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PRESS RELEASE

'ARRAZUNA' and 'SPHERE' BY SOCIAL F+B SHORTLISTED FOR PRESTIGIOUS AHEAD MEA 2024 HOSPITALITY DESIGN AWARDS



SPHERE, the ultimate iconic destination bar in Dubai (photography credit to One&Only One Za'abeel)

SINGAPORE (19 September 2024) – **SOCIAL F+B**, a specialist design studio within the renowned global hospitality design firm **Hirsch Bedner Associates** (HBA), is celebrated for its exceptional work in crafting distinctive and innovative restaurants and bars. Their recent projects, **ARRAZUNA** and **SPHERE**, at One&Only's One Za'abeel Towers in Dubai, are shortlisted for this year's prestigious **AHEAD MEA Awards**. These awards celebrate the best in hospitality design and experiences across the Middle East and Africa. The winners will be announced on November 4, 2024

SOCIAL F+B's collaboration with **Kerzner's** ultra-luxury brand, **One&Only**, further cements their reputation as a leading force in restaurant and bar design.

"We are honoured to have both ARRAZUNA and SPHERE shortlisted for the AHEAD MEA 2024 Awards," said **Stephan Brutti, Principal of SOCIAL F+B**. "This recognition underscores our team's commitment to design excellence and innovation, highlighting the immersive experiences and collaborative efforts that have set these venues apart in Dubai's vibrant hospitality scene."

ARRAZUNA, a collaboration with renowned chef **Mehmet Gürs**, offers guests a unique high-end Arabian food hall and marketplace experience, transporting them on both a culinary and multi-sensory journey. The design seamlessly blends modern interpretations of Arabia's traditional tones and textures, supporting the storytelling of each gastronomic experience, to create an engaging and immersive experience for guests, all under Chef Gürs' celebrated vision.

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ARRAZUNA was conceived as a high end food-hall and marketplace (photography credit Matt White)

SPHERE, deservedly crowned the city's destination bar, mesmerizes guests from the 24th floor with its chic sapphire-hued interiors and breathtaking skyline views. Inspired by Dubai's celestial beauty, the interiors pay tribute to the city with a sophisticated, sculptural form that reflects its surroundings.



SPHERE, glimmering LED cut-outs and dynamic lighting (photography credit Matt White)

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Both venues highlight advanced lighting and technology seamlessly integrated into their designs. In ARRAZUNA, a striking digital ribbon of large screens transitions the space from day to night, while SPHERE's LED cut-outs create a continuous visual pattern in the bar area as part of the striking design. Yet SOCIAL F+B's design approach remains deeply human-centric. ARRAZUNA's varied textures and warm color palette foster a welcoming ambiance, while SPHERE's intimate seating and acoustics ensure comfort amidst its stunning architecture.

"ARRAZUNA and SPHERE are true testaments to the power of innovative design and creative synergy," added Brutti. "We are thrilled to have our work recognized by the prestigious AHEAD MEA 2024 Awards, and we look forward to celebrating the hospitality industry's most inspiring achievements at the upcoming ceremony."

The winners of the AHEAD MEA 2024 Awards will be announced on November 4th, 2024. For more information, please visit aheadawards.com.

ARRAZUNA: High resolution images available to download [here](#) and view [video](#)

SPHERE: High resolution images available to download [here](#) and view [video](#)

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About SOCIAL F+B

We are a strategy-led, hands-on hospitality design agency who believe our job is more than food & beverage design. Collaborating with our clients we create, design & deliver exceptional restaurant and bar concepts that work. As a collective of hospitality experts, we strategically research the local market and create innovative concepts based on professional insight. Taking the lead, we collaborate with our multi-disciplinary design teams to realize the correct customer experience for each unique F&B destination. Working with our network of hospitality experts, we assemble the correct operational team to help deliver exceptional service. For more information, visit SOCIAL F+B.com and follow on [LinkedIn](#) and [Instagram](#).

About HBA

Hirsch Bedner Associates (HBA) is a renowned global hospitality design firm that has been leading the industry since 1965. With 1,380 designers in 24 offices across major global cities, the firm creates a unique sense of place for today's most anticipated hotels and resorts, world-class residences, and luxury brands, and, with projects completed in over 80 countries. HBA is driven by a passion for storytelling through design, creating holistic solutions tailored to its clients through the collaborative efforts of its creative designers, in-house specialists, and brand partners, including SOCIAL F+ B, Coopers & Hill, HBA Residential, HBA Architecture, HBA Graphics, HBA DNA, HBA Leisure, HBA Procurement, HBA Product, studio hba, Light Directions, and CANVAS Art Consultants. For more information, visit hba.com and follow on [LinkedIn](#) and [Instagram](#).

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Notes to Editors: Bios and portrait images available [here](#)

- **Stephan Brutti, Principal, SOCIAL F+B**

The son of a restaurateur, Stephan Brutti is passionate about what makes a restaurant unique. With over two decades of multidisciplinary bar/restaurant management and design experience, he has an instinctual understanding of hospitality and an ability to capture ideas visually, creating spaces that people love and love to be in.

- **Mehmet Gürs, Consulting Chef**

Chef Mehmet Gürs, a Finnish-Turkish culinary luminary, stands as a maestro of flavours, a culinary innovator whose journey through the diverse landscapes of food has left an indelible mark on the global culinary stage. From his early days in Istanbul to his rise as a celebrated chef and restaurateur, Chef Gürs' passion for food knows no bounds. He has been the driving force behind numerous successful ventures, ranging from upscale and casual restaurants to nightclubs, bars, and specialty coffee establishments, including brands like Downtown, NuTeras, Lokanta, numnum, and Kronotrop Coffee.

- **Rebeca Sánchez Pastor, Director LEDSCONTROL**

Rebeca founded LEDSCONTROL in 2005 to combine technology and creativity, exploring the multiple ways pixel mapping and other light sources can be used to communicate and innovate as a seamless form of art for global and iconic projects.