
NAJM DESIGN
INTERNATIONAL ARCHITECTURAL DESIGN
SPACES FOR A BETTER TOMORROW
DUBAI · UAE

NAJM
DESIGN

SPACES FOR A BETTER TOMORROW



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OUR FIELDS



ARCHITECTURE



INTERIOR DESIGN



SPATIAL DESIGN



DESIGN DEVELOPMENT

CONTEXTUAL APPROACH

INTEGRATED DESIGN

DETAIL ORIENTED

QUALITY OUTPUT

COLLABORATIVE PROCESS

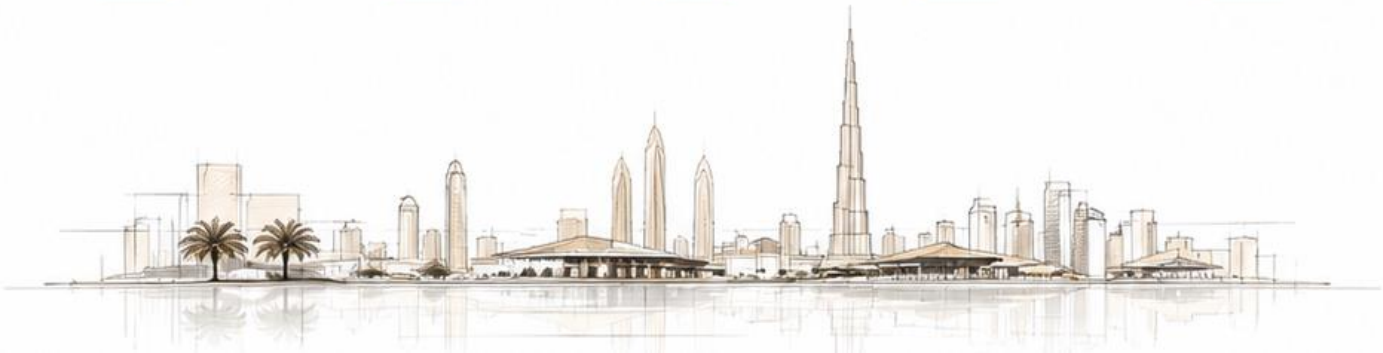


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1

NAJM DESIGN

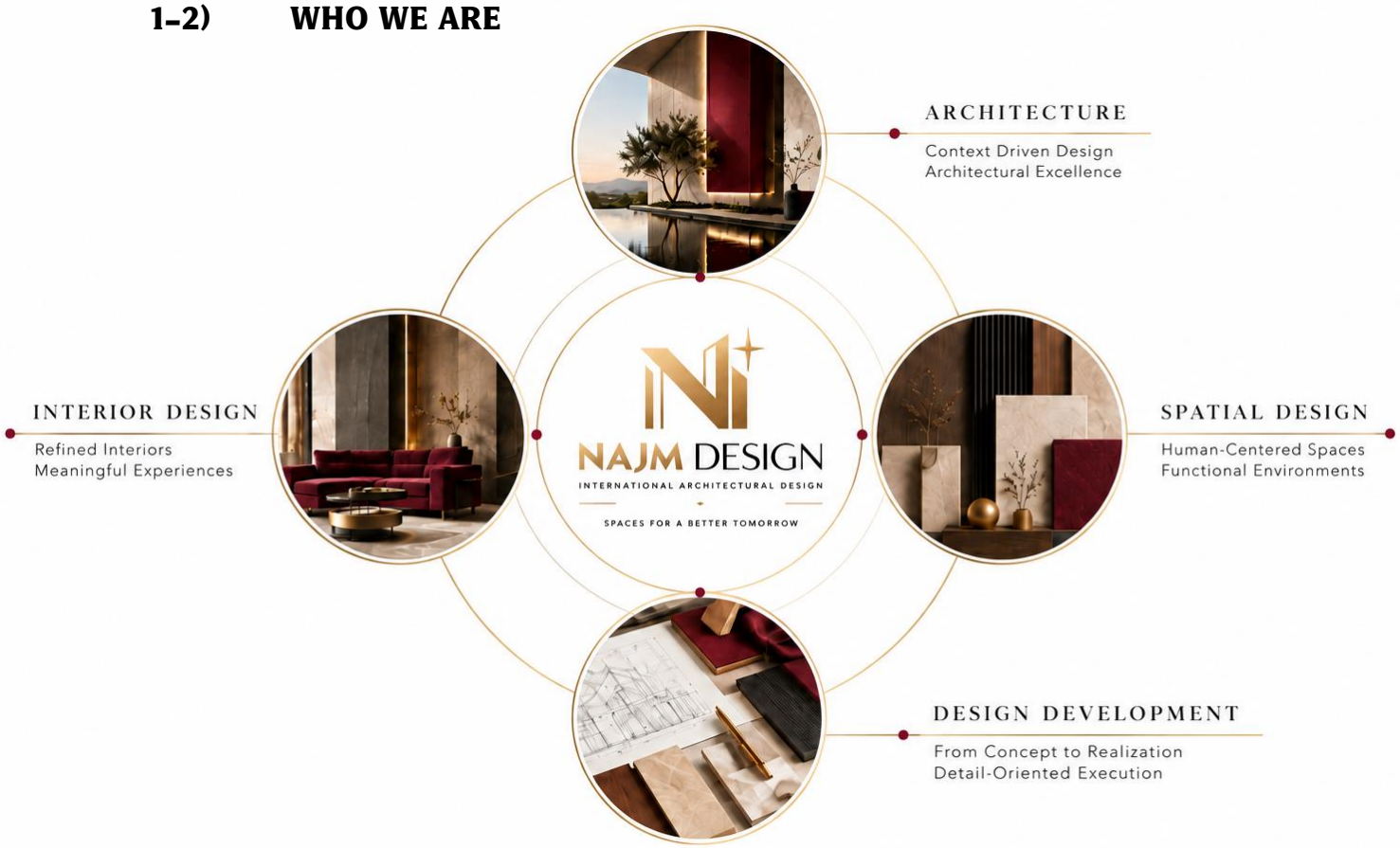
INTRODUCTION & IDENTITY

1–INTRODUCTION & IDENTITY

1–1) ABOUT NAJM DESIGN

NAJM DESIGN is a Dubai-based architectural design studio focused on architecture, interior design, and spatial development.
We approach each project through a structured process that connects context, function, materiality, and human experience to create distinctive and coherent environments.
Working across diverse scales and project types, the studio develops design solutions shaped by the specific requirements, identity, and potential of each project.

1–2) WHO WE ARE



NAJM DESIGN operates through an integrated design approach in which architecture, interiors, materiality, and spatial experience are developed as interconnected components of a unified project identity.

1–3) OUR DESIGN PHILOSOPHY

–DESIGN WITH PURPOSE

–Create with Precision

Our design philosophy is based on understanding the individual conditions of each project before defining its architectural response. Context, function, materiality, and human experience are considered collectively to establish a clear and project-specific design identity.







1–4) OUR VALUES

CLARITY

Clear spatial and architectural decisions based on defined project requirements.

PRECISION

Careful development of proportion, material, detail, and visual composition.

FUNCTION

Spatial organization informed by use, circulation, and operational requirements.

IDENTITY

A distinct design language developed specifically for the context and character of each project.

INTEGRATION

Architecture, interiors, materiality, and detail considered as components of a unified design system.



1–5) DESIGN APPROACH

Our design approach is structured as a continuous process that transforms project requirements into a coherent architectural response. Each stage builds upon the previous one, allowing design decisions to develop through analysis, exploration, coordination, and refinement.

UNDERSTAND

- Context & Requirements

Every project begins with understanding its specific conditions. The site, client requirements, functional needs, spatial relationships, and project objectives are analyzed to establish a clear foundation for the design process.

DEFINE

- Program & Strategy

The collected information is translated into a defined design framework. Program, circulation, spatial hierarchy, functional relationships, and overall design direction are established to guide subsequent decisions.

DEVELOP

- Concept & Materiality

The architectural concept is developed through form, space, proportion, materiality, lighting, and spatial experience. Design alternatives are evaluated to establish a coherent relationship between function and architectural identity.

REFINE

- Detail & Coordination

The selected design is progressively refined through detailed development and coordination. Materials, dimensions, architectural elements, interior components, lighting, and key details are considered as parts of an integrated design system.

DELIVER

- Documentation & Support

The developed design is translated into clear drawings, visualizations, specifications, and presentation material required for communication and implementation. Design support continues through coordination to maintain consistency between the approved concept and its development.

- FROM CONTEXT TO DESIGN
- FROM DESIGN TO REALIZATION

The process is not treated as a sequence of isolated stages. Analysis, design, materiality, and technical development remain interconnected throughout the project to preserve the clarity and consistency of the original design intent.



1–6) NAJM DESIGN AT A GLANCE

NAJM DESIGN is a Dubai-based architectural design studio developing integrated solutions across architecture, interiors, and spatial design. Our work is guided by a structured design process in which context, function, materiality, and detail contribute to a coherent project identity.

BASED IN

Dubai · UAE

Positioned within an international design environment, the studio develops projects with an understanding of diverse contexts, project requirements, and contemporary architectural expectations.

-FIELDS

Architecture

Context-responsive architectural solutions shaped by function, proportion, form, and spatial experience.

Interior Design

Integrated interior environments developed through space, materiality, lighting, furniture, and architectural detail.

Spatial Design

Purpose-driven spatial strategies focused on circulation, interaction, functionality, and user experience.

Design Development

Progressive development and coordination of concepts, materials, details, drawings, and visual communication.

-APPROACH

Contextual

Each project begins with an understanding of its specific context, requirements, constraints, and opportunities.

Integrated

Architecture, interiors, materiality, lighting, and detail are developed as interconnected components of a unified design system.

Detail-Oriented

Design decisions are progressively refined from the overall spatial concept to materials, proportions, interfaces, and architectural details.

OUR DIRECTION

We seek to create spaces with a clear architectural identity while maintaining a balance between functional requirements, spatial quality, material expression, and long-term relevance.





2

NAJM DESIGN

TEAM & ORGANIZATIONAL

2– NAJM TEAM & ORGANIZATIONAL STRUCTURE

2–1) THE PEOPLE BEHIND

THE PEOPLE

–BEHIND THE DESIGN

Different Expertise One Design Direction:

NAJM DESIGN brings together design, technical, and creative expertise within a collaborative working structure. Each project is developed through continuous interaction between disciplines, allowing architectural intent, interior experience, material decisions, and technical requirements to evolve as parts of one coordinated process.

2–2) MULTIDISCIPLINARY STRUCTURE

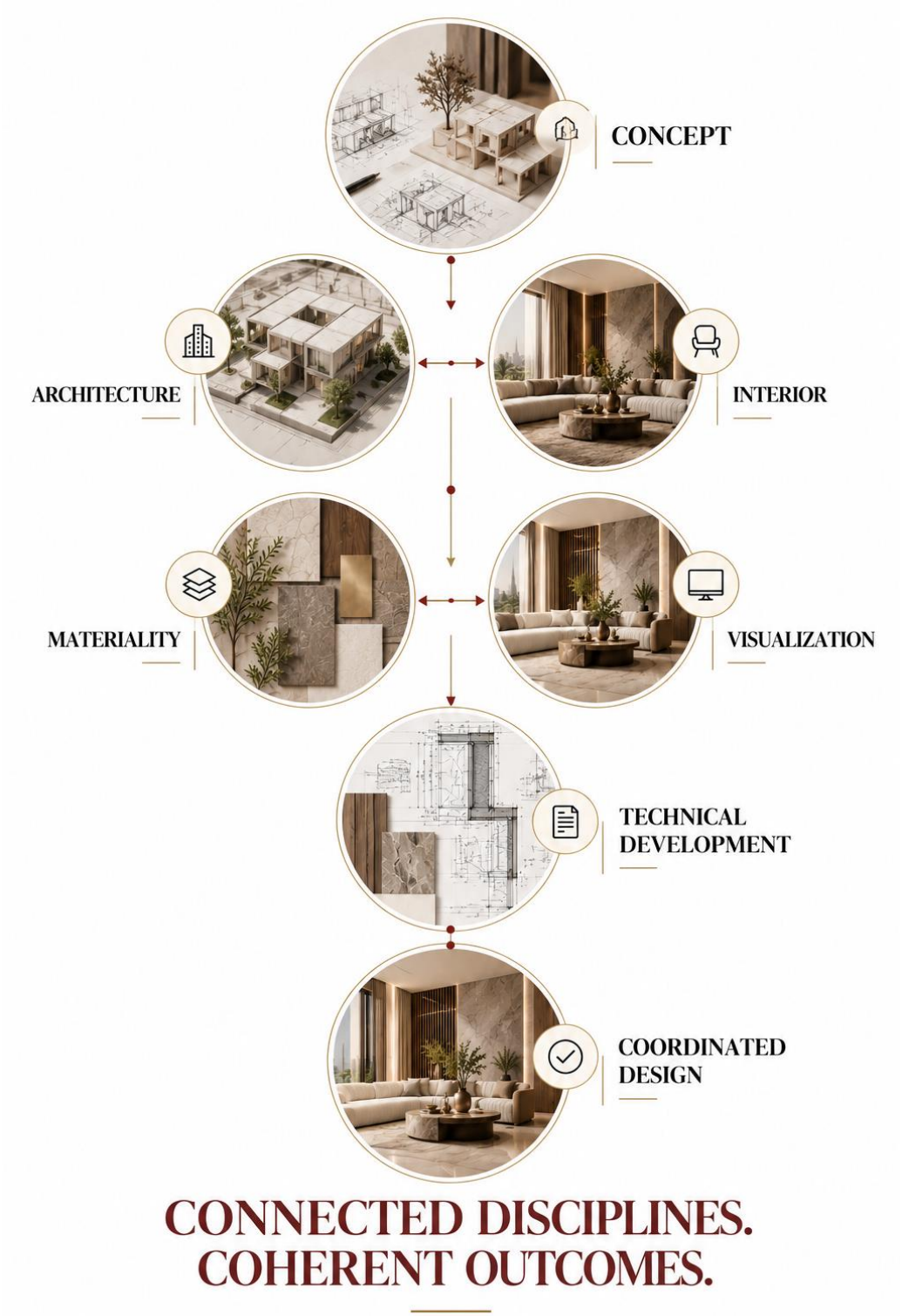
MULTIPLE DISCIPLINES

Our organizational structure connects creative and technical disciplines within a shared design framework. Each field contributes specific knowledge while remaining connected to the overall architectural concept, allowing decisions related to space, material, detail, and presentation to develop coherently.



2–3) INTEGRATED COLLABORATION

Effective design development depends on continuous communication between disciplines. Design decisions are therefore reviewed across architectural, interior, material, visual, and technical perspectives to identify relationships and maintain consistency throughout the project.



2–4) DESIGN RESPONSIBILITIES

CREATIVE DIRECTION

Establishing the conceptual and architectural direction that guides the project throughout its development.

SPATIAL DEVELOPMENT

Organizing function, circulation, proportion, spatial relationships, and user experience.

MATERIAL & DETAIL

Developing material combinations, architectural details, finishes, and visual relationships within the design.

TECHNICAL DEVELOPMENT

Refining design information and coordinating architectural components.

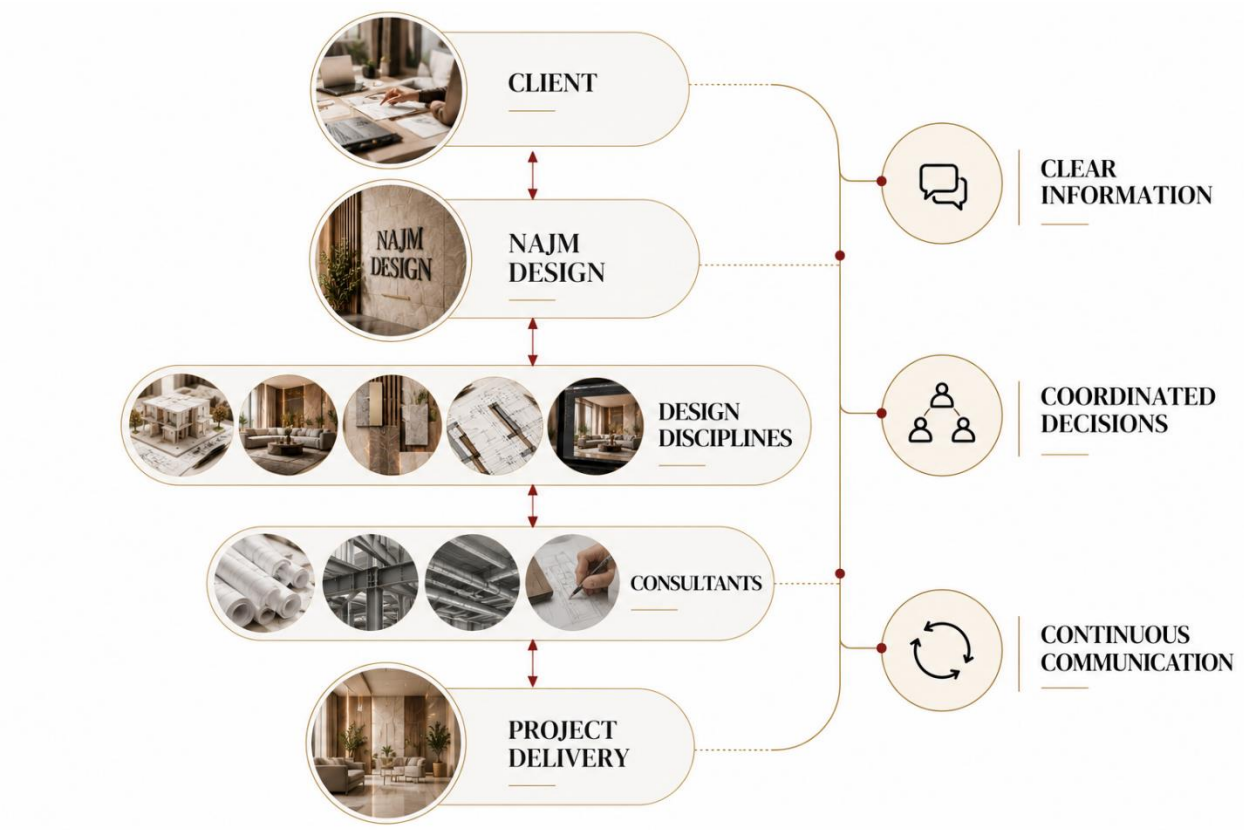
DESIGN COMMUNICATION

Translating design intent into drawings, diagrams, visualizations, and presentation material for clear communication.



2–5) PROJECT COMMUNICATION

Clear communication forms an essential part of the design process. Project information, design decisions, revisions, and technical requirements are organized within a coordinated workflow to maintain continuity between different stages and disciplines.



2–6) FLEXIBLE PROJECT STRUCTURE

The project structure is adapted to the scope, complexity, and requirements of each commission. Relevant disciplines are integrated according to project needs, enabling the design process to remain coordinated while responding to different scales, typologies, and development stages.

2–7) ONE TEAM · ONE DIRECTION

The organizational approach of NAJM DESIGN is based on shared design objectives rather than isolated responsibilities. Collaboration between disciplines allows creative intent, spatial requirements, material decisions, and technical development to remain connected throughout the project.



3

NAJM DESIGN

ARCHITECTURAL & BUSINESS

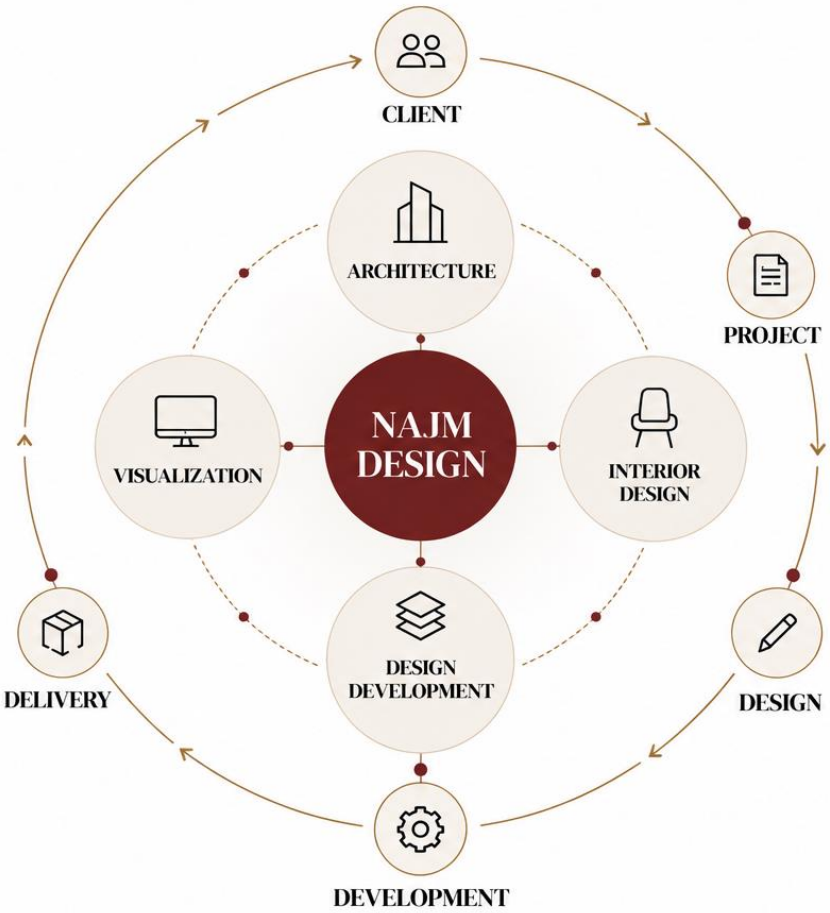
3– ARCHITECTURAL & BUSINESS MODEL

3–1) OUR BUSINESS MODEL

PROJECT–FOCUSED

INTERNATIONALLY CONNECTED

NAJM DESIGN operates through a design–led business model that connects architectural thinking, interior design, design development, and visual communication within a coordinated project framework. The model is structured to respond to different project requirements while maintaining a consistent approach to design quality, communication, and project development.





3–2) WHAT WE DO

FROM SPACE TO EXPERIENCE

Our services are structured around the development of coherent architectural and interior environments. Depending on the scope of each commission, services can be provided independently or integrated within a broader design process.

ARCHITECTURE

Architectural concepts are developed through the analysis of context, function, spatial relationships, form, circulation, and project requirements.

–Concept Design · Spatial Planning · Architectural Development

INTERIOR DESIGN

Interior environments are developed through spatial composition, materiality, lighting, furniture, finishes, and architectural detail.

–Concept · Materiality · Lighting · Furniture

DESIGN DEVELOPMENT

Approved concepts are progressively refined into coordinated design information, with emphasis on dimensions, materials, interfaces, details, and design continuity.

–Detail · Coordination · Documentation

VISUALIZATION

Architectural ideas are communicated through three-dimensional studies and visual material that clarify spatial character, material relationships, and design intent.

–Development · Rendering · Presentation



3–3) PROJECT TYPOLOGIES

RESIDENTIAL

Living environments shaped around function, identity, and spatial experience.

HOSPITALITY

Integrated environments developed around guest experience, atmosphere, and operational requirements.

RETAIL

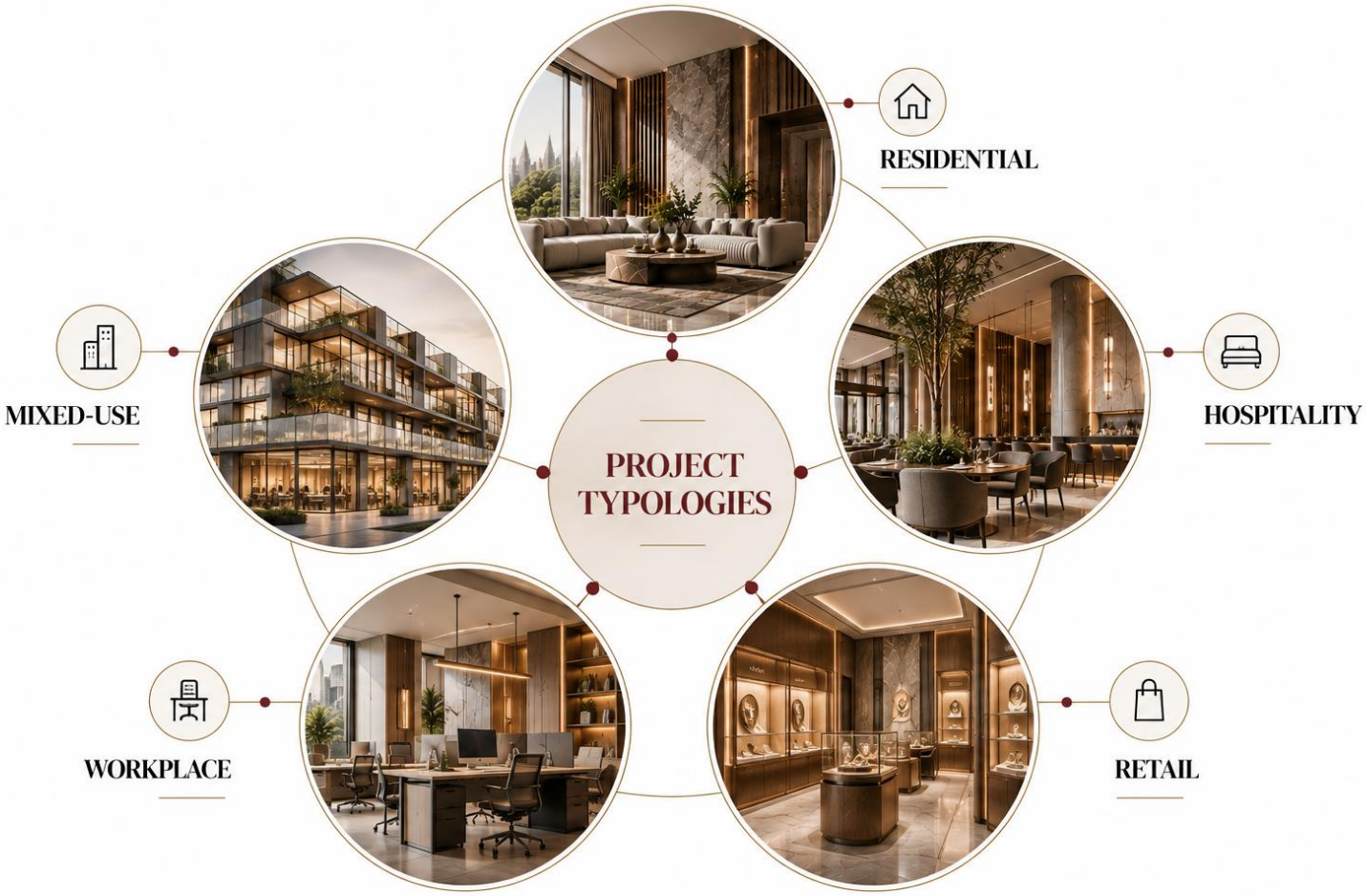
Commercial spaces structured around customer experience, brand identity, display, and circulation.

WORKPLACE

Professional environments developed around workflow, interaction, spatial efficiency, and organizational requirements.

MIXED-USE

Design strategies coordinating different functions within a coherent spatial framework.



3–4) HOW A PROJECT MOVES THROUGH NAJM

Each project follows a structured development path. The process begins with understanding the project requirements and defining its scope, followed by design development, coordination, refinement, and final communication of the approved design.

3–5) CLIENT & PROJECT RELATIONSHIP

CLEAR PROCESS

DEFINED COMMUNICATION

Project communication is structured around clearly defined requirements, design reviews, documented decisions, and coordinated project information. This framework establishes continuity between client objectives and the progressive development of the design.



3–6) VALUE CREATION MODEL

DESIGN AS AN INTEGRATED VALUE SYSTEM

Design value is developed through the relationship between functional requirements, spatial quality, material decisions, project identity, and technical development. These components are considered collectively rather than as independent design layers.

3–7) PROJECT DELIVERY MODEL

Project services are structured according to the scope, stage, and requirements of each commission. This allows individual design services to operate independently where required, while also enabling multiple disciplines to be integrated within a coordinated project framework.



3–8) MARKET POSITION

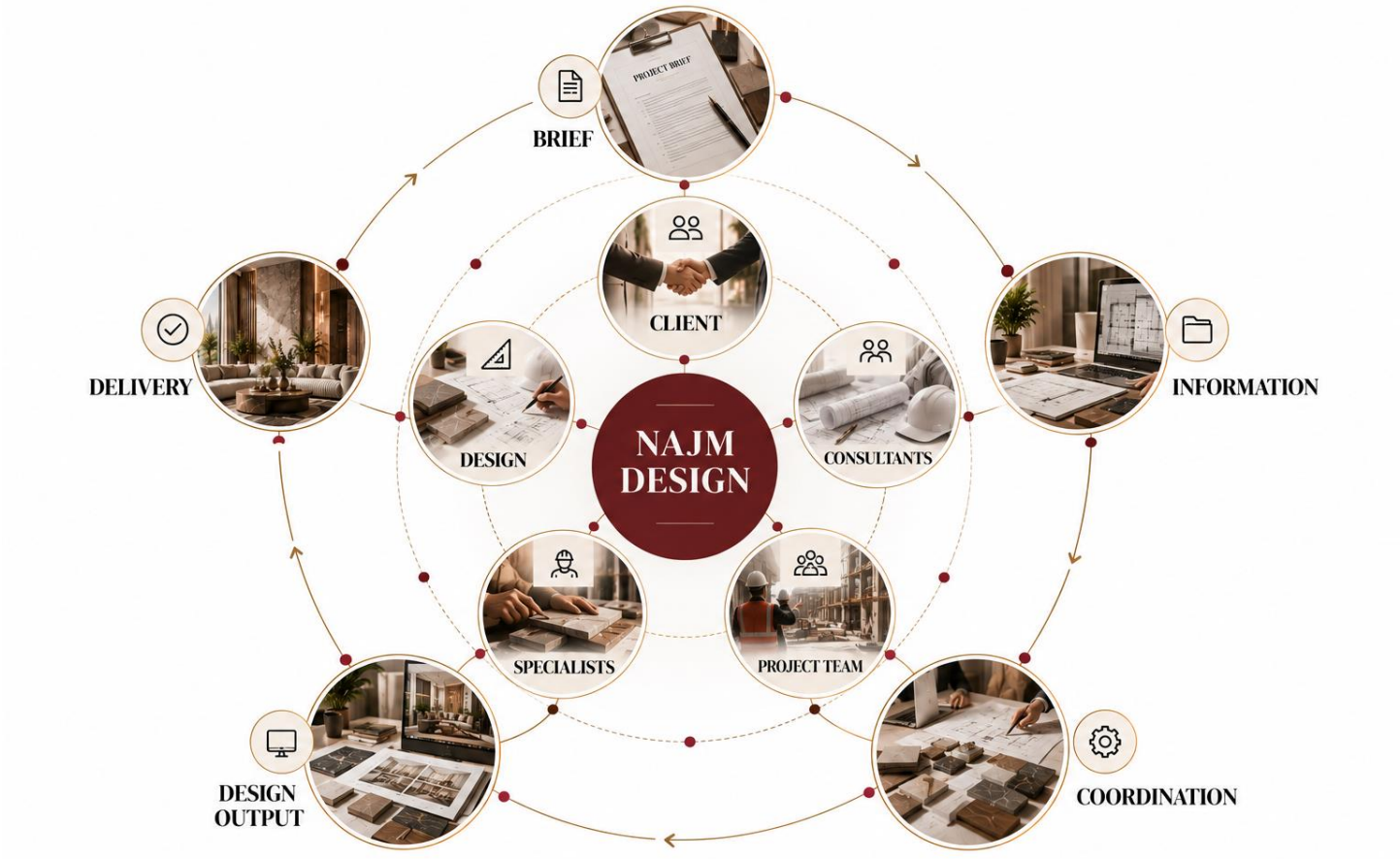
DUBAI-BASED

INTERNATIONALLY ORIENTED

Based in Dubai, NAJM DESIGN is positioned to engage with projects across different geographic and cultural contexts. The studio's design framework emphasizes adaptability to project-specific requirements while maintaining continuity in design methodology, communication, and development.

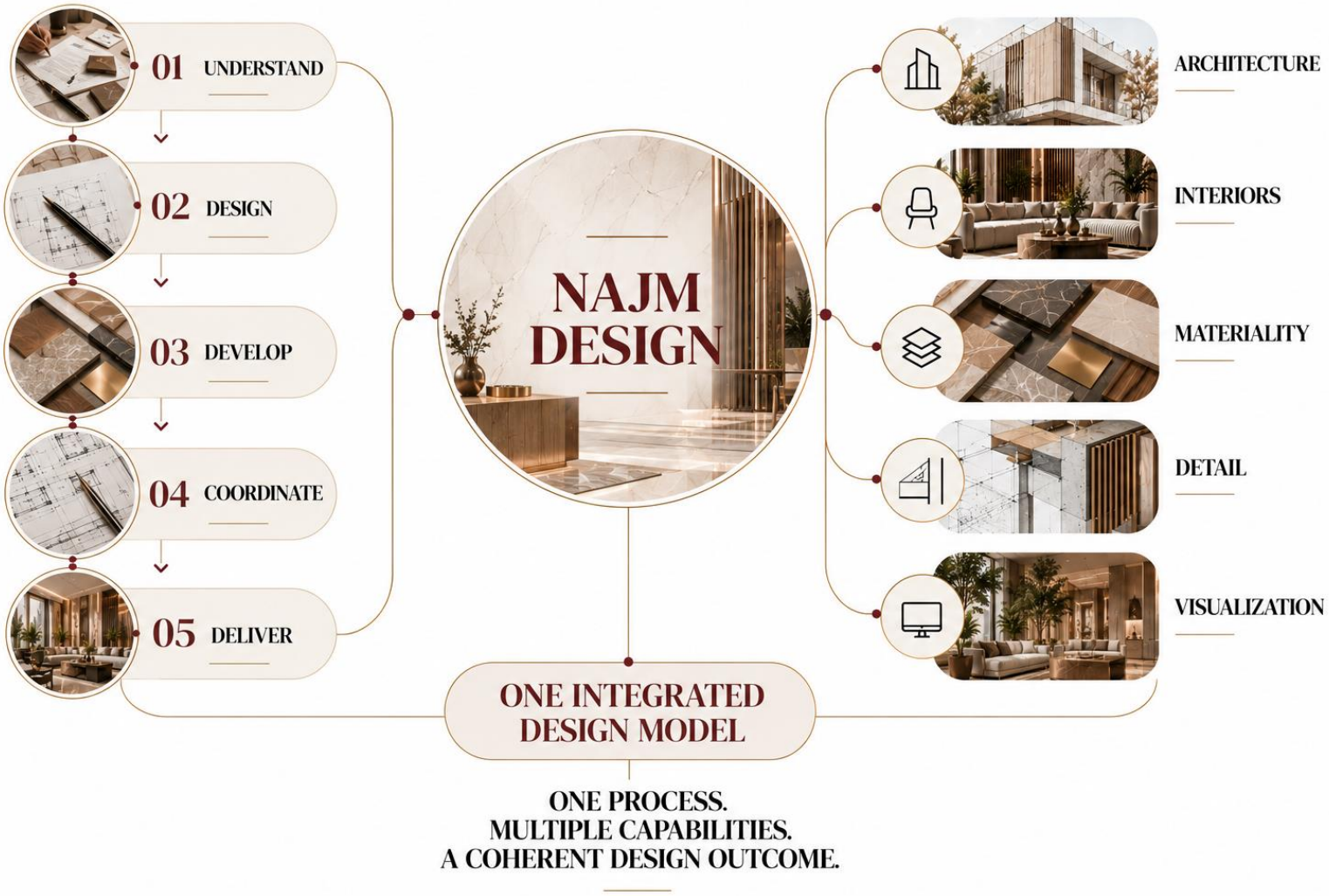
3–9) BUSINESS ECOSYSTEM

AJM DESIGN operates within a project ecosystem in which design information moves between clients, design disciplines, consultants, specialists, and project teams. The structure is intended to maintain continuity between project requirements, design decisions, and final design information.



3–10) THE NAJM MODEL

NAJM DESIGN combines design thinking, multidisciplinary development, structured communication, and adaptable project services within a unified model. The objective is to maintain continuity from initial project requirements through design development and final project communication.



4

NAJM DESIGN

IMPLEMENTATION, ROADMAP & CONCLUSION

4– IMPLEMENTATION, ROADMAP & CONCLUSION

4–1) FROM DESIGN TO REALIZATION

NAJM DESIGN approaches implementation as a continuation of the design process. Approved concepts are progressively translated into coordinated drawings, material decisions, technical details, and project information to maintain continuity between design intent and project development.



4–2) DESIGN DEVELOPMENT

Design development transforms the approved direction into progressively defined project information. Spatial relationships, dimensions, materials, lighting, architectural components, and key details are reviewed collectively to establish consistency across the design.

4–3) DOCUMENTATION FRAME WORK

Project documentation organizes approved design information into a structured set of drawings, schedules, specifications, and visual references.

The level and type of documentation are defined according to the agreed project scope and stage .

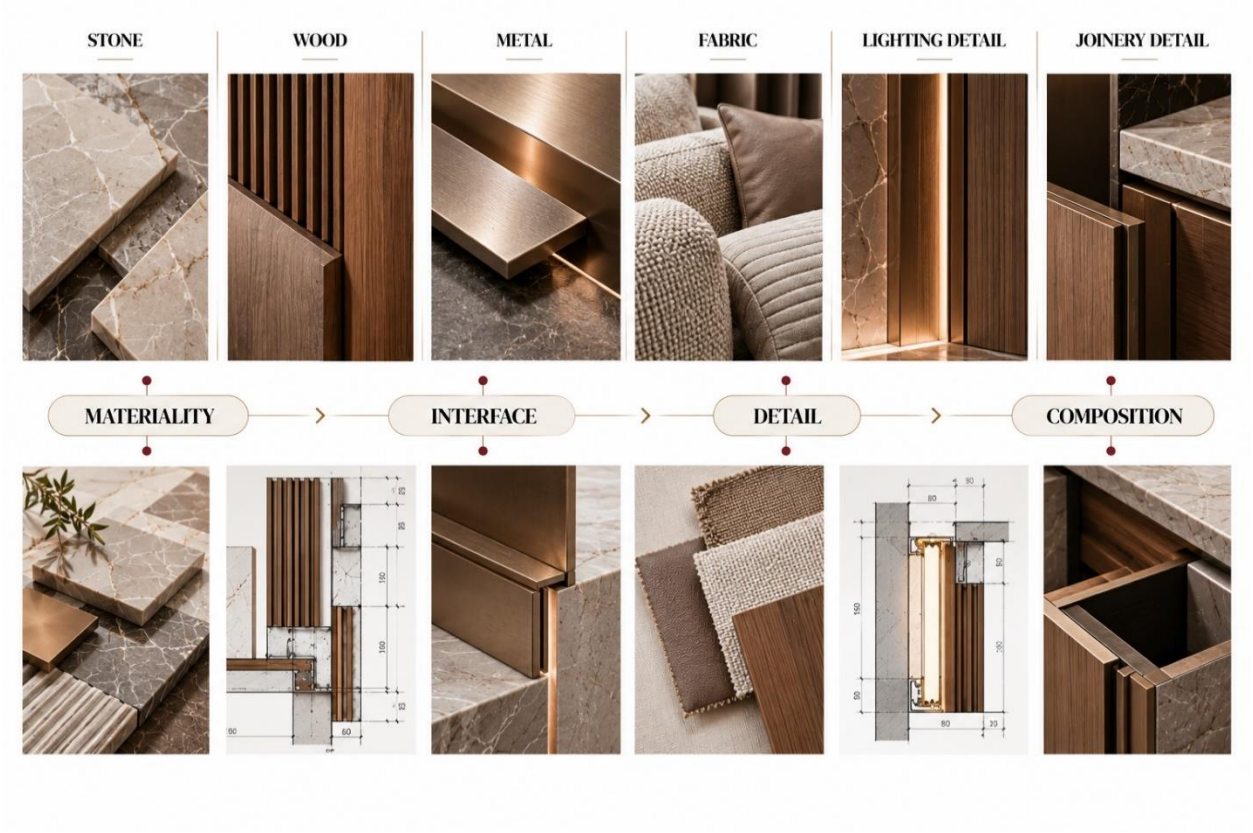


4–4) COORDINATION PROCESS

Coordination is treated as an iterative process in which design information is reviewed against project requirements and relevant multidisciplinary inputs. Identified interfaces are progressively resolved to maintain consistency within the developed design.

4–5) MATERIAL & DETAIL CONTROL

Material and detail development establishes the relationship between design intent and physical expression. Finishes, junctions, proportions, interfaces, and selected components are reviewed as interconnected elements of the overall design.



4–6) IMPLEMENTATION SUPPORT

Where included within the agreed project scope, design support during implementation may include clarification of design information, review of relevant design-related submissions, coordination of design queries, and evaluation of proposed adjustments against the approved design intent.

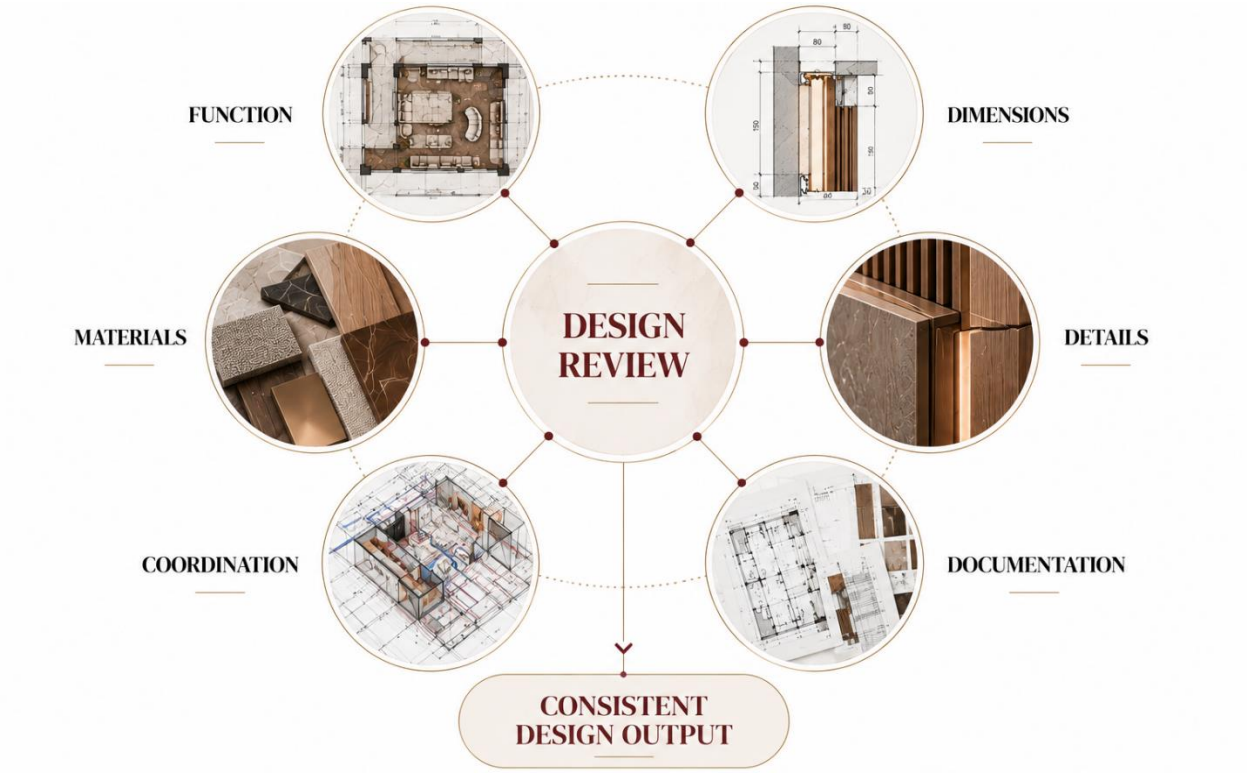
4–7) PROJECT ROADMAP

The project roadmap establishes a clear sequence for design development while allowing individual stages to respond to the scope and requirements of each commission.



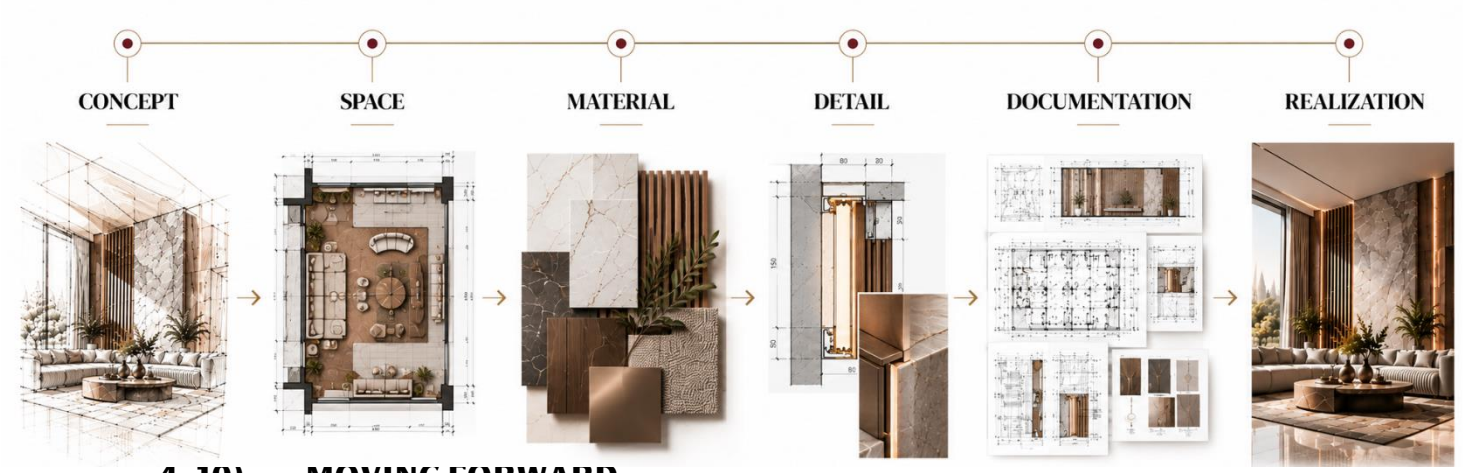
4–8) QUALITY FRAMEWORK

Design quality is maintained through systematic review at key stages of project development. The review framework focuses on consistency between project requirements, approved design decisions, coordinated information, and final design outputs.



4–9) DESIGN CONTINUITY

Design continuity connects the initial concept with subsequent spatial, material, technical, and visual decisions. Each stage is therefore evaluated in relation to the approved project direction to maintain coherence throughout design development.



4–10) MOVING FORWARD

The development of NAJM DESIGN is based on strengthening its design capabilities, project systems, collaborative network, and capacity to operate across different project contexts. Growth is approached through the progressive development of expertise, processes, communication, and project experience.



4–11) THE NAJM FRAMEWORK

NAJM DESIGN is structured around an integrated relationship between identity, design methodology, multidisciplinary collaboration, project development, and communication. Together, these components establish a coherent framework for approaching projects across different scales, typologies, and contexts.



4–12) CLOSING STATEMENT

