

FERRARI WORLD



Background Ferrari World is the first Ferrari themed amusement park in the world, located on Yas Island, Abu Dhabi. It includes four theme parks, two water parks, 23 on-site themed resort hotels including a campsite, two spas and physical fitness centers, five golf courses, and other recreational venues. The central park is situated under a 200,000 square meters roof making it the largest indoor amusement park in the world. It was completed in 2010 with a project value of 1 billion US\$. **Scope**

The iconic design of Ferrari World was developed by Benoy Architects. It is modeled on the side profile of a Ferrari GT by Ramboll. The project has set benchmarks for structural engineering, master planning and urban design, geotechnical engineering and facade engineering in the region. RAK Ceramics supplied the Technochroma series - with its mix of vibrant colors, the futuristic look and feel fitted perfectly with the design requirements. Technochroma has less than 0.5% water absorption, which guarantees long-term durability, enabling it to withstand heavy footfall. **Results** Ferrari World was a unique project where the architects were keen to create a very modern, futuristic look. They chose RAK Ceramics' Technochroma series as it met all their requirements. The series is very modern and vibrant as well as being extremely durable and practical. RAK Ceramics is delighted to have been part of the Ferrari World project.

Year

2009

Application

Leisure

Interventions

Wall and floor application

Location

Abu Dhabi GCC United Arab Emirates