

Ochre x Omniyat

The Lana Sales Gallery – Terrace Activation

26th May 2025

This proposal outlines Ochre's concept for the Lana Sales Terrace Experience. **An ultra-luxury, immersive environment** that reinforces Omniyat's position as a place-maker of global distinction.

The temporary terrace structure will become a **sensorial journey that evokes awe, builds desire, and affirms guest confidence**. It is not simply a sales gallery - it is a curated art of living, shaped to inspire advocacy, aspiration, and investment.

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Ochre:

How we work.

What we do.

Who we are.

What we've done.

Introduction



It was a pleasure meeting with the team to discuss this exciting opportunity. We are inspired by the challenge to design a **meaningful, sensorial journey that enhances Omnipiat's signature sales experience** and reinforces the brand's position as a **curator of ultra-luxury living.**

The Brief, In Brief

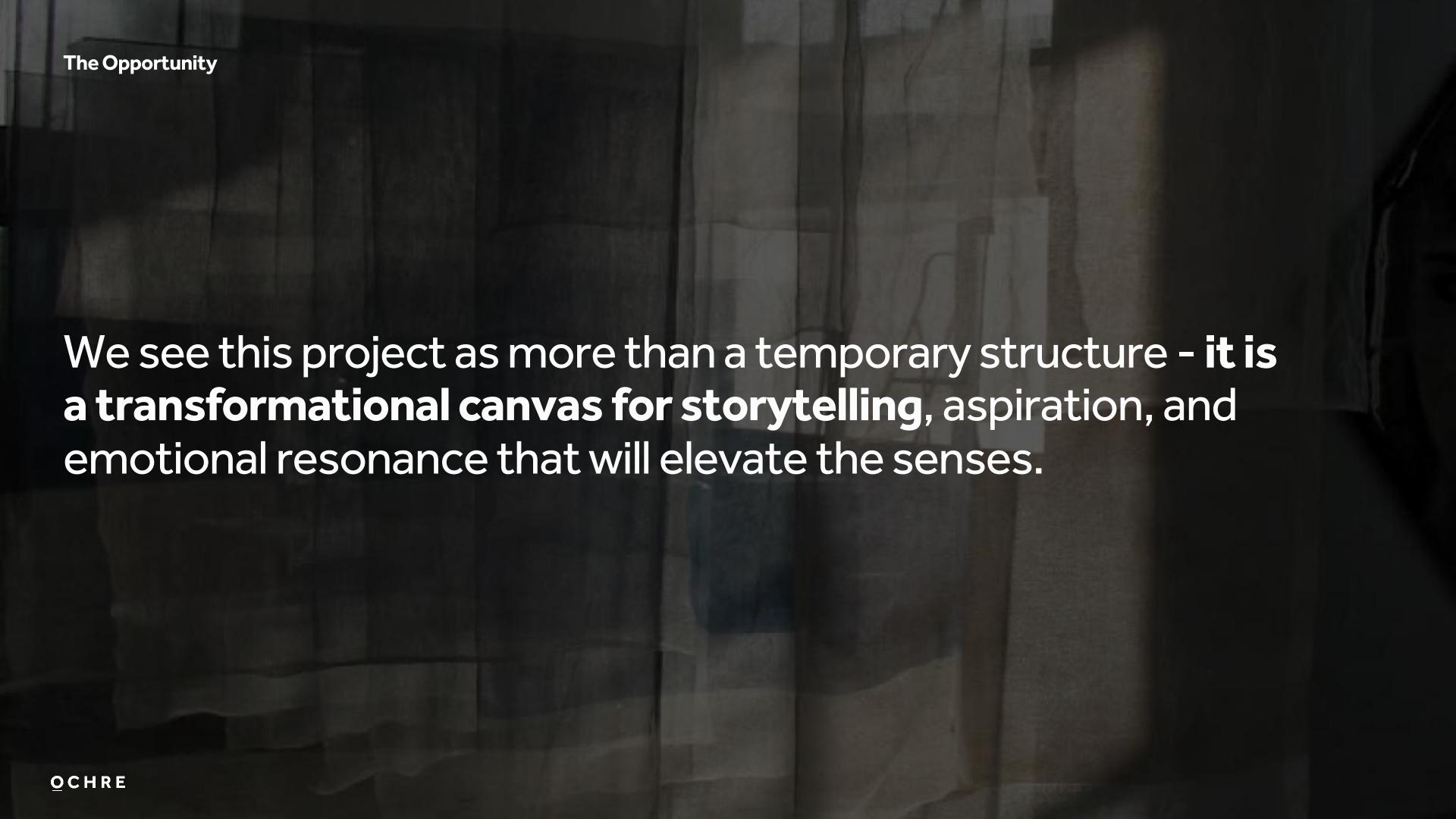
We have been asked to design, supply, and install an experiential space within a custom-built premium outdoor structure on the terrace area.

This semi-permanent installation will serve as an extension of the sales journey, providing an immersive experience for guests to discover our new Marasi Bay ecosystem curated by OMNIYAT in our '**Marasi Bay Sensorial Gallery**'.

To ensure we meet this ambition, we need to answer a few key questions:

- What is the true purpose of this space?
- Why will guests choose to spend meaningful time here?
- What will they see, feel, and remember?
- What emotional arc are we guiding them through?

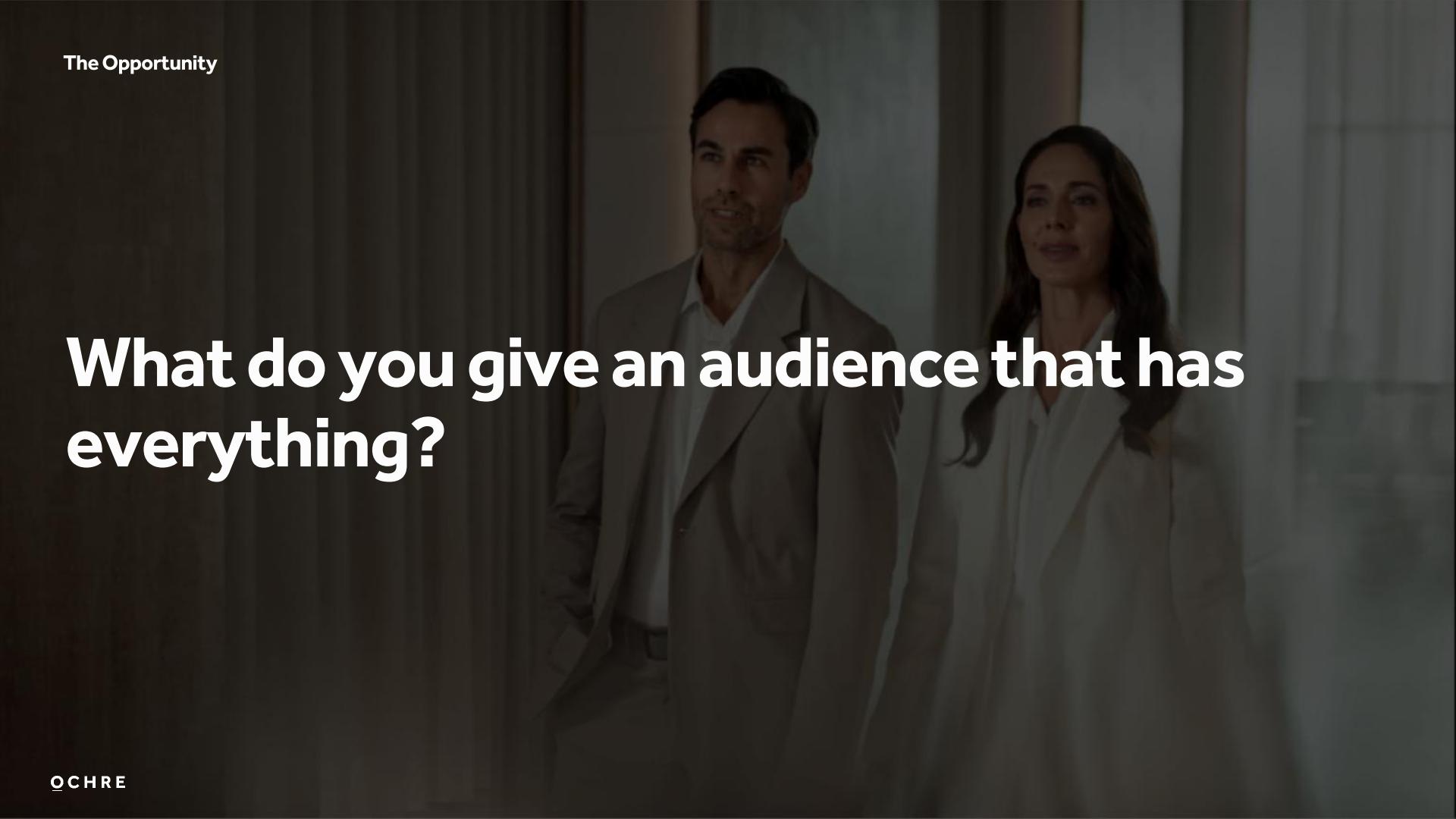
The Opportunity



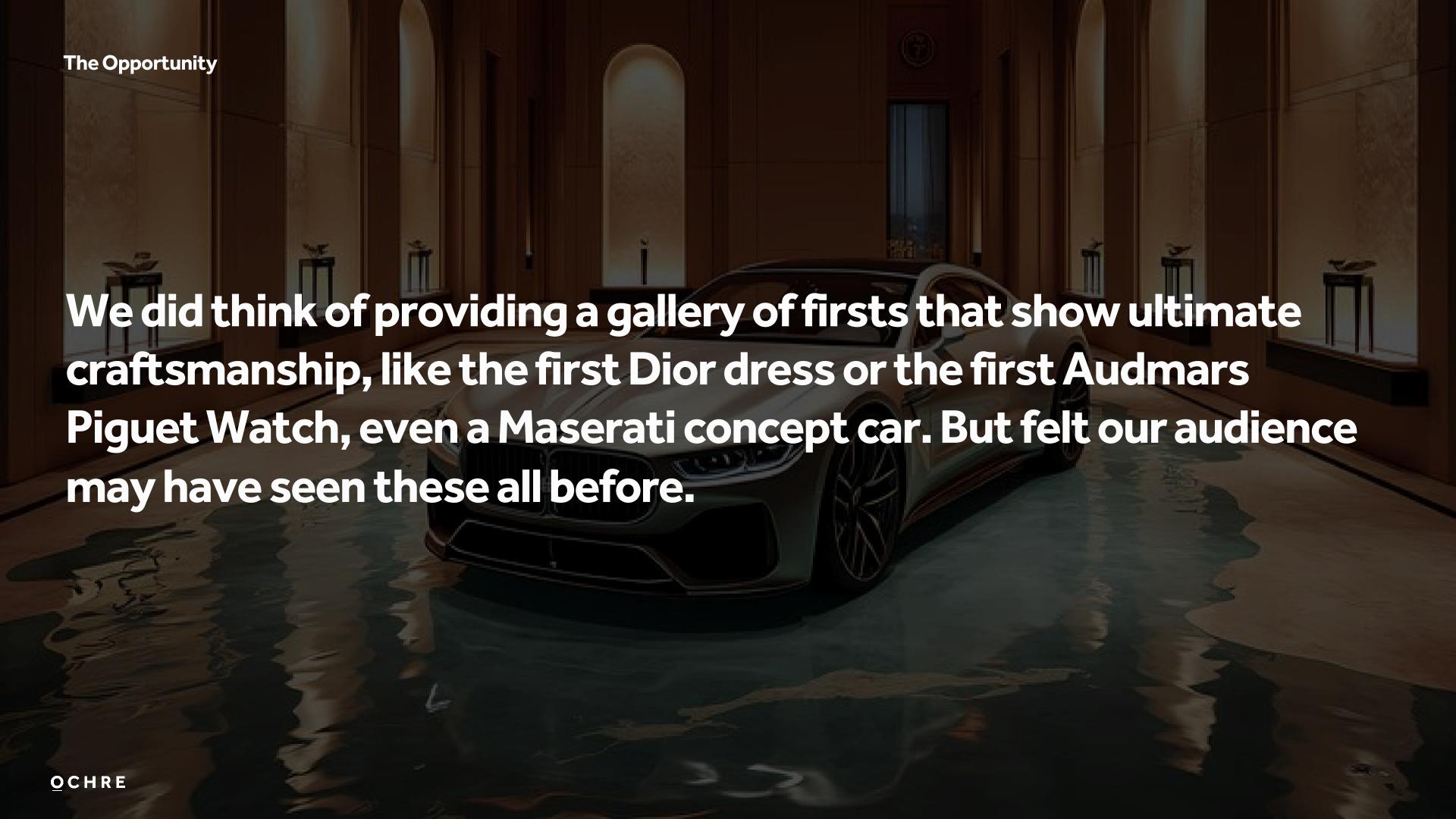
We see this project as more than a temporary structure - **it is a transformational canvas for storytelling**, aspiration, and emotional resonance that will elevate the senses.

Part of the brief was to deliver the unexpected. To make the space stand out from all the other Dubai developer sales centres. And as we already have the 180 degree screen and 3D site Model in the existing Sales Gallery, we've been tasked to do something different.

To elevate the audiences experience.

A dark, moody photograph of a man and a woman standing in a hallway. The man, on the left, has dark hair and a beard, wearing a light-colored suit jacket over a white shirt. The woman, on the right, has long dark hair and is wearing a light-colored blazer over a white shirt. They are both looking towards the camera with slight smiles.

**What do you give an audience that has
everything?**

A black Maserati sports car is parked in a grand, ornate hall. The hall features high ceilings, arched doorways, and walls decorated with framed pictures and small statues. The floor is a polished, light-colored stone. The lighting is dramatic, coming from above and highlighting the car's sleek lines and the architectural details of the room.

We did think of providing a gallery of firsts that show ultimate craftsmanship, like the first Dior dress or the first Audmars Piguet Watch, even a Maserati concept car. But felt our audience may have seen these all before.

Our space needs to provide the unexpected and abstractly elevate the senses. We need to bring the Omniyat values & brand essence to life.

We see this project as more than a temporary structure - it is a transformational canvas for storytelling, aspiration, and emotional resonance. It is a 'Sensorial Gallery'.

Our Approach

Our ambition as requested, is to design an inspirational self-guided experience that engages guests over 20 - 30 minutes, allowing them to explore a curated path of discovery through a series of emotive, abstract installations. Each element will evoke the essence of the Omniyat brand, its distinct towers, and the ultra-luxury lifestyle that defines Marasi Bay.

A close-up photograph of a man and a woman. The man, on the left, has dark hair and is wearing a light-colored suit jacket over a white shirt. He is smiling warmly at the woman. The woman, on the right, has long dark hair and is wearing a light-colored blazer over a white top. She is also smiling and looking towards the man. They appear to be in an intimate or professional setting, possibly a hotel lobby or a high-end event.

We want to create moments of awe and intrigue. Experiences that reaffirm the guest's desire to invest, their confidence in Omniyat's promise, and their excitement for what's to come. This won't just be a display, it will be a sensorial gallery: **a journey of design, craftsmanship, storytelling, and emotion.**

We will need to design a journey that is built on the following desired emotions, attitudes, and behavioural outcomes:
Awe, Intrigue, Appreciation, Desire, Confidence, Excitement & Advocacy.

Like a Michelin-starred meal, the experience we're crafting needs to be **curated with precision, creativity, and time.** **Every element, from the first impression to the lasting memory should be considered,** layered, and executed to the highest world-class standard that Omniyat's is known for, and is looking to deliver.

1. UNDERSTAND THE OMNIYAT BRAND:

Its Mission, Vision, Values and specific project objectives.

2. UNDERSTAND THE SENSORIAL GALLERY AUDIENCE:

Who are our audience. What is our message to them. The story we will tell and the key objectives and desired outcome.

3. DEFINE OUR DESIGN APPROACH:

Through our strategic approach of understanding the brand and its audience we'll define a central idea that will drive our design. This will deliver an experiential gallery space that will be on brand and fulfil its objectives.

Our Approach

Understanding your Brand



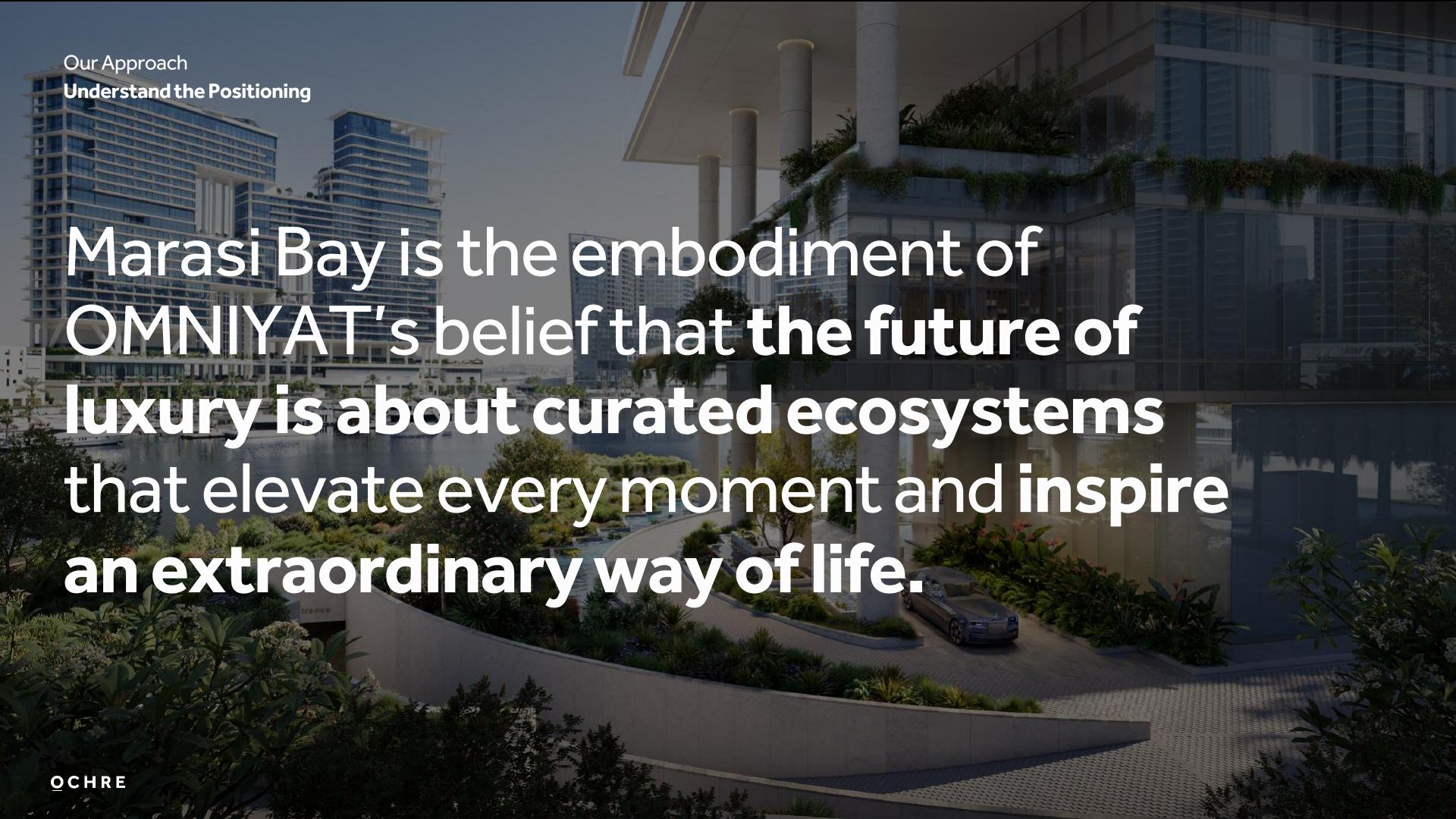
Our Approach

Understanding your brand & audience.

"It's a symbol of a new standard in timeless and elegant placemaking; and OMNIYAT will continue to craft the unconventional by curating living canvasses that fulfil the needs and aspirations of those who hold the highest expectations."

Mr Mahdi Amjad, Founder and Chairman at OMNIYAT

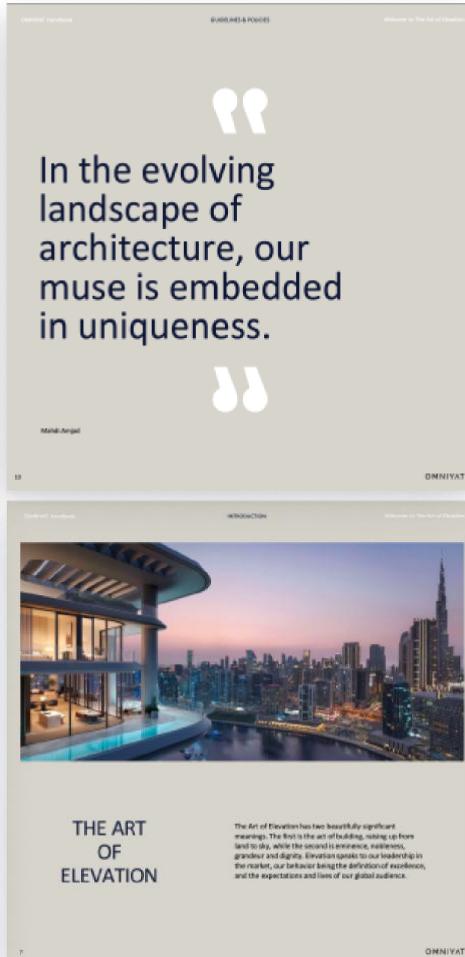
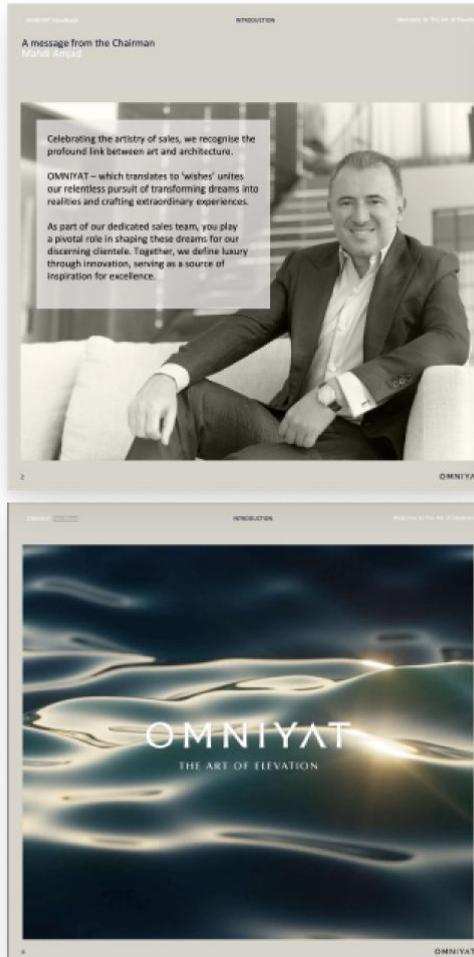
Commenting on northrop and johnson March 12, 2024 in Lifestyle



Marasi Bay is the embodiment of OMNIYAT's belief that **the future of luxury is about curated ecosystems** that elevate every moment and **inspire an extraordinary way of life.**

Understanding your brand & audience.
Omniyat Handbook

Ochre will strive to build a strong visual language formed from the Omniyat Handbook building on the key brand components and ambitions within.



Understanding your brand & audience.

Omniyat Brand Guidelines

We will look to represent the strong visual language already formed by Omniyat in your Brand Guidelines where we will look to bring this palette to life.

COLOUR

- Light Grey - Primary background
- Rich Blue
- Metallic Gold Foil
- Sand - Secondary Highlight.

TONALITY

- Natural palette
- Modern classic
- Touch of opulence
- Elevated elegance

PHOTOGRAPHY & CONTENT

- Art & Architecture at the heart
- Focused Details
- Warmth & Aspiration

DESIGN LANGUAGE

- Quality Materials
- Considered finishes
- Attention to detail

OCHRE

Colour palette inspiration

The Omniyat colour palette is inspired by the exceptional location. It represents the clear sky blue, sand and rich blue with gold highlights to represent to add a touch of luxury.

Colour hierarchy

Setting text – Leading / tracking

When first line runs onto multiple lines the common leading and tracking will have to be increased to prevent the text appearing too tight.

For text set in all caps, leading should be 105% of the type size and tracking should be 105% of the type size. In other words the leading should be 10.5pt and tracking 10.5pt.

For text set in lower case or title case, leading should be 105% of the font size and tracking should be 105% of the type size. In other words the leading should be 10.5pt and tracking 10.5pt.

THE ART OF ELEVATION

THE ART OF ELEVATION
Inspiring the exceptional,
Opus by OMNIYAT designed
by Zaha Hadid

Materiality

To provide texture, depth and dimension to visual applications, we use embossing and gold foil.

The primary expression of the materiality is through metallic gold foil. However, it can also be produced as a hand-mixed and engraved foil. This treatment is most often used on premium products, but the foil can also be produced in rich blues or sand colours.

Colour values

All colour values are suited to change depending the print test.

Property imagery

Property imagery is an essential part of our visual identity. As buildings evolve and change, the majority of our buildings are in what goes on behind the scenes.

Property photography will readers should showcase our best environments, our iconic buildings and high-light our refined finishes with precision.

Understanding your brand, audience and ambition.
Omniyat- Marasi Bay Brand Positioning

Within the Omniyat positioning there are some very strong emotive drives such as:

'elevate the extraordinary...'
'leading landmark for ideas...'
'reaching for the rare...'
'rare experiences of life...'

And where all are driven by place, purpose, innovation and service to create rare experiences of life.

OMNIyat
Destined for Extraordinary - The Foundation for Extraordinary Lives

OMNIyat
A Destination of Distinction

Marasi Bay
A Destination of Distinction

OMNIyat
Destined for Extraordinary Lives

OMNIyat presents an AED 20-billion ultra-luxury waterfront ecosystem
positive destination of distinction

OMNIyat
Destined for Extraordinary Lives

Marasi Bay
KEY MESSAGES

1. A VISIONARY CURATION OF WORLD-FIRST EXPERIENCES

OMNIyat creates exceptional spaces in which to live, work and play. Marasi Bay is a place of innovation, art and culture. It is a destination of distinction, a place of elevated luxury experiences delivered by the world's finest brands, artists and inventors.

2. A MASTERSPIECE SHOWCASE

OMNIyat is the visionary architect and guardian of a destination for the discerning. The destination of distinction will be one solutions on OMNIyat's residential and commercial real estate, each a new opportunity for bold, transformational design and investment.

3. ELEVATING DUBAI'S CULTURAL EXPRESSION

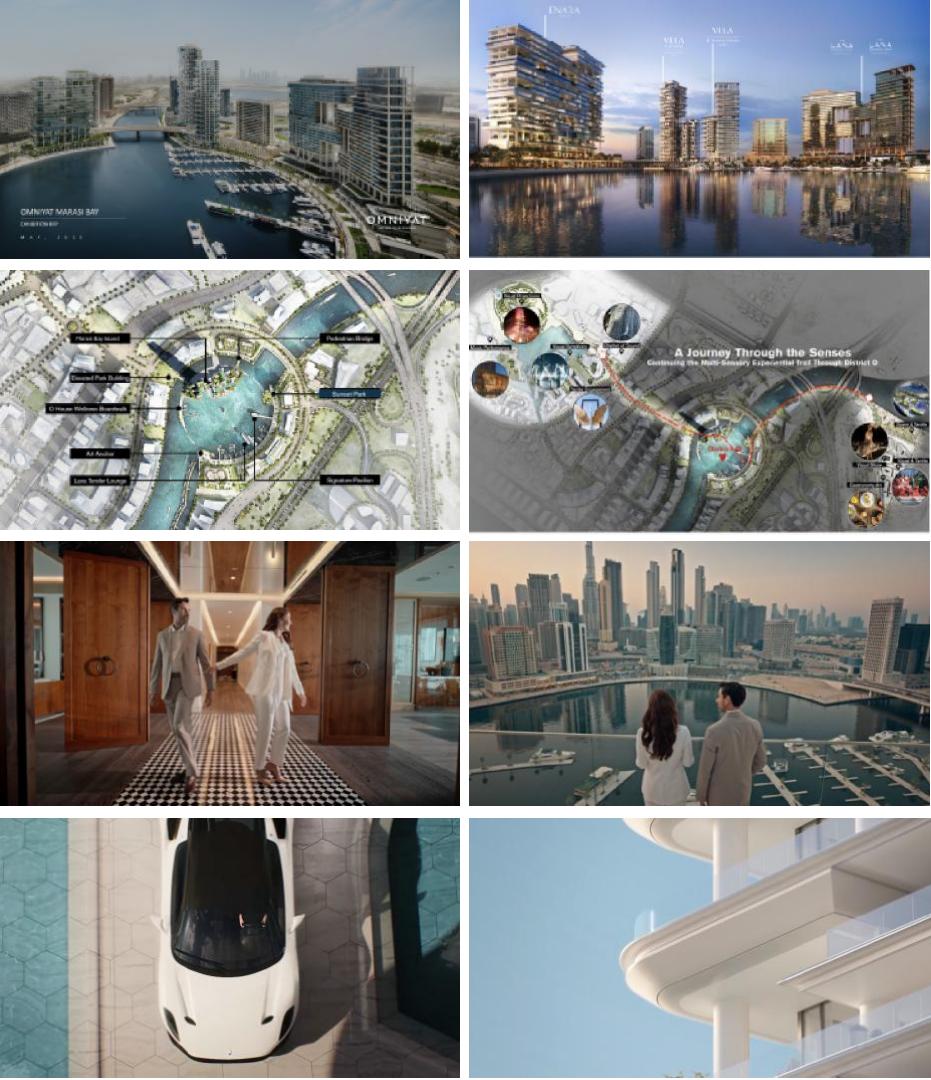
Through its accelerated programme of placemaking and artistic moderation, Dubai has earned its place as the world's most dynamic city. Marasi Bay drives a pioneering vision to add a truly unique new dimension to the city's cultural fabric - bringing premium arts, culture and leisure to the heart of the city.

4. A TRANSFORMATIONAL LEGACY

Marasi Bay represents a new era in regeneration & transformation of business bay, a prime downtown location. This project transforms a single landmark, creating a vibrant and dynamic destination for Dubai, with a new opportunity for a future commercial district as a distinctive UHMMF ecosystem.

Understanding your brand & audience.
Omniyat The Lana Gallery

We need to approach the new Gallery space with a different lens. Rather than showcasing physical structures or tangible assets, we must distill the essence of each development—and reveal what binds the Marasi Bay destination together. This is about evoking the ethereal and sensorial connections that reflect our core values: Artistry, Ambition, Connection, and Evolution.



Understanding your brand & audience.

Marasi Bay Destination

THE LANA

'Every aspect of this prestigious new address on the waterfront of the Marasi Bay Marina embodies the unmistakable essence of luxury, creating an unparalleled living experience.'

VELA

'VELA, Dorchester Collection, Dubai, is a celebration of contemporary waterfront living in Dubai.'

VELA VIENTO

'Embodying the Latin meaning for 'sail' and 'wind', VELA Viento ascends to celestial heights above Marasi Bay, where land and water converge into a lifestyle without compare.'

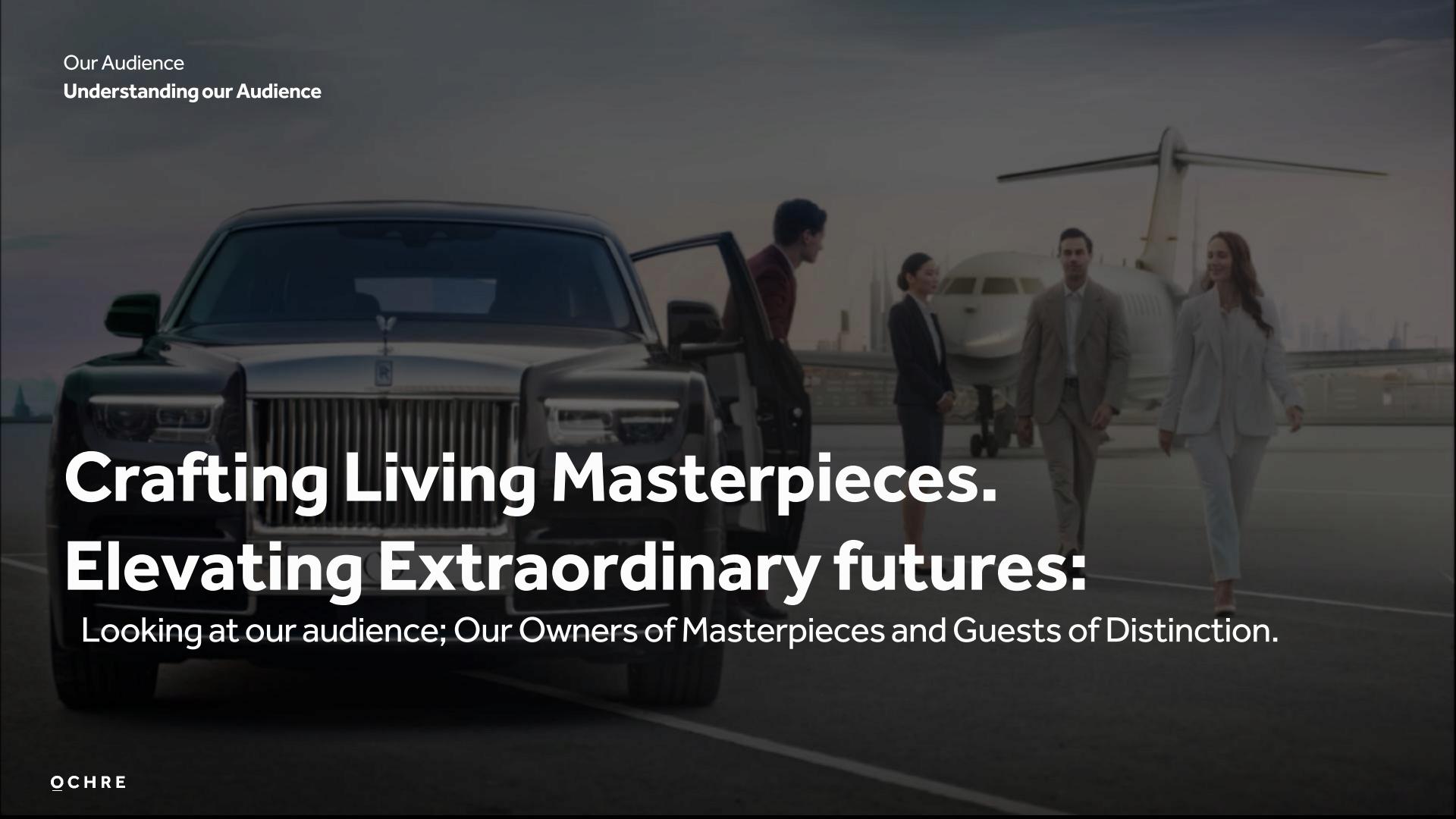
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ENARA

'Inspired by the Arabic word for 'enlightenment' or 'light', ENARA by OMNIYAT is the ultimate embodiment of light, drawing entrepreneurs, CEOs and other business luminaries to inspire, innovate and dream.'

Our Audience

**Understanding our
audience.**

A dark, atmospheric photograph of a luxury car, possibly a Rolls-Royce, parked on an airport tarmac. In the background, a private jet is visible. Four people, dressed in business attire, are walking away from the camera towards the plane. The scene suggests a theme of luxury, travel, and success.

Our Audience

Understanding our Audience

Crafting Living Masterpieces. Elevating Extraordinary futures:

Looking at our audience; Our Owners of Masterpieces and Guests of Distinction.



Marasi Bay Sensorial Gallery

Our Audience

Who will visit...

Regional Investor

(UAE, KSA, GCC)



Cultural Collector

(North America, Europe, Middle East)



Yacht Entrepreneur

(Russia, India, UK, Turkish)



Urban Legacy

(Emirati, GCC)



Global Nomad

(Digital Expats)



Urban Weekender

(Emirati, Arab Expat)

Marasi Bay Sensorial Gallery

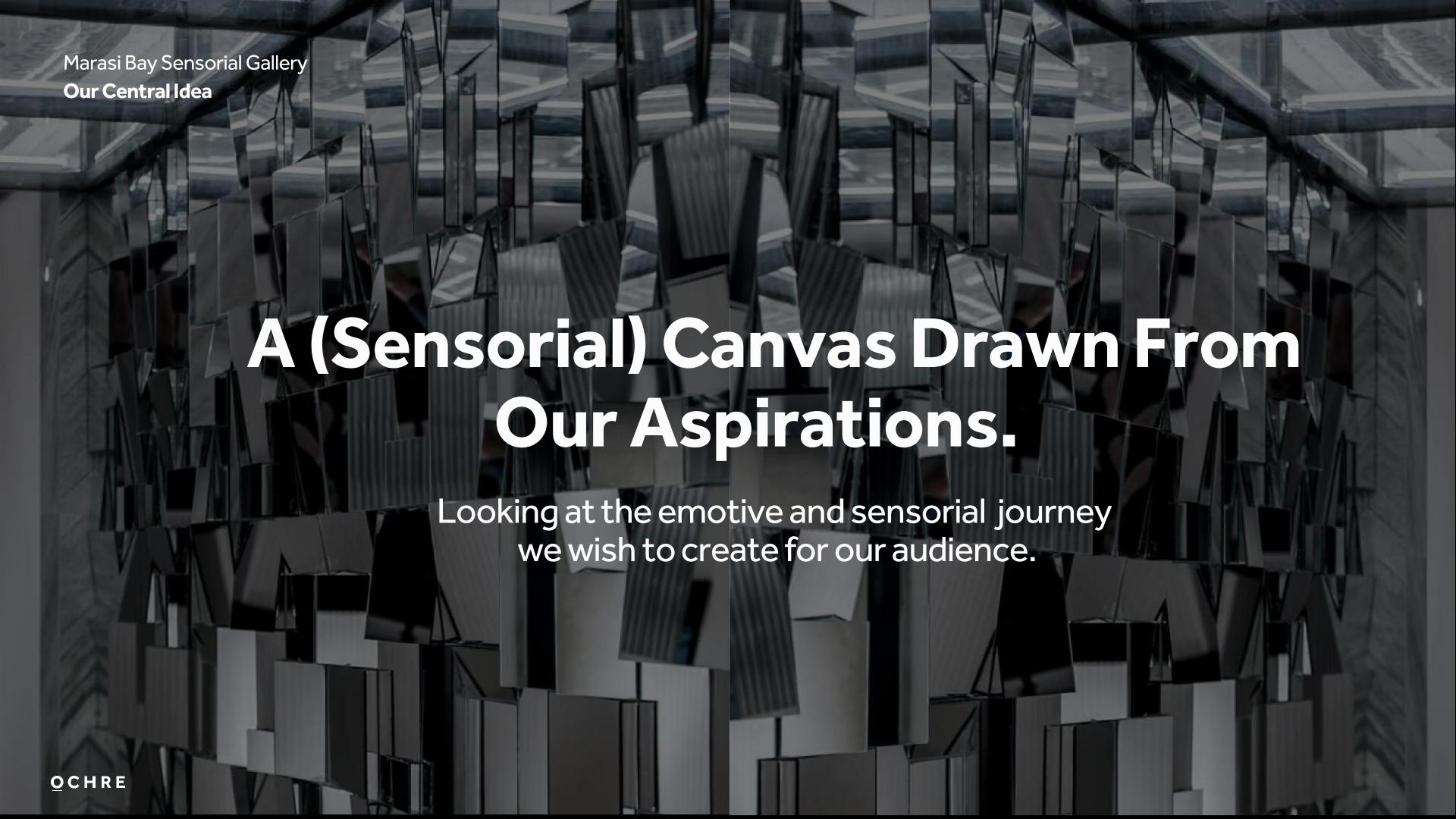
Our Audience

Who will visit...

What will our audience want to see and experience? Something unique, exclusive & unexpected.

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Our Central Idea

The background of the slide features a complex, abstract pattern of numerous metallic, rectangular shapes. These rectangles overlap and are oriented at various angles, creating a sense of depth and a textured, almost crystalline appearance. The lighting is dramatic, with highlights reflecting off the sharp edges of the rectangles, while the shadows create a darker, more recessed space between them.

Marasi Bay Sensorial Gallery

Our Central Idea

A (Sensorial) Canvas Drawn From Our Aspirations.

Looking at the emotive and sensorial journey
we wish to create for our audience.

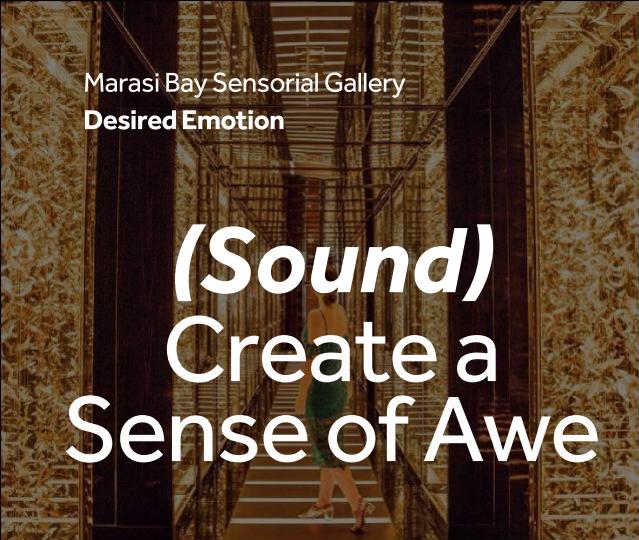
Audience

Journey

We will build on our Central idea in order to define our Audience Journey.

A (Sensorial) Canvas Drawn From Our Aspirations.

This means that all our design decisions will need to take an artistic approach and reach for the limits of our imagination. Rather than adopting the obvious we need to elevate our designs to be extraordinary and evoke the senses crafting a peerless gallery of experiences.



Marasi Bay Sensorial Gallery
Desired Emotion

(Sound)
Create a
Sense of Awe



(Sight)
Arouse
Intrigue



(Smell)
Appreciation
of Detail



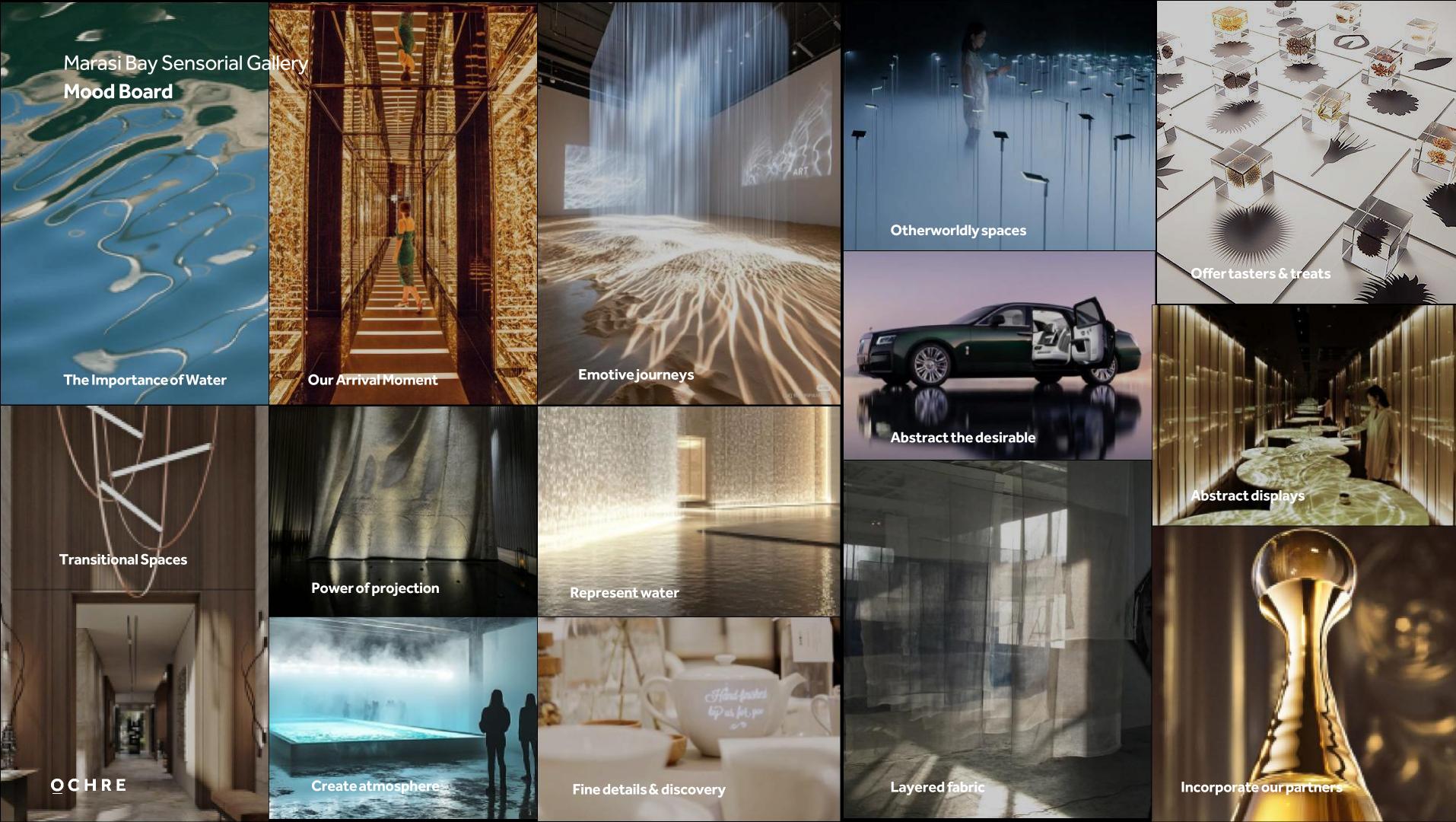
(Taste)
Elevate
Desire



(Touch)
Confidence in
Craftsmanship

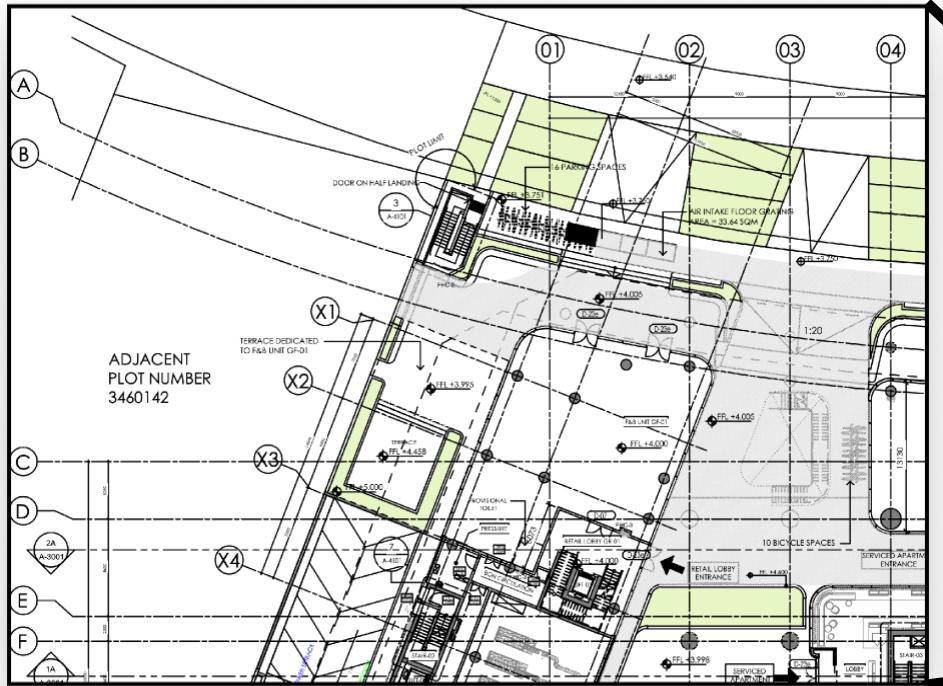


(Emotion)
Excitement
& Advocacy

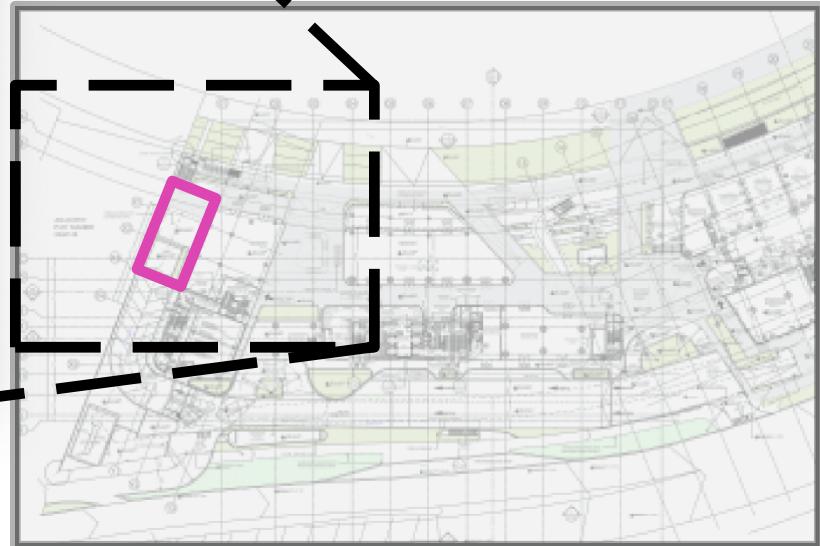


The Plan

Marasi Bay Sensorial Gallery **Location Plan**



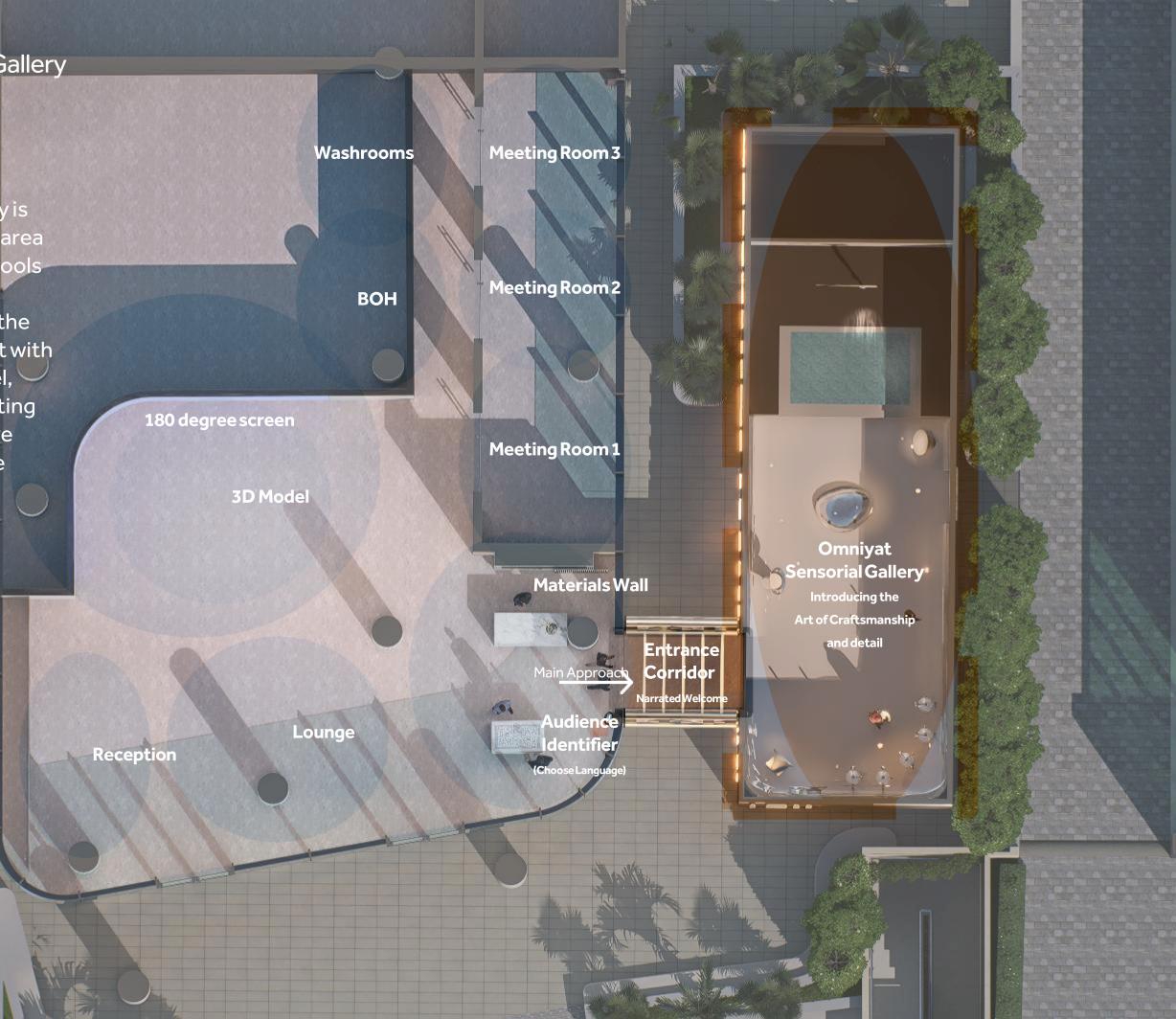
THE LANA: Terrace Site Plan



THE LANA: Full Site Plan

Marasi Bay Sensorial Gallery Adjacency Plan

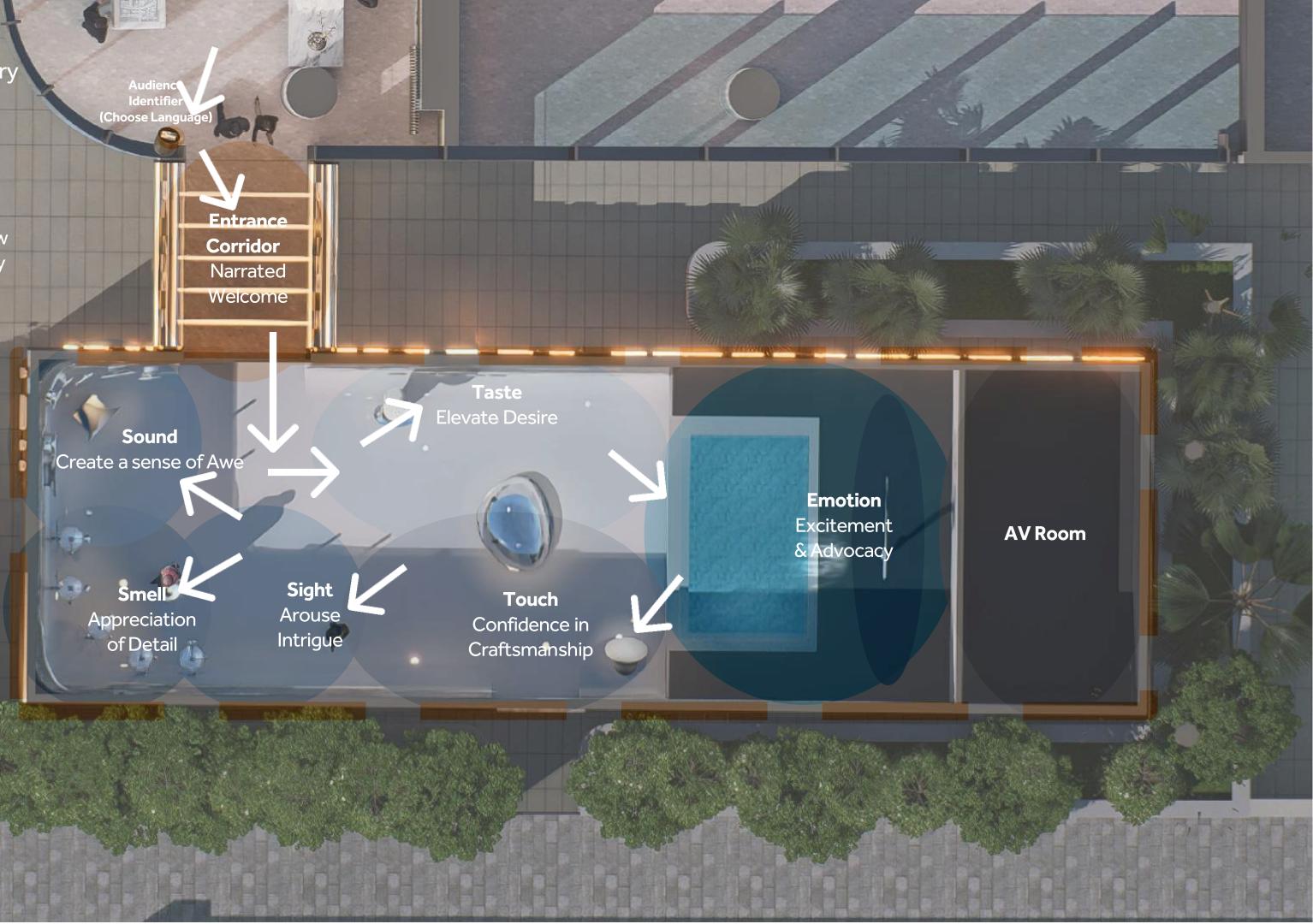
The Existing Sales Gallery is out of scope. And as this area already has the existing tools and spaces required for discussing the details of the destination development with our audience, (3D Model, Video Wall, Lounge, Meeting rooms). None of these are required within our space



Marasi Bay Sensorial Gallery Adjacency Plan

In order to create the best audience journey we have looked at how they arrive, how they are welcomed, what they experience as they enter and how we tell our story and engage them for the time they spend with us:

- Arrival Corridor
- Sight
- Sound
- Smell
- Touch
- Taste
- Emotion



Marasi Bay Sensorial Gallery Audience Personalisation

Our guests approach, they select their preferred language or region. Stepping into the entrance portal, a narrator greets them in their chosen tongue - welcoming them to our Marasi Bay Sensorial Gallery.

The doors open. They enter. A tailored soundscape begins, layered with cultural rhythms from their chosen region. Emotions stir - nostalgia, longing, joy, and a sense of belonging - as our story unfolds.

To the left, on the raised pool, our Chairman appears on a 3D hologram FX screen. With AI, he personally welcomes each guest, sharing his vision and the spirit of this destination.

The architects and interior designers are introduced, conveying their passion, purpose, and craftsmanship.

As this stage fades, sensorial activations awaken one by one: a celebration of Taste through culinary mastery; Touch through precision in materials and fashion; Scent through signature aromas crafted with Dior, evoking home and memory. Then the subtle Sound of a yacht's wake docking gently completes the sensory arc.

Finally, the stage reactivates - this time with a moving dance performance. A performer from their region delivers a climactic, emotional finale to their sensorial journey.

Marasi Bay Sensorial Gallery GA Plan



Our Visuals

Marasi Bay Sensorial Gallery
Approach



OCHRE

Marasi Bay Sensorial Gallery
Sensorial Structure



OCHRE

Marasi Bay Sensorial Gallery
Towards the Gallery



Marasi Bay Sensorial Gallery Entrance Portal



OCHRE

TAYINAT

20192910

OMNIyat

presents

Marasi Bay Sensorial Gallery
Audience Personalisation

Elevating
the
Senses



Our quest for refinement
and how we elevate the
senses in your home



Our quest for refinement
and how we elevate the
senses in your home

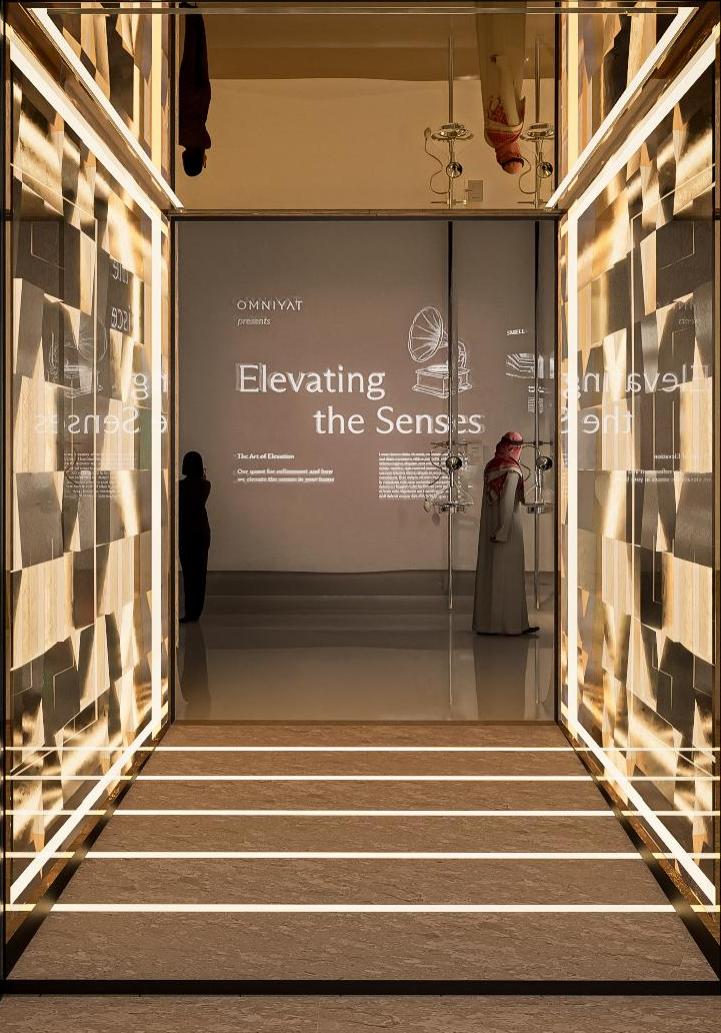
Select your language,
shape your soundscape
—let the journey become
yours.



1. *Arabic*
2. *English*
3. *Russian*
4. *Hindi*
5. *Mandarin*

Marasi Bay Sensorial Gallery
Entering the Sensorial Gallery

OCHRE



Marasi Bay Sensorial Gallery
Sight - Arouse Intrigue

'A sensorial journey that opens with a soundscape - gently layered with hand-sketched animations that flow like water, revealing the creative spirit of Marasi Bay.'

The Introduction to our gallery. The sensorial layers that draws our audience in.

Content

Marasi Bay Sensorial Gallery

Sight - Arouse Intrigue

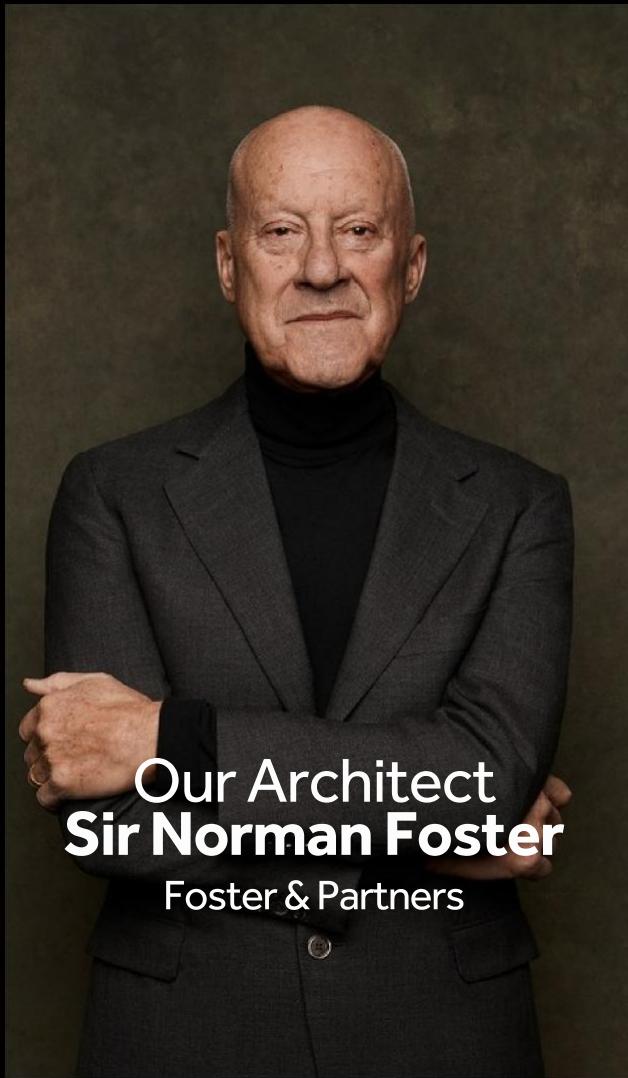


Marasi Bay Sensorial Gallery
A welcome word from...

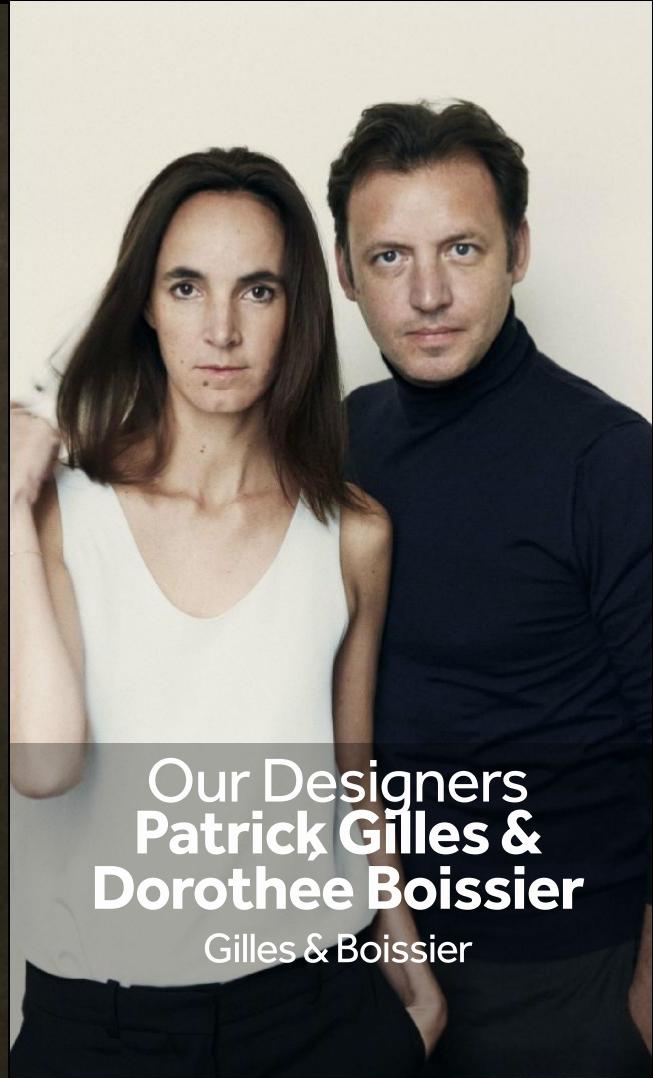


**Our Founder
Mahdi Amjad**
Founder &
Executive Chairman

OC HRE



**Our Architect
Sir Norman Foster**
Foster & Partners



**Our Designers
Patrick Gilles &
Dorothee Boissier**
Gilles & Boissier

Marasi Bay Sensorial Gallery
A welcome word from our Chairman



'In the evolving landscape of architecture, our muse is embedded in uniqueness.'

An introductory word from our chairman. Where Ai could change his language to personally welcome each guest.

Marasi Bay Sensorial Gallery
A welcome word from our Chairman



Marasi Bay Sensorial Gallery
A welcome word from our Chairman

(This video is used only used as an example to show the great passion that Mr Amjad has for Omniyat and that this would be perfect to share with our audience. If he was to be standing in our 3D hologram FX screen then our audience would feel like he is personally there with them and his passion and enthusiasm even more clear to see.)



Marasi Bay Sensorial Gallery
Taste - Elevate Desire



A Feast for the Senses

*'A delicate feast for the senses, as we savour
a beautifully crafted sweet—artfully made,
quietly exquisite.'*

The collection of crafted treats from one of our partners to present the exquisite quality of available offers.

Marasi Bay Sensorial Gallery
Taste - Elevate Desire



A Feast for the Senses

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voluptat. Ut wisi enim ad
minim veniam, quis nostrud



The Palate's
Quiet Poetry



Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
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Marasi Bay Sensorial Gallery
Touch - Confidence in Craftsmanship

TOUCH

The fabric of feeling — the delicate touch of silk, the gentle embrace of comfort, of home.'

To represent the quality and choice of materials that get carefully curated for each and every apartment and home.

A small town
in the Alps



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sed do eiusmod tempor
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et dolore magna aliqua. Ut
enim ad minim veniam, quis
nostrud



The gold
standard

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OCHRE

Marasi Bay Sensorial Gallery
Touch - Confidence in Craftsmanship

TOUCH

The of Fabric Feeling

A small town
in the Alps

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



OCHRE



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



The gold
standard

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Marasi Bay Sensorial Gallery
Scent- Appreciation of Detail

*'We lean in and breathe it in — the salty,
soft scent of the ocean breeze, just before
rainfall.'*

The series of emotive scents, possibly created by our partners Dior.

Marasi Bay Sensorial Gallery
Scent - Appreciation of Detail



Scent as Sophistication

Long ago, the art of perfume making was a secret...
...and the nose was the most important tool.

A Nose for Nuance

Consequat dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh
eulum sed blandit ut labore
et dolore magna aliqua erat
velut magna aliqua erat
minim veniam, quis nostrud
exercitationem ullamco laboris nisi ut aliquip ex ea
commodo consequat.



Scents of Elegance

Very few scents are as elegant as this one...
...and the nose is the most important tool.



Scents of Elegance

Very few scents are as elegant as this one...
...and the nose is the most important tool.



OMNIVAT
Diaphane



OMNIVAT
Diaphane



OMNIVAT
Diaphane



OMNIVAT
Diaphane



OMNIVAT
Diaphane

Marasi Bay Sensorial Gallery
Scent - Appreciation of Detail



OCHRE

Marasi Bay Sensorial Gallery
Sound - Create a sense of Awe

*'As we lean in, we listen to the gentle sound of
the wake as a yacht comes in to moor...'*

The series of emotive sounds from within the sound cone

For the
Sound - Create a sense of Awe

Marasi Bay Sensorial Gallery

Discerning Ear



*Stringed
Symphony*

Violin

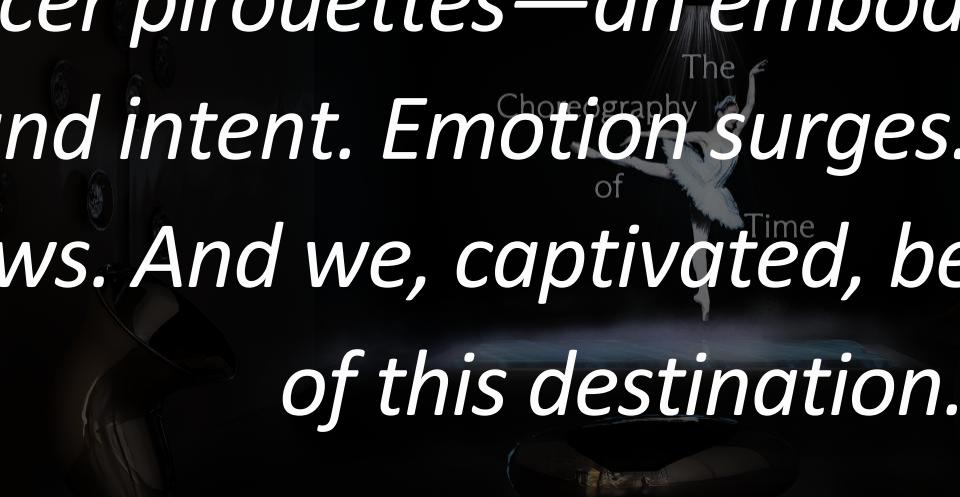


Guitar



OCHRE

Marasi Bay Sensorial Gallery
Emotion - Excitement & Advocacy



'To the rising tide of orchestral sound, our dancer pirouettes—an embodiment of grace and intent. Emotion surges. Excitement follows. And we, captivated, become the voice of this destination.'

A result of your initial selection will produce a dancer from your region, to help cement your feeling that you've come home.

Marasi Bay Sensorial Gallery
A dancer from your Region

The
Choreography
of
Time



Audience Personalisation
A dancer from your Region

Voice Over Language & Soundscape



Russian

OCHRE



Hindi



! X €



Mandarin

Marasi Bay Sensorial Gallery
Emotion - Excitement & Advocacy



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TASTE

SMELL

HEARING

TOUCH

VISUAL

A Feast for the Senses



The Art of Elevation

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The gold standard

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The gold standard

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The gold standard

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voluptat. Ut wisi enim ad
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The gold standard

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minim veniam, quis nostrud

The gold standard

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dolor magna aliquam erat
voluptat. Ut wisi enim ad
minim veniam, quis nostrud

The gold standard

OCHRE

OMNIYAT presents
Eleva t

The Art of Elevation

Our quest for refinement and
we elevate the senses in your h

Audience Personalisation
A dancer from your Region



OCHRE



Marasi Bay Sensorial Gallery
Audience Personalisation
Limited option to control the content

Art

OCHRE



Film



Motion

Marasi Bay Sensorial Gallery
Emotion - Excitement & Advocacy

A Feast for the Senses

TASTE

The Art of Elevation

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The Flair of Feeling

TOUCH

The gold standard

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OMNIYAT
presents

Eleva

The Art of Elevation

Our quest for refinement and we elevate the senses in your h

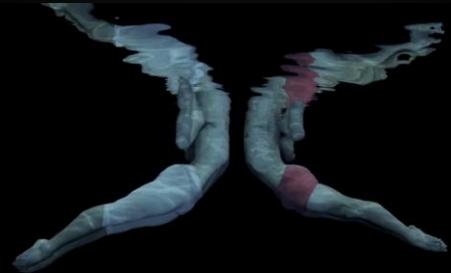
Marasi Bay Sensorial Gallery
Emotion - Excitement & Advocacy

A Feast for the Senses

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TASTE



The Art of

Flairic Feeling

TOUCH



The gold standard

The Art of Elevation

Our quest for refinement and we elevate the senses in your h

Marasi Bay Sensorial Gallery
Lasting Memories & Emotions

Elevating the Senses

The Art of Elevation

Our quest for refinement and how we elevate the senses in your home

A Rose for Romance

A Cognac for Sophistication

A Whisky for Adventure

A Rum for Celebration

A Tequila for Discovery

A Gin for Curiosity

A Vodka for Mystery

A Liqueur for Fantasy

A Brandy for Romance

A Cognac for Sophistication

A Whisky for Adventure

A Rum for Celebration

A Tequila for Discovery

A Gin for Curiosity

A Vodka for Mystery

A Liqueur for Fantasy

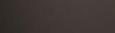
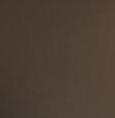
A Brandy for Romance

A Cognac for Sophistication

A Whisky for Adventure



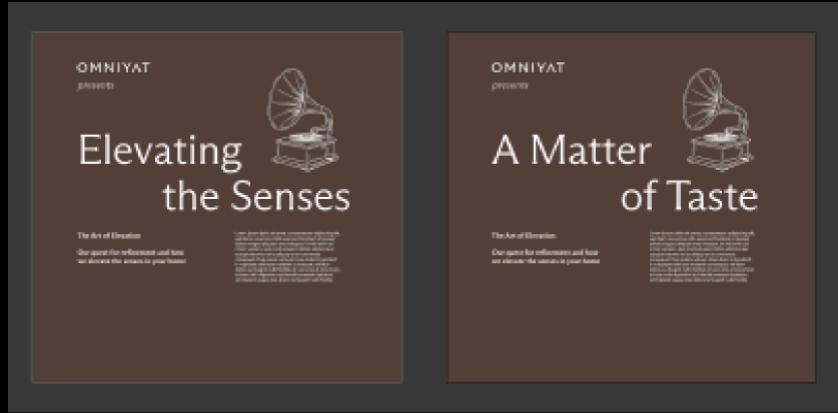
For the Discerning Ear



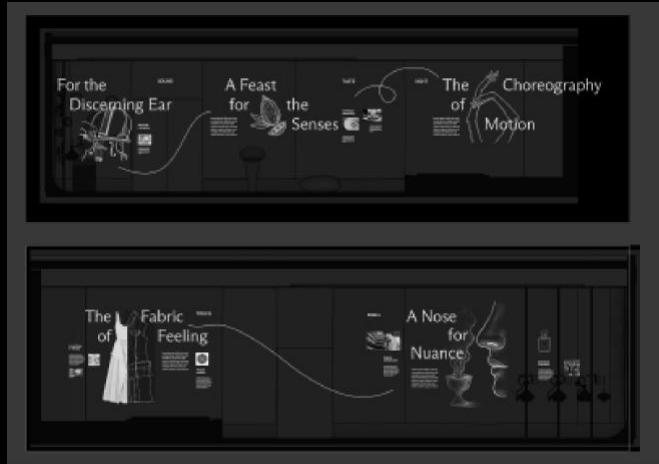
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Marasi Bay Sensorial Gallery

Projected overlays, the flow of the narrative.



Our welcome message and introduction to the space.



The flow from one sense to the next



The overlapping narrative, soundscape and content to create a fully immersive artistic and creative experience.



There lies an opportunity to offer our guests a keepsake — an elegant sculptural ornament, a signature scent, a delicate sweet, or perhaps a nautical compass to guide their journey beyond.





Cost Estimates

Cost Estimates

Based on the above designs we believe that the cost to deliver this structure and the content within will range between.

4-6 million AED

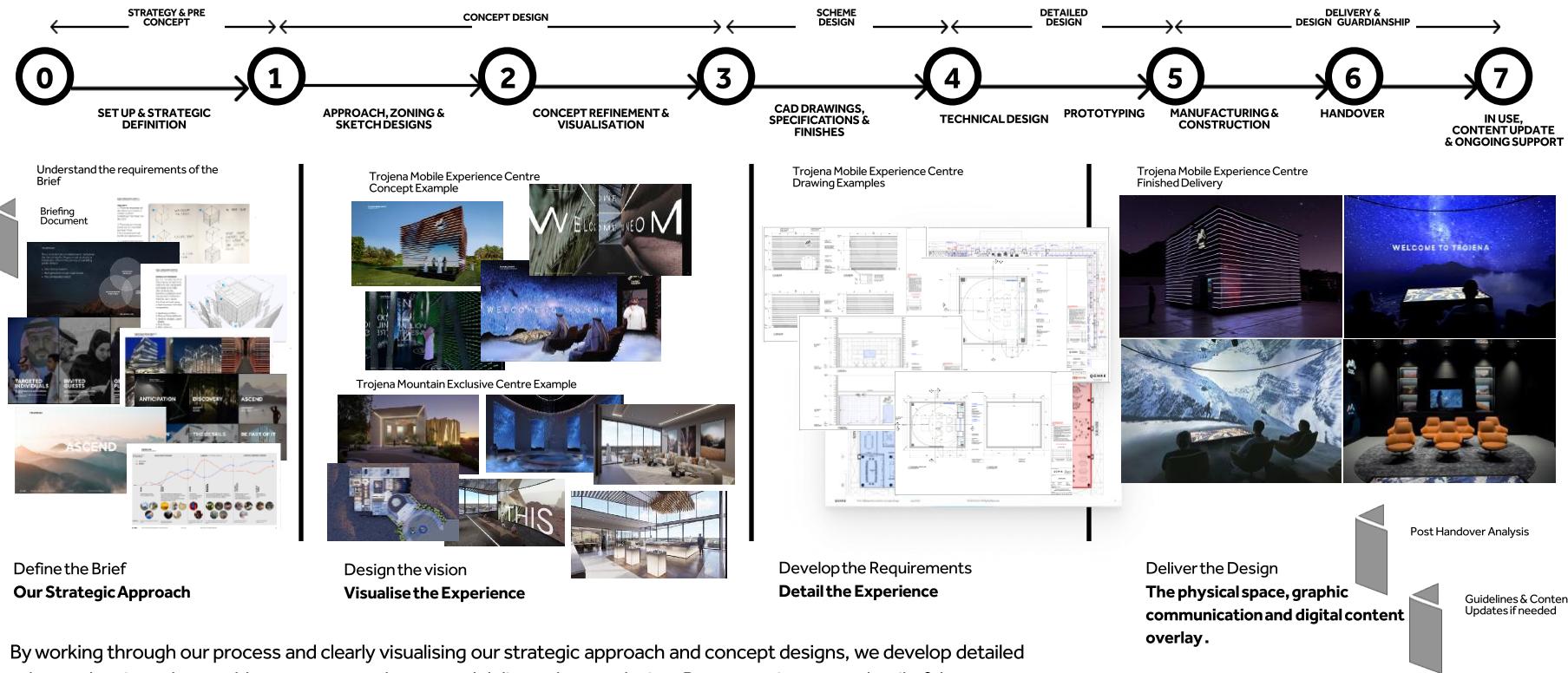
The lower estimate is for a single language approach where as the higher range would allow for a level of personalisation through additional content and control.

OCHRE

How we work:

Our design process

How we work: Our Design Process



By working through our process and clearly visualising our strategic approach and concept designs, we develop detailed scheme drawings that enable us to accurately cost and deliver what we design. By overseeing every detail of the approved design's delivery, we ensure the Experience is realised as envisioned and exceeds expectations.

OC H R E

What we do:

Our Company Profile, background and experience.

At OCHRE, we pride ourselves on being ***at the forefront of innovative design, blending creativity with technical excellence.*** With over 10 years of experience, we deliver dynamic, cutting-edge environments and spaces that inspire and engage.

What we do

Background

We are an independent brand and experience agency, helping clients to create better realities for unstoppable impact. We create brands, experiences, spaces, and exhibitions that deliver transformative outcomes.

Here's what we do:

We develop strategic brands that shape perceptions for organisations of all sizes. Our approach drives lasting impact, aligning with business objectives to ensure meaningful results.

We design experiences that connect brands with audiences. Through physical and digital interactions, we communicate vision, inspire change, and influence behaviours effectively.

We craft workspace environments that enhance productivity. Our spaces foster engagement, shape culture, and promote collaboration, empowering businesses to grow.

We ignite transformation and amplify impact. Together with our clients, we create better realities by reshaping perceptions, inspiring action, and delivering outcomes that endure.

Company Profile:
Applying Math + Magic

We believe Strategy & Creative work best in tandem, where the rational is paired with the emotional, to create outcomes that are not only grounded in facts & opinions but also imagined & brought to life in the most innovative & exciting ways.



Company Profile: Ochre is a brand consultancy, specialising in brand strategy, identity, holistic brand experiences and their implementation.
We are based in Dubai with hubs in London and Saudi Arabia



Offices / hubs

Dubai, London & KSA, servicing hyper-growth markets like the MENA region



Math & Magic

Strategy and Creative work in tandem



Repeat business

Around 80% of clients love to continue working with us



Major awards won

23 across various disciplines; brand 20 full time + a large network of creation and brand experiences



Team

20 full time + a large network of freelancers & specialised agencies

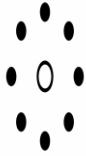


Capabilities

We believe that brand & experience affect each other. They are not just intrinsically linked. They are the same



Company Profile: From strategic brand conception to digital and physical implementation, we create maximum impact.



Brand

We give customers reasons to engage with brands by crafting the story and creating the visual expression.

Experience

We define experiences for online and offline spaces which can be seen, felt and heard in new, exciting ways.

Implementation

We plan, manage and oversee the implementation process to make sure the brand comes together to the highest standards.

Guardianship

We plan, manage and oversee the implementation process to make sure the brand comes together to the highest standards.

At Ochre we can help you with the full design and delivery service. **From strategic brand conception to physical design and delivery of the Omniyat Sensorial Gallery.** We help to connect the dots between the various touch points; The brand, the built experience and the printed and digital content. **We simply create a better experience.** We follow through and deliver solutions that not only match the vision but also leave lasting impact.

We've partnered with many developers to create impactful brands, implementing strategies that drive sustainable results across key touchpoints



Nakheel

Ochre rebranded Nakheel to elevate its brand, centering on "Building happiness and prosperity" to enhance its focus on quality of life and premium waterfront living.



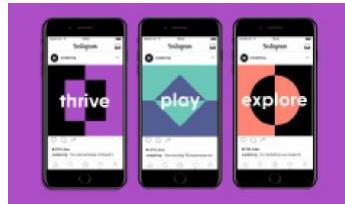
Meraas

Meraas wanted to raise their profile relative to their individual developments and shift their reputation from being a developer to a place maker. Charles led the team that came up with the brand that is now familiar to everyone in Dubai.



Aldar

Aldar was this team's first major real estate client in the UAE. In many ways, the brand proved to be more resilient than the business & our work was retained after the merger with Sorouh in 2013.



Arada

Arada's brand is about "a connected life" Ochre developed the brand strategy, architecture, identity and employer brand. The work is used across residential and destinations.



Expo City

Ochre worked with the Expo 2020 team on naming, brand architecture, visual identity extension, exhibition stands and are designing the experience center for Expo 2020.



Dubai Holding

Ochre worked with the Dubai Holding team on numerous occasions to reposition their real estate portfolio (DHRE) and the design of various brand touchpoints and internal campaigns.



Majid Al Futtaim

Ochre helped Majid Al Futtaim's real estate vertical raise awareness and sell properties during trade shows in the Middle East and Europe.



Emaar

At Cityscape Global, Ochre designed the Emaar pavilion for two consecutive editions to celebrate experience and discovery through a unique Emaar perspective, and helped them with the creation of some of their development brands.



Alef Group

Ochre helped the Sharjah-based boutique developer create various real estate brands.



Neom

Ochre is working with NEOM in KSA to help them engage with their audiences and sell ultra-luxury mansions within their Trojena development.

We work across various touchpoints to bring brands to life



Brands

Strategic brand creation that shapes the perception of large and small organisations, helping them to create lasting impact and deliver on their business objectives.

Capabilities

Audits & Research
Brand Strategy
Brand Architecture
Brand Identity
Naming
Verbal Identity
Sonic Identity
Motion Design
Campaigns
Brand Guidelines
Touchpoint Design
Implementation
Stakeholder Management

Experiences

Engaging brands with their audiences by designing experiences in the digital and real world, communicating vision, driving change & shaping behaviours

Capabilities

Audits & Surveys
Customer Journey Mapping
Strategic Brand Interpretation
Experience Design
Multi Sensory / Immersive Design
AV, Digital & Interactive systems
Content Creation
Service Design
Product Design (Physical + Digital)
UX & UI Design
Design Management
Project Management
Turn Key Implementation

Spaces

Workspace environments that boost productivity, spark engagement, shape culture, foster collaboration and drive growth within businesses

Capabilities

Audience Mapping
User Journeys
Brand Interpretation
Space Planning
Interior Design
Concept Design
Scheme & Detail Design
MEP Design
Value Engineering
Tender Management
Supplier Management
Turn Key Implementation
Usage Guidelines

Exhibitions

Trade fair stands and temporary pavilions that deliver more for brands by helping them to communicate their offer in engaging and effective ways

Capabilities

Brand Interpretation
Concept Design
Scheme & Detail Design
Content Creation
AV, Digital & Interactive systems
Immersive Rooms
Value Engineering
Tender Management
Supplier Management
Venue Management
Project Management
Marketing Support
Construction & Fabrication

OCHRE

Who we are:

Our Offices & Our Team

Ochre has a **ten-year, proven track record** of delivering **large, complex Experience Centres** in the UAE, GCC, Europe and Internationally. Ochre project team has a total of 246 years' experience over the last 23 years designing and delivering experiential spaces in the UAE, GCC and Europe.

Company Profile:

Location: We're in Dubai, Riyadh and London



Your core team has **246 years** of combined experience

100% of our clients would highly recommend us

Full service: consultancy through to final delivery

Company Profile:

Experience: How else can we help. Our impact spans across various brand touchpoints.



Experiences

Engaging brands with their audiences by designing experiences in the digital and real world, communicating vision, driving change & shaping behaviours.

Capabilities

- Audits & Surveys
- Customer Journey Mapping
- Strategic Brand Interpretation
- Experience Design
- Multi Sensory / Immersive Design
- AV, Digital & Interactive systems
- Content Creation
- Service Design
- Product Design (Physical + Digital)
- UX & UI Design
- Design Management
- Project Management
- Turn Key Implementation

Events

Event management, Stage shows and memorable experiences that deliver more for brands by helping them to communicate their offer in engaging and effective ways

Capabilities

- Brand Interpretation
- Concept Design
- Scheme & Detail Design
- Content Creation
- AV, Digital & Interactive systems
- Pre-show / Stages / Stage shows
- Value Engineering
- Tender Management
- Supplier Management
- Venue Management
- Project Management
- Marketing Support
- Construction & Fabrication

Spaces

Workspace environments that boost productivity, spark engagement, shape culture, foster collaboration and drive growth within businesses

Capabilities

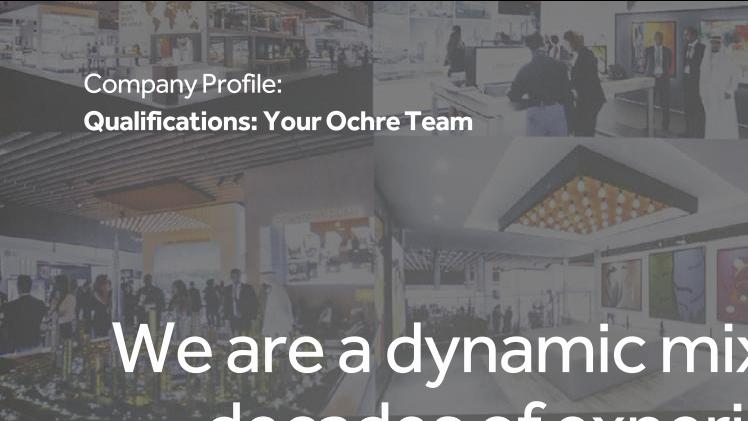
- Audience Mapping
- User Journeys
- Brand Interpretation
- Space Planning
- Interior Design
- Concept Design
- Scheme & Detail Design
- MEP Design
- Value Engineering
- Tender Management
- Supplier Management
- Turn Key Implementation
- Usage Guidelines

Brands

Strategic brand creation that shapes the perception of large and small organisations, helping them to create lasting impact and deliver on their business objectives.

Capabilities

- Audits & Research
- Brand Strategy
- Brand Architecture
- Brand Identity
- Naming
- Verbal Identity
- Sonic Identity
- Motion Design
- Campaigns
- Brand Guidelines
- Touchpoint Design
- Implementation
- Stakeholder Management



Company Profile:

Qualifications: Your Ochre Team

We are a dynamic mix of industry experts. Our team has decades of experience working at the most highly regarded agencies in the world whilst managing global clients across numerous sectors. Your team will be led by all Ochre founding partners.

Company Profile:

Qualifications: The Core Team

Hello. This is us. You are buying a team not just a company.

Dave, Rich and Seb have worked together for 20 years, and for the last 10 years as Ochre.



David Markham
Managing Partner
David is the Managing Partner of Ochre. He has an extensive design and media background and has led creative agencies throughout his career. David has worked expansively in the Event industry for over 26 years across Europe and the Middle East.

David has a notable client résumé including Tawazun, Dubai Watch Week, Al Futtaim, Audi, Bentley, Dubai Culture, Dubai Airports, DWTC, Emaar, EY, Eagle Hills, Porsche, Ferrari, GCAA, Gulf Related, Jumeirah, Kraft Foods, MISK, Mubadala, Majid Al Futtaim, Noor Bank, NBAD, PwC, Rosewood, YAS Holding, Yahoo!



Richard Toyne
Partner & Head of Projects
Richard, with 27 years in visitor experience, has led projects globally for companies like Disney, Unilever, and Mubadala. A trained 3D designer, Richard has directed large-scale exhibition stands for EMAAR, Dubai Holding, and EXPO 2020. Notable projects include General Motors at Disneyland, Manarat Al Saadiyat, and The Saadiyat Story. Co-founder of Ochre, Richard specializes in immersive technologies and interactive exhibits, leading innovative projects like the Dubai Watch Week, Tawazun, District 2020 Experience Hub at EXPO 2020.



Sebastian Klein
Partner & Creative Director
Sebastian has over 18 years of multidisciplinary branding experience. His work spans nearly every category of creative output. His unique blend of creative and strategic thinking has been central to successful projects around the world. Sebastian has lived and worked in San Francisco, New York, London, and Dubai. Sebastian has created brands for Nakheel, Roxy Cinemas, Aditya Birla Group, Vivium, Tawazun, Aldar, Armana, Dubai Watch Week.



Robert Vaughan
Experience Creative Director
Rob is a Creative Director with over 28 years experience managing large-scale projects in Europe, America and Asia. He has the experience to see a project through all stages from strategic conception through design, development and on site delivery working closely with the designers, production and clients. Noteworthy clients include; Dubai Watch Week, Dubai Holding, Dubai Airports, DP World, Expo2020, MiSK City, MAF, Arada, Aston Martin, Jaguar Land Rover, Porsche, Audi, Harrods, EY, Citadines, Dell, Vodafone, Airtel, Motorola, HSBC, Standard Chartered Bank.



Georgia Rose
Key Account Manager
Georgia is an experienced Key Account Manager with expertise cultivated in leading UK agencies, she has a results-driven approach and a passion for building strong client relationships. She excels in strategic planning, project management and team leadership, consistently surpassing clients expectations targets. Qualifications and experience Georgia has over 10 years of experience in the exhibitions and events field. Exhibition projects in this region include Expo City, NEOM, PIF, RTA, Louis Vuitton, Samsung.

Company Profile:

Qualifications: The Wider Ochre Team



Ryan Miglinczy Design Director



Vishnu Pasupathy Design Director



Avinash Lobo Digital + Motion Manager



Umanga Senevirathne Senior Experience Designer



Gheed Fekaiki Arabic Designer



Peter Rico Senior Experience Designer



Carmela Manaro Design Manager



Jerome Biason Experience Designer



Marco Maligat CAD Draughtsman



Angelo Montaña Finance Director



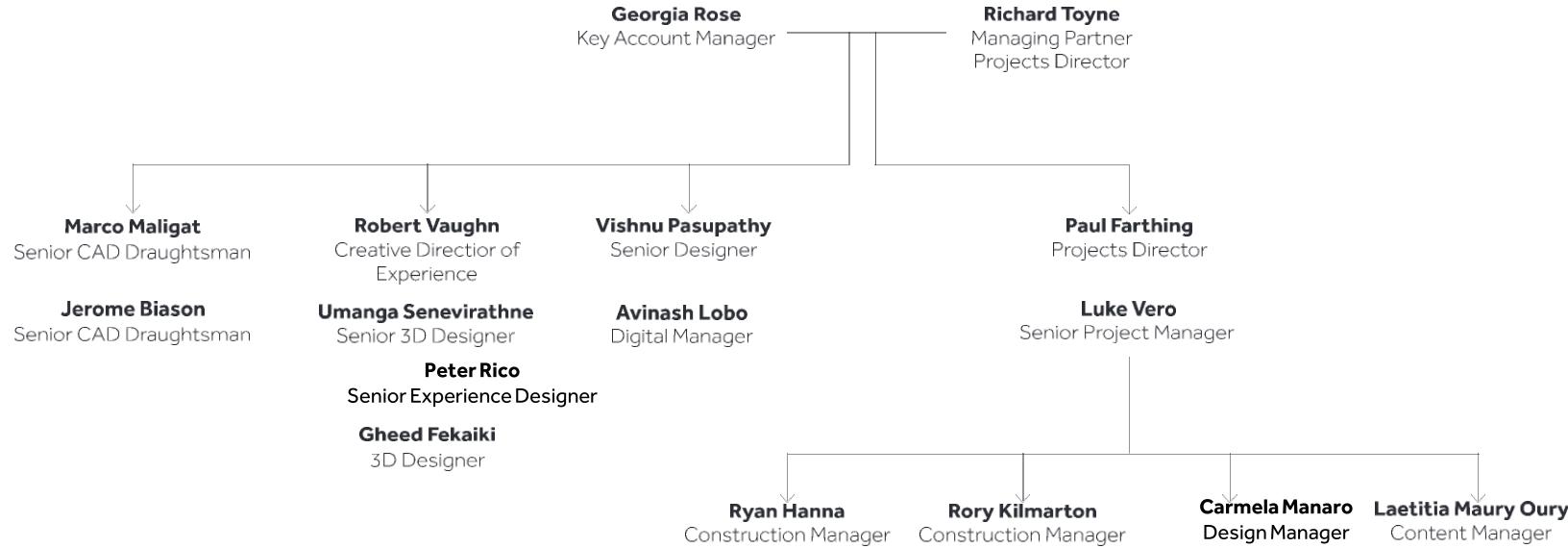
Mega Indah Sari Studio Manager



Paul Farthing Projects Director

Company Profile:

Qualifications: The OMNIYAT Team



Company Profile:

Qualifications: Our Trusted Partner Team

We partner with trusted build, AV, Graphics and Logistics specialists that all have their own in-house experts including CAD , electrical engineering and delivery. **They have full time structural engineers, welding and steelwork specialist as well as experienced and trained electricians, carpenters, plumbers, painters and printers.** We have ongoing relationships going back many years with each partner and work with and visit every partner and facility regularly.

O C H R E

What we've done:

Portfolio: Examples of previous work.

OCHRE
ON
EXPERIENCES



We designed and built the headquarters for Dubai Holding, focusing on creating a space that reflects the company's innovative and forward-thinking ethos. The design integrates advanced technological features and sustainable practices, aiming to foster a collaborative and dynamic work environment. The new headquarters is not only a physical space but also a representation of Dubai Holding's commitment to leading urban development and innovation.

The main gallery area included a twenty metre long mixed media wall installation that showcased Dubai Holding's impact locally and globally across sectors. Gallery area plinths served as detailed showcases for both physical and digital artefacts, telling the story of growth through its rich history.





NEOM

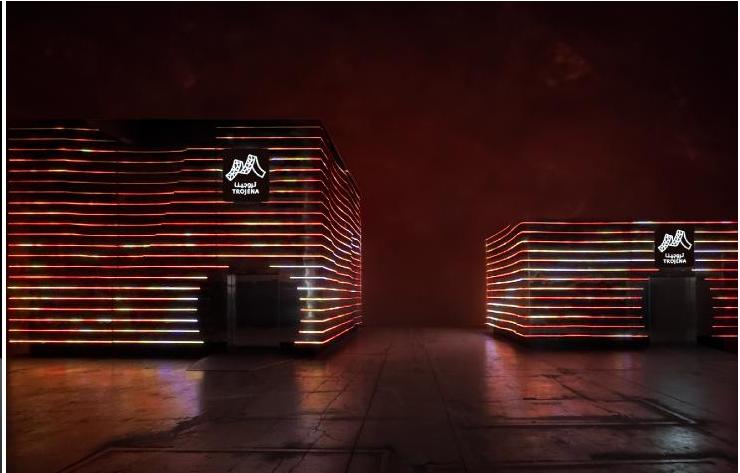
Neom approached Ochre to create an immersive and collaborative space which will be used as a Sales Centre and hospitality appealing to high net worth clients.

The space is high-tech and luxury, incorporating a multi-sensual experience bringing the Mountains of Trojena to life as you sail through the terrain.

Our approach to the brief has allowed Neom to elevate their sales experience, exceeding expectations and will now be used across all across all their internal teams alongside the Sales & Marketing divisions.

"You guys really hit a home run with the design - absolutely knocked it out the park!"

Clark Williams Communications and Marketing Director, Trojena (NEOM)



OCHRE



هيئة الشارقة للمتاحف
Sharjah Museums Authority

We helped Sharjah's Museum Authority to showcase Sharjah's historical significance and cultural heritage as a pivotal region in the United Arab Emirates.

The 'Gateway to the Trucial States' experience highlights the city's role as a connector and influencer in the region through interactive exhibits and thoughtful architectural elements that reflect its cultural narrative. The project aims to educate visitors about Sharjah's past and present contributions to the Trucial States while fostering appreciation for its unique identity and historical context. The museum helped Sharjah secure UNESCO Heritage status for six of its most important cultural sites.





مدينة إكسبو دبي
EXPO CITY DUBAI

We designed an engaging and informative exhibition for Expo City Dubai at COP28, focusing on sustainable urban development and environmental initiatives. The exhibition highlighted Dubai's efforts and achievements in sustainability, showcasing interactive displays and forward-thinking projects that align with global environmental goals. The design and execution aimed to inspire visitors and stakeholders by demonstrating practical and innovative solutions to climate challenges, reflecting Dubai's commitment to leading in sustainable urban practices.

"Ochre are the best agency I have ever worked with"
Nadia Verjee
Executive Director,
Expo Dubai Group



OCHRE

After its conclusion, Expo 2020 transitioned into Expo City Dubai, transforming from a global exposition into a futuristic district for living and working. While many pavilions returned to their originating countries, the Expo retained various elements like sculptures, textiles, musical instruments, and memorabilia. These items were repurposed to enrich the site with historical continuity and cultural richness, crafting a legacy experience for visitors and future residents.

In partnership with Expo, we curated a narrative around 200 artifacts from over 100 countries, showcased in three thematic exhibitions: 'Our Moment in Time,' 'Our Wonderful World,' and 'Our Endless Imagination.' This initiative used creative storytelling to explore the artifacts' connections to the themes of opportunity, mobility, and sustainability. Each exhibition celebrated the unity and contributions of the participating nations, highlighting the enduring legacy they have left behind in Expo City Dubai.



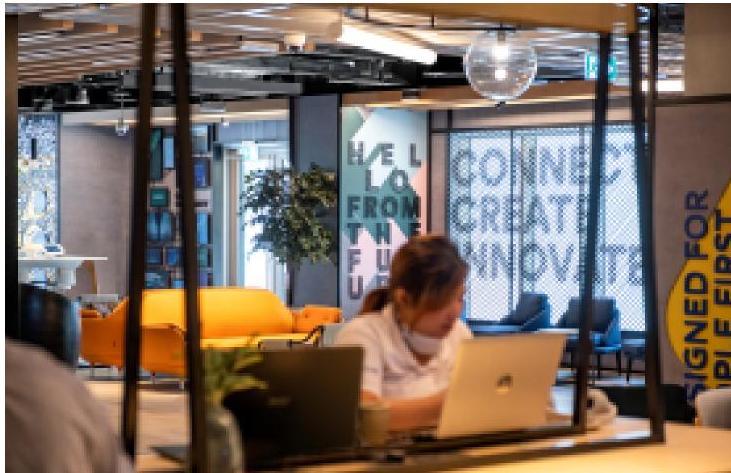
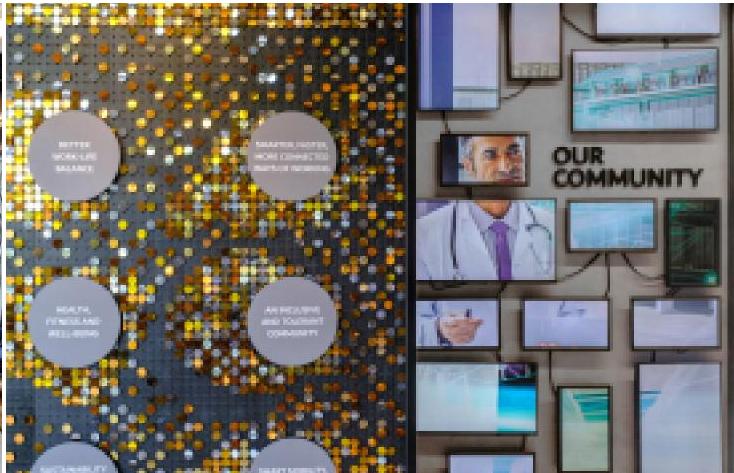


مدينة إكسبو دبي
EXPO CITY DUBAI

We designed the District 2020 Experience Hub to showcase Dubai's future city planning initiatives post-Expo 2020, emphasising sustainable and innovative urban development. The hub serves as an interactive platform, engaging visitors with various aspects of the District 2020 project, including its emphasis on connectivity, sustainability, and community living. The Experience Hub effectively communicates the vision of District 2020 as a model for future cities, aligning with global sustainability goals and innovative urban solutions.

"Ochre are the best agency I have ever worked with"

Nadia Verjee
Executive Director,
Expo Dubai Group



Dubai Watch Week is a biannual horological event that celebrates the art of watchmaking and brings together enthusiasts, collectors, and industry professionals from around the world. Hosted by Ahmed Seddiqi & Sons, the event aims to educate, inspire, and promote dialogue within the watchmaking community.

Ochre was tasked with designing and producing the event's physical environment, including exhibition spaces, lounges, and interactive installations. We provided a series of scaleable stands that catered for the needs of each exhibitor. From the smallest footprint where we still provided a strong brand presence and all they would need to present their premium products, to the larger stands with presentation plinths, lounge seating clusters and promo-screens.



Ochre's founders are proud to have designed and built 'The Saadiyat Story' venue at Manarat Al Saadiyat for TDIC, located in Abu Dhabi's cultural hub on Saadiyat Island. This interactive exhibition space narrates the transformative journey of Saadiyat Island from a remote area to a vibrant cultural and educational hub.

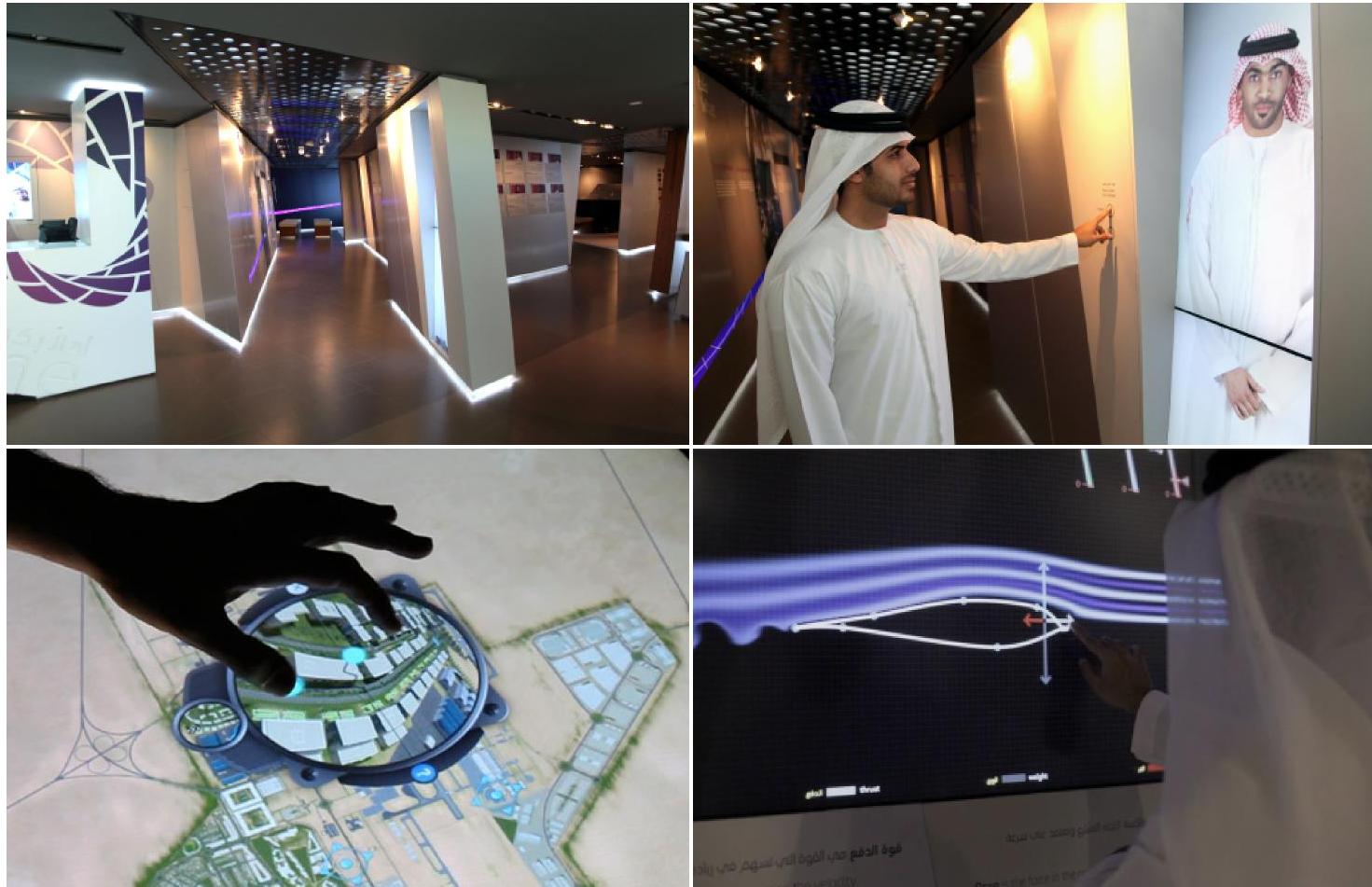
The Saadiyat Story immerses visitors in Abu Dhabi's rich heritage and the visionary leadership of Sheikh Zayed, alongside the island's dynamic development. Our architectural design fosters an educational and engaging environment through digital libraries, three-dimensional cinemas, and dynamic information panels that explore Saadiyat's past, present, and future.

By integrating cutting-edge technology with innovative design, we've created a space that not only tells the story of Saadiyat Island but also deepens visitor appreciation of its ongoing transformation into a prominent cultural landscape.





We were honored to have been commissioned by Mubadala to design and build the Experience Centre at Nibras in Al Ain. This innovative facility serves as a dynamic showcase for the Nibras Aerospace Park, designed to highlight its role in advancing the aerospace industry in the region. The Experience Centre is a testament to cutting-edge architectural design and functionality, providing an immersive environment where visitors can engage with interactive exhibits and state-of-the-art technologies that demonstrate the aerospace sector's impact and potential. Our design integrates elements that reflect the high-tech nature of aerospace, creating a space that is both educational and inspiring. By utilising interactive displays and multimedia presentations, the Centre offers visitors a deep dive into the future of aerospace and its contributions to global innovation. Our expertise in creating meaningful spaces is evident, as the Centre not only informs but also excites visitors about the possibilities within the aerospace industry at Nibras.



Our Project Director was contracted to oversee the build of the Qasr Al Muwaiji Museum, a cultural landmark located in Al Ain, UAE. This museum is dedicated to preserving and showcasing the history of Qasr Al Muwaiji, the birthplace and residence of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE. The design aimed to respect and reflect the historical significance of the fort, which has been meticulously restored to serve as a beacon of Emirati heritage. The museum's exhibits are arranged to narrate the story of the fort and its inhabitants, with a particular focus on the leadership and legacy of Sheikh Khalifa. We incorporated interactive multimedia displays and traditional artifacts to create a rich, educational experience. The design integrates modern architectural elements with the original structure, providing a seamless journey through the past and present of this historic site, inviting visitors to connect deeply with the UAE's rich history.





We have a long term partnership with Dubai Airports. One of our projects with them was to enhance the brand experience and streamline the passenger journey. The initiative focused on integrating digital solutions and innovative design elements that enhance functionality and improve user experience.

The outcome has been an improved perception of Dubai Airport as a leader in global travel, emphasising efficiency, comfort, and a high level of customer service.

"Ochre's passion and expertise in elevating the customer experience really shone through when we were re-evaluating and re-inventing the customer boarding experience. This passion to put the customer at the heart of the design has resulted in an incredibly successful concept which gives every user a small taste of Dubai culture within an vibrant and innovative environment."

Neil Kee Vice President - Design Development, Dubai Airports

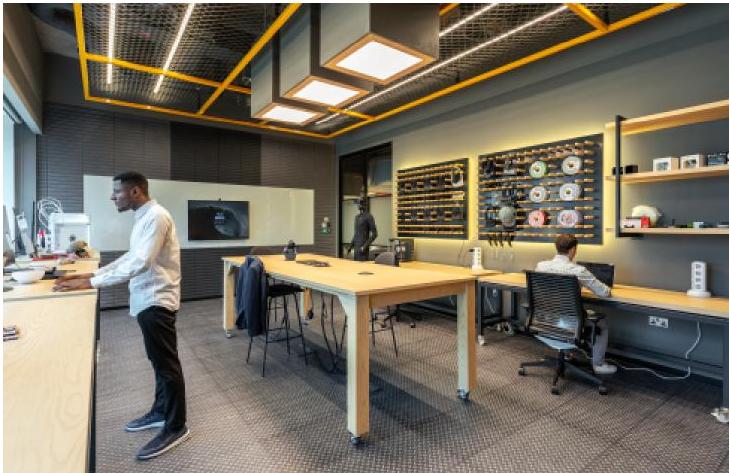




We partnered with PwC to develop a new "Digital Experience Centre" designed to transform PwC from a traditional service provider into a driver of innovation and digital transformation. The centre was created as a multi-functional space that could adapt to different needs and uses, marrying a startup's agility with PwC's established reputation, and was centered around user-centric design principles to effectively address regional business challenges. The centre has already significantly exceeded revenue targets, effectively changing perceptions of PwC and setting a new standard for client engagement and experience-driven environments.

"Ochre is not your 'usual' agency. Their approach to design is innovative and every detail is thought through, with an intent to bring experiences to life...and the result is just remarkable. From VVIP clients to senior leadership, anyone visiting our office space has been blown away and our team is proud to call this place 'home'"

Ali Hosseini
Chief Digital Officer & Partner, PwC





We collaborated with EY in creating the Wavespace Centre, designed to be a hub for innovation and collaboration. The centre integrates advanced technology and flexible design elements to foster an environment conducive to creative problem-solving and strategic thinking. With its state-of-the-art facilities, the Wavespace Centre serves as a dynamic space for businesses and individuals to connect, share ideas, and drive forward new initiatives.





OCHRE ON EXHIBITIONS

Portfolio:

We design exhibitions with transformative outcomes

For us, creating a trade fair stand or activation is about much more than aesthetic appeal. We are committed to crafting exhibition spaces that go beyond the ordinary — they amplify your brand message, engage audiences uniquely, and drive meaningful interactions. It's not just about looking good; it's about developing spaces that effectively communicate your offer and work tirelessly for your brand's vision and objectives. *Let's create an exhibition space that does more than just attract attention.*

Services

- Brand Interpretation
- Concept Design
- Scheme & Detail Design
- Content Creation
- AV, Digital & Interactive systems
- Immersive Rooms
- Value Engineering
- Tender Management
- Supplier Management
- Venue Management
- Project Management
- Marketing Support
- Construction & Fabrication





Emaar's impact on Dubai's luxury living has propelled the city to 10th globally in influence, with the UAE at 19th in 'Country brand' influence. Their luxury vision, evident in landmarks like the Burj Khalifa and Dubai Opera, has bolstered Dubai's global standing.

At Cityscape Global, Emaar refined Dubai's lifestyle offering, positioning themselves as the premier provider of premium living experiences. By evolving their brand language and emphasising their role in "Defining Dubai," they stood out, winning the 2016 Best Stand Design award, reinforcing their pivotal role in Dubai's development.

"Showcasing our brand to the right people, in the right way is a key part of our growth strategy and Ochre has reinvigorated the way we do this. They are far more than consultants, they take a brief and use the opportunity to develop brand equity and experiences that continue to work hard for our business long after the show."

Michèle Dabaghian
Chief Marketing Officer
Emaar





'Lifestyle' extends beyond iconic buildings; it arises from everyday experiences that enhance living standards. These intangible benefits are the result of collective contributions to a better way of life. Experiences, by definition, cannot be taught; they must be felt, understood, and discovered firsthand.

At Cityscape Global, we designed the Emaar pavilion to celebrate these ideas of experience and discovery, presenting them through a unique Emaar perspective. 'The Emaar Guide To Lifestyle' transcends conventional project showcases typically seen at Cityscape, symbolising a holistic approach to living well.

"You did an excellent job! It's as if your team read our minds. The design of the stand was extremely elegant, warm and inviting. Everything was just perfect, the general flow, the lighting, the material used for all the elements, the water features. I believe it was by far the most beautiful stand we have ever had."

Sandrine Gilbert
Marketing Director
Emaar





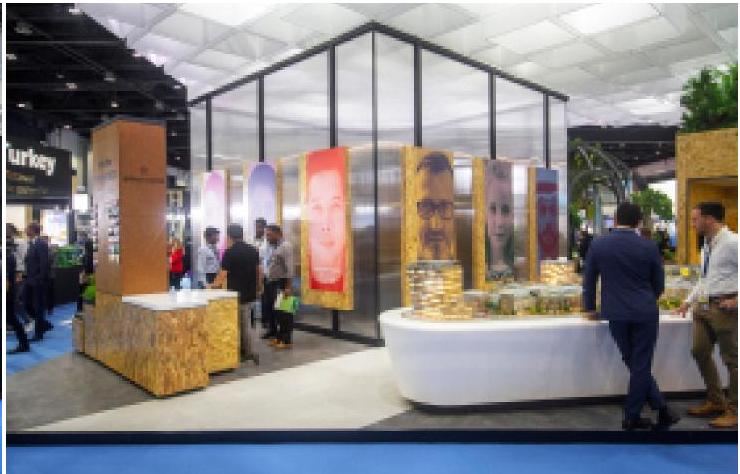
Expo 2020 Dubai's legacy, District 2020, was a crucial yet lesser-discussed aspect of the mega-event. After Expo 2020 concluded, the site is being transformed into what was known as District 2020 but now renamed as Expo City, ensuring a lasting legacy for Dubai.

Ochre was commissioned to debut the District 2020 brand, highlighting the importance of meticulous planning for successful legacy development. This initiative aims to convey that a legacy can only succeed if it is carefully planned from the outset. By showcasing the extensive planning undertaken for legacy development, Ochre's collaboration with Expo/District 2020 emphasises the significance of ensuring that the site continues to serve a purpose long after the event's conclusion.





Expo City Dubai (ECD), originally part of Expo 2020, has evolved into a fully functional model of a human-centric, sustainable city of the future, but its broader vision and sustainable infrastructure are often overlooked. Hosting COP28, ECD leveraged this event to showcase its sustainable architecture and operations through various interactive and educational experiences, including a symbolic installation of the 'Ghaf' tree that immerses visitors in a sensory journey, illustrating the city's commitment to sustainability. The COP28 pavilion incorporated digital interactives, a virtual assistant named Noor, and tangible sustainability demonstrations, culminating in a pledge activity that aligns with the city's green initiatives, thereby enhancing visitor engagement and promoting ECD as a hub for innovation and sustainable living.





At Cityscape, we developed a Central Idea for Dubai Holding: "For the Good of Tomorrow." Guided by this vision, Dubai Holding and its subsidiaries pioneer new sectors, nurturing environments for individuals and businesses to thrive. What sets them apart is their significant "breadth of impact," intricately shaping communities across all industry sectors.

Our showcase highlighted Dubai Holding's contributions to the city's future well-being, reinforcing their commitment to "For the Good of Tomorrow." This positioning distinguishes Dubai Holding from conventional builders and lifestyle providers.

"At Cityscape Global, Dubai Holding aimed to showcase its portfolio's breadth and impact. Collaborating with Ochre, they effectively conveyed our complex brand, resulting in a standout pavilion that attracted significant traffic. This helped propel our brand forward, making it the highlight of the trade show."

Huda Buhumaid
Chief Marketing Officer
Dubai Holding



ARADA

We worked with Arada, a UAE-based developer, to redefine its brand strategy and identity, focusing on creating a people and experience-centric brand that enhances community living in Sharjah. They developed a vibrant and engaging visual system, complemented by a custom font and straightforward messaging, aimed at connecting people with essential aspects of life through well-designed community spaces. Since the rebranding, Arada's developments have seen a significant increase in sales, demonstrating the effective alignment of the brand with its new strategy and the positive reception from the market.





When people think of Majid Al Futtaim, they often envision iconic developments like Mall of the Emirates, hotels, and retail offerings. Our objective was to capitalise on this positive perception and emphasise the creation of 'Communities' as a credible new business unit within the Majid Al Futtaim umbrella.

Cityscape is typically bustling, noisy, and crowded, with developers vying for attention and striving to distinguish themselves. Therefore, we designed the Majid Al Futtaim pavilion to stand out not by competing, but by offering a tranquil haven – a space where visitors would be drawn to spend time and explore. 'Cutting through the Noise' guided our design principles for their debut presence at Cityscape Global.





Imagine encapsulating the essence of a city or even an entire nation into a tangible, aspirational product of prosperity for others to emulate. That's precisely what Eagle Hills is accomplishing for aspiring nations and cities worldwide. From Belgrade to Morocco, from Bahrain to Abuja, Eagle Hills is shaping urban landscapes and fostering economic growth. Eagle Hills enlisted Ochre to communicate this multifaceted offering to the world, and our collaboration resulted in a resounding success at Cityscape Abu Dhabi. By prioritising experience and social interaction over facts and figures, we crafted a space as compelling as Eagle Hills' offering itself. This approach positioned Eagle Hills as a leader in global urban development, sparking conversations and capturing attention at the exhibition.



OCHRE ON BRANDS



NAKHEEL

We partnered with Nakheel to elevate their brand, centering on "Building happiness and prosperity" to enhance their focus on quality of life and premium waterfront living. This rebranding aligns with Dubai's 2040 Urban Master Plan and aims to position Nakheel not just as a developer, but as a purveyor of enriched living experiences.

"The journey you have taken us on, has led to the most satisfying outcome, making us all not only happy but proud to be ambassadors for the new brand, which marvelously reflects the new Nakheel we have worked so hard to achieve. I have rebranded a few companies before but never has the result been so enriching and satisfying. Thank you."

Naaman Atallah
Chief Executive Officer, Nakheel

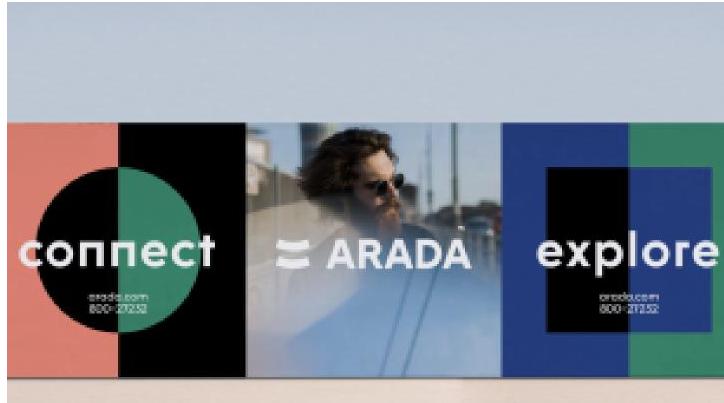
The collage consists of three smartphone screen mockups. The top post shows two women at a poolside, with the text: "Happiness is hanging out, high up in the sky." Below it, a woman in a blue dress stands by a railing overlooking water, with the text: "NAKHEEL". The bottom row features two posts: one showing two children at a table, with the text: "Happiness is pushing friends to do better."; and another showing a woman in sunglasses in a pool, with the text: "What does happiness mean to you? Happiness is cooling off on a hot day."

The website header includes the Nakheel logo and navigation links for "Our Communities", "Residential Sales", "Home Rental", "Retailed Malls", "Hospitality & Leisure", and "Contact Us". The main banner features a woman in a blue dress standing by a railing, with the text: "Building happiness and prosperity".

This section contains a variety of digital marketing assets. It includes a mobile phone showing the Nakheel app, a landing page with a large "N" logo and the text "Happiness is no one thing.", and several social media posts. One post shows people paddleboarding with the text: "Happiness is a morning paddle with the crew." Another shows a man running with the text: "Happiness is pushing your mate to do better." A third shows a person in a pool with the text: "Happiness is cooling off on a hot day." A fourth shows a person running on a track with the text: "Happiness is no one thing."

≡ ARADA

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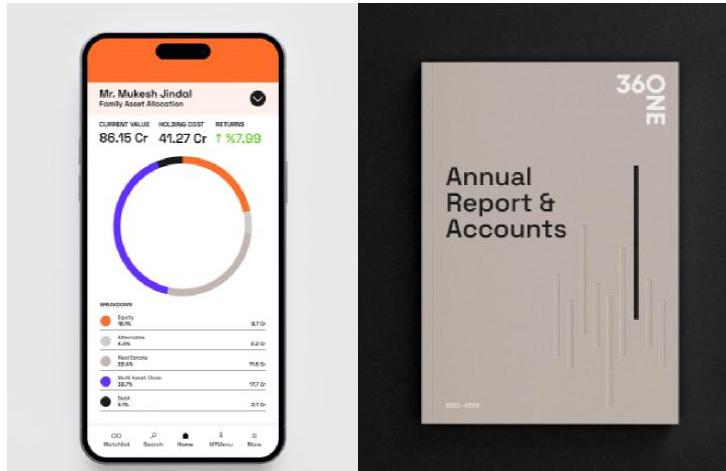
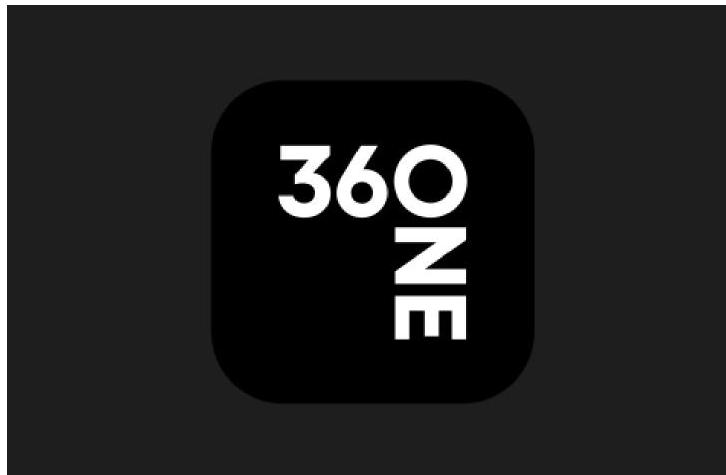


360 ONE

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"Your partnership has truly been a fantastic experience. Loved each part of our various interactions... Thank you for the tremendous ownership, passion and creativity that each of the Ochre team brought to the table. We are excited and proud of the outcome and look forward to the journey ahead."

Anshuman Maheshwary
Chief Operating Officer, 360 ONE



Portfolio:

Exceed Expectations ...

Portfolio:

Our clients enjoy working with us.

We will happy to provide references as part of the process



"You guys really hit a home run with the overall approach on the task at hand - absolutely knocked it out the park, strategically and the creatively! "

Clark Williams Director - Marketing & Communications, NEOM



"The journey you have taken us on, has led to the most satisfying outcome, making us all not only happy but proud to be ambassadors for the new brand, which marvellously reflects the new Nakheel we have worked so hard to achieve. I have rebranded a few companies before but never has the result been so enriching and satisfying. Thank you."

Naaman Atallah Chief Executive Officer, Nakheel



"Ochre ignited a spark of creativity, working with us in the real estate landscape. Together we developed bold concepts that brought our strategic brand vision to life, launched Brand Learning Workshops, and navigated the complexities of Covid communications. Ochre's approach to brand building would be valuable for any forward thinking company."

Melissa Bayik Senior Creative Director, Arada

Portfolio:

Our clients enjoy working with us

"Your partnership has truly been a fantastic experience. Loved each part of our various interactions. Thank you for the tremendous ownership, passion and creativity that each of the Ochre team brought to the table. We are excited and proud of the outcome and look forward to the journey ahead."

Anshuman Maheshwary Chief Operating Officer,
360 ONE

"Ochre's passion and expertise in elevating the customer experience really shone through when we were re-evaluating and re-inventing the customer boarding experience. This passion to put the customer at the heart of the design has resulted in an incredibly successful concept which gives every user a small taste of Dubai culture within an vibrant and innovative environment." **Neil Kee** Vice

President - Design | ST Development
Dubai Airports

"Ochre are the best agency I have ever worked with"

Nadia Verjee Executive Director,
Expo Dubai Group

"Ochre is not your 'usual' agency. Their approach to design is innovative and every detail is thought through, with an intent to bring experiences to life...and the result is just remarkable. From VVIP clients to senior leadership, anyone has been blown away and our team couldn't be more proud with the outcome."

Ali Hosseini Chief Digital Officer & Partner, PwC

"Working with Ochre was refreshing as they very quickly were talking our language. They were able to understand our vision, the complexity of our brand and the task at hand and found innovative ways to bring our story to life. Not only did they unpack a fairly complex brief, they translated this into an opportunity to further develop our brand positioning... Our show-stopping pavilion was easily the best one at the trade show and certainly helped propel our brand forward."

Huda Buhumaid Chief Marketing Officer, Dubai Holding

Our proactive approach at Ochre ensures that ***we don't just respond to briefs; we challenge them*** with new ideas and solutions. For Omniyat, we'll introduce an innovative sensorial ***approach*** that will ***enhance the audiences experience and their understanding of Marasi Bay, elevating the visitor experience***, driving more engagement than ever before.

We are very excited about the prospect of working with you to deliver this exceptional Omniyat experience gallery.

OCHRE

Not just nicer pictures.
Better realities.

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