

ULTRA ARTE

SELECTED PORTFOLIO

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The Consultancy

We approach art consultancy as a critical aspect of a project. Art adds a deeper *human*, *intellectual* and *spiritual* layer to space. It connects the functionality of an environment with the capacity of existing without a function, purely being made of *meaning* and *aesthetic*, resisting standardization.



Services

Ultra Arte is a **Dubai-based, award-winning** art consultancy specializing in fine art, curatorship, and project execution.

Founded in 2021 by **Italian designer Anna De Florian**, Ultra Arte integrates art as a strategic layer within interior and architectural projects.

Close relationships with **local artists, galleries, and makers**, combined with a collaborative approach involving **interior designers, architects, and developers**, and supported by technical expertise and critical thinking, define Ultra Arte's approach to creating **flexible, high-value art interventions**, placemaking and styling.

◇ ART PACKAGES / SPECIFICATIONS

From **Concept** to **Detailed Drawings** and Issued for Construction (IFC) documentation, following established **project phases** and procedures.

◇ COMMISSIONING AND CUSTOMISATION

Managing artists and makers for commissioned art pieces and installations, aligned with the overall **art direction**.

◇ ART CURATORSHIP FOR COLLECTIONS / AQUISITIONS

Art market research and strong **gallery relationships** to invest in art and bring to life **curated collections**.

◇ COST CONTROL

From preliminary **cost studies** to **budgeting**.

◇ CONCEPT DEVELOPEMENT

Working alongside **clients** and **consultants** to define the **narrative** and **identity** of the project, integrating **branding, demographics**, and cultural **purpose**.

◇ STYLING

Selection, procurement, and **placement** of elements that bring spaces to life: accessories, greenery, books, and curated objects.

◇ DESIGN & ENGINEERING OF SCULPTURES / SPECIAL INSTALLATIONS

Collaborating with **specialists** and **fabricators** to ensure feasibility, safety, durability, and **technical compliance** for complex installations.

The Team



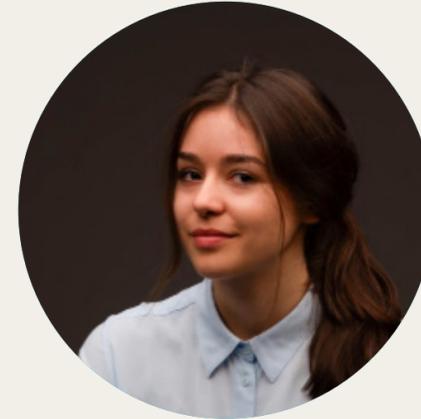
ANNA DE FLORIAN
CREATIVE DIRECTOR

Anna De Florian is the **founder** and **creative director** of Ultra Arte, specializing in narrative-driven **art curation** and **creative direction** for hospitality, commercial, and cultural projects. She leads projects from concept to execution, aligning **artistic vision** with



AYSHA SAMAN
PROJECT MANAGER

Aysha Saman is a **project manager** in art consultancy, overseeing **coordination, documentation, and delivery** of large-scale art projects across the MENA region.



CLARA DI LIBERTO
PRODUCT DESIGNER

Clara Di Liberto is a **product designer** working across **3D visualization** and **product communication**, supporting art and cultural projects with production-aware visuals.

Selected Clients



Awards



2024 - **Winner**
in Best Use of Art in Interior
Design Commercial Interior
Awards MENA.

With Ajman Rulers Court



IN ASSOCIATION WITH



WINNER



2025 - **Highly Commended**
in Best Use of Art in Interior
Design Commercial Interior
Awards SAUDI.

With PIF Child Center



Project Summary

Project / Client	Category	Scope of Work	Location	Year
Ajman Ruler's Court	Govt./Corporate	Consultancy + Execution	Ajman	2024
Undisclosed Corporate Space	Pvt./Corporate	Consultancy + Execution	Dubai	2025
PIF Child Center	Educational	Consultancy + Execution	Riyadh	2024
Undisclosed Corporate Space	Pvt./Corporate	Consultancy + Execution	Dubai	2025
Oliver Wyman KSA	Pvt./Corporate	Consultancy + Execution	Riyadh	2024
Abu Dhabi Government Office	Govt./Corporate	Consultancy + Execution	Abu Dhabi	2025
Shapers of Tomorrow/SNB	Pvt./Corporate	Concept Developement	Riyadh	2023
Hospitality Academy Les Roches	Educational	Consultancy + Execution	Abu Dhabi	2025
SMBR Portrait	Public Art	Consultancy + Design	Dubai	2023
Dubai Design Week	Public Art	Design	Dubai	2023
Sheera HQ	Public Art	Consultancy + Execution	Sharjah	202
DXB Nights	Public Art	Consultancy + Execution	Dubai	202
Story Hotel Rabat	Hospitality	Concept Developement	Rabat	2025



MENA | **COMMERCIAL
INTERIOR
DESIGN
Awards 2024**

IN ASSOCIATION WITH



WINNER



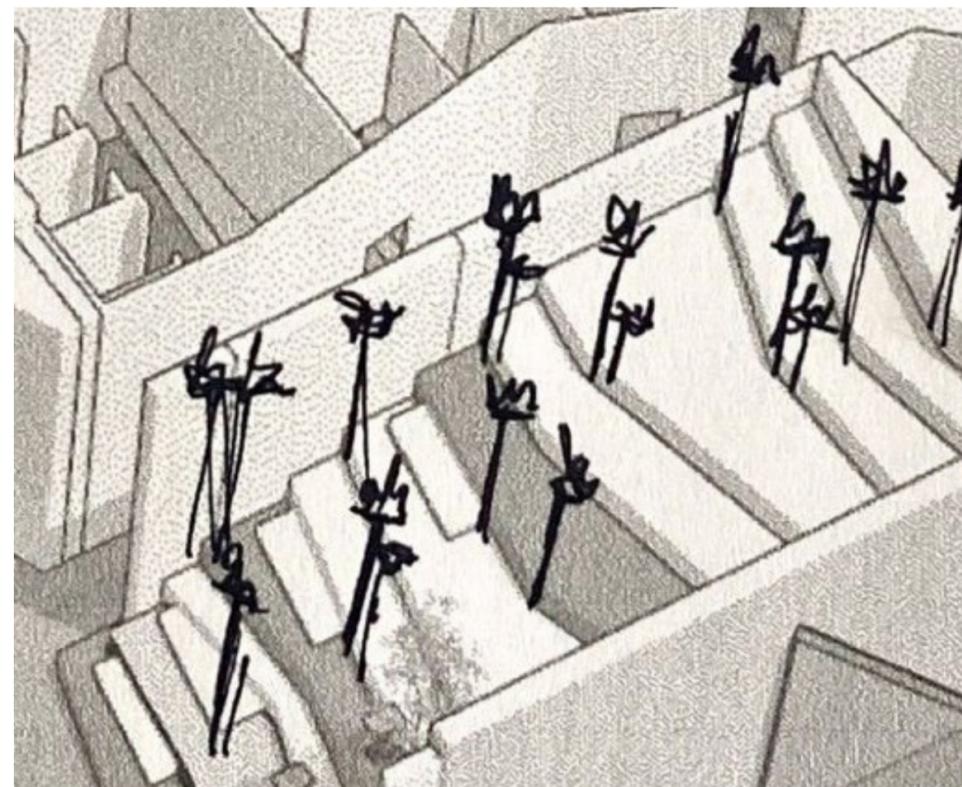
ARTWORK
Nakheel

ARTIST
Khalid Shafar



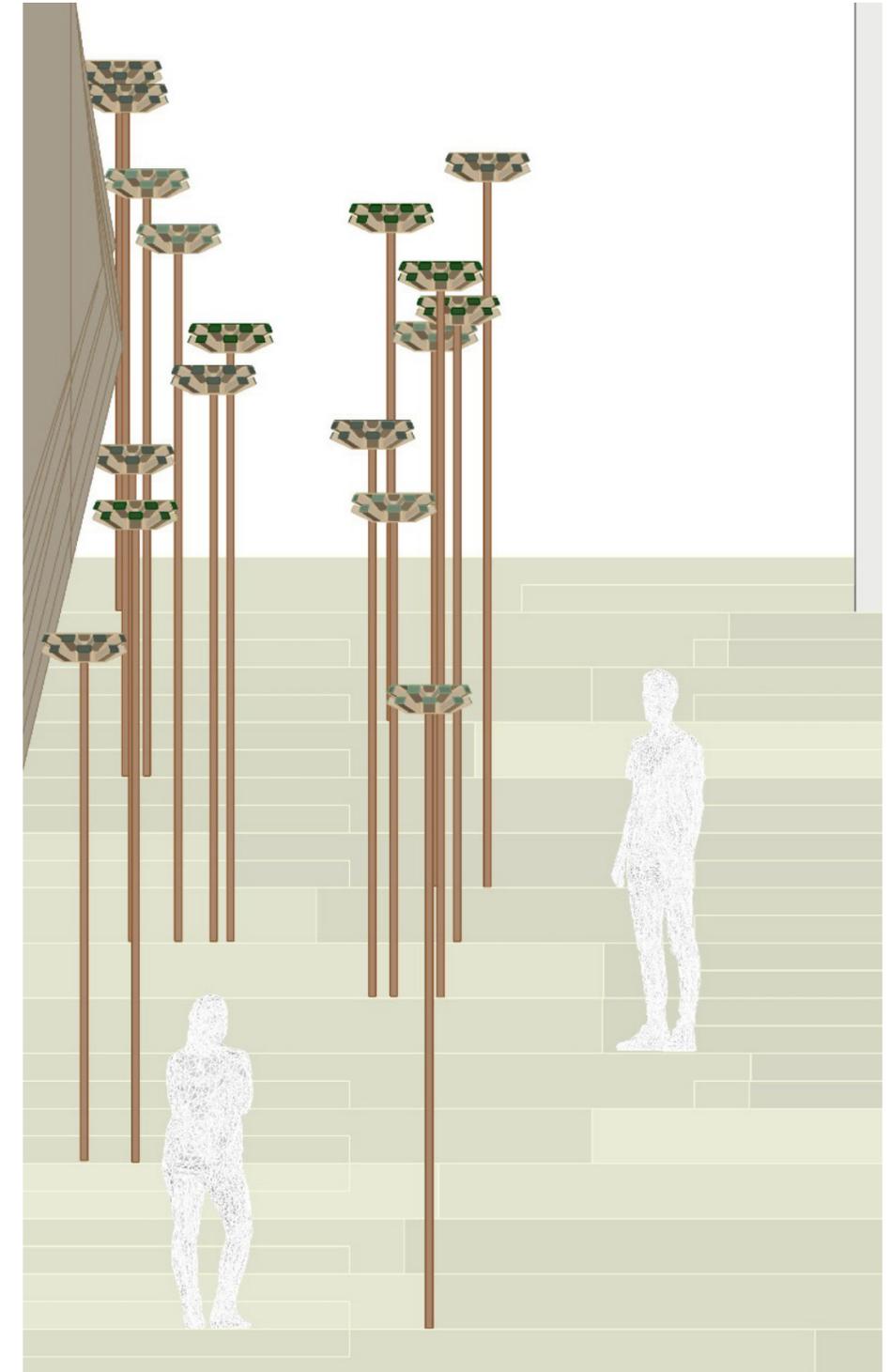
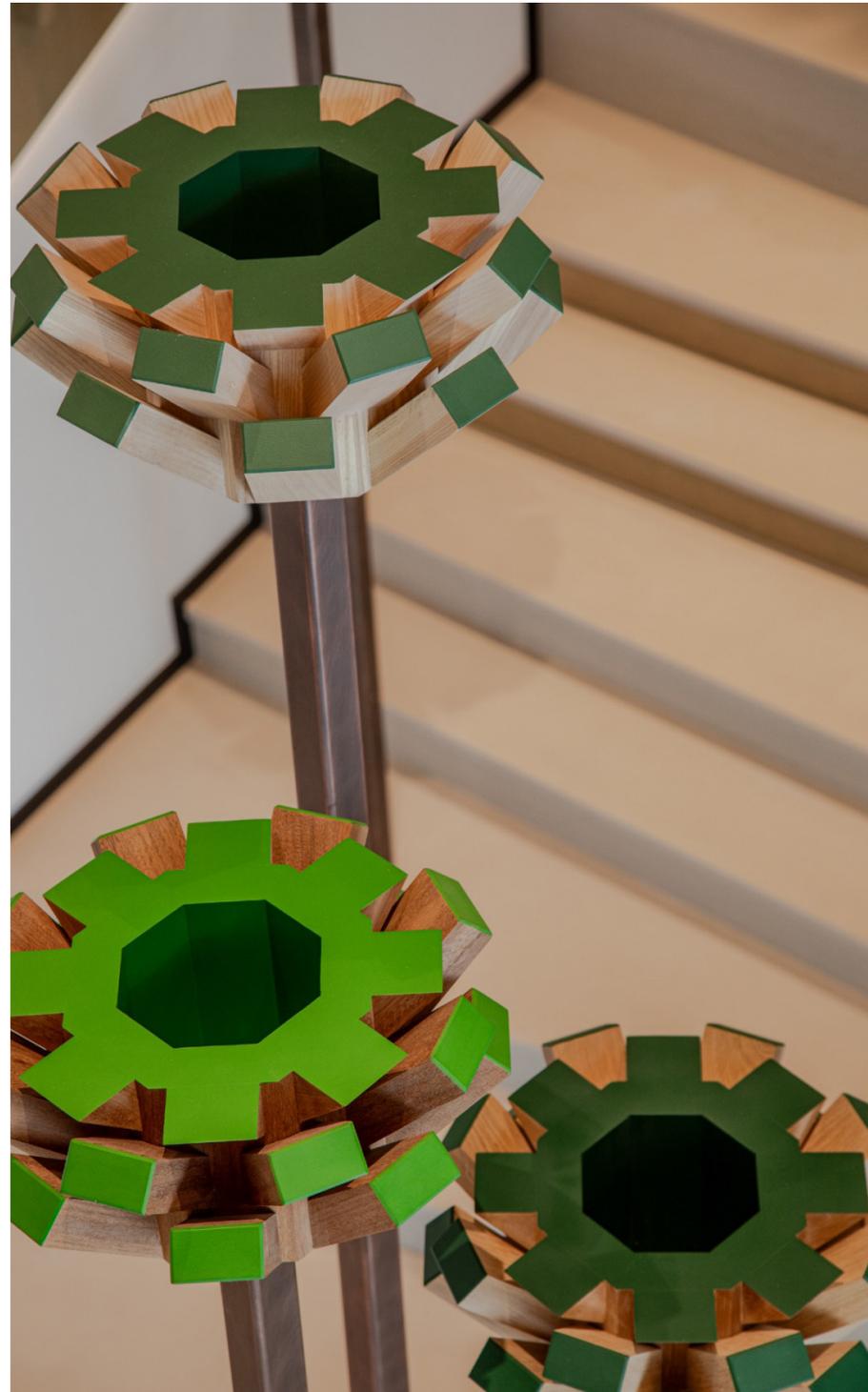
Palms and endemic, sustainable materials form the foundation of this installation, functioning as structural elements and carriers of **local cultural memory**. Their textures and organic geometries shape the **visual and tactile language** of the work, embedding it within its environmental context.

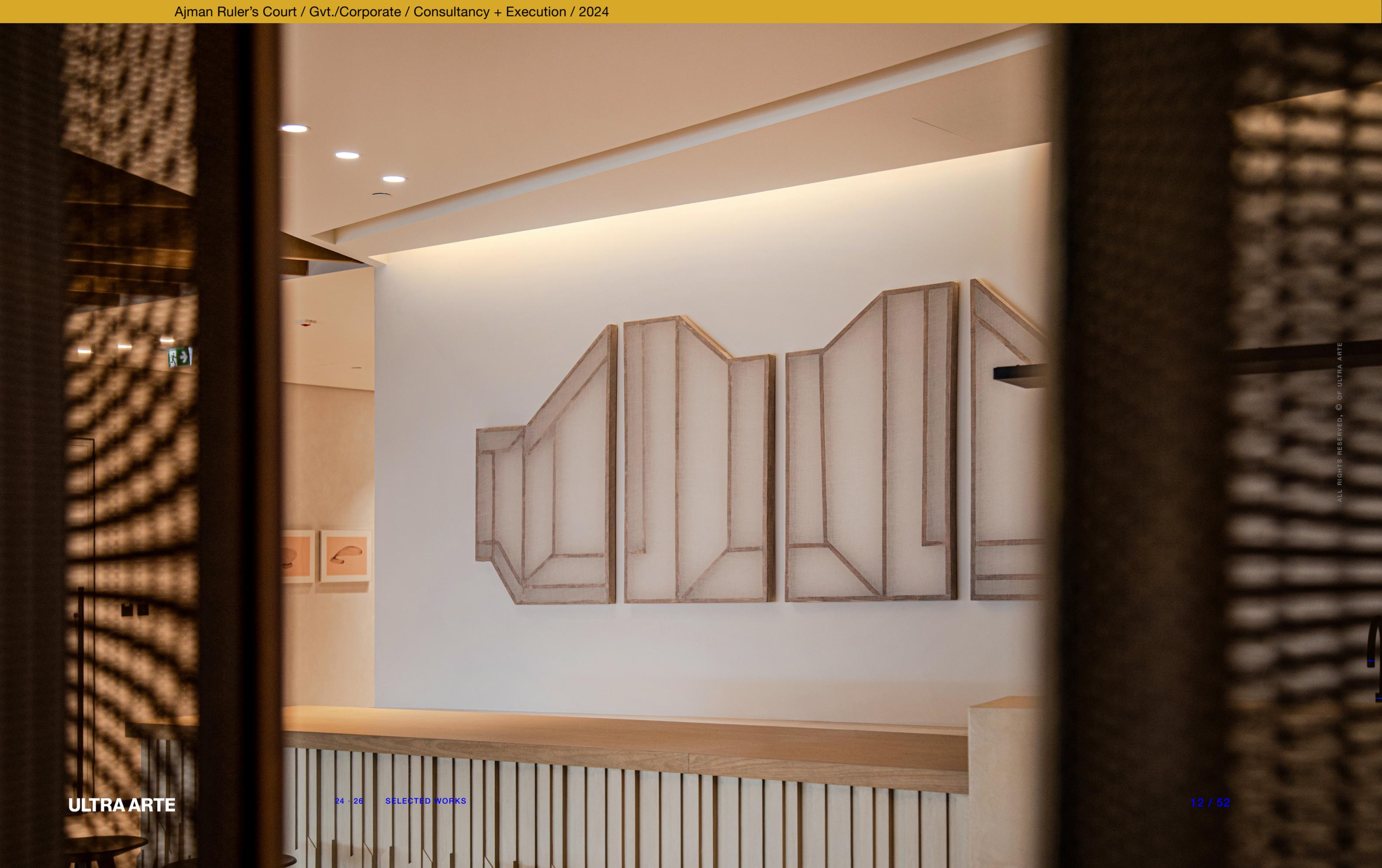
Conceived for the **theatrical staircase** linking two levels of the building, the large-scale intervention unfolds along this transitional architectural axis. It transforms the vertical passage into a space that invites both **movement and pause**, encouraging informal gathering within the lobby as visitors ascend or descend.



The immersive installation allows visitors to move among **palm forms rising up to four meters high**. Their scale creates a **walkable landscape** that evokes proximity to nature.

The composition evolved from an initially scattered arrangement into **clustered groupings** that reflect natural growth patterns, creating moments of enclosure and openness that reinforce the sense of immersion and **organic continuity**.





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ARTIST

Afra Al Daheri

The work explores **time, adaptation, rigor, and fragility** through layered processes and repeated gestures. Repetition introduces a sense of duration, allowing each phase to emerge and resolve within the surface and structure of the piece.

Conceived specifically for the space, the artwork translates the **brutalist architectural language** of the past into a lighter, more permeable presence. The solidity of that architecture is reinterpreted through **linen stretched onto wood**, where structural support and fragile transparency exist in tension.

ARTWORK

Construct, destruct, settle, rewind



ARTIST

Alia Hussain Lootah

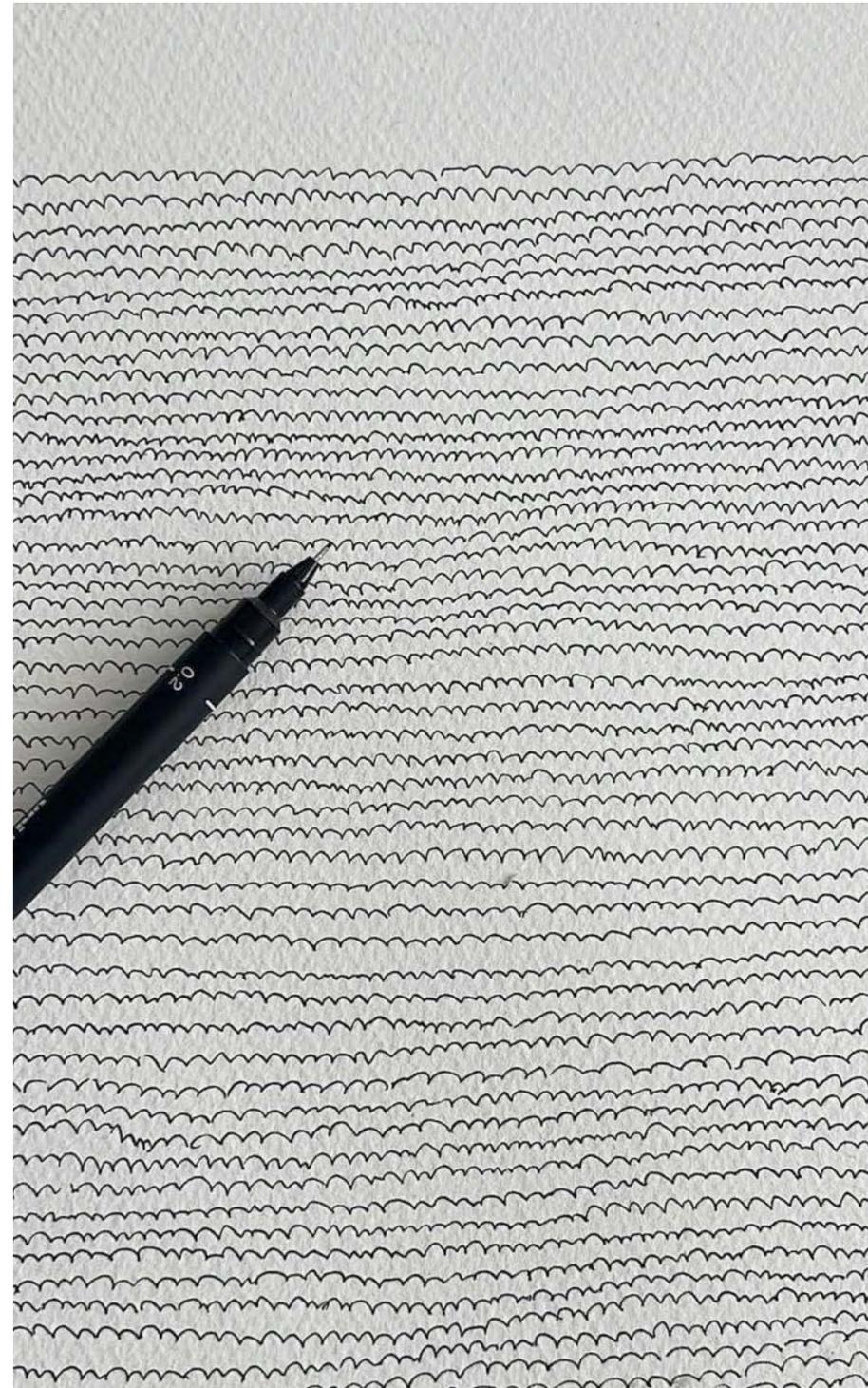


The work centers on a **fine, repetitive hand gesture** that is **focused and meditative** in nature. **Delicate threads** converge and accumulate to form **organic shapes** that evoke the shifting formations of birds in flight.

The technique conveys both **humility and precision**, creating an intimate material presence, while the compositions assert a **bold and self-contained spatial identity**.

ARTWORK

Form n1 and n3, repetition 2, 5 and 6



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ARTWORK NAME

Ajman: soil vs urbanism

ARTIST

Anna De Florian



Ceramic is a crucial expression of the craft of the Emirates: **flexible, functional, and humble**. It is connected to domestic life and trade while preserving its warmth and elevated feel.

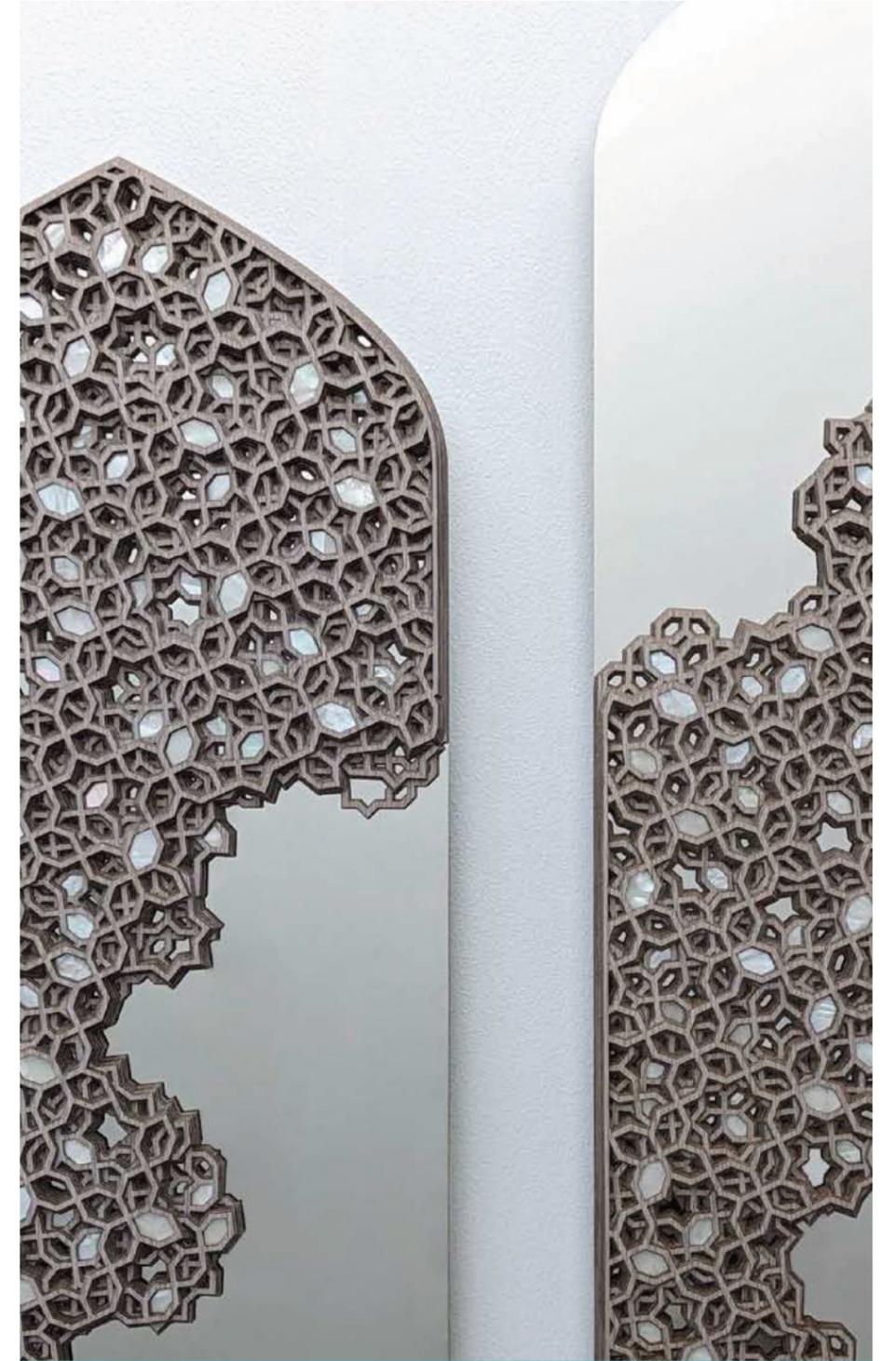
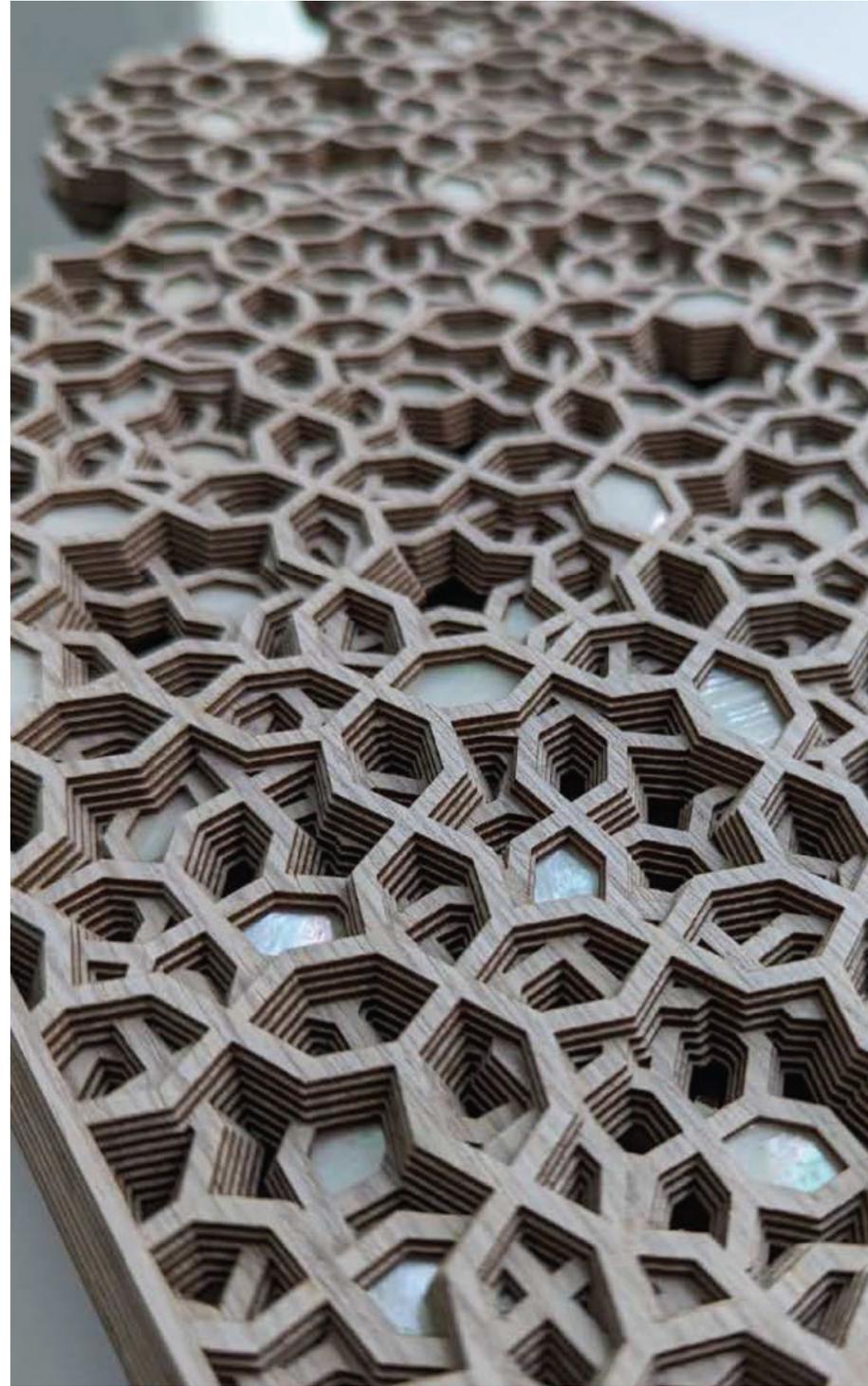
The material, hand-worked and baked, is closely tied to earth and soil, becoming a symbolic choice to represent the city's topography and its **unique position** between **desert** and **sea**.

The light beige hue of the glazing references the typical color of 1980s-1990s **villa exteriors**: the authentic and charming substance of a city in constant evolution.

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ARTIST
Julia Ibbini

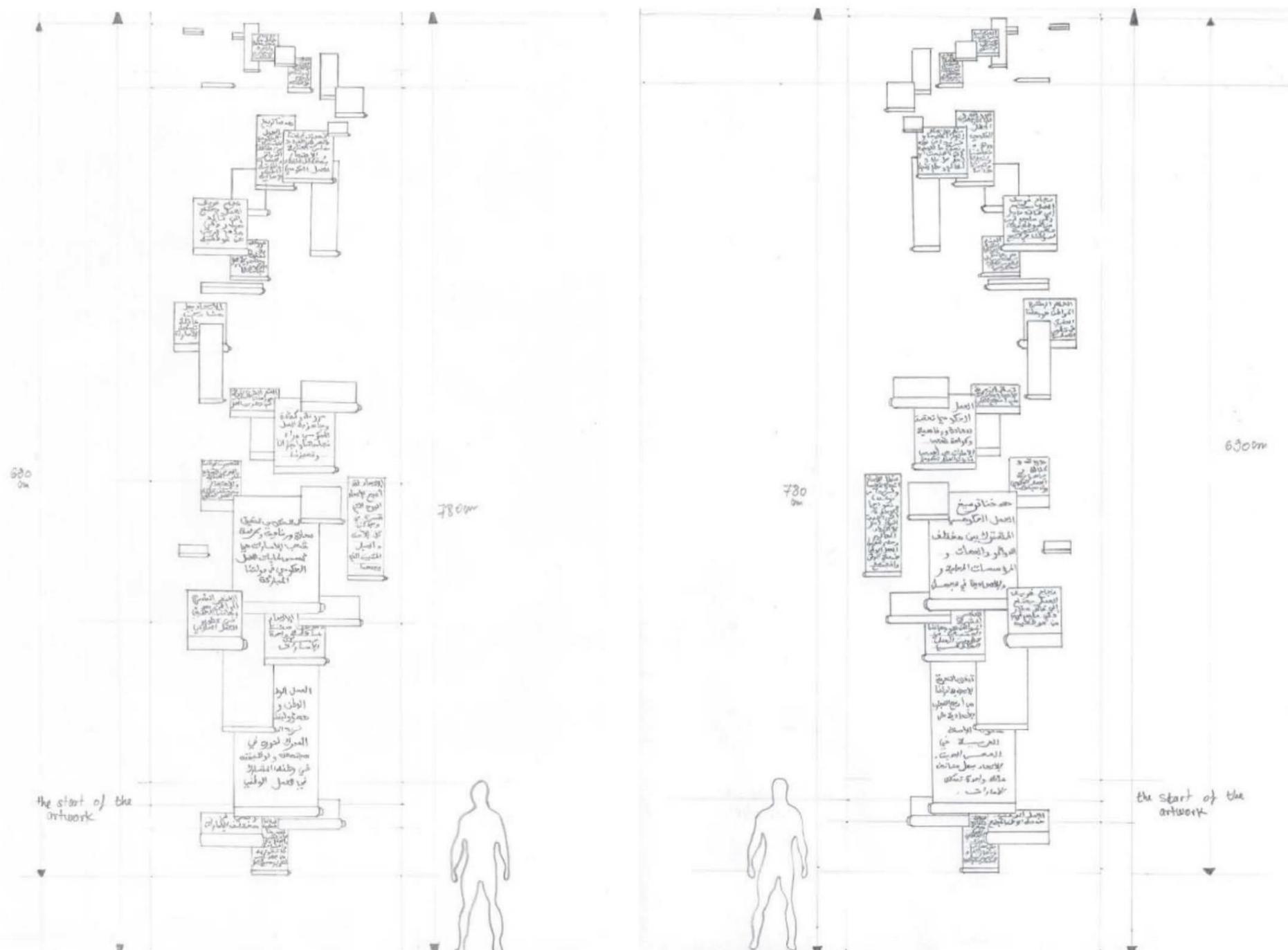
ARTWORK NAME
Untitled





ARTWORK NAME
Words / written, spoken, thoughts

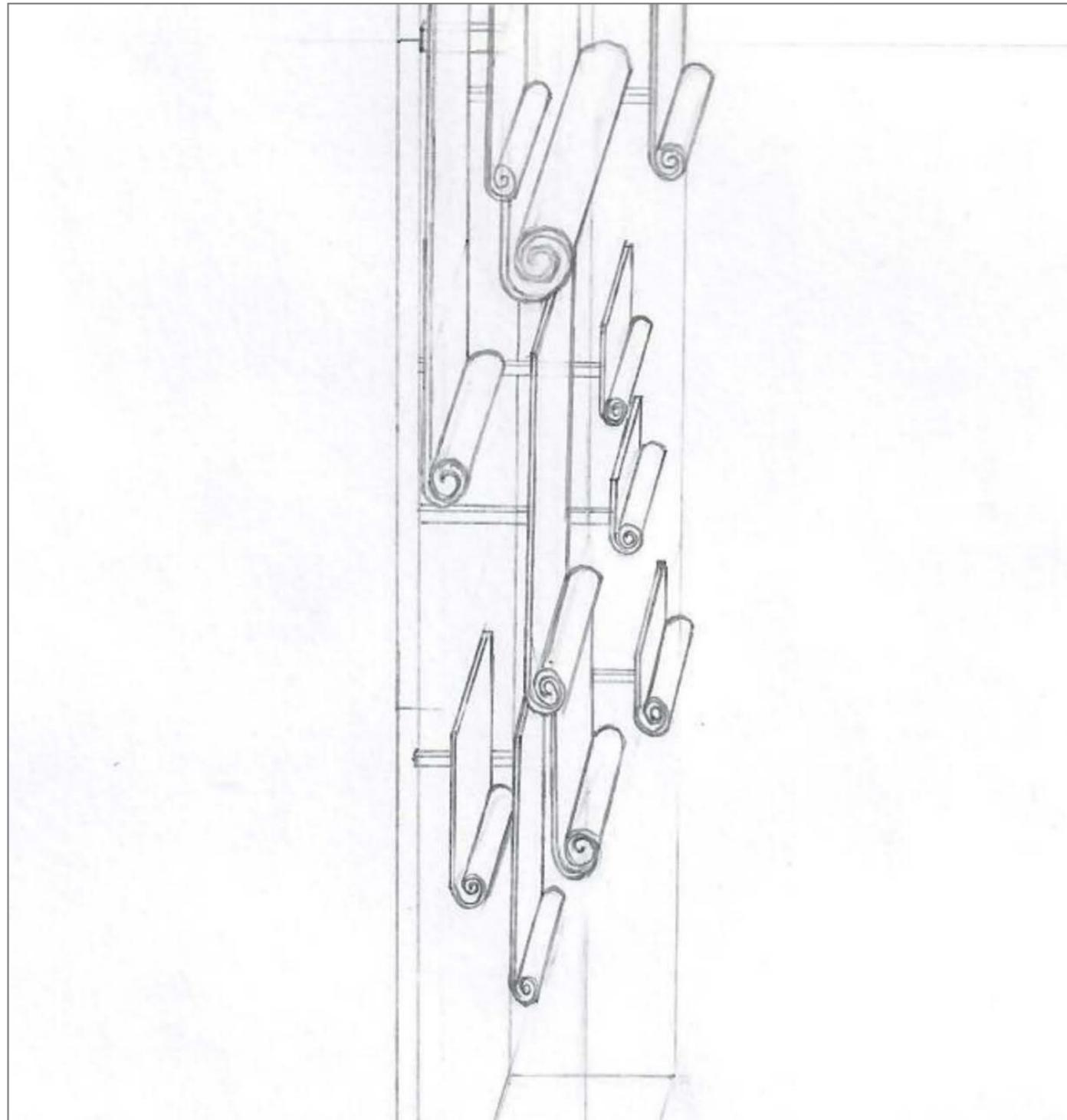
ARTIST
Jamal Habroosh Al Suwaidi



The installation takes the form of a **half- and quarter-opened letter**, referencing the historic Al Barwa correspondence once exchanged between rulers and dignitaries in the UAE. These letters functioned as instruments of diplomacy and official communication, comparable in importance to modern passports.

Crafted from **stainless steel**, the structure incorporates **laser-cut calligraphy** featuring quotes by H.H. Sheikh Humaid Bin Rashid Al Nuaimi and H.H. Sheikh Ammar Bin Humaid Al Nuaimi.

The engraved text becomes both **surface and structure**, transforming written language into a spatial presence that connects historical tradition with contemporary form.



ARTWORK NAME
Ajman back then



This artwork is a photographic print ensemble assembled from the client's archive.

The aim was to recreate a **spontaneous collage** that subtly narrates a story.





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ARTIST

Jayne Puylagarde



This artwork represents the city's **pulsing veins**, translating its underlying structure into a visual language.

Within a corporate environment, it reinforces **identity** and **belonging**, grounding the workspace in its **urban** and **cultural context**.

It reminds viewers that corporate spaces are active participants in the **life** and **rhythm of the city**.



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ARTIST

Zaman Jassim



The work unfolds as a **rhythmic sequence of vertical panels**, where layered textures and **earthy tonal gradations** evoke the passage of time.

The weathered, stratified surfaces suggest **calligraphic gestures and eroded landscapes**, encouraging slow visual reading and reflection.

Installed as a series, the panels establish a **contemplative visual cadence** that anchors and stabilizes the surrounding space



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Every area of the centre is designed and developed with the **child at its core**.

Deeply inspired by **Maria Montessori's pedagogical philosophy**, each space is carefully conceived to support the neurological development and overall well-being of young, growing minds.

The rooms offer a **rich sensory** environment, interactive, engaging, and thoughtfully calibrated to stimulate curiosity, exploration, and learning through experience.

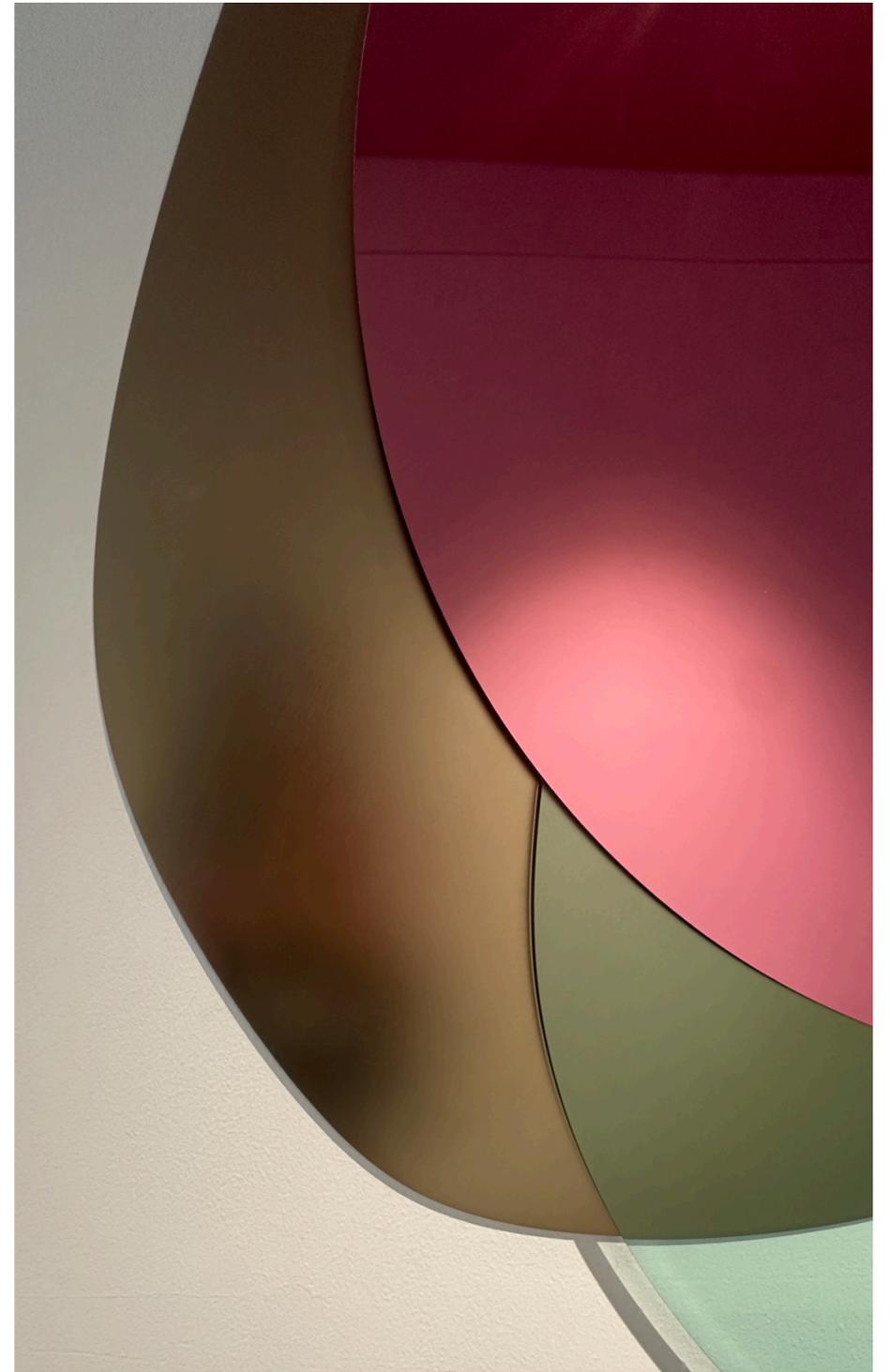




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ARTIST

Hazem Kurdali



ARTWORK NAME

Customized Artwork

The work merges **architectural structure** and **calligraphic expression**, bringing spatial precision into dialogue with fluid script.

Formal discipline and gestural movement coexist, creating compositions that balance **structural clarity** with **expressive rhythm**.



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Dream

حلم



Reality

واقع

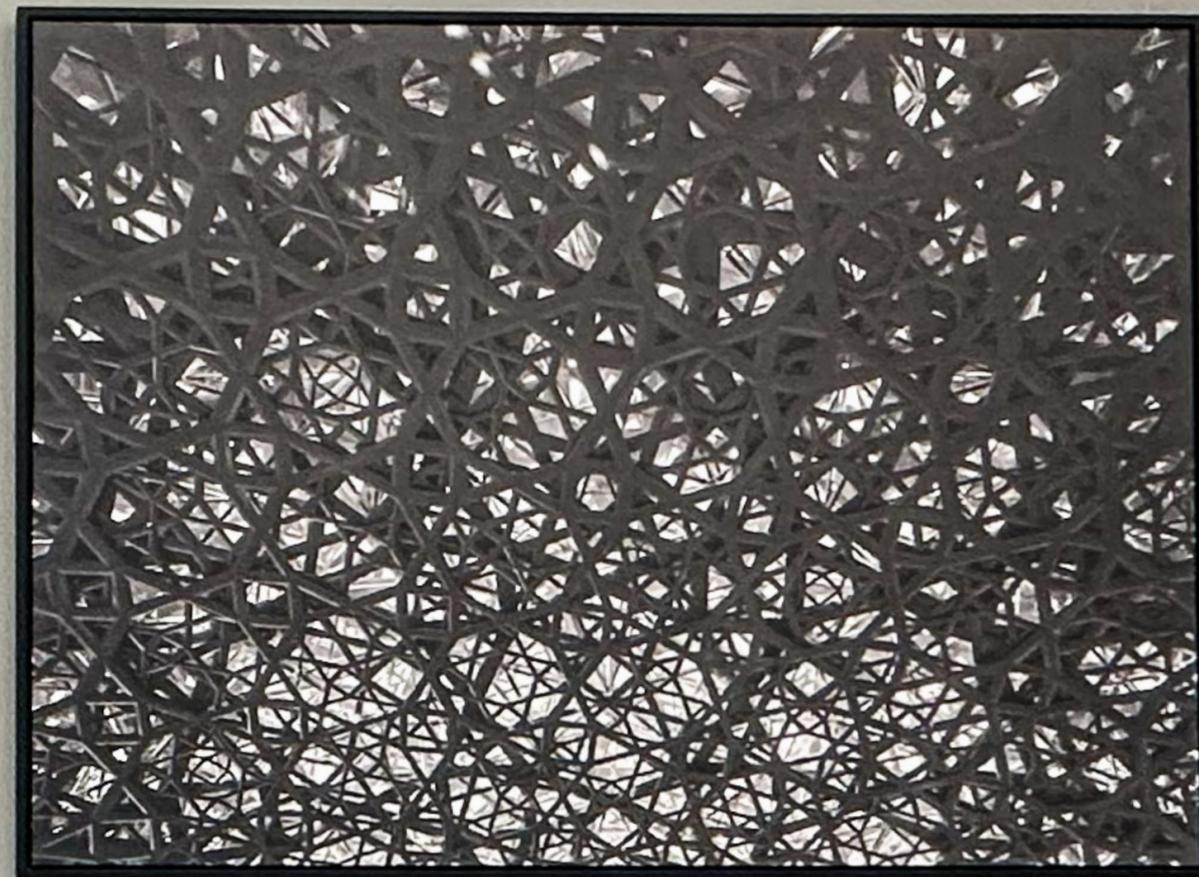


Determination

عزم













SHAPERS OF TOMORROW

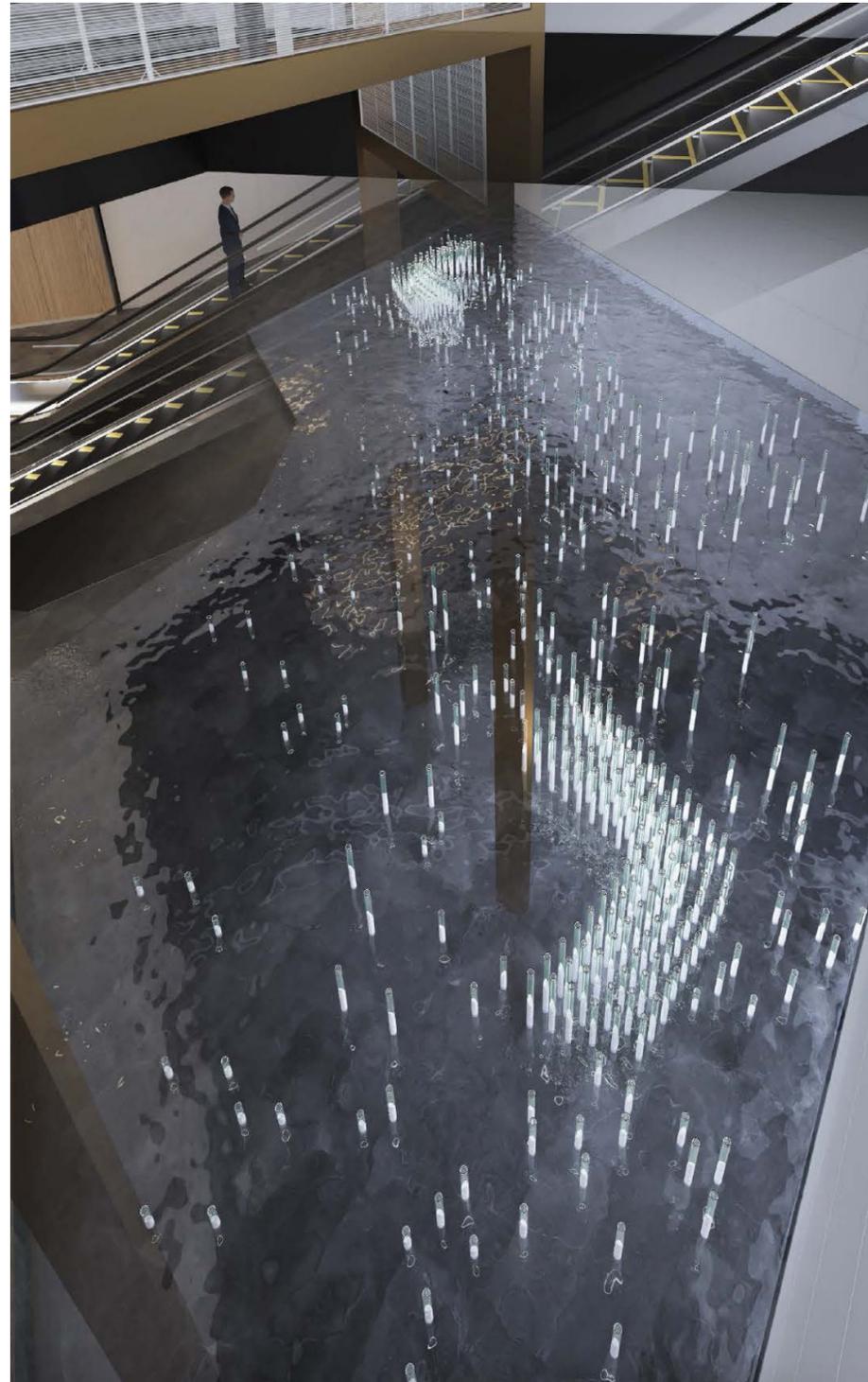
Collaboration between individual elements creates **complex forms** that would not be possible otherwise.

The elements of this sculptural installation work in **harmony** to form a much larger whole.

The concept is inspired by, and dedicated to, the brand's team, which comes together with cohesion and unity to achieve **ambitious goals**, shape the bank as a unified entity, and ultimately impact society by shaping its future.

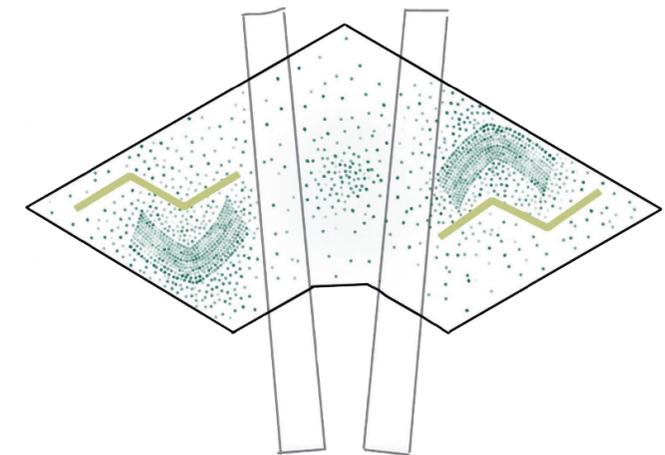


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Shapers of Tomorrow is a 2023 project in Riyadh featuring a light installation and water feature for an undisclosed client.

The corporate logo is formed on the water through a constellation of light tubes, symbolizing the **collective work** and **shared effort** valued by the organization.





Textile artist **Sarah Al Saman** draws on the significance of the **Emirati sadu pattern**, reinterpreted through a contemporary lens.

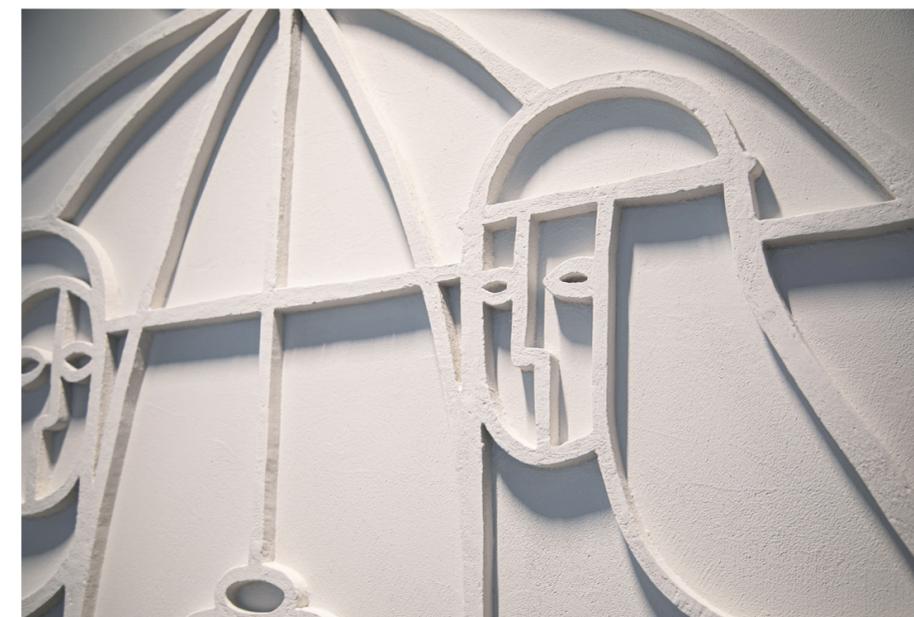
A soft gradient inspired by the **meeting of sand and sky** grounds the piece in its natural environment. At the center, the palm tree, an emblem of **UAE heritage** represents **hospitality and generosity**.

The sun and moon complete the composition, symbolizing warmth and guidance, and reflecting the local values of welcoming guests.



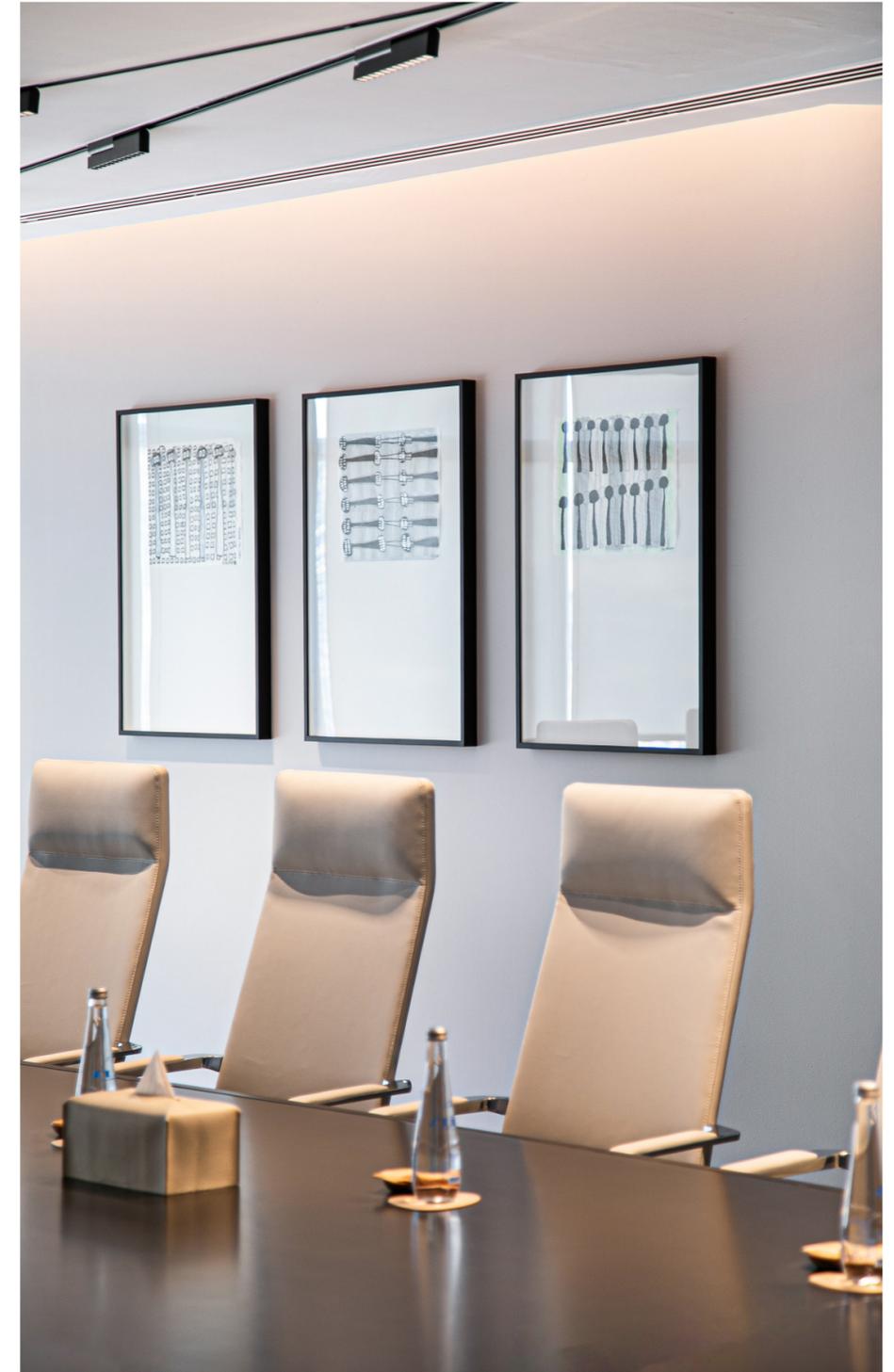
We selected a set of ceramic sculptures from Eman Al Hashemi, which mix architectural structures with free forms and crushed coffee cups in a brick-like block. The travertine plinths are design to live in accordance with the lines of the iconic **building from the 80s in Zayed City**, where the **prestigious Swiss school** finds its middle eastern venue.





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NPO has design two graphic, linear murals, recalling the **tradition of serving coffee and dates**. We transformed the design in a subtle bas-relief onto two wall, with the support of ArtPainting Lab team for the execution.



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Closed rooms and offices are spaces for smaller framed art: Taqwa al Naqabi has taken the visual language of the **bedouin grandmother** into a silkscreen, **preserving memories** of her familiar life and land, that had a lot to do with domestic life and nature.

Asma Khoori's material approach is fluid, beginning with acrylics and expanding to include symbolic, tactile elements, while used teabags transformed through time and use, represent **memory's changing nature**.





Background/Skyline:
handpainted, merged
with existing background
substrate.

Analemma: Gold brushed
of polished metal.

Portrait: handpainted,
highly realistic.

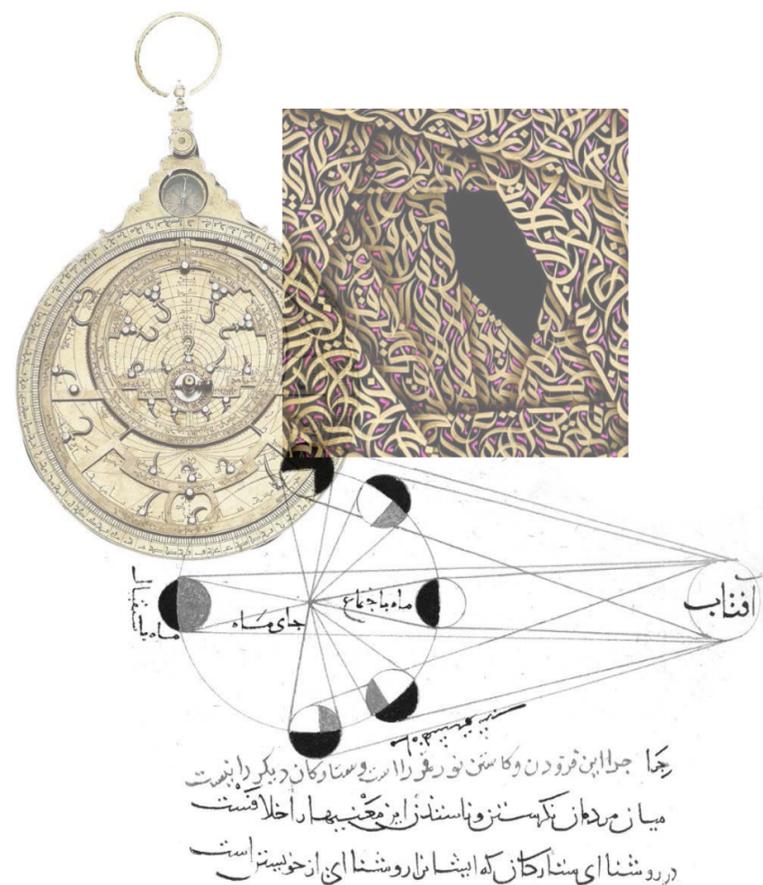
Dunes: Textured real
sand mixed to the paint.

Calligraphy: Brass/rose
gold brushed metal.

Mirrors: reflective
polished metal.



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The portrait is titled “A Clear Vision,” and it features several recurring symbols and layered visual elements that collectively reinforce and deepen its meaning.

Arabic heritage and ancient knowledge: The extended Arab world played a key role in early astronomical research. The manuscripts and related objects from this tradition are both visually compelling and historically significant, and will be used to introduce a sense of heritage interpreted in a contemporary way.



Tech and Noor’s mission: Elements of Noor’s forward-looking work and distinctive aesthetics form part of the narrative, with a particular focus on nature, open air, and sustainability.

Curated Sheikh Mohammed portrait: A formal yet unconventional photograph of Sheikh Mohammed bin Rashid Al Maktoum will be selected to develop the pose. The portrait will be the central element of the artwork, and its orientation will dictate the overall direction of the composition.

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أسبوع دبي للتصميم
DUBAI DESIGN WEEK



DOWNTOWN DESIGN

STRATEGIC PARTNER



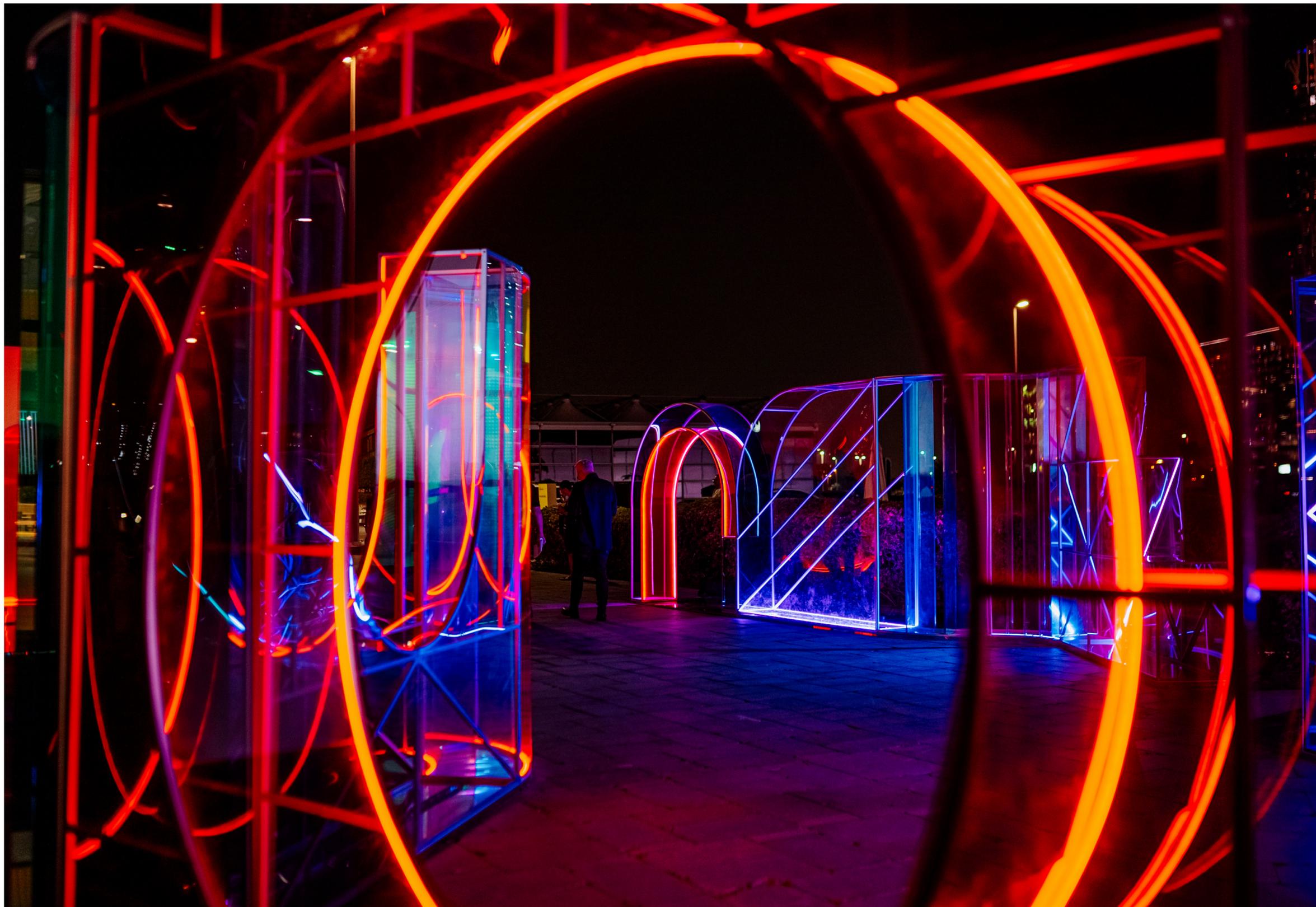
STRATEGIC PARTNER



دبي للتصميم



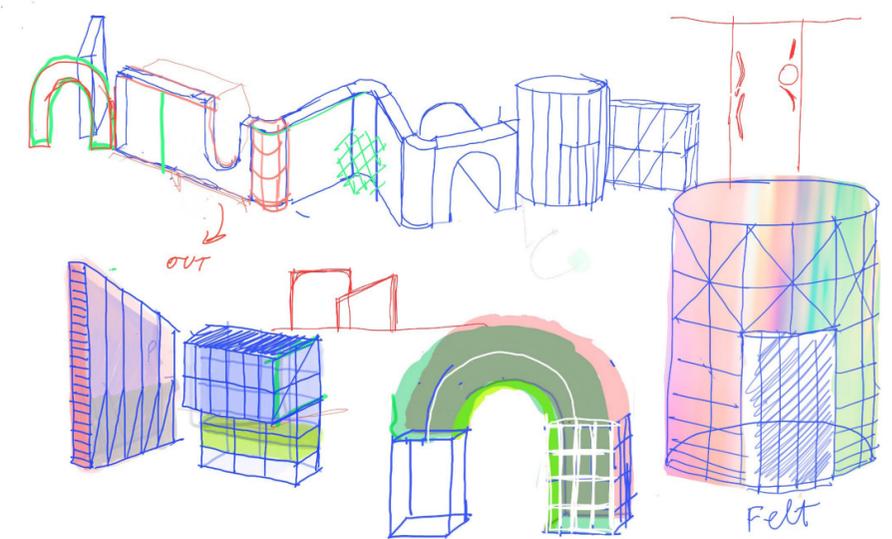
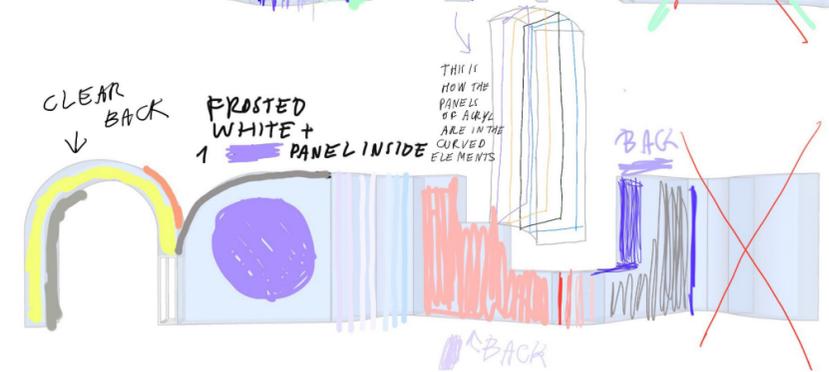
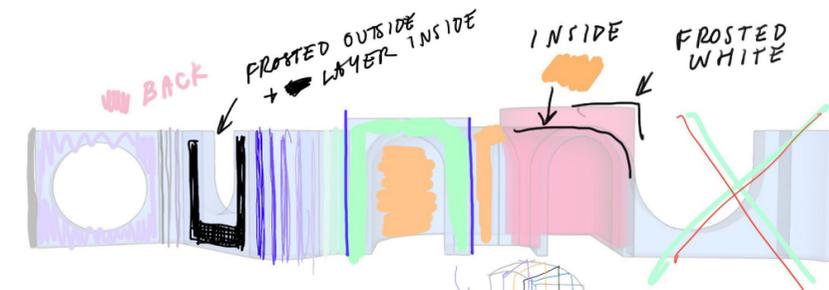
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The opening outdoor art installation for **Dubai Design Week** titled “**Light Gazing**”, a key event of the design scene in the Middle East, is an experience exploring the mutable relationship between **natural** and **artificial**.

An **immersive** and **interactive** sculpture will invite the visitor to observe the play of sunlight and artificial lighting with color and form.

Ultra Arte teamed up with **Light and Lives**, for a playful collaboration experimenting with recycled materials, maximalism, modularity, transparencies, reflections and overlapping of colors.

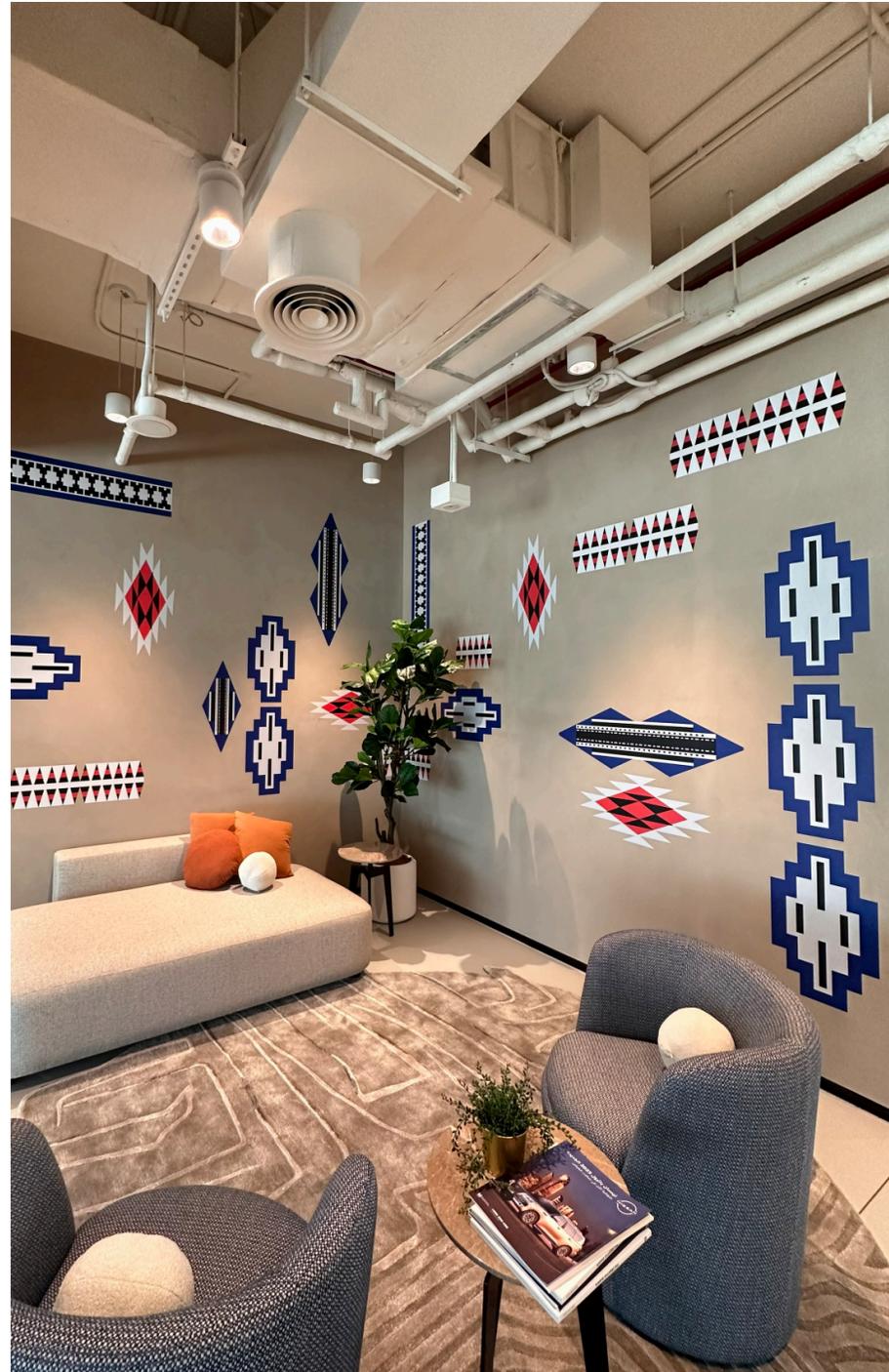


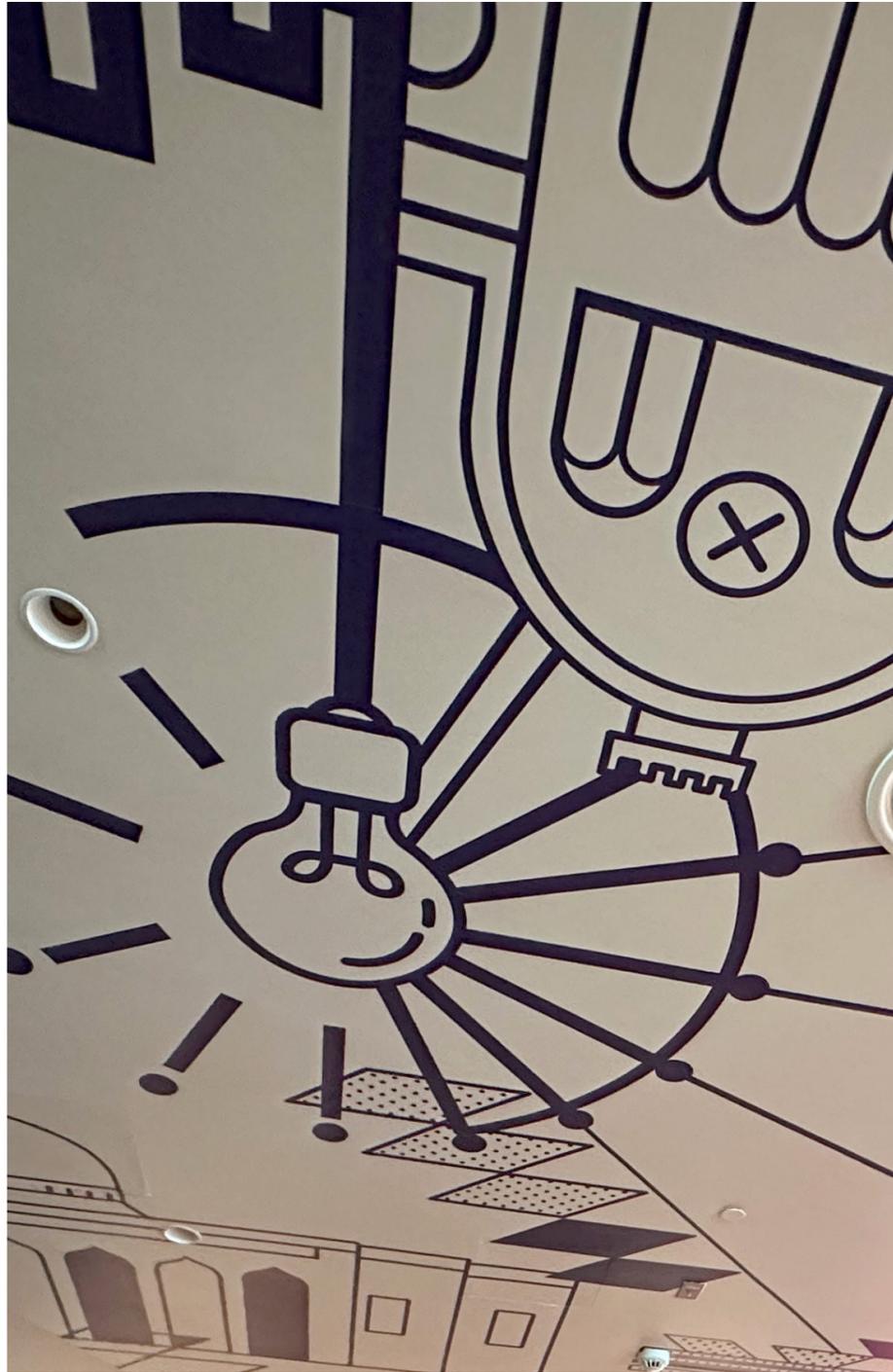


SHEERA HQ

Sheraa HQ is a 2023 project located in Sharjah, featuring wall sticker installations commissioned by **Sheraa**.

Through simple, affordable, yet effective graphic interventions, the project translates the institution's **identity** and **mission** into the built environment.



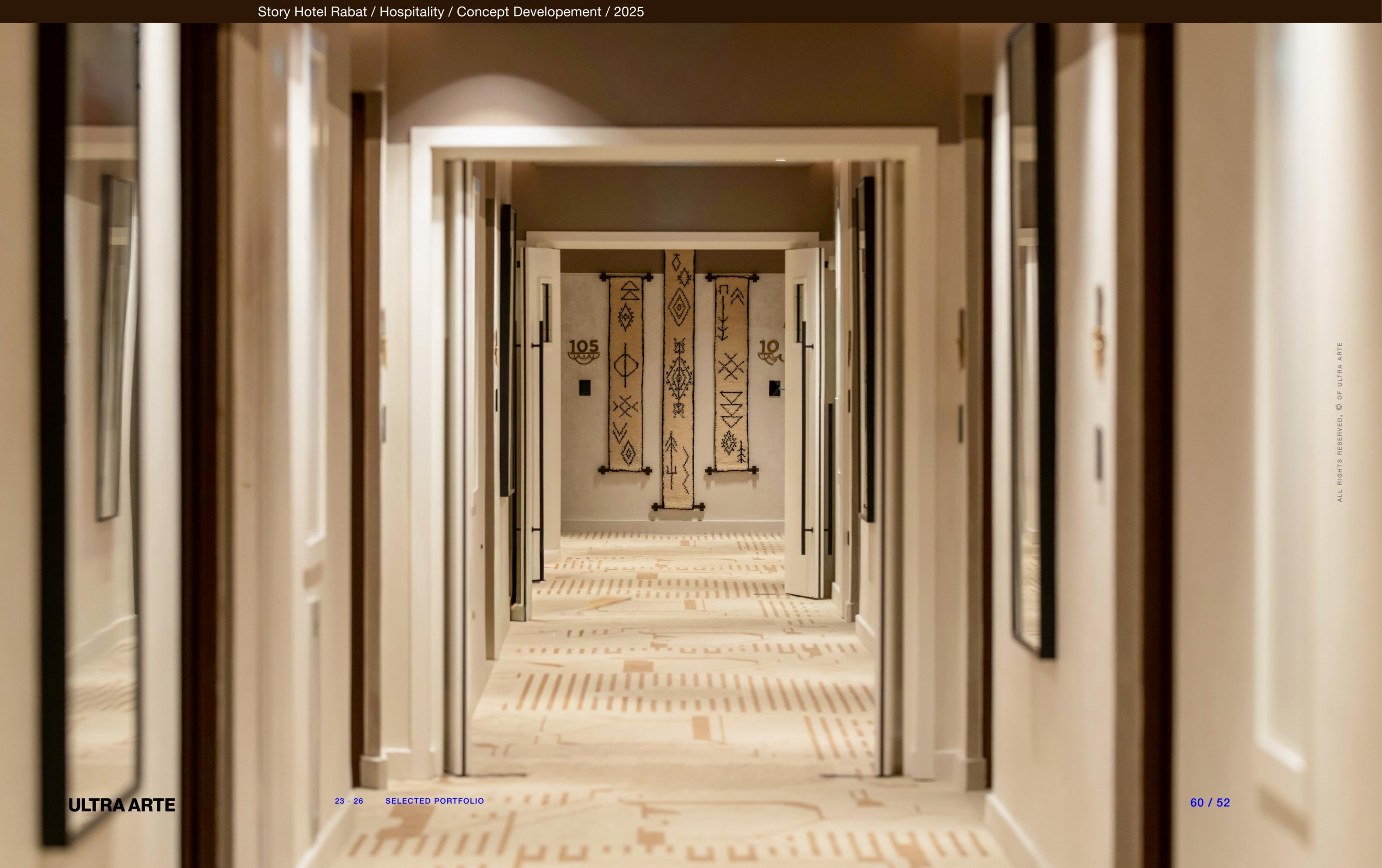


roar

This project in Al Serkal, Dubai, features a custom wallpaper commissioned in 2022 by **Roar**.

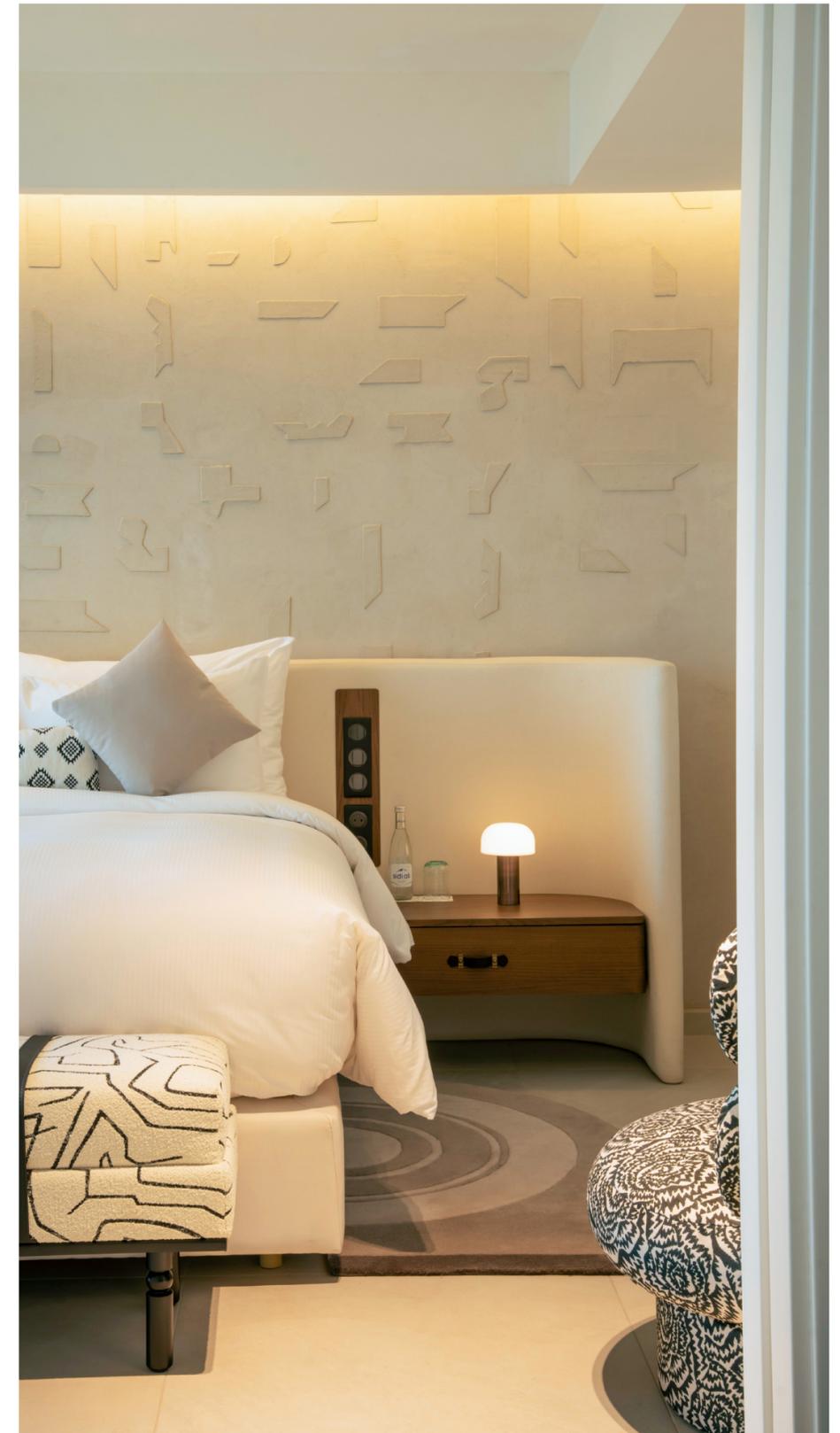
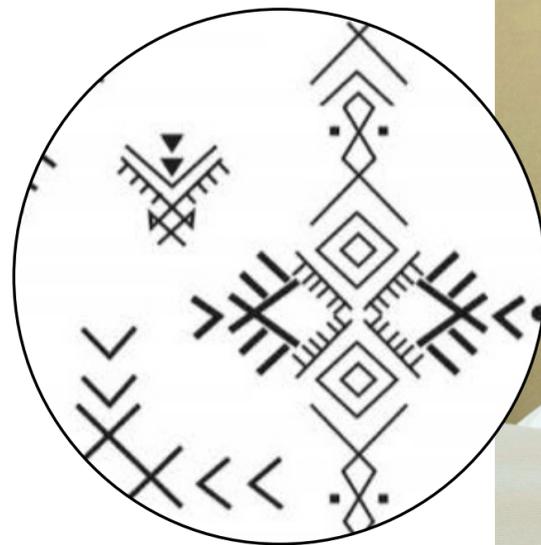
The design celebrates Dubai's **culture, diversity, and vibrancy** through a sleek wall mural with a subtle feminine touch.





The curation supported the development of the branding, translating it into a **localized and layered narrative** that informed the design process. Developed in dialogue with the ID team, this narrative became a conceptual framework guiding material, spatial, and visual decisions.

The process examined how this storyline could be woven throughout the space, generating a **cohesive and playful spatial experience** across rooms, restaurants, and common areas. The result is a **nomadic-inspired** journey that unfolds progressively, inviting exploration and continuity.





Styling is often an integral part of consultancy work, extending beyond conceptual direction to the **careful selection** of smaller furniture pieces and decorative elements.

It involves **refining materials, finishes, textures, and accessories** in order to complete and harmonize an environment. Through these considered adjustments, the overall space gains coherence, character, and a resolved visual identity.







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Thank  **you!**