



**A P E X      G O L F**



## Dubai: Apex Golf Destiny

Within the world of thematic experiences, the game of Golf is distinguished by its global diffusion as well as by its exclusive character, expanding its limits beyond that of a mere sport, and thus converting it into a true paradigm of life style. Dubai, meanwhile, today constitutes an emblematic model of a universal city, affirmed on the basis of its modernity, monumental splendor and multicultural spirit, which makes it a privileged site for the development of innovative, transcendental projects due to its iconic conception and exclusivity.

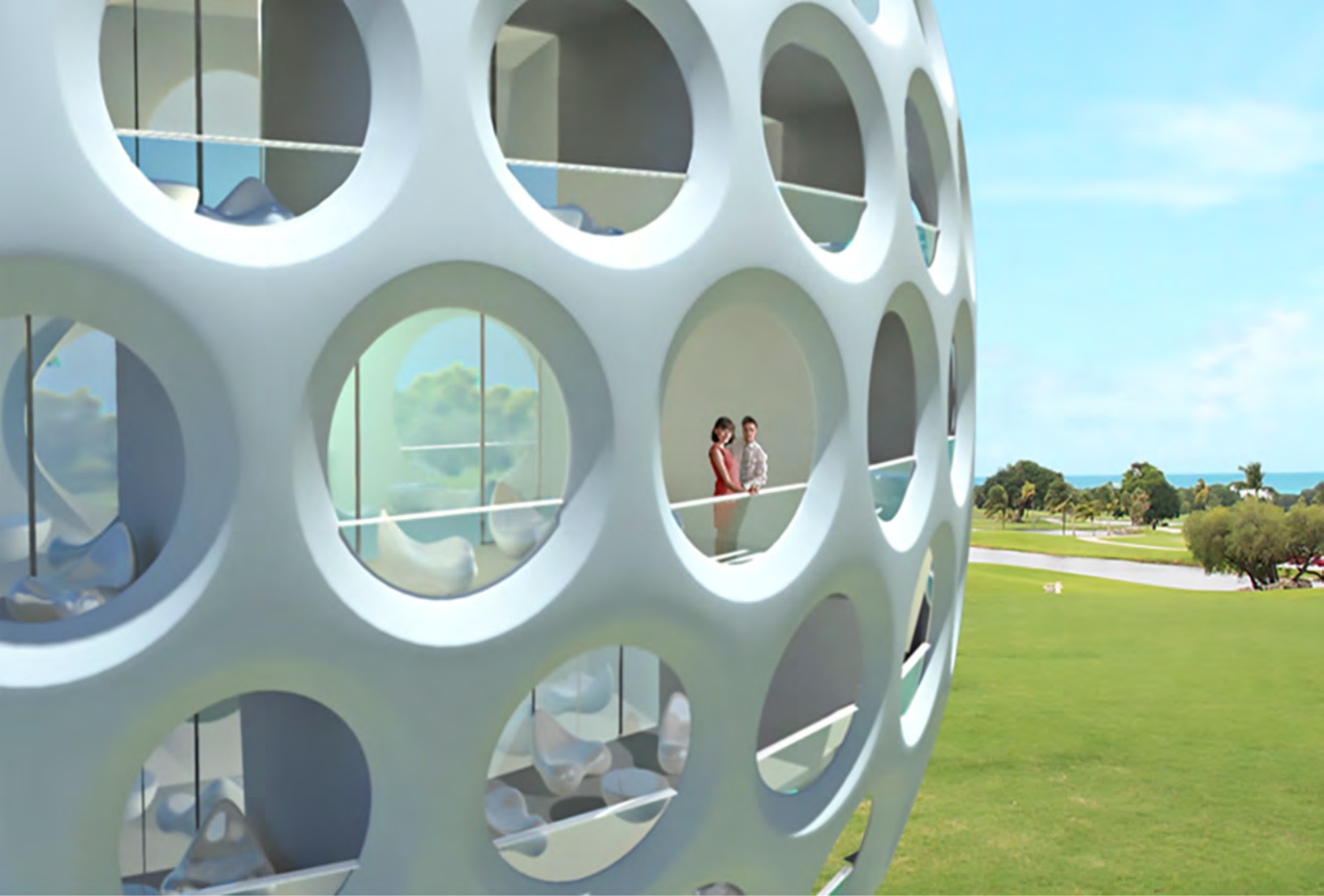


We believe, therefore, that here the perfect conditions exist for the development of the first Apex Golf, consisting in the creation a real space offering experiences which permit you to breathe, feel and transmit the magic of this sport. Its objective is the generation of a tourist center that adds value to the touristic heritage of the country and positions it as a specialized destination in this field. We found in the conjunction of the city's traditional hospitality, its cosmopolitan physiognomy and the enormous cultural heritage of its people, superb foundations upon which to erect a new transcendental landmark of its already rich architectural inheritance, providing a new element of attraction totally focused in this cultural area

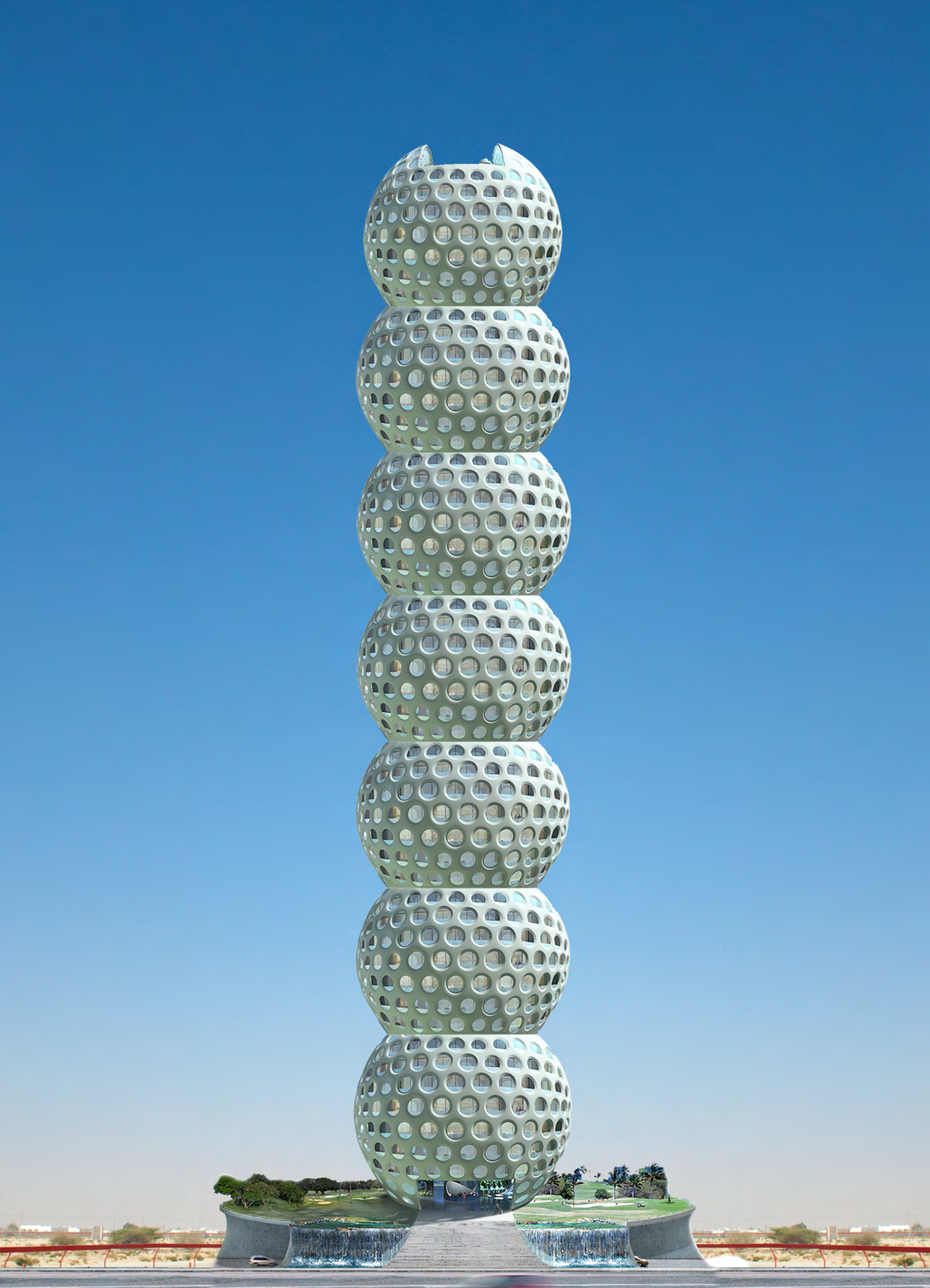


The renderings illustrate the different options possible depending on the allocation of rooms and service areas required for the hotels.



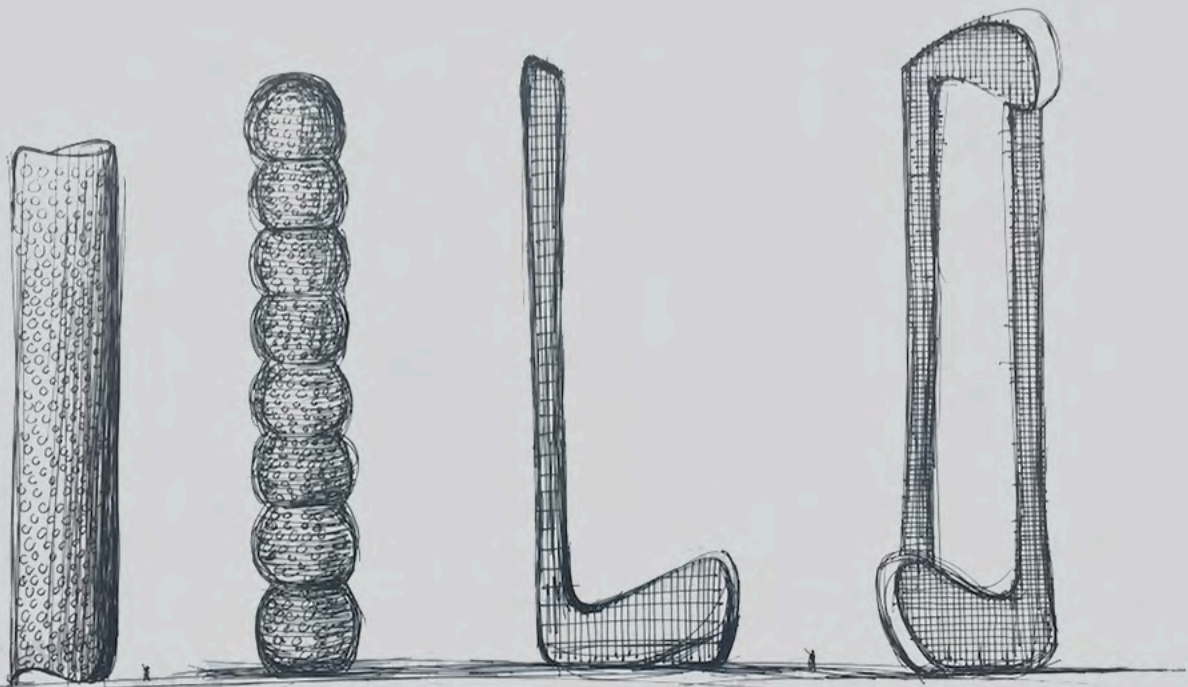


detail of exterior views of main building.





Above: internal structure example of building project.



Above: different schemes of vertical buildings for the complex

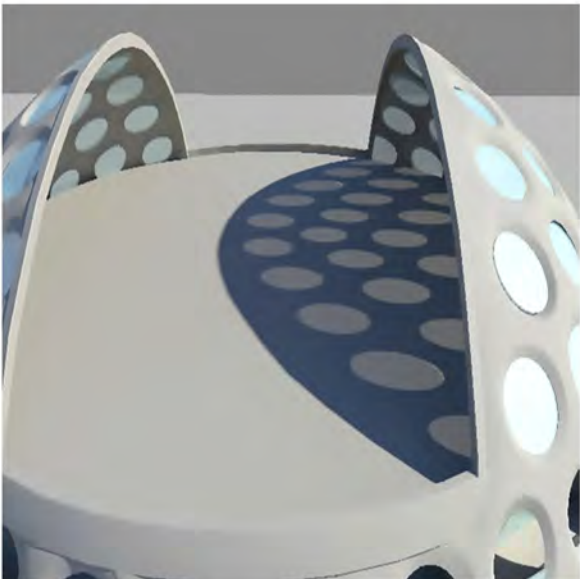


Recreation of tower buildings for the project. The tower on the far left includes seven terraces of variable use, such as entertainment (mini-golf), shops and service areas, in addition to its function as viewpoints.





Top view of the hotel terrace, which provides for the operation of recreational areas such as bars, restaurants, shops and pool, as well as the main viewpoint towards the golf course.





As a result of our analysis of the current offer of comparable projects, relieving specialized media information such as Golf Adviser, Golf Digest, or Top 100 Golf Courses UK, we can verify that there is currently no option available where it is possible to enjoy a true Golf biosphere, where landscape, sport, architecture, gastronomy, entertainment, art and health are organically integrated in a common environment, originating from this thematic base as a life experience, interactive and holistic. A unique, worldwide destination, intended for a demanding audience with respect to comfort, quality of care, and consumption standards. We think of a cultured sporting public who want to share the world with which they identify with families and friends.





The numerous luxury golf courses and clubs that exist in the world today were conceived from a classical approach in which the natural landscape and architectural design are conceptually separated from each other.



The obvious synergy implied in the Dubai proposal as reference in the world of Golf, invites us to think about this project as the cornerstone of the development of a whole range of associated businesses, which will require specific actions of support such as partnerships with outstanding golf personalities, the realization of promotional product events that allows visibility as a destination for excellence and, of course, the incorporation of an international tournament within your calendar of events, which counts with the participation of professional players and prestigious sponsorships. We also consider it to be of strategic importance to have a staff of elite coaches, who can give classes and run golf clinics, both for the economic benefits that could contribute to entrepreneurship in itself, as well as their role within the context of their differential value and contribution to the positioning of the complex with its natural audience.





Our proposal aims at integrating all the component elements of the environment in a single vision, enveloping and totalizing. The obvious synergy implied in the Dubai proposal as reference in the world of Golf, invites us to think about this project as the cornerstone of the development of a whole range of associated businesses, which will require specific actions of support such as partnerships with outstanding golf personalities, the realization of promotional product events that allows visibility as a destination for excellence and, of course, the incorporation of an international tournament within your calendar of events, which counts with the participation of professional players and prestigious sponsorships.



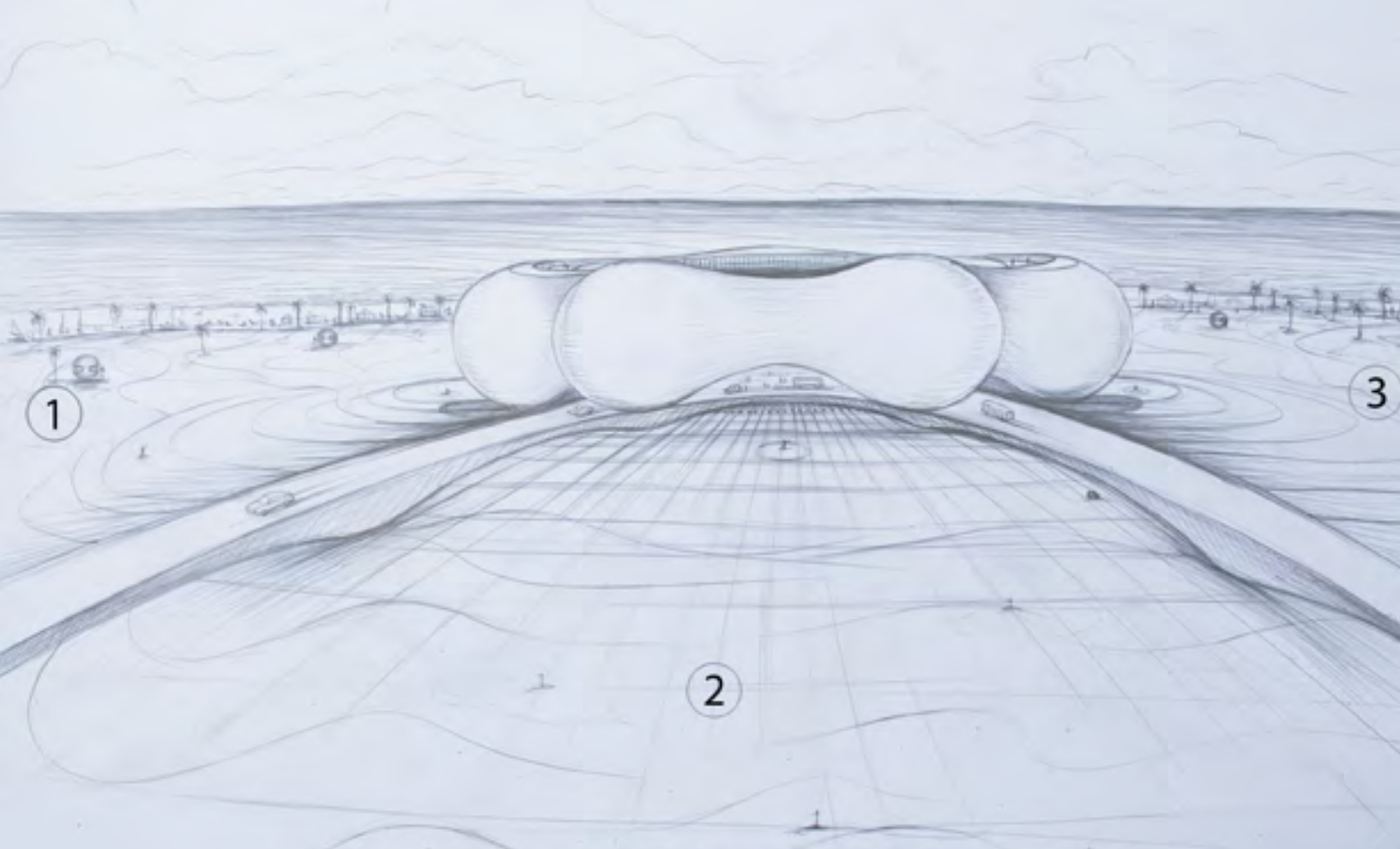
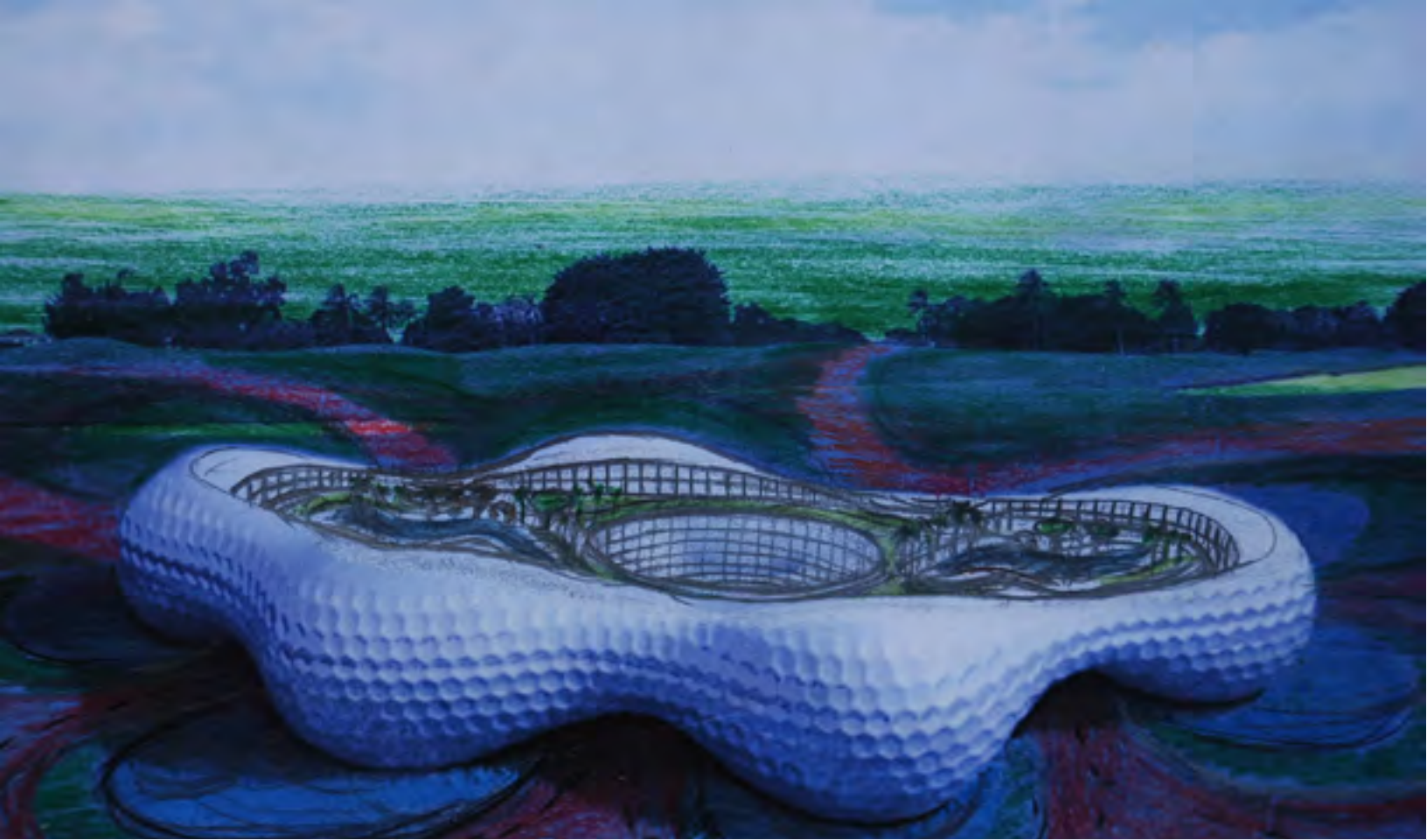
Our specific Golf line offers a vast range of furniture, object and sculptures , an open door to confront relationship between art and sports in an infinite world of creative possibilities ( limited series ,massive production and even unique items) .





The implementation of differential commercial areas, as well as service areas, will involve the enhancement of all lines of design used in the project. The idea is to ensure the profitability of the invested creative capital, by means of, for example, exclusive stores which sell furniture and objects that comprise the decoration of the complex. Within this same process, the construction of a museum is planned, as another differential of the complex, endowed with historical pieces related to Golf, as well as the original pieces that served as a model for the equipment and ornamentation of the complex.

Depending upon its location, the possibility is contemplated of including a port with mooring docks within the infrastructure of the complex, and all the support services for yachts and pleasure boats in general, which will allow access to the complex by sea, in the event that the lands where you are located have a suitable coast for this purpose.

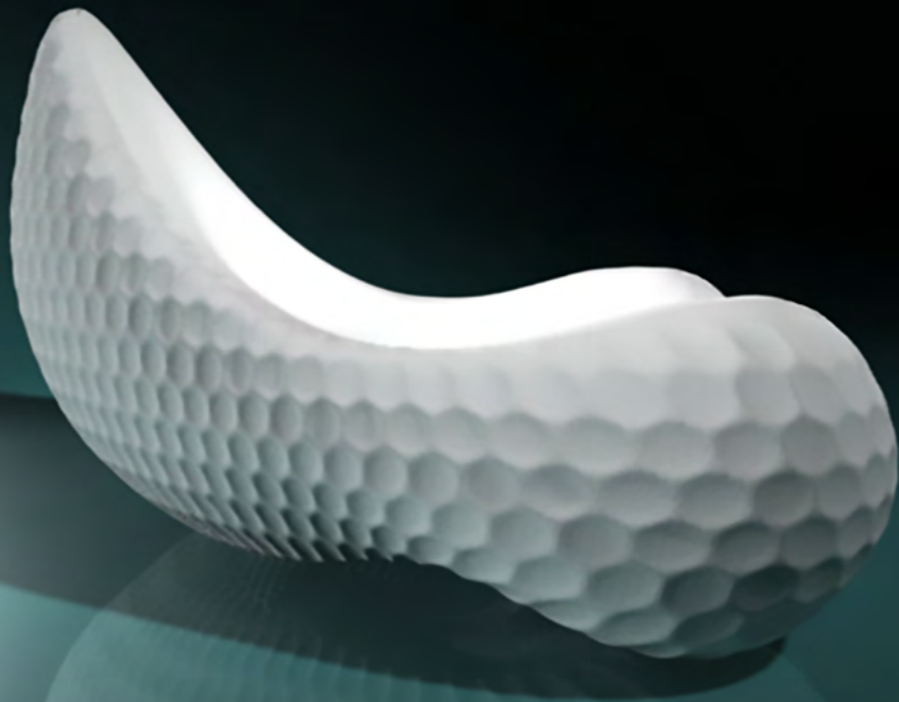
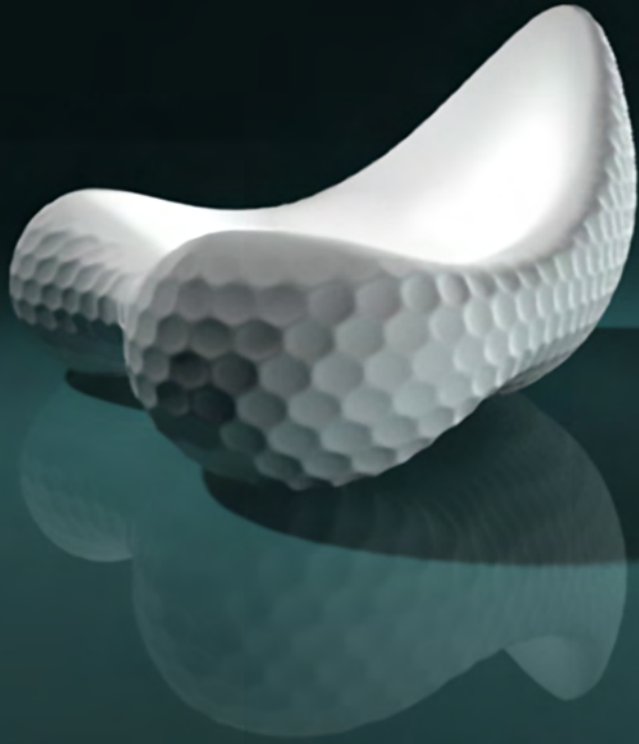


CONCEPTS



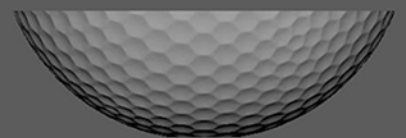
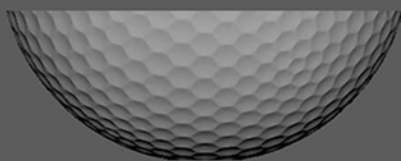
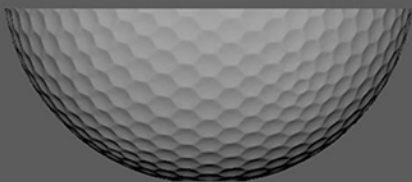
outdoor furniture for golg field and cocach.



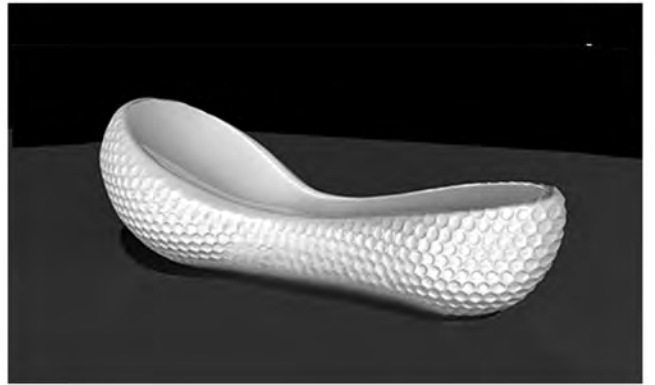
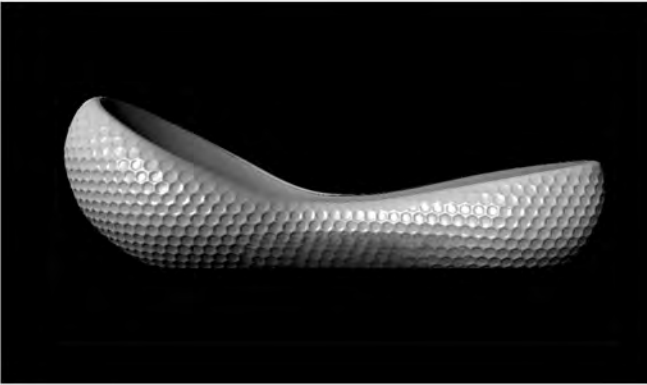




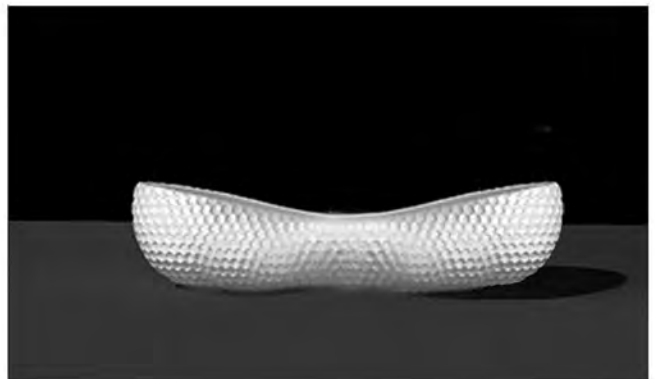
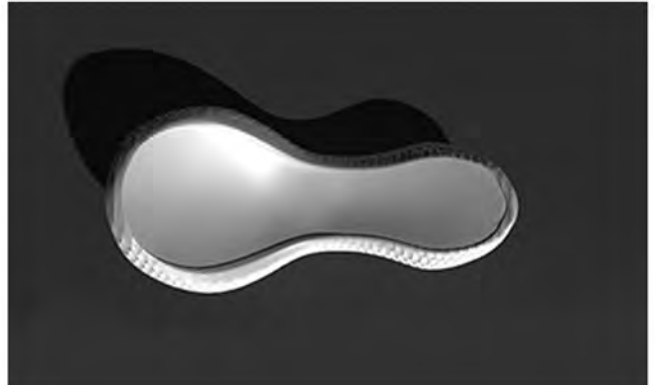
There are different measures for the same design

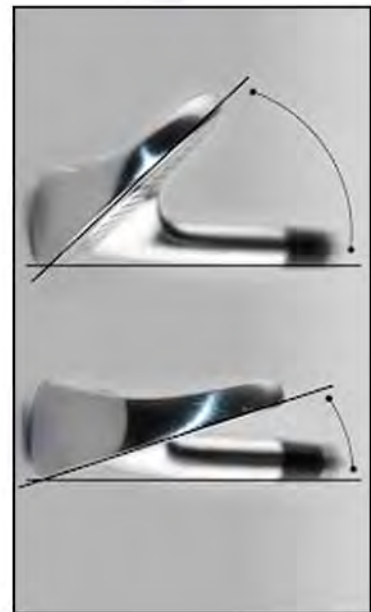
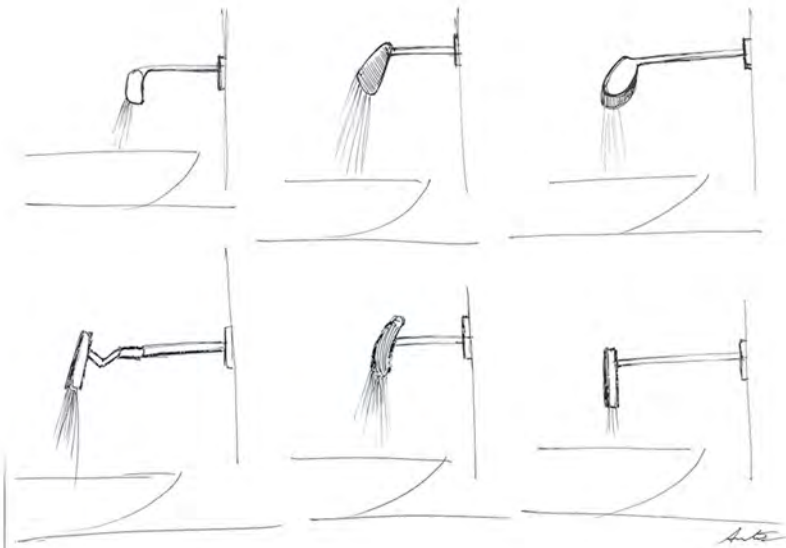
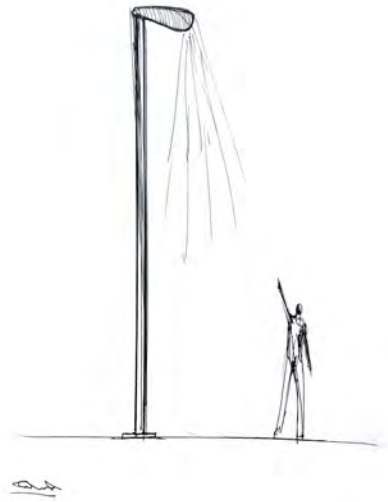
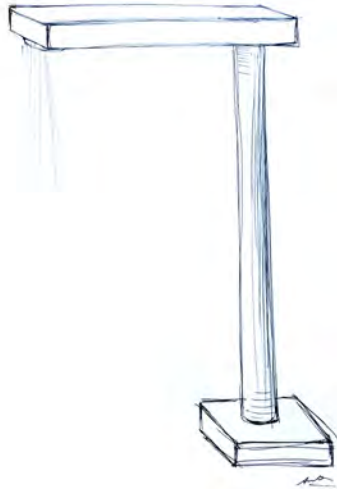
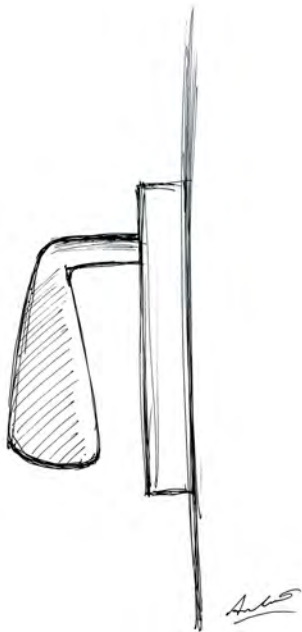




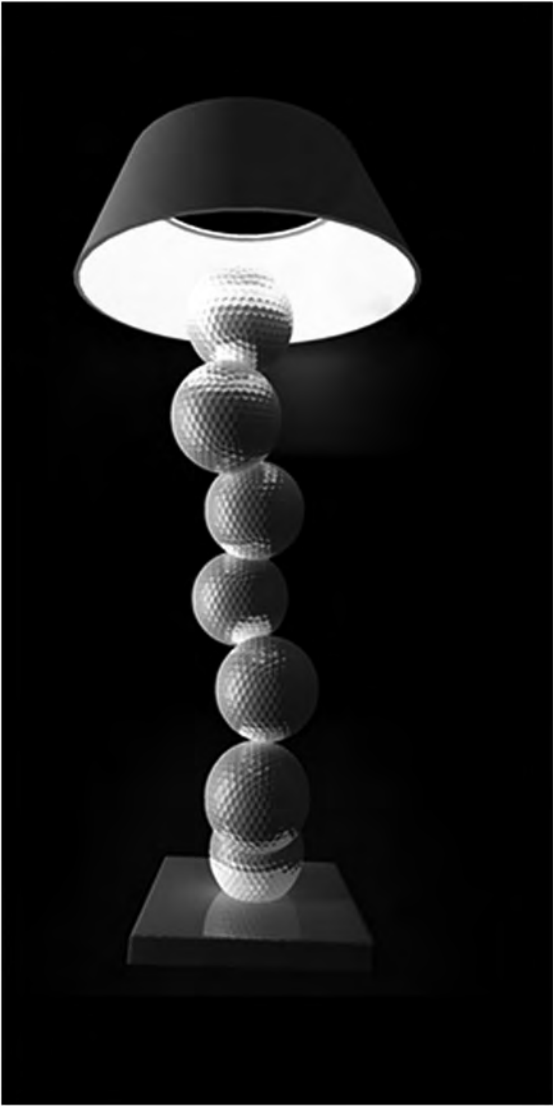


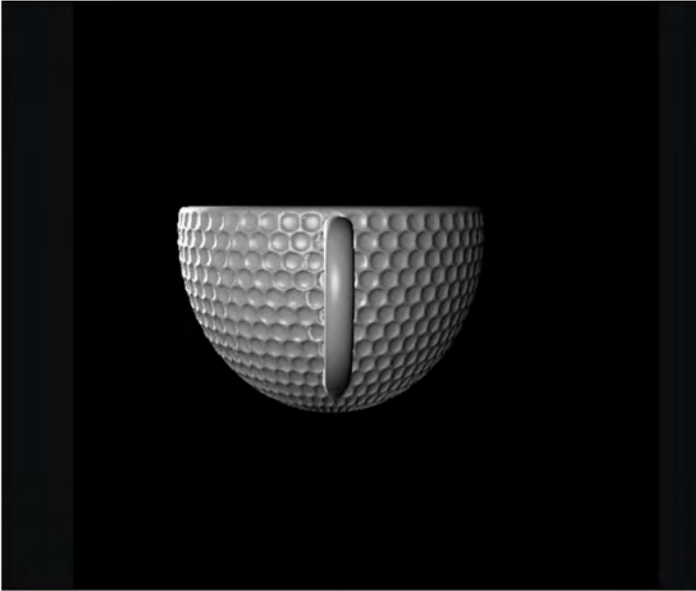
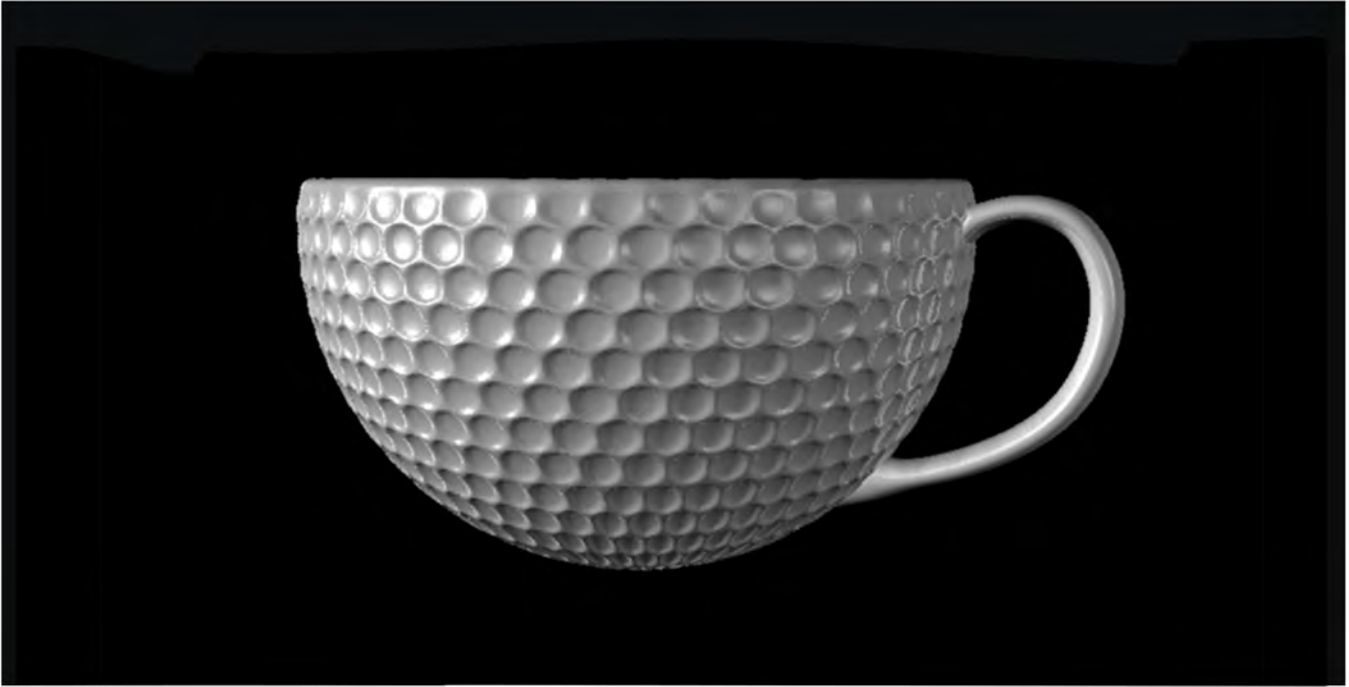
There are different sizes of bathtub with varying dimensions

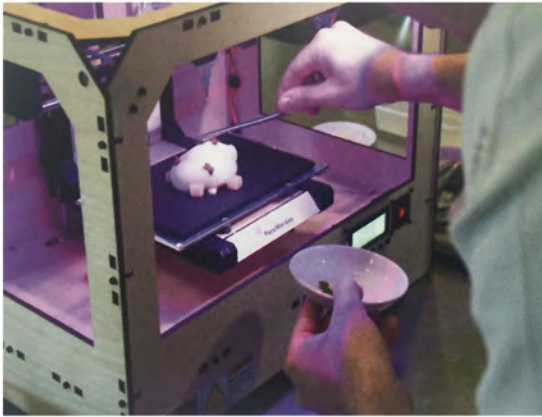




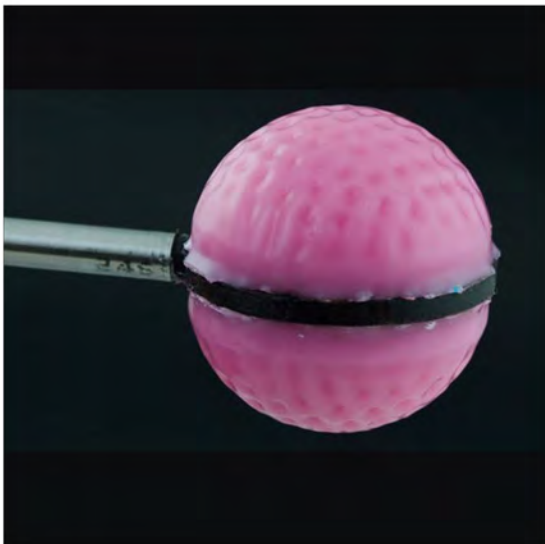








We think that gastronomy can also be part of the range of thematic possibilities.





In addition to the thematic iconography, which will be an art collection in itself, we think of a semantics based on specific golf terminology for the denomination of various common spaces, facilities, means of transport, rooms and other elements integrating the complex. All details must remit and express historical We visualize the project as a model of sustainability and ecological awareness, through the use of techniques, systems and materials compatible with this purpose.





The logo for bathforte design LAB. It features a stylized blue water drop icon to the left of the text. The word 'bathforte' is in a lowercase, sans-serif font, with the 'b' partially overlapping the drop. Below it, 'design LAB' is written in a smaller, uppercase, sans-serif font.



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