

القصرية
AL QAISARIYAH

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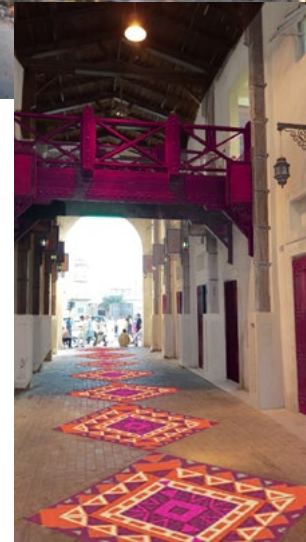
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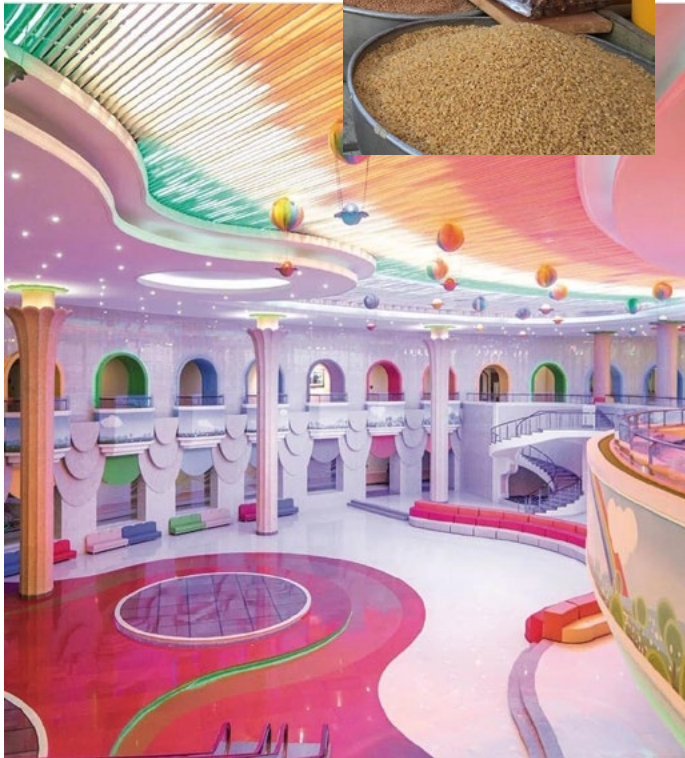
VISION

KEY FOCUS POINTS:

- Transporting Al-Qaisariah Souk into Vision 2030 by introducing modern design aesthetics and interactive media, while sustaining its history and cultural landmark status. This is part of the bigger goal to put it on the map of must-visit cultural destinations in the Kingdom and the whole region.
- Pumping life into the old Souk by completely renovating the existing structures, while introducing new colors and designs.
- Organizing the layout and display of shops by creating harmony with cohesive elements that are common for all, while focusing on functionality, practicality and the showcasing needs of shop owners.
- Appealing to a new generation of shoppers by creating a social media-friendly environment filled with photo opportunities, and providing entertaining and interactive platforms.
- Highlighting the rarity and craftsmanships of the shop owners by making the Souk the premium go-to destination for traditional crafts and hand-made goods.



COLOR SCHEME



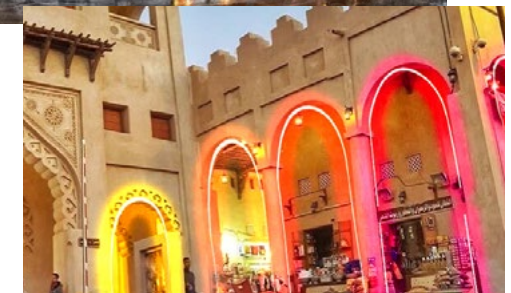
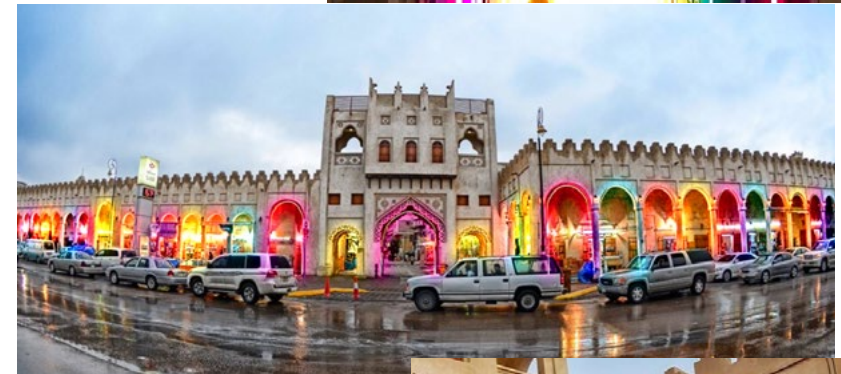
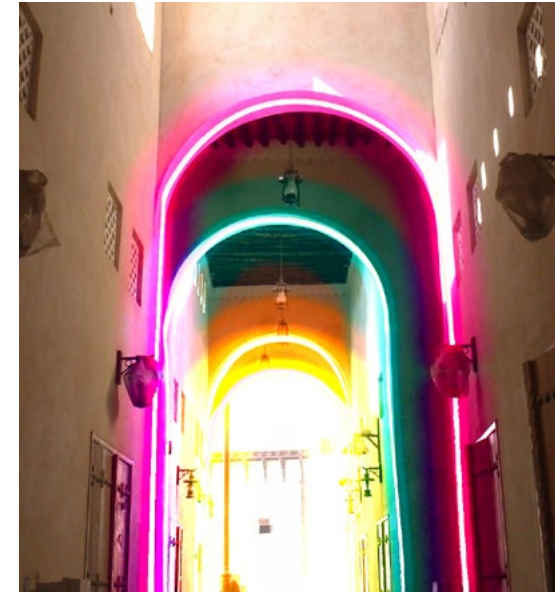
- Main Colors: **MAGENTA / RED / TANGERINE** and **WHITE**
- Inspired by the colors used in **Traditional Tapestry of Al Ahsa**
- Inspired by the colors of **Spices** found in the market
- These colors aim to give **vibrancy** and **life** to the space, and contrast well against the white walls
- This color scheme will be applied to everything from **Logo** and **Identity** to **Doors, Windows** and **Lighting**



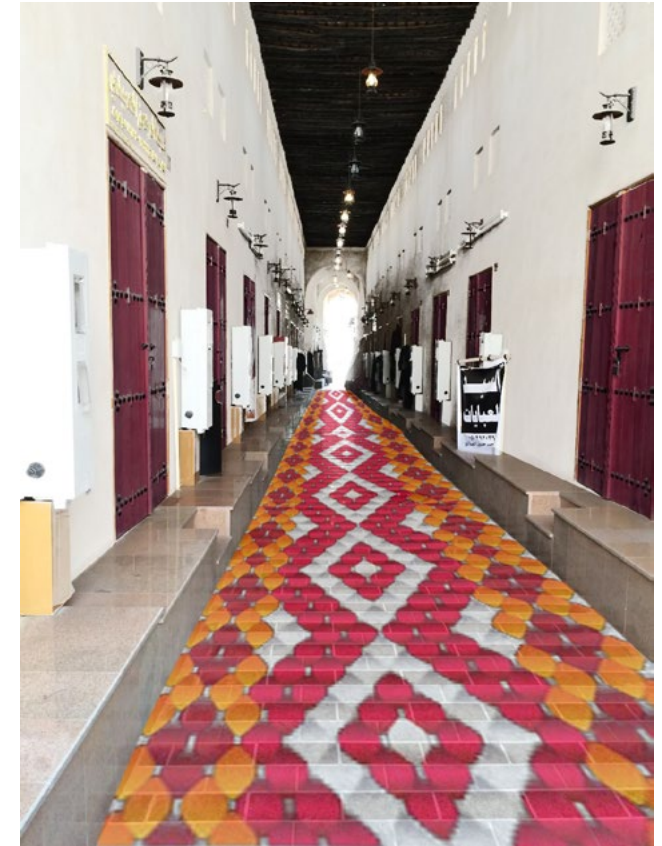
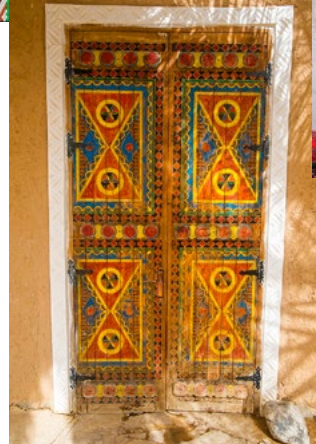
LIGHTING



- By changing the lighting alone, shoppers will instantly feel the transformation in the whole souk.
- **Neon LED** strips to outline the hallway arcs.
- These strips are selected according to the color scheme, which reflects nicely on white walls.
- It is a current trend that is used internationally in shops, window displays, streets, restaurants...
- It will serve as a major Instagrammable feature.

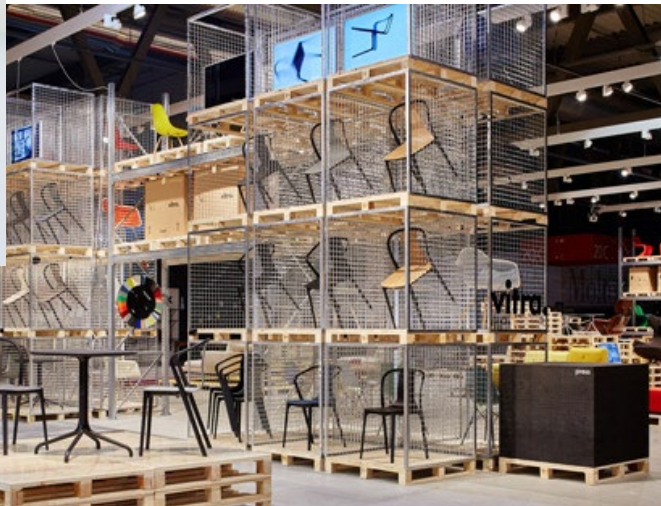


FLOORING



- Flooring is another feature that can be transformed
- Inspired by the **Geometric Patterns** of traditional tapestry and **Sadu textiles** that the Eastern Province is famous for
- These patterns will be applied to the flooring in the main market hallways, either in painting the existing tiles to look like mosaic, or printing on floor vinyl
- This mosaic-like feature would also serve as an art piece that all the visitors would like to photograph, and at the same time, it pays homage to the culture

DISPLAY



- The aim is to organize the display of all shop facades in the market and make it more appealing for shoppers.
- We took into consideration all the goods that are found in the market, and tried to find common display elements for all.
- We found 2 Elements that work for all:
 - **Wooden Palettes/ Crates**
 - **Grid Mesh**
- Qualities:
 - Durable, Portable and Transformable.
 - Cost- Efficient (as opposed to glass or plexi display).
 - DIY and can be easily customized.
 - Found in international street markets with modern designs



- Both elements have wheels which makes it easier for shop owners to bring them inside the shop during closing hours.
- Each shop will be given the same number of Wooden Crates and Mesh Grid to display their merchandise.
- All shop owners must abide by the same display rules to create a harmonious display feel in the market.



SIGNANGE



OLD

- The new Signange aims to look modern and readable by all visitors.
- **LED Lightboxes** to replace old sign plates.
- All signs must be written in both **Arabic** and **English** to attract international visitors.
- Shop to be organized into color areas or patterns so that they would be easily found on the map.



NEW

3D LIGHT PROJECTIONS



- The main entrance is the centerpiece and main attraction of the souk. It is also the first image that pops out on Google when you type «Al Ahsa» or «Al Qaisariah».
- We need to highlight this iconic structure by making it the site of interactive visual installations and digital shows.
- Creating an immersive digital experience with 3D light projections of different tableaux showcasing the history of the area.
- These reflective displays on the Al Qaisariah gate aim to attract visitors from all generations every night.
- Dubai has the Burj Khalifa fountain, Tokyo has the Digital Light Museum ... Al Ahsa has now the Al Qaisariah Gate 3D-Show.