

**Press Release
For Immediate Release**

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Design in Dubai has a New Address

WA International, once again showcases its natural flair for creativity in the elegantly chic hotel that's captured Dubai's attention: The Address

Dubai, 27 January 2009: Award-winning interior design consultancy WA International has added further accolades to its honour list last month, with its latest project, The Address Hotel which opened in Dubai in October, scooping two more design awards.

WA International collaborated with Dubai's premier property developer, Emaar, to create this stunning showpiece to sit alongside the world's tallest tower, the Burj Dubai, in the heart of bustling Old Town.

The overall inspiration for the interiors was taken from the dramatic and diverse landscapes of the Gulf region. From the rugged Hajjar mountains to the golden sand dunes of the desert; the brilliant blue hues of the Arabian Sea and the reds, oranges and golds of the beautiful sunsets.

To emulate these landscape influences, texture, form and colour have been layered into the spaces. Natural finishes such as rough stone, smooth polished marble and warm woods are generously used throughout all areas of The Address.

The curvilinear shape of the building naturally dictated the unusual and uniquely formed interior spaces, with wonderful volume and full height glazing adding to the grandeur of the public areas. More than 200 custom designed, awe inspiring chandeliers, using over half a million crystal beads, glass shards & blown glass droplets add a theatrical ambience to the elegantly glamorous interiors.

Custom designed and beautifully crafted furniture combine effortlessly with luxurious fabrics sourced from all the major international fabric houses. Renowned artists from all over the world were commissioned to create unique pieces of art and sculpture. These wonderful pieces in

glass, marble, wood and metal have been carefully positioned, not only to compliment the individual spaces, but also to accentuate the uniqueness of The Address.

All of the restaurants exude luxury and glamour, yet are also uniquely individual.

Fazaris' large open plan layout arrangement and lively cooking areas provide a great place to meet up with friends. Finishes include unique end-cut hard wood and marble flooring, backlit coloured glass walls and bronze metal beaded curtains. Thousands of amber glass droplets have been suspended from sensuous curves cut in the ceiling and lit from above.

Hukama's décor evokes all the senses. Dramatic lighting, dark St Laurent marble floor and exotic Zebrano polished wood add to this rich warm interior. This Eastern speciality restaurant was designed for more intimate dining and its glamorous interior is a favourite venue for special occasions.

Two very different bars, Calibar on the ground floor and Neos on 63, offer two very different experiences. Calibar, with its additional outside space, is more casual, with a huge circular backlit onyx bar placed centrally in the space, ensuring easy conversation and great people watching.

On the 63rd floor, WA International reinvented the outrageous decadence of the 1920's in its adaptation of Art Deco opulence in the cocktail bar Neos - what has fast become the nightspot of choice for Dubai's glitterati. Glistening black marble flooring and columns encased in bands of mirror-polished stainless steel enhance the sultry colour palette and unparalleled panoramas of the city below.

The 196 rooms and suites are extremely spacious and finished in dark curved wood panelling, pure white cotton bedding and luxuriously oversized furnishings to ensure absolute comfort. Colours are warm, rich and opulent.

Flickering candlelight leads the way to The Address Spa and Health Club, where a host of recreation and relaxation activities await over 2 floors and 3,300sqm. The Spa is home to nine treatment rooms, Steam Rooms and Sauna, and also an Aroma Room and Ice Cave to treat the senses. The use of natural stone, hand carved light woods and ambient lighting throughout create quiet relaxation and tranquillity in a truly luxurious environment.

This creatively elegant design extends throughout the 626 serviced apartments that occupy floors 15-62. From its own exclusively glamorous mirrored entrance foyer, luxury city living is epitomised throughout each apartment. From Studios to Duplexes, to four bedroom apartments, everything from the tailor made kitchens and bathrooms, to the custom designed furniture; all has carefully been considered and are embodied with the flair and style that is synonymous with WA International.

Helen Skea, Associate, WA International says: “The coveted location of The Address demanded an interior that would inspire and impress, and by being creative with the scale of the architecture and the unusual shape of the building we were able to conceive truly unique and innovative designs for this high profile property and Client.”

Across the Creek, Ibis and Novotel have also recently launched their newest hotels, aimed at the multitude of business travellers who desire a smart and accessible hospitality experience. WA International have combined efficiency with style and convenience with creatively inspired solutions.

The second quarter of 2009 will bring for WA International, the completion of the JBR Sofitel and the JBR Movenpick hotel, as well as an All Suite Hotel for the ACCOR Group, whilst construction is currently underway on InterContinental's new Beach Resort & Spa in Fujairah, and the exclusive One & Only on Palm Jumeirah.

Although 2009 brings some uncertainty to the development boom which Dubai and the Middle East has seen in recent years, Design Director Claire Craig, remains encouraged, saying: “Despite some projects being put on hold, our team is busy! Many hoteliers look at times like these to carry out refurbishment work, and we are still inundated with enquiries for new projects.”

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Note to Editors

Founded in London in 1978, WA International established its Dubai, UAE studio in 1993, to meet the growing demand for its interior design services in the rapidly growing 5-star hospitality sector of the Middle East. In the subsequent years WA International has built a client base of top hotel and resort brands that extends beyond the Middle East, to include Europe, Asia and Africa, while garnering a reputation for producing award-winning interiors of the very highest standards.

WA International's portfolio includes a variety of prestigious developments and premium brands such as The Address Hotel, Al Maha Desert Resort, JW Marriott, Le Meridien, Radisson SAS, Hilton, Sheraton, Intercontinental and Oberoi among others. Current projects include the Movenpick and Sofitel at Jumeirah Beach Residence, Intercontinental Aqua Beach Fujairah, Millennium Sheikh Zayed Road, Marriott Healthcare City Dubai, Sofitel Bahrain Zallaq, One and Only Mirage Jumeirah Palm.

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