

D E S I G N
INTERIOR ARCHITECTURE

INSPIRED IN DESIGN | DISCIPLINED IN ACTION

JULPHAR AVENUE MALL

CASE STUDY



INTRODUCTION

For over two decades, **IRD** has created inspired interior design worldwide.

Our design and architectural expertise spans multiple industry sectors and geographies, bringing compelling and unique design solutions into the future. Collaborating with specialists, we bring together the design vision, attention to detail and technical expertise which interior environments to life.



ABOUT THIS PROJECT

Julphar Avenue Mall

REBIRTH THROUGH DESIGN VISION

This is not a typical upgrade. Julphar Avenue Mall was brought **back to life** through design. When RAK Properties set out to refresh this underperforming space, their vision was clear: **elevate** outlet visibility, create a **cool** and **clean** interior, and **reimagine** the customer journey. **IRD** answered with an experiential design strategy rooted in Ras Al Khaimah's dual identity, with the **sea** on one side and **mountain** ranges on the other. The outcome? **IRD** delivered a complete reimagination, turning the mall into a destination that **reflects the natural beauty** of Ras Al Khaimah while **strengthening** its commercial and cultural appeal. Through design intervention alone, it demonstrates retail design's **power to revive** not just spaces, but entire communities.



DESIGN





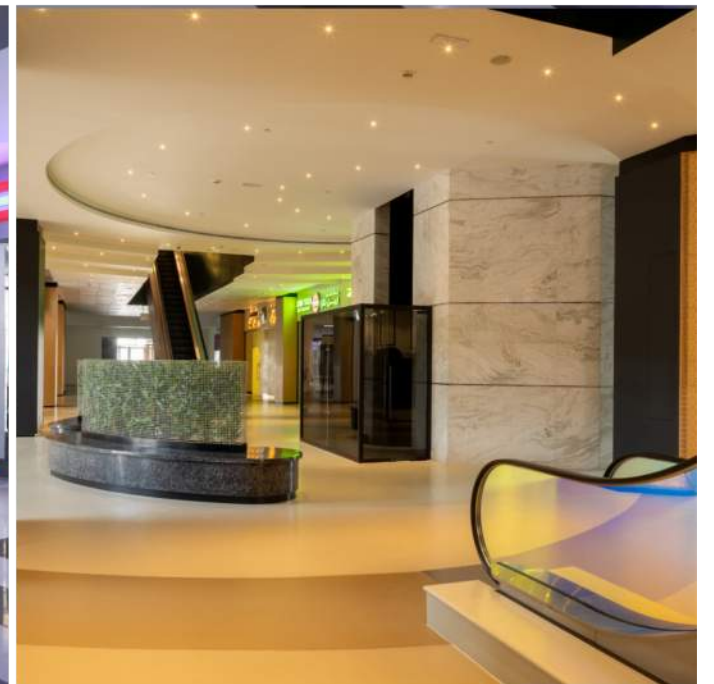
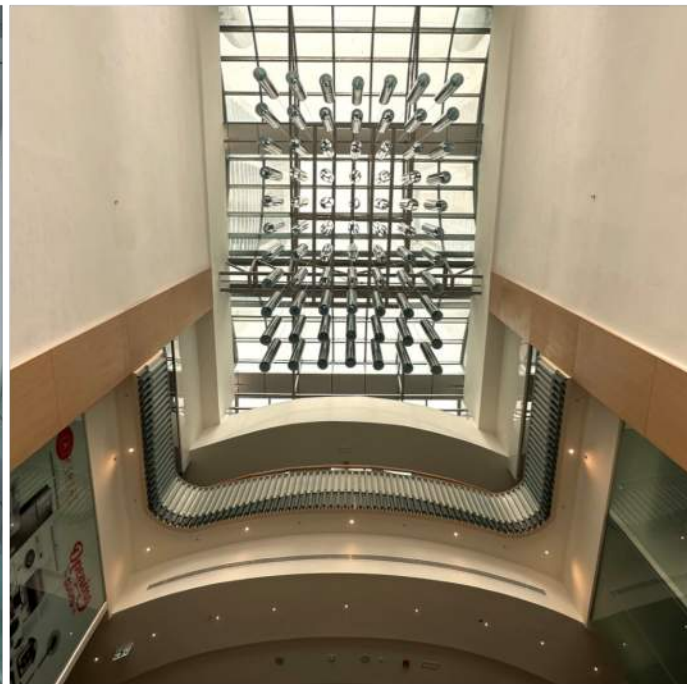
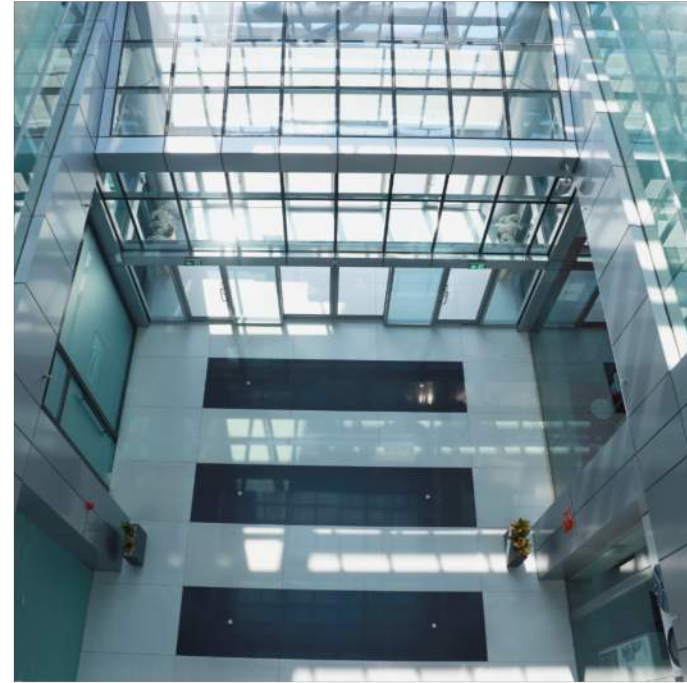
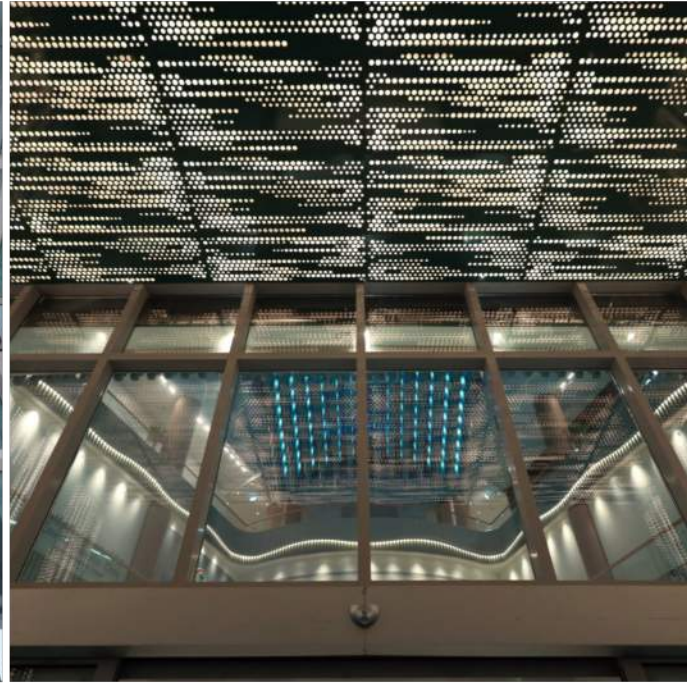
DESIGN



DESIGN



BEFORE & AFTER



▪ **THANK YOU**

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