

Intercon^①

KADEN Sales Center

Location: Jeddah, The Kingdom of Saudi Arabia
Year: 2023
Status: Completed
Program: Showroom

A contemporary showroom that seamlessly blends modern design with echoes of Jeddah's traditional architecture. The offices exude sophistication with a serene palette reminiscent of the city's sandy tones, adorned with wooden accents reminiscent of mashrabiya. Carefully chosen furnishings, upholstered in warm Arabian sand tones, invite guests to relax in comfort.

Inspired by Jeddah's craftsmanship, accessories add life to the space with blue touches reminiscent of the Red Sea. Linear lights play a key role in creating a modern ambiance. Furnishings with exhibits draw inspiration from the city's ornate iron gates, connecting the past with the contemporary world. The design approach embraces Jeddah's heritage, using sand tones as a backdrop for vibrant handcrafted elements and touches of blue, creating a harmonious fusion of modernity and tradition. The showroom invites visitors on a journey through time and style.



Reception



Waiting zone



Light area with double height



Informal meeting