





# THE CAMEL'S HISTORY

it all began in 2004...

It all began in 2004... Two ambitious entrepreneurs who grew up in Dubai together shared the idea of starting a creative design and fit-out company that was different to everything else in Dubai. As different as a bluecamel... and so, the company was born.

Bluecamel operates from a designer's philosophy. It understands how to turn design dreams into practical reality, combining passion with industry knowledge. Clients love the bluecamel difference – a one-stop, personalised shop for design and fit-out.

We are rooted here; this is our life, was our playground, now it's our workplace. We are associated with the UAE's culture and environment, and our growth path has always mirrored the country's long-term vision.

With almost two decades of market experience, Bluecamel Design has come of age.



## THE CAMEL MISSION

"BLUECAMEL IS DEDICATED  
TO BRINGING LIFE TO EMPTY  
SPACES TO REFLECT OUR  
CLIENT'S PERSONALITIES,  
NEEDS, AND LIFESTYLES."

## THE CAMEL VISION

"WE BELIEVE OUR PRACTICE  
IS RESPONSIBLE FOR THE  
WELLBEING OF ALL WHO  
INHABIT OUR WORK."





# WHAT WE DO

## INTERIOR DESIGN & DEVELOPMENT WORKS

- Space Planning
- Conceptual Treatment
- Visualization
- Material Selection And Specification

## INTERIOR TECHNICAL WORKS

- Site Due Diligence Reports
- Structural Design
- Cad Draughting
- Shop And Detailed Drawings

## INTERIOR MEP DESIGN AND BUILD

- Hvac Design & Build
- Electrical Design & Build
- Plumbing Design & Build
- Fire And Safety Design & Build
- Shisha Requirements D&B

## TURNKEY INTERIOR FITOUT PROJECT CONTRACTING

- Local Authority Approvals
- Refurbishment & Renovation Works
- Metal, Glass And Aluminum Works
- Joinery & Bespoke Woodworks

## FF&E DESIGN, SOURCING & FABRICATION

- System Furniture
- Light Fittings
- Luxury Solid Wood Pieces

## PASSIVE IT WORKS, A/V, SECURITY SYSTEMS

## EXHIBITION STAND DESIGN & BUILD

# APPROACH

## FOCUS

We listen to client's design and fit-out visions and ideas. We get involved in the clients' design concept and thoughts, and gather all available information.

## EXPERIENCE

With our vast experience, we know how to explore the best, practical solutions to meet the clients needs, within time, budgetary and regulatory constraints.

## INVOLVE

Bluecamel takes a holistic, (start to finish), turn-key approach, and understands the entire process, from whimsical design ideas to practical fit-out, MEP, joinery and FF&E delivery.

## EXPRESS

Our visualizations express the client's vision, translated into 2D, 3D and practical workshop-ready drawings. Our designs should be a clear expression of the client's original vision.

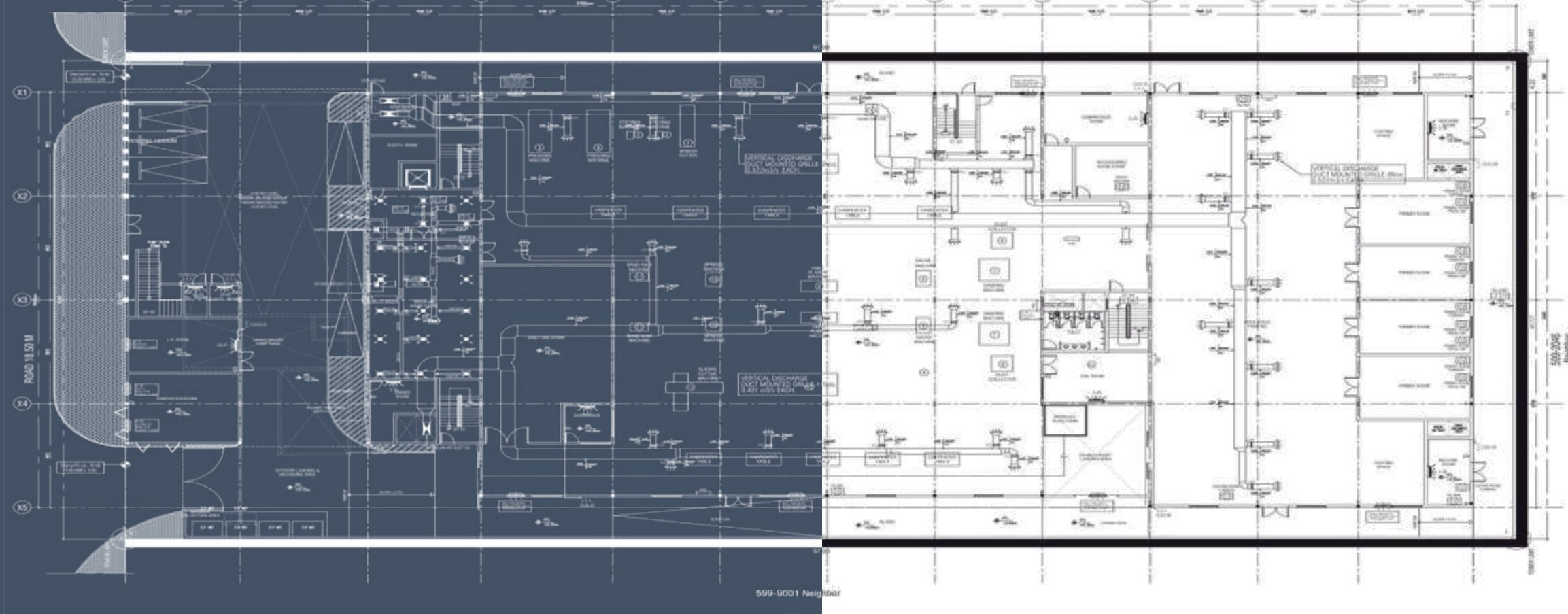
## DISSECT

Bluecamel refines the project deliverables by dissecting them, and turning them into a detailed scope of work.

## EXECUTE

We implement, execute and deliver projects to our client's expectations with the agreed time frame and allocated budgets.





# THE WORKSHOP | CUBE

With more than ten years in the market, Bluecamel is clearly committed to strong company growth and development. We believe if you grow internally, you will grow externally.

We are rooted here; this is our life, was our playground, now it's our workplace. We are associated with the UAE's culture and environment, and our growth path has always mirrored the country's long-term vision.

The UAE, GCC and the wider Middle East have become very open to creative styles. We are seeing enormous creativity across the whole spectrum of both public and private spaces; we see it in hotels, restaurants and malls, and we are part of this new era of greater creativity.

Looking to CUBE's target for the next ten years, a 50,000 square feet plot of land in Dubai, with a built-up area of 78,000 square feet. Here, CUBE creative and fit-out team will join together with master craftsmen and other professionals, all in one space.

We are taking our group of companies to the next level. This is our commitment to the market and to our clients.



# TEAM APPROACH

## PEOPLE MAKE PEOPLE

Bluecamel adopts a custom team approach to each project.

At any given point in time, a project encompasses a whole realm of dedicated professionals – including directors, designers and architects, project managers, sub-contractors and suppliers – all of whom are fully dedicated to the success of the project.

Our operations and technical team is experienced in handling authority approvals, adjusting to the complexities of local authority requirements.

Our joinery (Cube Woodwork) and glass workshop (Italy Glass) enables us to handle all the joinery, glass, civil and paint work, as well as custom-made furniture for our projects.

We view work on site as conducting an orchestra; we bring all project elements together in harmony to create beautiful spaces: your design vision made real.





# HEALTH AND SAFETY

We are committed to international HSE standards and procedures with a certified in-house dedicated team – ensuring the safety of our staff, our partners and our clients; on and offsite.

We maintain the quality of our deliverables in line with ISO certifications, including ISO 9001:2008 Quality Management Systems; ISO 14001:2004 Environmental Management Systems and OHSAS 18001:2007, for Occupational Health & Safety Management Systems.



# INVOLVEMENT WITH CLIENT



Bluecamel has gained experience in a variety of market segments and has proudly handed over projects in the following sectors:

OUR  
**WORK**  
IS OUR  
**SHOWCASE**

## OUR ARENA

HOSPITALITY  
FOOD & BEVERAGE  
TOWERS  
OFFICE SPACES  
RESIDENTIAL  
RETAIL OUTLETS & SHOWROOMS  
RECREATION & WELLNESS CENTERS  
HEALTHCARE FACILITIES  
ACADEMIC & EDUCATION  
FACTORIES & WORKSHOPS  
EXHIBITION STANDS & KIOSKS  
FURNITURE & FITTINGS

Our strength is that we can deliver projects in all categories, and enjoy success with customers in all sectors, with high quality work and intricate design and fit-out, focusing on bespoke upmarket projects.

# DESIGN PROCESS

● ● ● OUR PROCESS

## RESEARCH AND CONSULTATION

Clarify vision,  
strategies, goals and  
values.  
Research client needs  
and perceptions.  
Meet with key  
management to  
discuss vision.

## CONCEPTION OF IDEAS

Co-create the look  
and feel. Clarify  
the project needs.  
Develop the layout.

## DESIGN IDENTITY

Brainstorm big idea.  
Design project identity.  
Explore applications.  
Finalize layouts.  
Present visual strategy.

## DESIGN VISUALIZATION

Visualize the  
design. Select  
materials and  
finishes. Finalize look  
and feel. Get client  
approval.

VISUALIZE THE DESIGN.  
SELECT MATERIALS &  
FINISHES. FINALIZE THE LOOK  
& FEEL. GET APPROVAL FROM  
THE CLIENT. CELEBRATE.



# SHOP DRAWINGS & TENDER DOCUMENTS

## CONDUCTING SITE SURVEY

Detailed survey of the site.  
Sharing information with  
MEP team.  
Sharing information of the  
survey input with the client.

## DETAIL DRAWINGS AND SPECIFICATIONS

Refine shop drawings.  
Produce MEP shop  
drawings. Prepare  
specification booklet.  
Share information  
and drawings with the  
quantity surveying team.

## BILL OF QUANTITIES

Dissect the job requirements.  
Prepare itemized and  
detailed Bill of Quantities.  
Conduct value engineering  
if required.

## ISSUE TENDER DOCUMENTS

Refine drawings.  
Finalize Bill of  
Quantities. Collate  
specifications and  
documentation. Submit  
tender documents.

CONDUCT SITE  
SURVEY. SHOP  
DRAWINGS. BOQ &  
SPECIFICATIONS. ISSUE  
TENDER DOCUMENTS.

# FIT-OUT & HANDOVER PROCESS

## AUTHORITIES APPROVALS

Submission to landlord.  
Submission to  
developer. Submission  
to local authorities.

AUTHORITIES APPROVALS.  
SITE INDUCTION &  
MARKING. FIT-OUT WORK  
COMMENCEMENT.  
COMMISSIONING &  
HANDING OVER.

## SITE INDUCTION & MARKING

Preparing site  
induction to staff.  
Initiate work on site.  
Mobilize team.  
Demarcation.

## FIT-OUT WORK

Commencing work on site.  
Set-up weekly progress  
meetings.  
Daily site inspection by  
project manager.  
Ensuring compliance with  
specs and high quality  
standards

## COMMISSIONING, HANDING OVER & DLP

Testing and commissioning.  
Snagging Producing as-  
builts and O&M manuals.  
Obtaining completion  
certificates. Issuing warranty  
letter. Handing over.  
Attending DLP

# PARTNERS & AFFILIATES

Our group of companies offer services that intertwine to offer our client a unique, seamless, experience in the realm of design, fitout, joinery, furniture (both custom and ready made), fittings and accessories, exhibitions, luxury solid wood products, graphics and animation.





FOOD & BEVERAGE





# OPSO RESTAURANT & CAFE

Dubai Mall







# EL&N LONDON

Abu Dhabi - Yas Marina







# EL&N LONDON

Dubai - Diftc







YVONNE

Dubai Hills







# LA MAISON ANI

Dubai Mall







# CATCH22

Dubai Hills







SOLUNA

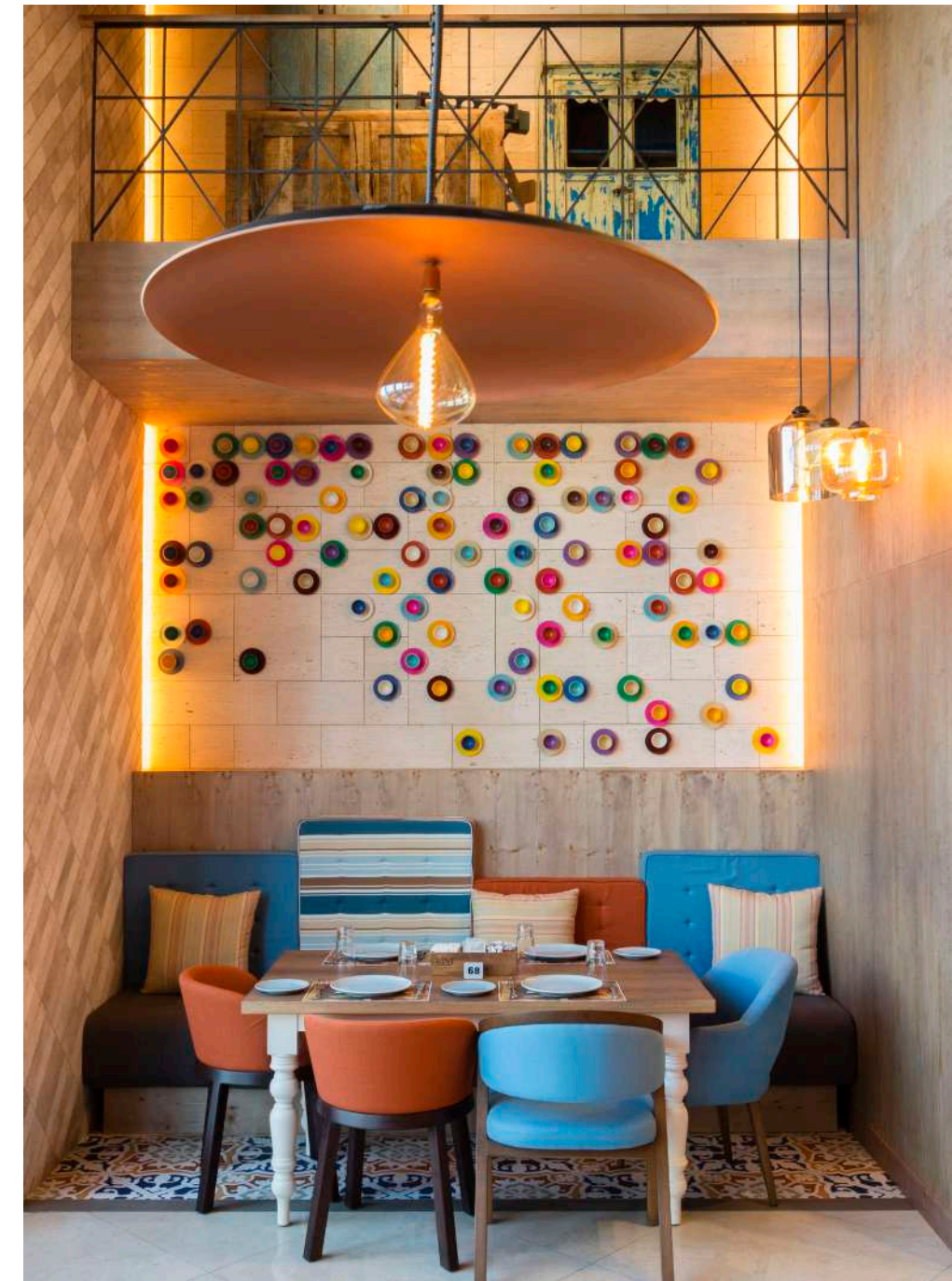






# AWANI

Dubai Mall







# AWANI

Outlet Village

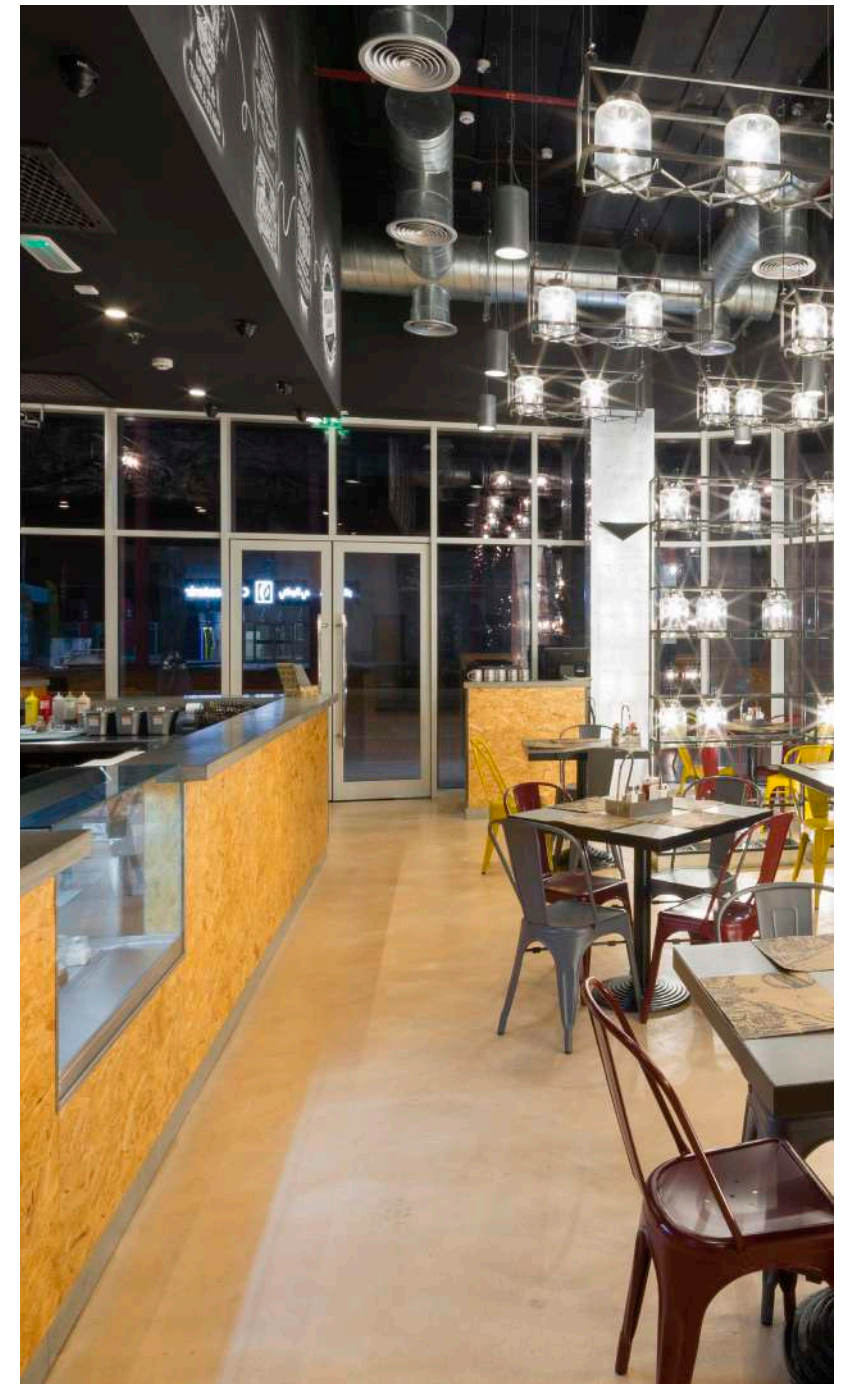






# OPERATION FALAFEL

Dubai - Motor City







# OPERATION FALAFEL

The Beach, Jumeirah Beach Residence, Dubai





# OPERATION FALAFEL

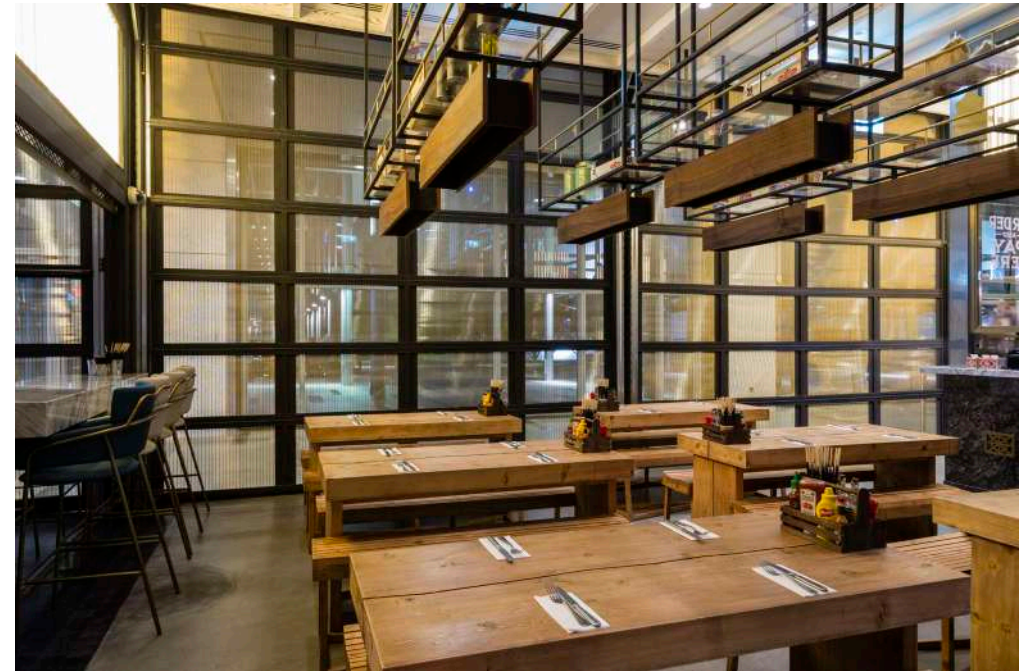
The Beach, Jumeirah Beach Residence, Dubai





# BAZAR

Difc



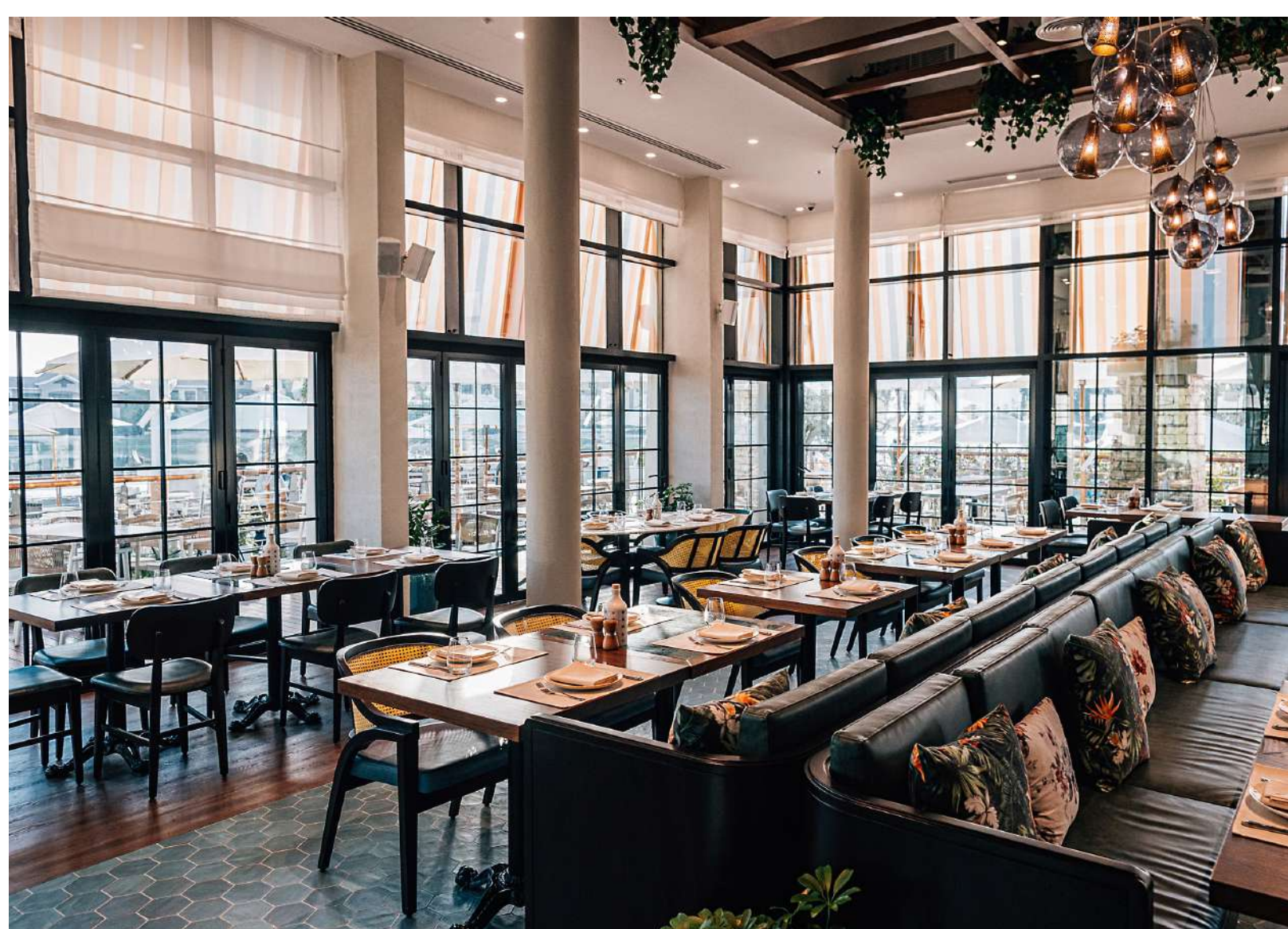




BRUNCH & CAKE

Abu Dhabi





ISOLA  
Jumeirah

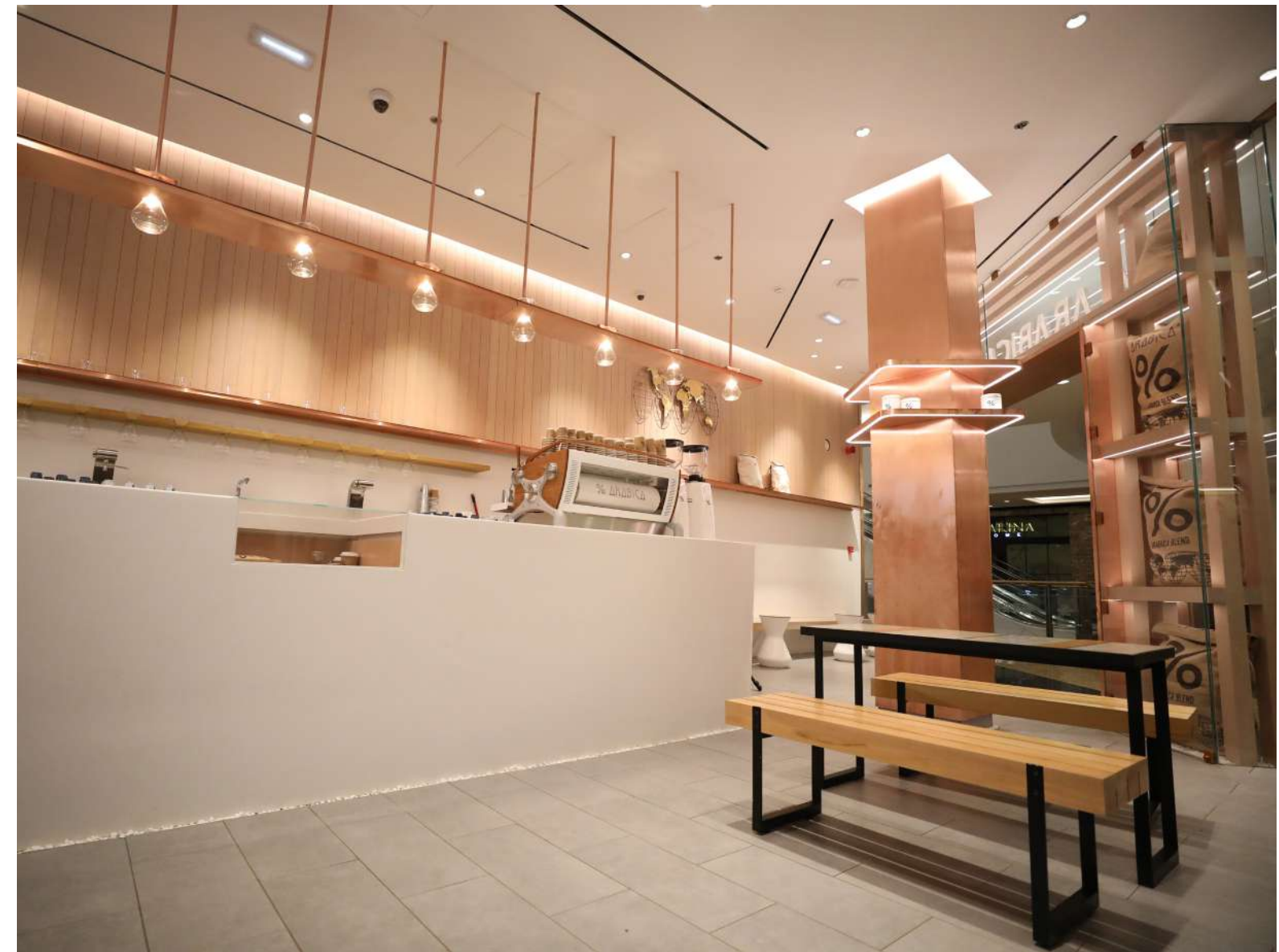
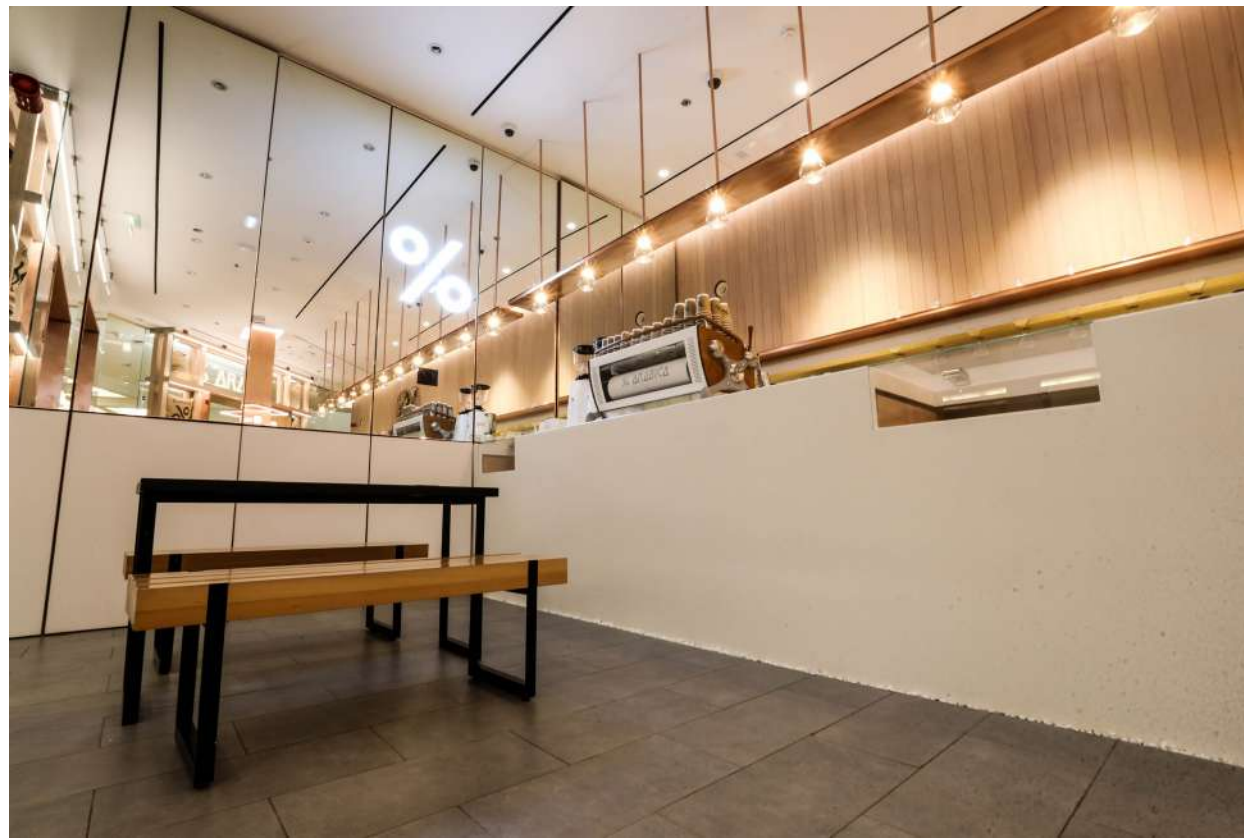




# NEST MILLENIUM



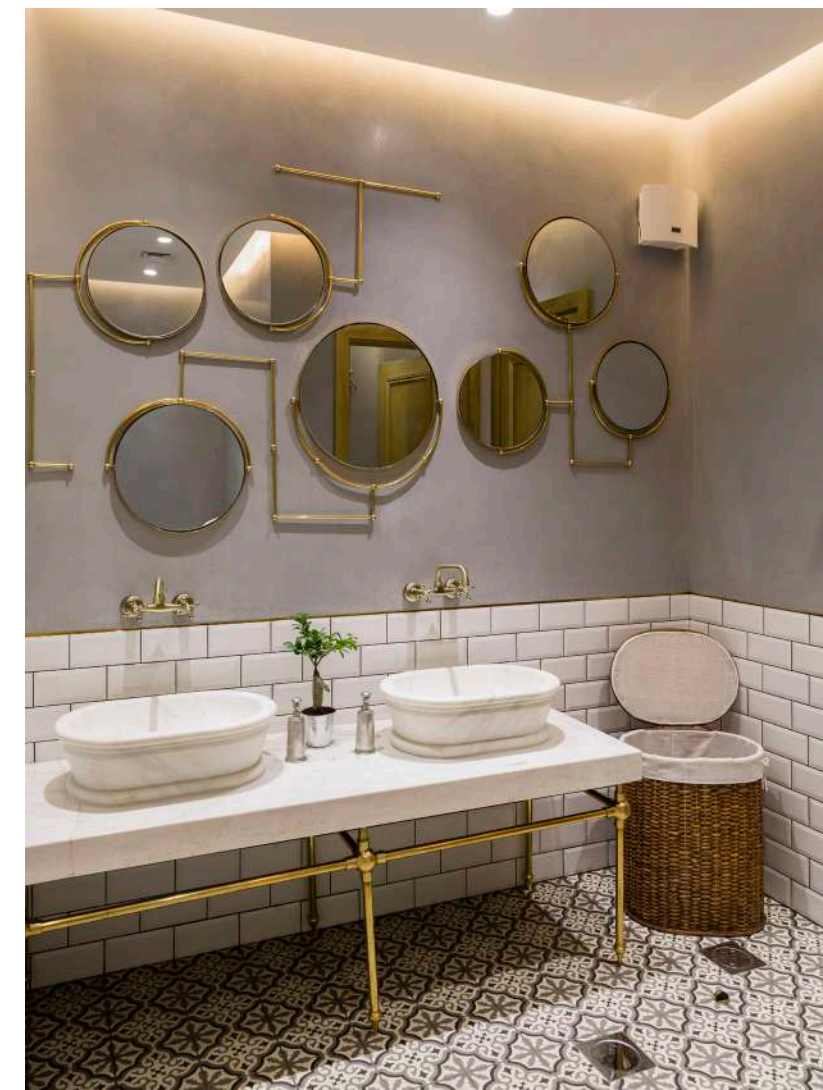
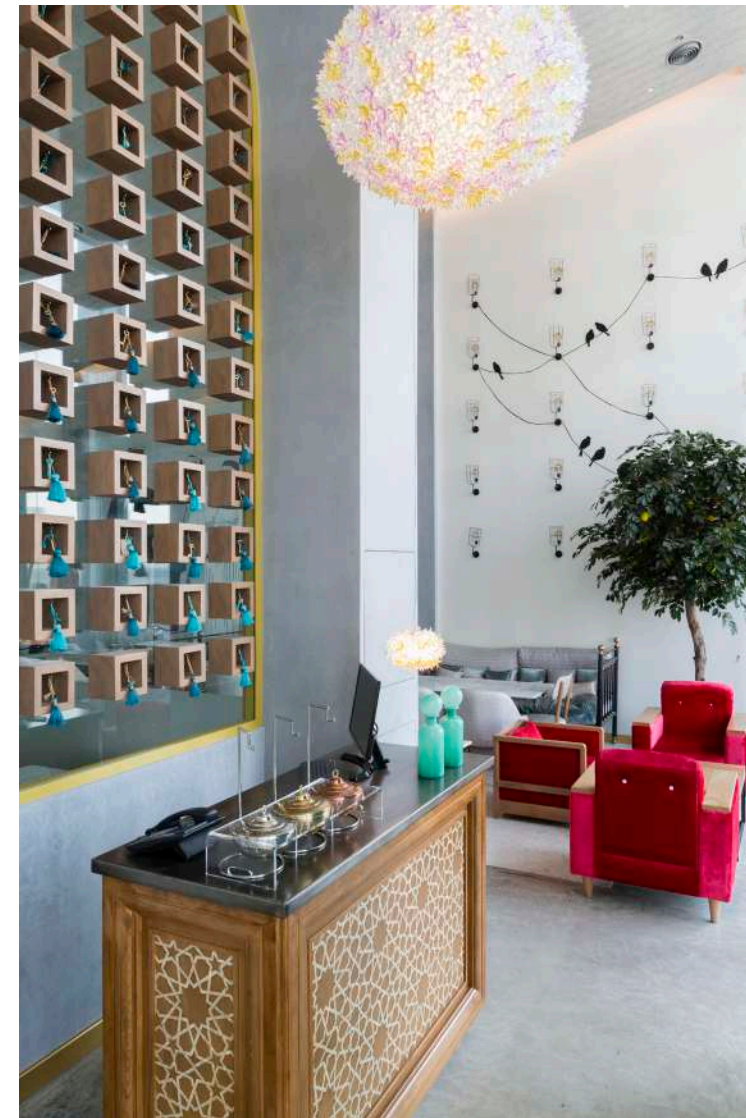




% ARABICA CAFE

Mall Of Emirates





SAH EL NOM

BLUE BAY TOWER BUSINESS BAY





Joes Backyard



# MAN'OUSHE STREET

Emaar Boulevard - Dubai







# MAN'OUSHE STREET

Al Ghurair Center - Dubai





XENIA

Ibn Battuta Mall - Dubai





# OBIKA MOZZARELLA BAR

The Beach - Dubai





# AQUARIUM

Yas Marina, Abu Dhabi





# MISK AL BAHAR

Dubai Marina Walk







# EGGSPECTATION

The Beach, Jumeirah Beach Residence, Dubai





# COSMITTO COFFEE

Rue du Lac Biwa, Tunis, Tunisia





# TCHE TCHE

Emaar Blvd, Emaar Lofts Building







i love f-cafe

Downtown Dubai, Emaar Boulevard, Stand Point building, GF03







I love f cafe

Sunset Mall - Dubai





Q43

43rd Floor, Office Tower  
Media One Hotel, Media City





Q43

43rd Floor, Office Tower  
Media One Hotel, Media City



# SMOKY BEACH

The Beach - Jumeirah Beach Residence







AWANI

The Beach, Jumeirah Beach Residence, Dubai







# BAHRIA

The Beach,  
Jumeirah Beach Residence, Dubai







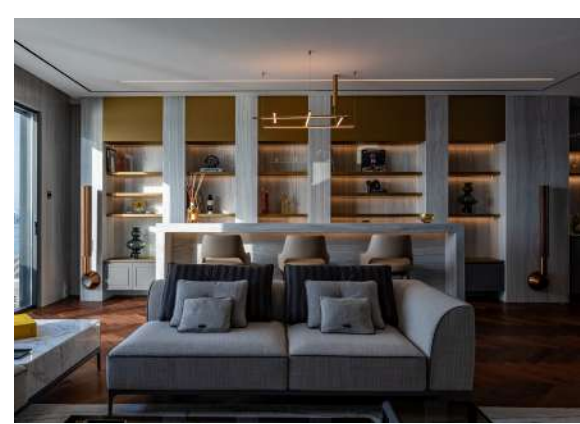
RESIDENTIAL





# LUXURY VILLA

Dubai, Palm Jumeirah







# PRIVATE LUXURY VILLA

dubai - UAE





# LUXURY RESIDENCE

Abu Dhabi - UAE





# LUXURY RESIDENCE

Abu Dhabi - UAE





# LUXURY RESIDENCE

Abu Dhabi - UAE







# LUXURY RESIDENCE

Abu Dhabi - UAE





HOME THEATER





LUXURY VILLA

Palm Jumeirah - Dubai





# LUXURY VILLA

Palm Jumeirah - Dubai



# HIGH END VILLA

Abu Dhabi - UAE







# LUXURY RESIDENCE

Dubai - UAE





# LUXURY RESIDENCE

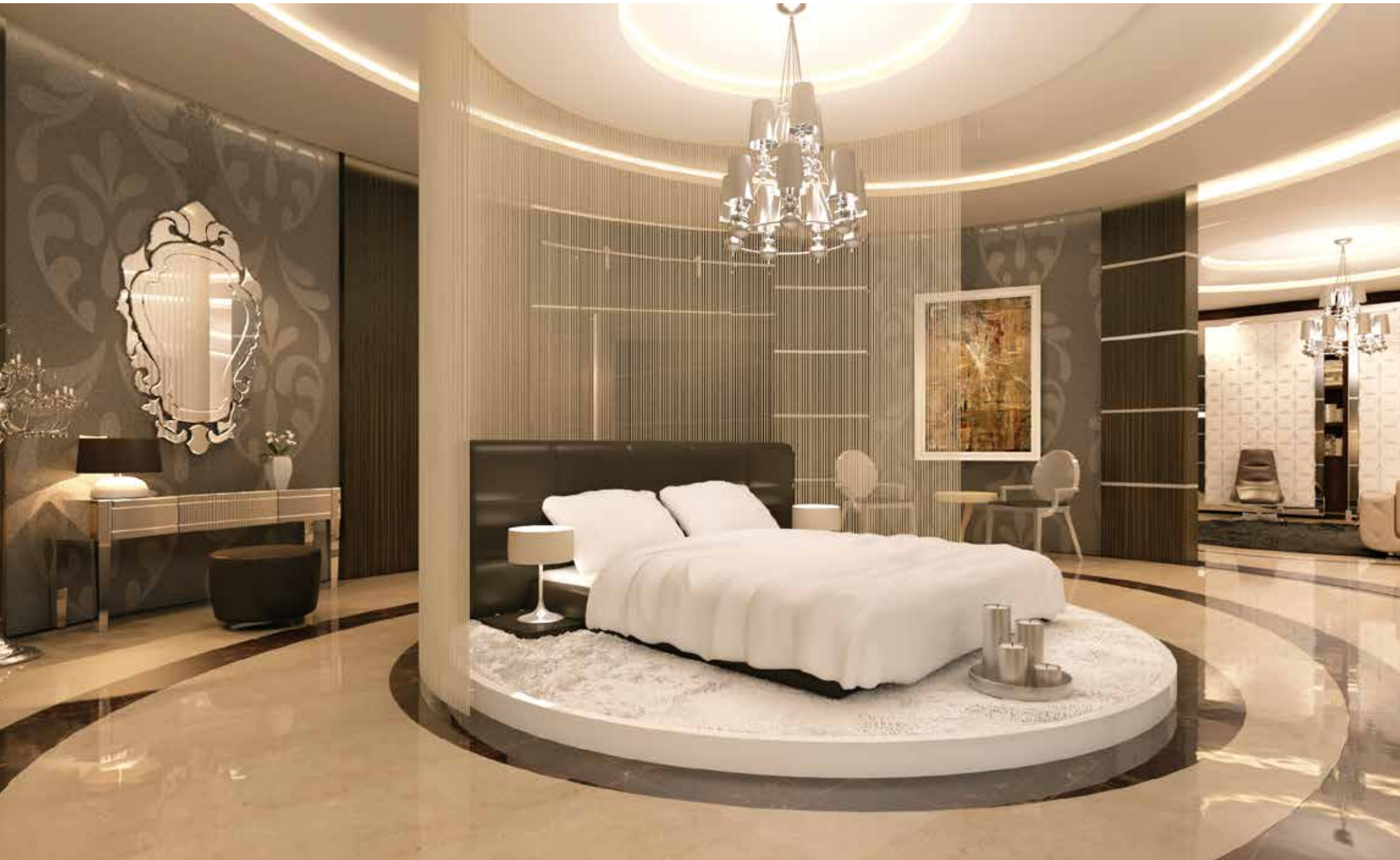
Dubai - UAE





# LUXURY RESIDENCE

Dubai - UAE







# HIGH END APARTMENT

Burj Khalifa - Dubai







# HIGH END VILLA

Dubai Marina





# PRIVATE LUXURY RESIDENCE

Dubai - UAE





# PRIVATE LUXURY RESIDENCE

Dubai - UAE





# PRIVATE VILLA

Dubai - UAE

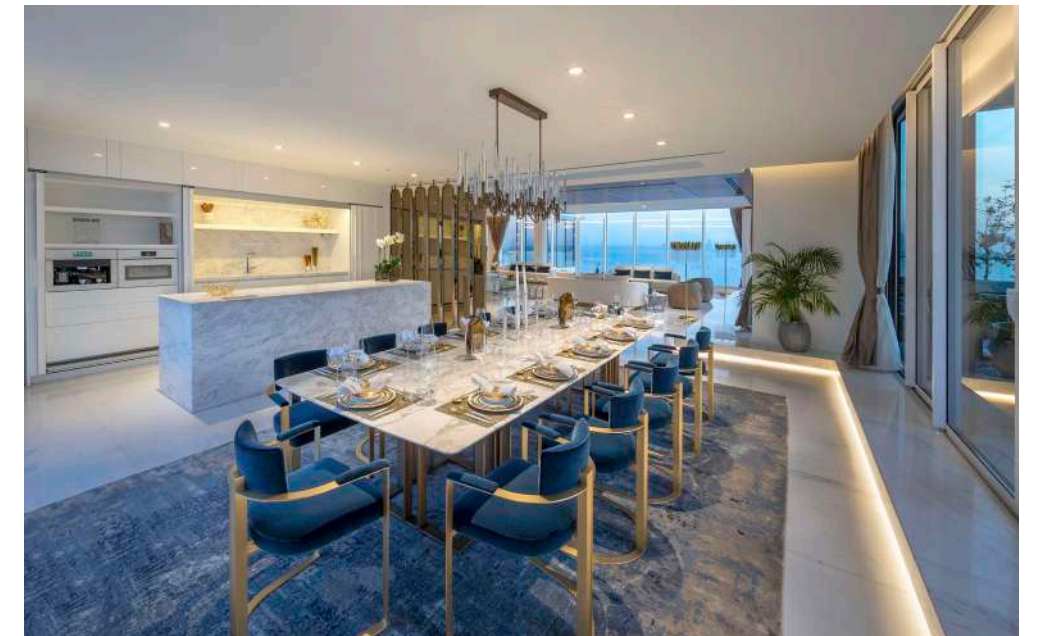






# PENTHOUSE

Palm Jumeirah

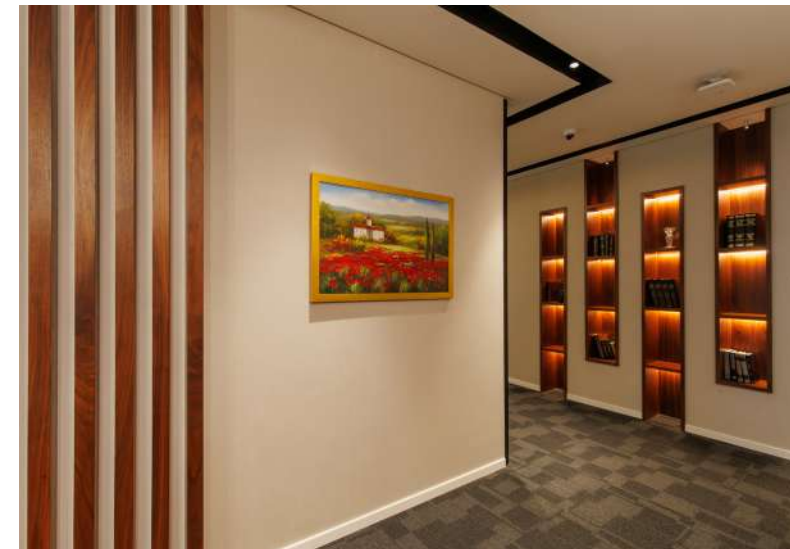






CORPORATE

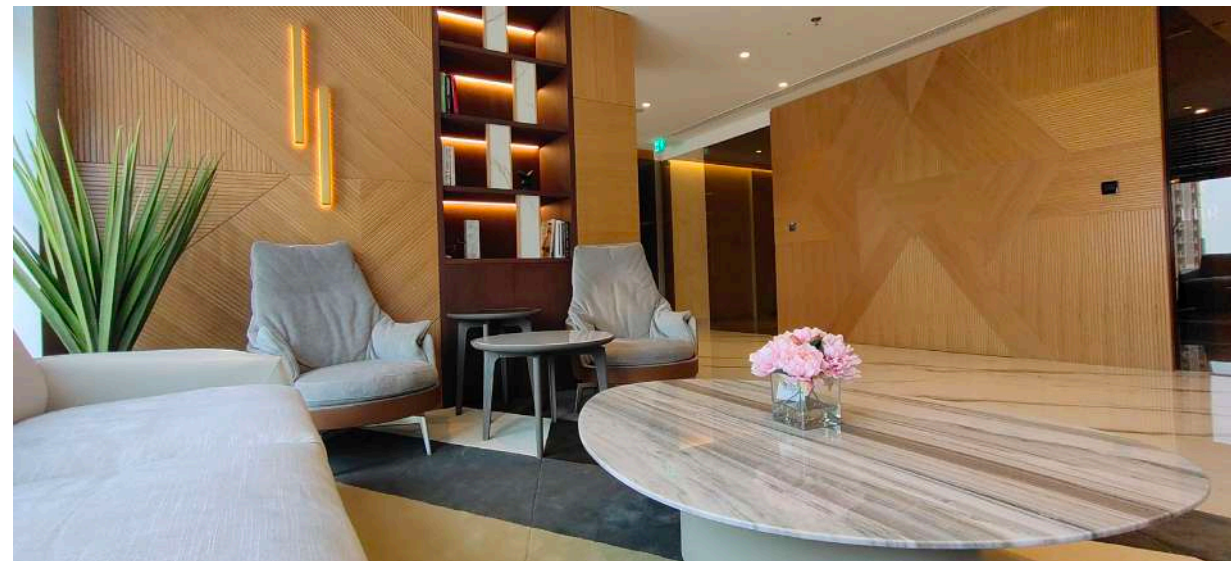




# HOURANI & PARTNERS OFFICE

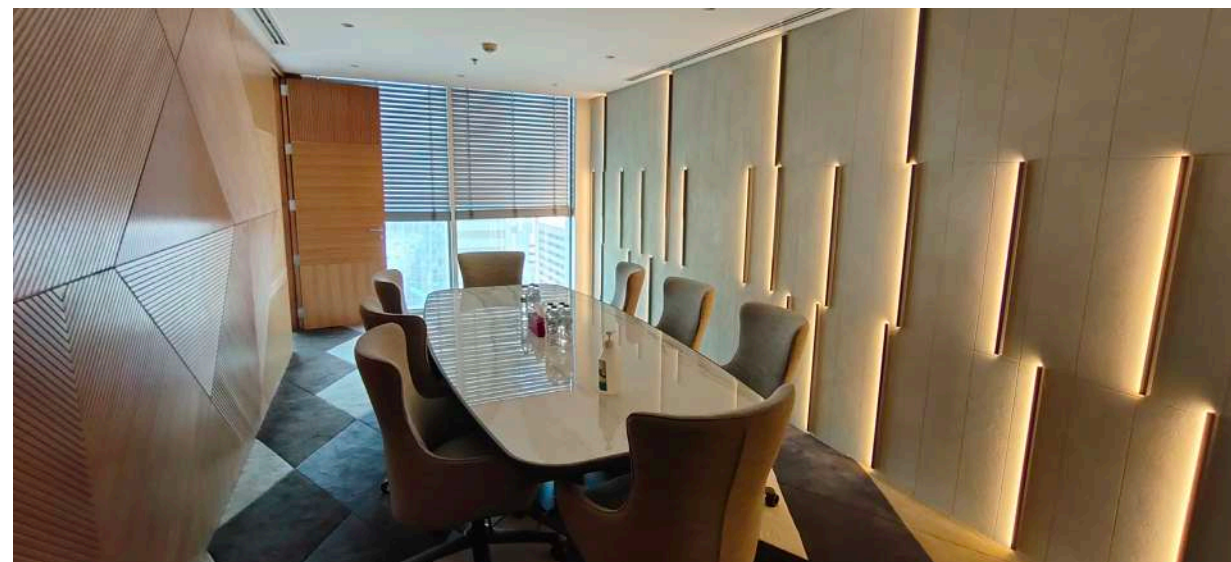
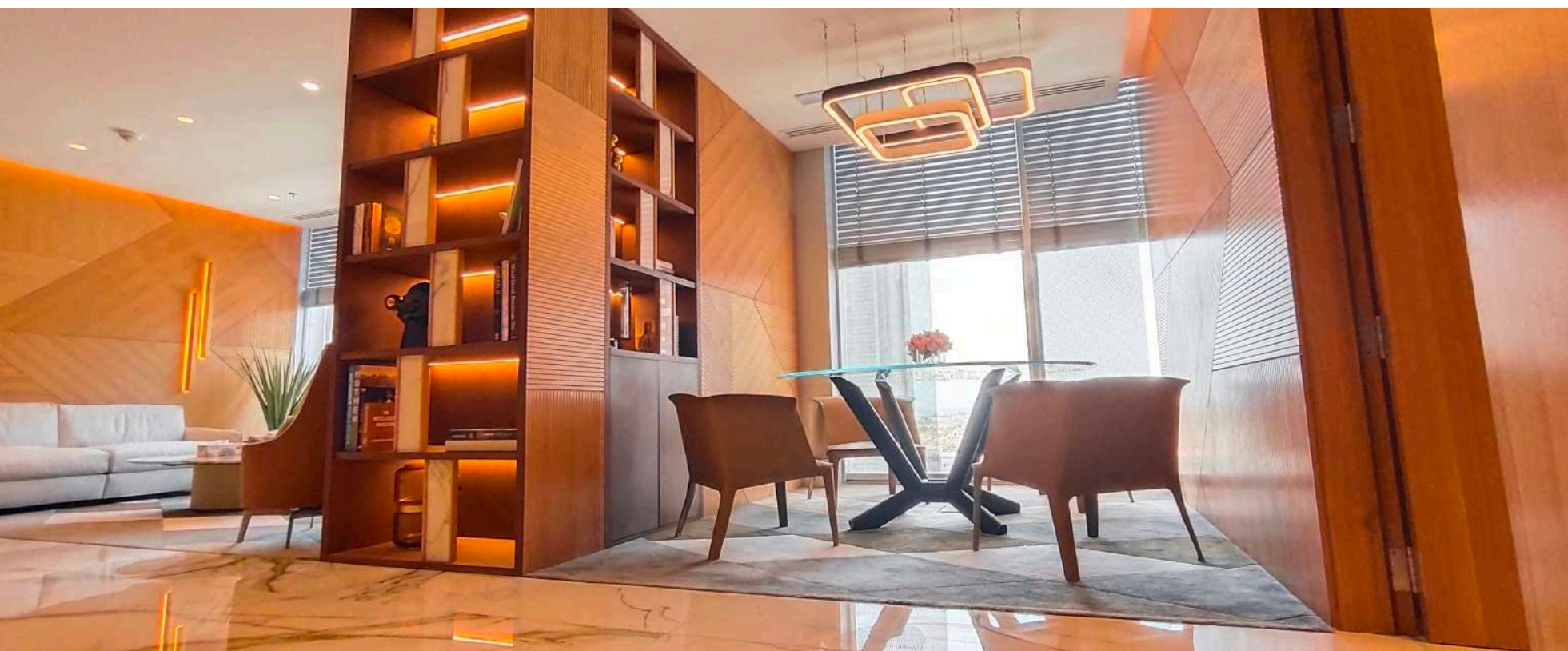
Dubai - One Central



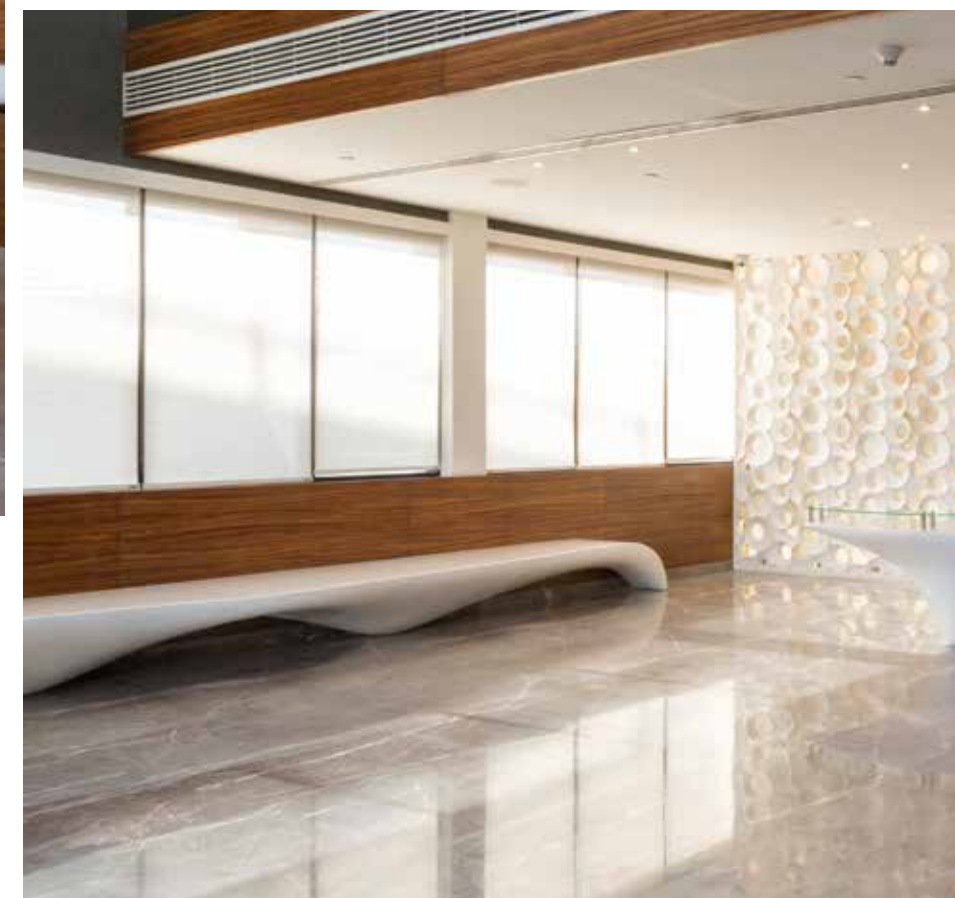


AL RAMZ

Dubai - Rolex Tower







DNATA HQ

Dubai - UAE



# AL RAMZ CAPITAL HEAD OFFICE

Sky Tower, Reem island Abu Dhabi







# AL RAMZ CAPITAL HEAD OFFICE

Sky Tower, Reem island Abu Dhabi





# AL RAMZ CAPITAL

Sharjah - UAE







PALMA HOLDING

Silverene Tower B, Dubai Marina





ALGEBRA CAPITAL

Dubai International Financial Center





# SIDRA LLC

Silicon Oasis, Dubai, UAE





# EXECUTIVE OFFICE

Doha - Qatar







EXECUTIVE OFFICE

Doha - Qatar





HOSPITALITY | LOUNGES & HOTELS

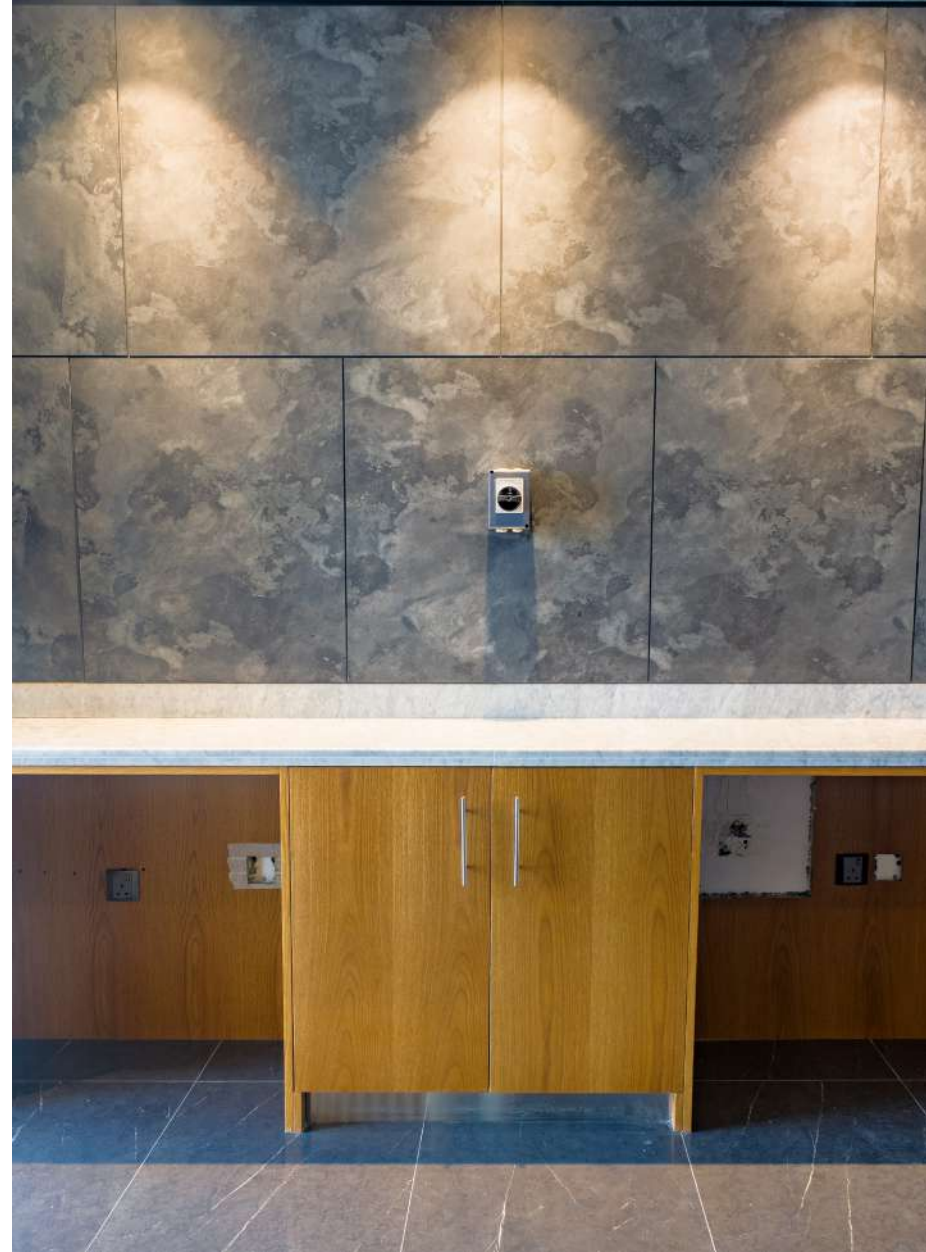




# ADGM PADDOCK CLUB

Abu Dhabi - Yas Marina Circuit





## SKYBAY HOTEL VIP LOUNGES

Dubai - BUSINESS BAY







## UAM LOUNGE REFURBISHMENT

Dubai Airport







SKYBAY HOTEL  
BUSINESS BAY





# EMIRATES FIRST CLASS LOUNGE

Dubai Airport - Terminal 3







# EMIRATES BUSINESS CLASS LOUNGE

Dubai Airport - Terminal 3

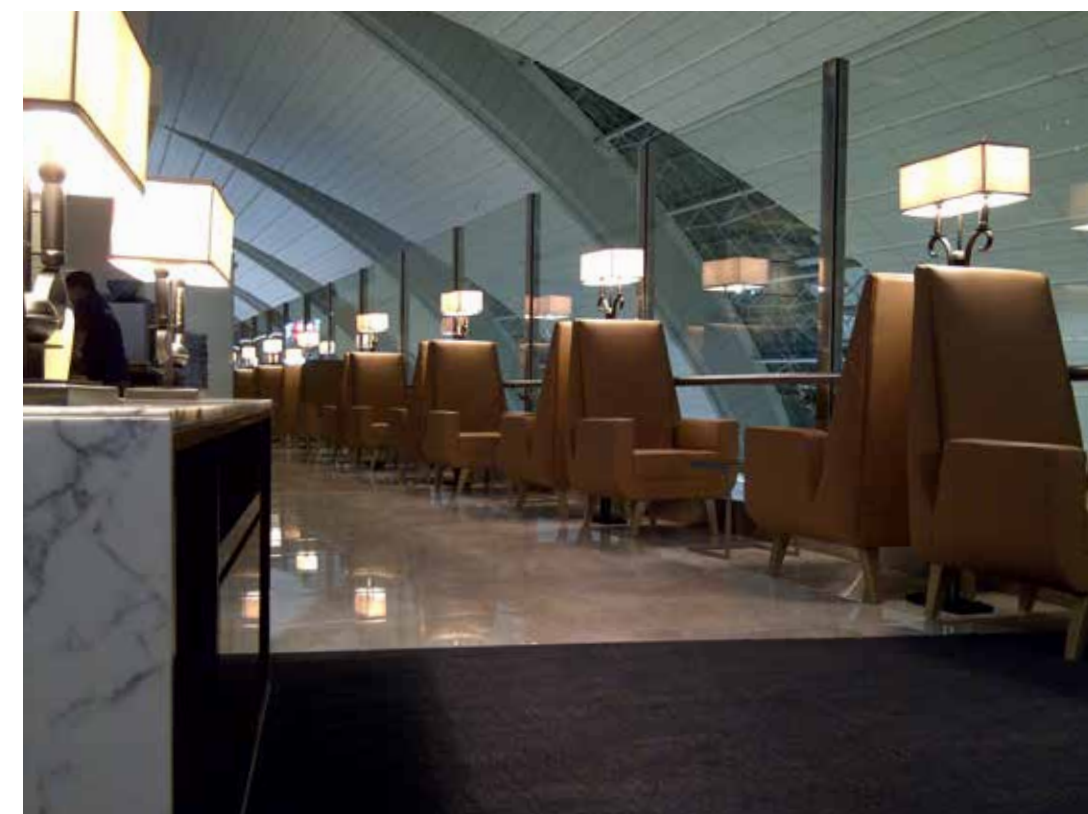






# EMIRATES ALL DAY DINNING

Dubai Airport - Terminal 3





# RIXOS HOTEL

The Palm - Jumeirah







# RADISSON BLU HOTEL

Dubai - UAE

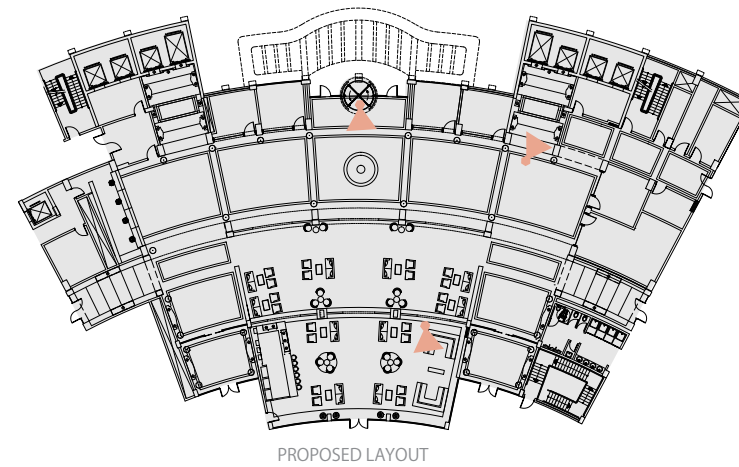




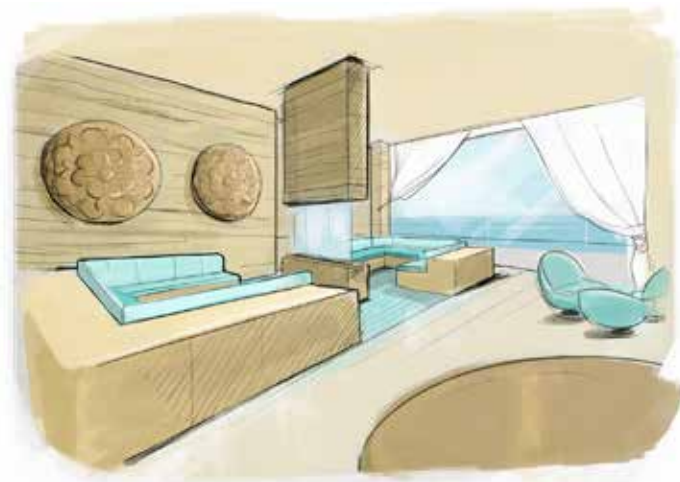


# MILLENNIUM HOTEL

Jizan - KSA







# MILLENNIUM HOTEL

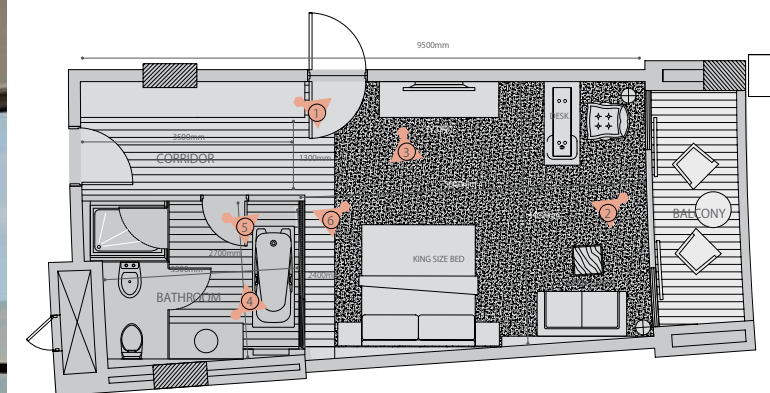
Jizan - KSA



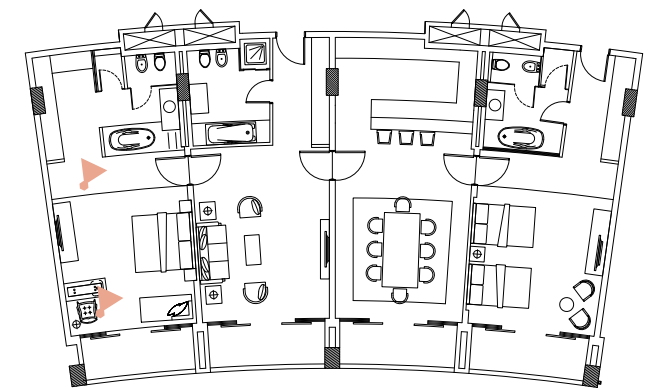


# MILLENNIUM HOTEL

Jizan - KSA







PROPOSED LAYOUT

MILLENNIUM  
HOTEL

Jizan - KSA





# AL SERKAL AVENUE CONCRETE

Dubai - Al Quoz







# PERROTIN ART GALLERY

Dubai - DIFC

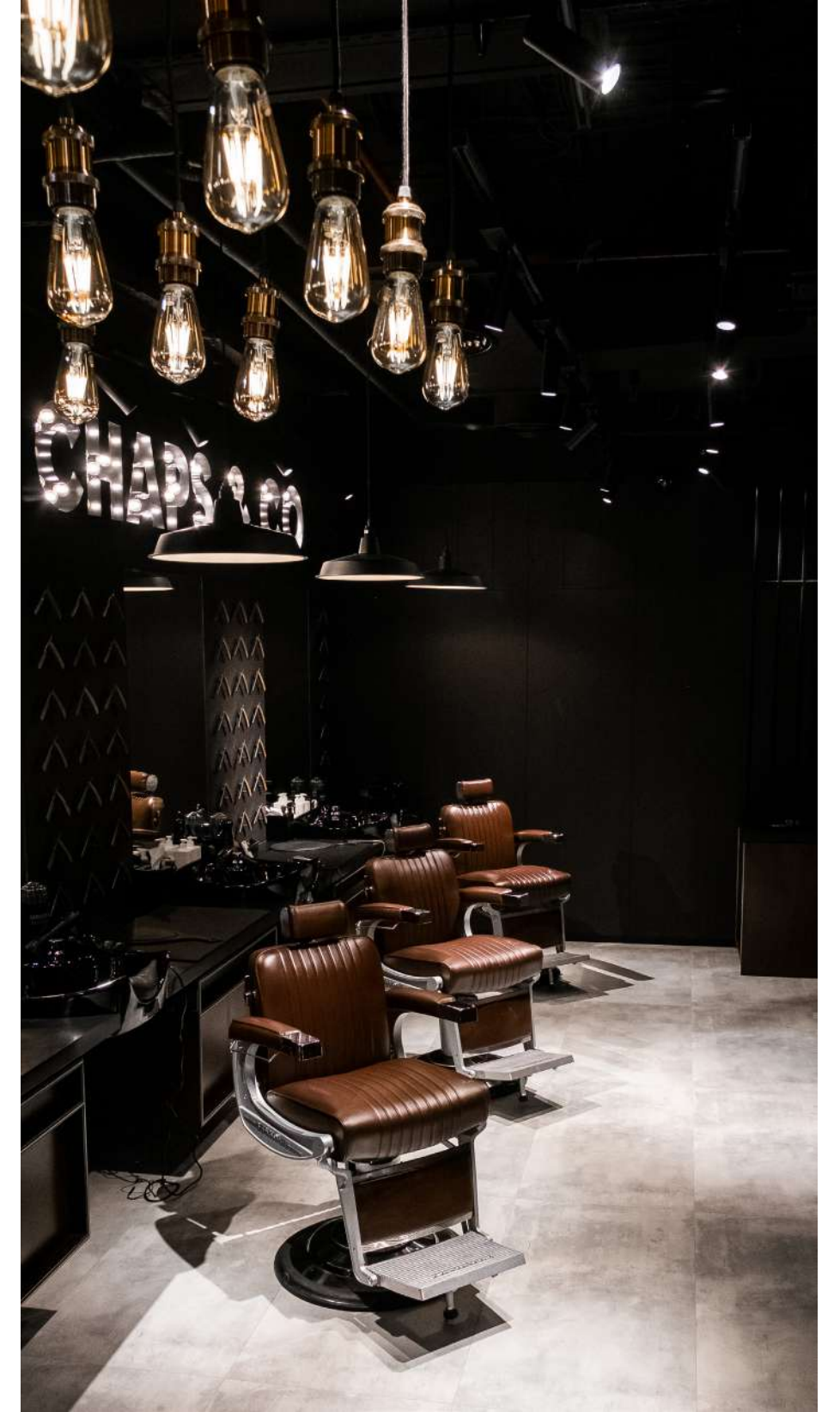






CHAPS CO

JUMEIRAH ISLAND CLUBHOUSE







RETAIL OUTLETS | SHOWROOM





IQOS PHILIP MORRIS

Dubai Mall



IQOS

ADVANCED  
SMOKE-FREE  
ALTERNATIVES



# EMIRATES AIRLINES RETAIL OUTLET

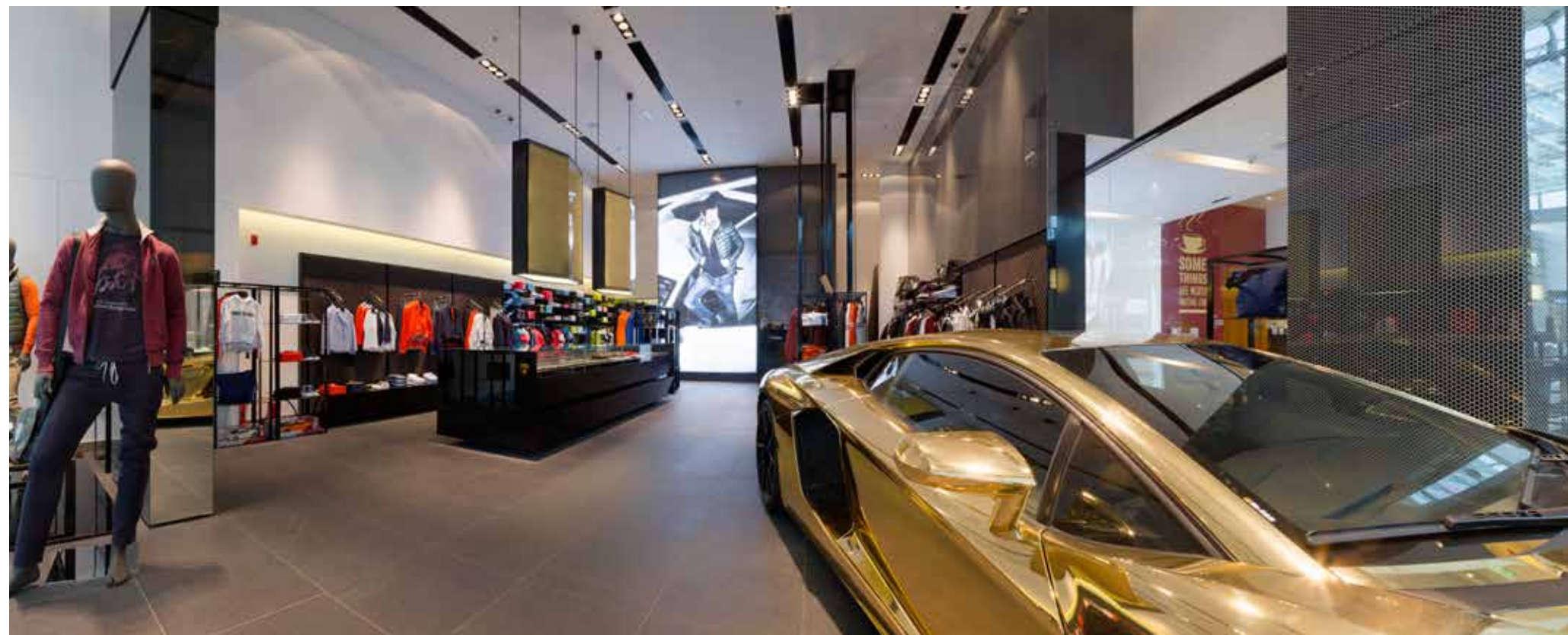
The Dubai Mall



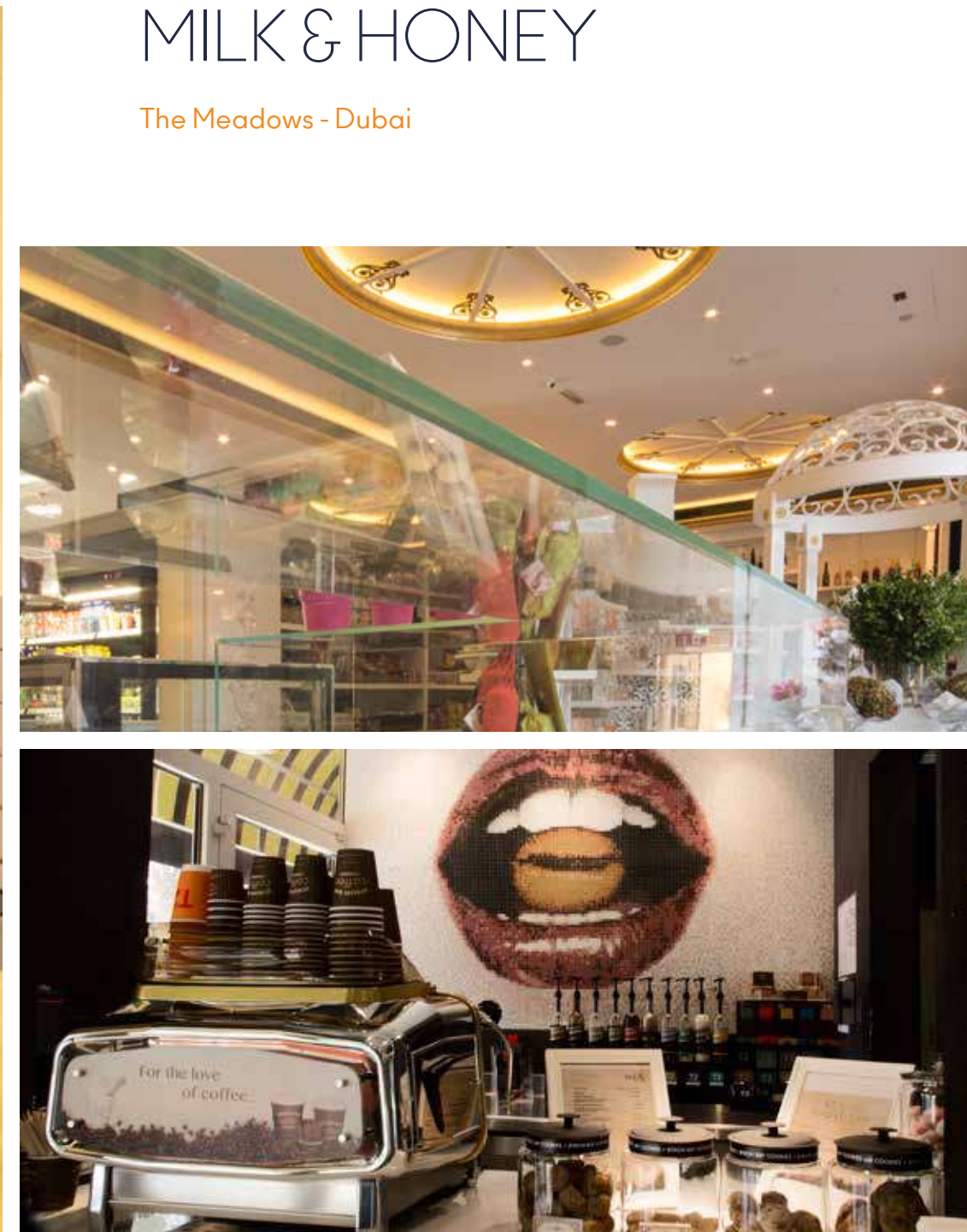


# AUTO MOBILI LAMBORGHINI

The Dubai Mall







# MILK & HONEY

The Meadows - Dubai



# JUICY COUTURE

Mall of the Emirates - Dubai







BESPOKE

DIFC - Dubai





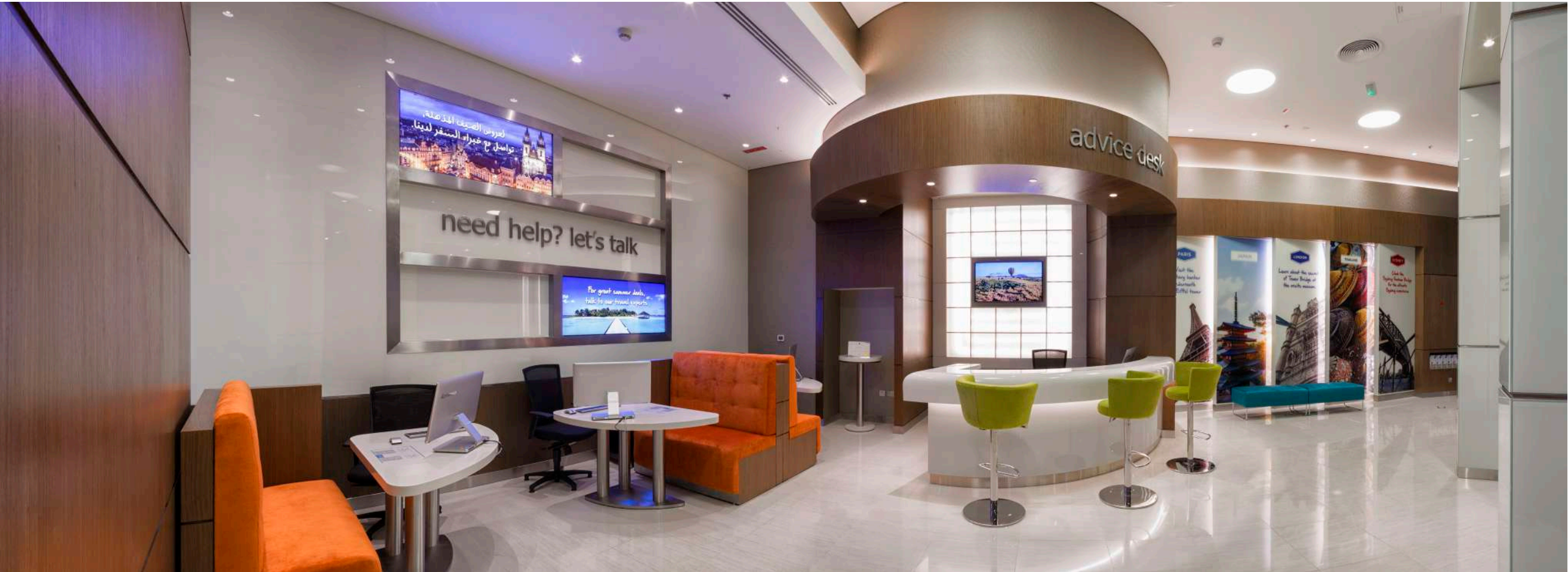
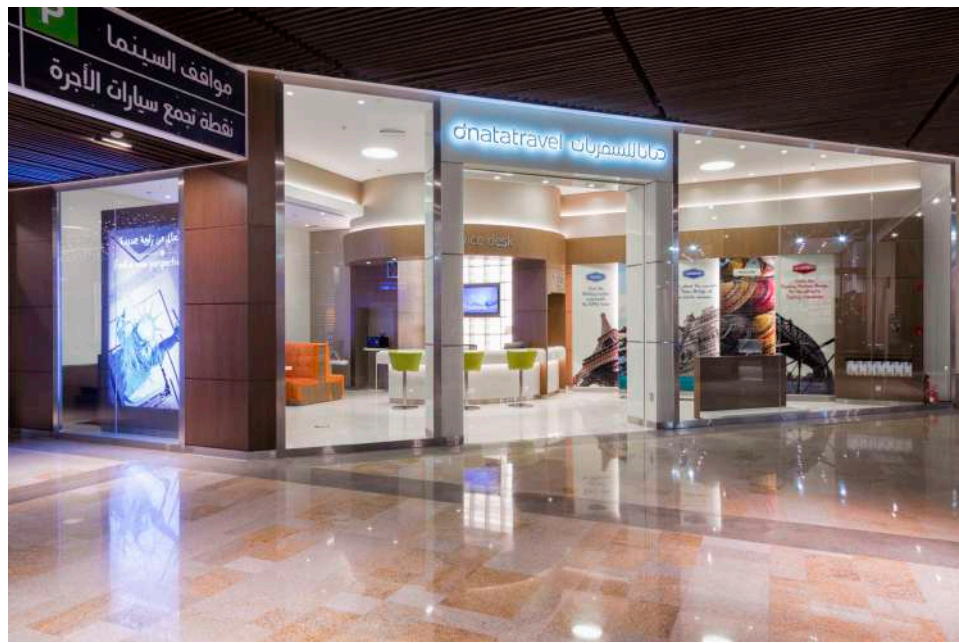


# DNATA

Dubai Mall







DNATA TRAVEL SHOP  
DUBAI MALL





TOWERS & LOBBIES





# CAYAN BUSINESS CENTER

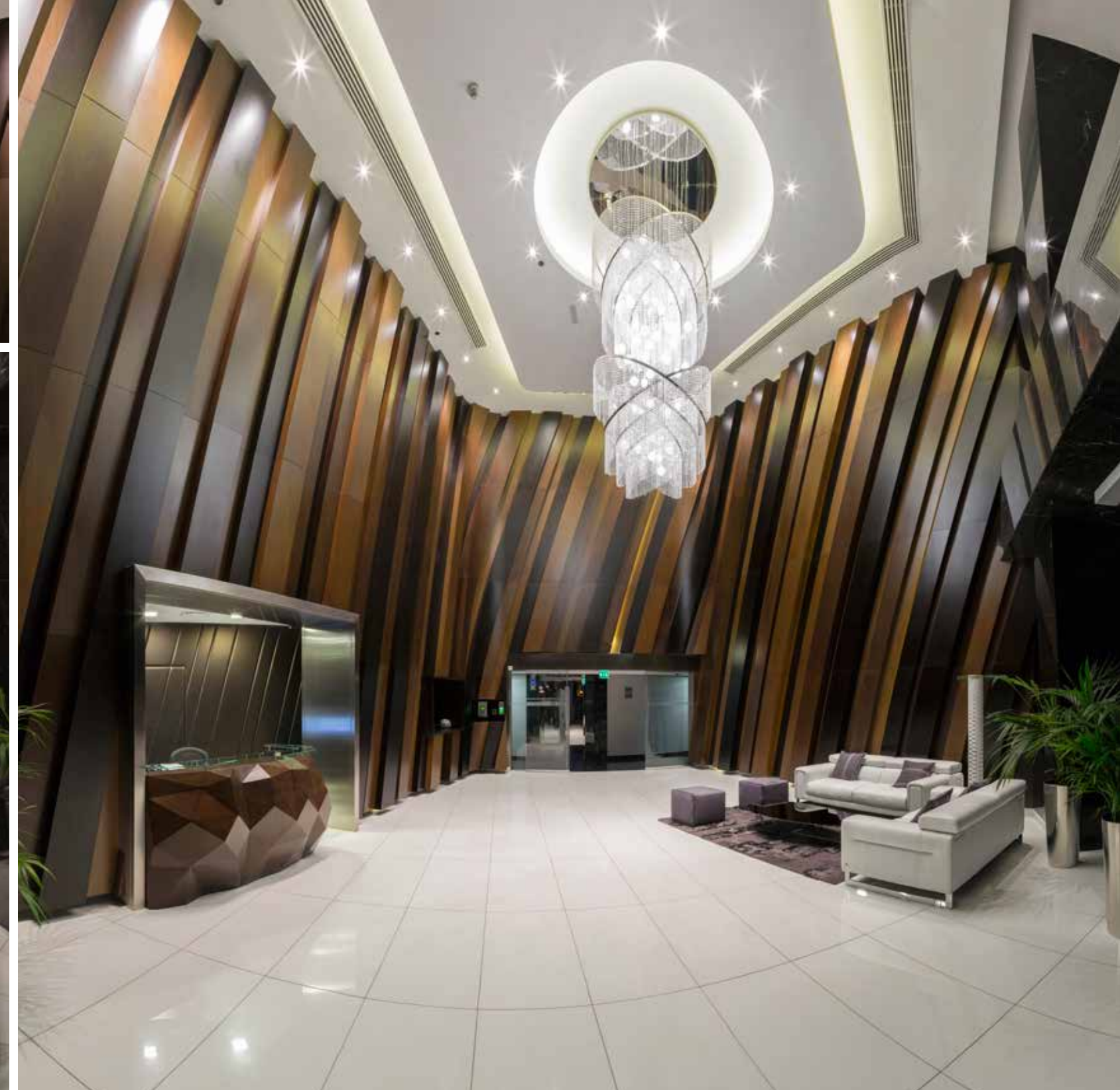
TECOM - Dubai



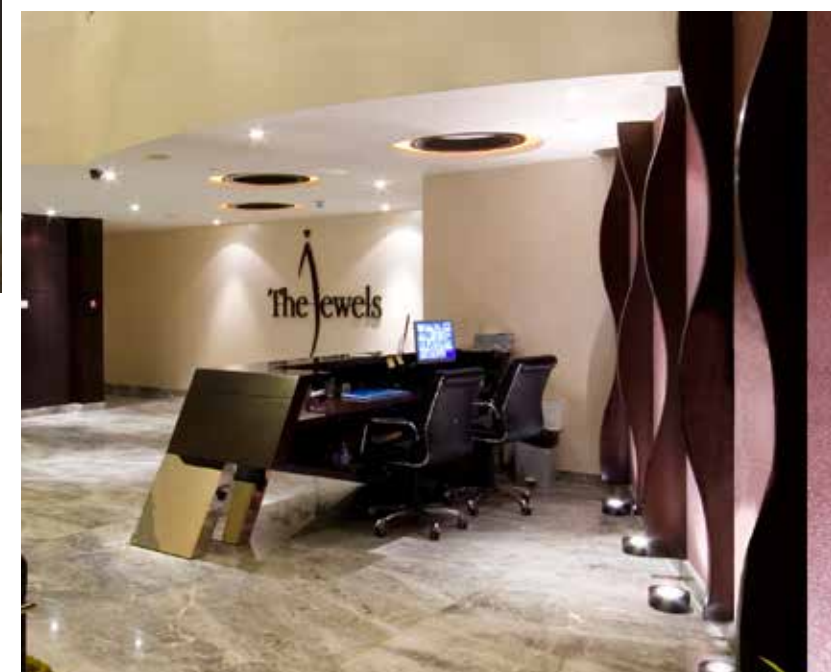


# CAYAN TOWER

Dubai Marina







# THE JEWELS

Dubai Marina



# LA RESIDENCIA

Dubai Marina







# EXECUTIVE TOWER ENTRANCE

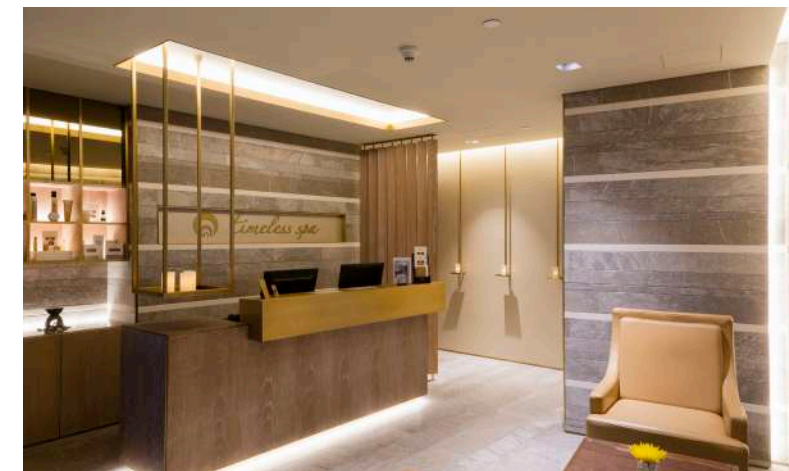
Doha - Qatar





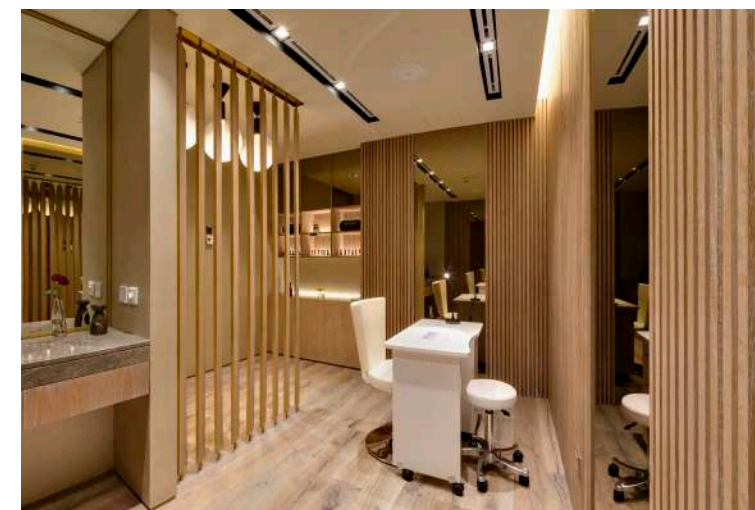
RECREATION AND WELLNESS





# TIMELESS SPA

EMIRATES BUSINESS CLASS











GYM  
Dubai - Sky Bay



# APPLE SEEDS

Dubai - UAE







FLY WHEEL

Dubai - UAE







# OUR ESTEEMED CLIENTS





