

Intercon ①

Dubawi Tower Radisson Red

Location: Dubai, United Arab Emirates

Year: 2018

Status: Completed

Program: 4* Hotel



Studio



Bathroom



Lobby reception

Dubawi Tower is a 84-storey mixed-use residential and hotel located on Sheikh Zayed Road, near Business Bay in Dubai. This project expects to meet the ever-growing demand on residential, tourism, and hospitality sectors, especially for midscale and upscale hotels and places where people can interact in a flexible environment. The building will enjoy views of the Arabian Gulf on one side and Burj Khalifa on the other. The hotel includes the ground floor, basement parking, amenities located on levels 15 and 16 and guest rooms between levels 16-26.

Intercon has submitted a concept based on Radisson RED 's guidelines and developed the Schematic Design accordingly. The operator's design code is based around eclecticism and boldness, as it wants to portray this new philosophy in the hospitality world clearly stated through the interior design. The hotel includes the interior design of all FoH areas: lobby and reception area, business center, ADD, specialty restaurant, public toilets, prayer rooms, corridors, 369 guest rooms, gym and amenities.

*All day dining*

Touches of red in walls, furniture and objects scattered around act as the link between all the spaces. Modern lighting, fun and interesting decor are the identity traits of a hotel which wants to attract a young and savvy clientele who views hotels not just as a place to rest but to work, interact and enjoy themselves in the different areas. For this reason, the public areas resemble art galleries, heavily decorated to create a chic and cool ambience.