

DESIGN CONCEPT EXPLANATIONS

The project has been designed with an approach that aims to unite the rich architectural heritage of Makkah and Saudi Arabia with the requirements of contemporary living. At the urban scale, the settlement fabric has been planned in harmony with the natural topography, and the skyline has been reinforced through tiered rooflines. Asymmetry and variety, both of great significance in traditional architecture, have been reinterpreted through varying façade depths and volumetric compositions, forming a natural order that avoids rigid symmetry.

In the façades, rawashin elements have been reimagined in a modern way; projecting volumes and vertical wooden elements provide shade and privacy while also contributing to energy efficiency. Textures and patterns used on parapets and surfaces reflect the ornamental tradition of Makkah's residential architecture in a contemporary manner. Openings with different sizes and depths support solar control and climatic responsiveness.

The material palette consists of earthy tones, off-whites, greys, and natural textures, ensuring integration with the environment while also referencing the historic architecture of Makkah. In landscape design, low-water native plants have been prioritized for sustainability, while shaded areas enhance social life. In this way, the project preserves the architectural identity of the region while meeting the demands of modern living.

The development includes a total of 1,014 villas, with three typologies introduced to create architectural richness and variety at the urban scale. These types provide dynamism in composition while offering flexibility to address different user needs. Designed as independent units arranged in sequence with side gardens, the villas avoid the impression of twin housing. This approach ensures privacy in garden use even in higher density, while balancing individual comfort with the collective settlement scale.



VILLA A – DESIGN STATEMENT



Villa A offers approximately 304 m² of enclosed space and consists of ground floor + first floor + roof level. The planning approach emphasizes functional separation and ease of use. On the ground floor, the entrance hall is split to separate the guest reception area (majlis and its services) from the family entrance, ensuring a distinction between guest-related and daily family functions. Also on this level, the living room, kitchen, and dining space form the central daily living zone, while the maid's room, driver's room, and service areas are organized toward the rear.



GROUND FLOOR



FIRST FLOOR

The first floor features the master suite along with three bedrooms, each with its own bathroom, enhancing user comfort. This level, focused on family use, ensures quiet and independent sleeping arrangements through spatial planning. The roof level includes a living space supported by a small kitchenette and generous terraces, adding an extra open-air living layer suitable for daily use.



ROOF FLOOR

Façade design incorporates vertical elements and modern interpretations of rawashin, combined with tiered massing and natural tones, producing a contemporary yet contextually rooted architectural language. Villa A represents a compact, functional typology tailored to everyday family life.

Application of Architecture Guidelines: Villa Typology – Type A



VILLA B – DESIGN STATEMENT



Villa B provides approximately 323 m² of net saleable space and consists of ground floor + first floor + roof level. At the ground level, two separate entries are defined: the guest entrance leads directly to the majlis and related wet areas, while the family entrance connects to the central daily zone. This distinction ensures the separation of guest reception from family living. The ground floor emphasizes the majlis as the formal reception area, while the living and dining spaces open directly to the garden and terrace, linking everyday life with the outdoors. Service areas, including the kitchen and storage, are separated from this flow to support functionality, while the driver's room and additional service areas are positioned not to interfere with the main living areas.



FIRST FLOOR

The façade design highlights tiered massing and modernized rawashin Elements. This approach enhances climatic comfort through shadow and depth while ensuring a strong connection between interior and exterior, giving the villa a contemporary architectural identity. Villa B distinguishes itself with its expansive majlis and a roof level that supports social living, making it a typology particularly suited for hosting and family gatherings.



GROUND FLOOR

The first floor accommodates the master suite with dressing area and bathroom, defined as the most private zone. The children's and youth rooms are arranged around a shared circulation space, encouraging family interaction while maintaining privacy and clarity. The roof level includes a secondary living space and small kitchenette, creating an alternative hub for social events and family gatherings. Large terraces, oriented in different directions, provide both privacy and views, enriching outdoor living.



ROOF FLOOR

Application of Architecture Guidelines: Villa Typology – Type B



VILLA C – DESIGN STATEMENT



Villa C provides approximately 318 m² of net saleable area and consists of ground floor + first floor + roof level. It has been developed to offer efficient living on more compact plots. On the ground floor, circulation from the entrance leads directly to the guest reception area (majlis) and its related services (guest WC and powder room), ensuring separation of guest functions from daily life. The living and dining spaces open onto the rear garden, creating a family area integrated with the outdoors. A reserved zone for a potential lift is also included on this level, offering flexibility for varying user needs.



GROUND FLOOR



FIRST FLOOR

The first floor accommodates the master suite along with three additional bedrooms, arranged in a balanced layout. The master suite combines dressing and bathroom areas, while the children's rooms are each supported by individual bathrooms, ensuring flexible and private use. The roof level includes a living space and generous terraces, providing shaded and airy social zones particularly suited for warm evenings. The maid's quarters and laundry room are also placed here, adding functionality while keeping service spaces separate from the primary living areas.

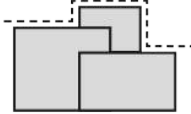


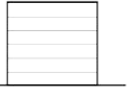
Façade articulation reinterprets Makkah's traditional architectural motifs in a contemporary way. Varying façade depths, shade-light interplay, and modernized rawashin elements provide a strong identity, while the use of natural-toned materials ensures harmony with the surrounding context. Villa C presents an adaptable typology that accommodates different lifestyle needs through its reserved lift space and the integration of service functions at the roof level.



ROOF FLOOR

Application of Architecture Guidelines: Villa Typology - Type C


Stepped Roof
Variety in volume heights.


Reveals
Horizontal grooves in the facade

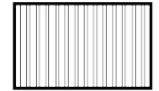



Parapet
Parapet with perforations and horizontal railings


Parapet
Parapet with patterns


Rawashin
Modern approach of a traditional Rawashin


Native Plants
Vernacular plants with low irrigation requirements


Pattern
Vertical arrangement of elements.

