



ChelseaGREEN

STIMULATING SPACES

CREATIVITY



SUSTAINABILITY





SOCIAL
RESPONSIBILITY



LONGEVITY

TRANSPARENCY



DESIGN
INTEGRITY



WELLBEING

STIMULATING SPACES

Rather than being seen as a furniture dealer or a distributor, our relationships rely on becoming an integrated partner. We supply the perfect products, at wholesale prices, across the commercial office, education, hospitality, and healthcare sectors. Plus, our complimentary after-care service keeps them looking new for years to come.

WHAT WE DO

We create spaces that are aesthetically pleasing, stimulate the senses, and enhance human experience. Our clients care about their people, so we help them show it through stand-out pieces that promote comfort and efficiency in a wellness-focused environment. Depending on the job, we plan, render, supply, manage, deliver, and install, reinforcing our role as an integral part of the client's real estate team.

OUR BRANDS

With our philosophy of zero compromise on quality, we have teamed up with renowned global brands leading the way in aesthetics, ergonomics, and sustainability. This puts us in a unique position to offer the best of both worlds – quality products coupled with purposeful solutions built around them.

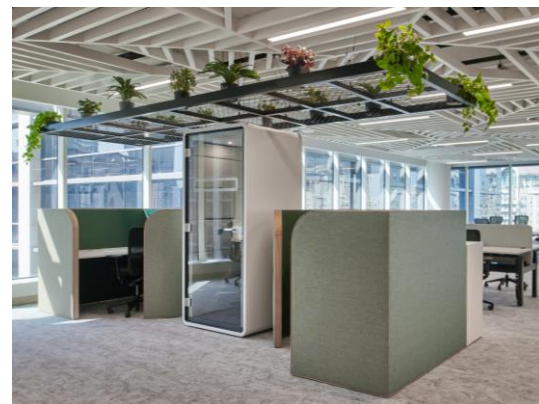
PWC



We started working with the client in 2019 on this Dubai project, where we purchased, delivered, and installed all furniture on every floor. We're proud to still be their furniture and service provider for various offices throughout the Middle East today.

The designers Say Studio selected all items from European or US manufacturers, maintaining an average eight-year warranty period.

Through a careful and rigorous tender process, the overall ex-works furniture costs were greatly reduced. Using consolidation collection points and group shipping, along with a single installation team and logistics partner allowed further savings.



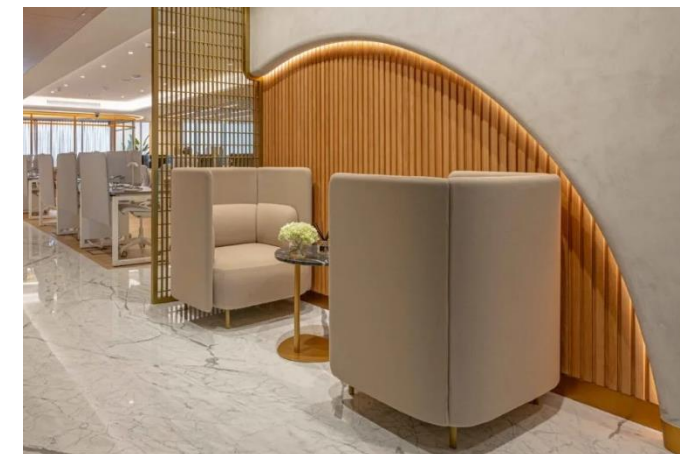
Finally, by operating on a small percentage of the overall furniture spend, back-to-back transparent transfers and duty payments, the client saved around 44% of the original furniture budget.

KNOWLEDGE ACADEMY

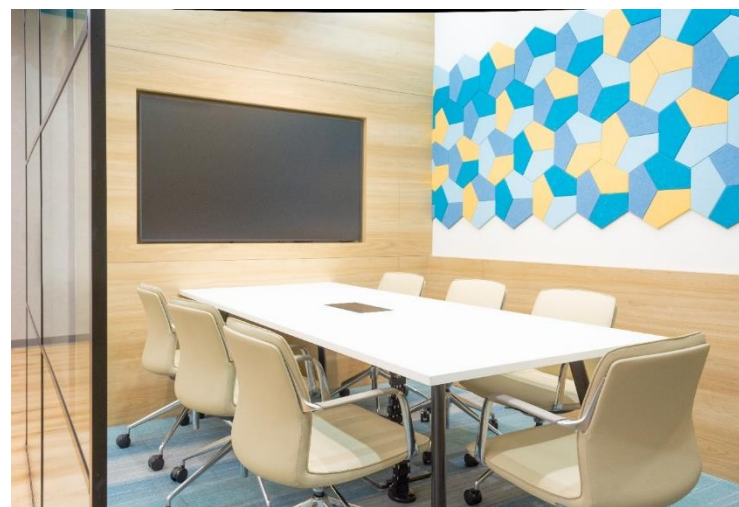
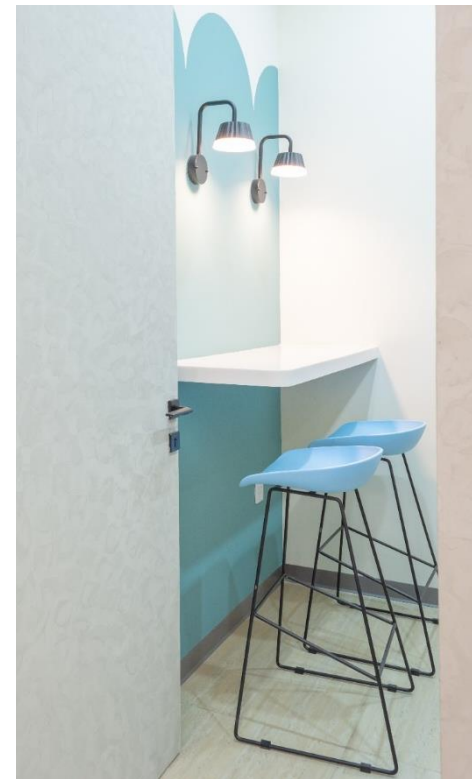
Collaborating with award-winning design firm TwentyOne06 and Havelock One embarked on a journey to transform The Knowledge Academy's workspace into a residential haven.

The challenge lay in crafting a space that seamlessly blends residential comfort with commercial efficiency. The aim was to create an environment where employees feel at home while maintaining a professional and organised environment.

Central to the design philosophy was the creation of focal points that infuse comfort and functionality. The communal seating area, adorned with circular wooden drafters and soft pink upholstery, serves as a centerpiece that promotes collaboration. Similarly, the meeting room partitioned with matte brass-framed glass, offers space for innovative conversations in a relaxing atmosphere, with carefully considered flooring to enhance acoustics.



DNI - DUBAI NATIONAL INSURANCE



We recently completed work on the new Dubai National Insurance (DNI) office in Abu Dhabi, located in United Square Mall, one of the most prestigious developments in Khalidiya. As per the brief, we ensured that our design was consistent with the look and feel of the Dubai branch, incorporating DNI's clean and fresh brand colours throughout.

Testament to the company's commitment to customer experience, we focused on creating a welcoming atmosphere using cool concrete-look textures combined with warm wood textures for the flooring and joinery elements. The space was optimised by creating a central reception area strategically surrounded by the back-office areas. Opposite the entrance, the meeting room stands out as a focal point of the space, integrating an acoustic wall that enhances aesthetics and sound control.

NISSAN MIDDLE EAST

We are the approved supplier of all furniture and fixtures for Nissan car dealerships throughout the GCC. To date, we have handled over two dozen installations in the UAE, Saudi Arabia, Bahrain, Kuwait, and Qatar.

It was important for Nissan to appoint a single point of contact across their regional dealerships to streamline the supply chain and enhance their business resilience.

As part of the collaboration, we work closely with the project management team at Turner & Townsend to ensure the brand's visual identity is maintained under the direction of the Nissan corporate office. After recommending suitable designs and having those approved, the chosen furniture products are then manufactured locally.



INFINITI MIDDLE EAST



Known for its pioneering technology and luxurious vehicles, we worked with Infiniti's Dubai-based team for around eight months who then coordinated with the Infiniti global team based in Japan, before our selection was confirmed in April 2023.

This wide-reaching MENA agreement came about largely due to the successful partnership between ChelseaGREEN and Nissan, which highlighted our strong track record and innovative approach to local sourcing and manufacturing.

Much like Nissan, Infiniti wanted to use one local supplier for each major region. This has financial benefits, but it is primarily part of their sustainability commitment. It enables the brand to use products that are locally sourced and locally manufactured and minimise their carbon footprint.



TOUCH TENNIS



The world's first indoor touch tennis club located in Al Quoz is a dynamic spot for all ages to have fun. With six courts, a café, children's party area, and a shop, this fresh urban space is full of energy at every turn.

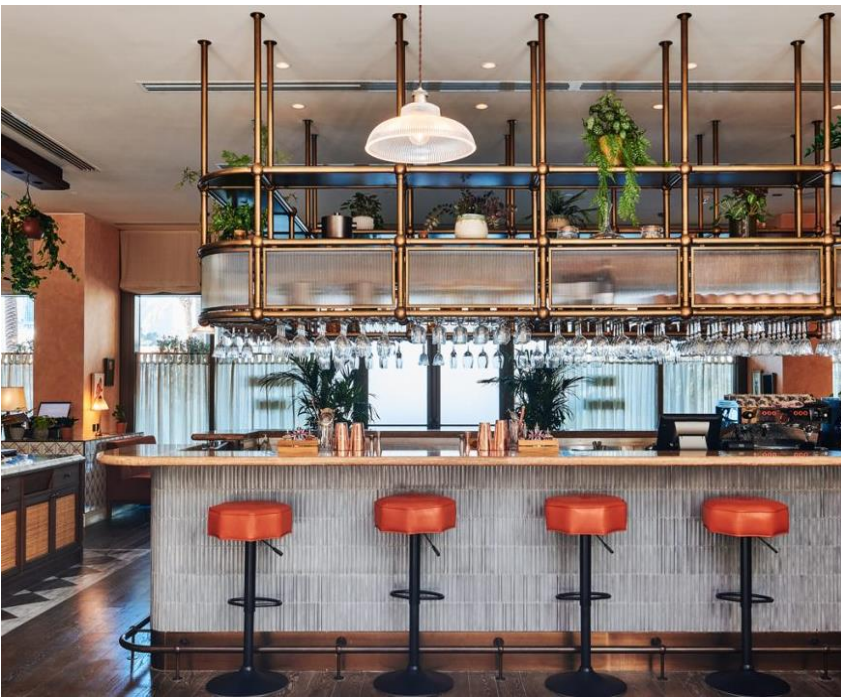
We provided furniture for every area in the space, including designing and sourcing the umpire chairs. Whether you're a player or a spectator, the experience is second to none.



TANDOOR TINA

Located at the iconic 25hours Hotel, One Central, Dubai World Trade Centre.

Much like the food itself, this project brought together a colourful mixture of skills and talents. In collaboration with our joinery partners and the UK based design firm, Ennismore, we supplied, manufactured and installed all loose furniture for the bar, open restaurant and private dining areas. The result is an exotic design mix of, textures and materials that are a feast for the eyes.



SITECORE



Sitecore's Middle East Head Office is located at the Dubai Internet City Innovation Hub. Working with JPA Design, we utilized products from multiple international manufacturers, including HNI and Humanscale. Several bespoke products were also designed and manufactured in collaboration with our local partners.

As a result, a vibrant and dynamic aesthetic was achieved, reflecting Sitecore's identity as the digital experience leader who creates human connections in a digital world.

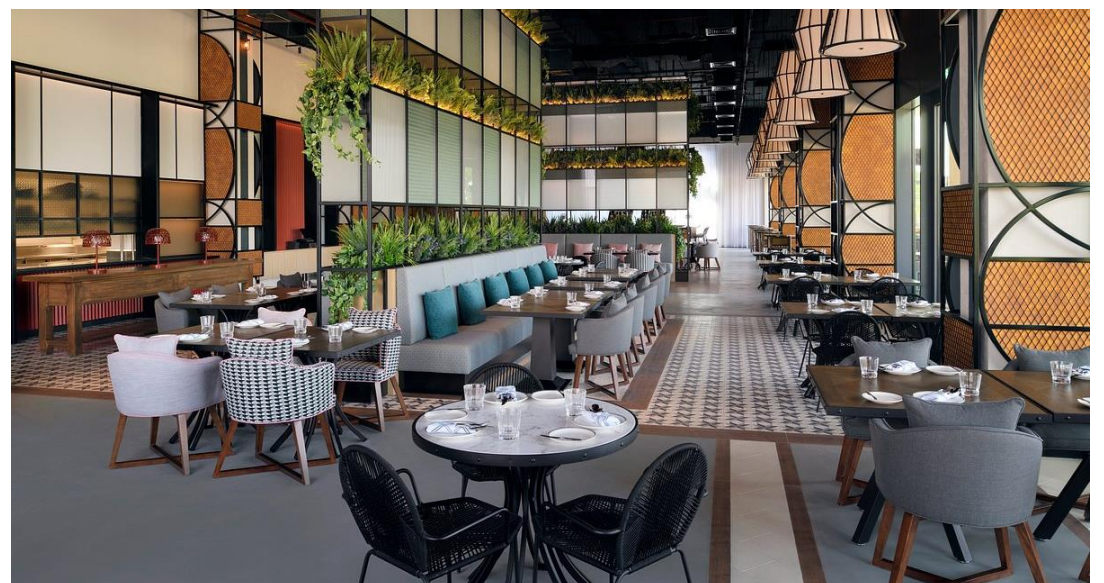


MÖVENPICK RESORT AL MARJAN ISLAND



We supplied all furniture products across the communal areas at the 5-star Mövenpick Resort Al Marjan Island. Our scope included each of the restaurants with their own unique atmosphere being brought to life indoors and out, the reception and welcome area, kids' play area, plus several meeting rooms and conference spaces.

The project also required us to overcome unexpected obstacles on-site, underscoring our role as a trusted partner and demonstrating our ability to go above and beyond.



The Senator Group



normann
C O P E N H A G E N



 **Forma 5**



Humanscale®



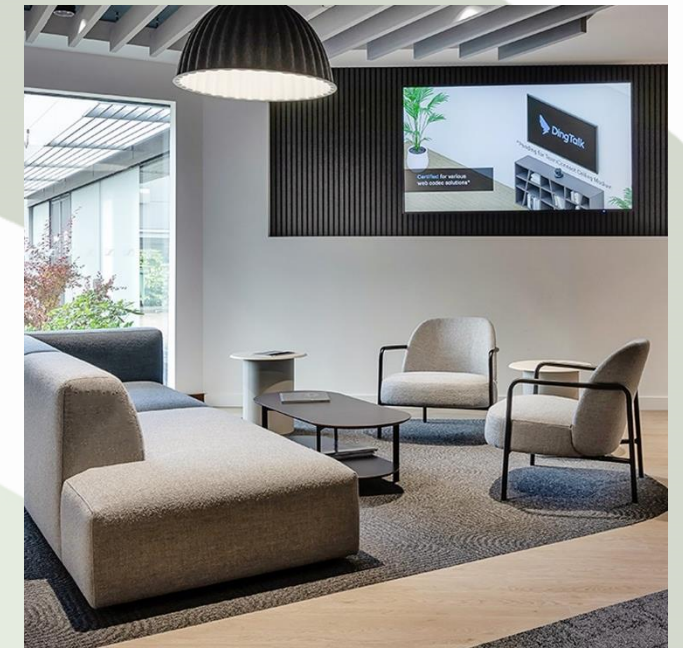
HOWE



JDD Joint Design Direction



B&T



aircharge®

connection

boss
design

LameX

HAWORTH

mikomax
smart office.

Rahmqvist

NES
BÜROTECHNIK
Connecting Workplaces

øelectrics
always innovating

PEDRALI®



Auditoria Services
design • manufacture • install

PROJECT SERVICE LEVEL AGREEMENT

At ChelseaGREEN, we partner with our clients, share our experience, and provide furniture for stimulating, people-centred workspaces. We believe in providing end-to-end solutions to our clients, which ensures design symmetry and business convenience.

We are providing a full and complete service from point of order to installed goods. We will assess the readiness of the structure in line with our shipping time expectations to best estimate the delivery date to site and time the project delivery accordingly.

Once installation is complete, we shall visit every user and train them on the best posture and working practices to maximize their comfort at work. This is done during working hours by our in-house ergonomic specialists.

We commit to our clients that we shall visit the completed project a minimum of once every 6 months at no charge to the customer to audit the furniture installed. The team will do this after office hours or at the client's convenience. For damage and wear-and-tear. We will carry out any preventative maintenance needed to maintain the perfect working order of all items.

We will also use this opportunity to re-educate the staff on the correct posture and methods for utilizing the products supplied as a health tool. This activity will be free of charge for 3 years from date of installation.

Wherever a warranty issue or defect is present, and if the product is within the warranty period, ChelseaGREEN will work with the manufacturer to provide replacement products or parts as soon as possible at no charge to the client.

Our ongoing mission is to maintain great relationships and share our passion for health & wellbeing of our clients.



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