

## Press Release

# Prince Mohammed Bin Salman Nonprofit City announces new central zone, Al Mishraq

- Al Mishraq will be a thriving hub for residents, visitors, and workers.
- The central zone has been designed to facilitate social interaction, encourage innovation and creativity, and foster young Saudi talent.
- The first phase of Al Mishraq will develop 105,000 square meters of retail, residential, incubator, and office space.

**Riyadh, Saudi Arabia; July 27, 2022:** Prince Mohammed Bin Salman Nonprofit City has announced the commencement of construction of Al Mishraq, the City's central zone where businesses and residents will flourish.

Al Mishraq will be the City's second largest zone, spanning 680,000 square meters. It will become a diverse, vibrant hub connecting the City with social activities and dynamic workplaces. Residential areas, public amenities, and flexible workplaces will be seamlessly integrated to create a vibrant work-live-play environment operating around the clock.

**David Henry, CEO of Prince Mohammed Bin Salman Nonprofit City,** said: "Al Mishraq lies at the heart of the City. It will be a laboratory for innovation and creativity, inspiring residents, visitors and businesses. The development of Al Mishraq will align with the wider goals of the City, embodying sustainability and smart technology, while nurturing future young Saudi leaders."

Designed by renowned architecture practice CallisonRTKL, the development embodies contemporary Salmani architecture and is modelled as a livable outdoor ecosystem. Al Mishraq will be a human-centered, linear open space that caters to the needs of all.

The rich and diverse environment of Al Mishraq will foster global partnerships and cross-collaboration of services and products, enabling the development of human capital, a vibrant knowledge economy, and the empowerment and engagement of young Saudi talent. Al Mishraq will incubate, showcase, and bring new ideas to market by encouraging people to meet, communicate, think, and innovate.

Al Mishraq will offer unparalleled retail, food and beverage, and leisure experiences. Global retailers are collaborating with local Saudi talent to bring truly unique retail outlets to the City. The City is providing a platform for retailers to pioneer innovative experiences that are creative, educational, engaging and transformational. Visitors and residents of the City will benefit from new products and technologies, interactive retail environments, and immersive retail experiences that are exclusive to Al Mishraq. The City is welcoming

leading global retailers to bring their visionary ideas to Al Mishraq and transform the retail sector in Saudi.

A diverse food scene will offer a plethora of dining options, from unique cafes to world-class fine dining restaurants with stunning views of Wadi Hanifa. Al Mishraq's leisure facilities will also enhance the lives of the young population, with a variety of health and wellness offerings as well as other activities to enable people to enjoy their valuable leisure time.

An iconic element of Al Mishraq will be the Central Spine, a unique shaded pedestrian zone that integrates the latest environmentally conscious shading and cooling technologies, including a series of active cooling wind towers, to enhance thermal comfort for pedestrians, all year round. The architecture of the Central Spine has been inspired by both Saudi Arabia's rich heritage and its bright future, representing the Kingdom's rapid transition to the future while honoring its past.

The creative arts scene will be nurtured at Al Mishraq, with the development of creative institutes and the display of artwork in public spaces. Artists will be encouraged to exhibit their work, providing unique experiences in art, design, and visual innovations for the enjoyment of visitors and residents of the City.

The first phase of Al Mishraq will develop 105,000 square meters of retail, residential, incubator, and office space along with an 8-screen, 900-seat cinema and 1,500 underground smart parking spaces which will be integrated with the City's mobile app allowing drivers to search for the closest available parking space.

The recently announced new headquarters of Manga Productions, a subsidiary of Mohammed bin Salman Foundation "Misk" which produces animations, video games and comics, will be located in Al Mishraq. Tamimi Markets, Saudi Arabia's leader in Fresh and Healthy Foods, is also opening a Natural and Organic market in Al Mishraq zone. This unique format, developed exclusively for the City, is part of Tamimi Markets commitment to building the future. "As a Saudi family, serving the families of Saudi Arabia, it's an honor to be part of the City community and vision" said Abdul Aziz Tamimi, CEO of Tamimi Markets.

For more information on leasing and partnerships, please contact the team at [City@misk.org.sa](mailto:City@misk.org.sa)

Prince Mohammed Bin Salman Nonprofit City will be the first of its kind in the world and is located in Irqah neighborhood, adjacent to Wadi Hanifa, on an area spreading over 3.4 square kilometers.

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**About Prince Mohammed Bin Salman Nonprofit City:**

His Royal Highness Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince, Founder and Chairman of the Board of Mohammed bin Salman Foundation "Misk", recently announced the launch of Prince Mohammed Bin Salman Nonprofit City. The vision for the City is to serve as model for the development of the non-profit sector globally and as an incubator for youth and volunteer groups as well as local and international institutions. The City will contribute to achieving the goals of Mohammed bin Salman Foundation "Misk" in supporting innovation, entrepreneurship and qualifying future leaders by defining non-profit work in its internal operational concept and in terms of opportunities and youth training programs it will provide. In addition, the project will provide services that contribute to creating an attractive environment for all beneficiaries of the City's offerings. Details surrounding development phases and progress of Prince Mohammed Bin Salman Nonprofit City will be announced in the coming months.

<https://mohammedbinsalmancity.misk.org.sa>