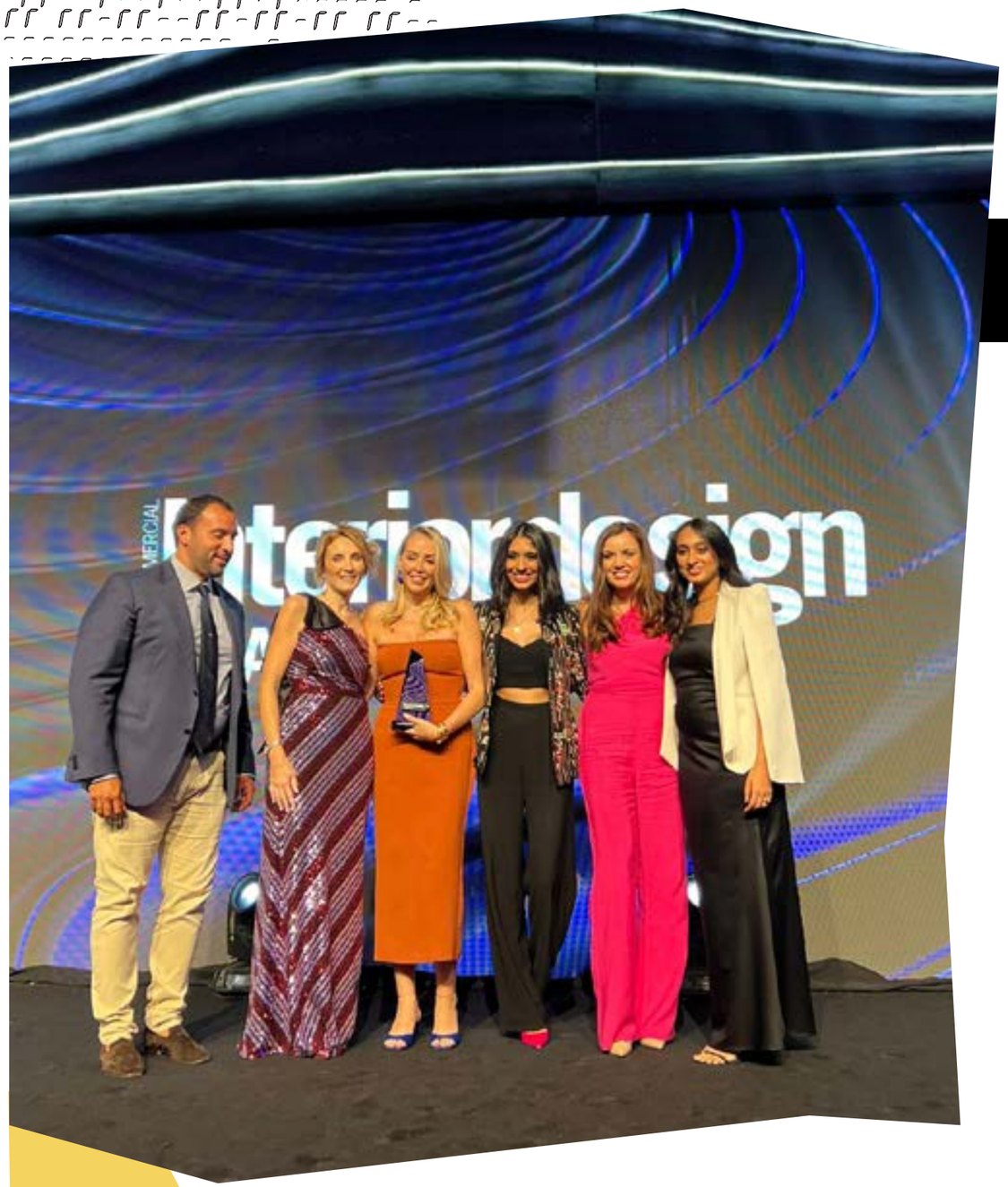
roar

F&B
PROJECTS PORTFOLIO

We don’t design interiors. We create experiences.

AWARD WINNING DESIGN FIRM SINCE 2010 | WWW.DESIGNBYROAR.COM



WE WERE THRILLED TO WIN

Commercial Interior design AWARDS

Interior Design Firm of the Year

(Highly Commended) 2023
(Highly Commended) 2022

Interior Design Boutique Firm of the Year

2021 and 2020

WHO WE ARE

We are an architecture and interior design studio based in Dubai, founded by Pallavi Dean in 2013.

"One of the hottest boutique design companies in the UAE."

AD
ARCHITECTURAL DIGEST

11+ Years
Multi Sector Expertise

10 *Countries*

200+ *Projects*

1:1 *Psychologist Briefing*

50+ *Awards*

Metaverse Design

Social Sustainability Focus Design

WE CREATE EXPERIENCES THROUGH DESIGN

We want to give people an amazing experience in the spaces we design. The staff in an office, the customer in the waiting area, the children in school, the family in a restaurant – we wake up and go to work for them.







WE INFUSE OUR INTERIORS WITH:

SOCIAL SUSTAINABILITY + A SENSE OF PLACE

THE ROAR APPROACH (UXD)

We don't design interiors. We create experiences. We're conscious that people spend 86% of their lives indoors – as interior designers, that puts us under huge pressure to make every minute count. In response, we developed our own process called UXD (User Experience Design). Here's how it works:

USER

First, *think about the Users of the space – who are they, what makes them tick, what keeps them awake at night?*

EXPERIENCE

Second, *think about the eXperience you want for them. In an ideal, utopian world, what would it feel like to be in this space?*

DESIGN

Third – *and only when we've answered those questions through thorough research – do we finally allow ourselves to Design the space.*



AWARDS

Making a Difference in Design Since 2010



2010 - 2016

Commercial Interior Design Awards
Young Interior Designer of the Year, Middle East & Africa

Cityscape Global Awards
Diplomatic Quarter, Community Center, Saudi Arabia

Commercial Interior Design Awards
Best Sustainable Design Initiative

Harper's Bazaar Interiors Awards
Best Interior Designer of the Year

International Property Awards
Best Office Design
The Executive Office, Sharjah

MENA Interior Design & Architecture Awards
Best in Competition
Best Residential Project - Small

Harper's Bazaar Interiors Awards
Best Collaboration, Product Design of the Year

Commercial Interior Design Awards
Best Interior Designer of the Year, Middle East and Africa

Best of the Year Awards
Finalist for Product Design

Finalist of Budget Project of the Year
Sheraa Hub

MENA Interior Design & Architecture Awards
Best Educational Project
The Sultan's School Library, Muscat
Best Corporate Project - Small

2017

Commercial Interior Design Awards
Interior Design Boutique Firm of the Year

INDEX Architectural & Design Awards
Best Commercial Design Project- Public Space
Sheraa, Sharjah

Identity Design Awards
Best Boutique Office Interior
The Private Office

2018

Commercial Interior Design Awards
Interior Design of the Year- Food & Beverage
Shababeek Restaurant

Interior Design Concept of the Year
Sharjah Research Technology and Innovation Park

Interior Design Boutique Firm of the Year
(Highly Commended)

Interior Designer of the Year
Pallavi Dean (Highly Commended)

2019

Frame Awards
Emerging Designer of the Year 2019
(People's Choice)

Restaurant & Bar Design Awards
Best Stand Alone Concept (Shortlisted)

Commercial Interior Design Awards
Interior Design of the Year- Public Sector
(Highly Commended)
Interior Design of the Year- Office
(Highly Commended)

Best Interior Design of the Year- Concept
(Highly Commended)

Design Middle East Awards
Design of the Year
Pallavi Dean (Runner Up)

Identity Design Awards
Best Office Interior
Best Public Building
Best Project of the Future

Best of the Year Awards
On the Boards (Commercial Honoree)

2020

Commercial Interior Design Awards
Interior Design of the Year- Food & Beverage
Mezza House

Interior Design of the Year- Office
Takeda

Interior Design Boutique Firm of the Year
Roar

Interior Designer of the Year
Pallavi Dean (Highly Commended)

Interior Design Concept of the Year
Early Childhood Authority Abu Dhabi
(Highly Commended)

Design Middle East Awards
Boutique Firm of the Year (Highly Commended)

Architecture Digest Design Awards
Designer of the Year
Pallavi Dean

2021

Commercial Interior Design Awards
Interior Design of the Year - Office
Early Childhood Authority Abu Dhabi

Best Use of Lighting in Interior Design
SensAsia

Interior Design Boutique Firm of the Year
Roar

Interior Design of the Year- Public Sector
Sharjah Research Technology and Innovation Park
(Highly Commended)

INDEX Design Awards
Healthcare & Wellness Design of the Year
SensAsia

AHEAD MEA
Spa and Wellness
SensAsia

Design Middle East Awards
Boutique Firm of the Year
Roar

Identity Design Awards
Interior Design- Healthcare & Wellness
SensAsia

BOY Awards
Best of Year Interior Designer
Pallavi Dean

2022

Commercial Interior Design Awards
Interior Design of the Year- Office
Supreme Council of Motherhood and Child

Interior Design of the Year- F&B
Drop Coffee Abu Dhabi

Interior Design of the Year
Retail Vintage Vaults

Interior Design Concept of the Year
Cue Hotel Rabat (Highly Commended)

Interior Design Firm of the Year
Roar (Highly Commended)

Interior Designer of the Year
Pallavi Dean

2023

Commercial Interior Design Awards- Saudi Arabia
Pioneering Design Firm of the Year

Commercial Interior Design Awards
Interior Design of the Year - Office
DMCC

Interior Design of the Year - Retail
Jaipur Rugs (Highly Commended)

Interior Design Firm of the Year
Roar (Highly Commended)

MENTL Awards
Best Mental Health Care in the Creative Industries
Roar

Identity Design Awards
Interior Design- Public Space
Jaipur Rugs

Emerging Interior Designer of the Year
Nikita Chellani



PALLAVI DEAN

A Track Record of Success

Interior design AWARDS

2022 Designer of the Year

Commercial Interior Design Awards

INTERIOR DESIGN

2021 Designer of the Year

Interior Design Magazine

AD ARCHITECTURAL DIGEST

2020 Designer of the Year

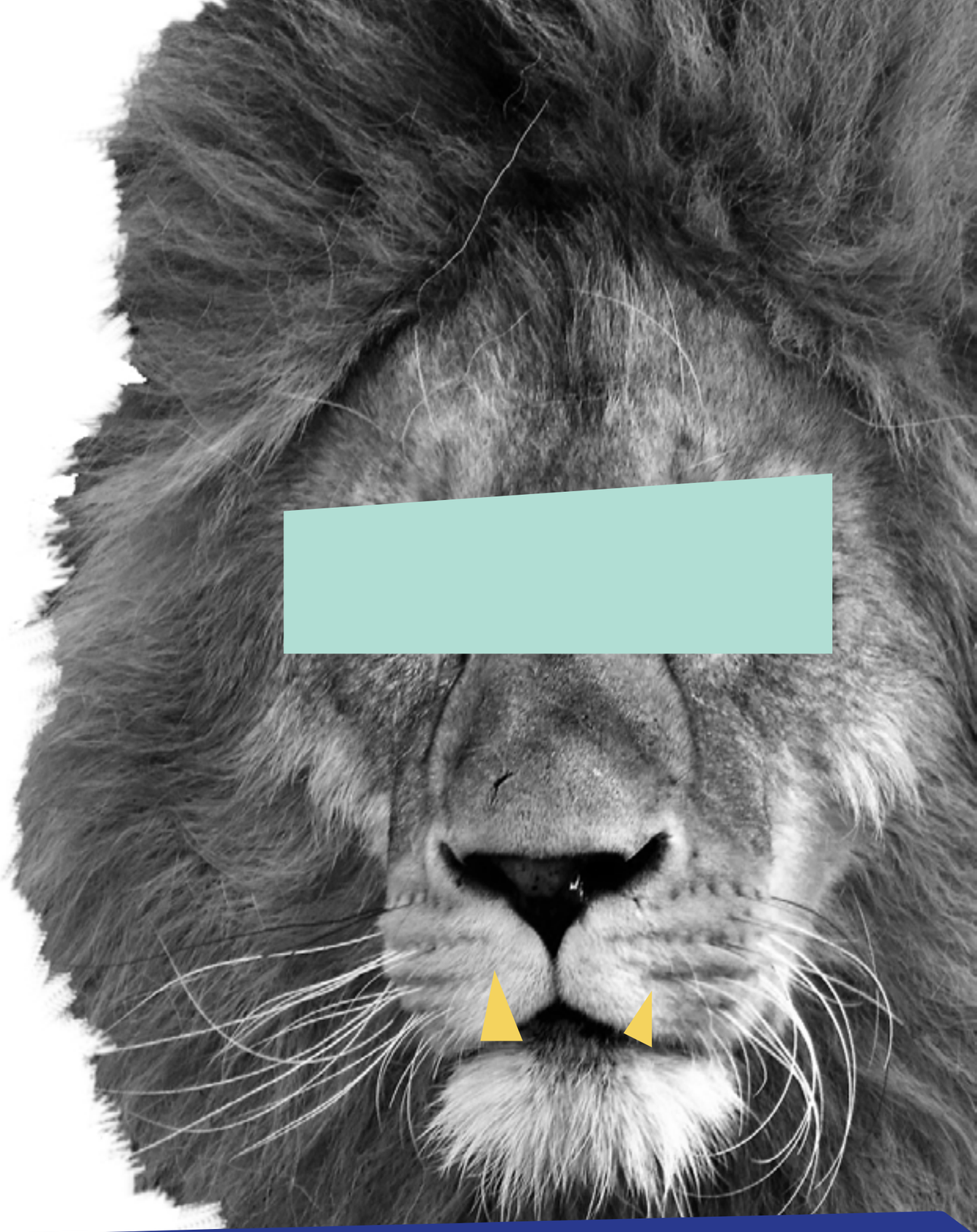
Architecture Digest

HOW WE ROAR

Our design philosophy is simple:

50% *Wild,*
50% *Tame!*

The wild side is the artistic free spirit that gives a building its wow factor - literally letting the imagination run wild. The tame side is the scientific, evidence-based, data-driven design that makes a building work. The magic happens when these two worlds collide.





THIS IS US!

We've always taken a playful approach to our work life — don't be fooled, we never miss a deadline!

We are one team,
we are one family,
we are roar!

Mezza House

Dubai, UAE

CLIENT
Zuhoor Group

LOCATION
The Boulevard Downtown

SCOPE
Interior Design

SIZE
200 m²

STATUS
Completed 2020

WINNER INTERIOR DESIGN OF THE YEAR – F&B – COMMERCIAL INTERIOR DESIGN AWARDS









Al Rawi

Sharjah, UAE

CLIENT
Shurooq

LOCATION
Al Majaz Waterfront

SCOPE
Interior Design

SIZE
815 m²

STATUS
Completed 2018








baking
PIZZA









Shababeek

Sharjah, UAE

CLIENT
Shurooq

LOCATION
Al Majaz Waterfront

SCOPE
Interior Design, Procurement and Site Supervision

SIZE
550 m²

STATUS
Completed 2017

WINNER INTERIOR DESIGN OF THE YEAR – F&B – COMMERCIAL INTERIOR DESIGN AWARDS



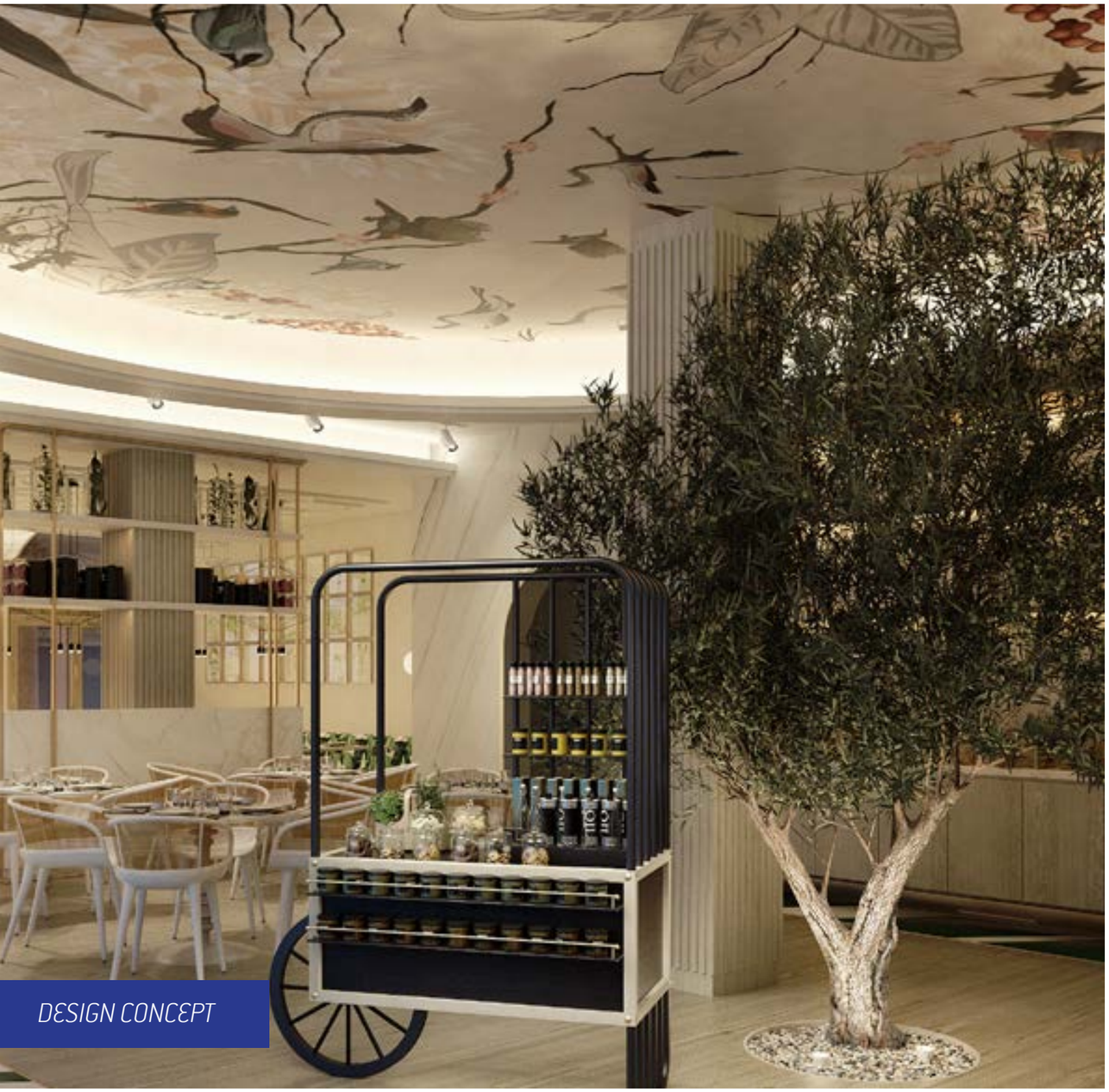




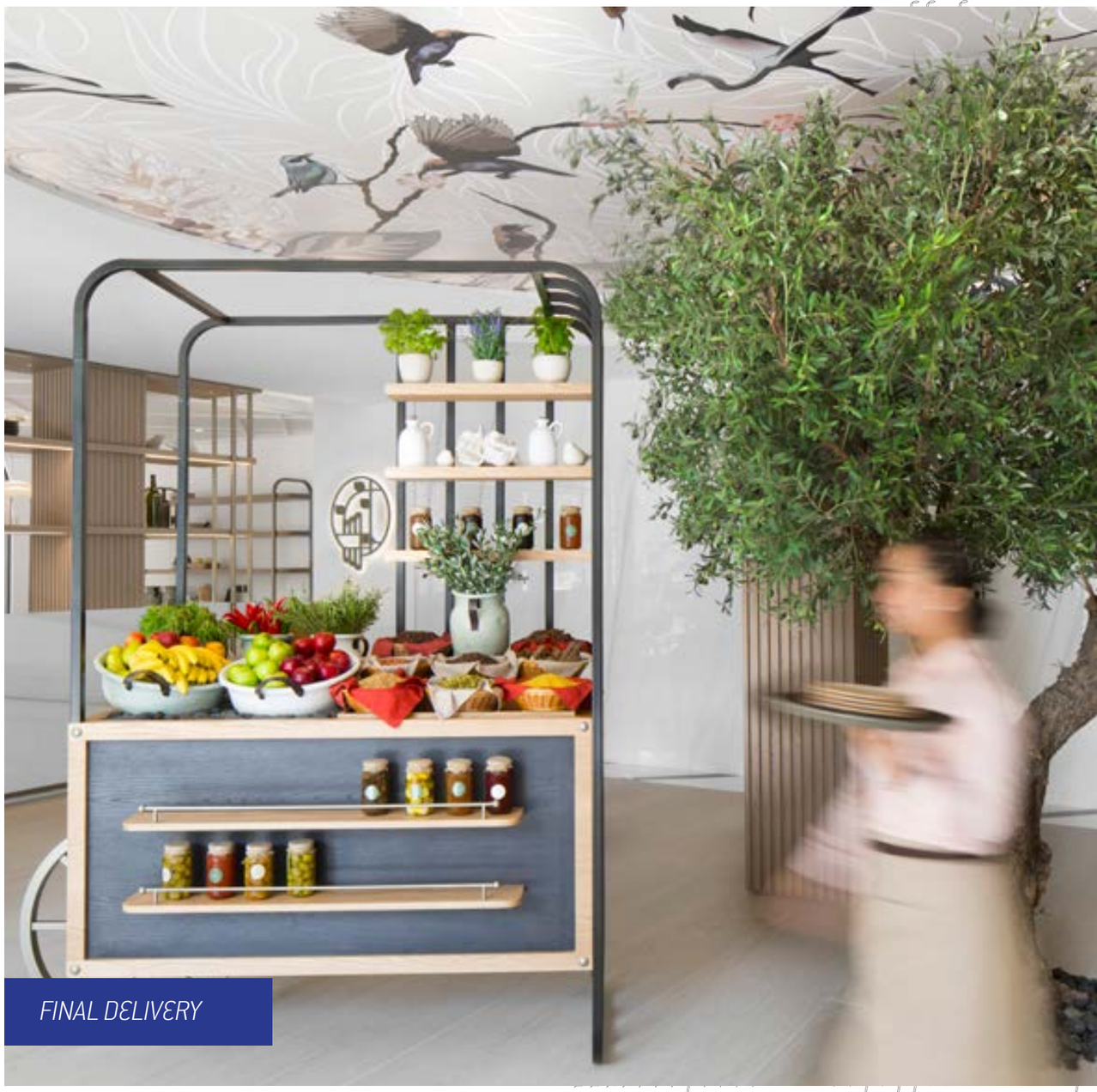




FROM DESIGN TO DELIVERY



DESIGN CONCEPT



FINAL DELIVERY

Drop Cafe

Khawaneej

CLIENT
Drop Coffee

LOCATION
Khawaneej Walk

SCOPE
Interior Design

SIZE
130 m²

STATUS
Completed 2021






Pick Up
Order Here





Expo 2020

Dubai, UAE

CLIENT
Expo 2020

LOCATION
Expo Village

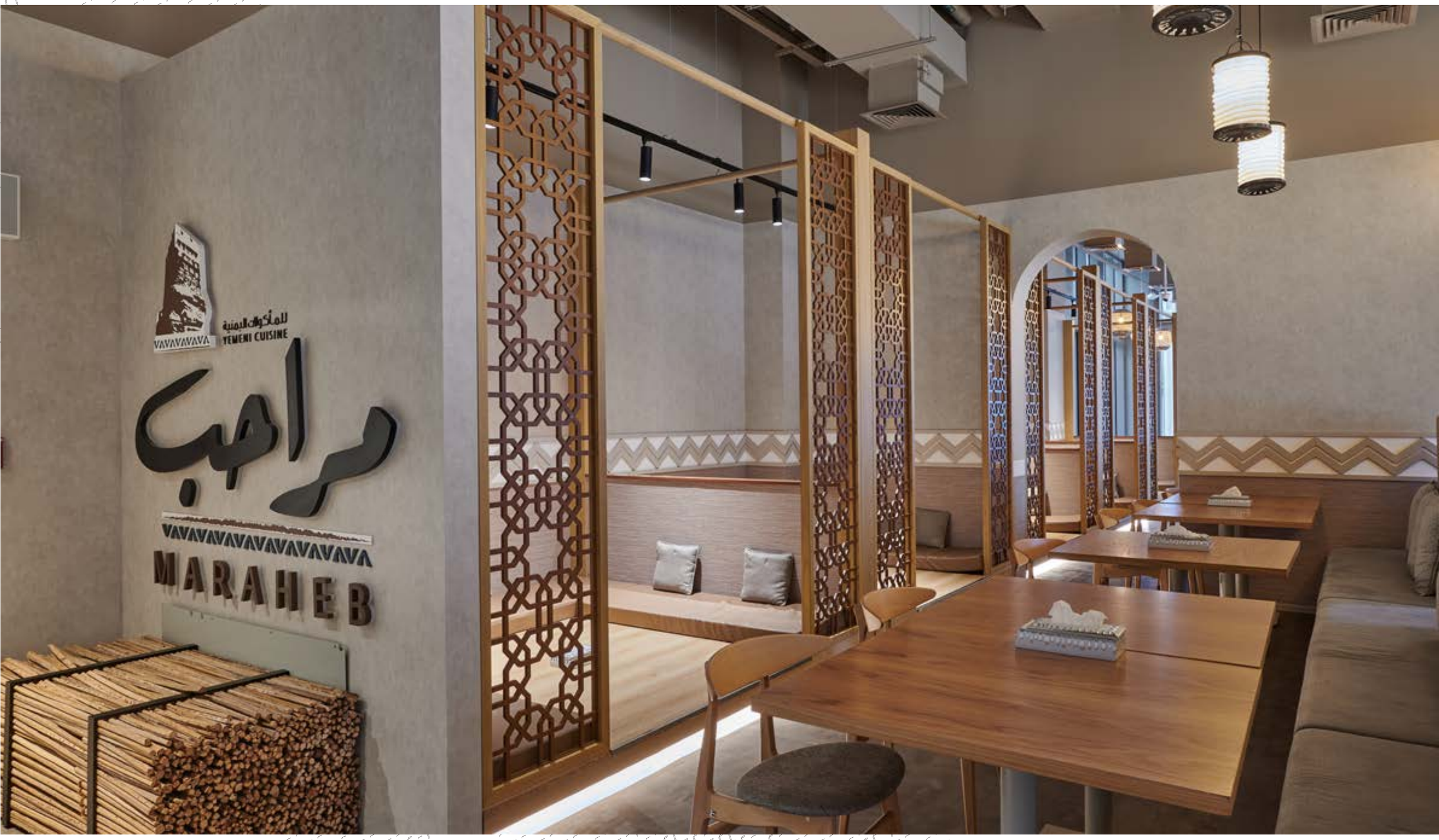
SCOPE
Interior Design

SIZE
Various

STATUS
Completed



Maraheb



Foodhall - Show Kitchen





Feras Sweets



Al Farwania Restaurant



Masterchef Restaurant and Cafe





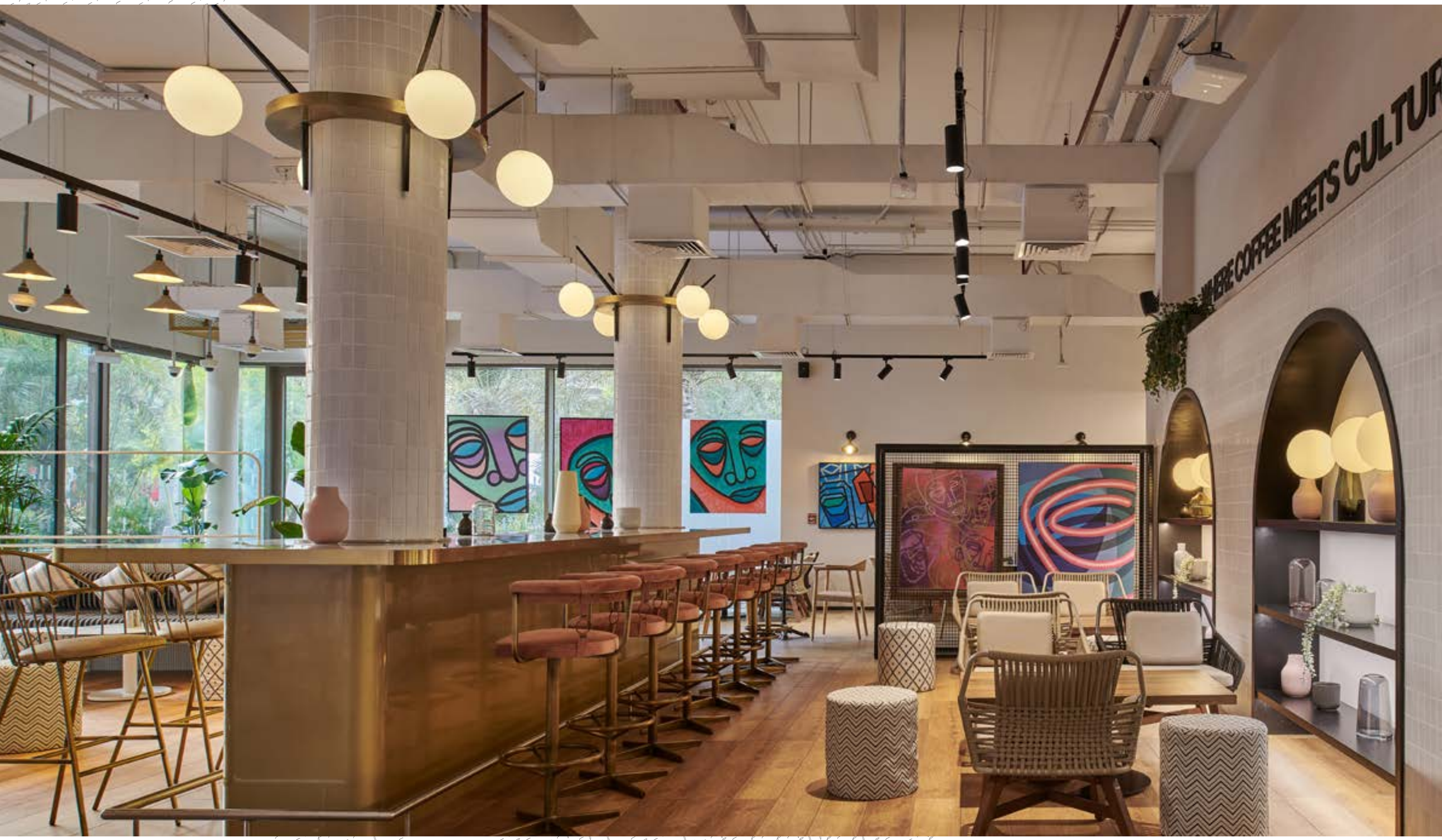
Ravi Restaurant



Canvas



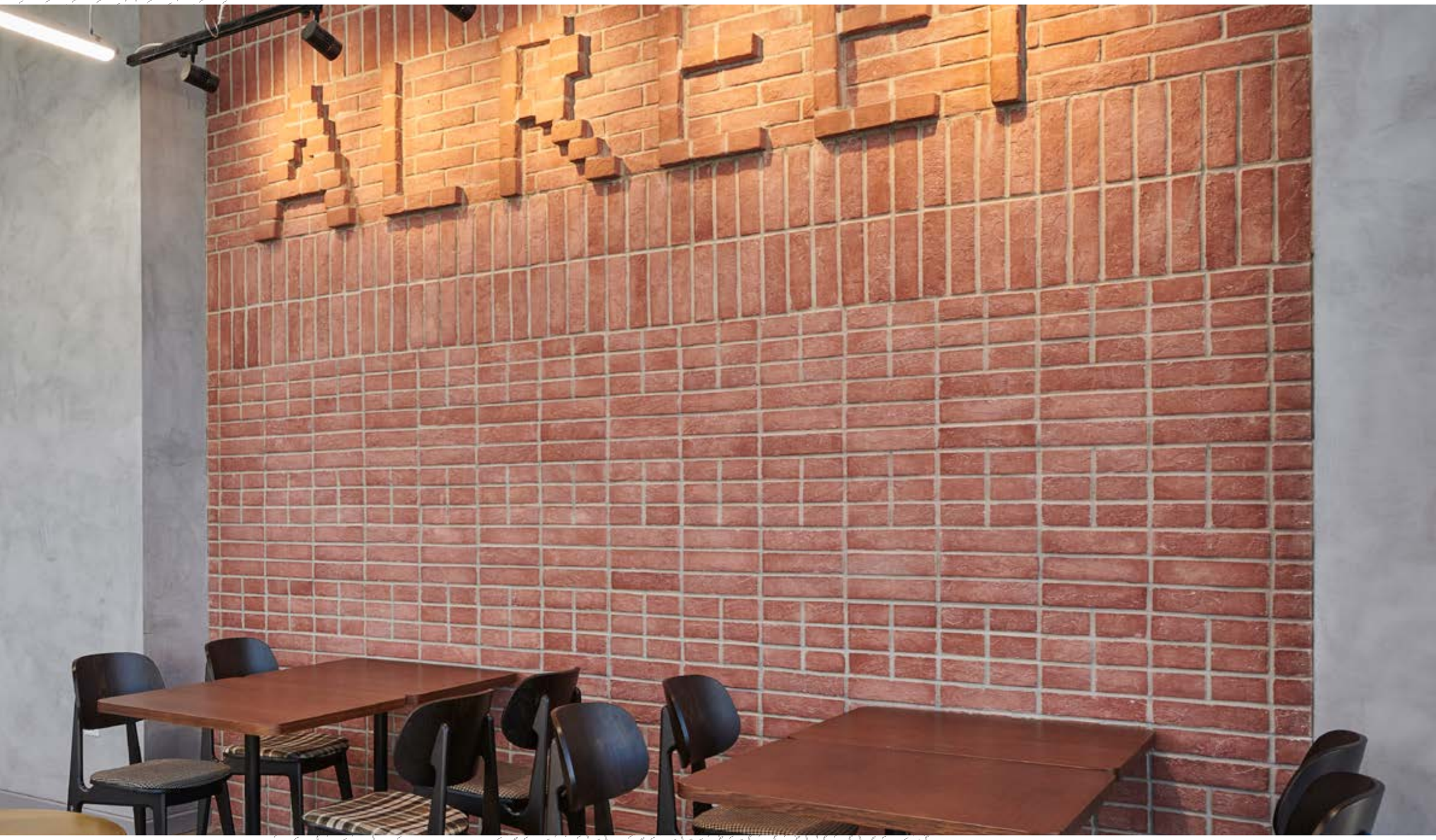
Canvas



Chicken Tikka Inn



AI Reef



Dampa Seafood Grill



Sarouja



Origami

Dubai, UAE

CLIENT
Origami

LOCATION
Dubai Festival City

SCOPE
Interior Design

SIZE
210 m²

STATUS
Completed 2021









Baharat Restaurant

Al Khobar, Saudi Arabia

CLIENT
Baharat

LOCATION
Al Khobar

SCOPE
Interior Design

SIZE
275 m²

STATUS
Completed 2018









Times Square Foodcourt

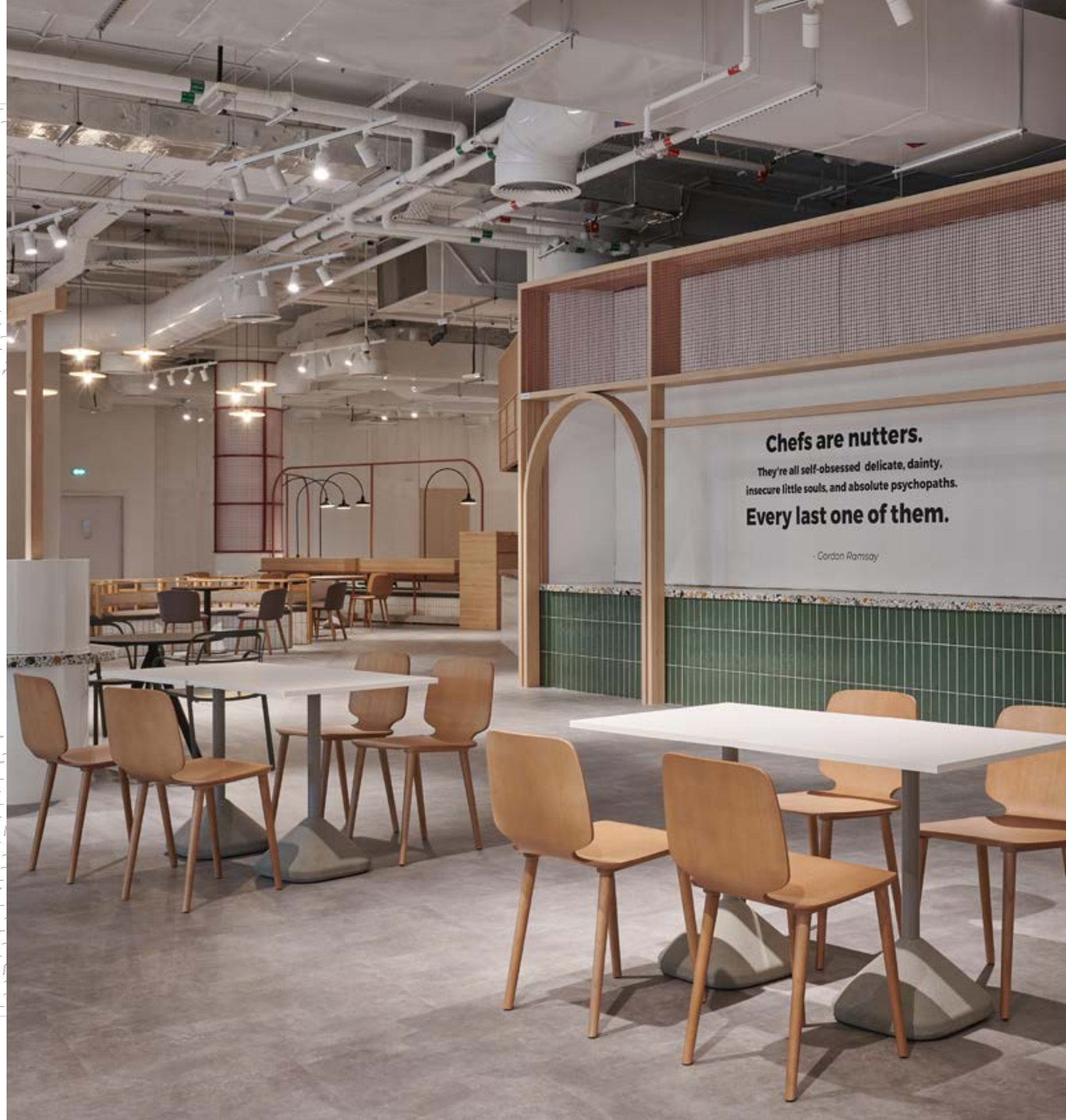
Dubai, UAE

CLIENT
Times Square

LOCATION
Times Square Mall

SCOPE
Interior Design

STATUS
Completed 2020




many mistakes
ou can
s me.
make a friend, go to someone's
house and eat with him...
the people who give food
heart.
just g od food
fre ingredients.
- Julia Child



FROM DESIGN TO DELIVERY



DESIGN CONCEPT



FINAL DELIVERY


Chefs
don't make mistakes:
they make
new dishes
Cookin
is the ultim
givin
ke a friend, go to someone's
nd eat with him...
give
food
heart
If it doesn't
taste good





Here-O Donuts

Dubai and Abu Dhabi, UAE

CLIENT
Here-O Donuts

LOCATION
Nakheel Mall, Mirdif City Centre, Khalifa City

SCOPE
Interior Design

SIZE
Various

STATUS
Completed 2022




FOLLOW US
@hereodonuts




HERE-O
INTRODUCING
THE HERE-OIC
DUBAI GIFT BOX
HERE-O
A GIFT
COFFEE


HERE-O
DONUTS
SIT-HERE-O
HERE-O
THERE-O
EVERYWHERE-O
FREE
TOKEN
HERE-O

FROM DESIGN TO DELIVERY

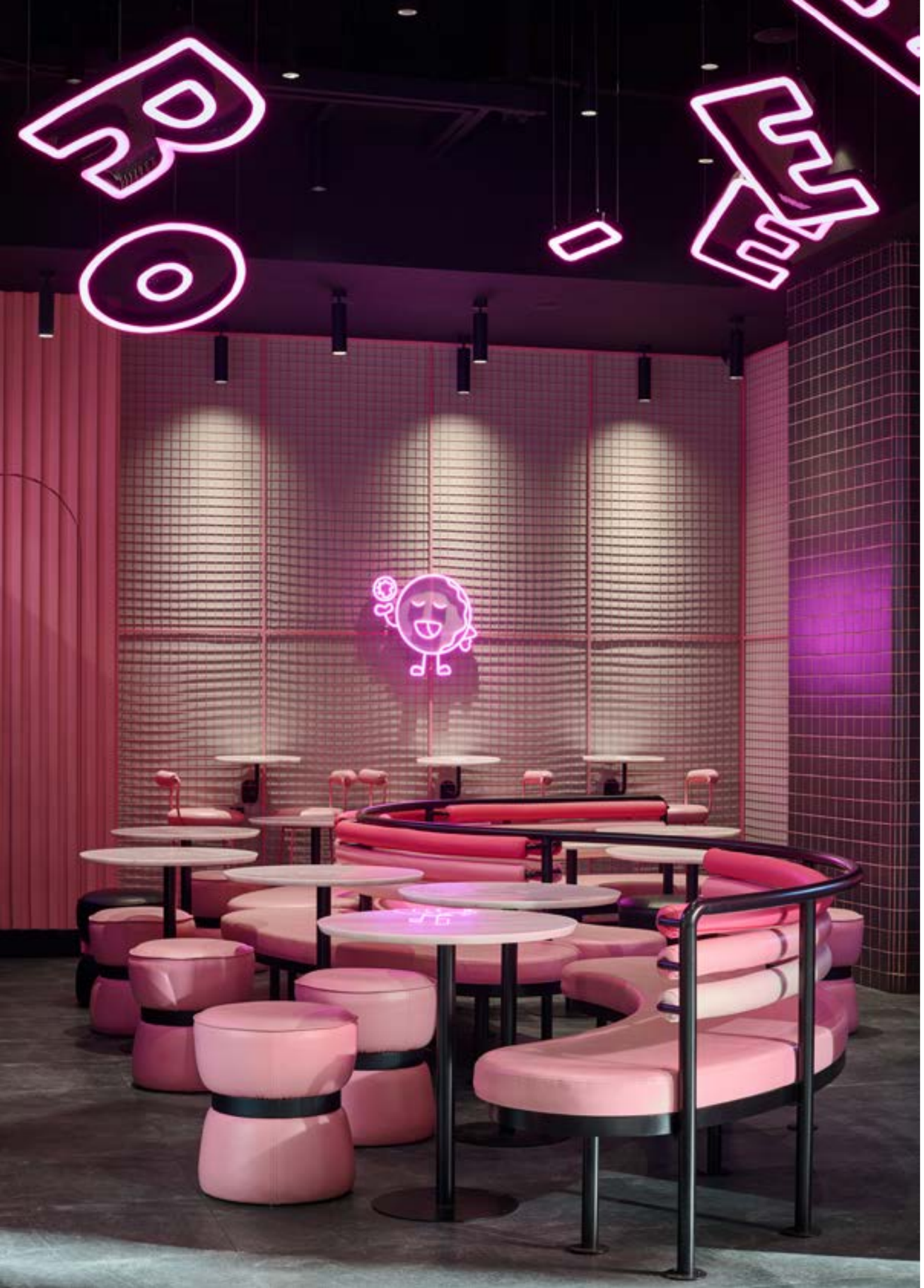


DESIGN CONCEPT



FINAL DELIVERY


HERE-O
DONUTS
READY TO ELEVATE YOUR
COFFEE GAME?
NEW DROP
PLAY-O





La Serre

Dubai, UAE

CLIENT
Lincoln Holding

LOCATION
Mall of the Emirates

SCOPE
Interior Design

STATUS
In Design







Paradox

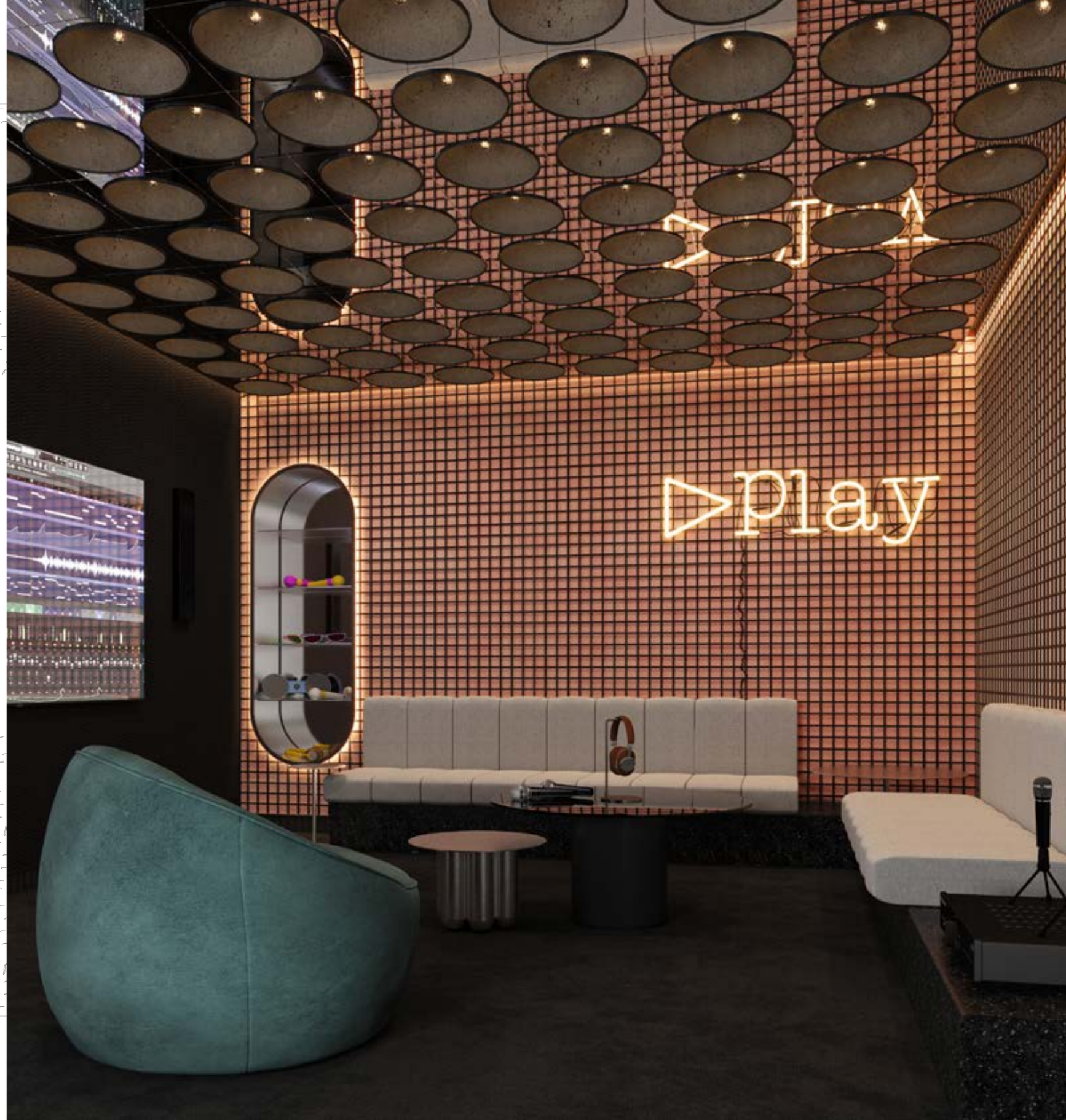
Riyadh, Saudi Arabia

CLIENT
Horizons Contracting

LOCATION
Riyadh Boulevard

SCOPE
Interior Design

STATUS
Completed 2021







Bait Al Meyani

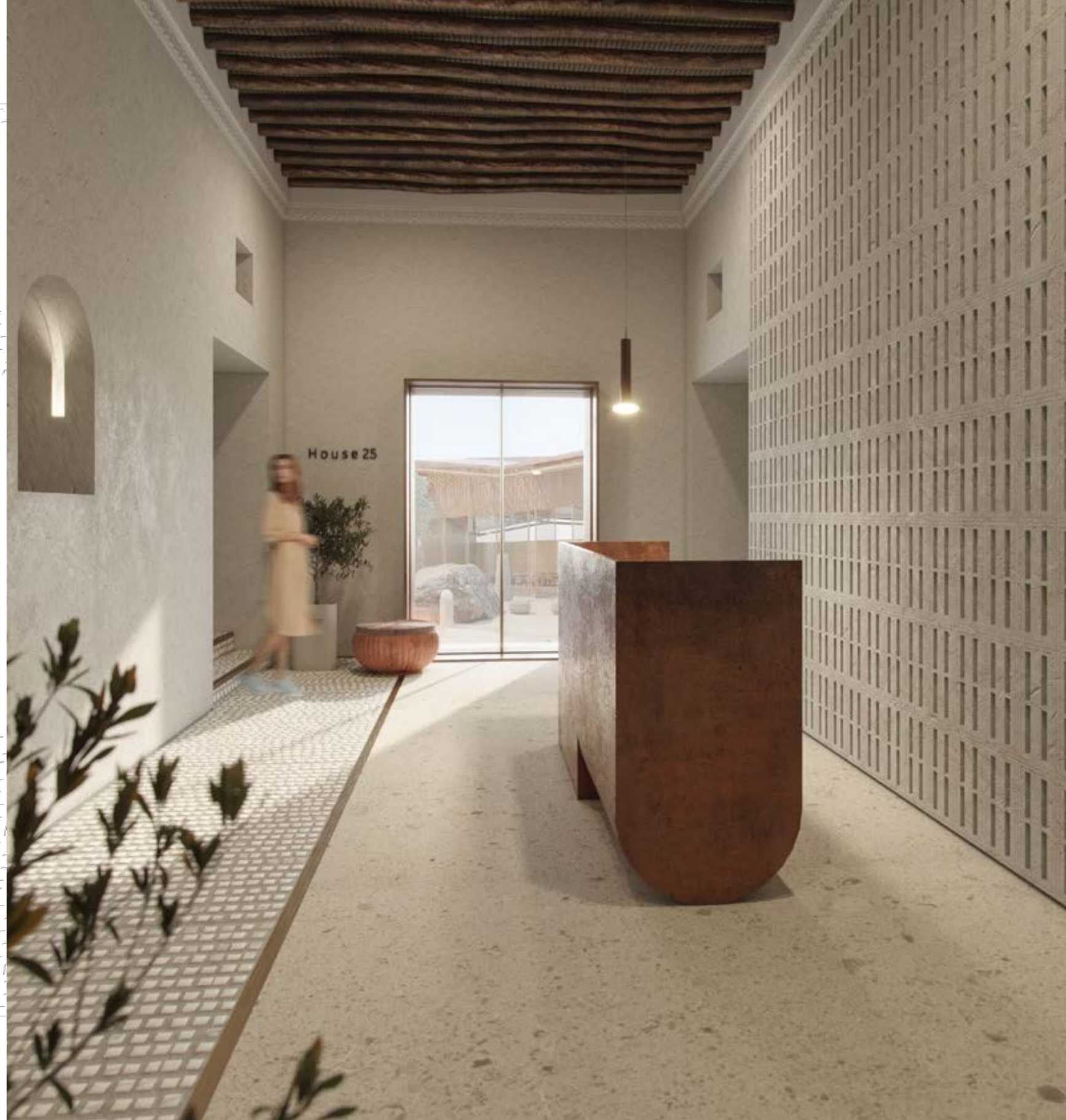
Sharjah, UAE

CLIENT
Shurooq

LOCATION
Sharjah, UAE

SCOPE
Interior Design

STATUS
Under Construction




House 25



roar

Warehouse 44, Al Serkal Avenue,
Al Quoz, Dubai,
United Arab Emirates

M *+971 52 5098720*
E *contact@designbyroar.com*
W *designbyroar.com*