

WE DEVELOPE THE FUTURE





Passion for Creative Architecture Design

by STEVE KELSHAW

Managing Director DSA- Dubai

We DSA Architects International brings a unique blend of creativity, innovation and technical excellence to the projects we deliver. DSA are recognised for creating unique, exciting and timeless architectural experiences, always with a sense of place relating to their location and cultural tradition.

DSA delivers signature projects from inception to final handover of the completed project in the Middle East region as well as other international destinations embracing client's vision.

DSA Architects is a dynamic international architectural practice, with a passion and desire for excellence in architectural design. They take pride in their ability to deliver landmark signature projects.

DSA Architects conceptualise, design, manage and deliver creative and exciting, viable developments through innovative thought, design proficiency and technical excellence.

They understand the need to respect the environment and embrace green and sustainable design principles. They offer a full range of design services from master planning and conceptual design through to detailed documentation of construction, and from our Middle East office, design management and lead consultancy.

DSA Architects has offices in Dubai (Middle East), Johannesburg (Africa) and Lisbon (Europe), and has completed signature projects in more than 40 countries in Africa, Asia, Europe and South America.

Office buildings are designed to form an integral part of the urban fabric, while taking advantage of their prominent location. Each building is individually crafted to respond to its environment while projecting an image of quality and a sense of place.

Many of these projects are elevated at the entrance level, allowing space to flow freely at a pedestrian level. The ground floors are treated as a public space and integrated into the adjacent open piazzas with coffee shops and outdoor areas in which the local office workers and nearby residents can socialise.

The use of glass and high-quality natural materials, such as granite and marble, enhance the ambience of quality, permanence and the permeability of the spaces.



STEVE KELSHAW

Managing Director - DSA Dubai



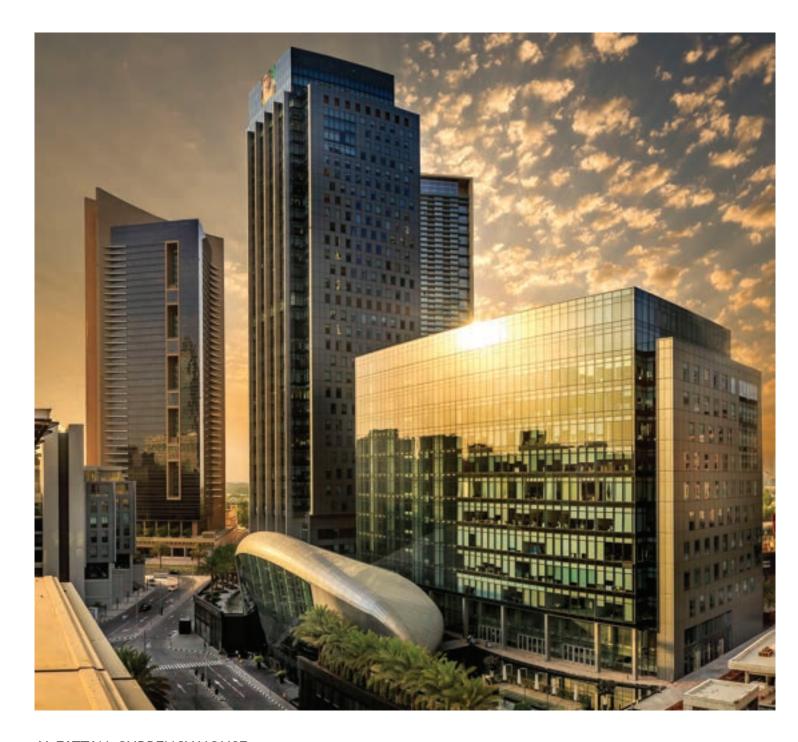
ALEKSANDAR MILOJKOVIC Senior Associate - DSA Dubai



ESTELLE BESSON Associate - DSA Dubai



SAHER SHAH Associate - DSA Dubai



AL FATTAN, CURRENCY HOUSE DIFC, DUBAI, UAE



CAPITAL HILLS BANQUET HALL CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN



CAPITAL HILLS JAMIA MOSQUE CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN

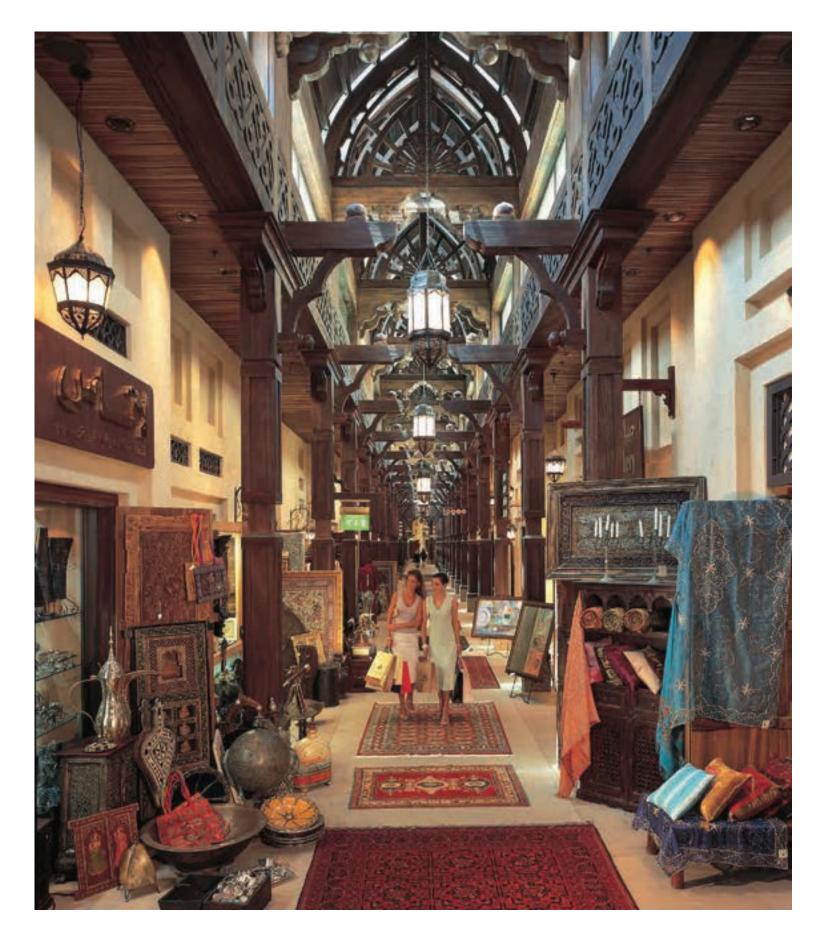




LUXURY HOTEL COMPLEX CAIRO, EGYPT



CAPITAL HILLS RESIDENTIAL APARTMENTS CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN



SOUK MADINAT JUMEIRAH DUBAI, UAE

Team

Could you introduce yourselves and explain your roles on the project?

My name is Aleksandar Milojkovic (AM), Senior Associate at DSA and Design Architect for Capital Hills Project.

My name is Estelle Besson **(EB)**, Associate Project Architect at DSA.



CONVENTION TOWER WORLD TRADE CENTER DUBAI, UAE

What's it like to work for DSA?

I have been working with DSA for almost 15 years. There are not too many people in the Middle East who have been with the same company for such long time. I joined DSA in 2005 which was just 3 years after my graduation, so my entire architectural carrier is linked with DSA.

I started as Architect and have grown within DSA working on many different projects across the globe.

AM

I have been with DSA for 6 years and over the years I have had the opportunity to work on a wide variety of exciting projects across many regions and cultures. I am leading the team of highly qualified, experienced and creative architects who nurture design flair along with strong technical expertise. We look for innovative solutions whilst maintaining empathy and respect for the environment, by embracing green and sustainable design principles. **EB**







CRESCENT HOTEL BAKU, AZERBAIJAN



GILAN TOWERS BAKU, AZERBAIJAN



CAPITAL HILLS SECTOR MOSQUE
CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN

Why did you enter into South Asian market?

DSA has three strategic locations in Middle East, Africa and Europe. Dubai is seen as an unofficial hub for Middle East and South-Asian region. Many companies recognised the opportunity to explore the global market from Dubai. With South Asian markets growing economy we saw a lot of untapped potential there which we were fortunate to partner with Future Developments Holdings (Pvt) Ltd and realise. AM

With the South Asian emerging market we saw the opportunity to share the experience we have gained in Middle East over the past 15 years on extensive developments with fast track and innovative delivery approach. EB



THE HORIZON TOWERS MAPUTO, MOZAMBIQUE



101 DINING LOUNGE & BAR: ONE & ONLY THE PALM DUBAI, UAE

Design Process

Can you explain your design process?

We start with reviewing the project brief to fully understand our Client's vision for a project. Once the vision is clear, our process starts with:

• Analysing all available information: topography, landscape, existing structure, access roads, views, etc.

• Searching for imagery to help set design principles and moods.

Once the analysis is finalised and

design principles are set, we start with preliminary space planning to test massing and building style. With the basic principles in place, we continue with the final stage of design execution - which includes the design of details, facades, colours, patterns, structure, etc. AM



ONE & ONLY THE PALM DUBAI, UAE



ONE & ONLY ROYAL MIRAGE DUBAI, UAE



CAPITAL HILLS SOUQ
CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN

At DSA our role as designers is to create architecture that continues to shape the environment and create unique experiences. Design is an evolving process that reflects the clients' aspirations through innovation and technology.

DSA's attitude to Design process is proactive and we work very closely with Client and consultants during all the design stages of the project to ensure value optimisation for the Client. **EB**



FOUR SEASONS RESORT JUMEIRAH, DUBAI, UAE



How do you create such distinctive shapes?

The shapes are created based on project inspiration and experience. We combine our international expertise with local knowledge to realise signature projects. AM

The shape of our buildings take inspiration from its environment and future use with dashes of influence from the local culture, art and resources. **EB**

CAPITAL HILLS RESIDENTIAL APARTMENTS CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN



JEDDAH PEARL JEDDAH, KSA

Inspiration

Can you tell us about the origin of your Designs?

The origin of Capital Smart City design can be summarised as: modern timeless architecture influenced by local motives. AM

Classic but innovative architecture with local cultural influences. **EB**





CAPITAL HILLS VILLAS
CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN



So, What's the most critical factor?

The most important element of design is the synergy of geometrical shapes - to combine elements and shapes which complement each other. **AM**

Meeting client's expectation and contemporary vision whilst embracing the local culture. We tailor our service to meet the exact requirements of any specific project, both large and small. **EB**

What you introduce to over come the criticalities?

In architecture there is a solution for every problem. Quite often we need to think out of box to find a solution. **AM**

A critical factor in the success of the project is communication. The impact of communications can be huge both in a positive and negative way. We believe that one of the key elements to realising a successful project is for all team members and participants to follow clear and focused communications.

Any communication plan, can only be successful where all parties actively participate and strictly follow the protocols set down. On the basis of the teamwork approach proposed for all our projects, we expect every project team member to participate proactively, timely and efficiently so as to achieve a smooth design process.

We ensure that we address local practice, regulations as well as construction methodologies from the onset of the project. Strategic associations are established with local and international architectural and consultant practices to achieve the desired results. **EB**



CAPITAL HILLS VILLAS CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN



JUMEIRAH DAR AL MASYAF DUBAI, UAE

Is there ever a theme in your work?

The theme is usually based on the project particulars. There is always a set of imaginary rules to follow defined at the early stage of the project. **AM**

At DSA we always try to find a common thread to hold the project together, thus showing how the initial project vision transitions smoothly into reality, meeting Client's expectations. **EB**



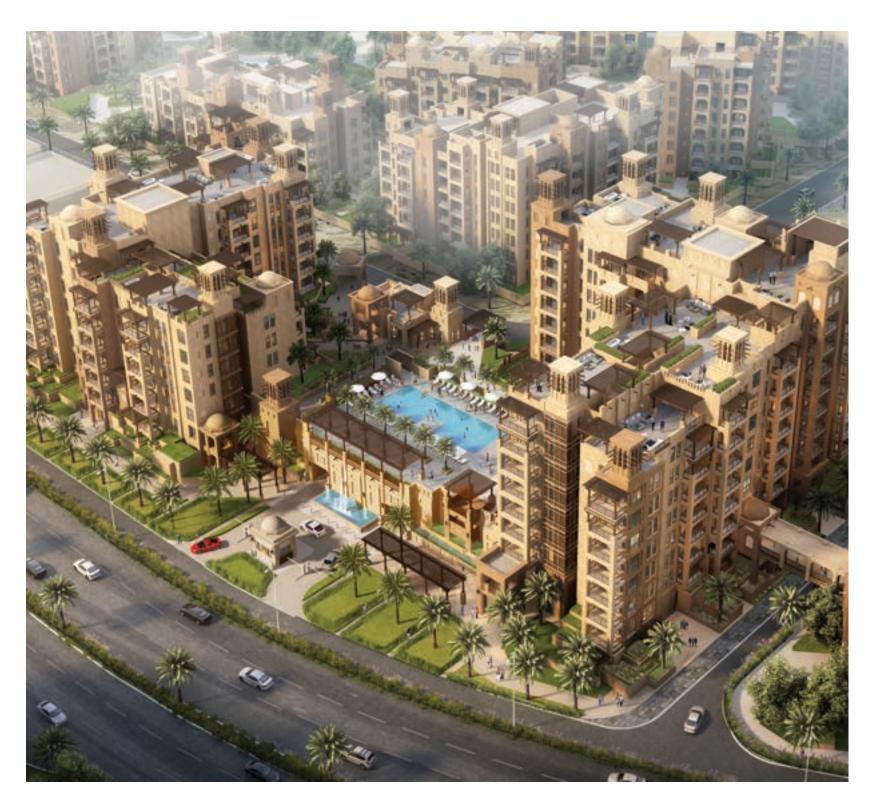
Living

What is it going to be like living at Capital Hills?

Capital Hills will be a perfect mix of modern living in natural environment. The entire zone will be brand new and the owners will get opportunities to create very attractive community around magnificent golf course, one of its kind in the world. AM







MADINAT JUMEIRAH LIVING DUBAI, UAE



CAPITAL HILLS GOLF AND LEISURE CLUB CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN

Nature

Can you tell us about the Villas & Residences in Capital Hills?

Residence buildings in Capital Hills are designed as cluster of 2 "L-shape" buildings creating mini compounds with a pool in the middle of the courtyard. Townhouses are located on the ground floor level and spacious 2 to 4-bedroom apartments on upper floors. The internal courtyard with pool and gym is the central feature of each cluster. The building style is modern with modern apartment layouts. Façade is contemporary with warm materials, glazed railing and GRC screens to provide a traditional touch.







CAPITAL HILLS VILLAS CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN



The villas are the main element of Capital Hills community occupying the biggest area surrounding Golf Course.

There are 5 types of villas with 3 architectural styles: Contemporary, Mediterranean and Classical. The villas are designed as townhouses, semidetached and single villas. The plot sizes were provided by the client based on masterplan. Each villa has a front yard used for the main entrance and parking, and the backyard used as an extension of living area in the ground floor. For each villa the layout is the same but there are 3 facades styles. Each architectural style is carefully considered with façade articulation to match the styles. The proportions are carefully balanced between openings, solid walls, railings and roofs to reflect each Architectural style. **AM**



LUXURY GOLF VILLAS SAADIYAT ISLAND, ABU DHABI, UAE



Park Hyatt Resort Cap Vermell Mallorca, Spain

The Place Makers

Capital Hills is being developed by FDHL as a master developer with a proven track record. The development design is driven by inspiration from Singapore, UK, South Africa, Switzerland's most well respected and successful urban planners, architect, interior and golf course designers.

Master Developer (FDHL):

Capital Smart City near New Islamabad International Airport (CSC) is an initiative of Future Developments Holdings (Pvt) Limited (FDHL), which is one of the leading real estate developers and asset management company operating in Pakistan to develop new state of the art smart cities with a focus not only to give luxury living but also equal economic contributions.

Through strategic investments, innovative urban planning and life cycle asset management, FDHL creates integrated communities that embody international standards of sustainability with a strong commitment to quality and delivery.



CAPITAL HILLS GOLF AND LEISURE CLUB CAPITAL SMART CITY, NEAR NEW ISLAMABAD INTERNATIONAL AIRPORT, PAKISTAN

The Place Makers



Mr. JAHANZAIB ZAHID Director, FDHL

Jahanzaib Zahid is leading the management of Habib Rafiq Private Limited (HRL) energy and infrastructure works and also acting as a board member.

We have entered the most exciting phase in the history of housing and development sectors of Pakistan, thanks to our exceptionally hardworking and competent team. The resounding vote of confidence from our clients has motivated us to deliver top quality products such as Capital Hills and One Capital Residences etc. Our company has redefined the dynamics of property developments, which now serves as a template for others across the country. Our client's support and trust is the driving force through which we were motivated to create a world class living experience for the future residents of these residences.



Mr. ASLAM MALIK Group COO, FDHL

Aslam Malik has been working with Habib Rafiq Private Limited (HRL) for more than 35 years leading all kinds of infrastructure, construction, power and energy works for national and international clients. Habib Rafig Private Limited is one of the top contractors for building power house developments, large scale infrastructure works and key high rise buildings throughout Pakistan. Through FDHL, we have brought together a unique international team of consultants and designers to collaborate with our team on the development of a unique hillside master plan vision for the Capital Hills Community.



MR. LUIS FERNANDEZ - REYES CDO, FDHL

Luis Fernandez-Reyes has over 30 years of experience in Infrastructure and property development, leading multidiscplinary energy, real estate and infrastructure projects in global markets. Pakistan is renowned for its majestic mountains and landscapes that lift the soul, and for its incredible culture, hospitality and warm people. The design of Capital Hills Community and PGA Standard Golf Course will draw from the existing natural landscape features and take advantage of the dramatic changes in site levels to focus on beautiful views of surrounding mountains, river corridors, lakes and hillsides.

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