The Address Boulevard

**Facts**

- **Official Name**: The Address Boulevard
- **Other Names**: The Address Boulevard Hotel, The Address BLVD, The Address Boulevard Dubai
- **Structure Type**: Building
- **Status**: Completed
- **Country**: United Arab Emirates
- **City**: Dubai
- **Street Address & Map**: Downtown Dubai
- **Building Function**: residential / hotel / retail
- **Structural Material**: concrete
- **Energy Label**: Not Applicable
- **Proposed**: 2012
- **Construction Start**: 2012
- **Completion**: 2017

**Rankings**

- **Global Ranking**: #39 Tallest in the World
- **Regional Ranking**: #9 Tallest in Middle East
- **National Ranking**: #7 Tallest in United Arab Emirates
- **City Ranking**: #6 Tallest in Dubai

**Companies Involved**

- **Developer**: Emaar Properties
- **Architect**
  - **Design**: Atkins
  - **Architect of Record**: NORR Group Consultants International Limited
- **Structural Engineer**
  - **Design**: NORR Group Consultants International Limited
- **Project Manager**: Turner International LLC
- **Main Contractor**: Brookfield Multiplex
- **Other Consultant**
  - **Façade**: Koltay Façades
  - **Interiors**: Hirsch Bedner Associates
  - **Landscape**: Cracknell
  - **Lighting**: neolight
  - **Quantity Surveyor**: MLC Quantity Surveyors
  - **Security**: Weqaya Security Consulting LLC
  - **Vertical Transportation**: Lerch Bates
  - **Wind**: RWDI

**About The Address Boulevard**

The Address Boulevard is one of the tallest buildings in Downtown Dubai, located next to Burj Khalifa. The hotel and residential tower is situated with convenient access to Mohammed Bin Rashid Boulevard, and near The Opera District, a cultural hub of the region. Crowned by two matching spires, the tower has a 196-room hotel operated by The Address Hotels + Resorts, and 530 serviced apartments. Residents and guests may enjoy stunning views of Burj Khalifa, The Dubai Fountain, and the Arabian Sea.

The structure sits on a multi-level podium, with the upper level providing separate lobbies for the hotel and serviced apartments. The podium base creates a protective wall separating the tower from the boulevard and the raised highway to the north, which works to minimize noise...
disturbance. In an elliptical shape, the tower's gentle curves ensure that all apartments and guestrooms have unobstructed views of Downtown Dubai and beyond. The stepped ellipse form also lends a dynamic appearance to the building, with its proportions constantly shifting, depending on the vantage point.

Projected vertical fins act as blades that cut through the top of the building, creating a visual link between the two main façades. These fins, in conjunction with the balconies, provide both horizontal and vertical shading, which enhances the building's thermal performance and helps reduce HVAC loads, relative to the region. The building's façade utilizes a high-performance unitized system that aims to provide superior solar and thermal performance.

An enclosed moving walkway joins the tower to the Dubai Metro, The Dubai Mall, and other key developments. This increased mobility for guests and residents ties the structure into a greater urban context, connecting it with the rapidly expanding metropolis.