

PRAGMA + BENOY



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This book is a summary of the data-led design expertise that Pragma + Benoy bring to the built environment. It includes highlights of projects in development and a selection of completed work.

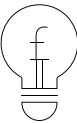
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P R A G M A

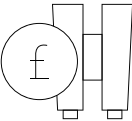
Pragma is the leading commercial
advisor for investors and operators.

Working internationally across Europe, the Middle East, Asia and America, Pragma offers a truly integrated service for an entire asset life cycle, from insight and analytics, through to strategy, planning, digital, and commercial due diligence.

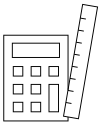
The company has extensive expertise in:



Commercial intelligence
Analysing performance to identify value, boosting greater social and environmental benefits.



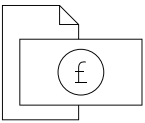
Commercial strategy and vision
Analysing performance to identify value, generating meaningful and valuable experiences and propositions.



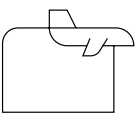
Space planning and revenue forecasting
Optimising space to meet stakeholder needs, optimising uses, formats and business models.



Investment advisory and due diligence
Evaluating investments to unlock growth, creating greater revenue and engagement from consumers.



Operating and leasing
Assessing tenants to determine opportunity and attracting more valuable and sustainable occupiers.



Airports and travel hubs
Responding and adapting to change.

Pragma is a specialist consulting firm, working as a strategic partner for operators and investors in mixed-use, travel and retail property.

The team create commercial strategies and advice for decision makers based on insightful analytics, robust modelling, global experience, and new thinking.

Some of their projects include:

Alserkal Avenue Space Planning Dubai	Burger King Location Planning UK	Konoz `Box of Jewels` Commercial Strategy Riyadh, Saudi Arabia	Monterrey International Airport Commercial Planning Monterrey, Mexico
Bangalore Airport Commercial Space Strategy India	Dublin Airport Airport Lounge Utilisation Dublin, Ireland	LaGuardia Airport Commercial Due Diligence New York, USA	Paphos International Airport Commercial Planning Paphos, Cyprus
Belfast City Centre Commercial Strategy Northern Ireland	EcoWorld (Brookfield) Commercial Strategy Bangalore, India	London Heathrow Airport Space Supportable Modelling London, UK	Royal Street (Stanhope) Retail Strategy London, UK
Bristol Airport Commercial Space Study Bristol, UK	Honest Burgers Rollout Strategy UK	Los Angeles International Airport Commercial design review Los Angeles, USA	St James Quarter (Nuveen) Retail Strategy Edinburgh, Scotland
Brussels Airport Commercial Strategy Brussels, Belgium	King Khalid International Airport Commercial Strategy Riyadh, Saudi Arabia	Lynden Pindling International Airport Commercial Planning Nassau, Bahamas	

BENOY

The following pages are a highlight of
our current projects in development.



Alibaba Jiangsu Headquarters
Nanjing, China

Masterplanning and Architecture





Central Vista Redevelopment
New Delhi, India

Masterplanning





City Ground – Nottingham Forest
Nottingham, UK

Architecture and Interior Design





Confidential
Saudi Arabia

Masterplanning and Architecture





Cross Street Redevelopment
Singapore

Architecture, Interior Design, Landscape Architecture, Signage and Wayfinding





Elan 82
Gurgaon, India

Exterior Design and Interior Design





Fourth Mile
Chiswick, London

Architecture





Gala Office Headquarters
Ahmedabad, India

Exterior Design





Istikol
Uzbekistan

Architecture and Landscape Architecture





King's Road
London, UK

Architecture, Landscape Architecture and Wayfinding





Konoz 'Box of Jewels'
Riyadh, Saudi Arabia

Architecture, Placemaking Strategy and Landscape Architecture





Lentor Hills Residences
Singapore

Architecture





Mondrian Riyadh Al Malga Hotel
Riyadh, Saudi Arabia

Architecture and Interior Design





OSUS Green Tower
Riyadh, Saudi Arabia

Architecture





Resorts World Sentosa
Singapore

Masterplanning and Architecture
© Resorts World Sentosa





Royalmount
Montreal, Canada

Masterplanning and Architecture





Solitaire
Riyadh, Saudi Arabia

Architecture, Landscape Architecture and Interior Design





Large Mixed-Use Transit-Oriented Development
Taichung, Taiwan

Masterplanning, Architecture, Landscape Architecture and Retail Planning





Tashkent New City
Tashkent, Uzbekistan

Landscape Architecture and Masterplanning





University Town Center
USA

Placemaking





Vye New Zayed
Cairo, Egypt

Architecture, Masterplanning and Landscape Architecture





Western Equity Fund Headquarters
Chengdu, China

Masterplanning and Architecture





Yangpu Riverside Hopson
Shanghai, China

Masterplanning and Architecture



BENOY

The following pages are a back
catalogue of some of our completed
projects from recent years.



Ajdan Walk
Al Khobar, Saudi Arabia

Architecture





American Dream
Greater New York, USA

Placemaking





Art'otel
London, UK

Wayfinding





Battersea Power Station
London, UK

Wayfinding





Bujairi Terrace
Riyadh, Saudia Arabia

Architecture and Masterplanning





Canada Goose
California, USA

Interior Design





Ciputra Artpreneur
Jakarta, Indonesia

Experiential Design, Interior Design and Wayfinding





City Walk
Dubai, UAE

Architecture and Masterplanning





David Jones Elizabeth Street Flagship
Sydney, Australia

Interior Design





Del Mar Residences
Limassol, Cyprus

Architecture and Interior Design





EAST Hotel
Beijing China

Architecture, Experiential Design, Interior Design and Wayfinding





Ferrari World Abu Dhabi
Abu Dhabi, UAE

Masterplanning and Architecture





Hangzhou Canal Arts Center
Hangzhou, China

Masterplanning, Architecture, Interior Design and Landscape Architecture





Hong Kong International Airport – Terminal 1
Hong Kong, China

Architecture, Interior Design and Wayfinding





iAPM
Shanghai, China

Masterplanning, Architecture, Interior Design and Wayfinding





ICONSIAM
Bangkok, Thailand

Architecture and Interior Design





Jewel Changi Airport
Singapore

Retail Planning and Interior Design





Jewel Changi Airport – VIP Lounge
Singapore

Interior Design





Joy Breeze
Suzhou, China

Masterplanning and Architecture





Kendra Scott
Texas, USA

Interior Design





LLOYD by Alam Sutera
Tangerang, Indonesia

Architecture





London College of Fashion
London, UK

Wayfinding





Lotte Mall West Lake Hanoi
Hanoi, Vietnam

Architecture





Lujiazui Head Office, Yuqiao Science Park
Shanghai, China

Masterplanning, Architecture and Interior Design





Mangoohub
Shanghai, China

Masterplanning, Architecture and Interior Design





Mercedes-Benz Motorhome
UK

Interior Design





Mid Town – Taliah Street
Riyadh, Saudia Arabia

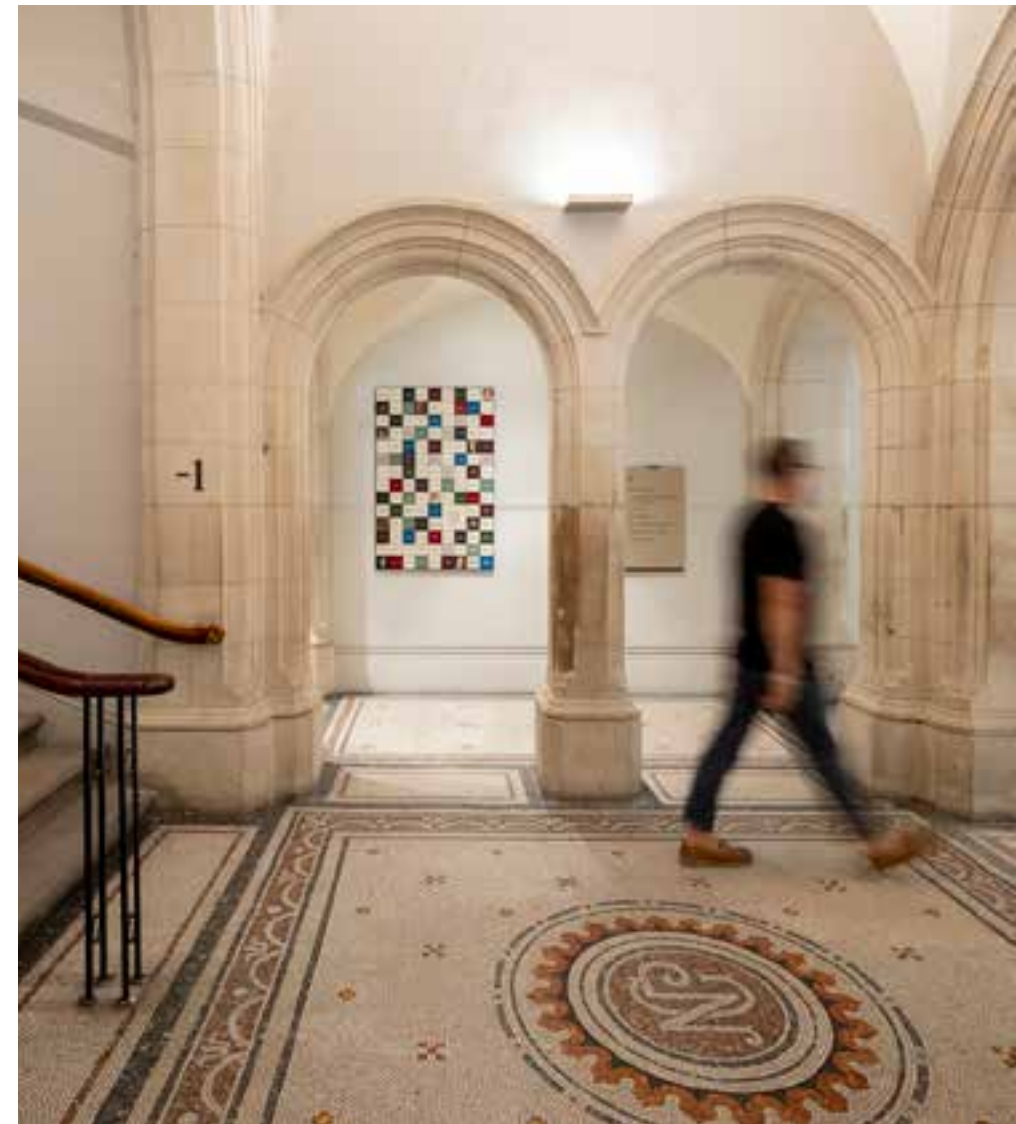
Architecture





National Portrait Gallery
London, UK

Wayfinding and Branded Environments





Paddington Square Cycle Store
London, UK

Wayfinding and Placemaking





Paarijat Eclat & Privilon Towers
Ahmedabad, India

Exterior Design





Prestige Forum Falcon City
Bangalore, India

Masterplanning, Exterior and Interior Design





Prado
Marseille, France

Architecture





RS No.9 Carnaby Street
London, UK

Interior Design





Sanya CDF Mall II
Hainan, China

Architecture





Seazen Suzhou Wuyue Plaza
Suzhou, China

Interior Design





Scottsdale Fashion Square
Scottsdale, USA

Placemaking





Shibuya PARCO
Tokyo, Japan

Architecture, Interior Design and Landscape Architecture





Starfield Anseong
Anseong, South Korea

Masterplanning, Architecture and Interior Design





Terminal 4 Changi Airport
Singapore

Architecture and Interior Design





The Beach
Dubai, UAE

Architecture and Interior Design





The Chanakya
New Delhi, India

Exterior Design





Time Out Market
Montreal, Canada

Interior Design





Victoria Square
Woking, UK

Masterplanning, Architecture and Interior Design





Wokingham Town Centre, Peach Place Redevelopment
Wokingham, UK

Architecture





Zhangjiang L+MALL Lujiazui Centre Showroom
Shanghai, China

Interior Design



We are proud to work with some of the world’s most forward-looking companies to transform communities and create memorable destinations that inspire and engage. These include:

Adani	Carbonleo	Mercedes-Benz
Alibaba	Changi Airport Group	NFFC
AlMarqab Investment Company	China Resources Land	PAG
Al Othaim Investment	Elan Group	Qiddiya
Argent LLP	Genting Singapore	Shanta Holdings
Bin Dayel Investment	Grandjoy Holdings Group	Shinsegae
Bravado (Universal Music Group)	Hongkong Land	Siam Piwat
Brookfield	Hopson	Simon
Cadillac Fairview	Lotte Group	Triple Five
Canada Goose	Macerich	Westfield

Data-driven design