





Firm Overview:

Since 1999, Guideline Interiors (GLI) has been building its reputation in offering design services in the interior fit out industry. The talented, creative and passionate founding team of GLI started by focusing on small-scale ideas and turning them into successful projects. With time, our customers' confidence has grown, and bigger and prestigious projects have come our way.

In 2001, with the growing demand in the UAE of the interior design services, GLI began their first design section by opening their office in Dubai with a detailed infrastructure that covered the most integral parts of the interior design industry. This marked the first step towards our goal in enhancing our fit out service as well as our design objectives to deliver our clients with the most well designed and quality service.

To this end, we work to refine the most efficient process and strive to combine the finest workmanship with the productive aspects of our projects. This requires a high level of specialization in a variety of fields that leads us to support our customers from the birth of their project to its final completion and delivery. Our execution team works next to architects and designers throughout the various stages of the design to ensure the delivery of each unique, exclusive and tailor-made designed product to the customers.



Philosophy:

A well-designed interior, in addition to being functional, should reflect the desires and personalities of the people using it. It is a combination of the three sources of inspiration: personality, functionality and originality. At GLI, we strive to create unique interiors, with each project serving as an opportunity to create an inspiring environment with a poetic vision of the world, giving tangible form to every emotion defining the interior.

We believe it is essential that we perform a comprehensive study of the social and historical aspects pertaining to the design to allow us to provide exceptionally personalized services. We always study and take these sociological understandings in every creation to enable us to get a fuller, more comprehensive design. In 2008, GLI became a member of APID (Association of Professional Interiors Designer), and since then we coordinate our objectives with its code of ethics to improve the interior designing industry in the UAE and in other parts of the world.



Approach:

Our design approach involves a simple understanding of the client's needs, materializing their vision in the most economical way possible, never compromising on high material specifications, and ensuring the final design will be reliable and durable. Simply put, we provide interior fit out services with the highest standard of workmanship. From value engineering, procurement, site supervision and excellent project management to all finishes, we carry a systematic approach towards our client's needs. We want to make sure they always get what they asked for, so we conduct methodical site surveys, recommendations and offer a productive customer care service.

From the inception stages of a project, GLI involves the design development team and can finalize the initial requirements of a design. We will then suggest the appropriate courses of action to achieve the project's goal within an estimated time frame and budget, with a guarantee of professional technical standards.

The strong control approach over all our projects' costs and schedules has secured our company's reputation - during this time, we have also built long-term relationships with our clients. Our experience has helped us pick a select group of exceptional subcontractors, specialists and suppliers with whom we work and that now are part of our growing team.



Services:

Our team of architects and interior designers provide unique design themes, making sure that these themes coincide with each project's criteria. Our technical crew and work programmers, who provide the tender document's material specifications, back these theme designs, space planning and schematic drawings. Our experienced and practiced interior architects join this team to take the design towards an exquisite finish.

Our scope of work covers all finishes, including floor finishes, wall cladding, false ceilings, partitions, joinery and gypsum works, as well as cuttings and engravings in our CNC router department. GLI's fit out services also include special luxury finishes and fixed joinery, as we deliver fine raw materials and work on custom-made furniture, doors and frames, wood works, metal works and paneling.

Our +80 professional team in the factories and sites are well-equipped to materialize the digital design. With quality as our priority, the project managers, engineers, and supervisors, with the aid of highly technical craftsmen, move towards finalizing the finish and form of the design in our factories. The state-of-the-art advanced machinery in our joinery, gypsum and CNC factories ensure that these designs are of precise measurements and design with a sleek and beautiful finish. The numerous measures that we take to ensure that each project is completed successfully in time promises to make the final product of impeccable quality. GLI has devoted its services to building interior schemes for a variety of hospitality projects, residential villas, palaces, commercial and public buildings, mosques, and offices.



Expertise:

Firm specialties

Fit Out
Design And Built
Interior Design
Custom Made Joinery And Gypsum Works
CNC Routing

Professionals

2 Principals
3 Departments manager
5 Technical staff
3 Interior designers
2 Graphic designers
2 Marketing
6 Administrative staff
69 Side execution staff

Sectors

Hospitality
Residential
Corporate
Food & beverage
Malls
Retail
Healthcare
Museums
Mosques

Local and international projects experience

GLI’s domestic projects’ includes work all over the UAE, but we regularly coordinate with international projects, most recently in Sudan and Iraq. GLI practices a high standard of professional ethos, engaging with regional and international standards, which are supported by considerable years of experience and a strong scientific foundation. GLI obtained the ISO 9001 Certificate in 2014, gaining the trust and accreditation of our clients and reaffirming the efforts we make to achieve high standards.

To this end, GLI is affiliated with professional bodies like APID and Society of Engineers, so that we may continue to build more networks and offer support to other companies’ programs. But our local reach is most extensive, where we have completed several projects for governmental authorities (museums, offices, hospitals, etc.) and private sector companies (hospitality & residences). These projects, combined with the creativity and diligence that the Guideline Interiors team offers, has placed us amongst the leading interior design companies.



Residential



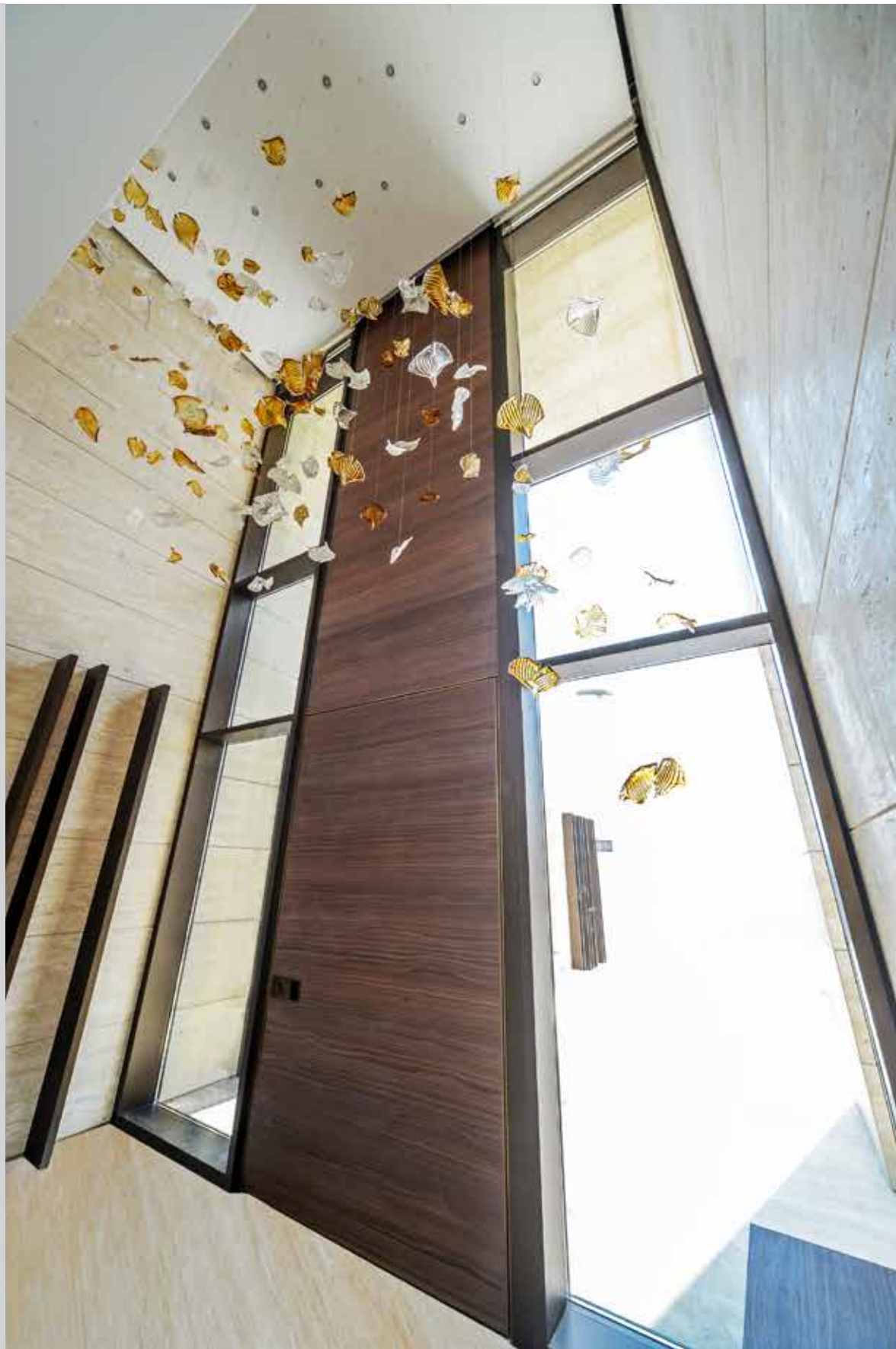


Private Villa

Sharjah 2012

Design development and complete interior fit out works of contemporary style villa.







Private Villa

Dubai 2017

Design development and complete interior fit out works of a unique new classic style villa.







Private Villa

Khartoum, Sudan 2018

Complete interior and exterior fit out works to a shell and core villa project with landscape works.



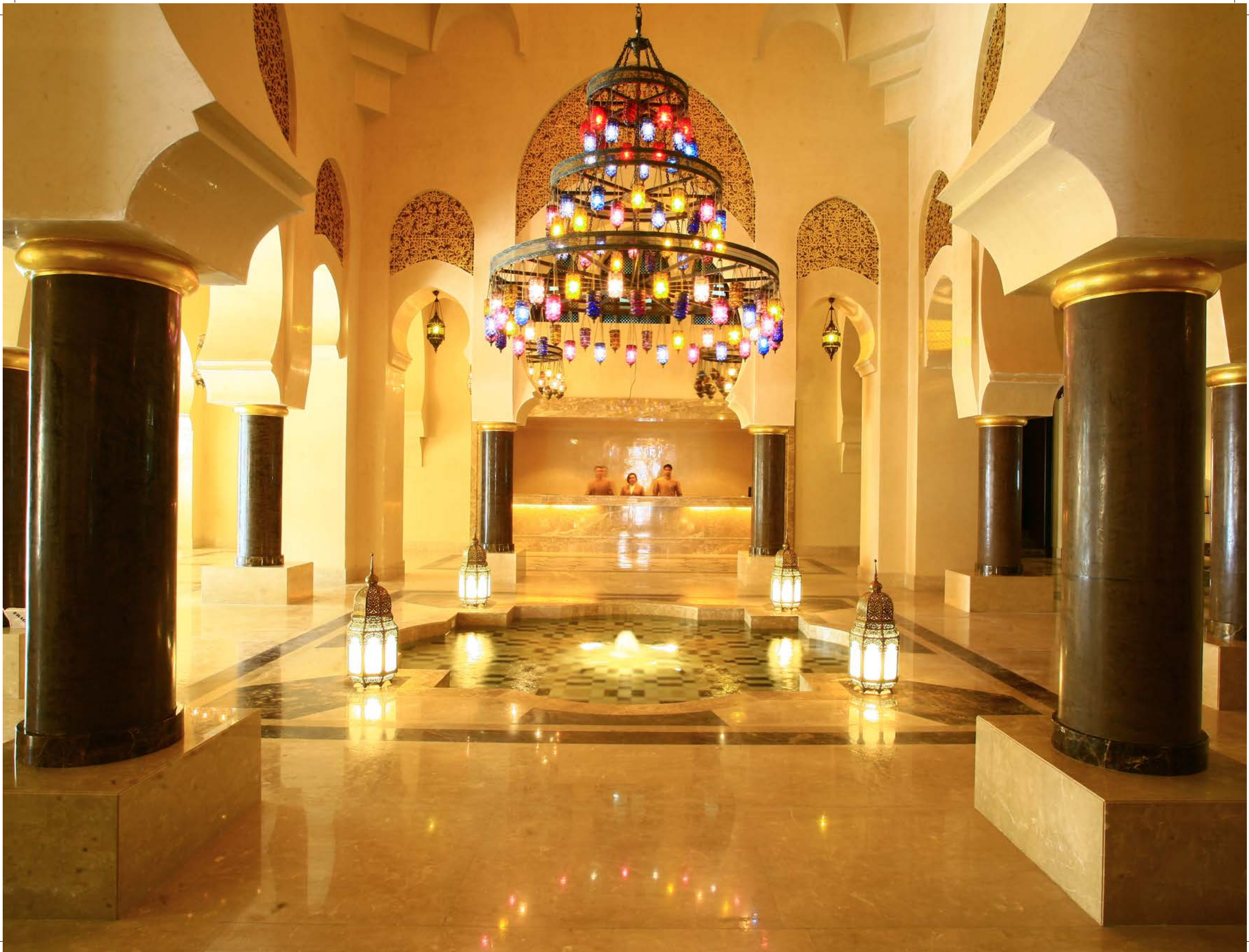


Al Barari Villa

Al Barari, Dubai 2014

Design development, complete interior fit-out works and customized furniture for a private villa.





Hospitality





Ritz Carlton Hotel

Ras Al Khaimah 2017

*Complete interior fit - out and
customized furniture for hotel restaurant.*





Intercontinental Hotel

Fujairah, 2017

*Complete interior fit - out and
customized furniture.*

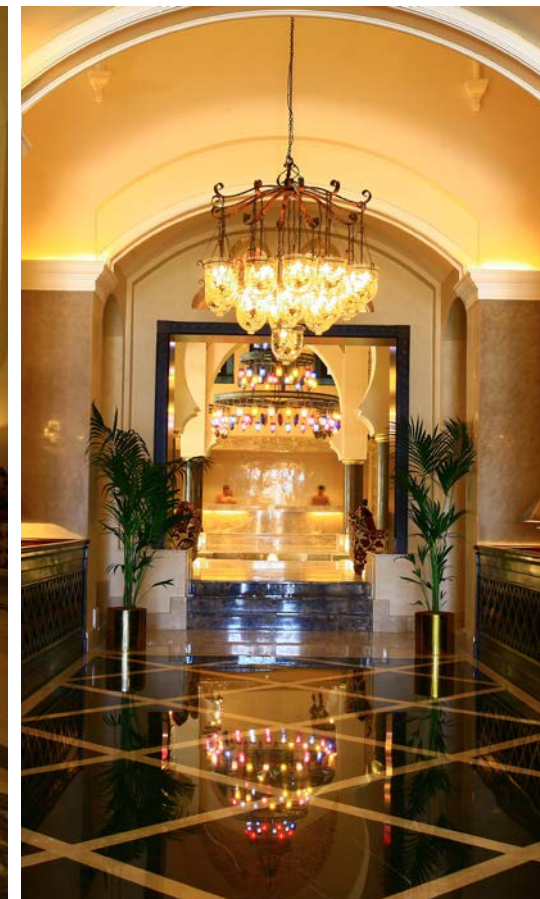
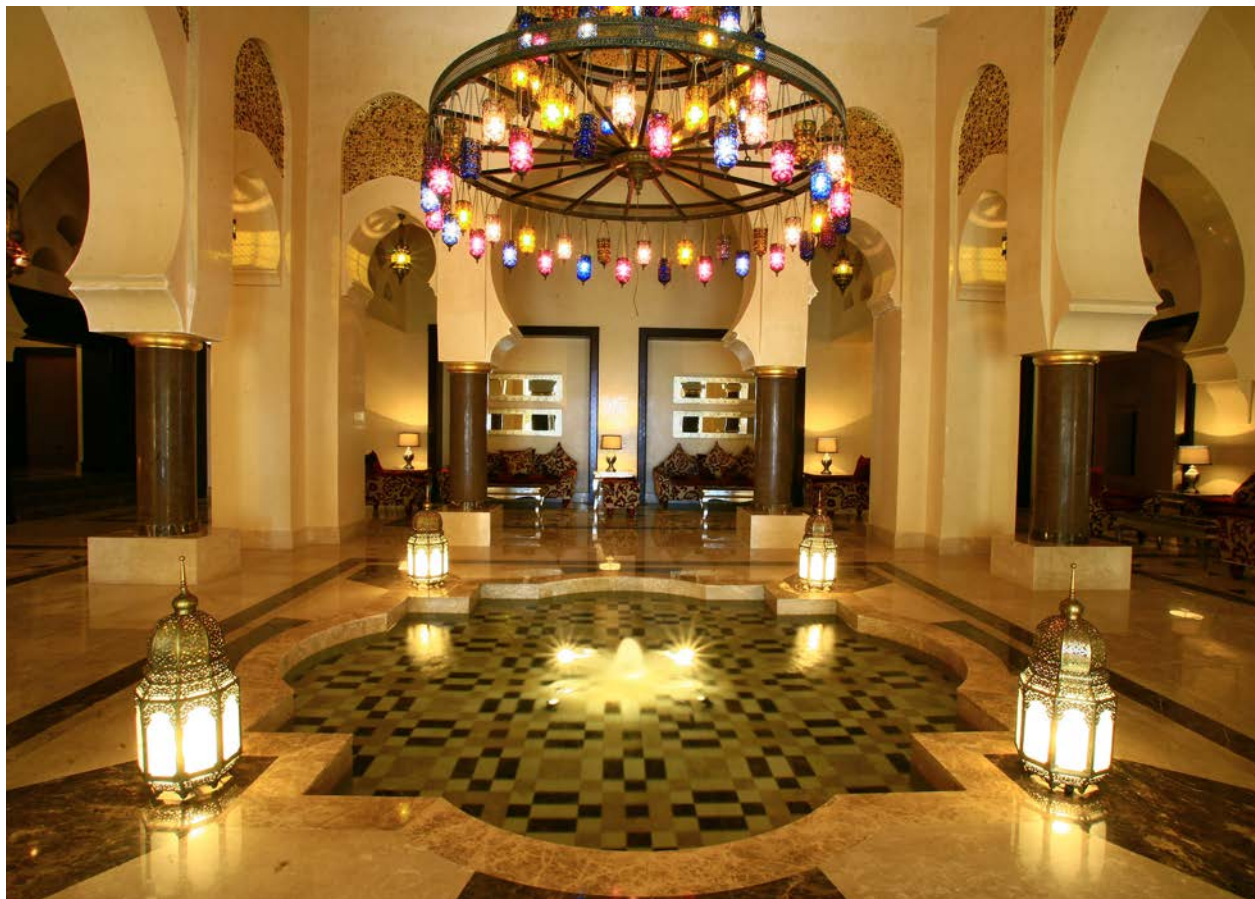




Royal Miramar Resort

Fujairah 2006

Design development and complete interior fit out works of the main entrance lobby, common areas, restaurants and cafes.





Commercial



Optimus Office

Dubai 2013

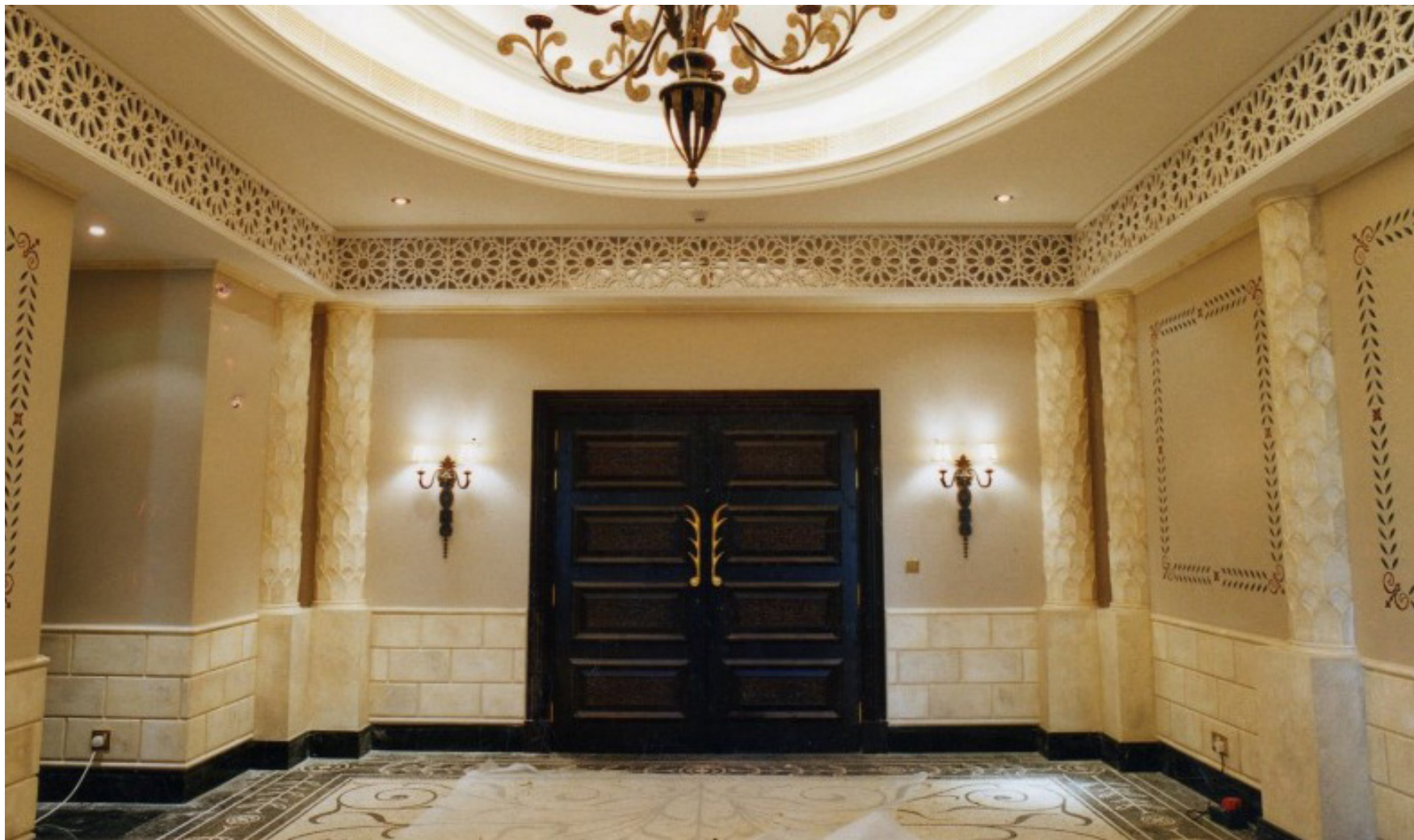
Concept, design development and complete interior fit out works of a modern style office using glass partition and wooden claddings.





Palm Sales Office

Nakheel, Dubai 2004

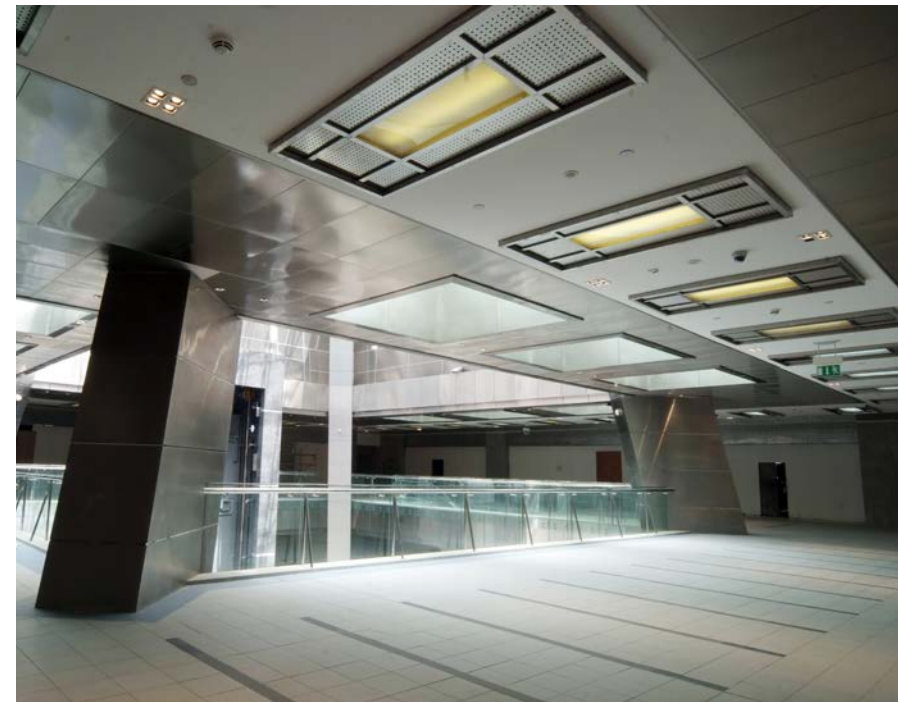




Muruur Mall

Ajman 2011

Complete interior fit out works of the lobbies and all public areas.





Sheikh Khalifa Hospital

Ajman 2009

Design development and complete interior fit out works for the main entrance and VIP area especially the wooden cladding in ceiling and walls.





Mosques

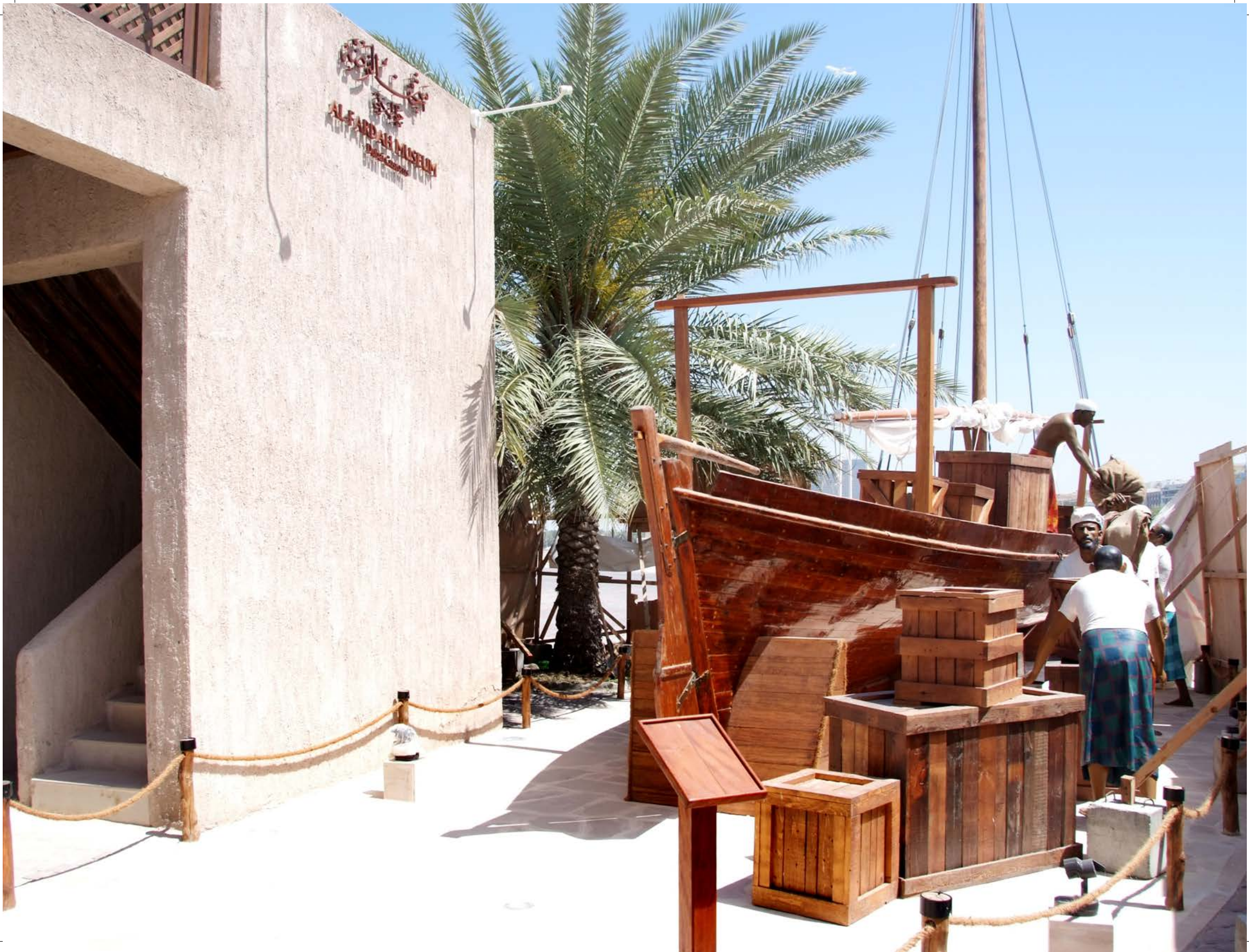


Amna Al Ghurair Mosque

Ajman 2012

Complete interior fit-out works for the entire prayer halls, ablution areas, and entrances..





Museums



Customs Museum

Concept design, design development and complete fit-out works with all interactive equipment and film production of the interior displays.

(Al Fardah Museum) Dubai 2009





Traditional Historical Museum

Dubai 2009

Concept design, design development and complete fit-out works of the interior displays.





National Falcon Center

Dubai, 2006

Design fit out with all the film scenarios of sign and information boards and panoramic view, long with interior displays.





Camel House Museum

Dubai 2006

Design development and complete fit-out works, along with the camel animation and film production and interior displays.





Project List

Project List

Residential

Mr. Ali Ismail Al Saeedi Private Villa – Sharjah / 2002
H.E. Sheikh Mohammed Bin Butti Private Villa – Abu Dhabi / 2002
Private Villa in Garain Area – Sharjah / 2002
Knowledge Villa / 2003
Mr. Ali Safar Private Villa – Duba / 2003
Mr. Mammen Varghese Private Villa – Dubai / 2003
Azure Residential Building – Dubai Marina / 2004
Mr. Abdul Aziz Eshaq Al Shaikh Private Villa – Dubai / 2004
Mrs. Nadia Eshaq Private Villa – Dubai / 2004
Private Villa in Nad Al Sheba – Dubai / 2004
Private Palace / 2005
Mr. Tariq Al-Jowder Private Villa – Dubai / 2004
Mr. Kamel Hashem Mohammed's Villa 1 – Dubai / 2006
Ajman Private Villa – Ajman / 2006
Mr. Raad Al Salhi Private Villa – Dubai / 2006
Mr. Khalid Shehail Villa – Dubai / 2006
Mr. Wessam Koprulo Private Flat – Sharjah / 2006
Mina Residential Complex – Abu Dhabi / 2007
Private Villa in Arabian Ranches – Dubai / 2007
Al Mamzar Villa – Dubai / 2007
Dr. Saad Al Khayat Private Villa – Dubai – Emirates Hills / 2008
Miss Aisha's Private Villa – Jumeirah / 2008
H.H. Ali Salim Al Kaabi Villa / 2008
Mr. Husham Kuprolu Flat – Sharjah / 2008
Mr. Abdulla Private Villa – Dubai / 2008
Mr. Khalid Al Mullah Private Villa – Dubai / 2008
Mr. Iyad Al Kubaisy Private Villa – Dubai / 2009
Mr. Amar Saad Private Villa – Dubai / 2009
Mr. Faroz Allana Private Villa – Dubai / 2009
H.H. Sheikh Ammar Bin Humaid Al Nuami Private Palace – Ajman / 2010

Mina Residential Complex 2# – Abu Dhabi / 2010
Mr. Al Manara Private Villa – Dubai / 2010
Mr. Khalifa Hatta Villa – Design / 2010
Mr. Obid Al Zaabi Private Villa – Dubai / 2010
Dr. Maha Al Kubaisi Private Villa – Dubai / 2011
Dr. Maha Awad Ayoub Villa – Dubai / 2011
Madam Nuha Flat – Abu Dhabi / 2011
Sudan Villas – Kahrtoom, Sudan / 2012
Mr. Khalid Al Hathboor Villa – Dubai / 2012
Al Zaher Palace – H.H. Sheikh Ammar – Ajman / 2012
Salya Private Villa – Dubai 2012
Mr. Banaja Private Villa – Sharjah / 2013
Mr. Khalid Ahmed Residential – Dubai / 2013
Private Palace – Dubai / 2013
Thirteen Villa (13 Villas) – Dubai / 2013
Mr. Marwan Al Zaem Private Villa – Dubai 2013
Al Barrari Villa – Dubai / 2014
Private Villa Hatta / 2014
DUBAI HILLS , MBR VILLA – Dubai / 2014
Private Villa – Sharjah / 2017-2015
Private Villa – Sharjah / 2017-2016
Private Palace – Abu Dhabi / 2017-2016

Healthcare

Dr, Nabil Khadr's Clinic/Alphamed Group – Dubai / 2004
Extension of Sheikh Khalifa Bin Zayed Hospital – Ajman / 2009
Bin Sina Pharmacy – Al Ain, Abu Dhabi, Dubai
Bin Sina Pharmacy – Mega Mall Sharjah
Bin Sina Pharmacy – Dubai
Al Noor Pharmacy - Dubai

Project List

Commercial

Interior for Adnoc Petrol Station – Abu Dhabi / 2003
Koprulu Tyre Showroom – Dubai / 2003
Mecca School – Sharjah / 2003
Al Asi Showroom – Dubai / 2004
Heavy Vehicle Showroom and Workshop – Abu Dhabi / 2005
Stand for United Electronics Co. in Arabian Properties Exhibition – Abu Dhabi / 2006
Stand for Hanoo Holding Company in Arabian Properties Exhibition – Abu Dhabi / 2006
Alphamed Showroom – Dubai
AUH Health & Fitness Club – Abu Dhabi / 2008
Travel Air Arabia – Sharjah / 2008
Horse's Stable House – Ajman / 2009
Erbill Mall – Iraq / 2010
Auto Car Showroom – Dubai / 2010
Al Murur Mall – Ajman / 2011
Opera Shoes – Dubai
Alfa Sport Marina Mall – Abu Dhabi
Manar Mall – Ras Al Khaimah / 2017

Hospitality

Conference Palace Hotel – Abu Dhabi / 2003
Grand Hyatt Hotel (Kids Club) – Dubai / 2004
Kempinski Hotel at Mall of the Emirates – Dubai / 2005
Royal Miramar Resort – Fujairah / 2006
Coffee Shop in Business Ave. Bldg. – Dubai / 2004
Al Bait Al Baghdadi Restaurant – Dubai / 2004
Al Bait Al Baghdadi Restaurant – Sharjah / 2007
Al Merkaz Restaurant – Dubai / 2008
Las Palmas Restaurant & Internet Café – Sharjah
Best Food Shop – Dubai
Shang Hai Restaurant - Sharjah
Giovanni Hotel / 2015
Intercontinental Resort – Fujairah / 2017
Ritz Carlton Beach Resort / 2017

Corporate

JC Mclean Main Office – Dubai / 2013
Alphamed Office – Dubai / 2003
SMC Office City Tower 2 – Dubai / 2004
Cosmoplast Office – Sharjah / 2005
Alphamed Office 2# – Dubai / 2005
Dream Homes Property Office – Dubai / 2007
Tabuk Office – Dubai / 2007
Sinattech Office – Dubai / 2007
Al Durra Office – Sharjah / 2008
Solway Office – Dubai / 2008
Zayed Charitable & Humanitarian Foundation – Abu Dhabi / 2009
Environmental Agency Head Quarter – Abu Dhabi / 2009
Sher Consultant Office – Dubai / 2008
Zayed Foundation Auditorium / 2010
Al Khayyat Office – 35th Floor Irise Bldg. – Dubai / 2011
The Palm (Sales Office) – Dubai (The Palm) / 2004
Optimus Office DAL Group – Dubai / 2013
Coastal Trading & Contracting Office – Dubai
Marwan Contracting Office – Dubai
Mawazeen Lab Office – Sharjah
Jebel Ali Port Office – Dubai
MMA Office / 2016

Museums

Camel House Museum/Dubai Municipality – Dubai / 2006
National Falcon Center/Dubai Municipality – Dubai / 2006
Al Fartha Museum – Dubai Customs Museum – Dubai / 2008
Traditional Architectural House – Dubai Municipality – Dubai / 2008

Mosque

Amina Al Ghurair Mosque – Ajman / 2012



Our Clients and Partners





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