



CORPORATE PROFILE

# WELCOME

**D**rawing from 3 decades' worth of creative and innovative designs, the establishment of Prime Architects brings a stirring new spirit to the legacy of its founders' already vast design experience. Building upon our existing reputation for creating intuitive and exciting design ideas, we offer a multi-disciplined design solution to our Clients' vision, focusing on delivering high – quality and inspirational projects.

Architecture, Interior Design and Master Planning are the core focus areas of our practice. We pride ourselves on the passion expressed in the design of fresh and original ideas, whatever the nature or size of the project, always striving for design excellence and innovation.

We remain committed in focusing on and aligning with changing industry trends, firmly believing in Design as a truly collaborative process, constantly evolving and changing, always striving for a leading-edge and functional design product.





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## WHO WE ARE

Howard Dembo and Willem Pretorius are the creative Design team of Prime Architects.

Their 20-year collaboration on a variety of projects ranging from International 5-star Resort projects, city Master Plans, Casinos and Mixed-use developments to Residential developments, results in a fully intuitive and perceptive Design process.

The art of Design is a passion for both, which is evident in their respective portfolios, with the creation of dynamic and exciting design solutions as the prime consideration in bringing Clients' visions to fruition.

# OUR SERVICES

## Master Planning

Master Planning involves a journey to the future, charting a course between the present and some intended destination or visualization. It is a process of compromise and collaboration in support of a valued and collective goal. The Directors of Prime Architects pride themselves on their ability to create exciting Master visions for their Clients, no matter what the scale. Project experience includes urban re-development projects, Districts, Islands, Mixed-use schemes, golf course and Marina Developments.

## Interior Design

From the Project inception, vision and Concept through to detail design and selection of Finishes, FF&E & Décor items, Prime Architects strive to create unique and memorable Interior spaces. Architecture and Interiors impact and influence one another, and Prime Architects' ability to cohesively consider and apply both principles to any particular project ensures that the end result provides a fully integrated design solution, tailored to respond to the brief, budget, function and social environment.





## Architecture

With Architecture as our prime focus, we create sensitive and practical design solutions, tailor-made to our Client's needs. Approaching each project on an individual basis, with the ability to integrate and visualize the Interiors and Landscape design principles to form a cohesive whole, Prime Architects strives to achieve an aesthetically unique and innovative design solution.

With the Directors' vast Architectural experience, spanning more than two decades, their portfolio of Works stretches across a wide range of Architectural projects, both locally and Internationally. Architectural project experience includes Hospitality and Entertainment developments, Residential, Mixed-use, Commercial and Retail developments.

## Graphic Design

Fundamental to any Design discipline, is the Designer's ability to convey his or her ideas to the end user, in a manner that puts them in a class of their own. At Prime Architects, new and innovative ways of presentations are constantly being developed and refined, ensuring realistic and accurate design visualization. Further to superior presentation skills on offer, Prime Architects also offer services ranging from Corporate Identity Development to Signage Design as part of an innovative and high-end product solution.



## WILLEM PRETOIUS

Pr Arch MIArch B. Arch (UFS)  
Director

### Education:

Bachelor of Architecture  
University of the Free State,  
Bloemfontein, South Africa

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### Professional Affiliations:

South African Council of Architects  
South African Institute of Architects

### Employment History

A.L.A. Architects (1995-1998)  
Northpoint Architects (1998-2000)  
M.W.L.F. Architects (2000-2002)  
Northpoint Architects (2002-2016)  
H.E.C., Doha, Qatar (2016-2017)  
Prime Architects (2017 - )



Before establishing Prime Architects in 2017 with co-founder Howard Dembo, Willem headed up the Architectural Design Department at H.E.C., a multi-disciplinary Design firm based in Doha, Qatar. He relocated to Qatar and filled this position from January 2016 to May 2017. He was responsible for the design for a variety of prominent projects both locally and abroad, including a Waldorf Astoria Resort development in the Maldives and various VIP Palace Interior schemes. Prior to H.E.C. Willem spent 16 years as employee at Northpoint Architects, based in Bryanston, where he became a Director at the beginning of 2009. During his tenure at Northpoint he was directly responsible for the design of a wide range of projects ranging from Casinos, resorts and hotel projects to large scale mixed-use Master Plans.

Earlier on in his professional career Willem gained extensive Residential and Commercial design experience working for well – known Architectural Design Firms such as MWLF and A.L.A. Architects. Willem Pretorius has been in his field for the last 24 years and during this period he was Lead Architect on a large portfolio of work, such as:

### Waldorf Astoria Resort, Maldives - 2016 – 2017

Master Plan and Concept Design of a 137-key luxury 5-star beach resort for the Hilton Hotel group, boasting 9 Food & Beverage offerings, a wellness center and a variety of Guest Facilities

### Lusail Palace - 2017

An Interior Design scheme for a VIP Client in Doha, Qatar

### Ballyclare Office Park - 2015

The development of a Contemporary office park development on a prominent corner plot in Bryanston.

### Rabat Corniche, Morocco - 2007

A Master plan presentation to the Client EMAAR, to create a vibrant beachfront precinct along a 11,5 km stretch of Coast line, containing a mixture of Tourist, Residential, Business and Leisure precincts.

### Ta Seti, Aswan, Egypt - 2005

This “Jewel of the Nile” project aimed to redefine the position of Aswan as a destination for Tourism, comprising a wide compliment of facilities, including a 5 star hotel, private Villas, Luxury Spa and Conference facilities.







## HOWARD DEMBO

Pr Arch MIArch B. Arch (UFS)  
Director

### Education:

Bachelor of Architecture  
University of the Witwatersrand,  
Johannesburg, South Africa

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### Professional Affiliations:

South African Council of Architects  
(Reg No.6931)  
South African Institute of Architects

### Employment History

2017 Prime Architects (Pty) Ltd  
2016 - 2017 H.E.C. - Doha Qatar  
2009 - 2016 Northpoint (Pty) Ltd  
2007 - 2008 Northpoint (Pty) Ltd  
1998 - 2007 Architect at Northpoint (Pty) Ltd  
1995 - 1998 Architect at MLH & Partners



Howard Dembo has had vast experience in the field of Architecture and Interior Design. He is an accomplished designer and Project Architect who has managed extremely large projects from inception, through technical documentation and supervision to handover.

After qualifying from Wits University in 1995, he joined MLH and Partners where he worked on prestigious Hotel Resorts, Game Lodges and Golf Course Estates. Approximately Three years later, MLH merged with Northpoint Pty Ltd in 1998. At Northpoint, Howard broadened his horizons by becoming the Lead Architect on a multitude of projects, including prominent Casino Developments, International and Local Hotel Resorts and Mixed-use Developments. His career continued to soar as he grew through the ranks, first becoming an Associate Partner in 2004 and then being promoted to Director in 2009.

Howard relocated to Doha-Qatar in January 2016 to head up the Architecture Design Department of H.E.C. , an International multi-disciplinary Design Firm. Here he continued to work on prestigious projects which included the prominent Waldorf Astoria Hotel Resort development in the Maldives and a multitude of VIP Palace Interior Schemes as well as various other mixed-use Projects in Doha. The idea of Prime Architects was born in May 2017 when Howard Dembo and Willem Pretorius joined forces to establish a new and exciting Architectural Company.

### Key Projects

#### Waldorf Astoria Resort, Maldives 2016 – 2017

Master Plan and Concept Design of a 137-key luxury 5-star beach resort for the Hilton Hotel group, boasting 9 Food & Beverage offerings, a wellness centre and a variety of Guest Facilities

#### World Islands Resort Development, Lusail, Qatar 2015 – 2016

A mixed use development comprising of 4 islands, consisting of 3 luxury Hotels, on- land and over-water villas, a water park, marinas and a presidential Compound

#### Doha Marine Ferry Terminal, Doha, Qatar 2016

A contemporary terminal building for guests arriving and departing from and to cruise liners in the new Doha Port.



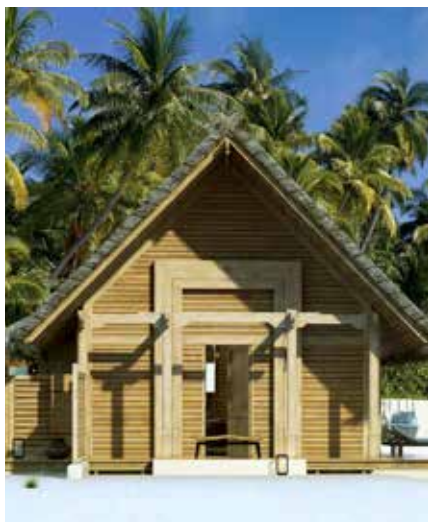
# PORTFOLIO

We have had the privilege of working on numerous exciting projects which took us to the far corners of the globe. One such project was Qyrat Al Sarab, a heritage village tucked away amongst the impressive dunes of the Liwa Desert in Abu Dhabi.

The aim of the project was to preserve and showcase the rich heritage of this region, immersing the visitors in all aspects of this culture, from Bedu living to the role of the Camel, Horse and Saluki in everyday life of these people. Another project was a private Palace for the Emir of Qatar, situated in Ifrane, Morocco, an idyllic village reminiscent of an Alpine village.

This French – inspired Palace surrounded by Pine forests, towering over the town of Ifrane with its snow – covered rooftops and crane nests on every chimney, painted a landscape which was unforgettable.





# OUR CLIENTS

Prime Architects has had the privilege of working with some of the below clients:

- Dubai World Africa, SA
- Emaar properties, Dubai, U.A.E.
- Global Resorts Inc, SA
- Hilton Worldwide, Mclean, U.S.A.
- IDCC, Doha, Qatar
- Jiaxing Innovation Park Development Co., Republic of China
- Khayyat Contracting & Trading, Doha, Qatar
- Kerzner International Limited, UK
- Meraas Development, Dubai, U.A.E.
- Mirage Mille, Dubai, U.A.E.
- Nu Metro Entertainment, South Africa
- Qatari Diar, Doha, Qatar
- Qingdao Darron Real Estate, Republic of China
- Rotana Hotels, Abu Dhabi, U.A.E.
- Roosenekal Foods, SA
- Sun International, SA
- Tourism Development and Investment Company, Abu Dhabi, U.A.E.





## CONTACT

Feel free to get in touch with us!

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Architecture Urban Planning Interior Design

Thank You