

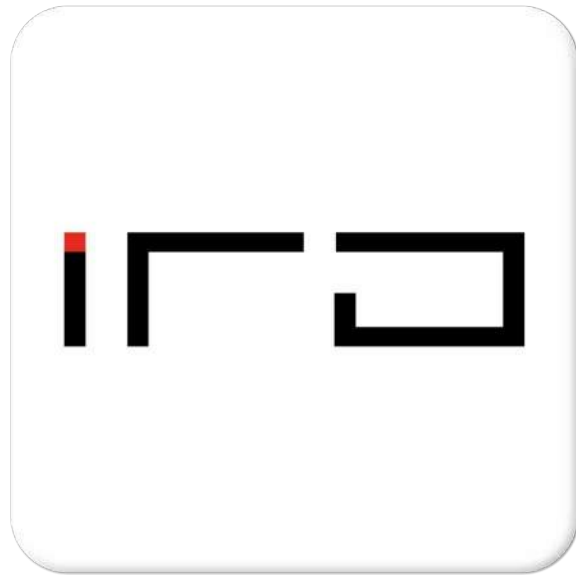


D E S I G N
INTERIOR ARCHITECTURE

INSPIRED IN DESIGN | DISCIPLINED IN ACTION

NOVO CINEMA

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

The **largest cinema** change in the **Middle East**. **Novo Cinemas** was re-launched in 2000 with theatres located in Qatar, Bahrain, Dubai, Abu Dhabi, Sharjah and Ras al-Khaimah.

“Indu and the rest of the IRD team are truly exceptional. They collaborated with all the teams involved in completing our project — from providing big picture ideas to delivering the necessary details to get the job done.”

Linda Karam - Senior Projects Manager



DESIGN



nova
cinemas

QATAR
AIRWAYS
قطرية

BEFORE

The site was just old and required a new look. The lighting levels were low, the wall finishes did not have any distinguishing features. Though the architecture provided its own challenges, the space had the height to create an impact.



DESIGN

IRD worked closely with **Novo leadership** to reinvent one of its flagship properties in Dubai. The principal design goal was to ensure that the theater-goers' experience of the space was befitting the state-of-the-art technology and family-friendly service Novo is known for. Design planning services included full renovation of the main entrance, ticketing lobby, concessions and washrooms.



 NOW





▪ **THANK YOU**

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

www.irdesign.co