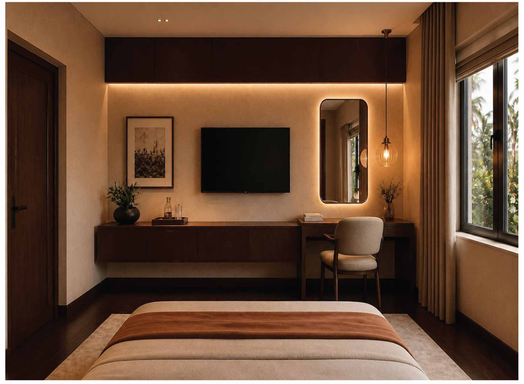
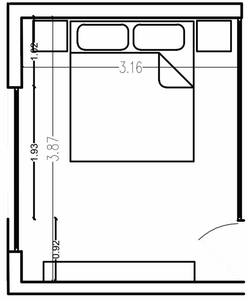
Al Ahsa is one of the largest oases in the world, home to more than 2.5 million palm trees. This is not just a number — it reflects a deep history of connection between people and land. For the people of Al Ahsa, the palm tree was never just a tree; it was a source of life — providing food, shade, and supporting their daily economy.

Philosophically, the palm tree represents continuous giving, patience, and deep roots.
This idea inspired my project — to create an experience that is grounded in its identity, yet rich and evolving in its details.

The presence of palm trees in Al Ahsa is not only a visual element, but a reflection of the spirit of the place — and that is the spirit I aimed to capture in the hotel's design and identity.



Sejal" is an Arabic word that originally means alternation or flow — something that moves and evolves continuously.
I chose this name because it reflects the idea of a smooth, flowing experience inside the hotel, where each moment transitions naturally into the next.
Since the project is in Al Ahsa, known for its natural springs, the name also connects to the feeling of water, movement, and life — giving the hotel a calm yet dynamic identity.



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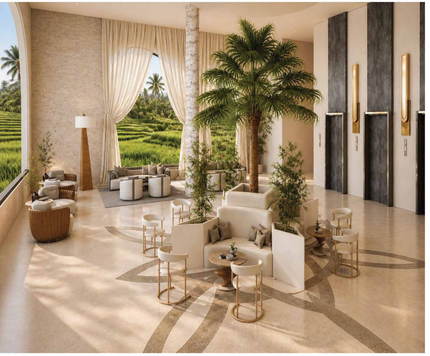
3D Shots: