The president centre, dedicated to the President Ben Ali, aims to 'educate' the people of the great president. This is to be taken as a satire of the situation in Tunisia, where personality cult of the president is much encouraged. The president centre is for everyone - the public, the government and the country.

The visitor's information centre, the museum and archives of the president, government office spaces and large digital billboards are all incorporated into this one site building.

Not sure whether you’ve picked the president? The President Centre will reassure you yes, you’ve picked the right president - Ben Ali.