

# A touch of class, dwp style - Industry Press Releases

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### Press Release Content

**Bahrain-based event organiser Hilal Conferences & Exhibitions (HCE) and the multi-disciplinary award winning architecture and interior design firm, design worldwide partnership (dwp), have announced collaboration for the gulfINTERIORS exhibition in Bahrain next month.**

dwp will provide world-class interior design elements to the Lobby of Hall 2 of the Bahrain International Exhibition Centre (BIEC) for the benefit of exhibitors and visitors. The dwp stand will showcase dwp's global presence through the display of their many acclaimed projects, both in Bahrain and globally. Professional senior interior designers from dwp will be present on the stand to share dwp's experience. It is through a close working relationship that dwp are able to offer best business decisions based on cost effective design solutions. dwp will also be showcasing their styling and procurement services through stunning displays of furniture, fixtures and equipment (FFE) at the 4 to 6 May 2010 show.

Kristina Zanic, dwp Executive Director – Middle East and Founding Partner, said of the collaboration: "As the only dedicated high level exhibition of its type in the northern Gulf, gulfINTERIORS complements the regional marketing strategies of dwp's Bahrain office, which since its establishment in 2006 has been driving the growth and diversification of the Company's business across the GCC and spearheading innovative new projects."

Neil Mark Glassberg, dwp Managing Director, added: "Through this collaboration dwp will help HCE achieve its objective of a stunning visual setting for gulfINTERIORS. The exhibition is also an opportunity for dwp to educate the marketplace about the value of incorporating top end interior design into projects and promote the idea that 'good design is good business'."

Kim Willis, HCE Exhibitions Director, said dwp's commitment to the inaugural gulfINTERIORS was highly symbolic.

"Having a company of dwp's caliber and global stature involved in the exhibition helps HCE fulfill its vision of gulfINTERIORS as the showpiece event for luxury interiors design brands, products and services in the northern Gulf. Consequently, HCE views this collaboration as the beginning of a long-term strategic relationship in which we are committed to delivering world-class exhibitions for our partner's benefit."

dwp is acknowledged as one of the largest interior design companies in Bahrain with a total staff of 55. dwp specialises in a range of services, including, interior design, architecture, graphic design, facility planning, feasibility studies, FF&E procurement and Design Styling. Prestigious projects on which dwp has worked in Bahrain include the Capital Club in Bahrain Financial Harbour, the refurbishment of the Regency Intercontinental Hotel in Manama, the Amwaj Gateway, Zain Headquarters and Raffels City in Bahrain Bay. The Bahrain office also serves as the regional hub for the Gulf and a strategic gateway to Saudi Arabia.

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