

d⁺gm





WHO ARE WE

d+gm united call to action
/ mission /
/ vision /
/ value proposition /

d+gm united was established with the sole purpose of combining some of the industries most talented minds to create outstanding f&b destinations. With each team bringing their core strengths, d+gm united offers leadership and support from the inception of the idea to project launch, with nothing lost in between. Our success is helping developers create aspiring venues and enjoyable customer experiences with commercial performance as a top priority.

Let the storytelling begin.



FOUNDERS

Gary / diverseconcept *co-founder*

For more than 25 years Gary Szillich has been instrumental in designing restaurant and bar concepts around the globe.

Having owned and operated numerous restaurants and bars, featuring a variety of concepts, has equipped Gary with a unique ability to create aspirational venues that are successful profit centres and are designed to enhance the customer's experience. They are operationally efficient, unpredictable and fun.

As Founder of both d+gm united and diverseconcept, together we are in pursuit of developing aspiring brands and timeless food & beverage concepts. This has been Gary's lifelong passion now culminating in d+gm united and the diverseconcept-greymatters collaboration.



FOUNDERS



Alan / greymatters
co-founder

Alan Barr has almost 20 years of design experience that began in New York in 1998 as Managing Director of zeffdesign. Hailed in the Big Apple as one of the pioneers of the convergence of brand, architecture and interiors as a unified design discipline, Alan's portfolio features a wide range of typologies, from hotels, resorts and casinos, country clubs and spas, to premium residential projects, and interiors of super yachts and private helicopters.

With a vast career viewed as a journey from a traditional architect to a true global designer and this chapter of Alan's career is the culmination

of all he has been working towards. "In the beginning, there was practically no benchmark for integrated design consultants offering it all under one house," he says. "Today, the trend has come full circle and d+gm united is out in front, bringing a collective, proprietary and unified approach to clients around the world."

As Founder of both d+gm united and greymatters, together we are in pursuit of developing aspiring brands and timeless food & beverage concepts. This has been Alan's lifelong passion now culminating in d+gm united and the greymatters-diverse concept collaboration.



LEADERSHIP



Caney Ng

As a self proclaimed 'designer-foodie', Caney has focused the last six+ years exclusively on the creation and development of F&B focused projects. With a design flair driven by the ability to create the best user experience based on intimate understandings of brand values she also leverages her knowledge of business acumen and realistic operational goals to develop properties that create strong emotion and lasting impressions.

Having recently completed her fortieth F&B project in just a few years, Caney has crossed disciplines of Bar, Bistro, Cafe, Nightclub, ADD, Specialty venue, Chain outlets, Clubhouse, Private members clubs, F&B lifestyle outlets and F&B retail kiosk.

David O'Hara

David is a technically savvy, intrepid innovator with experience creating iconic F&B concepts in 10 countries in Asia, Europe and the Middle East.

Whether he is an International Executive Chef delivering unrivalled culinary experiences for celebrities and heads of state; pioneering the food concepts of renowned rock star restaurateur Arkady Novikov; or as the General Manager of 5-star international hotels and luxury boutique resorts; David is highly skilled in hospitality operations on any scale.



David's contribution to the Diverse team enables us to deliver integrated design services – bringing together the technical, spatial, physical and experiential - all grounded on a single, concept core.



James Robertson

British-born and educated Architectural and Interior Designer based in Singapore since 2009, with experience working in Singapore, Malaysia, Vietnam, Cambodia, Laos, Korea, Sri Lanka, Nepal, the United States and The Maldives. Passionate not only about design and the built environment, but understanding and responding to the complex and varying economic, environmental and cultural parameters that define the contemporary brief.

Recent experience on Retail and Hospitality architecture has centered on the intersection between branding, marketing and design; James believes this is an area ripe for the pollination of fascinating new creations of digital, virtual and physical space, and hope to continue working in this sphere, observing and contributing to the exciting new environments evolving all around us.

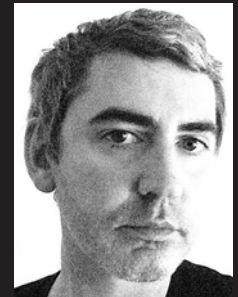
LEADERSHIP

Jason Egan

First-of-concept focussed design manager with 7 years APAC exposure & 15 years global experience. Jason has been with greymatters since the company's inception in 2012 and has been instrumental in developing many of the firms most complex projects.

Jason has a proven track-record delivering premium & luxury first-of-concept flagship environments within Asia with the ability to bridge brands æsthetic aspirations and business objectives.

Past clients include: Dyson, Ralph Lauren, Fendi, Parfums Christian Dior, Nokia, Dell, Apple Inc, General Motors, OZO Hotels, J.P.Morgan, Transocean, Abu Dhabi Stock Exchange.



Daniel Hu

Daniel finds the most satisfaction in seeing brand comes to life from concept to completion. There seems to be no end to the possibilities and variables what a brand can offer. He believes every projects is a signature within itself. With a great sense of style and design sensibilities and mostly importantly, a keen eye for current trends in lifestyle, design and consumer markets.

He specialises in brand identity, visual design, signage & wayfinding system, and packaging design for luxury hospitality clients within Asia, such as Six Senses, Sheraton and Luxury Collection. He has more than 10 years of specialised experience in the field and is always motivated to improve continuously in the areas of design and communication.

He has gained a great amount of experience while working in the USA and most recently in Asia across Bangkok, Shanghai and Singapore.

Samantha Botic

Samantha joined diversconcept in 2010 and since then has become an integral part of the team. Starting as an Account Manager and Marketing Assistant she now coordinates all diverse concept projects and leads our teams in both Europe and Asia. She makes sure deadlines are met and projects are running smoothly all keeping in line with company standards.

Starting her career in film/tv production Samantha spent years perfecting the art of coordinating large scale projects. She created and worked with budgets and schedules as well as managing small to large crews. Samantha has a love for design and hospitality and by joining diverse concept was able to combine her passion with her expertise.





WHY D+GM UNITED

Nothing lost in translation

The path from concept creation to opening and post opening of any venue can be a long road with many steps along the way. Each and every aspect is of equal importance in order to achieve success and the desired outcome.

d+gm united recognises this and more importantly understands that the storyline of the project is key. Consistency is of paramount importance throughout the process. Our team offers expertise in every facet of the project. Always aligning the story and the product with authenticity.

We are Owners, Developers, Operators and Consultants

Both Gary and Alan have owned and operated a variety of bars and restaurants, providing direct insight into not only development, but also operations. It is through our combined experience that we are able to provide a holistic experience for the concept, design, development and launch of any F&B venue.

We don't stray. We are F&B specialists.

We know what we like. We know what we are good at. We have the credentials, experience and proven track record.

We provide economy of scale.

The d+gm united end-to-end service model provides every project with a compelling economy of scale and streamlined contract negotiations, all under one umbrella.

We have strong pedigree and many years of experience

d+gm united has decades of industry experience and a reputation for quality, professionalism and innovation throughout Asia, Europe and America.

We are passionate about what we do

Joining forces as d+gm united, the successful track records of both Gary and Alan are not only their years of experience, but also an intense passion for the industry. Together they create unique, unpredictable and aspiring F&B venues. Gary and Alan are F&B!

We deliver purity and honesty in concept

Our concepts tell compelling stories, are timeless and cater to customers aspiring lifestyle.





SERVICES

Feasibility & Analysis

Through years of experience we have developed internal tools to research the market and assess market needs. Furthermore with this industry experience and acquired knowledge we can predict market trends and create fully operational F&B venues with longevity as a core component, and profitability in mind.

Concept Development

Based on analysed current market and target audience, environment and other demands we create concepts with high potential for your project.

Pre-opening & Implementation


d+gm united will be on hand to assist in the implementation of the fully executed concepts during pre-opening. Managers and staff will be trained to fully understand the philosophy and goals of each venue developed. A “true to concept” opening is the key to success.

Handover & Opening

After we put your concept into reality the most important step is making sure you have all necessary tools and guidelines to operate your venue successfully. We equip you to be ready and assist with opening procedures.

Post-opening

d+gm united provides an ongoing role by monitoring the operational variances compared to concept values in order to correct and improve services and ambience until perfection is achieved.





SERVICES



Architecture

We are dedicated to the design process, and it all starts with Master Planning and Architecture. The core of the physical environment is assessed, reviewed, and developed from every angle to create spaces that have value for the customers, owners and operators alike.

Digital Design

After your brand comes to life, how do you let the world know about it? One major factor towards the success of any F&B brand is its ability to present itself to the digital and virtual world. d+gm united takes its branding to the next level and doesn't stop at printed collateral, but instead follows through with live, interactive and digital campaigns to launch, evolve and nurture each property as it comes to life.

Interior Design

Physical. Environmental. Spatial. d+gm united doesn't stray - developing F&B designs is what we do - and Interior Design is an instrumental aspect of bringing your property to life. Our designers are focused on F&B. They live it, they breathe it, and goes without saying that they eat it too! This is where your brand gets real.

Art, Artefact, Tabletop & Accessories

We believe that a concept and a design are not complete until every last stone is turned. Has the table been set, are the uniforms tailored and stitched, and have the shelves been lined with curiosities that strengthen the brand? The devil is in the detail as they say, and d+gm united is here to dress, decorate and style each venue until the puzzle is complete.

Brand Identity

d+gm united develops brand and identity based on a series of unique aspects including the owners' aspiration, operators brand, budget, geography, landscape, environment, culture and nuance of locale. We develop timeless F&B brands that enable guests to connect with truly proprietary experiences.




BRANDS / PROJECTS / PORTFOLIO

Brands we NURTURE

At d+gm united we understand how important your brand is to you. When we are nurturing your existing brand, we assist with its evolution to ensure successful relaunch. Although change is often needed to ensure future success we believe this can be done by embracing the core values of your brand.

Brands we CREATE

At d+gm united we understand how important your brand is to you. When we are nurturing your existing brand, we assist with its evolution to ensure successful relaunch. Although change is often needed to ensure future success we believe this can be done by embracing the core values of your brand.





BRANDS / PROJECTS / PORTFOLIO



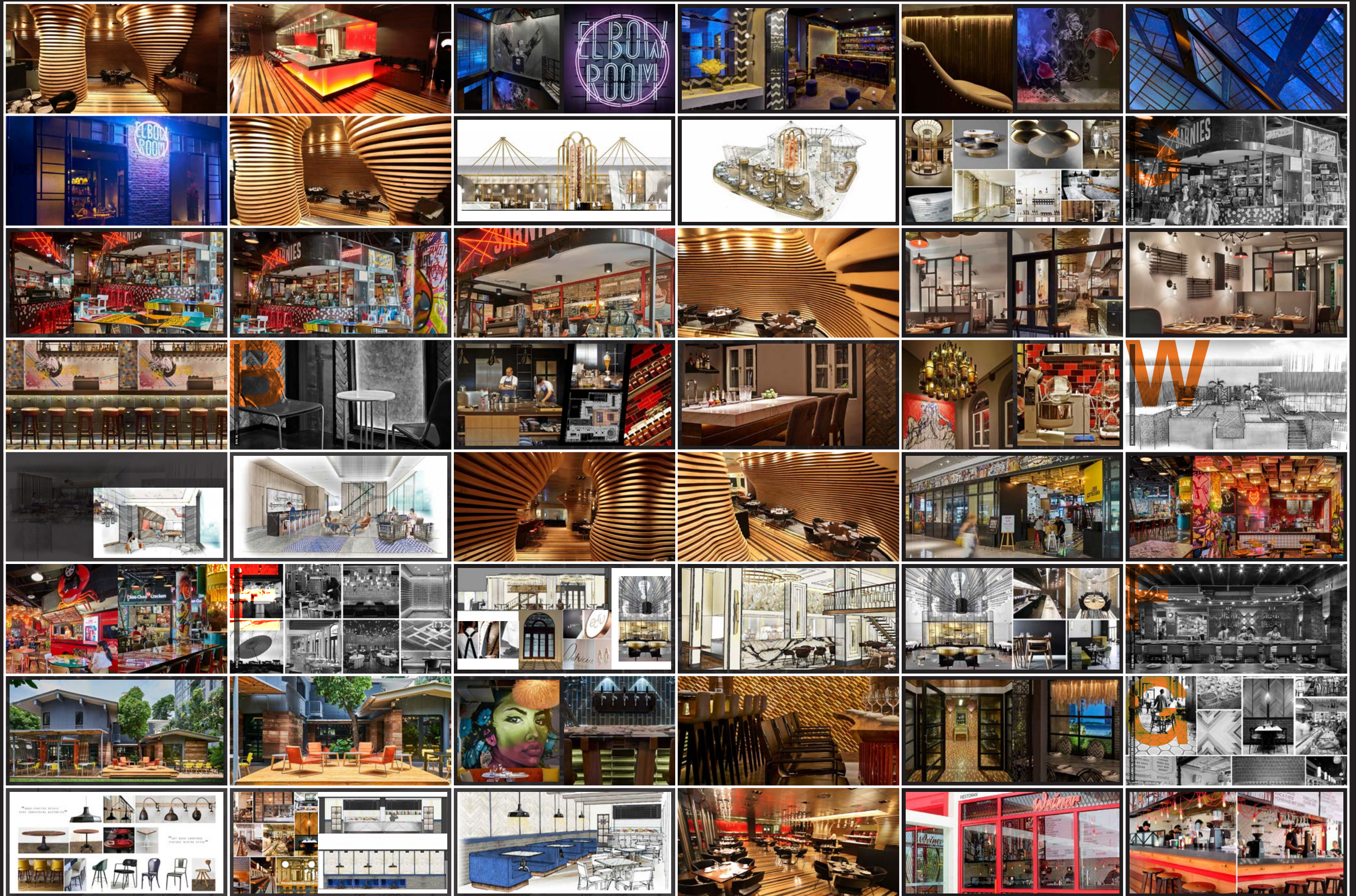
Brands we Nurture

Accor Novotel / Aloft / Alorie / Amari
Anantara / Ate Group / Bar-roque / Centara
Citadines / Chalukya Resort Hotel
Common Man Coffee Roasters
Crowne Plaza Hotel Port Moresby
Crowne Plaza Hotel / Cuca
Darling Harbour Festival Market Place
Embassy Supper Club
Four Points by Sheraton / Gaggenau
Grand Millennium / Holiday Inn
Holiday Inn Port Moresby
Hong Bao Chinese Restaurants / HUB Impact
Indus Hotel / Intercontinental / Jean Philippe
JW Marriott / Le Meridien Hotel
Luxury Collection / Luxury Hotel Planning
MACA / Merlin International / NOOK
Novotel Sriracha / Onyx Hospitality Group
Oriental Residences / OZO Hotels & Resorts
Pan Pacific / Park Plaza Hotel / PasarBella
Phi Phi Island Village Beach
Polynesia Plaza Honolulu
Robinson Club Resorts / Royal Le Meridien
Shama Luxe / Shangri-La / Sheraton
The Fig Cafe / The Girl & The Fig
The Seminyak Hotel & Spa / Tim Ho Wan
Tippling Club / Westin Resort & Spa
W Resort & Spa / Yotel

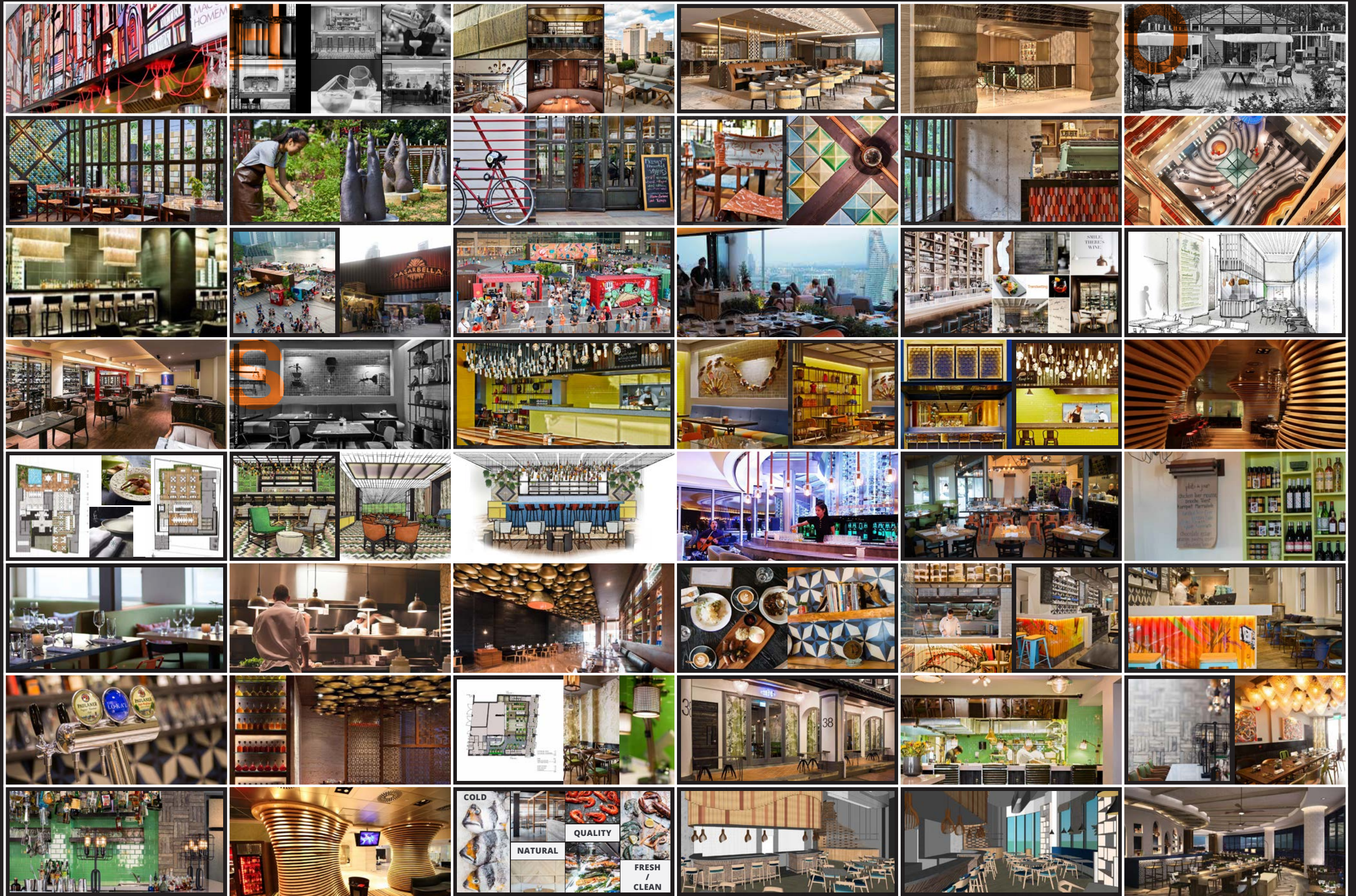
Brands we Create

ALMA restaurant by Juan Amador
A stimulant by SARNIES / Bar-A-Thym
Barbarebar / Bay Cuisine & Cocktails
Bibendum / Bin 38 / BON Eatery / Bougainville
Cafe Broadway / Cauldron Restaurant & Bar
CherriJam / Confetti Restaurant / Ecrú
Elbow Room Cocktails / ESPY / Fans UNited
Flutter Lounge / Focaccia Restaurant / Freebird
Giraffe Bistro / Gravity Green / GROW Bali
Hudson WFC / Jar'd / Katong Gourmet Trail
Legends SPorts Bar & Restaurant
Maison Gillardeau / Meso
Monte's Private Club / Navy Yard
Open Farm Community / Pawan Palace
Pimp My Balls / Pimp My Salad
Pronto Restaurante / Riverside Cafe
Rogues Supper Club
Samui Beach House / SARNIES Cafe
Stacked / Stags' Room
The Big Cheese / The City WFC
The Heritage / The Lokal / ULU Cliff House
UNO MAS / Uptown Bar & Restaurant
Viadar Holding / Weiner
WildFlower Beach Club / Zenith Lifestyle

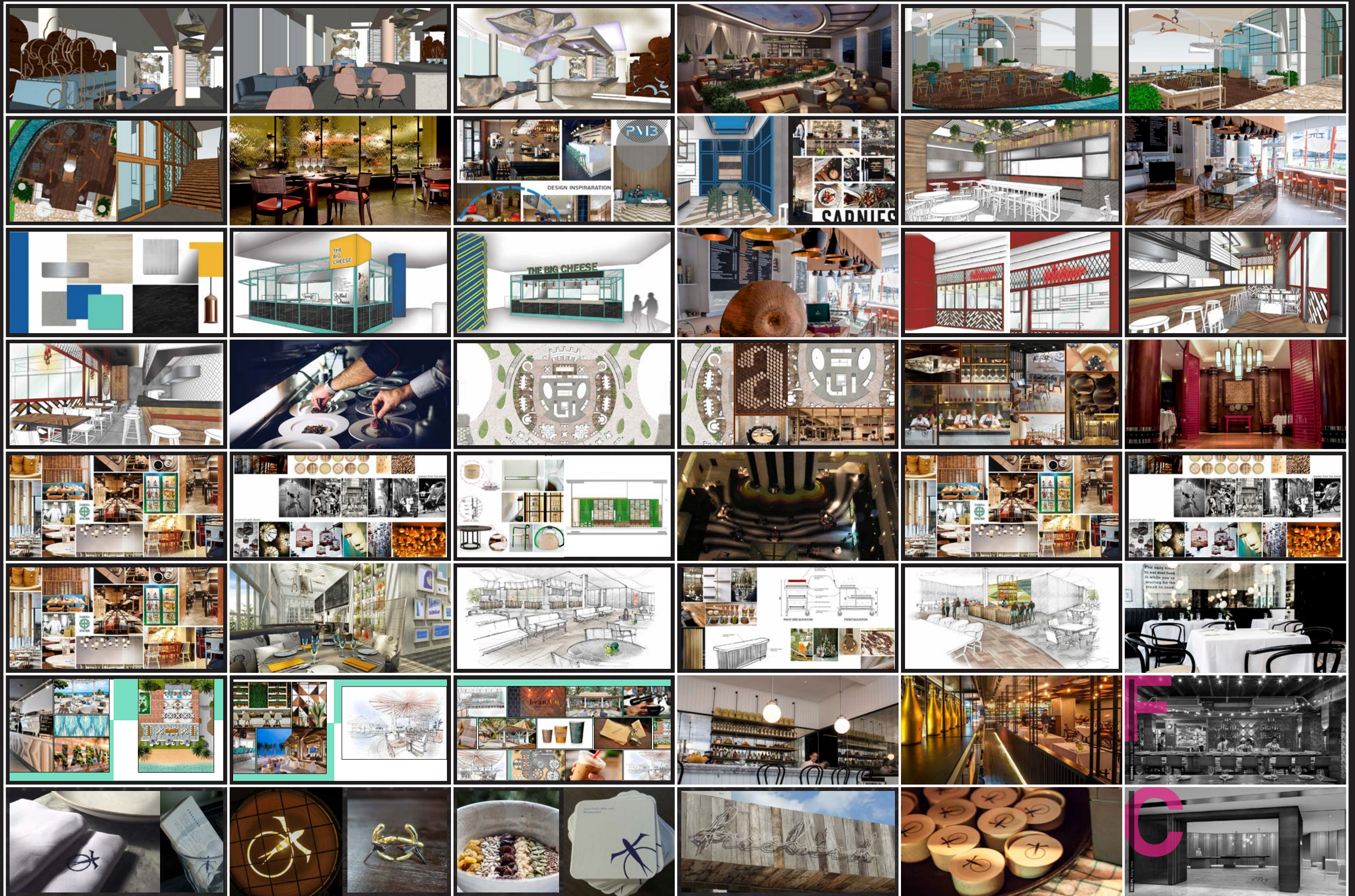
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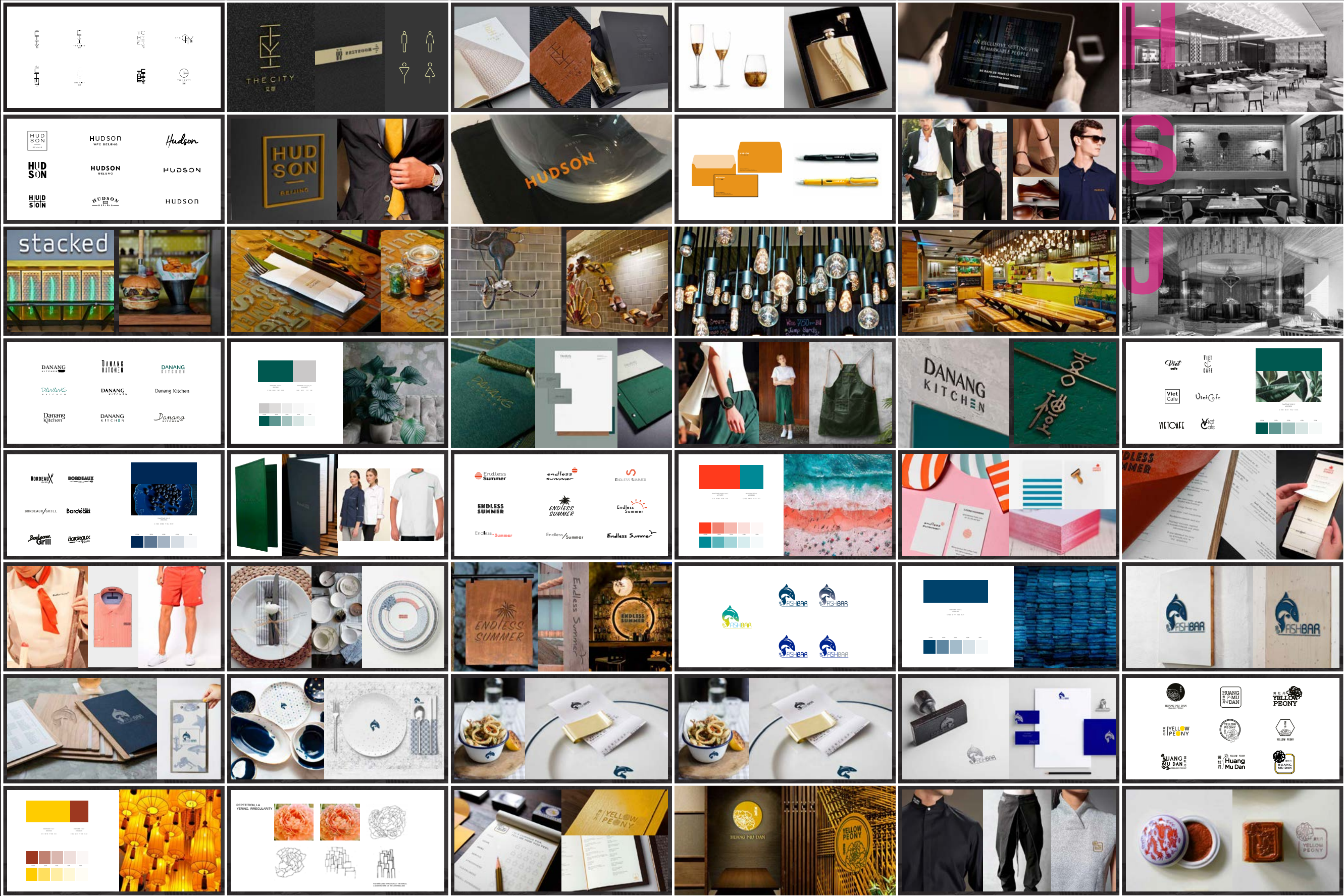
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