



STUDIOIDA

INTERIOR DESIGN + BUILD

C O R P O R A T E P R O F I L E

WELCOME TO STUDIO IDA

Studio IDA is an exciting new specialized division of IDA Dubai, which was established in 1997. We are a full service, Dubai based Design + Build firm specializing in commercial interior design with a global influence. Our expertise ranges from Corporate Offices, Retail, Healthcare, F&B, and Automotive projects. Be it an office, a restaurant or a retail showroom, we believe in achieving highly individual results for a discerning and diverse clientele.

We are committed to achieving the highest level of design with a “turn-key” approach through our services offered. Our designers successfully participate in projects from the initial concepts, FF&E selections, budgeting, project coordination – always with precision, professionalism, attention to detail, exceptional customer service and expert project management skills.

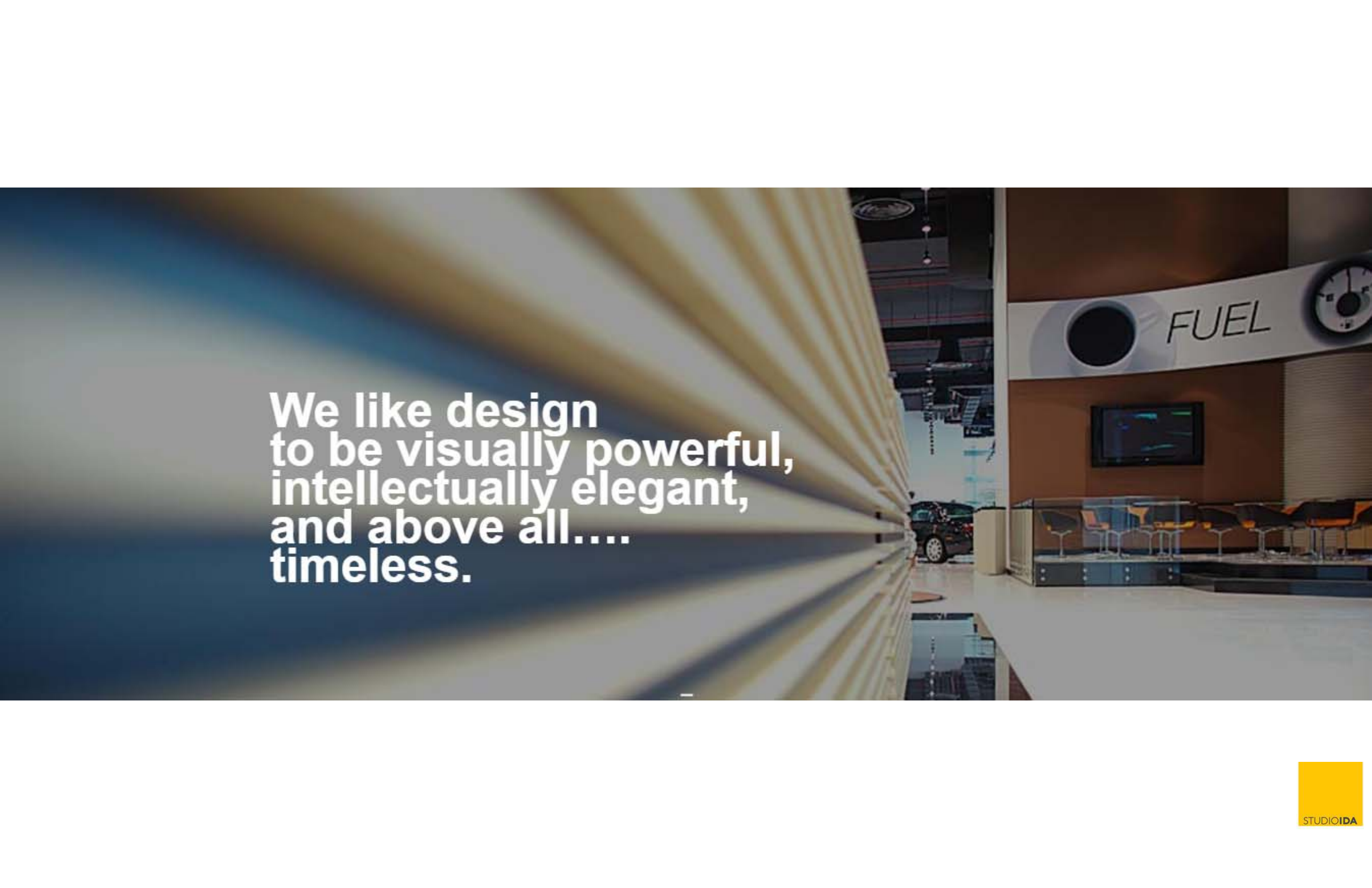
Studio IDA crafts visual stories that become signature surroundings. Driven by clients' aspirations, the firm designs interior design concepts, as well as executes the buildup, which allows clients to fully express who they are, and what holds meaning to them.

The logo for STUDIOIDA features the brand name in a bold, sans-serif typeface. The letters 'STUDIO' are in a dark grey color, while 'IDA' is in a slightly lighter shade of grey. This text is centered within a solid, vibrant yellow rectangular background.

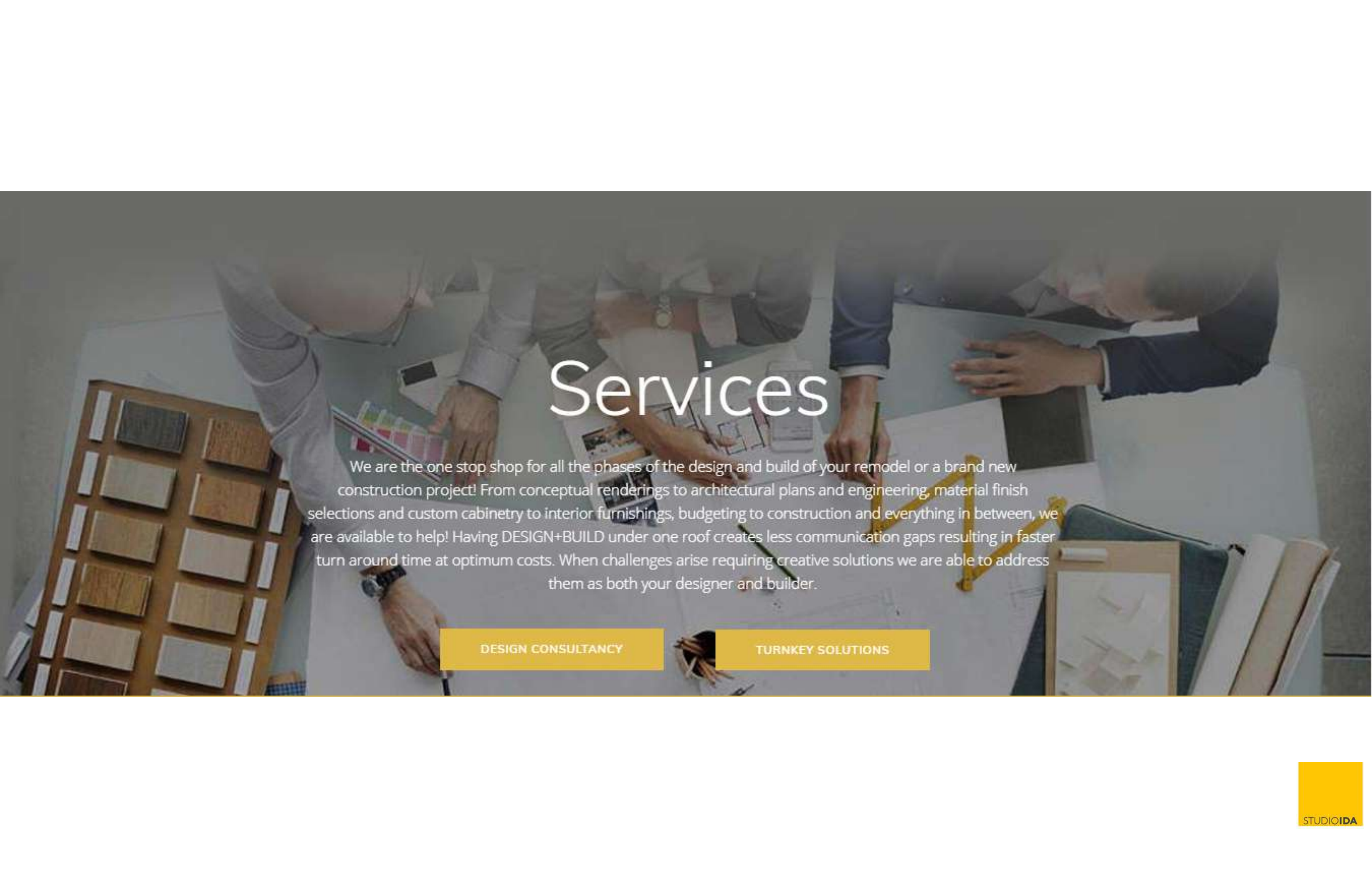
STUDIOIDA

INTERIOR DESIGN SERVICES IN

CORPORATE OFFICES
BOUTIQUE OFFICES
RETAIL OUTLETS
F&B-RESTAURANTS & CAFÉ
HOSPITALITY
AUTOMOTIVE & SERVICE CENTERS
HOSPITALS & CLINICS
EDUCATION – SCHOOLS, COLLEGE
CONCEPT ARCHITECTURE



We like design
to be visually powerful,
intellectually elegant,
and above all....
timeless.



Services

We are the one stop shop for all the phases of the design and build of your remodel or a brand new construction project! From conceptual renderings to architectural plans and engineering, material finish selections and custom cabinetry to interior furnishings, budgeting to construction and everything in between, we are available to help! Having DESIGN+BUILD under one roof creates less communication gaps resulting in faster turn around time at optimum costs. When challenges arise requiring creative solutions we are able to address them as both your designer and builder.

DESIGN CONSULTANCY

TURNKEY SOLUTIONS



Finalist 2019
Retail Interior
Of the year.



Finalist 2021
Retail Interior
Of the year

DESIGN CONSULTANCY

1 Extracting Brief

We believe in"Quality in – Quality out" The more accurate the brief the better the design solution. However clients do not always have a detailed briefing document, which we understand. With our experience, we engage in a detailed dialogue & visit their setup to know more about their core business & values. Which helps us to "read between the lines". We "design to the clients budget".

2 Project Feasibility Study

Many a times, clients engage an Interior designer post identifying a new location or signing off the lease. Without any study to ensure the given space suits their current & future expansion needs. Studio IDA can assist clients to identify the best location which is "Fit for purpose". Keeping in mind various Architectural & MEP requirements/limitations. In which case the client has peace of mind that the selected location is 100% suitable for the said purpose, before time being invested in the design planning.

3 Concept Design

Post brief sign off. We develop initial space plans options, mood boards & concept sketches, converting the brief to a more tangible format.

4 Design Development

At this stage the layouts are frozen & concept mood shots & sketches are converted into photo realistic 3D renders/ Walk through.

5 Detail Design

In this stage, we draw up all the technical Architectural details. Post conducting a detail site survey. In conjunction with the nominated MEP designer/contractor.

6 Tender packaging

This is a comprehensive detailed tender package, consisting of detail drawings + BOQ + FF&E specs. Which can be tendered to contractors.

7 Tender analysis

Post tender analysis of the various tender bids. Comparisons etc with a final recommendation based on overall merit.

7 Design project management

Post contract award. We assign a manager to monitor the design implementation during the build stage. To ensure the contractor executes the project as per the design & specs.

7 Value engineering

This is a specialized service where by if the client has a project pre-designed, but the costs exceeds the budget. We can re evaluate/re-spec the materials while still maintaining the design integrity. For a small fee. We can help reduce the project costs by up to 20-30%.

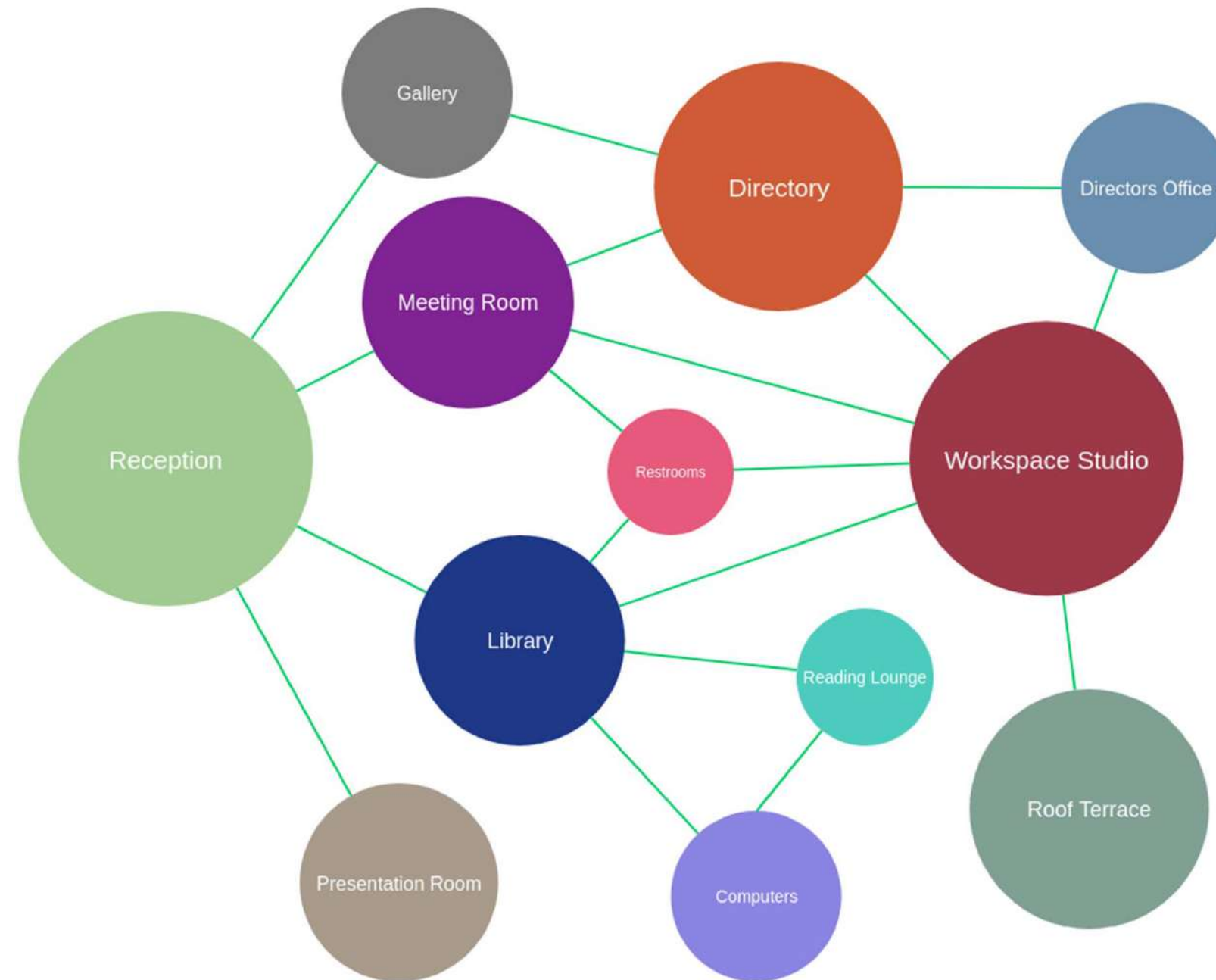


PROJECT DESIGN PROCESS



STUDY OF THE BUSINESS & THEIR ORGANIZATION STRUCTURE

PROJECT DESIGN PROCESS



IDENTIFY HIERARCHY & DEPT. PROXIMITY REQUIREMENTS

PROJECT DESIGN PROCESS

ADFCA CORPORATE LOGO



LOGO ELEMENT (BEAKER)



LOGO ELEMENT (SEEDS)



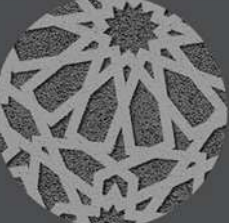
TREE BRANCHES



SIMPLIFIED BRANCH



MUSHRABHIA PATTERN



GEOMETRIC PATTERN



[DESIGN APPLICATIONS] FEATURE SCREENS



DESIGN BRIEF

The scope of works for this project comprises the Fit-Out, MEP and Furniture Design, construction, completion and handover of the proposed new head office fit-out works, located in Tower 16 within the Building Material City. The new location will comprise of G +19 floors, covering a total of 21,117 square meters.

The proposal shall be an interior "Design Build" solution that is unique, different, exciting, contemporary, visually attractive, interesting and enhances the concept of the architectural aspects of the project.

The Design Criteria are:

Contemporary | Bright | Light and airy | Sustainable | Welcoming

We have embraced this challenge through the development based on ADFCA's pillars of:

TEAMWORK
PROFESSIONALISM
LEADERSHIP
INTEGRITY
TRANSPARENCY
SERVICE EXCELLENCE

DESIGN STRATEGY

This board summarizes the interiors proposal carried out by Hamilton International. We have developed an interior concept that establishes a design attitude and sets out principles and details. Described below are these elements and their applications to the following key spaces:

a. Reception Area
b. Customer Services Area
c. Director General/Executive Director Offices/Director and Section Manager
d. Open Planned Office
e. Meeting Room
f. Training Room/Auditorium
g. Lounge room

The use of certain aspects of traditional Islamic architecture featuring geometrical elements, proportion, simplicity, space, light, layering, ornament and response to climate will be infused in the interior design of this office space. The objective is to strike a balance between the practicality of modern design and the comfort of traditional spaces, while utilizing green building materials to contribute to the sustainability factor.

Our design approach sweeps the internationalized language of cultural interiors and contrastingly offers a design that is steeped in the local culture emanating a deep sense of place.

The interior design of this office space engages with the UAE essential character and presents a confident image of a contemporary modern interior to the international stage.

DESIGN ELEMENTS

We have symbolized the following elements in our design:

1. Light & Shade | Connectivity | Infinity

The screen pattern is based on simple geometric shape that when layered becomes an intricately interwoven design that speaks of infinity and the eastern theism.

The alternative chosen was to take this concept and graphically represent the screen with references to the beaker used in the ADFCA's logo and a tree trunk a symbol of life and strength to propose a modern rendition of a traditional mashrabiya screen. This screen is then used in the various parts/ floors of the office building thereby presenting a unified space.

2. Texture | Pattern

Elaborating on the wheat stalk motif which is an integral part of the ADFCA logo we randomized the grain and created an graphic pattern which is scattered on the Gypsum bulkhead, flooring and the wall surfaces thereby creating an intricate tapestry of surfaces.

3. Colors

Taking references from the Nature's palette of vivid colors (also referenced in the various media images of ADFCA) we have introduced color throughout the office spaces thereby providing moments of surprise and delight. Also they are potent reminders of how deeply interwoven plant colors are with human life and culture-from the shifting hues that told early humans when fruits and vegetables were edible to the indigo dyes that signifies royalty.

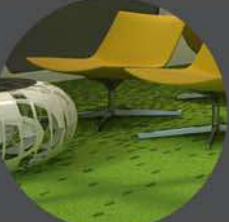
WHEAT SEEDS



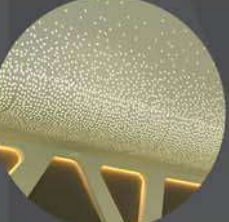
MOTION IN NATURE



FLOORING



FEATURE BULK HEADS [DESIGN APPLICATIONS]



GLASS SCREENS

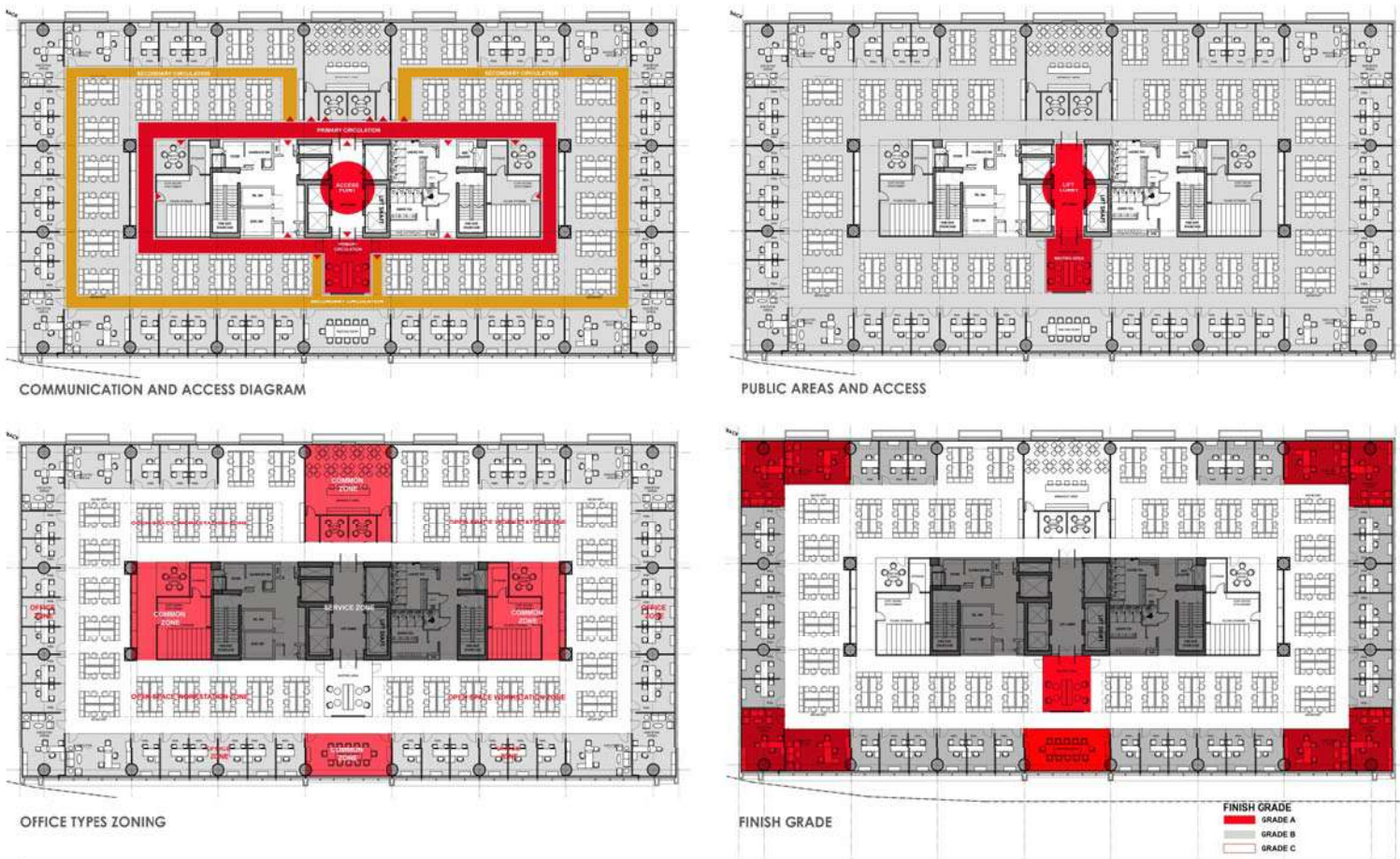


RECYCLING INITIATIVES WITHIN STAFF

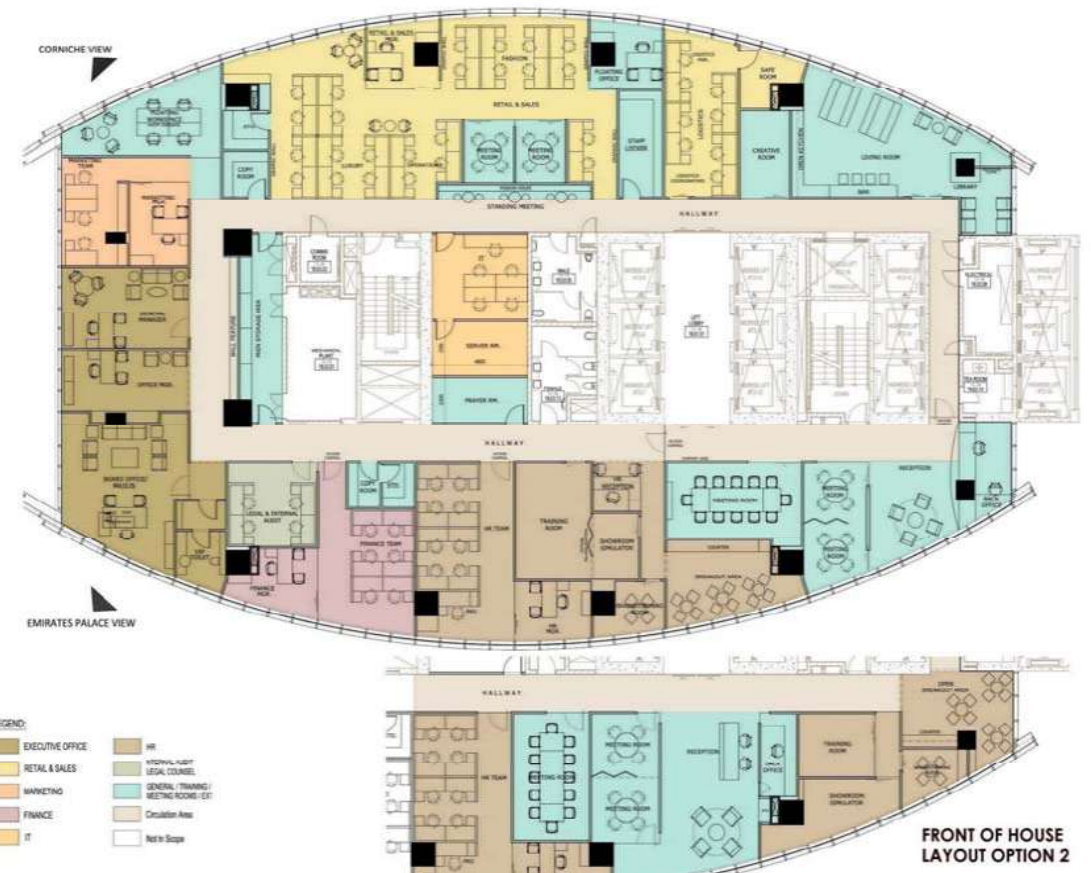


DESIGN PHILOSOPHY DEVELOPMENT (EXAMPLE)

PROJECT DESIGN PROCESS

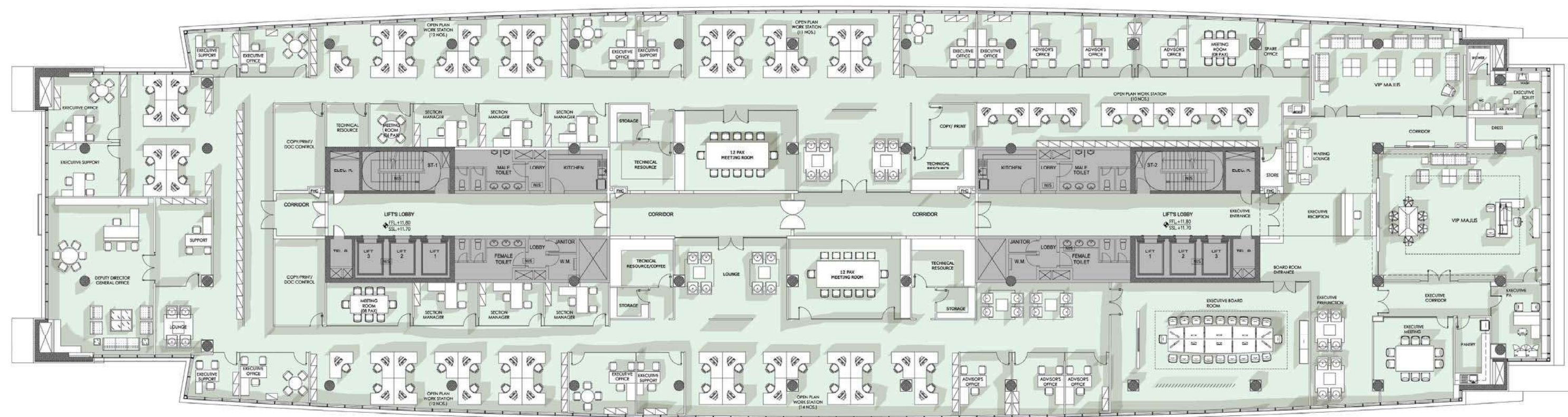


1 - LARGE SCALE ZONING



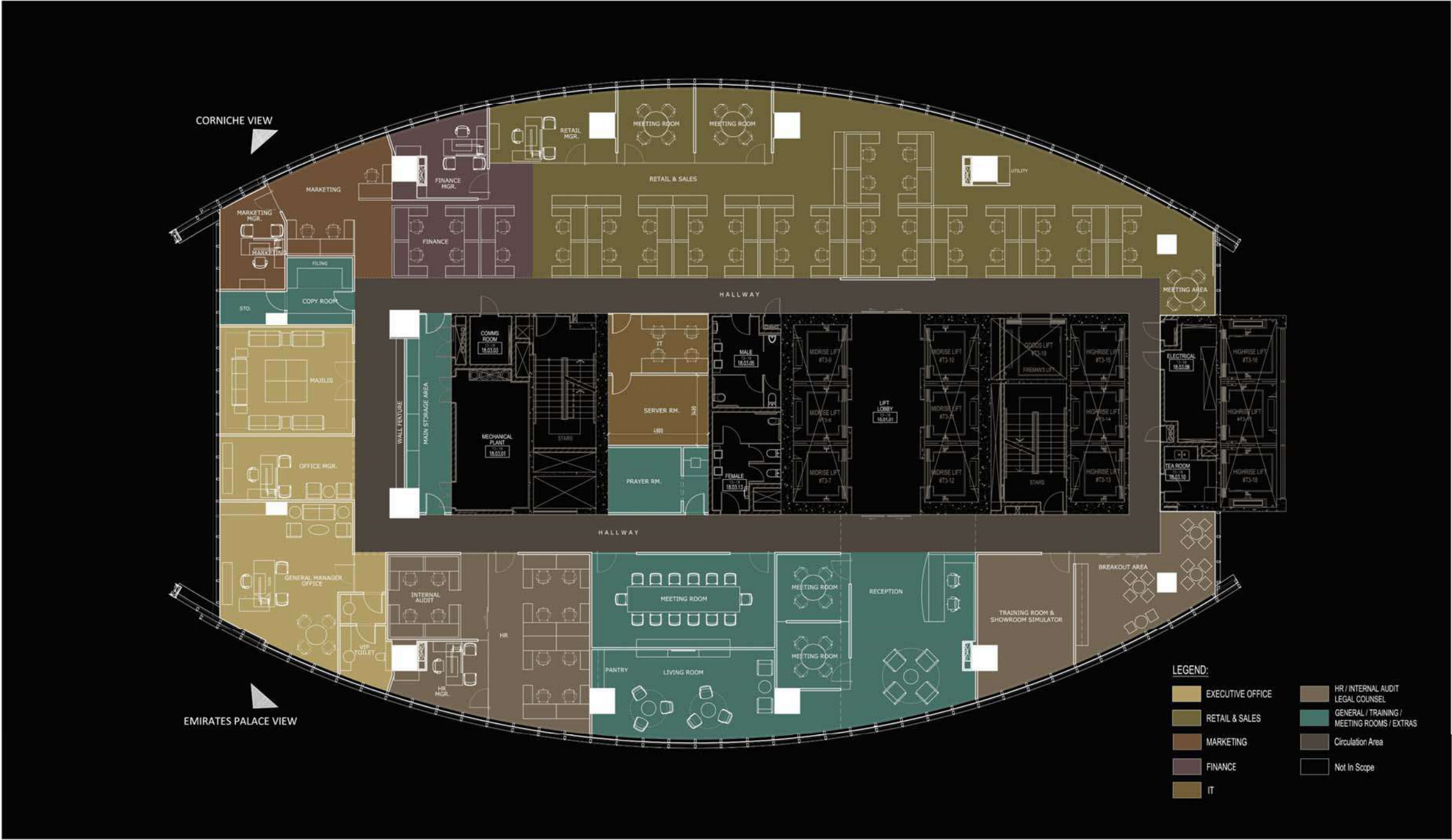
2 - DEPARTEMENT ZONING

PROJECT DESIGN PROCESS



Z O N I N G - E x a m p l e

PROJECT DESIGN PROCESS



ZONING - Example

PROJECT DESIGN PROCESS



Z O N I N G - E x a m p l e

P O R T F O L I O " O F F I C E "



FERRERO Offices in Jeddah - KSA



FERRERO Offices in Jeddah - KSA



FERRERO Offices in Jeddah - KSA



FERRERO Offices in Jeddah - KSA



FERRERO Offices in Jeddah - KSA



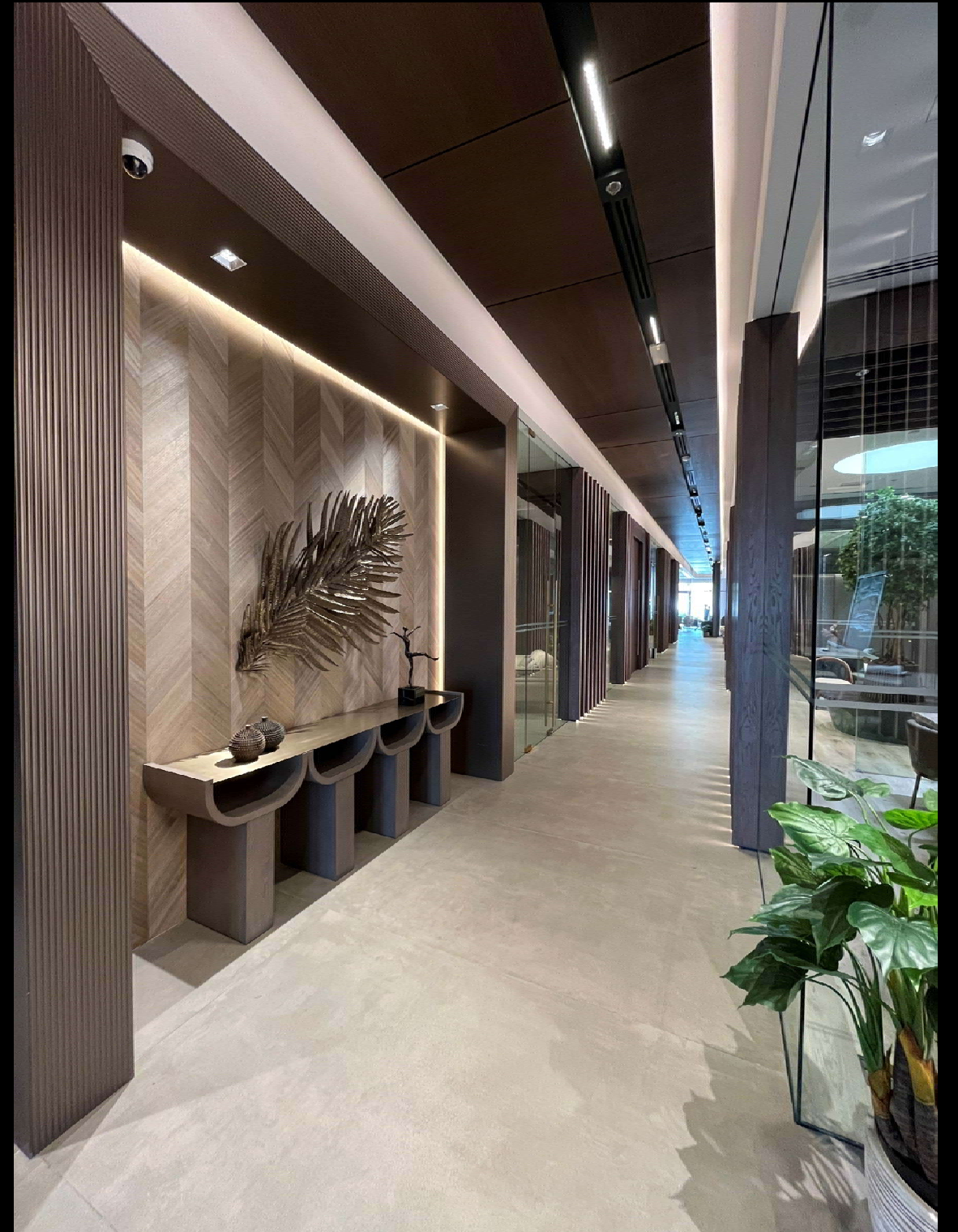
FERRERO Offices in Jeddah - KSA



FERRERO Offices in Jeddah - KSA

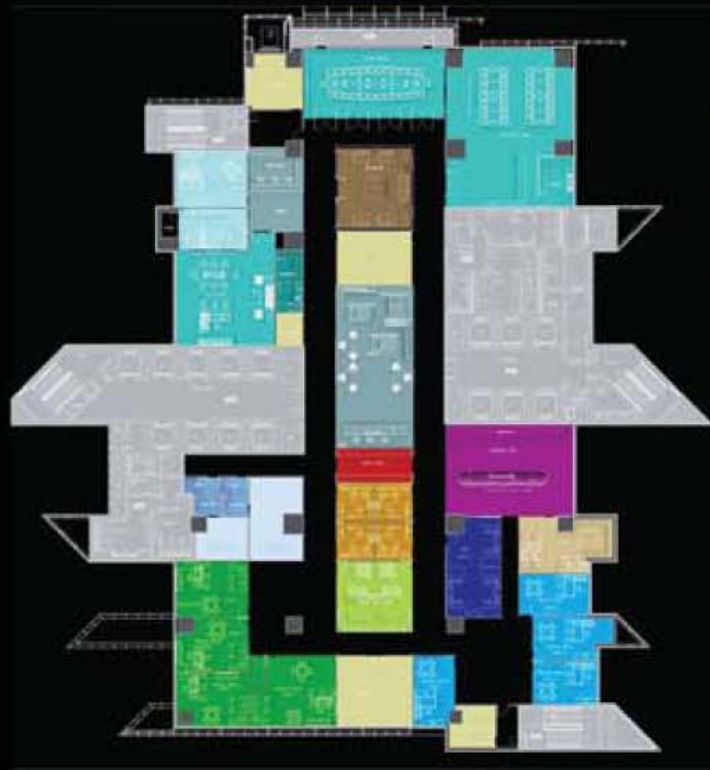










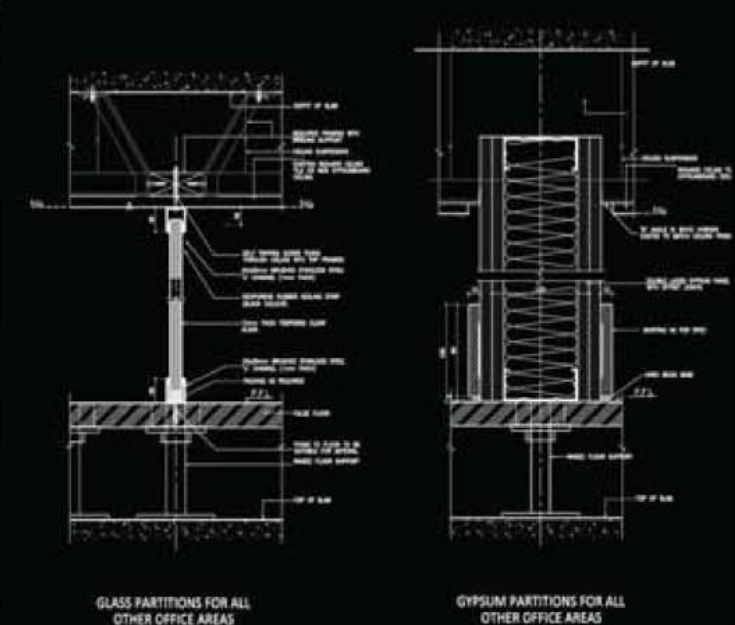


APCA CORPORATE 1000

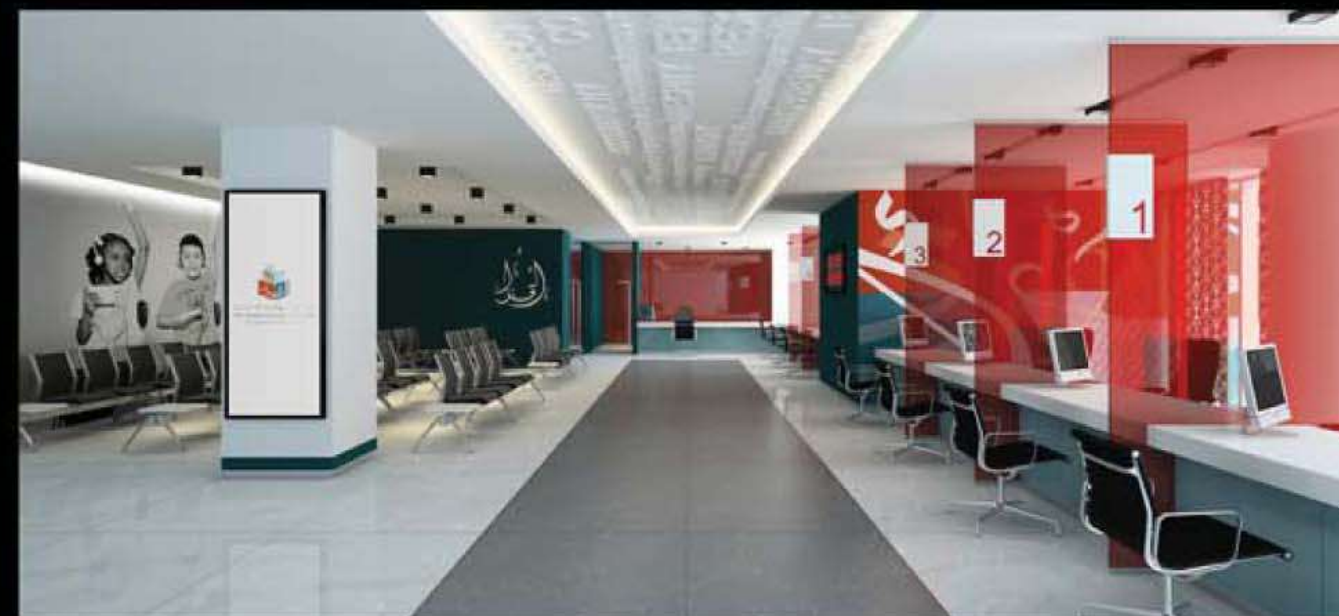
1000 SUBMITTAL (BRANCH)

1000 SUBMITTAL (BRANCH)

WEE BRANCHES	SHAPED BRANCH	AUSIRABIA PATTERN	GEOMETRIC PATTERN	DESIGN APPLICATIONS	NATURE SCREENS
WEE BRANCHES The space of water for the project is a key element for the design. The design is a series of interconnected lines, representing the flow of water and the growth of the building.	SHAPED BRANCH The design is a series of interconnected lines, representing the flow of water and the growth of the building.	AUSIRABIA PATTERN The design is a series of interconnected lines, representing the flow of water and the growth of the building.	GEOMETRIC PATTERN The design is a series of interconnected lines, representing the flow of water and the growth of the building.	DESIGN APPLICATIONS The design is a series of interconnected lines, representing the flow of water and the growth of the building.	NATURE SCREENS The design is a series of interconnected lines, representing the flow of water and the growth of the building.
WHEAT SEEDS The design is a series of interconnected lines, representing the flow of water and the growth of the building.	NATURE IN NATURE The design is a series of interconnected lines, representing the flow of water and the growth of the building.	FLOORS The design is a series of interconnected lines, representing the flow of water and the growth of the building.	FEATURE BULK HEADS (DESIGN APPLICATIONS) The design is a series of interconnected lines, representing the flow of water and the growth of the building.	GLASS SCREENS The design is a series of interconnected lines, representing the flow of water and the growth of the building.	RECYCLING MATERIALS WITHIN DUFF The design is a series of interconnected lines, representing the flow of water and the growth of the building.

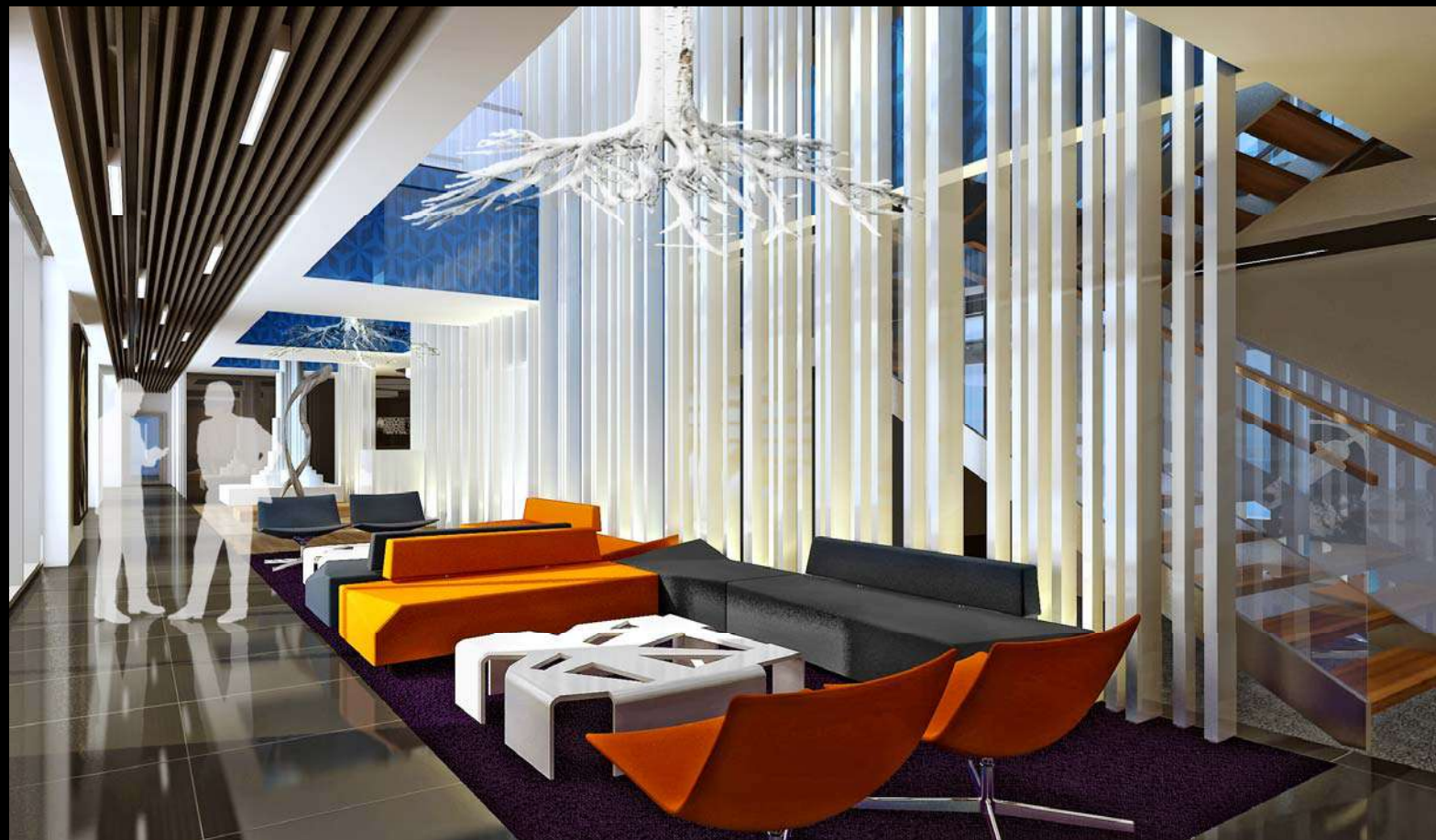




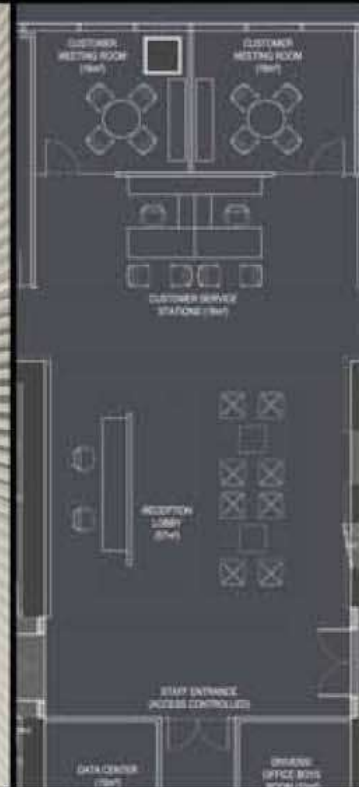




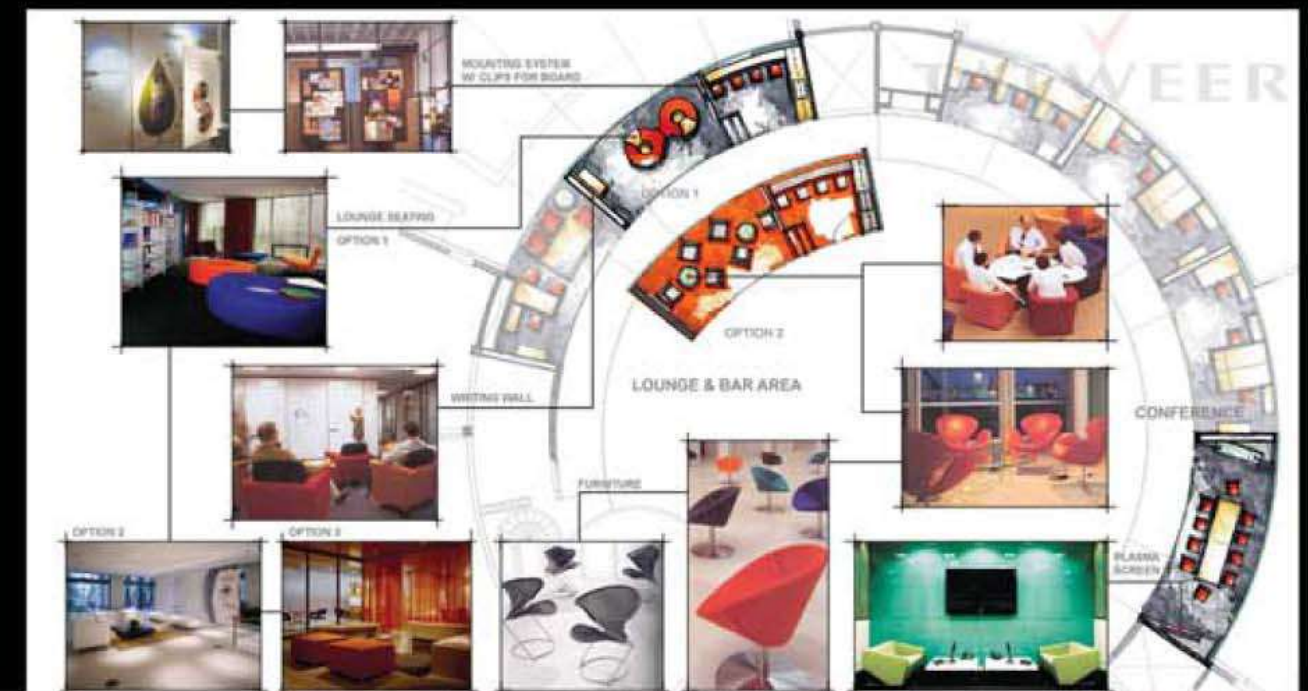
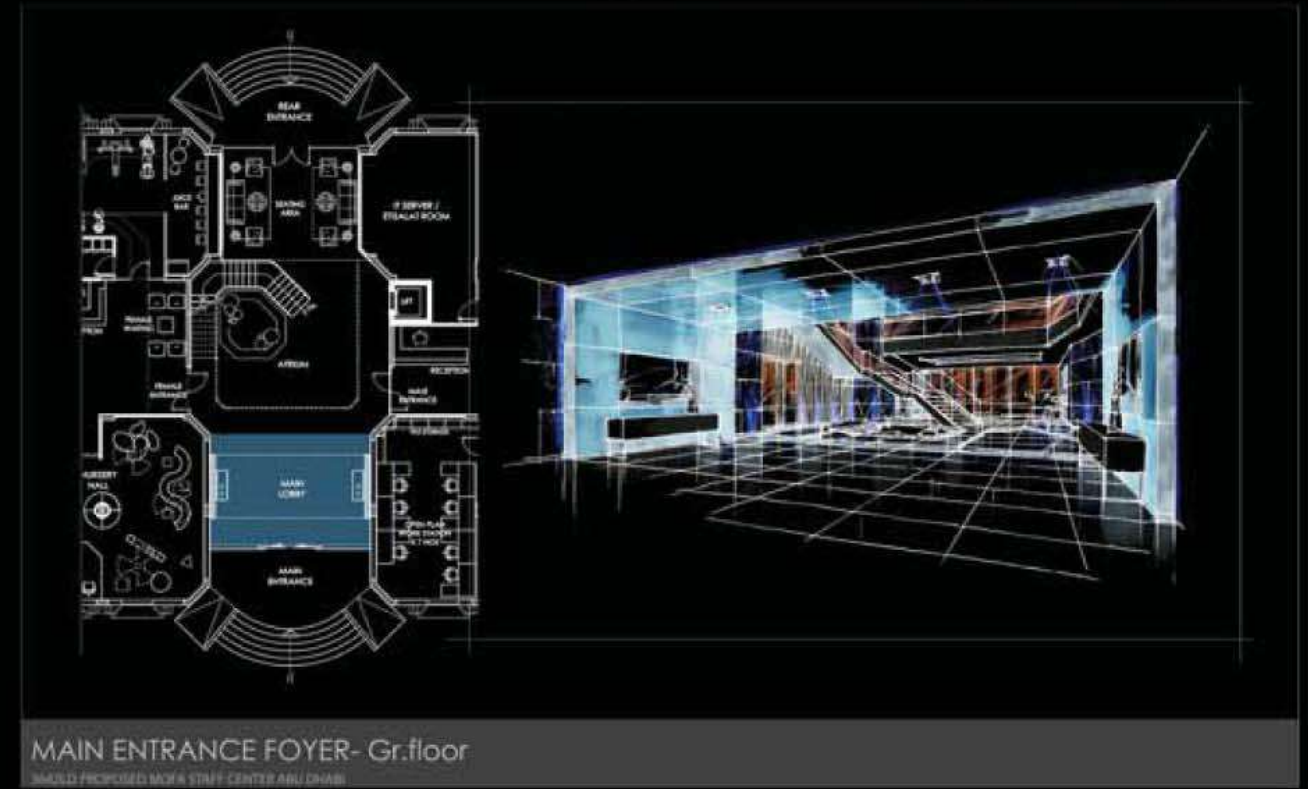
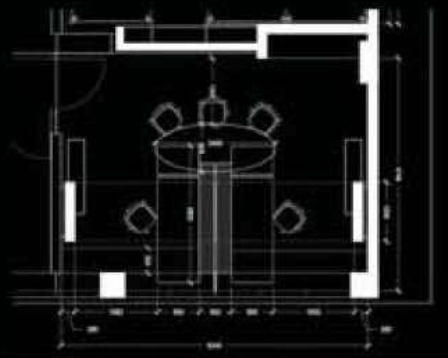
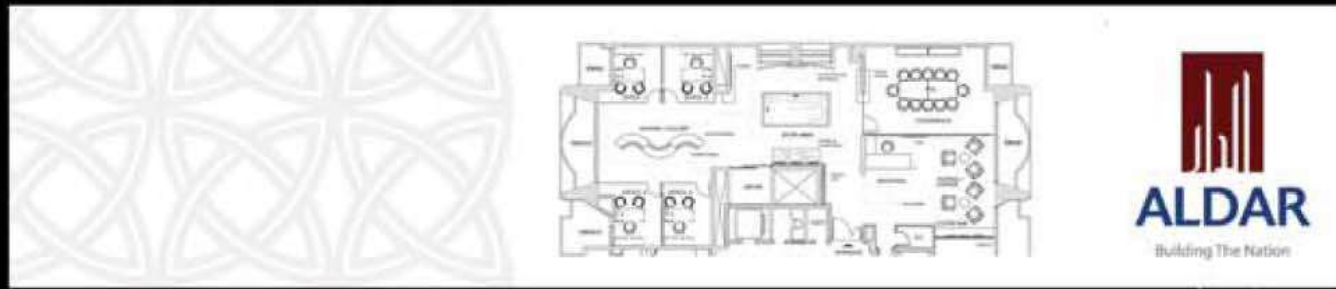




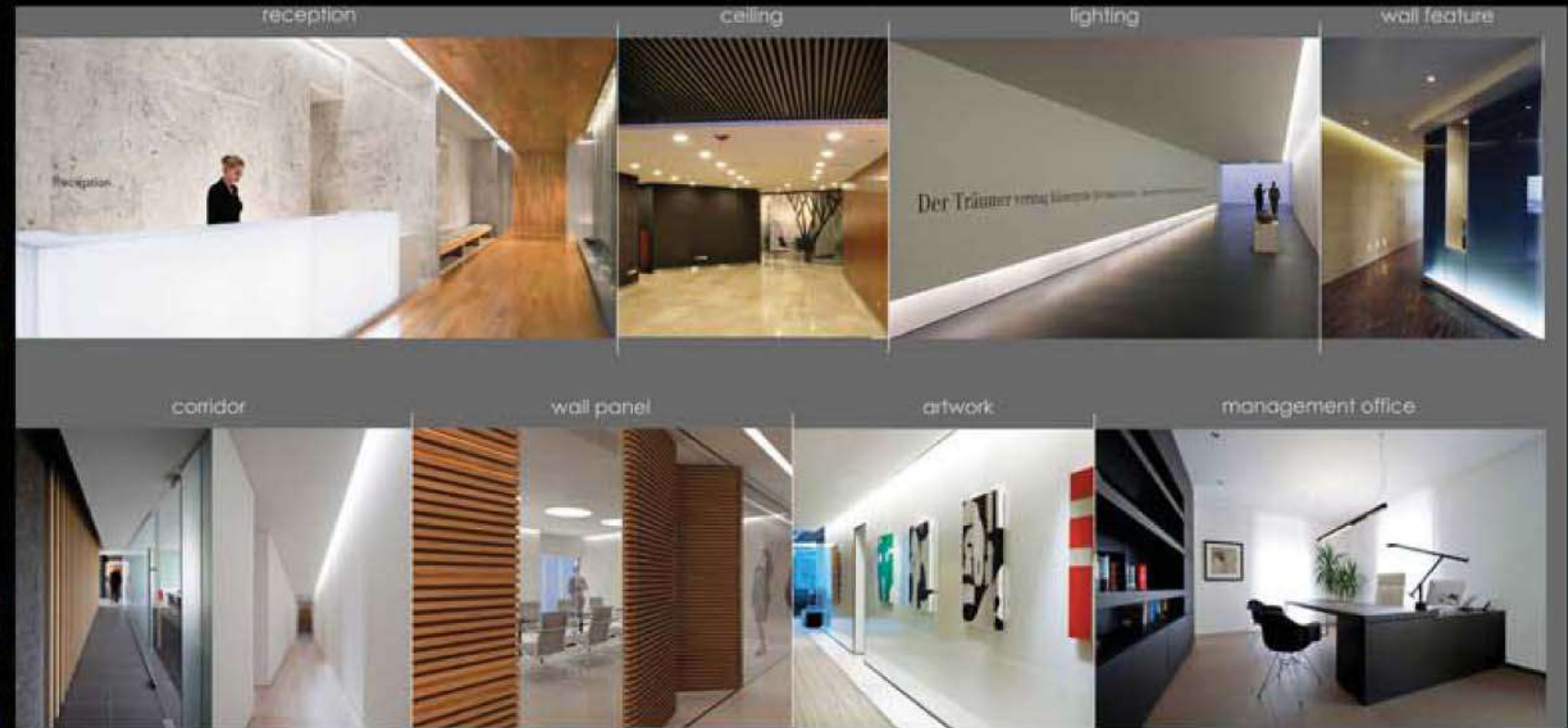
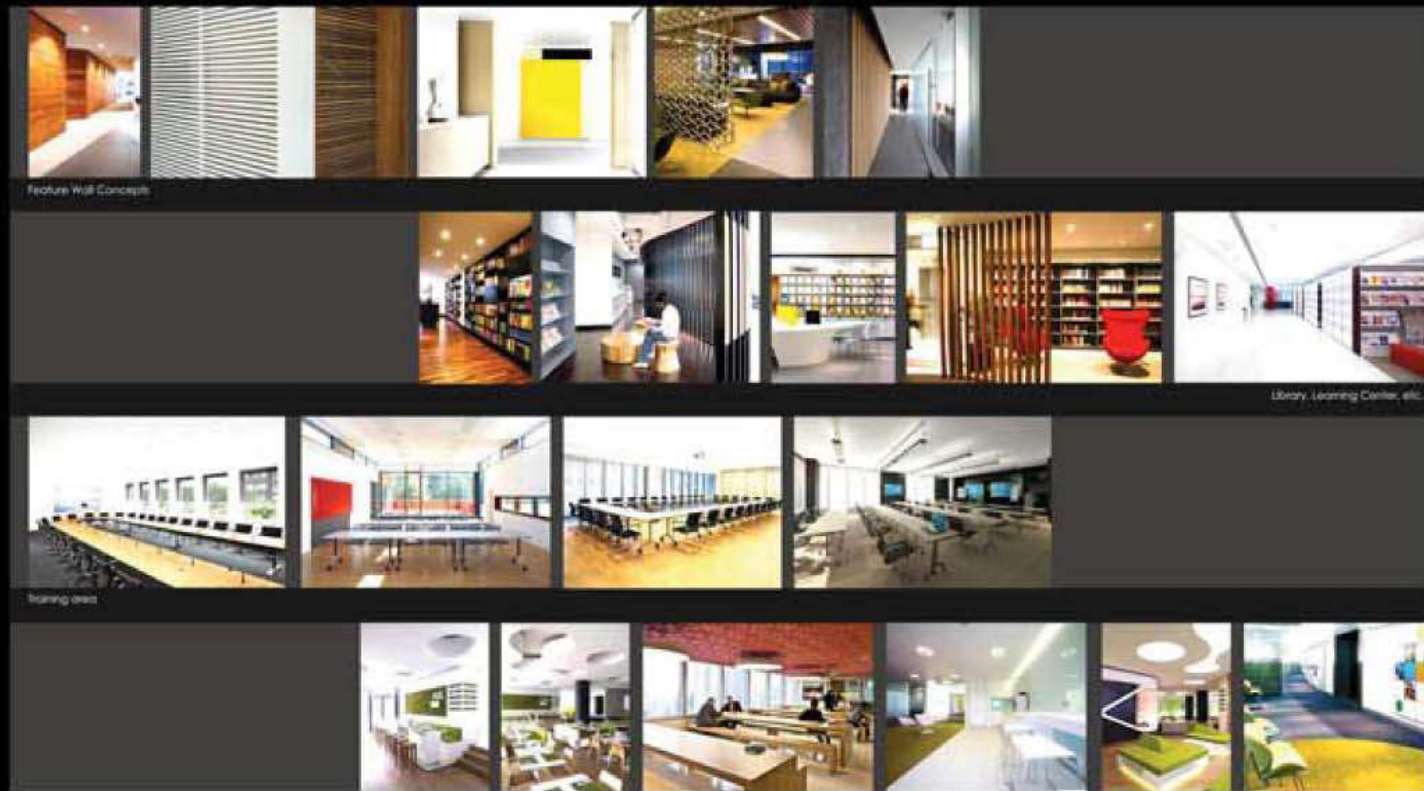




Presentation techniques



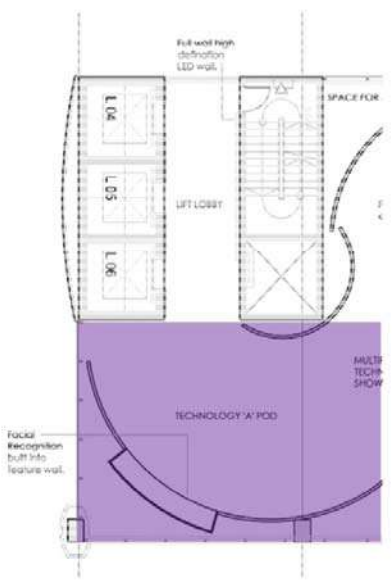
Mood/Concept Board- Sample



PORTFOLIO "EXPERIENCE CENTERS"

TECHNOLOGY PODS

PG-1



STAR TREK INSPIRED ENTRANCE PORTAL FEATURE

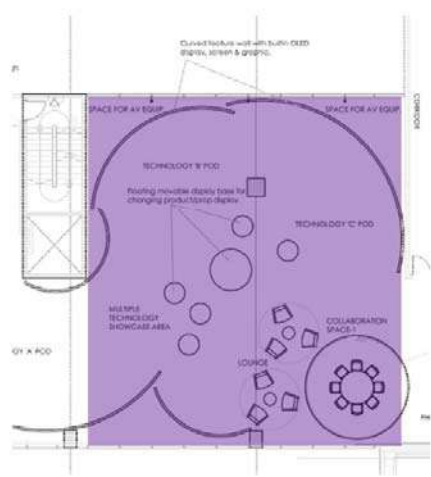
FACIAL RECOGNITION TECHNOLOGY TO WELCOME VIP GUESTS

LARGE CURVED SCREENS WITH PART O-LED & PART GRAPHICS.

FALSECEILING CONCEPT. PART OPEN – PART CLOSE

TECHNOLOGY PODS

PG-2

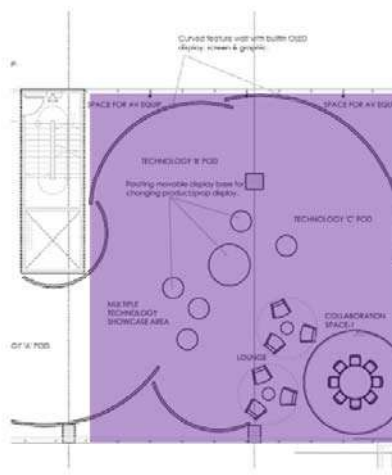


LARGE CURVED SCREENS WITH PART O-LED PANELS + PART GRAPHICS + SMART GLASS ETC. WITH CENTRAL OPEN SPACE FOR EASY CIRCULATION.

HOLOGRAMS

TECHNOLOGY PODS

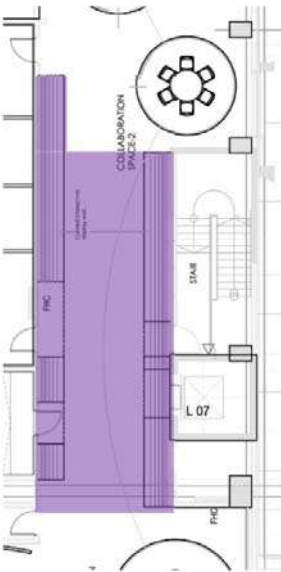
PG-3



CENTRAL AREA FREESTANDING MOVABLE DISPLAY BASE

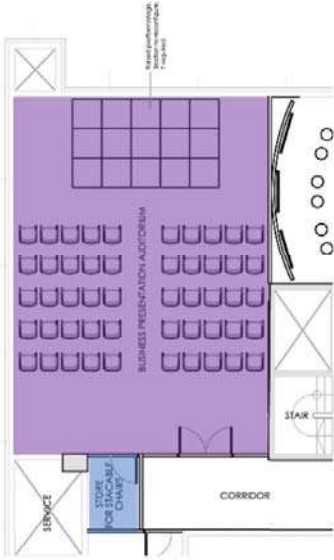
OPEN AREA LOUNGE

INTERACTIVE GALLERY

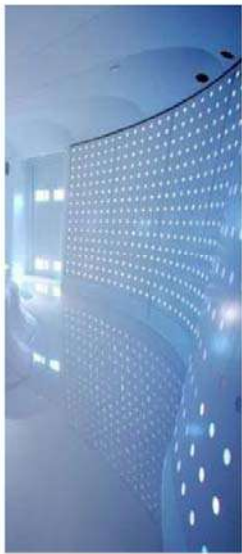


AUDITORIUM- DESIGN ELEMENTS

S-1

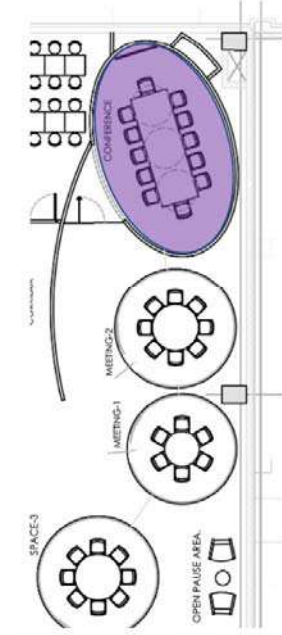


ACOUSTIC WALL PANELS WITH BUILT IN LED



ACOUSTIC CEILING FEATURE WITH LED TIPS

CONFERENCE



CUSTOM BUILT FLOATING GLASS CONFERENCE TABLE, STRETCH MEMBRANE CEILING WITH CONCEALED LED LIGHTING.

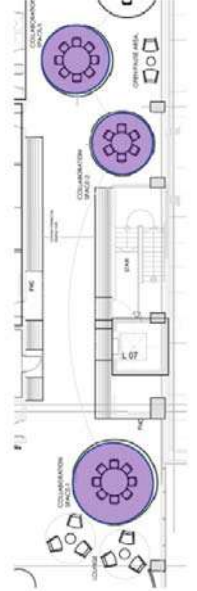


SMART SCREENS



HERMAN MILLAER SETU CHAIR IN BLACK

COLLABORATION SPACE



CURVED SMART GLASS COLLABORATION PODS. WITH O-LED SCREEN BUILT IN.



POD BASE ELEVATED WITH FLOATING STEP

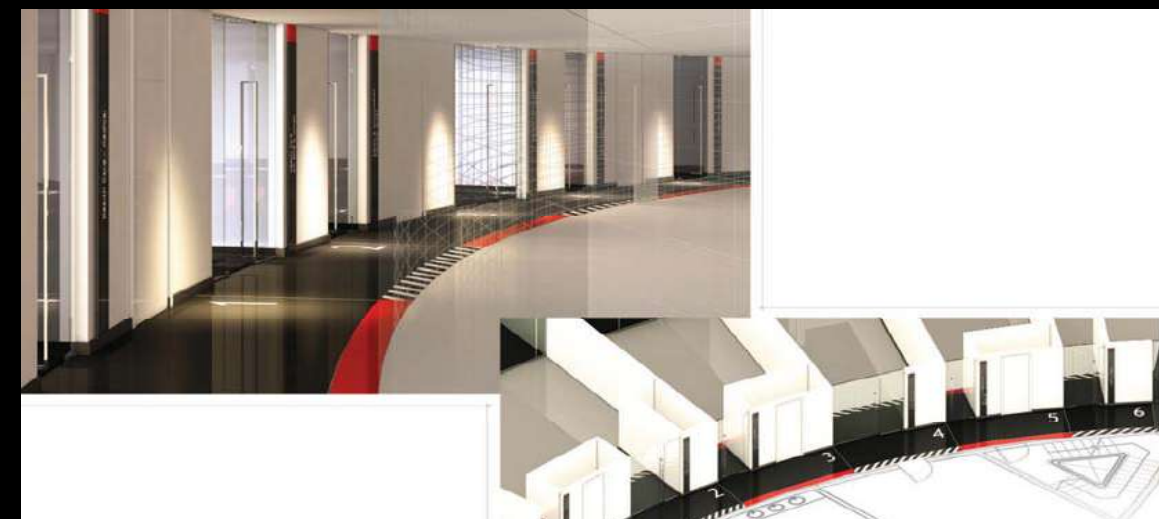
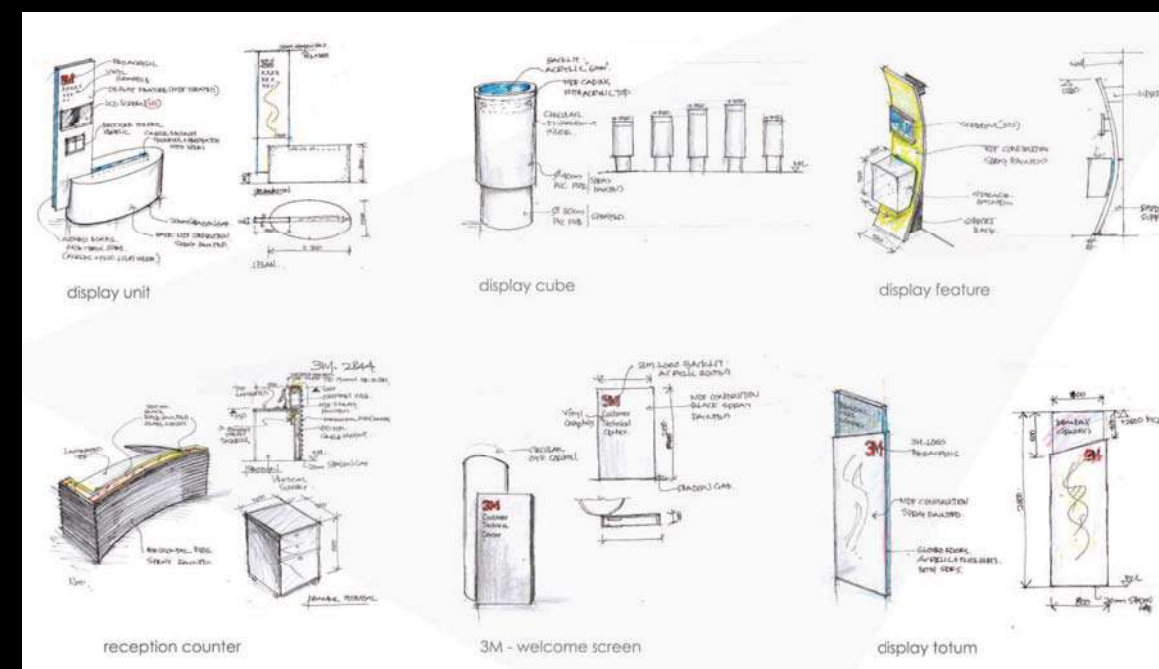


SMART GLASS FOR PRIVACY

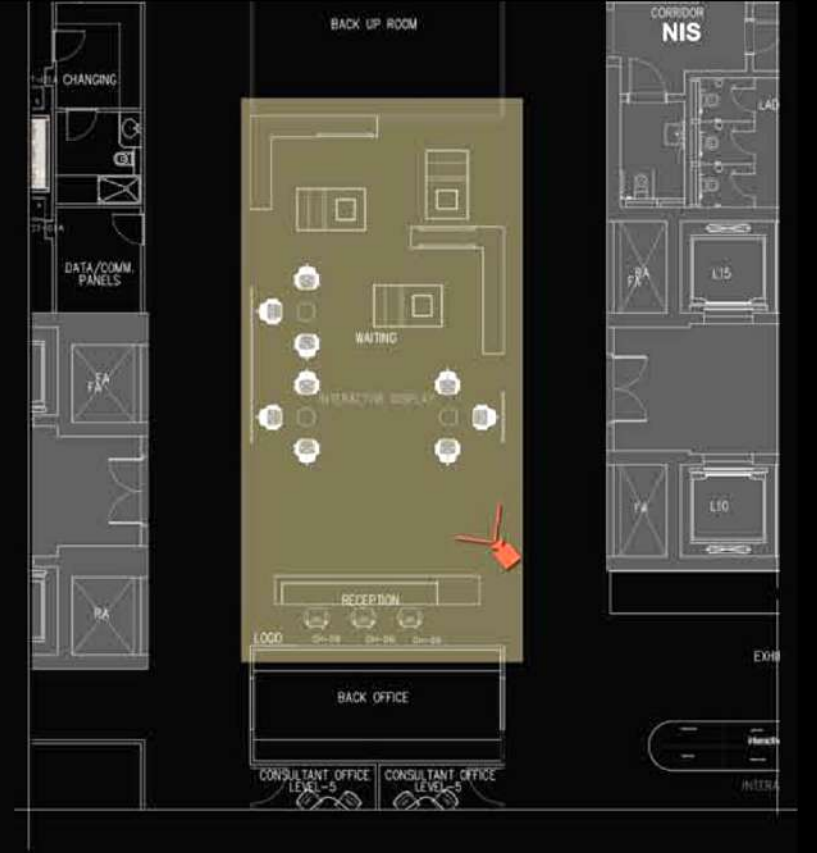


HERMAN MILLAER SETU CHAIR IN WHITE











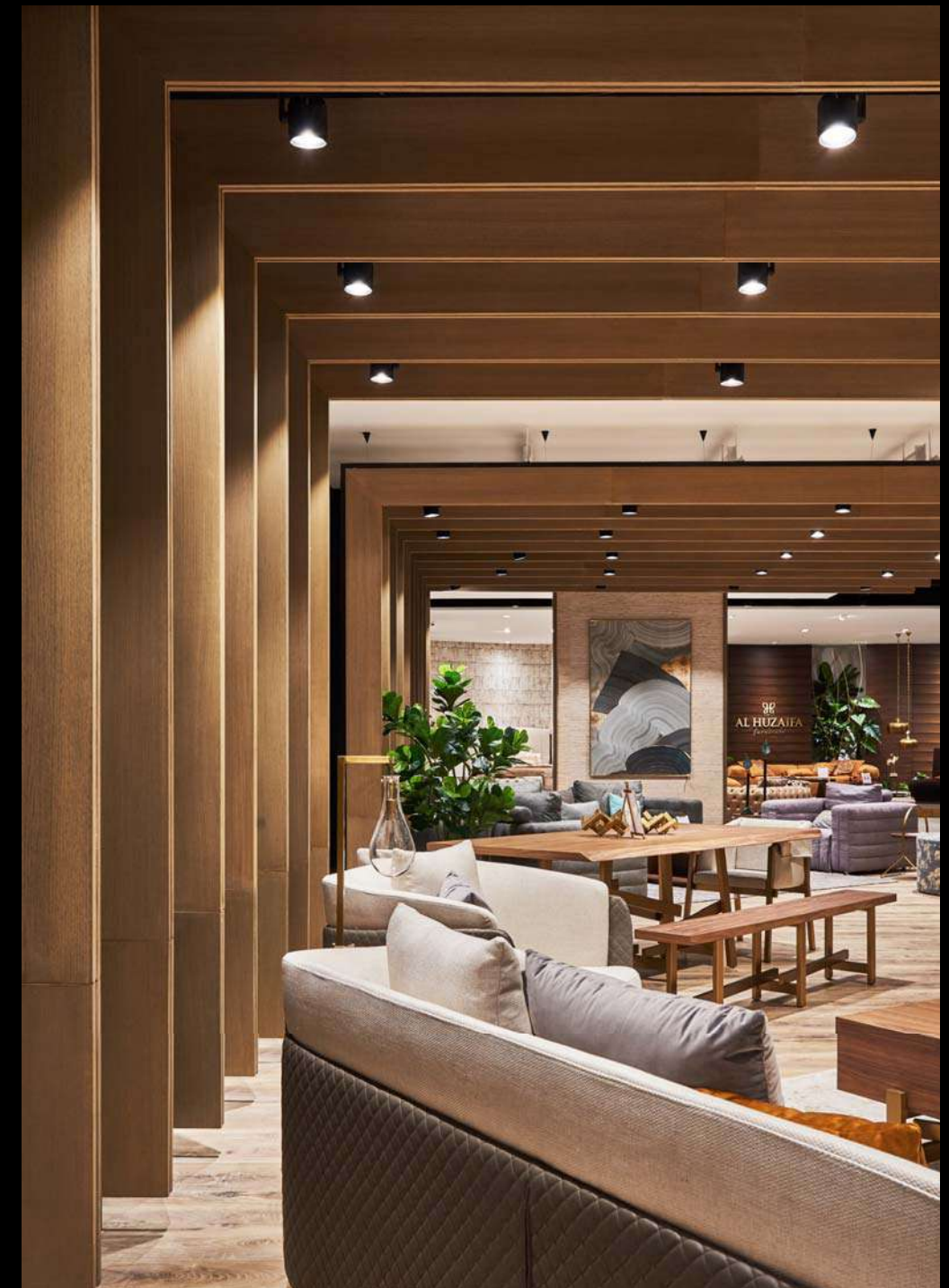
PORTFOLIO "RETAIL"



Finalist 2019-Retail Interiors



Al Huzaifa Furniture @ Al Wasl, Dubai. 24,000 sqft showroom



Al Huzafa Furniture @ Al Wasl, Dubai



Al Huzaifa Furniture @ Al Wasl, Dubai



Al Huzafa Furniture @ Al Wasl, Dubai



Al Huzafa Furniture @ Al Wasl, Dubai



Al Huzafa Furniture @ Al Wasl, Dubai



F1 Store @ Yas Marina , Abu Dhabi



Pinctada pearls @ Dubai mall.

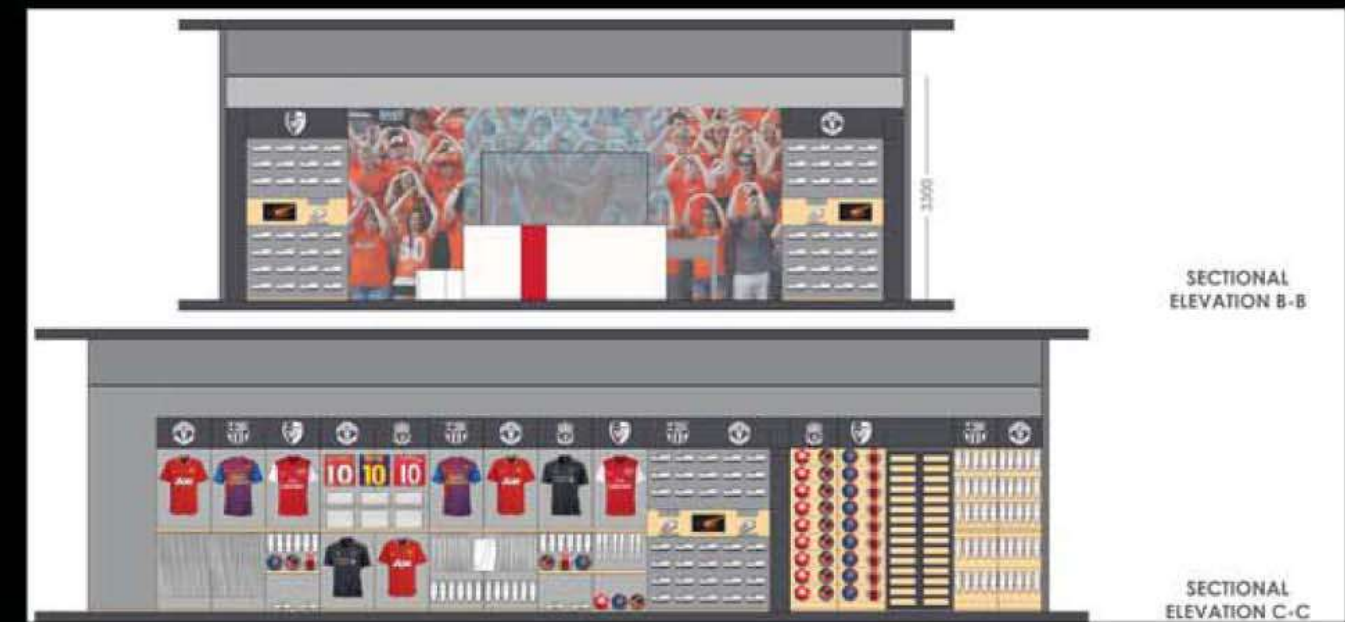
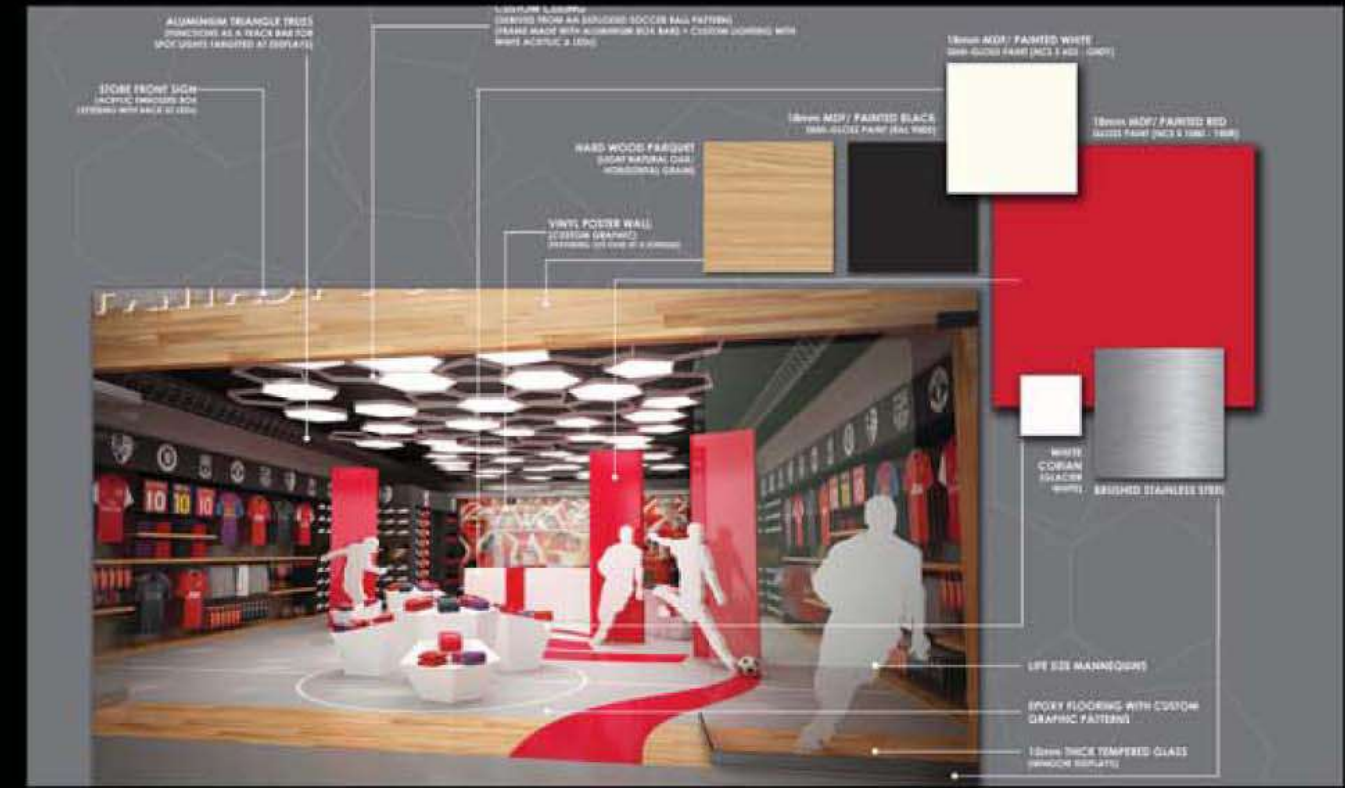
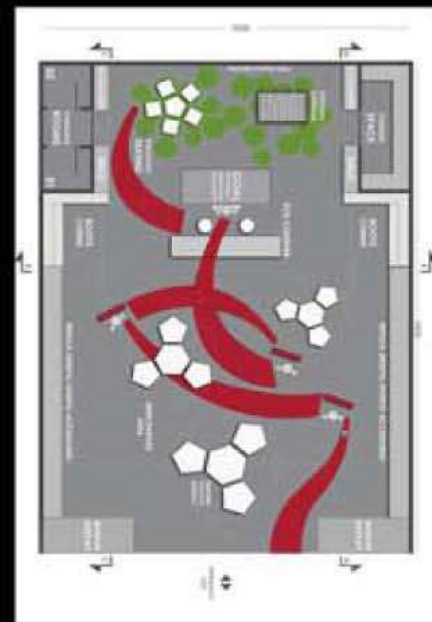
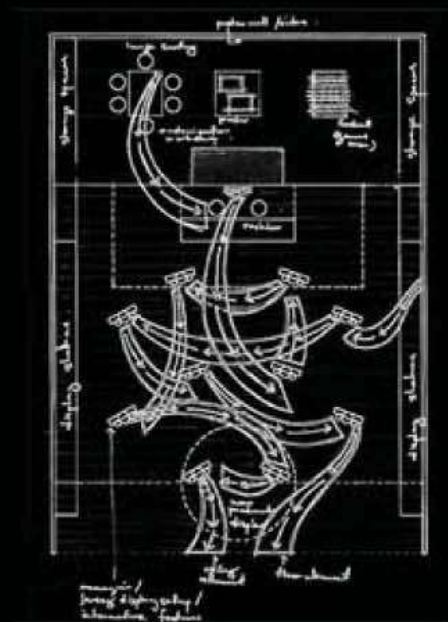


Al Kamda Fitness equipment showroom @ SZR, Dubai

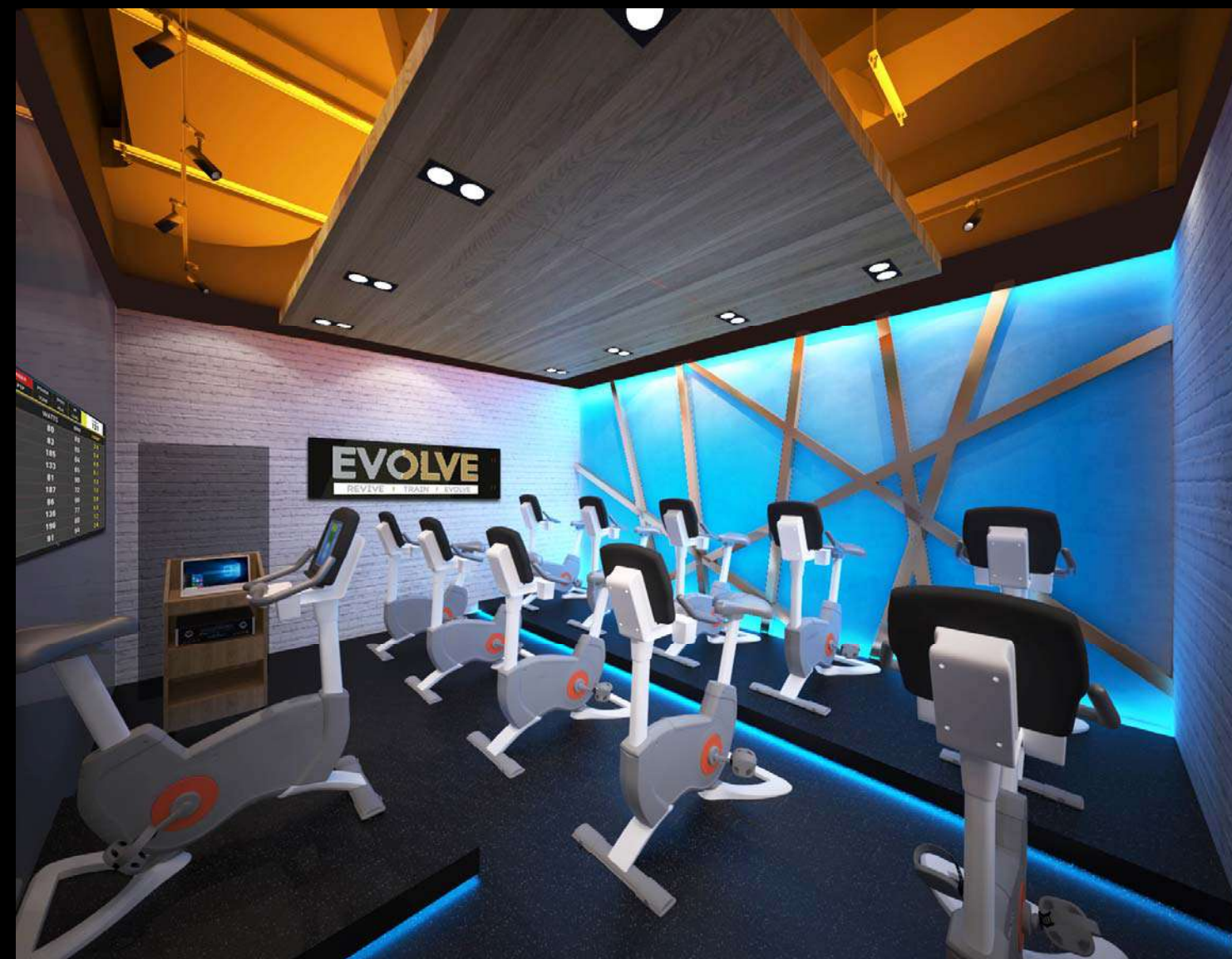
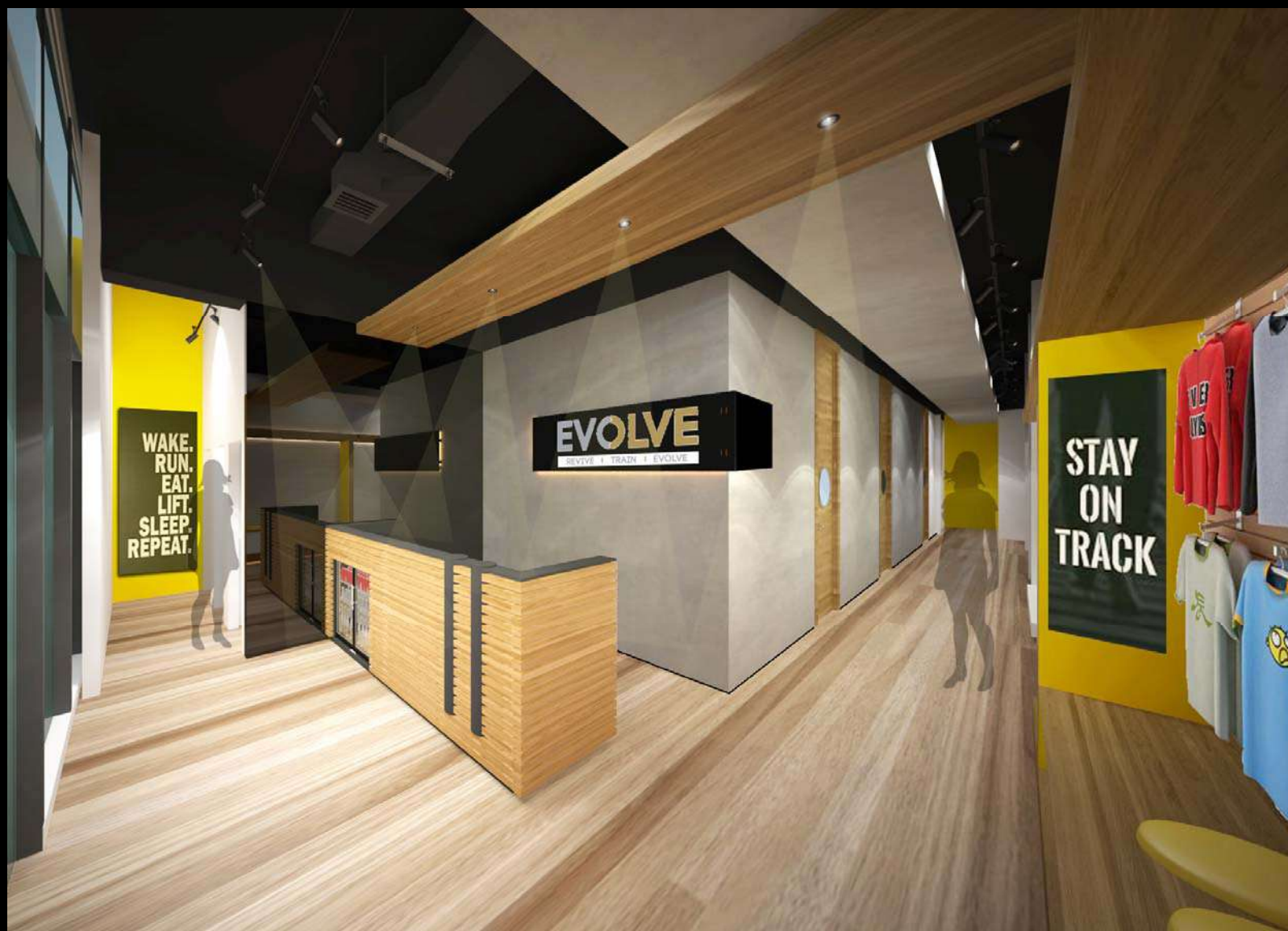


Dress Up @ Dubai outlet Mall.

Proposed Soccer themed Retail outlet - Dubai



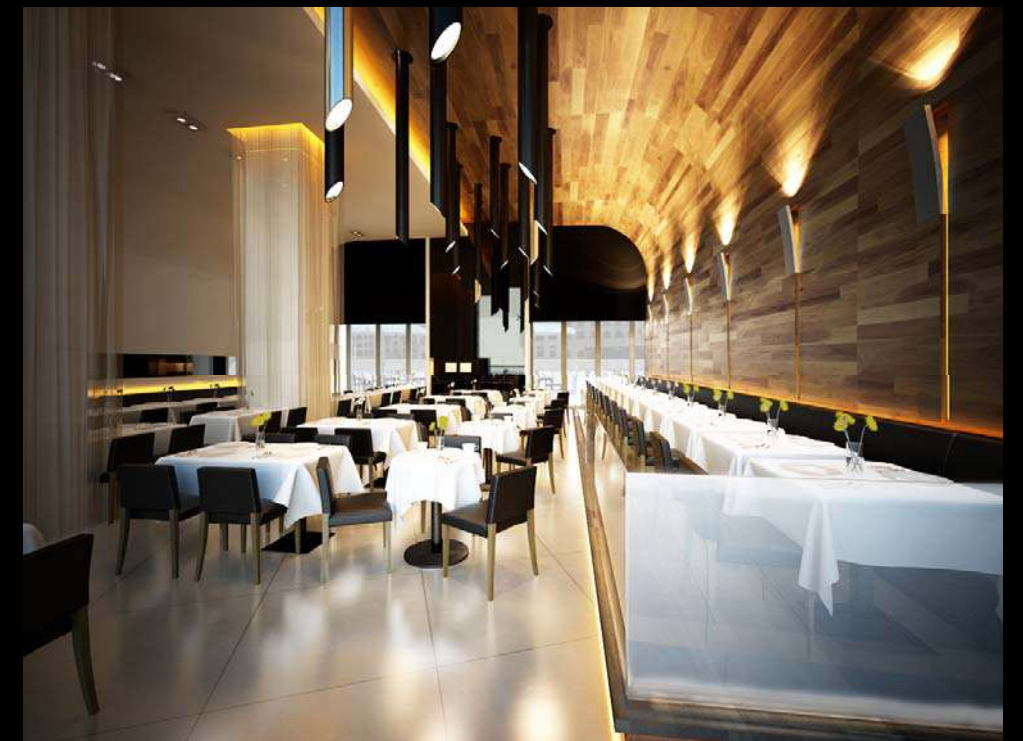
Soccer themed Sports retail outlet proposal.



Evolve Strength & Fitness Studio @ MBR City, Dubai

F & B

F o o d & B e v e r a g e



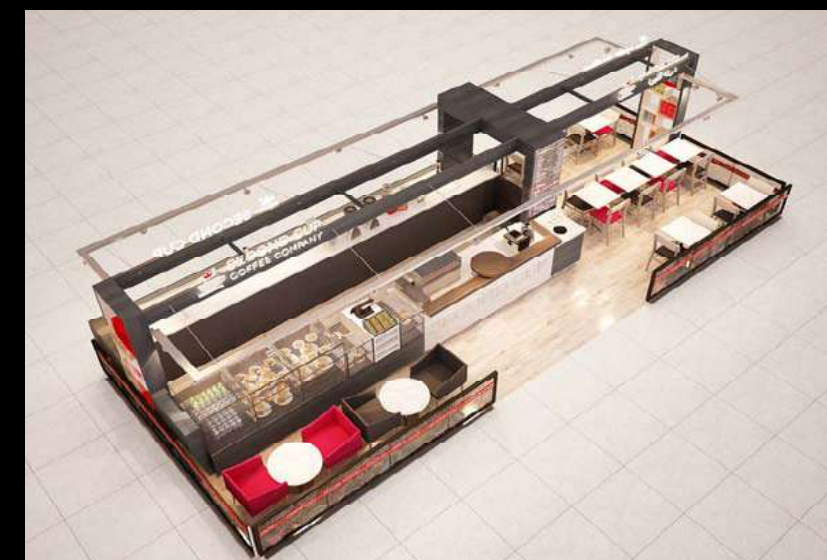
Proposed fine dining @ Dubai Mall.



Joe's restaurant @ Dubai Marina beach front



Marimekko café @ Box Park



Second Cup @ Dubai Mall.



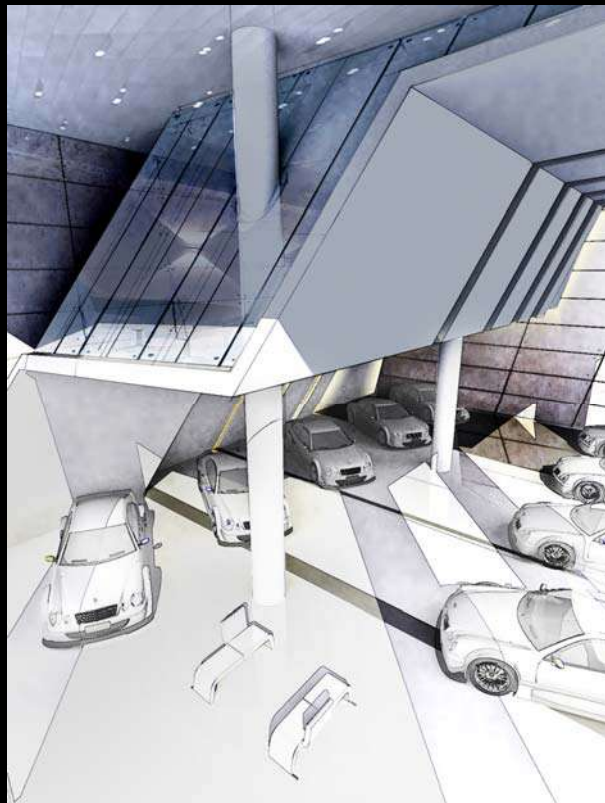
Second Cup @ Delma Mall -ADH



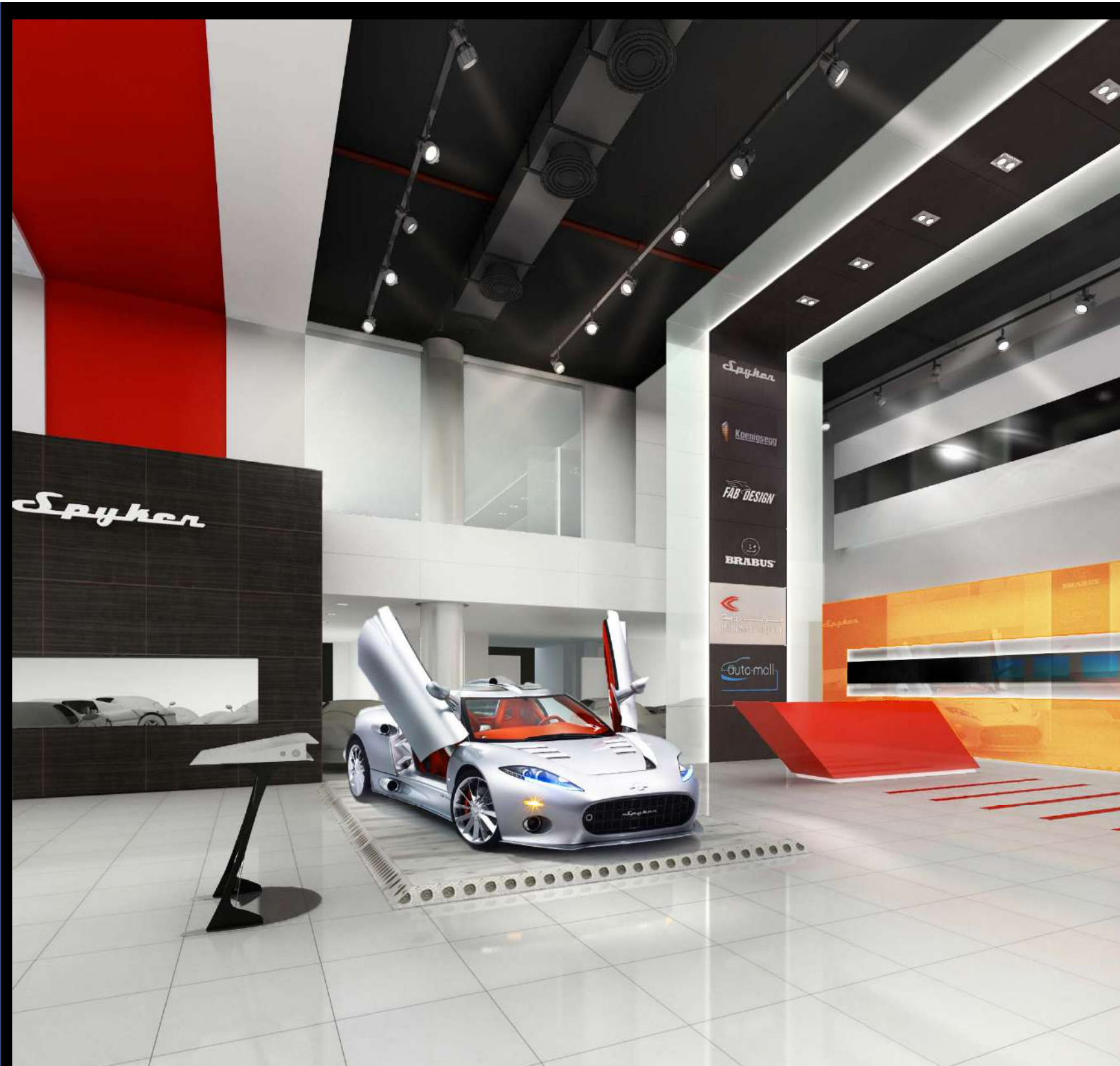
Dome Café @ Burjuman Mall, Dubai

P O R T F O L I O " A U T O M O T I V E "













For full portfolio of our design & services.
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