



40NORTH  
Landscape Architects & Planners



## Company Profile

Q4 2012

Who We Are  
What We Do  
Selected Projects  
Contact

[www.40northdesign.com](http://www.40northdesign.com)



## We Create the Unexpected.

40NORTH is a full service landscape architecture and planning practice that specializes in designing outdoor environments for a variety of clients around the world. Our project types are diverse: Resort and hospitality environments, high-end residential properties, urban design, corporate headquarters, farms, restaurants, and private islands, to mention a few.

We believe that each project should be functional, innovative, and also appropriate to the surrounding environment. Our goal is to produce creative, responsible, and one-of-a-kind environments for every client, every time. The services we provide at 40NORTH range from conceptual planning and visioning, to design development and construction documents, as well as site administration and coordination for the outdoor environments we design.

*(Cover / Previous page Photo Credit: One&Only Branding, London UK)*



As a landscape architect I am inspired by rural landscapes such as this town in Gentry County, Missouri (USA) founded by optimistic German farmers in the late 19th century.

## We're Pioneers. Not Settlers.

At 40NORTH we place an emphasis on creating environments that evolve and improve with time. In addition to the need for instant landscape solutions for projects that are revenue driven, our appreciation of history enables us to consider long-term effects of the environment and climate on the landscape from a larger or longer lens perspective.

We refuse to be boxed-in and to classify ourselves as a company that does this-or-that. We work hard to define our role and our scope of work in each project, and this determination is a quality that sets us apart from our competitors and peers. When combined with our creativity and participation in a highly-collaborative design process, the results are typically exceptional.





## We Work Anywhere.

40NORTH has extensive experience in both large and small hospitality environments, from large regional master planning and site engineering projects, to the detailed design of the most intricately detailed aspect of each of these projects. We have extensive experience working on projects in 20 countries on 5 continents, and most of our projects are with repeat clients who engage us as they are planning their next big thing.

For us it starts with drawing and the photos we take, having conversations and listening to everyone involved: The client, the design team we exchange ideas with, and contractors - just to name a few. We utilize technology as a problem solving tool and to communicate with others around the world every day: trading ideas, drawings, information, and knowledge.

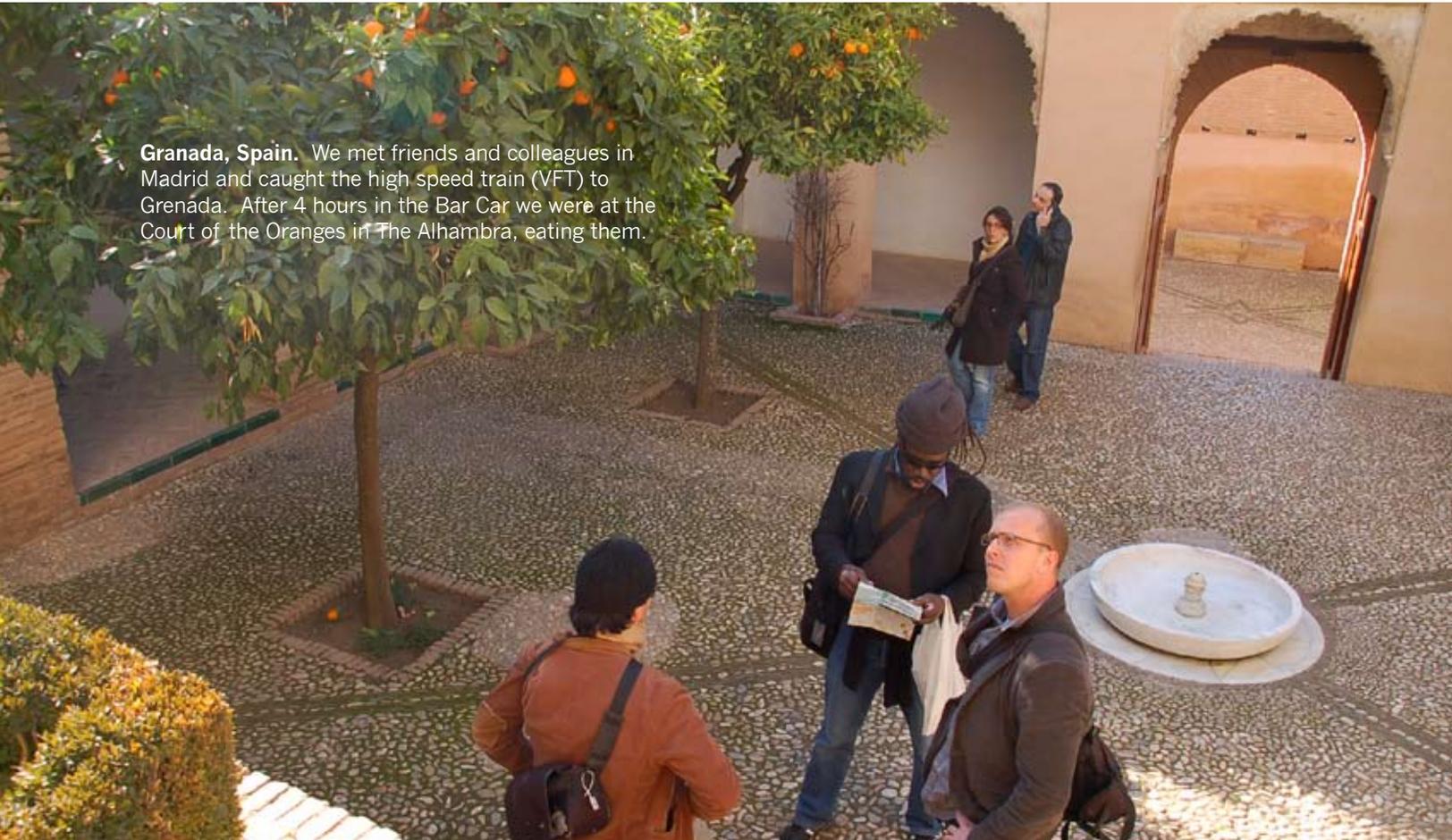
This diverse skill-set helps us to understand the changing world around us, and to make each project a one-of-a-kind experience. We concentrate on getting it right as well as getting it completed, and this is one of the primary reasons that 40NORTH continues to have success in this fluid development market.



## Our Headquarters.

Our US headquarters is located on a 35 acre farm north of the metro Kansas City Area, and 10 minutes from a major international airport (MCI). We designed the 75 m2 office space above an existing block machine shed on the farm. We used the recycled ceiling joists for a chicken coop, had century old cypress beams milled for the floor, used energy efficient windows and doors, soy insulation, collect rainwater, and walk to 100 feet to work every morning when not traveling for work. Despite experiencing the worst drought in 75 years (1935), The company garden produced over 1500 pounds of heirloom tomatoes this year. We work the land, and are more intimately connected to it as a result.

In today's business climate with the right technology, bandwidth, experience, and attitude: You can work from anywhere on anything.



**Granada, Spain.** We met friends and colleagues in Madrid and caught the high speed train (VFT) to Grenada. After 4 hours in the Bar Car we were at the Court of the Oranges in The Alhambra, eating them.

## We Work With Creative People.

The collaboration with the entire design team is one of the most challenging and rewarding aspects of each project. This creative process is a combination of different experiences, attitudes, and talents; and in the end the project is always better for the differing points of view. In addition, we often are working on projects in developing countries or economies, and our experience allows us to consider and adapt to these cultural and logistical challenges on every project.

Everything changes, a fact now more than ever. Information and ideas are being exchanged worldwide at an increasing exponential rate, seemingly in accordance with Moore's Law (1968). People are working from remote locations on projects around the world, so the time spent together collaborating and working together to solve design problems is critical.

Working with other talented people creates a dynamic design process that brings out the best in projects and the people involved, which is what we bring to the table on every project.



## Who We Support.

Traditionally, most of our work is on projects in foreign countries rather than the US, and that requires travel by air for almost every project we work on. 40NORTH has tried to become a carbon neutral company from year one. We have purchased carbon credits, planted hardwood saplings by the hundreds on the farm, and we recycle everything we can. We could do more, we all can.

We have donated our time and money towards local NGO entities in the regions we work. In the past we have also donated to reStart, the Upper Egypt Fund, OxFam, and Native Energy. We clean up miles and miles of rural Missouri highway each year. These modest contributions of time and money are the very least that we can do as a professional practice, and we make them an integral part of our overall business plan.



## The Design Process.

We're not mathematicians. We're landscape architects. To us this is not a 9 to 5 job, it's what we spend our days and nights talking about and working on. We refine our craft by observing and experiencing the world around us. We incorporate these experiences into every project we undertake, and we believe that the result is that each project has a unique character or signature. The resulting project has a formula or pattern that evolves as the project moves forward. It could for example be expressed as simply as this:

$$\frac{\text{Inspiration [Ins]} \times \text{Effort [Ef]}}{\text{The Design Team [Dt]}} = \text{The Project [Pr]}$$

Some are this simple. Most are fortunately much more complicated. This formula is not something that is written down or copied like a recipe. It's an alloy of thoughts, ideas, conversations, and a thousand other unconscious processes we may not even be aware of. We do our part to ensure that these factors work together - from the sketchbook to the punchlist - during the design process of each project we undertake at 40NORTH.



## We Still Draw When We Can.

Man has been drawing with his hands for more than 50,000 years. Though we use the latest software to communicate with other consultants and contractors in the design process, we still used drawing as a problem solving tool. In an increasingly digital age, we find it important and critical to combine traditional methods of thinking and problem solving with the current communication and documentation tools available to designers. Drawing gives ideas context and subtlety, and we work to foster this approach in our design process.

We use programs such as SketchUp and AutoCAD in the documentation process in conjunction with design sketches, plans, sections, and illustrations. The result is a thorough vetting of design ideas, and an incorporation of abstracted local or traditional materials, textures, patterns, color, or subtle cultural milieu into the project.



[conV + Mhd]

**This man is a farmer in rural Luxor, Egypt.** At dawn each morning I'd walk the streets on the edge of town where the hotel was. This morning I approached a farmer who we spent 2 hours with, learning about how crops are flood irrigated from the Nile River, 125 GPM by gravity flow alone to his cane field more than 200 meters from the bank of the river .

The client The projects we've worked on **The conversations we have** Geographical location  
 The places we've been The regional vernacular The places we want to go Design schedule  
 The people we used to work with The guest experience The stories we've heard The design  
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 Who or what inspires us Pattern and texture The scale of the project The people that we work  
 for now The view from the office window The "war on terror" Our favorite football club



## [Tr + eM]

This is Izmir, Turkey. Right now it's a total dump, but look out, it could be the next big thing in 10 years time. We spent weeks in Southwest Turkey visiting different nurseries and soaking up the local culture. We ate grilled fish and fresh bread for 7 days straight - watch out for the Raki and water.

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# [PiD+Co]

As governments evolve, it often spurs development and opens up new opportunities in once-restricted tracts of highly developable properties in these once isolated regions. We have worked with Clients to ensure the proper conservation of these properties, while at the same time providing master plans for future or immediate acute development.



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## [Gr + CW]

Once a booming and expanding economy, the high plains of western Kansas has been in decline for more than 60 years. Kansas is increasingly becoming known as an energy hub for the US, providing both oil and wind power to the National Power Grid. This is bringing both jobs and development opportunities to cities like WaKeeney KS.

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## [Ge + CW + C]

**This is what pollution looks like.** In Cairo, Egypt, an ancient city with an infrastructure built for 10M people, there are more than 22M people in Cairo. It serves as the cultural center of the Middle East. We have experience working in cities like Cairo and others, cities which require the design team to adapt to the environment and work with locals who have first hand knowledge of materials and resources.

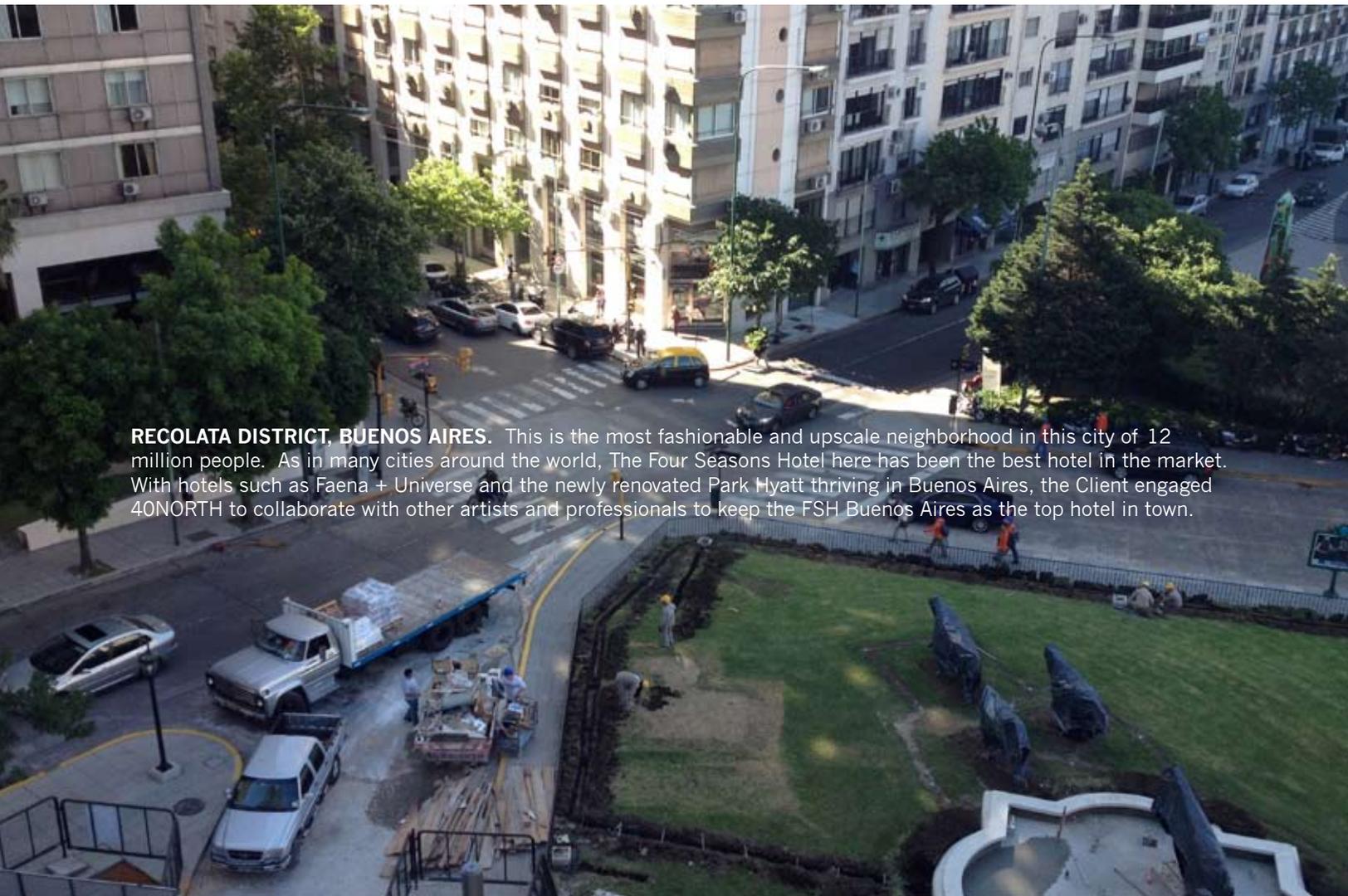
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## [Mj + DXB + Rm3]

**7:04 a.m. Palm Jumeirah.** We have been lucky enough to work on projects all over the world, and we have experience working with contractors, builders, and artisans in first world economies and developing countries alike. Sometimes the places we work is both, like Dubai.

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**RECOLATA DISTRICT, BUENOS AIRES.** This is the most fashionable and upscale neighborhood in this city of 12 million people. As in many cities around the world, The Four Seasons Hotel here has been the best hotel in the market. With hotels such as Faena + Universe and the newly renovated Park Hyatt thriving in Buenos Aires, the Client engaged 40NORTH to collaborate with other artists and professionals to keep the FSH Buenos Aires as the top hotel in town.

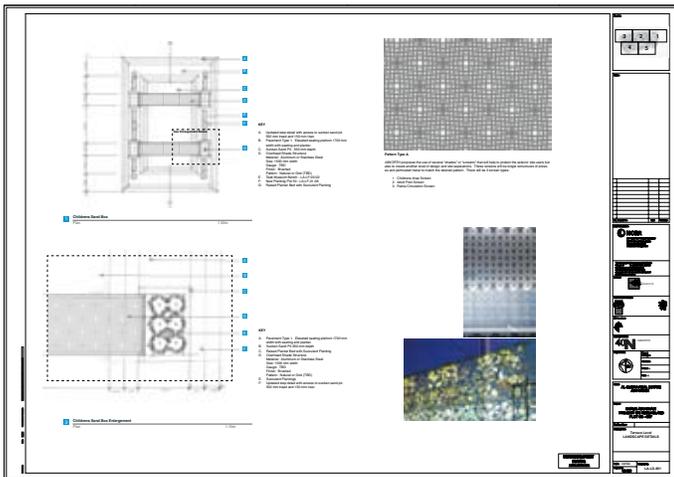
## The Year in Review (2012)

40NORTH has had a memorable 2012. The development markets worldwide are slowly showing signs of improvement and progress as 2013 begins. Currently the company is involved with five (5) projects under construction, and several hospitality projects on the boards. This year we have been involved in significant projects in North America, the Middle East, Africa, as well as a project in South America, a new market and a new opportunity for the company.

Throughout the past year has collaborated with consultants on three continents to design a \$35M USD refurbishment of the Four Seasons Buenos Aires, Argentina. Phase one of the project opened in November 2012, with a subsequent phase to follow in the Spring of 2013. This is the first Four Seasons Hotel property that 40NORTH has been involved with, and we have been working hard this year to ensure that it's not our last FSH experience.



(Photo Credit: NORR International Consultants)



### ABU SHADES DEVELOPMENT

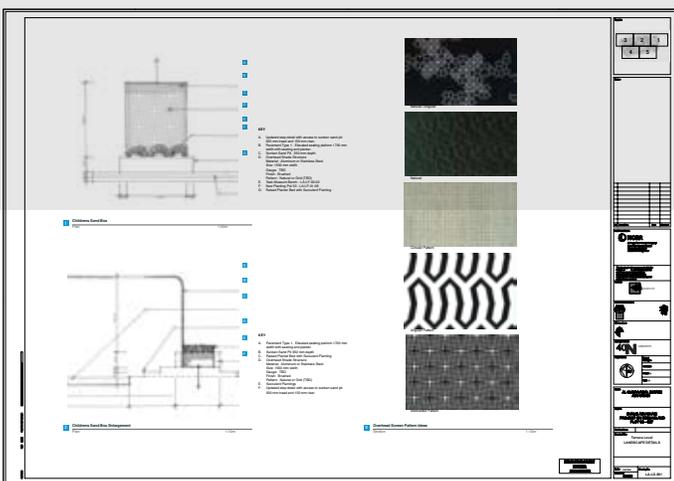
Location: Abu Dhabi, United Arab Emirates (UAE)  
 Scale: 2 Acres  
 Client: Al Qudra Development  
 Design Team: NORR + 40NORTH  
 Construction Cost: Confidential  
 Scope: Full Services

This project is a 35 story residential tower on Reem Island along the Arabian Sea coast of the Emirate of Abu Dhabi. The 5 tower skyscraper has an amenity deck for the residents of the tower which consists of five (5) luxury resort swimming pools and a large open public space on Level 8.

An addition to the residential component of the project, the lower floors contain parking for the residents and high end luxury retail shopping in the Shams district of Abu Dhabi.

The project is currently in the design development stage and construction should continue through 2012. 40NORTH is working with architects NORR on the project, and is providing full design services for the project.

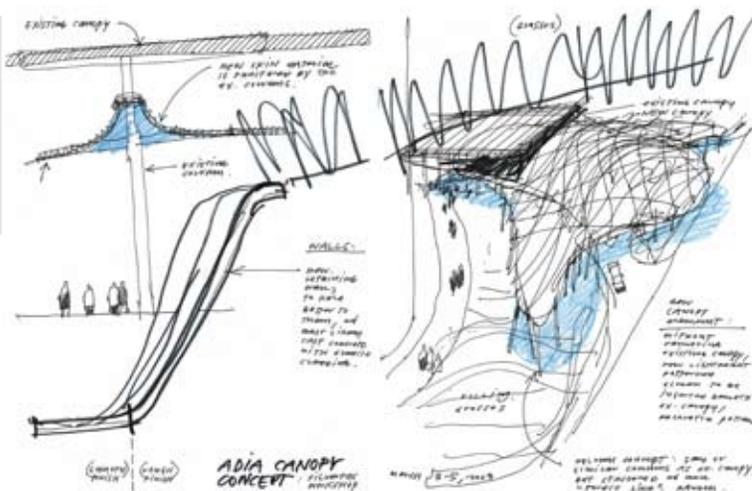
[www.alqudraholding.ae](http://www.alqudraholding.ae)





40NORTH is worked with KPF of London and Silverfox Studios of Singapore to create a signature corporate headquarters for ADIA, a style which combines **hospitality and business** for both employees and visitors to the world's largest sovereign wealth fund.

(Photo Credit: Flickr.com)



### ABU DHABI INVESTMENT AUTHORITY (ADIA)

Location: Abu Dhabi, United Arab Emirates (UAE)  
 Scale: 2 Acres  
 Client: Abu Dhabi Investment Authority (ADIA)  
 Design Team: KPF + UAP + 40NORTH  
 Construction Cost: Confidential  
 Scope: Full Services

This important project in the Emirate of Abu Dhabi involves a collaboration with the London office of KPF to redesign and rebrand the outdoor environment for the headquarters for the Abu Dhabi Investment Authority (ADIA), the world's largest sovereign wealth fund.

40NORTH was involved in the redesign of all exterior site work and site elements for the headquarters along the Corniche in Abu Dhabi, including a rooftop pool and amenity area for Executives and guests to ADIA.

40NORTH provided conceptual design through design development drawings for the project.

[www.adia.ae](http://www.adia.ae)



As part of 40NORTH's commitment to our refining our craft, we jumped into local bar scene in 2011. It was a great experience and was successful for a variety of unexpected reasons.

LIVE MUSIC:

# Outlaw Jim and the Whiskey Benders

\*\*\*\*\*

**FRI JANUARY 27TH - 9PM**  
**DRINK SPECIALS: \$2 LONGNECKS & \$3 WELLS**

*The*  
**BUNK  
 HOUSE**

17965 HIGHWAY 45 N      WESTON, MISSOURI 64098      (816) 640-0000

### THE BUNKHOUSE

Location:	Weston, Missouri (USA)
Scale:	2 acre property / 2,000 s.f.
Client:	Katie Galloway and Rachel Jackson
Design Team:	40NORTH + Ownership
Construction Cost:	\$50,000
Scope:	Design / Branding / Development / Operation

This project was one of the most challenging, time-consuming, pride-swallowing, and professionally rewarding experiences imaginable.

Katie Galloway and Rachel Jackson approached us in May 2011, and 45 days later on July 1 were handed the keys to a complete disaster of a 2,000 square foot space. The business re-opened only 29 days later on July 30, 2012. Included in the construction was a 400 square foot kitchen, 2 WC, storage areas, built-in seating banquettes, and outdoor seating areas. The most prominent component of the project was the planning and construction of the 30 ft long bar made from 11 gauge plate steel.

John Galloway from 40NORTH worked with local laborers and ownership on the design and construction of the entire project, including Brand Development / graphic design / Corporate ID material, as well as marketing and art direction for live music events throughout the year.

Results: 100% ROI in 3 months, business revenue up 225% from previous ownership business, 3 additional full time jobs created in the community.

[www.bunkhouseweston.com](http://www.bunkhouseweston.com)

**The native habitat** of the Central Missouri landscape was the inspiration for the pool and outdoor public areas of the house. The concept for the swimming pool started with the thought of fireflies caught in a canning jar at dusk, and the end result is a modern, tranquil outdoor experience.



*(Photo Credit: Hufft Projects)*

### THE CURVED WALL HOUSE

**Location:** Springfield, Missouri (USA)  
**Scale:** 17.5 acres  
**Client:** Mr. and Mrs. David McQueary  
**Design Team:** Hufft Projects + MAKE Studios + 40NORTH  
**Construction Cost:** Confidential  
**Scope:** Full Design Services

The Curved House is a high end residential project in Springfield, Missouri (USA). The project began as a collaboration and overall design direction from Matthew Hufft of Hufft Projects as the architect of the residence, and has expanded to the master plan for a 17 acre compound in Springfield.

This modern residence is set within a restored tall grass prairie of Eastern Gama Grass and Big Bluestem Grass, species that are native to Central Missouri. Also included in the project is a soccer half-pitch, sculptural mounding, walnut grove, and garden shed clad in native white oak. Also on the property is a 3 ton sculpture clad in 10 gauge steel plate, acting as a frame or "aperture" for the residence for arrival guests and the residents. The sculpture was designed by 40NORTH and MAKE Studios.

40NORTH was involved in the overall master planning of the project as well as detailed design in specific areas adjacent to the residence, including the swimming pool, firepit, and the Japanese-inspired zen garden. The project was completed and handed over to the client in the Summer of 2009.

[www.hufft.com](http://www.hufft.com)





Photo Credit: Flickr.com



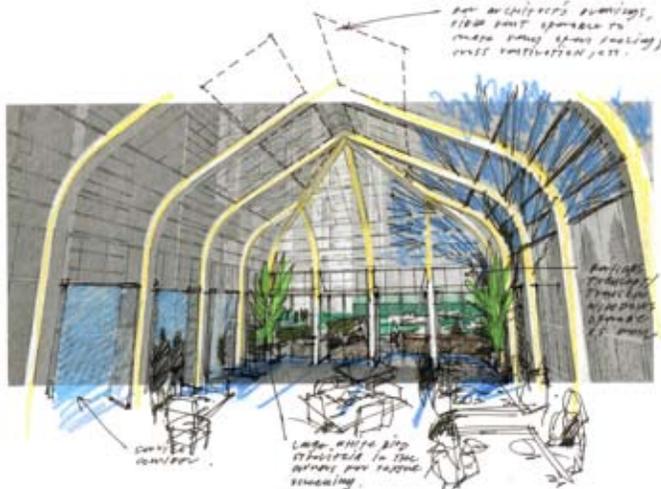
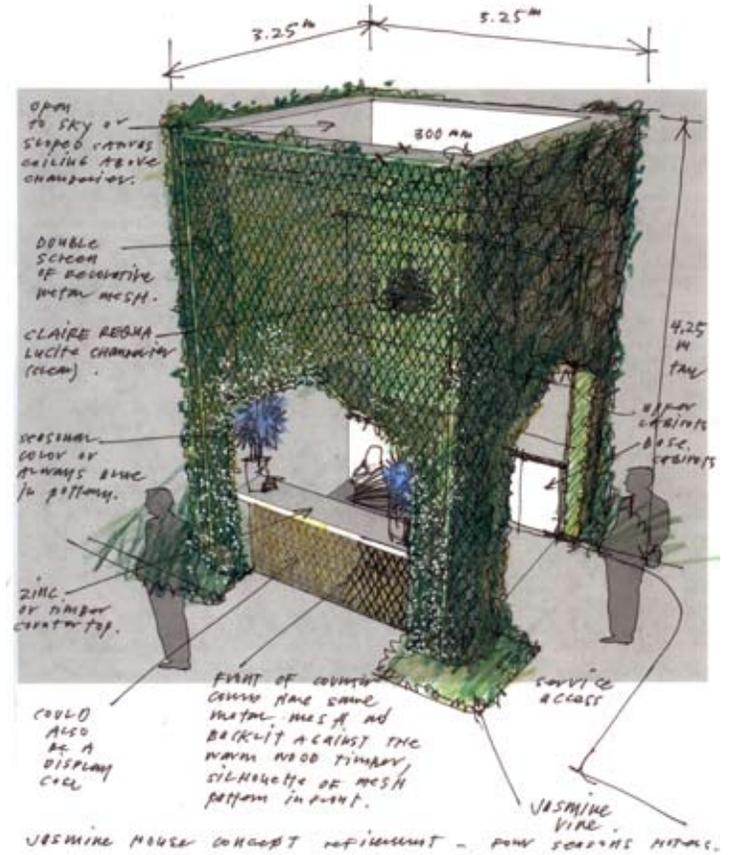
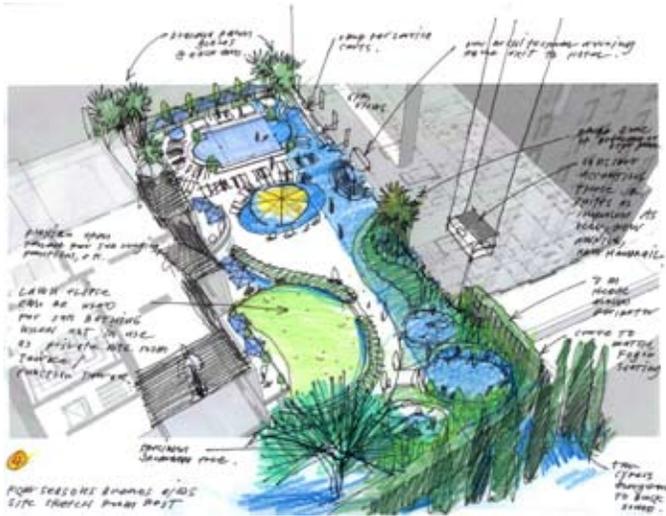
### DEYINAH ISLAND VISIONING STUDY

Location: Abu Dhabi, United Arab Emirates (UAE)  
 Scale: 200 acres  
 Client: Tourism and Development Investment Company (TDIC)  
 Design Team: Silverfox Studios + AR43 + 40NORTH  
 Construction Cost: Confidential

40NORTH was involved in the conceptual master planning of Deyinah Island, a disputed island on the territorial boundary line between the Emirate of Dubai and the State of Qatar in the Arabian Sea.

The program for the project involved the incorporation of two (2) boutique hotels in a clustered formation along the coastline. Also included were retail areas, a new sporting marina with support facilities, a refurbished airport with a 1 km landing strip, golf, and the restoration and preservation of sea turtle breeding grounds on the north end of the island. The island is a former UAE military base and many of the infrastructure upgrades are in place currently.

[www.tdic.ae](http://www.tdic.ae)



### FOUR SEASONS BUENOS AIRES

Location: Recoleta District, Buenos Aires ARGENTINA  
 Scale: 1.2 acres  
 Client: Albwardy Investments  
 Design Team: WAI + EGD + SANCHEZ ELIA + 40NORTH  
 Construction Cost: Undisclosed  
 Scope: Full Services

The project is located in the fashionable Recoleta District of Buenos Aires, and competes with other luxury hotels as the best hotel in BA. This project is an extensive and complete renovation to the entire 165-key Four Seasons Buenos Aires property, which was originally developed as a hotel in 1990.

The renovation includes all public areas of the hotel, including all exterior gardens and guest amenity areas. New Food & Beverage operations have been added to the property to increase revenue and capitalize on the new outdoor environments of the property.

40NORTH provided full services for the project, and collaborated weekly with local architects and artists, hotel management, Four Seasons Design (corporate), and international consultants to create a one-of-a-kind outdoor experience for the future guests of the hotel. A herd of young stallions at the arrival was conceived and designed by 40NORTH, and brought to life by Buenos Aires artist Vivianne Duchini in plate steel.

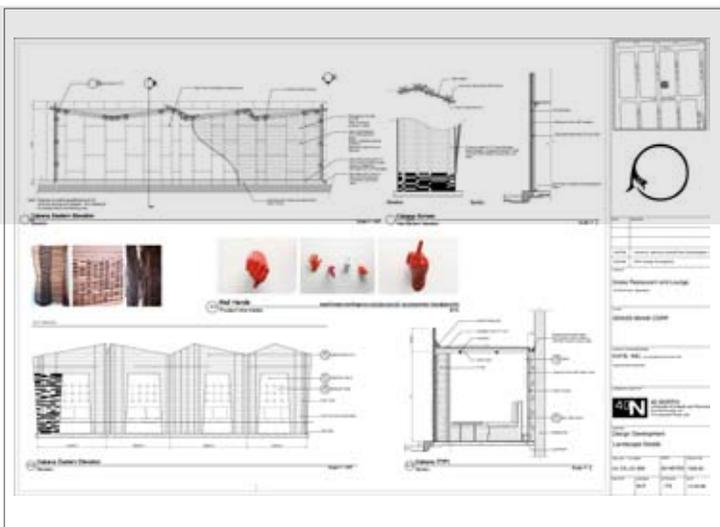
[press.fourseasons.com/buenosaires](http://press.fourseasons.com/buenosaires)





This project has the distinction of being the first project designed by 40NORTH to be built. Located in Miami's Design District, this local lounge bar and restaurant started to get out of hand about 2 am. Visit in December for Art Basel for the full experience.

(Photo Credit: Flickr.com)



### GRASS LOUNGE / THE KING IS DEAD

**Location:** Design District, Miami Florida  
**Scale:** 50 x 75 ft. (3500 Sq. Ft.)  
**Client:** The Legion of Doom  
**Design Team:** Maxime Dautresme + 40NORTH  
**Construction Cost:** Undisclosed  
**Scope:** Full Services

GRASS Restaurant & Lounge is an existing outdoor lounge located in the Design District in Miami, Florida. The design of the property included a new indoor space, an expanded restaurant component, as well as a complete redesign of the exterior courtyard. The design of the outdoor space is presented as the tranquil chill retreat from the hyper-decadent interior of the club.

40NORTH worked with French designer Maxime Dautresme and hospitality architects Telesco Associates on the project, and provided Conceptual Design and Design Development for all outdoor spaces. The project reopened in March 2007 and for 3 years was consistently rated as one of Miami's top evening venues. Sadly, after all of the champagne was gone, Grass Lounge closed in September 2010.

[www.grasslounge.com](http://www.grasslounge.com)



*"I hate curves, John. I want everything straight. Clean. I also want no finishes or textures of any kind on the concrete whatsoever. Raw."*  
 - Bill Perry, artist

*(Photo Credit: Clay Vogel, MAKE Studios)*



### HEAVY METAL (PERRY RESIDENCE)

**Location:** Joplin, Missouri (USA)  
**Scale:** 7.5 acres  
**Client:** Mr. Bill Perry  
**Design Team:** Hufft Projects + MAKE Studio + 40NORTH  
**Construction Cost:** Confidential  
**Scope:** Concept + Schematic Design

This project is an uber-modern residential compound and photography studio in the woodlands of southern Missouri. Situated on 11 acres of property in the heart of the City of Joplin, 40NORTH worked with Hufft Projects and MAKE Studios of Kansas City to create a one-of-a-kind residential experience for a local artist and businessman.

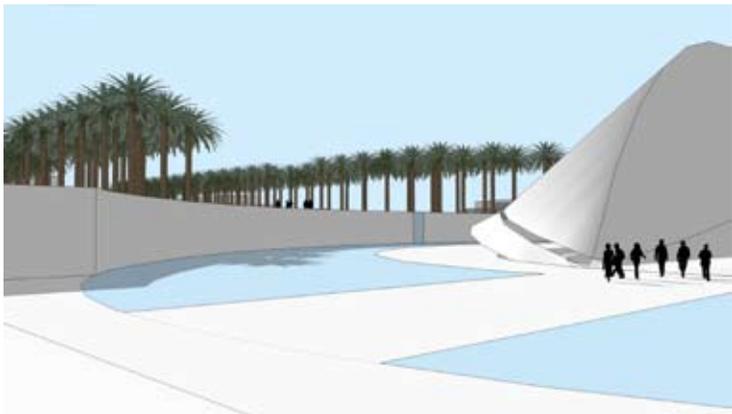
The facade of the 4000 square foot residence is 14 gauge perforated steel, allowed to weather and rust naturally in the surrounding wooded environment. The architect created an algorithm to determine the opacity of each vertical panel based, determined by the level of privacy the interior space required.

40NORTH provided a master plan framework for the entire property, and design detailing for an outdoor kitchen, seating, and dining area, as well as several small intimate gardens around the perimeter of the residence.

The project was built in 2010, and it survived an EF5 hurricane that came through Joplin MO on 23 May 2011. The project has been the recipient of numerous regional and national architectural awards, including being featured in Architectural Digest's HOUSES ISSUE in June 2012.



CONCEPT MASTER PLAN



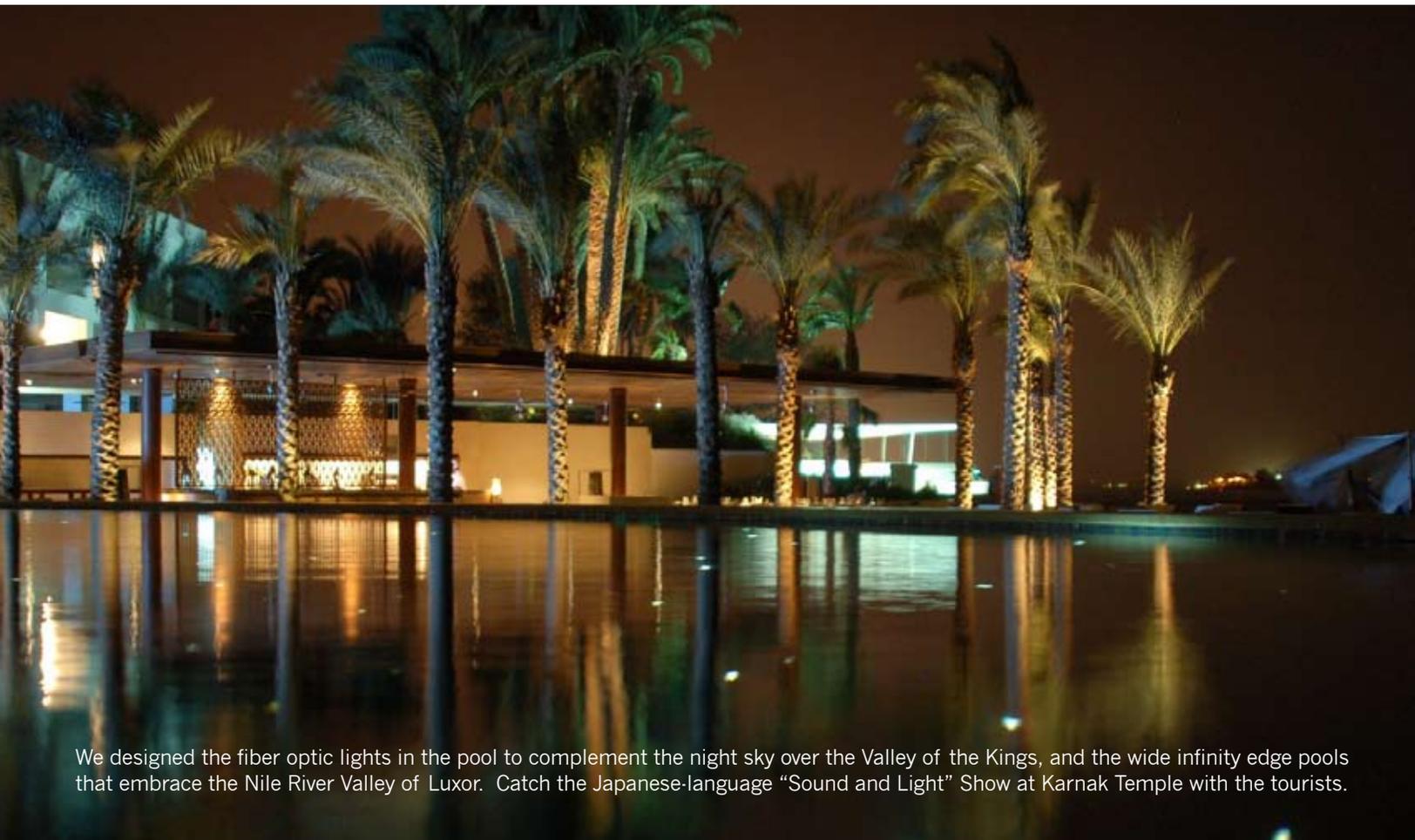
### KHALIFA PARK

Location: Abu Dhabi, United Arab Emirates  
 Scale: 20 Ha (Approximately 50 acres)  
 Client: Tourism Development Investment Company of Abu Dhabi (TDIC)  
 Design Team: 40NORTH + Whitewater West  
 Construction Cost: Undisclosed

40NORTH was approached in November of 2010 to participate in a one-month competition for the re-design of the existing 50 acre Khalifa Park in Abu Dhabi. In 45 days we went back and forth with the Client to work through a very comprehensive and complicated design program including formal Islamic gardens, retail components, hotel sites, a 5000 seat amphitheater, passive and recreational outdoor spaces, and various circulation systems throughout the property.

Also included in the design was the incorporation of an 80 meter wide LED screen / sculpture and the UAE Pavilion for the Shanghai Expo 2010, designed by Foster + Partners of London.

[www.tdic.ae](http://www.tdic.ae)



We designed the fiber optic lights in the pool to complement the night sky over the Valley of the Kings, and the wide infinity edge pools that embrace the Nile River Valley of Luxor. Catch the Japanese-language “Sound and Light” Show at Karnak Temple with the tourists.



Photo Credit: Hilton Resorts

### LUXOR HILTON RESORT & SPA

Location: New Karnak, Egypt  
 Scale: 6.0 acres, 250 keys  
 Client: JAICORP  
 Design Team: W&A + Focus Hospitality + PLD + 40NORTH  
 Construction Cost: \$45M USD Total Construction  
 Scope: Full Services

The newly renovated Luxor Hilton project is a 6 acre, 250 key resort on the Nile River in Luxor, Egypt. This project is a refurbishment of an existing resort hotel that is retaining the Hilton Worldwide Resorts-brand. The project is a complete refurbishment of the rooms and public areas of the project, and includes 3 new F&B outlets. A portion of the rooms have also been converted to a destination spa with spa suites, the first in Luxor. The Lux Spa includes 4 individual treatment bungalows. A large main pool with an infinity edge overlooking the Nile River has been incorporated into the site, complete with a new outdoor kitchen and destination bar.

40NORTH was responsible for all site improvement design, from conceptual design of the project to construction administration services.

The resort opened to hotel guests in the Spring of 2009, and slowly the hotel is gaining recognition as one of the best resorts in Egypt.

[www.hilton.co.uk/luxor](http://www.hilton.co.uk/luxor)



This is one of the most geographically isolated project sites imaginable. Surrounded on all sides by steep mountains of northern Mexico, accessible now only by boat, the stunning raw beauty of this property and the sportfishing available offshore are big assets.



**CONCEPT MASTER PLAN DIAGRAM: CORE AMENITY AREA**  
 The core area to be expanded creates many different types of experiences for the guests to the property. The Main House on the bluff is the center point for all development, within a 5 minute walk from all units. It is the location and substructure to the evening and in the morning, great ocean breezes, incredible views, access to great beaches, and the sound of the ocean 30 feet below at all times.

- 1. Basecamp structure - Main House
- 2. Outdoor terrace with tent
- 3. Old observatory repositioned for outdoor shelter area
- 4. Bridge from Main House to units
- 5. Tidal Pool
- 6. Secondary development - units around tidal pools as an option (B)
- 7. Secondary development - units around street (C) after structural needs (D)
- 8. Outdoor terrace / gathering area
- 9. Private pathway through existing building
- 10. Access from beach to Main House + units
- 11. Storage / staff quarters / utility
- 12. Helicopter pad / ultralight landing zone
- 13. Private Black landing area
- 14. Private pocket beach
- 15.



### LAS BARAJITAS

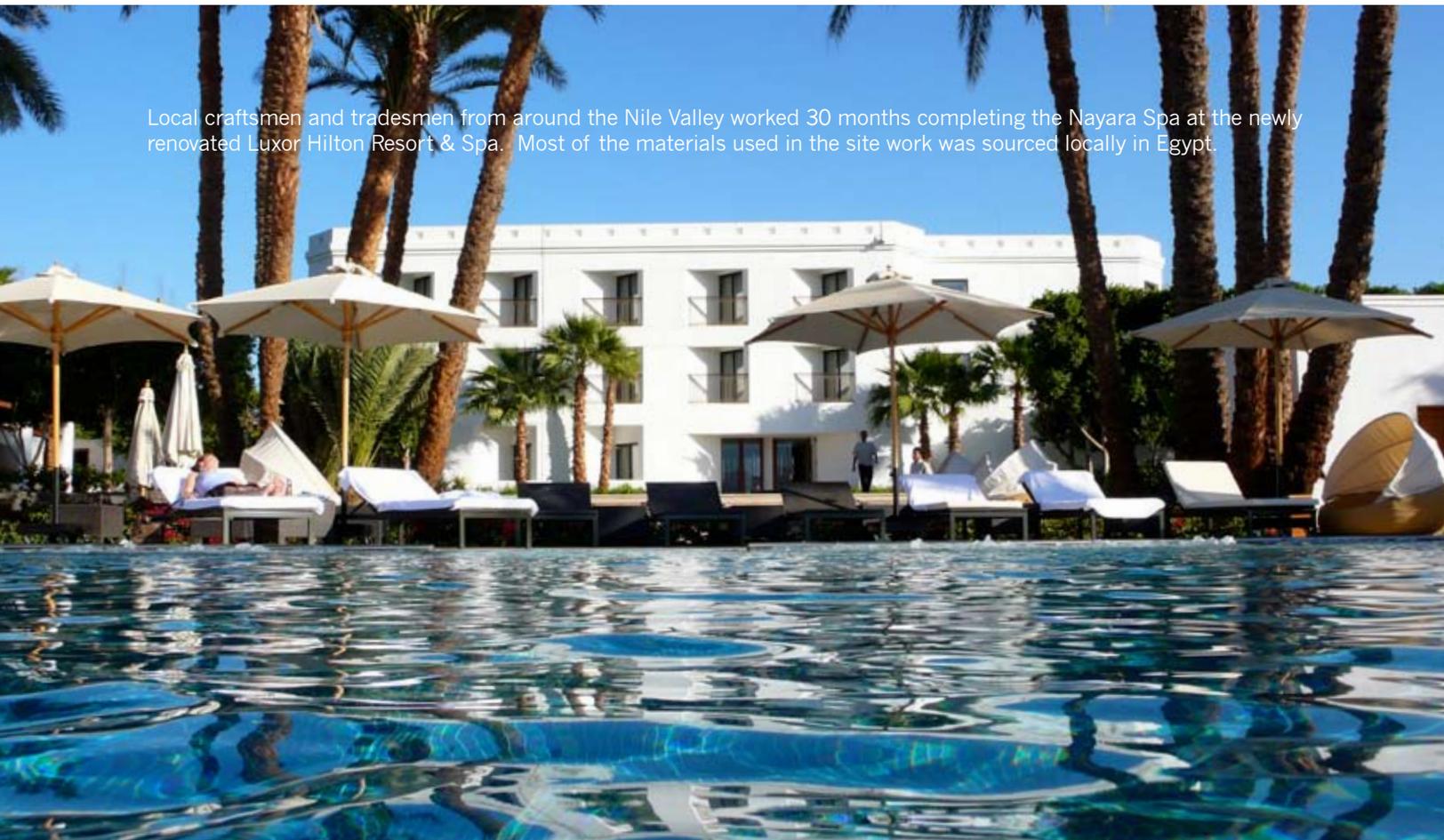
Location: Guyamas, SONORA DISTRICT, Mexico  
 Scale: 5,000 Acres  
 Client: Confidential  
 Design Team: 40NORTH + Ownership  
 Construction Cost: N/A  
 Scope: Site Assessment / Concept Development

This project has a raw, natural beauty that with the right infrastructure and amenities provided, could be one of the world's great private destinations. The entire property is surrounded by 500m peaks, and has more than 3 kilometers of beach front on the Sea of Cortez, 30 minutes north of Guyamas by boat.

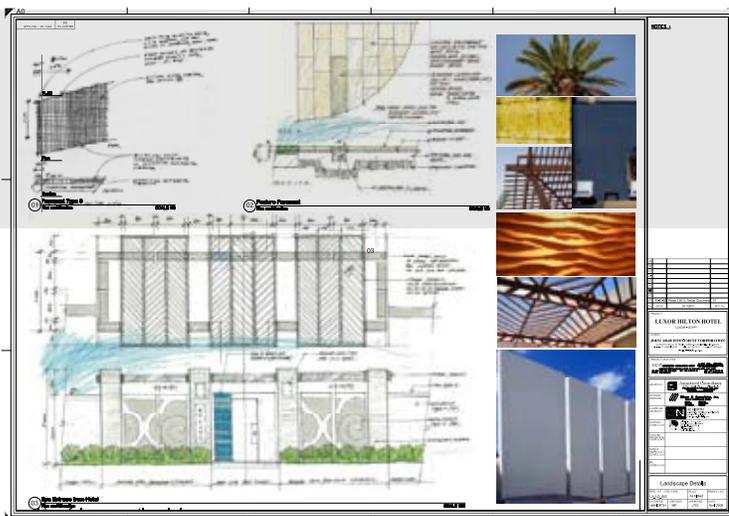
Previously partially developed as an eco-resort complete with a field astronomical observatory, the property has been upgraded to a minimum standard for brief excursions for ownership or potential buyers. Miles of hiking trails inland and along the coast allow access to major areas of this vast tract of property.

40NORTH attended a site visit in May 2011 with ownership and a small development team, and produced a site analysis / preliminary development report for Ownership to use during discussions to sell the property to interested parties.

[www.lasbarajitas.com](http://www.lasbarajitas.com)



Local craftsmen and tradesmen from around the Nile Valley worked 30 months completing the Nayara Spa at the newly renovated Luxor Hilton Resort & Spa. Most of the materials used in the site work was sourced locally in Egypt.



### NAYARA SPA

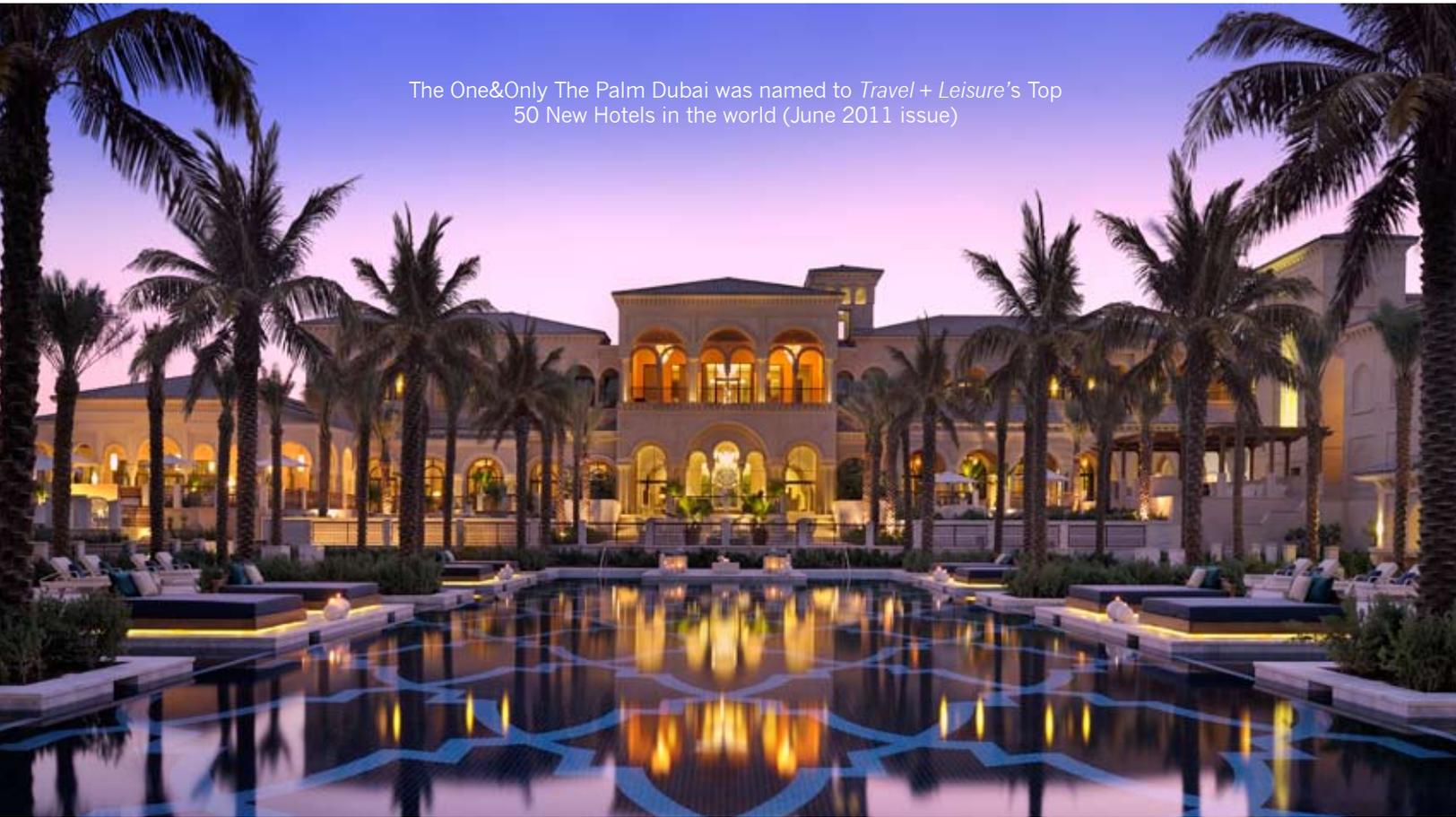
Location: New Karnak, Egypt  
 Scale: 2.5 Acres, 10 treatment rooms, Pool  
 Client: JAICORP  
 Design Team: W&A + Schletterer + Focus + PLD + 40NORTH  
 Construction Cost: \$45M USD Total Project Construction  
 Scope: Full Services

This project is a second phase of the Luxor Hilton project in New Karnak, Egypt. This phase of the project represents an expanded design program of 10 individual treatment rooms, which each have a private plunge pool and outdoor treatment courtyard. Also included is a 150 square meter infinity edge pool overlooking the Nile River.

40NORTH was responsible for complete design services for the project, from conceptual design through construction administration. 40NORTH was in coordination with other design consultants throughout the process, working with noted hospitality design firm Wilson & Associates and spa designers Schletterer of Austria.

The Lux Spa opened in the summer of 2009, and is now open to guests. 86% of visitors rate the property as 'excellent' on Tripadvisor.com.

[www.hilton.co.uk/luxor](http://www.hilton.co.uk/luxor)



The One&Only The Palm Dubai was named to *Travel + Leisure's* Top 50 New Hotels in the world (June 2011 issue)

(Photo Credit: One&Only Media Relations)

**Residence Pool Area**  
 (Exclusively for Pools)

1. Call path and walkway to Residence 2
2. Open for Company Street (10 x 10m), with fountain in center, seating opportunities, large stone basin in large pool for shade
3. Poolside garden - call to Residence, right to Residence Pool Area
4. Internal garden courtyard with fountain
5. One (1) large Phoenix candelabra light
6. Walkway around to Residence Pool Area B
7. Openworkscreening 1 (single) 1. Flagpole
8. Three (3) green lounge areas elevated 300mm above pool deck with built-in seating and decorative "handmade" elements (One at station on street 10)
9. Pool Deck - full treatment of marine finish
10. Concrete walk bridge (sculptural)
11. Residence Pool B (one station for stationing on garden and living options)
12. Sand Beach on opposite side of utility edge pool
13. More density to entry for Residence 2, include in walk-way access for ramp to Residence Pool B
14. Ramp from 4.5m to 0.5m at 1:10 slope
15. Walk-way some material on pool deck, from pool deck at +0.2m to sand at elevation +0.0m
16. Beach Screens for each pool, designed into the decorative screen walls between the units
17. Deck area for individual units of the lower level of Residence 2. It corresponds with the architectural elevations of the building, pergolas and/or shade areas will be desirable, supported by the screen walls between the individual units
18. Beach Pool at lower level under with walk Residence - one street 1 for access and location of each pool
19. Concrete walkway between private areas of units and beach - located palm, beach seating area etc
20. Service Area connection from parking to further service area for Residence Pool B

Scale = 1:4000

**ONE&ONLY THE PALM DUBAI**

**Location:** Palm Jumeirah, Dubai, United Arab Emirates (UAE)  
**Scale:** 15 Acres, 95 Key Boutique Hotel  
**Client:** Mirage Mille Leisure & Development  
**Design Team:** CK + WA + DSA + Studio Lumen + 40NORTH  
**Construction Cost:** \$165M USD Total Construction  
**Scope:** Full Services

This project was completed in October 2010, and is currently the hotel du jour of the Middle East. Since opening to guests merely 6 months ago, this resort is a tranquil respite from the busy and hectic 24-7 global business environment of Dubai.

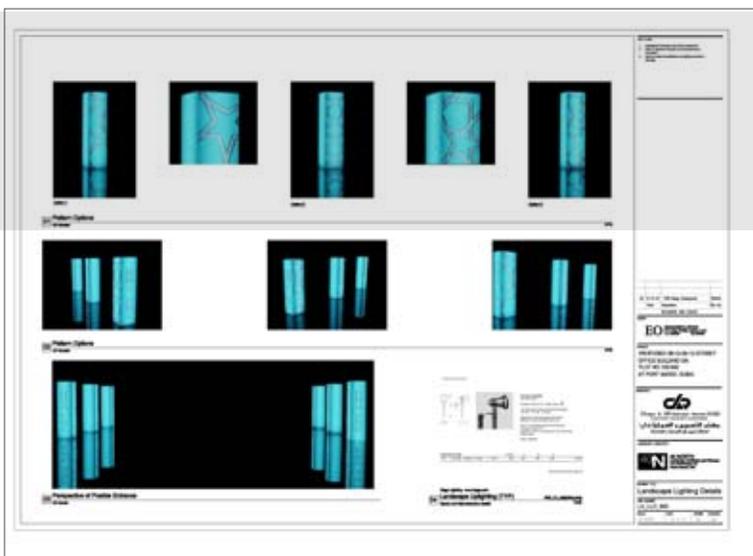
The project is located on the Palm Jumeirah in Dubai, and it has elements of Andalusian style incorporated into the design. The project includes a Manor House, private stand alone villas, as well as suites organized into residential-scaled compounds. The resort includes a lavish spa, access by boat from the One&Only Royal Mirage, as well as three destination dining areas, including STAY by Michelin-rated Chef Yannick Alleno.

This is our best project completed to date. 40NORTH provided full design services for the project, from conceptual design of the project through to construction documents and administration.

[www.oneandonlyresorts.com](http://www.oneandonlyresorts.com)



Located in the Port Saeed section of Diera, in Dubai, this project was completed in Spring 2009. Eventually the Client approved the 15 light sculptures we designed and had fabricated locally in Sharjah UAE.



### PORT SAEED COMMERCIAL BUILDING

Location: Port Saeed District, Dubai, United Arab Emirates  
 Scale: 10,000 Square Meters)  
 Client: EO  
 Design Team: DAR Architects + 40NORTH  
 Construction Cost: Undisclosed  
 Scope: Full Design Services

This mixed use commercial project is located at the heart one of the Dubai's fastest growing commercial areas, Port Saeed. Rising out of the site is a multi-level commercial building designed by Dubai-based architects, DAR.

The street level urban environment supports a range of retail and food outlets and was designed to compliment and reinforce the modern style of architecture. Large palms and trees were utilized to create shaded break-out spaces and secondary plazas for shoppers and office employees to sit and relax. The inclusion of water in the design provides a sense of physiological cooling and provides subtle white noise throughout the day.

40NORTH provided full service landscape architecture services for the project, from conceptualization of the spaces to construction documents and project administration.

This project was designed in 2008, partially completed in 2009-2010, and currently is one of the many projects around the world that has been started but never fully realized to it's full potential.



The infinity edge lagoon pool of this private residence is one of the largest treated bodies of water in the Middle East. We designed the pool to be a simulation of a fresh water lagoon, complete with the sounds of frogs, insects, and the other city that never sleeps.



(Photo Credit: GoogleEarth)

### PRIVATE ISLAND DEVELOPMENT (LOGO ISLAND)

**Location:** Palm Jumeirah, Dubai, United Arab Emirates (UAE)  
**Scale:** 42 Acres  
**Client:** EO  
**Design Team:** Creative Kingdom + KCA + DAR + 40NORTH  
**Construction Cost:** Confidential  
**Scope:** Full Design Services

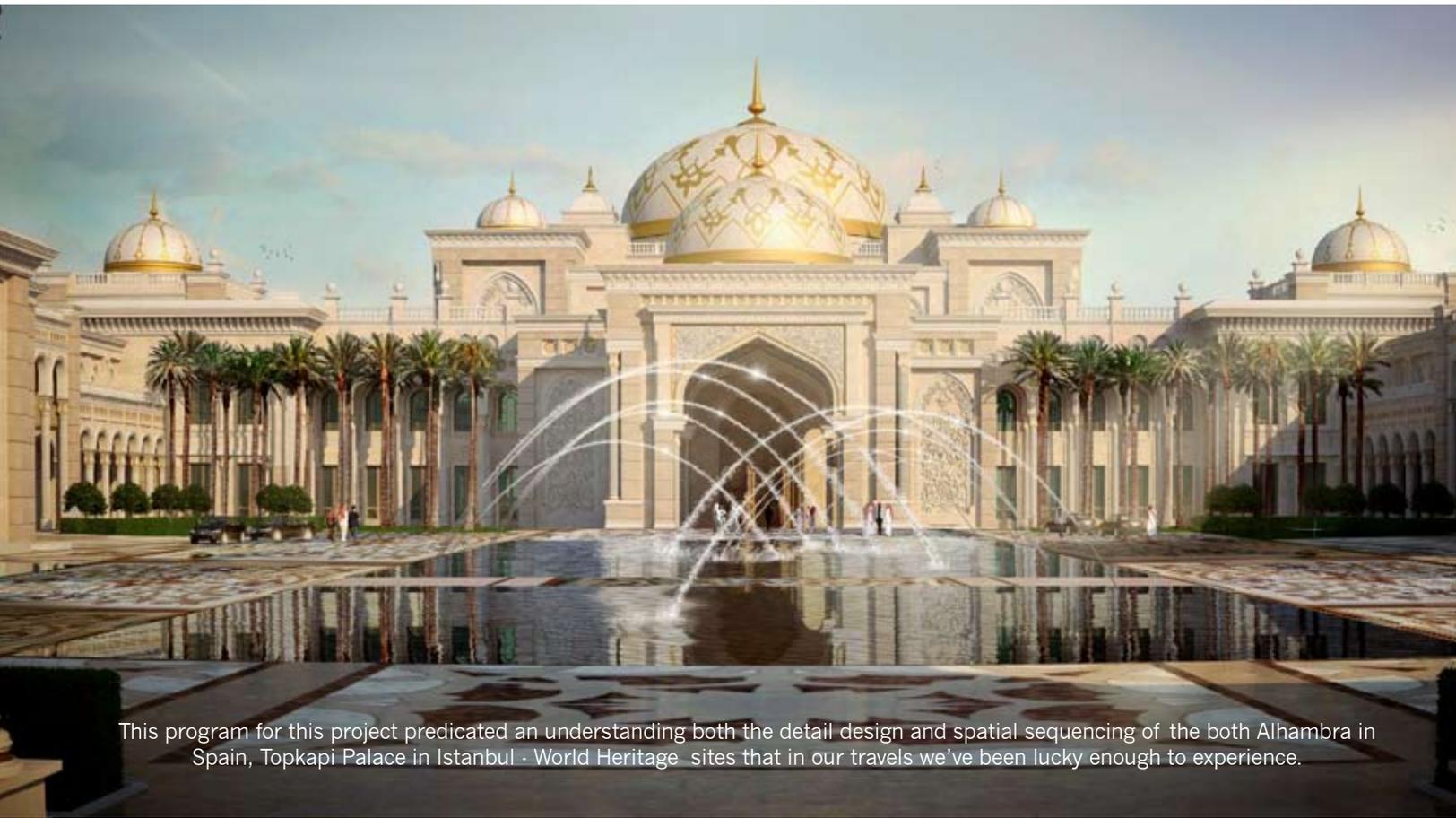
This project is a 42 acre private resort island development located near the Palm Jumeirah, in Dubai, United Arab Emirates. 40NORTH is worked with local architects and project managers, as well as interior architect Khuan Chew & Associates of London (UK) to create a one-of-a-kind private retreat for a VIP Client and her family.

The project includes a Royal Villa, a guest Villa + 6 suites, a spa and recreation center, a marina, and extensive private gardens and function areas throughout the man-made island in the shape of the logo for the Palm Jumeirah Development.

40NORTH was responsible for complete design services on the project, from Conceptual master planning and visualization, through design development and construction documentation, to Construction Administration services.

The project was handed over to the Client in October 2009.





This program for this project predicated an understanding both the detail design and spatial sequencing of the both Alhambra in Spain, Topkapi Palace in Istanbul - World Heritage sites that in our travels we've been lucky enough to experience.

(Photo Credit: Digital Rendering by7G Design Studio)

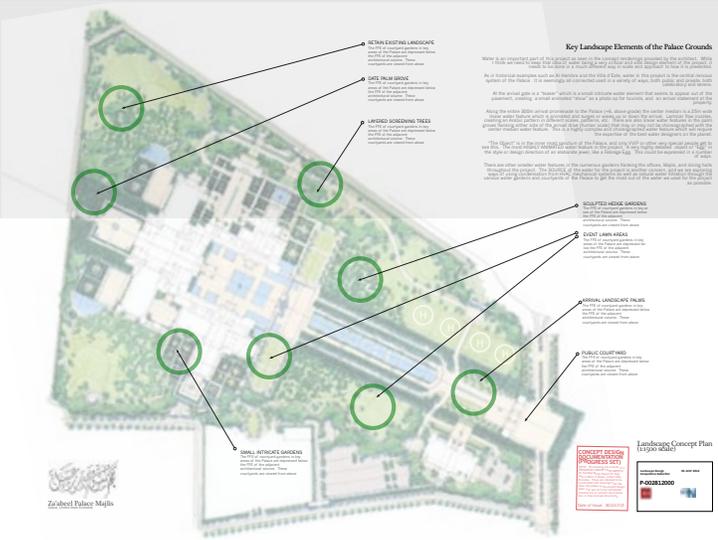
### PRIVATE MAJLIS PALACE

**Location:** Dubai, United Arab Emirates (UAE)  
**Scale:** 125 acres  
**Client:** Confidential  
**Design Team:** 40NORTH + Fluidity  
**Construction Cost:** Confidential  
**Scope:** Concept Design + Proposal

This project was a twenty (20) board Concept Design submitted to a confidential Client in the Emirate of Dubai in the summer of 2012. 40NORTH was shortlisted with two other companies to submit proposals for the landscape and site design for this very high profile project.

The project site is a 125 acre site within the OUTER ring road of Dubai, near the Central Business District Business Bay as well as the Dubai Convention Tower. Included in the program for the design of the property include more than 30 specialty water features, a 250 meters arrival drive, 10 acres of sculptural hedge mazes in an intricate patterns by or inspired by Tunisian artist Nja Mahdaoui. 12 acres of intricately detailed formal gardens meander around and throughout the entire 35,000 square meter compound.

40NORTH is in negotiations with the Client to deliver full design services for the project.





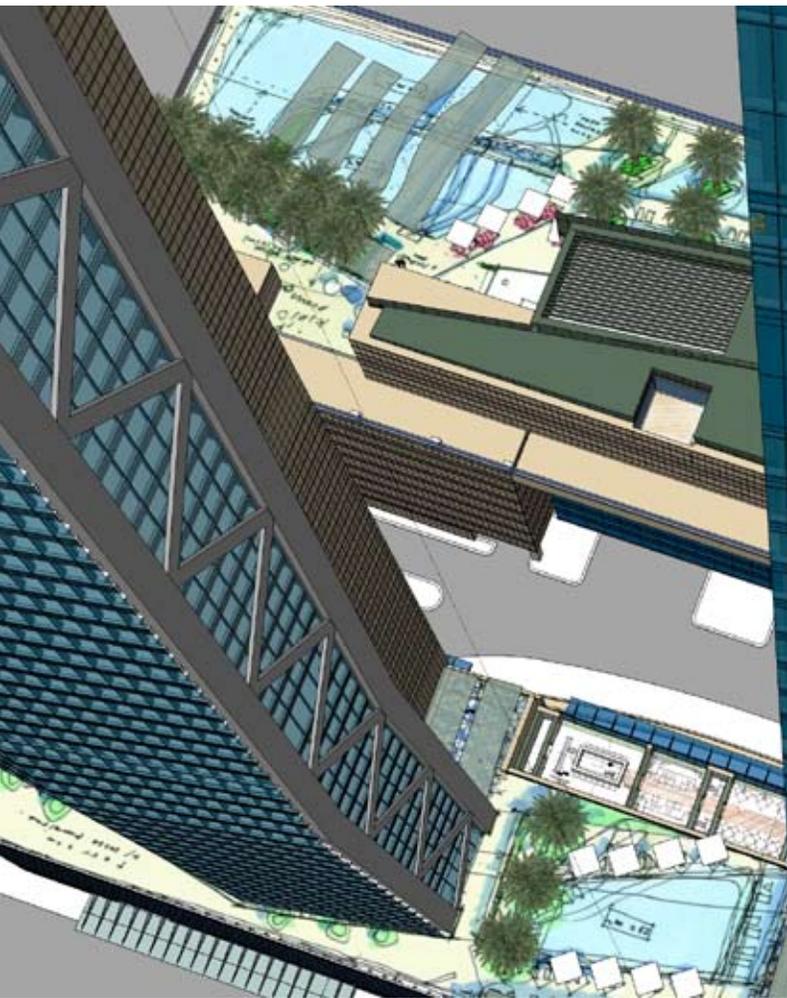
### SEA RANCH LAKES BEACH CLUB

Location: Fort Lauderdale, Florida (USA)  
 Scale: 2.1 Acres  
 Client: SRLBC Board of Directors  
 Design Team: Vernon Pierce Architects + 40NORTH  
 Construction Cost: \$15M USD Total Construction  
 Scope: Conceptual Master Planning

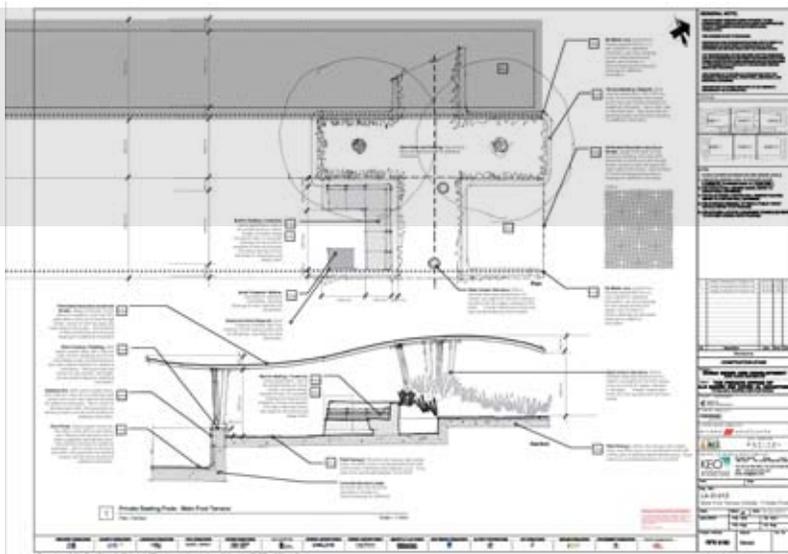
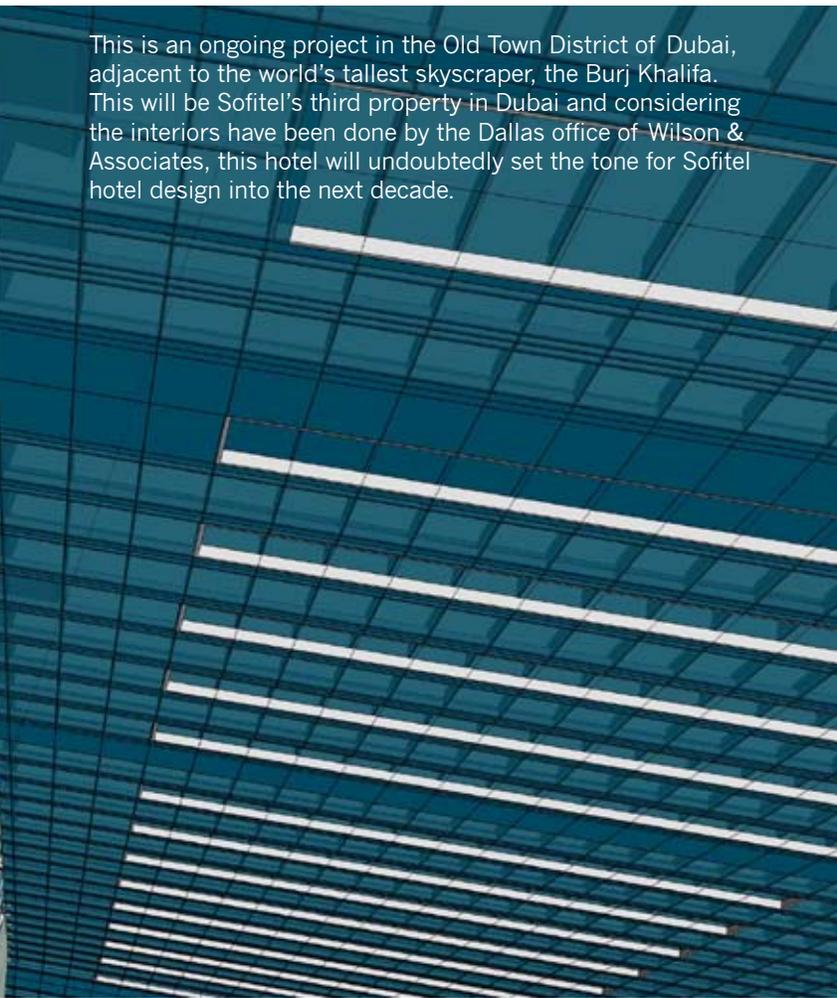
Located between Ft. Lauderdale and Pompano Beach Florida, Sea Ranch Lakes is a private residential community on the Atlantic Ocean which was originally named after the Sea Ranch Lakes Hotel.

40NORTH worked with the community and architect Vernon Pierce to redesign the existing 2 acre private Beach Club facility, taking advantage of the wide beach access and views to the Atlantic Ocean beyond. The project included a new clubhouse facility and outdoor living room area, as well as updated pool area, barbeque area, and incorporation of native Florida coastal vegetation.

40NORTH provided conceptual master planning services for the Board of Directors of the property.



This is an ongoing project in the Old Town District of Dubai, adjacent to the world's tallest skyscraper, the Burj Khalifa. This will be Sofitel's third property in Dubai and considering the interiors have been done by the Dallas office of Wilson & Associates, this hotel will undoubtedly set the tone for Sofitel hotel design into the next decade.



### SOFITEL DUBAI RESIDENCES & SPA

Location: Burj Khalifa / Old Town Dubai  
 Scale: 8 acres  
 Client: KEO International Consultants  
 Design Team: Force10 + Wilson Associates + Fentress Architects + KEO + Delta Lighting + 40NORTH  
 Construction Cost: Confidential

This project consists of two (2) separate pool terraces and the ground floor circulation and landscaping for the new Sofitel property on Sheikh Zayed Road in Dubai. 40NORTH is collaborating with architects in Denver, Dallas, and Dubai to create a modern outdoor retreat for guests and residents of the two (2) 60 floor towers of the development. Views of the Burj Khalifa and the spectacular water show in the lagoon below will captivate the guests and enliven the public and private spaces of the project.

40NORTH is providing full design services for the project, which originally was a "clean up" project after the two previous landscape architects had either quit or been fired. It's turned into one of our favorite projects in the office and we're looking forward to working with the contractor to get it built to a very high standard of finish.

The project is under construction currently and will be open to the public in Spring 2013.



### TATAMI HOUSE

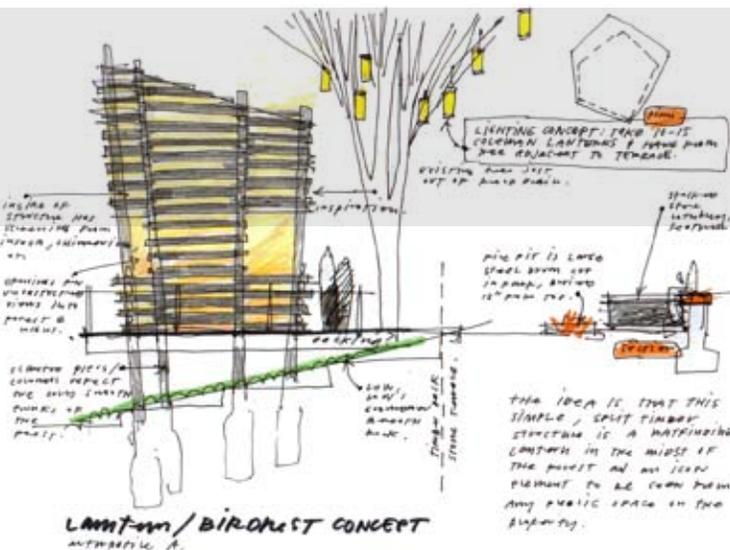
Location: Springfield, Missouri (USA)  
 Scale: 2 acres, Residence  
 Client: Matt O'Reilly  
 Design Team: Hufft Projects + 40NORTH  
 Construction Cost: Undisclosed  
 Scope: Concept Design

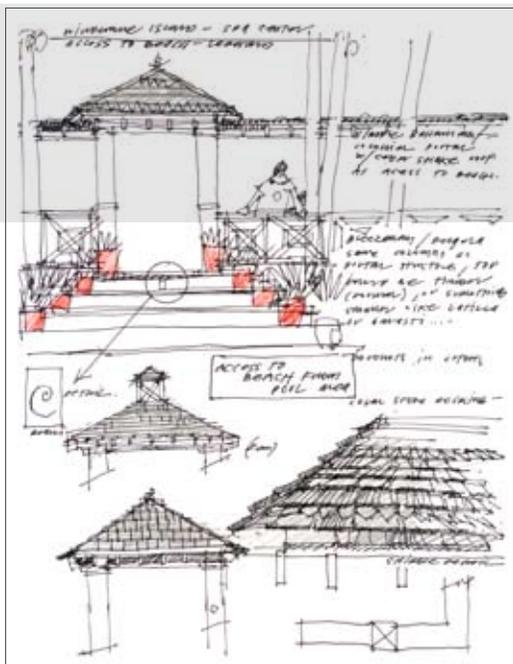
This project is a private compound in the center of bustling Springfield, Missouri for a young entrepreneur and his new family. The client had specific goals and design aesthetics in mind related to all aspects of the project.

The house sits 30 feet in grade above the convergence of two small natural tributaries in the heart of the city, and is built into the side of the hillside within the mature hardwood forest. As the owner of high-end retail stores for professional outdoor equipment in the US, the client is hands-on in every aspect of his personal and professional life. We envisioned this compound as his testing grounds for the equipment that he sells, with flexibility in the space to be enjoyed by his family, friends, and various business relationships.

The architect (Hufft Projects) naturally incorporated several forward-thinking and sustainable design aspects into the project, including cisterns and making and effort to maximize energy efficiency at every point in the process.

The project was completed in 2010.





### WINDERMERE ISLAND DEVELOPMENT

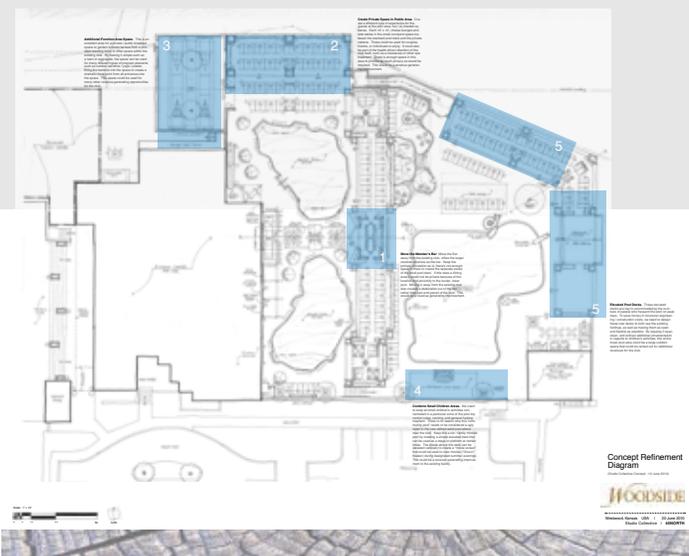
**Location:** Windermere Island, Eleuthera (Bahamas)  
**Scale:** 150 Acres, 50 home sites, 75 Key boutique hotel  
**Client:** Windermere Island Development Co.  
**Design Team:** RAD Architects + 40NORTH  
**Construction Cost:** Undisclosed  
**Scope:** Conceptual Master Planning

This project is a 150 acre island development on Windermere Island, an out island to the Island of Eleuthera in the Bahamas. Originally a holiday getaway for the British Monarchy, the club and surrounding area is being developed into a club membership resort with 50 home sites along the northern end of the island, with each lot having more than 2.5 acres of area and 300 feet of beach frontage.

In addition to the home sites, the Club has a boutique hotel component, consisting of 2, 3, and 4 bedroom clustered units around a restaurant and pool area, as well as a destination spa and pool, with individual treatment rooms directly over Savannah Sound.

40NORTH provided conceptual master planning and site engineering site engineering services for the project.

[www.windermereisland.com](http://www.windermereisland.com)



### WOODSIDE TENNIS CLUB

Location: Westwood, Kansas (USA)  
 Scale: 2 acres  
 Client: Woodside Health & Tennis Club  
 Design Team: Hufft Projects + SAR Architects + 40NORTH  
 Construction Cost: \$2M USD  
 Scope: Full Services

This project is one that 40NORTH has been working on since May 2010. The owner of the prominent health and tennis club in Kansas City approached 40NORTH regarding some upgrades occurring at the Club including planting beds at the Primary arrival to the Club, as well as improvements around the Pool and Amenity area for the members of the club, which has been in existence for more than 40 years.

The planned improvements have since expanded and include a complete redevelopment and expansion of the property. 40NORTH has collaborated with local and regional architects to redesign and refurbish the outdoor spaces of the club into one of the best membership clubs in Kansas City.

Construction has started on the improvements to the Pool area and adjacent outdoor areas, and construction starts in Spring 2013 on the expansion to the club building. 40NORTH has provided full design services for this project.

www.clubwoodside.com



### WOODSIDE VILLAGE

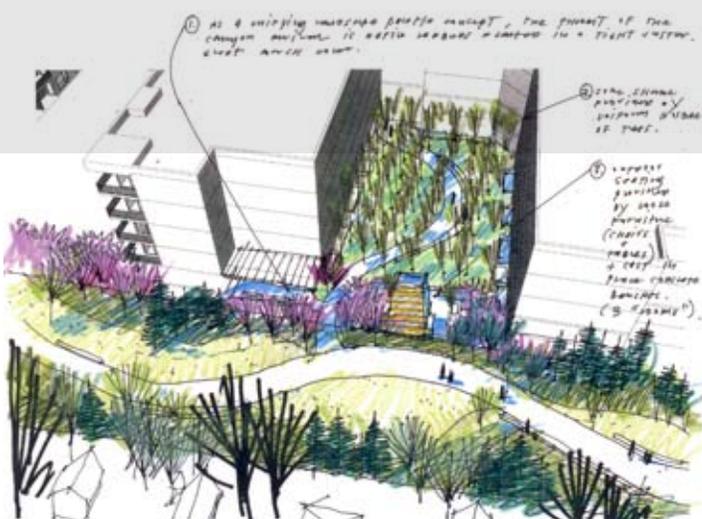
Location: Westwood, Kansas (USA)  
 Scale: 12.5 acres  
 Client: Tanner & White Development  
 Design Team: Hufft Projects + SAR Architects + 40NORTH  
 Construction Cost: \$35M USD  
 Scope: Full Design Services

Woodside Village is a project under construction in Kansas City, Missouri (USA). This development has been separated into 2 phases of construction, the first being 40,000 square foot of retail and 90 high end luxury apartment units. Using the objectives of HEALTH and WELLNESS as design directives, the design team has collaborated to create a unique mixed use development that will in essence create a new "downtown" for the small enclave of Westwood, Kansas.

This project is ongoing. The design process started in May 2010, and 40NORTH has been involved in the overall master planning of the project as well as detailed design in public outdoor areas throughout the development.

The project is anticipated to be open in January 2015.

[www.woodside-village.com](http://www.woodside-village.com)





A 300 year old roadside olive tree has been transplanted into the main courtyard of the Manor House. We'll be eating breakfast beneath it this time next year: a delicious meal of goat cheese, cucumbers, tomatoes, and last night's dinner rolls. Farm eggs by request.



### XANADU ISLAND RESORT

Location: Bodrum, Turkey  
 Scale: 15 acres, 225 key resort hotel  
 Client: Aydiner Construction Co.  
 Design Team: DSA + Cloward H2O + 40NORTH  
 Construction Cost: Confidential  
 Scope: Full Services

This project is a 225 key resort on the Aegean Sea, near the small village of Akyarlar, Turkey. This new hotel property is located on a small peninsula located an hour south of Bodrum. The property has a dramatic coastline and offers excellent views of both the Turkish coast and the Greek Island of Kos.

The concept of the resort is of a contemporary resort in the Bodrum-style of southwest Turkey, incorporated into a mature olive grove which serves as the backdrop for the entire property. More than 150 mature olive trees have been transplanted from Urla into the resort - some are more than 400 years old.

40NORTH was involved in all levels of design for the project, from conceptual master planning and concept development and style, through detailed design and construction administration. The project is opened to guests in Summer 2010.

[www.xanaduresort.com.tr](http://www.xanaduresort.com.tr)



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