HAYT

PROFILE 2026

WHERE STRUCTURE MEETS SOUL.

EVERY WALL IS AN INVITATION.

A WALL IS WHERE SPACE BEGINS.

WITHIN IT,
STORIES TAKE FORM.

We design what lives inside: textures, identities, experiences.
The expression changes from one project to the next.
The spirit stays bold, unyielding, alive.
Design, for us, is not decoration. It shapes how a space feels, and how an identity endures.

Walls don't define us. They inspire us.

01

THE STUDIO

Est. 2025

Abu Dhabi.

STRUCTURE, WITH SOUL.

HAYT takes its name from the Arabic word for wall. We start with the wall, the rawest element of any space, and treat it as a beginning rather than a boundary.

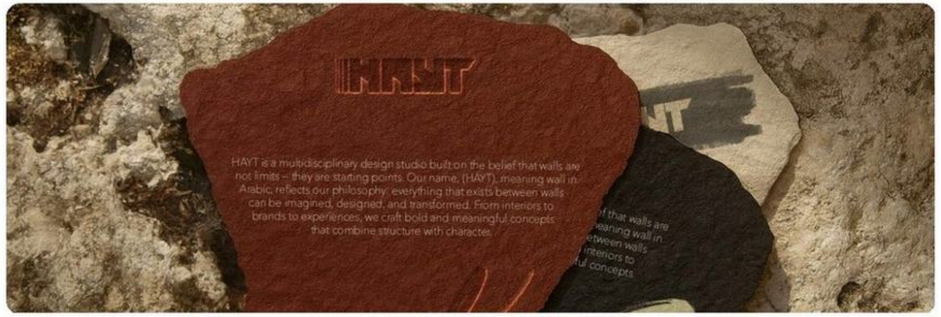
Founded in Abu Dhabi in 2025, the studio works across hospitality, retail and residential interiors, stage sets, murals and immersive brand spaces.

Every project carries identity in its textures, shapes and shadows.

Today that reach runs further than the room. We name brands, build their identity systems, design what they package and sell, and then run the channels those brands speak through, so the space and the story stay one argument.







A YOUNG STUDIO WITH A BUILT PORTFOLIO.



2025
Founded,
Abu Dhabi

12
Services across
three territories

21
Projects in
this profile

30+
Brands
& partners

3
Markets: UAE, KSA,
wider Gulf

TO TURN RAW SPACE INTO A LIVING STORY.

We design interiors, objects and experiences where structure meets soul, and where every material choice serves an identity.

TO BE THE REGION'S REFERENCE FOR NARRATIVE DRIVEN DESIGN.

The studio the UAE's boldest brands trust to turn walls into worlds, and to keep those worlds speaking long after opening day.



02

HOW WE WORK

From Wall To World

FROM WALL TO WORLD

The Process

For brand and channel work the same five steps hold: the site becomes the market, and the reveal becomes the launch.

(01)

LISTEN

Brief, site and brand immersion. Workshops that surface the real story.

(02)

CONCEPT

Narrative, moodboards and spatial direction. The soul takes shape.

(03)

DESIGN

Full development: 3D visuals, materials, technical drawings.

(04)

BUILD

Sourcing, prototyping, fabrication coordination and site supervision.

(05)

REVEAL

Styling, art placement and handover. A space ready to tell its story.



Engagement

THREE WAYS TO WORK WITH US.

(01)

PROJECT

A defined scope with milestones: an interior from concept to handover, a naming and identity build, a set or installation. Phased fees, agreed revision rounds, full handover of files.

(02)

RETAINER

Month-to-month ownership of everything a brand publishes and everything it answers: content, community, paid media, design support and reporting. Invoiced monthly in advance, thirty days' notice either way.

(03)

CONSULTANCY

Judgement without the full build. Design strategy, material sourcing, fabrication oversight, creative direction on someone else's team, sold by the day or the phase.

03

WHAT WE DO

Three Territories, Twelve Ways In

Services Index

THREE TERRITORIES. TWELVE WAYS IN.

Most engagements draw from more than one territory. WACUP, Hadd and Third State drew from all three: the room, the identity and the feed that opened them.

(A)
SPACE

01 Interior Design & Spatial Experiences
02 Set Design & Art Installations
03 Event & Experience Design
04 Design Solutions & Consultancy

(B)
BRAND

05 Brand Strategy & Naming
06 Brand Identity & Guidelines
07 Creative Direction & Visual Identity for Space
08 Artistic, Packaging & Merchandising

(C)
VOICE

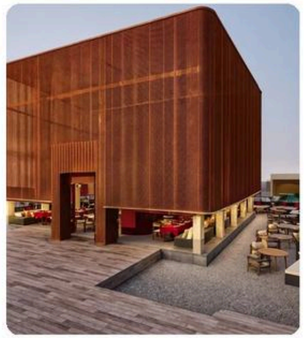
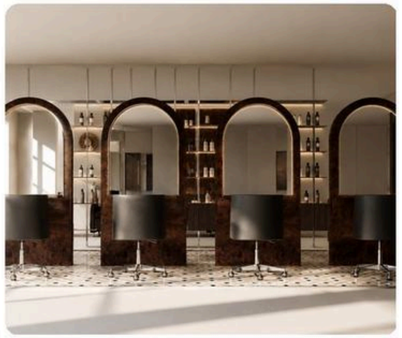
09 Social Media Management
10 Content & Media Production
11 Media Buying & Performance
12 AI Automation & Always-On Response

04

SELECTED WORK

2025 - 2026

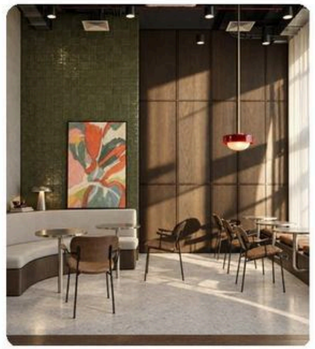
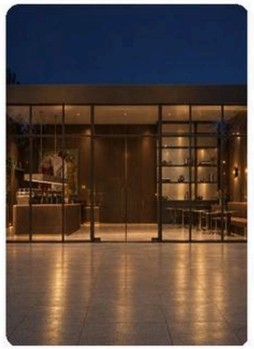
Twenty-One Projects, Three Territories

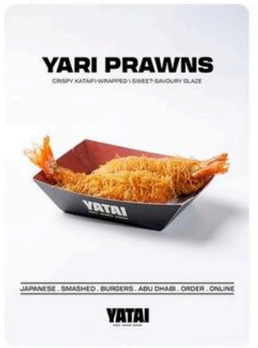


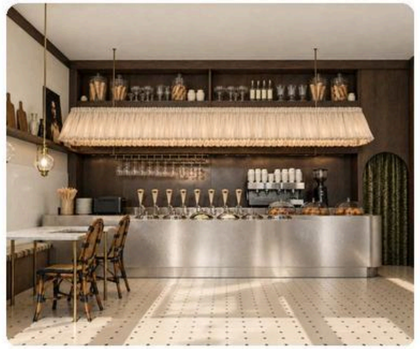
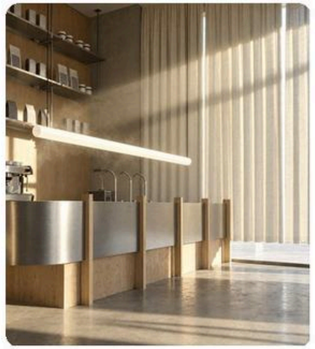
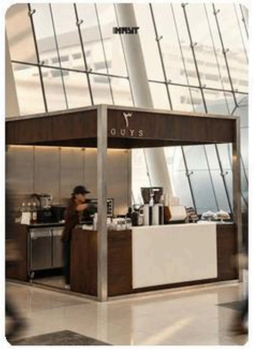
WACUP
coffee hub

Wake up &
have a cup.
WACUP · COFFEE HUB

Savoury


third
state
CAFE

YARI PRAWNS
CRISPY KATAIFI-WRAPPED | SWEET-SAVOURY GLAZE
YATAI
JAPANESE . SMASHED . BURGERS . ABU DHABI . ORDER . ONLINE
YATAI

third
state




عبيد الدجاج

MEATHOLIC

neto

hadd

INTERIORS & SPACES

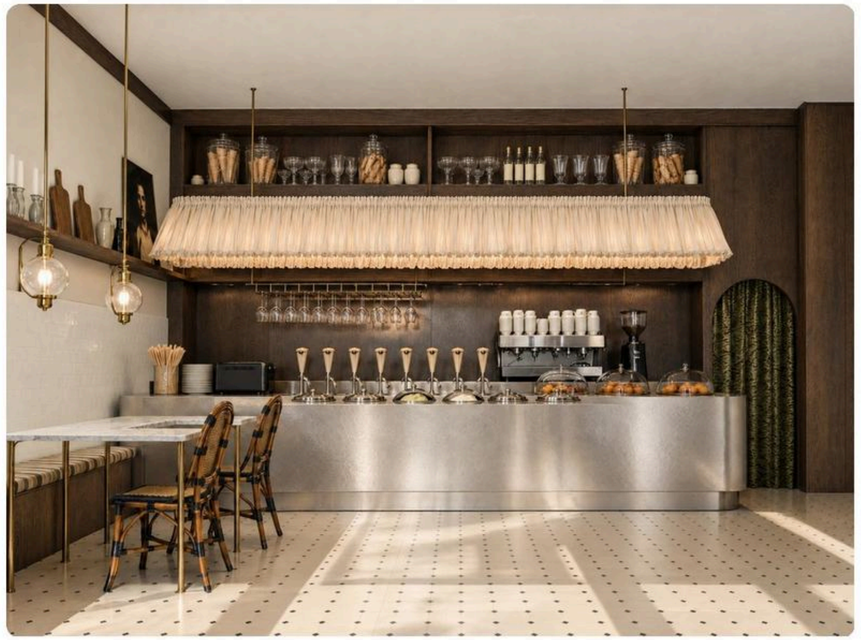
Eleven Rooms, One Thread

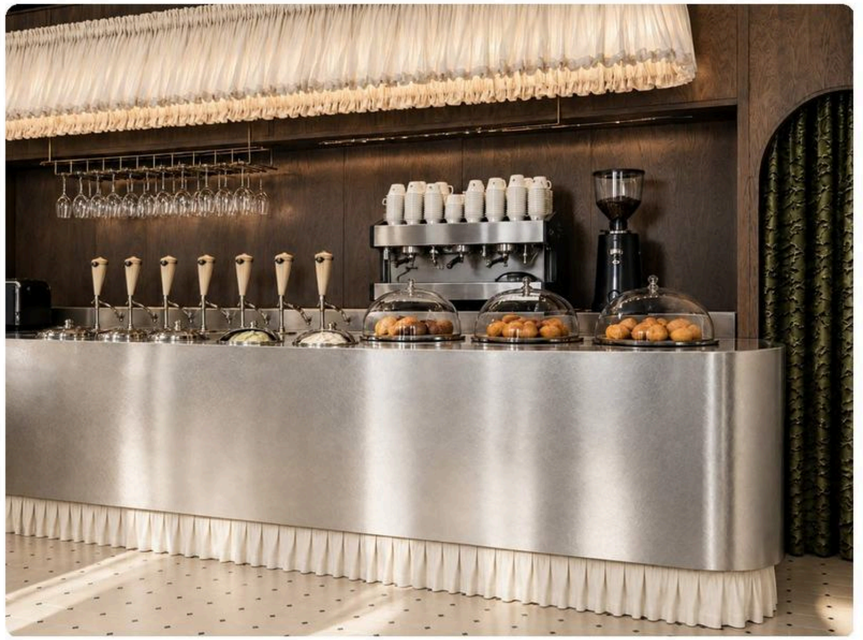
FENDAL

INTERIOR CONCEPT | FURNITURE & LIGHTING | ART DIRECTION

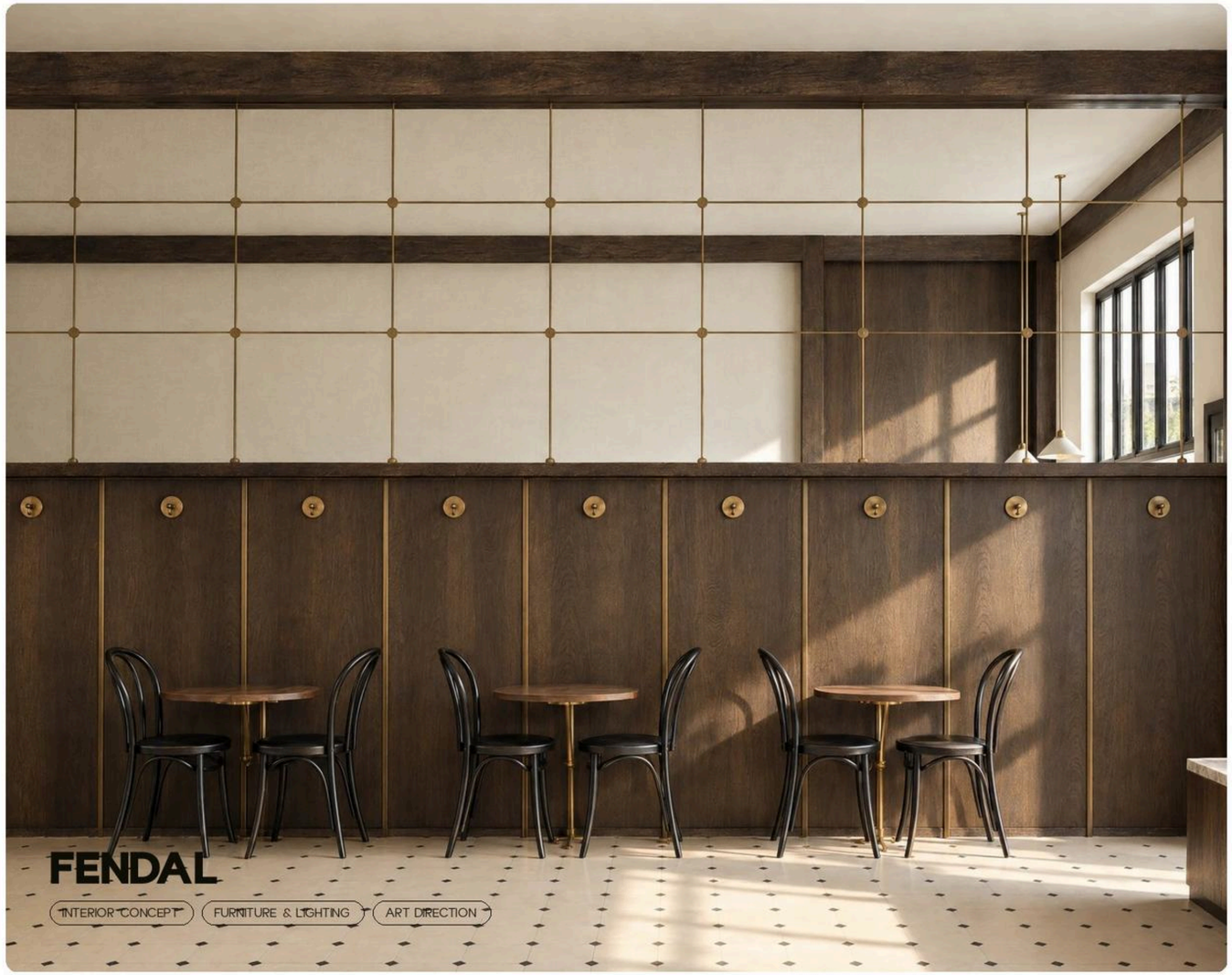
INDUSTRY	YEAR	LOCATION
Creamery & Gelato Boutique	2026	Abu Dhabi, UAE

Fendal is an artisanal creamery and gelato boutique, designed as a modern homage to the historic gelaterias of Milan. Those rooms were places of quiet ritual: dark wood, glowing light, brushed steel and floors worn smooth by decades of service. We kept the feeling and let the costume go.

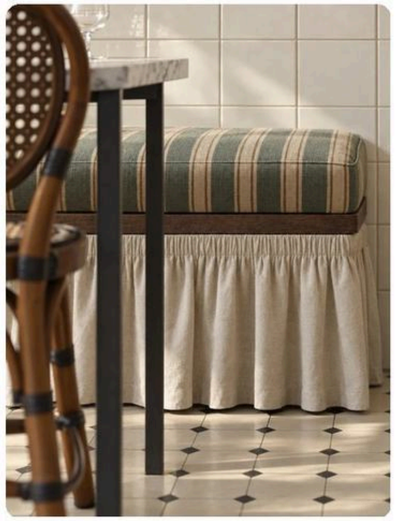







FENDAL
INTERIOR CONCEPT
FURNITURE & LIGHTING
ART DIRECTION









FENDAL

FURNITURE & LIGHT

Every piece chosen for the room it lives in: bistro chairs, a skirted banquette, tables, pendants and the objects that turn the counter into a ritual.



Rattan bistro chair



Cane round-back chair



Skirted banquette



Marble and brass table



Pleated fabric light



Onion glass pendant



Etched glass globe

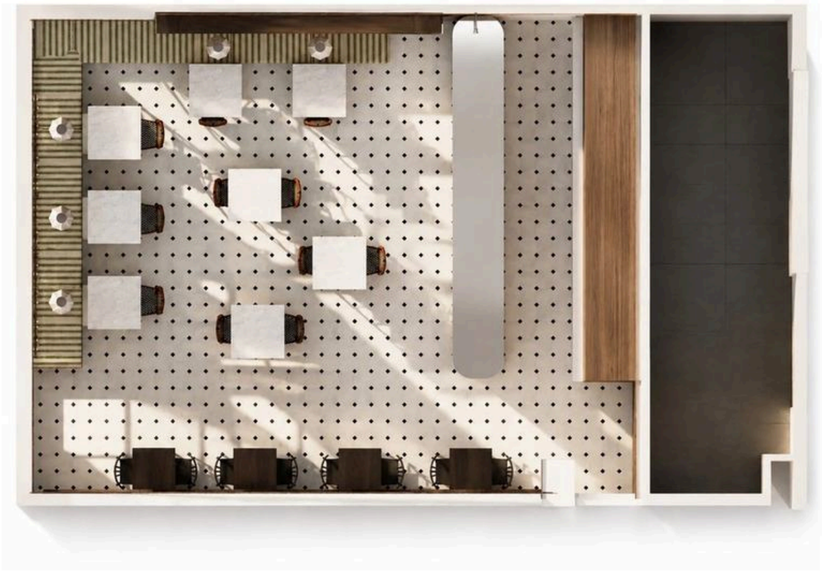


Brass candelabra

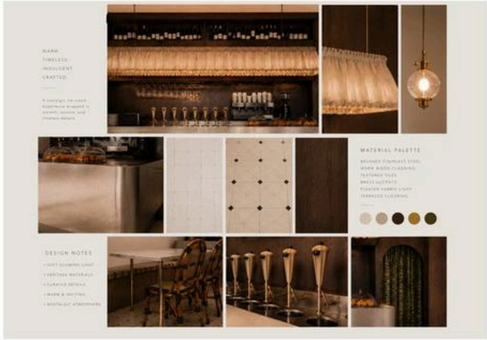
FENDAL

THE PLAN

One continuous room. The counter anchors the long wall, banquettes follow the windows, the panelled hall sits quietly to one side. One art direction board set the mood before a single line was drawn.







01 The plan, from above
02 The space in full
03 The art direction board

HADD

INTERIOR DESIGN | FURNITURE & LIGHTING | MATERIALS

INDUSTRY
Specialty Coffee

YEAR
2026

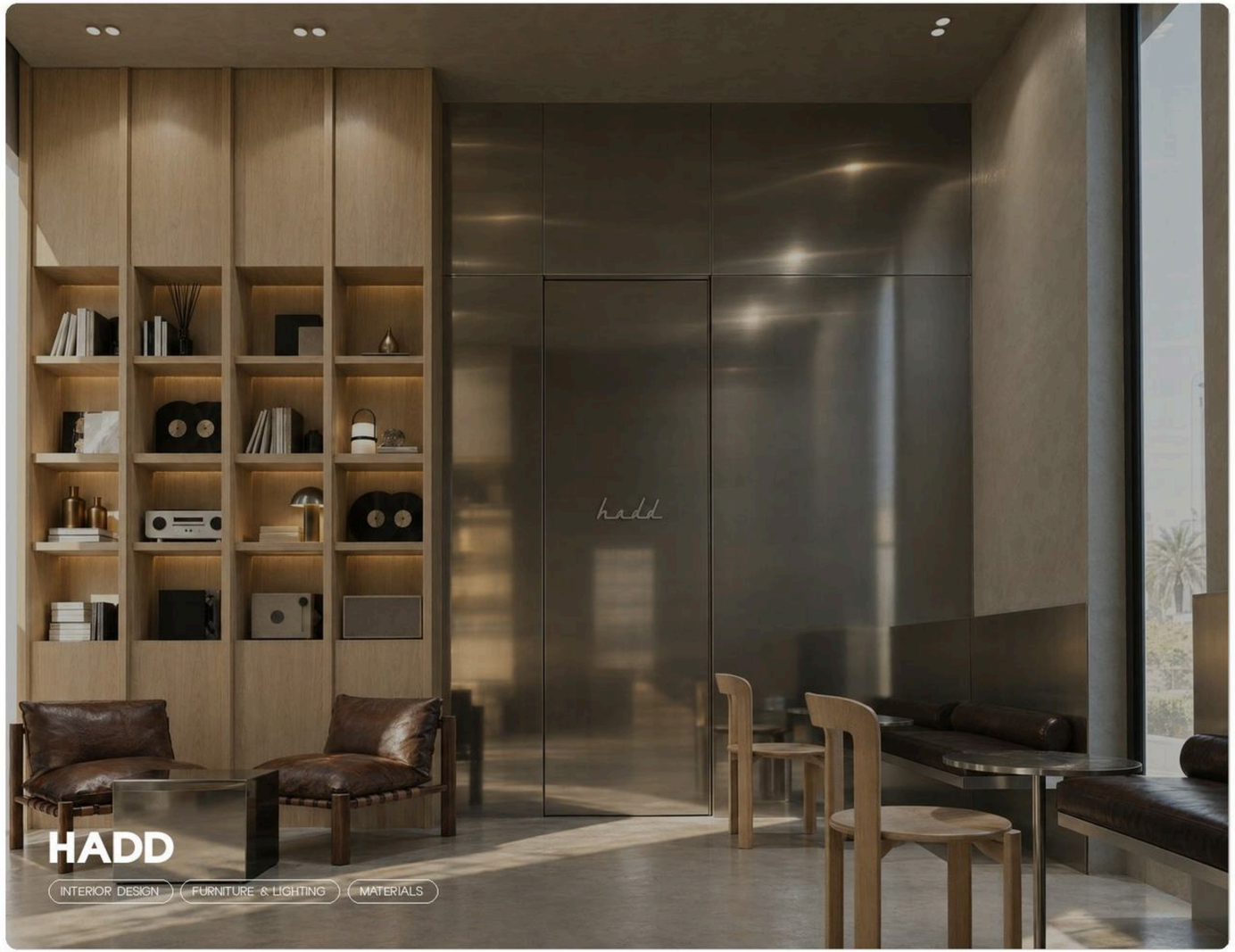
LOCATION
Abu Dhabi, UAE

Inside Hadd: warm oak shelving, brushed steel that folds into tables and doors, raw concrete and sheer curtains that soften the afternoon light. The palette stays quiet so the coffee can speak, and the golden hour does the rest.









HADD

INTERIOR DESIGN FURNITURE & LIGHTING MATERIALS





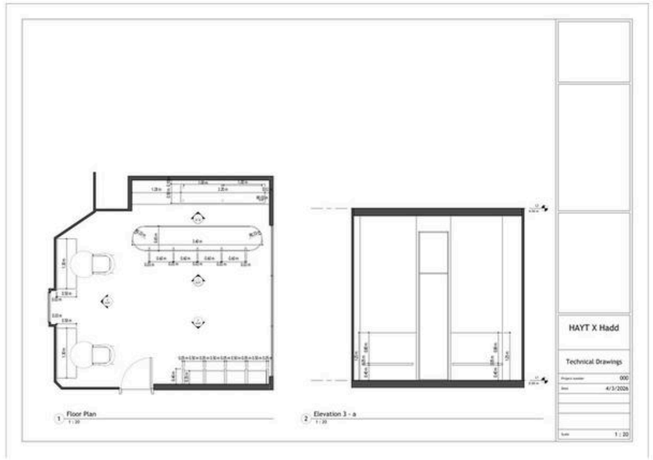


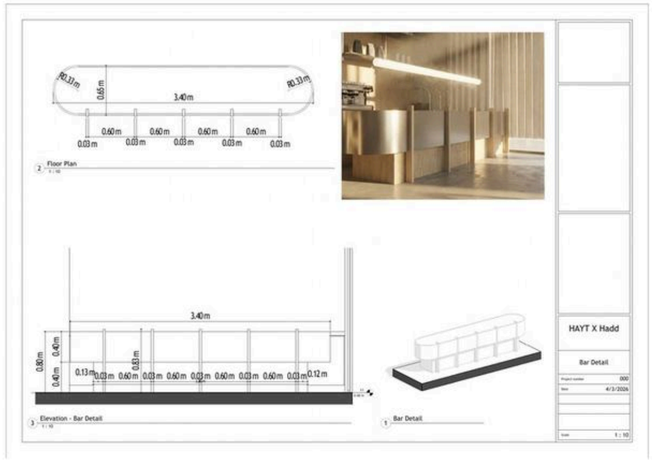


HADD

DRAWN TO BUILD

The plan and elevations of the coffee shop, with the counter detailed down to its steel and oak. Each zone has one job: the bar faces the door, the curtained lounge slows the room down, the window seats look out over the city.





01 Plan and elevation
02 Counter details

WACUP

INTERIOR DESIGN | FURNITURE & LIGHTING | MATERIALS

INDUSTRY	YEAR	LOCATION
Coffee Hub	2026	UAE

A new room for WACUP Coffee Hub: walnut panelling, green glazed tile, chrome and tan leather, and a red glass pendant that sets the mood from the window seat to the long table. The light stays warm and low, made for the daily pause.

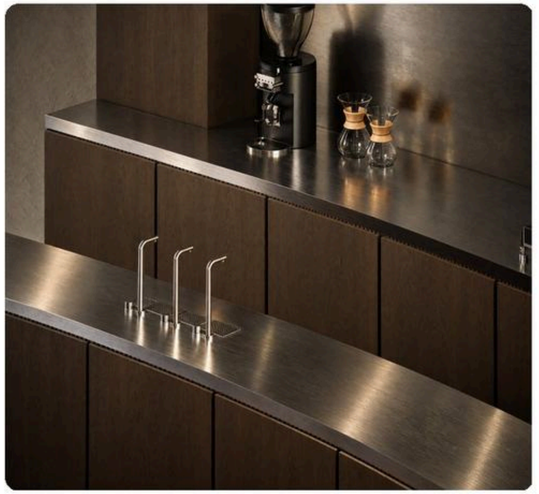


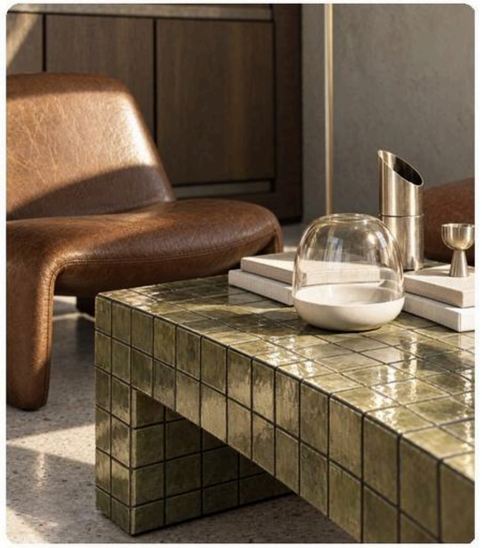





WACUP
INTERIOR DESIGN
FURNITURE & LIGHTING
MATERIALS









WACUP

THE ROOM FROM ABOVE

The long table along the shelf wall, the walnut bar at the back, banquettes and window seats along the glass: three gestures that turn every corner of the room into a place to stay.





01 The room from above

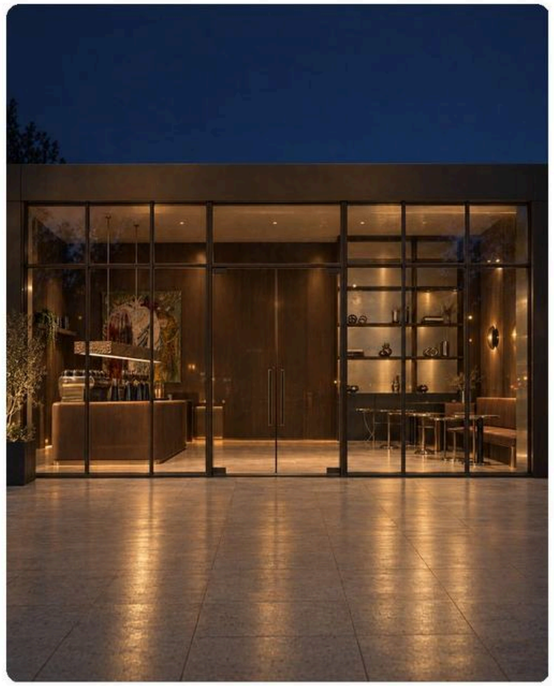
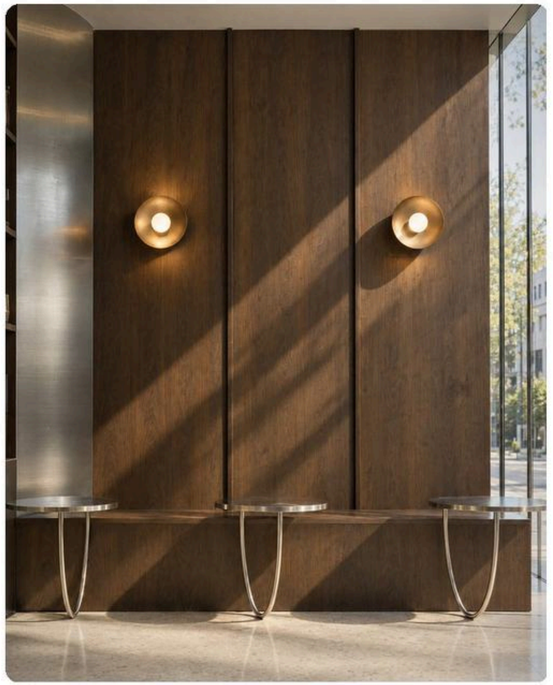
02 The bar side from above

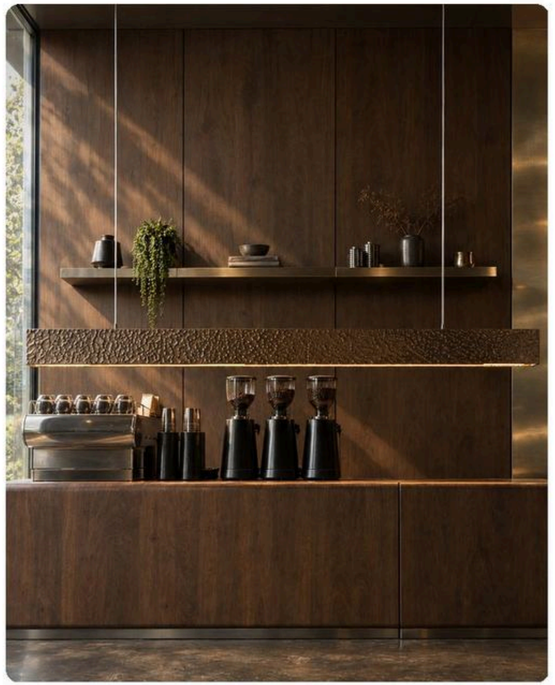
THIRD STATE

INTERIOR DESIGN TECHNICAL DRAWINGS BRAND

INDUSTRY	YEAR	LOCATION
Tea Cafe	2026	KSA

Third State Cafe is a tea cafe for the pause in the day: not the rush of coffee, not the stillness of rest. The room is walnut, bronze and low light, built to hold that moment.






third state
CAFE

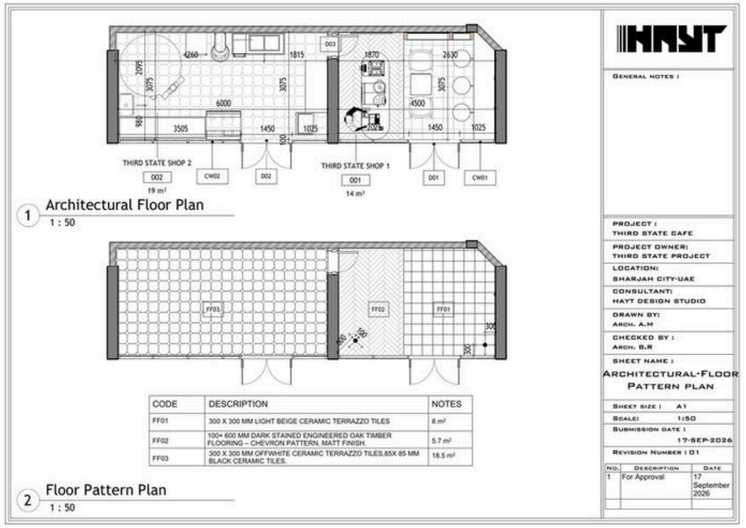

third state
CAFE
THIRD STATE
INTERIOR DESIGN
TECHNICAL DRAWINGS
BRAND


third state
CAFE
Internal Elevation 03
Internal Elevation 04
Internal Elevation 05
Internal Elevation 06

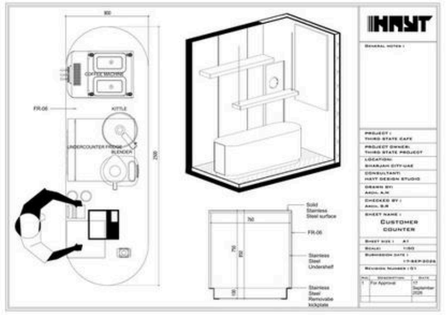
THIRD STATE

PLAN AND DRAWINGS

Two units, one rhythm: a kitchen and prep at work on one side, a tea bar and a quiet bench on the other. From concept to construction set, every elevation and detail was drawn to build.







01 Floor plan and floor pattern

02 Internal elevation 01

03 Counter detail

APRÈS / MATERA

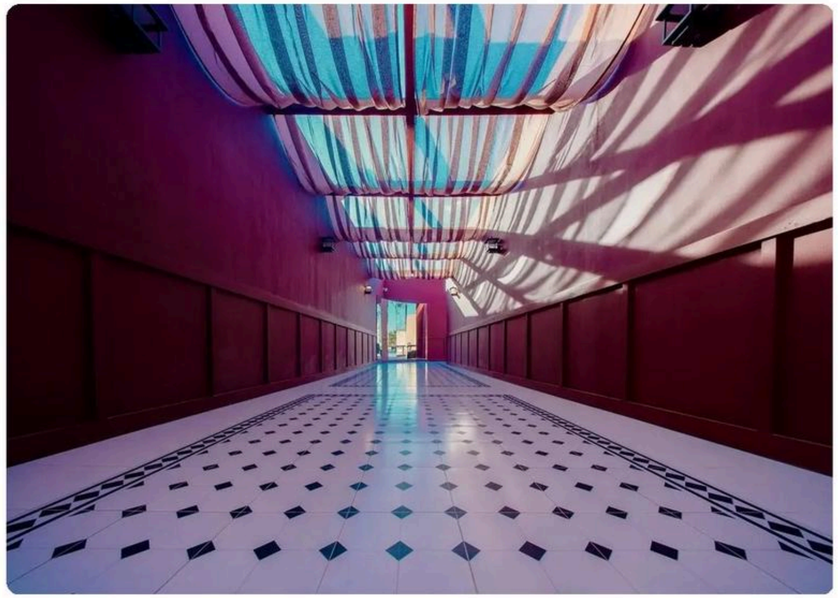
MASTERPLAN INTERIOR DESIGN CREATIVE DIRECTION

INDUSTRY	YEAR	LOCATION
Destination F&B	2026	Al Ain, UAE

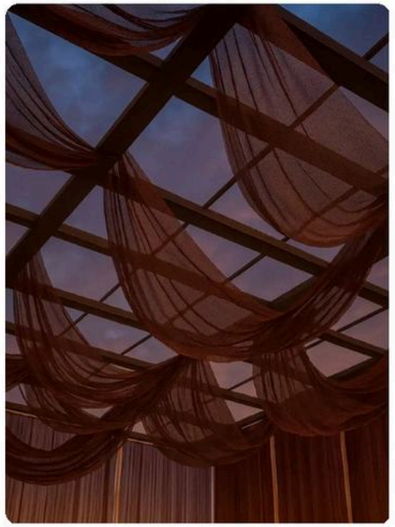
Matera, Le Pré, Eight and Cocoa Lab: four concepts planned as one choreography of arrival, appetite and afterglow. At the centre sits a cor-ten clad dining monolith that reads from across the site like a single piece of land art.





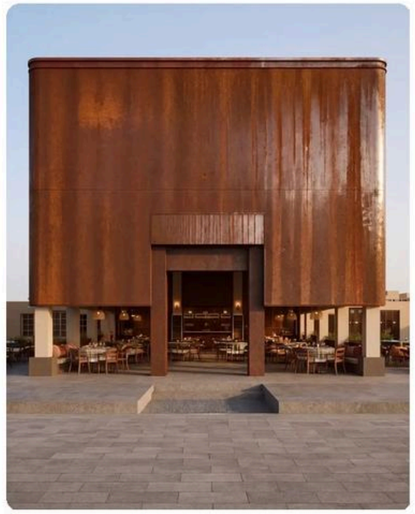


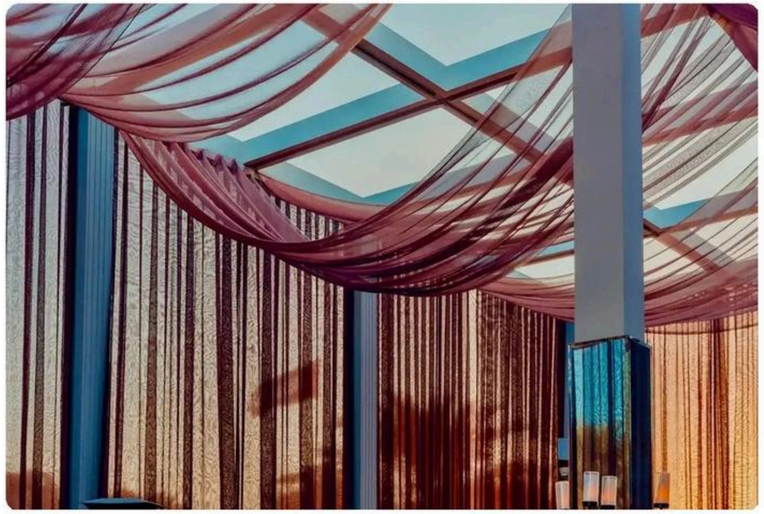






APRÈS / MATERA
MASTERPLAN
INTERIOR DESIGN
CREATIVE DIRECTION



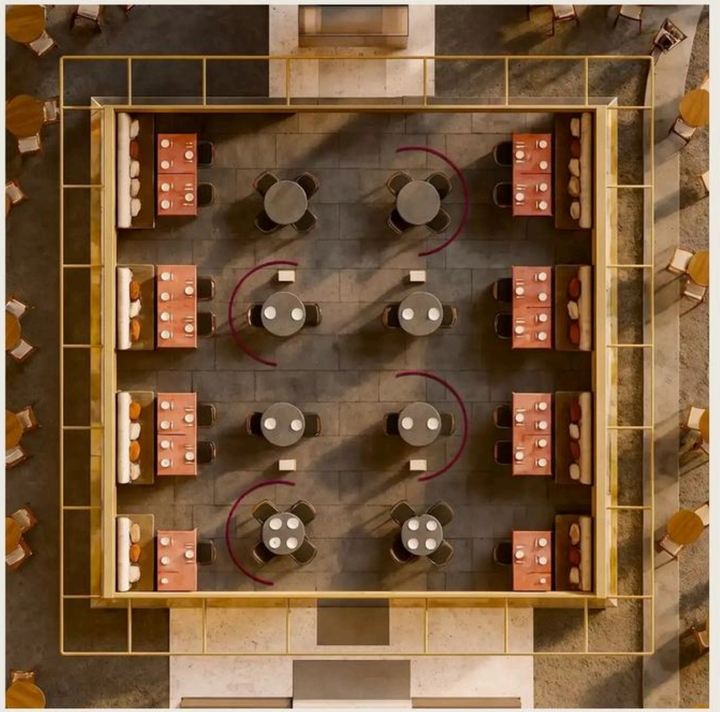


APRÈS / MATERA

THE MASTERPLAN

Matera, Le Pre, Eight and Cocoa Lab: four concepts planned as one choreography of arrival, appetite and afterglow, around a cor-ten dining monolith.





01 The courtyard from above

02 The dining room from above

JEDDAH SPA

INTERIOR DESIGN | SPACE PLANNING | MATERIALS

INDUSTRY
Spa & Salon

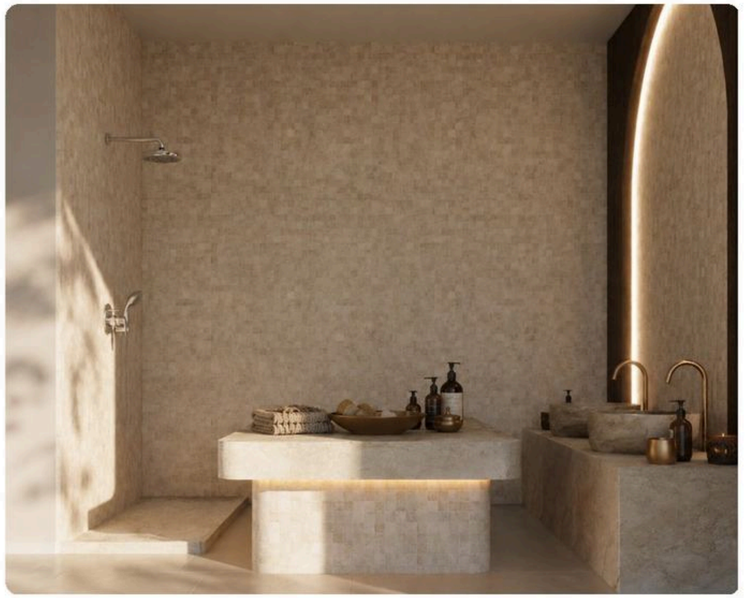
YEAR
2026

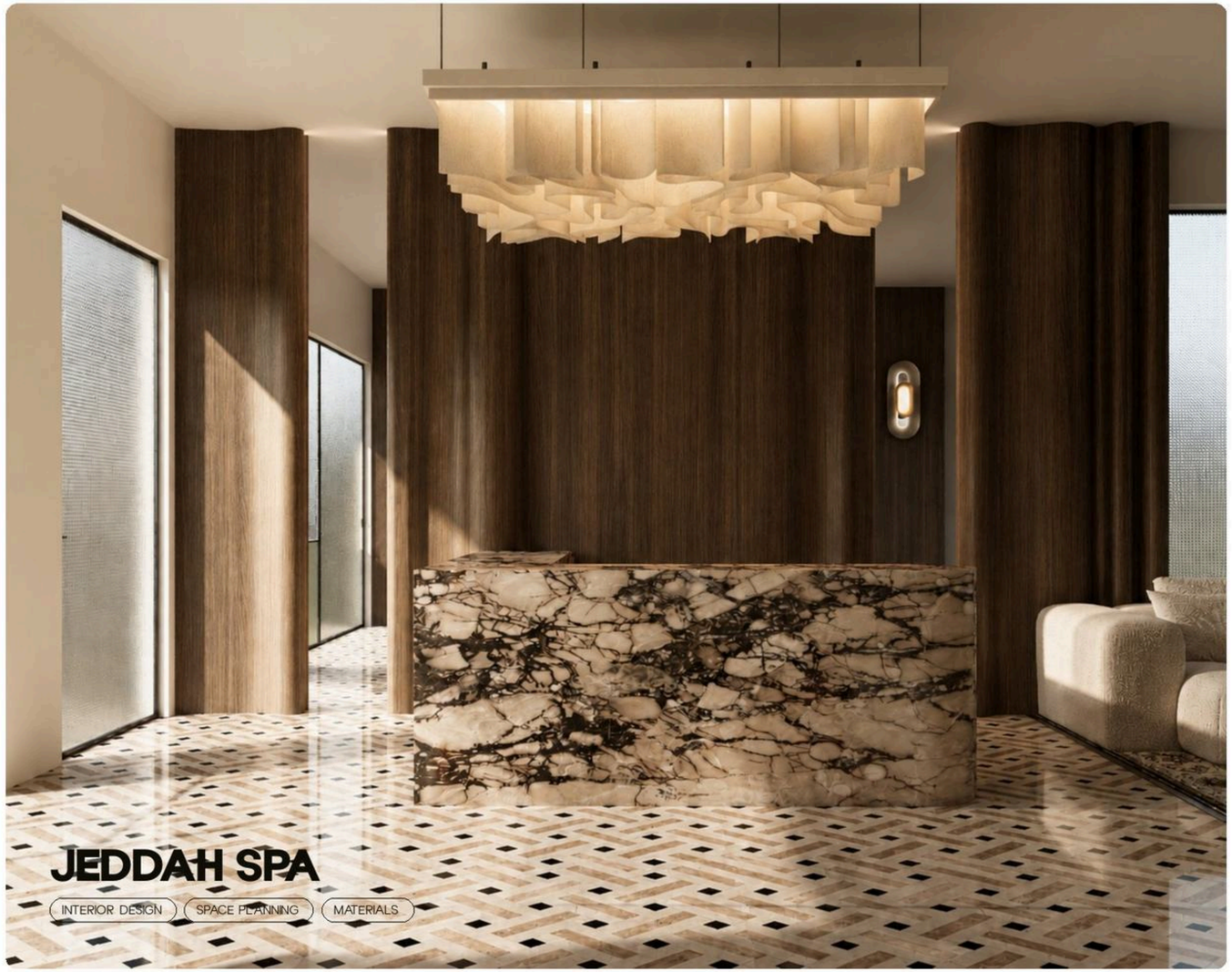
LOCATION
Jeddah, KSA

A spa and salon planned around a quiet choreography: reception and waiting, nails, hair styling and dyeing, makeup and lashes, then massage and the Moroccan bath. Each zone has its own plan, its own light and its own pace.

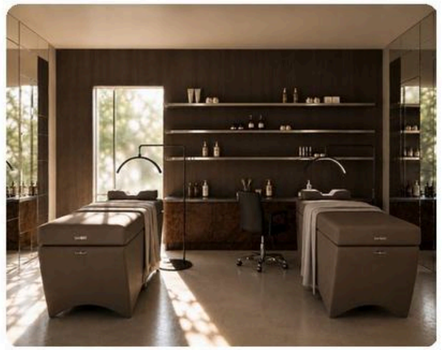







JEDDAH SPA
INTERIOR DESIGN
SPACE PLANNING
MATERIALS



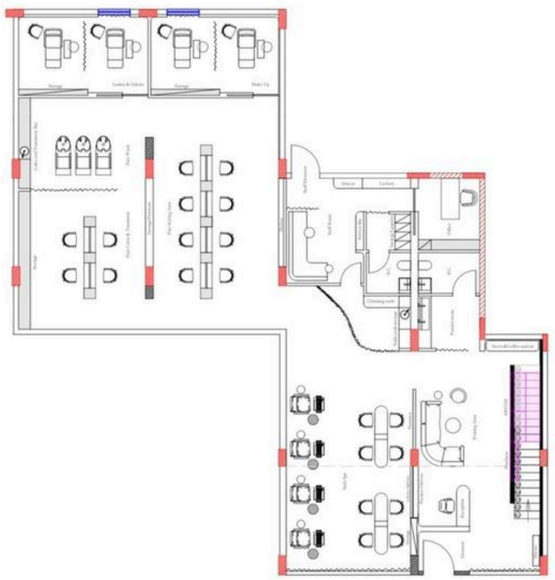




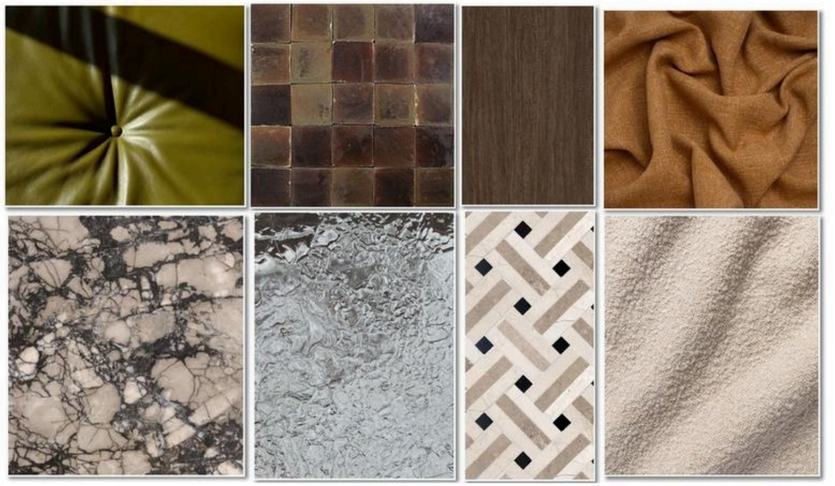
JEDDAH SPA

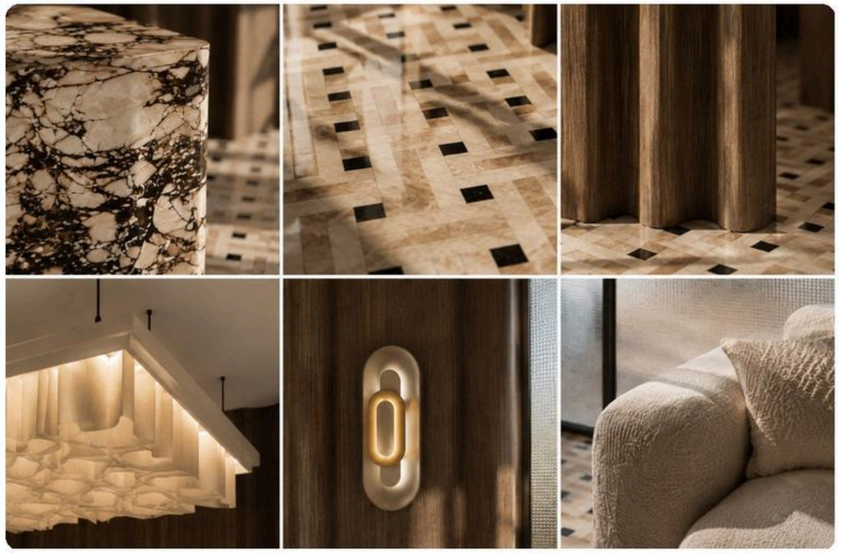
PLAN AND MATERIALS

The full ground floor, furnished, before a single render was made: reception and waiting, nails, hair styling and dyeing, makeup and lashes, massage and the Moroccan bath. One board holds the materials for all of it.



Furniture Layout
Ground Floor





01 Furniture layout, ground floor
02 The materials board
03 The materials, built

COMMON

CONCEPT & ARCHITECTURE INTERIOR DESIGN

INDUSTRY	YEAR	LOCATION
Desert Hospitality	2026	Sharjah, UAE

Set against the empty quarter outside Sharjah, Common is a hospitality pavilion designed to disappear into its landscape. The roof lifts from the sand in one continuous gesture; rammed earth and dark timber carry the desert inside.






COMMON
CONCEPT & ARCHITECTURE
INTERIOR DESIGN




COMMON



SIROCCO

INTERIOR DESIGN | TECHNICAL DRAWINGS | ART DIRECTION

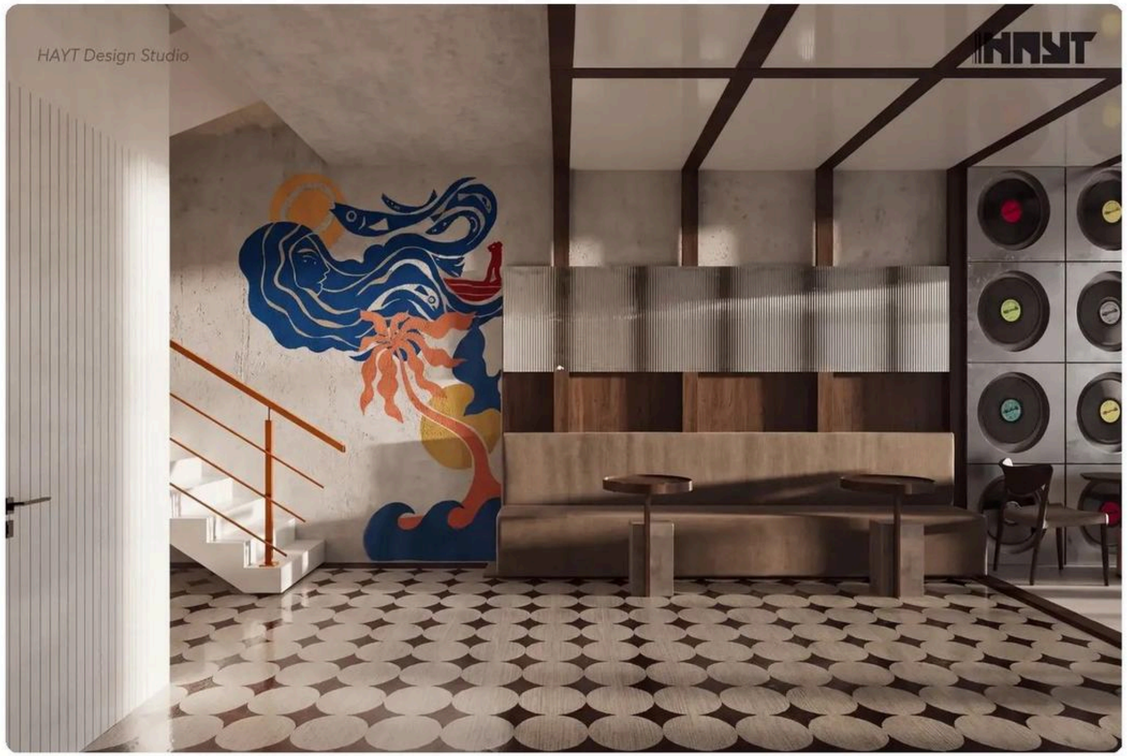
INDUSTRY
Cafe & Record Bar

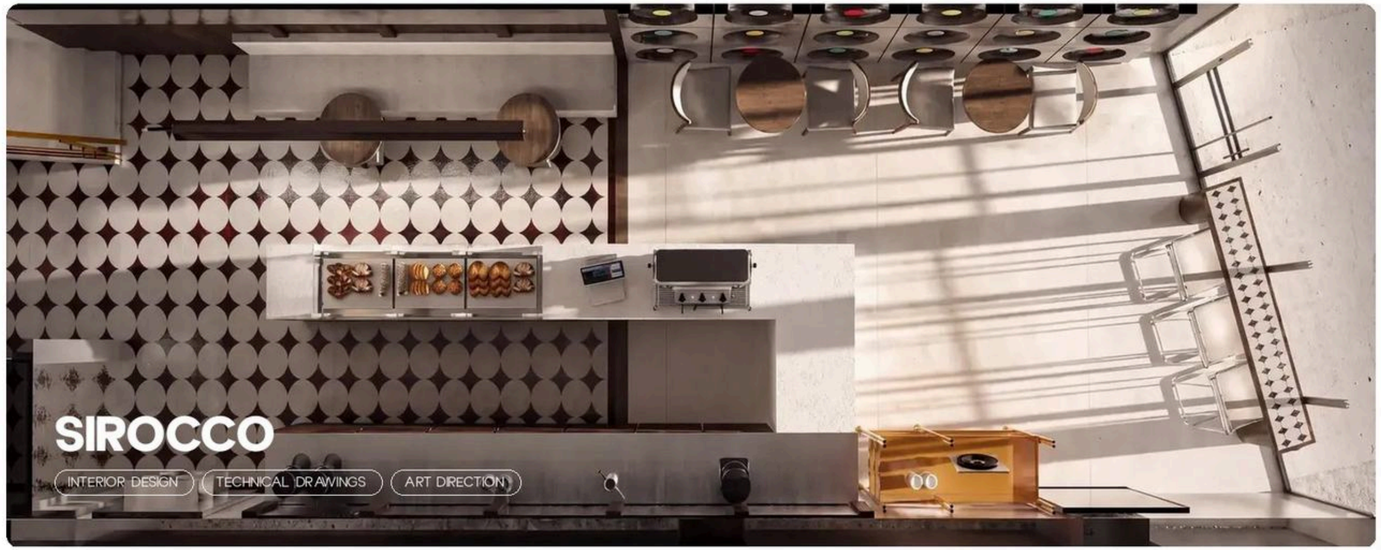
YEAR
2026

LOCATION
Abu Dhabi, UAE

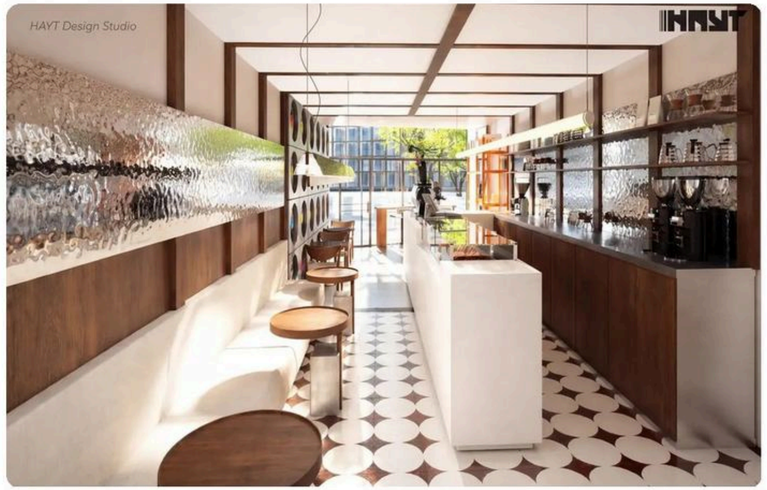
Sirocco is a cafe built like a record sleeve: patterned tile, custom murals and warm timber framing a wall of vinyl that runs the length of the space.






SIROCCO
INTERIOR DESIGN
TECHNICAL DRAWINGS
ART DIRECTION




HAYT Design Studio
HAYT


HAYT



3 GUYS

BOOTH CONCEPT DESIGN MATERIALS & LIGHTING

INDUSTRY
Coffee Booth

YEAR
2026

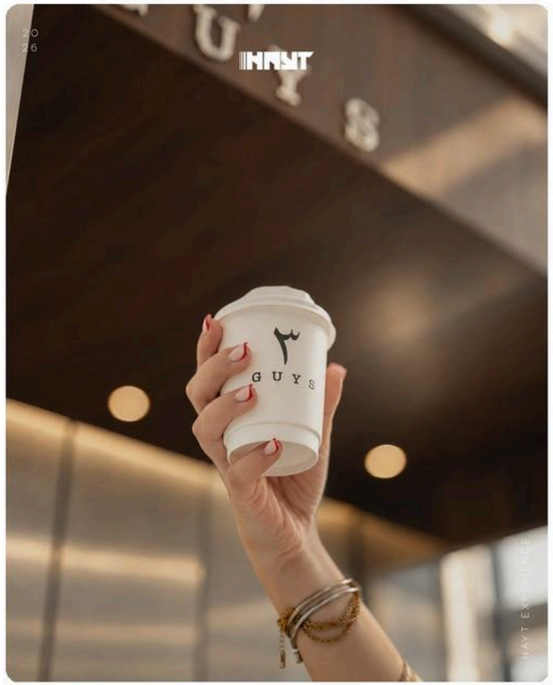
LOCATION
UAE

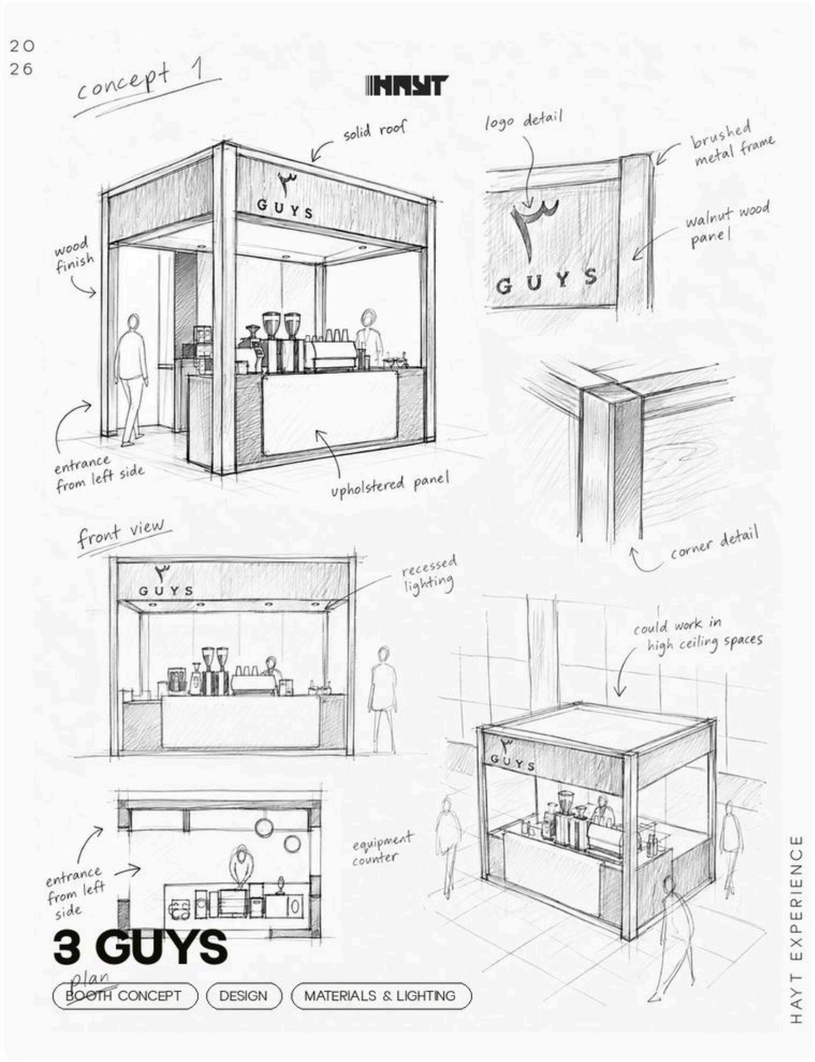
A compact coffee booth for 3 Guys in walnut and brushed steel, designed to stop people walking past.





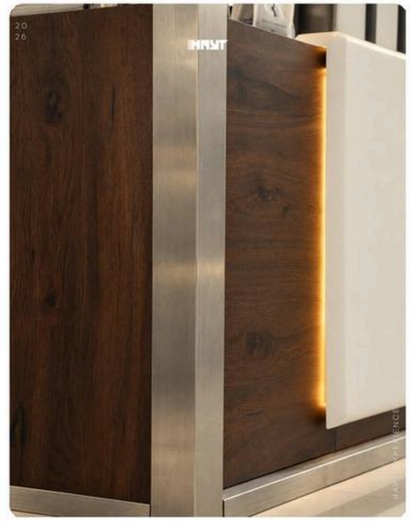


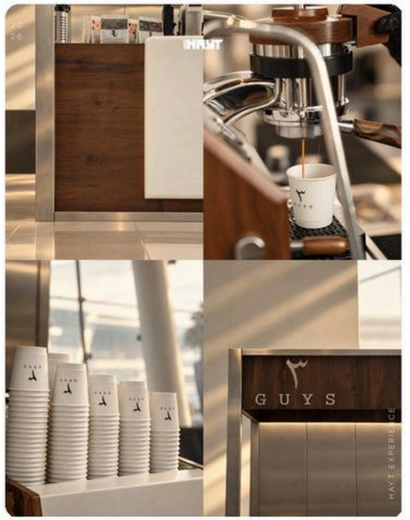



20
26
concept 1
HAYT
solid roof
logo detail
brushed metal frame
walnut wood panel
wood finish
entrance from left side
upholstered panel
corner detail
front view
recessed lighting
could work in high ceiling spaces
entrance from left side
equipment counter
3 GUYS
plan
BOOTH CONCEPT
DESIGN
MATERIALS & LIGHTING
HAYT EXPERIENCE




20
26
HAYT
GUYS


20
26
HAYT


20
26
HAYT
GUYS
HAYT EXPERIENCE


20
26
HAYT
GUYS
R01
from render to reality. Walnut canopy, brushed steel frame, a soft upholstered counter and a line of warm light that lifts the bar off the floor. What we drew is what got built.
IRL01
IRL021
IRL03
GUYS

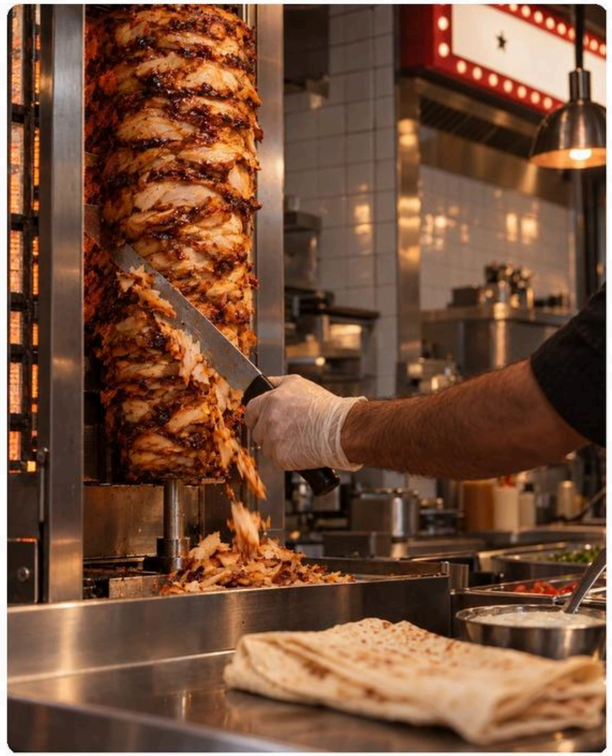
MSHAKAL

INTERIOR DESIGN BRAND SPACE SIGNAGE

INDUSTRY	YEAR	LOCATION
Fast-Casual Shawarma	2025	Abu Dhabi, UAE

Mshakal borrows the confidence of the classic shawarma spot and rebuilds it with intent: checkered floors, glossy tile, stainless steel and an open kitchen at the centre of the room.



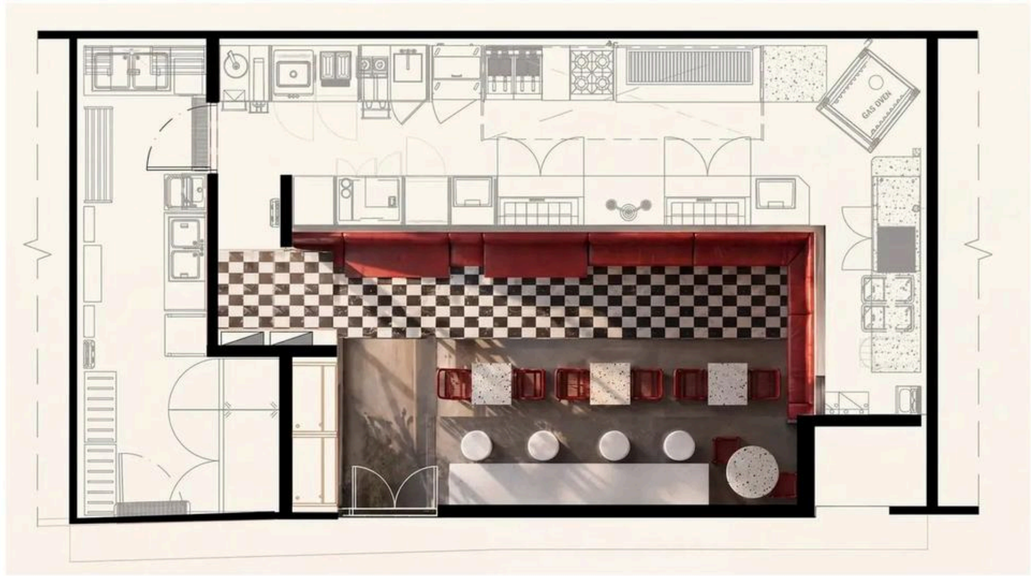




MSHAKAL

CONCEPT AND PLAN

A warm, nostalgic line inspired by authentic street shawarma spots: glossy tiles, bold red accents, stainless steel and an open kitchen at the centre of the room, with the service windows facing the seating.







01 The plan
02 The moodboard
03 Materials and colour


مُشَكَّل




عبيد الدجاج


اطلب
استلم
MENU
MSHAKAL
INTERIOR DESIGN
BRAND SPACE
SIGNAGE

EIGHT PIZZERIA

CONCEPT INTERIOR PART OF APRÈS

INDUSTRY
Pizzeria

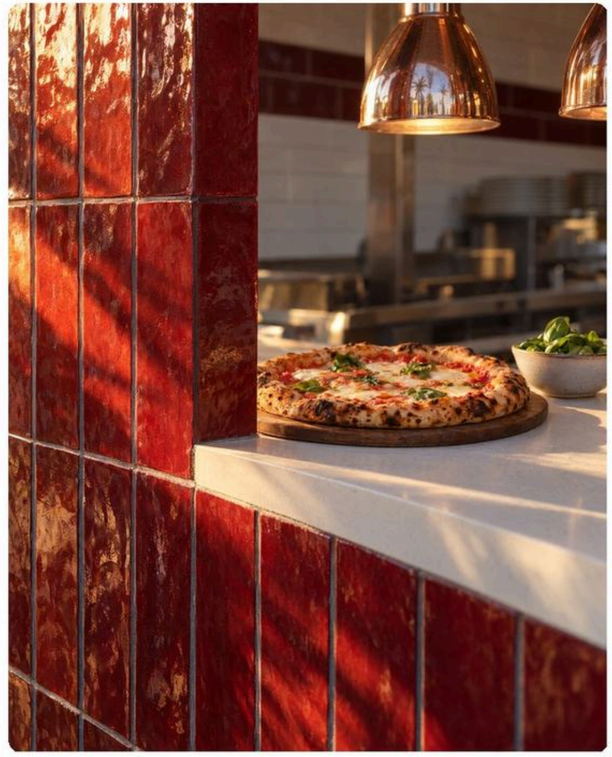
YEAR
2026

LOCATION
Al Ain, UAE

Eight is the pizzeria of the Après masterplan: a glazed-tile pavilion in deep red, open to the palms, with its oven on display and its counter facing the evening.



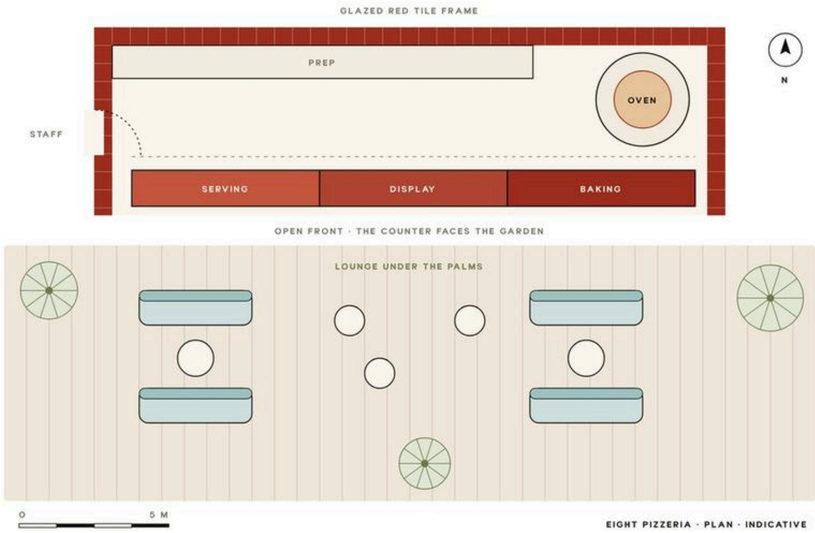


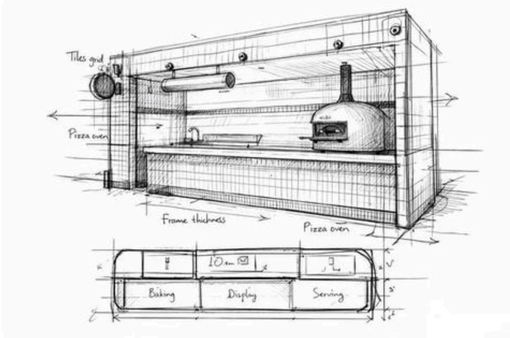


EIGHT PIZZERIA

ONE OVEN, ONE COUNTER

The first sketch already had the whole idea: one frame thick enough to hold the kitchen, and a counter that reads left to right the way a pizza is made. Baking, display, serving. Everything else is the garden.







01 The plan, indicative
02 The first sketch
03 Front elevation and plan


eight


eight




eight
EIGHT PIZZERIA
CONCEPT
INTERIOR
PART OF APRES

BRAND & IDENTITY

Six Names, Six Systems

WACUP

IDENTITY | PACKAGING | MENUS | STICKERS

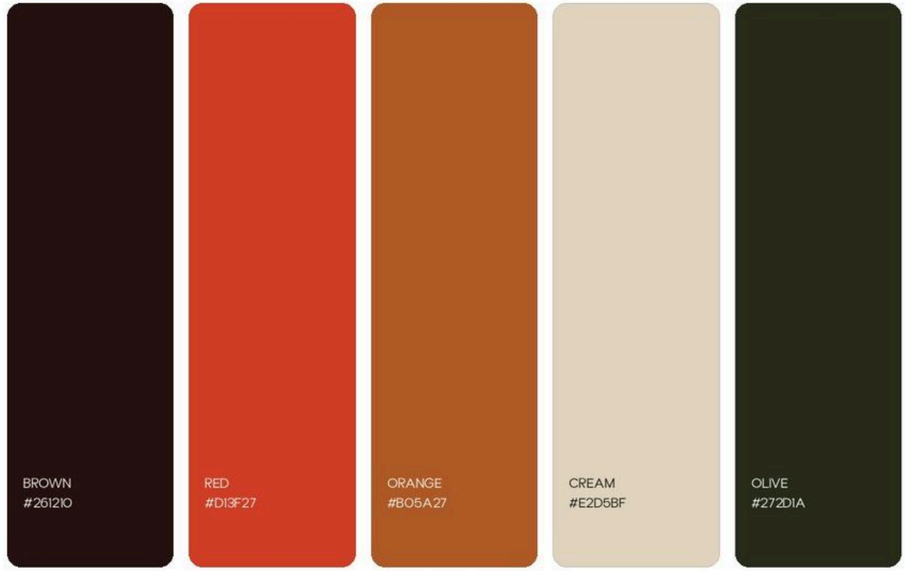
INDUSTRY
Coffee Hub

YEAR
2026

LOCATION
UAE

The WACUP identity, carried from the logo to everything a customer holds: cups and toppers, bags, menus and stickers in five colours taken from the coffee itself.





TYPE

A calm serif wordmark with the cup on its letters, a cut-paper icon set and the coffee hub line.

WACUP

CUPS, BAGS & MENUS

Bags in brown and olive with a sealed handle, cups in printed and plain, a carrier that holds four, the menu in three colours and seven die-cut stickers.













YATAI

NAMING | IDENTITY | PACKAGING | WEBSITE

INDUSTRY
Japanese Wagyu Smash Burgers

YEAR
2026

LOCATION
Abu Dhabi, UAE

A yatai is a Japanese street stall: one cook, one counter, one dish done obsessively well. We named a delivery-only kitchen after it and built everything the name promises. Japanese wagyu, smashed to order on a screaming griddle, priced so you can order it on a Tuesday.









YATAI

NAMING IDENTITY PACKAGING WEBSITE

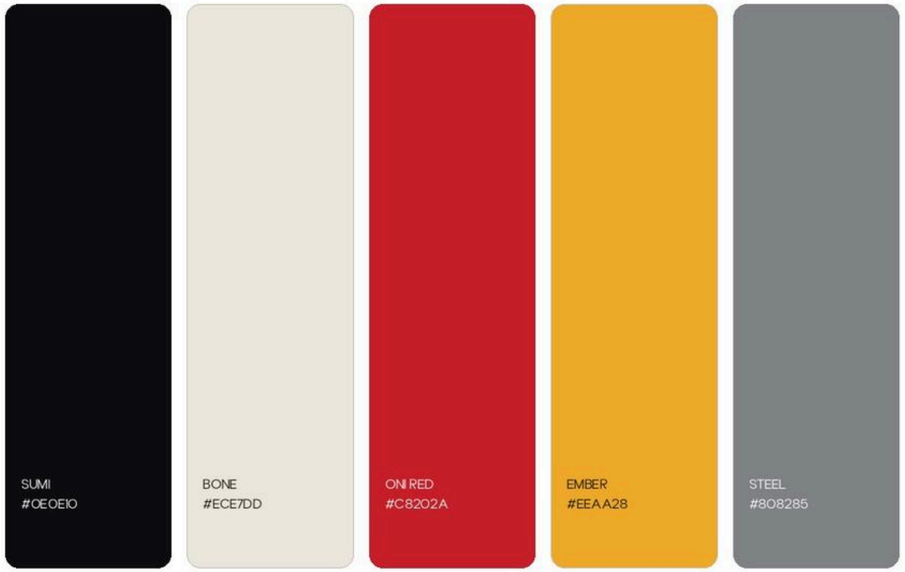
INDUSTRY
Japanese Wagyu Smash Burgers

YEAR
2026

LOCATION
Abu Dhabi, UAE

One face, one wordmark, one kanji. Two inks, Sumi on Bone or reversed, never recoloured. Forty-four names across eight territories came before the obvious one won.





TYPE

Transducer Condensed for the shout, Gravita for the reading, Noto Sans JP for the kanji.

YATAI

PACKAGING & THE FEED

The matte-black box, bag and fries box are built for the doorstep unboxing, and the Master rides on every one of them, from the kitchen to a car window on the Corniche. The guidelines keep it that way.

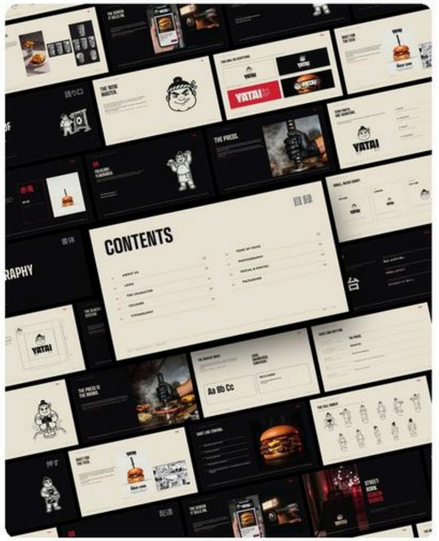












MEATHOLIC

REBRAND | GUIDELINES | MENUS | PACKAGING

INDUSTRY
Steakhouse & Grill

YEAR
2026

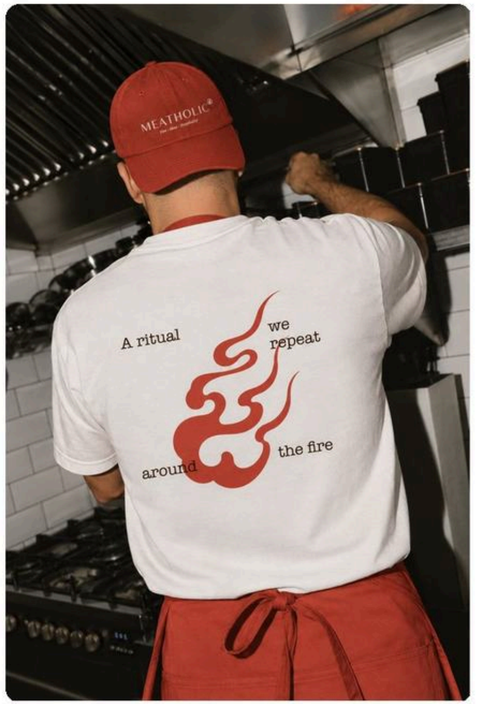
LOCATION
Al Zeina, Abu Dhabi

Meatholic came to us as a working grill in Al Zeina with more craft than identity. We rebuilt it from the fire outward: a flame drawn the Japanese way, a wordmark with a restaurant's calm, and one warm red, Ember, carried from the menu to the matchbox.









MEATHOLIC

REBRAND | GUIDELINES | MENUS | PACKAGING

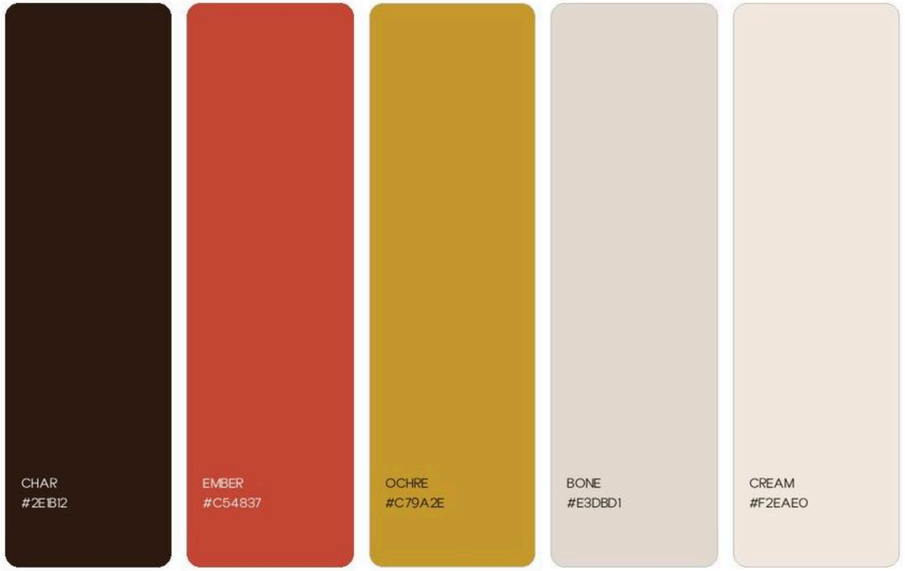
INDUSTRY
Steakhouse & Grill

YEAR
2026

LOCATION
Al Zeina, Abu Dhabi

A flame drawn the Japanese way, a wordmark with a restaurant's calm, and one warm red, Ember, carried from the menu to the matchbox. Handed over as a 69-page guidelines book.





TYPE

Landa Italic carries the ritual lines. Gotham does the work.

MEATHOLIC

THE TABLE & THE ROOM

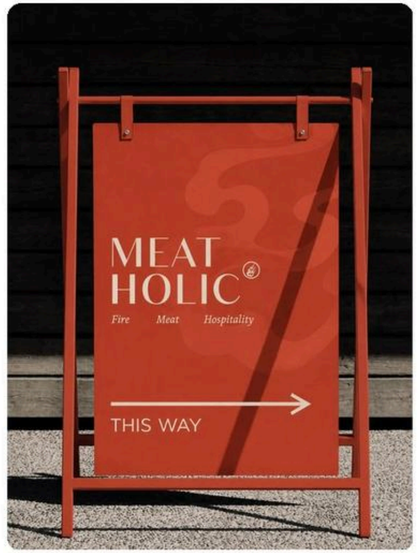
The placemat and matchboxes in Ember, a butchery box for the cuts, butter paper printed with the flame, wayfinding and the apron: every surface a guest touches.













NETO

STRATEGY | NAMING | IDENTITY | PACKAGING

INDUSTRY
Salad & Fruit Bowls

YEAR
2026

LOCATION
Al Raha, Abu Dhabi

neto is Spanish and Portuguese for net: net weight, net price, nothing hidden. We named a delivery-only salad and fruit-bowl kitchen on Al Raha Island after that promise, then built the whole brand to keep it. Salads & Fruit. No Surprises.









NETO

STRATEGY | NAMING | IDENTITY | PACKAGING

INDUSTRY
Salad & Fruit Bowls

YEAR
2026

LOCATION
Al Raha, Abu Dhabi

neto is Spanish and Portuguese for net: net weight, net price, nothing hidden. A lowercase wordmark that smiles and ends in a single dot, the full stop on hidden fees.





TYPE

Oswald headlines shout, politely. Geomanist does the talking.

NETO

PACKAGING & PATTERN

One continuous line across bags, sleeves and lids, the net weight on the lid and letters that tumble into a pattern: shaken, not settled.













THIRD STATE

IDENTITY | PACKAGING | MERCH

INDUSTRY
Tea Cafe

YEAR
2026

LOCATION
KSA

Five colours named for the way tea steeps. The leaf runs through everything, from the cups and bags to the menus, the merch and the room itself.





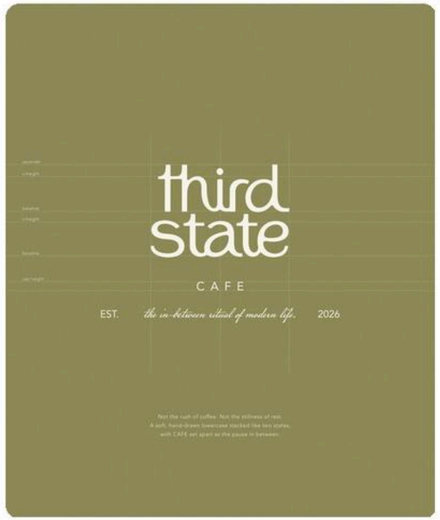
TYPE

A soft, hand-drawn wordmark with CAFE spaced beneath it, and a set of hand-drawn icons for pattern.

THIRD STATE

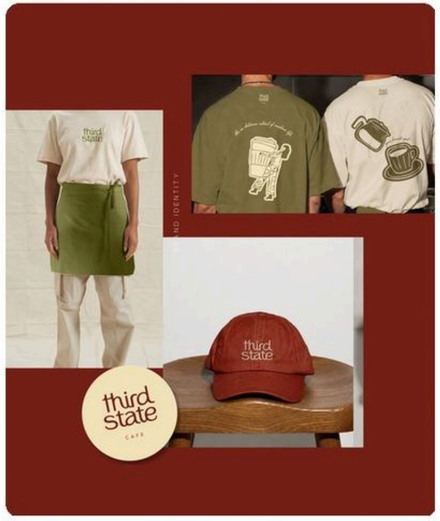
THE BRAND IN USE

The mark on Olive Leaf, the five colours, tumblers for tea to go, tees and caps for the team, the loyalty card and the croissant bag.













HADD

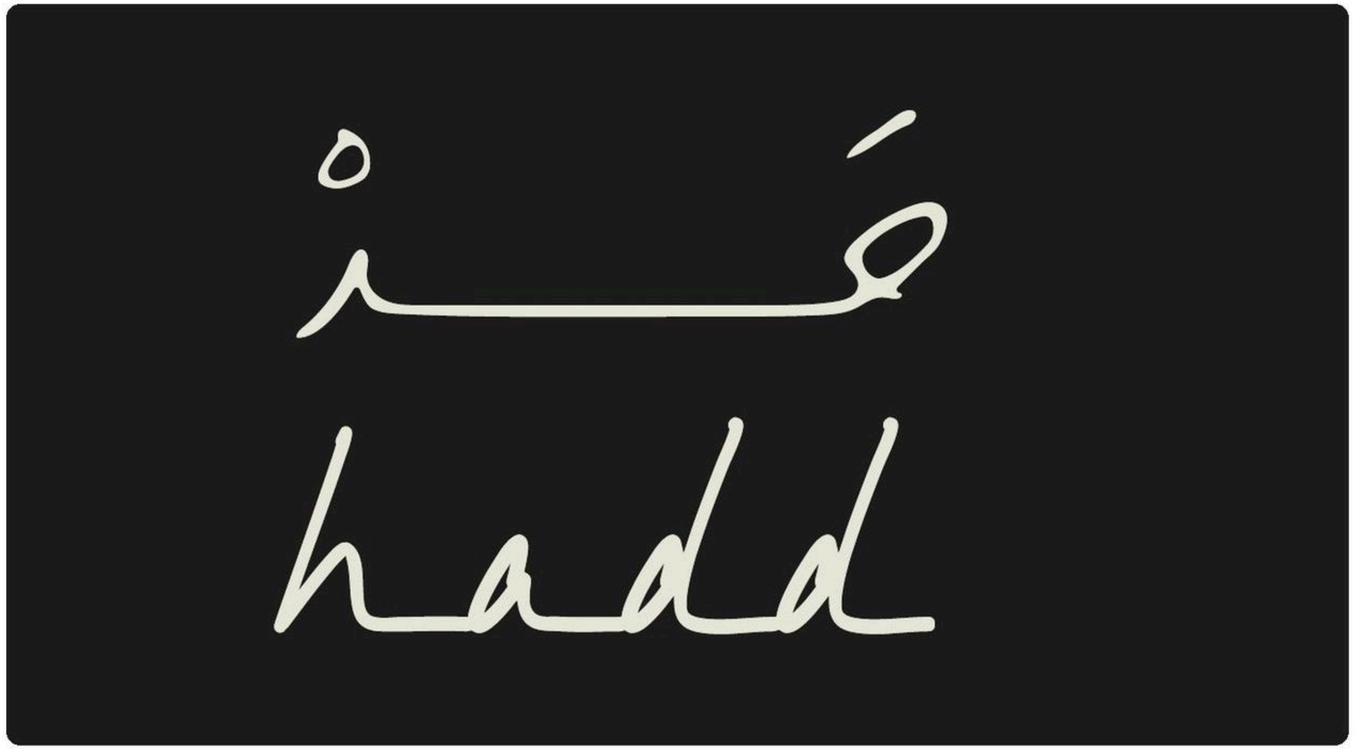
BILINGUAL IDENTITY | COLOUR | PACKAGING | MERCH

INDUSTRY
Specialty Coffee

YEAR
2026

LOCATION
Abu Dhabi, UAE

Every taste has its edge. Five colours poured from the bar, from Milk Foam to Concrete Black, carried onto ceramics, cups, bags, menus and the team.



MILK FOAM	LIGHT MACCHIATO	MUTED MATCHA	COZY BROWN	CONCRETE BLACK
#E6E2DA	#D5C8B7	#79775B	#8C5739	#1D1D1D

TYPE

A handwritten bilingual mark: the Arabic and the Latin written by the same hand, joined by one horizontal stroke.

HADD

CUPS, CARDS & THE TEAM

Ceramics in two glazes, paper cups that stack, a kraft bag, the menu in muted olive, business and loyalty cards, and the apron worn behind the bar.













SOCIAL MEDIA & VOICE

Four Feeds, Planned First

SOCIAL MEDIA

WACUP

STRATEGY | SHOOT | CONTENT | HIGHLIGHTS | PAID TEST

SAME BREW. NEW FORM. ONE STEP AT A TIME.

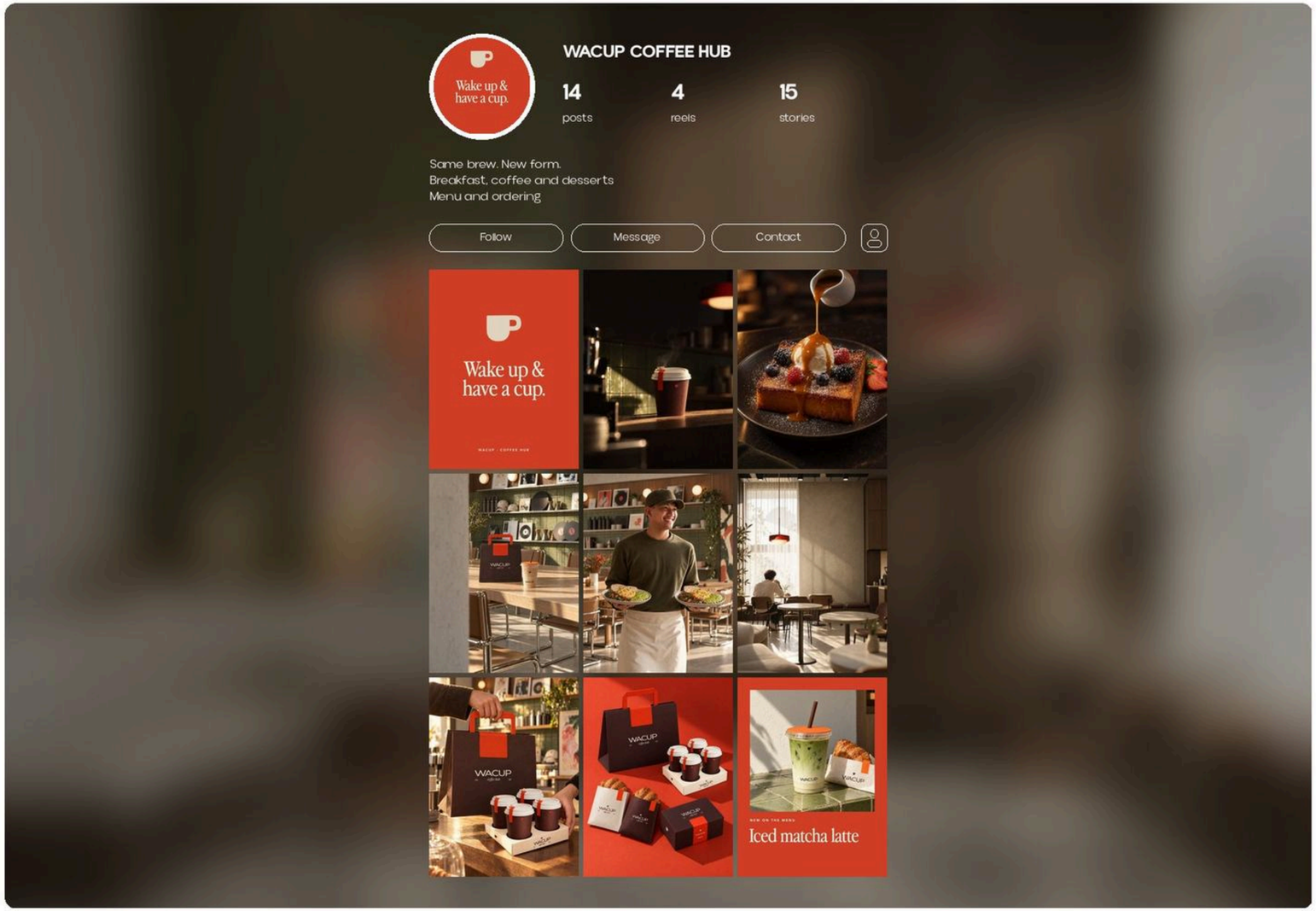
WACUP is not a loud brand and it does not chase trends. With the outdoor area still being finished, October builds traffic gradually: the page and the menu get ready first, the new WACUP is revealed slowly, delivery is tested, and one shoot plans the next two months.

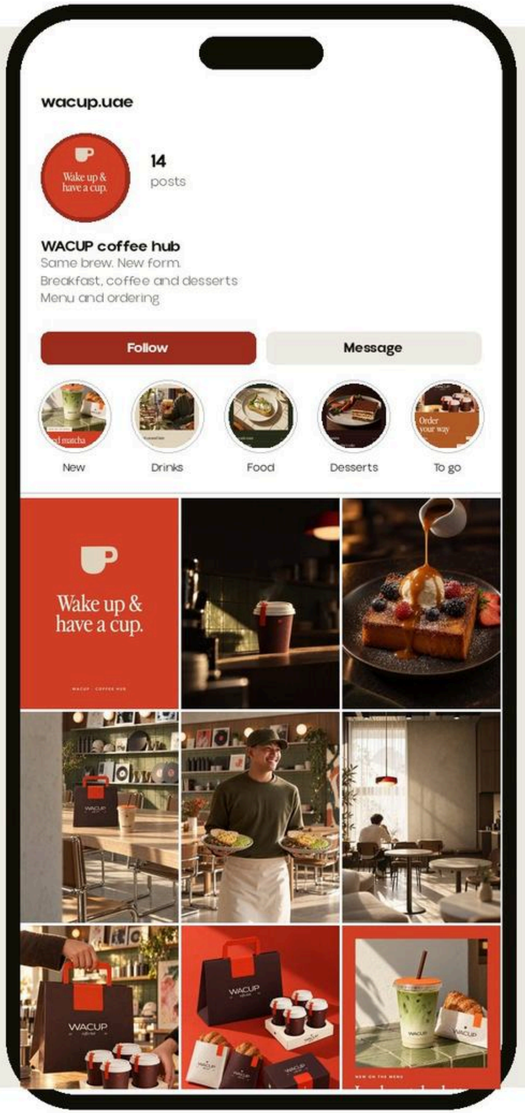
4
Reels

10
Posts

15
Stories

7
Highlights

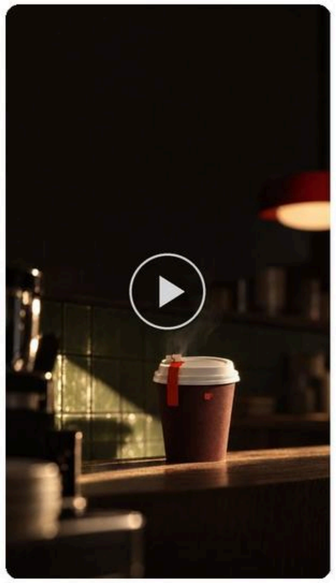


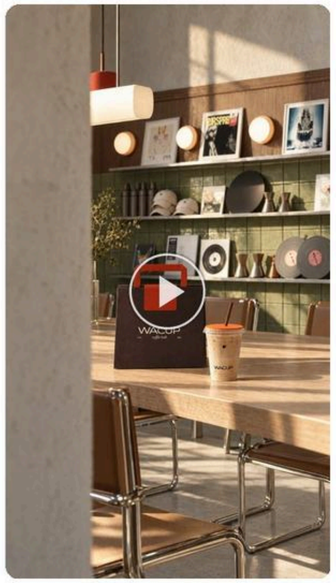


WACUP · SOCIAL MEDIA

THE FEED

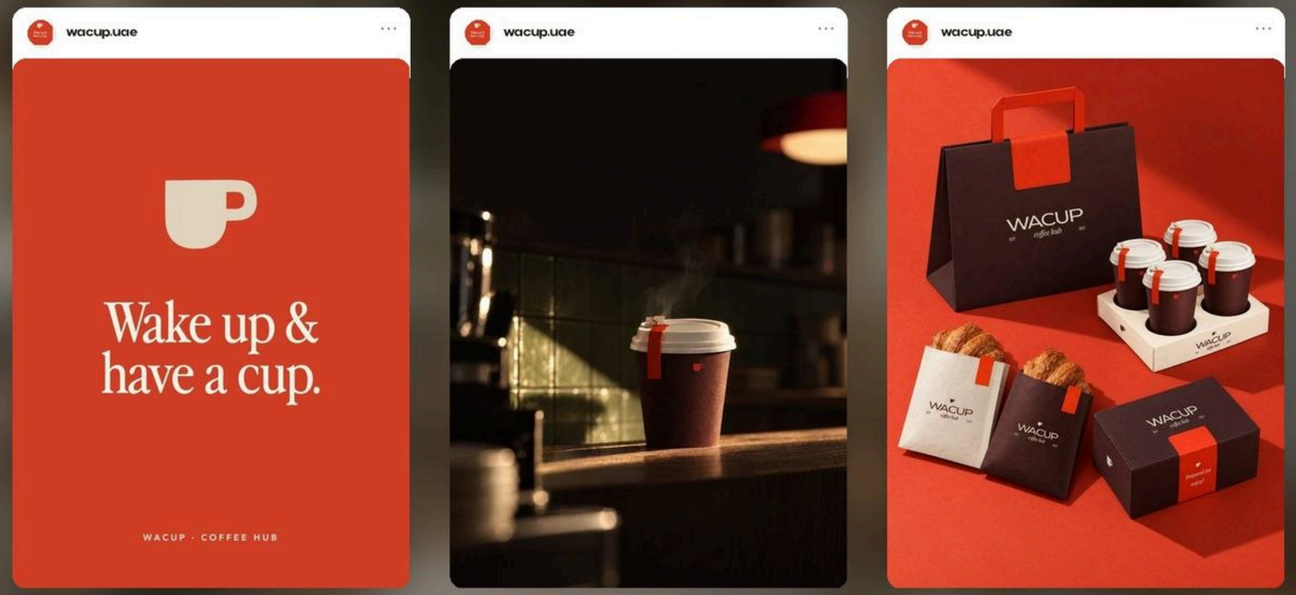
- Social media management for October
- The plan, shot list and the scout visit
- One shoot day, photo and video
- 4 reels and 10 posts, edited and captioned
- 15 stories, reposts and highlight frames
- 7 highlights: names, content and covers
- Menu and announcement templates



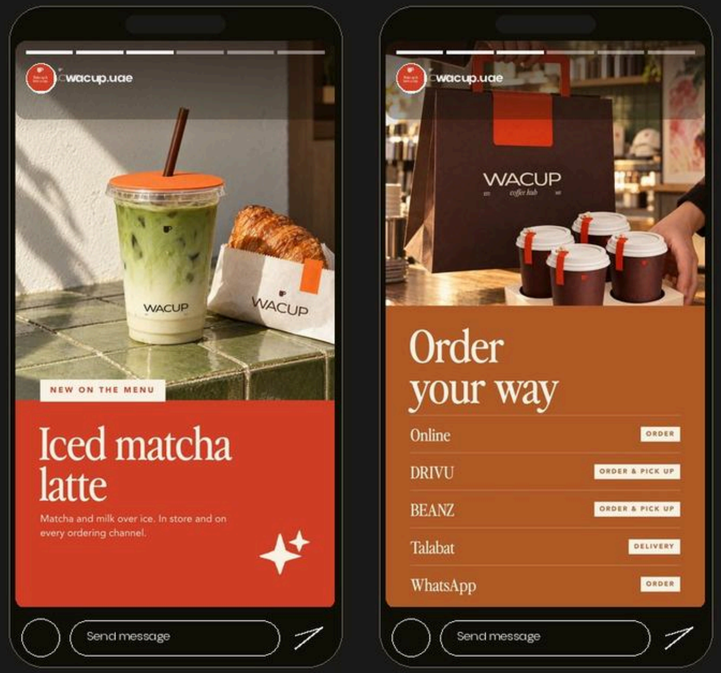




WACUP · FEED POSTS



STORIES



SOCIAL MEDIA

YATAI

LAUNCH | CONTENT | STORIES | DIGITAL MARKETING

LAUNCHED ON A DATE. FED EVERY DAY AFTER.

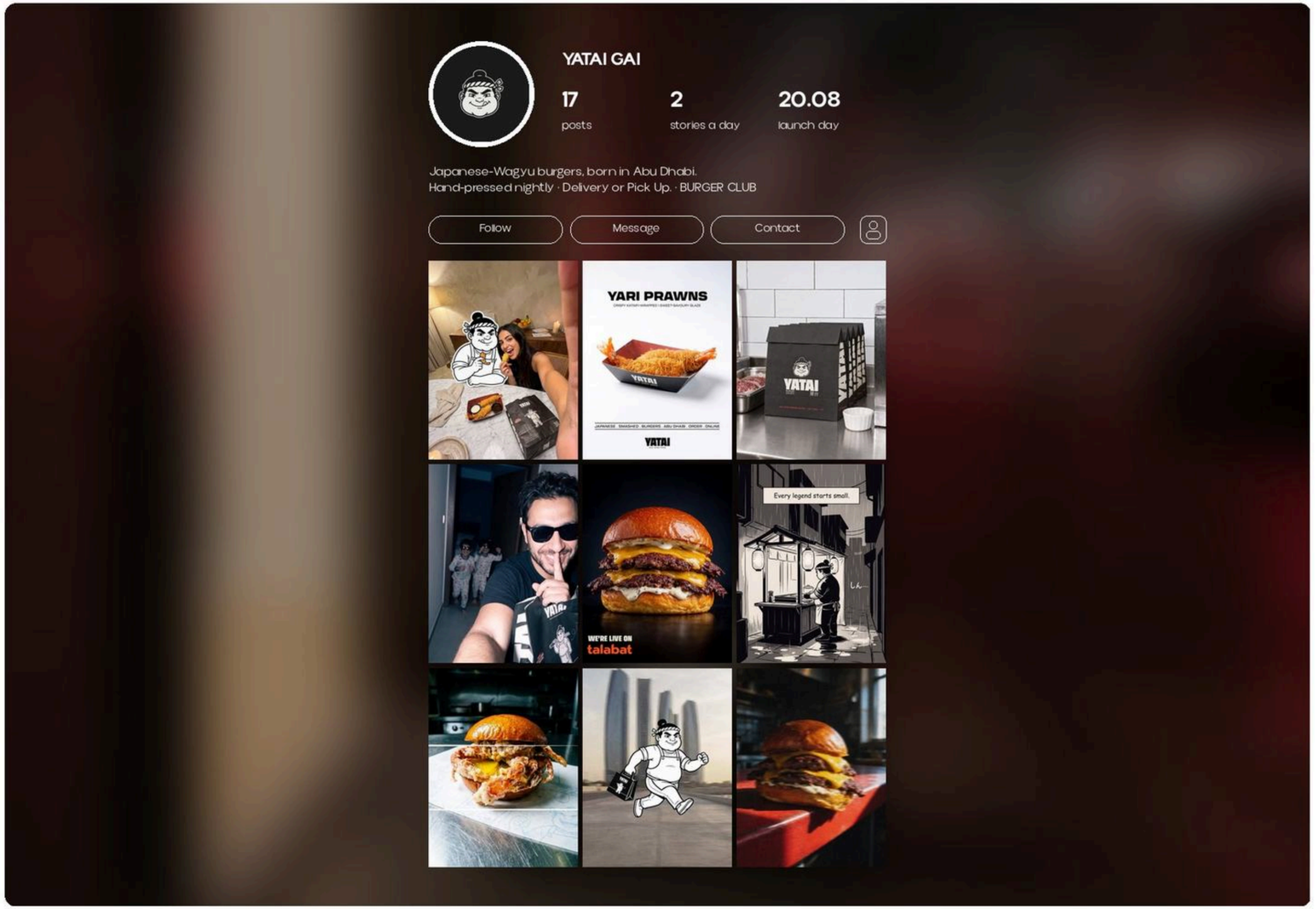
Yatai went live on 20.08 after a countdown that started with a question: something is being made in Abu Dhabi at 2am, you get one guess. Since the launch we run the feed and the stories, with a hero dish each week, two stories a day at lunch and dinner, and every link pointing to an order.

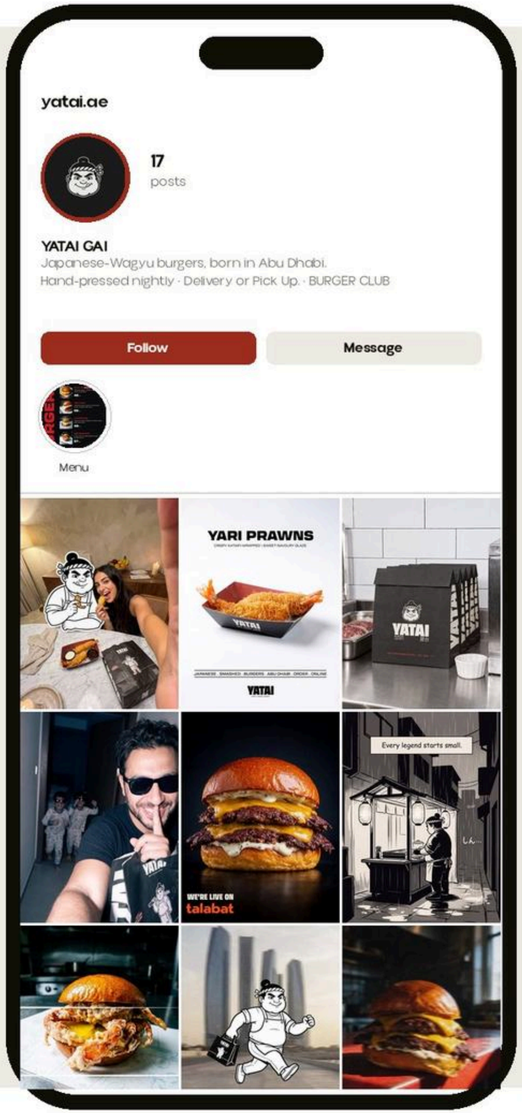
20.08
Launch day

6
Launch posts in August

2
Stories a day

10/10
Creator review

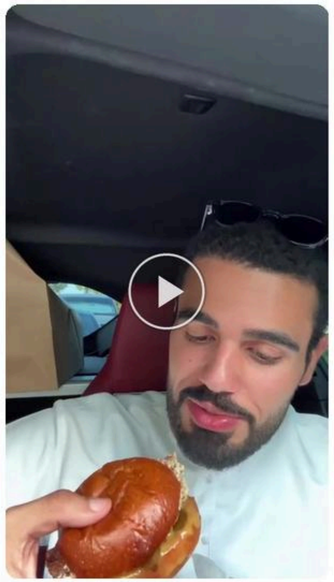




YATAI · SOCIAL MEDIA

THE FEED

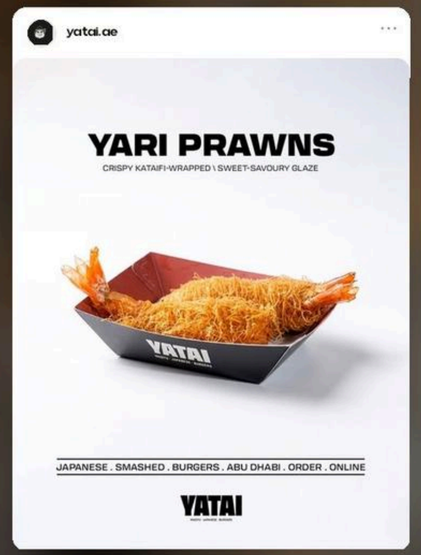
- Launch plan and the grid look
- Teasers, brand intro reel and the brand story
- Launch day posters and film
- Creator collaboration: Nasser Eats, 10/10
- Feed posts with a weekly hero dish
- Two stories a day: Crave, Trust, Buy, Stop
- Every link to an order: Talabat, Deliveroo, Keeta, Qlub pickup







YATAI · FEED POSTS







STORIES





SOCIAL MEDIA

MEATHOLIC

CREATIVE DIRECTION | CONTENT | CAPTIONS

TWO WEEKS. ONE FIRE.

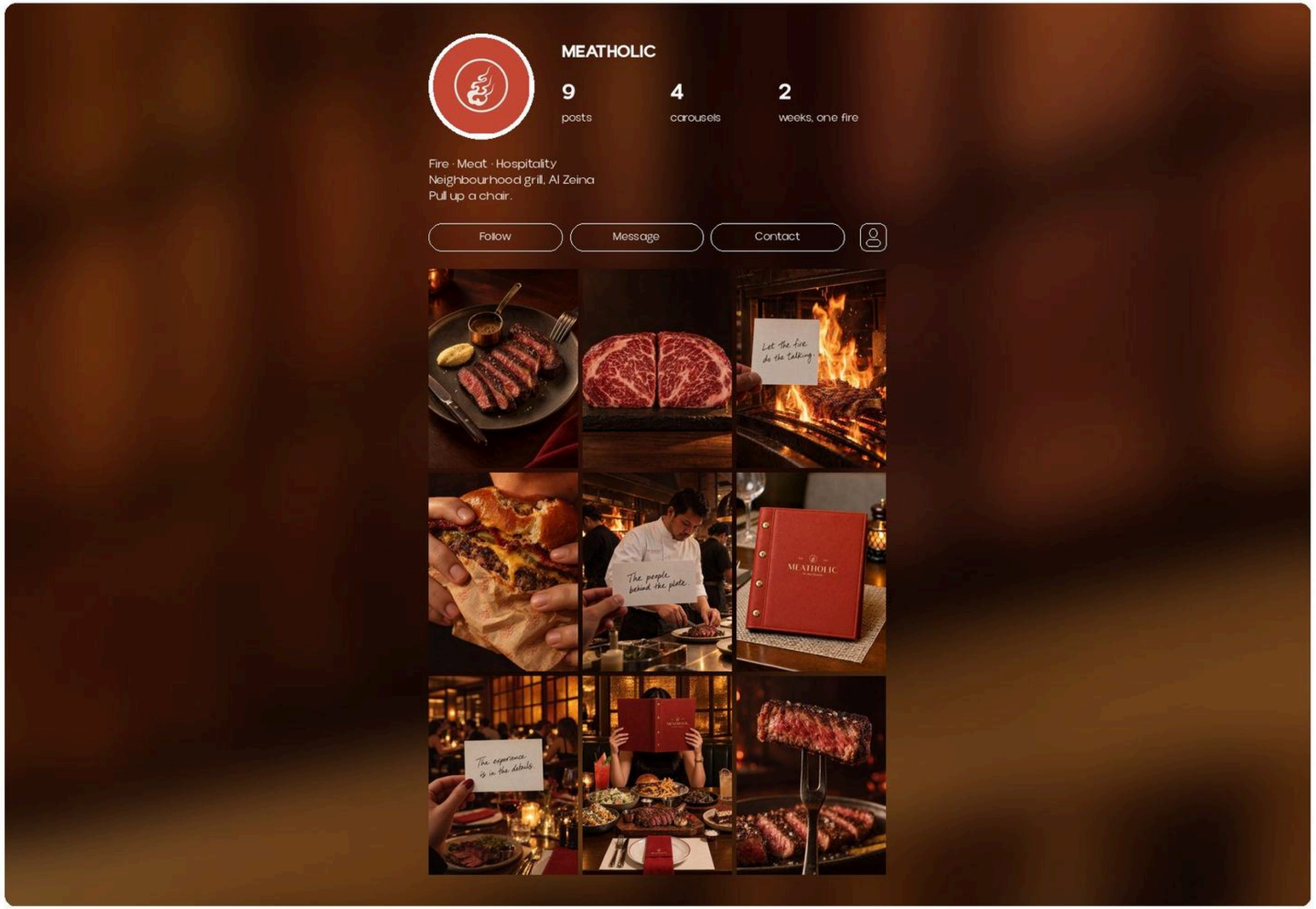
Two weeks of Meatholic on Instagram, 1 to 15 October, with its creative direction: a moodboard laid out on char, three colours with three jobs, the look of every frame and each post written before it goes up. Week one is the meat. Week two is the dinner.

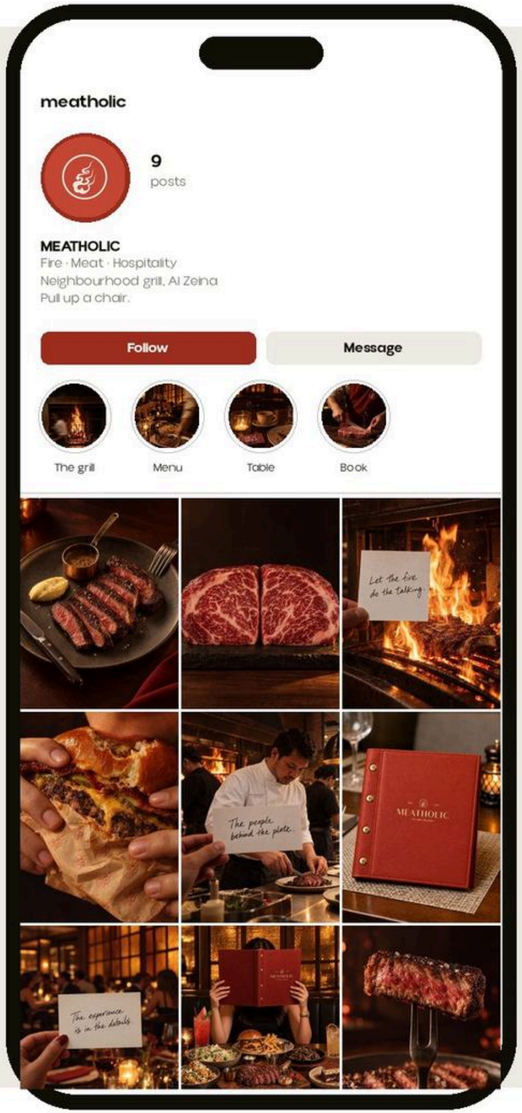
6
Posts in two weeks

4
Carousels

3
Colours, three jobs

21
AI proofs





MEATHOLIC · SOCIAL MEDIA

THE FEED

- Creative direction for the fortnight
- Moodboard laid out on char
- Colour grid: Char, Ember and Ochre
- Six posts: two singles, four carousels
- Full captions in the brand voice
- A day in stories
- Photo, film and AI rules

CHAR

#2E1B12

Fire and night: the Josper, seared crust, the kitchen at work.

EMBER

#C54837

The cut and the brand: the meat itself and the identity.

OCHRE

#C79A2E

Golden craving and the table: the burger, the full spread.

MEATHOLIC · FEED POSTS



STORIES



SOCIAL MEDIA

HAYT

STRATEGY | CONTENT | CAPTIONS

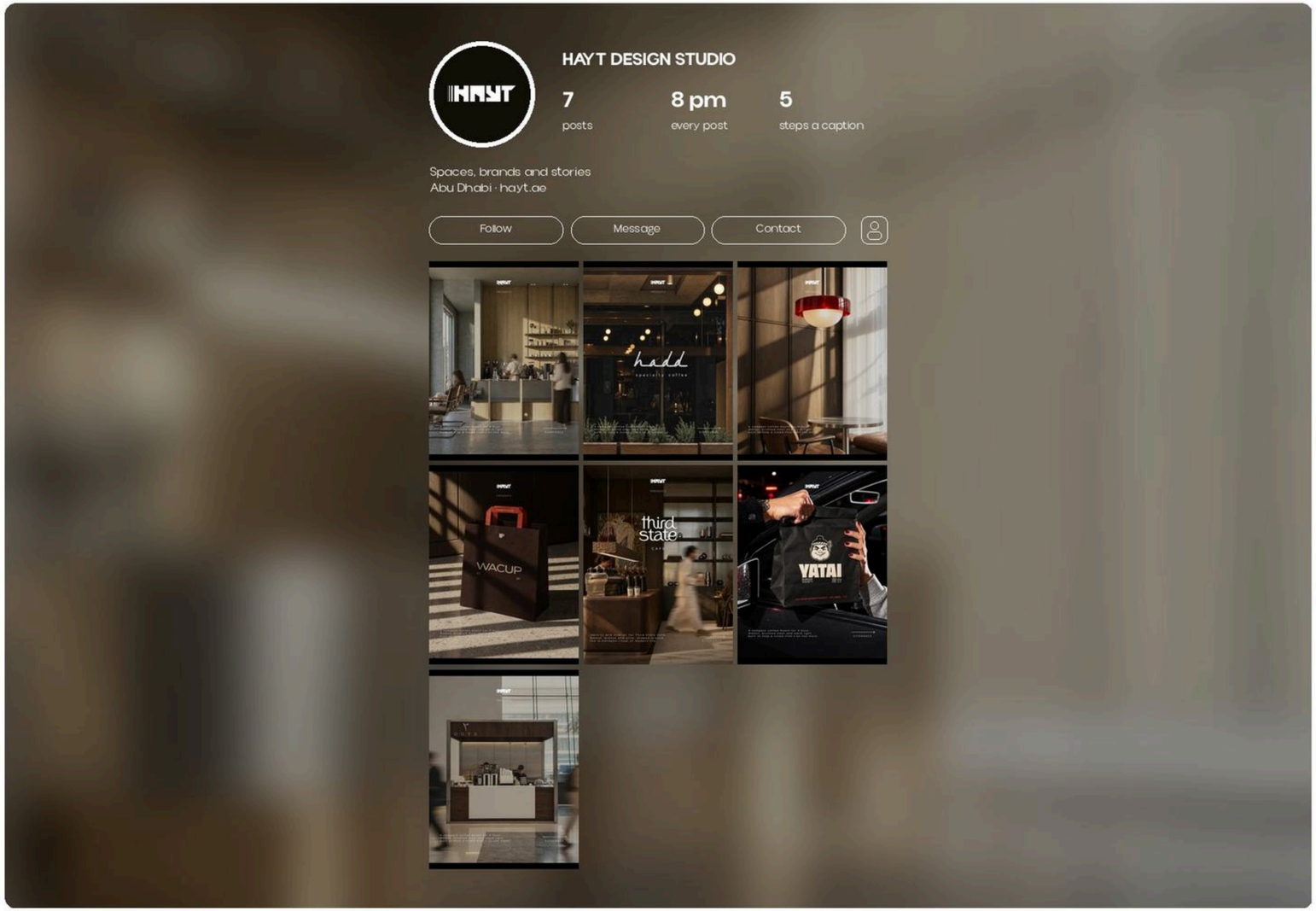
OUR OWN FEED, RUN LIKE A CLIENT.

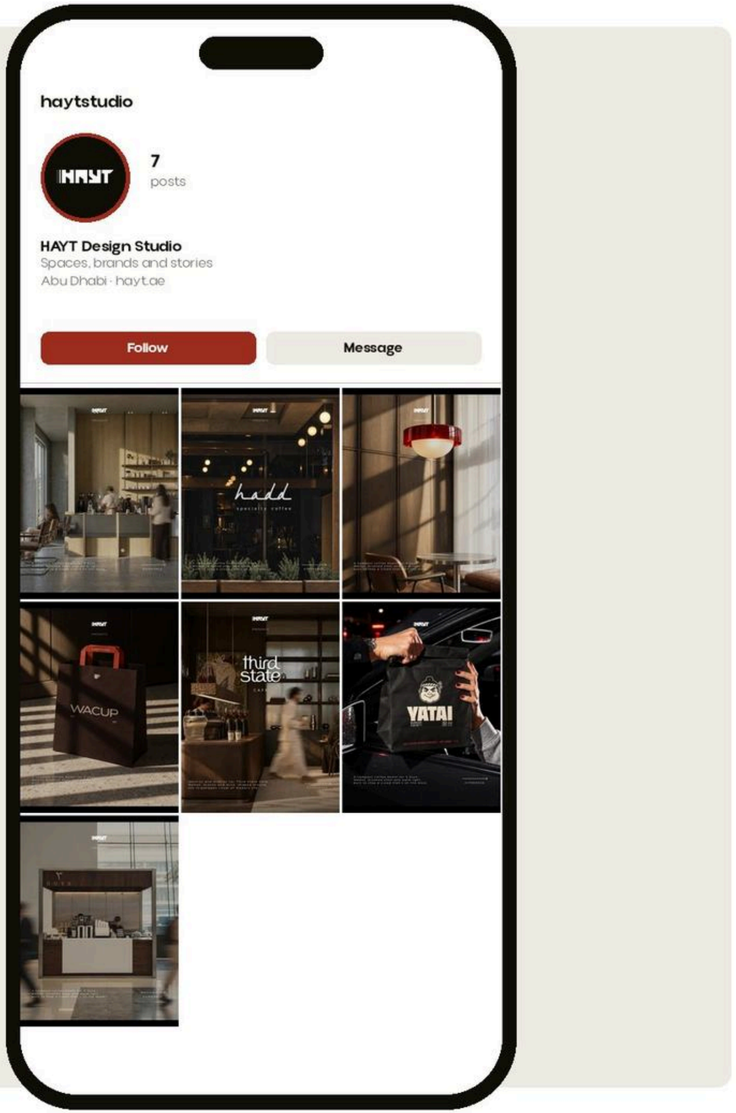
October on @haytstudio: seven posts, each one a finished project told in the same five steps. Listen. Concept. Design. Build. Reveal. Every post goes up at 8 pm, alternating identity and interior so the grid keeps its rhythm.

7
Posts in October

8 pm
Every post

5
Steps in every caption

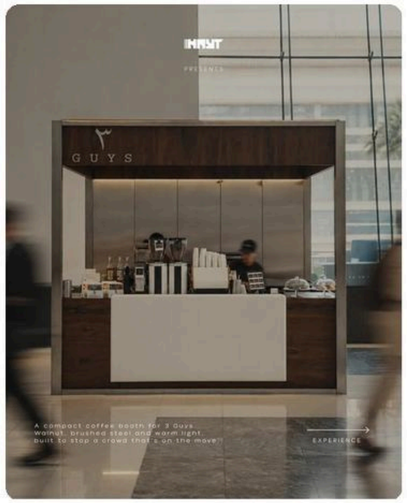




HAYT · SOCIAL MEDIA

THE FEED

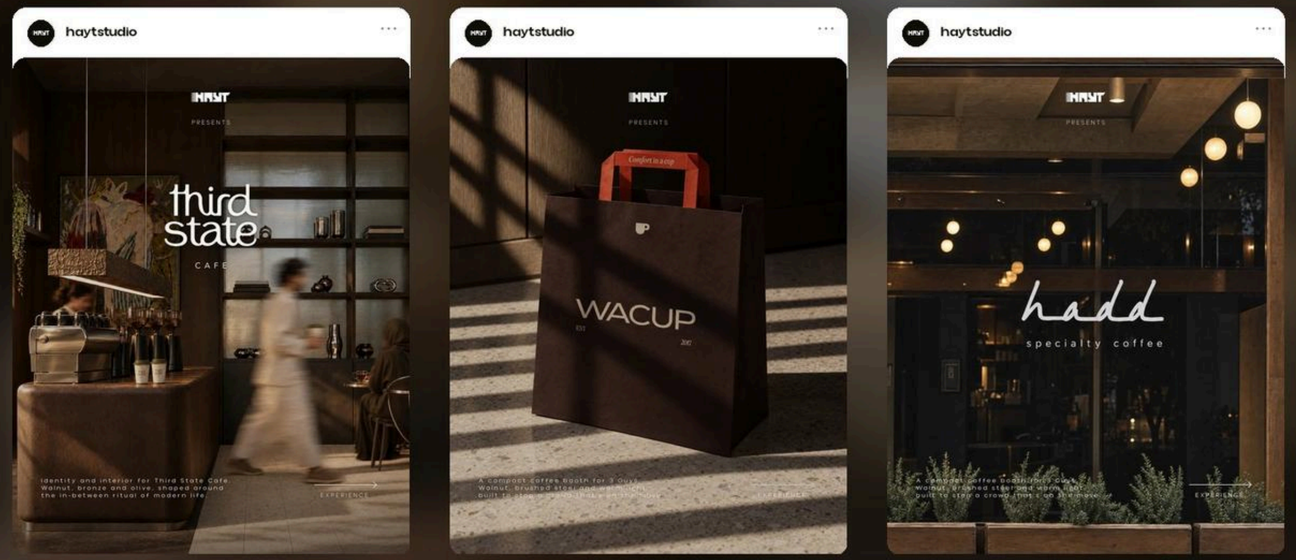
- A month planned as a grid
- One project per post, told in five steps
- Identity and interior alternated
- Captions in the studio voice
- Carousels with film slides
- Client and collaborator tags



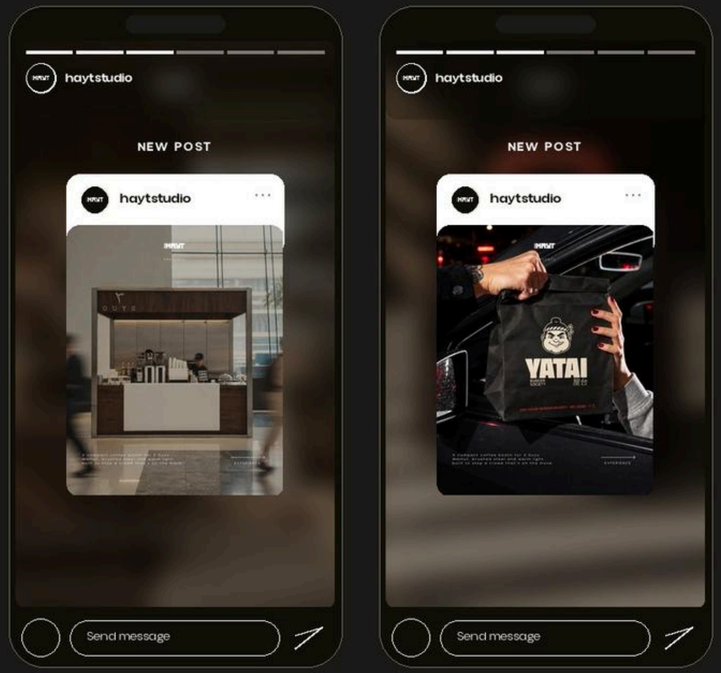




HAYT · FEED POSTS



STORIES



05

THE PARTNERSHIPS

Our Brands, Their Stories

WHO WE BUILD FOR.

Fourteen clients in this profile, across the UAE and KSA, from a single booth to a destination masterplan.

FENDAL
Interiors

HADD
Interiors · Brand

WACUP
Interiors · Brand · Social

THIRD STATE
Interiors · Brand

APRÈS / MATERA
Masterplan · Interiors

JEDDAH SPA
Interiors

COMMON
Architecture · Interiors

SIROCCO
Interiors

3 GUYS
Booth design

MSHAKAL
Interiors · Signage

EIGHT PIZZERIA
Interiors

YATAI
Brand · Website · Social

MEATHOLIC
Brand · Social

NETO
Strategy · Brand

WALLS DON'T DEFINE US.

THEY INSPIRE US.



BASE
ABU DHABI, UAE

EMAIL
hello@haytstudios.com

WEB
hayt.ae

SOCIAL
@haytstudio