

GRAND DESIGNS

Entrepreneur Ujjwal Goel, the 26-year-old Managing Director of the Teraciel Group and Dubai-based interior design firm La Sorogeeeka Associates, explains why the Middle East region is fuelling groundbreaking design and innovation...

“The word ‘innovation’ is used frequently when describing the Middle East, with this ideal sewn into the very fabric of the culture and firmly resonating in the design language of the region.

With its tireless quest for excellence, the ambition and ability to aim for the “biggest, largest, first, and only” projects have allowed the region to become the frontrunner in fuelling design and innovation in real estate and infrastructure.

Seen through architectural marvels such as the Burj Khalifa and the Burj Al Arab in Dubai, and the Jeddah Tower in KSA, these projects are recognised as poignant symbols of man’s exquisite design and engineering capabilities.

Reflecting on the UAE’s recent developments, such as the Louvre in Abu Dhabi, the Bulgari Island Development and the Presidential Palace, each are drastically different in their design, domain and use, yet stand as ‘showstoppers’ in their own right due to their diversion from convention combined with the scale and quality of their execution.

This region is populated with not only some of the most innovative concepts found on the planet, but the successful execution of such projects has showcased its unique ability to readily construct a variety of new, ‘out of this world’ ideas. The opportunity to create projects that are varied across different styles, domains and industries is something quite unique to this region. Keeping in mind the amount of development that has taken place over the last two decades, anyone who is looking to engage in the world’s leading projects will find their way here.

Fuelling the success of design in this region, the Middle East population has demonstrated its deep-rooted appreciation for innovative products and quality services. With the Middle East a melting pot of different cultures and nationalities, each community essentially has an inclination towards a certain taste and style. However, all insist on being provided with excellence.

Within the design sector, the consumer is continually looking for interior solutions that are one of a kind and not readily available to the mass market, integrating the glamour and historical references of the region.



With the fusion of new and old, as well as its central location to the rest of the world, the Middle East has been able to take inspiration from the East and West to create its own ideology when it comes to design. With its fascination for innovation, it will only continue to grow in its ambition to meet and exceed expectations as it leads the way in groundbreaking design.” †