
DEISMA

SYSTEMS ARCHITECTURE

Hospitality: design, delivery and **FF&E**.

An owner-side project management, consultancy and design practice for hotel, resort and serviced-apartment developments — from first concept to opening day.

PROJECT MANAGEMENT • CONSULTANCY • DESIGN

HOSPITALITY CAPABILITY • 2026

DENVER • ISTANBUL • ASTANA

ABU DHABI PLAZA • SHERATON HOTEL • ASTANA



A studio that has **built the hotels**, not just drawn them.

DEISMA is a project management, consultancy and design practice with hubs in Denver, Istanbul and Astana. We work on the owner's side across the whole arc of a development — concept and schematic design, design development and BIM coordination, cost planning, procurement and tender strategy, programme management, QA/QC, commissioning and handover. Our founders have run guestroom fit-outs, resort master plans and 300-key turnkey packages themselves. Principals do the work; there is no junior handoff.

DESIGN

Concept to construction set

- Concept and schematic design
- Design development and coordination
- BIM authoring and model management
- Interior, fit-out and experience design
- Brand-standard and key-count testing
- Design systems for multi-asset operators

DELIVERY

Owner's representation

- Owner's rep and delivery leadership
- Value engineering and cost optimisation
- Cost planning, estimating and control
- Programme and schedule management
- Procurement and tender strategy
- QA/QC, commissioning and handover

TECHNOLOGY

Smart building and guest systems

- ELV / ICT strategy and RFP authorship
- Smart-building and IoT master systems plan
- Digital twin and BIM linkage
- Indoor coverage and guest-facing systems
- Vendor-neutral specification and verification
- The owner keeps the data — no lock-in

55+

YEARS COMBINED

Delivery and design across three founders

6

COUNTRIES

USA · Türkiye · Kazakhstan · Russia · Ukraine · Turkmenistan

\$500M+

PROGRAMMES LED

Hotels, resorts, arenas, mixed-use and infrastructure

3

HUBS

Denver strategy · Istanbul design & supply · Astana delivery

The Türkiye supply route — run as design work, not sourcing.

Our Istanbul hub sits inside the furniture, joinery, lighting, stone and textile market that much of European and Middle Eastern hospitality already buys from — at materially lower cost. We do not simply introduce you to it. We specify, tender, value-engineer and inspect, so the saving comes out of cost rather than out of the guest experience.



WHAT WE RUN

FF&E and OS&E package

- FF&E / OS&E specification, schedules and budgets
- Supplier prequalification and factory audits in Türkiye
- Package strategy, tender and award
- Prototype room, mock-ups and sample approval
- Value engineering against brand standards
- Factory and site QC, logistics, installation supervision
- Custom joinery, casegoods, lighting and stone to spec

WHY US SPECIFICALLY

We have sat on every side of this table

- **300-key Sheraton, Abu Dhabi Plaza** — general fit-out contractor across guestrooms, public areas and back-of-house
- **Sheraton furniture contract** — managed on the supply side by our Istanbul founder
- **Hotelya by KOLSAN** — hospitality loose-furniture manufacturer, executive committee
- **Swissôtel Moscow** — 55,000 m² of finishing and fit-out on a landmark tower
- **9+ fit-out and TI programmes** across Türkiye — hotels, banks, hospitals

Value engineering is our strongest single credential. \$6–10M released on one scheme through an alternative basement-parking design; significant cost removed on a 45,000 m² design-build by replacing a single subcontractor with a package-based model; a six-month finishing programme closed in two by resequencing alone.

Guests should never have to **ask where anything is.**

We are partnering with a specialist solutions partner to bring indoor wayfinding and guest navigation to large, multi-building and mixed-use properties — resorts, convention hotels, and hotels wrapped inside a mall or tower. GPS finds the building; it does not find the ballroom. This is the layer that does.



THE OFFER

Navigation designed in with the building

- Turn-by-turn indoor routing for guests and staff — rooms, ballrooms, spa, F&B, parking, gates
- Delivered inside your own app or as a no-install web experience
- Event and conference mode: routing to the right session in the right hall
- Accessible routes as a first-class path, not an afterthought
- Movement data that informs retail placement, signage and staffing
- Coordinated with signage, BIM and the ELV design — not bolted on after opening

WHY DEISMA IS THE RIGHT INTEGRATOR

Wayfinding fails when it is procured as an app instead of designed as a building system. We already hold both halves.

- **ICT and ELV at scale** — director-level delivery on a \$100M Olympic resort village, a \$76M Olympic complex and a \$38M stadium, plus indoor coverage systems for GSM operators in Türkiye and Ukraine
- **The building itself** — BIM models, floor plans and circulation logic we authored or coordinated
- **Vendor-neutral** — no reseller margin, and the property owns its own data layer

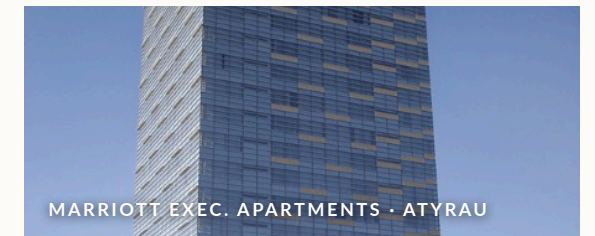
Hospitality and fit-out projects **our founders have delivered.**

Roles held personally by DEISMA's founders across owner-side management, design, fit-out and FF&E supply. Tags: OG Omer Gok, delivery & design SK Selim Karakulah, FF&E & technology BOTH both founders.

PROJECT	LOCATION	ROLE	SCALE
Abu Dhabi Plaza — Sheraton Hotel BOTH	Astana, KZ	Fit-out PM · furniture contract PM	300 keys
Swissôtel Moscow OG	Moscow, RU	Site architect — finishing & fit-out	55,000 m ²
JW Marriott Executive Apartments OG	Atyrau, KZ	Project leader — turnkey PM	USD 50M
Borovoy Golf Club & Presidential Residence OG	Schuchinsk, KZ	Managing director — design-build	103 ha
Palace of Martial Arts — arena, hotel & spa OG	Astana, KZ	Project manager — design-build	45,000 m ²
JW Marriott Hotel Almaty OG	Almaty, KZ	Tender and sample rooms	50 storeys
Ritz-Carlton Astana OG	Astana, KZ	Schematic design	—
Marriott Executive Apartments Aktau OG	Aktau, KZ	Design development	—



PROJECT	LOCATION	ROLE	SCALE
Boutique hotels & golf-resort club buildings OG	Kazakhstan	In-house design office lead	Multiple
Dedeman Hotel OG	Türkiye	Renovation and TI delivery	—
SaryArka Shopping Mall OG	Astana, KZ	Project leader — full scope	USD 65M
Hotelya by KOLSAN — hospitality furniture SK	Istanbul, TR	Sales director, executive committee	Loose FF&E
Sochi Olympic Gorky Gorod Village SK	Sochi, RU	ICT director — RFP, review, supervision	USD 100M
Ashgabat Olympic Complex SK	Ashgabat, TM	ICT consultant — RFP authorship	USD 76M
Energy Discovery Center, EXPO 2017 SK	Astana, KZ	Project development	12,000 m ²
Donbass Arena SK	Donetsk, UA	IT and stadium systems director	USD 38M



Tell us what is in your pipeline. **We will come back with a proposal.**

We can be engaged for a single package — an FF&E tender, a value-engineering review, a wayfinding scope — or for the whole arc from concept to handover. There is no obligation in a first conversation, and no charge for a first look at a scheme.

ENGAGE US FOR

One package

- A value-engineering review of a live scheme
- An FF&E package tendered through Türkiye
- An indoor wayfinding scope for one property
- A constructability and cost second opinion

OR FOR

The whole arc

- Concept and schematic design
- Design development, BIM and coordination
- Procurement, tender and contract strategy
- Owner's representation through to opening

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BOROVY GOLF CLUB & PRESIDENTIAL RESIDENCE · 103 HA · 5-STAR HOTEL, CLUBHOUSE AND RESIDENCE

THINKABLE. TESTABLE. BUILDABLE. — DEISMA DELIVERY STANDARD