

## DUBAI MALL OUTLETS



**Background** Dubai Mall is the world's largest shopping centre, located next to the world's tallest tower 'Burj Khalifa', offering an array of leisure pursuits, with over 600 retail outlets including: Kidzania, a fantasy edutainment area for children; Magrudy's, a popular book-store and Miri Creation, a leading designer rug manufacturer. **Scope** The interior of all three individual stores has a distinctive look and caters to their different customer needs. Kidzania uses bright colors for each different kid's zone and required tiles to complement the vibrancy of each zone. Magrudy's required simple and elegant tiles that would match the classy interior of their bookstore. Miri Creations gives an elegant Persian touch to their store combining a traditional and modern appeal and the tiles needed to reflect this. **Results** Customer satisfaction has always been the top-priority for RAK Ceramics. RAK Ceramics was successful in delivering the required products and services in record time to each store. Altogether, RAK Ceramics supplied 1,300 square meters of high-quality customized Gres Porcellanato tiles across the three retail outlets.

**Year**  
2008

**Application**  
Shopping Malls & Stores

**Interventions**  
Stairs - Wall and floor application

**Location**  
Dubai GCC United Arab Emirates