

Qaryat Al Sarab Heritage Village

Liwa, United Arab Emirates



Journey Into the Desert

Abu Dhabi's Tourism Development and Investment Company (TDIC) established a heritage village in the Liwa Oasis, inviting guests to experience the traditional Emirati way of life.

APA worked with TDIC to develop a conceptual approach for interpretation at the Heritage Village, creating a cohesive, thematic and experiential plan for much of its space. The plan included concepts for an interpretive center, a recreated historic oasis and a live animal area featuring four iconic desert species. The concept utilized a journey motif, showing links between the seasonal movements and practices of traditional nomadic Bedu to reveal connections between Emirati's cultural heritage and their cultural identity today.

