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**hobs**



# PRESENTING AN EXCLUSIVE QATAR HOTEL

## TIGHT DEADLINE FOR LUXURY PRINTING FOR AMBITIOUS HOTEL CONCEPT

### CHALLENGE

WATG are a multi-national, award-winning architectural practise who are recognised for their architecture, interior design and planning for high end hotels and luxury destinations.

A presentation of printed boards is a standard part of WATGs workflow, and something they provide their clients at key stages of design projects.

WATG had created an ambitious design for a hotel in Ras Abu Abboud, Doha, Qatar. They wanted every aspect of the presentation to help their client to buy into their ambition, so getting the best quality of print was paramount.

The task for Hobs, was to produce twelve A1 display boards as well as three large concept boards which had to be printed and hand folded.

The date of the presentation had been moved forward so the deadline was very tight for the design team. To allow as much time as possible for the designers, it was agreed that the smallest window for the printing would be for the artwork to arrive at 8am, but everything had to be delivered before midday as WATG had a plane to catch.

### Key Challenges

- Highest quality print
- Tight deadline
- International shipping

# SOLUTION

For the printing a 260gsm Satin stock was chosen to emphasize the accuracy of the images and detailing. A HP Z-series inkjet printer was used to give the best results in the timeframe. The resulting prints were mounted on to 5mm polyboard and sealed for added durability.

The design of the large concept board measured 800x2400mm, which would be too big to ship on the plane, so a different approach was taken. This design was printed then folded down to a size of 400mm square. 180gsm 'Smart Matt' paper was chosen as this gives crisp folds but remains robust when folded and doesn't crack. Two pieces of 'Polyboard' were then cut to the same finished size and placed on the outer faces of the folded document to create a protective cover. This meant the printed concept was safely sandwiched between the two boards, but could be easily unfolded when it reached its destination.

# THE RESULT

The boards and concepts were in plenty of time to catch the plane to Qatar.

WATG were delighted with both the result and turnaround as they knew this was a large job to be turned around in such a short space of time.

*“Very impressive, very grateful. Hobs have proven time and time again that our confidence to get jobs turned around swiftly and at the highest quality is rightly placed.”*

Bradley, WATG



HOTEL AT RAS ABU ABBOUD

DOHA

**The Vision**  
This is a building with a bold statement: a regal composition of classically-proportioned elements responding to the grace of Qatar as a world destination and business hub.

Sparking on the edge of the bay, the property is a dialogue between Qatar's past and the vibrant energy of the modern space between the two forms of transport, the very heart of Qatar's commerce and communication.

The building is therefore more than just a hotel: it's a multifaceted icon in a civic statement, an architectural language of restrained form, rhythm and local motifs, crafted in a contemporary manner.

**The Creative Response**  
The design is the embrace of timeless hospitality and culture. As the entrance facade, the building presents a formal presence. The single-headed cantilever allows the facade to be perceived horizontally, with deep-set windows, creating the rhythm and articulation of the region.

The site has been carefully organized to give a civic embrace to the bay. The approach is an act of the main entrance with its water features, before circling the site to reach the private-courtyard drop-off. The front flow leads directly to the double-height space of the foyer and lobby lounge, with its steel-clad directly out to the Arabian gulf.

**The Interior**  
Once you are invited within, the hotel opens up to the guest as an Arabian family would welcome a friend. The beach facade opens up with a beautiful Arabian garden at the heart of the restaurant and lounge, spill out into the hotel lobby, the experience space is a warm, open, and generous. In the heart, the conference center and the steel-clad, in which this element is designed as a top 50 vertical element that is a modern interpretation of the Arabic motif.

**The Public Realm**  
As key to this hotel working successfully, as a resort and as a conference hotel relies on the ability for the guest to enjoy the public realm, conference center and lounge where they can meet and great friends and colleagues in a formal manner. Equally as important is the ability to gain direct access to the beachfront facilities directly from the guestroom wings in more informal sites.

Beyond the two signature swimming pools, both public spaces extend to the beachfront, beautiful promenade and marina. From the bay, the open, family-friendly grounds, their guests with spectacular unobstructed views over sea to the signature site of the Ras Abu Abboud, in the heart of the vertical element in the circulation will play as lightness and an inspired site to sleep around and the outdoor areas of the bay.

The Arabian garden in the core of the hotel is a design, a contemporary take on the oasis palm grove, the shade and light and lower planting under the low canopy of the hotel facade, these have been planted in a way that creates a sense of calm, this is to be a place of peace and tranquility, a place where the guest can relax and enjoy the view of the bay and the city.

**The Facilities**

**The Signature Suite**  
The signature suite is a modern, elegant and sophisticated design, a contemporary take on the oasis palm grove, the shade and light and lower planting under the low canopy of the hotel facade, these have been planted in a way that creates a sense of calm, this is to be a place of peace and tranquility, a place where the guest can relax and enjoy the view of the bay and the city.

In the appropriate site of the conference facility we are providing a high-end retail destination, a place where the guest can enjoy the view of the bay and the city.

**The Landscape**

Swimming facilities are an essential part of any resort facility and within our proposal we have been keen to develop three offerings:

- The adult pool: With an infinity edge overlooking the beach and a palm grove that goes through the pool providing shade to the swimmers. This pool is surrounded by cabana and enjoys a close proximity to the hotel's branded spa and fitness center.

- The family pool: We are suggesting a naturalistic response with integrated land and landscape, cascades, bridges, hot-tubs, whirlpools, chilled plunge pools, artificial beaches and coves. Variation in depths will deliver a pool attractive to parents with parents of all ages and skill levels.

- The rooftop pool: The most scenic pool is situated on the rooftop overlooking the city, with its own F&B facilities. It is a unique destination for Qatar.

The edge of the beach is formalized by a promenade for evening walks through the grounds and access to the marina. It also contains along the shoreline, local-water and terraces at a marina restaurant and bar.

**The Marina**

Combining the water theme, the marina also indicates a resort leisure marina. This is a key facility for private-owned leisure craft and for the yacht and their visitors who have access to the resort via boat.

**The Residences**

In the unexcited land between the conference center and marina we are preparing hotel villas. With their private gardens and pools, they offer VIP accommodation, ideally located for marina access or conference delegates or families on holiday.

Residential residences are situated to the north east corner of the site. These real estate products will be offered as a highly attractive 'sub-lease' homes within the hotel grounds with independent vehicle access to each property.

WATG has carefully considered the amenities and would also suggest a series of integrated sports facilities which could be used as a winter training center, a place where the guest can enjoy the view of the bay and the city. The facilities would include a gym, a spa, a pool, and a tennis court, which could be adapted to suit the needs of the resort.

**Summary**

This hotel is a world-class statement: a bold and regal response to the majesty of the site and to the importance of Qatar as a global destination.

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