



BEYOND
DESIGN

PROFILE

MASTERPLANNING

ARCHITECTURE

INTERIOR DESIGNING

LEAD CONSULTANCY



01

One Integrated *Mind*

Beyond Design Architectural Consultancy LLC is a multidisciplinary studio based in Dubai, with an active design presence in Zanzibar and across the East Africa and Indian Ocean region.

We bring masterplanning, architecture, interior design and lead consultancy under one roof — not as disciplines working in parallel, but as a single authorial vision. When you appoint Beyond Design, you appoint one studio that owns the outcome from the first site sketch to the final issued-for-construction document.

Backed by the resources of Infinity Group, our 60+ professionals combine deep creative capability with practical delivery experience, ensuring that every project is developed with attention to aesthetics, functionality, buildability and long-term asset value.

Our work spans ultra-luxury beachfront resorts and branded residences, mixed-use urban master plans, destination wellness retreats, fine dining environments and heritage restoration. In every case, the design language is specific to its place: the Swahili coast, the Indian Ocean, the realities of a tropical climate.

60+

Studio Professionals

20+

Landmark Projects

2

Global Studios

Four Disciplines.

One Vision.

Beyond Design brings together master planning, architecture, interior design, and lead consultancy to shape projects with clarity, purpose, and long-term value.

01

Master Planning

Strategic planning that defines the project vision, land use, zoning, density, circulation, phasing, and development potential.

- Site analysis
- Land-use strategy
- Density planning
- Access and circulation
- Development phasing

02

Architecture

Context-led architectural design shaped around function, climate, culture, constructability, and lasting value.

- Concept design
- Schematic design
- Hospitality, residential and mixed-use projects
- Authority coordination
- Technical documentation

03

Interior Designing

Refined interior environments developed through spatial planning, material selection, finishes, lighting, furniture, and bespoke design details.

- Space planning
- Mood direction
- Materials and finishes
- FF&E · Bespoke detailing
- Construction drawings

04

Lead Consultancy

Integrated coordination across architecture, interiors, MEP, structure, landscape, and specialist consultants to ensure quality, consistency, and smooth delivery.

- Consultant coordination
- Design management
- Technical review
- Quality control
- Delivery oversight

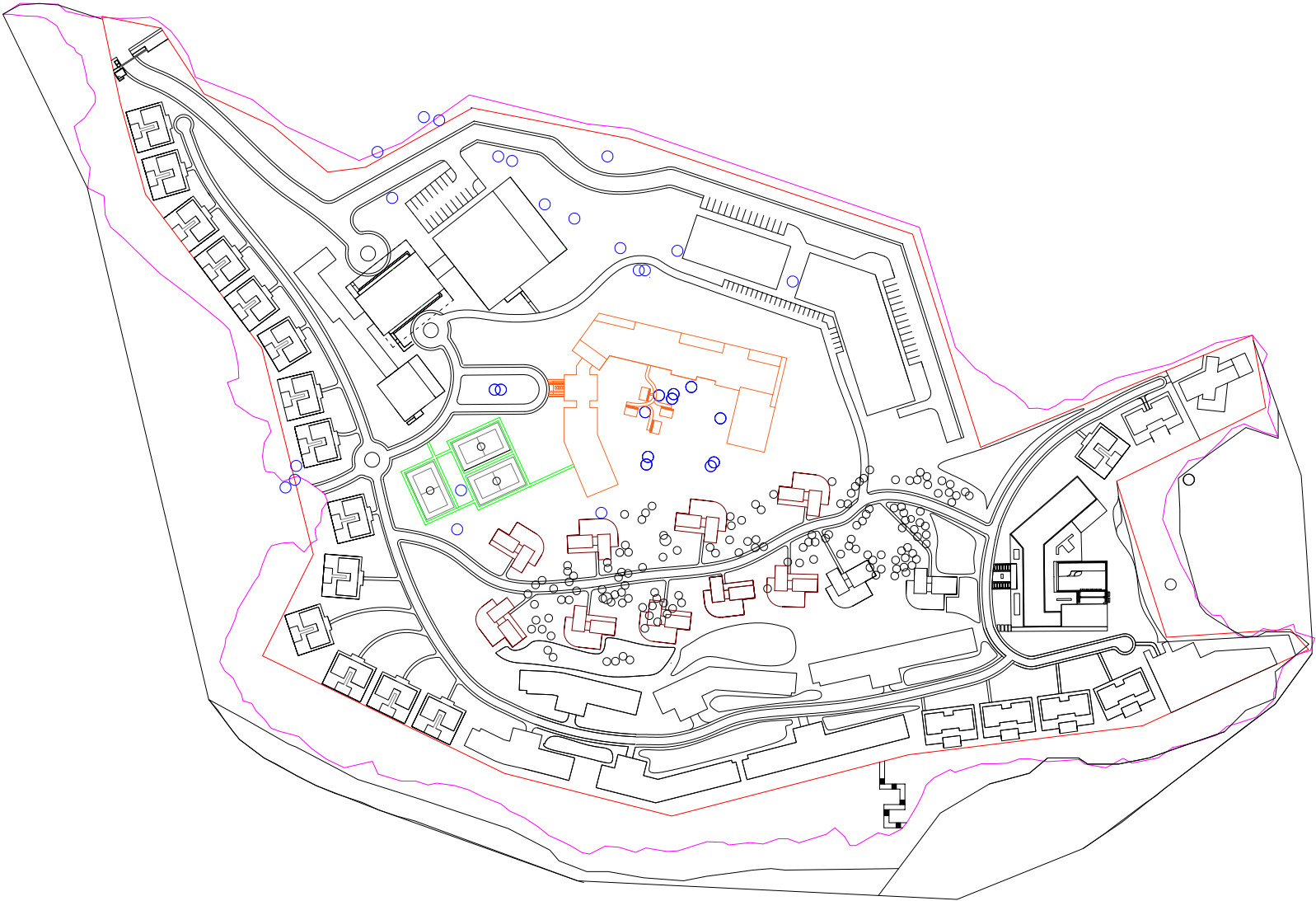
01

Master Planning

Beyond Design develops strategic masterplans that shape land into functional, sustainable, and commercially viable destinations. From resort communities and branded residences to mixed-use developments and heritage-led urban spaces, each masterplan is planned with clear circulation, zoning, landscape integration, infrastructure coordination, and long-term development value.

- Site analysis, feasibility and constraints
- Coastal, beachfront and over-water planning
- Land-use zoning and key-count optimization
- Vehicular, pedestrian and service circulation
- Phasing, density and infrastructure strategy







02

Architecture

We design all accommodation, public spaces, food and beverage structures, wellness facilities, back-of-house buildings and specialist structures — including over-water villas — from concept through to issued-for-construction documentation. Our architecture draws on the cultural and environmental context of each site, translated into a contemporary form that will hold its value over time.

- Concept through IFC documentation
- Over-water and coastal structures
- Luxury resort and hospitality typologies
- Building envelope and façade design
- Detailed design, specifications and BIM coordination





03

Interior Designing

Beyond Design creates interiors that balance atmosphere, function, and identity. Each space is shaped through careful planning, material selection, lighting, furniture, and detailing to support the purpose of the project while reflecting its architectural and cultural context. From luxury hospitality and residences to wellness, dining, and public spaces, the interiors are developed with a strong focus on comfort, elegance, and long-term usability.

- Interior narrative, concept and spatial zoning
- Furniture, Fixtures & Equipment direction, schedules and specification
- Bespoke joinery, finishes and material palettes
- Lighting-design intent
- Full IFC(Issued for Construction) interior documentation





04

Lead Consultancy

As Lead Consultant, Beyond Design appoints, directs and integrates the full team of specialist consultants — structural, MEP, façade, landscape, marine engineering, F&B concept, spa and wellness, acoustic, AV/IT, security, quantity surveying and more. We provide the single point of responsibility throughout the design process, ensuring the highest standards of quality, consistency and project delivery. The client has one number to call.



Design & Experience

- F&B Concept Development
- Lighting Design
- Spa and Wellness
- OS&E Consultant
- Acoustic Consultant



Engineering & Building Systems

- MEP Engineering
- AV / IT
- Security / CCTV
- BMS / Controls
- Fire Fighting Consultant



Architecture, Structure & Envelope

- Facade Consultant
- Structural Consultant
- Geotechnical and Bathymetric Consultant
- Over-Water Villas Marine Engineering



Site, Landscape & Delivery

- Kitchen, Laundry & Waste
- Back of House Consultant
- Landscape Consultant
- GSRM Consultant
- Quantity Surveyor
- Beach Reclamation Consultant

SECTION 03

Selected Works

A Portfolio of places, built for their context.

Anantara Zanzibar Resort and Residences

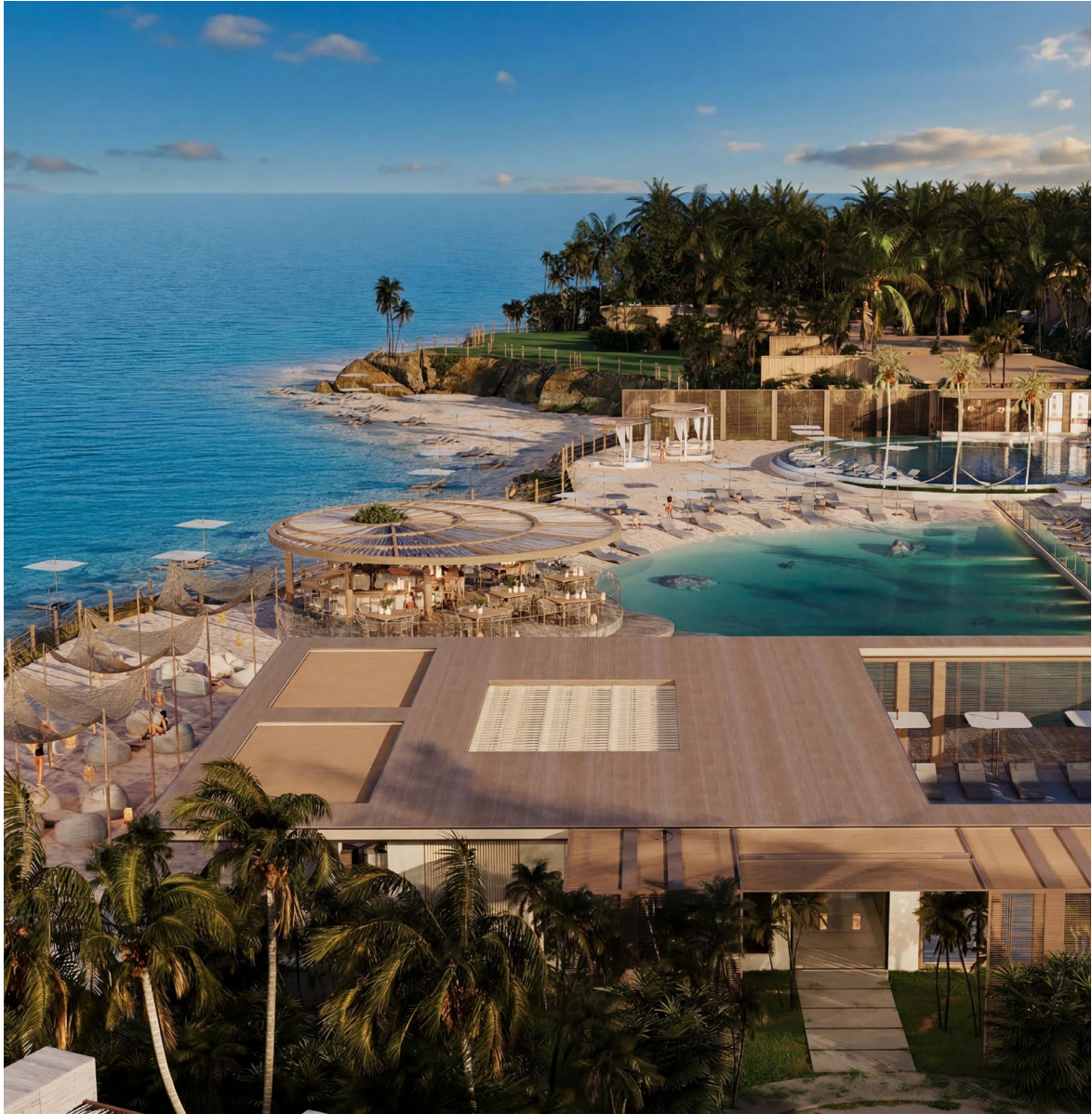
Anantara Zanzibar Resort & Residences is envisioned as a 231-unit luxury beachfront resort and residential destination in Zanzibar, bringing together hotel suites, lagoon suites, private villas, branded residences, wellness experiences, curated dining, leisure facilities, and coastal living within one integrated hospitality environment.

Beyond Design translates the project vision into a cohesive resort and residential destination through master planning, architecture, interior design, spatial strategy, and technical documentation. From accommodation typologies and public spaces to F&B venues, wellness facilities, landscape integration, back-of-house planning, and specialist coordination, the studio shapes an elevated hospitality environment that reflects Zanzibar's coastal setting, cultural character, and long-term destination value.









NH Collection Zanzibar, Pemba Island Resort

NH Collection Zanzibar, Pemba Island Resort is envisioned as a 172-key eco-wellness luxury resort on Pemba Island, designed around nature, wellbeing, privacy, and low-impact island living. The resort brings together hotel suites, private villas, spa and wellness experiences, curated dining, beach club amenities, and resort services within a tranquil tropical setting.

Beyond Design translates the resort vision into a fully integrated eco-wellness destination through master planning, architecture, interior design, spatial strategy, and technical documentation. From accommodation typologies and wellness spaces to F&B venues, landscape integration, back-of-house planning, and specialist coordination, the studio shapes a cohesive hospitality environment that reflects Pemba Island's natural beauty, calm atmosphere, and exclusive character.











Infinity Hills, Zanzibar

Infinity Hills is a landmark residential community in Stone Town, Zanzibar, planned as a modern urban destination with more than 1,100 apartments, retail shops, commercial spaces, a mall, landscaped areas, lifestyle amenities, and community facilities. The development is designed to create a connected residential environment where living, retail, leisure, and everyday convenience come together within one integrated destination.

Beyond Design shapes the project through master planning, architectural design, site planning, spatial coordination, and technical development. The studio defines the overall community layout, residential blocks, retail promenade, commercial areas, amenity spaces, circulation, landscape integration, and supporting facilities, creating a modern residential community designed for contemporary living in Zanzibar.







GEMS School, Zanzibar

GEMS School Zanzibar is planned as a leading international education destination within Infinity Hills, bringing world-class school management, modern learning environments, and strong community value to Stone Town, Zanzibar. Designed to support families, residents, and the wider community, the school strengthens Infinity Hills as a complete residential destination with education, lifestyle, retail, and community facilities in one integrated environment.

Beyond Design shapes the architectural and spatial planning of the school with a focus on functionality, safety, circulation, learning quality, and long-term usability. The design brings together classrooms, administrative areas, student facilities, outdoor play spaces, parking, service areas, and community-focused spaces within a coordinated educational campus that supports modern international standards.







Pemba Living

Pemba Living is envisioned as a refined residential development on Pemba Island, shaped around nature, privacy, and relaxed island living.

The project brings together contemporary residences, landscaped outdoor spaces, community amenities, and a calm coastal atmosphere designed to support a modern lifestyle within a natural tropical setting.







Villa Seareenity, Ras Al Khaima

Villa Seareenity is a private residential villa in Ras Al Khaimah, designed as a refined retreat that balances contemporary architecture, privacy, comfort, and connection to its natural surroundings. The project reflects a calm residential lifestyle, with carefully planned spaces, elegant proportions, outdoor living areas, and a design language that supports both everyday living and quiet escape.







Residential Villa

This private residential villa is an interior transformation project focused on elevating the home into a refined, functional, and contemporary living environment. The design reimagines the villa's internal spaces through improved spatial flow, curated material palettes, bespoke joinery, lighting direction, furniture selection, and detailed finishes that bring warmth, comfort, and elegance to everyday living.







Emirates Hills

Emirates Hills Private Villa is a bespoke luxury residence designed around privacy, elegance, and refined family living. Located within one of Dubai's most prestigious residential communities, the villa is shaped as a private retreat, combining contemporary architectural expression with carefully planned interiors, landscaped outdoor areas, and a strong sense of exclusivity.





07

Heritage, Public Realm & Community *Projects*

Beyond Design's portfolio extends beyond hospitality and residential developments into heritage restoration, public realm enhancement, and community-focused projects across Zanzibar.

From UNESCO-listed landmarks in Stone Town to civic gardens, healthcare landscapes, and social welfare facilities, each project is approached with sensitivity to context, cultural identity, public use, and long-term community value.

Through restoration, redesign, and adaptive improvement, Beyond Design helps preserve important places while giving them renewed purpose, functionality, and relevance for future generations.

Old Fort Zanzibar

Restoration & public realm redesign

High Court Museum

Adaptive reuse, conservation

Hamamni Hamam

Historic bathhouse restoration

Karavan Serai

Heritage redesign

Africa House Garden

Landscape restoration & public realm enhancement

Mnazi Mmoja Garden

Healing landscape & garden redesign



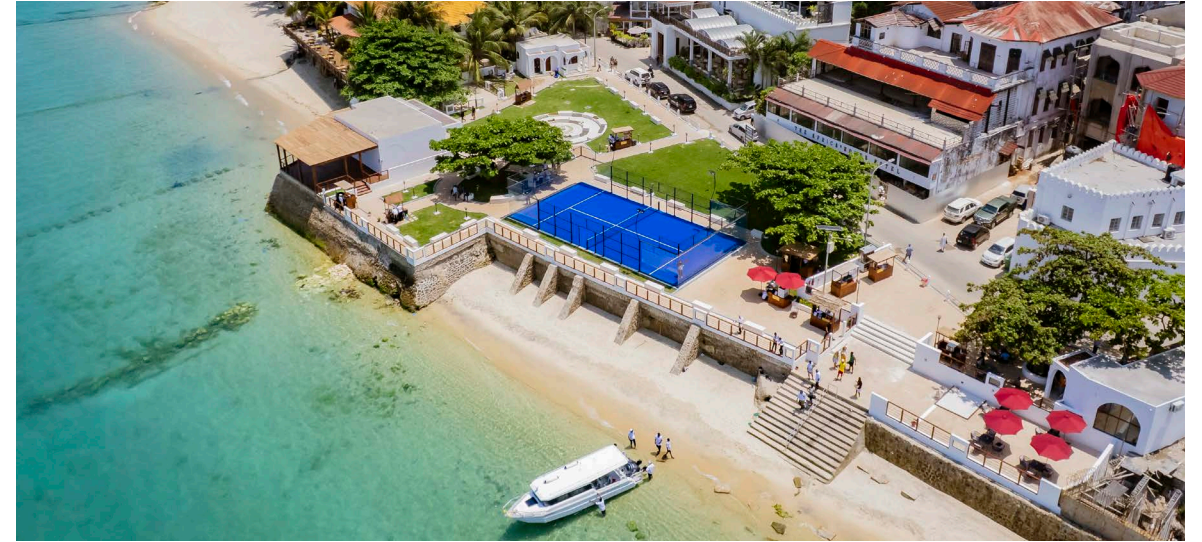
OLD FORT ZANZIBAR



HIGH COURT HOUSE



KARAVAN SERAI



AFRICA HOUSE GARDEN



HAMAMNI HAMAM



MNAZI MMOJA HOSPITAL GARDEN

Partners In *Vision*

*Trusted by leading developers, hospitality brands, and private clients
across landmark projects.*



Minds Behind *The Design*

Beyond Design combines creative vision, technical precision, and delivery expertise to shape projects from concept to completion.



Karla Seliman
CEO

Strategic leadership, client relationships, design vision and overall studio direction.



Osama Al Hajjar
Principal Architect

Architectural lead across all hospitality, resort and residential projects.



Abdelrhmn Karan Said
Technical Lead

Technical delivery, BIM co-ordination and construction documentation.



Abdul Aziz
Structural Lead

Structural engineering coordination and specialist consultant management.



Chamika Liyanage
MEP Lead

Mechanical, electrical, plumbing and building services integration.

60+ professionals. Two regional hubs. One integrated design studio.

07

Why Beyond Design

The five reasons our client returns

01	One Integrated Design Vision	Master planning, architecture, interiors, and technical documentation are developed under one studio. This ensures one clear design language from the wider site vision to the smallest interior detail.
02	Single Point of Accountability	As lead consultant, Beyond Design coordinates the specialist team and manages the design process through one accountable structure, giving clients a fully integrated and construction-ready design package.
03	Delivery Beyond Concept	Beyond Design develops projects from concept through detailed design, BIM coordination, Issued for Construction documentation, and construction-stage design support, reducing risk and improving delivery clarity on site.
04	Operator-Ready Design	Projects are designed in alignment with international brand, hospitality, and operator standards, supporting smoother approvals, operational efficiency, and long-term asset performance.
05	Place and Climate Led	Each project is shaped by its specific location, climate, culture, and environmental context. From the Swahili coast to the Indian Ocean setting, the work is designed to belong to its place.



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