



Press Announcement

Tim Martin appointed as Managing Principal for 10N Collective in the Middle East & South Asia

Middle East | 28 July 2025

10N Collective, Egis Group's global architecture collective, has announced the appointment of Tim Martin as its Managing Principal for the Middle East and South Asia. In this role he will orchestrate the synergies with the collective's international firms and lead activity and strategic business development initiatives in the region. This addition signals 10N's continued commitment to strengthening its presence and capabilities across these rapidly evolving regions.

With more than 20 years of international experience spanning Europe, Asia, Australia, North America, Africa, and the Middle East, Tim Martin is widely regarded as a leader in design strategy and integrated delivery. Throughout his career, he has held senior leadership roles at renowned firms, making significant contributions to the industry.

Rejecting the notion of design as a commoditised 'factory' output, Martin believes in partnering closely with clients to develop solutions that reflect brand, culture, and strategic objectives in equal measure. His portfolio covers a broad spectrum of hospitality, workplace, retail, and residential projects, each shaped by his belief that great design amplifies business performance and societal impact.

Tim Martin said: "The Middle East is at a pivotal moment in its regional development journey, guided by ambitious visions for economic diversification, tourism, and cultural identity. In this context, architecture must move beyond isolated aesthetics to become a strategic catalyst for long-term value. 10N's global collective offers clients a rare combination of deep regional knowledge and multidisciplinary expertise, enabling us to deliver design solutions that are environmentally intelligent, commercially sound, and deeply resonant with their users."

Jacques Khoriaty, Regional Director for Energy & Sustainable Cities, Egis in the Middle East and South Asia, commented: "Tim brings a powerful combination of design leadership, commercial insight, and cultural understanding to our business. His ability to align design with strategic outcomes will be invaluable as we continue to support governments and private sector partners in delivering environments that are not only aesthetically compelling, but also operationally effective, sustainable, and future-ready. His expertise in design excellence perfectly complements Egis's broader capabilities in engineering, project management, and sustainable city solutions, allowing us to offer truly integrated and holistic services to our clients."

Headquartered in London but truly global with 1500 creative talents and 20 studios across 5 continents, 10N which launched in May 2025 is a unique collective of urbanism, architecture and related design experts. The collective capitalises on the

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strong, existing brand equity of the member practices; Omrانيا, U+A, WW+P, SvN, 10 Design and FIA (Fenwick Iribarren Architects), together leading sustainable city making with a unified approach to redefining solutions for the built environment. Each studio has achieved recognition for high profile and award-winning projects, from urban policy, transport and mixed use, to commercial, hospitality, stadia and housing.

Colin Hutchison, CEO of 10N, commented: “Tim’s appointment marks a significant strategic enhancement for 10N Collective, particularly as we expand our global footprint in such critical growth markets. His proven leadership in design and integrated delivery will be instrumental in furthering our vision for impactful design solutions and solidifying our commitment to clients across the Middle East and South Asia. We are confident that his expertise will drive substantial value and innovation within the region.”

Martin’s leadership will support 10N’s mission to integrate local insight with global best practice, shaping projects that advance sustainability, innovation, and economic resilience throughout the region.

About 10N

10N (Ten N) Collective is Egis Group’s global architecture collective, sitting within its Energy and Sustainable Cities division. As part of the collective WW+P, 10 Design, SvN, Omrانيا, U+A and FIA the member practices retain their own brand equity while contributing to a unified vision for architecture, urbanism, and sustainable design. With 20 studios and over 1,500 creative talents worldwide, 10N delivers high-profile, award-winning work in the built environment sectors globally.

For further information please visit <https://10ncollective.com> [10N LinkedIn](#)