

[LONDON]

[RAK]

[KARACHI]

COMPANY PROFILE

ARCHITECTURE – ENGINEERING – DESIGN



MORPHEME STUDIOS

ARTS – ARCHITECTURE – INTERIOR – DESIGN

TABLE OF CONTENTS

PROFILE

1.0 INTRODUCTION

1.1 TEAM LEADERS

INFORMATION

2.0 COMPANY OFFICIAL DETAILS

2.1 ORGANOGRAM

2.2 OFFICE STRENGTH

2.3 PROJECT IMPLEMENTATION METHODOLOGY

PROJECTS PORTFOLIO

3.0 SELECTED PROJECTS

1.0 INTRODUCTION

M/S MORPHEME STUDIOS is an incorporation of art, architecture, interior and design studios. The firm reflects an enduring dedication to contemporary design principles and their applications.

We at Morpheme Studios firmly believe that design is not just a result of our imagination, rather a culmination of various factors like client usage, environment, context, technology, economy, and our ability to interpret the desired feeds.

Led by Aly Naqvi and Imrana Tanveer, the firm's establishment was based on authentic and creative ideas, along with contemporary and unique approach of providing state of the art services in the field of arts, architecture, design & BIM supported by the dedicated team of artists, architects, interior designers, and management staff.

M/S MORPHEME STUDIOS initiated an International Partners campaign in 2015 to dominate the World architecture and design by the year 2030. This initiation has already brought strength both in terms of Quality and Manpower. M/S Morpheme Studios actively joins consortium with various Top quality engineering firms for large scale projects.

M/S MORPHEME STUDIOS has been operating Worldwide with its offices based in London, Ras-Al-Khaimah, Karachi & Islamabad.

TEAM LEADERS



MORPHEME STUDIOS
ARTS – ARCHITECTURE – INTERIOR – DESIGN



ALY NAQVI

Founder, C.E.O

Aly Naqvi is the CEO and founder of M/S Morpheme Studios. He has completed his studies in architecture at the National College of Arts, Lahore. He worked with renowned architects and later established an independent practice at Morpheme Studios in 2011. He has multiple associations and licensing from RIBA, AIA, PCATP, IAP, and BIID.

He has the core responsibilities of design development, consultancy, documentation and overall project management with great enthusiasm and contemporary approach towards design, function, and creativity.

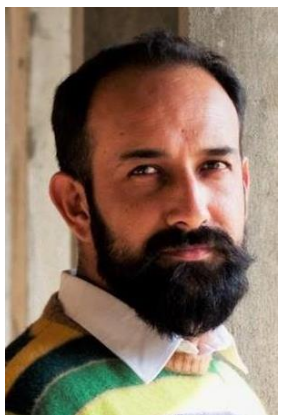


IMRANA TANVEER

Co-founder, Executive Director Arts and Design

Imrana Tanveer is a visual artist and co-founder of M/S Morpheme Studios. She has gained her master's degree in visual arts from National College of Arts, Lahore in 2012.

She is responsible for design conceiving, developing, and implementing the artistic vision in a project. Her aim is to amalgamate the different art forms in contemporary practices of architecture which is not only aesthetically pleasing but also fulfill the requirements of the generic form types.



ABDUL WAHID

Partner, Director North Region - Pakistan

Abdul Wahid is an Architect and Urbanist, with degrees from Germany and Pakistan. He started his practice with the name of WOW architects. Later he joined M/S Morpheme Studios as Partner North region Pakistan since 2014.

He has the core responsibilities of Urban, architecture and interior design and envisions contemporary approach towards design, function, and creativity.



SAAD UL HAQ HAQQI

Partner, Director – Middle East

Saad Ul Haq is an Architectural graduate with an expertise in BIM architecture and coordination. He has worked in various international organization such as ICS Nett & AHR Global. His expertise is in development and strategizing Data center and hospitality projects.

He has always been a spearhead of managing technical procedures of projects.



JUAN YURELLA CALISTO

Partner, Founder OU ADHS - Spain

Juan Calisto graduated from ETSA Seville – Spain in 2004. He has worked famed architectural offices in Europe and China before setting up COOP Studio in Shanghai & OU ADHS in Estonia. He partnered with M/S Morpheme Studios in 2019 and since then has become a vital member in the development of major urban scale projects across countries.

He is responsible for design conceiving, developing, and implementing the international trends and quality into design. He is also responsible for Portfolio development and international resource management for quality production of large-scale projects.



AWAIS SIDDIQI

Partner, Director Central Region - Pakistan

Awais Siddiqi is an accomplished designer and planner. He established his Design and Built firm with the name of M/S Vibrant Deziign and simultaneously joined M/S Morpheme Studios as Partner Central Region. He has an architectural design degree from National College of Arts, Lahore in 2013.

He has the core responsibility of Master planning, Project development, and resource management. His major Forte is functional and detail design development for Mega scale projects.



YAMNA ASIF

Head of Wellness Space Design

Yumna Asif has an extensive design and make experience of developing wellness spaces catering healthy and organic nature techniques. Her interest in bringing nature into a place has a unique taste which is appreciated and absorbed into architectural spaces.

She is responsible for Landscaping, wellness, and nature friendly design inputs into Architectural and Interior design projects.



HASSAN BUKHARI

Head of Business Development

Hasan Bukhari has completed his education in Marine Engineering and had been involved in Marine sector projects prior to joining M/S Morpheme Studios.

He is responsible for High-End business and portfolio development both in local and international markets.



ABBAS NAQVI

Head of Marketing and Procurement

Abbas Naqvi is a business graduate with a bachelor's in engineering technology. He worked with a reputed Government organization prior to joining M/S Morpheme Studios in 2019.

He is responsible for Marketing and Procurement of High- End business both in local and international markets.

COMPANY INFORMATION



MORPHEME STUDIOS

ARTS – ARCHITECTURE – INTERIOR – DESIGN

2.0 COMPANY OFFICIAL DETAILS

NAME OF COMPANY	M/S MORPHEME STUDIOS LTD.
OWNERSHIP	INDIVIDUAL
NAME OF OWNER	SYED ALI NAQVI
YEAR OF ESTABLISHMENT (PAKISTAN)	2011
YEAR OF ESTABLISHMENT (UNITED KINGDOM)	2022
YEAR OF ESTABLISHMENT (UAE)	2023
WEBSITE	WWW.MORPHEMESTUDIOS.COM
SOCIAL	MORPHEME STUDIOS - INSTAGRAM
EMAIL ADDRESS	CONNECT@MORPHEMESTUDIOS.COM

LONDON OFFICE	128 CITY ROAD, LONDON EC1V 2NX
CONTACT NUMBER	+44-7713-796960
EMAIL ADDRESS	LONDON@MORPHEMESTUDIOS.COM

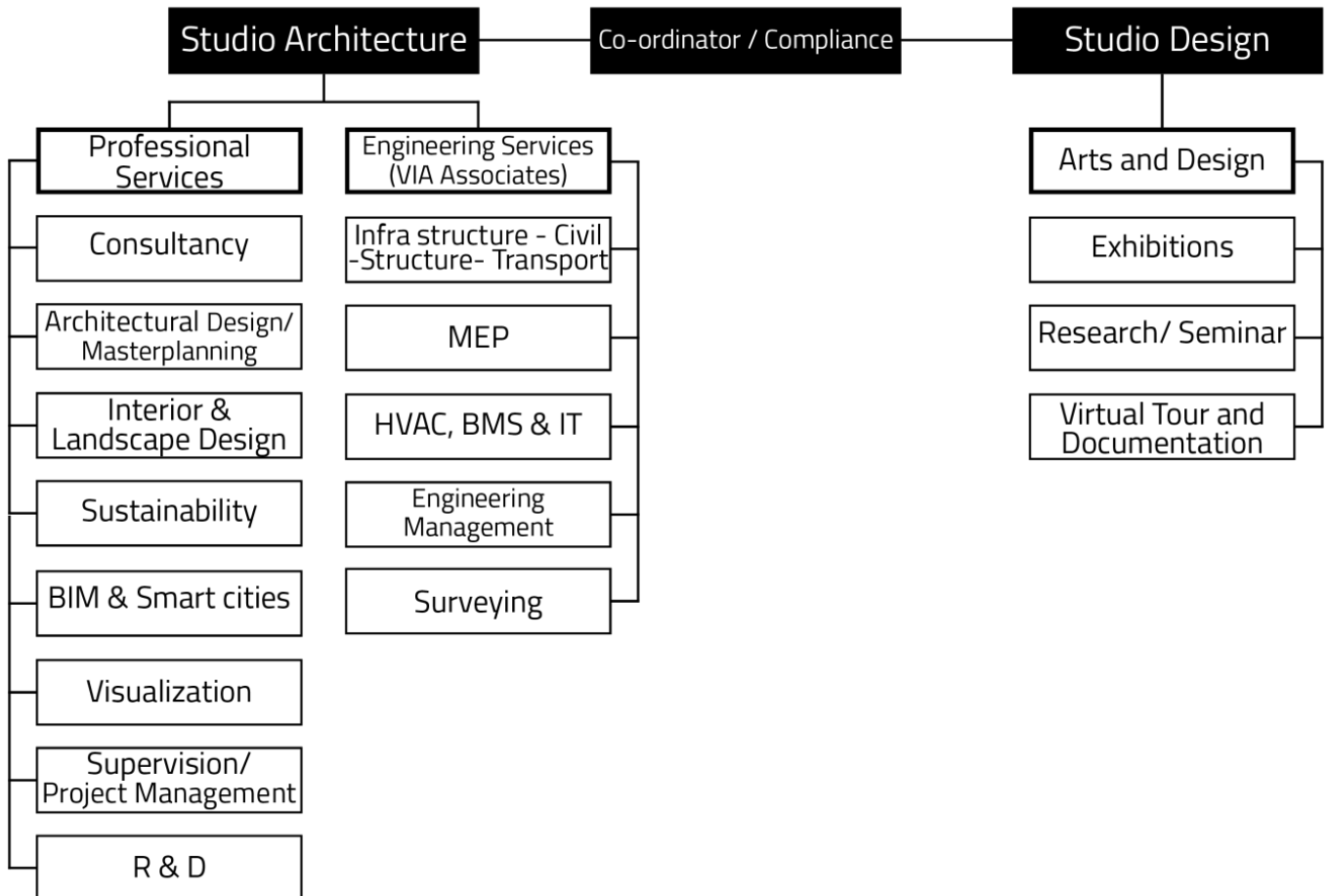
MIDDLE EAST OFFICE	SMBA0168, COMPASS BUILDING - AL SHOHADA ROAD, AL HAMRA INDUSTRIAL ZONE-FZ,RAS AL KHAIMAH, UAE
CONTACT NAME	SAAD UL HAQ
CONTACT NUMBER	+97-563-858574
EMAIL ADDRESS	GULF@MORPHEMESTUDIOS.COM

KARACHI OFFICE	2/2, 25-C/ 4 SECOND FLOOR, ZAMZAMA COMMERCIAL STREET 4, DHA PHASE V. KARACHI- PAKISTAN
CONTACT NUMBER	+92-332-3479530
EMAIL ADDRESS	QUERY@MORPHEMESTUDIOS.COM

ISLAMABAD OFFICE	1 ST FLOOR, AL MOIZ PALLAZO, STREET 14, NEAR EXECUTIVE BLOCK GULBER GREENS, ISLAMABAD- PAKISTAN
CONTACT NAME	ABDUL WAHID
CONTACT NUMBER	+92-331-5123713
EMAIL ADDRESS	QUERY@MORPHEMESTUDIOS.COM

ESTONIA OFFICE	TALLIIN
CONTACT NAME	JUAN YRUELA
EMAIL ADDRESS	QUERY@MORPHEMESTUDIOS.COM

2.1 ORGANOGRAM



2.2 OFFICE STRENGTH –TECHNICAL STAFF

PERMANENT – CONTRACTUAL – PROJECT BASED

M/S MORPHEME STUDIOS + COLLABORATIVE = 25 +

OFFICE	STAFF
M/S MORPHEME STUDIOS	25 +

ASSOCIATES = 75 +

OFFICE	STAFF
AKBAR & ASSOCIATES	30 +
MATRIX CONSULTANTS	15 +
ZA ENGINEERS	15 +
AIMIR CG - CHINA	20 +

2.3 PROJECT METHODOLOGY

INTRODUCTION TO MORPHEME STUDIOS ARCHITECTURAL & ENGINEERING WORK PLAN – 2023

Purpose

For organizing the process of briefing, designing, constructing, maintaining, operating, and using building projects into several key stages. It details the tasks and outputs required at each stage which may vary or overlap to suit specific project requirements. The template is adopted from 'RIBA Plan of Work'. This is very suitable for any mega scale project.

This document is suitable for many forms of design and procurement and can / will be tailored to accommodate specific project and client requirements.

For any region which has its own Plan of work, we are adaptive, and will be able to provide consultancy abiding by the regulations.

Stages of plan of work:

0. Strategic definition
1. Preparation and Brief
2. Concept design
3. Design development
4. Technical design
5. Construction phase
6. Handover and close out
7. In use

Stage 0 Strategic Definition is the first stage in which a project is strategically appraised and defined before a detailed brief is created. This is particularly relevant in the context of Project type, review and analysis, sustainability, scale, vision, and milestones or indeed a rationalized space plan, may be more appropriate than a new dwelling.

Stage 1 Preparation and Brief merges the residual tasks from the former Stage0 Design Brief – tasks that relate to carrying out preparation activities and briefing in tandem.

Stage 2 Concept Design is developed following successful stage 0 and 1 task. An initial design will be presented to the client after the contract of services is awarded.

Stage 3 In Technical Design The finalized design is developed in terms of engineering, constructions, and city development standards. The Developed Design is then coordinated and aligned with the **Cost Information**. This may not increase the amount of design work

required, but extra time will be needed to review information and implement any changes that arise from comments made before all the outputs are coordinated prior to the **Information Exchange** at the end of Stage 3.

Stage 4 Technical Design comprises the residual technical work of the core design team members. At the end of Stage 4, the design work of these designers will be completed, although they may have to respond to **Design Queries** that arise during stage 5. This stage also includes and recognizes the importance of design work undertaken by specialist subcontractors and/or suppliers employed by the contractor and the need to define this work early in the process in the **Design Responsibility Matrix**.

Stage 5 Construction stage defined opted/ eliminated construction monitoring services and timeline management.

Stage 6 Handover and Close Out maps broadly to the Post Practical Completion – services.

Stage 7 In Use is a new stage which includes **Post-occupancy Evaluation** and review of **Project Performance** as well as new duties that can be undertaken during the In Use period of a building.

SELECTED PROJECTS

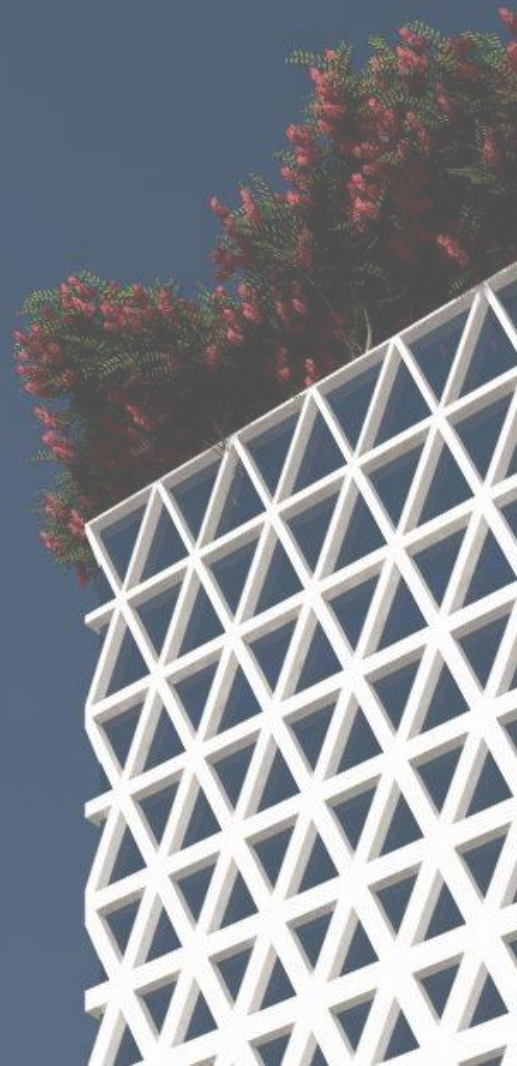
ARCHITECTURE – ENGINEERING – DESIGN



MORPHEME STUDIOS

ARTS – ARCHITECTURE – INTERIOR – DESIGN

DESIGN PORTFOLIO
COLLECTIVE & COLLABORATIVE

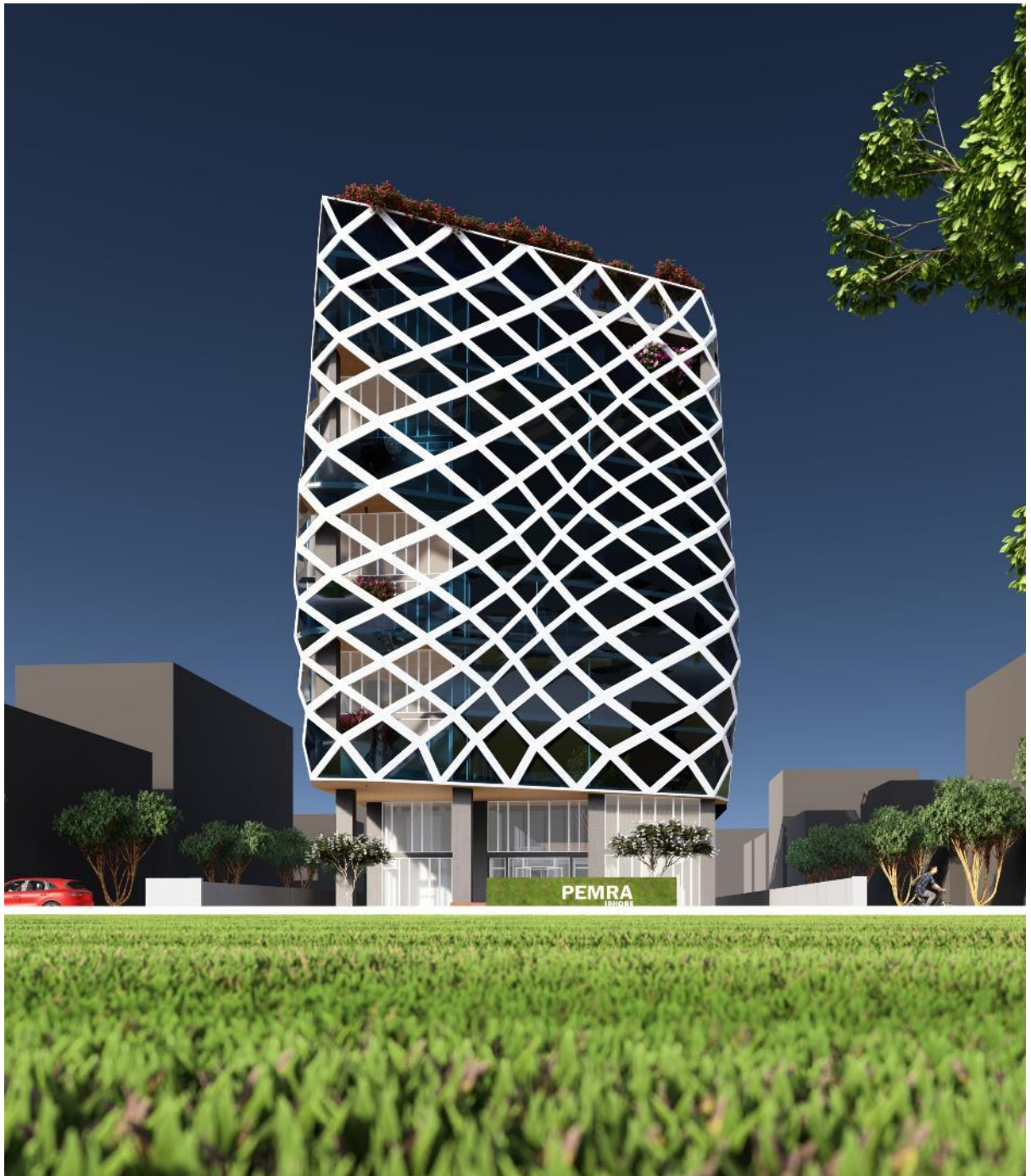


MORPHEME STUDIOS
PRESENTATION

MASTER PLANNING – MEGA SCALE PROJECTS
COLLECTIVE & COLLABORATIVE



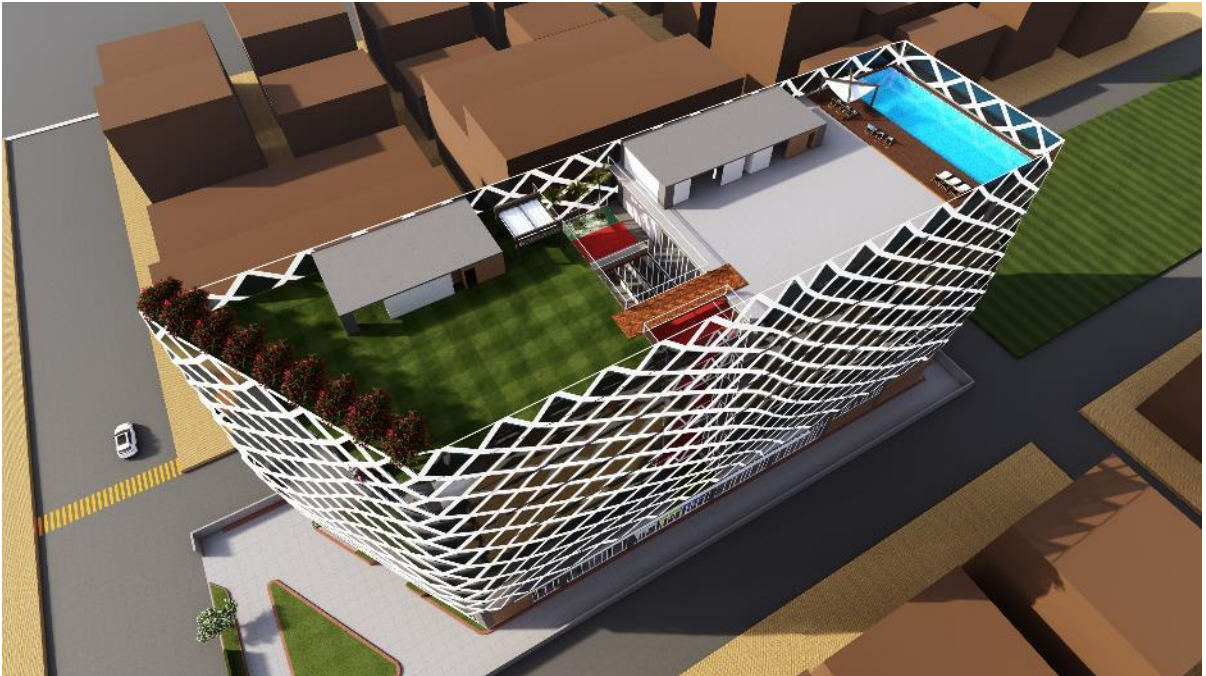
PROJECT NAME	PEMRA– HEADOFFICE BUILDING
CLIENT	PEMRA PAKISTAN
YEAR	2020
TYPE	ARCHITECTURE – INTERIOR – CORPORATE
SIZE	250,000 SQFT
STATUS	NATIONAL COMPETITION ENTRY



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME

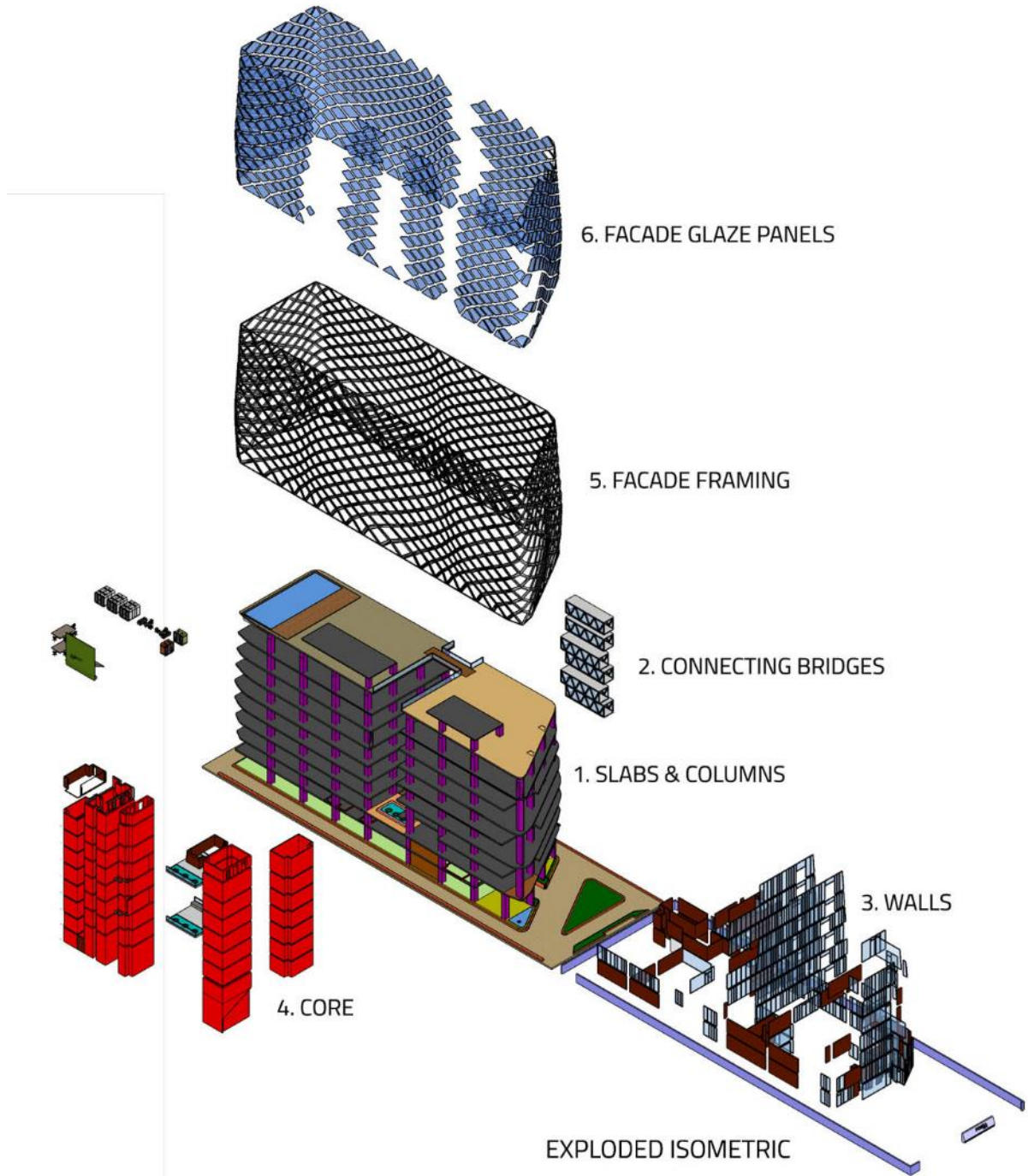
PEMRA HEADOFFICE BUILDING



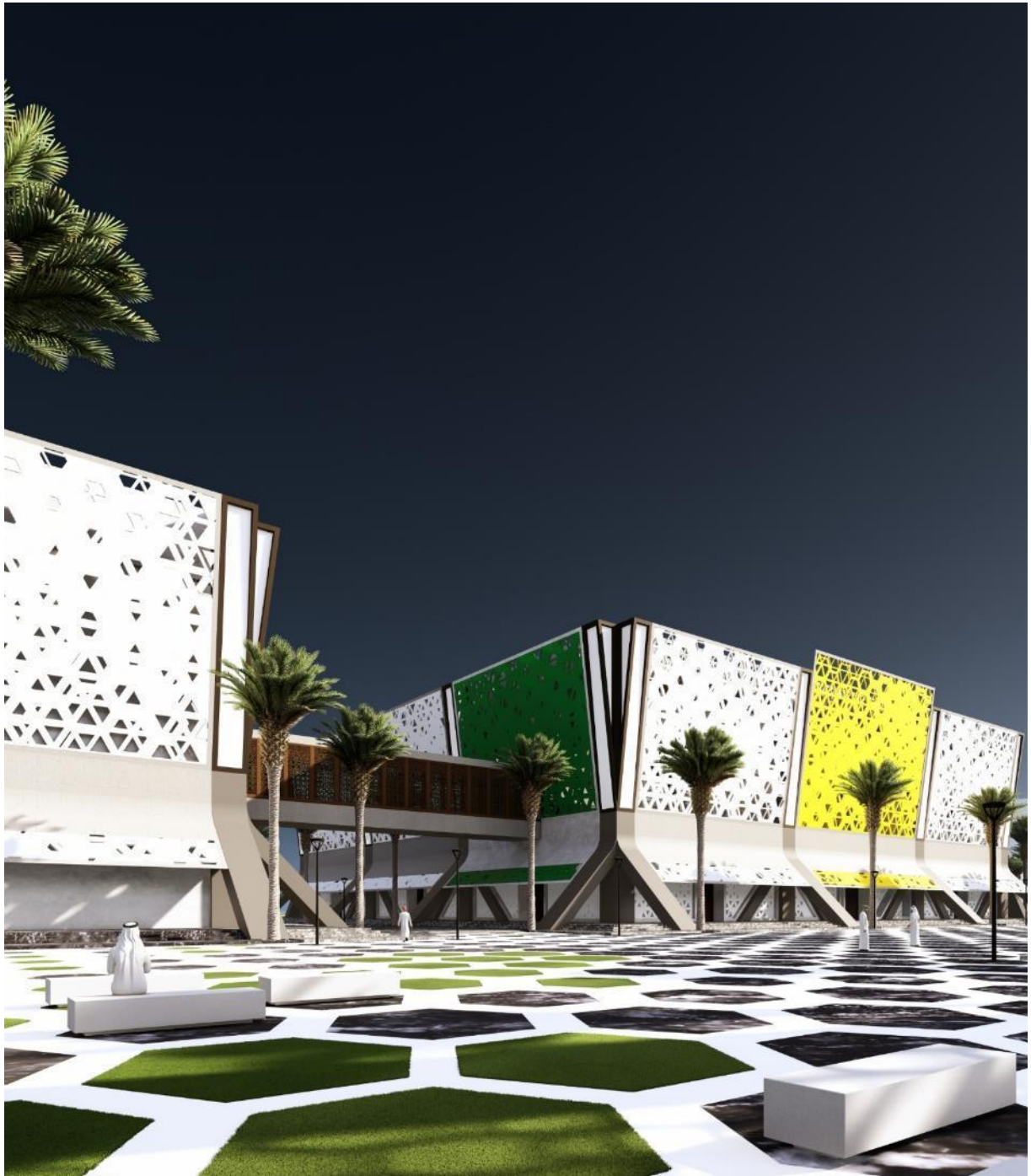
MORPHEME STUDIOS
PRESENTATION

PROJECT NAME

PEMRA HEADOFFICE BUILDING

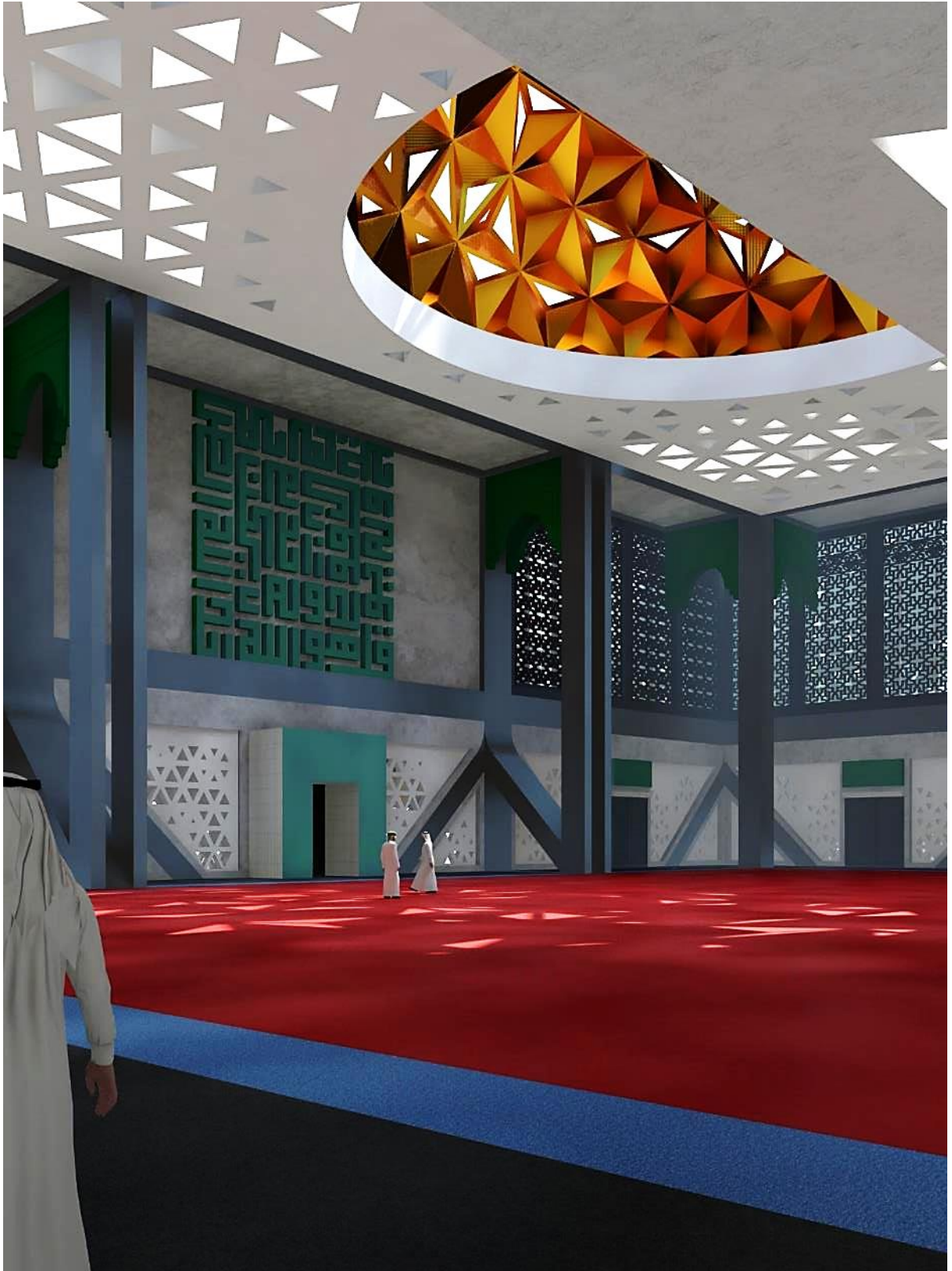


PROJECT NAME	ICONIC MOSQUE – CREEK HARBOUR DUBAI - UAE
CLIENT	EMAAR DUBAI
YEAR	2018
TYPE	RELIGIOUS – URBAN – ARCHITECTURE – INTERIOR – COMMUNAL
SIZE	650,000 SQFT
STATUS	INTERNATIONAL COMPETITION ENTRY



PROJECT NAME

ICONIC MOSQUE – CREEK HARBOUR DUBAI - UAE



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME	QINGYANLIGONG INDUSTRIAL PARK, CHONGKING— CHINA
CLIENT	CHONKING MUNICIPALITY
YEAR	2018
TYPE	URBAN – ARCHITECTURE – MASTER PLANNING
SIZE	124 ACRE – 5,380,000 SQFT
STATUS	DESIGN STAGE



QINGYANLIGONG INDUSTRIAL PARK, CHONGQING

清研理工产业园，重庆

BIDDING WINNER (2018)
IN PROGRESS (2018)

Interconnection and Integration

A big cluster of buildings brings always the challenge of the lack or inter-relation, connection and alienation of the elements.

Speaking the same language, these buildings will be integrated in the same landscape and doubly connected by a ground level park and an upper level connection platform. This interconnection level will bring leisure, life and activity to the buildings system not only outdoors but also throughout the buildings.



PROJECT NAME	MOSUL HOUSING PROJECT– MOSUL - IRAQ
CLIENT	UNESCO – RIFFAT CHADDARJI AWARD
YEAR	2017
TYPE	URBAN – HOUSING – ARCHITECTURE – MASTERPLANNING
SIZE	66 ACRE – 3,100,000 SQFT
STATUS	INTERNATIONAL COMPETITION ENTRY



PROJECT NAME

MOSUL HOUSING PROJECT– MOSUL - IRAQ



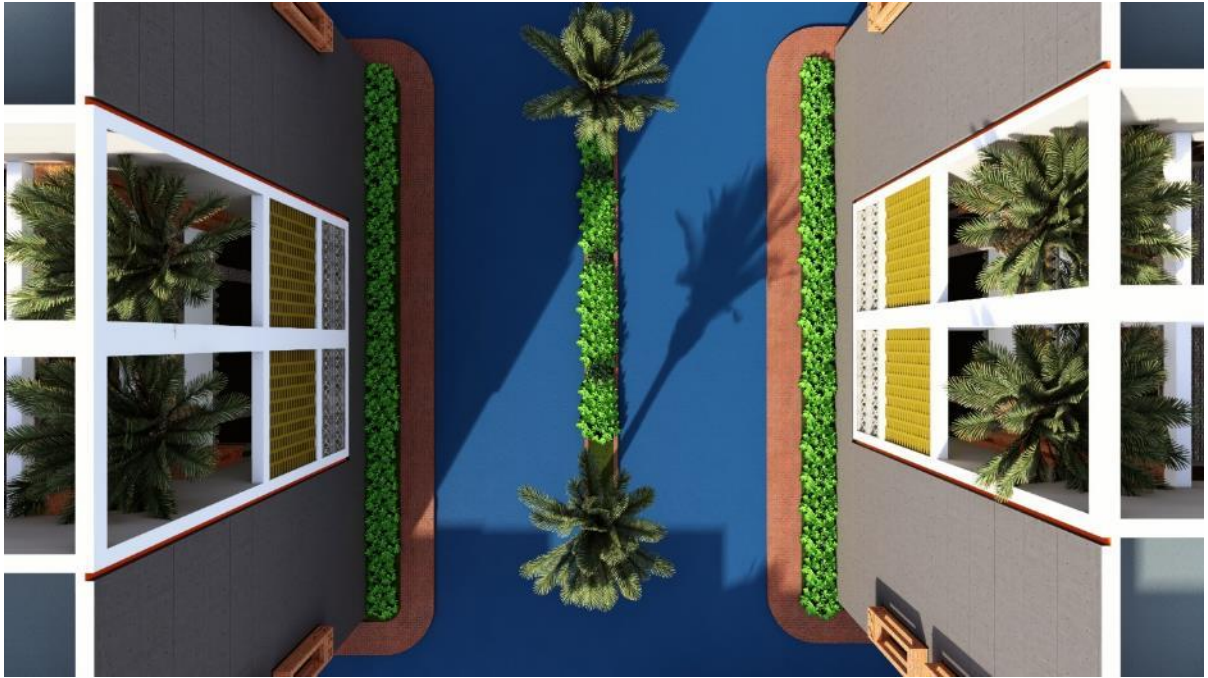
LOCATION: NEAR AL-KARAMA, MOSUL 36°20'19.38"N 43°12'48.56"E



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME

MOSUL HOUSING PROJECT– MOSUL - IRAQ



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME	ZOOLOGICAL PARK RENOVATION, ANSHAN – CHINA
CLIENT	MUNCIPAL GOVERNMENT
YEAR	2017
TYPE	MASTERPLANNING - URBAN – MASTER PLANNING
SIZE	197 ACRE
STATUS	APPROVAL STAGE

ZOOLOGIC PARK RENOVATION, ANSHAN, CHINA

动物园改造升级,
鞍山, 中国



ONGOING PROJECT (2016), MASTER PLAN AND BUILDING RESTORATION

Rebuilding Heritage. Renovating with History

As roots in the roads spread to the surroundings as a part of a global exhibition, a new way for the Zoo's history, driving visitors to the future. In this program, the spaces for children and the interaction with nature will be the final ingredients that will bring this park into life.

With the park and the brand new landscape elements, the renovation of the different buildings and the new market strategy will multiply the possibilities of uses. With the total renovation of the complex, a new wide range of activities will be held in the space: festivals, concerts, exhibition, local markets, camping and plenty of options with the natural environment as a witness.



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME

ZOOLOGICAL PARK RENOVATION, ANSHAN – CHINA



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME	SHRINE SAKHI DATAR – PEER PATHO SINDH
CLIENT	CARE TAKER SAKHI DATAR SHRINE
YEAR	2016
TYPE	RELIGIOUS – ARCHITECTURE – INTERIOR
SIZE	350,000 SQFT
STATUS	PARTIALLY CONSTRUCTED



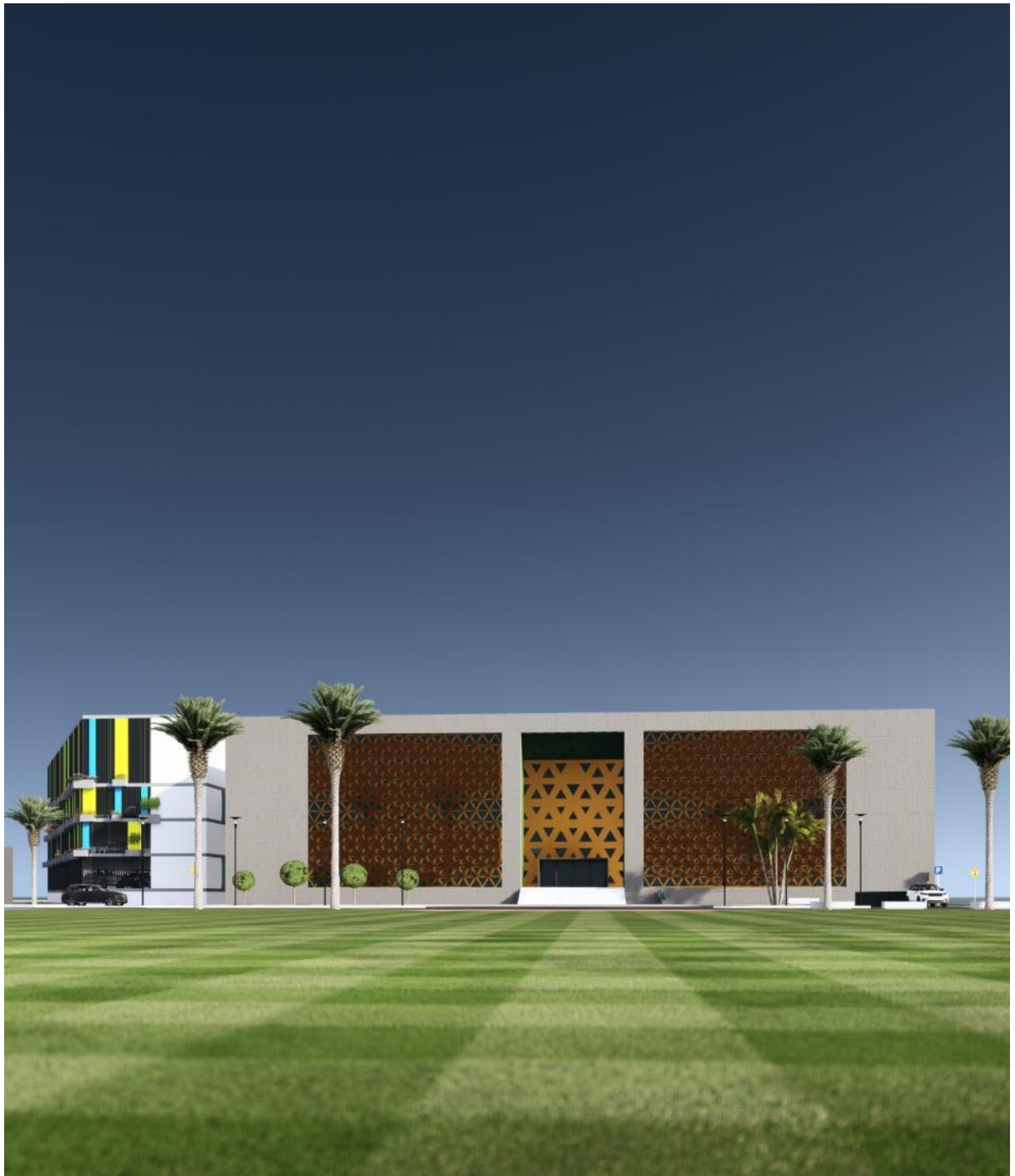
PROJECT NAME	PEMRA– OFFICE BUILDING
CLIENT	PEMRA FAISALABAD PAKISTAN
YEAR	2020
TYPE	ARCHITECTURE – INTERIOR – CORPORATE
SIZE	75,000 SQFT
STATUS	NATIONAL COMPETITION ENTRY



HOSPITALITY & AMENITY PROJECTS
COLLECTIVE & COLLABORATIVE



PROJECT NAME	DHA CREEK CLUB CONVENTION CENTRE – KARACHI
CLIENT	DEFENCE HOUSING AUTHORITY KARACHI
YEAR	2019
TYPE	HOSPITALITY – ARCHITECTURE – CIVIL – INTERIOR
SIZE	250,000 SQFT
STATUS	APPROVAL STAGE



PROJECT NAME

DHA CREEK CLUB CONVENTION CENTRE – KARACHI



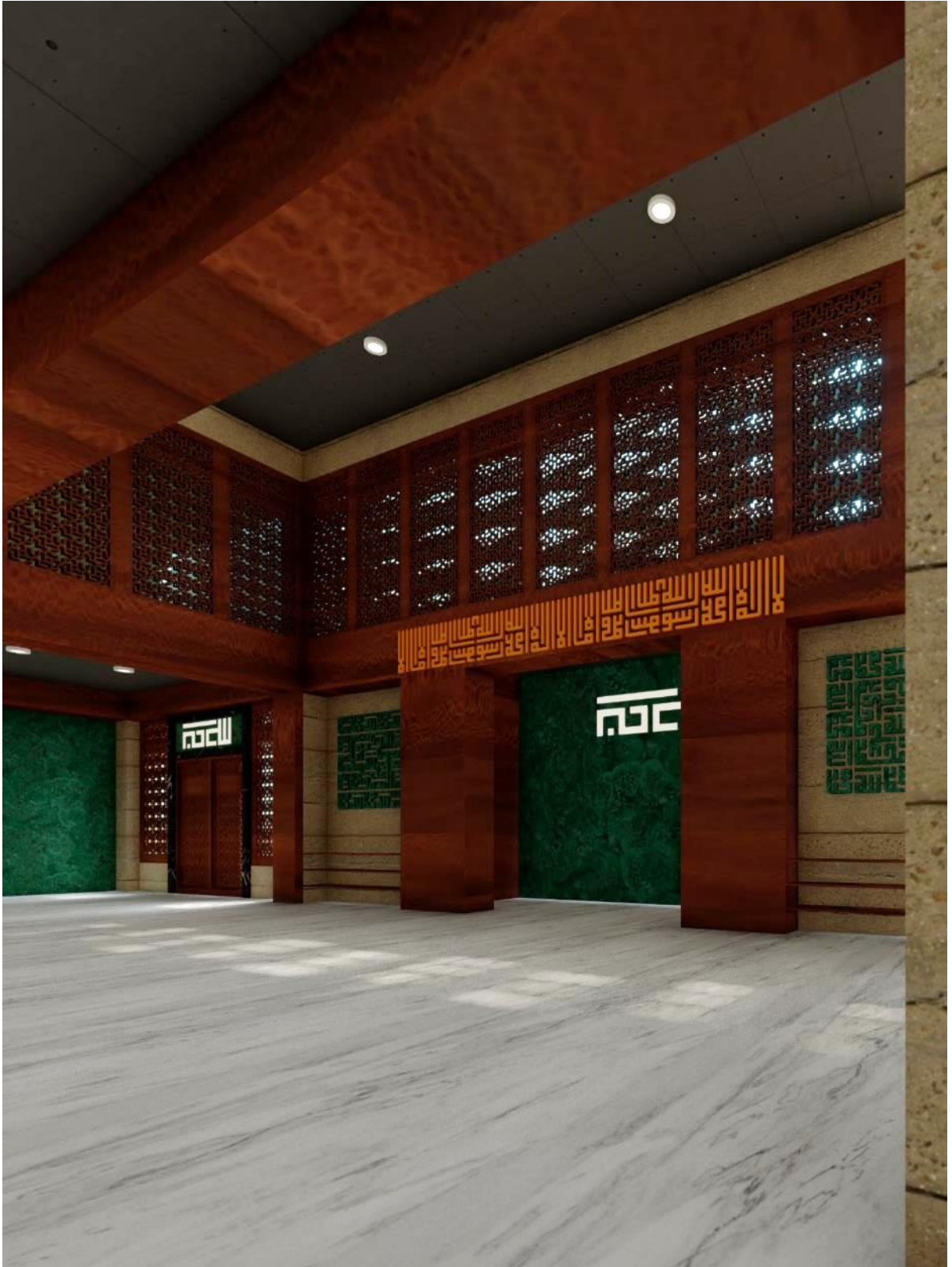
**MORPHEME STUDIOS
PRESENTATION**

PROJECT NAME	DARUL SEHAT HOSPITAL EXTENSION AND UPGRADATION– KARACHI
CLIENT	DARUL SEHAT HOSPITAL AND LIAQUAT MEDICAL COLLEGE
YEAR	2015
TYPE	HOSPITALITY – ARCHITECTURE – CIVIL – INTERIOR
SIZE	80,000 SQFT
STATUS	BUILT



PROJECT NAME	SBAWM– KARACHI
CLIENT	COUNCIL
YEAR	2021-22
TYPE	ARCHITECTURE – INTERIOR – RELIGIOUS
SIZE	65,000 SQFT
STATUS	BUILT





PROJECT NAME	MOIN KHAN ACADEMY GYM EXPANSION PROJECT – KARACHI
CLIENT	DEFENCE OFFICERS HOUSING AUTHORITY KARACHI
YEAR	2020-2021
TYPE	HOSPITALITY – ARCHITECTURE – CIVIL - INTERIOR
SIZE	15,000 SQFT
STATUS	BUILT



PROJECT NAME

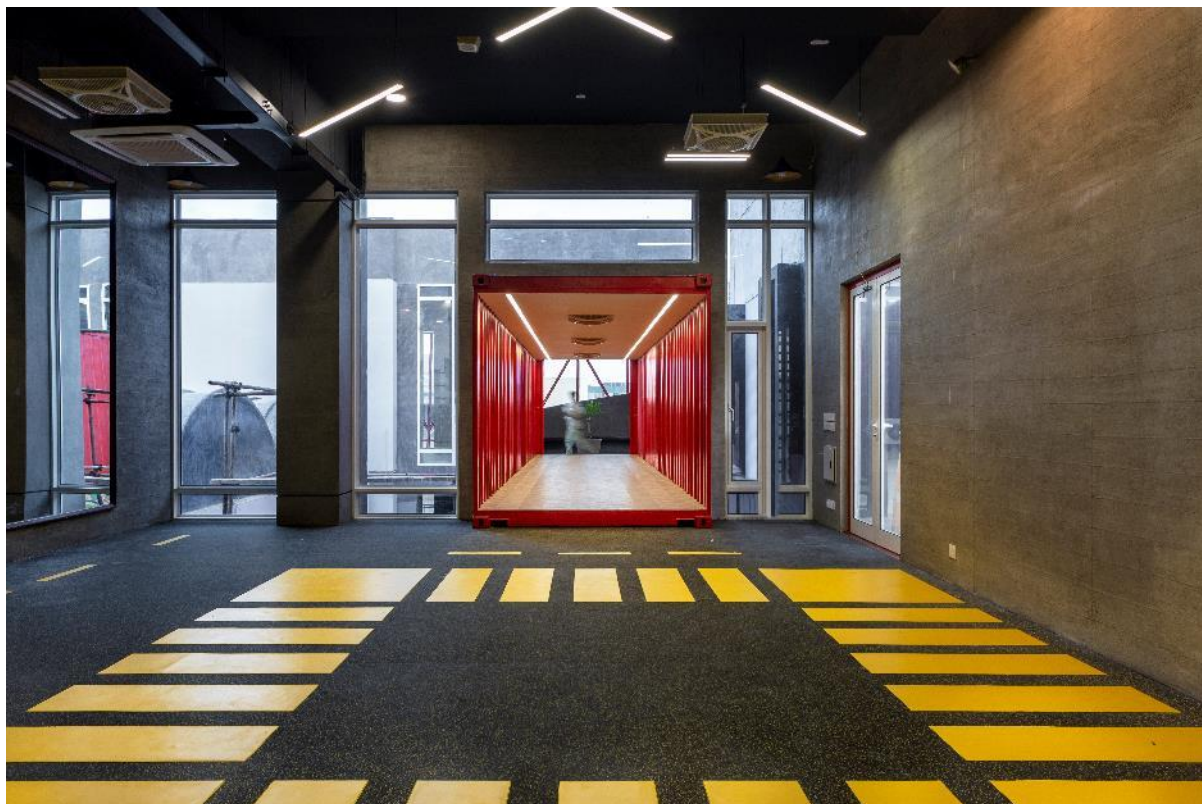
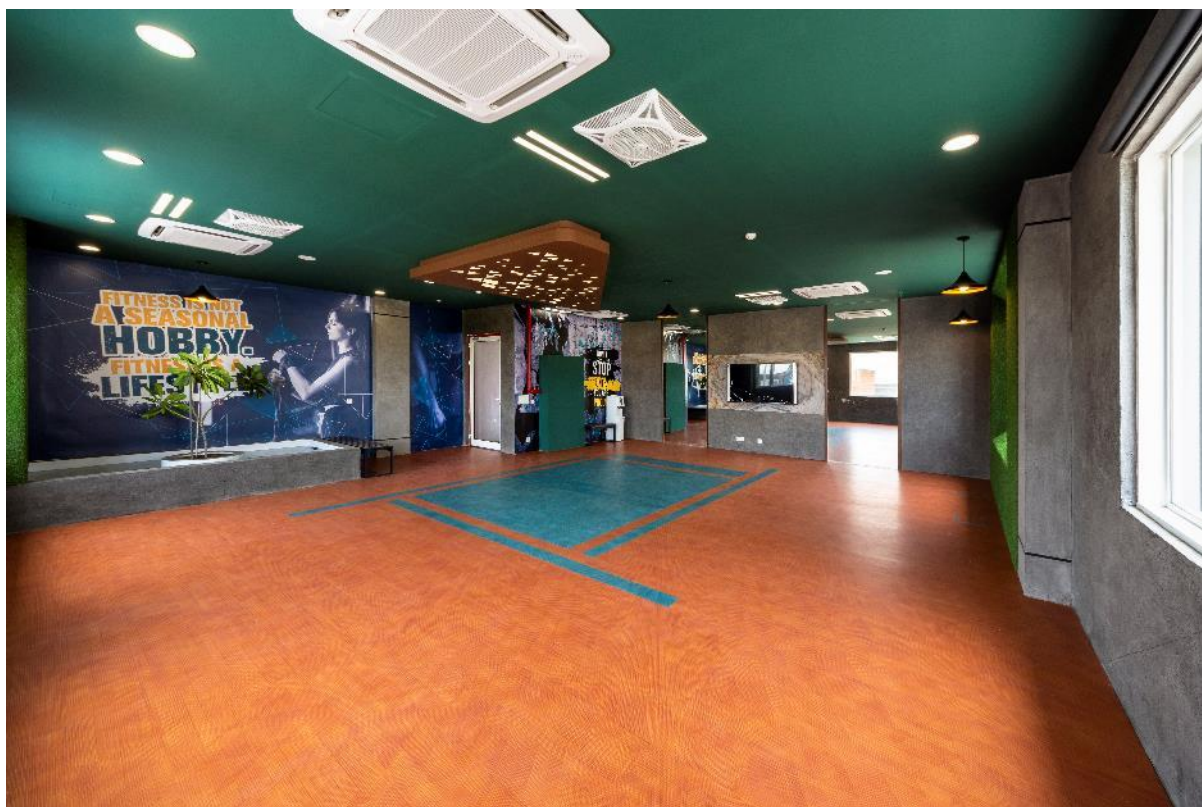
MOIN KHAN ACADEMY GYM EXPANSION PROJECT – KARACHI



MORPHEME STUDIOS
PRESENTATION

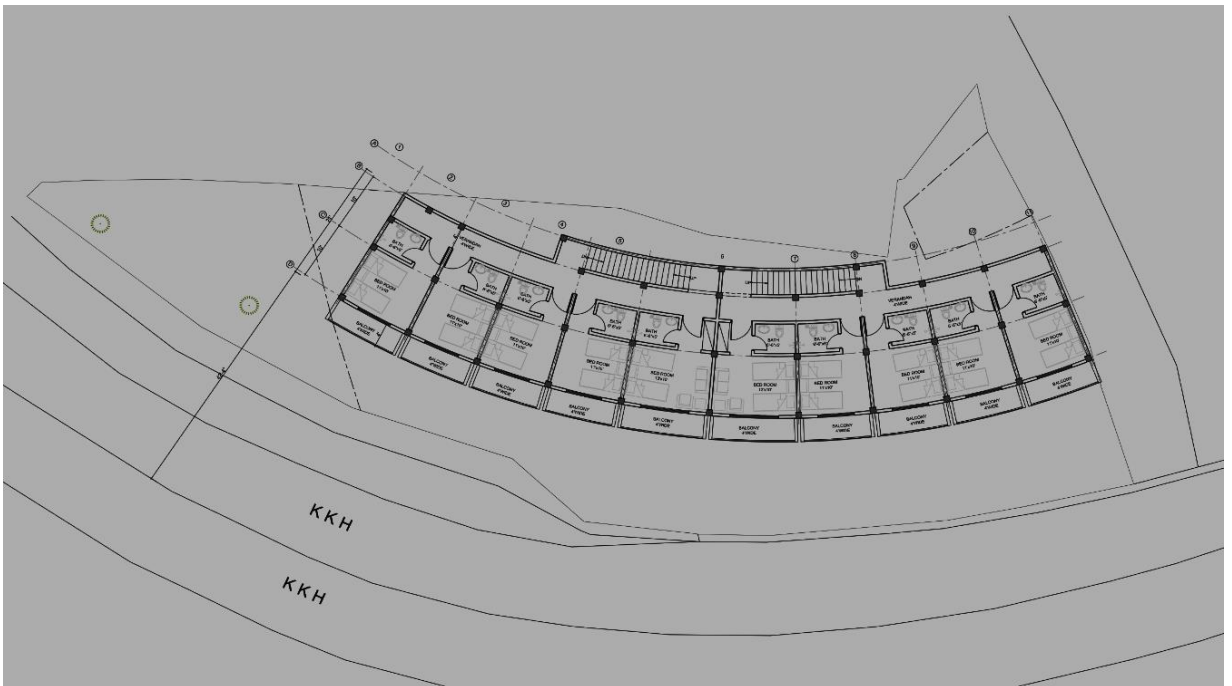
PROJECT NAME

MOIN KHAN ACADEMY GYM EXPANSION PROJECT – KARACHI



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME	RAHAT KARIM HOTEL – HUNZA
CLIENT	PRIVATE
YEAR	2019
TYPE	ARCHITECTURE – INTERIOR – HOSPITALITY
SIZE	25,000 SQFT
STATUS	UNDER CONSTRUCTION



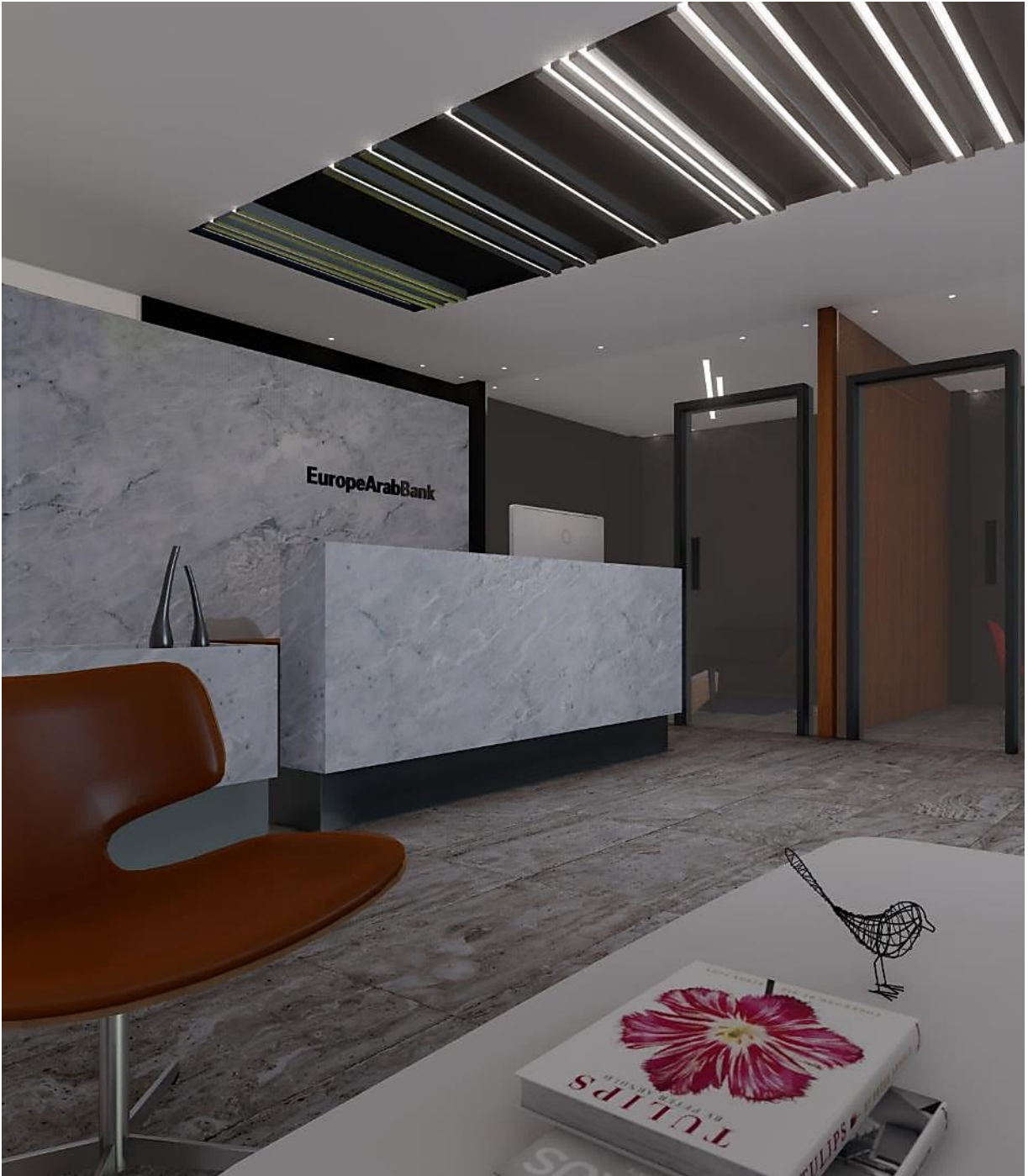
PROJECT NAME	CHINOT GENERAL EXTENSION AND UPGRADATION– KARACHI
CLIENT	CHINOT GENERAL HOSPITAL
YEAR	2019
TYPE	HOSPITALITY – ARCHITECTURE – CIVIL – INTERIOR
SIZE	90,000 SQFT
STATUS	BUILT



CORPORATE – ARCHITECTURE & INTERIOR PROJECTS
COLLECTIVE & COLLABORATIVE



PROJECT NAME	EAB BANKING HALL – LONDON
CLIENT	EUROPE ARAB BANK
YEAR	2022
TYPE	INTERIOR – CORPORATE
SIZE	2,000 SQFT
STATUS	SCHEMATIC



PROJECT NAME	MARS HEALTHCARE CENTRE – KARACHI
CLIENT	MHC
YEAR	2022
TYPE	INTERIOR – CORPORATE
SIZE	5,000 SQFT
STATUS	BUILT



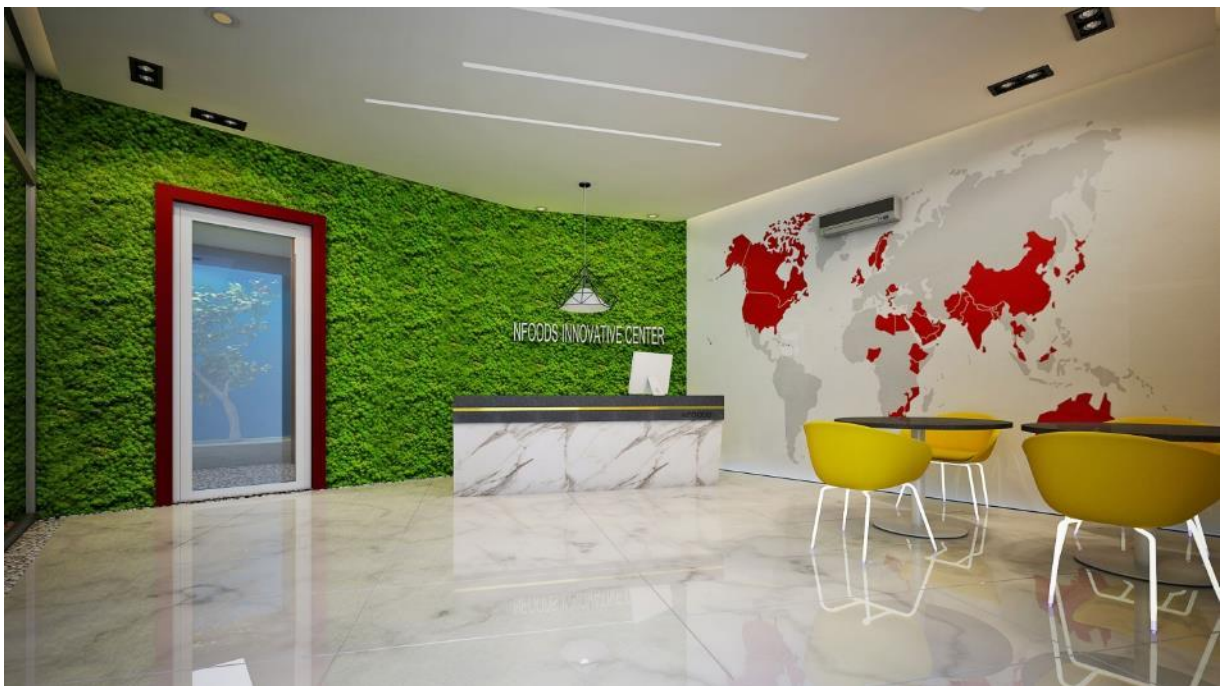
PROJECT NAME

MHC - KARACHI



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME	NATIONAL FOODS INNOVATION CENTRE - KARACHI
CLIENT	NATIONAL FOODS LTD.
YEAR	2019
TYPE	ARCHITECTURE – INTERIOR – CORPORATE
SIZE	10,000 SQFT
STATUS	BUILT



PROJECT NAME

NATIONAL FOODS INNOVATION CENTRE - KARACHI



**MORPHEME STUDIOS
PRESENTATION**

PROJECT NAME	HBT HEAD OFFICE – KARACHI
CLIENT	HYDERIA BENEVOLENT TRUST
YEAR	2018
TYPE	INTERIOR - CORPORATE
SIZE	8,000 SQFT
STATUS	BUILT



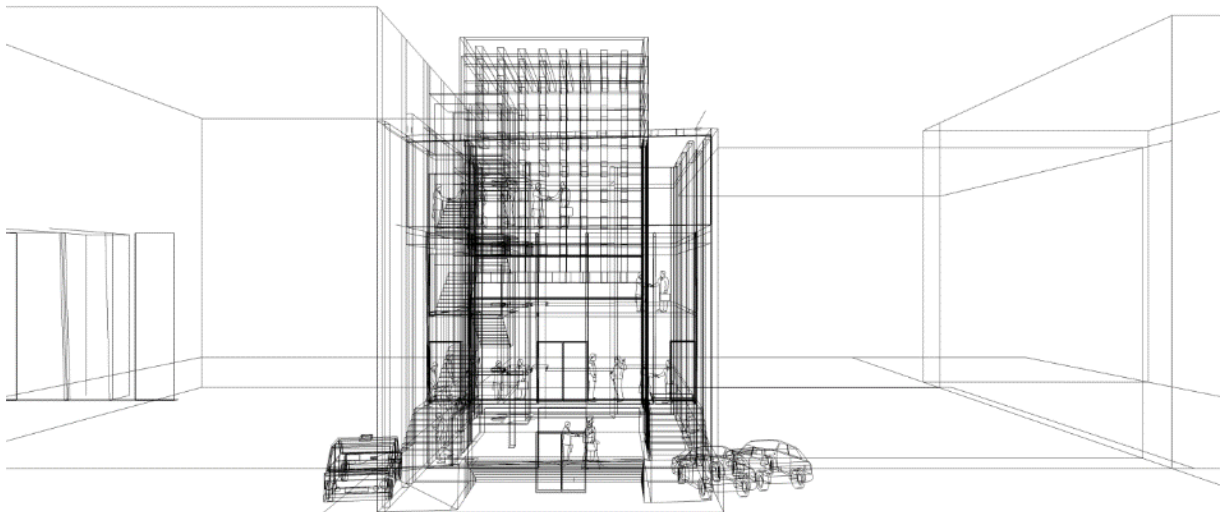
PROJECT NAME	BAFL JABEES HOTEL BRANCH – KARACHI
CLIENT	BANK ALFALAH LTD.
YEAR	2018
TYPE	INTERIOR – CORPORATE
SIZE	12,000 SQFT
STATUS	BUILT



PROJECT NAME	KAZIM TRUST HEAD OFFICE– KARACHI
CLIENT	KAZIM TRUST
YEAR	2016
TYPE	ARCHITECTURE – INTERIOR - CORPORATE
SIZE	4,500 SQFT
STATUS	BUILT



PROJECT NAME	20 D-1, UBL BUILDING– FAISALABAD
CLIENT	UNITED BANK LIMITED
YEAR	2014
TYPE	ARCHITECTURE – INTERIOR – CORPORATE
SIZE	18,000 SQFT
STATUS	APPROVAL STAGE



PROJECT NAME	CAA AIRPORT LOUNGE– KARACHI
CLIENT	CAA
YEAR	2014
TYPE	HOSPITALITY – INTERIOR
SIZE	1000 SQFT
STATUS	DESIGN STAGE



RESIDENTIAL – ARCHITECTURE & INTERIOR PROJECTS
COLLECTIVE & COLLABORATIVE



PROJECT NAME	223 A KENSINGTON HIGHSTREET – LONDON
CLIENT	PRIVATE
YEAR	2023
TYPE	ARCHITECTURE – INTERIOR - RESIDENTIAL
SIZE	3,000 SQFT
STATUS	BUILT



PROJECT NAME	HAVELI BASHIR – DADYAL – AZAD KASHMIR
CLIENT	PRIVATE
YEAR	2019
TYPE	ARCHITECTURE – INTERIOR - RESIDENTIAL
SIZE	20,000 SQFT
STATUS	UNDER CONSTRUCTION



PROJECT NAME	KHUSRO ANSARI RESIDENCE – KARACHI
CLIENT	PRIVATE
YEAR	2018
TYPE	ARCHITECTURE – INTERIOR - RESIDENTIAL
SIZE	12,000 SQFT
STATUS	BUILT



PROJECT NAME

KHUSRO ANSARI RESIDENCE – KARACHI



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME	BAIYUN VILLA – GUANGZHOU – CHINA
CLIENT	PRIVATE
YEAR	2016
TYPE	ARCHITECTURE – INTERIOR - RESIDENTIAL
SIZE	22,000 SQFT
STATUS	BUILT



**BAIYUN VILLA
GUANGZHOU,
CHINA**

白云别墅
广州，中国

FINISHED PROJECT (2016)
PERFORMED FOR TEAMZERO DESIGN & PLANNING CO. LTD.

Iconic Shaped House. Western style. Transparencies, Ventilation and Orientation.

Transparencies facing all directions combined with the stone privacy given by walls. Two Room wings and permeable spaces in between.



MORPHEME STUDIOS
PRESENTATION

PROJECT NAME	GOHAR COMFORTS RECEPTION LOBBY – KARACHI
CLIENT	GOHAR GROUP OF COMPANIES
YEAR	2015
TYPE	INTERIOR - RESIDENTIAL
STATUS	BUILT



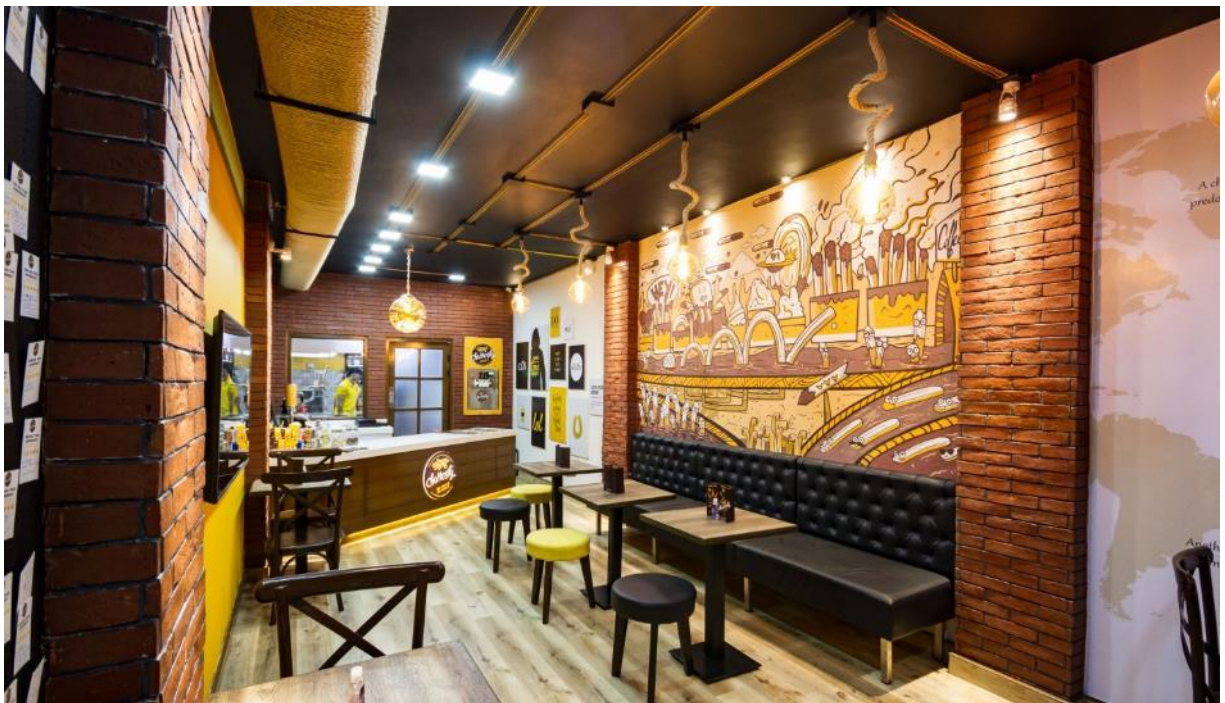
SMALL SCALE – ARCHITECTURE & INTERIOR PROJECTS
COLLECTIVE & COLLABORATIVE



PROJECT NAME	YELO ICE CREAM KIOSKS
CLIENT	TAJ CORPORATION
YEAR	2022
TYPE	INTERIOR – RETAIL
STATUS	FABRICATION



PROJECT NAME	CHUROSITY OUTLET – KARACHI
CLIENT	PRIVATE
YEAR	2019
TYPE	INTERIOR - RETAIL
STATUS	BUILT



PROJECT NAME	CITY BY THE SEA – KARACHI
CLIENT	ARIF HABIB GROUP
YEAR	2018
TYPE	URBAN INTERVENTION
STATUS	DESIGN



PROJECT NAME	SUPER BENCH– KARACHI
CLIENT	PRIVATE
YEAR	2016
TYPE	URBAN INTERVENTION
STATUS	CONCEPTUAL



PROJECT NAME	JUST BAKED OUTLET– KARACHI
CLIENT	PRIVATE
YEAR	2015
TYPE	INTERIOR - RETAIL
STATUS	BUILT



PROJECT NAME	DIP SHOP OUTLETS – KARACHI
CLIENT	PAK DAIRY PVT. LTD
YEAR	2014
TYPE	INTERIOR - RETAIL
STATUS	BUILT



M/S MORPHEME STUDIOS
ARCHITECTURE – ENGINEERING - INTERIOR

WWW.MORPHEMESTUDIOS.COM
CONNECT@MORPHEMESTUDIOS.COM

[LONDON 128 CITY ROAD – EC1V 2NX]

[RAK SMBA0168 CAMPASS BUILDING AL HAMRA ZONE FZ]

[KARACHI 2-25/4 SECOND FLOOR, ZAMZAMA PHASE V]

