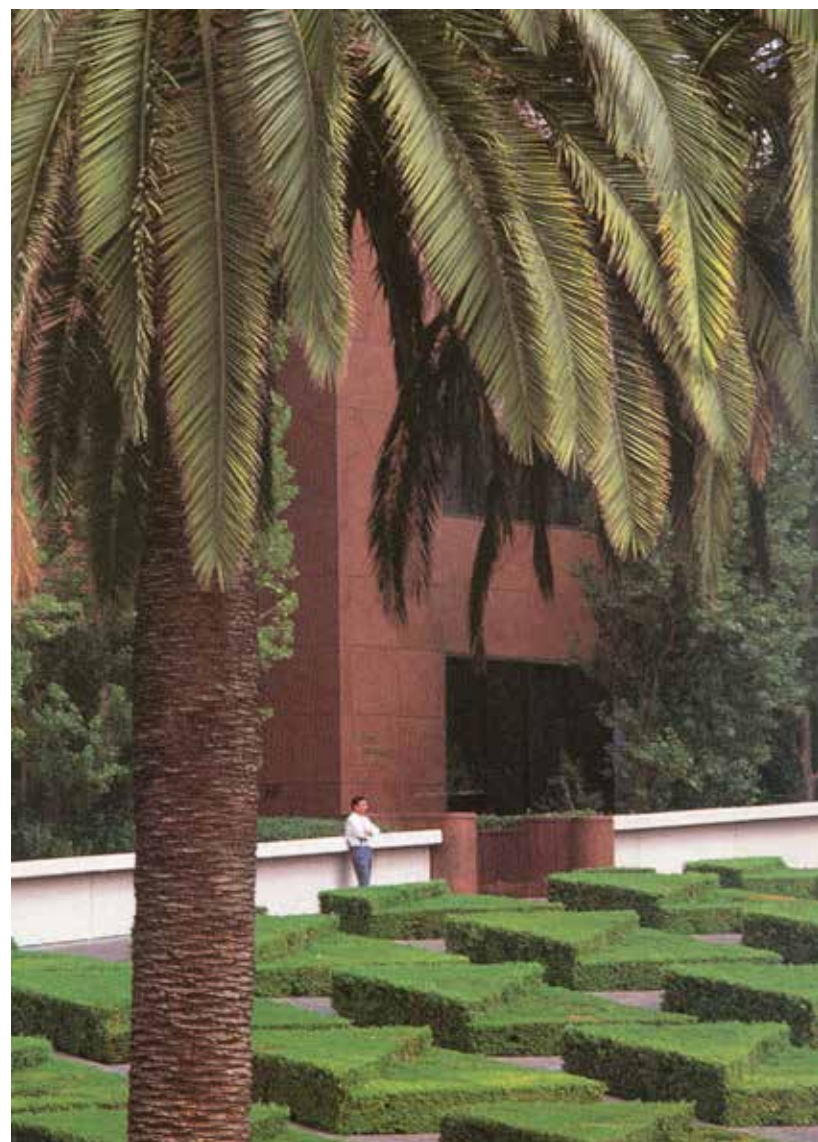
CENTRAL SHOPPING AREA



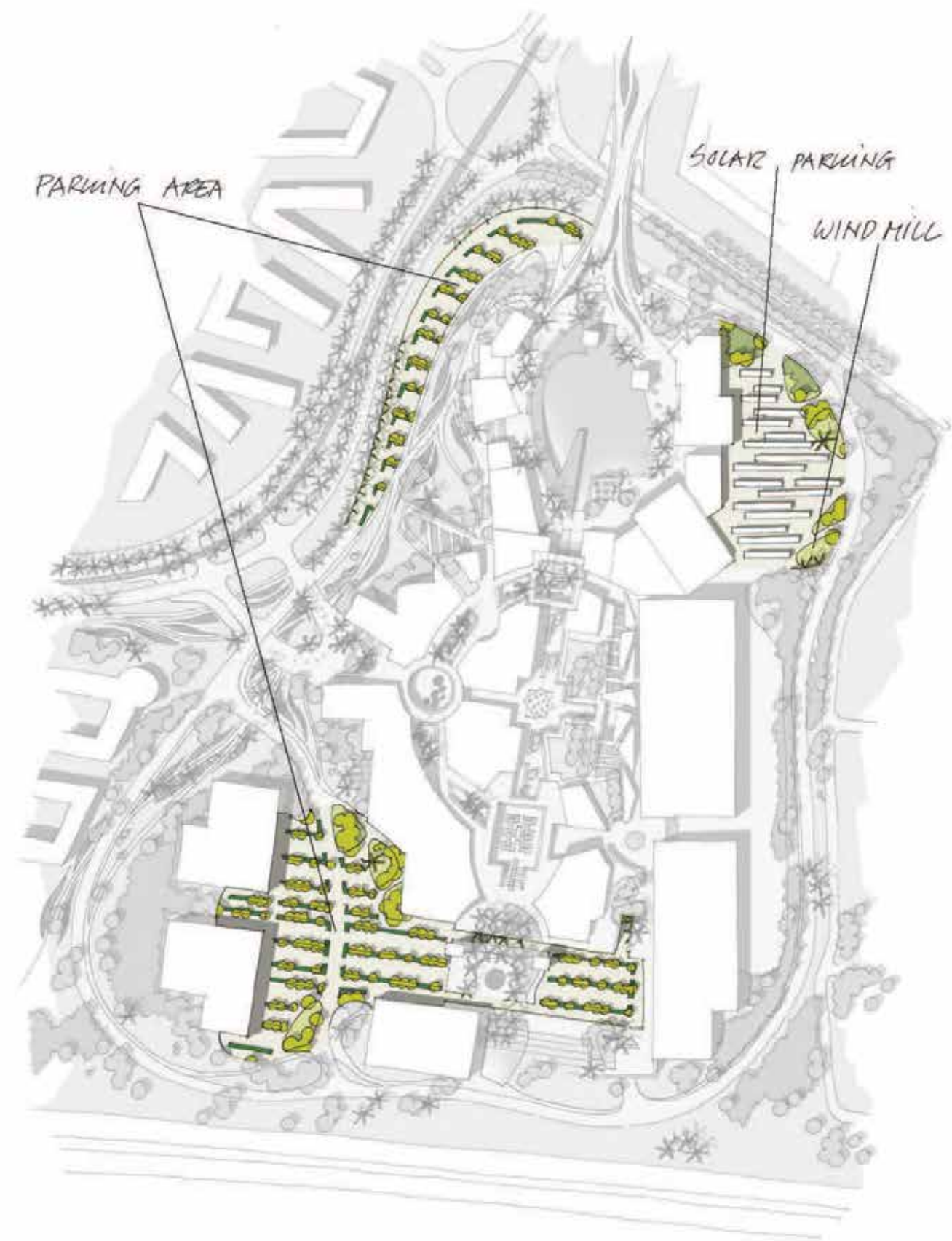
PALM CRESCENT



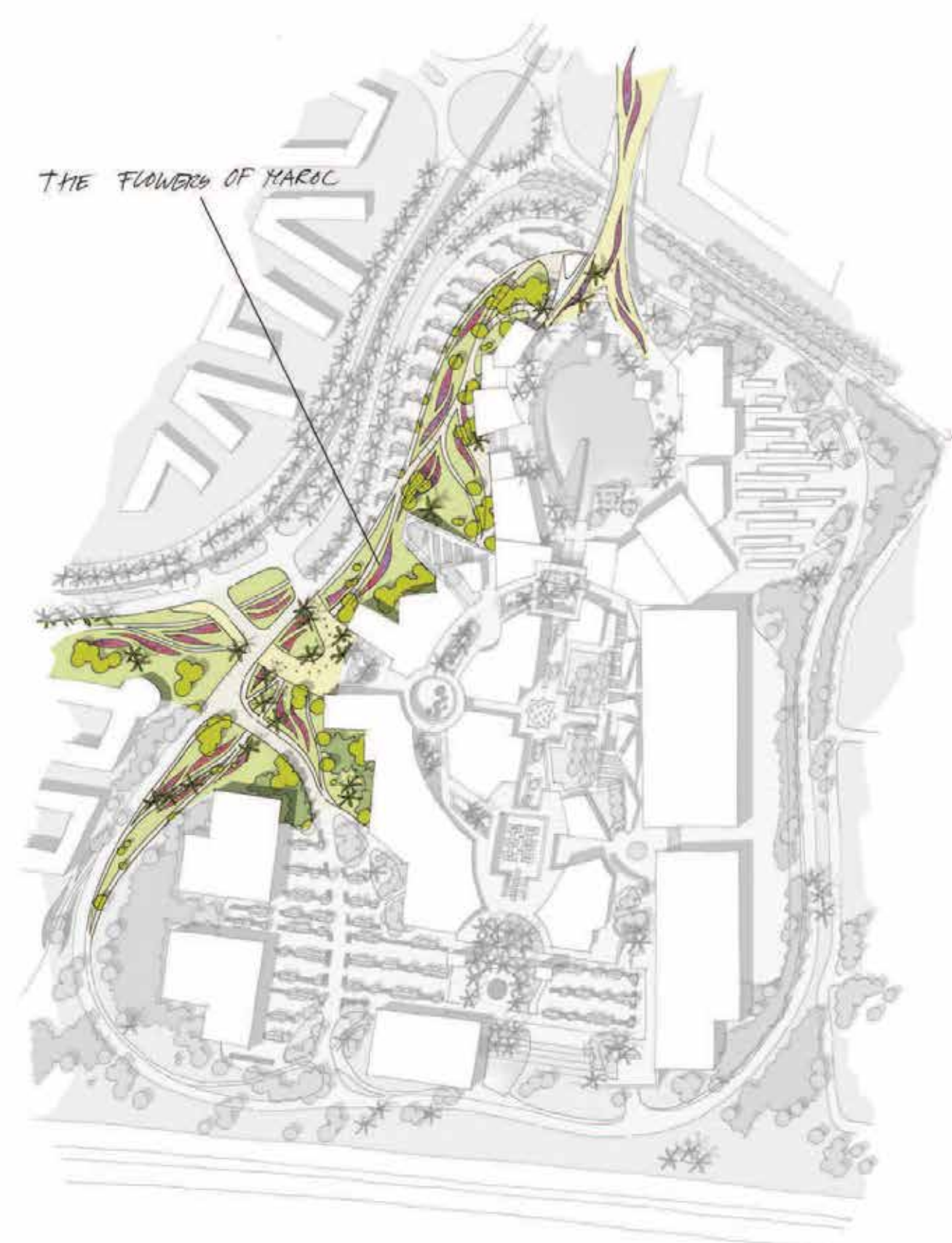
MARKET STREET



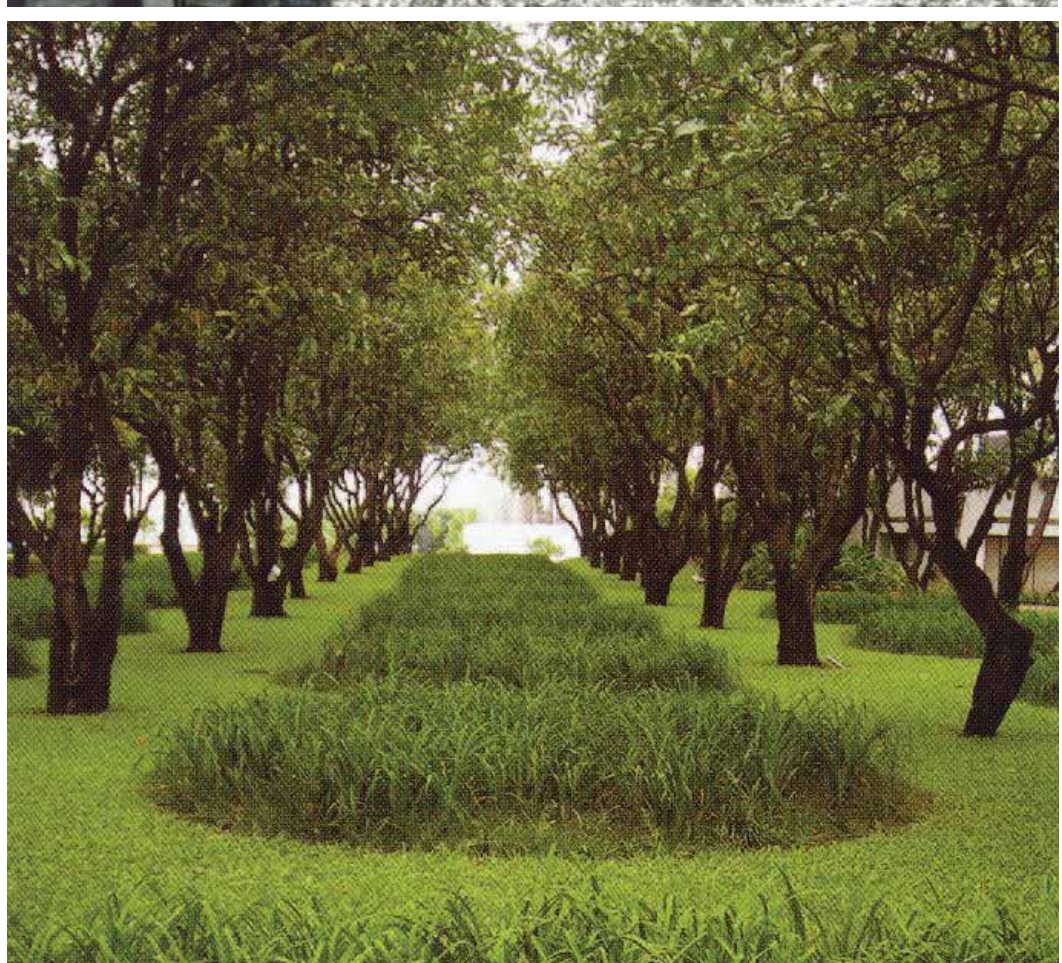
LANDSCAPE



PARKING



PARK AREA



SUSTAINABILITY

Sustainabel Green

Beside the ecological function the green areas also provide a possibility for the retention of water. Within the Zenata project water retention is considered one of the most important sustainability goals. This retention avoids the dry of the surrounding and guarantees optimal growing conditions for the planting.

In order to contribute to this important goal we also propose the use of retention crates in the green areas around and on the roofs of the shopping center. The crates make it possible to retain a maximum amount of water in or under the soil. This water can be used especially for the planting around the shopping center.



Solar Parking



Solar Parking



Water Retention Crates



Short Project Proposal:

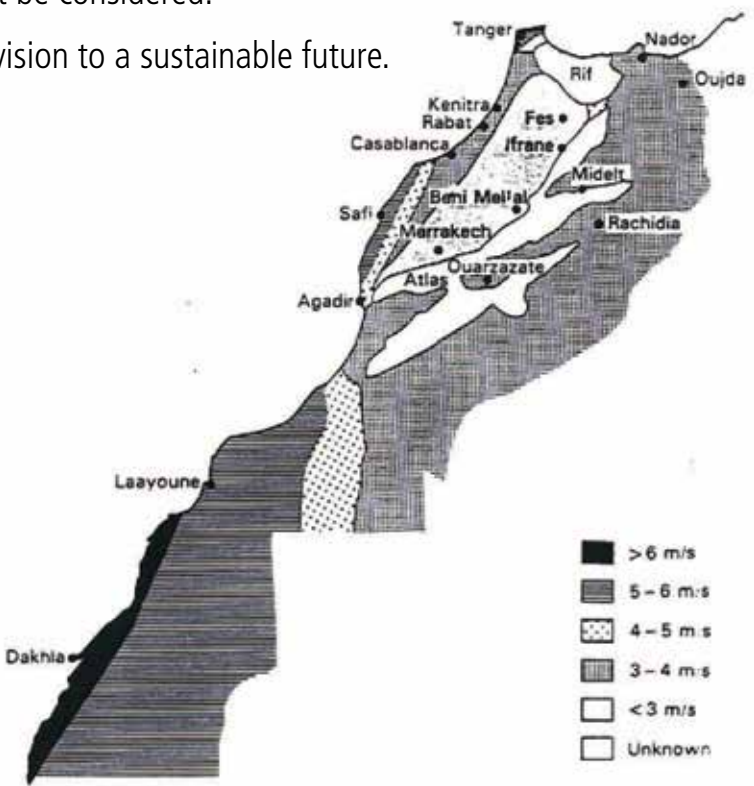
- miniPower is committed to fully support T+T design with its plans for wind energy in the Morocco project.
- We emphasize the exploitation of used turbines to be 'Double' sustainable (sustainable turbines for sustainable energy)
- The turbine we suggest for your location is the NEG Micon 92 (2,75MW).
- The location near Casablanca has average wind conditions, therefor a large turbine (2,75MW) can best be considered.
- The combination of wind energy, solar energy and water re-usage is one of the answers to Morocco's vision to a sustainable future.

Business model:

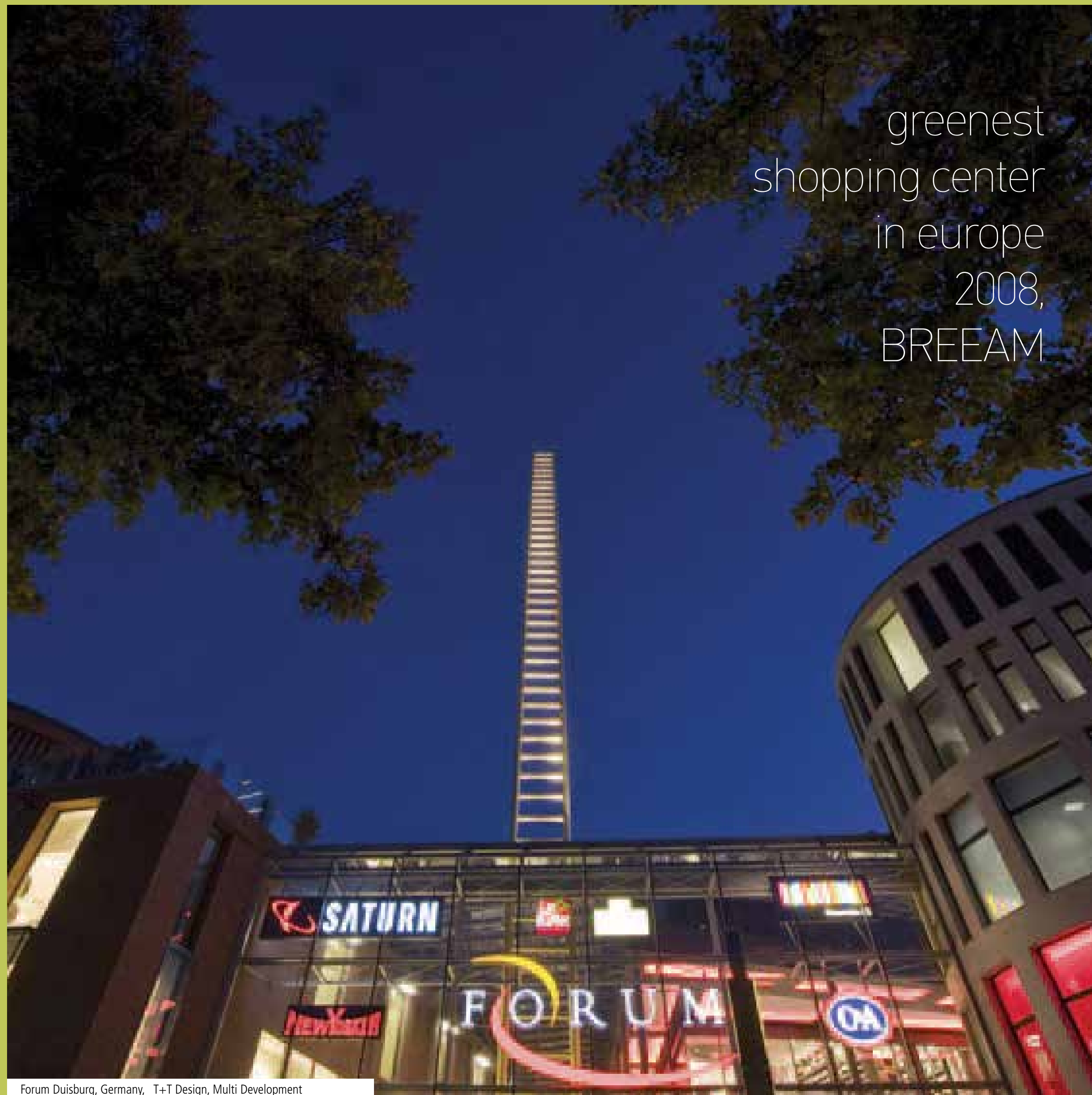
- It is our strategy to create local joint ventures with local partners from where we run the exploitation.
- The investment in the turbine and its installation is done by miniPower and its JV partner.
- The power is delivered to the shopping mall based on (a better than) competitive rate.

Alternative Business model:

- For this case a different business model can also be discussed.
- An initial investment in the turbine and its reallocation and installation is approx. 1,5-2Mio.



*“Best Real Estate & Multi Development
are committed to make Zenata Ecocity
a sustainable succes”*



greenest
shopping center
in europe
2008,
BREEAM

Forum Duisburg, Germany, T+T Design, Multi Development



Best Real Estate and Multi Corporation see sustainability as an inseparable part of its business. This involves making good, and better, environmental choices for the future. To create space instead of taking away space. It's about people and it's about quality.

Under our sustainability policy we look at project sustainability at both a micro and a macro level. At the micro level our aim is to apply technical knowledge of energy, materials, water, waste and other environmental aspects.

The international BREEAM standard is the basis for the design and development of projects and for managing developments it is the ISO 2001 standard.

At the macro level we focus on flexible design that can easily adapt to changing functions and on creating sustainable urban structures. Multi has many years of experience in this area. Since the early 90's we have been experimenting with environmental friendly applications in various fields. The first environmental features were applied almost 20 years ago in an office project in Amstelveen and the Nike Campus in Hilversum.

In that way a store of knowledge has been built of practical measures to drastically reduce energy consumption. Various forms of alternative energy are used in our projects.

Multi has strict requirements regarding the use of environmentally sustainable materials, water and waste management and the reduction of omissions. Multi has set out in its Sustainability Policy its guiding principles and core values in the field of sustainability.

Multi's developments have received numerous international awards (e.g. from FGH, NRW, ICSC, Mipim, Mapic, ULI) in the field of architecture and urban connectivity.

Some recent examples of sustainable developments are:

- Centrum Galerie Dresden, German, 52,000 m² retail, urban redevelopment in downtown Dresden (the first shopping center in Europe, that was awarded a BREEAM "Excellent" certificate)
- Forum Duisburg, 57,000 m² of retail space at 4 levels including Karstadt department store and rooftop garden in downtown Duisburg (awarded a BREEAM "Very Good" certificate, ICSC Award)
- La Vache Noire, 51,500 m² shopping mall with roofpark in redevelopment area in Paris,
- Victoria Square, 75,000 m² urban redevelopment in Belfast (Mapic Award "Best Urban Connectivity", BCSC Gold Award)
- Entre Deux, 12,000 m² of shops and dwellings in the center of Maastricht (AIA, MIPIM, ICSC award)
- Antwerp City Festival Hall, 20,500 m², redevelopment of historic ballroom into shopping center (ULI Award for Excellence)



Centrum Galerie, Dresden, T+T Design, Multi Development



La Vache Noire, Paris, T+T Design, Multi Development, J. Bennema

FORUM



ZENATA



Development

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1495-000 Algés
Portugal



Development

Best Real Estate Gestion

92 boulevard d'Anfa,
Casablanca 20.000
Morocco



Concept:

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