



Festival Centre at Dubai Festival City

WAKEFIELD BEASLEY EYES RECORD 2007

with projects in Cairo, Dubai, Abu Dhabi and India

ATLANTA, Ga. - Wakefield Beasley & Associates, the award winning architectural firm with an office in Jacksonville, reports project growth of more than 20 percent in 2006 and anticipates a record year in 2007.

Michel T. Lentz, a Principal and Director of the company's Retail Studio, said Wakefield Beasley & Associates experienced record growth in each of the last three years.

In 2006, the firm designed projects that totaled an estimated 10 million square feet of commercial space, Lentz said. "Our largest project last year was the Festival

presence in the Middle East by opening an office in either Dubai or Abu Dhabi.

The newest large-scale retail development trend combines the best elements of mixed-use and lifestyle centers in open-air settings that include entertainment facilities, restaurants and traditional mall tenants, clustering together in pedestrian friendly environments.



Lentz

"Lifestyles are ever-changing and people simply don't have the time or desire to meander through the typical mall settings anymore. Open Air, mixed-use developments offer convenience, close parking and the opportunity to see and be seen in traditional neighborhood settings," added Lentz.

Headquartered in suburban Atlanta, Wakefield Beasley & Associates Architects Inc. is a leading Southeastern architectural and interior design firm. Founded in 1980 by Richard Lamar Wakefield and John B. Beasley, Jr., the firm provides master planning, architecture, interior design, program management, construction management, furniture procurement and facilities management services.



Centre at Dubai Festival City, a billion-dollar, 2.5 million square foot enclosed retail mall designed by The Jerde Partnership of Venice California, and which opened a floodgate of new international opportunities," said Lentz.

"We are cultivating two projects in India, one in Cairo, two in Dubai and one in Abu Dhabi. The current potential workload in the Middle East is mind boggling," he added. The company is also strongly considering establishing a permanent

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