

## The Jewel of Dubai Marina

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InterContinental Hotel & Hotel Apartments

by  Draw Link Group

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INTERCONTINENTAL HOTEL & HOTEL APARTMENTS  
BAY CENTRAL DUBAI MARINA

## the project

InterContinental hotel tower contributes to the other 2 towers of Bay Central project, that is planned to be a 3-tower exclusive development that is already called “The Jewel of Dubai Marina”, and has a truly unique private peninsula position. The 5 star hotel acts as a hub for the entire development and provides a host of services to the residential towers that will clearly differentiate Bay Central from any other development for unmatched facilities available at doorstep of all the residents of the area. It is located near to Jumeirah Beach and is only a few minutes away from major business hubs in the city, making it an ideal place for professionals, while the building’s large sunbathing deck means residents can enjoy uninterrupted views of the marina.



Is an architectural, interior design and fit-out company providing its clients with A to Z solutions. Since 2007, Draw Link Group has been developing new lifestyle concepts over the Middle East region through unique innovative vision of design and architecture.

Today, Draw Link has branches in Qatar, Tunis, China, and Belarus, and offers its services in the UAE, Qatar, Tunisia, Algeria, China, Belarus, Rwanda, Libya and Mauretania. Top projects' list includes the Radisson Royal Hotel (5-star hotel, Dubai), InterContinental Dubai Marina Hotel & Hotel Apartments (5-star hotel, Dubai), Hilton Djerba (5-star hotel, Tunis), 72 by Hues (5-star hotel, Sharjah), Hawthorn Suites by Wyndham (4-star hotel, Dubai), and others.

## concept creators

The dedication and passion of the team has helped the company to win many prestigious international and regional awards, including from IAIR, the 'Best Company for Leadership Interior Design UAE 2014'; 'Best Mixed-Use Architecture, Qatar 2014' for Al Bustan Hotel Apartments, and the 'Best Hotel Interior Dubai 2011' for the Radisson Royal, both presented by International Hotel Awards.

In 2011, Draw Link Group launched Hues Boutique Hotel, Dubai, as its own, which gave birth to Hues Hotels & Resorts - a full-service hospitality management company covering all areas of operations including staff training, SOP implementation, accounting capabilities and F & B development. The company specializes in full-service hotels characterized by smart luxury and a contemporary style of architecture; and currently operates 2 hotels, with another 2 upcoming in 2016.

InterContinental Hotel & Hotel Apartments  
by Draw Link Group

“ The hotel concept revolves around a museographic atmosphere with a sequentiality punctuated by amazing artworks that arouse the curiosity of the visitor.

The designer’s wish was to amaze by diverting the artwork from its original context, and to surprise the visitor by proposing unexpected scale objects which project the guest in an unusual or even destabilizing environment.

Daousser Chennoufi  
CEO Draw Link Group





# LIGHT & VOLUME

defining the space

## REMOVING UNNECESSARY BLOCKS

Draw Link Group's double challenge was to introduce natural light into the interior of the building, and to create volumetric space to reflect the concept of elegance and grandiosity.

CUT-OUT SECTION

Cutting out ceiling and wall sections to bring **natural light** inside through skylights, and to increase the **volumetric space**.





An amazing end result with a natural light that is supplied to interior spaces during the day, reducing the amount of artificial light required and creating a more pleasant atmosphere proven to increase occupants' overall well being and productivity.

the lobby



LIGHT & VOLUME: REMOVING UNNECESSARY BLOCKS

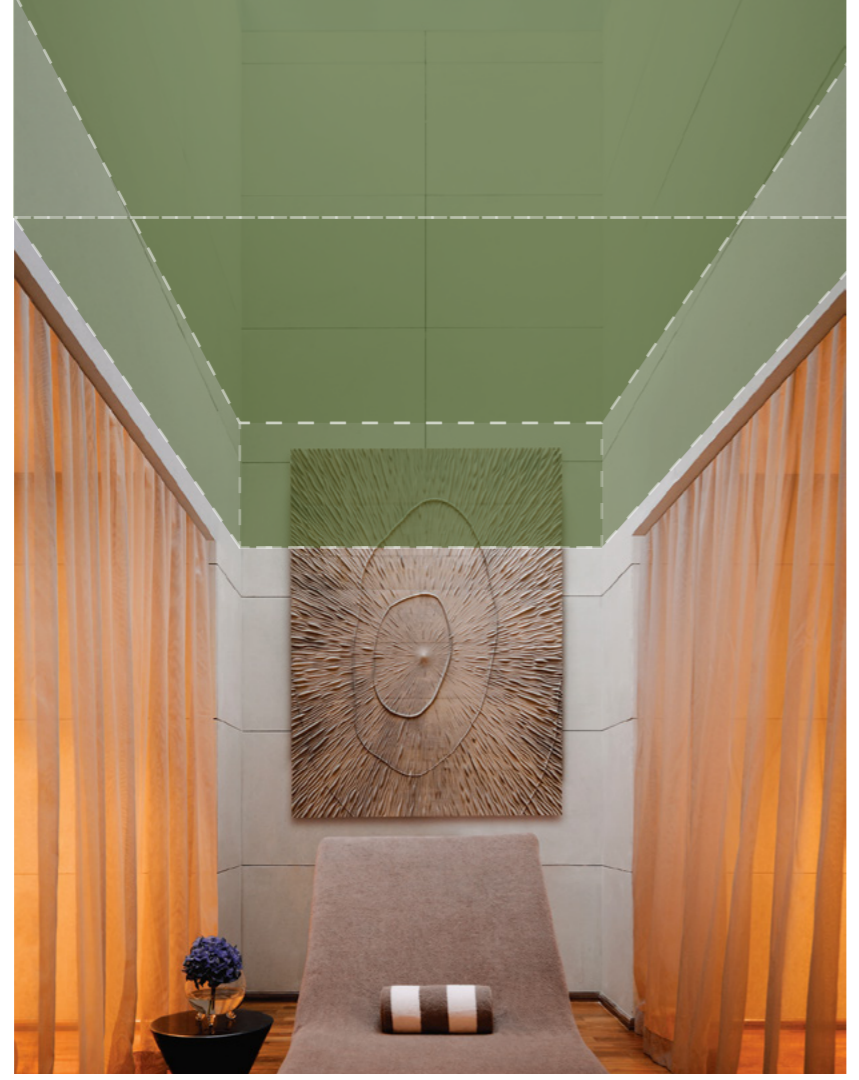
CUT-OUT SECTION



LIGHT & VOLUME: REMOVING UNNECESSARY BLOCKS

ginter stand-out bar

CUT-OUT SECTION



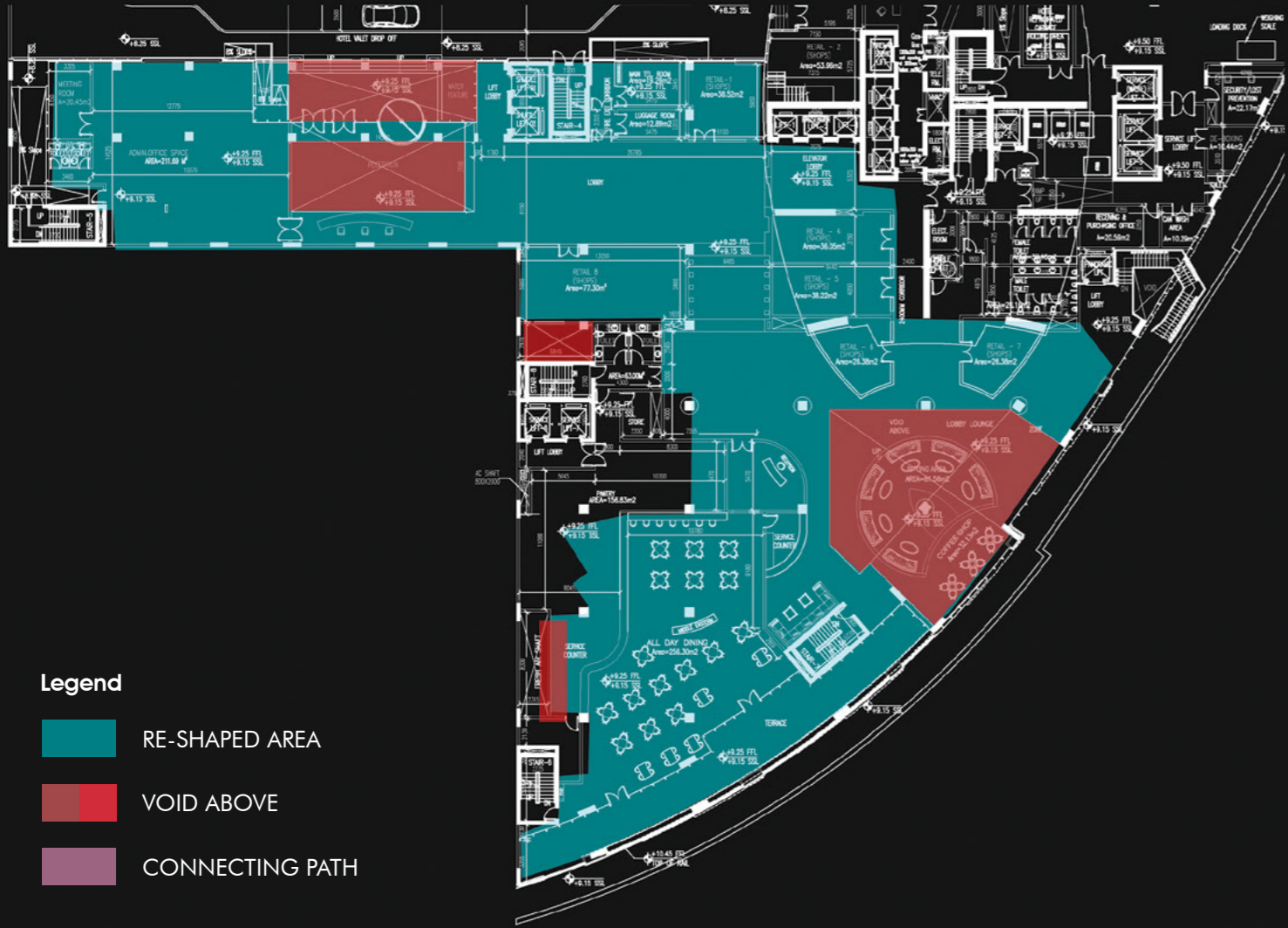
WATERFALL



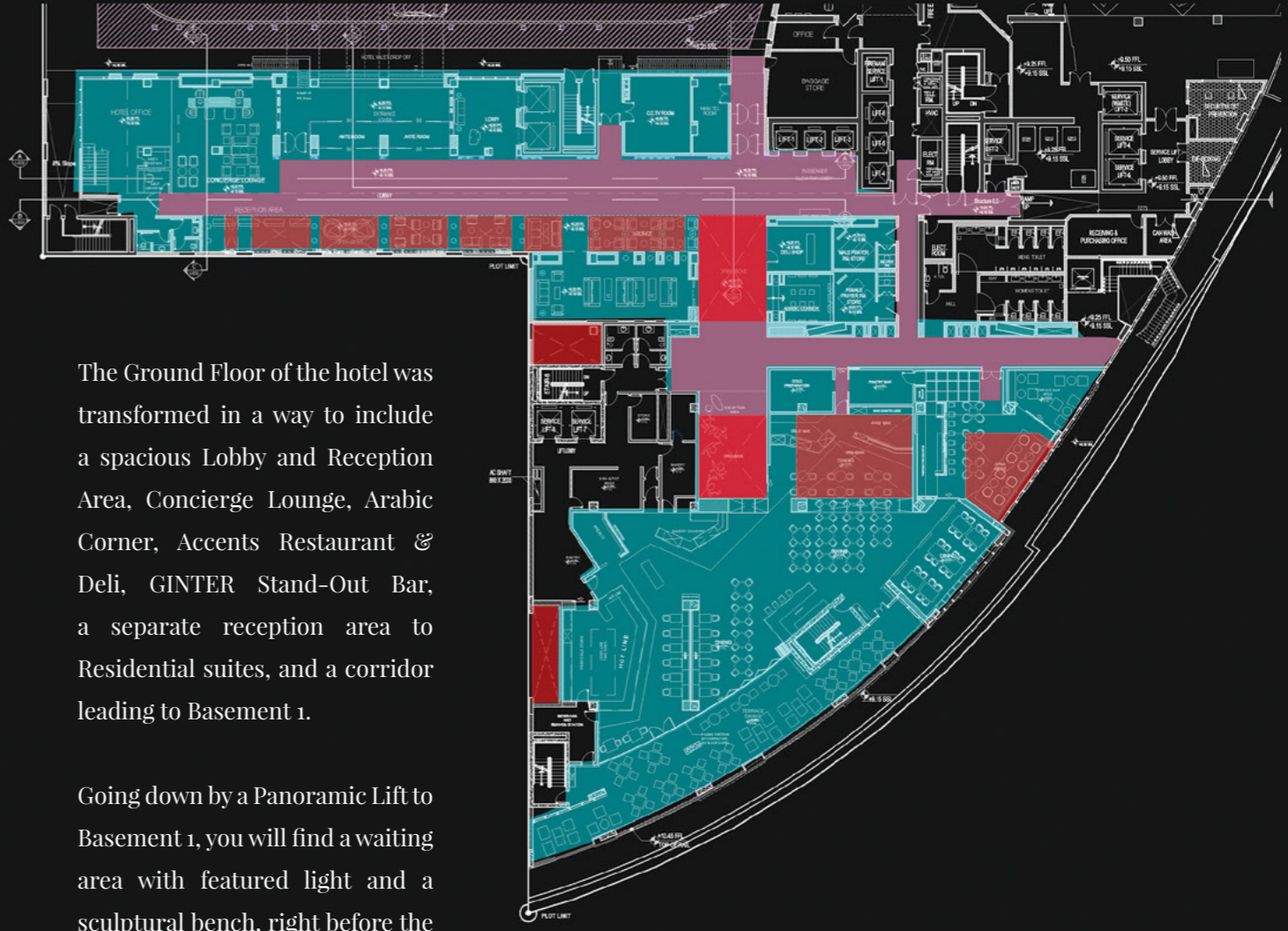
Not only Draw Link Group's aim was to increase the breathing space by modifying the cubic volume, but additional extraordinary touches played a major role in transforming every space into a story of its own as is the case of the SPA's waterfall that is running on top of the skylight: it is a play of natural light and water particles.

## RESHAPING THE SPACE

Another strategy of adding volumetric space was to reshape the internal area by removing walls and adding new partitions. This has helped creating more interesting dining and events areas of what it used to be before. Thus, it was not only a decorative matter, but a financial one as well, with a higher factor for **return on investment.**



- Legend**
- RE-SHAPED AREA
  - VOID ABOVE
  - CONNECTING PATH



The Ground Floor of the hotel was transformed in a way to include a spacious Lobby and Reception Area, Concierge Lounge, Arabic Corner, Accents Restaurant & Deli, GINTER Stand-Out Bar, a separate reception area to Residential suites, and a corridor leading to Basement 1.

Going down by a Panoramic Lift to Basement 1, you will find a waiting area with featured light and a sculptural bench, right before the YNot Bar & Kitchen.



## Accents Restaurant & Deli

The entire space of the restaurant is created with the use of natural materials and sculptural elements. A big accent goes on the lighting in this area, where every lamp is not just a source of light but an artistic, eye-catching element. The idea was to select such lighting pieces which would look good both during day and night, since the restaurant functions throughout the day. The food display is created in solid surface - a material known for its neat, joint-less uniform look. The white color of the display was chosen to maximize the attention of the guests on the food itself. The furniture choice was based on its comfort and the contemporary design aesthetics - solid walnut & oak wood frames combined with fabrics in neutral colors with a touch of orange.





LIGHT & VOLUME: RESHAPING THE SPACE

ground floor / accents restaurant & deli / outdoor terrace

guests washroom





LIGHT & VOLUME: RESHAPING THE SPACE

ground floor / concierge & reception area



## YNot Bar & Kitchen

The main idea behind was to create a 2 storey bar having an industrial look with some touches of pop. The combination of rough materials - metal wall panels on the mezzanine level and white-painted brick walls on the ground floor - and pop elements, such as fuchsia entrance doors and soft furnishing, give to the bar the desired look. The main bar counters on the ground level are made of Australian Marri wood, which is 245 years old. Cork bar stools and the graffiti here and there ensure that the overall look is cool, urban and playful. The choice of the provocative graffiti paintings was made with the intention to encourage the guests to create their own interpretations and stories based on their experience in the bar. Another curious object is the giant table in the middle of the ground floor - made of German Billinga wood it is 5.2 meters long and 10 cm thick, and composed on 3 pieces that can be split if needed. The purpose of having such a table is simple - it gives the opportunity for random social interaction, which is so common in Europe, but is still developing in the UAE.



LIGHT & VOLUME: RESHAPING THE SPACE



**Vodka:**  
Absolut 40  
Blue 40  
Absolut Elyx 60

**Gin:**  
Beefeater 40  
Tanqueray 45  
Hendricks 45

**Whisky:**  
Ballantine's 40  
Jack Dan 50  
Chivasly 50  
Glenlivet 95  
Maker's Mark 50  
Johnnie Black 50

**Rum:**  
Havana Club Especial 48

**Tequila:**  
Olmea Blanco 40  
Olmea Gold 40

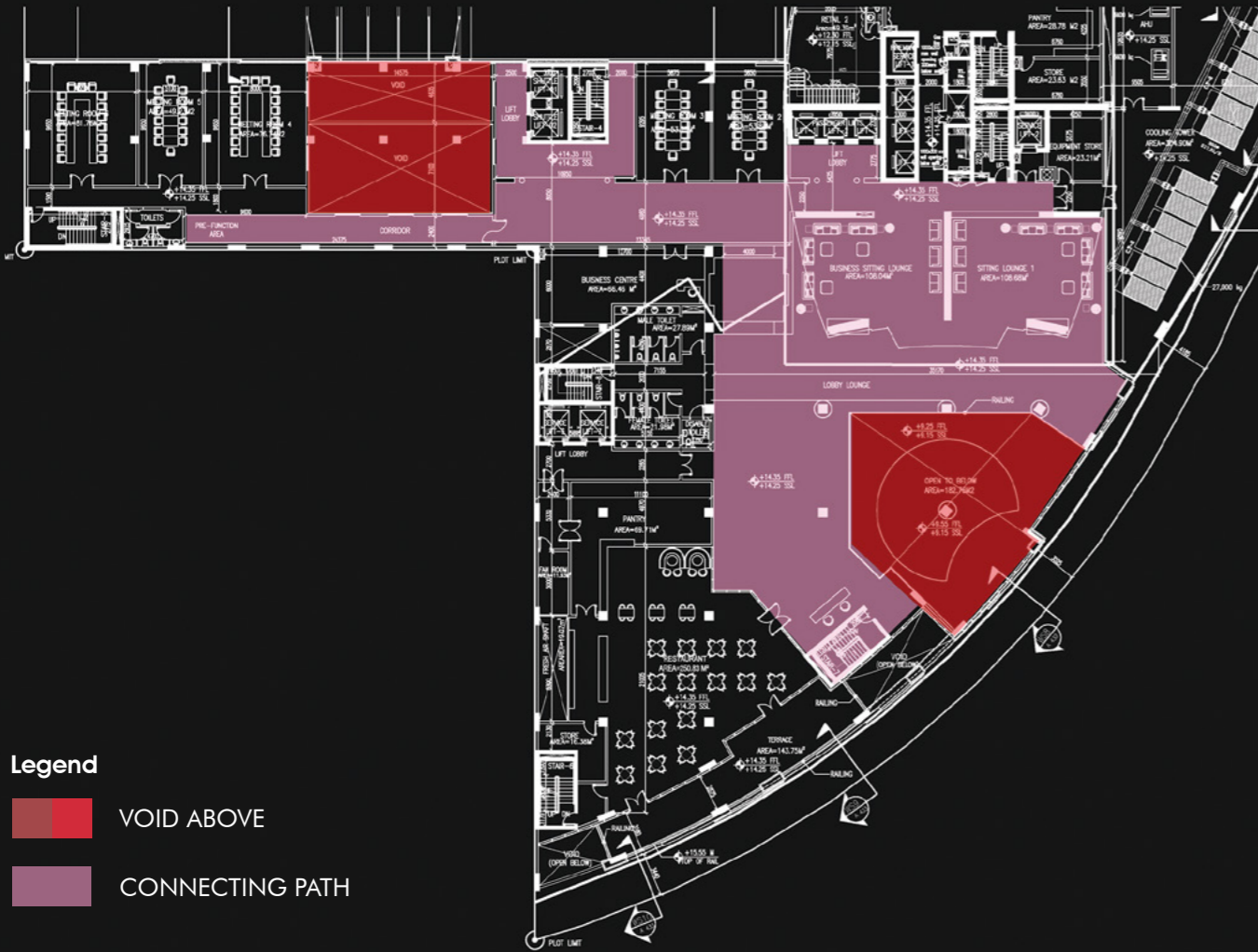
basement floor / ynot bar & kitchen

featured light & corner design



LIGHT & VOLUME: RESHAPING THE SPACE

basement floor / ynot bar & kitchen



The 1<sup>st</sup> Floor was transformed in a way to include 9 Meeting Rooms with a Break Area, and a specialty restaurant Marina Social & The Social Room having both inside and outside seating.



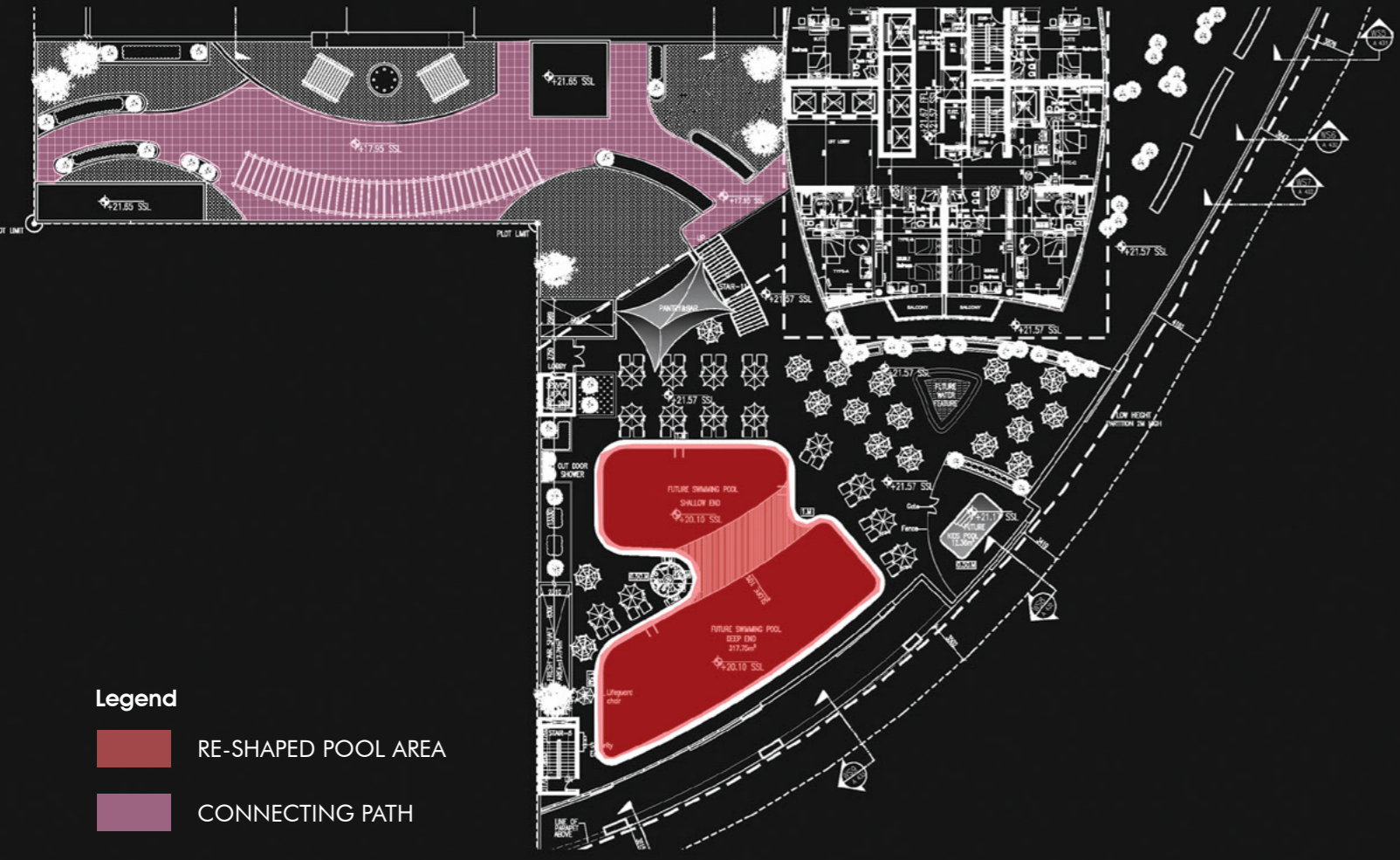




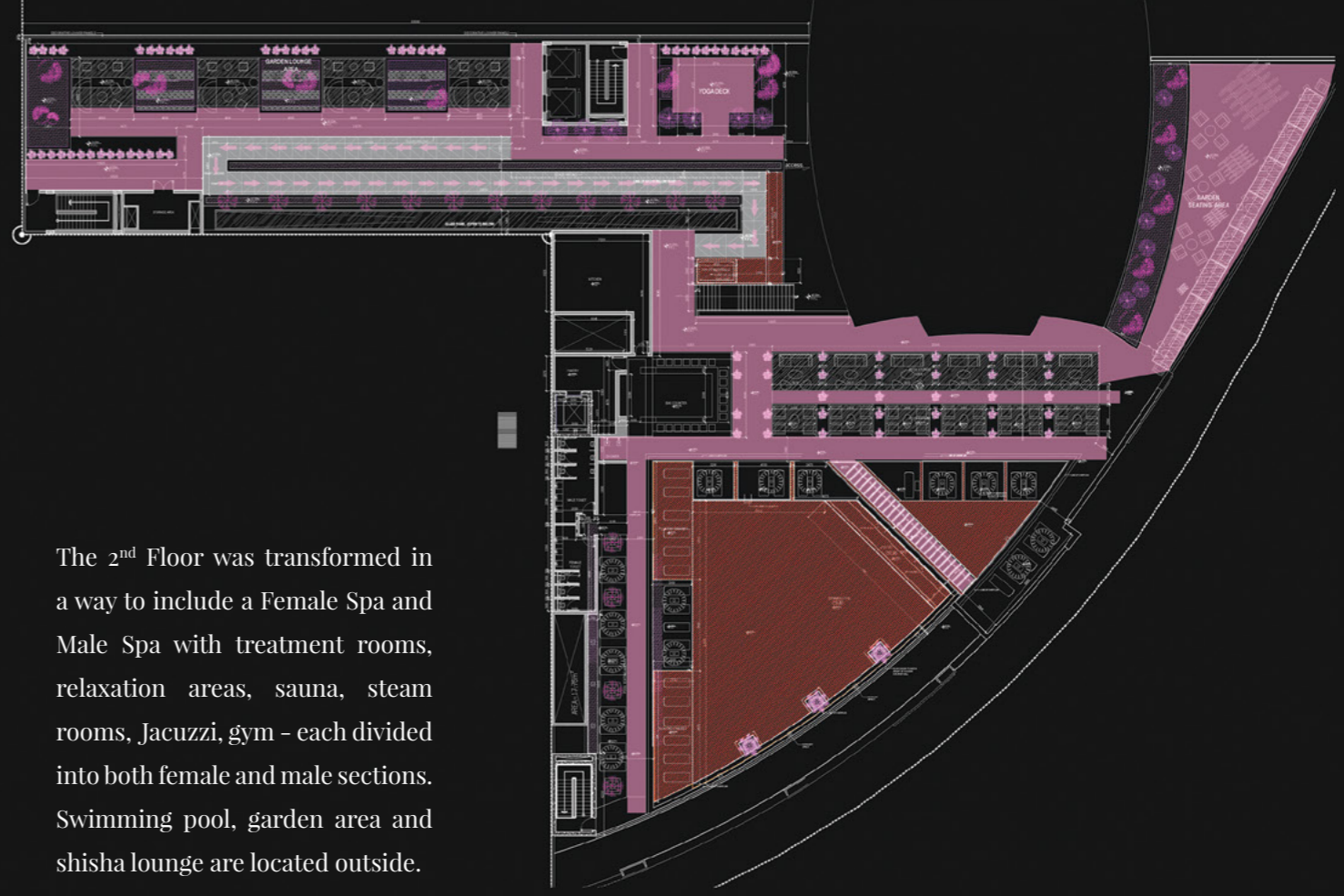
## Marina Social & The Social Room

This is a fine dining restaurant designed in a contemporary elegant style. The use of natural and raw materials was the driving force behind the design concept, creating a rustic ambience which gives a feeling of being in a renovated old space. Some elements such as the wood mesh panels, the red colored glass and of course the sculptures contribute to the overall artistic theme of the hotel to ensure a visual connection between the spaces. The floor is a combination of Italian stone and solid parquet in oak wood, while the walls in the bar area are made in fair faced concrete. Interlocking wood panels in the bar area, brass and stainless steel metal mesh screen in the main dining area accentuate the natural look of the space.

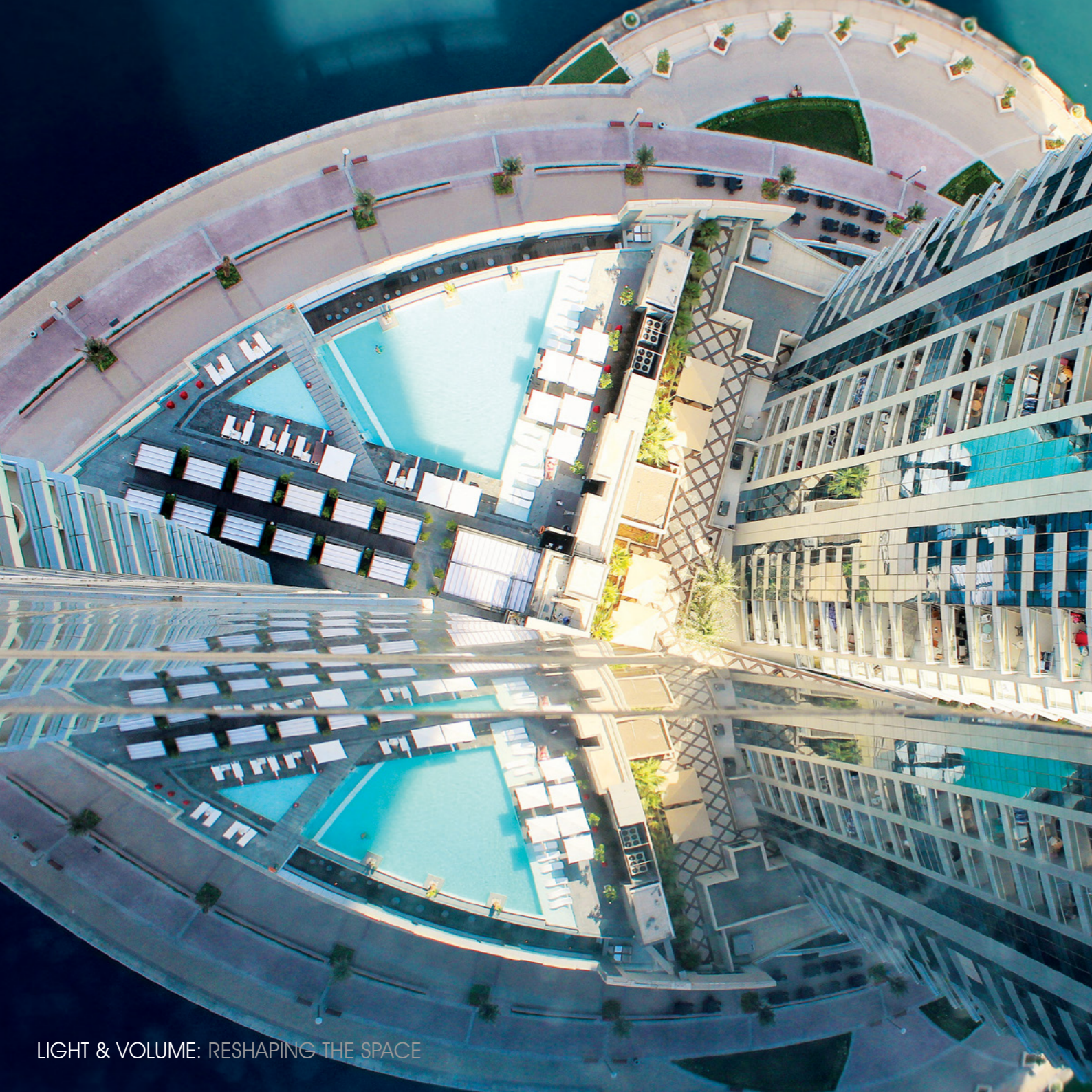




- Legend**
- RE-SHAPED POOL AREA
  - CONNECTING PATH



The 2<sup>nd</sup> Floor was transformed in a way to include a Female Spa and Male Spa with treatment rooms, relaxation areas, sauna, steam rooms, Jacuzzi, gym - each divided into both female and male sections. Swimming pool, garden area and shisha lounge are located outside.



LIGHT & VOLUME: RESHAPING THE SPACE



second floor / bird's eye view



LIGHT & VOLUME: RESHAPING THE SPACE



second floor / vip area-pool side view



LIGHT & VOLUME: RESHAPING THE SPACE



second floor / spa & jacuzzi area



LIGHT & VOLUME: RESHAPING THE SPACE

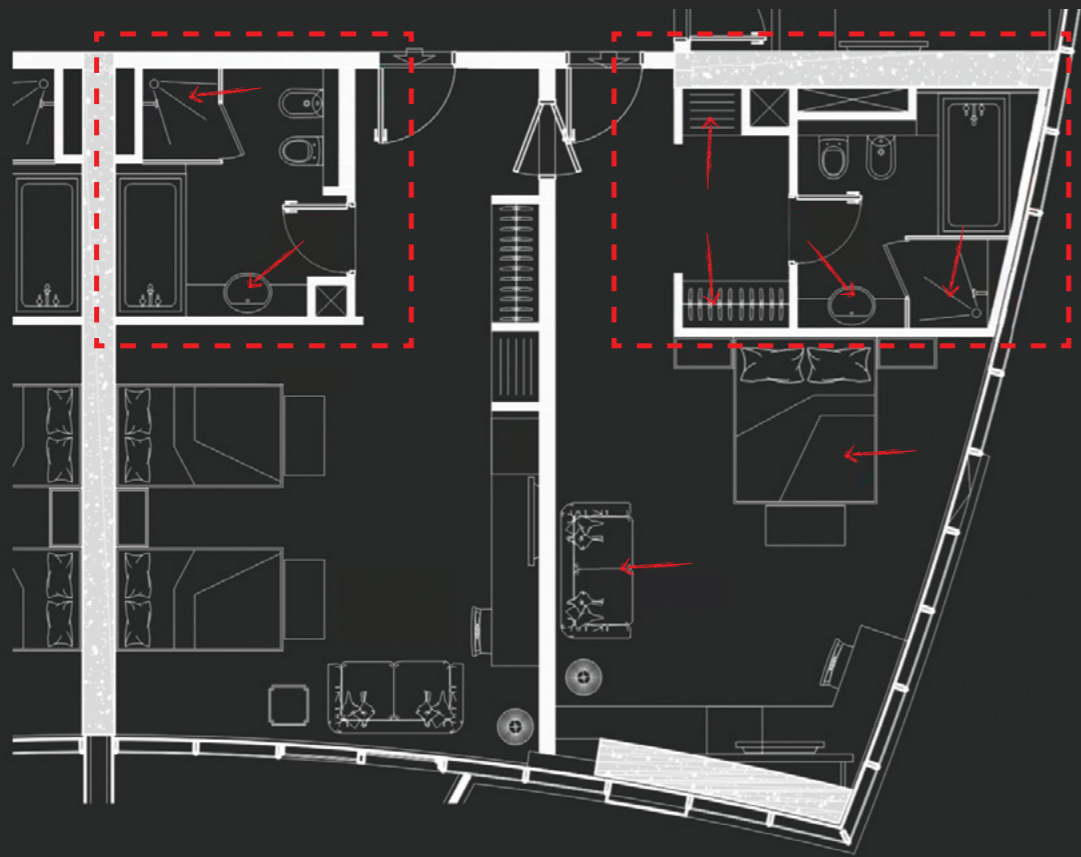
second floor / changing rooms, bathrooms & showers area

# A GAME OF TRANSPARENCY

Yet another way to introduce natural light into the deep space of any corner was the smart use of transparency.

### MODIFICATION AREAS

Showing required changes in order to use "transparency" as partition to introduce the natural light into every corner in the room





Draw Link Group's use of glass as a transparent partition has changed drastically the volumetric space of the room as much as the natural lighting.





# MATERIALS

furnishing the space

The hotel features a considerate selection of natural materials - stone, marble, wood - in a variety of textures and shapes; this creates the somber environment needed to perfectly offset the art and furniture.





Contrasting textured surfaces along with white and grey colors, from the carpeted and tiled floors to the wallpapered and wood clad walls, Draw Link tried to bring out the flexibility of a modern apartment. The furniture selection lies between playful and sculptural, creating smaller sub-spaces of interest throughout the large public areas; it is as well exclusively minimalist in order to avoid the crowdedness of the space.

The choice of light fittings is made not only by judging their technical performance, but also for their ability to embellish the space - some of them are most likely to be rather art installations than the light fittings.





MATERIALS



lobby lounge



The fully open bathroom allows throughout its transparency visual glimpses not only across the room but also on the panoramic view through its large bay windows.

In the same Museum concept, the headboard is entirely designed in back lit solid surface as it has been perceived as an artwork. Indeed, calligraphy is engraved to bring an Arabic touch to the space which is enhanced by lights.

In addition to simple forms that characterize the design of this room, the choice of materials is focused on a fairly original register which seek an uncommon material effect such as matt solid surface or acrylic paint lightly textured on a natural wooden stand or else a vinyl woven floor covering.



MATERIALS



the suite / bathroom



Draw Link Group's choice of material was characterized by the use of natural substance as stone and wood, along with its signature "solid surface" that was introduced into the rooms with great challenge.



MATERIALS



the suite / kitchen & balcony area



12F

< LIFT TO CLUB INTERCONTINENTAL

# SOLID SURFACES

The “solid surface” is widely used in the room, and it is also found in the bathroom whether through its cladding (walls and floor) or in the sanitary wares which introduce a finishing colour.

It is not only used for its clean decorative effect, but as well due to its hygienic composition.





# ART

accessorizing the space



When strolling through the hotel, the visitor feels like he is in a Museum. Art reigns everywhere through different forms starting from gigantic sculptures to the barely noticeable engravings and paintings. A special focus has been done on lighting in order to emphasize the artworks' value while wandering around. Works, which are born through a studied staging of lights, are in favor of art through using a perfect mastery of the natural and artificial lighting. The choice of materials is focused on the uncommon effect they produce, such as matt solid surface, and acrylic paint that is lightly textured on a natural wooden stand, or a vinyl woven floor covering.



DRAW LINK GROUP DESIGNED THE HOTEL FOR THOSE WHO PREFER TO "LIVE IN" RATHER THAN TO "STAY AT"



# The Pink Sculptures

The signature work of art that can surely be named a symbol of the hotel; it is the first thing you can see as entering the hotel. The sculpture is a complex structure of multifaceted geometric shape made from a reflective stainless steel in a vibrant pink color. The color was chosen to underline the contemporary style of the hotel, as well as to stand out amidst the neutral color tones of wood and stone mainly used in the reception area. The sculpture is 7 meters high and goes up through the ceiling till the 1st floor. The 2 constructions focus on pattern, exploring the ideals of balance and symmetry. They are mathematical yet organic in the way the elements are positioned together. The dancing energy both within, around and between each sculpture is created when you meander around looking at the kaleidoscope of ever changing perspectives. Each sculpture is clad with 1/2 ton of steel with an internal steel skeleton structure which provides the stability. Each steel face needed to be measured and cut individually from steel sheets as the sizes vary as you move up and around the structure.







## The Family

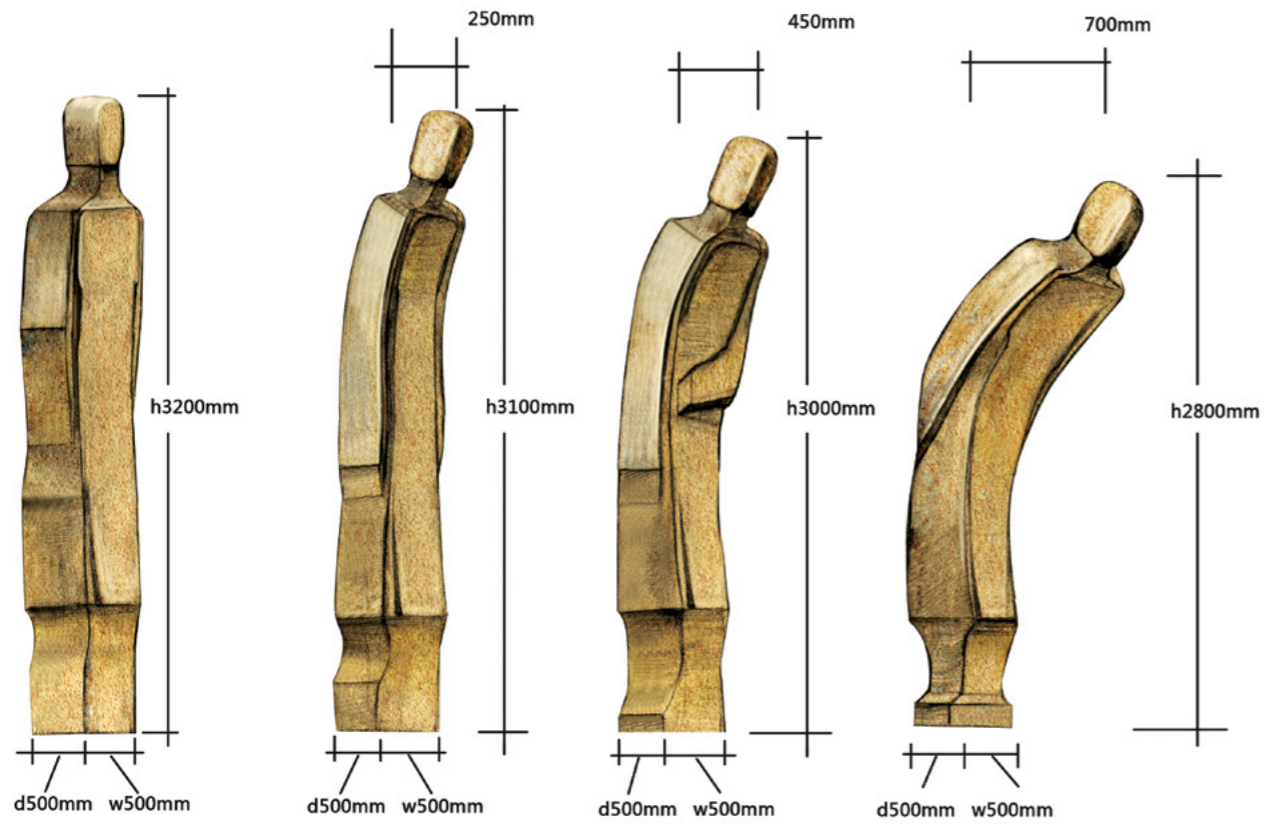
Eight human-like figures with exaggerated proportions, located at the entrance to all day dining restaurant on the ground floor. Ranging in height between 4.5 - 7 meters, they reach up to the bridge to the specialty restaurant on the 1st floor. From where you can see their expressive faces. The idea behind the sculptures was to create figures, out of scale, representing a family (parents & children) of travelers, who can travel great distances easily due to their immense size. Metaphorically they rather represent the concept of travelling and hospitality, than people. The 8 figures seem to be having a visual dialogue with each other and also with the hotel guests, from 2 levels, maximizing this communication, to make people closer to each other.





## The Curators

Four figures representing people in the national dress, leaning a bit down as a welcome gesture for the hotel guests. The sculptures are located in the lobby area and are positioned in the niches inside the wall. They are made of a fiber-glass substance covered by hard resin coat and then by a special paint mix to create a stone-like effect.





## The Penguins

A collection of eight striking red penguin sculptures scattered around outside hotel areas - opposite the entrance, near the swimming pool and the garden. The penguins have both playful and surrealistic look, and purposely represent the element of randomness in the hotel to provoke amusement and a topic for discussion among the guests.



# The Giant Heads

Two abstract head sculptures symbolizing the mind and the act of thinking are the mascots of the business center located on the 1st floor. These pieces of art take inspiration from cubism. In cubism objects are viewed from different viewpoints and the represented subject is shown in a greater context. Here the human facial features of the sculptures are depicted in simplistic geometric forms. The stone treated surface was intentional to give the sculptures a monumental quality as well as to harmonize with the interior surroundings.







## The Portraits of the Rulers

Three framed portraits made in nail art technique, where the faces of the UAE Rulers are depicted by small gray nails in a very detailed manner.

# The Face

The silhouette of a white face directed towards the entrance of the residential area is a metaphor for the security and well-being of the residents. It represents the “eyes” of the building, monitoring who comes in and goes out, like a bodyguard.





# THE TEAM

introducing own vision of “hotel of the future”

KEY TEAM MEMBERS WHO HAVE CONTRIBUTED TO THE SUCCESS OF THE INTER-CONTINENTAL HOTEL PROJECT



DAOUSSER CHENOUFI  
CHAIRMAN & KEY ARCHITECT



FAHDA BARRAK  
SENIOR ARCHITECT



MOEZ TABIB  
CHIEF ARCHITECT



MARIA ECONOMIDES  
FF&E INTERIOR DESIGNER



AYMEN MZOUGH  
SENIOR PROJECT MANAGER



ANNA KRASKOVSKAYA  
MARKETING MANAGER



ANOUAR ALAYA  
INTERIOR DESIGNER



ANOUAR GHARBI  
CAD OPERATOR



ARIES VINCENT FELIPE  
DRAFTSMAN



BIJULAL PRABHAKAR  
TECHNICAL MANAGER



CHAAM AJNEID  
FF&E INTERIOR DESIGNER



DAFNI GKOSIOU  
ARCHITECT & INTERIOR DESIGNER



ERIC EM LOZANO  
SENIOR DRAFTSMAN



FAICAL NAJARI  
3D VISUALIZER



FRANCISCO JOSE LOPEZ CORDOBA  
CHIEF ARCHITECT



HAFEDH ARFA  
ARCHITECT



HANEN KRIAA  
CAD OPERATOR



HATEM MILADI  
CHIEF ARCHITECT



INES BEN ABDALLAH  
ARCHITECT



KAIS BEN SALAH  
SENIOR ARCHITECT



KHALED GHAFFARI  
3D GRAPHIC DESIGNER



MOHAMED  
MOKHTAR RAACH  
ARCHITECT



MOHAMMED BATRAN  
ARCHITECT TRAINEE



MONIA BOUBAKER  
MANAGER (TUNIS)



MURTADA AL-TAIE  
SITE PROJECT MANAGER



LOVLU BARUA  
STRUCTURAL ENGINEER



MA. LUISA ROJO  
DRAFTSMAN



MANEL BEN SAID  
ARCHITECT



MARGIE BERNAL  
DRAFTSMAN



MYRIAM DLALA  
ARCHITECT



NEJIBA KHAOUAS  
ADMINISTRATIVE ASSISTANT



NISHANTH NAMBIAR  
SENIOR ACCOUNTANT



NIZAR JARRAY  
3D VISUALIZER



MARIEM ZRIBI  
ARCHITECT TRAINEE



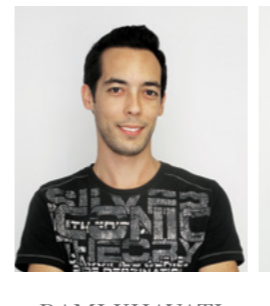
MARITES DEDEL  
OPERATION ASSISTANT



MARY CATHERIN CASINO  
DRAFTSMAN



MOEZ SAIDANE  
TECHNICAL SUPERVISOR



RAMI KHAYATI  
ARCHITECT



SHIJO PAUL  
ACCOUNTANT



VIKESH KRISHNAN  
DRAFTSMAN



ZAINEB MGAIEETH  
ARCHITECT TRAINEE



ZERNAN SUAREZ  
INTERIOR DESIGNER



# END MATTERS

celebrating success



Exclusive Event for  
Celebrating Success

FEATURED IN THE

**POWER LIST 2015**  
Interior design



**ARABIAN  
PROPERTY  
AWARDS**  
INTERIOR DESIGN

Official Airline



**HIGHLY  
COMMENDED**

HOTEL INTERIOR DUBAI  
InterContinental Hotel  
& Hotel Apartments  
by Draw Link Group

**2015-2016**



For 10 years, we have been developing new lifestyle concepts through our innovative vision of design and architecture. We have celebrated this success with our latest accomplishment of InterContinental Dubai Marina hotel.





*The Best Developer*  
Rahail Aslam, CEO Select Group



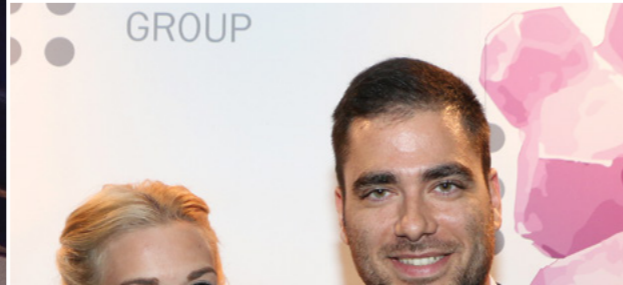


*The Best Interior Architect*  
Moez Tabib, received by Ms. Monia Boubaker  
(Country Manager- Tunisia)



*The Best Interior Designer*  
Fahda Barrak





*The Best FF&E Interior Designer*  
Maria Economides





*The Best Project Manager*  
Aymen Mzoughi





*"It was clear to us from the beginning that Drawlink are a winning team. They managed to translate our vision and brief into stunning reality. The result is a dream come true for connoisseurs of minimalist interior design. With Giacometti inspired sculptures, fascinating contemporary art installations, feature walls and retro restyling, InterContinental Dubai Marina makes a lasting impression in an overall hospitality market that is dominated by opulent design. The simplicity of minimalist interior design whilst maintaining the comfort and functionality of the space is what defines this concept. A project this size, which included adherence to brand guidelines of a five star operator, was never going to be simple, therefore commend Drawlink for their perseverance to meet our demands in parallel with all the operator requirements. We have found in Drawlink, a partner that we will recommend, and work with in the future."*

  
Rahail Aslam  
CEO of Select Group



DRAW LINK  
GROUP