

DESIGN INTERNATIONAL

WINS

'BEST RETAIL ARCHITECTURE ARABIA'

WITH

centerfall's
designer outlet resort

AT

THE INTERNATIONAL PROPERTY AWARDS 2013

Dubai, 25th October 2013



Design International wins 'Best Retail Architecture - Arabia' with Centerfalls in Lebanon

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Davide Padoa, CEO & Principal Architect - Design International
Rupert Jaeger, Head of Communications - Design International
Stuart Shield, Chairman - International Property Awards

'This award is really incredible, we have barely started construction, and the project is already on a winning spin' says Davide Padoa, CEO and architect of Centerfalls, the first Designer Outlet Resort in Lebanon. On the 25th of October, the project received an Award for both **'Best Retail Architecture Lebanon'** and **'Best Retail Architecture Arabia'** in a spectacular gala event in the gardens of the One & Only Royal Mirage Hotel in Dubai.

Now, Davide is sitting in his room on the 22nd floor of the Address Hotel. Looking at the glittering Dubai skyline in the morning sunlight, he continues: ***'What excites me the most about this project, is the ambition to design a shopping destination with all the tricks that are normally used in a successful hotel, with the panoramic view and a gorgeous lobby as the key elements of the***

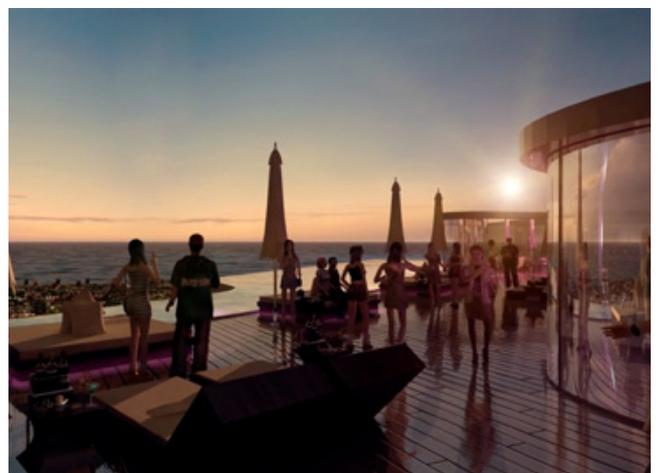
development. Hence the name 'Centerfalls Designer Resort', and I am pleased and honoured that the jury of the International Property Awards has embraced our vision'.

Situated in a stunning location on top of a hill in the Metn Area, the most affluent neighbourhood of Beirut, overlooking the city and the sea, Centerfalls is the first Designer Outlet Resort in Lebanon, which brings to its visitors the widest selection of luxury goods, sold all year at discounted prices of 30 to 70%, and offers the largest spectrum of restaurants and personal services ever seen in a shopping mall.

These are not the only innovations. The architecture, which takes inspiration from the surrounding landscape, creates a natural extension of the hill through its ascending sweeping terraces populated by fine dining restaurants, from where visitors will get the most amazing views. The roof itself will feature a nightclub that will cater for Beirut's young and trendy visitors. An infinity pool merges the sea in the distance with the building, especially at sunset, which will make Centerfalls one of the most popular leisure destinations in Beirut and the wider area. Inside, a vertically open and transparent layout allows the surrounding nature to enter the building, which finds its climax in a gigantic waterfall that originates from underneath the roof terrace and falls down 5 levels into the heart of the development to the luxury area, creating the largest waterfall ever built in a shopping destination.

Centerfalls, which is developed by visionary Lebanese Developer SIDCOM, has a GLA of approximately 30,000 sqm with a merchandise mix that is divided into 3 main sectors: The **'Resort'**, which offers the best in Fine & Casual Dining, Entertainment, Culture and Personal Health & Care; The **'Designer Outlets'**, which offer everything from Luxury Clothing - with the likes of Louis Vuitton, Gucci, Fendi, Prada - to Electronics, as well as temporary **'Pop Up'** shops; and the **'Gourmet Market'**, which offers a large selection of healthy and delectable groceries.

Centerfalls, which will open its doors to the public in spring 2016, will be the first Designer Outlet Resort, where guests are treated on a personal level in a way that is normally only found in a 5 star hotel. The best state of the art technologies will allow the management to keep a detailed record of each guest's habits, tastes and likes. ***'We thought of Centerfalls as a project that is tailored to the needs and desires of its guests. A place where to dine, shop, entertain and be entertained,'*** concludes Davide.



The roof terrace with infinity pool at sunset

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