



FOR IMMEDIATE RELEASE

### **MARTIN FRYZELKA APPOINTED CEO AT NEXTSPACE**

*Known for his bold visions, Fryzelka aims to cement and grow NextSpace to become a solid and steady partner in the region. Fueled with an enormous passion for inspiring design, within NextSpace he will play an active part in shaping the world around us starting with the Middle East.*



*Laurence Dehlen and Martin Fryzelka*

**Dubai** – 20<sup>th</sup> April, to help lead NextSpace into its next phase of growth, the young company has appointed Martin Fryzelka to the position of CEO. In his new role, Fryzelka will advance the brand's position across its regional portfolio, while also engaging cross-functionally throughout the organization to enhance NextSpace's forward thinking portfolio at every touchpoint and help navigate new and existing brands into the future.

Martin Frzyelka, (former Managing Director of Preciosa Gulf), brings over a decade of executive experience within the hospitality and residential business. Building further on his global experience, his intentional disruption of existing distribution models allows his network of established and new brands to grow, develop and be at the forefront of the design industry across the Middle East and Africa.

NextSpace represents a curated collection of luxury design brands which have a truly authentic story to tell. This new platform provides specialist FF&E solutions across the GCC and supports world-class and forward-thinking design partners. Equipped with an intricate knowledge of the local market; their indelible network of design professionals, operators, developers, contractors, distributors and clients are at the nucleus of the extensive design community. Through this exciting platform new and innovative brands can effectively engage with the regional design community.

Laurence Dehlen, the co-founder of NextSpace, discusses his thoughts on the expansion strategy “NextSpace has grown over the past year and it was time to take on a partner who will help us drive the key projects and propel us forward in terms of sales and strategic direction. I am pleased that Martin Fryzelka has joined our team as CEO and am confident that he will add immense value to our company.”

#### **About Nextspace**

NextSpace represents a curated selection of luxury design brands consisting of indoor and outdoor furniture, lighting, custom furniture and design objects. Delivering a variety of specialist FF&E solutions for high end Residential, Corporate, Commercial and the Hotel Resort industries, covering the Middle East & African markets.

#### **Contact**

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