



dnata

DNATA'S HUB

DESIGNED BY:

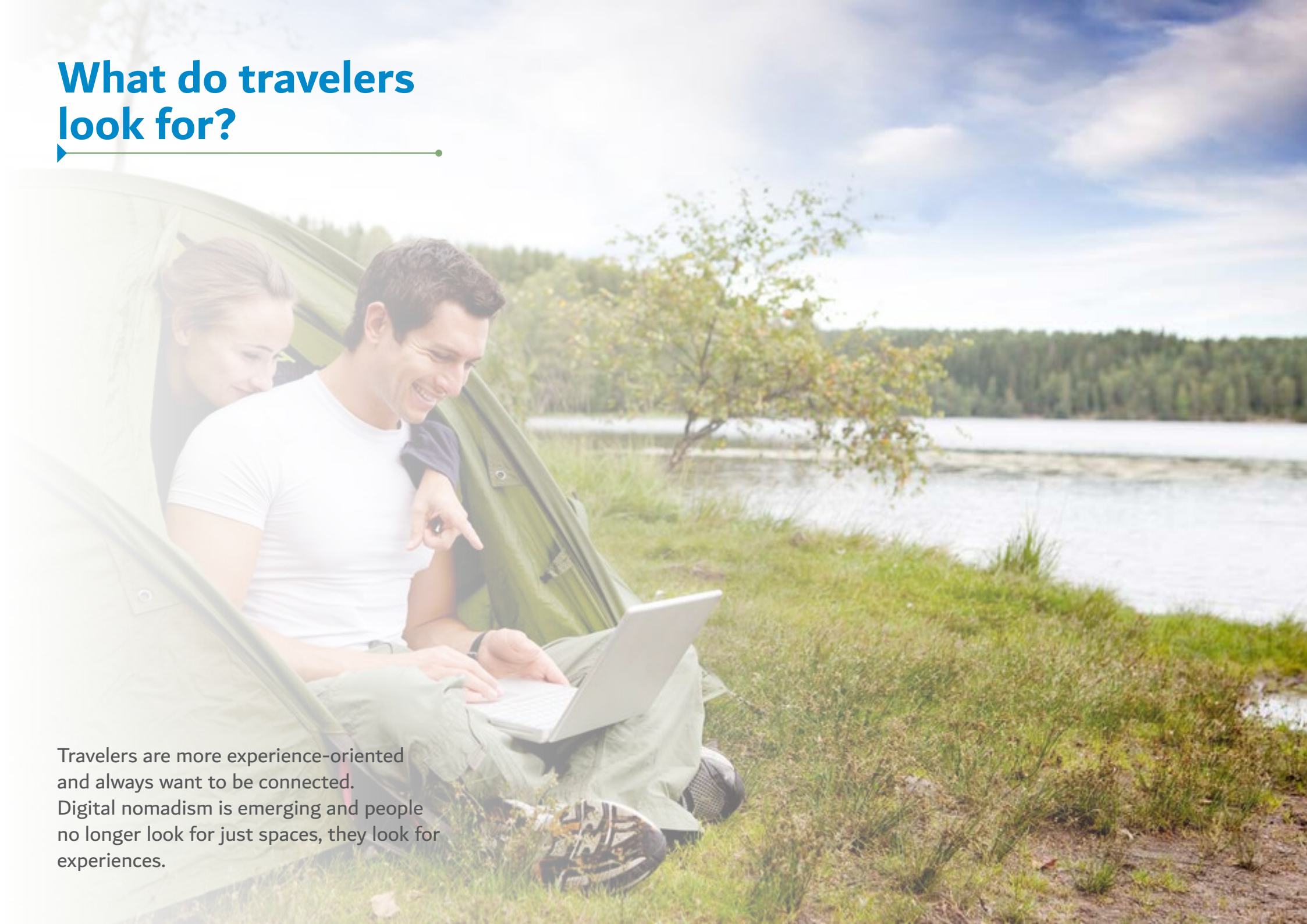


RASHA AL-TEKREETI



CONCEPT DESIGN OF THE YEAR

What do travelers look for?



Travelers are more experience-oriented and always want to be connected. Digital nomadism is emerging and people no longer look for just spaces, they look for experiences.

Is Dubai working on meeting these market needs?

What happens after 2020?

The hospitality market hinges on the success of Expo 2020. “Further declines are expected before the hotel market recovers on the back of strong visitor arrivals growth associated with Expo 2020,” What is the strategy of attracting tourists and visitors after 2020?

Dubai has set itself a target of attracting 25 million visitors by 2025. ‘It is unclear if it will be able to reach that target’

And this is a big problem because tourism makes up 20% of the UAE’s total economy in 2019 and oil is not going to last forever.



HOSPITALITY

CURRENT ISSUES

The lack of interaction between locals and tourists.

UAE nationals are very friendly and hospitable; tourists, however, struggle to connect with them due to many reasons. First, they are not the majority in the country, and second, maybe they do not know how to reach them.

Dubai and the UAE started paying more attention to this by working on its heritage places and marketing them so tourists start visiting and interact with locals.

This is still emerging and it needs a more disruptive move to connect the tourists with both locals and residents.



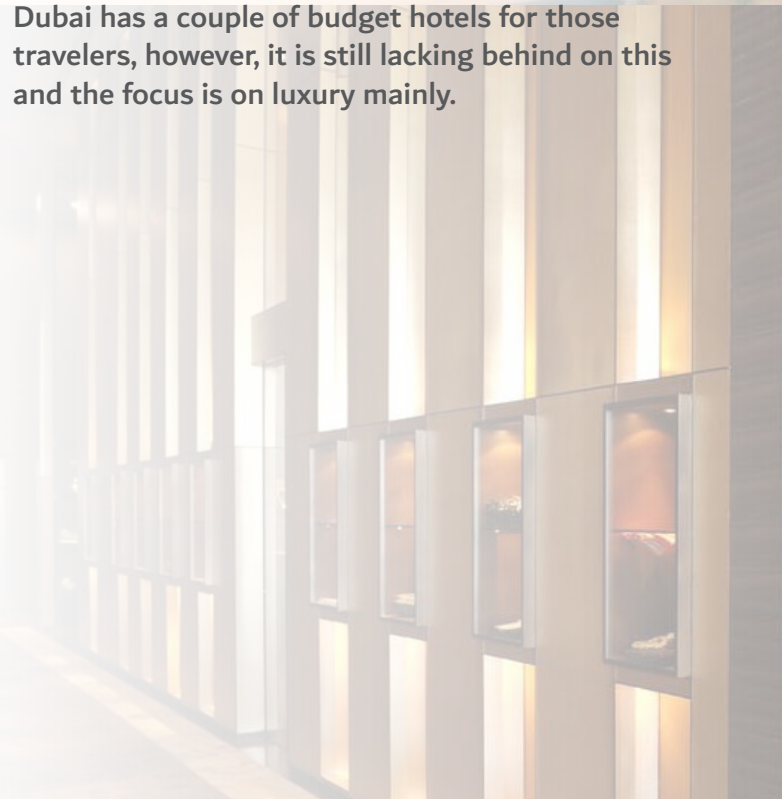
HOSPITALITY

CURRENT OFFERINGS

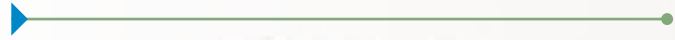
Dubai is known for its high-end hotels and resorts with luxurious offerings. Travelers are more experience-oriented than hotel stay oriented; they look to interact with locals, learn about the culture and history of the places they visit, try traditional food, and build memories.

Travelers are changing to become more 'nomad' day after day, they are always in the move, need to always be connected and look for simpler accommodation options that offer a more nomad and interactive experience.

Dubai has a couple of budget hotels for those travelers, however, it is still lacking behind on this and the focus is on luxury mainly.



Tracing back to the origins of hospitality and travel in the region

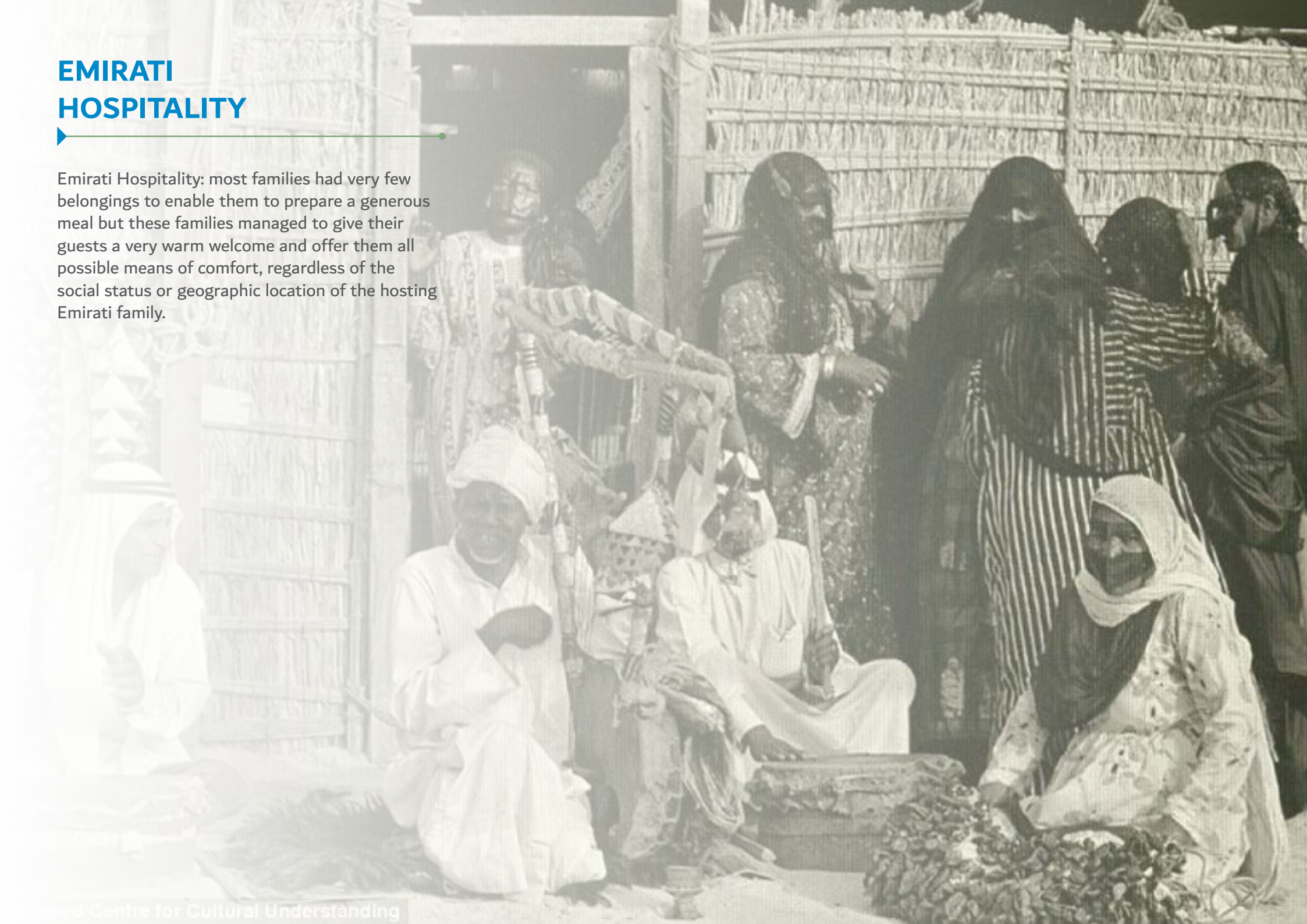


The Bedouin or Bedu are nomadic Arabs who have historically inhabited the desert regions in the Arabian Peninsula



EMIRATI HOSPITALITY

Emirati Hospitality: most families had very few belongings to enable them to prepare a generous meal but these families managed to give their guests a very warm welcome and offer them all possible means of comfort, regardless of the social status or geographic location of the hosting Emirati family.



WHY DNATA?

Being the main airport services provider in Dubai requires them to start thinking about the future and start utilizing their huge database and position in the market which would benefit Dubai community by maximizing knowledge and network exchange.



DNATA'S JOURNEY

1959



1979



1999



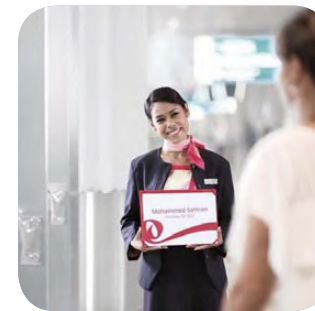
2019



1969



1989



2009



The name originates as an acronym for 'Dubai National Air Travel Association' an Emirati airport services provider

Dnata evolved from a small, localized ticketing business in Dubai, into a combined air services provider with a global footprint having 14,000 employees in 84 countries.

SERVICES & OPERATIONS

GROUND HANDLING

Ramp Services
Passenger Services
Load Control / Flight
Operations
Airport Lounges
Meet and Greet
Private Aviation



CARGO

Cargo Handling
Cargo Web Portal
Freight Forwarding
GSSA Services
Road Feeder



FLIGHT CATERING

Inflight Catering
Inflight Retail
VIP Catering
Airport Food and
Beverage



TRAVEL

Leisure, sports and
active holidays
Hotels' sales and
marketing services
Special services
for customers in
government, offshore
and marine



DNATA TRAVEL



This department includes:

Holidays

Hotels

Flights

Cruise

Travel Essentials

Dnata's Slogan is

The experience you're looking for

DNATA TRAVEL

This department includes:

Holidays

Hotels

Flights

Cruise

Travel Essentials

Dnata's Slogan is

The experience you're looking for

But this is how they appear...



VISION

“To be the world’s most admired air services provider”



SWOT ANALYSIS

STRENGTHS

Political power
Reputation
Existing systems
Massive network and service offering
Skilled Staff
Willingness to invest in the future

WEAKNESSES

Not adapting too wild to technology
Focused on mid to high-end travelers
Lack of marketing
Poor online presence
Resource limitation at a specific market
Resistance to change

Borden services for the local market and travelers
Expand on the available market
Available technology
Global market dependent

Emerging new companies
Changing Regularity policies
Not adapting too fast to technology
Not appealing to new generations
The rise of new 'trendy' travel platforms

OPPORTUNITIES

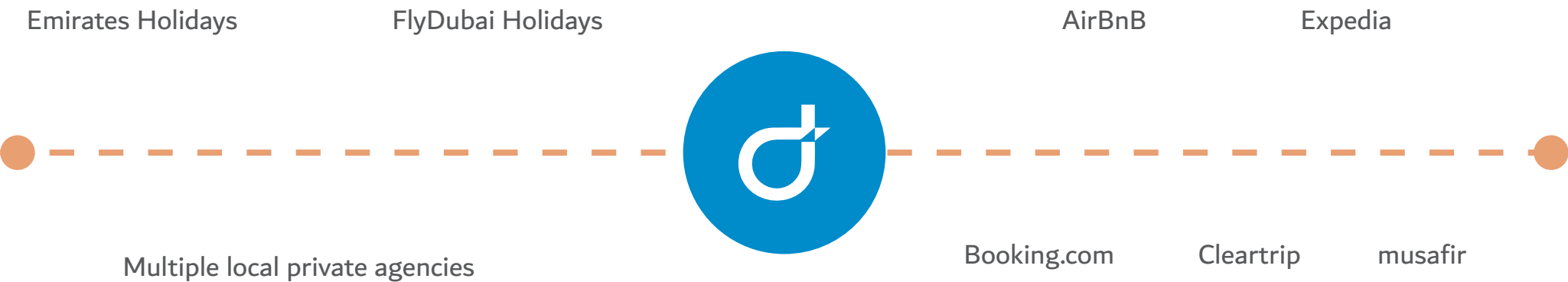
THREATS

COMPETITOR BENCHMARKING



LOCAL AGENCIES

ONLINE PLATFORM



Dnata Travel managed to beat most of the local travel agencies and acquired some.

Competition is mainly online and this had more demand than the traditional travel agencies.

CHANGE DRIVERS

Repositioning
Dnata in the
Global travel market

Serving one of the
busiest airports in
the world – Dubai Airport
requires them to start
changing

FOR DNATA

To follow dnata's
Innovation DNA to a
Human centric
innovation

To be ahead of
the curve and
work towards the
ever-evolving
market

Lack of exposure to
historical/cultural
locations

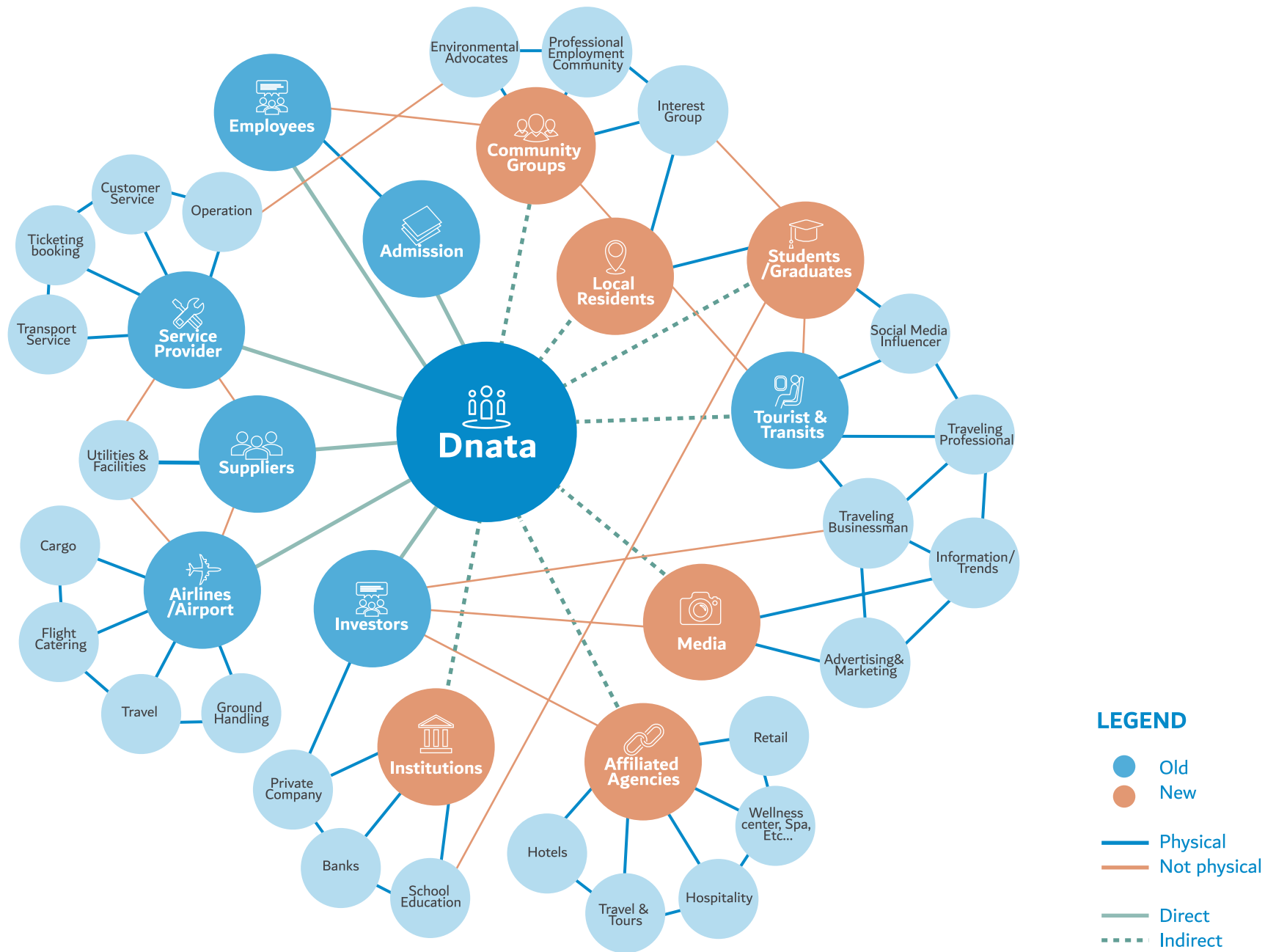
Emerging needs and
expectations
of travelers

FOR THE HOSPITALITY SECTOR

Lack of interaction
between
tourist and locals

Increasing need to
attract visitors and
talents to Dubai

STAKEHOLDERS MAP



The background of the slide is a photograph of a large commercial airplane in flight, viewed from a low angle. The plane is white with a blue stripe along the fuselage and is flying towards the right. Below the plane, a dense city skyline is visible, with the Burj Khalifa being the most prominent skyscraper. The sky is a clear, pale blue.

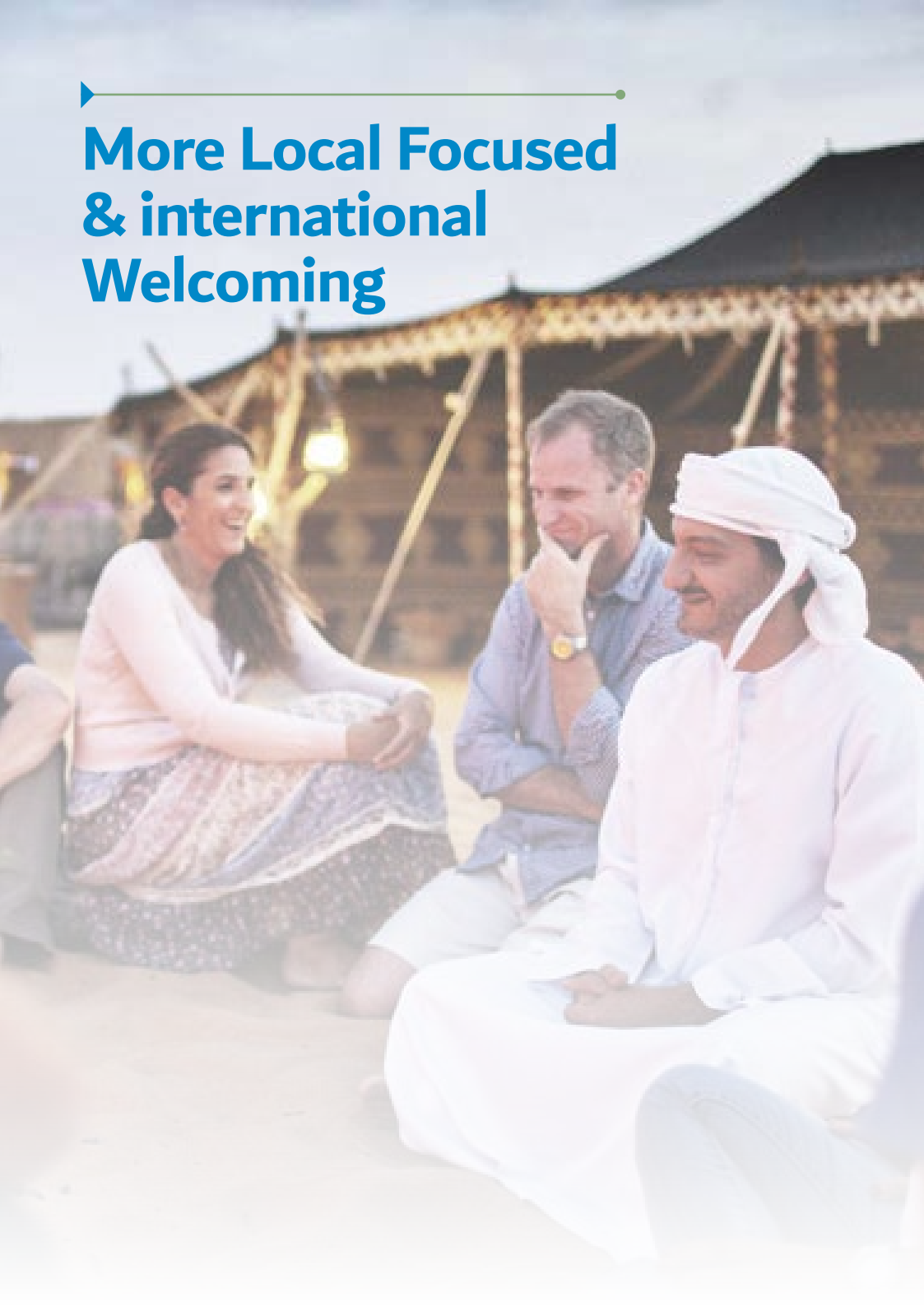
dnatatravel

The experience you're looking for

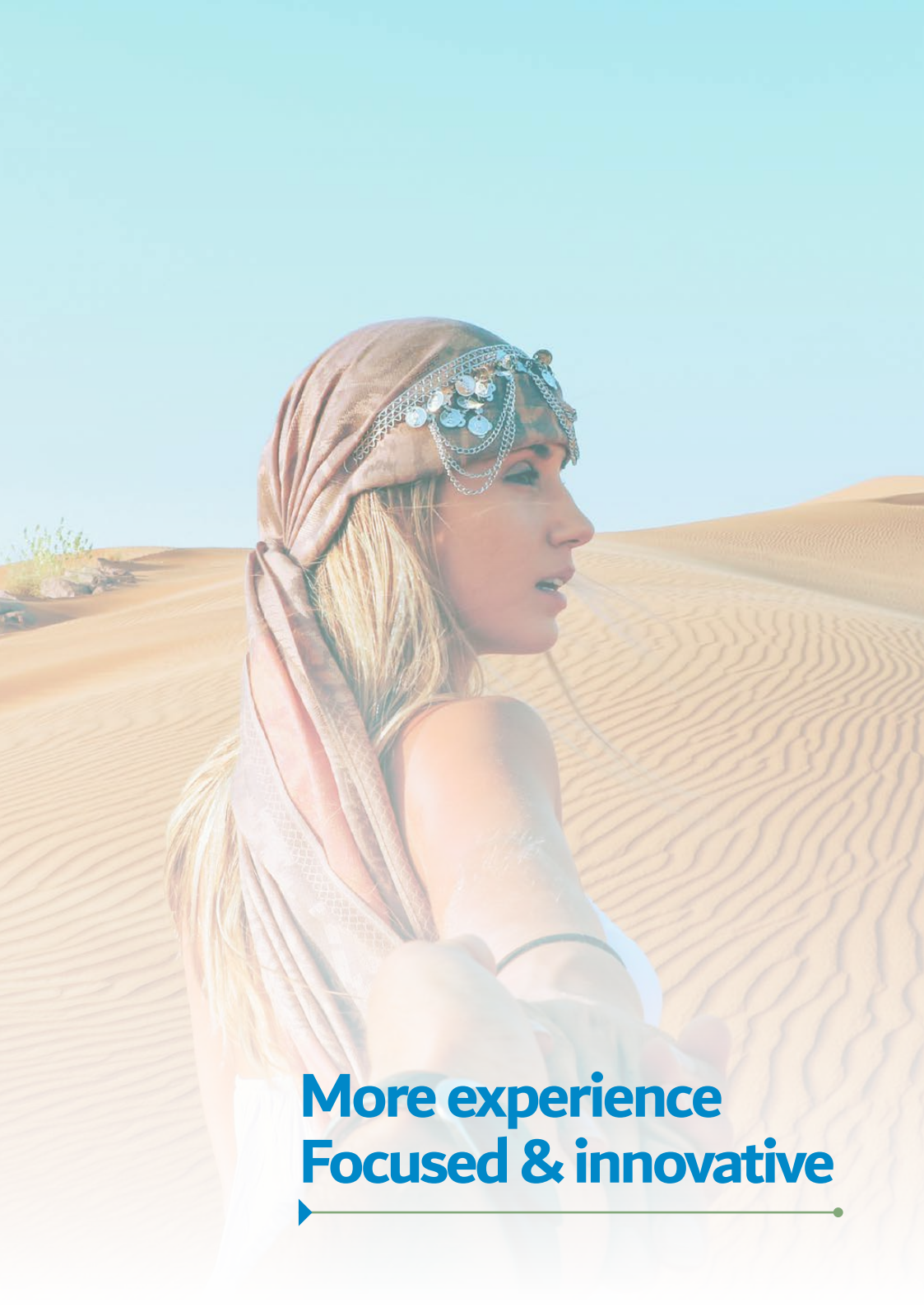
**The first step
into redirecting
the hospitality
experience to be**

A green arrow pointing to the right, located at the bottom of the text block.

▶ **More Local Focused
& international
Welcoming**



**More experience
Focused & innovative**





**Selected Site -
Land Recycling**



STARGATE

(10 YEARS AGO)



STARGATE

CURRENT CONDITION



SITE ANALYSIS

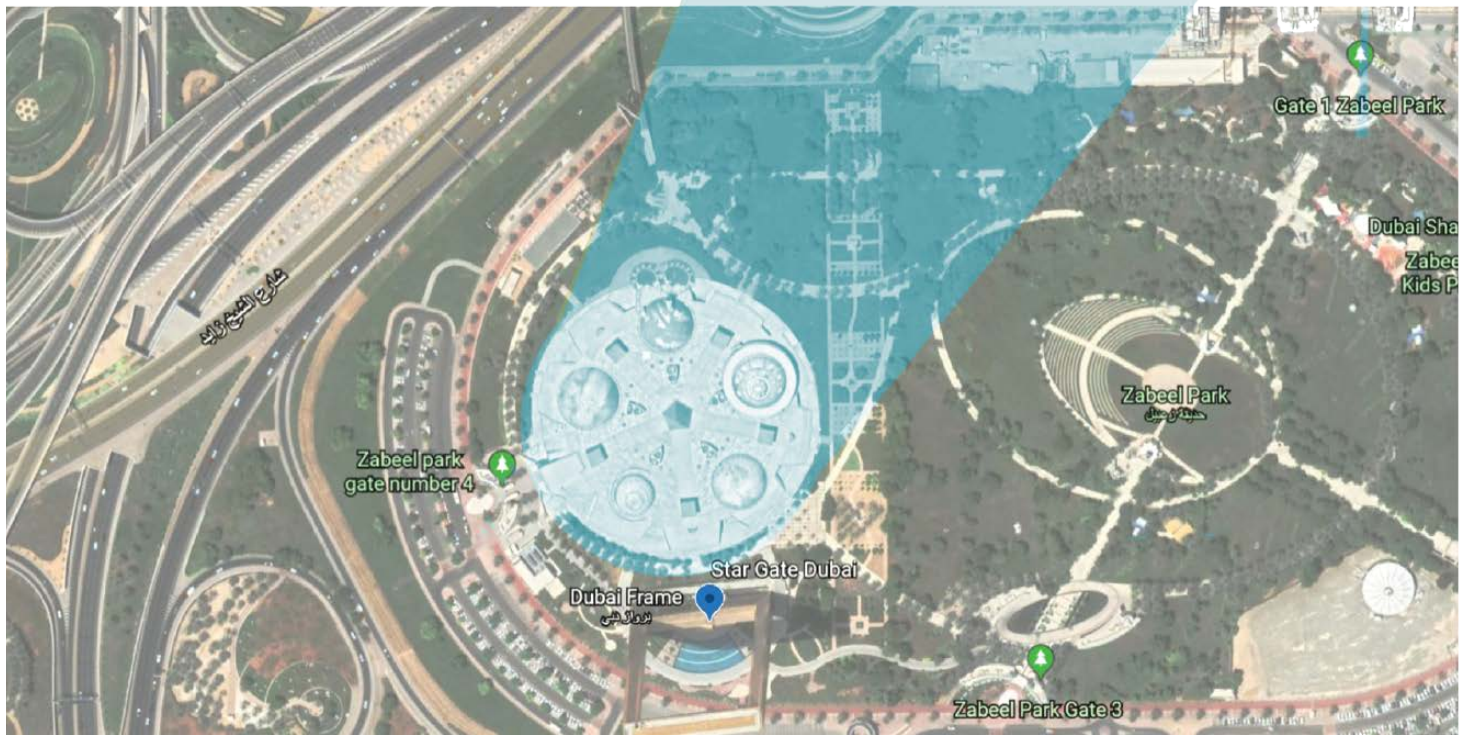
STARGATE DUBAI

PROS - Strategic location:

- Located inside Zabeel park,
- Next to Dubai Frame -one of Dubai's main landmarks- lays between old and new Dubai
- Close to the center (Dubai Trade Center, Dubai Financial Center)
- Accessible to public transportation
- Parking space available

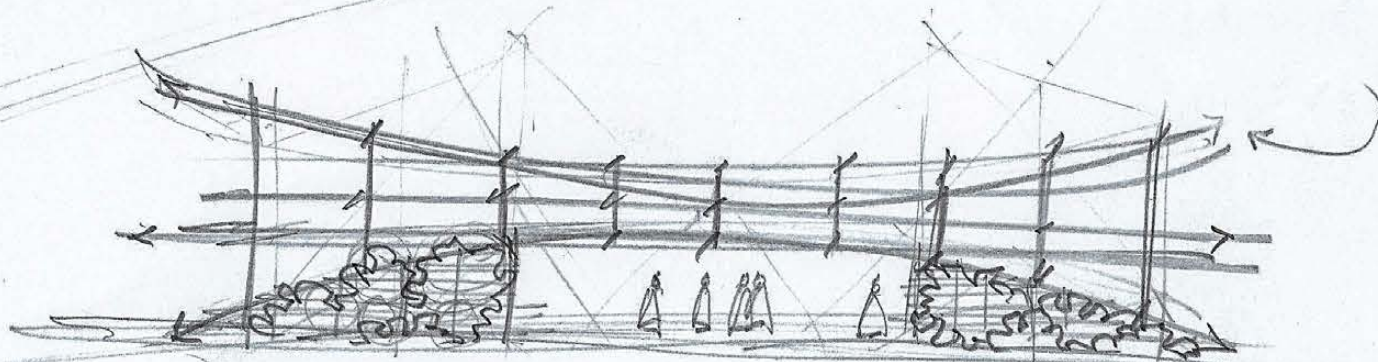
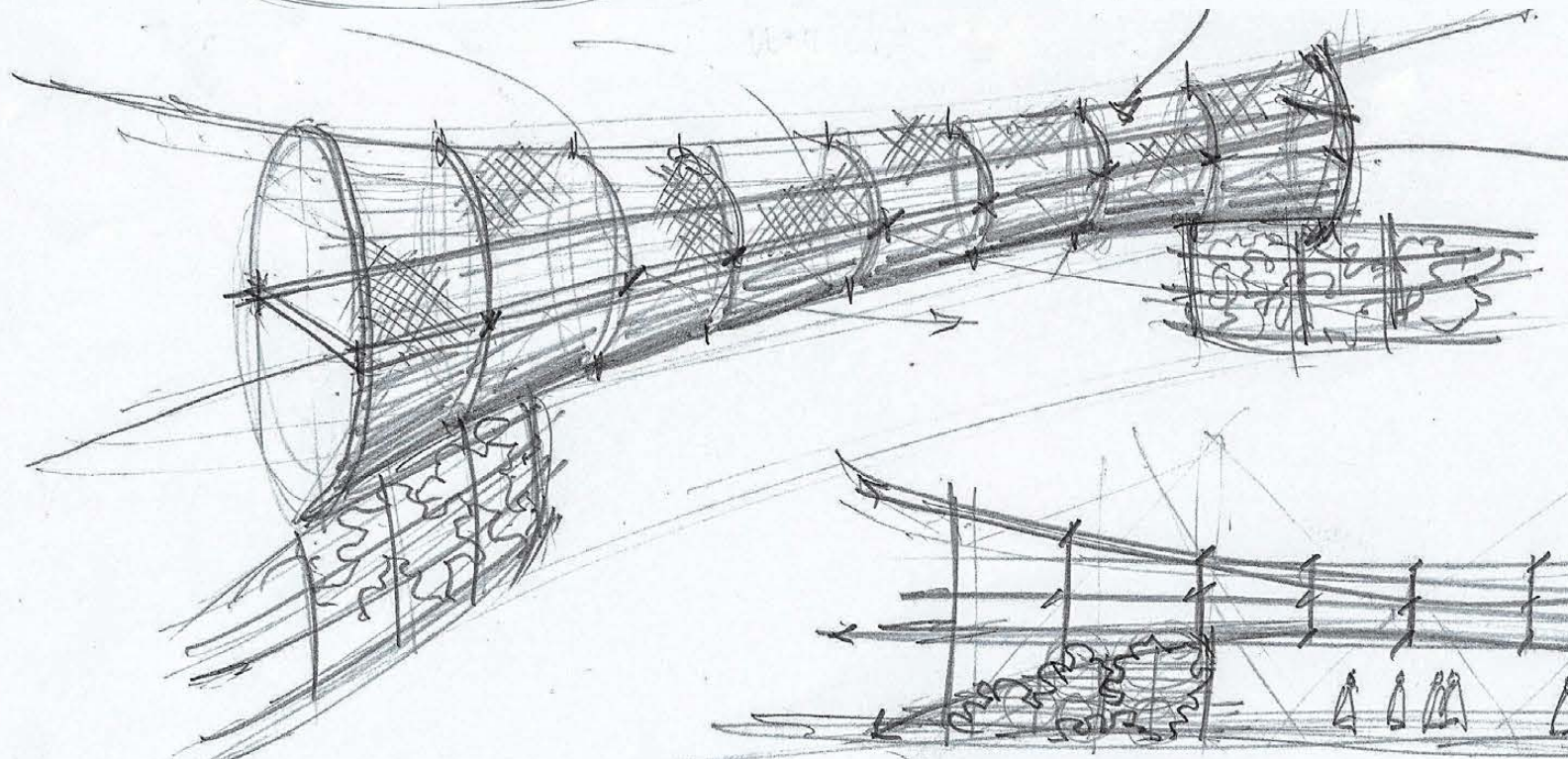
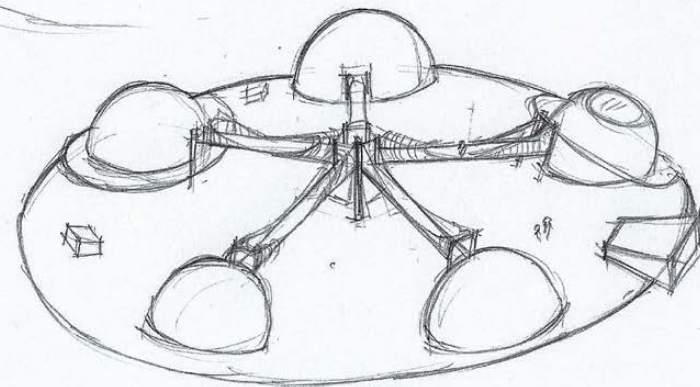
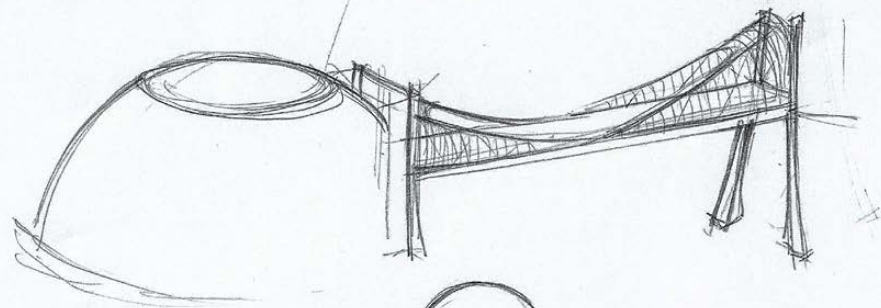
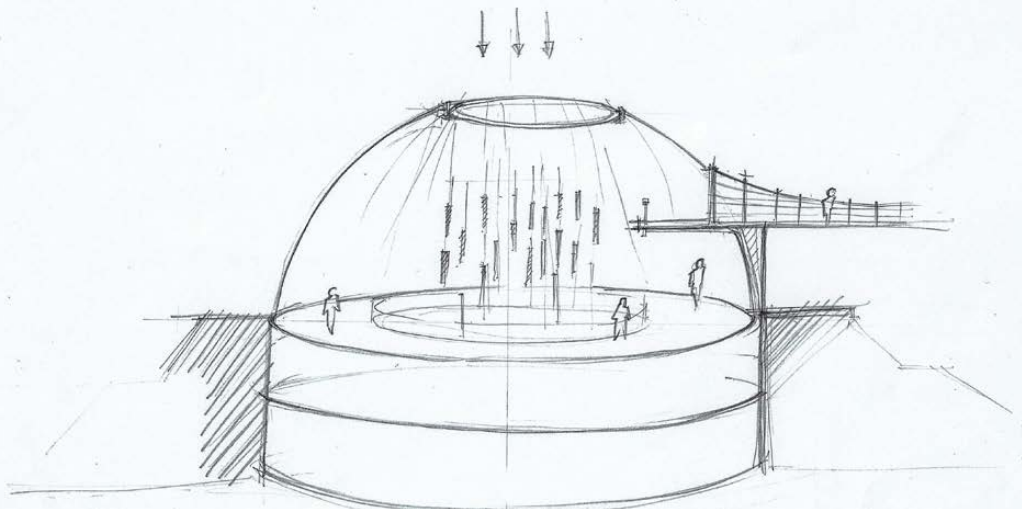
CHALLENGES

- High investment will be needed to transform the space into an indoor/outdoor area
- High-density plantation
- Deconstruction the existing interior elements and ventilation of the enclosed abandoned spaces



DESIGN PROCESS

SKETCHES



STARGATE → DNATA

The most important goal of this project is to transform the 10-year abandoned space into DNATA's New Hub.

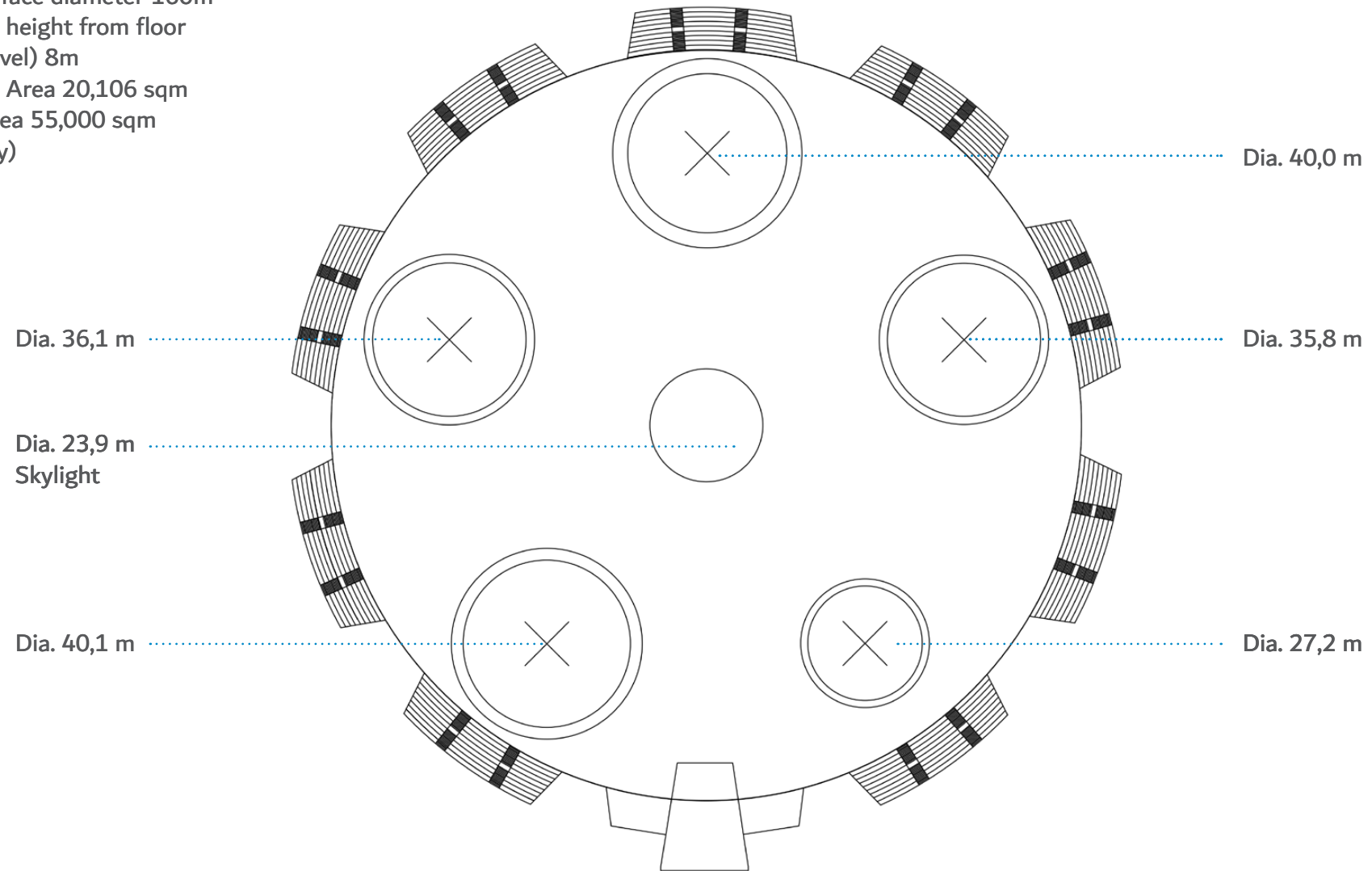
To achieve this, a geodesic dome replicating all the dome will be added on top of the area to grab the attention of Dubai residents and visitors to come and figure what this place is.

For the project to succeed, it needs to be utilized in Dubai summer which extends throughout the year; for that, I propose to have a steel structure in different materials including polycarbonate to allow daylight to pass through, shading fabric to control the amount of sun entering and perforated panels.

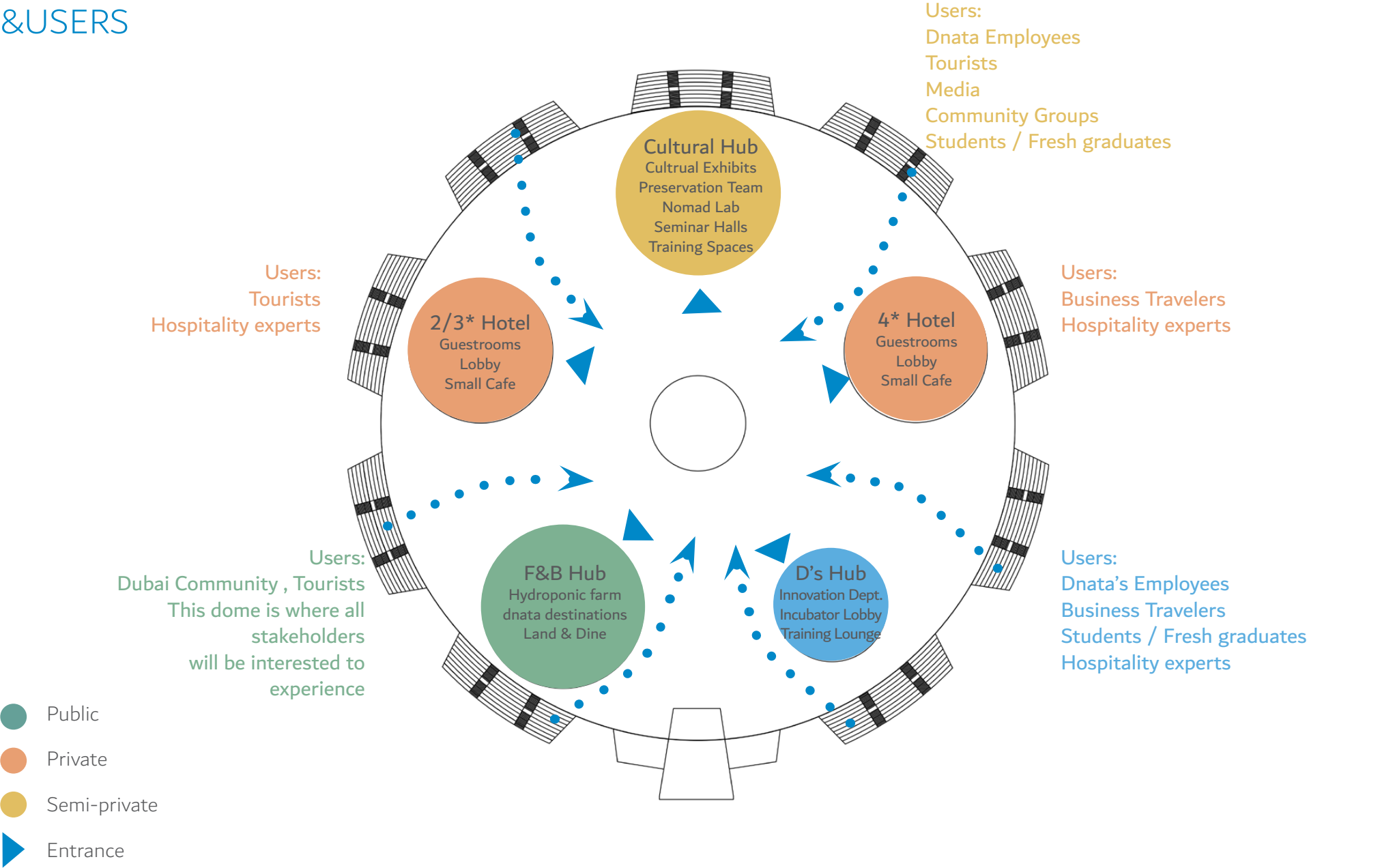


PROJECT SITE DIMENSIONS

- Site surface diameter 160m
- Surface height from floor (park level) 8m
- Surface Area 20,106 sqm
- Total area 55,000 sqm (roughly)



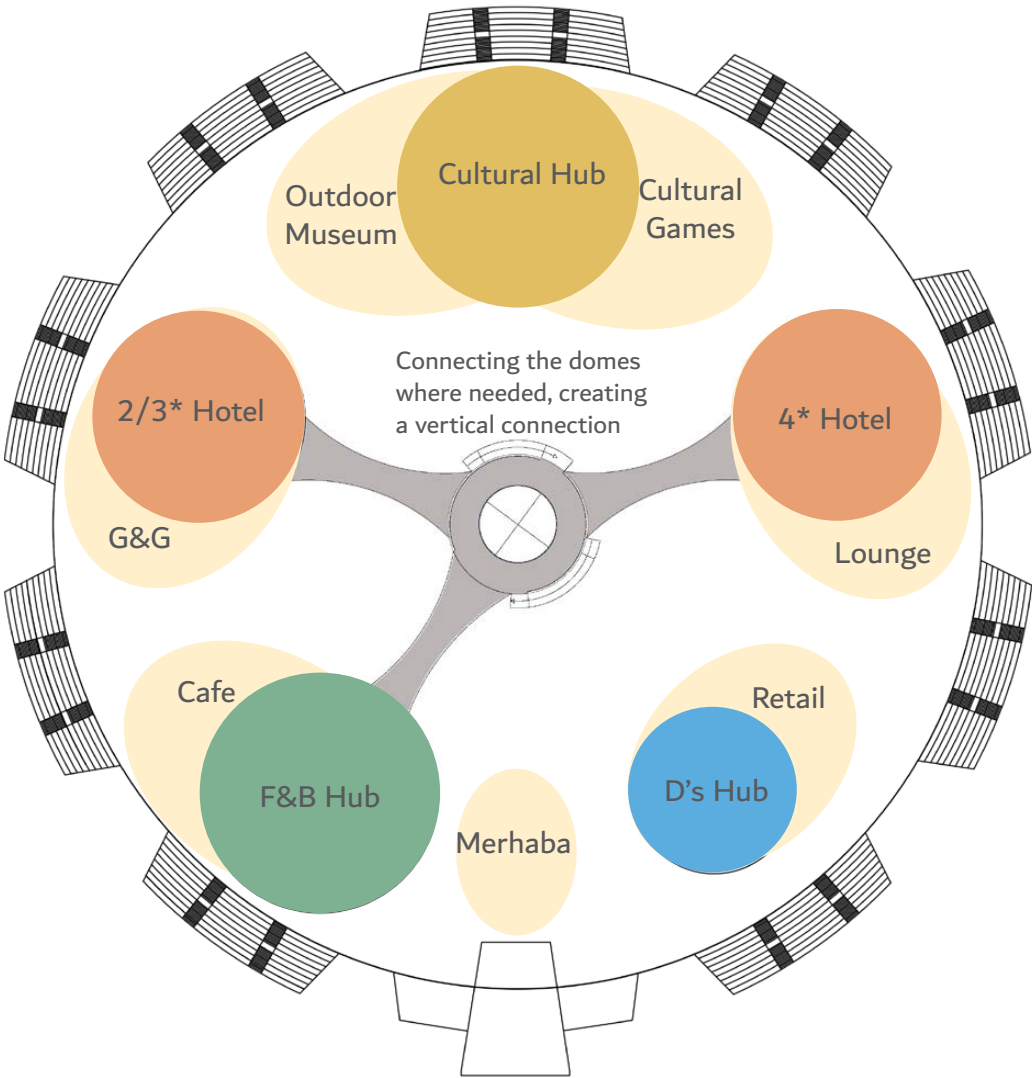
DOMES
ACTIVITIES
&USERS



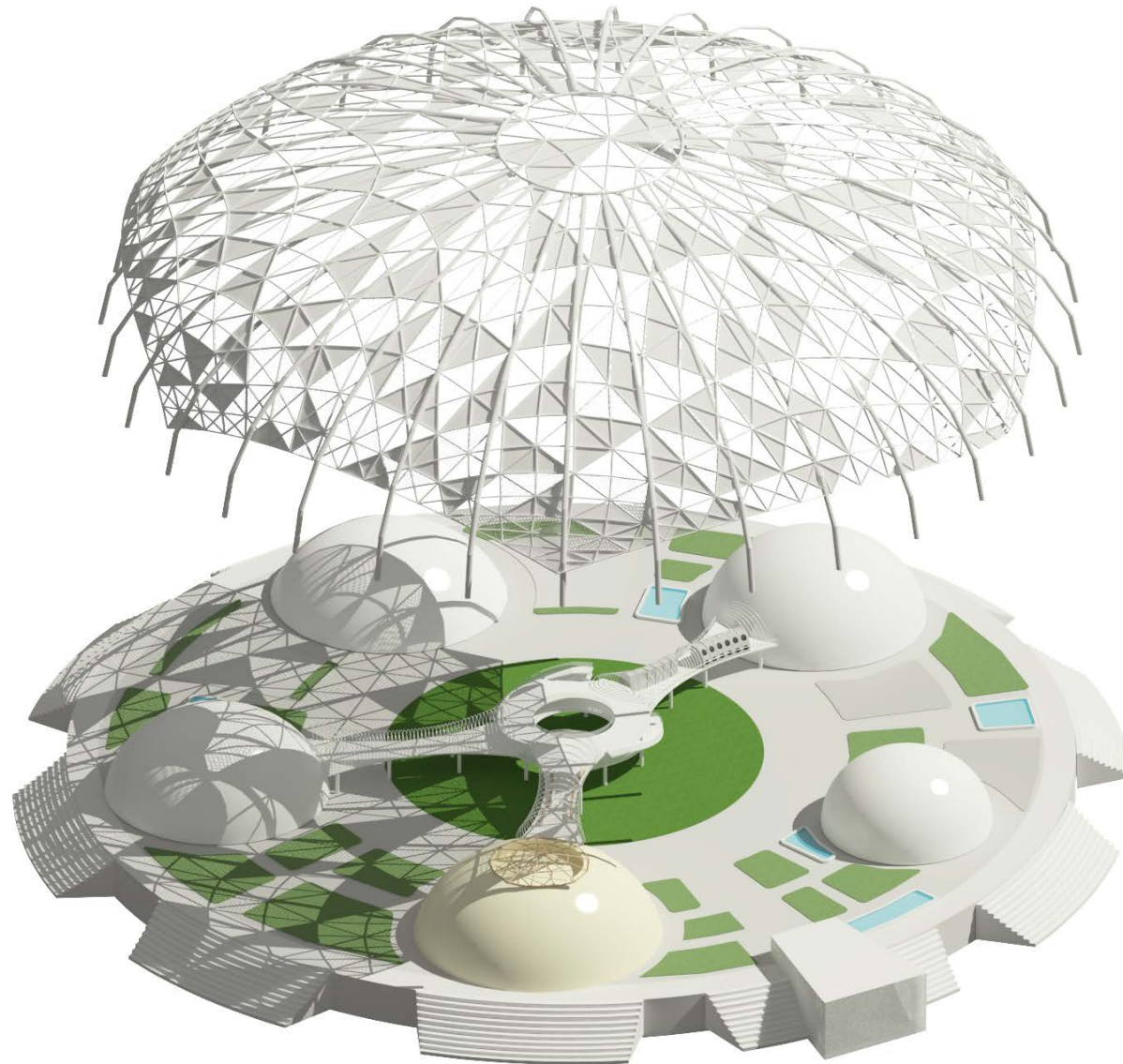
NEIGHBORHOOD EXPERIENCES

Bringing back the Freej vibes into the hub by adding spaces next to each dome to activate and invite people to engage.





AXONOMETRIC VIEW



DNATA'S HOSPITALITY HUB



MUSEUM VIEW



**FROM BEING A FACILITATOR
OF DESTINATIONS**



**TO BEING
THE DESTINATION**

Click below to watch
[A walkthrough Dnata's Hub](#)



GOING FURTHER ▶



DNATA'S FOOD HUB

I propose activating the F&B pod for phase 1 as people nowadays spend more money on dining than shopping, expect more for less, and look for the experience associated with the dining, not just about food

Dnata will offer people an experience that is unparalleled to the rest of the dining experiences in Dubai with different offerings that can be afforded by different people.

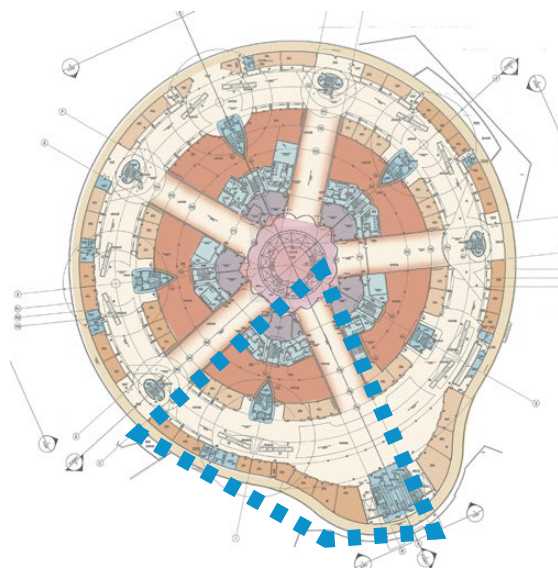
The place will be constituted of multiple levels. As you move up the levels the activities change (Cook your food, learn how to cook a meal from the UAE or a foreign country, learn about ways to eliminate food waste). Part of the space is dedicated to entertainment and objective-driven sessions.



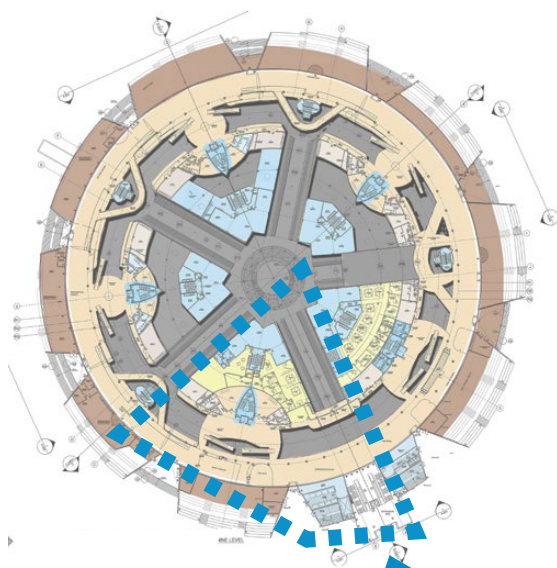
SELECTED DOME SITE CONDITION



SELECTED DOME SECTION

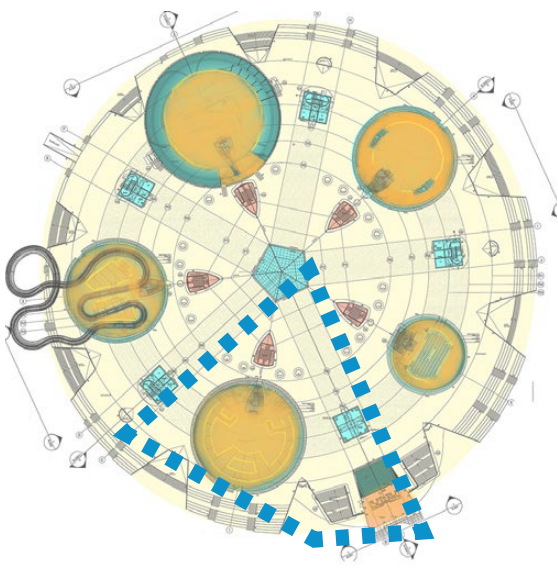


Basement Level

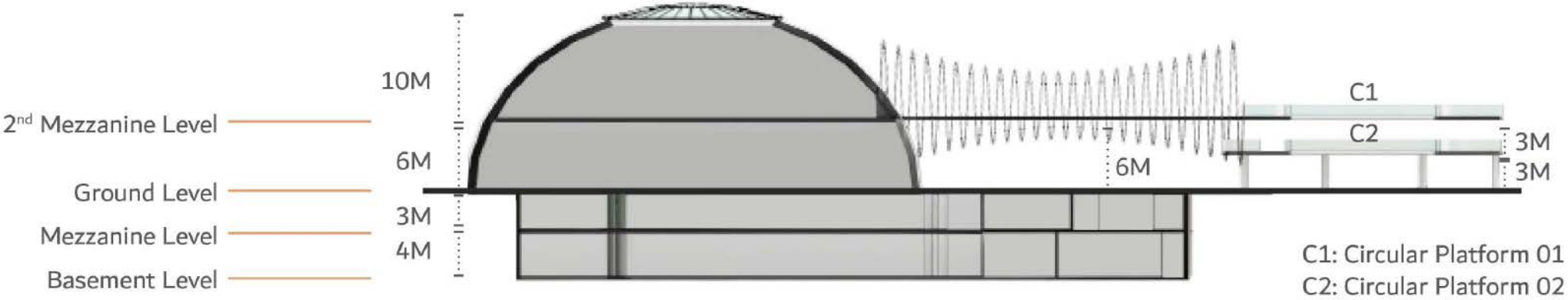


Mezzanine Level
(Park level)

Main entrance



Ground Level
(Exit to the central area)



C1: Circular Platform 01
C2: Circular Platform 02

AN ODYSSEY OF FLAVORS

On the basement level, visitors will be welcomed with Emirati local drinks and bites then as they walk up the ramp to the mezzanine level they experience stalls from different destinations.

Moving up to the ground level where it is a flexible area with different entertainment activities taking place like cooking competitions for instance. It can also be used as a dining hall for dnata's events.

The ramp ends at the landing level where visitors can set back and enjoy the food they ordered or picked from different places throughout the odyssey or the food they prepared themselves with dnata catering.

This dining experience is an opportunity for dnata to promote trips to different countries, for instance, having a French meal prepared by dnata catering will make customers want to plan their next trip with dnata travel bound France.



LANDING

ENTERTAINMENT

DNATA DESTINATIONS

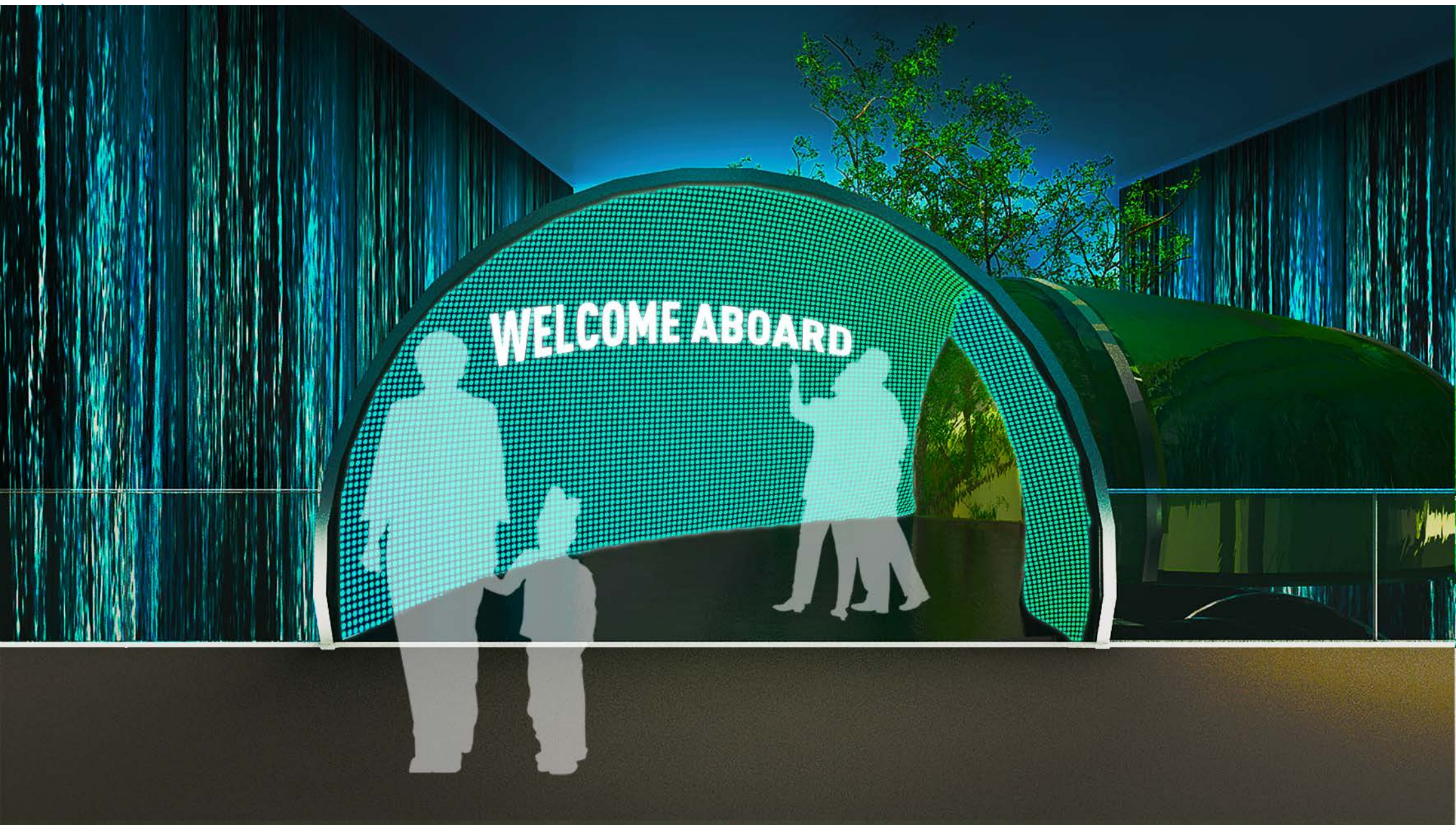
CHECK-IN: EMIRATI
HOSPITALITY

DESIGN CONCEPT

▶ **Blending nature with technology.**

Inspired by digital nomads who choose this lifestyle as they like to be outdoors and close to nature at the same time they cannot disconnect from technology

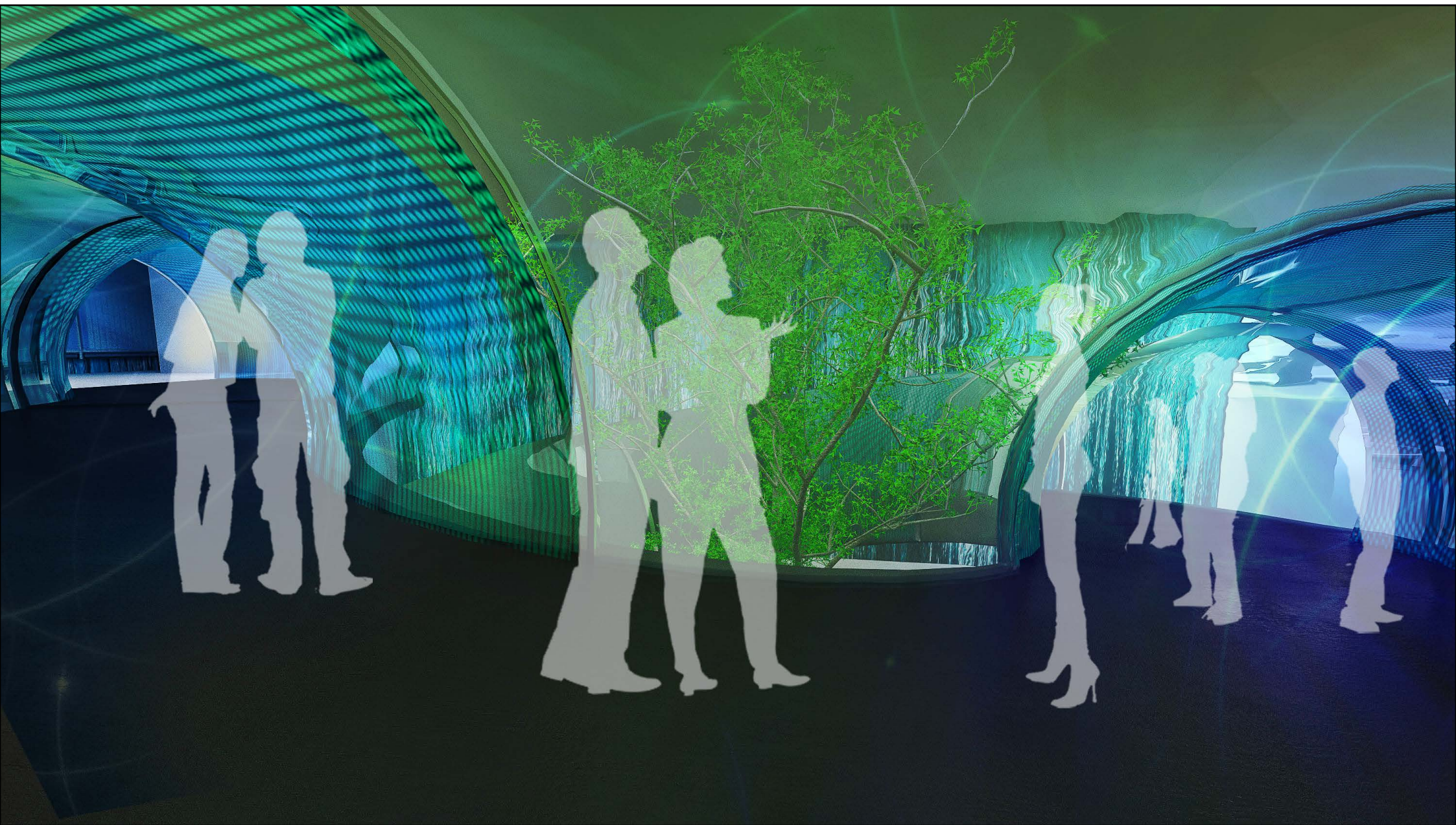




Arrival Tunnel - The arrival is in line with Dnata's logistic DNA, the tunnel appears seducing guiding people in to experience the F&B offerings. The concept is inspired by digital nomads -they love nature but cannot disconnect from tech- the idea was to create a space that blends nature with technology.

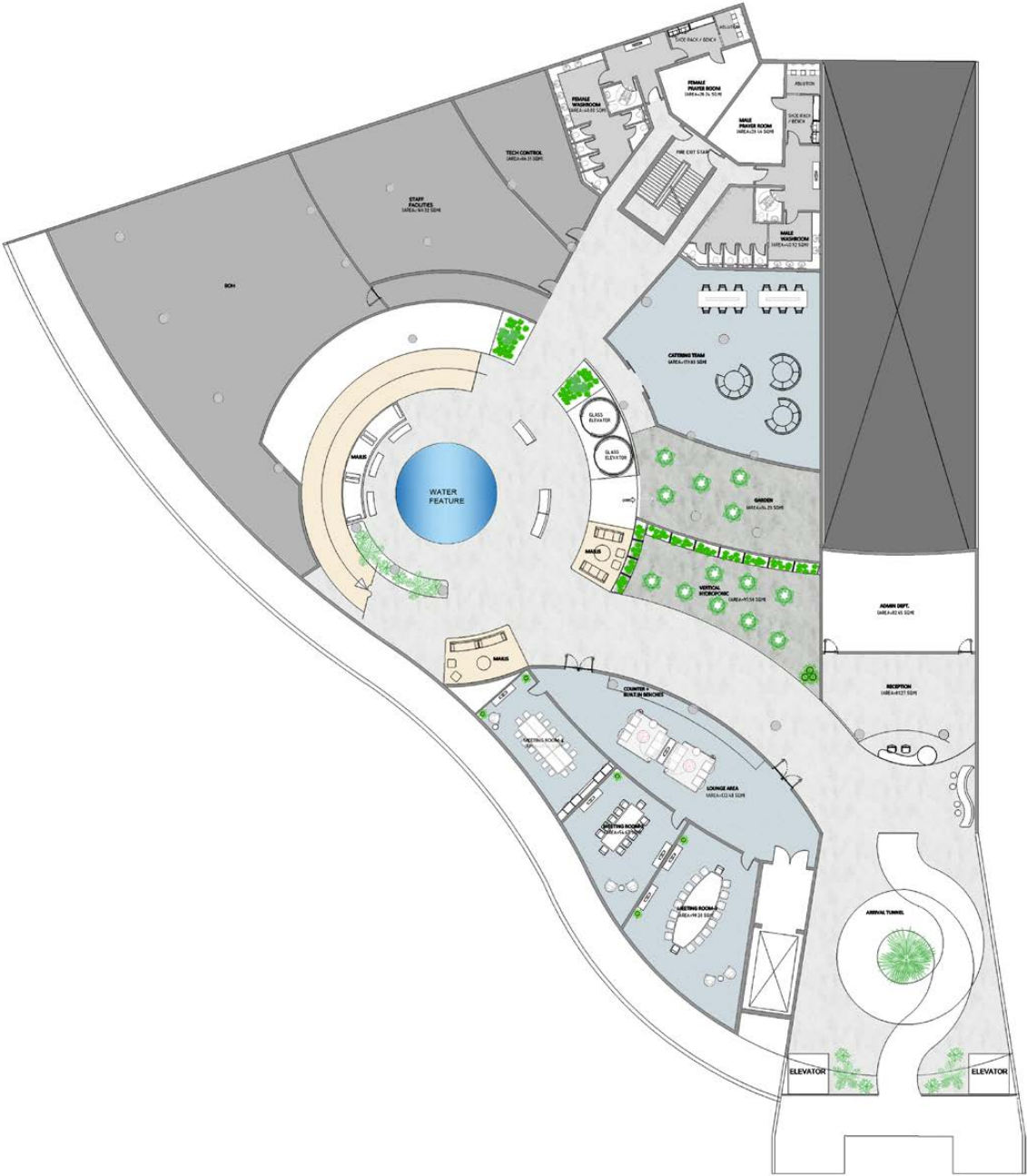


Tunnel Interior - One of the interactive moments at the tunnel is to build familiarities with the local tradition and customs. Asking visitors to email themselves the photo grants dnata another customer contact.



Within the tunnel, there are interactive screens where people can find out about the food offered and give feedback, smart mirrors creating fun instagrammable moments, and the rest of the panels remain as the outer translucent shell to have a vision of the other side of the tunnel creating a visual connection.

BASEMENT
LAYOUT



Floor total area 2600 sqm



Basement level - As visitors walk by the hydroponic farm they get to see where the food is coming from emphasizing the sustainable feeding concept. The hydroponic farm also eliminates the cost and pollution of transferring vegetables to the hub every day.



Basement level - visitors will be welcomed with Emirati drinks and bites. The spiral element draws the visitors' eyes up creating curiosity to see the upper level.

LAND & DINE

DESIGN NARRATIVE

The Land & Dine (Landing Level) is located on the 2nd mezzanine level.

After exploring the odyssey with different flavors, the ramp stops at the landing floor where visitors can set back and enjoy the food they ordered or picked from different places throughout the odyssey or the food they cooked themselves with dnata catering.

The concept is to have a blend between nature and technology, with aircraft-inspired seating creating a theme that reminds people that they can fly the world with dnata. The dome shell itself had to compliment this idea, during the day it has a soft blue finish and at the night the small pendant sphere creates a dreamy sky-like feel.



LAND & DINE

LOOK & FEEL

Reception partition panel



Light grey vinyl - sofa back

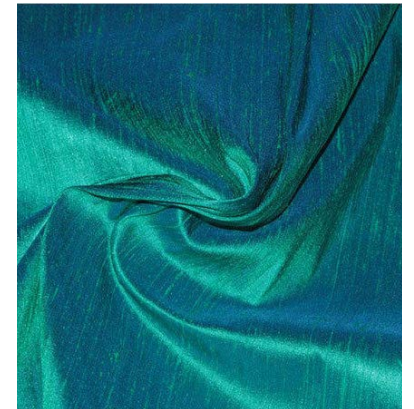


Lighting

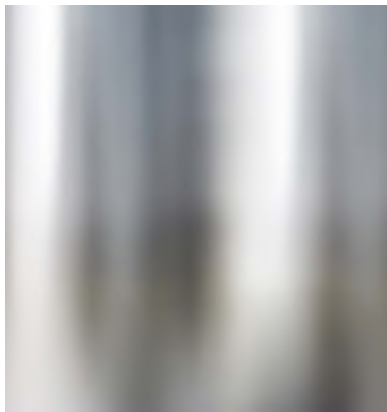
Reflective fabric- sofa cushion



Reflective fabric - chairs



Glossy concrete



Chrome - furniture legs



Decorative paint - Dome shell



Glossy leather - sofas

LAND & DINE LAYERS

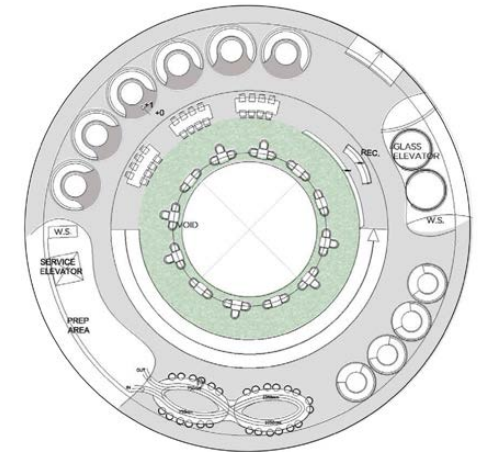
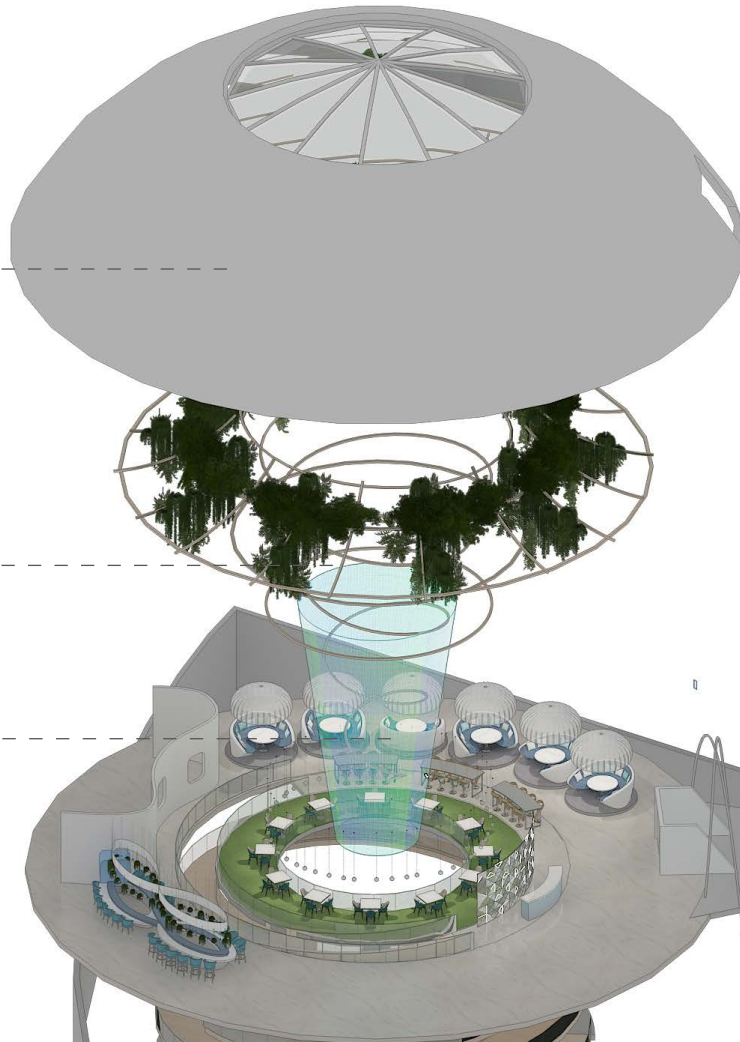


The dome's inner shell is glossy decorative paint in a glossy finish with dnata's branding pattern. The colorful pattern reflects the light and creates a digital-looking surface

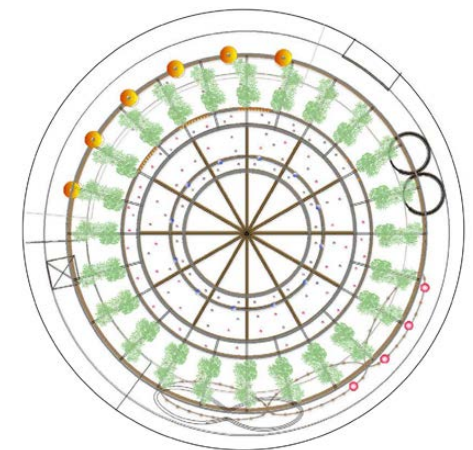
The spiral element starts at the basement and ends at the landing level where it grows to form rings & branches creating a tree-like structure for lights and plants placement



Projectors are placed along the rings for a holographic show.



Furniture Plan



Ceiling Plan



Land & Dine level - A view of the reception area which is designed to make the visitors feel that they have landed in a new space. A unique choice of materials and lighting inspired by aircraft atmosphere.



Land & Dine level - The design concept is blending nature with technology creating a sky-like and an aurora-like feel reminding visitors that dnata can take them to their desired destinations. The furniture is inspired by aircraft. At dinner time, visitors can enjoy a central hologram show which also helps dnata's marketing.



Conveyor Belt Dining - Another experience emphasizing on Dnata's logistic nature. It creates a more pleasant interaction between Dnata and people. It consists of two levels offering people the choice to dine on table height or bar height.

dnatatravel

The experience you're looking for



RASHA AL-TEKREETI

Today, with the current pandemic looming in our world, hitting the hospitality the hardest, would the new Dnata Hub still be relevant?

I believe that it does, as it holds many expansive spaces that would assist in the new social distancing norms. Moreover being an open space with passive ventilation puts it at a lower risk for visitors.

Since we are living in unpredictable times, the idea of having only one dome functioning for phase 1, gives the flexibility to Dnata to change their direction for the other four domes in a way that fits the prospective market needs.



RASHA AL-TEKREETI

Every innovative and dynamic
idea starts with a messy
sketch...



Published Articles

IE School of Architecture and Design: [Dnata Hub Dubai](#)

Archdaily: [Learning by Doing: Making the Unconventional Indispensable](#)



RASHA AL-TEKREETI