



DESIGN
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CREATIVE THINKERS



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ARCHITECTURAL, INTERIOR DESIGNER, GRAPHICS DESIGNER,
LANDSCAPE, CONSULTAANT AND BUILDERS

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Welcome

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INTRODUCTION:

Design Art is a group of technocrats led by a board of Directors, each highly qualified in his own discipline, who are committed to providing the necessary technical know-how required for a developing Pakistan to meet the challenges of the 21st century.

Design Art Established in 2006 as its prime objective has always targeted working areas of operations related to the uplift of human settlements. The approach adopted by the company is thorough, Precise, reliable, and commiserative with the local socio-economic condition.

The success of operations in a technical organization depends on the way its personnel is positioned. To optimize efficiency, the organizational structure of Design Art is based on the following professional fields.





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SCOPE OF WORK

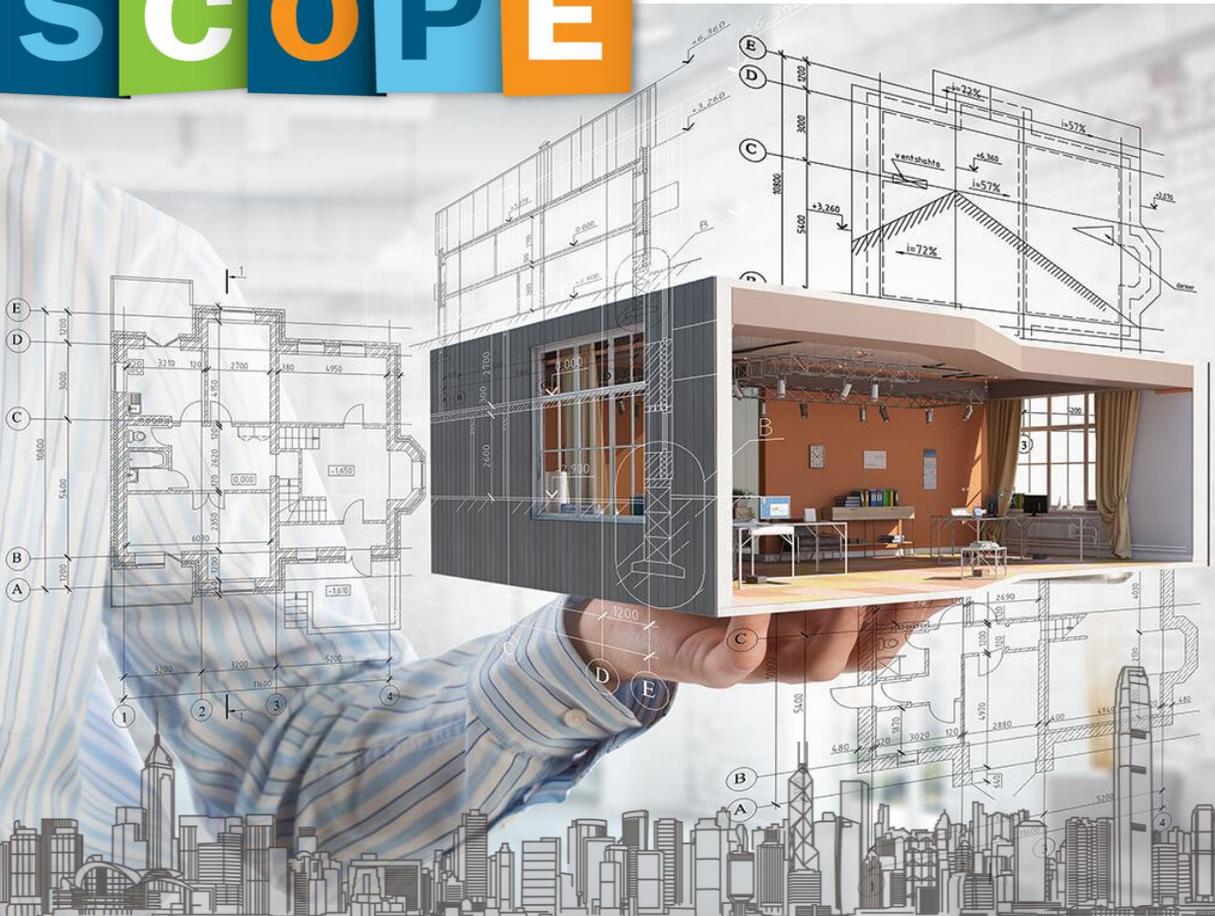
SCOPE OF WORK:

Design Art is one of the leading organizations capable of rendering technical services to the public and the private sectors in the fields of

- Project Management
- Architecture Design
- Interior Design
- Structure Design
- M.E.P. Design
- Construction
- Landscape Design
- Graphics Design
- Furniture Design
- Industrial
- Environmental Engineering
- Community Development.



S **C** **O** **P** **E**



WHY US.?

There are several reasons for being the foremost priority amongst our clients.



- ✓ Transparent dealing
- ✓ Quality control policy
- ✓ Competitive prices
- ✓ Designing facilities
- ✓ Latest equipment and tools
- ✓ Well-structured management
- ✓ Effective and efficient services
- ✓ Timely completion of the projects
- ✓ Advanced Design equipment
- ✓ Well-established project management methodology

QUALITY ASSURANCE:

Quality is the nucleus where we focus our utmost attention. The team works in close collaboration with quality controllers in rendering our services to our esteemed clients. Being a renowned Consultant, we ensure that the services offered by us are reliable and consistent and thus we are getting huge appreciation from our numerous clients, made from the quality raw material which is at par with international standards. Further, we duly test these products at several quality parameters to ensure their flawless performance.

We use most updated licensed software for our Architectural, Interior Designing, Graphics Designing and Other Services. In addition to it, we are keenly interested in offering the following types of services:



Commitment
To Work



Cost
Effective



Solid
Teamwork



Standard Of
Excellence



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PROJECT MANAGMENT

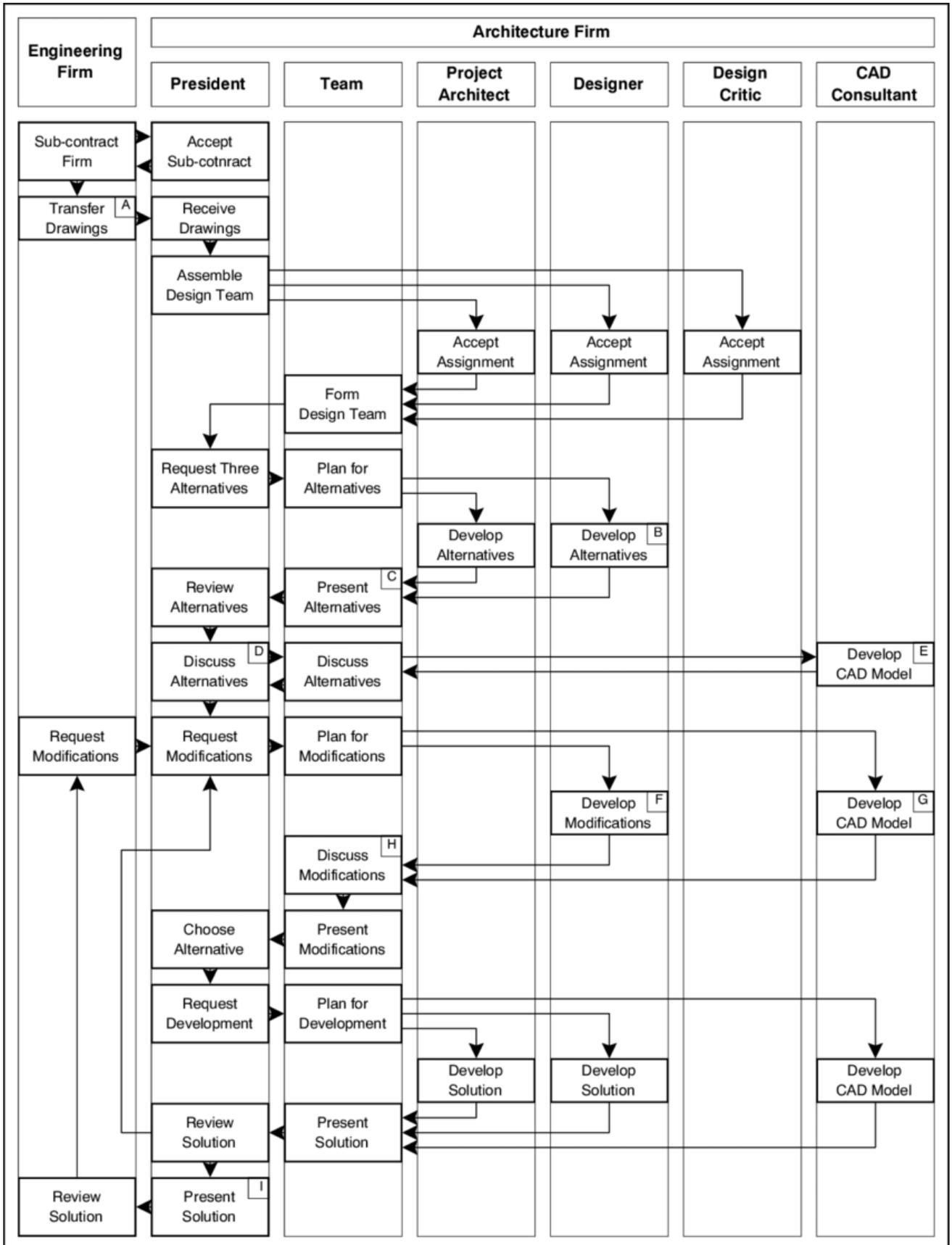
PROJECT MANAGEMENT:

1. Master Plan
2. Basics Design
3. Implementation Design
4. Assistance for Selecting Constructors
5. Construction Supervision



Sr No	Description	Details
1	Master Plan	<ul style="list-style-type: none"> ○ Master plan design ○ Organization of requirements ○ Preparation of volume plan ○ Consideration of project profitability ○ Estimation cost calculation ○ Scheduling plan ○ Preparation of basic specifications ○ Interviews with administrative bodies
2	Basic Design	<ul style="list-style-type: none"> ○ Basic design drawings ○ Scheduling ○ Assistance in preparing written estimates ○ Incorporation of tenant requests
3	Implementation Design	<ul style="list-style-type: none"> ○ Compliance with laws and regulations ○ Drawing of the actual design ○ Drawing plan for confirmation and application ○ Application for building confirmation ○ Negotiation with administrative entities
4	Assistance for Selecting Constructors	<ul style="list-style-type: none"> ○ Preparation of bidding outline ○ Preparation of construction work division table ○ Holding meetings for explaining site/drawing Q&A ○ Inspection of proposals and estimates ○ Evaluation of price and bid results ○ Negotiation of price and conditions ○ Contracts negotiation and assistance
5	Construction Supervision	<ul style="list-style-type: none"> ○ Host regular construction meetings ○ Confirmation of construction plan ○ Checking of construction processes ○ Checking of working drawings ○ Construction Supervision ○ Site Inspection and Quality Control ○ Attendance at various inspections ○ Inspection of costs for design changes ○ Attendance at acceptance inspections

TEAM WORK:



PROJECT MANAGMENT:



PROJECT IN HAND:

PROJECTS	SERVICES RENDERED	LOCATIONS
INMOL Hospital Atomic energy Project (Cyclotron Pet C.T) Reception	Architectural Design Consultancy and Execution	Lahore
4.5 kanal Farm House Mr. Fakhar-Ul-Zaman	Architectural Design and Consultancy	Raiwand Lahore
4 kanal Farm House Mr. Amir Ameen First National Pakistan	Architectural, Interior Design and Consultancy	BRB Barki Lahore
Cannon Thermatek PVT.LTD 4 Acer (Cannon Foam)	Architectural Design and Consultancy	Fiedmc Industrial Area Faisalabad
SALUSessentia Swimming Pools	Detail Drawings	Jeddah Saudi Arabia
SALUSessentia Pools & Water Features	Detail Drawings	Jeddah Saudi Arabia
SALUSessentia SPA THERMAL EQUIPMENT	Detail Drawings	Jeddah Saudi Arabia
SALUSessentia BOUTIQUE HOTEL	Detail Drawings	Jeddah Saudi Arabia
10 Marla House	Architectural Design and Execution	G.T.C.H.S Lahore



SPECIAL PROJECT:

PROJECTS	SERVICES RENDERED	LOCATIONS
INMOL Hospital Atomic energy Project (Cyclotron Pet C.T) With Collaboration of (Shagufta & Munir Associates)	Architectural Design and Consultancy Pakistan first ever project of Atomic energy for cancer patients, supervised the construction of “ CYCLOTRON PET C.T ”	Lahore
Ibnesina Hospital With Collaboration of (Shagufta & Munir Associates)	Architectural Design and Supervision	Multan
Bakhtawer Amin Hospital With Collaboration of (Shagufta & Munir Associates)	Architectural Design and Supervision	Multan
Coca Cola Main Office With Collaboration of (MS Enterprises)	Interior Design & Supervision	Liberty Lahore
Samsung (Customer Service Center) With Collaboration of (MS Enterprises)	Interior Design	Lahore, Multan and Peshawar.
LG. (Customer Service Center) With Collaboration of (MS Enterprises)	Interior Design	Lower Mall Lahore
Safari Grill Restaurant With Collaboration of (MS Enterprises)	Architectural Design and Consultancy	Bahria Town Lahore
Missi Roti Restaurant With Collaboration of (MS Enterprises)	Architectural Design and Consultancy	Gullbarg II Lahore
Jawa Paints (Customer Service Center) With Collaboration of (MS Enterprises)	Architectural Design and Consultancy	Shah Alam Market Lahore
Sialkot International Air Port (Security Check Posts)	Construction	Sialkot
AL RAZI Health Care Center	Interior Design	Mini Market & Defense Lahore
IFFCO (Head Office)	Interior Design	Shaukat Khanum Chowk Lahore
2 Kanal House Naveed Gellani C.E.O. IFFCO	Interior Design	Valencia Town Lahore

SPECIAL PROJECT:

PROJECTS	SERVICES RENDERED	LOCATIONS
Theme Park With Collaboration of (Precision INC)	Architectural Design and Consultancy	Bahria Town Lahore & Karachi
Safari Park With Collaboration of (Precision INC)	Architectural Design and Consultancy	Bahria Town Karachi
Food Court With Collaboration of (Precision INC)	Architectural Design and Consultancy	Bahria Town Lahore
Children Play Area With Collaboration of (Precision INC)	Architectural Design and Consultancy	Bahria Town Lahore
Parking Plaza With Collaboration of (Precision INC)	Architectural Design and Consultancy	Bahria Town Lahore
Dolphin Swimming Pool With Collaboration of (Precision INC)	Architectural Design and Consultancy	Bahria Town Lahore
Jinnah Avenue With Collaboration of (Precision INC)	Landscape Design	Bahria Town Karachi
Alama Iqbal International Air Port With Collaboration of (Precision INC)	Landscape Design	Lahore

EXPERIENCE



PROJECT:

PROJECTS	SERVICES RENDERED	LOCATIONS
4 kanal Farm House	Architectural Design and Consultancy	Bedian Road Lahore
Abdullah City Housing Society	Master Plan Design	Chakri Inter change Islamabad
Grand Avenue Hosing Society	Park Landscape A Block	Feroz Pur Road Lahore
1Kanal House (MM Tower)	Interior Design	Model Town Link Road Lahore
Jamia Masjid Anwar-e-Madina 1.5 Kanal Mosque	Design & Supervision	Green Town Lahore
Darbar Gohar bar 4 Marla Mazar	Design & construction	Ichra Lahore
Pent House (MM Tower)	Architectural & Interior Design	MM Alam Road Lahore
Fahad Heights	Architectural Design	Bahria Town Lahore
Legend Heights	Architectural Design	Bahria Town Lahore
Bilal Heights	Architectural Design	Bahria Town Lahore
2 Kanal House	Interior Design	Bahria Town Lahore
10 Marla House	Interior Design	Bahria Town Lahore
10 Marla House	Architectural Design	Faroqabad Sheikhupura
First National Pakistan (Head Office)	Interior Design	Cant Lahore
24 Kanal 10 Marla Khawaja Poultry Farm	Architectural Design and Supervision	Raiwind Road Lahore
4 Kanal Quand-e-Afshan Marriage Hall	Architectural Design and Consultancy	Gujrat

PROJECT:

PROJECTS	SERVICES RENDERED	LOCATIONS
1 Kanal C.N.G Station	Architectural Design and Supervision	G.T Road Wazirabad
2 Knal Shopping Mall	Architectural Design and Consultancy	Dinga Gujrat
16 Marla Masque	Architectural Design and Supervision	Sialkot
Green City Murree Housing Society	Architectural Design and Consultancy	Murree
Happy Velly Housing Society	Architectural Design and Consultancy	Sialkot
Rasheed Factory	Architectural Design and Consultancy	Feroze Purr Road Lahore
Monaver Kamal Scrape Factory	Architectural Design and Consultancy	Industrial Area LHR
4 Kanal Lynx Hotel	Architectural Design and Consultancy	Devis Road Lahore
Med East Hospital	Architectural Design and Consultancy	Paragon City Lahore
32 Kanal Tufail Farm House	Architectural Design and Consultancy	Gujrat
4 kanal Farm House Mrs. Aliya	Architectural Design and Consultancy	Bedian Road Lahore
4 kanal Farm House Mr. General Zia-Ul-Haq	Architectural Design and Consultancy	Bedian Road Lahore
1 Kanal House	Architectural Design	Taxation Employs Co. H. Society Lahore
5 Marla House	Architectural Design	DHA Rahbar
1 Kanal Girls Hostel (UMT)	Architectural Design	College Road Lahore
Malik Mazhar Banquet Hall	Architectural Design and Consultancy	Lahore
(2) 5 Marla Houses Mr. Abdul Raffey Shirazi	Architectural Design	Khiyaban-e-Iqbal Lahore

PROJECTS:

PROJECTS	SERVICES RENDERED	LOCATIONS
10 Marla House	Architectural Design	Gullbarg Gujrat
10 Marla Madrasa & Masjid	Architectural Design	Valencia Town Lahore
A&I Builder (Green City Muree Housing Society)	Architectural Design and Supervision of Houses	Green City Muree
Jamea Masjid AQSA 1.5 Kanal Mosque	Architectural Design and Supervision	Bagriyan Lahore
1 Kanal House	Architectural Design	Valencia Town
10 Marla House	Architectural Design	Engineering Town Lahore
10 Marla House	Architectural and Interior Design	Judicial Colony 2 Lahore
AL Janat Plaza (AZIZ Market)	Architectural Design and Consultancy	Green Town Lahore
5 Marla House	Architectural, Interior Design and Execution	Park View Lahore
1 Kanal House	Execution	Nasheman-Iblal-2 Lahore
1 Kanal Call Center	Interior Design	Model Town Lahore
ALKABIR TOWN Head Office	Architectural Design	AL Kabir Town Lahore
INNOVATIVE i2c Branch Office	Interior Design & Front Elevation Design	Islamabad
Many more projects		



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ARCHITECTURAL DESIGN

ARCHITECTURAL DESIGN:

ARCHITECTURE is “The science and art of constructing buildings, according to some proportions and rules determined by the character and destination of the buildings”

ARCHITECTS:

A person who plans, designs buildings and advises in their constructions.

This level of design usually follows architectural design. These elements can be units of work (i.e. modules) assigned to an individual or to a team, so this level of design is important for defining not only how nonprimary functionality is allocated, but also for planning purposes (i.e. team formation and communication, budgeting, outsourcing, release planning, unit and integration test planning). Depends on the scale and complexity of the system, the architect should be involved in element interaction design, either directly or in an auditing role.

PRINCIPLES OF ARCHITECTURE:

- **Goodness:-** It means convenient arrangement of various rooms or grouping.
- **Beauty:-** It means balances between Moral, Social, Aesthetic & Scientific aspects.
- **Truth:-** It means harmony with establishment laws.

FUNCTION / UTILITY:

- Requirement of Client.
- Requirement of Site.
- Building Rules And Byelaws.
- No. of Users.
- Principles of Building Planning like Aspect, Prospect, Roominess, Circulation, Privacy etc.
- Sketch plan & layout plan.
- Approval from Sanctioning authority.
- Lighting & Ventilation.

PERSONAL CHARACTER:

If a building is designed in the proper spirit, personal characteristics such as grace, dignity and vitality can be expressed as an integral part of the structure.

ROLE OF ARCHITECT:

- Architecture has to do with planning and designing form, space and ambience to reflect functional, technical, social, environmental and aesthetic considerations.
- It requires the creative manipulation and coordination of materials and technology, and of light and shadow. Often, conflicting requirements must be resolved.
- The practice of architecture also encompasses the pragmatic aspects of realizing buildings and structures, including scheduling, cost estimation and construction administration.
- Documentation produced by architects, typically drawings, plans and technical specifications, defines the structure and/or behavior of a building or other kind of system that is to be or has been constructed.



ARCHITECTURAL DESIGN:

Normally Architecture is considered an art of planning in three dimensions, but the Design Art approach towards Architecture considers “time” as a fourth dimension a concept that enables us to plan the projects keeping in view the possible future requirements. An approach is adopted in which planning is undertaken, starting from the preparation of a well-defined set of clients, requirements, the derivation of optimum standards, and reaching various sets of alternative plans, in this process use of computers is also made to formulate various design options.

Design Art experience has revealed that the most important aspects in implementing a plan with coordination between various disciplines such as, preparation of Master Plan

Conceptual Design
Structural works
Public Health works
Electrification works
H.V.A.C

CUSTOMER EXPERIENCE

Keeping this in view we ensure that highly qualified and experienced technical staffs related to different fields of work handle our projects.

With a complete number of commercial and residential projects, the company has specialized in this kind of experience. At present Design Art have the privileged of designing many numbers of

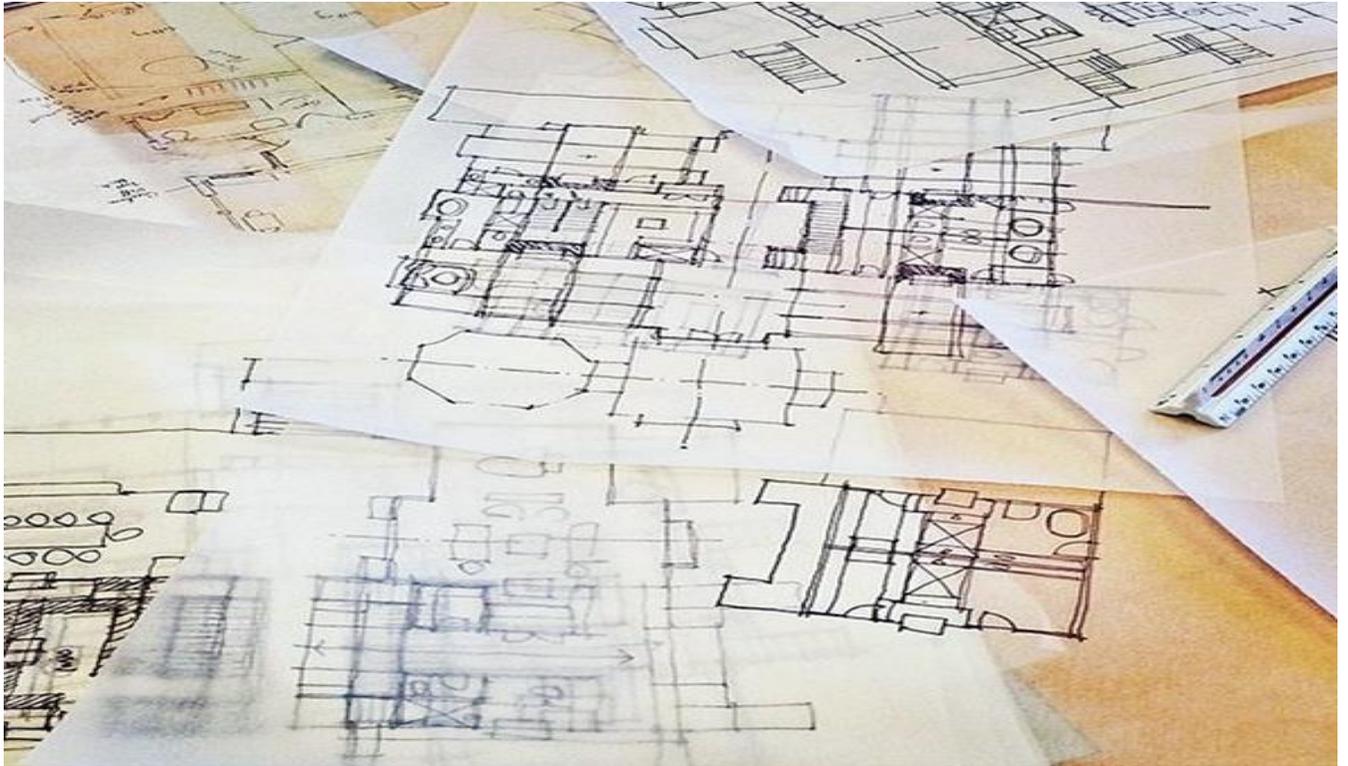
- Residences
- Farm house
- Commercial Buildings
- Shopping Malls
- Banks
- Restaurants
- Hotels
- Food Courts
- Parking Plazas
- Schools
- Mosques
- Parks
- Safari Parks
- Housing Societies
- Industries
- Landscape
- Etc.



SUCCESS



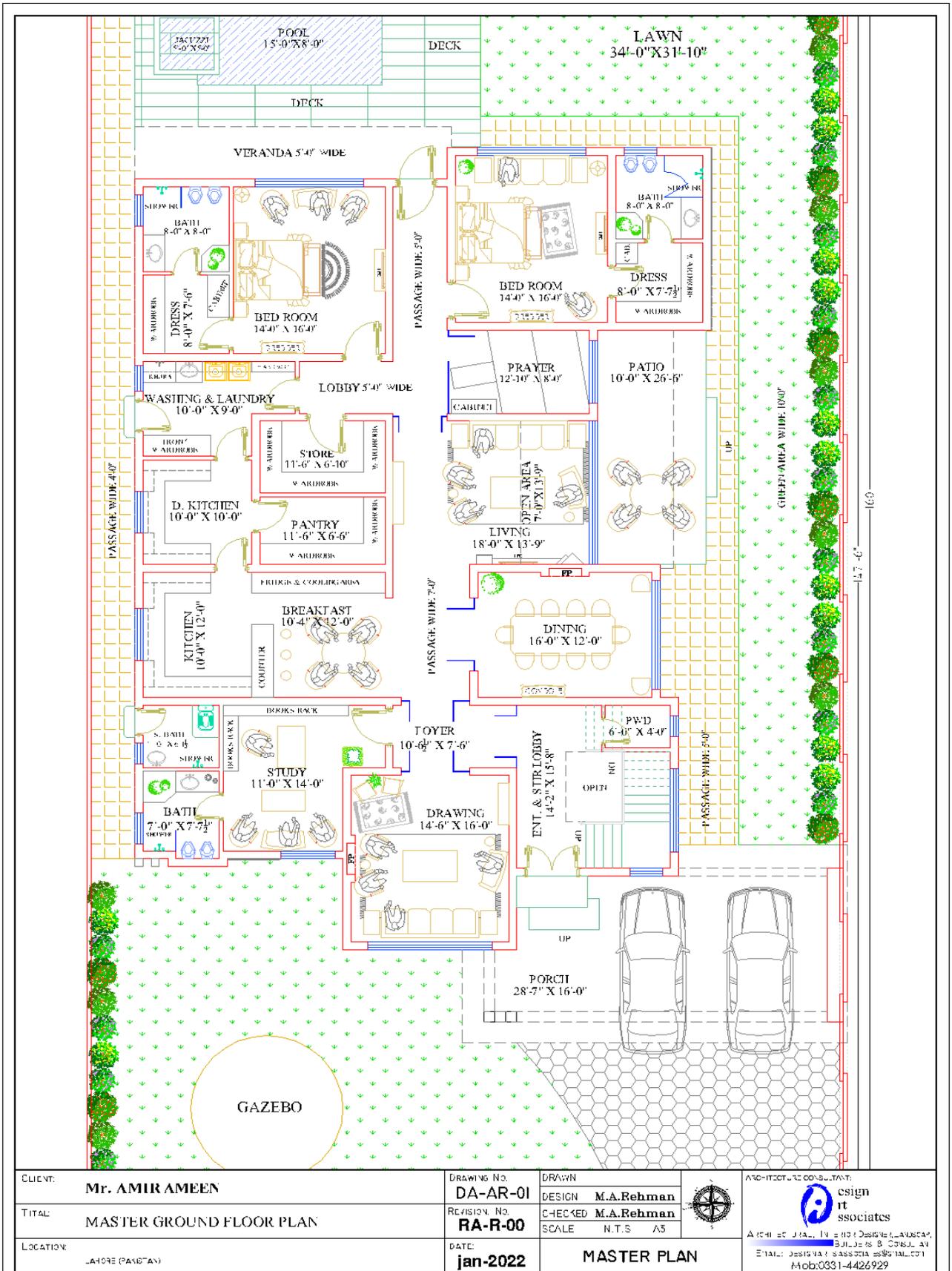
SKACHING:



PLANING:



INTERIOR DESIGN PLAN:



CLIENT: Mr. AMIR AMEEN	DRAWING No. DA-AR-01	DRAWN DESIGN M.A.Rehman		ARCHITECT CONSULTANT: esign rt ssociates A/CHITECT JALALI & NOOR DESIGNERS, ANKAR, BUILDING B, COMPLEX 44 E/TALEEM JALALI ASSOCIATES BUILDING, Mob:0331-4426929
TITLE: MASTER GROUND FLOOR PLAN	REVISION No. RA-R-00	CHECKED M.A.Rehman		
LOCATION: LAHORE (PAKISTAN)	DATE: jan-2022	SCALE N.T.S A5	MASTER PLAN	

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2D DESIGN RENDER PLAN:



3D DESIGN RENDER PLAN



3D EXTERIOR VIEW:





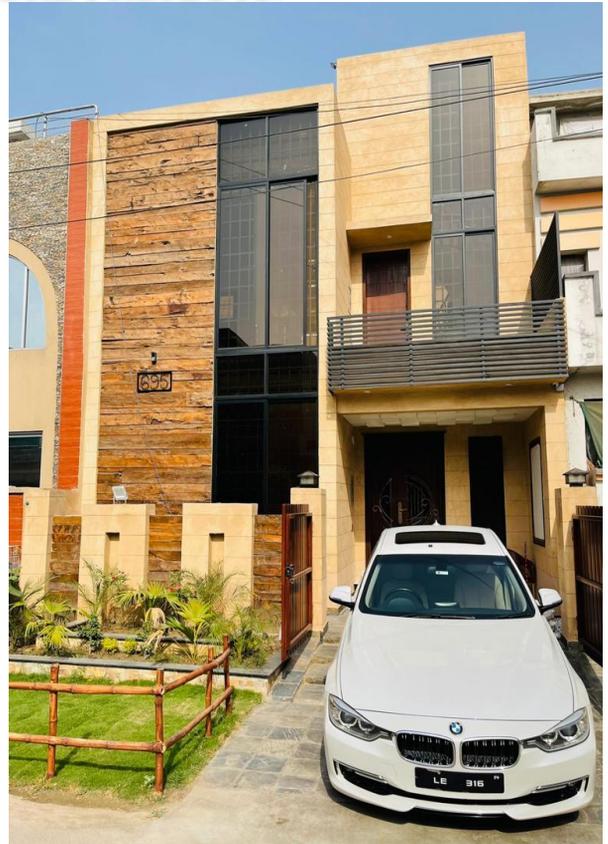
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SOME PROJECTS

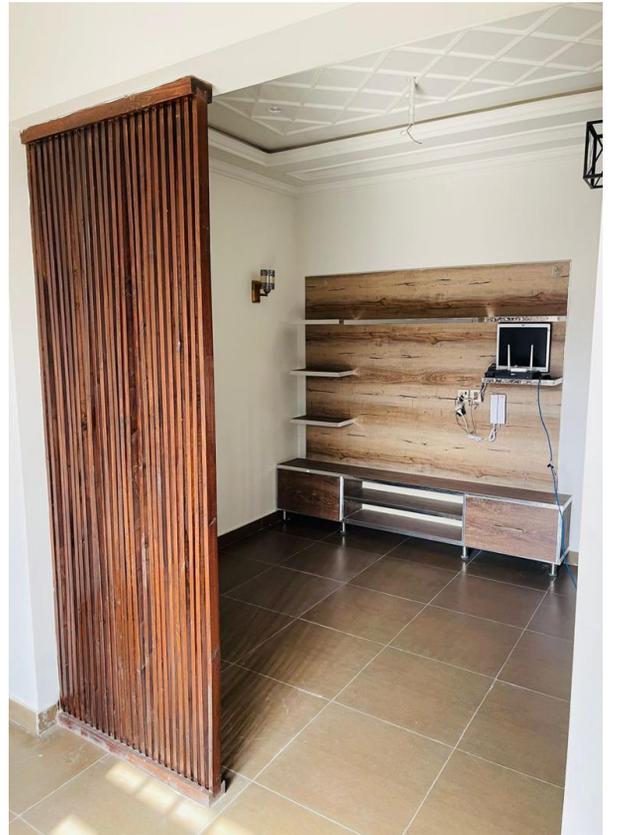
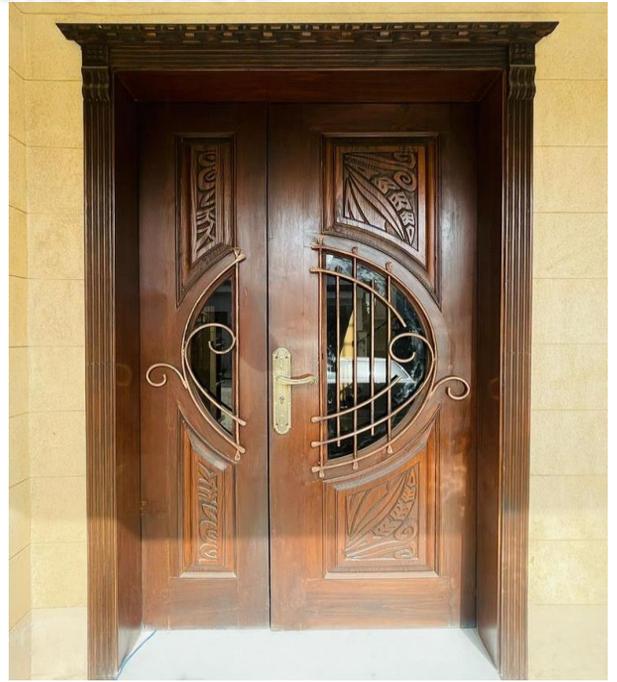
BEHRIA TOWN LAHORE PROJECTS:



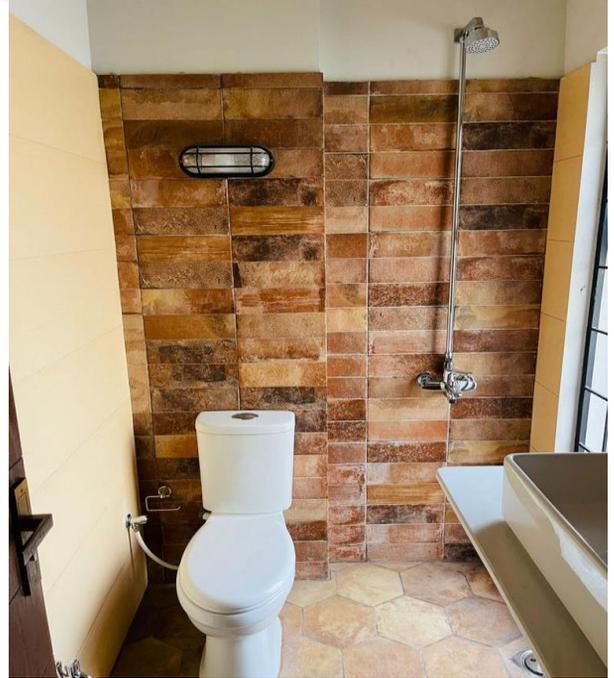
5 MARLA HOUSE PARK VIEW LAHORE PROJECTS:



5 MARLA HOUSE PARK VIEW LAHORE PROJECTS:



5 MARLA HOUSE PARK VIEW LAHORE PROJECTS:



5 MARLA HOUSE PARK VIEW LAHORE PROJECTS:



10 MARLA HOUSE:



4 KANAL FARM HOUSE:



3 KANAL FARM HOUSE:



5 ACER CANNON THERMATECK FOAM FACTORY ADMIN OFFICE:



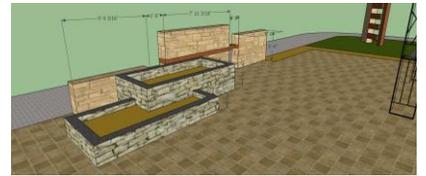
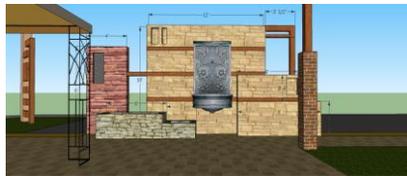
OMEGA RESIDENCIA JAMIA MASJID:



SAFARI GRILL RESTAURANT:



MASTER PLAN



SAFARI GRILL RESTAURANT:



CANNON THERMATECK:



CANNON THERMATECK:





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INTERIOR DESIGN

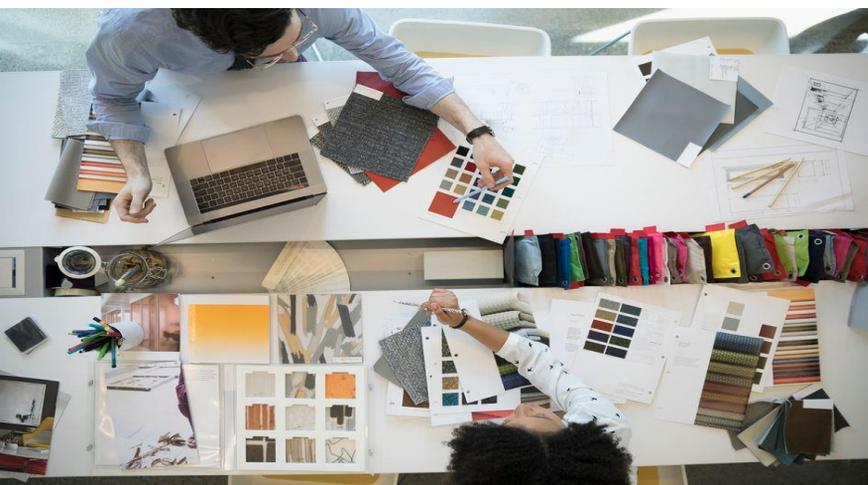
INTERIOR DESIGN:

DEFINITION:

- Interior decoration ,is the art of creating rooms and other indoor areas to be attractive, comfortable and useful.
- It embraces the application of arts and science to create a novel feature that beautifies the environment.

IMPORTANCE:

- It involves the careful selection of items to suit the purpose and overall mood of the area. Eg: furniture, lighting, paint, wall coverings and curtains help to create an attractive interior.
- Interior decoration is closely related to interior architecture i,e the shape, special features, and style build into an indoor area. Eg: a bay window, archway, stairway, or a showcase.
- Professional designers plan and create interiors for residential and commercial use like hotels, hospitals, libraries, office buildings, schools, shopping malls, masque, auditoriums, theatres, etc and also plan the interiors of aero planes, cars and ships.
- A designer may use furnishings, color, and light or introduce some other item in the plan to modify its appearance and conceal that feature if the architectural feature does not suit the design plan. Eg: Furnishings in a room with stained glass windows or antique paneling.
- Objectives Of Interior Decoration The ultimate goal to be attained in a home is a successful integration of the three objectives - Beauty - Expressiveness – Functionalism



INTERIOR DESIGN:

OBJECTIVES OF INTERIOR DECORATION:

The ultimate goal to be attained in a home is a successful integration of the three objectives
Beauty - Expressiveness – Functionalism Includes principles of art and elements of art.

❑ Principles of art:

- Proportion, balance, rhythm, emphasis and harmony.

❑ Elements of art:

- line, form, color, texture, pattern, light and space.

❑ Beauty Ideas that are expressed in homes, consciously or unconsciously:

- Repose, animation, naturalness, sophistication, intimacy, formality, warmth, coolness, delicacy, strength, freshness, antiquity.

❑ Expressiveness:

- Important features are: Service, comfort, pleasure and minimum care.
- It is based on "form follows function" Functionalism.

❑ Beauty:

- The principle goal of interior decoration is to attain beauty.
- Beauty can be defined as "that combination of qualities that is pleasing to the trained eye or ear". The art of appreciation of beauty can be acquired from cultural heritage, family influence, education, neighborhood (co-workers and friends) The philosophy of beauty is known as "Aesthetics".

❑ Principles of art AESTHETICS OF BEAUTY:

❑ Expressiveness:

- The term is expression, is that of organizing details that are known in such a way that they illuminate the unknown.
- Expressiveness implies the power to excite emotional response.

❑ A well designed room should carry itself at least one message gift of expressiveness.

Functionalism:

- Man fashioned tools, furniture, and houses to make his life comfortable and safe. These are functional art forms because the primary purpose, which motivated their creation, was utilitarian.
- Every object should be designed based on the principle of "form follows function". Eg: The living room must be suitable for multi functions – entertainment, music, games, reading, relaxing etc.

❑ Importance of Good Taste:

- "Taste" means a knowledge of, and preference for the finest quality in any art.
- A "good Taste" in the field of art is the appreciation of principles of design to the problems in life where appearance and beauty is a consideration.
- A "genuine good taste" means discrimination and judgment based on knowledge of art principles-blend of thinking and feeling.

❑ GOOD TASTE CAN BE ACQUIRED BY:

- Developing habits of observation –how interiors are decorated, colors are blended, use of pattern, selection and arrangement of furniture.
- Acquiring good design sense – widen ones knowledge of color, furniture, textiles, floor covering and table ware- by visiting shops, studying price values and design features, likes and dislikes.
- Study designs in terms of art principles – a greatest need of the consumer are to acquire good taste through knowledge and application of fundamental design principles.

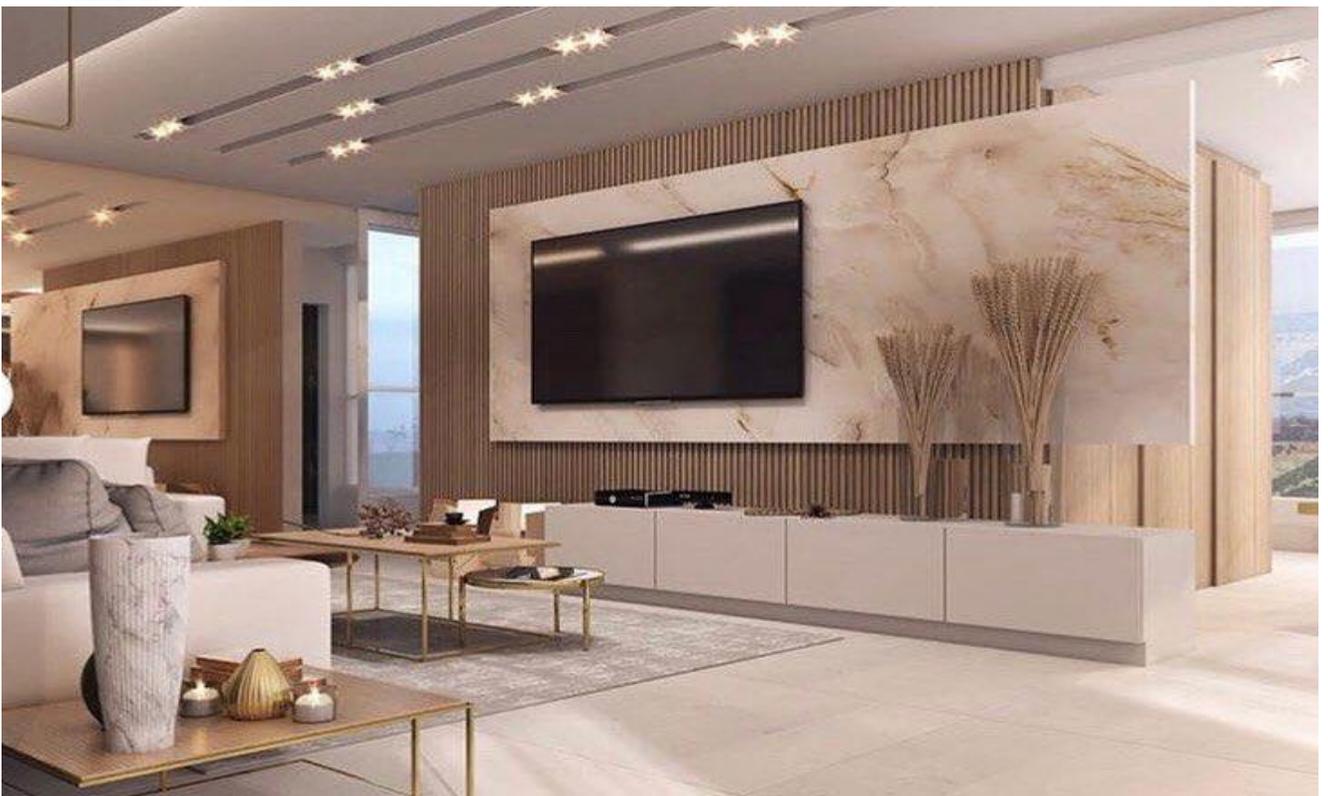
3D INTERIOR VIEW:



KITCHEN DESIGN:



MEDIA WALL:





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STRUCTURE DESIGN

STRUCTURE DESIGN:

Structural Design

The design process of any structure starts with the selection of materials vis a vis construction technology. Hence, the process to find out the safe, durable, and economical specifications of the structure including materials, technology, geometry, and the size of structural members sufficient to carry loads of structure during the life period of the structure is known as structural design. If the structure is not designed properly including proper selection of materials and technology or if the structure that we have designed is subjected to excessive load than the specified limit the device will probably fail to perform its intended function with possible damage both to structure and life, including complete damage.

The design of any structure is the fundamental soul of manufactured creation. Design is the process of imagining and planning the creation of objects. It is a vast concept and, its meaning can vary from one field to another and from one object to another.

Selection of Materials and Technology:

Structural design is that part of engineering in which, Structural engineers create “bones and muscles” that make the form and shape of a man-made structure. It is a highly specialized area of civil engineering. The structural design is essential as structures are intended for human habitat and related uses for different human activities with structural safety not only for its own sake but for the safety and security of human life, as it all depends on the adequacy of the structure.

The history of structural engineering also contains the records of collapse and failure of structures and then of course studies and research on that collapse and failure of the structure. Therefore, the structural design requires careful study. The modern meticulously designed have perhaps evolved out of this study combined with sophisticated calculation tools in form of computers where detailed mathematical analysis and uniform calculation have become possible.

There can be different structural systems like framed structure, load-bearing structure, etc. In the framed structure it can be either steel-framed, RCC framed, wooden framed, etc. The structure is made of various structural components (foundation, wall, beam, column, slab, etc.). These structural components are made from different types of materials (RCC, wood, brick, steel, or other material, etc.). So, the design process starts with the selection of material and technology, and of course, the structural system, which is core and most important.



STRUCTURE DESIGN:

STRUCTURAL DESIGN?

Why do we need structural design?

REINFORCED CONCRETE DESIGN CONCRETE:

Concrete is a stone-like substance obtained by permitting a carefully proportioned mixture of cement, sand, gravel, or other aggregate and water to harden in forms of the shape and dimensions of the desired structure. Reinforced cement concrete: Since concrete is a brittle material and is strong in compression. It is weak in tension, so steel is used inside concrete for strengthening and reinforcing the tensile strength of concrete. When completely surrounded by the hardened concrete mass it forms an integral part of the two materials, known as "Reinforced Concrete".

Advantages and Disadvantages of Reinforced Concrete Flexural Strength of Concrete

☐ Advantages of reinforced concrete.

- It has relatively high compressive strength.
- It has better resistance to fire than steel.
- It has long service life with low maintenance cost.
- In some types of structures, such as dams, piers, and footings, it is the most economical structural material.
- It can be cast to take the shape required, making it widely used in pre-cast structural components.
- It yields rigid members with minimum apparent deflection.
- The yield strength of steel is about 15 times the compressive strength of structural concrete and well over 100 times its tensile strength.
- By using steel, the cross-sectional dimensions of structural members can be reduced.

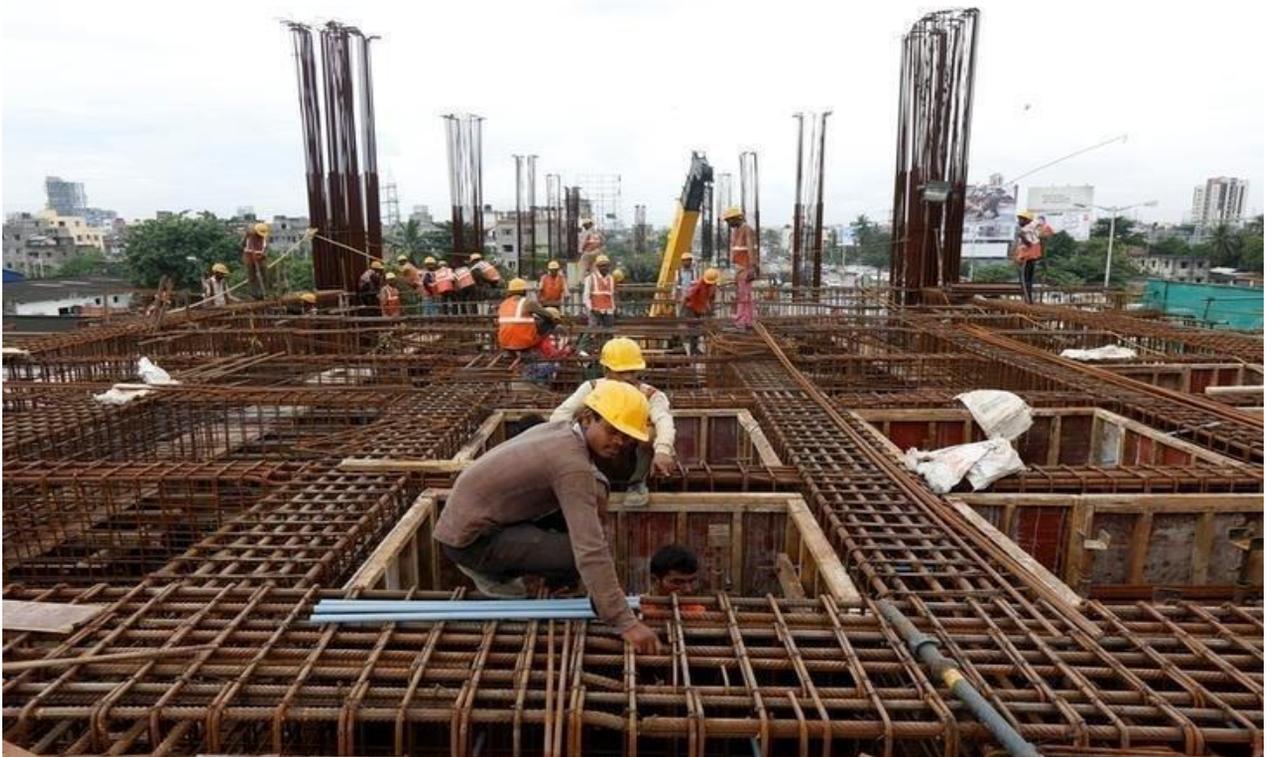
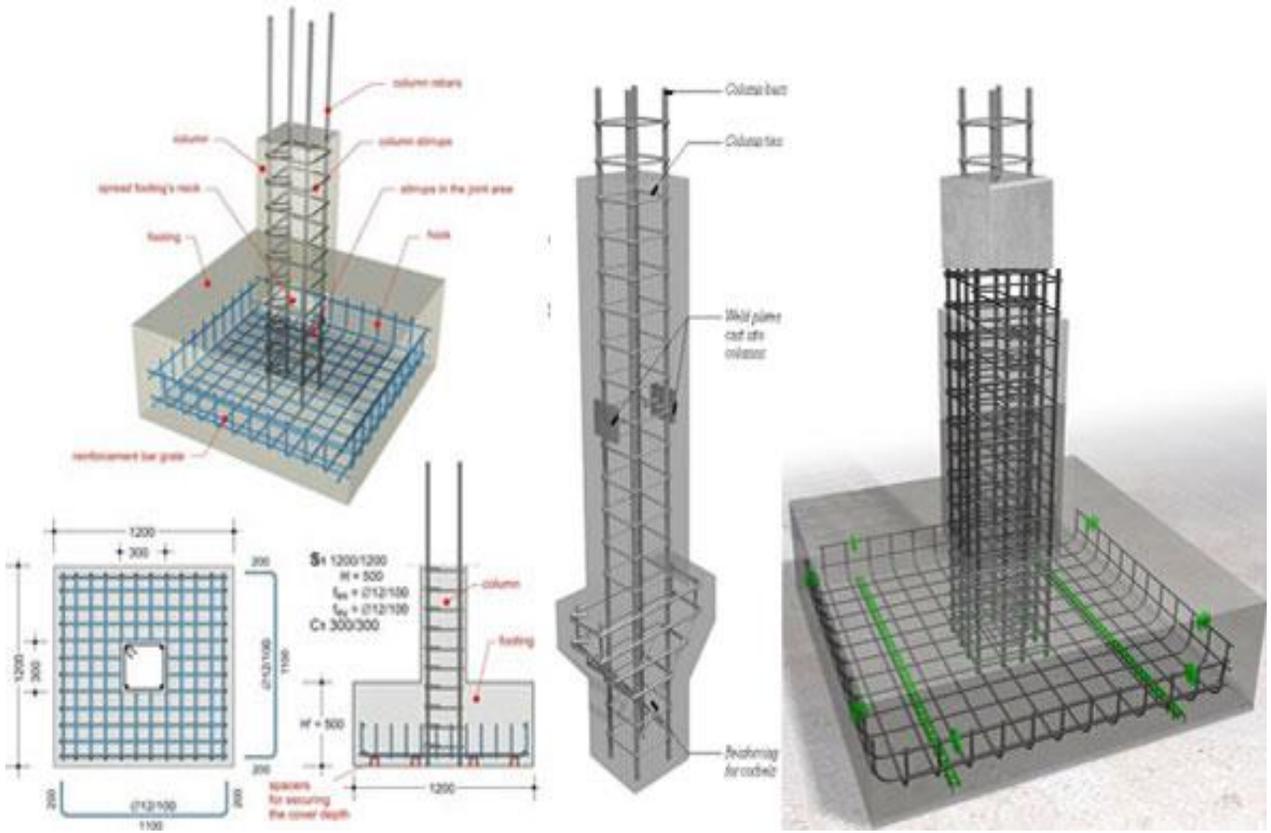
☐ Disadvantages of reinforced concrete.

- It needs mixing, casting, and curing, all of which affect the final strength of concrete.
- The cost of the forms used to cast concrete is relatively high.
- It has low compressive strength as compared to steel (the ratio is about 1:10 depending on material) which leads to large sections in columns/beams of multi-story buildings Cracks develop in concrete due to shrinkage and the application of live loads

Reinforced Cement Concrete Design Philosophy and Concepts “The design of a structure may be regarded as the process of selecting proper materials and proportioned elements of the structure, according to the art, engineering science, and technology. In order to fulfill its purpose, the structure must meet its conditions of safety, serviceability, economy, and functionality.”



STRUCTURE DESIGN:



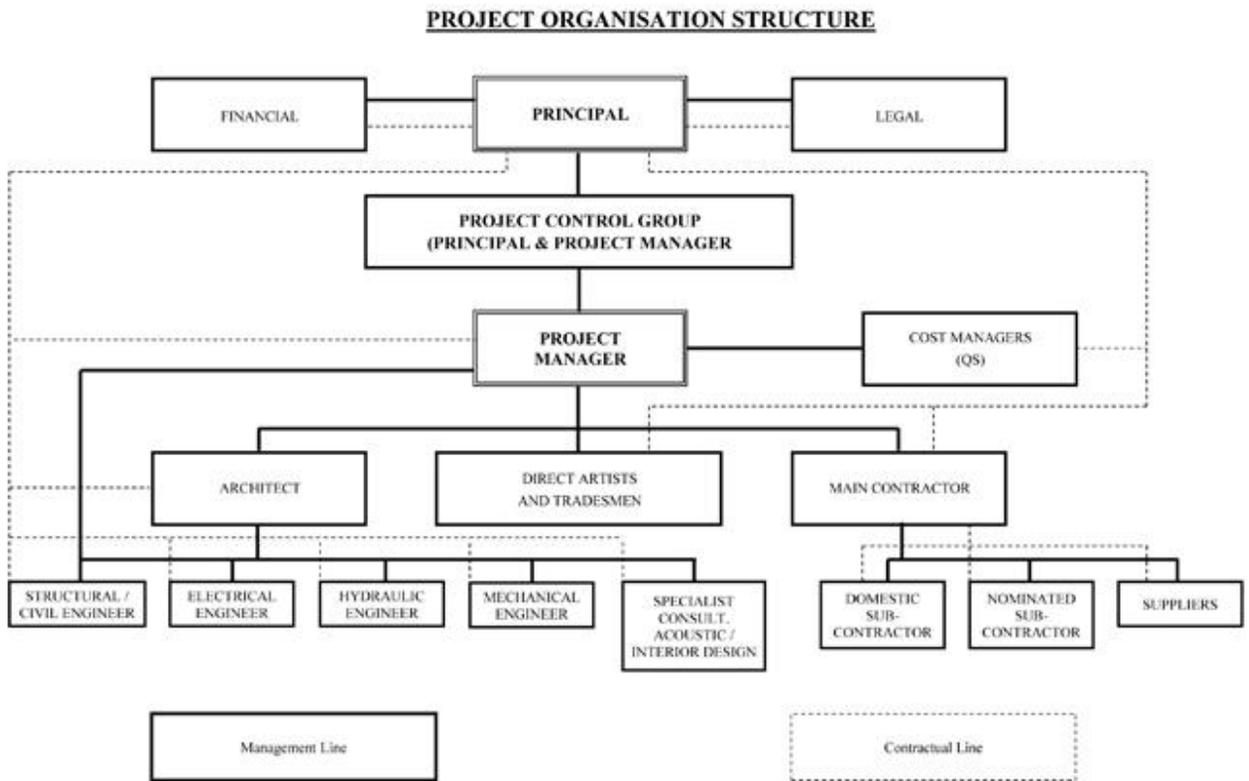


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CONSTRUCTION

CONSTRUCTION:

The history of civil construction was began from the period of Primitive human. From the protection against cold, rain, heat, etc. they made “cave” as their shelter. But that was not enough, cave didn’t remained safe for long, so huts from the straws and leaves.....evolution goes on...! But for better comfort, civil construction got evolved and still evolving... Today, we have every comfort and facility, but we have to face the future upcoming challenges as the shortage of land, etc.



CONSTRUCTION:





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LANDSCAPE DESIGN

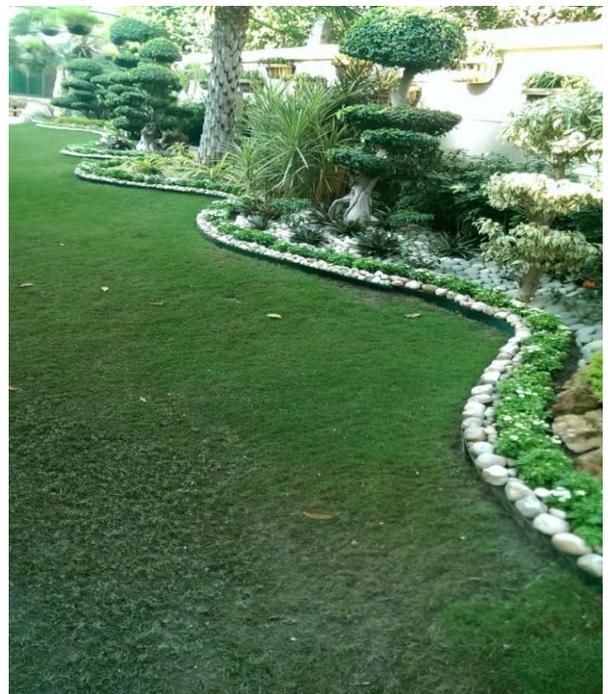
LANDSCAP DESIGN:

DEFINITION OF LANDSCAPE:

The branch of horticulture which deals with the art and knowledge of development of plantation or ornamental plants by arranging them in such manner with the existing plants and structures to beautify a place maintaining natural scenery may be called landscape horticulture. landscaping may be defined as the use of plants outdoors to fulfill aesthetic and functional purposes.

OBJECTIVES OF LANDSCAPE DESIGN:

To enhance the aesthetic appeal of an area. • To increase the property value. • To secure attractive ground. • To blend concrete and architectural creations into the natural scenery. • To hide unsightly conditions in the area. Plants can be used to create a wall around. • To modify environmental factors. • To create recreational grounds to provide places for relaxation and community interaction. • To provide hobby activities for home owners. • To improve and conserve natural resources by reducing soil erosion.



LANDSCAP DESIGN:





DESIGN
ART
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CREATIVE THINKERS

GRAPHICS DESIGN

GRAPHICS DESIGN:

INTRODUCTION:

Graphic design can be defined as the art and profession of selecting and arranging visual elements, such as types, images, symbols, and colors, to convey a message to a recipient. Sometimes graphic design is called visual communications, a term that emphasizes its function of giving form, e.g. the design of a book, advertisement, logo, or website, to information.

An important part of the designer's task is to combine visual and verbal elements into an ordered and effective whole. Graphic design is therefore a collaborative discipline – writers produce words and photographers and illustrators create images that the designer incorporates into a complete visual communication.

Design Art Associates is the name you need to remember if you need any graphic design services in Pakistan. Graphic design can help you develop your business and give your brand an image that people can admire. It has a huge significance in today's world of product marketing. If you are starting a new business or simply looking to refresh your business and develop your presence in the market, you can take the advantage of our creative design solutions. We believe that in the creative design there are no set ideas only bespoke solutions as all clients are unique and have specific needs. From logos and letterheads to magazines and packaging, Brand Impact can design just about anything you require in the field of desktop publishing. We design, create and supply the finished artwork to you in the required format, ready to print. Just like in all other countries, visual design has become an integral part of the marketing and branding process in Pakistan. Social media and online presence have become a marketing need.



GRAPHICS DESIGN:

COMMON USES OF GRAPHIC DESIGN INCLUDE:

Identity (logos and branding) web sites publications (magazines, newspapers, and books) advertisements, and product packaging product packages, for example, might include a logo or other artwork, organized text, and pure design elements such as shapes and color which unify the piece. Composition is one of the most important features of graphic design, especially when using pre-existing materials or diverse elements.

HOW WE CAN HELP YOU WITH YOUR DESIGN NEED.?

If you're a start-up, looking for a graphic design firm-?

Design Art to help you with the visual design of your company or are an existing company that wants to give a new look to one of its products or services, Design Art Associates can take care of all your visual needs in one place. At **Design Art**, you can get a new logo, stationery, and design for your flyer/brochure or newsletter or other marketing collateral.

Design Art offers a vast range of graphic design services for offline and online marketing needs. Do check our range of services that can help your business reach your audience.

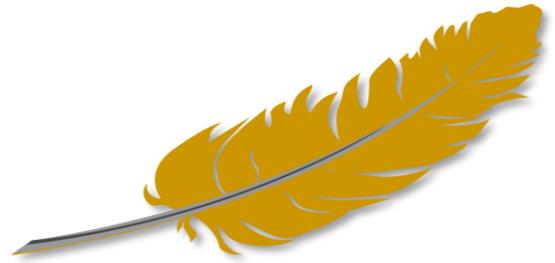
OUR SERVICES:

- | | |
|------------------------|------------------------------|
| • MONOGRAM DESIGN | • GREETING CARD DESIGN |
| • VECTOR DESIGN | • INVITATION CARD DESIGN |
| • ABSTRACT DESIGN | • BANNER DESIGN |
| • PATTERN DESIGN | • TYPOGRAPHY DESIGN |
| • LOGO DESIGN | • FLEX DESIGN |
| • 2D LOGO DESIGN | • BOOK LAYOUT DESIGN |
| • PROFILE DESIGN | • BOOK COVER DESIGN |
| • 3D DESIGN | • LABEL DESIGN |
| • HD DESIGN | • LATTER HEAD DESIGN |
| • ICON DESIGN | • LANDING PAGE DESIGN |
| • APP ICON DESIGN | • CATALOG DESIGN |
| • APPLICATION DESIGN | • PRINTS & STATIONERY DESIGN |
| • WEBSITE DESIGN | • ADVERTISING DESIGN |
| • FLYER DESIGN | • HOARDING DESIGN |
| • POSTER DESIGN | • T-SHIRT DESIGN |
| • BRANDING COLTEROL | • MUG DESIGN |
| • BROCHURE DESIGN | • STICKER DESIGN |
| • BUSINESS CARD DESIGN | • UI/UX DESIGN |

DESIGN:

2D

3D



LOGO DESIGN

vector

Patterns

TYPOGRAPHY
IN DESIGN



DESIGN ART:

Our Mission:

We seek to become a trusted partner of all our clients. We attempt to inspire them with our capabilities, providing an advanced environment. We will continue to offer cutting-edge solutions and the highest quality of business processes within the fastest turnaround times with utmost determination. With our persistence and unwavering focus, we continue to work dedicatedly to understand the needs of our customers with mutual respect and care and act with the utmost integrity in everything we undertake. Our goal is to provide you with the creative insight and commercial awareness you need to transform your business.





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RESPECTABLE CLIENTS

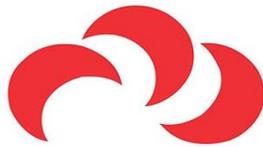
OUR RESPECTABLE CLIENTS:



INMOL
ATOMIC ENERGY
CANCER HOSPITAL
Institute of Nuclear Medicine
And Oncology Lahore



Shaukat Khanum
Memorial Cancer Hospital
and Research Center



Bakhtawar Amin
Memorial Trust Hospital



Ibn-e-Siena Hospital
& Research Institute



AL RAZI HEALTHCARE
A PROJECT OF DHABI GROUP



CANNON FOAM
INDUSTRIES (PVT.) LTD.

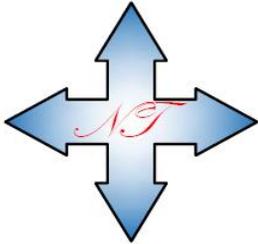
IFFCO  **ايفكو**
INVESTING IN THE FUTURE

CANNON
THERMATEK
Thermal Barriers

OUR RESPECTABLE CLIENTS:



WITH COLLABORATION :



Novel Technics

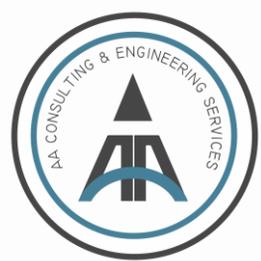


Riwaya

SALUSessentia
SPA, Swimming Pools & Water Features



JAHANGIR ASSOCIATES



ENTERPRISES

REGISTRATION:



FORM C
RULE 9(A)

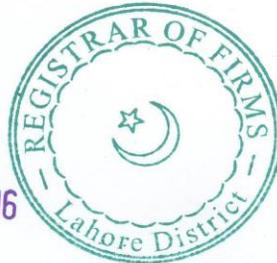
No. 1847

Year 2016-2017

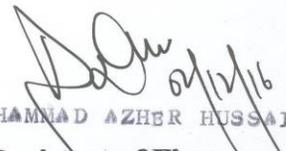
The Registrar of Firms, City District Government, Lahore hereby acknowledges the receipt of the statement prescribed by section 58(1) of the Partnership Act, 1932. The statement has been filed and the name of the firm M/S. DESIGN ART ASSOCIATES " 116-AII, Muhammad Ali Chowk, Johar Town, Lahore.

has been entered in the Register of Firms.

Note: The firm may, if it desires or feels necessary to indicate after its name that it is a registered concern, it should add the following wording or vernacular translation thereof "Registered under the partnership Act, 1932."



Lahore :
Dated : 02 DEC 2016


(MUHAMMAD AZHER HUSSAIN)
Registrar of Firms,
City District Govt. Lahore.

Despatch No. REFD/

2439

02/12/2016

REGISTRATION:



Taxpayer Online Verification

Date : 05-12-2016

Time : 09:33:36

NTN/FTN **7345694-2** Category BUSINESS
INDIVIDUAL

Name ABDUL REHMAN BHATTI

CNIC/PP/REG/INC No. 34**172*09***

House/Flat/Plot No. 116, A-II,, MUHAMMAD ALI Street/Lane ---
CHOWK, JOHAR TOWN, LAHORE
IQBAL TOWN

Block/Sector/Road --- City LAHORE

Sr.	Business/Branch Name	Business/Branch Address
1.	DESIGN ART ASSOCIATES	116, A-II, Muhammad Ali Chowk, Johar Town, Iqbal Town, LAHORE

Principal Business Activity OTHER SERVICE ACTIVITIES/SERVICES/SERVICES PROVIDED BY ARCHITECTS,TOWN PLANNERS,CONTRACTORS

Business Nature SERVICE PROVIDER

Registered For **INCOME TAX** w.e.f 02-Dec-2016

Income Tax office RTO-II LAHORE



Taxpayer Online Verification

Date : 05-12-2016

Time : 09:34:53

NTN/FTN **7345704-3** Category BUSINESS
INDIVIDUAL

Name HUMA AKHTAR

CNIC/PP/REG/INC No. 35**180*29***

House/Flat/Plot No. 116, A-II,, MUHAMMAD ALI Street/Lane ---
CHOWK, JOHAR TOWN, LAHORE
IQBAL TOWN

Block/Sector/Road --- City LAHORE

Sr.	Business/Branch Name	Business/Branch Address
1.	DESIGN ART ASSOCIATES	116, A-II, Muhammad Ali Chowk, Johar Town, Iqbal Town, LAHORE

Principal Business Activity PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES/ARCHITECTURAL AND ENGINEERING ACTIVITIES AND RELATED TECHNICAL CONSULTANCY/ARCHITECTURAL AND ENGINEERING ACTIVITIES AND RELATED TECHNICAL CONSULTANCY

Business Nature

Registered For **INCOME TAX** w.e.f 02-Dec-2016

Income Tax office RTO-II LAHORE



DESIGN
ART
ASSOCIATES
CREATIVE THINKERS

CONTACT US



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Design_Artss



Design Art



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Design Art



Design Art Associates



designartsassociates@gmail.com



Suite # 04-Civic Center, Khayaban-e-Firdose,
Johar Town, Lahore, PAKISTAN.



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*Thank
you*