

KLINGMANN

ARCHITECTS + BRAND CONSULTANTS

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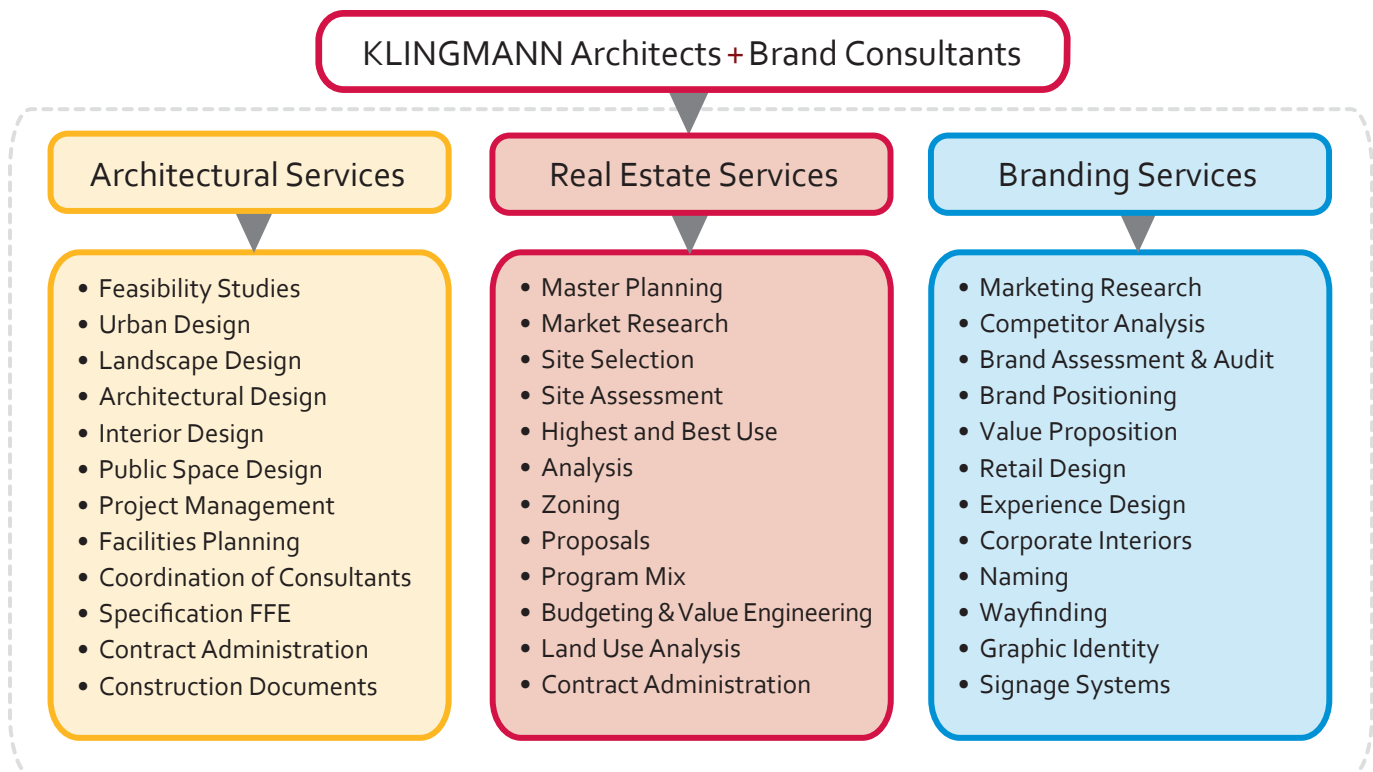
Klingmann Architects and Brand Consultants (KABC) is a full service architecture and branding firm with a focus in sustainability. Founded in 2001 by Anna Klingmann, KABC is dedicated to creating integrated communities that people truly enjoy. From large-scale, mixed-use districts that unite a diverse population to residential interiors that really become home, every project is based on its unique user experience and cultural foundation.

Using the Brandism principles of founder Anna Klingmann, the firm connects cultural value with commercial success by creating environments that inspire memorable experiences and that have lasting appeal. By starting with a thorough analysis of every site, KABC builds on the inherent potential of people and places to embrace the unique identity of each location. The elements that are unique to each area become points of interest for visitors and forge a connection with residents, creating both a culturally enriching location and a commercially successful one.

Combining economic and cultural growth with social and environmental responsibility is KABC's philosophy for holistically sustainable building. Because architecture should enhance the environment, KABC uses environmentally sound practices that focus on the user experience by integrating a variety of asset classes with a highly detailed approach to architecture, urban design, landscaping, and placemaking.

KABC's interdisciplinary approach provides a variety of services that oversee a project from concept to implementation. These services include brand strategies, market research, urban planning, architectural design, landscape design, interior design, placemaking, wayfinding, and graphic design.

Based in New York, KABC works internationally with a variety of clients including universities, hotels, resorts, residential communities, retail stores, waterfront parks, and mixed-use destinations.



REPRESENTATIVE GLOBAL MIXED- USE PROJECTS

ZHEJIANG ENERGY HEADQUARTER

51,094 sm, Hangzhou China, 2012
Services Provided: Masterplan Report,
Landscape Design, Architectural Design
Client: Zhejiang Energy Company
Project Cost: \$81,750,400

ZHEJIANG ENERGY R&D COMPLEX

50,522 sm, Hangzhou, China, 2012
Services Provided: Masterplan Report,
Landscape Design, Architectural Design
Awards: 1st Prize, Invited Competition RFP
Client: Zhejiang Energy Company
Project Cost: \$85,887,400

AFGHANISTAN NATIONAL MUSEUM

52,700 sm, Kabul, Afghanistan, 2012
Services Provided: Feasibility Study,
Masterplanning, Landscape Design,
Architectural Design
Client: National Museum of Afghanistan,
US Embassy
Project Cost: N/A

MUTTAWAR RESIDENTIAL

80,000 sm, Muscat, Oman, 2011
Services Provided: Brand Positioning,
Masterplanning, Landscape Design,
Architectural Design
Client: Global Omani Development
Company (GLOREI),
Ministry of Tourism of Oman
Project Cost: \$120,000,000

DUBAI METRO EXTENSION

Varied Area, Dubai, UAE, 2010
Services Provided: Brand Strategy,
Feasibility Study, Landscape Design
Client: PB Parsons Brinkerhoff, Dubai
Total Project Cost: \$7.4 billion

BIN LAMDOUN

1,150.55 sm, Fez, Morocco, 2010
Services Provided: Feasibility Study,
Masterplanning, Landscape Design
Client: City of Fez
Project Cost: \$34,516,000

PYRAMID HEIGHTS

1,054,000 sm, Cairo, Egypt, 2009-2010
Services Provided: Brand Positioning,
Feasibility Study, Masterplanning,
Landscape Design
Client: Samcrete Development
Total Project Cost: \$1,095,064,000

KHAWR AWQAD DESTINATION

173,237 sm, Salalah, Oman, 2010
Services Provided: Brand Strategy,
Masterplanning, Landscape Design,
Architectural Design
Awards: Environmental Award,
Cityscape Dubai 2010
Client: Global Omani Development
Company (GLOREI),
Ministry of Tourism of Oman
Project Cost: \$250,000,000

KHAWR AWQAD RESIDENTIAL

85,631 sm, Salalah, Oman, 2010
Services Provided: Brand Strategy,
Masterplanning, Landscape Design,
Architectural Design
Awards: Environmental Award,
Cityscape Dubai 2010
Client: Global Omani Development
Company (GLOREI),
Ministry of Tourism of Oman
Project Cost: \$119,883,400

BEIRUT UPTOWN

224,913 sm, Beirut, Lebanon, 2009
Services Provided: Brand Strategy,
Feasibility Study, Urban Design,
Landscape Design,
Architectural Design
Client: Worldwide Trading &
Investment Group (WTIG)
Project Cost: \$1.5 billion

AL KIFAF DISTRICT 49

734,708 sm, Dubai, UAE, 2008-2010
Services Provided: Marketing Plan,
Brand Strategy, Masterplanning,
Landscape Design, Place Making, Corporate
Identity, Naming System, Signage
Award: Architectural Award 2009
Client: Dubai Real Estate Corporation,
WASL Asset Management
Project Cost: \$1.5 billion

D49 ESPLANADE

120,254 sm, Dubai, UAE, 2008-2009
Services Provided: Brand Strategy,
Masterplanning, Urban Design, Landscape
Design, Architectural Design, Place Making,
Corporate Identity, Naming System, Signage
Award: Architectural Award 2009
Client: Dubai Real Estate Corporation,
WASL Asset Management
Project Cost: \$48,101,600



HARD ROCK MIXED-USE DISTRICT

123,430 sm, Las Vegas, USA, 2007
Services Provided: Brand Strategy,
Feasibility Study, Masterplanning
Client: HARD ROCK CAFE
Project Cost: \$737,000,000

KUNSTHALLE

Varied Area, Halle, Germany, 2004
Services Provided: Brand Strategy,
Feasibility Study
Client: City of Halle, Germany
Project Cost: \$5,000,000

ADIDAS WORLD OF SPORTS

1,160,000 sm, Herzogenaurach,
Germany, 1999
Services Provided: Brand Strategy, Feasibility
Study, Masterplanning Landscape Design
Client: ADIDAS, Germany
Awards: 1st Prize, Invited Competition
Project Cost: N/A

ADIDAS HEADQUARTERS

320,000 sm, Herzogenaurach, Germany, 1999
Services Provided: Brand Strategy,
Masterplanning, Landscape Design,
Architectural Design
Awards: 1st Prize, Invited Competition
Client: ADIDAS, Germany
Project Cost: \$480,000,000

REPRESENTATIVE GLOBAL RETAIL & HOSPITALITY PROJECTS

RETAIL

YONGSAN BUSINESS DISTRICT

402,000 sm, Seoul, Korea, 2006-2007
Services Provided: Brand Strategy,
Masterplanning, Retail Plan, Programming
Client: SAMOO, KORAIL
Project Cost: \$603,000,000

BALZAC COFFEE, EPPENDORF

163 sm, Hamburg, Germany, 2011-2012
Services Provided: Brand Strategy,
Architecture Design, Interior Design,
Interior Design Style Guide,
Graphic Design, Signage
Client: BALZAC COFFEE COMPANY
Project Cost: \$250,000

BALZAC COFFEE, GRINDELHOF

154 sm, Altona, Germany, 2011
Services Provided: Brand Strategy,
Architecture Design, Interior Design,
Interior Design Style Guide,
Graphic Design, Signage
Client: BALZAC COFFEE COMPANY
Project Cost: \$250,000

BALZAC COFFEE, KURZE MUHREN

210 sm, Hamburg, Germany, 2012
Services Provided: Brand Strategy,
Interior Design, Architectural Design, Interior
Design Style Guide, Graphic Design, Signage
Client: BALZAC COFFEE COMPANY
Project Cost: \$250,000

UBS

200 sm/branch, Zurich, Switzerland, 2004
Services Provided: Rebranding Strategy,
Feasibility Study, Interior Design
of Bank Branches
Client: United Bank of Switzerland (UBS)
Project Cost: \$476,000 per branch

WORLD COFFEE

250 sm/shop, Frankfurt, Germany, 2007
Services Provided: Brand Strategy,
Interior Design, Graphic Identity
Client: World Coffee GMBH
Project Cost: \$260,000 per shop

AUDI FLYER (FLAGSHIP BOUTIQUE)

500 sm, Munich, Germany, 2005
Services Provided: Brand Strategy
Client: AUDI
Project Cost: \$450,000 per shop

HOSPITALITY

KHAWR AWQAD ECO-RESORT

21,062 sm, Salalah, Oman, 2010
Services Provided: Brand Strategy,
Masterplanning, Landscape Design,
Architectural Design
Awards: Environmental Award,
Cityscape Dubai 2010
Client: Global Omani Development
Company (GLOREI),
Ministry of Tourism of Oman
Project Cost: \$42,124,000

DAMAC TOWER

28,631 sm, Riyadh, Saudi Arabia, 2010
Services Provided: Feasibility Study,
Architectural Design
Client: DAMAC PROPERTIES
Project Cost: \$106,793,630

AL JUMAIZA HOTEL DEVELOPMENT

Varied Area, Makkah, Saudi Arabia, 2009
Services Provided: Feasibility Study
Client: RIC Global
Project Cost: \$112,000,000

MAKKAH HOTEL

Varied Area, Makkah, Saudi Arabia, 2009
Services Provided: Brand Strategy,
Feasibility Study
Client: RIC Global
Project Cost: N/A

RELOAD ROBINSON, HANNOVER

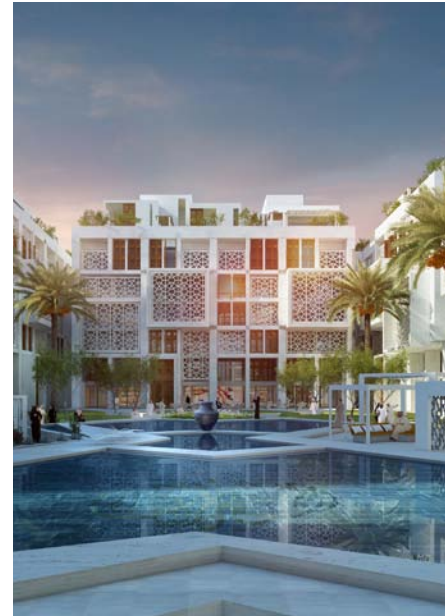
Comprehensive Rebranding Strategy
for 25 Resorts
Services Provided: Brand Strategy,
Marketing Plan
Client: Robinson Club GmbH, TUI
Project Cost: \$500,000

ROBINSON RESORT, OASIS CLUB

110,000 sm, Agadir, Morocco, 2005
Services Provided: Brand Strategy, Feasibility
Study, Masterplanning
Client: Robinson Club GmbH, TUI
Project Cost: \$75,680,000

ROBINSON RESORT, POLO CLUB

146,000 sm, Agadir, Morocco, 2005
Services Provided: Brand Strategy, Feasibility
Study, Masterplanning
Client: Robinson Club GmbH, TUI
Project Cost: \$211,700,000



ROBINSON RESORT, MEDINA CLUB

165,400 sm, Agadir, Morocco, 2005
Services Provided: Brand Strategy,
Feasibility Study, Masterplanning
Client: Robinson Club GmbH, TUI
Project Cost: \$198,480,000

ROBINSON RESORT, QUINTA DA RIA

Quinta da Ria Resort Masterplan,
Commission, 2005
186,000 sm, Quinta Da Ria, Portugal, 2005
Services Provided: Brand Strategy,
Masterplanning, Architectural Design
Client: Robinson Club GmbH, TUI
Project Cost: \$223,200,000

ROBINSON RESORT, HANNOVER

Development of Hotel Room Prototype,
Commission, 2004
32 sm/rm, Hannover, Germany, 2004
Services Provided: Interior Design,
Hotel Room Prototype
Client: Robinson Club GmbH, TUI
Project Cost: \$82,240 per room

FOUNDER'S PROFILE

ANNA KLINGMANN, M. ARCH. PHD.

Anna develops a unique positioning for each project, the masterplanning concept and product mix, brand strategy, and the desired customer experience for the development to ensure its holistic realization. She is the primary point of contact with the client and with our contracted consultants.

Anna, a registered architect in Germany, with a PhD in branding, brings 25 years of experience to her profession of architecture and urban design. Inspired by the potential of architecture to connect commerce, culture, and community, she founded KABC in 2001. Through her academic research at internationally renowned institutions, authorship of her book, *Brandscapes*, and through her professional work, Anna has developed a unique combination of marketing knowledge, urban planning, and architecture along with the ability to design compelling consumer experiences for large-scale resorts and mixed-use developments—always with a strong focus on sustainability and the local heritage.



SELECTED PROJECTS

PROJECT	TYPE	LOCATION	PROJECT AREA	ROLE
Zhejiang Energy Headquarter	Mixed-use	Hangzhou, China	51,094 sm	Principal
Zhejiang Energy R&D Complex	Mixed-use	Hangzhou, China	50,522 sm	Principal
Balzac Coffee Company	Commercial	Frankfurt, Hamburg, Berlin	125-350 sm	Principal
Muttawar Residential Development	Residential	Muscat, Oman	80,000 sm	Principal
Khawr Awqad Sustainable Lifestyle Destination	Mixed-use	Salalah, Oman	173,237 sm	Principal
Khawr Awqad Eco Park & Eco Resort	Mixed-use	Salalah, Oman	21,062 sm	Principal
District 49 Mixed-Use Development	Mixed-use	Dubai, UAE	734,708 sm	Principal
D49 Esplanade Recreational Landscape	Landscape	Dubai, UAE	120,254 sm	Principal
Damac Tower	Hospitality	Riyadh, Saudi Arabia	28,631 sm	Principal
Al Khobar Waterfront	Landscape	Al Khobar, Saudi Arabia	100,000 sm	Principal
Dubai Metro Extension	Transportation	Dubai, UAE	Varies	Principal
Beirut Uptown	Residential	Beirut, Lebanon	224,913 sm	Principal
Pyramid Heights	Mixed-use	Cairo, Egypt	1,054,000 sm	Principal
Al Jumaiza Hotel Development	Hospitality	Makkah, Saudi Arabia	Varies	Principal
Makkah Hotel	Hospitality	Makkah, Saudi Arabia	Varies	Principal
Yongsan International Business District	Mixed-use	Seoul, Korea	402,000 sm	Principal
Hardrock Mixed-Use District	Mixed-use	Las Vegas, USA	123,430 sm	Principal
Robinson Resorts, Quinta Da Ria	Hospitality	Quinta Da Ria, Portugal	186,000sm	Principal
Robinson Resorts, Agadir	Hospitality	Agadir, Morocco	110,000 sm	Principal

CLIENT TESTIMONIALS

"Anna Klingmann is a world-class architect and branding specialist. Upon securing her consulting services for a major mixed-use greenfield development project, she immediately began providing high-impact design review and brand strategy recommendations which helped create a strong destination identity linked to the local heritage of Dubai, enhanced inter-connectivity of districts, and developed place-making attributes within master-plan. Anna's innovative approach and thought leadership on integrating architectural design and branding not only leads to more unique, desirable, sustainable, and liveable real estate projects, but enhances the long-term value of both shareholders and stakeholders alike."

Chris Wentzel,
Asset Manager, Dubai Real Estate
Corporation

"Truly a fountainhead of architectural branding, Anna Klingmann has been the genius behind numerous innovative ideas that have led to the creation of unique and sustainable mixed-use destinations. GLOREI has been privy to Klingmann's ingenuity through her work on our iconic award-winning project, Khawr Awqad."

Mussaliam Said Al Amry,
CIO, GLOREI/SAOC

"Dr. Anna Klingman is an outstanding architect and brand expert who not only talks the talk but walks the walk to reduce the carbon footprint based on the principles of sustainability. She is a pioneer in the field of green architecture and brandscaping. All of Klingmann's projects reflect her courageous vision where she effectively integrates sustainability with critical business processes and turns global environmental and social challenges into business opportunities within the cultural aspect of the region. Dr. Klingmann is able to lead any organization and industry to become a role model in sustainability and brandcaping. Moreover, she is a respected professional with a large stakeholder network in the Arabic GCC region & internationally. She is also a motivational speaker on leadership, branding, and sustainability invited regularly to local and international conferences and business forums."

Dr. Arch./Ashraf Faisal Hegazy,
DBA-M.Arch-CIDAC-Intl.Assoc.AIA,
ALDAR Properties PJSC

"Anna is one of the very few truly creative architects in the world with a deep understanding of how internal and external spaces combine to create a harmonious continuum that wraps itself around the people using it. All of her projects are beautifully designed using branded themes that sooth the senses with the integration of water, natural light, geometric patterns, peaceful courtyards and landscapes."

Monir Eid
Managing Director, MRICS