





"I am consumed by the influence of design and the grand extent of its spiritual and physiological effects on mankind.

Determined, confident & creative, my vision is one of non-conformity and the importance of reasoning. For one of man's greatest endowments is the ability to be creative, an attribute solely belonging to the race of man. Instead of burying this human quality beneath the dust of conformity, one should embrace it.

I believe absolute freedom is chaos — nothing in the universe is absolutely free. Everything is embedded within laws. The most unencumbered of molecules are bound to the law of gravity and the orbits of colossal planets to their stars.

And within the design, I believe that law is Reason.

Every curve, every colour, every call must have a purpose. Every shelter, every construction, every temple must befit its purpose. If this purpose fails, if one cannot feel safe in their abode, if one cannot reflect in the temple, if a construction contributes negatively to mankind; it is better for that pen not to have scarred the page. Should it fulfil its purpose however, then blessed is the ink that bled upon that page."

**BORHAN**



## HIS SPECIALITY

- Conceptualisation
  - Interior design of retail spaces
  - Branding
  - Interior design of high-end residences
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## HIS CHARACTER

- Philosophical
- Bold
- Creative
- Analytical
- Leader
- Strategic
- Empathetic

## HIS PASSION

Borhan specialises in Interior Design. When he is creating a commercial space, to achieve success, he believes, the philosophy, brand, design and the method of construction are all inseparably inter-linked. When it comes to homes, he sees them as sanctuaries. He designs them with the essence of the resident in mind. Not only should the abode inspire but it should be a reflection of their persona.

Borhan works closely with his client, and oversees all the related faculties and ensures their cohesion to deliver a successful project. He truly enjoys the human connection and practises unparalleled empathy.

And with the completion of almost 3000 homes and 200 businesses, Borhan truly understands the power of design and conceives spaces that are exceptional and evocative.





*“Let the beauty  
of what you love,  
be what you do.”*

*- Rumi*



# RETAIL

Your merchandise, ethos, and brand are all intertwined. When a client walks into your commercial space, they need to be captivated by the design. They should be instilled with a sense of confidence and assured about the quality of your product. Their wants should feel like needs and their desire should embody everything your brand dictates. Although the space should entice enough to infuse a sense of pride, it should never overshadow the product itself.

The purpose of having a commercial space is to sell your product. The colours, textures, flow, music, even the scent should all be pivotal around the product.



The House of Thistle



DESIGN DIRECTOR OF THE  
FOLLOWING PROJECTS:

- Rumoosh Salon
- Focus Hunting Equipment
- Red Crescent
- Beretta
- Black & Roses
- Commander Salons & Spa
- Pink Sugar Salon & Spa
- Thistle Flowers
- Gita Cosmetics
- Calabrese Girl
- Gulf Beauty Salon
- Vermeil Couture
- Art 'n' Move School
- Blu Chocolates
- Funsho Hotel and Resorts

Total Budget of  
\$42,000,000



Focus



Bower and Puffer HQ



Funsho Hotel and Resorts





“You can design,  
create and build  
the most beautiful  
place in the world.  
But it takes  
people to make  
the dream into  
a reality.”

- Walt Disney



# CORPORATE

The design of the office rests on two pillars. Firstly, a space needs to be created that empowers the brand identity, ensuring the client of the capability and integrity of the firm's vision. The flow of space, the materiality, the furniture, and even the patterns used need to hark back to the very essence of the corporate identity.

Secondly, it is the art of creating a space that empowers, invigorates and inspires the staff. Being the lifeblood of any enterprise, their comfort, company pride and well being should be the very foundation of any corporate design.







Capital Health



ICLDC



AE 7 Interior

## DESIGN DIRECTOR OF THE FOLLOWING PROJECTS:

- Abu Dhabi Islamic Bank
- AE Seven Morse Consultancy
- Etihad Rail
- FANR
- National Rehab Centre
- Sabah Clinic
- Panorama Recruitment
- Grand Millenium Hotel
- International Golden Group
- Mubadala
- ICLDC Hospital
- Capital Health Clinic
- Endpoint
- Careem
- DP World
- Align Physiotherapies

Total Budget of \$61,000,000





“Architecture is  
the reaching out  
for the truth.”

- Louis Kahn



# HOSPITALITY

The era of restaurants and cafes being only a place to nourish oneself has ceased. Hospitality is now a place to be teleported, to be entertained, to be revitalised physically and emotionally. It has become theatre, a place where all the senses are stimulated.

However, one should also remember that the purpose of a hospitality business is its revenue. Its branding, design, concept, service, and theme should all lead to a profitable project. Everything within its walls needs to entice and encourage the guest to consume.



Royal Biryani





Imago Bar

## DESIGN DIRECTOR OF THE FOLLOWING PROJECTS

- Art House Cafe
- Royal Biryani
- Music Hotel
- Bite Rite Cafe
- Catch
- Blu Chocolates
- Imago Restaurant and Bar
- Slices Deli and Cafe
- Velvet Cafe
- Beverly's Cakes
- Coffee Architecture
- Saeed Cafe

Total Budget of \$33,000,000



Slices Deli



Velvet Cafe





“Beauty awakens  
the soul to act.”

- Dante Alighieri

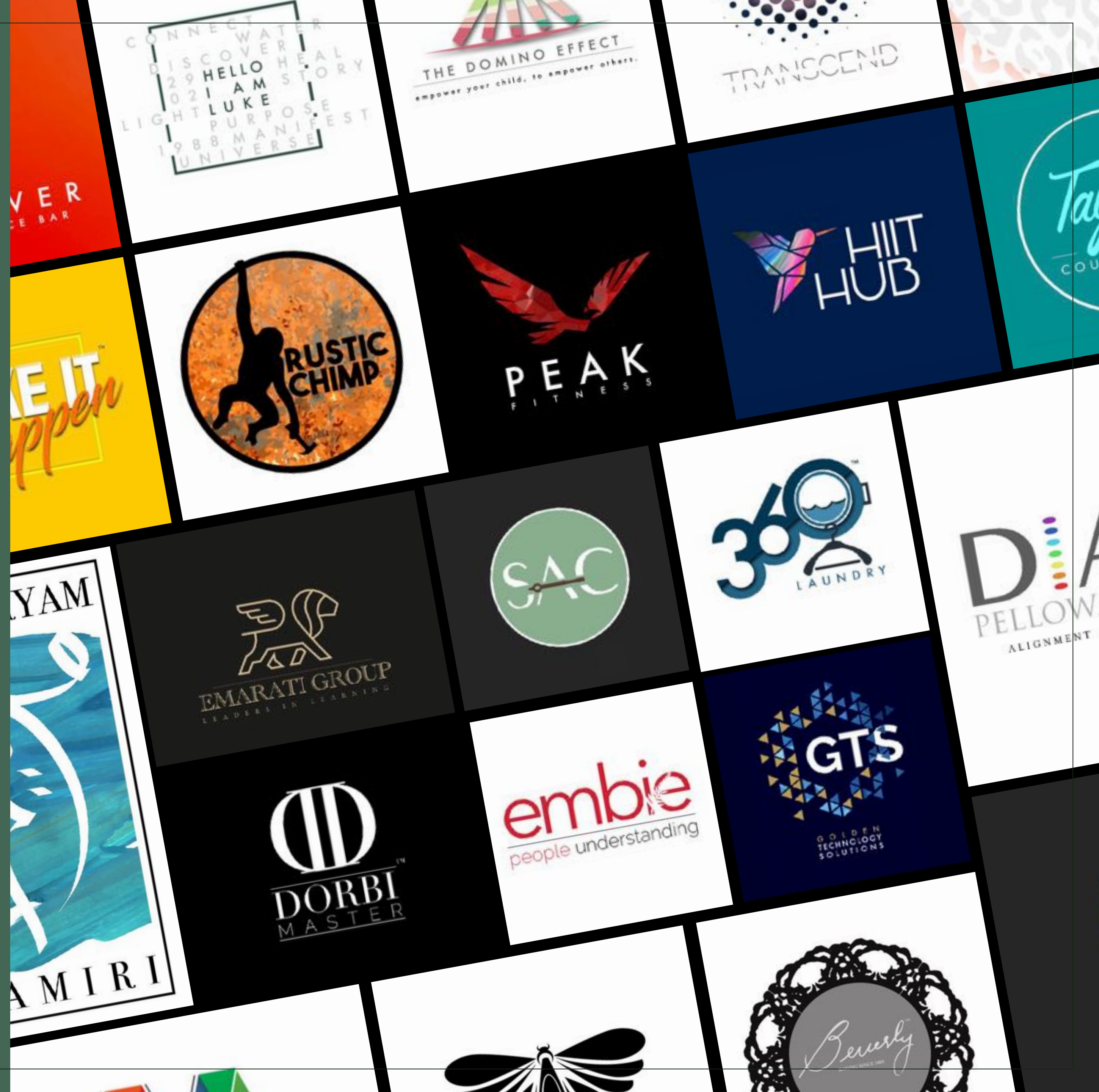


# BRANDING

A business and its particular product need to take the client on a journey of emotive experience. This is Brand.

The tool for this experience is creating a sensation with colours, textures, music and even the scent of the premises. This fused with bespoke service and a unique product creates a formidable business.

When all the elements of a brand, namely, emotive, graphical and product synchronise and become cohesive, you create a business which becomes animated and feels alive.







THEY ARE  
COMING!



IMAGO  
RESTAURANT & BAR



LIFE IN BRISBANE

Rachel  
*loves*





“Design is not just  
what it looks like  
and feels like.  
Design is how  
it works.”

- Steve Jobs







# CONCEPT TO REALITY

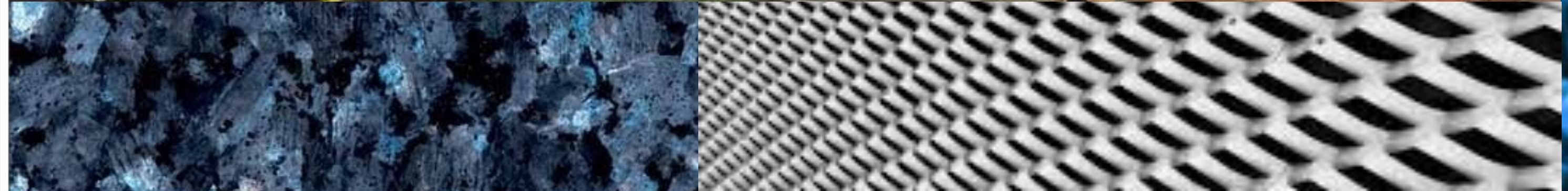
Design Director

The conception of a state of the art medical facility that prides itself as a pioneer within the realms of technology, while being at the forefront of design and psychology.

The space was elegantly designed within the ethos that the process of healing should start not within the bounds of the physician's room, but rather as soon as the patient walks inside.



IMPERIAL COLLEGE LONDON DIABETES CENTRE





# CONCEPT TO REALITY

## Design Director

An Indian restaurant was conceived by delving into the past and being inspired by the era of the great moguls. The majestic elephant and its significance to the kingdom were specifically selected to be the muse of this eatery. Her colours, the texture of its skin, the armor she wore and the presence she demanded became the very brief of the venue.

The seating, the lighting, the music, the food, the logo, and even the cutlery was an homage to her.



# ROYAL BIRYANI





# CONCEPT TO REALITY

Design Director

Enamoured by the beauty of the winged insect, the restaurant transforms throughout the day like the very metamorphosis of the creature. With the walls skeletal, the lights flickering, the colours fluorescent, the space trapping, the food cocooned and the music captivating, you experience the chaotic and pulsating world of their kingdom.





# CONCEPT TO REALITY

Design Director

The first retail store in the UAE to sell firearms to the elite clientele.

The precedents were the elements of the Beretta Gun: the foam that lined the interior of its carry case, the heavy black body, the copper finish of a bullet and the grey mist of its fired smoke. All the elements were fused together and formed the skeleton of the interior.







## CONCEPT TO REALITY

### Design Director

Inspired by the dark and cold cobbled streets of Edinburgh, Scotland, where one is met with a warm and cosy interior as you walk inside. House of Thistle was the first of its kind in the UAE. Most florists create sterile and bland spaces and depend on the flowers and plants to fill up the void. However, this space was created as inviting and personal; one that invigorates and combines the feelings of the old and new, and where the beauty of the flowers and plants is merely the fragrance that finishes the experience.

  
**Thistle**  
the house of





# CONCEPT TO REALITY

Design Director

A hotel was crafted to sit on a hill and fuse with its surroundings. Its terrace like structure with running waters creates a motion that not only directs but also soothes. With rooms inspired by the vernacular spirit of the land that it sits on and with eateries embroidered with traditional tales, this hotel is the first of its kind in the region.

The design embodies emotional, spiritual and cultural elements and their cohesion can only be likened unto a Sufi dance.





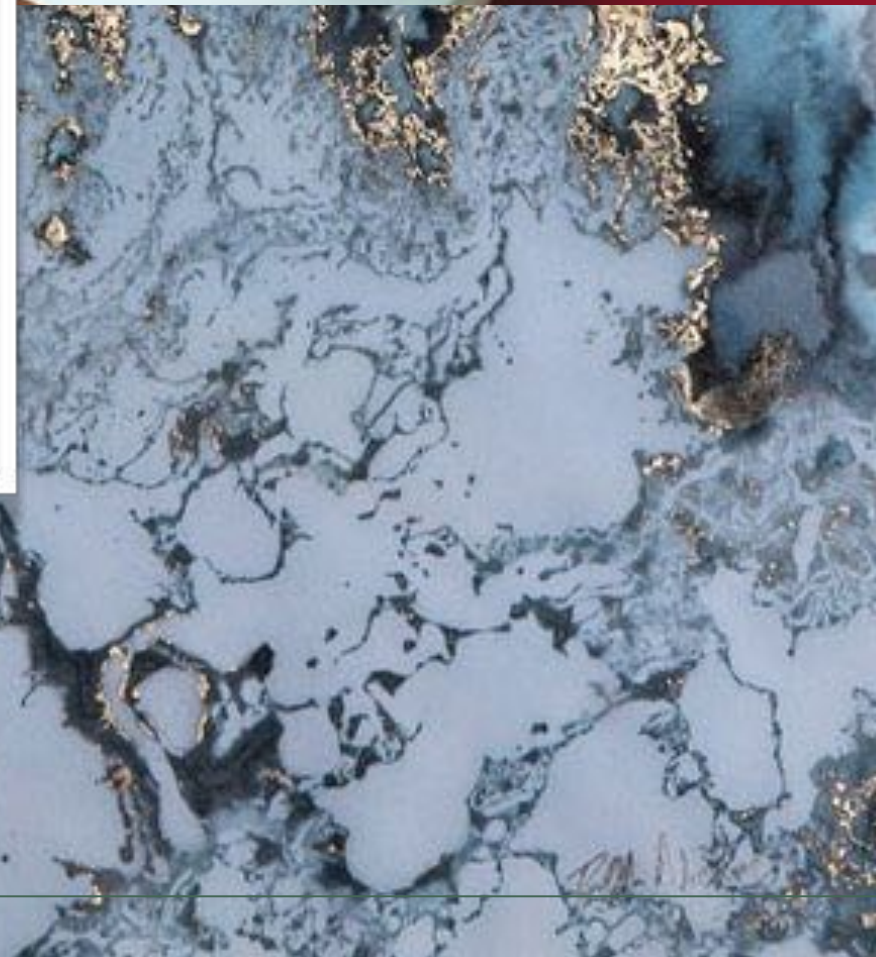
# CONCEPT TO REALITY

Design Director

From inception, Blu was designed to challenge tradition and defy the mediocre. Its rich luxurious feel, infused with a new flare of modernity, creates the most wonderful and tantalising experience.

The design like the method of the creation of its chocolate is avant-garde. The space is a sensation for the mind, the eyes and the taste.

*blu*  
*sine chocolate*





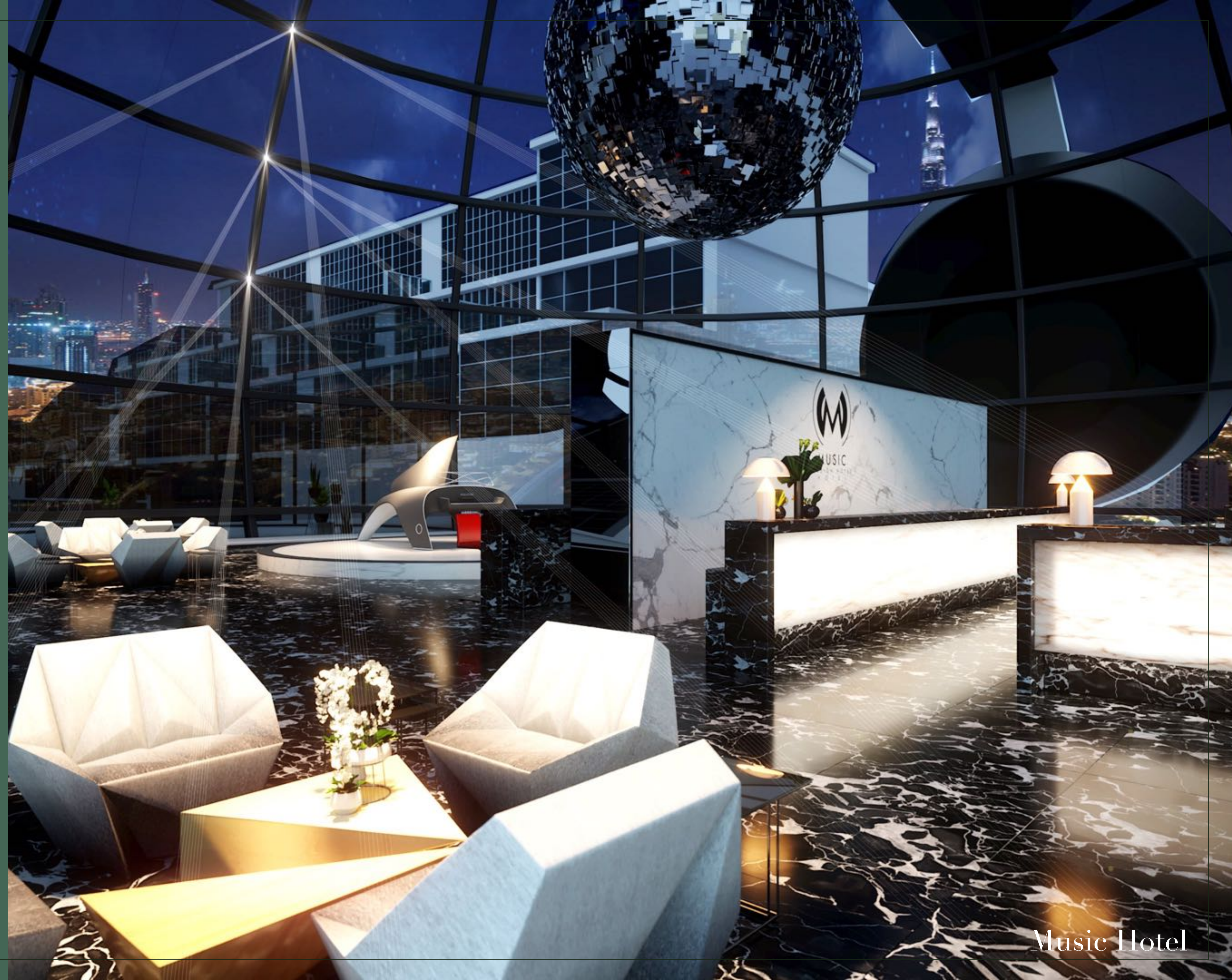
"The seed of creativity will never  
germinate within the infertile dust of  
conformity.

The purpose of every architect, the  
goal of every designer, the yearning of  
a true creator should be the constant  
betterment of humanity and the service  
of all that dwell upon this earth.

This requires vision; a selfless vision, a  
sustainable vision and most importantly,  
a unique vision.

But before the vision is born,  
one must be free:  
from the bondage of fossilised rules,  
from the fetters of fear;  
the anxiety of criticisms,  
the ridicule of non-conformity,  
the anxiety of failure."

**BORHAN**



Music Hotel



