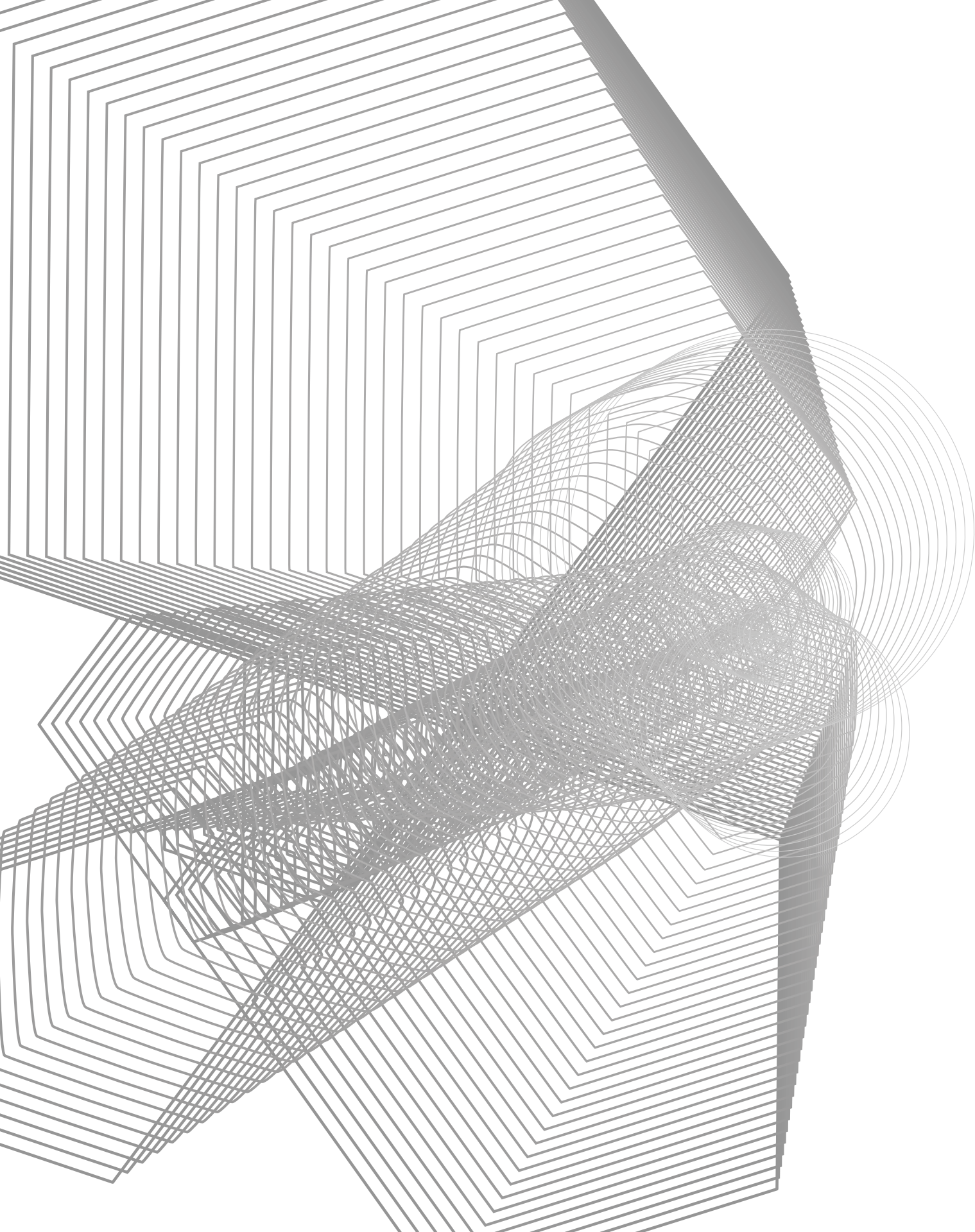
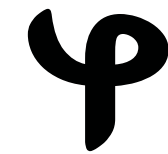




بعض من مشاريعنا

Profile of Works

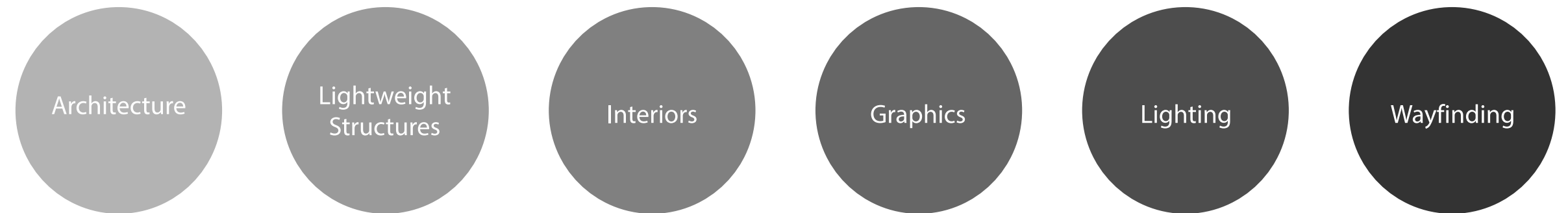


urbanphenomena
design + research

urbanphenomena: design+research

Established in Jeddah on the 3rd of November 1999, urbanphenomena is a multi-disciplinary studio that lives at the intersection of design disciplines that deal primarily with the built environment. Our areas of expertise integrate Architecture, lightweight structures, Interiors, Graphics, Lighting & Wayfinding. Through observation and research our approach identifies unique socio-cultural traits to help us delineate our local culture. We use these insights as a basis for contextualizing current projects, and also to introduce them to a wider audience through a combination of writing, events, and publications.

urbanphenomena Area of Activities :



Our partners in Lightweight structures :



Our partners in Wayfinding :



Our partners in Lighting :



Senior Team

urbanphenomena's core team of professionals, consists of dedicated architects and designers, collaborating together to bring international knowhow into every design detail.

Mohammed N. Al Sharif

Founder / Senior Architect

Master of Architecture, University of Houston, USA

Bachelor of Architecture, KFUPM, Dhahran, Saudi Arabia

Reda Sejini

Managing Partner / Senior Architect

Master of Engineering, Technical University of Vienna, Austria

Master of Architecture, Kyushu Institute of Design, Fukuoka, Japan

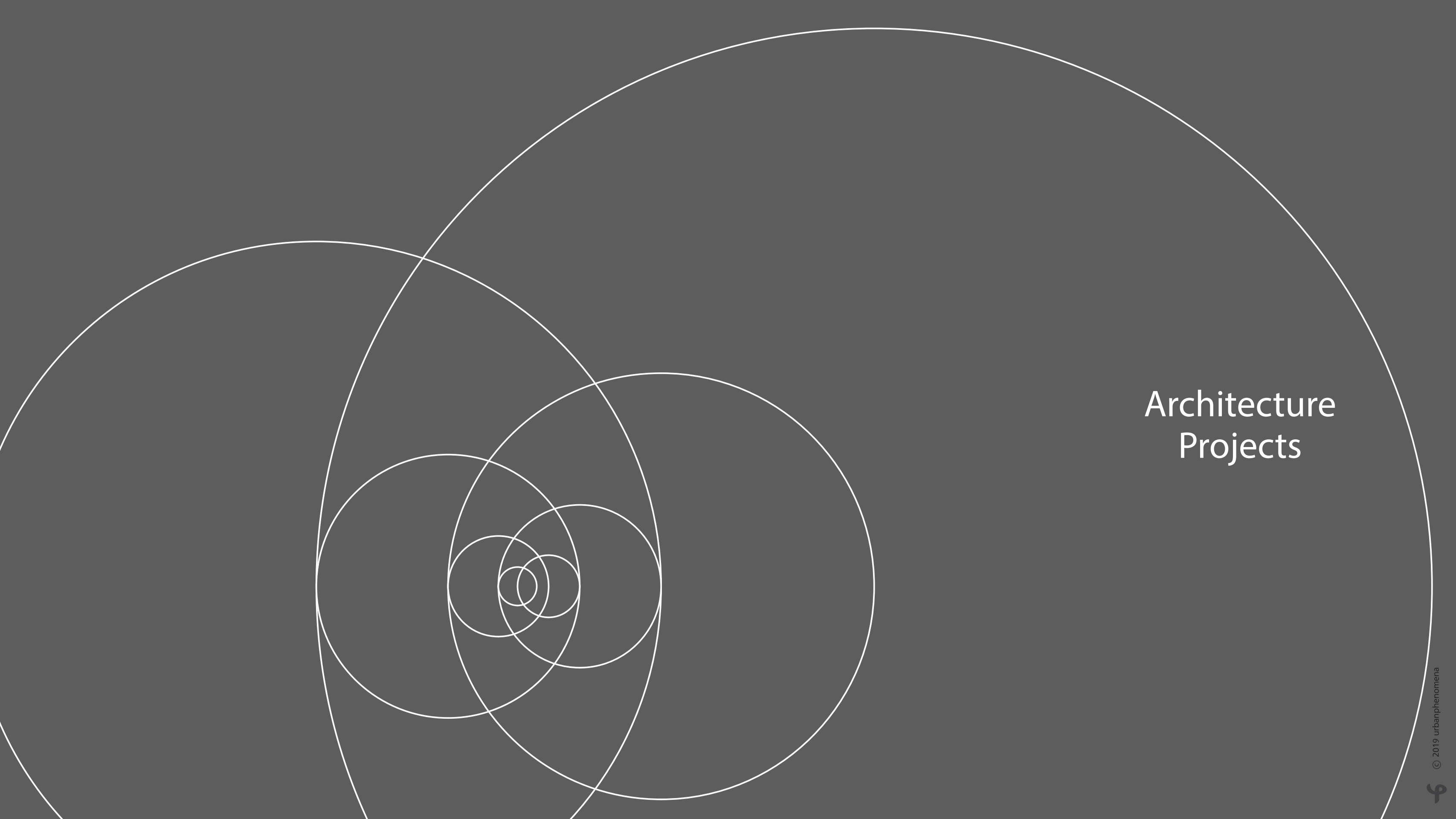
Bachelor of Architecture, KFUPM, Dhahran, Saudi Arabia

Majed Munshi

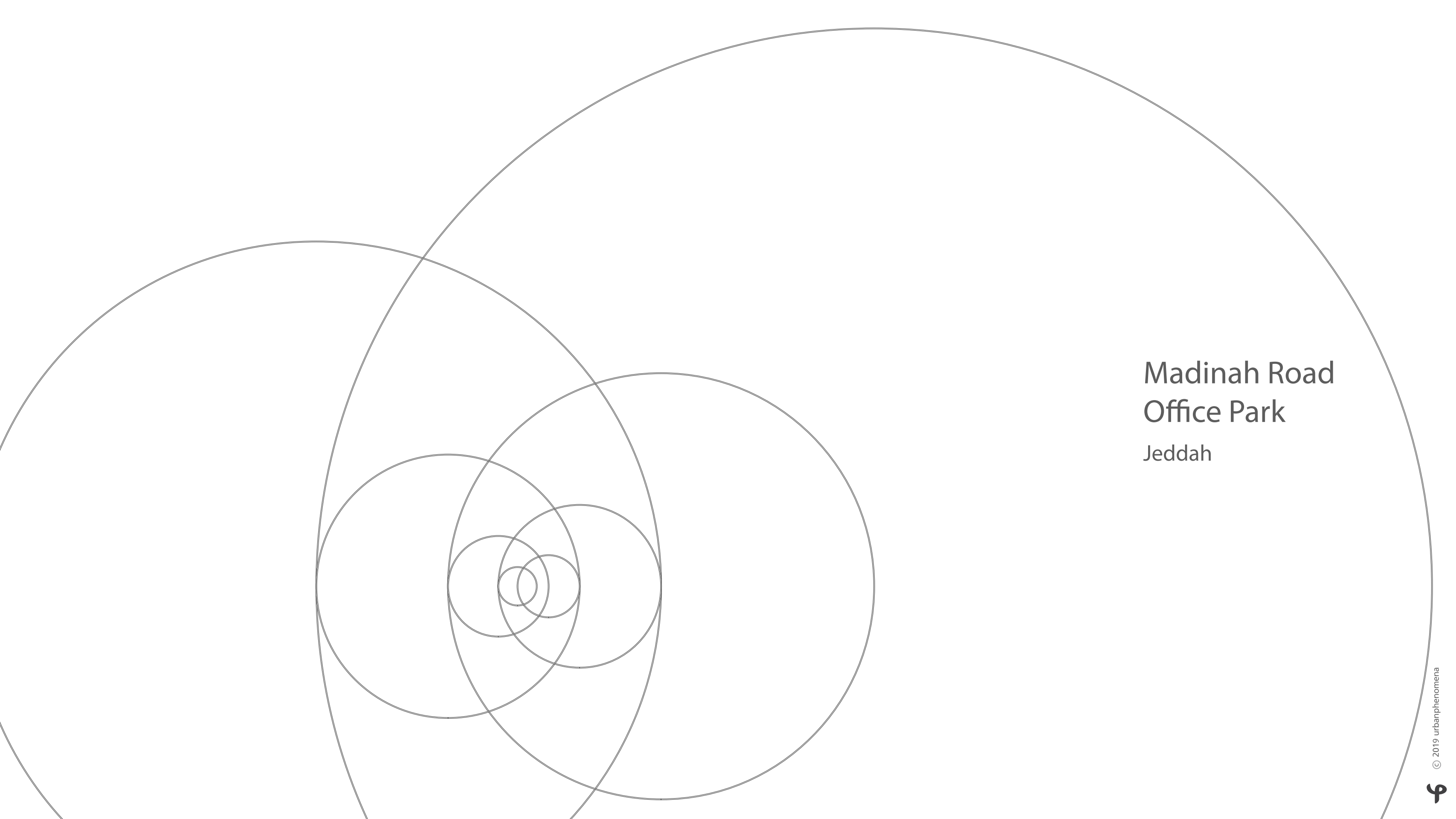
Partner / Design Director

Bachelor of Fine Arts in Graphic Design, Michigan State University, East Lansing-Michigan, USA

UITP Certificate Transportation wayfinding, Paris, France

The background is a dark gray field. On the left side, there is a series of overlapping circles of varying sizes, creating a spiral effect that moves towards the center. A large, thin white circle is positioned on the right side of the image. The text 'Architecture Projects' is located in the middle-right area, within the large circle.

Architecture Projects

An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are drawn with thin, light gray lines. They are arranged in a way that creates a sense of depth and movement, with some circles appearing to be in front of others. The overall composition is minimalist and modern.

Madinah Road Office Park

Jeddah



Madinah Road Office Park
Jeddah



Madinah Road Office Park
Jeddah



Madinah Road Office Park
Jeddah



Madinah Road Office Park
Jeddah



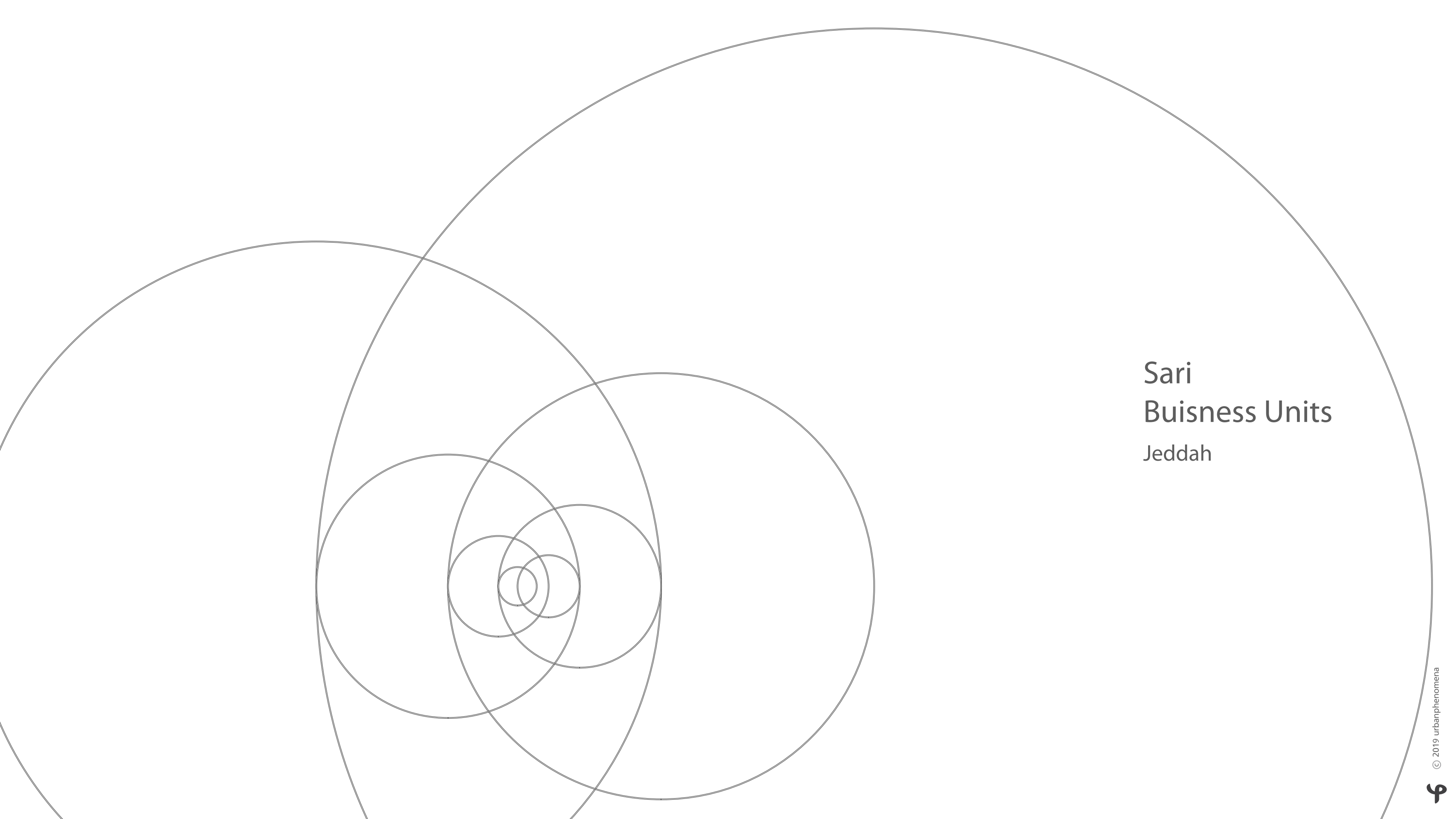
Madinah Road Office Park
Jeddah



Madinah Road Office Park
Jeddah



Madinah Road Office Park
Jeddah

An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are arranged in a way that they create a series of nested, overlapping shapes, resembling a stylized 'S' or a spiral. The circles are drawn with thin, dark lines on a light background.

Sari Buisness Units

Jeddah



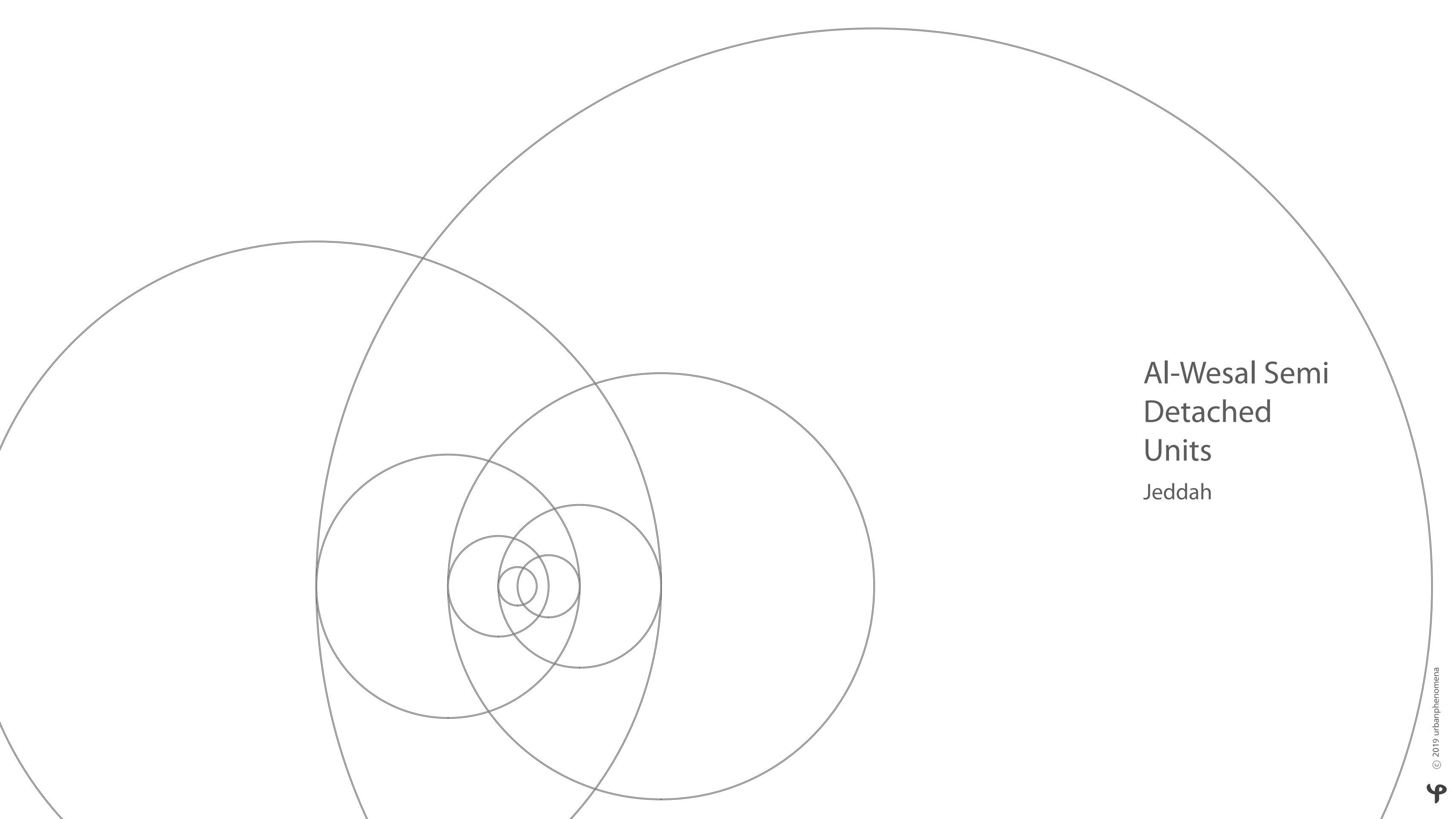
Sari Buisness Units
Jeddah



Sari Buisness Units
Jeddah



Sari Buisness Units
Jeddah

An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are arranged in a way that they create a sense of depth and movement, with some circles appearing to be in front of others. The design is minimalist, using only black outlines on a white background.

Al-Wesal Semi Detached Units

Jeddah



Al-Wesal Semi Detached Units
Jeddah





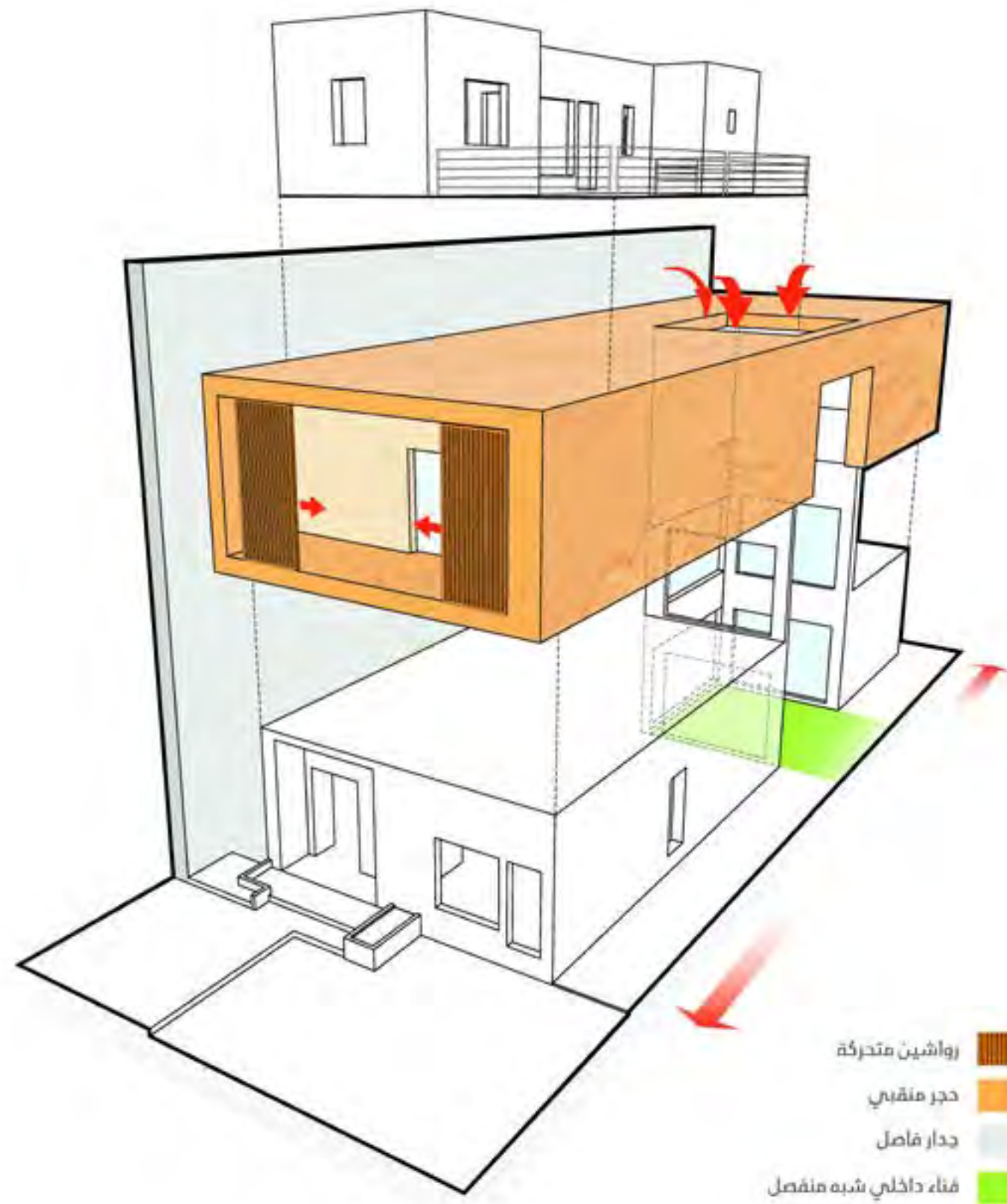
Al-Wesal Semi Detached Units
Jeddah

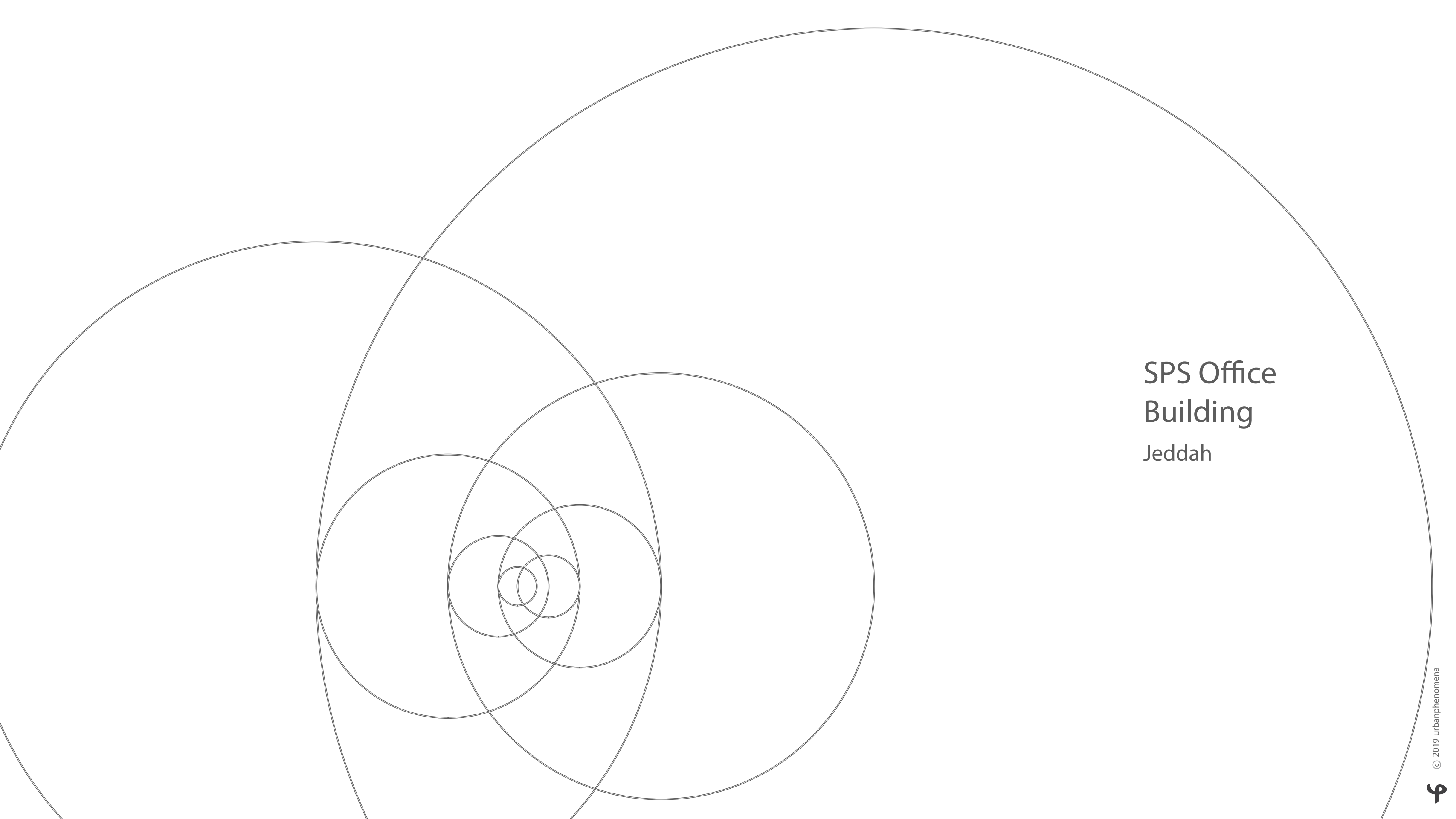


Al-Wesal Semi Detached Units
Jeddah



Al-Wesal Semi Detached Units
Jeddah



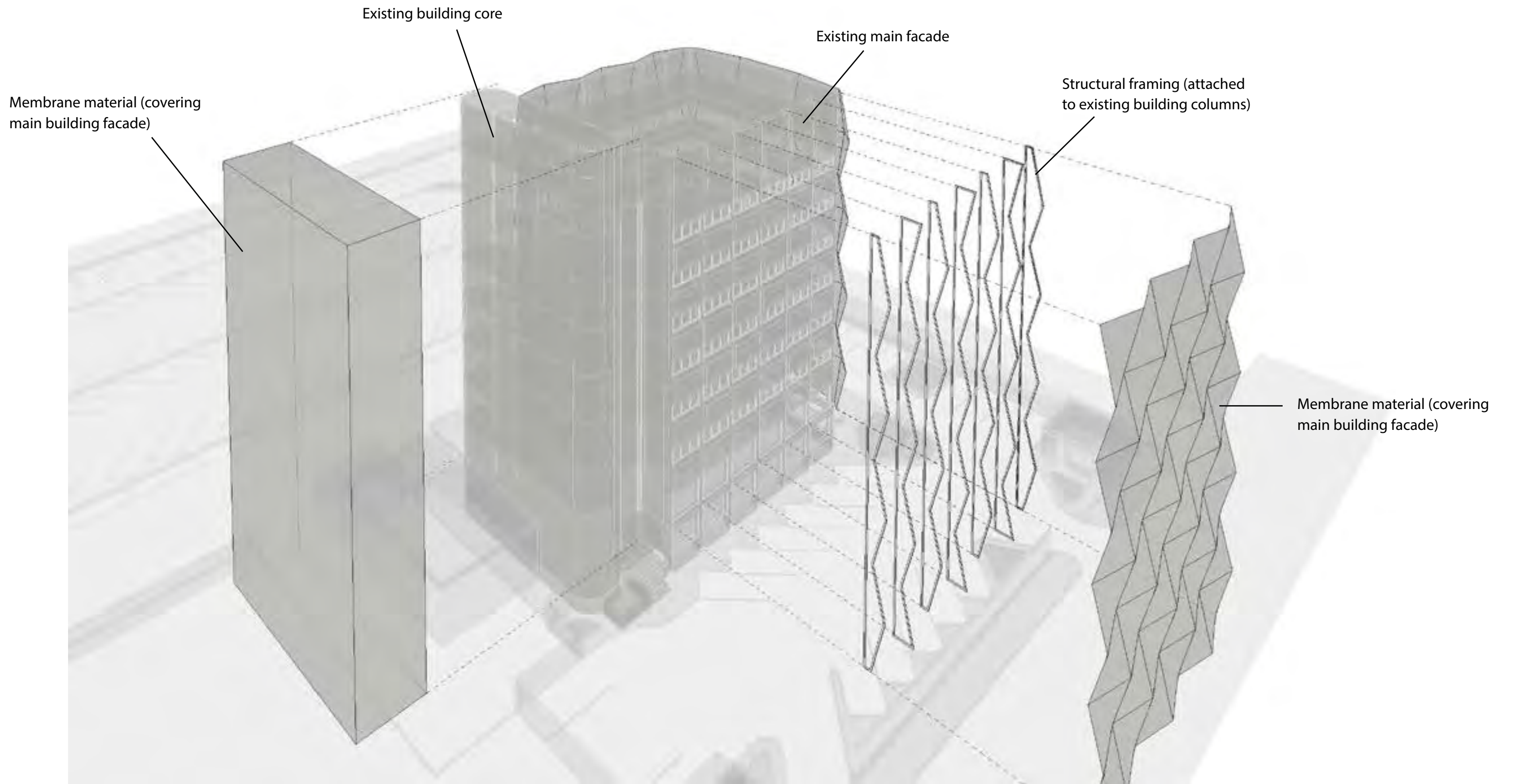
An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are arranged in a way that they create a sense of depth and movement, with some circles appearing to be in front of others. The design is minimalist, using only black outlines on a white background.

SPS Office Building

Jeddah



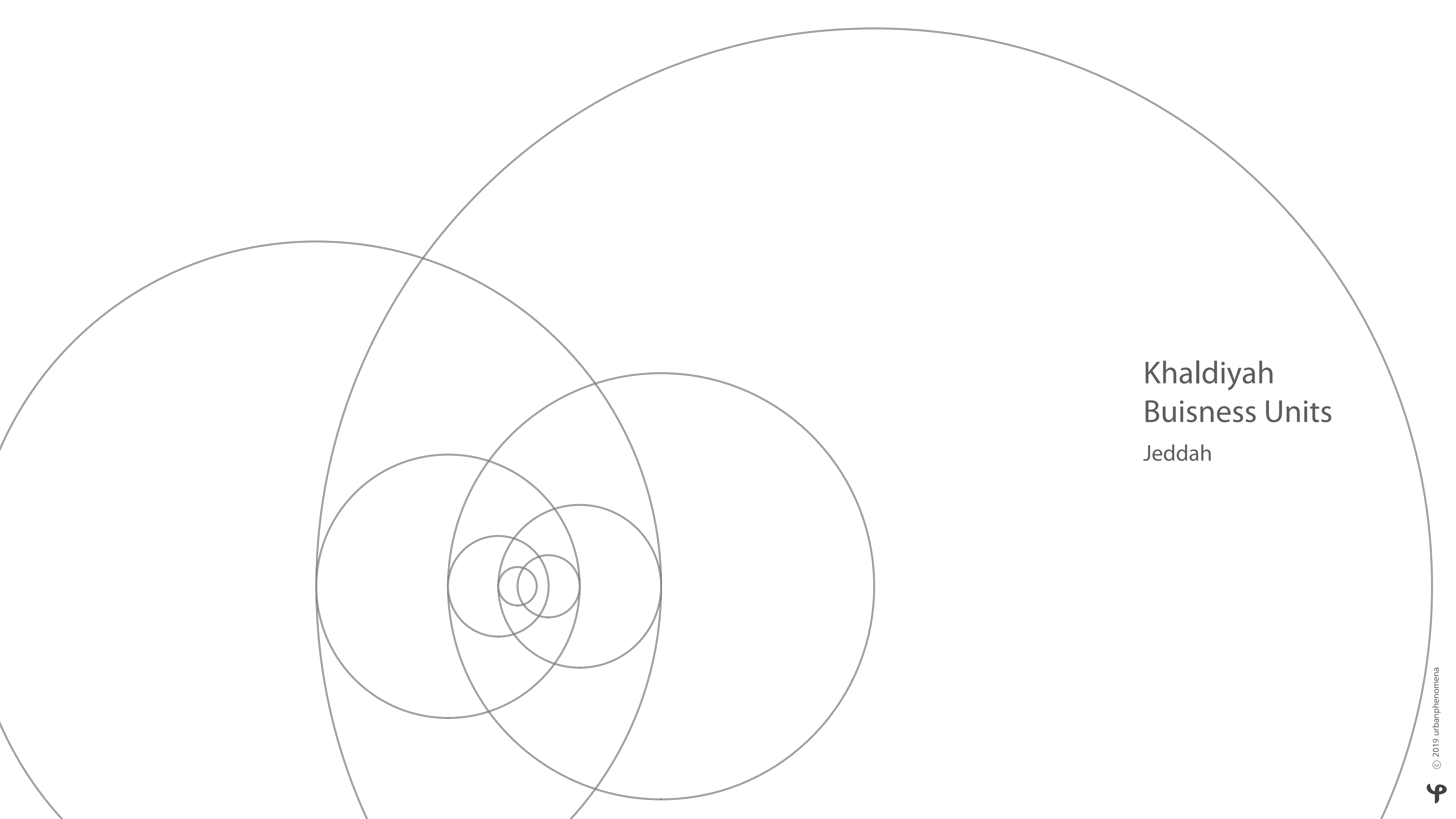
SPS Office Building
Jeddah





SPS Office Building
Jeddah



An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are arranged in a way that they create a sense of depth and movement, with some circles appearing to be in front of others. The design is minimalist, using only black outlines on a white background.

Khaldiyah Buisness Units

Jeddah



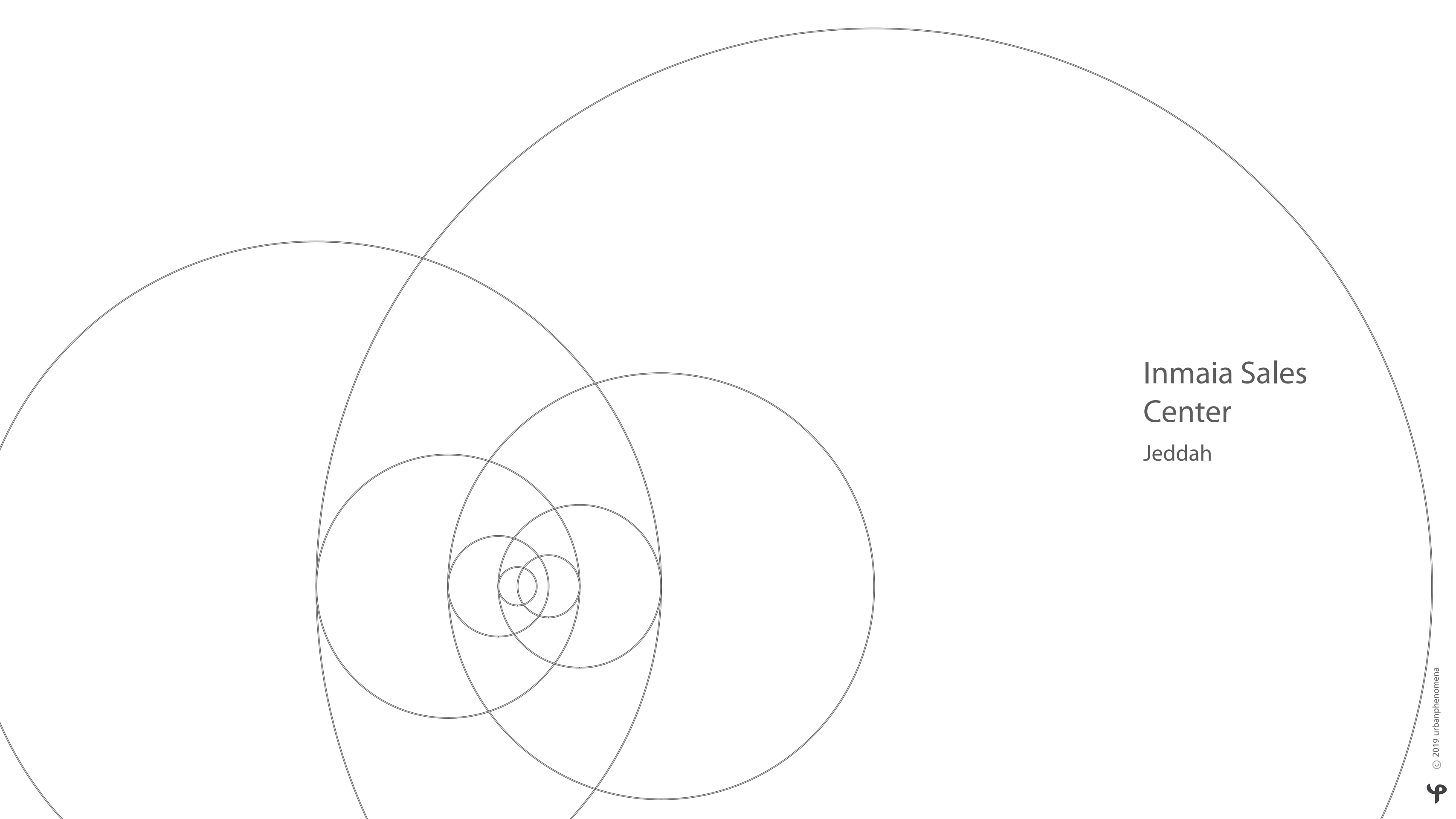
Khaldiyyah Buisness Units
Jeddah



Khaldiya Business Units
Jeddah



Khaldiyyah Buisness Units
Jeddah

An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are drawn with thin, light gray lines. They are arranged in a way that creates a sense of depth and movement, with some circles appearing to be in front of others. The design is centered on the left side of the page, leaving a large white space on the right.

Inmaia Sales Center

Jeddah



Inmaia Sales Center
Jeddah



Inmaia Sales Center
Jeddah



Inmaia Sales Center
Jeddah

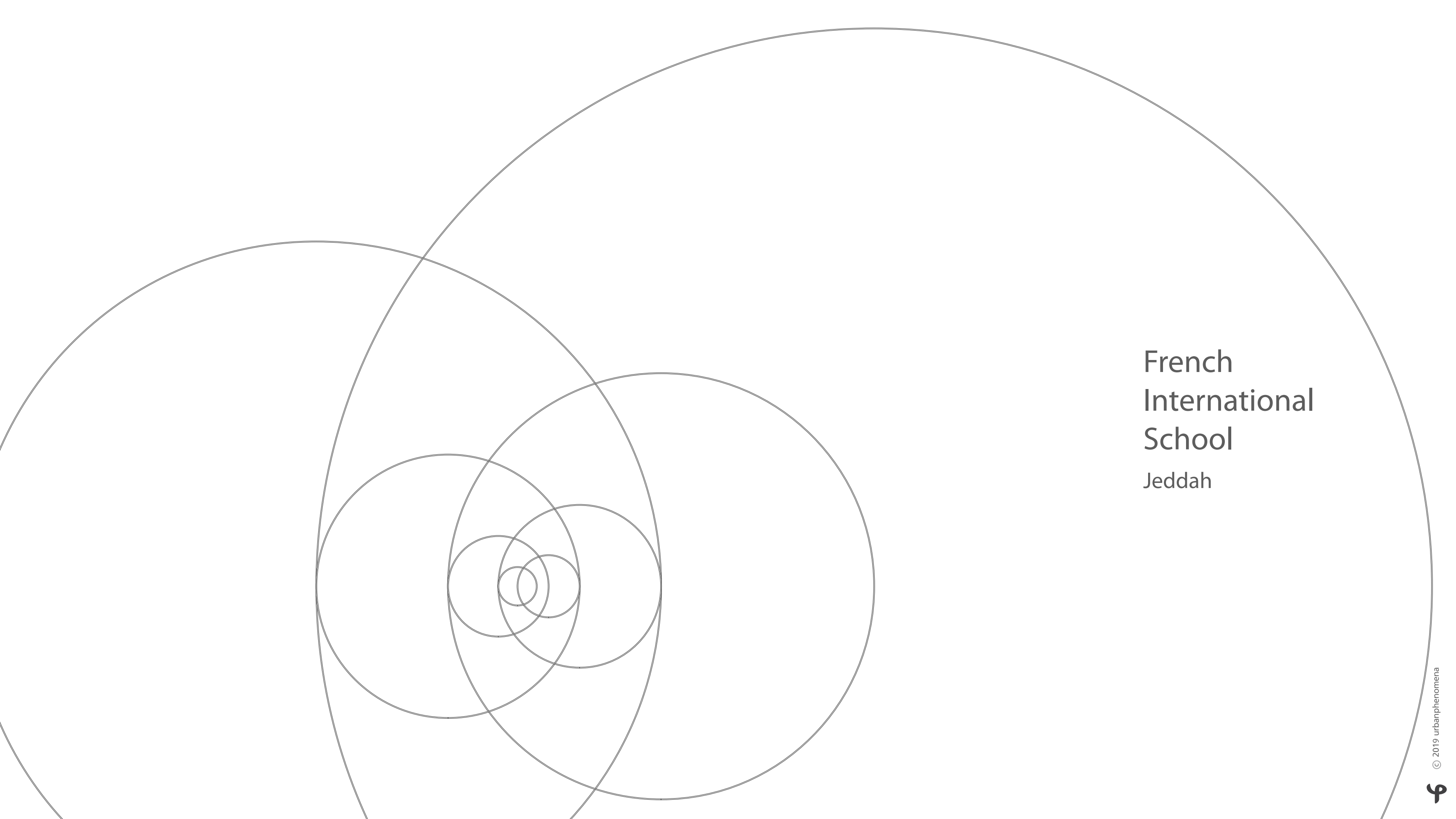


Inmaia Sales Center
Jeddah



Inmaia Sales Center
Jeddah



An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are arranged in a way that they create a sense of depth and movement, with some circles appearing to be in front of others. The design is minimalist, using only black outlines on a white background.

French International School

Jeddah



French International School
Jeddah



French International School
Jeddah



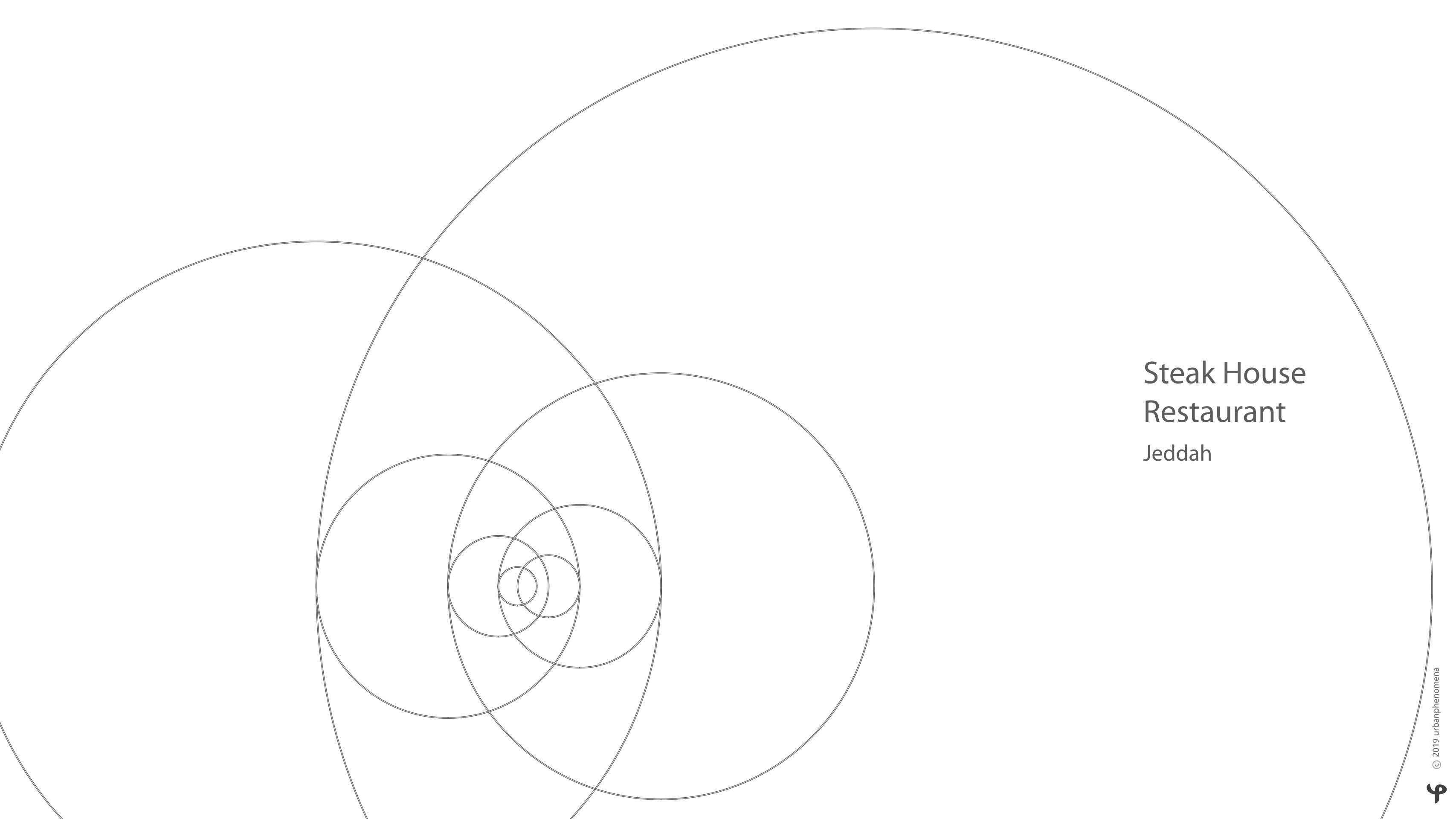
French International School
Jeddah





French International School
Jeddah



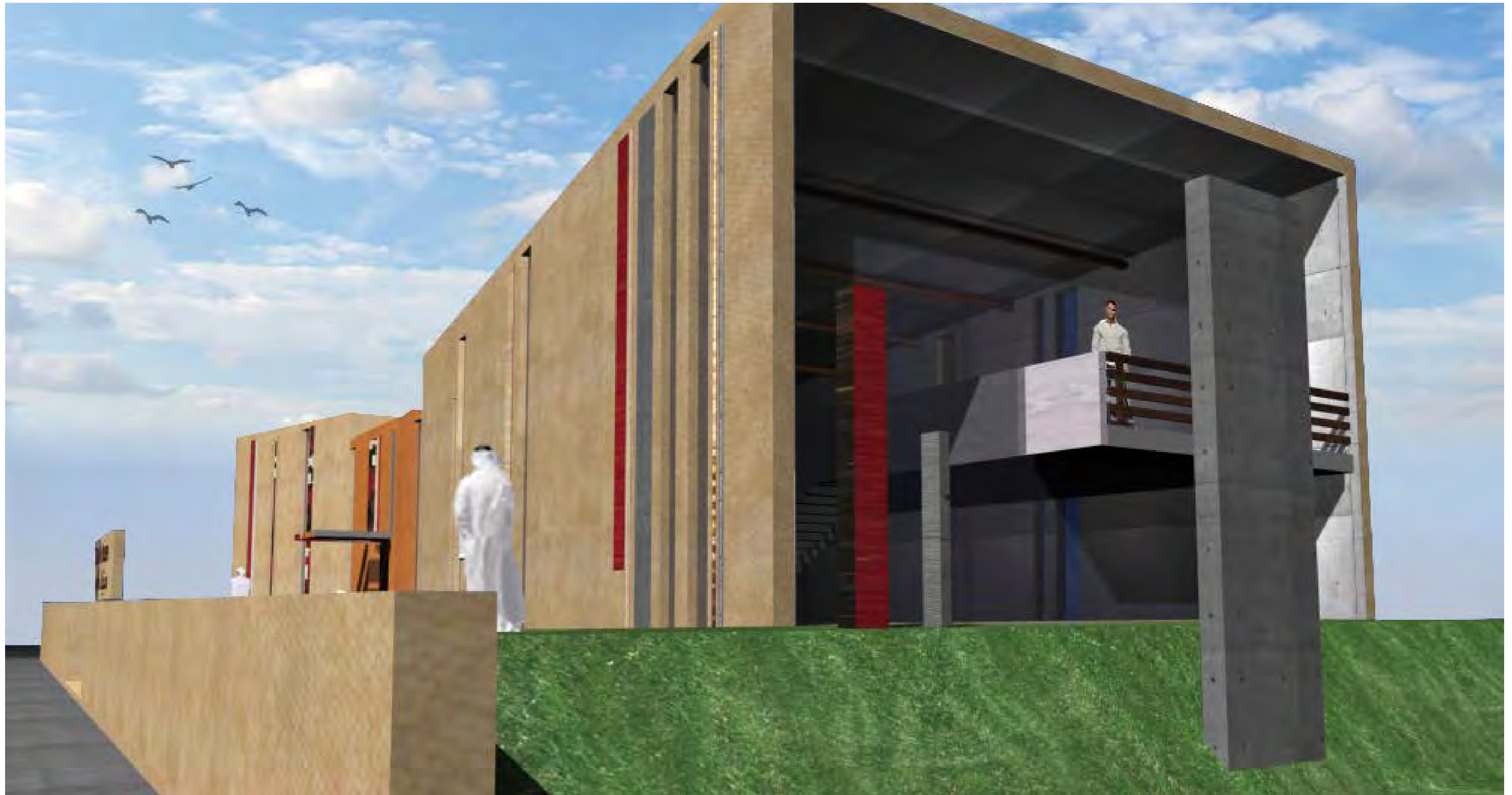
An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are arranged in a way that they create a sense of depth and movement, with some circles appearing to be in front of others. The design is minimalist, using only black outlines on a white background.

Steak House Restaurant

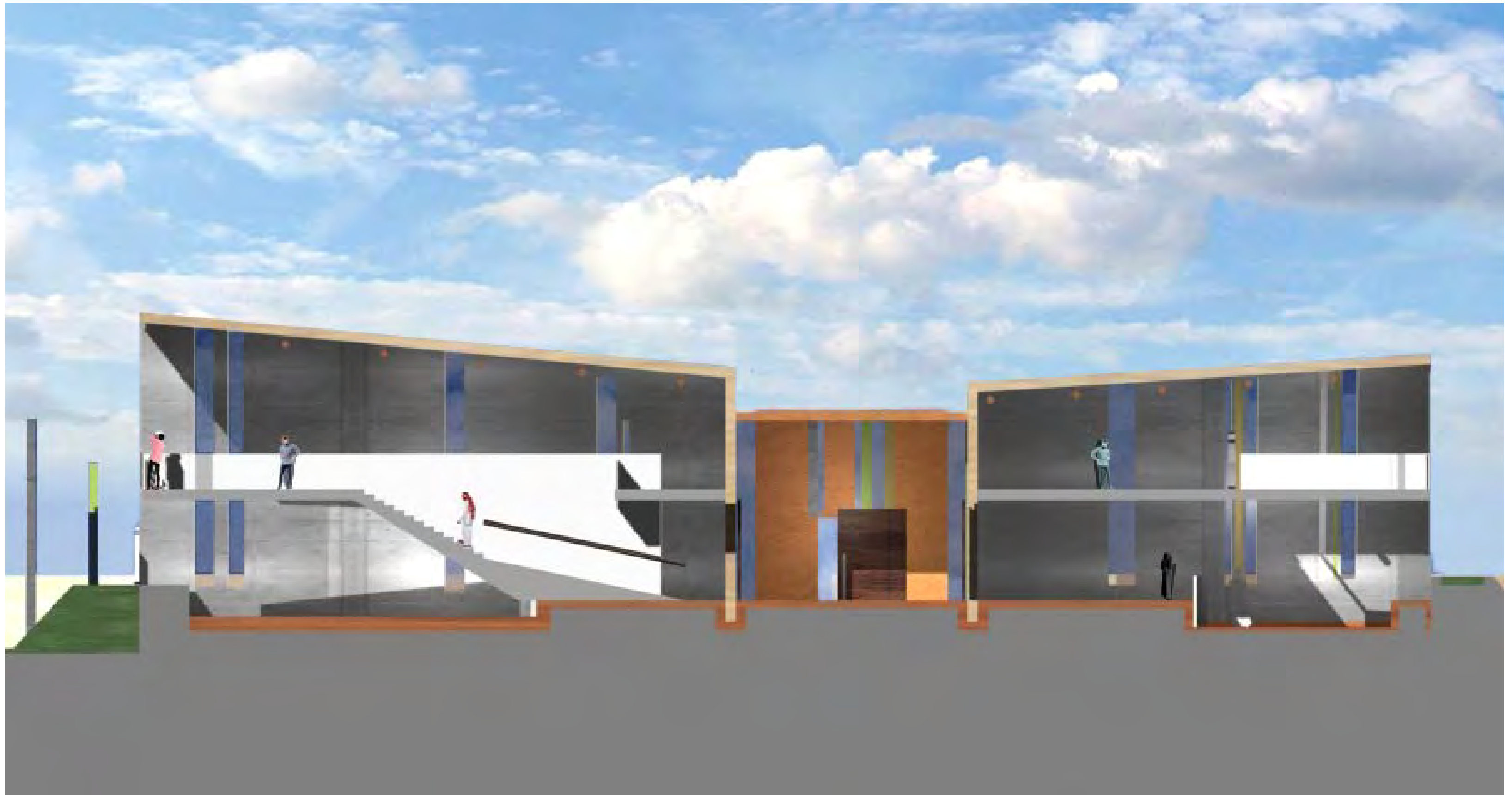
Jeddah



Steak House Restaurant
Jeddah

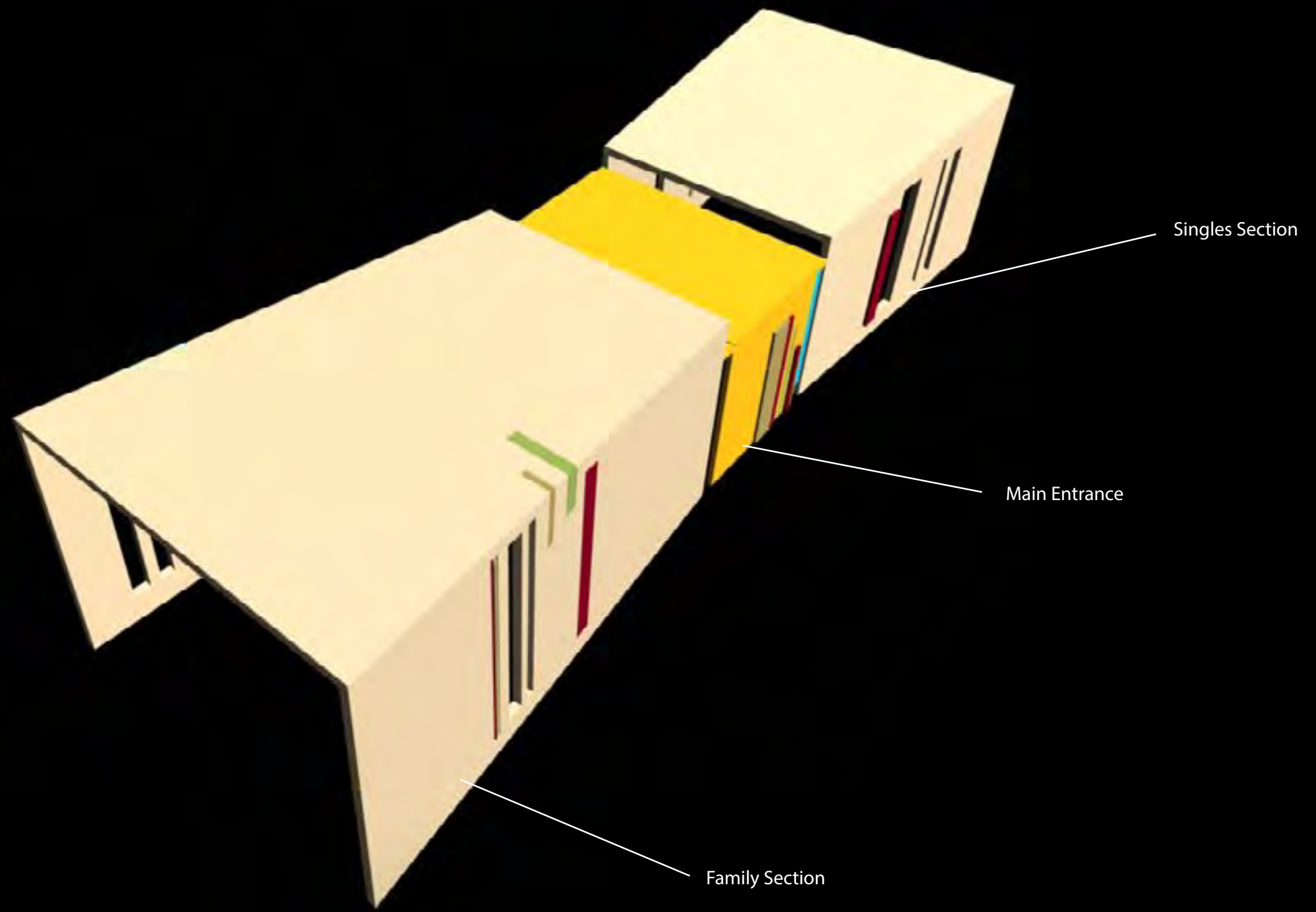


Steak House Restaurant
Jeddah



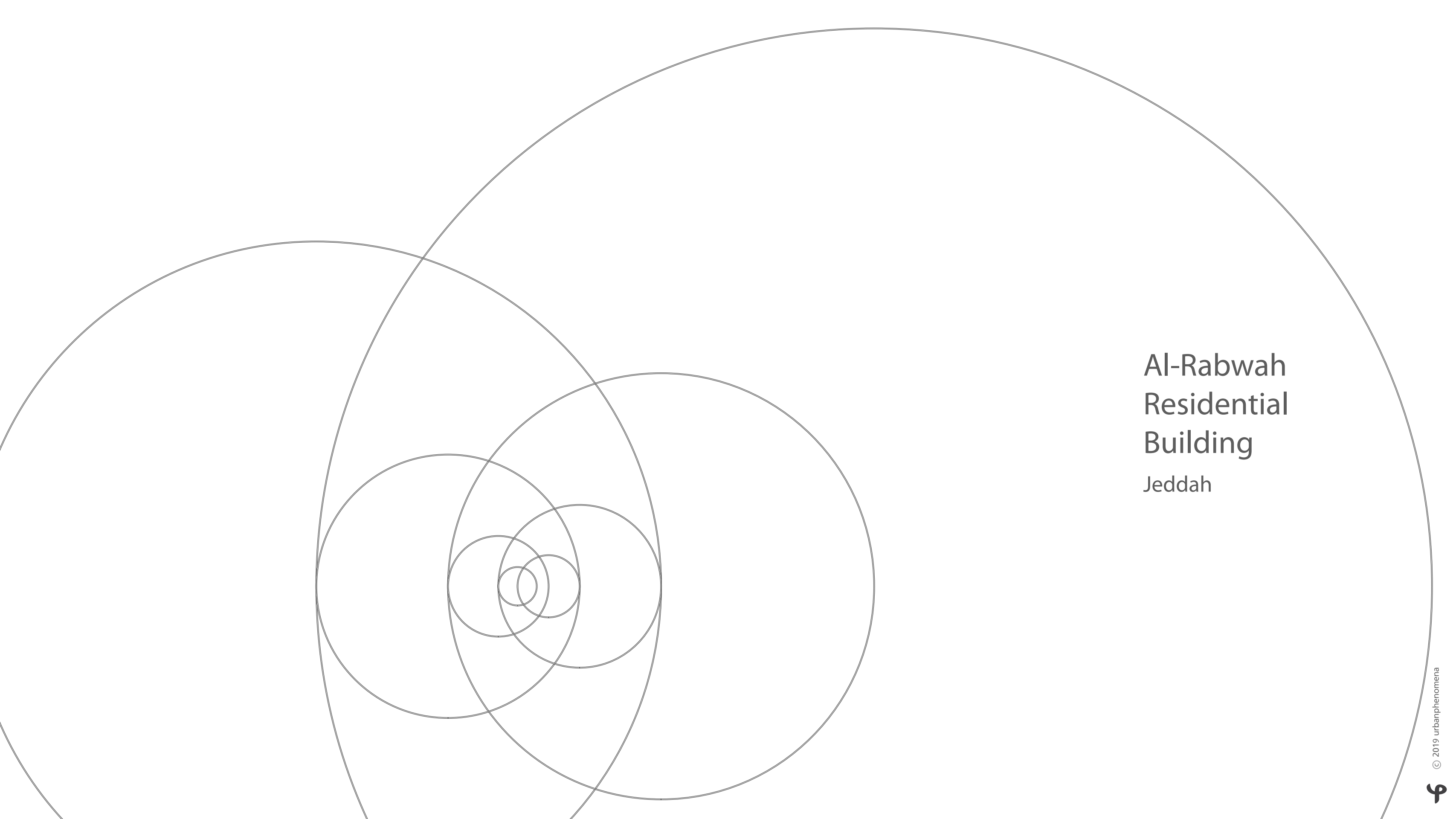
Steak House Restaurant
Jeddah







Steak House Restaurant
Jeddah

An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are drawn with thin, dark lines. Some circles are large and span across the width of the page, while others are smaller and nested within the larger ones. The overlapping creates a complex, layered pattern of shapes.

Al-Rabwah Residential Building

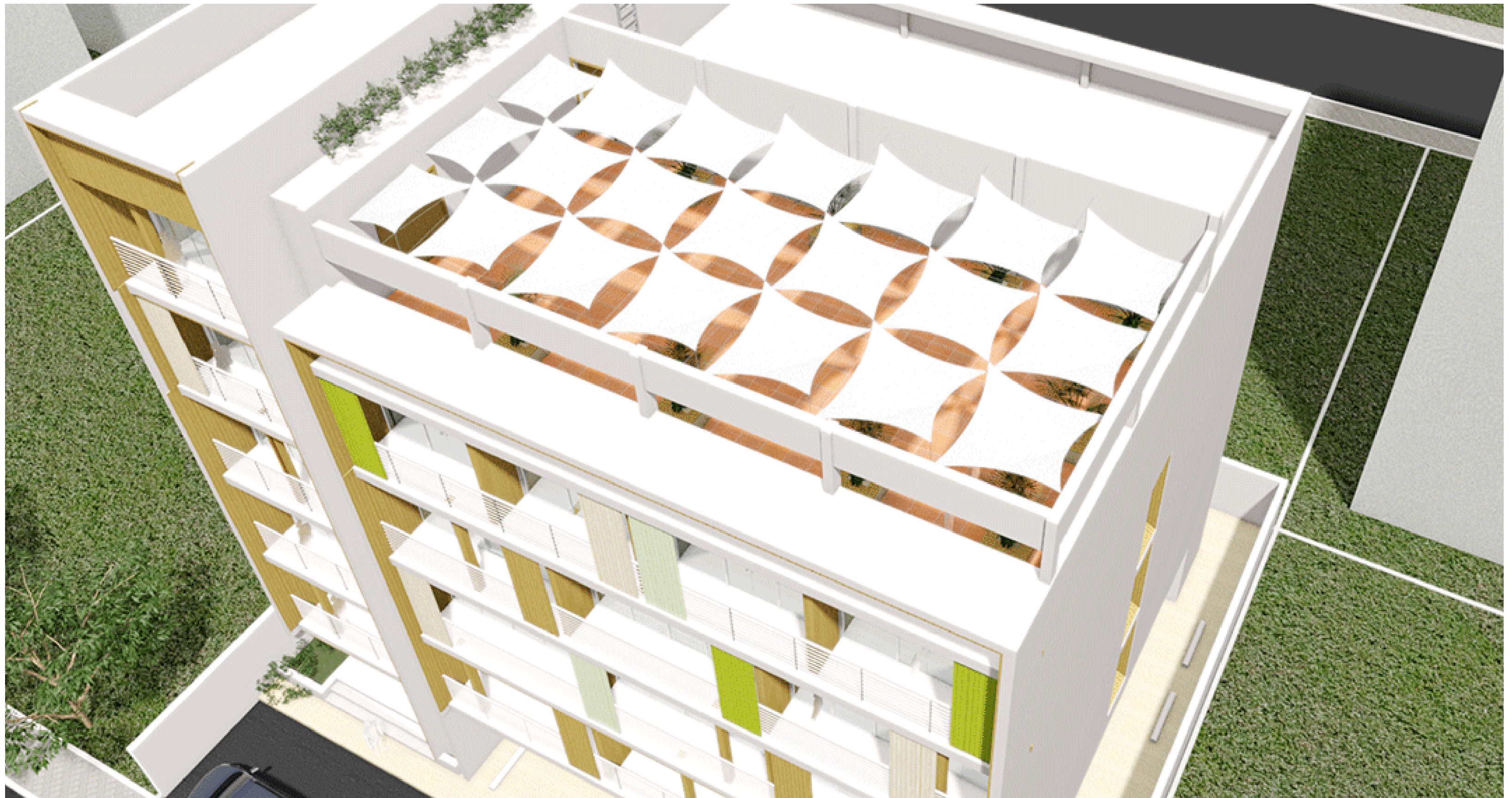
Jeddah



Al-Rabwah Residential Building
Jeddah



Al-Rabwah Residential Building
Jeddah



Al-Rabwah Residential Building
Jeddah

An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are drawn with thin, dark lines. Some circles are large and span across the width of the page, while others are smaller and nested within the larger ones. The overall effect is a complex, layered pattern of circles that creates a sense of depth and movement.

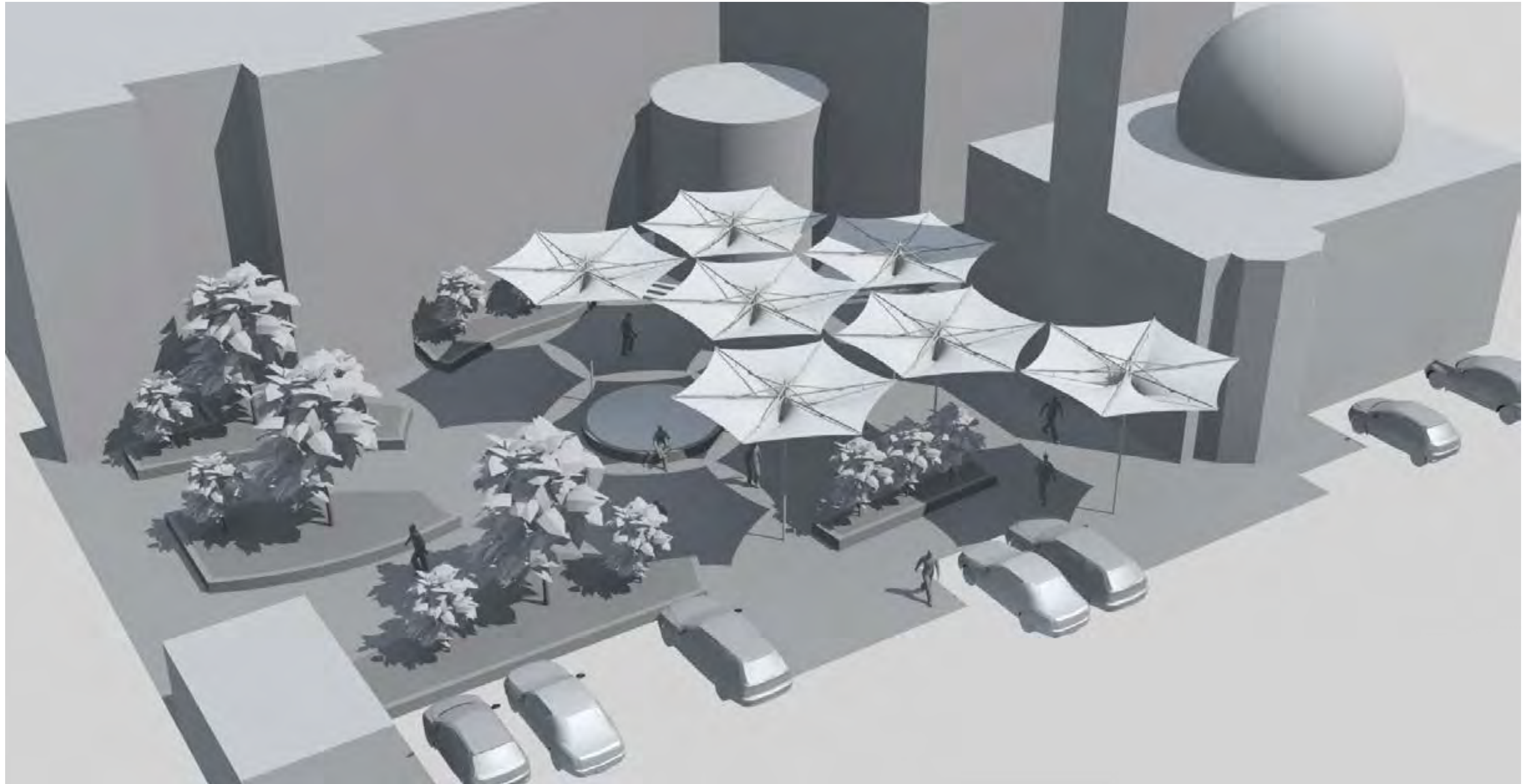
Al-Tujjar
Mosque Piazza
Jeddah



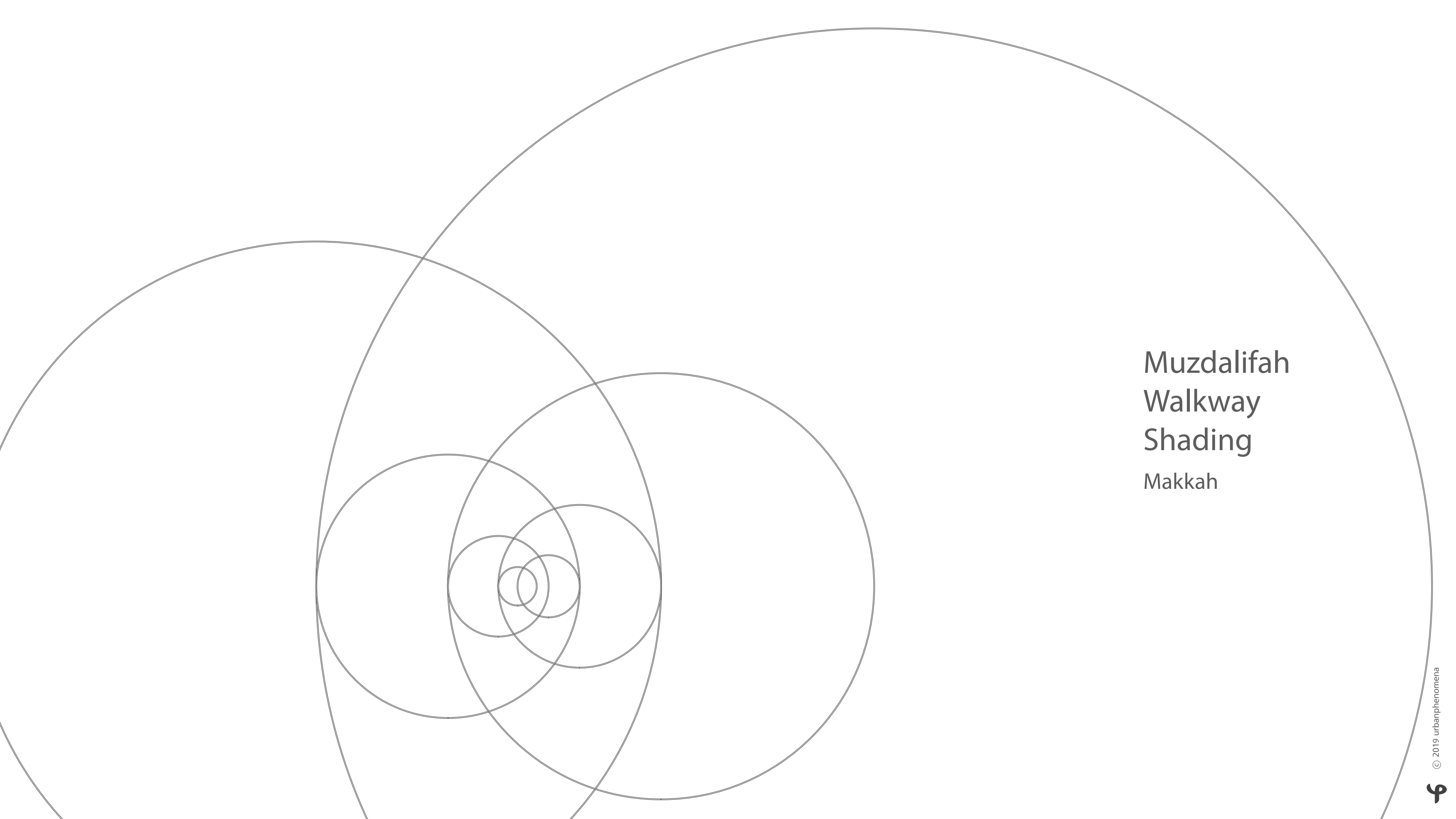
Al-Tujjar Mosque Piazza
Jeddah



Al-Tujjar Mosque Piazza
Jeddah



Al-Tujjar Mosque Piazza
Jeddah



Muzdalifah
Walkway
Shading
Makkah

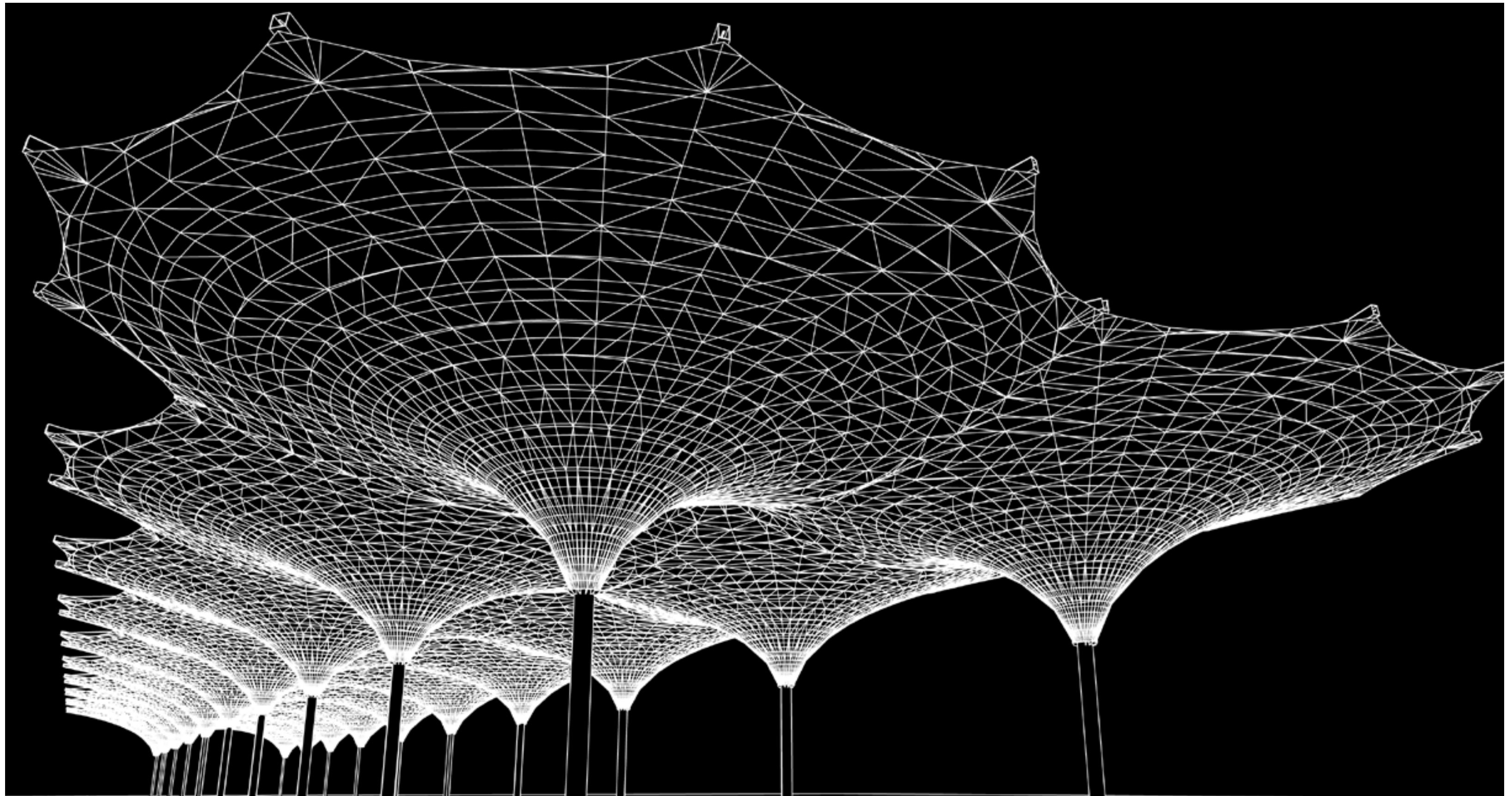


Muzdalifah Walkway Shading
Makkah

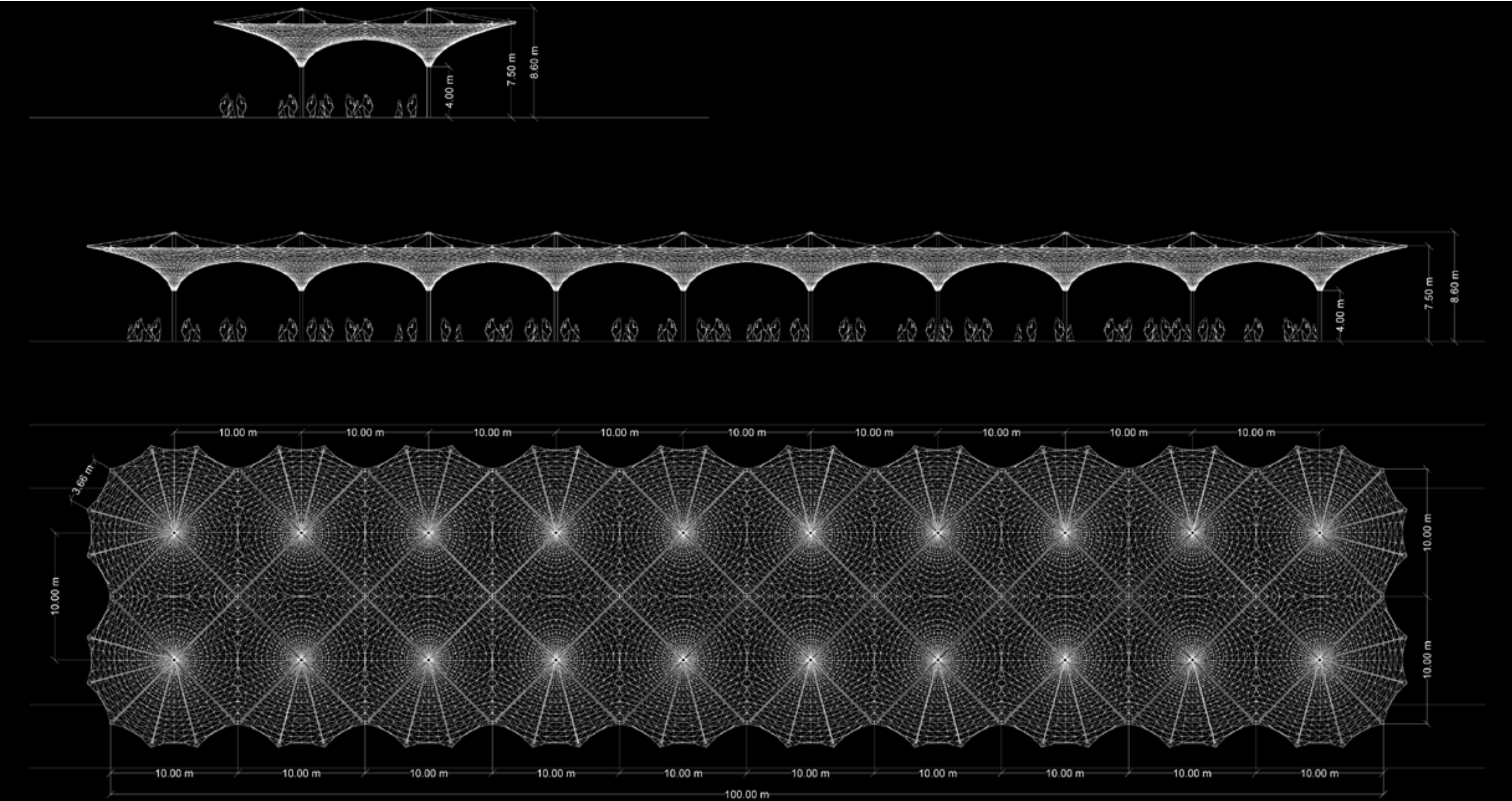




Muzdalifah Walkway Shading
Makkah



Muzdalifah Walkway Shading
Makkah

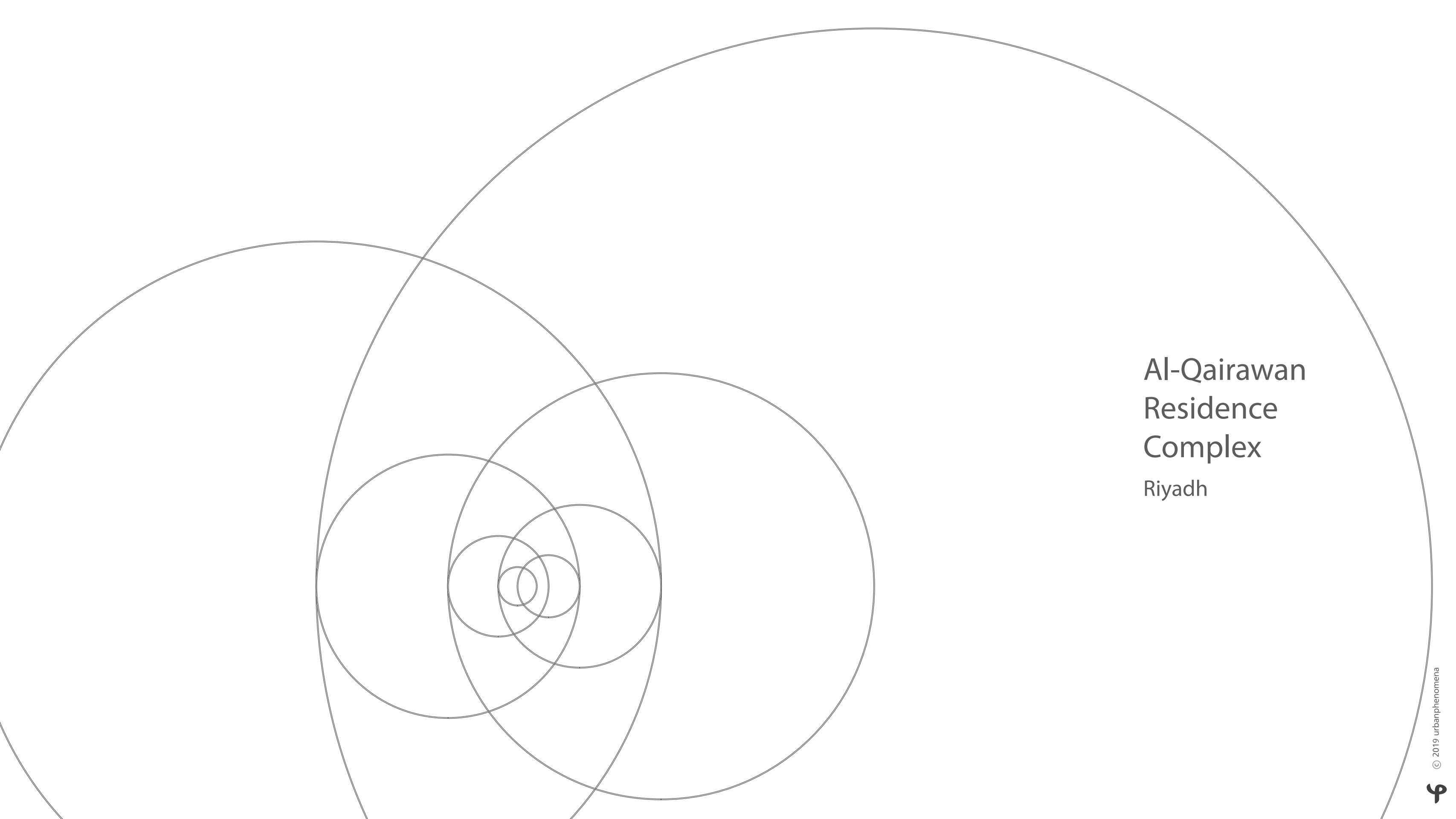


Muzdalifah Walkway Shading
Makkah



Muzdalifah Walkway Shading
Makkah



An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are drawn with thin, dark lines. They overlap in a way that creates a series of nested, concentric-like shapes, though not perfectly concentric. The largest circle is on the left, and smaller circles are nested within its right side, creating a sense of depth and complexity. The overall effect is a minimalist, mathematical composition.

Al-Qairawan Residence Complex

Riyadh



Al-Qairawan Residence Complex
Riyadh



Al-Qairawan Residence Complex
Riyadh





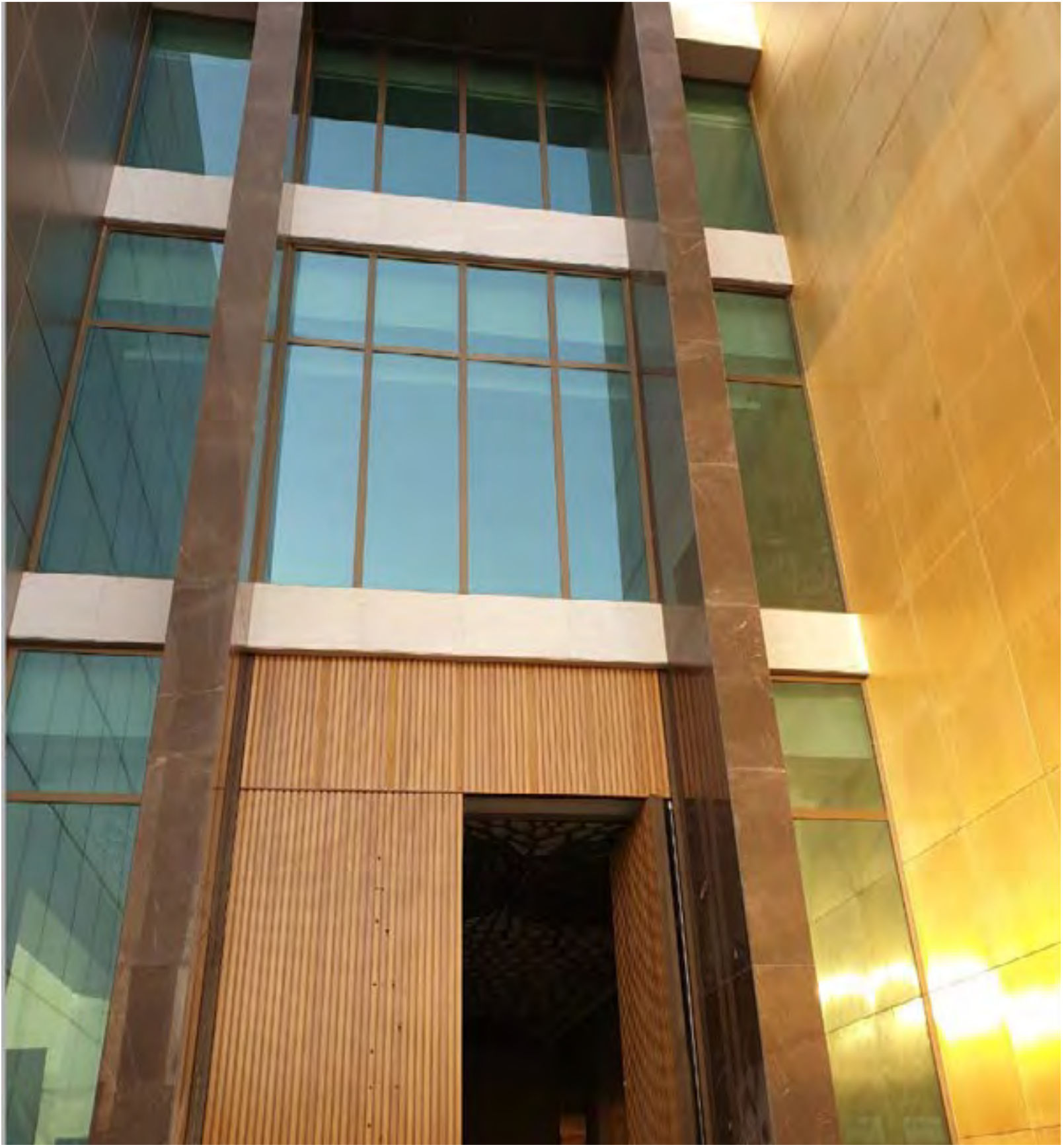
Al-Qairawan Residence Complex
Riyadh

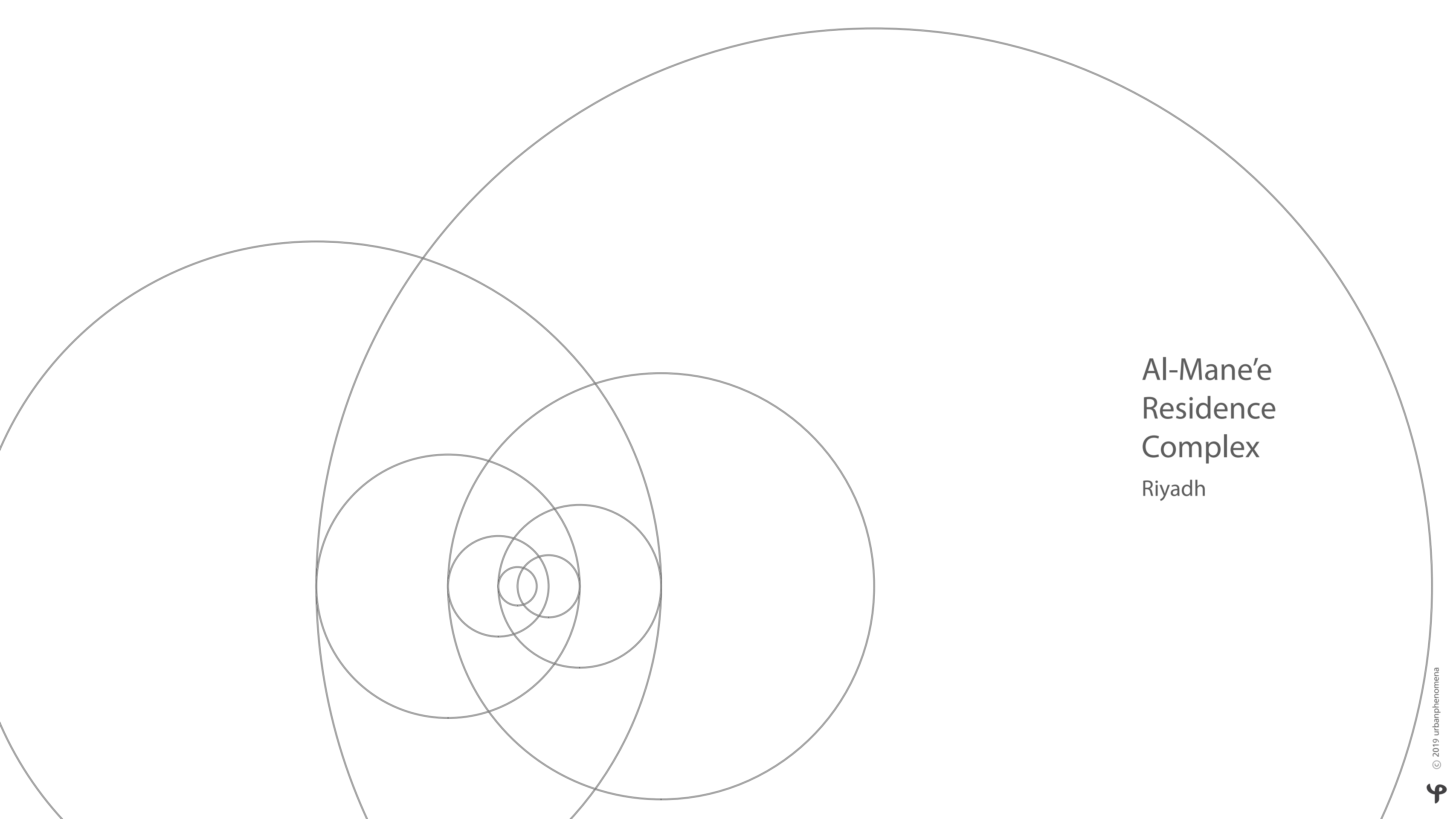


Al-Qairawan Residence Complex
Riyadh



Al-Qairawan Residence Complex
Riyadh



An abstract geometric design consisting of several overlapping circles of varying sizes. The circles are drawn with thin, dark lines. They are arranged in a way that creates a sense of depth and movement, with some circles appearing to be in front of others. The overall composition is minimalist and modern.

Al-Mane'e Residence Complex

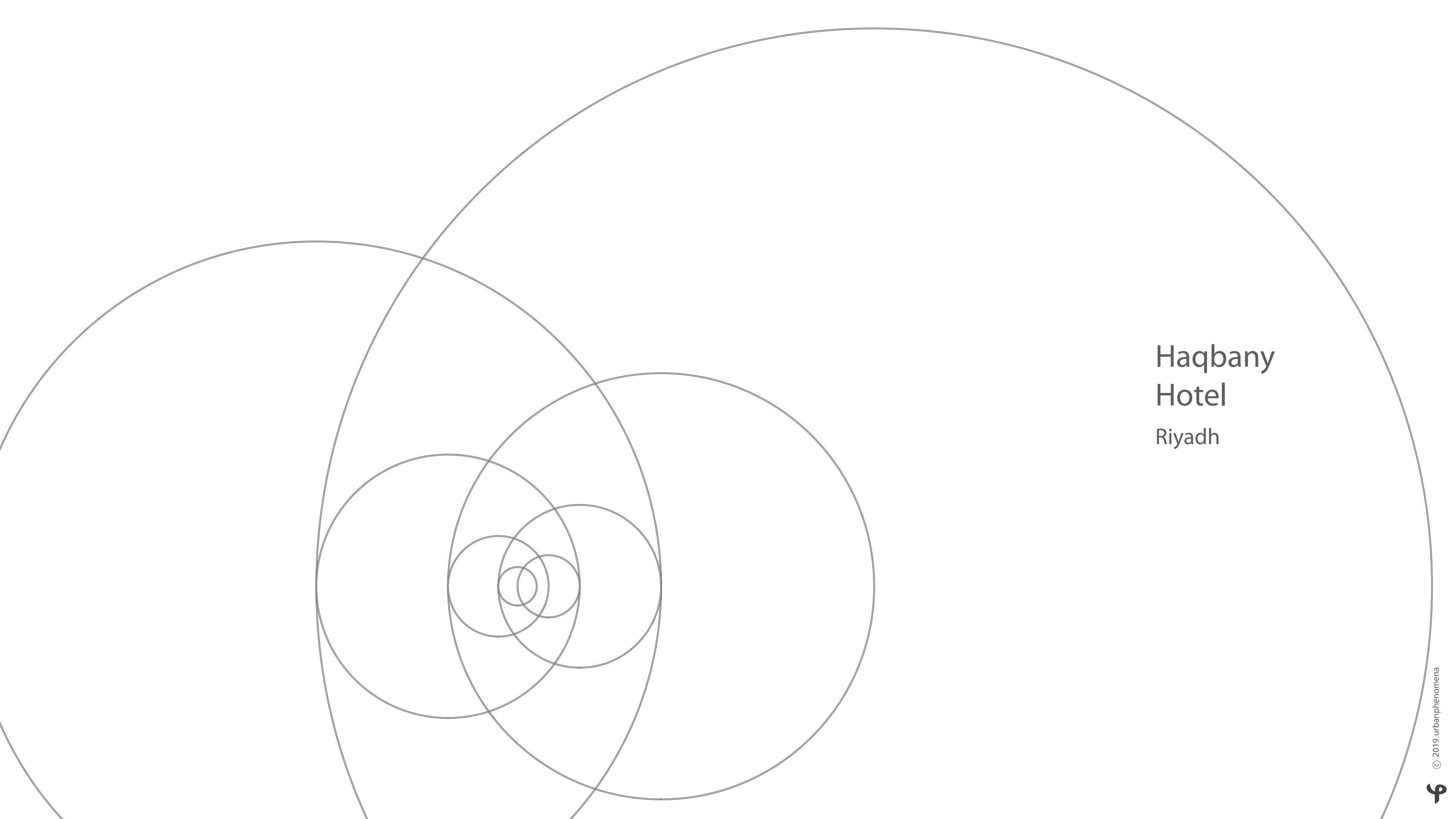
Riyadh



Al-Mane'e Residence Complex
Riyadh



Al-Mane'e Residence Complex
Riyadh



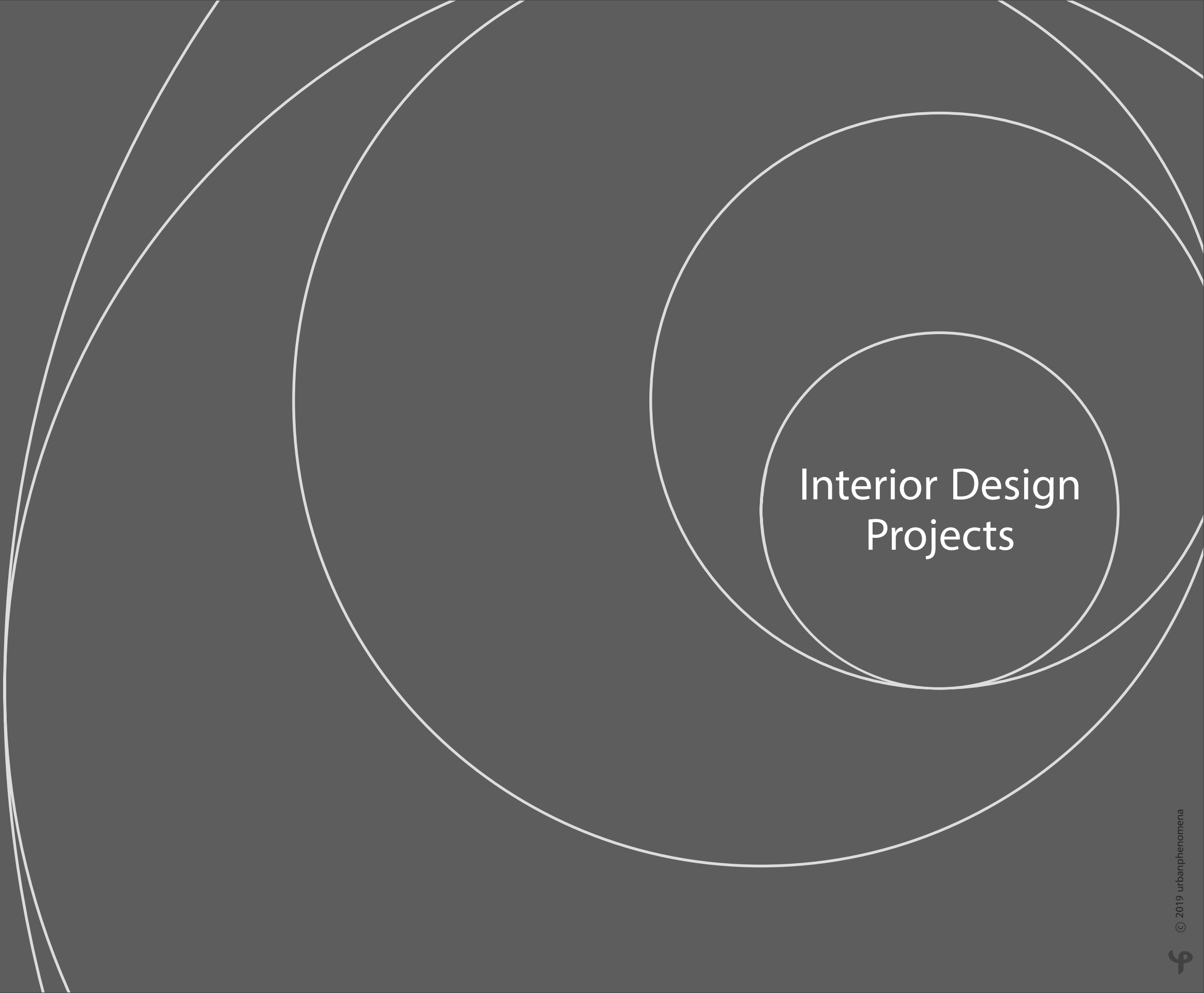
Haqbany
Hotel
Riyadh





Haqbany Hotel
Riyadh





Interior Design Projects

The background of the slide features a series of concentric circles in a light gray color, centered on the right side of the page. The circles vary in size, with the smallest one enclosing the text and larger ones extending towards the left and top edges of the frame.

Hermas Office
The Headquarters
Business park
Jeddah



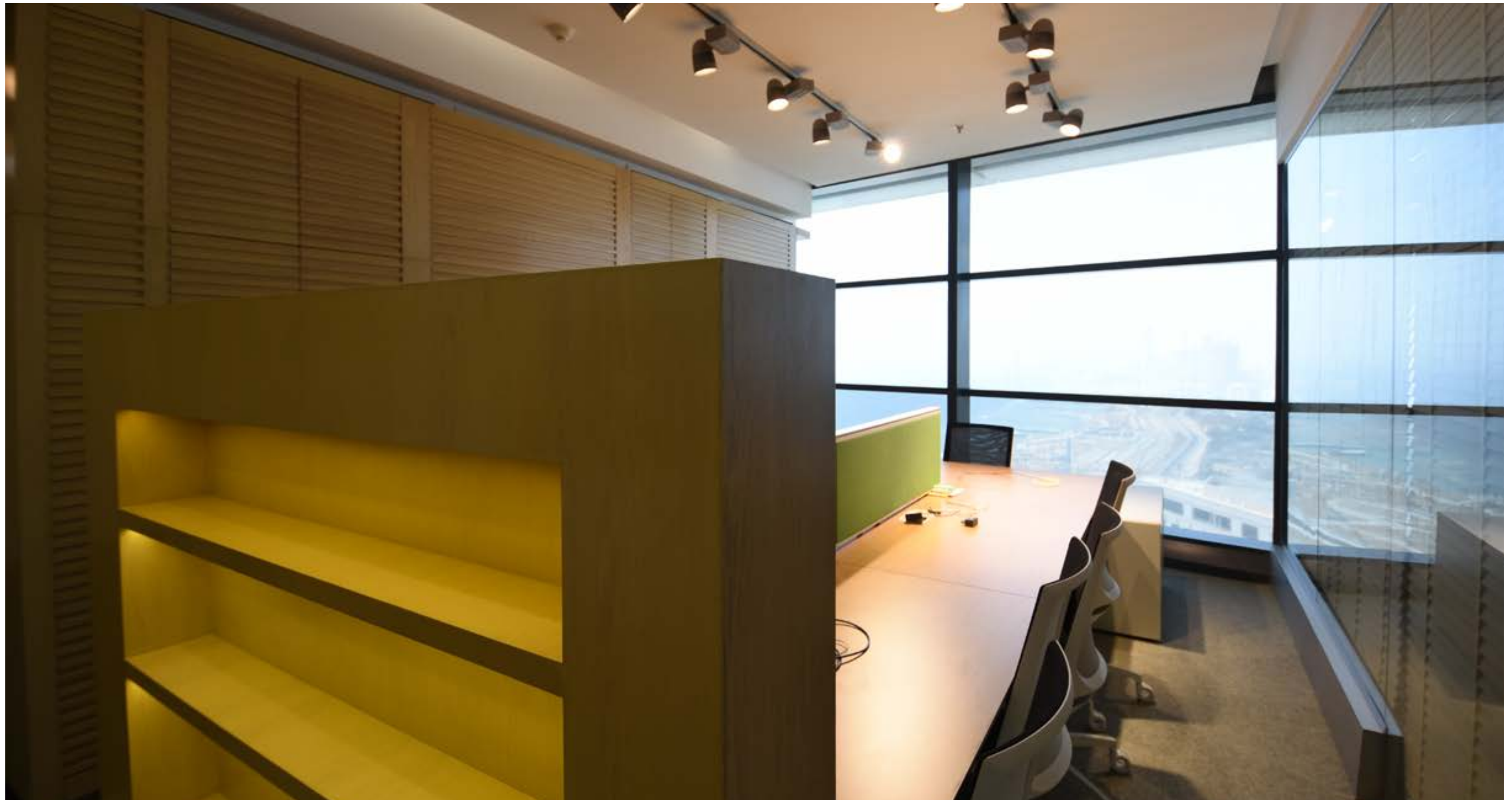
Hermas office
Jeddah



HERMAS 



Hermas office
Jeddah



Hermas office
Jeddah



Hermas office
Jeddah



Hermas office
Jeddah



Hermas office
Jeddah



Hermas office
Jeddah

The background of the slide features a series of concentric circles in a light gray color, centered on the right side of the page. The circles vary in size, creating a sense of depth and focus towards the central text.

**Abdulwahab
Kutbi Office**
Jeddah



Abdulwahab Kutbi Office
Jeddah

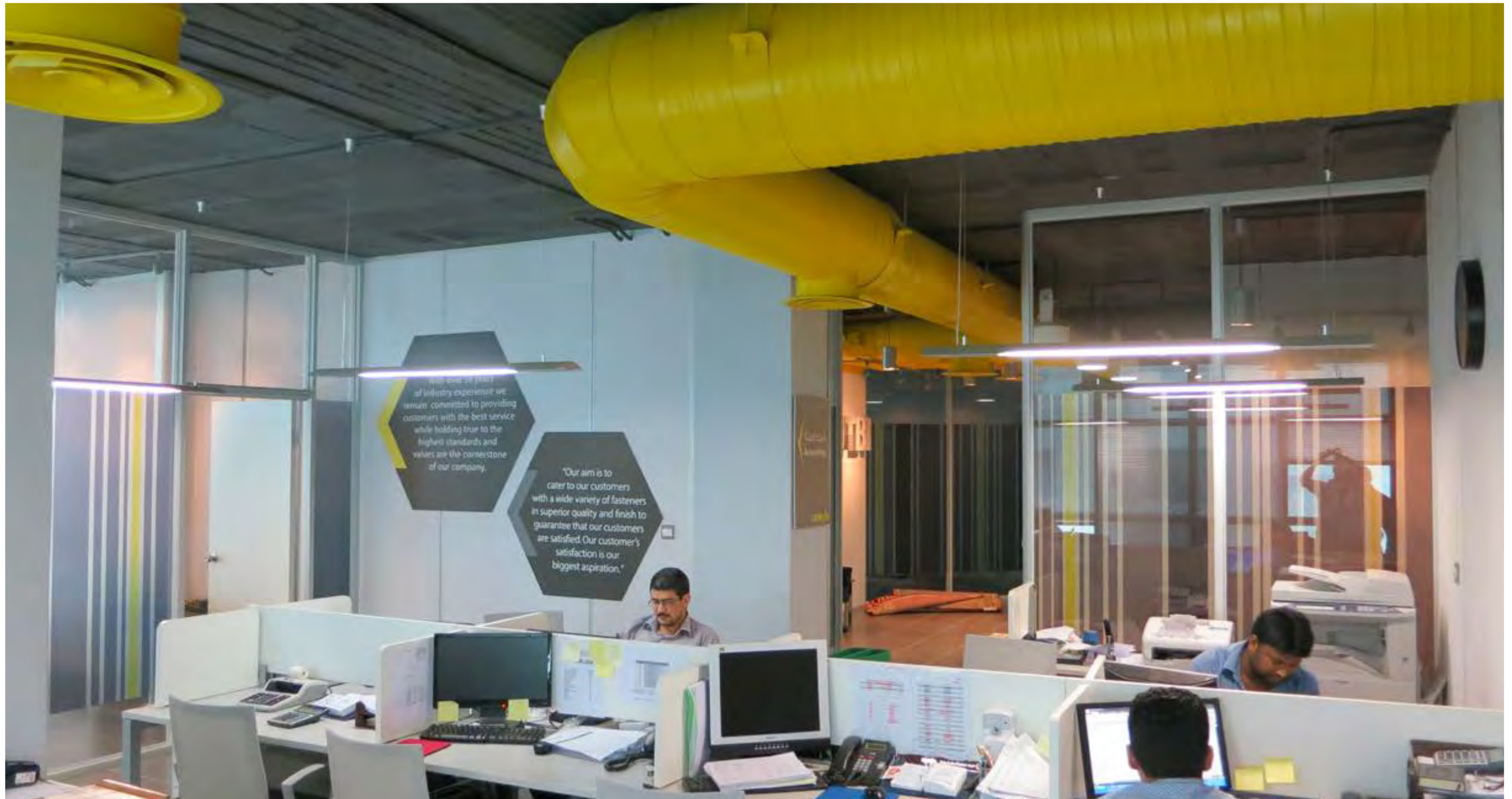


Abdulwahab Kutbi Office
Jeddah





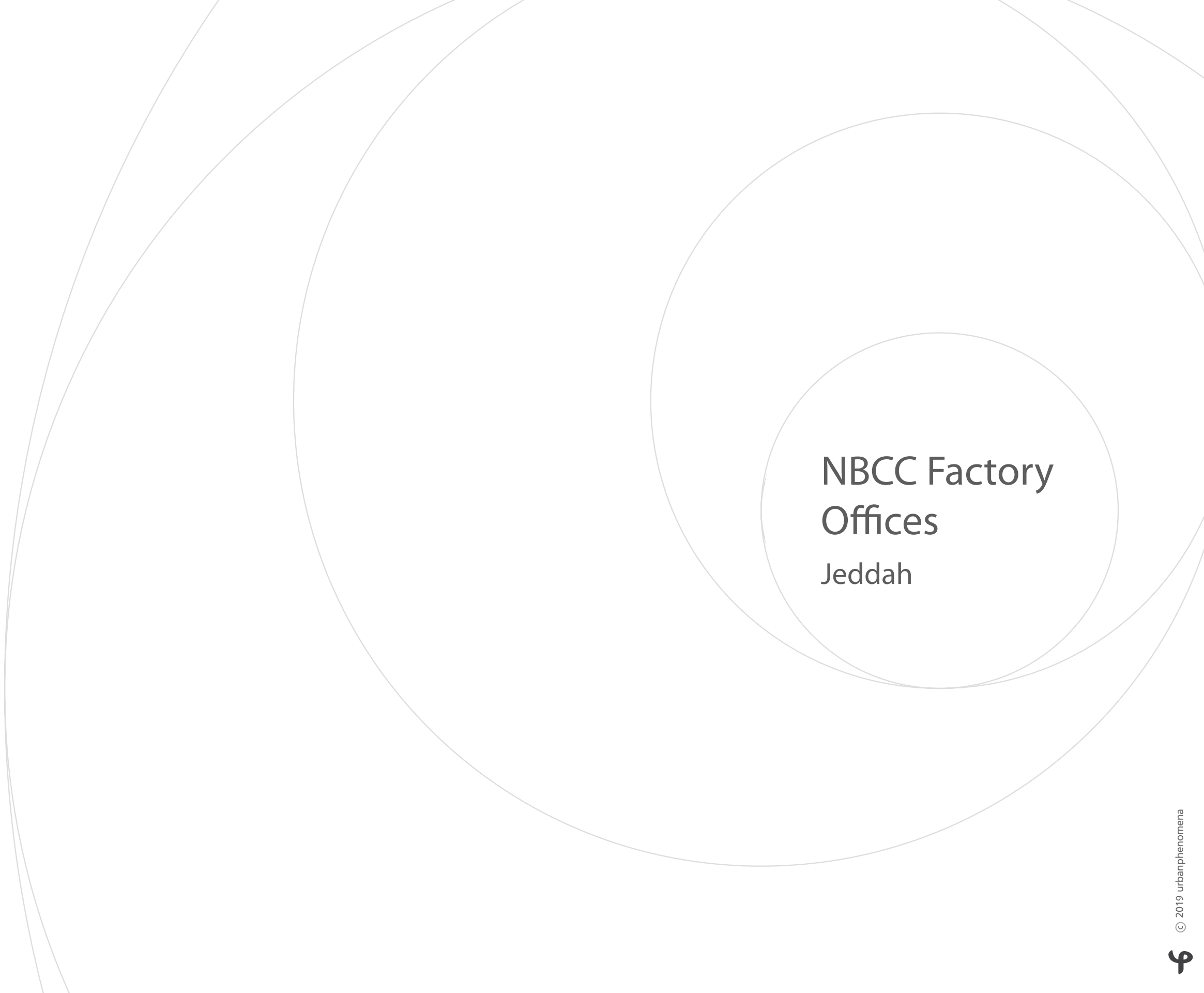
Abdulwahab Kutbi Office
Jeddah



Abdulwahab Kutbi Office
Jeddah



Abdulwahab Kutbi Office
Jeddah

The background of the slide features a series of concentric circles in a light gray color, centered on the right side of the page. The circles vary in size, with the smallest one enclosing the text and larger ones extending towards the left and bottom edges of the frame.

NBCC Factory Offices

Jeddah



NBCC Factory Offices
Jeddah



NBCC Factory Offices
Jeddah



NBCC Factory Offices
Jeddah



NBCC Factory Offices
Jeddah





NBCC Factory Offices
Jeddah

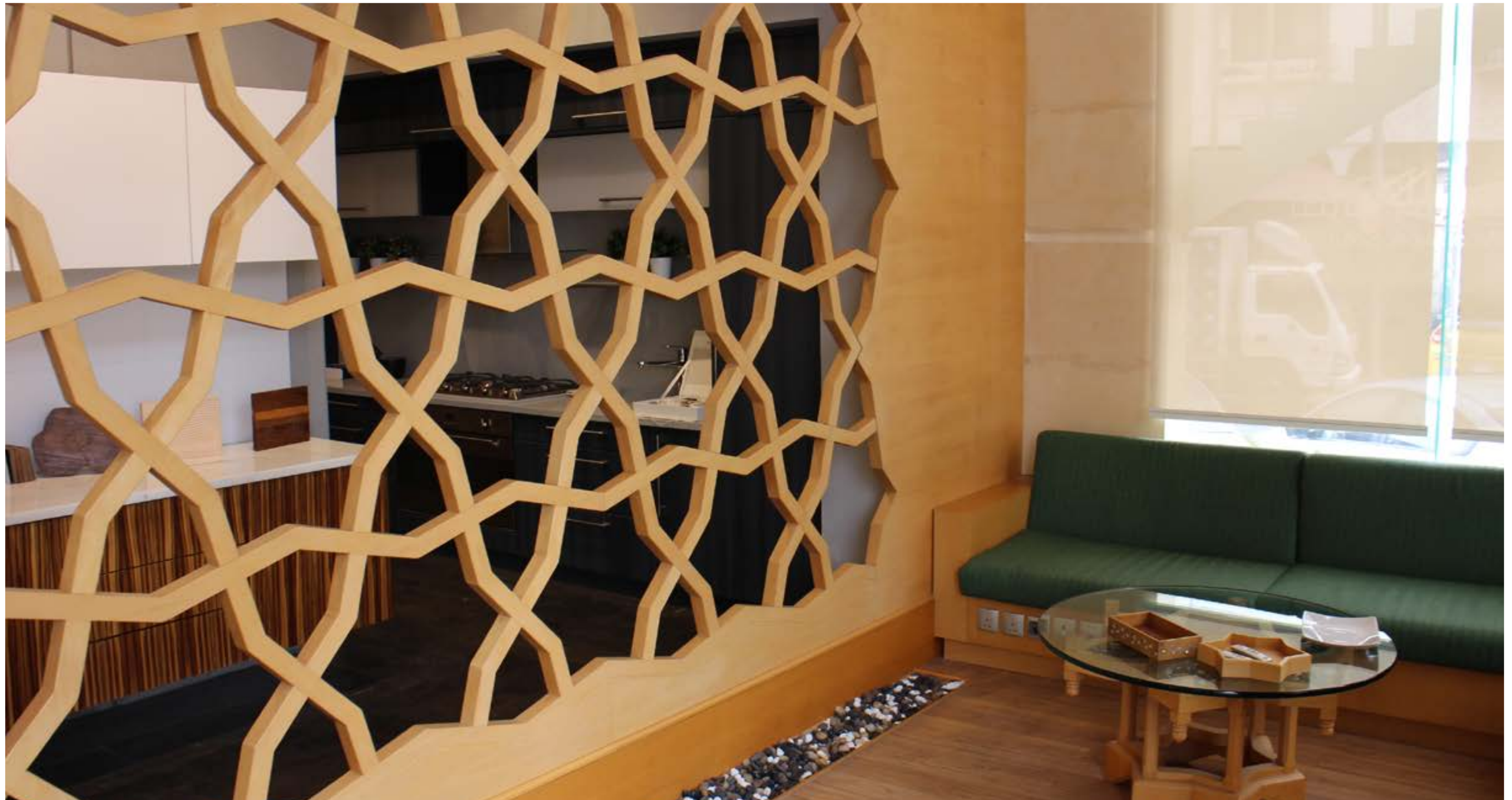
The background of the slide features a series of concentric circles in a light gray color, centered on the right side of the frame. The circles vary in size, with the smallest one enclosing the text and larger ones extending towards the left and bottom edges of the slide.

Hafiz Woodworks Showroom

Jeddah



Hafiz Woodworks showroom
Jeddah



Hafiz Woodworks showroom
Jeddah



Hafiz Woodworks showroom
Jeddah



Hafiz Woodworks showroom
Jeddah

The background of the slide features a series of concentric circles in a light gray color, centered on the right side of the page. The circles vary in size, with the smallest one enclosing the text and larger ones extending towards the left and bottom edges of the frame.

Meraki Coffee Roastery & Lounge

Jeddah



Meraki Coffee Roastery & Lounge
Jeddah





Meraki Coffee Roastery & Lounge
Jeddah



Meraki Coffee Roastery & Lounge
Jeddah



Meraki Coffee Roastery & Lounge
Jeddah

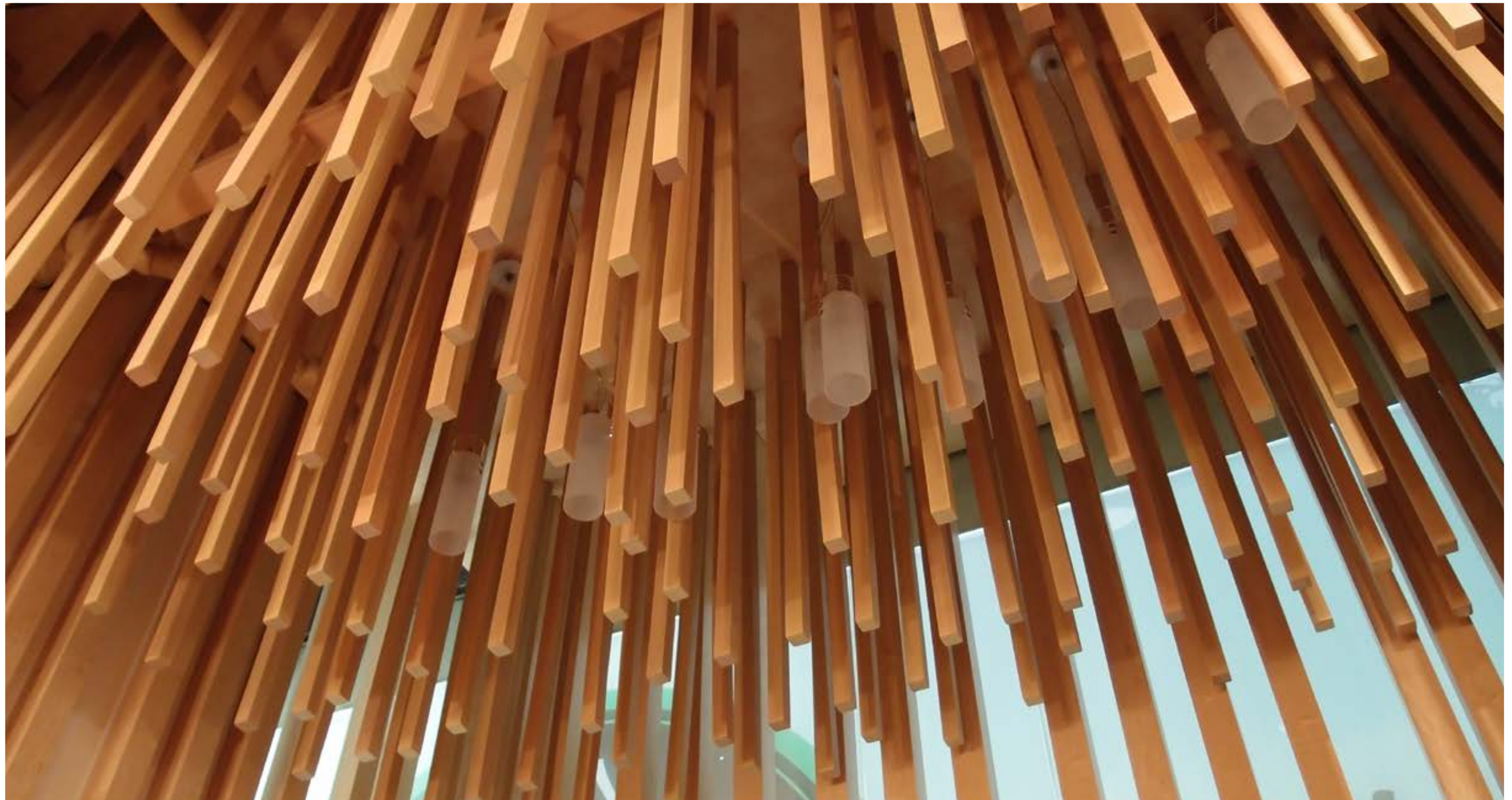


Meraki Coffee Roastery & Lounge
Jeddah

The background of the slide features a series of concentric circles in a light gray color, centered on the right side of the frame. The circles vary in size, with the smallest one enclosing the text and larger ones extending towards the left and bottom edges of the slide.

Wakame Sushi Lounge

Jeddah



Wakame Sushi Lounge
Jeddah



Wakame Sushi Lounge
Jeddah



Wakame Sushi Lounge
Jeddah



Wakame Sushi Lounge
Jeddah



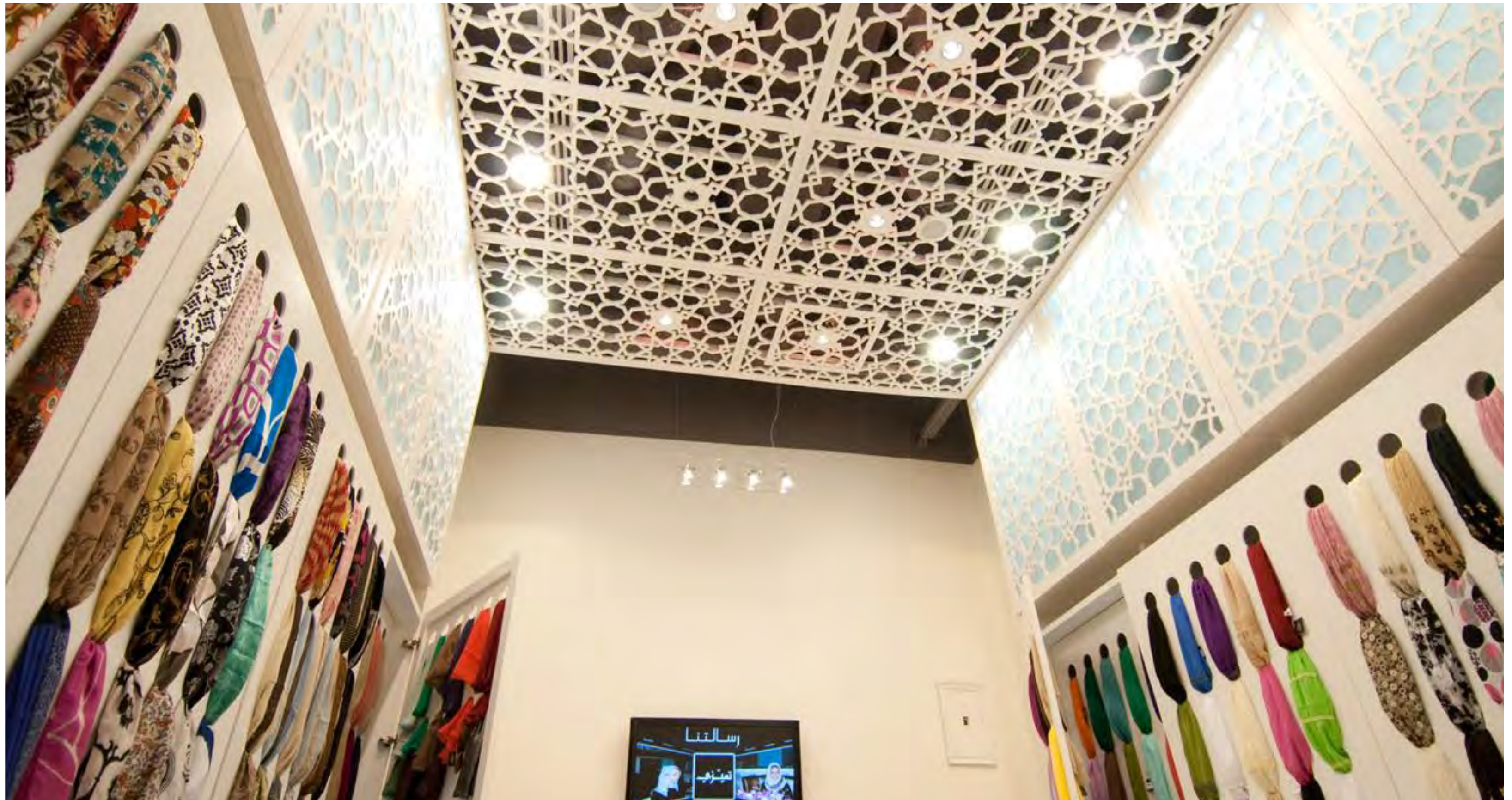
Tarhati
showroom
Jeddah



Tarhati Showroom
Jeddah



Tarhati Showroom
Jeddah



Tarhati Showroom
Jeddah



Hamza
showroom
Jeddah



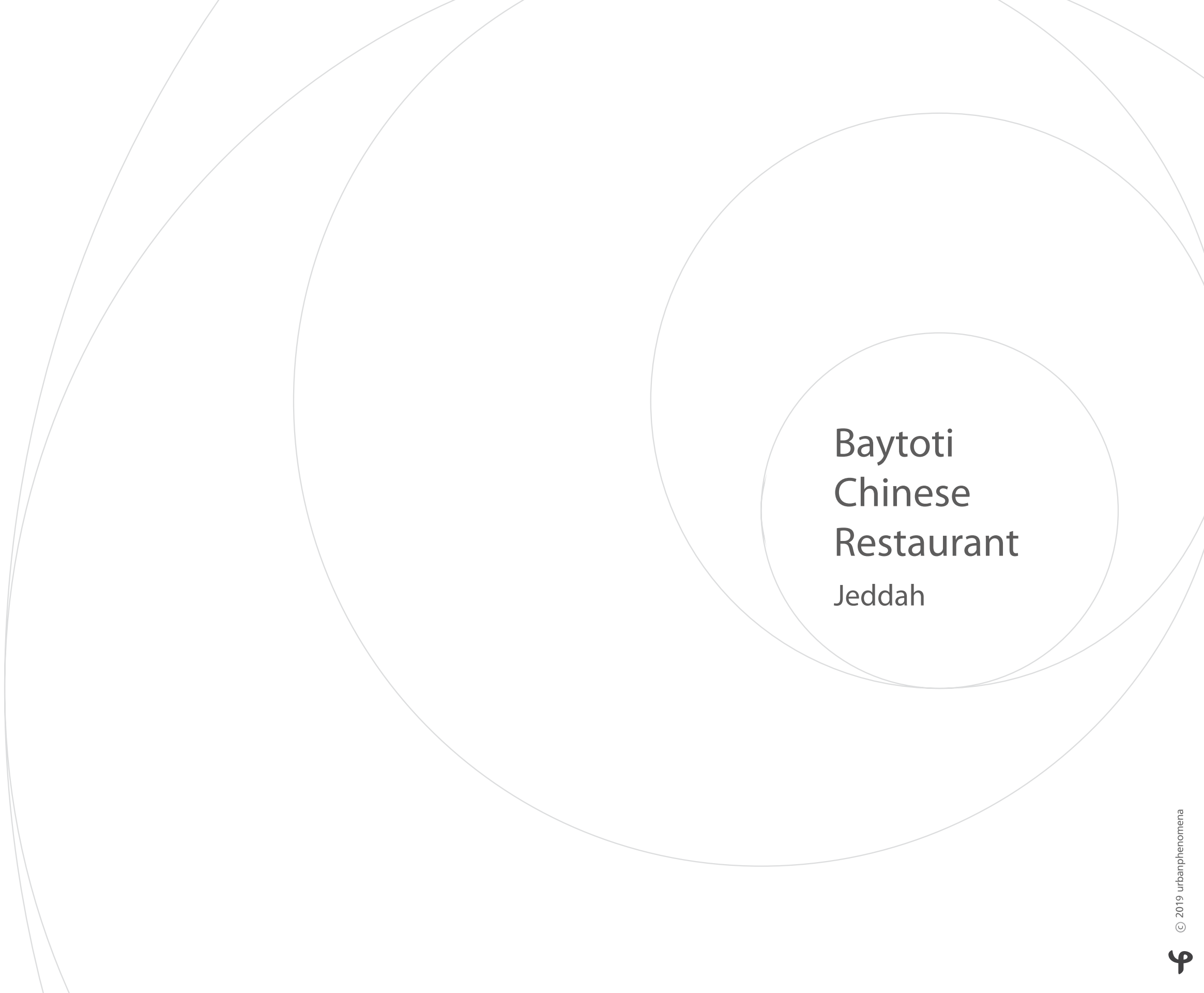
Hamza showroom
Jeddah



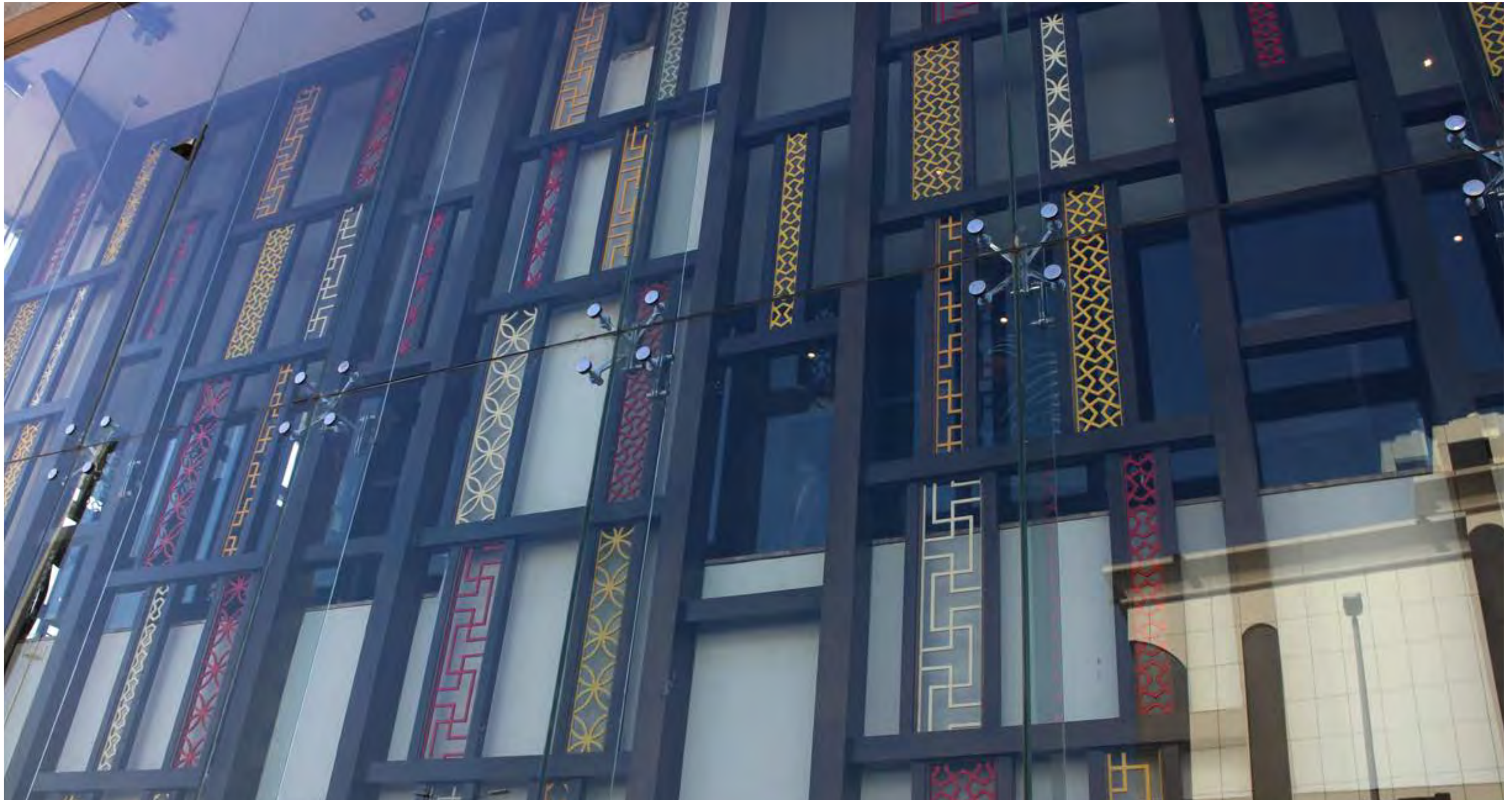
Hamza showroom
Jeddah



Hamza showroom
Jeddah

The background features a series of concentric circles in a light gray color, centered on the right side of the page. The circles vary in size, with the smallest one enclosing the text and larger ones extending towards the left and bottom edges of the frame.

Baytoti Chinese Restaurant Jeddah



Baytoli Chinese Restaurant
Jeddah



Baytoti Chinese Restaurant
Jeddah

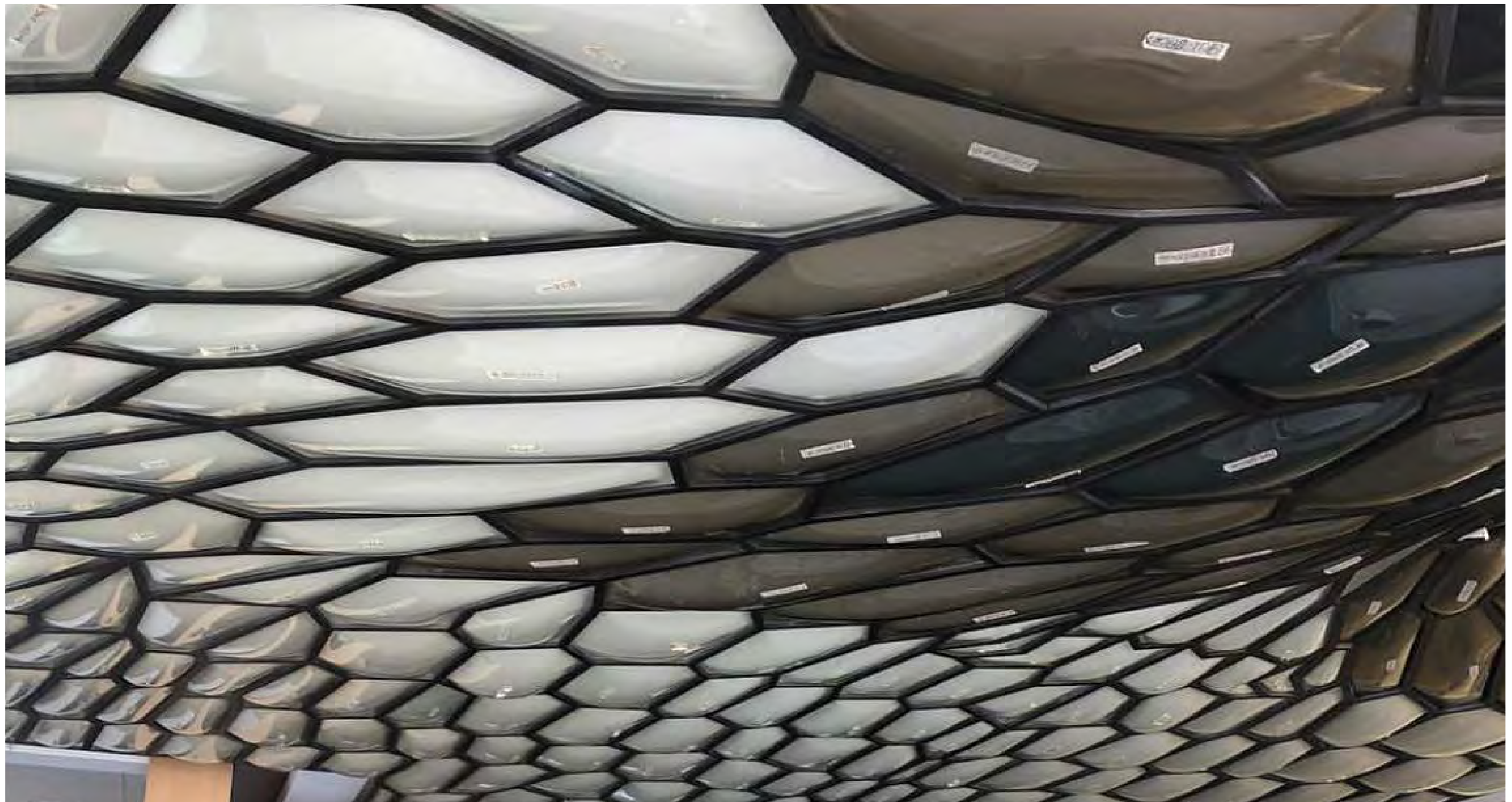


Baytoti Chinese Restaurant
Jeddah

Al-Qairawan
Residence
Complex
Riyadh



Al-Qairawan Residence Complex
Riyadh



Al-Qairawan Residence Complex
Riyadh

The background of the slide features a series of concentric circles in a light gray color, centered on the right side of the page. The circles vary in size, with the smallest one enclosing the text and larger ones extending towards the left and bottom edges of the frame.

Al-Mane'e
Residence
Complex
Riyadh



Al-Mane'e Residence Complex
Riyadh



Al-Mane'e Residence Complex
Riyadh



Al-Mane'e Residence Complex
Riyadh

The background of the page features a series of concentric circles in a light gray color, centered on the right side of the page. The circles vary in size, creating a sense of depth and focus towards the central text.

Haqbany
Hotel
Riyadh

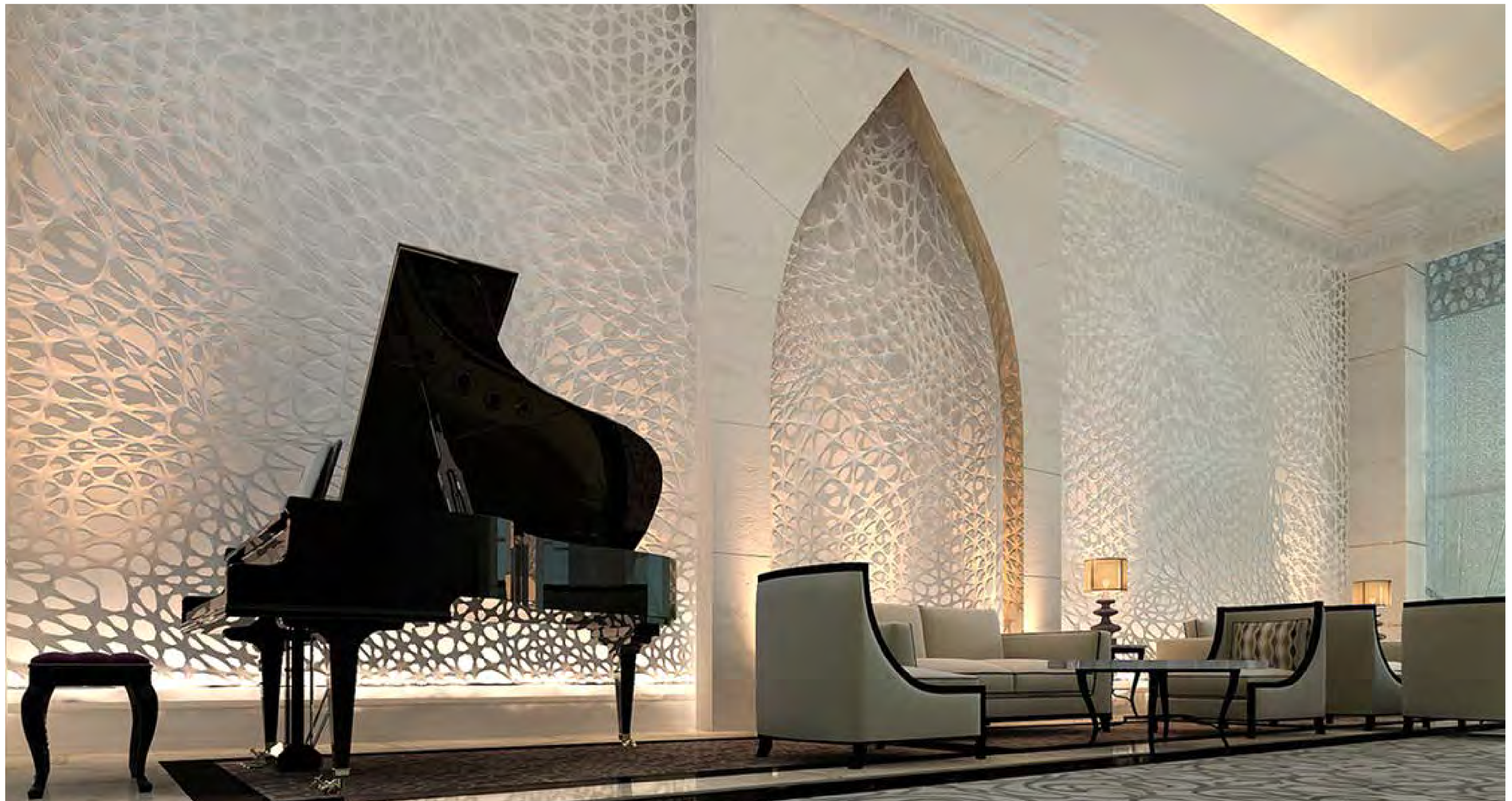


Haqbany Hotel
Riyadh



Haqbany Hotel
Riyadh





Haqbany Hotel
Riyadh

DoubleTree
by Hilton
Hotel
Riyadh



DoubleTree by Hilton Hotel
Riyadh



DoubleTree by Hilton Hotel
Riyadh



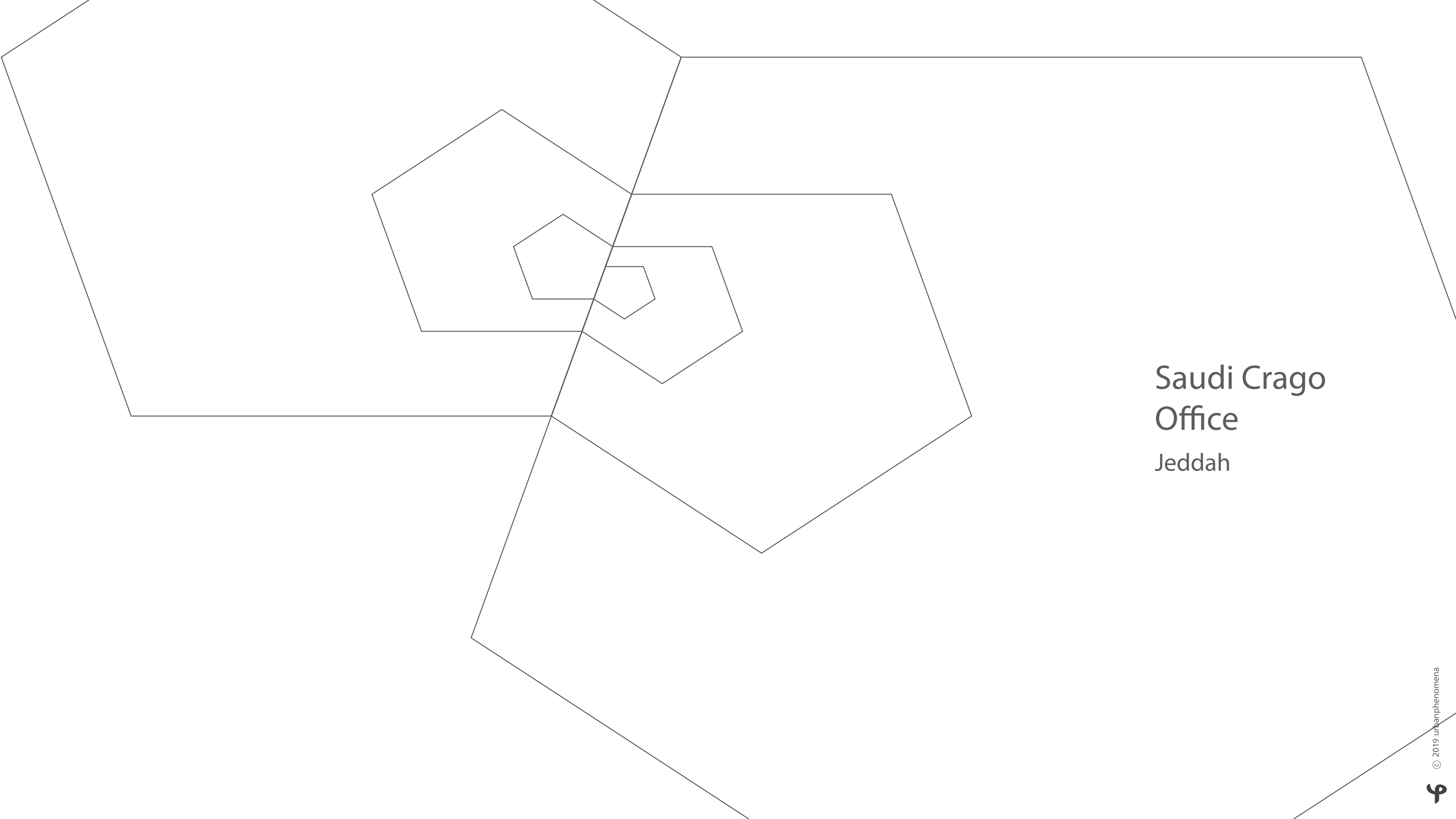


DoubleTree by Hilton Hotel
Riyadh





Environmental Design Projects



Saudi Crago Office Jeddah

السعودية SAUDIA CARGO

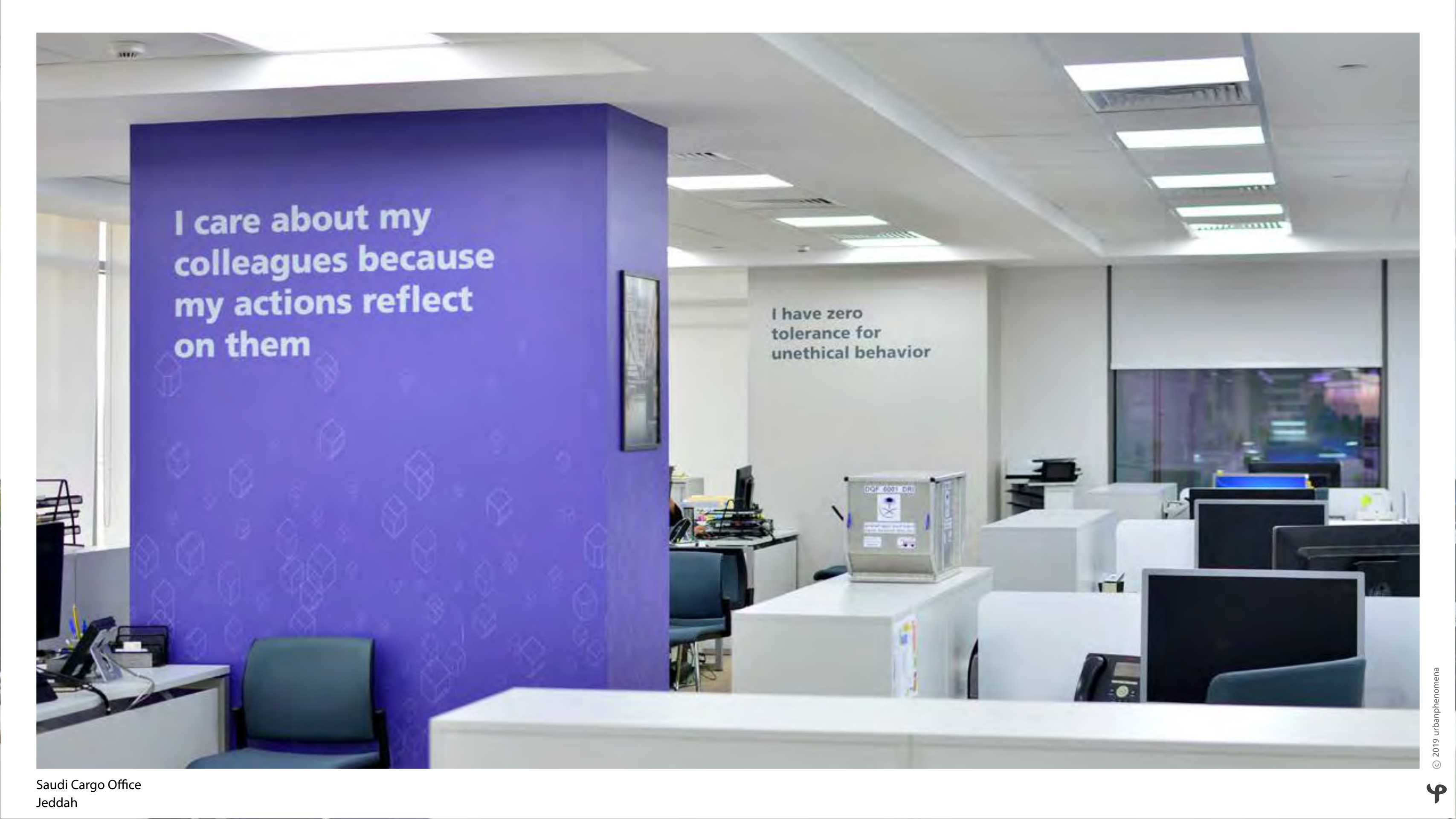




Saudi Cargo Office
Jeddah





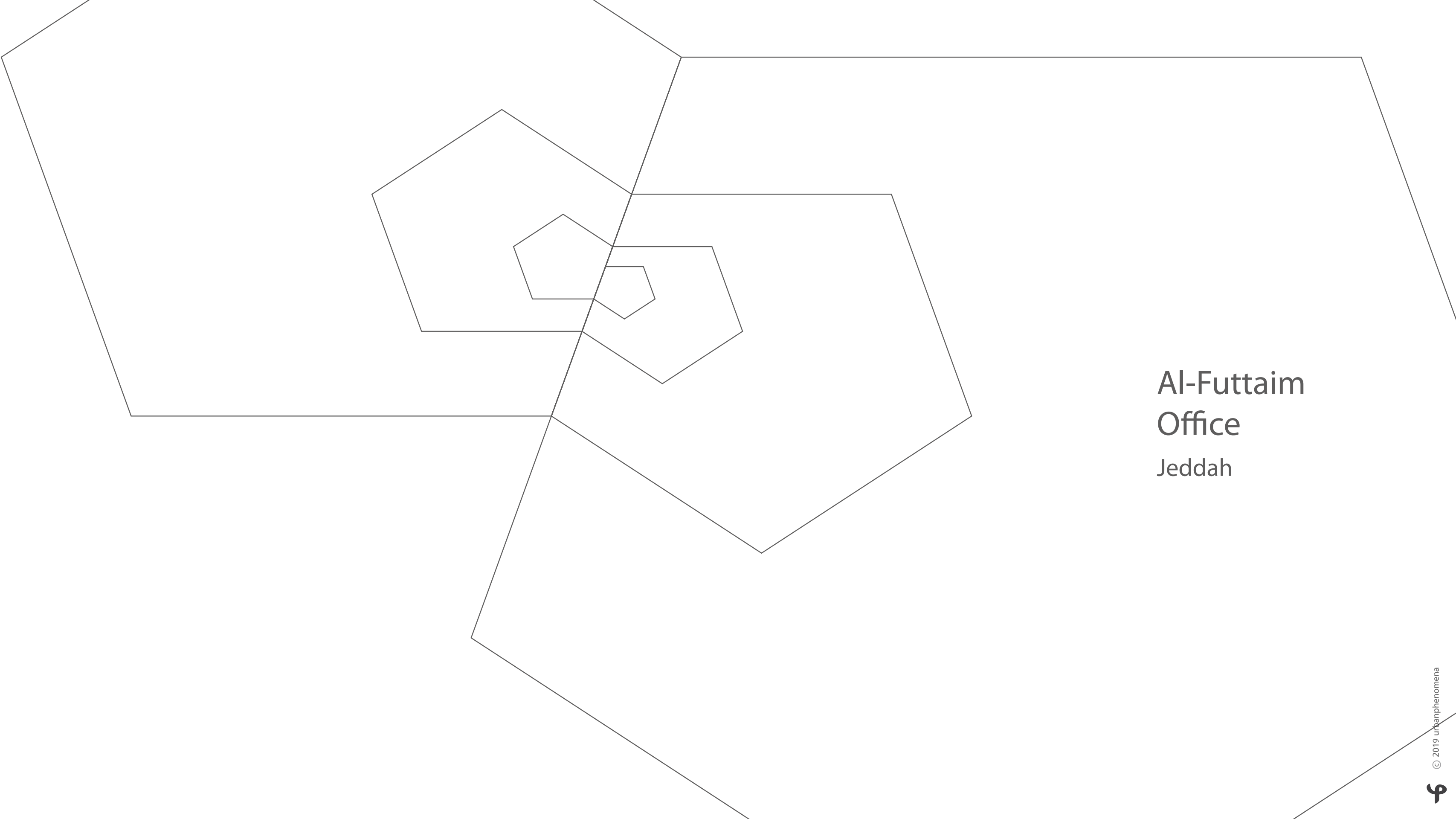
A photograph of an office interior. In the foreground, there is a large purple wall with a repeating geometric pattern. On this wall, a motivational poster reads "I care about my colleagues because my actions reflect on them". To the right, a white wall features another poster that says "I have zero tolerance for unethical behavior". The office has white cubicles, computer monitors, and desks. The ceiling is white with recessed lighting.

**I care about my
colleagues because
my actions reflect
on them**

**I have zero
tolerance for
unethical behavior**



Saudi Cargo Office
Jeddah



Al-Futtaim Office Jeddah



Al-Futtaim Office
Jeddah



Al-Futtaim Office
Jeddah





Al-Futtaim Office
Jeddah



Al-Futtaim Office
Jeddah

The background features a series of white, thin, overlapping geometric lines that create a complex, abstract pattern. These lines form various polygons and intersect to create a sense of depth and movement across the dark gray field.

Wayfinding Projects

برجۃ الحمرۃ نزاری

Piazza Redesign. Wayfinding & Sign Design. Landscape design. Visual Identity.

Hazzazi Piazza
Jeddah



Hazzazi Piazza
Jeddah



Hazzazi Piazza
Jeddah



Hazzazi Piazza
Jeddah



حي الأعمال

The Business Quarter

Wayfinding & Sign Design. Building Identification. Visual Identity & Logo. Pictogram design.

BQ – Office Park
Dammam



BQ – Office Park
Dammam





BQ – Office Park
Dammam



BQ – Office Park
Dammam





BQ – Office Park
Dammam



BQ – Office Park
Dammam



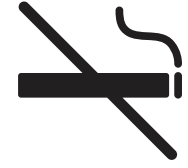
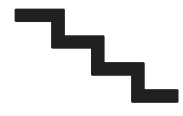
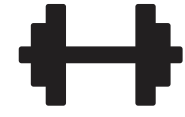
BQ – Office Park
Dammam



BQ – Office Park
Dammam



The Business Quarter
حي الأعمال





Wayfinding & Sign Design. Pictogram design.

J - ONE
Residential
compound
Jeddah



J - ONE community compound
Jeddah



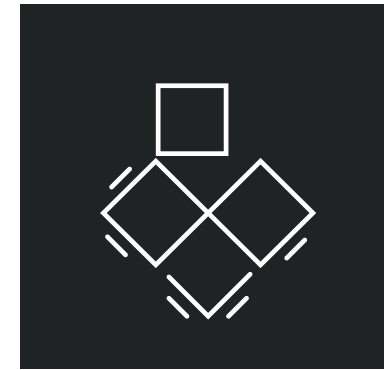
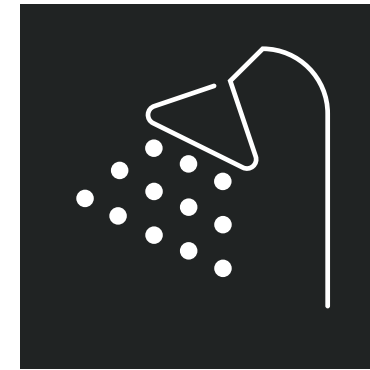
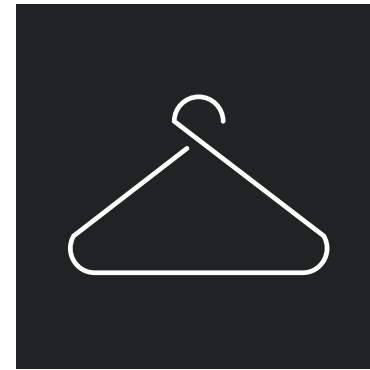
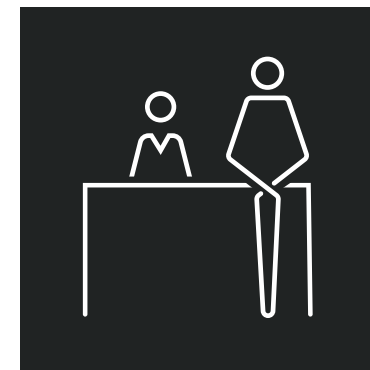
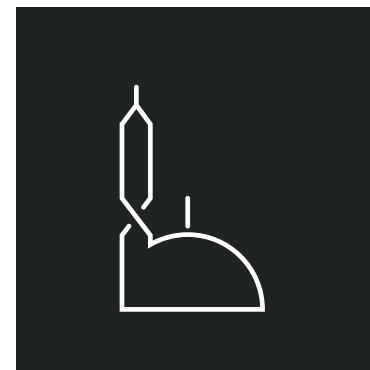
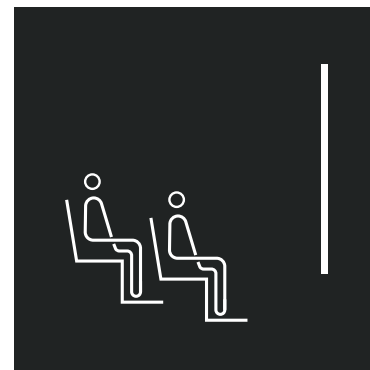
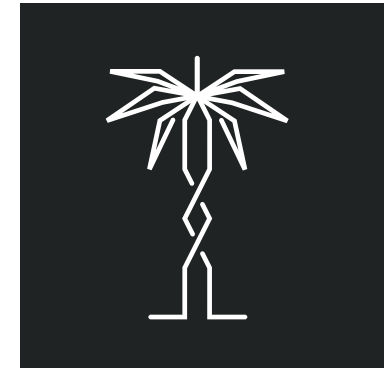
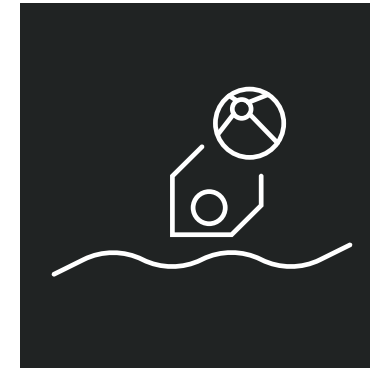
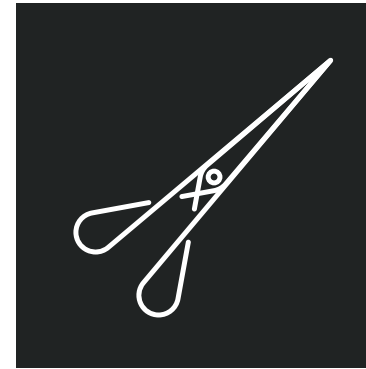
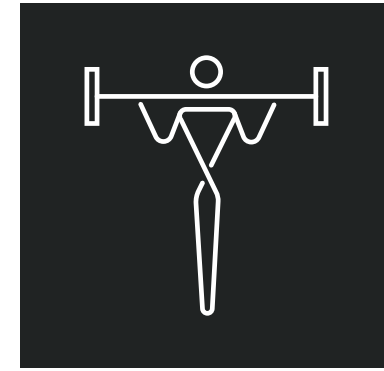
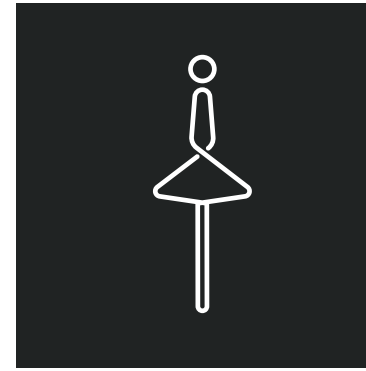
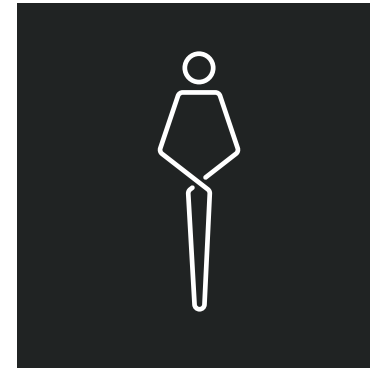
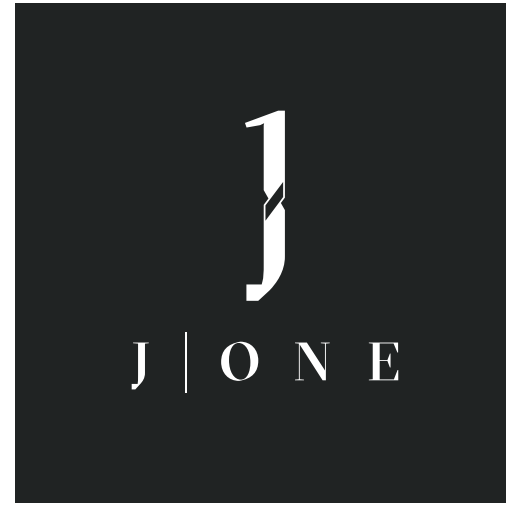
J - ONE community compound
Jeddah



J - ONE community compound
Jeddah



J - ONE community compound
Jeddah





RETAL RESIDENCE

Wayfinding & Sign Design. Pictogram design.

Retal
Residential
compound
Al-Khobar



Retal compound
Al-Khobar



Retal compound
Al-Khobar



Retal compound
Al-Khobar



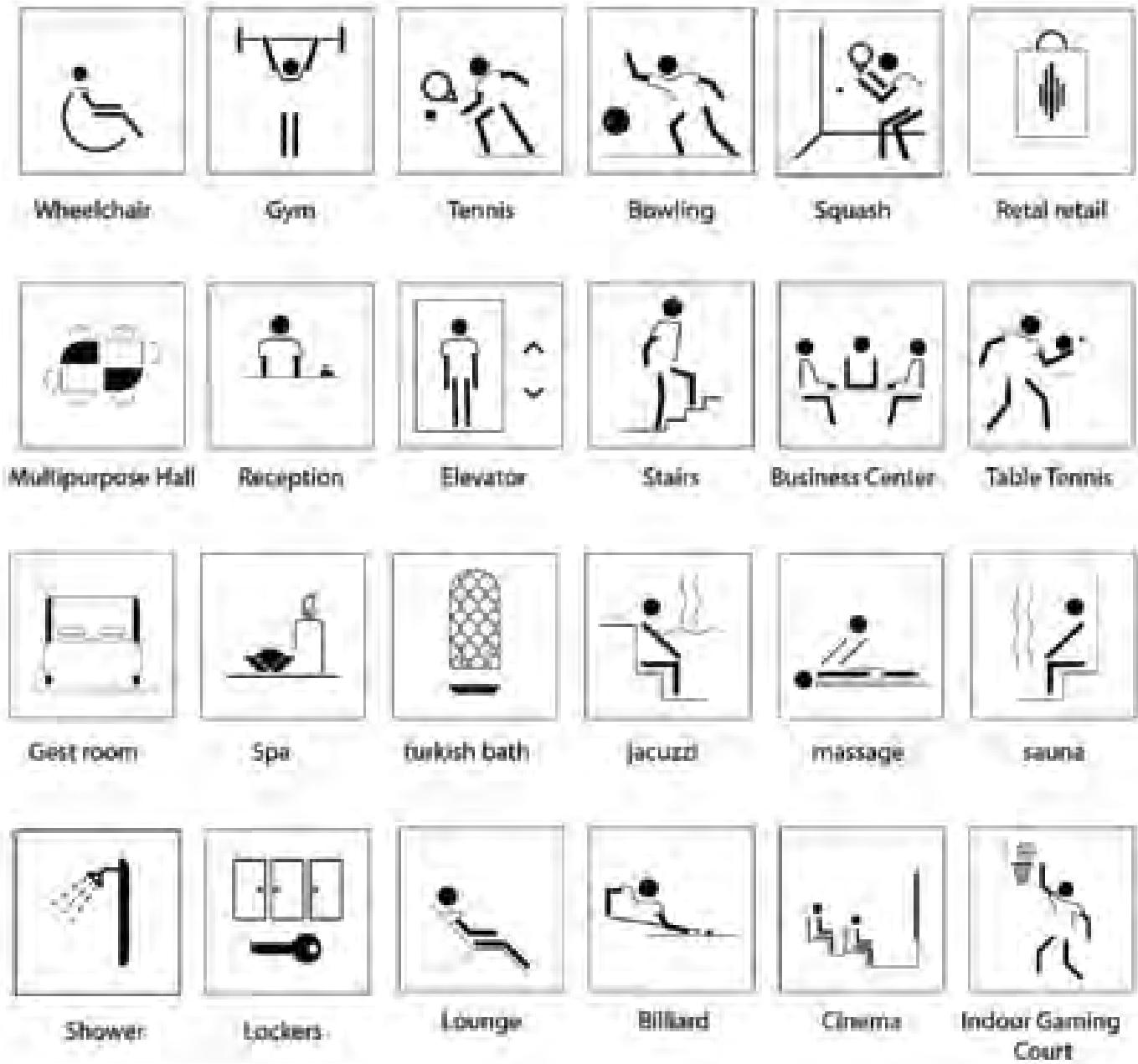
Retal compound
Al-Khobar



Retal compound
Al-Khobar



RETAL RESIDENCE





أجدان
Ajdan

Wayfinding & Sign Design. Pictogram design.

Ajdan

Mixed Use
Development

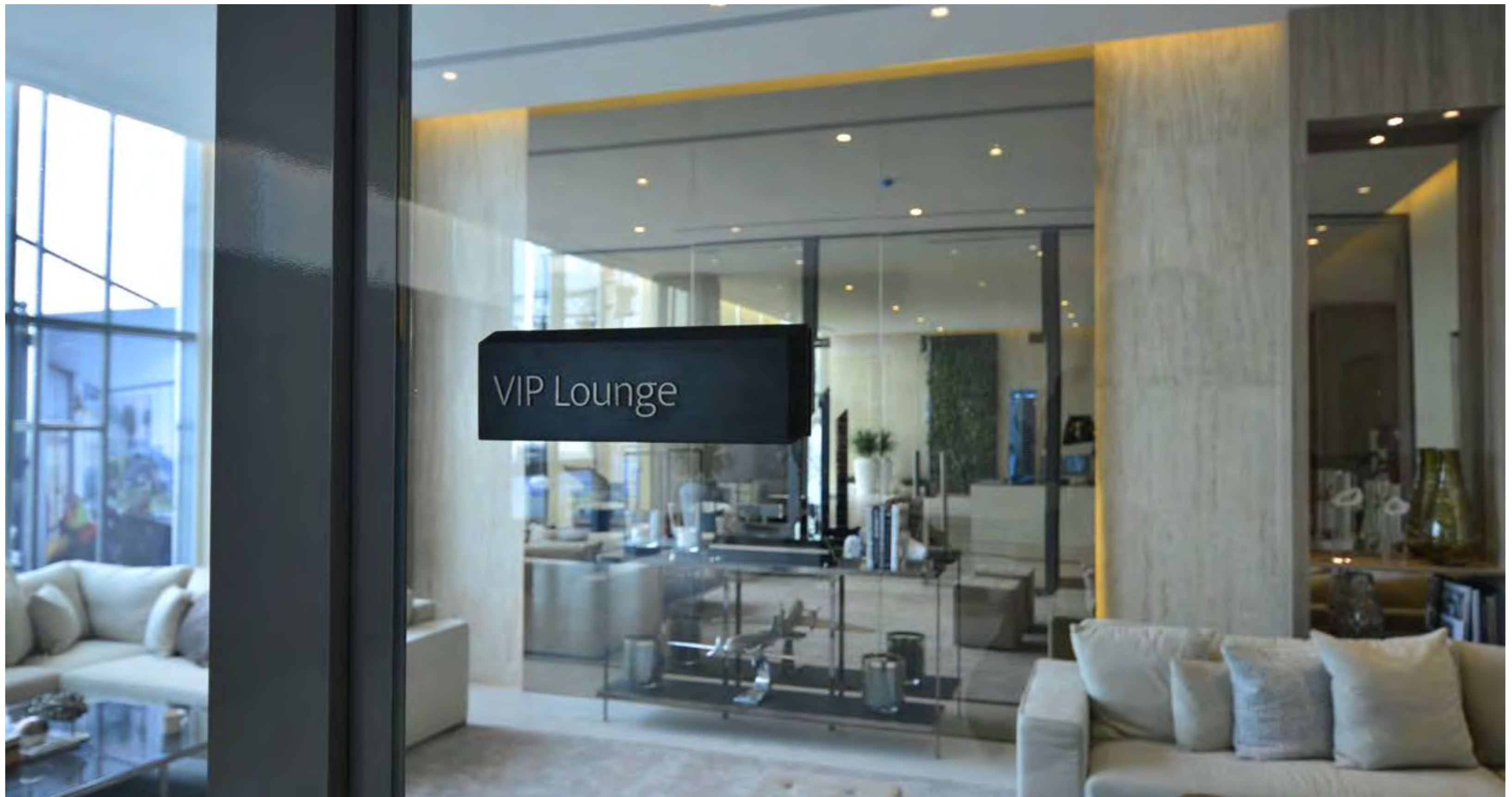
Sales Center

Al-Khobar



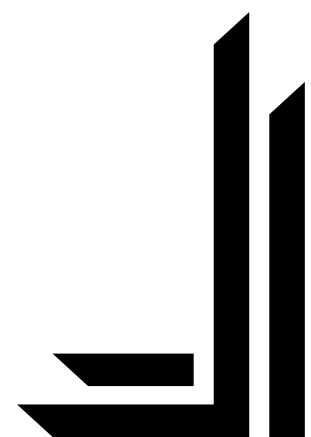
Ajdan Sales Center
Al-Khobar



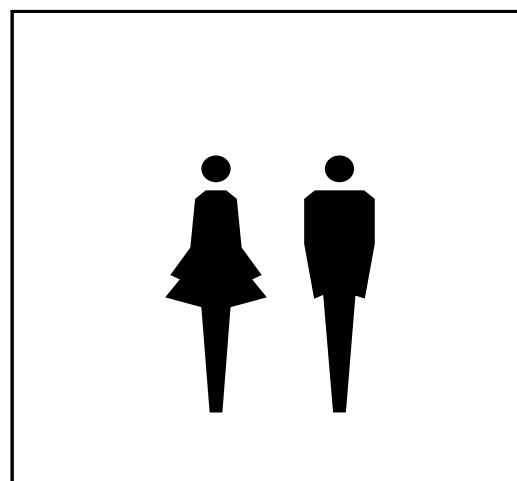
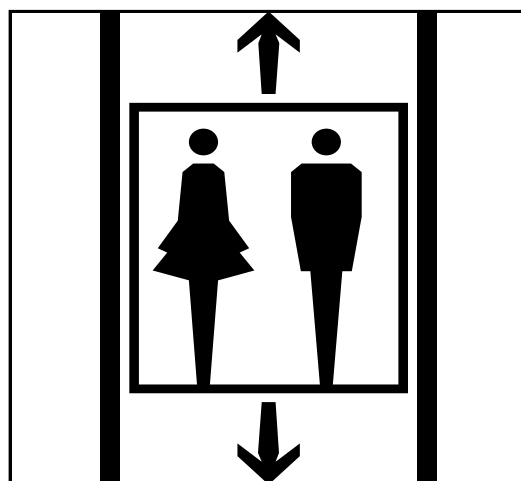
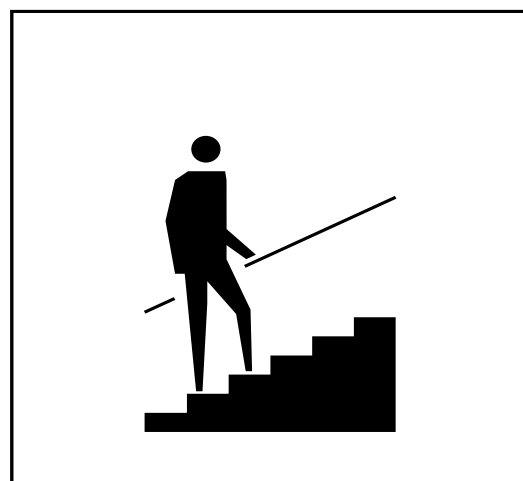
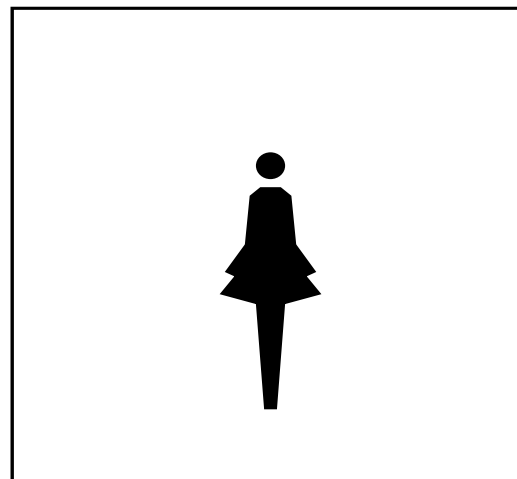
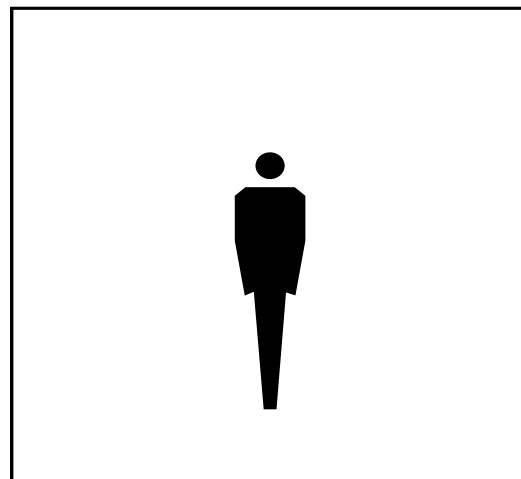


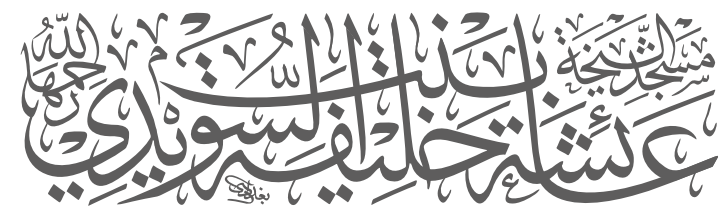
Ajdan Sales Center
Al-Khobar





أجدان
Ajdan





Wayfinding & Sign Design. Visual Identity & Logo. Pictogram design.

Aziziah Mosque

Makkah



Aziziah Mosque
Makkah



Aziziah Mosque
Makkah



Aziziah Mosque
Makkah

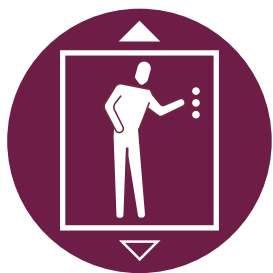


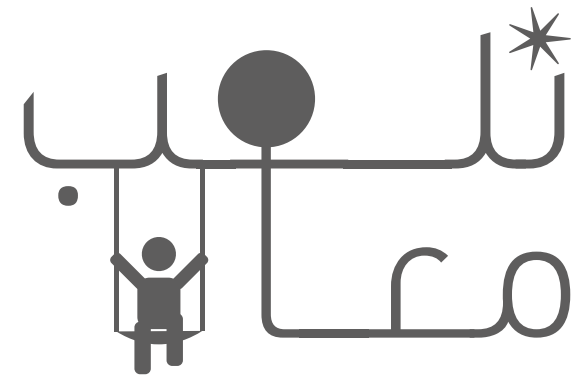
Aziziah Mosque
Makkah



Aziziah Mosque
Makkah

مِنْ الْجَنَّةِ نَارُكَ يَا اللَّهُمَّ
عَلَيْكَ خَلْفُكَ يَسِيرٌ





إحدى مبادرات المهيدب لخدمة المجتمع

Wayfinding & Sign Design. Visual Identity & Logo. Pictogram design.

Al-Hada
Park
Dammam



Al-Hada Park
Dammam

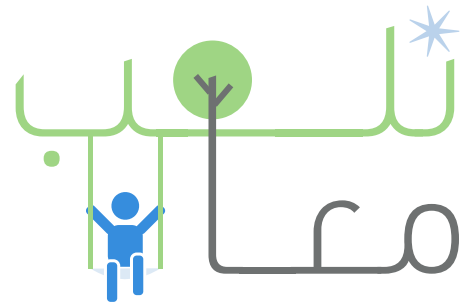


Al-Hada Park
Dammam

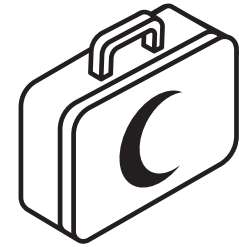
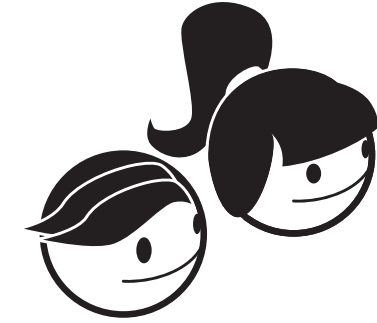
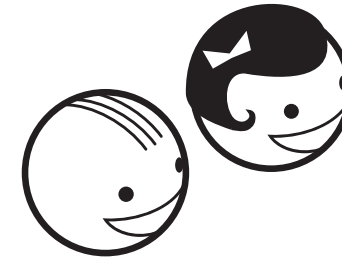
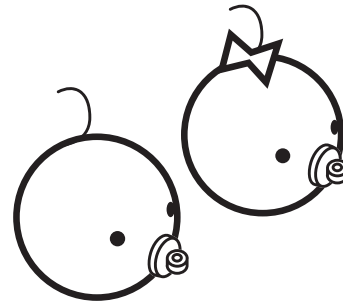


Al-Hada Park
Dammam





إحدى مبادرات المهيدب لخدمة المجتمع



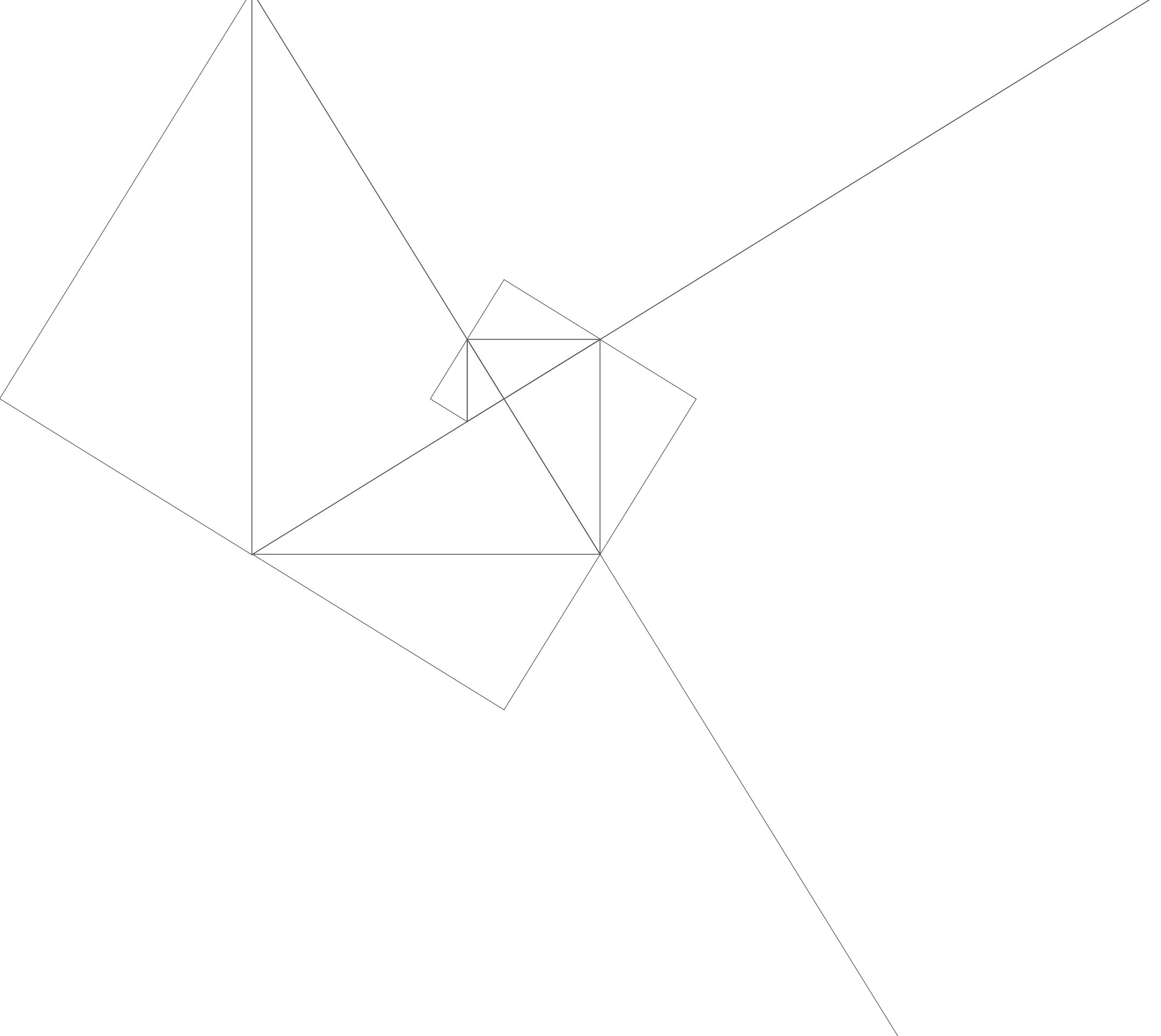


Graphic Design Projects

MHS
Architectural
Office
Identity



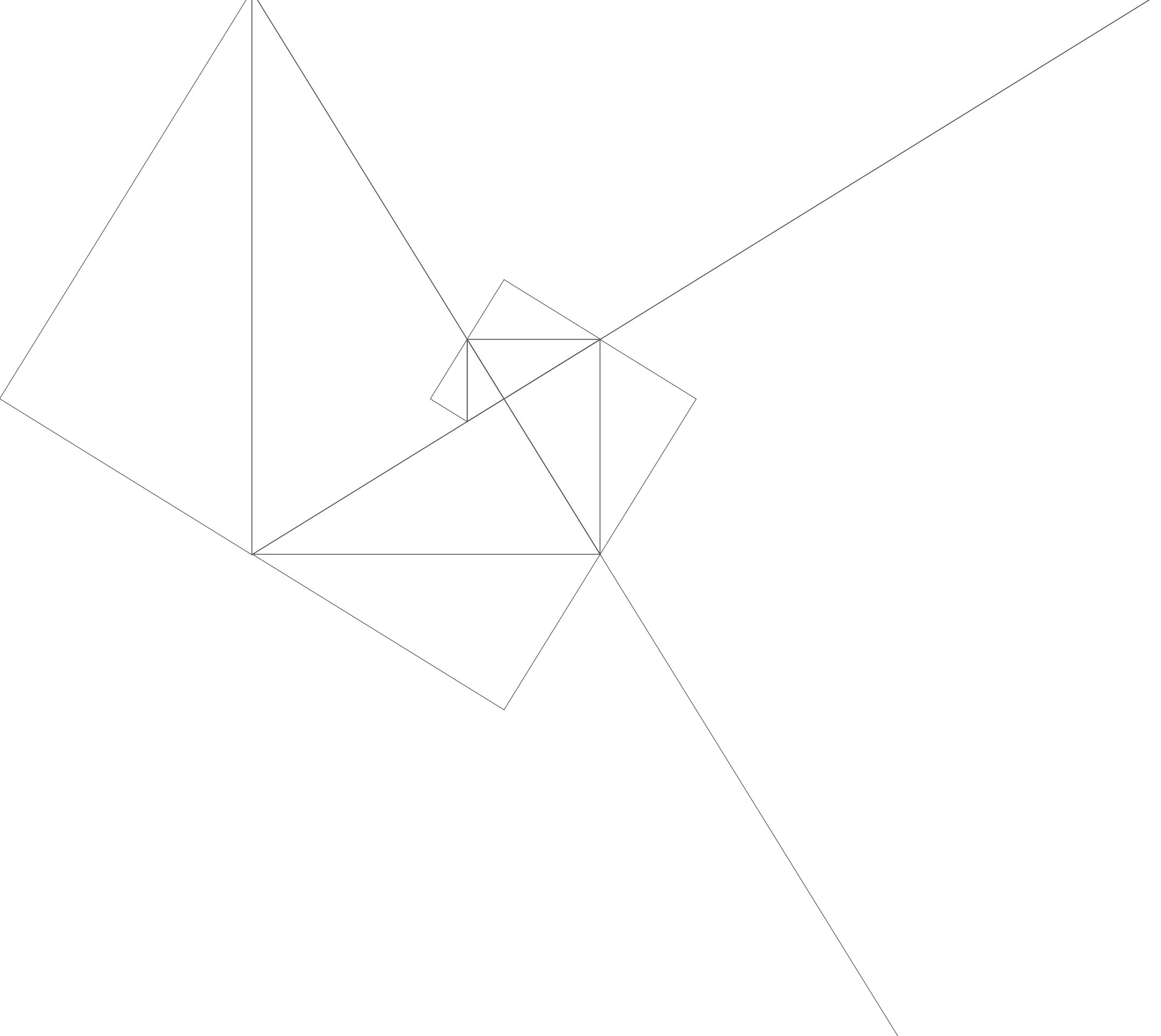




Meraki Coffee Shop Identity



Meraki Coffee Shop Identity



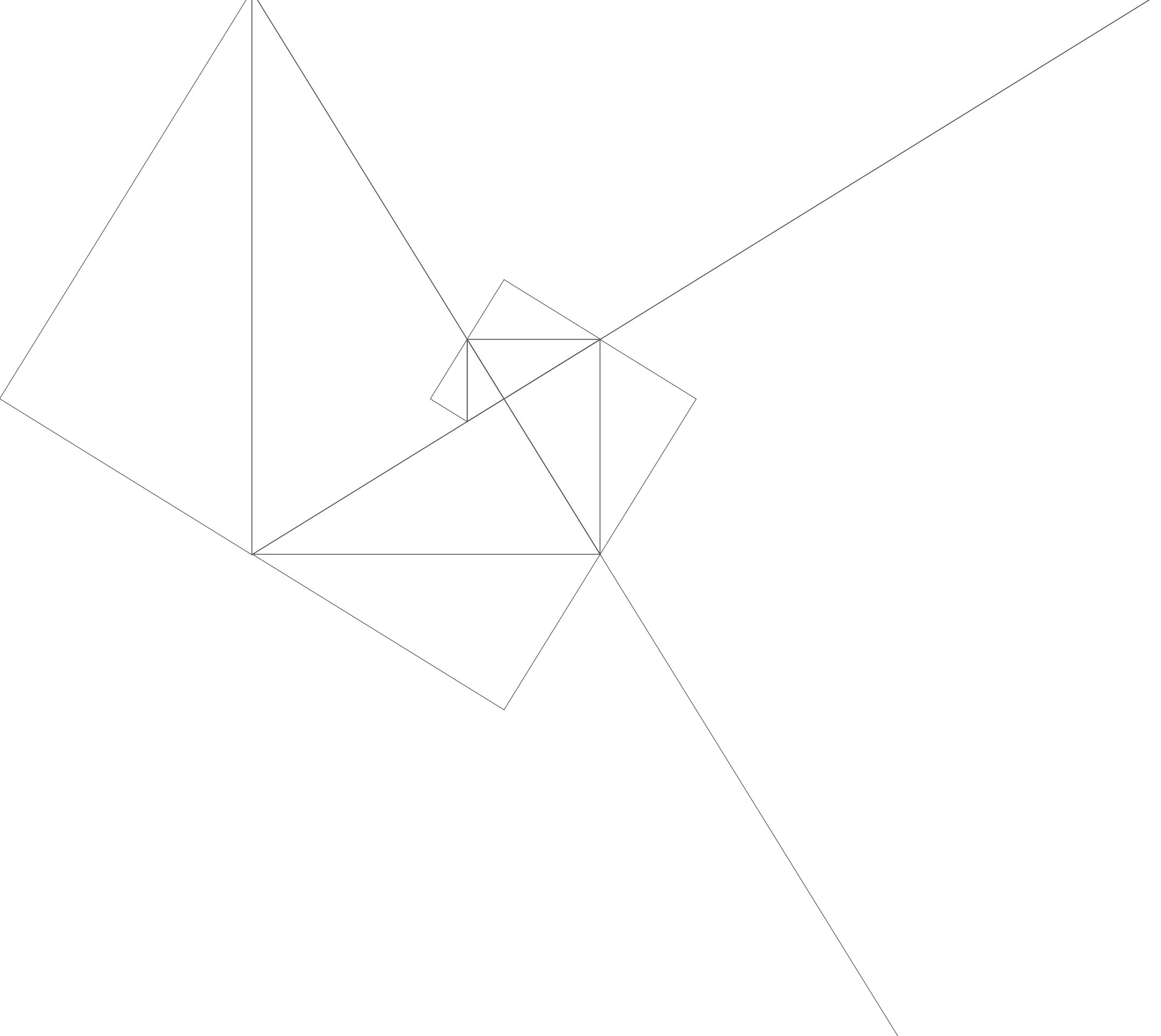
BQ Identity



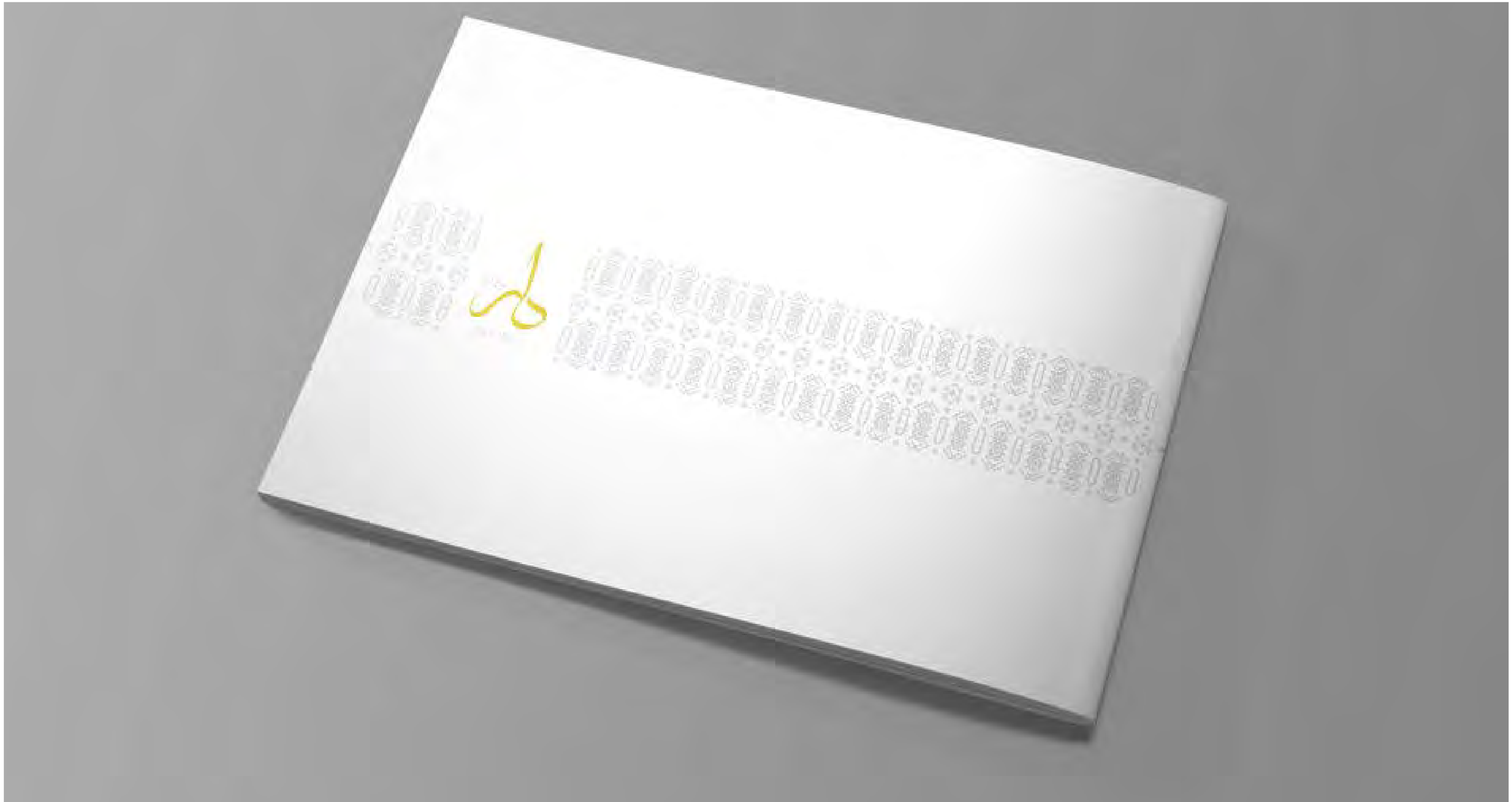
BQ Identity





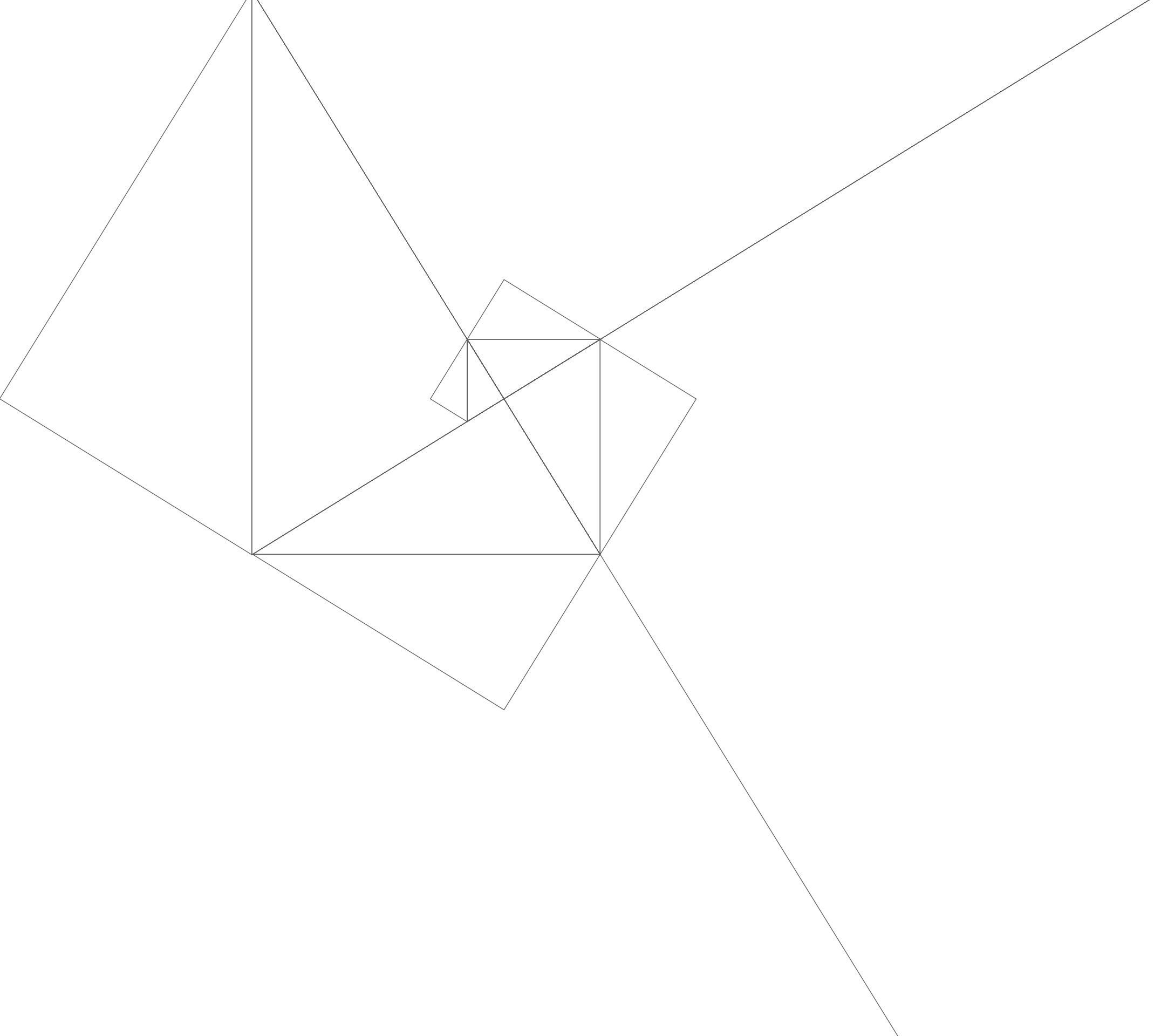


Dar Jeddah Identity





Dar Jeddah Identity



The Digital Illustrated Atlas of Makkah Book



The digital illustrated atlas of Makkah book

Third: Panoramic Drawings of Makkah

1. Opposite Panoramic Painting of Makkah and the Holy Environment

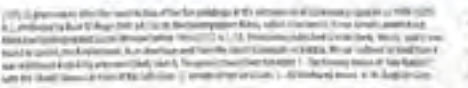
The Al-Bayt al-Haram Museum is one of the largest and most important museums in the world. It is located in the heart of the city of Makkah, Saudi Arabia. The museum is dedicated to the preservation and display of the historical and cultural heritage of the Holy City of Makkah. It is a place where visitors can learn about the rich history and traditions of the city and its surrounding environment.

The museum is a large, modern building with a glass facade. It is located on a hillside overlooking the city of Makkah. The museum is open to the public and is a popular destination for tourists and pilgrims alike. It is a place where visitors can learn about the rich history and traditions of the city and its surrounding environment.

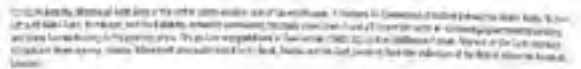
The museum is a large, modern building with a glass facade. It is located on a hillside overlooking the city of Makkah. The museum is open to the public and is a popular destination for tourists and pilgrims alike. It is a place where visitors can learn about the rich history and traditions of the city and its surrounding environment.

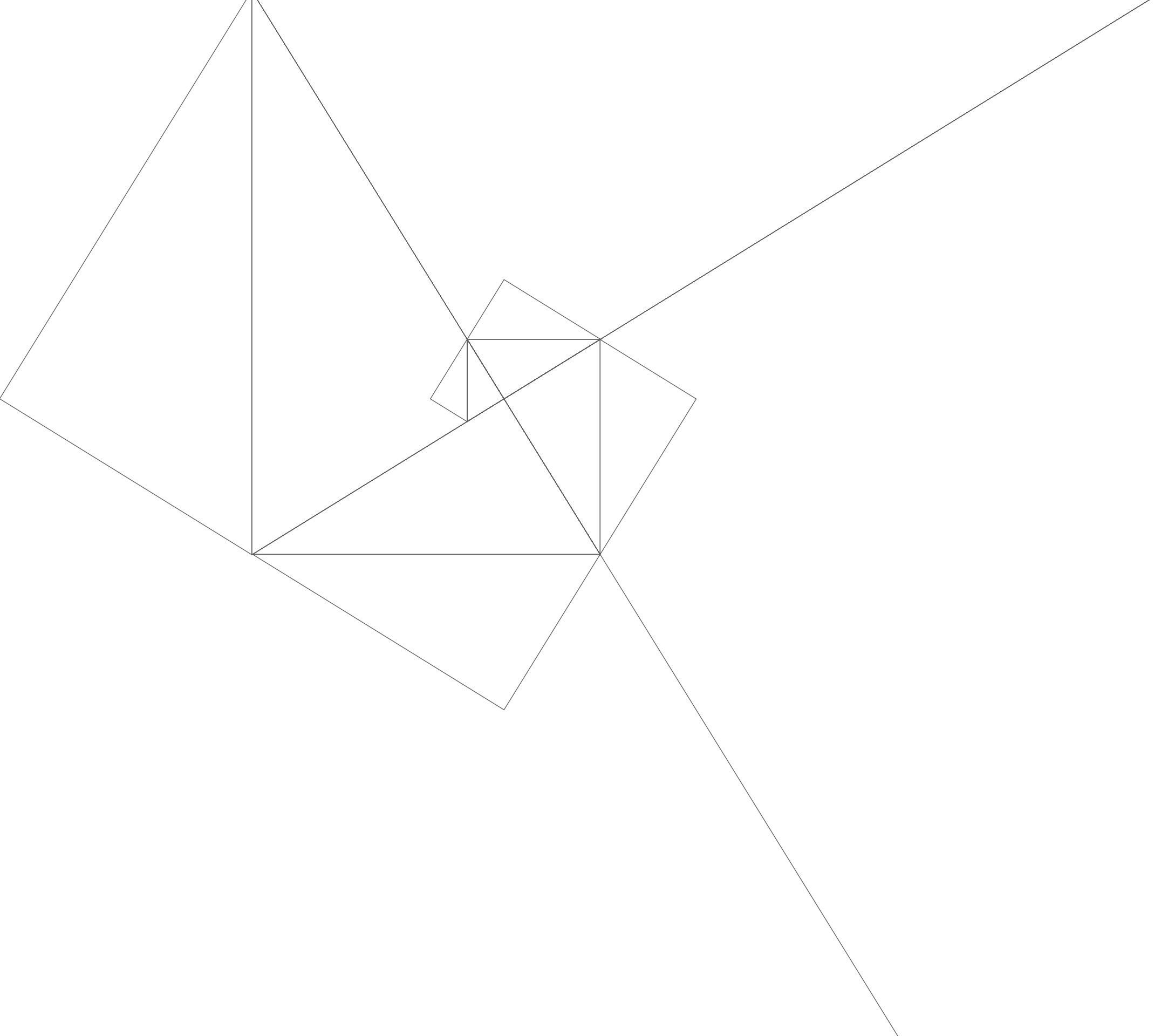
1. The panoramic drawing of Makkah and the Holy Environment is a large, detailed illustration that covers the entire width of the book. It depicts the city of Makkah and its surrounding environment, including the Kaaba, the Great Mosque, and the surrounding hills and mountains. The drawing is a panoramic view, showing the city from a high vantage point, looking down on the city and its surroundings. The drawing is a detailed illustration, showing the architecture of the city, the layout of the streets, and the surrounding landscape. The drawing is a panoramic view, showing the city from a high vantage point, looking down on the city and its surroundings.



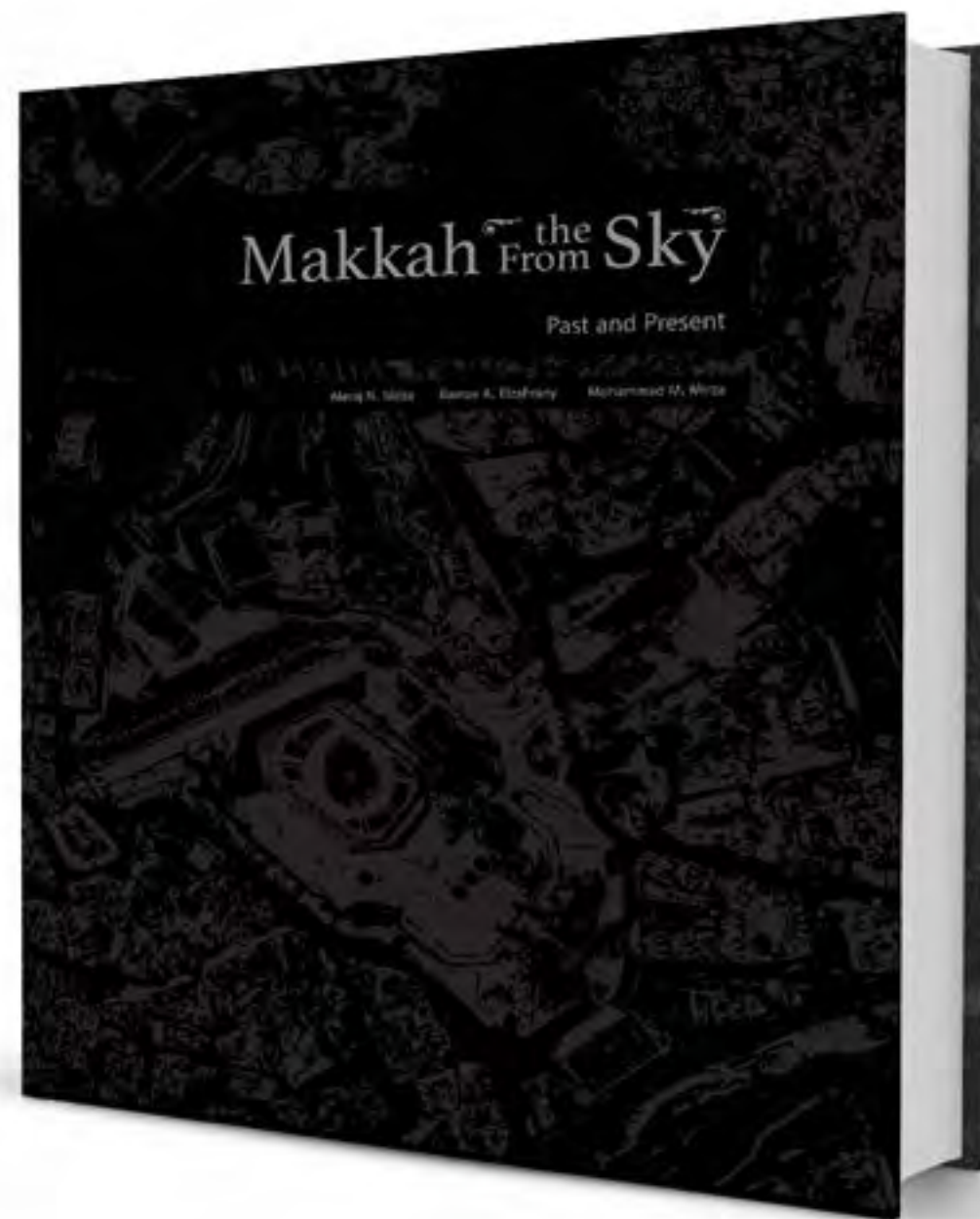


3. *Effect of the size of the second body on the interaction* (Fig. 3). The results obtained in the first two experiments show that the interaction is more pronounced in the case of a larger second body. The results of the third experiment are summarized in Table III.
4. *Effect of the mass of the second body on the interaction* (Fig. 4). The results of the third experiment are summarized in Table III.
5. *Effect of the mass of the first body on the interaction* (Fig. 5). The results of the third experiment are summarized in Table III.
6. *Effect of the mass of the second body on the interaction* (Fig. 6). The results of the third experiment are summarized in Table III.
7. *Effect of the mass of the first body on the interaction* (Fig. 7). The results of the third experiment are summarized in Table III.
8. *Effect of the mass of the second body on the interaction* (Fig. 8). The results of the third experiment are summarized in Table III.
9. *Effect of the mass of the first body on the interaction* (Fig. 9). The results of the third experiment are summarized in Table III.
10. *Effect of the mass of the second body on the interaction* (Fig. 10). The results of the third experiment are summarized in Table III.



An abstract geometric diagram on the left side of the page. It features a large, light gray rhombus that represents a cube's face in perspective. Inside this rhombus, there are several intersecting lines that form a complex geometric pattern. A smaller rhombus is nested within the larger one, and various lines connect vertices and midpoints, creating a series of triangles and quadrilaterals. The lines are thin and black, set against a white background.

Makkah From The Sky Book

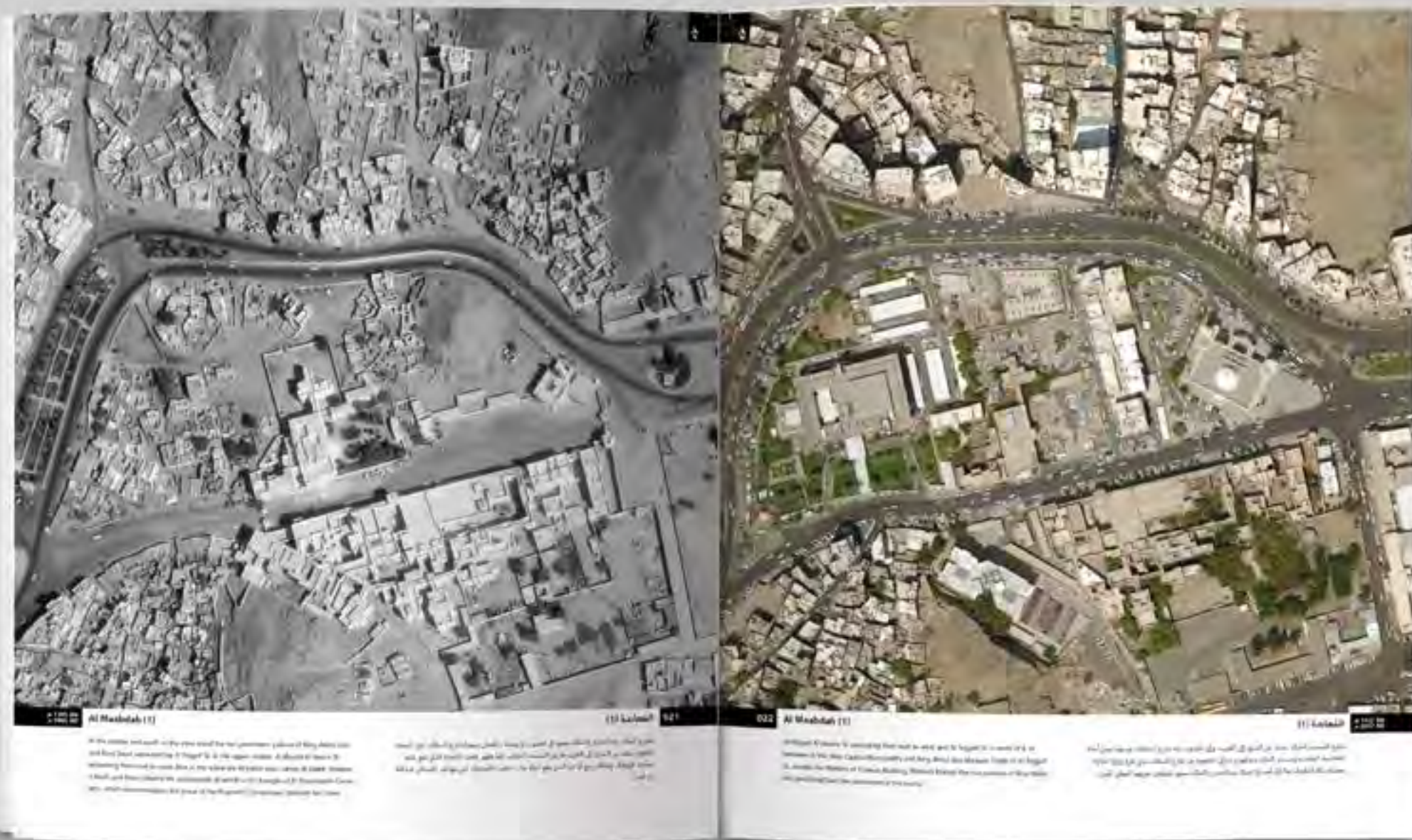




Makkah from the sky book



Makkah from the sky book



Thank You

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jeddah 21312