



**carter
associates**
Delivering Success



“Carter Associates are trusted partners who, through integrity professionalism and knowledge, help create incredible spaces that enhance peoples lives – adding value and quality to the world.”

We provide project management solutions;
enabling our clients to focus on their core business.

We offer a wide range of services, from strategic advice through to the implementation of short and long-term projects, helping our clients to save time and money, whilst driving up quality and reducing risk. Our collaborative, fresh and determined approach enables us to provide valuable strategic direction, leading to successful outcomes for even the most challenging projects.

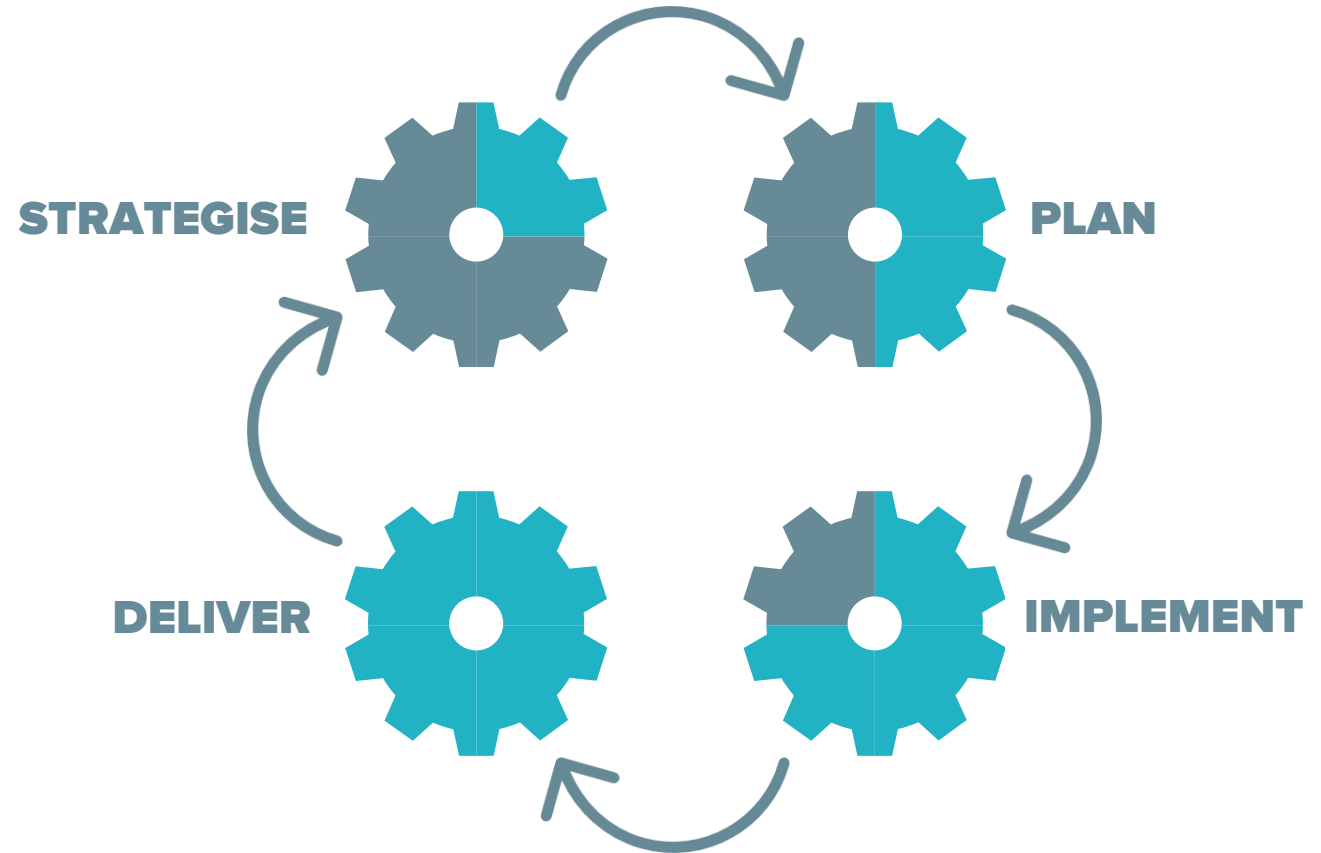
Delivering Success

About

Our aim is to relieve the Client of the burden of dealing with project issues, allowing them to concentrate on their core business.

With our dedicated team and network of professionals, built from over 15 years in the region, we are able to offer a broad scope of services, in a number of different cost models, to deliver the maximum value to our Clients.

We can assist in devising a strategy to meet the aims and objectives of our clients by understanding their needs and aspirations, turning the strategy into an implementation plan and managing the entire delivery process.



Delivering Success

What We Do

We come from a multitude of backgrounds including Engineering, Architecture, Development, Asset Management and Construction.

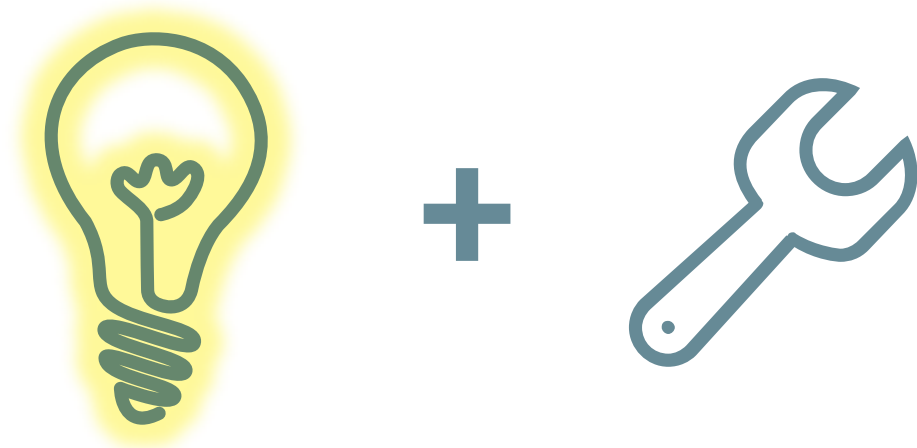
Because of that breadth of knowledge across the construction lifecycle, we are involved very early in a project, assisting our clients with visioning, project strategies, feasibilities and optioneering:

We call that the *'thinking'* part.

Once the objectives are agreed and the strategy is locked down, we then implement the plan and manage the project as a pure project manager or even a lead consultant if that is required:

We call this the *'doing'* part.

Sometimes we're just asked to provide the thinking part, sometimes the thinking part is already done, and we just assist with the doing part. It all depends on our client, the project and where we can add the most value.



Thinking +

Doing

Success

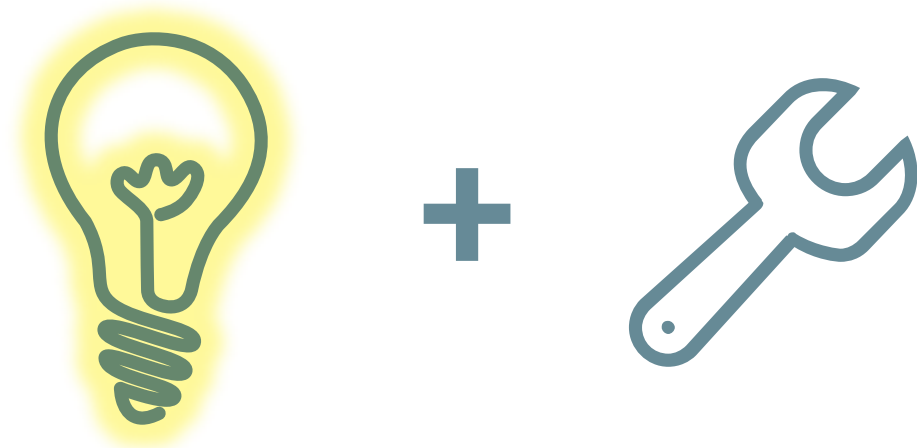
Delivering Success

Our Services

We work with interesting people on interesting projects and provide a wealth of local and international experience, utmost professionalism and a personalised service.

Our services include:

- Project Strategy and Advisory
- Feasibility Studies
- Capital Development Plans
- Lead Consultancy Services
- Development Management
- Design Management
- Client Representative Services
- Brand and Operator Representative Services
- Project Management
- Programme Management
- Post Contract Supervision



Thinking +

Doing

Success

Delivering Success

Some of our Clients

Abu Dhabi
Capital Group

أبوظبي
كابيتال جروب



Delivering Success

Our Projects

Hospitality	Master-planning	Commercial	F&B	Banking
- SHA Wellness Resort, Abu Dhabi	- Al Jurf	- Deloitte	- Jones the Grocer	- RAK Bank
- JA Resorts Jebel Ali	- RAK Business Park	- MAF	- The Collective, Grand Hyatt	- UAB
- Mövenpick, JBR	Strategy and Consultancy	- United Arab Bank Tower	- Café Sushi, Fairmont Bab Al Bahr	- Commercial Bank of Dubai
- Mövenpick, Oud Metha		- Alef Head Office	- Seven Heights, Rixos	- CBI
- Grand Hyatt Hotel, Dubai		- Praxis Head Office	- The Sports Café, Fairmont	- Gulf Finance
- Puro Beach, Jebel Ali Hotel	- Swissotel Al Ghurair	- Control Tower	- Carine, Emirates Golf Club	- National Bank of Oman
- Rixos, Bab Al Bahr	- Mövenpick Bur Dubai	- RAK Bank	- Spike Bar, Emirates Golf Club	Retail
- Fairmont, Abu Dhabi	- Mövenpick JBR	- CBI, Jufar		
- Raffles Bahrain	- Gulf Finance, Dubai and Sharjah	- Gulf Finance, Dubai and Sharjah		Residential
- Sofitel Amman	- Accor Property Improvement Plans	- First Solar		
	- Swissotel Doha	- DEWA		

Our Team's International Experience

We work with interesting people on interesting projects and provide a wealth of local and international experience, utmost professionalism and a personalised service.

Established in the UAE in 2010 with offices based in the UAE, Carter Associates offers project strategy and project management services across the greater GCC.

We specialise in hotels, hospitality, F&B, retail and commercial projects.



A photograph of a modern grocery store interior. The scene is captured from a low angle, looking into the store. On the left, there's a large glass display case or counter area where a few people are standing. The ceiling is high with a complex wooden beam structure and recessed lighting. In the center, there's a glass-enclosed area, possibly a deli or a specialty section. To the right, the store opens up into a larger area with shelves stocked with various goods. A sign for "jones the grocer" is visible on the right side. A blue diagonal overlay covers the left half of the image, and the word "People" is written in white on it.

People

jones
the grocer

opening
hours

take me home
and devour me

Our People

We are a team of dedicated professionals with diverse backgrounds in architecture, real estate, project management, development and construction.

Our experience spans many business sectors and geographies, which enables us to provide the best possible outcome for every project, regardless of size or complexity.



Our People



CRAIG CARTER Founder - CEO

Rixos, Ras Al Khaimah
Accor Consulting
Movenpick, Bur Dubai
Jebel Ali Hotels and Resorts
Swissotel, Al Ghurair Centre, Dubai
Grand Hyatt, Dubai
Staybridge Suites, Dubai and Yas Island, Abu Dhabi
Golf View Hotel, Jebel Ali Dubai
Els Club, Dubai.
UAB Tower refurbishment, Dubai
Deloitte Head Office, Sharjah
Paspaley Luxury Jewellers, Dubai
CBI Regional office and branches, Dubai
CBD branch roll out
RAK Bank Head Office facilities & branches, Ras Al Khaimah
National Bank of Oman Head Office and Branches
Alef Education, Abu Dhabi
Imkan Sales Centre, Abu Dhabi and Dubai
BBK - E Branch, Bahrain
Mina Seyahi Waterpark, Dubai
American Rag, Dubai Mall



NATHAN HONES Partner - COO

Al Jurf Master Planned Community, Abu Dhabi
Imkan Properties Sales Centre / Beach Club, Abu Dhabi
SHA Wellness Resort Hotel & Residences, Abu Dhabi
Damac Towers by Paramount, Dubai
Bay's Edge Serviced Apartments, Dubai
Movenpick JBR, Dubai
Burj Damac Marina, Doha, Qatar
Atrium Hotel / Serviced Apartments, Dubai
Palazzo Versace Hotel, Culture Village, Dubai
Aquum Hotel Apartments, Dubai
Over 9 Jones the Grocer Restaurants, UAE
Festival Centre, Dubai Festival City, Dubai
6 Individual Shopping Centres for ASWAAQ, UAE
Wet'n'Wild Water Park, Sydney, Australia
IKEA / Hyper Panda / 26 Specialty Shops, Dubai Festival City, Dubai
Emirates Sunland Group Head Office Fitout, Dubai
IMPZ Commercial Mixed Use, Dubai
Bridgewater House, Business Bay, Dubai
Boulevard Plaza Towers, Dubai
Al Nahda Residential Tower, Dubai



CLIVE SMITH

Smart City – Command Control Centre & Security Infrastructure, Egypt
National Automotive Innovation Centre, UK
New Office & Labs Ferring Pharmaceutical, Denmark
Sharjah Prison Expansion, Sharjah
Water & Sewage Infrastructure Palm Jumeirah, Dubai
Fibre Implementation Project Canartel, Sudan
3G Network Expansion PT Hutchison, Indonesia
Cooling plant Petronas Methanol, Malaysia
Telecom Network Expansion Alcatel Lucent, Philippines
Production Facility GE Cable, India
Communications & Buildings Infrastructure National Guard, Saudi



PAUL WILLIAMS

Movenpick Hotel and Office Development, Dubai
Expo 2020 Conference and Exhibition Centre, Dubai
Hong Kong Schools Refurbishment, Hong Kong
Hong Kong International Airport, Hong Kong
Commercial Risk Analysis for Police 3G Radio, Hong Kong
Burj Khalifa, Dubai
Various Multi-Phase Residential Developments, United Kingdom
Doha International Airport, Qatar
RBS Corporate Offshore Headquarters, Guemsey
Lexus Retail, United Kingdom



ANGELITO PALICPIC

Grand Hyatt Dubai Rooms Refurbishment, Dubai
Metropolitan Hotel, Dubai
Acacia Hotel, Dubai
Banyan Tree Hotel Al Wadi, RAK
Palazziodel Presidente, RAK
Royal Breeze, RAK
Jones the Grocer, UAE
Spike Bar and Carine, Emirates Golf Club, Dubai
Manar Mall Expansion, RAK
Boomerang Restaurant, Singapore
Expansion of Arrival& Departure Terminal, RAK Airport
New Cargo Hangar, RAK Airport
Rixos Hotel Bab Al Bahr, RAK
Movenpick Hotel JBR, Dubai
Bank of Bahrain and Kuwait, Kingdom of Bahrain
Hilton Garden Inn, Accommodation, RAK
Al Wathba Tower, Abu Dhabi
Al Baniyas Tower, Abu Dhabi
Red Lion bar, Sheikh Zayed Road, Dubai
Don Corleone Restaurant, Sheikh Zayed Road, Dubai



RICHARD ROUND

Bee'ah Headquarters, Sharjah
Qasr Al Jurf , Abu Dhabi
Four Seasons Resort, Hvar, Croatia
DIFC Luxury Apartments, Dubai
Conrad Hotel, Dubai
Al Tayer Commercial Building, Dubai
Ajman Corniche Residence, Ajman
Project SLAM, Ministry of Defence, UK
Deutsche Bank Headquarters, Dubai
Credit Suisse Headquarters, Dubai
MAF Vox Cinemas and Magic Planets, Various, GCC
Tiffany Retail, Dubai
British Petroleum Head Office, Dubai
Jumeirah Beach Hotel Refurbishment, Dubai
New York University F&B, Abu Dhabi
Du Arena, Abu Dhabi
Uptown Cairo Masterplan, Egypt
Dubai Tennis Stadium Upgrade, Dubai
American Hospital Extension, Dubai
Abu Dhabi Airport Expansion, UAE



SIMON ROUTLEDGE

Dryburn Hospital – Durham, UK
Duke of York Square – London, UK
Jumeria Beach Residence – Dubai, UAE
Dubai Marina Promenade – Dubai, UAE
Dubai Marina, Yacht Club & Open Spaces – Dubai, UAE
Various Emaar Residence – Dubai, UAE
Dubai Sports City, Sports Academy – Dubai, UAE
Mudon Community – Dubai, UAE
Akoya Park – Dubai, UAE
The Beach @ JBR – Dubai, UAE



IBRAHIM M

Sports Boulevard, KSA
25Hours Hotel, One Central, Dubai
One Central Dist Development, Dubai
Expo 2020 residential Village Devt, Dubai
Greens Residential Apartment, Dubai
Salboukh Res Compound, KSA
The City Walk Clinic, Dubai
Capital Market Auth Tower, KAFD, KSA
Qortuba Residential Compound, KSA
Hilton Hotel Refurbishment, Sri Lanka
Mawten Hotel, KSA
Symantec Office Fit-out, Dubai
Dubai Mall retail area extension & Pedestrian Link Bridge, Dubai
Al Raha Beach Devt Infrastructure, Abu Dhabi
Uptown Motorcity Residential Apt, Dubai
International Airport Expansion, Sharjah



RENY PINTO

Al Barsha Residence, Dubai
Boulevard Crescent, Dubai
The Opus – Business Bay, Dubai
Le Meridien Minas Seyahi, Dubai
Habib Bank, Dubai
Lamprell Corporate Office, Dubai
Victory Heights Luxury Villas, Dubai
Baker Hughes Regional HQ, Dubai
Lamprell Office Block, Dubai
Enoc Service Stations, Dubai
Persia & Greece Cluster's, Dubai
Villas at Jumeira, Dubai
Dubai Technical College, Dubai



JELICA VUKASINOVIC

Retail, F&B and Residential, Bangladesh
Mixed used Masterplan, KSA
Coastal Luxury Mansions Design, KSA
Mountain Luxury Mansions Design, KSA
Amalfi Villas, Jumeirah Bay Island, Dubai
Bay Avenue Retail Mall, Dubai
Dubai Harbour, Miami Lifestyle Waterfront Destination, Dubai
Soho Garden, F&B Lifestyle Destination, Dubai
Bahrain Marina, Bahrain
Dubai Creek Harbour Retail Bridge and Residential Tower, Dubai
Retail Centre with F&B / Entertainment Precincts, Muscat
Residential Lifestyle Compound, Morocco
Tahlia Street Retail & F&B Destination, Riyadh



Strategy and Consultancy

Jones The Grocer

Global Network Strategy and Roll Out
2016

In 2016 Carter Associates were appointed to advise and drive the network expansion strategy for Jones the Grocer.

Over 6 weeks the strategy was pieced together with the input of the JTG team.

A clear strategy for the global roll out of the brand was delivered developing:

- The typical customer profile
- The countries, primary and secondary cities where these customers live
- An intelligent self assessment site selection schedule
- Preferred regions with primary and secondary locations
- A programme for delivery

Carter Associates further developed:

- A JTG brand book
- Technical Services Agreement
- Franchise pack
- Project Implementation Plan



gourmet food for everyday living



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SHAPING THE FUTURE NETWORK

The 'Global Network Strategy 2016' aims to enable *jones the grocer* transition from a phase of opportunistic growth to a more considered approach to network expansion, therefore providing a clear route to reaching its business objectives.

In recent years network planning has become common place for businesses wishing to align business objectives with a clear and focussed plan of delivery and execution.

The development of this strategy will provide *jones the grocer* with a framework within which to monitor and benchmark the performance of the expansion against the defined business objectives.

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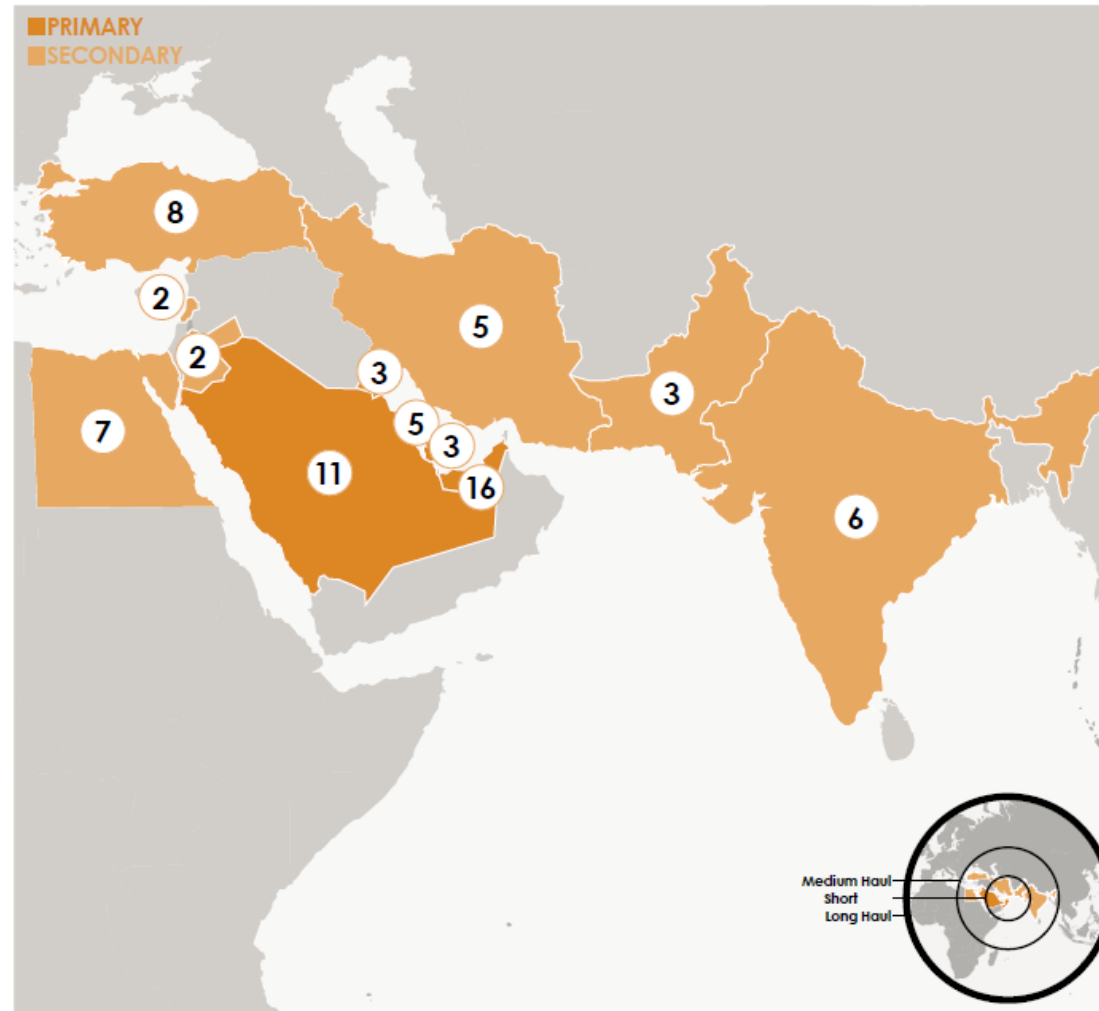
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REGION 01 MIDDLE EAST			
PRIMARY			
Country	City	no. of stores	Population
UAE	Capital: Abu Dhabi	5	603,492
	Dubai	5	1,137,347
	Sharjah	2	543,733
	Ras Al Khaima	1	115,949
	Fujairah	1	62,415
Qatar	Al Ain	1	408,733
	Capital: Doha	2	344,939
	Al Rayyan	1	272,465
Bahrain	Capital: Manama	2	147,074
Kuwait	Capital: Kuwait City	3	151,040
	Capital: Riyadh	5	5,328,228
	Jeddah	3	3,456,229
	Dammam	3	903,597
		35	
SECONDARY			
India	Delhi	2	12,791,000
	Mumbai	1	16,368,000
	Bangalore	1	5,687,000
	Hyderabad	1	5,534,000
	Pune	1	3,756,000
Egypt	Capital: Cairo	2	7,734,614
	Giza	1	4,028,062
	Alexandria	1	3,811,516
Jordan	Sharm El Sheikh	1	253,124
	Hurgada	1	1,576,238
	Capital: Amman	1	
Turkey	Petra	1	
	Capital: Ankara	1	4,306,105
	Istanbul	5	12,829,960
Iran	Izmir	1	3,276,815
	Ankara	1	955,573
	Capital: Tehran	5	8,154,051
Lebanon	Isfahan	1	1,756,126
	Shiraz	1	1,440,665
	Capital: Beirut	2	1,916,100
Pakistan	Karachi	1	11,624,219
	Lahore	1	6,310,888
	Capital: Islamabad	1	1,829,180
		32	
TOTAL:		67	

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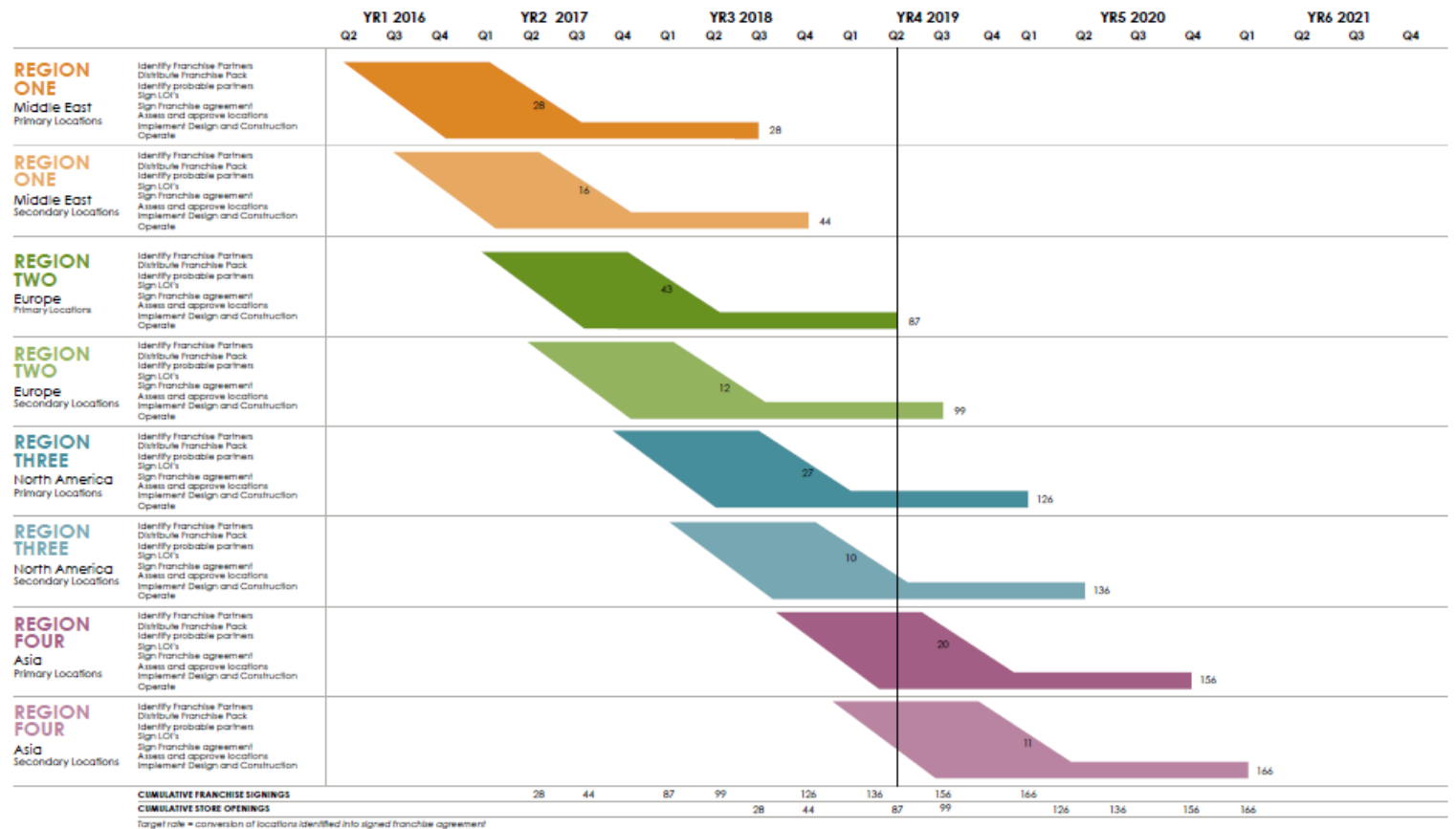
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PROGRAMME



Accor Consultancy

MEA

Ongoing

Working with the Accor Design and Technical Services Team for the Accor Luxury brands, Carter Associates have assisted the team across the Middle East and Africa region across 18 Luxury brands.

Property Improvement Plans for multiple brands for potential acquisitions.

Representing Accor through the refurbishment phase of multiple brands

Representing Accor as the Hospitality Consultant for various new developments across the region

Development of the Accor Programme Area Templates

Development of the Accor Luxury Brand cost benchmarking tool



Raffles Bahrain

D&TS Luxe Middle East
Property Improvement Plan (P.I.P.)
17th March 2019

LUXE

RAFFLES SOFITEL LEGEND SOFITEL Fairmont onefinestay MGallery pullman swissôtel

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RAFFLES BAHRAIN - PIP OVERVIEW



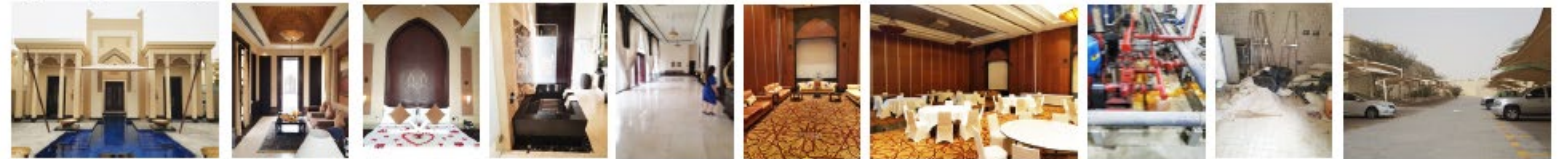
Façade Night & Day – Lobby – Reception – Front of House



Restaurants



Spa – Hydrotherapy - Fitness – Kids Club



Villas – Conference Centre – BOH – Car Park



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RAFFLES BAHRAIN – Property Improvement Plan



Priority 1 Before Re-flag	<ul style="list-style-type: none">• Light Refurbishment of 78 Villas• Refurbishment of Landscaping• Refurbishment of Front of House• Refurbishment of Saffron and Keizo• Spa Study and strategy for refurbishment• A full condition survey, servicing strategy, scheme for plant replacement and servicing should be undertaken• Full IT and security survey and strategy to be implemented• Agreement on permanent ballroom
Priority 2	<ul style="list-style-type: none">• Spa and potentially rooms refurbishment• Pools and gym refurbishment• Rimal refurbishment• Conference centre refurbishment• Kitchens refurbishment
Priority 3	<ul style="list-style-type: none">• BOH refurbishment• Non critical MEP refurbishment



Hotel refurbishment Strategies

Ongoing

Hotel Refurbishment Strategies are crucial in developing a complete understanding of the complexities involved across all stakeholders.

Carter Associates have produced multiple refurbishment strategies which include not only the how, why and when elements of a refurbishment put also push the boundaries of 'how can we reduce operational cost, increase revenue, increase customer satisfaction and increase operational efficiency.

Brands and operators include:

- Hilton Hotels & Resorts
- Marriott International
- Accor Hotels
- Hyatt
- Fairmont Hotels & Resorts
- Rixos
- Mövenpick Hotels & Resorts
- Swissotel
- Grand Hyatt
- JA Resorts
- SHA Wellness Resort



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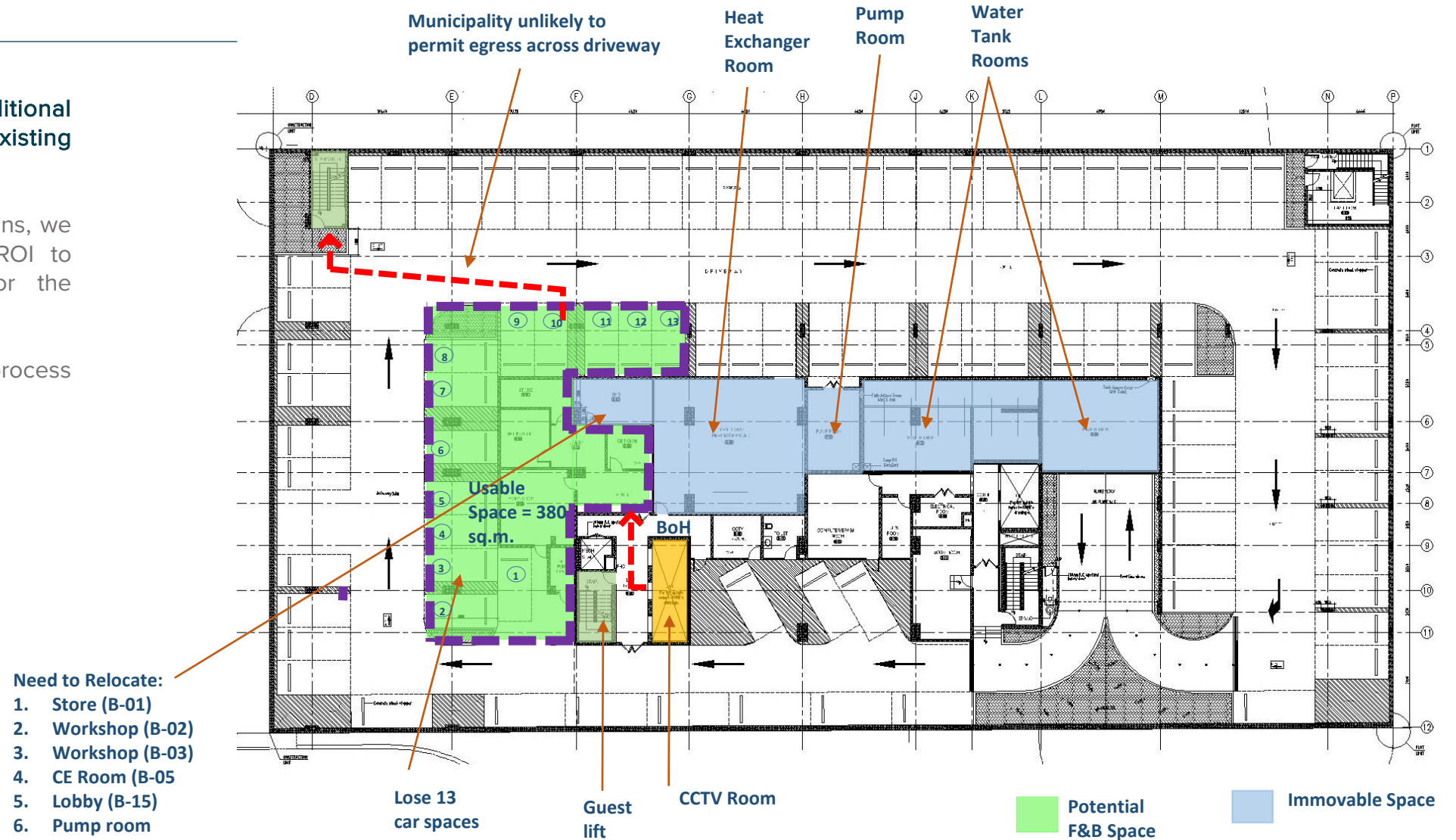
Revenue Generation Studies

Movenpick, JBR

We investigate where additional revenue opportunities existing within existing hotels.

Once we have a few options, we explore time, cost and ROI to ascertain best option for the Operator and Owner.

We then manage the full process from end to end.



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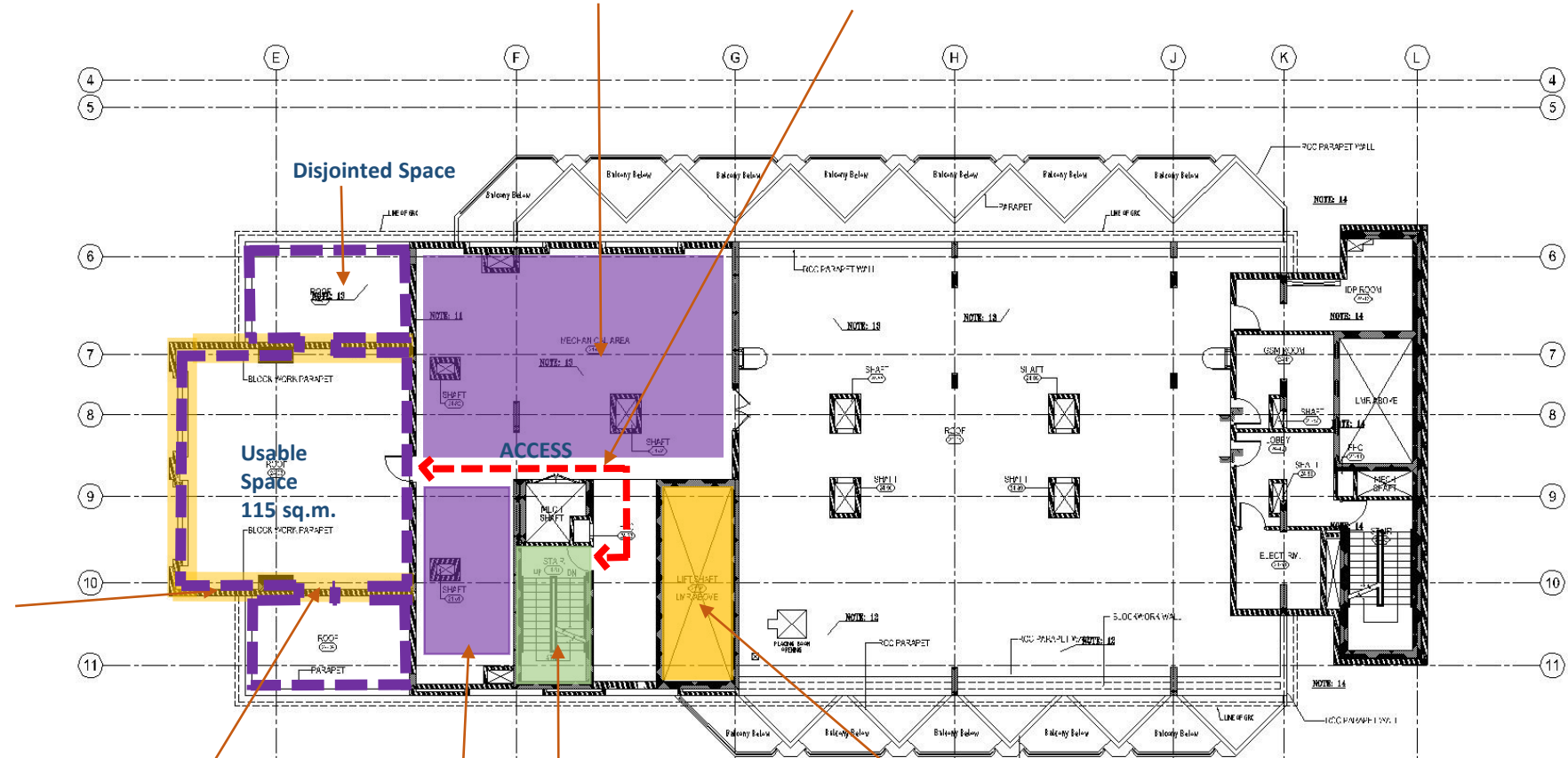
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Walls are very high & significant demolition work to reduce them if they are not acting as shear wall (Full Bldg. Permit required)

Solid walls likely to be shear wall so part of main structure lateral support `so would not be able to be removed easily

Plant equipment cannot be relocated without significant cost

Public access through Plant Room would not be accepted by DCD and DM



Plant equipment cannot be touched

Only one means of egress not permitted by DCD

To access this level, we would need to extend guest elevator to this level & lift up core height by another level

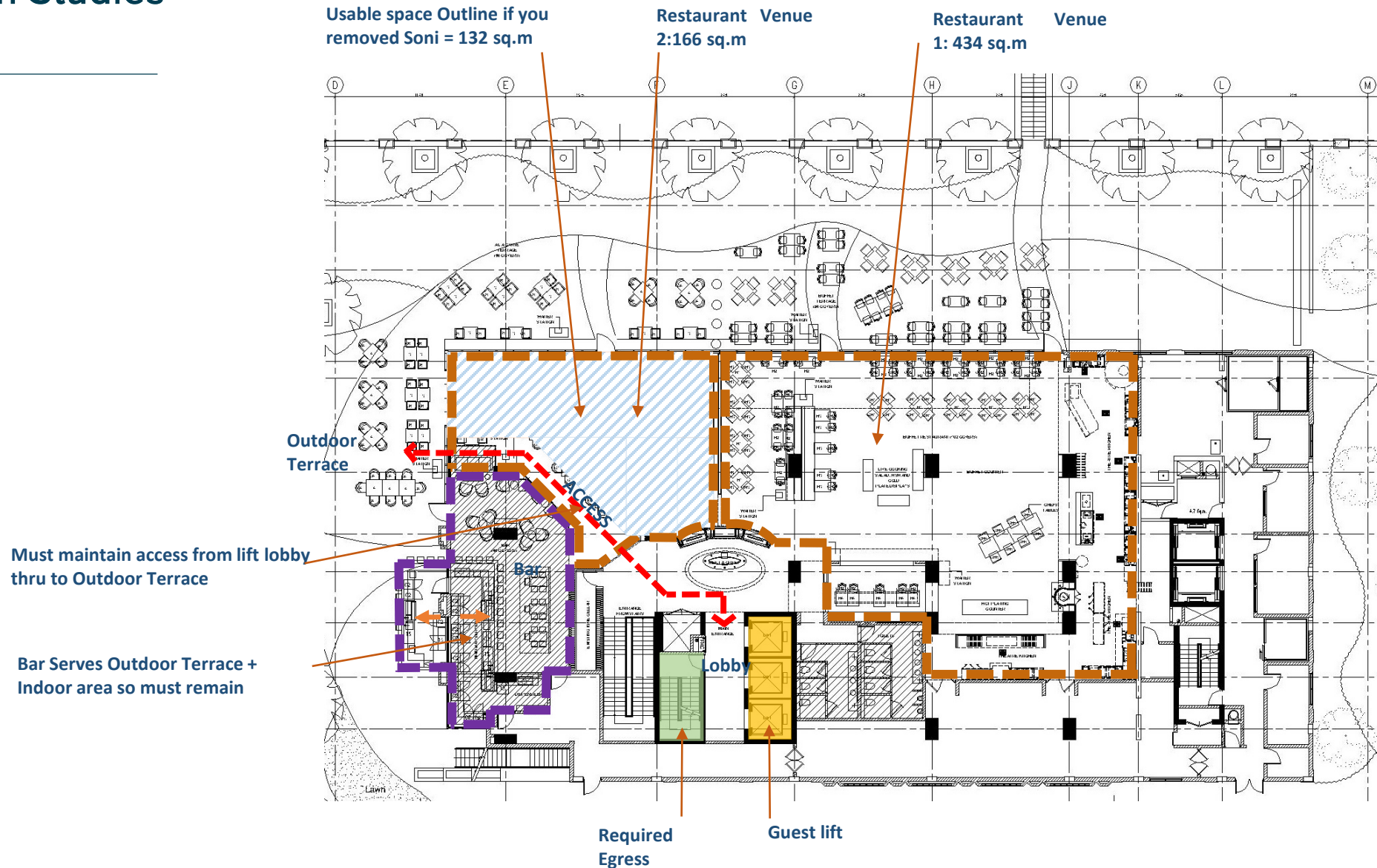
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RAK Masterplan

Ongoing

Working with the Senior Management team, Carter Associates have developed the methodology for a new RAK Business Park.

The initial stages have looked at developing a 'vision' for the project and assembled a feasibility to meets the Clients aims and objectives.

The output of the exercise will inform the phased development of a 20 hectare site with an enviable location and access.



A modern interior space featuring a wide, wooden staircase with glass railings and a polished metal handrail. The staircase is illuminated from below, creating a warm glow. The walls are clad in horizontal wood panels, and a large window in the background shows a blue sky. Numerous small, teardrop-shaped pendant lights hang from the ceiling. A dark blue diagonal overlay covers the left side of the image, containing the word "Projects" in white text.

Projects

SHA Wellness Resort

IMKAN
Ongoing

SHA Emirates Wellness Resort is the UAE's first clinical wellness offering and one of the first for the GCC region.

The development comprises a 112 key hotel, 40 serviced apartments and 60 branded residences set amongst a 111,000 sqm landscaped island as part of Phase 2 of AlJurf development.

The SHA wellness resort with spa and day-patient medical facilities will consist of approx. 44,796 sqm of GFA, with a development cost of AED 500 mil.

The reclamation package consists of 2.4 mil cubic meters of fill at a cost of approx. AED200 mil and is expected to be awarded in Q4 2020 with the overall development completing in Q4 2023.

Carter Associates has a Senior Project Director, a Senior Design Manager, a Senior Contracts Manager and a Project Manager seconded into IMKAN Properties on this project



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One Zabeel “The Link”

Khansaheb Interiors
Ongoing

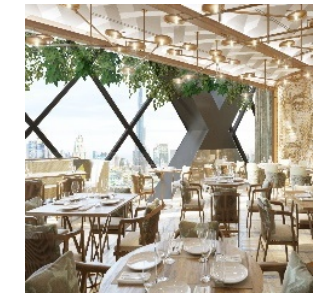
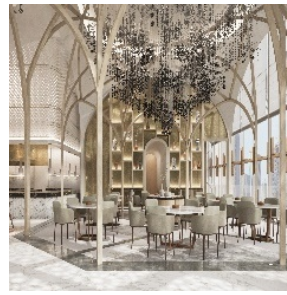
“The Link” is an epic panoramic sky concourse suspended perpendicularly to both towers at a height of around 100 meters.

The 225 meters long construction is made from composite material of steel and concrete and will feature a record-setting 66-meter cantilever providing 360-degree views of Dubai from its viewing platform.

The timeless structure of The Link will house a choice of attractions including Michelin starred restaurants, observation decks, and an infinity pool, providing unmatched immersive experiences and creating a distinctive lifestyle destination.

One Za’abeel is expected to be completed in Q4 2021.

Carter Associates has a Senior Project Manager seconded to Khansaheb Interiors for this project.



One Zabeel “The Link”

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Ongoing

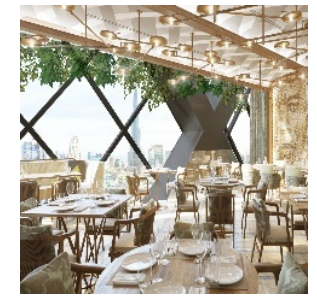
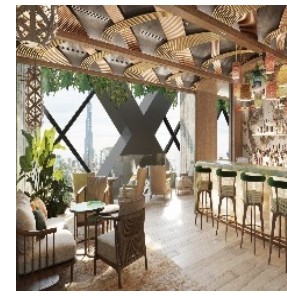
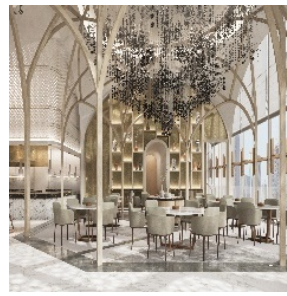
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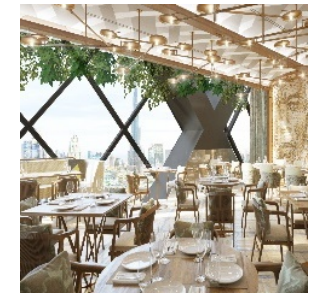
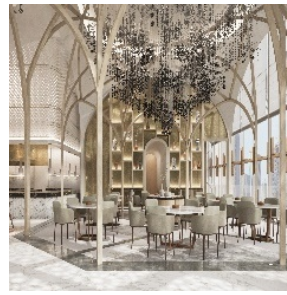
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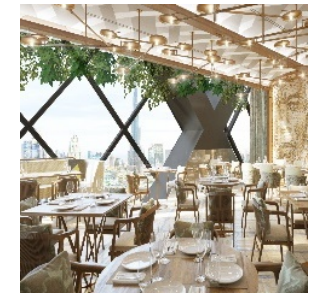
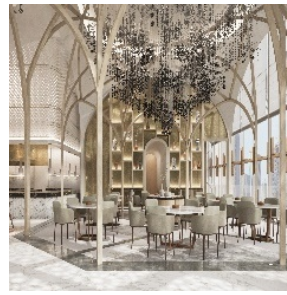
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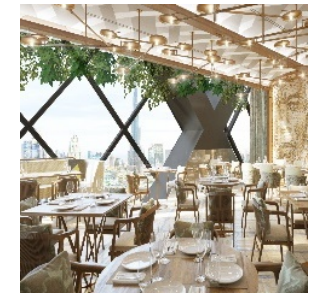
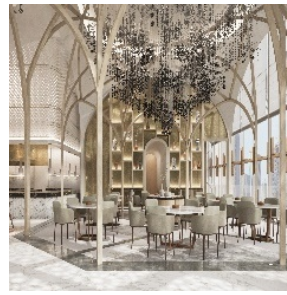
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Royal Suite Refurbishment

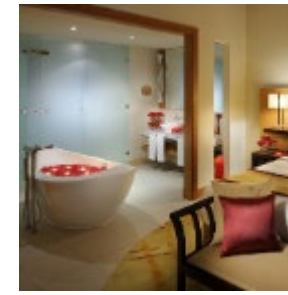
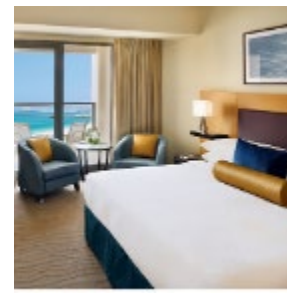
Movenpick JBR
2018

Carter Associates were requested by Movenpick JBR to complete a full asset revenue analysis to identify the most profitable room conversions available with the fastest ROI.

After several sensitivity analyses, we identified the adaptation of one of the existing Royal Suites into four (4) Sea Facing King Suites.

Carter Associates then managed the Design process, the tender process and project managed the interior fit-out to an extremely high quality and within a challenging live hotel operating environment.

The project was completed under budget and 3 weeks prior to the initial expected deadline date.



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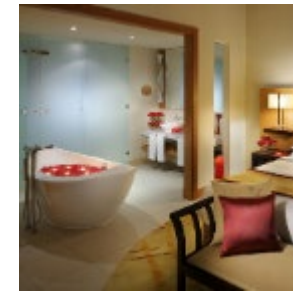
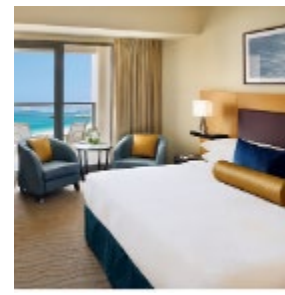
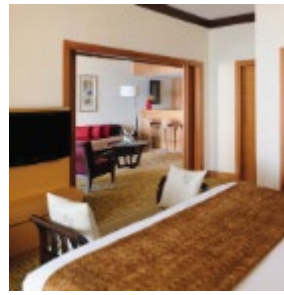
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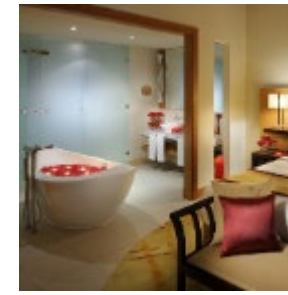
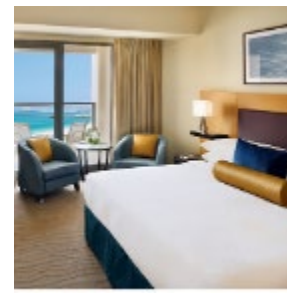
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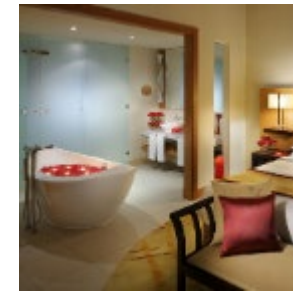
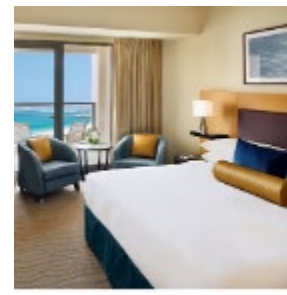
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Temporary Sales Centre

IMKAN Properties
2018

IMKAN Properties required a 'temporary structure' to be designed, constructed and commissioned in an extremely short time period, to use as a VIP Sales Centre pad for the launch of residential sales at Al Jurf

Carter Associates managed the design, tendering and construction process of this temporary structure. The design and approval period took 8 weeks and the structure was erected and commissioned in 12 weeks.

The Sales Centre was specially designed utilizing locally available materials, off-the-shelf lighting and fast tracked procurement of long lead items. Programme was key and all team members were aligned on the goal of completing the building on time.

Temporary power, water, drainage and IT services were procured and the events resulted in a great start to the sales of residential villas for the developer.



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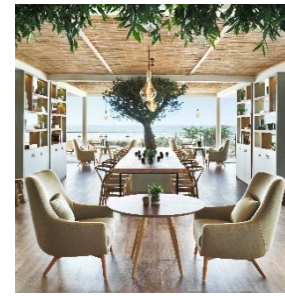
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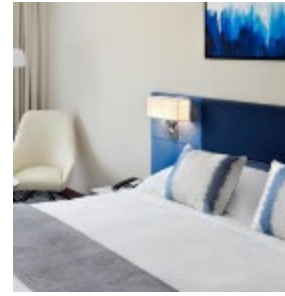
Room Refurbishment

Movenpick, Bur Dubai
2019

Carter Associates worked closely with Movenpick Bur Dubai to identify the most cost-effective room refurbishment strategy available to this busy urban hotel.

The project involved the full refurbishment of the 255 Key Hotel and involved feasibility studies for the hotel serviced apartments.

Carter Associates then worked with the Interior Designer and QS to Project Manage the design and fit-out of two Mock-Up Rooms in order to agree design and budget prior to the completion of the full hotel refurbishment in September 2019.



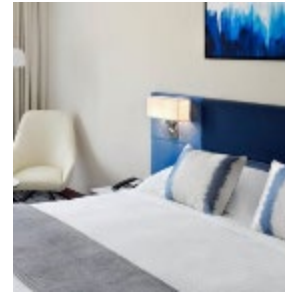
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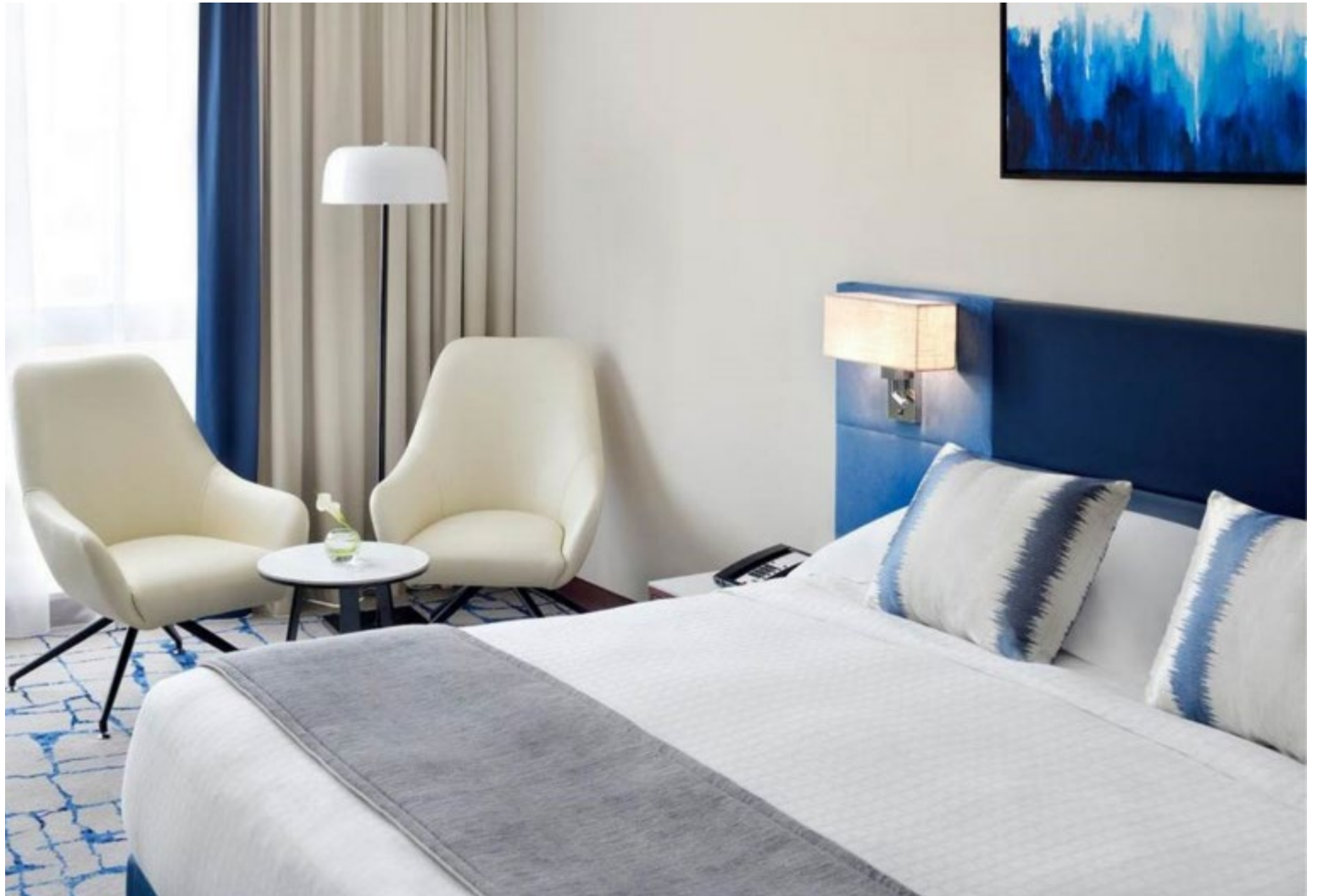
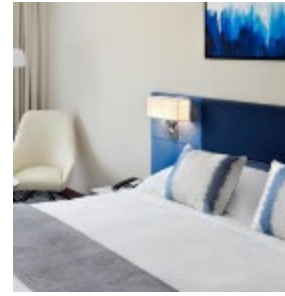
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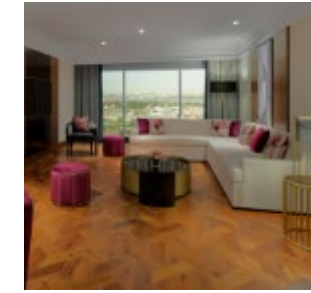
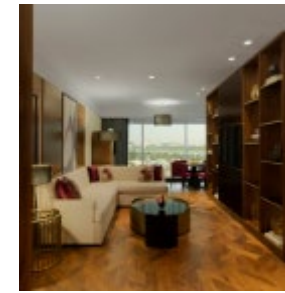
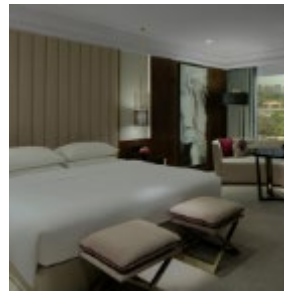
The Grand Hyatt Refurbishment

Grand Hyatt
2017

The refurbishment of a Dubai Hotel Institution whilst in operation.

The number of keys across the property was significantly increased to 707. The first two phases of the project delivered almost 500 rooms within 12 months. LW Design were the interior designers and Interiors International the Contractors.

The completed refurbishment brought this Dubai institution back to relevance within its competitive set and assisted the property in pivoting towards the MICE segment.



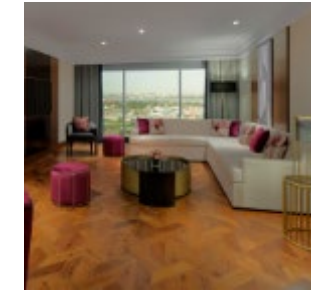
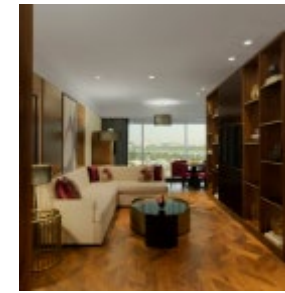
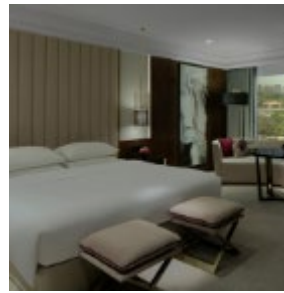
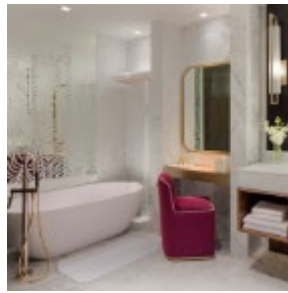
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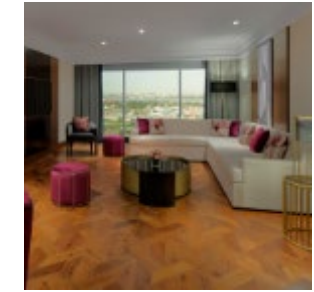
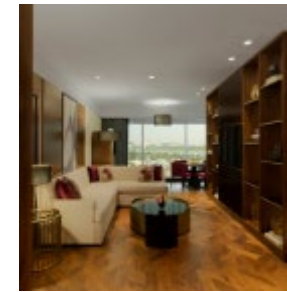
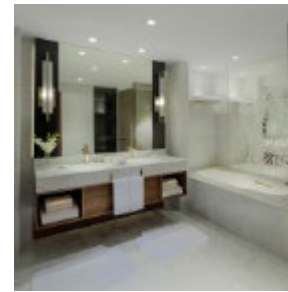
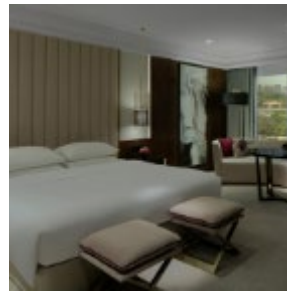
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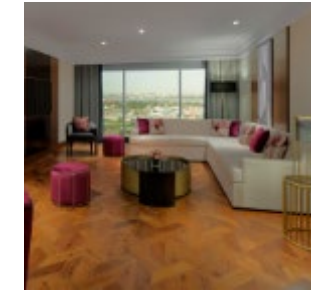
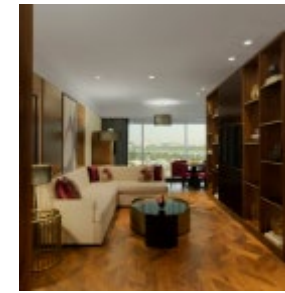
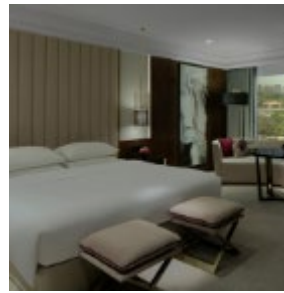
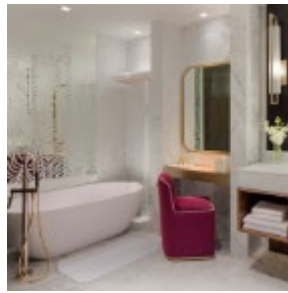
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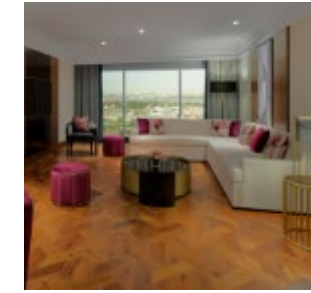
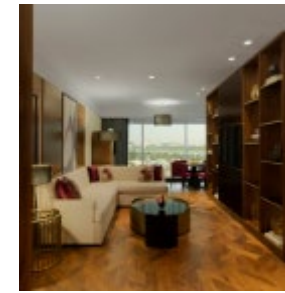
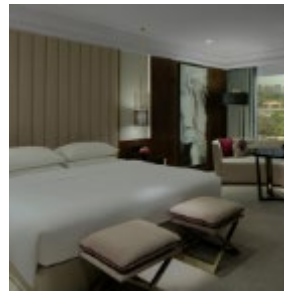
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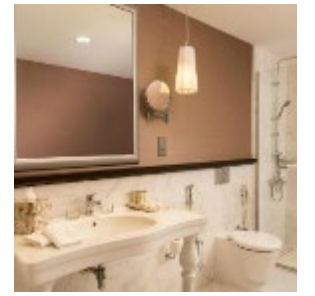
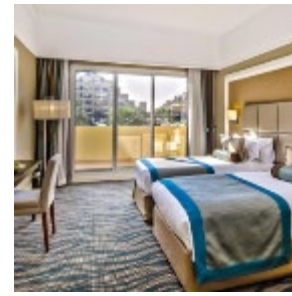
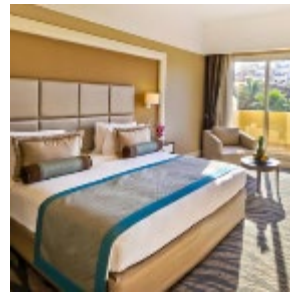
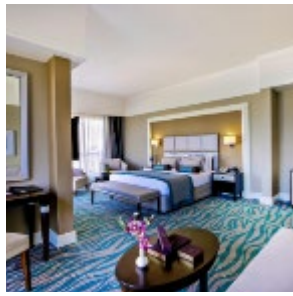


Room Split

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In 2018 we explored numerous potential avenues for revenue increase throughout the existing property in Ras Al Khaimah. The 'room split' was a simple initiative which required detailed thought and planning to execute.

One existing family room was chosen to split into two standard category rooms. The brief was to copy the décor and facilities of a standard room and split the family room in two. This was satisfactorily achieved and the outcome has informed the splitting of a further 80 rooms thus raising the property inventory by 80.

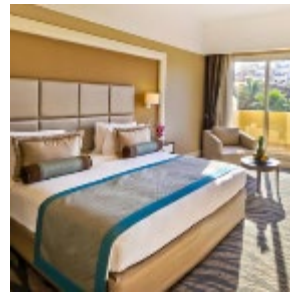
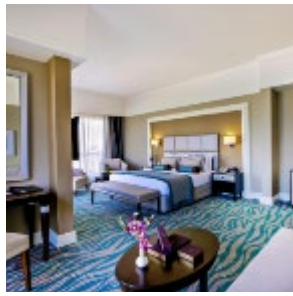


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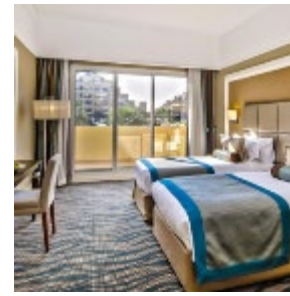
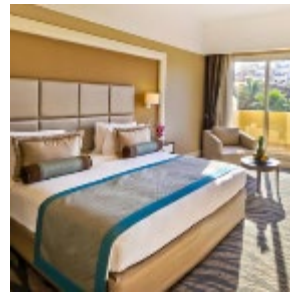
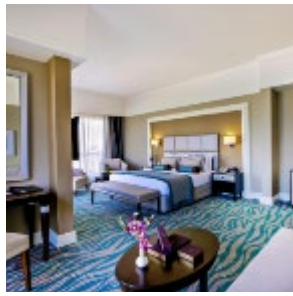


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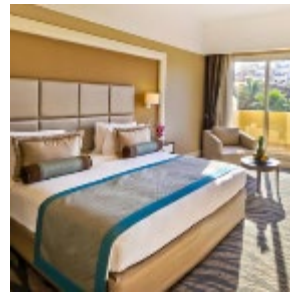
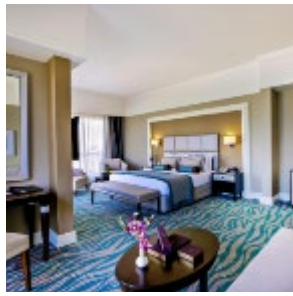


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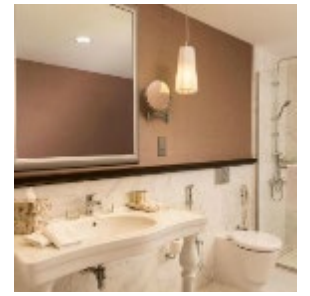
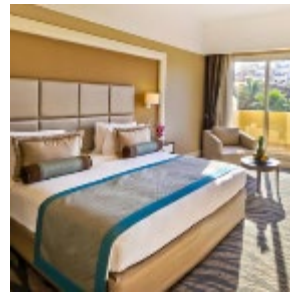
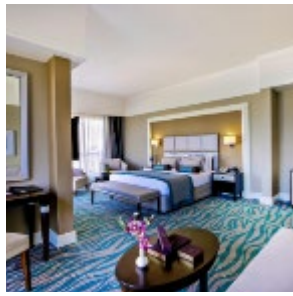


Room Split

Rixos, Ras Al Khaimah
2018

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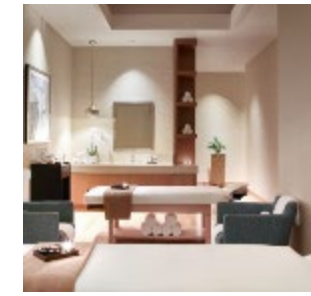


Swissotel

Al Ghurair, Dubai
2018

Carter Associates developed a 5-year Capital Development Plan to remodel the existing property to diversify the offering, add new revenue streams and maximise the property income.

8 potential projects were further developed. The strategy considered, current revenue, cost for refurbishment, structural, MEP and authority approval challenges and the potential uplift in revenue. Out of 8, 5 projects displayed a significant return on investment.

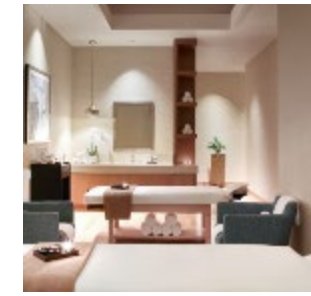


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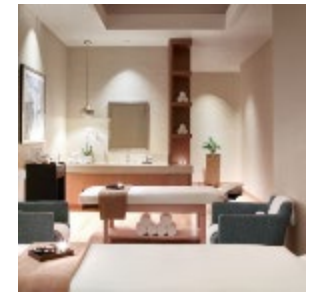
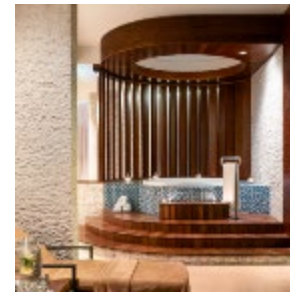
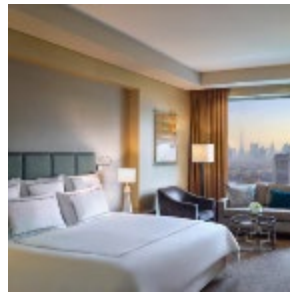


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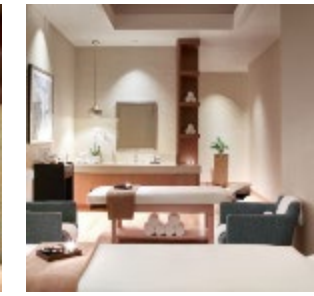
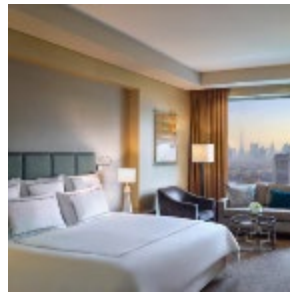


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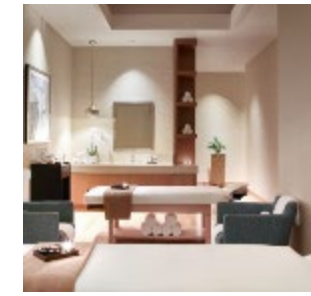


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IMKAN
On-going

IMKAN Properties flagship coastal master plan community development in Abu Dhabi spread over 330 hectares at a value of AED 12 billion.

The development comprises residential villas, a world-class wellness resort on 700sqm of reclaimed land and operated by world renown operator SHA, a retail community centre, F&B precincts, a heritage redevelopment, 3 hotel plots, a marina district, a new lagoon and significant landscaping.

The first phase of villa development will be handed over in 2021 with the Wellness Resort complete in 2023.

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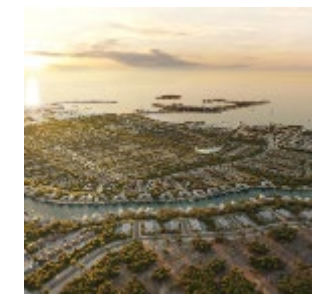
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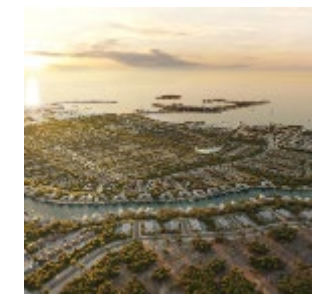
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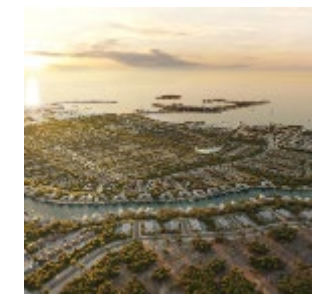
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King Abdulla Financial District (KAFD) HQ

KAFD, Riyadh, KSA
On-going

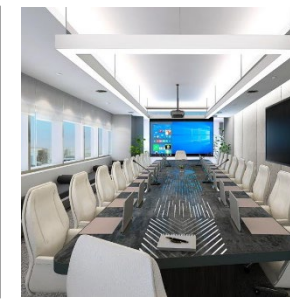
The King Abdullah Financial District (KAFD) Head Quarters is a new 120,000 sq.ft., AED 60 mil. commercial fitout in the Al Aqeeq area of Riyadh, Saudi Arabia.

King Abdullah Financial District (KAFD) is a master plan development positioned to become Riyadh's new Central Business District.

Combining a real estate development of circa; 850,000 sqm NLA of office space, 115,000 GLA of retail, 5,400 residential units and 2000 hospitality keys, KAFD it is set to be a key enabler of the KSA 2030 vision.

This extensive real estate is distributed across 129 separate plots, each at varying levels of completion. The development will be connected to the city's Rapid Bus and Metro Networks as well as being strategically.

Carter Associates have a Project Director seconded into a fitout Contractor to help them deliver this landmark project in 6 months.



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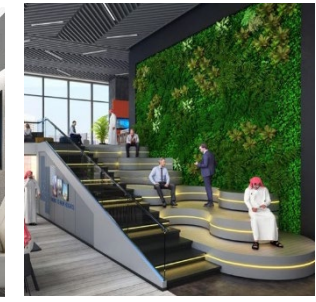
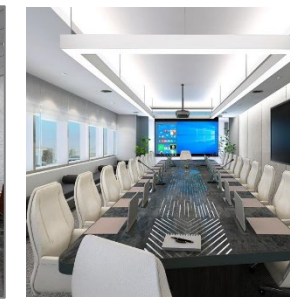
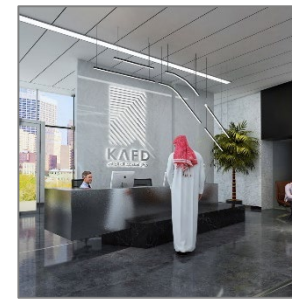
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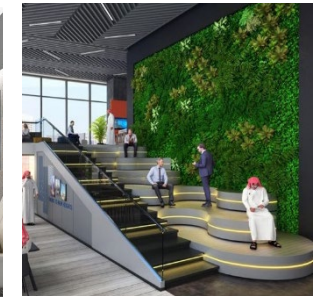
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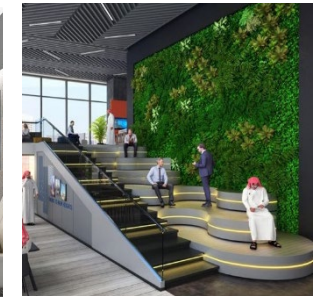
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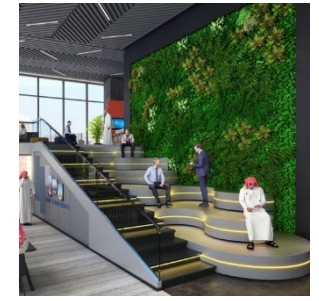
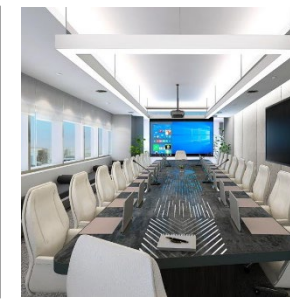
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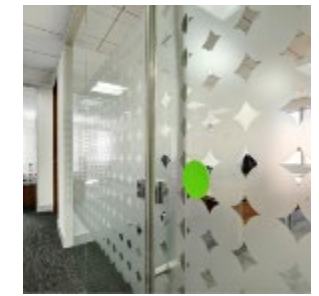
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Northern Emirates Headquarters, Sharjah
2014



A high end 700sqm fit out for the international accountants Deloitte.

The office sits as the Northern Emirates Head Office for the global brand and follows their corporate brand standards.

The original floor plate was taken back to shell and core and a high level fit out implemented to create a fresh and vibrant work environment for staff.



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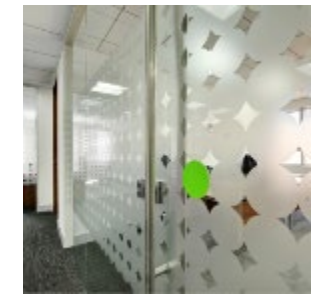
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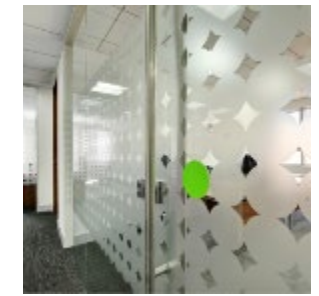
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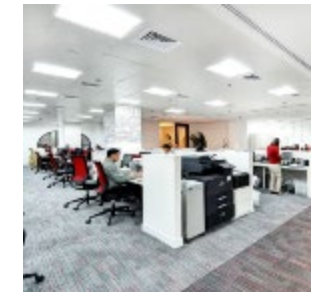
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MAF Dalkia's new office space reflects its status as a significant player in the Middle East Facilities Management industry.

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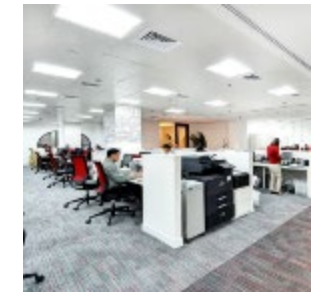
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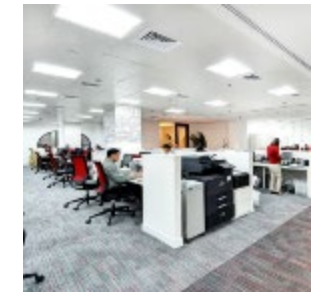
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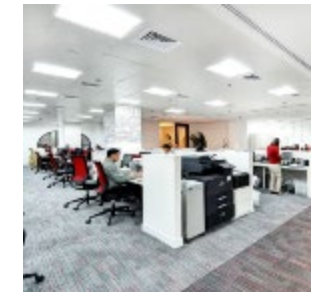
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UAB Tower

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United Arab Bank (UAB) has marked its rapid growth with the opening of its new Head Quarters building in Sharjah, and the initiation of the new regional office in Dubai.

Carter Associates' role in the Tower project involved identifying and arranging the purchase of the property, carrying out the due diligence prior to purchase, managing the feasibility study, assembling the design team and the contracting team. The first bank staff moved into the building in less than twelve months from the purchase date. The remodeling package included the introduction of additional lifts and structural shafts, significant MEP upgrades and a 65,000sq ft fit-out with high-end facilities provided for the Board of Directors.

In the UAE this is a somewhat rare project. The complete refurbishment of an existing tower.



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Alef Education Offices

TwoFour54, Abu Dhabi
Ongoing

The consolidation and realization of their own Head Office across 3 floors of office space in Two Four 54. The design and implementation reflects the technology and education sectors that Alef straddle.

A 'control room' marketing suite, a quiet room, library and collaborative spaces and high-tech meeting rooms provide a varied and stimulating environment for tech heads and educators alike.

The trick here was implementing significant structural changes in a live environment containing broadcast and live TV studios.



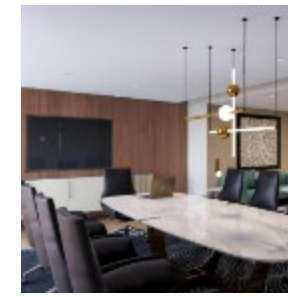
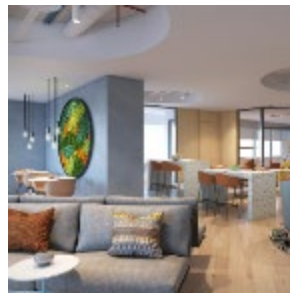
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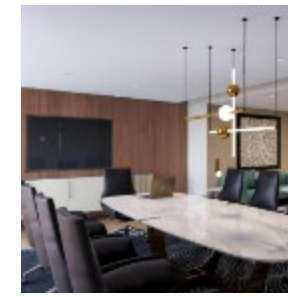
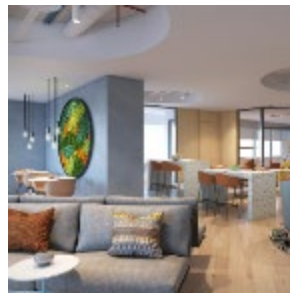
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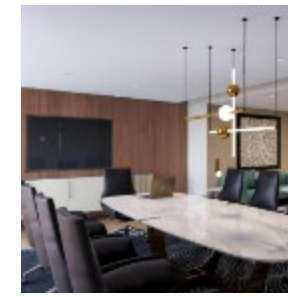
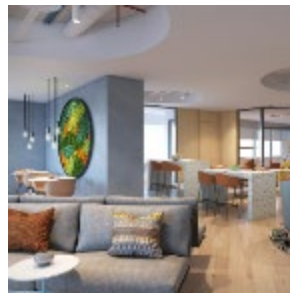
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The consolidation and realization of their own Head Office across 3 floors of office space in Two Four 54. The design and implementation reflects the technology and education sectors that Alef straddle.

A 'control room' marketing suite, a quiet room, library and collaborative spaces and high-tech meeting rooms provide a varied and stimulating environment for tech heads and educators alike.

The trick here was implementing significant structural changes in a live environment containing broadcast and live TV studios.



Dubai Regional Office

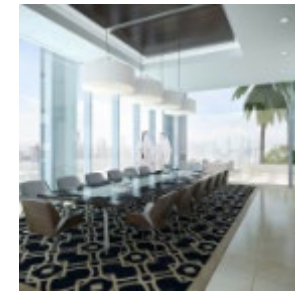
United Arab Bank
Ongoing

This is the new Headquarters of United Arab Bank in Business Bay, Dubai. At 750,000 sq.ft. GFA and at a construction cost of roughly AED500,000, this is a groundbreaking development of two towers on one common podium.

One tower is a 16 storey Commercial building and the other a 15 storey serviced apartment building with 110 keys.

This mixed use commercial and hospitality project will be licensed by DTCM as a 5-star Hotel Apartments project and is currently in Enabling Stage.

Carter Associates has completed the Feasibility Study, Site Selection and provides Development Management and Design Management Services.



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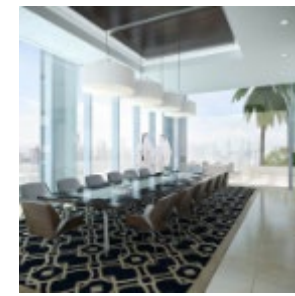
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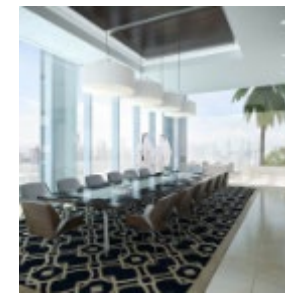
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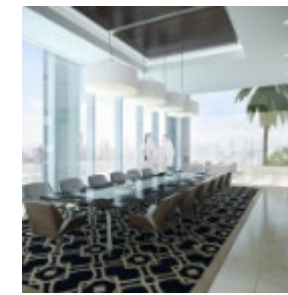
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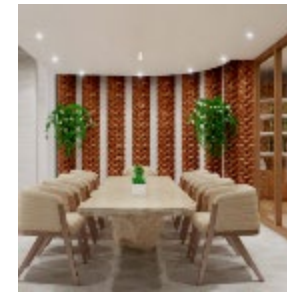
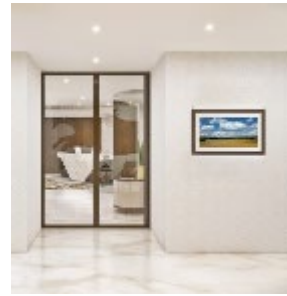
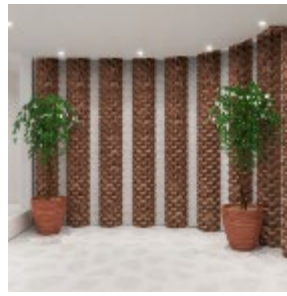


Emirates Towers Offices

Emirates Towers, Dubai
2017

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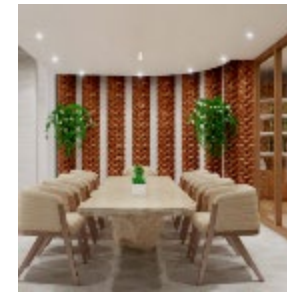
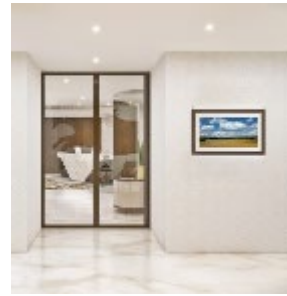
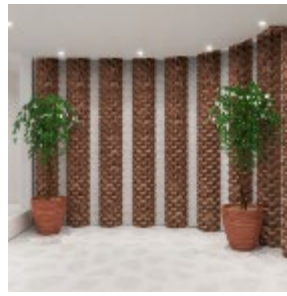


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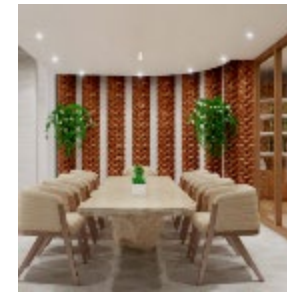
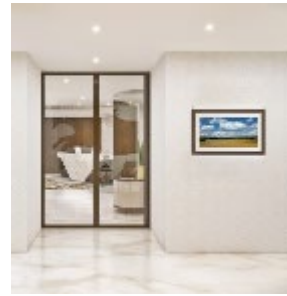
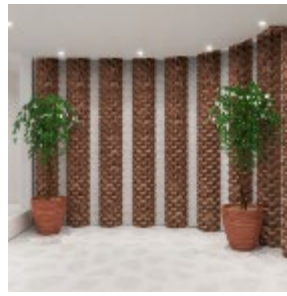


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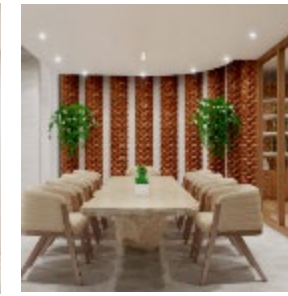
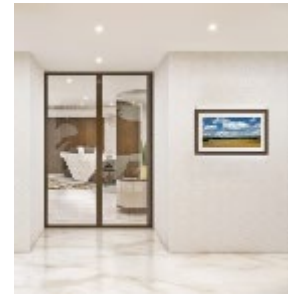


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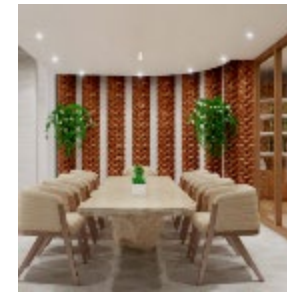
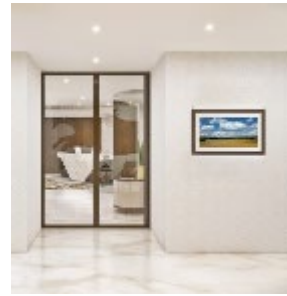
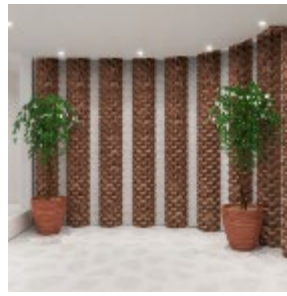


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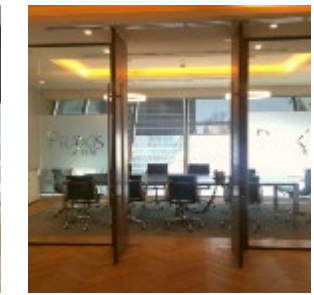
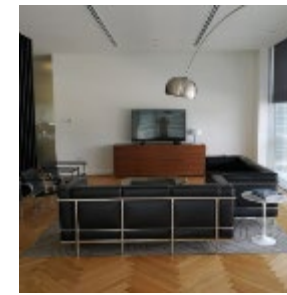
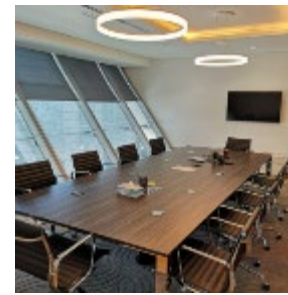
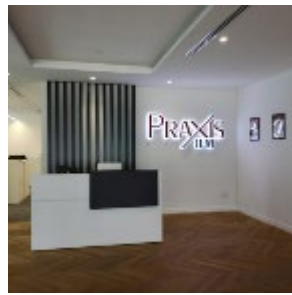
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Praxis International Fund Management came to Carter Associates looking for a turnkey service to deliver their first overseas office.

We acted as Project Manager and Lead Consultant and worked with Clarity Interiors to deliver their modestly sized, but perfectly formed offices.

The office comprises a marketing suite for potential and existing customers, as well as a back-office space for operational and functional aspects of the business.

The project was successfully delivered as a turnkey, inclusive of office furniture and IT equipment.



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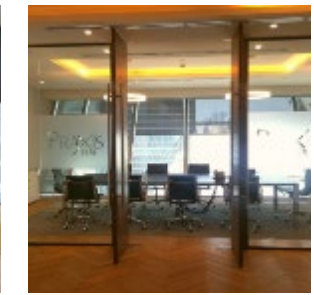
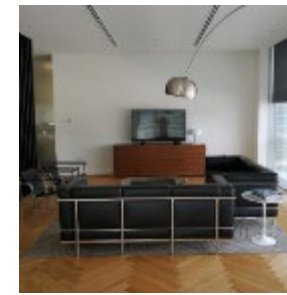
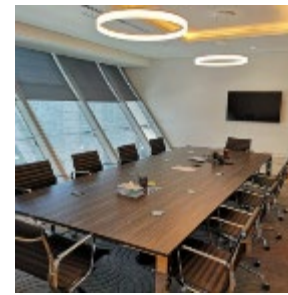
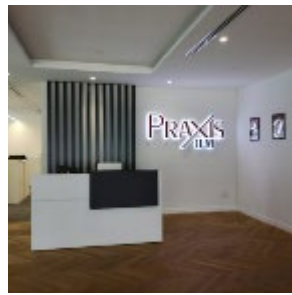
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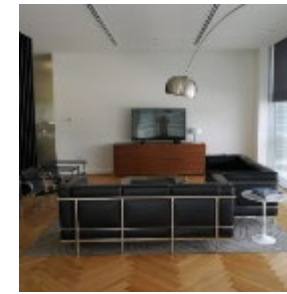
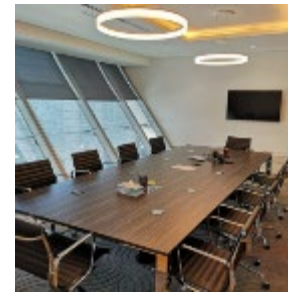
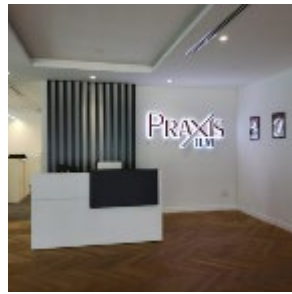
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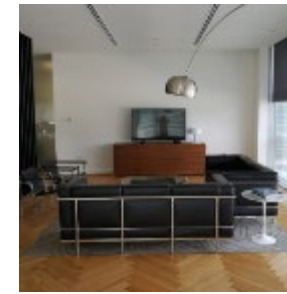
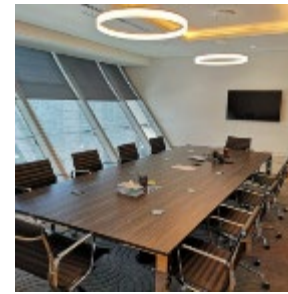
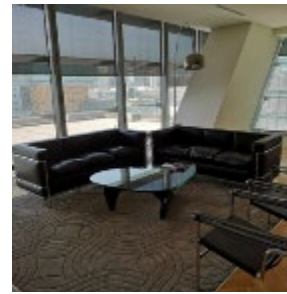
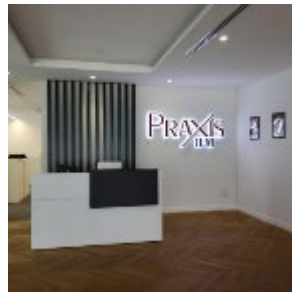
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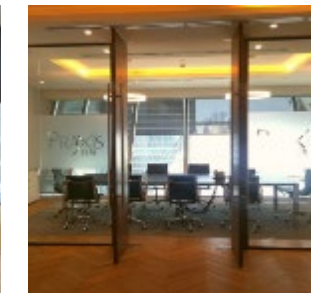
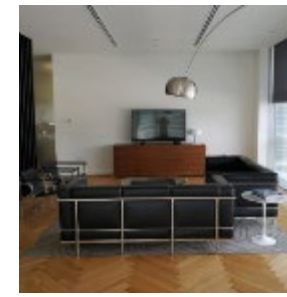
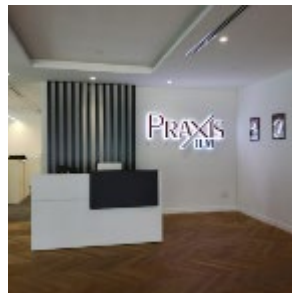
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Jones the Grocer

Mirdif, Dubai
2017

An all new Jones the Grocer for the Mirdif neighbourhood.

This Jones the Grocer was inserted in to the new Mirdif Lifestyle Mall on the edge of the popular neighbourhood of Mirdif.

Designed by LXA, this JTG moved away from the original restaurant aesthetic and created a more layered, slightly more sophisticated look which helped in showcasing the food, whether it be retail or the food being cooked.

The outcome of the design of this store was to inform the JTG Store Design Manual.



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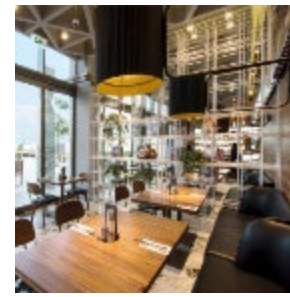
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HBZ Stadium, Al Ain
2017

The Haza Bin Zayed stadium in Al Ain is the location of this Jones the Grocer .

Set over 2 floors, the restaurant houses a cheese room which spans across the two levels. The design, by R&R, took the basic JtG brand elements and skewed them to give a fresh and youthful feel with a refined detail.

Interesting challenges with this project included split kitchens across the ground and first floors and the insertion of a lift and staircase in what is a very tight space. Carter Associates represented the brand through the design and construction phase.



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Flag Island, Sharjah
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A 'Flagship' Jones the Grocer on 'Flag' Island in Sharjah.

The largest Jones the Grocer in Sharjah in a great setting, overlooking the water in Sharjah. The 500sqm space includes a great mix of cooking as theatre and retail, set within a comfortable dining space with the food and the views are the winners.

We worked with the Clients team at Shurooq, The Contractor Plafond and the Landini design team in Australia to turn out this fantastic addition to the Sharjah dining scene.



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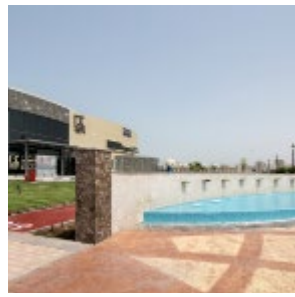
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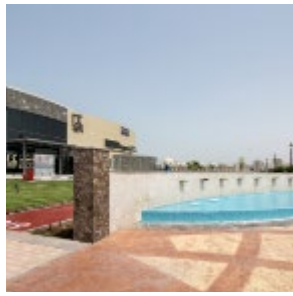
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Emirates Golf Club, Dubai
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We introduced our two Clients, Dubai Golf and Jones the Grocer to each other to form a perfect partnership.

In the strategic phase of re-planning the F&B offerings at the iconic Emirates Golf Club it was decided to move the Spike Bar to the upper level and replace it with a new Jones the Grocer at the prime lower level of the golf club. The restaurant therefore takes advantage of the substantial indoor and terrace seating.

The indoor seating is spread across two levels and houses a cheese and charcuterie in the middle of the restaurant. The bar was relocated to a more central area which creates pockets of various dining options.

Carter Associates were the Project Managers and worked with the LXA and Mario's teams to deliver the restaurant with the Contractor.



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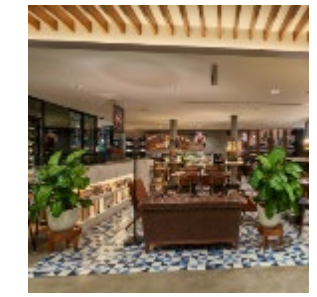
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In the strategic phase of re-planning the F&B offerings at the iconic Emirates Golf Club it was decided to move the Spike Bar to the upper level and replace it with a new Jones the Grocer at the prime lower level of the golf club. The restaurant therefore takes advantage of the substantial indoor and terrace seating.

The indoor seating is spread across two levels and houses a cheese and charcuterie in the middle of the restaurant. The bar was relocated to a more central area which creates pockets of various dining options.

Carter Associates were the Project Managers and worked with the LXA and Mario's teams to deliver the restaurant with the Contractor.



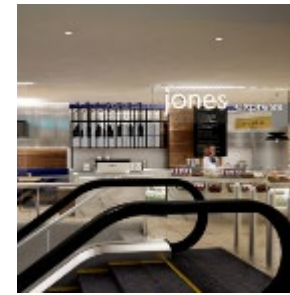
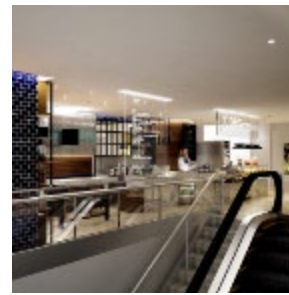
Jones the Grocer

Terminal 3, Dubai Airport
2017

The first Jones the Grocer in an airport has been an instant success in DXB Terminal 1.

LXA put together a well-crafted design to include dine-in and takeaway areas and a small but perfectly formed back of house area.

The perimeter of the small footprint store takes advantage of the high-volume foot traffic with its appealing display counters and active coffee stations.



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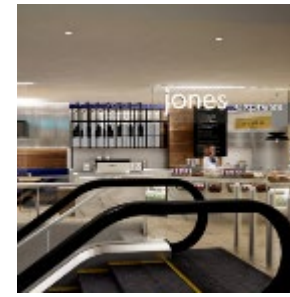
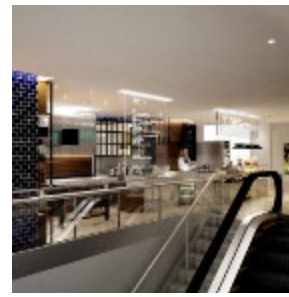
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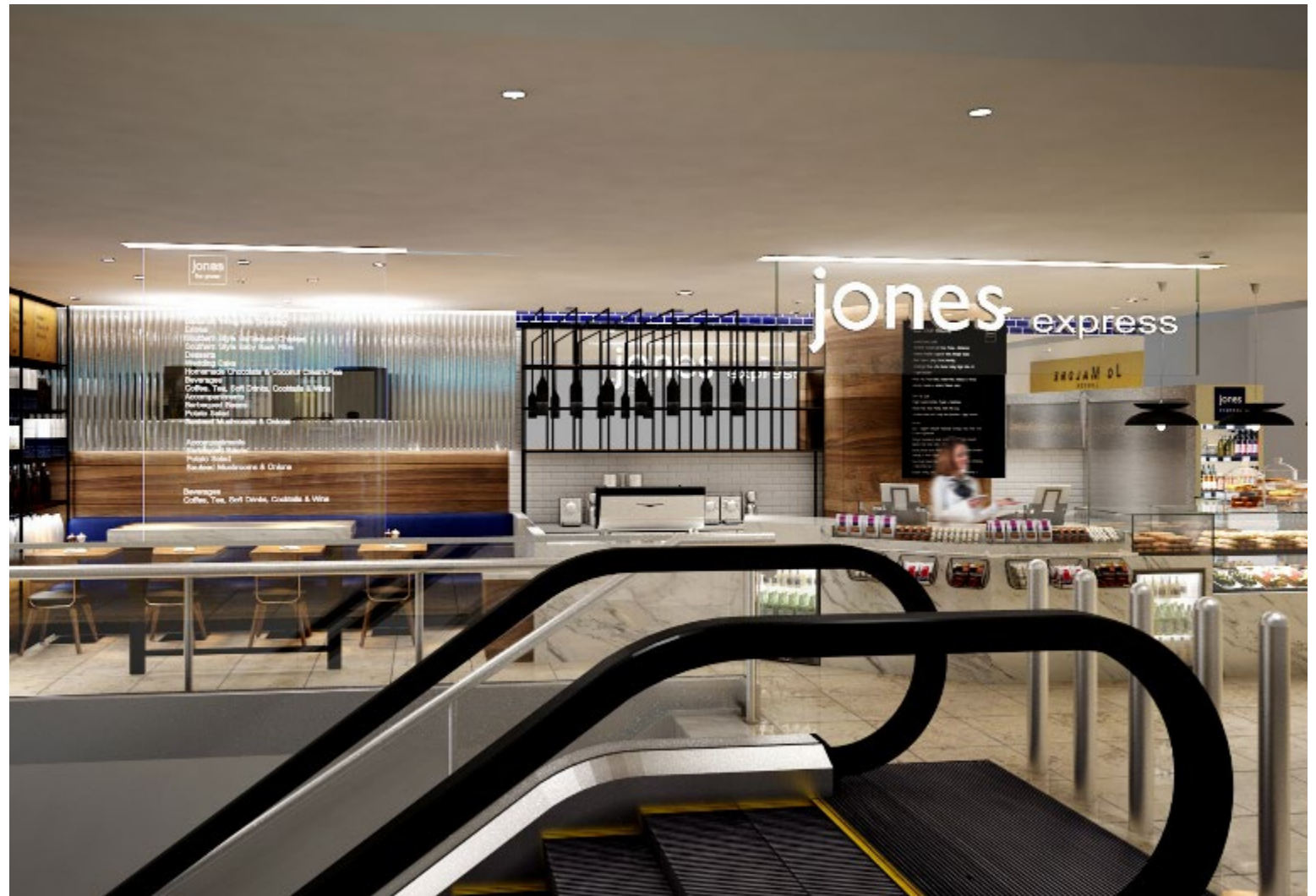
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The Collective

Grand Hyatt
2015

Refurbishment of the existing hotel All-Day Dining Restaurant, turning it into a multi-cuisine restaurant, each with its own character and theme.

Originally designed by SuperPotato, Carter Associates then design managed the Interior Design and Engineering / Waste / Kitchen design locally.

At 4,500 sq. ft, this was a sprawling concept with 9 separate cooking stations which required in-depth value engineering to bring costs down to AED18m.

Carter Associates added further value to the project by increasing cover numbers, decreasing cost and focusing on customer centric spending.



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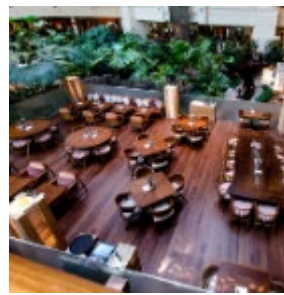
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Café Sushi

Fairmont Bab Al Bahr, Abu Dhabi
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Conversion of an existing chocolate outlet into a Sushi and Shabu Shabu restaurant.

The existing chocolate café was deemed surplus to requirements in this land mark hotel in Abu Dhabi. The brief was to create a Sushi restaurant which would cater for hotel guests, the adjacent lunch time office crowd and the local residents.

The restaurant, delivered as a Design and Build contract, provides a light and airy space with Japanese tomes and detailing. The train-like sushi conveyor and the Shabu Shabu stations and the bar provide some theatre to the space.



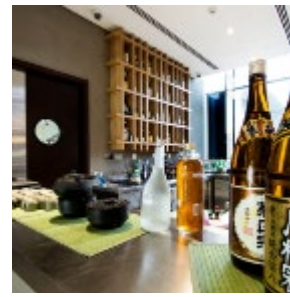
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Seven Heights Restaurant

Rixos Bab Al Bahr
2019

Carter Associates were approached to provide Project Management services by RAK Hospitality Holdings on the Rixos Bab Al Bahr, Ras Al Khaimah.

Due to a strong design focus in Carter Associates, the scope grew to include lead consultancy as well as project management for the Seven Heights All Day Dining Restaurant.

Our goal was to increase covers, increase operational efficiency, and provide a better customer experience.

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2017

The refurbishment of an existing champagne bar, developed into an upscale sports bar.

The dark, dungeon like champagne bar with its low ceiling was turned into a vibrant energetic sports bar. The 16 screens mean that your team is likely to be on at least one and the décor and vibe is catered more to families and couples in contrast to the typical sports bar venue.

A highly successful addition to the Fairmont F&B offering.



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Carine

Emirates Golf Club, Dubai
2018

The redevelopment of the existing Le Classique into the French brasserie Carine by Izu.

Fine dining at Emirates Golf Club has been given a lift with Opening of Carine into what was the long running Le Classique. The existing space was opened up to create a light and airy South of France Brasserie concept.

Whilst the existing kitchen was retained a new bar, patisserie and wet bar were added and the terrace gained a substantial makeover, significantly increasing covers.

The restaurant has been well received and critically acclaimed earning it the European Restaurant of the Year award by TimeOut Dubai.



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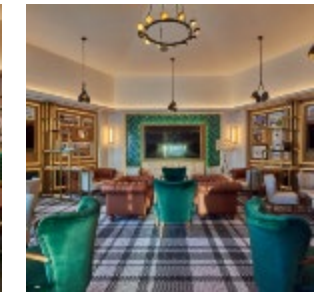
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Memorabilia adorns the walls and the relaxed atmosphere with 16 screens indoor and outdoor provide the perfect setting for after round drinks or sports watching.



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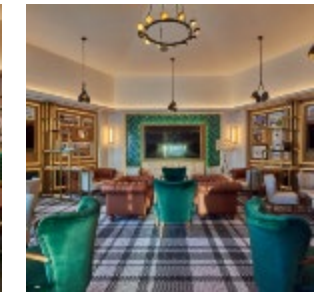
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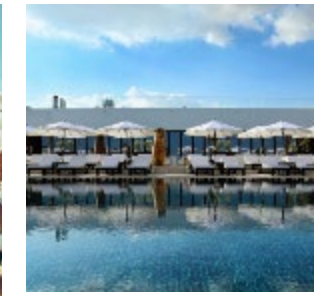
Purobeach

Jebel Ali Hotel, Dubai Marina
2015

The creation of Purobeach, an internationally branded beach bar, will blend pool and beach access in a relaxed ambience with a quality food and beverage offering.

Carter Associates were appointed as project management consultants to advise on value engineering and support the client and design team through the course of design development. A key construction challenge was to avoid intruding on the adjacent palace, the live marina and other planned works on the same site. Careful coordination ensured the additional works for the bar were incorporated into the overall programme.

The new facility includes a kitchen and restaurant with 200 covers, a roof top bar and an infinity swimming pool with a sunken bar and integral DJ station.



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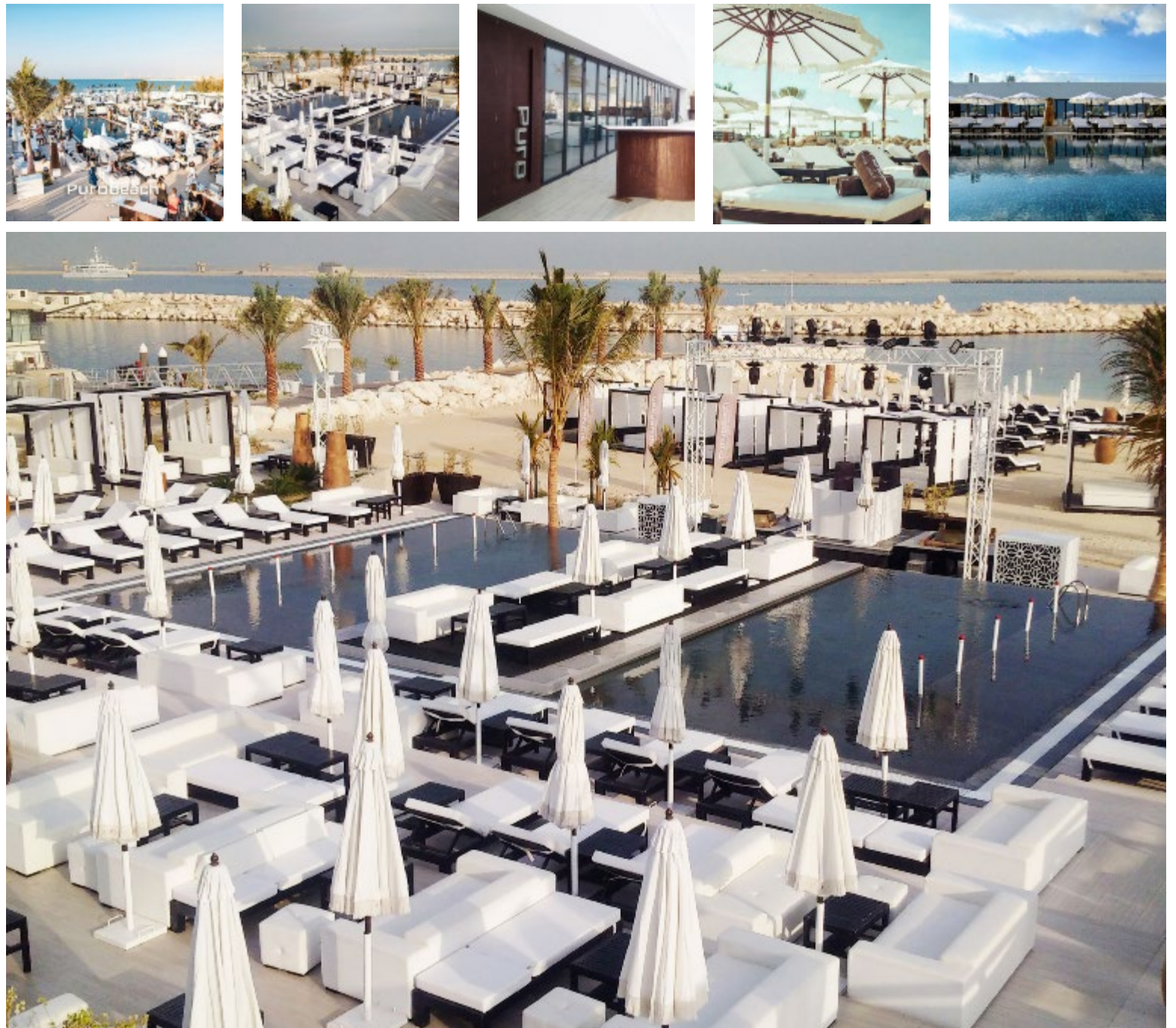
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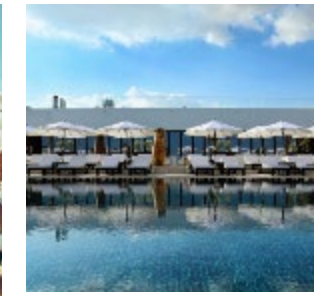
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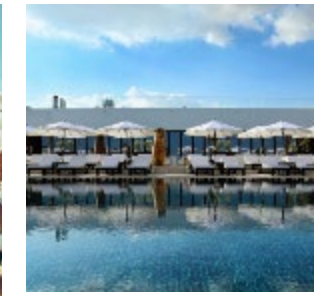
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Kona Grill

Al Seef, Dubai
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The Palm, Dubai
2016

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Close coordination and value engineering was required to reduce an incredibly over budget scheme back to within the client's budget. With the benefit of architectural design ability, Carter Associates assisted the client on numerous design options and procurement packaging for tender.



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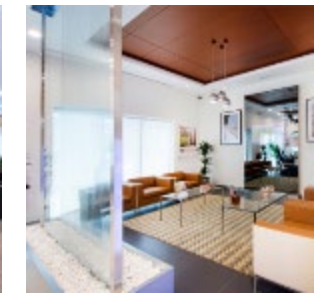
RAK Bank

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Two new build standalone branches for RAK Bank. Providing iconic architecture to visually promote their brand.

The two new standalone branches occupy visually impactful sites in the areas of Al Dait and Digdaga. Carter Associates acted as Lead Consultant on the project and teamed up with the UK based Financial Design Partnership to design distinctive modern bank branch buildings which act both as visual brand promoters and modern architecturally stimulating bank branches.

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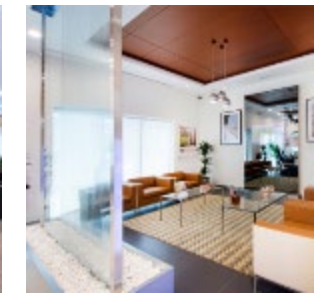
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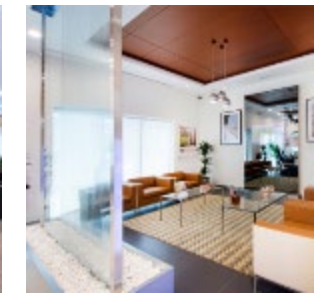
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RAK Bank

Sharjah
2015

The conceptual HQ for RAK Bank in Sharjah, housing retail, corporate and back office support for the Emirate.

Carter Associates again acted as Lead Consultant collaborating with UK based FDP to develop this striking building which is located on a major intersection in Sharjah.



UAB Branch Rollout

Various
2010 - 2014

Between 2010 and 2014 we managed the expansion of the United Arab Bank retail branch network making it at the time 'the fastest growing bank in the Middle East'.

Carter Associates has supported the bank's expansion over many years, through premises and property advisory and the delivery of project management services. This included a key role in supporting the expansion of UAB's retail footprint across the UAE from 9 to 35 branches in less than 5 years. At the start of the process, we contributed to the retail network strategy and the delivery of a competitor location analysis. This enabled informed decisions to be made on prioritising new branch locations. Partnering with real estate experts we then sourced suitable premises and negotiated leases on behalf of the bank. We then managed the design of the branch layout, procurement and on-site supervision of the build.

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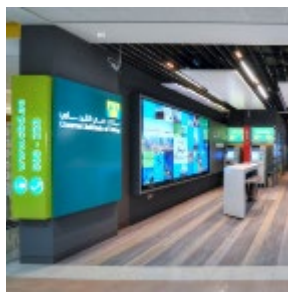
Academic City, Dubai
2014

The vision from the Commercial Bank of Dubai was to create a totally new banking experience, using technology to connect with a future generation of customers.

A retail concept was developed for a unique and innovative digital kiosk. A prominent location in Dubai Men's College campus was chosen as the site for the prototype, providing access to the exact audience the bank wanted to engage.

Appointed via the architecture practice FDP, Carter Associates were tasked with managing the project end-to-end, bringing together the IT and audio-visual systems and hardware and the App developers, through the project design and construction to handover.

This ground-breaking, complex and highly technical project was delivered in a short space of time and on-budget.



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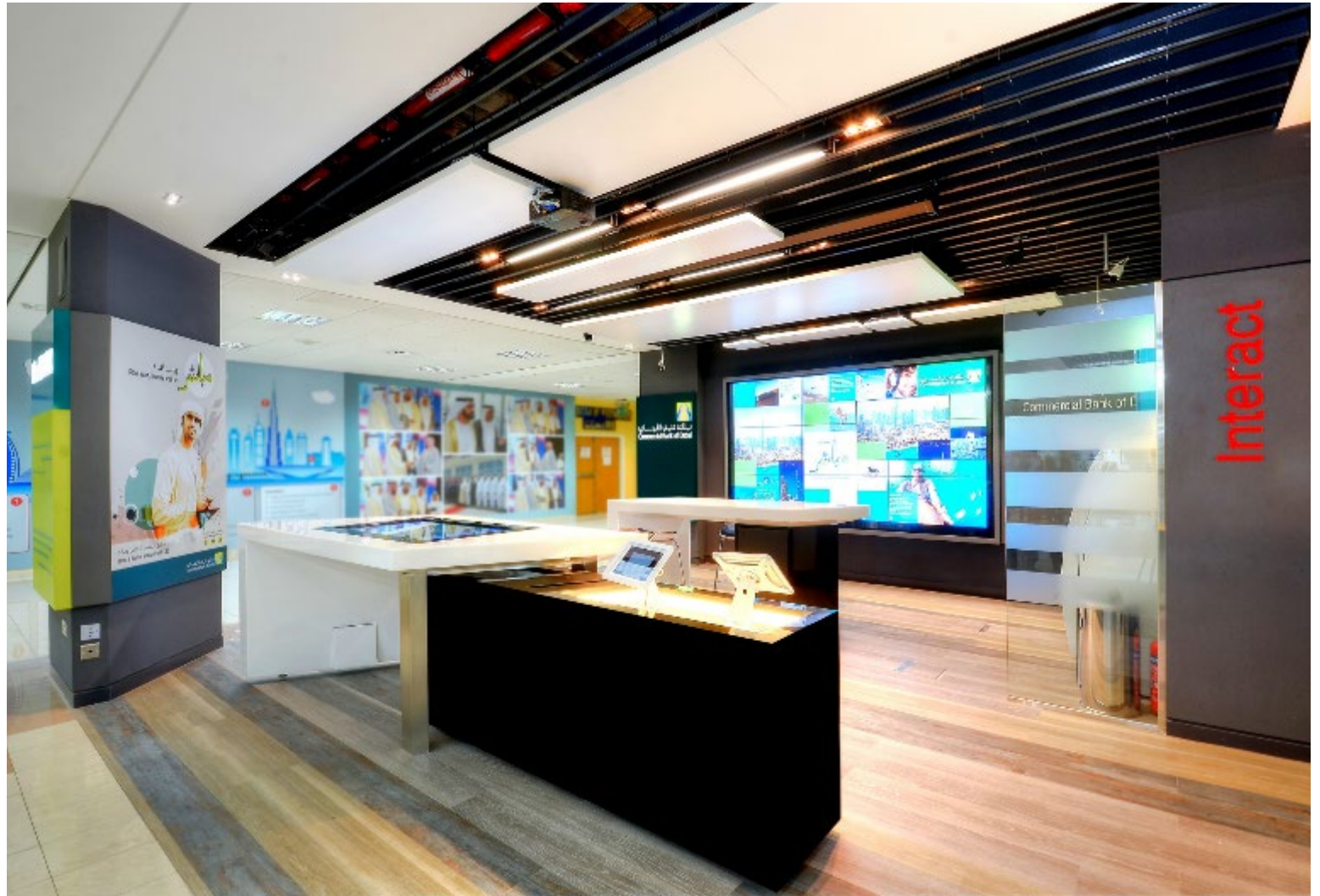
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Manama, Bahrain
2020

To serve their customers better, BBK wanted an E-Banking Suite which would cut transaction times to a minimum.

Carter Associates provided Project and Cost Management for the project and worked alongside the Designers FDP from London. We coordinated all design with the client, competitively tendered the branch and then Project and Contract managed project through to completion.

The branch design stands out with its captivating curved LED screens which run along both sides of the unit. The key on site was to coordinate and incorporate the AV hardware with the physical branch shell.



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CBI

UAE
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Carter Associates put together a strategic roll out plan for the new retail and corporate brand identities for CBI.

Through the course of 2013 and 2014 Carter Associates delivered 9 new branches for the bank and helped transform their existing network with their new retail branch experience.

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Paspaley

Mall of the Emirates
2013

The flagship Paspaley jewellery store in Mall of the Emirates required project management expertise and positive impetus to reinvigorate the project.

Paspaley Pearling Company is the leading producer and distributor of Australian South Sea pearls, supplying strands, loose pearls and mother-of-pearl shell to the world's leading jewellery retailers and wholesalers. Its relocated retail store in the Mall of the Emirates is the first store in the Middle East incorporating the new flagship retail experience.

Carter Associates were appointed to energise the project team. Within four months from our appointment, we drove the project quickly through design completion and approvals, procurement, on-to-site and through to operation. With the client and consultant team based across three continents, open communication was vital to ensuring a smooth path to completion.



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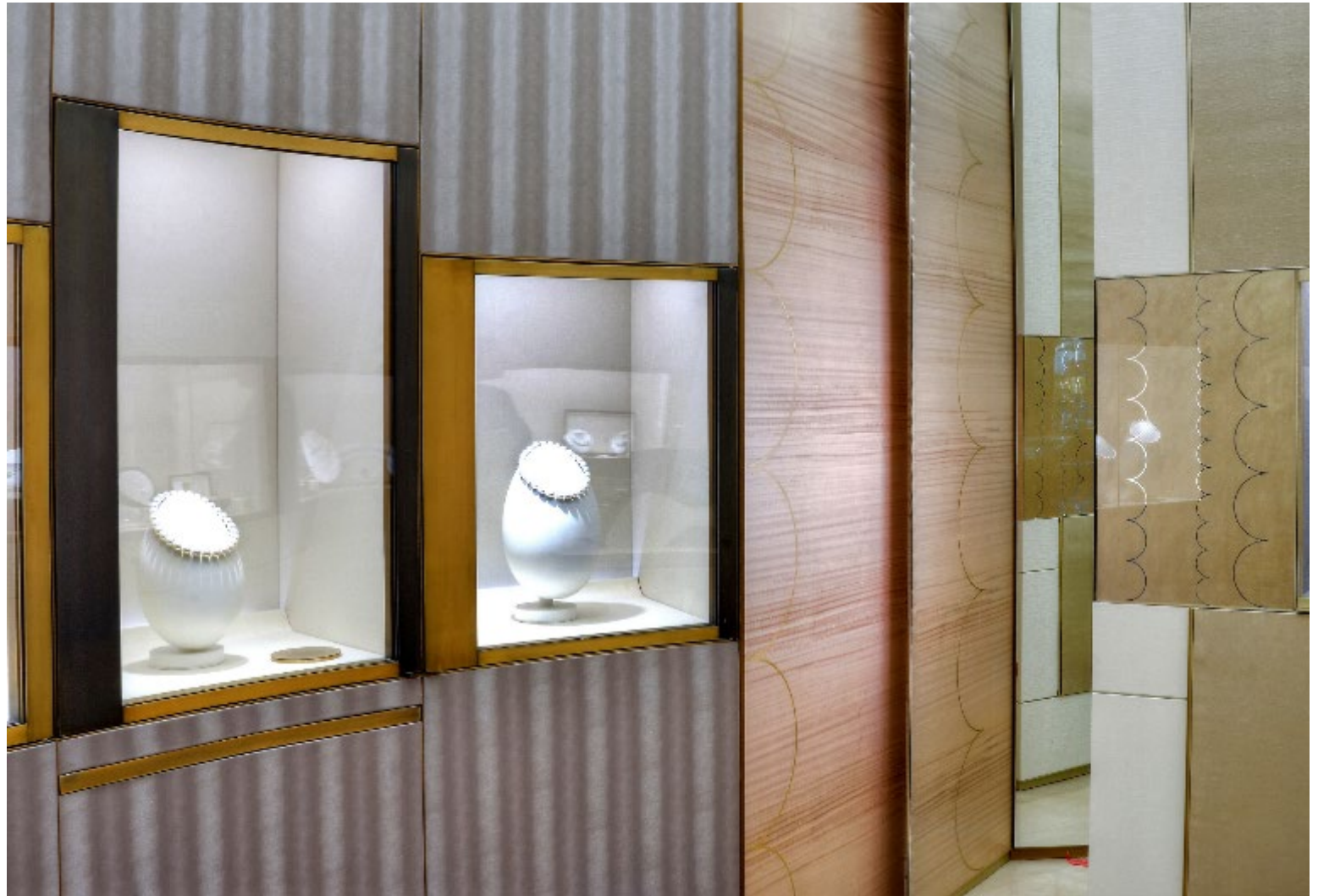
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The Dubai Mall
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The storefront features the wings of an angel, with a changing sky background on a full-height LED screen. A truly 'Insta-moment'!

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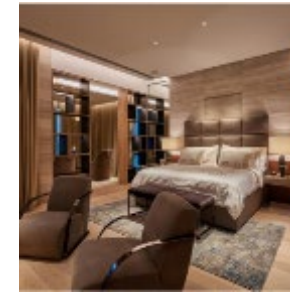
Dubai Hills
2018

A fit-out and landscaping project of a 3-level luxury villa in Dubai Hills.

Our Client purchased this golf course villa in Dubai Hills as shell and core. The vision of Anarchitect has turned this into a super luxury villa with every mod con and luxury finish one could imagine.

The 33,000sft space includes temperature and humidity controlled parking for 6 cars, its own gym and treatment rooms, cinema room etc

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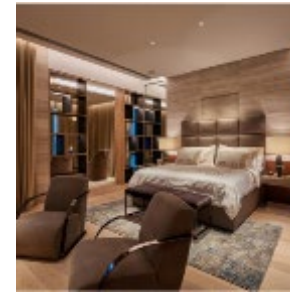
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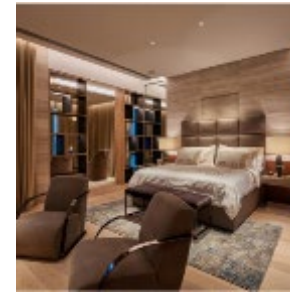
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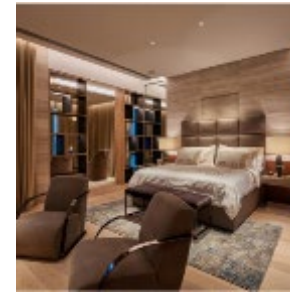
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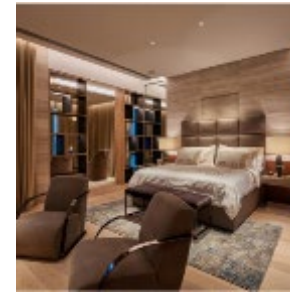
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