



F & B PROFILE

id interior
design
associates
DUBAI . BANGALORE

We at IDA Interior Design Associates LLC work on a creative process based around the “building up of ideas”

Specializing in hospitality & F&B design, IDA offers world-class design solutions that focus not only on aesthetic appearance, but also address function and efficiency from initial space planning and design through construction documents and construction administration

We believe in the strength of ideas and the power of relationships

It is our constant effort to set standards for exceptional service and design innovation in interior design, branded environments and planning strategies

A team is a reflection of its leadership

The Company IDA Interior Design Associates LLC was founded in the year 1997 by a well known business group in the United Arab Emirates. It was initially a partner of one of the world's best Hospitality Design company HBA Hirsch Bedner Associates for their Operations in MENA region and has worked together for various hospitality projects globally including Interior Design consultancy and Turnkey . In the year 2008 IDA branched out of the partnership and formed an independent company in Dubai and over the years branched out in India.

More importantly the company continues to be driven by the rich values, principles, ethics, partnership and governance by the new Partners. Today the company has successfully completed projects specializing in the Hospitality sector all over the world including Africa, Middle East, Asia and USA. IDA company consists of partners & associates who are highly respected members of the community.

Somya has over 20 years of experience with firms in Interior Design and Project Management. She has worked with HBA / Hirsch Bedner Associates for 9 years on numerous projects. Her experience in planning, design development, FF&E and administration give Somya an advantage when faced with tough interior design problems. Her experience and understanding of systems furniture, freestanding furniture, materials, and finishes enable her to give the client several options within a specified budget. Somya is experienced in developing conceptual schemes for 5 star hotels, residential apartments, office buildings & resorts.

Shanawas has over 21 years of experience with multi-disciplinary firms in Architecture, Interior Design and Project Management. He has worked with different organizations in the gulf region. He has been with HBA / Hirsch Bedner Associates for 5 years. Shanawas has been responsible for managing the projects at all phases from initial conceptualization to managing after design on-site execution. He is well-versed in detailed and comprehensive planning and programming, cost estimating, and design development. His understanding of materials facilitates effective specifications for interior finishes and interior construction materials.



Somya Sharma
Partner, Founder



Shanawas Moidu
Partner, Founder



Divya Vernenker
Partner, India office



Ajay Angolkar
Associate

Great things in business are not done by one person . They are done by a team of people

- Steve jobs

The IDA design team comprises of dedicated designers and creative thinkers who come from varied educational backgrounds and social circles. All our team members have had the privilege of working under one of the most respected hospitality design firm in the world HBA/ Hirsch Bedner Associates for various spans of time ranging from 3-10 years

Together the team has restructured itself to create enduring works of design of our clients. Our designers are passionate professionals who place the client at the very centre of the creative process in order to unlock the potential of every opportunity and generate the most unique design solutions. Our tools are our design skills, client focus and in-depth knowledge of local markets

IDA was established and currently holds its office in Dubai and Bangalore. Dubai being the hub of construction and related activities to the entire region, offers a great scope of our business. The IDA offices has the capacity to deliver projects to all scales. The strong and flexible team works together on projects of various interfaces thus allowing due respect to the projects & clients

Hospitality Projects

Hilton Double Tree, Bangalore, India
Hilton Double Tree, Doha, Qatar
Hilton Garden Inn, Doha, Qatar
Hilton Garden Inn, Al Ahsa, Saudi Arabia
Hilton Garden Inn, Al Khobar, Saudi Arabia
Hampton by Hilton, Makkah Saudi Arabia
Ramee Grand 5* Hotel, Business Bay, Dubai
Hilton Garden Inn, Dubai
Hampton by Hilton by WASL, Port View, Dubai
Hampton by Hilton by WASL, Qusais, Dubai
All Day Dining at Coral Beach Hotel, Sharjah
Choice Khayal Hotel, Cochin, India
Royal Orchid Regenta Inn, Indira Nagar
Royal Orchid , Bangalore
Hotel @ Kazakhstan
Intercity Hotel, Dubai
Fragrant Nature Hotel, Kochi, India
Fragrant Nature Hotel, Munnar, India
Fragrant Nature Hotel, Kollam, India
Ramada Downtown Burj Khalifa, Refurbishment
Fairmont Presidential Suites, The Palm, Dubai
Subha Hotel Project, Dubai
Flora Park hotel Apartment Renovations, Dubai
Flora Creek Hotel Apartment Renovations, Dubai
Intercontinent Hotel, Bangalore, India
Vivin Luxury Suites, Trivandrum, India
Park Hotel apartment, Kazakhstan
Carlton Tower Hotel, Dubai
Carlton Tower Hotel, Bahrain
Ramada Downtown BurjKhalifa Dubai
Market Place & Bistro outlets @ Merweb Hotel, Doha
Hotel Apartment, Cairo, Egypt
4 Star Hotel, Nahda

Residential Tower Projects

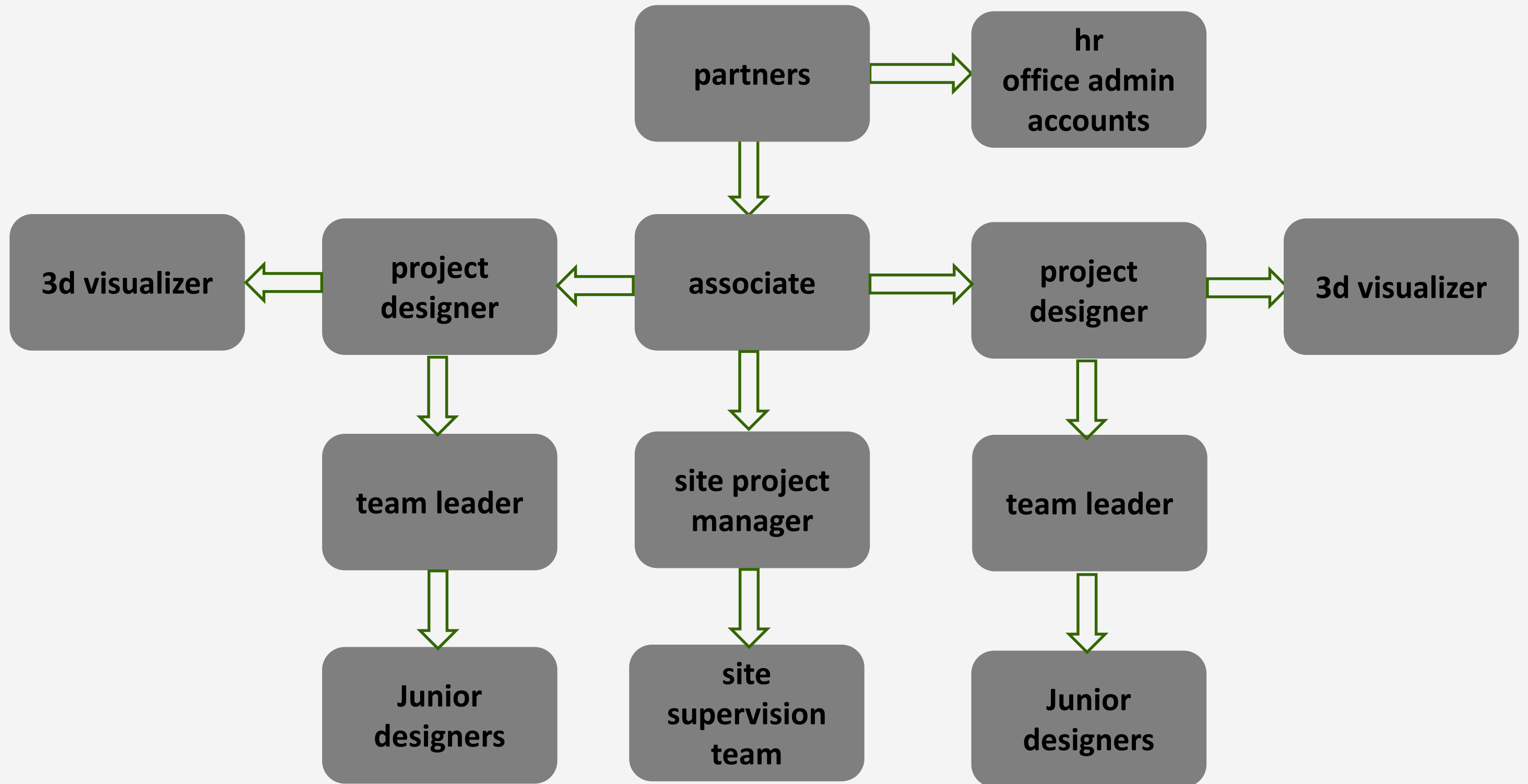
Dubai Creek Harbour by Emaar– Residential tower on Plot 4154947
Imperial Avenue Residences by Shapoorji Pallonji, Burj Khalifa District, Dubai
Al Kifaf Development Phase 1 by WASL, Dubai
Sharjah Gate tower- High End residential Tower, Sharjah
High End Office & Residential tower, Kazakhstan
Tower 1 - Karama Residential Development by WASL, Dubai
Tower 2 - Karama Residential Development by WASL, Dubai
Tower 3 - Karama Residential Development by WASL, Dubai
Muhaisanah Residential Development by Wasl, Dubai

Other Projects

High end Villa @ Kannur
Sanford Electronics, Corporate office, DWC, Dubai
Mandaloun Extension DIFC, Dubai
Luxurious Villa, Atlanta, Geogia

**Some of the projects worked on by IDA team members during their tenure at
HBA/ Hirsch Bedner Associates**

Kempinski, Kuwait
Grand Hyatt, Doha
Sheraton, Doha
Sheraton, Karachi
Fairmont Kingdom of Sheba, Dubai
Kempinski, Djibouti Africa
Dubai Marina yacht Club, Dubai
Jal Hotel, Dubai
Trident Residential Towers, Dubai
Abu Dhabi Grand, Abudhabi
Qasr Al Sarab, Abudhabi
Sanctuary Falls, Jumeirah Golf Estate, Dubai
Grand Hyatt Dubai-Bar and Spa, Dubai
Salam Yiti, Oman
Taj Palace, Dubai



Stage 1: Concept Design

IDA will assist in creating interior layouts and designs, material, furniture selections and interior sketches that satisfy the client requirements. IDA will establish a basis for the development and implementation of the interior design, project schedule and furnishing. IDA will also coordinate with the purchasing agent for estimating the cost of implementation of the interior design

Services provided at this stage may include based on the project requirements

- Project related research
- Program & schedule confirmation
- Area Budget allocation
- Development of schematic floor plans
- Development of interior design imagery
- Presentation of colors & materials
- FF&E budget review & confirmation
- Renderings as required

Stage 2: Schematic Design

IDA will prepare a comprehensive set of design CAD drawings, sufficient for the architect & other consultants to incorporate IDA’s interior design information into their construction documents & specification as required

Services provided at this stage may include based on the project requirements

- Fixtures & furnishing plan
- Architectural information plan
- Electrical / Mechanical information plans
- Reflected Ceiling Plans
- Floor covering plans

Stage 3: Design Development & Documentation

IDA will prepare a comprehensive set of coordinated design CAD drawings, , Schedules & Specifications to describe and illustrate all aspects of the interior design works in detail. Review, Coordinate and integrate the design works of the other disciplines to ensure that no interdisciplinary conflicts impact upon the interior design works. Prepare and submit on complete set of documents to the client for review and approval.

Stage 3: Design Development & Documentation (cont’d)

Services provided at this stage may include based on the project requirements

- Interior elevations
- Interior Details
- Millwork/ Joinery Drawings
- Miscellaneous decorative details
- Material reference/ finish schedules
- Furnishing specifications
- Selection of Art & Accessories

Stage 4: Tender Stage

IDA will work with the purchasing agent, Contractors & manufacturers in reviewing bids, assisting in negotiations, meeting contractors & manufacturers in reviewing bids and making reasonable adjustments in order to meet previously established budgets

Services provided at this stage may include based on the project requirements

- Assistance in Pre qualification of vendors
- Assistance in evaluation of pricing
- Documentation of Budget required design revisions

Stage 5: Design Implementation

IDA will make periodic visits to the project site to review that the work is being performed in accordance with the deign documents, specifications & design concepts.

Services provided at this stage may include based on the project requirements

- Review of Purchase orders
- Review of shop drawings
- Review of samples & prototypes
- Installation review



IDA DUBAI

office Location

**2303 Aspect Tower, Zone A
Business Bay, Dubai.**

postal

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IDA INDIA

office Location

**5th Floor, 565 Axis Pennmark. 9th cross, 3rd phase , jp nagar
Bangalore – 560078, Karnataka, India**

postal

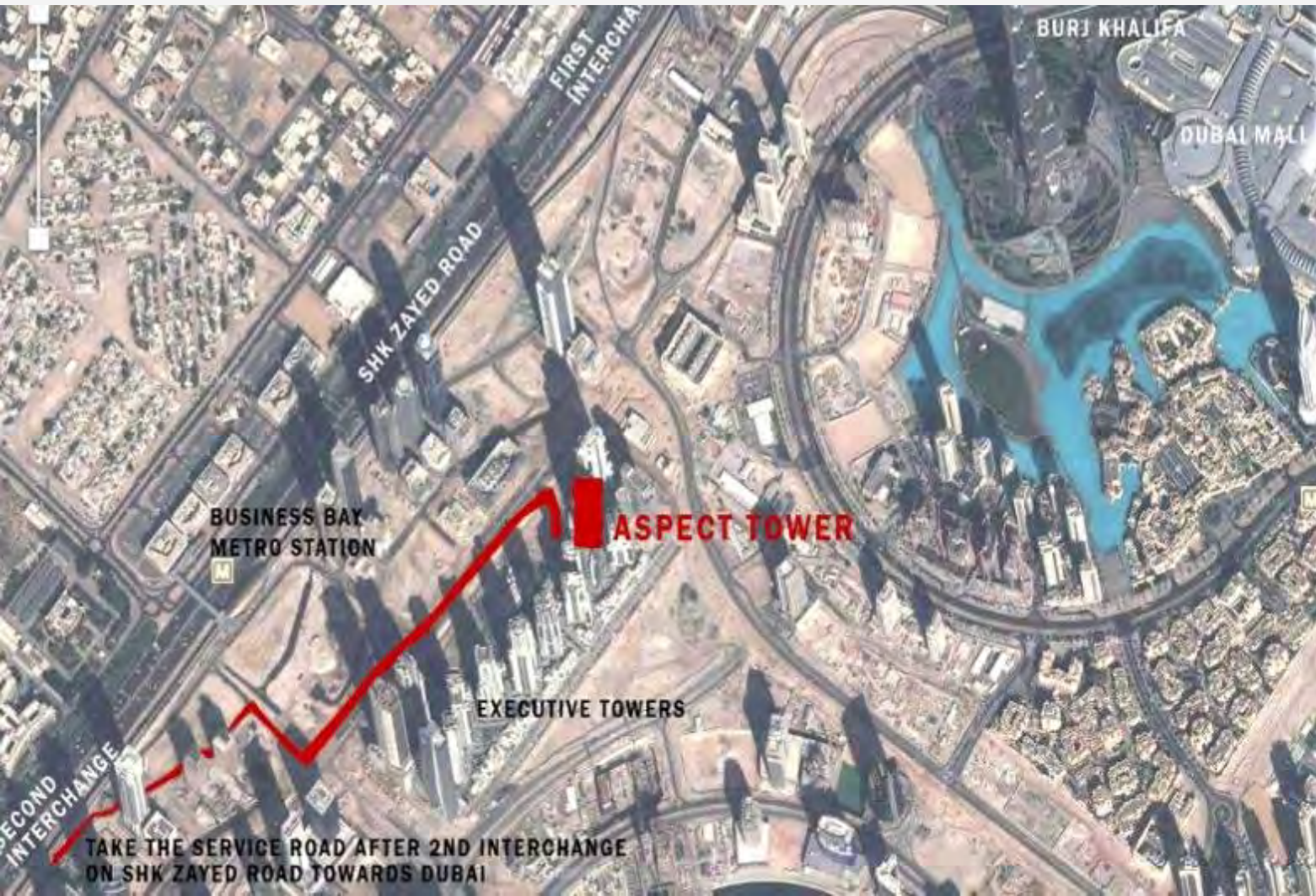
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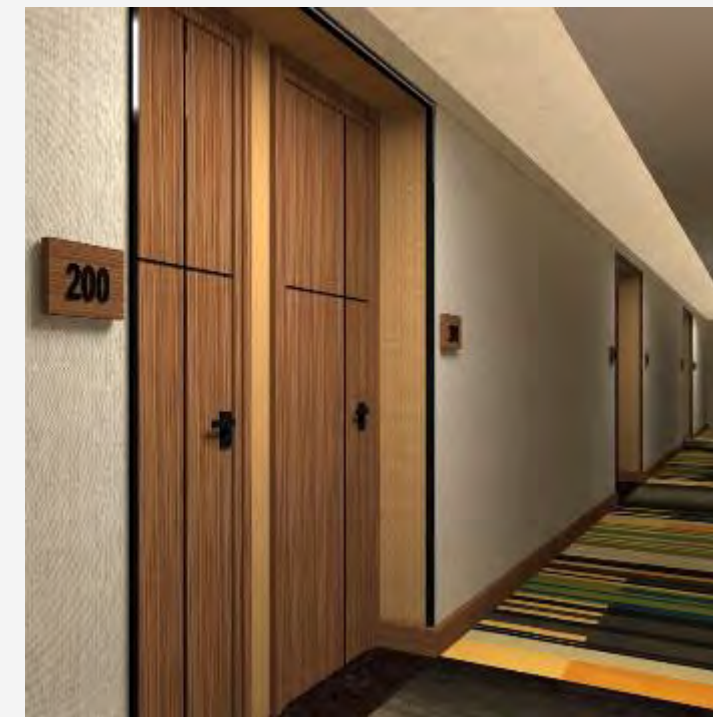
ALL DAY DINING- RAMEE GRAND HOTEL & SPA DUBAI - UAE







AL DAY DINING- DOUBLE TREE BY HILTON DOHA - QATAR













THE BAR- HAMPTON BY HILTON DUBAI AIRPORT DUBAI





TERRACE RESTAURANT FRAGRANT NATURE HOTEL MUNNAR - INDIA























