

The Middle East's architecture, design, interiors + property magazine

identity[®]

DESIGN AWARDS 2016

In association with

Lobo &
Listone

POST-EVENT REPORT

23/10/16

VENUE LA CANTINE DU FAUBOURG – 105,
JUMEIRAH EMIRATES TOWERS



Sponsors



BISLEY Kartell KOHLER.

iiittala



Lobo &
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Venue partner



Endorsed by

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Vote-processing partner

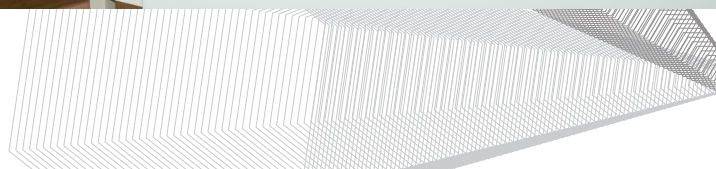
JACOBSONS
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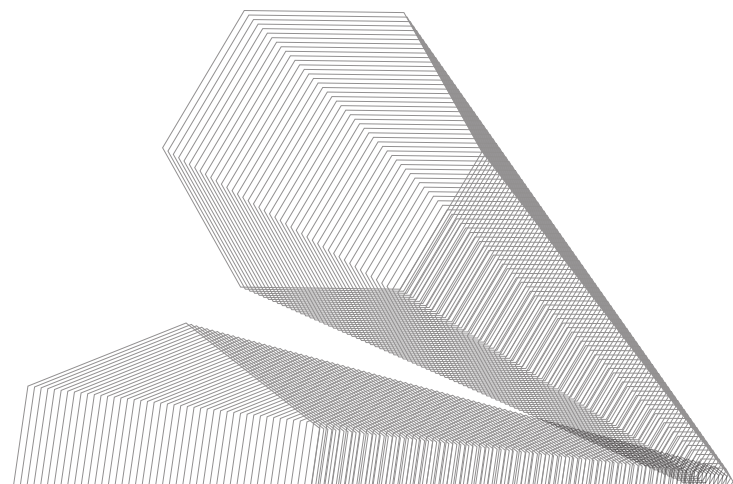
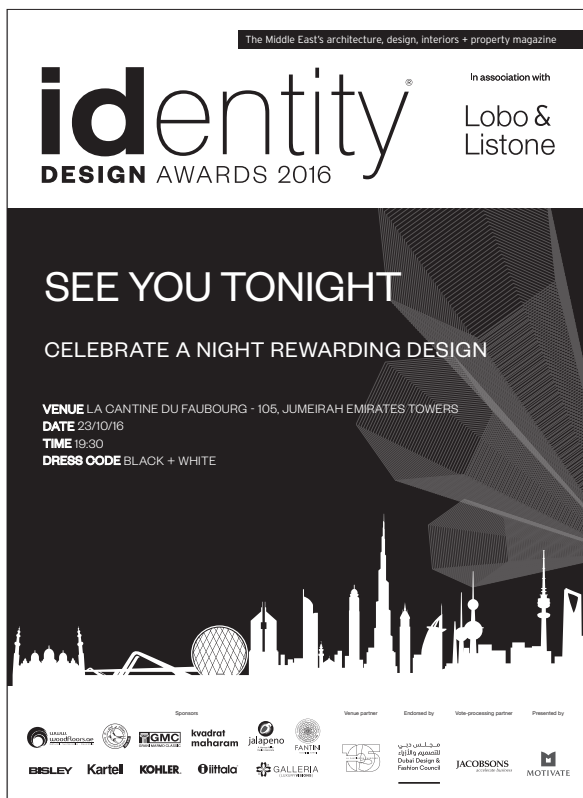


Motivate would like to extend a big thank you to our sponsors and guests, without whom this event would not have been possible. We hope you have enjoyed celebrating design excellence with us and we look forward to working with you again, on yet another successful **identity** Design Awards.

Motivate Events Team



More than 350 guests celebrated as 21 awards were presented throughout the evening.





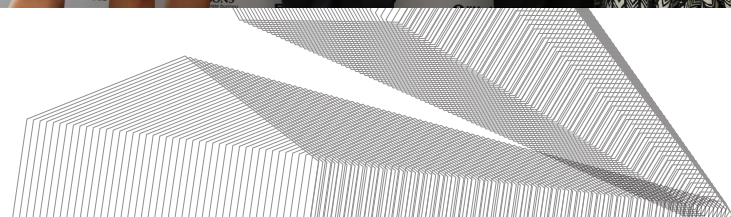
Taking an existing world-renowned restaurant in Paris to Dubai involved having the design and concept adapted and developed, all the while trying not to compromise its heart and soul. That they have achieved!

The 'Art Gallery' aspect of la Cantine du Faubourg, a perfect setting for **identity** Design Awards, is where clients could easily feel comfortable spending the day there or an entire evening.

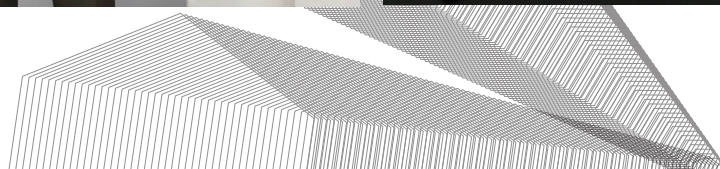
One of the overriding benefits of the Jumeirah Emirates Towers location is the view and so this was an essential backdrop to the venue, giving a number of different vistas and glimpses from wherever the visitor is sitting.



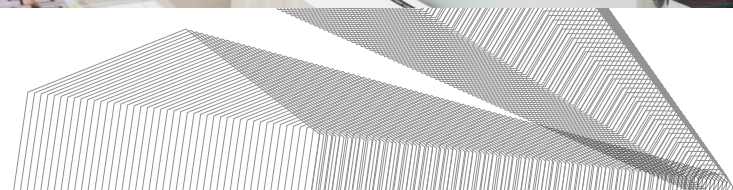
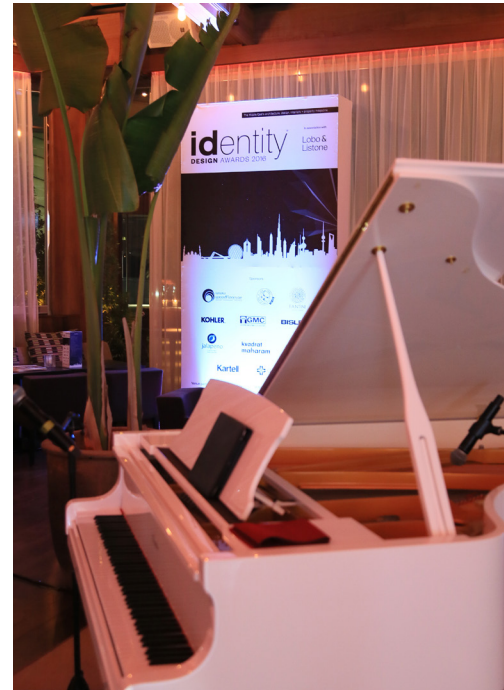
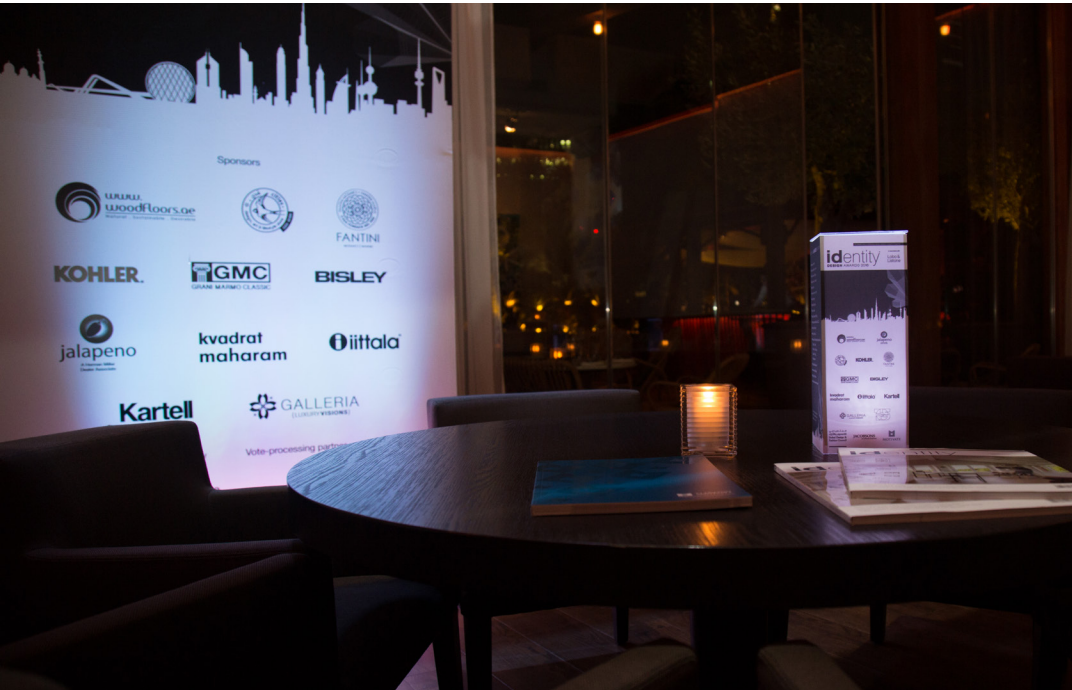
Design Celebration



Design Celebration



Sponsor logos were placed on all event collaterals, which included: invitations, photo backdrops, menu programmes, LED table top boxes, etc.

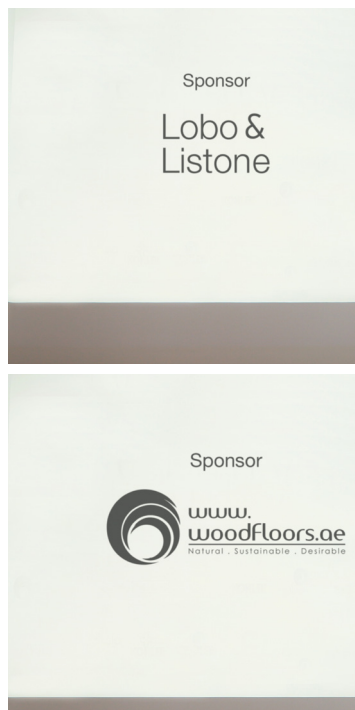


Headline sponsor Lobo & Listone created an area within the venue showcasing their woodfloor products.

Lesly Francis Lobo, Managing Director at Woodfloors, presented the award for **Hospitality Interiors – Hotel** category to Steigenberger Business Bay Hotel – LW Multi Disciplined.

The second category sponsored by Lobo & listone was the **Designed by the World for the GGC**, won by Nobu Doha, Rockwell Group.

Their final sponsored award, **Design of the Year**, was presented to Dubai Opera.





With a display area in the venue showcasing Cities products, Owner and founding Managing Director at Cities presented the award for **Most Prominent UAE Project**. Collecting on behalf of Dubai Design District was Gillian Byron.



KOHLER®

Yann Dhalluin, Commercial Director Middle East, Kohler – Kitchen & Bath, EMEA was present to award the winners of the **Hospitality Interior – RECA** category. The award was presented to Tamba – LW Multi Disciplined Designers.

Kohler also had a display at the event showcasing their products.



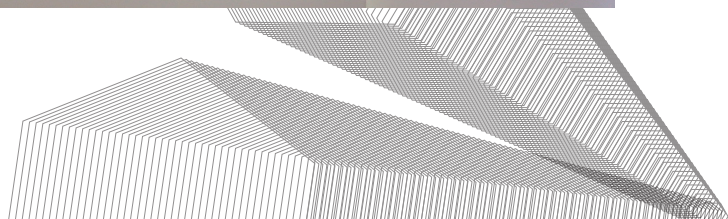
BISLEY

With a colourful display of their Storage products, Bisley were also the sponsors of the **Office Interior – Corporate** category. Richard Blackwell, CEO of Bisley, presented the award to Allen Architecture Interiors Design for GE Middle East Aviation Technology.





Director of Granni Marmo Classics, Subodh Shah, presented the **Residential Interior** award to AE7's District One – Contemporary Mansion.





Thierry Van Durme, Interior Architect and Managing Partner of Jalapeno Trading LLC, presented the award for **Project of the Future** to Zaha Hadid for The Opus.

Jalapeno also has a display of Herman Miller products at the event.



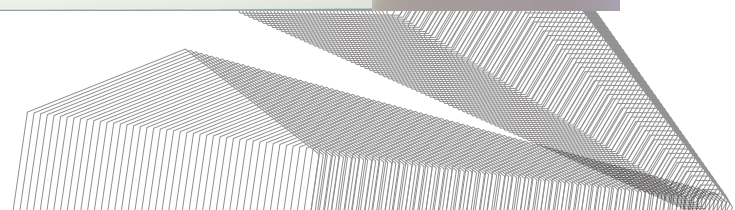
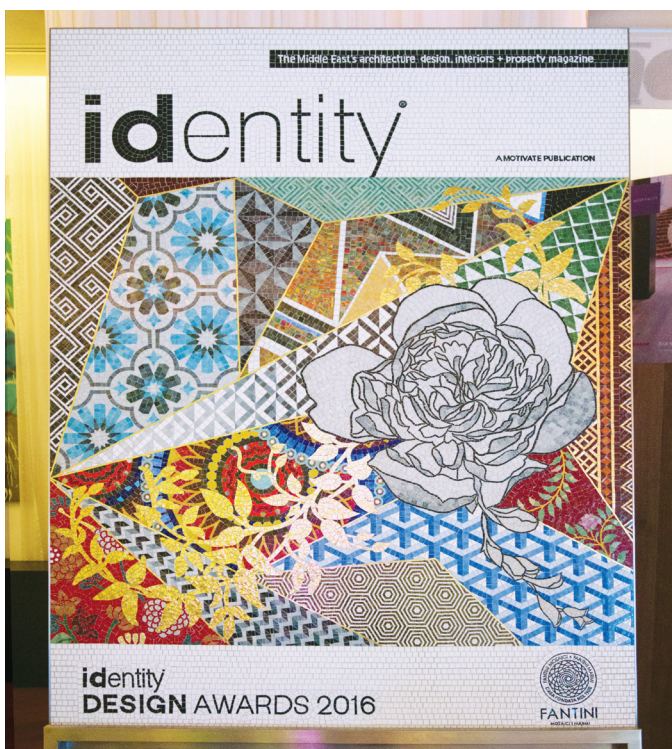


FANTINI
MOSAICI | MARMI

Sponsors

Enrico Fantin, President of Fantini Mosaici, presented Cracknell with the award for **Outdoor Space** for The Beach JBR.

Fantini Mosaici also created a beauty mosaic display at the event, designed especially for **identity** magazine.



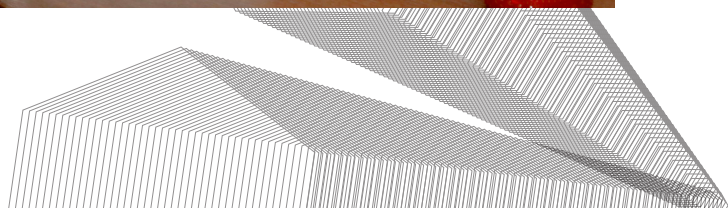
Kartell

All winners were gifted a lamp designed by Ferruccio Laviani for Kartell.

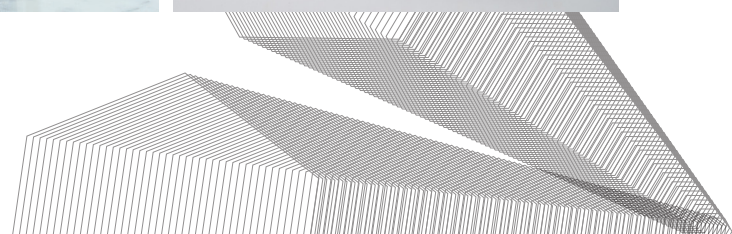




All our design winners received an iconic trophies designed by leading Danish architect Alvar Aalto for iittala.



Luxury Visions provided beautiful **identity** co-branded candles and fragrance diffusers that were placed across the venue.



JACOBSONS
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Our official voting partner, Jacobsons Direct, audited the votes for the public voted category
Reader's Choice: Design Source of the Year.



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DESIGN AWARDS 2016

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[dubai.identitymagazine](https://www.instagram.com/dubai.identitymagazine)

VOTE NOW!

READERS' CHOICE:
DESIGN SOURCE OF THE YEAR

Furniture: Design - residential, outdoor, office...
Furniture: Urban Living - (mid-range), residential, outdoor, office...
Fixtures + Fittings - kitchen units, bathroom, flooring, faucets, lighting...
Decor Accents - fabrics, electrical appliances + accessories...

Voting closes: October 1
www.identitydesignawards.com

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Nez Gebreel, CEO of Dubai Design Fashion Council, presented the four categories under **Readers' Choice: Design Source of the Year**.

For **Furniture – Design** finalist, the award was presented to Armani Casa.

For **Furniture – Urban Living**, the award was presented to Home Centre.

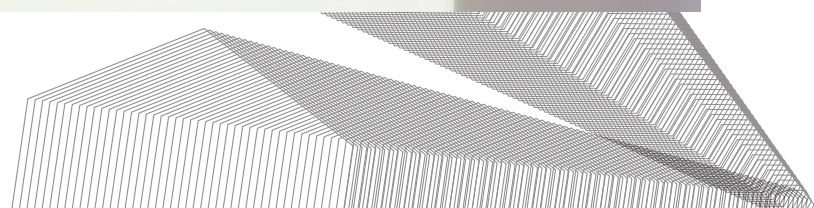
For **Fixtures & Fittings**, our winners were Carpetland.

And finally, for **Décor Accents**, H&M Home walked away with the final trophy in the Readers' Choice category.



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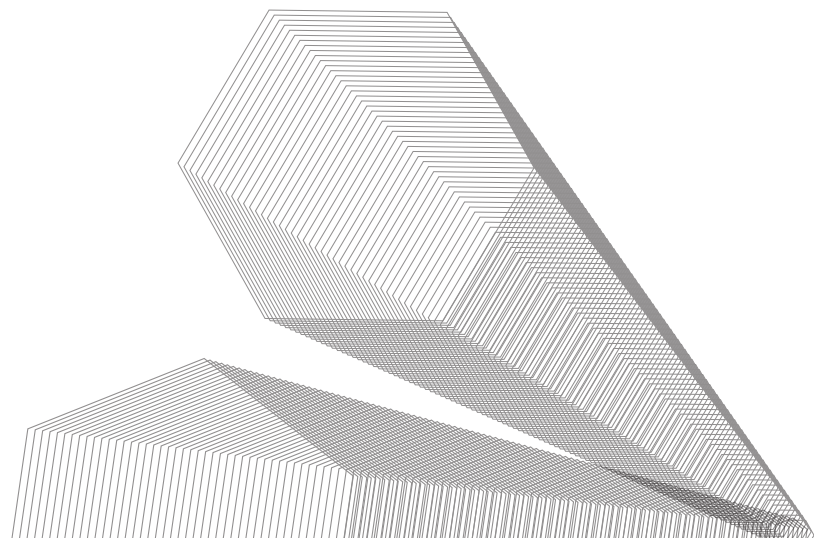
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KOHLER

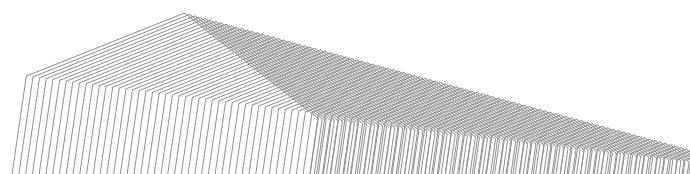
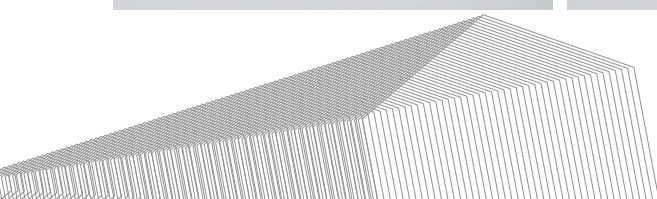
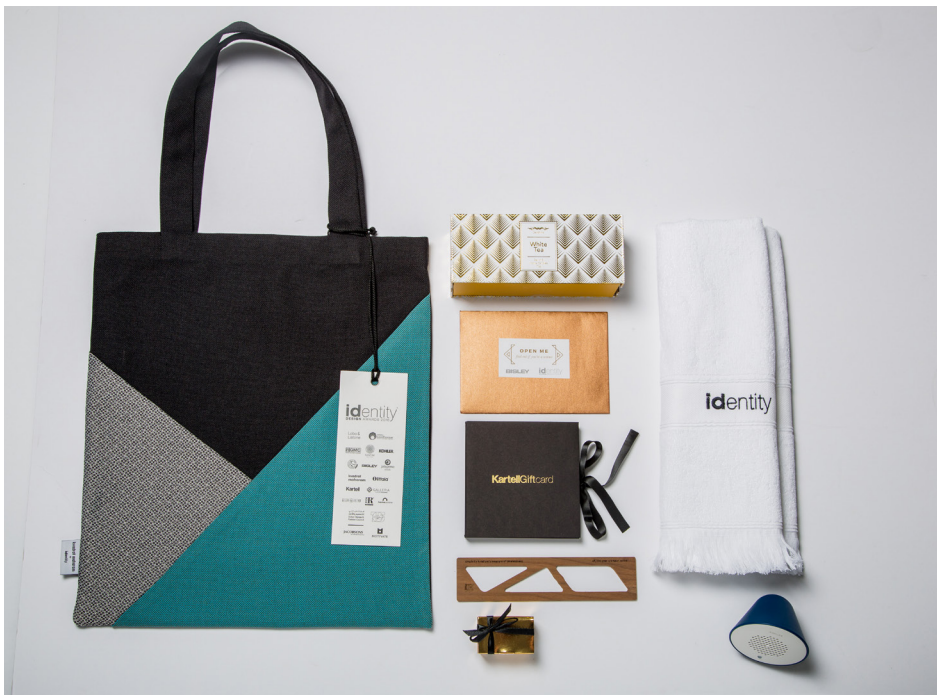
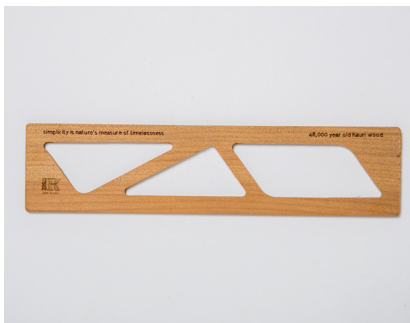
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The **id** awards gift bag was filled with designer products...



1 – RESIDENTIAL INTERIOR

Overall design concept in contemporary living spaces: living rooms, kitchens, bathrooms, bedrooms, studies, dining rooms, home cinemas...

2 – RESIDENTIAL EXTERIOR

Rewarding the most outstanding home exteriors: villas, palaces, apartment buildings, compounds, housing developments...

3 – HOSPITALITY INTERIOR – HOTELS

Rewarding the most original interior in the hospitality sector: lobbies, rooms, bathrooms, conference areas, spas...

4 – HOSPITALITY – RECA

Rewarding the most original design in the hospitality sector: indoor/outdoor restaurants, bars, cafés...

5 – PUBLIC BUILDING

Recognising creative design in public spaces, and landmark buildings: airports, stations, schools, libraries, opera houses, malls, embassies....

6 – OFFICE INTERIOR – BOUTIQUE

Rewarding creative design in all types of work spaces: new ways of working, increasing efficiency and productivity, enhancing the work environment... (office less than 25 people)

7 – OFFICE INTERIOR – CORPORATE

Rewarding creative design in all types of work spaces: new ways of working, increasing efficiency and productivity, enhancing the work environment...

8 – RETAIL INTERIOR

Rewarding creative and original design for retail spaces: showrooms, boutiques, departments stores, galleries...

9 – OUTDOOR SPACE

Rewarding innovative outdoor spaces, parks, gardens, beaches, fountains, hardscaping...

10 – DESIGN OF THE YEAR

Selected from the winners of the nine main categories.

11 – DESIGNED BY THE WORLD FOR THE GCC

Non-UAE registered architects and designers with projects in the GCC can submit a completed regional project/s in any category. Project must have been completed in the past year.

12 – MOST PROMINENT UAE PROJECT

Identity will nominate the mega-project that has had the greatest architectural impact on the UAE design landscape in the past three years.

13 – PROJECT OF THE FUTURE

Buildings under construction, to be finished within the next three years, and that are establishing the UAE as a centre of architecture and design.

14 – HOTEL OF THE FUTURE

Hotels under construction, to be finished within the next three years, and that are establishing the UAE as a centre of architecture and design.

15 – EDITOR'S CHOICE

Identity will honour a project/person that has excelled in the GCC design scene over the past year.

16 – LIFETIME ACHIEVEMENT

Awarded to the established global architect / figure who contributes most greatly to the region's architectural profile.

17 – READERS' CHOICE: DESIGN SOURCE OF THE YEAR

Readers will vote online for their favourite retail source for interior design furnishings, fixtures and fittings, and decor accents in the UAE.

The nomination campaign starts in June. From August readers can vote online prior to the gala event for their favourite source/ brand of interior design furnishings, fittings, and equipment for:

FURNITURE: DESIGN – residential, outdoor, office...

FURNITURE: URBAN LIVING – mid-range residential, outdoor, office...

FIXTURES + FITTINGS – kitchen units, bathroom, flooring, faucets, lighting...

DECOR ACCENTS – fabrics, electrical appliances, accessories...



identity[®]

DESIGN AWARDS 2016

WHO CAN ENTER

- Professionals can be global practices but need to have a GCC-based office.
- Non-professionals need to be residents of the GCC.
- Non-GCC registered architects and designers with projects in the GCC can only submit in the **Designed by the World for the GCC** category.

WHAT PROJECTS ARE ELIGIBLE

- Projects in the main interiors and exteriors design categories (residential, hospitality, public spaces and offices) need to be completed at the time of entry and should not be more than two years old, with the exception of **Project of the Future** and **Hotel of the Future**, which should be under construction at the time of entry.
- Entries in the **Most Prominent UAE Project** category should not be more than five years old.

HOW SUBMISSIONS ARE JUDGED

The criteria for the awards remain true to **id**'s proud DNA and will seek to reward design excellence, originality, sustainability and aesthetics.

The entries, to be submitted online, will be independently judged by our international jury, with each member renowned for their expertise in the design field.

The prestigious 2016 Jury includes: Marco Piva, Paolo Pininfarina, Terry Dwan, and Nani Marquina.

The judges will seek to identify the best examples of pure, precise, clean and dynamic contemporary designs in each category.

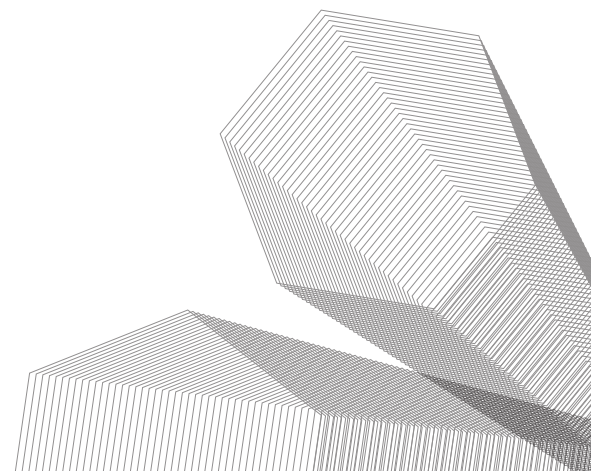
In short: designs that go beyond the usual and make bold, brave yet functional statements.

The judges' decision is final.

READERS' CHOICE: DESIGN SOURCE OF THE YEAR

The **identity** Design Awards feature a special public voted category, which focuses on the thriving interiors retail sector.

Vote online for your preferred source of interior design accessories, furniture, fittings, equipment and brands in the UAE.





MARCO PIVA

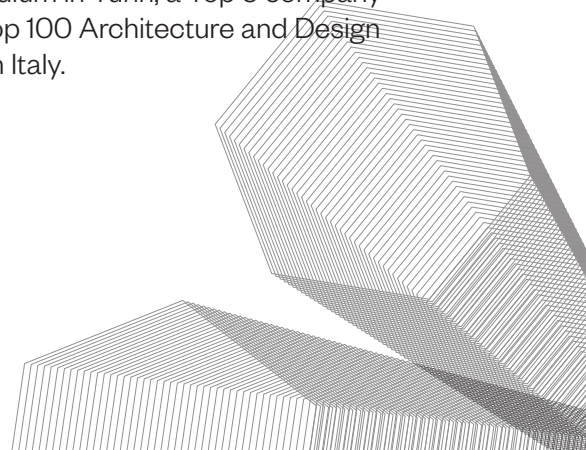
Head Juror of the 2015 and 2016 **id** Design Awards, Marco is one of Italy's foremost designers. His studio is headquartered in Milan, with branches in St Petersburg, Moscow, Beijing, Mumbai and Doha. As an architect, interior designer, master planner and industrial designer, he collaborates with top global developers and leading brands. His latest projects include Casa Alitalia flagship lounges in Rome Fiumicino and Milan Malpensa airports. Milanese project Excelsior Hotel Gallia has won four prestigious World Travel Awards: Europe's Leading Luxury Hotel; Italy's Leading Hotel; Europe's Leading Hotel Suite (Katara Suite); and Italy's Leading Hotel Suite (Katara Suite). Other major projects include: NEXT21 in Osaka, Japan; the Laguna Palace Hotel in Mestre, Italy; and the Port Palace Hotel in Monte Carlo. Top clients include Moroso, Gervasoni, Poliform, Colombo, iGuzzini, Jacuzzi and Valpra. Marco's numerous projects in the GCC include Palm Jumeirah, the Tiara Hotel Oceania Hotel, Dubai, and the forthcoming Rawdhat Residential Building in Abu Dhabi. His other awards include La Triennale de Milano and the Compasso d'Oro design awards. His 'Designing the Complexity' programme was presented at the 15th Biennale Architettura.



PAOLO PININFARINA

With a history of success as legendary as his company's global award winning designs, Paolo has managed the iconic Turin-based company Pininfarina since 2008. He was the first manager of Pininfarina Extra S.r.l., which combines the firm's outstanding history of Italian industrial design and automotive craftsmanship (Ferrari, Maserati and Alfa Romeo) with exceptionally designed furniture, appliances and yacht interiors. Pininfarina Home Design, launched at this year's Salone del Mobile, is rooted in convivial relationships with top manufacturers including Reflex, Snaidero Kitchens and Casalgrande Padana tiles.

In addition to countless awards for industrial design, Pininfarina's architecture and design services have won global honours, including: the 2016 iF Design Award assigned to Cyrela by Pininfarina, a luxury skyscraper designed by Pininfarina; the American Architecture Award assigned to the Vitra residential tower in Brazil; the Object of Desire Award for the Ferra building in Singapore; the Product Innovation Award by TheStadiumBusiness, assigned to the Juventus Stadium in Turin; a Top 5 company among the Top 100 Architecture and Design Companies in Italy.





TERRY DWAN

California-born Terry Dwan founded the Milan-based architecture and design firm Dwan Studio in 1991. Working in Switzerland, Japan, Germany and Italy, she has won multiple prizes including the Fulbright Scholarship as well as international competitions. She is a licensed architect in California as well as Italy and her iconic contributions to the field include the Vitra Furniture Factory, Neuenburg, Germany, a collaboration with Antonio Citterio. Terry continues to work in both the architectural sector (private residences, exhibition design and interiors) as well as design (collections of furniture, porcelain and silver), and her work is on display at the current W.Women in Italian Design exhibition at the Triennale Design Museum in Milan as well as their permanent collection. In addition to industrial design projects for Sawaya & Moroni, Electrolux, San Lorenzo and Driade, she has led art direction for Riva 1920. Recent work at her studio has included private burial chapels near Milan. She serves on the board of trustees of SACI Florence and on the Dean's Council of Yale University School of Architecture. At this year's Salone del Mobile she served as a judge for Riva 1920's 3rd Design Award: 'Accendi la tua idea' (Light Up Your Idea).



NANI MARQUINA

A leader and veritable force in the textile design world, Nani Marquina is known for her visionary creativity and collaborations. After studying industrial design at the Escuela Massana of Barcelona, she embarked on a career in industrial design. In 1987 she launched her own brand, nanimarquina, which is dedicated to the design, creation and distribution of rugs and textile products for the home. Her innovative spirit led to collections by designers of international prestige, and she was the first textile designer to work on the concept of designer rugs. Her awards and accolades include: The National Design Award and the Premi Cambra a la Gestió Empresarial (Chamber Award of Design Management) in 2005, several nominations for the Príncipe Felipe Award for Company Excellence, The International Women's Entrepreneurial Challenge Award from the Manhattan Chamber of Commerce and the 2007 FIDEM Award for Entrepreneurial Woman of the Year. She has been the Chairwoman of ADP (Professional Design Association) and of Red (Reunión Empresas de Diseño). Since 2014 she has presided over the FAD (Foment de les Arts i Disseny), in Barcelona.



Category: Residential Interior

Project: District One – Contemporary Mansion
Winner: AE7

Category: Hospitality Interior

Project: Steigenberger Business Bay Hotel
Winner: LW Multi Disciplined Designers

Category: Office Interior – Boutique

Project: Unique Properties
Winner: Studio Bruno Guelaff

Category: Office Interior – Corporate

Project: GE ME Aviation Technology Center
Winner: Allen Architecture Interiors Design

Category: Retail Interior

Project: GP Xtreme
Winner: Studio Bruno Guelaff

Category: Hospitality – RECA

Project: Tamba Hotel
Winner: LW Multi-Disciplined Designers

Category: Public Building

Project: Dubai Opera
Winner: Atkins

Category: Residential Exterior

Project: District One – Contemporary Villa
Winner: AE7

Category: Outdoor Space

Project: The Beach, JBR
Winner: Cracknell

Category: Most Prominent UAE Project

Winner: Dubai Design District (d3)

Category: Designed by the World for the GCC

Project: Nobu Doha
Winner: Rockwell Group USA

Category: Project of the Future

Project: The Opus
Winner: Zaha Hadid Architects

Category: Hotel of the Future

Project: The One at Jumeirah Village Circle
Winner: NORR Group Consultants Intl Ltd

Category: Innovation by Design

Project: Office of the Future
Winner: Gensler/Killa Design/Bene ME

Category: Editor's Choice

Project: Al Naboodah HQ
Winner: Selva ME

Category: Lifetime Achievement

Claire Craig, Design Director
WA International, Dubai

Category: Design of the Year

Project: Dubai Opera
Winner: Atkins

**Readers' Choice: Design Source of the Year
Furniture – Design**

Armani Casa

Furniture – Urban Living

Home Centre

Fixtures + Fittings

Carpetland

Decor Accents

H&M Home



Residential Interior
AE7



Hospitality Interior
**LW Multi Disciplined
Designers**



Office Interior –
Boutique
Studio Bruno Guelaff



Office Interior –
Corporate
**Allen Architecture
Interiors Design**



Retail Interior
Studio Bruno Guelaff



Hospitality – RECA
LW Multi-Disciplined Designers



Outdoor Space
Cracknell



Public Building
Atkins



Residential Exterior
AE7



Most Prominent UAE
Project
**Dubai Design District
(d3)**



Designed by the World
for the GCC
Rockwell Group USA



Project of the Future
Zaha Hadid Architects



Hotel of the Future
**NORR Group
Consultants Intl Ltd**



Editor's Choice
**Al Naboodah HQ –
Selva ME**



Innovation by Design
**Gensler/Killa Design/
Bene ME**



Lifetime Achievement
**Claire Craig – Design Director
WA International, Dubai**



Design of the Year
Dubai Opera – Atkins

Readers' Choice: Design Source of the Year



Furniture – Design
Armani Casa



Furniture – Urban Living
Home Centre



Fixtures + Fittings
Carpetland



Decor Accents
H&M Home

PRINT

Full page advertisements ran across the Motivate portfolio to announce the submission deadlines as well as to promote voting for the **Readers' Choice: Design Source of the Year** Award.

The advertisements ran in *identity*, *Emirates Woman*, *What's On Dubai*, *What's On Abu Dhabi*, *Business Traveller Middle East*, *The Week* and *Campaign Middle East*.

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LAUNCHING JUNE!

SUBMISSIONS

CATEGORIES

- Residential Interior
- Residential Exterior
- Hospitality Interior - Hotels
- Hospitality - RECA
- Hospitality Exterior - Hotels
- Public Building
- Office Interior - Boutique
- Office Interior - Corporate
- Retail Interior
- Outdoor Spaces
- Design Of The Year
- Designed By The World For The GCC
- Most Prominent UAE Project
- Project Of The Future
- Lifetime Achievement

NOMINATIONS

Readers' Choice: Design Sources Of The Year



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SUBMISSIONS + NOMINATIONS NOW OPEN

SUBMISSIONS

DESIGN CATEGORIES

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- Most Prominent UAE Project
- Project Of The Future
- Lifetime Achievement

Deadline: 24 July

NOMINATIONS

Readers' Choice: Design Source Of The Year

Deadline: 15 July

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E-MAILERS

E-mail blasts of the same design were sent out to the **identity** database as well as the *Campaign* database.

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NOMINATIONS
Readers' Choice: Design Sources Of The Year

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NOW OPEN**

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DESIGN CATEGORIES

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SUBMISSIONS OPEN

DESIGN CATEGORIES

- Residential Interior
- Residential Exterior
- Hospitality Interior - Hotels
- Hospitality - RECA
- Hospitality Exterior - Hotels
- Public Building
- Office Interior - Boutique
- Office Interior - Corporate
- Retail Interior
- Outdoor Space
- Design Of The Year
- Designed By The World For The GOO
- Most Prominent UAE Project
- Project Of The Future
- Lifetime Achievement

Deadline: 8 August

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MPU

The Middle East's architecture, design, interiors + property magazine

identity
DESIGN AWARDS 2016

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SUBMISSIONS OPEN

DESIGN CATEGORIES

- Residential Interior
- Residential Exterior
- Hospitality Interior - Hotels
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PRINT

Full page advertisements ran across the Motivate portfolio to announce the submission deadlines as well as to promote voting for the **Readers' Choice: Design Source of the Year** Award.

The advertisements ran in **identity**, *Emirates Woman*, *What's On Dubai*, *What's On Abu Dhabi*, *Business Traveller Middle East*, *The Week* and *Campaign Middle East*.

E-MAILERS

E-mail blasts of the same design were sent out to the **identity** database as well as the *Campaign* database.



MPU



A SELECTION OF ONLINE SOCIAL MEDIA COVERAGE


Readers' Choice: Design Source of the Year

DownTown Design
September 20 at 9:03am · [Like Page](#)

Last day to vote!

While it's international jury reviews this years design entries for the second annual Identity design awards, you are encouraged to participate in the Readers' Choice: Design Source of the Year category in support of your preferred design retailers and suppliers. [Link](http://www.identitydesignawards.com/vote)

The winners of the Identity design awards will be announced at the prize giving ceremony on October 23rd.




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Identity Magazine Dubai
September 26 · [Like Page](#)

Meet our id designawards 2016 Jury Members...

Introducing Marco Piva (Marco Piva - From Architecture to Design). Head Juror of the 2015 & 2016 id Design Awards, Marco is one of Italy's foremost designers. His latest projects include, Casa Alitalia flagship lounges in Rome Fiumicino and Milan Malpensa airports...


Read more about Marco Piva on our Identity Design Awards website. <http://www.identitydesignawards.com/marco-piva>



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identity DESIGN AWARDS
August 29 · [Like Page](#)

Identity design awards tonight La Centrale du Faubourg Dubai Jumeirah Emirates Towers tonight congratulations to all the award winners and nominees we hope you enjoy the night and music.



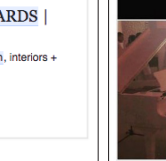
[Like](#) [Comment](#) [Share](#)

DownTown Design
September 27 at 12:01pm · [Like Page](#)

3 days left to vote for your favorite interior design retail stores at the Identity Magazine Dubai Design Awards 2016.

Nominees include @DTDEXhibitors Asti, Armani / Casa, OBEIGI Home, Duravit AG, Fantini Mosaii Marmi, Hacker Kitchens UAE, KOHLER, SieMatic UAE, Snider UAE, Woodfloors Middle East, Jotun Paints Arabia and Kvadrat Mahram.

Voting closes October 1st, winners announced October 23rd:



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identity DESIGN AWARDS | VOTE

The Middle East's architecture, design, interiors + property magazine annual awards.

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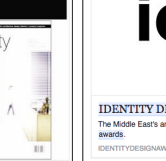
[Like](#) [Comment](#) [Share](#)

Identity Magazine Dubai
September 28 at 12:30pm · [Like Page](#)

Meet our id designawards 2016 Jury Members...

Introducing Nani Marquina (Nani Marquina). A leader and veritable force in the textile design world, Nani Marquina is known for her visionary creativity and collaborations. In 1987 she launched her own brand, nanimarquina, which is dedicated to the design, creation and distribution of rugs and textile products for the home...

Read more about Nani Marquina on our Identity Design Awards website. <http://www.identitydesignawards.com/nani-marquina>



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IDENTITY DESIGN AWARDS | NANI MARQUINA

The Middle East's architecture, design, interiors + property magazine annual awards.

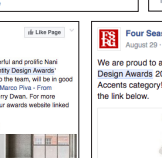
IDENTITYDESIGNAWARDS.COM

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Identity Magazine Dubai
September 28 · [Like Page](#)

We are proud to announce that we have been nominated for Identity Design Awards 2016: Readers' Choice: Design Source of the Year - Decor Accents category! Please help us win yet another award by voting for us in the link below.

<http://www.identitydesignawards.com/vote>

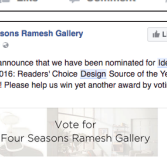


[Like](#) [Comment](#) [Share](#)

Four Seasons Ramesh Gallery
September 29 · [Like Page](#)

We are proud to announce that we have been nominated for Identity Design Awards 2016: Readers' Choice: Design Source of the Year - Decor Accents category! Please help us win yet another award by voting for us in the link below.

<http://www.identitydesignawards.com/vote>

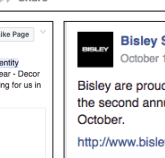


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identity DESIGN AWARDS
August 29 · [Like Page](#)

Press Release: Bisley to sponsor the Identity Design Awards

Bisley will be sponsoring the Corporate Office Interior awards at the second annual edition of the Identity Design Awards in Dubai, hosted by Identity...

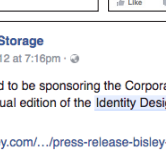


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Bisley Storage
October 12 at 7:16pm · [Like Page](#)

Bisley are proud to be sponsoring the Corporate Office Interior awards at the second annual edition of the Identity Design Awards in Dubai on 23 October.

<http://www.bisley.com/.../press-release-bisley-to-sponsor-the-...>



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identity DESIGN AWARDS | NANI MARQUINA

The Middle East's architecture, design, interiors + property magazine annual awards.

IDENTITYDESIGNAWARDS.COM

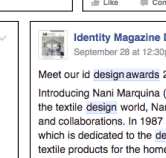
[Like](#) [Comment](#) [Share](#)

Identity Magazine Dubai
September 28 at 12:30pm · [Like Page](#)

Meet our id designawards 2016 sponsors...

Introducing Galleria Luxury Visions. Since 2011 Galleria Luxury Visions has been a trend-setting supplier of linens to Boutique hotels, spas, restaurants and palaces in the UAE. The luxury products are made in Italy, near to Milan, and designed in the UAE allowing the company to bring the best Italian design and craftsmanship to each and every product...

Read more about Galleria Luxury Visions on our Identity Design Awards website.... See More



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IDENTITY DESIGN AWARDS | LUXURY VISIONS

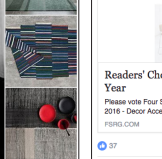
The Middle East's architecture, design, interiors + property magazine annual awards.

IDENTITYDESIGNAWARDS.COM

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VisualWindows
September 28 · [Like Page](#)

Shan Alean UAE, has been nominated by the readers for Furniture: Urban Living in this year's Identity Design Awards! Click the link here: <http://www.identitydesignawards.com/vote#votewdct> to make your vote.



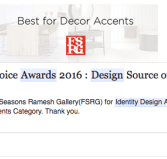
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Dubai Design Week
September 29 · [Like Page](#)

While it's international jury reviews this years design entries for the second annual Identity design awards, you are encouraged to participate in the Readers' Choice: Design Source of the Year category in support of your preferred design retailers and suppliers. [Link](http://www.identitydesignawards.com/vote) to vote:

The winners of the Identity design awards will be announced at the prize giving ceremony on October 23rd.

Identity Magazine Dubai Downtown Design #DXBOW2016




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identity DESIGN AWARDS
August 29 · [Like Page](#)

Vote Now!

READERS' CHOICE: DESIGN SOURCE OF THE YEAR

<http://www.identitydesignawards.com/vote>




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RMJM
October 12 at 6:41pm · [Like Page](#)

RMJM's d3 office has been nominated for an award at this year's Identity Design Awards. This is the second nomination the office have received for interior design in the last few months. Full story: <http://bit.ly/2dWh6t0>

Identity Magazine Dubai



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identity DESIGN AWARDS | LUXURY VISIONS

The Middle East's architecture, design, interiors + property magazine annual awards.

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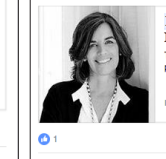
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Identity Magazine Dubai
September 27 at 2:29am · [Like Page](#)

Meet our id designawards 2016 sponsors...

Introducing Woodfloors Middle East. Woodfloors Middle East continues to be a favourite retailer for top-tier brands, and the market leader of the wood flooring industry in the UAE and the Indian Subcontinent...

Read more about Woodfloors Middle East on our Identity Design Awards website.... See More



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IDENTITY DESIGN AWARDS | WOODFLOORS

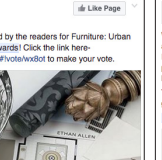
The Middle East's architecture, design, interiors + property magazine annual awards.

IDENTITYDESIGNAWARDS.COM

[Like](#) [Comment](#) [Share](#)

Humanscale
September 16 · [Like Page](#)

We're up for Design Source of the Year in the Furniture Design category, Identity Design Awards 2016. Vote today! Identity Magazine Dubai <http://www.identitydesignawards.com/vote#humanscale>

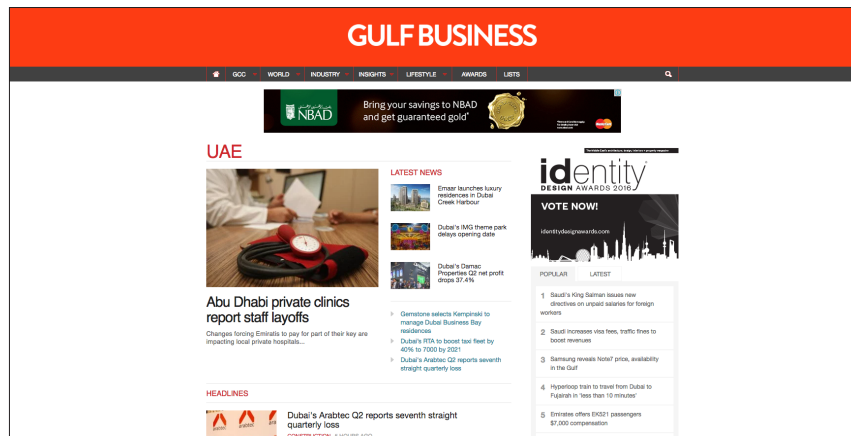


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Miele
September 2 · [Like Page](#)

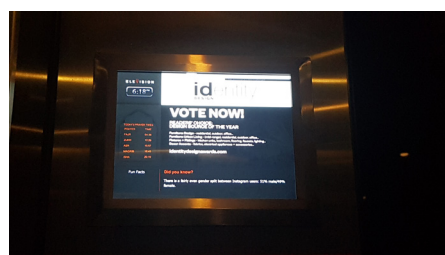
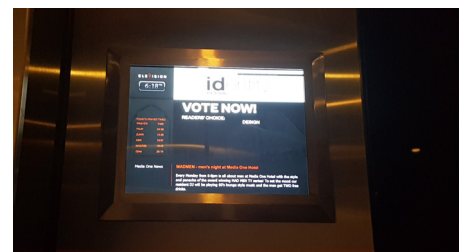
We are thrilled to announce that

WEBSITES



ELEVATION

Advertisements in the elevator at Media One Hotel and DIFC played leading up to the event.



EDITORIAL COVERAGE

June 2016 issue

EDITORIAL 25

Starring roles

Dubai is now home to the world's first 3D printed office. Printed in 17 days, and installed just two, **"The Office of the Future"**, sits at the foot of Emirates Towers. With energy efficiency at the heart of the project, the white structure is composed of cement and specially building materials that were manufactured in the UAE and the USA. An embodiment of innovation and ground-breaking technology, the office will no doubt make a mark, and elicit anticipation for Dubai as a growing hub for 3D printing by 2030.

Meanwhile, the need for more design related education was revealed as part of the first **"Mena Design Education Outlook"** study, commissioned by the Dubai Design and Fashion Council (DDFC), and the Dubai Design District. The study, the first of its nature in the region, took a critical look at the rapidly growing market for designers and creative talents, and possibilities to nurture such talents. For more information go to our Facebook page.

Santiago Calatrava continues to be the UAE's international architect of the moment, jetting in and out of town as new contracts are signed. His latest design for the UAE Pavilion at Expo 2020 we will push the Expo movement further into the limelight.

Here off to Leon Vandevelde, Sam Farhang and the team at Squisito – for their debut. Left party has to have been one of the most appreciated in the recent month, drawing a healthy fingerling crowd who soaked up the informal design atmosphere. Squisito's Loft space features collections from Kartell, Forest, explicit, Van Renne, Ernestomeda, Thonet, Parachute and Savaia are displayed.

Recently **Audi**, the region's oldest contemporary design boutique, flew in a handful of designers to kickstart the Audi Design Talks 2016 series. Simone Mazzato, interior designer with Fendi Casa, Carlo Turati, CEO and co-founder of Casamile, and Megan Perry Yorgonoglou of Chorya spoke candidly to a select group of locally based designers about their work.

With its new flagship store a stone's throw from the prestigious Burj Al Arab, **Obegi** is also very much in the limelight. A number of leading industrialists flew into town for the glamorous inauguration – including Rossella Poglietti, who is responsible for many of the new items from the ultra-refined Giorgiotti brand.

Architecture has also been very much on the radar, with the team from the **Aga Khan Architecture Award** setting in to present the 10 projects that have been shortlisted for the 2016 Aga Khan Award for Architecture. Including the late Zaha Hadid designed Ismail Fares Institute, Bahrain, Lubanov and the Juan Nouzeil designed Doha Tower, Qatar.

The second annual **Mentis Design Awards – 2016** are also due to be launched this month. We are excited to announce that Marco Piva will be joining us again, along with Paolo Pirrera. The details of the other jury members will be revealed later this month. As we received a number of international entries last year, we will be introducing a **Designed by the World for the GCC** category to allow non-UAE based design and architectural studios to enter the programme.

Similarly, the office categories have been divided into boutique offices for less than 25 people and corporate offices, due to the overwhelming numbers of office designs received last year.

Also new for 2016 is the **Retail Interior** category, as we have spotted quite a few original retail spaces cropping into the market.

For more details on the launch dates and additional information, follow us on Facebook... We look forward to receiving your entries – and to receiving nominations for the **Design Sources of the Year** award over the next month...

P.S Follow us on Facebook @dubaidesignmagazine



Clockwise: Simone Mazzato, Carlo Turati, Megan Perry Yorgonoglou, Rossella Poglietti.



Group Editor Catherine Balbin

JUNE 2016

Lobo & Listone

Karelia
HARDWOOD FLOORS

PO Box 390957, Dubai, UAE Tel: +971 4 338 6678, Fax: +971 4 338 6675,
office@woodfloors.ae, www.woodfloors.ae,
GPS: 25.163614, 55.237695

79



JUNE 2016

78 AWARDS

identity[®]
DESIGN AWARDS 2016

LAUNCHING JUNE!

New categories, a world-renowned jury and the most outstanding contributions to Dubai and the UAE – as well as the participation of our design savvy **identity** readers – we will once again raise the bar for design across the region.

AWARD CATEGORIES 2016

- Residential Interior
- Residential Exterior
- Hospitality - RESCA
- Hospitality Interior - Hotels
- Hospitality Exterior - Hotels
- Public Building
- Office Interior - Boutique
- Office Interior - Corporate
- Retail Interior
- Outdoor Space
- Design Of The Year
- Most Prominent UAE Project
- Designed By The World For The GCC
- Project Of The Future*
- Editor's Choice - Lifetime Achievement
- Readers' Choice Design Sources Of The Year

*Voted for by attendees during the gala award ceremony

Three new categories – **Retail Interior**, **Designed By The World For The GCC**, and **Outdoor Space** – have been added to the main interiors and exterior design categories (residential, hospitality, public spaces and offices) to offer designers and architects more ways to showcase their top designs.

SUBMISSIONS

Professional entrants can be global practices, but need to have a UAE-based office, and non-professionals need to be residents of the UAE. Non-UAE registered architects and designers with projects in the GCC can only submit in the **Designed By The World For The GCC** category. For complete submission details, **id** has created a special website with guidelines for the online application process.

JURY

id's esteemed jury, including design icons Marco Piva and Paolo Pirrera (the remaining jury members will be featured in a special upcoming announcement on our website), will select winners in each of the main categories. On the evening of the **identity** Design Awards Gala, attendees will be invited to cast one vote electronically for the **Project Of The Future**, and jurors will select the **Design Of The Year**.

identity | interior/design/property



Calling all readers!
Nominate for the Readers' Choice Design Sources Of The Year

The special **Design Sources Of The Year Award** will be selected by our readers, who can nominate their preferred sources of interior design furnishings, fixtures and fittings, and decor accents in the UAE.

Furniture: Design Boutique - residential, outdoor, office...
Furniture: Urban Living - residential, outdoor, office...
Fixtures + Fittings - kitchen units, bathroom, flooring, faucets, lighting...
Decor Accents - fabrics, electrical appliances + accessories...

The four highest scoring entries will be invited to the awards ceremony where the winners and two finalists in each category will be announced.

TIMELINE

Dates to save + **id** Design Awards - All categories:
15 June Design submissions open
21 July Design submissions close

Readers' Choice Design Sources Of The Year:
15 June Nominations open
1 August Voting opens
1 October Voting closes

15 June Website live
23 October **id** Design Awards Gala night - Winners announced

identitywords.ae

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EDITORIAL COVERAGE

July 2016 issue



70 IDENTITY DESIGN AWARDS 2016

identity
DESIGN AWARDS 2016

SUBMISSIONS + NOMINATIONS NOW OPEN

The second annual edition of the **Id** Design Awards is now underway, once again raising the bar for design across the region. With new categories, a world-renowned jury and the most outstanding contributions to Dubai and the GCC, they are not to be missed. The awards also involve the participation of our design-savvy **identity** readers. Read on to learn more.

AWARD CATEGORIES 2016

- Residential Interior
- Residential Exterior
- Hospitality - F&B
- Hospitality Interior - Hotels
- Hospitality Exterior - Hotels
- Public Building
- Office Interior - Boutique
- Office Interior - Corporate
- Retail Interior
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- Design Of The Year
- Most Prominent UAE Project
- Designed By The World For The GCC
- Project Of The Future*
- Editor's Choice: Lifetime Achievement
- Reader's Choice Design Source Of The Year

*Reserved to overseas design awards ceremony

Three new categories - **Retail Interior**, **Designed By The World For The GCC** and **Outdoor Space** - have been added to the main interiors and exteriors design categories (residential, hospitality, public spaces and offices) to offer designers and architects more ways to showcase their top designs.

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JURY

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Furniture: Design - residential, outdoor, office...
Furniture: Urban Living - mid-range, residential, outdoor, office...
Fixtures + Fittings - kitchen units, bathroom, flooring, fixtures, lighting...
Decor Accents - fabrics, electrical appliances + accessories...

The highest scoring entries will be invited to the awards ceremony where the winners and two finalists in each category will be announced.

TIMELINE

Dates to save - **Id** Design Awards - all categories:
15 June Design submissions open
24 July Design submissions close

Readers' Choice Design Sources Of The Year:
15 July Nominations close
1 August Voting opens
1 October Voting closes

23 October **Id** Design Awards Gala night - winners announced

identitydesignawards.com dubai.identitymagazine identityawards@motivate.ae

identity [interior/design/property]

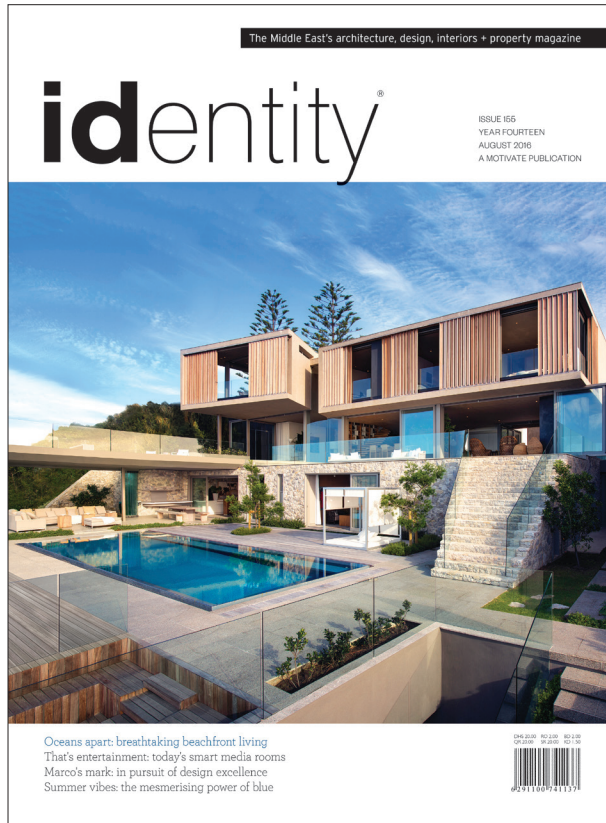
71

identity [interior/design/property]

JULY 2016

EDITORIAL COVERAGE

August 2016 issue



38 ID DESIGN AWARDS JUROR



Marco Piva's design approach is the one through which he interprets the signature luxury and warmth of the Italian hospitality experience. The reception hall, relaxation and conversation areas, cooking and dining areas have been designed to feel like they were part of a beautiful Italian home.

It's no easy task for an architect and designer in Italy to become a leader of his generation, yet Marco Piva has achieved an enviable place among his peers and his predecessors, offering new insight into the definition and future of "Made in Italy" with his refreshing candour and innovative, collaborative global projects. This year, the multi-award-winning creator has been especially busy, keeping Italy at the forefront of global design recognition. "I'm so glad that in the last year I have received many accomplishments, it's hard to say which one is the greatest," says Piva.

"I was commissioned with [the design of the] 'Casa Altata' new airport lounges in Rome and Milan. Altata is the Italian official airline, and it was very important to me being on board with this prestigious project, which is still ongoing," he continues.

Piva's studio also won two international competitions, for the architecture and interior design of a prestigious new hotel in Venice, and for the interiors of a five-star luxury hotel in Algeria. "Both the competition had a big number of participants, but we did it!" he proudly explains.

He is also bringing the best of Italy to China via the Toncoall Wind model project for the Shanghai Club House in West Shanghai. In this project, the status of the "ideal home" is based on a dialogue between classic and contemporary spaces, public and private environments, and a combination of precious materials and avant-garde automatic systems.

At this year's Architecture Biennale in Venice he presented the exhibition "Designing the Complexity: Materials, Colors, Textures." It illustrated the design activities of his studio, and focused on the aesthetic and functional research that stands behind the contemporary design planning," he explains. "The location, La Scuola Grande di Santa Maria della Misericordia, was an amazing venue and the exhibition lasted one month, and had more than 10,000 visitors."

In addition to his awards for his ground-breaking Milanese landmark, The Excelsior Hotel Gallia, he won three awards for his design for the hotel's (Shivadi) Spa: Best Luxury Emerging Spa in Italy, Best Luxury Urban Escape in Italy, and Best Luxury Fitness Spa in Italy.

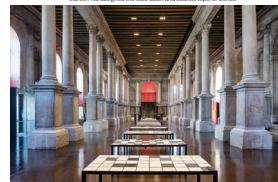
"Exciting, fluid, functional. These are the key words that distinguish my creations, and I believe they could be considered the most significant values of Italian design."

- Marco Piva

39



Marco Piva designed the look book and cover image for L'Espresso.



Piva's exhibition, "Designing the Complexity: Materials, Colors, Textures" at the 15th International Architecture Exhibition of La Biennale.



South & Mink carpet for Job Anstötz by Marco Piva



The new Arts reading hub designed by Marco Piva was presented at the Salone del Mobile 2016.

New attitudes

Piva is especially proud of his project with Altata, as it represents the best of Italy to the world, and includes partnerships with leading Italian brands such as Poltronova Frau, Carline Ferrari, Lazzarini and Tormo di Serravalle. "Altata, partner of Etihad, is the airline that best tells the story of our Italian culture, known worldwide for its inextinguishable pursuit of beauty, tied to a glorious past and projected again into a future of continued success," he says. He elaborates on his design plan: "The starting idea was that the quality of the in-flight service has to sync perfectly with the one on the ground. The goal was to create welcoming areas where passengers perceive seamless customer assistance in a setting that brings to mind a beautiful and comfortable Italian home, Casa Altata."

"We worked on the selection of materials, extensively using marble, stones and finely textured wood, combined with glass and metal details. Seats and sofas have been proposed with very selected leather and precious fabric. Art works, books and magazines will offer to Altata's international guests a taste of beauty and style that is an essential component of everyday life in Italy."

Guardian of Italian design

As a key figure who has maintained and perpetuated the legacy and future of Italian design, Piva suggests three qualities that are hallmarks of Italian design we can see in his work.

"Thinking, fluid, functional," he says. "These are the key words that distinguish my creations, and I believe they could be considered the most significant values of Italian Design. To me, 'design' is an essential component of my cultural environment, where attention to social evolution and trends, combined with technical research, leads to innovation and more sustainable ways of living."

He continues: "Many other countries have a different approach to design - more systematic and more mass production-oriented. They are organized in separate specific fields. This vision represents more of a decoration project, than an interconnected process of creation. I embrace the humanistic and technical approach and the vision of Ernesto Nathan Rogers that defined the design process as fluid and continuous, from the spoon to the city. We are talking about something rooted in Italian design history, it's in our DNA."

Building the future

His extensive education and thinking have given him much insight into the current conversations about the purpose and function of architecture and design, now and in the future. "Architecture, to me, is generated by the strong synergy between history, culture and science; it is based on constant research on innovation within the frame of originality and authenticity. I am not interested in developing projects without any terms of reference."

He elaborates: "Design can really play a role in creating a better future, to achieve new and effective visions of what should be quality life for all. Architecture must contribute in the creation of a new and dynamic community part of the contemporary [and] fast growing world. We are glad to be leading the way."

EDITORIAL COVERAGE

August 2016 continued

IDENTITY DESIGN AWARDS 2016 69

identity[®] DESIGN AWARDS 2016



SUBMIT NOW

The second annual edition of the **id** Design Awards is now underway, once again raising the bar for design across the region. Featuring new categories, a world-renowned jury and the most outstanding contributions to Dubai and the GCC, they are not to be missed. The awards also involve the participation of our design-savvy **identity** readers. Read on to learn more and submit your design before **8 August 2016**.

DESIGN CATEGORIES 2016

- Residential Interior
- Residential Exterior
- Hospitality - RECA
- Hospitality Interior - Hotels
- Hospitality Exterior - Hotels
- Public Building
- Office Interior - Boutique
- Office Interior - Corporate
- Retail Interior
- Outdoor Space
- Design Of The Year
- Most Prominent UAE Project
- Designed By The World For The GCC
- Project Of The Future
- Editor's Choice Lifetime Achievement
- Readers' Choice Design Source Of The Year

THREE NEW CATEGORIES - Retail Interior, Designed By The World For The GCC and Outdoor Space

Have been added to the main interiors and exteriors design categories (Residential, Hospitality, Public Spaces and Office) to offer designers and architects more ways to showcase their top designs.

SUBMISSIONS

Professional entrants can be global practices, but need to have a GCC-based office, and non-professionals need to be residents of the GCC. Non-UAE registered architects and designers with projects in the GCC can only submit in the Designed By The World For The GCC category. For complete submission details, visit identitydesignawards.com

JURY

id's esteemed jury includes design icons Marco Piva, Paolo Pininfarina and Terry Chen (the remaining jury members will be featured in an upcoming announcement on our website), and will select winners in each of the main categories.

+ VOTE NOW

Vote for the **Readers' Choice Design Source Of The Year**

The winner of the special Design Source Of The Year Award will be selected by our readers, who can nominate their preferred source of interior design furnishings, fixtures and fittings, and decor accents in the UAE.

Furniture Design - residential, outdoor, office...
Furniture Urban Living - mid range, residential, outdoor, office...
Furniture + Fittings - Kitchens, bedrooms, bathroom, flooring, fixtures, lighting...
Decor Accents - fabrics, electrical appliances + accessories...

The highest scoring entries will be invited to the awards ceremony, where the winners and two finalists in each category will be announced.

TIMELINE

id Design Awards - all design categories (left)
8 August - Submissions close
Readers' Choice Design Sources Of The Year
1 October - Voting closes
id Design Awards Gala night
23 October - winners announced

identitydesignawards.com dubai.identitymagazine.com identityawardsmagazine.com

AUGUST 2016

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WORKING OVERTIME

Steelcase's three new innovative office products include the **LessThanFive** chair, designed by Michael Young and Coalesse, is made entirely from moulded and heated layers of very light (5.2kg) and very strong carbon fibre. **Busy** by turnstone is inspired by the rocking of ocean buoys, engaging the core and moving with the body throughout the day. The **67' piece Lagunita Lounge System** by Coalesse creates a 'third place' anywhere while offering varying degrees of privacy through high and low panels.

RIVERA CHIC

Dubai's Indigo Living has looked to the Italian Riviera for design inspiration this summer. Furnishings and accessories in taupe, dove grey and white provide a neutral canvas for the addition of muted gold and brass detailing, and colourful accents such as coral, midnight blue and aqua. Glamorous yet warm, the collection fuses classic and contemporary design.

SINGING IN THE SHOWER

Kohler's **Movie** showerhead and **Moxie** rainhead are the first of their kind to combine water and music with an integrated Bluetooth-enabled wireless speaker. These innovative, ground-breaking accessories effortlessly syncs with smartphones and digital music players for an endless stream of favourite tunes - through the showerhead. The best part: the speaker pod can be removed for enjoyment throughout the rest of the bathroom or wherever you roam. Installation is quick and easy. The speaker is easily removed and reattached with the use of a magnet. Available in an array of vibrant colours, their petite size and powerful sound makes them the ultimate little luxuries.

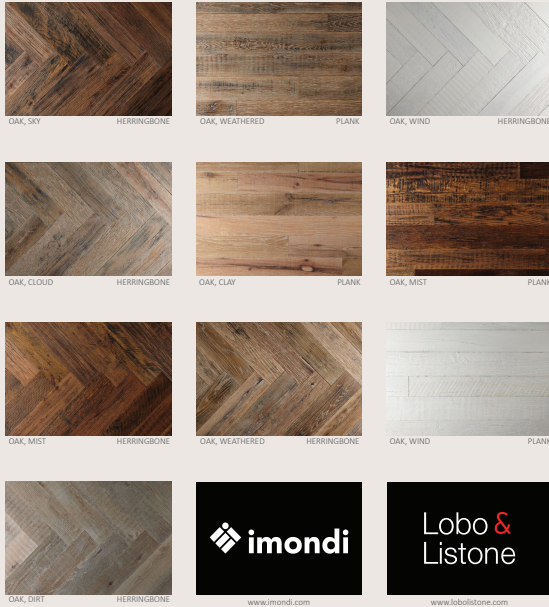
STYLE ICON

Blakley, the Surrey, UK-based steel specialising storage manufacturer, has updated its famous design classic - the **Blakley MultiDrawer** - with an array of contemporary, bold colours and chic glass tops. Originally designed in the 1980s and popularised by young German designers in the '80s and '90s, the distinctive steel storage unit with multiple drawers is most at home in minimalist interiors, where its combination of style and substance keep it young.




AUGUST 2016

SALVAGED TIMBER FLOORS



OAK_SKY HERRINGBONE OAK_WEATHERED PLANK OAK_WIND HERRINGBONE

OAK_CLOUD HERRINGBONE OAK_CLAY PLANK OAK_MIST PLANK

OAK_MIST HERRINGBONE OAK_WEATHERED HERRINGBONE OAK_WIND PLANK

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Join us at Downtown Design from 25-28 OCTOBER 2016, DUBAI, Booth Number: G06

EDITORIAL COVERAGE

September 2016 issue



Colour spectrum: a rainbow of style
Power luxe: lighting for all moods
Grand dame: Hoppen's big four O
UAE + UN: nations united by design



EDITORIAL 19

Design forward

The summer seems to have slipped us and for the most part we all seem to be very much focused on the last few months of 2016.

The Address team, headed by Janus Roboth, has been hard at work getting the magnificent boat-shaped Dubai Opera House into shape in time for its first performance. The calendar of performances is clocked in block for the next few months – however the official opening is not until closer to the end of the year, at which time all the design and operational details should be fine-tuned, ready for the grand debut. The focal point of the lobby is an impressive chandelier weighing some 5000 kilograms, custom-designed and made by a leading European firm.

Further along the Boulevard, Emaar is in the throes of opening its first new hotel in seven years – The Address Boulevard Dubai. British artist Peter Wragg flew in to town recently for placement of his poetic porcelain 'Tutur' installation. A number of artists and designers from all over the world have been commissioned to produce work for this new property, which is being described as 'neo-chic'.

Scheduled to open in September, The Address is just one of numerous new hotels getting ready to open in the UAE, where it's estimated that some 155 hotel projects with a total of 64,000 hotel rooms are planned for pre-2020 openings!

Next year should see the inauguration of the glamorous Paramount Hotels and Residences in Dubai, which alone will have 155 rooms and over 1000 serviced apartments. Dubai-based Draxlin Group, which continues to accept design awards for its eye-catching hotel interiors, has just completed The Art, a new hotel which should open shortly in Sharjah.

Long-time Dubai-based Anglo-Spanish interior architect Isabel Pintado, who made her mark in the UAE while at OJA some years ago, has parted ways with UH and has recently joined Wilson Associates as their new Managing Director. ME, Congratulations!

Spanish designer and entrepreneur Nani Marquina has joined the ME Design Awards jury and is – along with Marco Piva, Paolo Piretti and Terry Chan – in the throes of reviewing this year's entries.

Next month, we will be glad to reveal the shortlisted projects. In the meantime, please take time to vote for your favourite design sources at identitydesignawards.com.

Meanwhile, I guess for most of us it's time to get off to one of the many design shows this month – starting with Maison at Cite 6 (September) and ending with the London Design Festival (17-26 September).

Catrin.

PS Follow us on Facebook @identitymagazine



Clockwise: Nani Marquina, Janus Roboth, Isabel Pintado, Peter Wragg

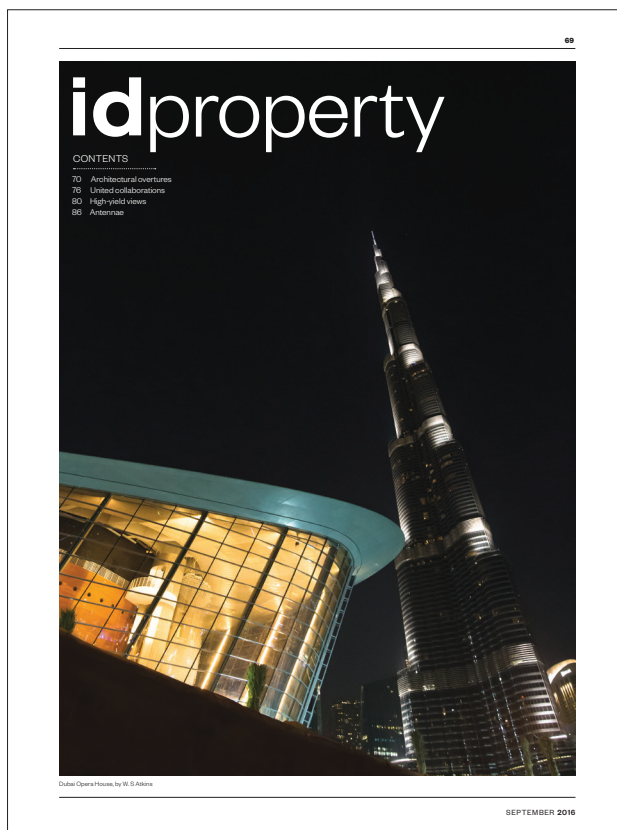


Group Editor Catrin Balbin

SEPTEMBER 2016

EDITORIAL COVERAGE

September 2016 continued



70 PORTFOLIO

Architectural overtures

Dubai Opera is a stunning new cultural entertainment centre complete with innovative interiors and an exterior that pays a direct tribute to the emirate's show-dominated past.

TEXT: STEVE HILL

71

HIGH NOTE

Dubai Opera is a stunning venue that sets new standards in the world of the performing arts.

Its eye-catching aesthetics have been inspired by the dhows that are such an integral part of the emirate's cultural history, while its innovative interiors are very much of the future thanks to the approach of architect WS Atkins.

Uniquely for a venue of its size, the Emaar Properties scheme can seamlessly be converted into three modes: from a 3,775-seat proscenium arch theatre into a 1,001-seat concert hall and also a 'flat floor' form offering 2,000 square metres of space for exhibitions, grand dinners and gala events.

The versatility pushed designers to the limits, demanding outstanding teamwork and collaboration across multiple disciplines. And the end result was achieved through the use of a high percentage of electronically moving floors, walls and ceilings, facilitating the seamless changes of auditorium seating configuration.

There are 31 boxes, capable of seating 184 visitors; 21 dressing rooms and a 1,000kg baggage chandelier containing some 2,000 LEDs as well as some 800 further light fixtures.

Dubai Opera's transparent all-glass foyer opens to the waterfront of Burj Lake, and overlooks Burj Khalifa, the world's tallest building. Mohamed Alabbar, Chairman of Emaar Properties, said: "Dubai Opera adds a new dimension to cultural entertainment in the city while adding value to the surrounding hospitality, retail, touristic and residential developments."

Jasper Hope, Chief Executive of Dubai Opera, said: "The Emirates used to sing as divers searched for pearls, and in 2016 visitors to Dubai will be able to seek out new cultural gems in a sensational home for the arts in the heart of Downtown Dubai."

"Dubai Opera will unquestionably help the city broaden its global appeal as a hub for culture and the arts, and when the curtain rises will help entice artists and audiences from across the world."

A performance from Spanish tenor Plácido Domingo was the highlight of an inaugural performance which took place just over three years after the project broke ground.

Around 50 concerts are planned at the venue in its first four months, ranging from a Broadway musical and Indian classical music to ballet, flamenco and a magic show.

The Opera District is due to be completed in 2020 when it will be the largest cultural centre in the world, complete with three residential towers overlooking Burj Khalifa.

Identity | interior design | property

SEPTEMBER 2016

PRINT

Full page advertisements ran across the Motivate portfolio to announce the winners of the awards.

The advertisements ran in **identity**, *Emirates Woman*, *What's On Dubai*, *What's On Abu Dhabi*, *Business Traveller Middle East*, *The Week* and *Campaign Middle East*.

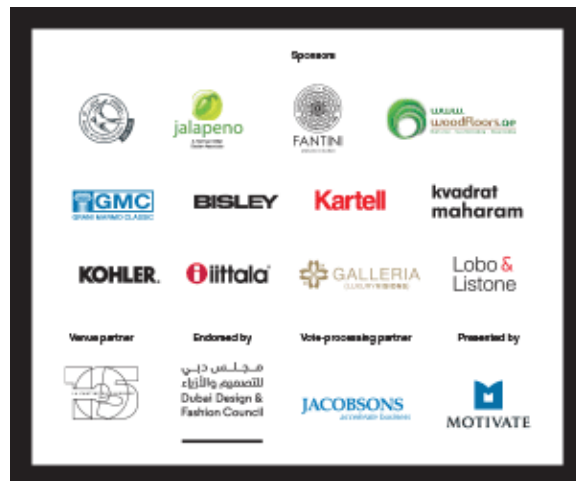


E-MAILERS

E-mail blasts of the same design were sent out to the **identity** database as well as the *Campaign* database.

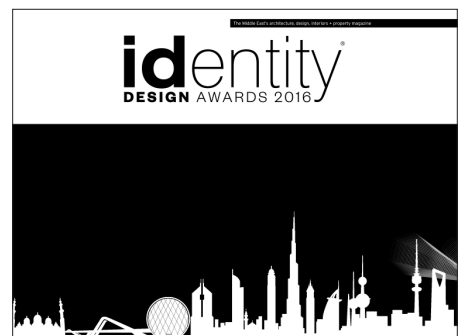


MPU

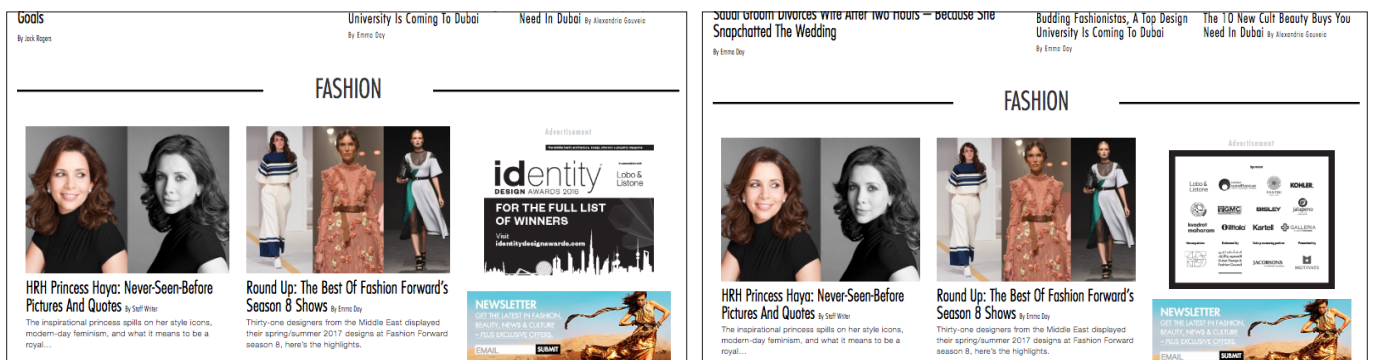
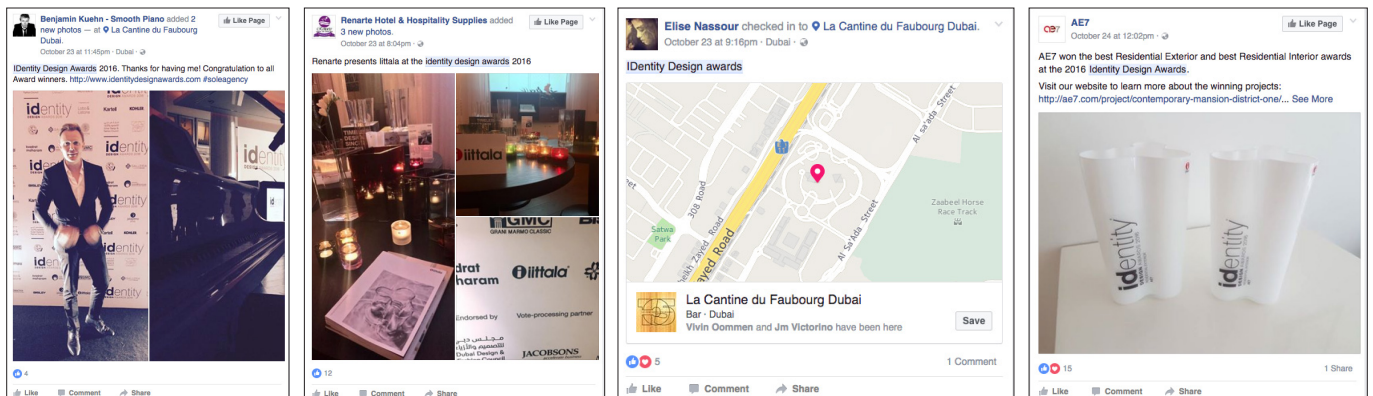
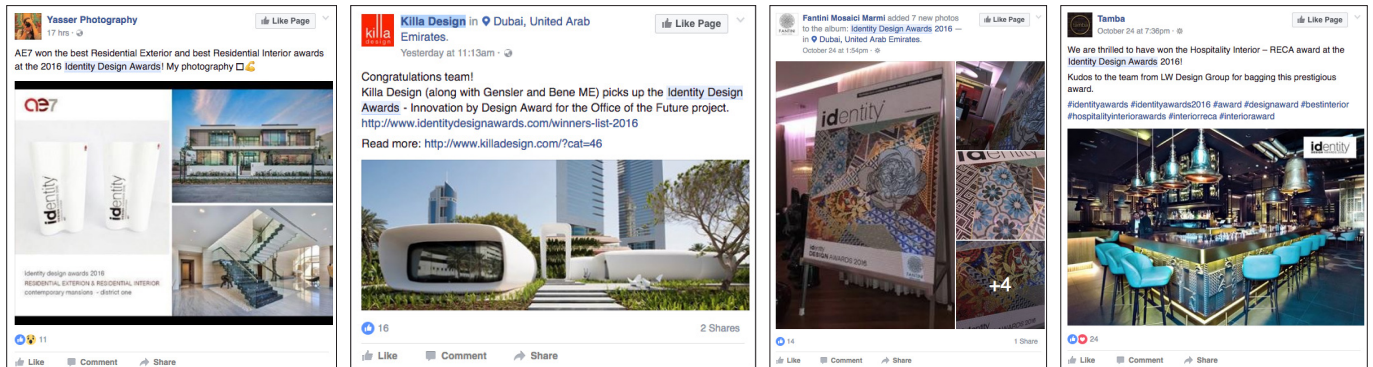


ELEVATION

Advertisements in the elevator at Media One Hotel and DIFC announcing the winners.



A SELECTION OF ONLINE SOCIAL MEDIA COVERAGE



EDITORIAL COVERAGE

December 2016 issue



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Clockwise from top right: Marco Piva, Paolo Portofino, Nipa Doshi and Santiago Calatrava

Raising the bar

Global and regional design stars were in the spotlight recently as the Dubai Design Week and Downtown Design celebrations came to a grand finale. More than 550 designers participated in the six-day city-wide celebration of ground-breaking design concepts and ideas at over 100 events.

High-profile designers and heads of some of the world's leading design firms, including Nipa Doshi and Santiago Calatrava, joined the exciting week of celebration, which included talks, seminars, art shows, installations and more... Meanwhile, with Ravi Kothari at the helm, Downtown Design firmly established itself as the region's only trade show standing for quality and originality of design. The show, which also featured the Italian Luxury Pavilion, attracted a record number of top design firms - and of the 100-plus leading brands, 42 were first-time exhibitors.

Unfolding in Design Week were the second annual **IDEA Design Awards 2016**, which culminated in a gala prize-giving event held at the chic La Cartina du Faubourg. With heady nights of music and Paolo Portofino in attendance, finalists and winners were recognised for their contribution to raising levels of design, architecture and interior design in the GCC.

The event was not just about the winners; it was also a coming-together of the design community to celebrate the industry we are so passionate about.

Enthusiasm for this year's awards proved to be different from those revealed last year: the trend towards smaller and more style-conscious boutique offices, and independently-owned restaurants and cafes in the region's growing number of shopping malls and commercial complexes, was inspiring - allowing for more unique, more individual and less corporate interior looks.

While independent design studios are making their mark, it seems more established studios are still bagging the bigger and more prestigious projects.

We look forward to the third annual **IDEA Design Awards** and hope that many more of the flourishing design community will enter their designs - as the saying goes: "You've got to be in it to win it."

Construction of the 528-metre-tall Calatrava-designed The Tower at the six-square kilometre Dubai Creek Harbour has officially started. Set to be even taller than the Burj Khalifa, the tower will be completed in time for the UAE's Expo 2020.

One of Dubai's leading designers, internationally-acclaimed Czech artist Jena Ritzkova flew into Dubai for the installation of *The Spirit of Timeless Luxury* chandelier, part of a 48-piece collection inspired by pearls and diamonds at The Address Boulevard Hotel - said to be one of the 40th highest buildings in the world.

Embar will soon open its second **PROVE Hotel** - a new three-star property with a distinctive design narrative that's just a heartbeat from Dubai City Centre.

IDEA Design Awards sponsor Knechtel Maharam joined in designer Doshi Levent during Design Week for the official launch of *Philo* and a special installation created by Levent for the brand's innovative new curtain collection.

Congratulations also to Kamela Bin Zaid, whose *Sad of the Prophet's* garden won both the Silver Cup and the Best Lighting prize at the Gardening World Cup in Japan.

P.S. Follow us on Facebook @dubaiidentitymagazine



Group Editor Catherine Bullen

168 IDEA DESIGN AWARDS 2016

Celebrating creativity

More than 400 designers, architects, interior designers, creatives and design enthusiasts gathered in a series of parties and events to celebrate the winners of the 2016 IDEA Design Awards. The awards recognise the best in design across the Middle East, with winners from across the region.

To keep up to date with the latest news and updates, follow us on Facebook @dubaiidentitymagazine



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identity

FEATURES

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Whether placing items on display or forming a conceptual theme, storage pieces can deliver clarity as well as order

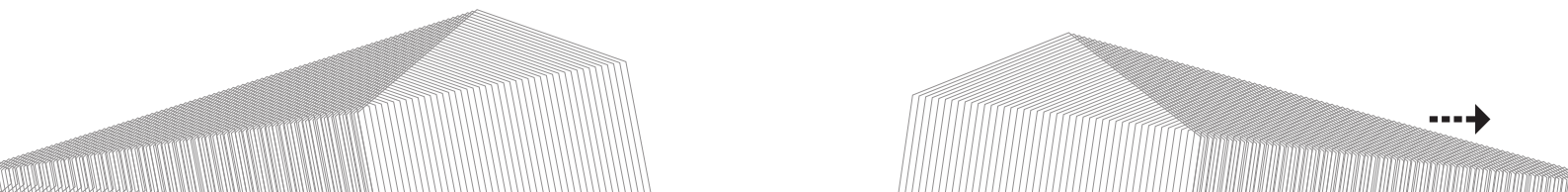
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Designer Shadi Bana and Huber Gallery owner Nina Yashar have collaborated on the latest design experiment

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Award-winning architect Tom Kundig on how he redefined the future of architecture with the Remick residence in Spokane

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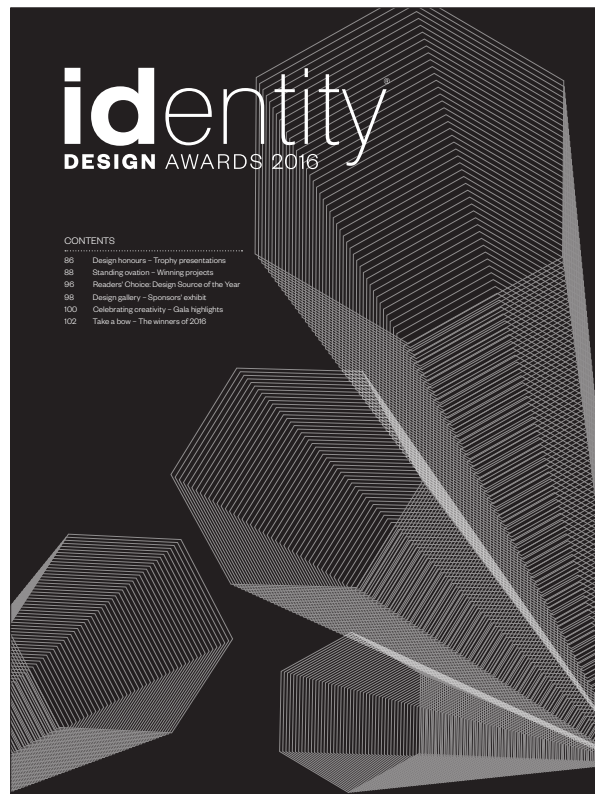
85 **Winning designs**
All the winners from the 2016 IDEA Design Awards, which took place in style at the prestigious La Cartina du Faubourg restaurant

104 **Wings of desire**
Peter Webb is bringing his provocative installation, 'Pegasus', to life at the new The Address Boulevard Hotel



EDITORIAL COVERAGE

December 2016 continued



102 ID DESIGN AWARDS 2016

Take a bow

Here's a round-up of the deserving winners of the Identity Design Awards 2016.

Residential Interior
District One – Contemporary Mansion
AET

Hospitality Interior – Hotel
Bojangerberger Business Bay Hotel
LW Multi Disciplined Designers

Office Interior – Boutique
Unique Properties
Studio Bruno Gualuff

Office Interior – Corporate
GE Middle East Aviation Technology Center
Allen Architecture Interiors Design LLC

Retail Interior
GP Kiteama
Studio Bruno Gualuff

Hospitality Interior – RECA
Tambis
LW Multi Disciplined Designers

Public Building
Dubai Opera
Adina

Residential Exterior
District One – Contemporary Mansion
AET

Outdoor Space
The Beach, JBR
Cracknell



Most Prominent UAE Project
Dubai Design District
Dubai Design District

Designed by the World for the GCC
Nobu Doha
Rockwell Group

Project of the Future
The Opus
Zaha Hadid

Hotel of the Future
The One at Jumeirah Village Circle
NORRI Group Consultants ME Ltd

Editor's Choice
Al Nakheel Headquarters Office
Salva Middle East

Innovation by Design
Office of the Future
Gensler – Bana Middle East

Design of the Year
Dubai Opera
Adina

Lifetime Achievement
Claire Craig

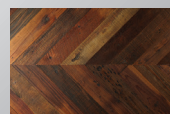
Readers' Choice Design Source of the Year

Furniture – Design
Ammar Giza

Furniture – Urban Living
Horus Centre

Furniture – Seating
Capeland

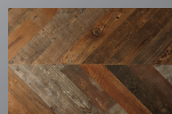
Decor Accents
H&M Home



Pine Natural



Chevron



Pine Paint

Chevron

Pine Raw

Chevron



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identity | interior|design|property

EDITORIAL COVERAGE

December 2016 continued

86 ID DESIGN AWARDS 2016

Design honours

We are extraordinarily proud of this year's ID Design Awards 2016 winners. In addition to creating innovative, nuanced and compelling projects we were delighted to witness their refreshingly humble and joyful dispositions. Bravo!

Design of the Year

Dubai Opera

Atkins

Sponsor: Lobb & Listone

Residential Exterior

District One - Contemporary Mansion

AET

Residential Interior

District One - Contemporary Mansion

AET

Sponsor: Grati Marimo Classic

Hospitality Interior - Hotel

Steigenberger Business Bay Hotel

LW Multi Disciplinary Designers

Sponsor: Wood floors

Hospitality Interior - RECA

Tamara

LW Multi Disciplinary Designers

Sponsor: Kohler

Office Interior - Corporate

ME ME Aviation Technology Center

Allen Architecture Interiors Design

Sponsor: Billey

Outdoor Space

The Beach, JBR

Crackwell

Sponsor: Fantini Mosaic

Most Prominent UAE Project

Dubai Design District (DD)

Sponsor: Cities

Designed By The World For The GCC

Nobu Doha

Rockwell Group USA

Sponsor: Lobb & Listone

Identity | Interior/Design/Property

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Editor's Choice

Al Naboodah HQ Office

Selva Middle East

Sponsor: Motivate

Project Of The Future

The Oasis

Zaha Hadid Architects

Sponsor: Japanezo Trading

Hotel of the Future

The One at Jumeirah Village Circle

NCRP Group Consultants Int'l Ltd

LifeTime Achievement

Chris Craig, Design Director

W&A International Dubai

Sponsor: Motivate

Innovation by Design

Office of the Future

Gensler/Killa Design/Blane ME

Readers' Choice: Design Source of the Year

Furniture - Urban Living

Home Centre

Readers' Choice: Design Source of the Year

Decor Accents

H&M Home

Readers' Choice: Design Source of the Year

Furniture - Design

Armani Casa

Readers' Choice: Design Source of the Year

Furniture + Fittings

Carpenterland

Identity | Interior/Design/Property

88 ID DESIGN AWARDS 2016

Standing ovation

Our congratulations to the winners of the second annual ID Design Awards. Selected by our world renowned expert judges - Marco Pire, Paolo Pininfarina, Tony Owen and Nani Marquina - this year's winners had off competition. All entries were stunning and represented the highest levels of design and architecture. We think with exceptional competence for helping to make Dubai and the MENA region a leading global design capital of the 21st Century.

DESIGN OF THE YEAR + PUBLIC BUILDING

With architecture by Janus Rostock, Design Director at Atkins, interior design by W&A International and Auditorium Arts Architecture, UK, and development by Emaar, the 35,000-square metre **Dubai Opera** is exhilarating. The design of this new arts and lifestyle destination for Dubai and the world is deeply rooted in Dubai's maritime history, and draws inspiration from the Arabian dhow. Uniquely, the interior can be transformed from a theatre into a concert hall and into 'flat floor' format for banquets or events. It features high-quality finishes and stunning furnishings and accessories, including a magnificent Levitt chandelier.

Dubai Opera invites the public to actively engage with urban space and the city, challenging and elevating notions of public space. Its open facade enhances the arrival experience through the plaza, contributing to the institution's 'theatre of people' theme, which allows audience members to become 'performers', animating the public realm.

Judges applauded its architectural effect and the relationship between the square and the landscape. They also noted how its design, urbanistically, has a large long-term role and responds excellently both to city and brief. They also thought that its use of wood and glass, contrasting our seas and the promise of urban integration, are engaging.

Identity | Interior/Design/Property

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RESIDENTIAL EXTERIOR

AET's **District One** contemporary mansion also won this category. The exterior of the villa uses straight and rectangular masses with a combination of solid and glass planes to achieve a simple style that governs its final formation. The designers went through a long process to provide connectivity and integrity between the exterior facades and interior facades within the given plot size. The resulting expansive glass areas connect to external and internal spaces and generate a feeling of infinite sight. The judges were struck by its general balance, use of light and shadow and relationship between solids and voids. They thought it was dynamic and well-articulated.

RESIDENTIAL INTERIOR

AET for Maydan Sothea Construction designed **District One**, a 2553-square metre contemporary villa. The stunning new build design features a series of horizontal forms broken by a pure vertical volume, stretching the length of the home. Indoor and outdoor spaces include sliding glass walls and floor-to-ceiling glazing throughout the three floors. Views of the sculpture gardens, reflecting pools, water walls and garden (pool terraces enhance circulation). Judges applauded the project's coherence between the architecture and the interior, and its rigorous, yet bright and ethereal space. They found it celebrates contemporary design without losing intimacy and human scale in the rooms and furnishings.

HOSPITALITY INTERIOR - HOTEL

Directed by lead interior designers Olivia Watts & Sam Whitham, LW Multi Disciplinary Designers created the **Steigenberger Business Bay Hotel** on the Dubai Canal. The design features a juxtaposition of serenity and strength, including ostrich leather wall panels, illuminated onyx, rose gold metal, plush fabrics, and over-scaled geometric patterns blended with the eastern inspired florals. Custom-designed lighting includes a stunning 25-metre long undulating crystal chandelier. Judges considered the project to be intentional, elegant and balanced. They were persuaded by its materials, design rigour, and the connection between horizontal and vertical planes. They enjoyed its bold scale, which lightened up the classic and traditional design brief.

Identity | Interior/Design/Property

EDITORIAL COVERAGE

December 2016 continued

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Judges applauded the project's coherence between the architecture and the interiors, and its rigorous, yet bright and ethereal space. They found it celebrates contemporary design without losing intimacy and human scale in the rooms and furnishings.



HOSPITALITY INTERIOR - HOTEL

Directed by lead interior designers Olivia Watts & Sam Whitmore, L&P Multi-Disciplined Designers created the **Steigenberger Business Bay Hotel** on the Dubai Canal. The design features a juxtaposition of serenity and strength, including ostrich leather wall panels, illuminated onyx, rose gold metal, plush fabrics, and over-scaled geometric patterns blended with the eastern inspired florals. Custom-designed lighting includes a stunning 25-metre long undulating crystal chandelier.

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NOVEMBER 2016

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RESIDENTIAL EXTERIOR

AET's **District One** contemporary mansion also won this category. The exterior of the villa uses straight and rectangular masses with a combination of solid and glass planes to achieve a simple style that governs its final formation. The designers went through a long process to provide connectivity and integrity between the exterior facade and interior features within the given plot size. The resulting expansive glass areas connect to external and internal spaces and generate a feeling of infinite sight.

The judges were struck by its general balance, use of light and shadow and relationship between solids and voids. They thought it was dynamic and well-articulated.



RESIDENTIAL INTERIOR

AET for Meydan Sotheby Construction designed **District One**, a 2523-square metre contemporary villa. The stunning new build design features a series of horizontal forms broken by a pure vertical volume, stretching the length of the home. Indoor and outdoor spaces include sliding glass walls and floor-to-ceiling glazing throughout the three floors. Views of the sculpture gardens, reflecting pools, water walls and garden/pool terraces enhance circulation.

Judges applauded the project's coherence between the architecture and the interiors, and its rigorous, yet bright and ethereal space. They found it celebrates contemporary design without losing intimacy and human scale in the rooms and furnishings.



HOSPITALITY INTERIOR - HOTEL

Directed by lead interior designers Olivia Watts & Sam Whitmore, L&P Multi-Disciplined Designers created the **Steigenberger Business Bay Hotel** on the Dubai Canal. The design features a juxtaposition of serenity and strength, including ostrich leather wall panels, illuminated onyx, rose gold metal, plush fabrics, and over-scaled geometric patterns blended with the eastern inspired florals. Custom-designed lighting includes a stunning 25-metre long undulating crystal chandelier.

Judges considered the project to be international, elegant and balanced. They were persuaded by its materials, design rigour, and the connection between horizontal and vertical planes. They enjoyed its bold scale, which lightened up the classic and traditional design brief.

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HOSPITALITY INTERIOR - RECA

Lead interior designer **Rachid Kadda** at LW Multi-Designated Designers created the 673-square-metre **Tamba** restaurant interior. After a dramatic elevator entrance, guests encounter a rhythmic arched stone floor and tapered screens before entering the urban loft interior with subtle Indian references. The commissioned oversized temple bells that hang over the bar create a memorable focal point, and clusters of oversized metal 'Uja' home pendants ground the bar and Chef's table. Its show kitchen is at the heart of the space, whilst full height windows frame Abu Dhabi's skyline.

Judges were in awe of the restaurant's overall scenographic effect, elegance, and outstanding mix of forms and textures.

OFFICE INTERIOR - BOUTIQUE

Lead interior designer **Bruno Quatoff** at Studio Bruno Quatoff designed the 250-square-metre interior of **Unique Properties'** boutique office to offer serenity and stimulation. In a bold move, he designed every office system. The angled wood cladding in front of all glass partitions utilizes their material of choice while oak. Also key is Quatoff's yellow gold fabric, bringing colour and acoustical complementarity.

Judges selected the project for its innovative materials, colours and its creative thrust: an office on a trek. They thought it created a new kind of working environment, while remaining conceptually strong and consistent. They praised its clear branding and use of wood.



OFFICE INTERIOR - CORPORATE

Lead interior design **Robert Alon** Architecture Interiors Design LLC designed the interior of the 2,054-square-metre **OE Middle East Aviation Technology Center**. Functional elements such as engine parts and airplane wings were used throughout the design. Raw materials such as exposed concrete and natural fabrics highlight the volume of the architectural enclosure and its industrial purpose, as do the pieces of artwork.

Judges were impressed by the innovative dimensions of the space and its geometries. They thought the project possessed an overall elegance achieved largely by the use of wood, which enables the over-use of synthetic materials to be avoided.

Identity | Interior/Design/Property

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RETAIL INTERIOR

Lead interior designer **Bruno Quatoff** at Studio Bruno Quatoff also designed the **GP Xtreme** retail interior. To create the design for their professional race car-driving client, the studio refurbished an existing 300-m commercial space into a retail-driven art gallery. The design includes a 22-metre concrete counter system that serves as a cash counter, gift gallery, coffee bar and storage area. It leads patrons to speed-driven surprises hidden behind a motorised garage door.

Judges were pleased by the designer's ability to transmit, throughout the design of the space, the theme and concept. This gave the project strength and dynamism.

OUTDOOR SPACE

Inspired by natural and built forms, **Cracknell** designed **The Beach**, JBR for **Moravia**. To create a connection between the existing walk and the sea - and provide a seamless transition between the retail environment, external dining and leisure activities - the natural shapes, forms, textures, patterns of the desert and coastline were integrated with local traditions and ways of life.

Judges were excited by its dynamism and flexibility of use. They thought that the integration of the beach and urban setting using previously non-habitable spaces was excellent, as it supports the social transformation of the city in a fun manner with a pedestrian-focused lifestyle.



MOST PROMINENT UAE PROJECT

The **Dubai Design District (d3)** has made Dubai into one of the top 21st Century international design scenes. Starting with a vision as a creative hub for the design industry in 2008, it has blossomed into an organically evolving space for top thinkers and makers and is now an important part of the economy, worth around \$2.3 billion in 2014. For thousands of artists, fashion designers and creative minds it has become a community that provides space, collaboration and opportunities - and that also attracts an exceptional talent from across the globe. It is, at its heart, a place where dreams are encouraged and realised with support and passion. This may not be the country's most prestigious project, but rather it was selected due to its importance and significance to the creative industries.

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Icons of Scandinavian Design

Alvar Aalto Collection
Alvar Aalto 1936



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PROJECT OF THE FUTURE

Zaha Hadid Architects' **The Opus** for **Omniyat** is the first foray in Dubai by the architectural icon. The exposable 22-floor mixed-use project in the Burj Khalifa district will feature an organic void at the heart of the building, combine residences and a design hotel by **Mada Masr** International, and feature vertical cafes and lounge surroundings.

Judges were in awe of its iconic and original image, its integration of high-tech innovations, and how its design concept is articulated from the exterior through to the furnishings. They were compelled by how Hadid's organic design language is fully expressed in a multi-use development.



HOTEL OF THE FUTURE

Destined to be a radiant beacon, the **NCPH Group Consultants** Ltd 1.6m-designed 40,000-square-metre **The One** hotel at **Jumeirah Village Circle**. The concept for this new-build 40-storey tower was to add another layer of elegance to the Dubai skyline. The restrained volume of the tower, mirrored by its interior use of clean lines and gracious restraint, uses landscaped terraces at key locations to blend indoor and outdoor spaces, while ensuring views from each room are maximised.

The judges selected the project for its gracefulness and for its ability to create a dynamic relationship between light and architecture.

DESIGNED BY THE WORLD FOR THE GCC

Under the direction of architect **David Zuccho** and interior designer **Aurilio Schwend**, the iconic **Rockwell Group** designed the 2485-square-metre **Nobu** in **Doha** - its first three-star restaurant. Exhibiting the iconic **Nobu** elements of natural, rich materials that reflect the Japanese roots of Chef **Nobu**, this location also reflects the specific history of Doha, including references to its pearl-diving heritage, commissioned artworks, and bespoke furnishings and accessories.

Judges were impressed by its volumes, the relationship between internal and external spaces and its interior usability. They found the sculptural forms in the exterior and the staircase to be visually compelling and consistent, adding immense design value to the project.



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EDITORIAL COVERAGE

December 2016 continued



LIFETIME ACHIEVEMENT

One of the most beloved and embraced designers in the region, Design Director **Claire Craig** established WA International's main offices in Dubai, in 1995. Almost 20 years later – and with the arrival of the Dubai Opera – WA International has become one of the region's most awarded winning interior design consultancies. Her knowledge and experience in the region and her passion for its cultures and traditions are noted and respected by clients and colleagues alike. Projects such as The Address Downtown Dubai, OneOnly The Palm, have led the UAE to become a world-class hospitality and travel destination. Passionately committed to hospitality design, Claire continues to inspire and contribute to the world of interior design.



INNOVATION BY DESIGN

The **Office of the Future** by Gensler - Killa Design - Bene ME is the first 3D printed operating office in the world. Created for and occupied by the Dubai Future Foundation, it was furnished by Bene. A 3D printer with an automated robot arm measuring six metres high, 37 metres wide and 12 metres deep was used to print this magnificent building. The full model took only 17 days to print and the office was installed on site within two days. The core Interiors area is the Bene IDEA Lab, designed to encourage creative cooperation. The 3D printing initiative comes as part of the Dubai 3D Printing Strategy, which is a unique global initiative that aims to harness this promising technology for the service of humanity and to promote the status of the UAE and Dubai as a leading global centre of 3D printing by 2030.



EDITOR'S CHOICE

AI Naboodah Headquarters by Selva ME was chosen by the editor of *id*, for its integration of materials, dimensions and depth. Its elegant and refined interiors illustrate the best of global contemporary design, but in a way that speaks to the specific voice, vision and hospitality of Dubai and the region.

Contemporary, elegant and sleekness, this 3000-square metre office space for AI Naboodah's combines the best of Italian design with local requirements and the client's history and values.

The new HQ expresses solidity, thoughtfulness and the values of the client,

using durable and refined materials including bronze, Onyx and walnut and Eucalyptus cladding, creating a warm environment illuminated by custom Murano lighting.

Furniture and fixtures are mixed with bespoke desks, Italian chandeliers by Artemide, Karboxx, and deMajo, and incorporate upholstery by Selva, Arflex and Busnelli. It features sophisticated seating by Besana, Vitra, Frau, Frag and other top tier furnishings by Bellavista, Selva and Besana - as well as artwork from the Beaume collection, Novocadro and Hector Paris.

Identity [interior/design/property]

Readers' Choice: Design Source of the Year

Our readers are always **id**'s first priority and so we created this special category to employ your expertise and unique design perspectives, and to recognise those retailers that speak your design language. With the region's top shops and design destinations at your fingertips, you've identified the best brands and top designers to create your own unique interior statements.



Readers' Choice: Design Source of the Year

Furniture - De
Ammal Corp.



Readers' Choice: Design Source of the Year

Decor Accents



Readers' Choice: Design Source of the Year

Furniture - Urban Living
Home Center

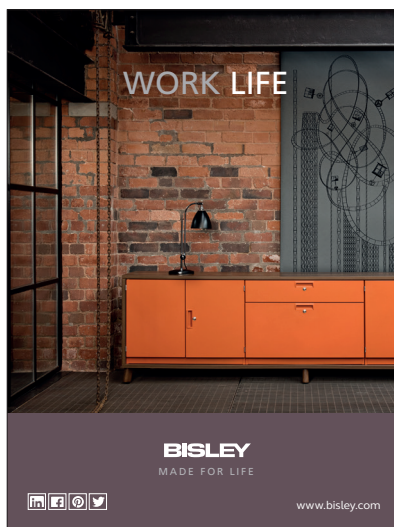


Readers' Choice: Design Source of the Year

Fixtures + Fittings

Identity [interior/design/property]

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Design gallery

As every iconic designer knows, the best projects are created via collaboration. We'd like to extend our heartfelt thanks to our world-class sponsors and fellow design dynamists who made the **IDEIGN** Awards such an exceptional experience. **Headline sponsors: L&L Listen** - www.listen.com - **Hilco**, **Cliffers**, **Dubai Design and Fashion Council**, **Fantini Meszari**, **Grand Maîtres Classics**, **Illicita**, **Jacobson**, **Jalepeno**, **Kartell**, **Kohler**, **Kusner Maharam**, **La Centrale de Fabrication 305**, **Luxury Villages** and **Woodwards**. Some of our sponsors extend special exhibits for the **IDEIGN** Awards.



idatlife info@idatlife.com

Simplicity and complexity are the same thing and, added together, create beauty. “A thing of beauty is a joy forever,” said John Keats. Good design is complex, simple and yet timeless. Nature, seen in this Kauri wood with warm color, subtle grain, and complex nuances, still fascinates us even after almost fifty thousand years. Nature knows what is a timeless object of beauty.

– Terry Dwan
RIVA 1920

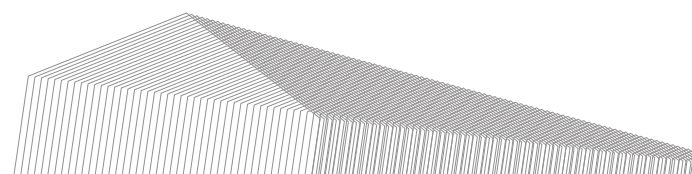
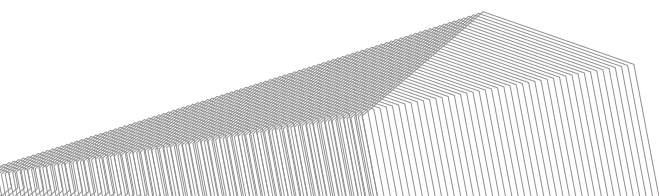
Good morning from New York! Thank you for the incredible honor last evening at the awards ceremony – we’re all so excited and proud of this recognition! Nobu Doha was a challenging project and the recognition from our community makes it that much more rewarding. I hope everyone had a fantastic evening in Dubai – and my apologies for not being able to join. Thank you for everything you’ve done for us over the years; I very much appreciate it.

– David
Rockwell Group USA

I wanted to thank you for such a great evening. We are extremely humbled to have won 2 awards this year and again thank you for hosting such a prestigious event.

We sincerely appreciated the international and experienced panel of judges which only brings more esteem to the awards.

– Bruno Guélaff
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