



HOUSE of  
AESTHETICS  
DESIGN LIBRARY & SOURCING SOLUTIONS

## Company Profile

### Overview

We have built a solid reputation as a preferred Sourcing Solutions Partner for projects throughout the Middle East and North Africa Region with offerings in Porcelain and Wooden Tiles; Vinyl and Other Coverings; General and Decorative Lighting; Indoor and Outdoor Furniture; Art and Art Installations etc. We also have a footprint in the United Kingdom, the United States, Southern Africa, India, and the Mediterranean.

With ten years of experience in the industry, we have honed the craft of meeting clients' aspiration for aesthetically pleasing, luxury design that increases people's connection with their natural environment. We draw our inspiration from nature; merging minimalism with functionality.

Our skills and expertise reside in | Materials Sourcing | Technical Specifications | Samples, Mood Boards and Mock-ups | Specialist Fabrication | Project Coordination | Supply and Delivery, and | Product Installation.

### Products & Partners

House of Aesthetics has partnered up with some of the world's leading manufacturers and renowned artists with more than a decade of experience in the industry.

You can choose from any of the following fine brands for a result you will find pleasing to the eye and comfortable to live, work, or play in...

**Porcelain:** Florim, Novoceram, Grespania, Design Ceramico Italiano CE.SI. Ceramica

**Marble:** FHL, Perrakis

**Lighting, architectural, landscape and decorative:** Flos, Artemide, Patrizia garganti, Arkos, Acumen, Castrolighting, Boca delobo, Vismara, Vibia, Sanscousi, Louis Poulsen, Lumina

**Furniture office:** Hayworth, Arper, Frezza, Unifor, Navodesk

**Furniture residential and hospitality:** Noah living, Breton, Moltini, Poltrana Frau, Dussit, Cassina, Maison valentine, Luxxu

### HOA Leadership

Ms Geraldine Petersen – Chief Executive Officer

### Our Values

Our Values are represented by the acronyms **R.I.C.E**

#### **R-RESPECT**

*We treat others as we would like to be treated ourselves. We value individual contributions, encourage self-development and personal commitment to lifelong learning with every employee at HOA. We recognize and value ideas that come from individuals and corporate excellency come from the sum total of our collective effort.*

#### **I-INTEGRITY**

*We work with customers openly, honestly and sincerely. We abide our ethics remain honest an inspire trust by saying what we mean. We match our conduct to our words.*

#### **C-COMMUNICATION**

*We have an obligation to communicate and we are dedicated to creating a lasting brand to a wide range of customers through our projects.*

*We therefore strive to meet and excel customer expectations by building a long-lasting relationship through effective communication.*

**Accessories:** Moltini, Poltrana Frau, Dussit, Cassina, Maison valentine, Luxxu, Rug society, Ferreira De Sa rugs

**Feature wall coverings:** Harmonic shapes

**Ironmongery solutions:** Ozone hardware

**Art installations:** Ramy Elzahawy, Artillerie

## Projects

House of Aesthetics specializes in high-end residential villas, healthcare and education institutions, high-rise and office towers, and mixeduse buildings.

The following is a list of some of the projects we worked on in recent years...

**DUBAI:** Address Fountain Views | Sheikh Khalifa medical city | Dife gate avenue | Address Opera Grand Hotel & Residence | Al Habtoor City Masterplan | Birmingham University | Burj Vista Towers | Bulgari Mansions | Dubai Science Park | Ernst & Young Headquarters | Grand Hyatt Healthcare City | HSBC Headquarters | Huawei Headquarters | Lantana Villas | Nahkheel Mall – Palm Jumeirah | Nigerian Consulate | One & Only Royal Mirage | Paramount Towers | Peninsula Master Plan | Renaissance Hotel | Samsung Headquarters | Sheikh Butti Al Safouh Palace | Sofitel Wafi | The Address Skyview | The Souk Mall | VIP Villa – Mr. Althayer – Palm Jumeirah | Wollongong University | Address Residences Fujairah | City Centre Al Zahia | Hidd Al Saadiyat Island Villas | Makers District | Masdar City Centre | Sheikh Khalifa Dialysis Centre | Sheikh Zayed Port | Festival City Landscaping | Mudon show villas | Google innovation hub | Marina gate towers | Najmat towers

**BAHRAIN:** Marassi Al Bahrain Master Plan | One & Only Bahrain |

**AZERBAIJAN:** Ritz Carlton | **CYPRUS:** Ritz Carlton Residence |

**KUWAIT:** NBK Children’s Hospital | Kuwait University | **INDIA:** VIP

Villa in Cochin | **OMAN:** Mall of Oman | **QATAR:** Mall of Qatar |

Pearl of Qatar | **SOUTH AFRICA:** Taphouse Restaurant | **UNITED**

**KINGDOM:** Hedgefund | **UNITED STATES OF AMERICA:** Hedgefund

| **ZIMBABWE:** Meikles Hotel.

## E-EXCELLENCY

*We are satisfied with nothing less than the best in everything we do. We will give you quality products and professional services. We are committed to always improving through application of creative ideas and introducing new concepts that are satisfactory to the customer on a personal basis also upholding international standards.*

## Operating Countries

We operate out of Dubai and South Africa.

## Contact Details

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