

an opening event for the palm jumeirah



THE GOAL:

What we are setting out to do is design and orchestrate an opening event for the Palm Jumeirah. We are to create a celebration event that marks the completion of one of history's most ambitious development projects. On the one hand, this event will be about the specifics of "place" and "time"; Palm Jumeirah, New Years Eve 2009. But in addition to that, on a deeper and more meaningful level, our goal is to create an "**experience**" which reaches far beyond the boundaries of materiality and approaches the sublime. Our goal is to create an experience that captures the grandeur and majesty of this unprecedented undertaking; an experience that will leave a lasting impression on human consciousness, just as the Palm has left a lasting impression on the face of the planet.

The purpose of this document is to detail some of the more significant aspects of this project and help forge a common understanding of our goals and clarify a unified objective. The Palm Jumeirah is an unprecedented feat of human ingenuity, perseverance, and imagination; as such what we create for this opening event needs to match the spirit that has driven this project beyond the extents of prior human achievement.



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introduction

John Heywood once stated that “Rome was not built in a day” in the case of the Palm Jumeirah, Rome was built in a decade.

The ambition and complexity both culturally and socially of the Palm Jumeirah is beyond any scale previously imagined. The palm has risen from the water and marked the expansive desert like a living tattoo. **Although the island has been formed and the infrastructure placed, the Palm Jumeirah awaits its birth or those activities and occupants that will bring it to life.** The opening event is that celebration.

Unlike any city before it, the speed of its inception and rate of potential growth have provided a precious opportunity, a chance to define, structure and root a sense of place for its inhabitants through the participation of an opening event. This opening event is like the first words a baby will hear whispered in their ear by his or her father. My history is your history. Welcome.



the palm jumeirah

background

The Palm Islands, also referred to as The Palm Dubai and The Palms, are the world's three largest man-made islands, which are being built on the coast of the emirate of Dubai, in the United Arab Emirates (UAE). The Palm Jumeirah the first of the three to be completed, consists of a trunk, a crown with 17 fronds, and a surrounding crescent island that forms an 11 kilometer-long breakwater. The island itself is 5 kilometers by 5 kilometers. It has added 78 kilometers to the Dubai coastline.

Residents began moving into their Palm Jumeirah properties at the end of 2006, five years after land reclamation began. The idea was first announced in May 2002 and the man-made freehold artificial palm tree-shaped resort island is expected to help maintain Dubai's position as a premium tourist destination. The Jumeirah Palm Island is primarily a retreat and residential area for living, relaxation, and leisure. It will contain themed boutique hotels, three types of villas, and shoreline apartments. The Palm Islands have also been named 'The Eighth Wonder of the World'.



the palm jumeirah

completion

Once finished, the Palm Jumeirah, which extends four miles into the Gulf, will accommodate some 60,000 residents in 1000 unique water homes, 4000 exclusive beach-side villas, 5000 shoreline apartments in 20 high-rise blocks, 60 luxury hotels, marinas, water theme parks, restaurants, shopping malls, sports facilities, health spas, cinemas and various dive sites. The cost range for a villa is between \$1,500,000 - \$10,000,000 USD. The "Golden Mile", the strip of land located along the center of the trunk overlooking the canal, is set for completion in the first quarter of 2008. At least 50,000 workers will staff the hotels, two marinas, water theme parks, restaurants, shopping malls, sports centers, health spas and cinemas. Bridges more than 300 yards long will transport visitors from the mainland to the Palm Jumeirah, and a canal will carry water taxis.



the palm jumeirah

history

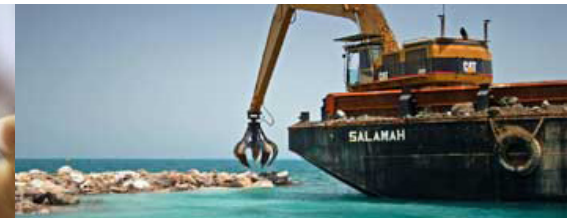
The project took four years of methodical planning and exhaustive feasibility studies in Dubai, ensuring that the islands would not disrupt the environment. The first stage of the development of The Palm Islands, included the construction of the land foundations, which involved sand transfer and rock placement. At the peak of construction, 40,000 employees were working on the project each day, turning 94 million cubic meters of sand and seven million tons of rock into a leisure and lifestyle resort fit for the 21st century and beyond. Following this, the next stage was the building of infrastructure and services, as well as the 300 meter (990 feet) bridges linking the islands to the mainland.



the palm jumeirah

the environment

Despite being more expensive and difficult to source, the island breakwater is created from rock instead of concrete slabs to encourage the creation of a natural reef. Before The Palm, there was virtually no sign of life, with 95% of the grid survey points falling on bare sand or mud. The breakwater of The Palm Jumeirah is now 11.5km long and descends 50m under water. That is 550ha (1300 acres) of artificial reef which will have marine life. Since its completion, the diversity of life is amazing; a whole host of different fish species have returned to the area and a pod of dolphins has even paid regular visits.



the palm jumeirah

major components

The Palm Jumeirah contains three major districts:



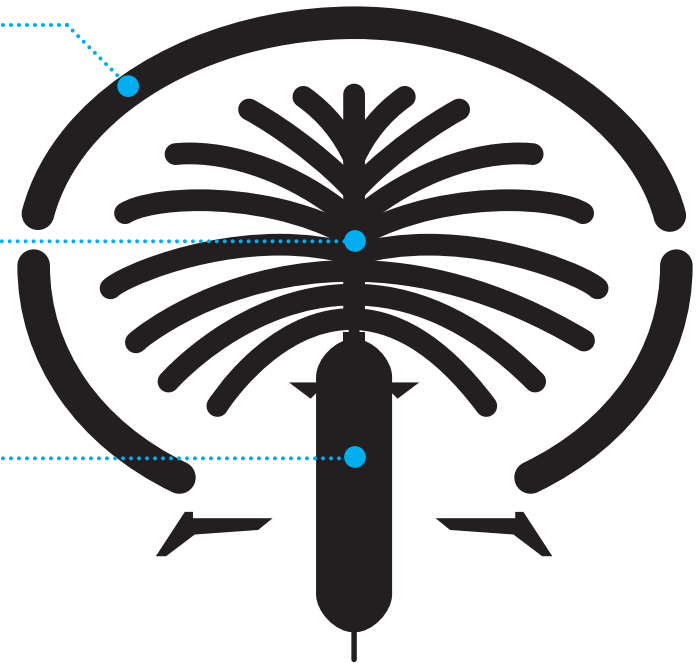
the Crescent



the Fronds



the Trunk



the palm jumeirah

major components



features

Al Fattan
Atlantis, The Palm
Fairmont Hotel
Kempinski Emerald
Kingdom of Sheba
Royal Amwaj
Taj Exotica
Tiara Residences
Trump International Hotel



hotels

Al Fattan
Atlantis, The Palm
Fairmont Hotel
Kempinski Emerald
Kingdom of Sheba
Royal Amwaj
Taj Exotica
Tiara Residences
Trump International Hotel



residences

Al Fattan
Fairmont Residences
Golden Mile
Grandeur Residences
Kempinski Emerald
Kingdom of Sheba
Marina Residences
Oceana Residences
Royal Amwaj
Shoreline Apartments
Tiara Residences
Trump International Hotel

the palm jumeirah

The Trunk

At the heart of The Palm Jumeirah is The Trunk—a 2 kilometre long dynamic living, retail and tourism destination—the hub of the island. Connected to mainland Dubai by The Gateway Bridge and Monorail, The Trunk houses an eclectic collection of upscale residences, hotels, marinas, shops and restaurants including:

The Golden Mile
The Park
The Trump International Hotel and Tower
The Fairmont Palm
Fairmont Palm Residences
IGY Anchor Marina
Marina Residences
Oceana and Tiara Residences
The Shoreline Apartments



the palm jumeirah

The Trunk - Golden Mile

The Palm Golden Mile will be situated along the trunk of the Palm Jumeirah as an exclusive residential and retail boulevard. The Golden Mile Retail will be a unique shopping experience, with over 200 of the world's most upscale stores and restaurants from designer boutiques to formal dining and outdoor cafes. The Golden Mile Residences will contain 10 waterfront buildings with approximately 780 freehold apartments from 1 bedroom to penthouses and town homes.

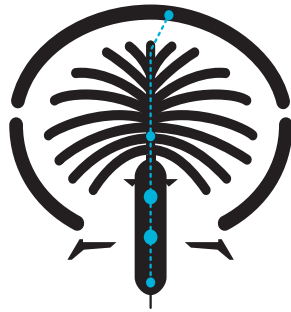


the palm jumeirah

The Trunk - The Park and Monorail

More than 7 hectare, linear park flanks the iconic Trump International Hotel & Tower and connects the Luxury Retail Centre to the entrance of The Palm. This lush central space will include a wide range of features including pools and fountains.

Providing easy access to the island and connecting its attractions, the Monorail is the first project of its kind to be constructed in the Middle East. The 5.4 km long transport system will run between the Gateway Station at The Trunk of The Palm Jumeirah and the Atlantis Station on The Crescent, calling at two intermediate stations, Trump International Hotel & Tower and the Luxury Retail Centre. An invaluable amenity for residents and visitors alike, the Monorail will be able to transport 6,000 people through The Trunk, Fronds and Crescent on The Palm Jumeirah daily once operating at full capacity.



the palm jumeirah

The Trunk - The Trump International Hotel

The Palm Trump International Hotel and Tower, also referred to as Trump Tower Dubai, will be the luxury centerpiece building of the Palm Golden Mile, located on The Trunk of the Palm Jumeirah. Initially the tower was shaped like an opening golden tulip, but in April 2006 its design was changed to feature a split linked tower with an innovative open core design.

The Palm Trump International Hotel and Tower will be a 48-storey mixed-use condo-hotel and residence with a 300 room five-star hotel and 360 freehold residential apartments. Some of the amenities include exclusive access to a private beach and yacht club with tennis courts, gymnasium and fitness centre, stylized pools and gardens. The AED 2.2 billion (US\$ 600 million) development will be the first joint venture between Al Nakheel and The Trump Organization.



the palm jumeirah

The Trunk - The Fairmont Palm Residence

The Fairmont Palm Residence will be located on the trunk of the Palm Jumeirah, and will contain 558 deluxe apartments, townhouses, and penthouses, directly linked to the five-star Fairmont Palm Hotel and Resort. The apartment units will contain one, two, three, four, or five bedrooms from 1,508 to 11,638 square feet. Residents will have access to an extensive range of services provided by the hotel, including its beach and health club, private beach, swimming pool, children's playground, restaurants and cafes, housekeeping and maintenance, maid and childcare services, as well as the nearby boutiques and restaurants of The Palm Golden Mile. The Fairmont Palm Residence has North and South Wing apartment buildings and is being developed by IFA Hotels & Resorts.



the palm jumeirah

The Trunk - IGY Anchor Marina

Adjacent to Marina Residences is the premier Anchor Marina. The marina accommodates 700+ yachts and mega-yachts, along with dining, retail, clubhouse and special events in its first-rate facility. Operated by Island Global Yachting (IGY), the leading international management company that designs, develops, and operates world class mega-yacht facilities, Anchor Marina will feature spectacular views, state-of-the-art yachting services and unmatched service.

IGY will build at least two additional marinas on The Palm Jumeirah. These will be located on either side of The Trunk, and complement the Anchor Marina offerings.



the palm jumeirah

The Trunk - Shoreline Apartments

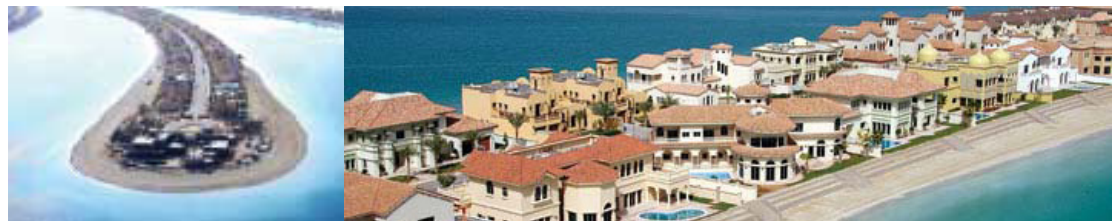
The 20 Shoreline Apartment buildings that line the east side of The Trunk feature some of the Middle East's most desirable apartments. Five exclusive beachfront clubhouses cater to residents, providing world class fitness centres, retail outlets, al fresco dining, swimming pools and direct access to the island's white sand beaches.



the palm jumeirah

The Fronds

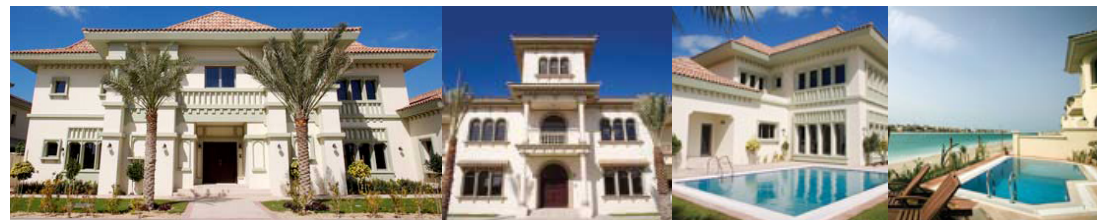
The seventeen fronds are home to many residents who will enjoy unique beachfront living in astonishing surroundings with stunning water views, and access to the Sub-sea Tunnel and Monorail.



the palm jumeirah

The Fronds - Villas and Townhomes

Across the seventeen fronds, residents will enjoy spectacular beachfront living with stunning views in The Palm Jumeirah's Signature Villas, Garden Homes and Canal Cove Townhomes. All homes have been carefully designed by international architects to maximise layout, style and finishing options, including designer color schemes, high ceilings and walk-in closets. They also incorporate the highest quality materials, from stainless steel sinks to granite countertops, and state-of-the-art technology. For peace of mind, a 24-hour water-patrol is always on duty.



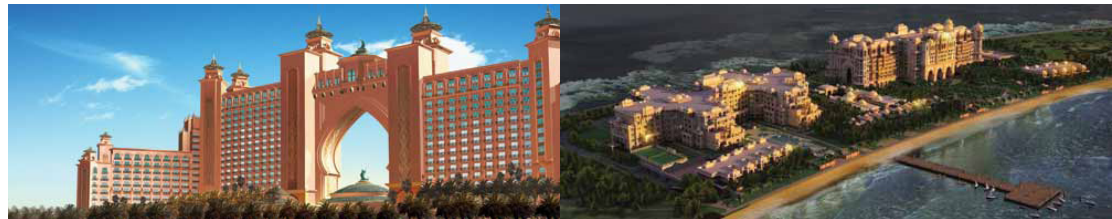
the palm jumeirah

The Crescent

The 11 kilometer crescent that surrounds the island not only provides a beautiful breakwater to The Trunk and The Fronds, but also offers a world class tourism destination in its own right. Home to many of the world's leading hotels and resorts, including Atlantis and Kempinski Hotel Emerald Palace, The Crescent will host thousands of tourists a year who come seeking a once in a lifetime vacation.

These properties and features are located on The Crescent:

- Jumeirah Al Fattan Palm Resort
- The Grandeur Residences
- Kempinski Hotel Emerald Palace Dubai
- Kingdom of Sheba
- Atlantis, The Palm
- Royal Amwaj
- The Taj Exotica Resort & Spa
- Monorail
- Sub-Sea Tunnel



the palm jumeirah

The Crescent - Jumeirah Al Fattan Palm Resort

Amidst the splendor of The Palm Jumeirah lies the Jumeirah Al Fattan Palm Resort. This retreat of pure calm and indulgence occupies a coveted site on the right tip of The Crescent, with the Burj Al Arab framing a perfect backdrop. Comprised of a six storey, 5-star resort hotel, separate residences and serviced apartments, spa retreat, marina and beach club, the entire project has been designed in an elegant foliage shape in keeping with the unique spirit of The Palm Jumeirah.



the palm jumeirah

The Crescent - Atlantis Hotel

The Atlantis Hotel will be two towers with a total of 2,000 rooms, with two monorail stations linking it to the main stalk of the Palm Jumeirah. The first tower (28-storeys), The Royal Tower, will contain 1,200 rooms targeting luxury travelers, and the second tower (18-storeys) will contain 800 rooms targeting other travelers. The resort was designed based on the mythical lost continent of Atlantis, along with traditional Arabic design themes. It also maintains the icon of the Royal Towers in Atlantis, Paradise Island located in the Bahamas. The premises will include a 40 acre (162 thousand square meter) water-theme park, various water attractions, 86 thousand square foot (8 thousand square meter) two-storey conference center, 20 thousand square feet (1.85 thousand square meter) of retail space, and an archeological attraction entitled The Dig. It is a joint venture between Kerzner International Limited and Istithmar PSJC and expected to be completed in late 2007.

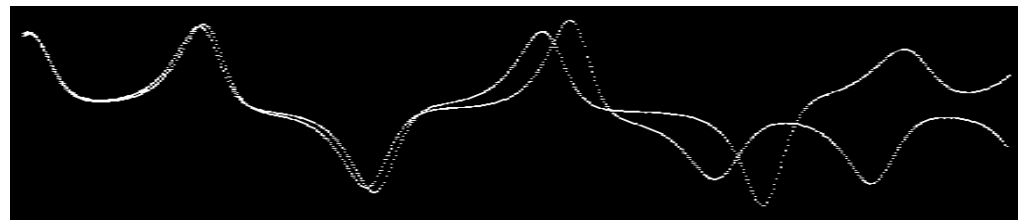


the opening event

butterfly effect

The phrase refers to the idea that a butterfly's wings might create tiny changes in the atmosphere that ultimately cause a tornado to appear (or prevent a tornado from appearing). The flapping wing represents a small change in the initial condition of the system, which causes a chain of events leading to large-scale phenomena. Had the butterfly not flapped its wings, the trajectory of the system might have been vastly different.

Although the significance of this project has been considered, it is important now to isolate the sum of the parts which often define a memorable and/or significant event. Whether it is the birth of child, the union between man and woman, or death, rights of passage often share several aspects in common: **invitation, arrival, participation, ritual, pronouncement, celebration and conclusion.** The essence of human life is defined by these rights of passage. Although seemingly small, all individual rights of passage have profound and lasting impacts on the greater whole. Therefore, a single birth in all actuality is the celebration of the whole of life. For the Palm, the right of passage being celebrated the night of new years 2009 is the birth of a new community. It is our intention to employ the structuring principles of the right of passage as a means of orchestrating this event.



the opening event

sum of the parts

With this in mind, we believe that each major component of Palm will need to be rationally orchestrated during the event, in order to bring meaning and structure to the whole. Therefore, all the major hotels and resorts, the Monorail, the parks, the 400 or so villas, the overall shape, surrounding geography and all the elements that contribute to this unique project should be incorporated into the festivities. Whether, organic, (incorporating the water surroundings) or systematic, **these elements will need to interact in order to construct a meaningful and lasting experience.**

This will be achieved by isolating the potential(s) of each element in reference to the whole, both locally and globally. For clarity we will refer to local elements as geographic, urban and architectural. While the global elements refer to scale, duration and connection.



the opening event

sum of the parts

geographic | environment

The potential of the geographic site of Dubai is astounding. Water meets desert, urban bisects rural, abundance defies death, weather patterns emerge, and cultures collide. In essence, the natural geography could be explored and formed much like an artist or landscape artist/architect. The elements are fundamental, but their orchestration can become a poetic and occupied condition.

As an example, the geographic body of water which surrounds the Palms affords 180 degree view of both **sky and horizon**. This view could play a major role as an interface element for the participants, a means of communicating the current state of the event, as well as acting as a locating device to direct us to the next procession within the event.



the opening event

sum of the parts

urban

The urban is defined and framed by the whole of the constructed elements of the city. The scale and complexity of these elements are rich with potential. Artist, urban planners and architects often find themselves shifting in scale between a site within the city and its relationship with the whole. No move is hermetic, it is part of the greater matrix and fabric of the city. Therefore, urban elements of the Palm Jumeirah should be considered and explored (the highway, monorail, trunk, fronds, crescent, canals, etc...) to reveal the latent potential of each and in combination.

For example, imagine the darkness of the Palm at night; slowly, one by one, each individual element (hotel, monorail, marina, mall, villa. etc.) begins to emanate a glow relative to its size. A "glow" that is visible from high above or even from space, not just from the ground. The bigger the structure, the brighter the glow. Systematically, one by one each element is activated and slowly reveals the whole palm shape from a satellite vantage.



the opening event

sum of the parts

architectural

The final local element is the architectural. Architecture encapsulates program, event, space, and form. Architecture is iconic and situates itself within in our memory like a jewel. When we imagine cities we often condense our memories to these icons: Paris—the Louvre, the Eiffel Tower, New York—the Statue of Liberty, the Empire State Building, etc. But it isn't solely the iconic nature of architecture that fuses our memory, it is the persistence of space defined and occupied.

Much like a microscope allows us to experience elements of the unseen, our intention is to use architecture's innate functionality as means of experiencing and enhancing the participation within event.

Imagine the roof of a hotel transformed as a viewing platform for aerial acrobatics or an orchestrated embarking of yachts from the marina. A set of hotels draped with red velvet released one by one as a ritual tape cutting ceremony transformed.



the opening event

global connection

Since its inception the Palm Jumeirah has become the single most recognized element when speaking of Dubai, and as such, the opening event will require a global consciousness, not merely in its broadcast and announcements but also in its design and execution. It is important to note that the opening event's significance operates on many scales. At one moment it represents the pride of the UAE and in another it represents a massive endeavour and achievement for the world. Because of this, the event will be conscious of this scale and allow participation to occur both locally and globally.

For example, through the use of high altitude aircraft or satellite technology, ideally a “global” view of the event in real-time will bring a new appreciation and understanding to the scale of the project. This live global satellite broadcast of the Palm will track and translate the geographic and programmatic transformation throughout the course of the opening celebrations. It may, for instance, begin at sundown and end at sunrise, during darkness, offering a diverse range of possibilities. **Regardless, the ability to participate locally or globally relies solely in the events potential to communicate the procession of celebratory elements.**

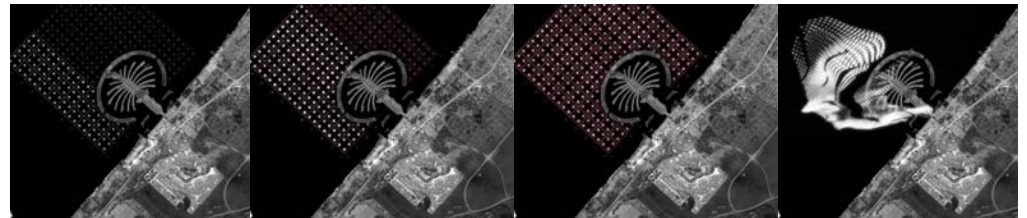


the opening event

duration and scale

As stated previously, it is important that the event is experienced and participated both locally and globally. Obviously it will be possible to view the event in real time from the perspective of satellite or a high altitude vehicle by television. But it is our intention that the event be **experienced** over the entire planet, rather than just viewed. This can not be achieved merely through technology, although technology is an important and contributing aspect. The global community will need to participate in a way that supersedes our political, social or religious differences. This can only be attained by defining what is common among all of us. The desire and need for connection. We share this through myth, where from nothing emerged the Palms.

Finally, it is our intention to create a time based experience, a time-lapse of sorts, one which helps establish the identity of the community through ceremony. For example, the opening celebration could conceivably take place over the course of twelve or more hours encompassing several of the major components of the Palm project (the hotels, residences, services etc.). Each part isolated, identified and honored based upon its relationship and significance to the whole.



the opening event

questions.

How can we involve the people watching and the people attending? What if there were 2000 hot air balloons or blimps floating strategically above key points and were lit up in a systematic and elegant way with high power lasers? **Most importantly, how must we consider the experience of the attendees?** How can this concept allow room for “audience” participation? What do they see? What do they hear? What keeps them interested? What pulls them closer? How do they move around? How do they communicate? How do they feel? Where are you? Who are you that night? What if each person who entered the palm for 24 hours prior to the event (or all the residents) were given a “tag” which was tracked and mapped by a satellite? In that case would the occupants create the outline of the island from a satellite perspective? How many do we expect to attend physically? How many will participate globally? Is the party extended physically across the globe, city to city? What are the target age group? Will the project require a broad range of media? **Can I participate virtually?** How do we coordinate event base on time zone? Are we competing with New Years? Should the opening take place a few days after New Years? Imagine a massive fireworks display in every global city on January 4th? How do we incorporate the other urban, social and religious elements of Dubai outside the Palms? **How do we incorporate the rest of the United Arab Emirates?** Does the event start at the Palms and spill out onto the mainland, seeping into the rest of the Dubai? Is the water which surrounds and defines both the Palms and city of Dubai used as a structuring principle? Do we incorporate the other undeveloped sites of the Palms? **How can we make sure they remember this night for as long as they live?** What if the satellite picked up a different wave frequency other than the visible? Heat/IR? UV? RFID? What can we get access to up there? Is it important to incorporate and involve the residents in a passive or immediate way? For instance each resident may receives “box” in the mail with simple, easy to follow instructions. What is in the box? What does that box do? How am invited? How will it begin? How will it end? How can we make connections both locally and globally? **Can the event do something for humanity?**

the opening event

possibilities / precedents / aspects / atmospheres / details : connected celebration and global event scale



the opening event

possibilities / precedents / aspects / atmospheres / details : performance and atmospheric grandeur and impact



the opening event

possibilities / precedents / aspects / atmospheres / details : the transition between sky and earth



the opening event

possibilities / precedents / aspects / atmospheres / details : nautical performance and marine culture



the opening event

possibilities / precedents / aspects/ atmospheres / details : interacting with the marine environment



the opening event

possibilities / precedents / aspects/ atmospheres / details : architecture as event and celebration



the opening event

possibilities / precedents / aspects / atmospheres / details : culinary culture and environment as celebration



the opening event

possibilities / precedents / aspects / atmospheres / details : culture as atmospheric immersion and connection

