

cracknell

# COMPANY INTRODUCTION & PORTFOLIO

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We strongly believe in creating beautiful, resilient  
& sustainable communities to improve the lives of  
people from all walks of life.

We strive to...create a difference



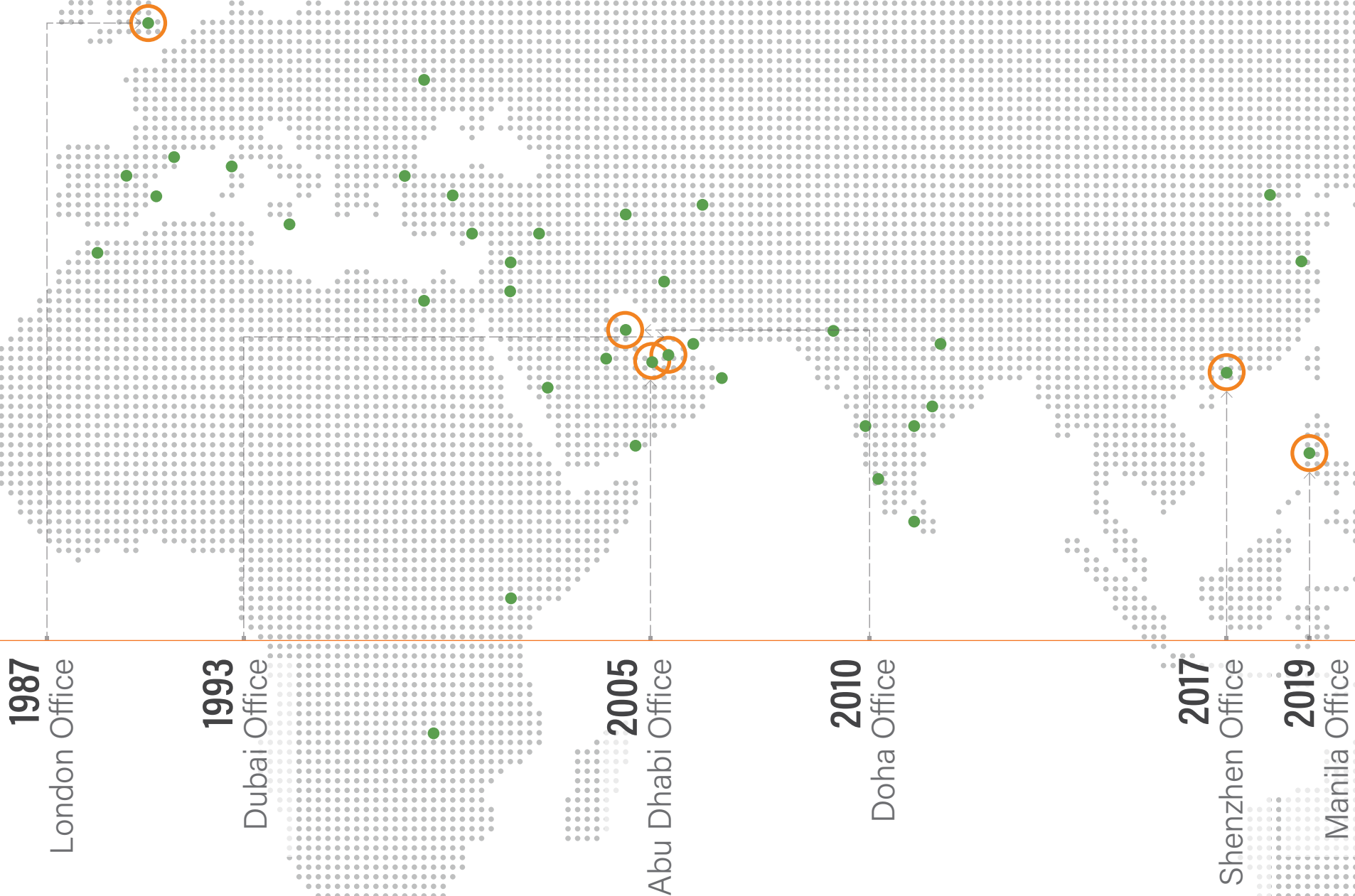
# GLOBAL PRACTICE

We are a global  
landscape architecture  
practice committed to  
leaving the world better  
than we find it.

# DESIGNING DESTINATIONS

- established 1987
- 6 international offices
- over 260 employees
- 32 nationalities
- over 2,000 global projects
- ISO 9001 certified

## Our Timeline



CRACKNELL - AN INTRODUCTION

IN HOUSE SERVICES

LANDSCAPE ARCHITECTURE



LANDSCAPE DESIGN



URBAN DESIGN



PLANNING

SUPPORT TEAMS



HORTICULTURE



IRRIGATION



LIGHTING



ENGINEERING



GRAPHICS



ARCHITECTURE



PM & QS



BIM



POST CONTRACT

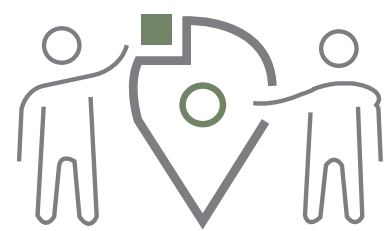


## CRACKNELL - AN INTRODUCTION

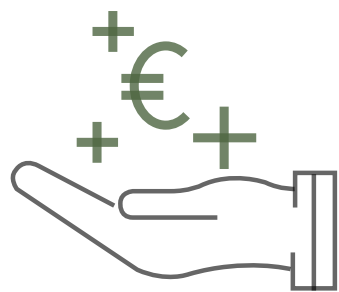
### COLLABORATIVE APPROACH



OUR DESIGN PRINCIPLES



PLACEMAKING AND  
IDENTITY



ADDED VALUE



RESILIENCE + EVOLUTION



COMMUNITY INTERACTION



CULTURAL TABLEAU



COLLABORATION AND  
COLLECTIVE THINKING

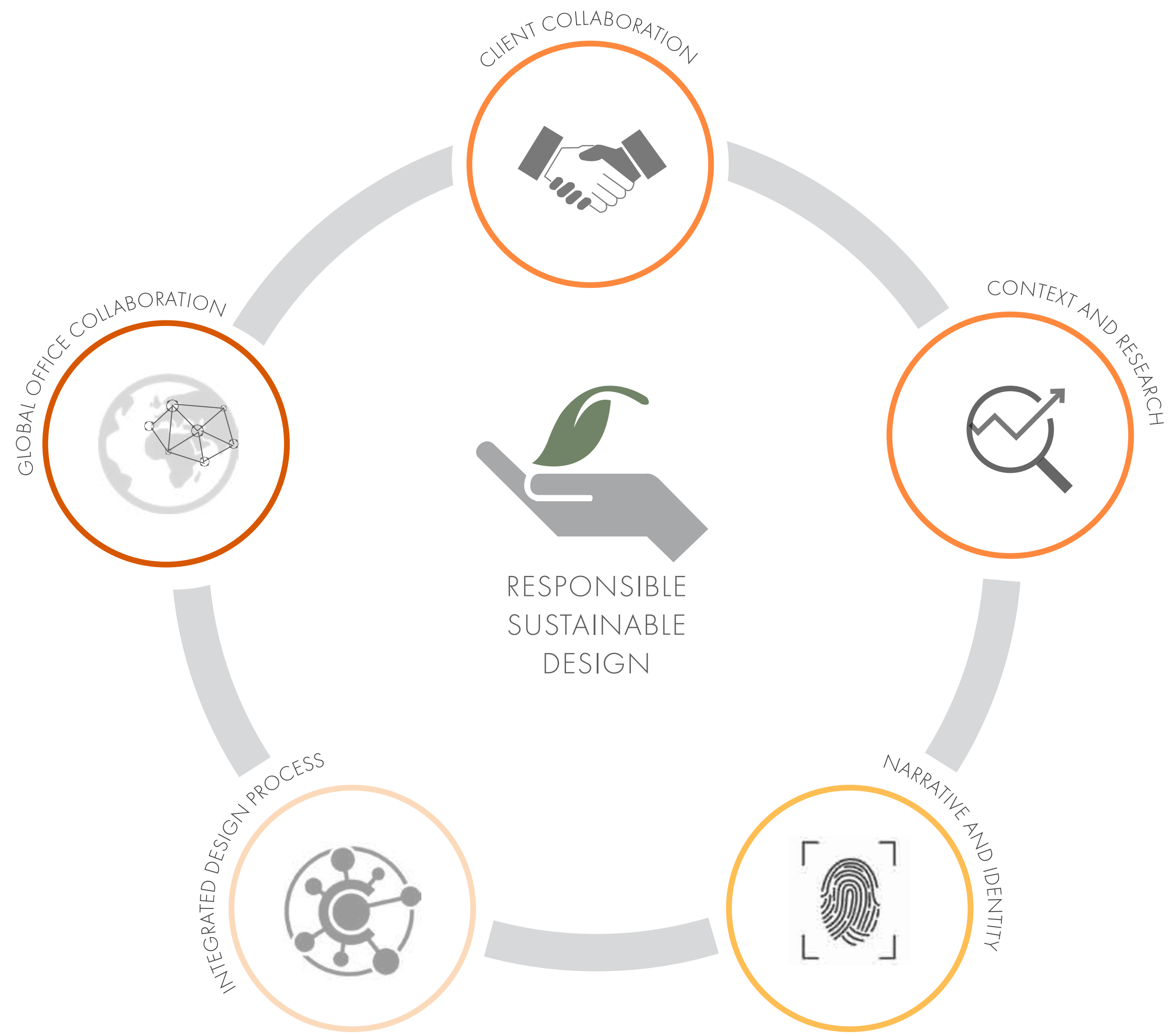




The planet we make or mar today  
will be theirs tomorrow

CRACKNELL - AN INTRODUCTION

DESIGN APPROACH



CRACKNELL - AN INTRODUCTION

DESIGN EVOLUTION



CONTEXT  
UNDERSTANDING



ANALYSIS



VISIONING



DESIGN  
DEVELOPMENT



DESIGN  
RESOLUTION

CONSTRUCTION  
SUPERVISION



DOCUMENTATION





The details that we labour over will  
often go unnoticed

# CRACKNELL SELECTED PROJECTS

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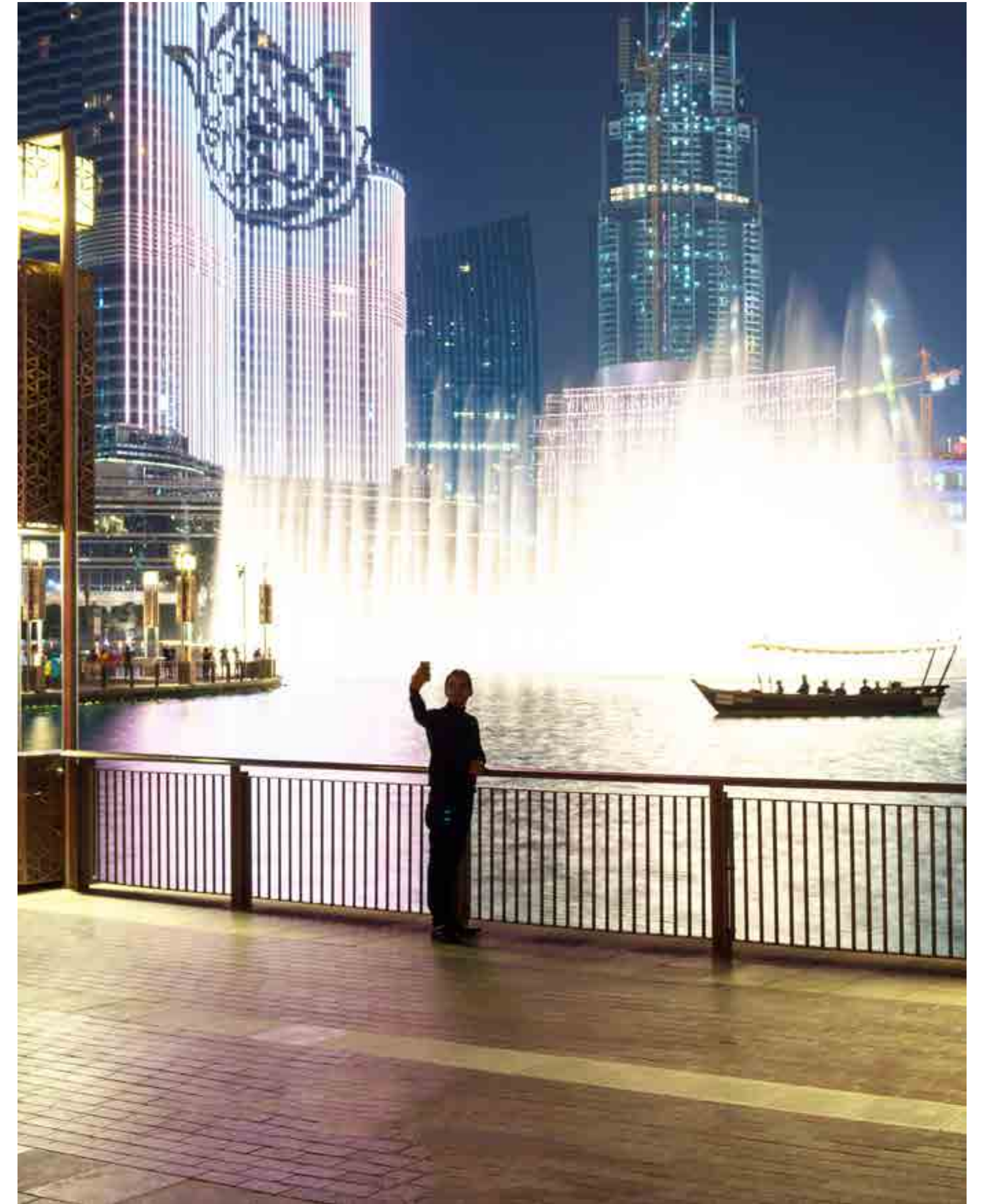
# BURJ KHALIFA DOWNTOWN DISTRICT

Defining cities with iconic public realm





BURJ BOULEVARD  
DUBAI, UAE



BURJ LAKE PROMENADE  
DUBAI, UAE



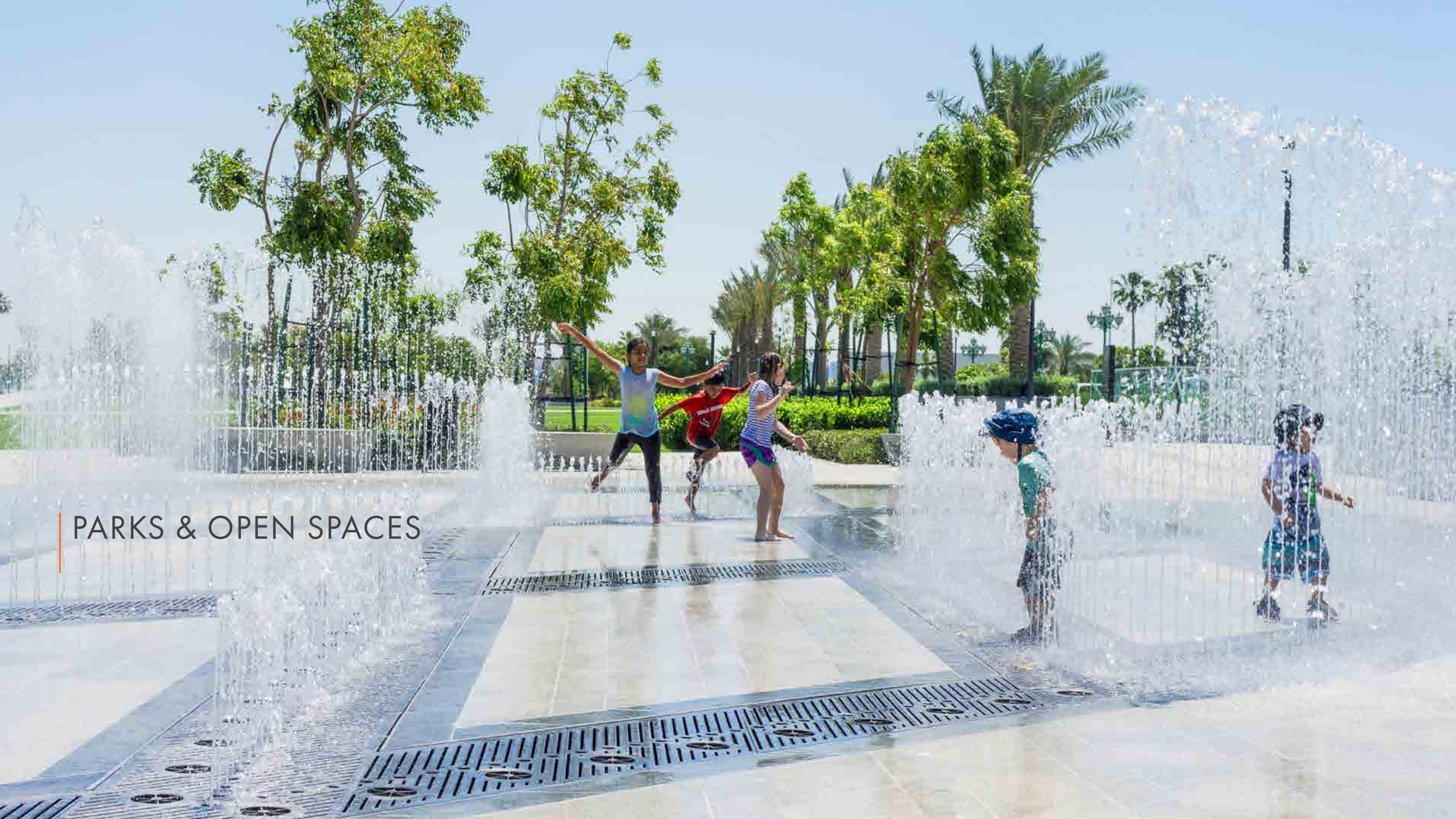
OLD TOWN  
DUBAI, UAE

# DUBAI MALL

DUBAI, UAE

Dubai Mall's waterfront terraces, F&B courtyards and dramatic frontage established a new benchmark for the region's public realm spaces, bringing high volume entertainment and retail together in a unique setting.



A wide-angle photograph of a modern park's water feature. In the center, three children are playing on a light-colored stone plaza. A girl in a blue shirt and black pants has her arms raised in a 'V' shape. Next to her, a boy in a red shirt is jumping. To his right, another girl in a striped shirt and purple shorts is also jumping. To the right of the central group, a boy in a blue cap and green shirt stands near a large, high water spray. Further right, a girl in a blue and white patterned dress is also near a water spray. The plaza is surrounded by numerous smaller water fountains that create a misty atmosphere. In the background, there are several tall, slender trees with green foliage and a few palm trees. A black metal fence is visible behind the trees. The sky is clear and blue.

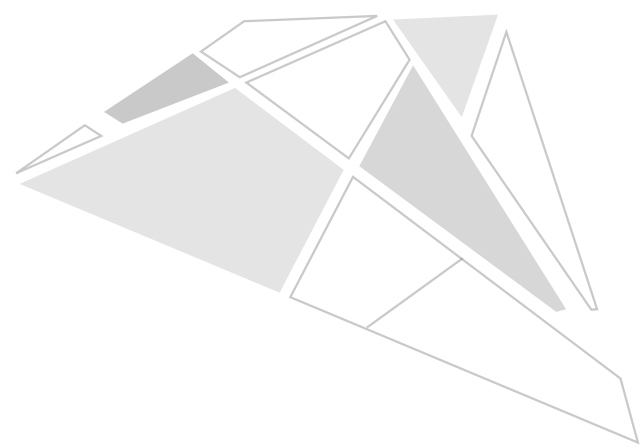
## PARKS & OPEN SPACES

# SHERATON PARK

DOHA, QATAR

This 10Ha urban park, on the Doha corniche is one of the most heavily used public spaces in the city. The park includes a well-balanced combination of open spaces, play zones and calm courtyards, with a focus on water features – part of the overall play strategy to bring a new dynamic to a family day out.

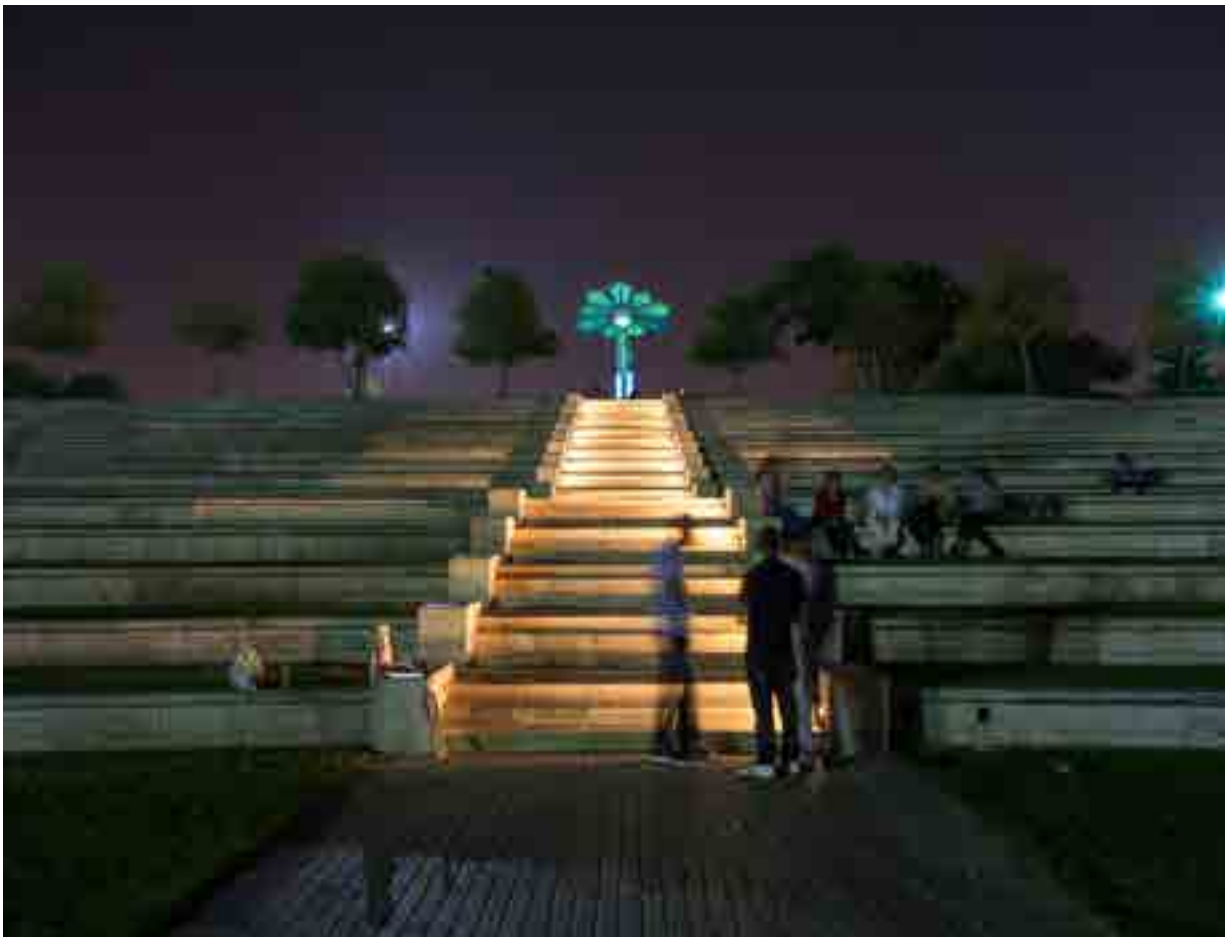
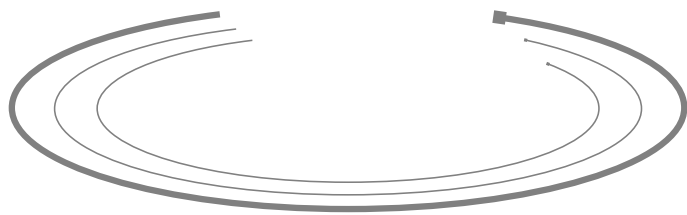
This project won the  
International Property Award  
in 2016.



# ZABEEL PARK

DUBAI, UAE

Completed in 2005, Zabeel Park is a prestigious 50Ha public park in central Dubai and has become the focus of weekly markets, garden festivals, large music and entertainment events and cricket matches.



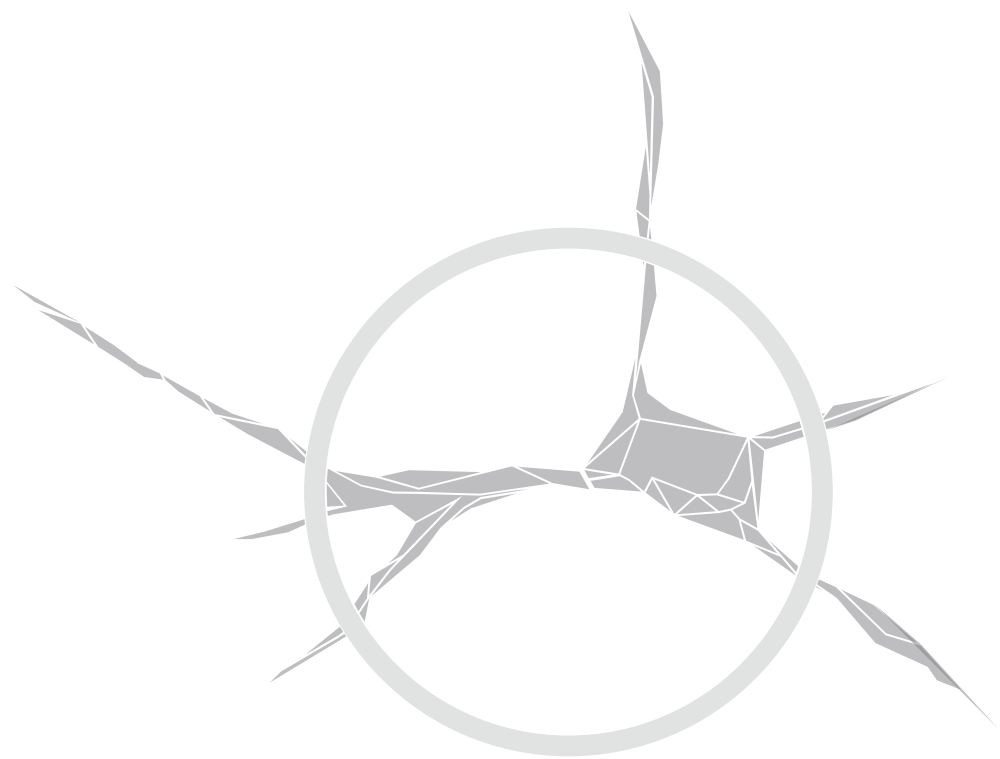
# KING SALMAN PARK

RIYADH, KSA

## COMPETITION WINNER

The winning design for the new King Salman Park at the heart of Riyadh. This 630Ha competition included the development of the urban realm and integration with the adjacent city fabric, and the inclusion of a huge range of facilities, museums, tourist attractions and botanical gardens.

Designed to be an authentic Riyadh immersive experience, KSP was designed to reflect native character, culture and planting as a new landmark park for the city.



# EXPO PLAZA PARK

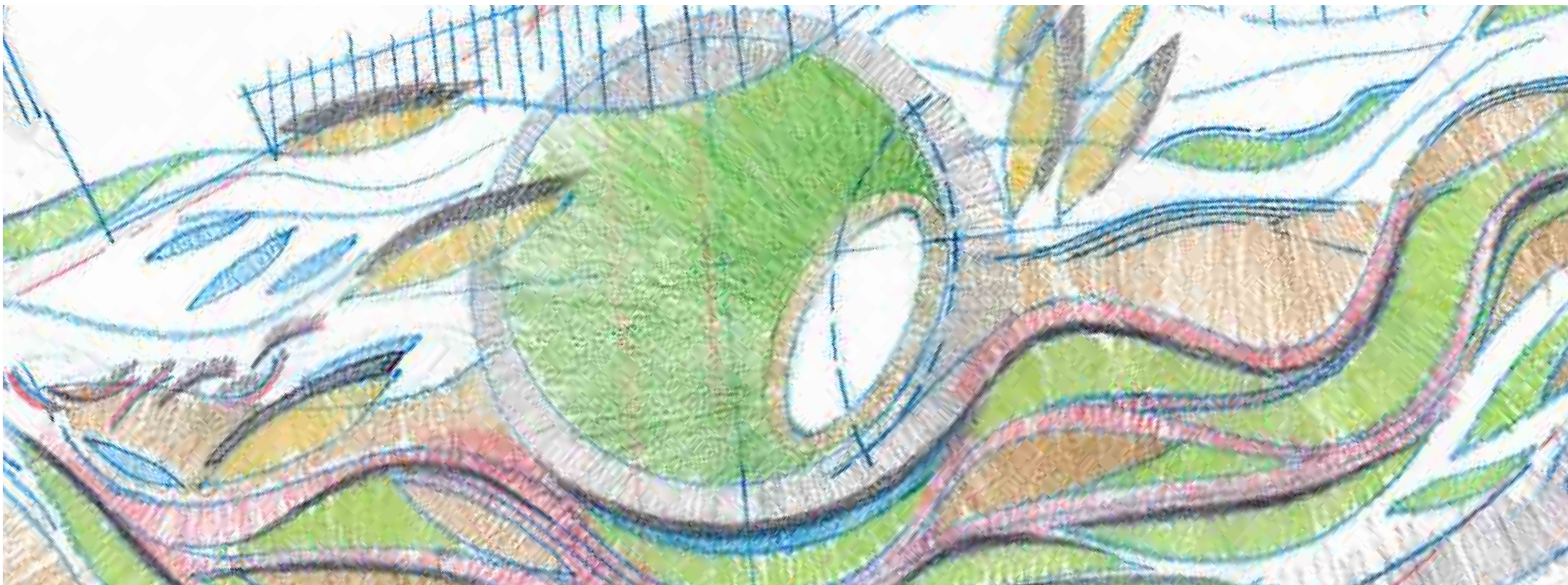
DUBAI, UAE



This award-winning urban park sits at the gateway to the Dubai Expo2020 site, connecting residential, retail and train connections with the Expo site. Based on the narrative of erosion and kinetics, the design drew inspiration from the ephemeral nature of native landscapes and include native species and materiality to create an authentic Dubai experience.



This project won the national  
MEED Projects Award  
in 2020.

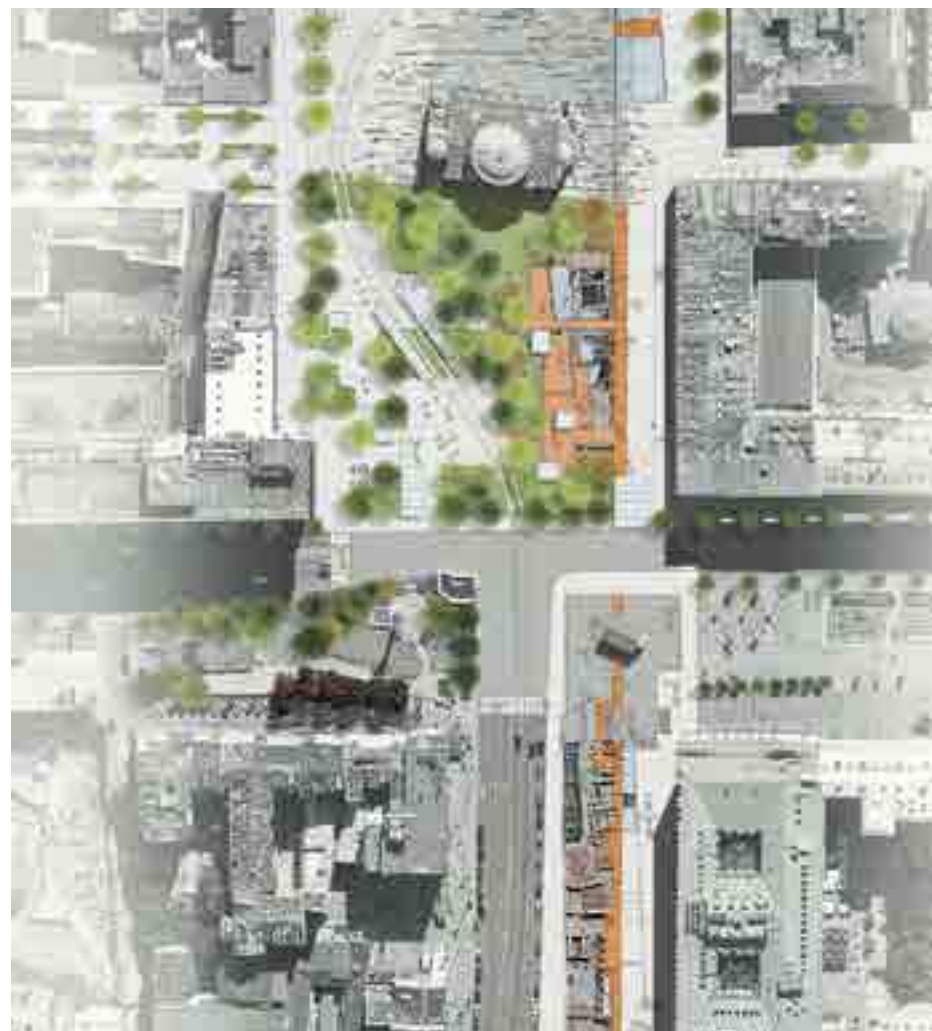


CRACKNELL - REFERENCE PROJECTS

PARKS & OPEN SPACES

NEDELYA SQUARE - BULGARIA

This award-winning urban park sits at the gateway to the Dubai Expo2020 site, connecting residential, retail and train connections with the Expo site. Based on the narrative of erosion and kinetics, the design drew inspiration from the ephemeral nature of native landscapes and include native species and materiality to create an authentic Dubai experience.



BAYER CENTRAL PARK - MUMBAI, INDIA

The Central Park – in Thane, Mumbai – is key to the success of the developer’s public realm and residential strategy, providing amenities, open space, entertainment, recreation, innovation and educational opportunities. Cracknell is currently designing residential tower complexes and the streetscape.

CRACKNELL - REFERENCE PROJECTS

PARKS & OPEN SPACES



DUBAI CREEK HARBOUR CENTRAL PARK - UAE

At the heart of the Hellinikon Project lies the Metropolitan park, the glue that holds together the key cultural and community elements, providing a core space for biodiversity, recreation, culture and community, and the connective fabric between the 7 diverse precincts.

BELGRADE PLAZA - SERBIA

With the addition of new commercial and hotel buildings, the design scheme refurbished the existing urban park to create a contemporary new public realm for this landmark urban space as the heart of old Belgrade.

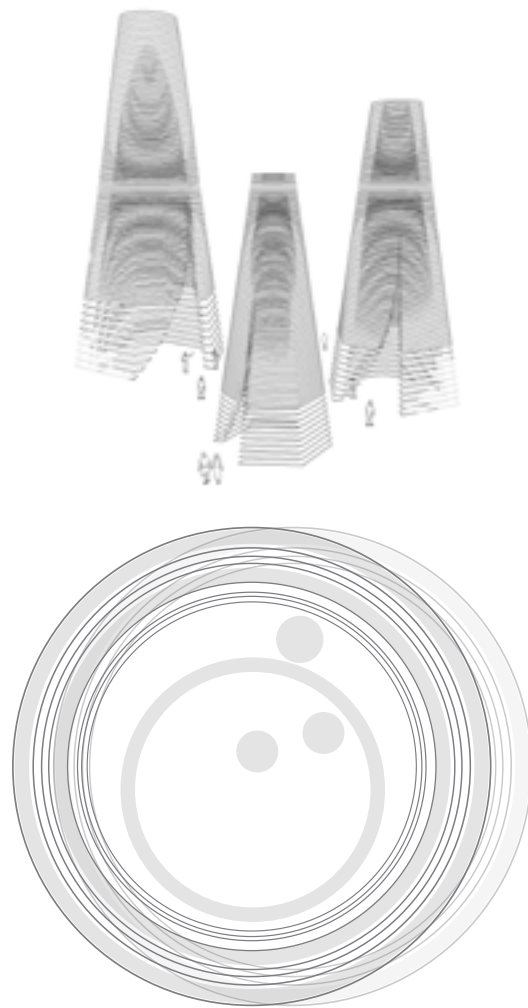


CRACKNELL - REFERENCE PROJECTS

PARKS & OPEN SPACES

AKOYA PARK - DUBAI, UAE

Cracknell developed the architectural concept to integrate this sports complex with an extensive desert park and residential development. The clubhouse will provide private amenities for residents of this high-spec community and has been integrated into a 30Ha desert park landscape also being designed by Cracknell.



QIANHAI URBAN PUBLIC REALM - CHINA

Winning competition design for 100Ha of urban linear parks and public realm spaces. This design established a new benchmark for urban lifestyle for the city, creating a series of truly global destination spaces with a bold contemporary Chinese style.

## CRACKNELL - REFERENCE PROJECTS

### PARKS & OPEN SPACES

#### EAST INDIA DOCK- LONDON, UK

East India Dock was one of the early Docklands developments with extensive public realm built around a series of interconnected canals that emulate the water-borne activity of the old dock.

A number of bespoke sculptures were commissioned as focal points to the many piazzas and the development was partly enclosed by the original boundary wall which was incorporated into the design.



#### JEDDAH ECONOMIC CITY - KSA

Landscape masterplan and detailed design for Jeddah's landmark mixed-used development with the 1km high Jeddah Tower as the centrepiece. Cracknell designed the festive lake spaces, public realm, streetscapes and parks, providing a high quality new heart the city.



## CULTURE & CIVIC

# HOUSE OF WISDOM

SHARJAH, UAE

Completed in 2021, The House of Wisdom designed by Norman Foster creates an iconic cultural and heritage focus for the region. The building is set in a park like landscape that tells a story of regional culture.



Image credit: top and bottom left: Sharjah Investment and Development Authority (Shurooq)



# NEW YORK UNIVERSITY

ABU DHABI, UAE

Cracknell created this high quality pedestrian campus as the primary university project in Abu Dhabi. Working with the architect the landscape vision was to use shade and water to create pockets of landscape that could be used throughout the year, providing collaborative outdoor learning and meeting spaces for students.

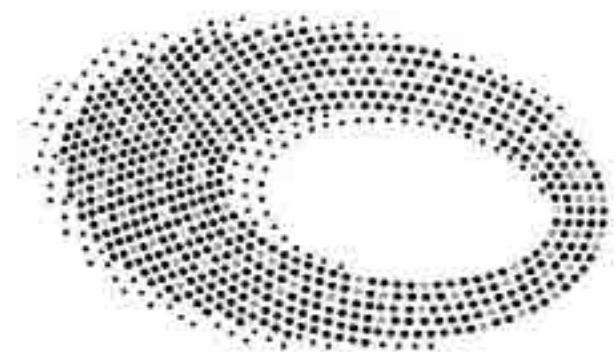
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# MUSEUM OF THE FUTURE

DUBAI, UAE

A new landmark project for Dubai, this project set new standards for innovation and sustainability, creating an interactive landscape, unique water recycling for the irrigation systems and using native planting.



## CRACKNELL - REFERENCE PROJECTS

### CULTURE & CIVIC

#### ETIHAD MUSEUM - DUBAI, UAE

Celebrating the founding of the United Arab Emirates, the Etihad Museum is built as the site of the signing of the Union. Cracknell created a contemporary landscape to memorialise this historic event, creating calm, unified spaces with the use of native specimen trees.



#### MUSEUM OF ISLAMIC ART - DOHA, QATAR

Cracknell worked with renowned architect I.M.Pei on this distinctive museum, providing dramatic public realm and waterfront space to compliment the architecture.



MARINA & WATERFRONT

# THE BEACH

DUBAI, UAE

'The Beach' has quickly become the most successful public realm, retail, entertainment and recreation zone in Dubai. Working with architects Benoy, Cracknell created an icon for the region – a vibrant place for water sports, entertainment, casual dining, recreation and shopping.

This project has won Identity Design Award in 2016 and Arabian Property Awards for Commercial Landscape Architecture in 2015.



## LA MER

DUBAI, UAE

Completed in October 2017 this new beach hotspot destination combines retail, F&B and recreation in a relaxed 'sand on your feet' environment.

To create a lived-in and rustic feel, the design includes found, re-used and re-purposed materials – bringing a sustainable and practical twist to the scheme.



## AL SEEF

DUBAI, UAE

**identity**  
DESIGN AWARDS 2018

Opened in November 2017 and located along Dubai's vibrant Creek, Al Seef has become the most dramatic and authentic destination in the region.



## CRACKNELL - REFERENCE PROJECTS

### MARINA & WATERFRONT

#### MALTA SMART CITY - MALTA

The project, located on a steeply sloping site overlooking the Mediterranean Sea provides a dramatic destination that hosts a business environment, outdoor lifestyle and entertainment in an authentic and contemporary venue.

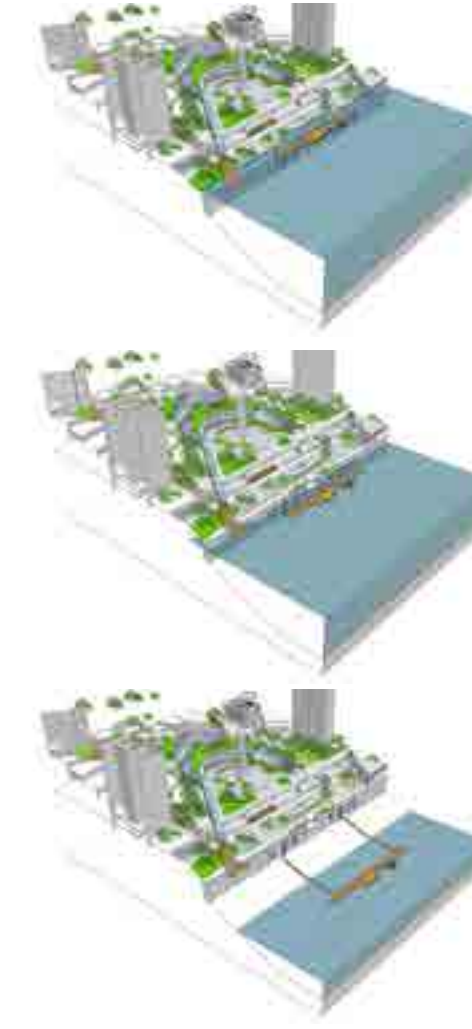


#### DUBAI MARINA - DUBAI, UAE

Cracknell designed and supervised the construction of the public realm for Dubai's largest and most iconic marina, including the waterfront and urban parks. With over 16km of quayside promenades, this is one of the world's largest marina projects.

## CRACKNELL - REFERENCE PROJECTS

### MARINA & WATERFRONT



#### TWO RIVERS, CHONGQING - CHINA

Winning competition design of a 40km long stretch of the Yangtze and Jialing riverbanks through one of China's busiest cities.

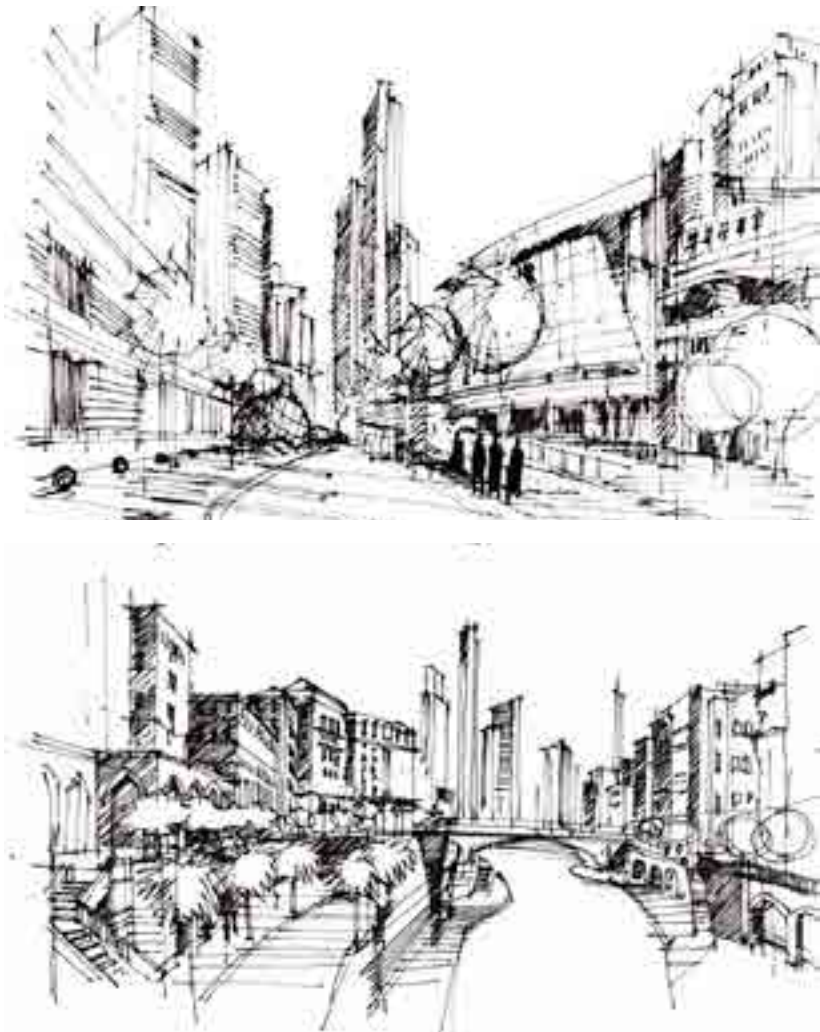
#### AMWAJ - RABAT, MOROCCO

Located on the banks of the Bouregreg River, this 121-hectare provides a modern lifestyle in an authentic North African environment. Built on a network of navigable canals, Amwaj is a walkable city featuring a mix of high quality apartments, landscaped public spaces, marinas, offices, retail outlets, hotels, a convention center and entertainment facilities.



CRACKNELL - REFERENCE PROJECTS

MARINA & WATERFRONT



GREEN ISLAND - CAIRO, EGYPT

An iconic mixed-use waterfront masterplan requiring the input of economic analysts, forecasters , architects , engineers and environmentalists to establish the most appropriate zoning and use of land.

DUBAI CREEK HARBOUR - DUBAI, UAE

Cracknell were commissioned to create a new and vibrant waterfront district located on the Dubai Waterfront with stunning views back towards the city and the Burj Khalifa.

Working with the design team we developed a strong public realm strategy that integrated 3 hotels, 6 residential towers, a marina and yacht club and a significant volume of retail and F&B.



# COMMERCIAL & RETAIL



## DUBAI DESIGN DISTRICT

DUBAI, UAE

D3 has become the premier environment for design companies from fashion to architecture, and artists to media corporations. Cracknell designed a connected pedestrian public realm, linking exhibition spaces, vibrant F&B terraces and quiet courtyards.



## CITY WALK

DUBAI, UAE

To bring an innovative twist to this development, Cracknell explored the drama and colour of outdoor connectivity, light shows, media screens, and extraordinary plazas and event spaces.

Cracknell designed active air cooling for external spaces, public art and exhibitions, water features and a connective and flexible pedestrian plaza.

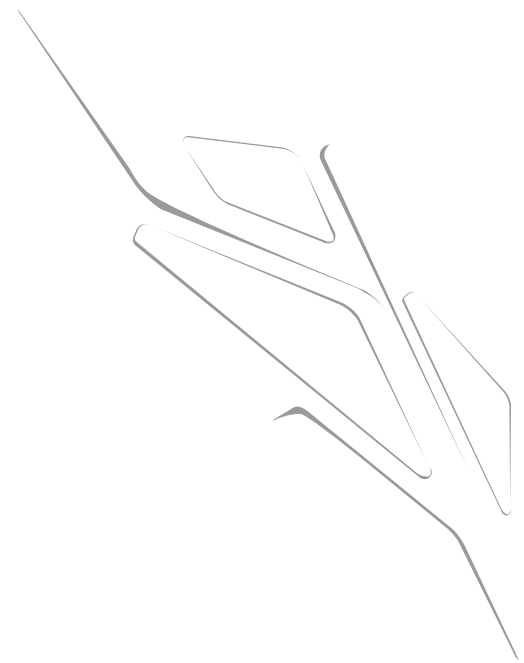


# UMM RAMOOL

DUBAI, UAE

Located in old industrial area close to Dubai International airport, Cracknell prepared the landscape masterplan and full design scope for a new Business park and Social hub in collaboration with P+T Architects.

The landscape created a new pedestrianized campus for this busy district, creating a day and night urban public realm.



CRACKNELL - REFERENCE PROJECTS

COMMERCIAL & RETAIL

MERASSI - BAHRAIN

Located on the purpose built Merassi island in the north of Bahrain, Cracknell developed bold public realm and waterfront strategies for this highly ambitious mixed-use development. The work included festive urban spaces and streetscapes, public parks and a highly activated waterfront and beaches to support the large residential community.



CULTURE VILLAGE - DUBAI, UAE

This ambitious waterfront development will offer a rich blend of Middle Eastern history and ancient Dubai’s heritage. The design looks to the core values of traditional Arabic culture, family, trade and entertainment; as well as art and fashion as primary influences in creating a vibrant urban destination with a distinct sense of place and sophisticated ambiance.

CRACKNELL - REFERENCE PROJECTS

COMMERCIAL & RETAIL



BUSINESS BAY - DUBAI, UAE

As part of the overall strategy to achieve extensive connected waterfront development, we are developing over 10km of public promenades and pocket parks. This will create one of the most cohesive and well connected public realms in the region, linking residential, commercial and retail spaces to open space and parks.



BAHRAIN MARINA - BAHRAIN

We've designed landscape for the new addition to Bahrain's waterfront, opening in 2018. This mixed-use project is a balance between a casual, public atmosphere, and a luxurious and private setting for the Yacht Club and arm of villas.



HOSPITALITY & TOURISM

## FOUR SEASONS

DUBAI, UAE

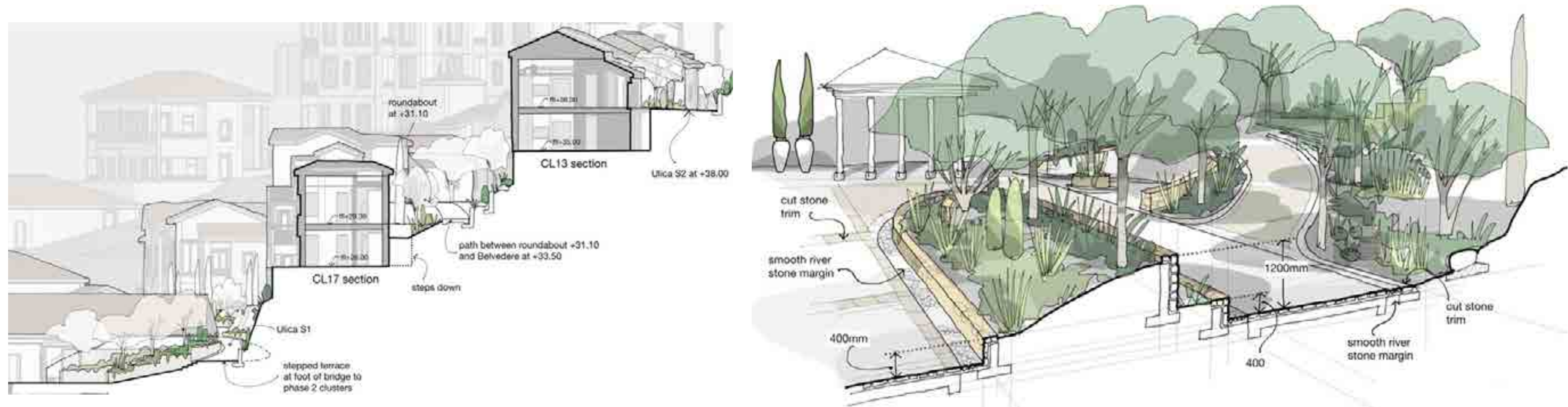
Cracknell was appointed to provide regional and local expertise for the design and supervision of this prestigious Arabian beachfront resort.



## MARINA BAY VILLAGE

LUSTICA, MONTENEGRO

Inspired by the regional Adriatic fishing villages, Cracknell are creating an authentic and timeless village character for this steeply sloping coastal site in Montenegro. Using native planting and playing on the textures found in the local stonework, the landscape will create the impression of a village that has grown organically over time and has a settled and well used patina. Taking advantage of the hillside location, the spaces will provide seaview lookouts and will create moments of discovery and intrigue in the narrow lanes and pocket plazas.



MARINA BAY  
LUSTICA, MONTENEGRO

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PARK HYATT

DUBAI, UAE

This refurbishment of the existing Park Hyatt featured a new infinity pool with a beach edge to create a seamless connection with the Dubai Creek and one of the most dramatic views in Dubai.



Image credit (all): Park Hyatt Dubai

HOSPITALITY & TOURISM

THE STRAND - DUBAI, UAE

Within view of the iconic Burj Al Arab, the opulent beach between the Al Qasr and Mina’a Salam hotels provides an exclusive experience for hotel visitors and guests. Cracknell redesigned the beachfront to improve the functionality and to create an exclusive resort character, adding new beach bars, water sport huts, cabanas and restrooms, set within a lush and shady beach landscape.



LA BAHIA BLANCA - MOROCCO

The Moroccan 5-star resort La Bahia Blanca is a relaxing luxury getaway that brings Moroccan style to the banks of the Mediterranean. Cracknell’s design integrates Moroccan architectural design elements and patterns throughout, creating a series of outdoor ‘rooms’ that reference traditional courtyards. A tone-on-tone light colour palette emphasises the resort’s open, airy, seaside atmosphere. The beachfront design incorporates both public and private access but ensures a seamless transition to the beach while maintaining exclusive guest privacy.

## CRACKNELL - REFERENCE PROJECTS

### HOSPITALITY & TOURISM



#### RED SEA RESORTS - RED SEA

Cracknell are currently working on the design of multiple projects in the Red Sea region in KSA and Egypt. In this highly sensitive and unspoiled marine ecosystem Cracknell are developing sustainable eco-projects with strategies that protect, preserve and enhance the native environments and provide a range of new destinations for the growing eco-tourism sector for the region.

#### BVLGARI - UAE

Cracknell were commissioned to create a new and vibrant waterfront district located on the Dubai Waterfront with stunning views back towards the city and the Burj Khalifa.

Working with the design team we developed a strong public realm strategy that integrated 3 hotels, 6 residential towers, a marina and yacht club and a significant volume of retail and F&B.



RESIDENTIAL



## APHRODITE HILLS

CYPRUS

From inception to detail design and tender to construction in 2004, Cracknell worked on this resort and residential complex. The project was the training camp for the British Olympic team in 2004.

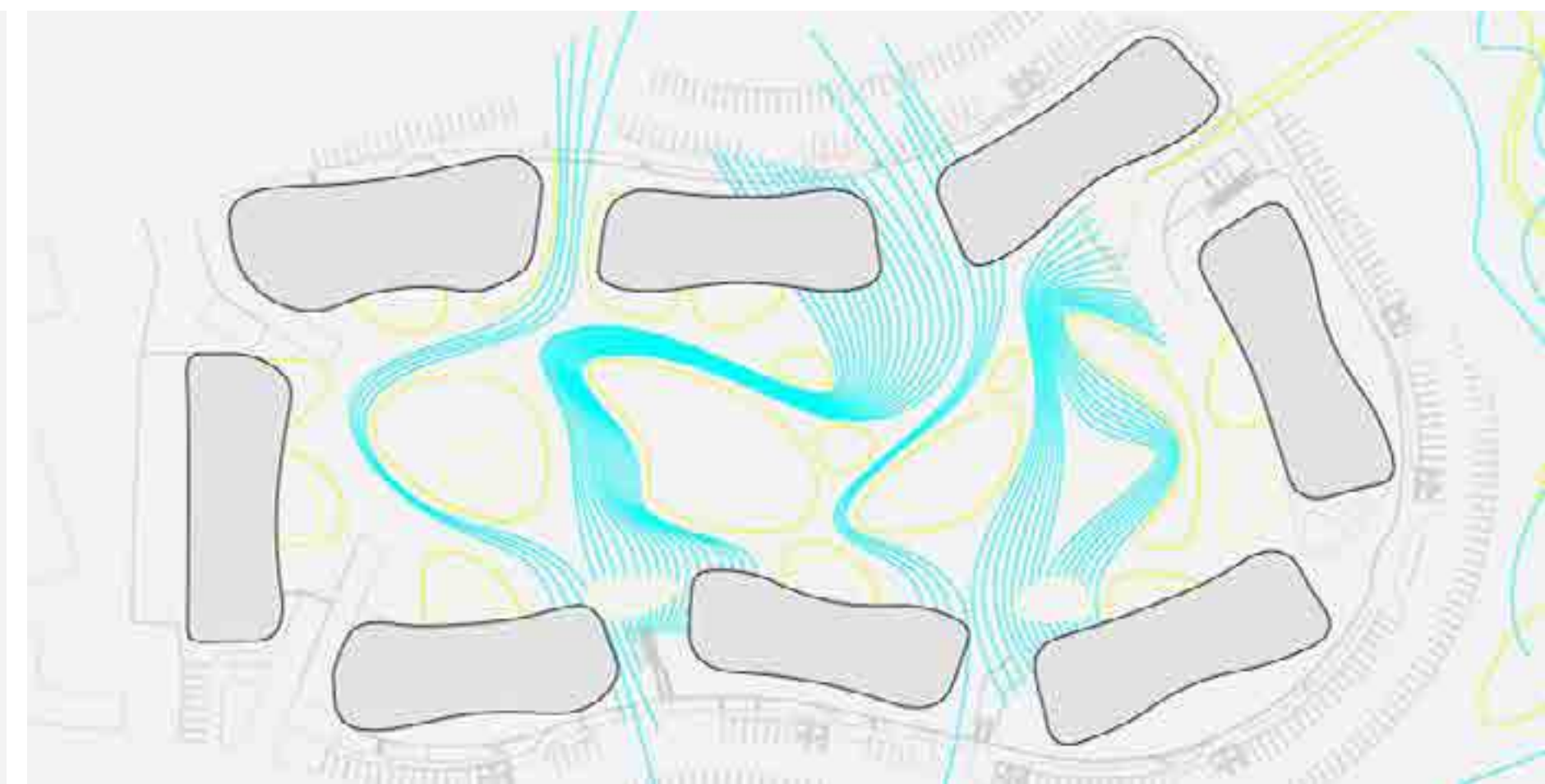
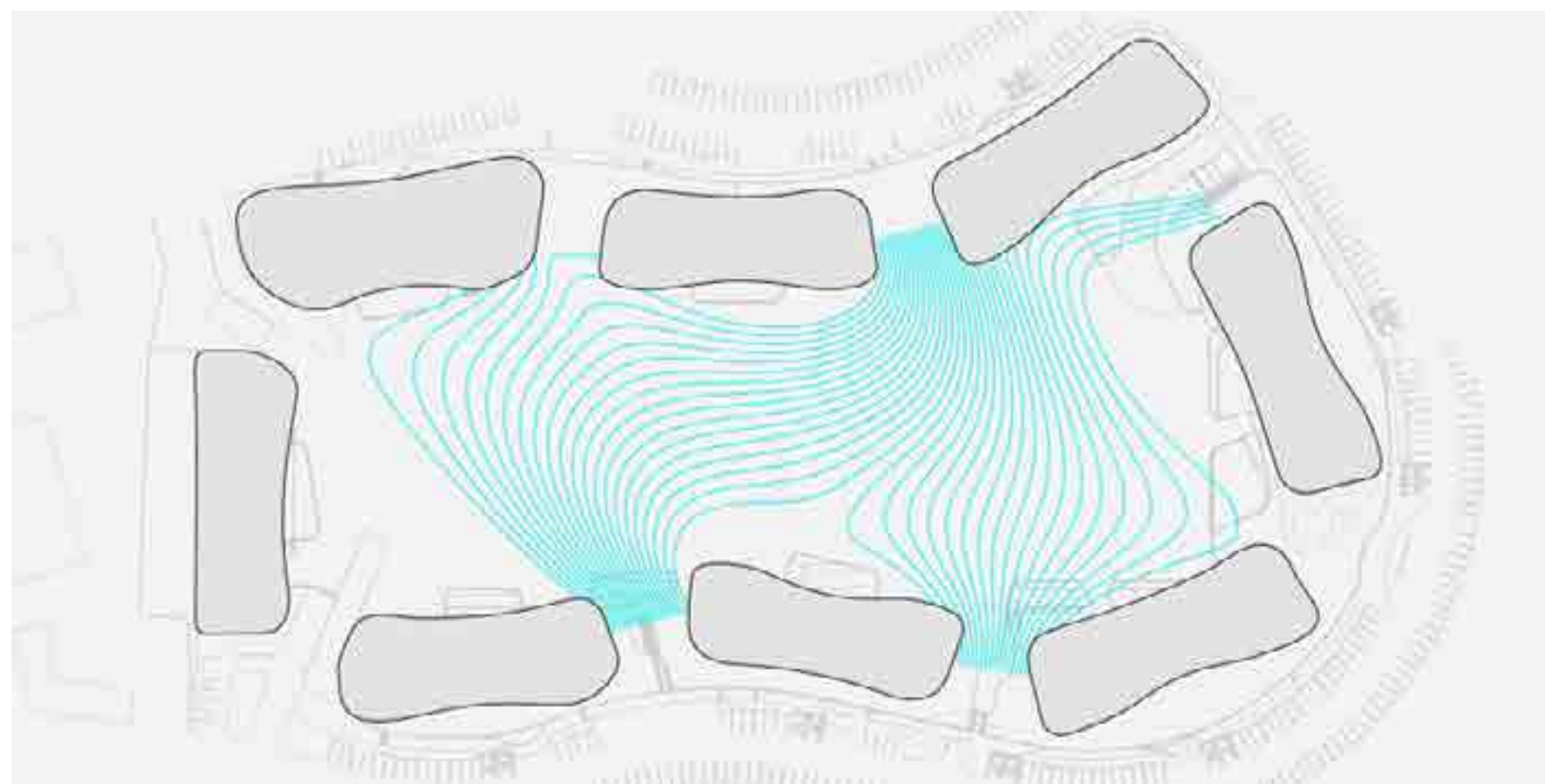
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## INFINITY RESIDENTIAL

TASHKENT, UZBEKISTAN

Cracknell created a fluid, contemporary landscape for this multi-tower residential development near the beautiful Charvak lakes of Tashkent. Connected to the public greenbelt, the landscape merges seamlessly with the adjacent public realm. The project includes a large accessible lake that offers skating during the winter and can be drained as an entertainment space in the summer.



AL ZAHIA  
SHARJAH, UAE

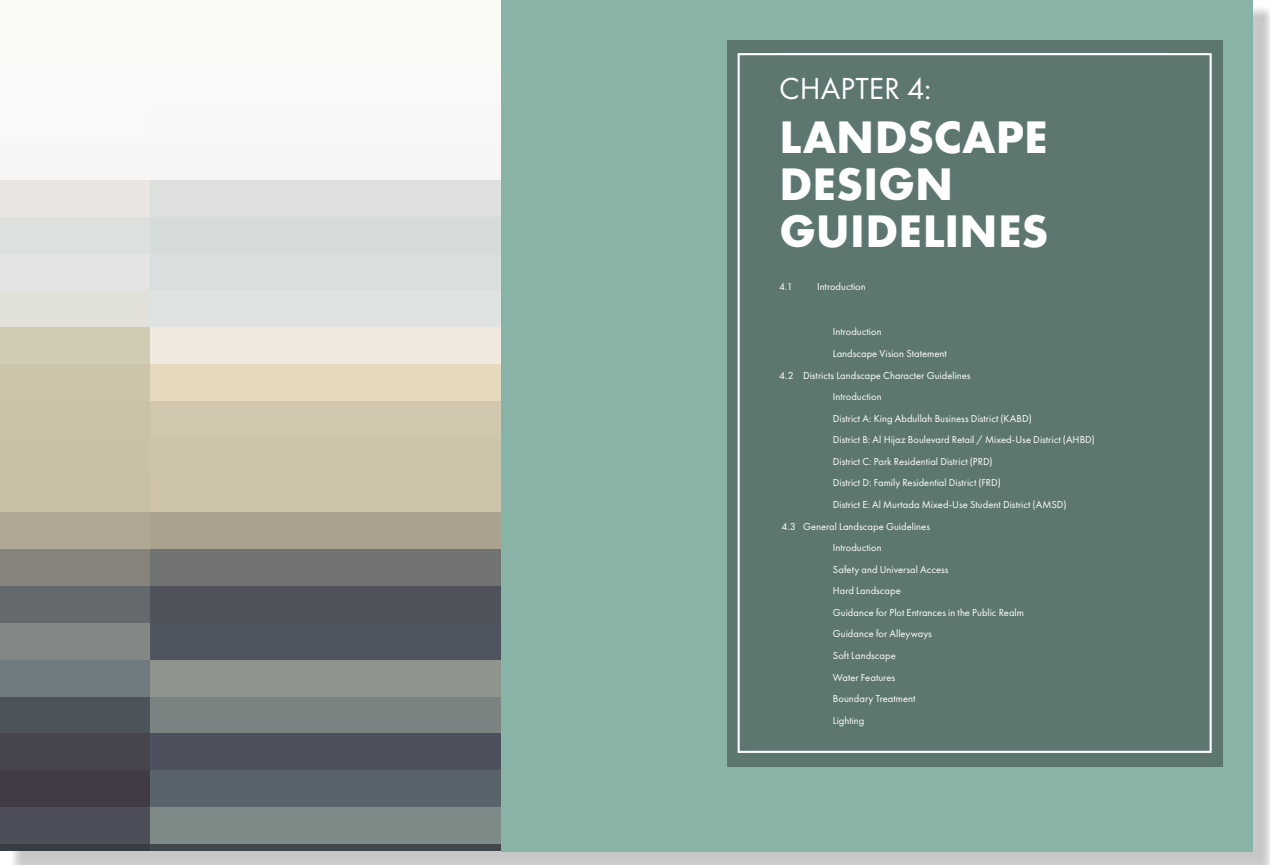
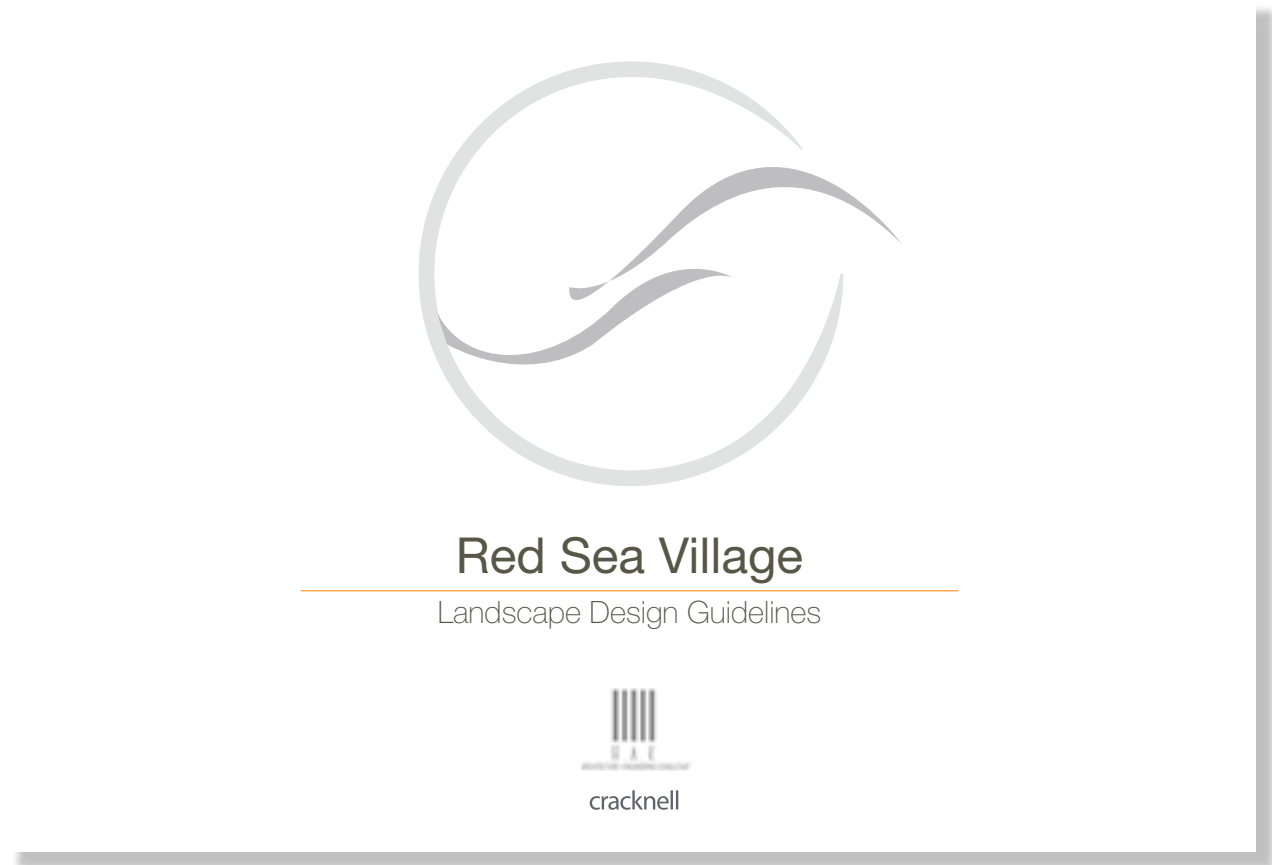
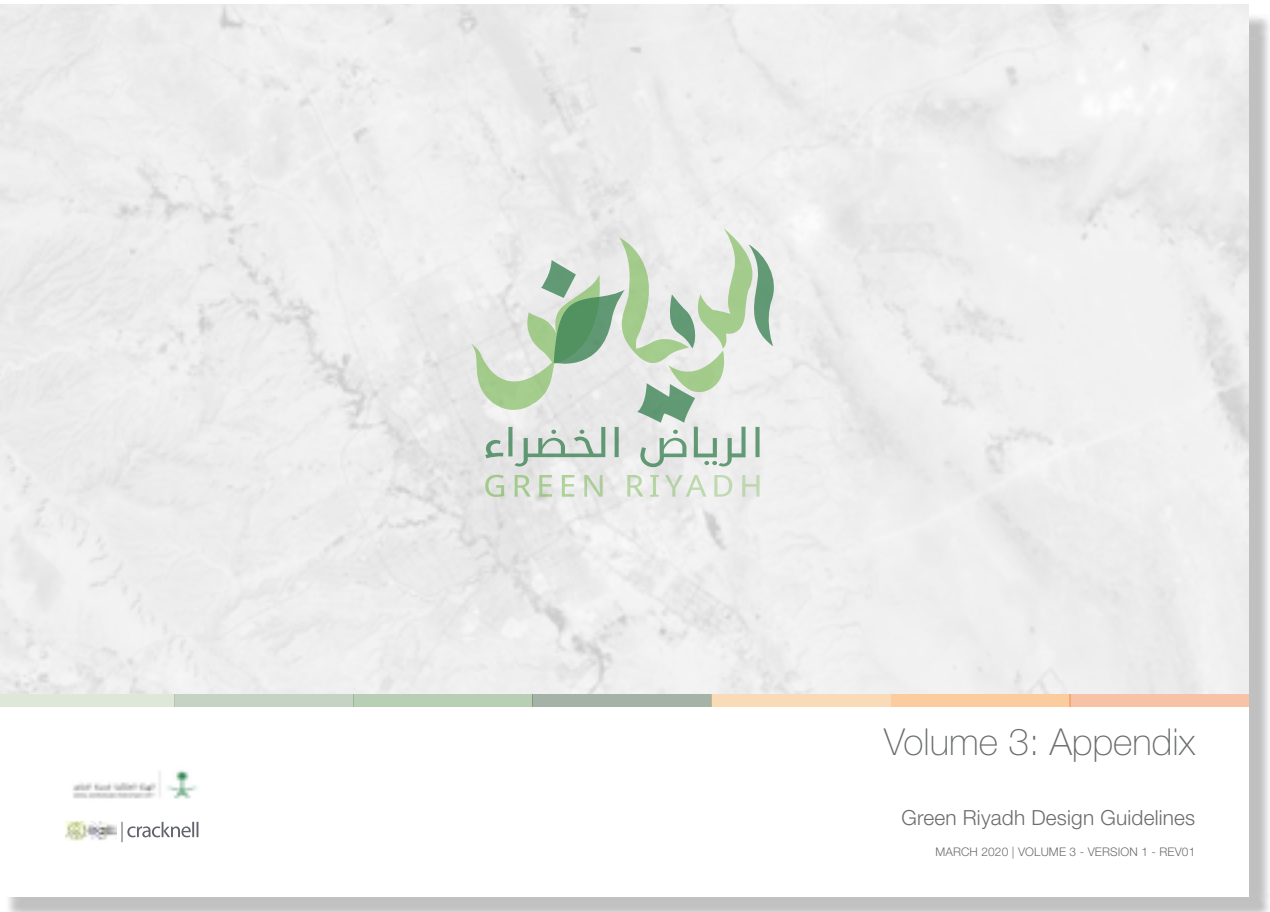
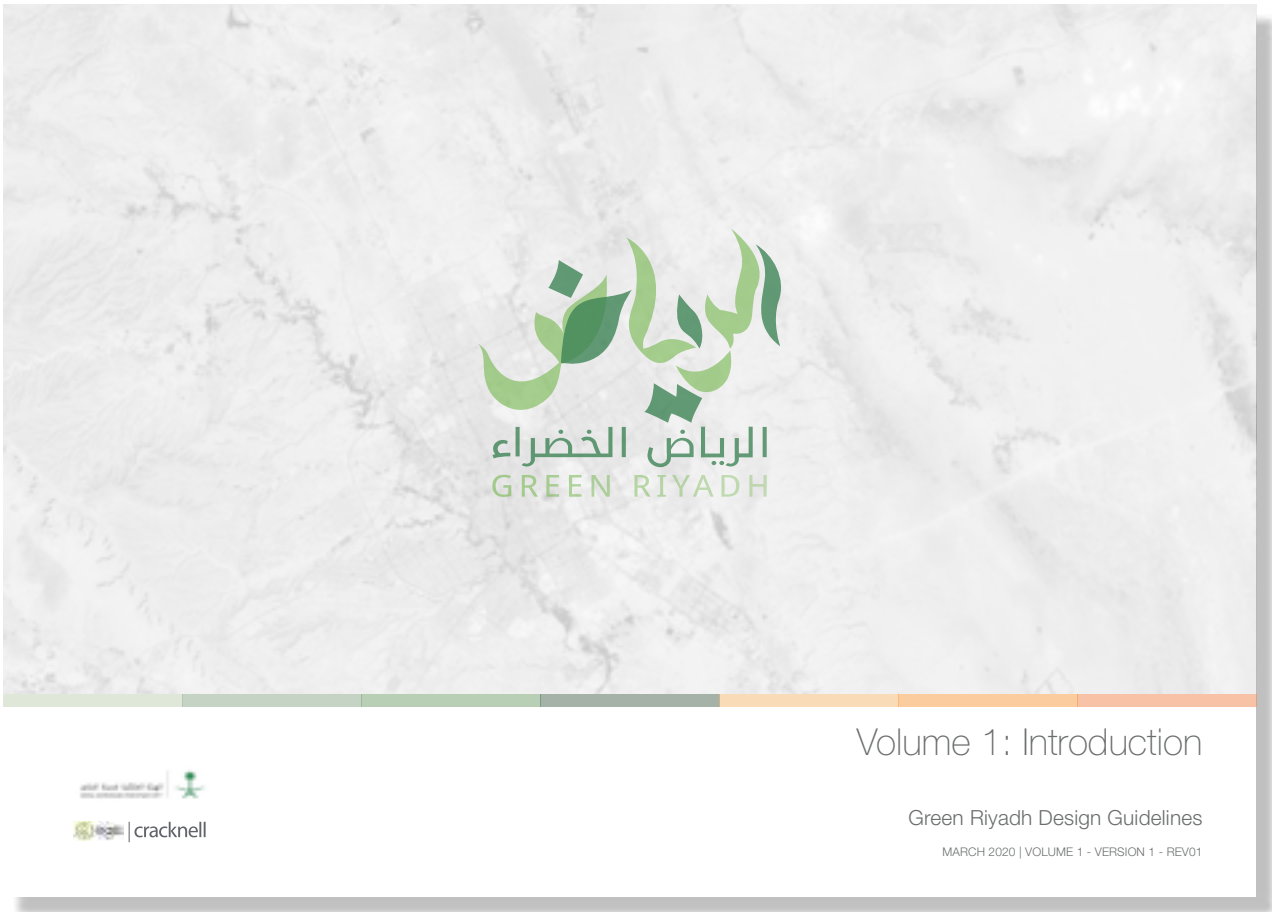




# DESIGN GUIDELINES

# GUIDELINES

Cracknell bring huge expertise to the process of developing guidelines for major landmark projects and cities. These crucial documents establish the rules and regulations of design and effectively set the standards for future development. Cracknell’s depth of expertise and reputation for sustainable and responsible design ensures that high standards are maintained, applied and managed.



## Headquarters | Dubai Studio

3rd Floor, Building 6A, Dubai Design District  
PO Box 66231, Dubai  
United Arab Emirates

T +971 4 510 6500

info@cracknell.com

## London Studio

Office 101, Langdale House  
11 Marshalsea Road  
London  
SE1 1EN  
United Kingdom

T +44 20 7924 9900  
london@cracknell.com

Company no 03735349 | Registered in England and Wales  
Cracknell Ltd, Devonshire House, 60 Goswell Road, London EC1M 7AD

## Doha Studio

Al Mirqab Complex, Office 28  
2nd Floor, Al Mirqab Al Jadeed Street  
PO Box 23682, Doha  
Qatar

T +974 4488 2231  
doha@cracknell.com

## Abu Dhabi Studio

Office 1401, 14th Floor  
Salam HQ Building, Al Salam Street  
PO Box 131288  
Abu Dhabi  
United Arab Emirates

T +971 2 304 9111  
abudhabi@cracknell.com

## Shenzhen Studio

Cracknell Landscape Planning & Design Consultants  
(Shenzhen) Co., Ltd.  
凯纳景观规划设计咨询 (深圳) 有限公司  
No. 45 Crystal Garden, Taizi Road, Shekou  
Nanshan District, Shenzhen, P.R. China  
深圳市南山区招商街道蛇口太子路碧涛苑45号  
Postcode: 518067  
PRC

T +86 755 2161 7634  
shenzhen@cracknell.com

## Muscat Studio

P.O. Box 1677  
c/o Seven Seas Properties  
CPO Seeb  
Postal Code 111  
Muscat, Sultanate of Oman

T +971 4 510 6500  
muscat@cracknell.com

## Manila Studio

2nd Floor, Unit 3  
A.G. Alanes Space Rental Lot 21, Blk 7  
Elvinda Village, San Vicente  
San Pedro, 4023 Laguna  
Philippines

Tel No: +63 49 308 1167