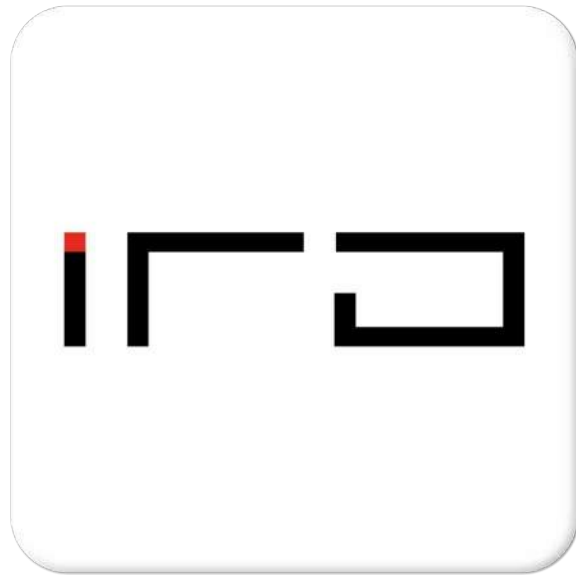


D E S I G N
INTERIOR ARCHITECTURE

INSPIRED IN DESIGN | DISCIPLINED IN ACTION

KAVAK HUB

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.

DESIGN

ABOUT THIS PROJECT

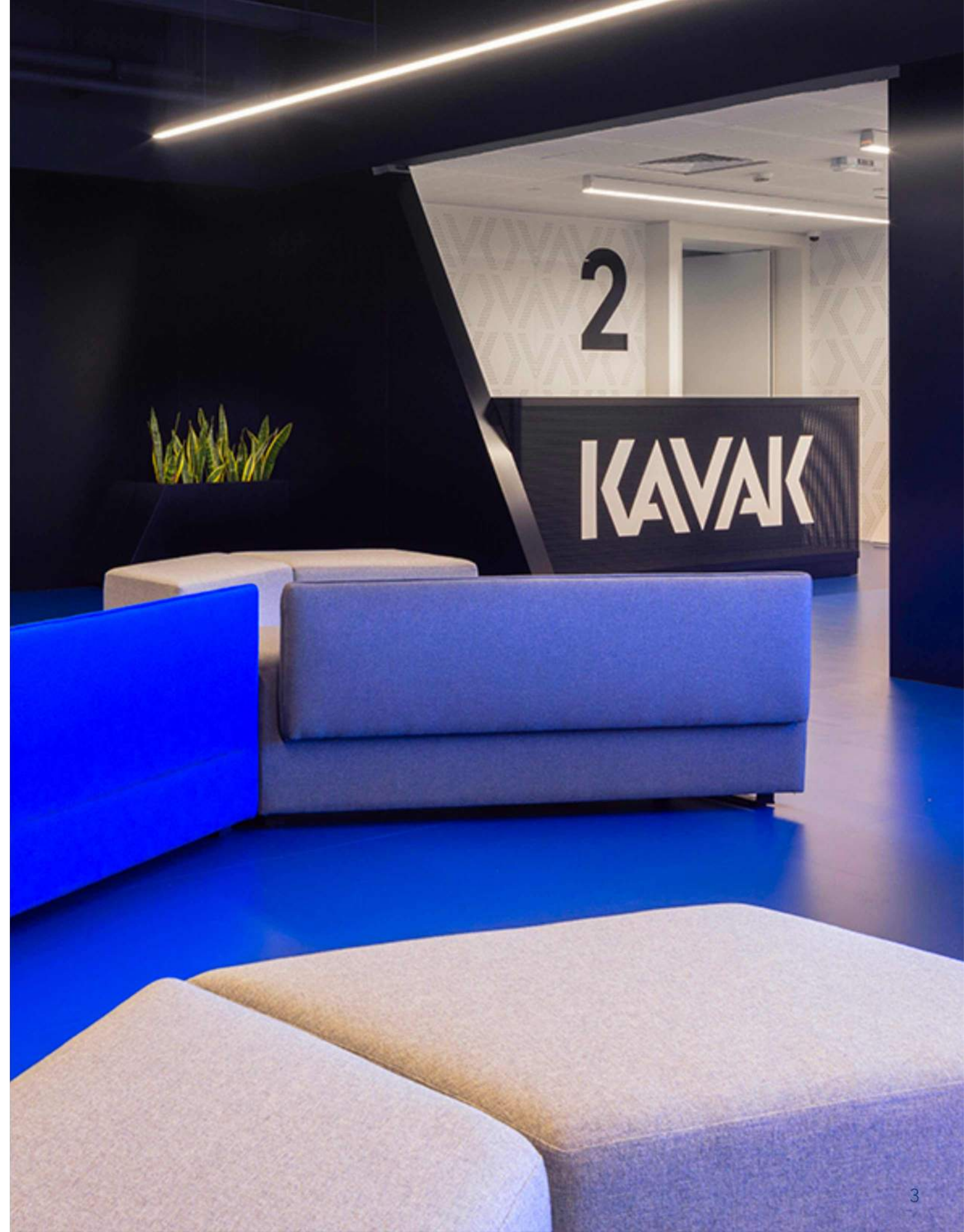
A retail store, one of it's kind, selling pre-owned cars.

Creating a story of sustainability through **re-use** and a customer journey through the play of materials, lighting and sound.

Brand identity was the key narrative for this project delivery.

"I met Indu back in 2012 when I was building a co-working space in Dubai called Impact Hub. Her creativity, attention to detail, and innovative approach to design was the driver of a very successful completion and launch of Impact Hub. Ten years later, I returned to IRD to design the Kavak Hub, a car showroom. This time we had global guidelines to abide by, but IRD were tasked with the localization of the design as well as all detailed design and we hired them also to manage the project, from BOQ, to bids, to completion. Overall, the project was launched on budget and as per the schedule given to us by the contractor and exceeded our expectations. Thank you IRD."

Marwan Chaar - Co-CEO



DESIGN

1



DESIGN



DESIGN

This is the **first** store designed in a parking lot of a Shopping Mall.

The challenge to bring in the services from the main building to the subsidiary parking lot while keeping the entire construction **light, removable** and **reuseable**.

Each aspect was diligently thought out, where each speciality came together to **solve material, installations** and **innovation** to maintain the brand integrity.



▪ **THANK YOU**

t: 056 5599696 | 205, Building 02, D3,
Dubai Design District, Dubai, UAE

www.irdesign.co