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## Msheireb Properties Wins Smart Built Environment Awards 2025 for Innovation in Architecture



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**Doha, Qatar – 5 October 2025:** Msheireb Properties, Qatar's leading sustainable developer, has

won the Smart Built Environment Awards 2025 for Innovation in Architecture, recognising

Msheireb Downtown Doha's design and forward-thinking approach. This award adds to the list of

international accolades Msheireb Properties has received to date.

The award specifically acknowledges Msheireb's architectural language called the "Seven Principles," a comprehensive framework developed in collaboration with architects, urban planners, and academics. These principles combine the spirit and aesthetics of Qatari architecture with sustainable design and modern technology, aiming to restore the distinct identity of Qatar's built environment and revive the strong social ties that once defined Qatari communities.

This recognition comes during an exceptional period of achievement for Msheireb Properties. Earlier in 2025, Msheireb Downtown Doha received dual honours at The Global Economics Awards 2025, being named "Leading Urban Business Destination" and "Best Smart City Project for Mobility." It also secured "Sustainable Development of the Year" and "Smart City Planning Excellence" at the Real Estate Asia Awards 2025.

### **Active Participation in Smart Built Environment Forum**

The award announcement came during the Smart Built Environment Forum, held in Dubai, United Arab Emirates from 1-2 October, following Msheireb Properties' active participation. The forum serves as an important platform in the Middle East for discussing factors influencing the built environment, bringing together real estate, facilities management, community

management, property management, and PropTech sectors.

Representing Msheireb Properties, Eng. Fatima Mohamed Fawzi, Senior Manager – Education & Sustainability, Doha Design District, contributed to a panel titled “The Future of Residential: Luxury, Branded Residences & Integrated Communities.” Meanwhile, Mubarak Mohammed Alboainin, Senior Director – Commercial Office Portfolio, shared his expertise on the panel “Delivering Experiential Spaces for New Generations of Tenants.”

Reflecting on the forum participation, Mubarak Mohammed Alboainin stated: “Our involvement in these discussions enabled us to share perspectives gained from creating the world’s first sustainable downtown regeneration project. The forum allowed us to showcase how to develop spaces that address practical requirements while creating meaningful experiences for coming generations. Through our work, we aim to develop spaces that inspire, connect, and adapt to the needs of the future, making sustainable urban living not only possible but desirable.”