

# STORYTELLING *By* DESIGN



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## COMMITTED TO CREATING HEALTHIER ENVIRONMENTS

Spectrum is a fully integrated Design Build firm based in Tbilisi, Georgia, operating globally and providing the following services: Architecture, Interior Design, Master Planning and Construction Management. We design and build unique and bespoke projects for commercial and residential sectors around the world.

**SPECTRUM**





# METHODOLOGY AND APPROACH

## —01 APPROACH

Every project begins with a question. We explore it through layers of research, experimentation, and dialogue—pushing boundaries, testing ideas, and allowing unexpected solutions to emerge. Architecture, for us, is a living process.

## —02 INSPIRATION

We draw inspiration from context—cultural, spatial, human. Our interiors and buildings are shaped through a deep sensitivity to place, where individuality isn't added—it's discovered. Each detail tells a story, whether in a small renovation or a complex landmark.

## —03 SUSTAINABILITY

Sustainability is embedded, not applied. We integrate passive solutions, material intelligence, and long-term thinking from the earliest phases—crafting environments that are not only beautiful, but responsive and responsible.

## —04 CHARACTERISTICS

What defines our work is a clear identity. From the macro to the micro, each space we design carries a unique rhythm—where craftsmanship, coherence, and care create lasting emotional resonance.

# WORLDWIDE DESTINATIONS



- **70+** Innovative Solutions
- **75+** Qualified Employees
- **4+** International Awards



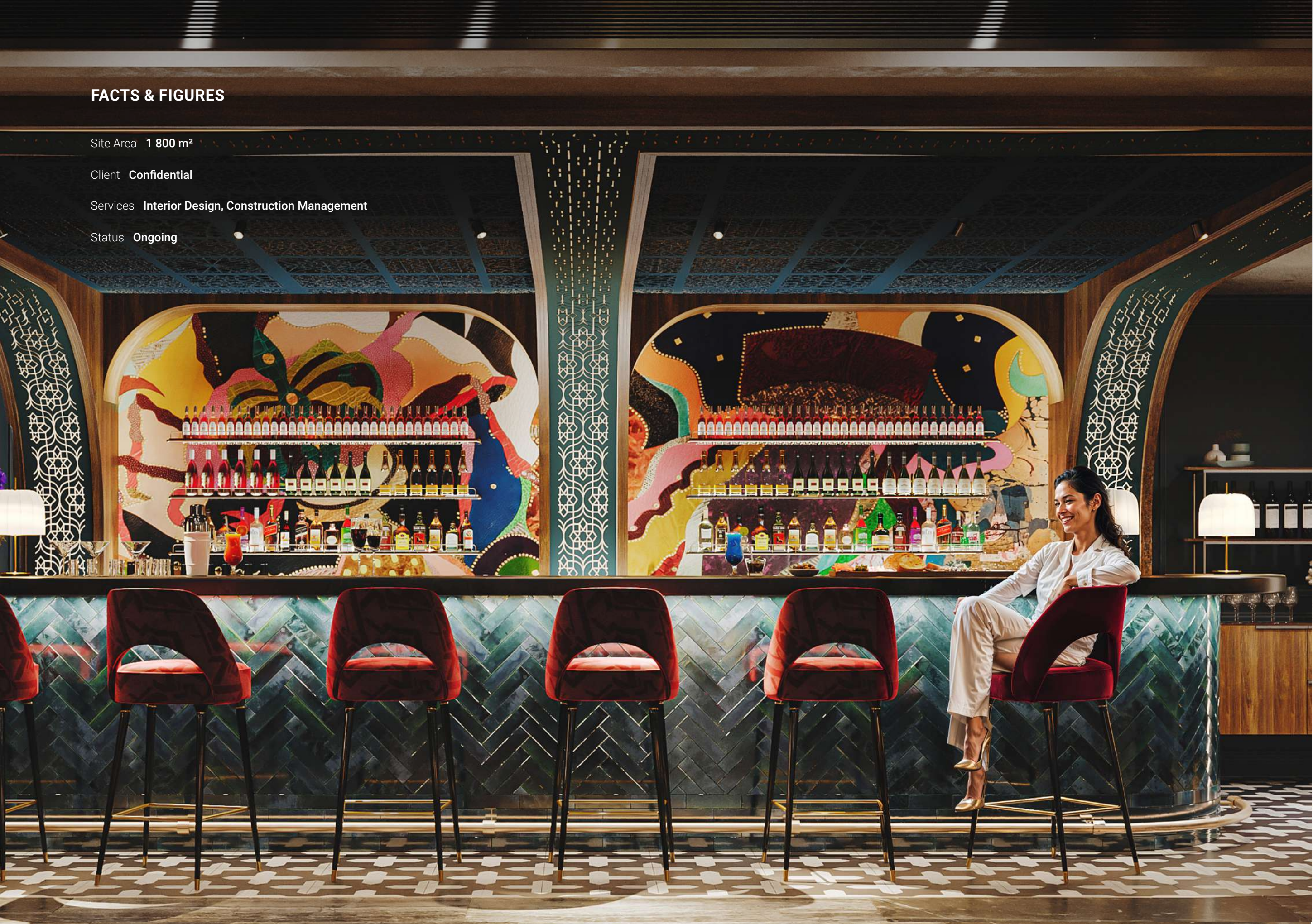
FACTS & FIGURES

Site Area 1 800 m<sup>2</sup>

Client Confidential

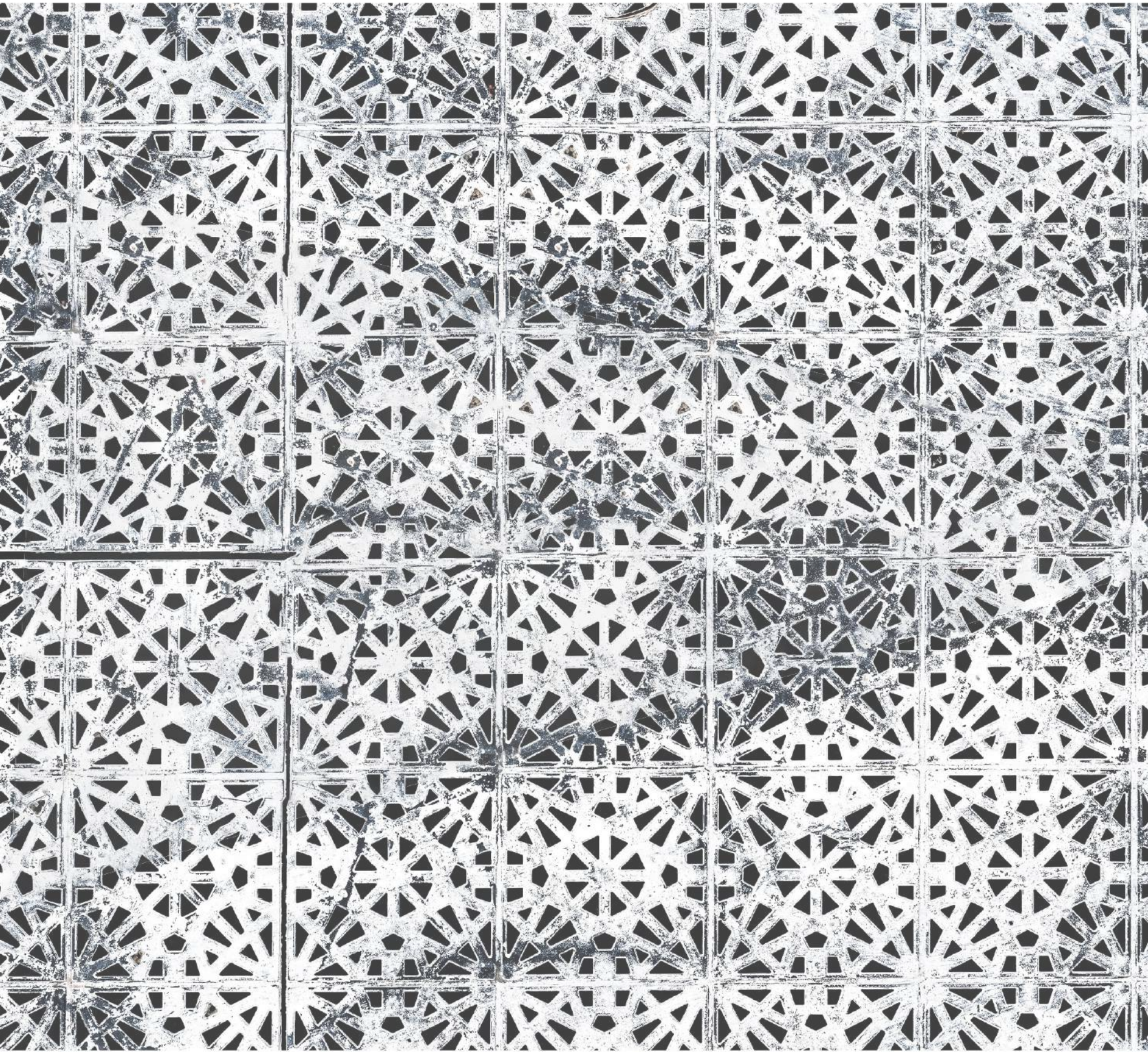
Services Interior Design, Construction Management

Status Ongoing



HOTEL INDIGO





## DESIGN STORY & ELEMENTS

Rooted in Riyadh’s rich cultural rhythm, the design integrates natural textures, patterned surfaces, and soft lighting to evoke depth and warmth. Traditional geometries are reinterpreted through crafted materials, creating spaces that reflect both memory and modernity in every detail.



## SENSE OF SPACE

Every space recalls the rhythm of Saudi life—intimate, layered, and rooted in tradition. Inspired by the textures of old souqs and vernacular homes, the design invites guests into a world of filtered light, crafted surfaces, and moments of quiet cultural connection.



Designed by spectrum





THE CONCEPT

The concept reimagines Saudi tradition through sculptural forms, crafted surfaces, and modern geometry, transforming an existing structure into a refined hospitality experience rooted in local identity.





UNIQUE FEATURES

Geometric details, warm materials, and culturally rooted design elements create layered spaces that honour local heritage while offering guests a contemporary and emotionally resonant experience.







Hotel Indigo Riyadh redefines modern hospitality through cultural storytelling. By weaving Saudi tradition into contemporary spatial language, the project transforms an existing site into a layered experience of light, pattern, and identity, offering guests a place that feels both globally refined and deeply rooted in place.



FACTS & FIGURES

Site Area 10 370 m²

Client Confidential

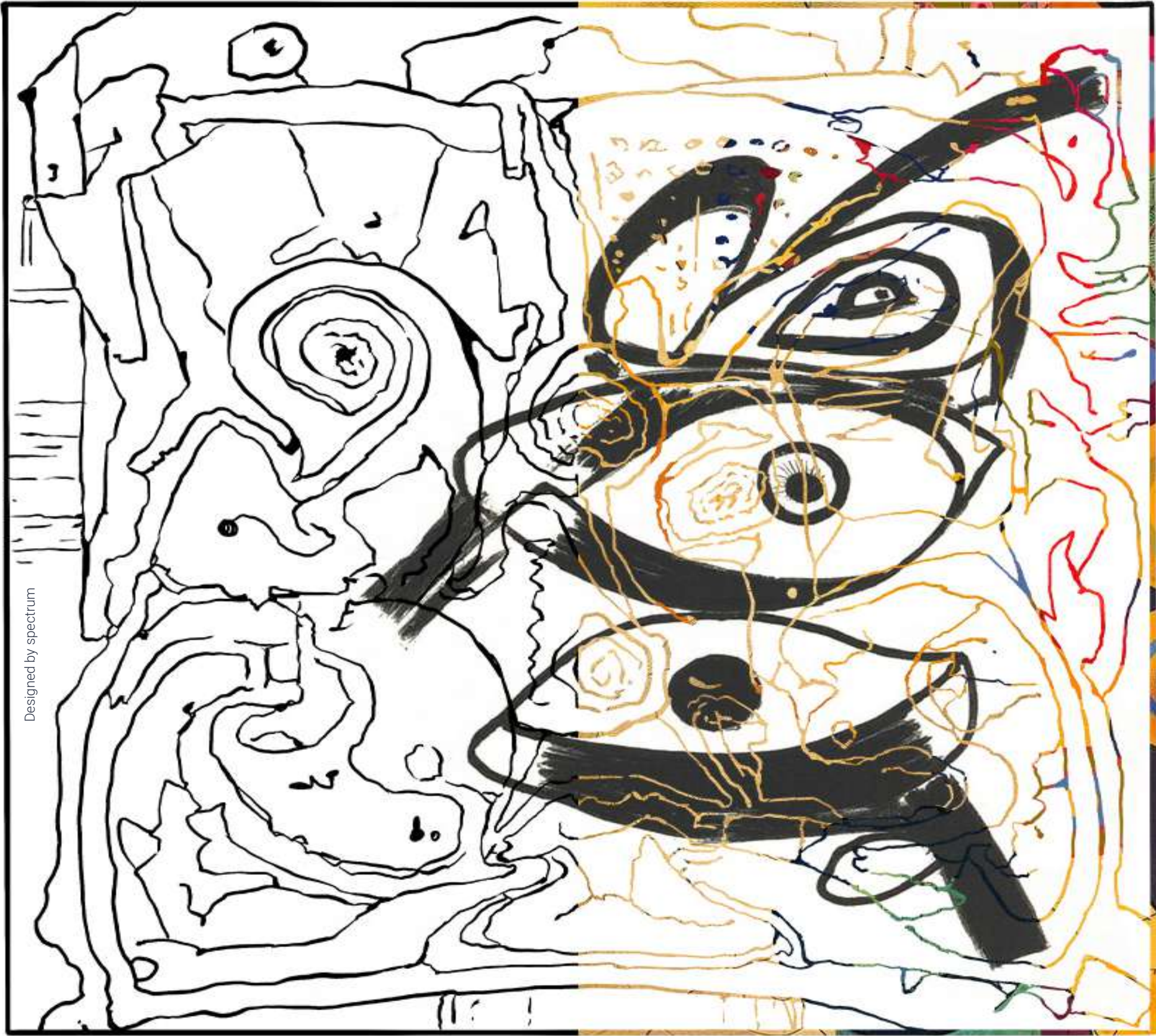
Services Architecture, Landscape Design

Status Ongoing



PAJE BEACH





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DESIGN STORY & ELEMENTS

Rooted in Zanzibar’s coastal ethos, the design blends coral stone, warm timber, and vibrant textiles. Handloom fabrics and murals reflect tribal patterns, creating a rich sensory palette that celebrates local culture and nature. Natural light and open layouts enhance this connection.



## SENSE OF SPACE

Inspired by Swahili heritage and village vernacular, the resort's architecture echoes dhow hulls, carved doorways, and vaulted timber ceilings. Intimate nooks and lush plantings frame secluded beach alcoves, while expansive lounges open to palm-lined views, creating a seamless indoor-outdoor experience.

Designed by spectrum





**MANSA – THE SPIRIT OF ARTS & CRAFTS**

Open layouts and lush greenery embody a biophilic design approach, inviting guests to connect deeply with nature. Traditional arts and crafts subtly infuse the space, enhanced by an earthy palette and harmonious textures that foster warmth and comfort.

**SAIDA – THE SPIRIT OF NATURE**

We embrace the Spirit of Nature through open, light-filled spaces. The Reception Lobby welcomes guests with abundant natural light and an inner garden, seamlessly bringing the tranquillity of the outdoors inside.

**AISYA – THE SPIRIT OF HERITAGE**

Local heritage shapes every corner, from the reception to the guestrooms. Rooted in tradition and storytelling, the design thoughtfully reflects cultural identity in detail, creating spaces rich with meaning and connection to place.



Designed by spectrum





THE CONCEPT

Paje Beach Resort captures the spirit of Zanzibar’s seascapes and culture, merging traditional forms with contemporary comfort to create a sanctuary that is both rooted and modern.



UNIQUE FEATURES

Paje Beach Resort embraces Zanzibar’s cultural spirit through locally inspired architectural elements. Coral stone walls, vaulted ceilings, and intricate timber detailing blend harmoniously, reflecting island traditions. Handwoven textiles and carefully crafted murals adorned with tribal motifs infuse spaces with authenticity and character. Lush planting seamlessly integrates nature into interiors, while thoughtfully carved details enhance the immersive guest experience, creating a vibrant yet tranquil atmosphere.







Paje Beach Resort is a celebration of Zanzibar's vibrant identity, where architecture and interiors immerse guests in a dialogue between culture, nature, and comfort. Every detail fosters a deep connection to place, creating a truly memorable stay.



FACTS & FIGURES

Site Area 1 621 m²

Client Confidential

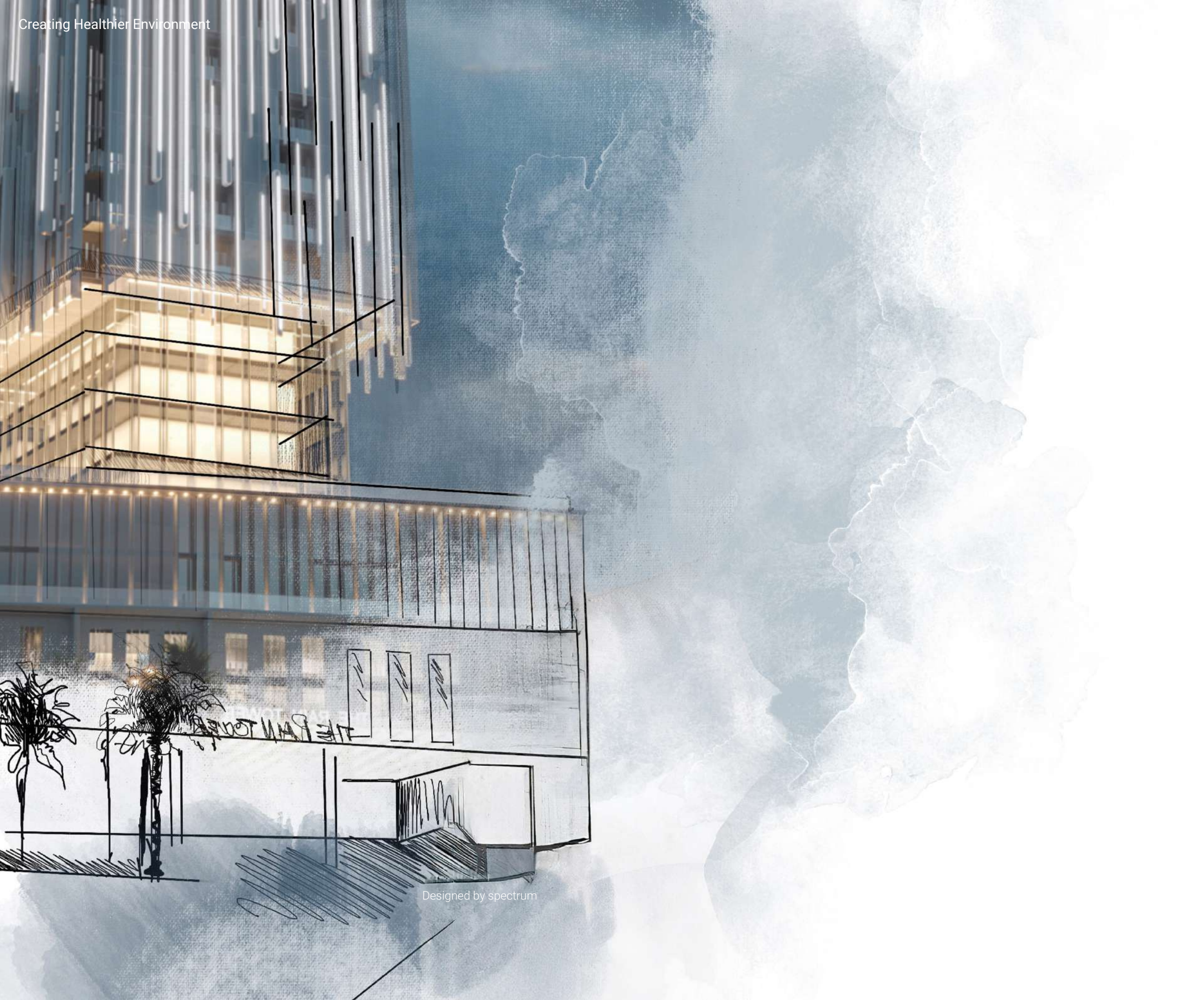
Services Architecture, Landscape design

Status Ongoing



THE RAIN TOWER





## DESIGN STORY & ELEMENTS

Inspired by raindrops, Rain Tower embodies biomorphic architecture, blending natural forms with modern design. The building's flowing volumes and rhythmic façade create a dynamic presence that reflects Batumi's climate and cultural context.

Designed by spectrum



## SENSE OF SPACE

The tower's three distinct volumes, narrowing as they rise, evoke the fluidity of falling rain. The base, with classical proportions, grounds the building, while upper floors open into airy, light-filled spaces that balance tradition and innovation.

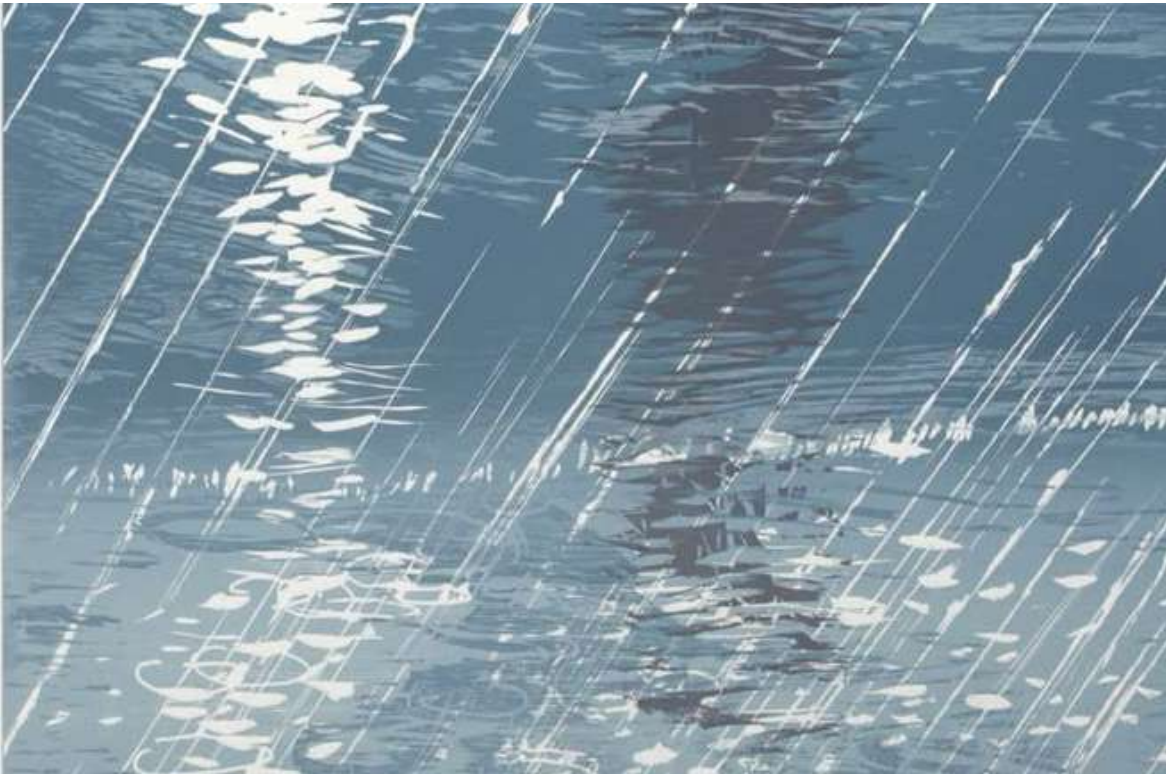


Designed by spectrum



THE CONCEPT

Rain Tower’s design draws from the natural rhythm and flow of rain, capturing its dynamic movement in a biomorphic architectural form. The tower’s fluid and organic shape creates a sense of motion and softness, harmonizing contemporary structure with Batumi’s coastal climate. This interplay of natural inspiration and modern design language pays homage to Batumi’s unique identity, emphasizing the connection between built environment and natural forces. The facade’s textured patterns and vertical elements mimic the cascading rain, creating an elegant visual narrative that blends nature’s poetry with architectural innovation.



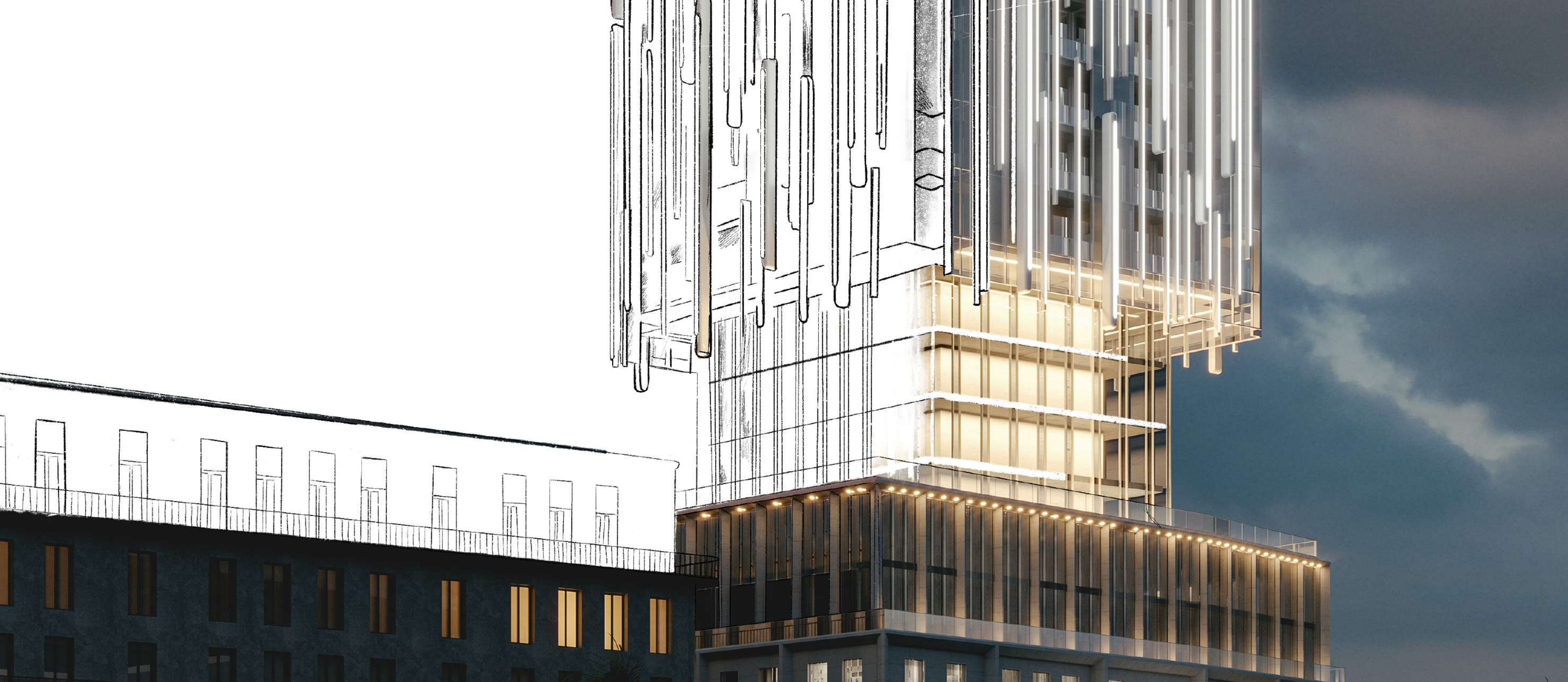




UNIQUE FEATURES

Three sculptural volumes, classical base, rain-inspired facades, flowing curves, and a design balancing nature and modern urbanity.





Rain Tower redefines Batumi's skyline with a design inspired by nature's rhythm. Combining bio-morphic shapes with classical proportions, it creates a building that is both a cultural landmark and a symbol of future-forward architecture rooted in local context.



FACTS & FIGURES

Site Area 9 831 m²

Client Confidential

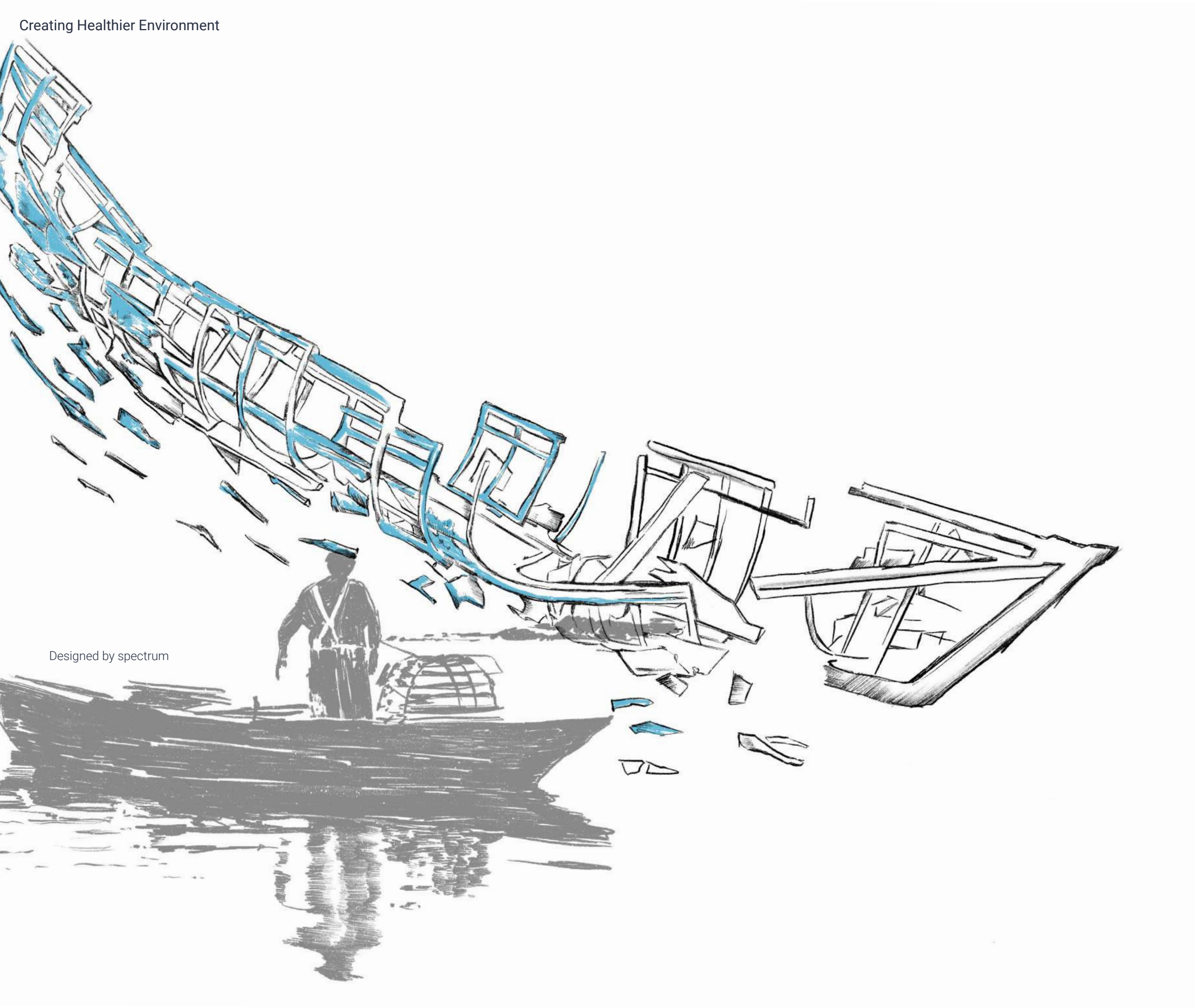
Services Architecture, Interior Design

Status Ongoing



JELICH LIFESTYLE HOTEL





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DESIGN STORY & ELEMENTS

Inspired by the rich cultural heritage and natural beauty of the coast, Lifestyle Hotel blends traditional craftsmanship with modern design. Warm materials and subtle details create a space that honors local stories and invites guests to connect deeply with place.



## SENSE OF SPACE

Nestled along the coast, the hotel reflects its surroundings through spatial flow and cultural nods. Architectural elements echo local building traditions, while landscaped courtyards and open lounges evoke community life and the region's vibrant spirit.



Designed by spectrum



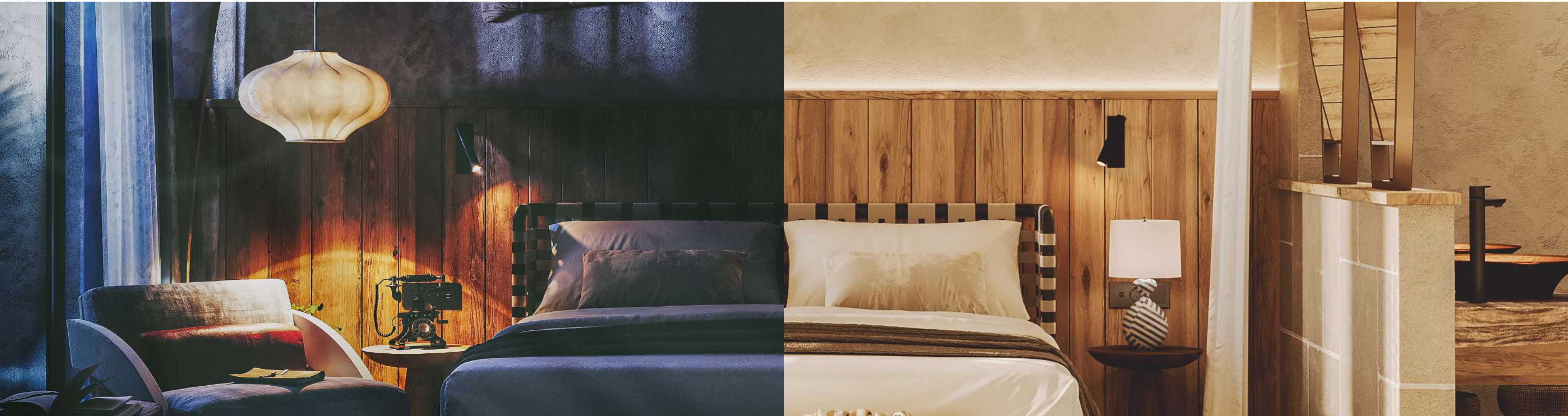


THE CONCEPT

Soft textures and earthy colors inspired by coastal landscapes shape a warm, inviting atmosphere that balances tradition with contemporary comfort.



INTERIOR FEATURES



The interior embraces a refined Japanese influence through tactile materials, warm wood paneling, and understated lighting. The composition balances comfort and simplicity, creating a tranquil yet distinctive atmosphere.



UNIQUE FEATURES

Lifestyle Hotel’s restaurant, Asu Mare, uniquely captures Japanese authenticity with modern flair. The design thoughtfully combines rich natural materials, serene hues, and sophisticated textures, reflecting a refined aesthetic. At its heart, a captivating sakura tree installation symbolizes renewal and elegance, enhancing the atmosphere with a vibrant yet serene presence. This fusion of traditional cultural elements and contemporary design creates a distinctive, immersive dining experience.



Designed By Spectrum







Lifestyle Hotel tells a story of place and people, rooted in coastal culture and crafted with care. It offers guests a warm, authentic experience where heritage and nature meet, creating a sanctuary that feels both timeless and inviting.



FACTS & FIGURES

Site Area 2 500 m²

Client Confidential

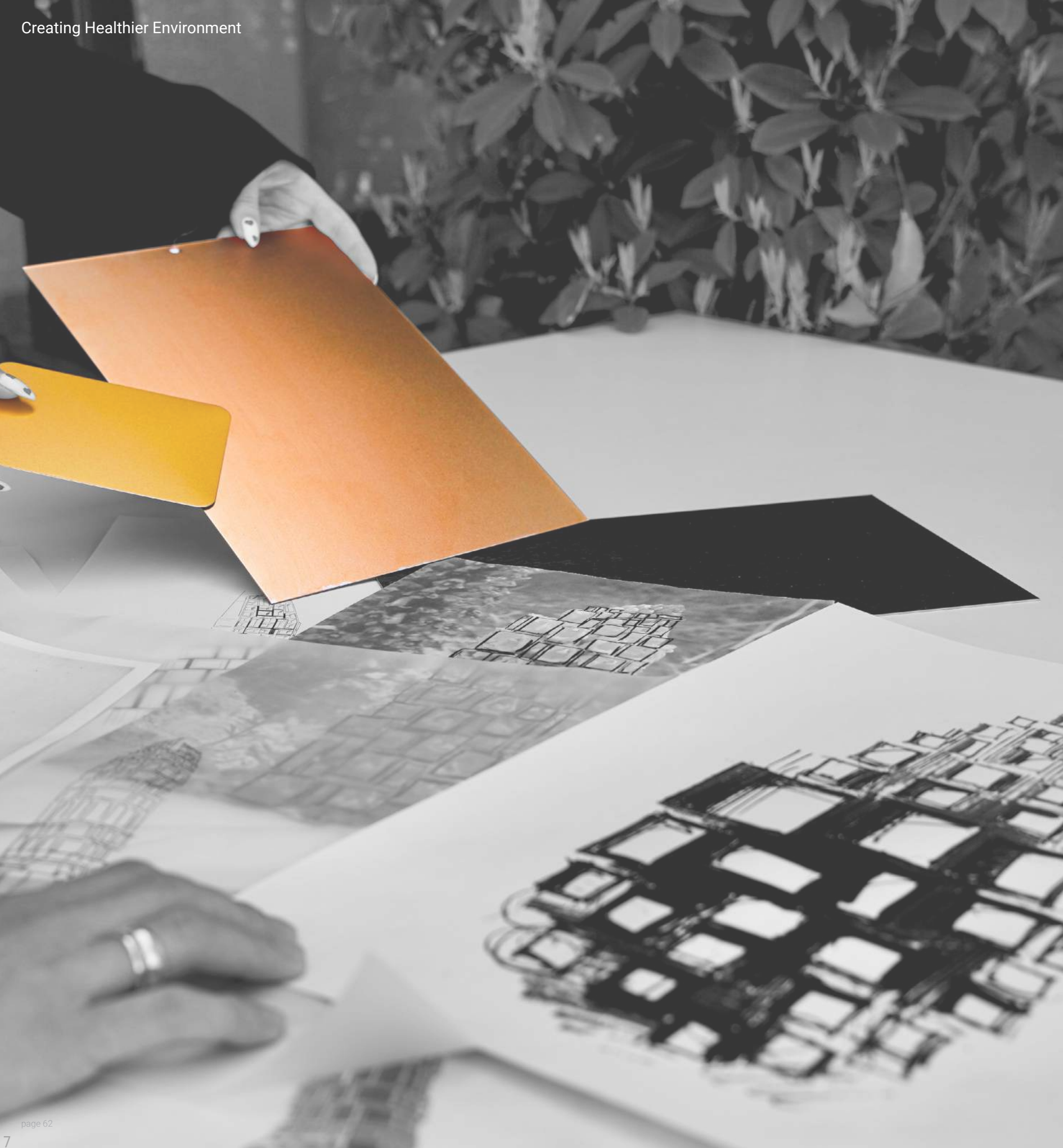
Services Architecture, Interior Design

Status Ongoing



EQAL TOWER





DESIGN STORY & ELEMENTS

Inspired by the resilience and unique beauty of Cistanche phelypaea, the design blends natural forms with architectural rhythm. Local materials and crafted details evoke the flower's organic geometry, creating spaces rich in texture and cultural meaning.

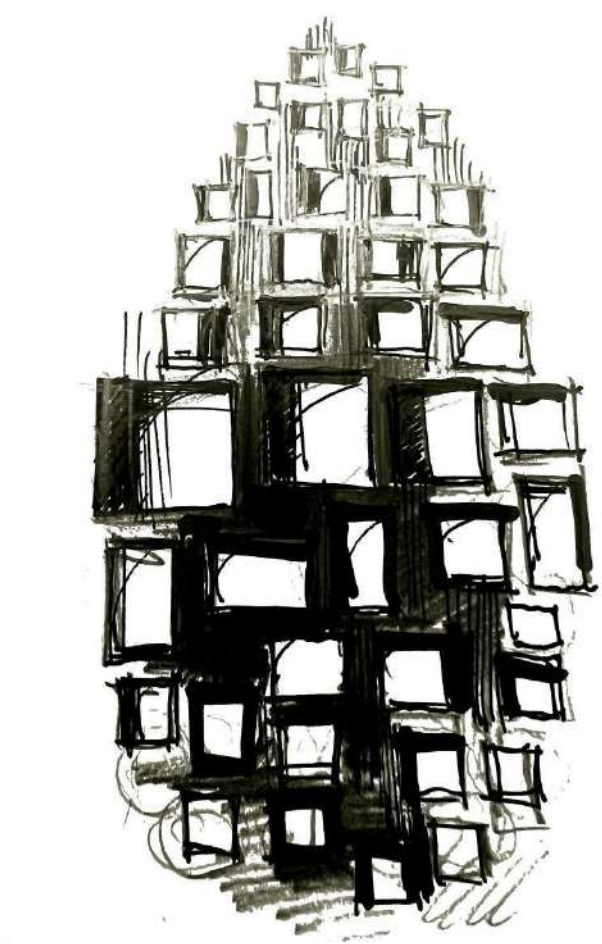


# SENSE OF SPACE

Spaces unfold with layered textures and natural light, mirroring the flower's delicate structure. Interiors connect guests with the environment through tactile materials and fluid transitions, reflecting the local heritage and landscape.





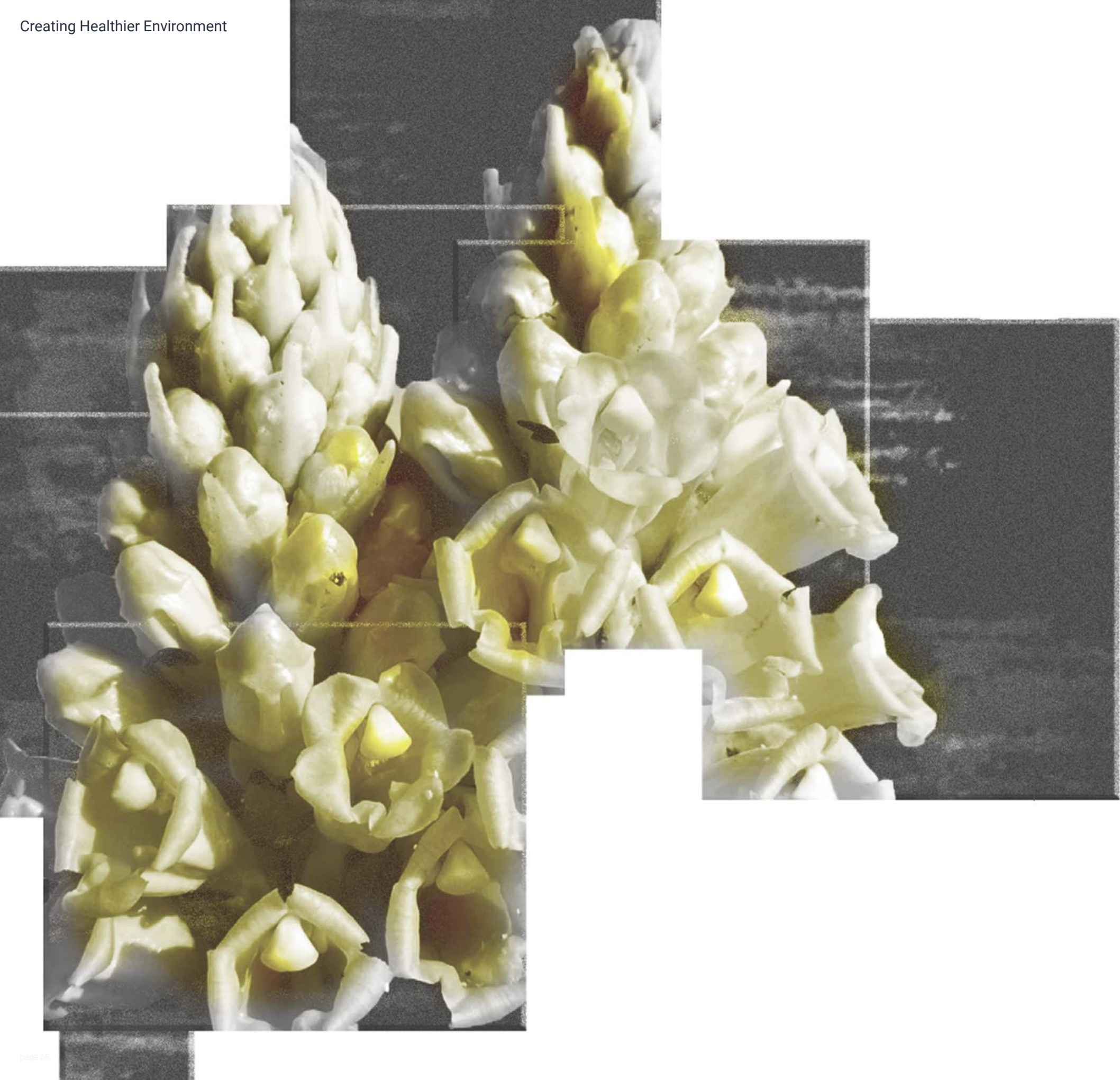


THE CONCEPT

Inspired by *Cistanche phelypaea*, a rare desert flower symbolising resilience and life in harsh conditions, the design channels its organic forms and enduring spirit into architecture that harmonises nature and place.







## UNIQUE FEATURES

Organic geometry is inspired by local flora, layered textures, natural light integration, and a material palette that honours the environment's subtle beauty.





Rooted in the symbolism of *Cistanche phelypaea*, the project weaves nature's resilience into architecture. Every space tells a story of growth and connection, inviting guests to experience the harmony between environment, culture, and design.



FACTS & FIGURES

Site Area 2 500 m²

Collaborators AECOM Georgia LLC

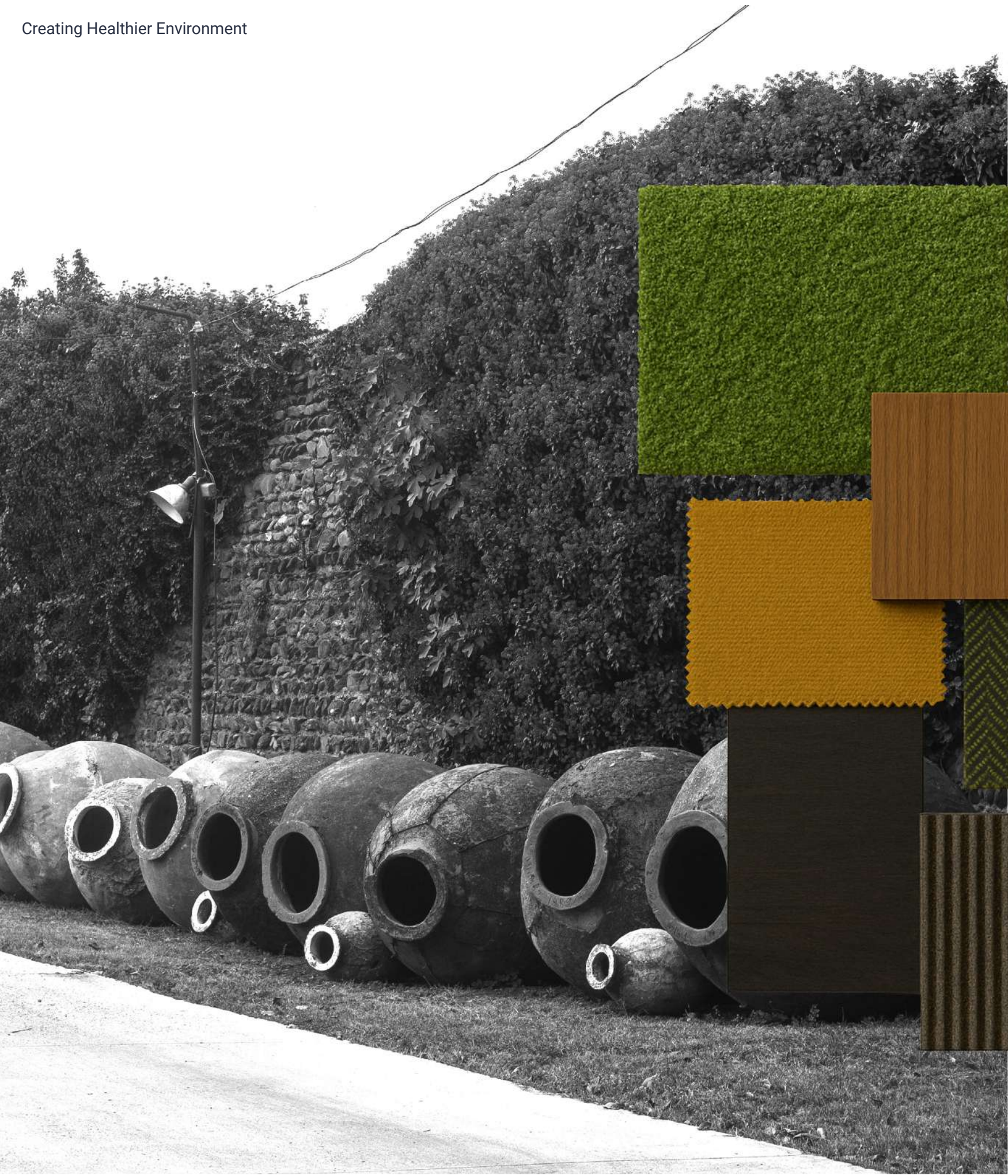
Services Green Facade, Construction Management

Status Completed



RADISSON COLLECTION





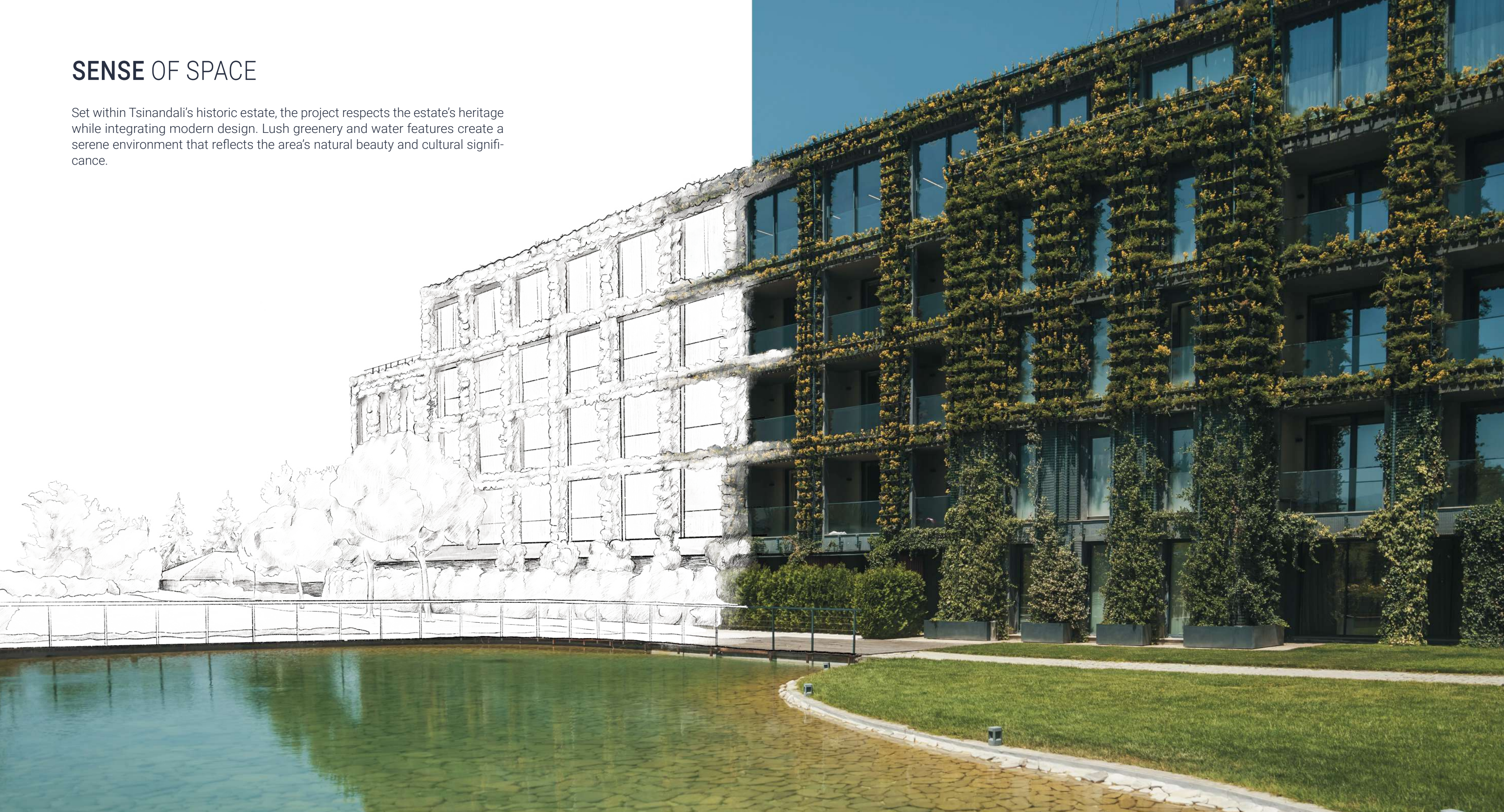
### DESIGN STORY & ELEMENTS

The green façade of Radisson Collection blends nature with architecture, enhancing biodiversity and improving air quality. Diverse plant species and natural materials connect the building with its lush surroundings, promoting sustainability and wellbeing.



## SENSE OF SPACE

Set within Tsinandali's historic estate, the project respects the estate's heritage while integrating modern design. Lush greenery and water features create a serene environment that reflects the area's natural beauty and cultural significance.





UNIQUE FEATURES

This project features an innovative green façade composed of carefully selected plant species, offering both natural insulation and seasonal adaptability. The living exterior not only enhances energy performance but also contributes to biodiversity and air quality. Designed to integrate effortlessly into the historical context of the estate, the architecture bridges the old and the new—merging ecological design strategies with heritage preservation to create a sustainable and culturally rooted experience.







Radisson Collection bridges past and present with a living green façade and a glass bridge connecting historic and new buildings. This fusion honours heritage while championing sustainability, creating a landmark of culture and environmental innovation.



FACTS & FIGURES

Site Area 58 500 m²

Client “City Center” LLC

Services Architecture, Construction Management

Status Ongoing



ARAGVI





## DESIGN STORY & ELEMENTS

Inspired by Tbilisi’s rugged hills and natural terrain, Aragvi Center’s design integrates sculptural volumes and earthy textures. The architecture respects the landscape, blending modern form with local materials to create a harmonious urban environment. Set in a rapidly growing district, Aragvi Center balances urban expansion with natural beauty.





THE CONCEPT

A multifunctional complex that harmonizes modern growth with nature and heritage, enhancing Tbilisi's urban fabric and community life through integrated green and built environments.



UNIQUE FEATURES

Four integrated components—hotel, retail, offices, and residences—are unified through sculptural forms inspired by local rock formations. The architecture blends with the natural topography, while green terraces and open spaces promote sustainability, leisure, and vibrant urban life.







Aragvi Multifunctional Center symbolizes Tbilisi's evolution, blending cultural heritage with modern architecture. It creates new economic opportunities while enhancing quality of life with parks, mixed-use spaces, and a design rooted in natural and urban harmony.



FACTS & FIGURES

Site Area 10 000 m²

Client Baheej

Services Architecture, Interior Design, landscape design

Status Completed



WELLNESS RESORT





## DESIGN STORY & ELEMENTS

Yanbu Wellness Resort draws from the natural beauty of the sea and local heritage. Seashell-inspired architecture, lush greenery, and organic forms create a tranquil sanctuary that balances modern luxury with cultural authenticity.



## SENSE OF SPACE

Set along the coast, the resort reflects Yanbu's charm and fisherfolk traditions. Coral stone walls, vaulted timber, and carved doorways echo local vernacular, while intimate nooks and open terraces foster connection with nature and community.







THE CONCEPT

A harmonious blend of natural forms and cultural motifs, the design creates a wellness sanctuary rooted in Yanbu’s heritage and the healing power of nature.



UNIQUE FEATURES

Seashell-inspired architecture shapes the core identity of the design, evoking a sense of natural harmony and coastal calm. The project integrates a lush landscape with a multifunctional greenhouse, offering year-round greenery and seasonal flexibility. Organic materials such as textured stone, warm wood, and raw fibers are used throughout, enhancing tactile experience and visual comfort. Every space is thoughtfully crafted to support wellness, encourage reflection, and foster meaningful social connection.







Yanbu Wellness Resort is a cultural and natural refuge where design, tradition, and nature converge. The resort's architecture and interiors invite guests to experience holistic rejuvenation through connection with place, heritage, and mindful wellness practices.



FACTS & FIGURES

Site Area 3 200 m²

Client Hilton

Services Architecture, Interior Design

Status Ongoing



CANOPY BY HILTON





## DESIGN STORY & ELEMENTS

Canopy by Hilton Tbilisi blends modern architecture with rich cultural narratives. Warm woods, colorful glass, and bespoke textiles evoke the city's heritage, while carefully crafted furniture and materials create a welcoming, vibrant atmosphere.



## SENSE OF SPACE

Rooted in Tbilisi's urban fabric, the design reflects local spirit through calligraphy, folklore, and historic motifs. Intimate lounges and lively courtyards invite guests to experience the warmth and character of the city.

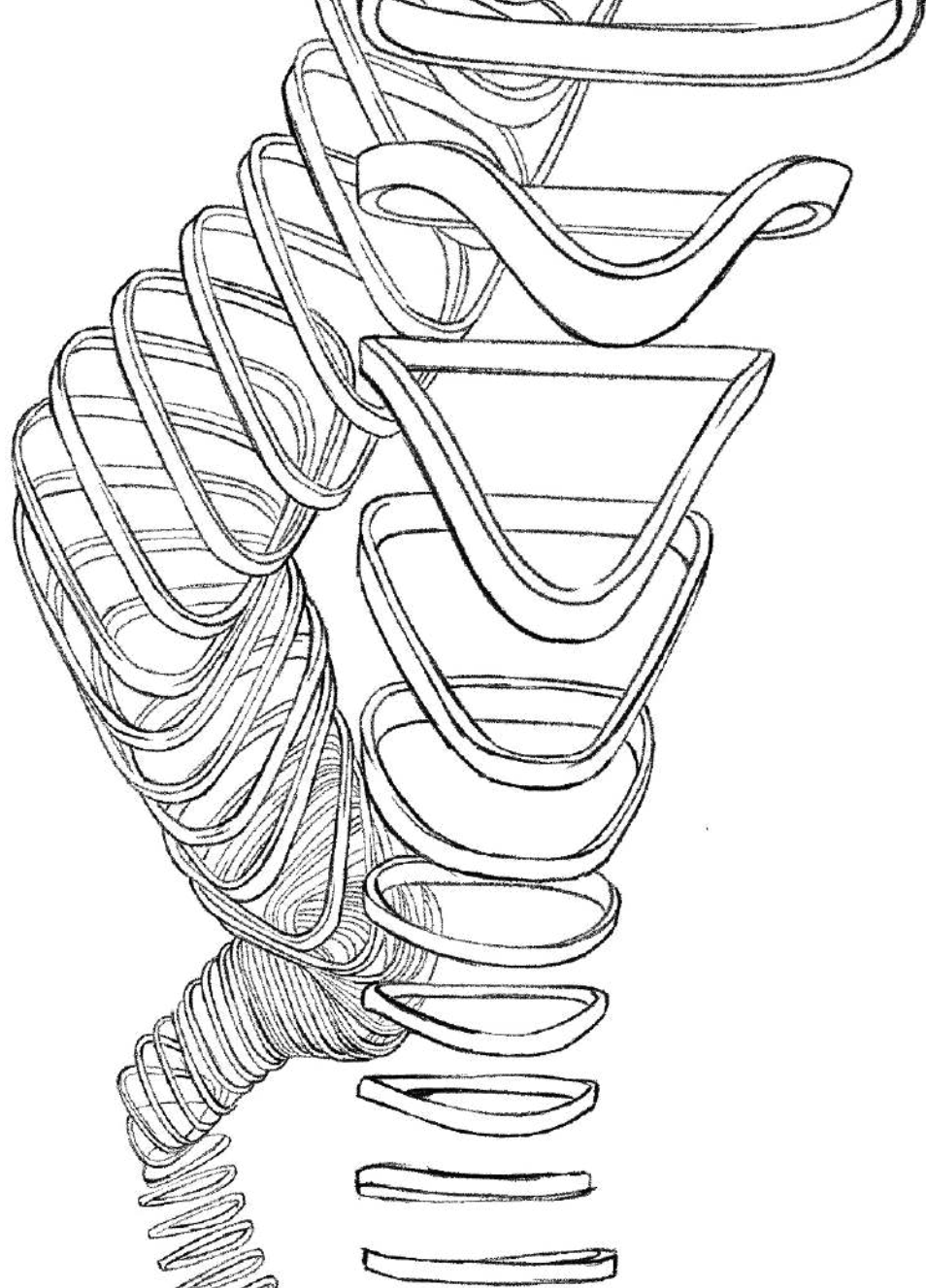






THE CONCEPT

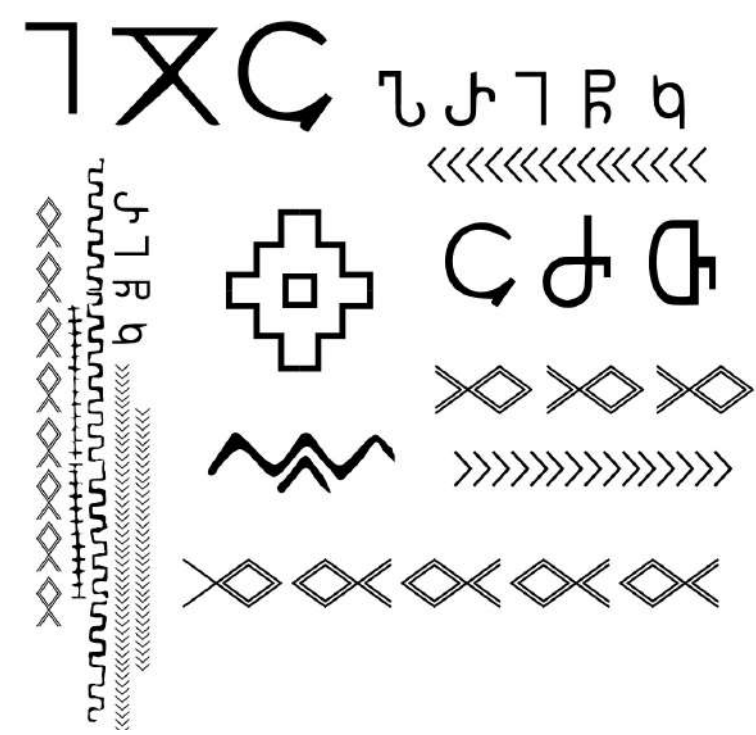
A fusion of tradition and modernity, the hotel offers guests an immersive experience that honors Tbilisi’s past while embracing contemporary comfort and style.





UNIQUE FEATURES

Custom joinery, Georgian motifs, reclaimed materials, acoustic insulation, adjustable lighting, and floor-to-ceiling openings create a health-focused, tranquil guest experience.



Designed By Spectrum







Canopy by Hilton Tbilisi invites guests into a space where heritage meets innovation. The interior design tells stories of the city's architecture and culture, providing a vibrant, welcoming environment that fosters connection and comfort.



FACTS & FIGURES

Built Up Area 3 770 m²

Collaborators Domson, Art Studio LLC

Services Interior Design, Construction Management

Status Ongoing



VILLA GOODOLI





DESIGN STORY & ELEMENTS

Villa Godoly embraces the rich heritage of Kakheti through traditional Georgian materials like stone, brick, clay, and wood. The design integrates authentic Georgian ornaments and intricate furniture details with modern hotel standards, creating a harmonious blend of past and present.



## SENSE OF SPACE

Rooted in Kakheti's cultural heartland, the project reflects the region's identity through the use of local materials and artisanal craftsmanship. Panoramic views of the Caucasus Mountains, traditional rugs, and antique finishes evoke a deep connection to the landscape and history, offering guests an immersive cultural experience.







THE CONCEPT

Inspired by the Georgian ancestral home and centuries-old winemaking traditions, the design fosters warmth and hospitality. Hotel rooms mimic the feel of a peasant’s house, combining old furniture, traditional rugs, and modern comfort to create a cozy, authentic atmosphere.

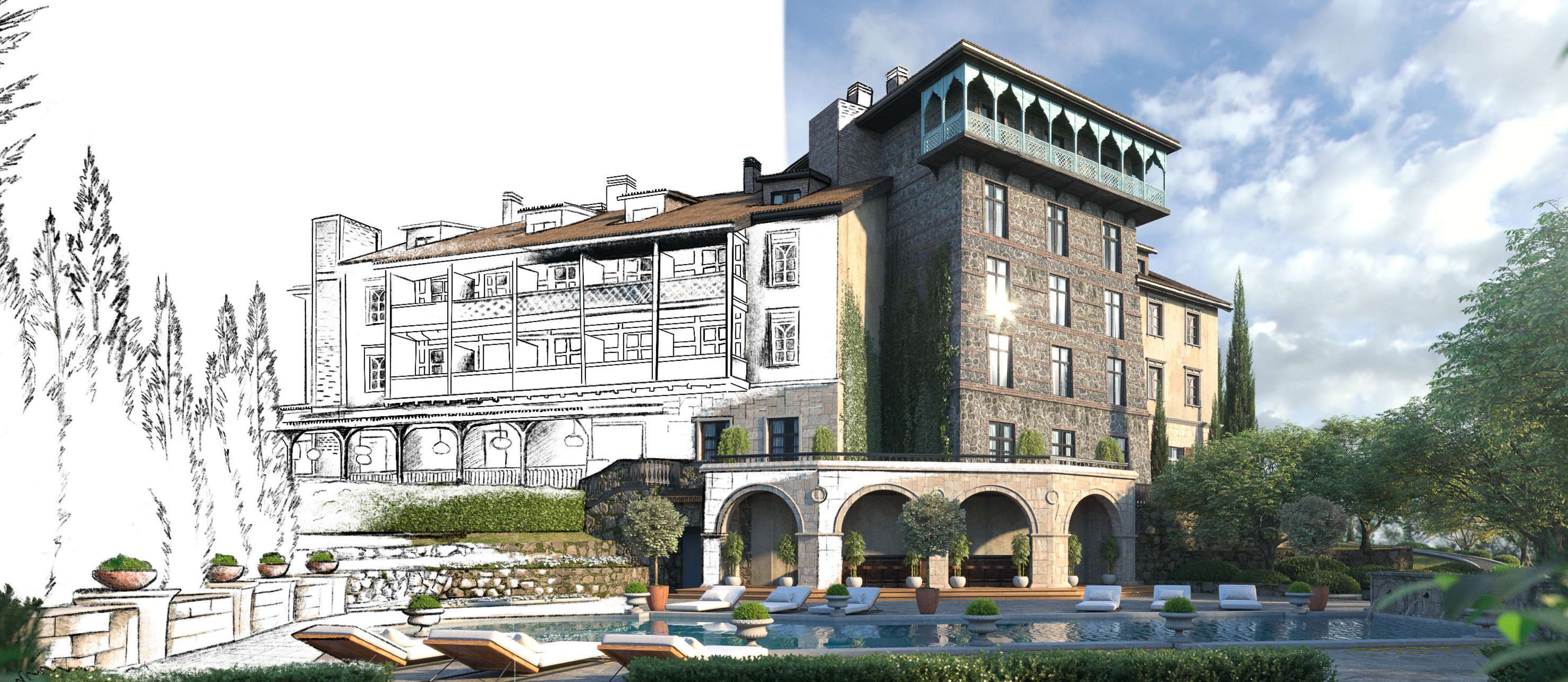


UNIQUE FEATURES

The hotel features a wine cellar and tasting room highlighting 8,000 years of Georgian winery heritage. The interior includes a museum with cultural exhibits, while warm natural materials and open bathroom layouts invite natural light, enhancing comfort and tranquility throughout.







Villa Godoly stands as a cultural retreat nestled in Kakheti's scenic landscape, combining traditional Georgian architecture with modern hospitality. Through authentic materials, historical references, and functional design, it offers guests a unique stay that honors Georgia's heritage and natural beauty.



FACTS & FIGURES

Site Area 20 366 m²

Client NEXT Group

Services Architecture, Interior Design

Status Architecture, Landscape Design



NEXT COLLECTION





## DESIGN STORY & ELEMENTS

Next Collection blends modern architecture with the natural landscape of Green Cape, Batumi. Its fluid forms and green façades echo the coastal environment, using organic shapes and a calm color palette. Sustainable materials and greenery enhance the connection to nature, creating a harmonious living environment.



## SENSE OF PLACE

Situated near Batumi Botanical Garden, Next Collection captures the coastal spirit through expansive views of the Black Sea and lush greenery. The design reflects the climate and topography, integrating terraces, patios, and rooftop gardens that connect residents to the outdoors while complementing the region's natural beauty and serene atmosphere.





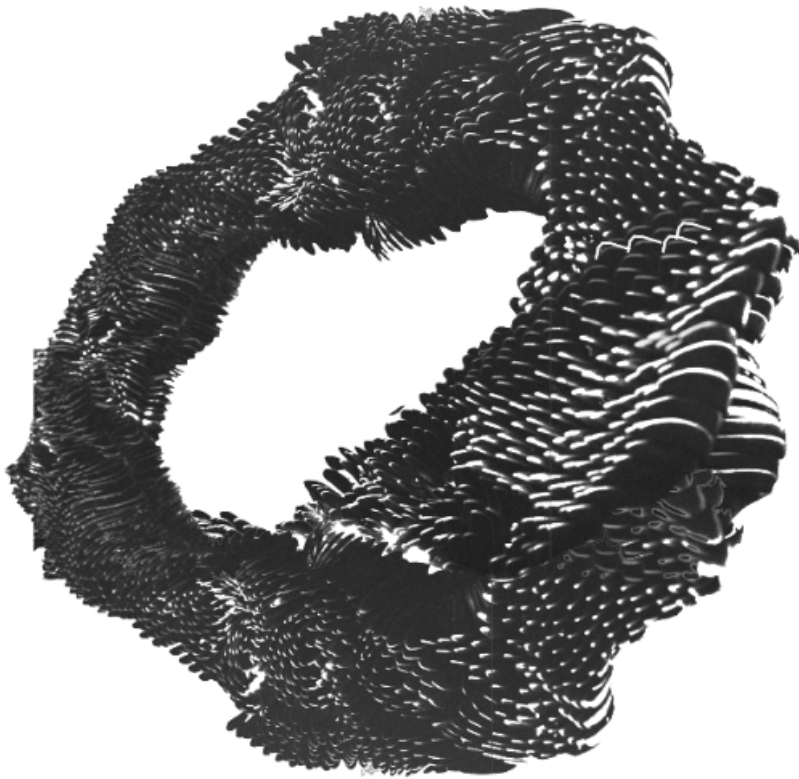
THE CONCEPT



The design celebrates coastal living with organic architecture and panoramic sea views. Green terraces and natural materials foster harmony between built environment and landscape, creating a tranquil, sustainable residence.







UNIQUE FEATURES

Inspired by the elegant curve of a whale’s tail, the architecture creates a striking silhouette on Batumi’s skyline. Fluid, organic forms blend with the coastal environment, while sweeping balconies optimize natural ventilation and light. Sustainable materials and design honor the city’s rich heritage and seaside setting.







Next Collection is a sustainable coastal residence designed for comfort and harmony with nature. Its modern architecture uses organic forms and green façades to blend with Batumi's landscape. Panoramic windows frame stunning sea views, while terraces and rooftop gardens enhance outdoor living. Thoughtful features like brise soleil optimize climate control, making this complex a serene haven that respects its environment and community.



FACTS & FIGURES

Site Area 430 m²

Client Confidential

Services Interior Design

Status Ongoing



RESTAURANT MOSAVALI





## DESIGN STORY & ELEMENTS

Restaurant Mosavali blends modern design with rich Georgian heritage. Warm wooden panels, sleek marble, and metal accents create an elegant setting. Traditional Georgian motifs and handcrafted details add cultural depth, while decorative partitions and curved wooden ceilings highlight local craftsmanship.



## SENSE OF SPACE

Located in Doha's Oasis Mall, the restaurant evokes the spirit of Georgian tradition through architectural arches and intricate patterns. The design reflects the culture's warmth and artistry, creating an inviting space that connects guests with Georgia's vibrant heritage and modern hospitality.







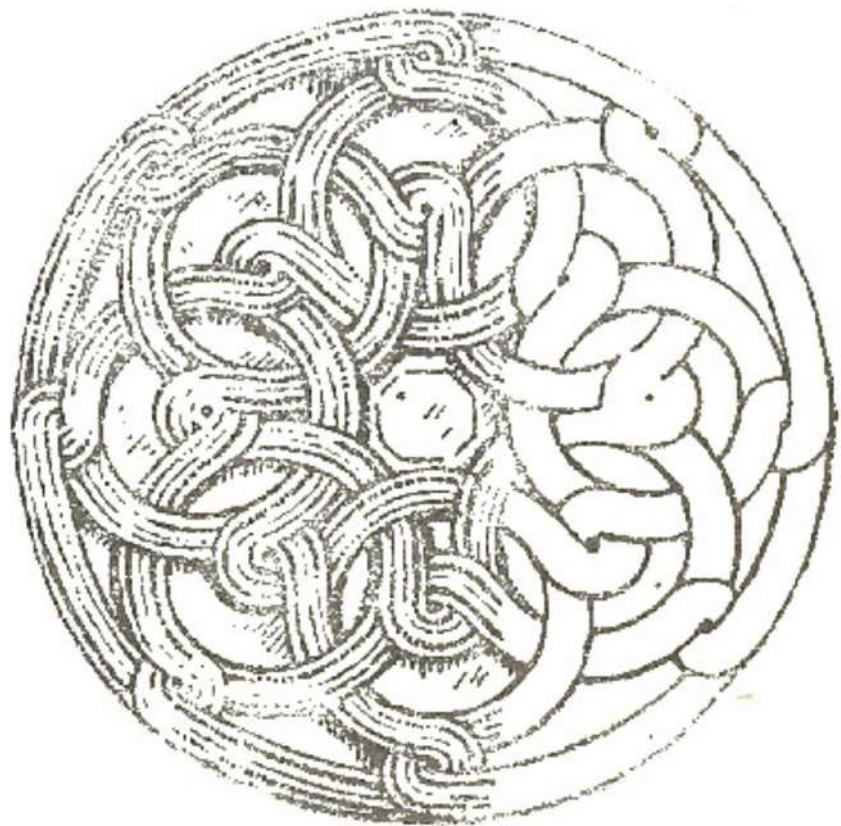
THE CONCEPT

The design harmonizes contemporary style with traditional Georgian elements, crafting a space where history and modernity coexist to offer guests a memorable dining experience.



UNIQUE FEATURES

The restaurant features signature arched shapes inspired by Georgian architecture, handcrafted wooden ceilings, and decorative partitions that blend function with artistry, creating a refined and authentic atmosphere.



Designed by spectrum







Mosavali is a celebration of Georgian culture in the heart of Doha, combining modern architectural elegance with timeless traditional motifs. Every design element, from arches to finishes, contributes to an immersive experience where guests enjoy rich heritage within a contemporary dining environment.



