



میکا مال
mica mall

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Pursuing possibilities together

An exciting time for partners and investors

Mica Mall is Pars Mica Kish's largest and most ambitious project to date - a visionary undertaking for the company and country.

This major development aims for nothing less than a total transformation of the retail experience in Iran in line with the emerging needs of its young, aspirational population. Innovative by design and ambitious in scope, this game-changing entertainment hub will attract visitors from across the region for many years to come.

To describe Mica Mall merely as a "mall" does our dream a disservice – once completed, this massive, four-storey complex will be far more than a shopping destination, offering visitors rich, varied and immersive entertainment, as well as world-class quality brands, all set amid the stunning beauty of one of MENA's natural treasures – Kish Island.

Our professional team provides consulting services to the investors to choose the right brand partner for their retail space.

We hope this overview conveys the passion and excitement behind our landmark project while revealing the many factors that make it a uniquely attractive opportunity in a rapidly growing market.

The team behind the dream

Achievement on this scale comes from the hard work of numerous talented people and entities working together. Pars Mica Kish celebrates the critical partnerships that have made Mica Mall a reality.

Our collaborators

DSA-UAE

Acoustic consultant

WATERMAN-UK/UAE

Civil traffic consultant

PANOUE-Greece

ELV contractor

AHMADI KISH-Iran

Main contractor

ENARMO-Greece

Cinema consultant

CLAX ITALIA-Italy

Aquarium construction

PORCHE DESIGN STUDIO-Germany

Aerial cable car design

LUNAR-UAE

MEP contractor

BENTEL-South Africa

Interior design consultant

GENEST-Germany

Acoustic consultant

BMF-Switzerland

Design and construction of aerial cable car

AERODIUM-Latvia

Wind tunnel design and construction

KCC-Belgium

Ice rink designer and consultant

LIGHT TOUCH-UK/UAE

Lighting consultant

BRAND UNION-UK/UAE

Brand creation agency

McARTHUR + COMPANY-Canada/UAE

Shopping centre specialist

KONE-Finland

Design and production of elevator

EWFI-UAE

Dewatering contractor

NAFFCO-UAE

Firefighting contractor

SAN MARCO-Italy

Painting contractor

GREE-UAE-Greece

AHV & FAHV units

INDUSTRIAL FRIGO-Italy

Industrial refrigeration and thermoregulation systems for the ice rink

G+H-Germany

Isolation manufacturer

SPEED HOUSE-UAE

GRC facade contractor

TORENTEC-UAE

MEP & HVAC consultant

EURO SYSTEM-UAE

facade Curtain wall contractor

Achievement to earn your trust – the Pars Mica Kish story

Over recent years of committed investment in the region, Pars Mica Kish has earned a prestigious reputation for the quality and durability of its visionary real estate developments.

Our standards in design and construction are second to none. We pride ourselves on successfully executing a wide range of impressive residential and commercial developments which have raised the quality of life for people on Kish Island and its environs.

Pars Mica Kish found the vast potential in Kish Island's location years ago and has worked tirelessly to unlock those possibilities ever since. With vast business and real estate experience, a deep understanding of the country's economic fluctuations, as well as international and domestic trends in tourism, Pars Mica Kish is an authoritative and proven developer investors can trust to bring a project of this magnitude to life.



A setting for success – today's Iran



At the crossroads of east and west, Iran has long played a pivotal role in world history, trade and culture. Today, a burgeoning, highly educated population positions the country as one to watch.

The future looks bright for an evolving country rich in positive indicators and possibilities.

A population of vast potential

- **The majority of Iran's residents (80 million and growing) are young, urban and educated, with 64% under the age of 35.**
- **Iranians are tech-savvy, upwardly mobile, sophisticated and socially active consumers whose needs are still largely unmet.**

This highly sought-after demographic makes the country an attractive prospect for retailers here and abroad.

A need for quality retail and F&B

Iranians love to shop, despite the high demand, Iran's current retail landscape offers little of the quality and range of international products that shoppers crave.

When it comes to a modern retail and dining experience, Iran is a largely untapped market.

An attractive tourist destination

Blessed with breathtaking natural beauty and a rich cultural heritage, Iran is a regional tourism hotspot.

It was ranked 10th in the world for the number and quality of its attractions, and 5th for ecotourist appeal. It boasts a high concentration of UNESCO sites and a number of visa-on-entry, free-trade zones to attract foreign visitors.

Tourism, retail and F&B are foreseen as major growth sectors in the country.

A landmark to admire and inspire

Iconic in scale

Mica Mall will be the largest commercial and entertainment complex on Kish Island.

Years of extensive study and consultation with the very best partners in planning, design and engineering were undertaken before breaking ground.

Construction has proceeded according to the highest international standards and is now at an advanced stage.

The ambitious scale of this project will transform Kish and its surrounding area, stimulating the local economy and opening up a world of possibilities in regional tourism.

A world-class undertaking

- A foundation of 202,000 square metres
- A surface area of 35,000 square metres
- A 18,000 square metre entertainment area
- 86,000 square metres of GLA ("gross leasable area") - 43% of mall's total area
- Five storeys accommodating approximately 600 stores

A proud monument, an enduring legacy

Following completion, Mica Mall will remain an awe-inspiring attraction in Iran and MENA for years to come.

A source of pride to locals and mainlanders, it will present a modern, forward-looking side of Iran to the world, reflecting both the country's progress and its positive outlook for the future.



The background is a solid yellow color. Overlaid on this are several thick blue lines that form various circular and overlapping shapes. One large circle is at the top right, another is at the bottom left, and a smaller one is in the middle right. A thick blue line also curves across the middle of the page.

The Mica Mall experience – rethinking what a mall can be

Nothing they have seen before will prepare visitors for what awaits them at Mica Mall.

In a national retail landscape desperately in need of new ideas and updated offerings, Mica Mall will stand apart for the variety and quality of its premium products and exciting experiences.

Mica Mall was conceived as the nation's number one destination for diversion, a forward-looking, innovative entertainment complex responsive to the aspirations of today's families and consumers.

Enter Mica Mall and leave all expectations at the door.



Our vision

To be Iran's most engaging and inspiring leisure and retail destination

Our mission

To be Iran's must-see leisure and retail destination by:

Curating novel and desirable experiences that appeal to a wide customer base.

Staying culturally relevant while reflecting a progressive, global appeal

Identifying strategic partnerships and developing strong connections that last



The Mica Mall difference – innovative, authentic, diverse

Innovation means staying ahead of the curve

Iranian consumers are online and on trend. They expect the same from a retail centre.

Mica Mall will be relevant and responsive, a place to discover the very latest the world has to offer in technology, leisure, F&B and fashion.

Unique interactive events, showrooms and storefronts hosted by innovative retailers and e-tailers will continually add something new to the visitor experience.

Authenticity means no fakes allowed

Trust is key to creating a space customers return to again and again.

Iranians want and expect quality and authenticity from brands.

Mica Mall will be a “no fakes zone” where all retailers are carefully vetted and counterfeit goods are excluded.

Visitors will be happy to find the genuine products they desire and deserve.

Diversity means something for everyone

Family came first and foremost in the planning of Mica Mall.

That means there will be something to tickle everyone's fancy, from young toddler to new grandparent.

The rich variety of activities offered at Mica Mall will make it unlike anything else around, overflowing with things to engage, inspire and entertain people of all ages and personalities.

A photograph of a man and a child playing an arcade game. The man, with a beard and wearing a blue sweater, is looking intently at the game screen with a wide-eyed, excited expression. The child, wearing a blue and white plaid shirt, is seen from the back, also focused on the game. The game is a colorful, multi-layered cabinet with a digital display showing a score of 1000. The background is a bright yellow safety net, suggesting an indoor play area or arcade.

A haven for families

There's nothing better than enjoying something you love with the people you care about.

It's the guiding principle that will tie everything at Mica Mall together, a world of wonder created for family getaways.

Family is precious to Iranians - here they'll find an ideal environment to kick back and enjoy life as one.

Over four storeys of positivity and fun, parents, children and loved ones will be sure to unwind and reconnect with what matters, bonding over the thrill of a new discovery, the joy of shared laughter and the peace of some quality downtime.

A place they'll return to again and again

With an ever-evolving menu of entertainment and so much to choose from, families are sure to leave Mica Mall satisfied yet keen for more.

This is a destination designed for repeat visits – the perfect place to forge new traditions, celebrate special occasions or simply escape the grind of the city for a day.

Welcoming to all, and well within reach of every corner of Iran, Mica Mall is destined for a recurring, starring role in family life.

Endless possibilities – universal appeal

Imagine a place where the only limit to the fun is happy exhaustion at day's end.

Whether it's adrenaline-filled adventure or more laid-back leisure one's after, Mica Mall has it all.

In world where something new awaits around every corner, families design their own perfect day.

Thrills and excitement

- Indoor skydiving
- Cable car
- Cinema complex
- Wonderland amusement centre

Wonder and discovery

- Rainforest
- Aquarium
- Discovery club

Activities for active lifestyles

- Fitness club
- Digital golf
- Ice rink
- Bowling alley

Relaxation and renewal

- Spa and beauty
- Hypermarket
- F&B



For those seeking thrills

Mica Mall has exhilaration. When it comes to heart-racing excitement in Kish and Iran, nowhere else will compare.





The cable car

Glide through the sky and take in a bird's eye view of beautiful Kish Island and its surrounding turquoise waters.

The Mica Mall cable car ride will begin 33 metres above ground on the mall's 4th floor and make a 2.5 km journey to the island's main pier.

Each of the cable car's 20 regular cabins seats eight people with Wi-Fi, air-conditioning, music and featured onscreen programming. Two roomier VIP cabins seat four and allow for a more leisurely ride with in-cabin service, on-board Internet and iPad.

The design and construction of this iconic cable car is second to none. Built by Swiss engineering company BMF, it features regular cabins designed by Porsche Design Studio. The roof of Mica Mall's 4th floor has been specially treated for sound/vibration isolation by German firm G+H Group, leaving mall patrons and outlets blissfully undisturbed.



Indoor skydiving

At Mica Mall, anyone will be able to fly.

Thrill-seekers will enjoy the adrenaline rush of soaring through the air within the safe confines of a vertical wind tunnel. The first activity of its kind in Iran, indoor skydiving will offer an electrifying new experience to visitors.

After detailed safety instructions, outfitting with special gear and a warm up test, visitors will enter a 9 x 3 metre cylinder where wind rising from below will hold them suspended in the air – a fantastic feeling they won't soon forget.

Mica Mall's skydiving tunnel was engineered by Latvian firm Aerodium, a Disneyland certified company specialising in wind tunnels for instruction, recreation and the military, and pioneers of indoor skydiving in commercial malls.



The wonderland amusement centre

A safe and colourful world of play is soon to await children on the fourth floor at Mica Mall's wonderland amusement centre.

Kids of all ages will be sure to find the fun that they like best, with a range of exciting activities and games for all age levels, from simple childhood classics to today's advanced computer epics.

In fact, parents may enjoy their time here as much as their kids, seeing the smiles on young faces during quality time together in a stimulating and carefree environment.

The first interactive playground of its kind in Kish, the amusement centre is sure to be a hit and regular draw with patrons.

The invitation is open to all - escape the daily cares of adulthood for a little while and step into wonderland.

A large audience is seated in a theater with red walls and balconies. The audience is diverse in age and appearance, and they are all looking towards the front of the theater. The theater has multiple levels of seating, and the walls are a deep red color. There are lights on the ceiling and balconies, and a stage is visible in the distance.

For those seeking diversion

Mica Mall offers escape

Leave the humdrum workaday world behind and enter the fantastic virtual reality of Mica Mall's state-of-the-art immersive cinema.



The cinema complex

With a 360 degree stage, Dolby sound and the latest 3D screening technology, movie lovers will feel they're landed in film heaven at Mica Mall's ultramodern cinema complex.

The facility will feature three theatres for screening the very best in onscreen excitement, transporting viewers to faraway times and places from the comfort of their seats.

A special, lower occupancy VIP theatre with lounge seating will offer viewers an option to enjoy the show in a more spacious, private setting. Nearby cafes will serve as a perfect place to relax between screenings with spectacular views of the Persian Gulf.

Designed by Greek telecommunications firm Enarmono, the cinema complex is set to act as an ideal environment for future film festivals, adding a rich cultural dimension to Mica Mall's many entertainment offerings.



**For those keen
to explore**

Mica Mall invites discovery

Visitors eager to experience the wonders of the natural world will find no shortage of wildlife to amaze.



The rainforest

Step into the lush and exotic world of the Earth's forest habitats and marvel at the diversity of life to be found there.

On Mica Mall's first & second floor, visitors will be invited into a real biosphere - the rainforest – a living environment unlike any they will have experienced firsthand.

Walking through an equatorial landscape, complete with tropical thunder and monsoon rain, strolling by lush plants and exotic creatures peering back from their natural habitat, patrons will feel a connection to this ancient, vibrant ecosystem in all its mystery.

The rainforest is an immersive, educational experience certain to delight adults and children alike.



The aquarium

Just beyond the rainforest, a dramatically different world awaits – the fascinating realm of the ocean deep.

A dazzling diversity of sea life will surround visitors at Mica Mall's aquarium, built in a cylindrical shape over two floors. A glass elevator descending through the aquarium centre will immerse viewers in a hypnotic 360° experience.

With one million and five hundred thousand litres of water containing hundreds of maritime plants and animals, this will be one of the largest aquariums in MENA and the only one of its kind in Iran.

Scuba diving and snorkelling will give visitors a chance to experience these magical creatures up close, gaining a whole new appreciation for an important and vulnerable habitat that covers 70% of the Earth.

The Aquarium has been designed, built and installed by Clax Italia from Italy.



The discovery club

The world has plenty of passive malls – places to merely gaze at things laid out behind glass.

At discovery club, like so much of Mica Mall, a very different mall experience can be had. Here, the curious will find themselves encouraged to engage and interact with their surroundings on their own unique journey of discovery.

Walk among rare and exotic species, reach out and touch amphibian and sea creatures, have an intimate encounter with wildlife in a safe, quiet and thoughtful place – with discovery club, nature has never been closer.

Young visitors will enjoy overcoming their fear of the unknown, older visitors will feel a childlike wonder in seeing the world anew. All are sure to leave with a renewed appreciation for the complex and fragile beauty of life on Earth.

For those with
active lifestyles

Mica Mall has fitness fun

Having a blast and staying healthy go hand in hand at a destination with multiple options for active recreation.



Fitness club

Today, more than ever, exercise is an essential part of people's daily routine. Iranians have a high level of health awareness – they want to look after themselves, and Mica Mall wants to help them do so.

That's why, on the second and third floor, visitors will find a state-of-the-art fitness centre with everything they need to stay in shape.

Kish residents and tourists alike will benefit from the mall's full range of up-to-date fitness equipment. On-site professional trainers will be there to supervise, offering tips and advice for getting the most out of a workout.



Digital golf

In the Gulf's warm climate, a round of golf on a cool, green expanse may seem like an impossible dream. Mica Mall brings that dream into virtual reality with the immersive fun of digital golf.

Now anyone will be able to try their hand at one of the world's most enjoyable yet exclusive pastimes, without the need for special equipment or access to carefully manicured landscapes.

Real-world conditions are carefully recreated in this amazing simulation, and instructors are there at hand to guide players of all ages and abilities.

A fantastic way for families to stay fit together, digital golf looks to be a certain crowd pleaser.



Ice rink and snow amusement area

If golf courses seem like the stuff of dreams in Kish, ice rinks can scarcely be imagined. But Mica Mall is all about imagining possibilities, so an Olympic-sized ice rink built to international standards is soon to be a reality.

Engineered in partnership with Industrial Frigo of Italy and design consultants KCC of Belgium, this 1,800 square metre temperature-controlled facility seats 1,200 and will host public skating, ice hockey and skating competitions, delighting regional visitors keen to try winter sports.

Skating is only part of the fun to come, as the rink transforms into a snow amusement area within a matter of hours. This winter wonderland will include an ice vertigo slide, electrical ice tube bumper cars, mini motors on ice, a snow playground and ice cave.

Families from far and wide will come to experience the enchantment of sparkling white snow and a frosty northern climate.



Bowling alley

Those looking for a more laidback form of exercise will be sure to enjoy Mica Mall's bowling alley. Ideal for families and groups, bowling is beloved worldwide as a healthy, low-key way of spending time together, with a little friendly competition thrown into the mix.

With no reason to rush here, friends, families and people of all ages can amuse themselves for hours and come away feeling good about getting some physical activity as they make happy memories.

The bowling alley meets international standards and will also be able to host professional and amateur competitions.

For those who need to unwind

Mica Mall has relaxation and renewal

While worlds of excitement await at Mica Mall, sometimes a little quiet “me” time is what a person truly craves.





Spa and beauty

Mica Mall's health and beauty spa on the second and third floor exists as the ideal antidote to city life and fatigue, an island of calm to welcome visitors who want to relax and reset, leaving the outside world behind.

After a long journey to Kish or a full day of group fun, an afternoon in the spa may be just what the doctor ordered.

Whether it's a little pampering from a beautician or a restorative sauna, a full range of modern spa services are available to men and women.

**For those who came
to shop and dine**



Mica Mall serves up the very best

With so much to see and do at Mica Mall, you'd be forgiven for momentarily forgetting the premium shopping and F&B on offer all around.



Find elusive brands at the hypermarket

Mica Mall's shopping experience will simply raise the bar in Iran to another level.

Careful vetting of retailers will ensure that only reputable, quality outlets are present in this "no fakes zone", delivering the innovative, varied and authentic products that savvy locals and mainland Iranians want.

No one who comes to Mica Mall to shop will leave disappointed. Mica Mall makes international goods and desirable brands available at attractive prices. The wide selection of consumer goods to be found here will be unparalleled in the country, ensuring visitors leave with what they came for.

The hypermarket will be easily accessible with covered parking, a private elevator and escalators ensuring customers can get around with their purchases easily.



Indulge in the country's best F&B offerings

A leisurely meal is a great way to break up an action-packed day, and no visit to Mica Mall would be complete without sampling from the wide-ranging menu of alluring and aromatic flavours served up at the mall's many F&B outlets.

From traditional comfort foods to ultramodern cuisine, there will be something to tempt every palate at the fourth floor food court, conveniently located near the cinema complex, amusement centre and other key attractions.

Quality and variety is a common theme at Mica Mall, and that same spirit will be applied to the F&B on offer, where the best of Iran will join cuisine from around the world.

Relax and relive the day's adventures together over a cool drink or shared meal, enjoying a cool breeze from the Persian Gulf and stunning views of Kish Island. Leave refreshed and ready for more of whatever your day has in store.

A new face of Kish

There's more to the story when it comes to what makes Mica Mall so special.

All the fun to come will be found at an ideal location – Kish Island.

A place of striking natural beauty close to major regional cities, Kish is a treasure trove of tourism possibilities.

With its balmy beach climate, exciting outdoor activities, greater freedoms and visa-free entry, Kish has been undergoing a renaissance of late, with a 10% increase in visitors in recent years.

Mica Mall is set to be the crowning jewel in the island's evolution, a catalyst that will have people falling in love with Kish all over again.



An island blessed with beauty

The weather is welcoming year round on Kish, and there are plenty of ways to enjoy its cool coastal breeze and outdoor splendour.

Tourists take advantage of the island's stunning shoreline, bathing or relaxing on over 12,000 square feet of tidy beaches and their inviting, turquoise waters.

Scuba diving offers access to the island's stunning coral reefs, and in season, eco-tours make nightly trips to observe sea turtles hatching on the shore.

Kish is rich in archaeological heritage, including the ancient town of Harireh and underground town of Cariz. Each evening, the setting sun bathes the island's iconic beached shipwreck in soft light – a truly unforgettable display.



A paradise for families

With its clean streets and calm atmosphere, Kish Island is a breath of fresh air for city families. Once here, they find a slew of attractions to keep them entertained.

Exciting activities abound, including hang gliding, horseback riding, bungee jumping and off-road buggy rides, as well as an ocean water park and etc.. The island boasts an array of comfortable and affordable lodging, with appealing hotels and apartments for every budget.

An oasis of freedom

Everything in Kish seems just a little more laidback - that's because the island is a tolerant place where the rules are more relaxed.

International visitors benefit from visa-free entry, giving the island a cosmopolitan feel. Foreign investors are encouraged through tax incentives. Shoppers enjoy the benefits of the Kish Free Trade Zone: a better variety of brands to choose from and no duty or tax to pay.

At one with Kish

Kish is a wonderful work in progress and Mica Mall will play an important role in its ongoing evolution.

Pars Mica Kish is working as one to raise the island's profile and develop its potential as a major international tourist destination.

Mica Mall's one-stop mix of shopping, leisure and entertainment on an awe-inspiring scale will raise Kish to another level of possibility, attracting investment and visitors while stimulating the local economy.

Together, we're driving the Kish Island's progress as it evolves into something even more special, of which all Iranians will feel proud.



Getting away couldn't be easier

Mica Mall and Kish combine to offer Iranians world-class recreation right at their doorstep.

Just 18 km off the southern shore of Iran and easily reached by air or ferry, this fantastic holiday destination is within reach of every family.

An open invitation to all

Quality fun and relaxation should be accessible to everyone, and that's just what Pars Mica Kish had in mind when it chose this unique location so close to many of Iran's main urban centres.

Now families will find it easy to plan an exciting escape from the city without breaking the bank or making complicated travel arrangements.

Mica Mall and Kish combine to create a convenient shopping, leisure and entertainment hub to which anyone can aspire.



A place to welcome the world

The open invitation to fun extends beyond Iran to the wider region and much farther afield.

Kish is already the fourth most popular tourist destination in South West Asia.

Mica Mall and Kish are bursting with even greater potential together and eager to welcome visitors from around the globe.

Close to international ports and cities like Dubai, Sharjah, Manama and Doha, Kish is an easy addition to any tour of the Persian Gulf.

The Kish international airport has a capacity of 4 million and receives flights from various regional airports, including DXB (Dubai).

Curious international tourists will be attracted by the island's special visa-free entry and free trade economy, as well as its many new attractions.

Mica Mall and a renewed Kish will proudly welcome these visitors with the updated, modern face of Iran.

A unique investment opportunity

Mica Mall is set to transform the shopping centre experience in Iran, creating a landmark destination that will draw visitors for generations.

Together with a new revitalised Kish, we are redefining what is possible when it comes to fun and entertainment in our proud country.

Mica Mall will showcase the best of Iran to the world, and bring the best of the world to Iran.

This innovative entertainment complex will embody the spirit of new Kish, by constantly finding more to offer visitors – engaging with shoppers and families to ensure their needs are always met and exceeded.

Where possibilities become reality

Imagine a family paradise, where the possibilities for fun are endless and accessible to all.

Imagine an oasis of freedom, where rules are relaxed and the world's best brands are available to shoppers.

Imagine all this close to home, housed in a stunning structure on an island bursting with natural beauty.

Now open your eyes to the exciting reality taking shape at Mica Mall – a game-changing development certain to make all Iranians proud.



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