

wa international  
interior design

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## press release

16 February 2005



### wa international and ADNH strengthen ties

Renowned interior design consultancy **wa international** has further enhanced its relationship with leading hospitality development company Abu Dhabi National Hotels (ADNH) by winning the contract to design the interiors for their up-coming 450-room hotel in the prestigious Jumeriah Beach Residence (JBR) development.

The hotel will be branded a Sofitel luxury hotel and managed by the Accor Hotels Group which operates more than 4000 hotels in over 90 countries throughout the world. The Sofitel brand represents elegance, sophistication and warmth. It is the embodiment of French 'art de vivre' and will be a stylish addition to the JBR development.

Project managed by Mace International, the mixed-use JBR project, costing over AED 6 billion and covering 1.7 kilometres of prime beachfront property, is set to become a landmark in the area. Developed by Dubai Properties, a member of Dubai Holdings, the project will comprise of four world-class hotels together with over 6,000 residential units.

Mark Young, General Manager of **wa international** says, 'ADNH are one of our oldest and most valued clients. We know what they are looking for and understanding the clients' expectations is the key to successful hospitality design. Tastes are changing in the region and we'll be reflecting that in what we will do in the Sofitel.'

ADNH was established in 1978 and since then has experienced phenomenal growth. They are now the leading player within Abu Dhabi's hospitality sector.

**wa international** is currently working with ADNH on the refurbishment of the Hilton Hotel in Abu Dhabi. ADNH has spent in excess of AED 30 million on this project.

Peter Cardnell, Director General of ADNH said, '**wa international** has previously done some fantastic work for us, like the Hilton Jazz Bar and the Hiltonia Health Club and Spa. ADNH strives to maintain a high level of elegance and style in our hotels and we are pleased to be working with them again'.

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### **About wa international**

Formerly known as Wrenn Associates, world renowned UK interior design company **wa international** has established an international reputation for innovation, quality and style in the hospitality sector over the past 26 years.

The Dubai office, opened ten years ago has been responsible for the creation of a number of luxurious and award-winning interior design schemes, including the JW Marriott Dubai, Sheraton Deira and the spectacular Al Maha Desert Resort for Emirates Group.

Boasting a client list which includes Marriott, InterContinental, Radisson, Accor, Starwood, Hyatt, Hilton, Le Meridien and Movenpick (to name a few), **wa international** create stylish interiors which deliver tangible improvements in both revenues and customer appeal. The company blend innovation and originality with a clear understanding that the environments it develops are an essential tool for business success - *interior design as an investment, not a cost.*

Examples of wa international's expertise, across all market sectors, can be seen on [www.wa-international.com](http://www.wa-international.com)

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### **About ADNH**

Abu Dhabi National Hotels was established more than 20 years ago and since then has grown in both size and diversity into a quality broad-based hotel, tourism, transport and catering group.

ADNH's interests include 3, 4 and 5 star hotels in addition to Sunshine Tours and its transportation business, Al Ghazal. In addition, ADNH has a Joint Venture with renowned catering and services company Compass, covering its respective catering operations in the Middle East under the banner ADNH/Compass.

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