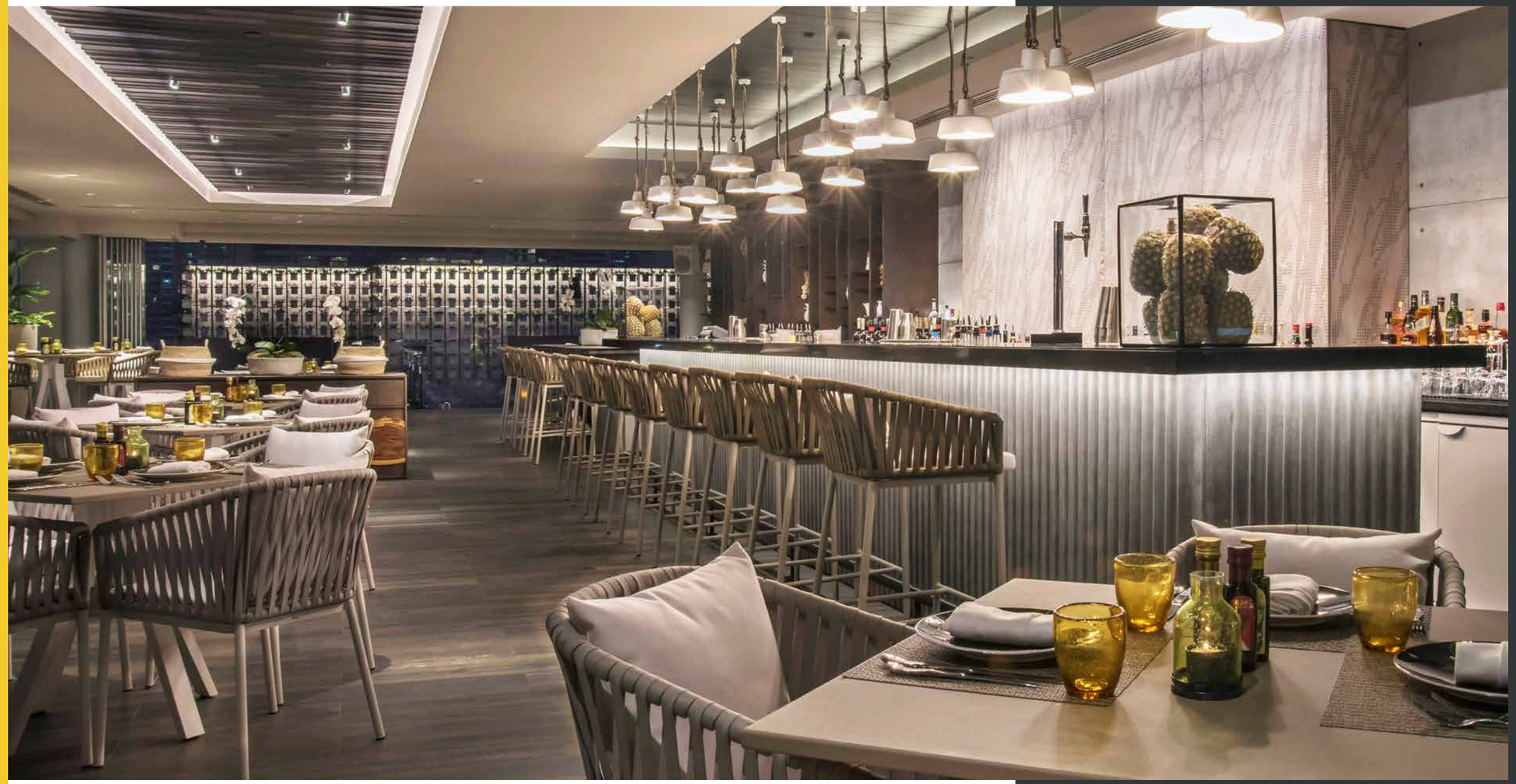
THOUGHTFUL DESIGN
INTO OVERDRIVE



MULTI-DISCIPLINED DESIGNERS
ARCHITECTURE + ENGINEERING + INTERIOR DESIGN

PUTTING YOUR IMAGINATION INTO OVERDRIVE



Founded in 1999 by Lars Waldenstrom, Morten Hansen and Jesper Godsk, LW Design has brought together a team of ingenious thinkers to do what they do best - be creative. In fact, later joined by Colin Doyle as partner in architecture and Finn Theilgaard as partner in structure, the firm has become renowned throughout the Middle East for providing creative and innovative design solutions that achieve clients' specific goals and visions.

In the beginning, it was not a difficult decision for the partners to focus on the Middle East, as they all saw tremendous opportunities in the growing hospitality market. This, in tandem with the fact that they all had the same Nordic design philosophy and were very good friends, meant that all of the pieces of the jigsaw were in place to develop a company whose philosophy is rooted in integrity, performance, value, professionalism, and unmatched personalised service.

THOUGHTFUL DESIGN THAT IS PLEASING TO THE EYE

LW Design is recognised for its broad range of skills, taking in both architecture and interior design, and its attention to detail. This covers everything from programming, designing, detailing, construction documentation and supervision all the way through to coordination between clients, consultants and contractors for a wide array of project types.

At this present time, the firm is working on a number of eminent and prestigious projects, and has recently completed several other notable jobs. The recent openings of the Media One Hotel and the Royal Meridien Hotel, JBR, are good indicators of where trends are heading in Dubai, with lifestyle and quirky little touches incorporated in order to provide personality. With regards to the food and beverage scene, the most recent openings include the renovation of Buddha Bar and Siddharta Lounge at Grosvenor House, along with Bussola at the Westin Hotel and Tamba in Abu Dhabi, plus City Walk in Dubai, which has been designed to offer a new urban lifestyle experience.

The firm also has five extremely interesting projects for leading hotel brands underway, as well as 15 projects for the food and beverage sector around the world. One of these projects, the Raffle Hotel in Shenzhen, China, is particularly noteworthy. In addition, LW Design is currently working on architectural designs for Dubai Canal, as well as two very interesting hotel projects in Dubai. Whatever and wherever the current challenge, the firm offers a very structured system in tandem with creative designers and architects. Its core philosophy is that thoughtful design is the most compelling, competitive and strategic tool for creating and maintaining lasting value. LW Design strives to create places that are practical, pleasing to the eye and enduring, whilst being meticulously functional and inspirational.

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BROAD **EXPERTISE**

LW Design was based on the partners' knowledge of the market, as well as with the long relationships they enjoyed with a number of clients, whom they still work with today. Employing the finest materials and latest methods to achieve sensitive, contemporary and articulate solutions, whilst also celebrating the region's existing style and history, the firm's first big hotel project was Rotana Beach Hotel in Abu Dhabi. This was a tremendous success, and instilled belief and confidence in the team that they could achieve more. And they did. This initial success was followed by the Hyatt Regency, Dubai Creek, Grosvenor House and the Raffles Hotel. The other core business for LW Design was the food and beverage sector, where Noodle House and Buddha Bar formed the start of its extensive portfolio.

Today, LW Design is a multidisciplinary firm that offers architecture, interior design and structural engineering services, primarily focused on the hospitality sector, but also encompassing other high profile projects. The majority of the firm's projects are currently within the GCC, although it is also working on several projects in Asia and is looking at other markets in the near future. With an expertise built upon years of experience, the firm is able to clarify needs, reach goals, and discover new opportunities. Its partnerships are built on a common goal of receiving genuinely significant and empowering design. Its relationship with the owners and operators of its projects has also been a vital factor in the firm's growth and expansion, with a level of trust that is not only very beneficial to all parties concerned, but increasingly uncommon too.









AWARD-WINNING **PERFORMANCE**

LW Design attributes its continued success to its integrated approach, which has consistently resulted in distinguished client service and satisfaction. The firm takes great pride in its dedication to extraordinary quality, design versatility, and exceeding client expectations. It is no surprise, therefore, that in representing the client's foremost interest from the initial meeting through to final occupancy the firm has won numerous awards. In 2016, for example, LW Design received the Restaurant Design Award at the SBID International Design Awards for the Bussola Restaurant in Dubai. The SBID Awards are regarded as one of the highest accolades of interior design excellence, rewarding and celebrating outstanding projects and products from the industry at large. Consequently, winning an SBID International Design Award is an exceptional achievement, with a technical panel, a public vote, and a panel of leading industry experts assessing each category.

Just a year earlier and LW Design was named as the International Winner (Middle East and Africa Restaurant) at the Restaurant and Bar Design Awards for Geales Dubai, a local restaurant with a subtle Britishness. LW Design has also been recognised as one of the industry's crème de la crème when it was selected as the winner for the Commercial Interior Design 'Interior Design Firm of the Year' award, which is presented to the company that has produced the most impressive body of work in the Middle East over a 12-month period. The judges described the firm's designs as focusing on "creative concepts and attention to detail," adding that this is what distinguished it from its competitors. As architects and designers, the firm is immersed in all aspects of the built environment and passionate about meeting the needs of its clients. The client's brief is the starting point for the design work and the firm's buildings are always influenced by responsible fiscal, environmental and social concerns, resulting in projects such as Adventz Tower, an elegant 70-storey, high-end residential building that encompasses the firm's principles of good design, and which has been shortlisted for a World Architecture Forum award. This will no doubt ensure that LW Design continues to be recognised by not only its peers, but also its clients and society at large, for many more years to come.

A NEW GENERATION
OF BUILDINGS

LW Design understands the positive change comes from the inside out and with this in mind the firm encourages and supports sustainable design. This means that it always considers the impact it has on the environment in both the day-to-day running of its practice and the buildings that it designs. Sustainability is important in every aspect of its work. Environmentally friendly, sustainable solutions have always been at the heart of the LW Design philosophy. Its vision is to leave a positive legacy for future generations, believing that environmental awareness should not be viewed as a restriction of architectural possibilities, but an exhilarating challenge that will help to bring into being a new generation of innovative and environmentally responsible buildings.



CREATING THE LIFESTYLE
YOU DESIRE

Based on a sophisticated appreciation and understanding of design, the firm always finds a new way to look at the spaces and provide ideas for how to make each house reach its full potential. This is underlined by the LW residential villas projects, contemporary homes that are defined by a forward-thinking approach and an organic character that utilises texture of timber, stone and patterns. This is spliced with a detailed understanding of construction and engineering, as well as the possibilities offered by steel and concrete.

In a region like the Middle East, where the temperature can reach over 45˚C during summer months, the use of courtyards, sun shades, pergolas, screens, and the study of the best position of the property within the site are all crucial to keeping it sustainable whilst providing thermal comfort. The flexibility in the floor plans is also another key quality LW Design pays attention to in its houses and villas. With a variety of choices for both indoors and outdoors spaces, including areas for eating, relaxing and entertaining, the firm looks to manifest the very best of today's contemporary lifestyle, achieving a great sense of attraction and charisma.

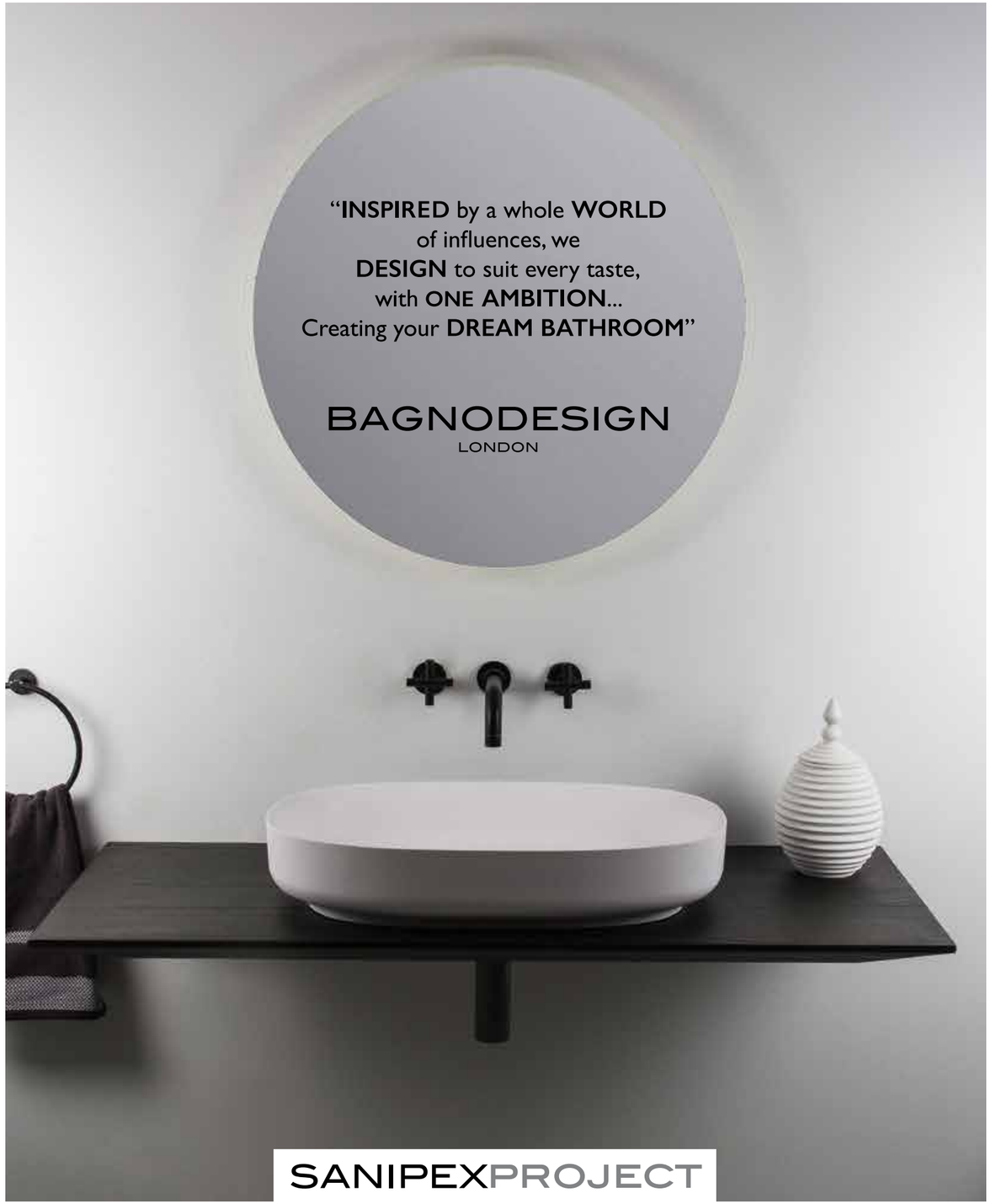
DRIVEN BY PASSION

Overall, LW Design prides itself on creating memorable landmark projects and inspirational spaces that capture the unique quality and lifestyle of the surrounding environment. This is achieved through employing an international, multidisciplinary team in design studios in Hong Kong, São Paulo, London, and of course Dubai. In total, the firm employs in excess of 130 highly skilled personnel, and has no intention of growing this number simply for the sake of it. Indeed, LW Design retains a creative atmosphere and offers an extremely personalised service, ensuring that everyone enjoys their work. Everyone within the LW Design team takes pride in their work and are committed to producing the best possible solutions for clients. With four studios across the world, the firm can draw upon the resources of an international practice and still deliver exceptional work with the caring consideration that comes from knowing its local area. This also means that its staff, from every studio, can learn from the experience that is gained on each individual project, no matter whether that project is in the Middle East, Asia, Europe, or South America. Sharing this knowledge is vital to the ongoing evolution of the firm, and there are internal measures in place to ensure that this occurs. This fusion of language and culture makes the firm stronger and even more creative.



Many of the firm's projects derive from repeat business or referrals, something that everyone within LW Design is very proud of. The other avenue to new business is operators, many of which the firm has a great relationship and enjoys working with. As we move through the early months of 2017, LW Design is very busy. Moreover, having just opened the London and São Paolo studios this looks set to continue for the foreseeable future. However, the firm has no further plans for expanding short-term; instead, concentrating on these new markets and the many opportunities they will no doubt provide. Looking into their crystal ball, within five years the firm would like to be very established in the four markets in which it now operates, and is excited about the possibility of working with new people and exploring different cultures and opportunities.

DRIVEN BY AN INCURABLE PASSION FOR PERFECTION, LW DESIGN STRIVES TO SUPPORT AND DELIVER GOOD DESIGN THROUGH COMMUNICATION, COLLABORATION AND A TEAM EFFORT IN EVERYTHING IT UNDERTAKES.



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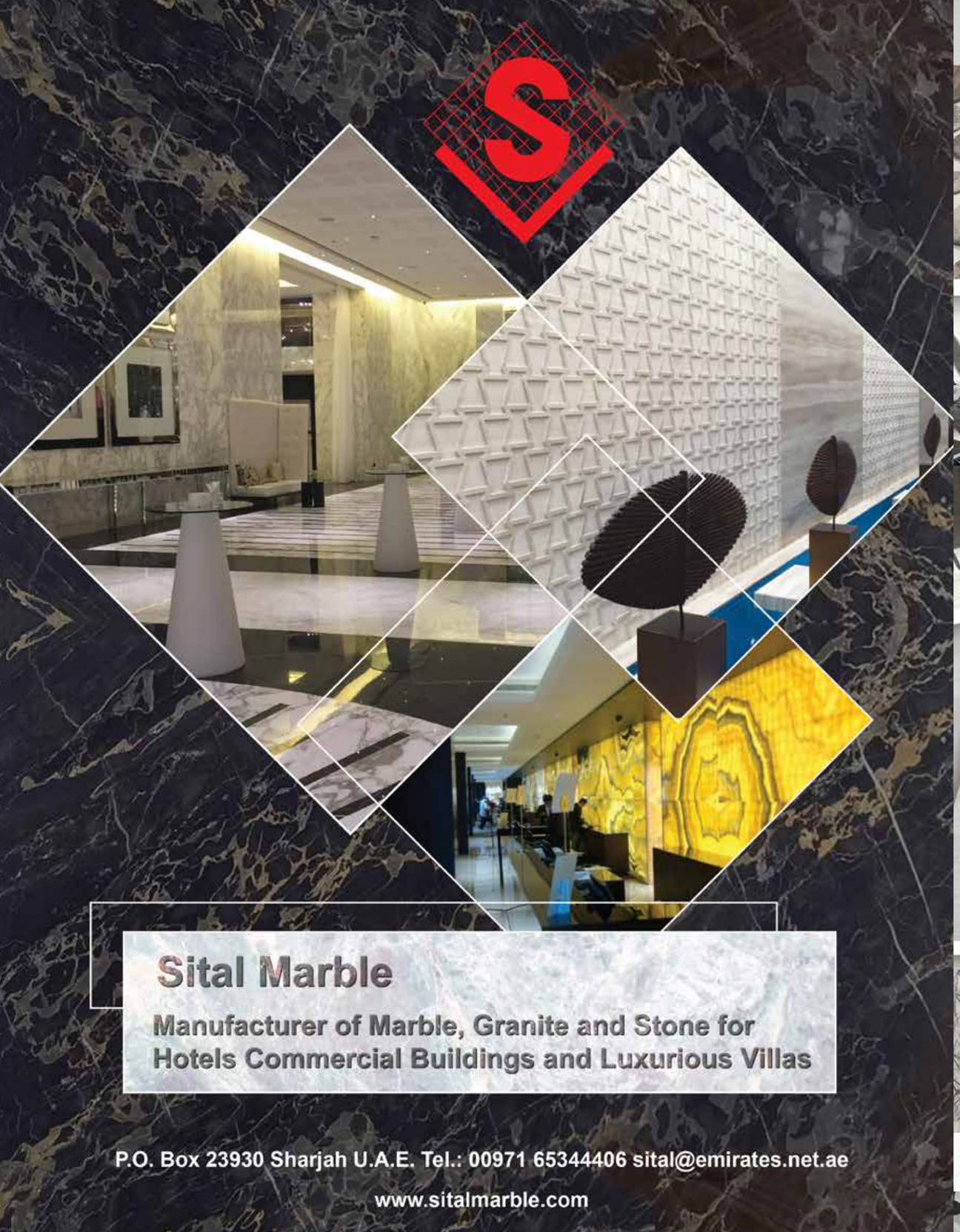
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