PORTFOLIO

Dubai, United Arab Emirates

IAIA
IDEA ART
Interior Architects



ABOUT

IDEA ART INTERIOR ARCHITECTS
204A, Bldg. 5. Design District. Dubai - UAE

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Idea Art Interiors Architects – IAIA is an award winning design studio located in Dubai, UAE.

Over twenty seven years, IAIA's team was able to maintain a high level of design standards through a variety of projects with interesting and bespoke narratives.
Based in one of the most culturally diverse cities of the world, IAIA regrouped a team of exceptionally experienced and imaginative creative designers. They were able to establish a structure to work with international clients and design their homes, villas, resorts, restaurants, cafés, shops, stores, workplaces and more. Ramzi and Darine always make sure to develop IAIA as a design boutique firm, that can expand and retract according to the number, size, and scales of their projects, always allowing for interesting design conversations in their studio. In fact, their team of designers have taken on large scale projects and numerous construction sites working in parallel, without falling into the corporate rabbit hole of massive production.



Karl Paulino | Interior Architect

IAIA's design philosophy is the belief in the process that takes a project from an idea to a concrete reality. This process requires a thoughtful understanding of the needs, challenges and parameters surrounding a project.

Today, IAIA challenges the status quo's trends and vogues by appealing to the user and his experience in the space. Producing ideal aesthetics becomes the result of a long process of design conversations, brainstorming, sketches, modeling, and prototyping.



Dan Maurice Totaan | Interior Architect





Kim Co | Executive Assistant



Darine Jabeili | Head of Design



Ramzi Jizi | Managing Director



Elias Soueidi| Senior Architect

STATS

IDEA ART INTERIOR ARCHITECTS
204A, Bldg. 5. Design District. Dubai - UAE

1994
SINCE

9
COUNTRIES



273
COMPLETED PROJECTS

172
RESIDENTIAL

49
HOTELS

52
CORPORATE

AWARDS AND NOMINATIONS

IDEA ART INTERIOR ARCHITECTS
204A, Bldg. 5. Design District. Dubai - UAE

// 2022

DNA Paris Design Awards - Paris, France

Winner | Interior Design/House & Residential - Residence A
Winner | Interior Design/Hospitality - La Casa del Tango
Winner | Interior Design/House & Residential - The Shadow Box

Index Design Awards - Dubai , UAE

Finalist | Rising Star of the year - Darine Jabeili, Head of Design
Finalist | Residential Design of the year - Residence A, Sharjah, UAE
Finalist | Boutique Interior Design Company of the year

// 2021

SBID International Design Awards - London, Uk

Winner | Residential Apartment Over 1M - The Shadow Box, Dubai, UAE
Finalist | Residential House over 1M - Residence A, Sharjah, UAE

Commercial Interior Design Awards - Dubai, UAE

Finalist | Young interior Designer of the year - Danne Jobeil, Head of Design
Finalist | Best Residential Project - Residence A, Sharjah, UAE
Finalist | Best Residential Project - The Shadow Box, Dubai, UAE
Finalist | Behind the Scenes, Kati Povino, interior Architect

International Design Awards - Europe (Budapest)

Honorable Mention | Best Residential project of the year - Residence A
Honorable Mention | Best Residential apartment of the year - The Shadow Box
Honorable Mention | Best project of the year - La Casa de Tango

Identity Design Awards - Dubai , UAE

Finalist | Best project of the year - Residence A, Sharjah, UAE

Design Middle East Awards - Dubai , UAE

Finalist | Hospitality project of the year - La Casa del Tango, Dubai, UAE
Finalist | Residential Project of the year - Residence A, Sharjah, UAE



RESIDENCE A

Interior Design
Sharjah - UAE



RESIDENCE A

Interior Design
Sharjah - UAE

We embarked on a journey to redefine simplicity and minimalism. Various parameters lead the concept of our design, from the choice of material to the integration of vegetation and light. We have worked on this project inside out, sculpting spaces according to form and function while allowing each material to create the requested atmosphere.
The villa spreads on three stories, offering different experiences with its surrounding environment.



RESIDENCE A

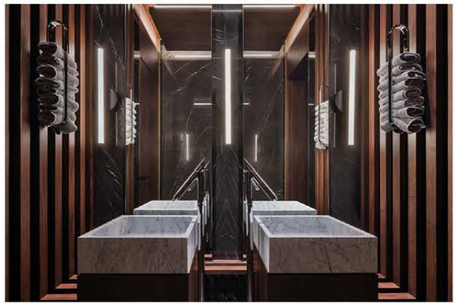
Interior Design
Sharjah - UAE

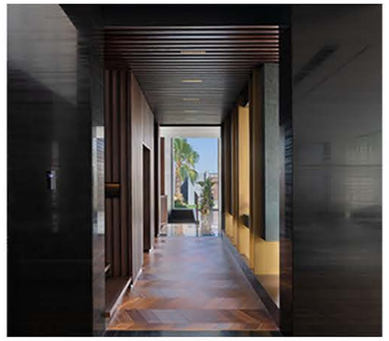


Ground Floor Plan



First Floor Plan











The ground floor expands to the outdoor pool and garden. It also hugs green lushes and trees adopting them as part of the house. One large marble slab covers the floor with levitated burn walnut elements dividing the different spaces.The first floor follows the same logic as the ground floor in terms of light penetration and horizontal circulation, while offering more privacy through warmer flooring and wood cladding. Spaces of the second floor connect with the lower level through double height spaces and passages. They also overlook the garden and the pool below.

RESIDENCE A

Interior Design
Sharjah - UAE



Basement Floor Plan







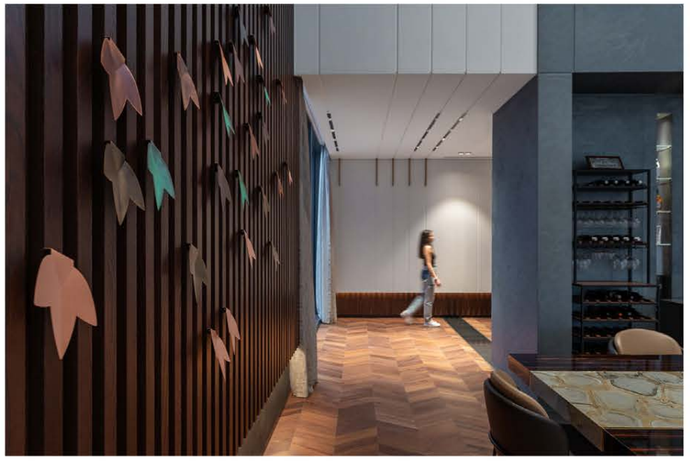


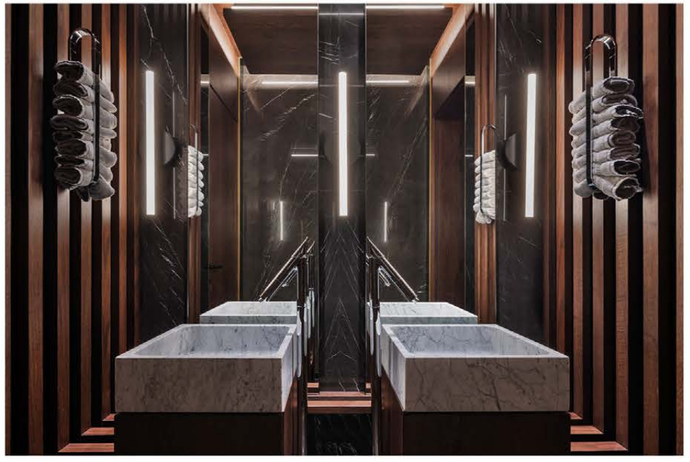



RESIDENCE A

Interior Design
Sharjah - UAE







From the main entrance, a disruption of the marble slab links the ground floor to the basement. A clear change of material and disconnection and light give the basement a different feel and atmosphere. A home playground designed to suit the clients' needs and hobbies. The bar, home theater, gym and the playroom are crafted and designed for leisure and entertainment.

THE CANVAS RESIDENCE

Interior Design
Sharjah - UAE



THE CANVAS RESIDENCE

Interior Design
Sharjah - UAE

Space is the Canvas,
Architecture is the Art.

Rocks are unique natural formations.

When sculpted, they allow for space quality, circulation, and flow.
Creating complex forms and entities that respond to their surroundings.

The intelligence of the materials offers a rich texture and complex earthly patterns.



THE CANVAS RESIDENCE

Interior Design
Sharjah - UAE



Ground Floor Plan



First Floor Plan



THE CANVAS RESIDENCE

Interior Design
Sharjah - UAE



Spread on one level, this private residence in Sharjah dialogues with the outside landscape by allowing water features, and vegetation inside. The plan is sequential going from public functions to private ones. Travertine marble covers the outside walls and blend with the inside, creating islands of carpets on the basalt slab where various functions align.

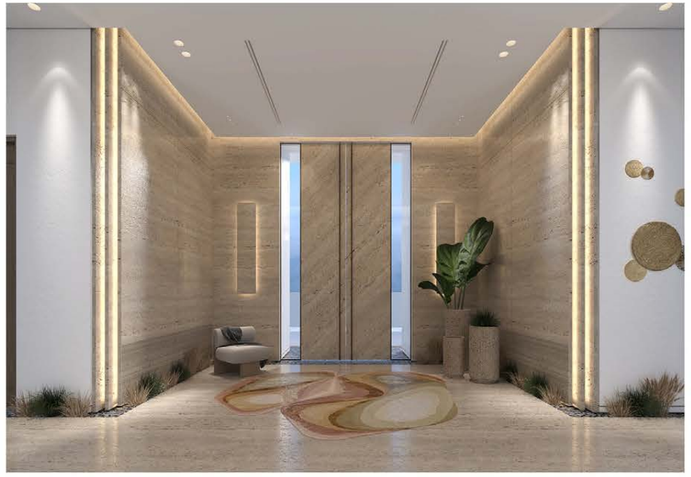


Oak Wood frames sub-spaces while architectural lighting details touch on important aspects of the architecture of the house.
In the more private areas, the materials used become more tender, allowing for more intimacy and coziness in the private spaces of the project.

THE CANVAS RESIDENCE

Interior Design
Sharjah - UAE







THE CANVAS RESIDENCE

Interior Design
Sharjah - UAE



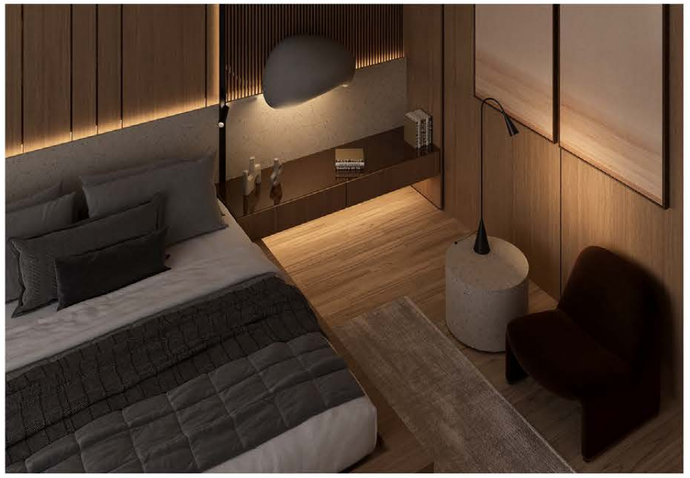




THE CANVAS RESIDENCE

Interior Design
Sharjah - UAE







The master bedroom is designed with meticulous ambient lighting in mind. It merges natural and artificial light, rendering the space pleasant and comfortable.

AMANAT OFFICES

Interior Design
One Central, Dubai - UAE



AMANAT OFFICES

Interior Design
One Central, Dubai - UAE

Located at the Dubai World Trade Center, Amanat's Offices is a
projection of the company's
success in the investment world. Offering multiple investment
ecosystems varying between healthcare, education and enabling platforms, the project's brief and architectural party was directed
towards excellence, elegance, and boldness.

The Amanat team members are all hands-on individuals with whom we met at various occasions to discuss their needs and aspirations for the project, but also to understand the dynamic that exists between them.

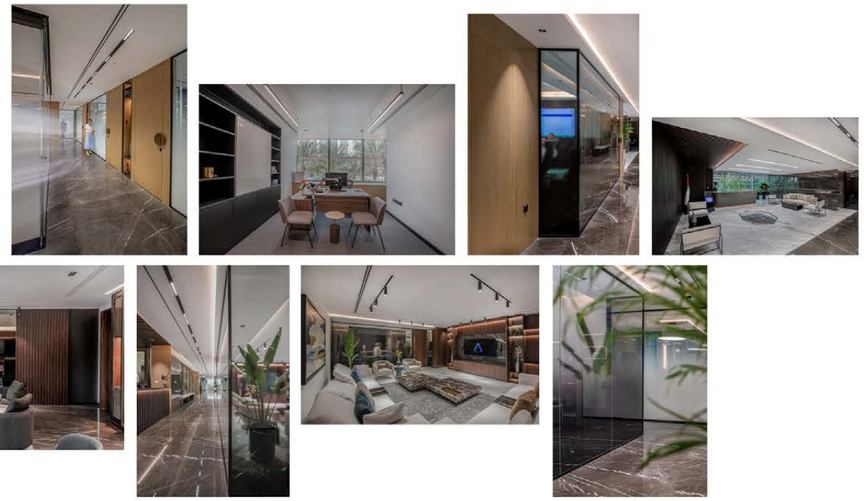


AMANAT OFFICES

Interior Design
One Central, Dubai - UAE



Penthouse Floor Plan



One longitudinal line across the offices splits them into two sections: Executive and Operation. Flooring, ceiling, wooden cladding responded to the split, by creating a contrast allowing the two areas to converse with each other.
The executive area consists of a welcoming lobby conceived to promote the bold image of Amanat through a white Marble floor, and dark wooden lats. The areas in the executive section are the CEO and CFO Offices, the board room, and the VIP Majlis, all designed with comfort, elegance, and boldness in mind.
The operation area houses all investors and associates and their teams. These spaces are lighter in colors, bright and inspiring for people to work in. Each office was designed to allocate for the role occupying it to thrive.

THE SHADOW BOX

Interior Design
Bvlgari Residences, Dubai - UAE







Two meeting rooms regroup the teams informally, one enclosed and the other dynamic and flexible. The latter was designed as a convertible box in the middle of the office's floor plan, offering several scenarios for its usage, from completely closed to completely open. The meeting room becomes a part of the flow of the office with meetings and gatherings happening there all the time.

THE SHADOW BOX

Interior Design
Bvlgari Residences, Dubai - UAE

















LA CASA DEL TANGO

Interior Design
DIFC, Dubai - UAE

LA CASA DEL TANGO

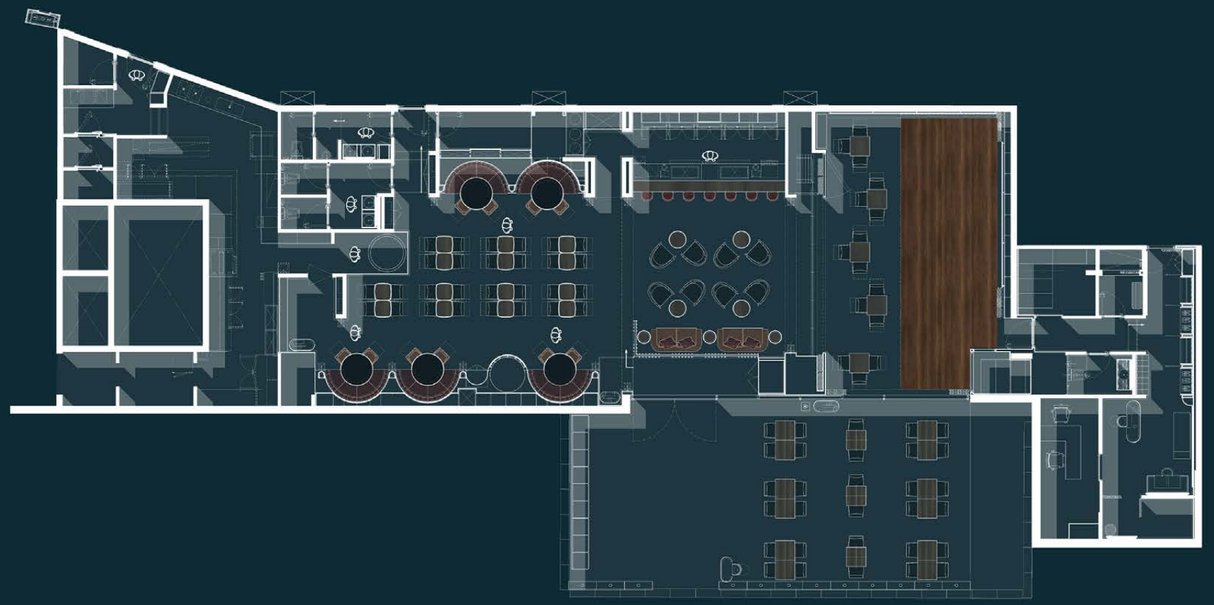
Interior Design
DIFC, Dubai - UAE

Our inspiration started from the streets of Argentina. We were interested in the local bars that opened their doors to the streets and created a unique scene of people dancing while others enjoyed the show. Replicating this scenario in La Casa del Tango was about turning the school's stage area into a live performance theater while allowing people dining at the restaurant to enjoy the show by simply rotating their chairs and watch the performance.



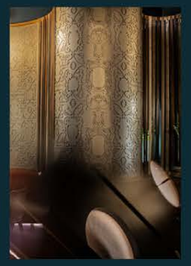
LA CASA DEL TANGO

Interior Design
DIFC, Dubai - UAE











The design revisited delicate and sensitive details originating from Argentinian craftsmanship, including leather stitching, patterns, and furniture design. Sitting at the center of the restaurant, the bar is the most important feature in the space. Coated in a brushed brass color, it continuously wraps the wall and the ceiling in a waffle composition.
We opted for various lighting design elements, from streetlight lanterns to chandeliers and indirect ceiling lighting to better achieve dimmed lighting scenarios emphasizing the mood of Tango and easily controlling dining area in relation to the staging area's light.

LA CASA DEL TANGO

Interior Design
DIFC, Dubai - UAE





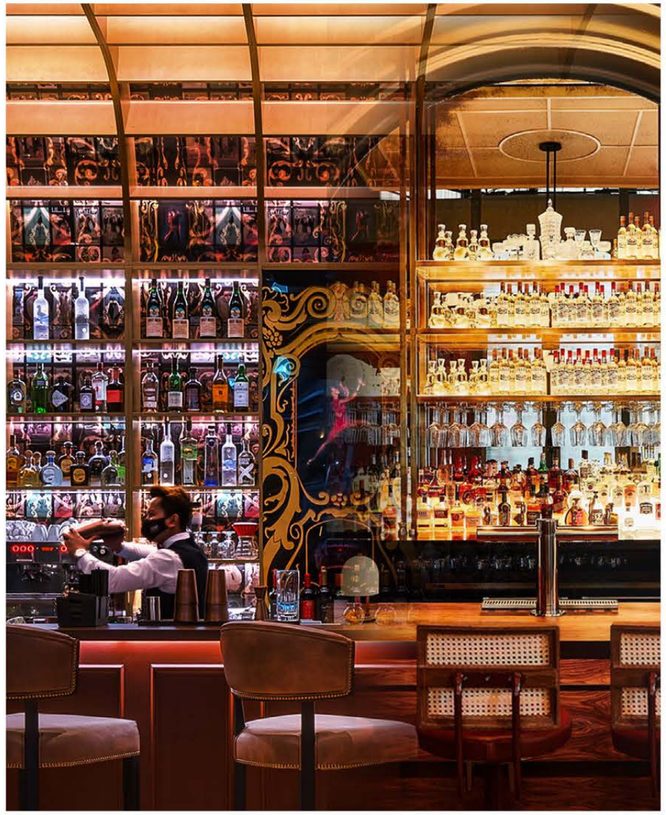


An embossed wallpaper pattern wrapped sliding panels acting as a flexible separation wall between the stage and the rest of the restaurant, allowing for private classes to take place without interrupting the restaurant's functionality.

From the mall's side, two large interactive screens displayed tango dancing patterns inviting pedestrians to interact with the façade.

LA CASA DEL TANGO

Interior Design
DIFC, Dubai - UAE







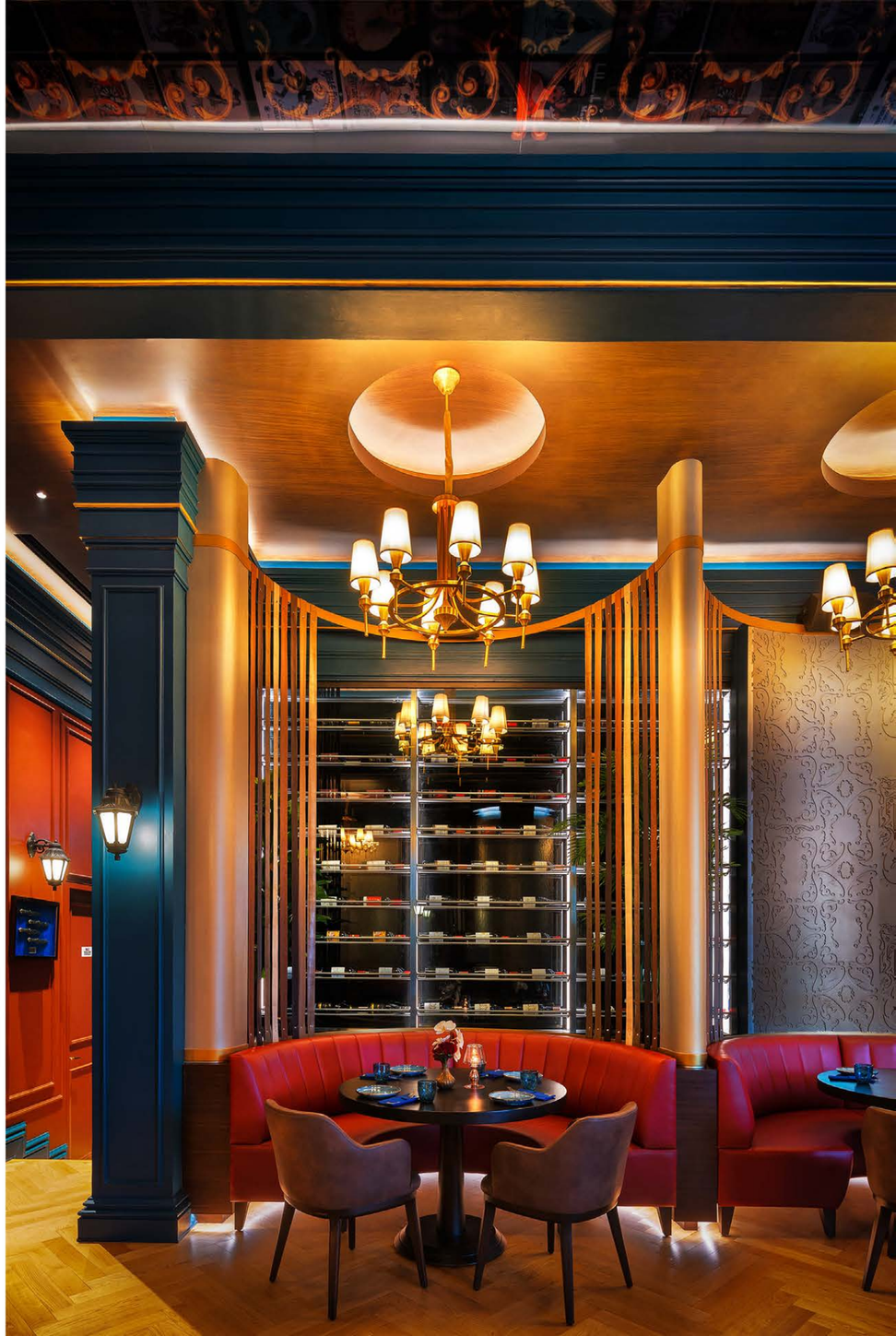












THE EARTHSTONE

Interior Design
Umm Al Quwain - UAE



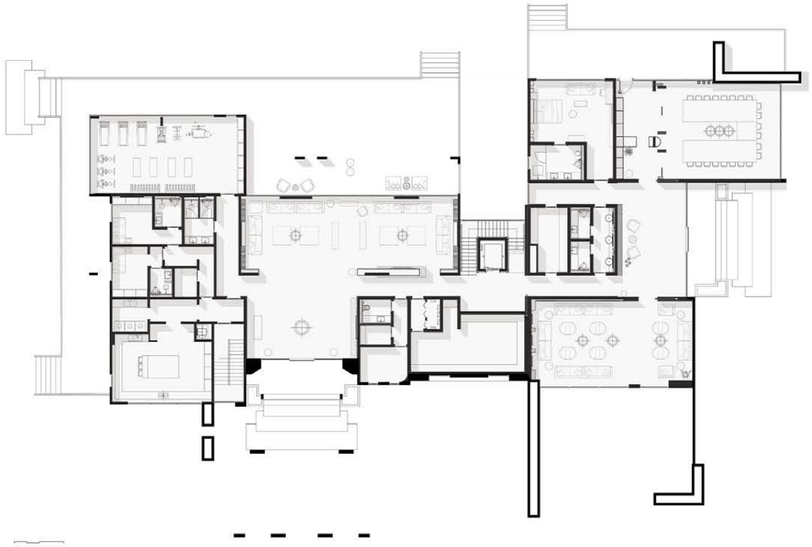
THE EARTHSTONE

Interior Design
Umm Al Quwain - UAE



THE EARTHSTONE

Interior Design
Umm Al Quwain - UAE



Ground Floor Plan



First Floor Plan

















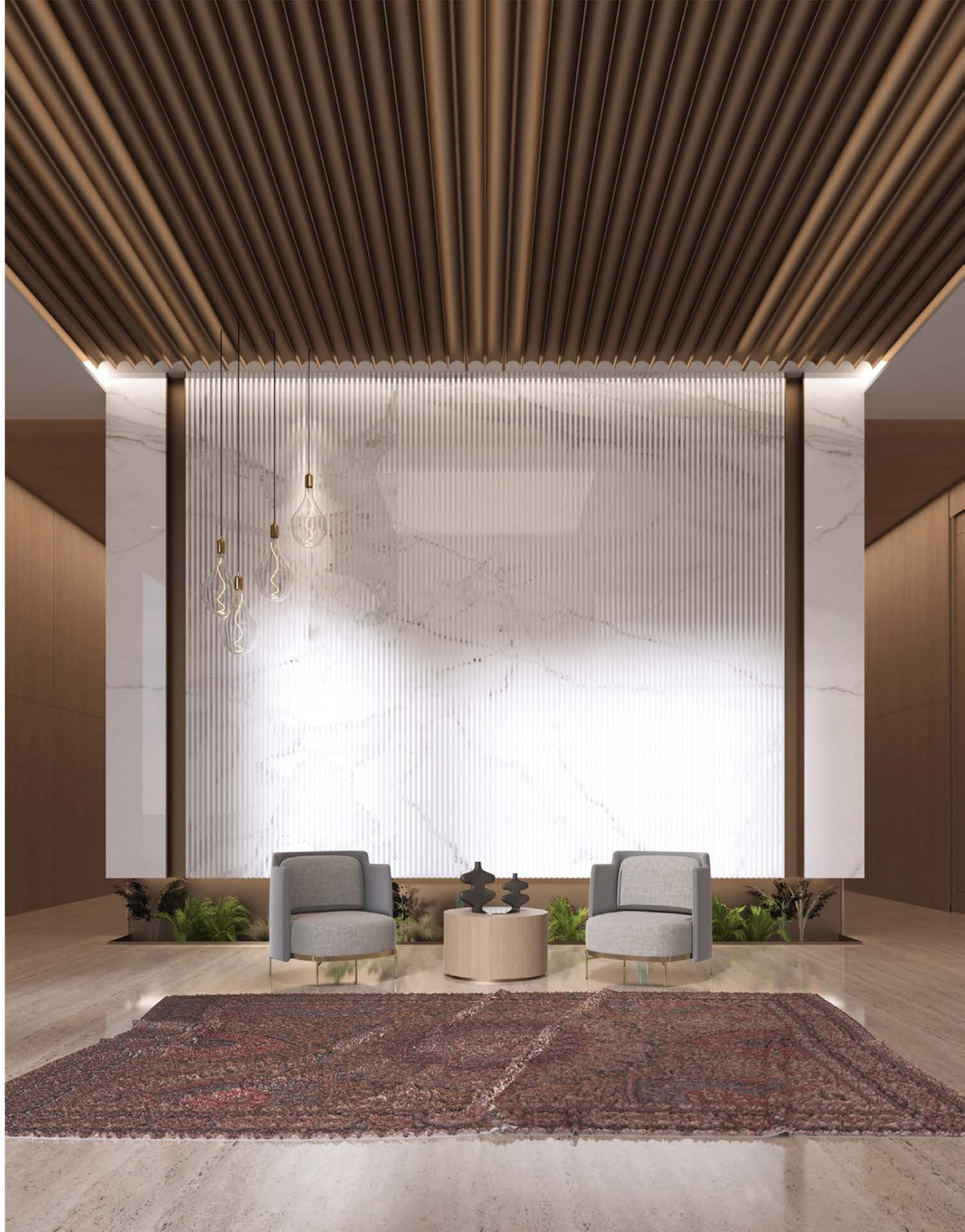
THE EARTHSTONE

Interior Design
Umm Al Quwain - UAE





WATER GREENERY SKY SAND STONE



THE EARTHSTONE

Interior Design
Umm Al Quwain - UAE







THE SHADOW BOX

Interior Design
Bvlgari Residences, Dubai - UAE



THE SHADOW BOX

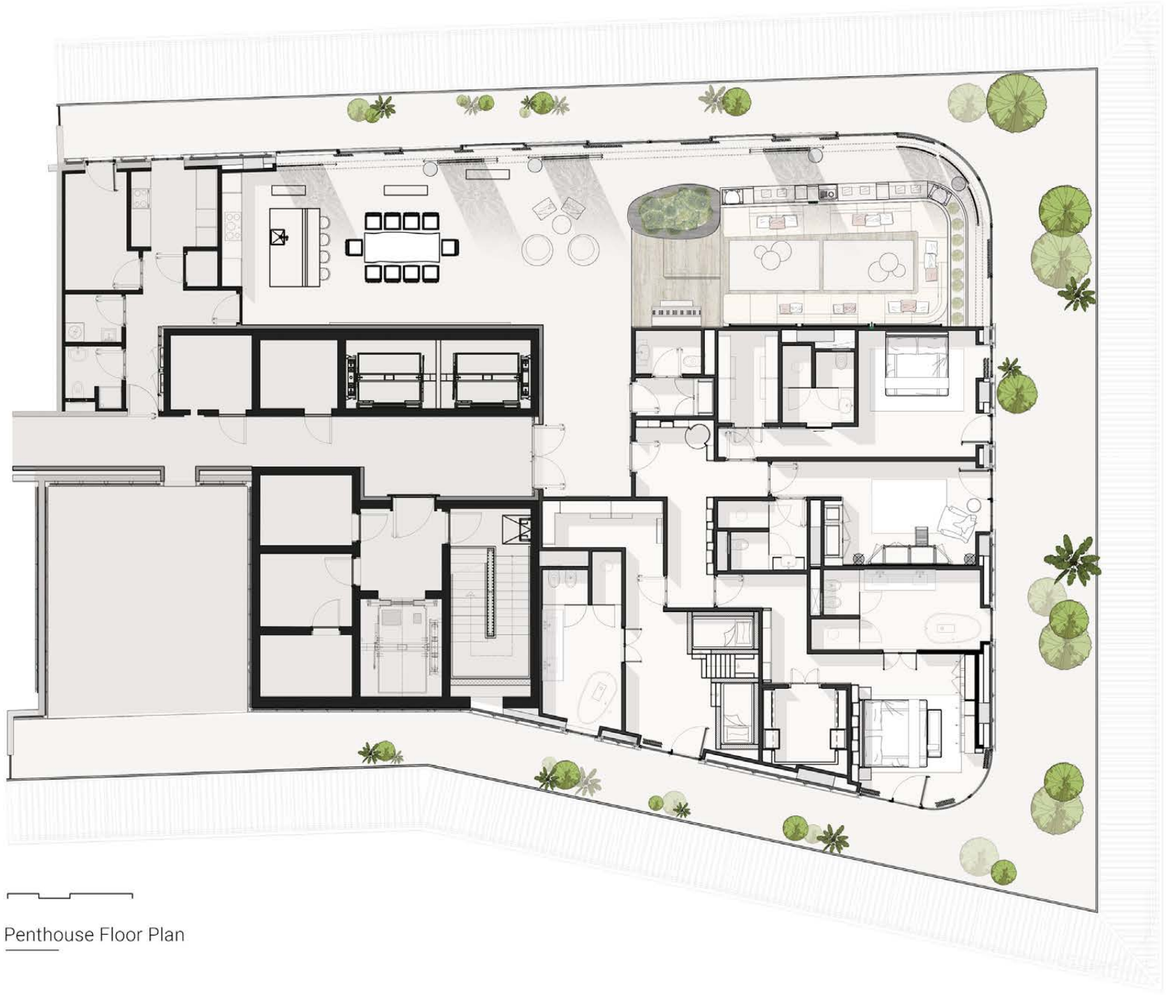
Interior Design
Bvlgari Residences, Dubai - UAE

Digging deeper in the relationship with nature, we have decided to work Nature. A multi-level travertine platform elevates the reception space allowing for a Moroccan seating layout. Colored pendant lights drop from the ceiling on one side, while on the other, the travertine platform embodies a 3 tons single carved rock that acts as a giant planter. Furniture items and craftsmanship of this penthouse were imported from all over the world, like the volcanic basalt from Pompeii, the wooden side tables from Bali, various fabrics from New Zealand and Asian paintings from North Korea and Japan.
The sophisticated side of the client shows the most in the Sherlock Library room, which houses an extremely rare collection of first edition books from the 18th century, and a one-of-a-kind hand drawn map representing planet Earth as literally described in the Bible.
Each room in this project encompasses a bespoke design redefining the living experience, from the moody corridor lights constantly adapting to the client's mood, to the red master bedroom representing the energetic aspect of their character ending with the space room referencing the client's interest in space. In fact, they are taking part of the construction of habitats on the moon.



THE SHADOW BOX

Interior Design
Bvlgari Residences, Dubai - UAE



Penthouse Floor Plan



The unconventional client's lifestyle led us to sit with them on endless discussions to guide our design and adhere to their best needs. This penthouse was created for a young and sophisticated couple with their own understanding of aesthetics and design. Coupled with the clients' desires, daylight was delicately directed into the space, creating different scenarios and ambiances.
The penthouse is located on a man-made island in one of the most prestigious complex residences of Dubai. The penthouse's terrace has a panoramic view expanding from sea to shore, framing the skyline of Dubai. Having a long continuous façade, constantly exposed to sunlight all year long, our first reaction was to play interact with the sun rays to create various moods and scenarios. Metal panels with a brass finish slide along the glass allowing for a playful relationship with the sun. The custom pattern displayed on those panels was inspired by tree leaves overlapping and intersecting with each other.

THE SHADOW BOX

Interior Design
Bvlgari Residences, Dubai - UAE







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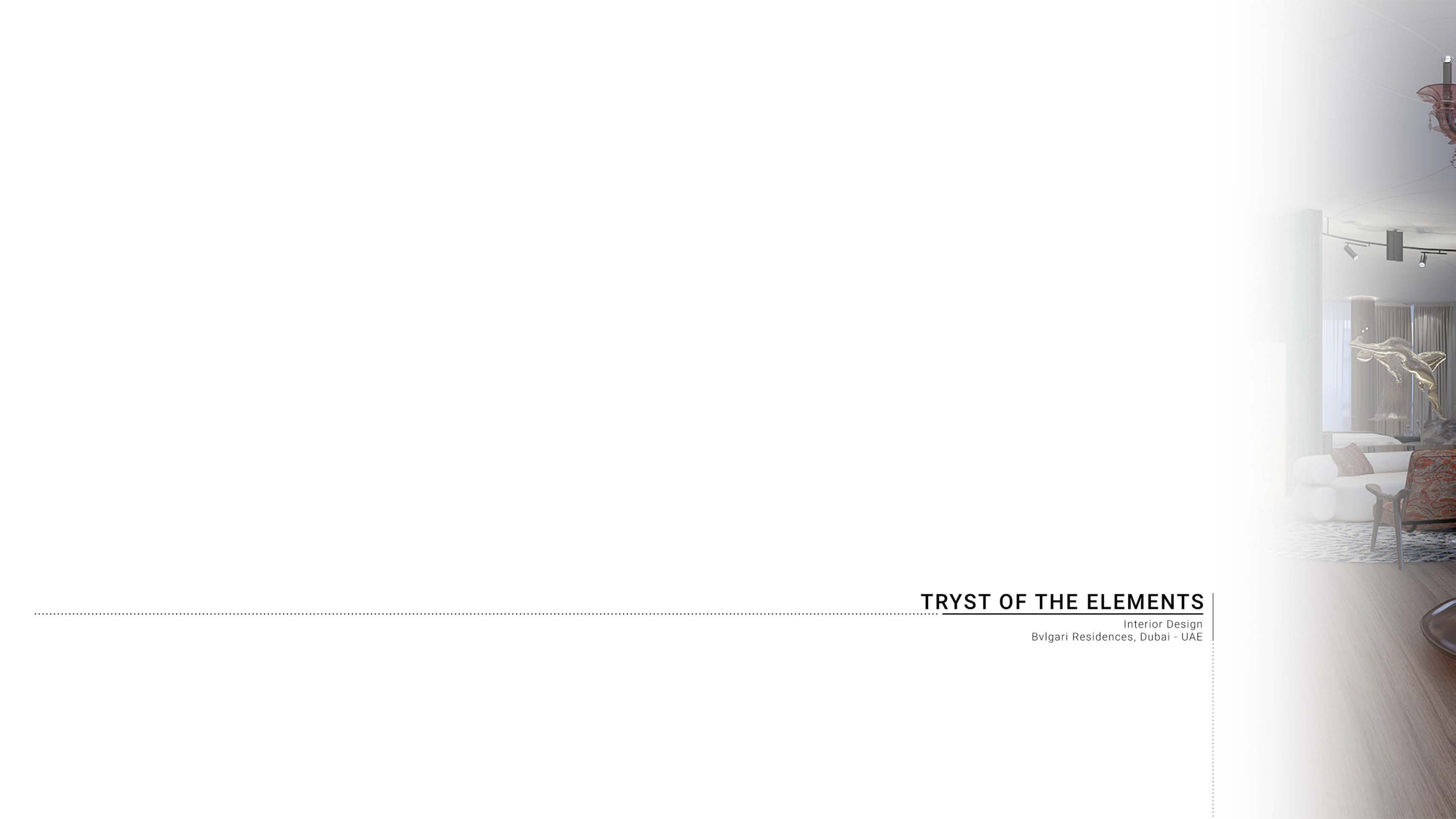
THE SHADOW BOX

Interior Design
Bvlgari Residences, Dubai - UAE



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TRYST OF THE ELEMENTS

Interior Design
Bvlgari Residences, Dubai - UAE

TRYST OF THE ELEMENTS

Interior Design
Bvlgari Residences, Dubai - UAE







For the extension of 'the Shadow Box', we decided to dive deeper in the natural concept and engage in the five elements of nature: Earth, Fire, Water, Air and Space.
We associated one element for each function of the program intended in this apartment and worked closely with the clients on creating a narrative that will both satisfy their needs and push the design forward.

TRYST OF THE ELEMENTS

Interior Design
Bvlgari Residences, Dubai - UAE







Earth - Master Bedroom

The use of natural volcanic stone imported from Pompei, along with carefully crafting wood symbolized Earth's presence in the womb of the project: the master bedroom. The design followed a careful examination of each material, its intelligence, and specifications; delivering a complex spatial quality for the couple to enjoy.

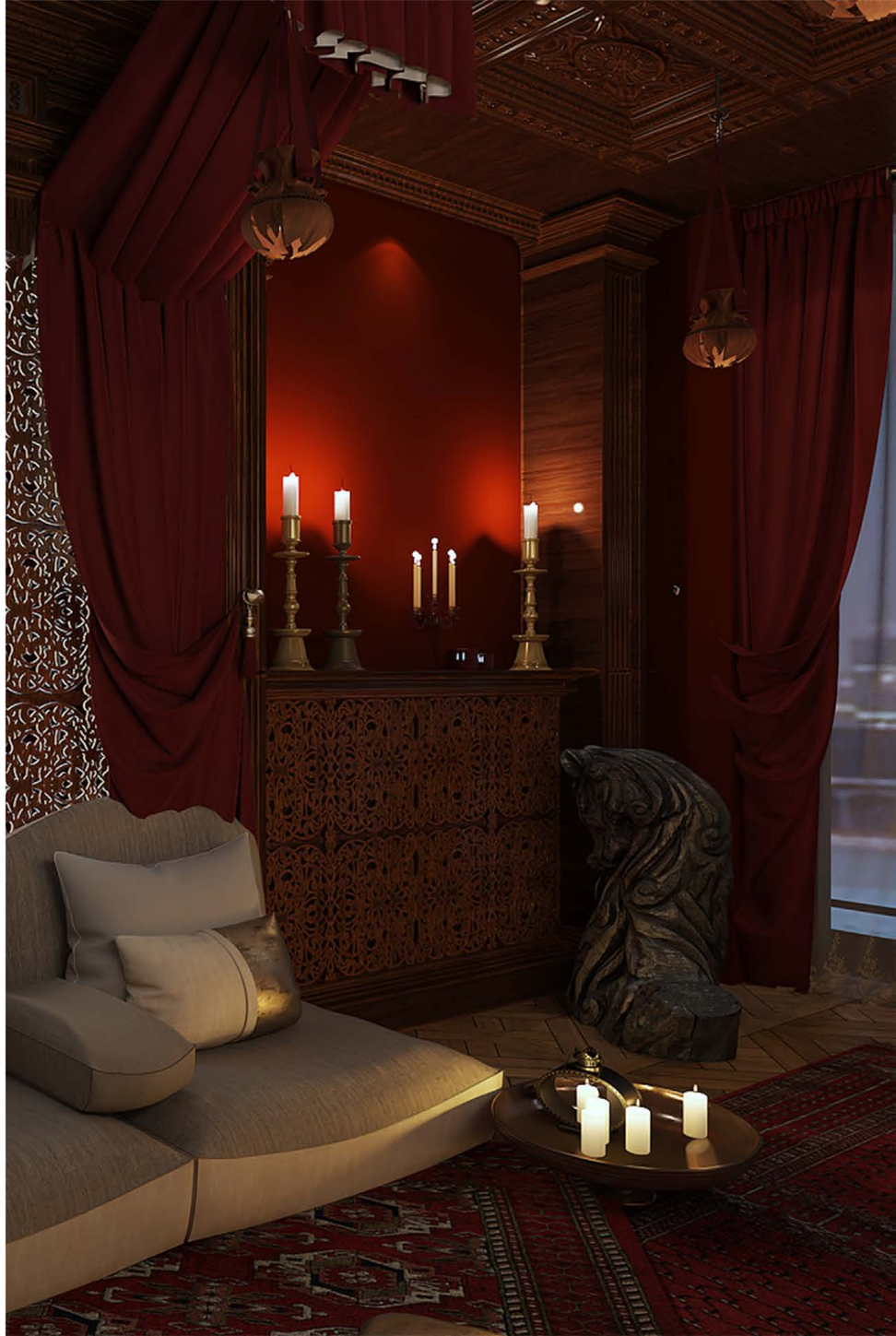
TRYST OF THE ELEMENTS

Interior Design
Bvlgari Residences, Dubai - UAE



Fire - Secret Room

In between the master bedroom's wooden cladding, a secret access was designed leading to a special secret room. The design was inspired from the warmth of the temples in Bhutan. Temples that were conceived to ignite the faith in their visitor. The secret room becomes the cozy, spiritual, intimate, and personal space.



TRYST OF THE ELEMENTS

Interior Design
Bvlgari Residences, Dubai - UAE

Water – Playroom

An elliptical space sculpted and carved out of a 360 aquarium, the largest indoor aquarium in a residential apartment, hosts a playroom area for their kids to enjoy. The surrounding fish contribute to the playful vibe, providing an immersive and fun experience.



TRYST OF THE ELEMENTS

Interior Design
Bvlgari Residences, Dubai - UAE



Air – Art Room

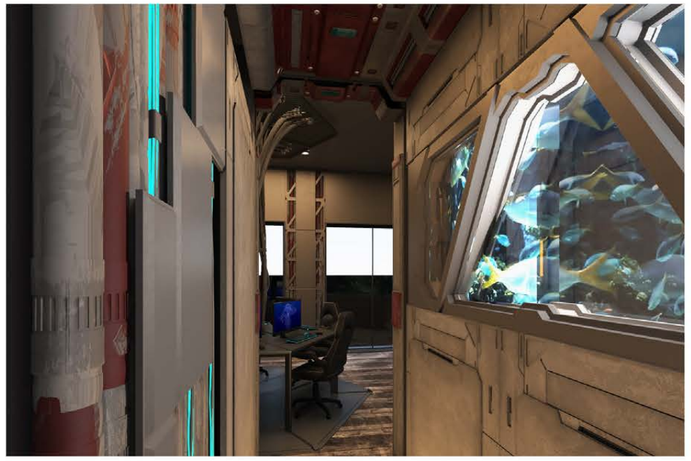
Adjacent to the aquarium from one side, a room dedicated for inspiration, breathing and imagination: the Art Room.

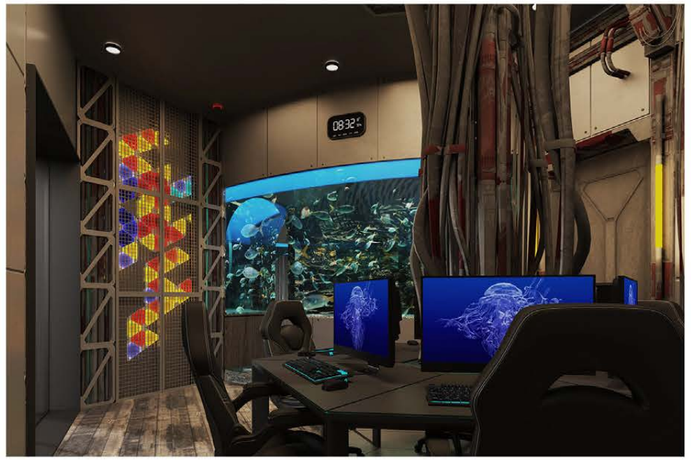


TRYST OF THE ELEMENTS

Interior Design
Bvlgari Residences, Dubai - UAE







Space – Computer Room

While on the other side, the computer room has been designed as a spaceship offering a great virtual, and out of this world experience to the clients and their gaming fantasies.



TELEGRAM HQ OFFICES

Interior Design
Dubai - UAE

TELEGRAM HQ OFFICES

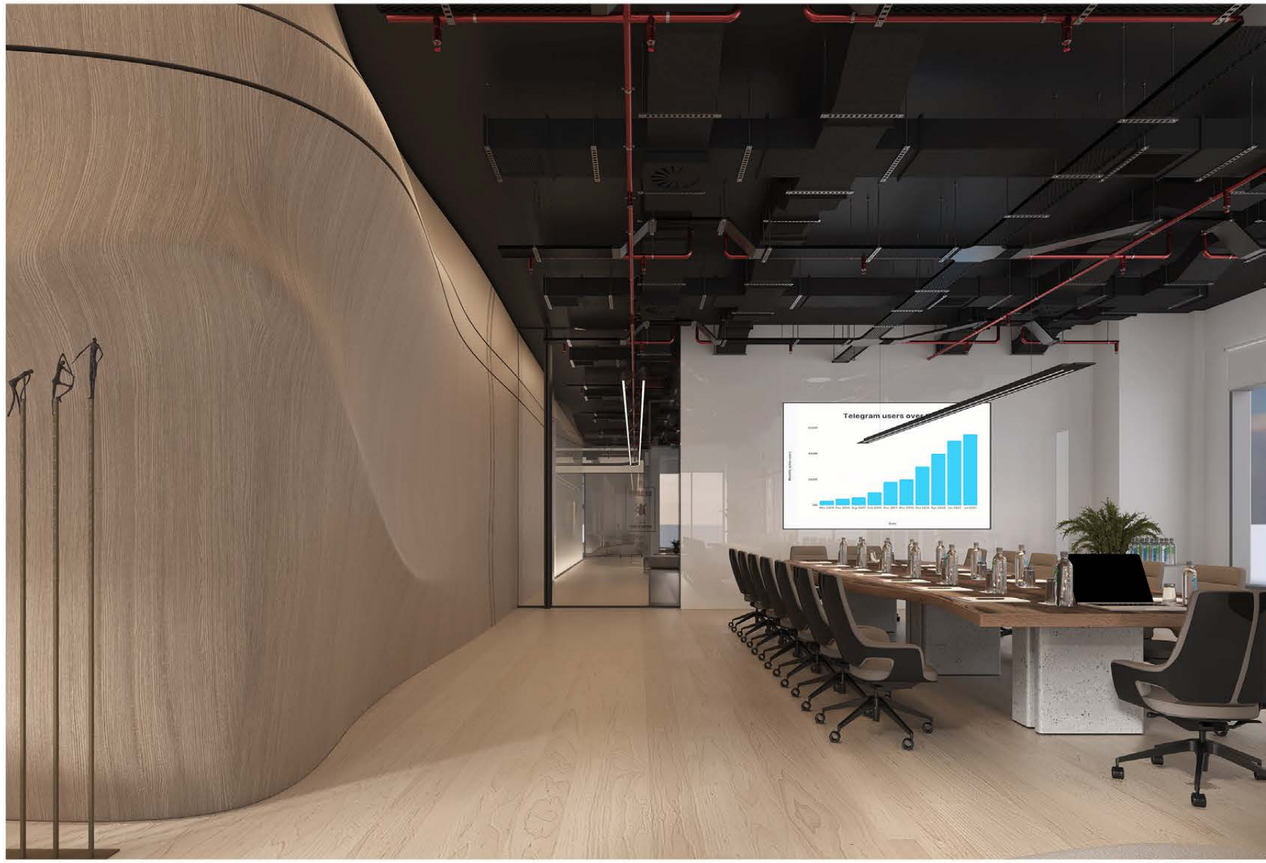
Interior Design
Dubai - UAE



TELEGRAM HQ OFFICES

Interior Design
Dubai - UAE

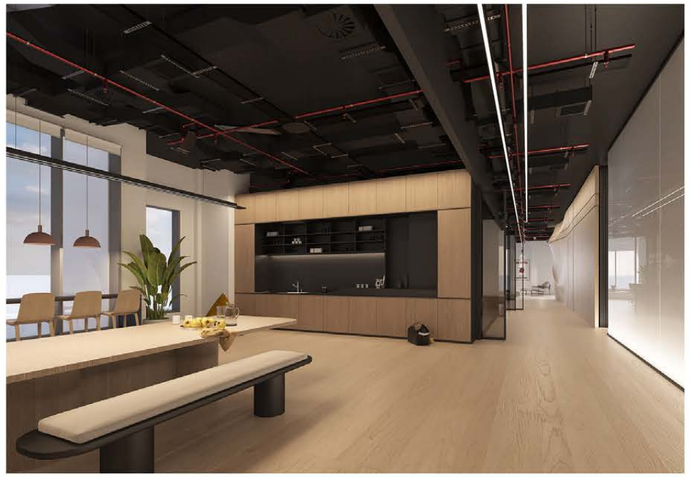




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Interior Design
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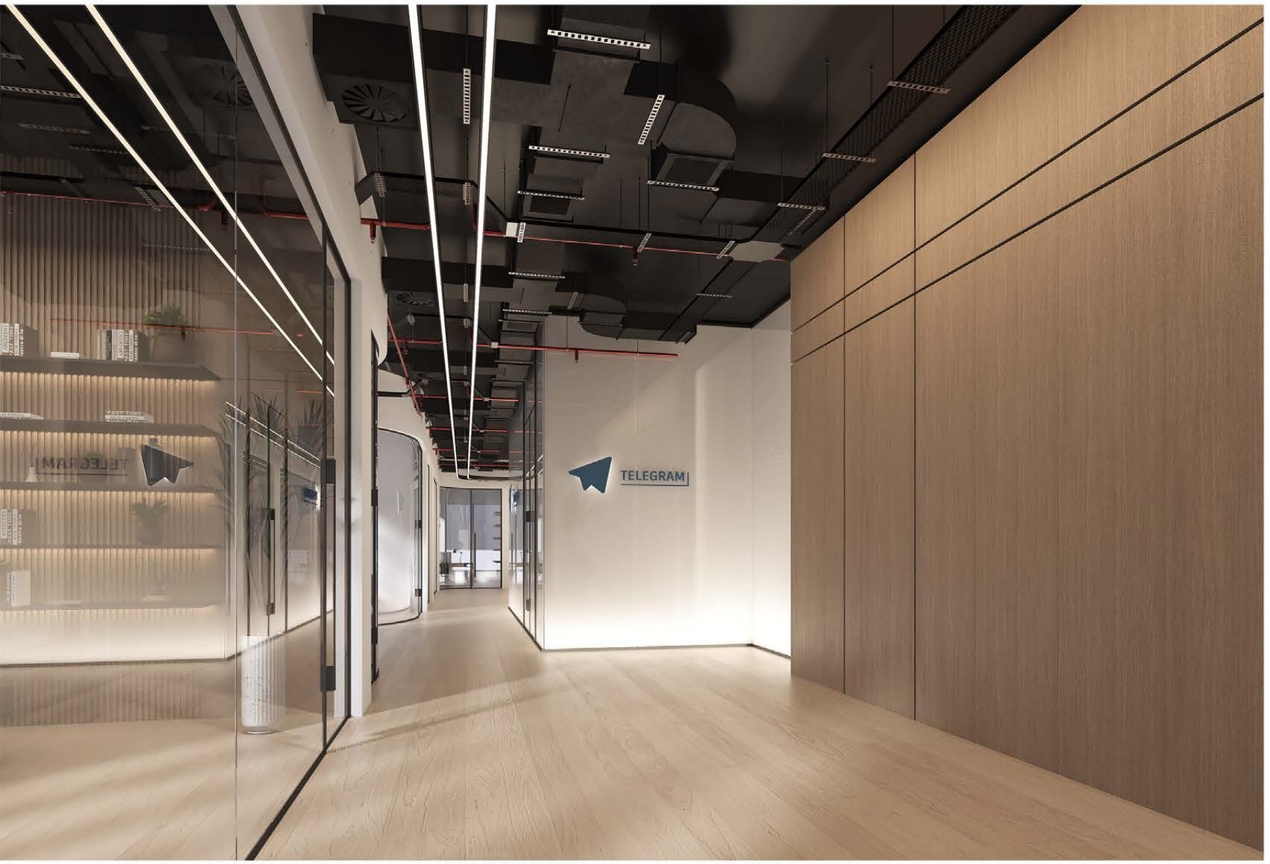






TELEGRAM HQ OFFICES

Interior Design
Dubai - UAE





PORTOFINO HOTEL

Interior Design
World Islands - UAE



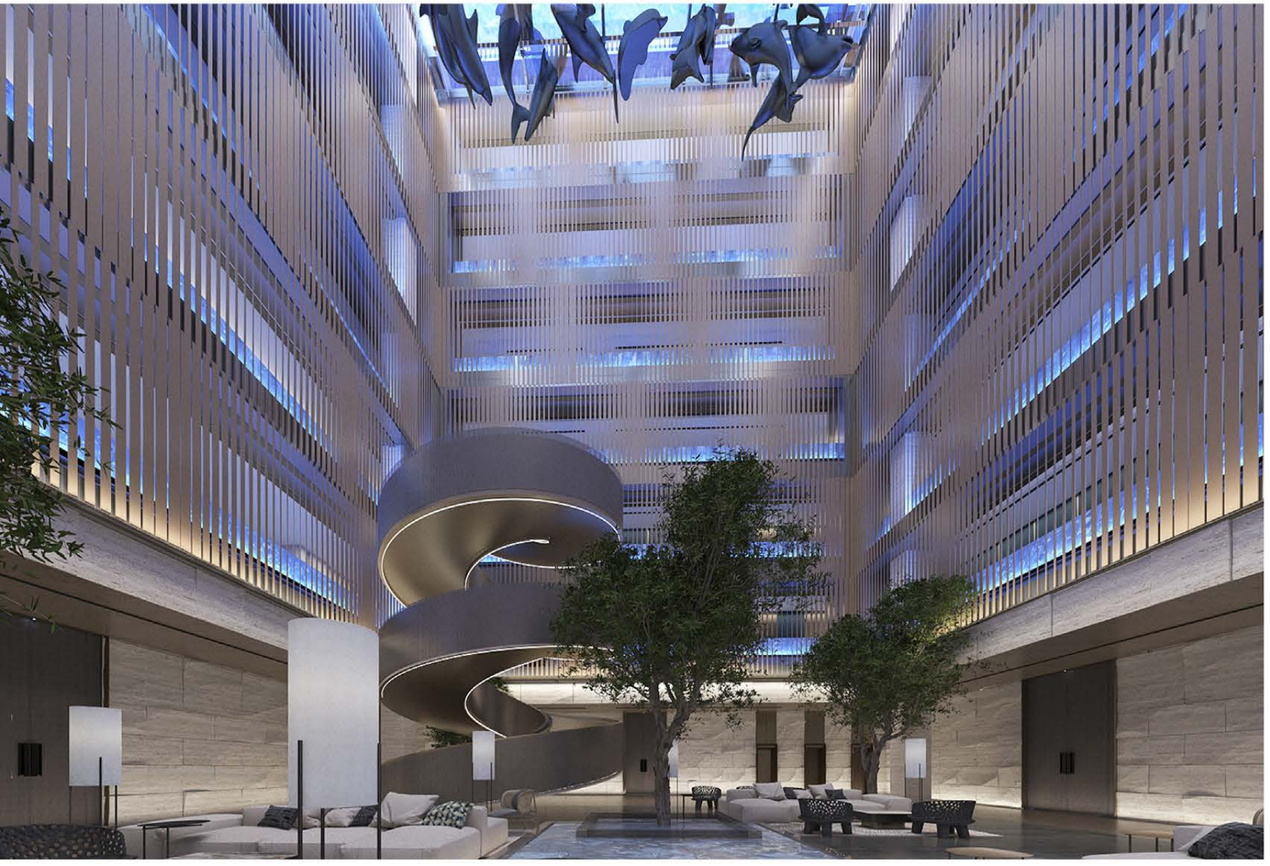
PORTOFINO HOTEL

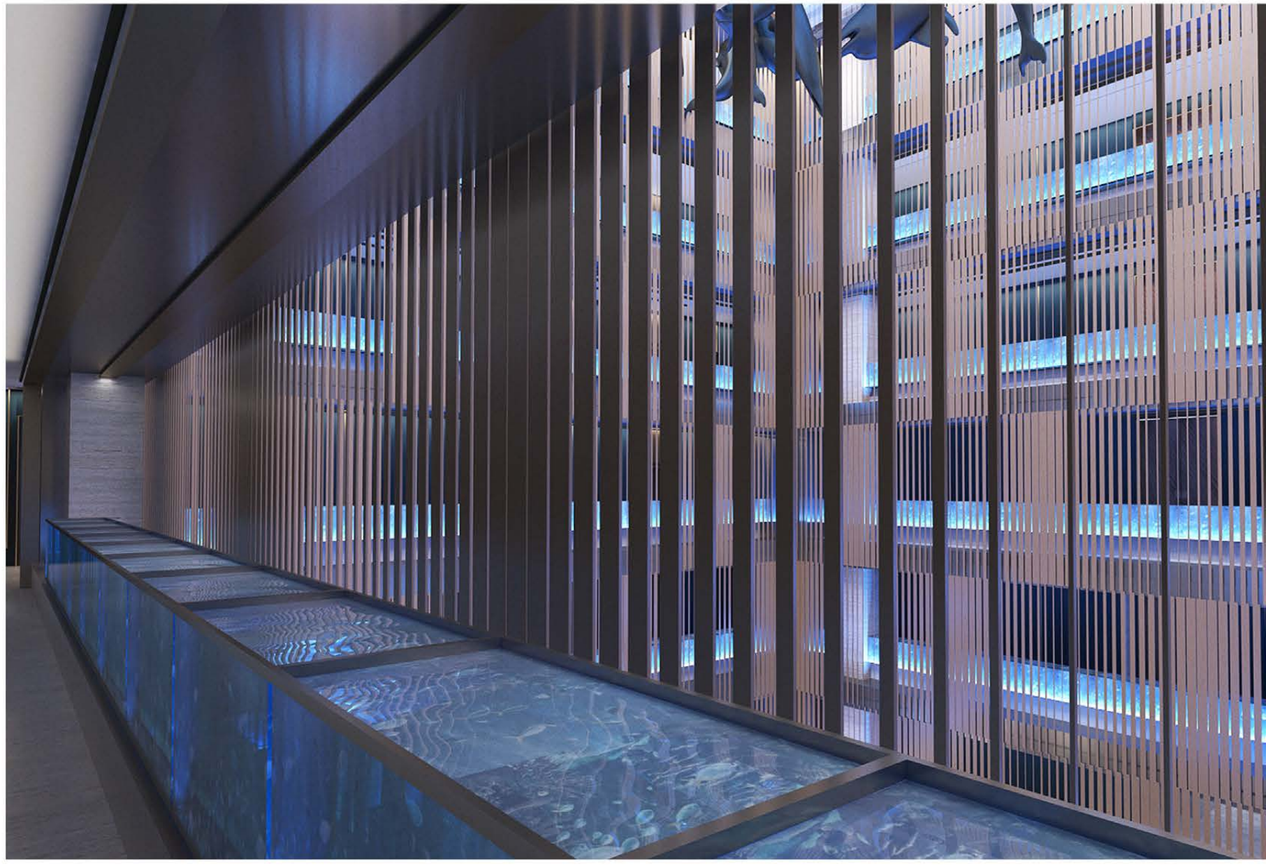
Interior Design
World Islands - UAE



PORTOFINO HOTEL

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PORTOFINO HOTEL

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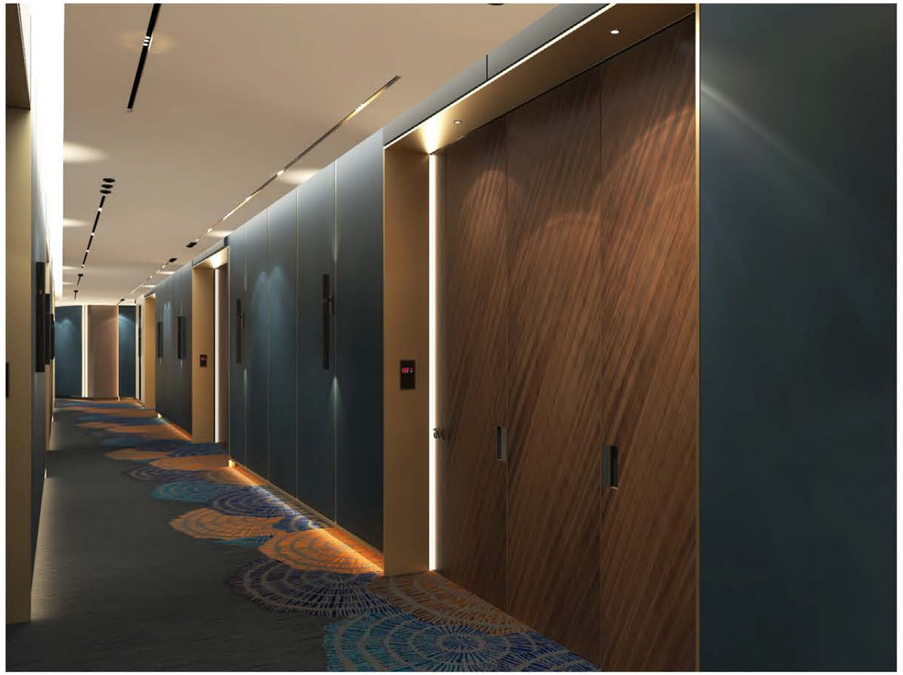






PORTOFINO HOTEL

Interior Design
World Islands - UAE







BVLGARI MANSION 15

Interior Design
Bvlgari Mansions, Dubai - UAE



BVLGARI MANSION 15

Interior Design
Bvlgari Residences, Dubai - UAE



RESIDENCE A

Interior Design
Sharjah - UAE



Ground Floor Plan

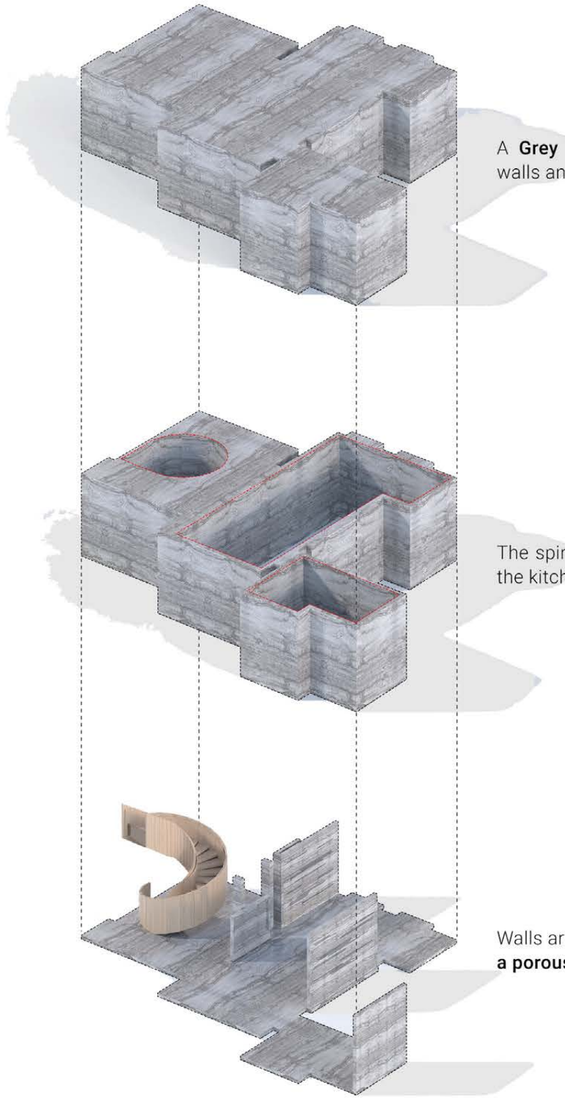


First Floor Plan



BVLGARI MANSION 15

Interior Design
Bvlgari Mansions, Dubai - UAE



A **Grey Travertine Marble** block covers the walls and floor of the ground floor level.

The spiral stairs, the main reception space and the kitchen area are carved out of **the monolith.**

Walls are engraved, and subtracted creating **a porous membrane** housing the space's functions.







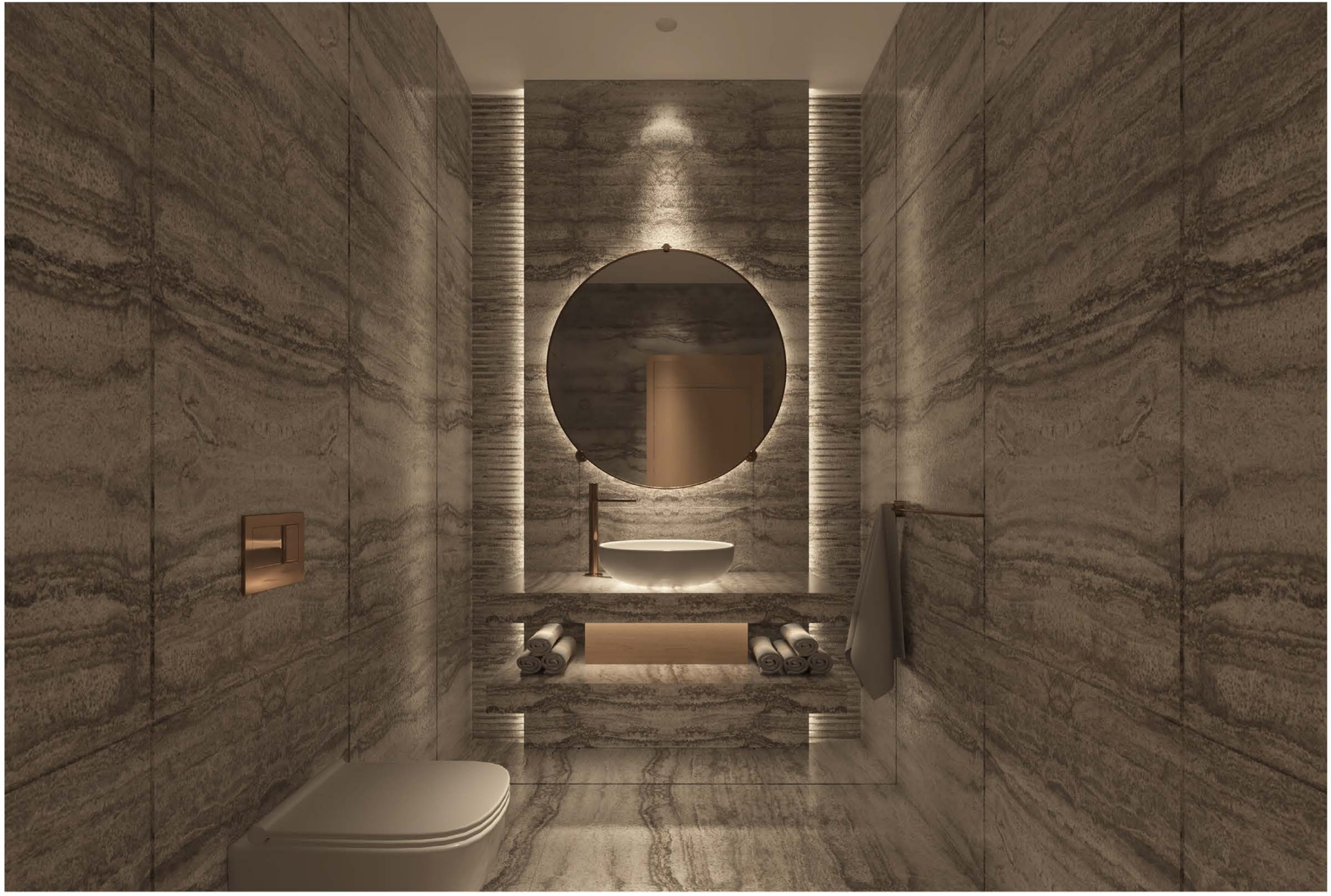






BVLGARI MANSION 15

Interior Design
Bvlgari Residences, Dubai - UAE

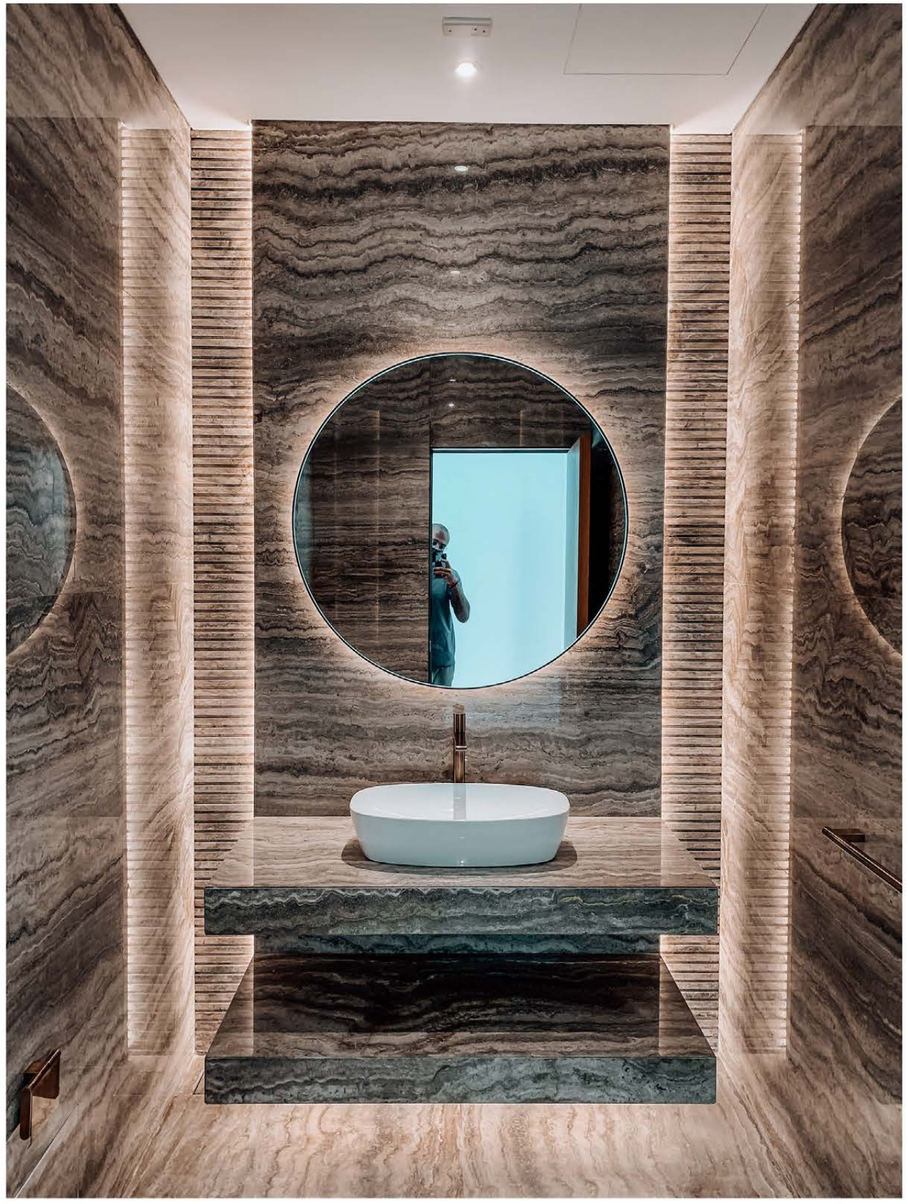


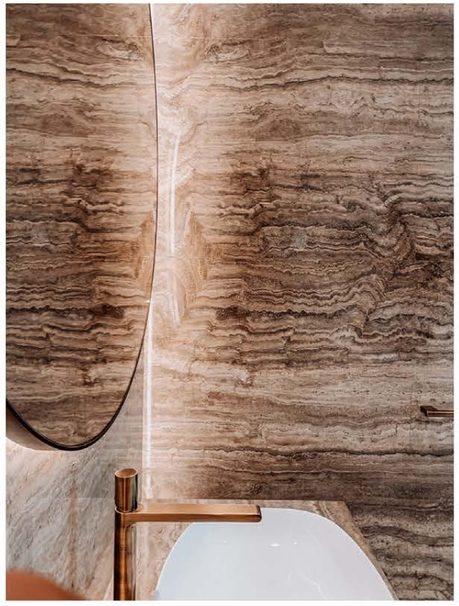


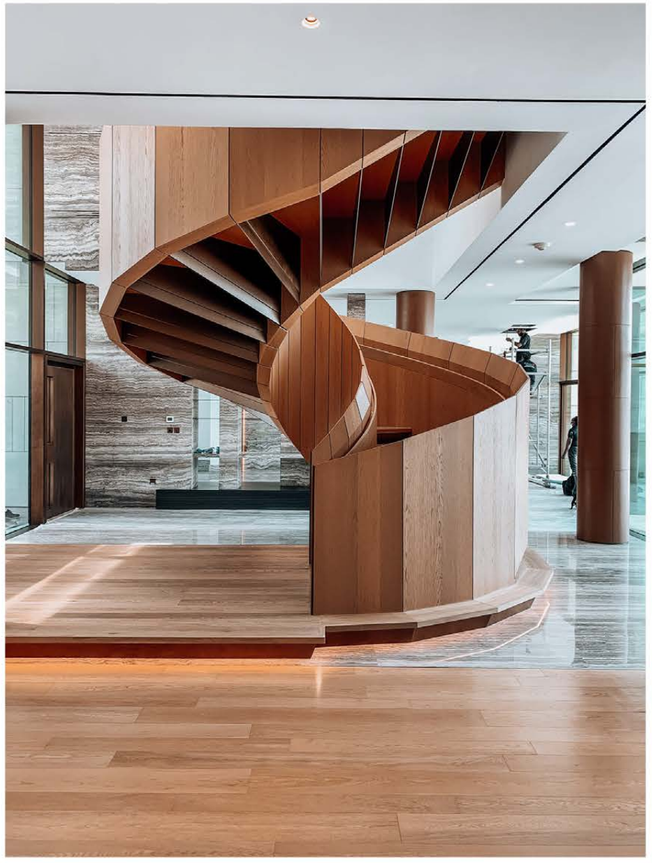


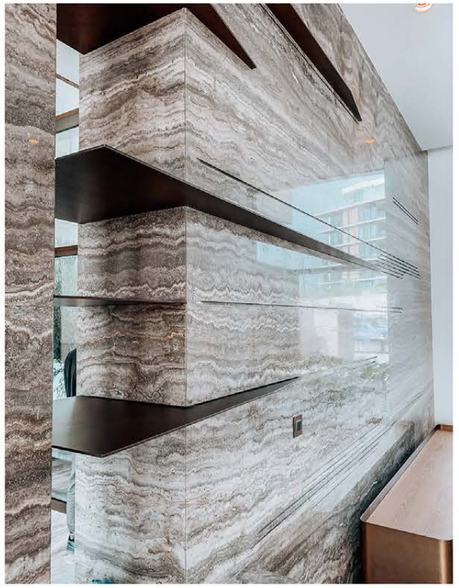
BVLGARI MANSION 15

Interior Design
Bvlgari Residences, Dubai - UAE













KHOURY RESIDENCE

Interior Design
Millennium Estates, Dubai - UAE

KHOURY RESIDENCE

Interior Design
Millennium Estates, Dubai - UAE



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Interior Design
Millennium Estates, Dubai - UAE



Ground Floor Plan



First Floor Plan

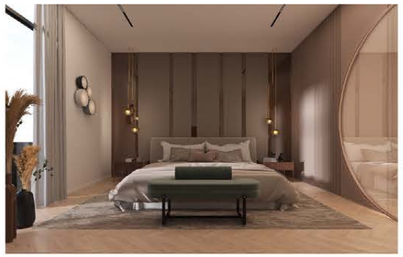












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Concrete slab supports bed in an earthly themed bedroom



Delicate vegetation collection animates a semi-transparent headboard

KHOURY RESIDENCE

Interior Design
Millennium Estates, Dubai - UAE







INTERCONTINENTAL HOTEL

Interior Design
Kuwait City - Kuwait



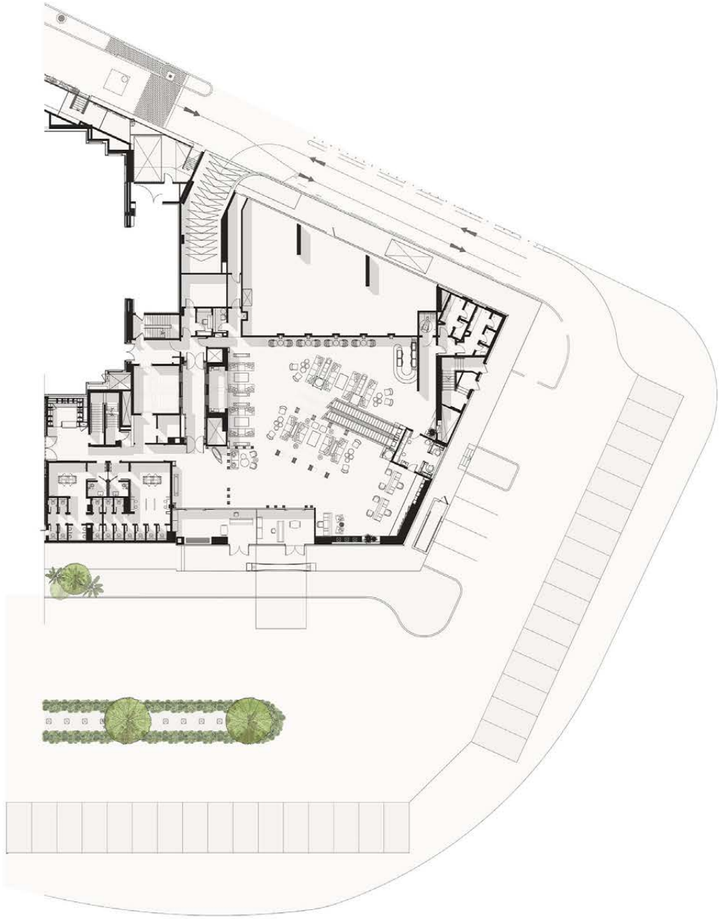
INTERCONTINENTAL HOTEL

Interior Design
Kuwait City - Kuwait



INTERCONTINENTAL HOTEL

Interior Design
Kuwait City - Kuwait



Ground Floor Plan

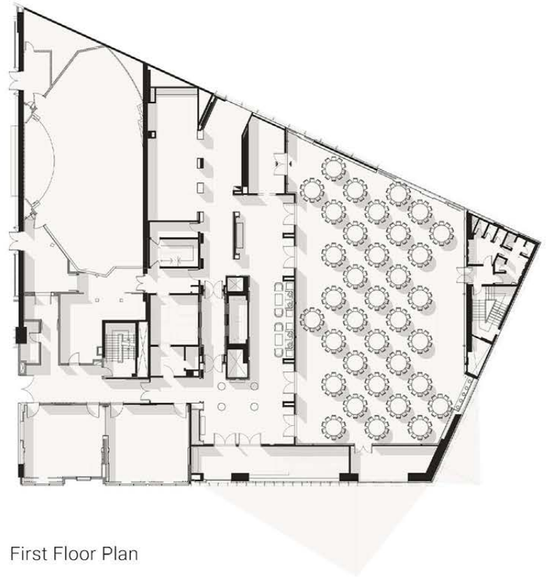


INTERCONTINENTAL HOTEL

Interior Design
Kuwait City - Kuwait



First Floor Plan

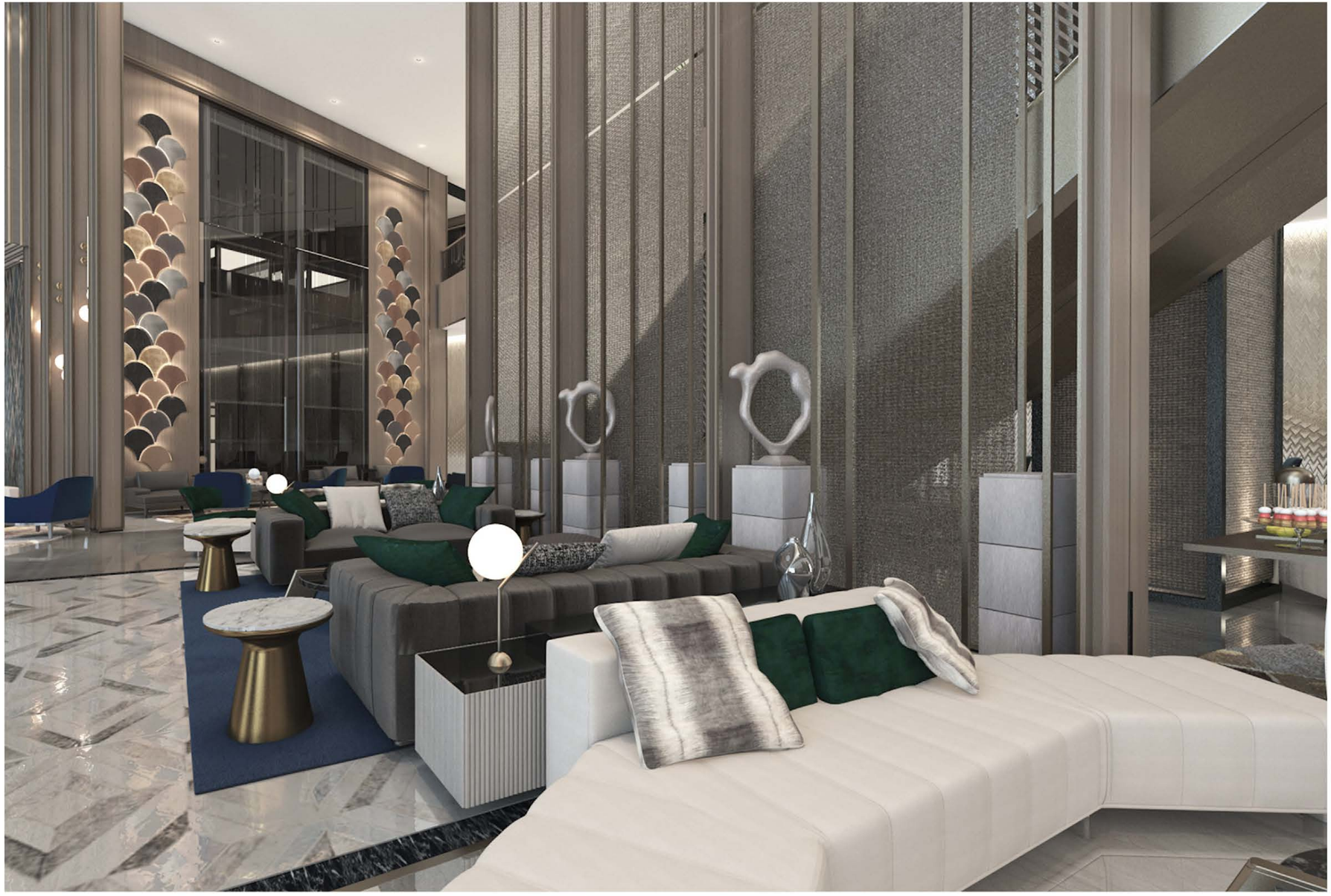


First Floor Plan



INTERCONTINENTAL HOTEL

Interior Design
Kuwait City - Kuwait







AC PRIVATE OFFICE

Interior Design
Dubai - UAE



AC PRIVATE OFFICE

Interior Design
Dubai - UAE



AC PRIVATE OFFICE

Interior Design
Dubai - UAE





TELEGRAM HQ OFFICES

Interior Design
Dubai - UAE



BUHALIBA RESIDENCE

Interior Design
Dubai - UAE

BUHALIBA RESIDENCE

Interior Design
Sharjah - UAE



RESIDENCE A

Interior Design
Sharjah - UAE



Ground Floor Plan



First Floor Plan









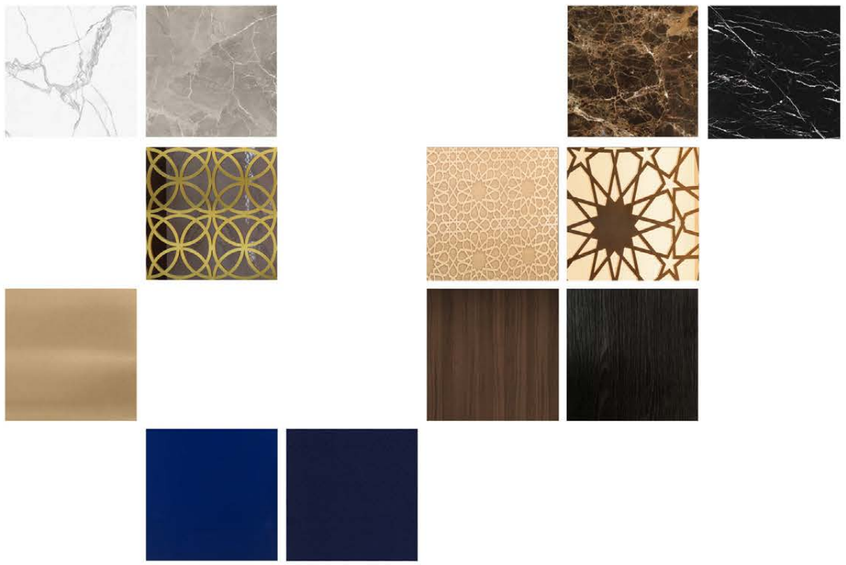




RESIDENCE A

Interior Design
Sharjah - UAE







RAMY AUTOMOTIVE 4X4

Car Showroom Interior Design
Dubai - UAE



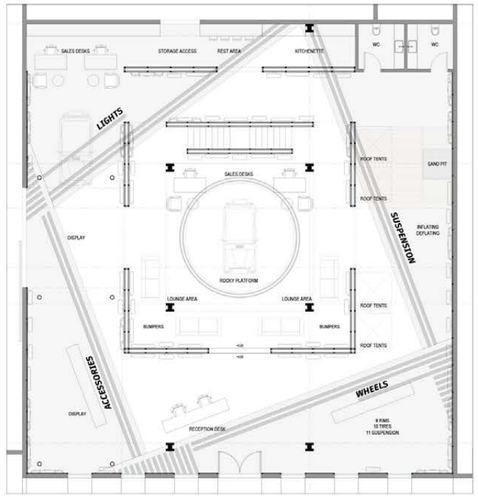
RAMY AUTOMOTIVE 4X4

Car Showroom Interior Design
Dubai - UAE

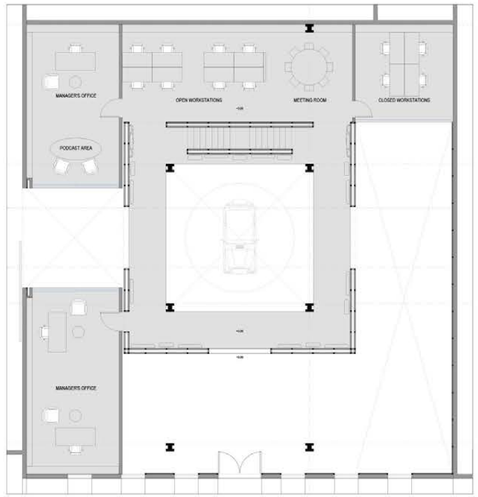


RAMY AUTOMOTIVE 4X4

Car Showroom Interior Design
Dubai - UAE



Ground Floor Plan

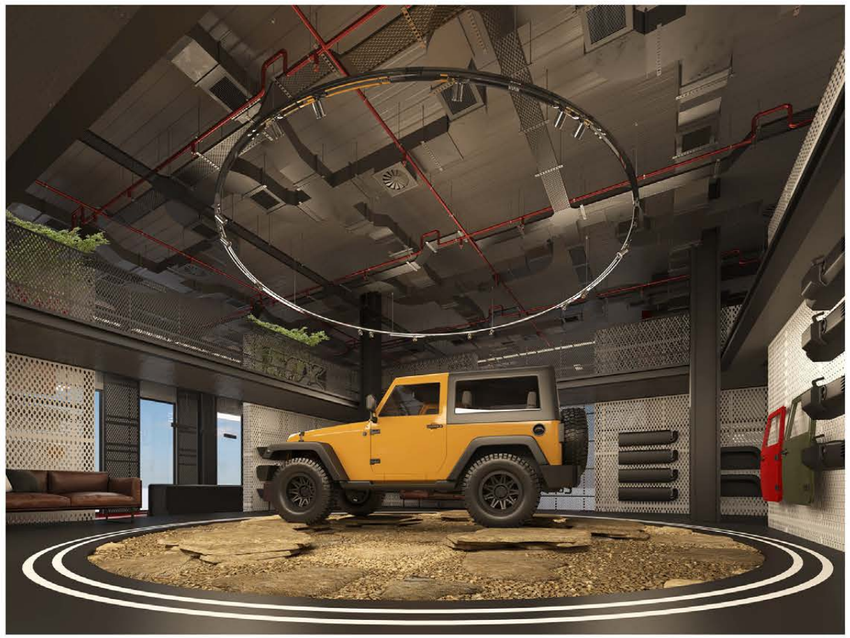


Mezzanine Floor Plan

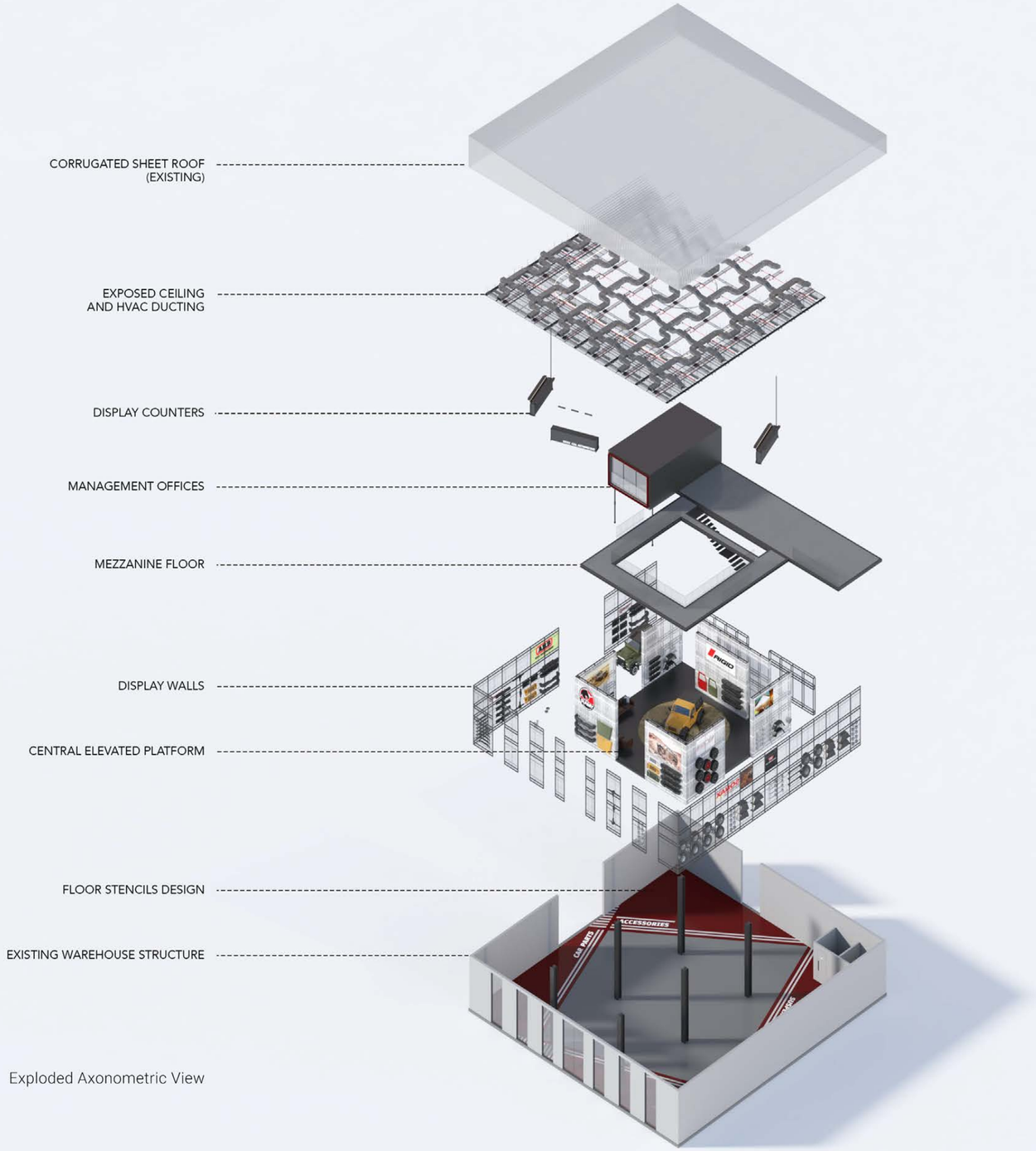


RAMY AUTOMOTIVE 4X4

Car Showroom Interior Design
Dubai - UAE



Main Platform



Exploded Axonometric View

RAMY AUTOMOTIVE 4X4

Car Showroom Interior Design
Dubai - UAE







LA DONNA RESTAURANT

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World Islands - UAE



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