

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.

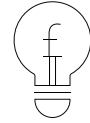
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PRAGMA

Pragma is the leading commercial
advisor for investors and operators.

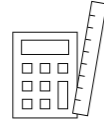
Working internationally across Europe, the Middle East, Asia and America, Pragma offers a truly integrated service for an entire asset life cycle, from insight and analytics, through to strategy, planning, digital, and commercial due diligence.

The company has extensive expertise in:



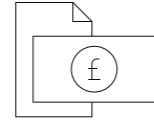
Commercial intelligence

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



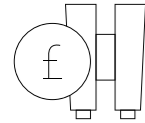
Space planning and revenue forecasting

Optimising space to meet stakeholder needs, optimising uses, formats and business models.



Operating and leasing

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



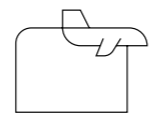
Commercial strategy and vision

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



Investment advisory and due diligence

Evaluating investments to unlock growth, creating greater revenue and engagement from consumers.



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

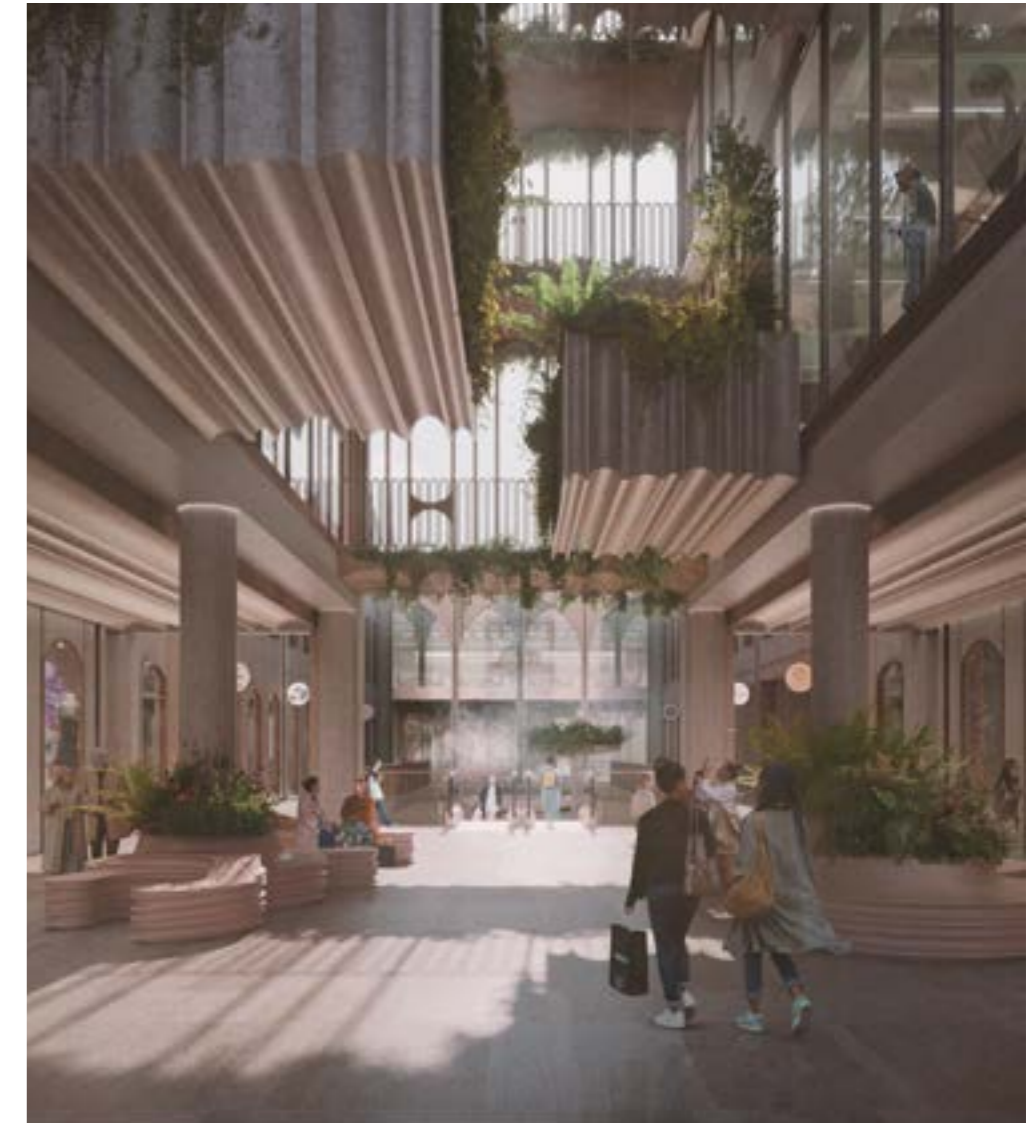
Architecture and Landscape Architecture





King's Road
London, UK

Architecture, Landscape Architecture and Wayfinding





Konoz 'Box of Jewels'
Riyadh, Saudi Arabia

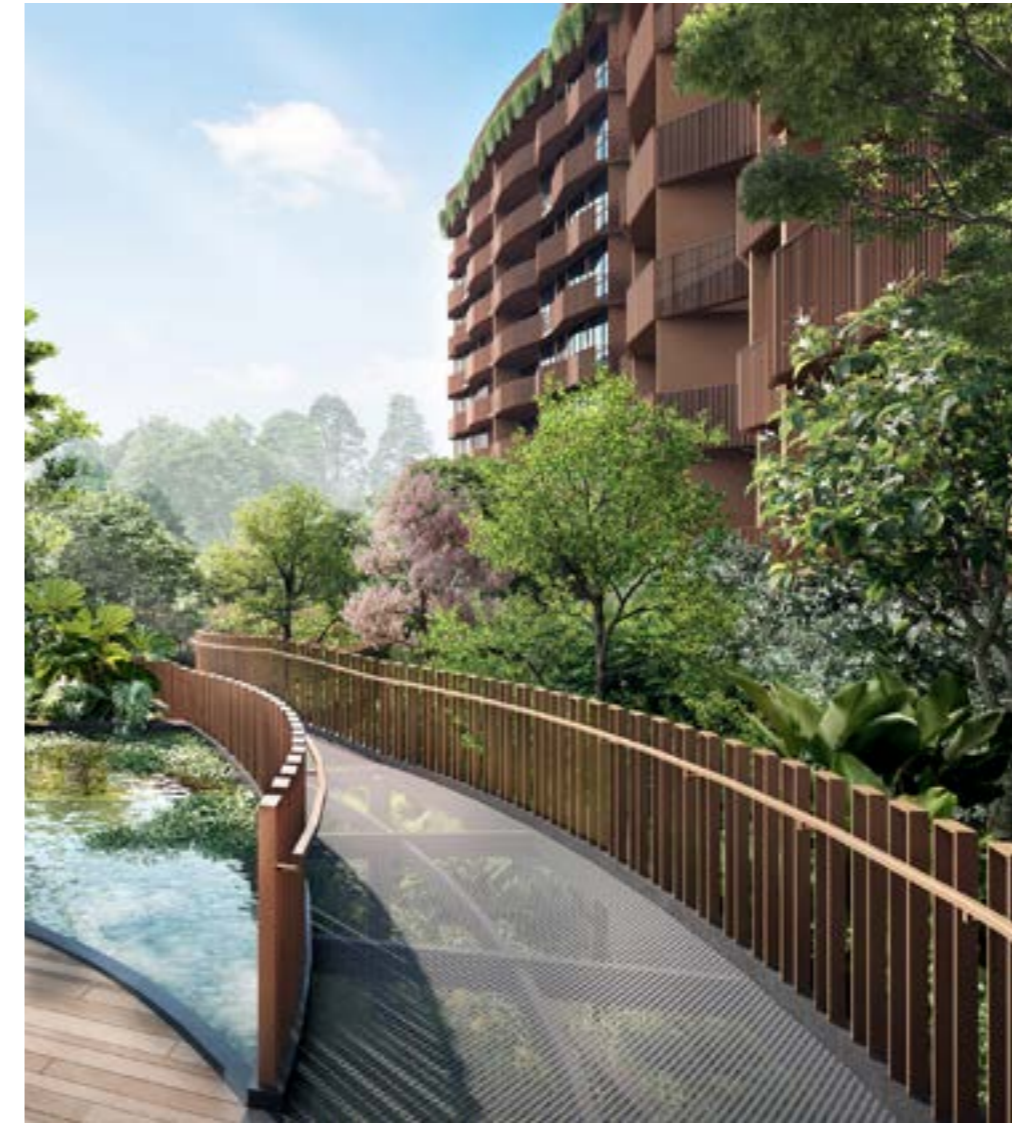
Architecture, Placemaking Strategy and Landscape Architecture





Lentor Hills Residences
Singapore

Architecture





Mondrian Riyadh Al Malga Hotel
Riyadh, Saudi Arabia

Architecture and Interior Design





OSUS Green Tower
Riyadh, Saudi Arabia

Architecture





Red Sea Airport
Saudi Arabia

Interior Design





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





Taichung High-Speed Railway Section 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, Saudi 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

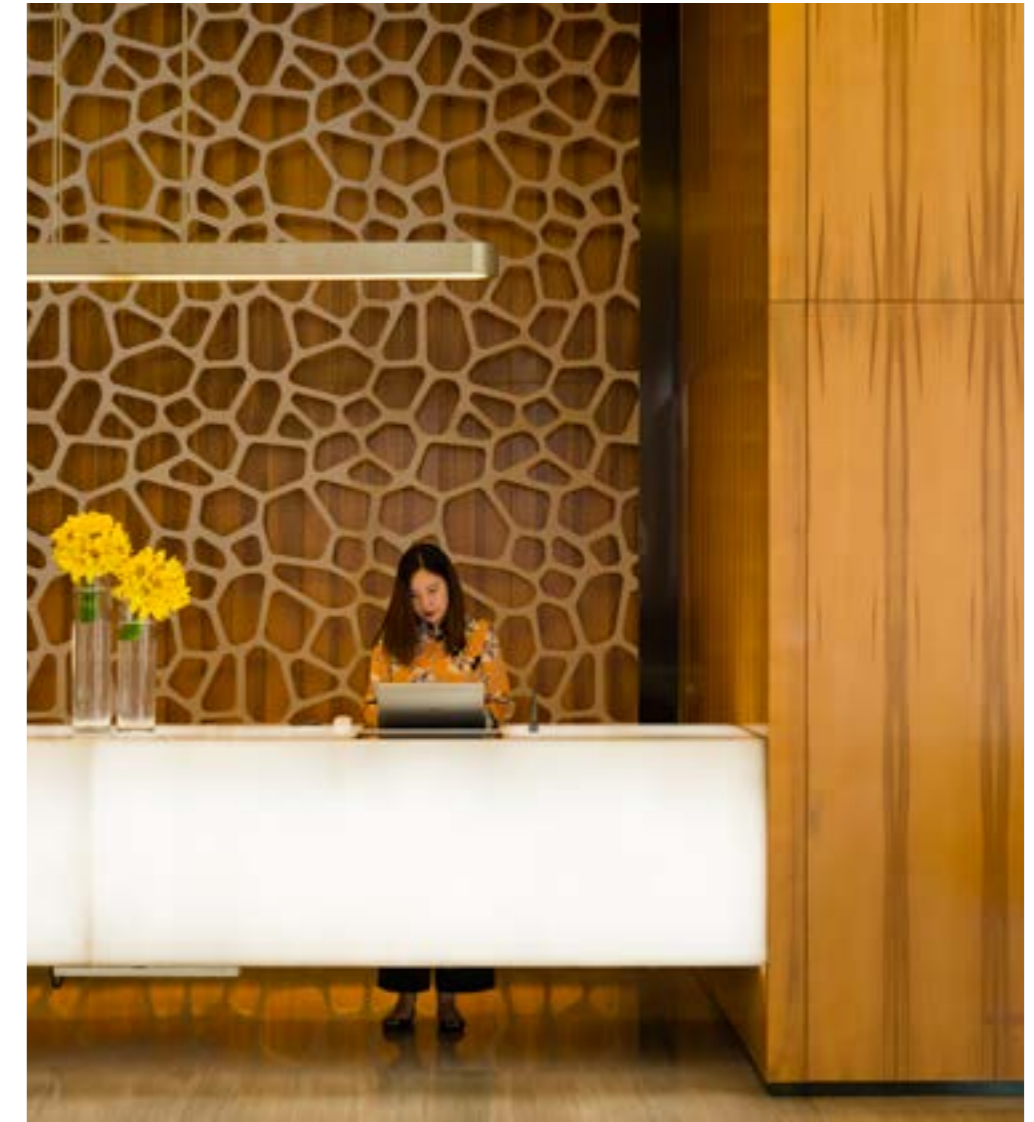
Architecture and Interior Design





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

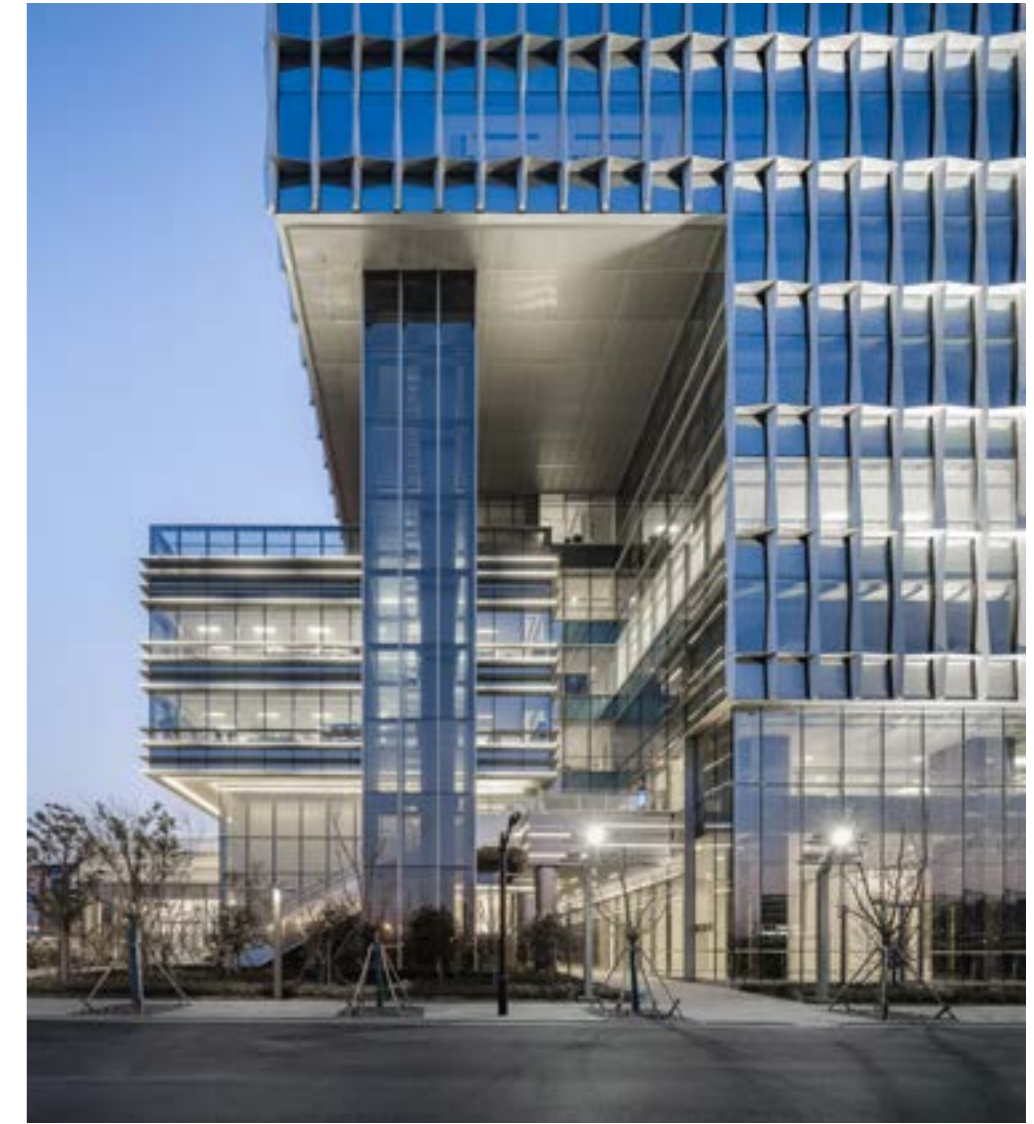
Architecture





Mangoohub
Shanghai, China

Masterplanning, Architecture and Interior Design





Mercedes-Benz Motorhome
UK

Interior Design





Mid Town – Taliah Street
Riyadh, Saudi Arabia

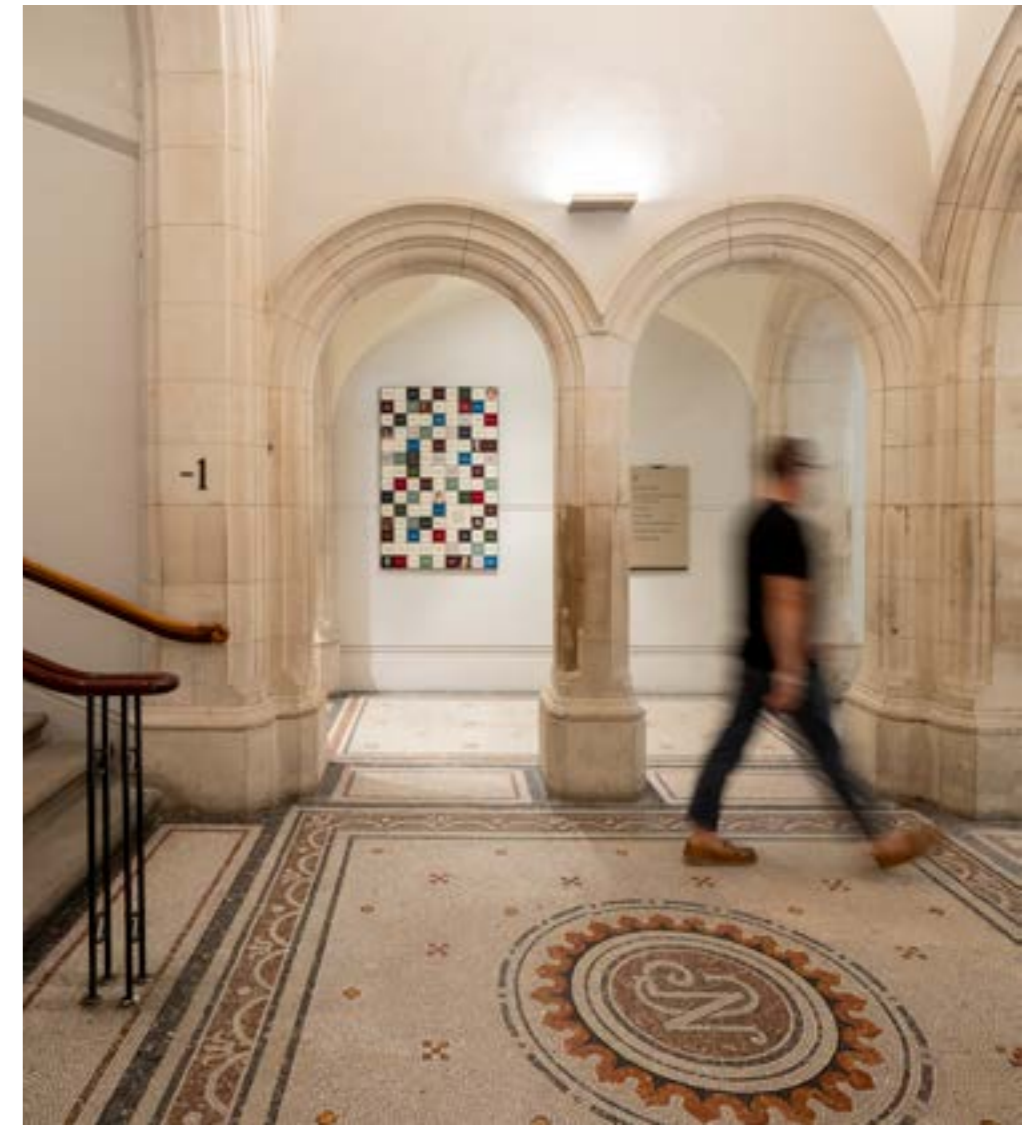
Architecture





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

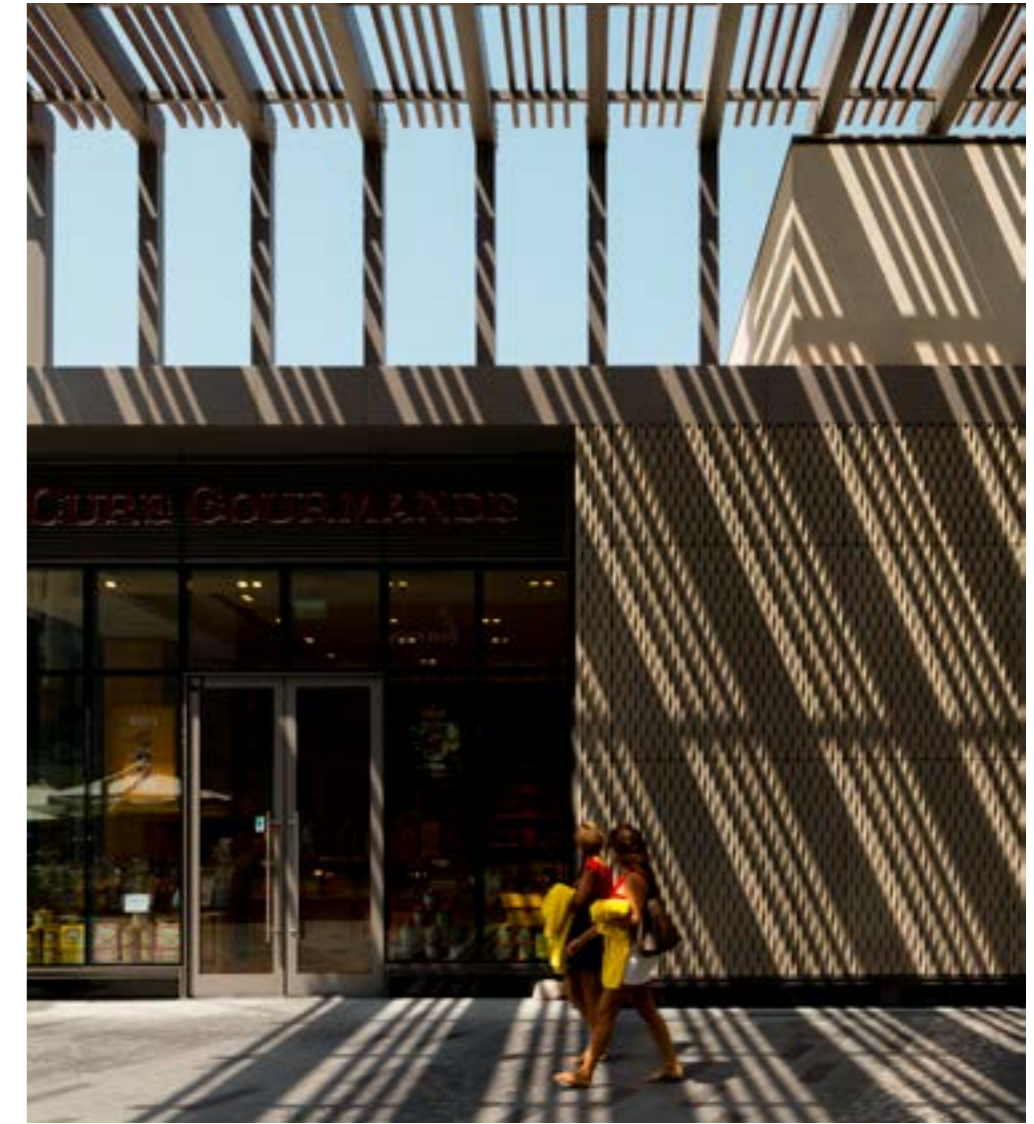
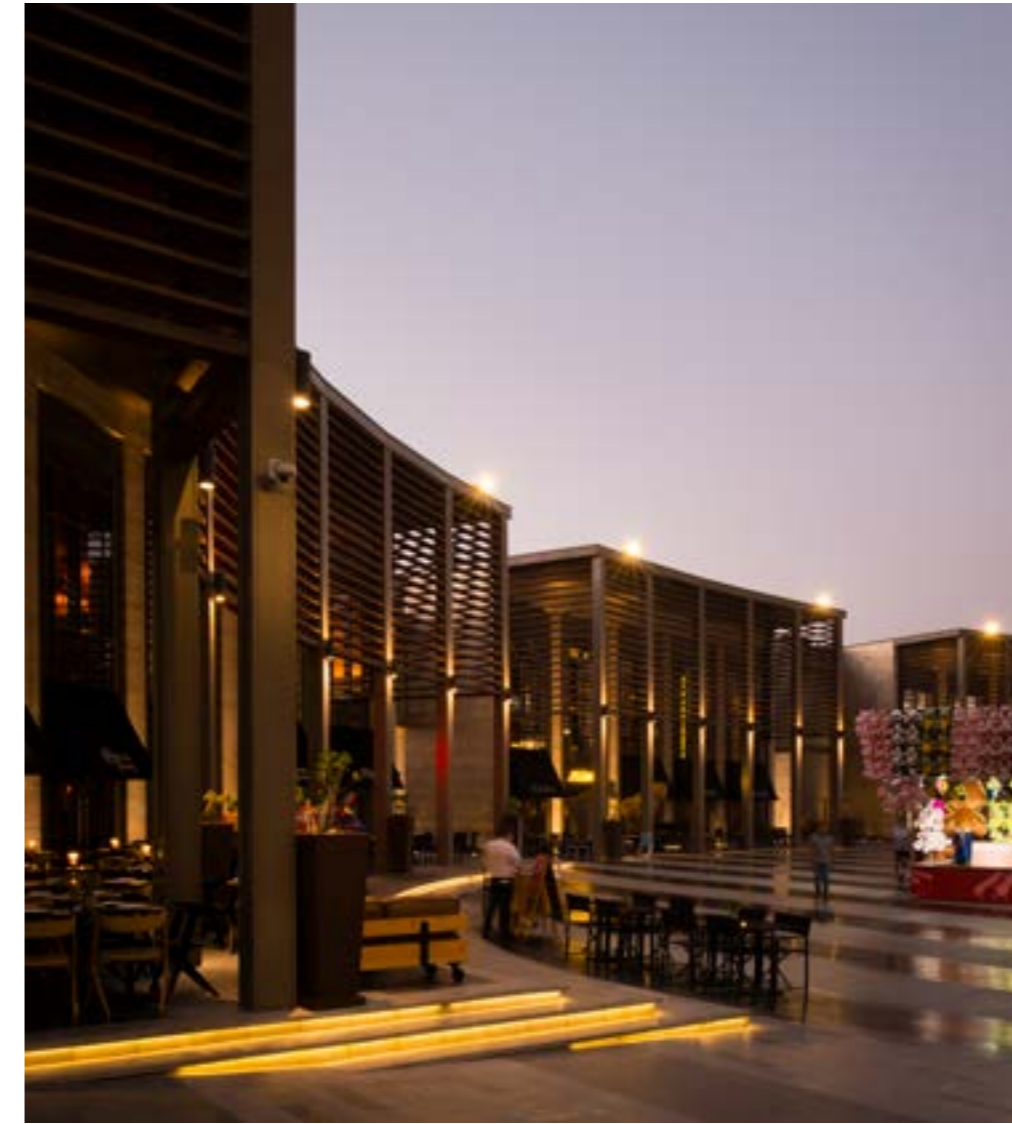
Architecture and Interior Design





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