

MIND PROFILE 2023

MiND
FULL DESIGN SOLUTIONS

Since 2005

18 years of experience

 mind.com.sa

 MINDinterior_

MIND.COM.SA



ABOUT US

At **MIND**, we believe success is not exclusive on owning objectives, success is to make a difference in the industry. Since 2005 here in Riyadh. We aimed to make a variance in the interior design industry, elevating the society's standards and expectations towards interior design and execution techniques.

Today we direct these standards, as the first reference for major companies, and anyone seeks reliable services from a professional team, their slogan is precision.

At **MIND**, We are keen to work on advanced technology and invest our extended experience in the industry to innovate technologies, so we formed the "THINK" team, who focus on doing studies and research on advanced technologies of the industry of interior design and implementation.

At **MIND**, Passion, art, and Professionalism are continuous.

WHERE WE ARE?



MIND
RIYADH
KING FAHAD ROAD
NAKHEEL TOWER
Floor 5

TEAM

Gathered to redefine the interior design

Gathering **MIND**'s team in one place was not a chance, but rather a planned strategic work. We were keen on building an outstanding team, always looking for development, and can't get enough with success.

MIND

PLUS+

In adopt a specialized approach for each sector, we formed a "PLUS" team to include a network of specialists internal members with all International experts to create this united mix team that can perform the work as it should.

At **MIND**

We are more than just a professional team, we are artists, creative, and pioneers.



ACHIEVEMENTS WE ARE PROUD OF

Strategic
partnerships with 5
global companies.

05

03

200

Our projects were
centralized in three
countries.

We trained over two hundred
engineers from different
Universities.

We have
served more
than 1000
clients.

1 M

We worked on
more than one
million square
meter.

+1000

+700

We worked on more
than seven hundred
project.

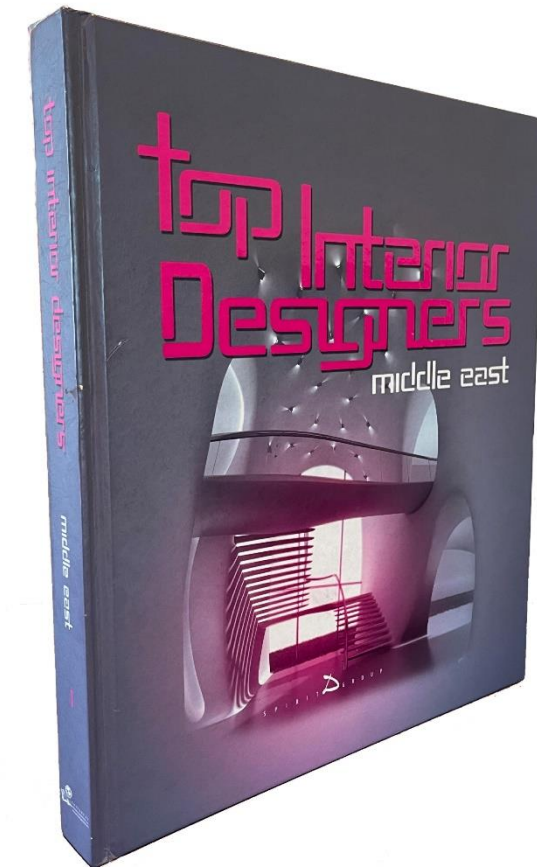
18

**Eighteen
years of
experience**

ACHIEVEMENTS WE ARE PROUD OF



One of our projects
won the best
commercial project.
2017



published one of our projects in
the Book of the Best top interior
in Middle East .
2020

MIND SERVICES

TURNKEY PROJECTS

INTERIOR
DESIGN

01

02

FURNITHING
SUPPLY
&
MANFACTRURNG

IMPLEMNTION
&
FITOUT

03

PROJECTS
MANGMENT
&
SUPERVISION

04

MIND SERVICES

INTERIOR DESIGN

we formed our design solutions according to the needs of each project and its various challenges, to create a thoughtful, different, and distinctive aesthetic spaces. Relying on our diverse experiences.

as we also believe in perfection in our work, we strive to care about the smallest details in the projects.



INTERIOR DESIGN FOR VOGUE CAFÉ
AL-RIYADH PARK MALL
MIND PROJECTS

VOGUE
café

MIND SERVICES

FURNISHING



We represent leading international furniture brands offering a wide range of products like Office furniture, educational, healthcare, and even restaurant and hotels furniture. All products are of great quality and supported by warranty and after sales service.

We providing Turnkey Solutions all around Saudi Arabia & GCC for over 18 years.

FURNITURE CONSALTENT FOR Le train bLeu
RESTRAINT
QATAR-ALDOHA
MIND PROJECTS



MIND SERVICES

PROJECTS MANGMENT

Resource and time management is our first priority and principle in managing the projects we undertake.

Our decisions in projects are based on project management methodology, and this is one of the reasons for our success and commitment in leading projects towards their goals.



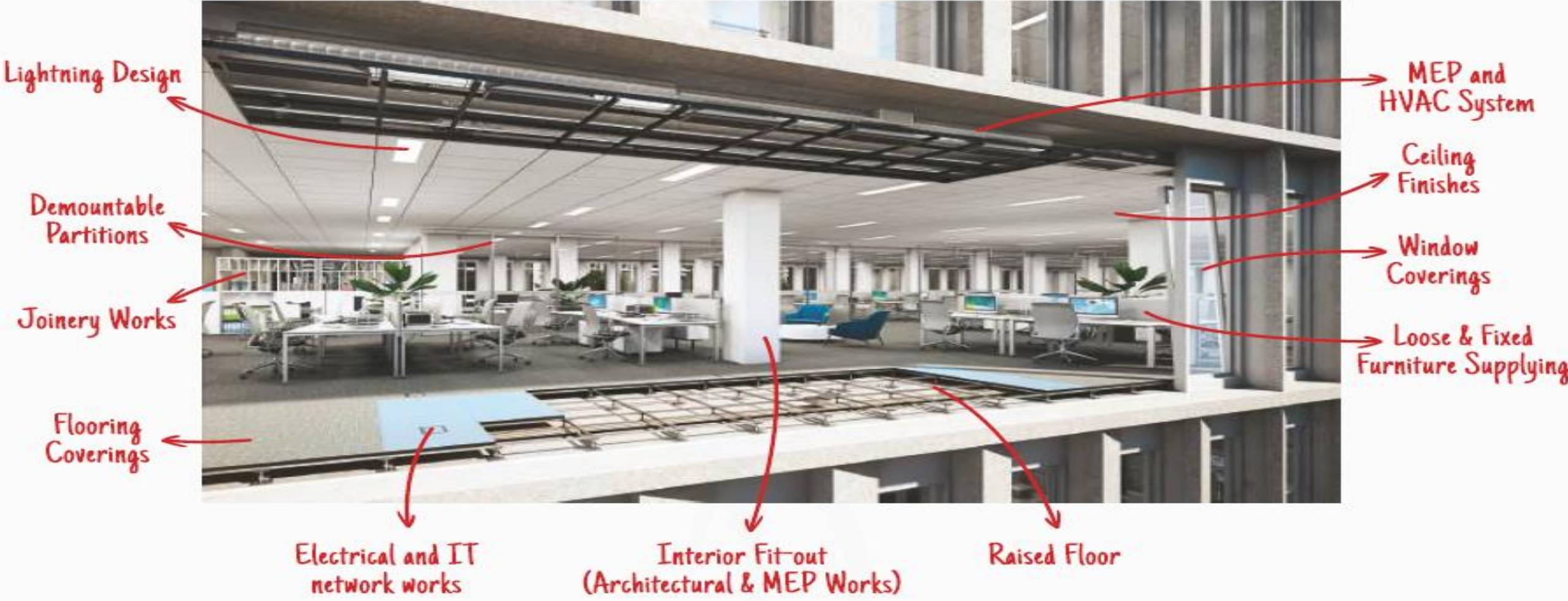
SUPERVISION

Our entrepreneurial role in interior design aligned with our experiences in furnishing projects have made us at MIND a valuable third party during the construction and finishing process. We wear the clients' and entrepreneurs' hat, and be their eyes and ears during the project construction phase. We understand all the details and strive to perfect its quality, and we practice project management and supervision professionally.

MIND SERVICES

IMPLEMENTATION

Through our "Projects Department", we manage and supply all aspects of execution materials, office interiors and decoration (Fit-Out) from A to Z like Partitions, Flooring and Ceilings overall including supply and installation, supported by warranty and after sales service from international company that's we are represent in Saudi Arabia and GCC. The department employs engineers with Civil, Electrical, Mechanical and Architectural disciplines along with many other key positions to ensure the highest quality workmanship and timely deliver



BUSINESS SECTORS

01



OFFICE BUILDINGS
AND BUSINESS
ENVIRONMENTS



HOTELS, RESORTS, AND
HOSPITALITY



02

03



DEVELOPMENT
REAL ESTATE

HEALTHCARE
AND
HOSPITALS



04

05



COMMERCIAL
PROJECTS

Samples of our
works

OFFICES SPACES AND BUSINESS ENVIRONMENTS

PROUDLY WORKED WITH



HOTELS, RESORTS, AND HOSPITALITY SECTOR.

PROUDLY WORKED WITH

شركة دور للضيافة
Dur Hospitality Company

JOUR




ANANTARA




الفيصلية
AL FAISALIAH
HOTEL
RIYADH, SAUDI ARABIA

MANSARD
RIYADH
A RADISSON COLLECTION HOTEL


Hilton
HOTELS & RESORTS

DEVELOPMENT REAL ESTATE SECTOR.

PROUDLY WORKED WITH



HEALTHCARE SECTOR AND HOSPITALS.

PROUDLY WORKED WITH



مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital & Research Centre
Gen. Org. مؤسسة عامة

مستشفى الملك خالد
التخصصي للعيون
King Khaled Eye
Specialist Hospital



مستشفى الملك عبدالله بن عبدالعزيز الجامعي
King Abdullah bin Abdulaziz University Hospital
جامعة الأميرة نورة بنت عبدالرحمن Princess Nourah bint Abdulrahman University



وزارة الصحة
مدينة الملك فهد الطبية

وزارة الصحة
Ministry of Health

■
COMMERCIAL SECTOR.
PROUDLY WORKED WITH



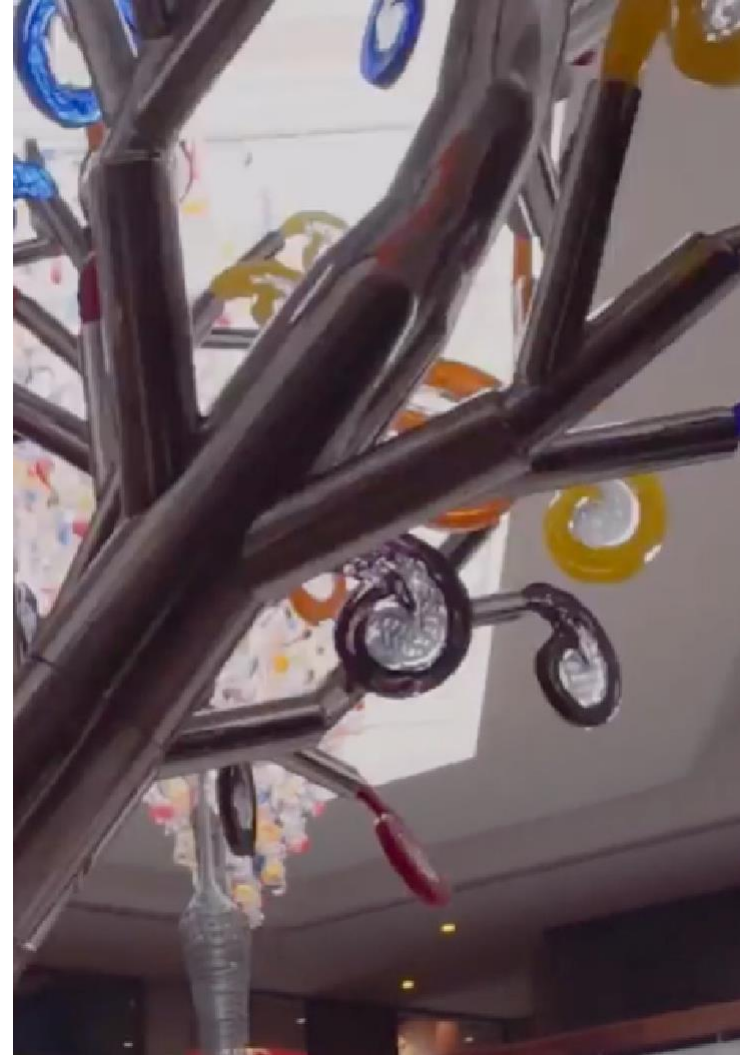
OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

The Headquarters Of the Foundation Musk Charity.

Developing the business environment and overseeing the **design and implementation of the headquarters the offices of the MISK Charity Foundation** in the Diplomatic Quarter in Riyadh, Designed to reflect the vitality of business in a creative work environment.

INFORMATION:

- **LOCATION** :Riyadh.
- **AREA**: 1200 sqm approx.
- **SCOPE OF WORK**: REDESIGNING & SUPERVISION .
- **YEAR**:2018.



OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

The Royal Commission for Al-Ulaa Governorate

The Office of His Highness the Governor

and the Executive Office.

Based on the long experience of developing offices and executive facilities, the office of his highness the Governor has been designed in a **modern style with touches from the nature of the environment in the Al-Ulaa region**, a wide space with elements a robust design that reflects the nature of Al-Ulaa.

INFORMATION:

- **LOCATION** :Riyadh .
- **AREA**: 700 sqm approx. .
- **SCOPE OF WORK**: TURNKEY PROJECT-DESIGN &BUILT.
- **YEAR**:2019.

الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



MIND.COM.SA



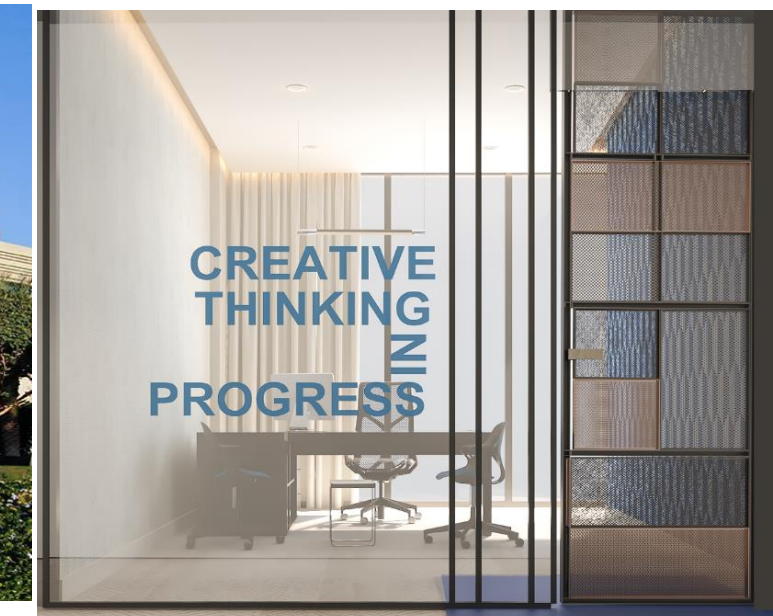
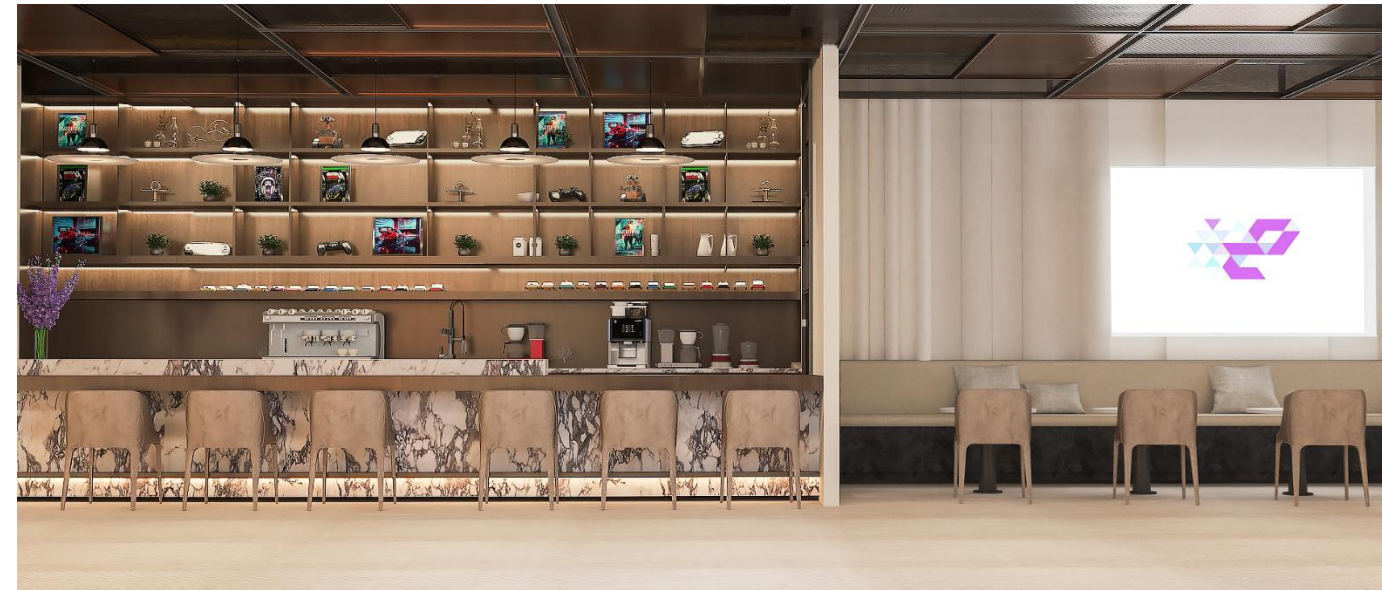
OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

Saudi Federation of Electronic Sports

A project located in Riyadh, in the gate, on an area of approximately 4,000 square meters. It consists of halls for electronic games and international competitions. It has a simple and elegant design that meets the needs of employees and gamers. It is indeed a very modern and electronic work environment..

INFORMATION:

- **LOCATION** :Riyadh .
- **AREA**: 4000 sqm approx.
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2022.



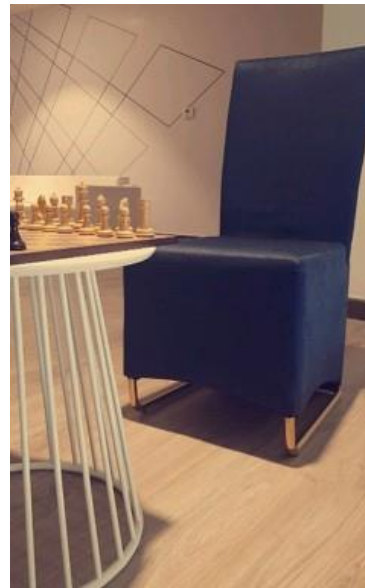
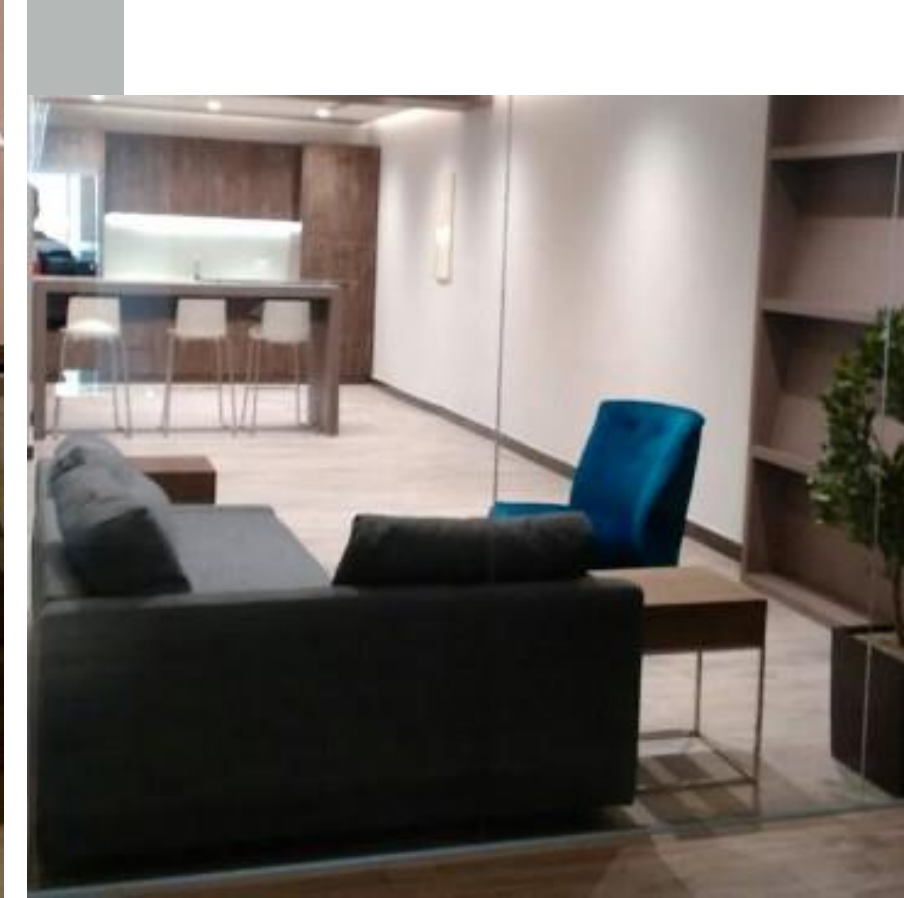
OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

MERAS Center of the Ministry of Trade

Designing a modern and dynamic work environment on an area of approximately 1000 meters square, the project is located in Riyadh, King Abdul Aziz Road, and considered as the first for the Ministry of Commerce to provide integrated services to business owners the customer experience is developed through implementing an in-house design that helps to achieve the center's objectives in providing a service integrated and fast

INFORMATION:

- **LOCATION** :Riyadh .
- **AREA**: 1000 sqm approx.
- **SCOPE OF WORK**: INTERIOR DESIGN & SUPERVISION.
- **YEAR**:2017.



OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

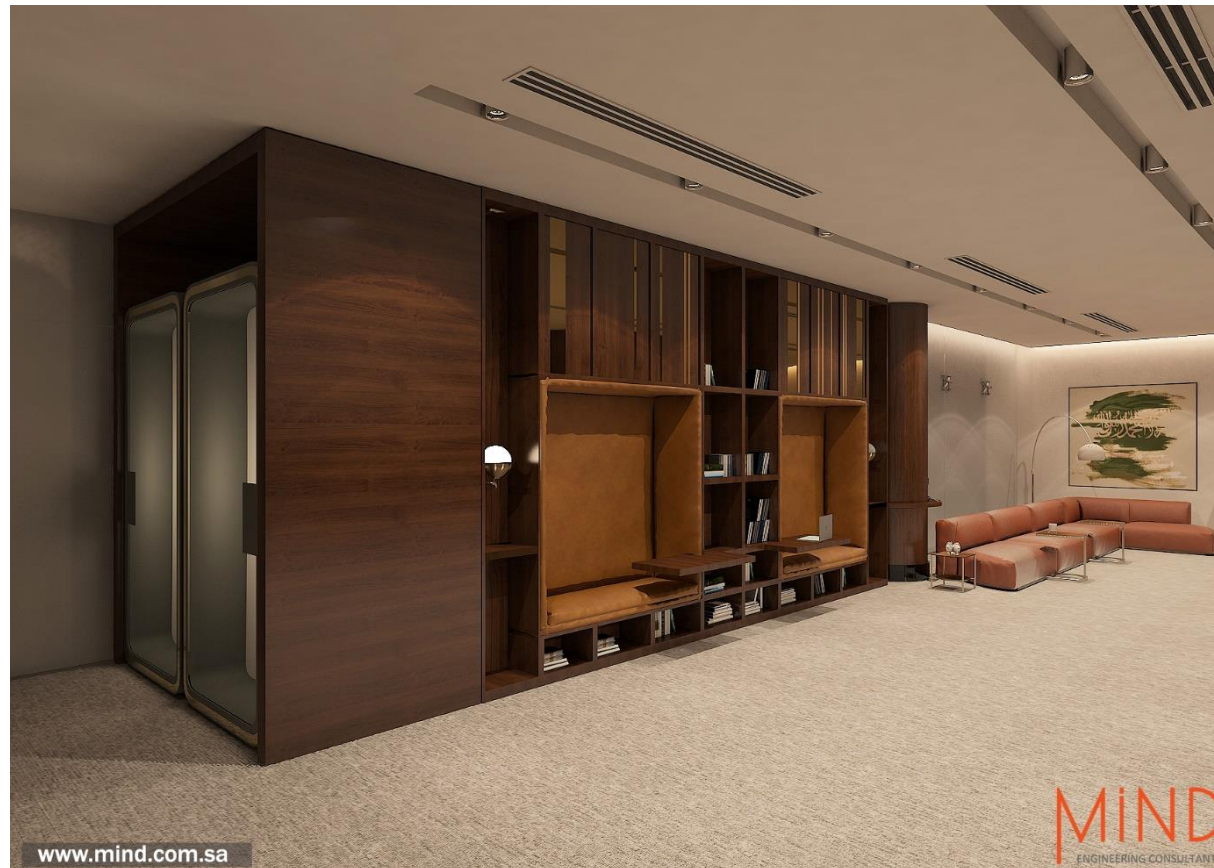
BUSINESS CENTER

Public center at ALRAIDAH Complex.

An open work environment with various facilities such as phone booths, online meeting areas, individual work areas, meeting areas, sitting areas, and rest areas, The design style of the project was a luxurious modern style, and the design goal is to create a suitable and comfortable work environment for everyone.

INFORMATION:

- **LOCATION** :Riyadh.
- **AREA**: 3800 sqm approx.
- **SCOPE OF WORK**: INTERIOR DESIGN & SUPERVISION.
- **YEAR**:2019.

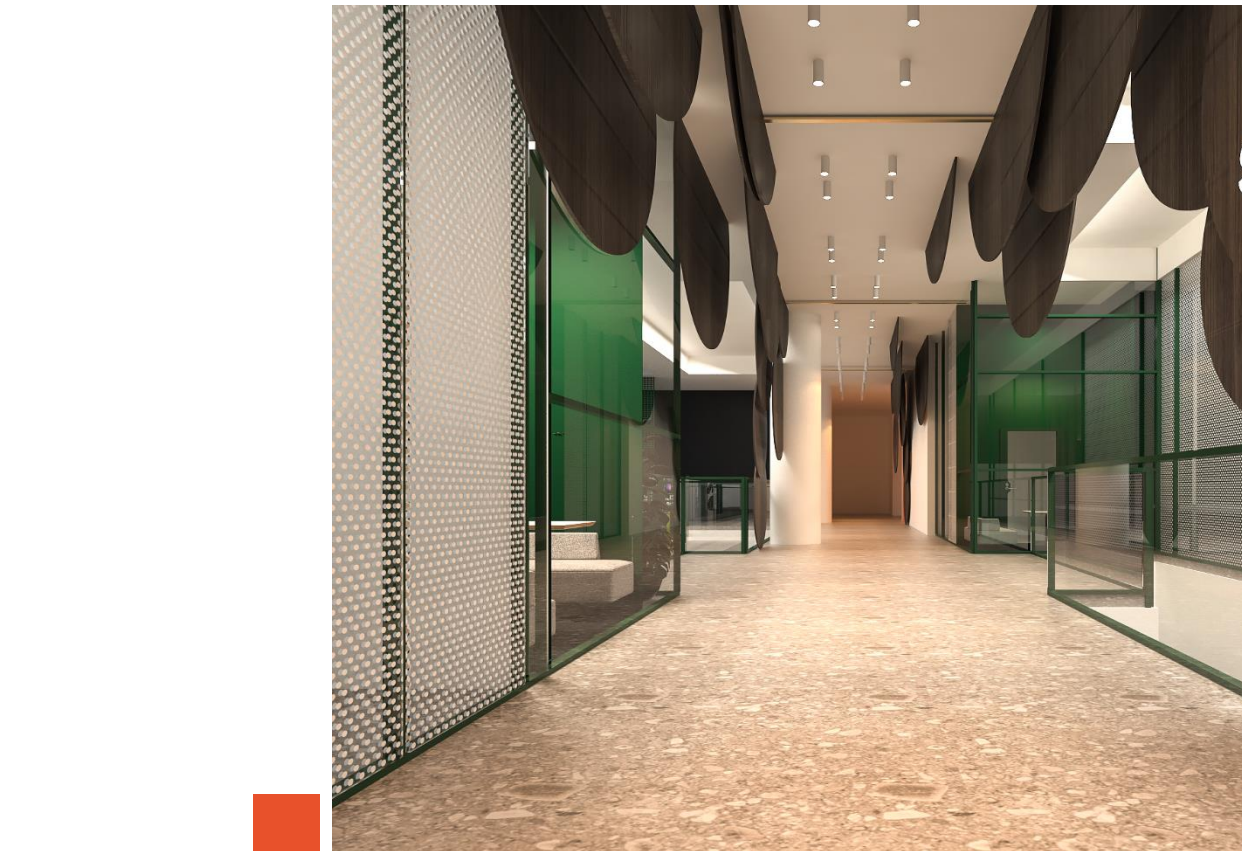


Technology Company

Designing a modern and dynamic work environment on an area of approximately 3000 square meters, the project is located in Riyadh, alraidah complex, the company provide integrated services, the customer experience is developed through implementing an in-house design that helps to achieve the company's objectives.

INFORMATION:

- **LOCATION :**Riyadh .
- **AREA:** 3000 sqm approx. .
- **SCOPE OF WORK:** INTERIOR DESIGN.
- **YEAR:**2021.



OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

Sales Center

A customer reception and product display center for one of the leading companies in the field of technology, the design style is a modern minimalist design style with touches that reflect the identity of the company.

INFORMATION:

- **LOCATION** :Riyadh .
- **AREA**: 600 sqm approx. .
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2018.



OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

National Center for Palms & Dates

Designing work environment by getting inspired from environmental materials such as wood, stone, and ropes. The use of a monochrome color scheme state for the use of one color and its shades in specific proportions to give that dimension, breadth and harmony and it contains multiple elements, decorations and shapes.

INFORMATION:

- **LOCATION** :Riyadh.
- **AREA**: 1200 sqm Approx.
- **SCOPE OF WORK**: TURNKEY PROJRCT-DESIGN &BUILT.
- **YEAR**:2018.



OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

SASO

Re-designing a project, which is the authority issuing the Saudi Building Code, which issues regulations, specifications and standards, and this is the challenge to provide a design that meets the requirements.

INFORMATION:

- **LOCATION** :Riyadh.
- **AREA**: 6000 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN .
- **YEAR**:2018.



الهيئة السعودية للمواصفات والمقاييس والجودة
Saudi Standards, Metrology and Quality Org.



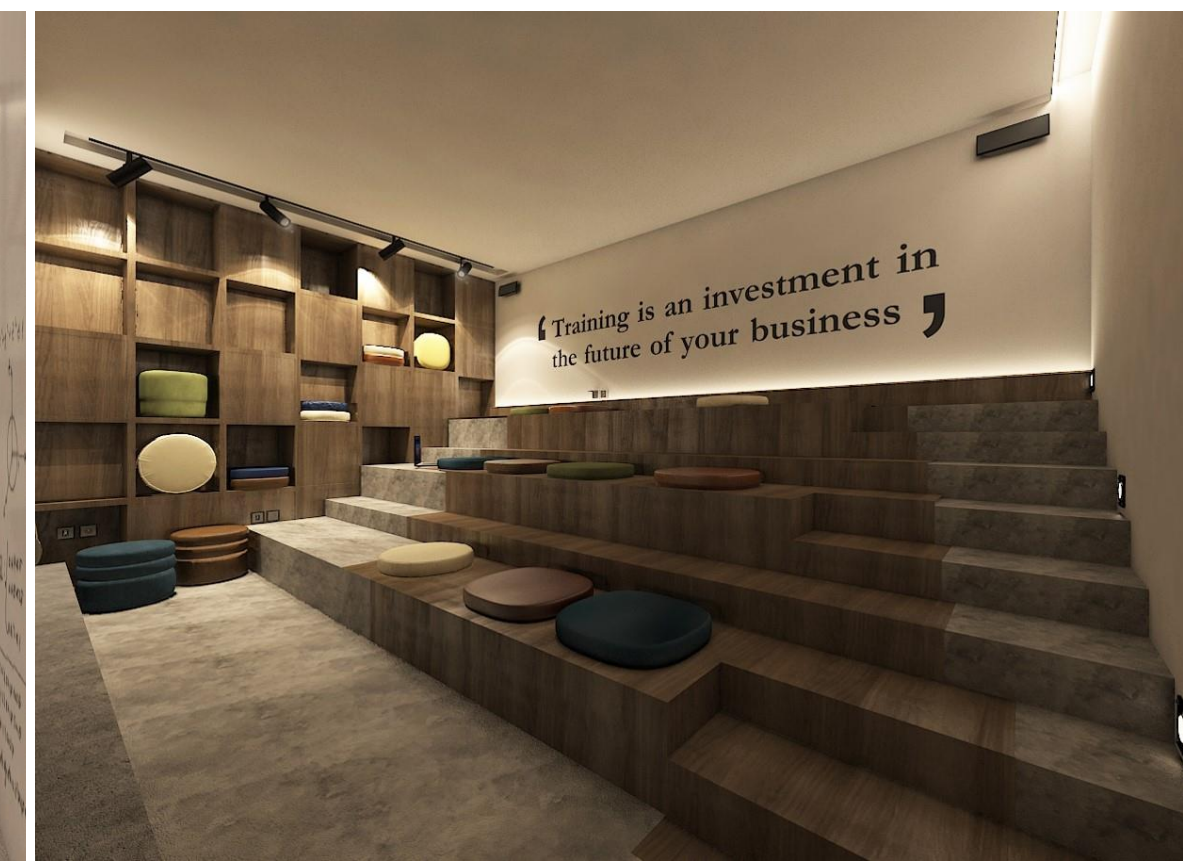
OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

TAYA real state Company

A shared work environment designed so that every square meter of the project can be invested to be re-rented, full of new and distinctive ideas.

INFORMATION:

- **LOCATION** :Riyadh.
- **AREA**: 2000 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN .
- **YEAR**:2016.



TILAD Corporation Environmental Consulting

Designing work environment by getting inspired from environmental materials such as wood, stone, and ropes. The use of a monochrome color scheme state for the use of one color and its shades in specific proportions to give that dimension, breadth and harmony and it contains multiple elements, decorations and shapes.

INFORMATION:

- **LOCATION :**Riyadh.
- **AREA:** 1000 sqm Approx.
- **SCOPE OF WORK:** INTERIOR DESIGN .
- **YEAR:**2018.



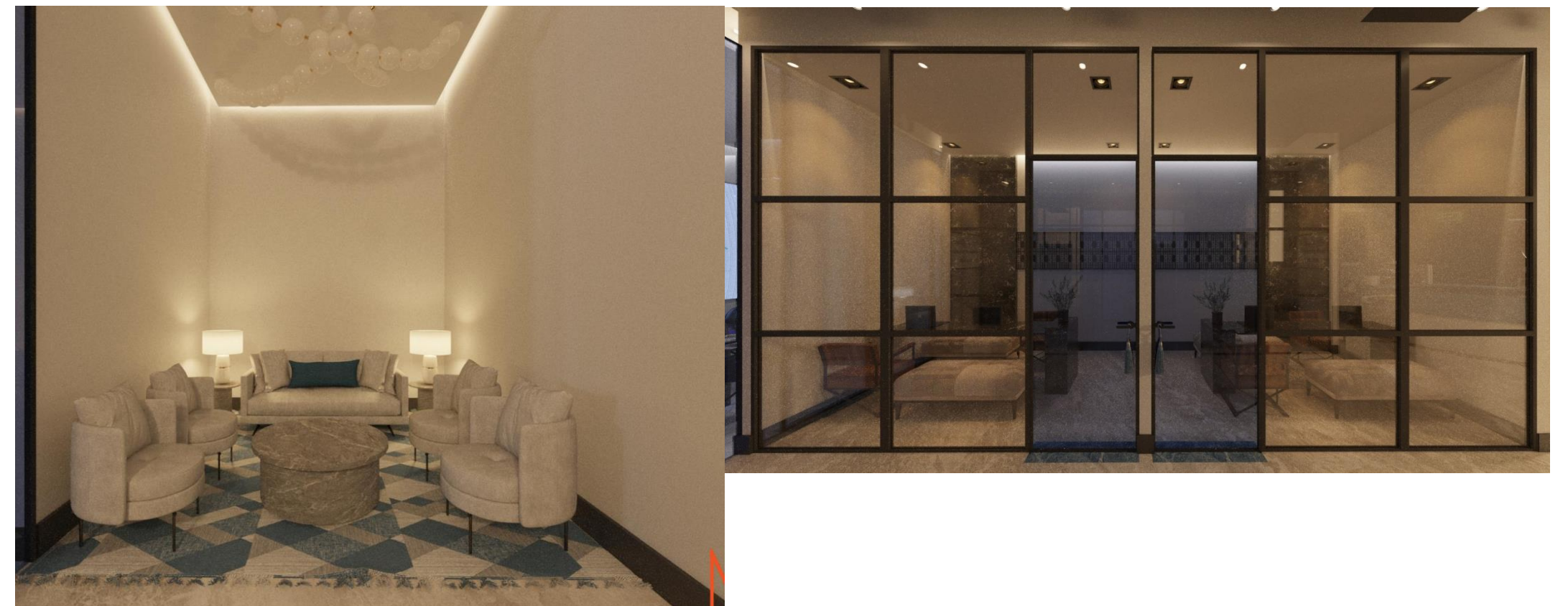
OFFICE BUILDINGS AND BUSINESS ENVIRONMENTS

MUSHARAKA LOUNGE

A lounge belonging to a financial company for trading, sharing ideas and building relationships. It was designed in a way that achieves these goals, reflects the company's values, and enhances reliability.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 400 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN & SUPERVISION .
- **YEAR**:2023.



HOTELS, RESORTS, AND HOSPITALITY.

HOTELS, RESORTS AND HOSPITALITY SECTOR.

PROUDLY WORKED WITH

شركة دور للضيافة
Dur Hospitality Company



MOTIARA
موتيارا
Hotel



ANANTARA



بريرا
BRAIRA
HOTELS & RESORTS
BY BOUDL



الفيصلية
AL FAISALIAH
HOTEL
RIYADH, SAUDI ARABIA



MANSARD
RIYADH
A RADISSON COLLECTION HOTEL



Hilton
HOTELS & RESORTS

MANSARD GALLERY

The project is located on the road of Prince Mohammed bin Salman and is a luxury gallery containing two-floor reception with exhibitions area and boutiques, and multi-purpose use halls, it is all designed in a modern classical style that reflects luxury, developed brand for hotels and hospitality.



INFORMISION :

- **LOCATION :** Riyadh .
- **AREA:** 2000 sqm Approx.
- **SCOPE OF WORK:** INTERIOR DESIGN.
- **YEAR:**2023.

MANSARD

RIYADH

A RADISSON COLLECTION HOTEL



HOTELS, RESORTS, AND HOSPITALITY

BARIRA The Valley Resort

The project is located in one of the natural valleys in the Arqah region in Riyadh, The geographical nature of the project and the utilization have been respected, to enjoy the resort's visitors with rides and landscapes, it was designed into The hotel, residential villas, a group of restaurants and cafes, and a center. Works and outdoor areas for gardens and swimming pools, designing the interior of the project was made in several styles. **The hotel is designed in a modern style, while the restaurants varied between the French and the Eastern English.**

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 15000 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN .
- **YEAR**:2017.

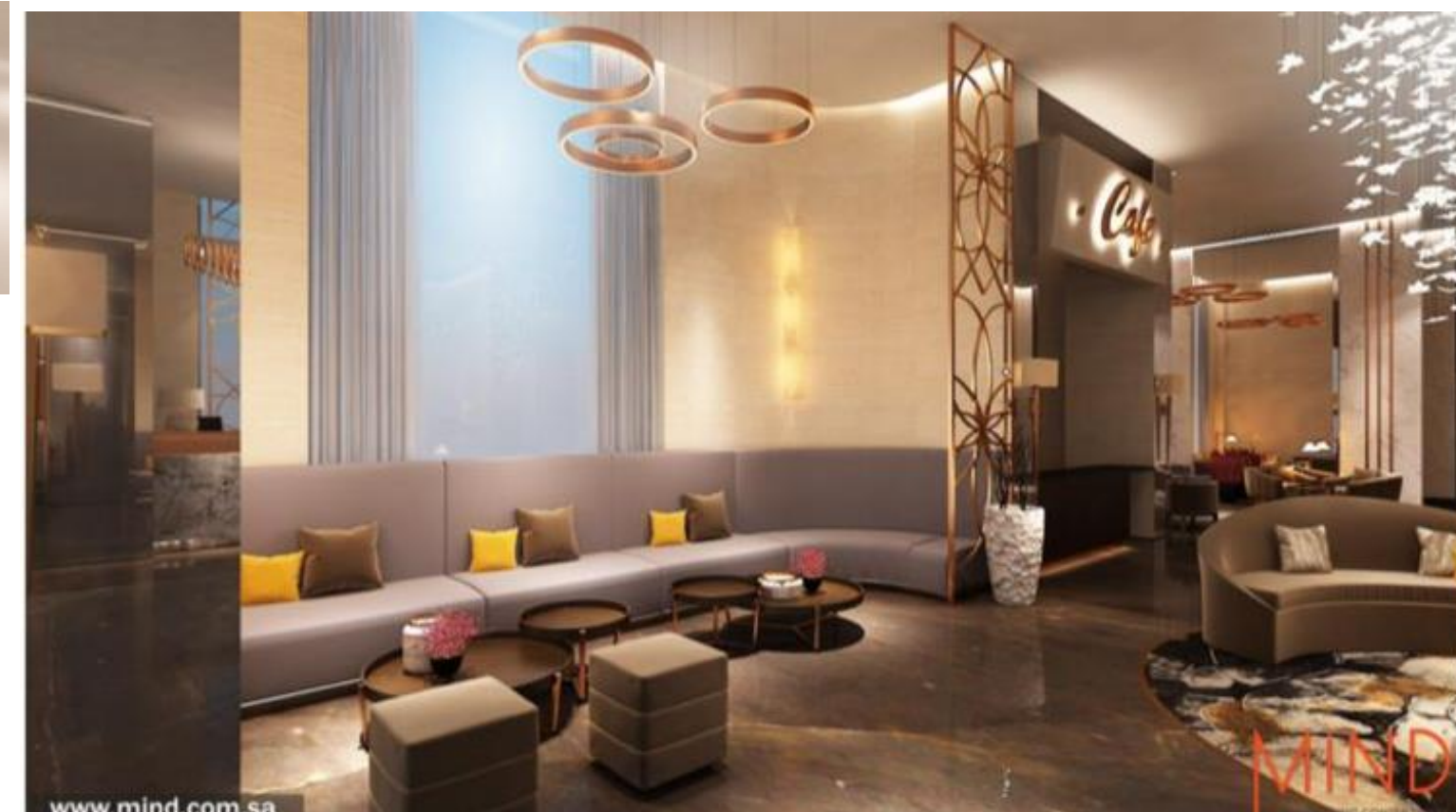
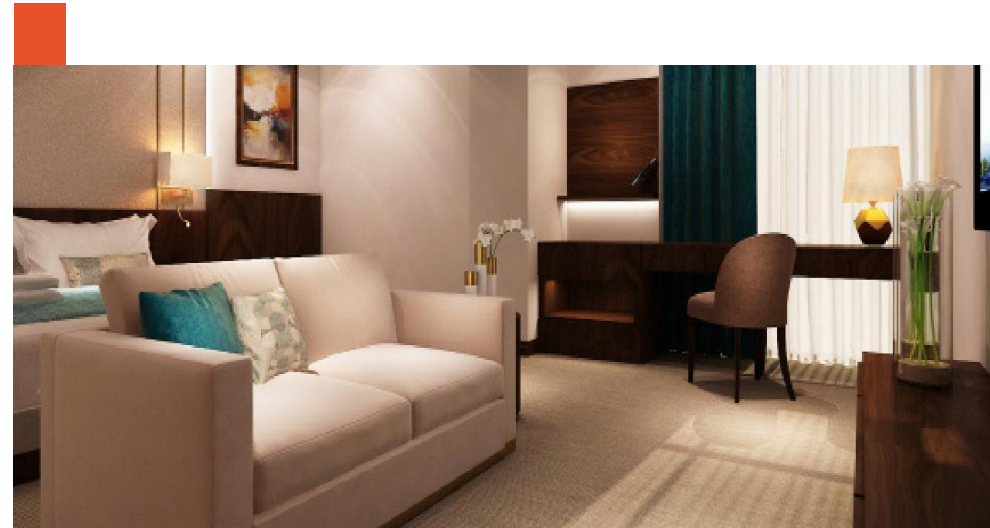


MOTIARA Hotel

The project is located on the road of King Fahd in Riyadh, and it is a tower Multi-story, 14 floors, in addition to housing and residence facilities in which it contains a group of restaurants and a large lobby containing a reception with exhibitions and boutiques, add party halls, a club and a center for business, it is all **designed in a modern classical style that reflects luxury, developed brand for hotels and guesthouses.**

INFORMISION :

- **LOCATION :**Riyadh .
- **AREA:** 17000 sqm Approx.
- **SCOPE OF WORK:** INTERIOR DESIGN & FURNITURE MANUFACTURING.
- **YEAR:**2022.



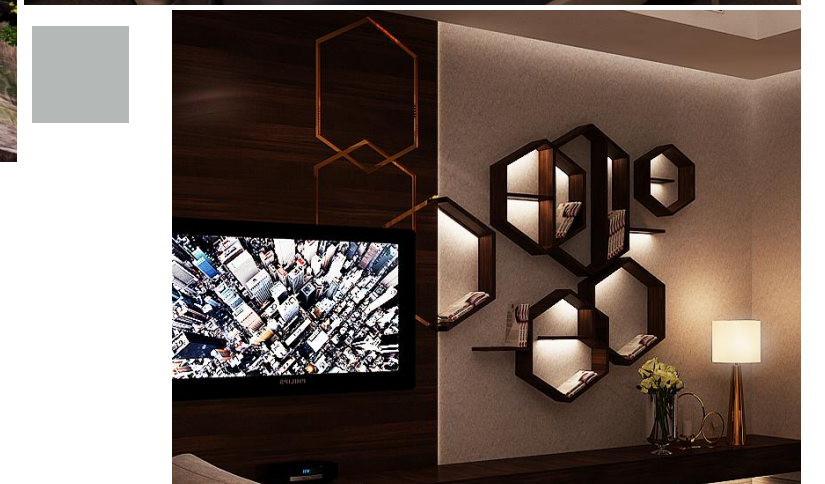
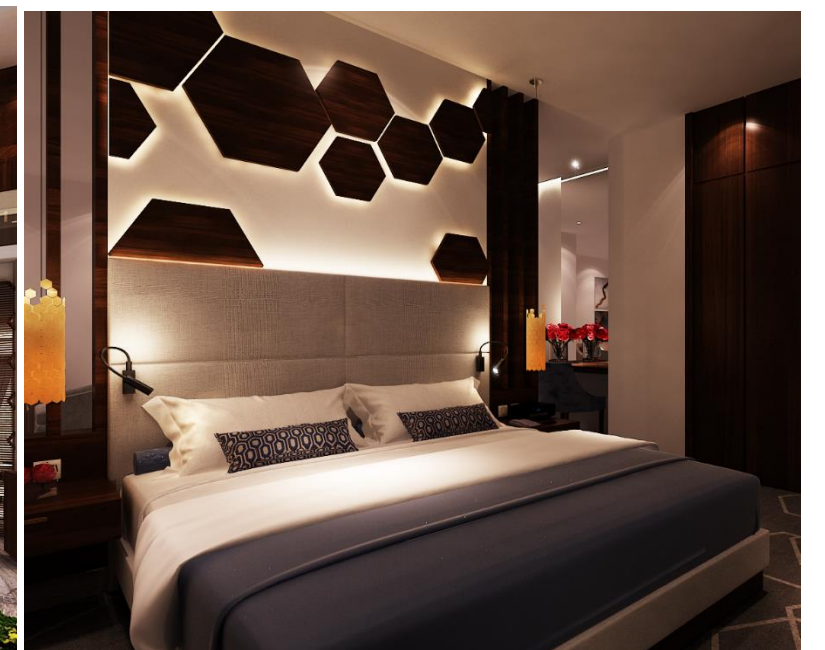
HOTELS, RESORTS, AND HOSPITALITY

ANANTARA Hotel

The project is located on the road of King Fahd in Riyadh, there are different facilities in which it contains a group of restaurants and a large lobby containing a reception with exhibitions and boutiques, add party halls, a club and a center for business, it is all designed in a contemporary style that reflects the hotel brand.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 7000 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2016.



HOTELS, RESORTS, AND HOSPITALITY

DARA Hotel

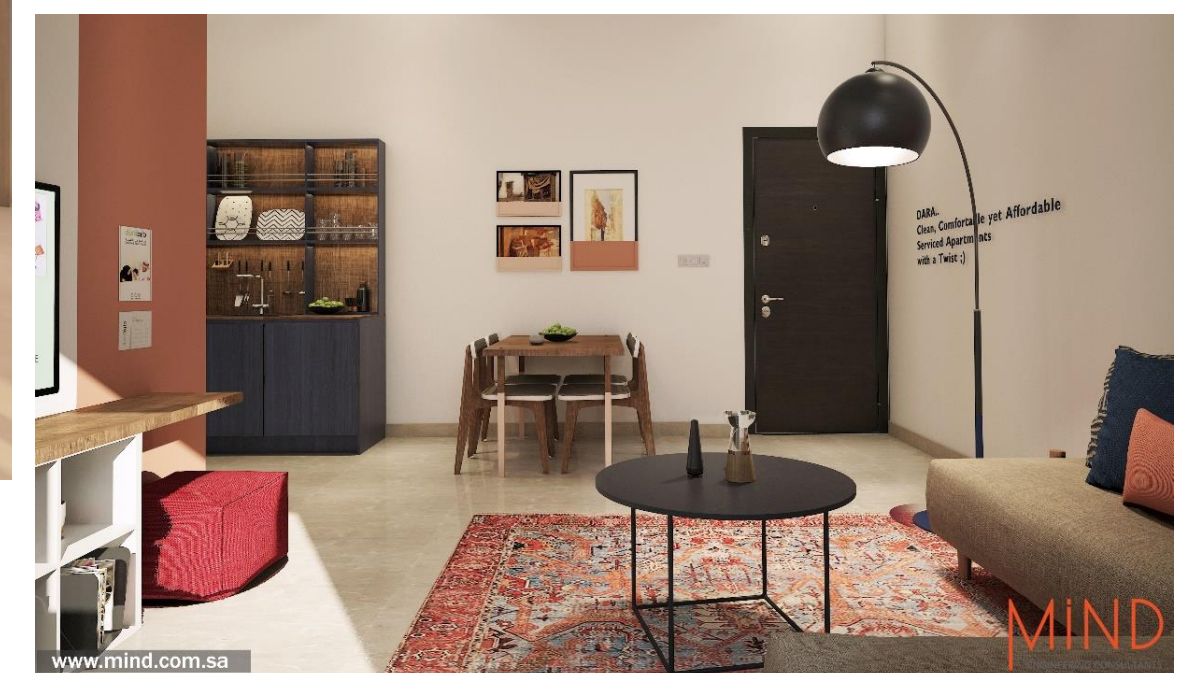
The first branch of the project is located in Riyadh , target of the project is reflects the local culture in modern way with economic materials, MIND design the first branch and the manual book of design and the brand quid-line for the for the future branches,
The hotel contain of many facilities like res lounges, restaurant, 5 types of rooms and wings.

INFORMISION :

- **LOCATION :**Riyadh .
- **AREA:** 10,000 sqm Approx.
- **SCOPE OF WORK:** INTERIOR DESIGN.
- **YEAR:**2017 .

شركة دور للضيافة
Dur Hospitality Company

JOUR



HOTELS, RESORTS, AND HOSPITALITY

ALFAISALIA Hotel DURAT ALRIYADH

The project is one of ALFAISALIA group hotels this hotel located in Riyadh, The hotel contain of many facilities like res lounges, fine dining restaurants, royal wing and business center, Our scope of work was manufacturing outdoor furniture with wooden communal furniture

INFORMISION :

- **LOCATION** :Riyadh-BNBAN .
- **AREA**: 8000 sqm Approx.
- **SCOPE OF WORK**: FURNITURE MANUFACTURING.
- **YEAR**:2015.



DEVELOPMENT REAL ESTATE SECTOR.

PROUDLY WORKED WITH



DEVELOPMENT REAL ESTATE SECTOR.

Riyadh Hub Complex

The design of the Riyadh Hub project, which is located in the Al-Nakhil neighborhood in Riyadh, got the award of the Global Award Priority Organization as a recommended project and classified as one of the best commercial projects. In 2017, the industrial-style project is distinguished and described as executing techniques in which the actual costs are managed for the project to achieve that international classification, in addition to its distinction by determining the rental areas and making use of the real estate land as much as possible to achieve good returns for the project.

In addition to the global project classification, the complex is considered locally as one of the most attractive projects for young people.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 7000 sqm Approx.
- **SCOPE OF WORK**: TURNKEY PROJRCT-DESIGN &BUILT
- **YEAR**:2017.

HUB



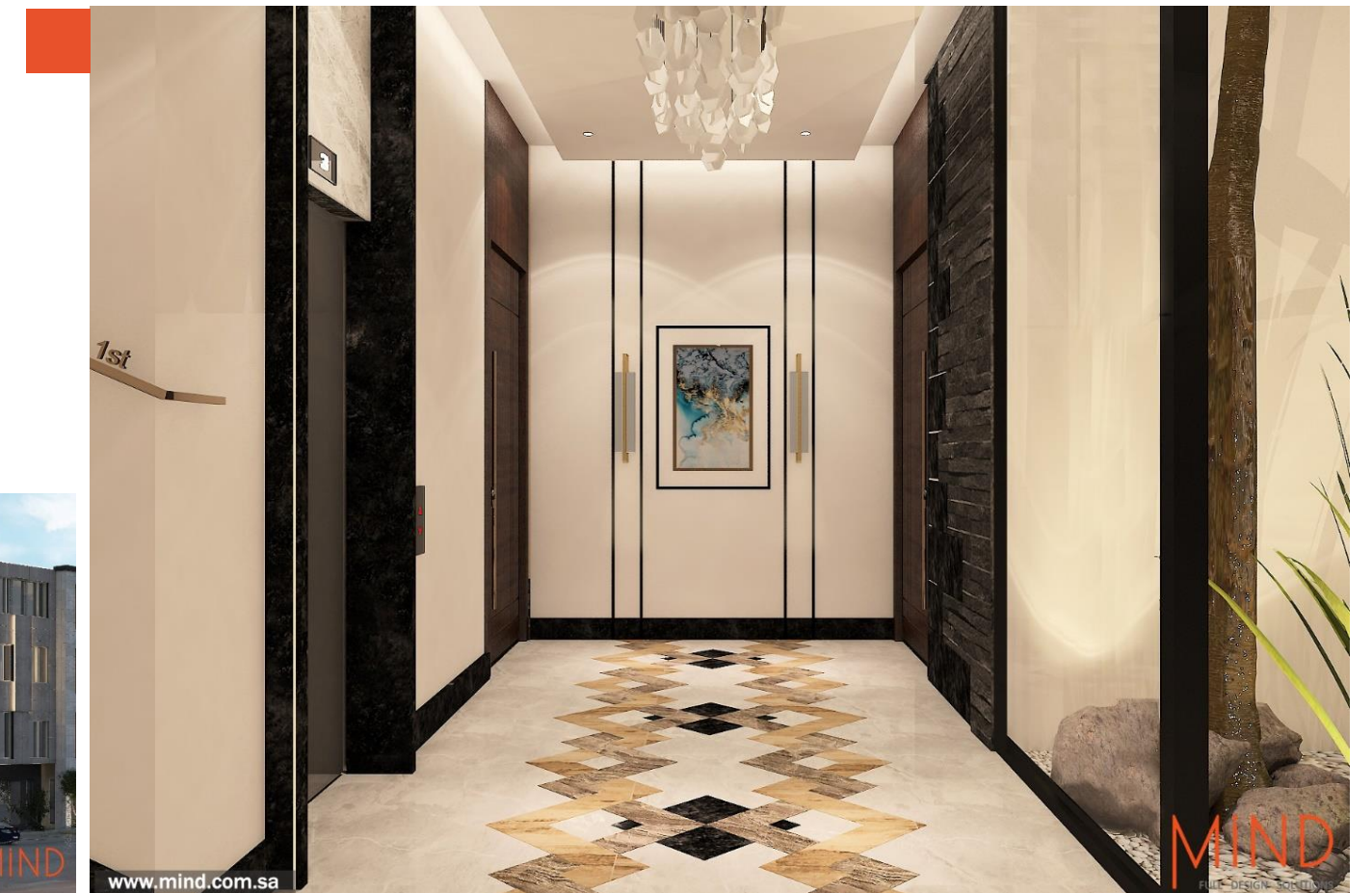
DEVELOPMENT REAL ESTATE SECTOR.

SAFA ALMALGA COMPOUND

The project is located in the HITTIN region in Riyadh, the project area is 18,350 square meters, The project consists of five floors containing apartments for ownership and public facilities, the project was designed in neoclassical style to suit all tastes.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 18,350 sqm Approx.
- **SCOPE OF WORK**: ELEVATION DESIGN & INTERIOR DESIGN FOR PUBLIC and SHARED AREA.
- **YEAR**:2023.



DEVELOPMENT REAL ESTATE SECTOR.

ALREEM COMPOUND

Interior design for 300 residential units divided into 7 prototype villas, apartments, and townhouses

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 20,000 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2015.



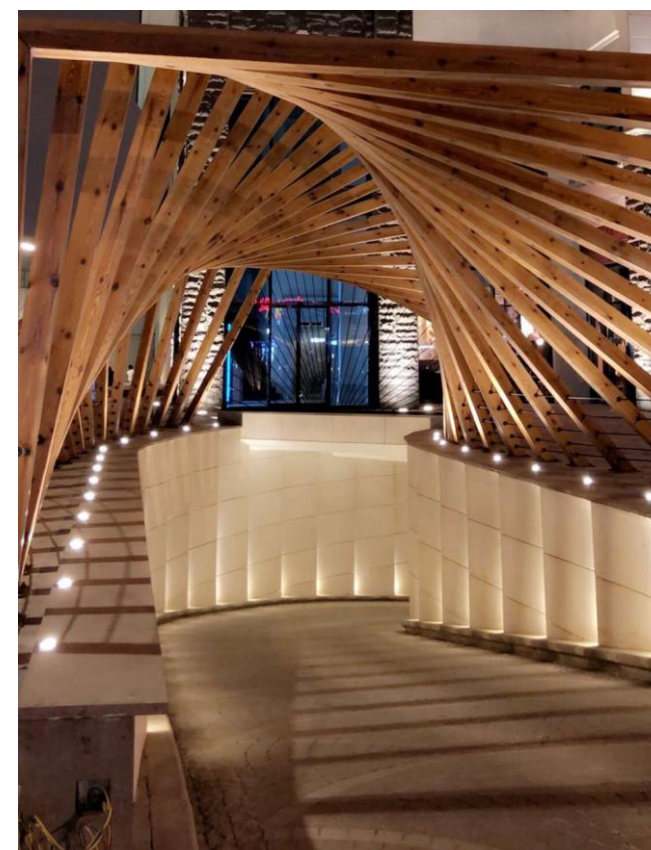
DEVELOPMENT REAL ESTATE SECTOR.

Turki square

We developed the facades in the Spanish style, and one of our scope of work was to design the external lighting and the landscape so that the project would be a distinctive architectural facade known in Riyadh.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 6000 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN & SUPERVISION .
- **YEAR**:2023.



DEVELOPMENT REAL ESTATE SECTOR.

ALQASEEM STRIPMALL

The project consist of 33 rent area :

- 24 shops, 15 of them consist Ground and Mezzanine floor.
- 6 drive thru shops (3 of them consist two floors)
- Huge cinema (Three floors)
- 2 micro shop

INFORMISION :

- **LOCATION** : Buraydah.
- **AREA**: 15000 sqm Approx.
- **SCOPE OF WORK**: all designs .
- **YEAR**:2020.



DEVELOPMENT REAL ESTATE SECTOR.

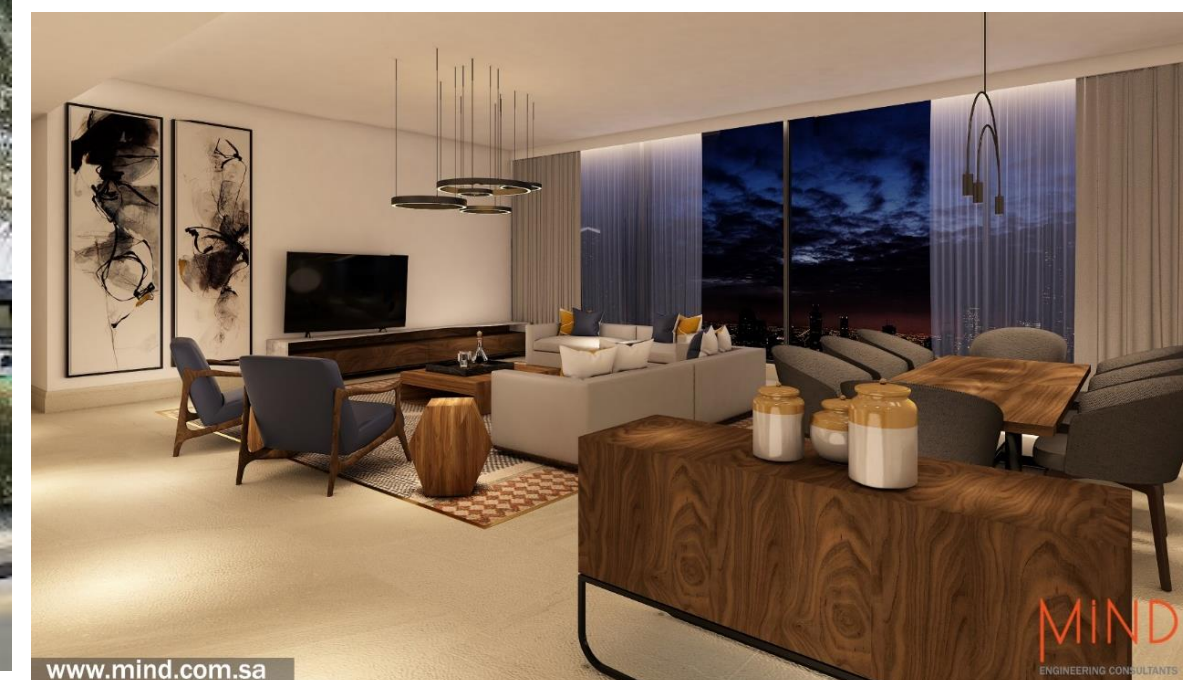
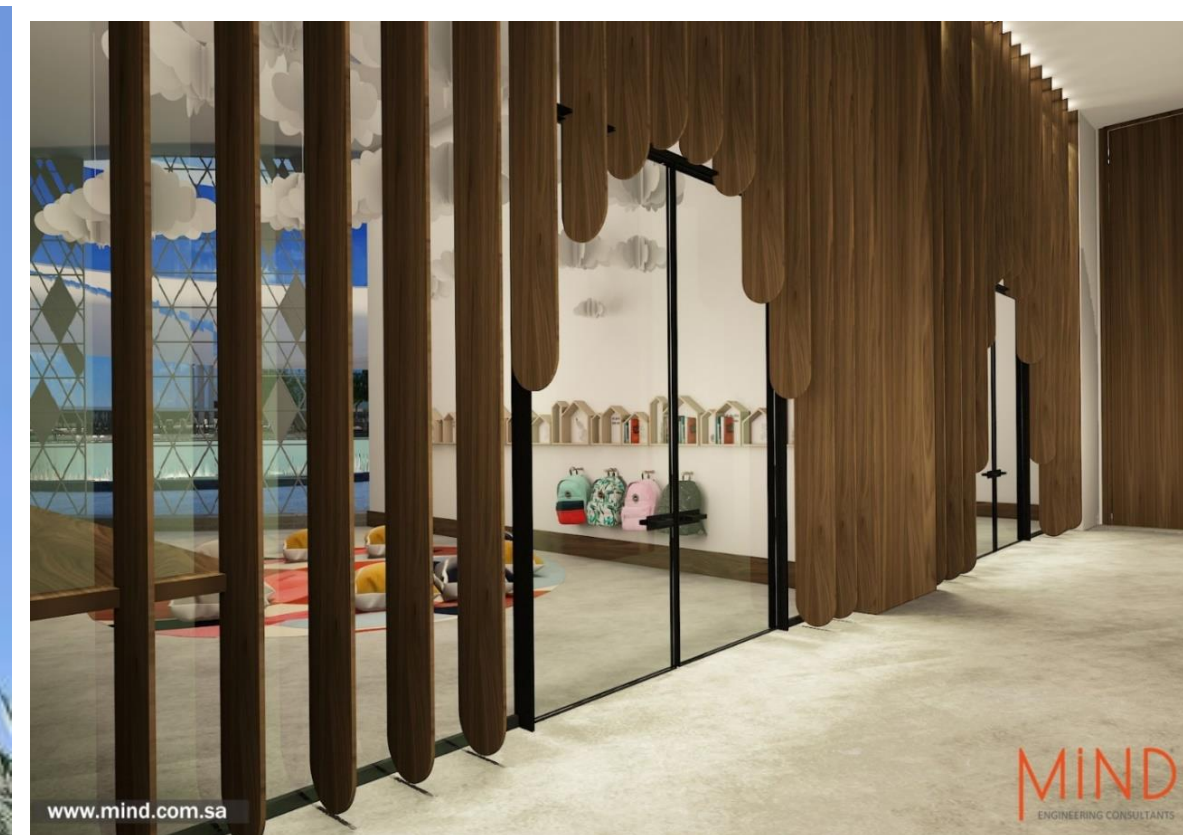
ALMORABAA Twins Towers

The project is located in ALMORABAA region in Riyadh, the project is consist of two towers linked to each other with a clubhouse building, the first tower is a business tower consisting of rental offices, lounges, a public business center, and other facilities that serve the offices, the other tower is rent apartments, each tower 42 floors.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 40.000 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2019.

Al Yamam **اليمامة**
Investment & Development استثمار وتطوير



HEALTHCARE AND HOSPITALS

HEALTHCARE SECTOR AND HOSPITALS.

PROUDLY WORKED WITH



مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital & Research Centre
Gen. Org. مؤسسة عامة

مستشفى الملك خالد
التخصصي للعيون
King Khaled Eye
Specialist Hospital



مستشفى الملك عبد العزيز الجامعي
King Abdullah bin Abdulaziz University Hospital
جامعة الأميرة نورة بنت عبد الرحمن Princess Nourah bint Abdulrahman University



وزارة الصحة
مدينة الملك فهد الطبية

وزارة الصحة
Ministry of Health

HEALTHCARE SECTOR AND HOSPITALS.

We Design Healing Environments



Using a detailed knowledge of local clinical practice and how that is delivered through the application of technology, innovation and medical technology.

We look to simplify the clinical process.

We believe in improving the quality of healthcare, architectural and interior design in Saudi Arabia and across continents, with class and respect for local buildings.

Connecting people
Our designs strike a balance that meets the needs of patients, clinical staff, and stakeholders.

We listen and learn about patient. Our designs integrate simple ideas like privacy and dignity, the patient's perception and control of their environment and more.

Our services cover all aspects of developing and existing strategic, from understanding the key business and drivers of healthcare, through to creating of new services and creating unique environments.

Our design is to create the best possible healthcare future for patients, the public and healthcare teams alike, based on our fundamental understanding of the clinical excellence needs and operational process.

We promote evidence-based design. We have a significant body of knowledge that we can now test, and we are always looking to add to this knowledge through trial, design and development team.

ACHIEVEMENTS

First friendly children hospital in middle east.
KFMC

01

24

24 health care projects

MIND is the first consultant specialist in healthcare interior design in Saudi Arabia

ARCHITECTURAL SERVICES

RANK	PRACTICE	COUNTRY	FEE INCOME US \$ MILLION
1	Genieser	USA	470
2	Nikken Sekket	Japan	423.6
3	Skidmore	South Korea	293
4	IBI Group	Saudi Arabia	210
5	HDR	USA	196.6
6	Perkins+Will	USA	185.3
7	Aedas	China	173
8	Stantec	Canada	172.1
9	HOK	USA	156
10	HKS	USA	147.5

URBAN DESIGN

RANK	PRACTICE	COUNTRY	FEE INCOME US \$ MILLION
1	IBI Group	Canada	22
2	Genieser	USA	18
3	RTKL Associates	USA	17.1
4	HOK-SMITH	Australia	8.7
5	Barton Willmore	UK	8.6
6	Nikken Sekket	Japan	8.1
7	ACT-I-DO	Spain	8
8	Sunjin	South Korea	7.8
9	Perkins+Will	USA	7.1
10	Allies and Morrison	UK	7

WA100 2015: Specialism tables
The top architectural firms in each specialism ranked by fee income



Services

Buildings Architecture
Interior design
Building engineering (mechanical, structural, electrical)
Landscape architecture
Urban planning
Civil engineering

Areas of Expertise

Science
Healthcare
Education
Mid & High rise
Mixed Use
Museums
Commercial and retail

Health care Services

Developing healthcare strategies
Creating healthcare environments
Shaping smart cities and healthy community

Health care Areas of Expertise

Acute Health Care
Primary & Community Healthcare
Behavioral/ Mental health
Clinical specialties

69

working in 69 offices worldwide

2,400+

a staff base of over 2,400

40

years of global experience

10

years locally

900+

healthcare projects

24

in the region

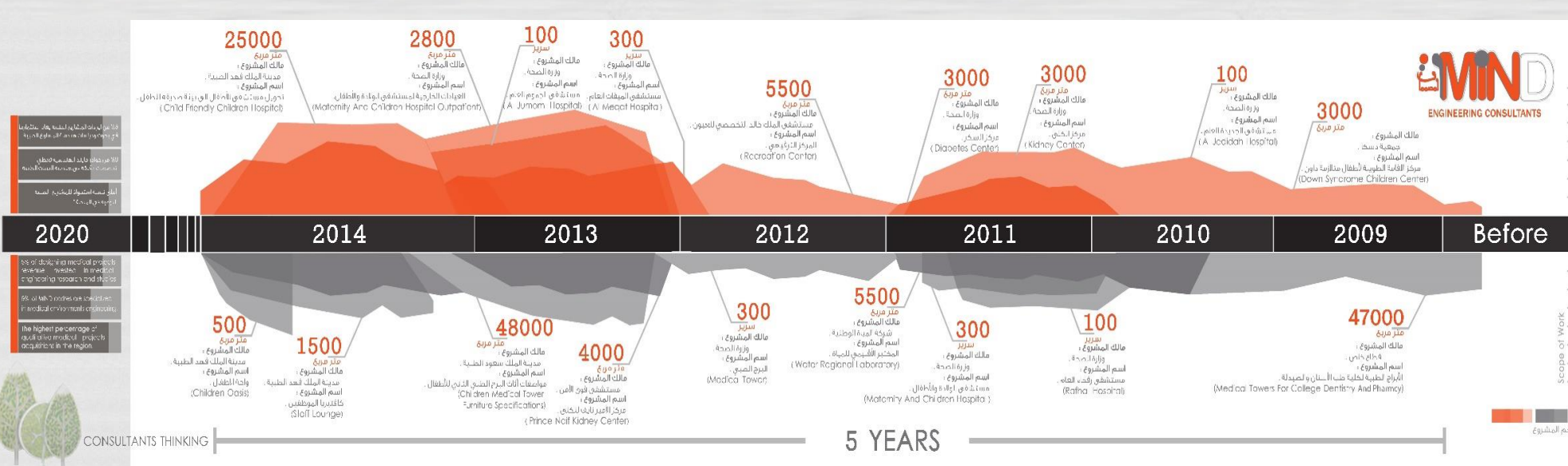
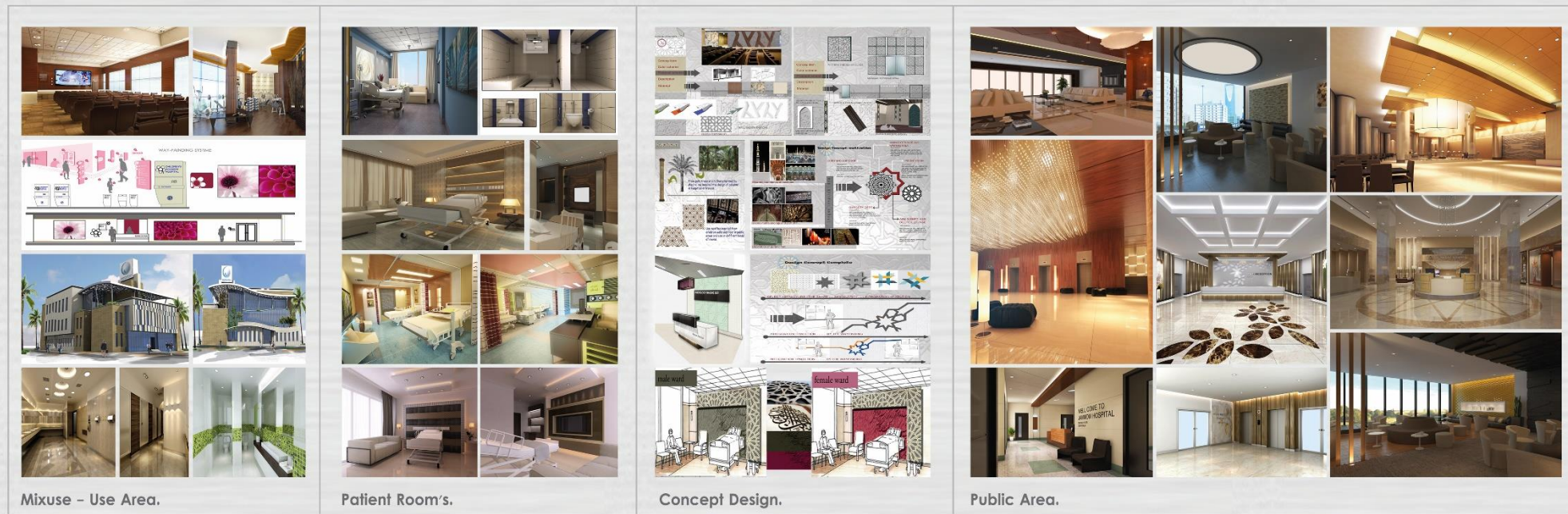
Collaboration

MIND and IBI are creating a unique collaboration in Saudi Arabia to deliver professional design consultancy services as a one entity.

We Bring together an expert knowledge of International best practice coupled with local knowledge, sensitivity and a proven track record in designing and delivering highly complex projects across many sectors.

HEALTHCARE SECTOR AND HOSPITALS.

OUR PROJECTS



OUR PARTNER

IBI GROUP IBI THINK

BedPod

The BedPod was developed for the Department of Health 'Design for Patient Dignity Challenge' to improve hospital environments.

IBI THINK in collaboration with Billings, Jackson Design and manufacturing partner GAD International entered the challenge to improve patient dignity at the bedside. A 1:1 prototype was included in the exhibition in March 2010. Designed to address both clinical and construction needs within the healthcare environment, the BedPod is a pre-fabricated, rapidly deployable product providing a fully integrated bed environment suitable for the refurbishment of existing wards as well as new build projects.

Designed as a component based system it provides flexibility as well as lending itself to a multitude of future additions in response to changing service needs.

bespoke design solutions for hospital workloads and a range of optional applications, such as a pull down bed for residents, makes the BedPod an exciting, flexible and economic answer that maximises patient dignity and clinical efficiency.

- Improved infection control
- Better acoustics
- Multiple lighting options
- Enhanced privacy & dignity

IBI GROUP IBI THINK

Sense Sensitive Design

Truly therapeutic environments help close wounds and repair the body physically, mentally and emotionally.

The environment is perceived through the main sensory receptors. This data is relayed to the brain, which, in turn, will affect the patient's physiological, emotional, psychological and, ultimately, physical condition.

The five senses are sight, hearing, touch, smell and taste. It is through understanding the true dimensions and limitations of those senses and sensitivities that allow us as designers, to design with greater skill and create the truly responsive environment. The senses are tools by which we measure our environments.

Light is Life
The effect of light on health is critical. Long ago hospitals had large windows which allowed light to penetrate deep plans. Back were pushed out onto balconies and terraces. Solutions were used in healing environments. Essentially, we crave for light. Light is life. With little or no natural light, medicine tells the body to 'log off' and even causes illnesses such as SAD. How can we bring light into our buildings? We can introduce more windows by reducing mechanical and electrical overhead space. We can do it. We can manufacture it. We can even control its colour and intensity to influence our behaviour.

The Power of Colour
Colour is not an expensive medium; however, it is extremely potent. Certain colours slow our perception of time and others accelerate it. Other colours advance and some recede. For example, a patient receiving chemotherapy will feel sicker if receiving treatment in a green room, but will feel better in a red room. Colour can reduce depression. Certain reds can induce appetite. The surrounding wall colours should not affect true skin coloration since both doctors and anaesthetists judge a patient's condition by their skin tone. Other reds can reduce rheumatism and arthritis pain.

Something in the Air
Smells are retained more acutely in our memory than are visual images or sounds. Designers have a real opportunity to affect people's moods, perceptions and motivations through smells and fragrances. Unpleasant odours increase heart rates. Fear per se is communicated through smells. In a healthcare environment 'baby smells' can reduce aggression in Accident & Emergency Units. Vanilla fragrances encourage per-term babies to feed in NICUs. Pleasant smells help the body to produce endorphins, the body's natural 'feel good' drug, which in itself may reduce the amount of anaesthetic administered during a surgical procedure.

Tactile Feels
Touch is the 'confirmatory' sense. Touch patterns information confirming data received by the other senses. It is the haptic sense of living and active in nature. Textured surfaces form an integral part of a child's world of learning. They can act as a partially sighted patient to navigate through space, form a bond person's total environment and indeed assist a mental health patient's transition from an abstract world to reality. Skin is the largest sensory organ which measures 1.70m² approximately and designs must recognise this. Patients with sensitive burnt, cut, bruised or blistered skin will experience their environment with their feet, elbows, backs, bottoms, lips, noses etc as well as their hands.



COMMERCIAL PROJECTS

COMMERCIAL SECTOR.

PROUDLY WORKED WITH



COMMERCIAL SECTOR

VOGUE Cafe

One of the branches of the **world international Vogue**, which is the first branch in the Kingdom. Fine Dining, located in the Riyadh Park Center, north of the city of Riyadh, in addition to its activities. The main product includes displays of major brands of jewelry and fashion. The site was designed to contain this diversity of activities and maintain the prominence of the world Luxury Commercial Vogue.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 1300 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN & FURNITURE MANUFACTURING.
- **YEAR**:2018.



VOGUE
cafe

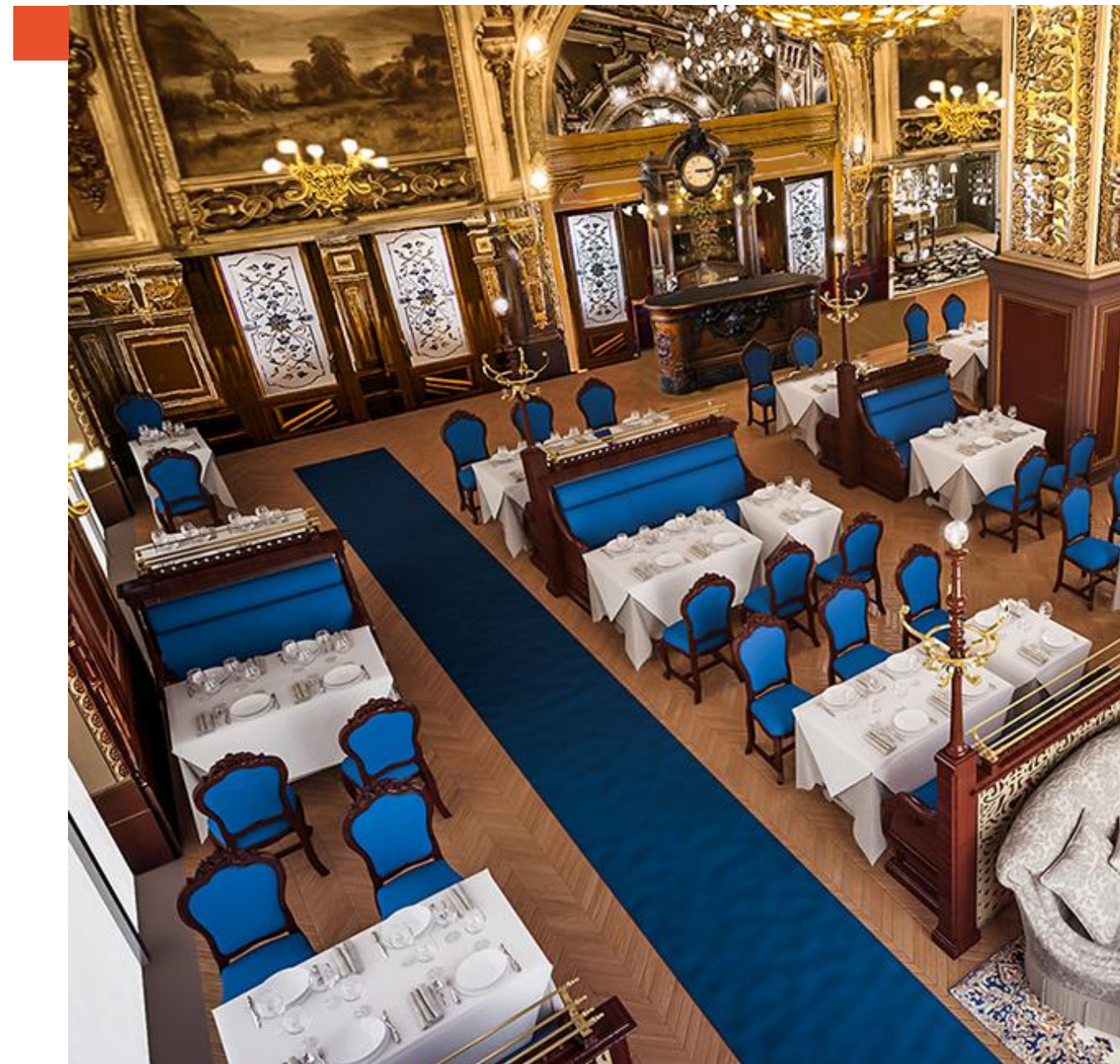
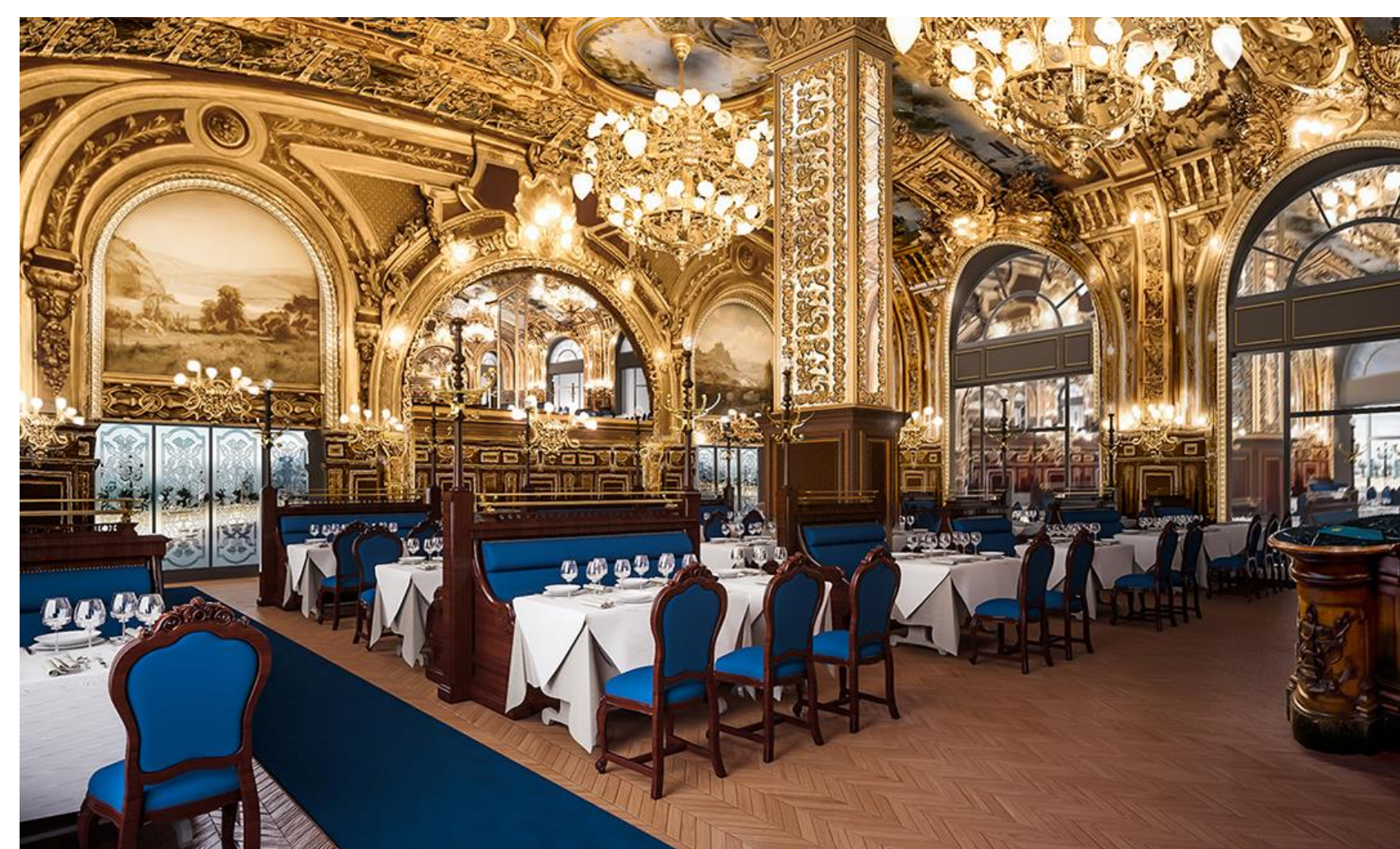
COMMERCIAL SECTOR

Le train bleu restraint. -ALDOHA

We were appointed as a consultant for the design and selection of fixed and mobile furniture pieces, and to prepare executive details for manufacturing.

INFORMISION :

- **LOCATION :**QATAR -DOHA .
- **AREA:** 2000sqm Approx.
- **SCOPE OF WORK:** FURNITURE CONSULTANT .
- **YEAR:**2017.



COMMERCIAL SECTOR

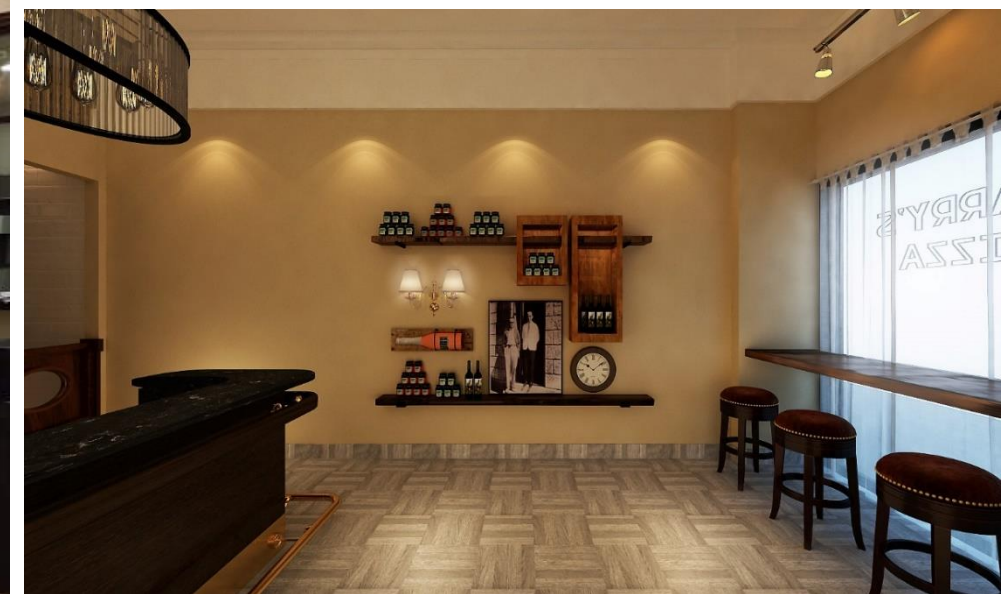
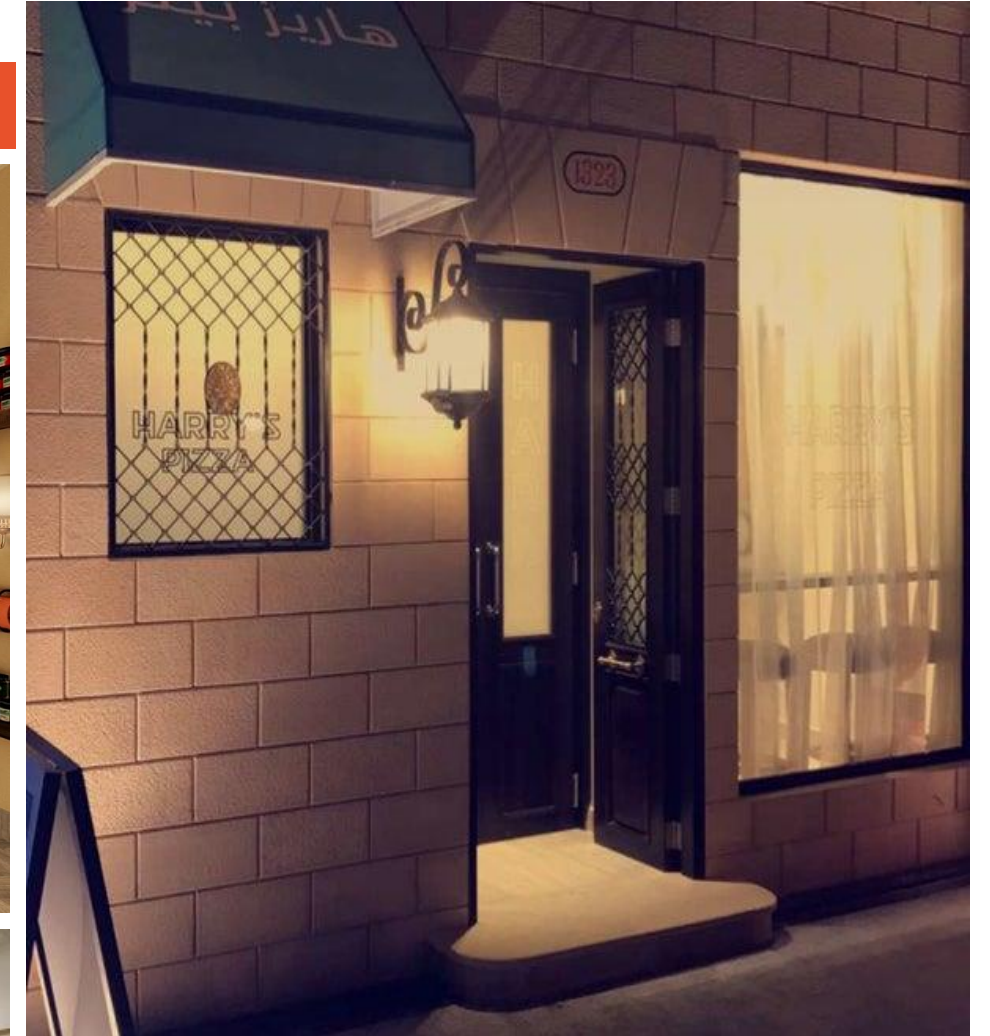
HARRYS PIZZA.

Harry's is the sister brand to Cipriani, specializing in pizza.

Casual and simple design, We have done all the designs and prepared the guide book for the future branches.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 200 sqm Approx. For branch.
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2017.



COMMERCIAL SECTOR

The Label Spa

A spa and wellness center located on the road King Abdul Aziz in Riyadh is one of the **most distinguished projects by merging design styles**, combined with the project 3 design models in a Dramatic style, the Tropical with the oriental style decorated in glazed and Arabic calligraphy, and pop art-style panels and colors, it is a masterpiece that gives the visitor a unique and unrepeatabe experience.

INFORMISION :

- **LOCATION :**Riyadh .
- **AREA:** 800 sqm Approx. 0
- **SCOPE OF WORK:** INTERIOR DESIGN.
- **YEAR:**2019.



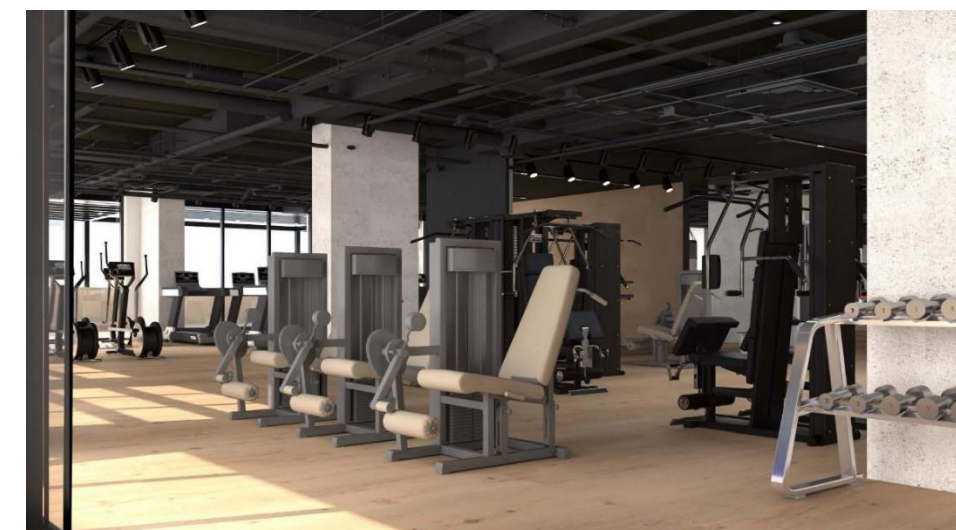
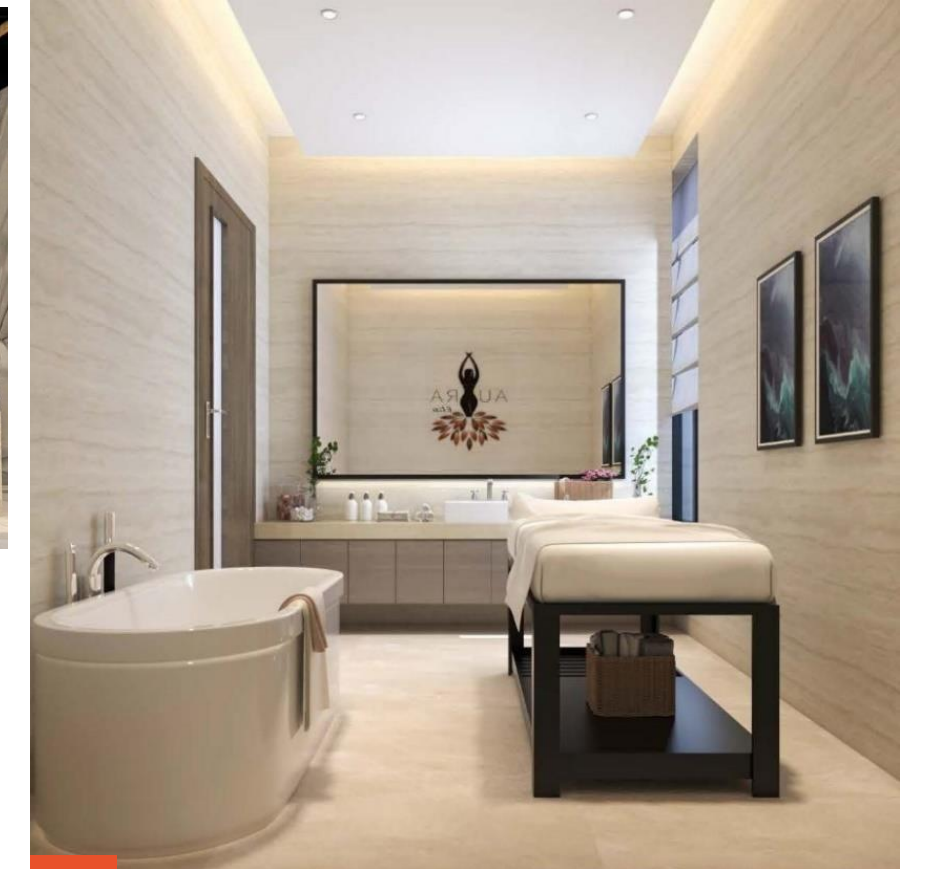
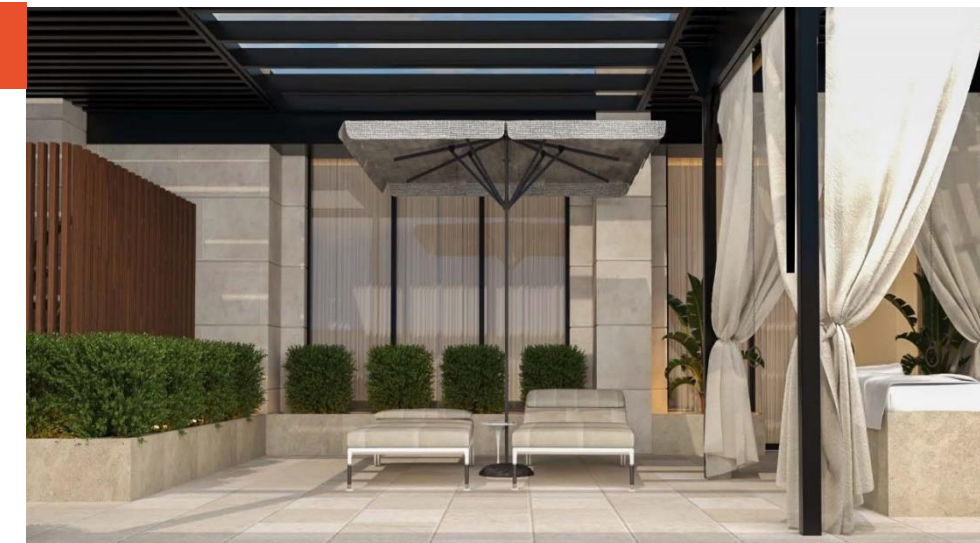
COMMERCIAL SECTOR

AURA elite GYM & SPA.

Luxury women's center gym and spa that offers all services, consisting of , restaurants, a coffee shop, a women's salon, and a nursery

INFORMISION :

- **LOCATION** :Jeddah -abhor .
- **AREA**: 4000 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2022.



COMMERCIAL SECTOR

PLENTY Center

Interior design for plenty center , which contains a group of luxurious restaurants and cafes, and contains a concept store, beauty salon, and various facilities

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 5000 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2018.



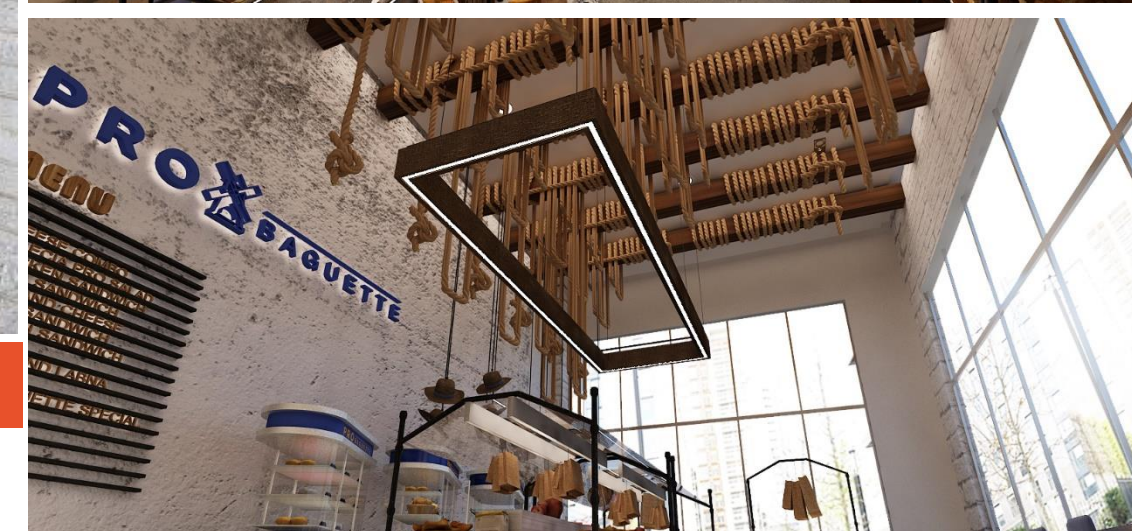
COMMERCIAL SECTOR

PROBAGUETTE Cafe

A group of French bakeries and a café. The project was designed with a character of ancient French bakeries, with modern identity and colors, distinguished the project offers a variety of baked goods and multiple pallets displaying in an attractive way for the shopper, enabling the visitor to view every day baked goods. In addition, its exterior façade so that passers-by can explore bakeries from outside, which is one of the ways to attract costumers.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 700 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2019.



COMMERCIAL SECTOR

Scramble Center.

The Scramble Entertainment Center is located in North Riyadh it is two floors and is considered one of the first entertainment and games centers designed with a new identity that attracts the target group, and the project design is distinguished in addition to its aesthetics it applies the highest standards of safety for children, youth and all users.

INFORMISION :

- **LOCATION** :Riyadh .
- **AREA**: 3600 sqm Approx.
- **SCOPE OF WORK**: INTERIOR DESIGN.
- **YEAR**:2019.



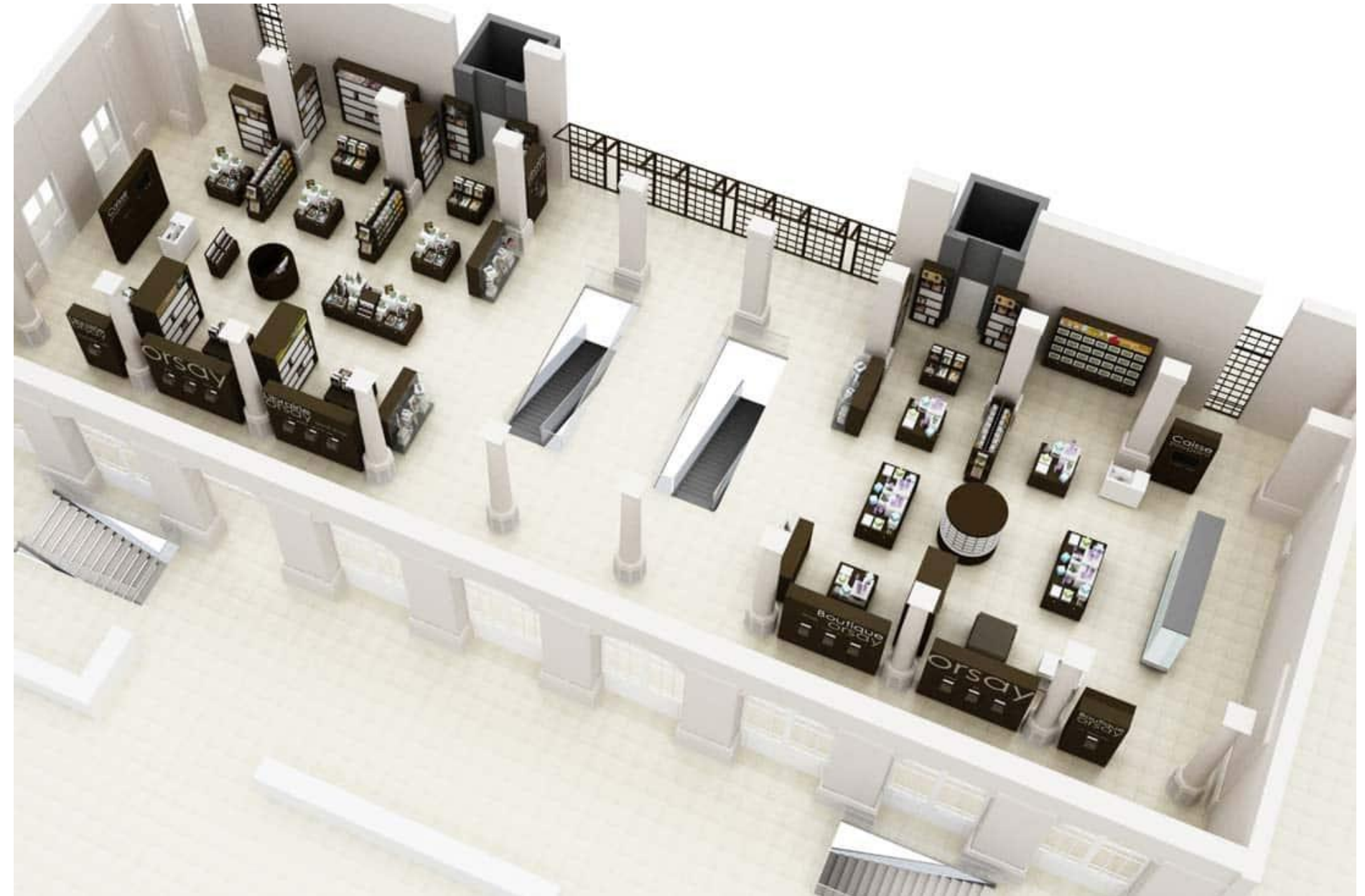
COMMERCIAL SECTOR

ALMANEA SHOPS

Manufacture and installation of display units in a group of showrooms for electrical appliances.

INFORMISION :

- **LOCATION** :around the kingdom
- **AREA**: 1500 sqm Approx. For branch.
- **SCOPE OF WORK**: FURNITURE MANUFACTURING.
- **YEAR**:2023.



COMMERCIAL SECTOR

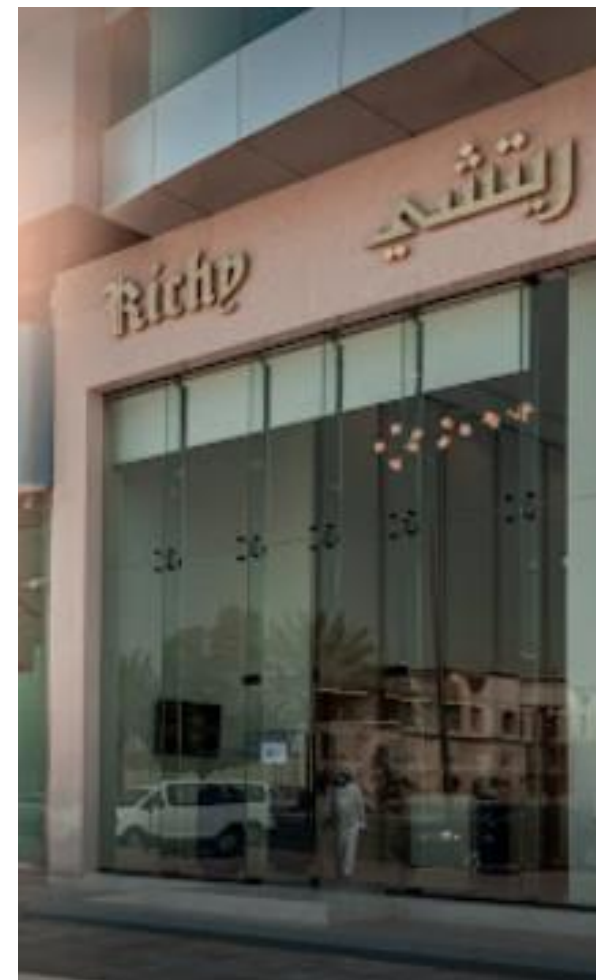
RICHY SHOPS

We designed all Richy branches around the Kingdom and were supervised to be the luxury brand of men's clothing.

INFORMISION :

- **LOCATION** :around the kingdom
- **AREA**: 300 sqm Approx. For branch .
- **SCOPE OF WORK**: INTERIOR DESIGN & supervision .
- **YEAR**:2017 .

Richy
GROUP





■ **Web: www.mind.com.sa**
Mail: info@mind.com.sa
Tel: 011 470 0338
(+966) 50 006 9627