

THE POWER OF THE DESERT

OPEN HERITAGE MUSEUM MASDAR CITY- UAE

Blurring the lines between culture space and renewable power generator facility, the new proposed design concept of 30,000-square-meter heritage museum located in United Arab of Emirates is the main landmark and culture center in Masdar city principle landscape axis. The idea is to transform the traditional space of renewable energy generator facility into a heritage museum celebrating 50 years of modern development since the country union declaration.

The main Concept proposes the museum as an essential culture node in the center of the city urban fabrication, also it proposes impeding the renewable energy generators equipment within the museum Spatial scheme without affecting the main concept morphological forms that reflect the iconic historical key feature considering the UAE heritage, with the consideration of energetic efficiency and environmental characteristics of the surrounding.

TOTAL GENERATED ENERGY
2745 MWH

MAIN CONCEPT

PHILOSOPHY

The project philosophy aims to integrate UAE heritage and culture aspects with the considerations of renewable power generators settlements through a unique design scheme capturing the spirit of surroundings, even as it asserts its own identity. Reflects the historical iconic elements, by introducing visual metaphor, appealing, healthy, comfortable, flexible, secure and efficient, a pleasure to be in. And adding real value for the city and users.

The design concept based on 3 connected approaches:

1 - **Culture and Identity** - Presenting iconic historical features to rehabilitate and emerge UAE character and integrate the variety of action locations forming the desired international image and city unique landmark.

2 - **Environmental approach** - As a sustainable project integrates considerations of energetic efficiency and a compatible material. It also presents a use of the territory in an ecological and social manner, allowing using of natural illumination and environmental air-conditioning systems in combination of power generating trying to redefines the idea of an iconic culture landmark.

3 - **Renewable power generators settlements** - Impeding and managing the power generators different types and features in an artistic innovative scheme as an added value to the design final image and main concepts. Reducing life-cycle energy and operating costs; improving brand recognition; and a quality of life that promotes health and wellness.