



قاف التطويرية
KAF Development

BAYN  بَيْن

How We Think About Design : Place, Culture, and Context

01 | DARB AL - SUNNA

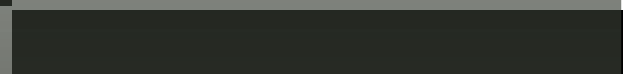
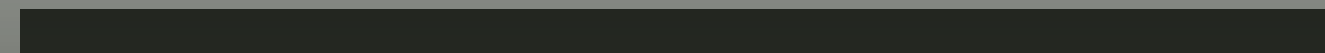
P A G E 0 4 - 15

02 | RADISSON HOTEL TAHLIA

P A G E 17 - 11

03 | Jaba1 Umm Nuthaylah, Madinah, KSA

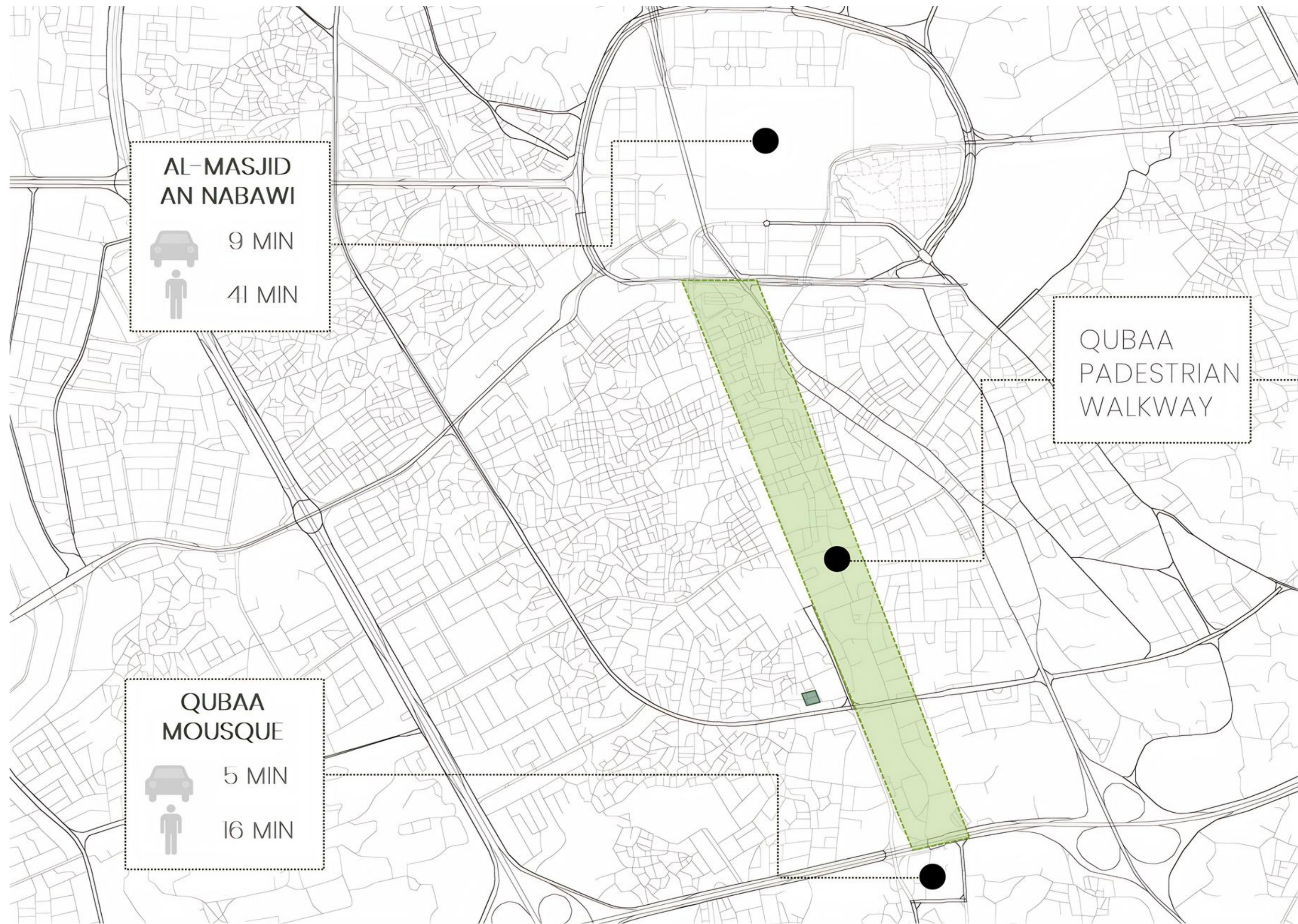
P A G E 24 - 37



Darb Alsunnah | درب السنه

2023





DARB AL – SUNNA

adaptive reuse hospitality

Darb Al Sunna is an adaptive reuse project that transforms an existing residential building into a hospitality destination in Madinah. The proposal reimagines the building as serviced accommodation that responds to the city’s growing hospitality demand while drawing inspiration from its cultural and architectural character. Through spatial reconfiguration, interior design interventions, and a renewed architectural identity, the project creates a contemporary guest experience within an established urban setting.

SITE ADVANTEGES

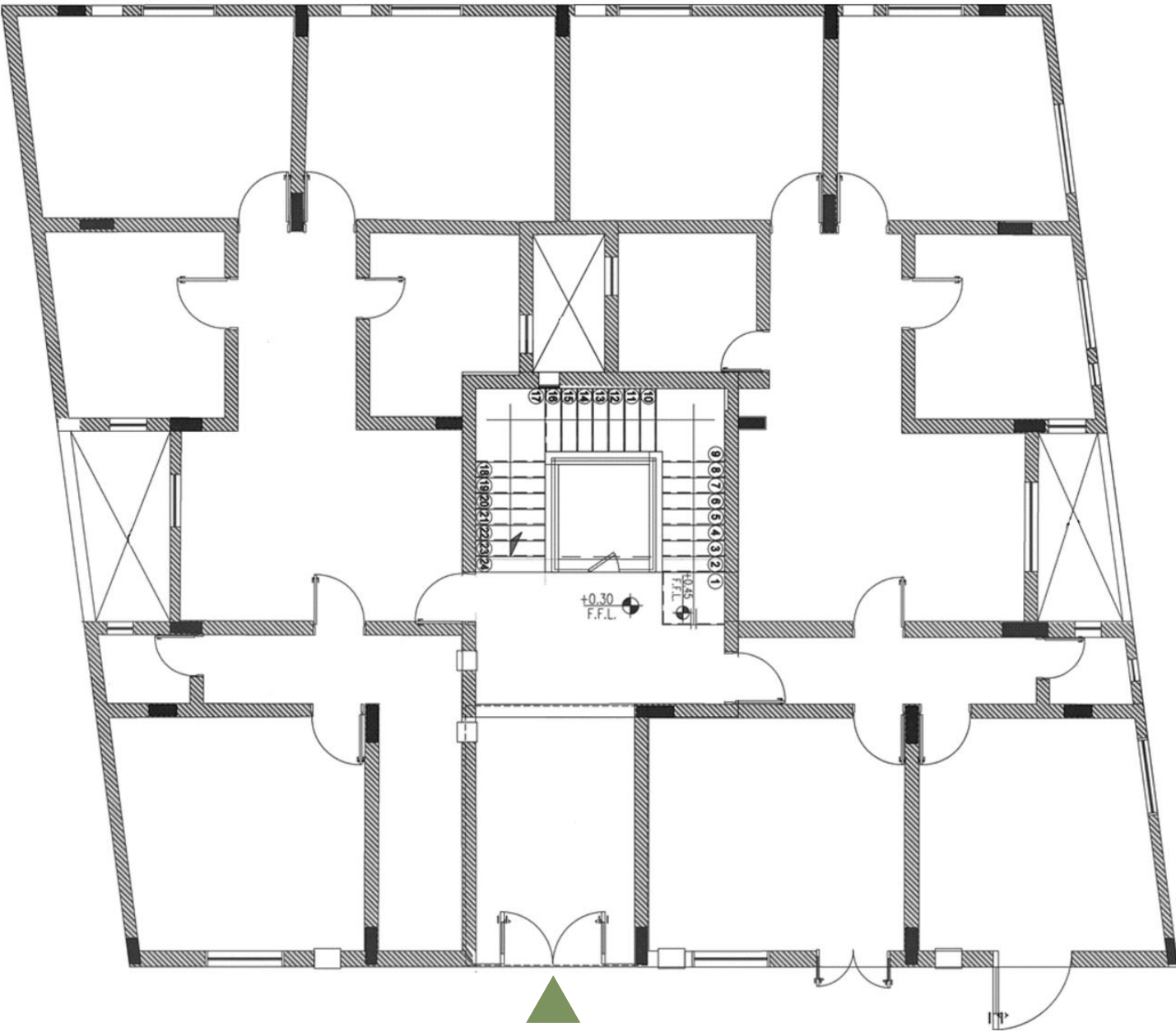
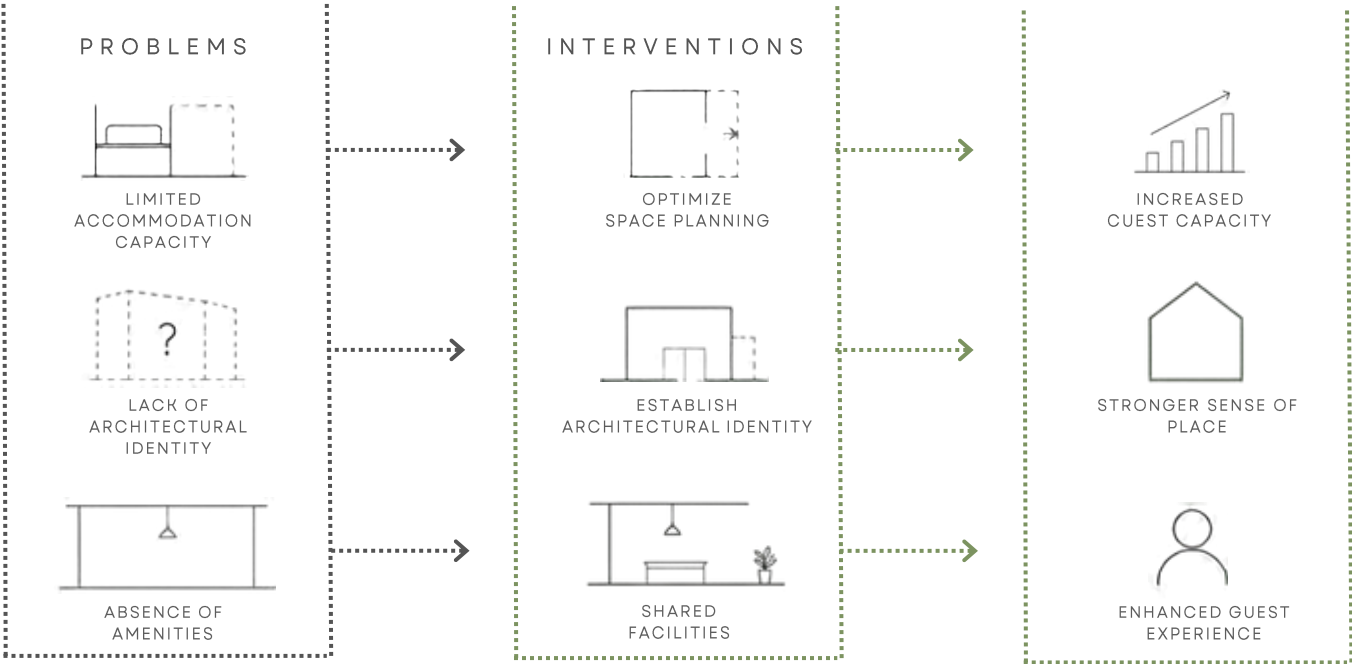
Madinah, Saudi Arabia

The project is strategically located near Quba Walkway, one of Madinah’s most active pedestrian corridors connecting Quba Mosque and Al-Masjid Al-Nabawi. This location places the project within a vibrant route frequently used by pilgrims, visitors, and residents throughout the year. The site’s accessibility and proximity to key religious destinations create a strong opportunity for hospitality development and short-term accommodation.

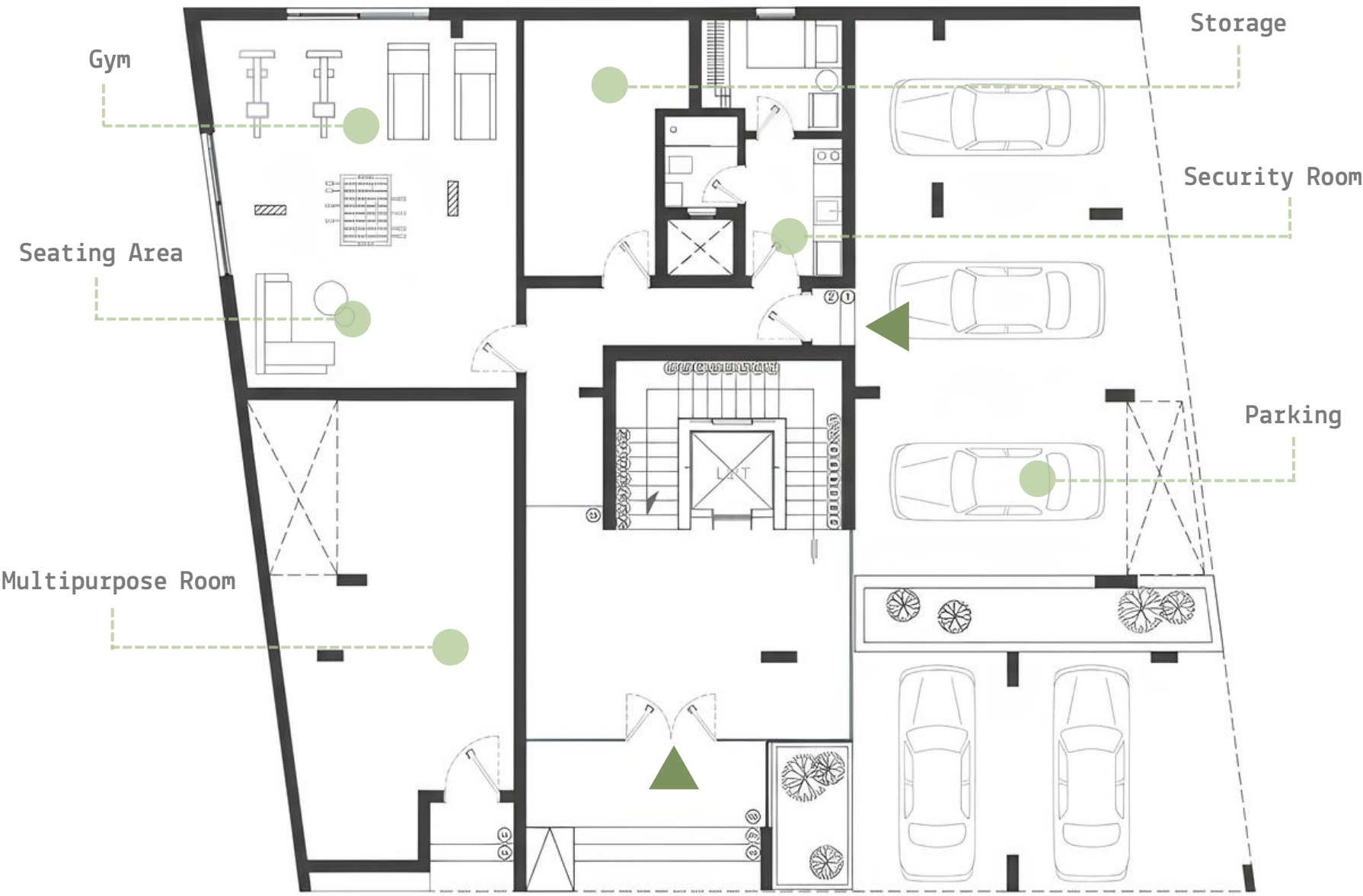




EXISTING CONDITION

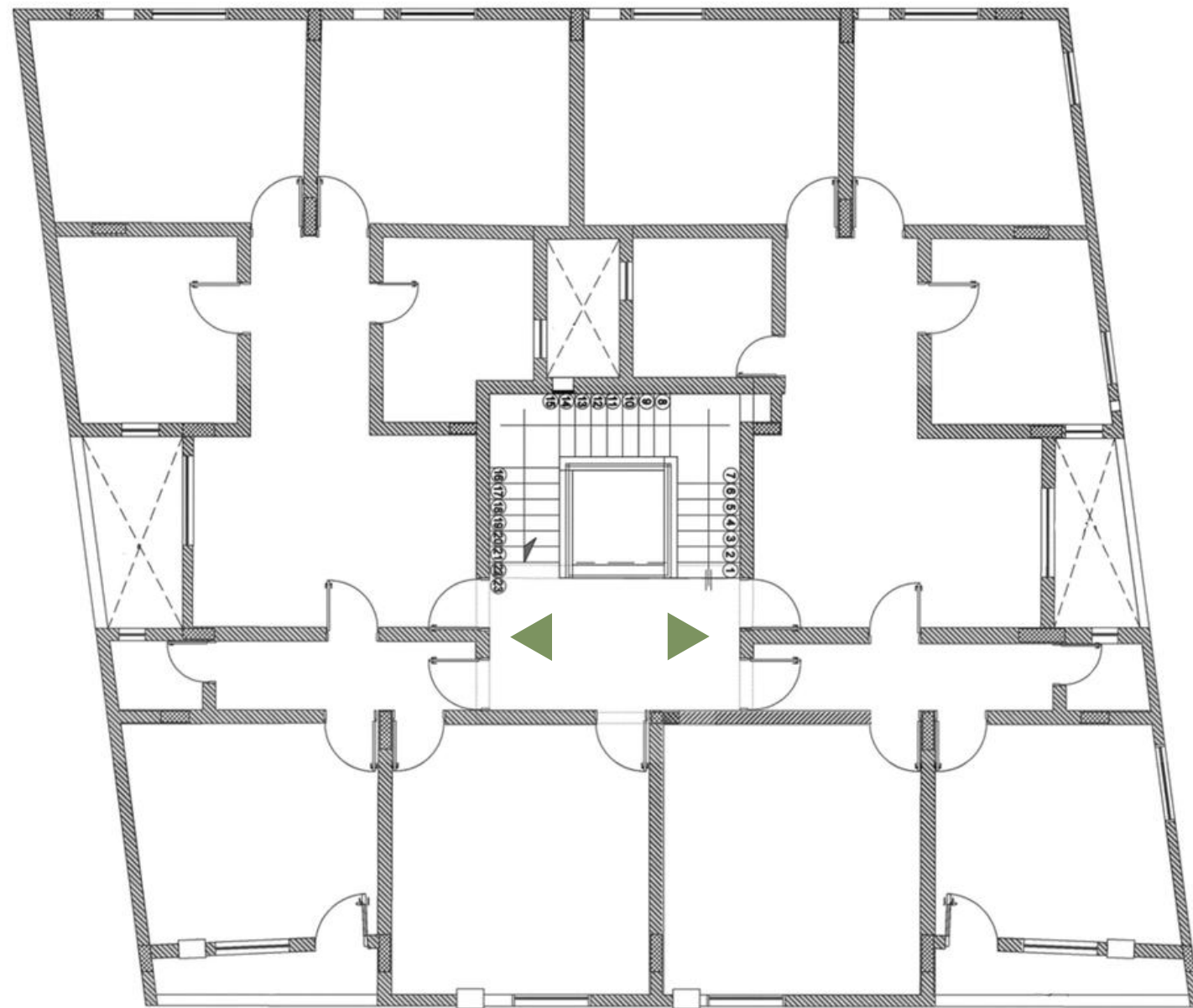


GROUND FLOOR | EXISTING CONDITION



GROUND FLOOR | PROPOSED PLAN

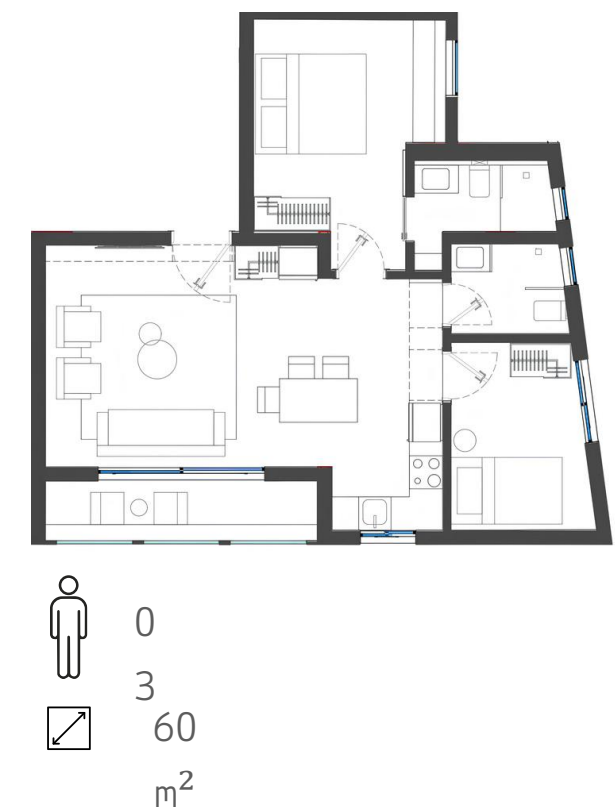
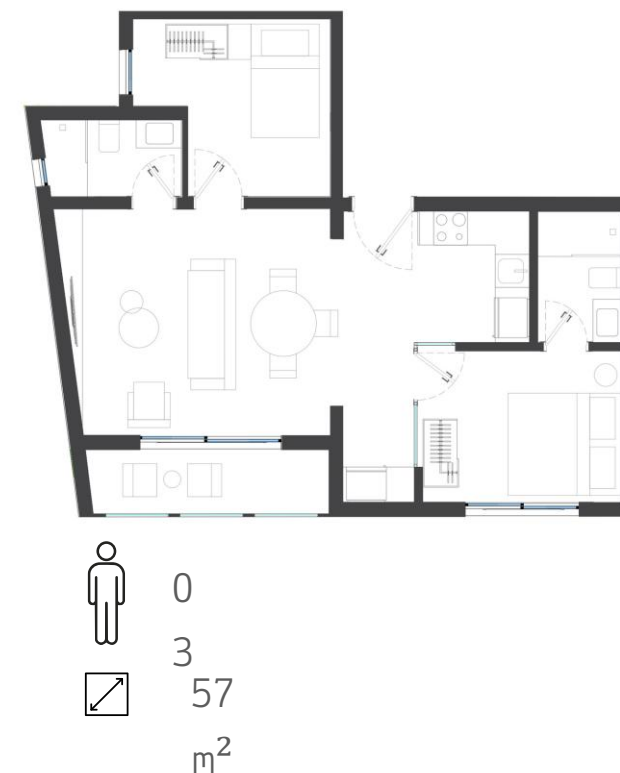
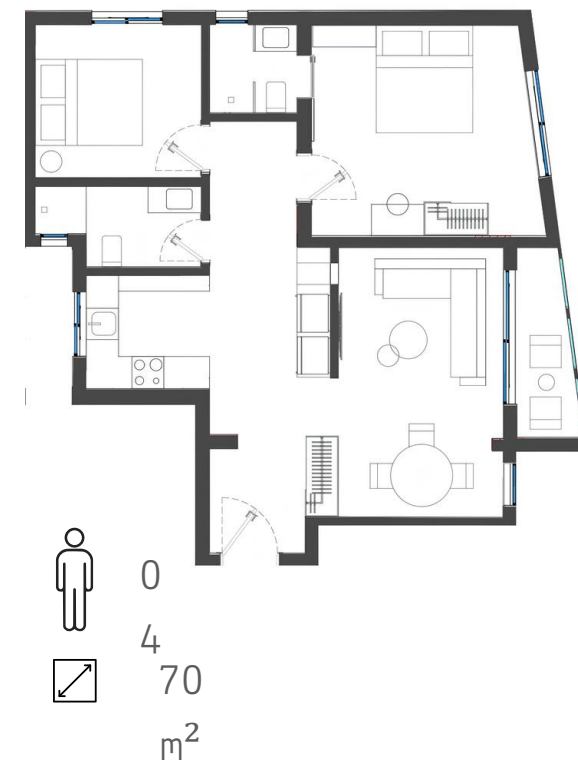
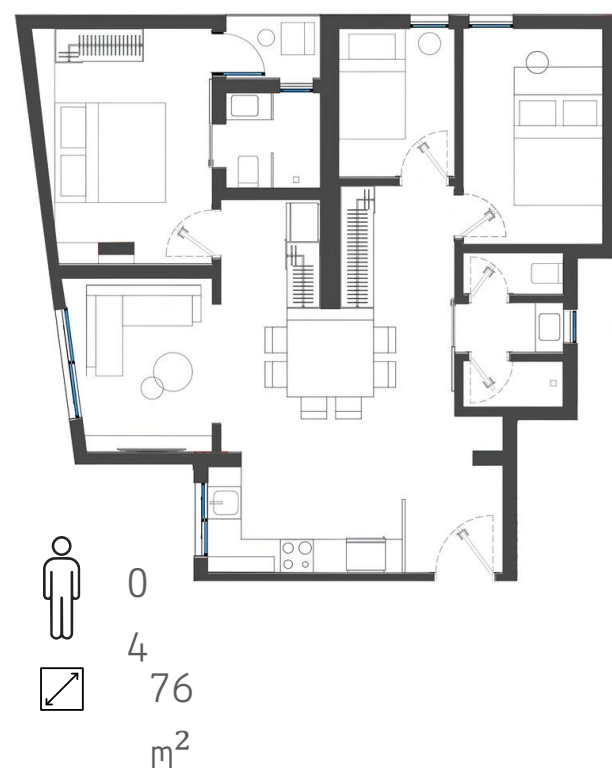




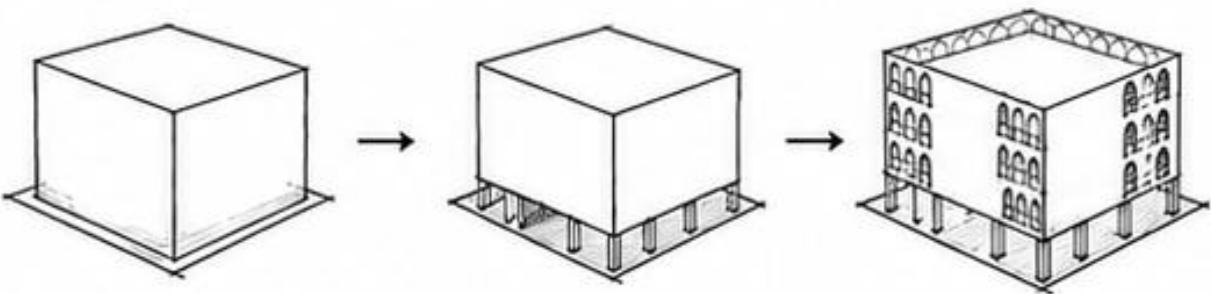
TYPICAL FLOOR | EXISTING CONDITION | 02 RESIDENTIAL UNIT



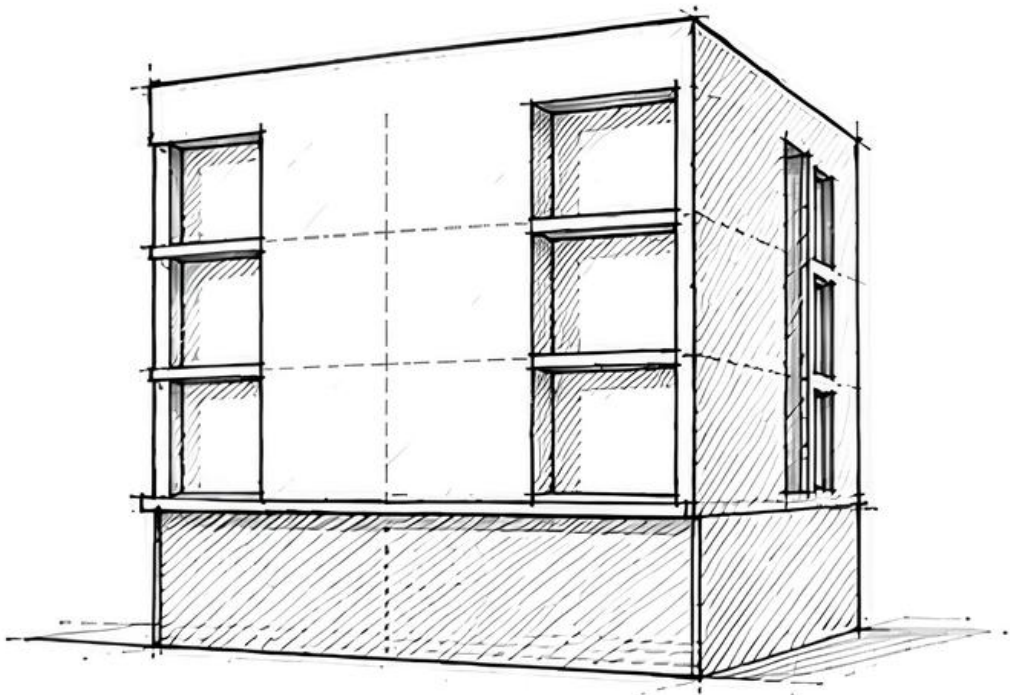
TYPICAL FLOOR | PROPOSED PLAN | 04 RESIDENTIAL UNIT



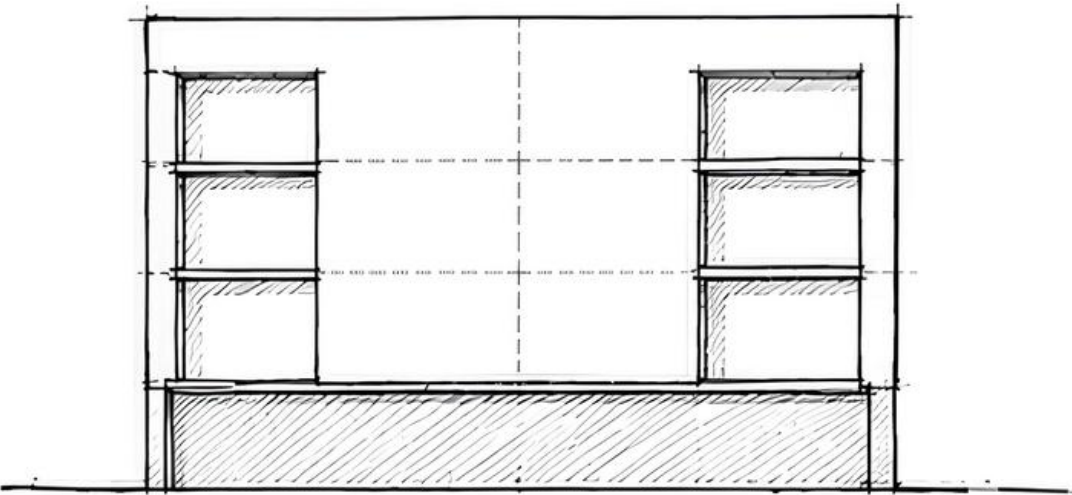
The facade evolves from a closed, introverted volum to an open, expressive architecture that establishes a strong identity and connection with its context. the transformation is driven by openness and the integration of local architectural language.



01 | EXISTING BIULDING



Closed and introverted facade with minimal openings.
Lack of connection with the street and surroundings.

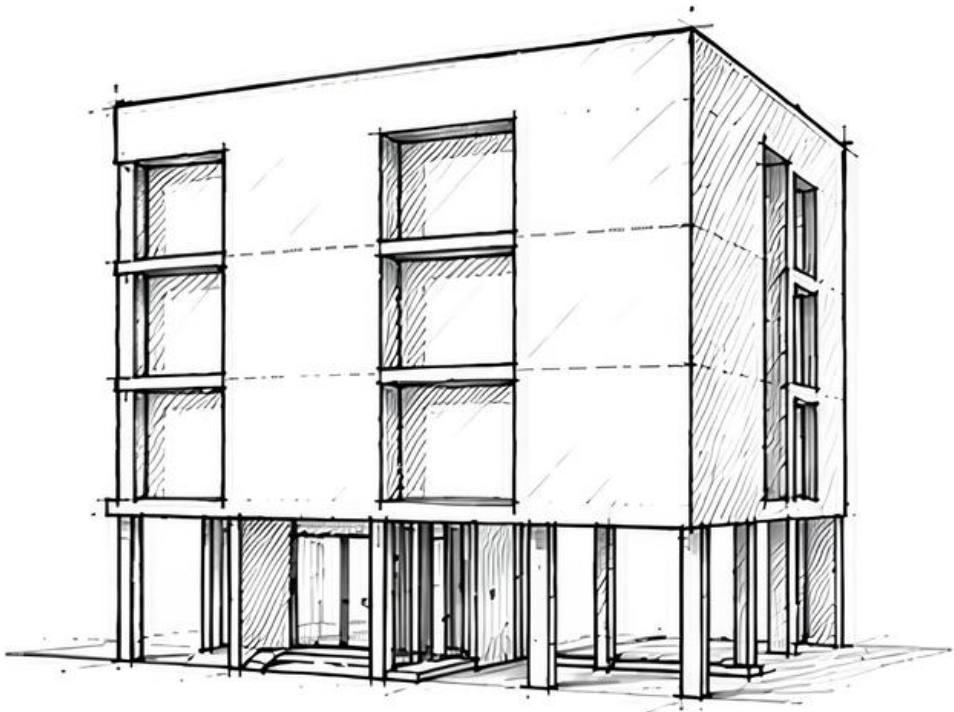


 **Introverted**
Solid facade with limited interaction.

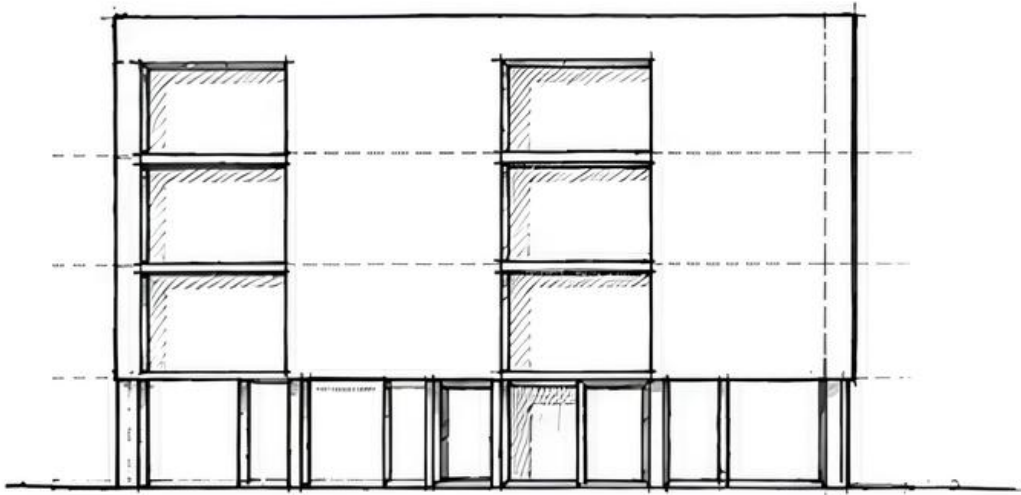
 **Disconnected**
Lack of visual and physical connection.

 **Underutilized**
Limited daylight and ventilation.

02 | OPENING RECONFIGURATION



The ground floor is opened to create permeability and transparency. The upper floors maintain a calm and ordered rhythm.

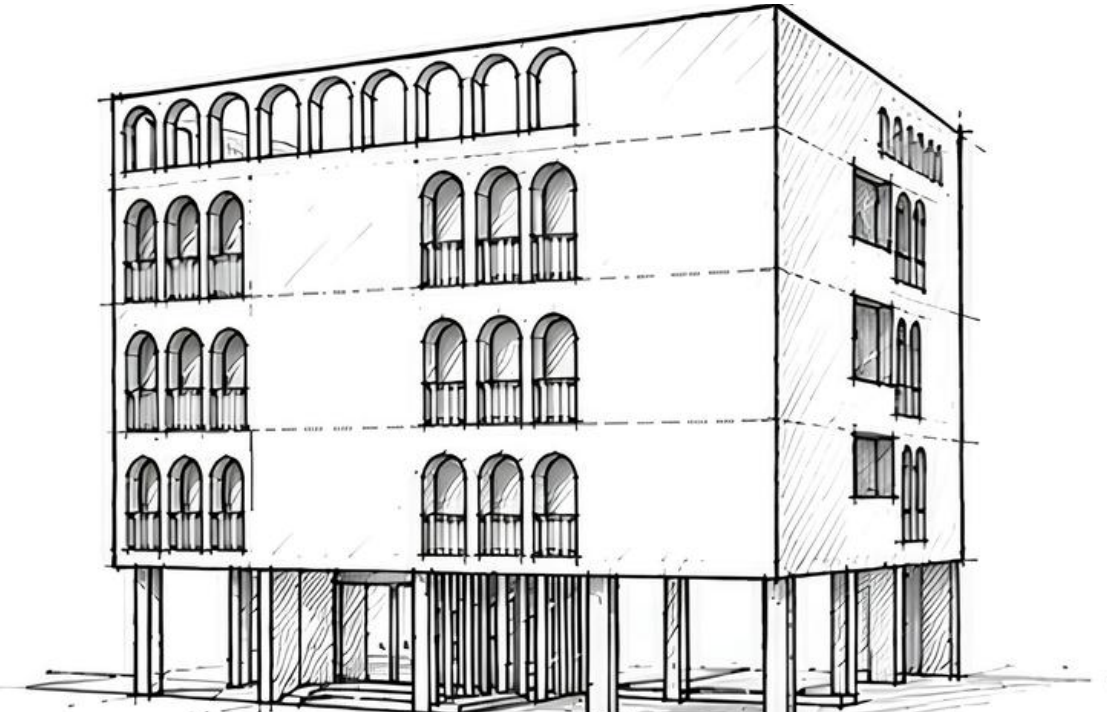


 **Permeable**
Open ground floor improves flow and access.

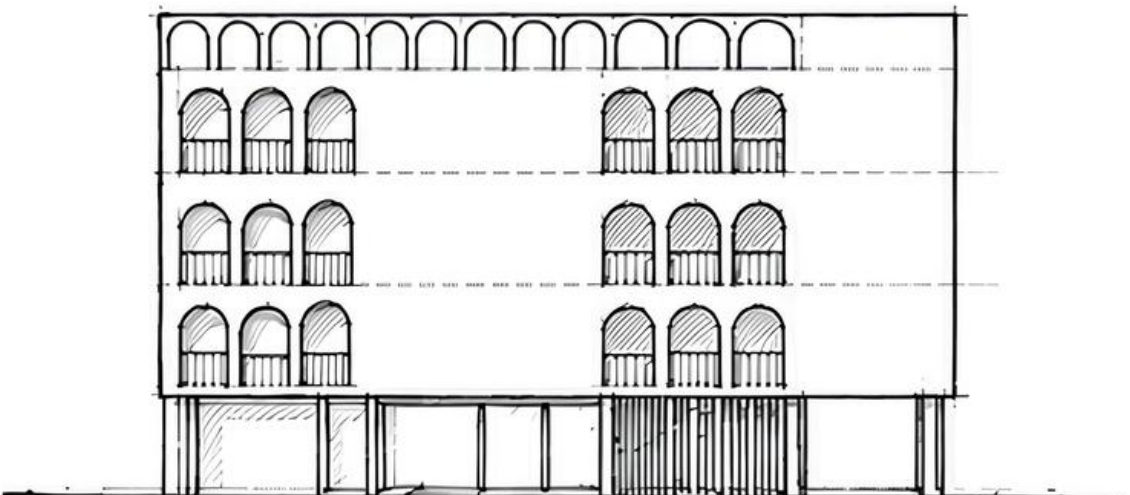
 **Connected**
Better engagement with the street and context.

 **Ventilated**
Improved natural ventilation and daylight.

03 | ARCHITECTURAL IDENTITY



Arches and proportional openings give the building identity and character. The facade becomes both functional and expressive.



 **Identity**
Arches create a strong and timeless character.

 **Climate Responsive**
Shading and depth enhance thermal comfort.

 **Contextual**
Inspired by local architectural language.



Warm Honed Limestone

Inspired by the natural limestone architecture of Madinah
Creates a timeless, clean, and elegant architectural character.



Handcrafted Perforated Limestone Screen

Contemporary interpretation of traditional Islamic shading elements
Filters daylight and creates dynamic shadow patterns
Enhances privacy while expressing local identity.



Dark Walnut Wood

Used inside the recessed arches and balconies
Adds warmth, depth, and a welcoming hospitality atmosphere
References traditional wooden architectural elements found in historic Madinah houses.

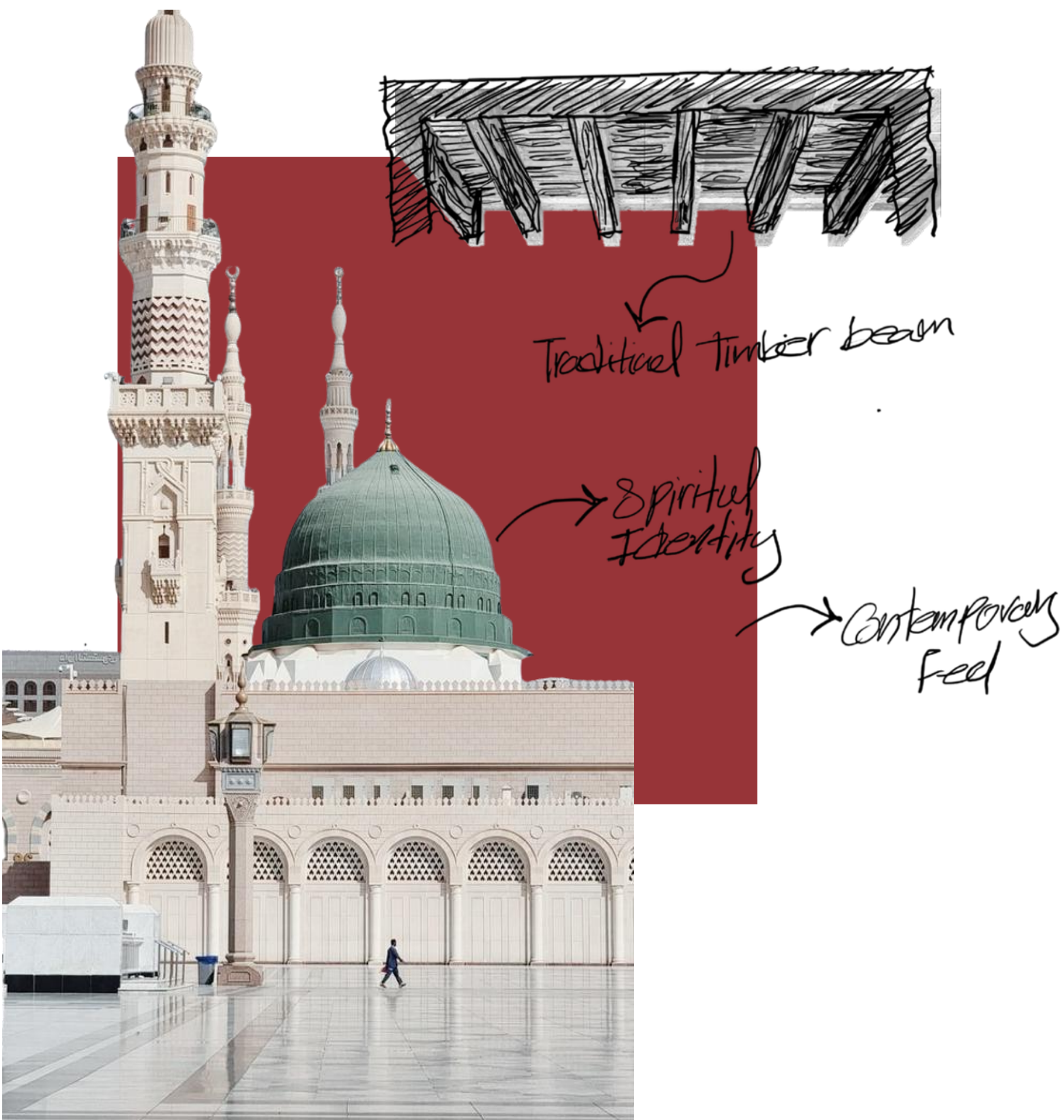


Travertine

Ground floor cladding and entrance creates a durable, refined pedestrian experience.

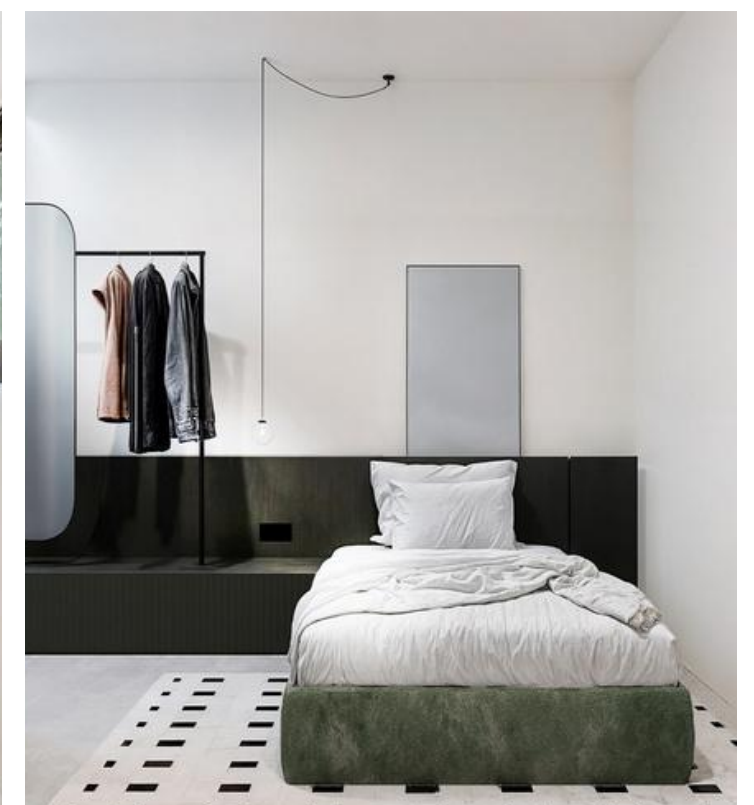


The interior design draws inspiration from the architectural identity of Madinah through a contemporary interpretation of local heritage. Deep green accents subtly reference the iconic green dome of Al-Masjid an-Nabawi, while oxide red introduces warmth and a refined hospitality character. Traditional timber ceiling beams, inspired by the historic houses of Madinah, are reinterpreted as a contemporary architectural element, creating a dialogue between heritage and modern design.



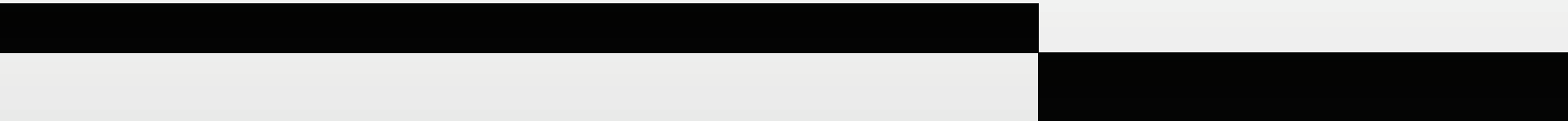
MATERIAL PALETTE - BEDROOM





RADDISSON ALTAHLIA HOTEL فندق راديسون التحلية

2 0 2 2- 2 0 2 4



RADISSON HOTEL TAHLIA

Hospitality Rooted in the Identity
of Historic Jeddah

Team Project | BAYN DESIGN Jeddah,
Saudi Arabia

Project STATUS| Existing Built core & shell,
MEP 50% installed

Built-up area: 18,900 m

Project type: commercial - residential -
Hotel

Area : Rooms - restaurant - swimming pool
- Lobby area - Business center - lighting
design - exterior enhancement

Services : concept design - space planning
- color board - furniture design - MEP
design - Artwork

Following the appointment of Radisson as
the hotel operator, the project underwent
architectural and interior design
interventions to align with contemporary
hospitality standards. Inspired by the
cultural identity of Historic Jeddah, the
design reinterprets the architectural
language of the traditional Roshan to
create a contemporary hotel experience
rooted in local heritage. The hotel
comprises a podium with 13 typical floors,
providing 134 guestrooms and supporting
hospitality facilities.



ROLE & SCOPE OF WORK

Role: Design& Business Development Lead

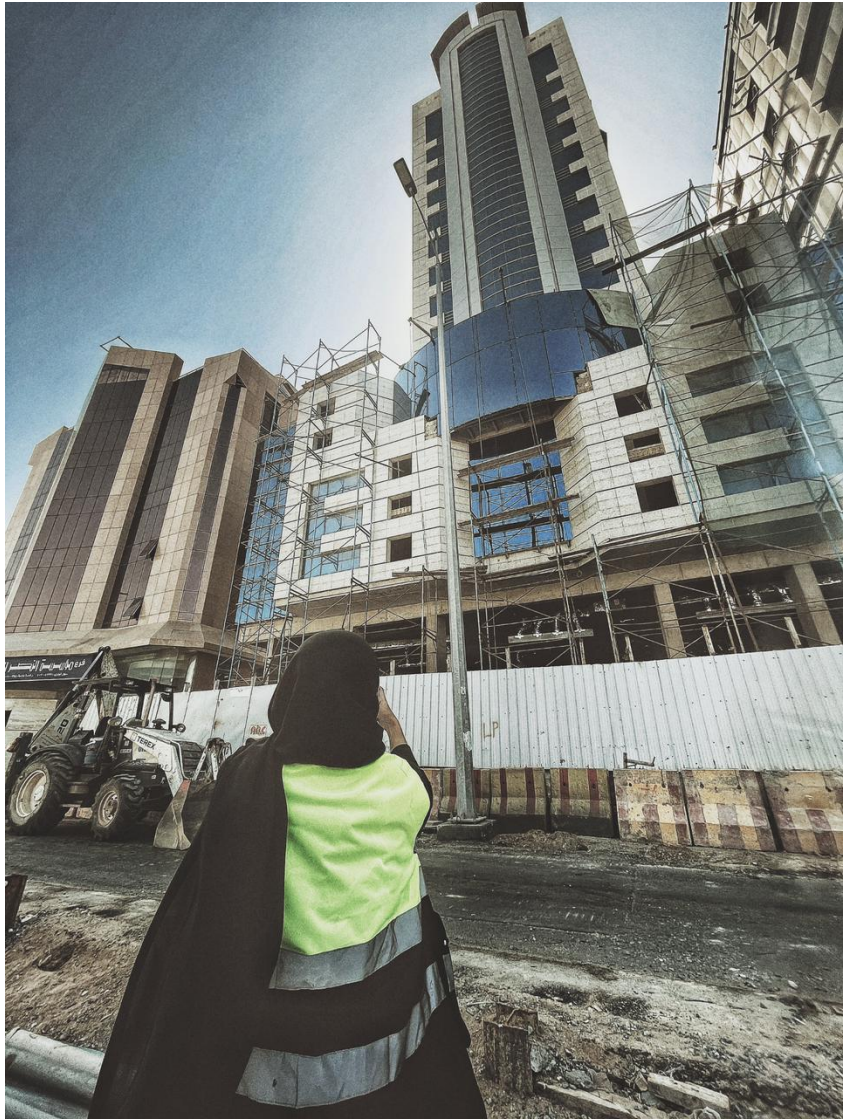
Business Development: Established the project vision and feasibility framework, conducted market studies, evaluated operational requirements, and supported the selection of the appropriate hospitality brand and positioning strategy.

Design Role: Developed the concept design and project identity strategy, studied the cultural, urban, and environmental context of Jeddah, and established the overall design process from initial concept through design development and implementation coordination.

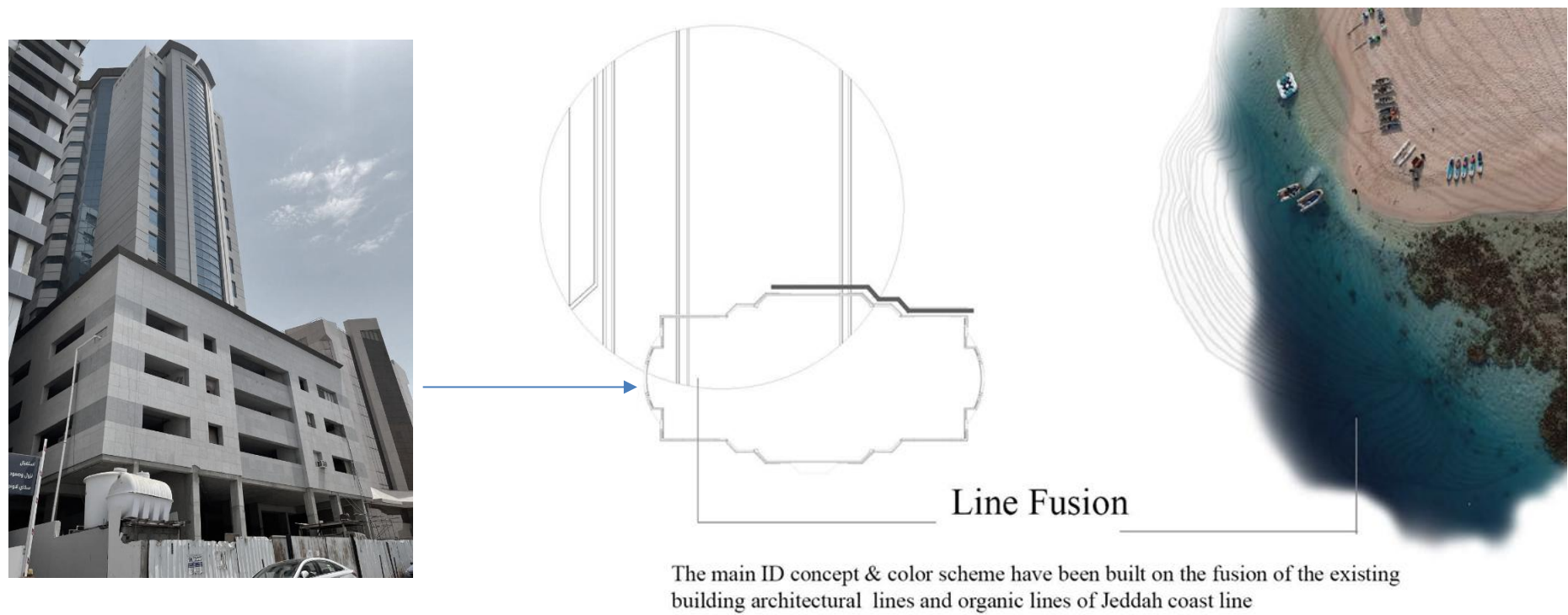
Design Strategy: Focused on upgrading guest rooms and corridors while retaining viable existing materials and architectural elements. The strategy balanced economic preservation, operational practicality, guest experience, and a contemporary hospitality identity.

Technical: Led the value-engineering process with the objective of minimizing project costs while maintaining the essential design quality, operational standards, and overall project identity.

Artwork: Created a unique artwork direction reflecting Jeddah’s central urban character, coastal identity, cultural heritage, and contemporary spirit.



1 → Analyzing & comprehending the current existing mass and its lines



2 → Studying location, culture, history, ,and surrounding environment



3 → DESIGN STORY Authentic design vision:

The story started when the vision was set to blend art and culture with a contemporary feel and look. The design intentionally reflects the authenticity of the heart of the city to build the concept and color scheme, texture, and pattern, along with the organic cost line

The story of the artwork and patterns

Reflecting the vintage spirit of historical Jeddah

Color scheme and Jeddah environment:

Blending the sea blue with a gradient of brown of the rocky, sandy coastline

From the new city:

The bond between Brand and the property:

Natural beauty, well-being, and balance with heritage, legacy, and history



CONCEPT & DESIGN DEVELOPMENT

A fusion of historic and
costal Jeddah



Aesthetics

Connect with
identity – peaceful
color scheme

Nature

Daylighting – greenery
when possible

Functionally

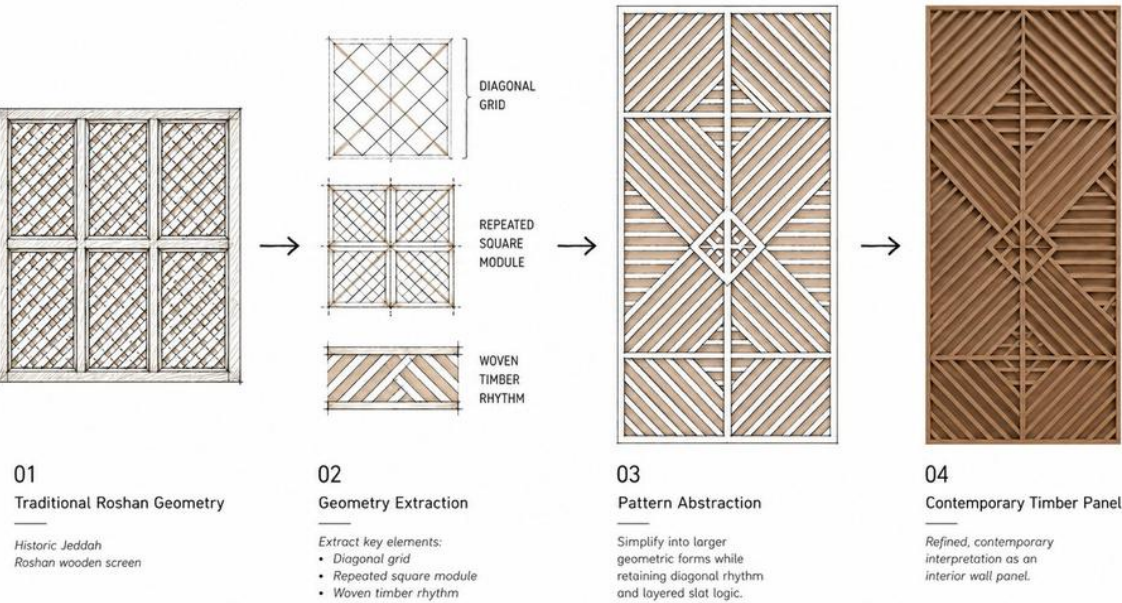
Practical/safe
design elements

PATTERN DEVELOPMENT

Traditinal Roshan Geometry

Radisson Brand color

Natural Timber materiality



MATERIAL PALETTE

TIMBER FEATURE WALL
contemporary interpretation of the Roshan

MONESTONE MARBLE
timeless hospitality character

ARTWORK CREATION

The artwork is a blend of Jeddah's past, present, and future. A fusion of sightseeing, architecture, culture, and activities



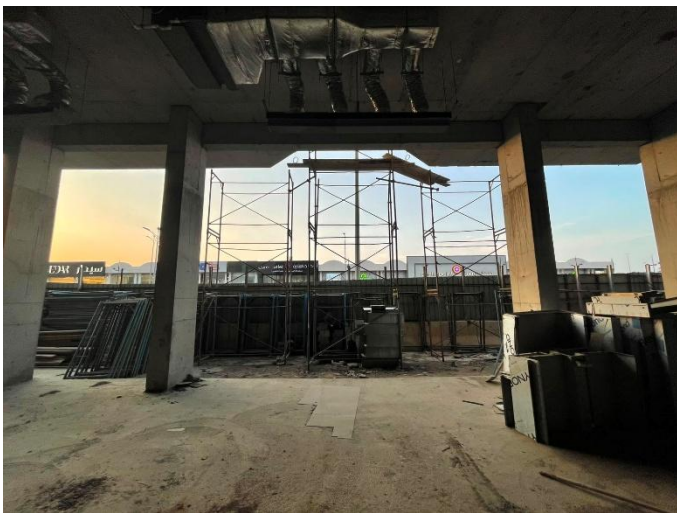
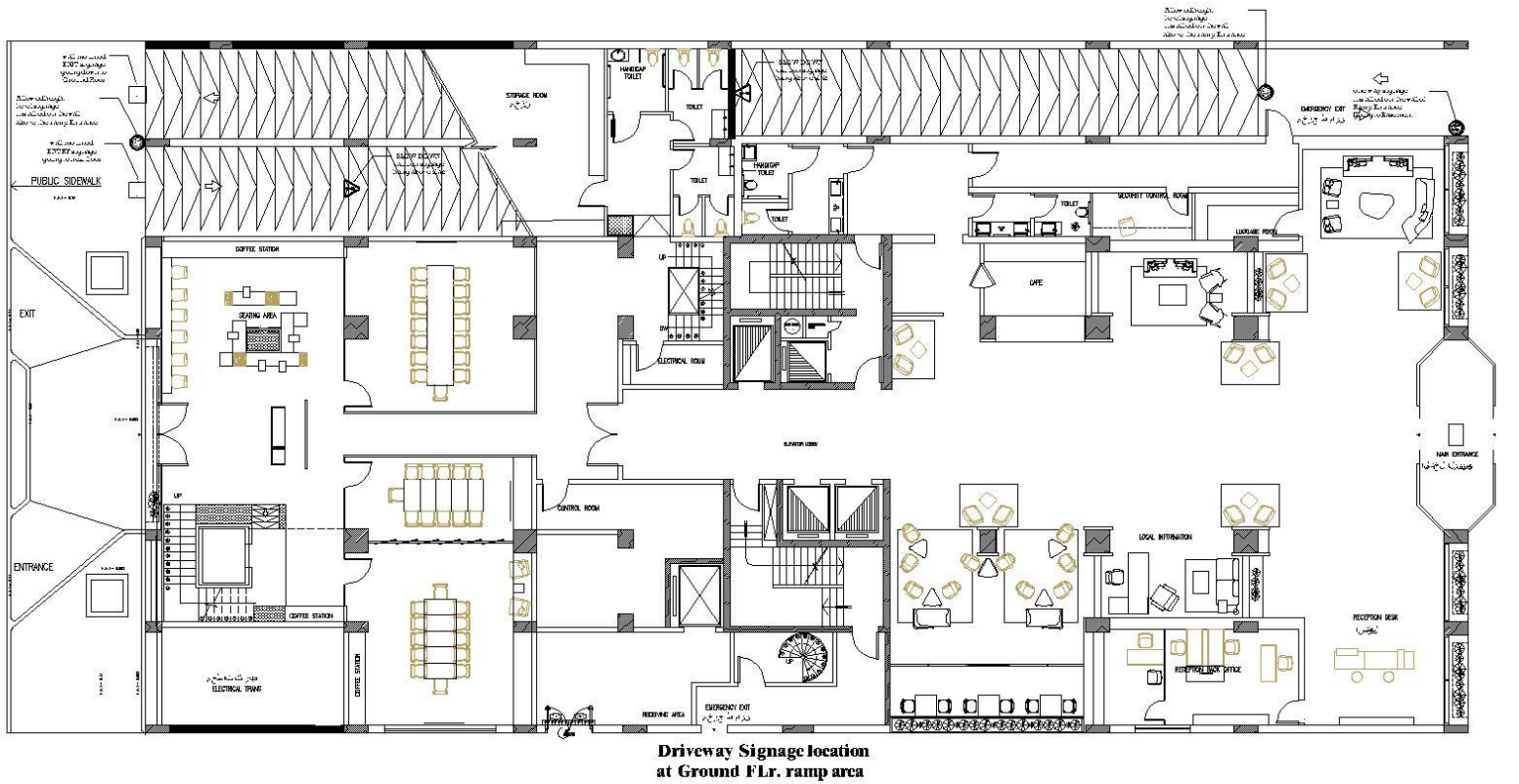
ARTWORK PAINTED ON CANVAS

40 artwork creation
300 artwork accomplished
For typical floors



SPACE PLANNING & PROGRAM FOR PUBLIC AREA ALIGNED WITH RHG GUIDELINES & MINISTRY OF TOURISM GUIDELINES

- 1. Analysis of the existing building layout.
- 2. Space planning for all the public areas with full comprehension Of hospitality requirements of the Ministry of Tourism and operational Brand (Radisson)
- 3. Studying the user experience linked with requirement



LOBBY AREA



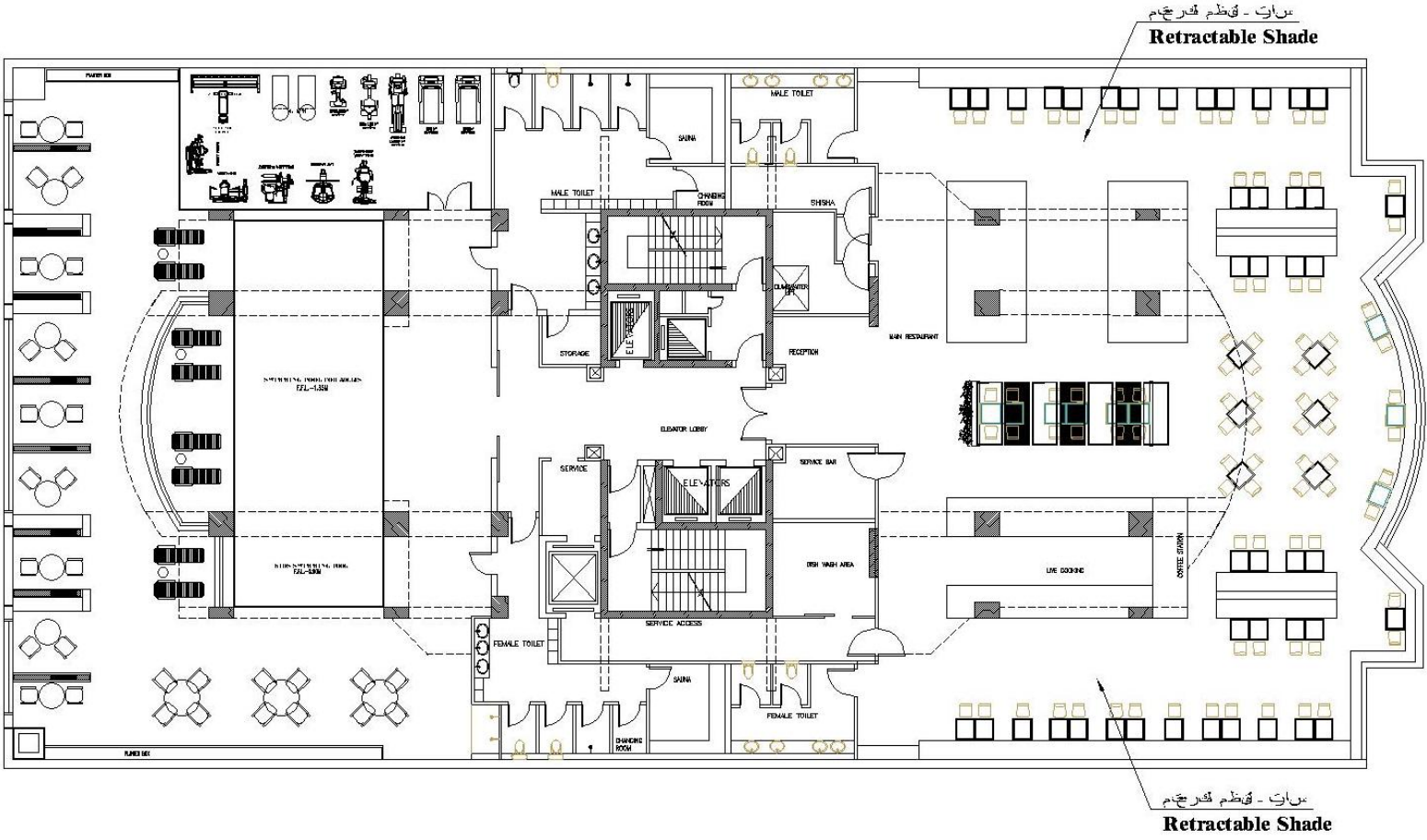


Hospitality Rooted in the Identity of Historic Jeddah Team Project | Jeddah, Saudi Arabia

Following the appointment of Radisson as the hotel operator, the project underwent architectural and interior design interventions to align with contemporary hospitality standards. Inspired by the cultural identity of Historic Jeddah, the design reinterprets the architectural language of the traditional Roshan to create a contemporary hotel experience rooted in local heritage. The hotel comprises a podium with 13 typical floors, providing 134 guestrooms and supporting hospitality facilities.

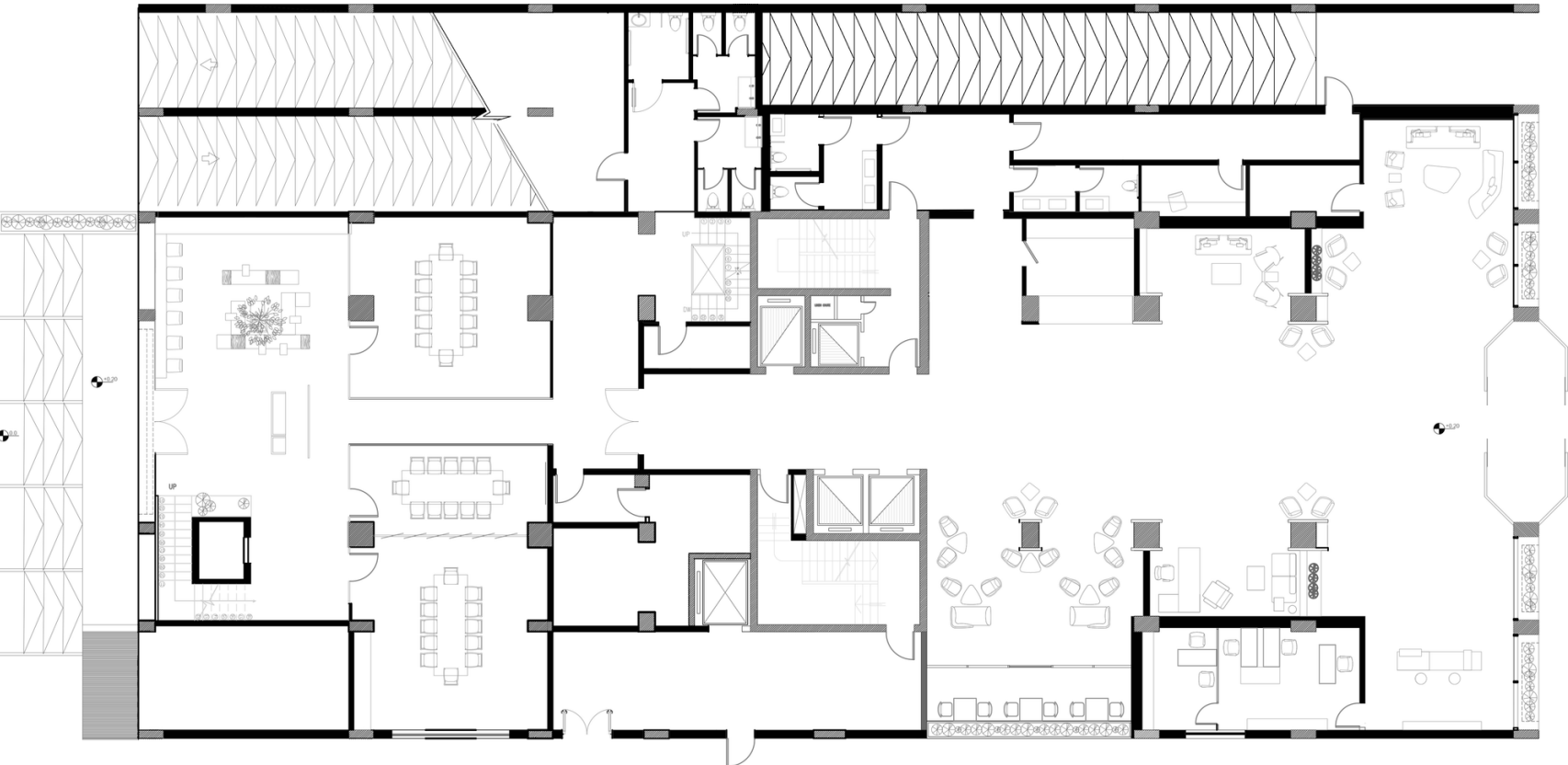
SPACE PLANNING & PROGRAM FOR PUBLIC AREA ALIGNED WITH RHG GUIDELINES & MINISTRY OF TOURISM GUIDELINES

- 1.. Analysis of the existing building layout.
- 2..Space planning for all the public areas with full comprehension Of hospitality requirements of the Ministry of Tourism and the operational Brand (Radisson)
3. Challenges of limited spaces for the restaurant area (engaging indoor with outdoor area utilizing the outdoor area.

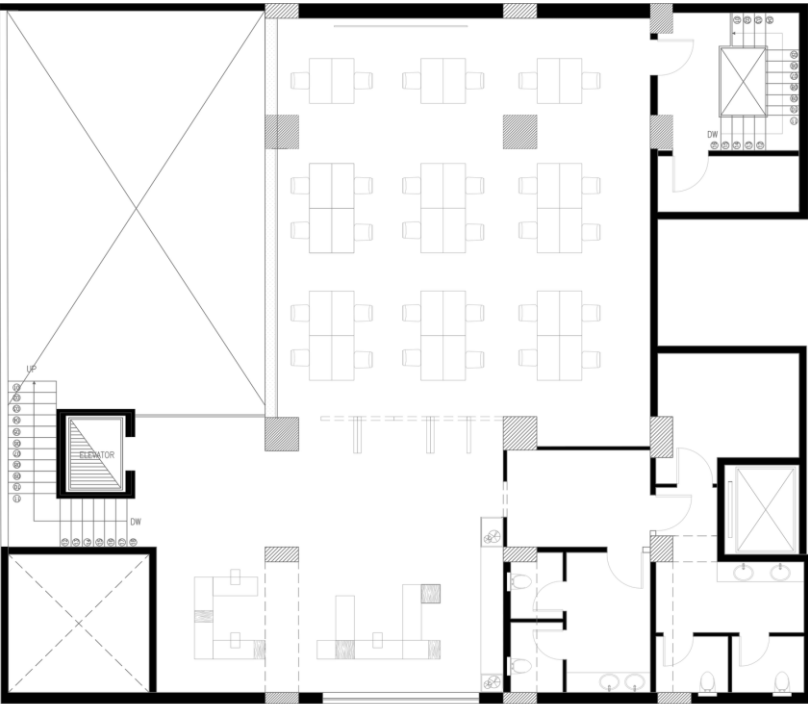


SPATIAL RECONFIGURATION

- 1. Analysis of the existing building layout.
- 2. Introduction of a mezzanine level to maximize spatial efficiency and increase functional capacity.
- 3. Creation of a dedicated business center featuring meeting rooms and a flexible multipurpose hall for conferences, workshops, and corporate events, with independent rear access.



GROUND FLOOR | LOBBY & BUSINESS CENTER

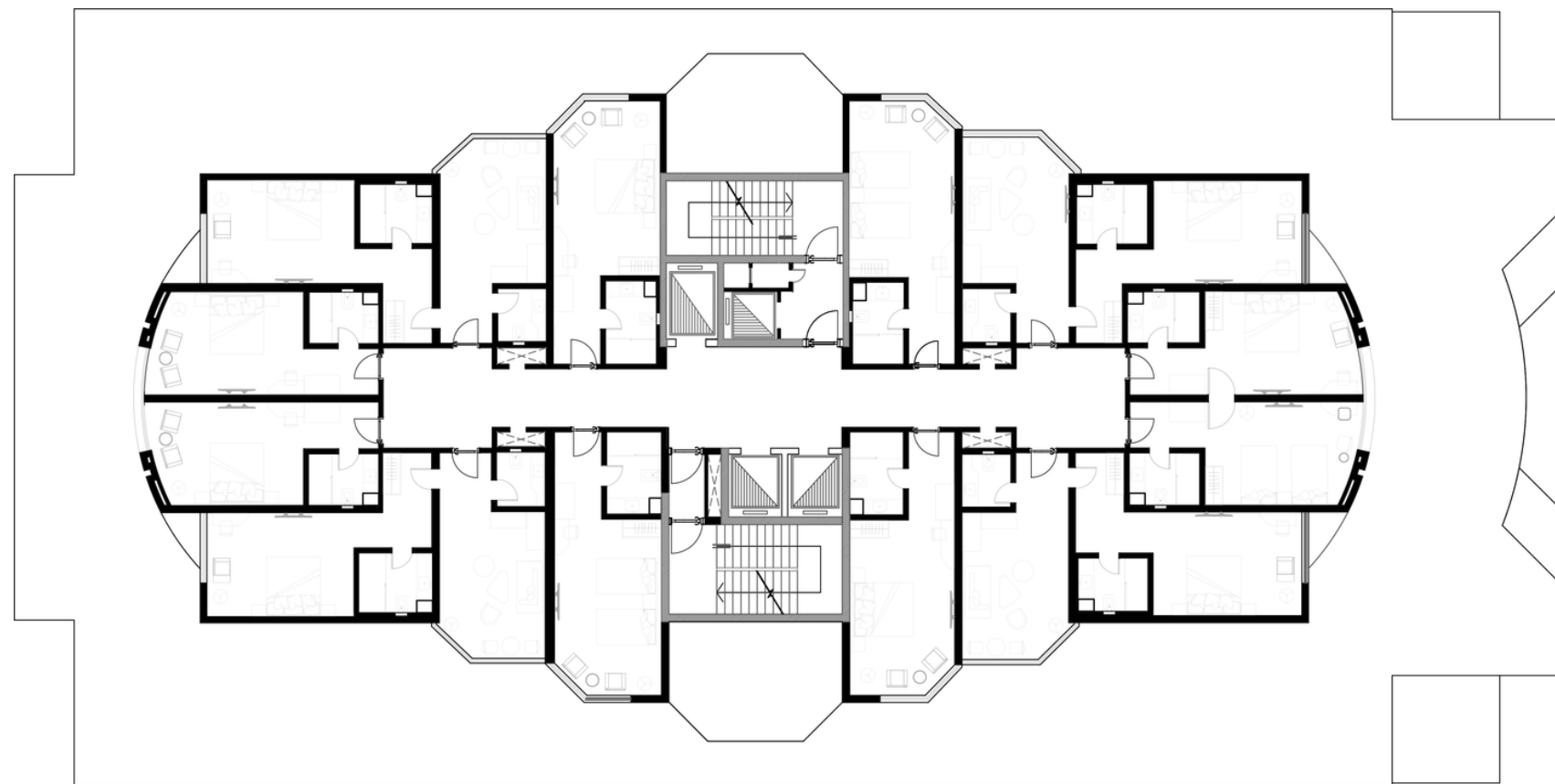


MEZZANINE FLOOR | BUSINESS CENTER

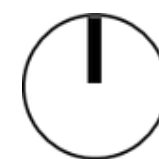




TYPICAL FLOOR / CORRIDORS & GUESTROOMS



TYPICAL FLOOR | GUEST ACCOMMODATION





Jabal Umm Nuthaylah, Madinah, KSA | جبل أم نثيلة

2026



TAKWEEN

TEAM

JABAL UMM NUTHAYLAH SUBMISSION

فريق
تكوين

An aerial, black and white photograph of a volcanic landscape. In the foreground, a large, dark, conical volcano with a prominent crater sits on a field of smaller, jagged volcanic mounds. The ground is covered in a network of light-colored, branching fissures. In the far background, a massive, flat-topped mountain rises against a hazy sky. A semi-transparent dark grey rectangle is positioned in the lower-left quadrant, containing the text "OUR VISION & APPROACH" in white, bold, sans-serif capital letters.

OUR VISION & APPROACH

OUR IDENTITY & FOUNDATION

**"We are not a corporate design agency. We are a
carefully chosen collective across diverse fields,
tailored specifically for this location."**



LISTENING TO THE PLACE

We do not begin with form; we begin by listening to the place: its terrain, climate, movement, memory, culture, and unspoken possibilities. Unbound by rigid corporate boundaries, our shared history and deep personal trust allow us to work with singular focus and agility, treating the land not as an empty site, but as an active source of knowledge

-  History: Suggests meaning.
-  Climate: Suggests form.
-  Contours: Suggest movement.
-  Geology: Suggests material.

Our role is not to impose an external corporate identity, but to combine our personal dedication and shared synergy to reveal the authentic identity that already exists within the land.

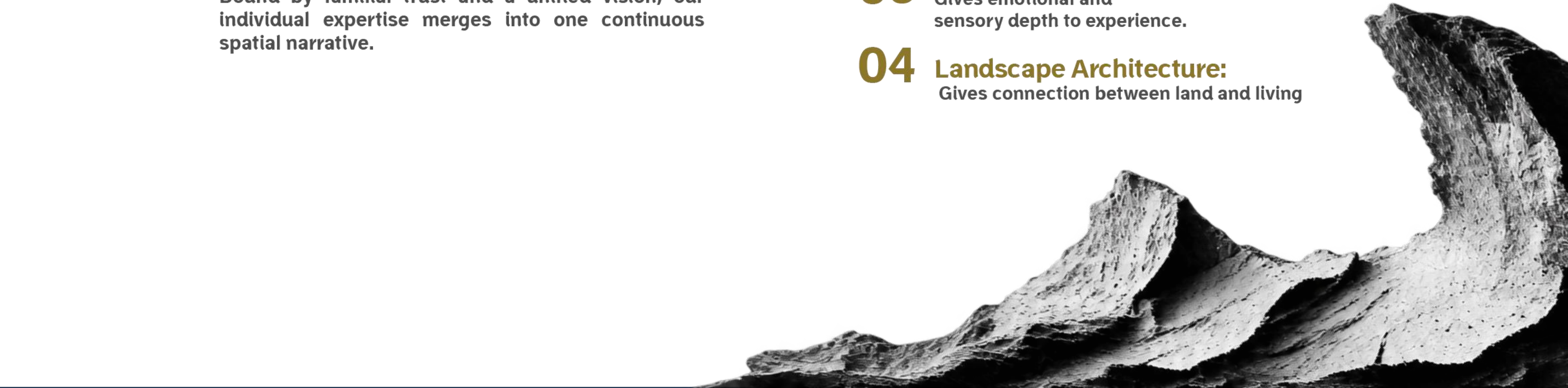


THE SCALE & DISCIPLINES

As an intimately tailored team, we bring together complementary talents across disciplines to craft seamless spatial experiences without departmental silos:

Bound by familial trust and a unified vision, our individual expertise merges into one continuous spatial narrative.

- 01 Urban Design:**
Gives structure to collective life.
- 02 Architecture:**
Gives form to relationships.
- 03 Interior Design:**
Gives emotional and sensory depth to experience.
- 04 Landscape Architecture:**
Gives connection between land and living



THE IMPACT

Because this project is personal to us, we seek to create places that are culturally grounded without becoming nostalgic, innovative without becoming disconnected, and expressive without dominating their context.

We believe that the strongest design intervention comes from passionate, dedicated teams whose synergy creates the deepest relationship between people and place. Our aim is not only to design spaces that can be seen, but to create places that can be understood, inhabited and remembered.





TEAM VISION

- 01** To create seamless continuity between place, form, and human experience through a unified, family-rooted spatial intelligence.
- 02** We envision a design process free from commercial bureaucracy, where close-knit collaboration across disciplines shapes territory to detail into one harmonious environment.

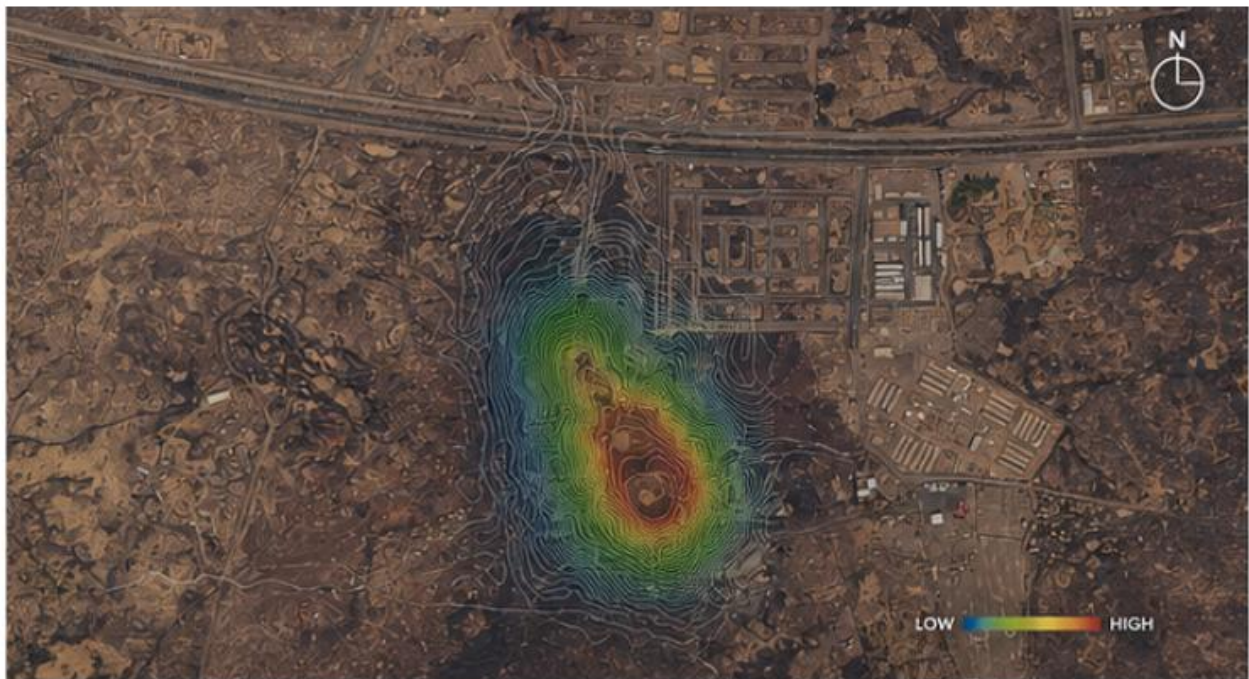
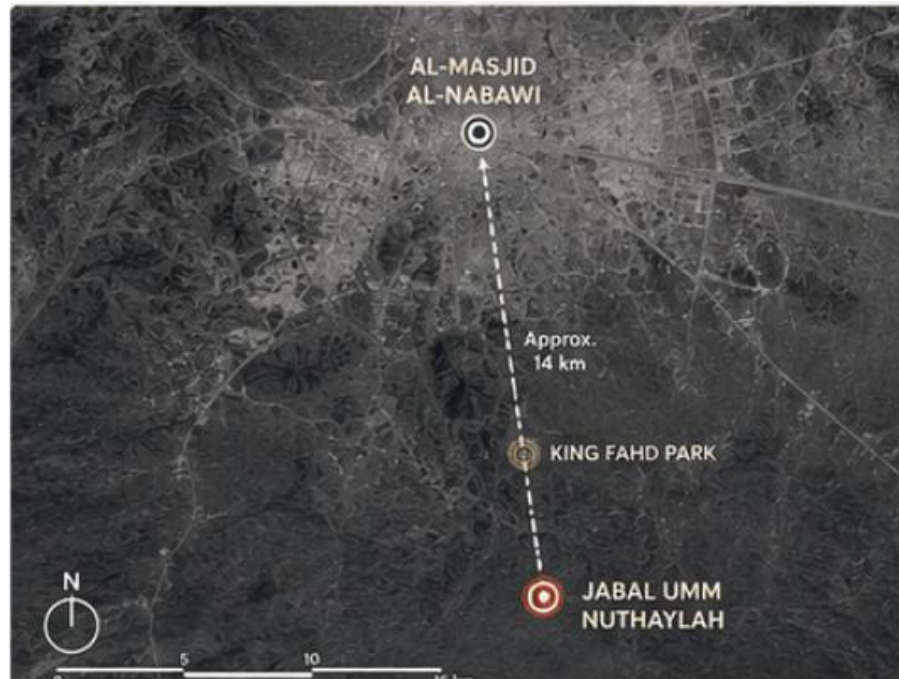
TEAM MISSION

Team Takween brings family synergy and tailored expertise together, integrating architecture, urban design, landscape, art, and interior design into one intimate process. We listen to the environmental, cultural, and social identity of each place to craft authentic, feasible, and deeply human spatial solutions.

To reveal the true identity of place through a close-knit, multidisciplinary approach across urban, architectural, and interior scales.

A black and white photograph of a volcanic landscape. In the foreground, there are several overlapping volcanic craters with dark, textured slopes and lighter-colored centers. The ground is covered in a network of cracks and ridges. In the background, a large, flat-topped mountain rises against a hazy sky. The overall scene is desolate and dramatic.

DESIGN METHODOLOGY



Site At A Glance

- Jabal Umm Nuthaylah, Madinah, KSA**
- Approx. 83,000 m site area**
- Approx. 12,300 m² expected built-up area**
- Approx. 14 km south of Al-Masiid Al-Nabawi**
- Volcanic hills and harrat terrain**



1 Environmental Layer

Climate, topography, geology, drainage and ecological systems establish the project's environmental intelligence

- Volcanic landform
- Microclimate and comfort
- Drainage logic
- Landscape resilience



2 City layer

The site is understood as part of Madinah's wider urban structure, access network and destination system.

- Regional linkage
- Urban fabric
- Infrastructure access
- Destination connectivity



3 Architecture Layer

Massing, form and interfaces are shaped as a response to landform, city presence and human scale

- Contour-led placement
- Built-open relationship
- Views and thresholds
- Light-touch intervention



4 Human & Cultural Layer

Human-centred design translates Madinah's identity into inclusive, meaningful and memorable experiences.

- Arrival and journey
- Gathering and contemplation
- Cultural interpretation
- Inclusive experience



5 Functional Hospitality Layer

The project functions as a welcoming destination that integrates local hospitality values with contemporary visitor standards

- Visitor flow
- Operational clarity
- Local generosity
- International hospitality standards



FROM UNDERSTANDING TO TAKWEEN

THE MOUNTAIN GUIDES. WE LISTEN. WE LEARN, WE CREATE.

01 READ THE LAND

- TOPOGRAPHY
- GEOLOGY
- CLIMATE
- VIEWS
- ACCESS
- MOVEMENT

02 UNDERSTAND THE IDENTITY

- HERITAGE
- CULTURE
- SPIRITUAL CONTEXT
- COMMUNITY
- MEMORY & MEANING

03 CONNECT THE ELEMENTS

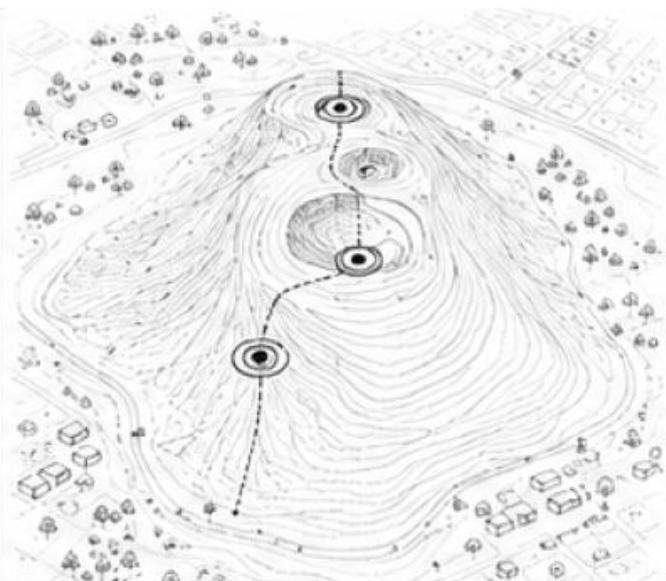
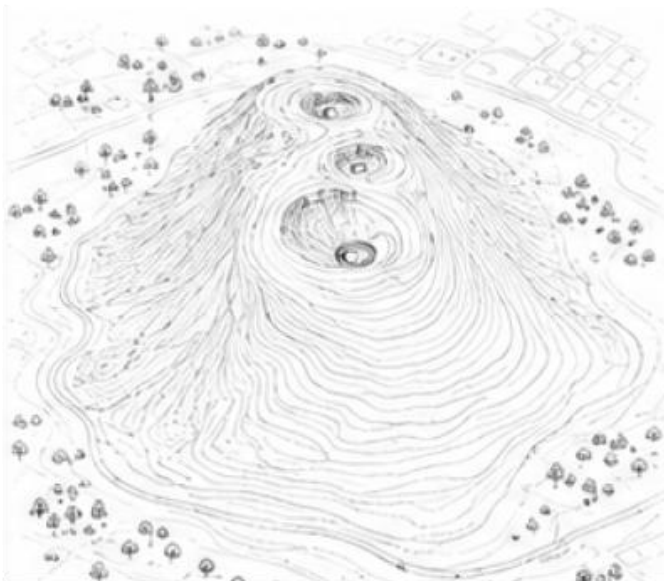
- CITY → MOUNTAIN
- ARRIVAL → DISCOVER
- MOVEMENT → PAUSE
- GATHERING → REFLECTION
- LANDSCAPE → ARCHITECTURE

04 TRANSLATE INTO EXPERIENCE

- PATHS
- TERRACES
- THRESHOLDS
- VIEWPOINTS
- MOMENTS OF PAUSE
- SPIRITUAL JOURNEY

05 TAKWEEN

- ARCHITECTURE THAT BELONGS TO THE PLACE
- INTEGRATED WITH NATURE
- SUSTAINABLE & RESPONSIBLE
- TIMELESS
- AUTHENTIC EXPERIENCE



THE LAND SPEAKS.

WE DISCOVER WHAT MAKES
THIS PLACE UNIQUE.

WE CONNECT PEOPLE,
NATURE AND EXPERIENCE.

WE DESIGN THE JOURNEY
THAT CREATES MEANING.

ARCHITECTURE EMERGES FROM
UNDERSTANDING AND RESPECT.

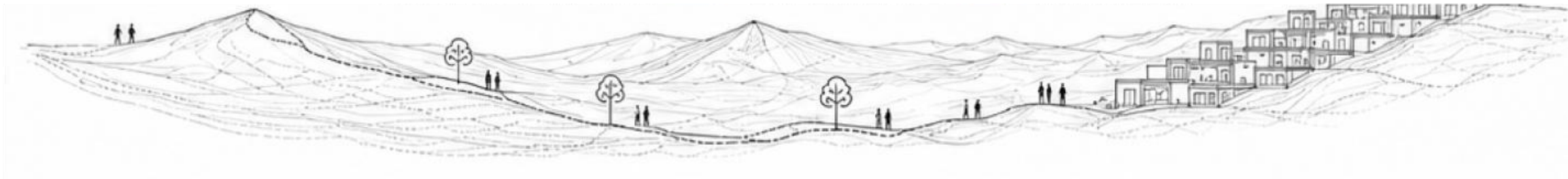


WE DO NOT IMPOSE
ARCHITECTURE ON THE MOUNTAIN.



WE ALLOW
ARCHITECTURE TO EMERGE FROM IT.

UNDERSTANDING → EXPERIENCE → TAKWEEN





MOTIVATIONAL STATEMENT

MOTIVATIONAL STATEMENT

OUR COMMITMENT TO MADINAH

Team Takween approaches this opportunity with profound respect, personal honor, and an uncompromising pursuit of excellence. As a family unit bound by shared values and complementary expertise, we do not view this competition as just another assignment; it is a shared passion that commands our full dedication.

We stand ready to turn **THE LIVING TRACE** from a visionary concept into an enduring landmark, a site where natural geology, local culture, and human memory converge into an unforgettable destination for generations to come.



An aerial photograph of a volcanic landscape, showing a series of nested craters. The terrain is dark and rugged, with visible ridges and valleys. The craters are of varying sizes, with the largest one in the foreground having a prominent rim. The lighting creates strong shadows, emphasizing the topography.

READY TO TURN VISION INTO REALITY

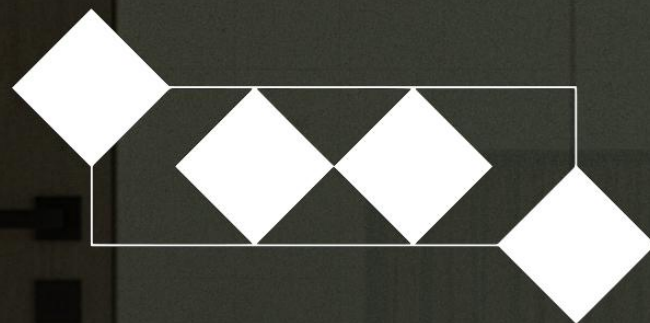
Team Takween | Jabal Umm Nuthaylah

EMAIL: FATIMA.M.SAIT@GMAIL.COM

T H A N K Y O U



BAYN
creative design studio



بين
استديو تصميم إبداعي



قاف التطويرية
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