



hospitality profile

**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**

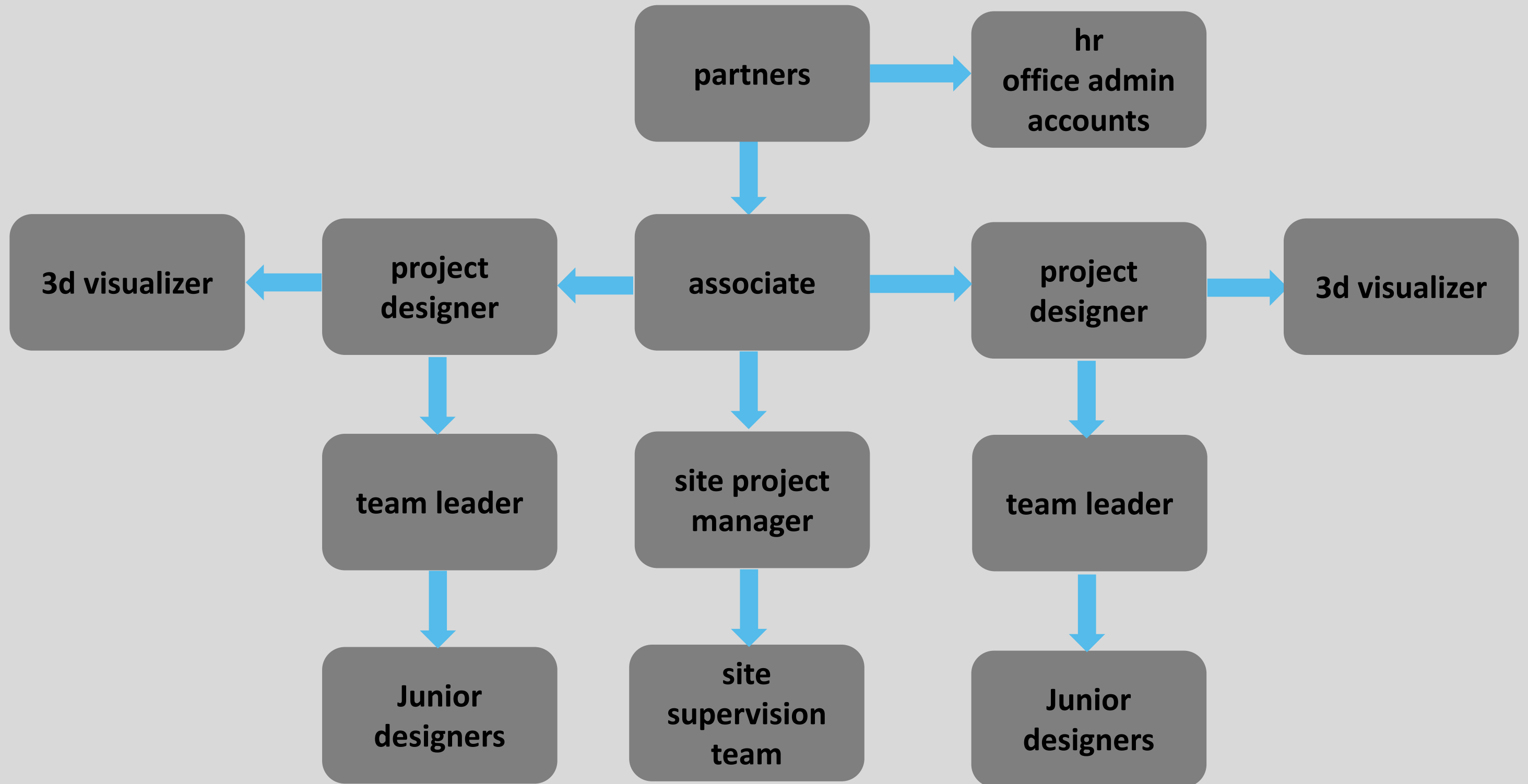
- Steve jobs

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

SL #	PROJECT NAME	LOCATION	OPERATOR	STAR RATING	NO OF KEYS	IDA SCOPE	PROJECT STATUS
1	Double Tree by Hilton, White field	Bangalore, India	HILTON	4 Star	181	Full scope	design stage
2	Hampton by Hilton, Makkah	Makkah, Saudi Arabia	HILTON	3 Star	580	Full scope (excluding supervision)	design stage completed
3	Hampton by Hilton, Port View	Port View, Dubai	HILTON	3 Star	255	Full scope	supervision
4	Hampton by Hilton, Dubai Airport	Qusais, Dubai	HILTON	3 Star	400	Full scope	completed
5	Hampton by Hilton, Riyadh	Riyadh, Saudi Arabia-	HILTON	3 Star	144	Full scope (excluding supervision)	Final Detail Design
6	Hilton Double Tree, Doha	Doha, Qatar	HILTON	4 star	180	Full scope (excluding supervision)	project completed
7	Hilton Garden Inn, Doha	Doha, Qatar	HILTON	4 star	138	Full scope (excluding supervision)	project completed
8	Hilton Garden Inn, Al Ahsa	Al Ahsa, Saudi Arabia	HILTON	4 star	172	Full scope (excluding supervision)	project completed
9	Hilton Garden Inn, Al Khobar	Al Khobar, Saudi Arabia	HILTON	4 star	159	Full scope (excluding supervision)	project completed
10	Ramee Grand Hotel, Business Bay	Dubai, UAE	Ramee Hotels & resorts	5 Star	196	Full scope (excluding supervision)	Design Completed
11	Choice Khayal	Kochi, Kerala, India	Choice Hotels	4 Star	70	Full scope	supervision
12	Royal Orchid Regenta Inn, Indira Nagar	Bangalore, India	Royal Orchid Hotels	4 Star	200	Full scope	completed
13	Grand Koramangala	Bangalore, India	Royal Orchid Hotels	4 Star	60	Full scope	supervision
14	4 star Hotel @ Kazakhstan	Astana, Kazakhstan	Private	4 Star	360	Full scope (excluding supervision)	project completed
15	Ramada Downtown Burj Khalifa	Dubai, UAE	Wyndham Hotels	4 Star	180	Refurbishment (Design & Build)	project completed
16	Fragrant Nature Hotel, Kochi, India	Kochi, Kerala, India	Fragrant Nature Hotels	5 Star	56	Full scope	project completed
17	Fragrant Nature Hotel, Munnar, India	Munnar, Kerala, India	Fragrant Nature Hotels	5 Star	60	Full scope	project completed
18	Landmark Premier Hotel	Dubai, UAE	Landmark Hotels	4 Star	80	Full scope	project completed
19	Transit Hotel & sharjah Airport Extension	Dubai, UAE	Flora Hospitality	4 Star	20	concept only	Concept Completed
20	Intercontinent Hotel, Bangalore	Bangalore, India	Oyo Hotels	4 Star	120	Renovation	project completed
21	Vivin Luxury Suites, Trivandrum	Kerala, India	Vivin Hotels	4 Star	80	Full scope	project completed
22	Park Hotel apartment, Kazakhstan	Astana, Kazakhstan	Private	4 Star	320	Full scope (excluding supervision)	Design Completed
23	Carlton Tower Hotel, Dubai	Dubai, UAE	Carlton Hotels	4 Star	180	Full scope (renovation)	project completed
24	Carlton Tower Hotel, Bahrain	Manama, Bahrain	Carlton Hotels	4 star	150	Full scope (excluding supervision)	project cancelled
25	4 star Hotel Apartment, Cairo	Cairo, Egypt	private	4 Star	60	Full scope (excluding supervision)	project completed
26	Flora Park hotel Apartment	Dubai, UAE	Flora Hospitality	4 star	118	Renovation of Rooms & few public areas	Design Completed
27	Flora Creek Hotel Apartment	Dubai, UAE	Flora Hospitality	4 Star	-	Renovation of All Day Dining & gym	project completed
28	Hilton Garden Inn, Bur Dubai	Dubai, UAE	HILTON	4 Star	320	Till concept only	Concept Completed
29	Hilton Garden Inn, Garhoud	Dubai, UAE	HILTON	4 Star	250	Till concept only	Concept Completed
30	29. Royal Orchid, Domlur, Bangalore, India.	Bangalore, India	Royal Orchid Hotels	5 Star	195	Total refurbishment of Guest rooms	project on Hold
31	Regenta Inn– Richmond Circle	Bangalore, India	Royal Orchid Hotels	4 Star	40	Refurbishment	supervision
32	Ecos Hotel - Al Furjan	Dubai, UAE	HMH	4 Star	180	Till concept only	Concept Completed
33	Limitless Hotel, Dubai	Dubai, UAE	HMH	4 Star	240	Till concept only	Concept Completed
34	Intercity Hotel, Dubai	Dubai, UAE	Duetsche Hospitality	3 Star	240	Till concept only	concept completed
35	Fairmont, The Palm, Dubai	Dubai, UAE	Fairmont Hotels	5 Star	-	Presidential Suite	project completed
36	Merweb Hotel, Doha	Doha, Qatar	Qatar National Hotels	4 Star	-	F&B outlets- Market Place & Bistro outlets	Project. Completed
37	4 Star Hotel, Nahda	Nahda	Private	4 Star	380	Till concept only	Project cancelled
38	Ramada Downtown Burj Khalifa	Dubai, UAE	Wyndham Hotels	4 Star	180	full Scope (design & build)	project completed





## 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

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**IDA INDIA**

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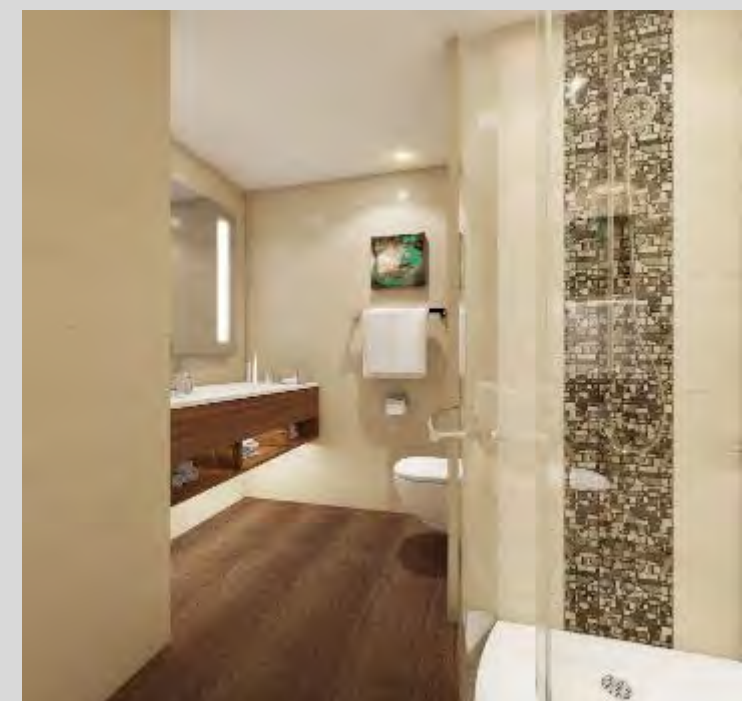
























































































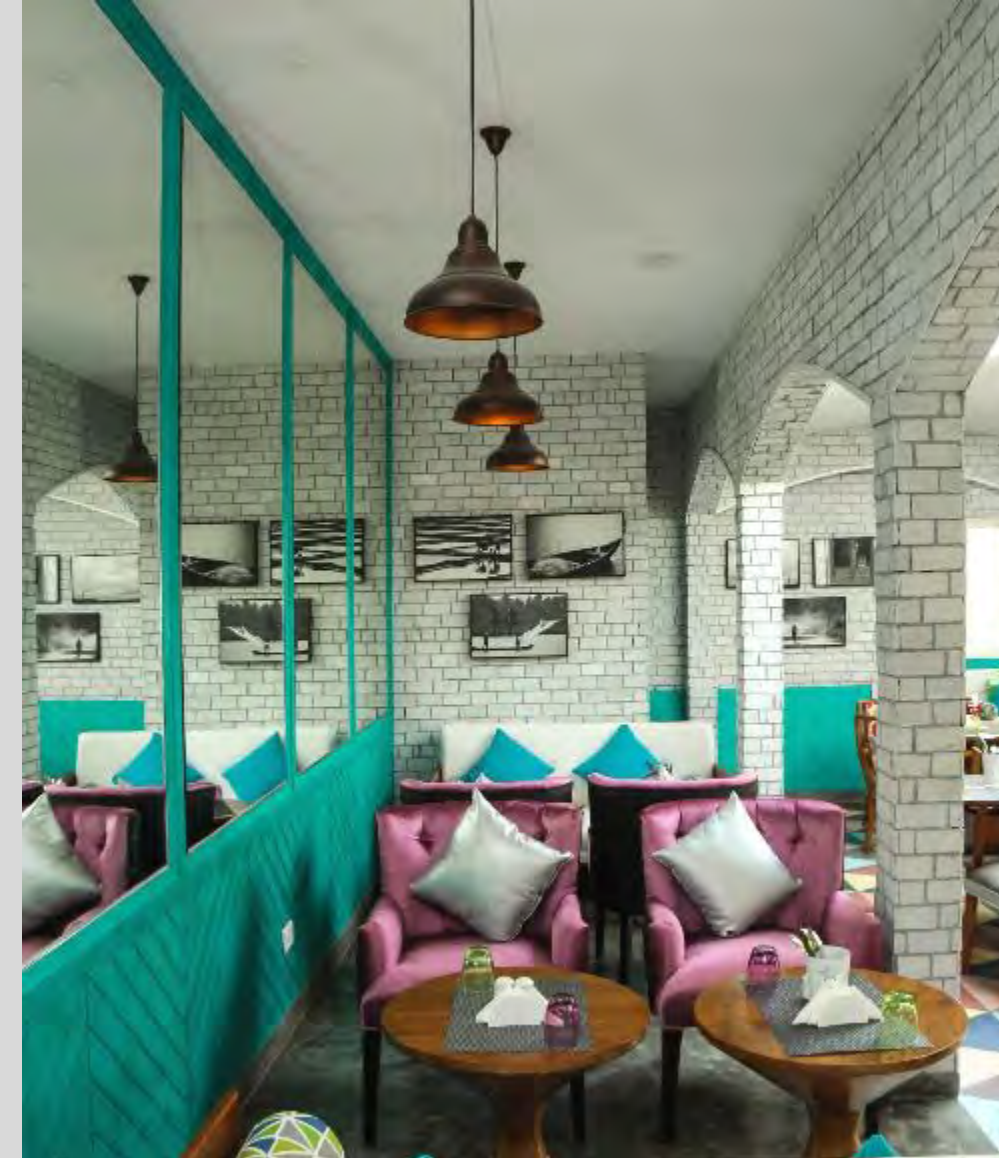
































Fitness is not a destination.  
It's not a goal that you check off your list.  
It's not a sprint to the finish.  
It's not a lifestyle or a fad.  
It's more than a way of life.  
Fitness is a way **TO LIVE.**

IT LOSS  
ERGY  
GOALS  
CARDIO  
RUN  
ACTIVE  
TRAINING  
RANCE  
HEALTHY  
MOVE  
SUCCE  
POWER  
MARATHON  
ACHIEVE  
SPORT  
NUTRITION  
WELLNESS  
TRANSFORMATION  
BEAUTY  
LIFESTYLE  
VITAMIN  
NATURAL  
BALANCE  
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CARDIO  
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RANCE  
HEALTHY  
MOVE  
SUCCE  
POWER  
MARATHON  
ACHIEVE























