



AMAALA

AMAALA APPOINTS HKS ARCHITECTS MASTER PLANNER OF TRIPLE BAY AND THE COASTAL DEVELOPMENT

HKS appointed Master Planner for AMAALA's Triple Bay and The Coastal Development



Triple Bay at AMAALA



The Coastal Development at AMAALA

RIYADH – 17 MARCH 2020 – AMAALA, the ultra-luxury destination located along Saudi Arabia's northwestern coastline, has announced the appointment of international design firm HKS Architects as Master Planner for Triple Bay and The Coastal Development. Set in the Prince Mohammed bin Salman Nature Reserve, AMAALA will bring to life the desires and ambitions of a community passionate about shaping, and living, transformative moments.

Commenting on the appointment Chief Executive Officer of AMAALA, Nicholas Naples, said: "AMAALA will be a globally recognised destination for arts and culture, as well as one of the most comprehensive, integrative health, wellness, and sports offerings in the world. In partnership with HKS Architects, we look forward to realising our vision for Triple Bay and The Coastal Development by redefining the best in travel through the creation of transformative personal journeys for the world's most discerning travellers".

Triple Bay will offer a fully holistic wellness retreat, state-of-the-art diagnostic medical facilities, and authentic treatments influenced by the local environment and traditional practices. The community will be the first truly integrated sports and entertainment community with diagnostics, medical, and transformative wellness combined with learning in a family friendly environment.

With underwater experiences that will immerse guests directly into the natural domain of dolphins, turtles, and untouched coral reefs, Triple Bay is set to become one of the world's finest diving destinations in the world.

The Coastal Development is set to become the defining hub of contemporary arts in the Middle East, playing host to a dynamic programme of exciting events from the global arts and cultural calendar. Built on philanthropy, the immersive programmes will be creative, practical, and academic with a strong link to the Saudi community.

The Coastal Development will feature an arts museum and cultural district dedicated to keeping ancient crafts alive, along with an amphitheatre for live performances. This stretch of coastline will be a gathering place for a community of influencers and connoisseurs, complete with premium spa facilities, yoga, meditation, in addition to an equestrian centre equipped to offer rehabilitation, high-tech stabling, tournament-grade polo facilities, and instructors.

Master Planning & Design Principal of HKS Architects, Kevin Underwood, said: "The developments at Triple Bay and The Coastal Development offer a once-in-a-career opportunity to shape a new tourism destination from the beginning and it's a privilege to be involved as Master Planners. We're bringing together the global expertise of our firm, using our knowledge of designing for healthcare, sports, and other uses allied to many years' experience of working with luxury hotels and resorts to create something innovative and contemporary. Sustainability in all aspects is at the heart of our design, seamlessly integrating landscape and buildings with the stunning mountain and marine landscape of the Red Sea".



AMAALA's trio of communities – Triple Bay, Coastal Development, and The Island – will represent three different sets of experiences for visitors. The destination's development will be rolled out in three key phases, with completion slated ahead of the realisation of Saudi Vision 2030.

About AMAALA

Designed to evolve and elevate the very best in travel, AMAALA, located along Saudi Arabia's northwest coast, is an ultra-luxury destination that focuses on curating transformative personal journeys inspired by arts, wellness and the purity of the Red Sea.

Set in the Prince Mohammed bin Salman Nature Reserve across three unique communities, the 3,800-square kilometres (1,460-square miles) year-round destination will include 2,500 hotel keys and more than 800 residential villas, apartments and estate homes, alongside 200 high-end retail establishments, fine dining, wellness and recreation.

AMAALA's trio of communities – Triple Bay, Coastal Development, and The Island – will represent three different sets of experiences for visitors.

- **Triple Bay** will offer a fully holistic wellness retreat, state-of-the-art diagnostic medical facilities and authentic treatments designed to feature the local environment. Triple Bay will also be home to a fully integrated sports and entertainment community.
- **The Coastal Development** is set to become the defining hub of contemporary art in the Middle East, playing host to a dynamic programme of exciting events from the global arts and cultural calendar.
- **The Island** will be the tranquil home of an exclusive art community, and an Arabic botanical garden complemented by a collection of sculptural pieces.

The unique heritage and unspoiled landscape of AMAALA will allow travellers to immerse themselves in the finest wellness, art, culture, sports and fitness offerings. With close proximity to major destinations in the region, including Riyadh, Dubai, and Istanbul, AMAALA will become the heart of The Riviera of the Middle East.

For more information, please visit: www.amaala.com or follow AMAALA on Twitter at [@WelcomeToAmaala](https://twitter.com/WelcomeToAmaala) and [LinkedIn](https://www.linkedin.com/company/amaala).

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About HKS

HKS is a global firm of architects, designers, advisors and makers driven by curiosity and devoted to creating places that combine beauty with performance. They have 1,350 people in 23 locations and are united by a shared culture and sense of purpose. The company values honesty, diversity and inclusion and celebrate creative thinking across the firm. In partnership with themselves and their clients HKS is known for crafting powerful ideas, solutions and places that stand apart.

<https://www.hksinc.com/what-we-do/services/interiors/>

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AMAALA

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