



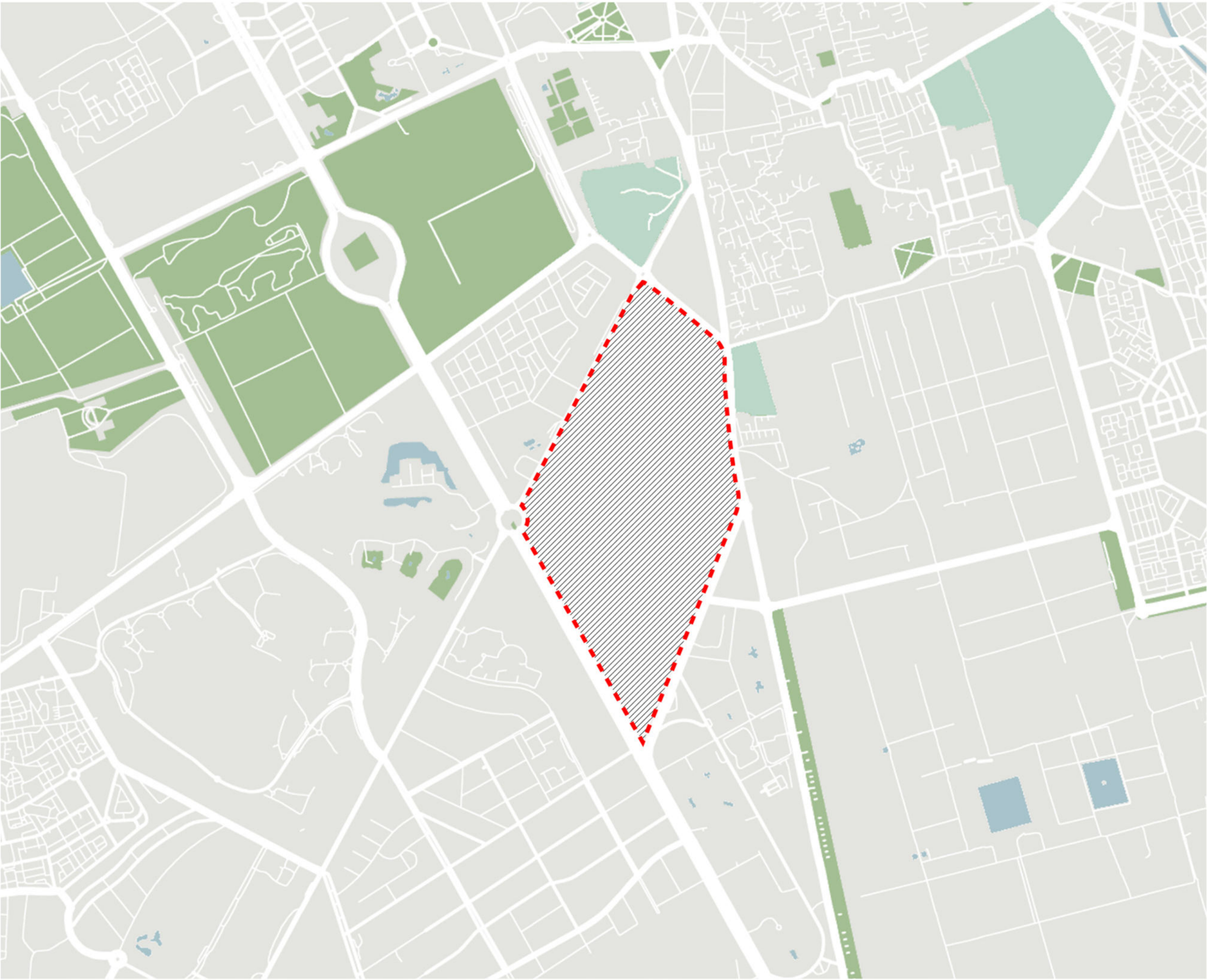
MOROCCO'S LOCATION

**MOROCCO:** is located in Northwestern Africa, bordered by Algeria to the east, facing Spain across the Strait of Gibraltar. -Project site belongs to Mechouar Kasbah in the extra- muros part of Marrakech. -Marrakech is one of the important cities of Morocco, recognized by UNESCO as a world heritage site. This is the venue for many significant national and international events (exhibitions, international conferences, open day events, and so on). Therefore, when defining the vision for the project, the event function is one of the crucial elements of the urban project and concept.



**RED CITY:** Marrakech-a place that preserves the remains of a bygone era by maintaining a beauty that is never forgotten. Starting with the 10 miles of red wall that surrounds the city. The uniqueness of this architectural work has attracted millions of visitors. -The city has been an axis of culture and commerce for many ages. -Marrakech's enchanting walls, palaces, and red alleyways create a peaceful and ancient beauty. The city is held together by a thriving tradition and glorious culture that dates back thousands of years. -The city square is always crowded with street artists and hawker stalls.

LOCATION OF THE LAND

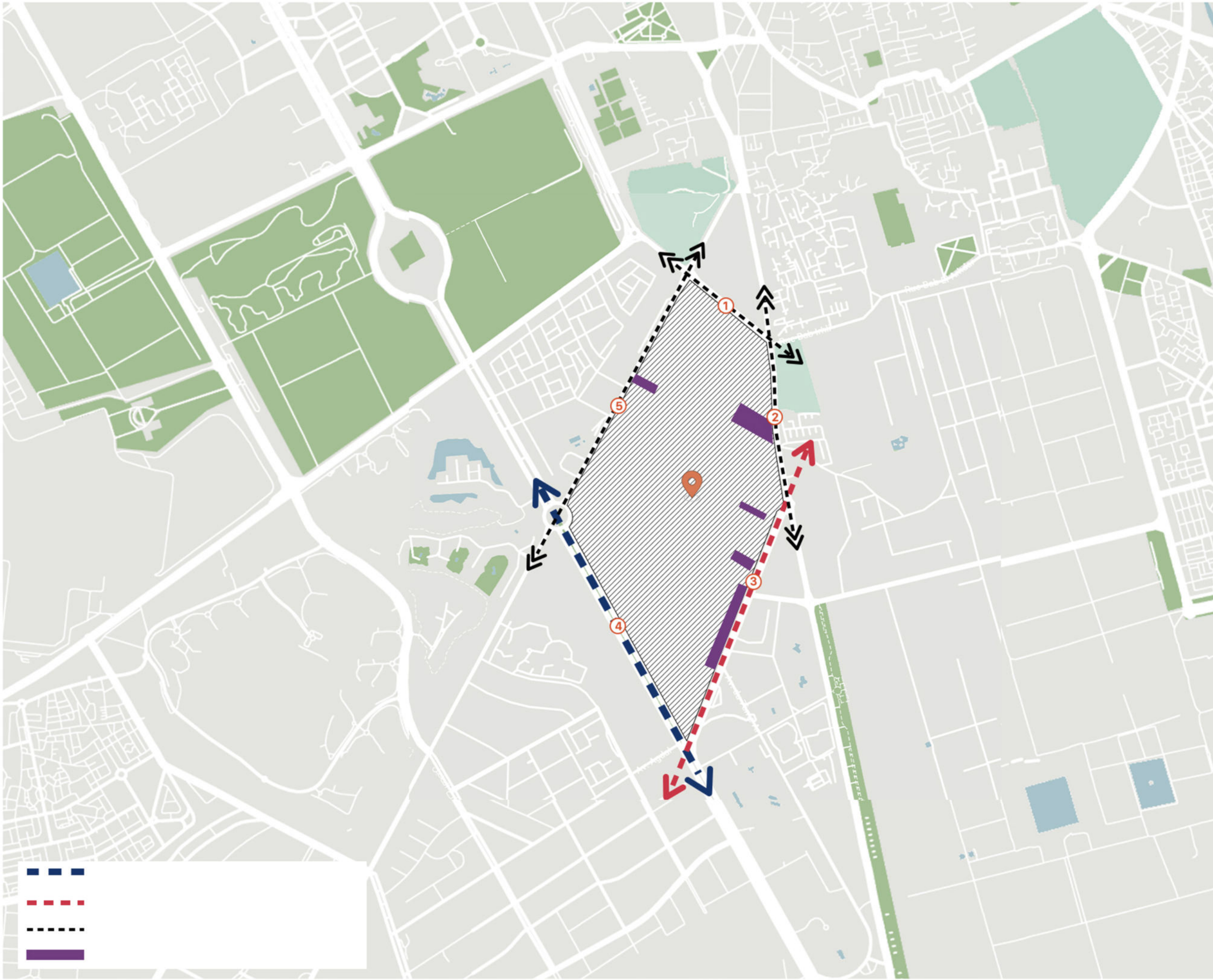


The site is located in the city center and close to the historic ramparts of the Medina of Marrakech. This place organizes many events, not only at the city scale but also at the local scale national and international scale, such as COP22, exhibition...



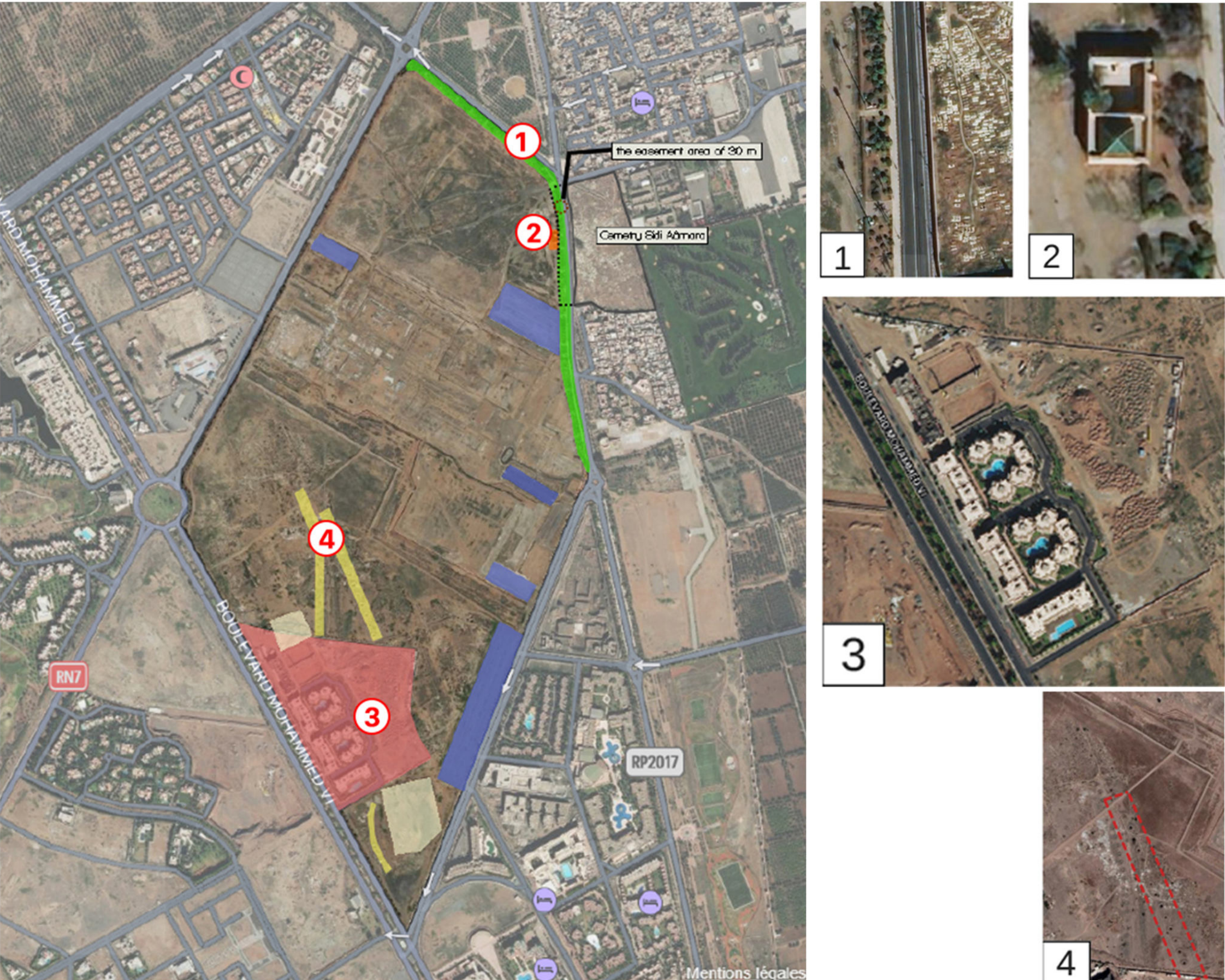
**ANTIQUITY:** Marrakech has existed for nearly 1000 years as the intersection of many diverse cultures that originated in the heart of the Red City. The vestige of African, European, and Arab cultures are found in the streets, people, and monuments. -Marrakech's character does not come from the fanfare, but simply from the architecture and local culture. -The squares, gardens, statues, and towers are all designed in a method known as Tabla which is a combination of water and red mud from the Hazou plain.

TRAFFIC AROUND THE SITE

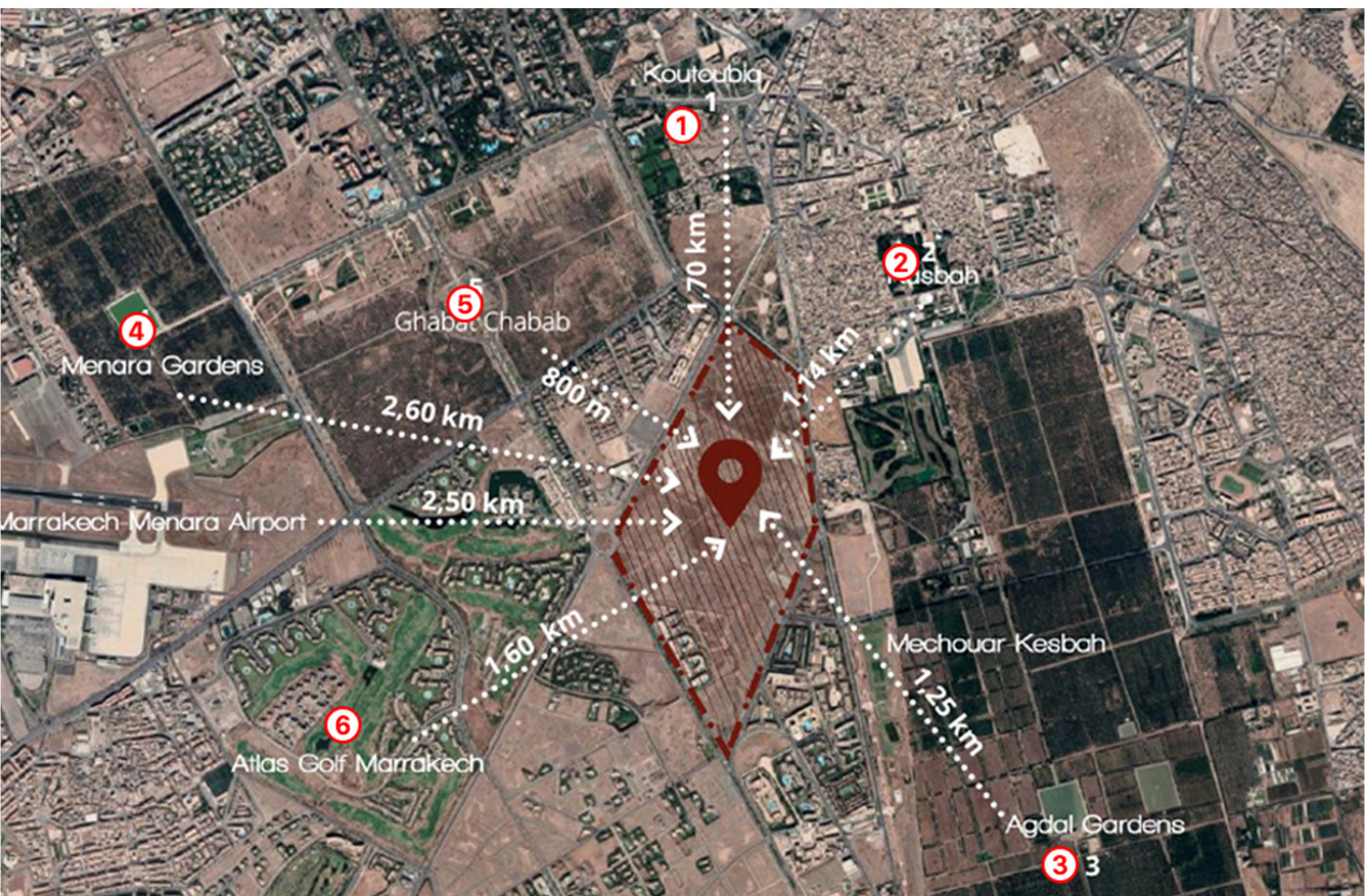


**ARCHITECTURE IN CITY:** Marrakech's architectural works have an ancient feature with rustic materials and simple shapes. All make up the architectural features of this city

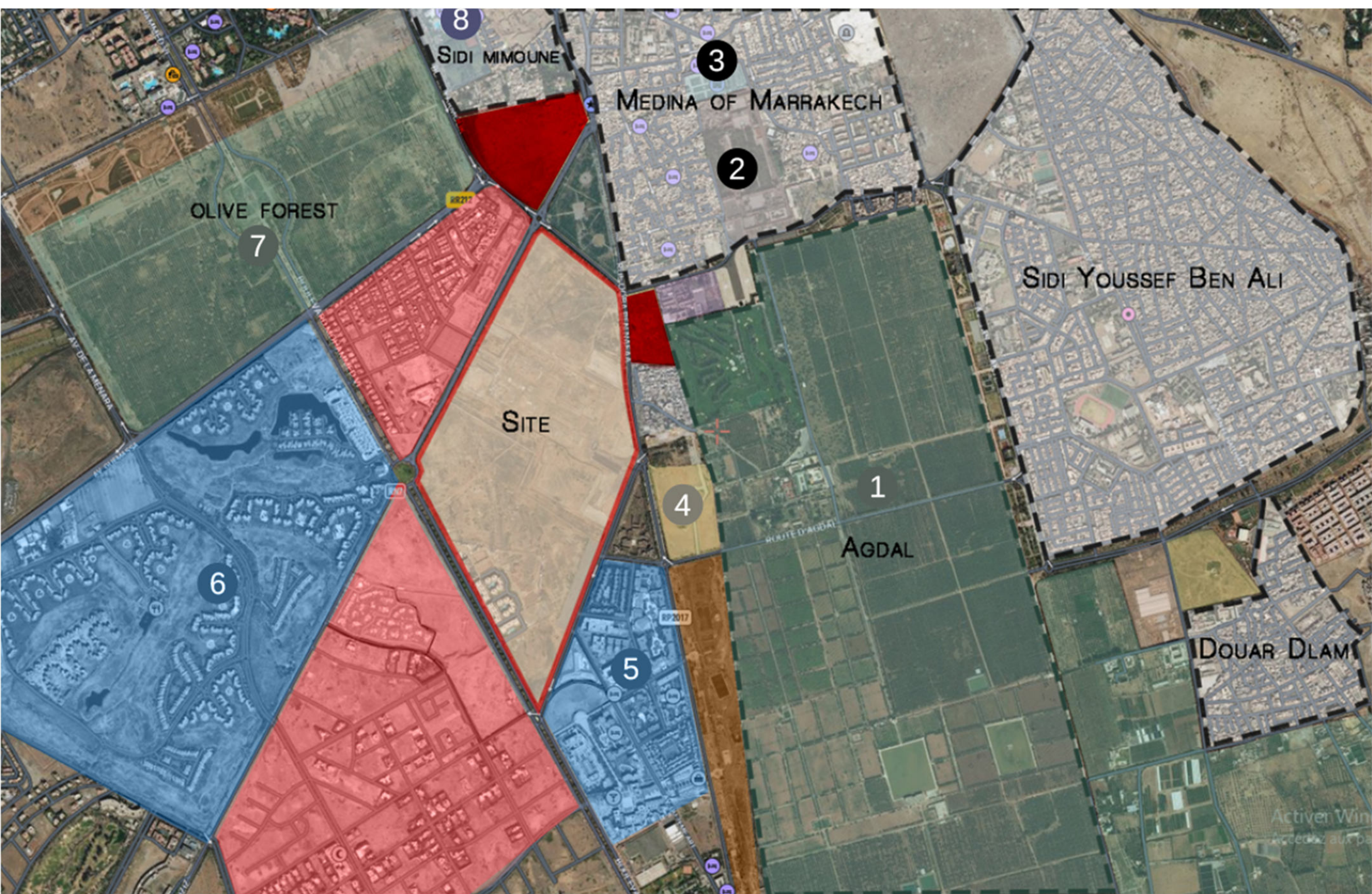
STATUS IN THE LAND



On the existing land, there is a hotel. There is a strip of green trees in the northeast. There are still some parking lots that were made before to serve the COP22 event



**NEIGHBORING BUILDINGS:** The land is located in the center of many famous buildings of the city. Also very convenient access to train gas and airport



West, South, and Southwest of the densely populated area. In the north of the land, there are 2 cemeteries. There is a large green space in the East





MARRAKECH INTERNATIONAL EXHIBITION CENTER



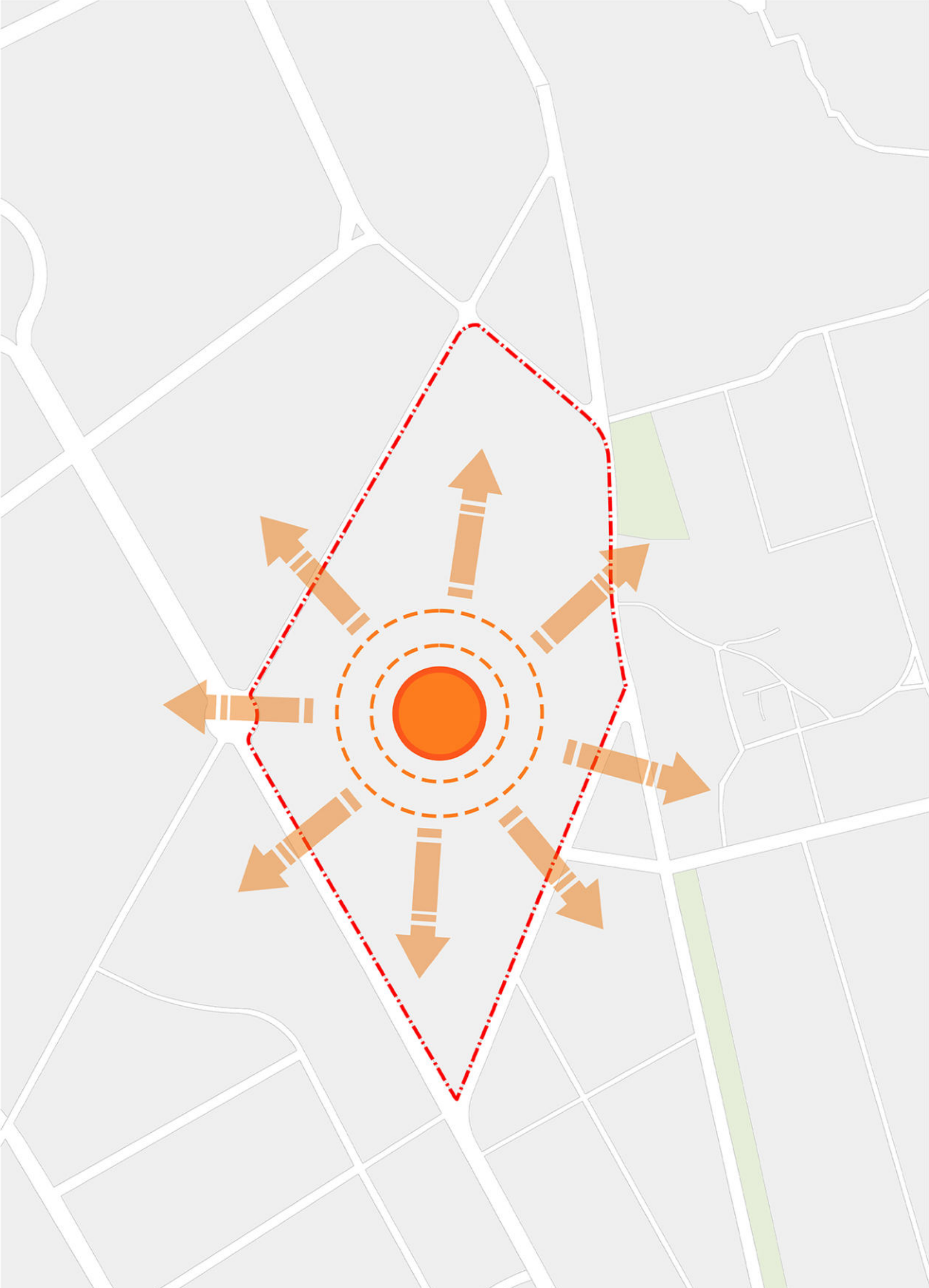
CENTRAL SQUARE: gathering place, also the location of outdoor activities, similar to the characteristics of Marrakech.



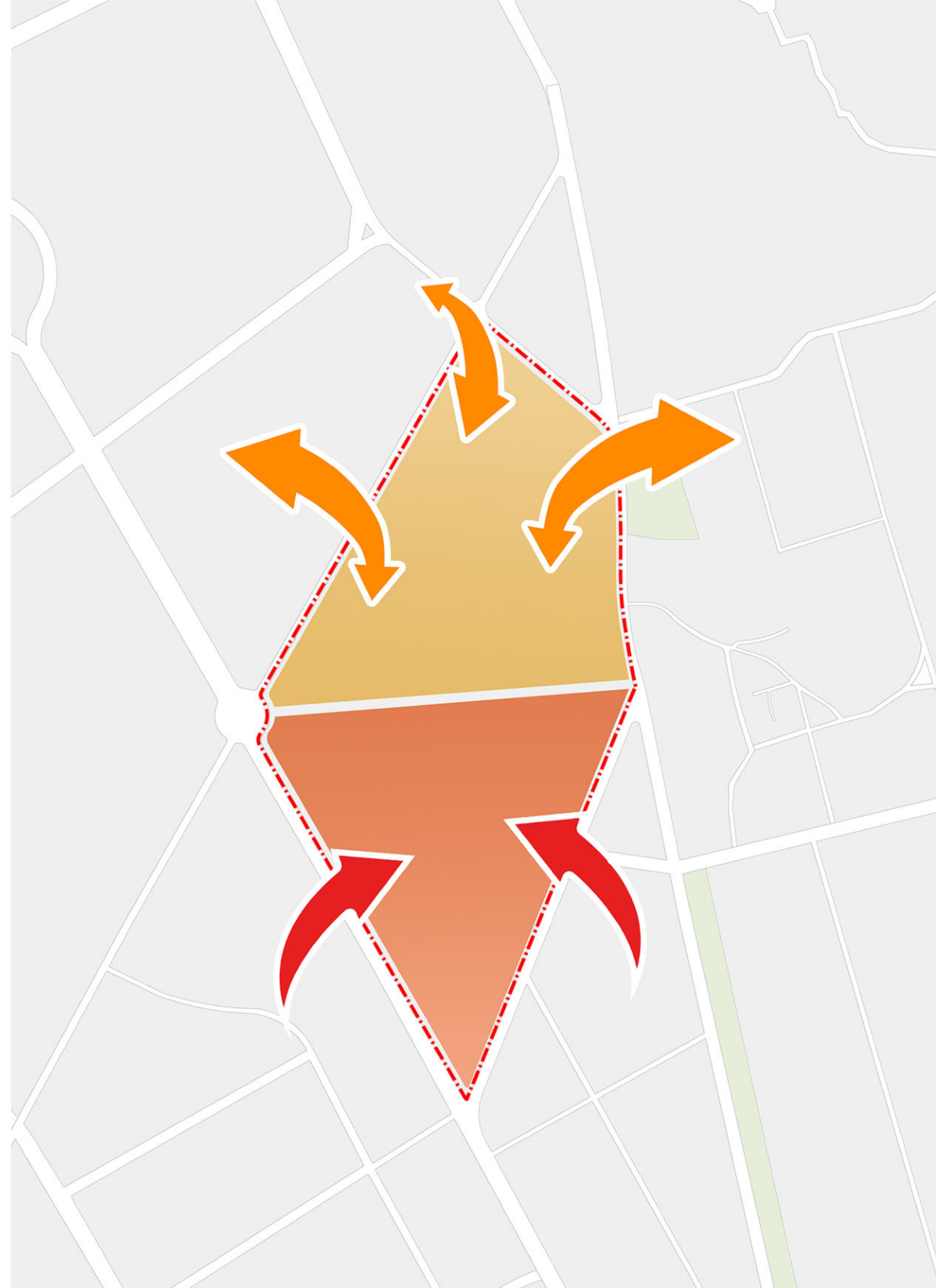
OUTDOOR RECEPTION HALL: with a project scale of about 100 hectares, welcoming about 100,000 guests. So a large welcoming square is essential. There is a stop for buses and passenger cars to access. this place has direct access to the car park.



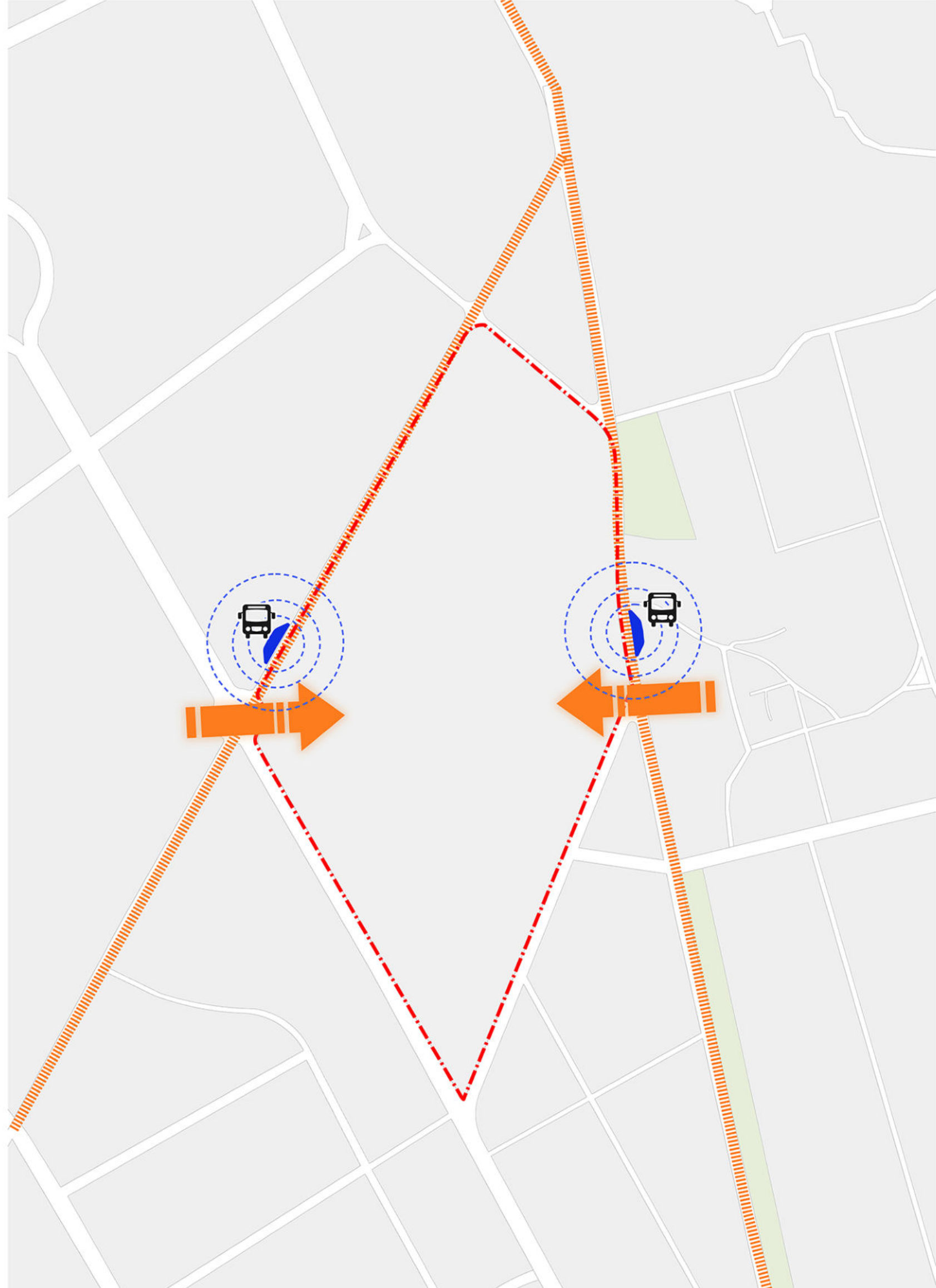
PASSIVE ARCHITECTURAL SOLUTIONS: In countries in arid, semi-arid climates, water is stored underground. Therefore, treating acoustic works to the ground is an effective method of climate adaptation. So, let's lower the cost for the central square - where many people gather outdoors to somewhat reduce the harshness of the climate.



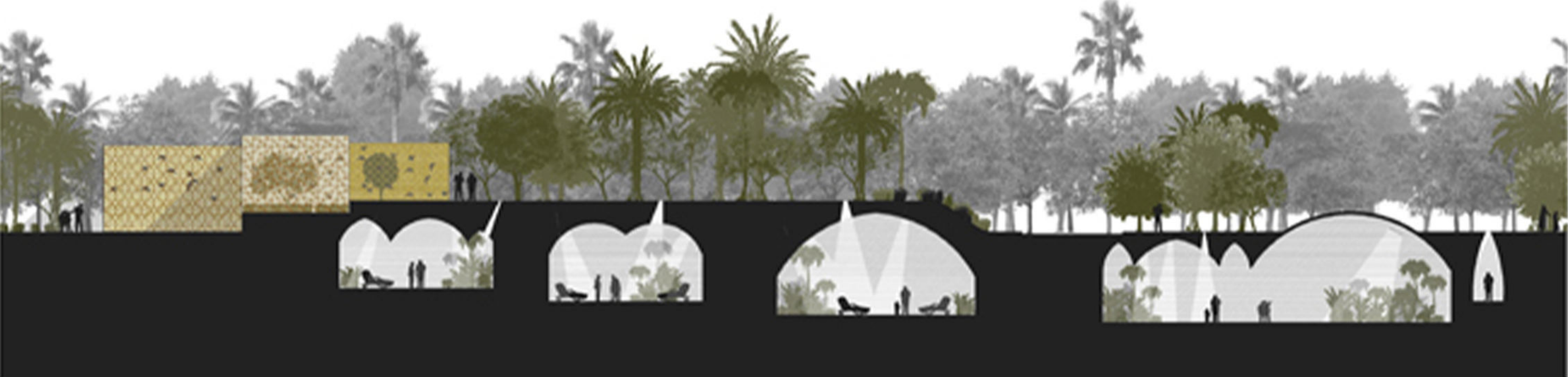
MAIN IDEA FOR THE PROJECT: For a long time, the square has been the center of Marrakech's life. Incorporating the square into the plan is suitable for its function and keeping the city's character.



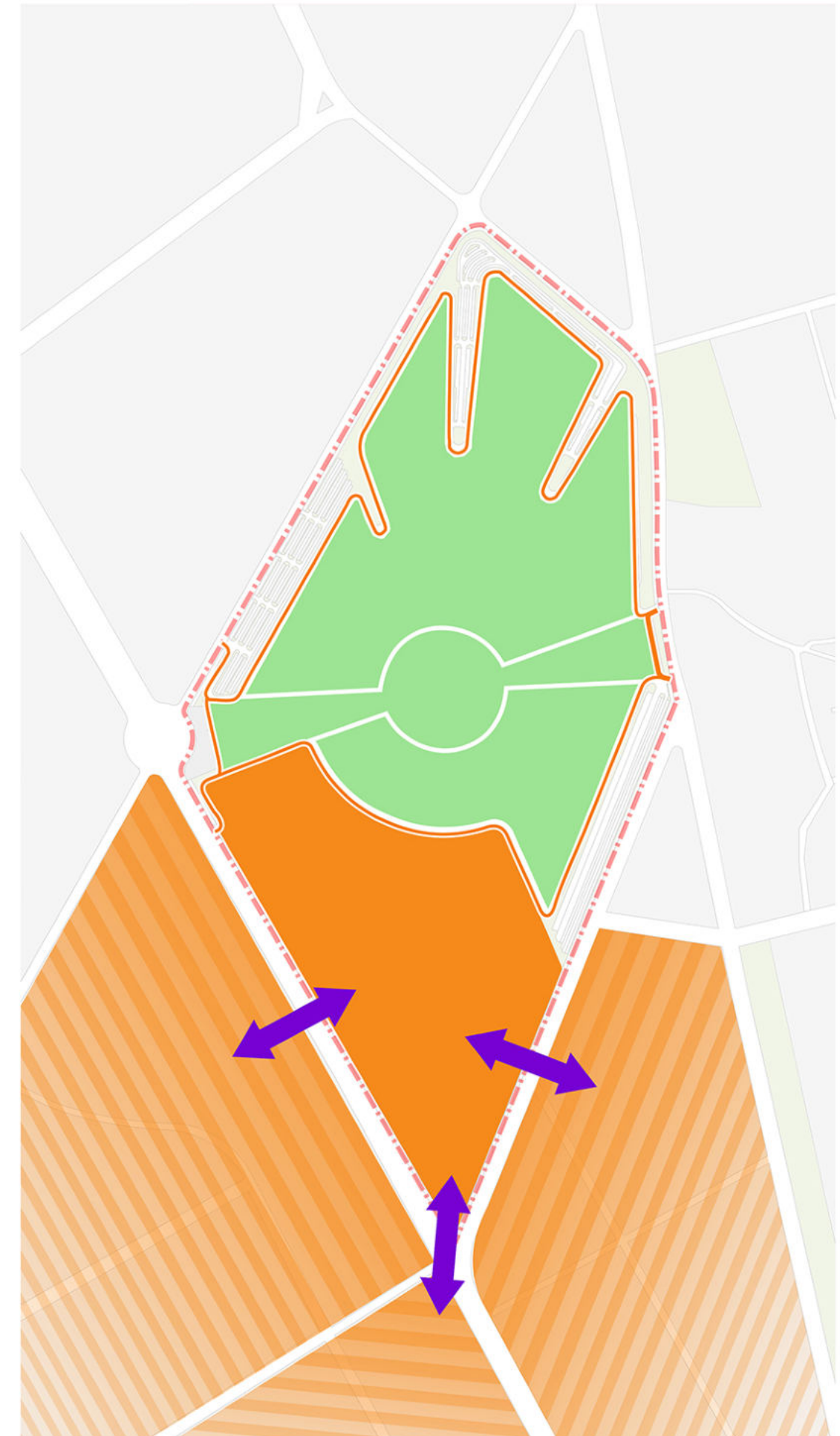
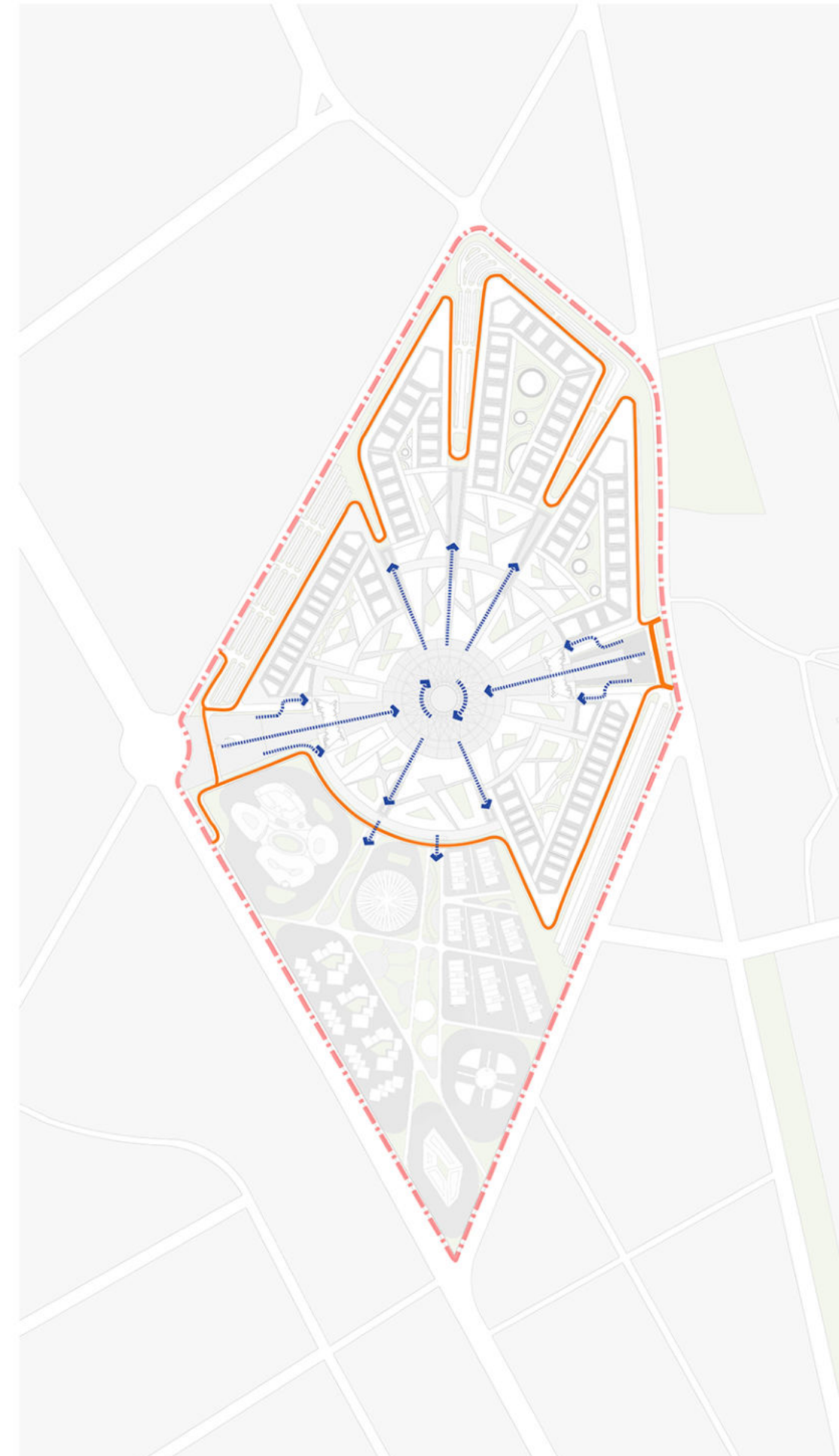
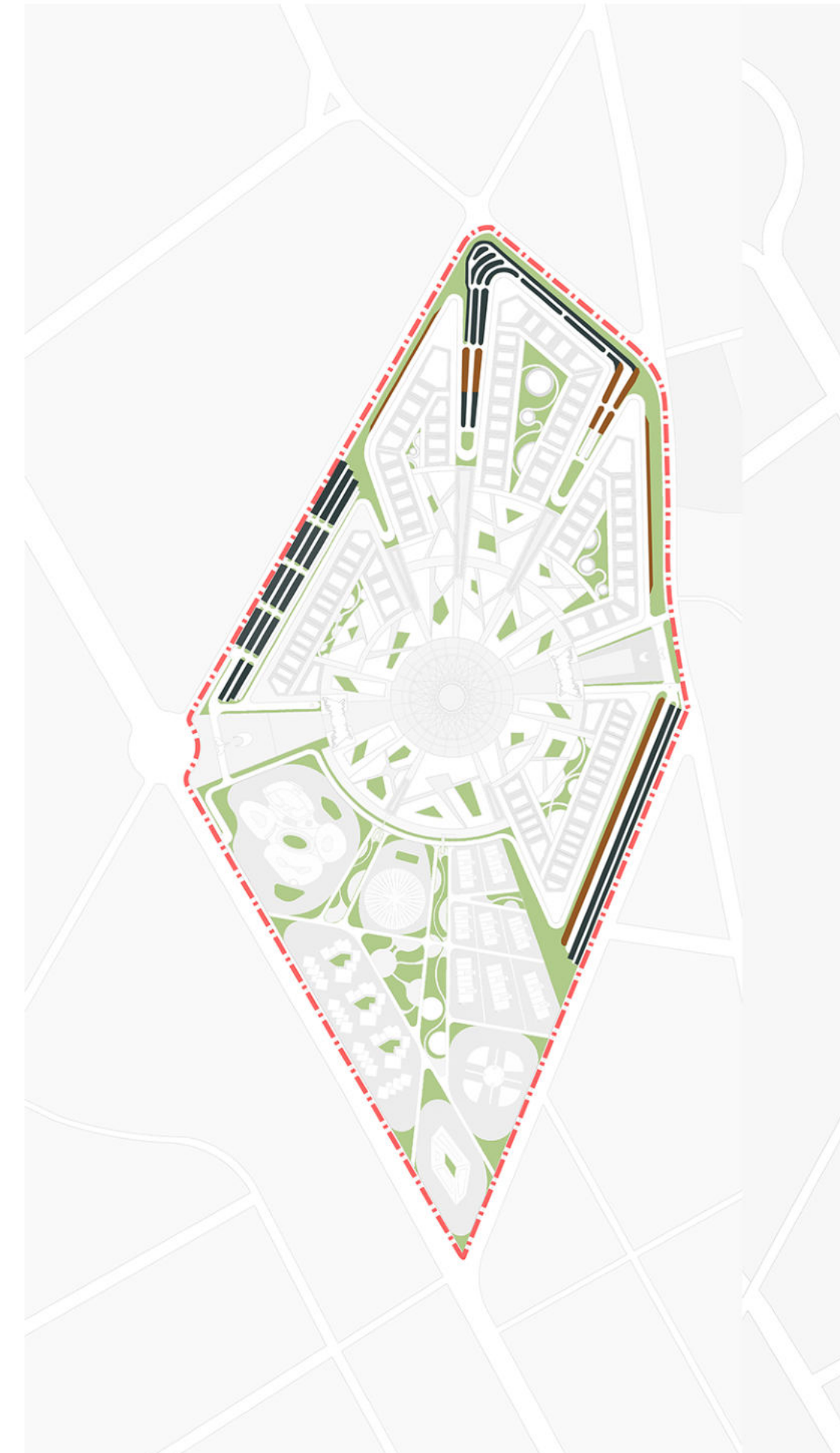
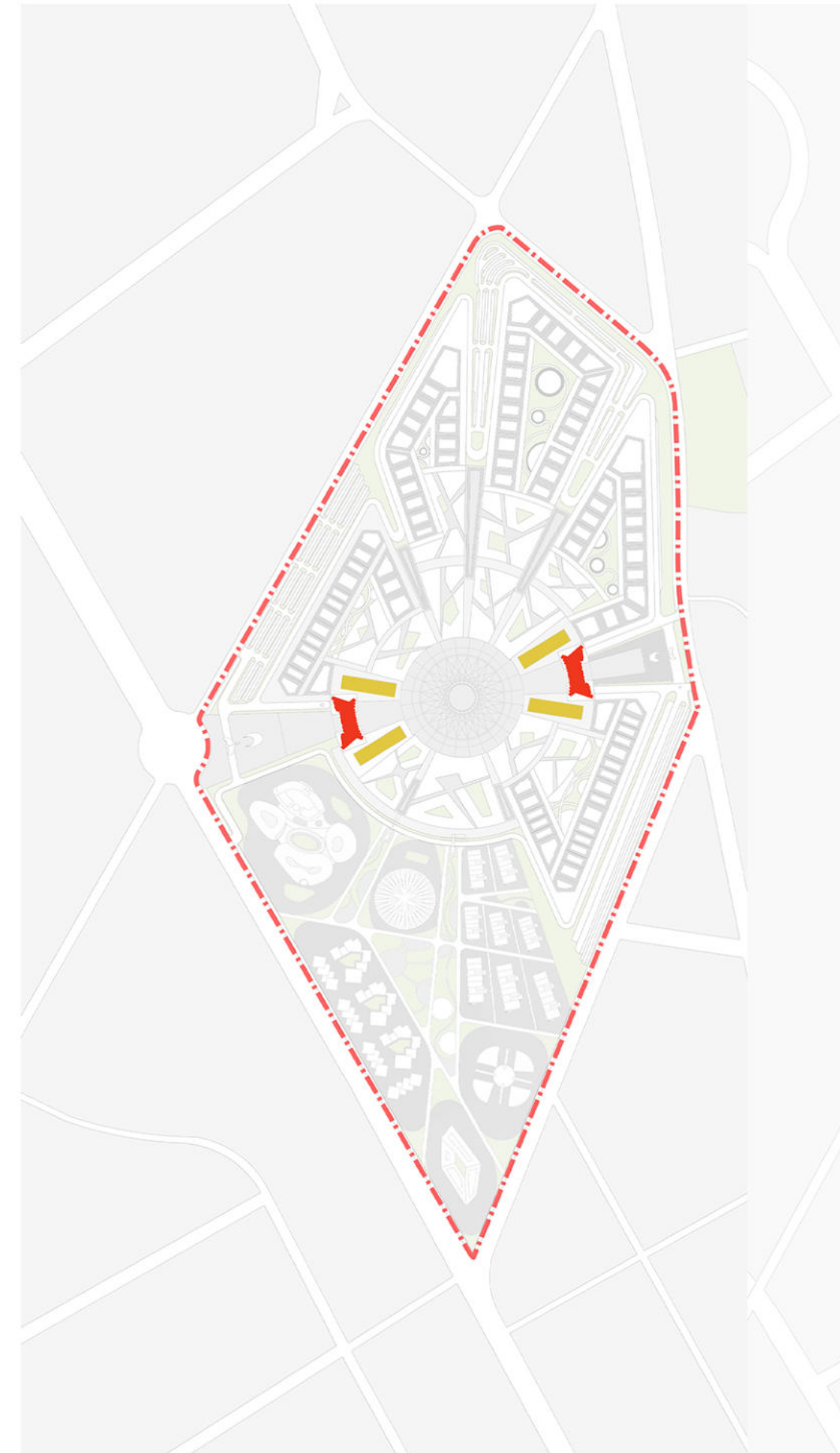
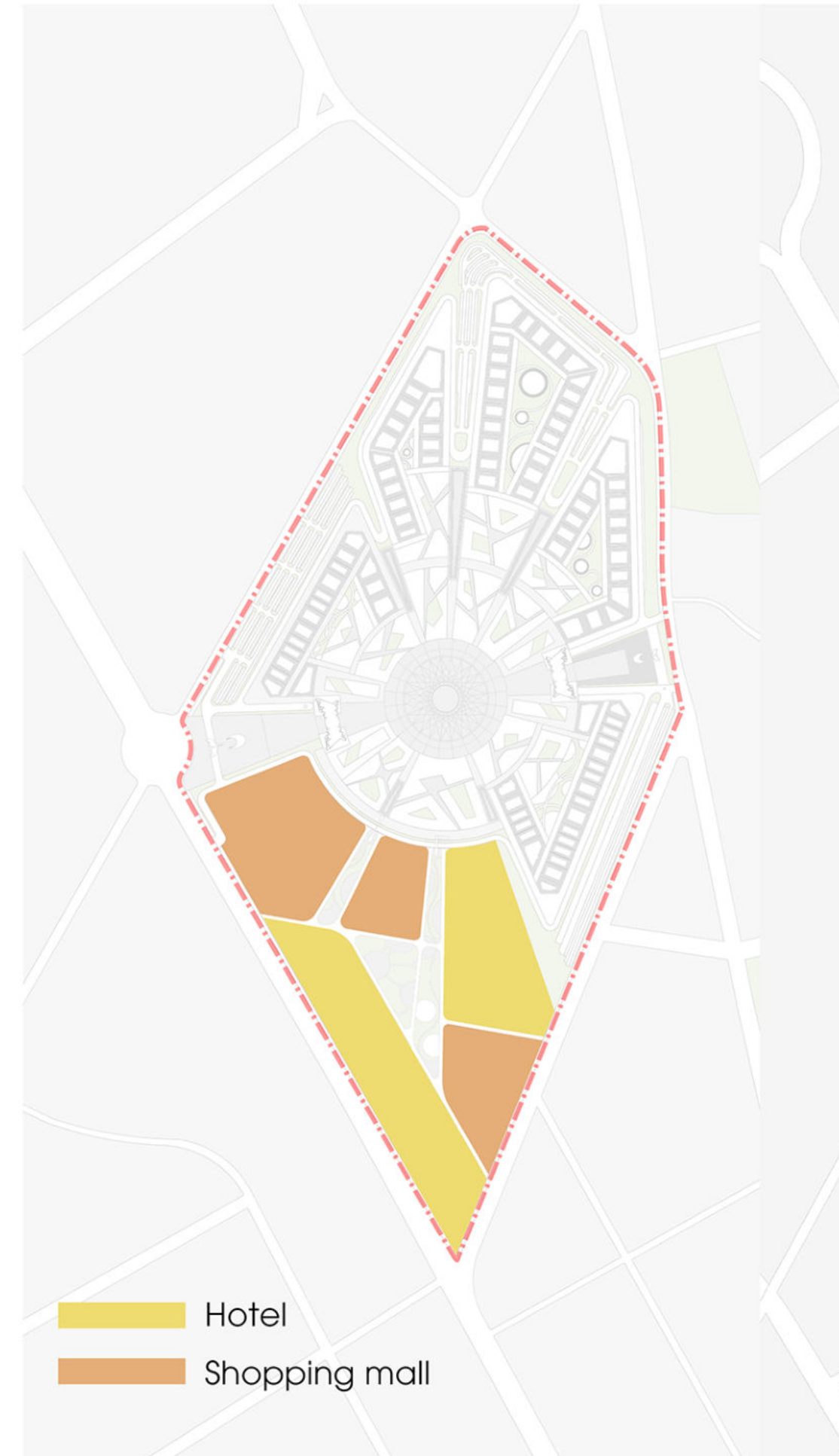
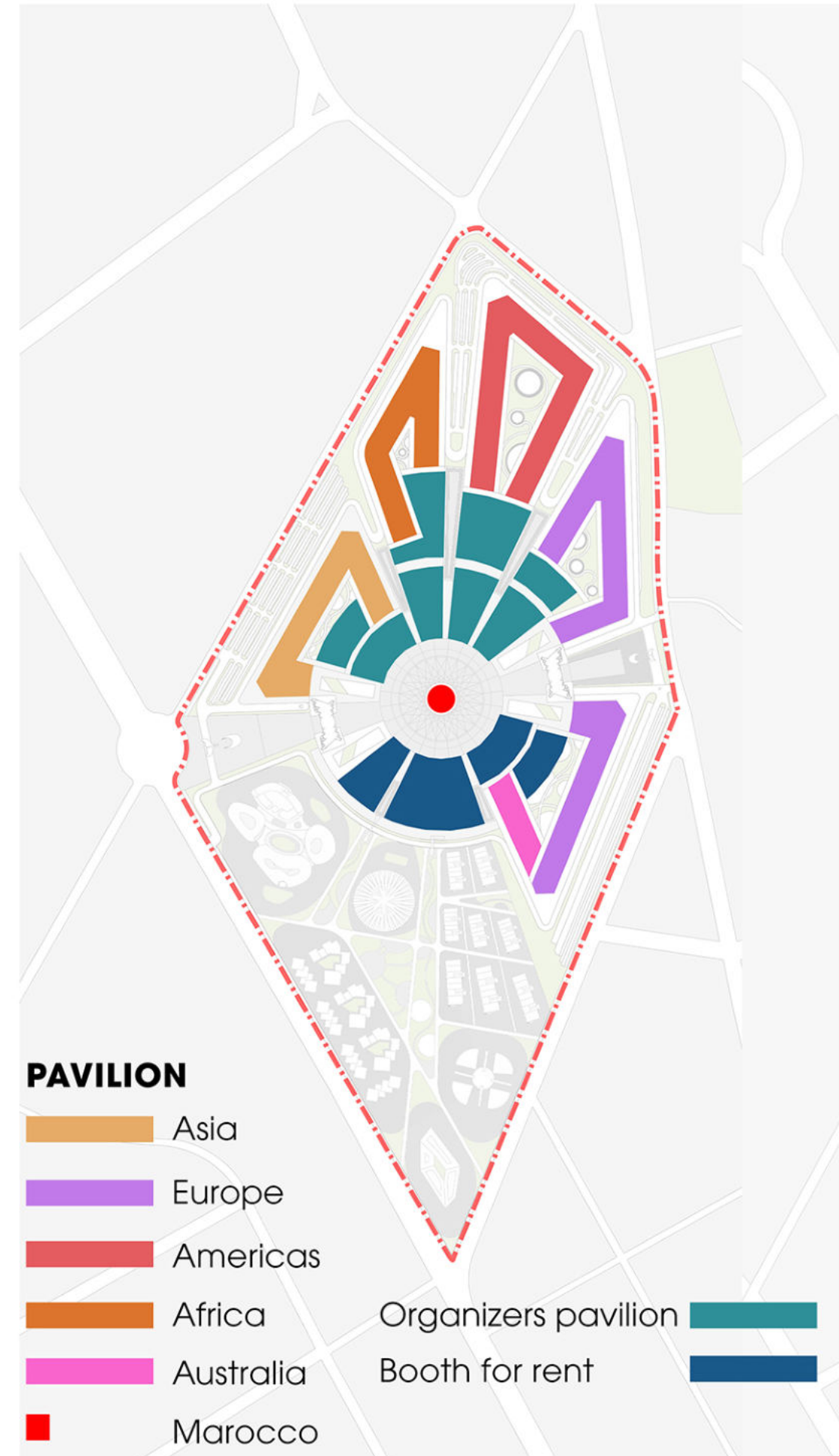
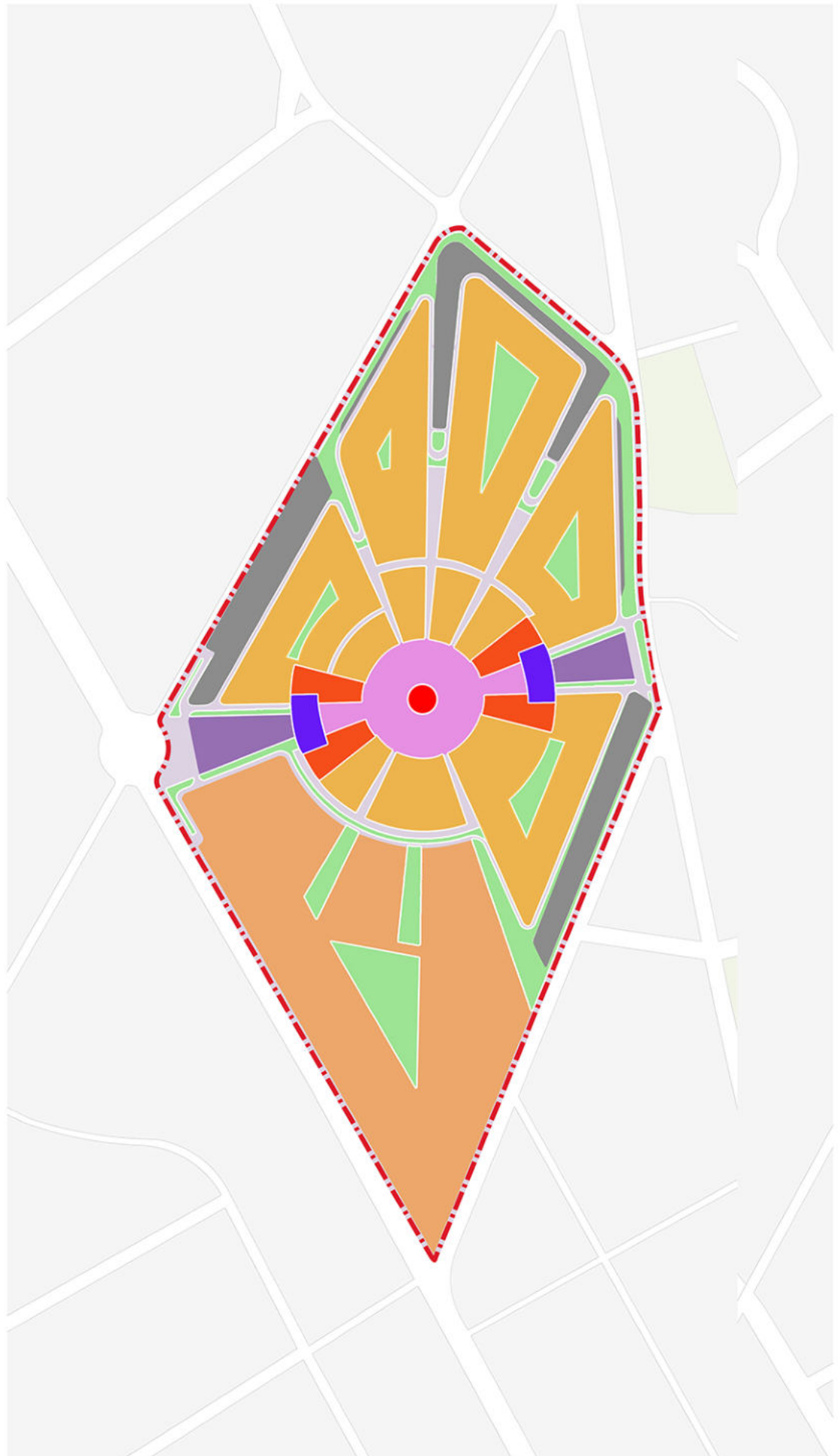
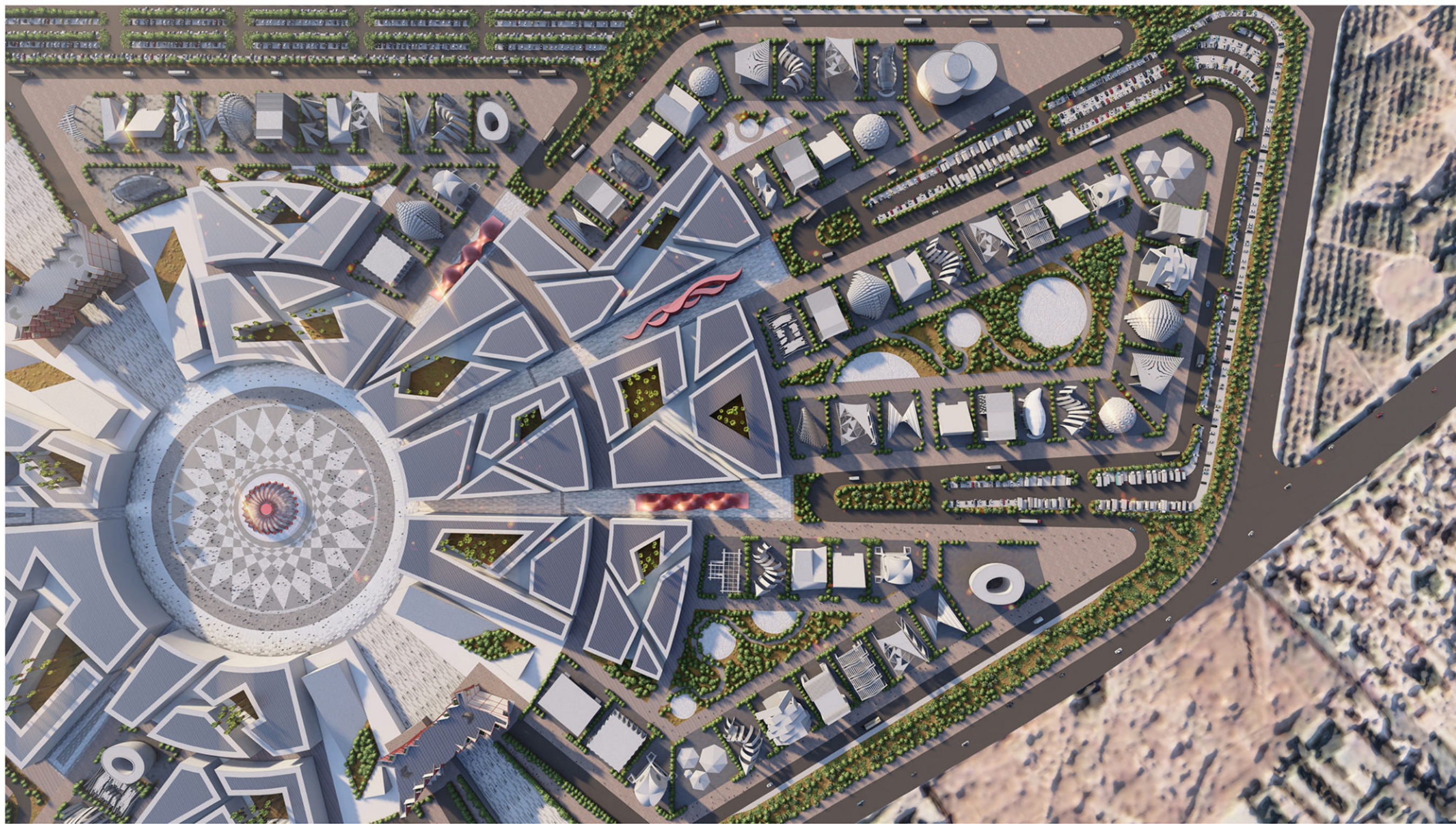
IDEA OF FUNCTIONAL ZONING: The auxiliary area is located in the South of the land. There are two advantages: Firstly, it is convenient to serve neighboring residential areas. Secondly, due to the current state of the land, there is already a hotel building.



APPROACH: The entrance is arranged in two opposite directions, near the bus station for convenient access to the project.







DISTRICT	33.8%
SUPPORT BUILDINGS	28.1%
OPEN SPACES(+GT)	31.4%
PARKING	6.7%

The individual Pavilion areas for each country are designed to facilitate the access by motor vehicles and freight vehicles. The inside booths are transported by small trucks through the main gate and small roads connecting the internal motorway with the booth.

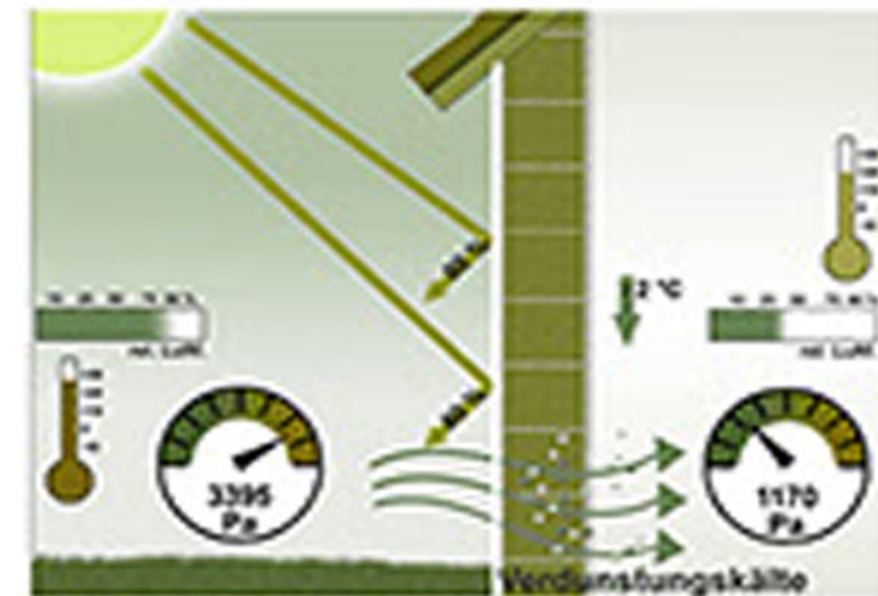
Ancillary area: Because of the existing condition of the land, Road Garden Marrakech hotel already exists, so to link with it, the solution is to build other hotels and commercial centers to achieve service efficiency.

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Greening public spaces by introducing green cores. The inclusion of "Nature-Based Solutions" that incorporate natural ecosystems into urban design benefits the environment and people.

A dedicated road for internal motor vehicles runs around the exhibition area to serve the delivery and receipt of products. There are two main approaches to the exhibition center, from the reception gate, into the square (combining booths and outdoor entertainment areas), then can access different booths. People can walk or use the organizer's tram.

The exhibition area is designed to be closed (access is under control). In addition, the commercial and service areas, hotels, and hotels are designed to be open, which is convenient for the operation of this area, serving the surrounding area even when the exhibition center is not in operation.

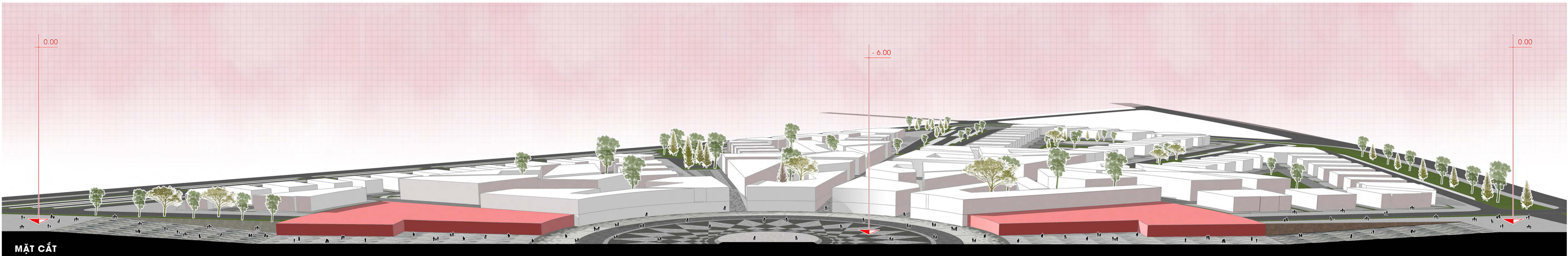


The landscape combined with the lake and many green trees and grasses create freshness for the building, contributing to the climate in the area, creating a comfortable closeness for users and creating beauty for the landscape.



Use white paint for the sun reflector to reduce the heat absorbed into the tool to save energy and effectively fight the heat. Heat-resistant paint has the ability to reduce the surface and interior temperature of the house by about 10 ° C to 26 ° C to make indoor work more comfortable and save electricity. Also thanks to this feature, it is possible to save electricity for cooling devices such as air conditioners, fans, ... Bringing economic efficiency in the long term. New racing machines at racing floors with large temperatures from 2.5m have the role of sun protection to create shade for the building, creating aesthetics for the overall landscape of the building.

The roof garden cools the house, protects the roof structure, cools the spaces below, prevents heat radiation, and also has the concrete standard of the building. Roof garden cools the house, protects the roof structure, cools the spaces below, prevents heat radiation, and also has the company's concrete standards





## WELCOMING ARCHITECTURE

