

MARINE INTERIORS TAKE YOU UNDER THE SEA AT CATCH, ABU DHABI!

Abu Dhabi, UAE. 15 January 2015 - Newly opened [Catch](#) in Abu Dhabi is welcoming guests attracted by its unusual and stunning interiors, as well as its phenomenal array of seafood dishes.

Catch, owned and operated by one of the UAE's leading catering companies, [Royal Catering](#), opened earlier this month to rave reviews after having worked hand in hand with international interior design firm, LW Design Group, to get the interiors just right.

Bringing the fresh sea air of Abu Dhabi's Corniche into the restaurant, the space is designed using a sophisticated neutral palette with references to sea life patterns and textures throughout, creating a relaxing and engaging environment that can be enjoyed by guests both day and night. The design of the outlet provides the perfect backdrop to the vast international seafood offering, as well as the chill out entertainment and stylish, buzzing ambience enjoyed every evening at the restaurant.

Every element of the design has been superbly thought of, from the natural live-edge timber tables and the soft linen fabrics mixed with metal accents to add a touch of glamour to the nautical inspiration represented in the rope clad columns and the decorative pendant lights.

There are also references to marine life throughout Catch, with the counter fronts, feature walls and console tables all designed with fish scales in mind, using metal, timber, mother of pearl and stone finishes. Where possible local materials were used, including the fish scales on the joinery pieces, which were handcrafted in the UAE, and the beautiful natural driftwood, which was sourced from nearby shipyards.



Guests are encouraged to interact when dining or relaxing at Catch, with a large LED screen, show kitchen and sushi counter all featuring in the restaurant. Royal Catering wanted to create a destination where guests could experience a different vibe depending on where they sat in the restaurant or bar, something that allowed LW Designs to bring out creative elements in different areas of the space.

A lounge bar with a backdrop of a feature TV wall displaying slow moving organic images leads onto a more formal dining experience; offering different dining options for returning guests. This intimate, yet inviting atmosphere urges guests to come back to Catch, with them noticing something new every time they do. There is also a sundowner's rooftop lounge, which goes perfectly with the chilled out tunes being played by the resident DJ.

“We are extremely proud of the design of Catch,” said A.M. Simreen, CEO of Royal Catering. “We wanted to create a space that was completely unique to the Abu Dhabi dining scene, and just encourage people to hang out with friends and admire their surroundings. The interiors of Catch perfectly complement the menu and offer visitors a 360 guest experience.”

Having started work on the design of the concept of Catch in January 2013, a lot of time and energy was put in to designing the right concept with the perfect interiors to match. The main challenge in terms of design was working with the existing building.

The team added an external staircase to link the two floors and designed the space to ensure adequate kitchen and washroom space was provided. They played around with the marine life and nautical inspiration, making sure it worked in harmony with the colonial style architecture of the building, and have found a perfect balance between intriguing and unique and stylish and sophisticated.



“Right from our initial meeting with Royal Catering when we were introduced through a tasting menu to their vision for Catch, to the opening night, it has been an exhilarating experience,” said Rachel Kidd, Senior Interior Designer at LW Design Group. “We wanted to create something special, an upscale venue with transformative areas that brought the outstanding surroundings indoors.”

Located on Abu Dhabi’s Corniche, close to business hubs of the capital, Catch serves up delicious business lunches, as well as a freshly caught dinner menu.

With the experience and expertise of Royal Catering, who also operate other successful outlets in Abu Dhabi, including Café D’Alsace and Rozanah in Yas Marina, Catch is set to be a success with locals and tourists alike.

For more information on the restaurant and to make a booking, and admire the interiors, visit the website: www.catch.ae or call +971 26 11 0909. For more information on LW Design Group projects, head to the website: www.lw.co.

Contact: Frances Barton, Media Relations Director, In2 Consulting, Dubai, UAE; frances@in2consulting.com; +971 4 455 8499; +971 50 650 3900.

Royal Catering www.royalcatering.ae

Established in 2003, Royal Catering has gained its reputation as one of the region’s leading caterers. With a combination of expertise, quality and innovation, Royal Catering provides world-class catering solutions across its three main divisions: Contractual, Commercial and Creations.

More than 2,000 highly trained professional staff and state-of-the-art kitchens, including one of the UAE’s largest kitchens and a unique fleet of mobile kitchens, have paved the way for Royal Catering to become a preferred choice of catering solutions in the region’s hospitality industry, as well as for international events.

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