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RSG Reveals Architectural Vision for 'ADRENA' at The Red Sea, Saudi Arabia

RSG has recently unveiled its architectural vision for ADRENA, a new adventure and entertainment district developed by Red Sea Global and scheduled to open to the public from the 1st of March 2026

ADRENA's goal is to become the destination for thrill seekers and families bringing together more than 20 land and water experiences within a carefully orchestrated coastal setting spanning approximately 16 hectares

Delivered through an accelerated program, RMJM acted as signature and executive architects, managing a significant number of specialist consultants and engineers located in different time zones, delivering the completed design in just nine months.

Delivering in this compressed timeline reflects our highly focused and coordinated approach across design, engineering, and the specialist technical consultants and construction teams. RMJM's ability secure key design decisions meant we could seamlessly deliver the project all the way to construction documentation stage

Conceived as the first entertainment and adventure district of its kind in the region, it is located a short drive from Shura Island and Red Sea International Airport, providing connectivity to several Red Sea destinations and beyond, reinforcing the district's role within one of the world's most ambitious regenerative tourism destinations.

RMJM's thoughtful approach placed the visitor experience as the core driver enabling movement and exciting experiences within the masterplan design approach. The masterplan unfolds as a sequence of interconnected zones that guide visitors intuitively between arrival points, waterfront attractions, and shared spaces - establishing a cohesive spatial identity grounded within its natural surroundings.

The district is anchored by a 215-meter-long surf pool set to be the largest in Saudi Arabia capable of generating dynamic waves reaching heights of up to 2.1 meters to accommodate varying surfing skill levels. Complementing this centerpiece is the wakeboarding lake, snorkel trails, and a deep diving pool descending to six meters, alongside family-oriented environments including a children's waterplay area and an inflatable obstacle course.

On land, the architectural framework supports a broad mix of active programs, from a skatepark and BMX pump track to dedicated beach sports areas for football and volleyball. At the more extreme end of the spectrum, visitors

encounter an overwater zip line and a 10-meter-high “slip ‘n ‘fly” slide - reinforcing this as a destination for both everyday recreation and high-adrenaline pursuits.

Beyond the activity zones, ADRENA incorporates a vibrant social hub featuring a beach club constructed from pre-fabricated 3d printed modules, live music programming, and an infinity pool oriented towards panoramic Red Sea sunset views, enabling the destination to transition seamlessly from its daytime energetic activities to a calm and cool evening vibe. The 3D-printed construction approach for a series of modular pods posed challenges for all parties, particularly given the compressed timeline. However, once these obstacles were overcome, it proved to be a distinctive and highly efficient method of construction.

Accessibility for all has been seamlessly embedded into the design with zero-depth pool entries and adaptable options for activities such as bodyboarding, paddle-boarding, diving, and snorkeling - ensuring guests with diverse mobility needs can engage fully in the exciting activities within the development.

Sustainability principles underpin the development. A closed-loop system draws seawater in, filters and circulates it through the attractions, and returns it clean to the sea, while freshwater used across the district is reused for irrigation to further reduce environmental impact.

“What a joy to work with Red Sea Global’s visionary client team, and with a variety of extraordinarily varied ‘best in field’ International specialist consultants to deliver this extraordinary project.

It is truly a testament to our dedicated team and to all involved that the outcome is truly stunning.”

Jason Speechly, Architect: Senior Design Director

“As Project Lead on ADRENA, this is one of the most memorable projects I’ve worked on. I’ve been involved in several waterfront developments, but nothing quite compares to the pace, scale, and level of innovation we experienced.

Delivering a large-scale project with multiple functions, and utilising modular 3D printing in such a short timeframe pushed all of us out of our comfort zones.

What made the difference was the people. Under Jason Speechly’s design direction, the team came together as a true powerhouse-focused, collaborative, and incredibly resilient. The client’s trust and decisiveness also gave us the momentum we needed to move from concept to completion in under nine months. It was a demanding journey, but also an incredibly proud moment for our entire team, and these memories will remain with me for a long time.”

Sima Mounla, Architect: Project Lead

With this project, RMJM continues its legacy of shaping environments where thoughtful and creative, yet technically challenging functions have been seamlessly integrated to create a destination and a series of experiences that are operationally resilient, contextually responsive, and globally relevant.

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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