

KINGS ROAD TOWER

Architect: Abdullah Deghaither

Lighting Design: LSLuz

Client: Prince Saud bin Fahad

Location: Jeddah, Kingdom of Saudi Arabia

King's Road Tower has been designed to become a flagship for Jeddah by using the latest innovations and materials within its Architectural Concept. Citiled by SACO accepted the challenge and developed a large scale custom-made Media Facade managing three different cutting-edge technologies: lighting, video and DMF 2.0, that would be totally integrated into the building facade.

Being the highest tower in Jeddah, it is conveniently located on the Corniche, thus visible from far away both from the main road, the sea and even up in the air!

King's Road Tower's Media Facade represents a truly amazing achievement for all architectural, technical, engineering, lighting design, conceptual, out-of-home media and urban purposes.



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