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# RIMAL

Design House

A large, stylized white Arabic calligraphic graphic, possibly representing the word 'Rimal', dominates the lower half of the page. It features thick, fluid strokes with elegant curves and sharp points, set against a solid tan background.

Interior . Furniture . Events

Heritage Design House Est . 1999



# FOUNDER'S Message



## Rimal

is derived from the Arabic word for sand (رمل), in which (رمال) is its plural derivative.



Sand has always inspired poetry in the Arab world, and is often used to provoke wisdom.

Such as this classic Arabic Proverb:

اجعل خطواتك في الحياة كمن يمشي على  
الرمل لا يسمع صوتهُ ولكن أثره واضح



*'Perform your good deeds like footsteps in the sand, inaudible but with clear traces.'*

Amal El Ayoubi

Founder of Rimal









# OUR JOURNEY



*Founded in 1999.*

Rimal began as a small design practice focused on luxury residential projects.

Rimal established its first office in Abu Dhabi, and has since become a staple design house of the city.

Rimal is a home grown, family business and we have since grown our team, our family and our paths. Designing projects from hospitality, to commercial to corporate, and much more.

We have taken on many new ventures, including:



**Rimal Events**

*Launched in 2023.*  
Events & Planning.



**Maison De Rimal**

*Established in 2010.*  
Furniture & Product Line.



# OUR BRAND



RIMAL

Rimal  
*Design House*

Interior Design

Maison de  
RIMAL

Maison De Rimal  
*Main Line*

Product Design

RIMAL  
Events

Rimal Events  
*Bespoke Events*

Event Planning

# OUR FOUNDER



The essence of Rimal has always been about poetry & art.

Rimal embodies the beauty of the sand dunes, that create backdrops to our cities.

Those sand dunes mark the steps of our journey, and become traces to guide and follow.

And as we dwell in between those traces in the dunes and the limitless skies.

We stand at the horizon, looking up towards the future, but stay grounded by our heritage.

## Amal EL Ayoubi

Founder . Designer

&

## Lama Shadid

Creative Director . Designer



# OUR TEAM

Designers . Creatives . Leaders . Dreamers

Cultivated through our strong vision, our flourishing team, are the essence of our creative oasis.



Interior Design Team



Creative Design Team



Technical Design Team



Management & Development Team

## OUR OASIS

Our Oasis is our Rimal home, our design studio and where we bring life to our visions and dreams.



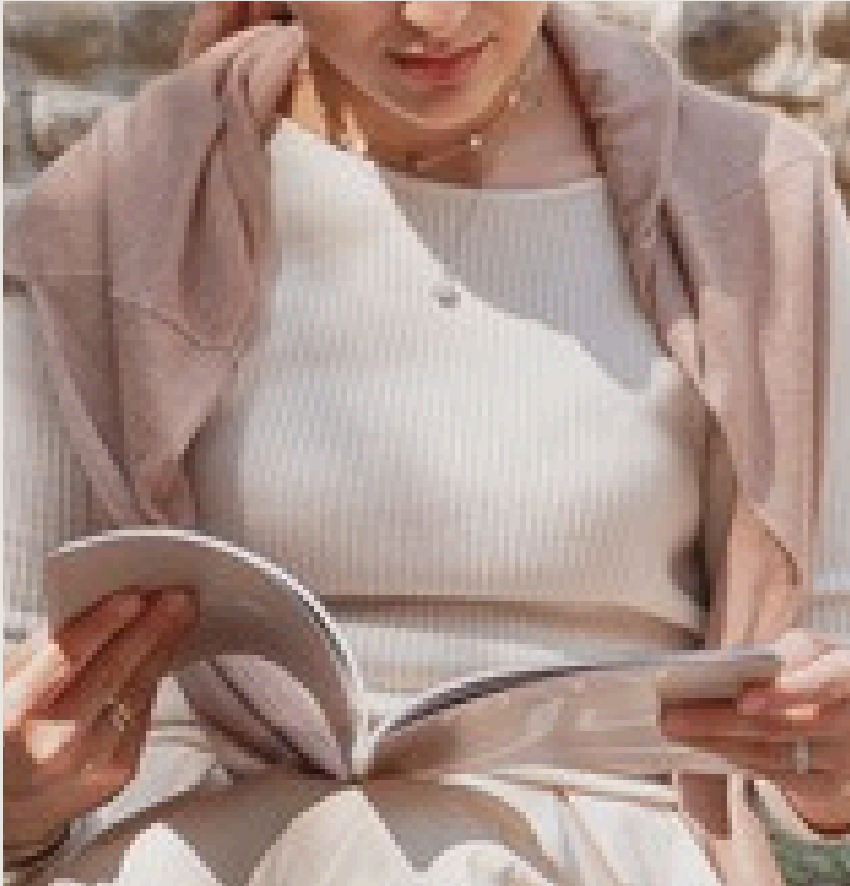
We value imagination & play in our work spaces. And as vast as the deserts extend we soar together in our creative endeavors.





OUR SPIRIT

الروح



Poetry

الشعر

In our essence we are passionate storytellers. We design with poetic gestures to design for emotions and experience.



creative

explorative

rooted

# Novelty

## النادر

With our heritage and classical background, we embrace modernity through the unexpected, challenging its stylistic boundaries.

# Curiosity

## الاستكشاف

Our path is driven by new questions and explorations. Playing with ideas and puzzling through challenges.

# Growth

## النمو

The roots we have established is where we find the strength to flourish beyond, soar high and flow into the future.



# Embracing Heritage

Redefining  
Classics

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OUR APPROACH



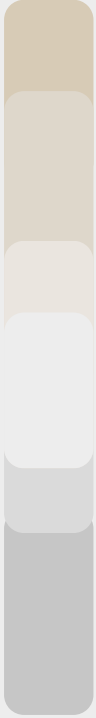
Unexpected  
Playfulness

Creating  
Identity



Curating  
Experiences

# OUR VISION



Retrospective awareness is the way we push forward at Rimal, as our history & experience become stories we use to build our future.

Because of this we are excited for the future, balancing its motions with a firm core, and pushing through with flowing wings.

We walk only on the middle path, neither stuck in a time, or rushing away towards the new.





# Grow Our Oasis

A Flourishing environment working together as a design ecosystem. Focused on being a self sufficient and all inclusive design house.

## Cultivate Our Community

A diverse design house that focuses on individuals & ideas. Always focused on the human aspect of designing and creating.



## *The Design House of the City*

From our roots, to our skies, and beyond, we grow from our ground, one that we proudly call home.





OUR  
SERVICES  
Comprehensive Design



Rimal houses many disciplines within its design portfolio, but what is consistent is our comprehensive attitude and approach to every project.

Personalized  
Concept Design

*Narrative Building . Story Telling*



Curated  
Visual Identity

*Branding . Identity Building*



Luxury  
**Interior Design**

*Space Planning . Look & Feel*

Specialized in  
**Furniture . Fixtures .  
Equipment**

*Mood Boards . Schedules . Quotations*

Bespoke  
**Furniture Design**

*Customized . High Quality*

Perfected  
**Design & Build**

*Exclusive Execution of in House Projects*

# OUR STEPS

Our process at Rimal is organic to the conversations we have with our clients, their needs and visions. However, we use these steps on our journey to our desired design.



Designed By Rimal.

## 01 Design Workshop

Brainstorming & collaborating to begin creating your own personalized space and its story.

## 02 Detailed Design

All things drawing, detailing and curating. From look & feel to technical packages.



03

## Delivery Stage

We are an all in one design house executing the majority of our work with guaranteed quality.

04

## Hand Over

Although this is the last stage, our presence will continue through our designs !





# Contemporary GALLERY



Simplicity meets sophistication in perfect harmony. As you step into this serene space, you're greeted by an atmosphere of tranquility and understated elegance.





Understated  
elegance.

Clean lines define the furniture, which is carefully curated for both form and function. A sleek, low-profile sofa upholstered in luxurious fabric serves as the focal point of the seating area, its minimalist silhouette exuding contemporary allure. Plush throw pillows in muted tones add a touch of comfort without disrupting the room's streamlined appeal.



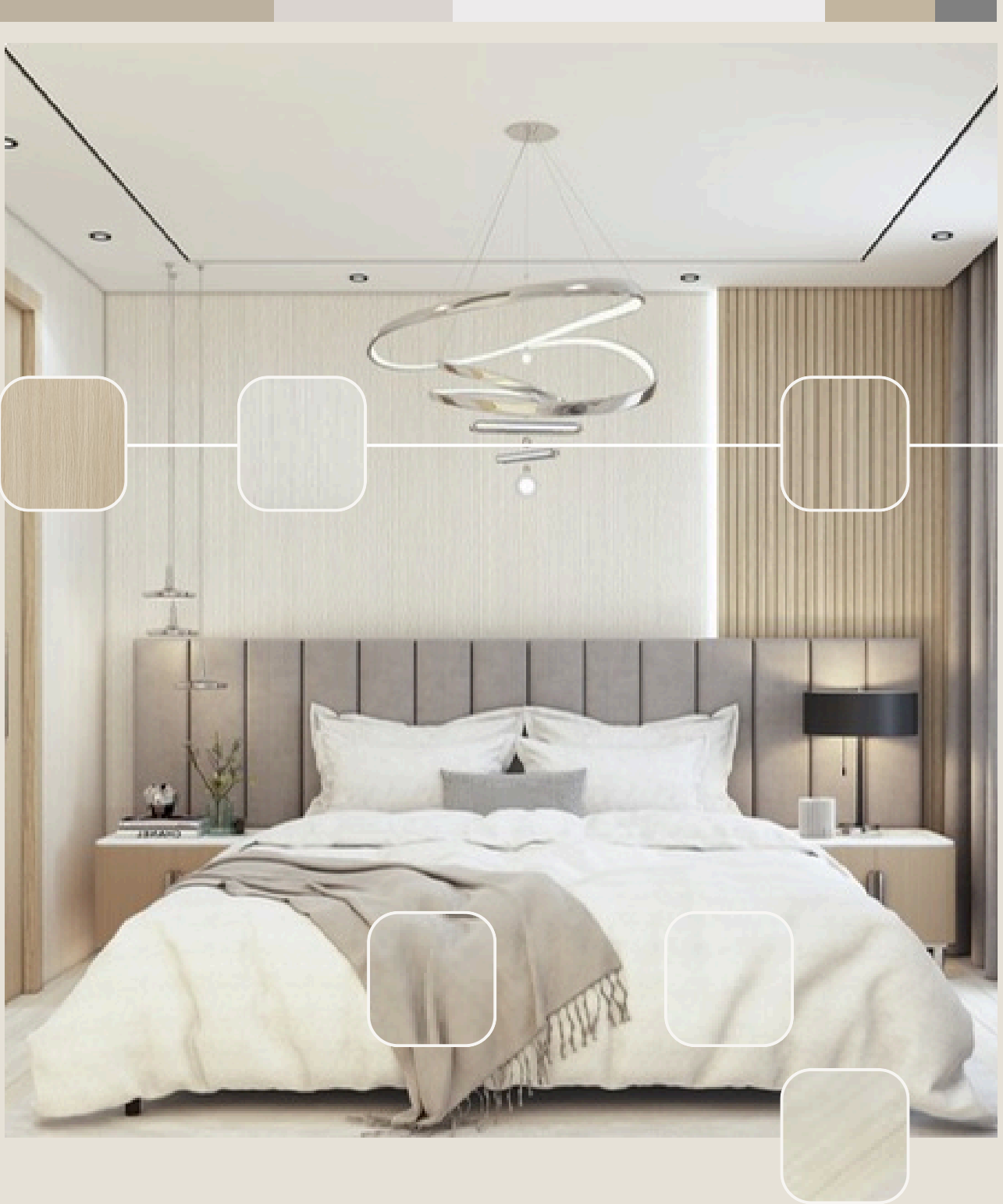
# MATERIAL SELECTIONS

Look & Feel . Mood Boards



The color palette is a study in restraint, with soothing neutrals dominating the scene. Soft shades of white, cream, and beige wash over the walls, creating a canvas of calmness that invites relaxation and reflection. The absence of bold hues allows the eye to focus on the interplay of light and shadow, lending depth to the room's minimalist aesthetic.















# Personalized Living

RIMAL

OUR GALLERY . CONTEMPORARY







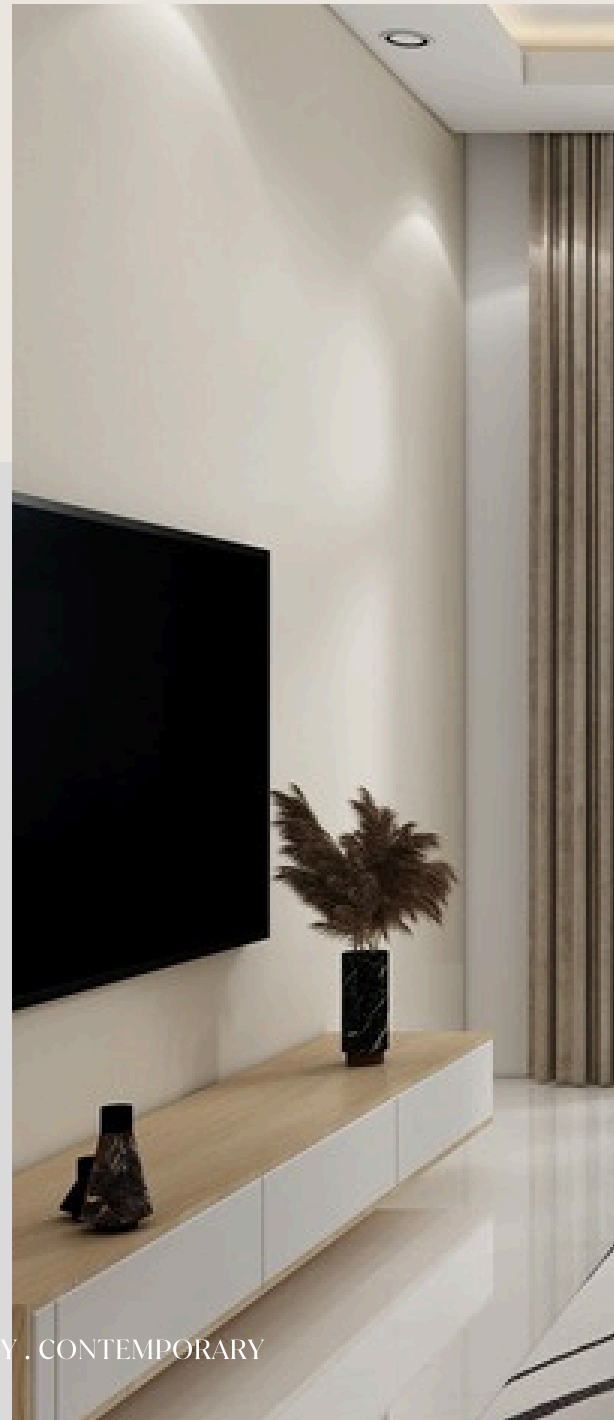
A floating vanity, adorned with clean lines and smooth surfaces, serves as both a functional centerpiece and a design statement. The mirror amplifies the feeling of space and light, reflecting the understated beauty of the space while adding a touch of visual interest.







The color palette is a harmonious blend of neutrals enveloping the room. Light dances gently across the walls, casting subtle shadows that add depth and dimension to the space, creating a sense of warmth and serenity.



# Ambiance & Lighting



Natural light floods the room through expansive windows, casting a warm glow that accentuates the clean lines and unadorned surfaces. Sheer curtains, gently diffuse the sunlight, infusing the space with a soft, ethereal ambiance that enhances its minimalist charm.

















LOUNGES

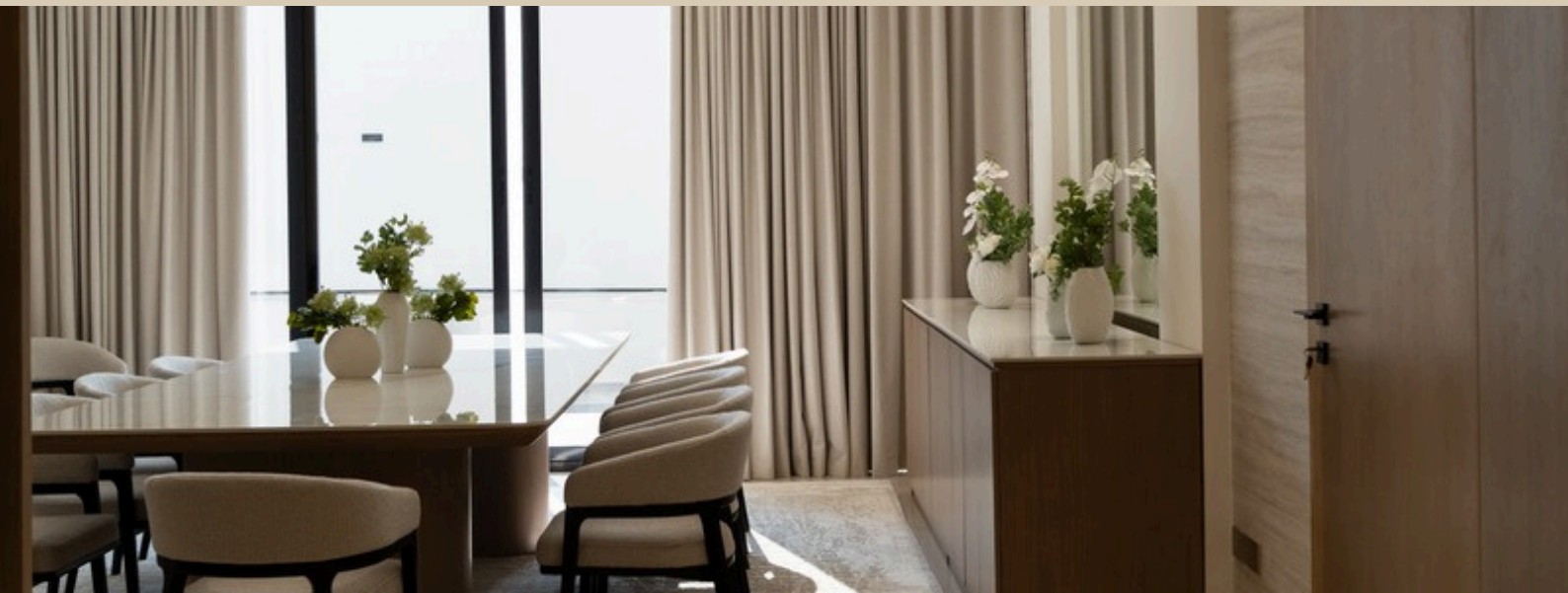














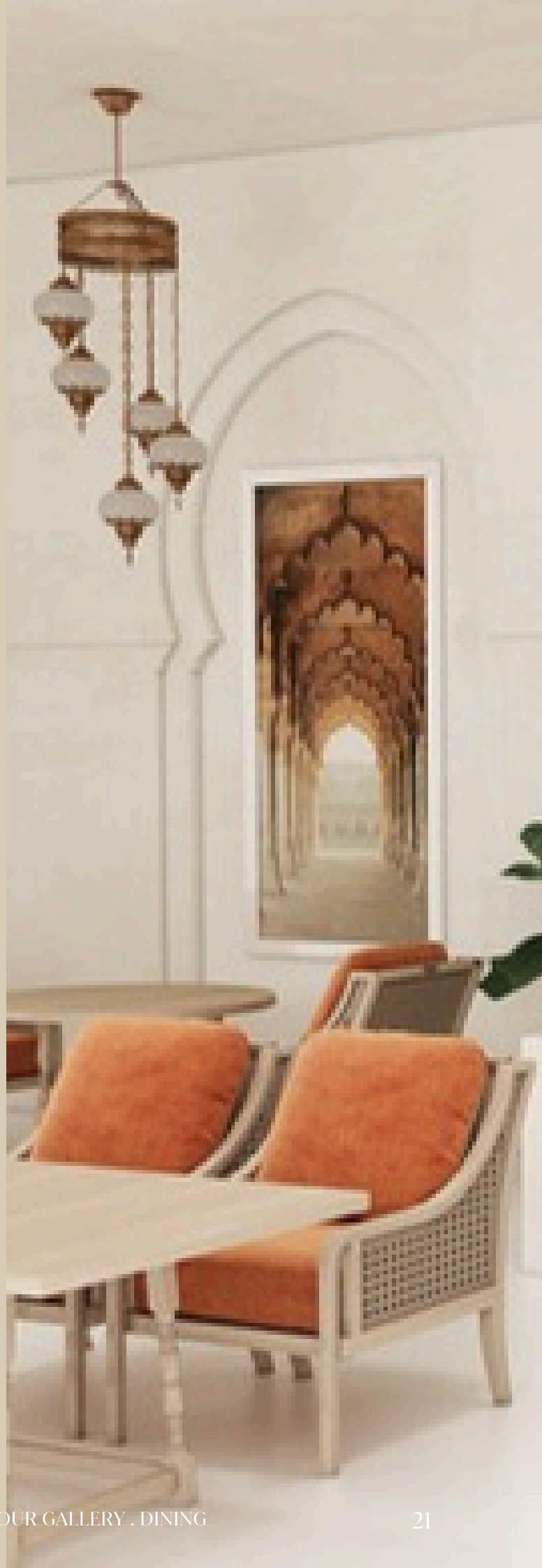
# Dining GALLERY

Step into an inviting oasis of flavor and warmth—a traditional Mandi restaurant infused with vibrant orange hues and minimalist design elements. An atmosphere that seamlessly blends modern simplicity with timeless tradition.





The color palette dances with shades of warm orange, reminiscent of the desert sun at dusk.

















# Heaven Coffee Shop

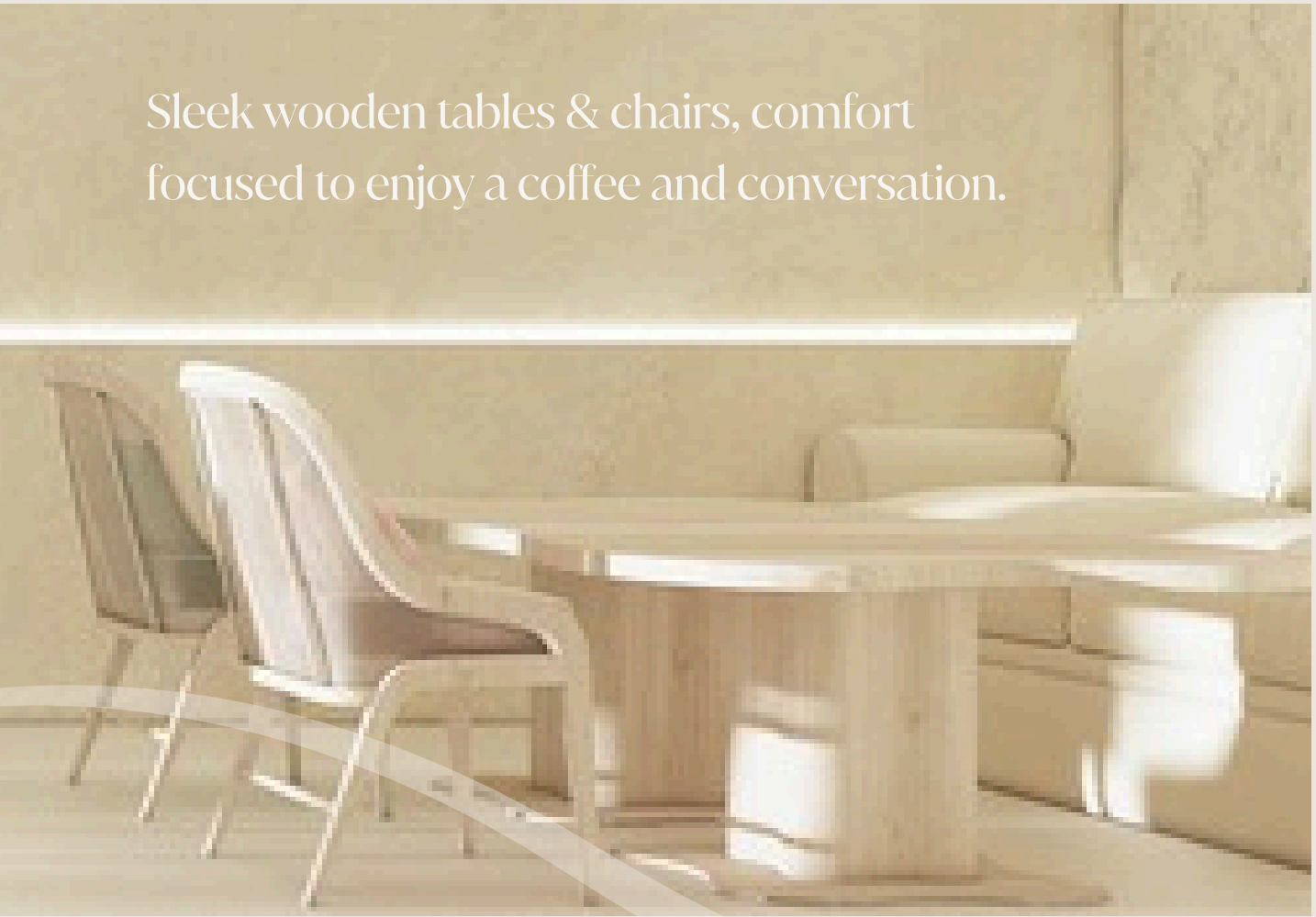
FNB



Trees & hanging plants, accented with calming sage green and delicate light pink tones.



Sleek wooden tables & chairs, comfort  
focused to enjoy a coffee and conversation.





# Maroosh Branches

Designed in collaboration with Maroosh, multiple of their branches including restaurants & food court spaces.



# Work Spaces GALLERY



Greeted by an atmosphere of professionalism and comfort, inviting you to step into a world of innovation and excellence. eted in every detail.



A space where guests are warmly welcomed, and where the company's dedication to excellence is reflected in every detail.





# OFFICES & LOUNGES

Build a Home for your business





A minimal modern office space and waiting lounge, where functionality meets style in perfect harmony, creating an environment that inspires and energizes all who enter.



# BANK OF PALESTINE

ADGM Square, AbuDhabi



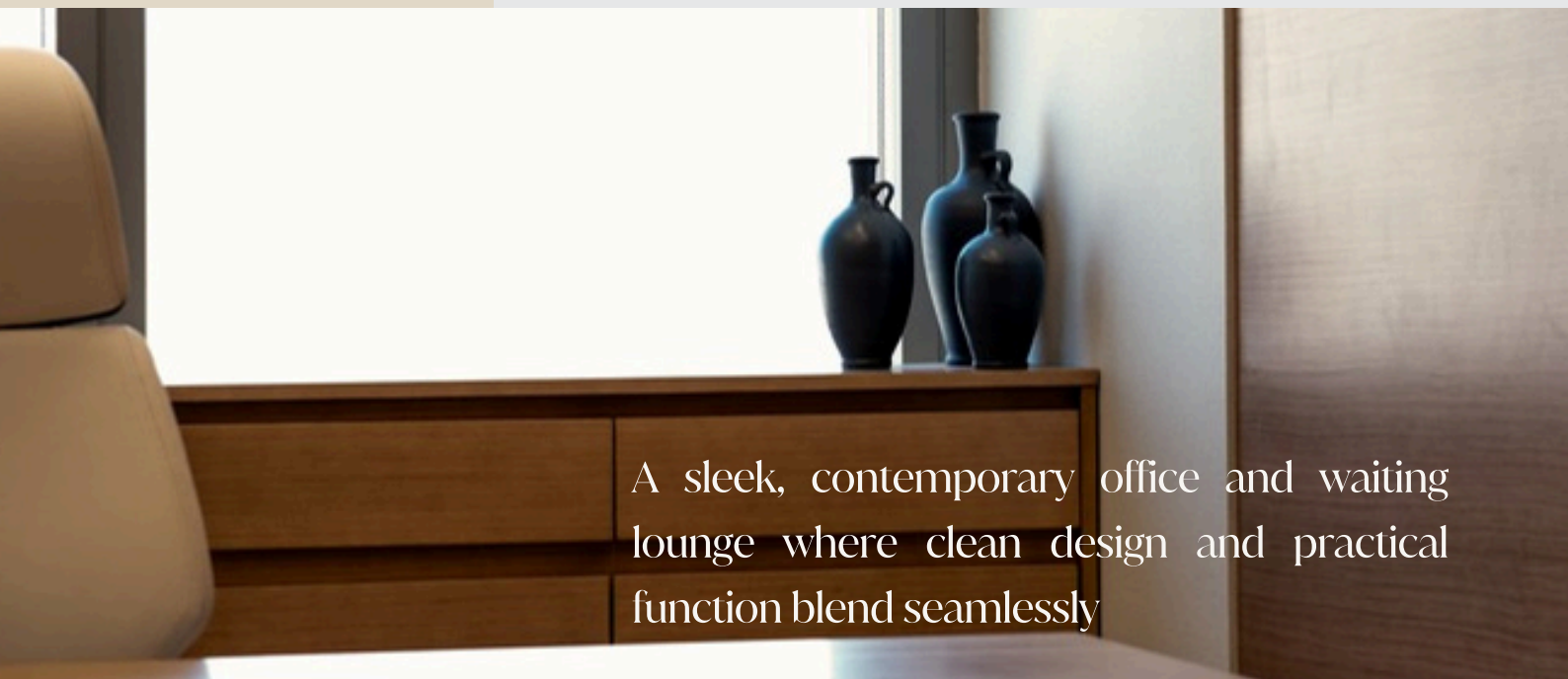




RIMAL



OUR GALLERY . WORK SPACES



A sleek, contemporary office and waiting lounge where clean design and practical function blend seamlessly



Designed for collaboration & comfort of employees. An organized work environment conducive to focus and creativity, while being light & welcoming to clients and visitors.

# Office Spaces

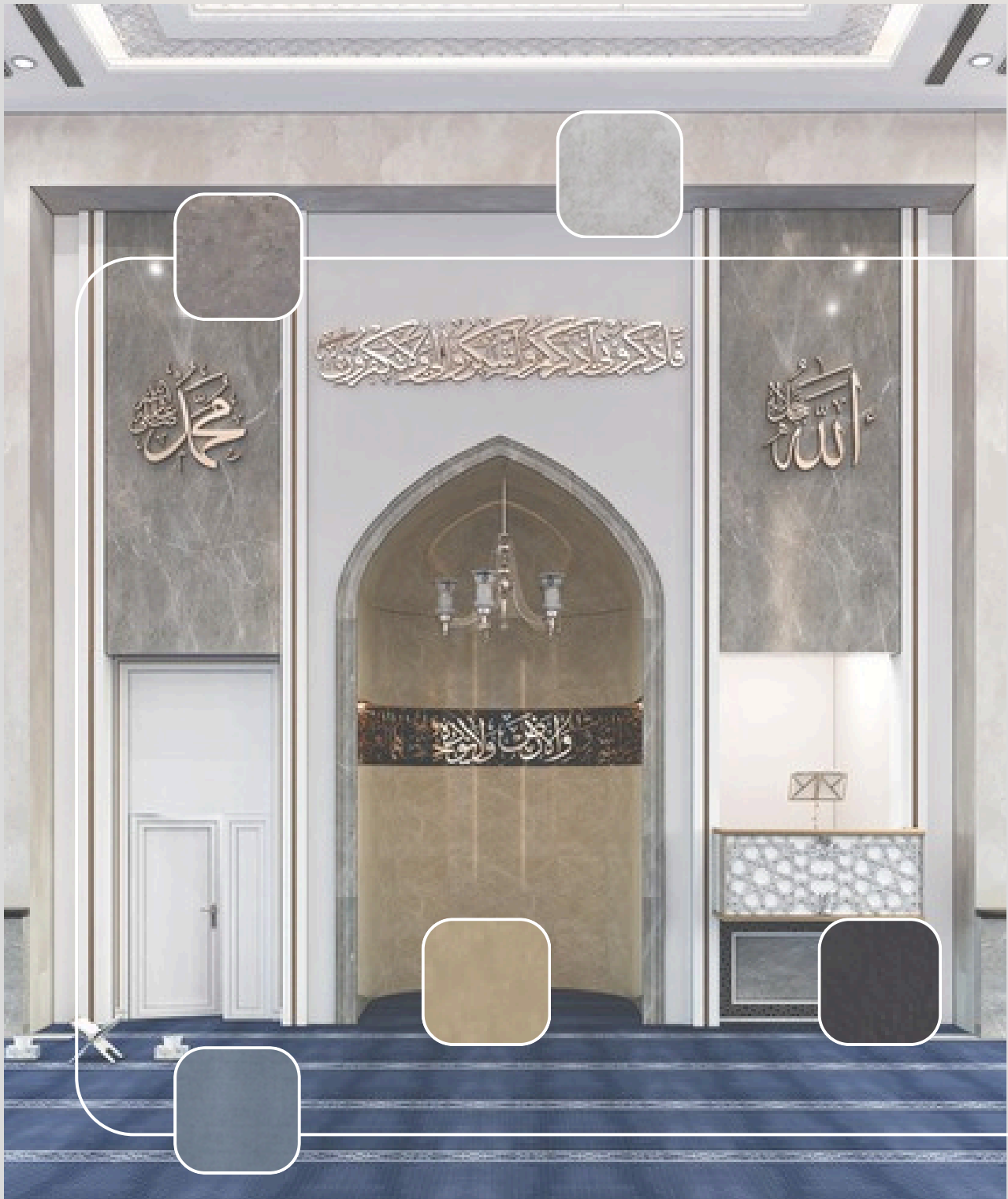




# Religious GALLERY



Traditional elements intertwine with timeless elegance to create a space that inspires tranquility.









Islamic patterns and motifs adorn the walls, their intricate designs weaving tales of devotion and spirituality. Each curve and line is imbued with meaning, a testament to the rich cultural heritage.

# MOSQUES

Symbols of the community





Soft, ambient lighting suffuses the space, casting a warm and welcoming glow that beckons worshippers to bow their heads in contemplation and gratitude.

# Neo Classic GALLERY



Adorned with gold accents and rich brown tones, evoking an atmosphere of timeless elegance and indulgent comfort. Enveloped in a sense of grandeur and sophistication, where every detail exudes refined luxury and classical charm.



# Re-envisioning the Classics





# Grand Entrance & Staircase

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OUR GALLERY . NEO CLASSIC

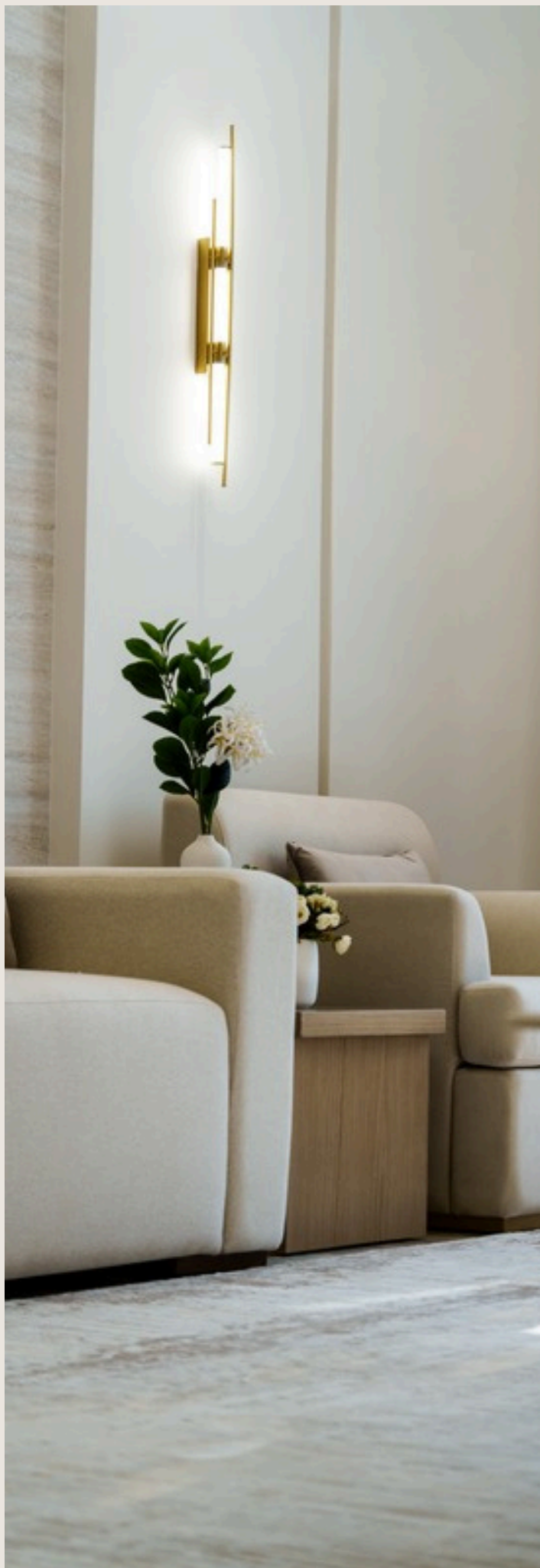


# Prestigious Majlis



An intimate retreat where layered textures, soothing tones, and a sense of tranquility unite to form a sitting room that feels both welcoming and effortlessly refined.





RIMAL



OUR GALLERY .





# Luxury Dining



Gilded accents shimmer throughout the room, catching the light and casting a soft, radiant glow. Ornate candle holders and intricately designed tableware adorn the dining table, adding a sense of opulence and grandeur to every mealtime affair.











# Intricate & Elegant



# Timeless & Refined





Wooden backdrop commands attention, Its smooth & polished finish exudes a sense of refinement and elegance, anchoring the scene with its warm, natural tones. Wall lights cast a soft, warm glow, illuminating the mirrors and infusing the space with a gentle radiance.



# Sophisticated Leisure

ELEVATED  
COMFORT





Timeless elegance defines this bedroom, as curated textures, rich color palettes, and tasteful details blend seamlessly to create a truly captivating retreat.





# AMBIANCE & COMFORT





Exquisite charm and timeless elegance. A Symphony of textures, rich hues, and tasteful embellishments that evoke a sense of awe and admiration.





# Classic GALLERY



Rimal was founded on classic design elements and we celebrate this heritage, incorporating it in our visions & designs. It leads with elegance and is striking for its attention to craftsmanship.





# Ultra Luxury & Thoughtful Details



# Ballroom & Grand Reception





# Ultra Classic

Classic interior design embodies timeless elegance, sophistication, and a sense of refinement that transcends trends. Rooted in tradition and influenced by historical styles, classic design celebrates architectural details, symmetry, balance, and luxurious materials to create spaces that exude grace and grandeur.















# OUR INFO

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Find us on all platforms:  
[www.linktree.allplatforms.com](http://www.linktree.allplatforms.com)

# OUR HOME



## Abu Dhabi

Addax Tower, Reem Island  
+ 0 2 6 8 1 1 8 4 9

## Dubai

Suntech Tower, Silicon Oasis  
+ 0 4 2 8 3 4 4 7 7

## Al Ain

Al Jahili Showroom & Home  
+ 0 3 7 2 2 2 1 8 0

Visit our Design House  
*Discuss with us your space & vision.*





