

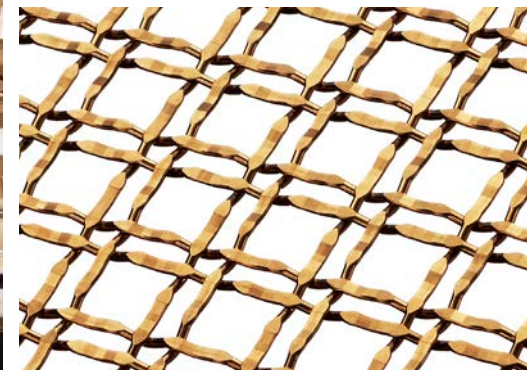


HOB, DALMA MALL

Wall Cladding, Displays, and Door Infill
Abu Dhabi, United Arab Emirates

M22-22

*Shown below in bronze,
standard mill finish*



The design of HOB, a luxury shopping destination for perfumes, accessories and cosmetics in Dalma Mall – one of the largest shopping malls located in Abu Dhabi – called for custom, quality materials that could meet both functional and aesthetic purposes. One such material is Banker Wire's M22-22 mid-fill woven pattern, which was the ideal medium to be used as an interior decorative feature on the back display wall, doors, and perfume stand counters.

H2R Design was tasked with creating a boutique retail space that draws inspiration from the local region through the use of regal colors and upscale architectural details. Each detail was carefully selected to reinforce HOB's vision for the design, which was to exude magnificence, refinement and grandiosity. The design team felt Banker Wire's architectural woven wire mesh was the perfect complement to their design concept and the elegant material selections around it, such as dark oak wood, brassy metallics and stunning marble flooring.

"It is essential to recognize the contextual journey in order to create a soulful and memorable experience," says Hasan and Husain Roomi, H2R Design Founders. "The use of this brass Banker Wire mesh worked so well here, as it resembled modern Mashrabiya patterns, and brought in the sense of arabesque tradition."



BANKER 