



nature
culture

Nature & Hospitality

the natureculture way

by

NatureCulture
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November 2025





A Brief History

NatureCulture delivers design-driven nature-based solutions to improve the livability of cities in the Gulf region.

NatureCulture builds on two decades as Verdaus Landscape Architects, founded in 2004 and rebranded in 2023.

We prioritise design excellence from our studio in Florence—close to the craft, materials, and ideas of Italian and European design—while our technical studio in the UAE retains our ability to deliver projects in the region.

Our legacy includes landmark commissions such as the Founders Memorial in Abu Dhabi, the Parliament House of the Sultanate of Oman, and the Royal Opera House Muscat.

We understand the GCC's climate, hospitality operations, and how nature shapes guest comfort—and spend.





hospitality

experiences

Hospitality is a designed sequence of guest experience—from arrival to quiet retreat.

We map the guest journey and shape the landscape to support each moment.

7UHHVVHWPDVVLOJDQGVKDGHSODQWLQJGHQHV
thresholds, privacy, and sightlines.

Shade and dappled light tune the microclimate, extending the comfort season for terraces, outdoor dining, and poolside lounging.



Arrival begins at a quiet threshold: stone walls and timber gates set a calm, crafted tone for the wellness hotel. Solid, secure, and grounded in natural materials, the entry frames canopy and water beyond—signalling a resort where nature leads every experience.

Arrival at Conrad Riyadh is choreographed for exclusivity and authenticity. Sculpted stone and a reflecting pool mark the threshold; curbs are avoided so circulation reads as landscape, not roadway. An urban retreat grounded in Riyadh's sense of place.



illuminate for
atmosphere





At Jumeirah Wellness Hotel, the pool is the day's anchor. Crisp detailing sets a contemporary spa aesthetic, softened by abundant planting for shade, privacy, and scent. Discreet amenities support long dwell times. This pool court is a core guest experience—shaping perception, memory, and the hotel's character.

At One Hotel, the fire circle revives an age-old ritual. Sunken seating gathers people into quiet conversation; warm stone, timber, and layered planting soften the enclosure. Low light, fragrant shrubs, and a steady flame create an intimate evening anchor—social, calm, and unmistakably luxurious.







visual ties to
the surrounding
landscape



water experiences
connect us with nature



know when its best
to do almost nothing



create sense of
drama with sillouhete

A photograph of two women practicing yoga on a wooden deck. The woman in the foreground is in a prayer pose (Anjali Mudra) with her hands pressed together in front of her chest. She is wearing a purple sports bra and floral leggings. The woman behind her is in a standing balance pose (Urdhva Dhanurasana), holding her right foot with her right hand. She is wearing a grey sports bra and black leggings. The deck is surrounded by lush greenery, including tall grasses and palm trees. In the background, a calm ocean stretches to the horizon under a soft, hazy sunset sky. A small white sailboat is visible on the water to the left. The overall atmosphere is peaceful and serene.

wellness experiences
enable healthy rituals



enjoy the silence



trees and hospitality

outdoor space

Trees are the landscape's primary structure. As the largest elements on site, they set PDVVLOJGH@HHGJHVDQGVFULSWPRMHPHQW

Canopies frame vistas, create thresholds, and form outdoor rooms; trunks set cadence and legibility along paths.

:LWKVKDGH@WHUHGOLJKWDQGZLQG
tempering, trees create microclimate and extend usable hours.

Deployed intentionally—by role, spacing, and height—they anchor buildings within the landscape, screen what shouldn't be seen, and choreograph sequences of experience.

Trees make outdoor hospitality spatial, legible, and comfortable.

The Tree Garden Strategy

A garden that behaves like a forest.

Used collectively, trees produce a more open, translucent canopy that improves visual continuity
DQG GHQH VSDFH ,Q XUEDQ VLWXDWLRQV WUHHV DUH PRWW HcHFWLH DQG KHDOWK\LI JURZQ FORVH HQRXJK WRJHWKHU for the branches to intermingle as they do in the forest.





the cultivated nature --- of hospitality

Gulf cultural traditions have for centuries cultivated nature to create places of hospitality.

We translate these traditions in contemporary style, expressing abundance and creating comfort —so guests linger longer, enjoy more, and return.

Tree gardens bring shade, water, and fragrance to the oasis and paradise gardens inseparable to the places of respite.

A lush garden scene featuring a dense stand of tall, slender pine trees in the background. In the foreground, there are several well-manicured shrubs, including a prominent bright yellow-green conifer on the left and a rounded, light green bush in the center. A low, neatly trimmed green hedge runs across the bottom of the frame. The overall atmosphere is serene and well-maintained.

*The paradise garden
responds to climate, employing
nature to create exceptional
cultural landscapes*



the oasis re-imagined
with cultivated nature



the oasis re-imagined
with cultivated nature







natureculture: --- the way

The natureculture way connects nature, culture, and climate—soil, water, plants, and systems working as one.

We use plants in culturally powerful ways, drawing on local landscape traditions and translating them through contemporary design and cutting-edge landscape construction technologies.

The result is planting intelligently matched to a place's function, with comfort and character as core outcomes.

The natureculture way creates a sustainable landscape through thoughtful site analysis, irrigation, and attentive care—that delivers healthy, large-canopy landscapes.

environment, by
nature

guest experience,
by NatureCulture

know when to
do almost nothing





connect with nature
through elevated sensory
experience



NatureCulture: --- The Team

Landscape architects, architects, urban foresters, horticulturalists, irrigation engineers, soil scientists, BIM specialists, visualisers and storytellers working together to craft exceptional and sustainable nature-based solutions for outdoor environments in the Gulf.

We deliver design and delivery services—covering all aspects from early concept to tender stage, construction phase services, and post-completion support.

The team's strength lies in creative design and technically rigorous solutions using plants in the Gulf region.



◎ PEOPLE

● PROJECTS



Saud Faisal Al Gurg
Chairman

Saud is a co-founder and partner and provides strategic guidance shaping company JURZWK 6DXG KDV D EDFN and over 15 years' experience leading a team delivering construction consulting services.



Laith Wark
Creative Director

Laith is a co-founder and partner and is responsible for the quality of creative output. Laith is a Registered Landscape Architect and FHUWL 2HG DUERULFXOWXUI experience in design and management in the *XOI UHJLRQ +H OHDGV WF projects demadning high quality design.



Andre Saladaga
Technical Director

Andre is a partner and is responsible for the technical output of the team. Andre is a TXDOL 2HG DUFKLWHFW ZLW GHOLYHULQJ FRPSOH[ODQC *XOI UHJLRQ \$QGUH RYHUV WHFKQLFDO VXEPLVLRQV IR



David Robinson
Commercial Director

David is a partner and is responsible for overseeing the team meets project requirements. David specializes in contract and commercial review for the construction industry. David earned an LL.M. in Construction Law & Practice and has over 18 years experience in the UAE and Saudi markets.



Yvon Muller
Lighting Designer

<YRQ LV D PHPEHU RI WKI Network and pushing the boundaries of lighting design and scenography. Her mission is to help people experience the beauty of the night, believing that in the battle against light pollution, we must deepen our appreciation for the dark.



Declan McDonald
Soil Scientist

'HFODQ LV D PHPEHU RI WI Network and is an experienced soil scientist with a degree in Sustainable Agriculture (Soils) from the University of Sydney. His expertise spans site soil VXUYH\ V EHVSRNH VRLC and promoting healthy soils as living organisms integral to thriving ecosystems.



Nanette Lamboloto
2dFH 0DQDJHU

1DQHWWH LV D VHDVQRH DQG LV UHVSQRVLEOH II UHFUXLWPHQW PDQDJLC DVVLVWLQJ FRPPHUFLDO SURSRVDOV DQG JHQHUI



Kubra Ilayda Turan
Landscape Architect

0DGD LV D TXDOLHG ODQGVFDSH DUFKLWHFW graduated from Politecnico di Milano with highest honours (cum laude). Her work seeks to integrate sustainability at the landscape scale and with a particular interest in how ecological systems can transform the comfort of urban life.



Elif Buse Karabayraktar
BIM Coordinator

Buse is a qualified architect and is responsible for leading technical teams and coordinating BIM data and project management.



Bryan Jumarang
Visualizer

Bryan is NatureCulture's Storyteller, renowned for crafting compelling visual narratives that communicate the essence of design and human experience. With an exceptional eye for detail, he brings projects to life by capturing the natural characteristics of plants and the unique elements of the Gulf region.



Dr. Nihal Al Sabbagh
Urban Designer

1LKDO LV D PHPEHU RI WKI Network and is a renowned expert in sustainable architecture, urban design, and thermal comfort. With a Ph.D. from the Architectural Association School of Architecture in London, her research focuses on enhancing walkability and thermal comfort in extreme climates.



John Roy
Irrigation Designer

-RKQ LV D PHPEHU RI WKI Network with 25 years of global experience in designing, building, and managing irrigation systems. His expertise lies in intelligent irrigation design and water resource management, ensuring sustainable solutions for diverse landscapes.



Behnam Rajaei
BIM Coordinator

Behnam is a BIM Coordinator with a degree in Sustainable Building Engineering. He is responsible for ensuring high-quality BIM models and data. Behnam streamlines SURMHFWV ZLWK DXWRPDW tools customised for sustainable design.



Manojkumar Balakrishnan
BIM Specialist

Manoj is an experienced BIM specialist responsible for modelling and documentation.



Anilkumar Vishnudasan
BIM Specialist

Anil is an experienced BIM specialist responsible for modelling and documentation.



Wolfram Sievert
Environmental Engineer

Wolfram is a member of the Green LcHUHQW 1HWZRUN EHFDXVH RI extensive expertise in natural treatment technologies and sustainable waste water treatment management. Sewage, oil drilling water and grey water.



Bruce Pedersen
Horticulturist

Bruce is a seasoned horticulturist with over 30 years of experience and a global perspective shaped by his work across the world. With an ND and B.Tech in Horticulture, he specializes in plant production, landscape management, and bespoke horticultural consulting.



Featured Projects

The following NatureCulture projects are featured in this presentation. Together, they show how our approach translates into guest experience on real sites.

Our team brings experience from 250+ projects across the Gulf, with deep expertise in hospitality.

One Hotel

Client
Dhriyah Company

Lead Consultant
Dewan

Location
Dhriyah, KSA

📷 page 25
Luxurious poolside
ambiances for the guests

📷 page 10
Cozy spaces for
spontaneous gatherings

📷 page 4
Aerial South View
Landscape and lighting
design at night

📷 page 11
Unique experiences that
strengthen the brand

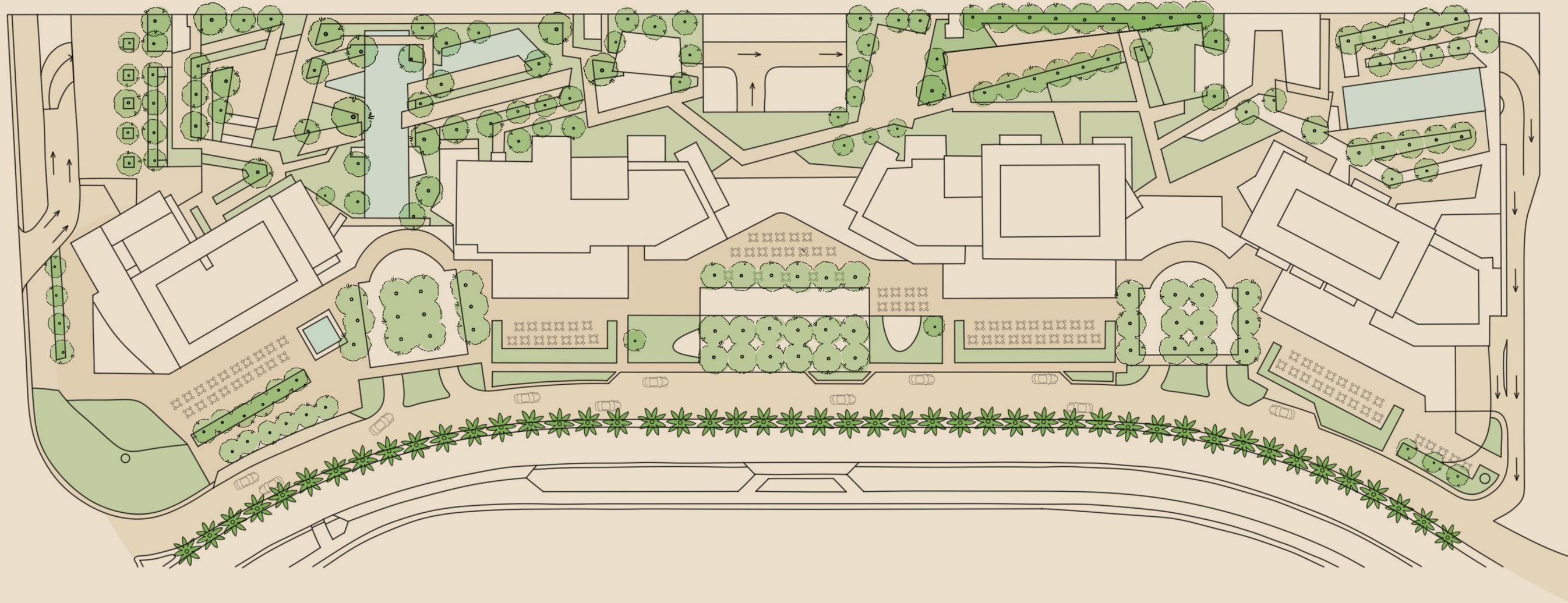


📷 page 22

The oasis re-imagined with cultivated nature precisely for Artesia

📷 page 17

Enjoy the silence and beauty of the golden sunsets



Artesia

Client
Damac Properties

Lead Consultant
U+A Architects

Location
Dubai, UAE



5 0 10 25 m

A horizontal scale bar with four segments, labeled with the numbers 5, 0, 10, and 25, representing meters.

AYA Beach Residences

Client
Deyaar

Lead Consultant
Al Gurg

Location
Umm Al Quwain, UAE



📷 page 16
Wellness experiences enable healthy rituals

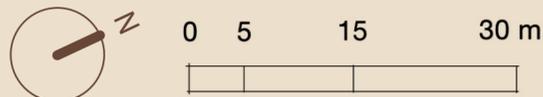
📷 page 15
The oasis garden for the best evening walks

📷 page 14
Peaceful evenings with minimal design and your favorite company

📷 page 13
Water experiences connect us with nature

📷 page 8
Juice Bar atmosphere and vitamins for any moment of the day

📷 page 12
Visual ties to the surrounding landscape



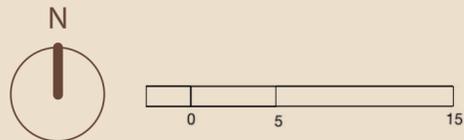
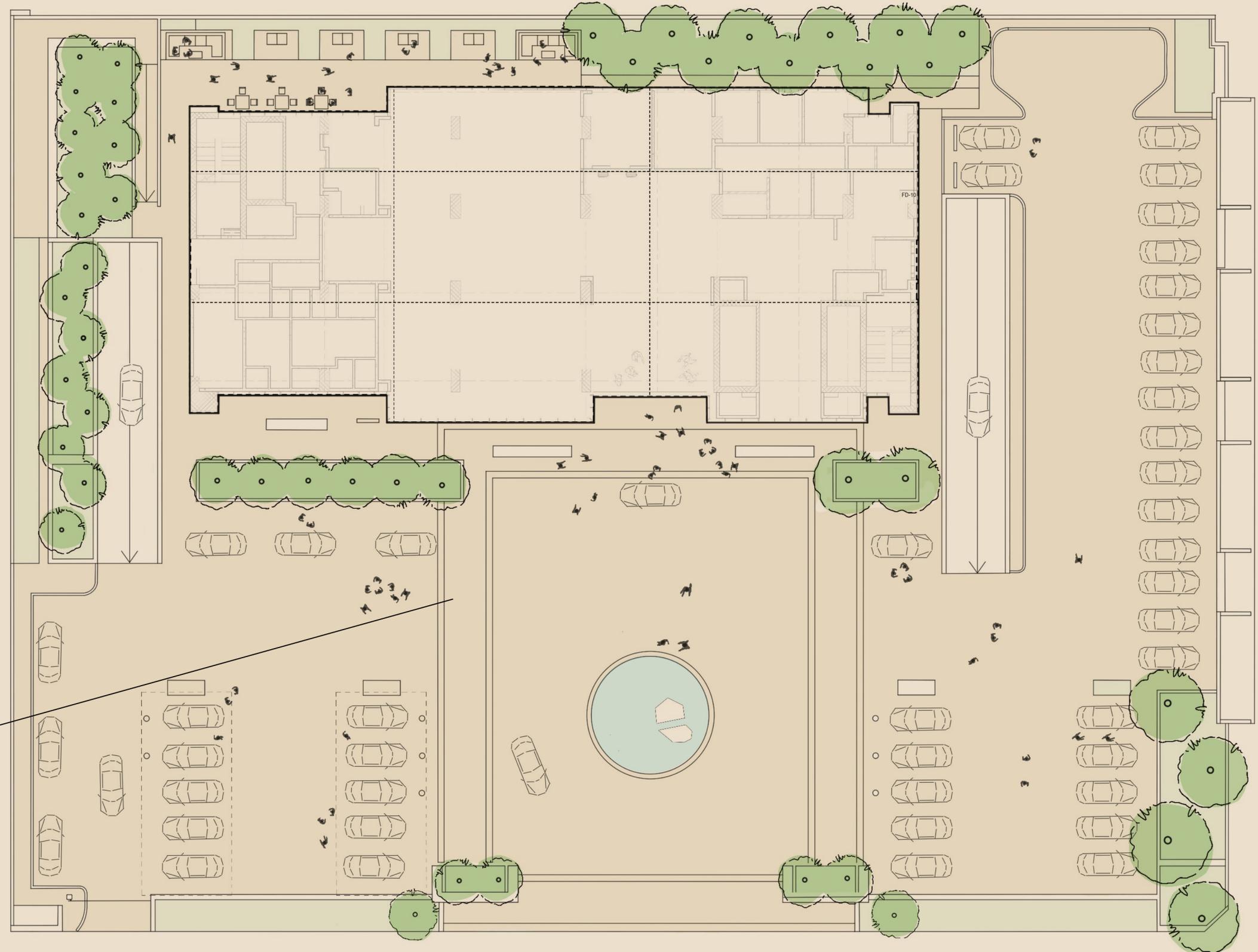
Conrad Riyadh

Client
Mashareq

Lead Consultant
Syden

Location
Riyadh, KSA

page 7
counts. Upon departure, the
aftertaste is considered.



Gateway

Client
Diriyah Gate Company Limited

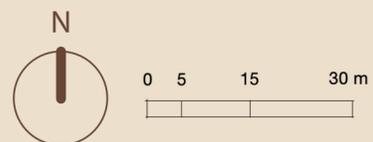
Lead Consultant
Cundall

Location
Riyadh, KSA



📷 page 23

Shade is kindly inviting you to the comfort.

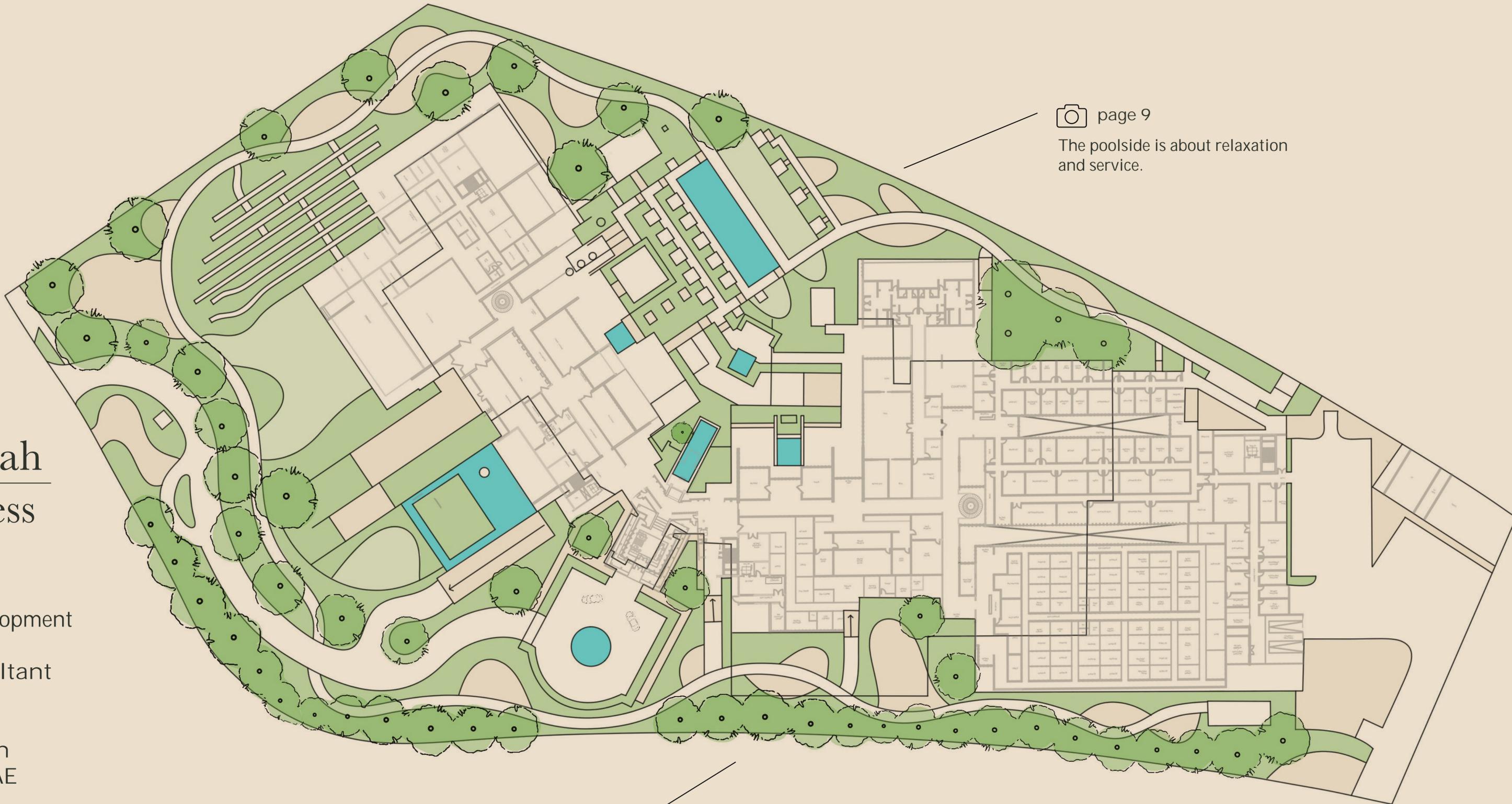


Jumeirah Wellness

Client
MERAAS Development

Lead Consultant
Ramboll

Location
Dubai, UAE

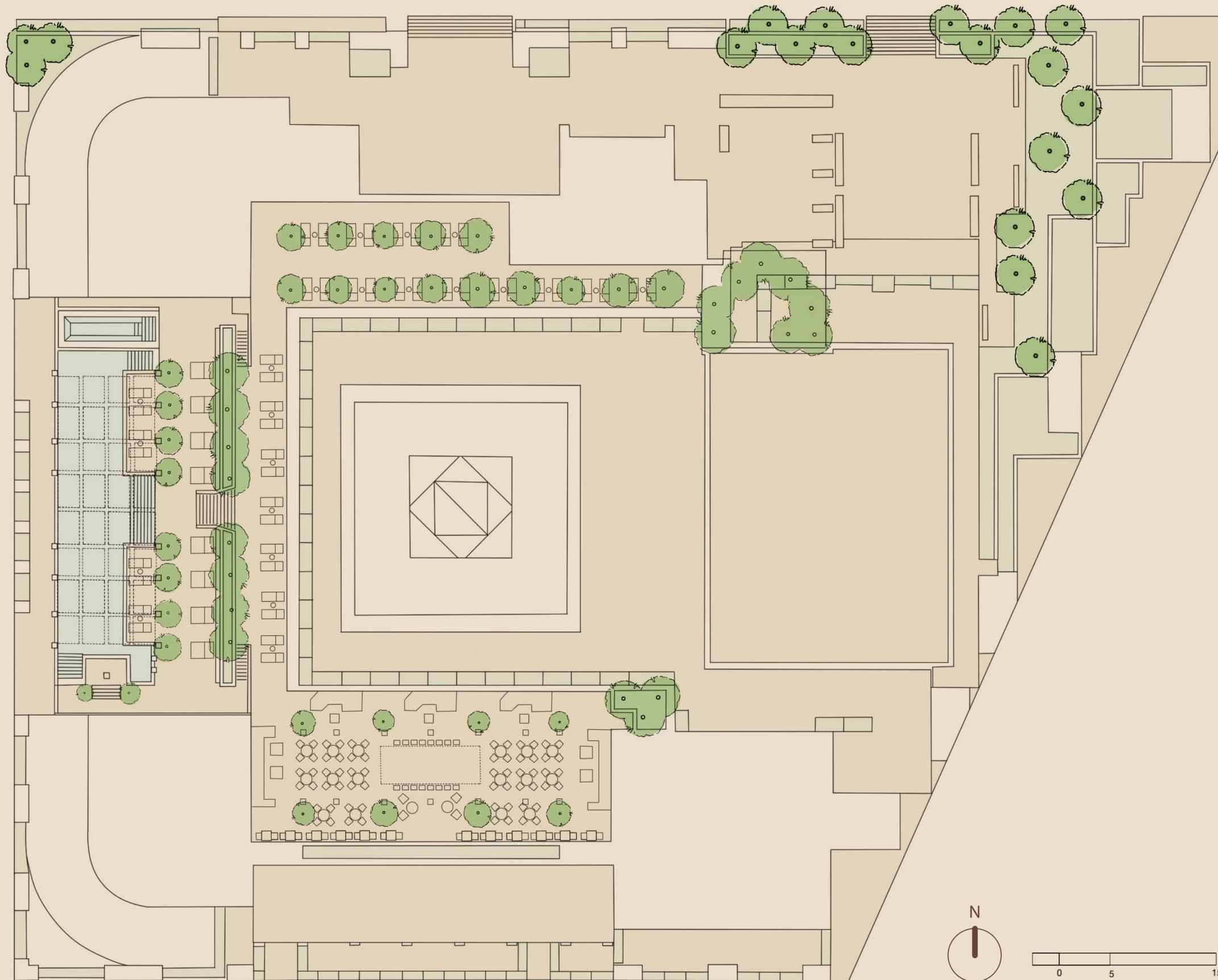


📷 page 9

The poolside is about relaxation
and service.

📷 page 6

The entrance arouse expectation
WKHŲVWVLJQVRIDUULÐO



Pendry Hotel

Client
Diriyah Gate Company Limited

Lead Consultant
Dewan Architects + Engineers

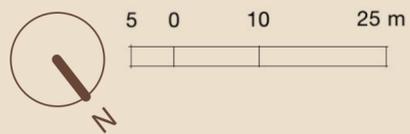
Location
Riyadh, KSA

RETAL Ritz Carlton

Client
RETAL

Lead Consultant
Dewan Architects + Engineers

Location
Al Khobar, KSA

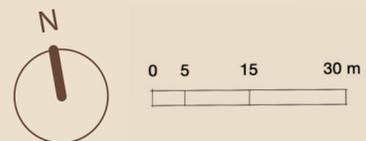




📷 page 27
Environment, by nature; guest
experience, by NatureCulture.

📷 page 28
The joy of doing almost nothing
in the hearth of the nature.

📷 page 29
Connect with nature through
elevated sensory experience.



Luxury Mountain Resort

Client
NEOM

Lead Consultant
Dar Al-Handasah Consultants

Location
NEOM, KSA



NO.	Ref	Name	City	Location	Size (sqm)	Client	Main Consultant	Appointed by	Stages
1	001	RIU Palace Hotel	Dubai	UAE	28,851	NAKHEEL RIU Deira Islands Hotel	Dewan Architects + Engineers	Main Consultant	Concept, Schematic
2	002	Conrad Riyadh	Riyadh	KSA	5,000	Mashareq	Syden	Main Consultant	Concept, Developed Design, Tender Documents, Tender Services
3	005	Pendry Hotel	Riyadh	KSA	7,095	Diriyah Gate Company Limited	Dewan Architects + Engineers	Main Consultant	Detailed Design/ Tender Documents/ IFC
4	007	Hiking Boutique Hotel	NEOM	KSA	140,000	NEOM	Dar Al-Handasah Consultants	Main Consultant	Developed Design
5	008	1Hotel	Riyadh	KSA	20,047	Diriyah Gate Company Limited	Dewan Architects + Engineers	Main Consultant	Concept (support), Schematic (support), Detailed, Tender Stage
6	V5A9	Business Bay Hotel	Dubai	UAE	5,000	Dubai Properties	DAR Consult	Main Consultant	Concept, Detailed, Tender
7	V5D2	Seafarers Club Dubai Maritime City	Dubai	UAE	10,000	Dubai Maritime City	Arif & Bint oak	Main Consultant	Concept, Detailed
8	V6C2	Al Fattan Hotel & Residences (Rixos The Palm Hotel)	Dubai	UAE	82,000	Al Fattan Properties	DSA Architects	Main Consultant	Concept, Detailed, Post Contract
9	V6F7	Sea View Club	Dubai	UAE	47,000	Asteco Development Management	Al Wasl Al Jadeed Consultants	Main Consultant	Concept, Schematic, Detailed, Tender
10	V6G9	Emirates Park Hotel	Dubai	UAE	20,000	Emirates Airlines	Archgroup Consultants	Main Consultant	Concept, Schematic, Detailed,
11	V7A2	The Oberoi Centre Dubai	Dubai	UAE	17,000	Rani International	DSA Architects	Project Owner	Concept, Schematic, Detailed, Tender
12	V7B4	Desert Tower Hotel, Abu Dhabi	Abu Dhabi	UAE	3,000	Al Qudra Real Estate	DSA Architects	Main Consultant	Concept
13	V7D9	Abu Dhabi Golf Club Hotel (Westin Hotel Abu Dhabi)	Abu Dhabi	UAE	43,000	TDIC Abu Dhabi	GREC Architects	Main Consultant	Concept, Schematic, Detailed, Tender
14	V8B8	Crowne Plaza Pune	Pune	India	25,000	JHRPL	Verdaus	Project Owner	Concept, Schematic, Detailed
15	V8F1	Government Guest House At Airport Height	Muscat	Oman	151,000	Sultanate of Oman Royal Court \$DLUV	The Green Architecture Co. LLC	Main Consultant	Concept, Detailed
16	V9B2	Al Manara Villa 6 Aquatopia	Dubai	UAE	4,100	TDIC Abu Dhabi	Arif & Bint oak Consulting Architects and Engineers	Main Consultant	Tender
17	V9D4	R493 - Le Meridian ReDevelopment	Dubai	UAE	7,000	Dubai Real Estate Corporation	Archgroup Consultants	Main Consultant	Concept, Schematic, Detailed, Tender
18	V9G7	Sohar Hotel for Trident	Sohar	Oman	38,000	Trident International Holding	Archgroup Consultants	Main Consultant	Concept
19	W4P2	Akoya Towers Plot E06 Artesia	Dubai	UAE	24,127	Damac Properties	U+A Architects	Main Consultant	Concept, Schematic, Detailed, Tender Services
20	W4V7	Hilton Giralda	Ras Al Khaimah	UAE	9,700	Al Hamra Real Estate Development	WS Atkins & Partners Overseas	Main Consultant	Concept
21	W5D8	Damac Hotel Sheikh Zayed Road	Dubai	UAE	2,172	Damac Properties	RSP MENA Architects Planners & Eng.	Main Consultant	Concept
22	W5H2	Paramount Hotel	Dubai	UAE	2,172	Damac Properties	Lacasa	Main Consultant	Schematic, Detailed, Tender
23	W5S8	Jumeirah Pearl NOC	Dubai	UAE	16,000	Pearl Garden	Al Gurg Consultants	Main Consultant	Review of Landscape Drawings
24	W6G5	Baniyas Ballroom Grand Hyatt	Dubai	UAE	132,426	Grand Hyatt	Arkiteknik International Consulting Engineers	Main Consultant	Concept, Detailed, Post-Contract
25	W6H2	Hampton Hotel	Dubai	UAE		WASL	Arkiteknik International Consulting Engineers	Main Consultant	Concept, Detailed
R	W6Q7	Jumeirah Bay Wellness Centre	Dubai	UAE	34,693	MERAAS Development	Ramboll	Main Consultant	Pre-Concept, Concept
27	W7H8	Vida Hotel Umm Al Quwain	Umm Al Quwain	UAE	24,157	NSHAMA Development LLC	Al Gurg Consultants	Main Consultant	Schematic, Detailed, Tender/Contract & Construction Docs, Tender, Post-Contract
28	W8L5	4Star Wellness Hotel Parcel E	Dubai	UAE	7,251	EXPO 2020 DUBAI	RSP Middle East FZCO	Main Consultant	Preparation & Brief, Concept, Developed Design, Technical Design
29	W8O2	Jeddah Marriott	Jeddah	KSA	8,535	Jeddah Marriott	Basic Engineering Company	Project Owner	Concept, Schematic, Detailed
30	W9X4	Rove Hotel Supervision	Dubai	UAE	7,251	EXPO 2020 DUBAI	RSP Middle East FZCO	Main Consultant	Post-Contract
31	X0B8	Jumeirah Al Naseem Spa	Dubai	UAE	1,700	Jumeirah Group	Bluehaus Group	Main Consultant	Concept, Schematic, Detailed, Tender Docs, Tender Services, IFC
32	X1D6	Tiara Hotel	Dubai	UAE	2,559	Wasl LLC	Engineering Consortium Consulting Engineers	Main Consultant	Concept Design, Detailed Design
33	X2S6	RETAL Ritz Carlton Resort Al Khobar	Al Khobar	KSA	89,917	RETAL	Dewan Architects + Engineers	Main Consultant	Concept, Schematic, Detailed, Construction & Tender Documents, Tender Services



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