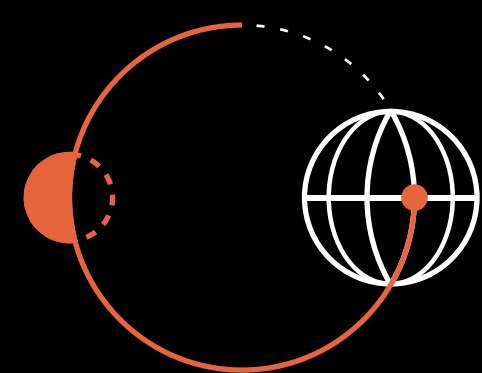


ACES *of* SPACE





OPERATING *at the* INTERSECTION *of* CREATIVE *and* STRATEGIC

**ACES OF SPACE IS A STRATEGIC
DESIGN AGENCY ON A MISSION TO
CREATIVELY DISRUPT THE STATUS QUO.**

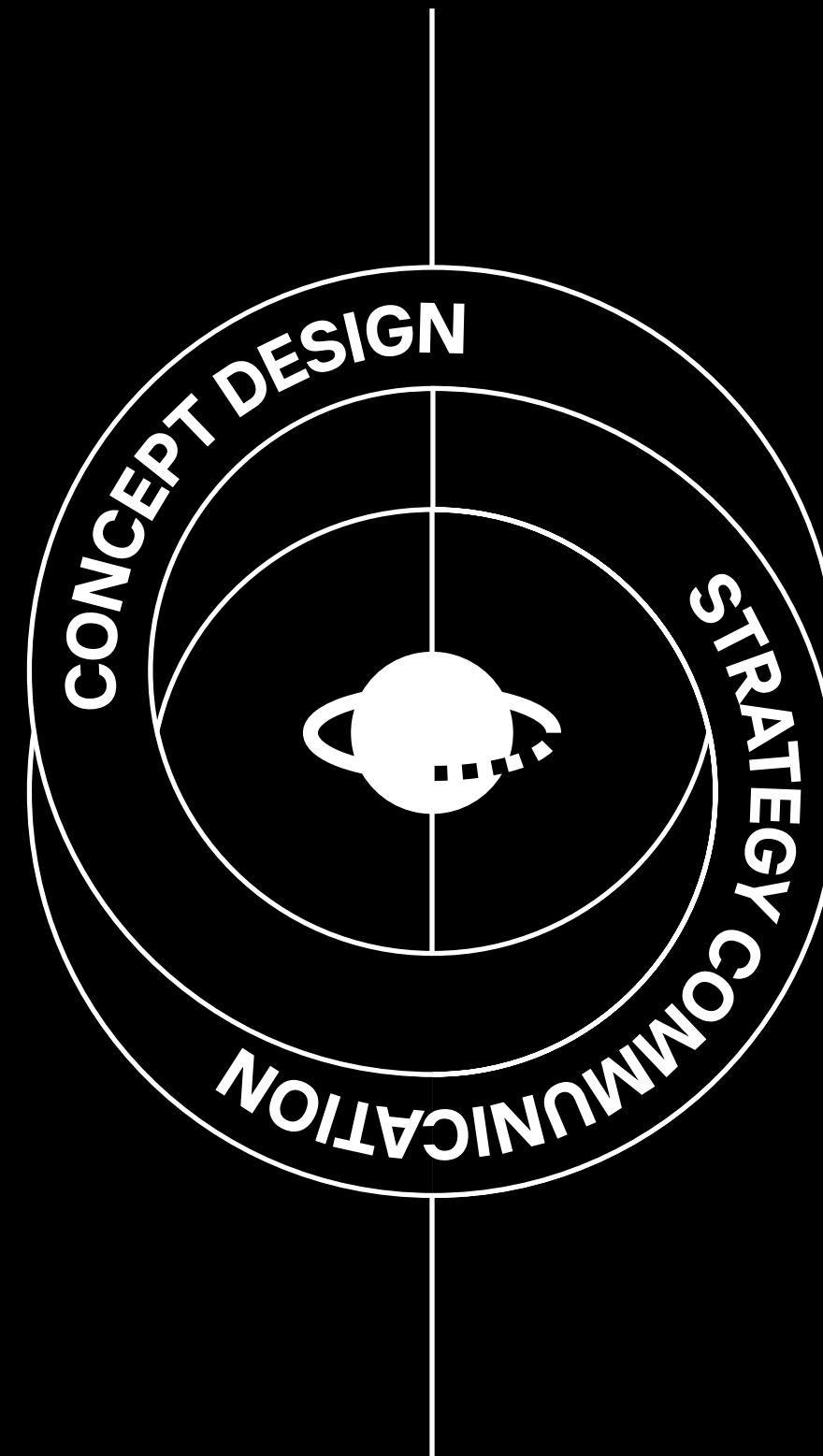
At our core, we are innovators and creators dedicated to the pursuit of unleashing brand potential. We operate at the intersection of creative and strategic, building sustainable, scalable and iconic brands that are fuelled by innovation and insight. We are masters

of space, dynamically moving between virtual and physical realities to deliver out-of-this-world brand experiences that redefine the customer journey. Who do we do this, you ask? With a data-driven design thinking methodology which allows our results-obsessed Aces to calibrate brand DNA at a molecular level, one atom at a time.

YOUR BACK

STRATEGIC:

CONSULTING
STRATEGY
SUSTAINABILITY
INNOVATION



CREATIVE:

ART DIRECTION
CIRCULAR DESIGN
INTERIOR DESIGN
BRANDING

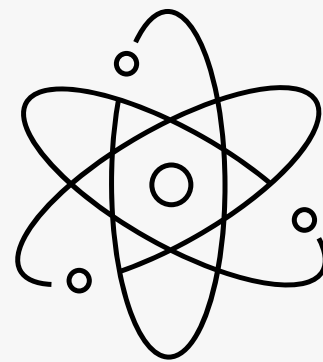
WE GOT IT

WE CONSULT, STRATEGISE, INNOVATE AND CREATE TO CONFIGURE GAME-CHANGING BRAND SOLUTIONS AND EXPERIENCES THAT HELP OUR CLIENTS RESONATE GLOBALLY AND ENGAGE LOCALLY, IRRESPECTIVE OF THEIR SIZE, SCALE OR INDUSTRY. Our one-of-a-kind business model is designed for innovative agility. Your project is unique in its complexities, and so is the team of Aces that works on it. This simple yet unconventional infrastructure is what allows us to consistently propel our clients to the forefront of their market segments.

Our capabilities include:

Brand Consulting / Brand Strategy / Sustainable Design / Brand Experience / Interior Design / Brand Design / Innovation / Brand Stories / Copywriting / Art Direction / Set Design / Content Creation / And more...

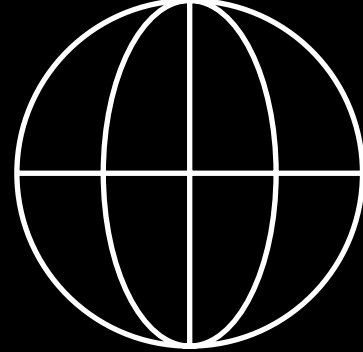
we BUILD BRAND DNA — ONE ATOM *at a* TIME





CREATIVITY fuelled by INNOVATION and INSIGHT

INVESTED IN KEEPING UP WITH THE LIGHT SPEED CHANGES AROUND US, ACES OF SPACE HAS DEVELOPED AN IN-HOUSE INNOVATION LABORATORY: Mission Control. A forward-thinking ideation hub, Mission Control employs advanced 3D technology, sustainability breakthroughs and strategic forecasting to deliver insights, tools and processes that future-proof our design methodology.

NONE OF US *is*
AS SMART *as*
ALL OF  US

BRAND EXPLORERS

MEET OUR ACES. WE SCOUR THE GALAXY TO FIND OUR ACES; LEADERS IN THEIR FIELDS WITH AN UNSTOPPABLE DRIVE TO HONE THEIR CRAFT AND ACCELERATE BRAND POTENTIAL.

Whether they choose to work in-house at one of our two creative hubs or remotely from another continent, each Ace represents a different facet of our creative ability, and possesses those rare, supersonic capabilities that makes them an expert within their chosen space.



ANDREW THEUNISSEN
OWNER AOS
LEAD CREATIVE
U.A.E.



JOHN BAUTISTA
PROJECT ARCHITECT
U.A.E



GIJS COOLEN
DESIGNER
INTERIOR
NL



HUSSEIN EL REDA
HEAD OF HOSPITALITY
U.A.E



TIM HUNDERSMARCK
OWNER AOS
LEAD TECHNICAL
NL



SIMONE PULLENS
CONCEPT DIRECTOR
STRATEGY & INTERIOR
NL



BART ELFRINK
DESIGNER
INTERIOR
NL



KIM SLEDDENS
DESIGNER
INTERIOR
NL



BABS VAN HASSEL
OWNER AOS
LEAD MARKETING
NL



FRE LEMMENS
SENIOR DESIGNER
BRANDING
NL



VIRGINIE VAN KALKEN
DESIGNER
BRANDING
NL



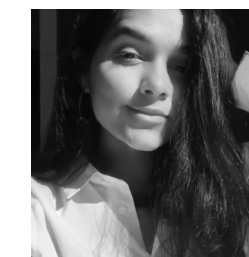
CYRIL DOMAYAGO
DESIGNER
BRANDING
U.A.E



SAMANTHA FRANCIS
OWNER AOS STUDIOS
CREATIVE DIRECTOR
U.A.E.



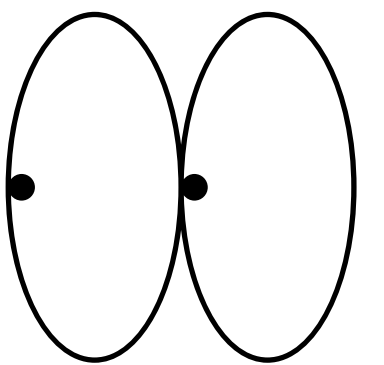
NICOLE DOUNEN
CREATIVE
SPATIAL DESIGN
U.A.E.



SAKINA IBRAHIM
CREATIVE
FASHION
U.A.E



DONNA BALITON
PROJECT COORDINATOR
U.A.E



we
BUILD
SUSTAINABLE,
SCALABLE
and ICONIC
BRANDS

SERIOUS ABOUT SUSTAINABILITY.
COMPROMISE ISN'T A PART OF THE
ACES OF SPACE DNA, WHICH IS
WHY WE DON'T BELIEVE THERE
SHOULD EVER BE A TRADE-OFF
BETWEEN IMPECCABLE DESIGN
AND SUSTAINABILITY. Frustrated with
the stereotypes and inaccessibility of
circular design, we have created an
integrated sustainability division that
intelligently reduces the environmental
footprint of every single project we
work on. Creating the impact, without
the emissions - pretty Ace, right?

the EFTELING HOTEL

THE NETHERLANDS

hotel

hospitality



the EFTELING HOTEL

THE NETHERLANDS

hospitality

hotel

Aces of Space teamed up with Bulsink to re-design and renovate the 102 comfort rooms of the majestic Efteling Hotel in Kaatsheuvel. Themed a 'Cloud Castle'. ('Luchtkasteel' a Dutch metaphor for 'illusion'), nothing in this room is ever what it seems... Sustainability has been a key concept in re-designing this room from the start. The challenge was to make it fun, beautiful and really let it blend in with the overall story we wanted to tell with our design.



THE EFTELING HOTEL | Kaatsheuvel, NL

BANKS MANSION HOTEL

THE NETHERLANDS

branding

styling



A
DIFFERENT
KIND
OF
HOUSE
BANKS
MANSION
AMSTERDAM

BANKS MANSION HOTEL

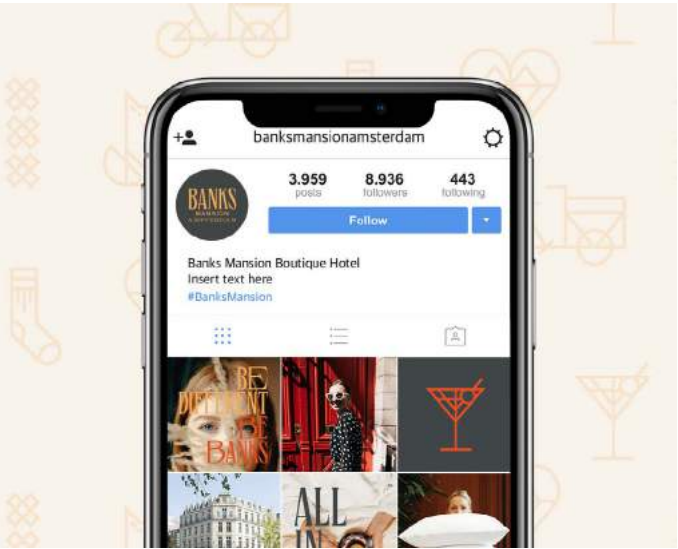
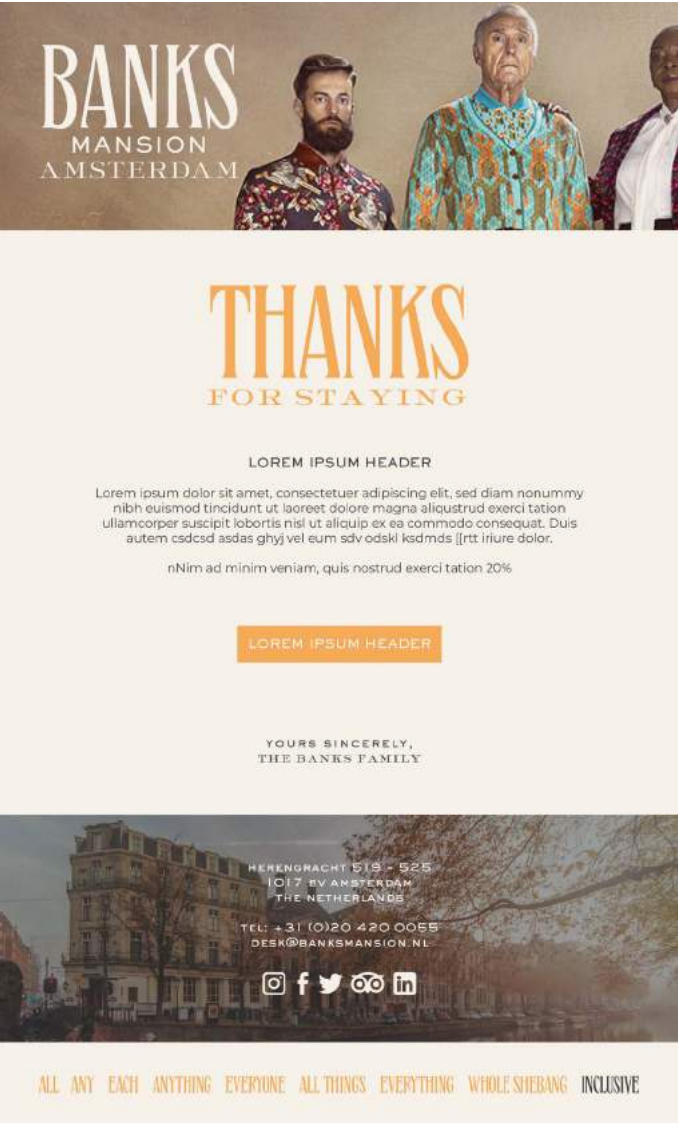
THE NETHERLANDS

- branding
- styling

If we had to describe ourselves in traditional terms, we are a boutique luxury hotel situated in Amsterdam’s famed Golden Bend district. But at Banks, we don’t really like labels. We prefer doing things our own way. We are your home next door, filled with friendly, sometimes slightly nosy neighbours who want to make you feel right at home from the moment you enter through our front door. We take the time to get to know you, because more than a one-size-fits-all grand gesture, we know that it’s the little things that make all the difference. Like your favourite cocktail ingredients or tea blend, along with our (almost) famous signature socks, which will be waiting for you in your bedroom. Located alongside the canal in Amsterdam’s Golden Bend, our quirky, familiar atmosphere lets you experience the city like a bonafide local.

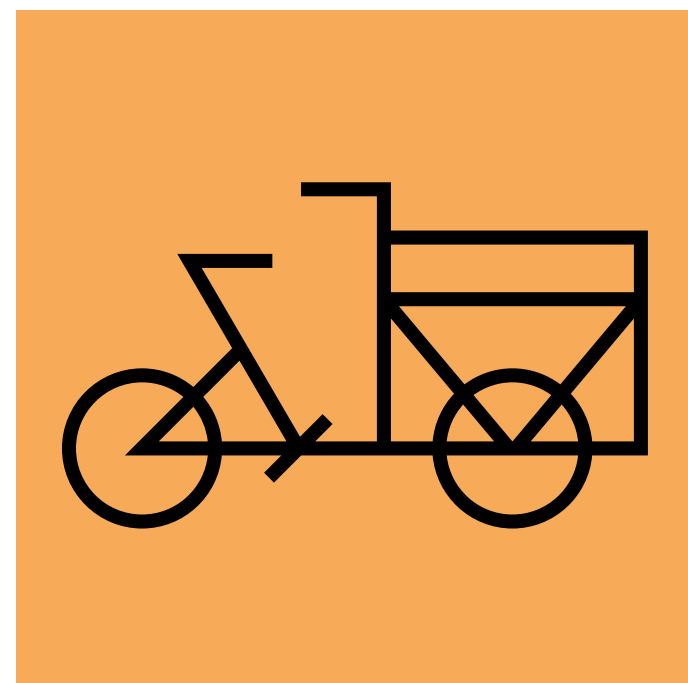
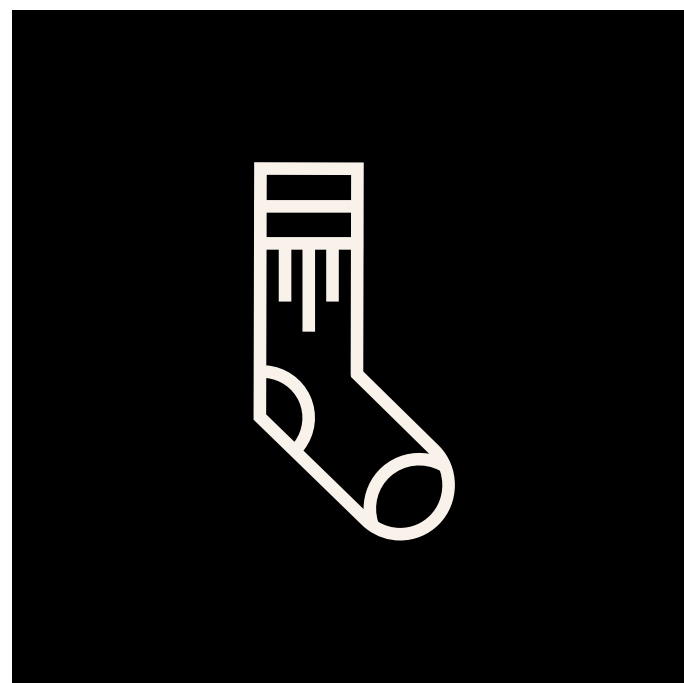
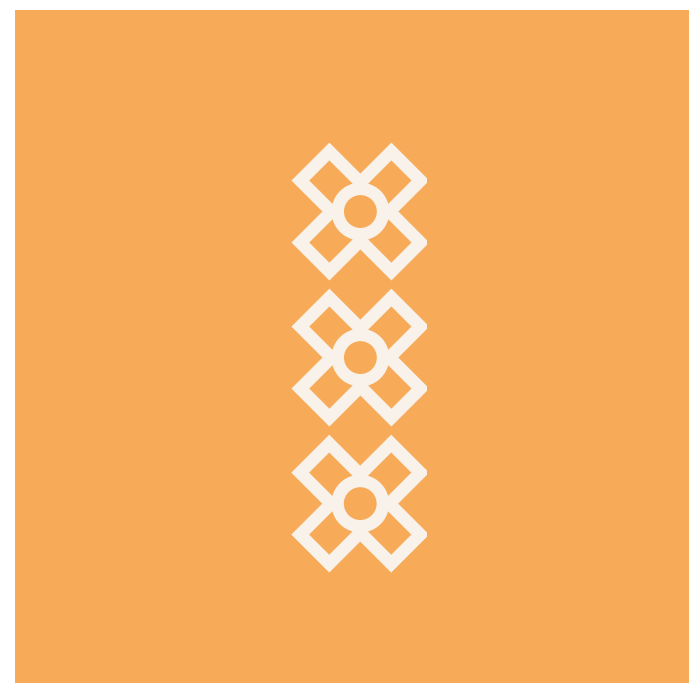
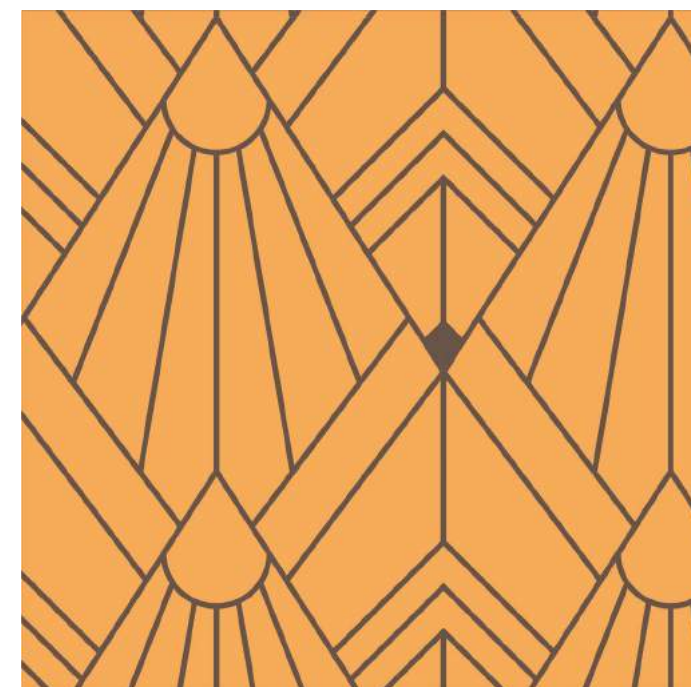
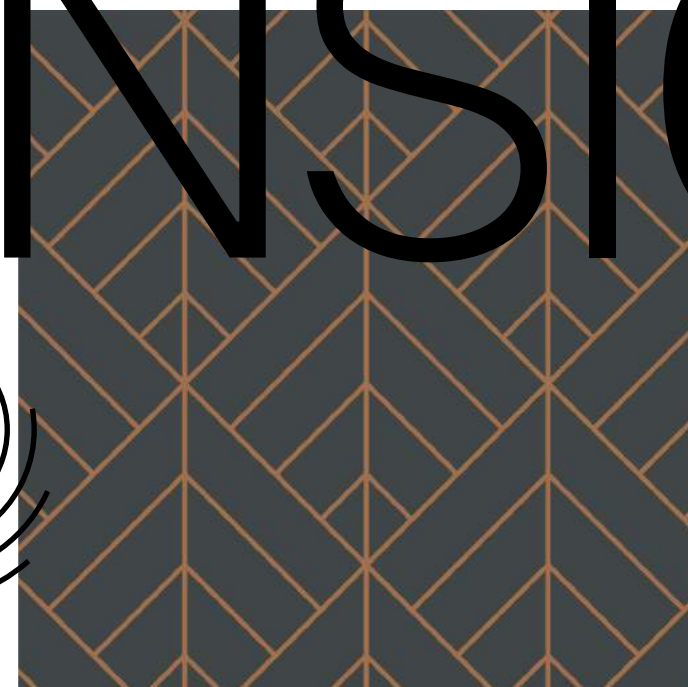
PS: Shoes are optional.

BANKS MANSION| Amsterdam, NL

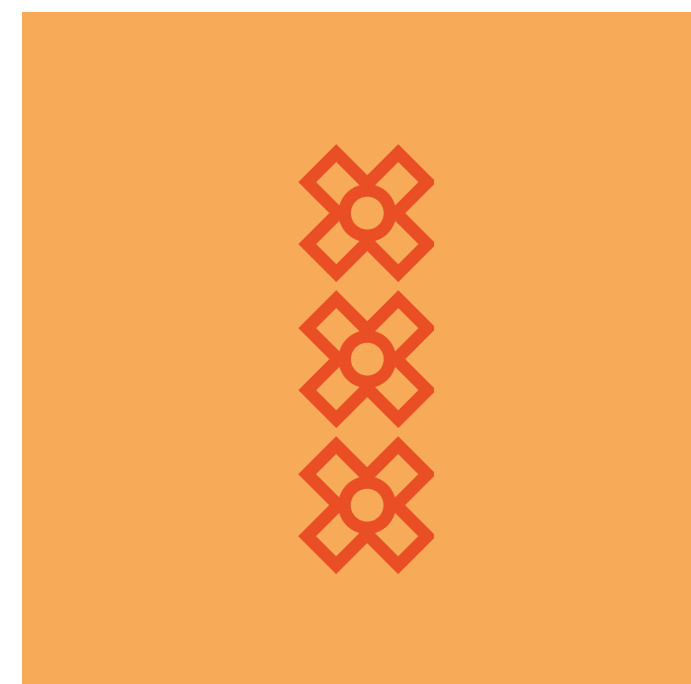
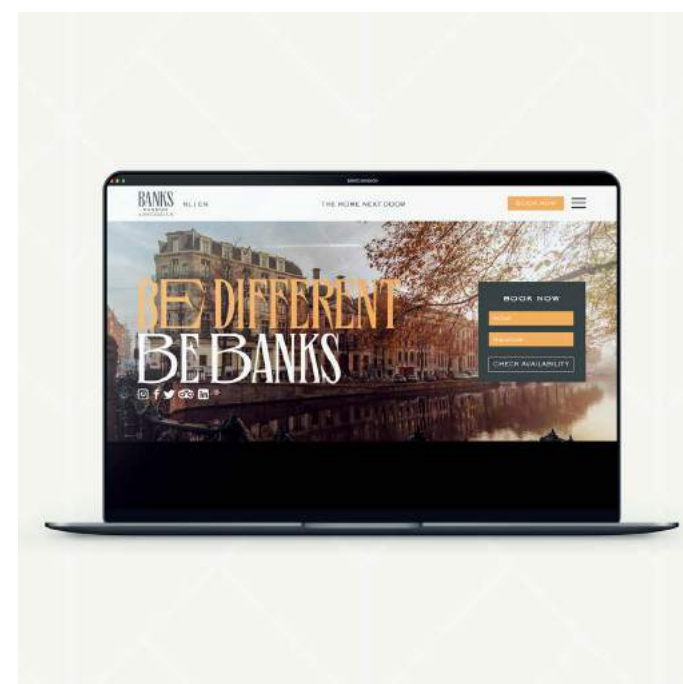


BANKS MANSION

IDENTITY



BANKS
MANSION
AMSTERDAM



LAUNCHING
BRANDS
by STORYTELLING
& DESIGN

SPORTIONM

THE NETHERLANDS

hospitality

leisure

branding

SPORTIOM

THE NETHERLANDS

hospitality

leisure

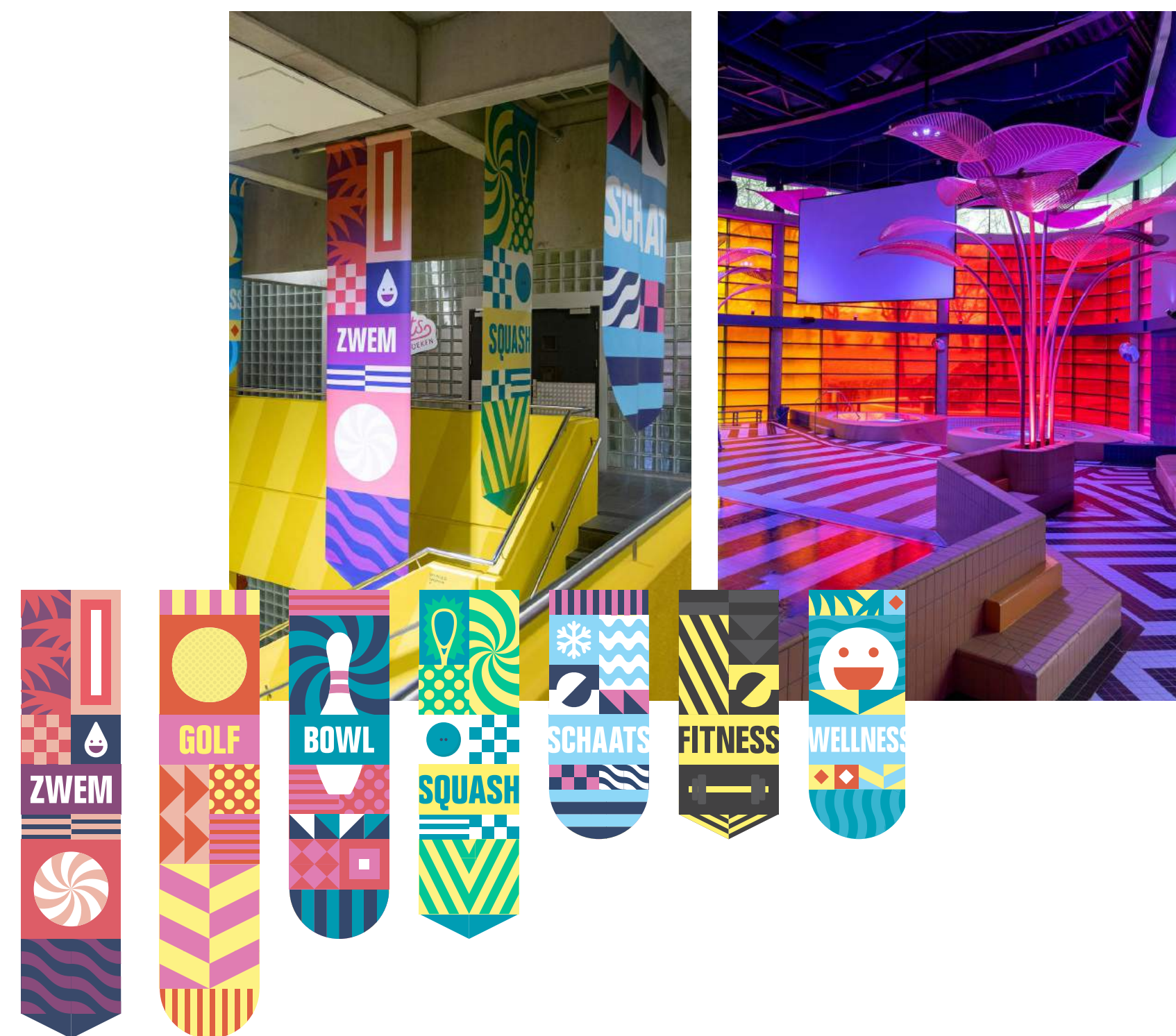
branding

The 20-year old leisure centre Sportiom was in desperate need of a revamp. Aces of Space created their new masterplan which contains a swimming pool, bowling alley, midget golf course, bar, restaurant, meeting facilities, grand café and fitness club. We were responsible for creating the complete new visual identity: from interior to branding, from wayfinding signage to graphic artwork. Sportiom is now ready for the future in their brand new colourful coat.

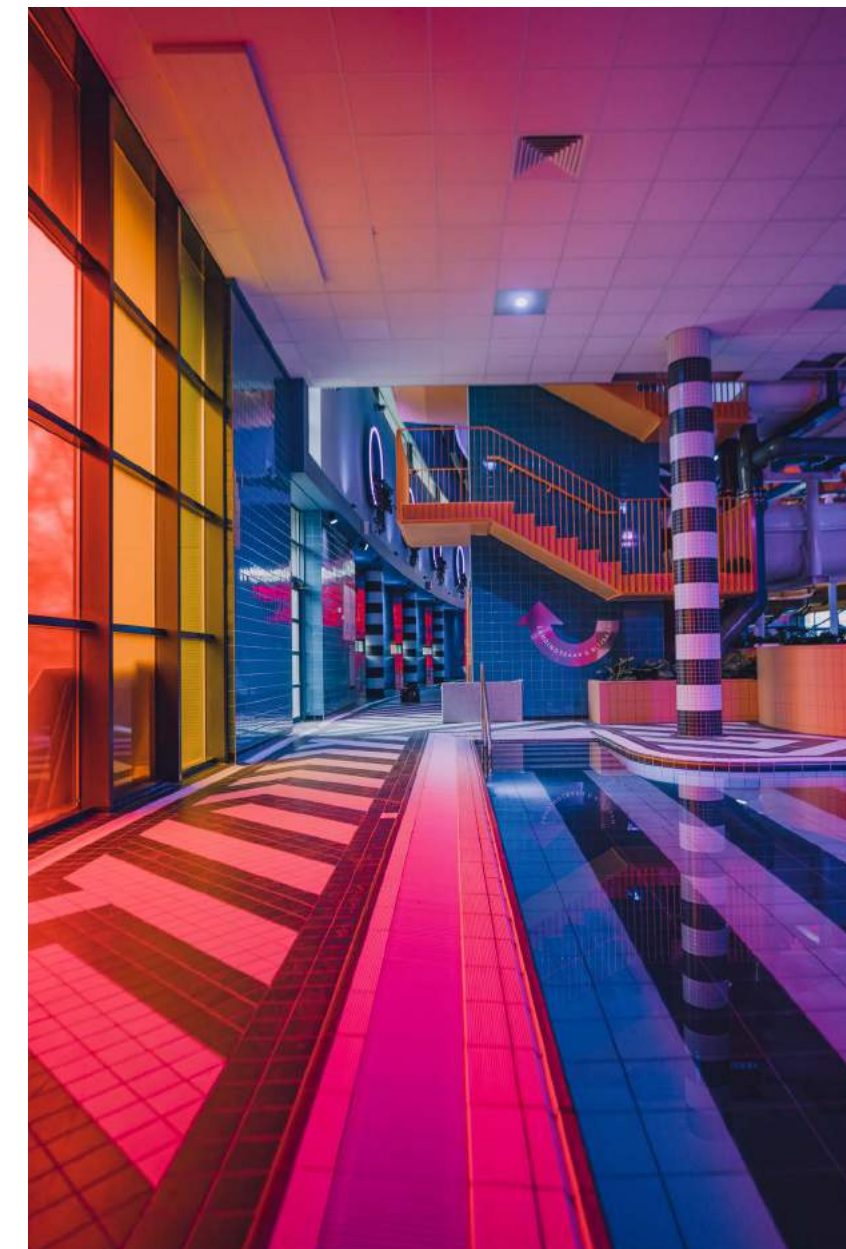
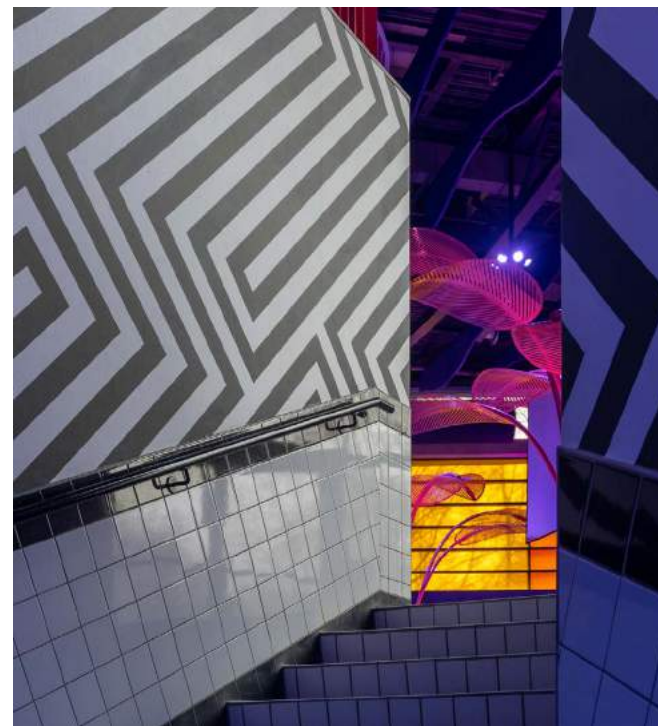
SPORTIOM | s'Hertogenbosch, NL



SPORTIOM IDENTITY



SPORTIOM+ INTERIOR



the AVOCADO SHOW

THE
AVOCADO
SHOW

THE
AVOCADO
SHOW

INTERNATIONAL

hospitality

roll out

airport

ORDER
HERE

ORDER
HERE

ORDER
HERE

order
& pay
here



the AVOCADO SHOW INTERNATIONAL

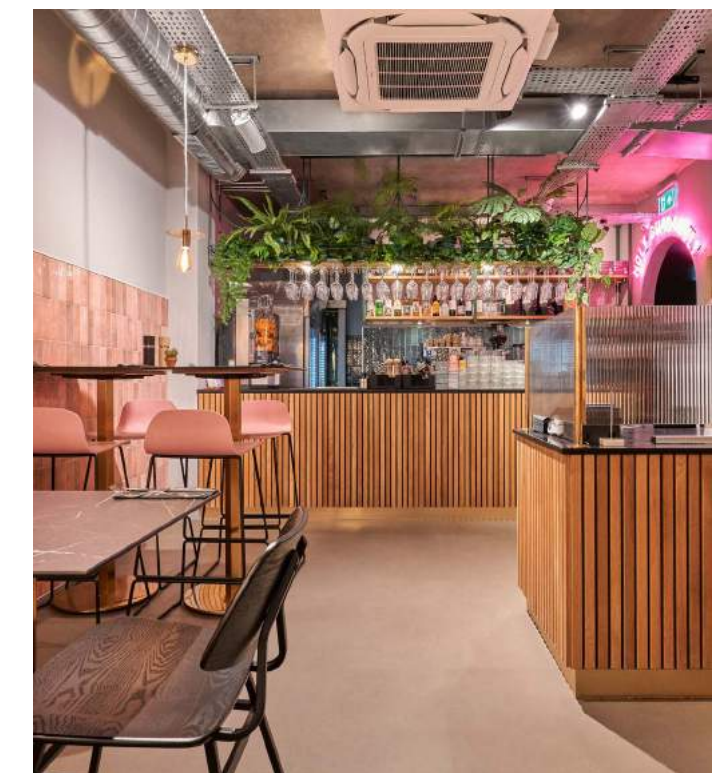
hospitality

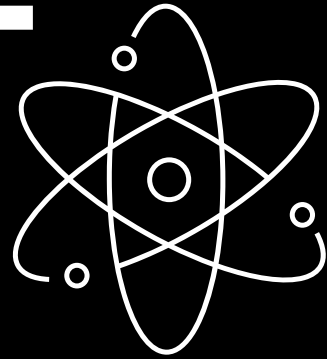
roll out

airport

Amsterdam based food concept The Avocado show already had an established identity of combining healthy food with creativity. Their signature assets such as the pink couch and plant wall were a given but we wanted to add touches of our own flavours to the mix! Resulting in a sophisticated yet still playful translation of the brand's concept. From roll out of their restaurant concept to international locations such as London, Paris, Stuttgart and Brussels, to a brand new 'to go' concept that will now see the light for the first time in The Avocado Shows' homeground Amsterdam, we can confidently say that our collaboration has been fruitful. (Pun intended. Did you know Avocado is actually a fruit?)

THE AVOCADO SHOW | Princes St. London, U.K.



on a
MISSION  *to*
CREATIVELY
DISRUPT 
STATUSQUO *the*

YATAY

UNITED KINGDOM

hospitality

branding



YATAY

UNITED KINGDOM

hospitality

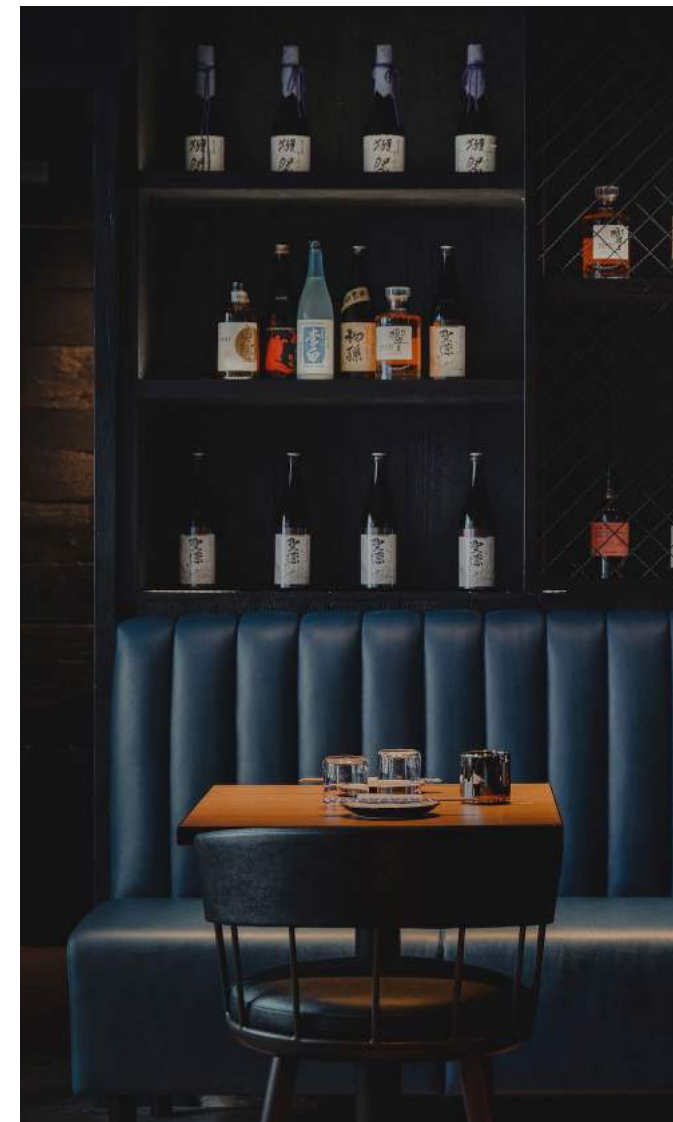
branding

Presenting Yatay newest branch, where guests are immediately transported to an intimate yet enthralling dining experience of Japanese cuisine and nightlife in the heart of SOHO. A certain air of mystery and excitement greets diners with its interiors alluding to a

memorable evening that is anything but ordinary. Playing with palindromes... that's what we did when it came to Yatay distinct logo indicating it's eccentric and fun approach to Japanese street food culture. It was also a nod to KAIBUN literally translated into "circle sentence"

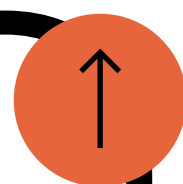
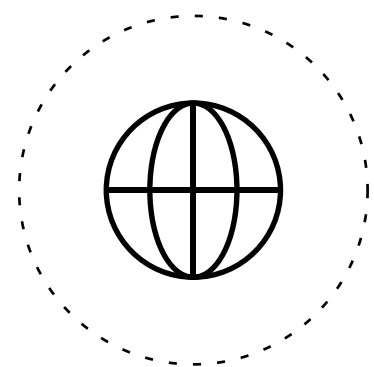
where sentences read the same from beginning to end and vice versa. Another distinct feature is its textured brush finish celebrating Tokyo's underground graffiti/urban culture.

YATAY | London, U.K.



YATAY

IDENTITY

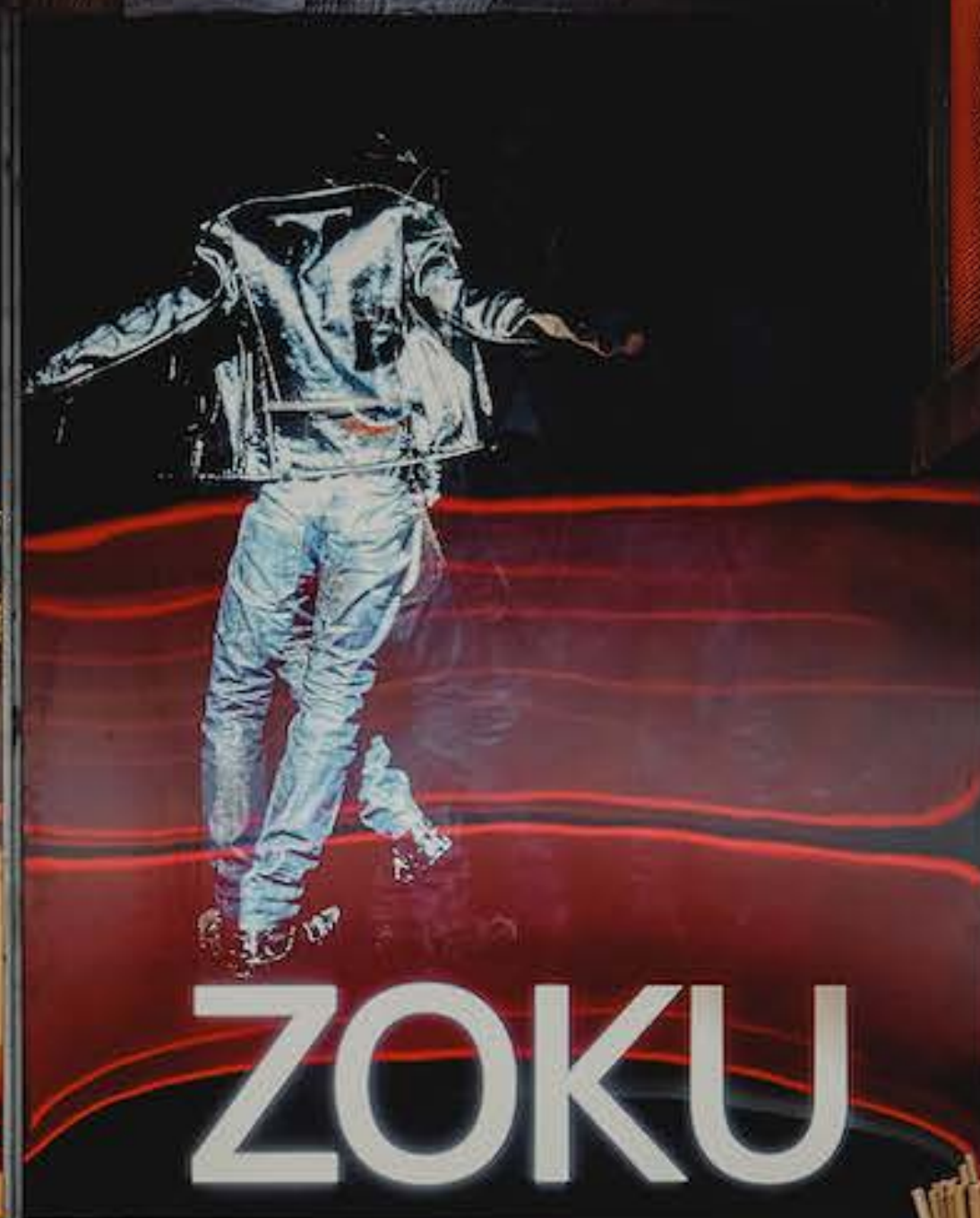


ZOKU

UNITED KINGDOM

hospitality

branding



ZOKU

UNITED KINGDOM

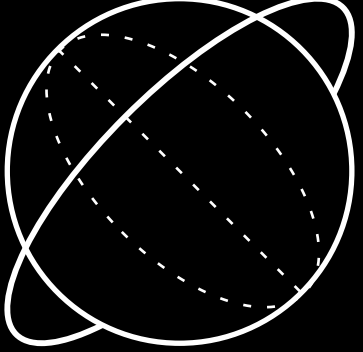
hospitality

branding

Moody, intimate yet buzzing with energy, immerse yourself in the Roller Zoku movement of Japan in this hidden annex at YATAY. Filled with iconic vinyl records and featuring the best of London's underground music, ZOKU is a must visit to relive nostalgic memories while writing new ones in this refreshingly vibrant space.

ZOKU | London, U.K.



let's
SKY
ROCKET  *your*
 BRAND
POTENTIAL 

BROWNS & CO

DUBAI

beauty salon

branding

BROWNS & CO

DUABI

beauty salon

branding

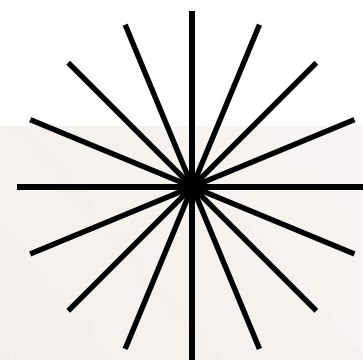
This new home for Browns & Co is like an oasis in the desert with all these soft earthy tones. It's an escape from the buzzing city life of Dubai. Browns & Co will make you feel like a princess while being groomed in this gorgeous looking beauty escape.

BROWNS & CO | Dubai, U.A.E.



BROWNS & CO

IDENTITY



DOIDOI

BELGIUM

hospitality

branding

HAVE A SEAT



DOI DOI

BELGIUM

hospitality

branding

Inspired by the sleepless food scenes of Bangkok and Hong Kong, Doi Doi aims for the gut and heart with delicious Asian delectables and oodles (plus noodles) of hang-out allure served from dusk till dawn in the fashion epicentre of Antwerp. With a name like Doi Doi, literally meaning 'hunger pang' in Vietnamese, it's no wonder our team at Aces of Space was hungry to whip up a full visual meal for

this restaurant concept. Inspired by the "Dusk till Dawn" slogan, we designed and installed a mural peppered with neon elements that glow bright come nightfall. In the crisp and vibe-heavy interior design, seemingly plucked from a neo-futuristic anime, huge hand-painted street art murals and a pop colour scheme (with Instagram-luring pink floor) turn Doi Doi into a hot social

hub for Antwerp's millennials. The flow of time isn't just visible in the lighting, it also affects the menus adapting to the time of day, from lunch time till cocktail hour. Like yin and yang, the branding created by Aces of Space represents daytime in the shape of a smiling face and night-time with the symbol of a woman peacefully enjoying a snooze as you snack on pho, banh mi and a Mai Tai.



DOI DOI | Antwerp, BE



DOI DOI IDENTITY

FOOD & DRINKS
DUSK X DAWN
BITS X BITES

Toilet

DOI DOI

Doi
DOI

DoiDoi
DUSK X DAWN
FOOD & DRINKS

DUSK TILL DAWN FOOD & DRINKS
DOI DOI

DOI DOI
DUSK TILL DAWN
FOOD & DRINKS

Doi
DOI

Doi
DOI

你好
Doi

FAT CHOW

DUBAI

hospitality

branding



FAT CHOW

DUBAI

hospitality

branding

Fat Chow is a buzzing Cantonese restaurant and cocktail bar in The Point, Dubai. Its origin story goes back to when Aces of Space absorbed the abundant energy and boldness of the streets of Hong Kong and transformed it into a concept powerful and dynamic enough to slay a dragon. The choice of several different food stations is an authentic tribute to the Hong Kong street food

scene, as are the Aces of Space-designed street art posters on the walls. Guests approaching the stations are encouraged to directly discover the different textures and flavors of the Cantonese cuisine, as advertised by the brightly shining signage.

The Fat Chow logo - also designed by Aces of Space - distills the dragon-level

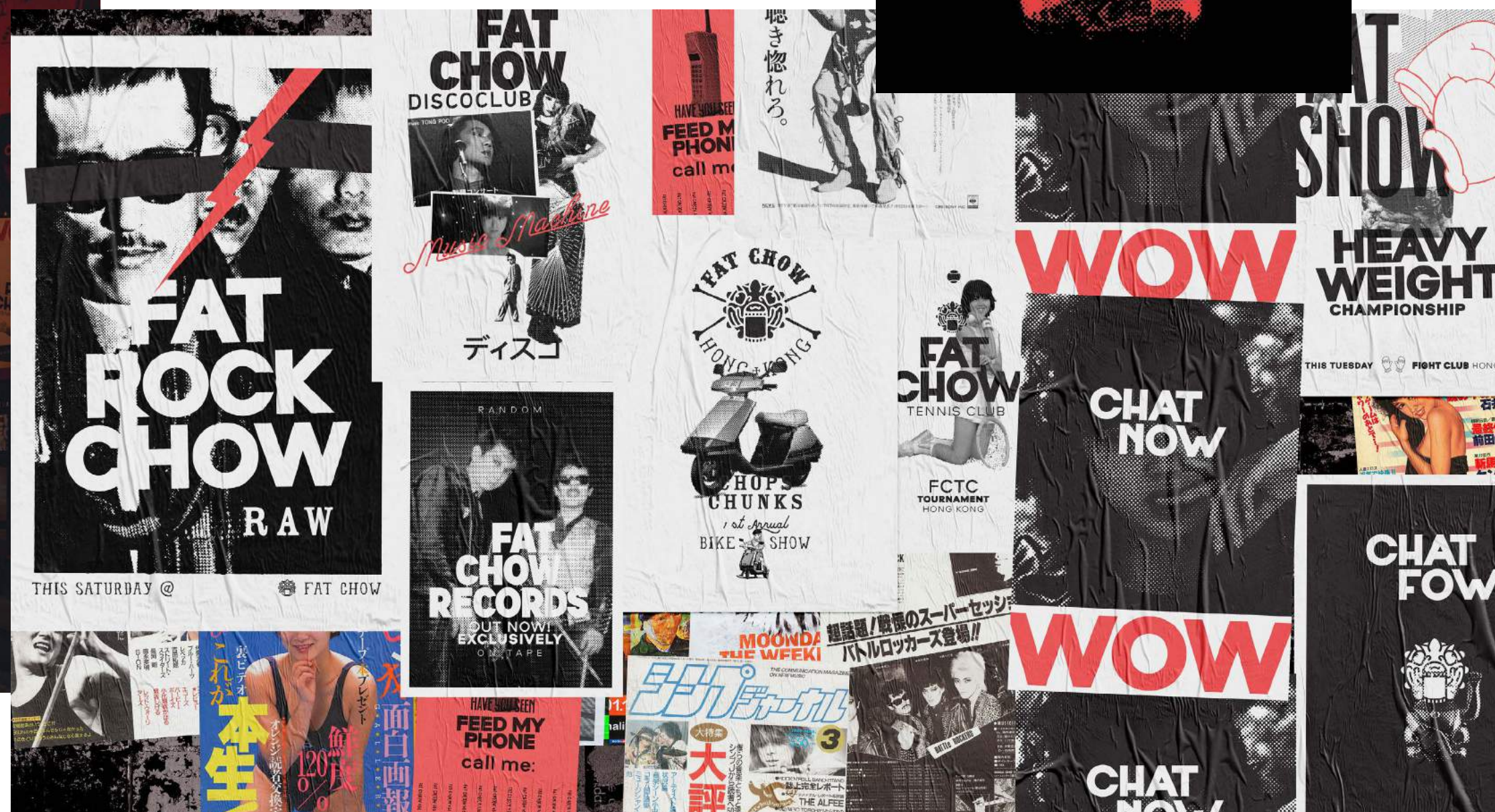
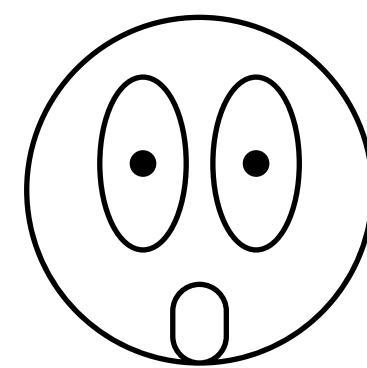
energy of the concept into a subtle and instantly recognizable branding element that breathes both contemporary and timeless design. The smart interior spacing and lighting make it possible to adjust the atmosphere and transform the downstairs daytime restaurant into a comfortable upstairs late-night cocktail bar, serving up Eastern mystery realness with authentic bar food.

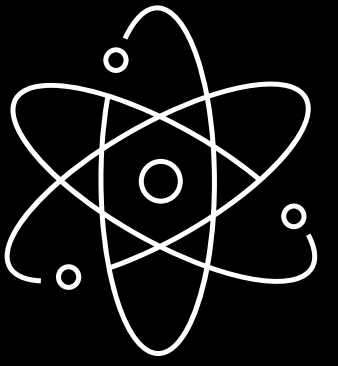
FAT CHOW | DUBAI, U.A.E.



FAT CHOW

IDENTITY



WORK *that*
RESONATES  
GLOBALLY *and*
engages LOCALLY 

PAAGMAN

THE NETHERLANDS

retail design

signage & wayfinding





PAAGMAN

THE NETHERLANDS

retail design

signage & wayfinding

When Aces of Space were earmarked to come up with a surprising, welcoming and inspiring design concept for this massive space, we made sure to blow the dust off traditional, musty 'bookstore' ideas and turn the page towards a fresh and exciting new chapter based on customer experience, strong visual impact and immersive storytelling.

First, we read up on the reasons why today's generation(s) like to go to a bookstore in the first place. After all, the Internet is everywhere and the library even has books for free. Why take the trouble to take a trip to the mall and actually visit a real-life bookstore? Besides, are millennials even reading these days? Uhm... Spoiler alert: they are.

A lot! Our extensive research dossier turned out to be full of plot twists. Did you know Millennials read more than any other age group? Yup. And that they prefer print books to e-books? True story!



PAAGMAN | Westfield Mall of the Netherlands, The Hague, NL

MONNO

DUBAI

hospitality



MONNO

DUBAI

hospitality

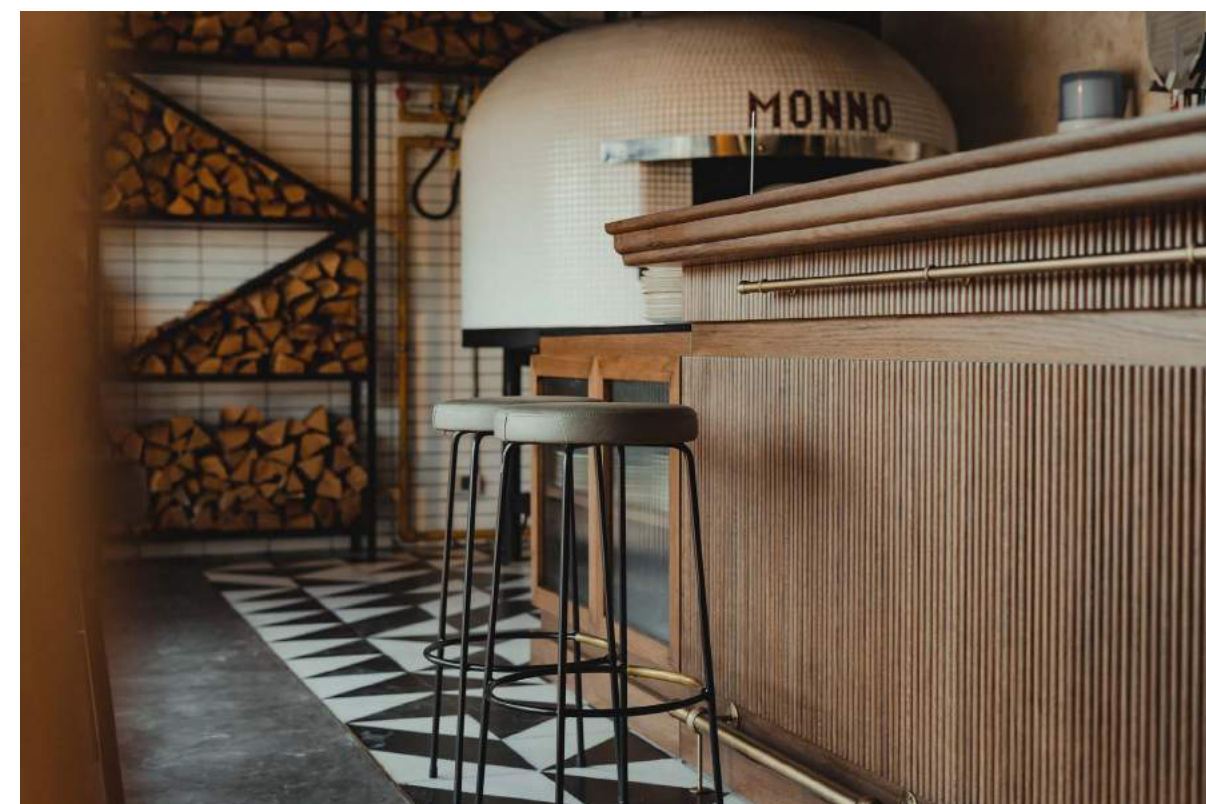
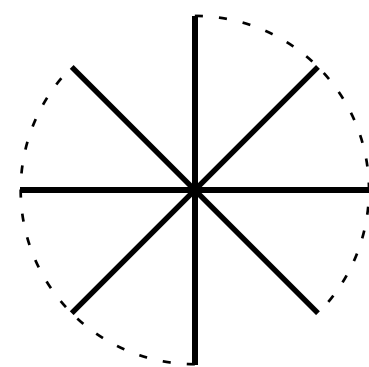
Upon entering Monno , you're immediately transported to a rustic culinary experience of Italy. We wanted to convey an effortless sense of authenticity through deep earth tones, textured wood and lots of natural light to complement the ristorante artigianale journey. The brick oven serves as a pièce de résistance to the space, with customized tiling of @monnodubai in block letters. It's more than just aesthetics, the aromatic scent of stone fire pizzas freshly made on the spot is a sensory experience. Monochrome imagery line Monno's walls serving as an homage to the old world charm of Italy and its rich culture retold through Monno's food that evolves with every visit to the space.



MONNO| Dubai, U.A.E.

MONNNO

INTERIOR



KOKO BAY

DUBAI

hospitality

branding

KOKO BAY

DUBAI

hospitality

branding

What does it take to create a successful new dining destination that can hold its own in a city like Dubai? An experiential design strategy, innovative branding, lots of travel and Aces of Space's creative touch! Designed to cater to Dubai residents and tourists year-round, the Aces' team set out on a mission to create a destination that guaranteed to cure even the severest of wanderlust cases. Focused around the principles of escapism and accessibility, it was time to kiss the overpriced and the ordinary goodbye, and dream up a travel-inspired experience like no other in the city.

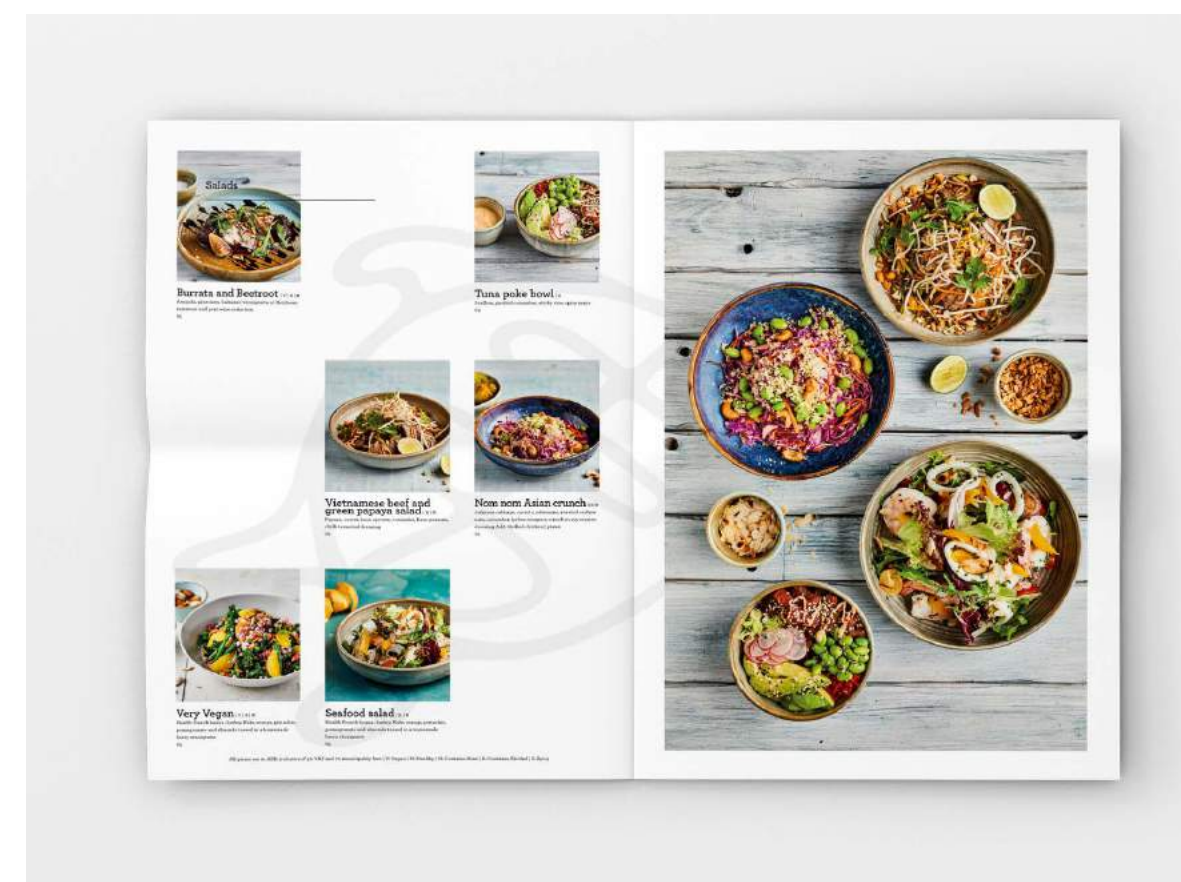
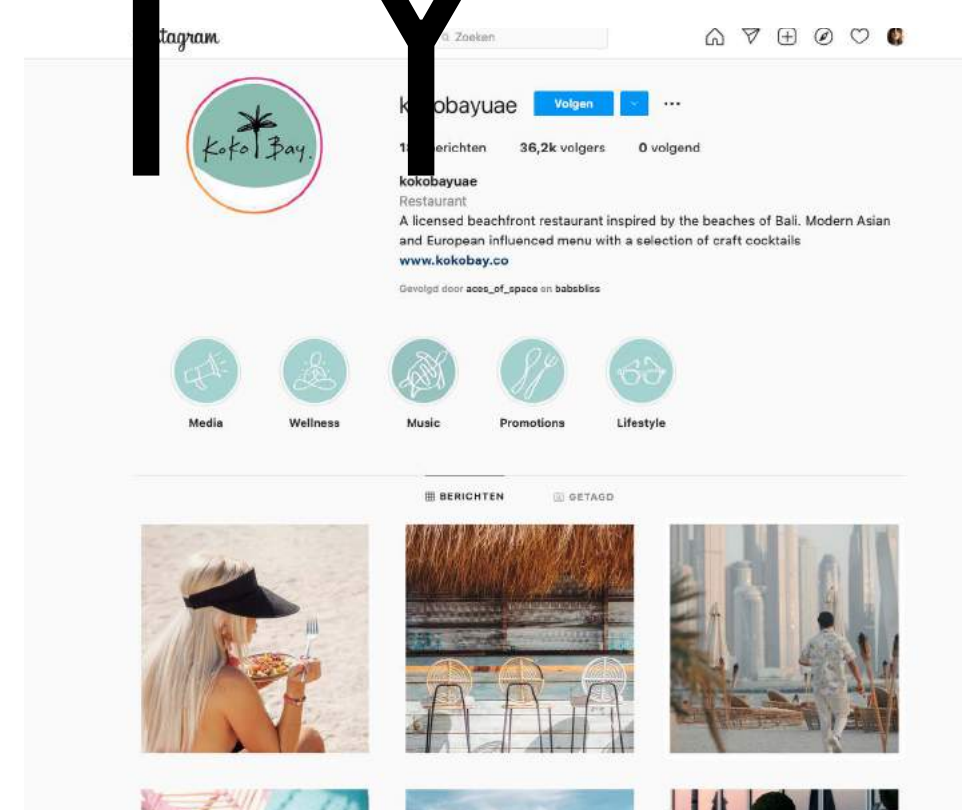
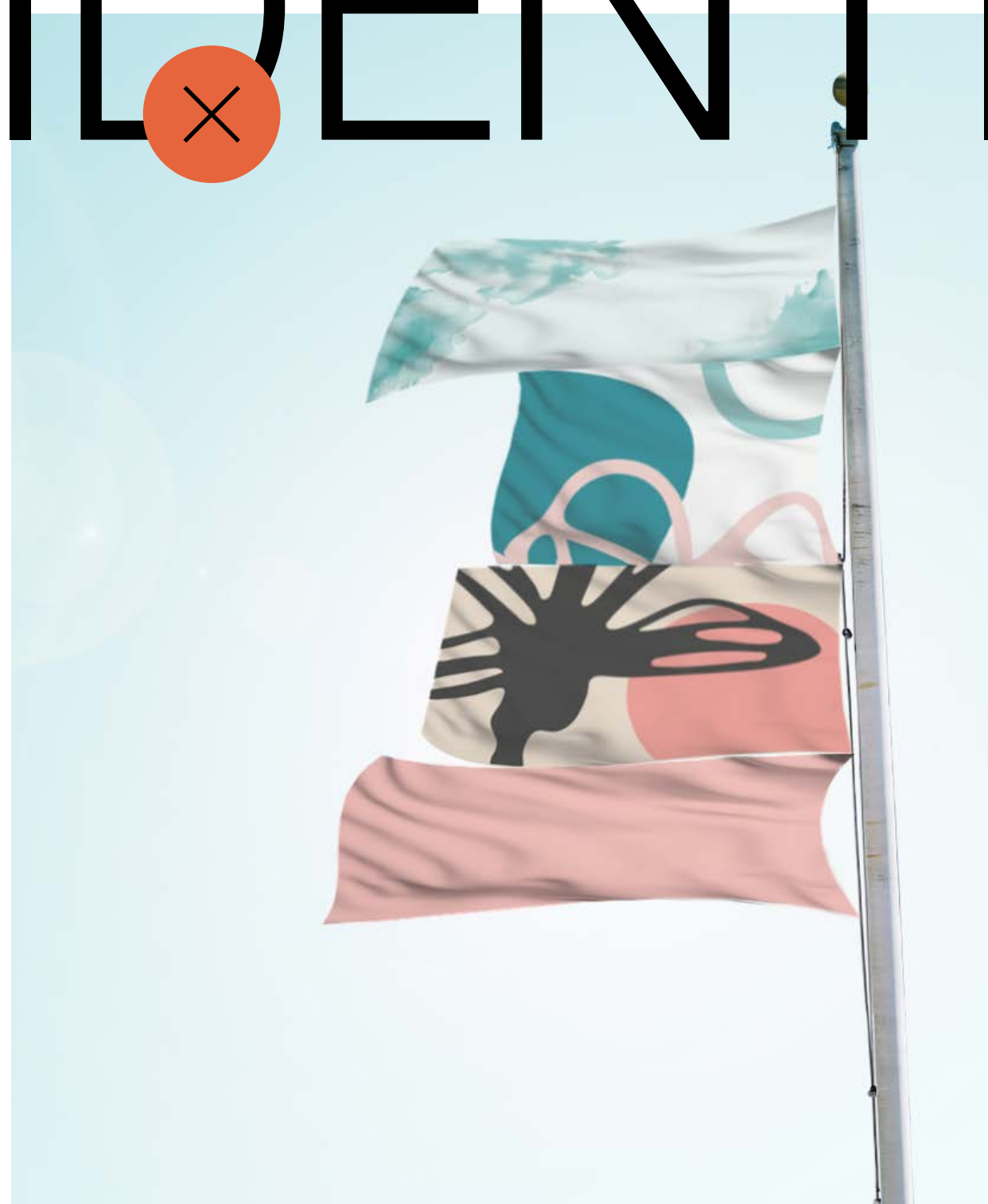
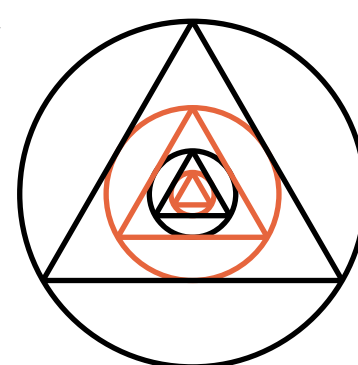


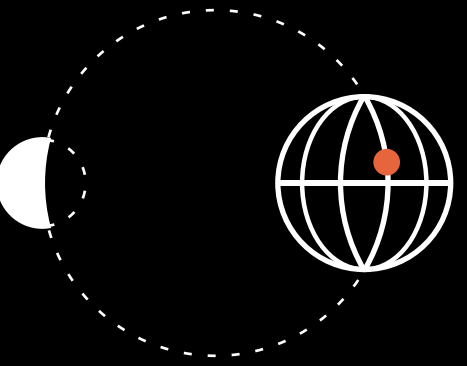
KOKO BAY | Dubai, U.A.E.



KOKO BAY

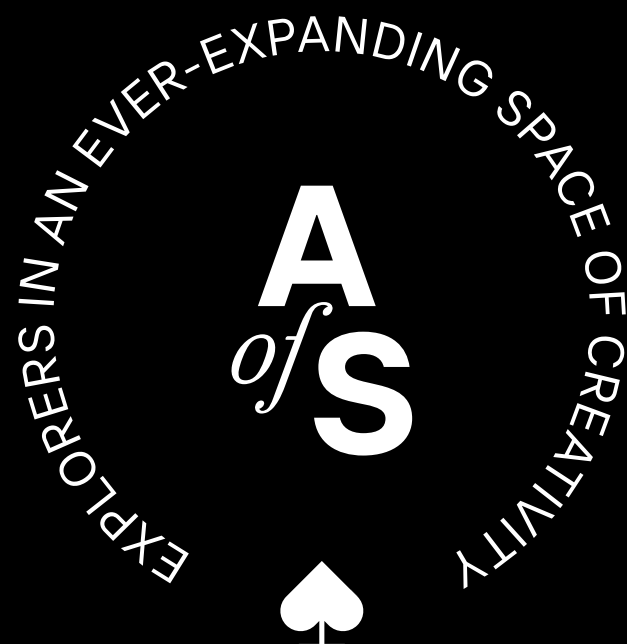
IDENTITY



HOW FAR
can WE GO *you ask?*
to THE MOON 
AND  BACK
we say

NL

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Unit 5231
5222 AE 's Hertogenbosch
The Netherlands
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AE

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