

A decorative floral emblem in a light blue-grey color, featuring a central fleur-de-lis-like shape with symmetrical, swirling leaf-like patterns extending outwards.

DEENA & DESIGN

PERSONALIZED INTERIORS



FF&E and Interior Designer

ABOUT

Passionate about the world of interiors, I pursued on the journey of Interior Design and followed my dream of being an Interior Designer and establishing my own firm. I have always been inspired by French interiors, It is my personal favorite design style. The beauty of the French interiors design aesthetics have been the core of my approach to design. The details, elegant furnishing, and effortless final outcomes. Thanks to several project experiences I have been able to work on and implement different design styles for various projects throughout the years. Interior styles ranging from modern, contemporary, shabby chic, and all the way to classic.

Over the years, I have also developed a passion for furniture design and fabrics. I have been assigned to customize and design several furniture pieces for various projects throughout the years. I was

fascinated by the details, process, and amount of thought required behind designing furniture. My strength as an Interior Designer has always been FF&E. Creating the mood and concept boards for projects and selecting all the suitable furniture and fabrics. I have also increased my knowledge with fabrics and learned the suitability and durability of the different kind of fabrics and where they are best applicable.

I am always inspired by the different projects i have worked on and I continue to strive to work on new opportunities and to gain more experience in the Interior Design Field.

Throughout the years, I have been thankful to all the kind and great clients I have worked with, and I consider this as the most valuable part of the business.

June 2021

Founded Deena & Design

*July 2013 -
July 2018*

House Of Infinity

- Worked on a variety of residential projects (FF&E selections, 3D render supervisions, procurement of orders)
- Worked on retail shop designs and fit out (Full supervision until handover)
- Worked on hospitality projects (FF&E selections and finish schedules)

*November 2009 -
February 2012*

Design Worldwide Partnership (DWP)

- Was part of the interior design team within the company
- Involved in various projects in different regions and countries.
- Gained experience in commercial, residential, and hospitality projects
- Main role was FF&E which involved selecting furniture, fabrics and equipment

May 17th, 2009

INTERIOR DESIGN AWARD

Presented by New York Institute of Technology

Work History



01 Waterbay Apartments, Bahrain Bay

Residential Project

02 Besuited

Commercial Project

03 Home Office

Residential Project

04 Little Gems Pre-School, Saar

Commercial Project

05 Al Nooh Gulf Bid Stand

Exhibition Stand 2017

06 Villa Interior Design

Residential Design

07 The Playground Argan Village

Commercial, Kids Indoor Play Area

08 Al Nooh Accounting Department

Commercial, Office Design

09 Traditional Trends

Commercial, Retail Shop

Portfolio Content





01 Waterbay Apartments, Bahrain Bay

Residential Project

Located at Bahrain Bay, The Waterbay apartments are known for their beautiful views of Manama and Bahrain's most famous buildings.

With a main view like the Four Seasons Hotel, the design intent for the apartments were simplicity and elegance. Given there were two apartments to design, The client requested each apartment to have a different design direction and color scheme while maintaining the sense of simplicity. The choice of furniture and colors were aimed to satisfy a general taste given

that the client would like to rent out these apartments.

The concept of Dark vs. Light derived while working on both design concepts.

One apartment had more of the bold and deep colors while the other apartment had more of the neutral and subtle colors. This gave the client the option to satisfy a wider taste of audience given their personal preference.

As a result, each apartment had its own identity in a contemporary design direction.

Project Objective and Requirements:

- Design and style the two apartments in a contemporary design direction.
- Each apartment to have its own identity and color scheme.
- Overall design of the apartments should be simple yet appealing for renting.







02

Besuited Commercial Project

A dedicated client who was passionate about men's fashion has decided to expand his business to a commercial space.

Besuited is known for their wide range of Men's accessories such as neckties, handkerchiefs, and tie clips.

The client always admired suits and formal wear and decided to expand the business by introducing tailored suits and formal shirts in the new commercial space. The main design intent focused on details,

clean finishes, and the sense of a formal space.

With the main joinery being in a grey tone, the overall interiors of the shop were subtle and resembled the fine details of a suit.

The concept of the shop introduced a new concept where the space was also designed for social gatherings by having a seating area and a bookcase along with outdoor seating for the client's friends and customers.

Project Objective and Requirements:

- Interiors should reflect the brands slogan 'We take care of details' Interiors should reflect the brands slogan 'We take care of details.'
- Display area to be functional and have sufficient storage.
- Create a social gathering space within the shop's interior and exterior space.







03 Home Office

Residential Project

2020-2021 was all about the concept of working from home. The demand for home office designs has increased during this period and many people realized that they don't have a functional and comfortable home office space.

During the client brief, The client has requested to have a comfortable work space in which he can work from home and carry out meetings. The space planning of the area played a big role in

Project Objective and Requirements:

- Design a functional home office space to carry out online and in person meetings.
- Overall finishes and colors to be formal, suitable, and comfortable.
- Office to be divided into a work space plus seating area with comfortable sofa and armchair.

making the area functional and comfortable.

The design was personalized to the client's taste in terms of color, design style, and finishes. One of the main features in the home office was a built in bookshelf which was full accessorized based on the client's interests and hobbies.







04

Little Gems Pre-School, Saar Commercial Project

Little Gems Pre-School established in 1993 was located in Budaya for 27 years. It was known for their “Learning Through Play” philosophy. In 2020, Little Gems moved to a new campus in the area of Saar.

Little Gems has recently changed their logo and brand identity, With a move to the new campus, they requested to incorporate their new colors and brand through out the overall design.

The scope of work required was to create a welcoming reception area, an indoor play area, and an overall inviting space

Project Objective and Requirements:

- Create a welcoming and inviting reception area.
- The overall interiors should be calm, subtle, and not too colorful.
- Bringing the outdoors in through the design concept and details.

for the kids and parents.

The client requested to go with basic and natural finishes, whites and light wood finishes to emphasize the idea of calm and natural interiors. The Little Gems colors were requested to be used as accent colors in the space rather than being dominant.

The overall reception and play area focused on the concept of nature and the outdoors, I have introduced the concept of artificial grass to bring in the outdoors and to make the area more green and natural.







05

Al Nooh Gulf Bid Stand Exhibition Stand 2017

Worked with a dedicated team from Al Nooh to develop a concept and a design direction. After several design meetings and discussions we came up with a concept revolving around the 'twist' concept and the element of wood.

Later derived the inspiration from DNA, the twisting component and meaning behind the DNA which was reflected in Al Nooh's business 'genetics'. The genetics that created the core of their business and the fundamental distinctive characteristics and qualities that make

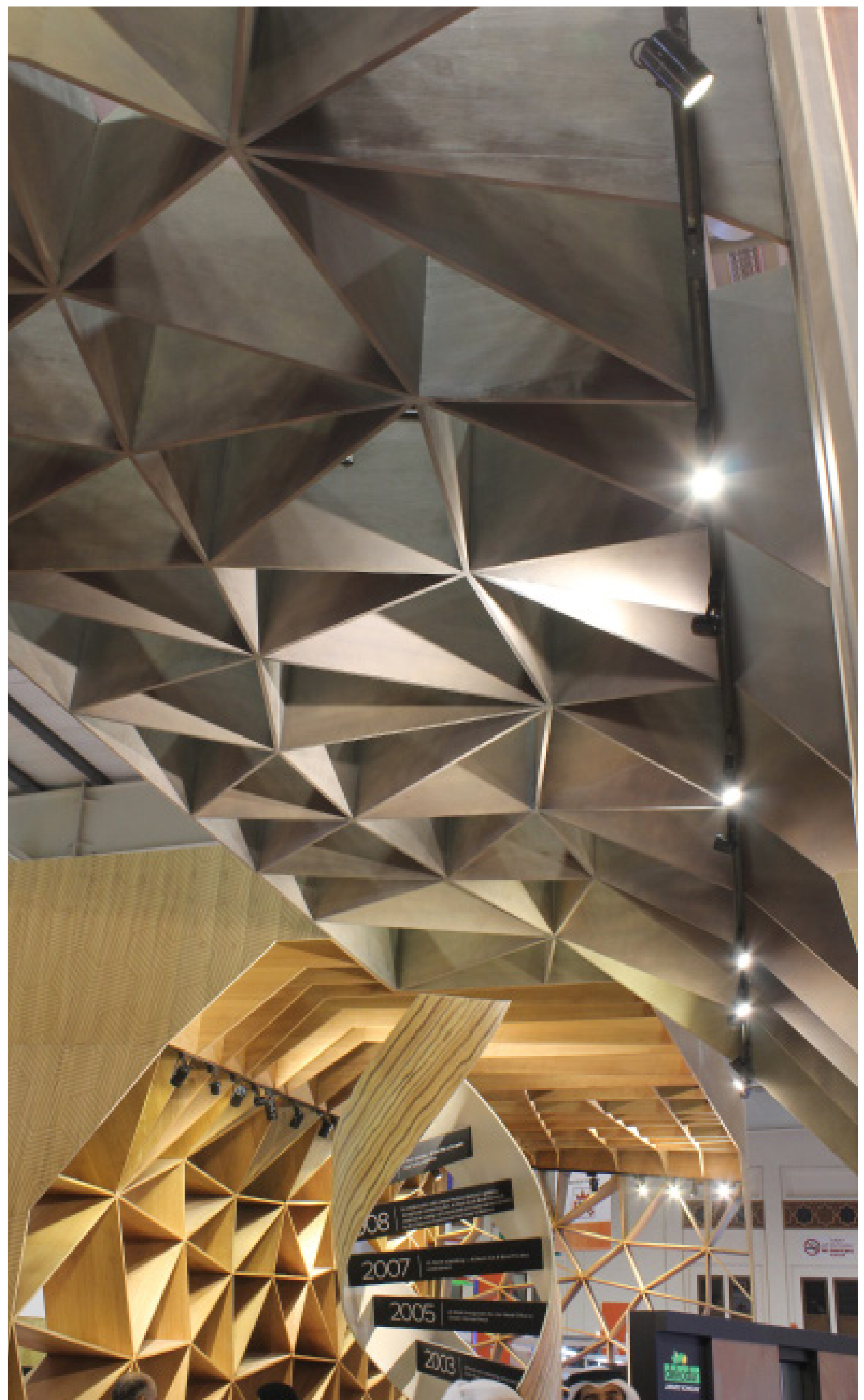
them the company they are today. As the final design progressed and developed we have managed to achieve all the project objectives and requirements. Al Nooh's impeccable fit out of the design managed to implement all the design details and ideas which took months to finalize and design.

As a result, Al Nooh were awarded the best stand award for Gulf Bid 2017, It was a great accomplishment and an honor to be part of it.

Project Objective and Requirements:

- Design an intriguing stand for their 65 years in service
- Stand to have a main design feature
- Display Al Nooh's product range
- Stand to be inviting







06

Villa Interior Design

Residential Design

A residential project focusing on the concept of intricate details. The beauty of french inspired interiors is in the implementing of paneling, moulding, wood carving, and elegant details that bring everything together.

The main approach was to design a very elegant formal area followed by a graceful dining space that complimented each other. The main color scheme was neutrals with a hint of gold finishes.

Project Objective and Requirements:

- Design and style the main areas of the villa
- French inspired interiors with details
- Furniture to be classic with a contemporary approach
- A neutral overall feel with hints of gold finishes

Neutrals and gold play a great role in creating a fancy and subtle environment within a space.

In regards to other areas, I have introduced some colors and maintained the concept of elegant furnishing and interior details. All areas of the villa complimented each other in terms of the design style, the color schemes, and most importantly the floor, wall, and ceiling details all worked together.











07 The Playground Argan Village

Commercial, Kids Indoor Play Area

At Argan village, the realtors provided the clients with several adjacent shops that required opening up together to create a wide and suitable space for the kids indoor play area.

After the required civil work has been done, I have worked on developing a concept and inspiration to best suit the area. The concept derived from the 'outdoors'. Given the client's shop name 'The Playground' I have decided to create an outdoor environment indoors. The finishes, and design details revolved

Project Objective and Requirements:

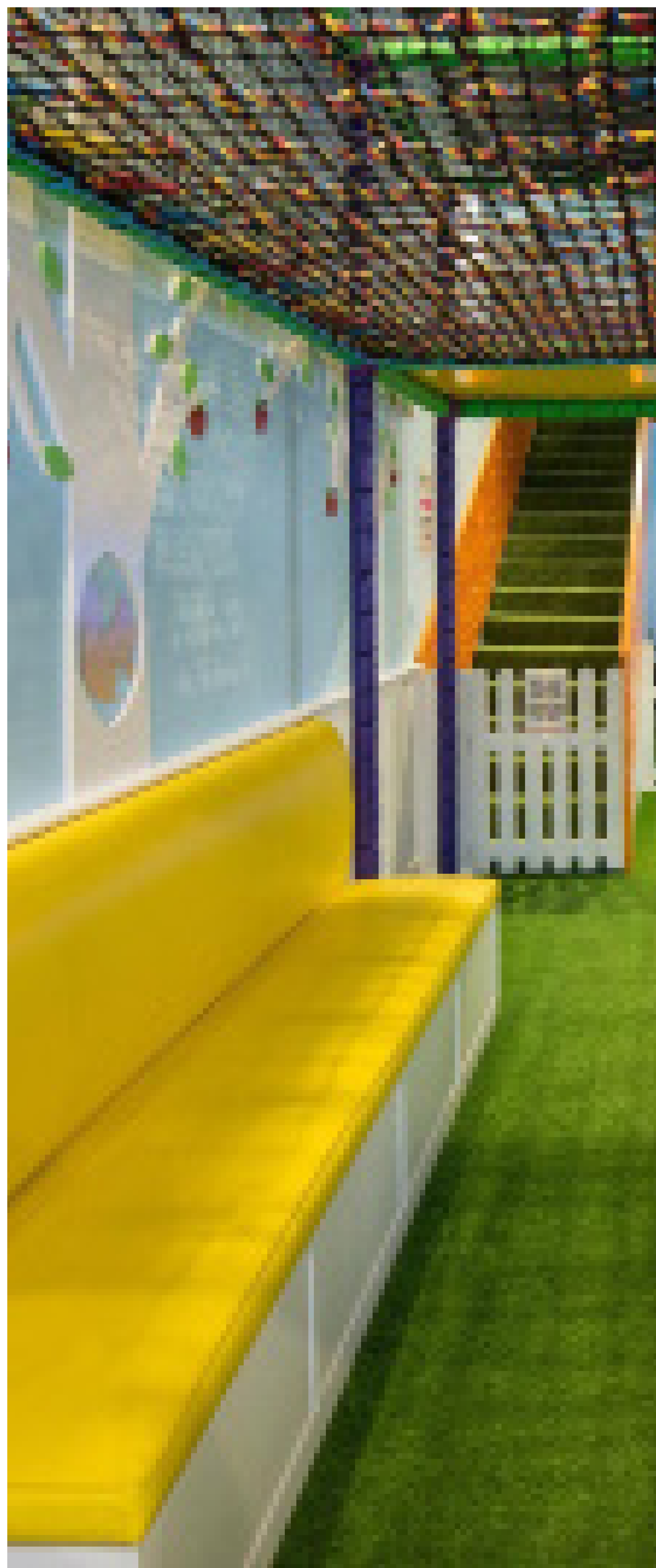
- Create an indoor play area for kids
- Interiors to be colorful and fun
- Inspiration 'bringing the outdoor indoors'

around the feeling of being and playing outdoors.

Some of the main design features was the use of artificial grass, wooden tree element, birds and butterflies on the walls, clouds in the party room, and colorful finishes all around to spread the feeling of joy.

Given that the end customers were kids, it was a project that focused on safety and making sure everything was suitable for kids.







The
Playground
Argan Village
Commercial, Kids
Indoor Play Area
Renders



08

Al Nooh Accounting Department

Commercial, Office Design

When working on office interiors, the main design approach is to create an environment that is simple yet appealing. It also has to be a subtle environment for the employee and guests who visit the company.

My main aim was to translate Al Nooh's core business into the interiors. Their core business has always been known to be 'wood' and 'wood design'. I focused on creating wood patterns and panel designs to best show their strength as a company

and have incorporated their brand colors as wall paint finishes.

As for the head of accounts office, I have designed a unique backdrop made out of solid wood and detailed with grooving in all directions. This backdrop created a very powerful impact in the office and it is also considered as an art piece. The styling and accessories of the office were carefully selected and picked to complete the overall professional and unique design details within the office.

Project Objective and Requirements:

- Create a new workspace environment
- Design wood feature panels to best show Al Nooh's fit out capabilities
- Full design and styling of the Head of Accounts's office
- Select finishes and colors related to Al Nooh's Company and Brand







09

Traditional Trends Commercial, Retail Shop

A commercial turnkey project that started from a completely empty unfinished space to a retail shop in use.

The inspiration behind the concept and interiors of Traditional Trends was the idea of Modern vs Traditional. The fashion line was known for its traditional garments and dresses, I had to create a modern interior space using the gold elements known to symbolize 'traditional' fashion in Bahrain. The gold accents implemented in the interiors also complimented the client's logo.

Project Objective and Requirements:

- Design a shop with a modern approach for a 'traditional fashion line'
- Create a unique display area
- Inspiration to derive from client's logo and colors

Given that the fashion line was known for its colors and details, I focused on creating a modern, simple, and subtle environment in the shop. The main aim was for these garments and dresses to stand out to the customers visiting the shop.

As a final result, the overall look and feel of the shop was in balance with the traditional fashion line displayed.



Traditional Trends



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