



EVENT PARTNERS



www.arabianconstructions Summit.com

An aerial photograph of a coastal region, likely a bay or estuary. The foreground shows a dark, irregularly shaped landmass with a complex, textured surface, possibly a wetland or a small island. The surrounding water is a lighter, brownish-tan color, and the horizon is visible in the distance under a hazy sky.

This presentation starts where it will end:

WHAT MAKES BUILDING A NEW-SELF CONTAINED
TOWN OR CITY **SUCCEED?**

KaKS LLC



KaKS LLC all rights reserved 2009

nit.com



IS IT THE LOCATION?



IS IT THE GREEN OR THE ECOLOGICAL ENVIRONMENT?



IS IT THE LOCATION HAVING THE PROPER INFRASTRUCTURE, TECHNOLOGY & SERVICES?



IS IT THE PROPER MARKET- COST- FEASIBILITY STUDIES FOR REAL ESTATE PROJECTS?



IS IT THE INVESTMENTS & JOBS OPPORTUNITIES?



IS IT THE PROPER ENGINEERING & BUILDING CODE?



**IS IT THE AVAILABILITY
OF THE AFFORDABLE PACKAGE?**

**FINANCED HOUSING PROJECTS-
EDUCATIONAL INSTITUTIONS-
CULTURAL/RECREATIONAL/
RETAIL SPACES**



**IS IT THE MAGICAL
“ON TIME PROJECTS
HANDOVER”?**



**IS IT THE AVAILABILITY
OF THE LUXURIOUS PACKAGE?**

**EXTRAVAGANT RESIDENCES-PRESTIGIOUS
EDUCATIONAL INSTITUTIONS-
CULTURAL/BOUTIQUES/
LEISURE SPACES**



**IS IT THE
CELEBRITIES
SIGNATURES
ON REAL ESTATE PROJECTS?**



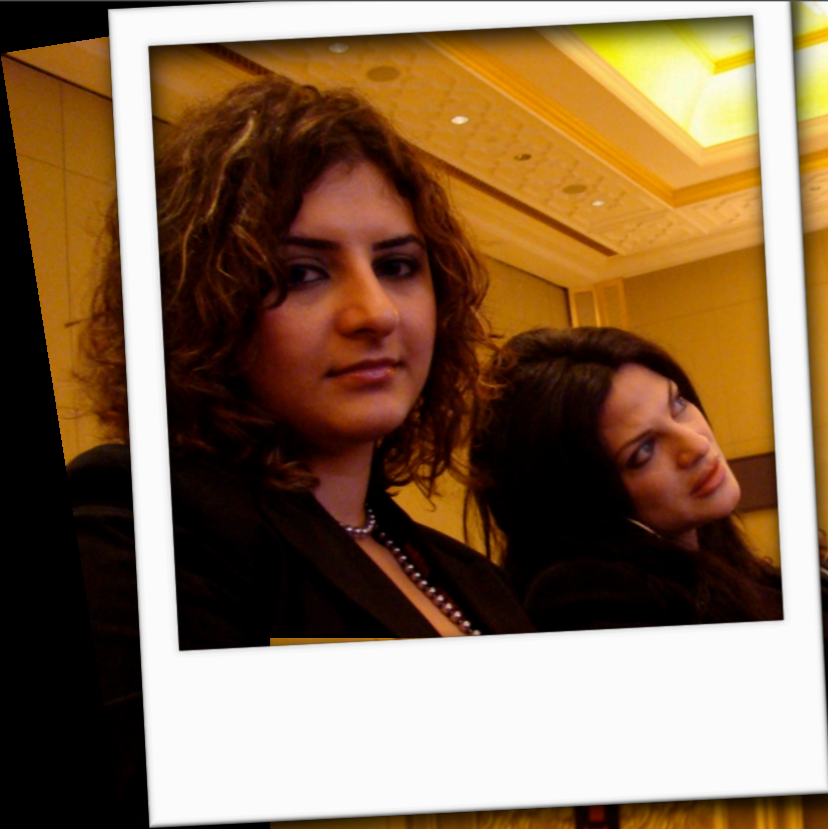
IS IT ALL OF THE ABOVE



IS IT SOME OF THE ABOVE



OR IS IT NONE OF THE ABOVE



...THE STORY
OF
A COTTAGE...

BY KaKS LLC

Extract from the book of **Italo Calvino**, "Invisible Cities"
which is the stone that supports the bridge?" Kublai Khan asks.
"The Bridge is not supported by one stone or another". Marco answers, "
but by the line of the arch that they form".
Kublai Khan remains silent, reflecting. Then he adds:
"Why do you speak to me of the stones? It is only the arch that matters to me".
-Polo answers: **"Without stones there is no arch"**

KaKS LLC all rights reserved 2009



Extract from the book of **Italo Calvino**, "**Invisible Cities**" where a fictional **Marco Polo** tells a fictional **Kublai Khan** about cities he has visited in his travels:
"Marco Polo describes **a bridge, stone by stone.**

But which is **the stone that supports the bridge?**' Kublai Khan asks.

-**'The Bridge is not supported by one stone or another'**. Marco answers, "but by **the line of the arch that they form'**.

Kublai Khan remains silent, reflecting. Then he adds:
'Why do you speak to me of **the stones**? It is only **the arch** that matters to me'.

-Polo answers: **'Without stones there is no arch'**

Extract from the book

"KaKSionary"

The language of building new towns or cities:

-Authentic vs Folklore



1-People

vs

Botox



2-Landscape

vs

Maquette



3-Brands

vs

Buildurgers



4-Real time

vs

Virtual time



5-Media

vs

Propaganda



"KaKSionary"

The language of building new towns or cities:

-Authentic vs Folklore



1-People
vs
Botox



1-People
vs
Botox



PEOPLE ARE HUMANS,
INDIVIDUALS, MORTALS,
PEOPLE ARE MEN WOMEN,
& CHILDREN,
PEOPLE MEANS MOODS,
MEMORIES, MOTIONS,
& FEELINGS,
PEOPLE MEANS US



Jeunes paysans Libanais.

Femme de Becharreh, M. Liban.

1-People



VS

Botox



THE BENCHES OF DIALOGUES

The stone benches are present in almost every corner in all Lebanese villages & in all communities.

It is the place to exchange dialogues, to carry conversations, point of views and to tell stories...

...And I would like to share with you mine.....

1-People
VS
Botox



Like all authentic Lebanese peasant,
ABOU AFIF was attached to his land.
He cultivated her devotedly with love,
despite the harsh conditions of the climate.
He watered her with his sweat
and made her his sanctuary.
He raised a big family,
with honor,
courage and simplicity.



MONT LIRAN CO

1-People
vs
Botox



ABOU AFIF



.... a beautiful face of
my country....

ABOU AFIF is the symbol of
our Lebanese peasants...
.... dignified and rigorous
like an Oak Tree well rooted...
His land was
his victory,
his happiness.

1-People
VS
Botox



RIAD ANDARI

CEO OF KaKS LLC



When RIAD talks about
ABOU AFIF,
he talks about his
childhood's memories
with his grand father...
ABOU AFIF milking the cow...
for RIAD to drink
fresh "halib"

How ABOU AFIF rode the donkey up to the mountain
while he used to sit behind him.... and there he used to watch
his grand father working the land with pride,
bringing back home, fruits or vegetables,
depending on the season...

Nothing much, Nothing fancy
but enough
to live with dignity



1-People
VS
Botox



Growing up, RIAD developed an intimate relationship with Falougha, while studying economics in the USA, he always came back to hike in her mountains, resourcing himself from her Cedars.



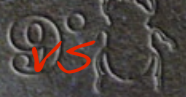
In 2002, RIAD's love for Falougha, was translated in the cottage he built on that same mountain.

On a land he inherited from ABOU AFIF.



This cottage is his victory, his happiness.

1-People



Botox



1-People
vs
Botox



فالوغا
ترحب بكم
Welcome to
FALOUGHA

تعلو عن سطح البحر ١٢٥٠ متر
تبعد عن وسط بيروت ٣٣ كلم
بلدية فالوغا

Rami Hotel
033218881 - 033219807

مطعم الرامي
033218881 - 033219807



-BADAK 45 DEEIA
MIN AL MATTAR,
WA TLATEEN EZA
BTSOUUK MITL EL
LEBNANEYE

FALOUGHA, BEL
SRYENE MEENETA,
DIVIDE, LAANO
FEYA NAHREEN
BYEMERKO FEYA

1-People
VS
Botox



KIFAK AME halim?



- TFADALOOOO, SHEYLEKN TOOT.....-AMO CHAKIB,
SABAH AL KHEIR,



-BONJOUR LOUIS
KIF HAL OTEL?



-MEN HAL JABAL
MENSHRAB MAYET
AL SOHAT ATYAB
MAY BEL AALAM

1-People
vs
Botox



شيدت
بعهد الجاسر البلدي برئاسة
بسمير عتيق



Hisham



AMO AMINE, AMRO 82
SANA WA
BAADO KEL YOUM
BYEFTAH
AL SALON
WE BESAKER AL TANEEN,
ALLA YTAWEL BE AMRO



AL AIN



Amo
Amine



-HISHAM, KIFAK HABIBI,
TSSJALET BEL MAAHAD?
-BOUKRA RAHEH ETSAJAL.
-CHOU AKHBAR, EKHWETAK
BI ABOU DHABI?
-MIN CHWYE HEKYOUNI,
KEN OMAR ENDON
BSELMO KTIR ALAIKON,

1-People
vs
Botox



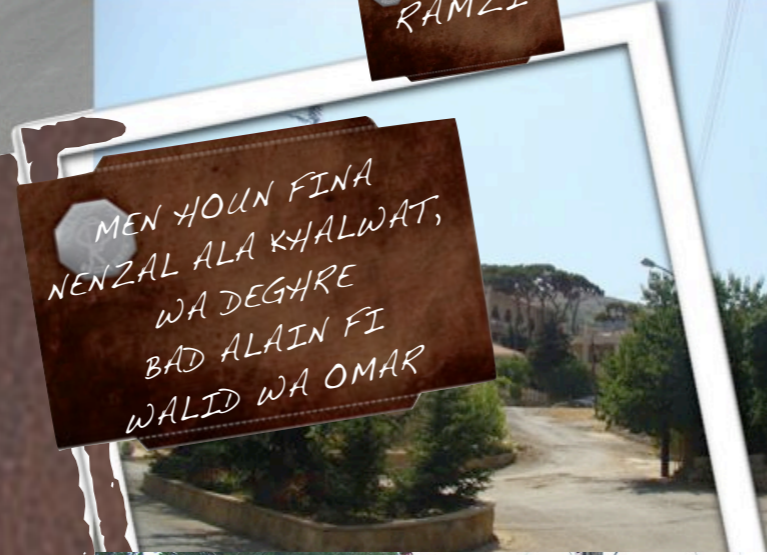
RAMZI



WAJIH
ABO JIHAD



KHALWAT



MEN HOUN FINA
NENZAL ALA KHALWAT,
WA DEGHRE
BAD ALAIN FI
WALID WA OMAR

OMAR ENDO PIZZA
CABANA



WEI, HAIDA MECH
BEIT ...GAUDI...
BEIT OMAR



WALID ENDO
MATTAM ALTRO

1-People
vs
Botox

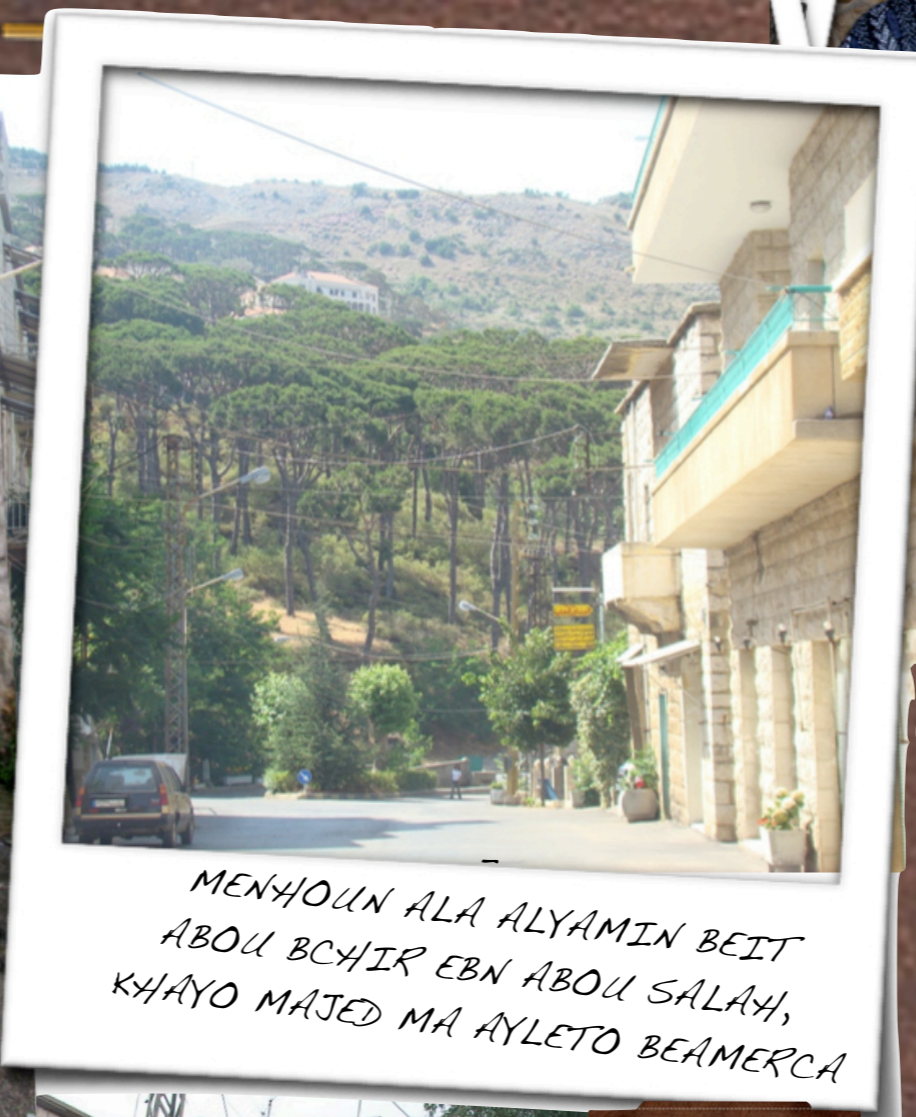


BTEMROK ALA TANTE SALWA,
TEEBET KTIR TANTE SALWA,
LA ASSEST
MADRASET AL TAMREED,
HALAA HEYE RAEISET
AL SALIB ALYMAR,



-KHALO KAMAL,
DEYMAN BE HAL JWAYNE,
HATA AL MAJALLE BTETHADAR
BE HAL JAYNE,
OWLAK KAM CHAJRA
SAR ENDO ALKHAL?

1-People
vs
Botox



BTETAMAN ALA FAHED,
BTSS ENDO
WA BTCHIRAB AHWE



BEIT AL MARHOUM
BOU ADIB,

KIFAK AMO SHAWE?
SELKAT TANTE WADAD
BEJANENO!
WAYNA LA ESHKERA;
AH END EM AFIF....
OK AMO SALLEM!



NZOUL

BEIT RASHID...

IMPERFECT

1-People
VS
Botox



SAHET
AL BALADYE



JOE EBN SAMIR



BETNADI
ALA EL MEKHTAR



BETTAMAN
ALA EMILE



EL DAFTAR

BEL BALADYE, BTCHOUF
SAMIR,
BE KHABRAK AN JOE EBNO,
WA BI FARJIK
DAFTAR

1-People
VS
Botox



-MEN HOUN BETFOOT ALA
BEIT AL KADI JEAN
BSAIBES
-YEMKEN AL YOUM AM
YEMSHE FOOK HAD AL
ARZEET



DIWAN AL SULTAN IBRAHIM
restaurant
MEN TLETEEN SENE BAADO
ATYAB SAMAK



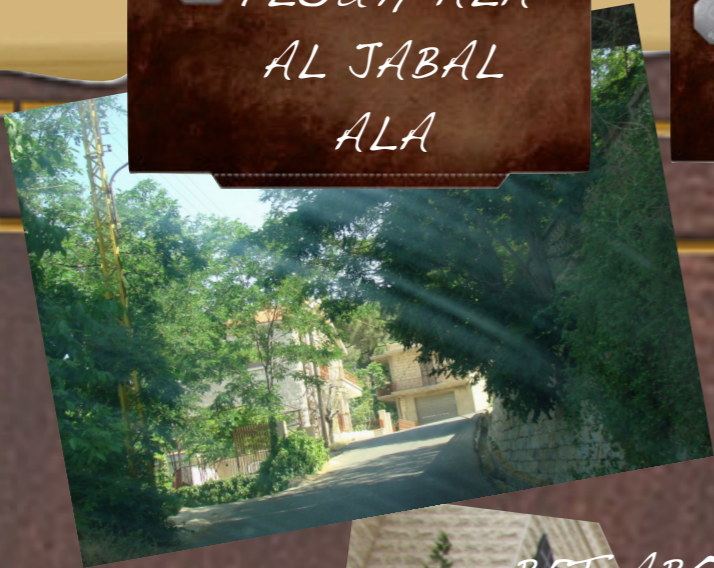
BELCHETI, BEYNZAL
AMO IBRAHIM ALA BEIRUT
AMO IBRAHIM, WA EKHWETO
ENDON MATATM
AL SULTAN,



1-People
VS
Botox



TLOUH ALA
AL JABAL
ALA



BEIT
RIAD



MATENSA BOUKRA
RALY FALOUGHA



BET ABOU CHEBEL



CHEBEL BSAIBES
ASSAS BEL 93



BI ABOU DHABI

-HAIDEK AL SAYFEYE,
AARAFNA ALEI,
SAMIR, AL AN
CHEBEL INO,
FALOUGHE HAKIKI...

tionssummit.com

Handwritten note:

- # a self-made person... successful but humble.
- # He is for sure a smart and sharp businessman, but
- # this "land is blessed", you are sure then, that ANAS also follows his heart's and he will be true to Falaqha as he is true to his own country Qatar.

KaKS LLC all rights reserved



1-People
VS
Botox



ANAS AL JUMAILY

CHAIRMAN OF DOLMEN LLC



When you first meet ANAS,
you immediately
realize that he is a self-made person.
...successful but humble.
He shares with you his search for
simple happiness, for content...
He is for sure a smart
and sharp businessman,
but
when ANAS touched one day
the soil of Falougha,
he said that
this "land is blessed",
you are sure then,
that ANAS also
follows his heart,
and he will be true
to Falougha as he is true
to his own country Qatar.

MOHAMAD AYASH

CEO OF DOLMEN LLC



* As an architect, MOHAMAD describes the breathtaking landscape of Falougha as GOD'S RENDERING.

* Originally from the south of Lebanon, MOHAMAD, carries in his heart the dream of an utopian city, the dream of an utopian family.

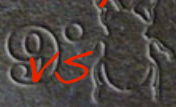
KaKS LLC all rights reserved 2009

com



KaKS LLC all rights reserved 2009

1-People



Botox



MOHAMAD AYASH

CEO OF DOLMEN LLC



As an architect,
MOHAMAD describes
the breathtaking landscape
of Falougha as
GOD'S RENDERING.
Originally from the south of Lebanon,
MOHAMAD, carries in his heart
the dream of an utopian city,
the dream of an utopian family.
His energy, sincerity,
and fulfillment never leave him,
always ready to help,
always ready to produce.

1-People

vs

Botox

Early 2008, DOLMEN decided to develop a real estate project in Falougha next to RIAD'S & SAMIR'S cottages, before even knowing that there is a vision for a new town planning



WHAT
ANAS & MOHAMAD
WILL DO
IN NEW FALOUGHA?
THAT IS NEXT....
BUT FIRST LET US
GO BACK
TO 15 OF MARCH 2008,
SAMIR IS MEETING
KaKS AT 7PM
IN RIAD'S COTTAGE.

1-People
vs
Botox



To develop today,

mega real estate

projects that produce

machinelike, abstract & lifeless cities & towns, OR

dormitory for people who work in other places, means that we are

failing again, in finding the

generative sequence that will allow a dynamic process to

produce **living** field of centers.

AS RESULT, It will be very difficult for any city to stay alive, **AND** for any town to stay healthy, although **very near the city**.

1-People
VS
Botox



Generally, when building a **new neighborhood**, we are overlapping the **dynamic-time factor** that usually creates and maintain **relatedness**; because usually **any dynamic neighborhood** depends & **emerge** from **people's actions & volition**, that leads to types and styles of order quite different from any **planned arrangement**, or any **predefined master plan**.



We all know by default that **studying consumers** means studying human beings: **PEOPLE** we all tend to occasionally **forget** this!

1-People
vs
Botox



PEOPLE MEANS

US.....

**and WHere is
“US”??????**



Me

I - NO



more

ANONYMITY

1-People
vs
Botox



My
world



The pressure to perform is now part of our everyday
lives... it directly affects



our body...



daily moves



our mind

CONCRETE ASPECTS



HOME



BODY

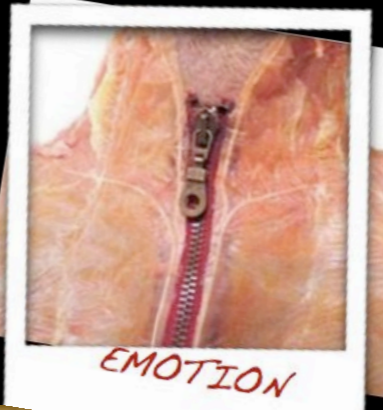


FOOD

INTANGIBLE ASPECTS



SENSATION



EMOTION



RUN

2-1

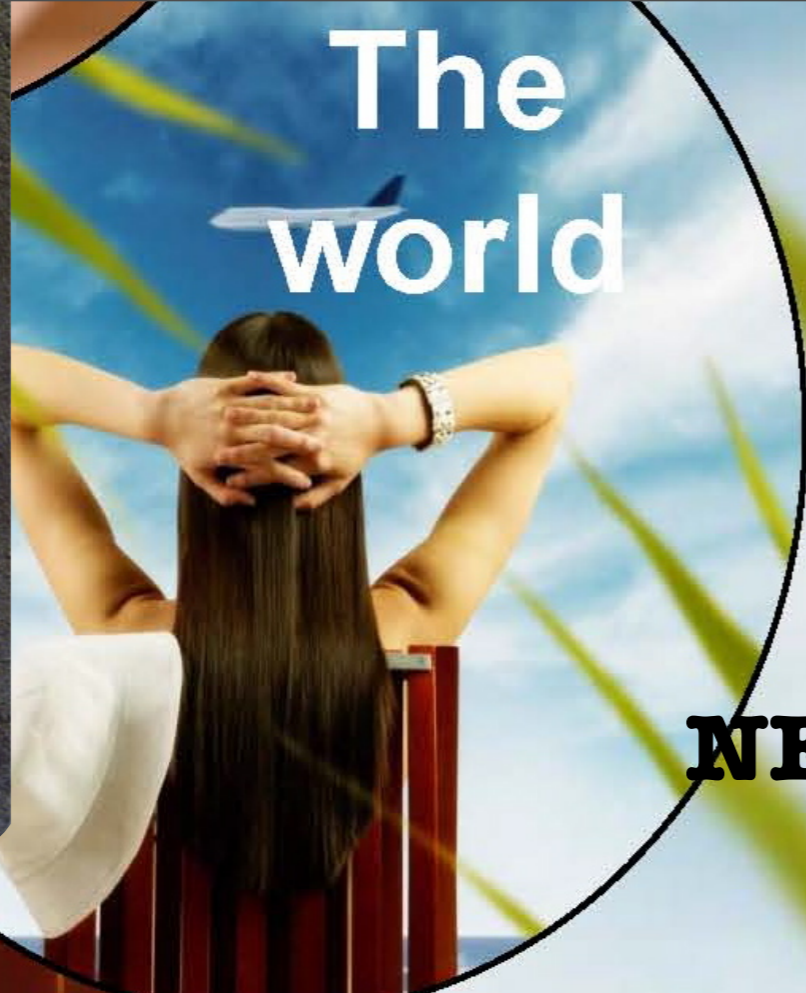
Today....

the urge to crave a fresh environment,
never been so intense.....



Three Dimensional personal comfort

1-People
vs
Botox



The World

A MOVEMENT
OF
CHANGE
IS EMERGING
CRAFTING



NEW SPHERES

SHIFTING FROM
METROPOLIS
TO



MICROPOLITANS

BLURRING THE **BOUNDARIES**
BETWEEN URBAN
& RURAL LIFE

FINDING WAYS
OF
REDRESSING
THE BALANCE
& to bring gravitas
to
a once-
maligned tradition



3-1



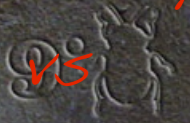
"KaKSionary"

The language of building new towns or cities:

-Authentic vs Folklore



2-Landscape

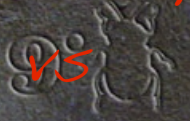


Maguette



LANDSCAPE IS A LIVING STRUCTURE, IT HAS MEMORIES, IT HAS A LANGUAGE, IT HAS MOODS, RHYTHM, IT HAS A CHARACTER

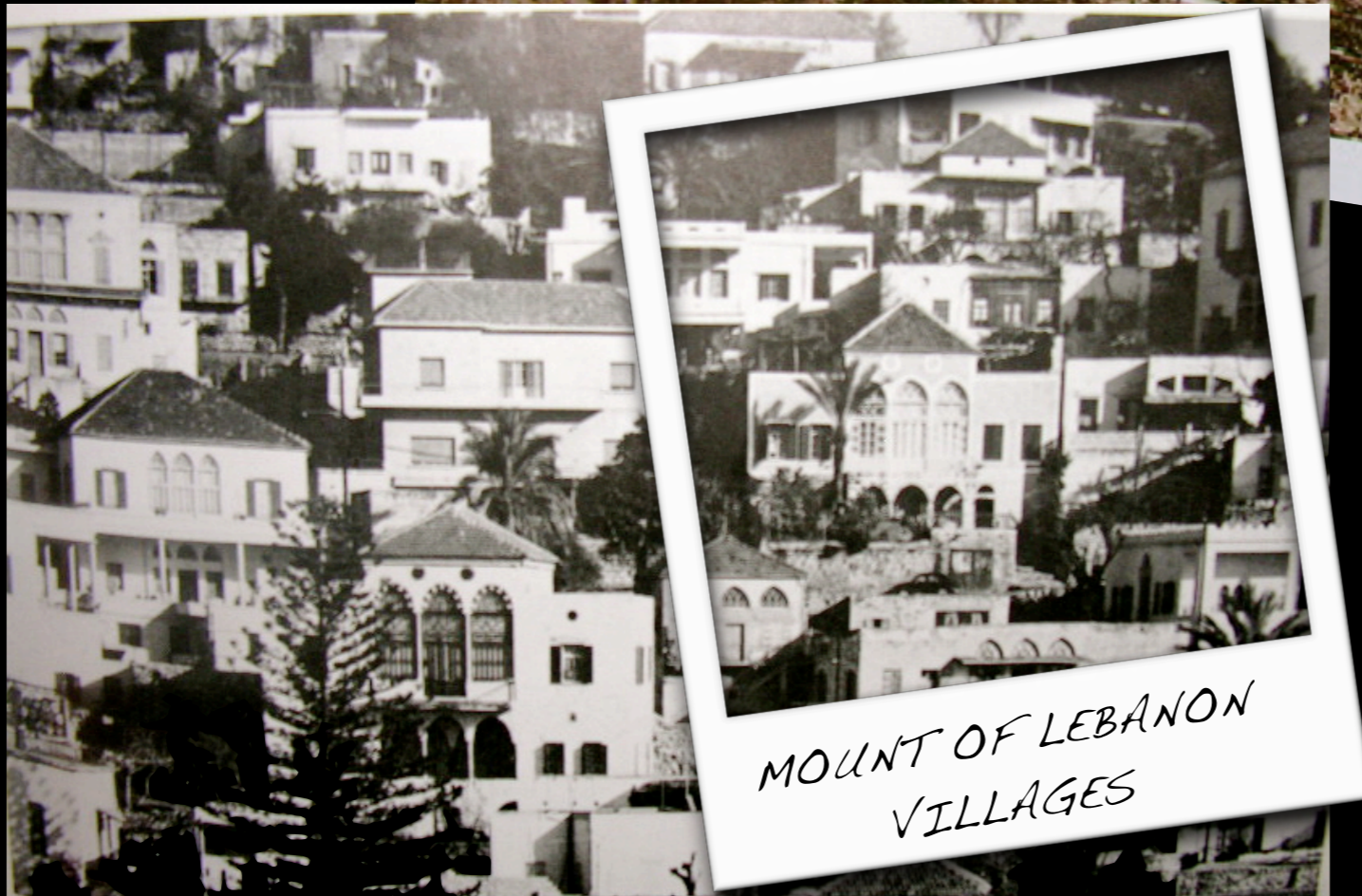
2-Landscape



Maguette



A CURLED UP
&
GATHERED
VILLAGE



MOUNT OF LEBANON
VILLAGES

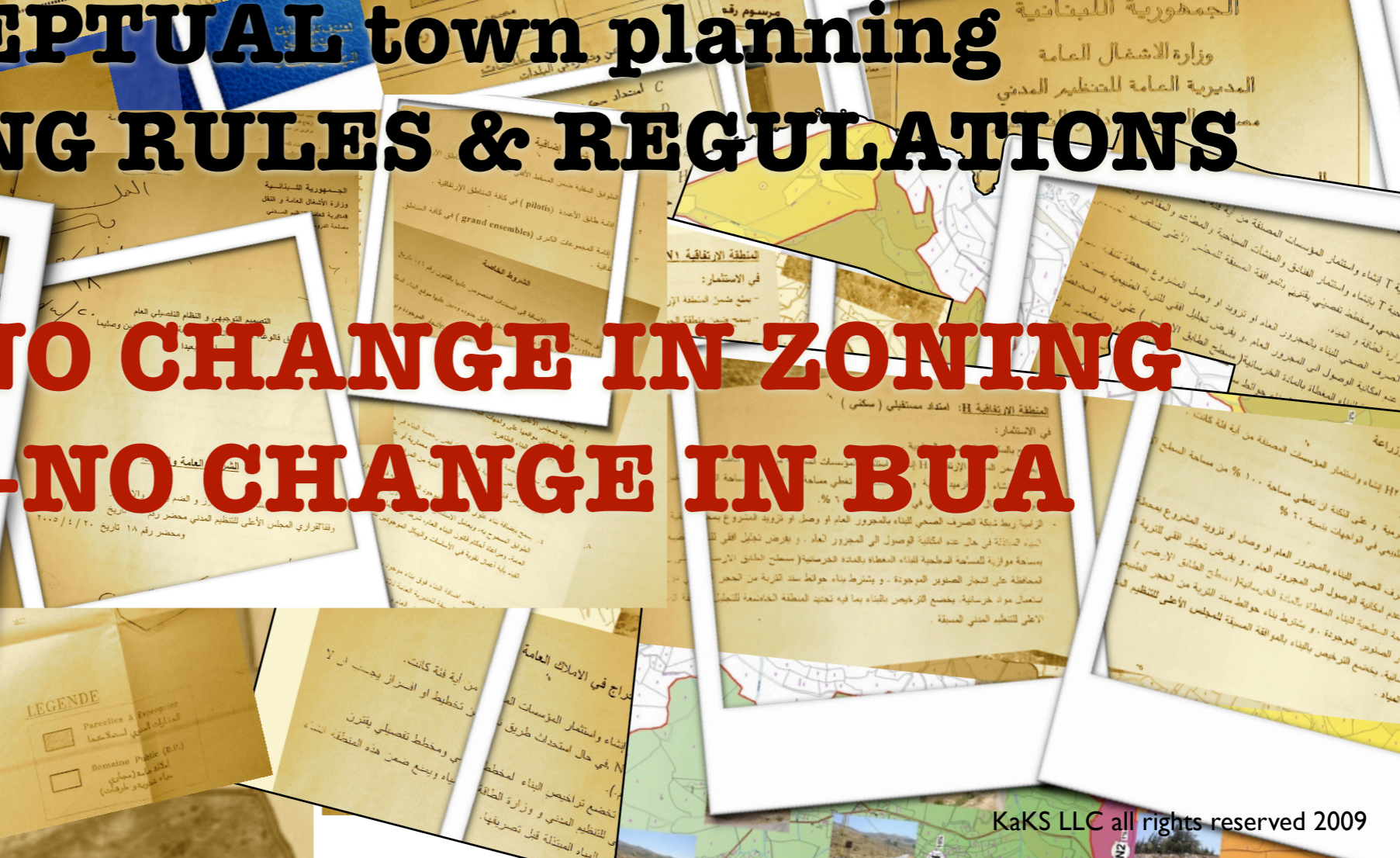
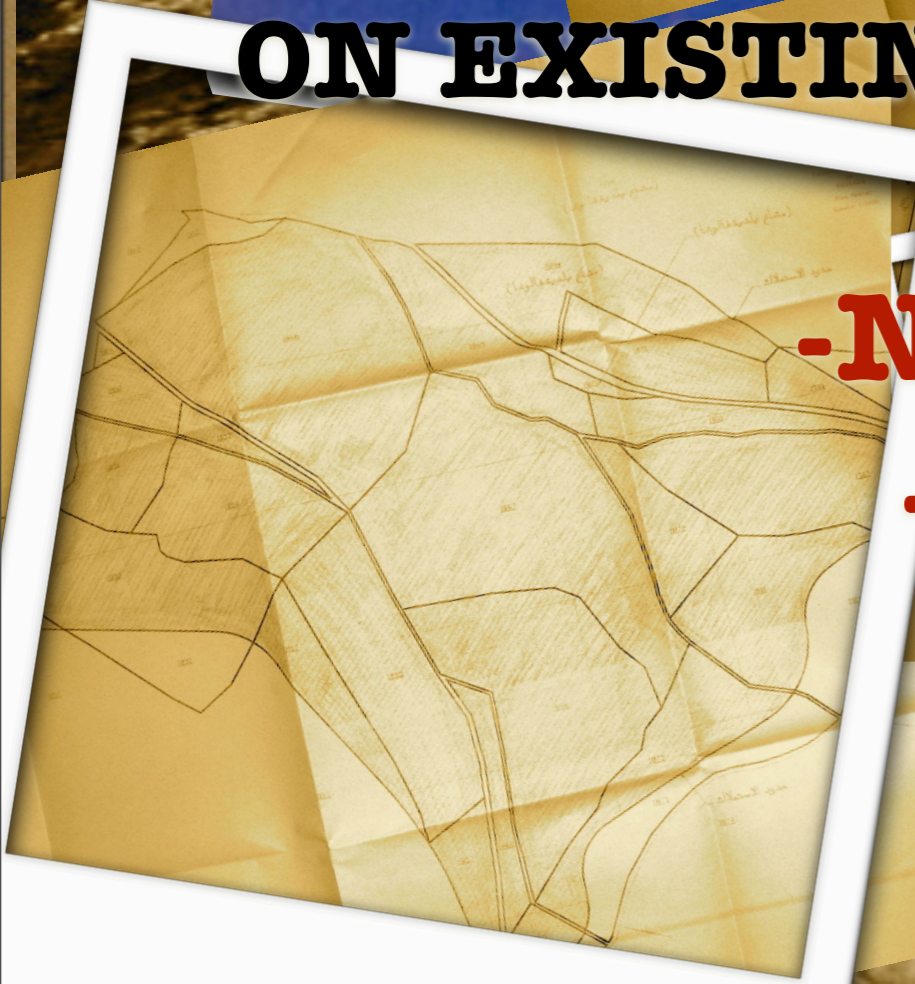
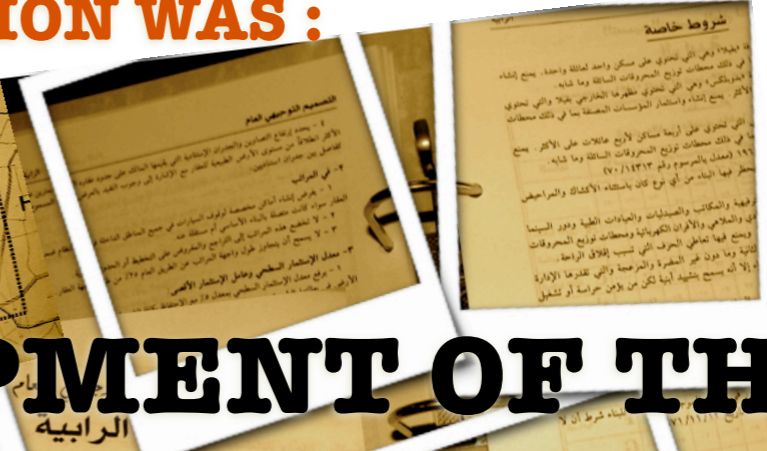
2-Landscape
v5
Maquette



AFTER GOING THROUGH ALL AVAILABLE BUILDING CODES DECISION WAS :

TO BASE THE DEVELOPMENT OF THE CONCEPTUAL town planning ON EXISTING RULES & REGULATIONS

**-NO CHANGE IN ZONING
-NO CHANGE IN BUA**



2-Landscape
v5
Maquette



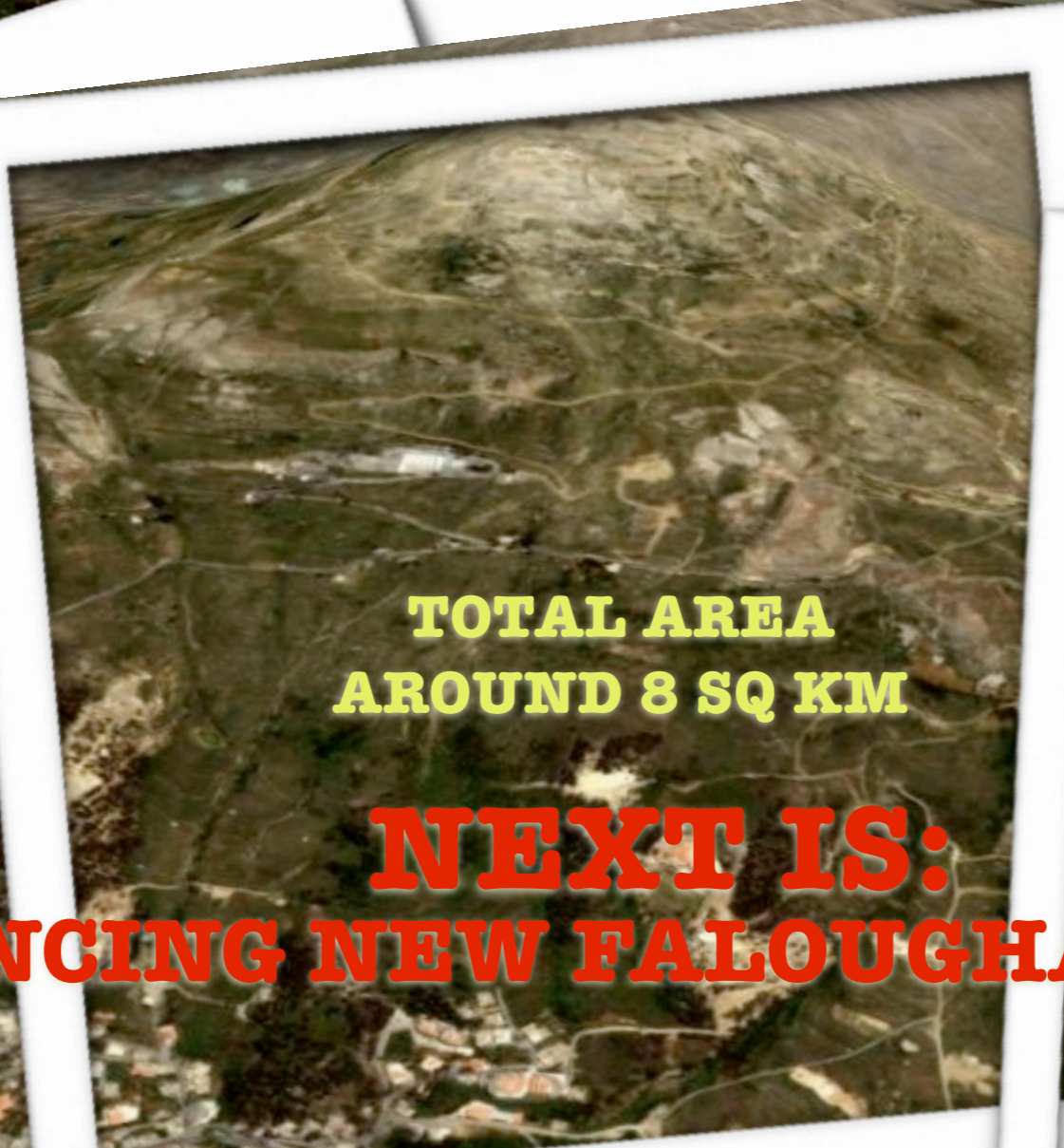
GATE 1
FROM DAHR AL
BAIDAR HIGHWAY



NEW FALOUGHA
PERIMETERS

DEFINING NEW FALOUGHA PERIMETERS,

GATE 2
FROM THE OLD TOWN



GATE 2
FROM THE OLD TOWN

TOTAL AREA
AROUND 8 SQ KM

NEXT IS: EXPERIENCING NEW FALOUGHA PERIMETERS



GATE 1
FROM DAHR AL
BAIDAR HIGHWAY

AND TO DO THIS WE NEED

.... MECHWAR ALA NEW FALOUGHA.....

2-Landscape
vs
Maquette



... TREES & ANCHORED ROOTS
WILL GREET YOU....

...FROM THE OLD TOWN....

YOU WILL NOTICE THE SENSE OF NOVELTY,

2-Landscape
v5
Maquette



INDUCED BY THE COLOR OF THE
VEGETATION....SOMETIMES DARK...
SOMETIMES LIGHT...



2-Landscape
v5
Maguette



...YOU MIGHT
HEAR
TREES
WHISPERING ...

...WHILE SMOOTH FOG MIGHT
VISIT THE LANDSCAPE....
BY THEN, SOHAT WATER WHOULD BE
CHILLED & FRESH



2-Landscape
vs
Maquette



...AND IN FRONT OF THIS LANDSCAPE, YOU UNDERSTAND THAT THE DETAILS OF THIS MAGNIFICENT ENSEMBLE...ARE NO LESS ATTRACTIVE THAN THE GENERAL COUP D'OEIL....



YOU WILL
SEE...VIGOROUS
LANDSCAPE...

...ELEGANT PALETTE
OF COLORS.....

... COMMUNITIES OF
TREES....

2-Landscape
vs
Maquette



2-Landscape
vs
Maguette



...ALL ARE MINGLED IN
SOME UNEXPECTED
MANNER....



... ANS IF YOU ARE IN FRONT OF
THESE MASSES OF ROCKS, IT MEANS
THAT....



2-Landscape
v5
Maquette



...TO YOUR RIGHT SIDE YOU WILL ENJOY SOME SEREN SHEEPS AND GOATS ...



...AND YOU CAN GO BACK IN TIME, TO THE YEAR

1833

..SOME SHEEPS WOULD PROBABLY BE THERE ...



... AND AT THE HILL ...

OR YOU CAN TALK TO SOME IMAGINARY FRIENDS

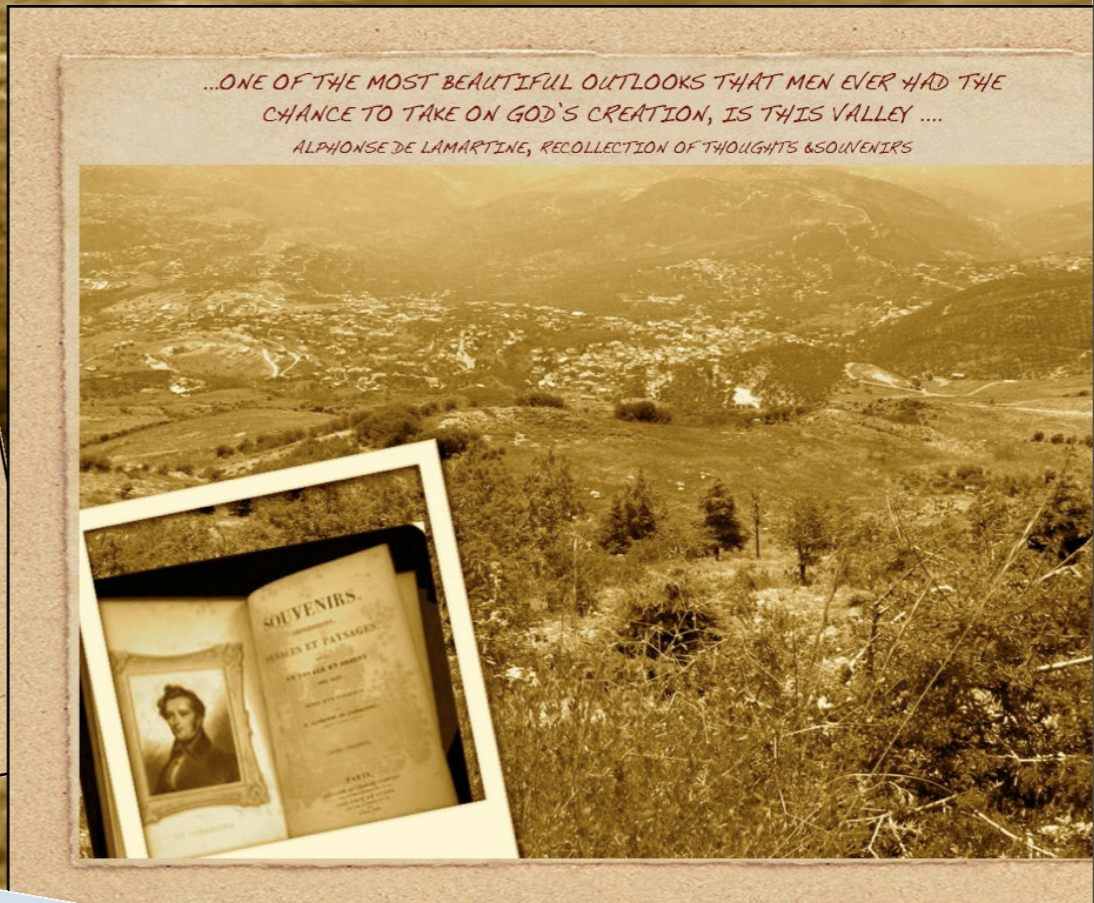
...THAT WILL TAKE YOU BACK IN TIME



... YOU CAN HEAR LAMARTINE SAYING....

2-Landscape
v5

Maguette



ON YOUR RIGHT YOU SEE
THE CEDERS
HILL



THIS VALLEY TODAY CAN TAKE YOU BACK TO
THE OLD TOWN...

2-Landscape
v5
Maquette



.... SOME CONIFER CONES ARE CRYING
REMEMBERING...



جھیل بک طور
فاندوزع القناصة
رشد ازده
حالی قمر
۳۶



... SEPTEMBER 1943,
THE FIRST LEBANESE FLAG WAS RAISED
ON THIS CEDERS HILL.....

مركز رفع اول علم لبناني
على جبل ارز قلوبعا



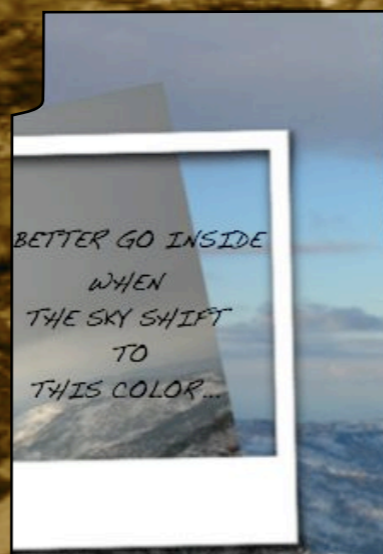
...FROM THE CEDERS HILL YOU CAN SEE
RIAD'S COTTAGE, IF THE CAR
IS PARKED, COME OVER AND ...



...INTRIGUED YOU MIGHT
AS WELL
FIND SOME PEOPLE
VISITING...
AND ONE GENTLEMEN
SALUTING THE FLAG....



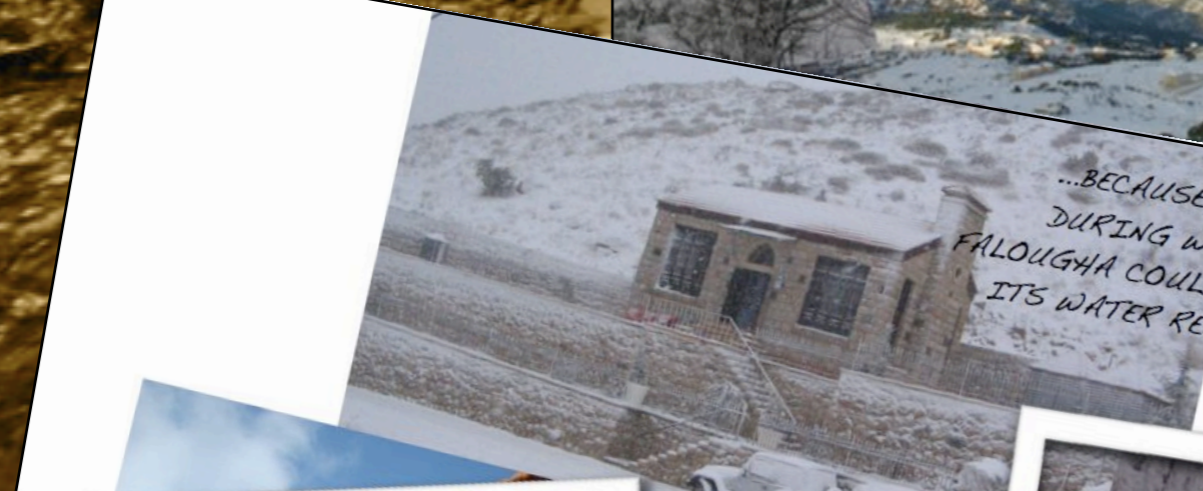
2-Landscape
v5
Maquette



BETTER GO INSIDE
WHEN
THE SKY SHIFT
TO
THIS COLOR...



... AND STAY AT
THE SMALL TERRACE,



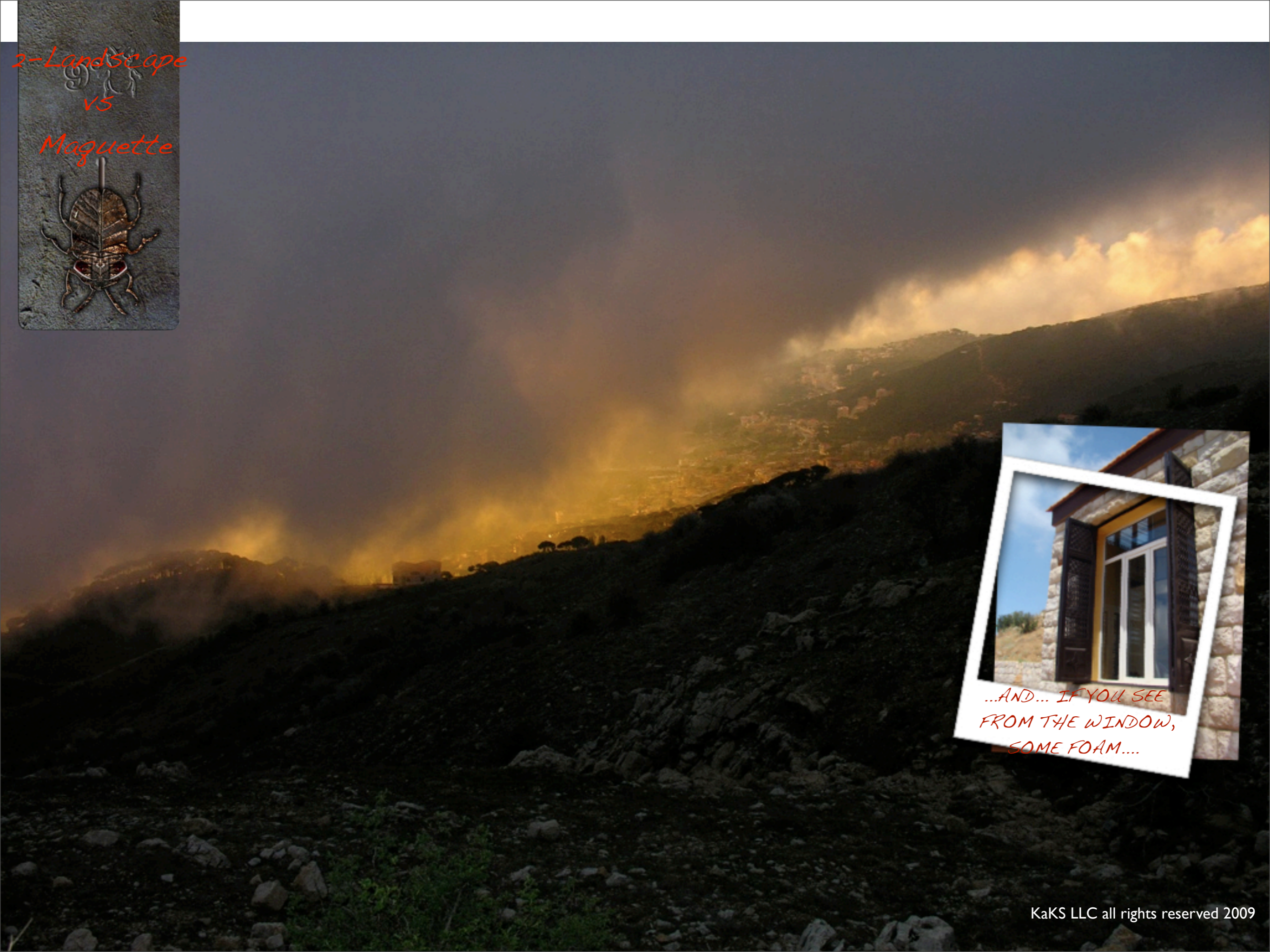
...BECAUSE SOMETIMES,
DURING WINTER DAYS,
FALOUGHHA COULD BE RESOURCING
ITS WATER RESERVES.....



...AND...



2-Landscape
v5
Maquette



...AND... IF YOU SEE
FROM THE WINDOW,
SOME FOAM....

2-Landscape
v5
Maquette



THEESE ARE SIMPLY
THE CLOUDS VISITING US
REACHING LITERALLY
THE EDGE OF THE SMALL TERRACE.....



2-Landscape

v5

Maquette



....YOU ENJOY A VIEW THAT STIRS YOUR SOUL WITH MOST MYSTIC EMOTIONS...

2-Landscape

v5

Maquette



...AND JUST AFTER THE SUNSET YOU MIGHT SEE THE MOON
TALKING TO VENUS.....

2-Landscape

VS

Maquette



...OR AT SOME NIGHTS, THE MOON WILL BE SIMPLY TALKING TO YOU.....
...IN NATURE NOTHING IS PRE-PREPARED, YET EVERYTHING IS IN ORDER.....

2-Landscape
v5
Maquette



**IN NEW FALOUGHHA
THE LANDS ARE OWNED BY
FALOUGHE & FALOUGHYE;
THEREFORE WE NEEDED TO
FIND A MAJOR AXE OR THEME
THAT WILL ALLOW THIS NEW
PART TO QUIETLY EBB AND FLOW;
THAT WILL GUIDE ALL LANDS OWNERS,
&
NOT A PREDEFINED MASTER PLAN
WITH PREDEFINED FUNCTIONS...**



**A HAMLET IS BY DEFINITIONS
“ A SMALL SETTLEMENT,
GENERALLY ONE SMALLER THAN A VILLAGE”,
THE HAMLET THEME AS MAIN AXE OF
DEVELOPMENT WILL BE CREATED
BY STRUCTURE PRESERVING TRANSFORMATION....**



2-Landscape
vs
Maquette



NEW FALOUGHA HAMLETS

MAKINA

KILIMA

AGORA

AIGA
LAKE

**EACH HAMLET WILL HAVE ITS PARTICULARITIES
EVEN THOUGH IT WILL CONSIST OF MIX USE DEVELOPMENT:
(RESIDENTIAL, COMMERCIAL, LEISURE)**

KILIMA

GATE 1

AL SOHAT

RIAD

CEDERS

KIVA

MALBA

DOLINA

LAMARTINE

GATE 2

2-Landscape
vs
Maquette



NEW FALOUGHA HAMLETS

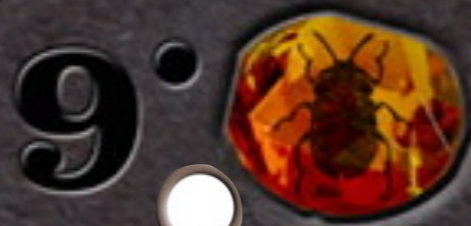
AND HAMLET PARTICULARITIES
ARE
DRIVEN FROM WITHIN



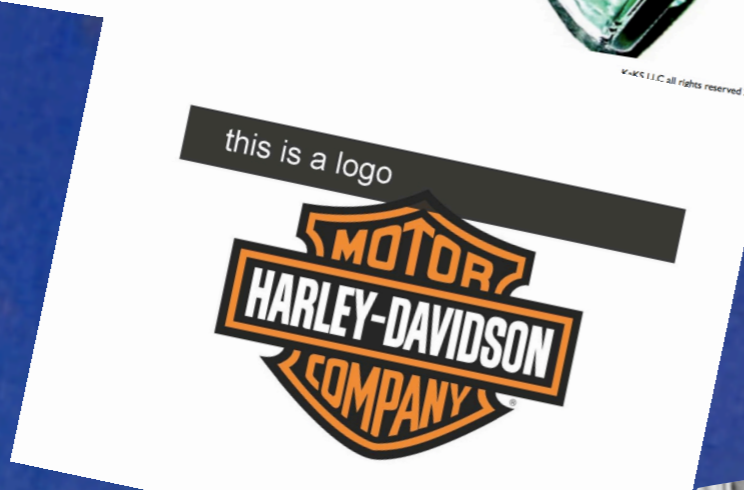
"KaKSionary"

The language of building new towns or cities:

Authentic vs Folklore



3-Brands
vs
Buildurgers



a **BRAND**, is about creating **an experience**. it comes about when we discover the **new within A structure already latent in the present**. It is **our respect for what is** that leads us to the most beautiful **discoveries**.

“A brand is a person’s gut feeling about a product, service or organization.”
– Marty Neumeier

3-Brands
vs
Buildurgers



when we draw them out
as extensions
&
enhancements
of what exists already:

“**PEOPLE**
MODE DE VIE”



3-Brands
vs
Buildurgers



**AND
NO! IT
IS NOT**



CONVIVIALITY

3-Brands



vs

Buildurgers



...THE TRUE LEBANESE LIFESTYLE...



.... IS THE CONTRAST OF A NATION....

3-Brands
vs
Buildurgers



**when we draw them out
as extensions
&
enhancements
of what exists already:**



Natural Bridge, Lebanon

**“The
promise of
A town”**

People vs Action

Early 2008, DOLMEN decided to develop a real estate project in Falougha next to KAD's & SAMIR's cottages, before even knowing that there is a vision for a new master plan.



WHAT ANAS & MOHAMAD DID IN NEW FALOUGHA?

THE **RESIDENTIAL HOLDINGS**, GROUPS UNDER ITS UMBRELLA, SEVERAL COMPANIES, INCLUDING **DOLMEN** FOR REAL ESTATE DEVELOPMENT, **ATRIUM** FOR ARCHITECTURE ENGINEERING & SUPERVISION & **ICE TULIP** FOR ADVERTISING,

WHEN DOLMEN BOUGHT A LAND TO DEVELOP ON IT A RESIDENTIAL PROJECT, THEY DID NOT KNOW THAT KAKS WAS ASSIGNED BY THE MUNICIPALITY TO DESIGN THE MASTER PLAN OF NEW FALOUGHA, & therefore THERE IS A NEW APPROACH IN BUILDING NEW TOWN

KAKS LLC all rights reserved 2009



KAKS LLC all rights reserved 2009

1-People

VS

Botox



Early 2008, DOLMEN decided to develop a real estate project in Falougha next to RIAD'S & SAMIR'S cottages, before even knowing that there is a vision for a new master plan.



WHAT
ANAS & MOHAMAD
DID
IN NEW FALOUGHA?

THE **PHOENICIAN HOLDING**, GROUPS
UNDER ITS UMBRELLA, SEVERAL COMPANIES,
INCLUDING **DOLMEN** FOR REAL ESTATE
DEVELOPMENT, **ATRIUM** FOR
ARCHITECTURE ENGINEERING & SUPERVISION
& **ICE TULIP** FOR ADVERTISING,

WHEN DOLMEN BOUGHT
A LAND TO DEVELOP ON IT
A RESIDENTIAL PROJECT;
THEY DID NOT KNOW THAT
KaKS WAS ASSIGNED BY
THE MUNICIPALITY TO DESIGN
THE MASTER PLAN OF
NEW FALOUGHA, & therefore
THERE IS A NEW APPROACH
IN BUILDING NEW TOWN

1-People
VS
Botox



ALMOST 7 MONTHS SEPARATES

THESE 2 PICTURES



AUGUST 2008



JANUARY 2009

KaKS LLC all rights reserved 2009

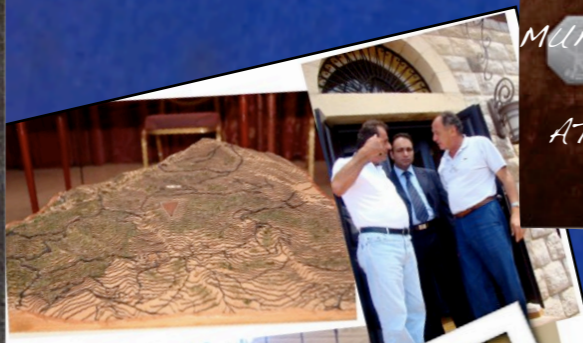
1-People

VS

Botox



MUNICIPALITY & KaKS
MEETING
ATRIUM & DOLMEN
AUGUST 2008



PREVIOUS PROJECT,
JANAT FALOUGHHA
PHOENICIA HOTEL
AUGUST 2008



**IT TOOK
SEVERAL
MONTHS
OF EFFORTS
& SINCERE
IMPLICATIONS**

KaKS specializes in **CONCEPT
CREATION & ARCHITECTURE BRANDING**
it conceptualizes & **COLLABORATES**
WITH DOLMEN THROUGH
"DESIGN A DEUX".

**PROJECTS THAT ARE DEVELOPED LATER
BY ATRIUM, ICE
TULIP & OTHERS....**

**MEETING, FIGHTING,
FIGHTING MEETING.....
AND SO ON....**

**TO ACHIEVE
WHAT TODAY LOOKS SIMPLE....**

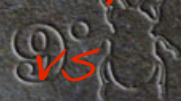
"KaKSionary"

The language of building new towns or cities:

-Authentic vs Folklore



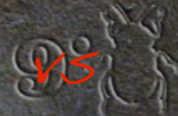
1-People



Botoxed



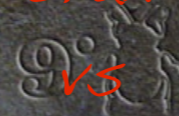
2-Landscape



Maquette



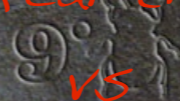
3-Brands



Buildurgers



4-Real time



Virtual time



1-People

VS

Botox

4-Real time

VS

Virtual time



DOLMEN
real estate development

YASSER EL HAJJ
MARKETING & SALES DIRECTOR

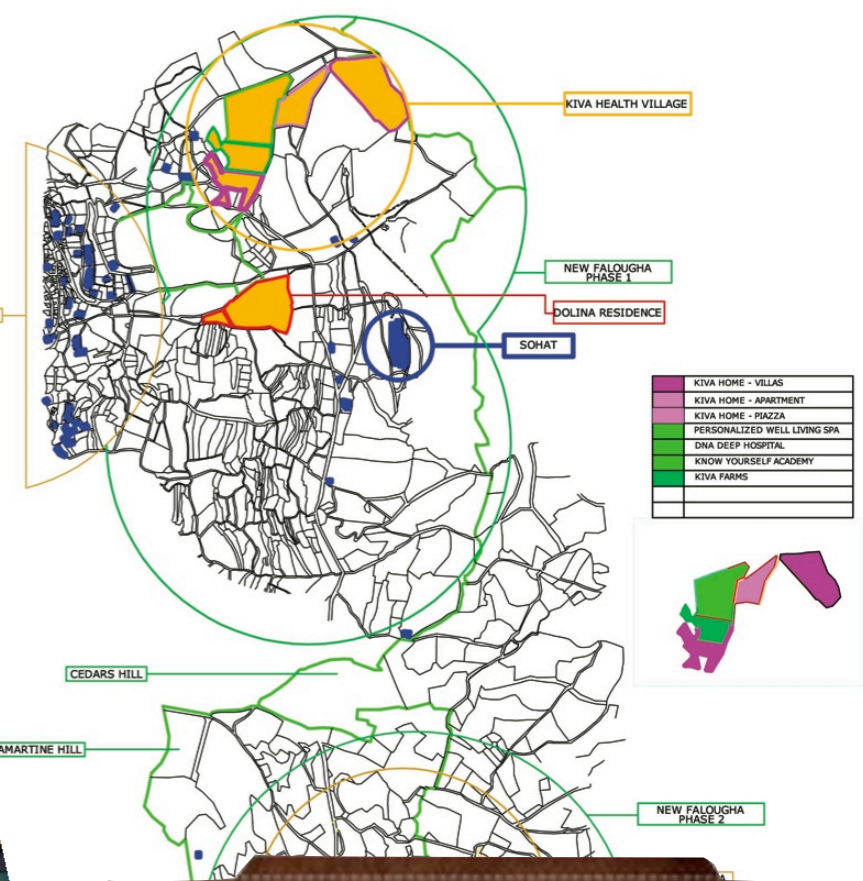
TAMARA YOUSSEF
PROJECT MANAGER

SADEK DIA
EXPERT SURVEYOR

WALID DIAB
OFFICE MANAGER

DIANA JOMAA
EXECUTIVE ASSISTANT

FARAH IBRAHIM
SALES MANAGER



DEVELOPING
KIVA HAMLET
KEY STONE REAL ESTATE
DEVELOPER PEOPLE



1-People

VS

Botox

2-Landscape

VS

Maquette

4-Real time

VS

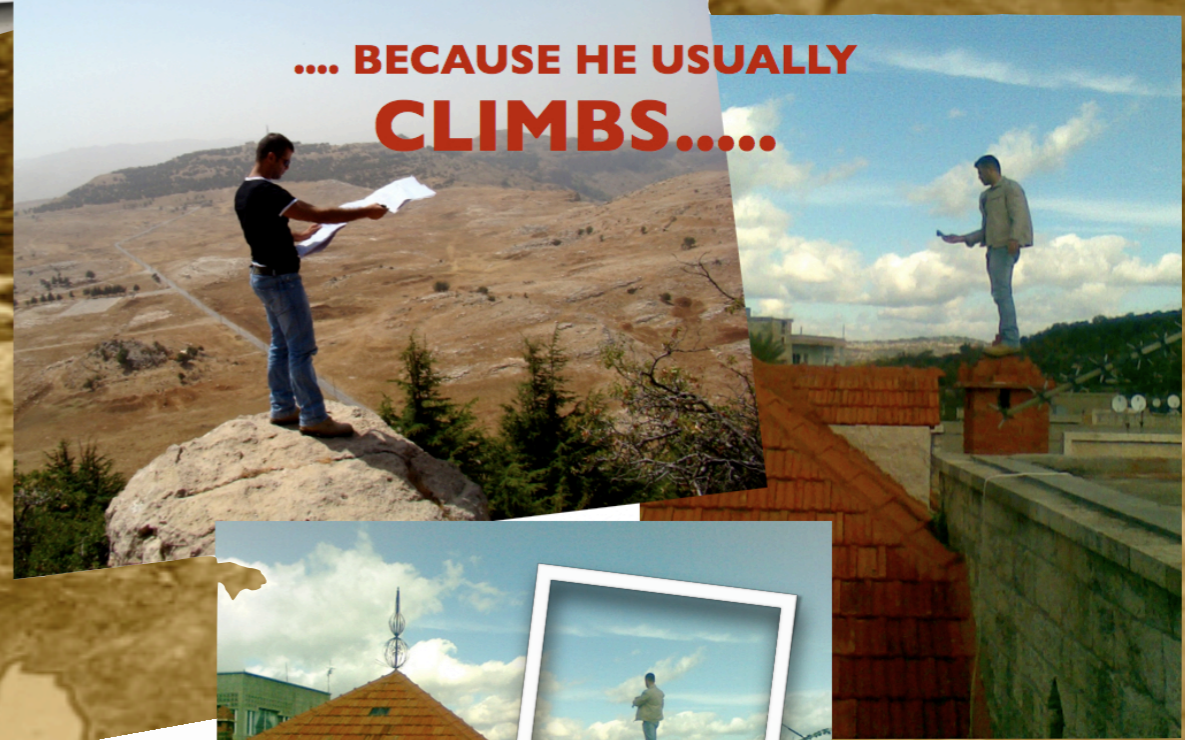
Virtual time



WALID DIAB
OFFICE MANAGER &
ARCHITECT



...AND MOMENTS ON GROUND ZERO....



.... BECAUSE HE USUALLY CLIMBS....

WALID IS ALWAYS "ON CALL MISSIONS" HELPING THE REST OF THE TEAM....



1- People

VS

Botox

2- Landscape

VS

Maquette

4- Real time

VS

Virtual time



SADEK DIA
EXPERT SURVEYOR



.... HIS GOAL IS TO MEMORIZE
NEW FALOUGHGA'S LAND
LINE BY LINE....



... CONTOUR LINE BY CONTOUR LINE....



1-People

VS

Botox



4-Real time

VS

Virtual time



TAMARA YOUSSEF
PROJECT MANAGER &
ARCHITECT



AND DOLMEN'S
SHERLOCK



RESEARCHING

ANALYZING

QUESTIONING



FINDING THE
GUILTY!!!!



RESEARCHING
SEARCHING

ANALYZING

QUESTIONING
RESEARCHING

1-People

VS

Botox

4-Real time

VS

Virtual time



GRAPHIC DESIGN & ADVERTISING

DANIELA SALIBI
CREATIVE DIRECTOR

**AND A RARE CALM MOMENT
AT ICE TULIP AGENCY**

**THE USUAL ATMOSPHERE
IS**

THIS:



CANSON

**STICKERS
BAGS
PENS**

**PAPERS
STICKERS
BAGS
PENS**



CANSON

**STICKERS
BAGS
PENS**

**PAPERS
STICKERS
BAGS
PENS**

**STAMPERS
STAMPERS
STAMPERS**

**STAMPERS
STAMPERS
STAMPERS**



**KaKS & DOLMEN
THROUGH
"DESIGN A DEUX" PROJECTS.**

*DEVELOPING
KIVA HAMLET
health THEME*

**PROJECTS COMPLETE PRESENTATION
IS AVAILABLE ON REQUEST**



Kiva homes by **SAKANI** for **DOLMEN**
KaKS LLC all rights reserved 2009 real estate development

the START of MASS CUSTOMIZATION the END of MASS PRODUCTION

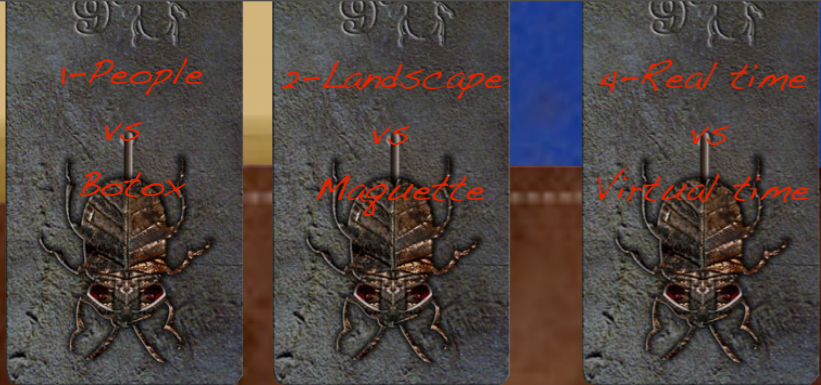
Kiva Farms by **SAKANI** for **DOLMEN**
KaKS LLC all rights reserved 2009 real estate development

the START of MASS CUSTOMIZATION the END of MASS PRODUCTION

+THE BRAND EQUATION
Brand = { (p=s) + (s=n) } = EU

Kiva spa by **SAKANI** for **DOLMEN**
KaKS LLC all rights reserved 2009 real estate development

the START of MASS CUSTOMIZATION the END of MASS PRODUCTION



KaKS & DOLMEN THROUGH "DESIGN A DEUX" PROJECTS.



**1-PEOPLE ARE HUMANS,
INDIVIDUALS, MORTALS,
PEOPLE ARE MEN WOMEN,
& CHILDREN,
PEOPLE MEANS MOODS,
MEMORIES, MOTIONS,
& FEELINGS,
PEOPLE MEANS US**



**3-A CURLED UP
&
GATHERED
VILLAGE**

**SAKANI[®] process developed by KaKS llc, is based on a geometry engine SGE, that can produce uncountable design forms from it's ability to change proportions and arrangement of five geometric forms with fixed dimensions. Which will maintain the same build-up areas throughout any housing project, (villas or apartments) and will allow the customer to customize his house according to his budget, along with the ability to chose elements from the architectural library. It allows also, the real estate developer to maintain the cost of any number of houses throughout the design & construction process;
Once the geometry forms configure one house, their configuration is deleted from the system, in order to assure individuality in each house.**



mit.com



1-People
vs
Botox

2-Landscape
vs
Muguette

4-Real time
vs
Virtual time

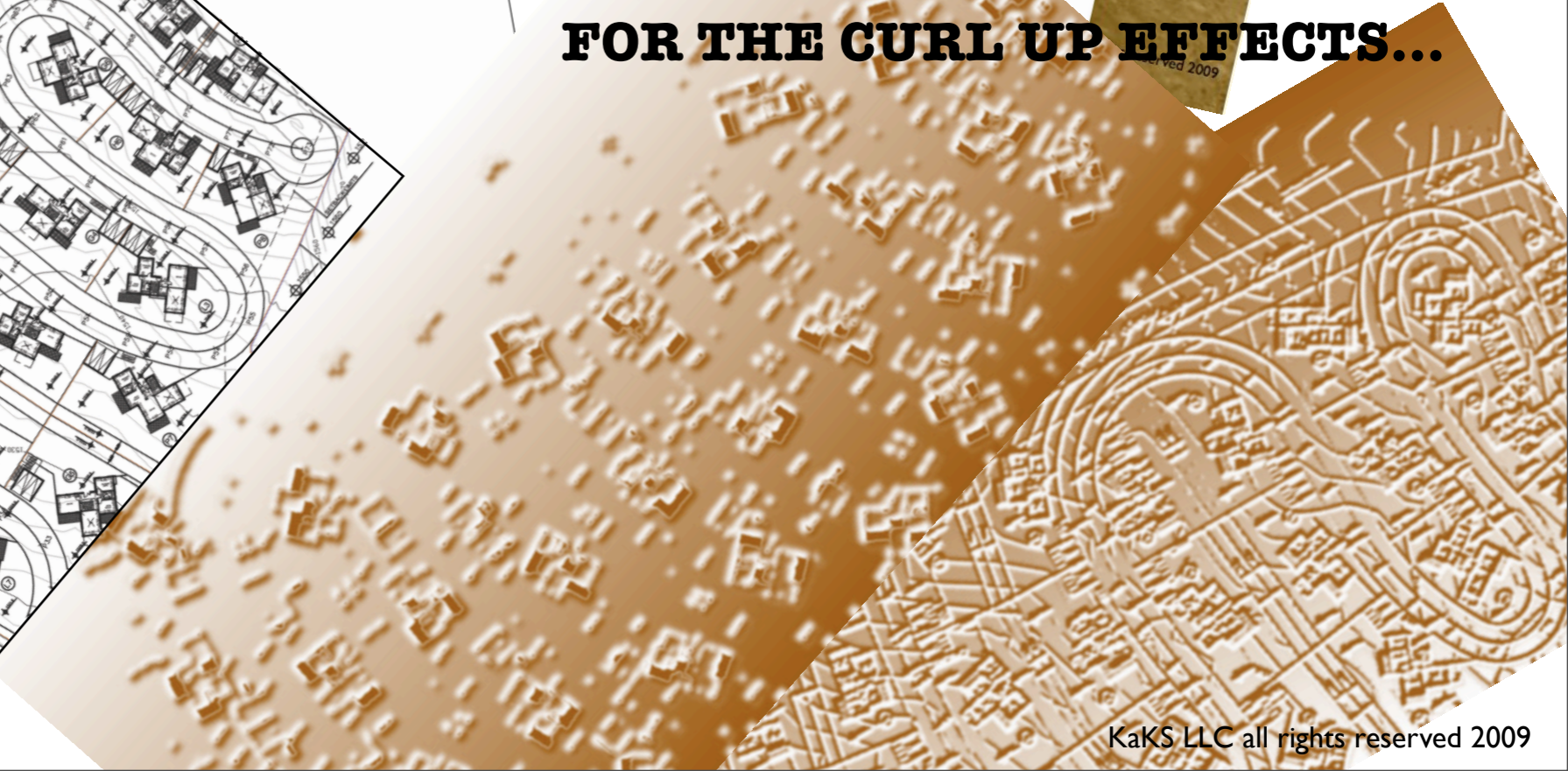
Kiva homes by SAKAMI for DOLMEN real estate development
the START of MASS CUSTOMIZATION the END of MASS PRODUCTION

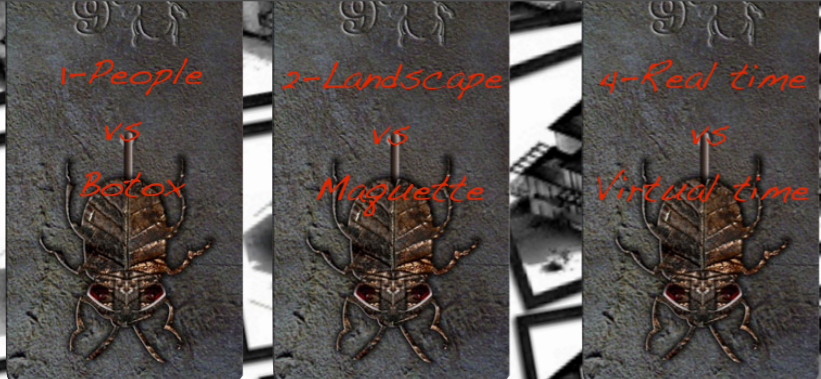
SAKAMI APPLICATION ON LAYOUTS & VOLUMES



2-
Me
I-NO
more
ANONYMITY

Embossed Technique FOR THE CURL UP EFFECTS...





Kiva
homes by **SAKAMI**® for **DOLMEN**
KaKS LLC all rights reserved 2009 real estate development

the START of MASS CUSTOMIZATION the END of MASS PRODUCTION

THE CURL UP EFFECTS...



1-People vs Botox
 2-Landscape vs Muguette
 4-Real time vs Virtual time

Kiva homes by SAKAMI for DOLTMEN
 the START of MASS CUSTOMIZATION the END of MASS PRODUCTION



**IT IS ABOUT MOODS....
 DRAWING A CHARACTER...
 RATHER THAN FIXED IMAGES.....**

Cinnamon mood
 INTERIOR MOODS INSPIRATIONS
 KaKS LLC all rights reserved 2009





KaKS & DOLMEN THROUGH "DESIGN A DEUX" PROJECTS.

Kiva Farms by **SAKAWI** for **DOLMEN**
KaKS LLC all rights reserved 2009 real estate development

the START of MASS CUSTOMIZATION the END of MASS PRODUCTION

$$\text{Brand} = \{ (p=s) + (s=n) \} = EU$$



1- The world

2- more ANONYMITY

3- FINDING WAYS OF REDRESSING THE BALANCE & to bring gravitas to a once-maligned tradition

A MOVEMENT OF CHANGE IS EMERGING CRAFTING NEW SPHERES SHIFTING FROM METROPOLIS TO MICROPOLITANS

BLURRING THE BOUNDARIES BETWEEN URBAN & RURAL LIFE

Intensive experience of nature...

but...connected...

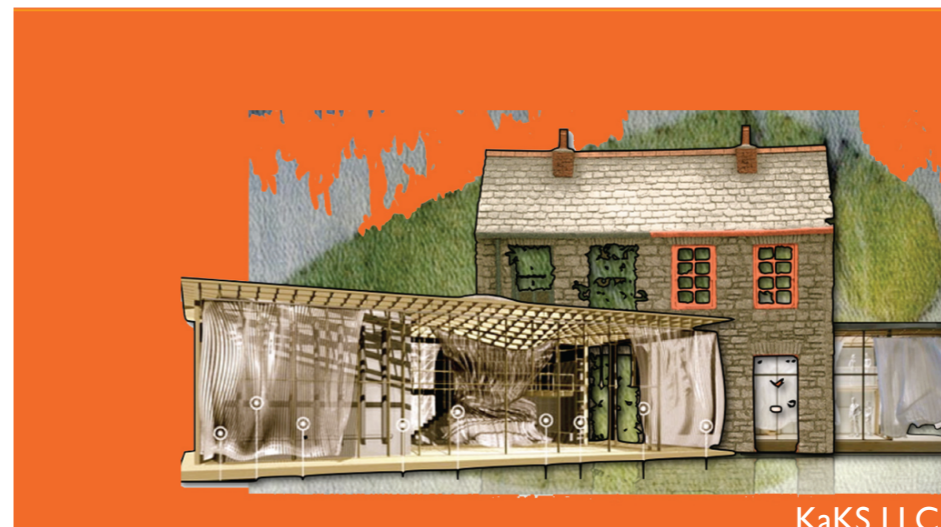
Kiva Farms

"the symbol of a slower-paced existence & authentic values"

3-... THE CONTRAST OF A NATION....



...3- THE CONTRAST OF A NATION...

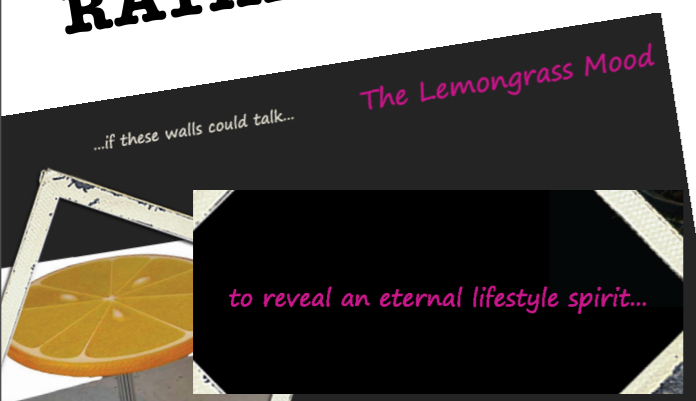




...revealing previous inhabitants messages,
and what is left from their memories...



**IF THESE WALLS COULD TALK,
DRAWING A CHARACTER...
RATHER THAN FIXED IMAGES**



to reveal an eternal lifestyle spirit...



...revealing previous inhabitants
messages, and what is left
from their possessions...



revealing previous inhabitants messages,
and what is left from their lifestyle...





KaKS & DOLMEN

THROUGH

“DESIGN A DEUX” PROJECTS.

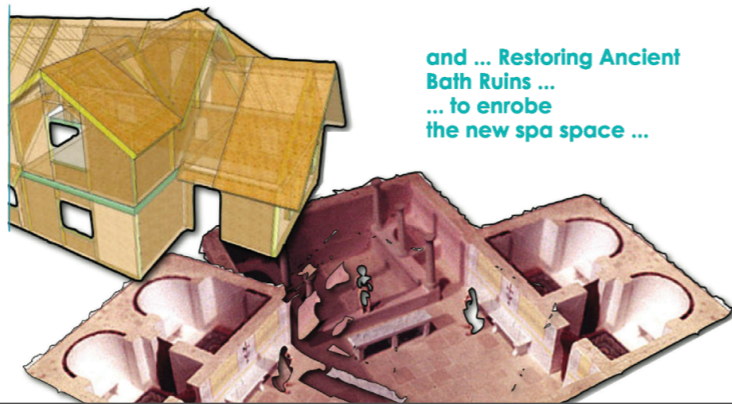
1-



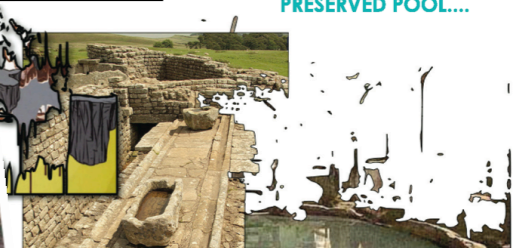
2-... THE CONTRAST OF A NATION...

3-The promise of town

4-



Implementing the new volumes in connection with Ancient Bath Ruins...



KaKS spa by **SAKANI** for **DOLMEN** real estate development
 the START of MASS CUSTOMIZATION the END of MASS PRODUCTION

The Cosmos Skin

Is "The Source" for a vast hierarchy of physical & symbolic skin



Ancient Roman Bath

64 BC - AD 395

Downtown - Beirut, Lebanon

Brand = { (p=s) + (s=n) } = EU

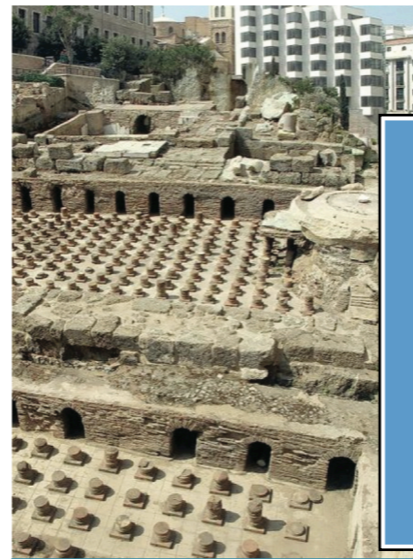
Inner layer:
The internal identity border



Outer Layer:
The external body limit



Unearthing its land layers and discovering ...



Ancient SPA Roman bath



RUINS...
...REPOSING ON A WATER PRESERVED POOL...

KINAspa

by

SAKAMI
KaKS LLC all rights reserved 2009

for **DOLTMEN**
real estate development

the START of MASS CUSTOMIZATION the END of MASS PRODUCTION



PHASE I
PERSONALIZED WELL LIVING SPA

PHASE II
DNA DEEP HOSPITAL

PHASE III
KNOW YOURSELF ACADEMY



KIVAspa by **SAKAMI** for **DOLMEN**
KaKS LLC all rights reserved 2009
the START of MASS CUSTOMIZATION the END of MASS PRODUCTION



SORBET MOOD



BISCUIT MOOD

JELLY MOOD



VANILLA MOOD



**SPA VILLAS...IT IS ABOUT MOODS...
DRAWING A CHARACTER...
RATHER THAN FIXED IMAGES....**

"KaKSionary"

The language of building new towns or cities:

-Authentic vs Folklore



1-People

vs

Botoxed



2-Landscape

vs

Maquette



3-Brands

vs

Buildurgers



4-Real time

vs

Virtual time



5-Media

vs

Propaganda





'The Bridge is not supported by one stone or another'. but by the line of the arch that they form'.

Without stones there is no arch"

Lucerne may 2008



CLOSING REPORT
Architecture & Branding
 - or the Quest for the Garden of Eden
 Architecture Talks Lucerne - 30 & 31 May 2008

"Eden" was the topic of the stewardship of Frank... discussed the risks and...
 question formed the starting... and Director of the... world, Frank... could be...



SUCCESSING IN A CHALLENGING MARKET

AGENDA - DAY 2
TUESDAY, 10 FEBRUARY 2009

9:00 - 10:45

How does the industry address: The price volatility issue

- How do we make accurate plans in a volatile market?
- How important is the construction industry in achieving regional sustainability goals?

The building capacity issue

- What are the best employed strategies for avoiding project delays?
- Vertical integration - the best way forward?
- Is quality being sacrificed for the speed of delivery?

The health and safety issue

- Is there enough focus on the health and safety of staff?
- What are the initiatives taken by the industry to improve health and safety standards?

10:45 - 11:15 Coffee Break and Networking

11:15 - 12:00 **Architectural innovation and design in the Middle East:**

The Middle East has become an architects' paradise - home to exciting and unparalleled projects, such as the Burj Dubai Tower, The Bahrain World Trade Centre, the Dynamic Tower, the Palm, just to name a few. The panelists will discuss how these opportunities take in consideration the need for livable cities, environmental friendly solutions and preserving local culture in their designs.

12:30 - 14:00 Lunch Break

14:00 - 16:30 **Parallel sessions**

Parallel Session 1 - Projects in the Middle East

Green Mountain Project, Libya - world's first regional-scale conservation project

The project marks the inception of the world's first regional-scale conservation and development project, with the creation and management of a National Park and other archaeological conservation areas. The basis is on sustainable infrastructure, including renewable power generation, waste management and recycling facilities and closed-loop water systems, with the goal of moving towards carbon neutrality on a regional scale.

Waterfront Scheme, Tripoli, Libya

Constituting a substantial extension of Tripoli's sea frontage, the project is destined to re-establish connect with the historic seafront while creating a dynamic new urban quarter for social and economic development.

Presented by: **Stefan Behling**, Senior Partner, FOSTER + PARTNERS

DIFC Lighthouse Tower

The 400 metre DIFC Lighthouse Tower will set a new benchmark for Dubai's skyline design aspires to be a 'LEED Platinum' building. The tower's commercial building which will reduce total energy consumption by up to 65% and water consumption by up to 35%. Design provisions include passive solar architecture, many low energy, low water engineering solutions, recovery strategies for both energy and water and integrated renewables and photovoltaic panels within the façade.

Presented by: **Shaun Killa**, Director & Head of Architecture, Dubai, ATKINS

New Falougha Town, Lebanon

Falougha Town, Lebanon, is a unique and sensitive project exploring a whole new approach to holistic design. The master plan encourages the growth of a new self-contained town able to sustain the whole of life.

Presented by: **Zena Malek**, Principal and Creative Director, KaKS LLC

Parallel Session 2 - Interest Groups

Optimising the supply chain

This interest group will concentrate on ways to improve the supply chain, increase efficiency, build partnerships and strengthen vertical integration. The session will analyse ways to be lean - and to increase profit margins.

Zena Malek all rights reserved 2009

BUILDING NEW FALOUGHIA PROFILE Abu Dhabi 2009

Panelists:

- Lee Morris**, Design Director, ATKINS
- Gerard Evenden**, Senior Partner, FOSTER + PARTNERS
- Zena Malek**, Principal and Creative Director, KaKS LLC
- Mario Seneviratne**, Secretary to the Board, WORLD GREEN BUILDING COUNCIL



ABOU AFIF



.... a beautiful face of
my country....

ABOU AFIF
died
last month at
the age of 102 years...

and
my last words
are dedicated to him....

and to my parents

living abroad,

that always told me

'study nature

love nature

it will never fail you"

i am originally
from
south of lebanon

...Each time you visit a town,
you experience a snapshot
in time...

the next time you go,
Falougha will reveal another side of
itself....

Nothing is ever the same thing twice.
Including your own perspective...

& next time you go
make sure to stop by
& have some coffee.

WHAT MAKES BUILDING A NEW-SELF CONTAINED
TOWN OR CITY SUCCEED?

COULD BE ALL, SOME, OR NON OF THE ABOVE



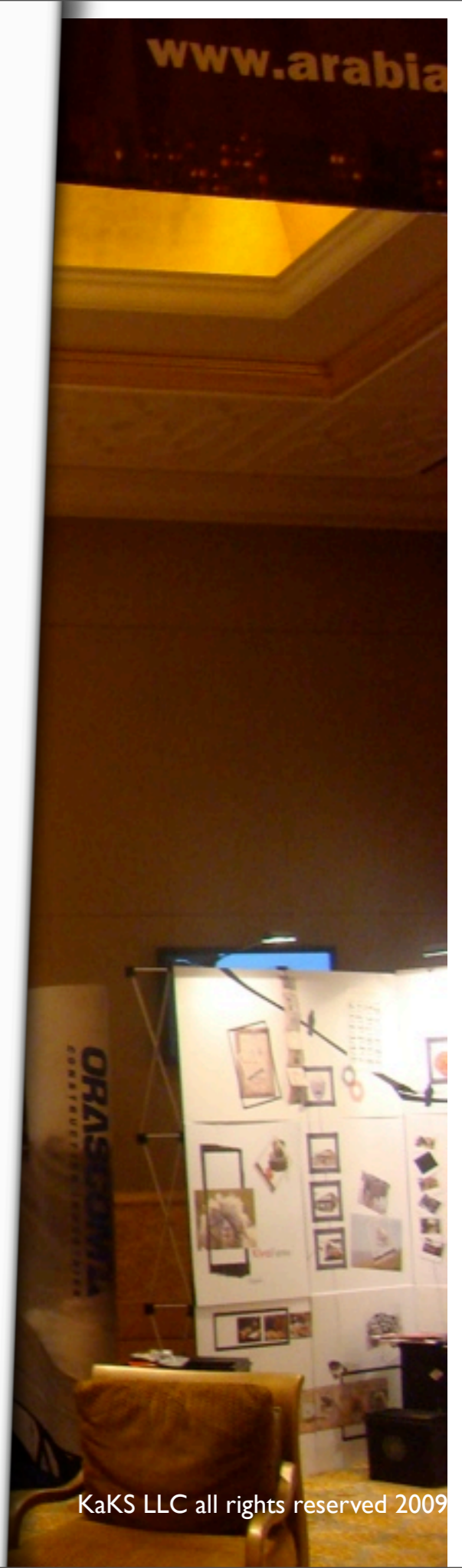
as long as you see....



“the line of the arch”

which is

AUTHENTICITY



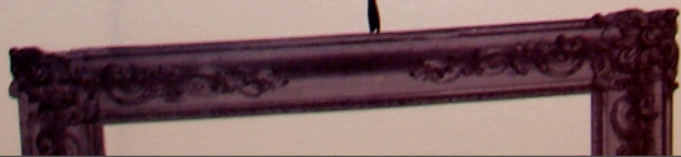
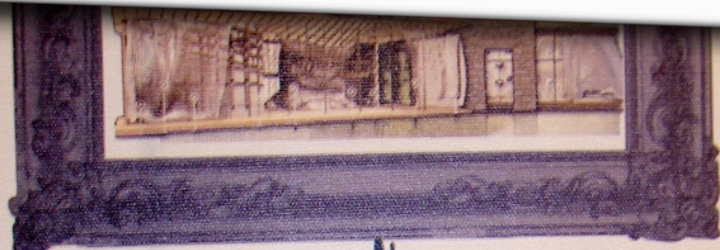


Kivo Farms

Kivo Farms

DOU MICH

Kivo



Kiva Farm

Styled...

Beirut is often...
shopping, cuisine and night...
limits for the duration of his or her stay.
However, also consider the fabulous countryside Beirut...
an experience best found through a more lengthy exploration of...
seaside towns and vibrant agricultural hamlets.
Snowmelt fed rivers come to life with challenging, runnable rapids in the spring, while the...
Clearly, whatever your outdoor persuasion, Lebanon appeals naturally to the spirit of any...
Lebanon beyond Beirut caters to more than a just high-octane thrill-seekers. In a landscape...
at times of Tuscany or the hilly terrain of coastal California, leisurely walks in the beautiful...
through red-roofed villages and past 1,000-year-old Cedars, will certainly provide a tran...
Beirut's many cosmopolitan delights. Historical and cultural escapes are also close at h...
For the early authors of the bible coming in form the desert, Lebanon was a paradise...
"of fabulous springs of water, a land flowing with milk and honey."
Olive trees, plantains, orange-trees, vines, apple-trees, fig-trees, almond-trees, strawb...
expanses of forests of evergreen oaks, larches, Mediterranean pines and above all...
by the poets:" To what shall I compare your greatness? Surely, to a clear of the Leb...
branches, thickset needles and lofty trunk... it was the envy of every tree in Eden, it

Falougha

In Syriac, the word Falougha means "the divide" and this is due to two winter...
Throughout its history, Falougha is well known as an ideal traditional summer...
Famous for its fresh water springs and its green hillside covered by a variety...
New Falougha town, is a unique and sensitive project, exploring a whole n...
design, the master plan developed by KaKS LLC, encourages the growth...
able to sustain the whole of life.

Getting There

The quickest way to get to Falougha is by driving along the Beirut-Damascu...
through Aley and Bhamdoun.
From Bhamdoun Square, the road that leads to Falougha is clearly marke...

...anean
...
...nature traveler.
...miniscent
...rain gorges,
...ternative to
...sts and gardens,
...ants and great
...edars celebrated
...with noble
...arden of God".

...that pass through it.
...s.
...proach to holistic
...self-contained town.
...way eastbound passing