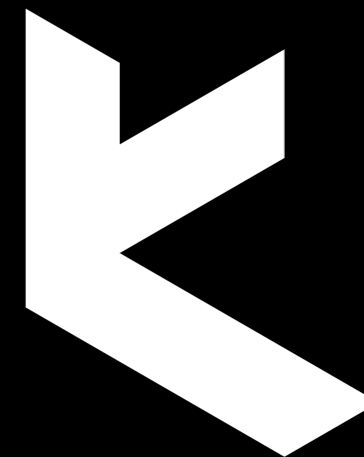


XYZ DESIGNERS



BEYOND THE SURFACE

FULL COMPANY PROFILE

Q3 2022

WHO WE ARE



XYZ DESIGNERS AN EXTRAORDINARY COMPANY

Architecture, interior design and urban design are the core of our services.

We create detailed design solutions that integrate urban, architectural, functional, technical, physical, ecological and economical issues. We also set up building specifications, assist the

client in obtaining competitive bids and negotiating prices, and we fully administrate the building process - including obtaining the necessary building permits.

Germany, KSA, UAE, Syria and Iraq are our locations.



5
Locations



60
Years Experience



45
Architects

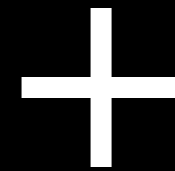


15
Interior Designers



15
Remote Workers

THE VALUES WE LIVE BY



TIMELESSNESS

SIMPLICITY

ELEGANCE

DYNAMISM

THOUGHTFULNESS

WE ARE CONTINUALLY MESMERIZED BY THE UNIQUE CONNECTION BETWEEN PEOPLE AND THEIR ENVIRONMENT. OUR GUIDING PHILOSOPHY HAS BEEN TO CREATE AN EXCLUSIVE SENSE OF ANY PLACE. WE ENDEAVOUR TO CRAFT INGENIOUS, ENDURING AND THRILLING PLACES THAT ARE SUFFICIENT AND SUITABLE FOR EACH DISTINCTIVE PURPOSE

TIMELESSNESS

We never regard design as a fashion or style. We strongly believe in an evergreen design that should stand the test of time by remaining charming both in the present and in the future.

SIMPLICITY

The ultimate beauty lies in being simple. There is always something more to our buildings than meets the eye. What may seem like plain surfaces could be a very sophisticated architectural statement.

ELEGANCE

For XYZ Designers, beauty is crafting, elegant, simple, and collected designs with a unique touch of personality and originality. We are strongly persuaded that visual curiosity is attained through gripping, smooth, architectural designs, as opposed to flashy or over-decorated elements.

DYNAMISM

We tend to have our design dynamic, we are inspired by water because its adaptable energy is continually in response to the ever-changing surroundings.

THOUGHTFULNESS

Being thoughtful simply means coming up with focused and inventive design where the spaces are equally efficient, harmonious, and attractive.

THE WAY WE WORK

OUR MISSION

**IS TO MAKE COMMUNITIES MORE INTEGRATED,
WORK MORE PRODUCTIVE AND ULTIMATELY LIFE
MORE ENJOYABLE.**

WATER

**WATER INSPIRES US TO
BE SIMPLE, VERSATILE,
AND ADAPTABLE TO EVER-
CHANGING ENVIRONMENTS.
ADAPTING TO LOCATION,
TIME AND INTENDED USERS
CREATES THE CHALLENGE OF
DESIGNING SOMETHING NOW
THAT IS TIMELESS.**

We are specialized in design ranging from Architecture to Urban and Interior design. Our innovations lie in a belief that form and function work in parallel in the design process. They are also crucial in the journey to understand our clients' deepest design intentions and transforming them into harmonious spaces that uniquely reflect their soul, spirit and persona. We integrate ecological and humanistic principals to create projects that have great design, practical purpose and the highest quality.

CAPABILITY STATEMENT

INTRODUCTION

Our core values of commitment to excellence in design, together with understanding and challenging our client's needs and objectives, has resulted in long-term relationships with many valued clients. Maximising value through excellence in design, teamwork based on client-focused relationships and allocating the necessary resources are key factors in our successful completion of projects at the required cost, time and quality. This section outlines how XYZ DESIGNERS will manage our work on the project.

We have developed a team of experts who have extensive experience and thorough understanding of the Client's vision and objectives. The combined experience of our team includes significant retail and hospitality projects in the region and globally. Our value proposition rests in our ability to design and deliver high quality projects, with following facts:

- Relevant global experience in all types of hospitality and retail projects,
- Relevant regional and global experience in working with standards of global Hotel chains,
- Relevant knowledge and experience of our team in delivering projects in the Middle East.

Our team will be led by our UAE studio supported by our Germany office. We believe that client interaction and dialogue are extremely important to ensure the design process remains within the agreed design schedule. Our team will maintain regular client communications with you. Our understanding of project controls and program management will ensure our resources remain focused on delivery of tasks / packages.

Design Review Board will support the design excellence for the project with reviews early in the concept design and prior to major milestones. We bring together global experience to each project with our focused design review process.

We propose to have one initial design ideas workshop to discuss with the client at an early stage of the Concept Design. The intention is to develop an agreed language of design which will evolve during the concept design stage. Our design management and delivery strategies are explained below.

SUSTAINABILITY AS ARCHITECTS AND DESIGNERS, XYZ DESIGNERS IS CENTRAL TO THE PROCESS OF PLANNING AND BUILDING CITIES, COMMUNITIES AND THE SPACES WITHIN.

XYZ DESIGNERS feel a strong sense of duty to demonstrate leadership in striving for economically viable and environmentally sustainable solutions, together with its clientele.

Sustainability is an integral part of our brand, with many LEED (Leadership in Energy & Environmental Design) accredited professionals, reaching out to people and their well-being.

XYZ DESIGNERS acknowledge and address their commitment to sustainability, in both design solutions and business practices and processes.

RISK MANAGEMENT

METHODOLOGY FOR MANAGING RISK

As part of xyz designers services to be provided, the Project Quality Plan clearly requires a Risk Management Policy to be put in place and that identified risk from high to low be clearly understood throughout the progress of the project.

XYZ DESIGNERS will appoint an Internal Project Coordinator who will have authority to ensure that the risk management system is implemented, reported and reviewed at regular weekly in-house management meetings with any non – conformance issues tabled and delegated for appropriate action. This will establish a concise audit trail and defined measures for corrective and preventive action. Risk types and classifications are identified in terms of likelihood of occurrences and consequence culminating in Qualitative Risk Analysis Matrix to state the level of risk from insignificant to catastrophic scenarios. Risk treatment options are evaluated and treatment plans are initiated. The formatting of such systematic control mechanism and communication techniques provides for comprehensive back – up in the event of human behaviour being major risk factor and a clear path for implementation procedures.

We achieve this by:

- Establishing a clear understanding of the required Scope of Work.
- Having clearly defined cost plan, which has been reviewed and agreed by the design team as being achievable – based on benchmarking against best industry knowledge. Importance is given to early development of the Cost Plan.
- Focusing on the Cost Plan and the “end cost” of the project to understand how components within our direct sphere of influence contribute.

Ensuring a signed off updated Functional Design Phase involves:

- Review of all information and identification of building elements and communication technology.
- An interactive process of in-house reviews during design development through informal “brain storming” sessions with sub-consultant groups.
- Providing design options.
- Continually reviewing the Cost Plan with the design team, reporting and reconciling any cost variations.
- Undertaking detailed “milestone” cost checks with the whole project term to ensure the cost remains within agreed Cost Plan limits.
- Monitoring that cost implications arising from engineering and other sub-consultants is also an integral part of our cost management process.

TIME MANAGEMENT

XYZ DESIGNERS are experienced in designing and delivering to tight programs. While we promote and encourage a “can do” attitude in all our staff we believe it is still better to “get it right first time” than just to “get it quick”.

We must understand the detailed nature of the brief to define key program intentions and the decisions required to achieve agreed targets.

Prioritizing decisions and information flow is also important in the management of tight Programmes.

By further defining the various tasks we are able to allocate time more appropriately, allowing others to progress in parallel at all times.

We will prepare design/documentation programs and include targets for the sub – consultant teams, consistent with the brief, but in more detail and with input from the entire sub – consultant team.

The process of monitoring is undertaken by regular internal office audits, which includes consultants, corrective action will be planned and taken to avoid, avert and recover any time slippage.

QUALITY MANAGEMENT

The quality of the facility is dependent on the design and construction process. The objective is to achieve the highest possible standard within the realms of given time and cost. The Quality Management System developed by xyz designers has proven to be a good way of performing high quality service. Environmental design, health and safety will receive the necessary priority. XYZ DESIGNERS will assign dedicated staff to the management and monitoring of the quality assurance.

DESIGN METHODOLOGY & APPROACH

DESIGN DELIVERY PLANNING

XYZ DESIGNERS have been leading design teams and building enormous amount of experience including the best ways of getting the job done simply and effectively. This experience has been documented within our formal Quality Management System and is a key contribution to our reputation for achieving quality design and high professional standards which meet your expectations. The objectives of our formal Quality Management System form an integral and fundamental part of our business. All our projects have a designated design manager responsible for ensuring the design work is completed on time and to the right level of quality, thus meeting the client's objectives.

We work as an integrated team ensuring that all roles and responsibilities are identified at the Start Up meeting. The Start Up meeting sets the out the vision of the client, the aims of the team and how we are going to achieve success. A design team programme will be developed and managed to ensure that we stay on programme and alert the project if delays are occurring. Monthly Progress Reports are issued to the Client.

A regular design team meeting allows all members of the design team to report on:

- Progress,
- Co-ordination,
- Programme,
- Actions from previous meeting,
- Project risks/concerns,
- Design / Coordination Issues 'Strike-List' ,
- Design deliverables,
- Budgets,
- Approvals,
- Appointments.

INFORMATION MANAGEMENT – WEB BASED SYSTEMS

XYZ DESIGNERS are experienced in and strongly support the use of an ftp or web based information management system. Our project team are trained in the use of ftp or web based information management system and we will prepare a Project Procedures Plan for the entire design team including sub-consultants. These procedures will best manage the information flow and ensures appropriate documentation standards are maintained for both incoming and outgoing files. xyz designers will ensure that each party within our design team will follow the communications protocol to communicate all formal matters with the Client, contractor and sub-contractors.

CONCEPTUAL & SCHEMATIC DESIGN STAGE

At project Start-Up, the team will immediately be formed under the leadership of the Project Director. The Design Director will manage the architectural design, which will lead the overall direction of the conceptual design of the development and the production of the necessary concept design deliverables. During this Concept & Schematic Design Stage, xyz designers will work with the Client and the sub-consultants to provide the overall concept, with support on statutory requirements. We will ensure the Client and the consultant team are fully aware of the reasons for design decisions and directions. xyz designers will work with our engineers and participate in the development and coordination of the Structural and MEP systems with due regard to cost, operational & statutory requirements. At the completion of Concept & Schematic Design stage: the overall layout and appearance of the project will be defined; engineering systems will be defined in principle, outline finishes schedules and material sample boards will be developed and the project Cost Plan will be established.

DESIGN DEVELOPMENT STAGE

Following the approval of the concept and schematic design by the Client, xyz designers will proceed to the Design Development Phase. XYZ DESIGNERS will manage and coordinate the sub-consultants; schedule all finishes, fixtures and furniture and identify key typical details. We will commence the Preliminary Specification for the works based on the CSI standard Master Format. Common documentation and drawing systems will have been set up with all the sub-consultants and xyz designers will lead the design coordination. In the Design Development Phase, the documentation and drawings will be filled out with relevant information based on the Schematic Design. As each of the project's main components achieves detail design completion, we will consolidate the information, check coordination and verify full completion such that all necessary information is available to proceed with Construction Documentation.

CONSTRUCTION DOCUMENTATION

XYZ DESIGNERS will develop the documentation into a full set of Tender & Construction Drawings.

XYZ DESIGNERS will use story-boards and mock-ups of the full drawing set to ensure that the documentation is properly cross-referenced and all areas are fully drawn at the appropriate scales without repetition or discrepancies. The preliminary specification will be developed and finalised; a full materials & products list shall be prepared. FF&E will be specified and scheduled. Reference numbers will be applied to every material and product on the drawings, cross-referenced to the specifications.

TENDER AND CONSTRUCTION STAGE

This stage is not included in the RFP and is therefore excluded from this proposal.

However, xyz designers can undertake this stage as an optional additional service. If appointed for this stage, xyz designers will provide full information for the Client to obtain competitive tenders from suitable contractors. XYZ DESIGNERS will respond to any requests for clarification from the tenderers, then review the tenders received and prepare a Tender Review Report to assist the Client in awarding the contract. XYZ DESIGNERS will provide the Construction Stage Services as required by the Client, review and comment on Shop Drawings and other contractor's submittal, respond to queries, monitor progress and standards of materials and workmanship on site. Oversee the project completion report on any defects and follow up with the contractor to ensure they are properly rectified.

PROJECTS



P A G E

18

EDUCATIONAL

American University in Baghdad Nursery
American University in Baghdad Primary School
American University in Baghdad Lecture Hall
Double Sports Hall
B. Sports Hall
Secondary School



P A G E

78

HOSPITALITY

Bayat Plaza
Sky Gardens Hotel
F1-Royal Suite
Sela Restaurant
BSTC
Marina Gate
Al Wakra Hotel



P A G E

120

COMMERCIAL BUILDINGS

Avenue Mall Nad Al Shiba
Hormann Exhibition
Bollhof Customer Centre



P A G E

46

PUBLIC BUILDINGS

Syria Pavilion-Expo 2020
Car Museum
Qatar Post Office Prototype
ExpoLive Pavilion-Expo 2020
Sudan Pavilion-Expo 2020
F1
Marina Moscue
Wellness Village



P A G E

192

URBAN PLANNING

Gerken's Farm
Residential Compound
Duret Al Riyadh town-houses



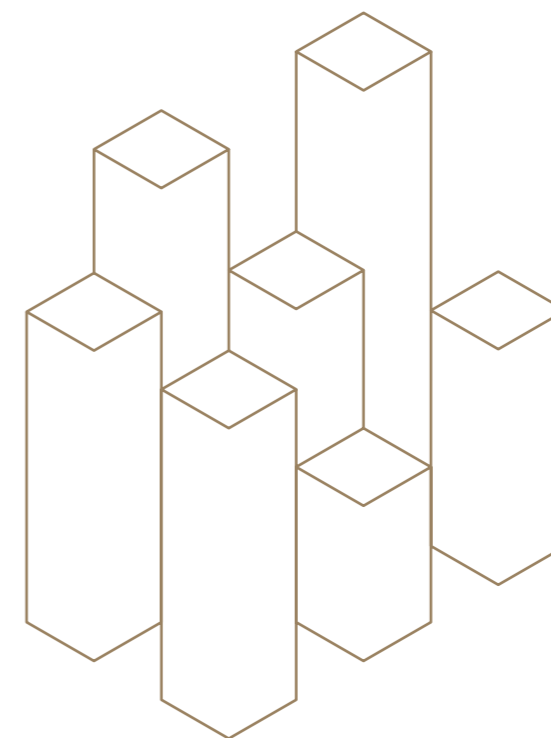
P A G E

144

RESIDENTIAL

Nad Al Sheba villa
Nurai villa
Al Awar Villa
Black & White Apartment
Dusseldorf villa
Weinheim villa

18



EDUCATIONAL

AMERICAN UNIVERSITY IN BAGHDAD-
NURSERY

AMERICAN UNIVERSITY IN BAGHDAD-
PRIMARY SCHOOL

AMERICAN UNIVERSITY IN BAGHDAD-
LECTURE HALL

DOUBLE SPORTS HALL

B. SPORTS HALL

SECONDARY SCHOOL



PROJECTS // EdUCATIONAL

20

PROJECT / CLIENT

American University in Baghdad
Nursery

SCOPE / STATUS

LEAD DESIGNER

LOCATION / YEAR / SIZE

Baghdad, Iraq/ 2022 / 7,000 Sq.m





PROJECTS // EDUCATIONAL

22



PROJECTS // EDUCATIONAL

 **24**





PROJECTS // EDUCATIONAL

26

PROJECT / CLIENT

American University in Baghdad
Primary School

SCOPE / STATUS

LEAD DESIGNER

LOCATION / YEAR / SIZE

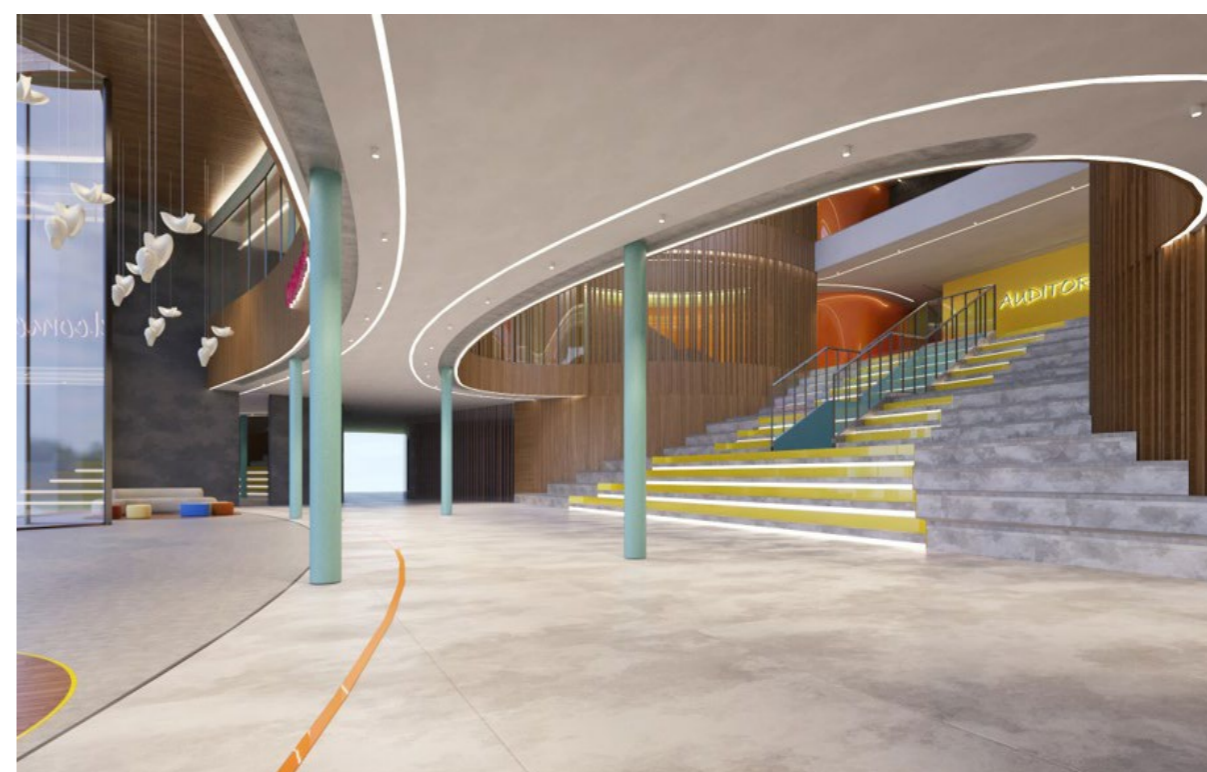
Baghdad, Iraq/ 2022 / 13,000 Sq.m





PROJECTS // EDUCATIONAL

28



PROJECTS // EDUCATIONAL

30





PROJECTS // EDUCATIONAL

32

PROJECT / CLIENT

American University in Baghdad
Lecture Hall

SCOPE / STATUS

LEAD ARCHITECT

LOCATION / YEAR / SIZE

Baghdad, Iraq/ 2022 / 12,500 Sq.m









PROJECTS // EDUCATIONAL

38

PROJECT / CLIENT

DOUBLE SPORTS HALL/ CITY
UBBEDISSEN

SCOPE / STATUS

ARCHITECTURE, ID / BUILT

LOCATION / YEAR / SIZE

GERMANY / 2010

**THE SPORTS HALL IS
A PLAIN GLASS CUBE
OVER A METALLIC
CUBE.**





A new sports hall was to be constructed at the primary school in the district of Ubbedissen in Bielefeld because the old hall had not been consistent with the modern requirements for a long time and also displayed great investment deficit. The new hall was also intended for the use by sports clubs so that it would enjoy better utilization. It was to be built on fallow land that borders directly onto the existing sports fields. The new sports hall is in the form of a plain glass cube. Its entrance faces towards the primary school. It is emphasized by a projecting roof. Besides the foyer the ground floor houses the building services centre, equipment rooms and clubroom. A staircase that dominates the foyer then leads onto the upper floor, which houses the changing rooms from the hall also serves as a gallery. At the ends of the gallery two large windows provide a view of the rural surroundings. As the school was also to use the hall as an auditorium high quality material such as wood and glass were also used on its interior.



PROJECT / CLIENT

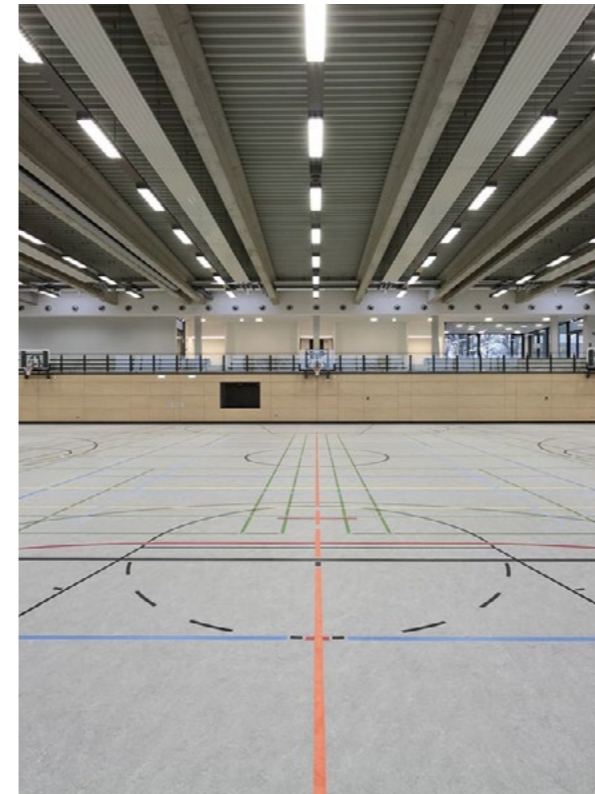
B. SPORTS HALL / CITY OF BORCHEN

SCOPE / STATUS

ARCHITECTURE, ID / BUILT

LOCATION / YEAR / SIZE

GERMANY / 2009



THE CAREFULLY PLACED WINDOW OPENINGS NOT ONLY ENSURE PLEASANT, GLARE-FREE LIGHTING IN THE CENTRAL UTILITY AREAS BUT ALSO PROVIDES VIEWS OVER THE SURROUNDING LANDSCAPE AND THE SPORTING EVENTS IN THE HALL.

Sports Hall Borchten, Architectural Competition, First Prize 2009, The newly constructed sports hall was designed to accommodate the needs of the adjacent Primary School and of sport clubs in the municipality of Borchten. Using the sleepy sloping terrain this new building offers simple, clear development concept that reacts to the varying flow of visitors. Spectators enter the building on the upper level without any barriers while sports players and schoolchildren enter the building through a second entrance are connected outside the building by a ramp that runs parallel to it. Galleries, air spaces and glass walls allow for many different sight lines within the building. The carefully placed window openings not only ensure pleasant, glare-free lighting in the central utility areas but also provide views over the surrounding landscape and views onto the sporting events in the hall. Due to a tight budget the building was designed with a plaster façade that gives the monolithic structure a lively appearance with its slightly varying shades of grey in various areas and widths. The outdoor areas are planned in such a way that school and sports hall are interwoven with one another while retaining the existing topography and creating a network of paths between the neighbouring roads. The spaces in front of the building entrances are designed to attract visitors to spend time there.



PROJECTS // EDUCATIONAL

44

PROJECT / CLIENT

SECONDARY SCHOOL / CITY
UBERDISSEN

SCOPE / STATUS

ARCHITECTURE / BUILT

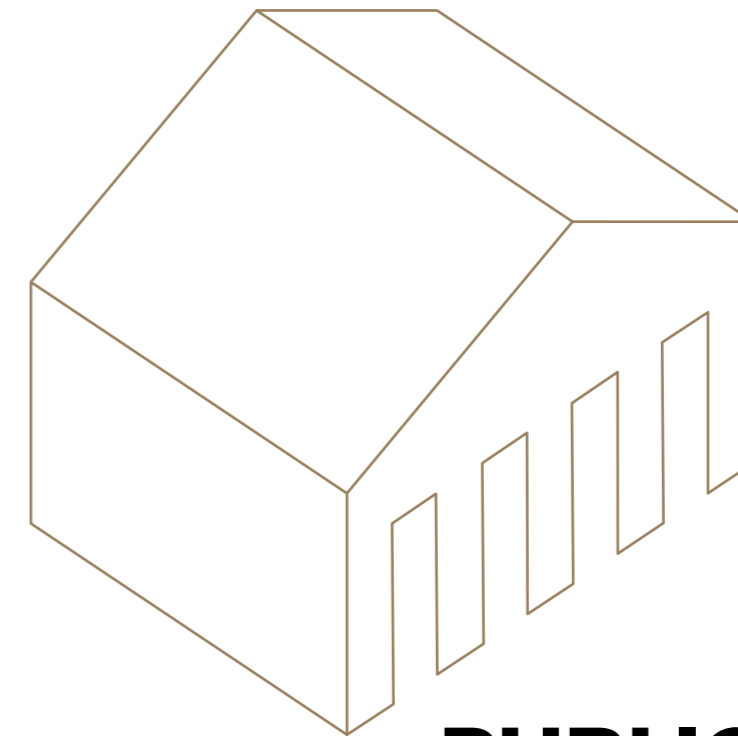
LOCATION / YEAR / SIZE

GERMANY / 2009

**THE CONNECTION OF
THE TWO STOREYS
THROUGH GALLERIES
CREATE EXCITING
EXPERIENCES
AND PROMOTE
COMMUNICATION
WITHIN THE
BUILDING.**



46



PUBLIC BUILDINGS

SYRIA PAVILION-EXPO 2020

CAR MUSEUM

QATAR POST OFFICE PROTOTYPE

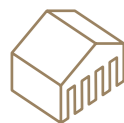
EXPOLIVE PAVILION -EXPO 2020

SUDAN PAVILION- EXPO 2020

F1

MARINA MOSQUE

WELLNESS VILLAGE



PROJECTS // PUBLIC BUILDINGS

48

PROJECT / CLIENT

SYRIA PAVILION-EXPO 2020

SCOPE / STATUS

FULL SCOPE

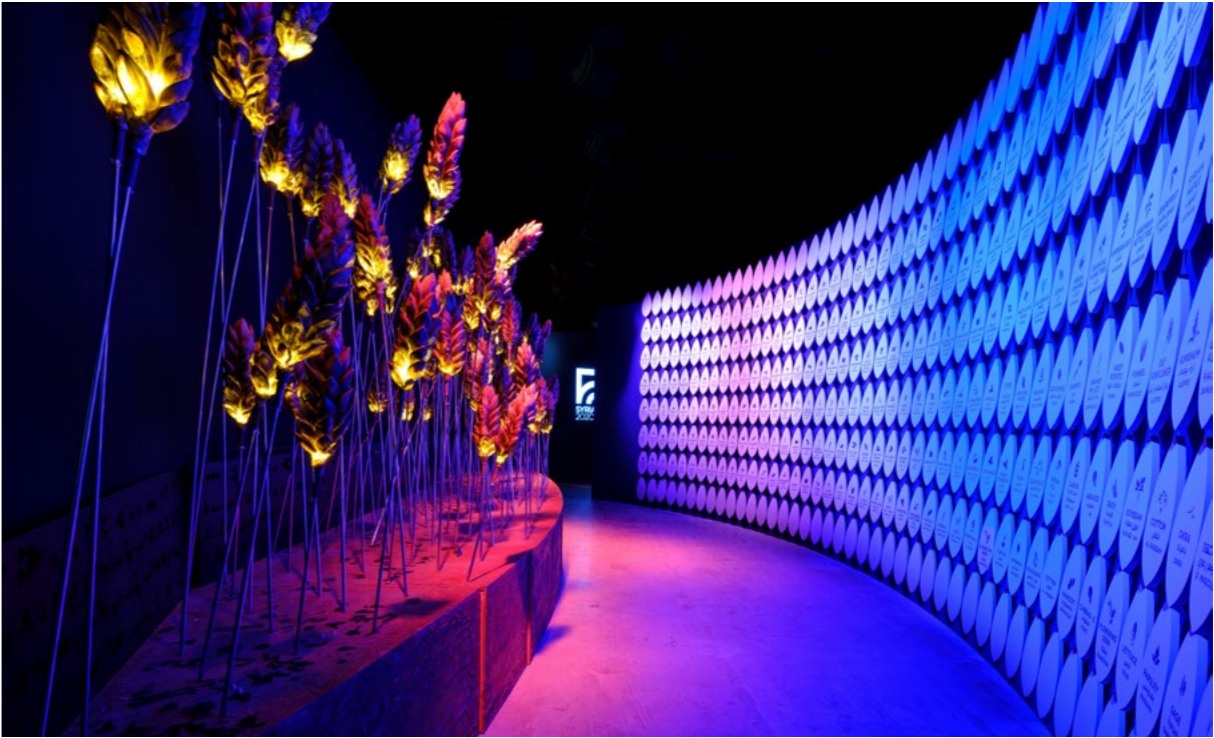
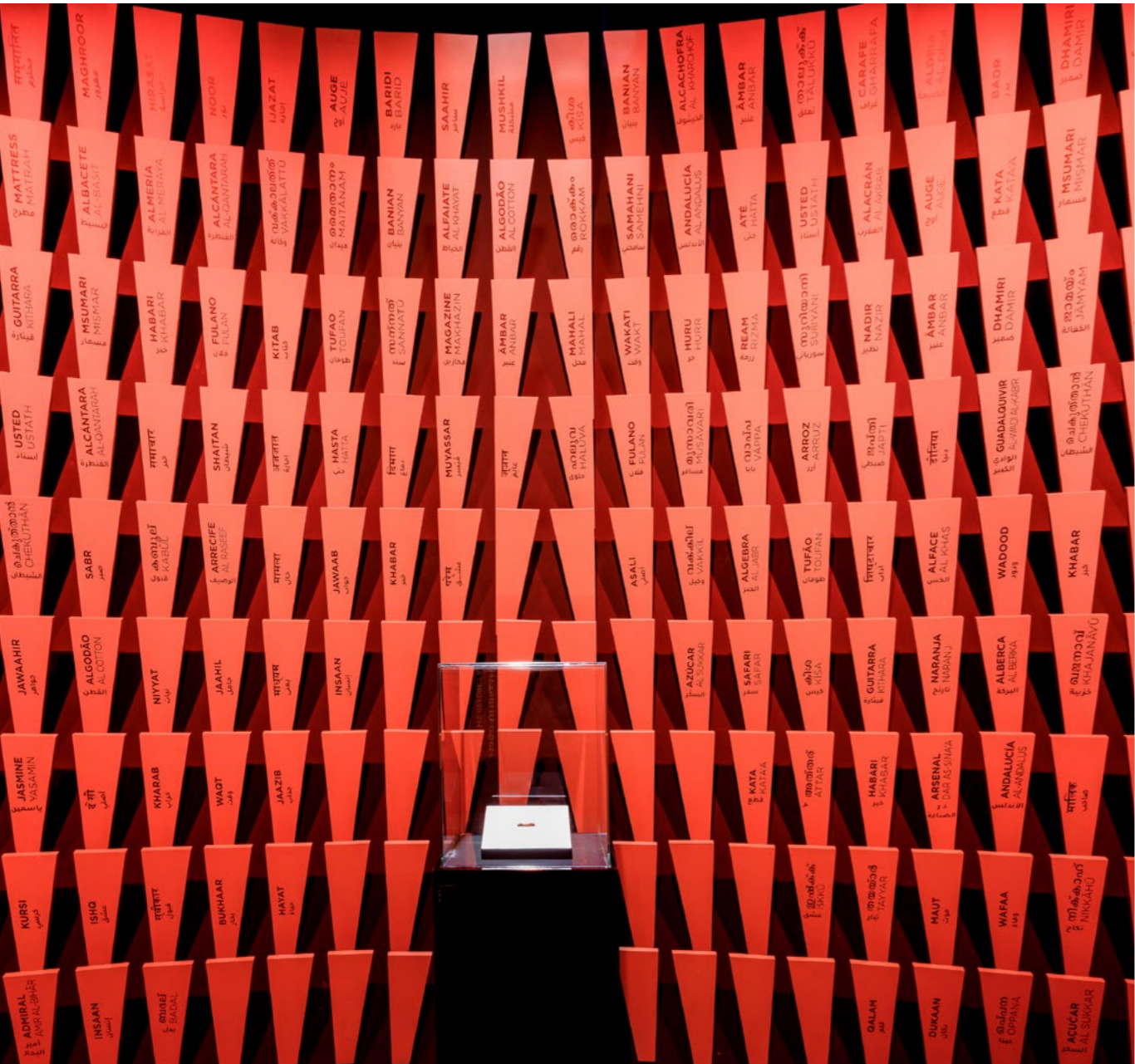
LOCATION / YEAR

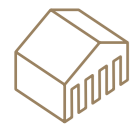
Dubai, UAE / 2021

SYRIA PAVILION WON GOLDEN AWARD FOR THEME INTERPRETATION OF RENTED PAVILION- AT EXPO 2020, AN AWARD GIVEN TO THE BEST PAVILION THAT EMBODIES THE THEME OF “CONNECTING MINDS, CREATING THE FUTURE.



PROJECTS // PUBLIC BUIDINGS





PROJECTS // PUBLIC BUILDINGS

52

PROJECT / CLIENT

CAR MUSEUM

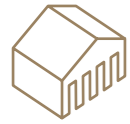
SCOPE / STATUS

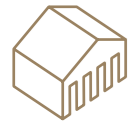
CONCEPT DESIGN

LOCATION / YEAR /

Dubai, UAE / 2021







PROJECT / CLIENT

POST OFFICE PROTOTYPE / QATAR
POST OFFICE

SCOPE / STATUS

ARCHITECTURE / CONCEPT

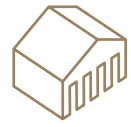
LOCATION / YEAR / SIZE

DOHA, QATAR / 2015 / 2,325 SQ.M

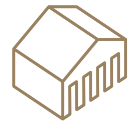


A BASIC PAPER ROCKET MODEL USED TO CREATE THE SHELL DESIGN CARRYING THE BRAND MESSAGE OF THE QATAR POST OFFICE.

The Qatar post office wanted to “re-brand” the postal service. They want this prototype to remind everyone of the importance of sending mail the old-fashioned way.
One design option is inspired by the image of the folded paper rocket. The folded shell that covers the building will provide a huge open space to welcome visitors while it allows protection and security for the back office.



The second design option is inspired by the original post office building, included the arches. This design allows natural light from an atrium to brighten the interior of the post office.



PROJECT / CLIENT

ExpoLive Pavilion Expo 2020

SCOPE / STATUS

ARCHITECT OF RECORD &
ENGINEERING

LOCATION / YEAR / SIZE

Dubai, UAE / 2021 /



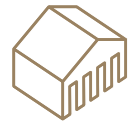
ARCHITECTURE IS ABOUT BRINGING THE INSIDE, OUTSIDE.

Pavilion is a showcase for exactly that, exemplifying the notion that an idea is not limited by a single box – it is transformative, outreaching and radiant. Its design was inspired by the traditional Bedouin tent we are pivotal. The pavilion exhibition showcases the 'good' in the world, featuring the work of the Global Innovators in improving people's lives.

62



PROJECTS // PUBLIC BUILDINGS



64

PROJECT / CLIENT

SUDAN PAVILION-EXPO 2020

SCOPE / STATUS

ARCHITECT OF RECORD &
ENGINEERING

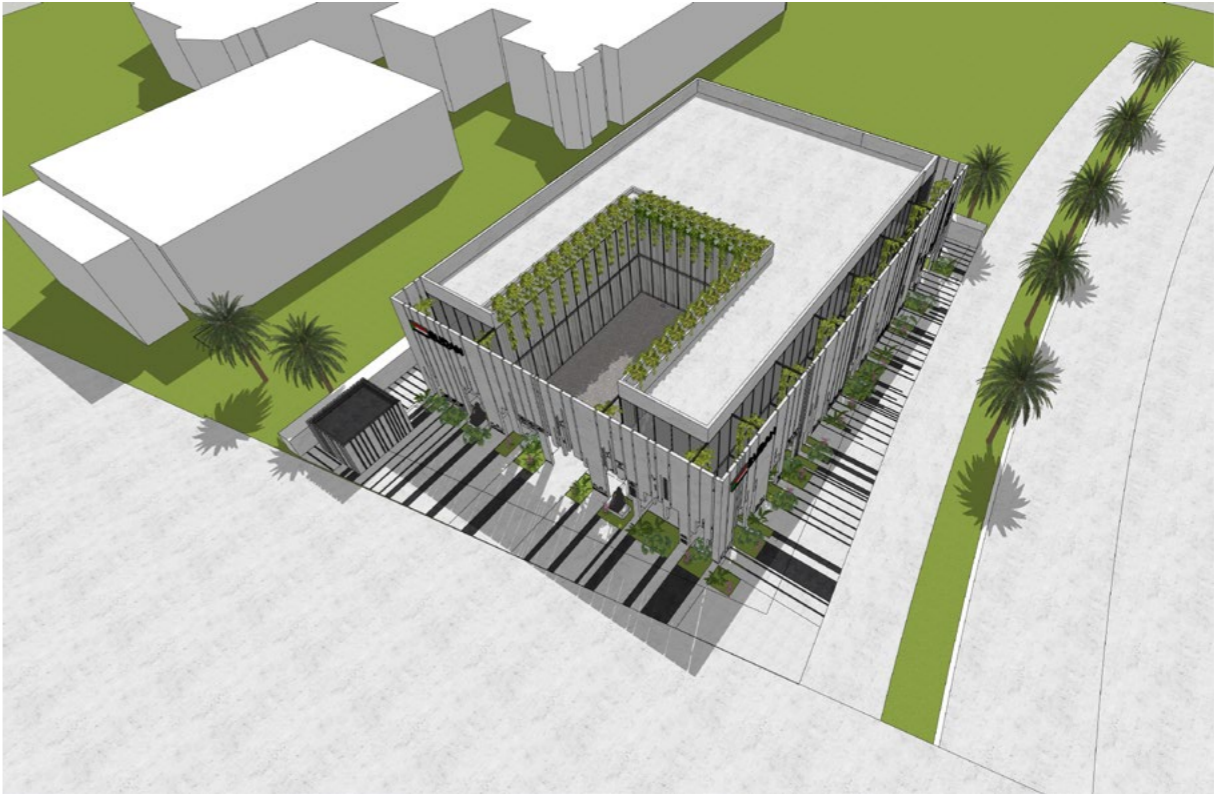
LOCATION / YEAR / SIZE

DUBAI, UAE / 2021

THE DESIGN

INSPIRED BY SUDAN'S
ARCHITECTURE IN A
MODERN WAY.





The objective was to engage audience to understand and interpret Sudan culture.
Promote an understanding of Sudanese history to enhance people's awareness of their identity and enrich people's cultural lives and connect people with the world through enhancing their appreciation of the world history.



PROJECT / CLIENT

F1

SCOPE / STATUS

FULL SCOPE

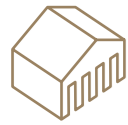
LOCATION / YEAR / SIZE

Jeddah, KSA/ 2022 / 8,132 SQ. M



The Jeddah Corniche Circuit is a temporary street circuit (albeit adorned with some permanent sections), located on the Corniche – a 30km coastal resort area. F1 Project includes : Premium Hospitality Buildings, Royal Suites Building. The Premium Hospitality building is part of the unique U-shaped Central Arena. Its one-of-a-kind, over-the-bridge design offers visitors a 360 degree view of the circuit together with a spectacular view of the Red Sea coastline beyond. Exclusive indoor and outdoor lounges overlook the track and guarantee an unforgettable F1 experience.





PROJECT / CLIENT

MARINA MOSQUE /
MARINA ARCADE PROPERTIES

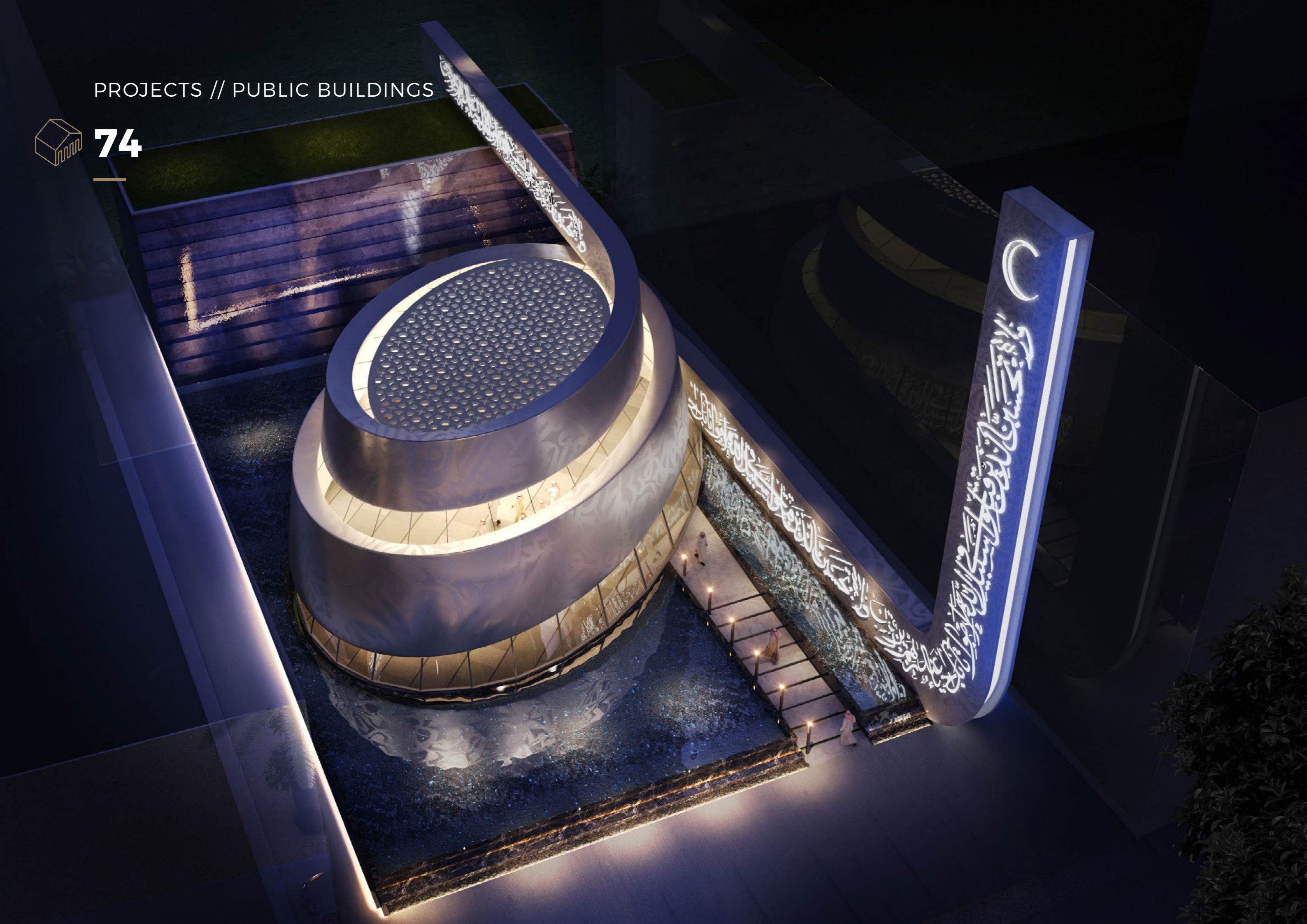
SCOPE / STATUS

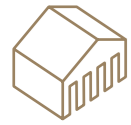
ARCHITECTURAL DESIGN / CONCEPT

LOCATION / YEAR / SIZE

DUBAI, UAE / 2017







PROJECT / CLIENT

WELLNESS VILLAGE / CONFIDENTIAL

SCOPE / STATUS

ARCHITECTURE / CONCEPT

LOCATION / YEAR / SIZE

CONFIDENTIAL LOCATION / 2015/
4,000 SQ.M



ARCHITECTURE IS THE CONTINUOUS JOURNEY BETWEEN THE EXTERIOR AND THE INTERIOR.

The wellness village is in the middle between beach and water. It contains 22 private chalets connected with a pedestrian circular wooden pathway raised over the sea level.

The central space holds the hotel lobby, spa, medical centre, therapeutic rooms and specialized restaurant. The uninterrupted design ring of this project helps to integrate the activities within the community. It also enables the social connections while maintaining the needed privacy and serene environment.

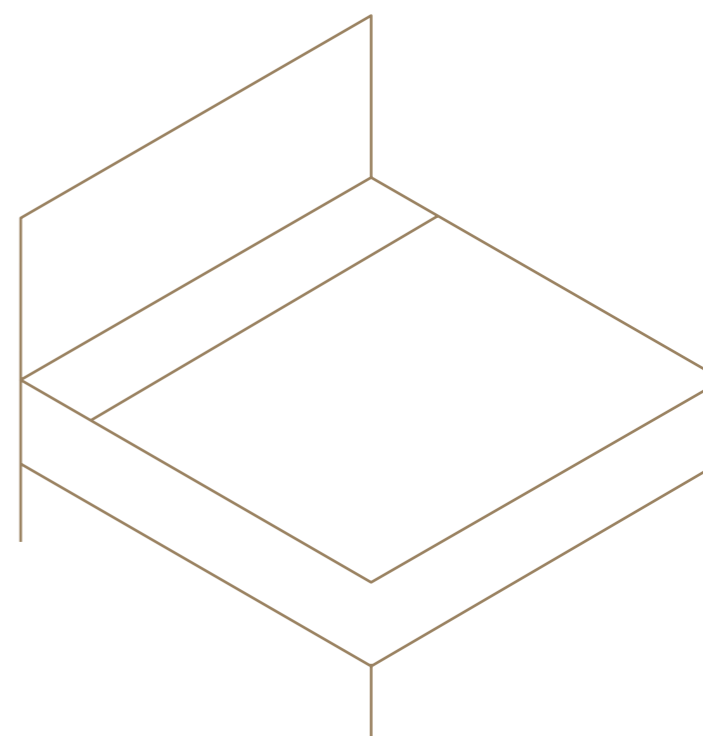
PROJECTS // PUBLIC BUILDINGS



78



80



HOSPITALITY

BAYAT PLAZA

BSTC

MARINA GATE

SKY GARDENS HOTEL

F1-ROYAL SUITE

SELA RESTAURANT

AL WAKRA HOTEL



PROJECT / CLIENT

BAYAT PLAZA / AL SABBAN
PROPERTIES

SCOPE / STATUS

ARCHITECTURE, ID / UNDER
CONSTRUCTION

LOCATION / YEAR / SIZE

JEDDAH, KSA / 2017 /
83,311 SQ.M

**IT IS THE REFLECTION THAT
MAKES BOTH TOWERS MERGE
FLAWLESSLY CONTRASTING
ITS SURROUNDINGS OF
AL MADINA ROAD.**











Bayat Plaza is completely innovative in Jeddah and will become a landmark, iconic building. The twin towers consist of two residential towers . First one includes apartments, the second one includes duplexes. The towers are seated on the top of the boulevard retail with the skylight. The material selected is fresh, elegant, grey scaled, background with touches of walnut wood. The space planning of all towers was challenging because of the elliptical shape, however, we simplified it into perpendicular wall partitions and modularised bathrooms and grand open space. At the top of each tower we designed penthouses that feature sliding walls giving the resident a choice of complete open plan or enclosed rooms while recessed interior bathrooms.







PROJECT / CLIENT

BSTC / AL SABBAN PROPERTIES

SCOPE / STATUS

ARCHITECTURE, ID, SUPERVISION /
UNDER CONSTRUCTION

LOCATION / YEAR / SIZE

JEDDAH, KSA / 2017 / 77,294 SQ.M

**LOCATED NEXT TO BAYAT
PLAZA DEVELOPMENT,
THIS TOWER COMPLETES
THE ALREADY EXISTING
TWIN TOWERS
DEVELOPMENT DISTRICT
WITH A UNIQUENESS IN
CHARACTER ALLOWING IT
TO STAND OUT.**



PROJECTS // HOSPITALITY

98





This is a mixed use development. It includes a 4-Star hotel with 250 rooms and two restaurants, one on the first level and one on the 40th level. The offices for this development are housed between the 15th floor and the 40th floor. The tower resembles an ellipse that rises directly out of the ground with modular fins that project according to the tower orientation. These fins protect the silver glass building from the sun and help save energy as well. This elliptical shape also maximizes the view of the surrounding area.



PROJECTS // HOSPITALITY

102

PROJECT / CLIENT

MARINA GATE / CONFIDENTIAL

SCOPE / STATUS

ARCHITECTURE / CONCEPT

LOCATION / YEAR / SIZE

DUBAI, UAE / 2014 / 255,860 SQ.M

THE YACHT-LIKE TERRACES OVERLOOKING THE SEA HAVE ADD THE SPARKLE TO THESE TWIN TOWERS.

These twin residential towers will rise 60 levels from a base that will be used as a retail outlet. The towers will overlook a private beach-front. This architectural shape will allow for a huge private terrace that will appear to float in the sky over the sea.

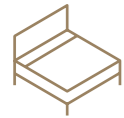


PROJECTS // HOSPITALITY



104





PROJECT / CLIENT

SKY GARDENS - 4 STAR HOTEL /
AL KHOORY GROUP

SCOPE / STATUS

INTERIOR DESIGN

LOCATION / YEAR / SIZE

DUBAI, UAE / 2017 / 51,000 SQ.M

It is a stylish hotel, arranged over 11 floors each of the 96 Deluxe Rooms, 18 Premium Rooms and 20 Deluxe Suites provide cleverly configured spaces, flexible meeting space for up to 40 guests, rooftop swimming pool, fully equipped gymnasium, sauna and steam room.



PROJECTS // HOSPITALITY



108



PROJECTS // HOSPITALITY



110







PROJECTS // HOSPITALITY



116



PROJECTS // HOSPITALITY



118

PROJECT / CLIENT

F1-ROYAL SUITE

SCOPE / STATUS

FULL SCOPE

LOCATION / YEAR / SIZE

JEDDAH, KSA/2021/ 1,590 SQ M



PROJECTS // HOSPITALITY



120

PROJECT / CLIENT

SELA RESTAURANT INCLUDES
5 FINE DINING RESTAURANTS:
PETIT TROIS
DON JULIO
JON & VINNY'S
BARMASA
BEAST

SCOPE / STATUS

FULL SCOPE

LOCATION / YEAR / SIZE

JEDDAH, KSA/2021





PETIT TROIS RESTAURANT



Designed with an old-school Parisian bistro in mind, it's all about classics here. The place is outfitted with period touches like checkerboard floors, floral detailing, and gold finishes. Mirrors adorn the walls to help expand the rooms, and tall front windows for that necessary sunshine.



DON JULIO RESTAURANT



Restaurant Don Julio showcase tradition , popular Argentinian culture, and identity conveyed through the quest for the highest quality. Cozy and spacious terrace with lotsof greenery around the area. For a fine dining experience, outdoor lighting in white highlights the decor and the architecture of this restaurant.

PROJECTS // HOSPITALITY



126



JON & VINNY'S RESTAURANT





BARMASA RESTAURANT

Japanese restaurant BarMasa. The concept behind BarMasa is rooted in contemporary Japanese cuisine. Japanese influences trickled into the restaurant's décor, which implements a traditional architectural style and materials.



PROJECTS // HOSPITALITY



130





BEAST RESTAURANT

Restaurant Beast is a unique fine-dining concept with raw and quite brutal elements of design. Communal fine dining is easily the most unique aspect of the restaurant's interior.



PROJECTS // HOSPITALITY

134

PROJECT / CLIENT

AL WAKRA HOTEL / GHARNATA
CONSULTANT ENGINEERS

SCOPE / STATUS

ARCHITECTURE / CONCEPT

LOCATION / YEAR / SIZE

DOHA, QATAR / 2014 / 5,900 SQ.M

**LIMITED ARCHITECTURAL
INNOVATION TO BLEND IN WITH
THE OLD CITY CHARACTER. THE
UNIQUENESS OF THIS HOTEL IS
HIGHLIGHTED IN THE INTERIOR.**

The Design and Its Purpose:

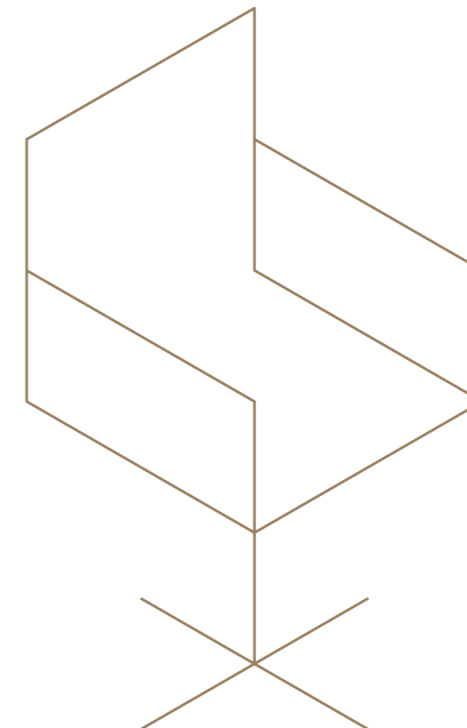
This 5,900 sq. m. Resort houses 60 rooms, a spa, F & B, fitness, and support. It is a modern design with old-style traditional elements. The design incorporates 4 zones, or arenas - Al Bahri, Al Sidra, Al Maha, and Al Baraha.

The four zones represent different life styles, local cultures, and the nature and history of each.





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COMMERCIAL BUILDINGS

AVENUE MALL NAD AL SHIBA
HORMANN EXCIBITION
BOLLHOFF CUSTOMER CENTER

PROJECTS // COMMERCIAL BUILDINGS



140

PROJECT / CLIENT

AVENUE MALL NAD AL SHIBA
/ MR. SULTAN ALMARRI

SCOPE / STATUS

ARCHITECTURE, ENGINEERING,
ID, LANDSCAPE, SUPERVISION
/ UNDER CONSTRUCTION

LOCATION / YEAR / SIZE

DUBAI, UAE / 2019 / 10,320 SQ. M



PROJECTS // COMMERCIAL BUILDINGS



142





PROJECTS // COMMERCIAL BUILDINGS

144

PROJECT / CLIENT

EXHIBITION & TRAINING CENTRE
/HORMANN

SCOPE / STATUS

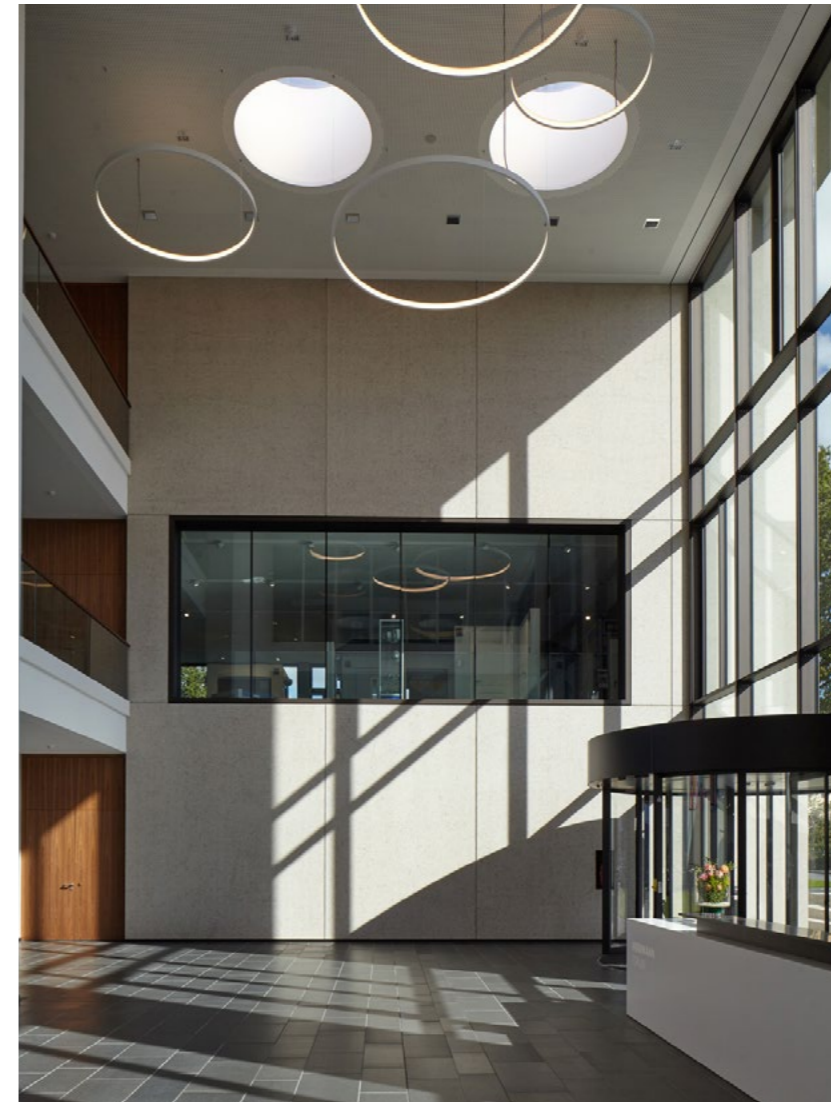
ARCHITECTURE, ID / BUILT

LOCATION / YEAR / SIZE

BIELEFELD, GERMANY / 2015

**HUMAN SCALE DEFINES
ARCHITECTURE
DIMENSIONS,
BUT ART REMAINS
UNPREDICTABLE.**





A property opposite the head office, thus far used for staff parking, was selected as the site. The elongated three-storey building was located close to the municipal road to offer visitors to the training centre ample parking behind the building. The building may be accessed both from the road and from the parking area. Visitors will be entering a cathedral-like three-storey foyer spanning the building front to back. This will offer access to the central staircase and lift and to the large exhibition area. The latter will occupy two storeys towards the street side, offering adequate height for the exhibition of large industrial doors and gates. The training facilities are located on the second floor on the side of the building overlooking the parking area. They will be opposite additional exhibition areas and a lounge for visitor entertainment. Viewed from the street or from the parking area, the training centre will appear largely transparent. It will offer exciting vistas of the exhibition areas, bathed in generous natural light. Sand-blasted exposed concrete surfaces will match the facade of the company headquarters built in 1990, emphasising the commonality between training centre and company on opposite sides of the road.



PROJECTS // COMMERCIAL BUILDINGS

148



PROJECT / CLIENT

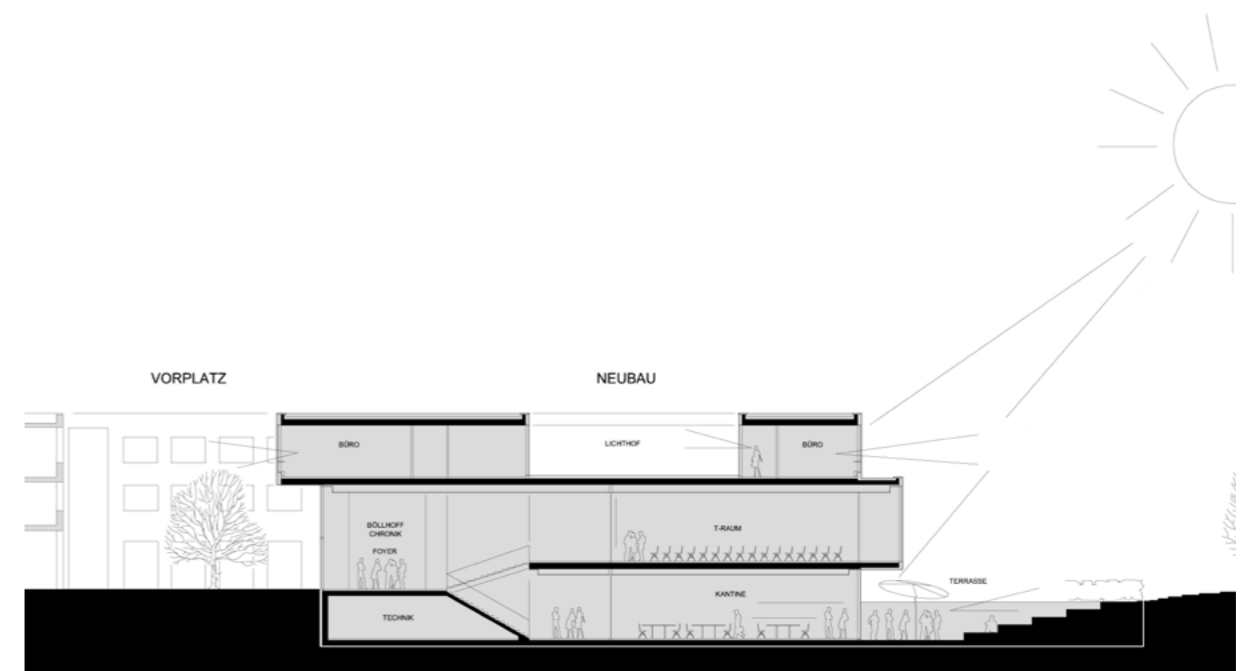
CUSTOMER CENTRE / BOLLHOFF

SCOPE / STATUS

ARCHITECTURE, ID / BUILT

LOCATION / YEAR / SIZE

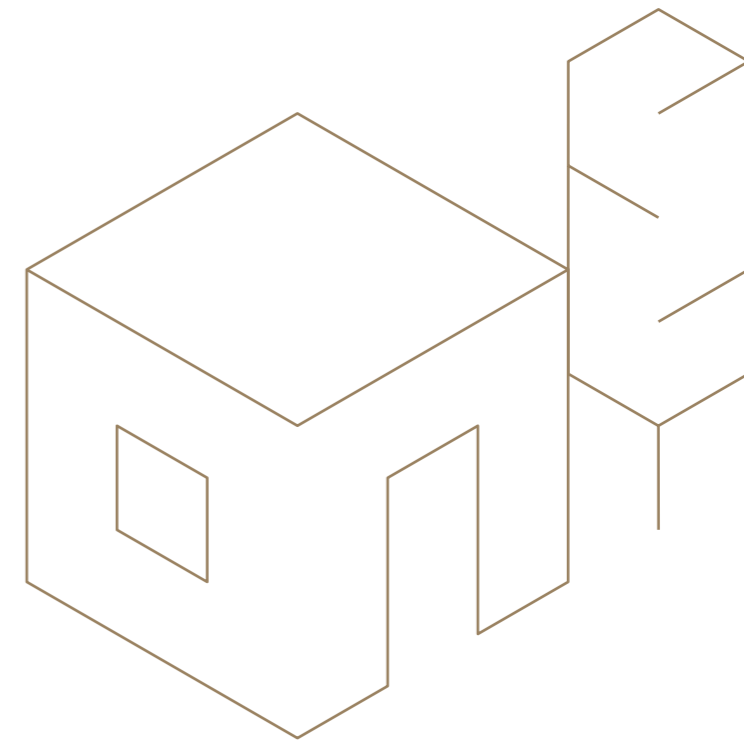
BIELEFELD, GERMANY / 2009 /
360 SQ.M



THE BUILDING MERGES WITH THE BASEMENT'S ACTIVITIES TO FORM AN EXCLUSIVE JOURNEY FOR ITS VISITORS.

With the construction of its new customer centre, the internationally present family-led firm in the fastening and assembly technology sector wishes to present the historic development of the company and its full range of services and technologies on an area of 360 square metres at its headquarters in Bielefeld. In addition to the specially-created exhibition space, the building should also house a new canteen, offices and seminar rooms. The new building connects to an L-shaped office building which was acquired in the 1980's, and forms a small square from which one enters the new customer centre. The three-storey structure takes over the attic height of the old building. In order to provide adequate ceiling height for the canteen and exhibition area, it was decided to build a half-storey down to canteen, and half a floor up to the exhibition and conference area. The area adjacent to the canteen was excavated so that floor-length windows could be created in this function area. To the south, a spacious terrace area has been created which is used by the canteen in the warmer months.

150



RESIDENTIAL

NAD AL SHEBA VILLA

NURAI VILLA

AL AWAR VILLA

BLACK & WHITE APARTMENT

DUSSELDORF VILLA

WEINHEIM VILLA

PROJECTS // RESIDENTIAL



152

PROJECT / CLIENT

NAD AL SHEBA VILLA / MR .
MERJEN

SCOPE / STATUS

ARCHITECTURE, ID &
SUPERVISION / UNDER
CONSTRUCTION

LOCATION / YEAR / SIZE

DUBAI, UAE / 2017 /25,000 SQ. FT

**THIS VILLA CAN
POTENTIALLY
ACCOMMODATE
FOR A 3-WAY SPLIT,
ALLOWING FOR
VARIOUS FAMILY
MEMBERS TO HAVE A
PRIVATE VILLA IN THE
FUTURE.**





**A DESIGN ADAPTATION
OFFERING THE RIGHT BALANCE
BETWEEN PRIVACY AND
CONNECTION.**

This home is essentially three buildings in one. It is made especially to accommodate a large family. The heart of this home is the living and dining area. The heart is surrounded by 6 bedrooms, a main majles, 2 small majles, a home theatre, a patio and a swimming pool.

This habitation is styled to allow maximum privacy with personal corners for each member of the family while still providing a warm, welcoming core for the whole family to enjoy together.



PROJECTS // RESIDENTIAL



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PROJECTS // RESIDENTIAL

158



PROJECTS // RESIDENTIAL



160





PROJECTS // RESIDENTIAL

162



PROJECT / CLIENT

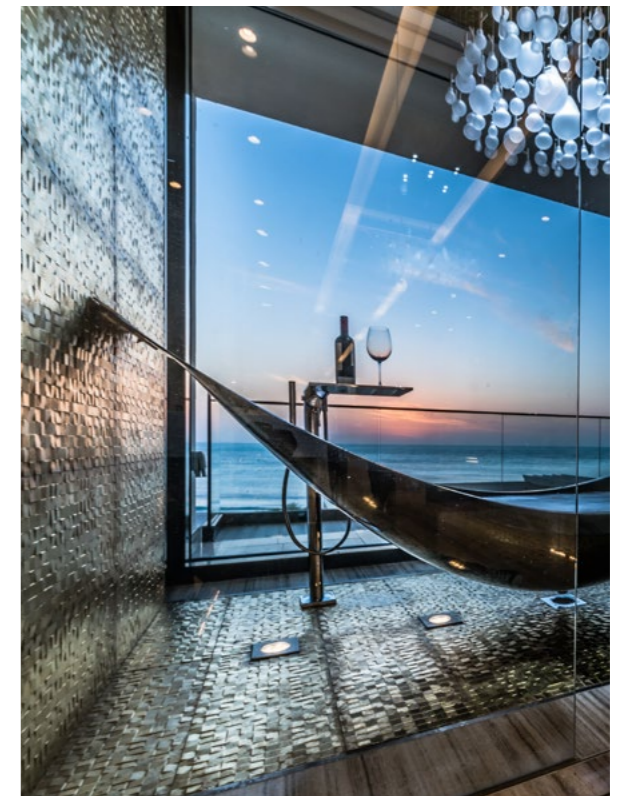
NURAI VILLA / MR. AL SABBAN

SCOPE / STATUS

ID, SUPERVISION / BUILT

LOCATION / YEAR / SIZE

ABU DHABI, UAE / 2015



THINKING OF A BEACH LIFE? FIRST IMAGE THAT COMES TO OUR MINDS IS A RELAXING SCENE OF A HAMMOCK ON A QUIET BEACH SURROUNDED BY PALM TREES.

This villa stands on a man-made, private island in Abu Dhabi and overlooks a beautiful beach surrounded by luxurious scenery. The villa features a spa-like bathroom that has been inspired by a hammock between palm trees in a golden frame picture. This is a state of art massage room that is surrounded by stars made with using fibre optic technology.

PROJECTS // RESIDENTIAL



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PROJECT / CLIENT

AL AWAR VILLA /
MR. A. AL AWAR

SCOPE / STATUS

ARCHITECTURE , ID &
LANDSCAPE, SUPERVISION /
UNDER CONSTRUCTION

LOCATION / YEAR / SIZE

DUBAI, UAE / 2017 / 2,400 SQ.M



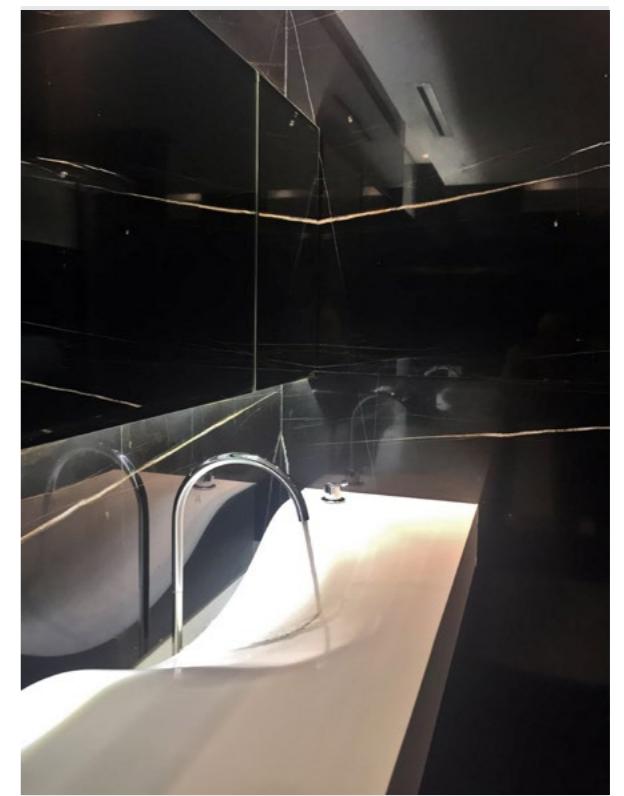
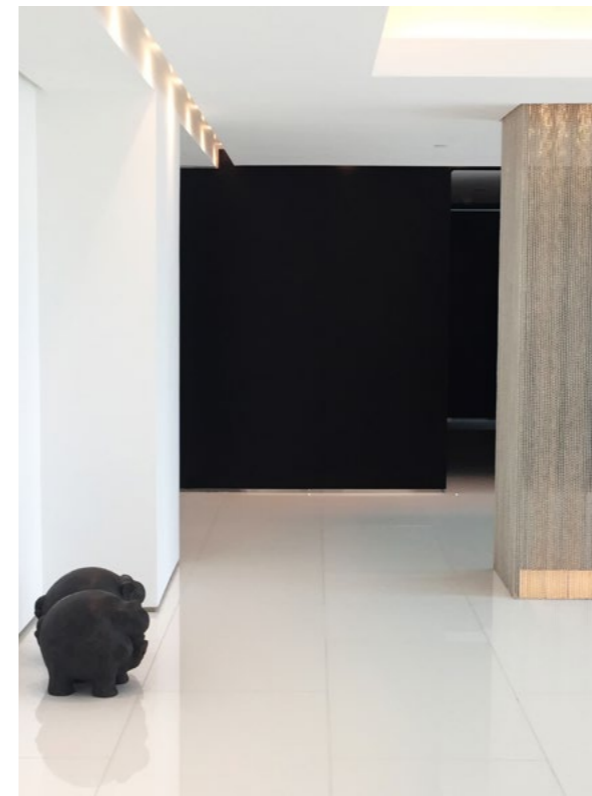
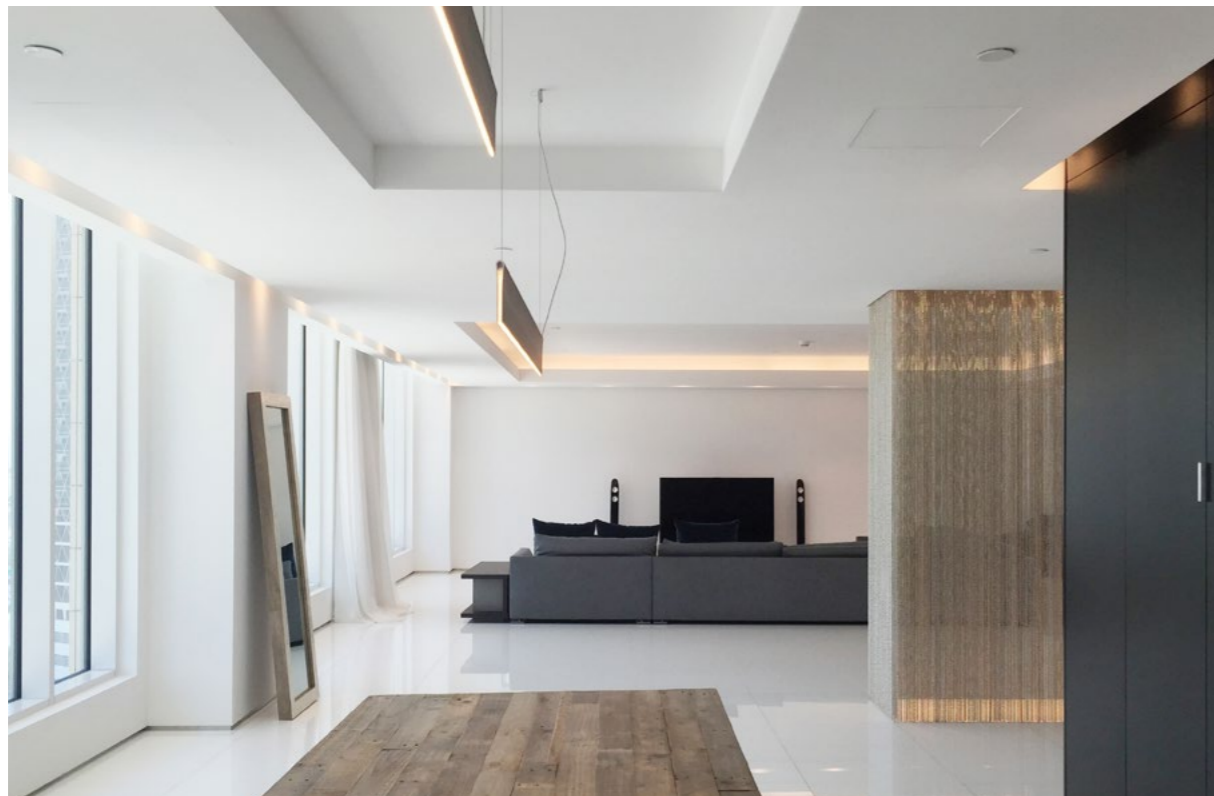


PROJECTS // RESIDENTIAL



170





PROJECT /CLIENT

BLACK & WHITE APARTMENTS /
MR. B. ALSABBAN

SCOPE / STATUS

ID, SUPERVISION / BUILT

LOCATION / YEAR / SIZE

DUBAI, UAE / 2014 / 345 SQ.M

**THE CHARACTER OF THIS SPACE IS UNDERLINED BY THE
CONTRAST IN ELEMENTS: BLACK VS. WHITE, OPEN VS. CLOSED,
DAY VS. NIGHT.**

This apartment features four bedrooms and a living room. We started by organizing the apartment into a black box and white space living room, where the white is set to be at the best views and made with bright materials. In contrast, the black space is made of dark wood. All bedrooms feature cupboards and bathrooms of their own. To bring the design together, we used San Loran marble on the walls and white stone on the floors

PROJECTS // RESIDENTIAL

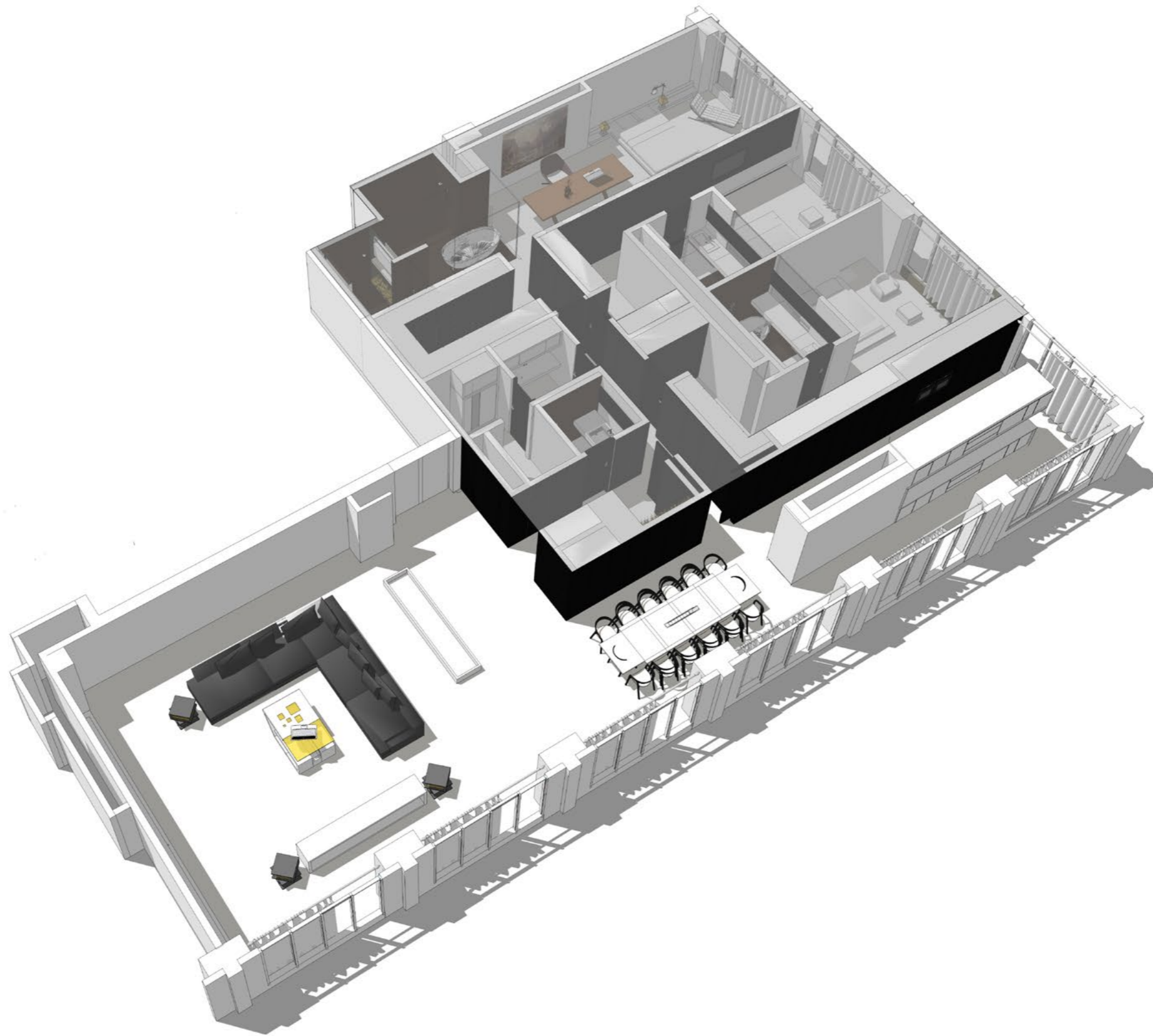


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PROJECTS // RESIDENTIAL



180

PROJECT / CLIENT

DUSSELDORF VILLA / MR.
KAMPFER

SCOPE / STATUS

ARCHITECTURE & ID / BUILT

LOCATION / YEAR / SIZE

DUSSELDORF, GERMANY / 2011

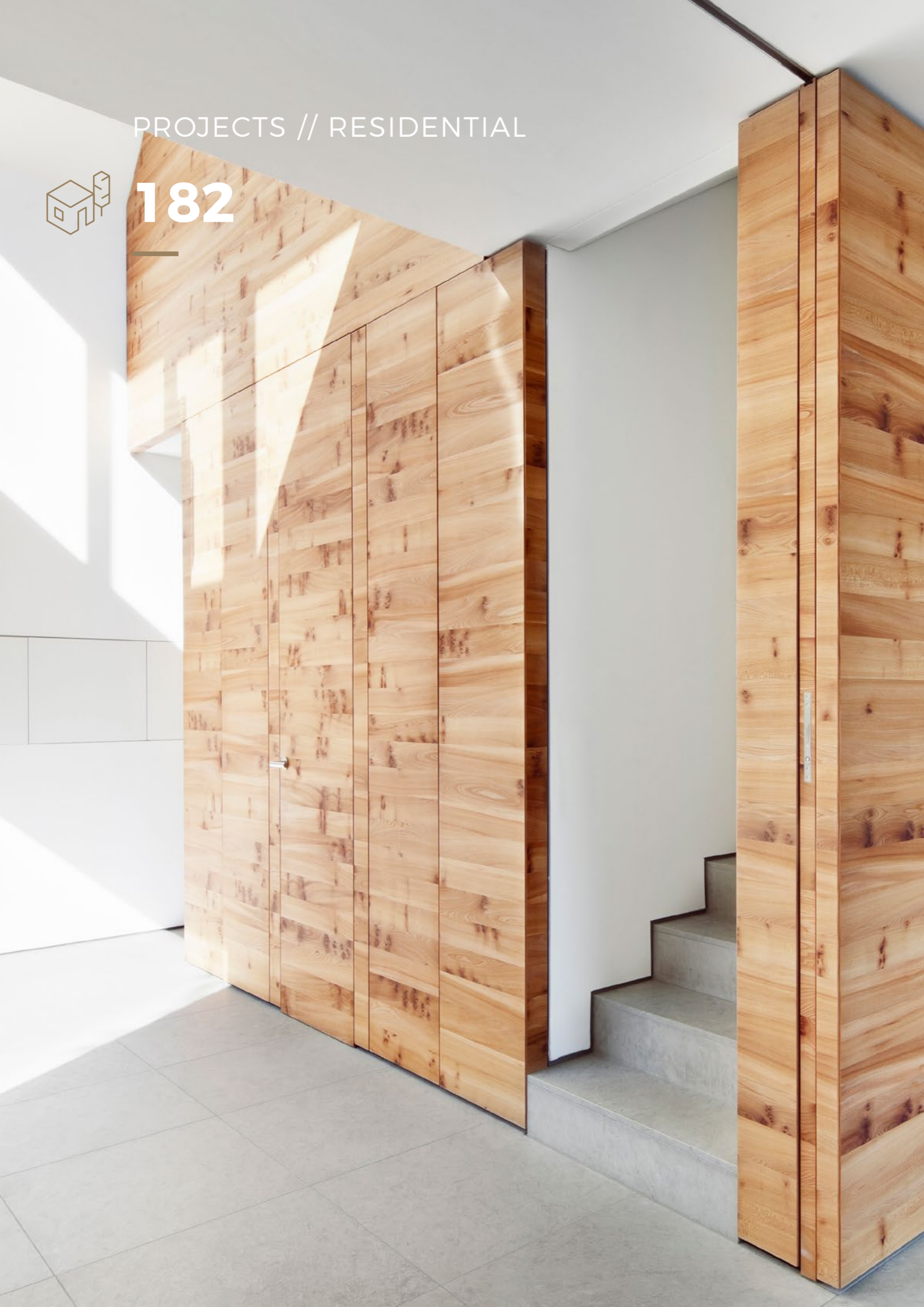
**A SEAMLESS
INTEGRATION WITH
THE SURROUNDING
STRUCTURES
THROUGH AN
ARCHITECTURE WITH
A CONTEMPORARY
CHARACTER.**





PROJECTS // RESIDENTIAL

182



The building is located in a residential area of Dusseldorf, in the “White Estate” in Golzheim. This estate was constructed by the National Socialists in 1935/36 in a period of one and a half years as a model estate that formed part of the propaganda exhibition Schaffendes Volk, meaning “Productive People”. The estate, which comprised 95 whitewashed brick houses, formed the South-easterly limit of the former exhibition grounds and is directly adjacent to the Rhein River. The Nazis used the estate as a prime example of the ideal artists’ and workers’ estate according to National Socialist principles. All the houses were constructed in accordance with so-called model buildings and their rural village character was in line with the guidelines of the Gauheimatattenamt or “local homestead department”. As the required rooms could not be incorporated in the existing building it was decided to replace the house with the new structure. Despite strict stipulations for land use it was possible to double the useful area through corresponding organization of the layout within the given building plot. This was achieved with a very simple structure without any dormer windows or other structures on the roof that could have been regarded as distracting. Thanks to its formal restraint the new building integrates well into the surrounding structures without negating its contemporary character as an example of 21st century architecture.

PROJECTS // RESIDENTIAL



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PROJECT / CLIENT

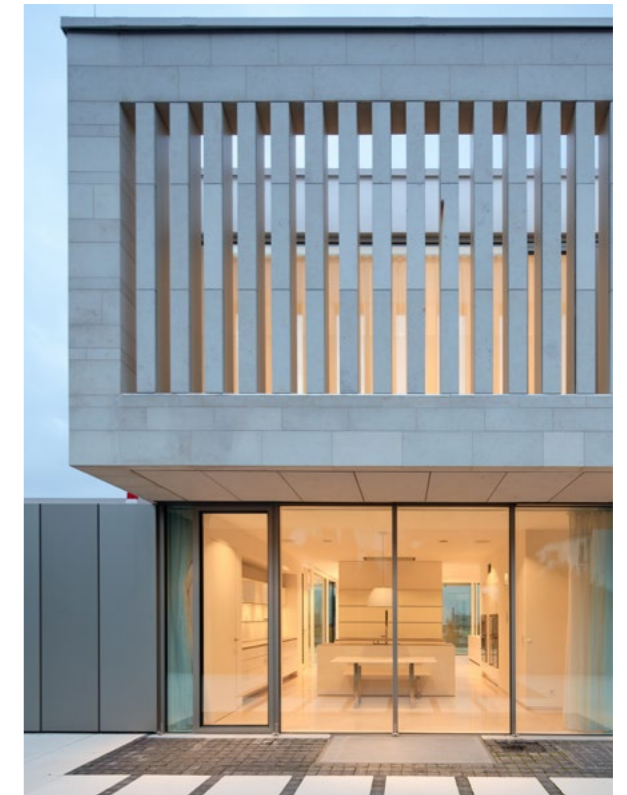
WEINHEIM VILLA / MR.
GOLDBECK

SCOPE / STATUS

ARCHITECTURE & ID / BUILT

LOCATION / YEAR / SIZE

WEINHEIM, GERMANY / 2014 /
2,000 SQ.M



ARCHITECTURE AND INTERIOR ARE UNITED. CONSEQUENTLY, THE DIVISION OF THE BUILDING'S VOLUME IS MIRRORED BY ITS ARCHITECTURAL DESIGN.

This detached house with a self-contained flat is being built on a plot approximately 2,000 square metres in a prime residential area of Weinheim (Bergstrasse) for a family of five. The design is for a building that is split into individual volumes and that has two storeys facing Weibergstrasse in the northeast and three storeys facing the garden in the southwest due to the extreme slope of the plot. The playful arrangement of the various volumes, characterised by sections that protrude or are set back, makes the 800 square metre house appear smaller and helps to integrate it into the smaller structures in the existing surroundings. On the southwest side the lower storey protrudes far into the garden. Its roof area forms a terrace in

front of the living and dining area with a depth of approximately four metres. The terrace is given a generous extension in the southwest because of the way the building is set back, allowing a pleasantly proportioned outdoor area to be created with a tree in its centre. The division of the building's volume is mirrored by its architectural design. The ground floor, which is faced entirely in glass and aluminium, contrasts with the upper level, which is clad in light coloured natural stone. The façade that faces the street is mostly closed in order to fulfil the client's wish for protection against uninvited onlookers. On the side facing the garden, however, the design is open and allows indoor and outdoor areas to merge together.

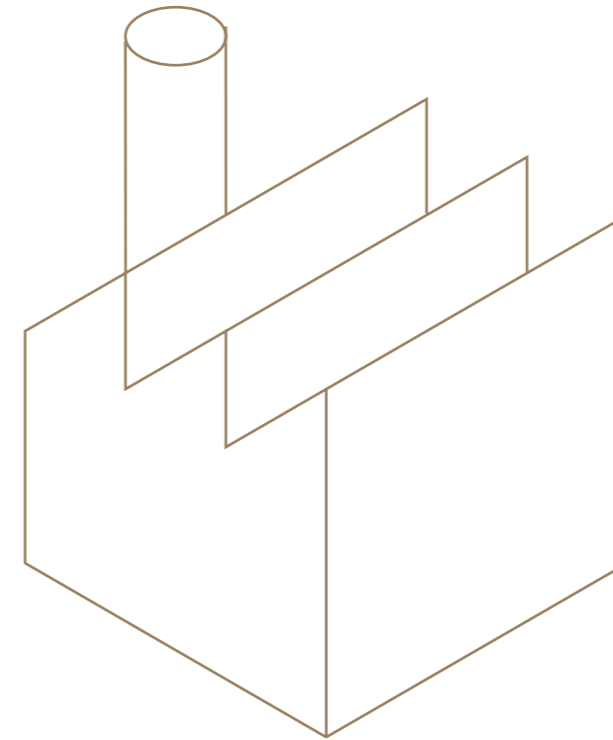
PROJECTS // RESIDENTIAL



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URBAN PLANNING

GERKEN'S FARM
RESIDENTIAL COMPOUND
DURET AL RIYAHD TOWN HOUSES



PROJECTS // URBAN PLANNING

192

PROJECT / CLIENT

GERKEN'S FARM / COMPETITION

SCOPE / STATUS

ARCHITECTURE / CONCEPT

LOCATION / YEAR / SIZE

SCHLOSS HOLTE, GERMANY /
2012

**COUNTRYSIDE
HARMONY? WHEN
ARCHITECTURE IS
LANDSCAPE AND
LANDSCAPE IS
ARCHITECTURE.**





PROJECTS // URBAN PLANNING

194



Theme of the draft is living in the park. A total of 17 solitary blocks, with varying units, are proposed for this purpose with even distribution over the site. The places between the blocks are widely planted. The blocks vary in size and consist of 3, 4, 6 and 7 units. These surround a central courtyard, which is jointly used by the inhabitants as a communicative focal point. To promote the interaction, each apartment has a window facing the patio. In spite of their interconnection each apartment offers maximum internal privacy. Each unit is generated from 6 x 6 meter modules over 2 levels and can be individually composed. The modular structure of the units allows a high flexibility in the design of the blocks and helps the clients to find a group that suits their needs and, in conjunction with the others, from a block that corresponds to the urban and architectural specifications. The architectural concept aims at showing the modular structure that is tied together by a folded roof landscape. To make sure that, despite of its formal heterogeneity, each block as well as the entire neighbourhood becomes wholly coherent, it is suggested that one material is used for walls and roofs.





PROJECTS // URBAN PLANNING

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PROJECT / CLIENT

RESIDENTIAL COMPOUND / KANOO

SCOPE / STATUS

ARCHITECTURE / BUILT

LOCATION / YEAR / SIZE

DUBAI, UAE / 2016 / 3,500 SQ.M

TIMELESS

ARCHITECTURE REFLECTING LOCAL ARCHITECTURE.

The design contains 11 contemporary minimal town houses that are overlooking gardens. Each town house has ground + 1 level and a terrace. The architecture is a combination between white pearl paint and travertine marble and dark brown wood. This materials used both in interior and exterior. A huge wall acts as a separation between the town houses, also folded at the top of the roof to create a terrace. A collaboration with ADD.



PROJECTS // URBAN PLANNING



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PROJECTS // URBAN PLANNING



200





PROJECTS // URBAN PLANNING

202

PROJECT / CLIENT

DURET AL RIYADH TOWN-
HOUSES / BAIT ALMINHAJ

SCOPE / STATUS

ARCHITECTURE / CONCEPT

LOCATION / YEAR / SIZE

RIYADH, KSA / 2015 / 12,370 SQ.M

FAST AND ECONOMICAL CONSTRUCTION USING A MODULAR DESIGN, AND PREFAB DESIGN METHODOLOGY.

These town-houses are pre-fabricated to provide access for everyone to the grand private garden, the swimming pool and the terrace. Each house offers 3 bedrooms and full facility. By stepping backward/forward between the town houses, we created the architectural language. In the middle of the compound, we have designed a community centre that serves all the area.



PROJECTS // URBAN PLANNING

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