

# Business & Innovation Center

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**Location**  
The project is located in Birzeit, city of Ramallah (Palestine-West bank), and the site is full of strengths due to its surroundings, as it is adjacent to Birzeit University and the Palestinian Museum, and close to Techno Park, which I considered a strength. The project is located on main lines that reach most of the country's governorates in general and all of Ramallah's villages in particular. It is located on a high point in its surroundings, which enhances the concept of the project.

**Concept**  
The Business and Innovation Center embodies the spirit of creativity and entrepreneurship. Its architectural typology embraces deconstruction featuring dynamic forms and unconventional angles that symbolize the breaking of boundaries. The structure consists of a robust base and a tower, representing the launch of innovative. The building's striking silhouette and fragmented facade convey a sense of motion and progress, reflecting the journey of ideas from conception to realization.

A parametric technique was used in the upper and southern facade as a shell to reduce sun heat and allow sun light, and its opening and closing depend on sunlight.

