





"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 bound by law. The most unencumbered of molecules are bound to the laws of the quantum realm and the orbits of colossal planets to their stars.

And within design, I believe that law is Purpose.

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; then it is better for that pen not to have scarred the page. Should it fulfil its purpose, then blessed is the ink that bled upon that page."

**BORHAN**



## HIS SPECIALITY

- Conceptualisation
- Interior design of commercial spaces
- Branding

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## HIS CHARACTER

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

## HIS PASSION

Bold. Creative. Strategic. This is Borhan: Interior Design in which philosophy and design are intertwined, creating sanctuaries for the spirit – abodes where every colour, curve and angle holds a purpose. Every decision is made with reason, every facet of the design reflecting his client's essence; Borhan works closely with his clients to deliver designs born of human connection.

An award-winning interior designer with seventeen years of international experience. A creator with a unique vision, yearning to serve through his craft. To him, a commercial space is a sanctuary, a shrine to his client's brand. With this spirit, he has elevated spaces to new heights around the world, from Dubai to London, from Brisbane to Ibiza.

Having designed over 3000 projects, he carries with him a tried and true ethos into every project. He believes in the influence of design; in the interconnectedness of philosophy and brand, of design and method. Borhan truly understands the power of design and conceives spaces that are exceptional and evocative.

This is Borhan.



*“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.



DESIGN DIRECTOR OF THE FOLLOWING PROJECTS:

- Music Hotel
- 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  
\$172,000,000





“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:

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

Total Budget of \$64,000,000



“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.





Imago Bar

## DESIGN DIRECTOR OF THE FOLLOWING PROJECTS

- Jamies Italian
- Jamie Oliver's Pizzeria
- Asylum Nightclub
- Tane Nightclub
- Leftys Music Hall
- Royal Biryani
- Finns McCools
- Retros Club
- Imago Restaurant and Bar
- Slices Deli and Cafe
- Velvet Cafe
- Beverly's Cakes
- Coffee Architecture
- Saeed Cafe
- Bite Rite Cafe
- Catch
- Blu Chocolates

Total Budget of \$43,000,000



Slices Deli



Velvet Cafe



*“Beauty awakens  
the soul to act.”*

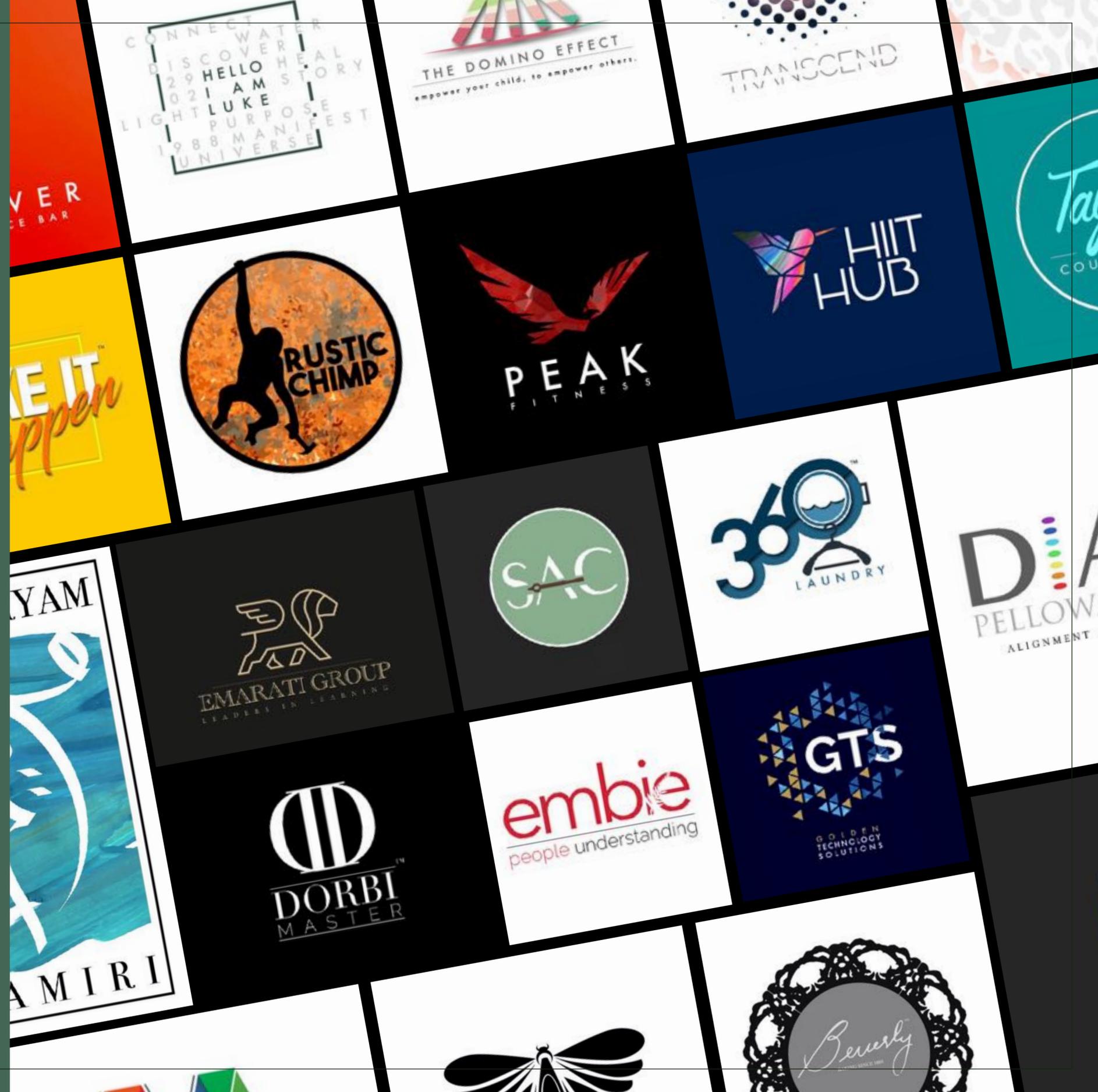
*- Dante Alighieri*

# 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

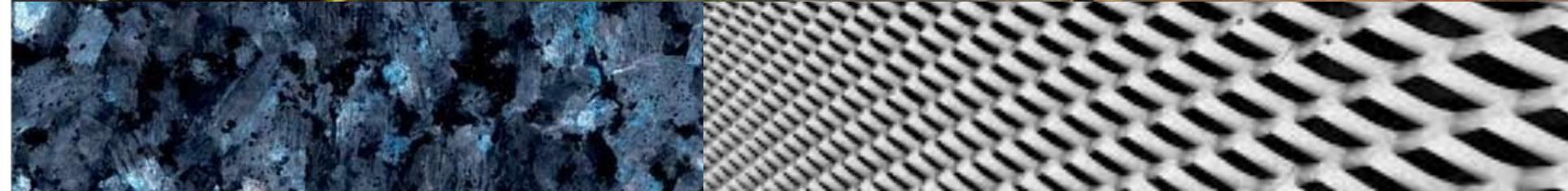
Design Director

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

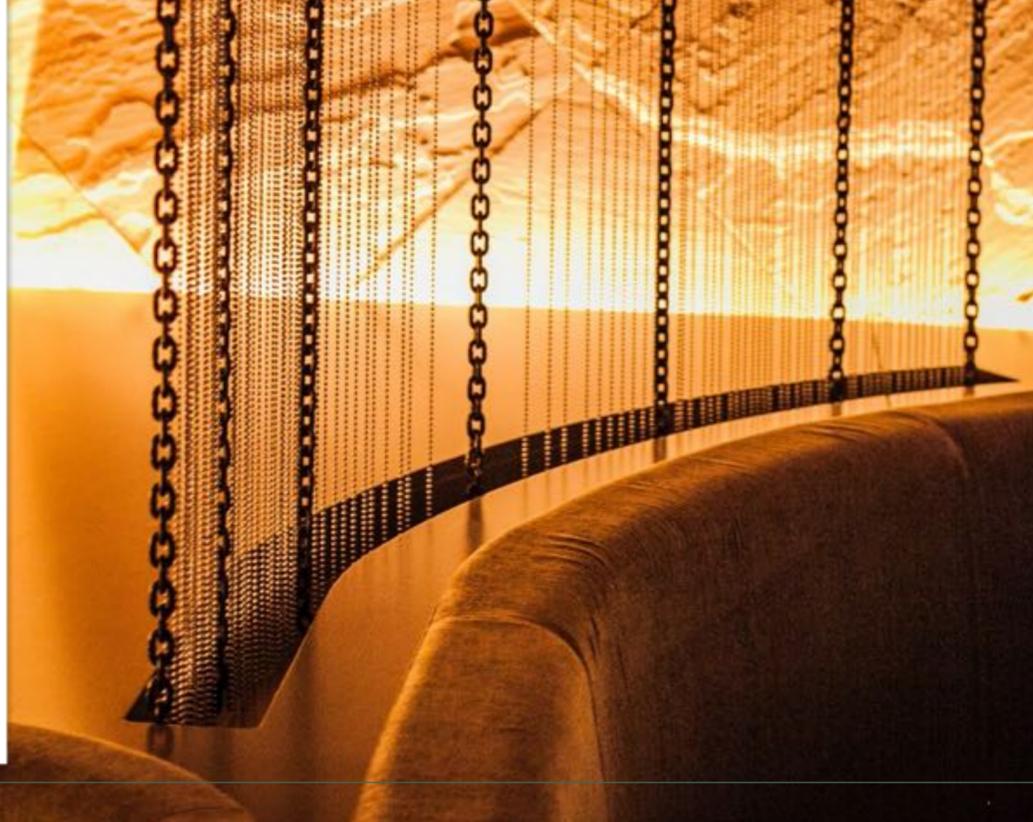
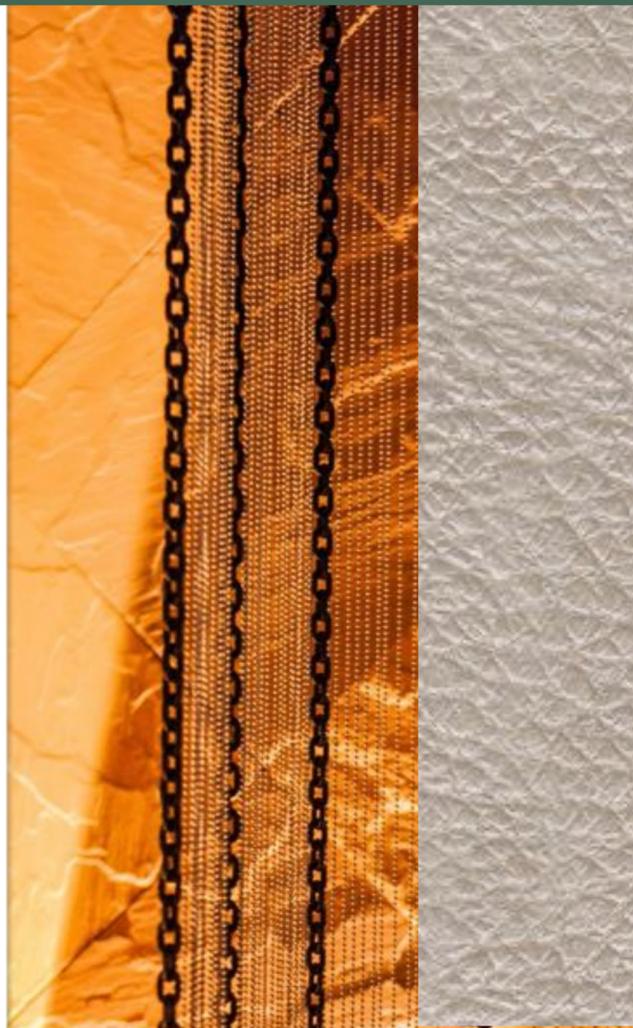
Design Director

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 armour 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 a 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.



**IMAGO**  
RESTAURANT & BAR

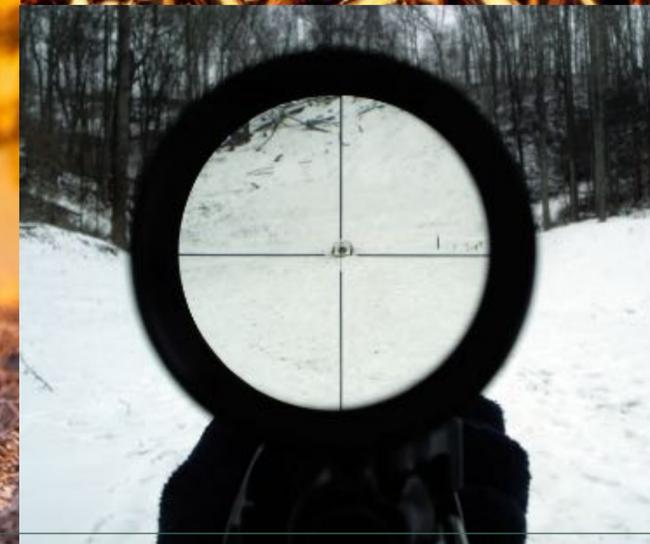


# CONCEPT TO REALITY

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.



# 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.



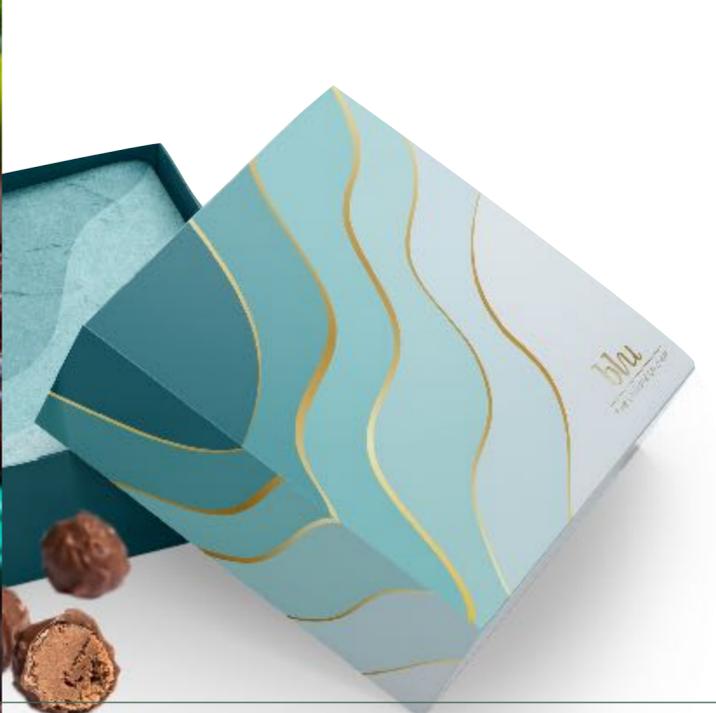
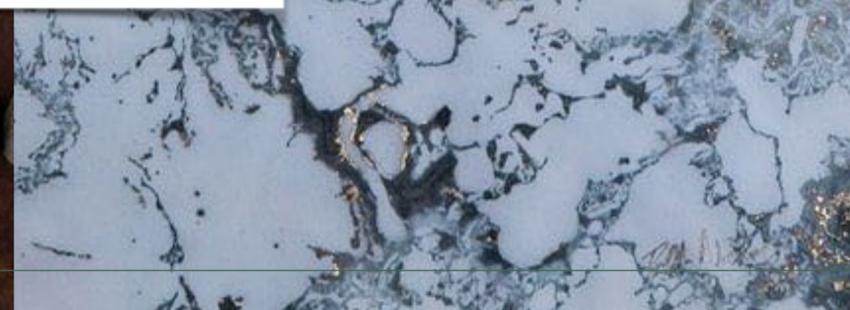
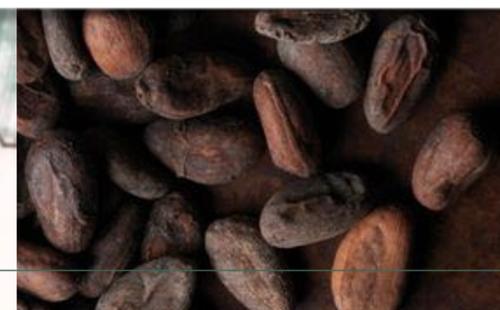
# CONCEPT TO REALITY

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*  
fine chocolate



# CONCEPT TO REALITY

Design Director

When one enters the Asylum, reality is suspect. All reality is perception, after all, and perception is a state of mind... and the mind can be toyed with. Tricked. Warped. To enter the ASYLUM is to enter a distorted truth, to accept that your mind is feeble and that sanity is a lie. It is a space of distortion and freedom, an institution for errant psyches.

Leave your sanity at the door.

# ASYLUM



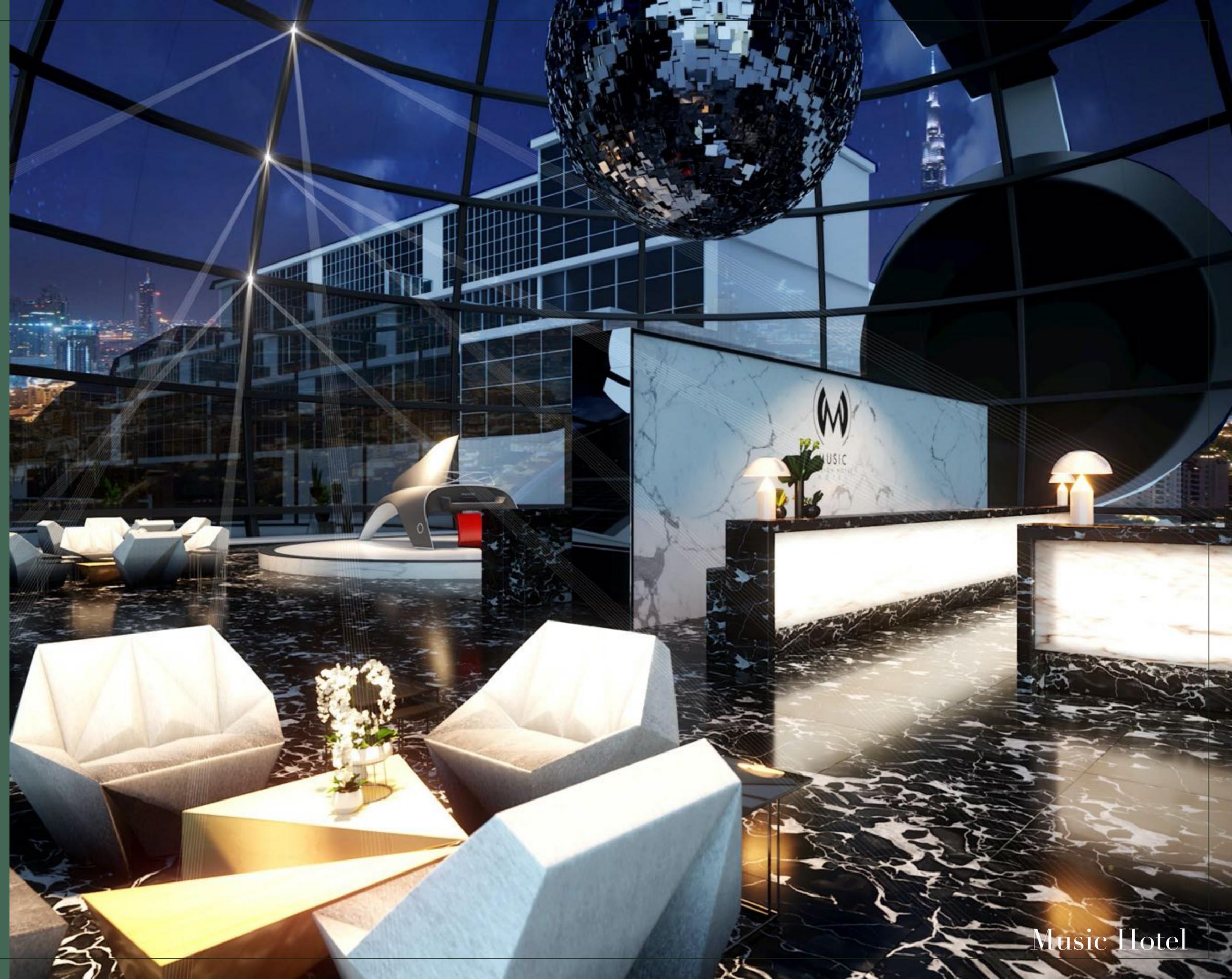
"The seed of creativity will never germinate within the infertile dust of conformity.

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

