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THE DOOR TO LIFE IN BEIRUT

Beb Beirut is a new landmark living space situated adjacent to Beirut's famous Martyrs Square. It comprises a 14-storey high-rise tower, designed by American architecture firm Arquitectonica Miami in a built-up area of 30,000 square metres and it features 64 luxury apartments. Designed in collaboration with Solider's Urban Design team, Beb Beirut includes top-notch building materials and a sizeable portion of greenery.

The cutting edge design encapsulates two monumental vertical prisms of apartments ranging between 162 and 422 square metres, a penthouse of 1,874 square metres and a retail area. All the apartments are carefully designed to supply abundant natural light and ventilation, which enhances the energy efficiency of the building.

The two prisms rest over the form of a double level retail podium furnishing the complex with a great shopping experience alongside numerous coffee shops and restaurants sitting atop seven basement levels of parking.

While up above the apartments offer exquisite views of the sea, the Al Amine Mosque and Saifi Village, down below there is a range of services that guarantees residents' satisfaction. They include 24/7 maintenance, a car wash facility, a multilingual concierge, valet parking, 71 additional parking spaces dedicated to visitors, drivers' rooms, staff rooms, 24-hour security and surveillance. Thus inventive design and seductive luxury are underpinned with an exceptional, multi-layered support service.

What is unusual about Beb Beirut in today's market is that it caters to a spectrum of buyers by offering a



range of sizes. “The high demand on relatively small living spaces is on the rise,” says Mireille Choufany, Director General of MAF Holdings “which is why MAF Investment chose to harmonise the needs and the desires of the community by meeting these needs while maintaining the desired luxurious components. It was a considerable challenge for the project team, which they have relished.

“Our clients are mostly expats and locals though we also have overseas buyers. I would describe our client as someone who knows what he wants, who is looking for a vibrant and luxurious cultural life and who is not willing to compromise on safety, comfort, innovation.”

Though Beb Beirut’s retail space will not be launched for sale before the New Year there is already considerable interest from a number of multi-nationals and international brands along with banks and other companies. “We will be very selective when deciding about the retail tenants so as to ensure a great mix as well as maintaining the sumptuous level we are aiming for,” says Choufany.

The price for apartments starts at around one million dollars. ■