



Msheireb Downtown Doha

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About Msheireb Properties

Msheireb Properties is Qatar's leading sustainable real estate developer, backed by Qatar Foundation for Education, Sciences and Community Development and Qatar Investment Authority. The organisation holds a pioneering position in sustainable urban development, supporting the strategic objectives of the Qatar National Vision 2030.

Msheireb Properties is dedicated to changing how people think about urban living and improving their overall quality of life through innovations that encourage social interaction, respect for culture, and greater care for the environment.

International Certifications and Accreditations

- British Standards Institution Quality Certification (ISO 9001:2015)
- Environmental Performance Certification (ISO 14001:2015)
- Occupational Health and Safety Certification (BS OHSAS 18001:2007)
- Risk Management Standards Certification (ISO 31000:2009)

Flagship Developments

Msheireb Downtown Doha represents the most prominent embodiment of Msheireb Properties' vision for developing sustainable cities. It is the world's first sustainable city centre regeneration, combining Qatar's rich heritage with advanced technology in a harmonious urban fabric.

Zulal Wellness Resort by Chiva-Som is the Middle East's first and largest wellness destination. Located in northern Qatar, the resort offers two distinct experiences: Zulal Serenity, a wellness haven for individuals and couples, and Zulal Discovery, a world-first wellness offering for families. The resort is pioneering in its integration of Traditional Arabic and Islamic Medicine (TAIM) with contemporary wellness practices.



Overview of Msheireb Downtown Doha

Msheireb Downtown Doha represents a fundamental transformation in the concept of sustainable urban development. The city extends across the historic heart of Doha, embodying Qatar's vision for reviving the capital's traditional centre in a modern, sustainable manner. The city was developed over more than a decade, from 2010 until completion of works in 2021.

Key Facts and Figures

- Over 100 buildings ranging from 3 to 22 storeys
- 10,017 parking spaces (Guinness World Record)
- Over 800 residential units across 156,000 square metres
- 21 office buildings across 91,000 square metres
- Over 300 retail spaces
- Total commercial and office space: 193,000 square metres
- 3 world-class hotels
- 4 heritage museums
- 2 educational institutions
- 3 mosques

Strategic Location

Msheireb Downtown Doha enjoys a prime position in the heart of the Qatari capital, in close proximity to the most significant landmarks and centres. Easily accessible from Hamad International Airport and directly connected to the Doha Corniche and the historic Souq Waqif, the city serves as a vibrant hub that brings together business, culture, and leisure in the heart of Doha.



Awards and International Recognition

Msheireb Downtown Doha enjoys widespread international recognition, having achieved a series of prestigious accolades that affirm its leadership in sustainable urban development. These awards reflect the city's distinction across multiple domains, from environmental sustainability to technological innovation and heritage preservation.

Awards and Accolades 2026

- SEAL Business Sustainability Award: Outstanding Environmental Initiatives for Msheireb Downtown Doha (United States)
- Communitas Awards: Four awards including three sustainability awards for green rooftop initiatives, the Liquid3 microalgae bioreactor, and environmental practices, plus the Excellence in Community Service award for Msheireb Museums (United States)
- Green World Award: Sustainability in Construction for Msheireb Downtown Doha, with Msheireb Properties named a Green World Ambassador and listed in the global Green Book reference (United Kingdom)

Awards and Accolades 2025

- Global Economics Awards: Leading Urban Destination for Investment and Entrepreneurship, and Best Smart City for Mobility Solutions
- Big 5 Global Impact Awards (Dubai): Sustainability Leader of the Year for CEO Eng. Ali Al Kuwari
- Inc. Arabia Best in Business Awards (Dubai): Smart Cities and Urban Innovation
- Green Apple Awards (United Kingdom): Beautiful Buildings award for Msheireb Mosque (world's first standalone mosque to receive LEED Gold certification), and Environment Best Practice in the Built Environment
- Luxury Lifestyle Awards: Best Luxury Residential Development (Msheireb Townhouses) and Best Luxury Sustainable Resort Development (Zulal Wellness Resort by Chiva-Som)
- RoSPA Gold Certificate for the fourth consecutive year for excellence in occupational health and safety
- Smart Built Environment Awards: Innovation in Architecture for the Seven Principles methodology
- Real Estate Asia Awards: Sustainable Development of the Year and Excellence in Smart City Planning
- 11th AI and Enterprise Analytics Summit Awards: Best Smart City Development Transformation



Awards and Accolades 2024

- Qatar Tourism Awards 2024: Leading Sustainable Tourism Establishment, and Iconic Local Attraction for Msheireb Museums
- Qatar Real Estate Forum: First Project Contributing to Sustainability Award
- Green Apple Award: Beautiful Buildings for Msheireb Museums
- Global Economics Awards: Best Urban Regeneration and Development
- Tarsheed Award for Sustainable Buildings from Qatar General Electricity and Water Corporation

Awards and Accolades 2023

- Qatar Tourism Awards 2023: Smart Solutions Development, Cultural Experiences, and Best Integrated Tourist Destination
- Real Estate Asia Awards: Best Mixed-Use Development
- The Pan Real Estate Awards: Environmental, Social and Governance Standards
- Fast Company Middle East: Top 10 Most Creative Entities in Architectural Design

Sustainability and Excellence Certifications

- 50 LEED Platinum certifications
- 49 LEED Gold certifications
- 3 commercial buildings with SMARTSCORE Gold certification

Guinness World Record

Msheireb Downtown Doha holds a Guinness World Record for the largest underground car park, with a capacity of 10,017 spaces. This achievement exemplifies innovative thinking in urban design, providing practical parking solutions whilst preserving the aesthetics of the urban landscape.



Distinctive Architectural Language

The architectural language of Msheireb Downtown Doha is the product of three years of continuous research and collaboration with leading architects, academics, and urban planners. This effort resulted in a unique architectural language known as the “Seven Principles”, which harmoniously blends the essence of Qatari heritage with contemporary urban development.

This architectural approach envisions a future that celebrates Qatar’s rich architectural heritage whilst embracing the latest concepts in design and technological integration. This innovative methodology, rooted in the spirit of Qatari architecture, re-establishes the deep social bonds that foster connection and cohesion within the community.

The Seven Principles

Continuity

This principle seeks to create a vital connection between past, present, and future through designs that retain their aesthetic value across time.

Part to Whole

Aims to achieve a delicate balance between diversity and unity within the urban fabric, maintaining a cohesive identity that binds all components together.

Additive and Subtractive

Views Msheireb Downtown Doha as an evolving architectural composition, where all elements integrate to form a harmonious urban fabric.

Privacy of the Home

Focuses on providing exceptional residential environments that ensure privacy and security for residents whilst fostering a sense of community belonging.

Activating Pathways

Transcends the traditional view of pathways as mere transit routes, transforming them into vital elements of the city’s living experience.

Climate Responsive

Places climatic conditions at the heart of architectural design, focusing on maximum comfort with minimum energy consumption.

A New Architectural Language

Represents the culmination of the architectural vision, drawing inspiration from traditional Qatari architecture and presenting it in a contemporary form characterised by flexibility and the capacity for evolution.



These Seven Principles are reflected in every aspect of Msheireb Downtown Doha, from building design to public space planning, forming an integrated framework that ensures the development of a sustainable urban environment that respects the past and looks to the future.



Sustainability

Msheireb Downtown Doha stands as a beacon of sustainability and environmentally responsible urban development on a global scale. This environmental commitment is embodied in every aspect of the city, from the finest architectural design details to the largest resource and energy management systems. All buildings are either Gold or Platinum LEED-certified.

Comprehensive Decarbonisation Strategy

In a landmark initiative for Qatar, Msheireb Properties partnered with global multi-disciplinary consultancy Cundall to decarbonise its entire portfolio in Msheireb Downtown Doha. This initiative is the first of its kind at this scale in the country, encompassing over 100 buildings, 800+ residential units, and 300+ retail spaces.

The decarbonisation strategy targets emissions reductions across all three GHG Protocol carbon accounting scopes (1, 2 and 3) and aligns with the Science Based Targets initiative (SBTi), a globally recognised benchmark for decarbonisation. Each building has been assessed against Cundall's Seven Steps to Net Zero Carbon methodology, with detailed action plans developed to reduce operational energy consumption.

Considered Urban Design

The urban design philosophy of Msheireb Downtown Doha is grounded in in-depth studies of the local climate and Qatar's traditional architectural heritage. An integrated system was developed that accounts for year-round solar movement, prevailing winds, and local lifestyle. The facades feature innovative designs that combine aesthetics and function, with light colours reflecting sunlight and canopies and arcades providing natural shade for pedestrians.

Renewable Energy System

The renewable energy system comprises an integrated network of solar panels including 6,400 photovoltaic panels and 1,400 thermal panels for water heating, with a total production capacity of 1.4 megawatts annually. The city also houses the Liquid3 microalgae bioreactor, an innovative solution for carbon dioxide absorption and air quality improvement in urban environments.

Energy Efficiency and Cooling

The central cooling plant operates with advanced technologies ensuring efficient cooling distribution through an underground pipe network, managed by a sophisticated monitoring centre that guarantees immediate response to cooling requirements whilst achieving maximum energy efficiency.



Integrated Water Management

The city applies an advanced water management system that includes water-saving fixtures across all buildings, sophisticated greywater treatment and reuse systems, a smart irrigation network for green spaces, and a rainwater collection and storage system.

Environmental Monitoring and Control

The city relies on an integrated environmental monitoring and control system featuring advanced sensors for measuring indoor air quality and monitoring carbon dioxide and pollutant levels. Monitoring extends to energy and water consumption in every building, with continuous data analysis to identify efficiency improvement opportunities.

This ongoing commitment to innovation and sustainable development forms a core part of Msheireb Downtown Doha's vision for the future. By combining heritage with innovation, and technology with sustainability, the city offers a unique model for sustainable cities in the twenty-first century.



Smart Living and Advanced Technologies

From the earliest planning stages, Msheireb Downtown Doha placed smart technology at the heart of its vision for the city of the future. The city presents an integrated smart city model combining the latest global technologies with the highest standards of security and comfort.

Integrated Smart Infrastructure

- 430 kilometres of fibre-optic network
- Over 5,000 Wi-Fi access points
- Over 650,000 connected IoT sensors
- 8,000 smart metres monitoring utilities consumption
- 10,000 surveillance cameras
- 2 data centres
- Over 65,000 connected devices
- Server storage capacity: 532 terabytes

Strategic Technology Partnerships

Msheireb Downtown Doha strengthens its smart capabilities through strategic partnerships with leading global technology firms. The partnership with Microsoft involves developing the “Smart Experience” platform using cloud computing, AI, and big data to improve how residents, visitors, and businesses interact with their urban environment. The city also collaborates with Schneider Electric to enhance digital automation and energy management solutions, including smart traffic management and predictive building maintenance.

Smart Parking System

The world-record-holding smart parking system accommodates 10,017 vehicles and features an intelligent guidance system directing drivers to available spaces. The system supports 26 electric vehicle charging stations strategically distributed throughout.

Smart Homes and Digital Services

Each residential unit features an integrated control system enabling residents to manage all home systems remotely via the smart application, with the ability to monitor energy and water consumption and receive instant alerts. The city also offers a comprehensive online portal and smartphone application providing services ranging from parking reservations to transport tracking.





Cultural and Heritage Components

Msheireb Downtown Doha embodies a unique vision of preserving and reviving Qatari heritage in a contemporary manner. The carefully restored heritage buildings integrate with modern cultural facilities to form a vibrant cultural centre.

Msheireb Museums

Msheireb Museums, with their four meticulously restored heritage buildings, represent the core of the city's cultural identity. These museums tell the story of Qatar and its development through time via contemporary interactive experiences.

Bin Jelmoood House

Offers a profound insight into the history of migration and slavery in the region, exploring the role of Islam in providing humanitarian guidance, and connecting the past with contemporary human rights issues.

Company House

Tells the story of Qatar's transformation through the lens of the oil industry, documenting the nation's economic development journey from the earliest discoveries.

Mohammed Bin Jassim House

Serves as a bridge connecting Qatar's past, present, and future, offering a comprehensive vision of Msheireb's evolution across time.

Radwani House

Provides an intimate look at the evolution of Qatari family life and the societal changes that accompanied the discovery of oil.

Qatar National Archive

A national centre for preserving and documenting Qatar's history, housed in a distinctive architectural design inspired by the traditional Qatari tower, with advanced facilities for preserving, restoring, and classifying historical documents.

Historic Eid Prayer Ground and Mosques

The city is home to the meticulously restored historic Eid Prayer Ground, along with three mosques that combine traditional Islamic architecture with contemporary design, including the Msheireb Mosque, recognised as the world's first standalone mosque to receive LEED Gold certification.



Commercial Components and Business Environment

Msheireb Downtown Doha forms a vibrant commercial centre in the heart of the Qatari capital, with total commercial and office space exceeding 193,000 square metres.

Advanced Office Spaces

The city houses twenty-one office buildings equipped with the latest technologies, many of which hold LEED Gold and Platinum certifications as well as SMARTSCORE Gold certifications.

Global Corporations and Leading Institutions

The city hosts a distinguished selection of the world's leading technology and innovation companies, including Google, Microsoft, Schneider Electric, Meeza QSTP, American Express, Mashreq Bank, and Ernst & Young.

Integrated Retail Ecosystem

Msheireb Galleria offers a contemporary shopping experience featuring Monoprix, Novo Cinemas, and a diverse range of retail outlets and restaurants. Barahat Msheireb stands as the largest open-air covered pedestrian square in the region.



Residential Components and Hospitality

Msheireb Downtown Doha presents a unique model for modern living, with residential spaces spanning 156,000 square metres comprising over 800 diverse residential units, inspired by the traditional Qatari “Freej” concept.

World-Class Hospitality

- Mandarin Oriental Doha: A luxury experience combining international elegance with authentic Qatari hospitality
- Park Hyatt Doha: A contemporary hospitality experience distinguished by sophistication and refinement
- Al Wadi Hotel – MGallery by AccorHotels: A distinctive hotel experience with contemporary design inspired by local heritage



Creative and Media Platforms

M7 Design Innovation Hub

M7 serves as a beacon of creativity at the heart of Msheireb, providing an integrated environment supporting designers and creatives. The hub houses specialised studios, flexible workspaces, and exhibition halls, and offers specialised training programmes covering all aspects of the design and fashion industries.

Doha Design District

Doha Design District (DDD) represents an integrated creative destination bringing together designers, artists, and creatives in an inspiring environment. The district features co-working spaces, art galleries, workshops, and specialist shops, and hosts year-round events and exhibitions spotlighting local and international talent, including the Msheireb Awards for Innovation in Design in collaboration with Fast Company Middle East.

Media Centre

Msheireb Downtown Doha served as the principal media headquarters for the FIFA World Cup Qatar 2022™ and the AFC Asian Cup 2023, delivering world-class media infrastructure and services including modern studios, advanced editing suites, and live broadcast centres.



Educational Facilities and Community Services

Educational Institutions

- HEC-Paris Campus: One of the world's most prestigious business schools
- Qatar Academy – Msheireb: Distinguished educational programmes combining international curricula with local values
- TLC Nursery: A safe and stimulating early learning environment

Community Services

The city houses an integrated system of community services including three mosques, healthcare facilities, sports and recreational spaces, as well as community development and environmental awareness programmes targeting all segments of society.



Transport and Access

Msheireb Downtown Doha is distinguished by its strategic location and advanced transport infrastructure.

- World's largest underground car park with 10,017 spaces across six levels
- 26 electric vehicle charging stations
- Central metro station connecting the city to the Doha Metro network
- Internal tram service with smart screens displaying real-time arrival information
- Network of shaded walkways and open squares designed for pedestrians
- Dedicated cycling paths



Future Vision and Development Plans

Msheireb Downtown Doha continues its evolution towards the future with an ambitious vision aligned with the Qatar National Vision, focusing on enhancing its sustainability leadership, developing its smart ecosystem, strengthening the cultural and creative landscape, advancing the business environment, and improving quality of life.

The city is developing new strategic partnerships with leading local and international organisations, and exploring the potential of emerging technologies such as artificial intelligence and advanced Internet of Things to improve operational efficiency and service quality.

Alignment with Qatar National Vision

- Advancing human development through a distinguished educational and cultural environment
- Supporting economic development through an advanced business environment
- Enhancing environmental development through innovative and sustainable solutions
- Strengthening social development through building a connected and evolved community

Msheireb Downtown Doha aspires to continue its role as a model for future city development. By combining heritage with modernity, and sustainability with innovation, the city presents an integrated vision for the future of urban development that can be applied in other parts of the world.