Art to Enhance
ART TO ENHANCE

CONTENTS

OUR SERVICES
INFORMATION TO INSTALLATION 09
PLANNING & PREPARATION 11
CREATED, COMMISSIONED, CATALOGUE 14
BEAUTY IN EVERY DETAIL 17

CASE STUDIES
ROTA RAHMAJ JORDAN 21
SHERATON, SHARJAH 22
WYNDHAM HOTEL, DUBAI MARINA 25
HILTON GARDEN INN, DUBAI 27
KEMPINSKI VILLA ROSA, NAIROBI, KENYA 29
FAIRMONT THE PALM, DUBAI 31
HILTON MARJAN ISLAND, RAS AL KAIMAH 33
MAJID AL FUTTAIM HEADQUARTERS, DUBAI 34
MEDICLINIC, CITY HOSPITAL, DUBAI 37
LIFELINE HOSPITAL, ABU DHABI 39
SIGNATURESTAGERS, DUBAI 40
IN OFFICES, HOTELS, SHOWROOMS AND EVEN HOSPITALS, WE ARE INFLUENCED BY OUR ENVIRONMENT. ART CAN AFFECT THE WAY WE PERCEIVE A PLACE - THE WAY WE FEEL ABOUT A BRAND - THE CARE WE ARE RECEIVING. ART SENDS OUT MESSAGES ABOUT STYLE, TASTE, ASPIRATIONS AND STANDARDS. MORE THAN MOST OTHER PHYSICAL OBJECTS, IT PROJECTS A SENSE OF ‘WHO YOU ARE’ AND WILL LEAVE A LASTING IMPRESSION ON YOUR VISITORS, CUSTOMERS, STAFF AND STAKEHOLDERS. GALLERY ONE IS A LEADING PROVIDER OF ART SOLUTIONS TO BUSINESSES THROUGHOUT THE MIDDLE EAST. CLIENTS INCLUDE INTERNATIONAL FIVE STAR HOTELS, BLUE CHIP CORPORATIONS AND GOVERNMENT MINISTRIES. AS PART OF THE ARTCOMM GROUP OF COMPANIES, GALLERY ONE HAS AN UNRIVALLED CREATIVE, PRODUCTION AND INSTALLATION CAPABILITY WHICH INCLUDES THE LARGEST AND BEST EQUIPPED FRAMING FACILITY IN THE REGION. FOR ART TO TRULY ENHANCE, GALLERY ONE OFFERS END TO END SOLUTIONS - FROM CONCEPT TO COMPLETION.
OUR SERVICES

INSPIRATION TO INSTALLATION
PLANNING & PREPARATION
CREATED, COMMISSIONED, CATALOGUE
BEAUTY IN EVERY DETAIL
INSPIRATION TO INSTALLATION

Gallery One will take time to understand the environment, brand values and interior-design that you are creating. Then, it will work with artists, designers and image-makers to create an artistic solution which is synergistic and enhancing. Prototypes and mock-up rooms are built, tested and fine-tuned. Production is carefully planned to synchronise with your program. For Gallery One Clients, this provides a seamless end-to-end service - from concept development in the g:1 studios through sight installation by our professional team. By taking control of the entire process, Gallery One ensures that the highest standards are delivered and that products are guaranteed to provide many years of pleasure.
Large scale projects require detailed consultation with your artwork solution provider. Working with architects, interior designers and planners, Gallery One will formulate a complete schedule of artworks, frame types and security features. A thematic creative approach may be applied by zone to create an artistic journey. In another approach, artworks may be simply repeated by room or area to create the same experience, regardless of location. In every case, precise planning and detailed scheduling by Gallery One ensures a project runs on time and on budget — fulfilling creative objectives as well as the development timetable.
There are several ways in which Gallery One can meet your artwork requirements. In our own creative studios and, we employ highly talented artists and photographers. Alternatively, when time or budget demands, Gallery One has a vast catalogue of established and highly popular Editions readily available. Some projects demand bespoke solutions and Gallery One has a worldwide network of artists and artistic styles through which to commission. Occasionally, a Client will have a specific artist or set of artworks in mind and Gallery One is expert in the acquisition and contractual arrangements for the reproduction of such pieces.
The beauty of a Gallery One artwork extends beyond what the eye can see. By employing talented people, using the best equipment and applying rigorous quality controls, Gallery One ensures that your artwork is superior in every way. Each project, regardless of scale or budget receives the same amount of care and attention to detail. When required, Gallery One will use conservation framing techniques and source the best frame profiles from Europe. Papers and canvases are some of the finest available and coatings and varnishes are applied to ensure the longevity of an artwork. Finally, all Gallery One artworks are hand finished - ensuring that your investment is safe, secure and beautifully presented.
CASE STUDIES

ROTANA AMMAN, JORDAN
SHERATON, SHARJAH
WYNDHAM HOTEL, DUBAI MARINA
HILTON GARDEN INN, DUBAI
KEMPINSKI VILLA ROSA, NAIROBI KENYA
FAIRMONT THE PALM, DUBAI
HILTON MARJAN ISLAND, RAS AL KHAIMAH
MAJID AL FUTTAIM HEADQUARTERS, DUBAI
MEDICLINIC, CITY HOSPITAL, DUBAI
LIFELINE HOSPITAL, ABU DHABI
SIGNATURESTAGERS, DUBAI
ABOUT
Located in the centre of Amman’s new downtown, Al Abdali, Amman Rotana is the first tower hotel in Jordan offering 412 lavish rooms and suites, housed across 50 floors at 188 metres high. This 5-star hotel is designed in a vibrant modern style providing a combination of deluxe accommodation, diverse culinary experiences, state-of-the-art meeting and event facilities.

BRIEF
A contemporary interpretation of the culture and heritage of Jordan, the artworks should be unique, in harmony with the prestige of the Rotana style, and educate the visitors about local history and customs.

SOLUTION
Working with many artists and designers a unique and bespoke range of artworks were created in thematic genres. The result is a homage to the deep history and cultural richness of Jordan.
The Sheraton Sharjah, UAE is a new hotel with 349 guest rooms and suites. Inspired by traditional Emirati architecture, this luxury beachfront spa resort overlooks the Persian Gulf.

In keeping with the architectural vernacular, the artwork was to reflect local heritage and seafaring traditions. This was to be achieved through carefully considered artwork and archival photography.

Using historical imagery and traditional artistic styles, the artwork is a celebration of nautical traditions. Relevant, meaningful and beautifully crafted, the artworks are a timeless reminder of the region’s past.
ABOUT
A new development, Wyndham Dubai Hotel is located adjacent to the prestigious Dubai Marina. Linear architectural design and chic interiors attract a style conscious guest to one of the world’s most exciting locations.

BRIEF
Reflect the prestigious location and chic interior scheme with contemporary artworks which allude to regional design motifs.

SOLUTION
Stylish, carefully designed artworks add a sense of urban-chic. Abstract elements within the artworks are derived from Arabesque geometric design – placing the hotel in the region yet with international appeal.
ABOUT
Hilton Garden Inn is an award-winning, upscale yet affordable hotel brand - part of Hilton Worldwide. The Hilton Garden Inn in Dubai is a new hotel with 370 guest rooms and suites.

BRIEF
In keeping with the ‘garden’ brand positioning (natural/wholesome/fresh), develop a range of contemporary images which would resonate with both business travellers and tourists.

SOLUTION
Bespoke photography featuring stylish, modern and refreshing Editions, printed in large format; the result provides a sense of wholesomeness, professionalism and vibrancy to rooms, corridors and public areas.
ABOUT
Villa Rosa by Kempinski is a prestigious 200 guest room resort themed on the architectural style of traditional terracotta-clad Spanish villas. This European style is also prevalent within interiors and the overall service style of the property exudes an international atmosphere.

BRIEF
Reflect the international nature of the property using artwork which originates in Spain and the wider southern European context. Apply this to all guest rooms, F&B outlets, corridors and meeting areas.

SOLUTION
A combination of commissioned photography and specially designed artworks were constructed around key themes; Mediterranean, Nautical objects, Spanish architecture and European Botanicals.
ABOUT
Fairmont The Palm, Dubai is located on the prestigious Palm Jumeirah. A landmark property comprising 380 guest rooms, the resort offers luxurious accommodation with spectacular views over the Palm and towards Dubai Marina.

BRIEF
As a contemporary Arabesque inspired hotel, the Fairmont required a modern artistic interpretation of traditional themes.

SOLUTION
The resultant artworks, by Helen Abbas feature a distinctive combination of Arabic calligraphy and Islamic geometric patterns - the earthy tones and vibrant colour flashes blending seamlessly with the hotel interior scheme.
ABOUT
The new Doubletree Hilton, is a 350 guest room resort is located in Ras Al Khaimah. Accommodation is chic, stylish and contemporary with rooms and suites facing the Arabian Gulf.

BRIEF
Develop an artwork solution which reflects the regional location, adjacency to the sea and the contemporary nature of the architecture.

SOLUTION
Soft, natural and inherently ‘breezy’, the artworks suggest a sense of warm oceanic lifestyle with subtle hints of Arabesque design.
ABOUT
Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa (MENA). The Company is headquartered in Dubai and has regional offices throughout the Middle East.

BRIEF
Create meaningful, dynamic and bespoke artworks by a renowned artist for the corporate and regional offices. The artworks were required to reflect the brand philosophy, vision and depth of the Company.

SOLUTION
The Artworks, by Ghiath Laham, are a layered and multi-faceted ‘landscape’ – reflective of the diversity of the MAF Group. Colours, brand marques and geometric patterns symbolize the energy, values and heritage inherent in the brand.
ABOUT
Upon opening in 2008, Mediclinic City Hospital was the first multi-disciplinary hospital in Dubai Healthcare City. As a state-of-the-art healthcare facility, it has continued to dominate Dubai’s healthcare landscape in terms of the quality of its medical staff, the breadth of services it offers and the standard of equipment it operates.

BRIEF
Celebrating the heritage and culture of the region, City Hospital public areas and consultation rooms required high-quality artwork to complement the interior décor.

SOLUTION
Working with the local photographers, and the Gallery One creative team a series of fine art photographs was to become the overriding theme of the art solution. A combination of architectural and contemporary botanical photographs are displayed throughout the property.
ABOUT
Lifeline Hospital combines cost effective services with superior healthcare provision. A new concept in Abu Dhabi, the hospital would provide services to a burgeoning population in the capital City.

BRIEF
Create a calming, inspiring and appropriate environment for patients and visitors. Further, establish an artwork theme capable of replication through the emerging hospital group.

SOLUTION
Soft, subtle and evocative photographic imagery on a botanical theme. The artworks provide a source of inspiration and reflection.
The Elite Residences are located within one of the largest towers in Dubai. It is over 280 meters in height and comprises 87 floors. Located in the sought after Dubai Marina, the serviced apartments are amongst the most luxurious residences in the UAE.

**BRIEF**

To provide accents of distinctive colour and contemporary designs in a range of different styles and techniques. Through this, provide the environment a modern museum look and feel.

**SOLUTION**

Working with multiple artists, the resultant ‘gallery’ created a journey through regional styles and techniques. Traditional calligraphic works, abstract imagery and geometric pattern enlivened and enhance the opulent interiors.
OUR CLIENTS

FOUR SEASONS HOTEL ABU DHABI AT AL MARYAH ISLAND
RADISSON BLUE WATER FRONT, BUSINESS BAY
IBBIS HOTEL, JEDDAH, KSA
HILTON GARDEN INN RAK
MEDICLINIC HEALTHCARE CITY
MEDICLINIC DUBAI MALL
MEDICLINIC ARABIAN RANCHES
MEDICLINIC AL SOFOUH
WELCARE HOSPITAL
EMIRATES HOSPITAL
MAGRABI CLINICS, JEDDAH, KSA
SHARJAH ISLAMIC BANK
FIRST ABU DHABI BANK
DUBAI TOURISM
MINISTRY OF HAPPINESS