

*Thesis title*

The international transfers of architectural and urban projects. The case studies of the Central Market In Abu Dhabi (UAE) and the Abu Dhabi Plaza in Astana (Kazakhstan)

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Course of study

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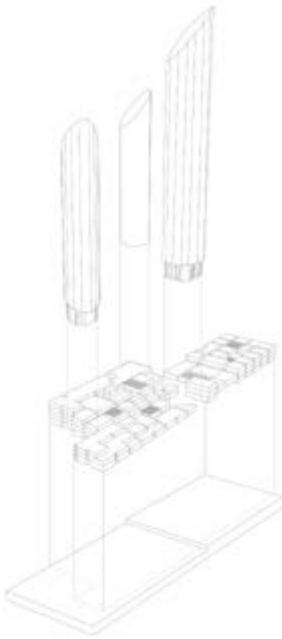
2016-2017

Today "spectacular" architecture and world-known architects are often being used as marketing and political instruments to provide a competitive advantage to cities. "Spectacular" architecture is often used to create a local image and a city brand, along with real estate marketing in both global and developing cities. These projects usually carry a symbolic meaning and are sometimes decontextualized from the urban environment. This attention allows the export of their design to other destinations, which sometimes follows special paths for development, different from the usual processes of planning and policy-making.

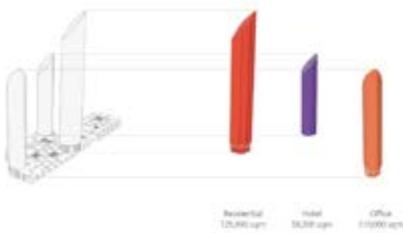
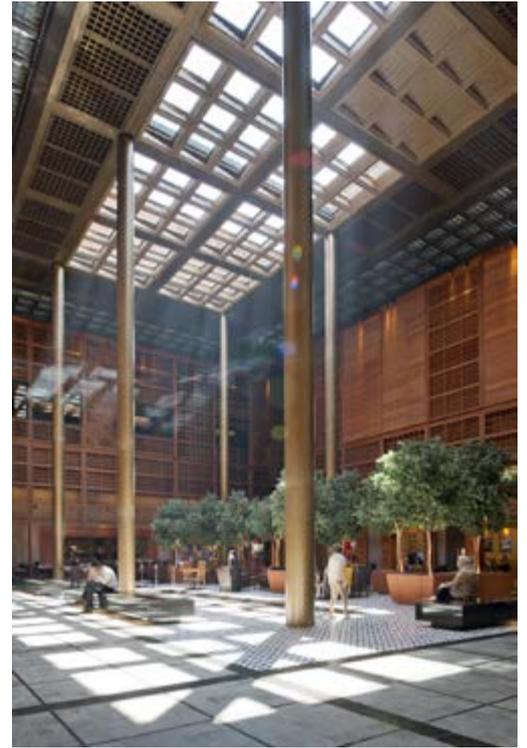
One of the ways of importing and exporting spectacular projects include the translation of certain features of a building, landmark, masterplan or simply a structure from the original place to another location which is geographically distant.

This transfer does not imply that elements of a project are directly and explicitly translated. This thesis argues that this process of transfer occurs in particular ways. The case of a scheme transfer from Abu Dhabi in UAE to Astana in Kazakhstan is analyzed in detail in order to provide supporting evidence.

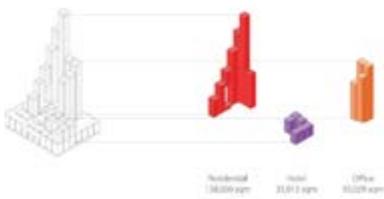
The original project- the Central Market in Abu Dhabi, UAE (2006-2014), developed by Aldar, represents the replacement of the traditional souk in the shape of a new and more technologically-advanced construction. The project was designed by the globally recognized architectural firm Foster+Partners as the highest construction in the Abu Dhabi skyline. The scheme of this project was shortly transferred to Astana, Kazakhstan (2007) in the form of an approved project proposal of the so-called Abu Dhabi Plaza by the same architectural firm (Foster+Partners) and developer (Aldar). However, for officially unstated reasons, the project in 2010 was completely handed out to another architectural firm with considerably lower global recognition and prestige - HKR Architects. This decision, later becomes evident in each design step regarding the project and its current implementation. Because of the change of architect in charge, the limited knowledge about the local real estate market and the extreme weather conditions, modifications and a great level of flexibility were introduced. It is common for such transfers to face difficulties. Such change in contents imply implementation problems and end up costing more than the initial estimated budget. However, it still leaves room to understand urban limitations, problems and challenges that follow such transfers in local and global scale, as well as an opportunity to learn from a concrete example.



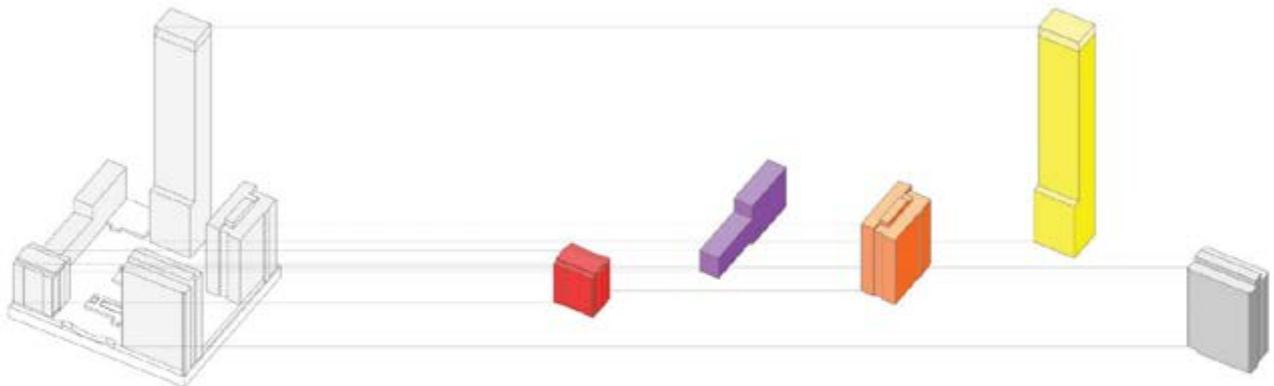
Central Market
Abu Dhabi
Foster+Partners
Completed



Central Market
Abu Dhabi
Foster+Partners



Abu Dhabi Plaza
Ajman
Foster+Partners



Residential
17,160 sqm

Hotel + Serv. App
~sqm

Office
107,490 sqm

Residential + Office
107,505 sqm

Block Y
7 sqm