

# Design

## Middle East

Interiors and architecture  
from the Gulf,  
Levant and beyond

**NICOLA  
COROPULIS**  
CEO, Poltrona Frau  
LAUNCH OF NEW  
SHOWROOM IN DUBAI

SARAH-JANE  
GRANT  
Managing Director  
for GCC at LXA  
DESIGNING EN FUEGO  
RESTAURANT AT  
ATLANTIS THE PALM

TECHNOLOGY, CREATIVITY, AND A FLEXIBLE APPROACH ARE THE DRIVING FORCES BEHIND THE CONTINUAL SHIFT. DESIGN MIDDLE EAST APPLAUDS THE REGION'S LEADING FIT-OUT CONTRACTORS 2023 FOR ADAPTING TO THE TIMES, EXCEEDING CLIENTS' EXPECTATIONS, AND CREATING REMARKABLE PROJECTS THAT ENHANCE THE REGION'S LANDSCAPE.

# TOP 20 FIT-OUT POWERLIST 2023



✓ SHERIF NAGY,  
General Manager, THE FITOUT ✓

## 8 / THE FITOUT

**T**HE FITOUT, one of the UAE's leading companies providing total interior solutions and a subsidiary of Union Properties, has been innovating its business to keep pace with the progressing industry demands since its inception in 1987.

Evolving from a joinery company, THE FITOUT, proved that it can keep up with the changing industry demand by adding Design & Build, and exclusive furniture to its services. Over the years, the progress of the company has been steered by the expertise and innovative strategies. Sherif Nagy, general manager, has played a key role in driving the success of the company.

He has been influential in introducing various ground-breaking technologies to the industry and altering it. He has made further steps in modernising THE FITOUT's factory facilities by combining state-of-the-art and modern technology-driven machinery, owing to his broad understanding in the fit-out as well as manufacturing industries. Adhering to the highest quality standards of THE FITOUT, he has restructured its manufacturing and production facilities to deliver bespoke products with superior finishes.

THE FITOUT has established a regional standard for quality finishes, in line with its objective of becoming one of the

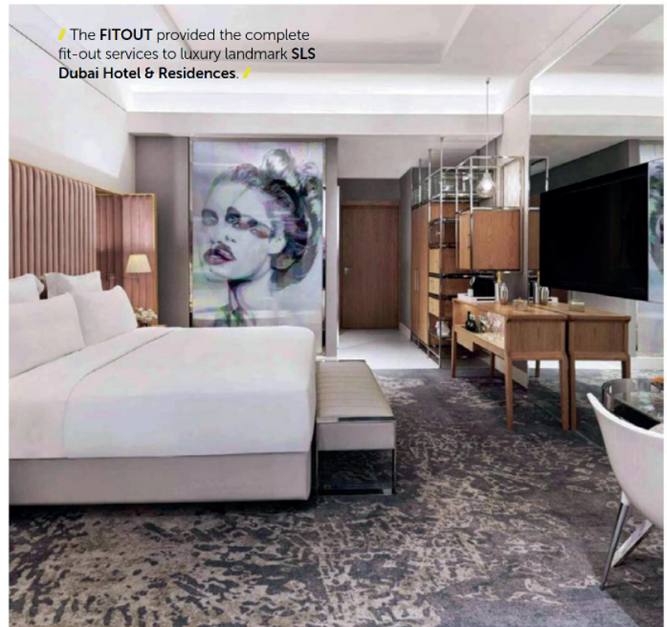
leading providers of high-end bespoke joinery and fit-out solutions. The firm offers wide range of services, including project management, design and build, manufacturing, and fit-out contracting. By fostering a culture of teamwork, the company has also been managing and inspiring its workforce of more than 750 employees.

The company has successfully completed several prime projects such as SLS Dubai Hotel & Residences, Marriott, The Palm Tower, University of Wollongong, Royal Atlantis, RIU Hotel, Huawei, and many more. THE FITOUT completed world-class fit-out works for the Expo 2020, World Expo hosted by Dubai. Implementing the global standards of excellence, the company finished two pavilions, 10 stores, and multiple restaurants at the Expo 2020 site in a short span of three to four months.

THE FITOUT received various awards within and outside the UAE owing to its effective marketing, public relations, and branding efforts, further cementing its position as a

leading player in the industry. Additionally, in line with THE FITOUT's commitment to green and sustainable construction, it has received various international accreditations, including ISO 9001 (Quality Management System), ISO 14001 (Environment Management System), ISO 45001 (Health & Safety Management System), and FSC (Forest Stewardship Council) certificates.

Commenting on the regional fit-out market landscape, Sherif Nagy, General Manager of THE FITOUT said: "Currently, the fit-out industry of the Middle East region is rapidly evolving, particularly driven by a growing demand for innovative, sustainable, and cost-effective solutions. Amid this market shift, the industry demonstrates greater prospects in the coming years. With a focus on creating modern and dynamic spaces that reflect the rich cultural heritage of the region, we are confident to contribute to this growth by fostering innovative and eco-friendly architectural and interior design projects." •



✓ The FITOUT provided the complete fit-out services to luxury landmark SLS Dubai Hotel & Residences. ✓