

that the attendees asked me to reconsider the name. I gave in, but I object to the idea of shaming a neighborhood based on the type of people who inhabit its houses after the original inhabitants move out. Those people also forgot that Bneid Al Qar was one of the prettiest areas in Kuwait, but as the Kuwaiti families began to move out, it was transformed into an area for housing Iranian workers. So is this a reason to shame the name Bneid Al Qar? The foreigners appreciated this name and what it symbolizes, yet our own people shame it. (Incidentally, the name Bneid Al Qar means “the end of the tar” because, at that time, that’s where the paved roads ended and only dirt roads stretched further into the desert.) Then I suggested the name “Shakoura,” which means “Thankful,” but again they disliked it because they thought over time people would just call it “Shakira.” From that point I stepped away from the matter of naming the project and it was referred to a marketing team of talented young Kuwaitis. The team came up with the name “The Promenade,” and the office tower was named Burj Abdullah Al Othman. We presented the new name and everyone liked it. Loga is gone, and The Promenade came. My theme, of course, is modernization winning over tradition. But this is how the world is. I hope a day will come when I, or anybody else for that matter, will name their project “Mahalet Loga” or even “Shakoura.”

Believe me, they really are good names.