



DESIGN BRIEF ENTERTAINMENT DISTRICT

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Background

Since commencement of dredging for the Hulhumalé City mega project in 1997, observes the artificial city as having developed to a standard at which the quality of life is significantly better than the current existing capital of Maldives (Malé City), with perspective to current day 2023.

Over the mega project’s 26-year lifespan, a plethora of developments have taken place, with each development bringing a variational increase in overall quality of life for the citizens of Hulhumalé in addition to all Maldivian citizens through economic spillover effects. Relationally, development of the Hulhumalé city mega project has also helped improve the country’s overall GDP ranking based upon comparative perspective to other developing nations globally.

However, as a modern city develops throughout the years, the factors that are required to increase development progress for the city also variate, as such upon analysis of such factors, Urbanco has identified the entertainment sector of Hulhumalé city and the country as a whole with significant room for potential growth.

Given consideration of the mentioned macroeconomic overview, Urbanco realizes this as being an exemplary opportunity to create an “Entertainment District” in order to create vertical momentum in the economy’s entertainment sector.

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1.0 Introduction

Located Southwest of Hulhumalé Phase I, the development of an Entertainment District will serve as the main concentrated area of recreational Entertainment offered by the greater Malé region. The development site was previously allocated for the development of a Water Theme Park, however upon further macroeconomic analysis, the development of an Entertainment District was observed to be of greater economic value.

Due to the nature of the project, Urbanco determined (Plot: 11531) as being the most optimal location to develop an Entertainment District. This being as, the plot being located on the outskirts of the city allows flexibility in terms of catering to a variation of entertainment options without causing any form of disturbance to the residential areas of Hulhumalé City.

Essentially the Entertainment District development project aims to create a culturally rich area for both residents and visiting tourists with diverse options for recreational entertainment.

1.1 Vision Statement

To Create a Thrilling Destination Infused with Artistic Experiences, Cultural Activities and Diverse Entertainment.

1.2 Project Objectives

- i. To Offer a Variety of Entertainment Options to Residents within the Greater Malé Region.
- ii. Promotion of Investment Opportunities for Local and International Businesses Interested in Developing the Economy's Entertainment Sector.
- iii. Development of the Entertainment Industry in Maldives.

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2.0 Proposed Facilities

2.1 Restaurants

The Entertainment District development project is designed to develop three main categories of Restaurants, this being:

- Family Restaurants
- Franchise Restaurants
- High-End Dining

The proposed variation in development types for restaurants are designed to provide visitors with a wide array of choice in terms of dining within the Entertainment District.

2.2 Café's

As the Entertainment District is designed to cater to a wide range of consumer demographics, cafés were identified to be crucial in creating social hubs within the district, in order to increase the attraction of visitors. This factor is additionally complemented by the existing café culture in Maldives.

In terms of development types, cafés are not restricted to any particular aesthetic, and are open to variational design proposals.

2.3 Retail Stores

Our research into the retail consumer spending market in Maldives observed significant gaps due to a lack of available options from the perspective of consumers. As such in order to provide visitors with a greater degree of retail selection. Developing a plethora of variational retail stores are included in the development plan for the Entertainment District

2.4 Entertainment Lounges

Purposed towards contributing to the artistic scene in Maldives and to help small upcoming performers, entertainment lounges are planned to provide visitors with a Soothing atmosphere coupled with a unique dining experience through inclusion of live performances.

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2.5 Cinema

Market research observes a higher demand for cinemas comparative to existing supply capacity. As such, the addition of a high-class cinema is proposed within the Entertainment District. Additionally, this would also help maintain a competitive environment within the Maldivian Movie Theater Industry resulting in an increase to quality of service provided to consumers comparative to existing service quality.

2.6 Multi-Purpose Event Hall

In order to increase overall foot traffic and frequency of activities within the Entertainment District, a multi-purpose event hall is identified to be a complementary addition. Inclusion of a Multi-Purpose Event Hall allows a designated space for large-scale events to be hosted within the Entertainment District.

2.7 Indoor Ice-Skating Rink

One of the unique facilities proposed within the Entertainment District is the development of an indoor Ice-Skating Rink. Due to the weather in Maldives being tropical in nature. Development of a unique facility such as an Indoor Ice-Skating Rink would provide visitors with a unique experience. Additionally, this may also open new sporting avenues within the country.

2.8 Paintball

Comparable to the above-mentioned, the development of a paintball area within the Entertainment District is designed to provide visitors with a unique experience reserved to be offered solely by the Entertainment District. Market research conducted observes no other facility of this nature as being existent within Maldives as such, the Entertainment District would be the only area with this specific entertainment facility.

2.9 Go-Kart / Drift Kart

Identifiably a Go-Kart / Drift Kart track is noted to be synergistic with the list of other unique entertainment facilities proposed within the Entertainment District. Given such, the development of a Go-Kart / Drift Kart track is proposed within the Entertainment District. The decision on whether the nature of the track being catered to Go-Karts or Drift Karts are left up to the developer.

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2.10 Arcade (Including VR Area)

Research indicates a crucial component of any Entertainment District as being an Arcade. As such an area designated solely for arcade games including a VR area is proposed within the Entertainment District. This would also complement the overall atmosphere of the Entertainment District.

2.11 PC Café

Based upon conducted research of the Maldivian gaming market, findings indicate the demand for PC café's as increasing, as consumers generally prefer the social environment of PC cafés as opposed playing games within the leisure of their home which essentially adds a layer of social isolation. Given Consideration of such, a PC café is planned to be developed within the Entertainment District.

2.12 Trampoline Park

Another notable unique entertainment facility proposed is an indoor Trampoline Park, as the concept of a trampoline park is synergistic with the concept of an Entertainment District, the planned development is observed to be optimal for the district.

2.13 Bowling Alley

Similar to the development of an Arcade, the next most common facility located in any Entertainment District is a Bowling Alley. As Maldives does not have any existing Bowling Alleys, this complements the factor further. As such a bowling alley is proposed within the Entertainment District.

2.14 Mini-Golf Course

In order to add a greater degree of reclined entertainment options to visitors, a mini gold course is proposed within the Entertainment District.

2.15 Laser Tag Arena

Conducted market research indicates an excess demand for laser tag facilities, as such development of a laser tag arena is identified to be synergistic with an Entertainment District. Given such, a laser tag arena bigger than the existing facility within the Entertainment District.

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2.16 Food Stalls / Food Trucks

Due to the nature of the development project being a district area, food stalls and food trucks are planned to be included throughout various locations within the entertainment district. This would help visitors located within any area of the Entertainment District to purchase occasional snacks at their leisure and add to the overall aesthetic design of the Entertainment District.

2.17 Carnival Stalls

Similar to the planned layout of food stalls / food trucks, small carnival stalls are planned to be developed throughout the Entertainment District in order to provide visitors within common areas of the Entertainment District to interact with Mini-Games. This also adds to the overall aesthetic of the Entertainment District.

Brief Note

However, it is important to note that the developer is welcome to add or propose modification to any facility of this project.

Conclusion

The Entertainment District development project aims to create a unique and captivating destination to attract and cater to both the residents of the greater Malé region and visiting tourists with diverse options for recreational entertainment.

Through thoughtful design and integration of various elements, the project seeks to provide visitors with an array of unique experiences.