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RMJM Unveils Architectural Vision for South Bay Mall – A New Retail and Lifestyle Anchor for Dubai South

RMJM is proud to reveal the architectural design of South Bay Mall, the first retail and lifestyle destination within Dubai South Properties' rapidly growing South Bay community.

This project marks a significant step in shaping the future of the district, providing an architectural anchor for one of Dubai's most ambitious masterplans.

Conceived around clarity of form, natural light, and a refined material palette, South Bay Mall reflects RMJM's commitment to creating human-centered, community-driven environments.

The architecture is defined by simply sculpted volumetric forms, vertical rhythms, and warm earthy tones set within extensive and dynamic landscaping engaging with the character of the South Bay masterplan.

South Bay Mall provides 200,000 sq ft of accommodation across three levels and will house around 60 retail units, two anchor tenants, a central food hall, and a diverse mix of both indoor and outdoor food and beverage offerings. Additional amenities include a clinic, gym, spa, kids' zone, a clubhouse offering community services, and parking for more than 400 vehicles.

Interiors are shaped by an emphasis on daylight, intuitive movement, and calm spatial sequencing. Soft natural finishes bring a sense of openness and coherence, while the central food hall becomes a social heart—a garden-like volume defined by greenery, crafted textures, and a warm domestic atmosphere.

Externally, shaded promenades, landscaped plazas, and rooftop terraces activate the building edge and connect it seamlessly with the surrounding masterplan with dynamic views and connectivity towards the lagoon, reinforcing the ambition to establish South Bay as a walkable, integrated lifestyle district.

"South Bay Mall was conceived as more than a retail destination - it serves as an architectural anchor for a rapidly evolving community," said Jason Speechly, Senior Design Director at RMJM. "Our design process centered on proportion, light, connectivity and human-focused spatial quality, creating a place that enriches everyday life in South Bay."

South Bay Mall forms part of the wider South Bay master-community, which features over 800 villas and townhouses, 200+ luxury waterfront mansions, a 1 km lagoon, and more than 3 km of waterfront promenade, parks and leisure spaces.

Khalifa Al Zaffin, Executive Chairman of Dubai Aviation City Corporation and Dubai South, commented: *"The launch of South Bay Mall marks an important step in Dubai South's journey to create a truly integrated destination for our growing community. As our first retail and lifestyle venture, this move reflects our long-term vision to deliver vibrant, people-centric environments that enrich lives and strengthen Dubai South's appeal as a place to live, work, and thrive."*

With South Bay Mall, RMJM continues its contribution to shaping urban life styles through contemporary, human centric architectural design defined by proportion, light, materials and long-term community value.

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About RMJM

Founded in 1956 by Sir Robert Matthew and Stirrat Johnson-Marshall, RMJM has evolved into one of the most globally connected and culturally diverse architecture practices in the world. With studios across five continents, RMJM unites a collective of thinkers, designers and specialists driven by a shared purpose: to shape environments that empower vision and unlock human potential.

As Architects of Ambition, we work with clarity and intention - balancing global perspective with local insight, and precision with imagination. Our networked approach enables us to respond faster, think deeper and design with a level of refinement that has defined RMJM for more than 69 years.

Today, RMJM continues to build on its legacy with an architectural language rooted in intelligence and timeless design principles.

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