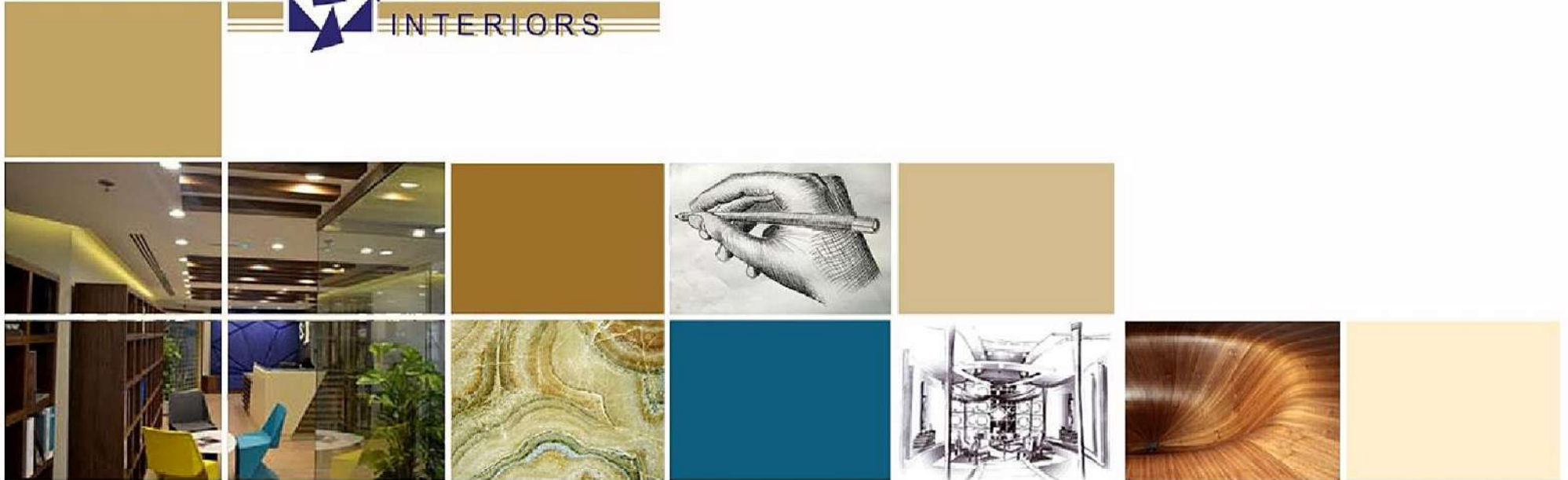




OFFICE # 404, AL SALEMIYAH TOWER-DEIRA
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DISTINGUISH DESIGNS,
OPTIMUM QUALITY,
TREMENDOUS ACHIEVEMENTS
AFFORDABLE COST
ARE OUR UNIQUE STEPS.

STEP Interiors has immense pleasure to introduce itself to your esteemed firm as one of the design and execution interior design company. STEP is specialized in residential and commercial projects such as villas, palaces, hotels, conference centers, furnished apartments, offices, flats, building entrances, common areas and shops interior décor work.

STEP Interiors was created in Dubai to provide services in all phases of the interior design process. Step's team had decided to invest their concentered experience on the ID field for the past 25 years in Egypt and Dubai by forming a company to design and execute the various interior design projects. In order to reinforce our role in that field especially in the United Arab Emirates a Joint Venture with a well-reputed Italian firm has been formed to strengthen our participation in the current construction development.

The only way to survive is to continuously be one STEP ahead, in today's competitive world. Our company's philosophy has always been to be ahead of not only our competitors, but of our client's demands and needs as well. To that end we have geared all our vast recourses and wide experience in our field, ensuring that we exceed our client's expectations rather than merely meet them.

Exclusive designs with self-identity is our criteria, STEP using only the latest and finest in computer technology, our interior department consists of highly professional and experienced interior designers and engineers. Their aim is to present the client with a full and comprehensive interior package along with a fully comprehensive and professional presentation as well as a computerized colour perspectives, pictures and samples of all the specified items and materials.

Permanently, our designing team is the pillar of our philosophy of meeting each and every demand of our clients. In addition, STEP provides a full and comprehensive range of services from the interior design to the execution and delivering of the project.

Project Approach

Our services are tailored to the specific requirements of each individual client as needed as follows:

- 1. Pre-design review and analysis.*
- 2. Space planning.*
- 3. Concept / Design Development & Presentation.*
- 4. Project cost.*
- 5. Execution stage.*
- 6. Specifications.*

1. Pre-design review and analysis

Personal interviews are conducted with the client and /or designated associates to familiarize ourselves with the organization, operating philosophy, desired image and growth projection.

Preliminary conferences are conducted to determine the scope of work, budget, coordinate general concept, practical considerations, and the time schedules with the Client, its Architect, the Operator, the Consultants and any other party involved in the technical assistance team.

2. Space planning

A preliminary space plan is developed to incorporate all current, immediate and future needs and requirements.

A project schedule is developed and agreed upon during this specific phase.

Project Approach

3. Concept / Design Development & Presentation

Coordinating conferences are held with the client and technical assistance team to develop the design concept.

Traffic patterns and space efficiency are evaluated along suitable maintenance standards.

Preliminary working drawings are prepared to coordinate our ideas with those of the team consultants and the client.

Upon client's approval of the design concept, color presentation boards showing furnishing and furniture sketches or photographs, artist impressions as well as floor plans and typical elevations are prepared for the client's review and final approval.

4. Project cost

This is the control factor of our work. The projected cost are reviewed during the initial phases and at the completion of design development and evaluated against the budgets. Concurrent with the conceptual design presentation, a project cost estimate is provided for both construction and furnishings within our scope of work.

5. Execution stage

After the offer acceptance and depending on the size of the project our skilled and professional team will ensure the perfection of the execution stage at the optimum level to hit our target which is never leave site without the full client's satisfaction.

6. Specifications

Itemized specifications are provided for any required furnishing, finishes, furniture, window treatment, accessories, lighting fixtures, hardware, and electrical equipment. Each item is detailed and identified by manufacturers. A finishes and quantity schedule as well as a specification book are compiled to illustrate Furniture, Fixture and Equipment (FF&E)

PROJECT REFERENCES

Al Salam Palace - Fujeirah, UAE
Agamy Star Hotel - Alexandria, Egypt
Clover Creek Hotel Apartments (Deluxe Furnished Apartment) - Deira, Dubai, UAE
Noodle House Restaurant - Deira, Dubai, UAE
Barbeque Delights Restaurant - Jumeirah Beach Residence, Dubai, UAE
Pizza Pazza Restaurant - Al Barsha, Dubai, UAE
Lebanese Gourmet - Deira, Dubai, UAE
Front Page Café - Deira, Dubai, UAE
32 Care Pharmacy - Marina, Dubai, UAE
32 Care Polyclinic - Marina, Dubai, UAE
Top Modern Dental Clinic - Marina Terrace, Mirdif, Knowledge Village, Dubai, UAE
EMPOWER (DHCC) - Dubai, UAE
Road Transport Authority - GUP 1& 2 in Dubai & Sharjah Border, UAE
Ajman Police Station - Ajman, UAE
Belhoul Group Office - Al Barsha, Dubai, UAE
GITG Field Office - Al Salemiyah Tower, Deira, Dubai, UAE
Essential International Investment LLC Office - Green Tower, Deira, Dubai, UAE
Legend Middle East Offices - Al Salemiyah Tower, Deira, Dubai, UAE
Beauty and Slimming Center - Dubai Health Care City, Dubai, UAE
Bin Ladin Trading Showroom - Dubai UAE
Al Maknoon General Trading - Dubai, UAE
Daphnee Shop - Al Gassal Center, Jumeirah 1, Dubai, UAE
Fares Shoe Shop Bin Daher Group - Abu Dhabi, UAE
Ali Salem Bin Abdullah majles - Jumeirah 1, Dubai, UAE
Abdul Salam Al Moutlaq Villa - Emirate Hills, Dubai, UAE
Noor Ali Nooman Villa - Sharjah, UAE
Al Nooman's Group of Villa - Sharjah, UAE
Alemade Villa- Doha, Qatar
Al Ansari Villa -Doha, Qatar
Al Sayegh Villa - Dubai, UAE



PROJECT REFERENCES

Dubai Hills Golf Villas – Dubai, UAE
Hyatt Regency Dubai Health Care Hotel and Residences – Dubai, UAE
Baklavaji Sweets – Al Barsha, Dubai, UAE
Molokhia Restaurant – Al Barsha, Dubai, UAE
Marzouk Cosmetics - Business Village, Dubai, UAE
Chari River Trading Office – Business Village, Dubai, UAE
Citylink Tourism Office - Business Village, Dubai, UAE
Location Café and Restaurant – International City, Dubai, UAE
Diplomat Man Gents Salon – Business Bay, Dubai, UAE
Photofast - Business Bay, Dubai, UAE
Pomo Glacee Café - Business Bay, Dubai, UAE
Antonio Grand Bottier – Wafi Mall, Dubai, UAE
Time out 2 Coffee Shop – Tecom, Dubai, UAE
Charisma Experts Conference Organizers Office – Tecom, Dubai, UAE
Select Media Advertising Office – Dubai Studio City, Dubai, UAE
Fuchsia Restaurant – Al Barsha, Dubai, UAE
Boulevard Business Center - Business Bay, Dubai, UAE
Dubai Laundry - Business Bay, Dubai, UAE
Mehr Mah Beauty Salon – Business Bay and JBR Branches, Dubai, UAE
EMPOWER Customer Service Center – JBR, Dubai, UAE
EMPOWER Customer Service Center Business Bay, Dubai, UAE
TAS-HEEL Business Center – Business Bay, Dubai, UAE
Reem Al Bawadi Restaurant - Deira, Dubai, UAE
Banque Misr Dubai Br. – Deira, Dubai, UAE
Banque Misr Sharjah Branch - Sharjah, UAE
Banque Misr Abu Dhabi Branch - Abu Dhabi, UAE
Abu Dhabi Capital Group - Abu Dhabi
Al Asri Engineering Consultants - Motor City, Dubai, UAE
NAGA Architects Designers & Planners- Marina, Dubai, UAE
Alex Care Clinic DMCC- JLT, Dubai, UAE
Gravity Hotel - Al Barsha, Dubai, UAE
Deem Finance - Abu Dhabi, Dubai, Sharjah Branches



PhotoFast®



Mehr Mah
BEAUTY SALON



بنك مصر
BANQUE MISR

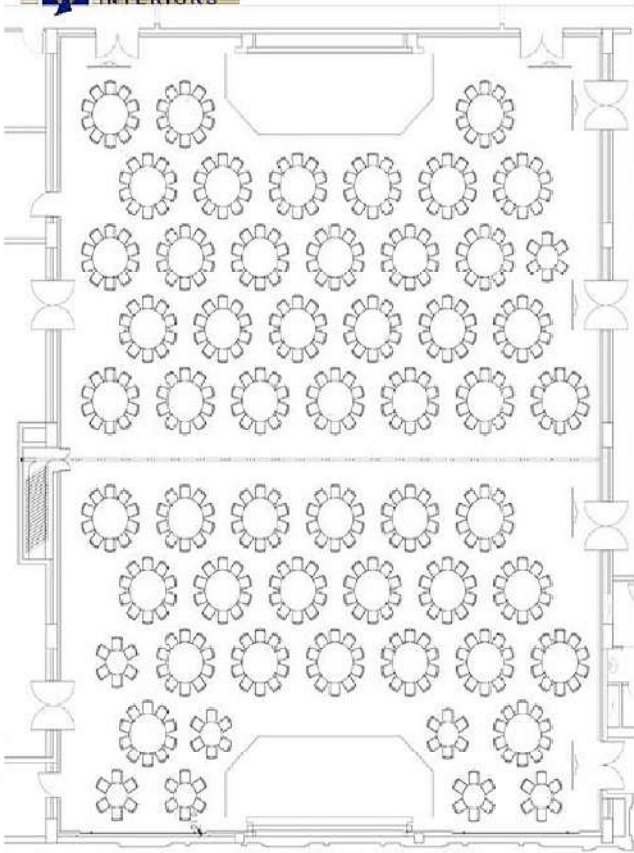
نعمل معاً لخير بلدنا



- 1-LOBBY
- 2-REC.
- 3-BACK OFFICE
- 4-RETAIL UNITS
- 5-LOBBY LOUNGE CAFE
- 6-LOBBY TOILET



ALL DAY RESTAURANT



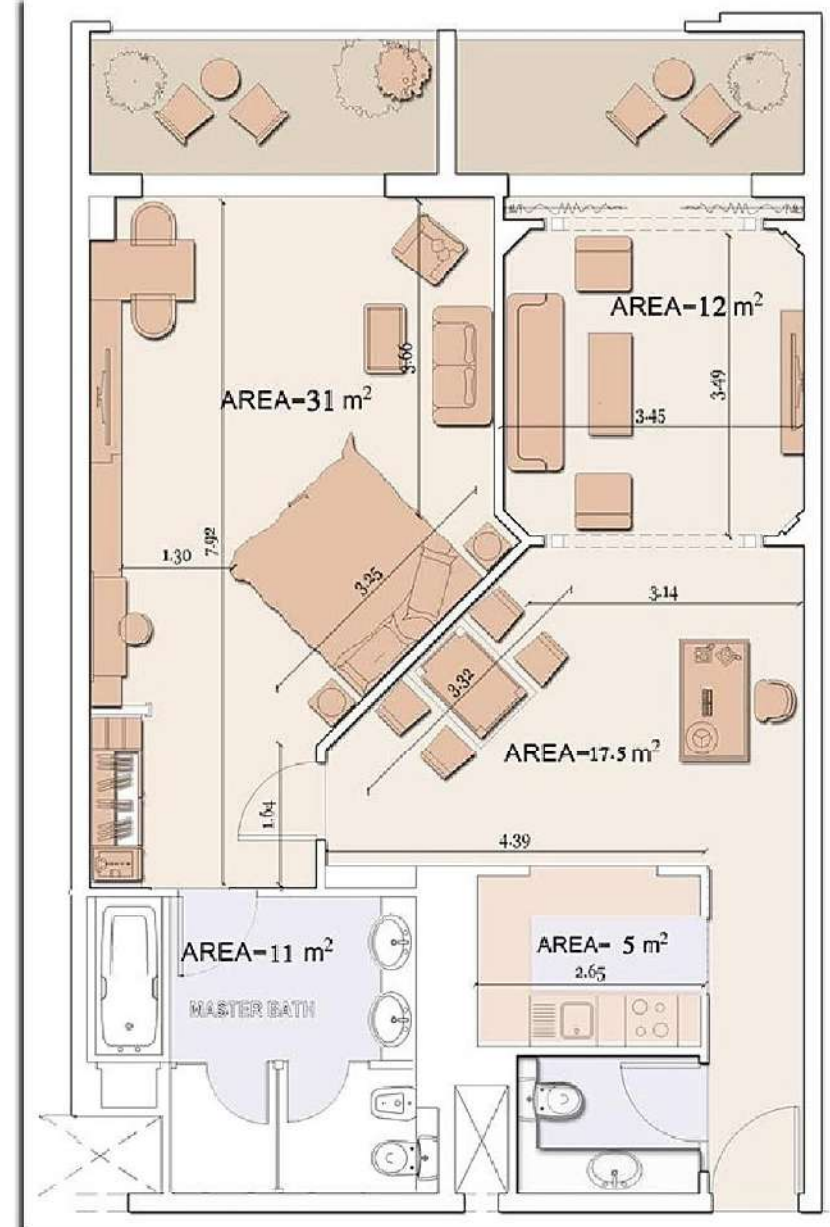
BALLROOM



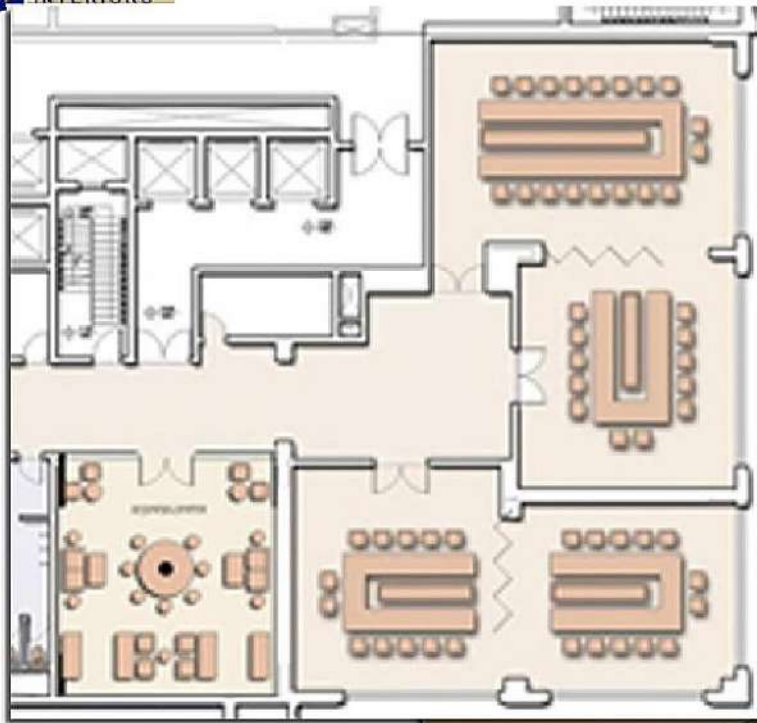
GUEST ROOM





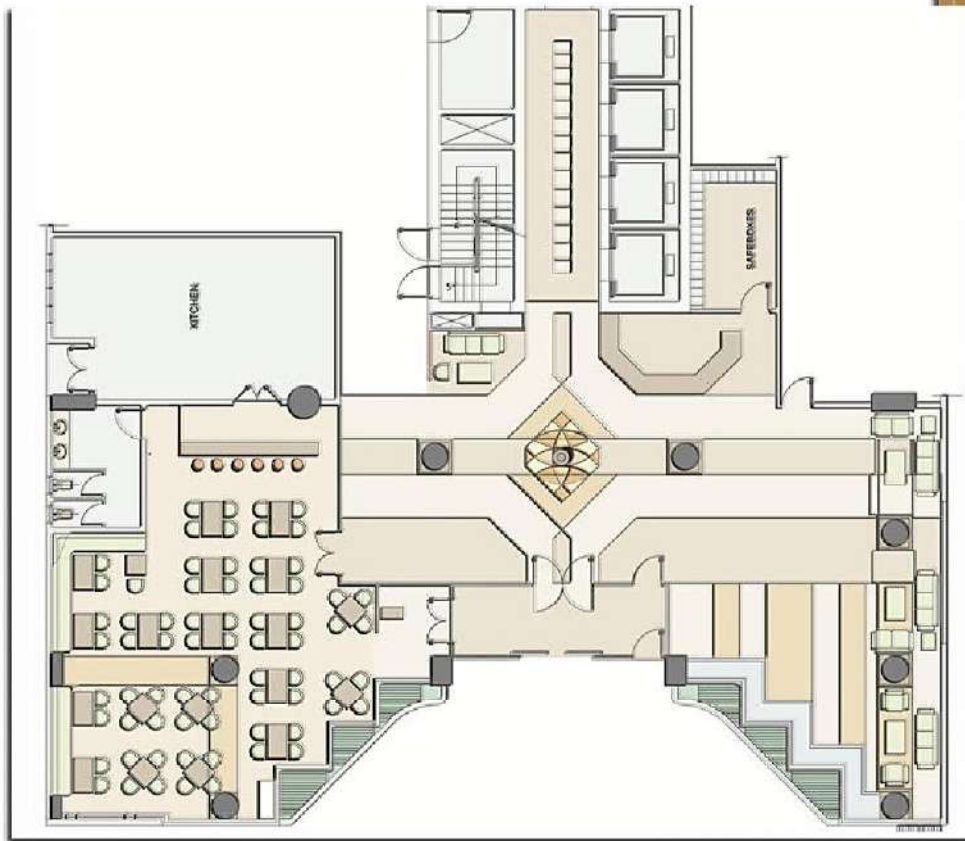








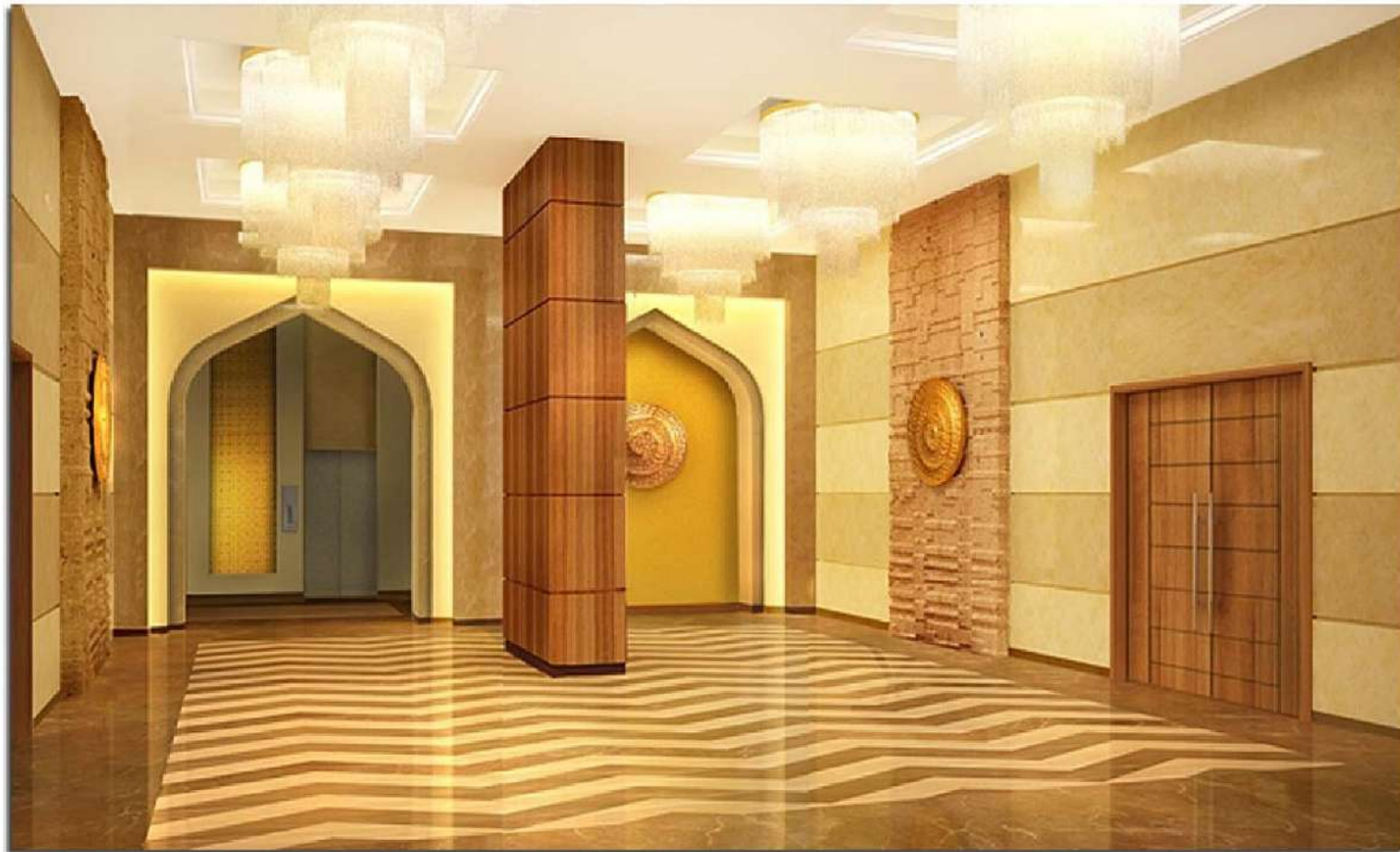






LOBBY





Apartment entrance





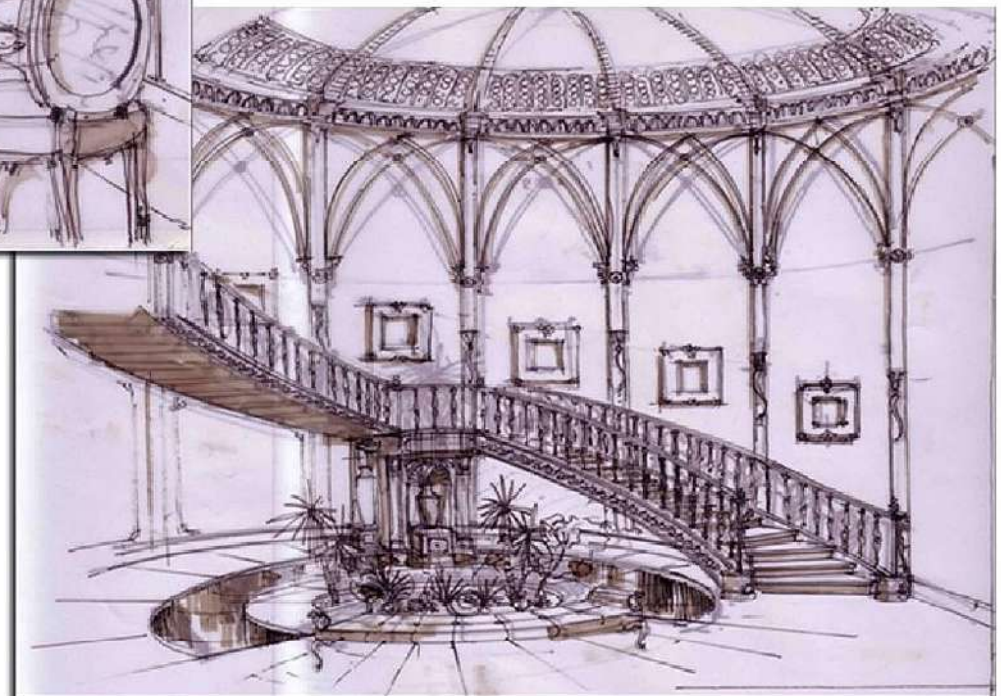
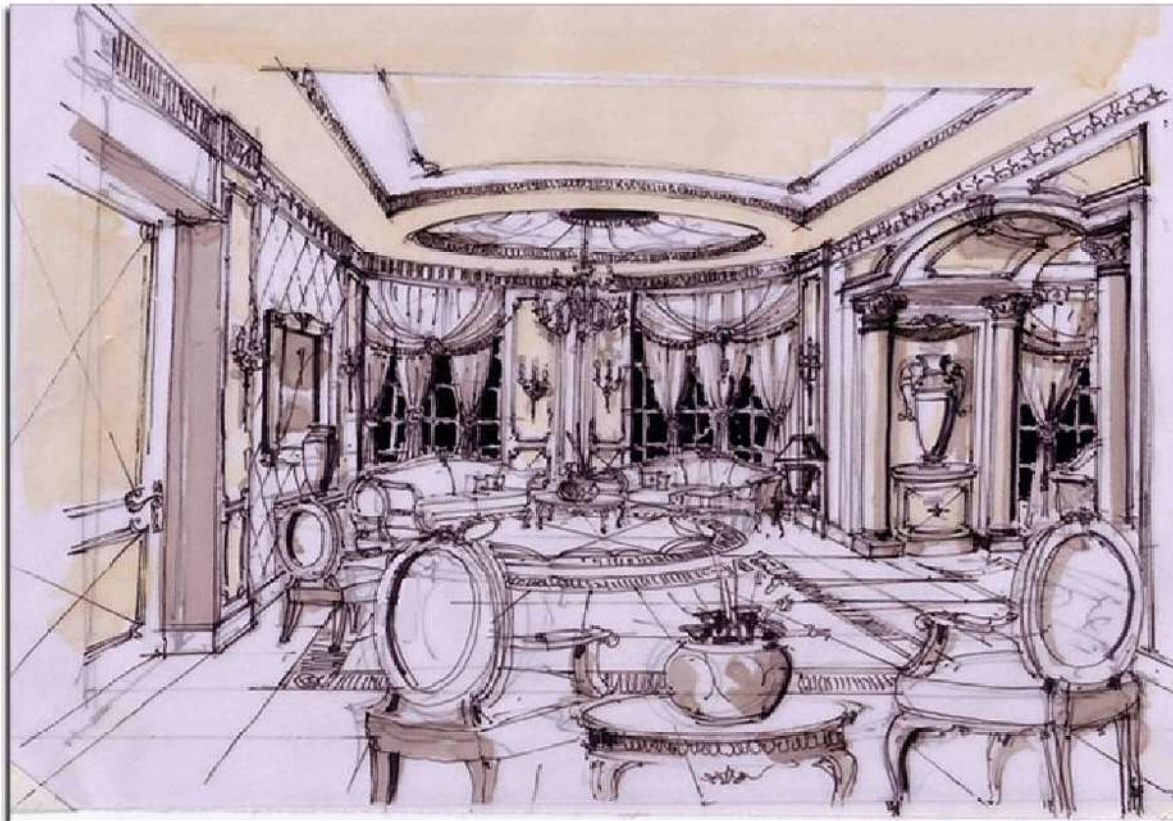
















MAJLIS





PALACE



MAIN MAJLIS



FEMAL MAJLIS







MAJLIS

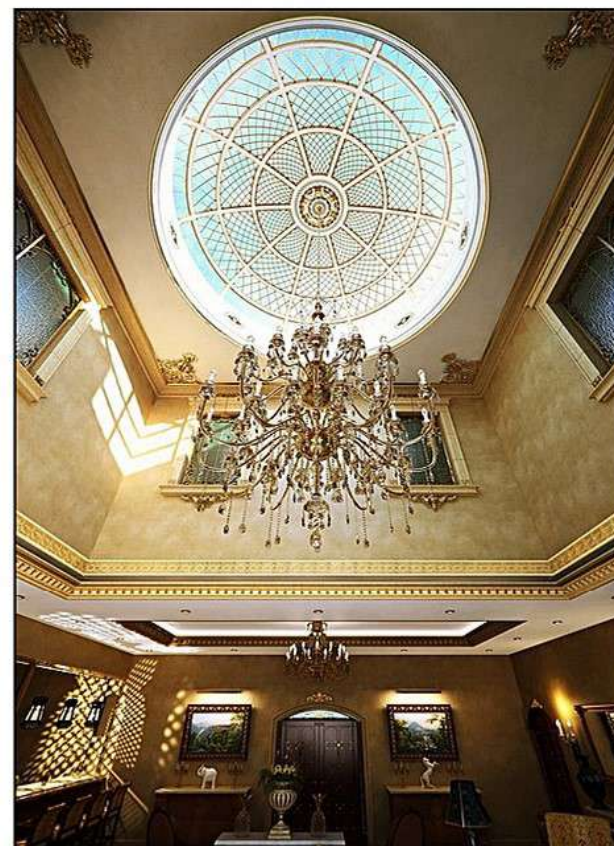




ENTRANCE MOOD



DINING ROOM





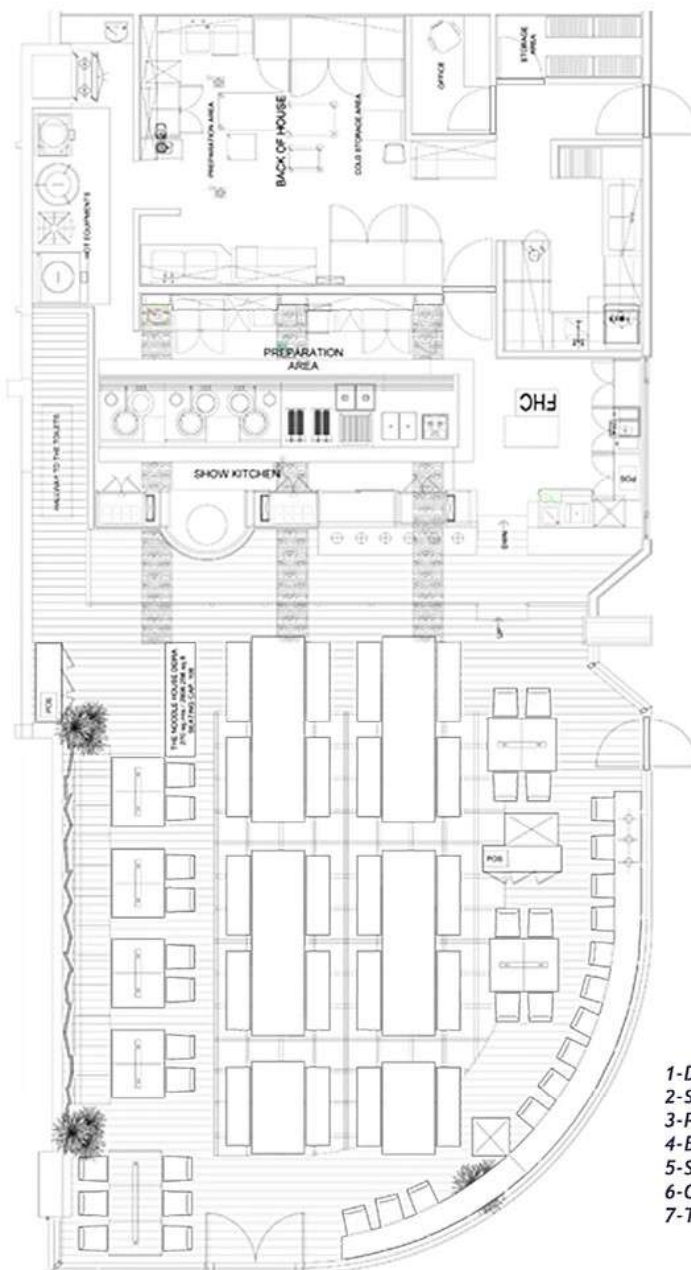
ENTRANCE MOOD



DINING ROOM



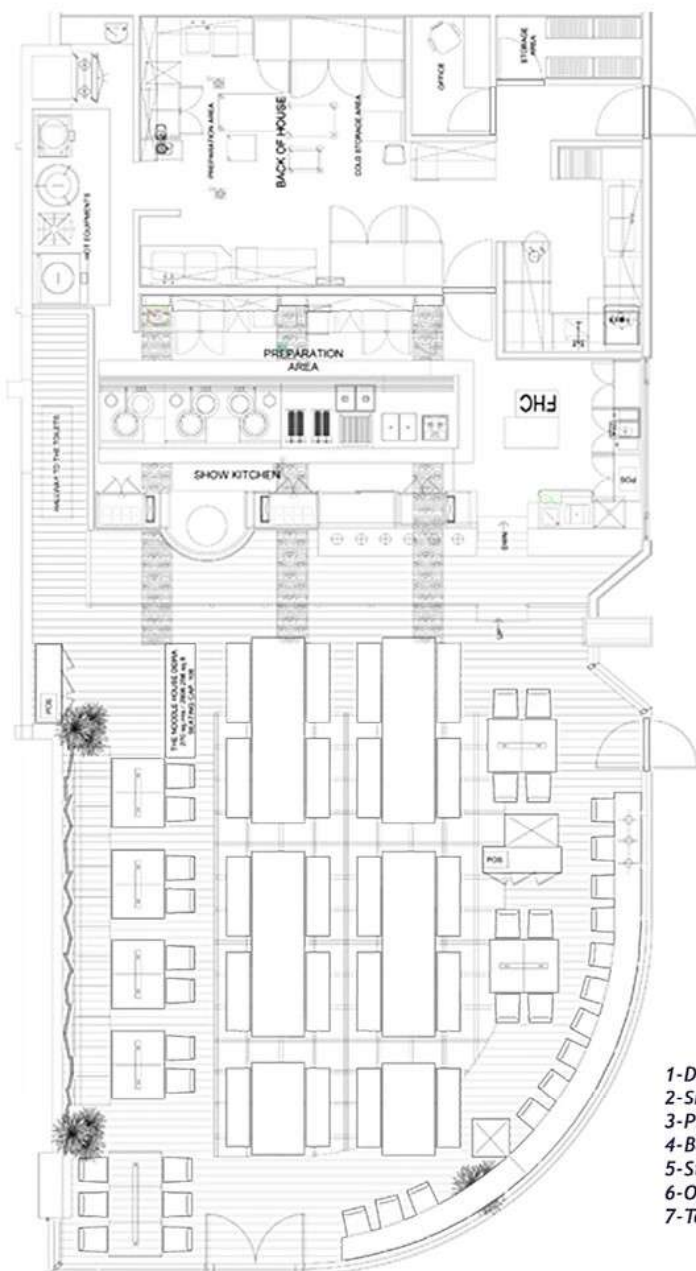




- 1-Dinning area
- 2-Show kitchen
- 3-Preparation area
- 4-Back of house
- 5-Store
- 6-Office
- 7-Toilet

Floor plan

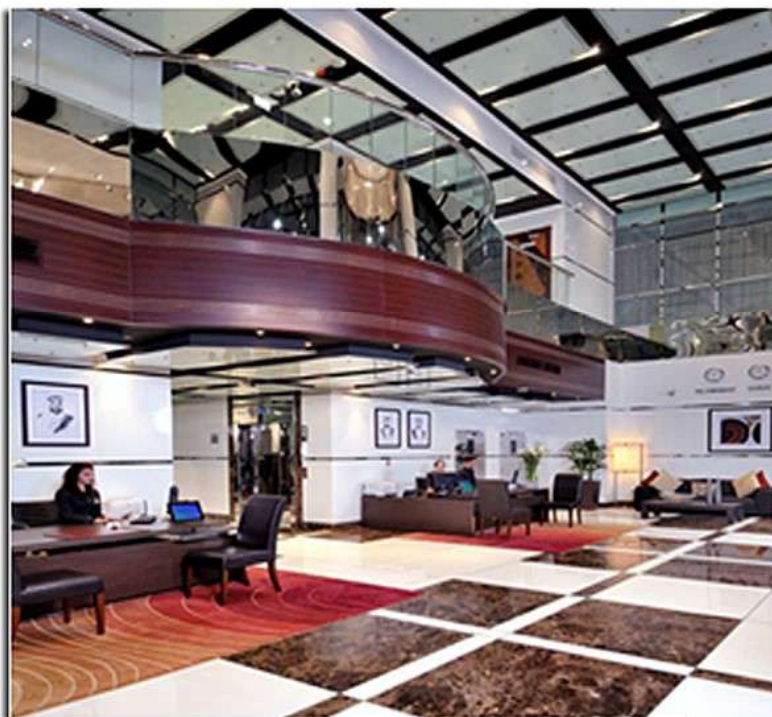


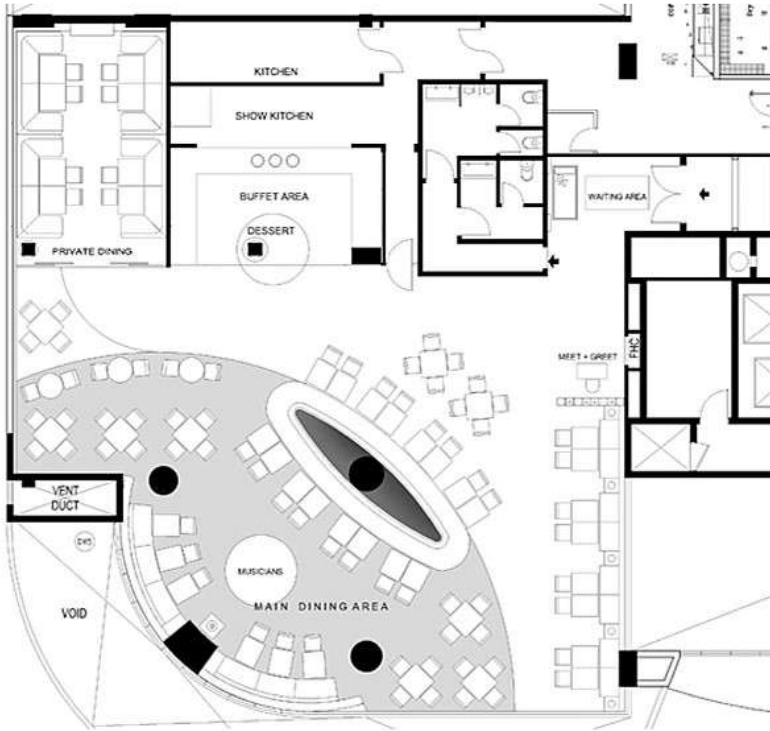


- 1-Dinning area
- 2-Show kitchen
- 3-Preparation area
- 4-Back of house
- 5-Store
- 6-Office
- 7-Toilet

Floor plan







- 1-Main Dinning area
- 2-Private Dining
- 3-Waiting area
- 4-Buffer area
- 5-kitchen
- 6-Store
- 7-Toilet



decorative lighting



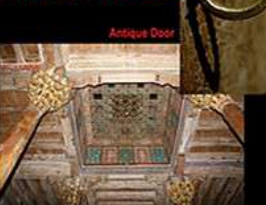
idea for tables



carpets



COLOR INSPIRATION:
Hues of REDS, BLUES and GOLDS

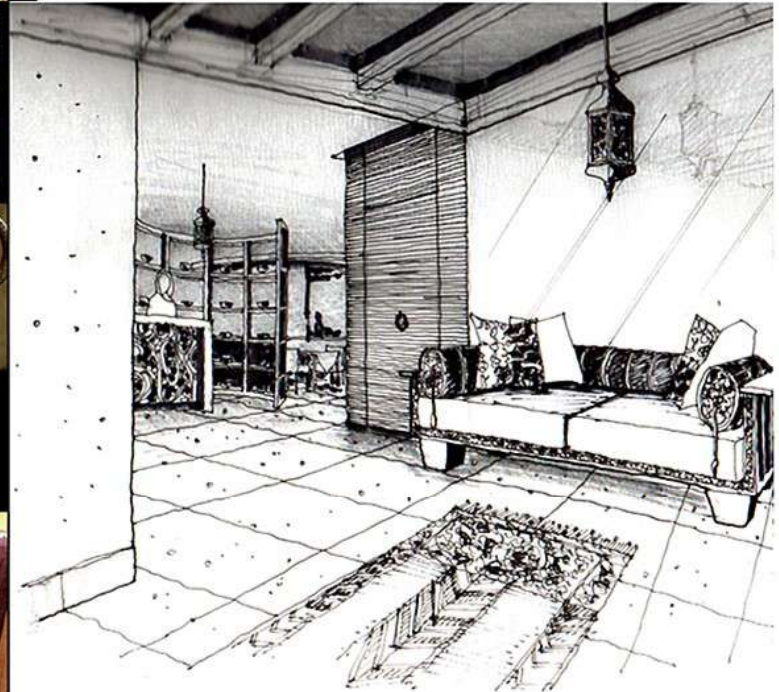
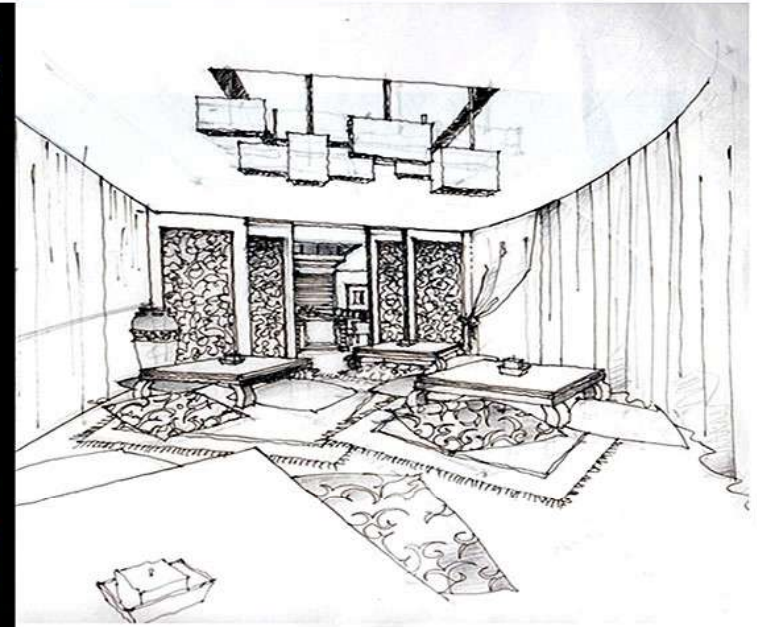


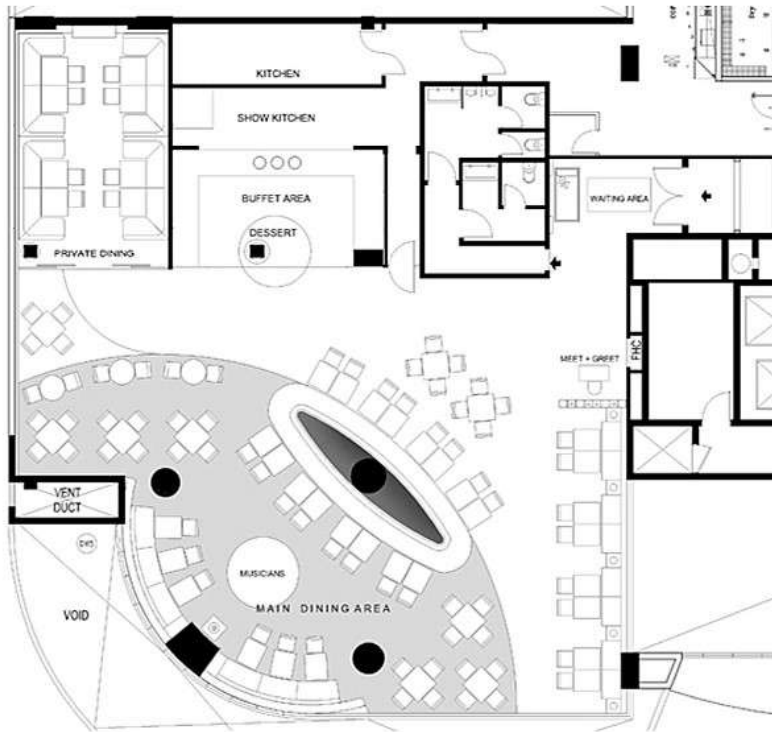
Antique Door



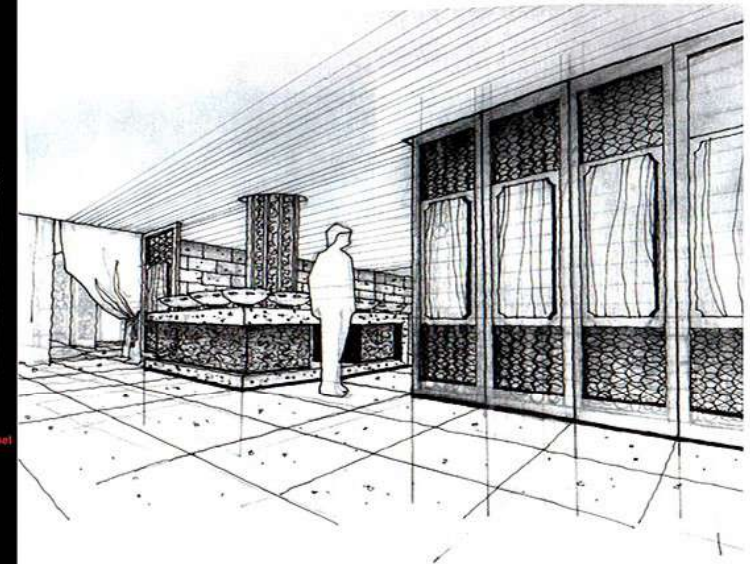
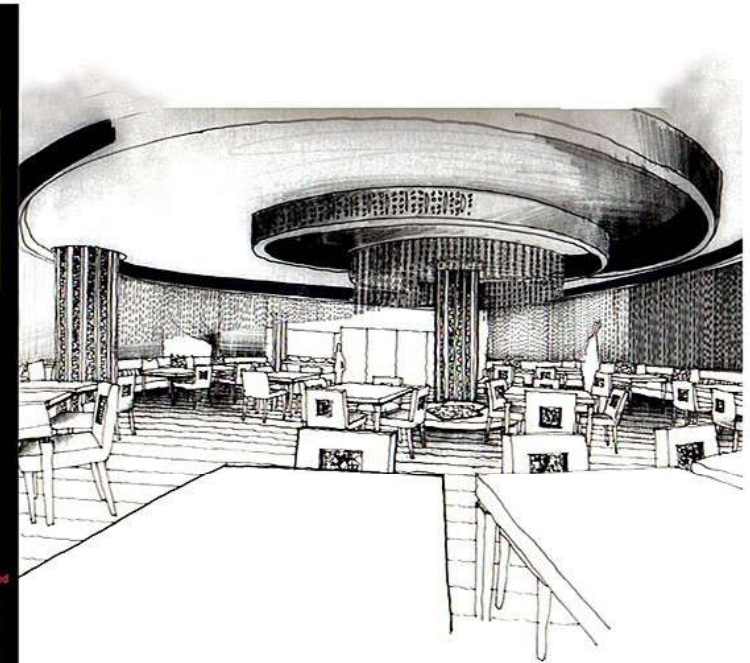
Modern interpretation
of Ikat

Decorative Car





- 1-Main Dinning area
- 2-Private Dining
- 3-Waiting area
- 4-Buffer area
- 5-kitchen
- 6-Store
- 7-Toilet







- 1-Main Dinning area
- 2-Private Dining
- 3-Waiting area
- 4-Buffer area
- 5-kitchen
- 6-Store
- 7-Toilet









MOOD (1)

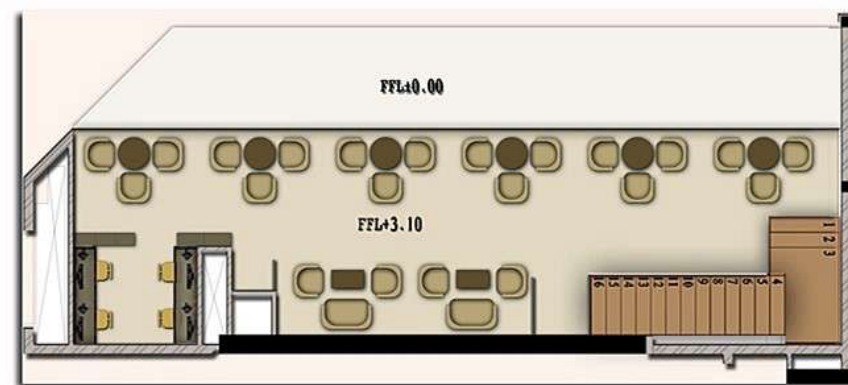


MOOD (2)



GROUND FLOOR

COLOR SAMPLE



MEZZANINE FLOOR



AL MUHARRAQ RESTAURANT MOOD 2

Wall Cladding
Back Sofa



Wooden Ceiling
Design

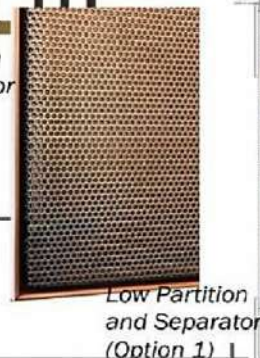


Show Kitchen Bar
(Option 2)

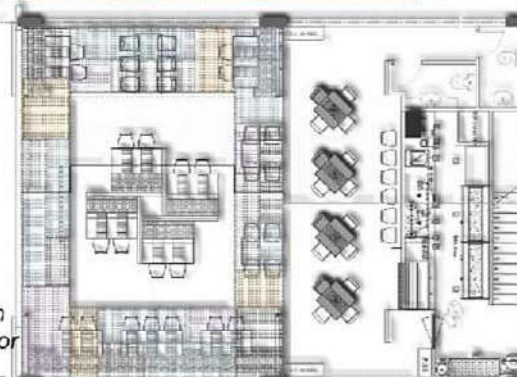


Wall Cladding
R & L BAR

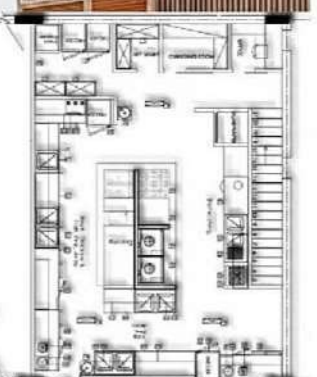
Low Partition
and Separator
(Option 2)



Low Partition
and Separator
(Option 1)



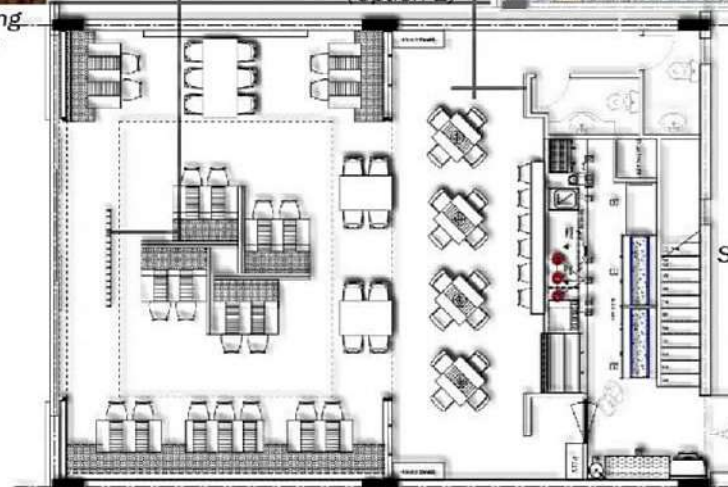
CEILING LAYOUT



MEZZANINE
LAYOUT



Show Kitchen Bar
(Option 1)



FURNITURE LAYOUT

Sofa Colour



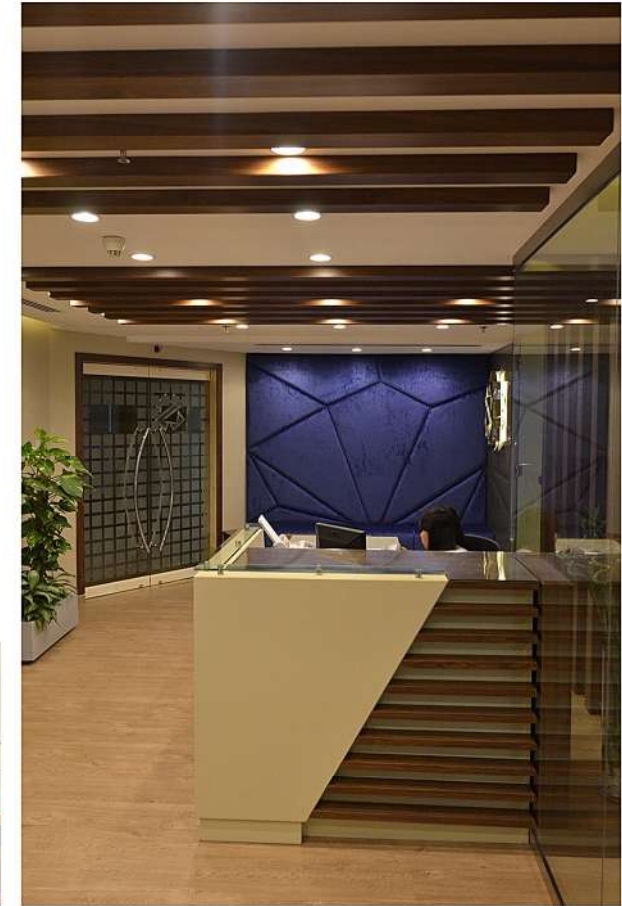
Sofa Design



Wooden Floor



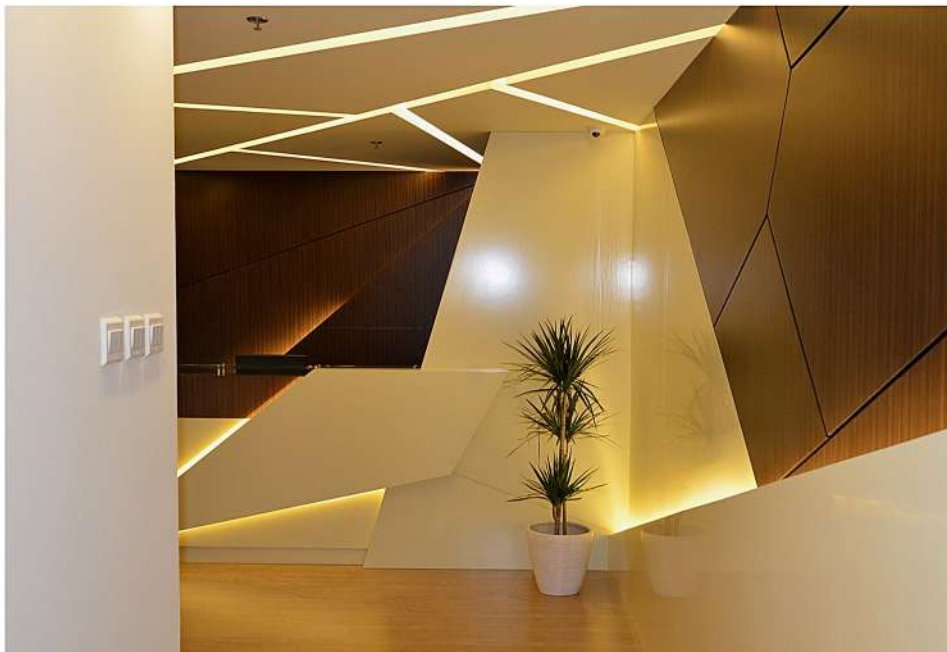






















RECEPTION AREA



RECEPTION AREA
Meeting room side



MEETING ROOM



BACK OF OFFICE - Pantry side

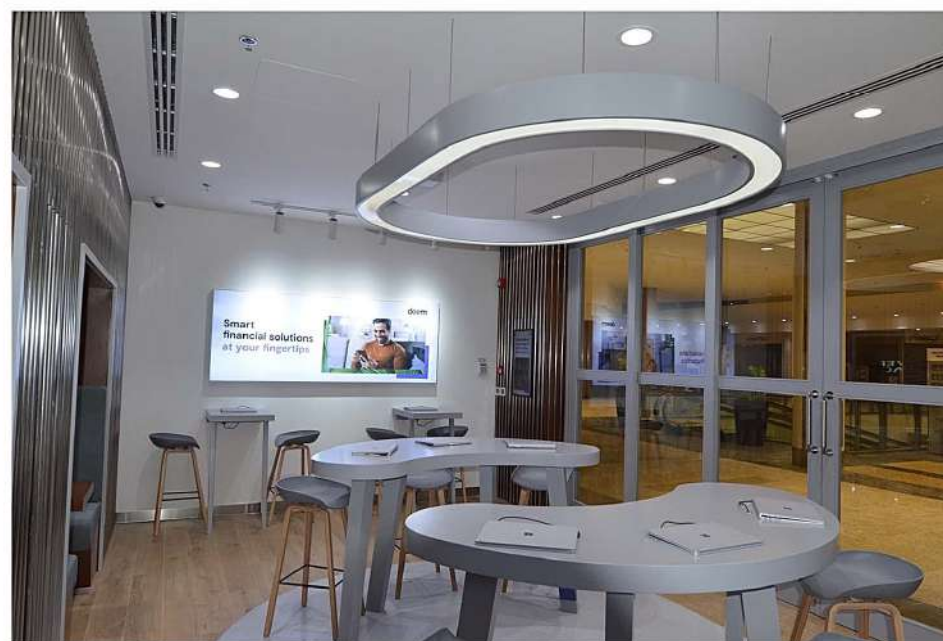


MANAGER ROOM

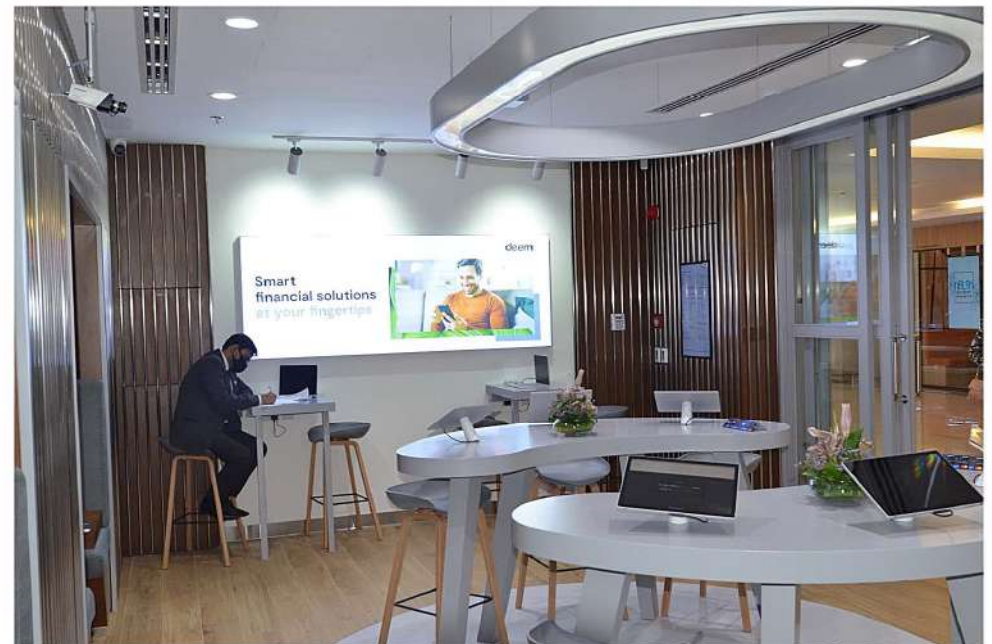


BACK OF OFFICE

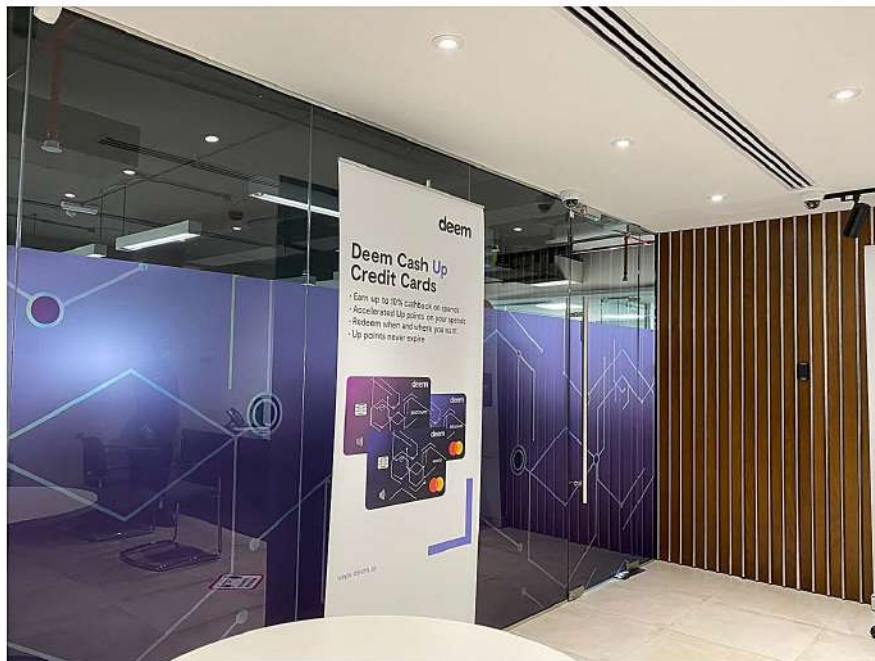










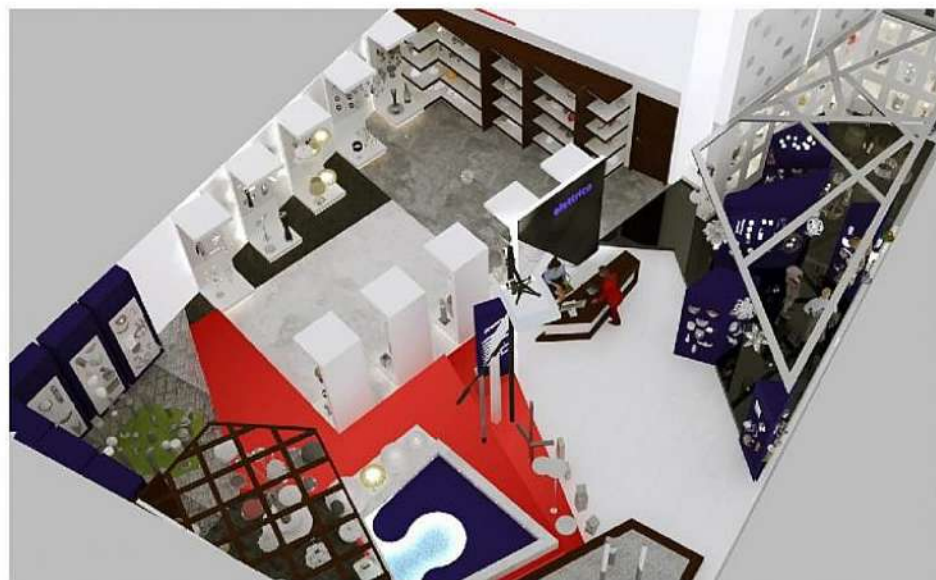






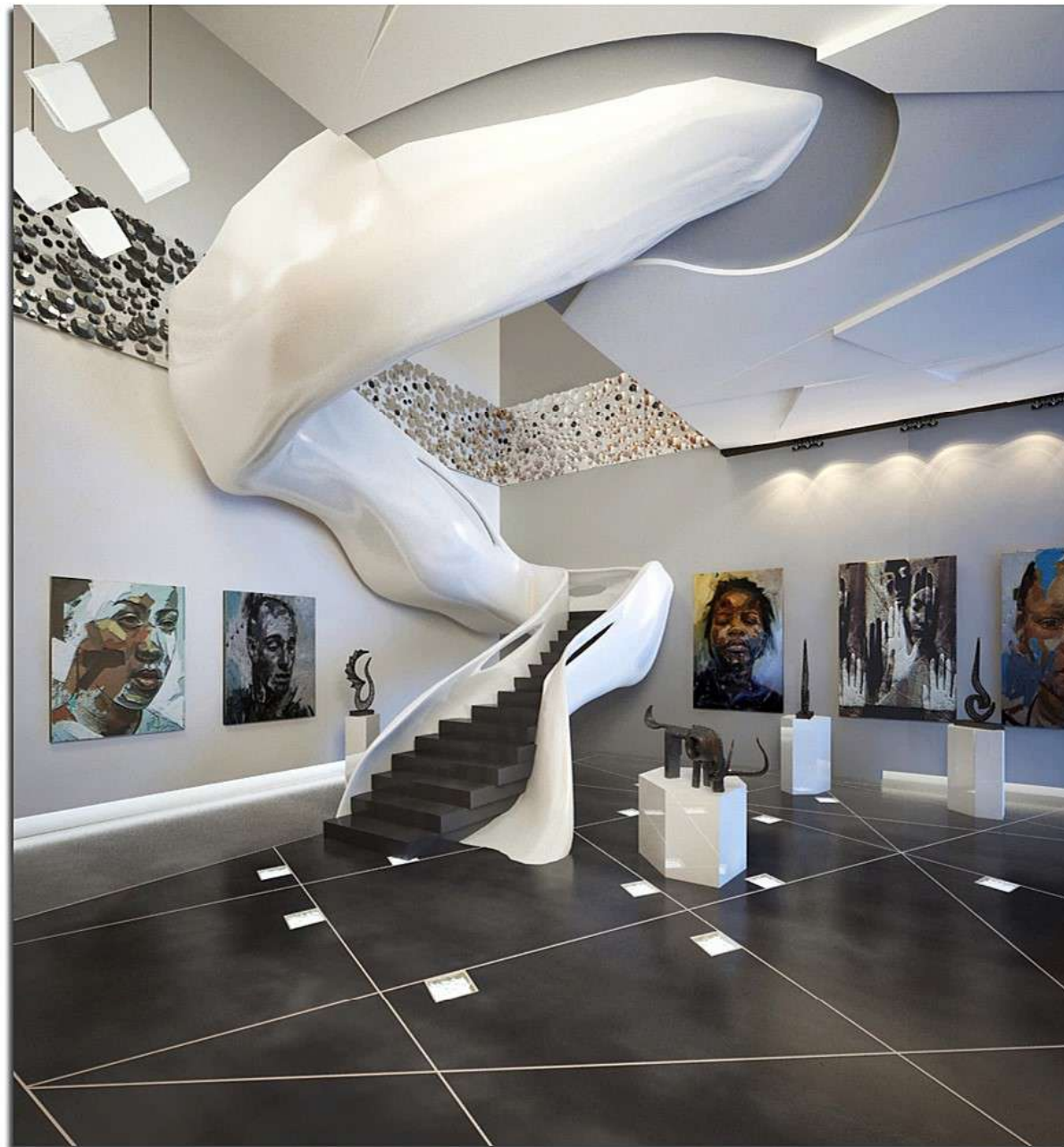












ART GALLERY (DIFC)



perspective



Ceramic tiles work for GUP2
Project R884 Comprehensive Improvements to al Ittihad Road - Phase 1

Client Road and Transport authority



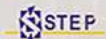
Consultant Consult Ltd.



Contractor Belhassa Sixconstruct LLC



Designer Step LLC



cross section



A



B



C

tile color

close up



MULTICULTUTRAL DUBAI - ORANGE