

Introducing Living Design of Sweden

Our Dear Clients

We have pleasure in inviting you to look at a sample of Living Design's projects and competency shown with our website (www.livingdesign.com) and to demonstrate how we can be a reliable and powerful design house for you in your new projects in the hospitality new build and renovation as well as the High End residential Interior Design and Turn-key projects.

Company Overview:

Living Design is a Swedish based International Interior Design Company with an unparalleled reputation across Scandinavia within an industry that thrives on perfection. Since its establishment in 1984, Living Design has consistently honed the professionalism of the best design talent available from across the world, to become a leader in the design and execution of luxury hotel properties throughout the world, both new build and renovation always with a craft of individual narrative concept tailored.

Living Design's unique creativity has ensured the success of more than 250 projects, both domestically and internationally, for prominent 5 star hotels and high end residential projects. With an eye for innovation and a standard of excellence, we dictate the success of our projects and elevate the expectations of our clients. Our 27 Years of experience have transformed Living Design into one of Europe's Premier Interior Design Companies. Hotel chains such as Kempinski, Fairmont, IHG, Hilton and Hyatt are just some of the clients of Living Design with the remit of the Company to expand its portfolio from within Europe, Russia, North America and the Middle East and at the most exclusive travel destinations.

By providing such customized services for clients and forever seeking a progressive approach to design, the company offers a wide range of innovative and creative services. Unlike many of its contemporaries it is not narrowly focused but instead offers flexibility coupled with solutions eliminating the barriers between interior designers, architects and consultants. It forges positive relationships and brings together art and architecture, interior, graphic design and more.

Living Design's most recent accomplishments includes the Kempinski Cathedral square recently opened in October 2012 which was a turn-key project, Grand Hotel Kempinski Geneva, the Geneva Suite which is the largest suite in Europe, along with the public Areas and the Grill Restaurant, the Radisson Oslo Plaza, the Kempinski High Tatras in Slovakia to name few.

Forthcoming major projects include the new Intercontinental Davos, the venue of the world economic forum in 2013, Kempinski Royal Maxim, Cairo, Egypt, a new 5 star hotel in Turkmenistan



among other new projects.

Through the drive of its current principal Tarek Hegazy, and its experienced team of international professionals the company has a shared passion for cutting edge design, using imagination and creativity as tools they have developed their reputation as innovative project specialists delivering practical design, appealing to the eye but remaining original.

Trusted by its clients, acclaimed by its peers the company has a broad range of business offering new visions and ideas.

It is part of the companies remit to form concepts and designs that are easily identifiable with property owners and developers, primarily but not exclusively, in the hotel and leisure industries engaging in planning and consulting, the development and execution of interior design. Living Design provides a full range of design services, procurement of FF&E and installation giving a full turn-key solution so often requested by its prestigious clients.

During the years of experience, Living Design has accumulated a portfolio of clients and projects that have earned us several awards of excellence. Living Design have also won a numerous design awards and have been finalist on several others including the European Design Award, Best Business hotel award, best European hotel, and best hotel worldwide, best restoration hotel among others. Our work has been featured in numerous magazines around the world notably as design setter in innovation and functionality.

Our Mission Statement

Clients accept that design and ambience make a definite contribution to their competitive edge. They recognize that projects commissioned from Living Design are investments, pure and simple. While we believe that dreaming is our everyday's inspiration, we blur the boundaries between uniqueness and functionality to offer an eccentric design result based on ideas drawn by our diversified multi cultured designers. Known as the Scandinavian soul of functionality and sophisticated appeal in our design, our goal remains to provide the very best quality, coupled with the most functional solution at the best competitive prices.

Our mission at Living Design is to understand our client needs, reflect them into an extraordinary design and achieve the creativity of pleasure of its user in order to give each project its own signature related to its place but timeless in its vocabulary..

We are as well able to offer competitive savings to our clients should they select us to do the turnkey since we realize the project from its birth through to completion with our extensive procurement and project management concept.

We fully believe that any delay in the opening of a project results in lost revenues and we vigorously ensure that all projects undertaken at Living Design are always kept to budget and on schedule and that's certainly the challenge we carry for all our clients and property owners.

At the end, we hope you will enjoy working with us as much as we enjoy working with you.

Sincerely,

Tarek Hegazy, AIA- SAR/MSA
Principal & Creative Director

Living Design Recent Project Reference List

- Intercontinental Hotel & resort, Davos (Current project)
- Kempinski Royal Maxim, Cairo, Egypt (Current project)
- HCH 5 stars hotel in Ashgabat, Turkmenistan (Current project)
- Kempinski cathedral square, Vilnius, Lithuania
- Nobu restaurant Geneva
- Renovation of the Radisson Blu Oslo Plaza, Oslo, Norway
- High end residence compound, Florida, USA
- Hi End Palace, Riyadh, Saudi Arabia
- 5 Mondes Spa at the Grand Kempinski Geneva, Switzerland
- Fairmont Jasper Park Lodge, Calgary, Canada
- Sonia Henies Ballroom at the Radisson SAS Oslo Plaza, Norway
- Grand hotel Kempinski Geneva, Switzerland
- The Geneva Suite At the Grand Hotel Kempinski Geneva
- Grand Kempinski Hotel High Tatras, Slovak Republic
- Sofitel Ashgabat, Turkmenistan.
- Grand Hotel Kempinski Adlon, Pariserplatz, Berlin, Germany
- Copenhagen Airport Hilton Hotel, Copenhagen, Denmark
- Hotel Atalaia, Mallorca, Spain (Currently the New Jumeirah)
- Radisson SAS Plaza Hotel, Oslo, Norway
- RICA Hotel Dyreparken, Kristiansand, Norway
- Hotel Europe in St. Petersburg, Russia
- Kempinski Moika 22, st. Petersburg, Russia
- Grand Hotel Stockholm, Sweden
- Kempinski River Park hotel, Bratislava, Slovak Republic
- Hotel Baltchung Kempinski Moscow, Russia
- Kempinski Residence, High Tatras, Slovak Republic
- Holiday Club Hotel and Spa, St. Petersburg, Russia
- Choice Hotel Clarion Skanstull, Stockholm, Sweden
- Bro Hoff Slott & Golf Club, Sweden
- Helnan Marselis Hotel, Aarhus, Denmark
- Grand Hotel Stockholm, Sweden
- Kempinski Hotel Taschenberg Palais, Dresden, Germany
- Montgomery Residence Hotel, Brussels, Belgium
- Kempinski Hotel Bristol, Berlin, Germany
- Kempinski Hotel Corvinus, Budapest, Hungary
- First Hotel Marin, Bergen, Norway
- RICA City Hotel Stockholm, Stockholm, Sweden
- First Hotel Millennium, Oslo, Norway
- Radisson SAS Royal Viking Hotel, Stockholm, Sweden
- Fashion House, Radisson SAS Astoria Hotel, Vilnius, Lithuania
- Sheraton Aerogolf Luxembourg, Luxemboug
- Grand Hotel Saltsjöbaden, Stockholm, Sweden
- Kempinski Hotel Furstenhof, Leipzig, German
- Holiday Inn Crown Plaza Hotel, Amsterdam, The Netherlands
- Hotel Jalta Prague, Prague, Czech Republic
- Hotel Farinet, Verbier, Switzerland
- Choice Hotel Skanstull, Stockholm, Sweden
- First Hotel in Oslo and Bergen, Norway
- Rica Djurparken Hotel in Kristiansen, Norway
- Radisson SAS Hotel in Vilnius and Klaipeda, Lithuania

