THE MIDDLE EAST’S LARGEST START-UP INCUBATOR

London-based STUFISH transformed Riyadh’s former multi-storey carpark into the Middle East’s largest start-up incubator, named The Garage. Spanning 28,000 square meters on the campus of King Abdulaziz University, it offers incubation, acceleration, and various support services for over 300 tech startups. Completed in late 2023, The Garage incubator collaborates with industry leaders like Google and the National Center for Information Technology Development. The adaptive reuse project preserved the garage atmosphere, incorporating urban art and original features. The three-level incubator structure features a dynamic aluminum ribbed facade, with the central car ramp activated for additional spaces. Representing STUFISH’s first permanent structure in the Middle East, The Garage exemplifies adaptive reuse trends in Riyadh, providing a sustainable, innovative hub. STUFISH, renowned for temporary architecture, recently designed stages for artists like Beyonce, Madonna, and U2.

About STUFISH Studio:
STUFISH Entertainment Architects, a global leader in entertainment architecture, boasts an award-winning portfolio spanning permanent buildings, live productions, touring shows, exhibitions, and more. Notable projects include The Coronation Concert, Platinum Jubilee Party, Adele’s Las Vegas Residency, U2’s Las Vegas residence, and tours for Beyoncé, Madonna, Stormzy, Elton John, Rolling Stones, and more. Their metaverse presence includes Pentakill’s virtual concert, and exhibition design highlights Pink Floyd: Their Mortal Remains at the Victoria and Albert Museum. Award-winning permanent designs include the Han Show Theatre and Dai Show Theatre in China.

Their recent achievement is the tourable ABBA Arena, a 3000-capacity theatre for the ABBA Voyage show. STUFISH’s diverse portfolio also includes the opening ceremony for F1 in Las Vegas, ceremonies for the Beijing Olympics 2008, Asian Games 2010, UAE 40th Anniversary Show, and more. They have created art installations such as LEAP The Kaleidoscope and the Vision 2030 experience for Cityscape Global 2023 in Riyadh, Saudi Arabia.

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