

# DAMAC

LIVE THE LUXURY

Issue / 04

Complimentary Copy

## DAMAC MAISON - DUBAI MALL STREET *Style in the City*



PROPERTY / STYLE / INTERIORS / GASTRONOMY / TRAVEL

WITH ADVISORS FROM OVER  
56 DIFFERENT COUNTRIES,  
WE BRING THE WORLD  
TO YOU.

Britain's most prestigious private bank.



MIDDLE EAST      HONG KONG      LONDON      SINGAPORE      GENEVA

Coutts & Co. (Registered in England No. 36695), DIFC Branch, is regulated by the Dubai Financial Services Authority (DFSA). Coutts & Co. (Registered in England No. 36695), QFC Branch, is regulated by the Qatar Financial Centre Regulatory Authority (QFCRA). Coutts & Co. Dubai representative office and Coutts & Co. Abu Dhabi representative office are regulated by the Central Bank of the United Arab Emirates.

**DAMAC  
PROPERTIES'  
CONTACT  
DETAILS**

**UAE**  
+971 4 301 9999

**Dubai**  
Ocean Heights  
Al Sufouh Road  
Tel: +971 4 450 8777  
dubai@damacgroup.com

Park Towers  
Dubai International  
Financial Centre  
Tel: +971 4 376 3600  
dubai@damacgroup.com

**AKOYA Sales Office**  
Plot No. 676-1061  
Al Hebiah Third, Al Qudra Road  
Tel.: +971 4 341 8678  
dubai@damacgroup.com

**United Kingdom**  
Star Luxury LLC  
6th Floor, 50 Hans Crescent  
London SW1  
Tel: +44 7879 539 906  
info@starluxuryproperties.com

**Kingdom of Saudi Arabia**

**Riyadh**  
Tahlia Street  
FAHDA Centre Bldg 102  
Tel: +966 1 217 5858  
ksa@damacgroup.com

**King Fahad Road,  
Alanoud Tower #2  
14th Floor**  
Tel: +966 11 293 2883  
ksa@damacgroup.com

**Jeddah**  
Al-Shumeisi Building  
Tahliah Street  
Tel: + 966 2 284 5445  
ksa@damacgroup.com

**Damman**  
Courniche Street,  
Aldossary Tower, 5th floor  
Tel : +966 13 8305471  
ksa@damacgroup.com

**Lebanon**  
Suite No. 1012, Beirut Souks  
Tel: +961 1 999 169  
beirut@damacgroup.com

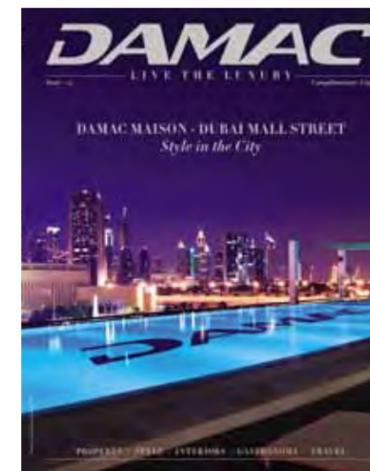
**Jordan**  
Al Abdali Project  
Damac Tower  
Jordan 11181  
Tel: +962 6 56 57 457

**Iraq**  
A Jadreyah District 911  
Street 26, Office 11/2  
Baghdad  
Tel: +964 1 77 64 102  
baghdad@damacgroup.com

**Qatar**  
Office No. 04  
Al Qassar Tower  
West Bay Area  
Tel: +974 44 666 986  
doha@damacgroup.com

*Reproduction in whole or in part  
without written permission is  
strictly prohibited. Whilst every  
effort has been made to ensure  
the information published is  
accurate, HOT Media Publishing  
and DAMAC Properties do not  
accept liability for omissions or  
errors in this magazine.*

**WELCOME**  
*to a life of*  
**LUXURY**



Welcome to the fourth issue of DAMAC Properties' quarterly lifestyle magazine: your guide to the finest things in life.

2014 promises to be a landmark chapter for DAMAC Properties: recently, the company began trading on the London Stock Exchange, a natural progression of its enduring global success. During 2013 we also announced a number of exciting future developments – in addition to its existing projects with The Trump Organization and Paramount Hotels & Resorts – and celebrated Dubai's winning bid for the World Expo 2020. This issue commemorates these achievements, and anticipates 2014's emerging trends, key figures and successes.

We chat to Gil Hanse, the award-winning designer behind Trump International Golf Course, Dubai, and reveal some of his exclusive sketches of the state-of-the-art greens. Alain Ducasse spills the secrets of his culinary empire and constellation of Michelin stars, while in a one-off interview, Ivanka Trump showcases her stunning new jewellery range, and describes how the heritage and vibrancy of the Middle East has inspired her designs.

As always, the magazine reflects the international appeal of DAMAC Properties: in the travel pages, we venture to south-west India, to discover the hidden gems of this colourful region. And if home is where your heart is, turn to the pages of Magnificent Seven, where we showcase the finest swimming pools in private residences around the world.

We hope you enjoy this issue.

**The DAMAC magazine team**  
damacmagazine@damacgroup.com



[www.facebook.com/DamacPropertiesOfficial](http://www.facebook.com/DamacPropertiesOfficial)

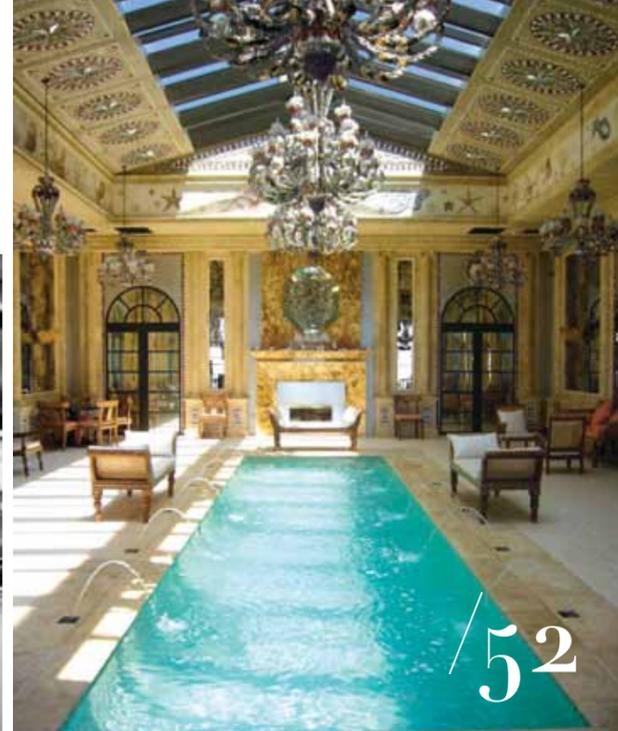
[www.twitter.com/DamacOfficial](http://www.twitter.com/DamacOfficial)

[www.youtube.com/damacofficial](http://www.youtube.com/damacofficial)



[www.damacproperties.com](http://www.damacproperties.com)

# CONTENTS



## FEATURES

- 4 / *Hot Pursuit*  
From BMWs to Buicks, we track down the movie industry's finest motors
- 10 / *In the Maharajas' Footsteps*  
India's south west offers untamed delights for intrepid luxury hunters
- 19 / *The Global Gourmand*  
Alain Ducasse has brought local cuisine to the world – with stunning results
- 24 / *Independent Woman*  
Meet Ivanka Trump, the unstoppable woman who really does have it all
- 31 / *Princess of the Seas*  
Learn how FENDI Casa and Princess Yachts created their luxurious vessel
- 34 / *Man with the Plan*  
Gil Hanse, golf course designer, on his collaboration with Donald J. Trump
- 39 / *Put a Spring in your Step*  
Discover the must-have designs from key Spring/Summer 2014 catwalks
- 46 / *Designing the Dream*  
Why Saudi-born couturier Khaled Khalil is the region's best bridalwear designer

Cover / Swimming pool at DAMAC Maison - Dubai Mall Street

Editor / Hazel Plush

Contributors / Chris Anderson

Creative Direction & Design / Adam Sneade  
Andy Knappett

Published by / HOT Media FZ LLC for DAMAC Properties



## HOME

- 52 / *Magnificent 7... Swimming Pools*  
Discover the most impressive private pools, in homes all over the world
- 58 / *Seasonal Splendour*  
Find warm wintery designs in Versace Home's latest interiors collection
- 61 / *Hang the Expense*  
Why de Gournay silk wallpaper is the new must-have flourish for your home

## PROPERTY

- 70 / *On the List*  
The moment when DAMAC Properties went live on the London Stock Exchange
- 72 / *Welcoming the World*  
As Dubai starts planning for World Expo 2020, we anticipate its legacy
- 76 / *Investing in the Future*  
Why hotel rooms are set to be Dubai's hottest real estate investment
- 82 / *Home is Where the Park is*  
Revealing AKOYA Park, 4.3 million square feet of lush landscaped gardens
- 88 / *Hot Property*  
How DAMAC Properties will provide the best address for locals and tourists alike





**TRANSFORMERS (2007)**

*General Motors portfolio*

A few cynical film reviewers called the original blockbuster 'a GM ad in disguise', playing on its original tagline that refers to these robotic action figures' ability to change into cars and military vehicles with the aid of a few moving parts. The manufacturer supplied around 200 cars for filming, and ensured that the good guys, the Autobots, transformed into models from its current line-up - leader Optimus Prime was a blue Peterbilt 357 truck with a red flame paint job and chrome piping, while other characters Bumblebee and Jazz became a Chevrolet Camaro and Pontiac Solstice respectively, rather than the VW Beetle and Porsche 911 Turbo they were as toys and in the cartoons. A GMC Topkick and Hummer H2 were among the other vehicles featured, with movie editions of each available around the time of its release. GM vehicles also appeared in two sequels, and a third currently in production, although Bugatti, Lamborghini and Pagani models have also been spotted on set.

# Hot PURSUIT

*DAMAC Properties has teamed up with Paramount Hotels & Resorts on luxury projects in Dubai and KSA. Capture the Hollywood glamour of Paramount Pictures with these sleek silver screen cars - hand-picked from over 3,000 top-notch movies...*

Words: CHRIS ANDERSON

**THE ITALIAN JOB (1969)**

*Original Mini Cooper*

How different The Italian Job might have been if Fiat 500s were used for Michael Caine's infamous gold heist instead of Mini Coopers. The ending of the film called for small, nimble cars that could be driven through the sewers of Turin, Italy, after a robbery to evade police - BMC (British Motor Corporation), the maker of Mini at the time, would only provide a token fleet, and charged for the rest at a discounted price. Fiat stepped up, offering free cars, plus money towards the production, but it was decided to retain the British focus of the film - even the Minis used were red, white and blue, and always driven in that order. Fiat cars are still featured, however, and the roof-to-roof jump was actually filmed at its factory. But the stunt most people remember is, of course, the sewer tunnels, and the cars are said to have been driven here until they were actually destroyed, meaning none of the Minis featured survived. Curiously, Michael Caine did not have a driving licence at the time, and is never shown actually driving a car.



**THE ITALIAN JOB (2003)**

*Modern Mini Cooper*

When an updated version of the Mini was released, courtesy of BMW, it was a natural response by Hollywood to remake the classic movie featuring the car. Mark Wahlberg, Jason Statham and Charlize Theron were among the cast assembled, racing their Minis in an action-packed finale around the streets and sewer tunnels of Los Angeles, with Italy featured at the start of this version instead. For added realism, the actors were sent on extensive driver training courses, so that they could perform their own stunts. While only three Minis appear on screen - two Coopers and a Cooper S for Statham - there were 32 in total, some with heavyweight suspension for jumps, others cut away for filming inside or modified to take bullet hits, and even one with two steering wheels, so that a stunt driver could handle certain manoeuvres while the camera was on the actor. A couple of Minis had electric motors fitted for driving in the sewer system, due to the city's pollution laws, and filming would often be covered on the local news for the traffic jams it was causing.



## GREASE (1978)

### *Ford De Luxe*

It was the car fitted with overhead lifters and four-barrel quads, fuel injection cutoffs and chrome-plated rods, prompting John Travolta and the rest of his fellow T-birds to burst into song. The idea was to get the battered old 1948 Ford De Luxe ready for a race towards the end of the movie against rival gang the Scorpions – a musical number during which the car is turned into 'Greased Lightning', followed by a race sequence shot on the drained bed of the Los Angeles River. Naturally, the Ford convertible wins with Travolta behind the wheel, burning up the quarter mile and coasting through the heat lap trial as predicted. Apparently Travolta was not meant to sing the Greased Lightning song, with Jeff Conaway who played Kenickie, the character that owned it, performing instead – as in the original stage show. After Travolta made a case to the director, the script was changed, and Conaway ended up slipping off the car during the song, resulting in years of taking painkillers. A red version of the Ford appears at the close of the film and flies away.





**LARA CROFT :  
TOMB RAIDER  
(2001)**

*Land Rover Defender 110*  
American actress Angelina Jolie certainly had the looks to play British video game heroine Lara Croft, even if her nationality was not quite right. Still, she did a reasonable job of the accent, with the illusion of her heritage given a boost by putting her behind the wheel of a British-made vehicle, navigating the jungle in her very own custom Land Rover. Based on a high-capacity pick-up (HCPU) version of the Defender 110, two models were created for filming by Land Rover's Special Vehicles department. With Bonatti Grey paint, aluminium tread plates, a 'Heritage'-style grille, a roll bar and Safari driving lights, the Land Rover was also equipped with a dash-mounted laptop, mobile phone, a toolkit, bonnet-mounted shovel and axe, a fire extinguisher and chequerplate on the inside, powered by a V8 engine. It inspired the brand to release a limited edition Tomb Raider Defender to the public, channelling the look and feel, but was probably not a hit with Jolie herself – according to IMDB.com, the driving scenes had endless reshoots, with snakes and other wildlife falling in through the open top. The actress was apparently terrified.

**MISSION:  
IMPOSSIBLE –  
GHOST PROTOCOL  
(2011)**

*BMW i8 Concept*  
The bad guys in this movie had already made Tom Cruise scale the outside of the Burj Khalifa in Dubai and battle a sandstorm, so you can't expect an ordinary car to keep up with them on the streets of Mumbai for the closing scenes. Instead, Tom opted for a BMW i8 Concept – not available in any showroom – which highlights the latest technology being worked on by the brand. This plug-in hybrid sports car, which has a turbocharged diesel engine and two electric motors, features an eye-catching carbon-fibre shell with flip-up doors, and can make 0-60 mph in 4.8 seconds. Inside is an advanced version of BMW's ConnectedDrive technology, with an interactive display projected onto the windscreen. Even the headlights are brighter than average – using a mix of laser technology and LEDs. BMW celebrated its role in the film with a 'Mission to Drive' marketing campaign and 'self-destructing' sales offers, and Tom got to drive the i8 Concept to the red-carpet premieres.



**THE  
GODFATHER (1972)**  
*Lincolns, Cadillacs  
& Buicks*

Often referred to as one of the greatest – and certainly most quotable – movies of all time, The Godfather is packed with cars from the 1930s, '40s and '50s, including Buicks and Cadillacs. Two that made the headlines last year were a pair of 1941 Lincolns, which went under the hammer at a Bonhams Scottsdale auction. The Lincoln Custom Limousine was featured throughout the film, driven by the enemies of the Corleones, and also in the opening wedding scene, as it would typically have been used by wealthy families during such occasions at this time – only 295 were actually built, adding to its exclusivity. The Lincoln Continental Coupe, meanwhile, was driven by actor James Caan, playing Sonny Corleone who was ambushed at a toll booth – two less-pristine examples were used in that scene, with one riddled with bullets and the other rigged with explosives. Both Lincolns were restored prior to filming and kept in climate-controlled storage, fetching US\$51,750 and US\$69,000 respectively when they were sold.



**FERRIS BUELLER'S DAY OFF (1986)**

*Ferrari 250GT California Spyder*

This is possibly one of the most desirable cars ever featured on film, and only 104 examples were actually produced, specifically for the American market – with two seats, a convertible top and more horsepower than the European equivalent. No wonder Ferris Bueller was so keen to take a day off school to drive it. The most memorable scene with the car is actually at the end, where Ferris and friends have it jacked up, its engine running in reverse to try and lower the figure on the mileometer – only for it to come free, speed off across

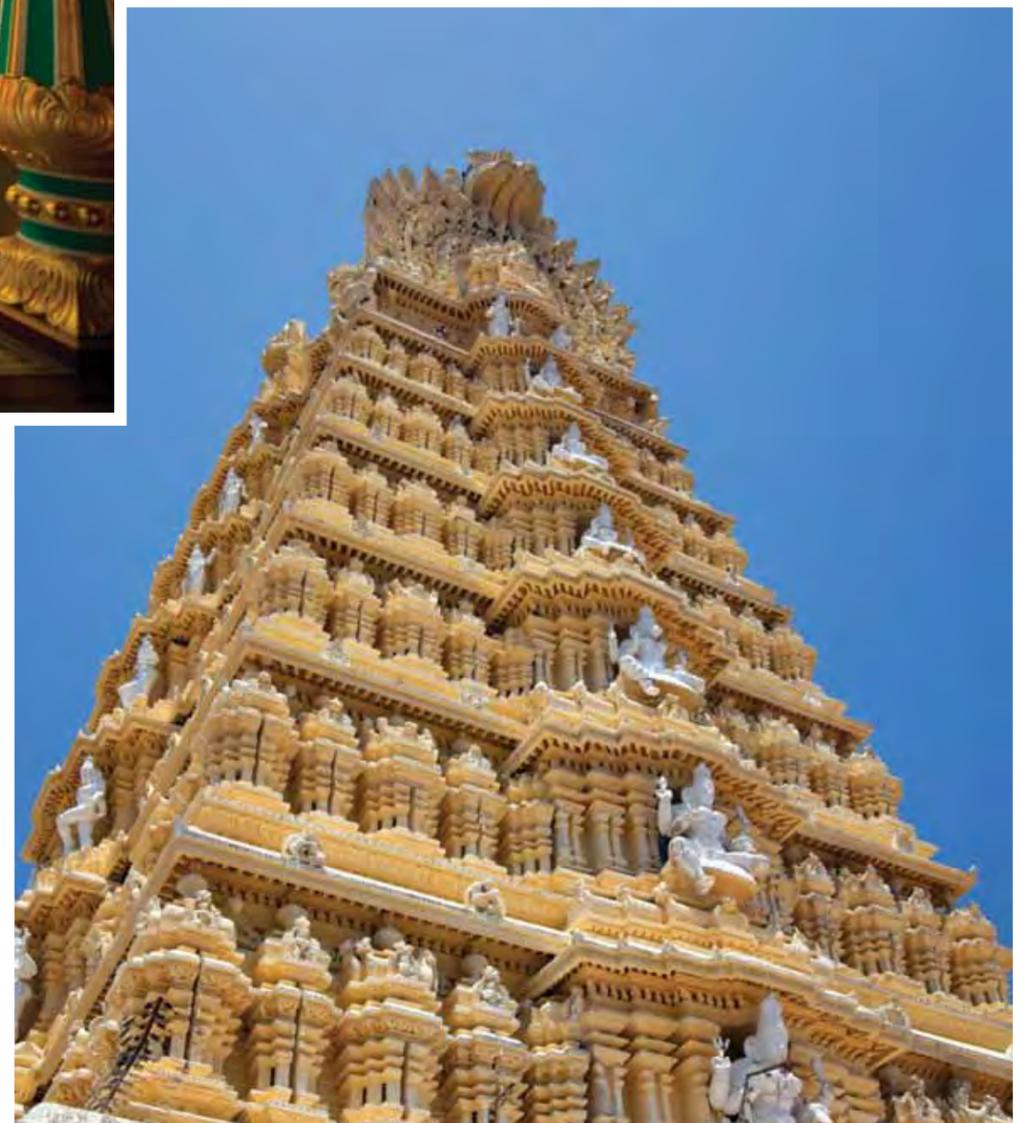
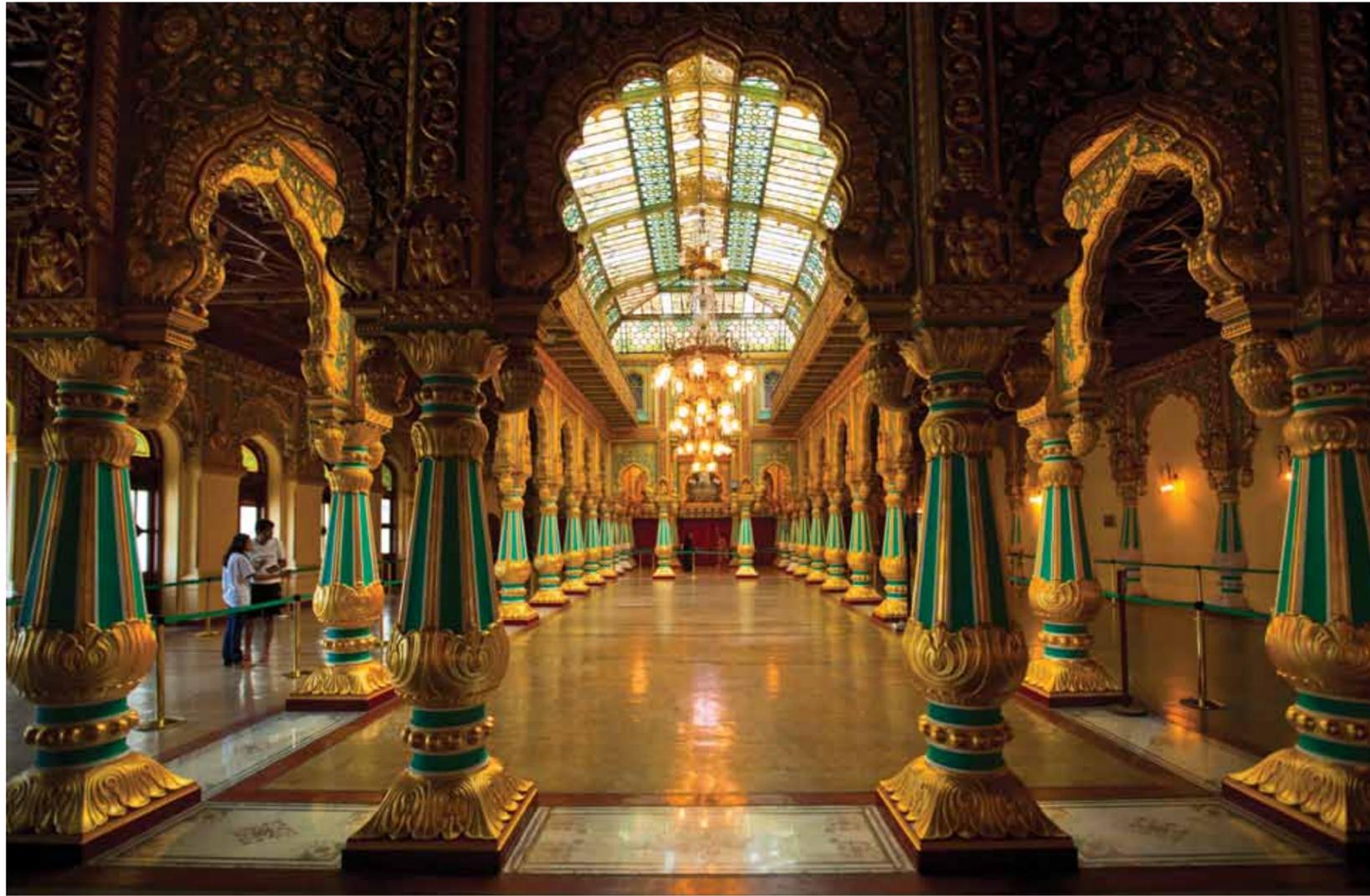
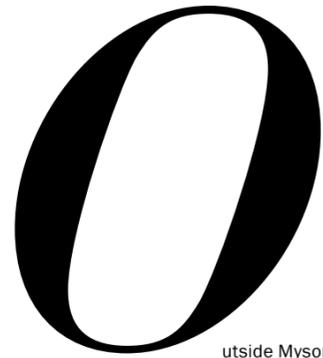
the garage, through a glass wall and into the ravine below. But while an actual 1961 250GT was used for one day of filming and for close-ups, the three vehicles used the rest of the time were Modena California Spyder kit cars, with a fibreglass body built over the chassis of an MG and a Ford V8 engine (costing US\$25,000, compared to US\$300,000 for the real thing). Two broke their suspension creating the big jump featuring the valet drivers, and the other was jettisoned from the garage. It may not have been a real 250GT that was destroyed, but movie bosses still received several angry letters from Ferrari enthusiasts.



# *In the.* Maharajas' footsteps...

*In southern India, little-visited Karnataka has plenty of surprises, from the bright lights of Mysore Palace to wildlife sightings in the jungle. DAMAC quits the beaten track to discover Asia's hottest new destination...*

Words: HARRIET O'BRIEN



Outside Mysore Palace a collective intake of breath was followed by an outburst of joyous applause from the large crowd. About 100,000 light bulbs had been switched on. They instantly transformed the royal complex into a host of linear illuminations, picking out silhouettes of the domes, pillars, arches and more. The net effect looked remarkably like Harrods lit up at night – only more opulent, bigger and with the exotic distinction of including illuminated gateways and turrets.

Mysore on Saturday and Sunday nights is uplifted by this light show. It is a major visitor attraction for the new breed of tourists who come here from across India. And their spirit of enthusiasm is intoxicating. On the day of my visit there were very few tourists from further afield. The southern corner of the state of Karnataka is not much of a feature on the tourist map of the wider world. Which is odd because there is a fabulously rich mix here, from silk and sandalwood in Mysore (to say nothing of regal lightshows), to elephants and big cats in the jungles beyond. And should you need to catch your breath after that, there's a serene health retreat in the area, too.

I started my trip in Bangalore, just four hours from Dubai – now officially named Bengaluru. For all the hype about this being the IT capital and hip café venue of India, I found it an unexpectedly laid-back and leafy city – and in parts, almost quaintly old fashioned.

> Opening pages: The statue of the Maharaja Krishnaraja Wodeyar marks the entrance to Mysore Palace. These pages, clockwise from top left: Inside Mysore Palace; A tiger in Nagarhole National Park, Karnataka; Sri Chamundeswari Temple; Hagalakayi gojju, a curry of bitter gourd and jaggery.



# Paramount Hotel

BURJ AREA - DUBAI

## OWN A HOTEL ROOM IN THE BURJ AREA DUBAI

### GET ANNUAL RETURNS & STAY FREE FOR 15 YEARS\*

Here's a unique opportunity to invest in one of the world's most lucrative hotel industry. DAMAC invites you to become a shareholder in the Hollywood inspired Paramount Hotel, Burj Area Dubai. You can invest in luxury hotel rooms of this premium development for generous returns and benefits.



### DAMAC TOWERS by Paramount Hotels & Resorts

DUBAI

+971 4 301 9999 [damacproperties.com](http://damacproperties.com)



\*Terms and conditions apply.



*'Mysore Palace looks like Harrods lit up at night,  
only more opulent, bigger and with exotic distinction'*

Tree-lined avenues grace the old area of town while to the south is the expansive Lalbagh botanical garden, complete with a glasshouse built in 1889 and modelled on Crystal Palace.

I visited the engaging Nandi Temple, and took in the old fort and the teak-carved palace of Tipu Sultan, the Muslim ruler of the area in the 18th century and a ferocious enemy of the British. Then I retreated to the sleek surrounds of the Park Hotel where international contemporary cool gets a twist of Indian panache with great splashes of colour. The vibrant i-Bar pulsed with music – every so often, interrupted by highlights from an international cricket tournament.

Moving on to Mysore the next day, the effects of Road Safety Week enlivened the three-and-a-half-hour drive: "Road safety is a mission, not an intermission" announced one of the notices dotted along the way. Arriving (safely) in this pretty city, you can't help but dither slightly over which site to explore first.

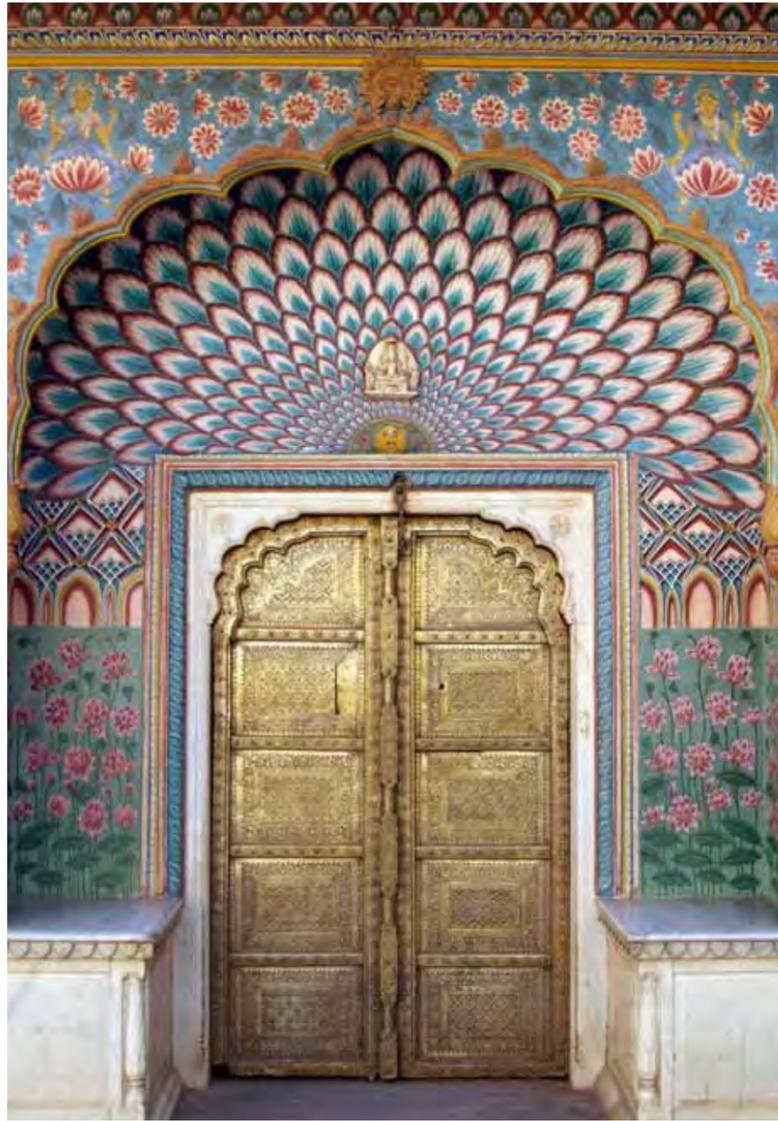
To the south, Chamundi Hill is topped by the Sri Chamundeswari Temple, but I moved straight to the Maharaja's palace so as to see the place by daylight before returning for the evening illuminations.

Built by the English architect Henry Irwin in 1912 it is an almost bewildering confection of Mughal-style architecture with dashes of Scottish Baronialism.

Yet perhaps best of all are the retail outlets. The city is liberally endowed with handicraft shops selling silk and sandalwood goods, and it is also a key centre for agarbathies, or incense sticks. Meantime for an intense fix of colour, head for Devaraja market. Most Indian markets are absorbing, but is in a class of its very own.

I wandered past wonderful stalls stacked high with aubergines, tomatoes, squash and chillis; I paused to take in the aromas of spices; I marvelled at piles of bright powders for bindis (dots decorating the forehead); and I stood spellbound watching flower merchants weave intricate garlands of marigolds and jasmine.

\*This investment is being sold by Damac Development LLC and not Paramount Licensing Inc, PHR FZ-LLC or any of their group companies (Paramount). Paramount is not the developer, owner or seller of the investment and makes no representations, warranties or guarantees whatsoever in relation to the investment.



> Previous page: Mysore Palace after dark. These pages, clockwise from far left: Ornate Mughal design in Karnataka; Practicing yoga inside Mysore Palace; Sari silks; Shreyas Retreat; The main entrance to Mysore Palace.



From flora to fauna, I continued about three hours further west to Nagarhole National Park, which was once the hunting preserve of the Rajahs of Mysore. Meaning 'snake streams', Nagarhole backs on to three other wildlife reserves which together form a protected area totalling 2,000 sq km and harbouring elephants, gaur (an Indian type of bison), wild dogs, the odd tiger, leopard and much more.

The Bison camp on the edge of the Nagarhole Park is a swish, tented outfit on the banks of the scenic Kabini River. Here you enjoy creature comforts that evoke the lavish days of safaris in the 1920s. In the large canvas villas there are huge open-air shower areas, dressing tables and full-length mirrors, while meals in the generous public areas are a delicious spread of subtly spicy mains and old-fashioned puddings.

But it is the camp's 4x4 safari drives that you're really here for. I went on three long ventures into the park where I was amazed by the beauty of the bamboo, rosewood and sandalwood forest and of course by the wildlife: exquisite roller birds with bright turquoise wings; trees teeming with langur monkeys; female elephants marshalling tiny young so tenderly yet firmly, it was tear-jerking. We even tracked a leopard, finally viewing it up a tree where it was draped across a fork in the branches looking as comfy as if in a familiar old armchair.

I was considerably less graceful than the tree-leopard a day later. I ended my trip at the Shreyas Retreat near Bangalore. It is an upmarket ashram offering every luxury that visitors could possibly want, but with an emphasis on spiritual calm and regeneration.

Yoga beginners are welcome, although as something of a novice my own first session was, frankly, unremitting torture. Yet recuperating afterwards was a serene pleasure. I sat in shaded tranquillity in the vegetable garden, well kept by volunteer guests as well as the ever-kindly staff, while images of lounging leopards, flower weavers and palace illuminations washed through my mind – a parade of the remarkable kaleidoscope that is southern India.



GRAFF

THE MOST FABULOUS JEWELS IN THE WORLD

NOW OPEN IN THE DUBAI MALL

DUBAI MALL TEL 04 3399795 BURJ AL ARAB TEL 04 3307717

DISCOVER THE HAIR & JEWEL RECREATION AT WWW.GRAFFDIAMONDS.COM



# The GLOBAL GOURMAND

*Alain Ducasse's 'homely' take on haute cuisine has earned him an empire glittering with Michelin stars – and the 57-year-old chef shows no sign of slowing. On the first anniversary of his flagship Doha restaurant, DAMAC tracked him down to discover what makes this reluctant celebrity chef such hot property*

Words: HAZEL PLUSH

Alain Ducasse (right) with Philippe Starck at IDAM.



{ }  
*‘What you eat  
 during a meal is  
 important, yet what  
 you share is even  
 more important’*  
 { }



**T**

The world of celebrity chefs isn't a friendly one. Between vociferous egos, kiss-and-tell tales and high-profile kitchen scandals, it's a wonder that anyone has time to cook dinner. But, it seems, there's an exception to the rule: Alain Ducasse. Quite frankly, he's far too busy to make any controversial headlines. With 26 restaurants to his name, and more than a cluster of Michelin stars (21 at last count), Ducasse would be forgiven for taking some time to bathe in the limelight. But his empire wasn't built on column inches: Ducasse is a gastronomic grafter, and the only wagging tongues he cares about are the ones in his restaurants.

But as IDAM, Ducasse's Doha restaurant at the Museum of Islamic Art, celebrated its first anniversary in November 2013, he could remain enigmatic no longer. The venture was Ducasse's first project in the Middle East, a collaboration with



French designer Philippe Starck, to create a unique take on the region's lavish dining scene. Against Starck's dramatic interior design, the dishes are surprisingly simple, featuring elements of both French and Middle Eastern cuisine. Whatever you do, though, don't call it 'fusion'.

"I would not call it fusion," said Ducasse as I grappled for the correct terminology. "At IDAM, I borrow local Middle Eastern products and I cook them using French techniques. The encounter creates something new and

very exciting. [Calling the food] fusion runs the risk of leading to confusion."

That said, IDAM's menu does combine both Middle Eastern and European tastes, with Ducasse sourcing many of the key components locally – true to form. Diners can expect the likes of duck foie gras with date and citrus jus, and tender camel with black truffle and souffléed potato.

Experimentation has always been at the heart of Ducasse's work. Growing up in the south west of France, he was surrounded by a "very rich and

diverse culinary tradition", but took inspiration from Mediterranean fare as a whole. "I discovered this region when I was 20 and it never ceased to inspire me. Mediterranean products have incredibly authentic tastes and I believe the role of the cuisinier is to bring them very respectfully to the dish."

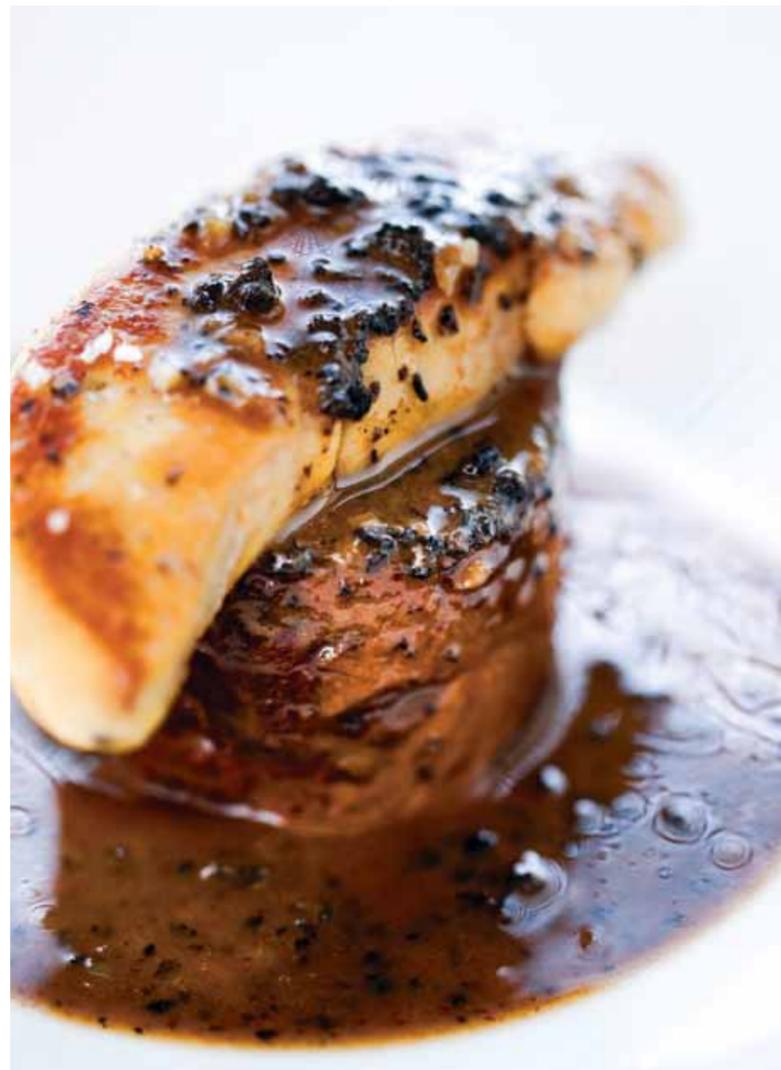
He's true to his word: Ducasse is a purist. The ingredients are left to their own devices, the essence of their flavours untainted. Locality is key, too: if it wasn't cultivated nearby, it really has to earn its place on the menu. He's also a perfectionist, installing on-site 'workshops' in many of his restaurants that make staple ingredients – bread, blended oils, butter – from scratch.

"My love of simplicity dates back to my early childhood, in my parents' farm," says Ducasse. "My grandmother prepared the meals for the whole family and she often asked me to go to the kitchen garden to pick up the ripe vegetables she needed to cook. The memory of these tastes and flavours are still very vivid in my mind." The experience sparked a fascination with food, helped by Ducasse's intuition: "Even when I was a child, I must confess I even used to give my advice – I remember I found my grandma cooked too much the beans, for instance. But this memory left an ineffaceable imprint: before cooking there is nature, [and I know] what it means to cook products coming directly from the nearby farmyard."

With his international empire, Ducasse now has a hundreds-strong workforce to pass his experience and enthusiasm on to. "Transmitting knowledge is an integral part of the cook's role. This is what I have always done in my kitchens, and is what my chefs de cuisine keep doing every day." He formed Ducasse Education, a centre for culinary teaching in his native France, which welcomes professional and amateur students from all over the world. A second project, Ducasse Institutes, collaborates with international universities to inspire excellence in the culinary arts. "All of these developments are guided by a simple yet important idea: transmitting and sharing culinary knowledge."

It's home cooking, however, that forms the roots of Ducasse's menus – and their enduring appeal. His creations may be works of culinary art, but they're honest, and welcoming. Is he a homely cook at heart, I venture? "Certainly. [For my family] I do cook very simple things, with a lot of vegetables, fruits and cereals. In fact, it is the nature of the cuisine that everyone can make. Meal times are privileged moments for families to gather and spend time together. What you eat during a meal is important, yet what you share is even more important."

*My love of simple food dates back to my early childhood, in my parents' farm'*



## A CULINARY EMPIRE

*Ducasse is one of the world's most prolific restaurateurs, with 26 exclusive eateries bearing his name...*

- |   |   |  |   |
|---|---|--|---|
| <b>FRANCE</b><br><i>L'hostellerie De L'abbaye De La Celle, La Celle-En-Provence</i><br><br><i>La Cour Jardin, Paris</i><br><br><i>Aux Lyonnais, Paris</i><br><br><i>La Bastide De Moustiers, Moustiers-Sainte-Marie</i><br><br><i>Rivea, Saint Tropez</i><br><br><i>Le Jules Verne, Paris</i><br><br><i>Benoit, Paris</i><br><br><i>Le Relais Plaza, Paris</i><br><br><i>Rech, Paris</i><br><br><i>Allard, Paris</i><br><br><i>Restaurant Le Meurice Alain Ducasse, Paris</i><br><br><i>Alain Ducasse Au Plaza Athénée, Paris</i> | <b>MONACO</b><br><i>Le Louis XV – Alain Ducasse, Monte-Carlo</i><br><br><i>La Trattoria – Sporting, Monte-Carlo</i><br><br><i>Le Grill, Monte-Carlo</i> | <b>UK</b><br><i>Alain Ducasse At The Dorchester, London</i>  | <b>UNITED STATES</b><br><i>Pinch American Grill, New York</i><br><br><i>Benoit, New York</i><br><br><i>Mix, Las Vegas</i> |
|   |   | <b>ITALY</b><br><i>La Trattoria Toscana, Castiglione Della Pescaia</i>   |   |
|   |   | <b>JAPAN</b><br><i>Benoit, Tokyo</i><br><br><i>Beige Alain Ducasse, Tokyo</i><br><br><i>Le Comptoir De Benoit, Osaka</i> |   |
|   |   | <b>HONG KONG</b><br><i>Spoon By Alain Ducasse, Hong Kong</i>   |   |
|   |   | <b>RUSSIA</b><br><i>Mix, St. Petersburg</i>  |   |
|   |   | <b>QATAR</b><br><i>IDAM, Doha</i>  |   |

# INDEPENDENT *woman*

*Ivanka Trump, daughter and right-hand woman of Donald J. Trump, is no stranger to striking out on her own. But what does it take to balance boardroom clout with a growing empire – and family?*

Words: HAZEL PLUSH



# E

Executive Vice President of The Trump Organization; CEO of Ivanka Trump Lifestyle Collection; successful TV personality, author, model... Ivanka Trump's CV is truly impressive. And she now has another project to add to her résumé: in October 2013, she became the proud mother of a second child. When it comes to having it all, Trump's a professional – and her momentum shows no sign of stopping.

We spoke during the final few weeks of her pregnancy, and it was business as usual for Trump. Her interaction with the press is limited to email exchanges, but she's as engaging and obliging as legend would have us believe. While the rest of us would no doubt be fretting over due dates and diapers, her mind's on her growing jewellery empire – most specifically, her latest range, aptly entitled The Journey. "It's inspired by my passion for travel, architecture and design," says Trump. "Each collection in the series is directly influenced by a personal favorite location around the globe. Within the four new collections, customers will travel to New York, Greece, France and Scotland."

Of course, as key figure in her father's empire, Trump is constantly on the move. Leading real estate developments, hotel projects and businesses all over the globe, it's no surprise that her commercial acumen inspires her creative work too. "I love working closely with our in-house designer," says Trump. "She is able to take my vision and bring it to life in her sketches. I'm highly involved in the entire process and everything is a result of a collaborative relationship." In addition to her travels, Trump cites "glamorous deco pieces from the 1920s to the 1960s" as key sources for ideas – as well as "modern day influences from architecture".

It's clear that Trump's business background runs deep – after all, few families have contributed to that modern day architecture as much as Trump's own. Indeed, she admits: "I was inspired by the design of our luxury projects and I saw an opportunity to apply the same concept to classic jewellery by capturing a sense of fine workmanship, tradition, and off-hand elegance." It's fitting, then, that she looks to the Middle East – the home of The Trump Organization's latest venture, Trump International Golf Club Dubai, for some of her most glamorous ideas.



*I am inspired by my passion for travel, architecture and design'*





*‘My jewellery is for the modern, sophisticated, self-purchasing woman of today’*

“My Noor [Arabic for ‘light’] collection is a line of art-deco style jewels inspired by the transparency of vintage lace, the play of light through its delicate pattern, and the intricate ornamentation of Byzantine architecture with its mosaic and arabesque patterns. I drew inspiration for this collection in 2010 while travelling through the Middle East.”

To strengthen her connection with the region, Trump’s designs will be available in Bloomingdale’s Dubai over the coming months, as well as in Harvey Nichols Dubai.

Trump fields my answers with the hardened edge you’d expect from an international business mogul. She may model her creations in the brand’s advertising materials (she’s no stranger to the camera, having worked the runways for the likes of Versace and Thierry Mugler), but this venture isn’t just a distraction from the pressures of managing her family’s enterprises. It’s serious business, she explains: “My role as Executive Vice President of Development and Acquisitions at Trump Organization has prepared me for many ventures... Since the debut of my first collection, we have experienced significant growth.” Even the use of ethically-sourced

diamonds in her bridal designs is more than a sustainability statement: it’s a “core value of Ivanka Trump Fine Jewelry, an important part of my business model. I am always open to ideas and possibilities of other areas where we can strive to be more sustainable within the Ivanka Trump brand.”

But behind her corporate drive, Trump has real passion for her product – a concept that, she says, “evolved organically” thanks to a natural instinct. “On my 21st birthday my mother gave me a beautiful diamond necklace that is obviously very special to me. I still wear it frequently and it was definitely a piece that ignited my interest. Eventually it led me to explore the market and find a niche.”

Her creations have been seen on the likes of Blake Lively, Emmy Rossum, and Natalie Portman – “They each have a phenomenal sense of personal style” – as well as on Trump herself. “Do I wear my own pieces? Yes – every day! My designs are consistent with my own personal style and taste: they’re feminine, with a youthful edge. My jewellery is for the modern, sophisticated, self-purchasing woman of today.” I can’t think of a better icon of feminine independence than Ivanka Trump herself.



LUXURY MANSIONS AND VILLAS.  
THE TRUE MEANING OF SUCCESS

For those who know the true meaning of success, we present The Trump Estates, a special gated area within AKOYA by DAMAC. Elegantly designed mansions that pay a fitting tribute to your stature. The Trump Estates finds pride of place overlooking the The Trump International Golf Club Dubai. Announce your success to the world, in true Trump style.

damacproperties.com | 04 301 9999

THE TRUMP ESTATES

AKOYA

PRINCESS  
*of the* SEAS

*With craftsmanship by Princess Yachts and interior design by FENDI Casa, the '98 Motor Yacht' is the ultimate blend of style and substance. Princess Yachts' Sarah Verey, director of the collaboration, shares the story behind its conception...*



"Princess Yachts' connection with FENDI Casa is a unique partnership – a coming together of complementary brands. Both stand for timeless sophistication and cutting edge design, offering customers something truly unique, contemporary, fresh and exciting – the connoisseur's choice. Individually, Princess and FENDI Casa stand for quality in design and manufacture – and together they provide a way of making the best even better."



"The partnership between Princess Yachts and FENDI Casa came about through our common ownership with LVMH, the Moët Hennessy Louis Vuitton group: one of the most exclusive companies in the world. A strong design collaboration has evolved over the past three years through this unique relationship which has culminated in eight yachts being styled in collaboration with FENDI Casa."



> This page: The welcoming FENDI Casa-designed saloon of 98 Motor Yacht.

Opposite page, from top: Luxe interiors at the helm of the boat; The comfortable cabin quarters, featuring wood and leather trims.

"Clients can choose many different styles from FENDI Casa, and the Princess look is one of luxury and sophistication; it is contemporary yet comfortable. This is very important, both to us and our customers. Our yachts are designed and built to be enjoyed for years to come so a considerable amount of time is spent on each interior to create something of beauty and ultimate sophistication that will stand the test of time."



"FENDI Casa is a household name and no-one else provides this service for semi-custom yachts, so customers have relished the opportunity to commission an interior which is not only totally bespoke but is also designed by one of the most respected design studios in the world."

> For more information, visit [princessyachts.com](http://princessyachts.com)

# THE MAN with the PLAN



*Gil Hanse is golf's new golden boy. Against big-name competition from all over the world, Hanse and his design partner Jim Wagner have won contracts to design the courses of the future: from Rio de Janeiro's Olympics links to the new Trump International Golf Course, Dubai. Here, Hanse shares his vision for the Middle East's most eagerly-awaited greens – in his own words...*



*We are very fortunate that we can pick and choose the projects we work on – if we sign up to something, we really have to believe in it. We are able to say no to projects, so we talk to developers when they approach us and find out how important golf is to them. Knowing The Trump Organization, and the standard of their courses, the quality of all their work is very high. So my design partner Jim Wagner and I knew that this project would be right for us. The fact that DAMAC Properties was on board too was obviously fantastic for us. It was the key to getting our interest – we tend to seek out people who are committed to creating exceptional golf. If we can create something exceptional and have fun doing it, then we're on*

board. Knowing the reputation of these developers and the reputation of Dubai, we couldn't refuse. It's a spectacular city, and a spectacular project. When we received the confirmation that both developers were committed to putting golf at the top of the agenda, we knew we could create something exceptional.

*Donald J. Trump is passionate and knowledgeable about golf.* At the core, he wants great golf – in many of his projects he has created a statement, but he knows the value of attention to detail. His experience of building golf courses has been very valuable to us, because he's well ahead of the curve; he's very knowledgeable about the process. He has vision

*Donald's experience building golf courses is very valuable... He's ahead of the curve'*

and creativity, but he never forces us to do anything. Jim and I have a lot of dialogue with him – his vision is a lot stronger than that of other owners and developers, but that has been very useful to us. People might think it's an odd partnership because I'm very soft-spoken and quiet whereas he's much more exuberant in his personality and designs – but it works. At the core of it, when you sit with him one-on-one, there's no doubt about how much he loves the game, and how committed he is to it.

*We're known for our minimalist design, but it's not part of our plan for this project.* We want it to feel natural, and part of its surroundings, but there will certainly be drama.



We are, however, striving for a good harmony between the residential area and the golf course – we hope that the two elements will complement each other.

*We love the graceful, windswept landforms in the desert, so we really want to harness that.*

We went out to the Hatta dunes, to look at the landforms and the vegetation there. The site itself is fairly non-descript from a natural standpoint, so we're going to have to put a lot of creativity into the landforms. We want to build something that Dubai has never seen before – and we are very excited by the prospect.

*We will incorporate wadi-style hazards...*

It's a great way to combine the inspiration of the desert with a feature that will enhance the playing experience. The water will be beautiful when viewed with the sunlight, the green grass and the natural form of the course – and there will be a few lakes, too. The water will help us practically, and will also create a few exclamation points throughout the course. There will be lots of variety – from our standpoint, the critical aspects of the design are having a good flow and pace to the round. We have

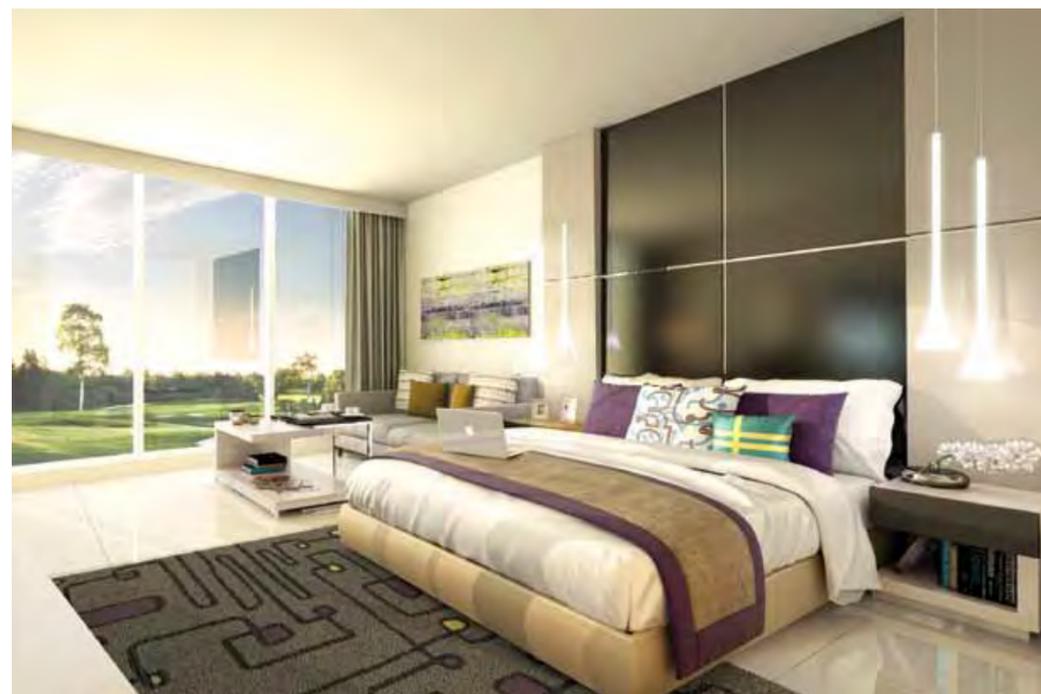
150 acres for the golf course, which will snake through the residential areas. We're going to have the opportunity to create some sharp edges and elevation too.

*The Trump International Golf Course will be a very important part of our collection.*

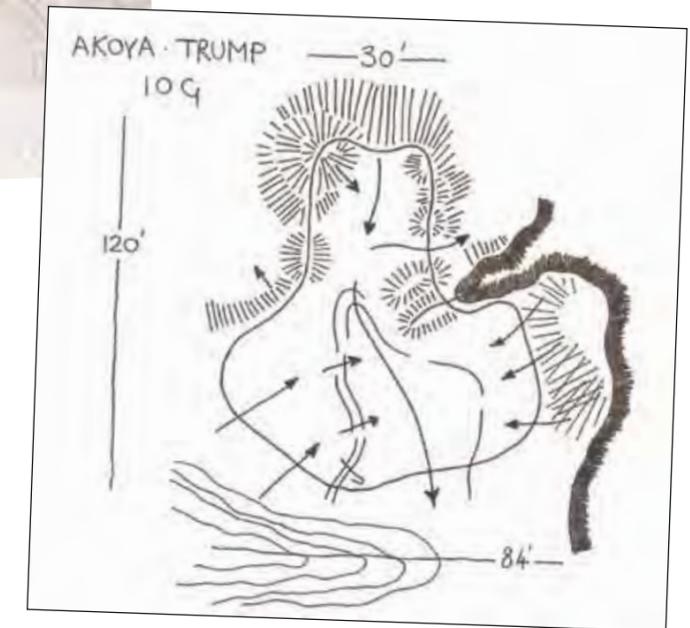
In the past, we've always created courses in areas of natural beauty, where the flow of the landscape informs the form of the course – but this is very different. We have the freedom to put our own stamp on the plot, to create our own design, so it's a real test of our creativity. It will show another aspect of our team's talent, and be part of the Middle East's growing golf scene.

*We're also working with Donald Trump on the Doral Golf Resort & Spa project – we're planning some major changes in Miami.*

The more we discussed the project and studied the property, the more we realised we had to make a choice: hold to a renovation of Dick Wilson's original design, or pay him respect through the feel, the look, and the values of the course. We wanted to make it more of a challenge for today's golfer. Donald gave us the green light, so we are taking



> Opening pages: The golf apartments in AKOYA by DAMAC. These pages, clockwise from far left: AKOYA by DAMAC villa; An original plan for the project; A sketch by Hanse for Trump International Golf Course, Dubai; Donald J. Trump; Golf course views from a Town House master bedroom in AKOYA by DAMAC.



*For us, the critical aspects of the design are having a good flow and pace to the round'*



*'We want to build something  
Dubai has never seen before'*

the opportunity to make it better. My partner Jim is running the project, so he deserves a lot of the credit for our design at Doral.

*We've also designed the 2016 Olympics course in Rio de Janeiro – it's progressing well, but there have been a lot of challenges.*

As with any project, keeping steady progress has been difficult at times. Usually, when the development of a course runs slowly, it's a good thing – it gives us the time to look over every little detail – but of course we have a very specific deadline on this! I'm working with a great team, though. We will be having a test event the year before the Olympics too, so it must be ready for that...

*For more information about AKOYA by DAMAC and Trump International Golf Course, Dubai, visit [damacproperties.com](http://damacproperties.com)*



# *put a SPRING in your STEP*

*Hot off the catwalk, 2014's first fashion edit is a triumph of daring colours, sharp tailoring and vibrant jewels. This is the year to raise your style stakes...*





Mary Katrantzou



Julien Macdonald



Greek designer Mary Katrantzou is one of fashion's most colourful new names. If you're not brave enough to go all-out in her rainbow prints, make your outfit pop with amethyst, ruby and emerald jewels – the bigger and bolder, the better.



Clockwise from bottom left: Versace, Bulgari, Cruciani, Christian Louboutin, Fabergé.  
Previous page: Osman.



At London Fashion Week, burnished gold was the inspiration for Julien Macdonald who brought a dash of drama to his pretty party dresses. Break all the rules: mix gold with silver, prim with punk, and chunky accessories with feminine forms.



Clockwise from bottom left: Alexander McQueen, Hermès, Cruciani, Victoria Beckham, Chloé



*Burberry Prorsum*



Mixing military swagger with clean-cut tailoring, this season's Burberry Prorsum is all about authority. Invest in strong, steely-hued leather and suede staples, heavy with dominant lines and attitude.

*From top: Alexander McQueen, Salvatore Ferragamo, Emporio Armani, Tag Heuer, Christian Louboutin*



*Coach & Billy Reid*



Billy Reid's exclusive designs for Coach have smart-casual down to a T. With burnished chocolate shades and warm, soft leather, this timeless style will only improve with age. The perfect weekend look for a well-heeled gent.

*From top: Alexander McQueen, Salvatore Ferragamo, Tod's, Salvatore Ferragamo, Christian Louboutin*



Versace



As if blazing down the runway in nonsense cuts wasn't bold enough, a pillar-box red Versace have added clashes of orange to the mix. Seize attention with powerful claret and fearless flashes of tangerine.

From top: Salvatore Ferragamo, Hermès, Stéphane Rolland, Salvatore Ferragamo, Versace



# DESIGNING *the* DREAM

*Khaled Khalil first tried his hand at creating bridalwear at just 12 years of age. Now, a qualified couturier and former dressmaker to Hollywood stars, he is the go-to designer for the Middle East's royal and VIP brides. DAMAC caught up with him as he gears up for the next big day...*

Words: HAZEL PLUSH





> Opening page and opposite: Khalil's couture designs for 2013/14, as seen on the catwalks of international bridal shows.

**I**

t's said that true artists have their skill from childhood. A few prodigious souls are born with the raw goods that will make them a star – a talent to be honed, an eye for perfection. It's little surprise to learn that Khaled Khalil is one of them.

You may not have heard his name – indeed, not many have. But within the world of royal and VIP weddings, Khalil is a true personality. A classically-trained couturier and dressmaker extraordinaire, he's the man behind some of the Middle East's finest nuptial gowns – and he's been designing since he was a tot.

I catch Khalil on the phone between appointments, early on a Sunday morning – it's all hands on deck in preparation for the next big day.

"All through my childhood I loved to draw," says Saudi Arabia-born Khalil, speaking from his studio in Jordan, "and I got my first taste of designing wedding dresses when I was 12. My sister was getting married, but she was having problems with her tailor – she couldn't communicate her ideas properly, so she asked me to draw them for her." It was a big step for a boy whose repertoire had only included landscapes and architecture so far, but Khalil was up for the challenge. "She got me to do this, change that, and the tailor created them for her. I can't explain the buzz that I got from that."

His sister, 16 at the time, took Khalil's drawings to school, and soon her friends were all asking their own wedding tailors to work from the schoolboy's sketches. "They'd ask me what material I thought would work best, what finish. And then they started paying me! I couldn't believe it."

There could barely have been a better beginning for Khalil than in wedding-rich Saudi society. Decades later, he is working among the upper echelons of the Middle Eastern elite, travelling from his base in Jordan to fittings and events all over the region. It has been an eventful journey since those first childhood sketches. "They captured my imagination," says Khalil, "so I started drawing everything, copying things I saw in magazines. I had

no idea about fashion, but I drew whatever I could. My mum used to make clothes for us at home, so I copied the patterns, the looks, and slowly figured out what it took to make clothes."

The family moved to America a few years later, where the ambitious teen secured a scholarship at California's Fashion Institute of Design and Merchandising. His dramatic designs took him to Hollywood – although the bright lights of Tinseltown concealed an artistically-stifling reality. "I started working with Bette Midler, Diana Ross, Tim Burton... it was a natural connection, very exciting initially, but I didn't like it. It wasn't organic – you had to subscribe to what they wanted. I'd waited for such a long time to be free."

Khalil followed his heart back to the Middle East, arriving in Dubai in 1994. It was a homecoming –

appreciated my designs, and that gave me power and faith in my ability. I had worked so hard, progressed so much, and everything fell into place."

Now, Khalil works on roughly two weddings per month – a seemingly modest number, but the amount of work involved is staggering. In addition to the bespoke, hand-made bridal gown, Khalil and his handful of staff often produce garments for the rest of the wedding party. "It gets crazy some days, but the amount of work we do now is less than it was a few years ago – I am older and my body demands more of me now," says Khalil. "The world is dominated by speed, but the values of European couture are the complete opposite. I only like to work with craftsmen that understand it takes a long time to produce something perfect, but it's getting harder to find people with the patience and artistry."

While some brides have spent years dreaming up their perfect wedding dress, many don't know what they want, admits Khalil – but he's adept at figuring it out. "I sit with them, listen to them talk, see how they express themselves... I learn so much about them from that. It gives me an insight into who they are, and what will suit them."

Whatever the style, Khalil's gowns are true to his couturier roots: "I have been classically trained in pattern making, cutting, stitching, tailoring and fitting. The under garments are as important as the outer garments: it's all part of one package. All of my schooling, all of the art, all of the theatre – it all influences what I create."

The fabric and finishes are sourced directly from the world's finest producers. Khalil has a long-standing relationship with Swiss haute couture material manufacturer Jakob Schlaepfer, which sponsored his third year of design school in the early days. Taroni, one of Italy's oldest mills, provides light-as-air silks, while Britain-based Bella Tella is responsible for the intricate, structural fabrics. The result? A blend of traditional fairytale and contemporary charm. "Whenever my girls wear their finished dresses, they tell me 'Khalil, I feel like a modern queen!' I concentrate on what the bride is telling me: it's her day, it's her who is supposed to absorb the positive energy and glow. She needs to feel like she's modern, fresh, classic and regal."

It's clear that couture is – and always has been

*'The world is dominated by speed, but the values of European couture are the opposite'*

both personally and professionally. "I am a part of the Middle East, and the Middle East is a large part of me," says Khalil. "I was born and raised in Saudi: my thoughts, my sense of style were already developed before I left. Dubai is the most developed modern Arabic city. You can't deny how fast it grew, how young it is, how energetic."

Khalil established his own studio in Bur Dubai, where his vision matched the aesthetics of the city's growing luxury market. "People loved and

– much more than just a job for Khalil. Since he first penned those creations for his sister, design has been his passion, and his reputation for excellence has led to critical acclaim and artistic freedom. Not only is Khalil bringing his clients' dreams to life, he's also living out his very own fairytale. "I am so lucky to be able to create something that will have such a key part of these women's lives," he says with an audible smile. "I am an artisan, not just a designer – I work with my hands, to cut the fabric, to bead the dresses – it's what keeps my heart pumping."



# Paramount Hotel

JUMEIRAH WATERFRONT - DUBAI

OWN A SEA VIEW HOTEL ROOM  
ON JUMEIRAH WATERFRONT DUBAI

GET ANNUAL RETURNS &  
STAY FREE FOR 15 YEARS\*

Here's a unique opportunity to invest in one of the world's most lucrative hotel industries. DAMAC invites you to become a shareholder in the Hollywood inspired Paramount Hotel, Jumeirah Waterfront Dubai. You can invest in luxury hotel rooms of this premiere development for generous returns and benefits.

+971 4 301 9999

[damacproperties.com](http://damacproperties.com)



© 2014 DAMAC Properties Co. LLC. All rights reserved.

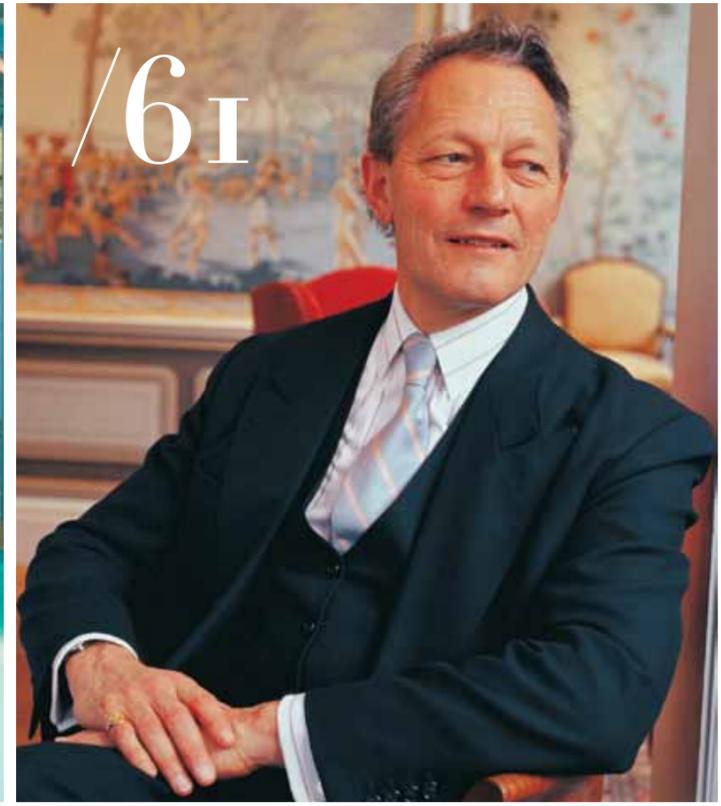
DAMAC DEVELOPMENTS CO. LLC. NO. 110

# HOME

Bring opulence into your interior design with Versace Home's new exclusive furniture collection, and hand-painted silk wallpaper by de Gournay. Plus, we glimpse the most luxurious private swimming pools that the world has to offer...



/52



/61



/58

\*This investment is being sold by Dama Development & Contract Financing Issuing the JWF FDIIC as one of their group companies (Damacon). Damac will not be liable for any errors or omissions in this advertisement and makes no representation, warranty or guarantee whatsoever in relation to this investment.



# I.

## CRYSTAL CLEAR, AUSTRALIA

The residents of this private dwelling in Elsternwick, Victoria, think of their pool – and a seamless part of their garden. The edge of the pool is just a metre away from the living room’s French windows – we’d love to fling them open and dive straight in – and swimmers can gaze out into the garden through a sturdy clear wall. Created by architects Out From The Blue, this ingenious design has a playful twist, too: a window links the pool with a basement chill-out area, so residents can peer out through the water into the garden beyond.

## MAGNIFICENT SWIMMING POOLS

*Every issue, we scour the globe for hotels’ and homes’ finest features. Here, dive into the best bespoke swimming pools – all found in sumptuous private residences...*

# 2.

## MODERNIST MARVEL, PORTUGAL

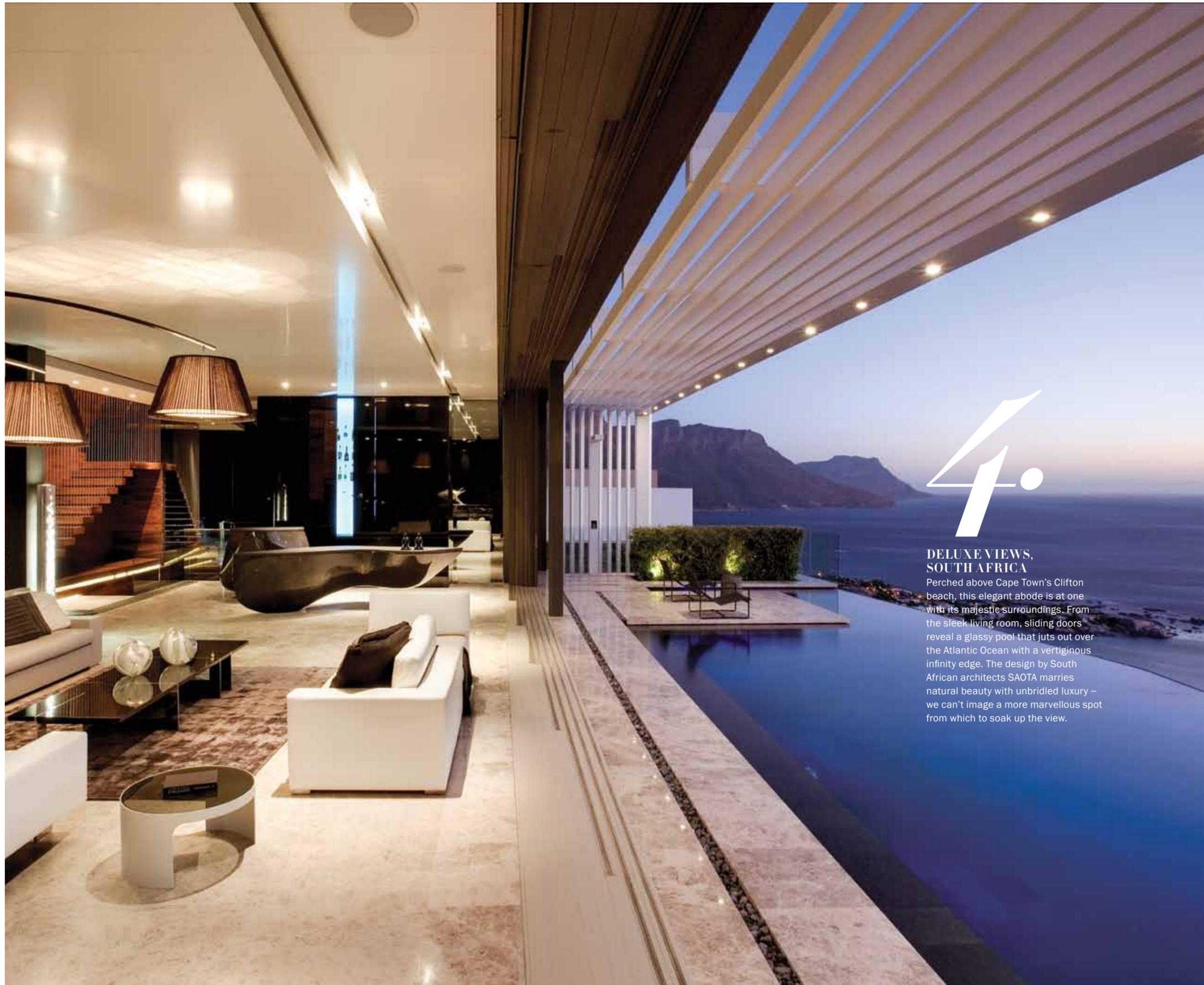
A spectacular Jacuzzi and swimming pool appear to hover above the grounds of this futuristic Vale do Lobo villa. An infinity edge allows bathers to take in the lofty views of the surrounding golf course, while a constant waterfall tumbles into a reservoir below. Designed by Arqui+, the pools are connected to the house by a timber walkway, providing an impressive (if precarious) spot for al fresco parties.



# 3.

## SUITE SWIMMING, GREECE

The master bedroom of this Mykonos residence boasts its very own azure plunge pool, a luxurious addition inspired by the Greek island's glittering coastline. We love the cosy, cavernous feel of this laid-back space, which is enriched by a state-of-the-art entertainment system – perfect for setting the scene while bathers wallow in the splendid surroundings.



# 4.

## DELUXE VIEWS, SOUTH AFRICA

Perched above Cape Town's Clifton beach, this elegant abode is at one with its majestic surroundings. From the sleek living room, sliding doors reveal a glassy pool that juts out over the Atlantic Ocean with a vertiginous infinity edge. The design by South African architects SAOTA marries natural beauty with unbridled luxury – we can't image a more marvellous spot from which to soak up the view.

# 5.

## LUXURIOUS LEISURE, DUBAI

New luxury serviced apartments DAMAC Maison – Dubai Mall Street is home to one of the city’s finest swimming pools. Occupying a large space on the sixth floor, visitors can expect excellent views across the Downtown area of Dubai, as well as a selection of luxurious loungers dotted about the private sundeck. The Jacuzzi and nearby health club enhance the experience further. [damacproperties.com](http://damacproperties.com)



# 6.

## WHITE WONDER, MALLORCA

This dazzling villa by architect Alberto Rubio was inspired by the whitewashed villages that dot the Mallorcan countryside, but its stunning swimming pool oozes Hollywood style. Surrounding its curvaceous edge you’ll find the property’s leafy gardens and the craggy Mediterranean cliffs – although you’d be hard-pressed to prise us from those crystalline waters...



# 7.

## PALATIAL POOL, USA

The Friary on the Severn, a sumptuous dwelling in Maryland, boasts an opulent indoor pool in its very own annexe. Residents can bathe under bespoke chandeliers while gazing at their art collection, and wallow in the natural light that shines through the vast skylight windows. Its delicate fountains and marble surrounds lend true regal splendour: this is a slice of Renaissance romance just 40 minutes from Washington DC.

# Seasonal SPLENDOUR

*Versace Home's winter collection promises all the drama and decadence of its catwalk counterpart. DAMAC gets the first look...*



> The deep golden hues of Versace Home's Baroque soft furnishing collection take their inspiration from autumn's traditional warm, ochre shades – and the bold designs are perfect for stepping up the glamour of palatial living quarters. Each one features hand-painted silk motifs and velvet trimmings. For all-out drama, complete the look with the Versace Home gold-leaf porcelain coffee range – a modern yet intricate take on the traditional Arabic serving set.



*'Versace is not just a name, it's a way of life! The new Home collection gives the most complete experience of this glamorous world. In every piece, the Versace DNA fuses tradition with innovation, heritage with the future, creating a collection that is sophisticated and daring for every room. Never has there been a better time to live the Versace lifestyle.'*

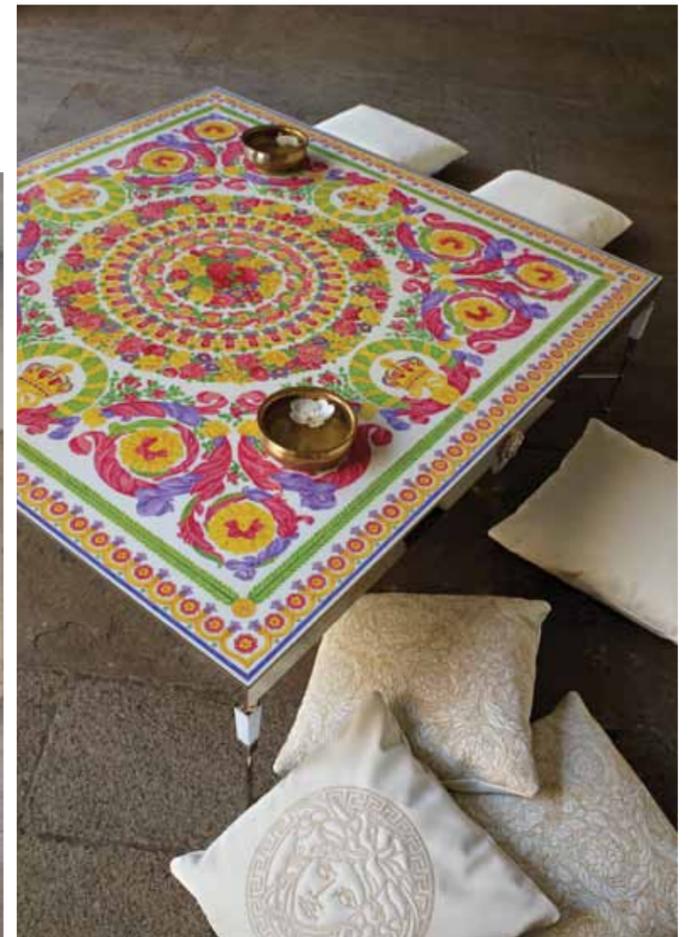
- Donatella Versace



> Few armchairs are as stylish or sumptuous as the Cartesio. With the signature Versace Greek key as its structure, the designer origins of this chair are clear, even to the most uncultured eye. Its sheepskin upholstery is irresistibly soft – indeed, the chair itself seems to envelop the body, a suitably lavish Versace embrace.



> The colour of the Club seating range may be muted, but texture does the talking with Versace Home's range of hand-crafted, pillowy cushions – each featuring hints of the Versace motifs. For a flash of colour, look to the Carré ottoman: its velvet cover is available in a myriad of shades, crafted especially to suit your style.



> The Argo coffee table is a true work of art: on a gold metal frame, the marble top is adorned with a foulard pattern, a vibrant nod to the traditional exuberance of the Versace house. Display as a centrepiece, with simple gold accessories.



FINE PRIVATE BANKING.  
NOTHING ELSE.

FALCON PRIVATE BANK – SWISS PRIVATE BANKING

Zurich | Geneva | London | Abu Dhabi | Dubai | Singapore | Hong Kong

A wholly owned subsidiary of *aabar*

Falcon Private Bank Ltd. Representative Office Abu Dhabi and Falcon Private Bank Ltd. Representative Office Dubai are licensed by the UAE Central Bank to act as the UAE representative offices of Falcon Private Bank Ltd., Zurich. This advertisement is not directed at US-persons and must not be distributed into the USA and should not be relied or acted upon by, any other person located or resident in a jurisdiction where the offering or advertising of the services described herein would be contrary to applicable laws or regulations.



# HANG the EXPENSE

*When does wallpaper become a work of art?  
De Gournay's bespoke creations are painted by hand, using  
centuries-old techniques, and cost hundreds of thousands of dollars.  
DAMAC got the scoop from Company Director Hannah Gurney  
on the luxury interiors world's exclusive emerging trend...*



**L**orget framed artwork; take down the canvases from your walls. If you want to make a real impact, to bring characterful opulence to your not-so-humble abode, it's all about the wallpaper. In the world of interior design, 2014 will be all about the statement paper: vibrant palettes (rich in scarlet and gold), velvety textures, and designs so elaborate that they're works of art in themselves.

This is no news to de Gournay, though. For the past 27 years, the company has created bespoke paper for the world's richest homes, with its artisans hand-painting every design on silk panels. This is the pinnacle of lavish interior design – indeed, it feels crass to call de Gournay's designs mere 'wallpaper'.

The company's main collections are inspired by European interior design during the Georgian period (18th-century), and block-printing techniques from 19th-century Europe and Japan. Each panel – this wallpaper does not come in rolls – also features strong historical Asian influences: delicate motifs from 16th-century Japan and Korea, reminiscent of hand-painted kimonos and silk screens. The artisans work directly with interior designers, planning the positioning of the painting to suit the rooms and their proportions – just like framers, if you will.

De Gournay was founded by Claud Cecil Gurney, avid collector and trader of fine antiquities – at just 20 years old he made his debut furniture purchase at Sotheby's, a Georgian sofa. After a career in finance,

his passion for chinoiserie took him to rural China, on the hunt for traditional handpainted wallpaper. Spotting a gap in the market, he opened a handful of small studios in remote village houses, shipping the work of Chinese artisans to England's interior design market. Today, Gurney's business operates under the (original) French version of his family name, and he has brought his two eldest daughters Rachel and Hannah into the business, as well as his nephew Dominic Evans-Freke.

At 27, Hannah Gurney is the same age as the company of which she is Director. It's an ambitious role for a young person, but then she has grown up within the business. Speaking from London, amid last-minute preparations for the launch of de Gournay's latest designs at industry event Decorex,

she's clearly in demand. So what will the company's 2014 pieces look like? "Most of our designs are based on historic references, and my father will source these references from books he reads, museums he visits, houses he visits, travels that inspire him. The key decision is whether to translate these references literally, staying true to the original artworks in style, or whether to interpret them in a more contemporary manner, maintaining just the spirit of the pieces that inspired them."

The company's founder clearly works closely with the younger Gurney generation: "I have always had huge admiration for his fearlessness of making mistakes and his bold use of colour," says Hannah. "It is my father's taste that has always been the greatest influence over our designs and products."

De Gournay's creations are also renowned for their expense – prices are only available on request, but start at roughly \$650 (AED2,387) per panel for the most modest designs. The most pricey finish? "Our 22 carat gold gilded silk," says Hannah. "The artists hand-gild each individual precious metal leaf onto 100% silk fabric which has been paper-backed. The colour and richness is awe-inspiring." For an even more opulent finish, clients can opt for the designs to be painted on 22-carat gilded silk.

Panels of De Gournay's traditional 18th-century chinoiseries take over 80 hours to paint, and a single collection can take up to three years to design. Patience is essential. "When we are trying to develop a new style, or get to grips with a new technique, it can take a huge amount of time," says Hannah.



*'De Gournay's traditional 18th-century chinoiseries take over 80 hours to paint'*

“Designs need to grow organically to ensure that the spirit of what we do is reflected in the end product.” The head of design is based in the London studio, overlooking the work of designers and artisans based all over the world.

The production continues with the painting stage – a painstaking process based on traditional techniques that often takes months to complete. “Chinoiserie designs use this technique of Chinese painting where the outlines are defined in pencil by hand before painting begins,” explains Hannah. “The colour is filled in afterwards, being built up carefully in layers. Our other collections use very different painting styles, all of which require different processes – our Japanese and Korean designs, for example, are inspired by the Edo period Rimpa technique of mixing paint onto wet and dry surfaces to achieve different border effects. Pencil outlines are customarily added afterwards, so we have had

to invent new ways of projecting the pattern onto surfaces to guide our artists in the design.”

The silk base of each panel is a work of art in itself: “It has to be stretched between special frames and treated with a traditional fish bone derived from an impervious surface – this allows us to paint onto it without the colour blotting and spreading.”

What really makes de Gournay wallpaper special, though, is the passion that goes into every panel. “The consideration we show for the placement of every bird and flower shows our desire to reflect the spirit of the artists that have created it,” says Hannah. “They have the ability to completely transform a room, bringing vibrancy and colour. The wallpapers that we make need to feel like they belong in the room they have been installed in... Our designs may have their roots in history, but they always lend themselves to contemporary interiors. They are truly timeless.”



*“The artisans plan the positioning of the painting to suit the rooms and their proportions – just like framers”*





EMPIRE AVIATION GROUP



AIRCRAFT SALES   AIRCRAFT MANAGEMENT   PRIVATE JET CHARTER



[www.empire.aero](http://www.empire.aero)  
Telephone No: +971 4 299 8444

# PROPERTY

*Get the inside scoop on DAMAC Properties' landmark decision to commence trading on the London Stock Exchange, and discover AKOYA Park, the jewel of the new AKOYA by DAMAC community...*

/88



The view of Downtown Dubai from  
DAMAC Properties' DAMAC Maison  
– Dubai Mall Street



> Image: Nasir Rauf

**F**

or almost a decade, the real estate portfolio of DAMAC Properties has been at the forefront of the Middle East's luxury residential market. With an enduring passion for design and quality, the company has built an unequalled reputation for creating some of the most iconic and desirable properties in locations from Dubai to Beirut, Abu Dhabi to Jeddah, and Doha to Amman.

It's a reputation of which the company's Managing Director, Ziad El Chaar, is rightfully proud. "Take each and any project that we have in the context of its area and location, and you will find in that project a very distinct design, with luxurious quality and a level of amenities over and above projects in any other masterplan," he says.

The pace of DAMAC Properties' expansion has been extraordinary. It has completed no fewer than 8,887 units to date, and has a further 23,688 units at various stages of progress and planning across the Middle East region.

In June 2013, DAMAC Properties introduced the 42 million square foot AKOYA by DAMAC master development in Dubai. The project includes mansions, villas, luxurious apartments and retail centre all surrounding an 18-hole Championship Golf Course 'The Trump International Golf Club, Dubai'.

Within the AKOYA by DAMAC golf course community, featured products include 'The Trump Estates', a luxurious lifestyle community located in the most desirable locations of the development. Also set within the heart of the community is a global first, with the launch of FENDI fashion-styled villas using FENDI Casa designs and influences, these villas offer a new concept of refined living.

The project also includes a 14 million square foot extension to the original plan for AKOYA by DAMAC, with a dedicated 4.3 million square foot of open parkland, which will be a unique development in the region. The exclusive villas are set within the grounds

## DAMAC Properties Delivers a Life of Luxury

of a lush green open space reserved for the residents of the community. The AKOYA Park will become one of the largest private parks in the region.

Always at the forefront of visionary concepts, DAMAC Properties has recently announced an exclusive partnership with Paramount Hotels & Resorts, the official licensee of Paramount Pictures, in the heart of Dubai's glittering Burj Area. Taking inspiration from the Hollywood icon's 101 years of award-winning creativity, the US\$1 billion DAMAC Towers by Paramount comprises a four-tower serviced residential and hotel complex featuring wellness centres, themed dining, swimming pools, entertainment facilities and branded merchandise.

DAMAC Properties' first serviced apartment project, DAMAC Maison – Dubai Mall Street, is also set to wow citizens of the city. It has been designed by high-flying German architects Koschany+Zimmer, and stands at 50 floors. The first addition to the DAMAC Maison serviced apartment portfolio (which is projected to manage 7,351 properties by 2017), DAMAC Maison – Dubai Mall Street features a luxurious spa, fine dining restaurants, chauffeured limousines, a dedicated concierge service and yacht and jet charters.

Alongside ground-breaking architecture and bespoke personal services for residents, DAMAC Properties is famed for its partnerships with the crème de la crème of the interior design world. At present, its projects include two exclusive UAE and Saudi Arabia developments in collaboration with FENDI Casa, and existing designs with Versace Home. This enables DAMAC Properties to offer exquisite interior design that is unmatched in the market, and a life of luxury that all of its residents know and love.

As the company continues to innovate and bring new concepts to the market, El Chaar is determined to build on its powerful performance to date. "We have the vision and momentum to provide solid investment opportunities for our customers," he says. With this drive, DAMAC Properties is building the next generation of Middle East luxury living – truly a space worth watching.

> DAMAC Properties has completed 8,887 units to date. it also has a further 23,688 units at various stages of progress across the Middle East region. [damacproperties.com](http://damacproperties.com)



## On the List

*In a historic move which secures its position as a leader in both the real estate and business worlds, DAMAC Properties is now listed on the London Stock Exchange*

**A**fter more than a decade at the forefront of the luxury real estate market in Dubai, DAMAC Properties has successfully listed on the London Stock Exchange. The company made the landmark move in December of last year, signalling its strength and continued positivity in the property market.

Hussain Sajwani, Executive Chairman and Chief Executive Officer of DAMAC Properties, was joined by his family at the London Stock Exchange head quarters for the momentous occasion on December 3. At a ceremony to mark the listing, Sajwani said, "We are proud to have successfully completed our IPO and believe that the strong investor interest in the DAMAC story is a testament to the platform we have created and the potential of the company. We have built our business on a commitment to delivery for our customers."

The company is trading in global depository receipts (GDRs), under the ticker symbol DMC. The launch price of US\$12.25 values DAMAC Properties at US\$2.65 billion, the biggest offering on the London Stock Exchange by a UAE firm for seven years. A DAMAC Properties GDR unit represents three ordinary shares in the company, and 28,393,968 GDRs have been released. Citigroup and Deutsche

Bank were joint global coordinators of the offer, and Samba Capital of Saudi Arabia and VTB were joint lead managers.

The move was a natural progression for the company which not only survived the property crash in 2008, but has gone from strength to strength ever since. Sajwani, who founded DAMAC Properties in 2002, highlighted the GDRs as a stable international investment: "As we welcome our new shareholders on board we look forward to extending this commitment to delivering sustainable, long term value to these shareholders as we continue to execute on our growth strategy."

The demand for DAMAC Properties GDRs is global: key international markets include the USA and UK, as well as the Middle East. The company's development portfolio is spread throughout key sites in the local region, making it a very attractive investment for both local and international investors.



> Opposite: Alexander Justham, CEO of the London Stock Exchange, with Hussain Sajwani, CEO of DAMAC Properties. This page: Sajwani with his family; The DAMAC Properties and London Stock Exchange teams celebrate the launch.

### WHAT IS A GDR?

A GDR, or Global Depository Receipt, is a negotiable instrument issued by a depository bank in international markets that evidences ownership of shares in a foreign company, enabling the issuer to access investors in capital markets outside its home country. GDRs are quoted and traded in US Dollars, pay dividends in US Dollars and are subject to the trading and settlement procedures of the market in which they are transacted. DAMAC Real Estate Development Limited GDRs are issued by Citibank N.A.

### WHAT DO GDRS GIVE INVESTORS?

GDRs allow investors to globalise and diversify their investment portfolios whilst investing in a security that trades, clears and settles according to home market conventions. This eliminates cross-border custody/safekeeping charges and allows investors to receive dividends in US Dollars.

### WHERE IS DAMAC'S GDR LISTED AND TRADED?

The listing venue is the London Stock Exchange. The underlying shares of DAMAC are not listed or traded in any market, but are held in custody by Citibank N.A. London.

### WHAT IS THE GDR RATIO?

Each GDR represents a specific number of underlying ordinary shares in DAMAC Properties on deposit with the custodian. The company's ratio is 1 GDR = 3 ordinary shares.

For more details, see [damacproperties.com](http://damacproperties.com)





# WELCOMING *the* WORLD

*Dubai was crowned as the host of World Expo 2020 – but what does it mean for this ambitious emirate, and how will it affect our future?*

WORDS: HAZEL PLUSH

> Clockwise from top: Celebrations on the streets of Dubai; Sheikha Lubna Al Qasimi, Minister for UAE Foreign Trade, waves the flag in Paris; His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, arrives with officials to commemorate the winning bid in Dubai.



**A**t 8.21pm on Wednesday 27 November 2013, Dubai stopped. We checked our Twitter newsfeeds, we turned up the television, we craned our necks towards the giant screens outside The Dubai Mall. In Paris, voting was closing for the third and final round of World Expo 2020: it was between UAE and Ekaterinburg, Russia. After months of campaigning and preparations, this was the moment we'd been waiting for. Was World Expo 2020 finally ours?

At 8.35pm, we had our answer – a giant, triumphant 'Yes'. It echoed throughout the city, in the celebratory horns on Sheikh Zayed Road, the impromptu cheers in restaurants across the UAE, and the red, green and white fireworks that erupted from Burj Khalifa. At their Parisian base in the Organisation for Economic Co-operation and Development, delegates waved the UAE flag and international journalists clamoured for quotes. World Expo 2020 had been awarded to Dubai – and we weren't afraid to shout it from the rooftops.

As the celebrations continued, all the chatter was about the significance of the announcement, and the effect that the Expo will have on our visionary city. In Paris, His Excellency Helal Saeed Almarri, Director-General of Dubai's Department of Tourism and Commerce Marketing, spoke of World Expo 2020's importance: "The legacy of holding such an event in Dubai is where the real value lies," he said. "A wide range of sectors will benefit, including construction, engineering and transportation, and, of course, the hospitality, retail and aviation sectors will experience a significant positive impact, further strengthening their already robust positions."

Under the theme of 'Connecting Minds, Creating the Future', Dubai will present a series of spectacular cultural events and exhibitions from nations all over the world: the programme will champion international excellence in technology, design and development, with a particular focus on sustainability and preservation of natural resources.

To host this international meeting of minds and ideas, a futuristic exhibition space will be constructed in Jebel Ali. The 438 hectare site, close to Dubai's new Al Maktoum International Airport, will be developed over the next six years, and will continue to be an asset to the city long after World Expo 2020 has ended.

*'This victory is a testament to the visionary leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum and the ingenuity of all Emirati people. We are proud to be Emirati today. The World Expo 2020 will showcase Dubai's unparalleled growth and confirm its place as a world leader. The impact of World Expo 2020 will have a hugely positive effect on generations of Emiratis to come and will be the focal point for all investment over the next six years. Congratulations to everyone involved. The task is now to prepare a city which will deliver an Expo unlike any seen before it and present Dubai to the world.'*

*– Hussain Sajwani,*

*Executive Chairman and Chief Executive Officer, DAMAC Properties*



The event's financial legacy will be significant too: it's estimated that it will boost the local economy by US\$23 billion, and 25 million tourists are expected to visit Dubai in 2020. And with approximately 277,000 jobs being created around the event, the numbers of expats moving to the emirate is set to soar.

Official figures estimate that Dubai will net US\$1.7 billion in sponsorship and ticket sales, as well as a boost to the wider economy with the creation of jobs and tourist hotspots. In the run-up to 2020, a number of projects will improve the city's infrastructure and amenities: fast-tracked developments include the extension to the Dubai Metro, which will run directly to the site. Al Maktoum International Airport, which can accommodate up to 160 million visitors per year, will be developed further too. As Sheikh Ahmed bin Saeed Al Maktoum, the head of Dubai's Supreme Fiscal Council and its Expo committee, said while Dubai pitched for the event: "The benefit [of World Expo 2020] will outweigh the cost of hosting the event".

And what does the Expo hold for the people that call this glittering city home? Of course, the economy has been improving steadily in recent years, and this will strengthen it further – as well as give consumer confidence a boost. The global reach of Dubai – already vast – will surge, and the UAE's international profile will be raised even further. House prices and living costs are of course expected to rise, but measures are already being taken to secure the market. Residential property will be in high demand, however, and new top-quality hotel rooms and serviced apartments will be essential.

Now, let the planning commence – there's no doubt that the next six years will see this ambitious emirate and its forward-thinking community thrive. World Expo 2020 will bring the world to Dubai – and we'll never forget the day when they said 'Yes'.



> Clockwise from left: Fireworks at Burj Al Arab; Sheikh Ahmed Bin Saeed al-Maktoum, Chairman of the Dubai Economic Sector Committee, and UAE Foreign Minister Abdullah bin Zayed al-Nahyan in Paris; Sheikha Lubna Al Qasimi, Sheikh Ahmed Bin Saeed al-Maktoum and Abdullah bin Zayed al-Nahyan await the result in Paris.



# INVESTING *in the* FUTURE

*Snap up a slice of Dubai's hottest real estate, as DAMAC Properties launches the first ever opportunity to buy individual hotel rooms in the emirate*

# D

AMAC Properties has launched the first ever opportunity for investors to buy into Dubai's flourishing hotel sector, with rooms and suites available within the Paramount Hotel, Dubai, set in the DAMAC Towers by Paramount development.

Investors can purchase a hotel room or suite, themed on a Paramount Pictures movie, and benefit from guaranteed returns of 40% of room revenue generated. Prices start at AED999,999, and owners will also be able to stay for up to 14 nights per year in their room, with full access to all of the facilities included in the complex.

Set in the Burj Area of Dubai, DAMAC Towers by Paramount will be located in one of the most sought-after locations in the world. The area welcomed more

than 75 million visitors last year – a figure that's 20% higher than in 2011.

"This is a unique opportunity to invest in one of the fastest-growing market segments in Dubai," said Ziad El Chaar, Managing Director of DAMAC Properties. "DAMAC Towers by Paramount is proving one of the most desired developments in the Burj Area and tourism is set to increase significantly in the coming years, driving demand and delivering strong returns."

The number of tourists in Dubai is expected to grow substantially over the next few years, with Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai setting the target of attracting 25 million tourists to the emirate by 2020.





Investors will own the hotel room or suite of their choice, with Paramount Hotels & Resorts – the official licensee under an agreement with Paramount Licensing Inc., the licensing division of Paramount Pictures Corporation – which will manage every aspect of the hotel operation, including all sales and marketing.

DAMAC Towers by Paramount will include a luxurious multi-level plaza, with a wide range of themed food and beverage outlets, one of the largest swimming pools in Dubai, a private screening room showcasing movies from the expansive Paramount Pictures movie library, a high-tech wellness and fitness centre, and a dedicated kids club.

  
*DAMAC Towers by  
 Paramount will be located in  
 one of the most sought-after  
 locations in the world'*  


“The Paramount Hotel in the Burj Area of Dubai will reflect subtle elements of Paramount entertainment, Hollywood glamour and the California lifestyle that’s so closely linked with Paramount Pictures,” said Thomas van Vliet, Chief Executive Officer of Paramount Hotels & Resorts, at the announcement of the initiative. “This unmistakable combination, blended with unrivalled customer service and the commitment of a creative team, will provide an attractive investment opportunity and the chance to work with one of the most trusted brands in the world to deliver a truly unmissable experience.”

Hotel rooms and suites in the first phase of Paramount Hotel, Dubai are now available to buy through DAMAC Properties offices in Ocean Heights, Dubai Marina and Park Towers DIFC, in addition to DAMAC Properties’ stand at Mall of the Emirates.

Interested investors can speak to a property consultant on +971 4 301 9999 or visit [damacproperties.com](http://damacproperties.com)



> Opening pages: The exterior of DAMAC Towers by Paramount.  
 These pages: A futuristic lobby, state-of-the-art leisure facilities, and a sumptuous lounge area will be among the hotel's exclusive amenities.



VERSACE HOME LIVING COLLECTION OF THE  
 VERSACE HOME  
 TEL: 1-800-828-8888

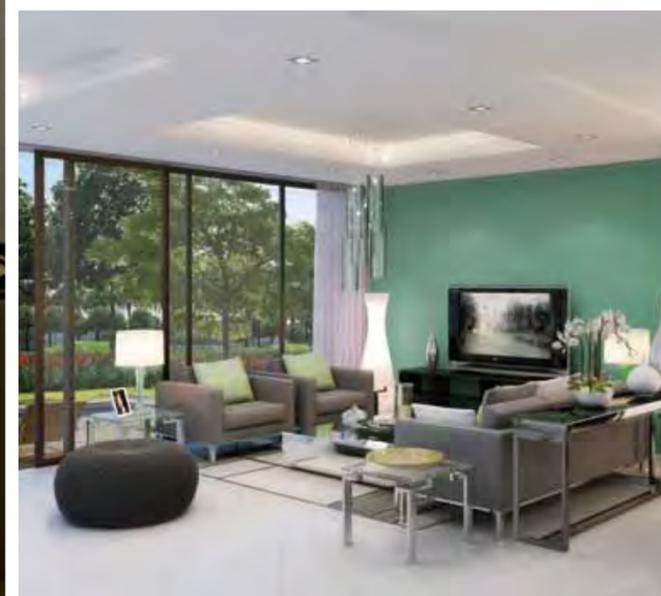
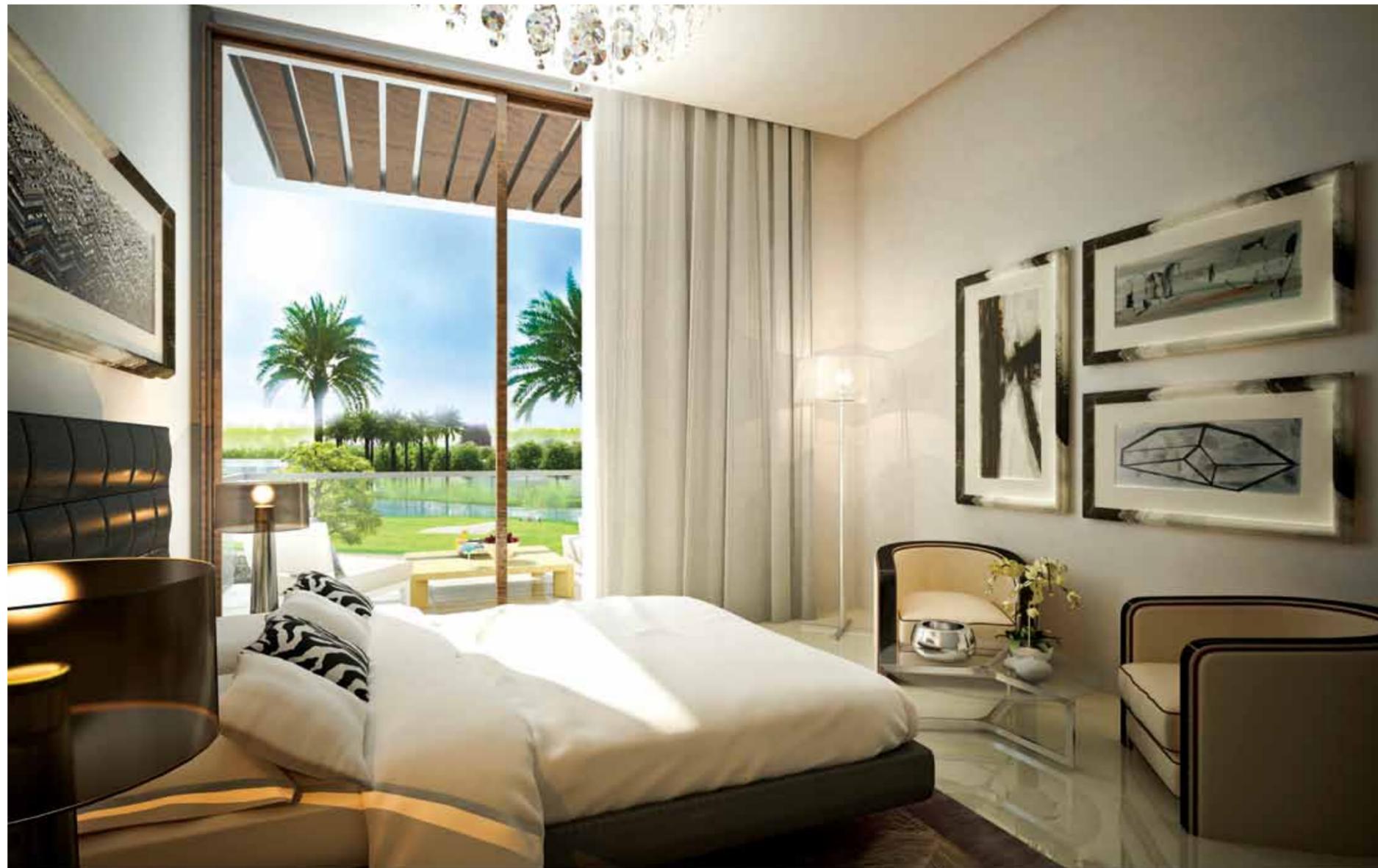
VERSACE HOME LIVING COLLECTION OF THE  
 VERSACE HOME  
 TEL: 1-800-828-8888

**VERSACE**  
 HOME

# HOME is where the PARK is...

*DAMAC Properties is set to deliver its residents the ultimate luxury: 4.3 million square feet of private parkland, right on their doorstep*

> These pages: The high-quality properties and landscaping of the AKOYA by DAMAC community. Overleaf: The park will feature tracks for running, cycling and walking.



**I**f there's one thing the GCC doesn't excel at, it's greenery. In the desert, where water is as rare as shade, gardens are often overlooked by developers, and it's easier to pave over your home's open space than use it to cultivate grass and blooms. Until now.

Last year, DAMAC Properties unveiled its plans for AKOYA by DAMAC, in Dubai – a luxury community featuring beautiful homes, shops, a hotel, and the Trump International Golf Club, Dubai – but now those plans have been extended to include a stunning area of private parkland. AKOYA Park will measure 4.3 million square feet, making it one of the largest private parks in the region. Beautifully maintained and full of life, the gardens will form the focal point of the development, and are part of a vast addition to the AKOYA by DAMAC masterplan that has seen it expand from its original 28 million square feet to 42 million square feet.

Speaking at the unveiling of the new plan, Ziad El Chaar, Managing Director of DAMAC Properties highlighted the importance of a pocket of natural beauty like this in the Middle East region: "Imagine stepping out of your home onto more than 4 million square feet of lush private gardens," he said. "AKOYA Park will deliver a whole new concept of luxury living among nature, with all the amenities expected by a modern family."

With the foresight and high-quality edge that the public has come to expect from DAMAC Properties, the development will feature a host of spectacular amenities, all designed to create a welcoming, lively family atmosphere. Better yet, all of the attractions in AKOYA Park will be reserved for use by the villa residents, creating a sense of ownership and pride over the manicured space.

An open-air amphitheatre will serve as an entertainment area, with regular theatre performances and film screenings. A swimming pool, which will lap against a man-made beachfront, will be a spectacular centrepiece which can be enjoyed by all the family. Threaded around the park will be running and cycling tracks, ensuring a dose of fresh air and natural views while residents work out.



*AKOYA Park will be one of the most family-friendly,  
safe and desirable environments in Dubai'*



> *The living and dining area of an AKOYA by DAMAC property will boast views of AKOYA Park.*

For beginner golfers working their way up to a round on the Trump International Golf Club, Dubai, the 18-hole putting green will be a fun practice space, while a floodlit football pitch, and basketball, tennis and badminton courts will keep other sporty types entertained.

There'll be plenty of opportunities for the children to let off steam too: a skate park will be the new favourite after-school hang-out for teens, and a fun water play area will keep little ones enthralled. For lazy weekends, residents will be able to gather family and friends around the park's barbecue areas, with state-of-the-art cooking stations, before trying a game on the life-sized chessboard.

An informal café, overlooking the park and its amenities, will be a relaxed spot for an after-work drink or a family brunch, as well as social events such as coffee mornings and book clubs. Residents will also have the opportunity to privatise areas of the park, for Birthday parties and personal events. Hospitality staff and events planners will also be to hand, so you can create lasting memories in this unique environment.

"AKOYA Park will be one of the most family-friendly, safe and desirable environments in Dubai," added El Chaar. "We know that our customers strive

  
*Imagine stepping out onto  
 4.3 million sq ft of lush  
 private gardens'*  


to own a luxury home in green open space, a world away from the hustle and bustle of city life, and we believe AKOYA Park turns that aspiration into reality like no other project in the city."

AKOYA by DAMAC is now a 42 million square foot community just off Umm Suqeim Road, which will include AKOYA Park, the Trump International Golf Club, Dubai, and branded villa concepts The Trump Estates, DAMAC Villas by Paramount and FENDI Villas. Work on AKOYA by DAMAC is advancing well: the main construction of villas and apartments is already underway, and work is progressing on the leisure offerings. As you read this, sections of the Trump International Golf Club, Dubai have already been grassed, the master lake has been filled, and there is a fully operational sales centre on site.

A limited number of 200 AKOYA Park villas are on sale now, with a starting price of AED2.1 million. The properties will be set within three clusters named after some the largest open parks in the world: Rockwood, Richmond, and Topanga. Each cluster promises to deliver a high-quality community atmosphere, with the true luxury of living with nature at your fingertips.

# HOT PROPERTY

*With demand for serviced hotel rooms predicted to outstrip supply in just three years, Dubai is expecting a boom in luxury tourist accommodation. DAMAC Properties is stepping up to the challenge...*



# D

ubai's allure to tourists is well-documented: the city attracted 12 million visitors last year, and Dubai International Airport is now officially the busiest in the world. But that's not enough for the ambitious emirate: by 2020, the tourism industry hopes to welcome 25 million visitors every year.

Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, has set the target as Dubai prepares to host World Expo 2020. But this drive for more visitors will put a squeeze on hotel rooms – and the city's completed hotels are expected to reach full capacity in just three years' time.

The latest Hotstats report on the hotel industry within the Middle East shows that Dubai's occupancy rates for last year reached 80.5 per cent, up from 79.7 per cent the previous year. The average room rates for December have also jumped 9.1 per cent to US\$368.22, closing the year on a high.

These figures were supported by the recent Ernst & Young Middle East Hotel Benchmark Survey, which reported that Dubai's overall occupancy rate was 83.6%.

To reflect this demand, DAMAC Properties is developing over 7,000 luxury serviced hotel apartments, spanning 8.2 million square feet over the next four years – in addition to the Paramount Hotel, Dubai. "Even with more hotels coming online in the next few years, Dubai's exponential growth as an attractive global tourist and business destination will see demand exceed supply by 2016," said Ziad El Chaar, Managing Director of DAMAC Properties. "The luxury serviced hotel apartments sector is currently underserved, despite a huge desire for visitors to experience five-star services in the comfort of their own homes."

The company is focusing its delivery on hotel apartments in the Burj Area of Dubai – a district which attracts more than 75 million visitors a year and has become the central hub for both visitors and tourists.

DAMAC Maison – Dubai Mall Street, in the Burj Khalifa area of the city, offers DAMAC Properties' first hotel apartments. The project is run by DAMAC Maison, the company's luxury management service.

Other projects that are due to be completed this year by DAMAC Properties include Capital Bay, The Cosmopolitan, Water's Edge and The Vogue. By 2016, the list will also include The Distinction, Upper Crest, Bay's Edge and DAMAC Towers by Paramount.

"In 2016, Dubai will reinforce its position as a global leader for luxurious hospitality, stunning real estate and unrivalled opportunities," said El Chaar. "Luxury serviced apartments offer not only an ideal family living experience, but also a smart and strategic investment."



> Opening pages: The lounge area of a luxury apartment in DAMAC Maison – Dubai Mall Street. Clockwise from top left: The sleek interior design of the development's serviced apartments; The property's lobby area; The apartment's state-of-the-art kitchen; DAMAC Maison - Dubai Mall Street Chrysalis SPA.

# AWARDS & ACCOLADES

DAMAC Properties has won more than 40 awards across various industry categories. These awards include:

**Gulf Business Industry Awards 2013**  
Real Estate CEO of the Year

**2013 OPP Awards For Excellence**  
Middle East Developer of the Year 2013

**CEO Middle East Awards 2013**  
Property CEO of the Year

**2013 Arabian Property Awards**  
Best Golf Development for Dubai (AKOYA by DAMAC)  
Best Interior Design Apartment for KSA (DAMAC Esclusiva)  
Best Residential High Rise Development for Dubai (DAMAC Towers by Paramount)  
Best Developer Website (damacproperties.com)  
Best Development Marketing for Dubai (DAMAC Towers by Paramount)  
Best Golf Development for Arabia (AKOYA by DAMAC)

**2012-2013 International Property Awards Arabia**  
Best Residential High-Rise Development Saudi Arabia (Al Jawharah)  
Best Developer Website Dubai (damacproperties.com)  
Best Interior Design Apartment Saudi Arabia (DAMAC Residences)  
Best International Golf Development (AKOYA by DAMAC)

**2012 Big Project Award**  
Outstanding Development of the year (Al Jawharah)

**2012 MEED Quality Awards for Projects**  
Emirates Steel GCC Building Project Of The Year (Ocean Heights)

**2012 OPP Awards For Excellence**  
Best Developer Middle East

**2011 International Property Award**  
Best International Mixed-use Development (Park Towers)

**2011 Big Project BGreen Award**  
Developer of the Year

**2011 Bloomberg Property Award**  
Best Commercial High-rise (Park Towers)  
Best Developer Website (damacproperties.com)  
Best High-rise Architecture Arabia (Park Towers)  
Best High-rise Architecture (Park Towers)  
Best High-rise Architecture (Al Jawharah)  
Best Mixed-use Development Arabia (Park Towers)  
Best Mixed-use Development (Park Towers)

**2010 Bloomberg Property Award**  
Best Developer Website (damacproperties.com)  
Best High-rise Architecture (DAMAC Tower)  
Best High-rise Architecture (DAMAC Tower)  
Best Interior Design (DAMAC Tower, Beirut)

**2009 CNBC Property Award**  
Best Developer Website (damacproperties.com)  
Best PR Company

**2008 CNBC Property Award**  
Best Developer Website (damacproperties.com)  
Best Development, Egypt  
Best High-rise Architecture (Marina Bay)  
Best Marina Development, Abu Dhabi (Marina Bay)  
Best Property Marketing, Dubai

**2007 CNBC Property Award**  
Best Developer Website (damacproperties.com)  
Best High-rise Development (La Residence at The Lotus)  
Best International High-rise Development (La Residence at The Lotus)

**2006 CNBC Property Award**  
Best Development Abu Dhabi (Oceanscape)  
Best Developer Website (damacproperties.com)  
Best Single Unit Architecture (Ocean Heights 2)

**2005 Bentley International Property Award**  
Best Architecture (Ocean Heights)  
Best Developer Website (damacproperties.com)  
Best UAE Development (Maria Terrace)



There's no place like maison

There's something new in Dubai luxury living. DAMAC's Maison-gives you the rewards of home together with service support. The best of both - so you and your family can be uniquely entertained often. And whenever there's no place like Maison at DAMAC, there's only one place like DAMAC.

**DAMAC** **PROPERTIES**  
Luxury Home & Services

**THE MANSION**



OYSTER PERPETUAL GMT-MASTER II



MOHAMMED RASOOL  
KHOORY & SONS  
Abu Dhabi, Al Ain  
mkhoory.com



**ROLEX**