

Design

Middle East Interiors and architecture from the Gulf, Levant and beyond

DESIGN MIDDLE EAST Awards 2022

WINNING WITH PRIDE

The Design Middle East Awards 2022 concluded with great fanfare and show, honouring the best in the region's architecture and design industry. A keepsake edition for the winners!

OFFICE DESIGN & BUILD CAPACITY
Havelock One Interiors

HEALING WALLS
Evonik's groundbreaking additive



THE FITOUT's manufacturing and production facilities are equipped with cutting-edge technology that enables multi-run production of high-quality finishes.



Delivering Excellence

Sherif Nagy, general manager of **THE FITOUT**, discusses industry trends, successful commissions, technology, and future plans

Tell us if you were able to achieve your goals and expectations in 2022.

The year 2022 has indeed been a remarkable year for us, as we achieved several exceptional feats, in terms of delivering unique projects for clients on schedule. We embarked on several diverse projects this year, all of which we were able to deliver successfully on time, thanks to the continuous efforts of our dedicated team, combined with our well-planned strategies.

Over 35 years we successfully provided

distinctive and sustainable interior fit-out solutions for diverse clients in the UAE, including Marriott, SLS Hotels and Residences, FIVE Palm Jumeirah Hotel, Nikki Beach Resort & Spa, Abu Dhabi Commercial Bank, University of Wollongong, RTA, Skynews, ENOC, Waldorf Astoria, etc. In 2022, we successfully delivered the interior design of the Brett Johnson Boutique at the Dubai Mall, which is one of the outstanding projects in the Middle East and Asia.

How has the performance differed from 2021?

There is no denying that the effects and uncertainty of the COVID-19 pandemic made 2021 a difficult year for all businesses across a variety of sectors worldwide. Companies across the world faced a significant dilemma on what to do, while the pandemic was at its worst. Once the world began to return to its pre-pandemic normalcy, we decided to reorganise our business and renewed our efforts to immediately start working on a range of unique projects. This was made possible by the diligent and productive staff

THE FITOUT's commitment to green construction through early adoption and ongoing education on emerging techniques and products has resulted in works that are in sync with the environment and also satisfy client needs.

at our own production facilities. During the pandemic, THE FITOUT adapted, employed robust precautions, and kept moving forward with optimism.

Post pandemic, we strived to significantly raise productivity and enhance efficiency, by introducing high-tech equipment to expedite project completion as well as its delivery. We further undertook various other safety precaution measures for our office to be a safe environment for our employees. Also, each project we embark on has a safety officer appointed, to ensure

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that staff health and safety are given top priority. They are well-trained and prepared to resolve any challenges that could occur.

Tell us about some of the current projects you're working on and what are the upcoming projects in the pipeline?

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What makes THE FITOUT stand out in the market?

Since its founding in 1987, our company has acquired recognition as a leading fit-out firm that offers comprehensive interior solutions with the highest standards of quality and services. We offer wide-ranging services that include project management, manufacturing, design and build, and fit-out contracting, all of which are driven by our core values of providing quality and excellence to our customers.

Our ability to successfully complete projects for our high-end clients is attributable to the extent of communication and coordination that we follow, to complete excellent projects on schedule and under budget, with the effective collaboration of our engineers, managers, and team members. Additionally, having our own integrated manufacturing facility further provides us with a competitive advantage in the field of interior designing and other fit-out projects.

How do you see the fit-out industry evolving?

At present, the fit-out sector is witnessing several major developments as well as challenges owing to the wide variety of businesses that are being established in the UAE, and the growing competition among the fit-out contractors. Being sustainable in all our endeavours is currently one of the key priorities that we have set for our firm. >>>

SLS Dubai Hotel & Residences



Capital Club Dubai is a private business club that operates in the heart of the Dubai International Financial Centre (DIFC).

In terms of technology, are there any particular technologies that you are working on that we should be aware of, but are currently under the radar?

We constantly strive to adopt recent technologies that improve our efficiency and enable us to provide the finest projects, in addition to fostering sustainability. We are keen to stay up to date with the most recent technology and currently, our production facility has incorporated several modern technologies and innovations, which include the newest CNC machine and Edge Banding machine. Additionally, our production facility also includes a special, unique, and standalone veneer area with a double-stitching veneer machine and a veneer slicing machine with a piece of art veneers.

Tell us about your manufacturing facility and how does the facility work to ensure the best final product is being sent to the client/project?

We believe in keeping pace with recent technologies and advancements to enhance overall productivity and efficiency. For both commercial and residential projects, our integrated manufacturing facility manufactures, supplies, and installs a variety of doors, including BM Trade-registered fire-rated doors, closets, kitchen units, vanity units, and bespoke joinery interiors. Additionally, we also manufacture, supply, and install contract furniture, case goods, upholstered furniture, and soft seating. The quality of our goods is continually upheld and delivered to the highest degree, thanks to our skilled artisans, meticulous quality control procedures, and ISO 9001, 14001, and 45001 accreditations.



THE FITOUT's manufacturing facility, where trained staff work to provide high-quality products to clients.

What can you tell us about your plans for the growth of THE FITOUT in the future?

We have bigger plans and ambitions for our company in the future. THE FITOUT will debut a full line of Furniture, Fixtures, and Equipment (FF&E) in the UAE, as well as a premium, exclusive Italian kitchen brand. We intend to further solidify our position as a premier brand in providing comprehensive interior solutions in the UAE, as well as expand our footprints across the GCC region.

