



# METRE SQUARED

COMPANY BROCHURE 2022

NEW BRAND

## MOOOI

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Inhouse  
design  
studio

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**KSA**  
**IN FULL**  
**SWING**

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M<sup>2</sup> Supplies flooring to  
**The Museum of the Future**

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JUST ONE BAR - DOWNTOWN

Metre Squared is an independent design driven flooring and acoustics contractor that has sustainability at the heart of everything they do. They work in partnership with the worlds leading architects and designers to create imaginative and inspiring spaces.

Metre Squared was born from the desire to do things differently. We strive to make our clients lives easier by providing a range of top international products, local support and exceptional service.

Over the past 3 years we have established ourselves as the preferred flooring contractor of international and local design firms across the GCC region and have completed various prestigious projects across all sectors.

Metre Squared consists of an experienced and enthusiastic team who are committed to offering a full turn key flooring solution for the interiors industry. It is our priority to provide our clients with unrivalled service which has earned us our solid reputation.



*“ We work in partnership with the worlds leading architects and designers to create imaginative and inspiring spaces. ”*



We only partner with the world's leading flooring manufactures to ensure we offer the highest quality products and innovative design by market leaders in sustainability. We are passionate about all things flooring and offer an in-house design studio, technical advice and execution as well as a full after care service.

Metre Squared have also partnered with Moooi to become their distributor in the Middle East. Moooi is a modern Dutch furniture, interior, and lighting design company. Moooi presents creative luxury for a well curated life.

The design community can trust that we will only put forward the very best products that fit the design, budget and time frame of every project.

Our experienced team look forward to assisting you with creative solutions for your projects.





# OUR CLIENTS

facebook



amazon



Google



TikTok



talabat



Linklaters



Microsoft



wework



CBRE



Cartier



accenture



deliveroo



Regus

Waitrose



FitchRatings



SIEMENS



CLIFFORD  
CHANCE





# M<sup>2</sup> HAVE IT COVERED!

CORPORATE | HOSPITALITY | ENTERTAINMENT & LEISURE  
FOOD & BEVERAGE | EDUCATION | HEALTHCARE | RETAIL





# THE ART OF PERFORMANCE

# BOLON

## A THIRD GENERATION FAMILY BUSINESS

Over 70 years ago in Stockholm, Sweden an idea sparked into life. Textile waste became rag rugs and Bolon was born. In many ways, our founder Nils-Erik Eklund was ahead of his time and today, his ability to see opportunity where others couldn't still inspires us.

Today, his grand daughters Annica and Marie keep the spirit alive. Since they took over the company from their parents Lars and Monica in 2003, they have been on a mission – to make Bolon a design-led innovator and fuse the conservative, traditional flooring branch with the boundless creativity of the world of fashion.

[www.bolon.com](http://www.bolon.com)



# INSTALL BY M<sup>2</sup>

Your reliable, capable  
and socially responsible  
flooring contractor.

Install By M<sup>2</sup> has over a decade of experience in designing, procuring, installing and project managing flooring projects in the region.

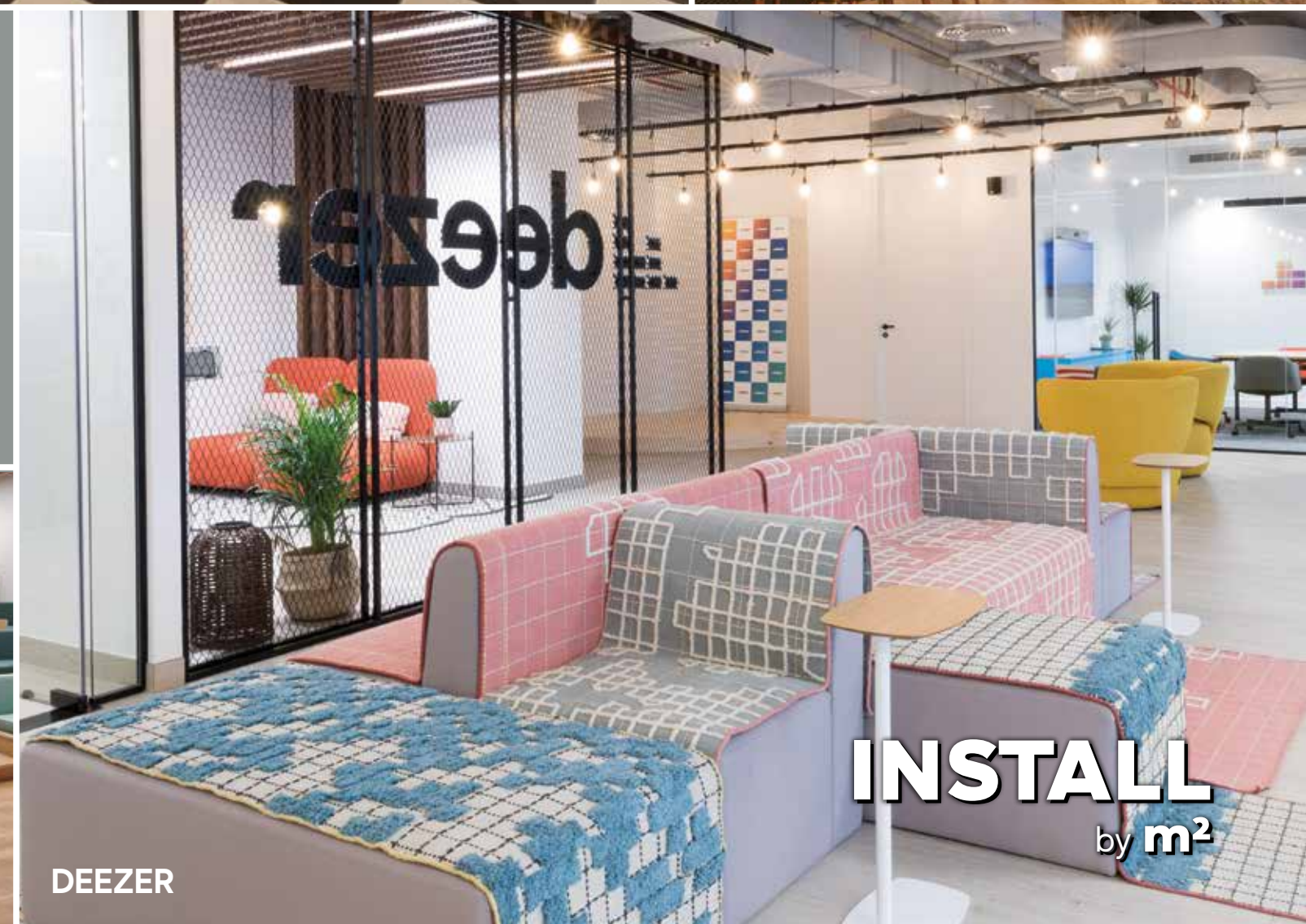
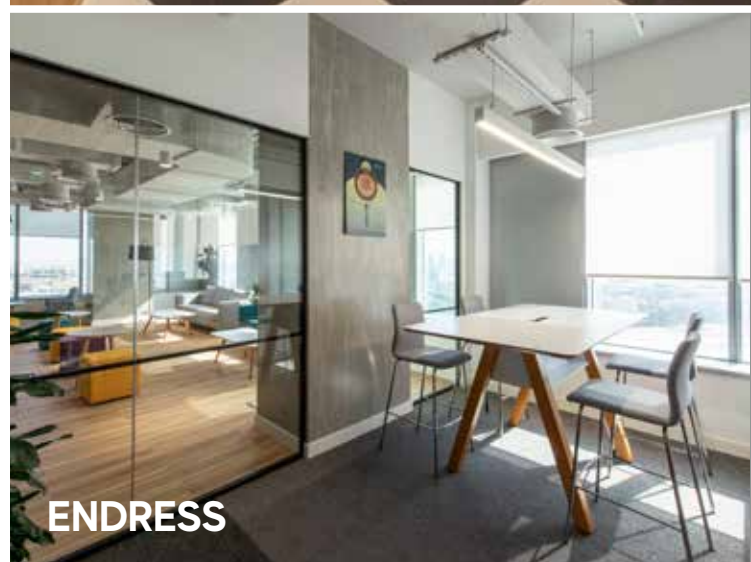
Our team have installed over 1 million square metres of flooring in the UAE. Other than having loads of experience, the team also have amazing technical knowledge and are extremely practical in their approach to challenging installations. Contractors and designers across the region can rely on our team for A to Z executions.

The team have carried out many of the most prestigious projects in the region in all market sectors from commercial, hospitality, retail, to F&B and aviation.

We are here to offer designers, project managers, clients and contractors a professional service for all their flooring requirements. This not only saves you time and reduces costs but also ensures peace of mind.

Our clients include: WE WORK, Deezer, Timeout Restaurant, Vox Cinema, Al Qasr Hotel, QE2 Hotel.

The team at Metre Squared look forward to assisting you with your flooring project.



INSTALL  
by m<sup>2</sup>



# ShawContract



Shaw Contract designs and manufactures carpet, hardwood, and resilient products that give foundation to spaces and support to the people within them.

Small or large, our impacts make a difference in what happens next. They shape the future. They build what's possible. They inspire action. Smarter Impact is our brand vision and promise— it's our call to action to help you act on your power for positive change. It's a simple way to ensure that with each action and decision, we let knowledge lead the way; we put people first; and we are optimistic about our connected power for positive change.

[www.shawcontract.com](http://www.shawcontract.com)

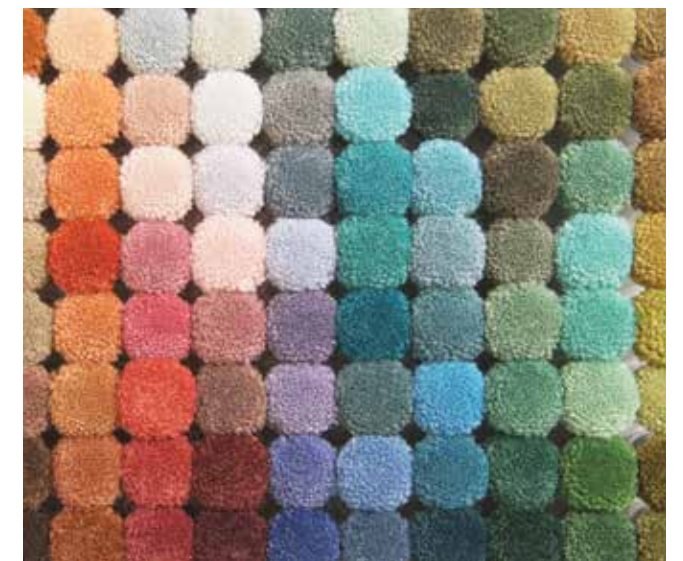


# INHOUSE DESIGN STUDIO

M<sup>2</sup> have many years of experience designing spaces and educating on floors for architects, designers and project management companies alike.

Interior designers work closely alongside our locally based team throughout the entire design process. No need to speak to various people across different time zones, wait for replies or receive different information from different manufacturers.

We are the only company in the UAE to offer a local in-house design service. Having the world's leading brands at our fingertips for all floor finishes we are able to produce various flooring design options quickly that work with the project scheme and budget.



Because we are also contractors, we ensure that every flooring proposal is actually possible. Before the tender stage we offer one clear and concise flooring package document which is easy for contractors to price. No further clarifications will be needed and in turn slow down the tender process.

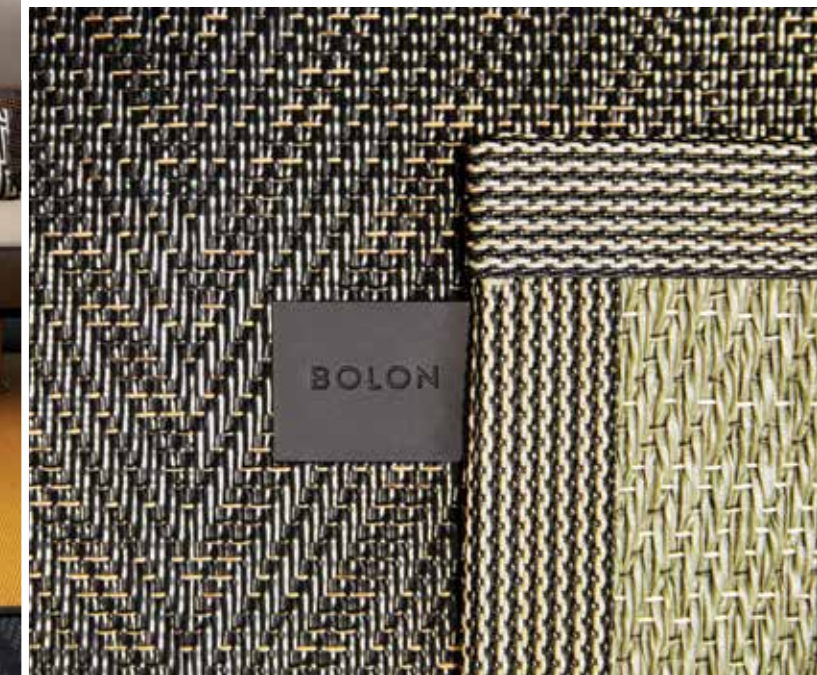
We have consulted on schemes for the regions leading design firms including Gensler, AAID, Say Studio as well as the region's leading D&B companies like KPS, Altayer Stocks, and INC Group.

Throughout the build the designers and contractors have one point of contact. This is invaluable to ensure a swift, hassle free installation.



# METRE SQUARED RUG COLLECTION

We have a wide range of rugs to choose from to suit any space and are able to produce custom rugs to order.



MADE-TO-MEASURE RUGS



By combining the benefits of Bolon flooring with the versatility of a rug, Bolon R delivers endless possibilities. Every rug is made to measure, giving you the freedom to play with sizes and dimensions. The rugs are produced on demand allowing you to choose from all Bolon Original collections and Bolon By You designs. And with eight trimmings available, you can add that extra personal touch to your rug design.

**louis de  
poortere**   
- since 1929 -

[www.louisedepoortere.be](http://www.louisedepoortere.be)



# Mosa.

Mosa tiles enrich walls, floors, facades, and terraces of private, commercial, and public interiors and exteriors in over 50 countries across four continents.

At Mosa, we have a passion for ceramics. For over 130 years, we have been manufacturing tiles using the purest materials and the magic of innovative Dutch design. By embracing the Cradle to Cradle philosophy and being committed to offering the best support, we enable our clients around the globe to create signature buildings that last.

Years of experience and a rich heritage in manufacturing ceramics mean that here, timeless aesthetics meet functionality and master craftsmanship. Today we still design, develop, and manufacture our tiles in Maastricht, where Mosa was first established in 1883.

[www.mosa.com](http://www.mosa.com)





# RAISED ACCESS FLOORING

The most critical factor realized by companies in current workspaces is the flexibility to adapt to changes that are driven by technological evolution, and, accordingly design workspaces that can forestall obsolescence.

In fact, today, the greatest challenge in space management is to make working environments Aesthetic, Efficient & Technologically advanced.

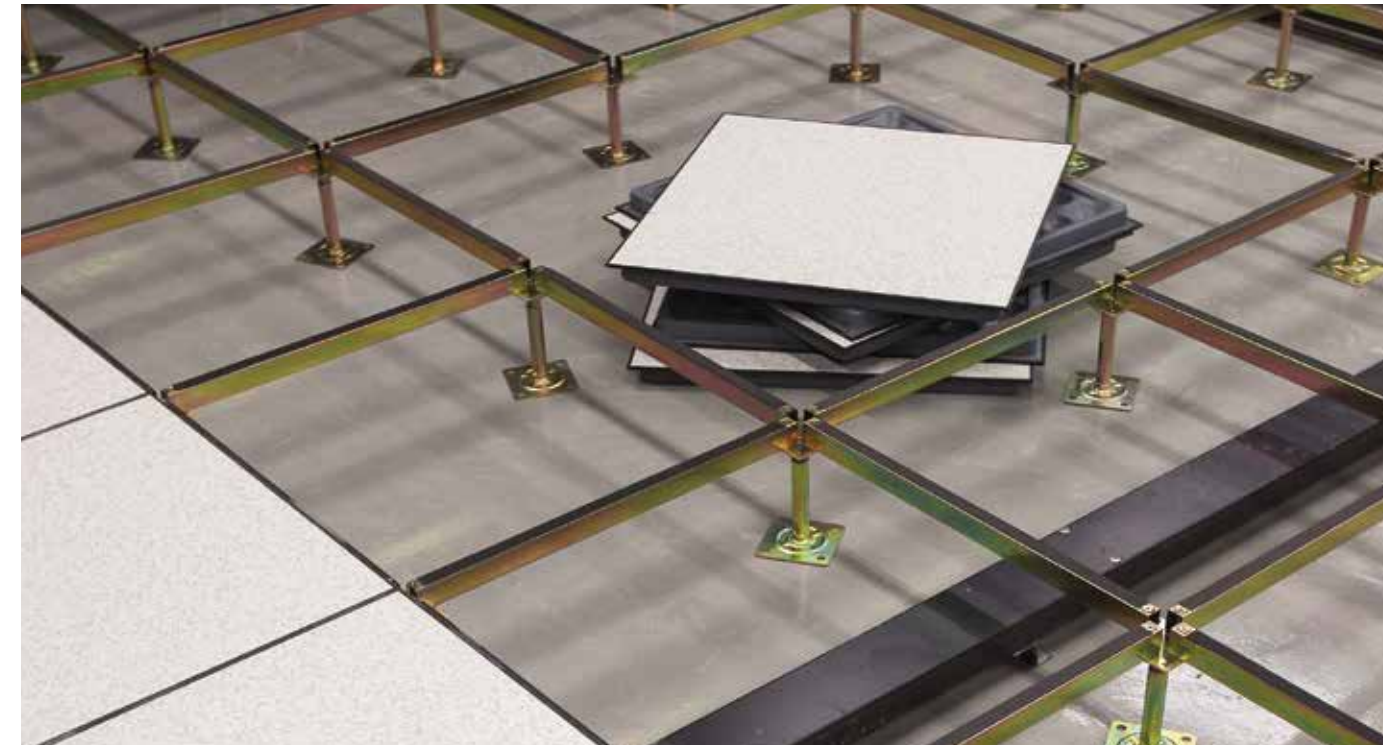
This is where we Metre Squared come in. In our stride to make workplaces ergonomic, we aim to provide our clients with a complete package of Solutions for the Raised Flooring Environment.

Our Divisional Manager, Ryan Correa, has years of experience specifying and delivering high profile projects accross the UAE. Get in touch with our team to see how we can help you with your next project.

**Ryan Correa**

Mobile: +971 50 689 8837

Email: [ryan@metresquared.ae](mailto:ryan@metresquared.ae)



## AT M<sup>2</sup> WE ARE RAISING THE GAME

**Raised Access Floor Systems are the key to flexibility in today's workplaces.**

The plenum beneath the floor can support and facilitate provision of utilities for the present and also enables adding-on in the future as and when required by the organization. In view of the ever changing work flow and employee / technology related needs, Raised Flooring Systems facilitate a hassle-free transition.

Our brand, RAISE by m<sup>2</sup> is primarily a steel-cementitious system with a variety of top surface finishes available. The standard size is 600mm x 600mm and the panels consist of flat steel top sheet spot-welded to an embossed steel

bottom sheet, which is later injected with a lightweight cementitious mixture that solidifies post curing. Thoughtfully designed hemispherical cones on the bottom sheet of the panel enhance mechanical strength and deliver ultimate durability to the system. Our understructure has a sturdy design and ensures that the entire system, once installed, is completely free of any acoustic disturbances.

M<sup>2</sup> systems are available in 3 different performance grades with an option of Bare, High Pressure Laminated (HPL) and Vinyl Finishes.

**RAISE**  
by **m<sup>2</sup>**



MASTERCARD  
DUBAI





**amtico**

**DESIGNED  
AND MADE  
IN BRITAIN**  
OVER 50 YEARS  
EXPERIENCE IN  
EVERY FLOOR

The unrivalled range of luxury vinyl tiles at Amtico, coming in a range of palettes and patterns, will bring your flooring vision to life. Our stunning floor have been designed, innovated, and manufactured in Britain by a team with over 50 years experience, thus ensuring that our luxury vinyl tiles will bring an element of luxury and quality to your project.

Because we had the vision to see the possibilities in an integrated range of luxury vinyl tiles and high-performance carpets. A vision that created a market for designer flooring that is not only beautiful but flexible, durable and sustainable.

[www.amtico.com](http://www.amtico.com)



# m o o o i

**MOOOI IS A MODERN  
DUTCH FURNITURE,  
INTERIOR, AND  
LIGHTING DESIGN  
COMPANY. MOOOI  
PRESENTS CREATIVE  
LUXURY FOR A WELL  
CURATED LIFE.**

When Marcel Wanders & Casper Visser started Moooi in 2001, they promised each other to create a legendary brand. Today, after twenty years, Moooi is still inspiring and seducing the world with breathtaking, innovative designs. The extra "O" in Moooi is to convey something extra in terms of beauty and uniqueness.

Our collection is always original, unexpected, eclectic, rebellious and sophisticated and is always on the edge of commercial reality and cultural interest. A well-curated mix of lighting, furniture and accessories that outlast everyday interiors, define personalities of spaces & deliver the extra touch of creativity and beauty that is always unexpected and yet so exquisitely welcome.

[www.mooui.com](http://www.mooui.com)



**LIQUID  
LAYERS CARPET**



**HORTENSIA ARMCHAIR**



**HERACLEUM III LINEAR**



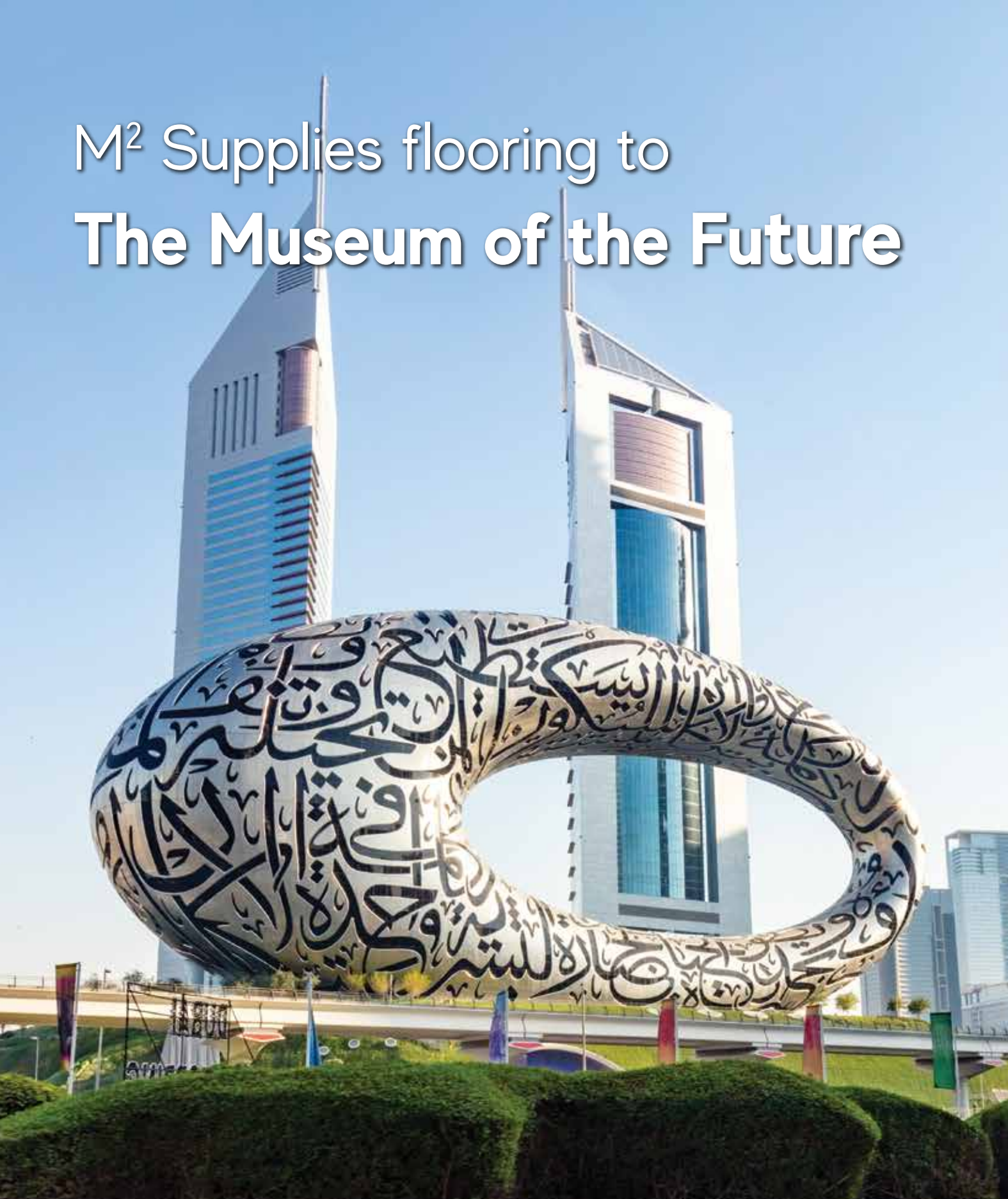
**HORSE  
LAMP**



**MENAGERIE OF EXTINCT  
ANIMALS CARPET**



# M<sup>2</sup> Supplies flooring to The Museum of the Future



The Museum of the Future is home for optimistic imagination, committed to a more sustainable future for all. The goal is to inspire and empower people to positively shape humanity's next chapter.



Flooring supplied: BOLON by Jean Nouvel



“

*Metre Squared is very proud to have been selected to be part of this prestigious project. As soon as this project was first announced we wanted to work on it. It is without doubt one of the worlds most beautiful buildings inside and out. It has been an honour to work alongside such an incredible team to complete the project . Congratulations to everyone who has played a part in this momentous achievement.*

Phil Luxon - Partner



# Featured Project

## Takeda HQ Dubai

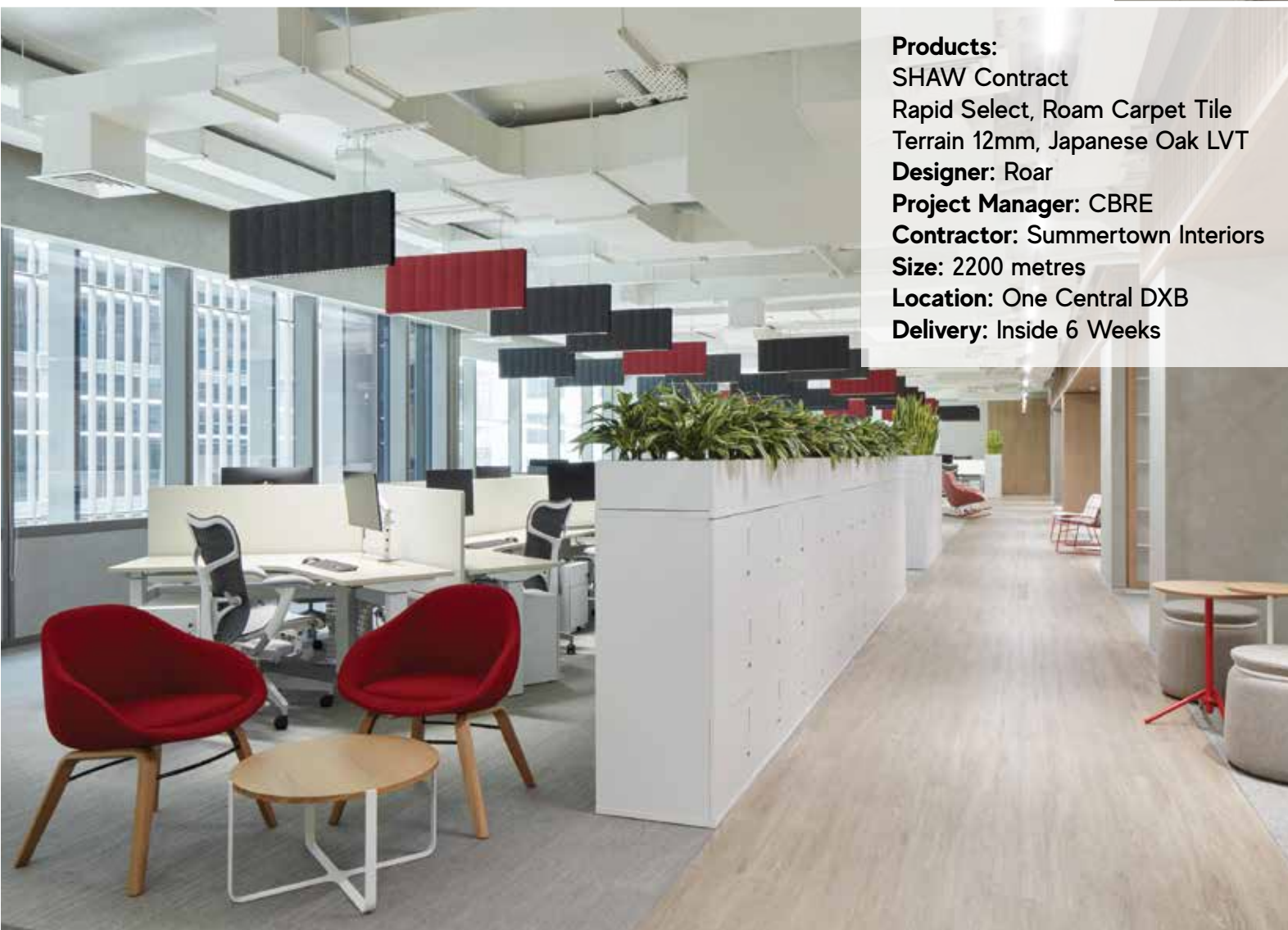
### BY ROAR & SUMMERTOWN



ing. At the other extreme, the space planning used sophisticated mathematical models to find the right mix of private, shared and public spaces.”

### Sustainability

We selected Metre Squared and Shaw to partner on this project because we not only needed a quality and well-designed product but also a contractor that was aligned sustainably. Cradle2 Cradle was a good measure for us for this regarding the product plus we felt Metre Squared’s stance on sustainability is far ahead of other contractors in the region.” Nicola Trivett Project Manager at Summertown Interiors



**Products:**  
SHAW Contract  
Rapid Select, Roam Carpet Tile  
Terrain 12mm, Japanese Oak LVT  
**Designer:** Roar  
**Project Manager:** CBRE  
**Contractor:** Summertown Interiors  
**Size:** 2200 metres  
**Location:** One Central DXB  
**Delivery:** Inside 6 Weeks

Takeda’s stunning new 2,075 sqm office was designed by interior design firm Roar, project management by CBRE, and has been awarded LEED silver certification from the USGBC.

The result of the ‘design and build’ project is a stunning contemporary office with a blend of traditional Japanese design philosophy with modern mathematical efficiency that is anchored in local culture.

Biophilia and natural materials including wood and raw exposed concrete are key to the workspace design alongside the subtle inclusion of the corporate philosophy it calls “Takeda-ism” based on four values: integrity, fairness, honesty and perseverance. Highlights of the workspace include the boardroom inspired by a Japanese tea house, and reception modelled on the ‘genkan’ entrance hallway concept of a traditional Japanese home.

Pallavi Dean, founder and creative director of Roar, commented: “We designed a space around three themes: Japanese values, Emirati culture and data-driven design. At one end of the spectrum it is very artistic and intuitive, drawing on concepts and materials such as pared back minimalism with wood, raw concrete and paper – coupled with Emirati craftsmanship such as khous handweav-



Summertown Interiors delivered the new Middle East headquarters for Japanese pharmaceutical company, Takeda. Located in the prestigious One Central Development in the Central Business District of Dubai World Trade Centre Authority (DWTCA).



# OBJECT CARPET



## CARPETS HAVE BEEN THE PASSION OF OBJECT CARPET FOR OVER 40 YEARS

The entire range of OBJECT CARPET's flooring stands for longevity and robustness. Our carpets allow architects, companies and private clients to add crisp and vibrant accents in the specific zones of a building. Creating inspiring spaces for working and living. Converting zones of sale and public areas into aesthetic spaces that offer something beyond simply their function.

Made in Germany.

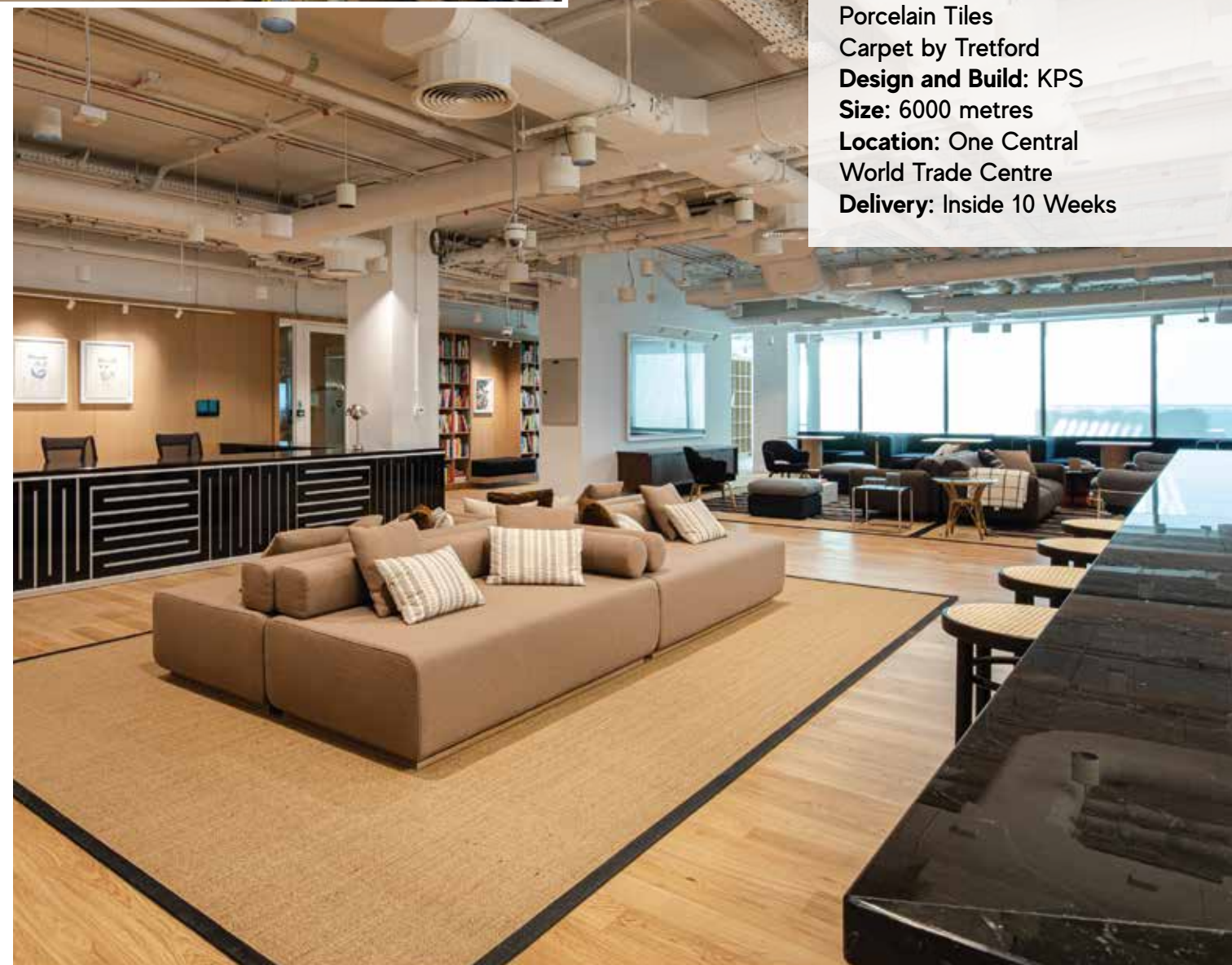
[www.object-carpet.com](http://www.object-carpet.com)





Situated in the The Prestigious One Central, Dubai World Trade Centre, the new WeWork Hub, is a co-working space designed specifically for the modern workforce and their needs. With the design and build carried out by KPS, the interiors concept was based on the culture of the region, and is refreshingly minimal. A rustic yet light colour palette of browns and greys forms the canvas for sleek, stylish furniture that adds a touch of sophistication. Plenty of wood surfaces are accentuated by woven panels and wall designs. The overall interior is fluid with a distinctive theme running throughout that perfectly ties up the open spaces.

Feel free to contact our team for a site visit.  
phil@metresquared.ae



**Products:**  
Timber by Boen  
Custom Rugs  
Porcelain Tiles  
Carpet by Tretford  
**Design and Build:** KPS  
**Size:** 6000 metres  
**Location:** One Central  
World Trade Centre  
**Delivery:** Inside 10 Weeks



# FIRST WEWORK IN DUBAI

This is the first WeWork hub in Dubai. The entire 6000 square feet project was designed, sourced, procured and installed by our team inside of 10 weeks. We supplied the wooden flooring, tiles, rugs and broadloom carpets.





**Sustainability is a topic everyone is talking about but not everyone is doing their part to improve the current situation. Whilst there are many schemes and practices we are planning to introduce in the future we are still leading the way when it comes to reducing the impact on our planet.**

## Full Recycling – Take Back

Whilst we would love to see this happen in the Middle East, the cost does not justify this currently. What we can do with the support of our partners is to send it back to the manufacturer to recycle it .

We are the first company to offer this service. We are offering this to our clients free of charge. Currently the only stipulation is the carpet is purchased from us. We would love to offer this for all manufacturers product but this is currently not possible.

## Offsetting / Carbon Neutral Floors

This can be misleading and is often used by people as a marketing tool. Offsetting is a last resort and should only be utilised for aspects you have no control over for example cleaning and transport. Offsetting a harmful material, or a material produced poorly does not make any sense and needs to be avoided wherever possible.

# SUSTAINABILITY

## Materials

We ONLY use materials that are firstly safe to use, and from manufacturers that go beyond what is legally required of them. Most of our factories use 100% renewable energy, have recycled content and their products are recyclable. We also only use materials that are built to last. All our products carry a minimum 10 year commercial warranty.

## Repurposing

Repurposing is something that we offer all our clients at no additional cost. Over 1 million metres of carpet tile per year goes directly to landfill. We collect this carpet, clean it and either donate it or sell it to customers that require carpeting at a lower cost. Here it will easily perform for many years to come and therefore prolonging it's life and decreasing the impact on the earth.







Welcome to the home of hardwood flooring, ruled by passion, style and craftsmanship.

Our Norwegian heritage of experience and craftsmanship makes our products unique in the international market. With roots and experience that takes us back more than 370 years in time, we get the strength to be bold, innovative and creative. A true passion for trends, inspires our product development and keep us relevant and visible in the rapidly changing world of interior.

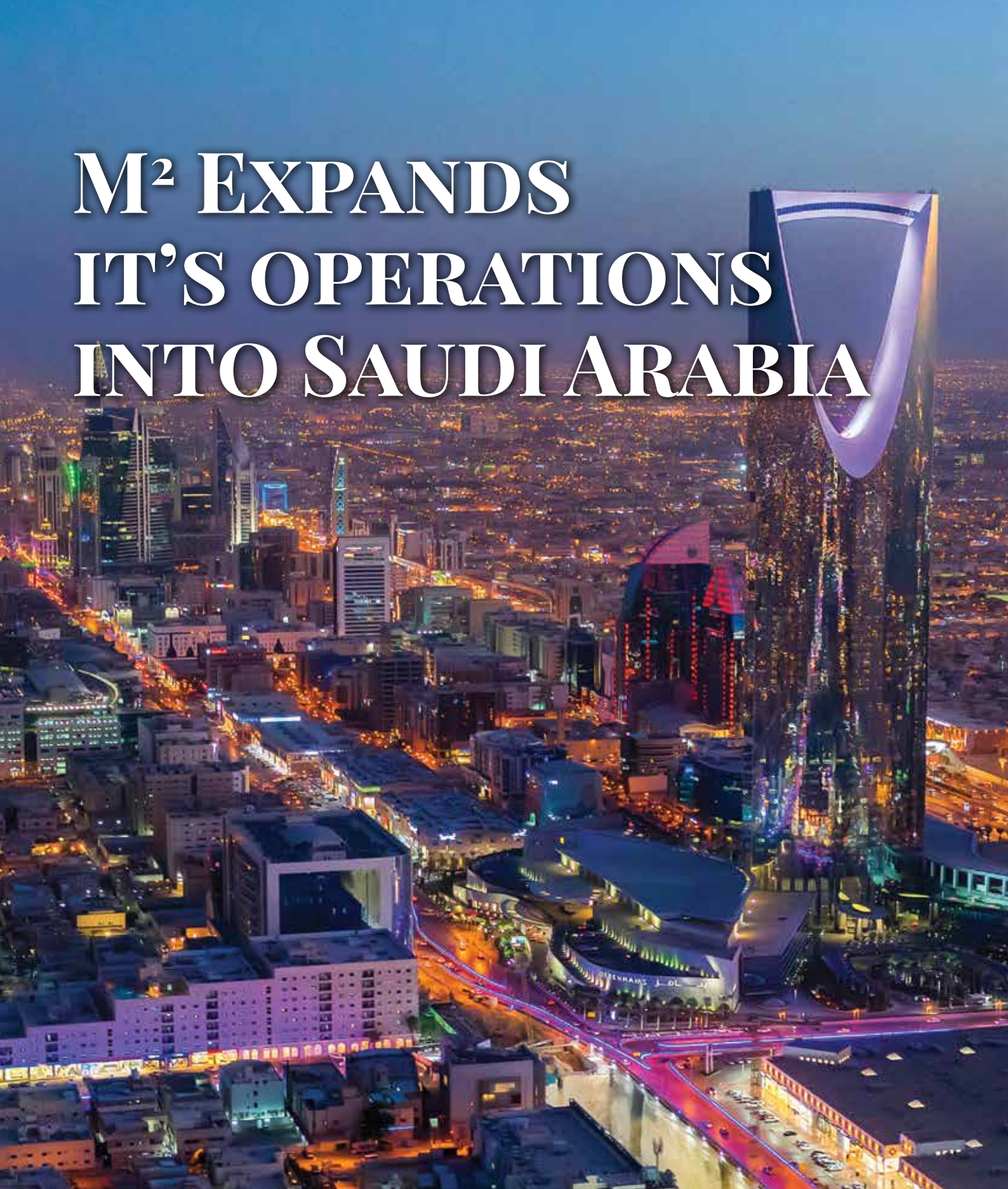
Through continuous investment and production development we have become one of Europe's largest and modern producers of hardwood flooring. With our leading production site in Lithuania, we continue to increase our worldwide market share by offering quality products to our partners. Our products are sold in more than 50 countries, on four continents.

[www.boen.com](http://www.boen.com)





# M<sup>2</sup> EXPANDS IT'S OPERATIONS INTO SAUDI ARABIA



Having supported many designers and contractors on several projects in Saudi Arabia from their office in Dubai, M<sup>2</sup> are very excited in growing a team based in the country.

The move will not only allow the team to better serve their existing clients but will also allow them to promote their exciting brands to the A&D community across Saudi Arabia. Having their own base in the region will give them greater control and clarity around projects, provide customers with a superior service and also enable faster response times.

Our whole philosophy of working across the GCC is to give people the same experience regardless of their location. Saudi Arabia has a very exciting and ambitious plan for 2030 and M<sup>2</sup> are super excited to be a part of what is the most ambitious growth story in the world.

2021 is already off to a great start with several completed projects in Saudi Arabia that include Amazon and Rolex offices plus Nissan's office and showroom.



**Phil Luxon**

Partner

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“

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philosophy of  
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regardless of  
their location.*

Phil Luxon - Partner





# BAUX

**CURSED BY  
SOUND.  
LIKED BY  
ARCHITECTS.  
LOVED BY  
NATURE.**

BAUX was founded on the belief that building materials should be sustainable, surprisingly functional and remarkably beautiful.

BAUX Acoustic Wood Wool Panels & Tiles contain two of the world's oldest building materials, the combination is simple and ingenious. BAUX Acoustic Pulp panel is the first in the world to uncompromisingly combine true sustainability with functionality.

[www.baux.com](http://www.baux.com)





# WHAT OUR CLIENTS SAY

"Metre Squared offers us a one stop hub for our flooring specification needs. The team are knowledgeable, responsive and thoughtful to our designs requirements. They provide us with the confidence that the products are suitable, creatively minded and sensitive to cost and time."

**Stuart Allen - AAID**

"We have trusted Metre Square on many of our most prestigious projects. Every project goes according to plan, great communication throughout the entire process. Nothing is ever too much trouble."

**Marian Halim Kamel Yacoub - Al Tayer Stocks**

"What we like about the team at Metre Squared is their extensive knowledge of materials. They grasp how the spaces will be used and what will not only look good but also be practical for the end user."

**Stuart Allen - AAID**

"Metre Squared understands acoustics well. They are able to find solutions that work in Hospitality without compromising on design or usability."

**Matt Carter - AME**

"Having the ability to design to both budget and timescale is often difficult. Metre Squared knows how to do this well and for this reason alone we will always use the team as our flooring partner."

**Matt Sexton - Say Studio**





**METRE  
SQUARED**

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