



homes

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 & residential 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

Residential Projects

- High end Villa @ Khawaneej, Dubai
- High end Villa @ Kannur, India
- High End Mock up villa for Keya Homes @ Bangalore, India
- Luxury Villa @ Almaty, Khazaksthan
- Villa @ Dubai Hills
- Luxury Villa @ Bangalore, India
- Luxurious Villa, Atlanta, Geogia
- High End Office & Residential tower, Kazakhstan
- 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
- Tower 1, 2 & 3 - Karama Residential Development by WASL, Dubai
- Muhaisanah Residential Development by Wasl, Dubai

Other Projects

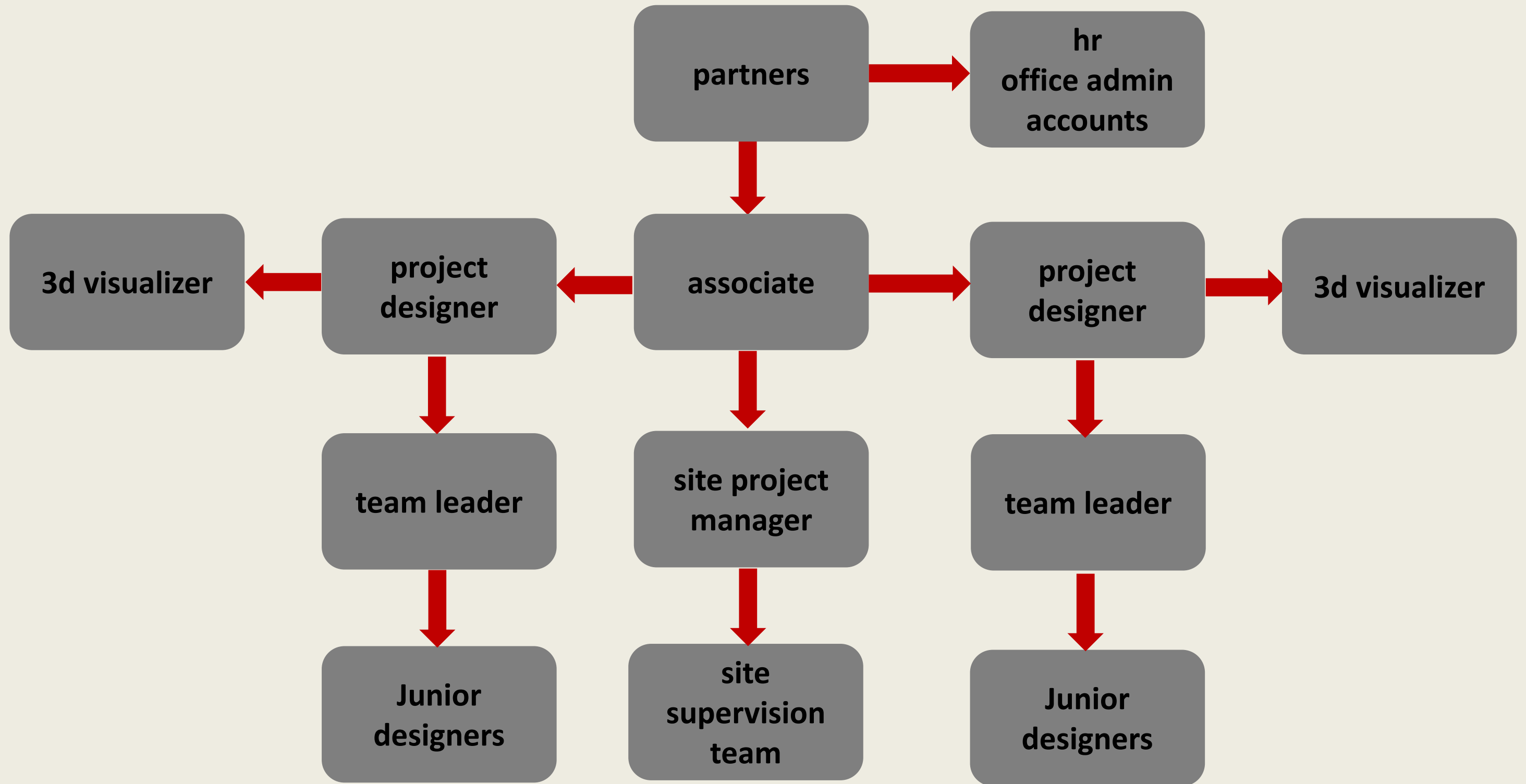
- Sanford Electronics, Corporate office, DWC, Dubai
- Mandaloun Extension DIFC, Dubai

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
- Trident Residential Towers, Dubai
- Qasr Al Sarab, Abudhabi
- Sanctuary Falls, Jumeirah Golf Estate, Dubai
- Grand Hyatt Dubai-Bar and Spa, Dubai
- Taj Palace, Dubai

Hospitality Projects

- Hilton Double Tree, Bangalore, India
- Choice Khayal Hotel, Cochin, India
- Royal Orchid Regenta Inn, Indira Nagar
- Royal Orchid , Bangalore
- Hampton by Hilton, Makkah Saudi Arabia
- Ramee Grand 5* Hotel, Business Bay, Dubai
- All Day Dining at Coral Beach Hotel, Sharjah
- Hampton by Hilton by WASL, Port View, Dubai
- Hampton by Hilton by WASL, Qusais, Dubai
- Hotel @ Kazakhstan
- Intercity Hotel, Dubai
- Hilton Garden Inn, Dubai
- Fragrant Nature Hotel, Kochi, India
- Fragrant Nature Hotel, Munnar, India
- Fragrant Nature Hotel, Kollam, 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
- 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



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 (cont’d)

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
Business Bay, Dubai.**

postal

**IDA Interior Design Associates LLC
Design Consultants
P.O. Box 60872
Dubai, U.A.E**

telephone
fax
email
Website

**+971 . 4 . 36 99 33 5
+971 . 4 . 36 99 35 0
info@idadubai.com
www.idadubai.com**

IDA INDIA

office Location

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

postal

**IDA Interior Design Associates
Design Consultants
5th Floor, 565 Axis Pennmark
9th cross, 3rd phase , jp nagar
Bangalore - 560078**

telephone
fax
email
Website

+91 . 97417 . 85607

**divyav@idadubai.com
www.idadubai.com**































































































