

Shopping Mall

📍 Iraq-Baghdad-Al-Adhamiya.

Area: 62,700m².

2025



Design Concept

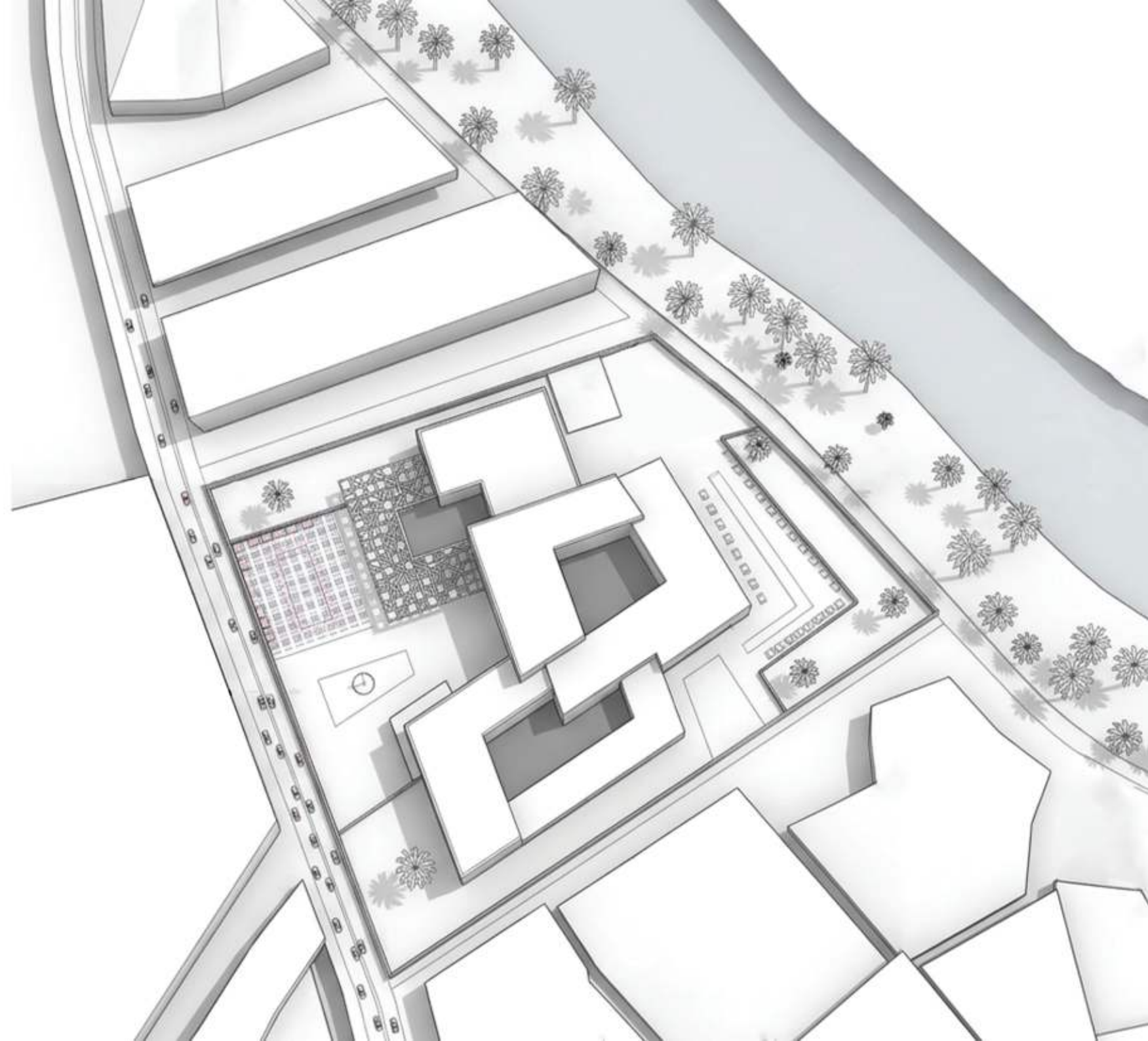
The project reinterprets the traditional Arabic "Souk" — historically celebrated as the Arab window to global trade and social interaction — into a contemporary commercial complex.

Historical Context & Urban

Historically, ancient traditional Souks were never random; their layouts were directly generated by contextual site lines, topography, and existing trade routes. This project embraces the same urban philosophy. The straight alignments of the surrounding streets and alleyways are projected directly into the site, dictating the primary pedestrian axes and transforming the mall into a seamless extension of the urban fabric.

The Covered Courtyard System

These linear axes logically culminate into massive internal nodes—the Courtyards. Reviving the typology of traditional covered market hubs and ancient Khans, these courts are designed as enclosed, skylit atriums. This approach ensures optimum microclimate control and thermal comfort for visitors while maximizing natural daylight, successfully capturing the monumental yet welcoming essence of traditional gathering spaces.



1 Outdoor Plaza

2 Iraqi shanshol

3 Roof Cafe



1

Outdoor Plaza

This dedicated outdoor zone is designed exclusively for restaurants and cafes, seamlessly blending modern dining services with traditional Arabic seating arranged parallel to the water feature. The linear water feature, which extends along the projected site pathways, serves as an active environmental element that enhances the microclimate and lowers temperatures across the seating area through evaporative cooling. This provides visitors with a serene visual and sensory experience, harmoniously bridging the authenticity of traditional spaces with the functionality of contemporary complexes.



2

Iraqi shanshol

This Shanshool overlooks the project as its beating heart and a dominant element, encapsulating the nuances of identity and cultural memory within its details. Reimagined with a contemporary, non-traditional spirit, it bridges the past with the present. Functionally, this element extends as a sheltered Baghdadi balcony, granting visitors an expansive view of the outdoor plaza and offering an immersive experience that echoes the past. It seamlessly complements its aesthetic role as a living heritage breathing at the core of the project, infused with the soul of the ancient city.



3

Roof Cafe

Located on the rooftop, this youth café offers a social space with a distinct Baghdadi character, blending traditional seating with modern social life. The rooftop was selected to provide an open-air environment with continuous natural ventilation ideal for smoking, while the canopy design protects guests from direct sunlight. The space delivers a comfortable experience that revives the tradition of evening gatherings under the open city sky.

