

# Kart Design

**WHERE?**

Jumeirah Beach Road, Villa 746,  
PO Box 89456, Dubai.

**WHO?**

Kart Design is a full-service interior architecture firm headed by managing director Mustafa Khamash.

The company is in the business of selling ideas and creating identities, Khamash explained.

“We build a story based around the client. We try and understand their way of life and create collaborations between architecture and art.

Our aim is to create something truly unusual.”

Khamash launched the Dubai-based firm in 2004, having spent the previous eight years working with renowned architect, Paolo Piva, in Italy.

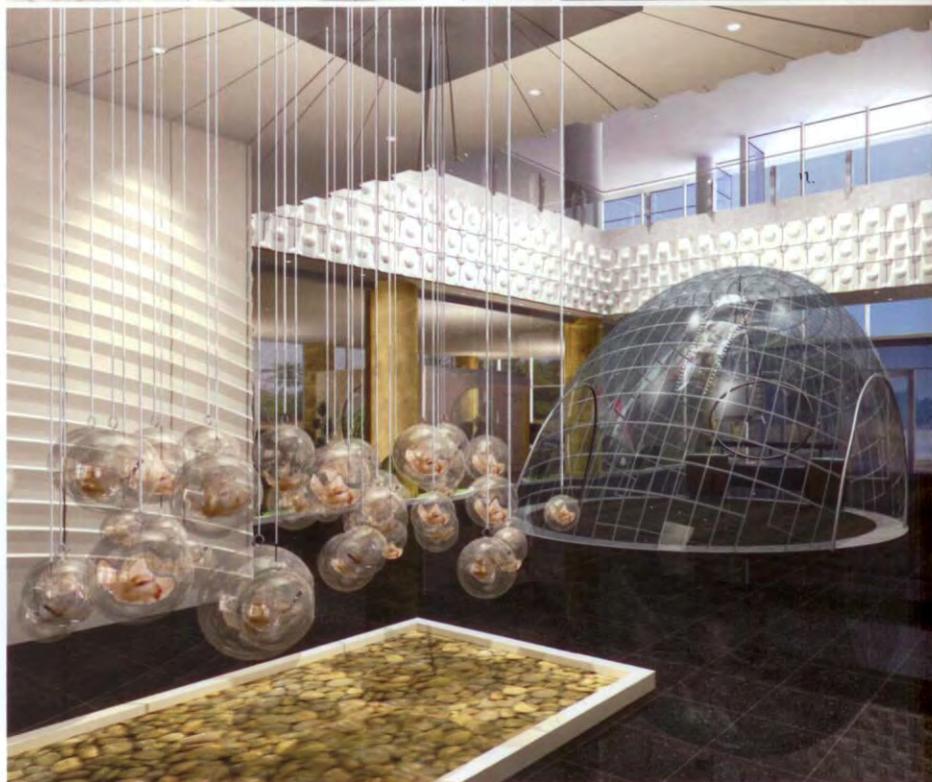
“Working with Piva brought me into contact with all the greats, like Zaha Hadid and Philippe Starck.

But at some point you want to stand on your own two feet. And at the time, if you had new and unique ideas, Dubai was the place to be,” Khamash said.

The company kicked off its career with four restaurants at Marina Walk.

**DESIGN STYLE**

Extreme, futuristic, challenging, unique and imaginative.





**BRAND STRENGTHS**

The company specialises in smaller, more individualised projects – boutique hotels, for example. “We are into creating details, not bulk,” said Khamash. “Our ideas set us apart. When we talk to a client, we are not in there trying to sell ourselves. All I do is explain what I do and how I perceive a certain project. The client will either like my interpretation or not. Either we fit with that project, or we don’t.”

**FLAGSHIP PROJECT**

The Dubai Internet City headquarters. The design presented the office as the mother-board of Internet City. The space was surrounded in glass, which was decorated with lines and dots to mimic a computer’s motherboard. This also served the purpose of allowing people to see into the ‘engine’ of Internet City. “With this design, we were able to change the management’s view of their own project,” Khamash commented.



**WHAT’S NEW?**

Moving forward, Kart Design is heavily promoting the integration of art into interior design. The aim is to use highly artistic forms, such as sculpture, but ensure that they fulfil a purpose in a commercial setting. “This is new idea for Dubai, which is normally far more practical in its approach, and is extremely commercially-driven. We want to show that you can be artistic and still make sense in a commercial setting.”

**THE FACE**

Managing director of Kart Design, Mustafa Khamash, studied architecture in Venice. He then spent eight years working with architect Paolo Piva, an experience that enabled him to form close relationships with key Italian brands such as Kartell and B&B Italia. Khamash can be contacted on +971 (0)4 348 8169, or at info@kartdesign.net.