

Living the good life at Oman Avenues Mall

AVENUES LIFE

Autumn/Winter 2017
Issue 4

04 'SILK ROUTE'
Wonders of Oman

10 GOOD LIFE
Good life at Oman Avenues Mall

24 TRAVEL TRIPS OF A LIFETIME
Four of the best for 2017

Chill time
refreshments

Marvellous
Moms

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FOREWORD

Dear Reader

Oman Avenues Mall, the largest shopping mall in the Sultanate with the highest quality shopping, dining and entertainment outlets is pleased to present another edition of Avenues Life.

I'm proud to say that the design and layout has been updated, and we are once again looking forward to increasing our engagement through Avenues Life, with you, our loyal patrons of Oman Avenues Mall, as well as the wider Muscat and Oman community. I hope you will enjoy reading this, our latest edition.

During the last few months, we have had the privilege of welcoming several new retail outlets and restaurants to the mall. Along with this, we have also witnessed a selection of successful Oman Avenues Mall events and celebrations taking place.

In March, we held what was an exciting and action-packed Mall Warriors Challenge event. We then went ahead with a very memorable Grand Celebrations campaign in April and May to commemorate the mall's 2nd Year Anniversary as the Sultanate of Oman's premier shopping and lifestyle destination.

This was followed by a very special 'Together this Ramadan' campaign, which ran through the month of June, and culminated with the Eid al-Fitr celebrations. This was a focal point in the Sultanate of Oman for the Holy Month of Ramadan celebrations,

and people living in Oman from all cultural backgrounds were invited to come and join in the festivities.

After this, our Avenues to the World campaign saw four lucky families each winning one of four family travel packages to the exciting international destinations of either London, Hong Kong, Malaysia, and Paris.

I hope you
will enjoy
reading this,
our latest
edition

Looking ahead into the rest of 2017, we are very excited about the many more events and campaigns planned at Oman Avenues Mall.

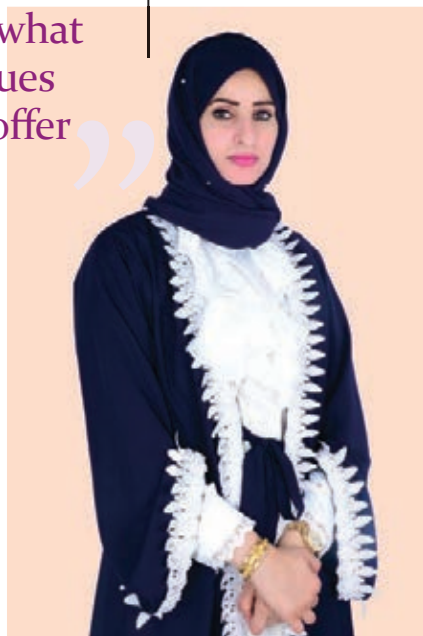
Please keep your eye on our social media channels and websites for updates.

Now, we have another great edition of Avenues Life lined up for you with loads of interesting and relevant content. I trust you will enjoy reading Avenues Life, and I trust you will have a great time at Oman Avenues Mall.

Ashraf Ali M.A.
Executive Director
LuLu Group International

WELCOME

Avenues Life is a showcase of the very best of what Oman Avenues Mall has to offer



Avenues Life is created as a showcase of the very best of what Oman Avenues Mall has to offer. It also serves as a platform from which our retail outlets and entertainment providers can showcase their individual success stories.

The layout has been redesigned, and I'm sure you'll enjoy reading all of the new stories inside, which document the best of what Oman Avenues Mall now has to offer. I hope your family and friends will enjoy it too.

Recently we celebrated what was a very enriching and heartfelt Holy Month of Ramadan and Eid al-Fitr, as well as Eid al-Adha with the people of Muscat and Oman, and now, as we head off into the remainder of 2017, we invite you to continue with us on our journey to success. I am looking forward to spending many more enriching and exciting times with all of you at Oman Avenues Mall.

Ms. Suad Khalfan
Assistant Mall Manager
Oman Avenues Mall



Avenues Life
Published by: Oman Avenues Mall
Founder: Oman Avenues Mall
Created & Designed by: NPA

Enquiries:
Asif Hussain
Mobile: +968 99103312
Email: asifz@om.lulumea.com

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‘SILK ROUTE’:

Wonders of Oman

Al Hawgari Frankincense,
by Bin Shekhan

The Bin Shekhan company have a rich history of trading in frankincense and luxurious perfumes in the Sultanate of Oman – since as far back as 1981. The good news is that they now have a presence at Oman Avenues Mall, and if you’re looking to treat your senses to some magnificent scents and smells, we suggest you head through to the mall’s very special ‘Silk Route’, with its selection of genuine Omani products and brand outlets – including Bin Shekhan. It’s here where you can experience the wonders of some of Bin Shekhan’s offerings, like their premium Al Hawgari Frankincense, which is carefully harvested from the Boswellia sacra trees growing in the eastern region of Dhofar...

“Bin Shekhan’s Premium Al Hawgari Frankincense is carefully harvested from the Boswellia sacra trees growing in the eastern region of Dhofar”

To explore more of what Bin Shekhan has to offer, come visit their outlet on Oman Avenues Mall’s ground floor, or go to www.binshekhan.com



WHAT'S NEW!

Come get some goodness from these brand new retail outlets at Oman Avenues Mall...



Courir

Excellent news is that Courir – the retail brand that are famous for providing sneakers and urban apparel to 'Sneaker Heads around the world since 1980', as the company says – now have a foot in the door at Oman Avenues Mall. They stock a large selection of must-have sneakers, like Nike Air Jordans, adidas NMDs and Stan Smiths, Puma, Reebok Retro, as well as some very stylish limited editions released in the region.

www.twitter.com/courirme
www.instagram.com/courirme
Facebook @CourirME
(Location: First Floor F17)



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Golden Oldies: Sports Union

With already well-established sports equipment and apparel outlets like Anta, Billabong, Sun and Sand Sports, Nike, and Beyond the Beach, our Sports Union section is one of the 'golden oldies' at Oman Avenues Mall. Come have a look, and prepare to bring out your inner athlete.

Khazir

The exclusive collections of Khazir are now available at the newly-opened outlet at Oman Avenues Mall. Located on the mall's ground floor, the store offers hand-picked collections of Mussars, Pashmina Shawls, Oriental carpets, silver jewellery, and other exclusive items. 'Each piece in the collection is hand-picked; every design has a story; every fabric has its own weave print; and every artisan has his passionate skilled impression,' say the company. Whether you will be wearing one of the pieces as part of your dress, or furnishing your home with them, Khazir is guaranteed to become an integral part of your character and lifestyle. www.khazir.com
(Location: Ground Floor G54)



Also! See our Al Sa'ada Gift Voucher promotions and Ahlan Mondays promotions!



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COMING SOON!

You can never have too much of a good thing, right? Well we cannot wait for these new retail offerings to be open at Oman Avenues Mall...



Häagen-Dazs

Häagen-Dazs has been making ice cream like no other since 1961. The story goes that the founder, Reuben Mattus, had a vision to make the best ice cream in the world using high quality, carefully selected ingredients, and he believed that if you were going to indulge in ice cream, it should be a real and fulfilling experience. The Häagen-Dazs philosophy remains the same to this day, and since Häagen-Dazs is soon coming to Oman Avenues Mall, you and your taste buds will soon be able to have some seriously fulfilling moments together! Third General Trading LLC (a member of Mehdi Group) have successfully become the franchisee of Häagen-Dazs for Oman's market. www.haagen-dazs.co.uk (Location: First Floor F 23A)

The Body Shop

The Body Shop was founded way back in March 1976 as an original, natural and ethical beauty brand. 'We seek our wonderful natural ingredients from all four corners of the globe to deliver products that are 100% vegetarian, and bursting with effectiveness, to enhance your natural beauty,' they say. Now, you'll be able to get all of this beautiful goodness at Oman Avenues Mall. www.thebodyshop.ca (Location: Ground Floor G61A)



Upgrade your style: Fashion Exchange

Fashion Exchange is Oman Avenues Mall's one stop shop for fashion lovers. If you're looking to upgrade your style, this is where you need to be.

GREYDER



Greyder

Greyder is one of the most preferred brands in fashion footwear, and with 60 years of experience, they can confidently say that they make the dreams of those who wish to have their own tastes in footwear come true! Greyder's innovative store concepts, eye-catching designs, and of course – fantastically stylish shoes – leave their mark on every season. So come treat your feet with a visit to their soon-to-be open outlet at the mall. www.greyder.com (Location: Ground Floor G26B)



Raymond Weil

Founded in 1976, the Geneva-based firm has been developing and establishing its status as a leading light in the Swiss watch industry for more than 40 years, and they continue to make elegant and refined watches for women and men – combining all the precision, quality, reliability, nobility and high-tech materials associated with the 'Swiss made' label. We definitely suggest you pop through to their soon-to-open store to have a look at their truly glorious time pieces. www.raymond-weil.com (Location: Ground Floor G18C)

Raymond Weil has been developing and establishing its status as a leading light in the Swiss watch industry for more than 40 years



Living the good life at Oman Avenues Mall 'Grand Celebrations' and 'Together this Ramadan'

Since opening in Muscat in May 2015, Oman Avenues Mall has now enjoyed more than two wonderful years as the Sultanate of Oman's premier shopping and lifestyle destination – and two years of success and good times.

With this in mind, Oman Avenues Mall kicked off their 2nd Year Anniversary 'Grand Celebrations' earlier this year, to mark the

occasion. The celebrations included five weekend's worth of fun-filled performances by internationally renowned theatre artists, family-orientated entertainment, promotions, and a grand prize giveaway of a brand new Lexus RX350.

It all proved to be a delightful time for everyone at the mall, and good times were had by all.

"The celebrations included five weekend's worth of fun-filled performances by internationally renowned theatre artists"



"To celebrate their two years of continuing success, Oman Avenues Mall also invited mall visitors to take part in their grand prize giveaway of a brand new Lexus RX350"

Lexus RX350 Giveaway!

To celebrate their two years of continuing success, Oman Avenues Mall also invited mall visitors to take part in their grand prize giveaway of a brand new Lexus RX350. During the campaign, shoppers that spent 15 OMR or more at Oman Avenues Mall could enter the raffle draw to win the Lexus, as well as hot weekly prizes, like mall gift vouchers, brand gift vouchers, accommodation packages for the Sheraton Hotel and high value watches from Salalah Gallery. In the end, the brand new Lexus RX350 went to one Ms. Viann Maria. Ms. Maria is a Muscat resident that originally comes from Kerala, in India, and she was delighted to receive her magnificent prize.



The first weekend of the Grand Celebrations kicked off with a funny and fascinating 'Rubber Head Show' by the Italian 'Master of Balloons', Otto il Bassotto. Luigi Ciotaa, another Italian comedian, performed his 'Sweet Dreams' show for the second weekend of the campaign, where he took the form of a somewhat crazy, but adorable, candy-floss street vendor who engaged with shoppers and visitors to the mall.

For the rest of the campaign, weekly Grand Celebrations performances included 'Diego: The Chaplin Show' which was a charming and entertaining portrayal of the legendary actor, Charlie Chaplin; and 'The Dado Show', a humorous, yet sophisticated performance by the Canadian clown, Dado. The final performance, 'Thelmo Parole', combines classic cabaret, clowning, circus and comedy, by the acclaimed artist Thelmo Parole.



‘Together this Ramadan’: Memorable days and nights

Then, for the Holy Month of Ramadan, Oman Avenues Mall got ready to celebrate what turned out to be a very special ‘Together this Ramadan’ campaign, as well as a memorable five days of Eid al-Fitr festivities. Visitors enjoyed an altogether enriching and entertaining experience – with

one of the highlights being the Ramadan Planetarium installation in the Main Atrium area where a total number of 3 400 kids during the campaign got to ‘Explore the Wonders of the Universe’ while watching a series of fascinating shows about the planets and stars.



During the campaign, there were also a series of teachings of Islam and blessings of the Holy Month of Ramadan; and the Oman Avenues Mall interior and exterior were adorned with Holy Month of Ramadan decorations.

Then, at the end of June, five days of Eid al-Fitr celebrations included family entertainment and shows such as a colourful Tanoura dancer, and live performances by the international artist Paco – “The two-headed man” – as well as various other Eid al-Fitr themed events.

The campaign turned out to be one memorable day and night after another, and we’re looking forward to experiencing the same, next year!

Qarankasho

Another highlight was the very popular Qarankasho kids’ event, which took place on the 14th night of Ramadan. To extend the spirit of Qarankasho, sweets were distributed (as well as prayers for good health and well-being) to the kids at many orphanages and paediatric hospitals who could not join in the celebrations at the mall itself.

“Another highlight was the very popular Qarankasho kids’ event, which took place on the 14th night of Ramadan”





Mall Warriors Challenge #WarriorsChallenge

Earlier in the year, Oman Avenues Mall also went ahead with what turned out to be a very popular Mall Warriors Challenge.

The campaign featured over five weeks' worth of daily fitness challenges, health and wellness workshops, and family-oriented events, as well as a weekly Giant Obstacle Course, which was eventually won by Muntaser Saif Al Kalbani, who ended up setting the best overall times for the course, and who received an official #WarriorsChallenge 1st place 24k Gold Medal for his efforts.

During the last week of the campaign, the Mall Warriors Challenge ended on a spectacular high, as it played host to the Gulf B-Boying Championships, as well as a three-day performance by BMX Flatland superstar Viki Gomez. In addition to this, Oman Avenues Mall also hosted a 'sell out' show by the much-loved Omani performing artist and reality-TV star, Haitham Al Rafi.



Health and fitness first!

While the Mall Warriors Challenge was about having fun, it was also about educating the people of Oman about the benefits of leading a physically active, health-conscious lifestyle. Along with various Mall Warriors Challenge activities on the go, Oman Avenues Mall also hosted a range of free health and wellness workshops for mall visitors during the campaign – organised by the Oman Ministry of Health BDI division, the Oman Heart Association, as well as the Oman Cancer Association. Burjeel Hospital also provided a range of free health checks to visitors and participants at the mall during the campaign.



"The Giant Obstacle Course was eventually won by Muntaser Saif Al Kalbani"

RETAIL PERSONALITY

Oman Avenues Mall retail stars: Ziyoun Al Jabri

The Matalan brand's fashion range includes a comprehensive selection of ladies' and men's garments, a selection of top-end children's clothing and footwear, and quality homeware items – all under one roof. We spoke to Ziyoun Al Jabri, the Brand Head for Matalan in Oman, to find out more about what this prestigious fashion retailer is up to at Oman Avenues Mall...



Ziyoun, what was the inspiration behind Matalan having a presence at Oman Avenues Mall, and what brands on your portfolio are currently established here?

Considering that we were among the first group of tenants to join the long-awaited opening of the Oman Avenues Mall; my inspiration, as well as that of our management, was high. Oman Avenues Mall is a well-placed, prime location. At the moment, all of our Matalan marketing Brands have been established at the Mall.

“We have actively participated in events like fashion shows – which have been very memorable occasions”

Are there some new brands that Matalan is considering bringing to Oman Avenues Mall in the near future?

Yes – we definitely have some brands that we are excited about bringing to the market in the future.

How do you currently see the Matalan brands positioned in the Oman market? And what do you see as the brand's unique selling points in Oman?

Our position is well established, and we are experiencing an increased demand for all our brands.



Have there been any extra special and memorable highlights on Matalan's journey to success at Oman Avenues Mall?

The most memorable event that we were a part of, was the opening of the Mall itself. Then, the opening of our store was of course another highlight. We have also actively participated in events like fashion shows – which have been very memorable occasions.

What is the message that you would like to convey to Oman Avenues Mall patrons about your portfolio of brands in 2017?

Oman Avenues Mall, as well as the shoppers here have been very supportive and cooperative, and we are looking forward to continuing this relationship into the future.

For the rest of 2017, what Matalan developments at Oman Avenues Mall are you particularly excited about?

We have development plans that are scheduled throughout each year, which we usually implement at the most appropriate time, and when feasible.

“We are experiencing an increased demand for all our Matalan brands”

CHILL TIME

A time to chill...

Oman Avenues Mall is the place to come chill out with one of several refreshing special offerings from our eateries and cafes. Here's an in-mall circuit that you and your friends can do, and that offers you some super refreshing beverages over the next few weeks...

Here's how it works...

Step 1:

Stop in at Espressamente Illy and from The Tree, and order an ice tea, fruit mixer, ice-coffee, or similar summer drink.

Step 2:

Remember to get a circuit signature stamp on each of the allocated spaces on this page after your purchase.

Step 3:

Once you have both spaces filled up with signatures, you can present your personal copy of Avenues Life to the mall information desk in the central atrium area – to receive a discount voucher. (Please note that Terms and Conditions apply).

Espressamente Illy

The much-loved Illy Caffè at Oman Avenues Mall has launched a new menu of ice teas and frappes, with refreshing ingredients and interesting blends. Illy would like its patrons to enjoy rich pistachio and almond based frappes along with refreshing orange and mint "Dammann Freres" Ice Tea infused drinks, Illy Caffè says. The drinks are made in-house, with the freshest ingredients available and are sure to leave you thirsty for more. The specialties include the Affogato, which has a subtle, yet whole flavour of pistachios and almonds, and the blueberry frappe adds the necessary tangy twist and goodness of berries to our offering. The entire range of new ice teas and frappes starts at 1.8 OMR. Indeed, Illy inspires you to live happily while you cool your heels!



CAFFÈ



Sign here!

Watermelon Blast!

For the ultimate refresher, try this easy-to-make, chilled watermelon smoothie that is packed full of goodness...

Ingredients

- 2 cups seedless watermelon, cubed
- 1 tablespoon fresh, chopped mint or basil leaves
- 1 teaspoon honey
- 3 to 4 ice cubes
- 2 cups strawberries (optional)
- 1 tablespoon lime juice (optional)

Method

Blend all of the ingredients together; and serve, sip and enjoy!



Sign here!



From The Tree

With its refreshing atmosphere and interior design, From The Tree is another popular spot at the mall. They offer original and seasonally flavored non-fat frozen yogurts, healthy detox varieties, as well as refreshing summer juices, yogurt smoothies and other mouthwatering sweet delicacies that will definitely satisfy and cool your taste buds. Plus, you can enjoy being able to select your own toppings and garnishes for each drink. You and your taste buds are both guaranteed a good time.

UPCOMING EVENTS

Oman Avenues Mall: Events and entertainment

Here's a look at what has and will be taking place at Oman Avenues Mall. Please come celebrate the good times with us...

Eid al-Adha celebrations!

At the end of August, Oman Avenues Mall went ahead with what was a very special Eid al-Adha celebration and carnival. Earlier this year, we enjoyed a truly wonderful Eid al-Fitr with you, and we were thrilled to do the same during Eid al-Adha!

18 November: National Day

As Oman heads through October and into November, it once again prepares for what should be a memorable National Day on 18 November. Of course, Oman Avenues Mall will be doing the same, and we're looking forward to some spectacular National Day celebrations.



KIDDY ZONE

Celebrate food and fun at Oman Avenues Mall by colouring in the cupcake illustration below – and stand a chance of winning one of five funky prizes from Kiddy Zone!



Here's what to do:

- 1) Complete the cupcake illustration with some of your favourite colours (pencil crayon, permanent marker, or highlighters will be good).
- 2) Write your name and contact details in the space provided.
- 3) Use some scissors to neatly cut the page out, and hand in your artwork to Oman Avenues Mall's information desk in the central atrium area.
- 4) Alternatively, snap a smartphone pic of your artwork, and upload it to our #AvenuesMall or #AvenuesLife hashtags on Instagram or Facebook.
- 5) The top five artworks will receive prizes from Kiddy Zone. (Contest open to kids aged 6 and under. Terms and Conditions apply).

Full Name: _____

Email: _____

Mobile Number: _____

MARINA HOME

Marina Home Interiors: Decoration inspiration

Immerse yourself in some of the most desirable dining, bedroom and home living décor at Marina Home Interiors. Here are some ideas...



Design fans will adore these fold-out round coffee tables with their subtly steampunk antique-rustic patina. You could pair them with light-hued contemporary furnishings, plush rugs and metallic accessories for a look-twice style.



Put a couple of these delightful crystal-cut flower tea-lights on your sideboard or dining table to bring a little extra sparkle to your next dinner party.

This chest of drawers brings a vibrant touch of Arabic geodesic flair to your home. It would go perfectly on wooden floors surrounded by pale furnishings in off-white, pale blue, cream, teal, turquoise and shell pink. Handwoven rugs and sea-inspired ornaments will polish the look off.



This one of a set of the three monkeys depicts the famous Three Wise Monkeys proverbial. Of course, this little chap – named 'Hear', looks best alongside his other two buddies, 'Say' and 'See'!



Ideal for those with classic-contemporary taste, this three-seater Chesterfield sofa with tufted seat updates a traditional masterpiece.



You can visit Marina Home Interiors on the 1st floor of the mall to discover our latest collection and follow us on Facebook / Instagram @marinahomeinteriors or visit www.marinahomeinteriors.com for more.

MARVELLOUS MOMS

Marvellous Moms Loyalty Program

To all the Marvellous Moms out there – we're continuously looking forward to rewarding your visits to Oman Avenues Mall. Being a mom is challenging, and we understand and appreciate this 100%!



مبروك! mabrook!

So to honour our moms, Oman Avenues Mall has developed a unique Marvellous Moms Loyalty Program, which is absolutely free, and which offers you exclusive deals, privileges and discounts at the mall on weekdays that are custom created just for you – because we know that you deserve the absolute best. So, next time you're at Oman Avenues Mall, please visit our information desk to register and find out more. You can also make use of our new, Marvellous Moms digital app (see details below).



Dear Marvellous Moms Members,

We are pleased to announce that the Marvellous Moms program will soon be completely digital and there will be no more physical offers booklets. Prior to the launch of the new Marvellous Moms mobile app, you can still continue to show your membership card at participating mall outlets to avail great offers...

"Being a mom is challenging, and we understand and appreciate this 100%!"

Trips of a lifetime: Four of the best for 2017!



Petra, Jordan: Adventures in the ancient city of stone

It's close to Oman, relatively cheap to travel to, and one of the most iconic sites in world travel. And Petra – the magnificent ancient stone city of southern Jordan – offers an experience of a lifetime in 2017. Petra is carved into the red-coloured mountains in Jordan desert region, and features dozens of secret passages, ancient temples, hidden rooms and underground water channels. Approaching the place for the first time, it's easy to feel like you're an explorer discovering a long-lost civilisation; or a film star working onto the set of an exotic action adventure production.

Mumbai: High-energy India

Mumbai – the high-energy financial and entertainment capital of India – is becoming a top, trending travel destination as it sees an increasing amount of domestic and

international tourism in 2017. This is due to many reasons – there's spectacular food, a fascinating culture of spirituality that can literally be found on every street corner, incredible architecture, a thrilling nightlife and live entertainment scene, lots of art and design, award-winning luxury hotels, street markets, and much, much more to enjoy.



Stone Town, Zanzibar: Luxury in East Africa

Zanzibar's iconic Stone Town, with its Islamic architecture, white sand, palm-fringed beaches, excellent diving conditions, delicious seafood, and colourful markets have

all consistently drawn in tourists from all over the globe to this wonderful East African island for decades. But recently, in 2016 – and moving into 2017 – the island has reinvented itself as a high-end luxury destination, with a number of 5-star hotels having been built here for you and your family to indulge in and enjoy.



Palawan: The world's best island?

With its crystal clear waters just offshore, white-sand beaches, wonderfully friendly locals, charming coastal villages with colourful fishing boats, and jungle covered limestone cliffs that rise straight up out of the ocean, the Philippines' island of Palawan is a dream destination for travellers. Indeed, earlier this year, Palawan was rated as number one on the 'World's Top 10 Islands' for 2017, by the prestigious Travel + Leisure publication.

#AVENUESMALL ADVENTURES!



omanavenuesmall.om

Oman Avenues Mall adventures!

Here's a list of ten funky adventures you and your kids can get up to at Oman Avenues Mall...

1. Roll around at Pinz Bowling Centre: Go have a ball with your kids at Pinz Bowling Centre's ten pin bowling alleys, as well as their PlayStation gaming centre and pool tables.
2. Celebrate a Funtazmo birthday: Celebrate your child's birthday with their friends at Funtazmo playground and entertainment centre.
3. Explore the gaming life: Take your kids to check out the latest video game releases and gaming tech at Geekay Games.
4. Take a train journey: Take your child for a memorable journey around the mall on the Fun Express Kids Train.
5. Athletic adventure: With all the sports equipment and accessories, apparel and footwear on offer from our Sports Union outlets, your young ones can begin to bring out the inner athlete within them!
6. Get creative at Buildex: At Al Khalili Buildex, your future engineers and interior designers can plan some cool, creative projects with Buildex's large range of do-it-yourself tools, paints and materials.
7. Browse for books: While you run your errands around the mall, your kids can browse through the latest best-selling books, and magazines, and a bunch of other cool stuff, at Borders.
8. Get moving at Gold's Gym: Of course, before you head off on your own mall adventures, you can always drop your older kids off at Gold's Gym at the mall's 3rd floor Sky Lounge, where they can get moving and active with one of the gym's Yoga, Zumba, or cardio classes.
9. Play, play, play: The Funtazmo Play Area offers a bunch of fun, interactive games for your young ones.
10. Extreme cinema: Also, don't forget to check out the exhilarating XD Cinema and 360 degree DOF Cinema experiences on our third floor. This is high-energy, virtual reality cinema at its best!

"Your future engineers and interior designers can plan some cool, creative projects with Buildex's large range of do-it-yourself tools"

