Specialty Design Works Profile

الظواهر العمرانية
urbanphenomena

urbanphenomena: design+research

Established in Jeddah on the 3rd of November 1999, urbanphenomena is a multi-disciplinary studio that lives at the intersection of design disciplines that deal primarily with the built environment. Our areas of expertise integrate Architecture, lightweight structures, Interiors, Graphics, Lighting & Wayfinding. Through observation and research our approach identifies unique socio-cultural traits to help us delineate our local culture. We use these insights as a basis for contextualizing current projects, and also to introduce them to a wider audience through a combination of writing, events, and publications.

urbanphenomena Area of Activities :

- Architecture
- Lightweight Structures
- Interiors
- Graphics
- Lighting
- Wayfinding

Our partners in Lightweight structures :

str.ucture
LIGHTWEIGHT DESIGN. MADE IN STUTTGART.

Our partners in Wayfinding :

WILLIAM HARALD–WONG & associates SDN BHD

Our partners in Lighting :

KARDORFF INGENIEURE
LICHTPLANUNG

Team

urbanphenomena's core team of professionals, consists of dedicated architects and designers, collaborating together to bring international knowhow into every design detail.

Mohammed N. Al Sharif
Founder / Senior Architect
Master of Architecture, University of Houston, USA
Bachelor of Architecture, KFUPM, Dhahran, Saudi Arabia

Reda Sejini
Managing Partner / Senior Architect
Master of Engineering , Technical University of Vienna, Austria
Master of Architecture, Kyushu Institute of Design, Fukuoka, Japan
Bachelor of Architecture, KFUPM, Dhahran, Saudi Arabia

Majed Munshi
Partner / Design Director
Bachelor of Fine Arts in Graphic Design, Michigan State University, East Lansing-Michigan, USA
UITP Certificate Transportation wayfindig, Paris, France

Specialty Design Works

Architecture

lightweight structures

Interiors

Graphics

Lighting

Wayfinding

Architecture Examples

AL-Rabwah Appartment Building

Jeddah

AL-Rabwah Appartment Building
jeddah

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AL-Rabwah Appartment Building
jeddah

AL-Rabwah Appartment Building
jeddah

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SPS Office Building

Jeddah

SPS Office Building
Jeddah

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SPS Office Building
Jeddah

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Khaldiyah Buisness Units

Jeddah

Khaldiyah Buisness Units
Jeddah

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Khaldiyah Buisness Units
Jeddah

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Khaldiyah Buisness Units
Jeddah

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Architecture

Lightweight structures

Interiors

Graphics

Lighting

Wayfinding

Lightweight Structures
Examples

AL TUJJAR MOSQUE PIAZZA

Jeddah

AL TUJJAR MOSQUE PIAZZA
Jeddah, 2016

الظواهر العمرانية
urbanphenomena

AL TUJJAR MOSQUE PIAZZA
Jeddah, 2016

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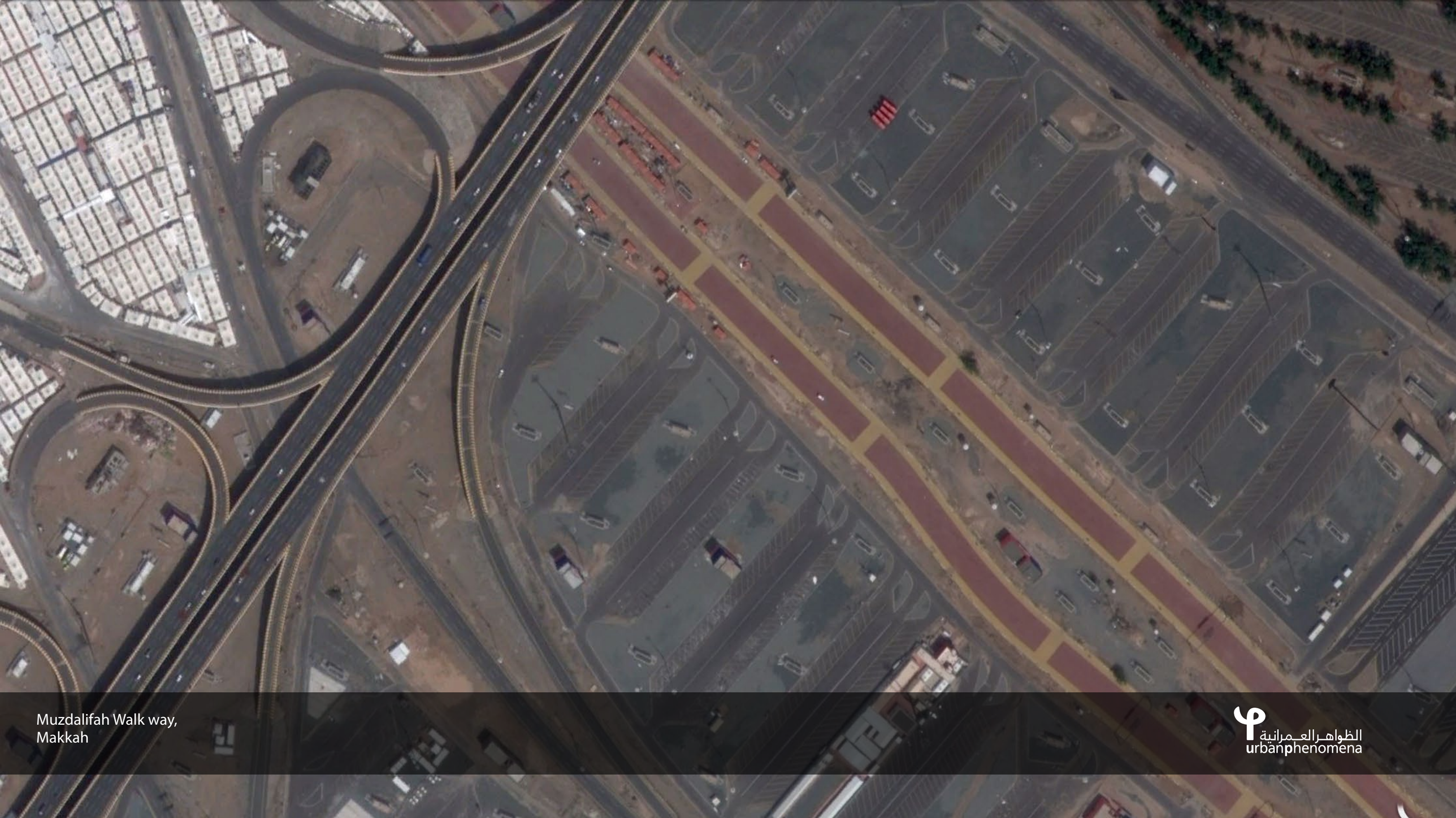
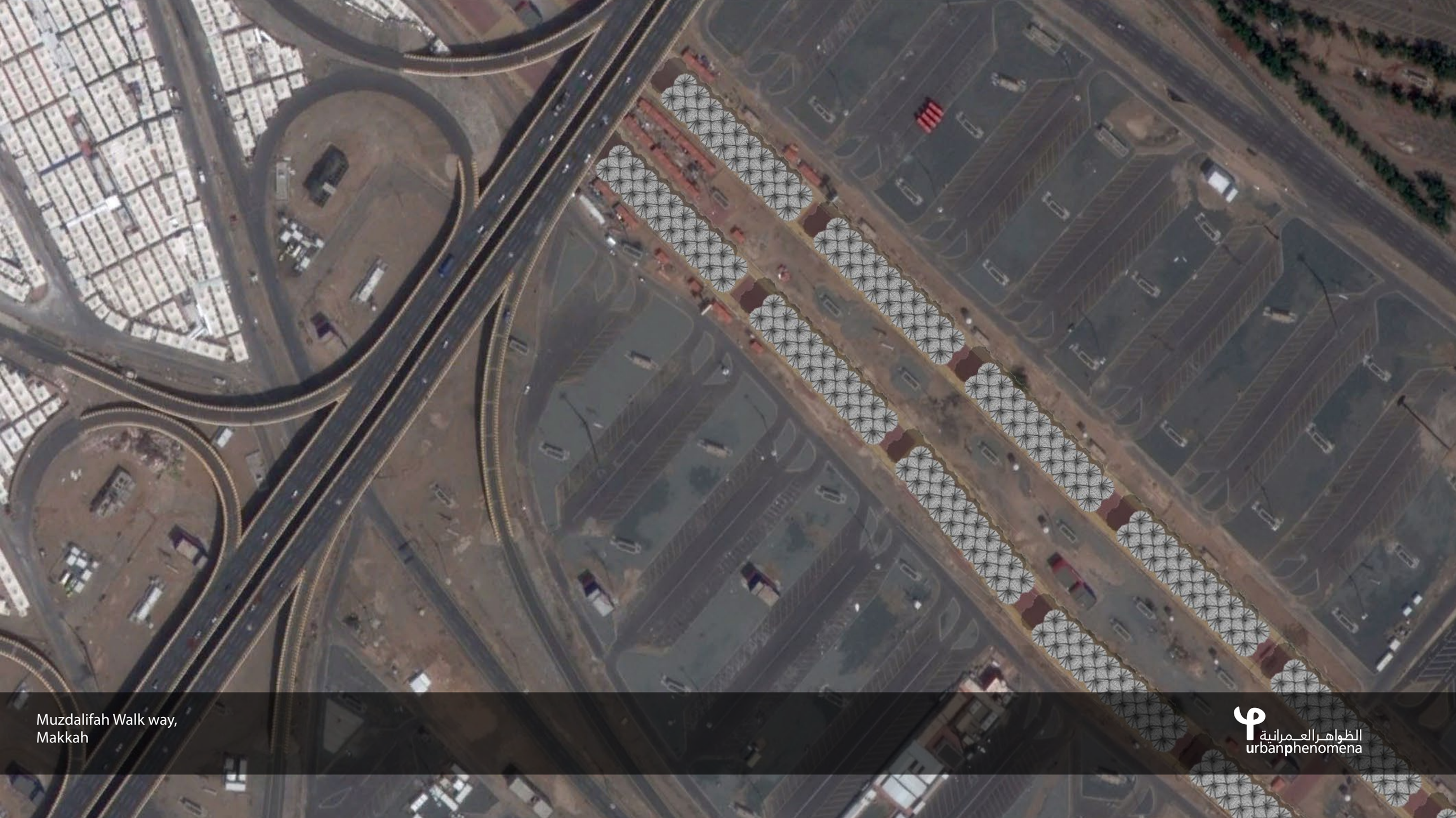
Muzdalifah Walkway

Makkah



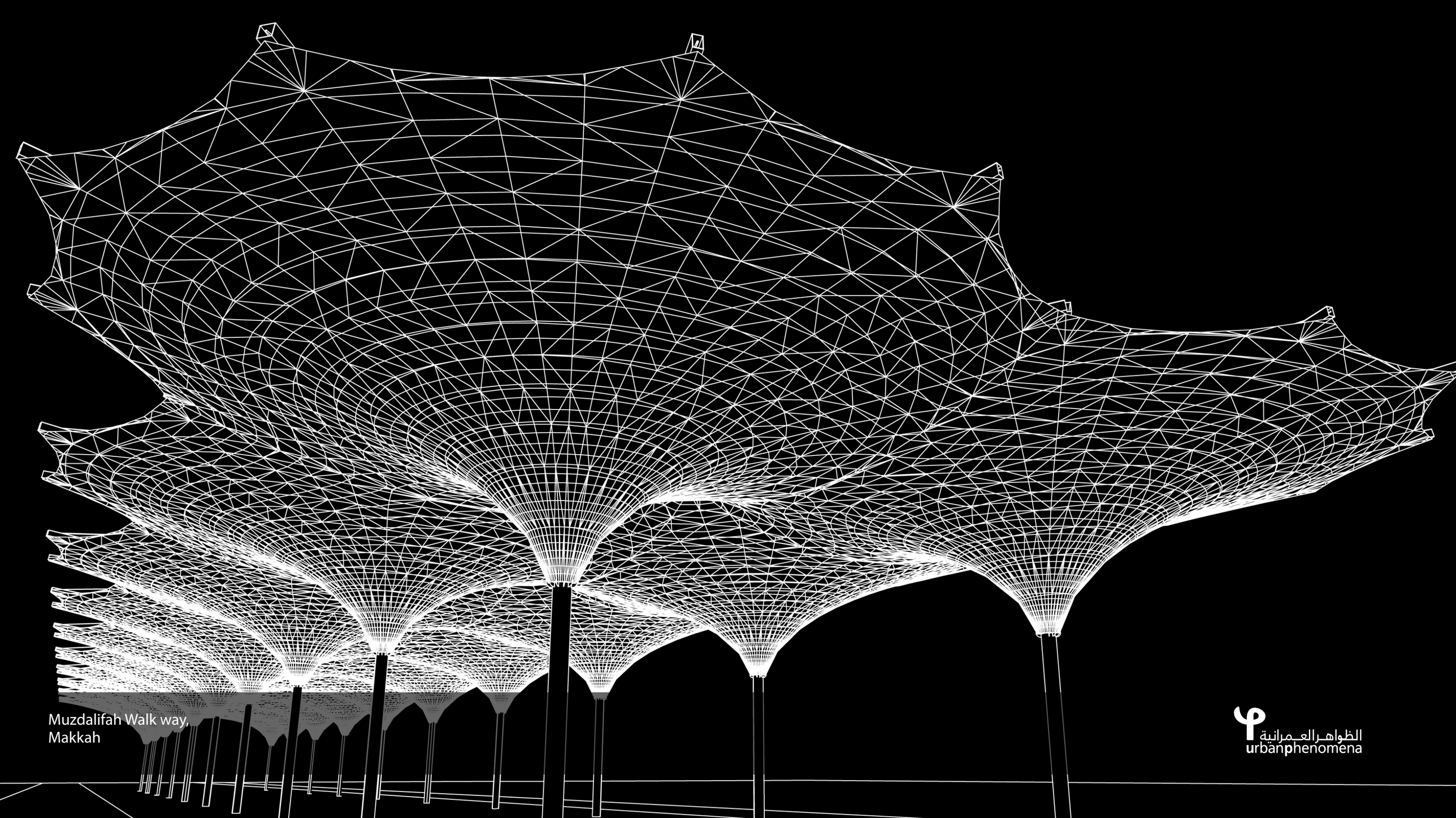
Muzdalifah Walk way,
Makkah

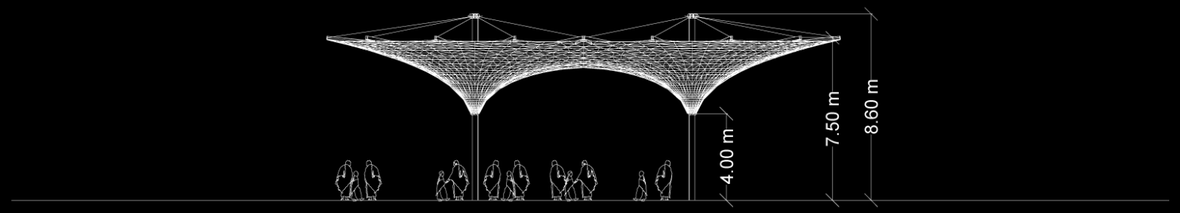
الظواهر العمرانية
urbanphenomena

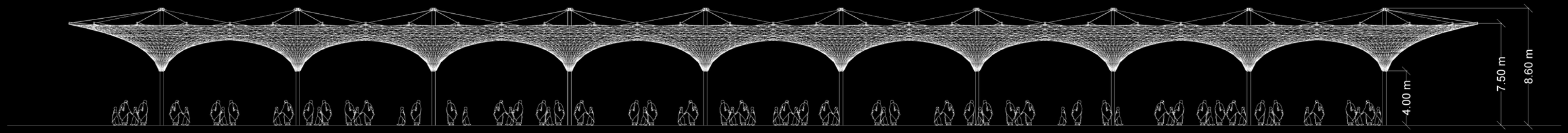


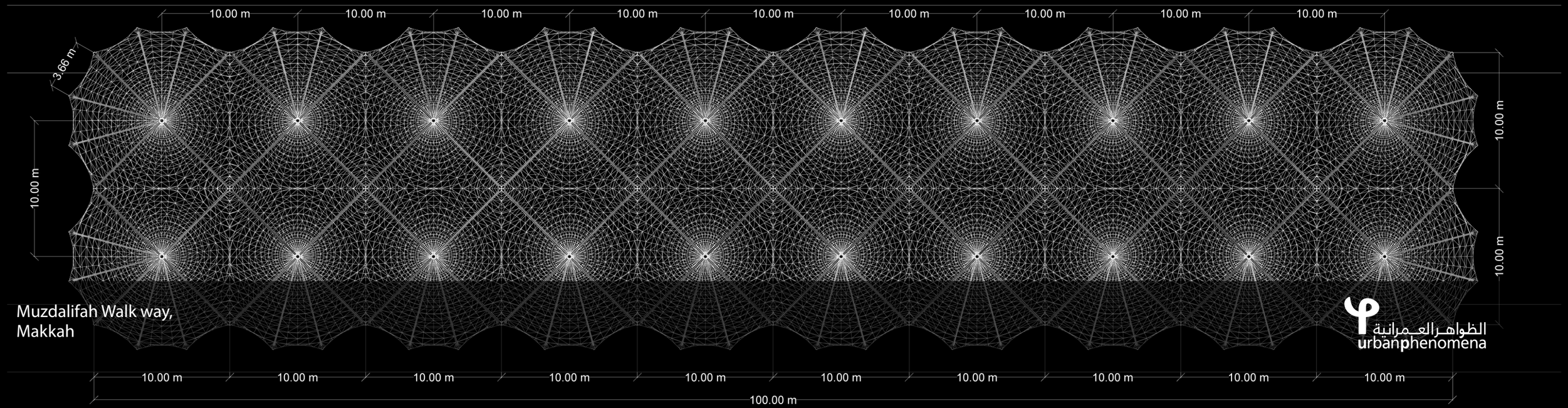
Muzdalifah Walk way,
Makkah

الظواهر العمرانية
urbanphenomena


Muzdalifah Walk way,
Makkah
الظواهر العمرانية
urbanphenomena







Muzdalifah Walk way,
Makkah

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urbanphenomena

Muzdalifah Walk way,
Makkah

Sun shades at the Medina Haram Piazza,
Medina al-Munawwarah,Saudi Arabia

SL
RASCH

Sun shades at the Medina Haram Piazza,
Medina al-Munawwarah,Saudi Arabia

SL
RASCH

The Helix Bridge ,
Singapore

The Helix Bridge ,
Singapore

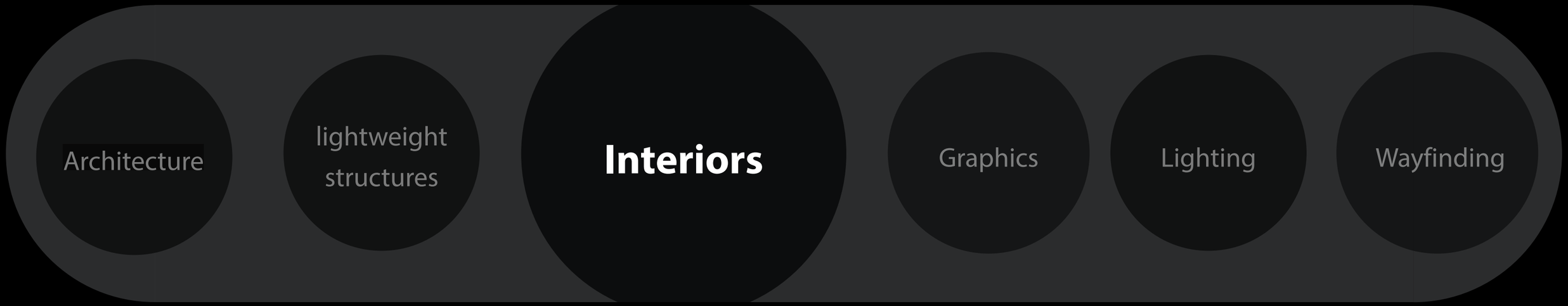
COX

MEMBRANE ROOF
VELDEN, AUSTRIA, 2015

str.ucture
LIGHTWEIGHT DESIGN. MADE IN STUTTGART

FLOATING PLATFORMS
PORUKLU, MARINA, 2008

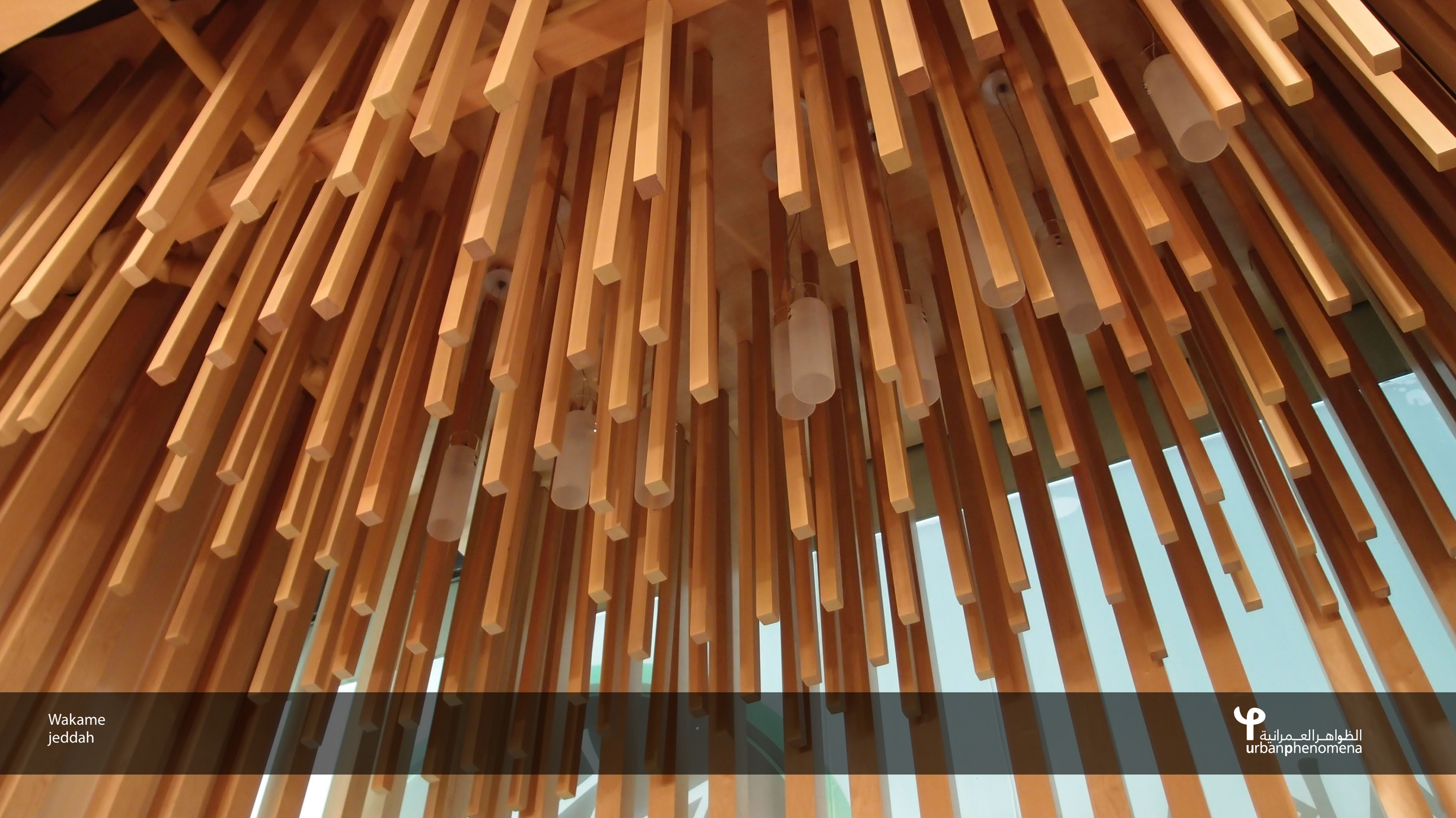
str.ucture
LIGHTWEIGHT DESIGN, MADE IN STUTTGART


Architecture
lightweight structures
Interiors
Graphics
Lighting
Wayfinding

Interiors
Examples

Wakame

Jeddah



Wakame
jeddah

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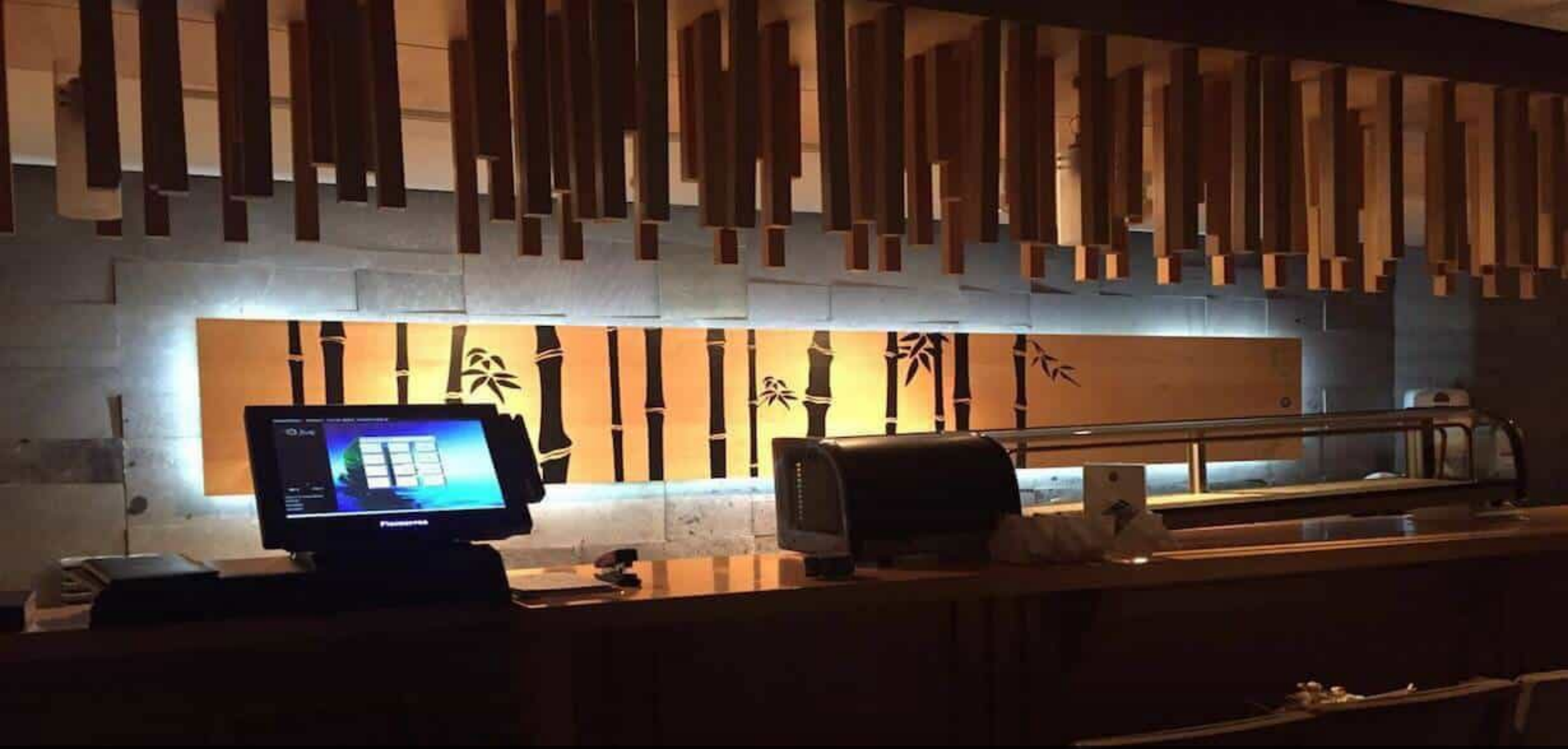
urbanphenomena

Wakame
jeddah

الظواهر العمرانية
urbanphenomena



Wakame
jeddah

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Baytoti

Jeddah

Baytoti
jeddah

الظواهر العمرانية
urbanphenomena

Baytoti
jeddah

الظواهر العمرانية
urbanphenomena

Hermas Office

Jeddah

Hermas office
jeddah

الظواهر العمرانية
urbanphenomena

Hermas office
jeddah

الظواهر العمرانية
urbanphenomena

Hermas office
jeddah

الظواهر العمرانية
urbanphenomena

Hermas office
jeddah

الظواهر العمرانية
urbanphenomena

Meraki coffee lounge

Jeddah

Meraki coffee lounge
jeddah

الظواهر العمرانية
urbanphenomena

Meraki coffee lounge
jeddah

الظواهر العمرانية
urbanphenomena

Meraki coffee lounge
jeddah

الظواهر العمرانية
urbanphenomena

Meraki coffee lounge
jeddah

الظواهر العمرانية
urbanphenomena

Meraki coffee lounge
jeddah

الظواهر العمرانية
urbanphenomena

Hamza showroom

Jeddah

Hamza showroom
jeddah

الظواهر العمرانية
urbanphenomena

Hamza showroom
jeddah

الظواهر العمرانية
urbanphenomena

Hamza showroom
jeddah

الظواهر العمرانية
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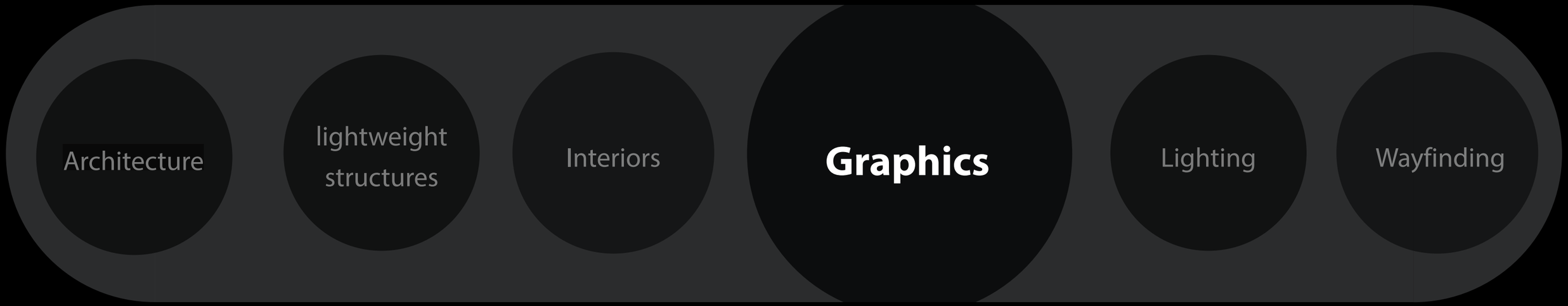
Architecture
lightweight structures
Interiors
Graphics
Lighting
Wayfinding

Graphics Examples

MHS Architectural Office Identity

MHS Architectural Office Identity

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Meraki Coffee Shop Identity

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الظواهر العمرانية

BQ Identity

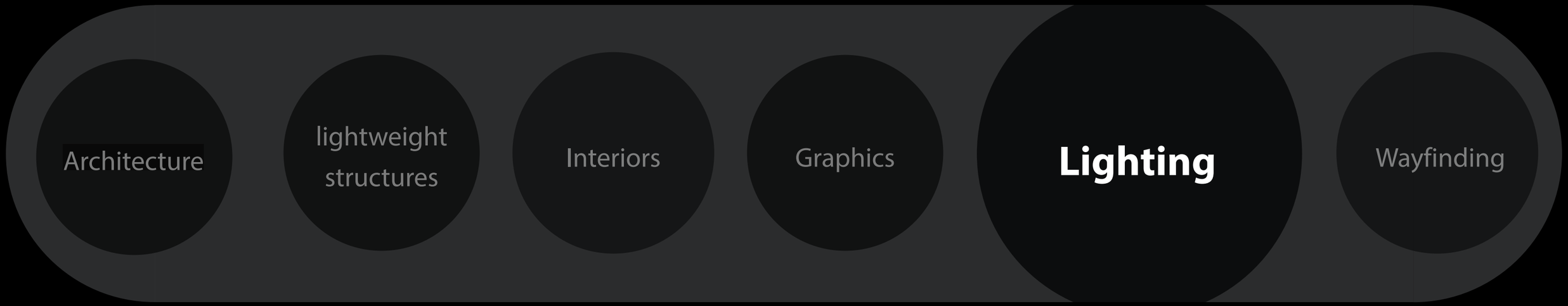
الظواهر العمرانية
urbanphenomena

BQ Identity

الظواهر العمرانية
urbanphenomena

BQ Identity

الظواهر العمرانية
urbanphenomena


Architecture
lightweight structures
Interiors
Graphics
Lighting
Wayfinding

Lighting
Examples

Riyadh Criminal Court,
Saudi Arabia

KARDORFF INGENIEURE

Jameel Square,
Jeddah, Saudi Arabia

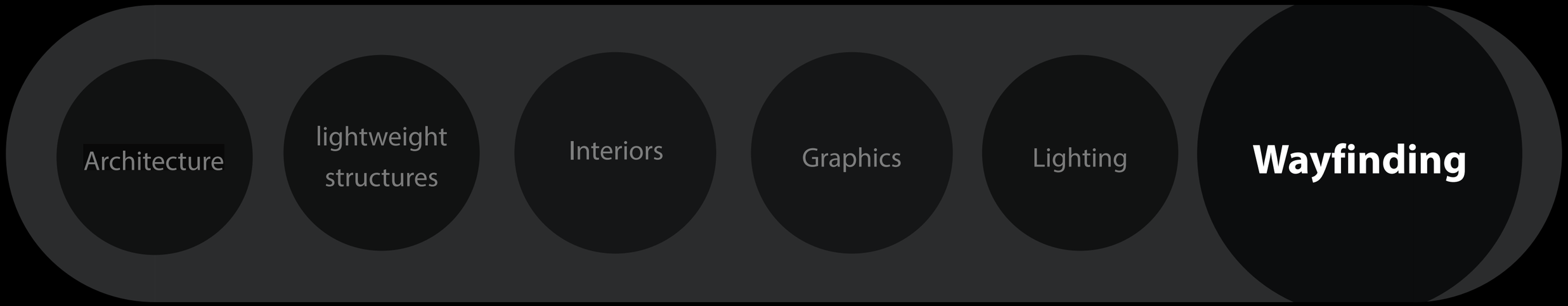
KARDORFF INGENIEURE
LICHTPLANUNG

Baku, Corniche und Boulevard
Azerbaijan

KARDORFF INGENIEURE
LICHTPLANUNG

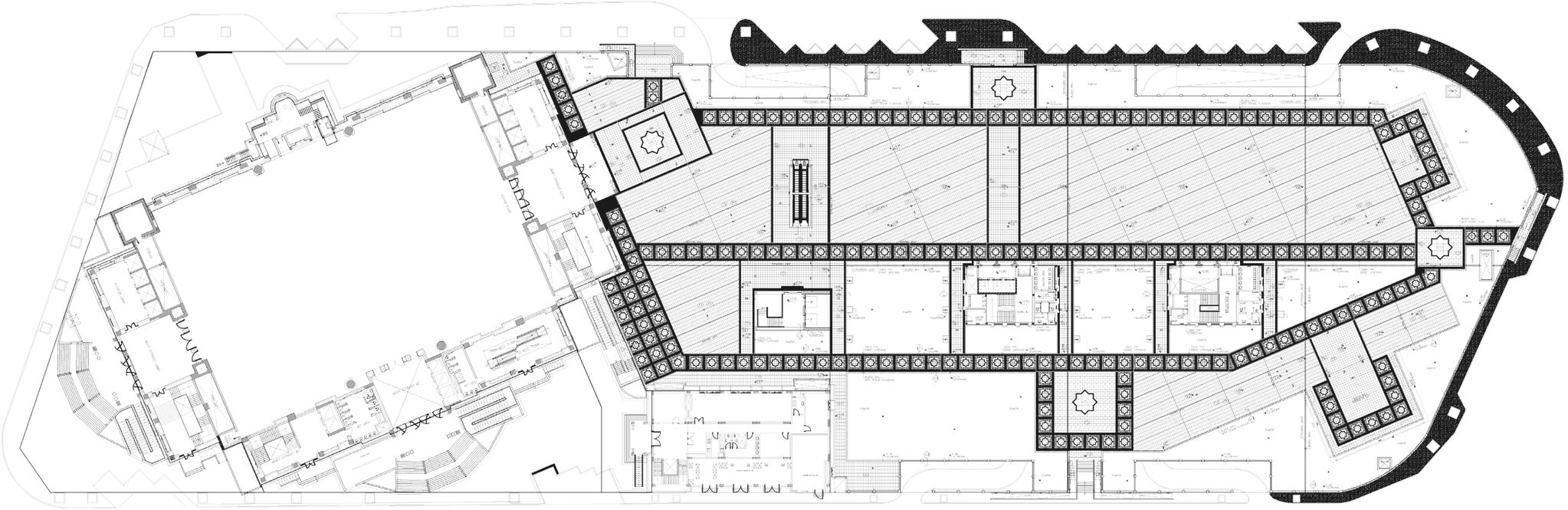
Baku, Corniche und Boulevard
Azerbaijan

KARDORFF INGENIEURE
LICHTPLANUNG

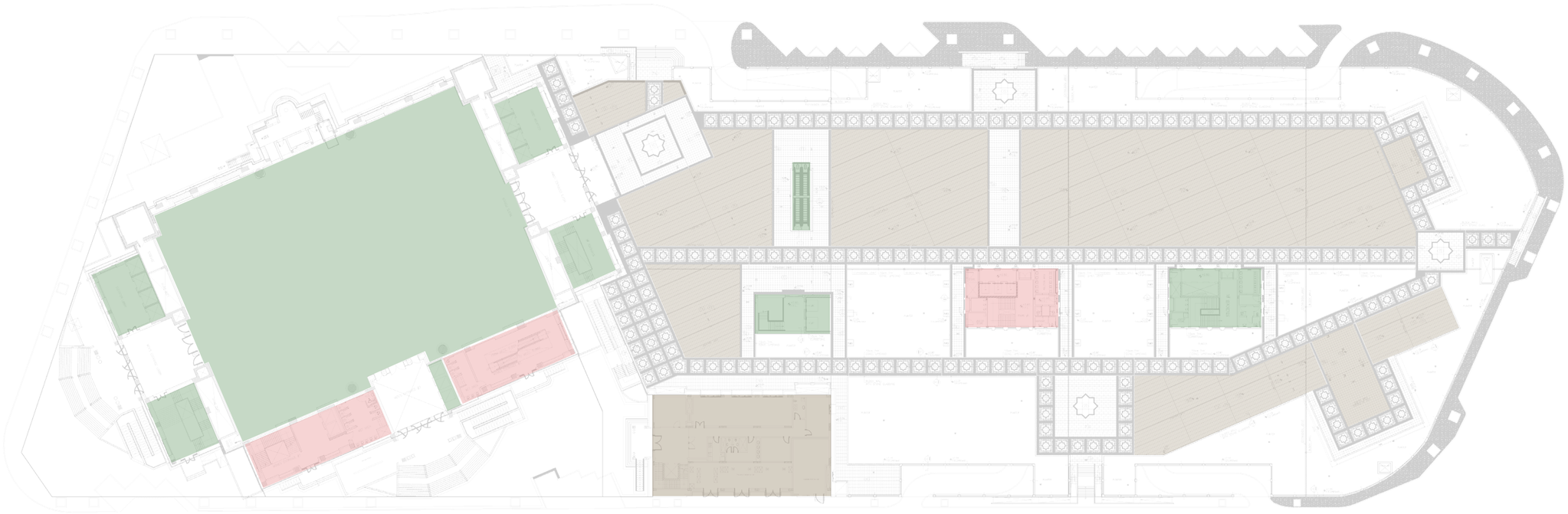

Architecture
lightweight structures
Interiors
Graphics
Lighting
Wayfinding

Wayfinding Process

FLOOR PLAN

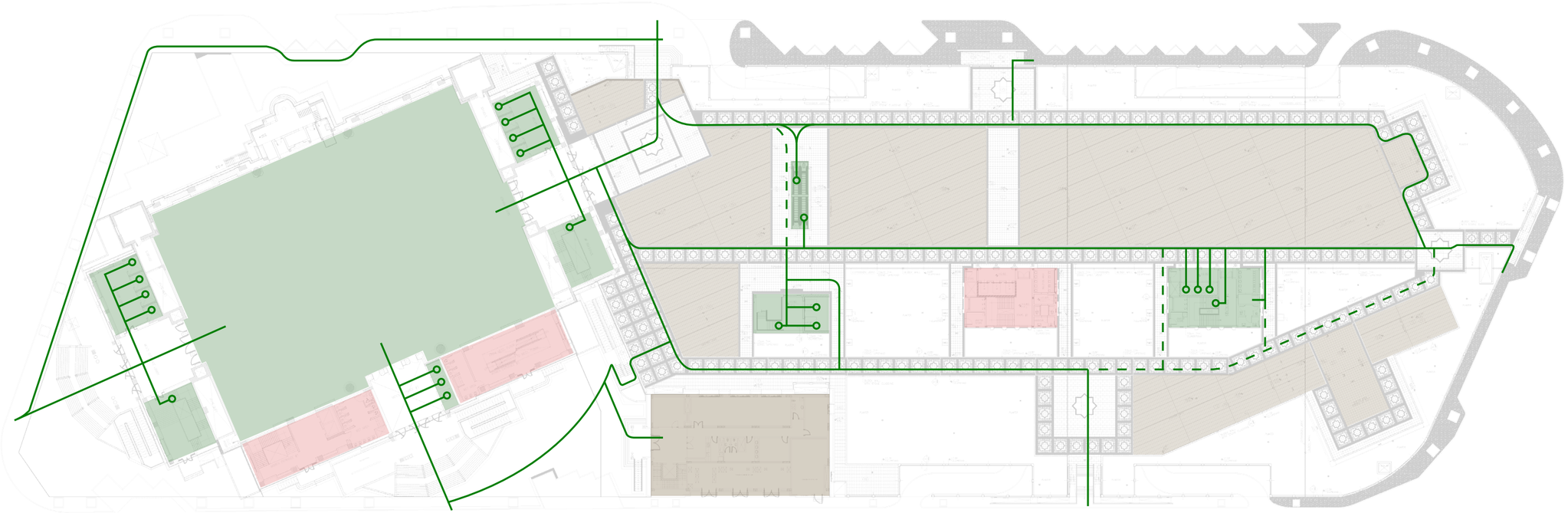


DESTINATION PLAN



- MALE PRIMARY DESTINATION
- FEMALE PRIMARY DESTINATION
- SECONDARY DESTINATION
- PARKING AREA

USER ANALYSIS



MALE PRIMARY DESTINATION

FEMALE PRIMARY DESTINATION

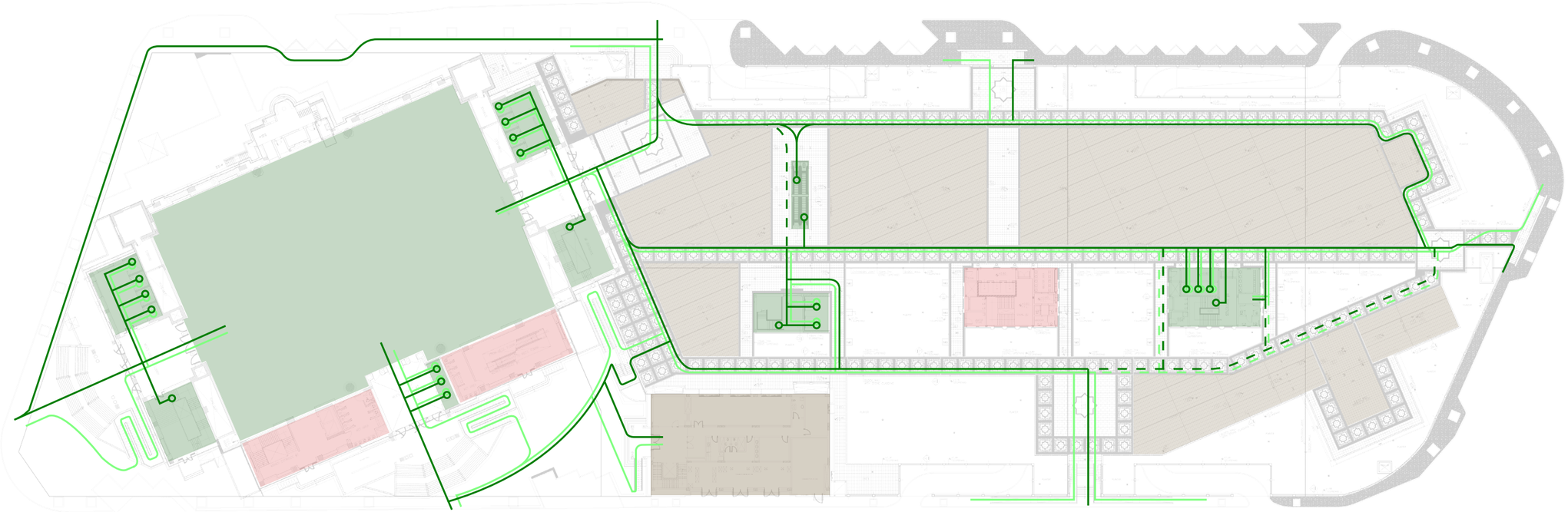
SECONDARY DESTINATION

PARKING AREA

PRIMARY MALE ROUTE

SECONDARY MALE ROUTE

USER ANALYSIS



MALE PRIMARY DESTINATION

FEMALE PRIMARY DESTINATION

SECONDARY DESTINATION

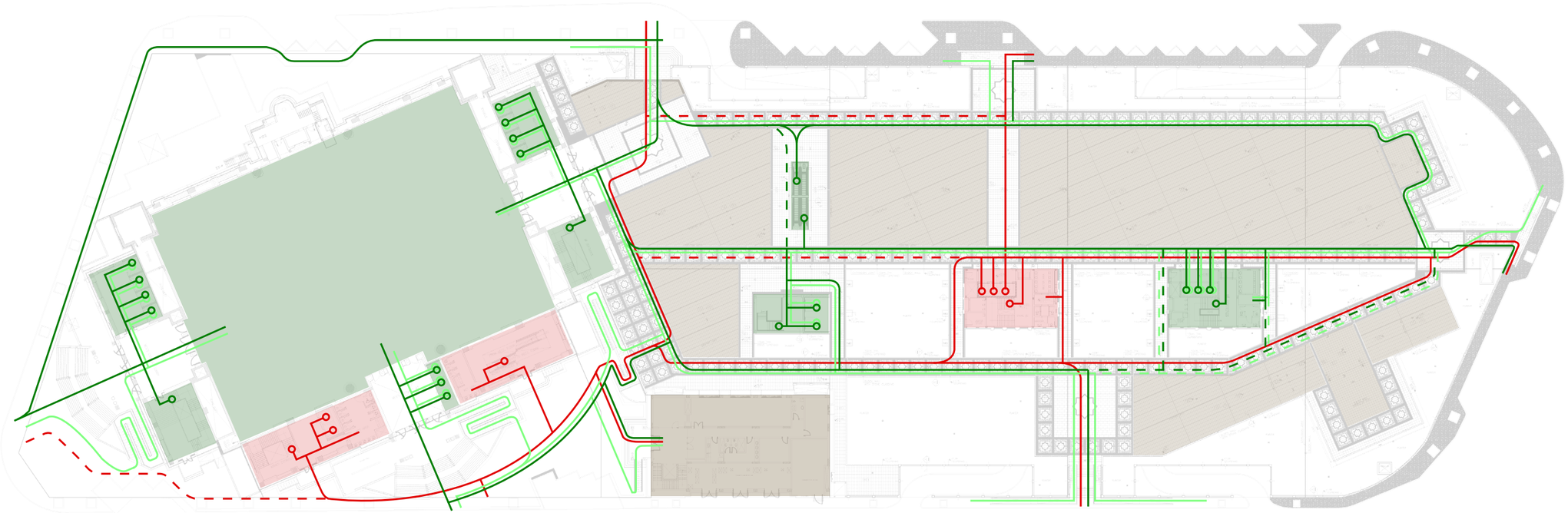
PARKING AREA

PRIMARY MALE ROUTE

DISABLED MALE ROUTE

SECONDARY MALE ROUTE

USER ANALYSIS



MALE PRIMARY DESTINATION

FEMALE PRIMARY DESTINATION

SECONDARY DESTINATION

PARKING AREA

PRIMARY MALE ROUTE

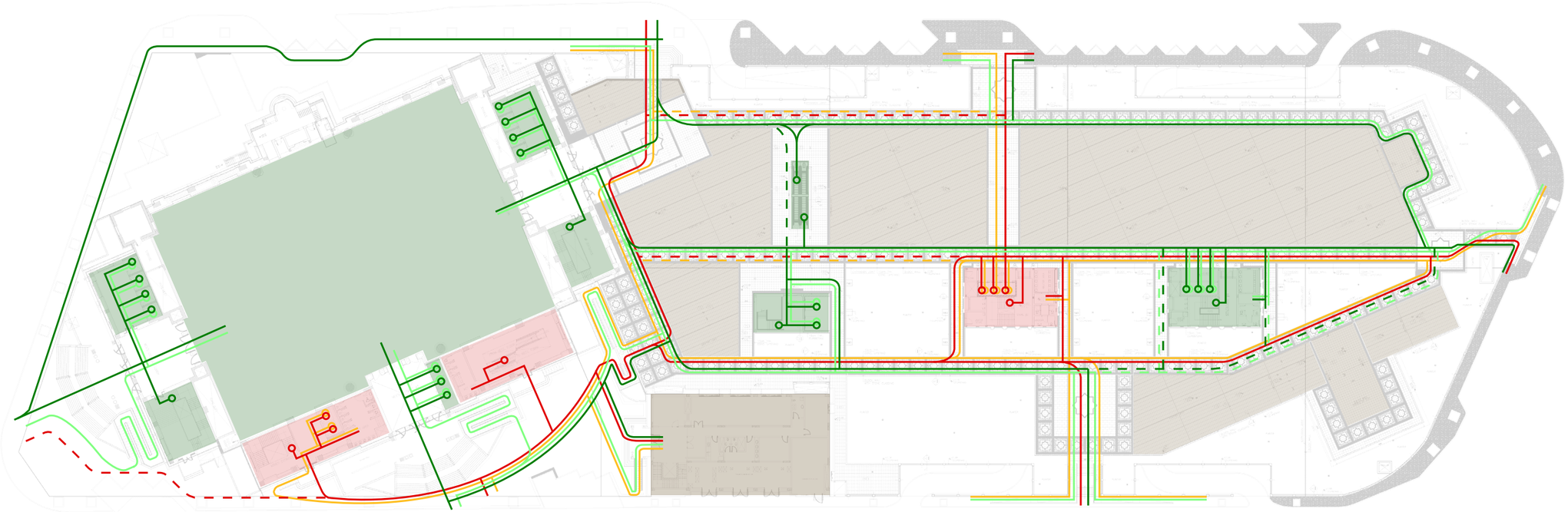
PRIMARY FEMALE ROUTE

DISABLED MALE ROUTE

SECONDARY MALE ROUTE

SECONDARY FEMALE ROUTE

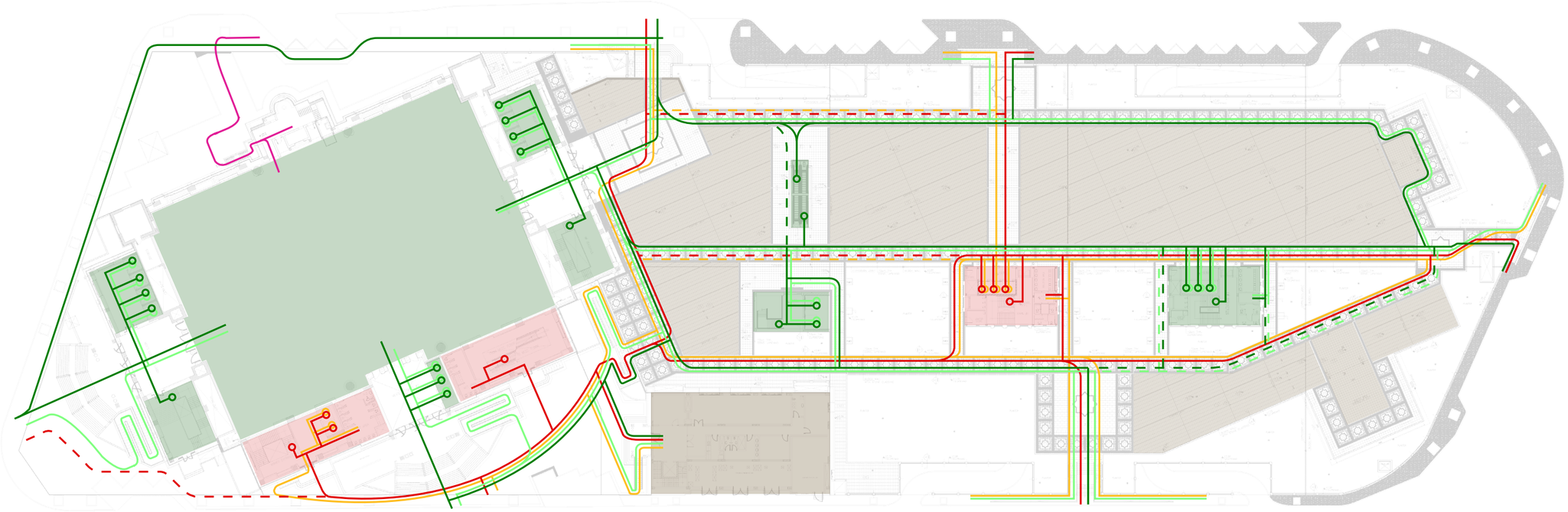
USER ANALYSIS



- MALE PRIMARY DESTINATION
- FEMALE PRIMARY DESTINATION
- SECONDARY DESTINATION
- PARKING AREA

- PRIMARY MALE ROUTE
- PRIMARY FEMALE ROUTE
- DISABLED MALE ROUTE
- DISABLED FEMALE ROUTE
- SECONDARY MALE ROUTE
- SECONDARY FEMALE ROUTE

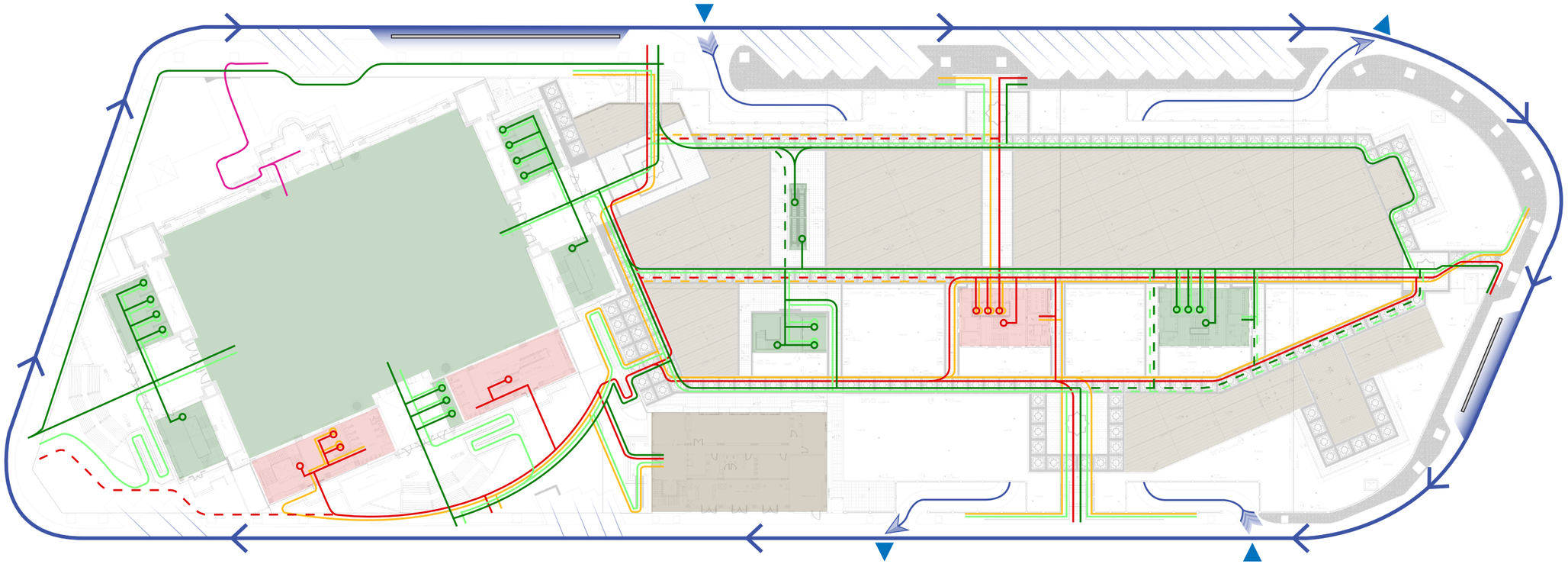
USER ANALYSIS



- MALE PRIMARY DESTINATION
- FEMALE PRIMARY DESTINATION
- SECONDARY DESTINATION
- PARKING AREA

- PRIMARY MALE ROUTE
- PRIMARY FEMALE ROUTE
- DISABLED MALE ROUTE
- DISABLED FEMALE ROUTE
- SECONDARY MALE ROUTE
- SECONDARY FEMALE ROUTE
- VIP ROUTE

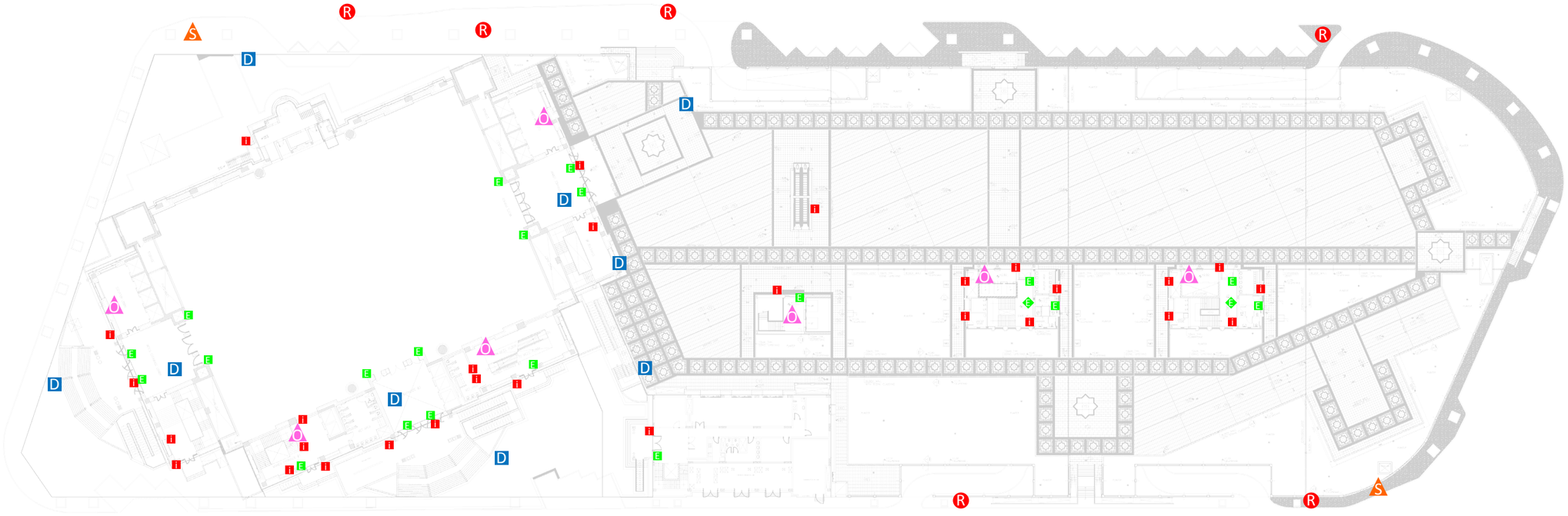
USER ANALYSIS



- MALE PRIMARY DESTINATION
- FEMALE PRIMARY DESTINATION
- SECONDARY DESTINATION
- PARKING AREA

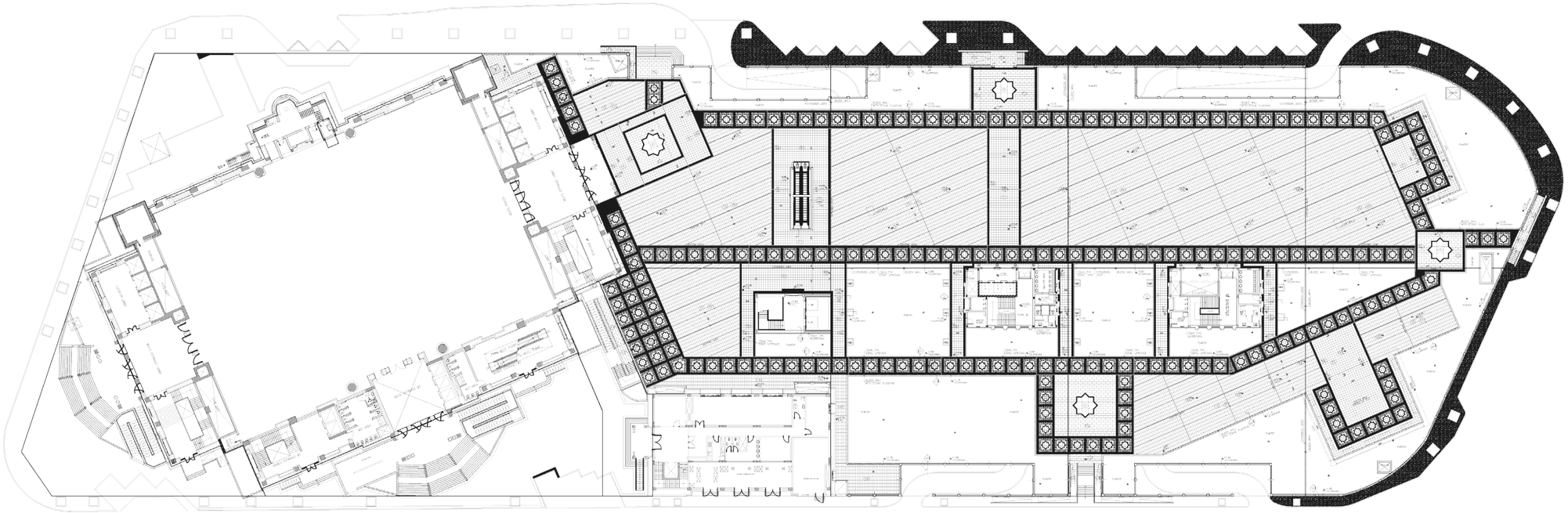
- PRIMARY MALE ROUTE
- PRIMARY FEMALE ROUTE
- DISABLED MALE ROUTE
- DISABLED FEMALE ROUTE
- SECONDARY MALE ROUTE
- SECONDARY FEMALE ROUTE
- VIP ROUTE
- VEHICULAR ROUTE

GENERAL SIGN TYPE

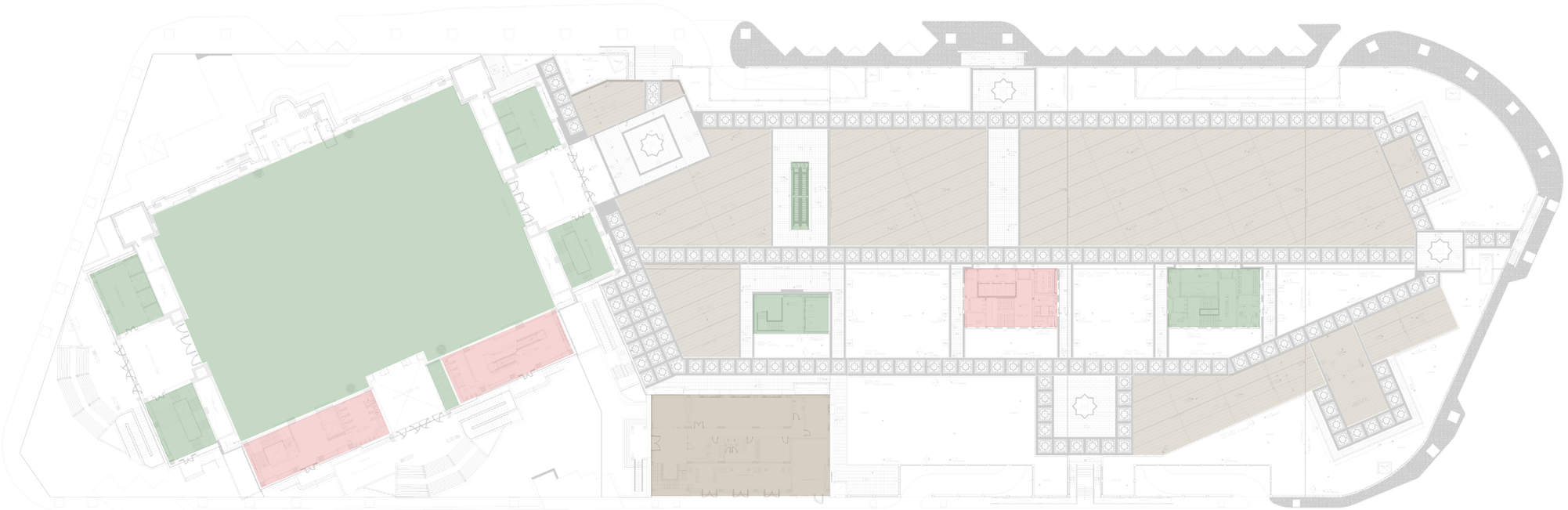


- IDENTITFICATION SIGN
- PRIMARY DIRECTIONAL EXIT SIGN
- PRIMARY IDENTITFICATION EXIT SIGN
- REGULATORY SIGN
- SITE SIGN
- DIRECTIONAL SIGN
- ORIENTATIONAL SIGN

FLOOR PLAN

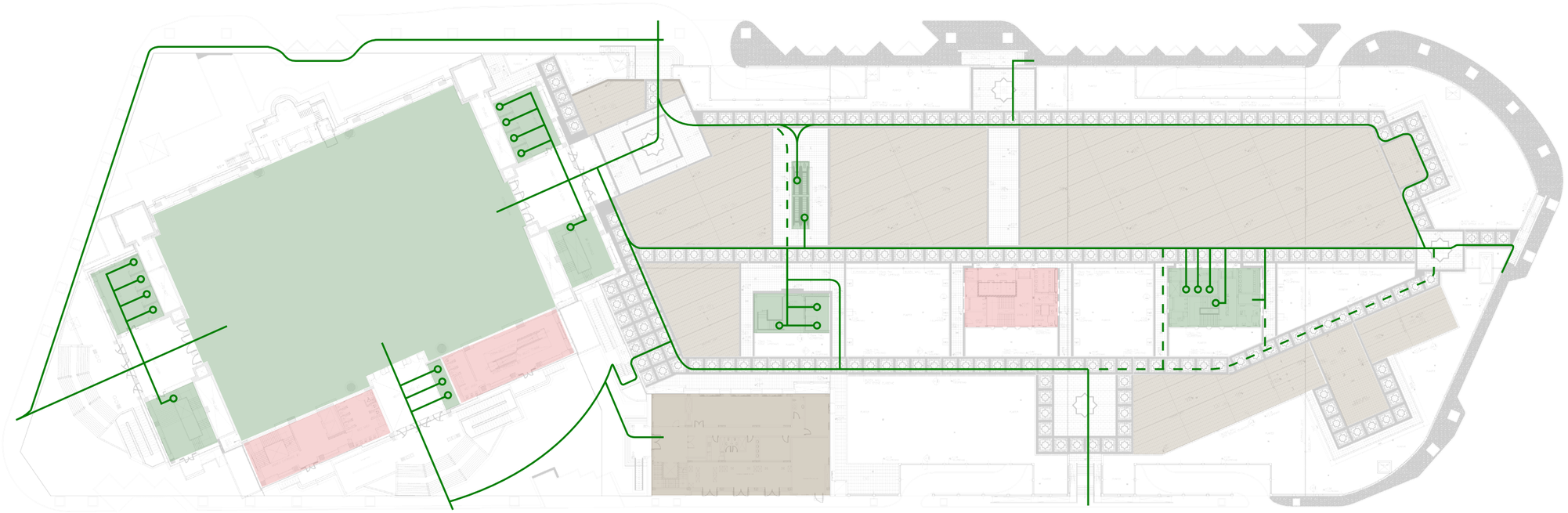


DESTINATION PLAN



- MALE PRIMARY DESTINATION
- FEMALE PRIMARY DESTINATION
- SECONDARY DESTINATION
- PARKING AREA

USER ANALYSIS



MALE PRIMARY DESTINATION

FEMALE PRIMARY DESTINATION

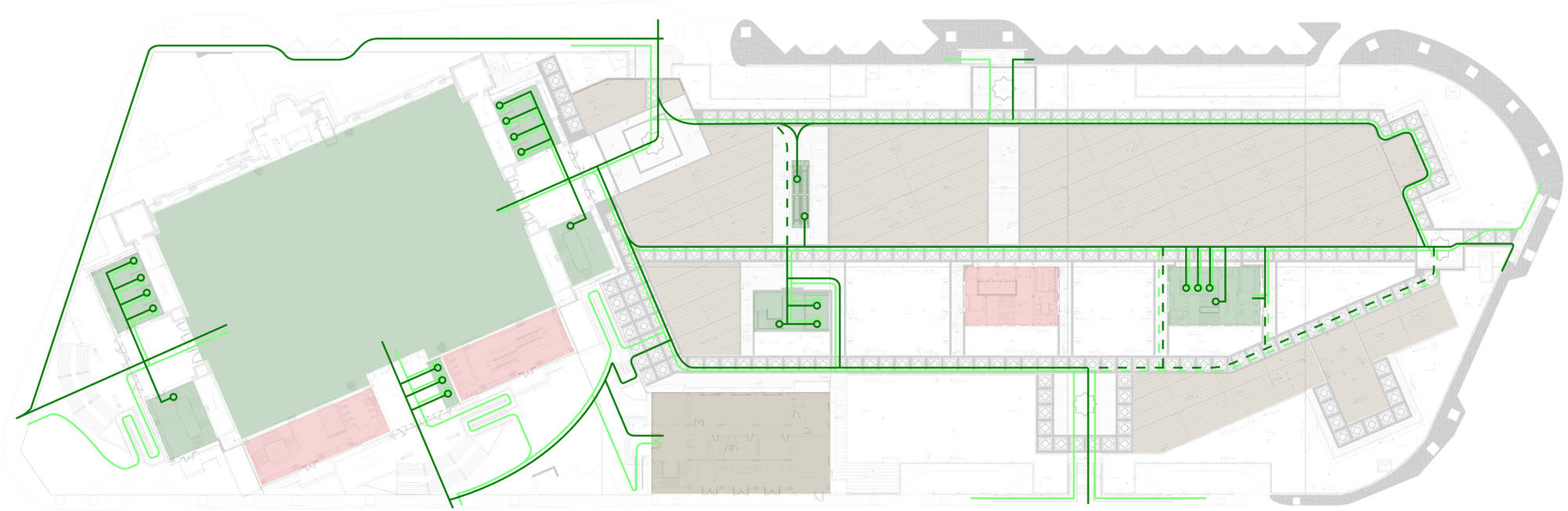
SECONDARY DESTINATION

PARKING AREA

PRIMARY MALE ROUTE

SECONDARY MALE ROUTE

USER ANALYSIS



MALE PRIMARY DESTINATION

FEMALE PRIMARY DESTINATION

SECONDARY DESTINATION

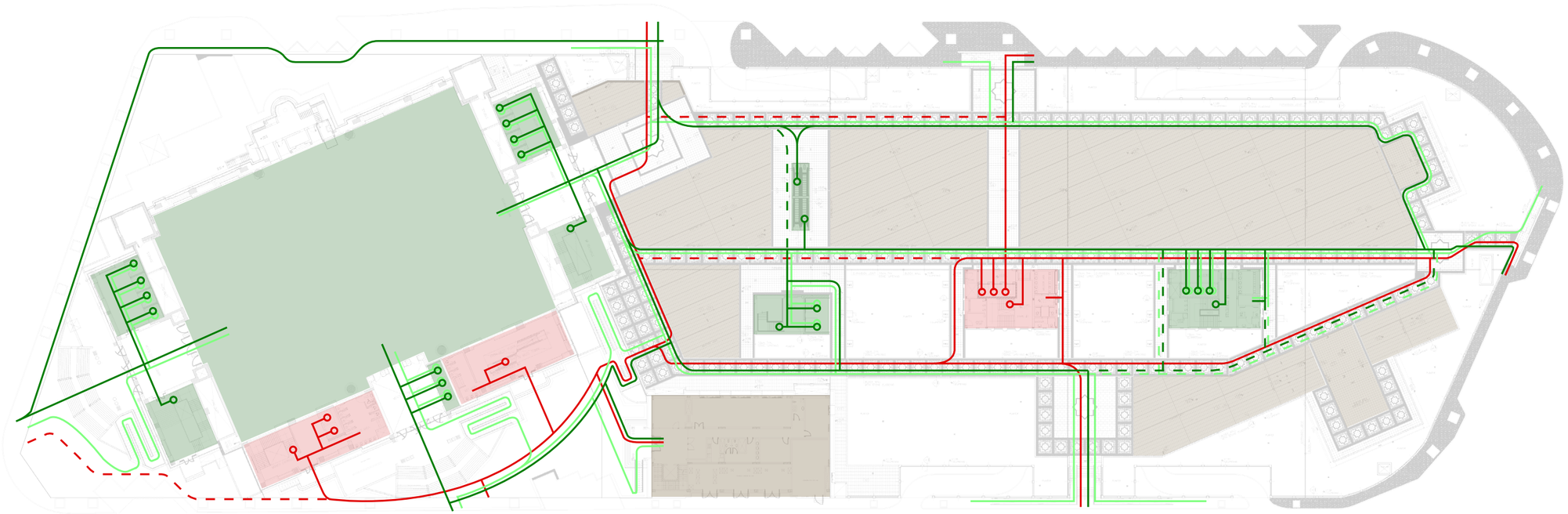
PARKING AREA

PRIMARY MALE ROUTE

DISABLED MALE ROUTE

SECONDARY MALE ROUTE

USER ANALYSIS



MALE PRIMARY DESTINATION

FEMALE PRIMARY DESTINATION

SECONDARY DESTINATION

PARKING AREA

PRIMARY MALE ROUTE

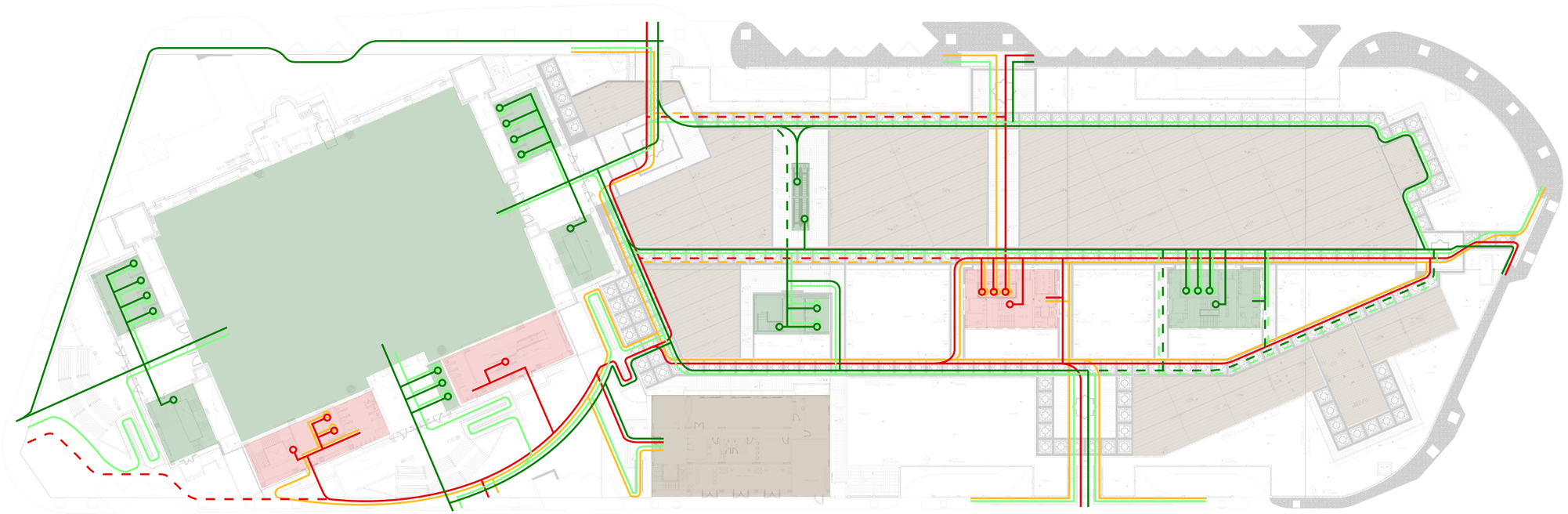
PRIMARY FEMALE ROUTE

DISABLED MALE ROUTE

SECONDARY MALE ROUTE

SECONDARY FEMALE ROUTE

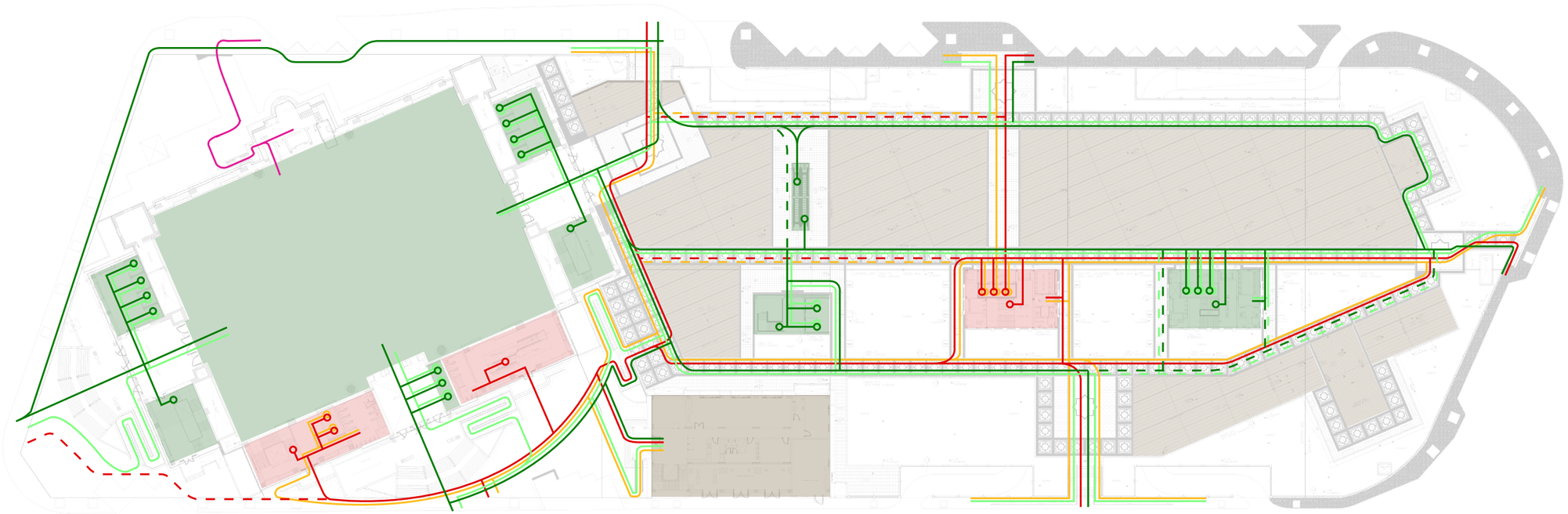
USER ANALYSIS



- MALE PRIMARY DESTINATION
- FEMALE PRIMARY DESTINATION
- SECONDARY DESTINATION
- PARKING AREA

- PRIMARY MALE ROUTE
- PRIMARY FEMALE ROUTE
- DISABLED MALE ROUTE
- DISABLED FEMALE ROUTE
- SECONDARY MALE ROUTE
- SECONDARY FEMALE ROUTE

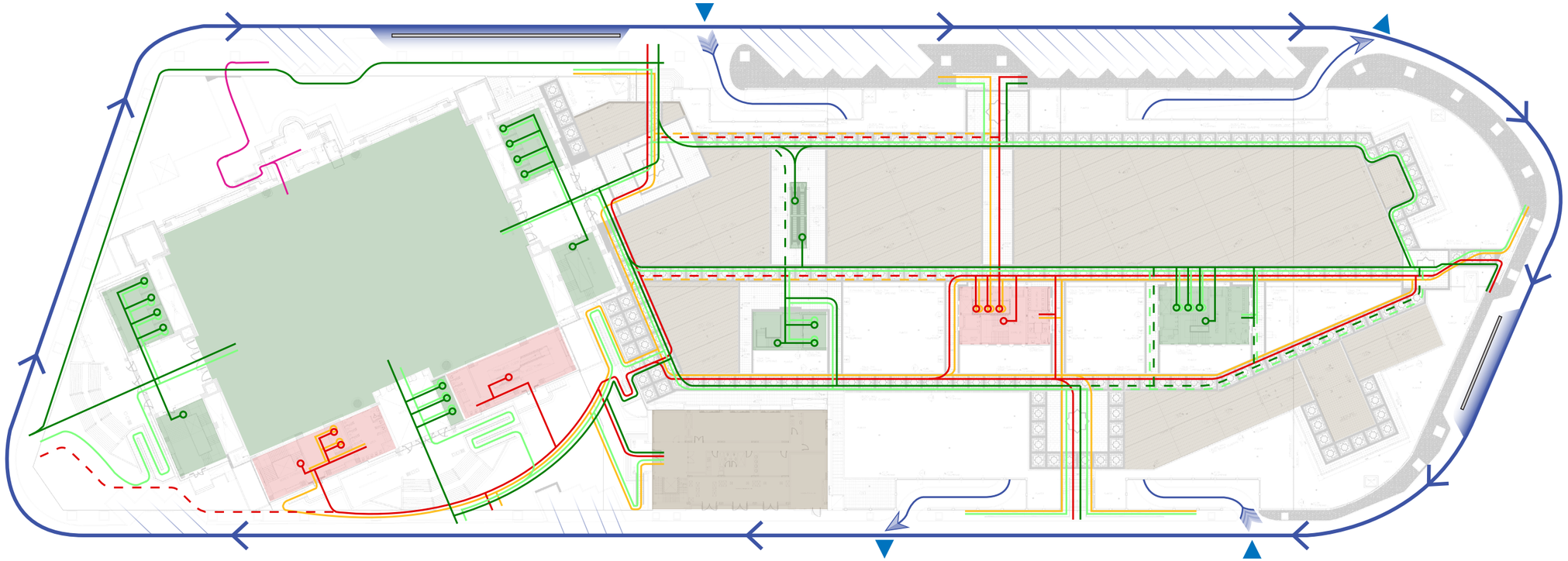
USER ANALYSIS



- MALE PRIMARY DESTINATION
- FEMALE PRIMARY DESTINATION
- SECONDARY DESTINATION
- PARKING AREA

- PRIMARY MALE ROUTE
- PRIMARY FEMALE ROUTE
- DISABLED MALE ROUTE
- DISABLED FEMALE ROUTE
- SECONDARY MALE ROUTE
- SECONDARY FEMALE ROUTE
- VIP ROUTE

USER ANALYSIS



- MALE PRIMARY DESTINATION
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- SECONDARY DESTINATION
- PARKING AREA

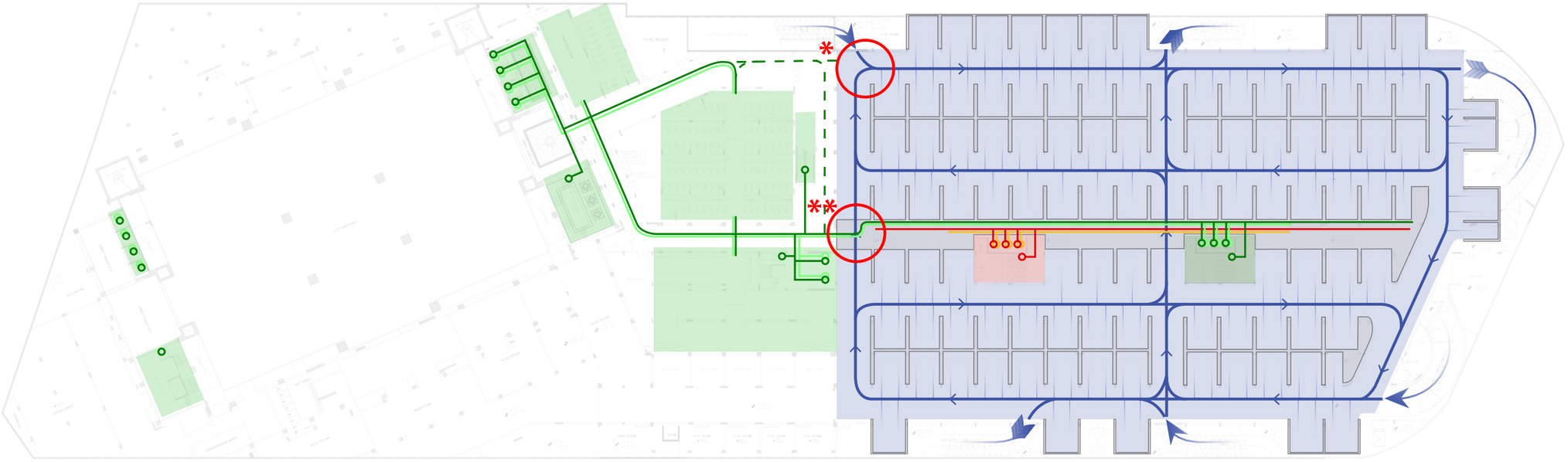
- PRIMARY MALE ROUTE
- PRIMARY FEMALE ROUTE
- DISABLED MALE ROUTE
- DISABLED FEMALE ROUTE
- SECONDARY MALE ROUTE
- SECONDARY FEMALE ROUTE
- VIP ROUTE
- VEHICULAR ROUTE

TRAFFIC ANALYSIS

AS BUILT
TOTAL CAR PARK: 184 (12 DISABLED)

* Vehicles users may enter the wrong way or get confused about the flow of traffic.

** Vehicles are interrupting the flow of pedestrians at the entrance.



MALE PRIMARY DESTINATION

FEMALE PRIMARY DESTINATION

SECONDARY DESTINATION

PARKING AREA

PRIMARY MALE ROUTE

PRIMARY FEMALE ROUTE

DISABLED MALE ROUTE

DISABLED FEMALE ROUTE

SECONDARY MALE ROUTE

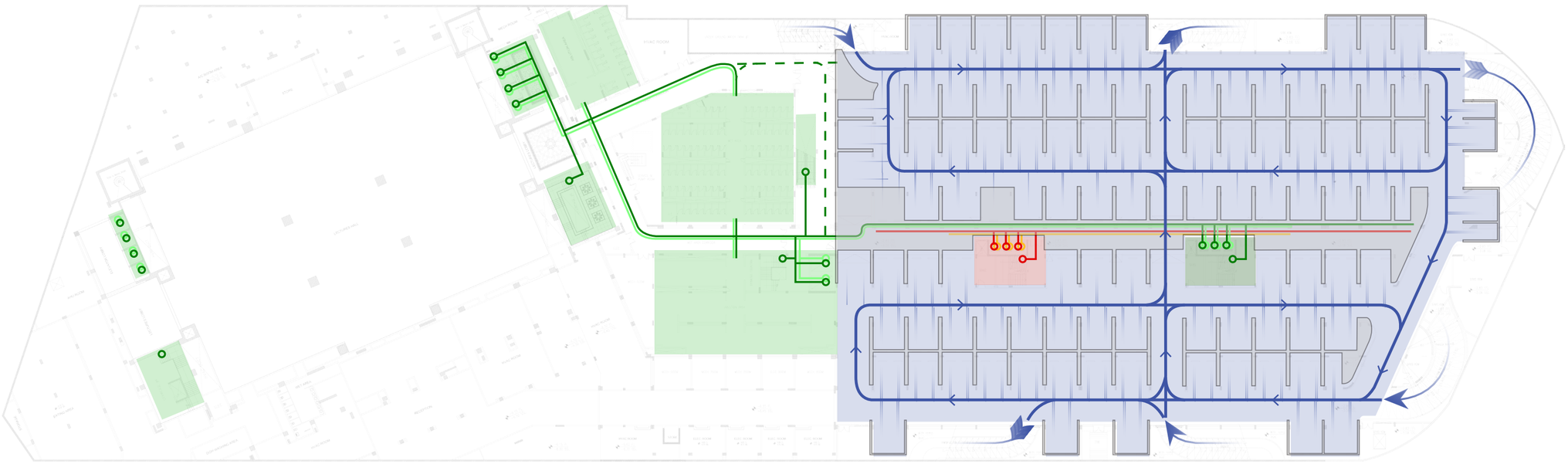
SECONDARY FEMALE ROUTE

VIP ROUTE

VEHICULAR ROUTE

TRAFFIC ANALYSIS

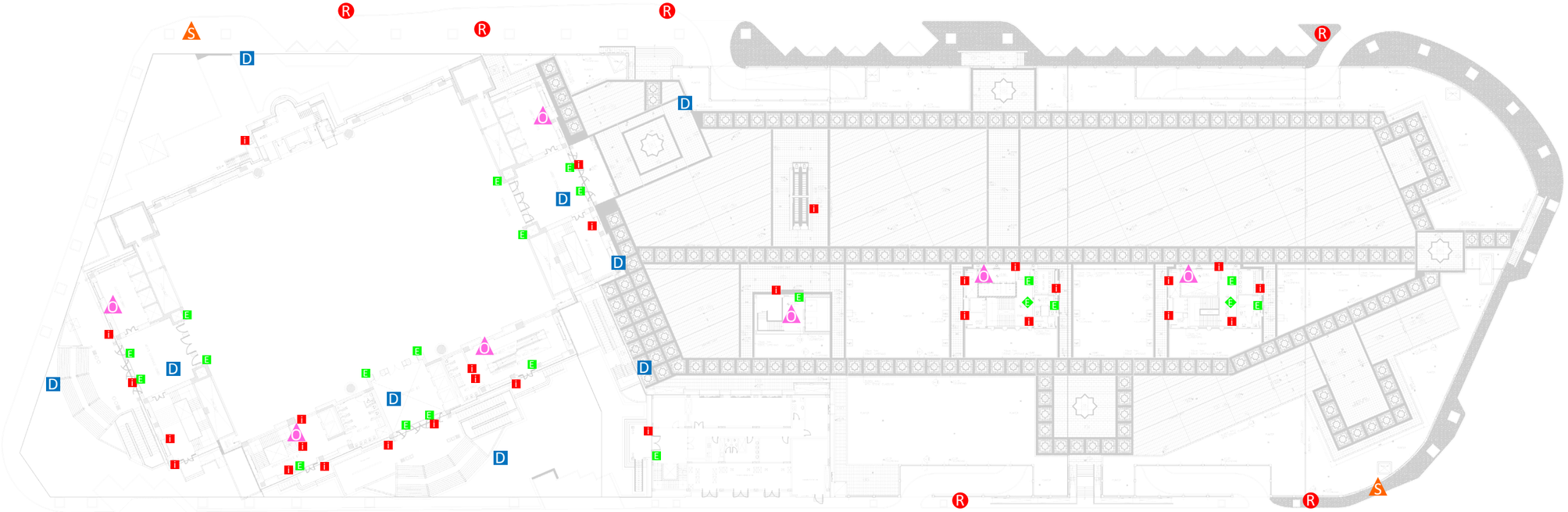
URBAN PHENOMENA RECOMMENDATION
TOTAL CAR PARK: 186 (11 DISABLED)



- MALE PRIMARY DESTINATION
- FEMALE PRIMARY DESTINATION
- SECONDARY DESTINATION
- PARKING AREA

- PRIMARY MALE ROUTE
- PRIMARY FEMALE ROUTE
- DISABLED MALE ROUTE
- DISABLED FEMALE ROUTE
- SECONDARY MALE ROUTE
- SECONDARY FEMALE ROUTE
- VIP ROUTE

GENERAL SIGN TYPE



PARKING AREA

IDENTITFICATION SIGN

PRIMARY DIRECTIONAL EXIT SIGN

PRIMARY IDENTITFICATION EXIT SIGN

REGULATORY SIGN

SITE SIGN

DIRECTIONAL SIGN

ORIENTATIONAL SIGN

Wayfinding Examples

Sheik Hamad Al Thani – Mosque

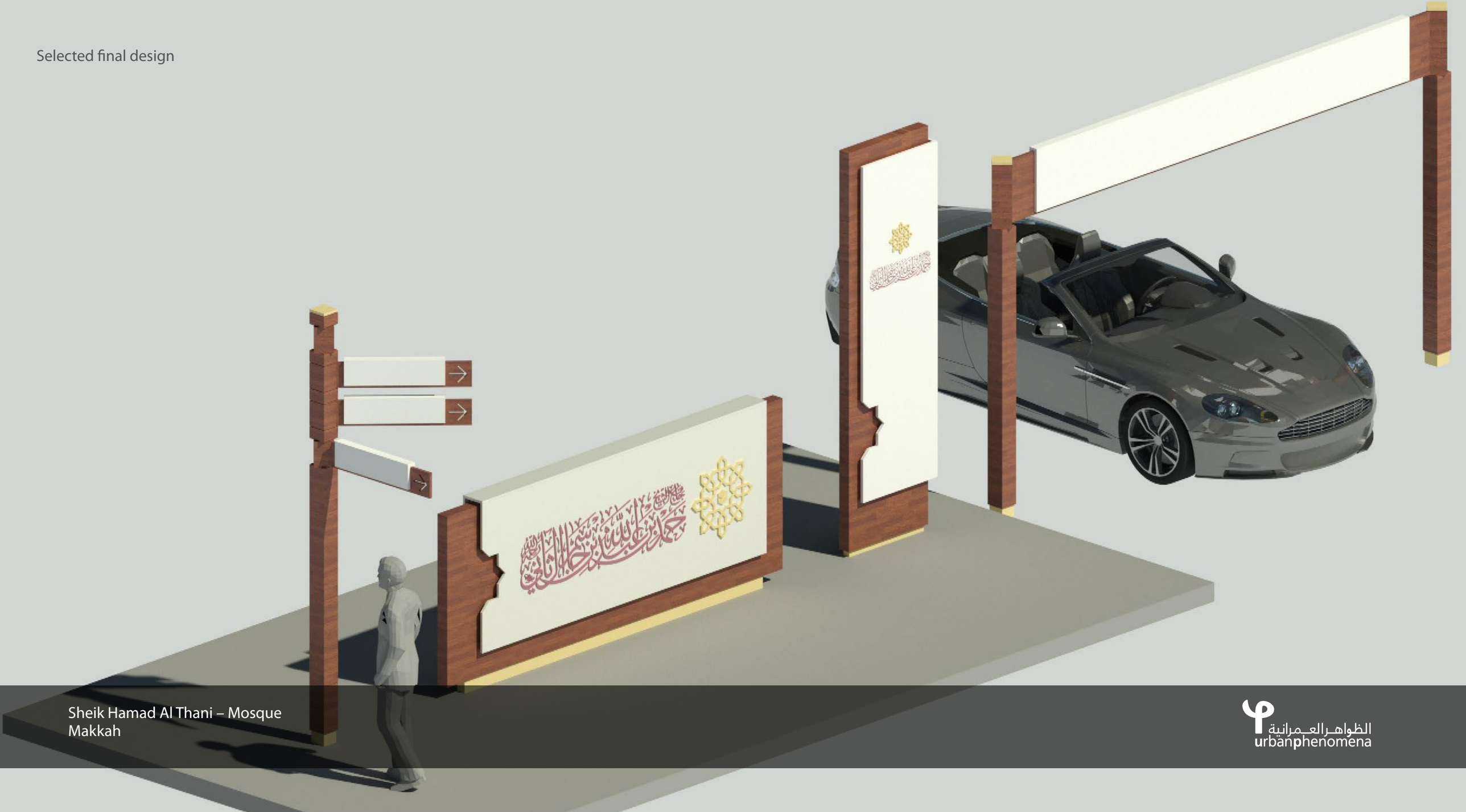
Makkah

Sheik Hamad Al Thani – Mosque
Makkah

Selected final design

Sheik Hamad Al Thani – Mosque
Makkah

Selected final design



Sheik Hamad Al Thani – Mosque
Makkah

Hazzazi Piazza

Jeddah

Hazzazi Piazza
Jeddah

الظواهر العمرانية
urbanphenomena

Hazzazi Piazza
Jeddah

الظواهر العمرانية
urbanphenomena

Hazzazi Piazza
Jeddah

الظواهر العمرانية
urbanphenomena

BQ – Office Park

Dammam

BQ – Office Park
Dammam

الظواهر العمرانية
urbanphenomena

BQ – Office Park
Dammam

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Dammam

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urbanphenomena

BQ – Office Park
Dammam

الظواهر العمرانية
urbanphenomena

J - ONE
community
compound

Jeddah

J - ONE community compound
Jeddah

الظواهر العمرانية
urbanphenomena

J - ONE community compound
Jeddah

الظواهر العمرانية
urbanphenomena

J - ONE community compound
Jeddah

urbanphenomena
الظواهر العمرانية

J - ONE community compound
Jeddah

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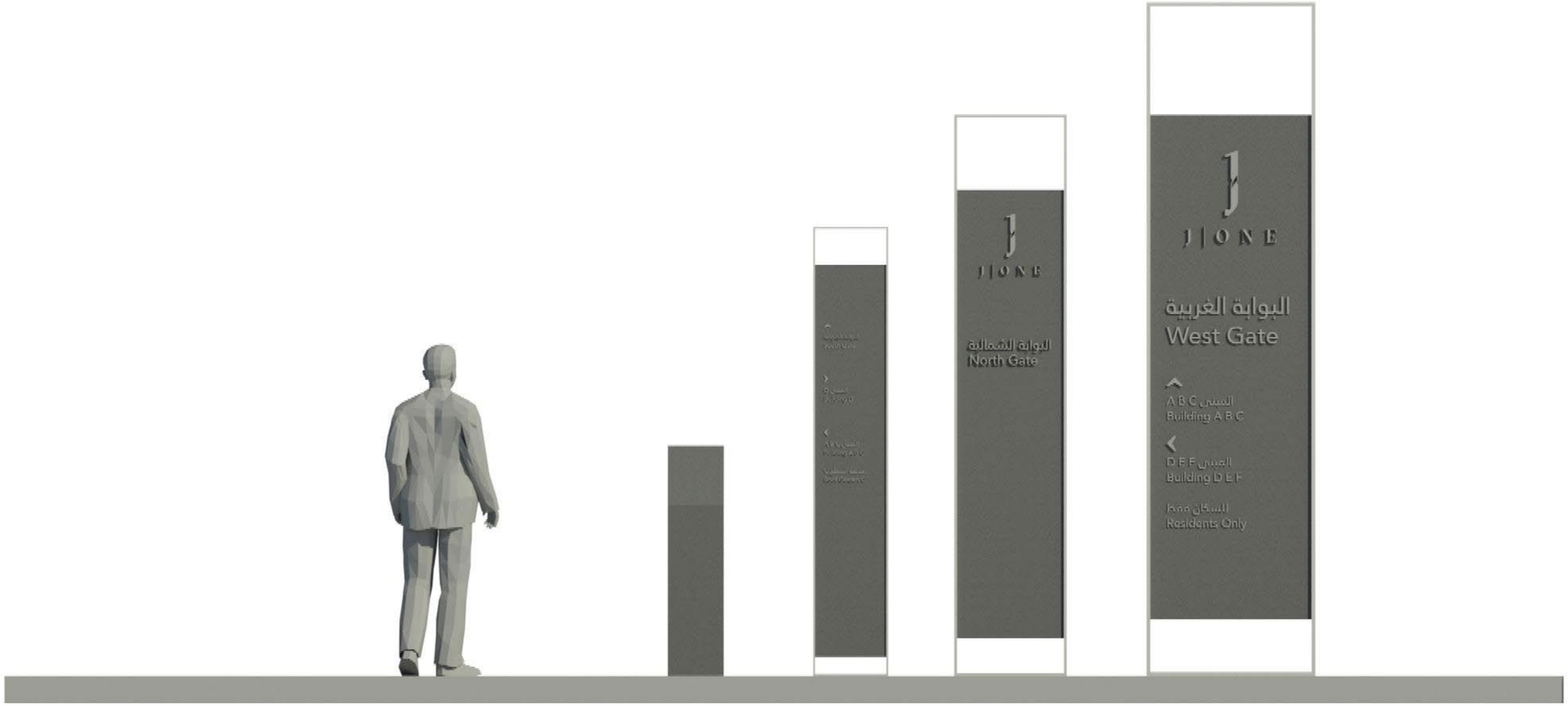
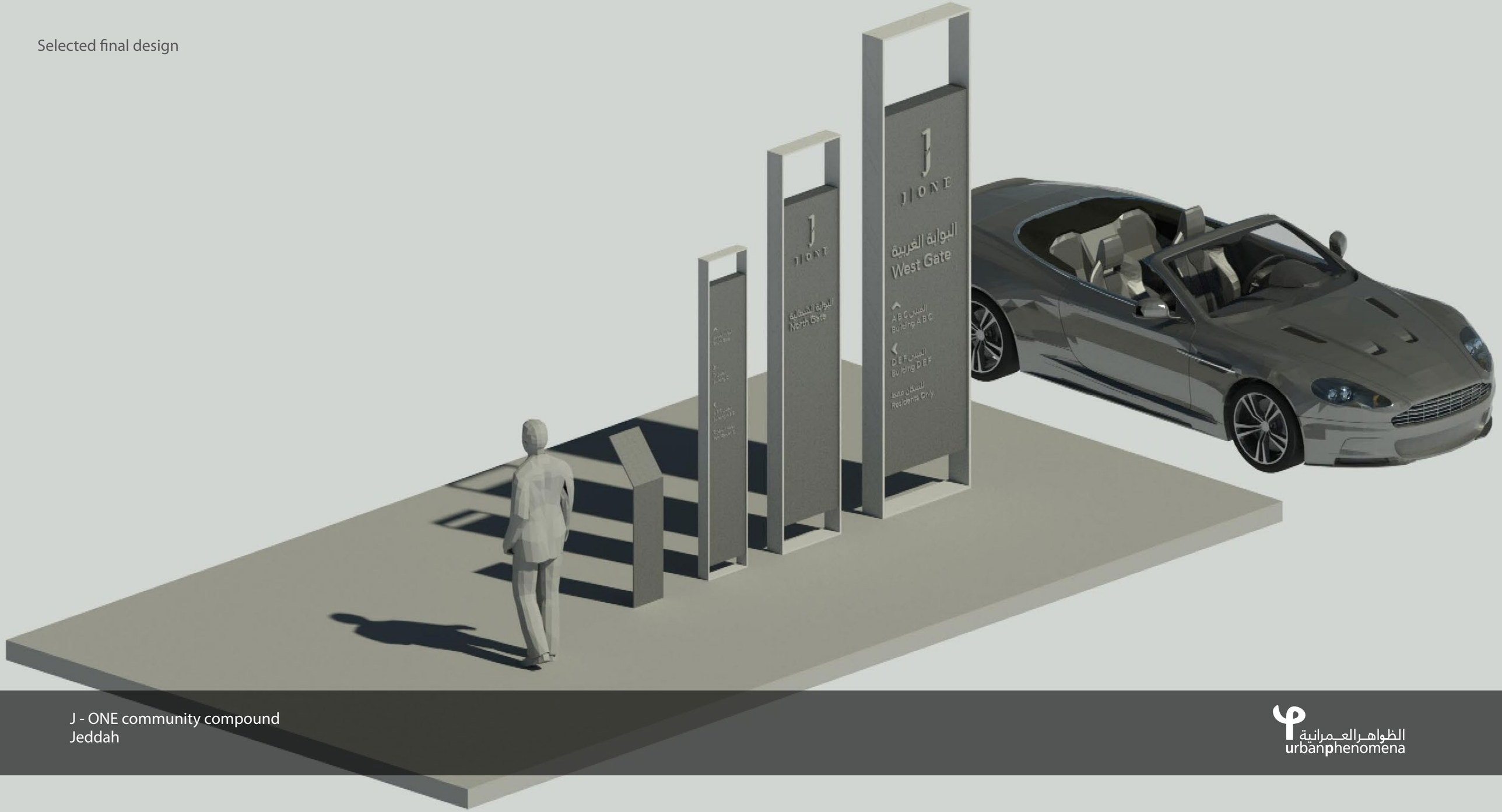
urbanphenomena

Selected final design

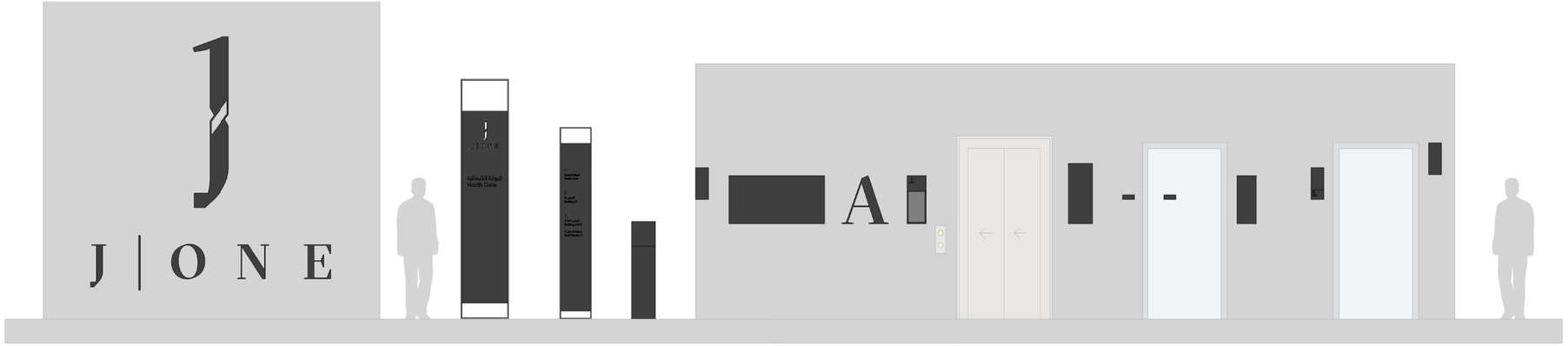


Selected final design

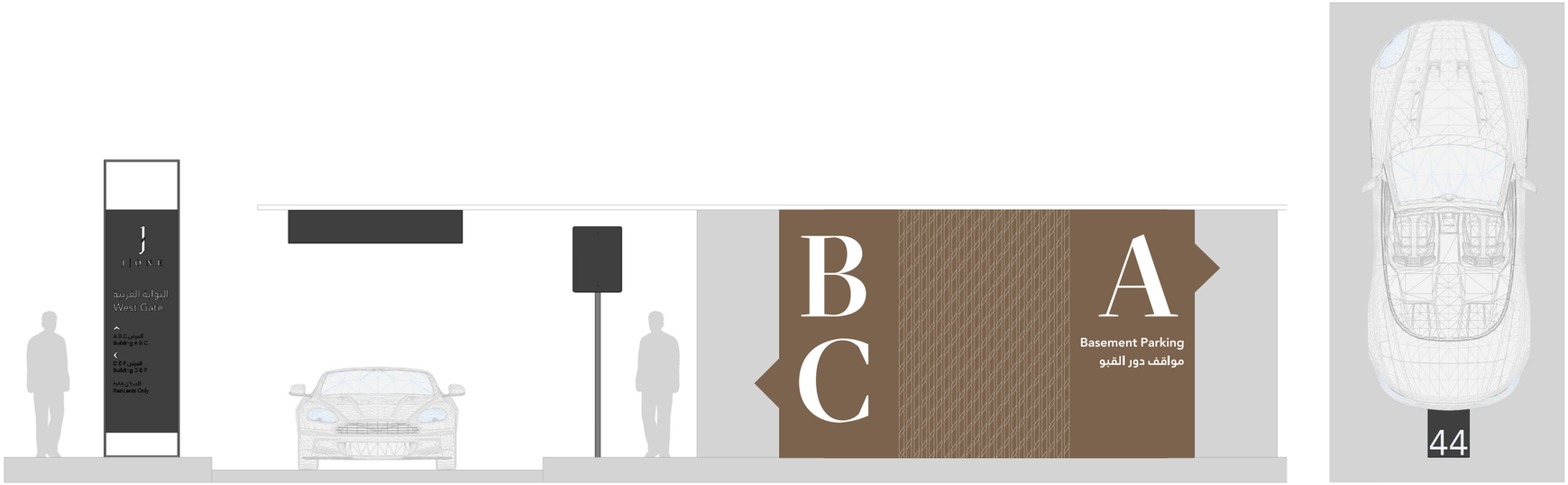


J - ONE community compound
Jeddah

urbanphenomena
الظواهر العمرانية



AA1 AA2 AB1 AC1 AB2 BB5 AA7 AA3 BB3 BB4 AB3 BB2 BA6 BA5 AA5 BA4 BC1 BA1 BA2 BA3



CC1 CC3 CB1 AA4 BC3 CC2 AB4 CA1

J - ONE community compound
Jeddah

urbanphenomena

Thank You