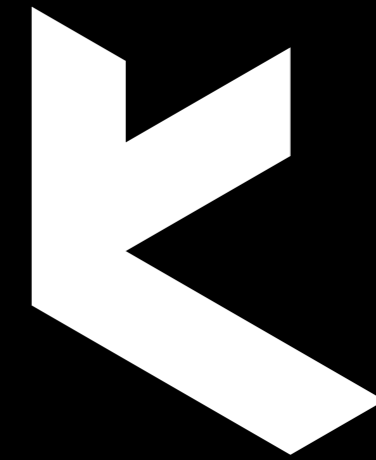


XYZ DESIGNERS



**BEYOND THE
SURFACE**

TEMPORARY STRUCTURE 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

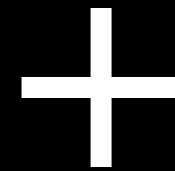
TIMELESSNESS

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.

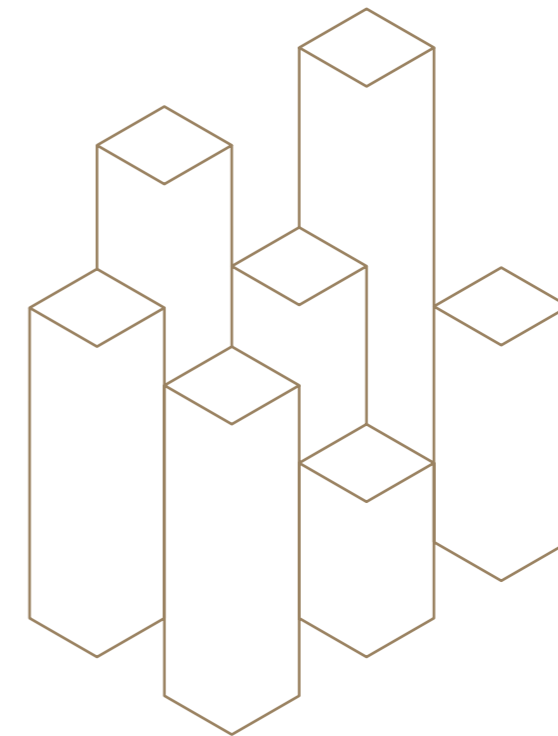
XYZ DESIGNERS will use story-boards and mock-ups of the full drawing set to ensure that the documentation is properly cross-referenced and all areas are fully drawn at the appropriate scales without repetition or discrepancies. The preliminary specification will be developed and finalised; a full materials & 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.

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TEMPORARY STRUCTURES

SYRIA PAVILION-EXPO 2020

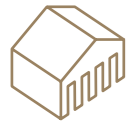
EXPOLIVE PAVILION -EXPO 2020

SUDAN PAVILION-EXPO 2020

F1

F1-ROYAL SUITE

SELA RESTAURANT



PROJECT / CLIENT

SYRIA PAVILION-EXPO 2020

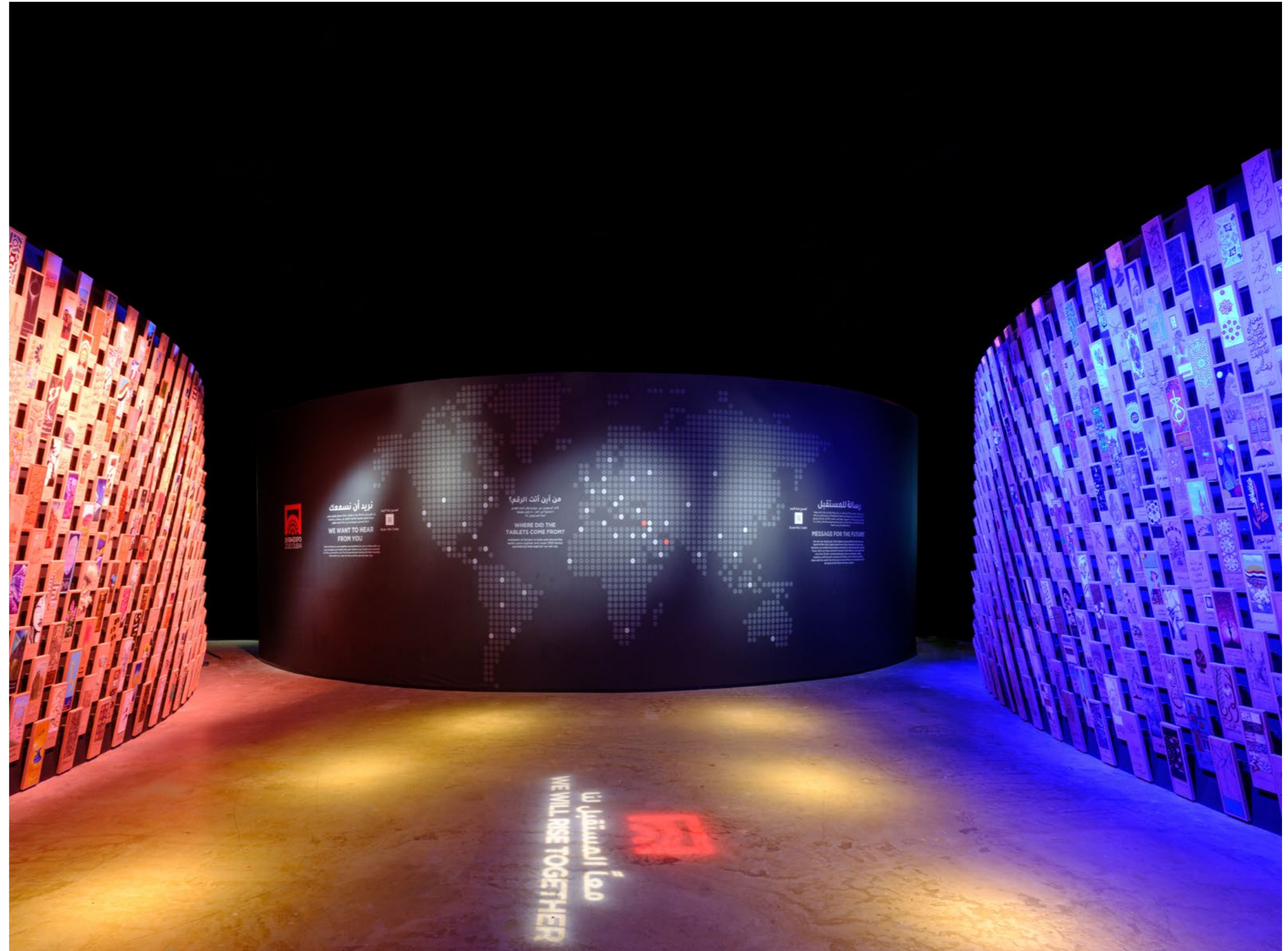
SCOPE / STATUS

FULL SCOPE

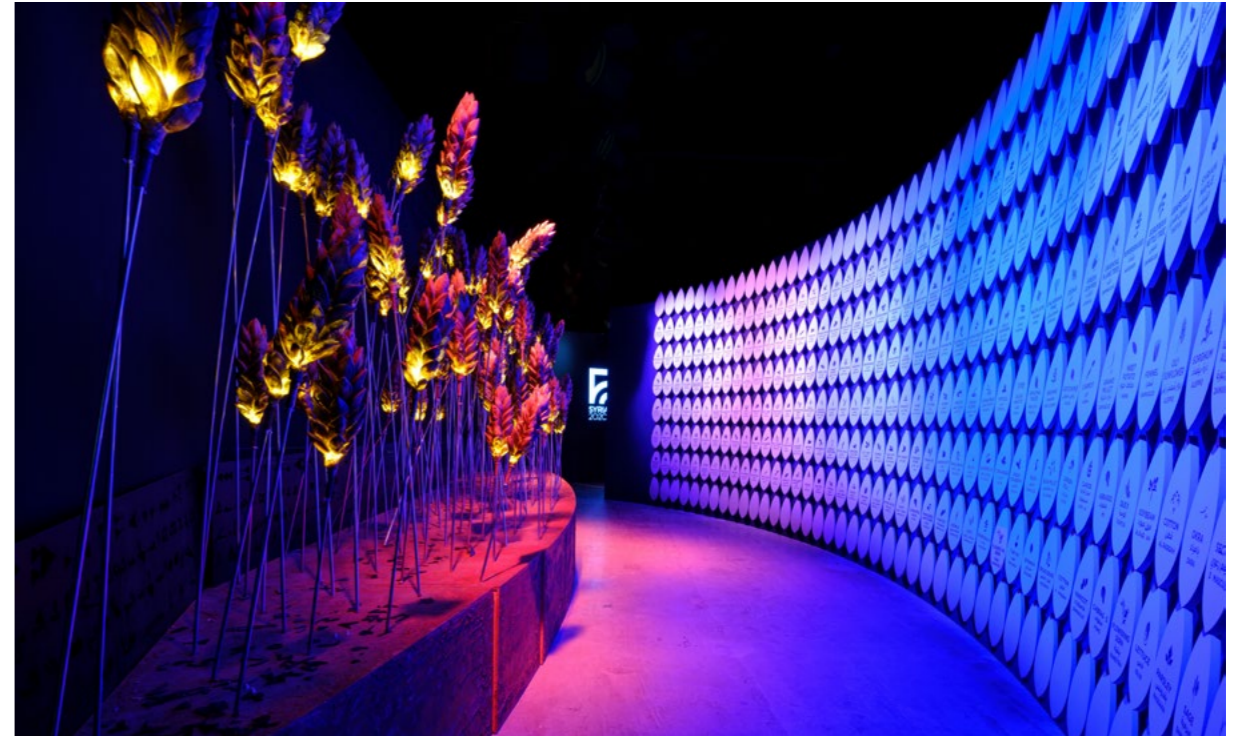
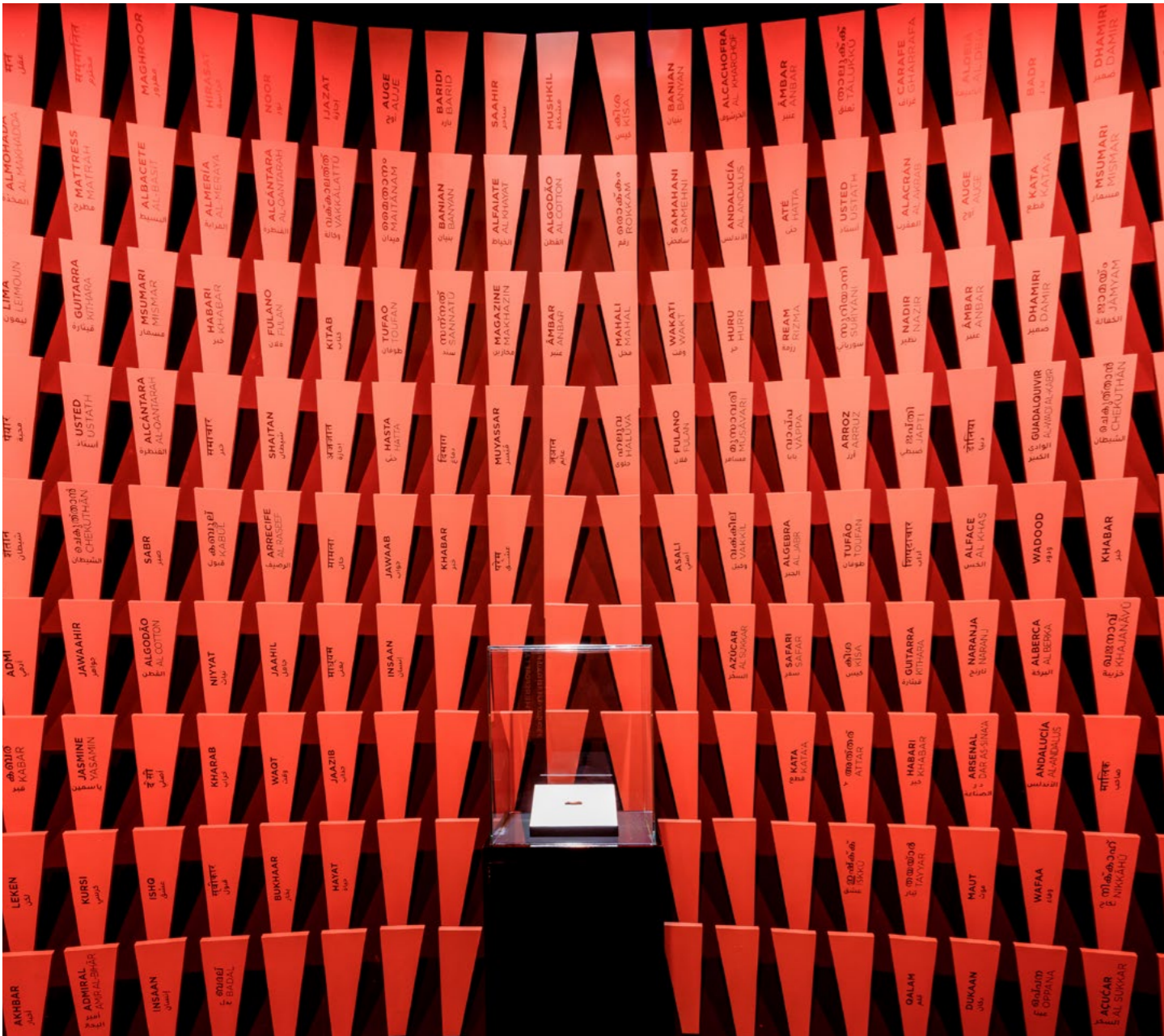
LOCATION / YEAR

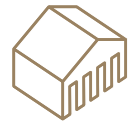
Dubai, UAE / 2021

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 BUILDINGS





PROJECT / CLIENT

ExpoLive Pavilion Expo 2020

SCOPE / STATUS

ARCHITECT OF RECORD &
ENGINEERING

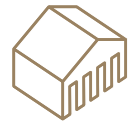
LOCATION / YEAR / SIZE

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, outreach-
ing 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.





PROJECT / CLIENT

SUDAN PAVILION-EXPO 2020

SCOPE / STATUS

ARCHITECT OF RECORD &
ENGINEERING

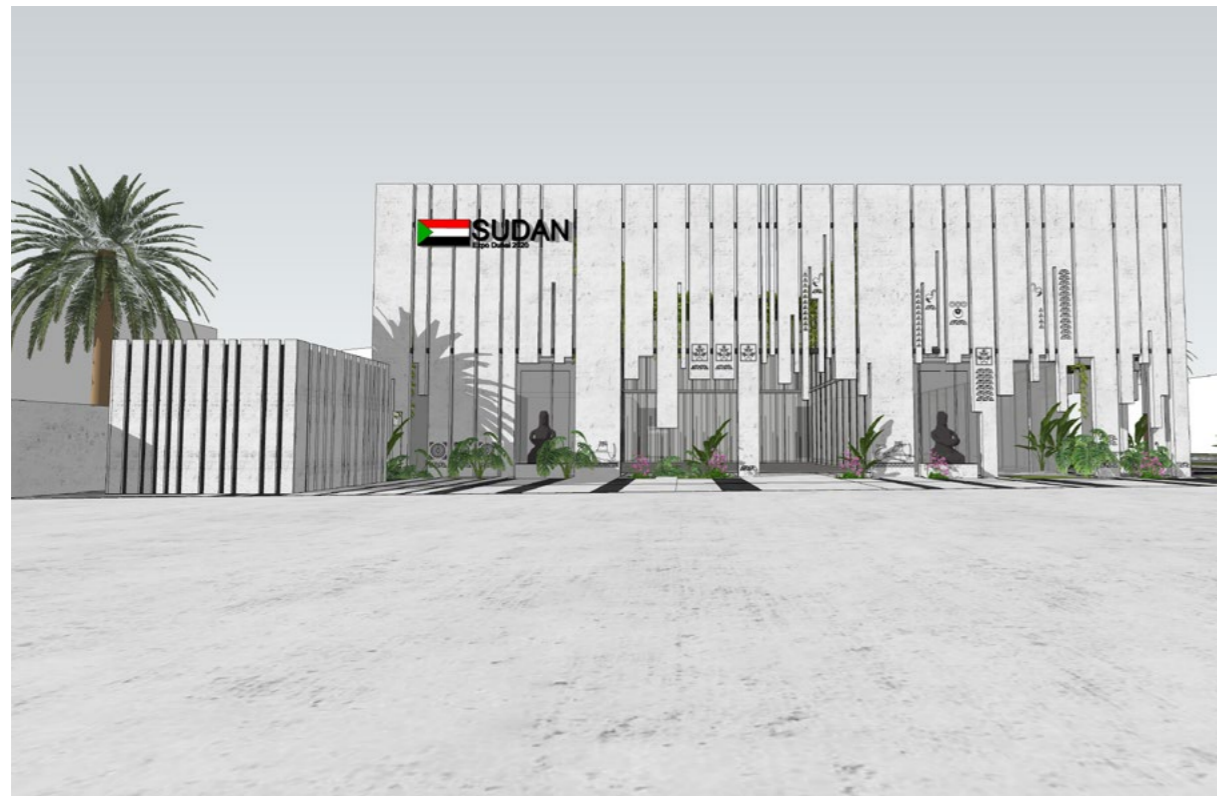
LOCATION / YEAR / SIZE

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.

PROJECTS // PUBLIC BUILDINGS



PROJECTS // HOSPITALITY



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PROJECT / CLIENT

F1-ROYAL SUITE

SCOPE / STATUS

FULL SCOPE

LOCATION / YEAR / SIZE

JEDDAH, KSA/2021/ 1,590 SQ M



PROJECTS // HOSPITALITY



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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 lots of greenery around the area. For a fine dining experience, outdoor lighting in white highlights the decor and the architecture of this restaurant.

PROJECTS // HOSPITALITY



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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.







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.

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