

I N S I D E **FSRG** P R O F I L E

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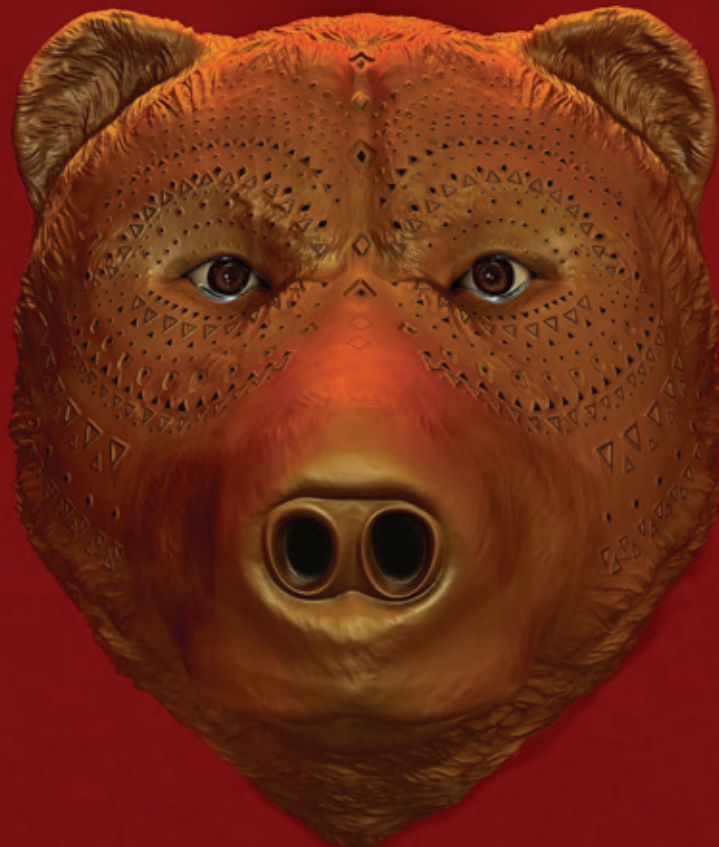
Studio Frantzén  
Dubai

Studio Frantzén Social Dining & Bar is a unique blend of French-Asian gastronomy with Nordic influences, designed in a modern Scandinavian setting that radiates effortless luxury located at Atlantis The Palm, Dubai.

### FSRG Scope

- Design and installation custom made **feature over sized relief Bear sculpture**
- Design, **hand-crafting** and installation of a **parametric faux bricks** feature wall
- Research, conceptual design, **hand painting** and installation of a **wallpaper** inspired by **Nordic Folk** on nature conservation
- Design and production of **custom framed artworks and decorative accesories**
- Crafting and installation of an uprooted birch **tree sculpture**

STUDIO  
FRANTZÉN  
SOCIAL DINING & BAR













# FIVE ►

FIVE LUXE JBR  
Dubai

FIVE LUXE will be located in the heart of JBR, where residents and guests will have access to a number of premium amenities and will be able to fully enjoy beautiful waterfront living in one of the most popular areas in Dubai.

## FSRG Scope

- Visual/structural design and fabrication of **2 monumental outdoor sculptures** featuring a 2 tonne, 4 metre high **Disco Ball Cherry** with 150000 tiles and smaller marine grade steel Cherry in reflective red brand colour placed above a water fountain
- Supply of **8000 bespoke decorative accessories** for all rooms and public areas
- Design and production of **2388 artworks**







**S O F I T E L**  
HOTELS & RESORTS

Sofitel Al Hamra  
Ras Al Khaimah

Sofitel Al Hamra Beach Resort stands as a testament to the fusion of French sophistication and traditional Arabian charm. Stepping into the grand lobby, We featured a magnificent three-dimensional artwork, Heritage Palette, which symbolizes a gateway to a mystical journey through time.

### FSRG Scope

- Design and production of over **3,000 artworks** throughout the hotel
- Design and supply of **Heritage Palette art installation** in lobby

Best Use of Art in a Hotel Project (Highly Commended) -  
**Heritage Palette**







# NOBU

Nobu Dubai

Lot

Nobu restaurant, located in the iconic Palm Jumeirah, has been selected as one of the best restaurants in Dubai by the MICHELIN Guide. It offers a world-renowned Japanese cuisine with a Peruvian twist for a culinary experience like no other.

## FSRG Scope

- Design and production of **artwork, decorative vases**
- Design and supply of **Katana Flames** art and lighting installation

Best Use of Lighting in Interior Design - **Katana Flames**















## Six Senses Southern Dunes, The Red Sea Saudi Arabia



The Red Sea Project is a development in Saudi Arabia that spans 10,800 square miles on the west coast. Six Senses Southern Dunes is one of two inland locations within the project, which aims to promote high environmental standards and preserve the region's biodiversity and beauty.

### FSRG Scope

- Design, production and supply of **362 artworks** and **125 bespoke decorative accessories** for all rooms, villas and public areas
- Supply and fabrication of **301 decorative mirrors** for all rooms and public areas





Six Senses Southern Dunes, The Red Sea Saudi Arabia







Located on The Red Sea coast of the Kingdom of Saudi Arabia, the islands will comprise of luxury hotels and resorts which will serve as regenerative tourism destinations that will set new standards in sustainable development and will position Saudi Arabia on the global tourism map.

## Ummahat Al Shaykh Islands Hotels Riyadh

### FSRG Scope

- Supply and fabrication of **266 decorative mirrors** for all rooms and public areas





# ATLANTIS THE ROYAL RESIDENCES

Atlantis The Royal  
Dubai

The new generation of distinctive luxury will offer a sophisticated lifestyle with infinite ocean views, lush green spaces, and a playful contrast between fire and water, all encapsulated in dramatic architecture.

## FSRG Scope

- Design and fabrication of **5458 artworks** for all rooms and corridors















بيت الفلسفة  
Philosophy house

Philosophy House  
Fujairah, UAE

The Philosophy House is the first- of- its- kind cultural institution launched from the Emirate of Fujairah in the UAE with an aim to formulate, spearhead and teach rational consciousness.

### FSRG Scope

- Supply and installation of sculptures



الفجيرة  
Al Fujairah





Swissotel Doha,  
Qatar

The Swissotel Doha Corniche Park Towers Hotel and Residences is set to open in 2022 – when Qatar will stage the FIFA World Cup and will feature 200 hotel rooms, 150 serviced apartments and 121 luxury branded residences.

### FSRG Scope

- Design and fabrication of **4258 artworks, bespoke decorative accessories and sculptures** for all rooms and public areas
- Design and production of **3111 decorative lighting fixtures**









25h

25hours Hotel  
One Central  
Dubai

Drawing on influences of when Bedouins once resided in Dubai, 25hours hotels are not merely 'off the shelf'; they are tailored to each location.

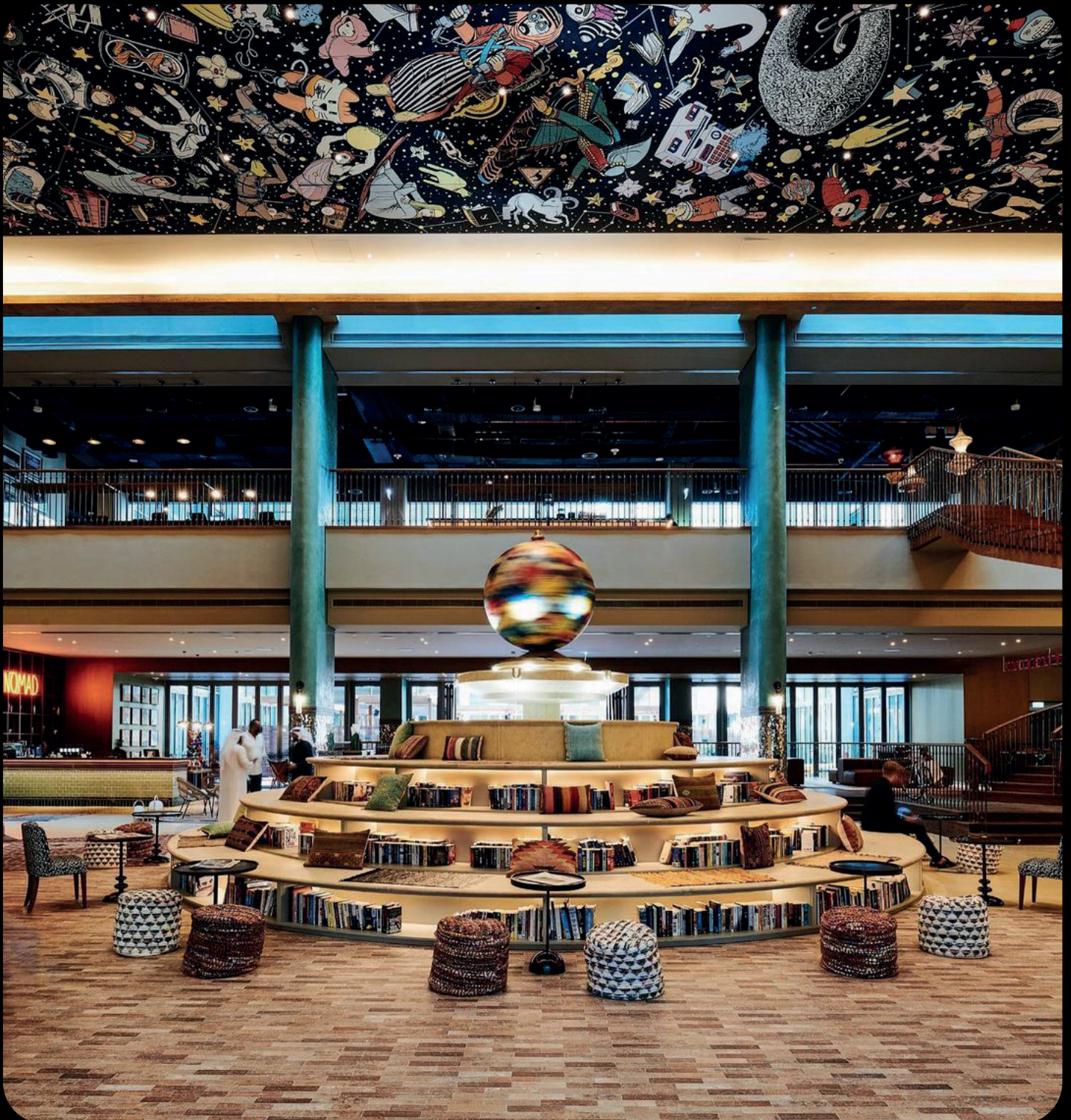
### FSRG Scope

- Design and fabrication of **6400 artworks, bespoke decorative accessories and sculptures** for all rooms and public areas



Interior design  
AWARDS 2022

Interior Design of the Year - Hotels









# GRAND HYATT™

Grand Hyatt  
Kuwait

Grand Hyatt Kuwait - Kuwait's iconic business and lifestyle destination, a grand promise impeccably delivered.

## FSRG Scope

- Curated and accessorised the Saheel Lounge Library featuring a unique collection of over **2000 lifestyle books**







WALDORF  
ASTORIA™  
HOTELS & RESORTS

Waldorf Astoria  
Doha West Bay Resort

Resort with a full-service spa and fitness center, located near to the Doha Convention Center and City Center Mall.

### FSRG Scope

- Design and fabrication of **2400 artworks** for all rooms and corridors











FOUR SEASONS

Four Seasons Hotel  
DUBAI INTERNATIONAL  
FINANCIAL CENTRE

A sophisticated BOUTIQUE-STYLE hotel for urban getaways.

### FSRG Scope

- Supply, delivery and installation of **custom decorative mirrors and framed artworks**







**FOUR SEASONS**  
HOTEL  
RIYADH AT KINGDOM CENTRE

Four Seasons Hotel  
RIYADH AT  
KINGDOM CENTRE

An architectural icon in the heart of Saudi Arabia's vibrant capital.

### FSRG Scope

- Supply, delivery and installation of **decorative accessories for public areas**







The8 Palm Jumeirah

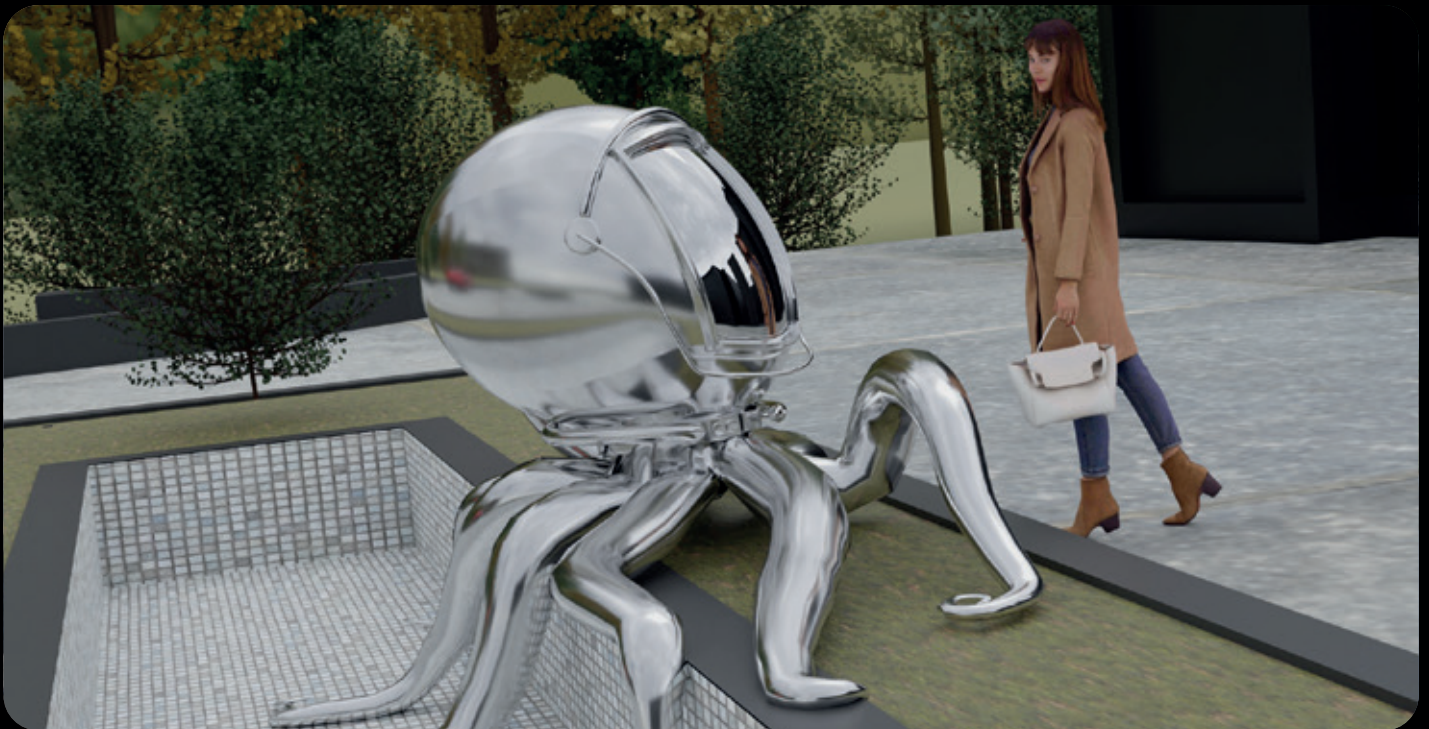
Bold with a perfect blend of symmetry and sophistication, The8 Hotel by IFA HOTELS & RESORTS is located in The Palm Jumeirah.

### FSRG Scope

- Designed, sculptured and installed this **original octopus of four metres length and two metres height** realised in marine grade stainless steel, polished to a reflective high gloss finish

**Interiordesign**  
AWARDS 2022

Nominated Category - Best Use of Art in a Commercial Interior Design Project.





# HYATT CENTRIC®

Hyatt Centric  
Dubai

Hyatt Centric, opens 'adventurous' lifestyle hotel in Dubai's La Mer.

## FSRG Scope

- Design and fabrication of **503 artworks, bespoke decorative accessories and sculptures** for all rooms and public areas

**Interior design**  
AWARDS 2022

Nominated Category - Best Use of Art  
in a Commercial Interior Design Project







The World's first Warner Bros. themed hotel where discovery is dynamic. Step out of the day to day and into the world of Warner Bros.

### FSRG Scope

- Design and fabrication of **artworks, bespoke decorative accessories and *FRIENDS* sofa replica**

The WB Abu Dhabi











Hakkasan Dubai

Hakkasan draws a style-savvy crowd to its sleek restaurant and bar, where carved wooden screens, rich jewel tones and flickering candles evoke the glamour of the London flagship restaurant.

### FSRG Scope

- Designed, crafted and installed hanging **AZUL SEA LOTUS sculpture of 480 pieces** in the dining lounge of the restaurant

Interior design  
AWARDS 2022



MICHELIN GUIDE

Nominated Category - Best Use of Art  
in a Commercial Interior Design Project

MiCHELIN Star in Dubai debut.











Revier Hotel Dubai

As a new addition to Dubai's skyline, Revier Hotel Dubai offers a city retreat like no other and a meeting point for the modern and tireless explorers.

### FSRG Scope

- Crafted and installed life-size **Ski Lift Cow & The Delivery Cow sculptures**
- Designed, crafted and installed **La Montagne des Chocolats** in the main lobby









# CONRAD

HOTELS & RESORTS™

Hilton Conrad  
Resorts Morocco

Conrad Hotels & Resorts, Hilton's contemporary luxury hotel brand, plans to bring the global brand to Morocco's Atlantic Coast.

## FSRG Scope

- Design and fabrication of **all artworks, bespoke decorative accessories and sculptures** for all rooms and public areas





# Hilton Conrad Resorts Morocco





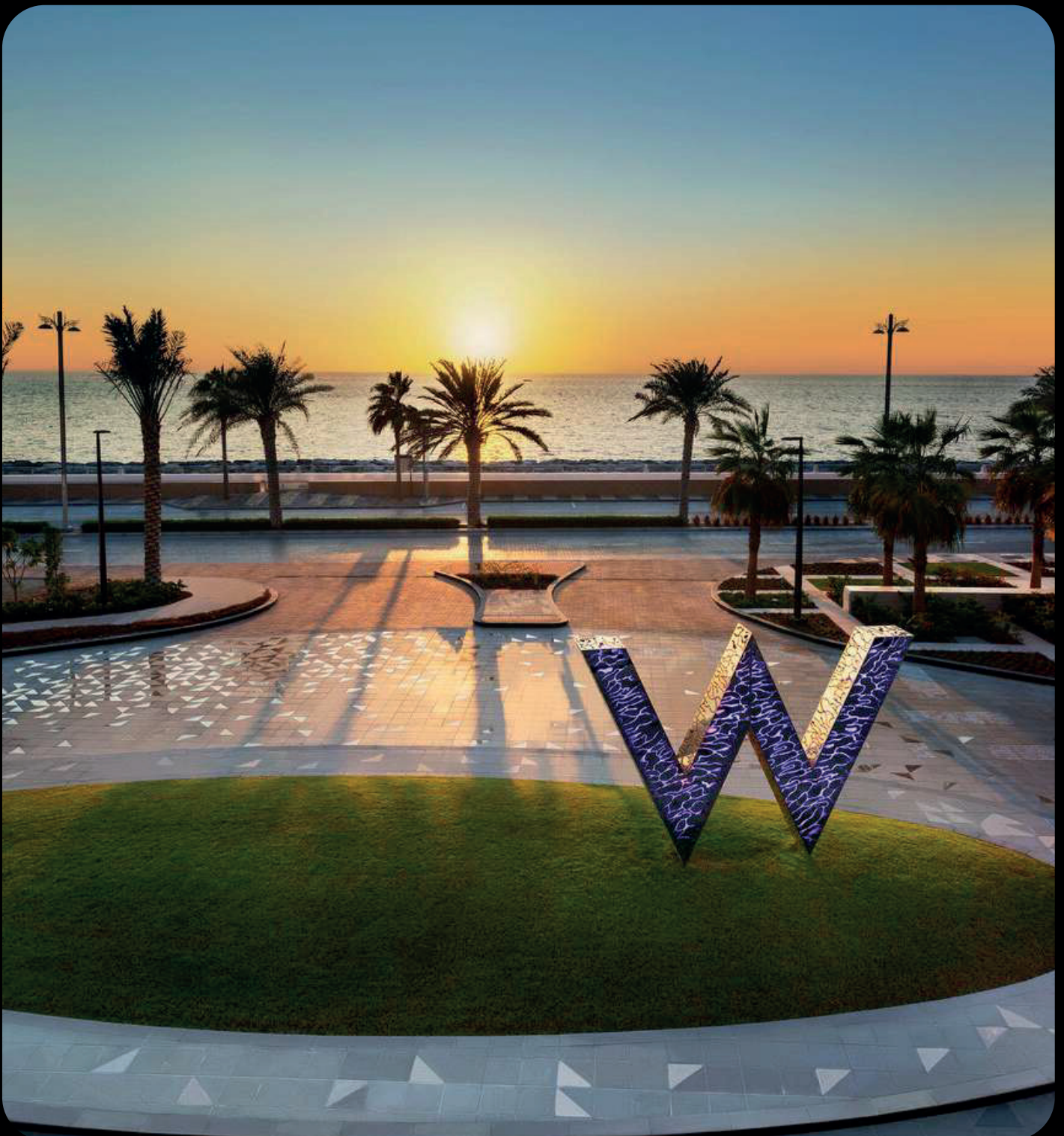


W Dubai - The Palm

Set on the west crescent of Palm Jumeirah, W Hotel boasts 350 rooms in vibrant and modern décor.

### FSRG Scope

- Design, fabrication and installation of **wallpaper** for all guest rooms and **3-dimensional artworks** throughout the public areas
- Concept, engineering, design, fabrication and installation of **monumental W signage sculpture**











Mayo Clinic  
Abu Dhabi

World renowned Mayo Clinic at Sheikh Shakhboub Medical City in Abu Dhabi operates a 741 bed capacity facility.

### FSRG Scope

- Design, fabrication and installation of **artworks** for all patient rooms, consultation rooms and public areas
- Concept ,engineering, design, fabrication and installation of a series of four **6-metre tall abstract sculptures**





# RED

Radisson

Radisson Red  
Dubai

Located in Dubai's tech playground, Radisson RED Hotel Dubai Silicon Oasis boasts 171 guest rooms at the first smart city project built with the latest AI and IOT technologies.

## FSRG Scope

- Concept, engineering, design, fabrication and installation of a **2.5-metre tall iconic outdoor sculpture**







## Staybridge Suites Dubai

Timeless aesthetics at the Staybridge Suites Dubai Financial Centre. Unfolding a design narrative that could stand the test of time, at Staybridge Suites® Hotels Dubai.

### FSRG Scope

- Design, fabrication and installation of **3270 artworks** for all the guest rooms and public areas





*Hampton*  
by HILTON

Hampton  
by Hilton  
Dubai Al Seef

Located along Dubai Creek and surrounded by consulates, museums and shops, this cultural sights neighbouring hotel features 150 guest rooms.

### FSRG Scope

- Design, fabrication and installation of **customised wire mesh sculptures** for public areas
- Design, fabrication and installation of **ceiling feature installations** for restaurants
- Design, fabrication and installation of **3-dimensional wall installations** throughout all public areas





# Hampton by Hilton - Dubai Al Seef





# EMAAR

## Dubai Mall Zabeel Expansion

Encompassing 1,300 retail outlets, the Zabeel Expansion is a development extending the existing Dubai Mall.

### FSRG Scope

- Design, fabrication and installation of **artworks** for public areas





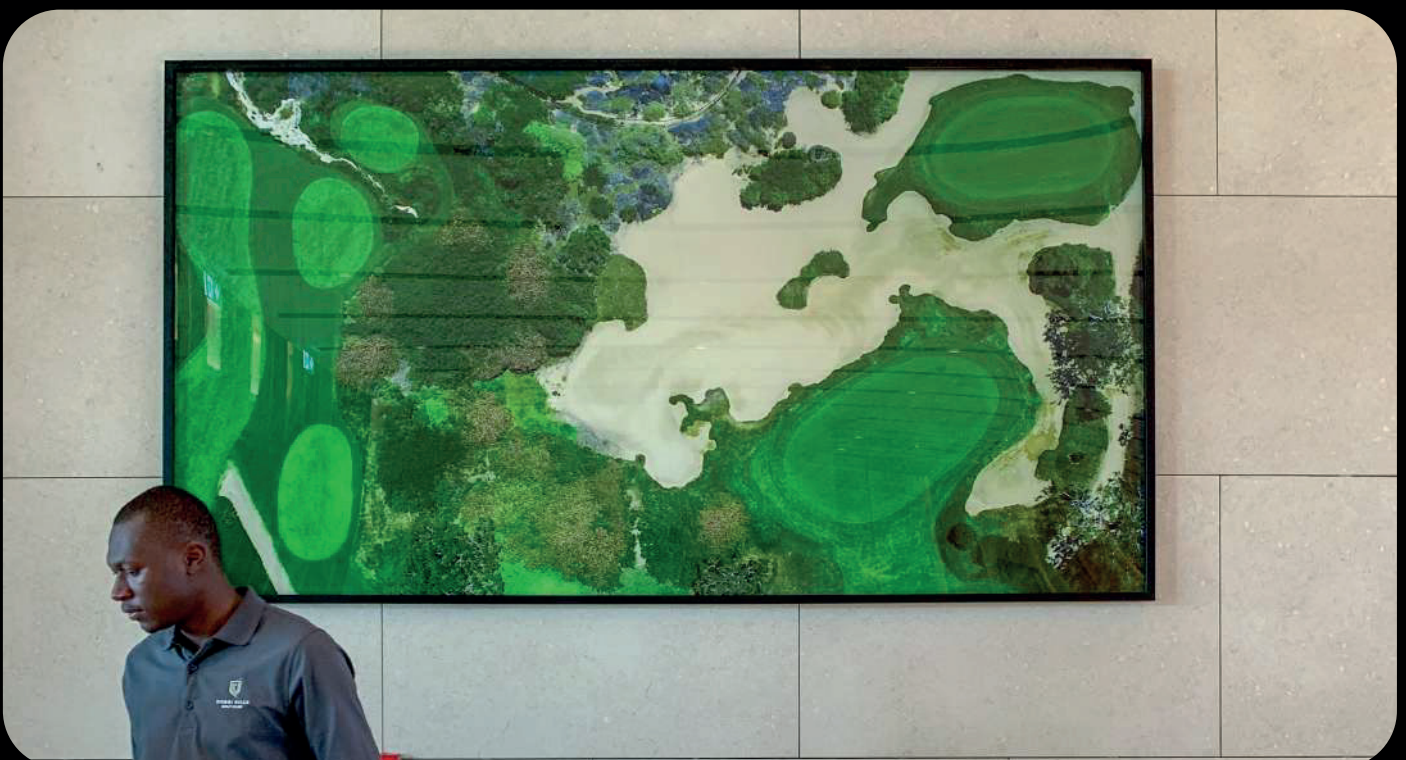


## Dubai Hills Golf Club

Award winning iconic golf course located in the prestigious Dubai Hills.

### FSRG Scope

- Design, fabrication and installation of **artworks** for club house public areas
- Design, fabrication and installation of **artworks** for The Duck Hook restaurant







## Marriott Kigali Rwanda

Centrally located near the financial district and the convention center, this luxurious hotel boasts 254 rooms.

### FSRG Scope

- Design, fabrication and installation supervision of **artworks** for guest rooms and public areas
- Design, fabrication and installation supervision of **accessories** for guest rooms and public areas





# ToroToro

Toro Toro  
Dubai

Leading South American concept restaurant located in the heart of Dubai Marina.

## FSRG Scope

- Concept design, fabrication and installation of **life-sized bull sculptures** for restaurant's reception
- Design, fabrication and installation of **artworks** throughout the restaurant







GROSVENOR HOUSE  
DUBAI

Grosvenor House  
Dubai

First opened in 2005, this 48-storied twin tower hotel complex offers panoramic views of Dubai Marina and features 750 guest rooms.

### FSRG Scope

- Design, fabrication and installation of **3-dimensional feature installation** for check-in lobby and its renovation
- Design, fabrication and installation of **artworks and accessories** for guest rooms and public areas
- Design, fabrication and installation of **decorative mirrors and lighting** for guest rooms and public areas







## FOUR SEASONS

Four Seasons Hotel  
Al Maryah Island  
Abu Dhabi

This luxury hotel situated in a prime waterfront location on Al Maryah Island, Abu Dhabi is set in a high-rise offering views of the skyline and the Persian Gulf and features 200 guest rooms.

### FSRG Scope

- Fabrication and installation of **artworks** for guest rooms and public areas
- Fabrication and installation of **seven lobby sculptures** representing all seven emirates of the UAE





# ROSEWOOD

HOTELS & RESORTS

## Rosewood Hotel Abu Dhabi

Set in a striking curved building overlooking the Gulf, this luxurious hotel offers 148 guest rooms and 41 suites with views of the Arabian Gulf and Abu Dhabi skyline.

### FSRG Scope

- Fabrication and installation of **artworks** for guest rooms and public areas







A beach front ideal destination inspired by the palaces of the Arabian Peninsula featuring exquisite 346 rooms and suites.

### FSRG Scope

Waldorf Astoria  
Ras Al Khaimah

- Design, fabrication and installation of **decorative mirrors** for guest rooms







## Fairmont Ajman

Overlooking the Gulf, this upmarket beachfront hotel of modern décor combined with contemporary touches boasts of 252 rooms and suites.

### FSRG Scope

- Design, fabrication and installation of **artworks and accessories** for guest rooms and public areas
- Design, fabrication and installation of **decorative mirrors** for guest rooms and public areas
- Design, fabrication and installation of **oversized sculptures** for suites and public areas







# SHERATON

Sheraton Grand  
Dubai

Sheraton Grand Hotel, along Sheikh Zayed Road Dubai is the ideal luxury accommodation for both business and leisure travelers alike within its 474 luxurious rooms and suites.

## FSRG Scope

- Design, fabrication and installation of **artworks and accessories** for guest rooms and public areas
- Design, fabrication and installation of **decorative mirrors** for guest rooms and public areas





# OUR HUB





# WHO IS FSRG

We are creators. We are craftsmen. We are innovators. We are a team dedicated to transforming visions into exceptional artistry.

Since 2000, we have thrived under the artistic leadership of Neel Shukla, Senior Art Director. His expertise and passion for design have positioned FSRG as a trusted name in the industry. With a rich heritage in art and an intuitive grasp of design evolution, Neel ensures every project is treated as a masterpiece, tailored to reflect individuality and purpose.

Under his guidance, our team meticulously explores diverse concepts to achieve design objectives with precision and creativity. Together, we deliver bespoke solutions that seamlessly integrate artistic integrity and functionality, earning the trust and admiration of design professionals across sectors.

# WHY FSRG

At FSRG, we recognize the dynamic interplay of art with design, technology, fashion, and materials. As creative visionaries, we excel at integrating these elements seamlessly into every project, crafting experiences that resonate with originality and purpose. Our mission is to leave a meaningful and innovative mark on each endeavor while delivering exceptional value to our clients.

FSRG is a leading art consultancy hub, partnering with some of the most renowned design and architectural firms in the region. Our approach is rooted in originality, precision, and vision. We collaborate closely with designers, specifiers, and clients to create environments and visuals that exude elegance, uniqueness, and a powerful statement—enhancing not just spaces, but the identity of the brands we serve.

# FSRG HUB

Our Hub is a dynamic, ever-evolving space where creativity thrives. We continually adapt and expand our portfolio, curating works of art and design concepts from global innovators and our talented in-house artisans.

As the Gulf's largest bespoke picture-framing facility, FSRG leads the industry with precision and innovation. Our state-of-the-art framing factory features advanced automated systems, including computerized mount and frame-cutting machinery, operated by licensed and highly skilled professionals. Complementing this is our atelier, where meticulous craftsmanship and attention to detail come together to deliver exceptional results tailored to the needs of discerning design professionals.



# FSRG STUDIO

At FSRG, our fully automated framing facility is complemented by the expertise of our in-house artists, framers, and a skilled installation team, ensuring flawless execution of projects of any scale.

## What We Offer:

- Comprehensive art concept development and presentation
- Expertise in custom framing, museum-quality solutions, and large-scale installations
- In-house artists, sculptors, and graphic designers
- Decorative lighting and bespoke accessory design
- Monumental sculpture design, fabrication, and structural engineering
- Access to a vast network of local and international emerging artists

FSRG delivers tailored artistic solutions that elevate every project, combining innovation, precision, and creativity.

# FSRG VISION

To redefine the synergy between art and design by delivering bespoke, innovative solutions that tell compelling stories, elevate brand identities, and transform spaces into timeless expressions of creativity and craftsmanship.

# FSRG MISSION

To collaborate with design professionals in crafting distinctive art and design solutions that combine creativity, precision, and innovation. We are committed to delivering exceptional quality and reliability, driven by a passion for excellence and a dedication to enhancing every project with bespoke artistry and unparalleled craftsmanship.





# FSRG



C O N T A C T

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