

Traditional meets modern

Work has almost finished on what is expected to be one of the most luxurious hotels in Ashgabat, Turkmenistan, Hotel 5 Etoiles Oguzkent. Interior designers and fit-out company Living Design, Sweden has been involved in the design of all public areas of the hotel, including restaurants and bars.

AB Living design was directed by Bouygues Construction International of France to design the circulation and all public areas of a luxury hotel, congress and presidential negotiation hall, as well as a residential apartment for flagship hospitality project due to open early 2010 in Ashgabat, the capital of Turkmenistan. The complex offers a total of 392 rooms including 20 presidential suites and nine executive suites, in addition to 70 exclusive residences of 5-star standards. Design inspiration has been drawn from Turkmen architecture in a city where Turkmen and Islamic architectural styles meet the modern European influences.

"The importance of this protocol hotel and its contribution to the tourism and the exposure of the Turkmenistan values and hospitality is a key factor in the creativity process; the balance and simplicity of the traditional and modern Turkmen design style of the interior reflects the spiritual nature of the Turkmen nation and the sense of glory and historical civilization" says Living design' CEO, Tarek Hegazy.

The congress complex destined to be used for official summits as well as presidential meetings, includes three grand ballrooms, the protocol areas, which include the president office, the negotiation hall, a private resting area for the president and a delegations rooms area with meeting rooms for all kinds of protocol conferences.

The hotel is housed in 18-storey tower architecturally designed by the famous Tunisian architect Dr. Agmi Mimita. While all rooms have been designed by the in-house of Bouygues, Living Design had the denting task of the design of all circulation, as well as the public areas including restaurants, speciality restaurants, bars and sky lounge restaurant among other spaces.

For dining and entertainment the hotel offers diners with the option of many restaurants: 'All Day' serving international cuisine, or the contemporary Moroccan, as well as another speciality restaurant. 'The panoramic restaurant,' which is located in the 15th floor with

an unprecedented view overlooking the city of Ashgabat and the mountains. The bar and the night club located in the ground floor and the lower floor respectively are considered two pieces of art that adds to the hotel the very modern and stylish accent giving a new dimension and life to the hotel guests.

The wellness and fitness centre is spread over the two floors and covers 2,600 square meters. The centre offers an indoor pool and the first spa in Turkmenistan with Fitness, Hammam, and double and single treatment rooms. The hotel also has more than a dozen of meeting and event space with three grand ballrooms.

Living Design is a Swedish interior designer and fit out company established in 1982. Living Design specialises in the upscale hospitality industry, exclusive residential and executive office buildings and has completed more than 130 hotels, 250 restaurants and bars, a handful of golf club houses and some destination spas in Scandinavia, Europe and Russia. The company's winning formula has been to develop strong relationships with clients, an understanding of their business, image, budgets and financial constraints to provide tailor-made solutions unique to each of our clients.

Design solutions have always been responsive to goals, budgets and aesthetic objectives established by our clients. The facilities we design are destinations for the end user, so we address the client's need as well as his customer in a way that satisfies all parties while complying with all the strict codes of design and execution. All of Living Designs projects have been completed on schedule, within budget and with a market targeted design.

27 years of experience have accumulated an impressive portfolio of clients/operators and projects and have earned Living Design numerous awards of excellence. Living Design has also won numerous design awards and have been finalist on several others inclusive of the European Design Award, best European hotel, best European Business hotel and best hotel worldwide, best restoration hotel.