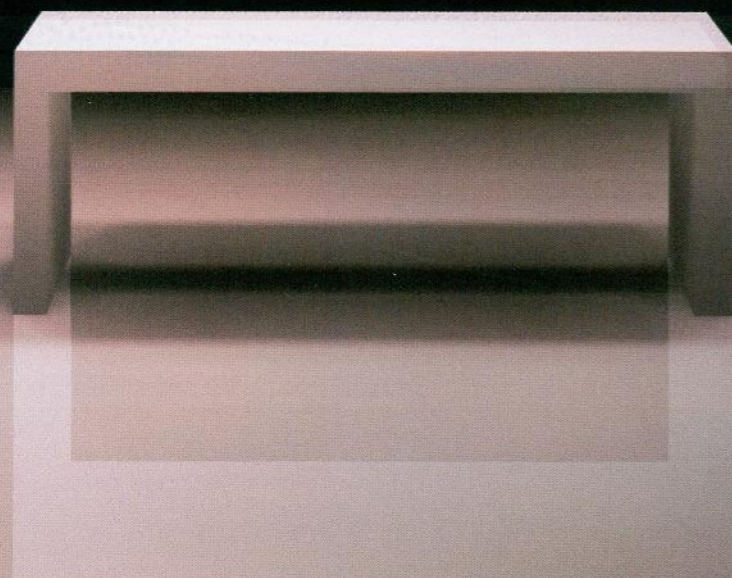
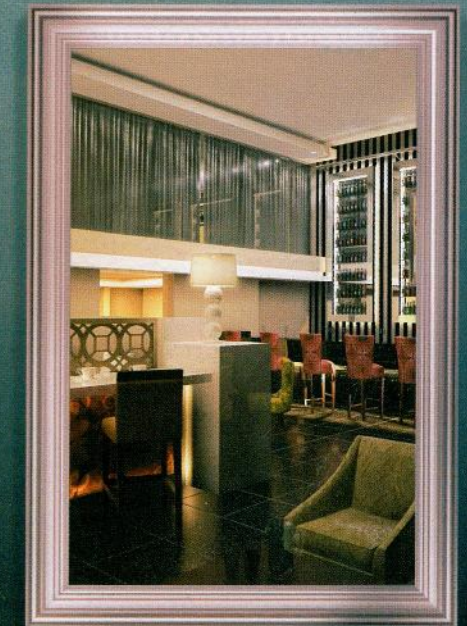
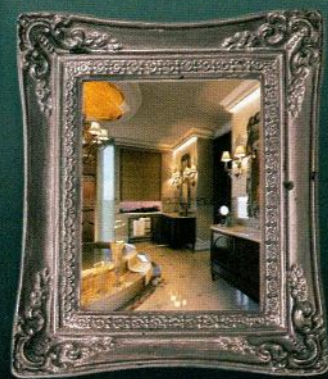
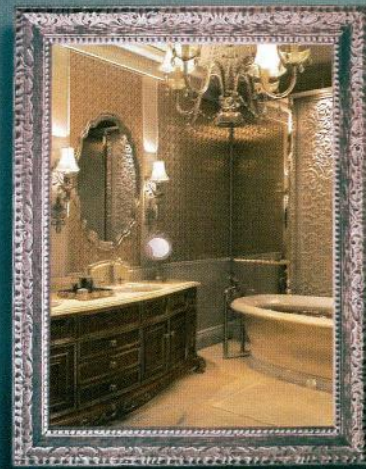


EUROPE & AFRICA'S BEST 2010





BENCHMARKING INTERIOR ARCHITECTURAL DESIGN

Taking international Hotel, Spa and exclusive Residential Design to new heights - creating cutting edge interior spaces with passion, integrity and vision. Commissioned extensively in Africa, the Middle East, Europe and the Indian Ocean Islands for Interior Architectural Design Services, Space Planning, Conceptual Design, Furniture and Lighting Design, Procurement, Construction Documentation, Site and Installation Supervision, Uniform Design, Art and Accessories Selection and Graphic Design.

With 45 plus years collective design experience DIAD provide inspired interior architectural design solutions for Resorts, Boutique Hotels, Business Hotels, Spa and Wellness Centres, Lodges Conference Venues, Restaurants, Offices, Apartments, Villas and Residences.

DIAD CONTINUES TO REDEFINE THE ULTIMATE DESTINATION AND LIFESTYLE EXPERIENCE. For more information on benchmarking your property contact Shiree Darley on Tel: +27 (0) 11 021 6834, e-mail: shiree@diad.co.za or visit www.diad.co.za. 22 Saddle Drive, Woodmead Office Park, Johannesburg. Tel: +27 (0) 11 0216834 Fax: +27 (0) 11 6562441



South Africa



Interior Architectural Designers DIAD specialize in designing the interiors of international hotels, spa's and exclusive residential projects.

DIAD's combined expertise results from 45 years collective experience having been involved with recognized international operators, developers and acclaimed design teams on over 50 projects worldwide. They confidently design a competitive leading edge for the international hotel and luxury residential markets, ensuring exceptional destinations and lifestyle environments.

The first of the company's two award winning interior design projects is Upper Eastside Hotel on the outskirts of Cape Town's city centre. A four-star hotel completed in time for the FIFA World Cup, it is aimed at a youthful market, both local and international, as well as seeking to attract resident and corporate based professionals to frequent the dining and bar venues. This meant the interiors had to be both stylish and chic – a design which would also

complement the slick and minimalist architectural look.

DIAD decided to create a young, vibrant interior filled with diverse spaces so that patrons could choose between interactive or individual experiences. Rather than closing off and separating the amenities, the design philosophy took the form of accommodating all recreation within one space. DIAD skilfully zoned the different areas with raised platforms, stone boxes, screens and post box frames. Varying colour palettes of light, texture and fabrics were then added against the striking black and white monochromatic background.

The end result is a creation of numerous layers of unconventional materials, rhythmic patterns, vibrant coloured fabrics and lighting. Adorned with indulgent accessories, the client's brief of providing progressive spaces full of visual discoveries and illusions exceeded all expectations.

The Fairway Hotel & Spa in Johannesburg is yet another award



winning interior design from DIAD. A contemporary African look and feel was chosen for the newly constructed five-star hotel which stands on the edge of an exclusive golf club. Overlooking the extensive views of the fairways and trees of the suburbs, DIAD's design inspiration sprang from the surrounding environment, elements of which were weaved into the interiors within the contemporary background of the architecture.

Although the design concept for each area was individually developed, there was an overall theme of integrating the beautiful landscape around the hotel. Natural stone and dark timbers were used alongside luxurious, clean-lined furniture upholstered with richly coloured fabrics and accentuated with locally handcrafted dramatic artwork.

Particular features of note include the Fairway Spa where the interiors invoke a scene of calmness and serenity with

sandstone coloured tiles and wall coverings with pebble inlays, soft willowing sheers and low-level lighting. BarVerve lives up to its name with a vibey blue hued palette, funky drinks tables, concealed mood lighting and vertical timber fin panels interspaced with glass display shelving.

As for the stylish restaurant, DIAD has deliberately avoided the usual layout of a mass of tables and chairs by framing individual banquet seating booths with timber frames and overhead trellises adding intimacy and interest to this high ceilinged space. Outside, the restaurant terrace brings a resort feel to the hotel with seating centered around the marble mosaiced circular bar with its impressive dropped disc shaped ceiling. Custom designed chandeliers, inspired by the numerous trees surrounding the hotel and suspended in the reception area, add the crowning flourish to this spectacular interior design concept.



BEST INTERIOR DESIGN AFRICA

Fairway Hotel & Spa
by D I A D



BEST INTERIOR DESIGN SOUTH AFRICA

Fairway Hotel & Spa
by D I A D

HIGHLY COMMENDED

BEST INTERIOR DESIGN SOUTH AFRICA

Upper East Side Hotel
by D I A D



BEST INTERIOR DESIGN AFRICA

Fairway Hotel & Spa
by D I A D



BEST INTERIOR DESIGN SOUTH AFRICA

Fairway Hotel & Spa
by D I A D

HIGHLY COMMENDED

BEST INTERIOR DESIGN SOUTH AFRICA

Upper East Side Hotel
by D I A D

DIAD

22 Saddle Drive,
Woodmead Office Park,
Woodmead, South Africa
t: +27 (0)845 889003
f: +27 (0)11 6502441
m: +27 (0)82 570 6006
e: shiree@diad.co.za
w: www.diad.co.za