

An aerial photograph of the Dubai skyline, featuring the Burj Khalifa as the central focal point. The image shows a dense cluster of skyscrapers and a complex network of highways and overpasses in the foreground. The sky is filled with dramatic, layered clouds, suggesting a late afternoon or early morning setting. The overall color palette is muted, with greys, blues, and earthy tones.

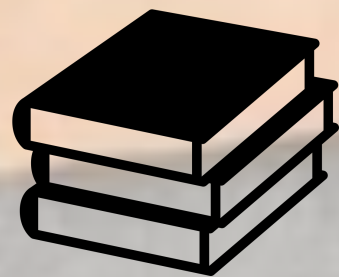
# JW Marriott

HOSPITALITY

**Curating memorable travel experiences through innovative, trend setting concepts**

# The HWH Way

We create and operate unique F&B concepts where innovative, intelligent and well executed ideas transform an empty space into a unique dining experience, focusing on five core elements:



**THE STORY**



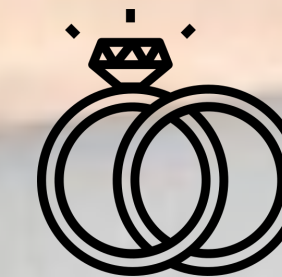
**EMOTIONS**



**ATTRACTION**



**PURPOSE**



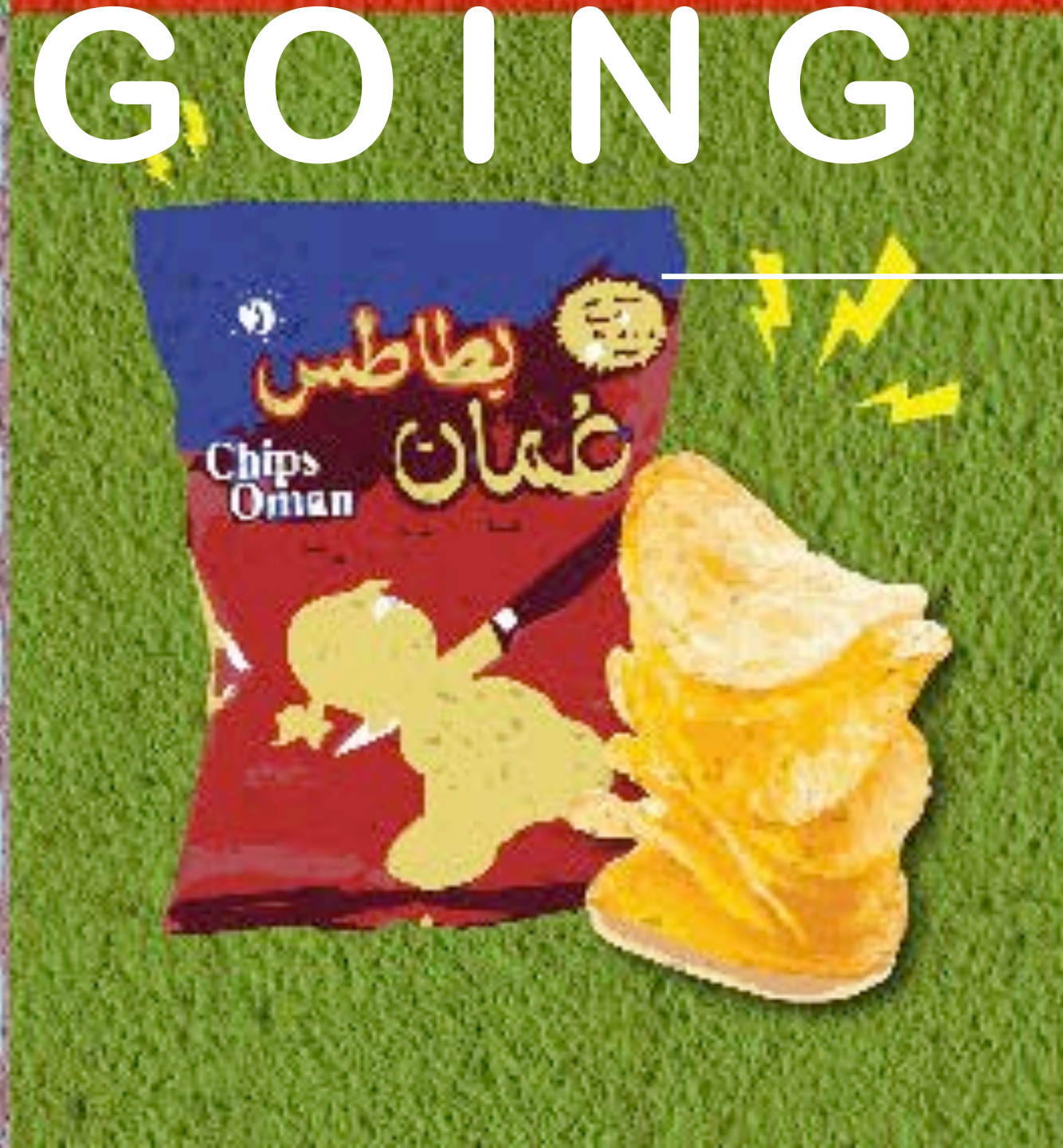
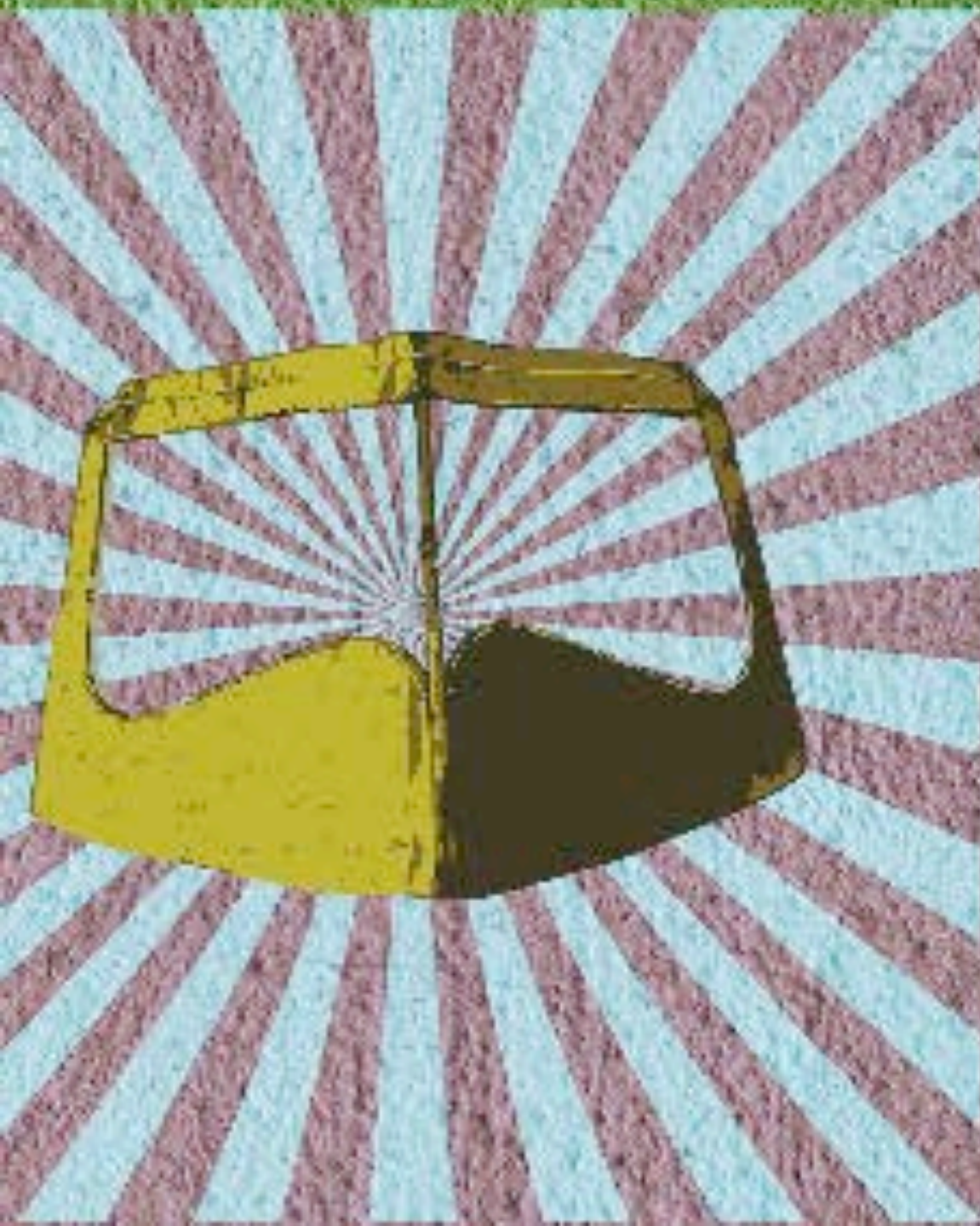
**ENGAGEMENT**

# OUR BRANDS





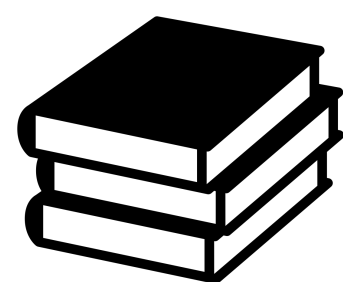
# GOING GLOCAL



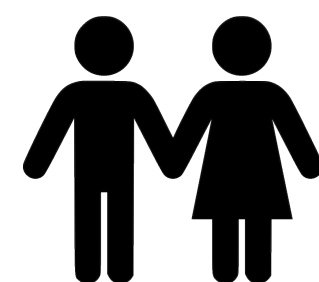


### DXB Airport brief:

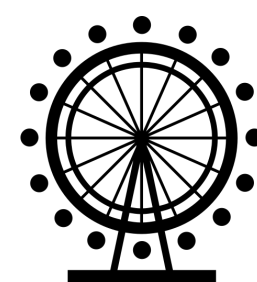
Middle Eastern concept with a local flair and representation of Dubai targeting the transit passengers.



THE STORY



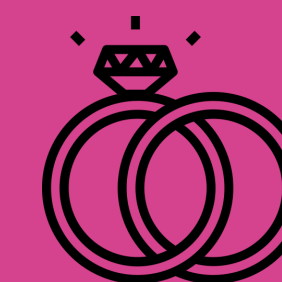
EMOTIONS



ATTRACTION

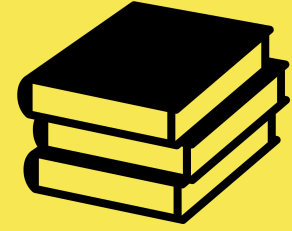


PURPOSE



ENGAGEMENT





## THE STORY

S34 is an abbreviation for Sikka 34, a famous alleyway in “old Dubai”.

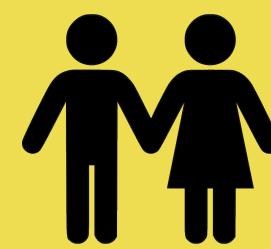
Sikkas are popular in Dubai’s old neighborhood of Bastakiya which has existed since the 1800s.

Today, Bastakiya is a place where you get lost between authenticity and art, traditions and modernity, Arabic culture and new influences, just the perfect plan to influence vibrant design.





# EMOTIONS



سكة 19  
sikka19

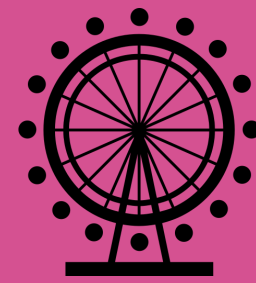
بن التسيكاج

ريال  
700 400  
HIDI HISTORICAL NEU

312-1227-9661



## ATTRACTION



A wind tower or “berjeel” is the traditional architecture found throughout the Arabian Gulf.

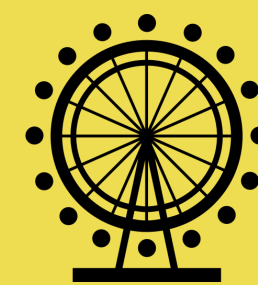
Wind tower houses were constructed along Dubai Creek from palm fronds known as “Bait Areesh” and was the standard material used for construction in the region until pre-1900s.



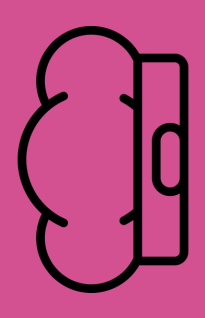


S34

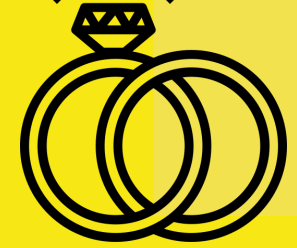
Taking traditional design elements and giving them a modern makeover.



PURPOSE







## "SUPPORTING THE LOCAL COMMUNITY"

Placing the the artist at the core, S34 supports the U.A.E's creative community through collaborations with artists, studios and exhibitions of the U.A.E to curate our retail area as well as decor, we endorse organizations such as "Mawaheb" a local charity supporting people of determination.

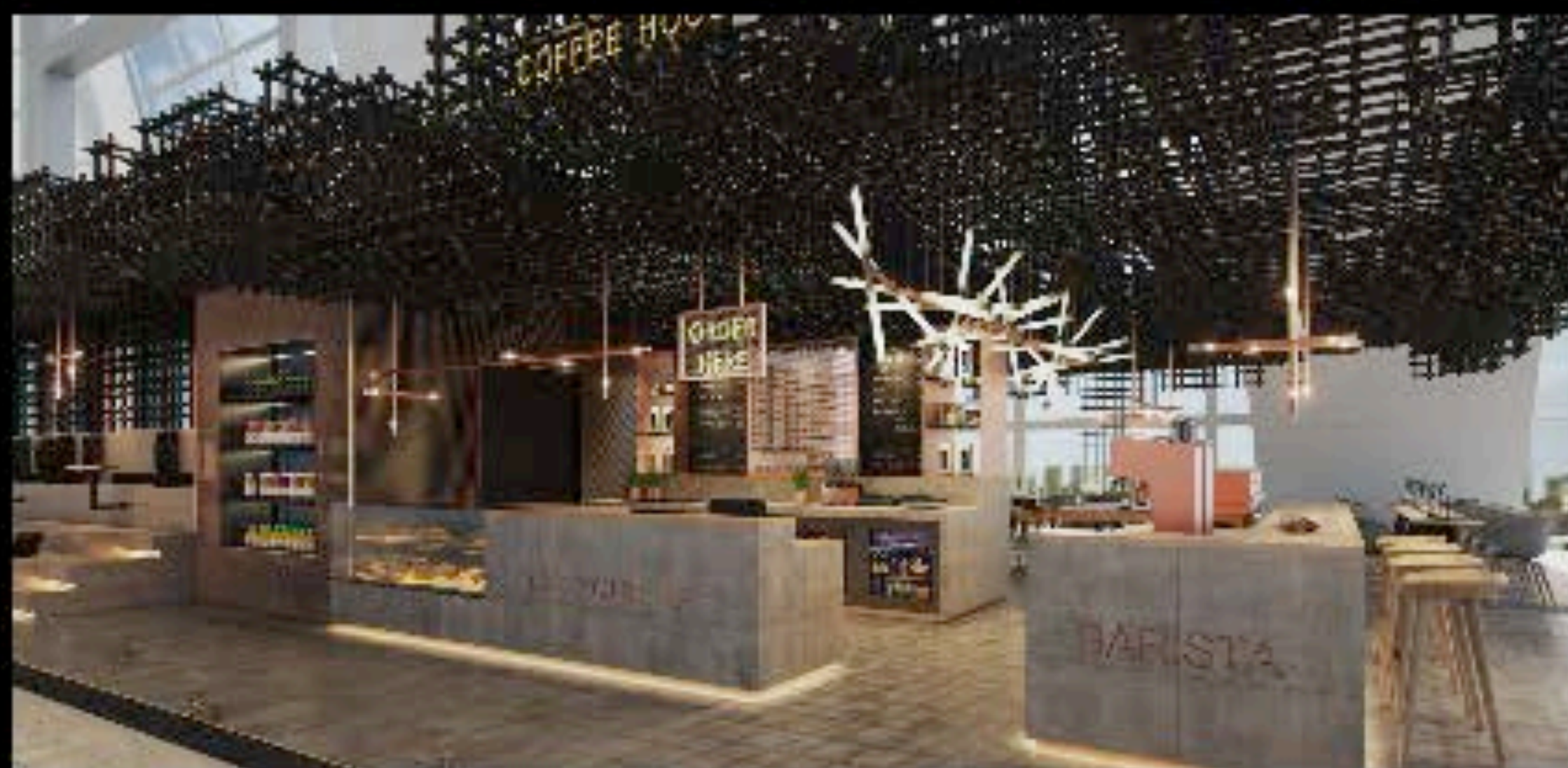
Our commitment is to bring art and culture to a wider audience and engage the local community in doing so. From our Interiors, to our retail items and the artistic cushions on every chair, which were all produced by local artists who play a vital part of the S34 brand.





S34 at DXB is a true Dubai experience for people on the go, where traditions meet modernity, in a space rooted in history. Design elements from old ages and food meant for sharing, S34 brings a piece of the Dubai we all know and love to Terminal 3.

GET MY  
FIX



# ROTI BHAI





# flour +stone





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THANK YOU

JAWAHIR

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