





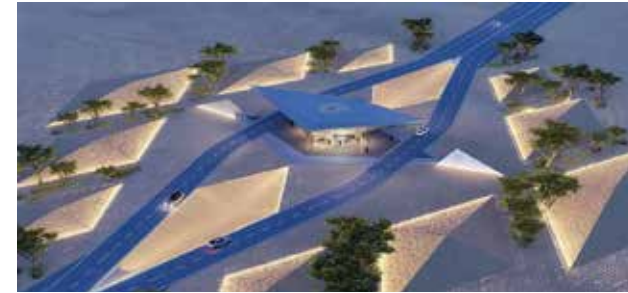
“

SIEC is in the privileged position of having a diverse, experienced team, a unique development focused mindset, fully integrated design and engineering teams in-house and a determination to achieve excellence and success in all our project deliverables.

We truly believe in the strength of our team and we are excited to bring value and our unique offering to our clients.

**NABIL AL KINDI,**  
MANAGING DIRECTOR

”



# CONTENT

**ABOUT - P.5**

- Vision & Mission
- Areas of Specialization
- Background
- Clients
- Key Achievements
- Time line

**PROJECTS - P. 13**

- Master Planning
- P. 39** Transportation
- P. 49** Special & Institutional
- P. 55** Mosque
- P. 63** Hospitality
- P. 75** Commercial & Retail
- P. 87** Mixed use & High Rise
- P. 101** Residential

**SIEC TEAM - P. 141**

**COPYRIGHT - P. 153**



ABOUT

## VISION

To create sustainable, efficient and commercially successful developments.

## MISSION

### DESIGN

By designing highly usable, efficient, and memorable places for our clients using our vast experience and passion

### EXCELLENCE

By offering services that strive to achieve excellence at every step of the project life cycle during Design and Engineering

### BALANCE

By balancing the business and creative side to ensure that projects become successful for clients

### DELIVERY

By ensuring on-time and superior quality project delivery in line with clients' needs through our Project Supervision team

### COMMUNITY

By being considerate of the community and context when designing and completing projects in order to co-exist in harmony and ultimately enhance the environment



## AREAS OF SPECIALIZATION

- DESIGN**  
 We offer lead in-house consulting services in Architecture, Master Planning, Interior Design, Landscape Design, Structural Engineering, and Building Services Engineering while leveraging our vast network to satisfy specific project requirements as needed.
- SUPERVISION**  
 We offer Project Supervision (Post Contract Administration) services covering all disciplines (Architecture, Structure, MEP, Interior Design, Planning and HSE) for all types of building projects.
- ARCHITECT OF RECORD**  
 We offer services in reviewing and validating designs and submitting to relevant authorities to obtain approval.
- PROJECT MANAGEMENT**  
 We offer Project Management Services overseeing overall design and construction management of all types of projects.
- DEVELOPMENT MANAGEMENT**  
 Along with our design service, we provide Development Management and Feasibility Studies in order to assist clients in their project development decisions.

# BACKGROUND CLIENTS

Studio International Engineering Consultants (SIEC) was established in Dubai on November 2014 as a boutique design studio comprised of Architects, Engineers, Planners, Landscape Architects and Project & Development Managers with vast experience in the region and industry.

SIEC has already entered the market aggressively by winning high-profile projects due to its team's experience, quality delivery, and full-service offerings, providing front-to-end development solutions ranging from Architectural Designs, Engineering, to Project Management.



# TIMELINE

- 2014**
  - SIEC was established
  - **6** employees
- 2015**
  - Structural Engineering was established
- 2016**
  - First project was delivered
  - **24** employees
- 2017**
  - MEP Engineering was established
  - Abu Dhabi office was established
  - **43** employees
- 2018**
  - **69** employees
- 2019**
  - ISO 9001 / ISO 1400 / ISO 18001
  - Sharjah office was established
  - More than 140 projects
  - **100** employees
- 2020**
  - **115** employees
- 2021**
  - **120** employees
- 2022**
  - Landscaping was established
  - More than 200 projects
  - Egypt office was established
  - Bosnia office was established
  - KSA office was established
  - **+200** employees

# KEY ACHIEVEMENTS

SIEC has established itself as a major player in Building Design Consultancy in the UAE in a relatively short time. SIEC has undertaken a substantial amount of work on many prestigious projects creating a strong portfolio of work in design, under construction, and completed projects. SIEC has grown from a start-up to over 200 employees, opening branches along United Arab Emirates, The Kingdom of Saudi Arabia, Bosnia and Egypt.

Architectural Firm of the Year at 2021 by Architecture Leaders Awards and at 2019 by Design Middle East Awards recognised on the outstanding pace of development and the broad multisector design work that is being carried out.



The Retail Project of the Year Award 2021 for The Pulse Mall Project and Innovation in Design Award 2019 for the Omniyat SZ 21 Showroom for its roofline and facade that offers an intelligent marketing location that will help generate additional revenue.



The Residential Project Design of the Year Award at 2022 by INDEX Design Awards for The Coastal Villas for its emphasis to create luxurious, clean style and entertaining retreats that seek to define a new understanding of 'relaxed luxury'.





PROJECTS



MASTER PLANNING

# STAFF VILLAGE MASTER PLAN

KINGDOM OF SAUDI ARABIA

GFA: 433,332 sqm  
BUA: 548,400sqm  
UNITS: 12,350

The Amaala Staff Village will be developed to provide housing and services for Amaala hospitality, experiential and project support staff.

The urban narrative of the Amaala Staff Village master plan is defined by key principles that can be read throughout the main characters of the village.

The key factors of the village vision are centred around the creation of a most desired and fulfilling staff accommodation. This will be created within a friendly public realm that offers a number of recreational facilities, integration with the coastal promenade, encouraging social interaction and community involvement and carefully planned strategic flexibility within resort like environment for all staff grades.



DESIGN PRINCIPLES



NEIGHBOURHOODS



DINING FACILITIES



MOSQUES



OPEN SPACES



# TRIPLE BAY STAFF VILLAGE

KINGDOM OF SAUDI ARABIA

GFA: 160,383 sqm  
BUA: 188,230 sqm  
UNITS: 4,567

A remote site was chosen for the accommodation of 7,250 Amaala staff servicing the nearby coastal resort. The master plan will house a wide spectrum of the workforce from labourers to managerial executives and their families.

This village which consists of G+3 and G+4 high density residential blocks and aims to attract and retain the highest calibre of employees by ensuring a high quality master plan and to provide a genuine community with services, amenities and facilities to satisfy the most demanding residents.

The ambience will be relaxing, stimulating and friendly within and organic urban grain allowing pockets of activity to spread throughout the development.





# JUMEIRAH HEIGHTS

DUBAI, UNITED ARAB EMIRATES

GFA: 350,000 sqm  
BUA: 260,000 sqm  
UNITS: 1,700

SIEC has been commissioned by Nakheel to carry out a preliminary master plan and architectural concept design on a plot of land in the Jumeirah Heights area, adjacent to Jumeirah Lakes Towers (JLT) and Jumeirah Islands in Dubai.

After an initial high level assessment it has been determined that the residences will be targeted to a mid and high end class user in Dubai with family residents as a key driver behind the environment proposed.

At the forefront of the design thinking lies a fundamental focus on the existing development that has already been built and an approach that looks to minimise abortive work whilst at the same time developing a solution that offers efficient and well designed units that align with current market demands.

This thinking has led to a new design approach for the site wherein SIECs proposal considers a rethink of the current four towers to a total of 6 new towers.





# SAADIYAT ISLAND MASTER PLAN

ABU DHABI, UNITED ARAB EMIRATES

GFA: 138,800 sqm  
BUA: 159,000 sqm  
UNITS: 980

SIEC draw inspiration from the mangroves views, the sea channel along the edge of the site and the neighbouring open beach of Saadiyat Island. We look for inspiration from our natural and man-made surroundings.

In order to maximise the value of our design team has established four seamlessly integrated living environments composed of a Marina, Beach-side, Lagoon and Park-side with sea views.

One of the key drivers behind our proposal is the creation of an environmentally sensitive pedestrian development that allows all residents to have direct access to the various community amenities and facilities. This design will help the residents to promote a healthy outdoors lifestyle for most of the year.





# AL QIDFA REVITALIZATION

FUJAIRAH, UNITED ARAB EMIRATES

GFA: 145,300sqm  
BUA: 35,254 sqm

SIEC was approached to help in the revitalization of Al Qidfa area in Fujairah. The master plan has a number of key interventions listed below to achieve the intended results for the area.

1. Limit circulation of service vehicles
2. Expand the community park to the water edge and introduce a marina with a heritage hotel
3. Integrate rural farming experience for occupants and visitors.
4. Introduction of a central plaza to activate community gathering, and commercial activities.
5. Running and cycling paths across the overall community along shaded routes to promote an active and healthy population
6. Redevelopment of the service road including landscape and outdoor cafes and retail spaces
7. Create a women social and work space in the old school





#### RETAIL STRIP

Redevelopment of the service road with an ordered parking and landscape elements on both sides. Usage of pedestrian walkways and a central plaza to activate community gathering and commercial activities along outdoor cafes and retail spaces. Use of signage as marker of community entrance for access from the highway.



#### FARMHOUSE CHALETS

Transform existing farmland plot into boutique farmhouses as another commercial opportunity. Integrate rural farming experience for occupants and visitors. Application of vernacular architecture language to achieve a minimal contextual style. Provide ample outdoor living areas.



#### PUBLIC BEACH

Limit circulation of service vehicles. Beach road to be emphasized through road beautification with trees and shaded walkways. Revitalization of beach corniche with F&B kiosks and other commercial opportunities for the local community.



#### HOTEL AND RESORT

Expand the community park to the water edge and introduce a marina with a heritage hotel replacing the existing construction sites. Use contemporary courtyard building typologies. Weave in intimate social spaces and moments with key links to the water edge to maximize value and experience without disrupting the community access to the beach.





# TRANSPORTATION

# AMAALA AIRPORT

THE RED SEA, KINGDOM OF SAUDI ARABIA

GFA: 44,854 sqm  
BUA: 23,638sqm

The Amaala Airport is strategically located to serve all three Amaala Resorts situated in the Red Sea, KSA.

The Airport will serve a predicted 690,000 PPA in 2021, increasing to 1,100,000 by 2030. Whilst the forecasted passenger volumes are small, the number of air traffic movements is considerable, reaching more than 240 per day in peak times by 2030. As a result, a small passenger terminal building (PTB) of approx. 15,000 sqm have been proposed, supported by large apron facilities and a 3,150m runway.

Our scope includes the Structural and MEP design of the Passenger Terminal Building and Air Traffic Control Tower, the most iconic Assets of the planned airport. As well as the other ancillary buildings within the plot boundary, which include the Royal Terminal, A type BC and Maintenance hangars, Staff Admin and Cargo Building, Fire station, Technical building, Airside Landside Gatehouses and Main entrance gatehouse serviced by all disciplines.





# JETEX TERMINAL

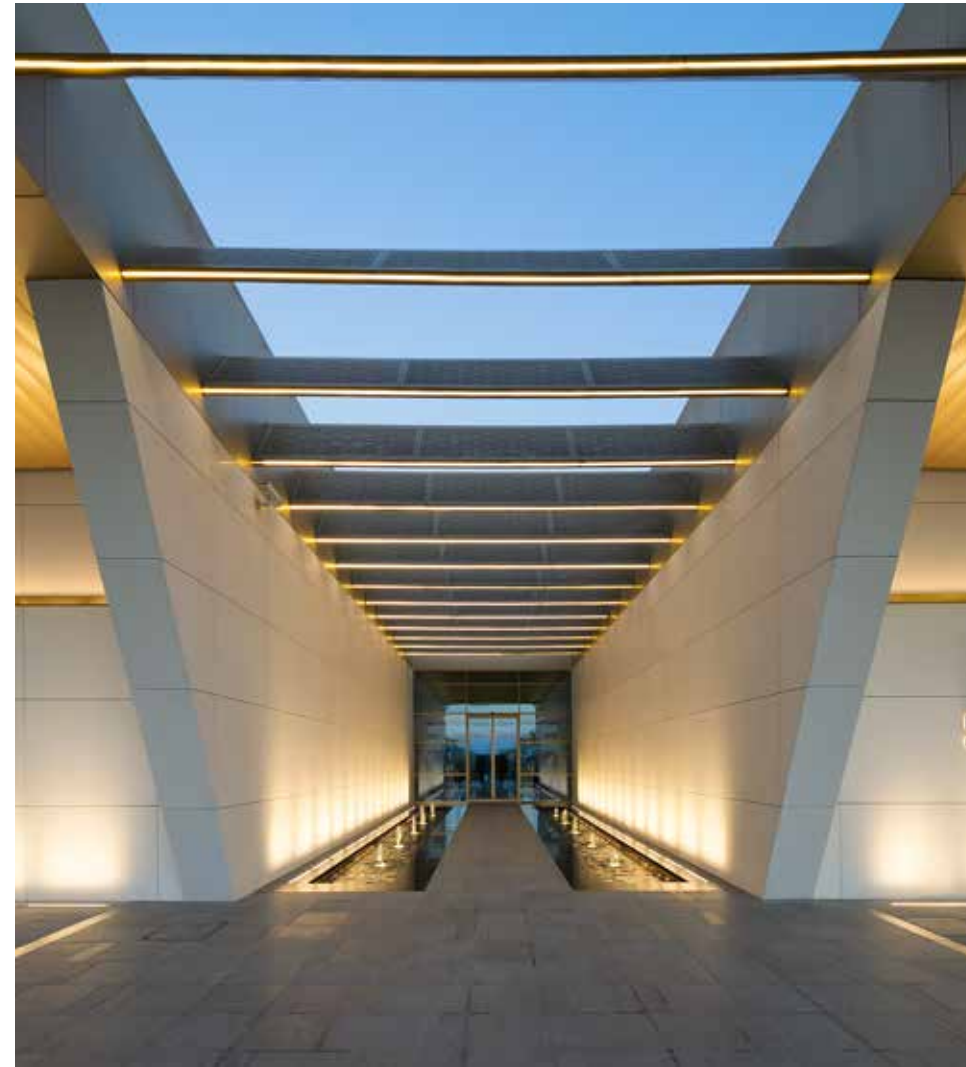
DUBAI, UNITED ARAB EMIRATES

GFA: 3,500 sqm  
BUA: 4,000 sqm

SIEC was approached by Dubai South in order to assist with the renovation of the Executive Jet Terminal in Al Maktoum Airport, Dubai. The final product as built suffered from the impact of heavy value engineering exercises that substantially downgraded the building experience.

SIEC brought all parties to the table to develop a holistic multi disciplinary solution that Architectural, MEP, Structural and Interior design, along with Branding & Signage, Landscape & Lighting design inputs. The proposal carefully presented a shopping list of items that could be prioritised subject to budget and importance relative to the opening of the MEBA event.

The project was unusual due to the close interaction required between the design team and the contractor in order to be able to meet the given timeframes of 3 months of design and build. SIEC managed to complete the project on time and with a successful opening date as per the original programme.





EMIRATES

JETEX

JETEX



SPECIAL  
PROJECTS

# SCIENCE MUSEUM

DUBAI, UNITED ARAB EMIRATES

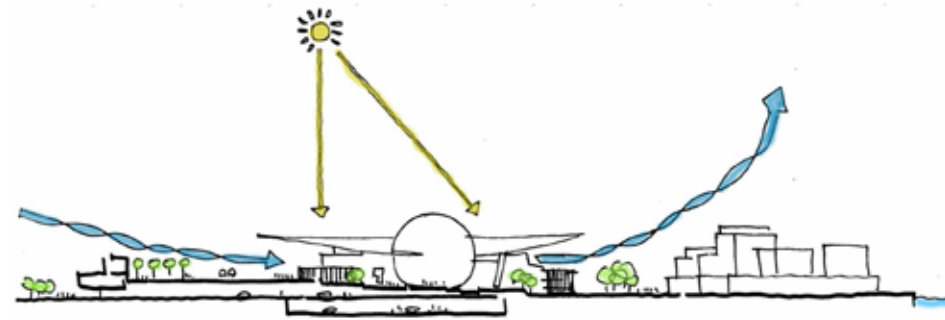
GFA: 14,900 sqm  
BUA: 22,400 sqm

The Science Museum is located on a central plot of the Cultural village island and is part of the larger mixed development plan. The building is to be one of a series of institutional projects located along the Dubai Creek water edge.

This man-made island is well connected to the rest of the development plot via a vehicular ring road and four pedestrian bridges.

Ring road apex is approximately +6 m above ground level due to the need to maintain water transport and pedestrian promenade accessibility.

The tallest part of the building (the Imax sphere) is 33m above water level or 32m above ground level.







المسجد الجديد  
الذي بناه الخليفة  
المسلمون في  
القرن الثامن الهجري  
في مدينة بغداد

MOSQUE  
PROJECT

# KSA MOSQUE

KINGDOM OF SAUDI ARABIA

GFA: 1,470 sqm  
BUA: 1,625 sqm

The environment of the Mosque offers an opportunity for more formal public space that will be used on most days by the residents of the community.

The intention is to provide a well shaded environment with disparate zones allowing for day to day gathering with friends and family.

On the rare occasions when numbers of prayers are increased, this space will act as external prayer space for spill out from the Mosque.







HOSPITALITY  
DESIGN

# HERITAGE HOTEL

KINGDOM OF SAUDI ARABIA

GFA: 23,457sqm  
 BUA: 76,142sqm  
 UNITS: 141

The project aims to integrate luxury hotel needs with observance of traditional architectural features and morphological urban fabrics.

The location of the Project site is close to Ad-Diriyah area, an area with architectural heritage content; therefore, the construction of the Heritage Hotel takes into account the rehabilitation of the old district's mud buildings and their modernization.

The resort complex layout is articulated in 19 cluster buildings and it is developed in 2 floors above and 1 basement, where the parking area is located.

The entire complex is aiming to create a property to mimic the historical look and feel of the Saudi traditional mud buildings.



# DESERT VILLAS & PAVILION

ABU DHABI, UNITED ARAB EMIRATES

GFA: 10,750 sqm  
BUA: 23,500 sqm  
UNITS: 30

The master plan layout takes its inspiration from one of the two most important symbols of the desert wildlife. The Falcon.

The main pavilion zone is organised as a heart of activity at the center of the development.

This allows for immediate access to all visitors who will be greeted in a magnificent space of peace and calm with views that open out to the desert landscape beyond.

All amenities are provided within this main space that includes meeting rooms, formal and informal majlis's, play areas, dining zones and a spa.

The master plan extends to either side of the main pavilion zone along tree-lined pathways to connect to a number of 1 bedroom and 3 bedroom villas, serviced with their own private swimming pools, desert view rooftop terraces and private butler service.





# 5 STAR HOTEL

KINGDOM OF SAUDI ARABIA

GFA: 3,546 sqm  
BUA: 8,572 sqm  
UNITS: 170

SIEC was selected to develop the detail design of this Hotel in Saudi Arabia.

The hotel is one of the premier offerings in this zone, is a 170 key Upper Luxury Urban Hotel situated at the southern end of Riyadh.

The project is surrounded on three sides (North, South and East) by the Period Village and faces in a Westerly direction towards the Wadi Hanifah, offering opportunities for spectacular views of the local component.

Within the Upper Luxury Urban hotel is a Rooftop Signature Restaurant, and all dining Restaurants, Lobby Cafe, Meeting Room facilities, Spa and Gym. The guestroom mix comprises King and Queen Guestrooms, Junior and Premium Suites and Presidential Suites.







COMMERCIAL & RETAIL

# SZ21 SHOWROOM

DUBAI, UNITED ARAB EMIRATES

GFA: 6,950 sqm  
BUA: 11,750 sqm

The building architecture is sleek & sophisticated which echoes the design of the adjacent buildings such as the Audi showroom.

The front façade presents a clean single form, yet allows for clear demising lines between the showroom tenancies and also allow very significant signage/advertising opportunities for the individual tenancies.

The Facade provides a focal attraction to Sheikh Zayed Road.

Flexible open plan design with the ability to have three separate showrooms with their facilities or having one huge retail space for single occupancy.

Large LED screen spans across the main facade on SZR, allowing for dynamic High-tech digital advertising opportunities.



# DIRIYAH SQUARE

## OFFICES & KINDERGARTEN

KINGDOM OF SAUDI ARABIA

GFA: 16,450 sqm  
BUA: 46,800 sqm

Diriyah Square is part of Diriyah Gate Development directly related with Saudi Arabia's Vision 2030 development program.

Offices and Kidergarten are located at the Southeast of the King Salman Grand Mosque, the heart of the Diriyah Square community.

The vision of this project is to create entrepreneurial leaders and transformative technology by removing internal barriers and increasing collaboration and engagement.

The office buildings will be distributed across five plots with approximately 45,000sqm total space located on three levels. The project acts as the urban fabric around the mosque promenade serving as a bridge to the locals to create community.

The kindergarten located between the Office Complex building and the Heritage Wall is distributed in two level with a total area of 1,802 sqm





# THE PULSE GATE MALL

DUBAI, UNITED ARAB EMIRATES

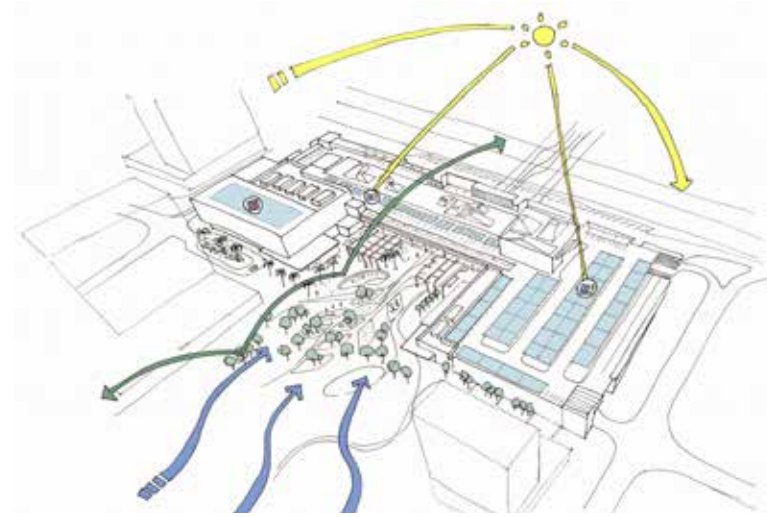
GFA: 20,600 sqm  
BUA: 28,400 sqm  
UNITS: 80

SIEC has been commissioned by Dubai South to carry out a full pre-contract service of an approximately 18,000 sqm of GFA as a retail center on a plot of land in The Pulse Community of Dubai South. The retail center is targeted at the mid-class user in Dubai, UAE.

Whilst recognizing the need to develop a fast-paced and cost-effective development, our approach focused on the development of a retail center with parking on the rooftop.

The immediate consideration that drove this decision was the saving in terms of total BUA that would be gained when this approach was considered over a basement parking option.

The positioning of the parking on the roof level creates a condition wherein the value of the 1st floor as a revenue space is increased dramatically. This compared to traditional retail centers when this space is accessed predominantly from the ground level with the greatest value always being given to the units at grade.







MIXED USE & HIGH RISE

# ADDRESS POLO CHATEAUX

DUBAI, UNITED ARAB EMIRATES

GFA: 31,250 sqm  
 BUA: 22,479sqm  
 UNITS: 180

The design proposal looks to provide a rethink of the existing Club House building. The intention is to create an attraction point for this part of the city that will help capitalise on the sites existing world-class polo facilities.

Certain fundamental changes have been carried out to the access points to the site wherein the main approach to the clubhouse occurs directly of Al Qudra road with a central spine connecting directly to the Club House drop off. SIEC has located to either side of this spine parking facilities along with F&B and Retail Outlets that include a convenience supermarket, and a potential Events space that can cater to the residents of the community as well as to those living in the surrounding developments.

A major component of the new masterplan are the high-end villas that are provided to the North of the site with contemporary 3&4 bedroom units nestled within a luscious landscape.





# TEATRO MALL

JEDDAH, KINGDOM OF SAUDI ARABIA

GFA: 8,426 sqm  
BUA: 45,555 sqm  
UNITS: 105

SIEC was chosen to develop a new proposal for Teatro mall in Jeddah.

The Client will demolish the actual building and will develop a mixed use development comprising Retail, F&B, Restaurants, Entertainment and Cinema, High end Residential Apartments and Amenities.

The design of the building has a L shape facing Sea & North toward the back, and courtyard in the front. Declining levels with the gardens in the balcony and Rooftop would be allocated for the MEP equipment only.





# WATERFRONT TOWER

DUBAI, UNITED ARAB EMIRATES

GFA: 16,100 sqm  
BUA: 29,000 sqm  
UNITS: 135

SIEC was approached by Etjar office to design a G+19 residential and commercial tower in the heart of Business Bay area in Dubai, on Plot 346-0635, located on Al Abraj street. The Employer is seeking to develop a unique but highly efficient waterfront residential project in Business Bay, modern yet timeless within the context.

Leveraging on the success of the Dubai Canal, Business Bay is poised to be redeveloped into a waterfront destination in the heart of the City. Neighbouring developments in Business Bay have created tremendous value and have stimulated the development of the waterfront area. In line with the Business Bay vision, these developments are aimed to add vibrancy, sense of community, and place-making in the district.

The Project looks at establishing a smart residential waterfront project that will serve as a landmark building along the Dubai Canal (the section of Dubai Canal within Business Bay).



# SZR TOWER

DUBAI, UNITED ARAB EMIRATES

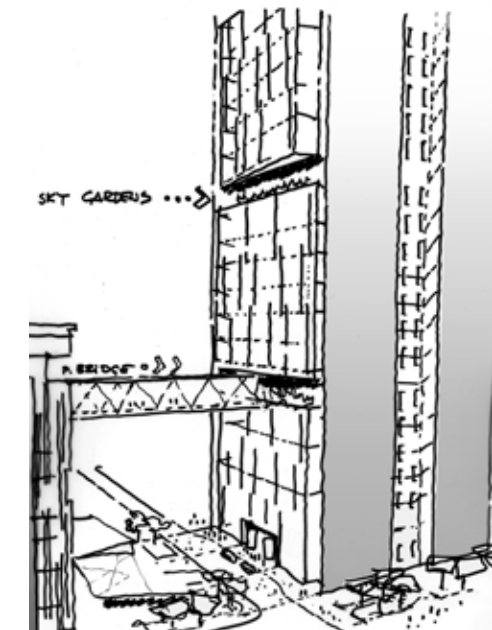
GFA: 44,600 sqm  
BUA: 72,000 sqm  
UNITS: 450

SIEC looks to create an Iconic building that has been inspired by the idea of ice cubes suspended in the air.

The Intention of the structural design team is to allocate structural loads to the central core with sufficient vertical transportation provided for the building's three main components: Hotel, Service Apartments and Office. There will be provision for a total of 9 passenger lifts + 2 service lifts.

The Ballroom's pre-function area is connected to the main lobby with additional 3 lifts. The relatively large number of lifts will be offering a very high level of the service with minimum impact to the typical building plate efficiency.

Three Hotels and three Service Apartment lifts are located on building side elevations, allowing their staggering termination on the lower levels and increasing efficiency on the more valuable higher levels, thus increasing building efficiency.





RESIDENTIAL

# TILAL AL FURJAN

DUBAI, UNITED ARAB EMIRATES

GFA: 124,461 sqm  
BUA: 115,320sqm  
UNITS: 659

SIEC was approached by Nakheel to design 4 and 5 bedroom villas at Al Furjan Development. The master plan of Al Furjan – Packages 16 to 18 situated in Jebel Ali in the Emirate of Dubai, United Arab Emirates consist of Residential and Recreational components. In this development, there will be approximately of 440 single family villas and semi detached town houses .

SIEC is proposing design options for two types of Town Houses, six types of four bedroom villas and three types of five bedroom villas. Our design approach is contemporary, with simple volumes, and with emphasis on space efficiency. This will lead to reduction of the built up area , whilst keeping room sizes same to the design brief.







# COASTAL VILLAS

ABU DHABI, UNITED ARAB EMIRATES

GFA: 94,461 sqm  
BUA: 105,320sqm  
UNITS: 452

SIEC was approached to design 3, 4 and 5 bedroom coastal villas in United Arab Emirates.

Inspired by local architecture and wilderness, the Coastal villas attempt to bridge context with contemporary summer living. Stone walls, soft edges and wooden pergolas bring to mind the natural coastal environment, providing tranquil experience for visitors from the moment they arrive.

The primary emphasis of the design of the villas will be to create luxurious, clean style and entertaining retreats that seek to define a new understanding of 'relaxed luxury'.

The desire for a new understanding of 'relaxed luxury' is shared among the current age of modern travellers - after all, the high-end niche consumer has experienced everything in life and they are very particular in terms of what is meaningful and fulfilling to them.





3 BEDROOM VILLA





4 BEDROOM VILLA



# PRIVATE VILLA

DUBAI, UNITED ARAB EMIRATES

GFA: 880 sqm  
BUA: 670 sqm

SIEC was approached directly to design a private residential client on the outskirts of Dubai, UAE.

Soft, contemporary lines with emphasis on locally inspired and constructible architectural elements from internal full height glazing to external canopies and volumes.

Water plays an important role in and around the public spaces of the house. Water as a source of life, of light, of reflections and wellness.

Natural materials play a part in addressing the privacy issues that arise from neighbouring developments.



# STAFF VILLAGE

KINGDOM OF SAUDI ARABIA

GFA: 433,332 sqm  
BUA: 548,400 sqm  
UNITS: 23 Villas

SIEC was commissioned by one of KSA's PIF initiatives to carry out the full multi-disciplinary design of a complete Staff Village that will provide accommodations, schools, retail, recreational facilities and places for entertainment and relaxation for a population of over 30,000 including dependants.

This can be considered a small city custom-built to provide the best quality of life for the staff that work at and run the tourism assets in these 7-star developments.

The developer has an aspiration to become the best employer in the world where happy staff are looked well after and they can extend the best quality of service for the tourism sector.





# THE PULSE TOWNHOMES

DUBAI, UNITED ARAB EMIRATES

GFA: 56,500 sqm  
BUA: 56,900 sqm  
UNITS: 240

SIEC has been commissioned by Dubai South to create a master plan for a residential community of 240 units within the Dubai South Masterplan.

SIEC developed a number of architectural typologies with the main driver being the creation of an external garden or terrace space for each of the units. A more unusual product has been developed for the Dubai market that very much differentiates itself from the more traditional townhouse models that exist and are proposed across the city.

SIEC has looked at options that help maximise efficiency on the site whilst also providing a clubhouse at the heart of the development with a swimming pool, multi-purpose room, gym and yoga center.

Provision has also been made for small F&B outlets that can help draw people by foot from the upcoming neighbouring communities whilst also catering to the 750 residents of the community itself.





# NOOR TOWNHOUSES

DUBAI, UNITED ARAB EMIRATES

GFA: 166,500 sqm  
BUA: 218,000 sqm  
UNITS: 1,200

NSHMI Towhoms in Townsquare, Dubai has been inspired by the contemporary regional theme.

This masterplan houses 1200 units in 4 plex, 6 plex, 8 plex and 10 plex terraced townhomes in a pedestrian-friendly masterplan with attention to landscaping and public spaces.

The roads and routes are also made to give a pedestrian friendly atmosphere with a plentitude of shading from landscaping and trees.

The smart planning of the units allows for an efficient and affordable niche in the market, with variations to the facades to allow for identities.



# SIRDHANA MINA RASHID

DUBAI, UNITED ARAB EMIRATES

GFA: 38,300 sqm  
BUA: 60,100 sqm  
UNITS: 280

SIEC have been appointed for design services from schematic design onward on Emaar's Sirdhana Phase 1 project that lies within the Port Rashid Master Plan.

The project is in construction at this moment. These residential buildings will be the first to be built within the overall master-plan and as such great emphasis is placed on the creation of a high-quality development with top of the line detailing.





# UMM HURAIR RESIDENCES

DUBAI, UNITED ARAB EMIRATES

GFA: 11,100 sqm  
BUA: 16,600 sqm  
UNITS: 108

SIEC was selected to develop an efficient block around three fingers with a circulation block connecting through them allowing for just over 35 units to be developed per floor.

Its prime location looking out and across to the creek allows for a fantastic top-level public realm and pool easily accessible to all residents.

The contemporary fair-faced concrete and louvred facade helps this residential apartment to stand out within the area along with its overhanging canopies that break the building mass into smaller elements.

The proposal maximizes visibility by providing balconies along the perimeter of each block, in response to their prime location with city skyline views and internalised pockets of green that residents have direct views over.



# HAYAT BLVD TOWN SQUARE

DUBAI, UNITED ARAB EMIRATES

GFA: 68,100 sqm  
BUA: 101,900 sqm  
UNITS: 650

Hayat Boulevard lies within the Town Square Development, a 31 million square feet development located on al Qudra Road in Dubai.

The development will be divided into districts offering townhouses, and apartments with all the necessary community facilities and amenities for a self-sufficient and sustainable residential community.

The project is a residential apartment block with two levels of podium parking and 9 levels of apartments with a landscaped zone at the heart of the development providing a large external deck with swimming pool, bbq facilities and gym areas.

At the ground level retail, F&B and community amenities help activate the public realm encouraging the formation of a lively community accessible to all its residents.



# MARYAM ISLAND PHASE II

SHARJAH, UNITED ARAB EMIRATES

GFA: 39,840 sqm  
BUA: 77,545 sqm  
UNITS: 737

SIEC was approached to develop the second phase of Maryam Island residential development.

The key driver behind the design of the residences at Maryam Island is the creation of a development that offers its residents a lifestyle that maximises its relationship with its immediate context and that creates a sustainable and lush living environment. Through a careful understanding of traditional building typologies, SIEC developed an approach to the overall development centred around fortified towns with generous internal public spaces.

The project comprising of 737 units across 6 blocks is now progressing into detailed design phase while assisting the client with the marketing launch. The approved concept calls for careful monitoring of the unit sizes, overall costs without compromising the external architecture to match client's sales and marketing targets.



# MUDON VIEWS

DUBAI, UNITED ARAB EMIRATES

GFA: 18,600 sqm  
BUA: 38,700 sqm  
UNITS: 180

Dubai Properties selected SIEC to carry out a concept design for Mudon Views.

This residential community is located in Dubai Land and is in the proximity of the well-established residential developments of Arabian Ranches, Motor City, Studio City, and Remraam. Mudon Development is well connected with Bypass 611(New Emirates Road) to its South, and bound to Al Qudra and Hessa road.

SIEC very much recognizes the need to develop a product that is efficient, cost-effective, and adaptable that also offers attractive views within a comfortable, family-friendly environment for its tenants.

The overall Architectural character of the project will be Contemporary with a focus on maximizing the efficiency of the building layout by limiting the number of cores and reducing the area of circulation while maximizing the saleable areas.







**SIEC TEAM**



## NABIL AL KINDI

### MANAGING DIRECTOR

As the Managing Director, Nabil Al Kindi leads the strategic direction and high level leadership to the SIEC team. With his extensive knowledge in all aspects of Development, Infrastructure, and Design Management, he has led a multitude of organizations to success in the field of Real Estate Development and Design over the past 18 years.

Nabil leadership has been instrumental in delivering Dubai's real estate vision, including a number of landmark projects (Dubai Mall, DIFC Gate Avenue) and key master plan developments (Dubai South and Downtown Dubai) to his already impressive portfolio in the region.

His passion for Real Estate began early where he earned his Bachelor's Degree in Architectural Engineering from the US before joining Emaar Properties Development Department as an Architect and rising to a Director level in a few years.

Notable Achievements: Louvre, Abu Dhabi; Burj Khalifa Master Plan, Dubai; Saadiyat Island St. Regis, Abu Dhabi; The Greens, Zabeel Saray Hotel, Dubai.



## NIMA ALBORZ

### EXECUTIVE DIRECTOR

As the Executive Director, Nima Alborz heads the multi-disciplinary team at SIEC and is in charge of operations of the firm. As a Real Estate Developer by profession, he has been leading high-quality development projects in various capacities and localities over the past 28 years. Nima is one of the founding members of SIEC making the company growth and profitable.

Prior to joining SIEC, Nima held senior management positions with Emaar Properties and Al Ghurair Properties as the Head of Development. He was a founding member of the Tourism Development and Investment Company where he held the position of Senior Development Director.

He studied his Bachelor's Degrees in Engineering Science (Civil) and Economics at Western University in Canada. Nima continued his studies to obtain his MBA in Finance and Int. Business. Nima is qualified as a Chartered Engineer (CEng.), a member of Institution of Structural Engineers (IStruct.E) in the UK and a Professional Engineer (PEng.) in Ontario. He is also a member of the Society of Engineers in the UAE.

Notable Achievements: Saadiyat Island, Abu Dhabi; Cheung Kong Center Hong Kong; St. Regis Resort, Abu Dhabi; Dubai Marina; Saadiyat Beach Villas, Abu Dhabi; Qasr Al Sarab, Abu Dhabi; and NYU Residences, Abu Dhabi



## BORAN AGOSTON

### EXECUTIVE DESIGN DIRECTOR

Boran is an Architect with over 40 years of international experience on projects across the Middle East as well as North Africa, India, Hong Kong, Singapore, Australia, USA and the former Yugoslavia.

He holds a degree in Architecture and he is an Affiliate Member of the Australian Institute of Architects and the Society of Engineers in the UAE.

Before joining SIEC, Boran was the Design CEO at Arabtec Holding being the sole decision maker for the design of all of their prominent projects. He has held other esteemed positions specifically at RMJM as Managing Director and Design Director, in Aedas ME and Singapore as Design Director. His exceptional design capabilities on both domestic and international design arena has led to several renowned projects, which include the Dubai Metro.

Notable Achievements: Staff village, KSA; Amaala Airport, KSA; The pulse Townhouses, Dubai; Science Museum, Dubai; Omniyat showroom, Dubai; The pulse Gate mall, Dubai; Dubai Metro, Dubai; Hard Rock Hotel, Abu Dhabi; Iris Crystal Tower, Dubai; New Delhi metro, New Delhi; Iris Zuri, Dubai; Emaar Lofts, Dubai; Bungalows at Holland Vale Singapore; NY University Residences, Abu Dhabi; Downsview Station, Toronto.



## ZIYAD MAHMOUD

### DIRECTOR - ARCHITECTURE

Ziyad is an Architect with over 20 years of international experience on projects across the Middle East and Gulf Region, United Kingdom, Spain, Pakistan and Italy. He is an AA Diploma graduate of the Architectural Association and has received his RIBA Part III Certificate from The Bartlett School of Architecture in London, UK.

Ziyad has led numerous architectural and master planning projects in the UAE over the last 15 years. With solid organisational and design capabilities and a strong understanding of local processes and procedures, he believes in a design-led and client-centred collaborative process and is very much interested in the relationship between urbanism and architecture. He seeks to create sustainable buildings and environments that are contextually inspired and relevant and that contribute positively to people's everyday life.

Notable Achievements: Amaala Triple Bay Staff Village, Saudi; Dubai South Townhomes & The Pulse Mall, Dubai; Executive Jet Terminal, Dubai; Innovation Hub Tecom, Dubai; DHA City Karachi, Pakistan; Metropol Istanbul, Turkey; CMA CGM HQ Office Building, Beirut, Lebanon; Le Meridien Hotel Tower, Doha, Qatar.



## NIMA SHOJA

### DIRECTOR - TECHNICAL DESIGN

Nima has over 20 years of professional experience as a Technical Director and Project Architect Manager delivering complex architectural projects in Canada, the UK, and the Middle East,

He has worked on several large-scale projects, including transport, residential, retail, and mixed-use developments of which the last 12 years have been spent as a design and team leader.

He has successfully completed a number of key multidisciplinary projects, from concept design to completion stage, and he has an extensive senior management track record.

Key achievements: Staff Accommodation, KSA; Farm House, Dubai; Al Furjan Villas and Town Houses, Dubai; , Palm Jebel Ali Villas, Dubai; Route 2020 Metro Extension, Dubai; Unileve HQ, Jakarta; KAFD Metro Station, Riyadh; Oakridge Centre, Vancouver; Raffles Hotel and Residential Apartments, DGDA; AC Hotel by Marriott, Abu Dhabi; International Airport for Mexico City Competition, Mexico City. Vida Hotel & Residences, Sharjah



## VALENTIN VALCHEV

### SENIOR ASSOCIATE - DESIGN

Valentin has over 15 years of international Architectural experience on projects across the Middle East and Europe.

A graduate from the UACG in Sofia, Bulgaria and a member of Bulgarian Chamber of architects, his exceptional architectural & design skills and extensive technical knowledge have extended across his impressive professional design portfolio.

Valentin has the capability to develop unique concept design ideas within tight time-lines and had a leading role in numerous high profile architectural and master planning projects.

Key achievements: Town Square, Dubai; Mudon Views, Dubai; SZR Tower, Dubai; MBR Tower, Dubai; The Pulse Mall, Dubai; Amaala Airport, KSA; Al Furjan Villas and Town Houses, Dubai; Etihad Rail Project, Abu Dhabi; OSA Sons Tower, Jeddah, KSA; Al Mana Dafnah Twin Towers, Doha; Umm Salal Municipality Building, Doha; Al Rayyan Metro station, Doha; Plovdiv Train Station, Bulgaria.



## CHRIS ROBERTS-BREWER

### HEAD OF LANDSCAPE ARCHITECTURE

Chris is a qualified Landscape Architect with over 17 years international industry experience in landscape architecture and design, landscape construction and horticulture (Australia, New Zealand, United Kingdom)

He has an extensive experience managing end-to-end design through construction phases for commercial, mixed-use, public domain, cultural spaces and residential developments.

Chris is passionate about improving human engagement and interactions by fusing creativity with practicality to deliver high quality environments that are both functional and inspirational

Key achievements: Staff Accommodation, KSA; Palm Jebel Ali Villas, Dubai; Maersk Warehouse, Jeddah; Marrickville Metro Stage 1A, Sydney; 200 George Street – EY Centre, Sydney; Wynyard quarter, Shell House, Sydney; Bunjil Place, Narre Warren, Victoria.



## KATARINA BRANKOVIC

### ASSOCIATE LANDSCAPE ARCHITECTURE

Katarina has 10 years of professional experience as a Landscape Architect delivering complex Landscape and Masterplanning projects in Middle East and Serbia,

She has worked on several large-scale projects, including residential, retail, and mixed-use developments of which the last 3 years have been spent as a Landscape team leader.

She has successfully completed a number of key projects, from concept design to completion stages, and has a management track record.

Key achievements: Tilal Al Ghaf, Harmony 1 MockUp Villa; Tilal Al Ghaf-Mixed use Community, UAE; Dubai Hills Estate-Mixed use Community; Dubai Hills Estate, Golf Place MockUp Villa, UAE; Al Mouj-Mixed use Community, Oman; Tilal al Ifran-Mixed use Community, Oman; Dubai Creek Harbor, The Address Harbor Point, UAE; Ghadan 21-The Lake Park, UAE; Nareel Island Villas-high end residential; Belgrade Waterfront, Bristol Park-Commercial use, Serbia; Belgrade Waterfront-Savski Square, Serbia.



## DELVENE LEE

### HEAD OF INTERIOR DESIGN

Delvene has 17 years of industry experience and has been designing and leading the interiors for a wide range of projects in Australia and ME including 5-star hotel, residential, retail, commercial and mixed-use developments. Prior to joining SIEC, she spent 4 years as the Manager of Interior design at NORR Group Consultants at the firm's Dubai office. She undertook her undergraduate and graduate studies in Brisbane, Australia, and received a Bachelor of Built Environment (Interior Design), in 2004 and a Master of Architecture in 2010. Upon completing her interior design studies, she was with The Buchan Group in the Gold Coast and Brisbane offices for 11 years.

Delvene's approach to design is holistic, encompassing the complete design process. She believes that great design must combine inspiration with consistency of implementation and that success is achieved with a truly integrated multi-disciplinary design team.

Notable Achievements: Coastal villas, Abu Dhabi; Palm Jebel Ali Villas, Dubai; Ciel Tower, Dubai Marina; Creek Gate, Dubai Creek Harbour; Grand Central Shopping Centre Redevelopment, QLD Australia, Amaala Staff Village, KSA.



## MAGDALENA STRAG

### ASSOCIATE INTERIOR DESIGN

During Magda's studies at the Academy of Art and University of Szczecin, she began working as a lead interior designer for a four-star hotel in Swinoujscie in 2014. Her projects were exhibited at the international exhibitions in Iraklion (Greece)– Arch Inside and in Milan (Italy) - Superstudio Piu.

After graduating, Magda started working at Modelina Architects, Poznan, one of the top interior design offices in Europe. After two years she moved to Dubai to join SIE and start working on large-scale international projects.

Her role as a lead designer is to create contemporary interiors with a touch of Arabic culture and to present Middle Eastern tradition in a fresh and creative way. Within a multi-disciplinary and creative environment, Magda achieved design excellence coming up with different design solutions.

Notable Achievements: One Za'abel Penthouses, Dubai; VIP terminal, KSA; Al Furjan Villas, Dubai; Amaala Staff village, KSA; Vocational college, KSA; Police Station, KSA; Medical Centre, KSA; Vienna House Easy Hotel, Vienna; Amphitheatre Warsaw; ING Bank Slaski, Poland, Fibaro showrooms, Poland; Vox and Lako Fair Stands, Poland.



## AMO DEHDASHTI

### DIRECTOR - PROJECTS DELIVERY

Amo is a qualified construction professional, who holds an MBA along with a BE in Civil Engineering, with over 22 years of experience in a variety of design & construction projects with different capabilities.

He has been heavily involved in D&C Contracts/Projects for the last 12 years as Senior Project Manager & Project Director. His extensive experience in project management, design management, construction supervision and QA/QC has empowered him to comfortably act as a project leader, delivering large-scale, complex projects successfully. Amo has got a strong client-focused approach with great emphasis on quality.

Notable Achievements: Heritage Hotel, KSA; Maryam Beach Residences, Dubai; Zahra Breeze Residential Apartments, Dubai; Al Maktoum Intl. Airport VIP Terminal, Dubai; Bays Water, Byblos Hotel Ibn Battuta Shopping Mall Fit-out, Dubai; Leo Burnett HQ, Dubai; Loft Apartments, Abu Dhabi; Qasr Al Sarab Desert Resort & Spa, Abu Dhabi; Armada Office Building, East Kimberly Regional Airport, Australia; Karratha Leisure Center, Australia; West Kimberley Regional Prison Forward Works, Australia.



## ALI MOMEN

### DIRECTOR - OPERATIONS AND BUSINESS DEVELOPMENT

Ali brings over 20 years of experience in the management of multidisciplinary design, construction, and property development in Dubai, Abu Dhabi, Vancouver, and Baku.

He was a Managing Partner of DUBARCH, a Dubai based architectural & engineering firm, where he led several prestigious and renowned projects from inception until successful completion.

With a Civil Engineering background as well as Master of Business Administration degree from the American University of Dubai he brings a wealth of expertise to the team at SIE consultants and his clients.

Notable Achievements: Staff Village Amaala, KSA; Zahra Breeze Townsquare, Dubai; Hayat Boulevard Townsquare, Dubai; Mudon Views, Dubai; Maryam Beach Residences, Sharjah; Umm Hurair/Al Hamriya, Dubai; Qasr Al Sarab Resort, Abu Dhabi; Abu Dhabi Golf Course; Bayswater, Dubai; The Binary, Dubai; Leo Burnett HQ Dubai; Gems International School, Baku; Point Grey Housing, Vancouver



## OMAR SHAFIQ

### ASSOCIATE DIRECTOR - STRUCTURAL

Omar holds a degree in Civil & Structural Engineering and is a Member of the Society of Engineers in Egypt and the UAE.

He is a certified Structural Engineer by Trakhees and Abu Dhabi Municipality with approved Unlimited Licence in Structural Design from Dubai Municipality

Omar has over 20 years of experience in leading Civil/ Structure Design & Supervision teams of different types of projects in the Middle East including Airports, High-Rise towers (50+), Shopping Malls, Hotels & Resorts. Omar is dedicated to his clients and following-up on projects that are under construction as a Site Design Support.

Notable Achievements: Amaala Staff Village, KSA; Amaala Airport, KSA; W Hotel, Al Habtoor Islands Complex, Dubai; Juma Al Majid Tower, Dubai; Al Tayer Tower, Dubai; Saadiyat Rotana Hotel, Abu Dhabi; Al Zahia Shopping Mall, Sharjah.



## KHALID MAHMOOD

### ASSOCIATE - INFRASTRUCTURES

Khalid has 27 years experience in planning and design of Road & Transportation projects as an experienced Highway professional in Middle East.

He has successfully completed a number of key multidisciplinary projects, from concept design to completion stages, and has an extensive design management track record.

Khalid has worked on different infrastructure projects including Expressways, Highways, local roads, road maintenance projects and has extensive experience of Project Management and Tender preparation.

Notable achievements include Saadiyat Island Express-way project Abu Dhabi, Orbital Highway Project in Qatar, Royal Atlantis the Palm Dubai, Abu Dhabi road maintenance project, Abu Dhabi International Shooting Club, , Qatar Education City, Ruwi Wadi Al Kabir link road Muscat Oman.

Khalid has previously worked with Parsons International limited, WS Atkins and Partners Overseas, WSP Parsons Brinckerhoff and Mott MacDonald Pakistan.



## ABDELRAHIM ALY

### ASSOCIATE - HEAD OF MECHANICAL DESIGN

Aly has more than 15 years of professional experience in MEP building services engineering field across the middle east region (UAE, KSA & Egypt) with extensive experience in the Design of Building Services for the Construction Industry with portfolios in Hospitality, Leisure, Commercial, Residential, Educational and Hospital Developments and is familiar with International Design Codes and is proficient in BIM and engineering software.

Goal oriented and Team player with strong leadership skills in leading and managing technical teams to deliver projects within Client expectations.

Over the 15 years' experience, Aly worked for SIEC, KEO International Consultants, Naga Architects and Engineers and Saudi Diyar Consultants.

Notable Achievements: Emaar The Address Dubai Creek Harbour, Dubai; The Address Annex Burj Khalifa, Dubai; Emaar Beach Front PLOT-Z02.B03 Beach Vista, Dubai; Al Sheraa DEWA HQ, Dubai; ANWA Tower by OMNIYAT Properties at DMC, Dubai; LIV Residence by LIV Real Estate, Dubai Marina; King Abdullah Medical City, Makah, KSA.



## MOHAMED BAZA

### ASSOCIATE HEAD OF ELECTRICAL

Mohamed was graduated from Ain Shams University with B.Sc. in Electrical Power Engineering in 2012.

He has over 10 years of experience with 7 years in United Arab Emirates and he has worked on big scale projects in different countries like United Arab Emirates, Oman, Egypt, Morocco and The Kingdom of Saudi Arabia.

Mohamed is a team player with strong leadership skills managing and leading his technical team to deliver projects with great excellence.

Notable Achievements: Intercontinental Hotel, Abu Dhabi; Rixos Hotel, Abu Dhabi; Dibba Sports Club, Fujairah; Marriot Hotel, Ras Al Khaimah; Amaala Airport, KSA; Amaala Staff Village, KSA; PJA Luxury Villas, Dubai; Avenue Mall, KSA; Mina Rashid, Dubai.





**COPYRIGHT**

All materials contained within this corporate profile booklet, including all text and images, are copyrighted and are protected worldwide by applicable copyright laws and treaty provisions. They may not be published, reproduced, copied, modified, uploaded, transmitted, posted, or distributed in any way, without SIEC's prior written consent. The materials in this corporate profile booklet are provided by SIEC for informational purposes only. Illustrations, photographs, computer drawings, etc. may be the property of SIEC, or illustrators and photographers hired by SIEC, its clients and/or suppliers, and are used in this booklet in accordance with individual agreements. SIEC does not grant any express or implied right under any license, copyrights, patents, trademarks or trade secret information. Use of any image (photograph, illustration, computer rendering, etc.) from this corporate profile booklet requires written permission from SIEC and/or any other party, as appropriate.

UNDER NO CIRCUMSTANCES SHALL SIEC, ITS SUBSIDIARIES, OR ITS RESPECTIVE OFFICERS, DIRECTORS, AGENTS, EMPLOYEES AND PARTNERS BE RESPONSIBLE OR LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, EXEMPLARY, PUNITIVE OR OTHER DAMAGES ARISING OUT OF OR RELATING IN ANY WAY TO this corporate profile booklet, THE SERVICES AVAILABLE in this corporate profile booklet OR INFORMATION CONTAINED WITHIN this corporate profile booklet, EVEN IF IT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.


If you violate any of these terms of use or if you misuse this corporate profile booklet, you agree to defend, indemnify and hold harmless SIEC, its officers, directors, partners, employees, agents and licensees from any and all liability including costs, expenses and attorneys' fees that arise out of or are related to your violation or misuse. These terms of use are governed by the laws of Dubai, UAE.

For comments or inquiries please contact: [office@studioi.ae](mailto:office@studioi.ae)

**STUDIO INTERNATIONAL  
ENGINEERING CONSULTANTS**

Emaar Business Park, Building No.3,  
1st floor, Unit 103, Dubai, UAE,  
P.O.Box: 77890

 04 551 9284

 office@studioi.ae

**WWW.STUDIOI.AE**