

Press Release

Oman Avenues Mall's 'The Science Factory' garners great response

October 21, 2019

MUSCAT: The Science Factory campaign at Oman Avenues Mall, the Sultanate's prominent leisure destination, has garnered an incredible response from visitors while fostering a spirit of scientific inquiry among children.

Choosing to enrich children's academic experience, the activity has been providing an interdisciplinary experience nurturing creativity and developing confidence.

Mr. Derick Michael, General Manager, Oman Avenues Mall said, "This campaign has been a remarkable science catalyst for the student community. We conceptualised the project to engage with children, excite their curiosity, and inspire them towards an enduring love of learning through unique science-based concepts. Our society depends on science every day, and science related initiatives such as this are a great way for students to become more knowledgeable about how the world around them works. We are pleased that this dazzling display of science has attracted hundreds of thousands of visitors."

Extending children an opportunity to acquire a wide range of science knowledge topics in an enjoyable manner, the campaign's fun science-based activities had been divided under the subjects of physics, chemistry and biology. Moreover, an area was dedicated to allow children to indulge in stimulating activities.

The activities were carefully constructed for children between the age of 8 and 14 years. Targeting to impart scientific concepts and underline them through simple hands-on activities, the activity stations were set up in the main atrium area located on the ground floor of the mall.

Congratulating Oman Avenues Mall for putting up the concept, a parent who visited 'The Science Factory' said, "Such initiatives provide an opportunity for students to showcase their scientific talent and encouraged them to think outside the box. Children participating and visiting such fairs can learn a lot. While it educates and enhances the learning experience for students, it provides adult visitors with useful and fun information."

Oman Avenues Mall believes it is important to keep adding value to the overall experiences of the mall to best reflect its magnificence. Offering a fun experience for children, the Mall frequently conducts similar activities

designed to encourage children's problem solving, imagination and socialisation skills.

Interactive and educational exhibits at Oman Avenues Mall have proved to be very popular for children making shopping experiences with families more interesting and exciting for them. Oman Avenues Mall is a must-visit leisure and learning destination for young ones. Options abound for children at the mall with shops like Borders, Early Learning Center, Kiddy Zone, Eureka Kids, Dar Al Atta'a Let's Read reading facility and charity bookshop among others.

About Oman Avenues Mall

Oman Avenues Mall, a division of the renowned LuLu Group International, based at Abu Dhabi, is one of the largest and finest malls in the Sultanate of Oman. Oman Avenues Mall boasts an impressive line-up of prestigious retailing brands, fine dining options, and fun, entertaining experiences for the discerning shopper; while being envisioned as a dynamic new retail-led mixed-use destination. The genesis of the concept is the creation of a true multi-use development that assimilates venues for retail, entertainment, hospitality, and high end commercial use. Oman Avenues Mall, with its striking architecture, is an eclectic ensemble of retail offerings spread across 72,000 square-metres of built-up space in 145,000 square-metres. This ultimate shopping destination has an impressive line-up of retailers unrivalled by any other shopping centre in Oman. Located in the heart of the city with a host of unparalleled amenities and services, Oman Avenues Mall will provide the most refreshing experience that you have ever had.

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OMAN AVENUES MALL: Due to branding and marketing-related concerns in the Middle East retail sector, Oman Avenues Mall is obliged and mandated to ensure that the name 'Oman Avenues Mall' is used only in such form and never in the shortened form 'Avenues Mall'. We therefore kindly request your co-operation in making absolutely sure that in any and all editorial content featured in your publications, the name - Oman Avenues Mall - is always used as such, in full, and never shortened to - Avenues Mall.

Therefore:

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