

Gensler

CREATIVE HORIZONS

[TELLING HUMAN STORIES IN THE AGE OF AI]





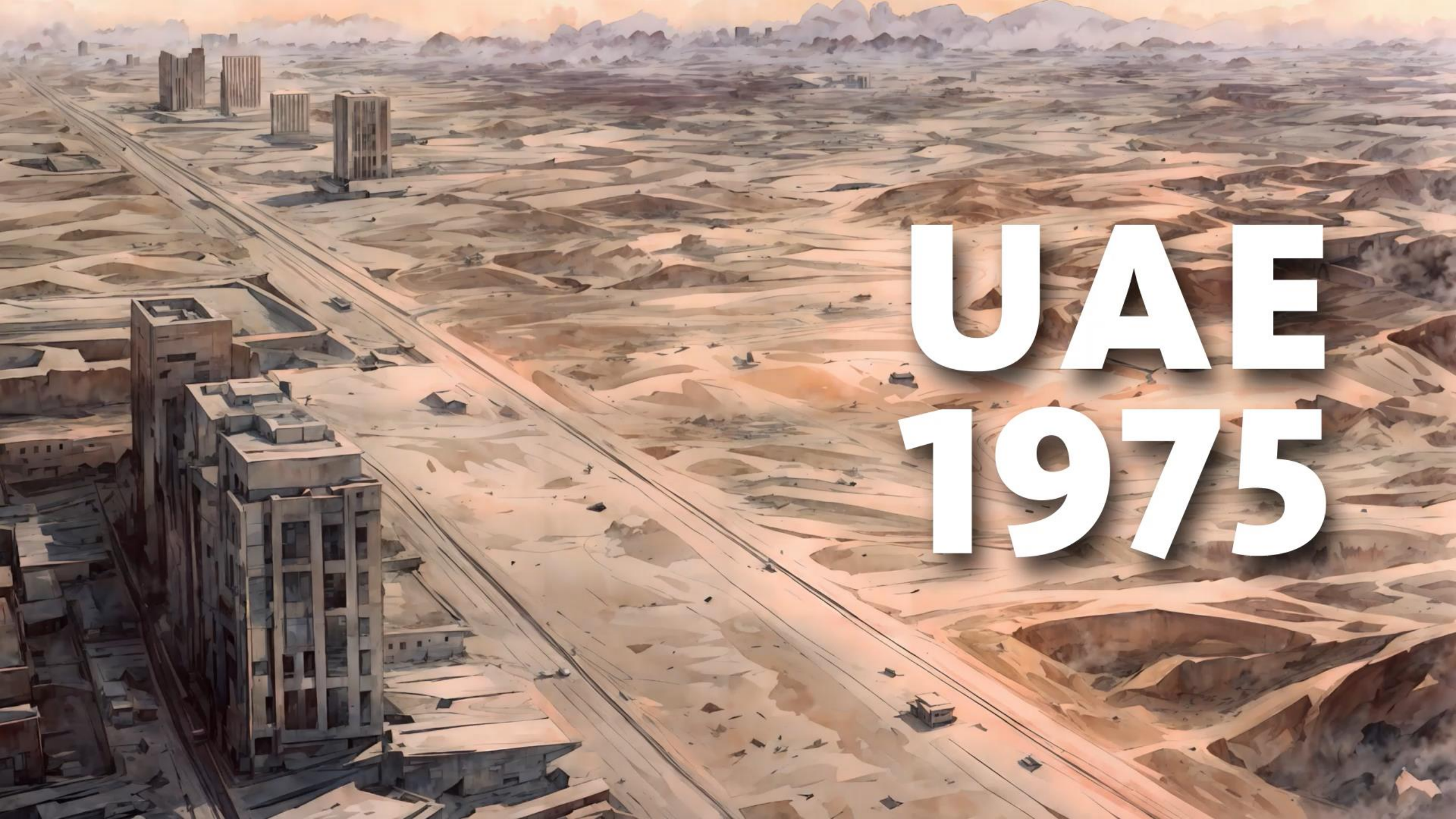


SYRIA



IRAQ



An aerial, painterly illustration of a desert city in 1975. The scene shows a vast, arid landscape with rolling sand dunes and scattered low-rise buildings. A prominent multi-lane highway runs diagonally from the bottom left towards the upper right. In the lower-left foreground, a cluster of taller, more modern-looking buildings is visible. In the distance, several tall, slender skyscrapers stand out against the hazy horizon. The sky is a soft, warm orange, suggesting a sunrise or sunset. The overall style is that of a conceptual architectural rendering or a digital painting.

**UAE
1975**



UAE MODERN TIME



/ IMAGINE

CREATIVITY UNLEASHED

[OUR JOURNEY]







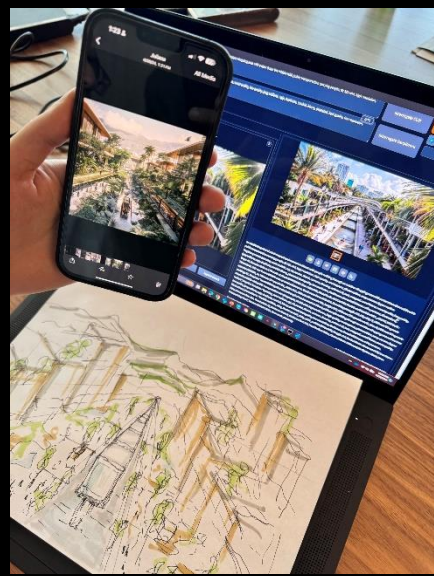
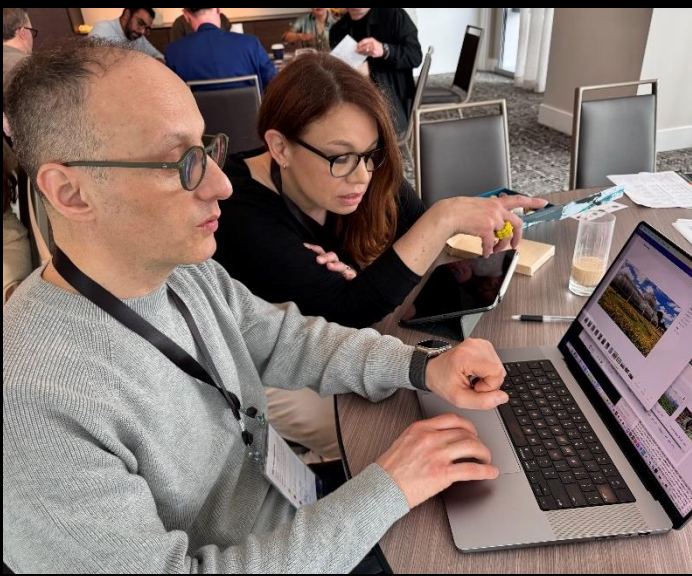
HYBRID **DESIGN**



Flexible Ideation



Controlled Ideation





OVERVIEW

1.71Mm²
TOTAL GFA

272.1Km²
FOOTPRINT

2.45
FAR

32.8%

156.5
USED FAR

2.029M m²
MAX BUILDABLE

830.3K m²
SITE AREA

25m
HEIGHT (MAX)

PROJECT

gblox

?

—

×

DISTRICT

TYPE	% PRGM	LAND	GROSS
Central Park	0%	177.1K	0.0
Innovation Hub	43%	236.8K	734.3K
Residential Mixed-Use	27%	281.7K	466.1K
Residential Mixed-Use..	14%	126.5K	242.1K
Shopping District	2%	145.7K	122.9K
Theme Park District	8%	106.4K	140.5K

EXPLORE

DESIGN

Option 2

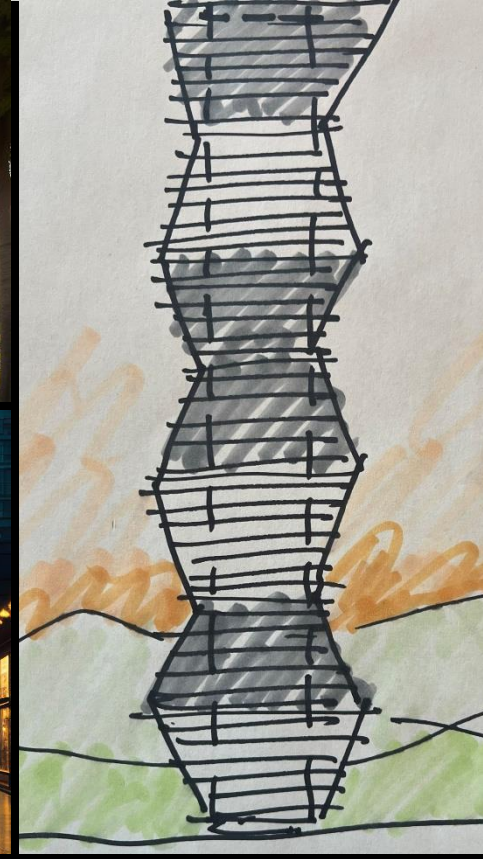
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METRICS

POWERED BY DESIGN TECHNOLOGY



DESIGNING WITH
**EMOTIONAL
STORYTELLING**

[HUMAN CENTERED NARRATIVES]

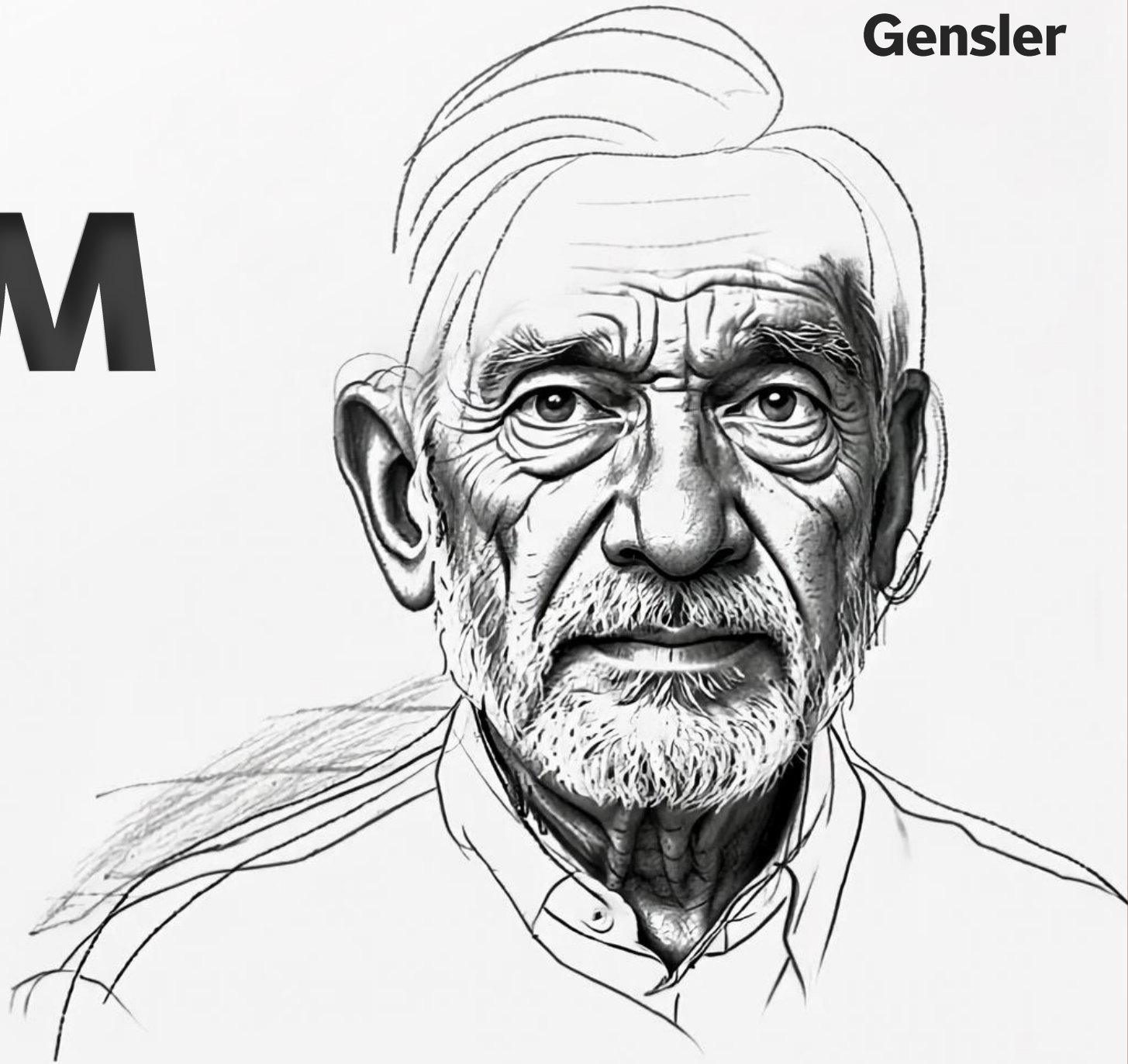


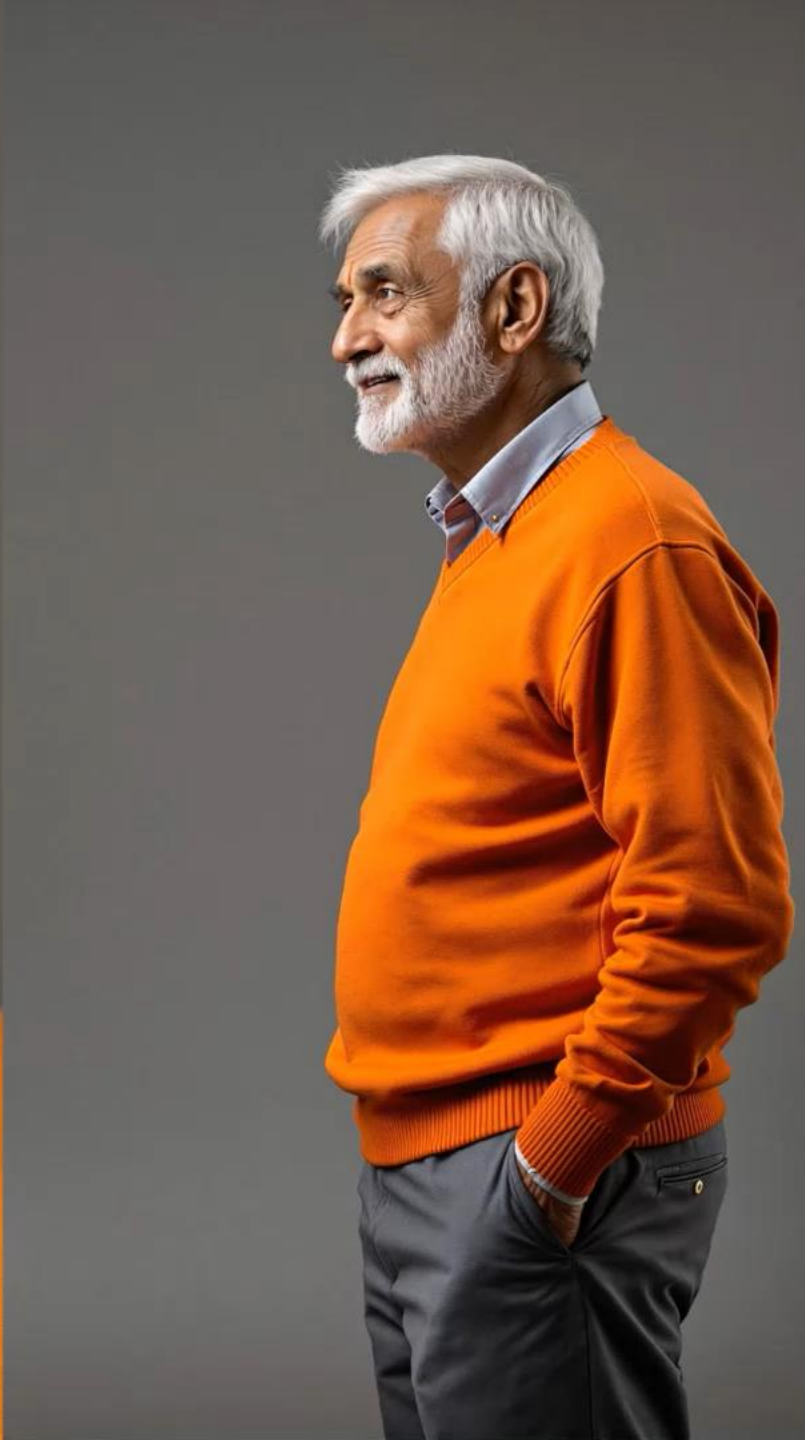
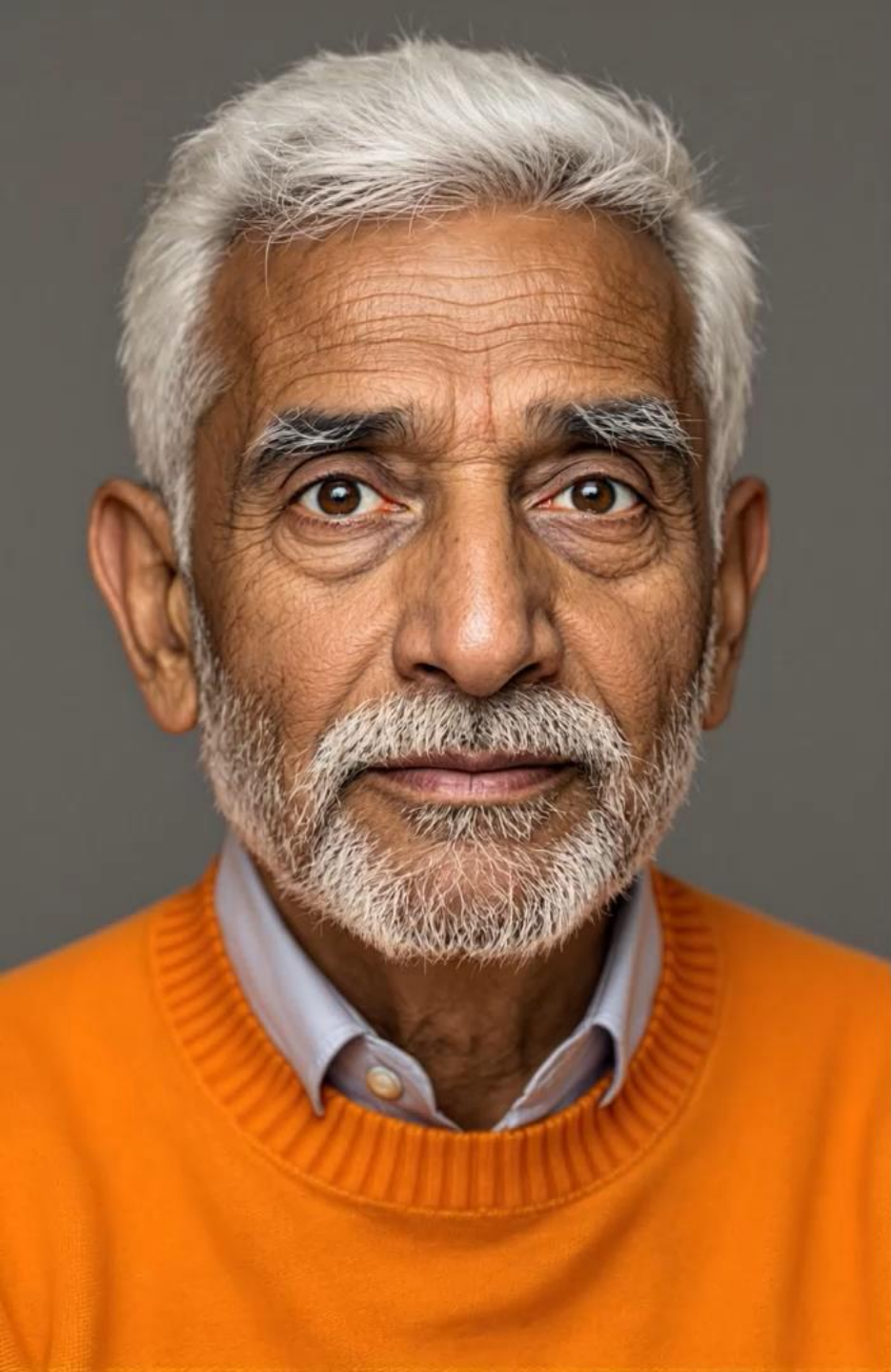




Human-centered
narratives

GENERATING **VIKRAM**

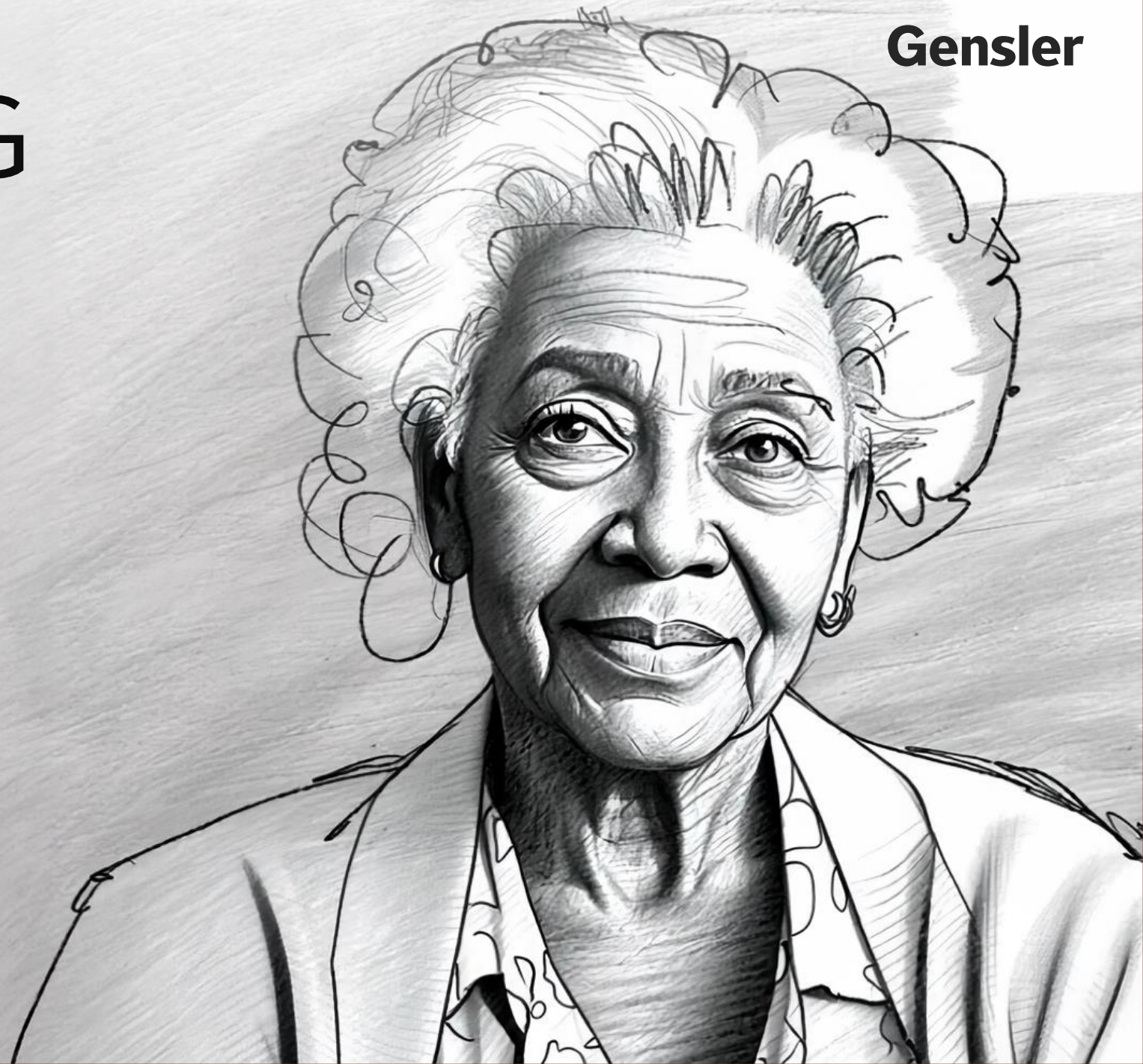






GENERATING **NORA**

Gensler





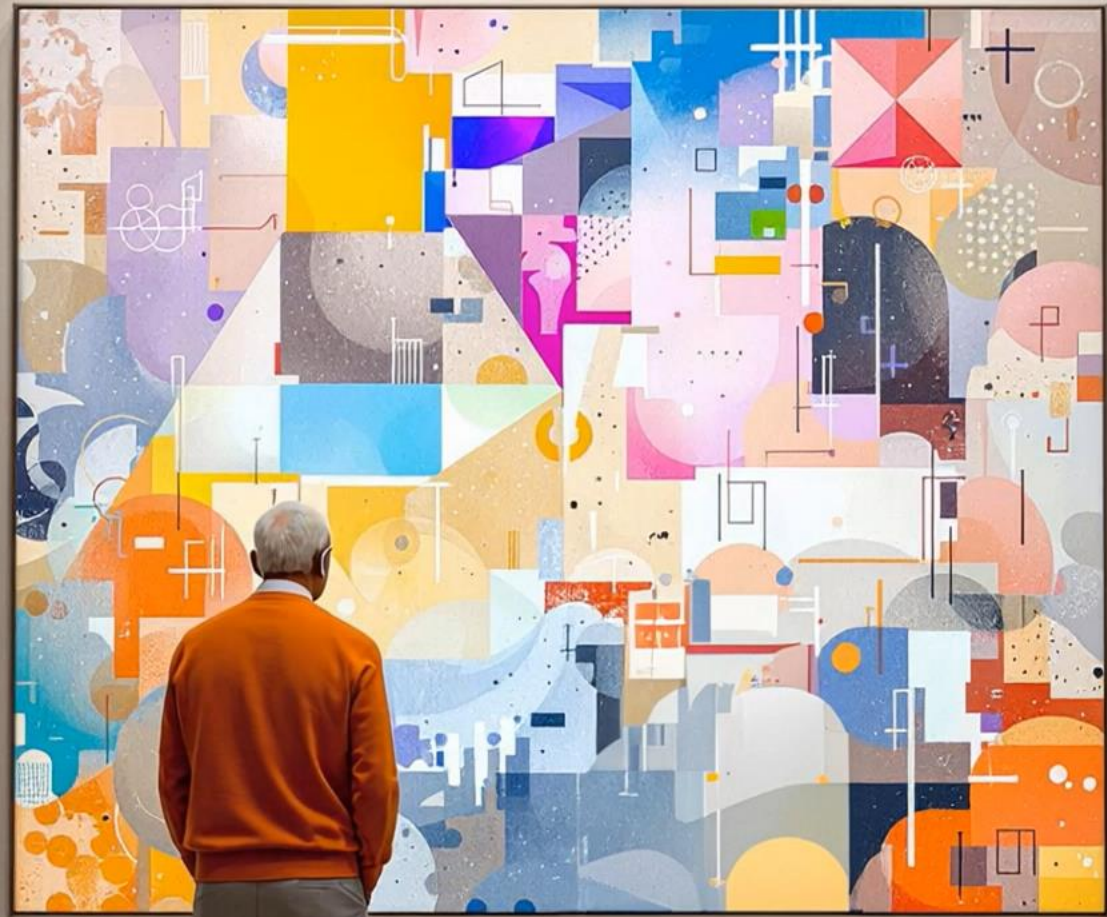
























VENICE BIENNALE 2025





What if we flowed with water, rather than against it?

What if our communities were built for extreme weather?

What if buildings were living systems - hosting and nourishing life?



Our stalls stand under the same canopy
of leaves as the tables where we eat.



In a world where so many things
compete for our attention,



Re-use has served us well.

OUR

INFLECTION POINT

[NEXT EVOLUTION OF TECHNOLOGY]

Gensler



DON'T FOLLOW
TRENDS
[CREATE THEM]



Gensler

MOVE WITH
CONFIDENCE
[EVEN IF WE DON'T HAVE THE ANSWERS]

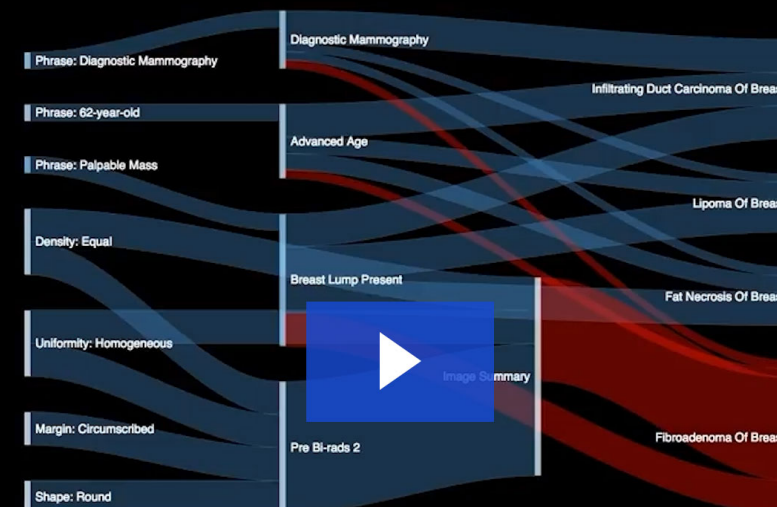
KEEP EYES ON
OUTCOMES
[PURPOSE + IMPACT]

SPEAK + ACT WITH
ONE VOICE
[OUR GUIDING COMPASS]





b. Lipoma of breast



Age: 62 years
Indication: Diagnostic Mammography
Physical exam: Breast lump present

Pre BI-RADS: 2
Density: Equal
Margin: Circumscribed
Shape: Round
Uniformity: Homogeneous

Infiltrating duct carcin...	
Lipoma of breast	
Fibroadenoma of bre...	
Fat necrosis of breast	

