Following completion of Phase 1 in August of last year, we are pleased to announce that the second phase of the highly successful Swiss International School, Dubai is nearing completion.

The Sports Centre building is due for completion this month, with the running track, football pitch and swimming pool set to finish in November.

These new sports facilities will enhance the pupils’ development, learning and sporting experience in an inspiring environment, as well as being a place of fun and excitement where the children will be spending some of their most formative life experiences on the sports fields as well as in the classrooms.

The building has successfully achieved Minergie sustainability certification, under the institutional building category, and is the first development in the world to do so within a cooled environment.

The project is being undertaken under a Design and Build contract, with DSA carrying out the design and supervision of Phase 1 & 2 with Al Ahmadiah Contracting & Trading the D&B contractor for the whole development.
WELCOME FROM OUR MD...

It has been a very active and exciting few months for DSA Middle East with a number of new project awards, attendance at Cityscape Global 2016, and the announcement of senior staff promotions and some other notable events taking place.

The securing of several new awards including Al Zahia Villas, Sharjah; Al Sahel Resort, Bahrain and the Lusail Hotel, Qatar project provides the business with a considerable pipeline of future work, and demonstrates our continued commitment to the region, particularly in the residential and hospitality sectors.

I am also delighted that we have been able to announce some significant staff promotions within the Dubai business. I would like to take this opportunity to congratulate those involved and to thank you for your hard work and commitment to DSA which is recognised and appreciated.

Another successful Cityscape Global was held in early September and DSA were again represented with an impressive exhibition stand and the display of some of our key project designs.

You may also have seen that we have been updating the DSA website as we aim to keep it up to date, relevant and in sync with our social media campaigns.

I hope that you enjoy the newsletter and reading about what DSA Architects International and our staff have been involved with both in and outside of work.

Best wishes
Steve Kelshaw
MD Middle East

CITYSCAPE 2016 EXHIBITION

DSA was again an exhibitor at this year’s Cityscape Global event held at the Dubai International Exhibition Centre between 6 – 8 September.

This was the 15th year of the event which attracts over 60,000 investors, developers, government officials and real estate professionals from more than 120 countries, and was the 10th year DSA had exhibited.

The eye-catching DSA stand, which was hosted by all Directors of the business at various times during the week, saw a regular stream of visitors, many of whom were particularly interested in discussing the hospitality sector experience possessed by the practice as was clearly evident from the range of projects on display on the stand.

Due to the success of the event we have a number of significant leads to follow-up on and are confident that we will conclude the award of further new projects over the next few months.

Managing Director Steve Kelshaw said after the event, “We are delighted to have been a part of Cityscape Global once again this year, and to have had the opportunity of showcasing some of DSA’s projects on such an important real estate stage.”
A number of senior staff in the Dubai office have been recognised for their outstanding contribution to the practice and we are pleased to announce the following promotions which took effect as of 1st July 2016.

Jacques Blaauw has accepted a directorship by the Board of Shareholders; Liesle Aucamp, Maher Fleifel, Aleks Milojkovic, and Lee Ton are appointed Senior Associates, with Glen Beresford, Estelle Besson, Vidya Desai and Rachael Khanak all made Associates of the company.

These promotions reflect the intent of the business to develop our staff and to recognize the efforts and contribution these individuals have made across individual projects and to the practice generally.

**STAFF PROMOTIONS**

21 budding Sachin Tendulkars and Jacques Kallis’ from the DSA Dubai office took to the crease recently in a ‘friendly’ cricket match held at Dubai Sports World.

Conditions were perfect and left no room for excuses from bowlers, fielders or batsmen as to the state of the pitch (although some complaints were still heard from one or two of the ‘managers’)!

The group was split into two teams, Team A captained by Ashfaq, and Team B by Pappu.

Everyone took part, batting and bowling regardless of experience, and the resulting match had everything: spectacular catches, dramatic runs, controversial umpiring and roars of support from spectators on the sidelines.

In the end, the additional player in Team A made the difference and clinched the victory on that occasion – but Team B are threatening to come back even stronger for the ‘rematch’!

Thanks to everybody for taking part on what was a thoroughly enjoyable evening.

**FIERCE (BUT FRIENDLY) COMPETITION ON THE CRICKET FIELD!**
NIKKI BEACH ADDS TO ITS’ GROWING PORTFOLIO WITH NEW DUBAI PROPERTY

One of Dubai’s newest ‘hot spots’, the 52,000sqm DSA designed Nikki Beach Resort & Spa located on Dubai’s Pearl Jumeirah, recently opened its doors to the public with the Grand Opening Launch Party of the Beach Club.

The contemporary style project being developed by Meraas Developments, will include 117 rooms and suites as well as 15 ultra-deluxe villas and 63 lifestyle residence units once fully open, all with spectacular views over the Arabian Gulf and of the Dubai skyline.

With unique in-room features such as a bespoke entertainment wall, MyBar, mood light system and oversized bathrooms, the hotel promises to be something special. The resort will also offer refined cuisine in five restaurants and lounges, as well as an exclusive Spa.

Nikki Beach was the original luxury beach club concept to combine the elements of music, dining, entertainment, fashion, film and art into one, opening its’ first resort in 1998. Today there are Nikki Beach resorts in Florida, Saint Tropez, West Indies, Marbella, Marrakech, Koh Samui, Mallorca, Ibiza, Greece; Bali, Monte Carlo, Turkey and Versilia, Italy, and now Dubai.

ENHANCED SHOPPING EXPERIENCE AT MALL OF THE EMIRATES

Mall of the Emirates is one of the largest retail, dining and entertainment destinations in Dubai. Owned by Majid al-Futtaim (MAF) Properties the mall opened in 2005.

It features more than 700 stores, 100 food outlets, 7,000 car parking spaces and the iconic Ski Dubai indoor ski slope.

Further redevelopment and improvement works at the flagship mall are ongoing today, as part of the ‘Capex Renovation Project’, designed by DSA.

Work is continuing at a pace with the first phase of Male and Female Bathrooms already handed over, as well as the first phase of mall entrance refurbishments also complete.

Internal upgrades continue throughout the mall, comprising refurbishment of all interior finishes and lighting, with external car park and façade upgrades also ongoing.

The project, which is being overseen by DSA’s site team, is part of Majid Al Futtaim’s overall multi-million dollar investment strategy for the upgrade of the hugely successful development, which is due for full completion in September 2017. The contractor for the work is Khansaheb.
MEET ...

JAM JAKOSALEM

Who dares... to be “different”

On first appearance Jam is perhaps not your ‘regular’ architect office staff member. Vibrant blue hair streaks gives her a rather radical, unconventional look, but in truth is really a fair reflection of her personality - which is equally vibrant.

Jam joined DSA as a receptionist in February 2014 from another international architect’s office where she had been in a similar role for a number of years.

However it did not take long for DSA Management to recognize that Jam had skills that could be utilized elsewhere within the business, and on return from a vacation, Peter asked Jam if she would like to work with him as his Assistant.

Initially Jam was naturally pleased and surprised to be asked, but was also a little nervous that her lack of administration experience might be a disadvantage to her in her new role. Jam quickly became keen to give the new challenge every effort she possibly could in order to succeed.

“Peter was really good to me in guiding me through what he needed and providing me with help and training where I needed it, and basically mentoring me. This allowed me to be able to demonstrate to him what I was capable of, which I probably didn’t even realise myself until I was given the opportunity.”

From Cebu, an island province of the Philippines located in the Central Visayas region, and consisting of the main island itself and 167 surrounding islands and islets, Jam was originally encouraged to come to work in Dubai by her mother who had moved to Bahrain years earlier, to enable her daughter to attend college.

The eldest of 3 siblings, her brother Evan and sister Kisha followed their sister’s footsteps and are now living and working in Dubai.

Jam’s marriage to Fritz is also somewhat ‘unconventional’, but a story worthy of explanation. As children they had attended the same school up to Year 6, but then did not see each other for a number of years although they kept in touch as friends chatting via Skype and Facebook.

But the relationship became stronger and both began to realise that it had developed into more than simply a friendship. Fritz had moved to Japan for his work, and it was during his time there that the pair got engaged (also via Facebook). Fritz was able to find a job in Dubai in 2012, moved and the pair were married in 2015.

Jam admits that one of her main hobbies started almost by accident, following an innocuous gift from a colleague on return from his vacation. The gift was a Snow Dome, which then took pride of place on her desk. Further domes were then gifted by other people, until now she has a collection of over 90 from all over the world.

“I am always amazed by the generosity of people, but also the fact that they had thought about me while they are on vacation, and taken the trouble to bring me a gift to add to my collection.” Jam adds with typical humility.

“I definitely always want to do the absolute best job that I can, and working at DSA is like being part of a family. I feel trusted and valued in the role I am in. I also really appreciate the fact that I am allowed to be me, and express myself, for example by not worrying about coming to the office one day as I did with white hair, and then a few weeks later blue!”

“My job gives me a lot of variety and challenges me, which allows me to learn new skills and gives me increased confidence.”

In terms of the future, Jam has visions of having a family of her own, doing some travelling, and to build a house in her home village for her family to live in.

“But all of that will be hopefully achieved alongside continuing to perform at the highest of my capabilities, and helping the DSA business succeed in any way that I can.”
GETTING THERE
BY DESIGN MANAGEMENT...

DSA are first and foremost a creative and technically distinguished architectural practice. We are proud of the quality architecture we produce and the positive contribution we have made to the built environment in both the Middle East and around the world over the years. But, whilst design and innovation are at the cutting edge of our business, we also see the structured delivery and management of this process as paramount to our success. DSA's specialist Design Management team help to make this happen by releasing designers from day-to-day project management responsibilities and allowing them to focus on what they do best – design. DSA understand this better than most and we ensure that all of our projects are provided with this ‘value-add’ as standard.

What is Design Management?

Design Management uses project management, design, strategy, and supply chain techniques to control a creative process, and build a structure and organisation for design. The objective is to develop and maintain an environment in which an organisation can achieve its goals through design.

Design management plays various key roles in the interface of design and project goals including:
- It manages quality and consistency of design outcomes across and within different design disciplines.
- It aligns design strategy with DSA’s corporate and brand strategy.
- It facilitates design and coordination and supports communication within multi-disciplinary design teams.
- It supports and manages communication between the client and the design team.

These help to guide all of our projects, for the benefit of all parties, in terms of quality, cost and time.

DSA’s Design Management Team

The team is made-up of a total of 15 professionals, all with formal project management qualifications and training, as well as industry experience in consultant, client and the contractor side of projects in the Middle East, UK, Australia, South Africa and beyond.

This facilitates us being able to tailor the team to suit individual clients, projects or scopes, and also to assign individuals who have first-hand experience and a firm understanding of the priorities of the different stakeholders making-up project teams.

Undoubtedly this approach is a unique selling point of our service and one which clients, operators and our other partners recognise as vital to ensuring project success.

DSA SUPPORTS
‘ELS FOR AUTISM’

DSA were proud to support the recent ‘Els for Autism’ golf day held at Arabian Ranches Golf Club and attended by over 150 guests.

‘Els for Autism’ is committed to helping people fulfill their potential to lead positive, productive and rewarding lives, and envisions itself as a game-changing resource in the field of Autism Spectrum Disorder. The charity delivers and facilitates programs across the world.

Dubai Associate, David Riley, attended the event on behalf of DSA and commented: “Being able to play a part in supporting such a worthwhile cause is somewhat humbling and we are only too pleased to do so through an enjoyable event such as this”.

David and his fellow players put in a good showing on the course, but unfortunately were a long way from walking-off with any of the prizes!
Another example from DSA’s proud history in the Middle East is the hugely successfully Park Hyatt Hotel, which opened back in 2005.

Located alongside the Dubai Creek Golf and Yacht Club, the luxury resort offers 5-star luxury facilities and amenities, as well as exquisite accommodation providing an oasis of relaxation and comfort, and ambiance of sophistication and tranquility.

The hotel’s exterior was designed in a modern yet dramatic Moorish and Mediterranean style, with all 223 guestrooms having their own private balconies, offering stunning views across the Dubai Creek.

The hotel offers three acclaimed restaurants and two bars. The Amara, an exclusive day spa retreat, offers eight treatment rooms each with separate private courtyards.

A selection of five meeting spaces are located in a dedicated building, with a separate entrance and reception area. The main banquet space, the Creek Ballroom, is complimented by the traditional Executive Boardroom and three smaller meeting rooms.

Since its opening, the hotel has received a string of awards, including:

- World’s Top 100 New Hotels - 2006
- Condé Nast Traveler Reader’s Choice Awards - #1 Top Hotel in the Middle East – 2013, 2012, 2011 & 2010
- Condé Nast Traveler 2013 Reader’s Choice Awards - #75 Top Hotel in the World
- Trip Advisor Certificate of Excellence 2013 & 2012
ROAD TO MONGOMO

A new event has been added to the UAE golfing calendar, with the DSA Architects International ‘Road to Mongomo’ Qualifier, presented by Worldwide Golf.

The event, took place at the stunning Al Badia Golf Club in Dubai on September 22. Up for grabs were five all-expenses paid places for the top finishers to fly to Equatorial Guinea in December to compete in the US$150,000 ‘3e Actuaries Open’.

Following Abu Dhabi-based MENA Tour player Luke Joy’s 4th place finish in the 2015 ‘3e Actuaries Open’, Luke was delighted that more of the region’s golfers had the chance to follow in his footsteps: “The 2015 ‘3e Actuaries Open’ was a fantastic event to attend and I knew it would become even bigger for 2016,” said Luke. “particularly with such important sponsorship from DSA Architects. I am really looking forward to playing the course again as it’s a great layout to be joined by other professional from around the region.”

Tournament host, Olawale Opayinka, who attended the Qualifier along with a TV crew from Equatorial Guinea, added: “As we continue to tirelessly grow the professional game in Equatorial Guinea and our region of Africa, we are thrilled that this year we were joined by more professional golfers from the Gulf region. Our hearts remain wide open to welcome all to Mongomo and we believe it will be a very rewarding experience for those who join us in December.”

Luke Plumb, Al Badia Golf Operations Manager, said: “We were very excited to be the host venue for the DSA Architects International ‘Road to Mongomo Qualifier’. This event is new to the region and offers golfers a fantastic opportunity to qualify for the ‘3e Actuaries Open’ in Equatorial Guinea. This event has been a great success with the support of our partners - Worldwide Golf and DSA Architects - and will continue in the future.”

DSA Managing Director, Steve Kelshaw, said “We are delighted to support Worldwide Golf and Al Badia Golf Club in hosting the ‘Road to Mongomo Qualifier’. It was a fantastic tournament featuring the best pros from the region and beyond. We thank all participants that took part and offer our congratulations to the five winners at the event and, of course, we will be following their progress closely at the event in December.”

Winner of the event Jordan Garnish, will be joined in Mongomo by fellow qualifiers Adam Sagar, Rocco Sanjust, Victor Bertran and Craig Hinton.