

The official inauguration of the District Studios was also held at a special event during the DREAM exhibition. As part of District //S, the District Studios will contain 18 fully furnished and fully serviced studio apartments with interiors designed by Nabil Dada (the client has a choice of four interior design styles). Beirut is now a more dynamic, active and cosmopolitan city. "Property developers need to adapt to cater to a wider variety of clientele. The District Studios represent our response to a dynamic market with a creative product. They also demonstrate the advantages of large-scale, master planned developments in terms of flexibility and adaptability", notes Namir Cortas, co-founder of Estates.



**Namir Cortas** launches the District Studios.



**Tarek Abbas** from Dada & Associates discusses the new concept.



**Nabil Dada** offers residents of District Studios four choices of interior design which are not rigid templates. Clients choose the style that appeals to them and personalize it with the interior designer.

## Q&A with **Nabil Dada**

### 1) *How do the District Studios fit into the homogeneous concept of District //S?*

District //S is intended to be a vibrant, dynamic and trendy neighborhood and therefore targets the young in spirit. The District Studios concept and design fit perfectly with that spirit. The four different design alternatives make it easy to cater to all tastes. One is highly modern, and another minimalistic. One is timelessly modern, and the last is more classical. The Studios cater to everyone's tastes and add variety to the project at large.

### 2) *Does "completely furnished" mean everything is included in the apartment?*

Yes. The Studios are fully furnished. We provide everything from the cutlery to the chinaware, carpets and artwork. The pieces are chosen to match the decoration, color and spirit of the chosen design. The Studios are part of a megaproject that can afford such a wide variety. By offering four design styles, we draw the interest of clients from various backgrounds.

### 3) *What do you think of the idea of integrating a building dedicated to studios within this "city within the City" alongside penthouses, townhouses and apartments?*

District //S is a real neighborhood, so it has different types of residents (students, business-men, retired couples, single people, etc.). The small size of the Studios makes living in the city center more accessible. Basically, the idea came from annexes to hotels. The Studios concept can be repeated in other areas provided that you have enough land. However, this concept cannot be a project on its own, but should rather be part of a larger scheme.

### 4) *Is there enough variety concerning the choice of living spaces in Beirut?*

There is enough variety in terms of size in that many new buildings are flexible and willing to cater to a wider market. However, District //S fills the gap in terms of concept. It is the only project in Beirut offering a complete, vibrant neighborhood. Others have only single buildings or gated communities to offer.



**Nabil Dada**

# The District Studios



## THE DISTRICT STUDIOS

The city within the City has recently added a new product to its portfolio: The District Studios. Varying in size between 65 and 160 square meters, the 18 one-two bedroom units are smartly designed and furnished by Nabil Dada.

The clientele, whether seeking a pied-à-terre for temporary stays or a permanent comfortable home in central Beirut, are cosmopolitan, urbane men and women keen to profit from the amenities and offerings available at District//S. Their presence will enrich the animated lifestyle at District//S.

The client has a choice between 4 interior design styles offering different materials and moods. Consistent with the spirit of District//S, all four interior choices follow contemporary design patterns differentiated with different basic high-grade elements; Burma Teak (Chalet Chic), Resin (New World), Carrara marble (Continental) and fair-faced concrete (Pacific).

Other features include plexi-glass boxes and painted gypsum ceilings, modern lighting, furniture and accessories integrated with the specific design style.



With the various cafes and restaurants at District//S, residents will have a wider choice of cuisines than at any hotel. The District gymnasium and convenience shops are practically on location. The District Studios bring hotel-like amenities to private homes, and add animation to the city within the City.

District//S demonstrates the advantages of large-scale, master planned developments in terms of flexibility and adaptability.