Waterfront Living In the heart Of Doha

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It was in 2005 that the vision for Lusail, a self-sufficient, environmentally sustainable, smart and connected city in the heart of Doha was first incepted. Derived from its name and inspiration from Qatar’s rarest flowers, Lusail was envisioned as a model city of the future, at the intersection of Qatar’s heritage and its contemporary, urban transformation.

Today, Lusail stands as the largest single development to be undertaken by the State of Qatar, with a four-fold vision: to improve lives, to inspire a nation, to elevate a city, and to transform landscapes.

Lusail, that’s my address

Home to the World

In the heart of Doha, the city of Lusail extends over 38 square kilometres. Four exclusive islands, 19 multi-purpose residential, mixed-use, entertainment and commercial districts, and 22 hotels with international star ratings, bring the city’s melting pot of people and cultures to life; a meeting point for communities and businesses, and a home for a sustainable future.

The city of the future will draw in a population of 450,000; more than 200,000 residents of its scenic surroundings, 170,000 professionals in its 19 districts, and 80,000 visitors to its entertainment, recreation and retail facilities. Each of the city’s districts integrates communal living in a self-contained model, complete with schools, mosques, medical facilities, as well as sport, entertainment and shopping centres. Two major park networks, the Crescent Park and the Wadi Park, bring to life Lusail city’s green, sustainable living ambitions.

Lusail city and its stadium district will also be a significant part of Qatar’s World Cup legacy. With a minimum capacity of 80,000 net seats, designed to FIFA standards, the Lusail stadium will be hosting the opening and closing ceremonies of the 2022 FIFA World Cup™ tournaments and events.

Downtown Lusail, Doha’s Bustling Heart

The magnetising epicentre of Lusail’s vital heart, Downtown Lusail is Doha’s new iconic uptown.

The quintessence of the city’s contemporary lifestyle, Downtown Lusail brings to life the captivating energy and vibrant spirit of Doha’s cosmopolitan urbanism in three flagship destinations.

The Boulevard, The Plaza and The Seef come together in a melting pot of cultural, living and leisure experiences that embody Lusail’s city and community of the future.

At the heart of Entertainment City, Lusail’s home for landmark attractions, as well as for leisure and recreation activities and venues. Downtown Lusail integrates seamlessly into a sustainable, sophisticated urban environment, alongside the city’s four other distinct districts: the Corniche, North Shore, South Shore and The Villas.

Doha’s Modern Living, Reimagined

Beyond the blueprints, sustainability at scale is Lusail’s way of life and work. Lusail was the first development in Qatar to endorse GSAS (Global Sustainability Assessment System), the Middle East and North Africa’s performance-based rating system for green infrastructure. Today, all Lusail buildings hold a GSAS rating of at least two stars.

The city’s master plan was built on an integrated, intra-mobility transport infrastructure, including light rail, water taxi transportation, cycling and pedestrian networks, as well as a park and ride system. Lusail’s landscape strategy was also designed to protect on-site natural habitats and promote its ecological environment and biodiversity.

Powered by cutting-edge ICT (information and communications technology), Lusail’s smart city infrastructure features city-wide smart metering and grid. Its pioneering Lusail Command & Control Centre (LCCC) centralises all smart services management and monitoring operations.
The Seef, Lusail’s Waterfront World

The glorious waterfront development of Downtown Lusail, The Seef is Lusail’s high-profile seaside district, home to luxury contemporary living at its finest.

Seaside with a city feel

The Seef embodies the organic, serene energy of the Lusail city. Alongside the desert’s stunning coastal area, The Seef’s fresh sea air and breezy outdoors create a hyper-sensory experience for a harmonious community: a light, peaceful and inspiring atmosphere where residents and visitors feel at ease.

Via its 2.4 kilometre pristine promenade, the destination permeates into the ebb and flow of the sea. Seamlessly cutting through the Lusail coast, The Seef directly overlooks the city’s Qetaifan Islands crown jewels to the east and Fox Hills to the west, and is surrounded by the Marina District to the south and Waterfront Residential District to the North.

A tranquil escape both away from and within the Lusail city centre, the mixed-use development comprises over 600,000 square metres of commercial, office, retail, hotel, residential, as well as entertainment, dining and cultural destinations and outlets along its waterfront promenade. The Seef’s innovative design comes to life through themes that reflect and celebrate Qatari traditions, values and aesthetic heritage.

A Live-Work-Play Destination

In the blue open waters and lush landscaped greenery, The Seef residents and visitors are privy to the best of both worlds: access to world-class amenities and facilities, and the privacy and simplicity of a natural sanctuary.

The Seef’s coastal location offers great climate for outdoor activities for nearly eight months of the year, and its mixed-use waterfront concepts are integrated into Lusail’s and Doha’s public transport system; a unique master plan of a Live-Work-play destination, all year round. Split across two main areas featuring a host of residential, retail and hospitality properties, The Seef offers residents and visitors different lifestyle experiences to taste, from spirited to serene.

The Seef’s high-end district, on the southern side of The Boulevard, will serve as the entertainment and lifestyle hub, featuring residential, retail and hospitality properties. On the northern side, the development’s luxury district offers tenants and visitors a more exclusive, calm environment for commercial and hospitality properties, residential units and dedicated retail community services.

A Connected Private Sanctuary

The streetscapes, open spaces and waterfront promenade form The Seef’s master plan. A robust open space network comprising the Light Rail Transit (LRT) system, pedestrian pathways, bicycle network, vehicular roads and promenade trolley system and water-taxi network support a multi-modal, efficient and sustainable transportation system for The Seef.

The open space network connects three structural elements: the Boulevard Zone, the Interstitial Pedestrian Network, and the Promenade Zone. Interwoven by East-west connections and view corridors, these flowing and continuous elements define The Seef’s unique signature identity, where public spaces are seamlessly interconnected and accessible.
Zone A, Marine Village, is primarily a residential district and contemporary experience of a traditional waterfront neighbourhood.

Zone C, the Integrated Mixed-Used Hub, features a five-star hotel, a multi-purpose hall, office buildings and a retail village.

Zone B, the Family Entertainment district, is a large regional retail and entertainment destination, supporting office and four-star hotel facilities, in close vicinity to The Seef’s anchor retail mall.

Zone D, the Waterfront Community district, is a high-end residential area, offering residents access to a waterfront retail and a lifestyle club, and one of the most attractive places to live in Doha.

An Experience of Four worlds in One

Connected by the LRT network, internal open space and circulation network, as well as by a vibrant waterfront promenade that is lined with commercial activity, each of The Seef’s four unique sub-zones exhibits a distinct character. The Marine Village, Family Entertainment, Integrated Mixed-Use and Waterfront Community zones form a balancing act of commercial dynamism and urban relaxation that is vibrant for residents, visitors and workers by day and by night.
Unit Plans Available at Seef 2, Seef 3, Seef 4 and Seef 5

• Community retail outlets
• 2 unique sky bridge swimming pools, Jacuzzis and steam rooms (connecting Seef 2 and Seef 3, Seef 4 and Seef 5)
• 2 Basement parking lots for residents
• Lush landscaping and greenery
• 2 Function rooms for events
• 2 gym facilities
• Separate male and female washrooms
• 2 club lounges
• 2 open play areas
• 2 children’s playgrounds
• 2 squash courts

Unrivalled Services & Amenities

Available at Seef 2, Seef 3, Seef 4 and Seef 5
Interior Design Scheme • Pearly White Cool
Interior Design Scheme • Sunrise Gold
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