

# Simon Bee

## Managing Director – Global Design



### Qualifications

BA(Hons), BArch(Hons), RIBA, AOU

### Experience

32 years

### Education

The University of Nottingham  
Bachelor of Arts (Hons)  
Bachelor of Architecture (Hons)

### Relevant Experience

Benoy Limited (since 1989)

### Introduction

With over 30 years experience as an Architect, Urban Designer and Masterplanner, Simon was the creative mind behind some of the world's most prestigious schemes, such as the innovative **Yas Island and Ferrari World in Abu Dhabi**, the **MediaCity: UK concept in Manchester**, and more recently had a hands on support role in two of Singapore's most significant developments - the ground breaking **Terminal 4** and **Project Jewel at Changi Airport**.

Simon is a great champion of Benoy's principle of 'creative commerciality', where good urban design and placemaking go hand-in-hand with clever commercial and sustainable ideas. Simon is a significant presence in Benoy's creative offer globally; representing 'Design' on the Management Board of Benoy as well as chairing the Benoy internal Design Council. He remains a hands on senior design leader on large scale, mixed-use urban masterplans, and creative street based urban retail solutions. He is also a member of the Academy of Urbanism (AoU).



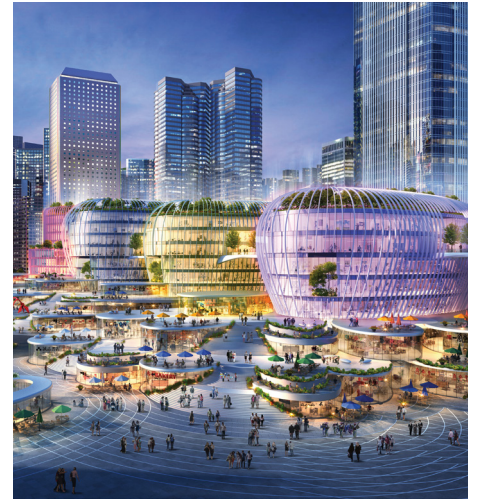
**Site 3 Central Harbourfront**  
Hong Kong



**Yas Island Concept Masterplan,**  
Abu Dhabi, UAE



**The Beach,**  
Dubai, UAE



**Site 3 Central Harbourfront,**  
Hong Kong

## Major Project Experience

### Transit Oriented Development

Design adviser for Terminal 4, Changi Airport, Singapore  
Design adviser for Jewel Changi Airport, Singapore  
HK International Airport Terminal 1 Expansion, Hong Kong  
Concept masterplanning for North Commercial District, Hong Kong

### Masterplanning

Masterplanning Earls Court for Capco, London, UK  
Concept masterplanning for Media City, Salford, UK  
Concept masterplan for Yas Island and Ferrari World, Abu Dhabi, UAE  
Concept masterplanning for the Avenues, Phase I & II (Citywalk), Dubai, UAE  
Large scale urban masterplanning, Riyadh, Jeddah, KSA  
Canary Wharf Qianhai Master planning, China  
Prototype CBD typologies for Canary Wharf, China  
Vision Studies for Central Harbourfront, Hong Kong  
Subang Jaya City Centre, Kuala Lumpur, Malaysia

## Retail

Concept Planning, Westfield, London, UK  
Elephant Park, UK  
Design adviser on the Beach for Meraas, Dubai, UAE  
Retail Planning, Holland Village, Singapore  
Retail Planning, Creek Harbour, Dubai, UAE

## Leisure and Entertainment

Ferrari World, Abu Dhabi, UAE  
Urban Adventure, Manchester, UK  
Rainforest Resort and Spa, China