

# UPLIFTING

Masdar  مدينة  
CITY  
RETURN TO THE SOURCE



## STRATEGY

THE ACTIVATION AND INCREASING LIVABILITY OF THE SPACE IS CARRIED OUT DUE TO ITS FUNCTIONAL FILLING WITH TRADITIONAL FUNCTIONS AND THE ADDITION OF NEW FUNCTIONS NECESSARY TO IMPROVE THE QUALITY OF THE URBAN ENVIRONMENT. IMPROVING THE QUALITY OF THE URBAN ENVIRONMENT IS ACHIEVED BY FILLING IT WITH VARIOUS PLACES ASSOCIATED WITH THE OPTIONAL URBAN HUMAN ACTIVITY, NAMELY, WITH REST, COMMUNICATION, FREE PASTIME. THE SPACE WILL BECOME A CITY CENTER OF GRAVITY THANKS TO AN INTERESTING MODERN ARCHITECTURE, MULTIFUNCTION AND HIGH-QUALITY URBAN ENVIRONMENT, WHERE CONDITIONS WILL BE CREATED FOR A LONG AND COMFORTABLE STAY. THERE WILL BE CITY FESTIVALS AND ACTIVE EVERYDAY CITY LIFE, FOR WHICH IT WILL BE INTERESTING TO WATCH SITTING WITH A CUP OF COFFEE IN A COFFEE SHOP, ON AN OPEN TERRACE OR AMPHITHEATER NEAR A FOUNTAIN OR GREEN OASIS. IF YOU WANT, YOU CAN TAKE PART IN THE CITY PERFORMANCE YOURSELF, READ A BOOK IN THE STREET LIBRARY, WALK THROUGH THE SHOPS - WORKSHOPS, TALK WITH LOCAL PEOPLE, TRY YOURSELF IN MASTER CLASSES IN TRADITIONAL HANDICRAFTS. FOR LOVERS OF ACTIVE RECREATION, THERE ARE PLACES FOR PLAYING PING-PONG. HAVING PLUNGED INTO THIS URBAN PERFORMANCE, YOU CAN FEEL THE SPIRIT OF THE PLACE. AND THE RESULTING BRIGHT POSITIVE IMPRESSIONS OF STAYING IN THIS CITY AND COMMUNICATING WITH ITS RESIDENTS WILL CAUSE A DESIRE TO RETURN TO IT AGAIN.