

## URBAN LANDSCAPE



# Blue Stream part of Palm Jumeirah's Urban Landscape Enhancement



Palm Jumeirah is an artificial archipelago designed by Nakheel to be one of the wonders of modern Dubai. It is host to a variety of hotels and resorts of expansive grandeur and phenomenal luxury. It also houses a wide variety of world-class residential and commercial projects, which are closing completion. Its most popular feature is the 5 star aqua themed hotel Atlantis.

### Man-Made Marvel

Around the world, the Palm Jumeirah has become a symbol of Dubai's incredible innovation, luxury and ambition. The man-made island stretches into the Arabian Gulf in the shape of a palm tree and consists of a trunk, a crown with 16 fronds, and a surrounding crescent island that forms an 11 kilometer long breakwater. The island's total area is estimated to be larger than 800 football pitches and is considered the world's largest artificial island. In a recent Mastercard report it was stated that the emirate is set to become the world's seventh most popular tourism destination, and at current growth rates is likely to be in the top three by 2017 – ahead of Singapore, New York and Paris.

### Tourist Destination

Nakheel has realized Palm Jumeirah has now transcended into being a tourist destination on its own rather than just hosting tourists at its various resorts. Thus, the developers are keen to develop it into a more pedestrian friendly environment with beautiful landscaping.

### Urban Design Projects

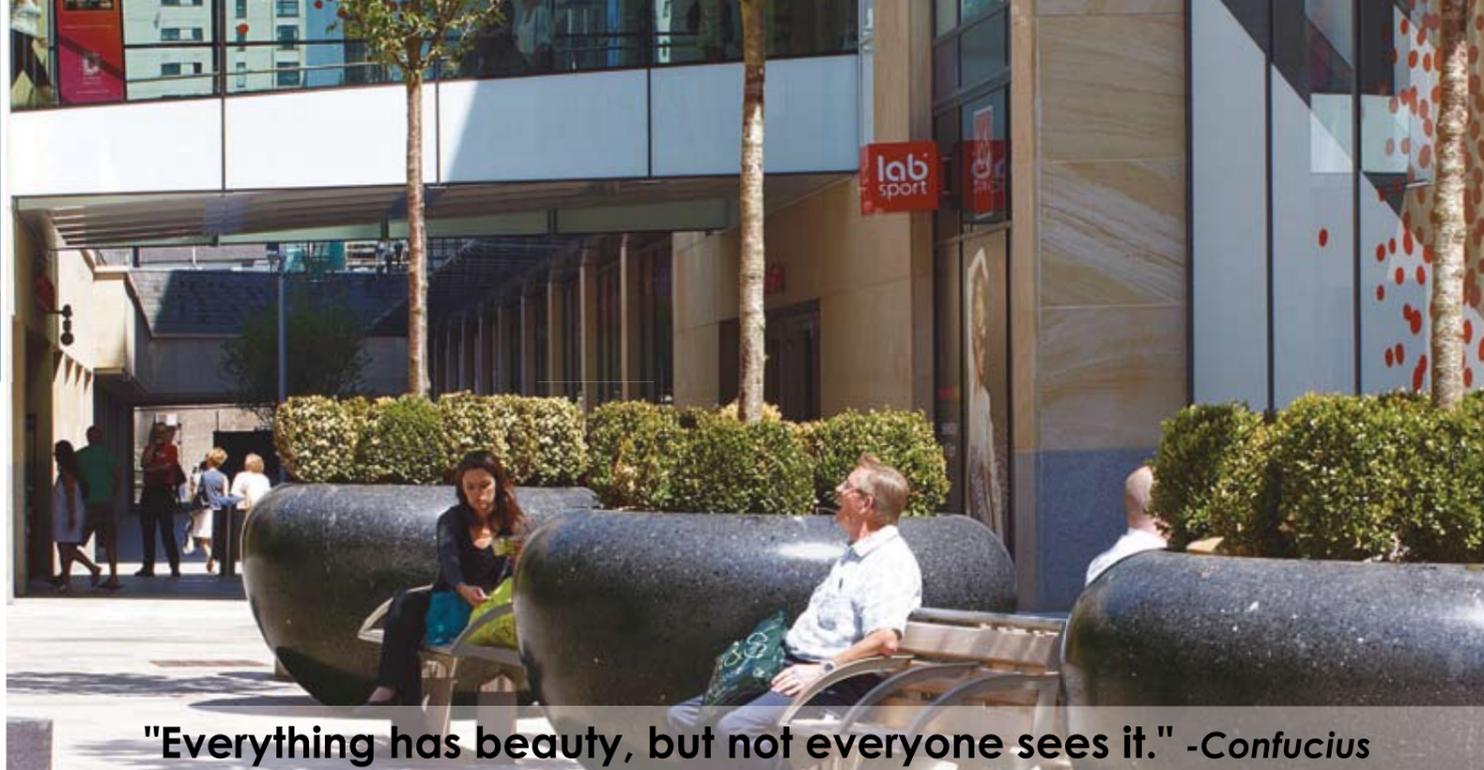
Blue Stream has collaborated with Nakheel in working with them to design the urban décor litter receptacles on the crescent of the palm.

The crescent is one of the most visited locations on the palm and sees a heavy pedestrian traffic flow on a day to day basis which includes the local residents, tourists staying in hotels on the Palm as well as tourists staying in other parts of Dubai.





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"Everything has beauty, but not everyone sees it." -Confucius

The collaboration began with the idea of designing a litter receptacle that is not just aesthetically adhering to the standards of beautification on the palm but also integrating well into the existing urban landscape. The design of the bins was based on two major aspects. Aesthetics being one and the second is functionality.

### Project Specific

The clear ambition here was to contain the drastic volume of waste being generated by these incoming visitors as well as ensuring that these litter receptacles are easy to use considering the high frequency of emptying by the facilities management personnel.



This had to be coupled along with the fact that the bins had to be made vandal proof to ensure the waste was not tampered with by any means. The bin is also designed with a secure lock and

key access, to guarantee proper handling of waste. These bins were bolted and anchored to the ground making sure their position is not tinkered with by anybody.

### Design Oriented

The design of the bin matches the appeal of the urban landscape. It is also provided with the standing ashtray since it is placed in an area where smoking is permitted.

The receptacle positions were decided by Nakheel to ensure easy proximity to oncoming visitors and pedestrians and with appropriate distances between each other. The bins have also been labeled serially to keep an active inventory of the bins at any point of time. The most critical aspect of the

design of the receptacle focused on making it very resistant to the highly corrosive environment on the crescent of the palm – with its moist and salty sea breeze air, which can play a major role in the degeneration and corrosion of metal products placed in the vicinity. To contest these challenges, Blue Stream worked on special coating protection and manufacturing processes to ensure that the material of the bin can withstand this kind of environment.

### Conclusion

This is one of the few ways where an existing development has seen an enhancement of its public spaces by simple implementation of urban receptacles and street furnishings that can add phenomenal value to the project.



BENCHES



PLAY EQUIPMENT



DESIGNER BINS



TREE GRATES



BOLLARDS



BICYCLE RACKS

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