

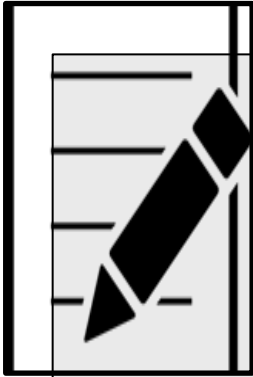


# Shapoorji Pallonji

February, 2019

**GOLINMENA**

# SUMMARY



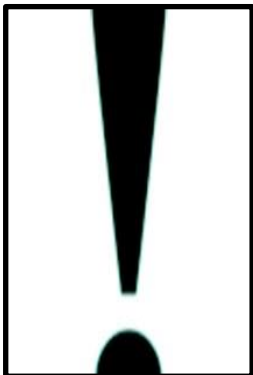
## EDITORIAL CONTENT

- Golin drafted the responses of Gulf Construction interview
- Golin drafted monthly blog for social media

## MAIN ACTIVITIES

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- Golin shared the coverage of Gulf Construction
- Golin shared the coverage of MENA News Week
- Golin shared January's monthly report
- Golin shared the Instagram Takeover findings with SP
- Golin distributed the media giveaways
- Golin hosted brain storming for new campaign ideas with Blue Barracuda and BPN
- Golin shared new campaign ideas



## MEDIA OPPORTUNITIES

- *MENA Newsweek*
- *Gulf construction*
- *Architecture Digest*

## COMPETITORS & INDUSTRY UPDATE

### **Dubai unveils mega project near Burj Al Arab: Burj Jumeira**

Saudi Arabia and UAE drive GCC construction activity

### **UAE rents may still be falling, but investors are still buying in Abu Dhabi**

Certain properties are attracting high level of interest

### **Emaar unveils villas in Dubai South for Dh1 million**

### **Palm Jumeirah developer Nakheel sees net profit decline 22% to Dh4.38 billion**

### **Saudi Arabia forecast to see continued tourism growth**

### **Aldar to acquire Etihad properties for Dh1.2b**

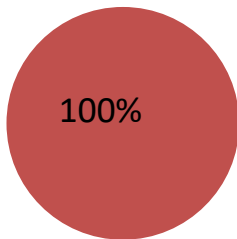
# COVERAGE HIGHLIGHTS & ANALYSIS

In the month of February , Shapoorji Pallonji has been featured in Gulf Construction magazine and Mena Newsweek in two stories. One story featured the interior design of Imperial Avenue's apartments and the other was an Op-Ed by Cyrus on the real estate outlook in 2019. The interview in Gulf Construction has appeared in a 4-page spread in the print version of the magazine also appeared online. The interviews generated a total PR Value of **\$25,750** and a total estimated reach of **211,232**.

The tonality of all articles was positive and were in alignment with SP's key messages.

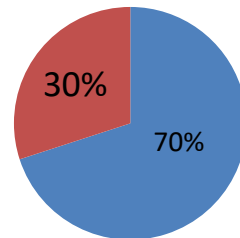
## Languages

■ Arabic ■ English



## Media

■ Online ■ print



# SP COVERAGE SNAPSHOT: Print

Date	Portal	Reach	AVE	PR Value
February, 2019	Gulf Construction Imperial Living	10,000	\$16,392	\$57,372

# SP COVERAGE SNAPSHOT: Online

Date	Portal	Unique Visitors Per Month	AVE	PR Value
February, 2019	Gulf Construction Imperial Living <a href="#">Click here for the online version</a>	136,476	\$3,250	\$11,375
14.02.2019	MENA News Week Real Estate outlook in 2019 <a href="#">Click here for the online version</a>	64,756	\$3,250	\$11,375

# PTINT COVERAGE

<b>Online Portal:</b>	<b>Gulf Construction</b>
<b>Date:</b>	<i>February, 2019</i>
<b>Language:</b>	English
<b>Page</b>	87- 90
<b>Headline:</b>	Imperial Living

## Gulf Construction **INTERIORS**



IMPERIAL LIVING  
CHANGING TRENDS  
WHAT'S NEW





# IMPERIAL LIVING

Shapoorji Pallonji's brief to the interior designer for the Imperial Avenue was to create a distinctive residential project that sets it apart from others in the region, combining timeless elegance and sophistication.

**I**NTENT on creating a lasting impression with its first residential project in the UAE, Shapoorji Pallonji is looking to redefine the urban living experience through Imperial Avenue, a luxury property situated in the heart of Dubai's Downtown district.

Overlooking the iconic Burj Khalifa.

Imperial Avenue stands 45 storeys tall and features 424 apartments, three levels of free-flowing podiums and five levels of parking. The exclusive collection of luxury homes consists of one- to four-bedroom apartments, four- and five-bedroom penthouses, three-bedroom villas and four- and five-bedroom villas with private pools at

the podium level.

Shapoorji Pallonji has been a prolific Indian developer over the past few decades, having delivered a wide spectrum of projects, right from India's tallest luxury towers to Asia's largest mass-housing township. To achieve its goal in its first foray into the international market, the 153-year-old Indian developer has partnered with experienced consultants and architects Arch Group, Koltay and Cracknell.

Interior Design Associates (IDA) has been appointed the interior designer and SPML – Interiors has been appointed the fit-out contractor, Cyrus Engineer, managing director, Shapoorji Pallonji (SP) International Property Developers, tells *Gulf Construction*.

"The interior design works have commenced since December 2018 and are being carried out with utmost care," he adds.

Imperial Avenue offers 135 premium luxury units and 289 luxury units. With modular kitchens, designer bathrooms and private decks, every apartment is claimed to be unique.

"The development has numerous config-



The 10,000-sq-ft entrance lobby at Imperial Avenue.

urations given the landmark shape of the building and these have been designed in very modern and chic themes that would appeal to the distinguished buyer," Engineer says.

Like its name, the tower conveys incomparable levels of luxury and grandeur, through its numerous and exceptional amenities, with a promise to elevate its residents' urban living experience. These include a premium lobby, rooftop infinity pool, family pool on the ninth floor, fitness centre, squash court, indoor and outdoor kids play area, private audio-video room and private function hall.

While Shapoorji Pallonji has been constructing landmark projects in the Middle East over the past 45 years as a contractor of repute, Imperial Avenue is its first 'International development' project. Hence, this landmark development is aimed to "showcase our development expertise to the world by delivering a premium and high-quality product," Engineer emphasises.

Commenting on the property, Engineer says: "We are confident that our unique product and exceptional delivery ethos will address the growing demand for value-added offerings in the upscale residential segment. We envisioned creating a brand that will fulfil the gap in the market for experience-driven, luxurious lifestyle-oriented accommodations and world-class offerings that will be locally relevant and accessible."

The brief given to the interior design team IDA was to achieve a product that



Imperial Avenue ... 45 storeys tall.

encompasses timeless elegance and sophistication, he says. "Given the prime location – the epicentre of one of the most prestigious districts in Dubai, the design and quality of materials used spell out 'Luxury'. Apart from that, the designer was given full freedom to bring in freshness and uniqueness into the interior design to set it apart from other residential projects in the region," Engineer points out.

A major part of the interior design inspiration comes from the sweeping curves of the architecture. The designer has used bold curves on the floor plans, ceiling and walls to create a visual drama in the large public spaces like the lobby, multipurpose hall and gym, whilst using warm tones of beige, brown, and burnt orange etc for the materials. "The designer envisaged it as moving winds on a crisp autumn day, blowing away leaves and thus creating magical landscapes within various areas in



Warm neutral tones are used in the apartments at Imperial Avenue that will easily form the backdrop to any style theme.

the building," he remarks.

"I am confident that residents and guests will be delighted to step into our inimitable world aimed at offering an innovative lifestyle destination in the heart of Dubai," he adds.

The journey begins from the entrance. Starting with its cascading fountains, the soothing sound of the water welcomes residents and guests into a tranquil world. The 10,000-sq-ft lobby with its double-height luminous ceiling is resplendent in its design and architectural elements. A very thoughtful and calm reading area is available for those who wish to relax in the lobby, whilst enjoying the tranquillity and soothing surroundings.

The apartments at Imperial Avenue follow the language of the public spaces. "They too spell luxury and sophistication at every corner. The warm neutral tones will easily form the backdrop to any style theme the individual end-user may choose," Engineer explains.

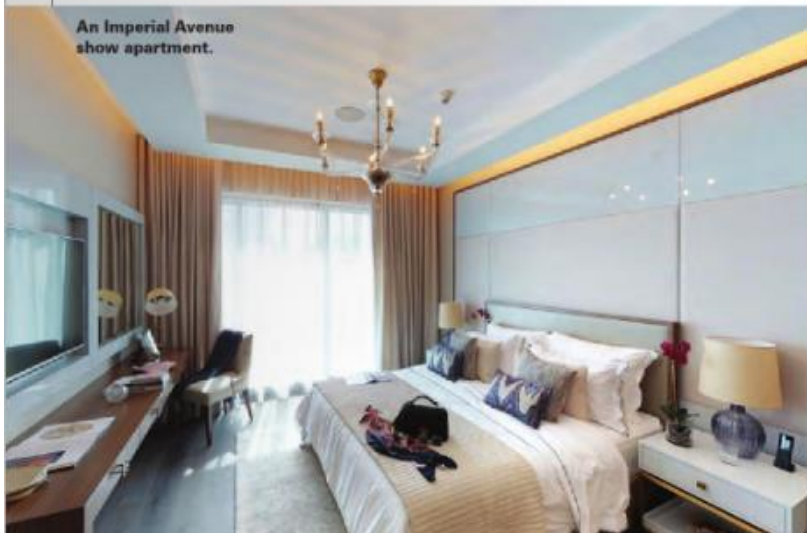
Attention is paid to the smallest details like automatic lights in wardrobes, task strip lights in kitchens, ambient cove lighting in ceilings, clean and simple hand pulls in kitchen cabinets, edge detailing in bathroom vanities and kitchen counters. Another key design element is the kitchen, where combinations of warm wood tones with cool glossy white lacquer tones create a contrast. With all the equipment being built-in, the look achieved is one of clean

Use of warm wood tones with cool glossy white lacquer tones creates a contrast in the kitchens.





An Imperial Avenue show apartment.



and timeless elegance with functionality.

The bathrooms have been designed in such a way that the warm and rich hues of the materials used infuse a sense of being in a luxurious spa – refreshing and yet easily maintainable.

Elaborating on the materials used in the interior décor and fit-out, Engineer says: “The materials used for most of the public areas as well as premium luxury apartments are very high-end and luxurious like marbles for flooring and walls, glossy lacquer finishes in kitchen cabinets, branded hardware for wardrobes and kitchen, custom-made textured paints in apartment corridors, fabric-backed wallcoverings in public corridors, copper-finished metals for millworks at lobby and main apartment doors, and semi-solid wood for the master bedroom flooring. For the luxury apartments too, careful thought has gone into maintaining the luxurious feel by using branded tiles and laminates. The materials were sourced mainly from Europe, Middle East and India.”

“The impressive 45-storey building hosts a number of best-in-class amenities and splendid designs. These include a dedicated audio-video room, allowing residents to entertain their guests with a private screening area, and a fully-equipped gym with state-of-the-art equipment.

Considering the importance of inclusion, the tower offers different recreational areas dedicated to all age groups. A stimulating

playground located on the ninth floor will have the little ones enjoying active playtime while the clubhouse situated on the 26th floor will allow adults to relax in a cosy atmosphere with access to a large variety of collective board games. The tower also has two deck floors with infinity pools located on the ninth and 26th floors respectively.

Apart from state-of-the-art appliances used in the living spaces, thoughtful in-house features, seamless hidden technology, energy-efficient room design, intelligent security and access control are all hallmarks of the tower’s understated luxury.

Commenting on the challenges in executing the project, Engineer says: “The architecture being extremely fluid has created interior spaces which at times had to be intelligently utilised to create a rhythm. This challenge ultimately resulted in the birth of very fresh and unique spaces.”

While Imperial Avenue exudes intelligent design and intuitive services, it also plays an important role in conserving energy. Aligned with the vision of the UAE to provide 75 per cent of its total power output from clean energy by 2050, the tower’s facade is fitted with solar panels. Additionally, the building has a greywater treatment system providing sufficient water supply for the entire project.

While 40 per cent of the construction has been completed, Shapoorji Pallonji has confirmed the expected date of final completion of the Imperial Avenue will be the fourth quarter of 2019. ■

**T**HE boundaries between the worlds of fashion and interior design are now becoming less defined with fashion heavyweights moving into the interior design space, according to Elicyon, a multi award-winning luxury interior design studio based in London, which has created tailored living environments for its high-net-worth clientele around the world.

Founder and director of Elicyon Charu Gandhi cites the examples of the furniture and interior accessories lines by Louis Vuitton and developing furniture collections by Missoni and Bottega Veneta.

“This diffusion really comes alive with collaborations marrying the two, for example Karl Lagerfeld x Christophe,” she says.

Gandhi predicts a number of trends that are emerging in the interior design industry, which are not only dictating the choices of colours used this year but also the metals and the materials selected. These include:

- **Metals:** Over the last decade, the preference for metal interiors have moved from nickel, to rose gold, to polished brass and lastly to satin brass. Elicyon expects that the next big trend will be blackened metal. “It’s more rustic and works as a striking and sharp contrast to the light interiors that are very much in fashion at the



Projects are interweaving several colours with strong impact and personality.

# ONLINE COVERAGE

<b>Online Portal:</b>	<b>Gulf Construction</b>
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<b>Online:</b>	<a href="#">Click here for the online version</a>
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INTERIORS

### Imperial living

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February 2019

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# ONLINE COVERAGE

<b>Online Portal:</b>	<b>MENA News Week</b>
<b>Date:</b>	14.01.2019
<b>Language:</b>	English
<b>Online:</b>	<a href="#">Click here for the online version</a>
<b>Headline:</b>	Real Estate outlook in 2019

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**BUSINESS** February 14, 2019 Michael Bryant 0

## Real Estate outlook in 2019

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*by Cyrus Engineer, Managing Director at SP International Property Developers*

The real estate market in the UAE has been one of the largest and fastest-growing sectors in the region, but since 2014, the sector has been undergoing some difficulties and challenges.

One of the reasons behind the challenge for the real estate market in the UAE and the GCC region as a whole is the uncertainty that the region has been going through for some time, in addition to the variation in supply and demand for real estate. The increase in the number of real estate projects has been met with low off-take which in turn led to a decline in demand for the units.

The UAE has been looking to find alternative ways to develop and revitalize the economic sector while diversifying the foundations of its economy. One of the main endeavors was to reduce the dependence on oil industries by increasing activities across other economic segments like the real estate sector and the renewable energy sector.

Also, there has been a rise in mortgage interest rates due to the higher US Federal Reserve rates, which recorded 3% and 3.5% in the third quarter of 2018. This rise played a major role in the investors' purchasing decision, despite the decline of the rates in the same period of 2017 which amounted to 4%. The rise in the interest rate applied on mortgages is expected to continue until mid-2019 and may dampen the enthusiasm of home buyers.

With an incremental demand for affordable housing in Dubai, the market of luxury properties witnessed a decline in prices by 3.8% on average over the past year, according to new research by real estate consultancy Knight Frank. This decline puts more pressure on developers to sell these units.

The construction industry in the UAE has its own set of operational challenges. Delayed payments followed by lack of skilled labor are the biggest hurdles contractors face globally, and it's also very prevalent in this region. However, while the change may not come overnight we do expect the operational challenges to improve, as more global companies are willing to invest in the region motivated by the number of landmark targets to be achieved.

Despite all these challenges for the real estate sector in the UAE, the increase in government spending and an uptick in oil prices to \$83 per barrel (Dh305) this year have buoyed investor sentiment and prompted expectations that things could start to rise again from 2019. Also, the upswing in construction activity in the lead-up to Expo 2020 Dubai is expected to boost real estate market growth next year.