

Ahrend @ D3



STUNNING PROJECT DELIVERY IN NEWLY LAUNCHED DUTCH DESIGN CENTRE



Strategically located in D3, Dubai's creative hub and home to established international design, luxury and fashion brands, Ahrend's new office is testament to the success of their recent growth in the region and will be used as a 'base camp' for the team's GCC operations.

Designed by Ahrend and in keeping with its global design guidelines, Summertown Interiors was selected to work on the project due to its green credentials and 100% success rate on the delivery of LEED certified interior projects in the UAE.

Taking a process driven approach, the project's team was able to meet the high quality expectations of the client while supporting the delivery of sustainable solutions at each stage. In addition to rigorous sustainability standards, a key element of the project was to fit out a space which reflects the attributes of activity based working (ABW). 'Rethinking' the use of space is a top priority for Ahrend in order to encourage employee engagement and promote productivity in the workplace.

Based on the premise that when employees are able to choose how and where they work, employees structure their days more productively. The Ahrend office features seven core 'activity based' work zones: quiet areas; areas to facilitate active communication; private call zones; video conferencing; 'touch down' workstations or hot desking and informal meeting spaces with a coffee bar that acts as a 'hub' in the workspace. This flexible and open approach has proven to deliver better employee productivity, a happier workplace and reduced negative impact on the environment.

Committed to delivering projects that meet clients' needs on time and within budget, Summertown's project execution required careful environmental management to ensure LEED silver certification could be achieved. Product selection, ensuring sustainable credentials could be met, and careful project management during the execution phase was key in order to achieve a first class project delivery.

Duration: 10 weeks

Size of project: 230 sq m