

# AD

JULY/AUGUST 2017  
MIDDLE EAST

ARCHITECTURAL DIGEST • GENIUS DESIGNS • INSPIRING ART • LUXURIOUS HOMES

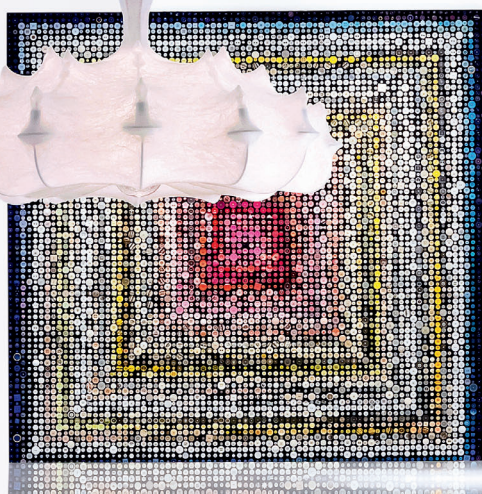
## DREAM HOUSES

Discover beautiful  
homes in Dubai,  
Cape Town, Beirut,  
Mykonos and Recife

## CONTEMPORARY *Summer* VIBES

### AD50

The Middle East's top  
talents in architecture  
& design



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PLUS: THE ETIHAD MUSEUM, THE ART OF DINING IN BEIRUT & BOLD TRENDS



# THE PHILOSOPHERS

*Approaching design from a new vantage point*

## BIA ARCHITECTURE

***The Practice:*** Established in 2014 in Dubai, the firm offers services in master planning, architecture, interior design and art installations.

***The Philosophy:*** Guided by the vision of its founder Ana D'Castro, the practice thrives at the intersection of art and architecture, merging the two disciplines to create seamless sensorial experiences.

***Evidence:*** An artist herself, D'Castro's ethos is most evident in residential projects, where architectural and interior design cues are amped by artistic interjections. One of their latest projects along Umm Suqeim road in Dubai presents a large-scale, public canvas for avant-garde mixed-use development.

> [bia-architecture.com](http://bia-architecture.com)

## VUAD

***The Practice:*** The former Foster + Partners architect Viktor Udzenija first came to Dubai to oversee the construction of the 80-storey Index Tower, before realising the opportunity to create distinct contemporary architecture in the city with his own firm.

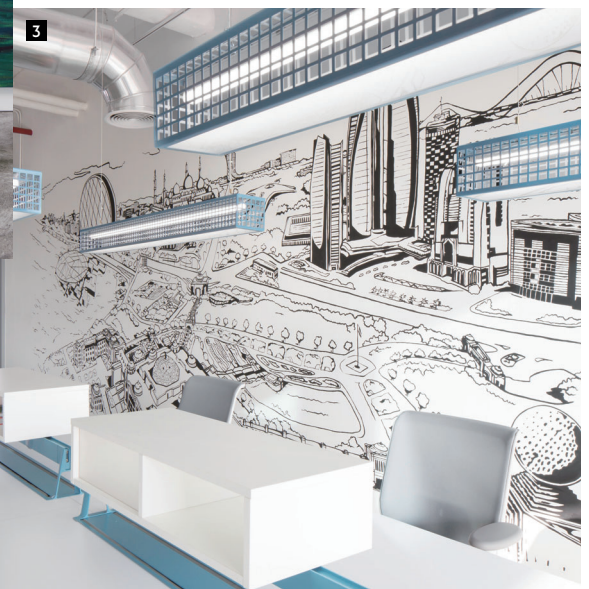
***The Philosophy:*** Sustainable



design is at the heart of this multi-disciplinary architecture studio. The practice consistently explores new means of minimising the impact of its structures on the environment, with an eye for developing design and construction modes that respond to the unique demands of the Middle East.



1. Pallavi Dean 2. Ana D'Castro founded BIA Architecture in 2014 3. Pallavi Dean Interiors' design for the Edelman office in Abu Dhabi 4. Detail from a private villa in Jumeirah by VUAD



***Evidence:*** Be it recessed facades, creating microclimates through intelligent landscapes or the use of sustainable materials, Udzenija's latest, an ultra-modern villa in Dubai, establishes new standards of success.

> [viktorudzenija.com](http://viktorudzenija.com)

## PALLAVI DEAN INTERIORS

***The Practice:*** Founder Pallavi Dean strives to implement the latest theoretical and practical research into the firm's designs for residential, corporate and hospitality projects.

***The Philosophy:*** Featuring some of the most talented women in the industry, the award-winning boutique studio flies the flag for female design talent. Eschewing design trends, the studio focuses on creating intuitive, emotionally intelligent spaces designed to empower the user.

***Evidence:*** For the new Edelman office in Abu Dhabi, the team drew on research from the field of environmental psychology, using colour, shapes, materiality and forms to break away from the linearity of the site.

> [pallavidean.com](http://pallavidean.com)