



Spirit of art by S

Interior Design Portfolio

Based in Lebanon, “**Spirit of Art by S**”(SOA) is a collaboration of industry experts with broad knowledge and expertise in developing and opening Commercial & Residential Projects including Villas, Apartments and Hospitality Industry.

With our diverse background, experience, and understanding of the regional marketplace starting from Beirut moving to Dubai and Egypt, we “SOA” offer more than 20 years of combined experience in creating and executing the above highlighted services.

Following a solid success within the Luxurious Residential Division, we are extending our Visionary to support the Promising Hospitality Sector.

Typical Services by SOA:

- Concept Development with a full Business Plan.
- Interior Design & Brand identity development.
- Securing prime locations.
- Fit our contractor tender process and coordination work.
- Procurement of FF&E / OS&E.

DELIVERABLES STRUCTURE & TIMELINE

SOA will provide services in accordance with the following phases:

Phase 1 – Concept implementation based on new location development

SOA will conduct a study in-order-to present phase one of the concept development

- Formulate a brief based on the client's vision and requirements
- Propose a Pre-Concept Design with multiple directions

Based on the research and client feedback, SOA will produce a concept document covering:

- Concept profiling and detailing
- Design direction and branding style
- Pre-Opening financial model based on the Stakeholders' agreed budget

Deliverables Timeline for Phase- 1:-

- One soft copy of the business plan
- We estimate a period of 4 weeks to complete the concept detailing
- Fees – TBD

Phase 2 – Detailed design, Brand identity & development

Upon receipt of written approval of Phase 1, Phase 2 deliverables are the following:

Interior Design – based on the agreed sqft (rented space)

- Develop three design directions
- Develop the 3D visuals based on the rented premises
- Detailed drawings and BOQ for tender process

Branding - Graphic Design

- Develop a comprehensive Brand identity (For Commercial only)
- Packaging design, menu design, menu board, signage, uniforms (for Hospitality Sector)

Phase 2 will be completed by a final presentation of design detailing and branding package and guidelines.

Deliverables Timeline for Phase-2:

We estimate 68- weeks to finalize and deliver a hard & soft copy of the design and brand identity

- Branding Fees - TBD
- Design Fees - TBD

Mrs. & Mr. Licha's Apartment

A neoclassical design with all its elegance and timeless sophistication. Traditionally inspired pieces have been intermingled with modern elements to create living spaces that are packed with character and elegant

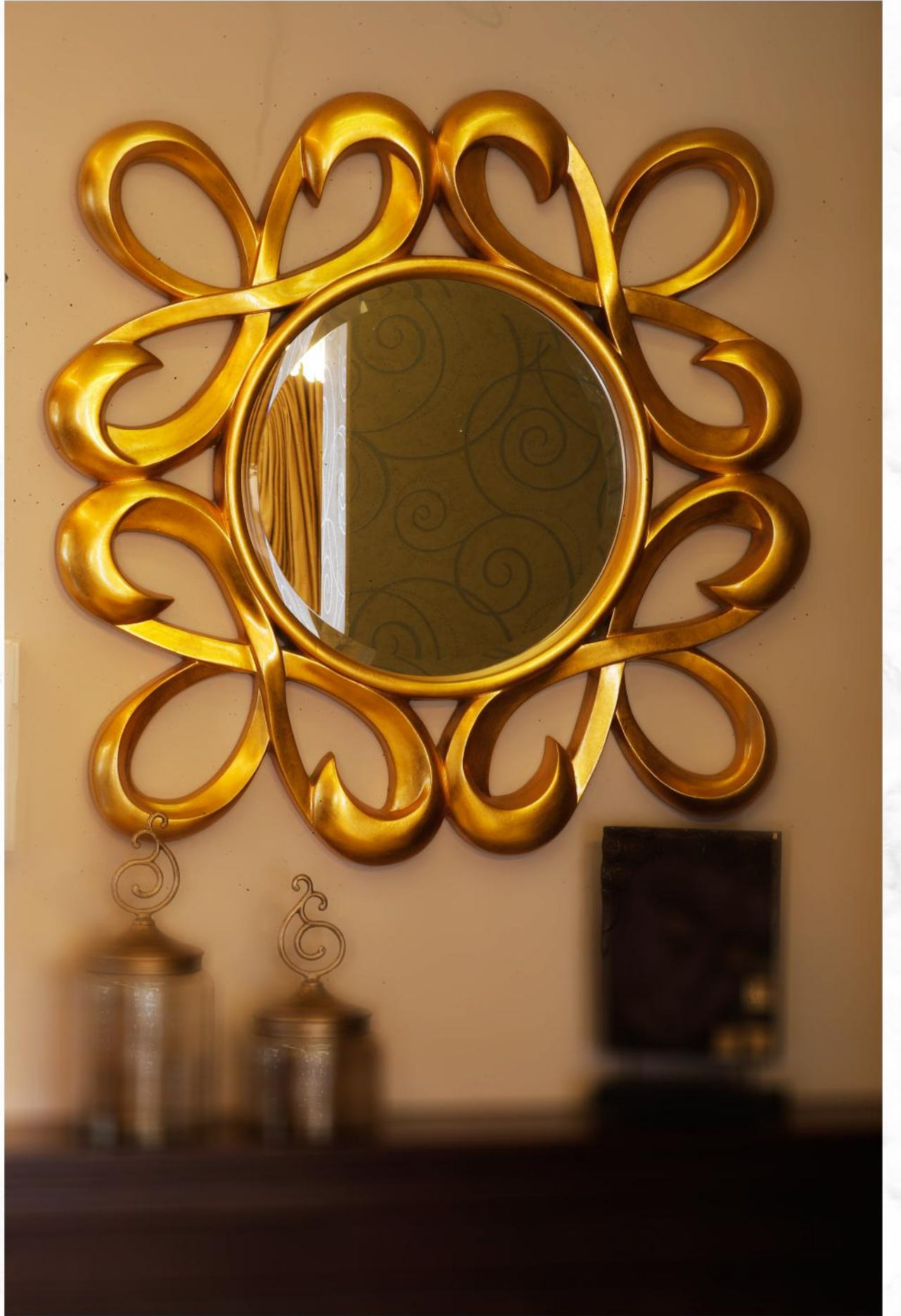






Urns, jugs, pottery, and statues are typical in neoclassical furniture and emphasize a luxurious appearance. Large mirrors, flowers, artwork and decorative moldings adorn neoclassical walls and ceilings.



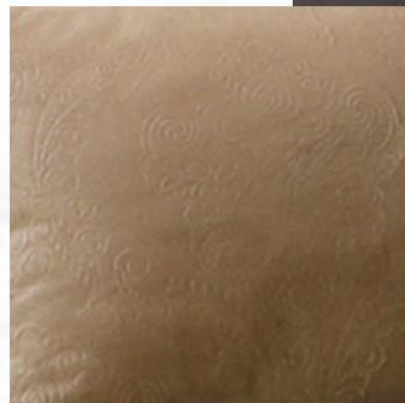


The colors are generally mild: cream, gray. Luster black and gold are used mainly as patches of color to highlight the overall style.

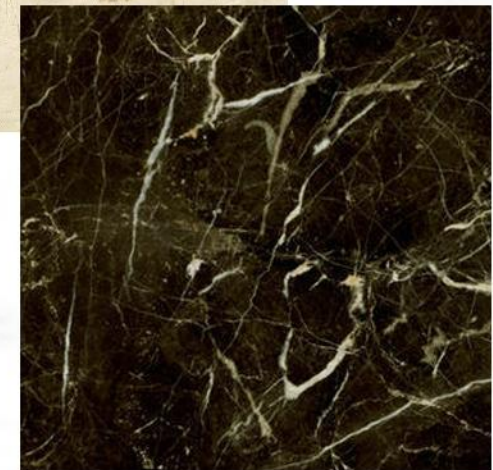
Dark wood furniture is typical and rooms are embellished with beautiful ornaments, stone and marble floors, and Persian carpets. The fabrics are luxurious - damask silk, brocade, linen and velvet.



Fabrics



Materials





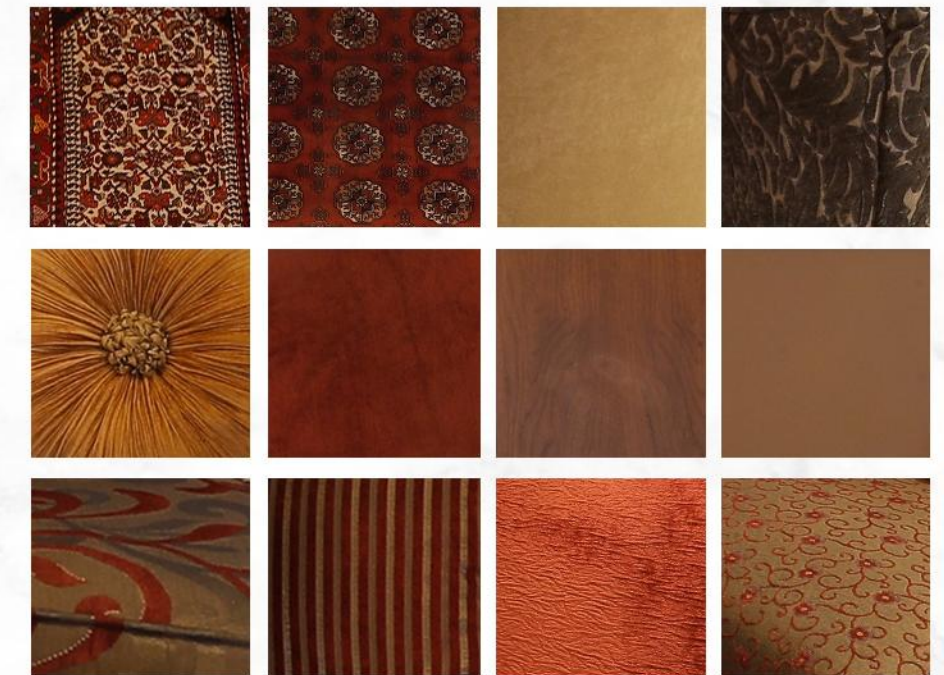


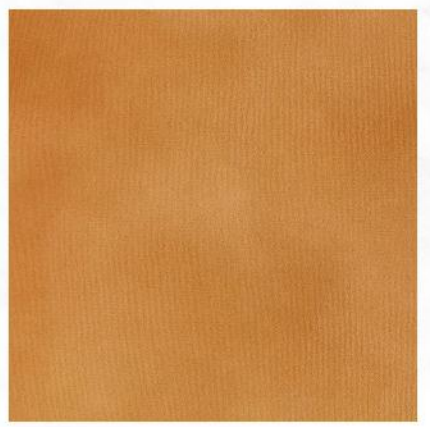
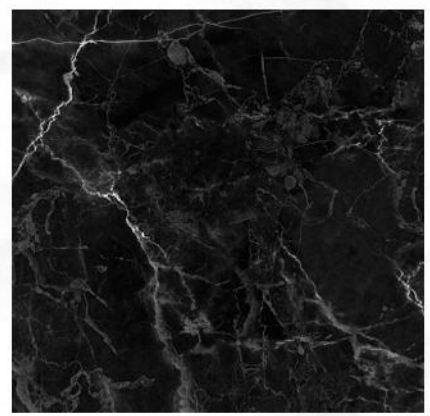


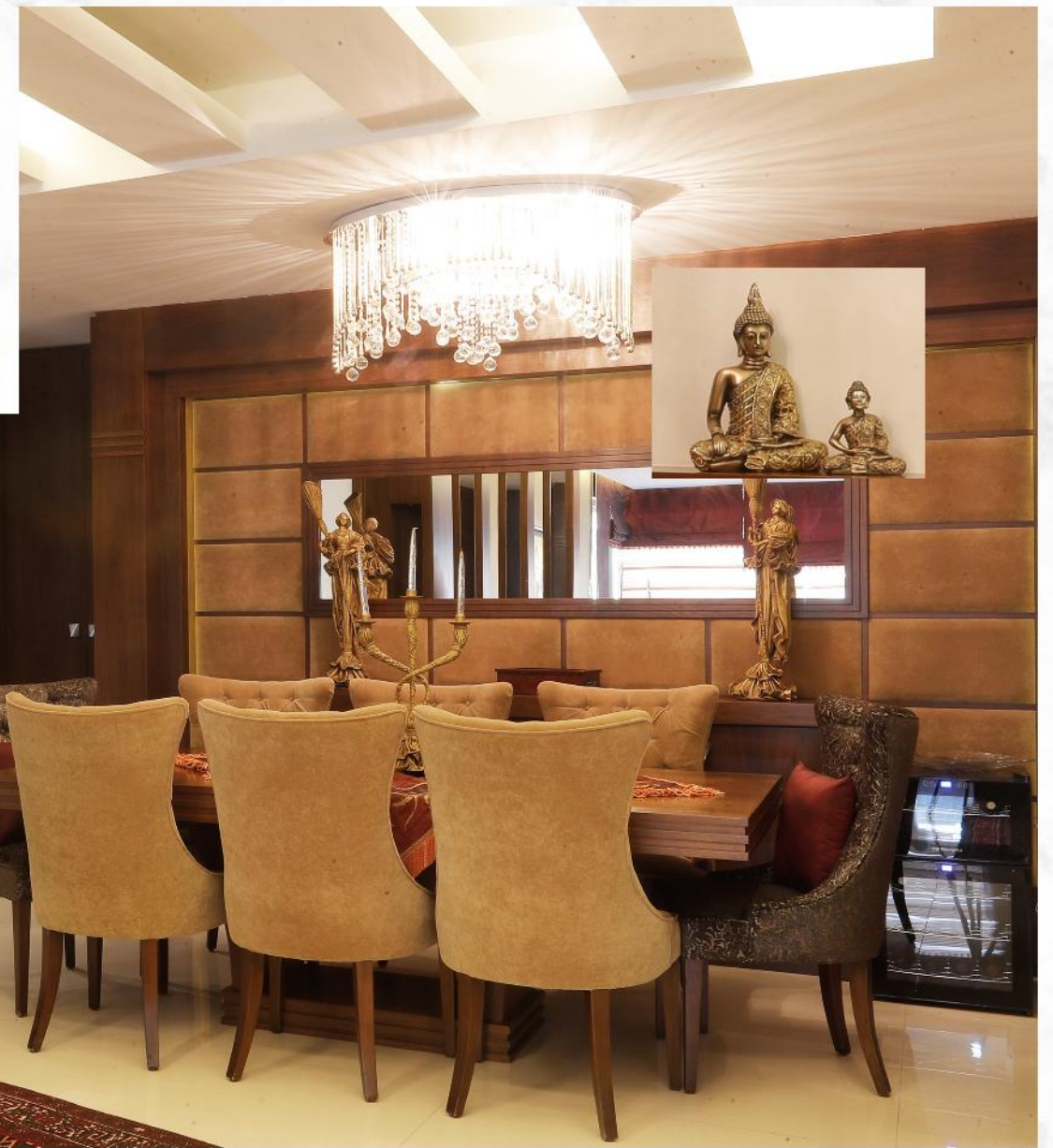
Mrs. & Mr. khoury apartment

This neoclassical aesthetic combines luxury and opulence with a relaxed atmosphere to provide an elegant aura and charm.

Neoclassicism is a modern interpretation of classic interiors, so the characteristic features have been preserved almost unchanged. Although it is much simpler visually, it is still a rich, luxurious and respectable style with expensive materials and decor.



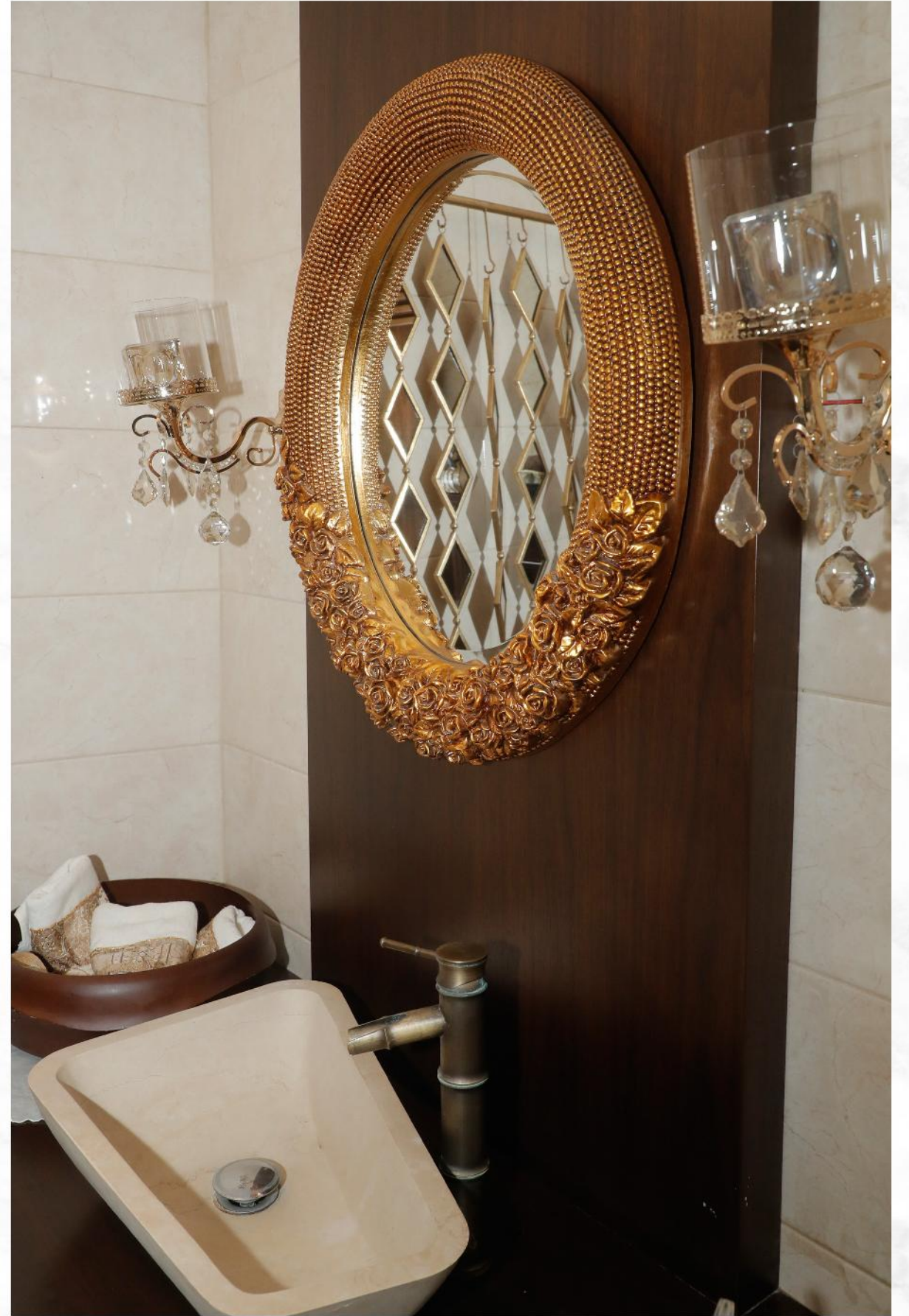


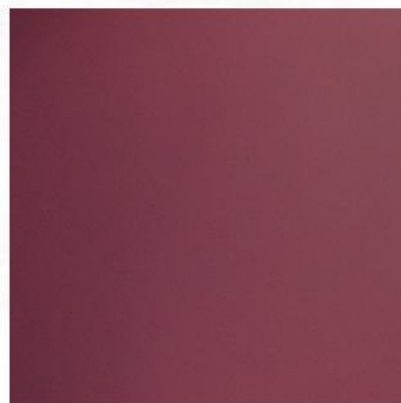
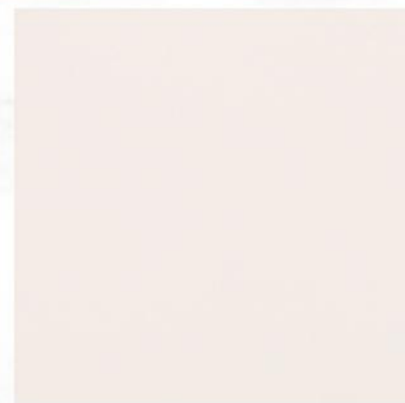












Mrs. & Mr. El Hawa apartment

This modern interior design style tends to use a substantial mix of natural materials. These include stone, wood, and leather.

Despite the fact that modern design focuses on minimalism, this modern space don't require cold or stark hues. Instead, it is filled with plenty of natural and warm neutrals.

Although modern furniture is used with its straight and strong lines.

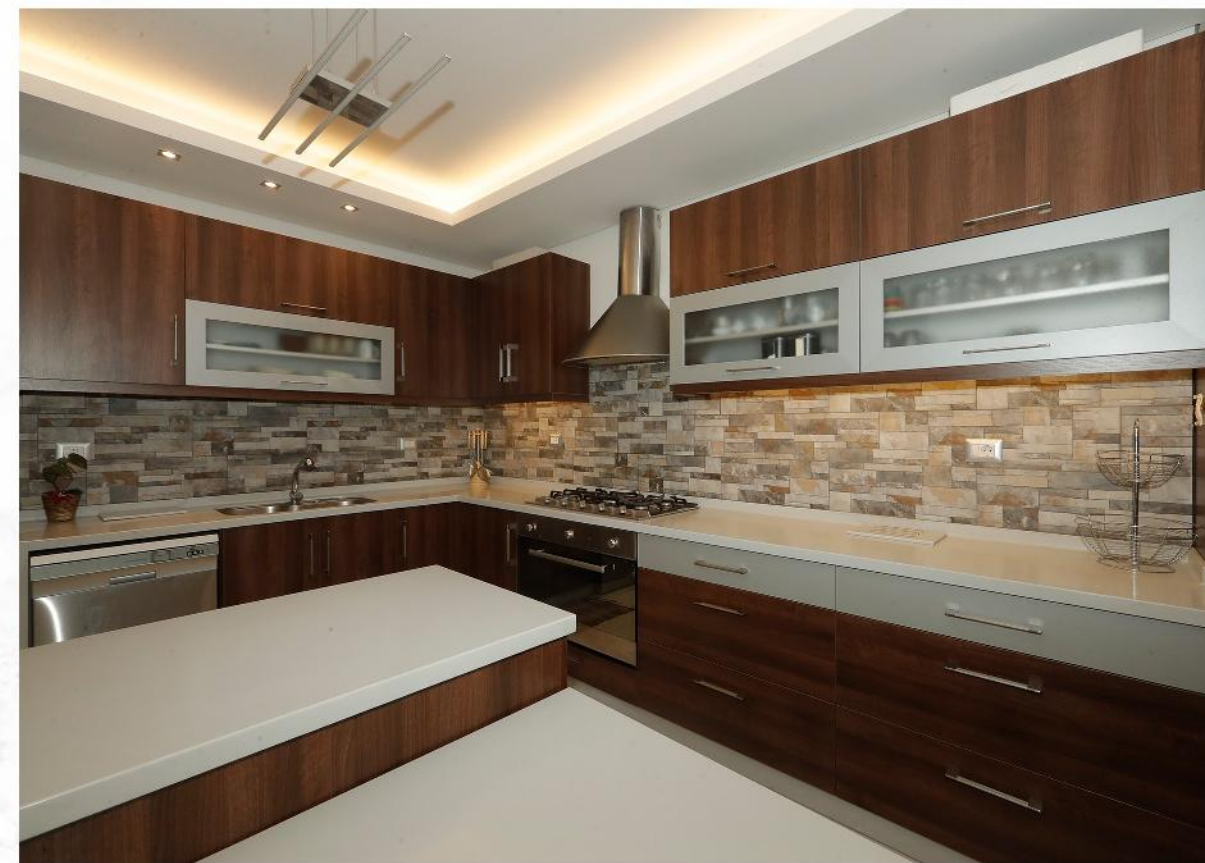
It has clean architectural lines and zero flash. It features a simple architectural designs that showcase a sophisticated and timeless elegance.

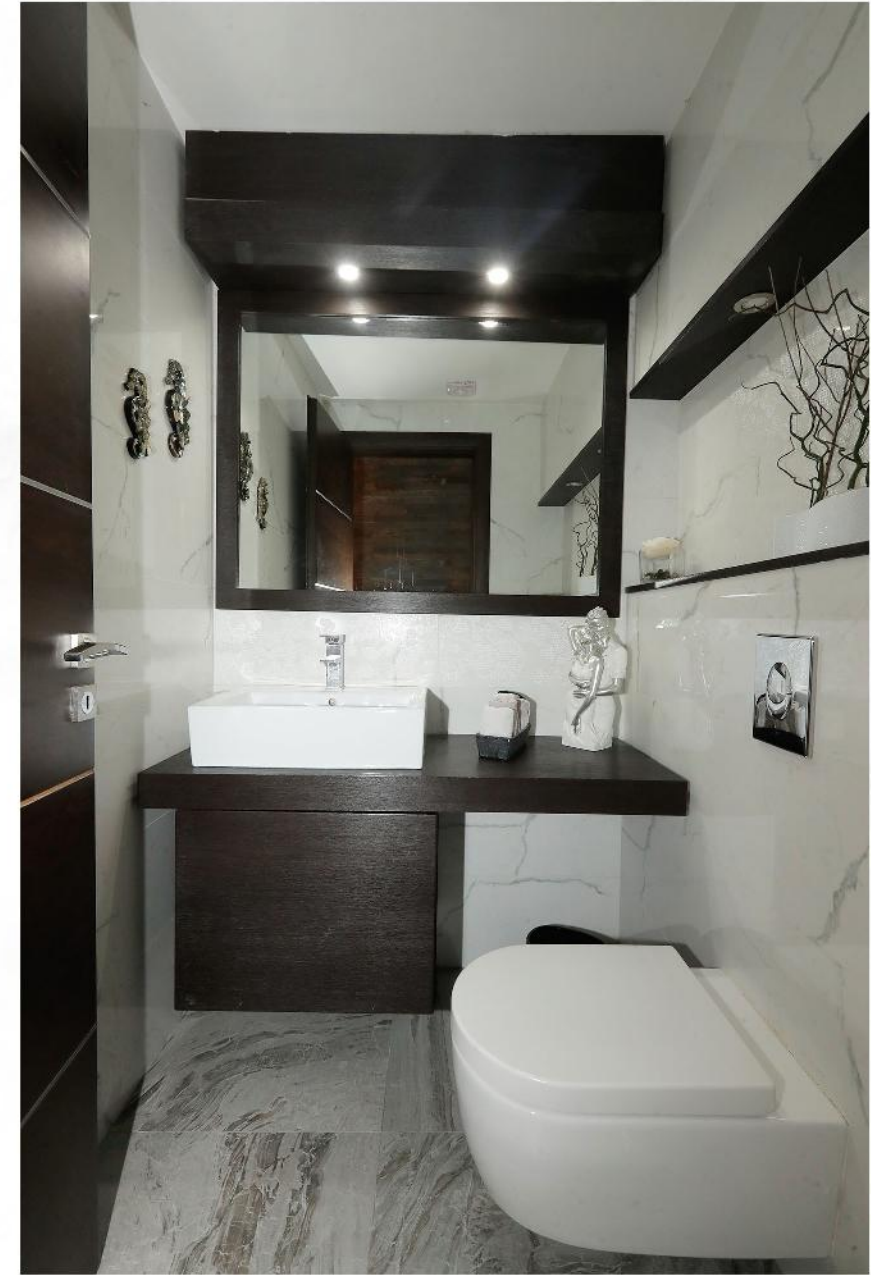












Perspectives

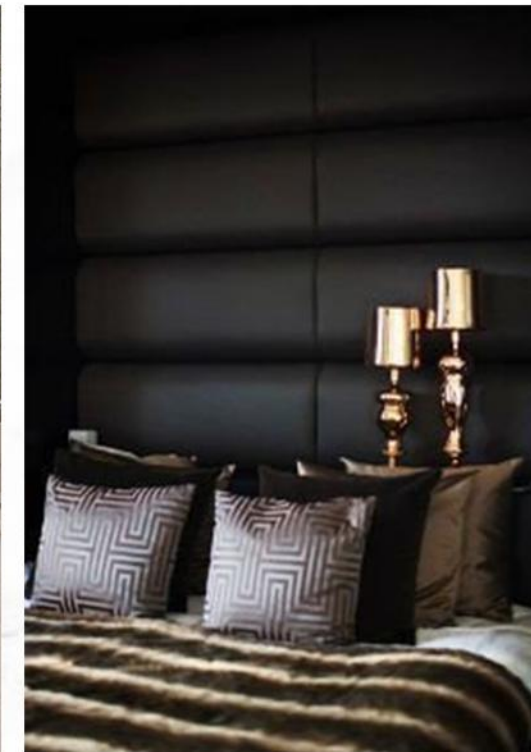
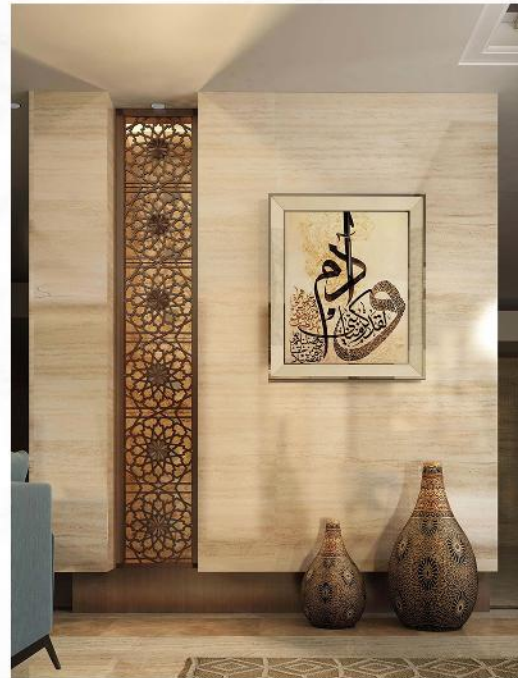


Interior design comes in a range of formats and formulas, sometimes utterly distinct and other times with only the subtlest of differences. Yet each presents its own flavor, finish and experience that render a space in unique chapters of inspiration, history and creative endeavor. Therefore knowing what sets different interior design styles apart may be a lot handier than you might realize, ensuring you pick the perfect style for your space and ambitions, and helping you achieve visual perfection with a lot less hassle.

Perspectives



Mood Board



We can work on any style you choose from classic to modern..