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THE **BEST** WAY TO **PREDICT**
THE **FUTURE** IS TO **DESIGN** IT

”

-BUCKMINSTER FULLER

IT IS NOT "HOW DO WE
IMAGINE THE **FUTURE?**"
IT IS 'HOW DO WE **WANT**
THE **FUTURE TO BE**'

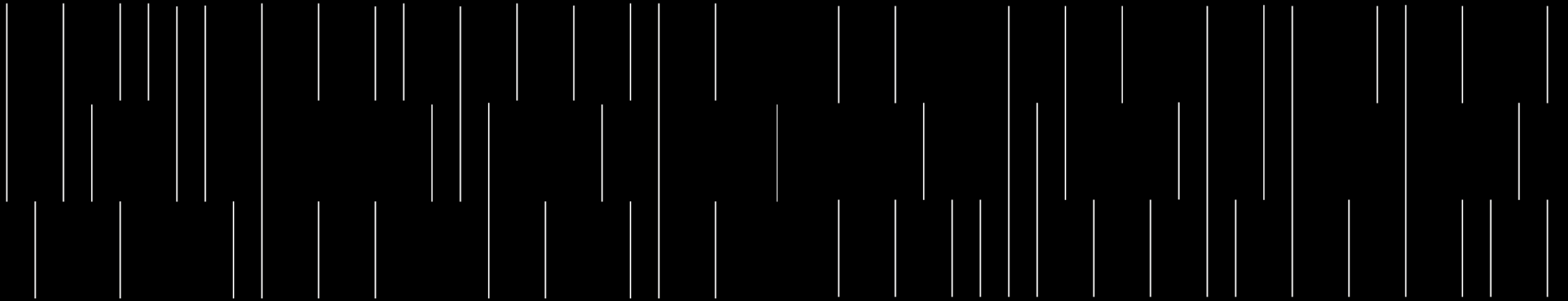


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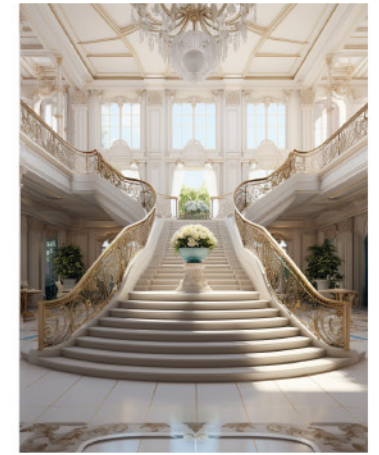
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INTRODUCTION

GRID is not just an interior design firm.

We are the architects of a visionary future where design transcends convention. Founded on a commitment to innovation, sustainability, and a passion for redefining the spaces we inhabit and work in, **GRID** emerges as a beacon of change in the world of interior design. Our journey is marked by a forward-thinking vision and a dedication to crafting spaces that inspire, uplift, and harmonize with the environment.

Our story begins with what we have achieved so far, but it evolves with what we aspire to create. We envision a future where interior design is a symphony of aesthetics and functionality, where spaces breathe with life, overflow with beauty and echo sustainability.

Welcome to **GRID**, where every design is a testament to the power of imagination and innovation, and where our commitment to sustainable, forward-looking design knows no bounds. Join us on a journey where the future is the blueprint, and where every space is an opportunity to transform, inspire, and set new standards for living.





VISION

We envision a world where interior design is a transformative art, reshaping the way we experience our surroundings.

Our vision is inspired by the ever-evolving tapestry of human progress, where spaces become the playground for innovation and sustainable living. We see a future where design goes beyond aesthetics, where it is a dynamic force that adapts to the changing needs of individuals and our planet.

Our goal is to be at the forefront of this revolution, pioneering interiors that blend elegance, functionality, and ecological harmony. We strive to inspire a reimagined way of living and working, where every space nurtures creativity, connection, and a brighter tomorrow.





MISSION

GRID's mission is to understand your rituals, habits, aspirations, personality, and future outlook. Interior design should not be a one-size-fits-all approach but a personalized narrative that reflects the essence of each individual or organization we work with.

Our commitment is to be attentive listeners and intuitive interpreters, translating your intricate details into a design language that resonates on a profound level, enabling our design to harmoniously embody your identity and future aspirations





GRID CORE VALUES

Why are values important?

Because they drive our choices, and yours. So they are a framework a **GRID** and we need to define them to operate in accordance, they are:

1. INNOVATION

We embrace innovation as the driving force behind our designs. We continuously explore new ideas, technologies, and design concepts to create spaces that are not only functional but push the boundaries of creativity and ingenuity.

2. SUSTAINABILITY

Sustainability is at the heart of everything we do. We are committed to responsible material sourcing, energy efficiency, and eco-friendly design practices. We aim to leave a positive impact on the environment and contribute to a more sustainable future.



3. COLLABORATION

We believe that the best designs are born from collaboration. We work closely with you, our colleagues, and partners to ensure that every project reflects a collective vision and benefits from diverse perspectives.



4. QUALITY

We hold ourselves to the highest standards of quality in every aspect of our work. From material selection to operational processes to project execution, we are committed to delivering excellence in every detail.



OUR SERVICES

1. BESPOKE

Our bespoke designs are the pinnacle of personalized interior design. We collaborate closely with our clients create custom-tailored designs that align with their unique vision, requirements, and constraints. Every detail is meticulously crafted to deliver a space that is a perfect reflection of their individuality.



2. "STYLED BY GRID"

With "Styled by GRID," we bring our expert touch to existing materials, items, and pieces in the market. Our team curates and recommends the most suitable style collections to create a distinctive and cohesive style signature that encapsulates your' personality and preferences.



3. PROCUREMENT

GRID offers comprehensive procurement services to ensure the seamless acquisition of all necessary materials, furnishings, and decor elements for your project. We leverage our extensive network and expertise to source high-quality items while adhering to budgetary requirements and design specifications.



4. SUPERVISION AND COORDINATION

Our supervision and coordination services take the stress out of project execution. We oversee every aspect of the project, from start to finish, ensuring that the design vision is implemented to perfection. Our meticulous coordination ensures a smooth and successful realization of your project, down to the finest detail.

5. ARCHITECTURE

GRID extends its innovative and sustainable approach to architectural design. Our visionary approach to sustainable architecture transcends conventional building concepts. We incorporate cutting-edge techniques, materials, and sustainable design principles to create architectural marvels that blend seamlessly with the environment.

Our architects are pioneers in crafting energy-efficient structures, green roofs, and sustainable building solutions. GRID's commitment to sustainable architecture doesn't just minimize environmental impact; it sets new benchmarks for responsible and visionary living.



6. LANDSCAPING

GRID's Landscaping Services encompass both soft and hardscaping, offering a holistic outdoor environment. In softscaping, we curate the selection and arrangement of plants, trees, and greenery to enhance the natural beauty and ecological balance of your landscape required for each environment. On the other hand, our hardscaping expertise focuses on designing and installing hardscape features like flooring, patios, walkways, pergolas, pools, sunken seating and other outdoor structures.

GRID's landscaping services ensure that your outdoor spaces reflect innovation, sustainability, and aesthetics, creating inviting and harmonious environments for all to enjoy.

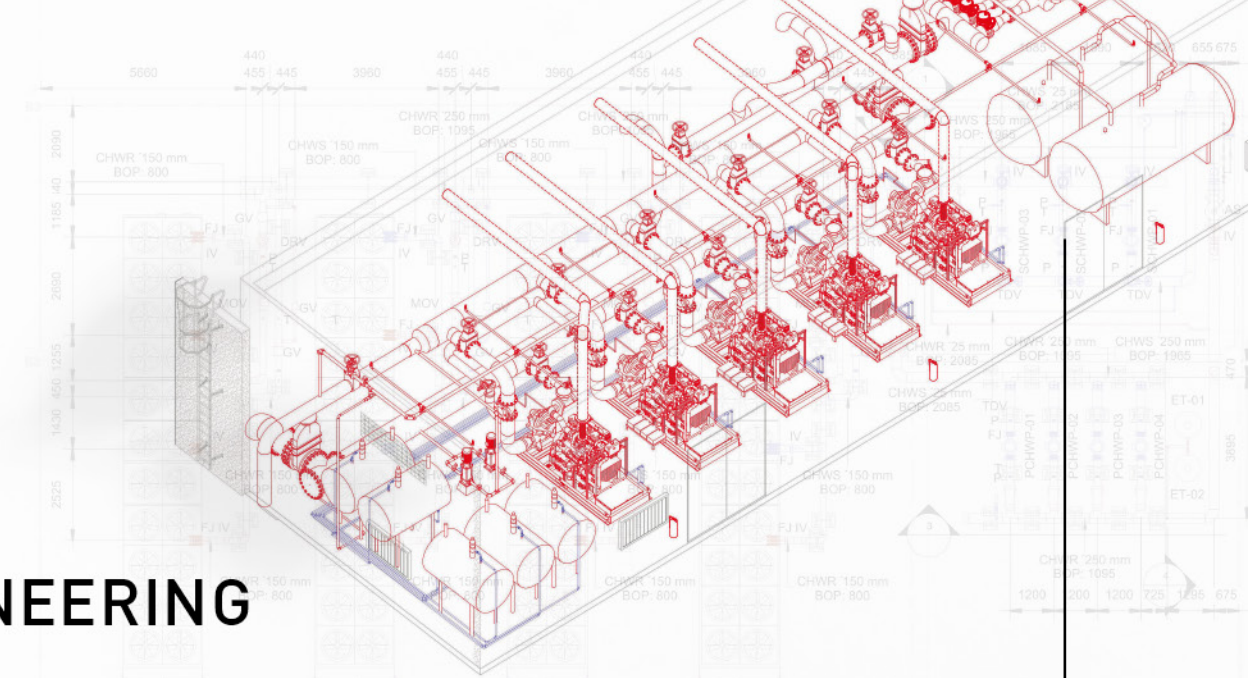
7. ENGINEERING

GRID's Engineering service is a testament to our commitment to precision and excellence in technical planning. Whether it requires meticulous structural designs, or electromechanical solutions, GRID's engineering experts guarantee that every technical facet of a given project is executed with unwavering precision and reliability.

We specialize in BIM integrated project management services for the AEC Industry. We provide Design, Construction, Detailing integration services in a BIM platform avoiding in-site clashes using 3D clash detection software. We design and model using the latest software tech to stay on the cutting edge of sustainable design practices meeting local and international standards.

Our engineering services offers the following:

- | | | | | | |
|--------------|-----------------------------|----------------------------|-----------------|------------------|---------------------|
| 01. | 02. | 03. | 04. | 05. | 06. |
| 3D Modeling. | BIM Architectural Services. | BIM Coordination Services. | BIM Structural. | Clash Detection. | MEP Revit Modeling. |





EXPERTISE

Our expertise encompasses a diverse spectrum of interior design specialties, allowing us to excel in various domains:



1. RESIDENTIAL DESIGN

GRID transforms residences into sanctuaries, where future-forward design seamlessly blends with personal comfort. We create homes that inspire and rejuvenate, ensuring that each space reflects the unique lifestyle and your preferences.

2. CORPORATE DESIGN

In corporate settings, **GRID** pioneers design solutions that foster productivity, innovation, and employee well-being. We integrate sustainability and aesthetics to create workspaces that redefine the future of business, enhancing both functionality and employee satisfaction.

3. HOSPITALITY DESIGN

GRID's approach to hospitality design reimagines guest experiences. We infuse elegance, sustainability, and functionality into every element, ensuring that each stay is a memorable journey into the world of innovative design and comfort.

Our team's expertise extends beyond these categories, allowing us to cater to a wide range of interior design needs. With a passion for creativity and a commitment to excellence, **GRID's** expertise shines through in every project we undertake, setting new standards and redefining interior design for the modern world.



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HOSPITALITY DESIGN





SUSTAINABILITY FOCUS

As our world becomes more and more urbanized, our lifestyle conveniences and options become more and more limited, our friction with nature increases as our access to nature and green spaces decreases. As a result, we have a fundamentally disconnected evolutionary flow, with many problems tightly connected to it. We counter that by being deeply committed to minimizing our ecological footprint and contributing positively to the environment. Our sustainability focus is evident in every facet of our work:



1. ECO-FRIENDLY MATERIALS

We prioritize the use of eco-friendly and responsibly sourced materials in our projects. From sustainable woods to recycled and recyclable materials, we make conscious choices that reduce the environmental impact of our designs without compromising your life or work styles options.



2. ENERGY EFFICIENCY

GRID designs with energy efficiency in mind. We incorporate innovative solutions to reduce energy consumption, from intelligent lighting systems to HVAC optimization, ensuring that our designs are as eco-conscious as they are beautiful.



3. SUSTAINABILITY CERTIFICATIONS

GRID often references leading sustainability certifications such as LEED (Leadership in Energy and Environmental Design) as benchmarks for our projects. These certifications guide our material choices and design decisions, ensuring that our projects meet and often exceed sustainability standards.

Our sustainability focus is not just a part of our design process; it's a commitment to crafting interior spaces that inspire, uplift, and contribute to a more sustainable and harmonious world and it is reflected in our environmentally conscious company culture. We believe that design is force for positive change, and our dedication to sustainability is a testament to this belief.





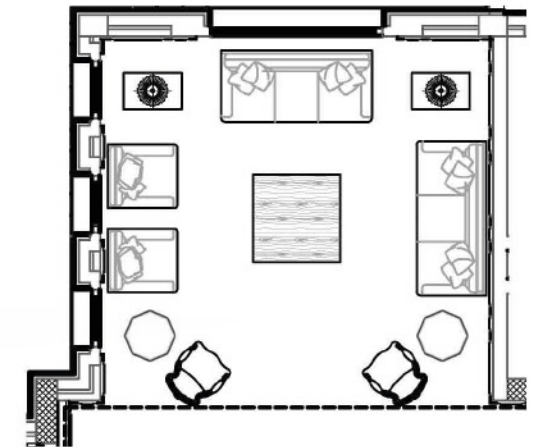
MATERIAL SELECTION AND THE PRINCIPLE OF EMBODIED ENERGY

Material sourcing is closely linked to, and affected by, the principle of embodied energy, which is intrinsically linked to the sustainability of a design or construction project. Material sourcing involves the careful selection and procurement of materials used in a project, while embodied energy refers to the total energy consumed over a material's entire life cycle, from extraction to disposal.



The crucial connection lies in how the choices we make during material sourcing can either exacerbate or mitigate embodied energy. Sustainable material sourcing focuses on selecting materials that have lower energy-intensive production processes, efficient transportation, and responsible sourcing practices.

By choosing materials with a reduced environmental footprint, designers and builders can significantly lower the embodied energy of a project, contributing to greater environmental



sustainability and aligning with principles of eco-conscious design. This interplay underscores the importance of responsible material sourcing in minimizing the energy impact of the built environment, ultimately leading to a more sustainable and harmonious relationship between human habitats and the planet.



GRID

INTERIOR ARCHITECTS



**FUTURE
YOUR DESIGN**

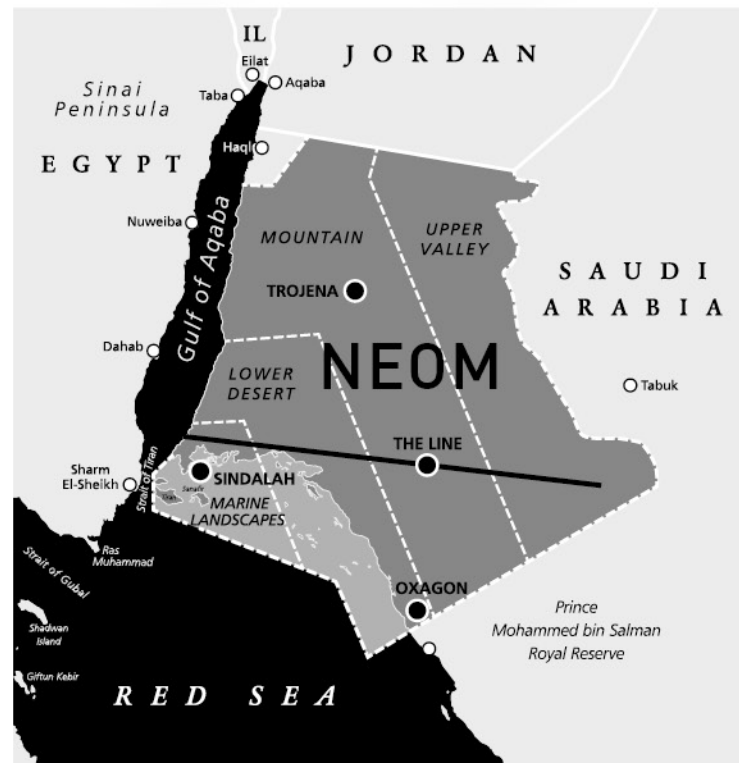




LOCATION AND HEADQUARTERS

GRID is proud to call **NEOM**, Saudi Arabia, home to its headquarters. Our strategic choice of location in **NEOM** reflects our commitment to pioneering the future of interior design in a setting that aligns perfectly with our vision.

NEOM: THE CANVAS OF THE FUTURE



NEOM, the visionary mega-project that redefines the boundaries of innovation, sustainability, and quality of life, serves as a canvas for groundbreaking ideas, where the future is not just imagined but actively shaped.

ALIGNING WITH NEOM'S VISION

NEOM's mission to redefine the relationship between people and living spaces resonates deeply with **GRID's** own commitment to innovative design, sustainability, and harmony with nature. By establishing our headquarters in **NEOM**, we position ourselves at the heart of the world's leading hub for innovation and visionary development.

Our location in **NEOM** is more than an address; it's a strategic choice that reinforces our dedication to crafting environments that inspire, uplift, and set new standards for responsible and innovative living. At **GRID**, we believe that our headquarters in **NEOM** is where the future of interior design begins.



GRID@NEOM

NEOM is an R&D playground for innovators who dare to dream big and think outside the box. We chose to be headquartered at NEOM because we are committed to finding the perfect balance between imagination, sustainability, and practicality, pushing the boundaries of what is possible and paving the way for a brighter tomorrow.





TEAM AND LEADERSHIP

A VISIONARY DESIGNER

Nathalie's creative insights are what gives her the ability to imagine the future is the guiding light behind GRID's mission to shape spaces that seamlessly integrate cutting-edge design, sustainability, and a profound connection with nature.

LEADERSHIP IN DESIGN

As the founder of GRID, Nathalie leads by example. Her passion for excellence, attention to detail, and dedication to your success sets the tone for the entire team. She has created a culture of collaboration, innovation, and responsibility that drives GRID's commitment to exceeding client expectations.



NATHALIE LABAKI

FOUNDER AND CREATIVE VISIONARY

At the helm of GRID stands **NATHALIE LABAKI**, a maverick in the world of interior design. **NATHALIE** is the driving visionary behind **GRID's** vision and modus operandi.

Her unique blend of creative prowess and managerial leadership has propelled **GRID** to the forefront of the industry.



FUTURE GOALS

INNOVATION BEYOND IMAGINATION



We aspire to continue pushing the boundaries of design innovation. Our goal is to explore emerging technologies, materials, and concepts that redefine how we interact with and experience interior spaces

COLLABORATIVE PARTNERSHIPS



We aim to expand our influence beyond borders, taking our commitment to sustainable, forward-thinking design to a global audience. **GRID** seeks to be a catalyst for positive change in the broader design industry, inspiring others to prioritize sustainability and innovation.

GLOBAL IMPACT



We aim to expand our influence beyond borders, taking our commitment to sustainable, forward-thinking design to a global audience. **GRID** seeks to be a catalyst for positive change in the broader design industry, inspiring others to prioritize sustainability and innovation.

CLIENT-CENTRIC EXCELLENCE



We will continue to prioritize your' needs and preferences above all else. Our future goals include enhancing a client-centric approach, ensuring that every project is a tailored solution that exceeds expectations.

EDUCATION AND ADVOCACY

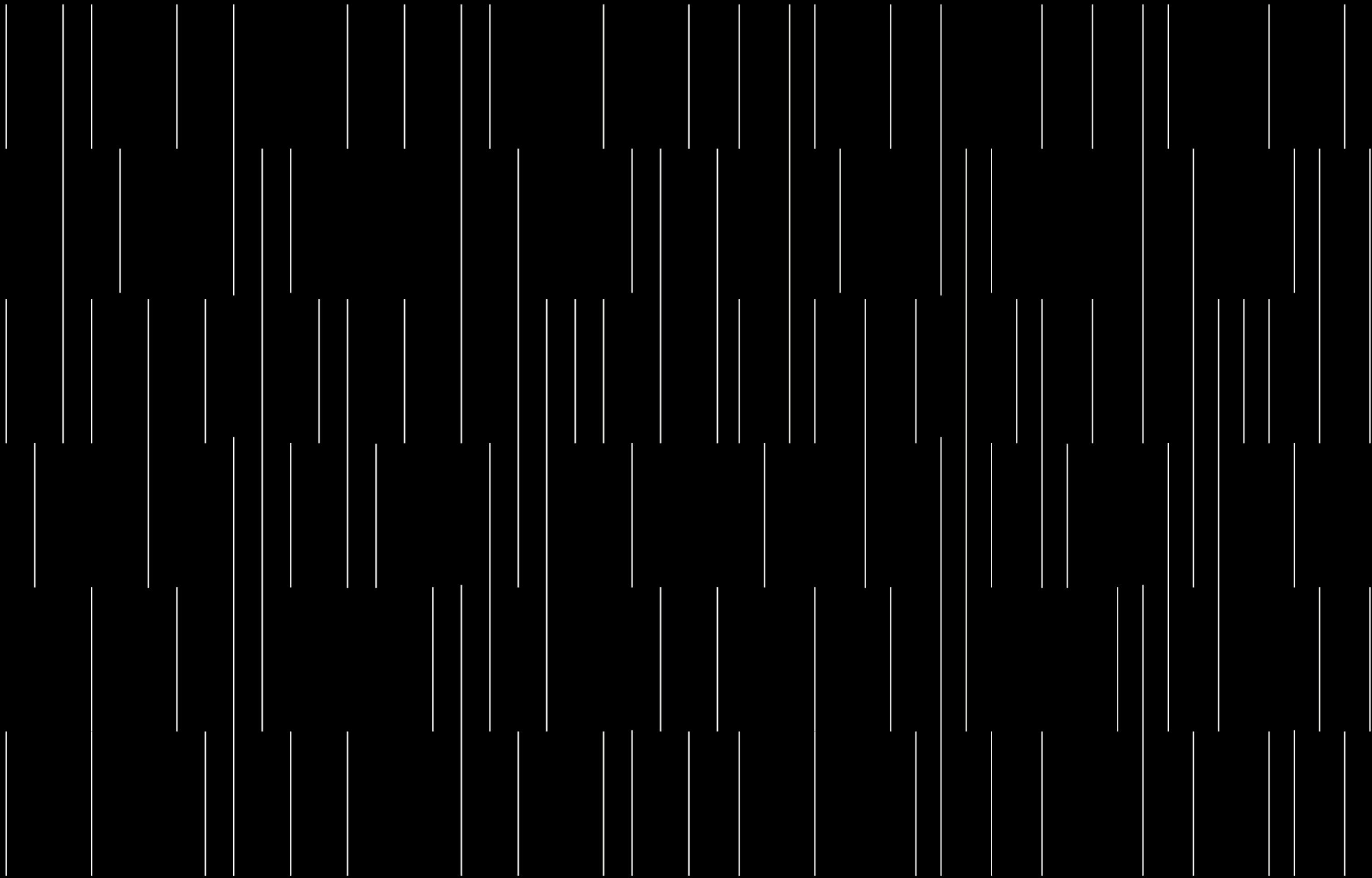


GRID is committed to raising awareness about the importance of sustainable design. We aspire to become a leading voice in advocating for responsible and innovative interior spaces, inspiring others to follow suit.





WE DON'T **SEE** THE
FUTURE AS THE
HORIZON, IT IS OUR
STARTING **LINE**





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