

# Plain sailing in Saudi

Towering above Jeddah’s North Corniche, the Headquarters Business Park stands like the sail of a dhow that has traversed the Red Sea coast for centuries – a fitting and iconic landmark for Saudi Arabia’s second largest city.

Jeddah is recognized as the number one commercial hub in the Middle East as well as one of the most innovative cities in the region. It is also the gateway to Islam’s most holy city, Mecca. With this in mind, the Headquarters Business Park was designed to be not only an exemplary building, but most importantly, one that is functional and intelligent.

Clad in glass and local limestone, the site comprises two towers. The 70-meter east tower houses a hotel; while the 250-meter west tower features offices, sky villas and a fine-dining establishment at the top. The towers are linked by an eight-story elevated parking podium, with landscaped rooftop on which the 52-story west tower is poised.

## Onwards and upwards

This building sits on a narrow strip of land that tapers inwards as it reaches the coast. “One of our initial challenges was the building’s location, and the difficulty in maneuvering materials to the site,” explains **Mohammad Odeh**, KONE’s Site Project Manager. “We navigated this early obstacle rather well, allowing us to meet the demanding construction schedule.”

To facilitate such a tight timetable, two construction time use (CTU) elevators were installed. KONE CTU elevators are permanent elevators, equipped with temporary signalization

and protective materials and used during the construction phase. These elevators speed up the transportation of workers, goods and tools, thus saving hundreds of man hours – plus use 30 percent less energy than external hoists. “The KONE CTU elevators were a major factor in the customer selecting KONE as a partner on this project,” says Odeh.

## Getting there – without wait

Odeh notes that the people flow criteria required limited access to certain floors. To determine optimal traffic flow, KONE experts conducted two people flow studies. Their recommendation was for three types of access levels that are integrated to the KONE Polaris™ Destination Control System (DCS).

“With DCS, we were able to incorporate touchscreen technology where the passenger uses a keycard to access the system and is then guided directly to a dedicated car, all the while maintaining a minimum wait at peak times,” explains Odeh.

“When I look at this building I see a prestigious KONE project. We were up to the challenge and delivered – for now – the fastest and tallest elevators in the area,” says Odeh.



## SUMMARY

### Challenge

- To meet a tight construction schedule in a logistically challenged site due to location and land dimensions
- To install elevators used during the construction process and then converted into permanent ones
- To incorporate intelligent solutions that meet the varying needs of the tenants

### Solution

- Providing construction time use elevators to ensure project completion with maximum efficiency
- High-speed 8 m/s elevators that include destination control to enable the best people flow experience

### FAST FACTS

#### Headquarters Business Park

- Completed: 2014
- Size: 175,000 sqm
- Height: 250 m west tower; 70 m east tower
- Floors: 52-story west tower; 13-story east tower
- Maximum speed: 8 m/s
- Building owner: Adeem Alwataniah
- Developer: Al Dar Alkhassa (DK)
- Architect: Battley Partners
- Contractor: Freyssinet

#### KONE Solutions

- 13 KONE MiniSpace™ elevators
- 18 KONE MonoSpace® elevators
- 2 KONE TransitMaster™ 120 escalators
- KONE Polaris™ Destination Control System
- KONE E-Link™ monitoring system
- KONE Care™ Maintenance Service

