

PRESS RELEASE



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Company TerraVerde LLC
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Subject

TerraVerde continues its winning ways.

TerraVerde has once again been lauded, when it was announced as the winner of the **Landscape Residential** category, at the **Middle East and North Africa Interior Design Awards 2014** in Dubai.

Following only a few weeks after its resounding success at the inaugural Dubai International Garden Competition, the TerraVerde team were lost for words. Commenting on their success, Managing Director, Nehme Moujaess said “I always believe in going the extra mile to deliver quality at every stage of our process. Sometimes we have to take difficult decisions but never at the cost of our ability to maintain quality standards that exceed our client’s expectations. This award is a result of our never compromising in our endeavour to deliver an exceptional standard of service, craftsmanship and high quality workmanship”.

Business Development Director Katie Hilal commented; “We are honoured to have received this tremendous accolade from such a prestigious body. It reinforces our decision to expand our services into the interior design world and provides us with a measure of our progress. We believe we have much more to do in terms of establishing our Interior Design credentials but this is a big step forward”.

Houssam Khoury, Sales and Marketing Director, said; “Without doubt, TerraVerde has a new momentum and with the addition of an exceptional Interior Design capability to our award winning Landscaping service offer, we will achieve our aim of becoming a totally unique provider of ‘Inspired Living’ options”.

Commenting on the winning project, Nehme Moujaess explained; “Our client has an Interior Design background, she and her husband, commissioned TerraVerde to design and landscape their personal garden and outdoor spaces. As you would expect from a professional designer, their brief was precise and challenging in terms of style and required functionality. Our primary objective was to establish a modern low maintenance outdoor space for entertainment that not only complemented the exterior architecture of their home also a subtle extension of their modern interior design.

The project took two weeks to design and two months to implement. The result of our labour was significantly beyond our client’s expectations and in her own words “is more than outstanding”.

Working in close collaboration, the design was inspired by our client’s use of black, white and grey throughout their interior design. The hardscaping is centred on black basalt tiles, which are used to pave all the non-planted areas at both the front and rear of the property to stunning effect. Polished



“Absolute black” granite bar and barbecue counter tops in conjunction with “light grey Glitterite” finishes to all the planters provides a visually dramatic contrast to the dark elegant paving.

We incorporated an existing pool into the design by facing it with a spacious wooden deck, which also butts up to a small grass lawn to demarcate the relaxation and entertainment areas of the garden. The attention to detail on this build was critical and we left nothing left to chance. From the selection of the colour and textures of the soft furnishing and awnings, through to the creation of a unique wood burning fire pit in the entertainment area which, we designed with a bespoke cover to double as a casual table for daytime use.

At TerraVerde we prefer to set rather than follow trends. What really sets this scheme apart is our innovative and unique use of fibre optic lights. These are usually used in interior design and water features. However, we decided to embed them in both the face of the barbecue counter and the bench seating within the dining area. Working in close collaboration with a well-known international specialist fibre optic manufacturer, we spent a significant amount of time, at no cost to our client, developing, prototyping and pioneering the first-time out-door use of this technology in this garden. The effect is dramatic and magical, providing a light experience like no other”.

Further, he explained that the planting was “carefully considered to meet the client’s need for a low maintenance and a perennial all year round garden. Palm related species Washingtonias, Cycas Revoluta and Phoenix Robellini were selected for their durability and architectural structure to form visual boundaries and contrast with the dramatic hardscaping and contemporary architecture of the villa. We planted trees with small root balls to avoid potential damage to the building foundations and reduce the use of water, which also influenced the size of the lawn. We also formulated a special soil mix incorporating Zeoplant a water retention additive specifically for the selected plants to conserve as much water as possible. As a result, this garden uses 50% less water than a conventional equivalent.

The structural planting is augmented with “design” planters that allow the client to add seasonal colour to strategic parts of the garden.

Both we and our client are very happy with the result.”

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TerraVerde in brief:

- Multi-award winning landscaping company
- Co-founded in 2004 by Nehme Moujaess
- Highly experienced management team with over 400 fulltime employees
- Offices and operations in Dubai and Abu Dhabi
- Specialised in creation of bespoke landscapes
- Established an exclusive interior design division in 2013



- Core services offered:
 - Landscaping
 - Swimming Pools & Water Features
 - Lighting
 - Construction
 - Interior design

For more information visit www.terraverde.ae or contact katie@terraverde.ae

High-resolution images are available at: <https://www.dropbox.com/l/o20n5Jc04GnWqTe15xWffu>