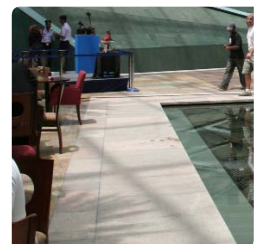
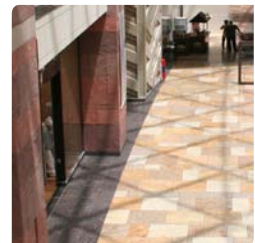


## High Strength Substrate for Dubai's Festival Centre



• Product: Isocrete K-Screed • Market Sector: Retail • Location: UAE • Client: Festival Centre  
• Date: 2007

Rising along the banks of the historic Dubai Creek is Dubai's unrivalled waterfront leisure complex, the Festival Centre.

Showcasing an exciting selection of prestigious retailers, an international gourmet culture and a world-class entertainment retreat, the Festival Centre is a breathtaking mixed-use development privately owned by the local Al-Futtaim Group Real Estate.

Located at the heart of Dubai Festival City, the Festival Centre totals 2.8 million square feet of leasable space, with over 600 shops including 25 flagship stores, over 100 restaurants, cafes and bistros, a 12 screen Grand Cinema complex, Bowling City and a vast entertainment centre as well as parking to host 13,000 cars.

A total area of 120,000m<sup>2</sup>, including all main public areas as well as maintenance zones have been screeded using Flowcrete's high strength Isocrete K-Screed. The reduced water content of the screed system provided added strength and durability, eliminating the cracking and debonding that can occur with conventional sand/cement substrates.

The fast-curing, quick-drying properties of Isocrete K-Screed also enabled final floor finishes to be installed on the fast track without suffering significant disruption to the overall construction schedule.