



kreative id

# design inspired



## the studio krea story...

with a focus on inspired design, studio krea has been delivering quality design and fit out solutions across the middle east and indian subcontinent since 2005.

studio krea, through its entities **kreative id**, **orangetip** **design** and **krea vertical** delivers design consultancy, interior fit out, project management, global sourcing & procurement and value engineering services as a single cohesive design solution entity.

led by a team of architects and engineers, **studio krea** manages to deliver **inspired design** through cohesive seamless delivery **from the concept design stage to project fit out and handover.**

kreative id



orangetip

kreavertical

studiokrea

## retail, retail boutiques & big box retail

clients include  
adidas, al shaya trading, rsh, etihad airways, land-  
mark group, liwa trading,  
al futtaim travel and many more.

## restaurants and hospitality

clients include  
vanellis, al shaya trading, cafe italia, hippopotamus,  
curry toast, curry express,  
india palace, sfc restaurants belvedere bar, gravity  
bar and many more.

## offices and commercial spaces

clients include  
adidas corporate office,  
il&fs corporate office, capital corp corporate office  
and many more.



## turning concepts to reality since 2005...

kreative id 's seamless design service  
philosophy encompasses, under one  
roof :

design studio  
client relationship team  
project managers  
procurement & logistics  
joinery & paintshop  
electrical departments  
air conditioning department  
masonry  
gypsum & dry wall partitions and ceilings

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kreative id has been providing seamless design and  
build services across the uae and gcc since 2005.



# kreative id

some of the **brands** we have worked with...



**kreative id**

# design studio

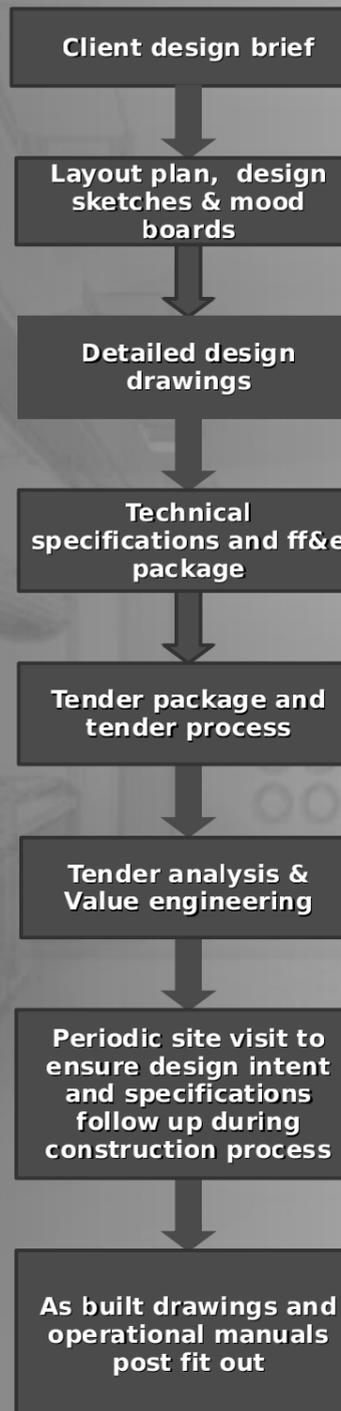
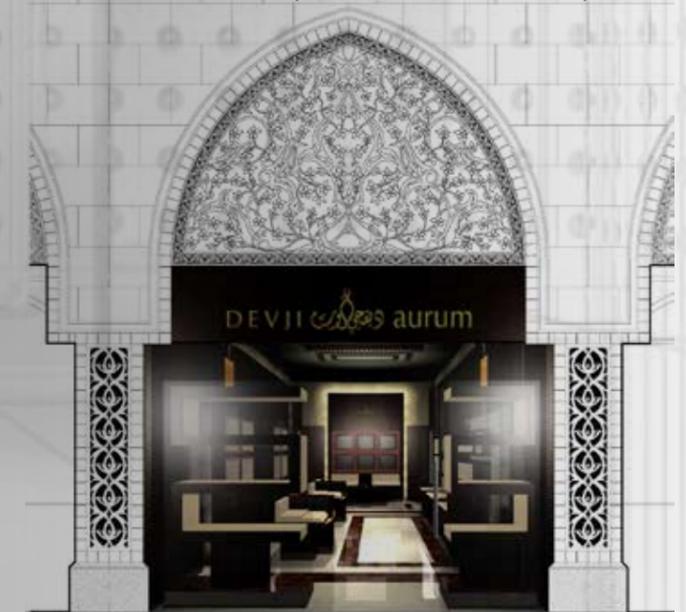
**design studio :**

with a **focus on design**, the design and technical team at kreative id's design studio have the **skills and experience to develop bespoke designs and effective design adaptations.**

the studio is staffed with two principal designers, studio co-ordinator, senior designers, designers, cad technicians and 3d visualisers.

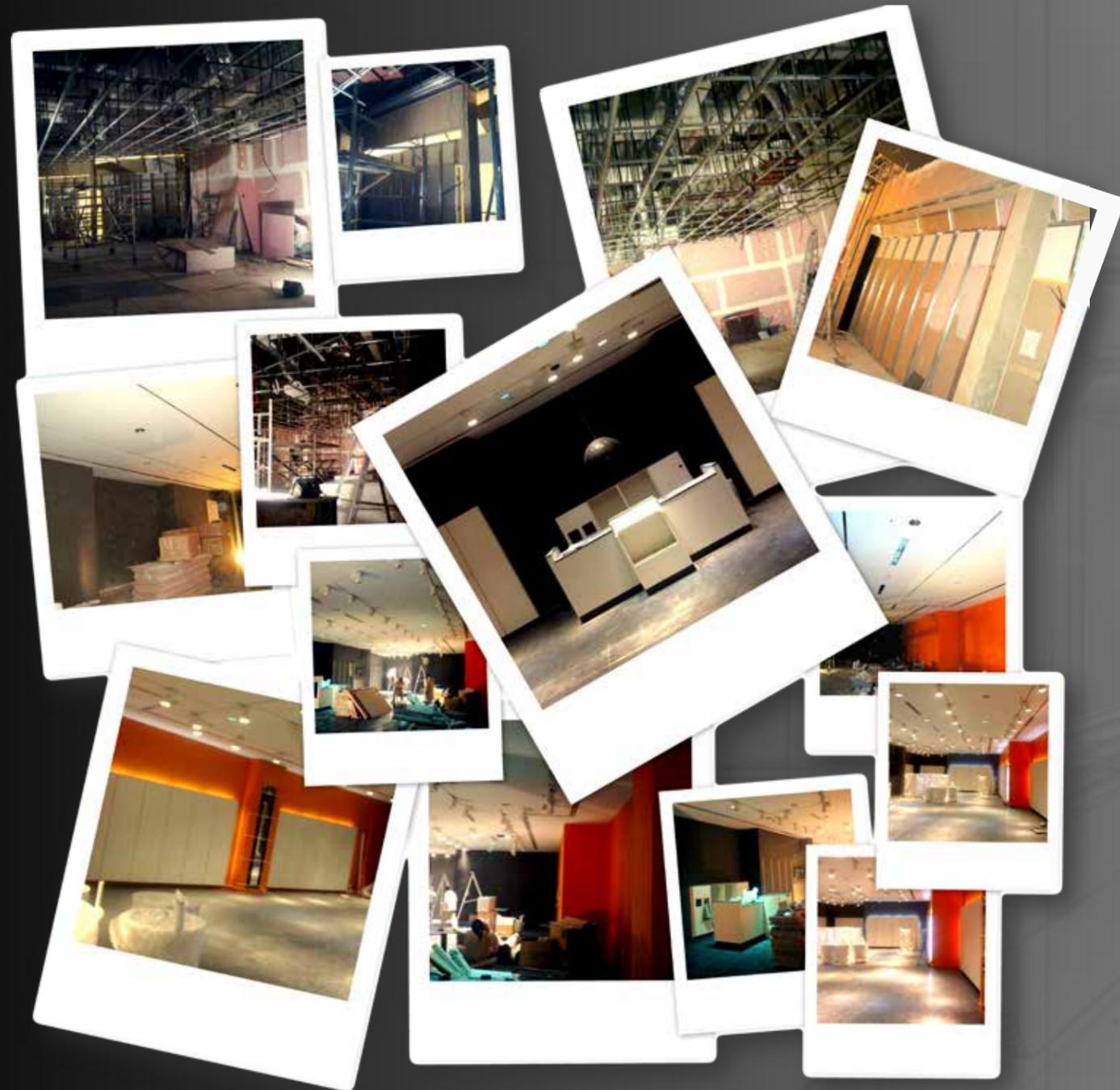
equipped with the latest industry standard autodesk platforms of autocad and 3d studio software, the studio consistently produces world class designs and technical drawings.

working in close collaboration with the projects department, the studio plays a key roll in ensuring design intent is followed and fit out is as per specified technical specifications.



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# project management

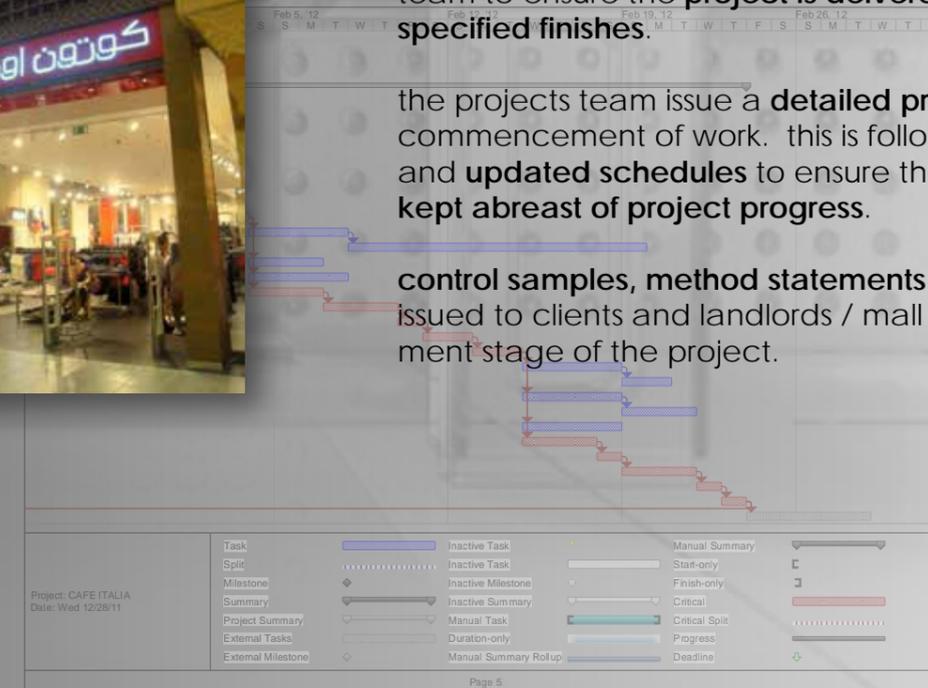


critical to project delivery, the **kreative id** project management team is led by the **head of projects** and a team of **project managers** and **site supervisors**.

the projects team work closely with the design studio and operations team to ensure the **project is delivered as per schedule and specified finishes**.

the projects team issue a **detailed project schedule** prior to commencement of work. this is followed up with **weekly site reports** and **updated schedules** to ensure the **client** and all stake holders are **kept abreast of project progress**.

**control samples, method statements, detailed project schedules** are issued to clients and landlords / mall / authorities at the commencement stage of the project.



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# operations & contract admin.

the **head of operations** is assisted with a team of **quantity surveyors, estimators and procurement and logistics team** to ensure every project is delivered as per budget and all specified finishes and **long lead items** are delivered as per the project schedule and site requirements.

the **operations team** in conjunction with the **design studio** also co-ordinate the **municipality and authority approvals** and ensure the **project specifications** are as per **government and local authority regulations**.

a critical part of the system, the **operations** also play a key role in **value engineering** the project and working in **tandem with the design studio** ensure **design intent** is maintained while managing to deliver the project on a **reduced budget** with in a **constrained time frame**.



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# joinery & paintshop



set in an area of 15,000 sft, kreative id's in-house joinery staffed with a factory manager, foremen and a team of skilled carpenters, technicians, painters and helpers operate cnc cutting machines, wood working machines and 4 paint and polishing booths.

the paint shop with thermal paint booths operated by skilled furniture painters ensure top quality is delivered in veneered woods or in paint finishes.

the joinery and paint shop can work with a variety of material including hard woods, veneers, corian and plastic surfaces, laminates and specialist paint finishes.

the kreative id joinery has produced fixtures and furniture for many blue chip clients including adidas, nautica, gant, evans, dorothy perkins, m&co, sharaf dg, etihad airways, damas boutiques and many others.



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### air conditioning and electrical works

the inhouse team of skilled AC technicians and electrical technicians are supervised by qualified engineers and site foremen.

the MEP team plugs in at the detailed design stage and add the salient MEP elements.

this ensures design intent as well as operational requirements are delivered as per the master project schedule and with optimal cost.



### corian & hi macs solid surface

a dedicated team of hard surface carpenters handle all corian / lg hi macs and other generic hard surface products . the hard surface team has manufactured specialist bespoke furniture for sharaf dg, cafe italia, adidas, etihad airways and many more.

### health, safety and ppe

all kreatifive id staff are equipped with professional ppe equipment.

strict health and safety norms are followed by all kreatifive id staff and enforced on all kreatifive id subcontractors on site.

all sites are equipped with first aid boxes, dry and wet fire extinguishers.



### gypsum, partition and ceiling works

The inhouse team of gypsum carpenters install gypsum dry wall partition and gypsum ceilings. the carpenters are supervised by a qualified site foreman for every site. the gypsum site foreman liaises with the site project manager and the joinery foreman to monitor and deliver cohesive project progress.



**masonry flooring and tiling works**  
the inhouse team of skilled masons and helpers are qualified to install various materials including marbles, granites, vitrified tiles, ceramic tiles, neo paris, wall tiles and imitation brick / stone claddings. the team is supervised by a masonry foreman who supervises quality and progress as per the project master schedule.

# kreativive id fit out

# kreativive id

# project list

## October 13 onwards.

**m&co** @ wtc, abu dhabi; fashion, fashion accessories  
**vince camuto** @ abhu dhabi marina mall, abu dhab; fashion accessories  
**m&co** @ mercato, dubai; fashion, fashion accessories  
**gant** @ abu dhabi marina mall; fashion, fashion accessories  
**diva** @ abu dhabi marina mall; fashion, fashion accessories

## july to sept 13

**victoria's secret** @ wtc, abu dhabi; lingerie, fashion accessories  
**vince camuto** @ wtc, abu dhabi; fashion accessories  
**evita peroni** @ wtc, abu dhabi; fashion accessories  
**osim** @ wtc, abu dhabi; wellness products  
**baby shop** @ wtc, abu dhabi; retail ; fashion - kids  
**reebok** @ dubai mall, dubai; sports, fashion  
**vision express** @ the mall of the emirates, dubai; opticals, eye wear  
**adidas** @ abu dhabi mall, abu dhabi; sports, shoes, fashion  
**aspinal of london** @ galleria mall, abu dhabi; fashion accessories  
**gisella blu** @ dalma mall, abu dhabi; fashion  
**aurora wild** @ dalma mall, abu dhabi; shoes, fashion

## april to june 13

**vince camuto** @ dubai festival city, dubai; fashion, accessories  
**rockport** @ dubai festival city, dubai; shoes, accessories  
**florsheim** @ dubai marina mall, dubai; shoes  
**vanellis & pad thai** restaurant @ al ain mall, al ain; qsr restaurant  
**milas restaurant** @ dubai mall, dubai; fine dining  
**victoria's secret** @ khalidya mall, abu dhabi; lingerie

## january to march 13

**adidas** @ sahara mall, sharjah; sports, fashion  
**adidas factory outlet** @ highstreet opp lamcy plaza, dubai; sports, fashion  
**sharaf dg** @ mega mall, sharjah; electronics, big box retail  
**adidas corporate office expansion**, al gurg tower, dubai.  
**footlocker** @ dubai mall, dubai; shoes, accessories

## October to December 2012

**Lindex ladies** @ Al Ain Mall, Al Ain; Fashion  
**Lindex Kids** @ Al Ain Mall, Al Ain; Fashion  
**Sharaf DG** @ Mirdiff City Centre, Dubai; Electronics, Bix box retail  
**Gocco** @ Dubai Festival City, Dubai; Fashion  
**Gocco** @ Dubai Mall, Dubai; Fashion

## July to September 2012

**La Senza** @ BAS Mall, Abu dhabi; Lingerie  
**Stella Z** @ BAS Mall, Abu Dhabi; fashion accessories  
**Lee Jeans** @ BAS Mall, Abu Dhabi; Fashion, Denim  
**La Senza** @ BAS Mall, Abu Dhabi; Lingerie

## April to June 2012

**Sharaf DG** @ Century Mall, Fujairah  
**Sanrio** @ DFC; Kids Fashion & Accessories  
**Cotton Ruby** @ Ibn Batutah Mall  
**Nautica** @ Mushriff Mall, Abu Dhabi  
**Babyshop corporate office renovation** @ Landmark offices, Jebel Ali industrial area  
**Cafe Italia** @ Dubai Mall ; Restaurant  
**Sanrio** @ Barsha Mall ; Kids Fashion  
**La Senza** @ BAS Mall ; Lingerie Fashion  
**Devji Aurum** @ Dubai Mall (Design only); Jewellery boutique  
**Navrang** @ Dubai Mall (Design Only); Jewellery boutique

## January to March 2012

**Gocco** @ Dubai Mall; Fashion  
**Cafe Italia** @ Dubai Marina Mall ; Restaurant  
**Lindex Ladies** @ Al Ain Mall ; Ladies Fashion Store  
**Lindex Kids** @ Al Ain Mall ; Ladies Fashion Store  
**Chinese Palace** @ Fujairah City Centre; Restaurant

## October to December 2011

**Dwell** @ Dubai Festival City ; Renovation; Home accessories  
**Blanco** @ Dubai Mall ; Fashion  
**Sharaf DG** @ Al Ain Mall ; Big box format electronics  
**Cotton On** @ Ibn Batutah Mall ; Fashion  
**Adidas** @ Abu Dhabi Marina Mall ; Sports, Fashion

## July to September 2011

**Sharaf DG** @ Mushrif Mall ; Big box format electronics  
**Shoeciti** @ Dubai Outlet Mall; Multi Brand shoes  
**Think kitchen** @ Dubai Mall; Home accessories

## April to June 2011

**Adventure HQ** @ Times Square Centre; Big box format; Adventure and sports equipment  
**IL & FS Corporate office** @ Al Fattan Tower ; Office interiors  
**Curry Toast and Willy Vanilli Restaurant**, High street, Bur Dubai ; Restaurant  
**Supercare Pharmacy** @ JLT ; Pharmacy  
**Supercare Pharmacy** @ DSO; Pharmacy

## January to March 2011

**Curry Express** @ Lamcy Plaza ; Restaurant  
**Babyshop** @ Dhaid; Kids fashion  
**Adidas Originals** @ Dubai Outlet Mall; Sports fashion, shoes

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# project list

## October to December 2010

Supercare Pharmacy@ Mirdiff City Centre; Pharmacy  
Adidas Core@ Hamdan Stree, Abu Dhabi ; Sports fashion, shoes

## July to September 2010

Hush Puppies@ DFC ; Shoe boutique  
Adidas core@ DFC ; Renovation; Sports fashion, Shoes

## April to June 10

Shoeciti@ Ajman City Centre; Multi brand shoes

## January to March 010

Sharaf DG 4U@ Mirdiff City Centre; Electronics Store  
Adidas Core@ Mall of the Emirates, Sports fashion; Shoes  
Alcott@ Mirdiff City Centre; Fashion boutique  
Shoeciti@ Mirdiff City Centre; Multi Brand shoes  
Damas@ Mirdiff City Centre; Jewellery boutique  
Devji Aurum@ Mirdiff City Centre ( Design only); Jewellery boutique  
Hotel Chocolat@ Mirdiff City Centre; Gourmet Choclates  
Bendon@ Mirdiff City Centre; Lingerie boutique  
Camaieu@ Mirdiff City Centre; Ladies and Kids fashion  
Navrang@ Mirdiff City Centre ( Design Only); Jewellery boutique  
Cremieux@ Mirdiff City Centre; Fashion  
Adidas Originals@ Mirdiff City Centre; Sports fashion, Shoes  
Adidas Core@ Mirdiff City Centre; Sports Fashion, shoes  
Tarsam@ Mirdiff City Centre; Electronic Curios, Gadgets  
Hilton Duty Free Mall@ Hilton, RAK ( Design Only ); Multi brand duty free model  
Buildmart@ Ibn Batutah ( Design only); Hard ware retail outlet

## October to December 08

Adidas SPC@ Dubai Marina Mall; Sports fashion, Shoes  
Etihad Airways@ Dubai Marina Mall; Travel lounge; Brand boutique  
Soboho@ Dubai Marina Mall; Accessories, Ladies fashion, Object d' art  
Folli Follie@ Dubai Marina Mall; Ladies Fashion  
Alcotts@ Mall of the Emirates; Fashion  
Devji Aurum@ Dubai Festival City; Jewellery boutique  
Cellucom@ Dubai Marina Mall (Design only); IT & Telephone retail

## July to September 08

Adidas Originals@ Dubai Mall; Sports fashion, Shoes  
Devji Aurum@ Dubai Mall; Jewellery boutique  
Devji Aurum Gallerie@ Dubai Mall; Jewellery boutique  
Navrang@ Dubai Mall (Design only.); Jewellery boutique  
Cellucom@ Dubai Mall (Design Only)IT & Telephone retail  
Eon@ Dubai Mall ( Design Only); IT & Electronics, Large format retail

## Projects List from 2005 to 2008

Adidas retail outlets Design and Build services for Adidas at-  
Adidas Originals@ Dubai Mall  
Adidas Sports performance Centre@ Dubai Mall  
Adidas SPC@ Marina Mall, Dubai  
Adidas SPC@ Arabian Plaza  
Adidas Sports Performance centre@ Dubai City Centre  
Adidas Sports Performance Centre@ Bur juman  
Adidas Sports Performance Centre@ Dubai Festival City  
Adidas Originals Store@ Dubai Festival City  
Adidas corporate office refurbishment at Al Gurg Tower.  
Adidas originals@ Dubai Outlet mall

Design and design support services done in conjunction with the Adidas retail design team at over 30 outlets in the middle east and Africa region including  
Adidas corporate Office in Cairo Egypt  
Marina Mall, Abu Dhabi.  
Dubai Outlet Mall, Dubai.  
Mall of the Emirates.  
Ibn Batutah Mall  
Seef Mall, Bahrain.  
Al Wahda Mall, Abu Dhabi

## Projects List from 2005 to 2008 (continued)

Cellucom retail outlets - design consultancy services provided for over

100 outlets in the GCC and Africa including-  
Dubai Mall, Dubai City Centre, Bahrain City Centre, Dubai Festival City, Mall of the Emirates.  
Ibn Batutah Mall, Abu Dhabi Mall, City Centre, Doha, City Centre, Muscat, Rashed Mall, KSA  
Marina Mall, Bahrain, Cellucom Mall, Jeddah, Diera City Centre, Sharjah City Centre,  
Sharjah Mega Mall, Ajman City Centre, Doha City Centre, Muscat City Centre, Al Manshar Mall, Kuwait City, Sitra Mall - Bahrain, Cellucom Mall, Tahliya, Jeddah, KSA and many more.

Design services for :

Reebok Stores@ Malta and Egypt.

FIFA stand for Adidas at the world trade centre during the 2006 Fifa World cup.

Adidas Golf Stand at the Dubai Creek Golf & Yatch Club.

Goodrich corporation's corporate office and MRO facility, 110, 000 Sft. Facility at Jebel Ali, dubai.

Eon Showrooms@ Dubai Mall, Dubai Festival city and Mall of the Emirates

SFC Flagship Restaurant@ Murror, Abu Dhabi.

Hippopotamus restaurant@ Dubai Marina for Al Shamsi holdings.

India Palace fine dining restaurant@ the Dubai Festival City, Marina Mall, Dubai Mall and JBR

Mardi Gras Cigar Lounge and Bar at Capitol Hotel, Abu Dhabi for SFC Group.

Gravity Bar & lounge@ Hawthorne Hotel & Suites at Dubai for SFC Group.

Devji Aurum boutique@ Mall of the Emirates, Dubai Festival City, Bahrain City Centre, and Dubai Mall.

Gianni Martinelli Boutique@ the Gold&Diamond Park.

Gianni Martinelli Boutique@ the Diera City Centre

Marhaba Jewellery boutiques@ the Dubai Festival City, Gold & Diamond Park, Diera City Centre, Diera Gold souk& Al Diar Siji Hotel, Fujairah.

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