

INTELLIGENT DESIGN — انتلیجنت دیزایــن

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Intelligent Design (ID) is a Qatar-based interior design and fit out company founded in 2014.

Since our inception, we've dedicated ourselves to providing an intelligent approach to design, development, and construction that is as durable as it is beautiful.

We believe that the designs we create should speak for us in everything they do.

That's why we take a truly holistic approach to design and build a range of premium spaces that are authentic representations of themselves in the marketplace.



We, at ID, know the importance of beauty and contribute to the satisfaction you derive from it.

Intelligent Design gets the job perfectly done

- ▶ Breaking new ground in sustainable design.
- ▶ Providing a range of innovative, intelligent solutions.

We aim to create Inspiring Design, develop strategic thinking, deliver work that inspires great people to achieve outstanding results, meet our clients' needs, and exceed their highest expectations through distinctive expertise- with the belief that when our clients succeed, we succeed.

We Care About Your Desires



Our job is to create an environment that is smart and seamless, offering purposeful design and value-added services to you.

We specialize in providing hospitality environments that meet the varying needs of our clients, whether they are an individual or a large company.

At the heart of Intelligent Design, we believe that designing is not a one dimensional process. This provides us with the opportunity to think outside the box and explore our creativity.

In order to achieve this, our decision making is guided by Our Core Values:

Client Service

Our clients' loyalty is acquired via consistent demonstrations of quality, service, value, and innovation. Our service delivery methodology ensures that each client achieves these goals in a consistent manner.

Performance & Efficiency

We remain true to our roots and deliver high quality and performance, while relentlessly pursuing efficiency through our operations and systems.

Exceed Expectation

We endeavor to not just meet, but to exceed, our clients' expectations by providing superior solutions, meeting deadlines, outperforming industry standards, and staying in touch throughout the process.

Improve our Team

We recognise the diversity and contribution of our people so we support everyone to develop, learn and succeed.

Skilled Team

Intelligent Design is proud to have employees and contractors that are knowledgeable and experienced in their respective disciplines. Our wealth of experience in fit outs, refurbishment, property development, design and construction allows us to offer alternative ideas, more sustainable products and introduce clients to technological innovations that will make their space stand out from the rest.

Health & Safety First

We have put in place an absolute commitment to the health, safety and security of our people, our customers and the communities surrounding our operations.

Environmental Observance

At ID, we have a responsibility to reduce our impact on the environment. That's why we're constantly looking for ways to reduce and recycle waste, re-purpose materials from our sites, and minimize our fuel and electricity consumption.

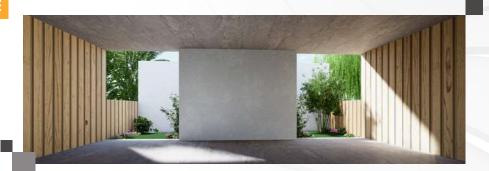
Continuous Growth

Growth is vital to the ongoing success of Intelligent Design. We are looking for holistic growth that is profitable and sustainable, driven by disciplined activities and supported by strong governance, fit within the broader capabilities of our business.

Qatar is an aspiring nation that has many great ambitions in its future. As a member of the Qatar community, we want to contribute to Qatar's vision and development.

Staying true to our "Taking Your Vision And Delivering An Experience" philosophy, we managed to transport our skills far beyond core engineering & construction into multiple wide-ranging verticals. This understanding of the end-to-end process brings a lot of value to our clients as we provide solutions that include structuring, architecture, interior, building management systems, and project delivery services.

We strive to create comprehensive, innovative, and cost-effective architectural solutions and services that are aesthetically pleasing, architecturally unique, and socially functional.



Intelligent Design (ID) is not just a name or an advertisement, but a whole approach to achieve projects with an exceptional value.

Our construction & fit out services reflect the principle of ID in a perfect combination between design, technology, art and philosophy.

Our designs offer high quality by an advanced manufacturing technology made of high-quality materials.

Our client services extend from conception to the completion of individual projects thanks to qualified experts who conceive, build and operate innovative solutions.



Intelligent Design (ID) and Excellence Fit Out (EFO) Joint Venture

ID & EFO belongs to a group of leading companies that operate in the State of Qatar. Founded in 2014, the company has provided a diverse range of interior design and fit-out services for various institutions on the highest professional standards. Through loyalty, sincerity, respect, and hard work ID & EFO has gained the confidence of esteemed clients and partners. On many occasions, ID & EFO's efforts were rewarded by gratified customers and appreciated partners through testimonials and recommendations.



The combination of our experience and skills in the field of design and fit out is creating additional value for our clients in all phases of projects.

By sharing our experiences, contacts, and assets we will be able to serve you better and boost the power and the possibility for bigger projects.

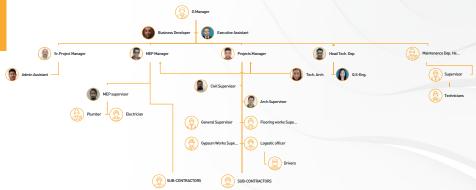
Furthermore, this joint venture has helped us to combine the strength of both companies to achieve a comprehensive solution to all projects with cost control, quality, and most of all time control.

We are able to provide outstanding solutions that meet the client's expectations, focusing on the quality, timeline, and budget.

ID & EFO takes pride in its experienced Executive Management and skilled workforce that tirelessly toils around the clock to deliver projects of the highest quality.

Although ID was established only in 2016, its management and staff have a great track record in Qatar extending over 20 years.

We are a team of creators and engineers dedicated to designing for real life, making it easy for people to dream, work and play.



At Intelligent Design, we go on a journey. A journey of creating spaces that add value to individuals, to communities and to businesses.

Starting with our studies and research, we design and develop spaces that are hospitable and uplifting.

From hospitals to your home, corporate offices to retail stores, it is our commitment to continually redefine spaces by delivering excellence.

Eng. Awni Zeid

General Manager

Message from GM

**We, at Intelligent Design and Excellence Fit Out, strive to create a visual representation of our client's dream as well as fulfill their vision into reality. Above all, we want to surpass the expectations of our clients to ensure they are fully and completely satisfied.



Our services cover all aspects of design, delivering a complete and bespoke design to our clients.

We're able to do this due to the in-depth expertise of our teams across a range of disciplines from project managers, architects, structural and building services engineers, landscape and interior designers working in close collaboration to deliver a cohesive design and smooth project execution.

We're proud to offer a full turnkey design service, meaning that we are able to take care of every aspect of the project to ensure it is delivered on time and to budget.

Successful and artistic design doesn't happen by accident. It starts with a plan and comes to life with cooperation and communication.

Efficient design management is the key to successful project delivery. Here at Intelligent Design, we do that in a well-informed, systematic, and professional manner.

Clients appreciate our experience and dedication to providing a service that creates value, builds trust, and identifies potential problems before they arise.

Our services include:

SPACE PLANNING

Our passion is to provide clients with a functional and stylish office space that will help them achieve their goals and drive their business forward.

It's more than just fitting furniture into a room; It's about creating a truly modern workspace that inspires and innovates.

INTERIOR DESIGN MANAGEMENT

We take a different approach to the interior design business with a portfolio of high-quality hand-selected products built around the needs of every customer. From our beautiful collections to our superior workmanship and personalized service, we cultivate lasting relationships with our clients and communities.

APPROVALS & CERTIFICATIONS

Approval procedures can be challenging tasks if not managed by skilled project managers.

Our team of professionals has long-standing connections with authorities and facility management companies to make this process as smooth as possible.

Build It Better. Build It Smarter: We create practical interior design solutions that add efficiency, create brand value, and unleash creative potential.

We conceive thorough plans, a full scope of work, and a program of activities for the construction and fit-out of your workplace. With a single point of contact harmonizing and managing all activities, our dedicated project team integrates expertise from across the board – from builders and professional trades to office furniture experts.

Our approach to project management ensures your project is delivered;

ON TIME

By breaking down the project into smaller, more manageable tasks with due dates attached to each one, it will seem more doable, thus the team will be more productive, moving the project along on schedule.

ON BUDGET

Our comprehensive design meets the client's budget while ensuring proposing the right materials for the finishing and always taking into consideration the function and purpose of the project.

ON SPEC

When it comes to your design, nothing but the best will do. From our attention to detail to the products themselves, we never compromise on quality to ensure you get exactly what you want.

Maintenance is as much art as it is science.

We will provide you with a customized maintenance plan for all your properties.

Our Engineers and Tradesmen have decades of experience which allows us to deliver superior quality and cost-effective solutions for all indoor and outdoor maintenance requirements.

Our exceptional management skills, knowledge, and flexibility give us a strong platform to manage the most complicated tasks with hassle-free and reliable services.

Meet & Discuss

We must first understand your requirements in order to build a stunning and practical design for you.

We will meet with you on-site (or in the office) to discuss the whole scope of your project, goals, priorities, and requirements.

Design Proposal

Our design team will collaborate with you to develop initial designs, or if it is a redesign we will work from your existing plans and create the new style.

Budget Planning

It is important to come up with detailed estimates for all the project costs. Once this is compiled, you add up the cost estimates into a budget plan. It is now possible to track the project according to that budget while the work is ongoing.

Milestone Payment

We respect your time and value your business. Once we are granted the project our team will be ready to start working on the project.

Assign Team

Each project is unique, we will assign the best team to your project and a designated project manager with whom you may collaborate.

Mobilization

We mobilize our team in coordination with the landlord.

Project Timeline

Create a project timeline and update as we progress. A good schedule provides an overview of the current status and helps you to meet the deadlines.

Preconstruction Phase

The project architect commences with construction documents, which translates the early planning exercise into contract documents that will be submitted for building permit and conveyed to the contractor to define what exactly is being constructed.

Construction Phase

This is the execution phase where all the planning will pay off. As the hub of communications for the project, the construction manager and contractor will transition the project into actual construction.

Quality Assessment

When a project is completed, we ensure that the quality meets the client's expectations. Our job is not finished until you're 100% satisfied with the work.

Project Handover

All operation manuals, warranty certificates, and the signed construction snag list are handed over to the client at the end of the project.

MOLYNEUX



Molyneux Studio is an internationally acclaimed interior design company. Their unique approach is to be emotionally close to the luxury clientele while having enormous creativity. They propose innovative concepts and products using new technology to create magical atmospheres that are fresh and exciting. Our partnership with Molyneux Studio enabled us to specialize in High-end Luxurious, Classic projects. Because extraordinary projects demand exceptional people, Intelligent Design represents Molyneux Studio, one of France's leading interior design studios.

Intelligent Design manages all of Molyneux Studio's VIP projects in Qatar. The team consists of a multidisciplinary group of highly-skilled individuals from diverse backgrounds with a passion for interior design.

We can design a unique work for any setting. We pride ourselves in pushing the contemporary boundaries and creating a one-of-a-kind product for each client we take on. We offer interior design consulting services to help your apartment, home, or business project succeed in its mission statement.









SPORTS CORNER NEW SHOWROOM CONCEPT SALWA ROAD QATAR



THE ORGANISATION

Sports Corner is Qatar's leading local retailer of world-class sports and lifestyle brands. With a range of fitness equipment and activewear for the whole family, Sports Corner has everything you need to get active. They have been catering to the demands of Qatar's sports and fitness business since 1979, enabling people to maintain a healthy life. Sports Corner provides the perfect mix of quality, value, and innovation for the sports enthusiast.



CHALLENGES

In early 2021, Sports Corner's owner wanted to grow and become the best and first sports retailer in Qatar, especially after signing the sponsorship deal with FIFA for the football world cup 2022. Sports Corner is a subsidiary of the Blue Group, which includes Adidas, and has 13 sports and fitness stores spread around Qatar in all main areas and shopping malls.

There was a need to design Sports Corner branding and retail concepts to meet the international brand's level and customer needs so that it could compete effectively with other brands and raise the brand's profile.

Intelligent Design (ID) was approached to participate in this development. The Sports Corner management commissioned an international designer to create the new design and the identity for the brand.

ID was the second party to work with the international designer to ensure that the concept could be carried out in Qatar while adhering to local laws.

ID coordinated with the landlord of the property since a significant development is required to assist the designer in completing the concept. In addition, we encountered a significant obstacle in developing the building facade.

After preparing the concept and the detailed design drawings, ID was commissioned with the task of putting the plan into action and making the dream a reality.



SPORTS CORNER NEW SHOWROOM CONCEPT SALWA ROAD QATAR



SOLUTIONS

The architectural division at ID started working on collecting data and analyzing the existing shops and retail, and we coordinated with the designer to work on this project. After receiving the full design book from the designer, ID as the main contractor for the project started the local consultancy scope of work, preparing the actual samples for the client approval, procurement for all the required orders, and developing all the fixtures, furniture & display units to obtain the manufacture drawings and start the production line for all the required QTY.

At the same time, all of the electromechanical services were being designed and implemented on-site to make the area ready for the installation of all of the fixtures and furniture.

ID experienced numerous obstacles as a result of the Covid-19 Pandemic and challenges that followed, like shipment delays, supplier lockdowns, and so on, but we were able to find solutions and succeeded in acquiring the materials in a reasonable time and making the showroom ready.



RESULTS

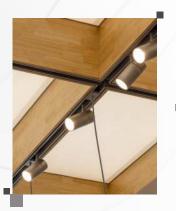
In 45 days, the technical, business development, and operations teams were able to complete all of the shop drawings, production drawings, and release all of the project's significant orders. The manufacturer's details and material samples were also approved by the designer and the client.

Prior to placing orders, the ID team double-checked all audio and visual tools, and the ID team oversaw the entire process of putting a one-of-a-kind, totally customized tool to achieve the concept design.

The light fitting concept is a one-of-a-kind item that required extensive development, samples, and research before being ordered. All these efforts paid off and the installation was completed flawlessly and in a very short amount of time.



SPORTS CORNER NEW SHOWROOM CONCEPT SALWA ROAD QATAR









We faced many technical challenges that required solutions, development, and ideas to accommodate all the lighting and digital visuals as per the concept which is a custom detail for the Sports Corner brand. All these efforts paid off and the installation was completed flawlessly and in a very short amount of time.

QATAR LEADERSHIP ACADEMY

THE ORGANISATION

Qatar Leadership Academy was formed in 2005 with an innovative partnership between Qatar Foundation and the Qatar Armed Forces. The Academy was designed to provide a well-rounded and holistic education of the highest academic standards, as well as nurturing each individual's social, spiritual, physical, and cultural growth and development.

It fosters personal development in young men by immersing them in an environment that encourages academic, leadership, athletic, and character excellence to prepare the leaders of tomorrow.

CHALLENGES

Qatar Leadership Academy approached us with the idea of a new calisthenics court that would transform their physical education experience. They wanted to set a new standard of exercise quality in the Middle East and QLA wanted an ambitious, interactive exercise facility for their students.

They sought to set a new benchmark for exercise excellence in the Middle East and provide their students with an ambitious, interactive training facility.

SOLUTIONS

ID was awarded the main contract for the new calisthenics court of Qatar Leadership Academy. The project was to complete and deliver this new calisthenics court by time. The ID proved to be a reliable partner as ID has completed and handed over the project on time without any delay.

ID proposed an innovative design concept with a unique way of implementing it, and we were awarded the main contract for the new calisthenics court of Qatar Leadership Academy. The project was to complete and deliver this new calisthenics court by time. The ID proved to be a reliable partner as ID has completed and handed over the project on time without any delay.

QATAR LEADERSHIP ACADEMY

RESULTS

We were tasked with creating a piece of art that was both functional and amazing to look at. The final result was the largest calisthenics court in the world, certified by GUINNESS records.

The new calisthenics court is ideal for calisthenics workouts and different fitness training routines. It is up-to-date with the latest technology which offers numerous solutions to make the most out of the facility. Calisthenics Court has an all-inclusive design and is ideal for students to practice skills as well.



OUR RICH PORTFOLIO DEMONSTRATES OUR ABILITY AND EXPERTISE BEING ABLE TO EXECUTE A DIVERSE RANGE OF PROJECTS IN VARYING SECTORS.

OUR CLIENTS

At Intelligent Design, our clients and their requirements always come first. Our approach is firmly rooted in being able to deliver the most inspiring and effective work for our clients. We develop strong relationships with them, becoming an extension of their teams to help harness their focus and drive their business forward.

We make a promise to our clients that the quality of our work will always be high, no matter how big or small a project might be. Our team of professionals is committed to quality work.

Whatever their size, wherever our clients need us, we're set up to deliver.

LAURA ASHELY LAURA ASHELY







DOHA FESTIVAL CITY

 □ 408SQM

LAURA ASHELY LAURA ASHELY





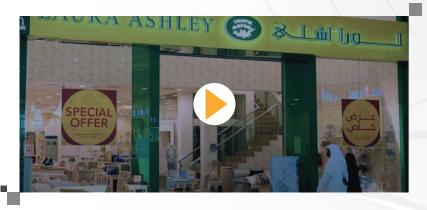




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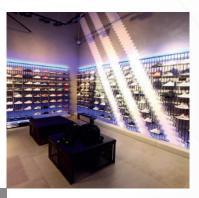


















MALL OF QATAR











الركن الرياضــي Sports Corner

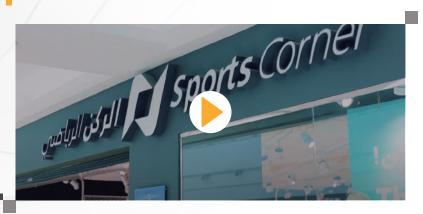
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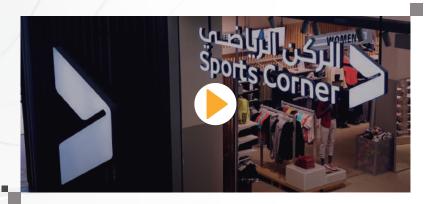




















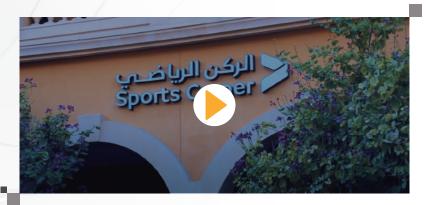










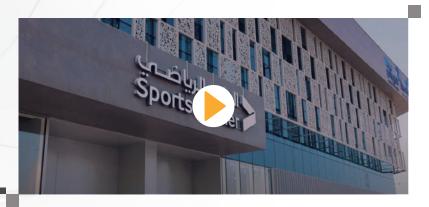












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SPORTS CORNER



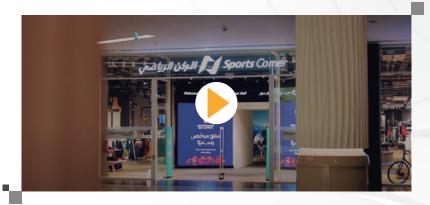




















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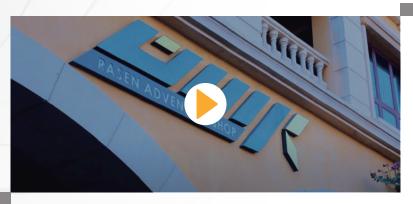






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NATIONAL SERVICE ACADEMY









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NATIONAL SERVICE ACADEMY



















What our Customers say about Their Experience With Intelligent Design?

We value the opinions of our clients regarding the services we offer. The testimonials and awards we have received speak for themselves and establish us as leaders in the field of architectural and design excellence.



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Sincere's.

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Mr. PARGE SALMHARON, SALHIM







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الركن الرياضـي Sports Corner

I have been using their Services for most of my Retails shops.

Their sparkling touch in SPORT CORNER is clearly high attractive TAWAR MALL, DOHA FESTIVAL CITY, QATAR MALL and other locations.

They have been a very satisfied contractor.

They offer the most competitive rates matching our budget and have always been excellent with their Idea, plan, execution in a professional manner to insure quality.



'Believe when we say that we will be recommender of ing INTELIGENT DESIGN to business association or to anyone we think might be able to benefit from your services'.

LAURA ASHLEY

I can attest that the level of service and quality that is offered is at an affordable price. We firmly believe that any company will benefit from doing business with INTELLIGENT DESIGN. Their work is quality with very professional management.

GRUBERS

INTELLIGENT DESIGN has provided a combination of quality work and great service to our organization, we are thankful for our partnership with ID and highly recommend them as a partner for your projects.



Working with Intelligent Design was an absolute pleasure. Their design was one of the best we've seen, and they took care of everything we needed, down to the last detail. They were able to deliver the project with speed and professionalism.



ID has been a great partner and is always eager to help us with any of our projects. They have the skills to turn our innovative ideas into reality and their commitment to quality is something we value and appreciate.



We had a very positive experience working with ID. Awni and his team have been there for us every step of the way, from concept to completion. Their quality of work and service is outstanding. We appreciate their flexibility and willingness to accommodate our needs. Thanks, ID!

MADAME COCO

When we first started working with Intelligent Design, we were really impressed with the level of customer service and follow-up. Their ability to communicate, listen, and come up with creative ideas has been a great asset to our success. We are proud of our partnership with ID and highly recommend them as a partner for your projects.

Awni, as usual you art the best thank, you dear

حبيبي يا مهندس عوني يعطيك العافية انت سبب في هذا النجاح باذن الله MashAllah looking great Great work Awni

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Hi Awni.. it's surely a good work.. And really thanks for your consideration for the power wall.. which requires to be rethinked..thanks a lot for your support..you have an awesome team. Have a great day ahead

صباح الخير. شكرا علي انجاز المحل قبل الوقت المحدد

