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THE LEADING EMIRATES TRADE MAGAZINE



TOUCHING PEOPLE'S LIVES

STEIGENBERGER HOTEL BUSINESS BAY, DUBAI

STRIVING TO CREATE A TRULY MEANINGFUL DESIGN OF PLACE WITH CONNECTIONS TO PEOPLE, CULTURE AND THE ENVIRONMENT, LW HAS ESTABLISHED A WORLDWIDE PRESENCE IN RECENT YEARS, WITH A LARGE NUMBER OF IMPRESSIVE, AWARD-WINNING PROJECTS COMING OUT OF ITS OFFICES IN DUBAI, HONG KONG, SAO PAULO AND LONDON.

LW DESIGN

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Key to LW Design's success is the manner in which its architects, interior designers and engineers not only work alongside each other, but also partner closely with clients to fully embrace their vis concept and in doing so deliver functional, unique features that bring the venue to life.

The experience that LW Design has acquired on the multiple hotels, restaurants and bars that it has worked on has firmly established it as a force within the hospitality sector. What's more, it has applied the same philosophy – of creating an unforgettable guest experience – to its many high-end residential and mixed-use developments.

LW Design is committed to to enhancing the world we all inhabit through making places for people and to live and to flourish with dignity, spirit, and beauty. And its international expansion strategy has allowed it to not only seek influence from a wide range of cultures, but also widen its talent pool. The firm's dedicated, professional architects, designers and engineers are fully aligned with its vision of creating fantastic projects and securing the ongoing growth of the company.

LW Design will open its London office this September, dictating that the firm can extend its services within the European market.

Exceptional Client Service

Established in 1999, the multi-discipline team boasts an impressive client list and a portfolio of over 60 hotels and 200 restaurants/bars. Under the passionate leadership of founder and CEO Jesper Godsk, and founding partners Colin Doyle and Finn Theilgaard, together with the other Partners Cristina Wakamatsu and Jimmy Hansen. Major operators include Hyatt, Marriott/Starwood, Hilton, IHG, Accor Group, Raffles / Fairmont, Rotana Group, Four Seasons, Shangri La, Jumeirah Group and Emirates Airline.

Whatever the project and whoever the client, LW Design is able to offer the combined expertise of a team of highly skilled architects, interior designers and engineers, who are well-equipped to identify and successfully manage the many challenges



inherent in any project, whether local, national or international.

Providing exceptional client service is the foundation of LW Design's business philosophy. It is committed to being responsive, accessible and communicative. The firm's ability to listen, as well as its



MEDIA ONE HOTEL, DUBAI

collaborative approach, allows it to respond to client needs with flexibility, imagination and distinctive design.

Media one hotel refurbishment

Currently surrounded by the latest art, music & lifestyle culture, the new design concept for media one aims to be a benchmark in downtown living.

An 'edgy yet stylish urban loft' feel to the interior space transforms this address into an informal & eclectic city destination.

Quirky contemporary furniture juxtaposed with customized industrial lights & modern street art creates a youthful & memorable experience.

Steigenberger Hotel

Situated in the up and coming district of Business Bay, the Steigenberger Hotel sits on the banks of the Business Bay. The high ceilings and vast glazing panels at the front and rear of the hotel allow for maximum light to flood through the building. Refined details and a palette of rich materials combine to create a modern elegant design infused with an ancient feel.

Ostrich leather wall panels, illuminated onyx, rose gold metals and plush fabrics add a real feel of luxury to the space. Stone flooring and carpet designs feature a mix of over-scaled geometric patterns with far eastern inspired florals. Customer-designed specialist lighting adds an element of glitz to the hotel, with the ballroom featuring a stunning 20-metre long undulating crystal chandelier. Now completed and open for business, it is a sophisticated and refined hotel with a comfortable residential feel.

Adding Vitality to Communities

LW Design takes a holistic approach to design. Energy consumption, for instance, cannot be separated from good building practice and the quality of the built indoor environment. The firm strives to generate beautiful works of architecture and interior design, whilst also focusing on the 'more mundane' issues such as a sound building envelope, robust building materials, the use of renewable energy, and water conservation.

The design process homes in on the successful union of the technical needs of a building with the art of shaping space to ensure aesthetic beauty. This blend of art and science is at the heart of making enduring spaces that are really sustainable. LW Design's methodology is built around fundamental design qualities that reinforce the relationship between the built and the natural environment.

As a firm, LW Design is committed to providing long-term value for clients. It works with each individual client to communicate, build a solid, mutually beneficial relationship, and help realise their vision, no matter how large or complex the project may be. The entire team within LW Design endeavours to deliver quality solutions that meet the client's criteria for cost control, functionality and design aesthetic.

LW Design is committed to creating exceptional design – buildings and spaces that are more receptive to how we live today and what we aspire to. Its work brings its clients' visions to life, whilst at the same time adding to the vitality of communities. The firm believes that when all facets of the built environment are designed with a focus on efficiency, sustainability, visual splendour, and a genuine sense of place, the entire community enjoys a superior quality of life.



MEDIA ONE HOTEL, DUBAI