

## The Promenade

Meaning a shaded walkway, The Promenade is a shopping mall which recently opened in Kuwait. Although I'm the person who supervised this project, I still find myself asking why we chose this name. For the reader's information, the initial name chosen for this project was "Mahalet Loga." I believe only a few people in Kuwait know what "Mahalet Loga" means, but I supported this name from the beginning because of its historical attachment to my family. Mahalet Loga is an area in Mirqab. Specifically, it's the area located in front of Al Hamad Mosque next to the Ministries Complex, and it's the area where my late father's house and office were located. He and his family moved to this area from his father's house in the center of the city. When I look at my father's letters, I notice the letterhead which reads: "The Arab Lands, Kuwait, Mahalet Loga Cable Address: Shakoura." *Loga* means "it suits you." According to the Kuwaiti historian Farhan Al Farhan, the one who gave this name to the area was Sheikh Ahmed Al Jaber Al Sabah when he visited Mulla Othman, may God have mercy on them. Mulla Othman was Sheikh Ahmed's religious advisor, but he had fallen ill and stayed home for a while. Sheikh Ahmed went to visit his friend and, when he looked around the nice and newly-built houses, he said "*Mahalet loga*."—"The neighborhood suits you."

I found this name effectively hit two birds with one stone; both by bringing new life to an old Kuwaiti name related to my family, and also because it was favored by all the tenants in the mall. But unfortunately, at a later stage, the name was presented to an official from the older generation who objected to this name. He asked the attendees, "Don't you know what became of Mahalet Loga after the Kuwaiti families moved out!?" I can't repeat most of what he said then, but the result was