



G20 MEDIA CENTER - VISITOR ENRICHMENT CENTER PROPOSAL

A Proposal by:
TalentS, MET Studios, Barker Langham, Kubik and The Department





(يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَى وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا)

الحجرات: 13



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CONTRIBUTORS



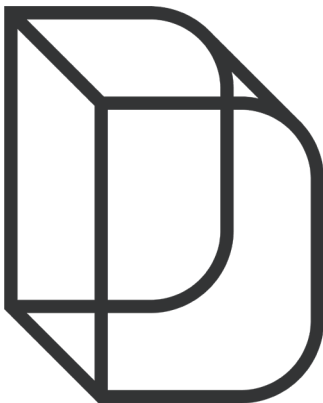
MET Studios



National TalentS Company



Barker Langham



The Deoartment



Kubik



BIDDER PROFILE



الاسم الرسمي للشركة : شركة المواهب الوطنية		العلامة أو الاسم التجاري المستخدم : TalentS	
اسم الشريك الدولي	أسماء اهم العملاء	رقم السجل التجاري	
		مدينة المقر الرئيسي	
MET Studios Barker Langham The Department Kubik 3Sixty Consult Function Digital		شركة نيوم KA - CARE iThra Louvre Abu Dhabi Qasr ElWatan	2051035552 رأس المال: مليون ريال سعودي
جهة التواصل		حسابات التواصل الاجتماعي	
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اسم المدير: خلود علي عبدالله جوال: 0551945339 البريد الإلكتروني : khulood@TalentS.edu.sa الموقع الإلكتروني : TalentS.edu.sa		أسماء اهم العملاء	
		(اسم المناسبة١: مركز إثراء الزوار في مدينة شرما - نيوم ٢٠١٩) تعاقد مباشر اسم المناسبة ٢: موسم تنوین الإثرائي - أرامكو السعودية (مركز الملك عبدالعزيز الثقافي العالمي) ٢٠١٩ (تعاقد مباشر) (اسم المناسبة ٣: الجناح السعودي في أكسبو أستانا - كازخستان ٢٠١٧) تعاقد مباشر	



EXECUTIVE SUMMARY

The National TalentS Company and its international partners MET Studios, Barker Langham, KUBIK and The Department are very proud to put forward their joint proposal for the G20 International Media Center - Enrichment Center.

TalentS is an exciting Saudi company, since its inception in 2005, we worked with youth to realize their potentials and represent Saudi in international competitions. Our youth are now in top schools around the world and some of them are back in Saudi contributing to its vision.

In 2011, our journey took a turn when we were selected by KA CARE to design Mishkat Interactive Center for Atomic and Renewable energy. We turned to focus on the design and operation of interactive centres and since then we proudly delivered:

- ▶ NEOM Experience Center 2019.
- ▶ CITC VIP Center 2019.
- ▶ Fayed Historical Center 2019.
- ▶ Hail Temporary Exhibition.
- ▶ Aseer Temporary Exhibition.
- ▶ Saudi 2050.
- ▶ Saudi Pavilion at EXPO Astana 2017.
- ▶ Saudi Aramco Power Systems Outreach.
- ▶ Islamic Innovations Gallery.

We're also the selected partner to operate in a number of prestigious organizations such as the Louvre Abu Dhabi, Saudi Aramco Energy Exhibit and EXPO 2020 UK Pavilion among others.

For the full story of TalentS please visit:
<http://g2020.tours.talents.sa>

This success was never an individual effort by TalentS, it was always the result of collaboration with local and international partners and as a result, we are proudly working with the following partners who integrate to create an immersive and a wowing experience for the visitor of the centre:

MET Studios: award-winning design Studio who will be in charge of the overall design of the enrichment centre

Barker Langham: award-winning content development partner who will be overlooking all the content production in Arabic and English

The Department: a specialist in hardware, media and software for immersive experiences and shows, they will be in charge of AV and media

KUBIK: responsible for the fit-out work

During the past month, we conducted a series of meetings with reporters and industry experts to put this proposal together. As a result, we came up with this initial concept for the enrichment centre which consists of the following:

- ▶ Visitor story and narrative.
- ▶ A visual tour of the experience centre.
- ▶ An initial overview of the technologies that will be used within the experience centre.
- ▶ The execution plan, methodology and team.

We recommend you start this exciting journey here:
<http://g2020.tours.talents.sa>



EXECUTIVE SUMMARY



We hope you enjoy this proposal as much as we enjoyed putting it together.





COMPANY OVERVIEW



ABOUT THE GROUP

TalentS

At TalentS, we work with clients looking to make a lasting social impact in their communities. Our experienced team members interpret goals into interactive and innovative solutions that are skillfully designed and well executed.

Audience experiences can range from youth interactive learning programs, to traveling exhibitions, events and festivals, through to destinations such as visitor attractions, science centers and Fab Labs for curious minds.

Our different experiences empower youth with the right problem solving skills that facilitates their journey in becoming inspirational leaders, innovators and influencers in their communities. Leading purposeful lives, enabling future economic growth and achieve the national 2030 vision.

Our Audience experiences cover:

- ▶ **Interactive Museums and Science Centers:**

We create message driven experiences designed to connect, engage and inspire audiences.

- ▶ **FABLABs and Innovation Hubs**

We setup and operate FabLabs and innovation hubs designed to empower youth with the tools that enable them to make almost anything.

- ▶ **Interactive Programs and Exhibitions**

Interactive Learning Touring Programs and Exhibitions Our programs span a wide-spectrum of activities, including science and innovation camps, robotics competitions and multimedia workshops.

- ▶ **Events and Festivals**

Short duration and temporary cultural and science events and festivals that aim for maximum exposure to large crowds.

TalentS



ABOUT THE GROUP

MET Studios

With over 30 years experience planning, designing and delivering cultural hubs, museums, brand experiences, expos, visitor centres, exhibitions and attractions, MET Studio combines strategic vision and insight with cutting-edge creativity to bring to life environments and experiences that truly connect with audiences.

We believe that by adopting a full 360o understanding of our approach to visitor experience, we are accountable for the incredible throughout a projects lifespan, from the very first feasibility studies, at a projects inception, to ongoing customer retention, through every stage in-between.

The result of this passionate approach is the array of groundbreaking, award-winning projects that MET Studio has achieved in over 50 countries across the globe, from Europe to the Middle East and from Asia to North America.

We are very fortunate to have won multiple accolades from the industry and our peers around the world. Whilst we are fully aware that winning awards doesn't always directly benefit our clients, and not what we consciously set out to do with our projects, they do promote our projects and clients globally.

Most notable of our recent awards was the Age of Design, where MET Studio won the best piece of design, according to Design Week readers, in the last 25 years, beating the likes of the iPhone and the BBC brand, for a project we created on the future of telecoms some 20 years ago!





ABOUT THE GROUP

Barker Langham

Barker Langham is one of the world's leading cultural consultancies. We create exciting and sustainable projects across the globe. Our clients include museums, science centres, historic sites, government departments, academic institutions and the commercial and charitable sectors.

We work as expert advisors and mentors to the UK Heritage Fund, the European Union and UNESCO worldwide. We bring a distinctive blend of creative thinking, robust research and precise insight to every project, whether it's a business strategy, an interpretive, narrative or audience development plan, a feasibility study or an options appraisal.

We work globally in Europe, the Middle East, Africa, Asia and the Americas, with offices in London, Dubai, Berlin, Vancouver, New York and Shanghai. With over 40 permanent employees, and an extensive international network of associates and partners, Barker Langham has successfully delivered in excess of 150 projects in 17 countries.





ABOUT THE GROUP

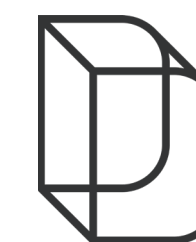
The Department

Creative Direction, Shows & Artistic Direction

We are the immersive agency. we create transformative, immersive experiences for brands that people feel a part of and remember

MAGIC, LANDED

Surprising Tech, Theatre And Content, Multidisciplinary Expertise, Precision Delivery.





ABOUT THE GROUP

Kubik

kubik Maltbie is a preeminent leader of museum environments and architectural interiors with expertise in permanent construction and master craftsmanship.

Both kubik and kubik Maltbie serve international clients with integrated global teams and facilities.

kubik's North American presence includes:

- ▶ Client services offices in US and Canada
- ▶ In-house creative team
- ▶ 175,000 square feet of state-of-the-art fabrication
- ▶ 351,000 square feet of warehouse space

kubik's office in Amsterdam contributes a multi-lingual group that drives kubik's European and international endeavors.

Bangkok serves as our head office in Asia. The local team completes our worldwide approach to serve our international clients portfolio.

With global capabilities and over 320 employees world-wide, our programs are on practically every continent.





**CAPABILITIES
AND RELEVANT
EXPERIENCE**



CASE STUDIES: TALENTS



Project Title	Scope Description	Client and Location	Start Date End Date	Project Value
Mishkat Interactive Center	Design, supervision of fabrication and fitout, operations and maintenance (4000 SM)	King Abdullah City for Atomic and Renewable Energy, Riyadh - KSA	2012 - 2020	Design and fitout: 76,000,000 SAR Operations:
Saudi Pavilion at EXPO Astana - Kazakhstan 2017	Design, fabrication, installation and operations (2000 SM)	King Abdullah City for Atomic and Renewable Energy, Astana - Kazakhstan	Dec 2016 - Dec 2017	10,500,000 SAR
Exhibition Scenarios - Aseer Musuem	Design, fabrication, fitout and maintenance (950 SM)	Saudi Commission for Tourism and National Heritage, Aseer - KSA	Dec 2018 - March 2019	3,500,000 SAR
Exhibition Scenarios - Hail Musuem	Design, fabrication, fitout and maintenance (1300 SM)	Saudi Commission for Tourism and National Heritage	Feb 2019 - April 2019	5,600,000 SAR
Exhibition Scenarios - FAID Musuem	Design, fabrication, fitout and maintenance (450 SM)	Saudi Commission for Tourism and National Heritage	March 2019 - August 2019	4,500,000 SAR
Energy Exhibit	Energy Exhibit Operations Services	Saudi Aramco	2016 - 2018	10,500,000 SAR





CASE STUDIES: TALENTS



Project Title	Scope Description	Client and Location	Start Date End Date	Project Value
Saudi 2050 (mobile exhibit)	Design, fabrication, fitout, operations, maintenance and touring (250 SM)	King Abdullah City for Atomic and Renewable Energy	2013 - 2016	2,500,000 SAR
Louvre Abu Dhabi	Culture Interpretation Services	Abu Dhabi Tourism and Culture Authority	2017 - 2020	16,960,189 AED
King Salman Science Oasis Maintenance	Maintenance of KSSO Gallery (1600 SM)	Saudi Aramco	2016 - 2019	6,500,000 SAR
King Salman Science Oasis Maintenance	Maintenance of KSSO Gallery (1600 SM)	SABIC	2019 - 2020	600,000 SAR
CITC VIP Center	Design, Fit-out and Maintenance	CITC	2019 - 2020	Confidential
NEOM Experience Center	Design, Fit out and Media Production, Operations, Maintenance	NEOM Company	2019 - 2020	Confidential
SABIC Summer Program	Design and Operations	SABIC	2016, 2017, 2018	4,000,000 yearly
SABIC KSSO Life Gallery Maintenance	Maintenance Services	SABIC	2019 - 2020	600,000

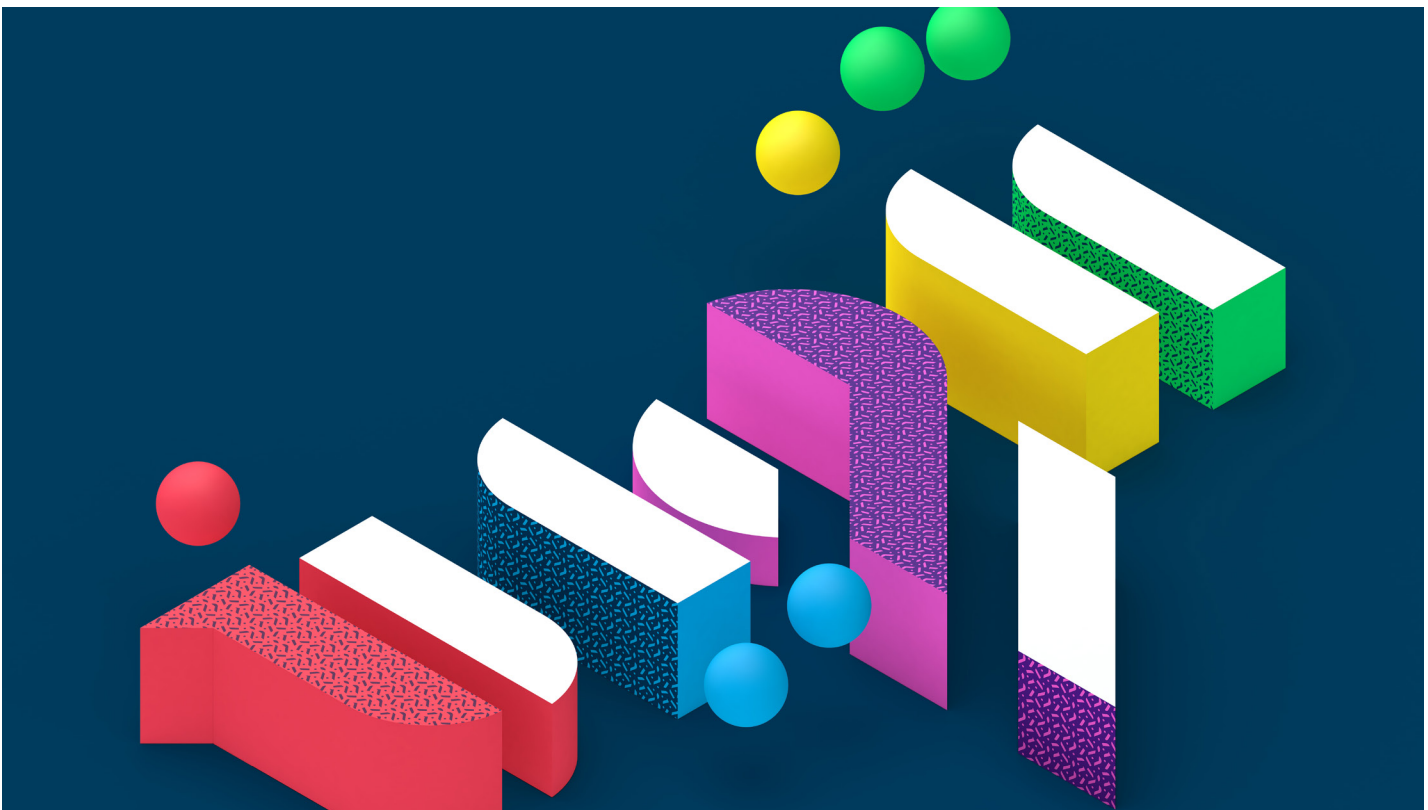




CASE STUDIES: TALENTS



Project & client name	Brief
Tanween Play Season Client: Saudi Aramco (iThra)	
Location	
Abu Dhabi, UAE	
Reference Name, Email, Phone number	Tanween Play Season was conducted in 2019 as a public event for all family ages. The event included 14 experiences including fine dining, immersive experiences, play grounds and others.
Abdullah AlRashed Email: abdullah.alrashid@aramco.com	





CASE STUDIES: TALENTS



Project & client name	Brief
Louvre Abu Dhabi	Providing cultural interpretation services for the Louvre Abu Dahbi. TalentS is responsible for the training and recruitment of facilitators who manage cultural tours in the Louvre including but not limited to children workshops and VIP visitors tours and workshops. Scope included setting the recruitment process for the Mediators. Over 500 applications, screened, 117 invited to interview, 30 selected from an intense training and development program delivered by our experienced team and the Louvre.
Location	
Abu Dhabi, UAE	
Reference Name, Email, Phone number	
Confidential	





CASE STUDIES: TALENTS



Project & client name	Brief
Mishkat Interactive Centre	Design and operation of Mishkat Interactive Centre, Riyadh's first energy science centre, with our scope including the design, fabrication supervision, operations planning, recruitment, staff training, content and exhibition upgrades, visitor services, maintenance and full operations..
Location	
Riyadh, Saudi Arabia	
Reference Name, Email, Phone number	
Confidential	

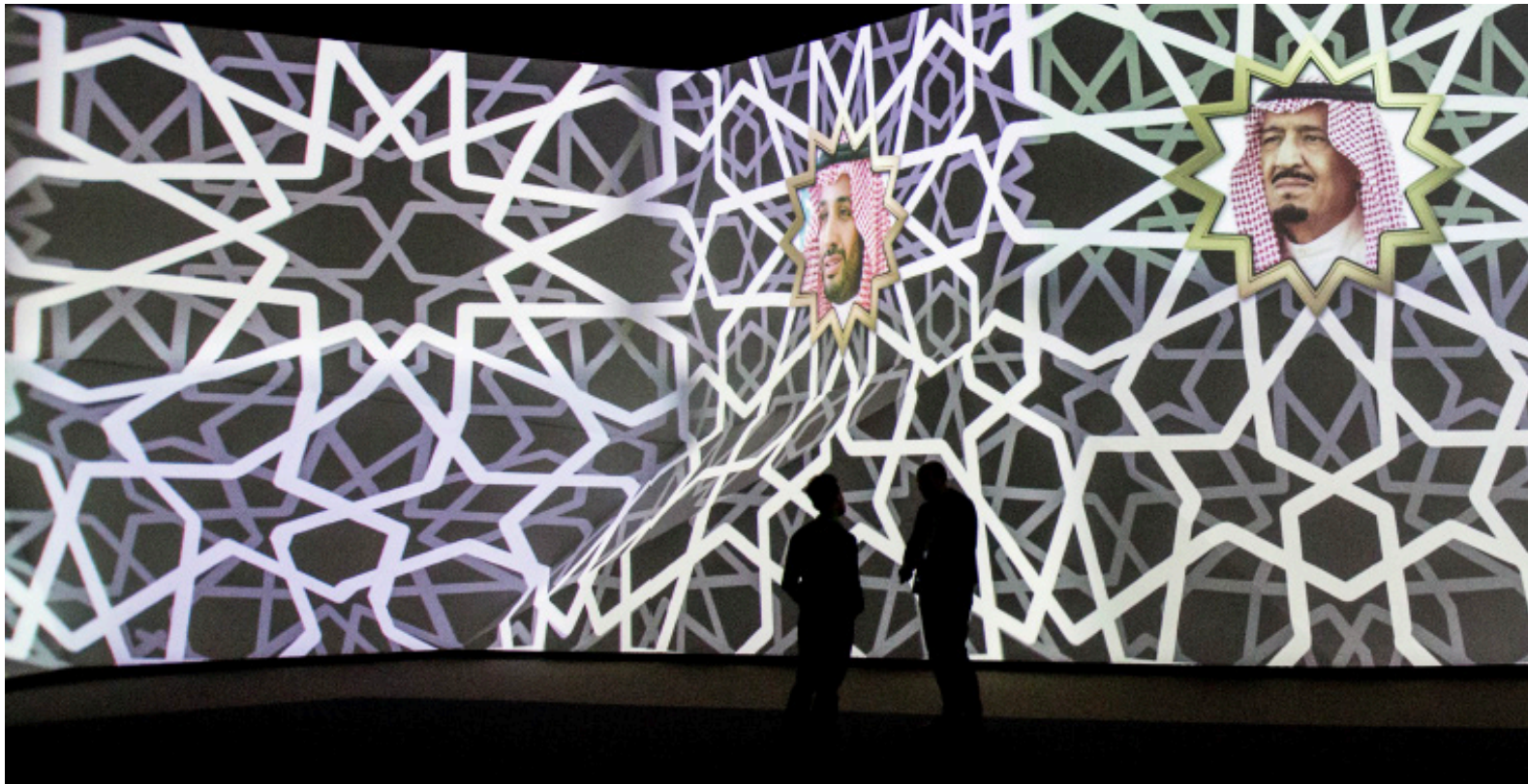




CASE STUDIES: TALENTS



Project & client name	Brief
Saudi Pavilion at EXPO 2017,	<p>Design and operation of Saudi Pavilion at EXPO 2017, Astana, Kazakhstan. Expo 2017 was themed around ‘Future Energy’ and we worked to showcase Saudi Arabia’s role and commitment to shaping future energies in the Pavilion through creative design and content. We were responsible for the design of the Pavilion and worked with Hypsos to realise its construction and installation. Visitors to the Pavilion were immersed in the Saudi’s rich cultural heritage and were taken on a journey towards its bright energy future. We recruited and trained the Guides for the Pavilion in Kazakhstan. The Saudi Pavilion continued to be one of the top five most visited pavilions and welcomed an astonishing 742,000 visitors over the course of the event. Scope also included production of National Day event.</p>
Location	
Astana, Kazakhstan	
Reference Name, Email, Phone number	
Confidential	





CASE STUDIES: TALENTS



Project & client name	Brief
Etihad Musuem	Staff training and content resourcing in Etihad Museum, Dubai. Set on the site once known as Union House, The Etihad Museum tells the story of the United Arab Emirates Founding Fathers and the nations journey to shaping a bright future.
Location	We were selected by Dubai Culture & Arts Authority to prepare the Etihad Museum team for opening to the public. With the senior management team, we shared our experiences of operating national museums and helped identify challenges in daily operations and in opening a new destination.
Reference Name, Email, Phone number	We provided an intensive training program for the visitor services team which fully orientated each member of staff to their role.Scope also included development of learning programs, and printed activity packs bringing the Museum’s stories to life for school and family audiences.
Confidential	





CASE STUDIES: MET STUDIOS



Project & client name	Brief
IFA 2019 Client: Philips	<p>IFA is the worlds leading trade show for consumer electronics and working closely with Philips we created a memorable event delivering an experience that engaged with visitors through a strong narrative and sense of discovery. Philips presence in Hall 12 was divided into two areas- The Consumer Hall which was an actor driven experience, welcoming the visitors to the “Philips Home”. An exploded home environment with actors in each area engaging with visitors and introducing them to the Philips brand portfolio through various experiences and activities featuring a projection mapped entrance façade, cooking challenges, tooth brush and shaving demos as well as a retail/ technology area and many more fun activities to discover.</p> <p>The Dealer Hall was a multifunctional space which was set up initially as a press conference to deliver key note speeches, then transformed into a series of deep dive areas, meeting spaces and product showcases to service all the stakeholders within Royal Philips.</p> <p>The show was incredibly successful, winning Philips 3 Golds at the latest Eventex Awards:</p> <ul style="list-style-type: none">▶ Best Exhibition Experience▶ Best Brand Consumer Durables▶ Best Brand Experience FMCG
Location	
Messe Berlin Size: 6000sqm	
Reference Name, Email, Phone number	
Joost Bijsterveld joost.bijsterveld@philips.com	

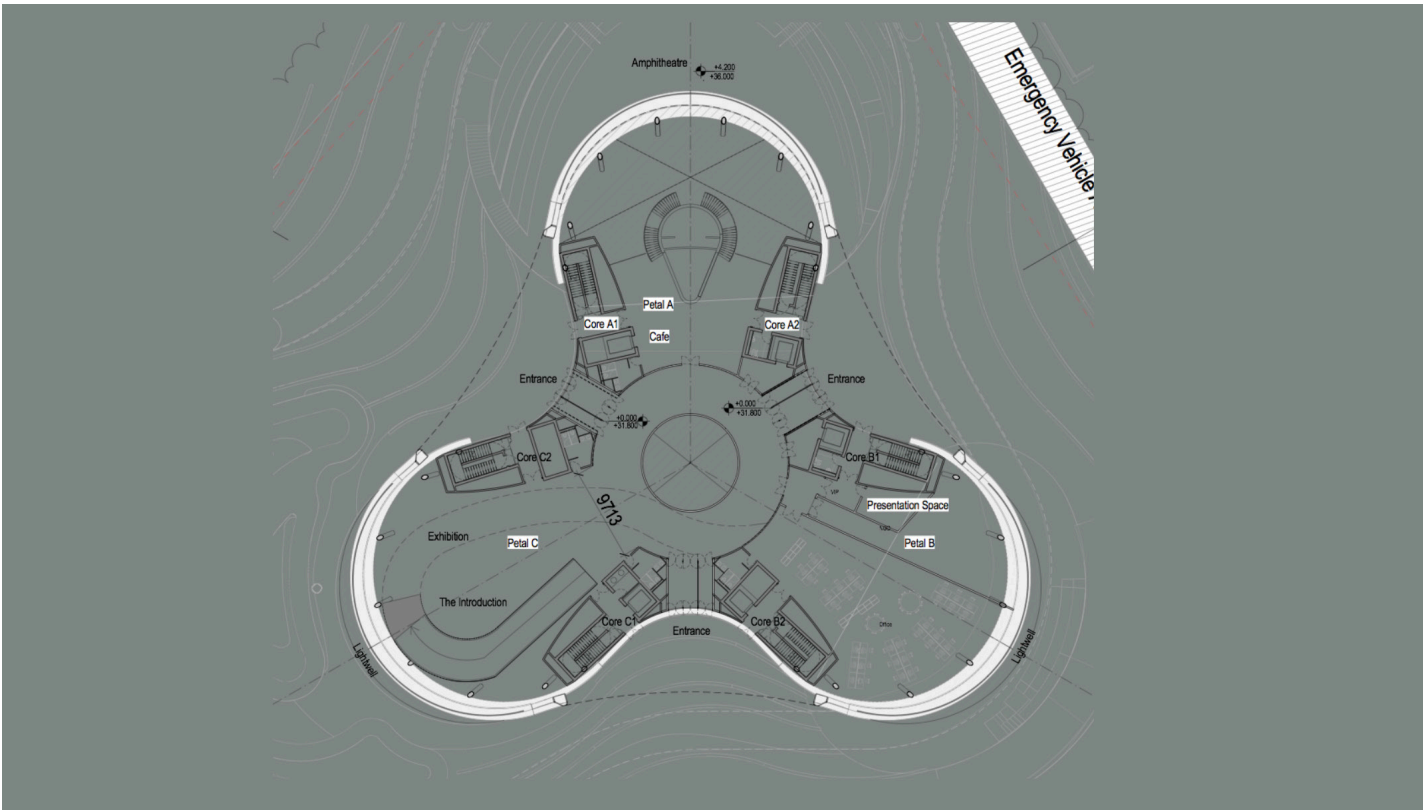
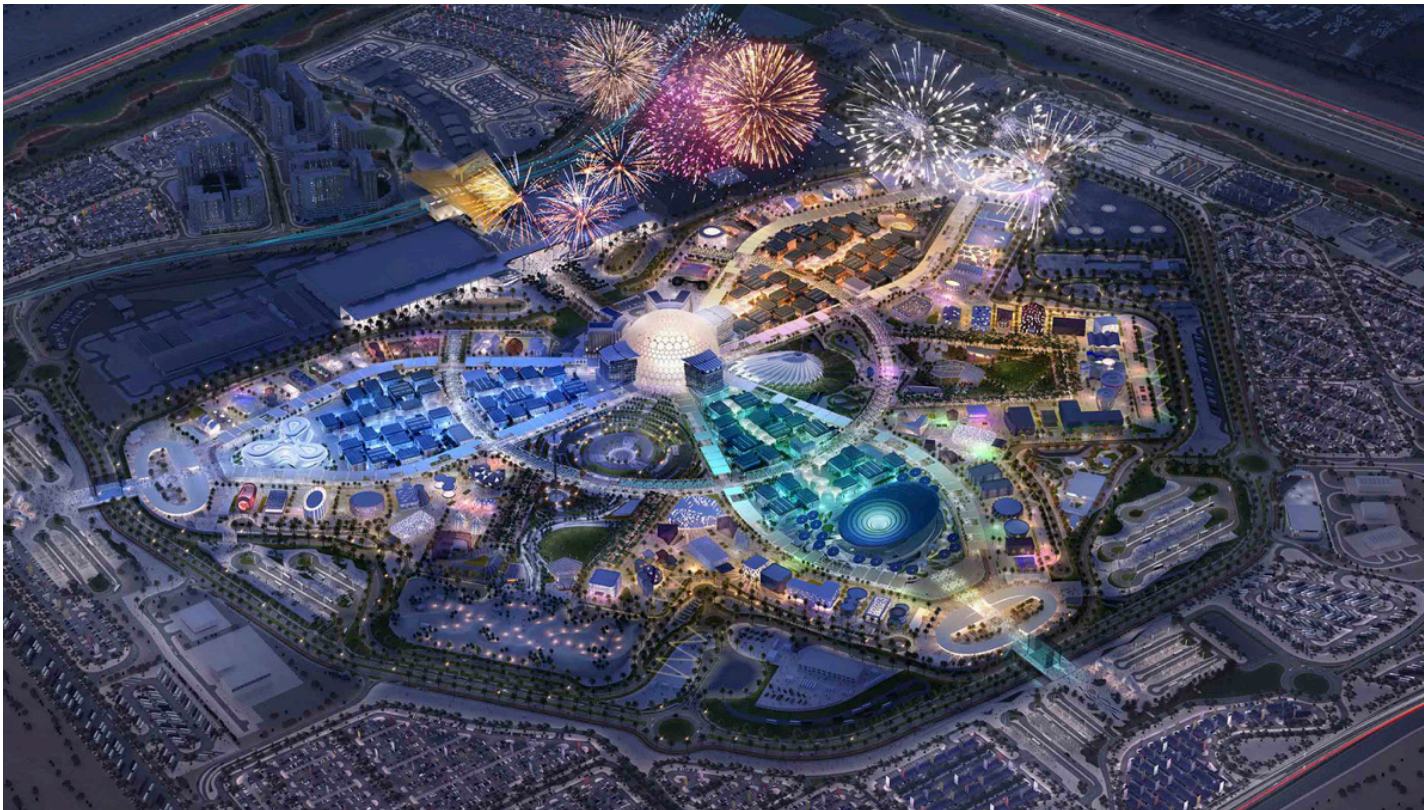




CASE STUDIES: MET STUDIOS



Project & client name	Brief
Mobility Pavilion EXPO Dubai 2020 Client: Expo 2020 Dubai	MET Studio has been commissioned to develop a narrative and interactive experience for the Mobility Pavilion for Expo 2020.
Location	The experience will take visitors on an amazing and immersive journey through the past, present and future of mobility. From the first steps out of Africa, to man stepping into the moon, to driverless cars, digital infrastructure and even exploration of our unknown universe, the experience will excite and inspire about how mobility continues to shape our lives.
Dubai, UAE Size: 18000 sq m	
Reference Name, Email, Phone number	
Confidential	

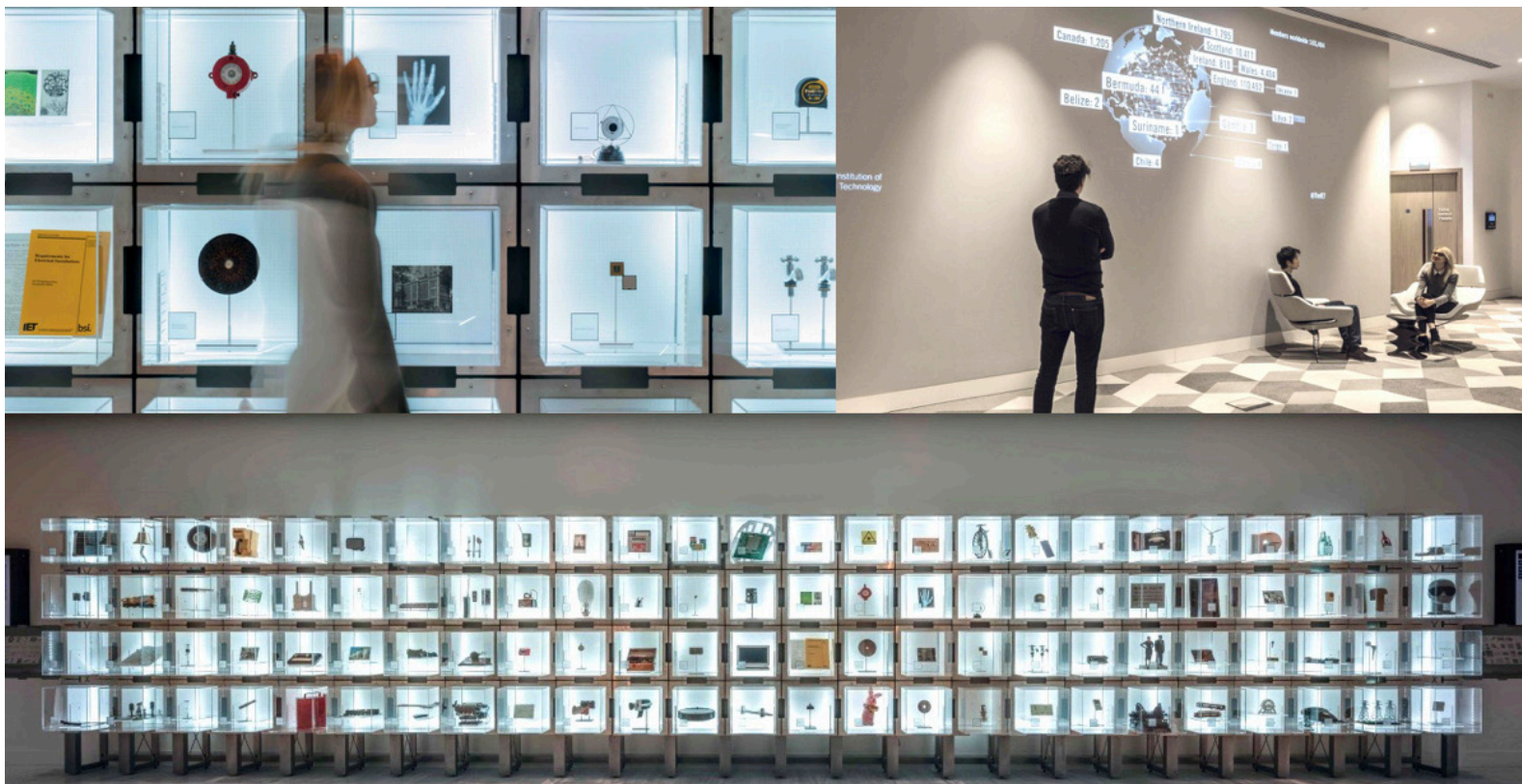
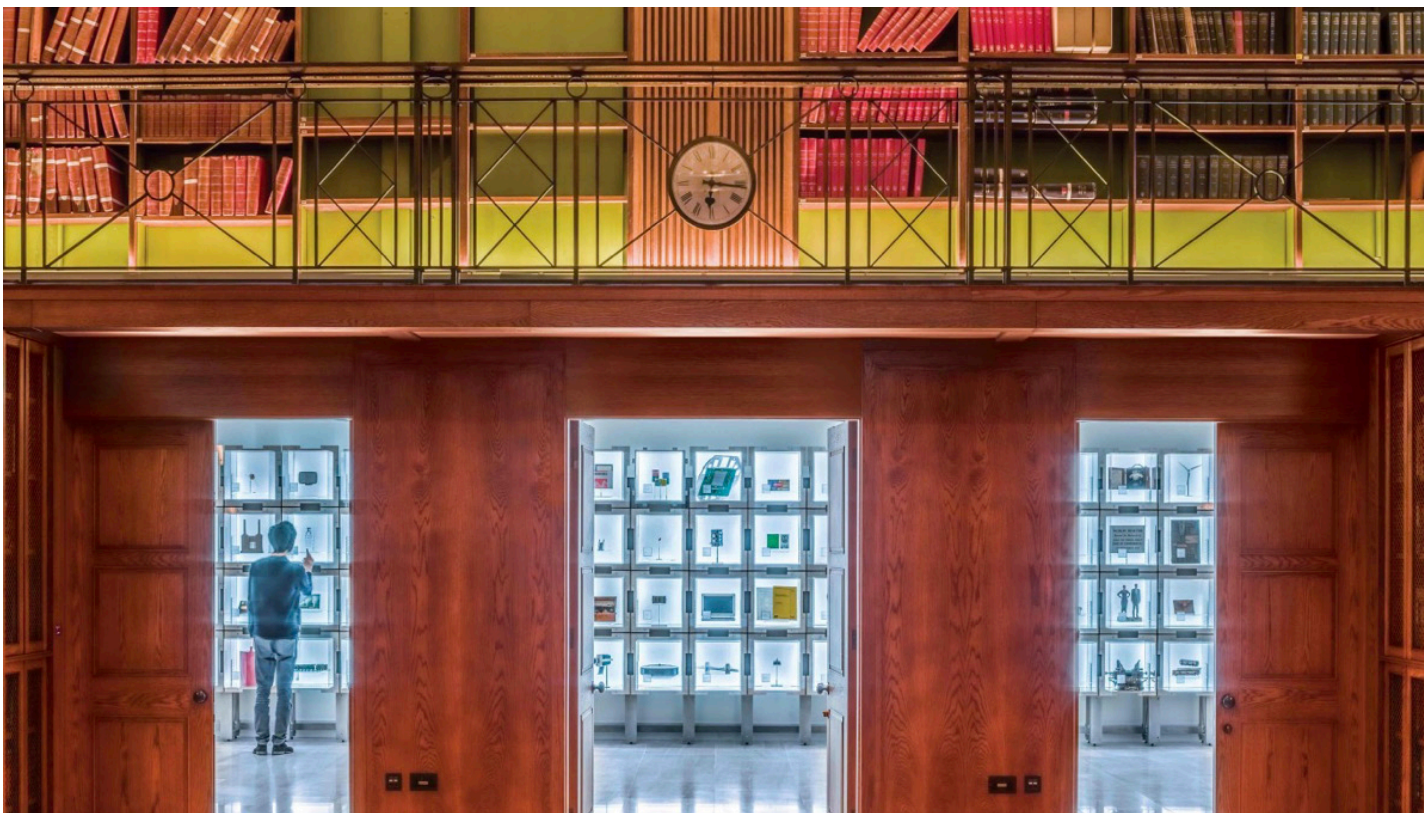




CASE STUDIES: MET STUDIOS



Project & client name	Brief
IET Savoy Place Client: Institution of Engineering and Technology	<p>The Institution of Engineering and Technology (IET) wanted an exhibition element as part of its two-year 30£ million London headquarters renovation. The consultative brief turned to experiential installations rather than static displays, painting a dynamic, people-centred picture of modern engineering and conveying its multiplicity and value to the vast majority of humanity.</p> <p>MET Studio, who began working with the IET in 2013, set out to capture the spirit, values and vision of the IET, its building and the essence of what makes engineering important. MET set out to deliberately avoid a timeline-based or traditional museum style exhibition, creating immersive and interactive experiences that reflect how engineers are constantly striving to progress. A single separate piece was designed for each of the buildings three floors, with the stairwells as the narrative links between past, present and future, leading visitors from Einstein to Elon Musk, to the top floor of mirrors showing the engineers of the future looking back at themselves.</p> <p>MET Studio worked closely with members' whose opinions were sought for the first floor '100 Ideas That Changed the World' installation, which can be updated to keep pace with innovation.</p> <p>The IET is one of the world's largest engineering institutions and originally formed in 1871 with a vision «to inspire, inform and influence the global engineering community». It has over 167,000 members in 127 countries. MET Studio's design for the newly launched exhibitions enables the Institution to successfully look to the future whilst linking to its past and, according to Simon Timmis, Senior Marketing Manager for the IET, has «helped to turn our vision for a «global engineering hub» into reality.»</p>
Location	
London, UK Size: 400 sq m	
Reference Name, Email, Phone number	
Simon Timmis STimmis@theiet.org	

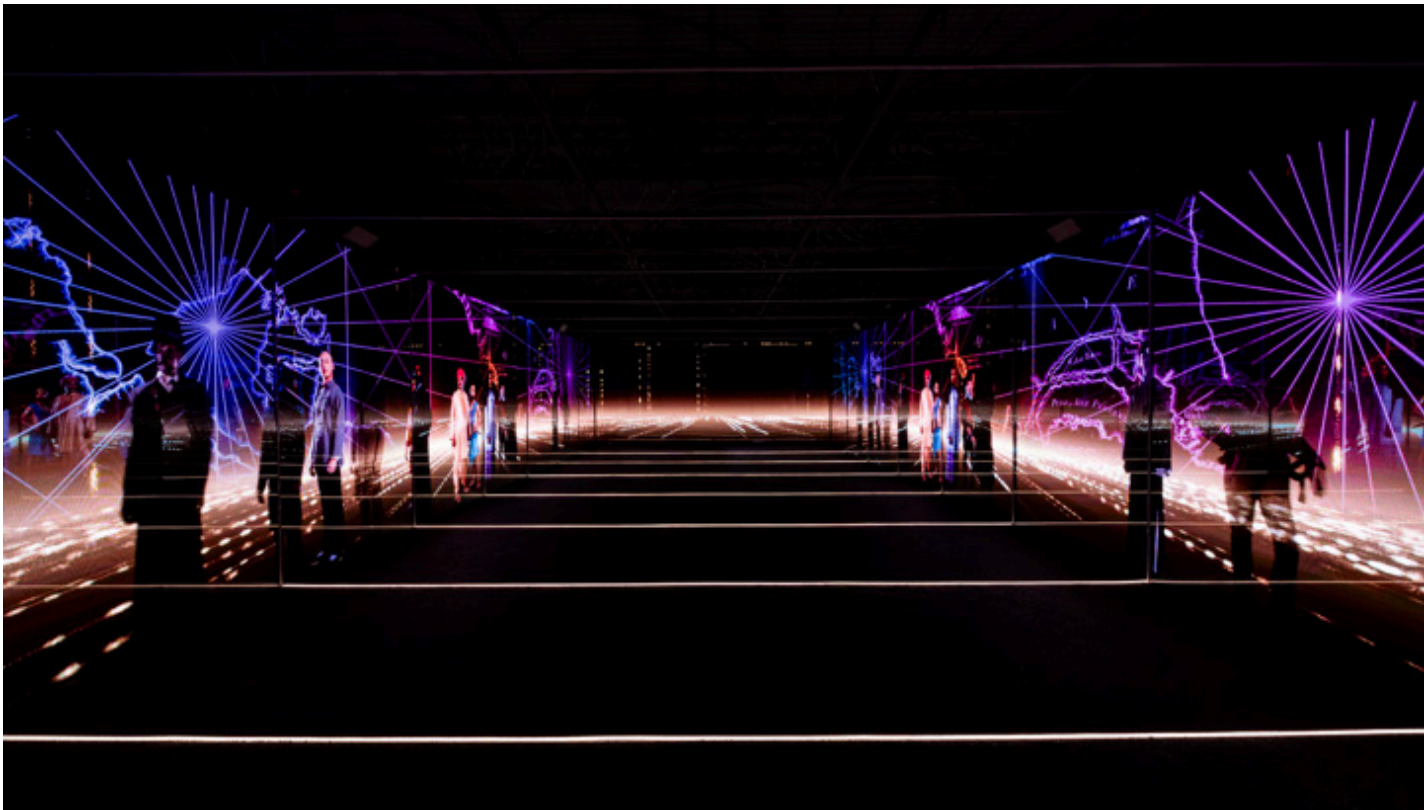




CASE STUDIES: MET STUDIOS



Project & client name	Brief
Singapore Bicentennial Experience Client: Singapore Bicentennial	Celebrating 200 years of Singapore, MET Studio Design has designed an immersive, audience-led experience.
Location	The Bicentennial Experience, located at Fort Canning Centre, is the centrepiece event of the Singapore Bicentennial, the multimedia sensory experience bringing visitors back in time to witness key moments in Singapore's transformation from as far back as 1299.
Singapore 1000 sq m	
Reference Name, Email, Phone number	
Beatrice Chia bea@beatricechiarichmond.com	

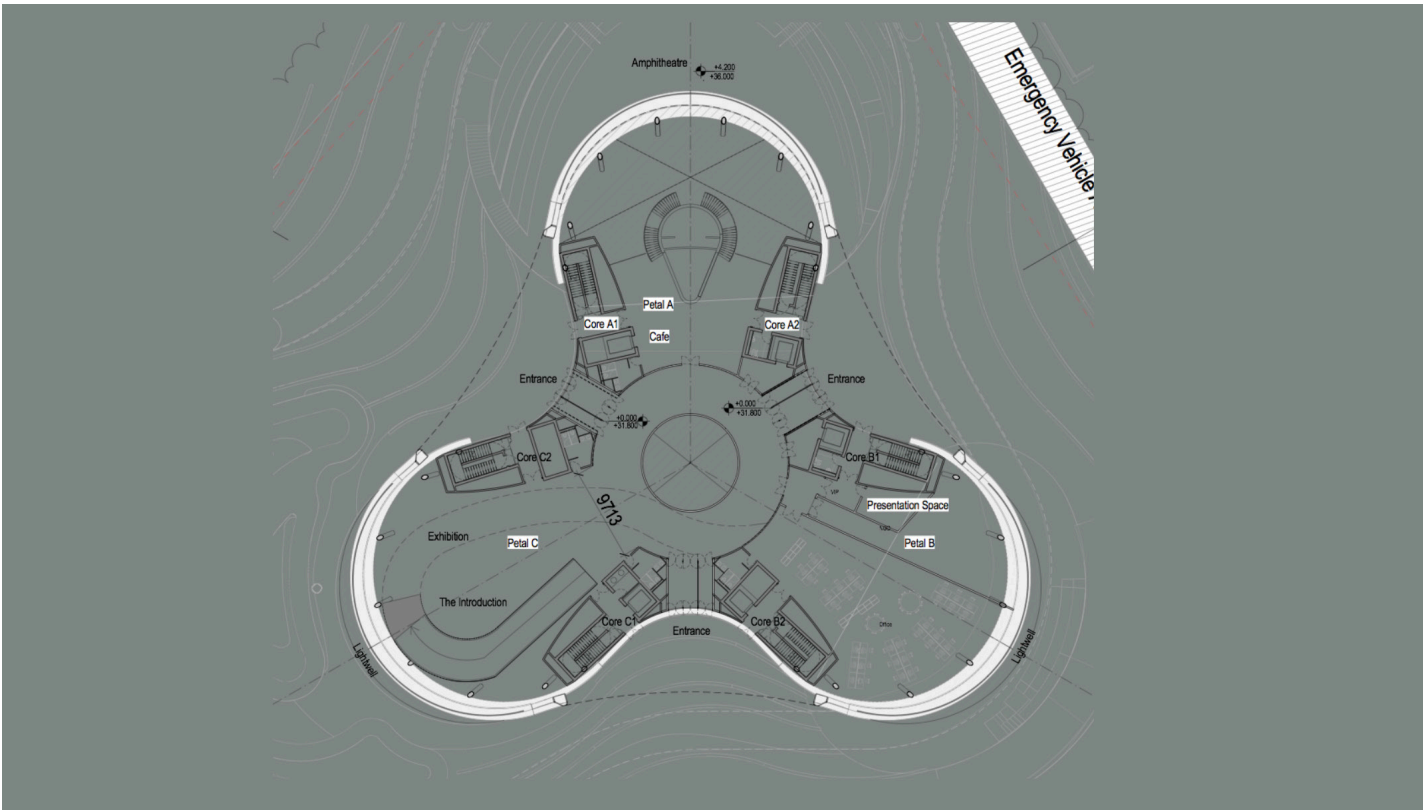
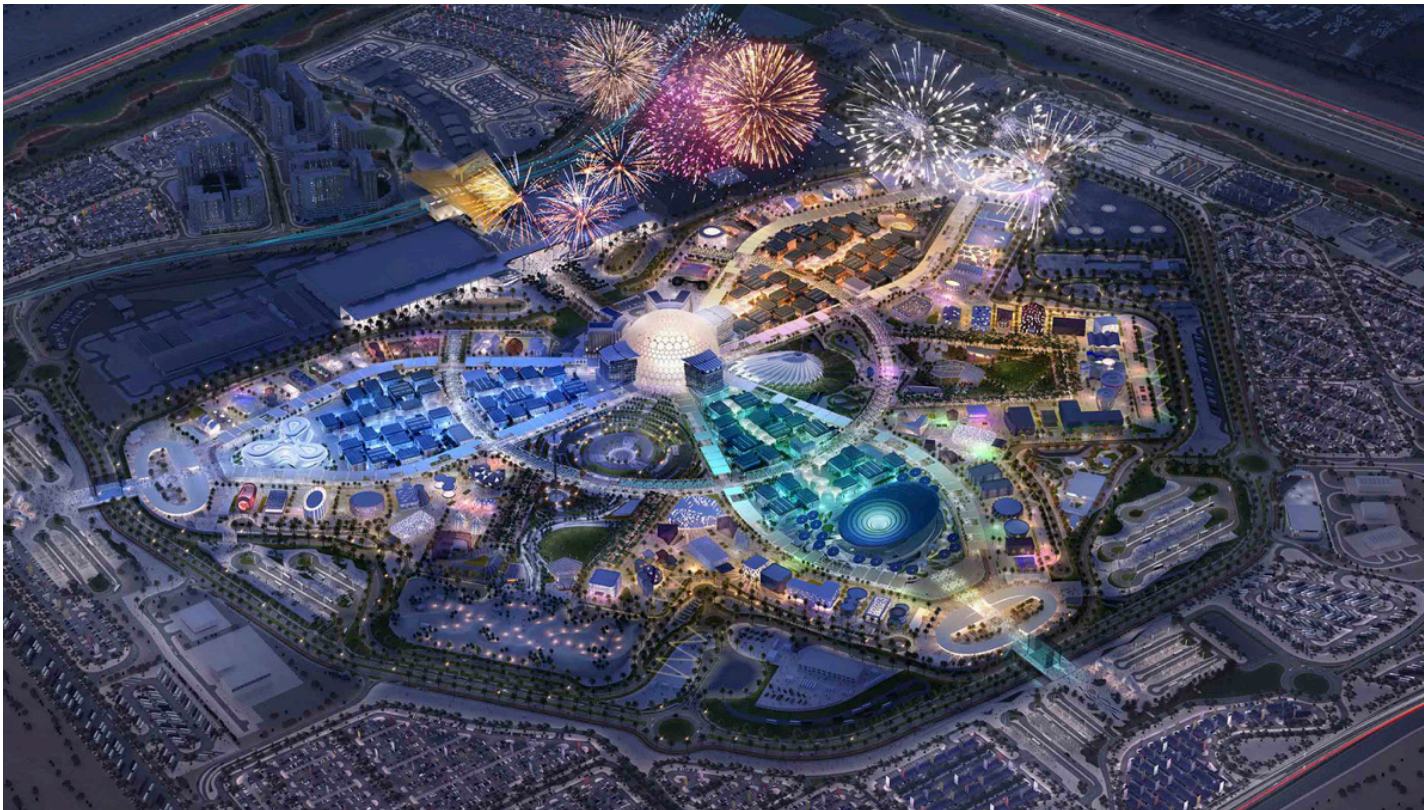




CASE STUDIES: BARKER LANGHAM



Project & client name	Brief
Mobility Pavilion EXPO 2020, Dubai Client: EXPO 2020 Dubai	The signature Mobility Pavilion at Dubai EXPO 2020 will be a flagship experience for this hugely significant World EXPO – the first ever to be held in the MENA and SA region. Barker Langham is working with teams across the globe to create an experience that captures the evolving mobility of humanity, and the deep impact this has had on society. An immersive, experiential journey is being created, blending a wide range of interpretive methods with creative design and unique multi-media experiences. Visitors will leave the Mobility Pavilion will long-abiding memories of this once-in-a-lifetime experience.
Location	
Dubai, UAE	Working closely with designers, special exhibits creatives and architects around the world, Barker Langham has created a dossier of research to support each unique element of the Mobility experience, ensuring that a strong academic basis underpins every level of content within the Pavilion.
Reference Name, Email, Phone number	
Alex McQuaig, Chairman MET Studio Design (contracting partner) alex@metstudiodesign.com	Detailed interpretive and content briefs have been developed to inform elements across the Pavilion, including all scripts, AVs and models. The unique story touches on both the natural world and physical worlds, further honing our skill in interpreting the complexities of the planet and its inhabitants. As we are now in production phase, Barker Langham remain on hand to thoroughly and efficiently answer queries and provide additional research and reference material as required.





CASE STUDIES: BARKER LANGHAM



Project & client name	Brief
Qasr Al Hosn Client: Department of Culture & Tourism Abu Dhabi	Qasr Al Hosn is the ancestral home of the Al Nahyan and the oldest building on Abu Dhabi Island. A seat of rule and a fortified stronghold, a family home and a centre for the community, an emblem of the emirate of Abu Dhabi: Qasr Al Hosn is among the UAE's most significant and iconic heritage sites.
Location	Over the past decade, Barker Langham worked on the business and cultural planning of both the permanent site and the annual Qasr Al Hosn Festival.
Abu Dhabi, UAE	In 2016 we curated the festival in just 10 weeks – managing and collaborating with a consortium of creative teams. The 2016 festival achieved record-breaking attendance with 140,000 visitors enjoying the festival over two weeks.
Reference Name, Email, Phone number	In 2018, we completed and delivered the curation, research and interpretation of the permanent visitor experience at Qasr Al Hosn. The incredible story of the fort was brought to life through artefact display, immersive environments, soundscapes, oral histories, archival installations and interactive exhibits, models and games. We also provided curatorial direction for the major event that marked Qasr Al Hosn's inauguration.
Rita Aoun-Abdo, Executive Director Department of Culture & Tourism Abu Dhabi, UAE Culture Sector Department of Culture and Tourism + 0444 444 2 971 Raoun@dctabudhabi.ae	





CASE STUDIES: BARKER LANGHAM



Project & client name	Brief
The Olympic Journey – The Story of the Games Client: The Olympic Museum in Lausanne	A vital part of London 2012’s Cultural Olympiad, The Olympic Journey was a flagship narrative experience at the Royal Opera House. Showcasing the Olympics from ancient to modern times, the exhibition was visited by 37,000 people over its -2week run.
Location	Weaving together collection display, archival footage and contemporary voices, we created an immersive and interactive world of sporting history that celebrated the Olympic spirit and the heroes that embody it.
Royal Opera House, London	
Reference Name, Email, Phone number	
n/a	Barker Langham led the interpretive planning for the exhibition, undertaking content research and development, collections identification and scriptwriting.





CASE STUDIES: BARKER LANGHAM

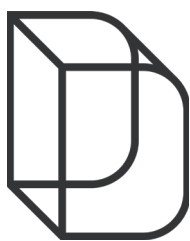


Project & client name	Brief
Qasr Al Muwajj Client: Department of Culture & Tourism Abu Dhabi	Within the historic fort of Qasr Al Muwajji, Barker Langham curated an exhibition to celebrate the century-long story of the fort and the achievements of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, who was born and spent the formative years of his life there.
Location	Barker Langham worked on every stage of the project, from the initial interpretive plan through to selecting final content and writing script for the exhibition, catalogue and website. Qasr Al Muwajji opened with a spectacular ceremony in December 2015. With a range of striking and creative exhibits in a beautiful new space, and the sensitive interpretation of the historic structures, the fort provides an evocative visitor experience and acts as an exemplar for future developments in the region.
Al Ain, Abu Dhabi	
Reference Name, Email, Phone number	
Rene Van Mullen Senior Projects Manager, Al Ain Department of Culture and Tourism – Abu Dhabi +971 2 599 5942	





CASE STUDIES: THE DEPARTMENT



Project & client name	Brief
BMW: NEXTGen	<p>New brand experience platform, designed to shift perceptions of BMW as THE mobility leader.</p> <p>Instead of a generic product show NEXTGen traveled through BMW's future roadmap, personified by a human story.</p>
Location	
Munich	
Reference Name, Email, Phone number	
Nico Duerbeck - Nico. Duerbeck@bmw.de	<p>5 days. BMW Welt, Munich</p> <p>(Strategy, opening & closing shows)</p> <p>Cost: 1,500,000 EUR</p>





CASE STUDIES: THE DEPARTMENT

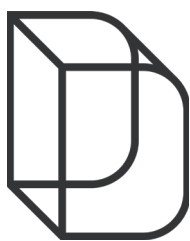


Project & client name	Brief
Williams F1: Interactive Experience	Ticketed experience at Autosport International to celebrate Williams 40th Anniversary. F1 immersive experience using technology, immersive audio and state of the art projections. Over 1,200 attendees through 4 rooms Cost: 550,000 GBP
Location	
-	
Reference Name, Email, Phone number	
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CASE STUDIES: THE DEPARTMENT

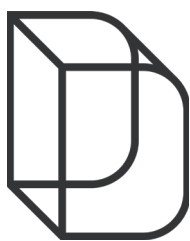


Project & client name	Brief
KPMG: One Firm	<p>O2 arena full to capacity with 14,000 KPMG employees from across the world.</p> <p>Celebrity contributors including Bob Geldof, Florence and the Machine, Jamie Oliver and Lenny Henry as host.</p> <p>Over 10 unique content pieces created for the production. Collaborations between employee groups and well known institutions such as Stomp and London Gospel Choir.</p> <p>Cost: 6,500,000 GBP</p>
Location	
-	
Reference Name, Email, Phone number	
-	





CASE STUDIES: THE DEPARTMENT

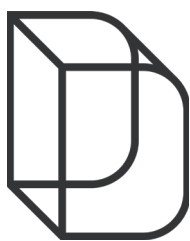


Project & client name	Brief
FIFA VIP Immersive Party 19 & 18	An immersive journey through Russia on the FIFA World Cup Express, stopping at all host cities, delighting guests with local culture, customs and gastronomy.
Location	A 360 entertainment programme and immersive set design.
Russia	1 night, Moscow. Cost: 2,200,000 EURO
Reference Name, Email, Phone number	
-	





CASE STUDIES: THE DEPARTMENT



Project & client name	Brief
BBC Livestreaming	<p>A seven year collaboration on all digital aspects of all live music events including Glastonbury, Proms in the Park, Radio 1's Big Weekend, BBC Music Awards, BBC 6 Music Festival</p> <p>2018 Glastonbury accumulated 5.2m UK and international views over the weekend</p> <p>2013 was the first truly digital Glastonbury - 6 major stages streamed 24 hours.</p> <p>Worked alongside YouTube to bring 360 camera rig experience to viewers</p>
Location	
UK	
Reference Name, Email, Phone number	
-	





CASE STUDIES: KUBIK



Project & client name	Brief
Making a Spash Philips, International Funkausstellung (IFA)	Philips, a global leader in health technology, used their display at IFA to highlight a range of intelligent, adaptive and personalized consumer health solutions that seamlessly integrate into people’s lives and lifestyles, empowering them to make healthier choices and fulfilling their personal needs. The booth design entailed creating home “vignettes” to highlight these integrated solutions to event goers.
Location	
BERLIN, GERMANY	Building a “home” within the IFA show floor presented a few production challenges. Part of the design was a “shower” scape where visitors could trial bathroom essentials and capture for video and social media extensions. Inspired by a performance at the 2019 European Song festival, this unconventional exhibit required a shower to run water without shedding a single drop on visitors and leaving anyone all wet. Without a blueprint to follow, kubik custom engineered a solution creating a shower with water that ran between two glass panels coated with an anti-chalk coating to retain crystal clear transparency through the sheeting water and a water pump ingeniously installed under the hall floor.
Reference Name, Email, Phone number	
n/a	The quality build kubik provided on the shower exhibit and throughout the ambitious exhibit which included 2 halls covering over 5000 m2 booth divided in two areas, the consumer hall and dealer hall, was due to seamless teamwork with the account team and contributed to a resoundingly successful project.





CASE STUDIES: KUBIK



Project & client name	Brief
A Race Around the World Puma — Volvo Ocean Race	<p>The multinational German clothing and footwear manufacturer participates in the Volvo Ocean Race as the official clothing supplier. The close association with this spectacular sporting event required Puma to deliver an outstanding brand experience.</p> <p>kubik developed a concept that allowed Puma to sell a wide range of products in an environment that could survive the rigours of round-the-world travel, in any weather.</p> <ul style="list-style-type: none">▶ Using four -40foot shipping containers created a modern and dynamic mobile merchandising store▶ Containers functioned as both a shopping environment and transportation vessel so they had to be durable as well as feature attention-grabbing branding.▶ The unique retail experience traveled with the Volvo Ocean Race to Alicante, Spain; Boston, USA; and Sanya, China.
Location	
Global Program	
Reference Name, Email, Phone number	
n/a	





CASE STUDIES: KUBIK



Project & client name	Brief
A Paper Race Camper — Volvo Ocean Race	<p>Camper, one of the world's leading footwear designers collaborated with Emirates Team New Zealand for the world's premier offshore racing event, the Volvo Ocean Race. A unique Camper pavilion constructed out of paper tubes, was designed by Shigeru Ban and erected in the race villages at several stopovers throughout the race.</p> <ul style="list-style-type: none">▶ The 20 meter diameter round pavilion, was engineered to be easily installed and dismantled in a short amount of time▶ Built to withstand the possibility of severe weather conditions in the world harbours like Sanya, China; Miami, USA; Alicante, Spain; and Lorient, France.▶ The daring design features natural materials and inventive craftsmanship
Location	
Global Program	
Reference Name, Email, Phone number	
n/a	





THEORETICAL DESIGN OPTIONS



CONTENT & USER JOURNEY



VISITOR ENRICHMENT CENTRE

Vision

The Golden Thread: Spirit of Saudi Arabia. Connecting our rich heritage to a bright future.

From the physical gold found in our lands to the intangible wealth found in our spirit, Saudi Arabia is a country rich with both legacy and potential. Bound together by the powerful threads of our people, our land, and our innovation, our rich heritage and connected wisdom become the very fibres with which we will weave a bright and global future.



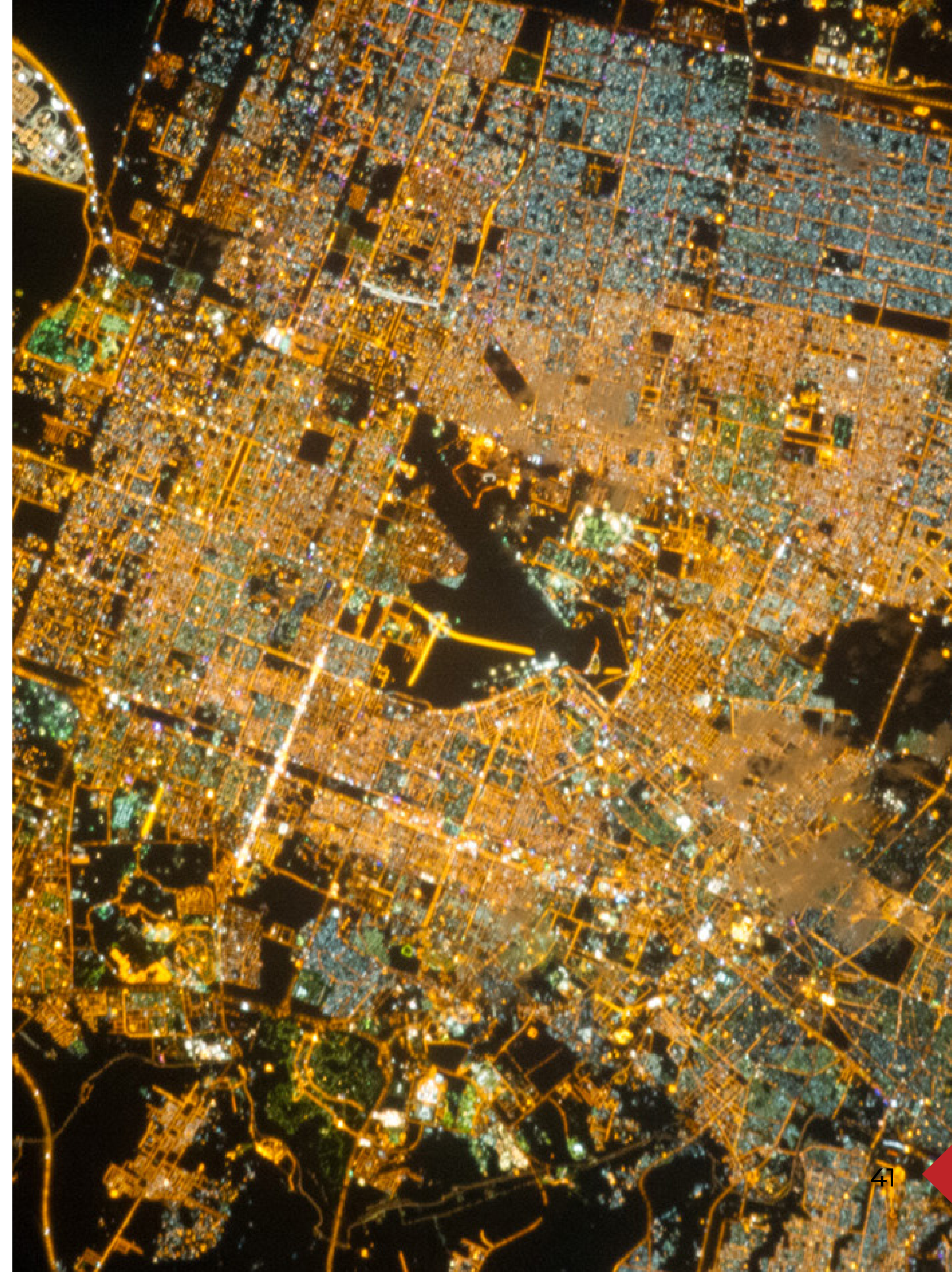


VISITOR ENRICHMENT CENTRE

Key Messages

- ▶ Saudi Arabia's heritage is richly interwoven with the potential it has to change the world. Our PEOPLE's enduring spirit of INNOVATION and deep relationship with NATURE (the PLANET) ensure that Saudi Arabia has the opportunity to power global change.
- ▶ The spirit of Saudi Arabia is closely tied to the earth that bears it. Sculpted by our landscapes and carved by our seas, this deep respect for the nature that surrounds us amplifies our desire to protect and preserve the PLANET.
- ▶ Empowering PEOPLE and their stories is part of the nation's spirit. Oral history resonates as a reminder of the values of entrepreneurship, excellence, hard work, and ambition that characterise the Saudi nation.
- ▶ From Aramco to the Vision 2030, INNOVATION is the beating pulse of the Kingdom, and it has been since the birth of our nation.

The vision and key messages spread beyond the visitor enrichment centre and into the wider media centre as a whole, with visual references to weaving, light and connections resonating throughout. Hence the narrative of the entire centre becomes richly interwoven, with many threads and connections to unpick, reflecting the rich spirit of Saudi Arabia.





NARRATIVE: G20 WELCOME

This welcome space comprises an opening message from HRH about the importance of the G20 summit being held in the region for the very first time, while exploring in brief the history of the G20 institution, its aims, and its global impact.

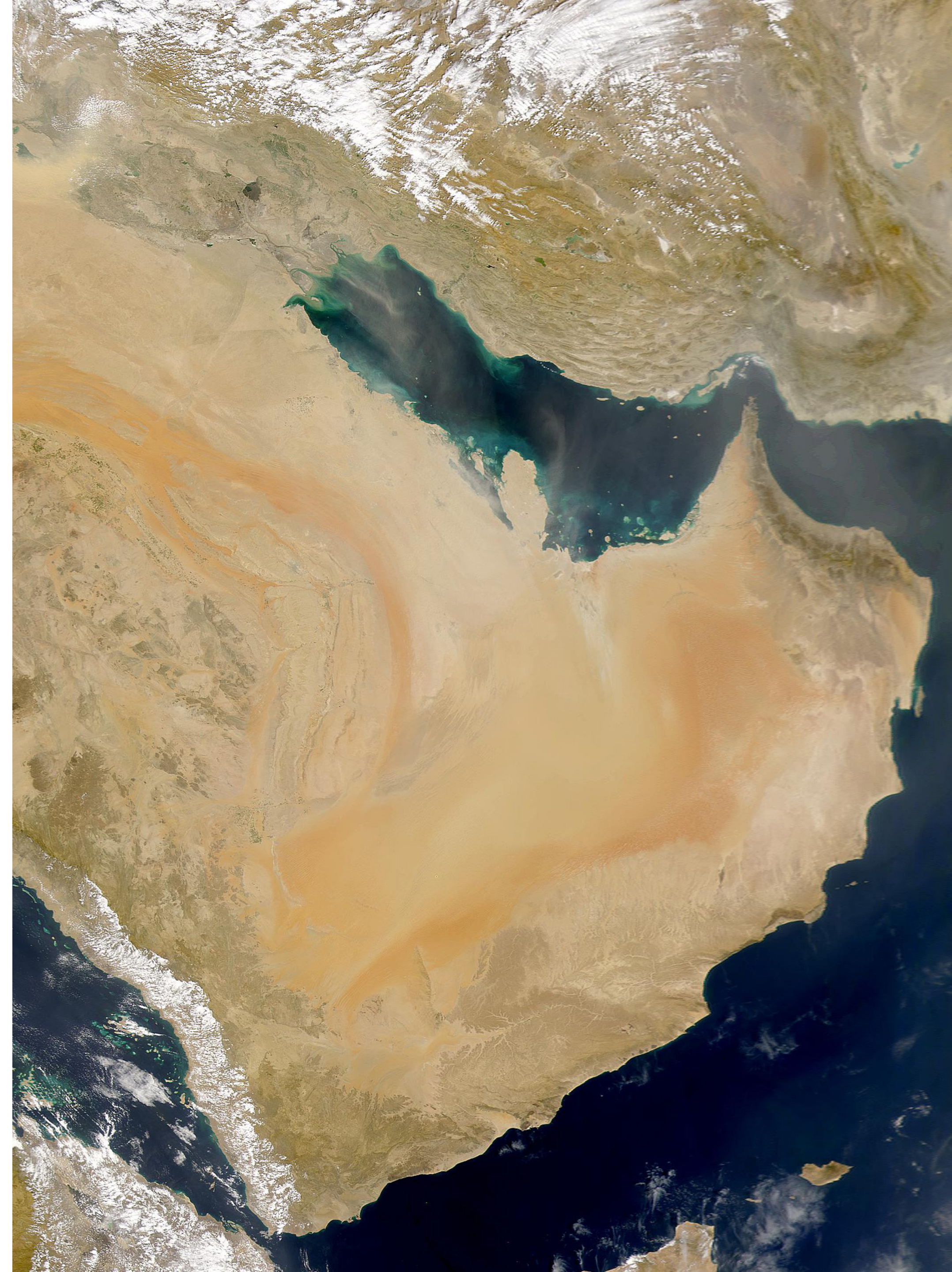
Welcome from HRH King Salman Bin Abdulaziz Al Saud: “On behalf of the people of the Kingdom of Saudi Arabia, it is my pleasure to welcome you as the Kingdom assumes the 2020 G20 Presidency and announce to the world our pursuit to create a cooperative environment for the G20 to introduce policies and initiatives that will fulfill the hopes of the people of the world.”

Purpose of G20 summits: Bringing together systemically important industrialized and developing economies in order to discuss key issues in the global economy. The G20’s mandate was to help shape the international agenda, to discuss economic and financial issues in areas where consensus had not yet been achieved, and to “lead by example.”

Timelines of G20 summits: 1999: Canada - 2000: Canada - 2001: Canada - 2002: India - 2003: Mexico - 2004: Germany - 2005: China - 2006: Australis - 2007: South Africa - 2008: USA - 2009: UK & USA - 2010: Canada & South Korea - 2011: France - 2012: Mexico - 2013: Russia - 2014: Australia - 2015: Turkey - 2016: China - 2017: Germany - 2018: Argentina - 2019: Japan - 2020: Saudi Arabia

Past G20 Topics: Crisis Prevention & Resolution - Challenges of Globalization - Combating Terror Financing - Development & Aid - Financial Abuse / Financial Crime - Institution Building in Financial Sector - Demographics - Regional Economic Integration - Surveillance / Domestic Policies - BWI Reform - Commodities & Economic Impact - Fiscal Policies

Current G20 Themes: Realizing Opportunities of the 21st Century For All: Safeguarding the Planet - Empowering People - Shaping New Frontiers



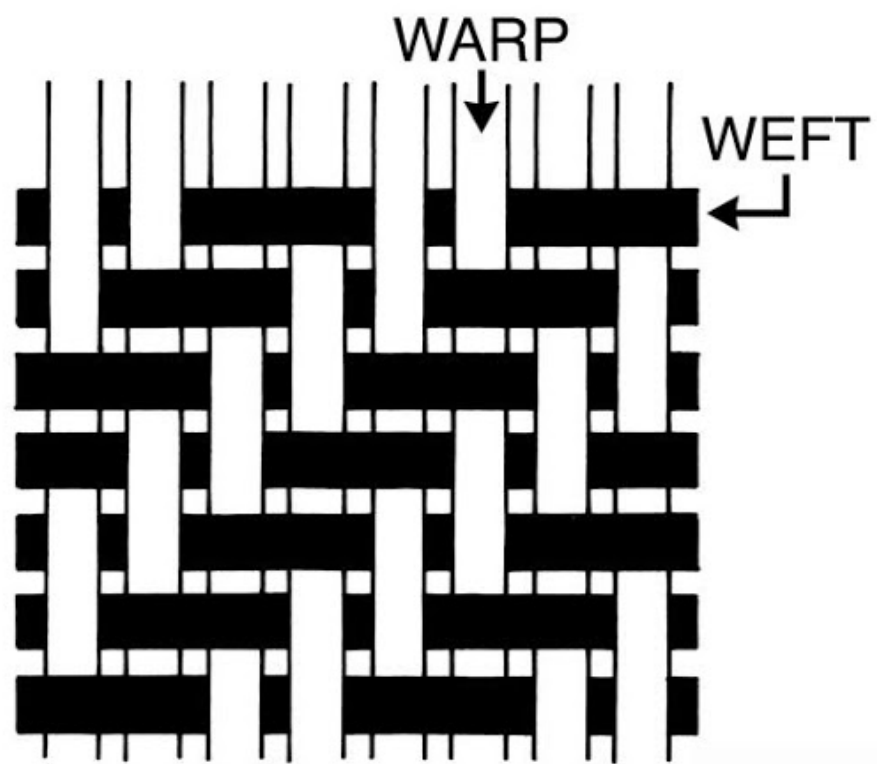
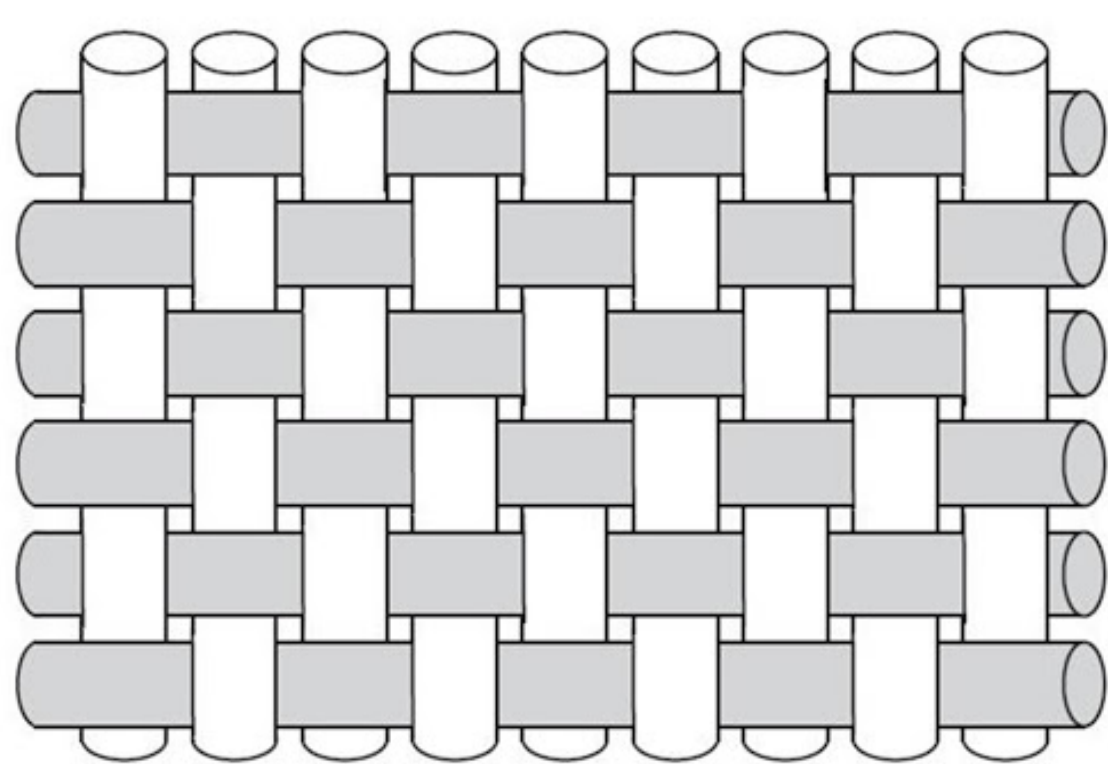


AL SADU ORIENTATION

Sadu traditional weaving works by combining linear threads into a series of intricate and precise patterns. Expert hands guide these fibres over and under in a rhythmic and undulating pattern. All these distinct individual cords finally come together to create something dazzling: a carefully crafted object that embodies the rich history and heritage of a proud nation.

This same motion - the undulating movements of distinct threads as they weave between steady layers, reflects the lines of energy that pulsate throughout the land and people of Saudi Arabia. The rhythmic motion of steady water and winds. The resonating stories of a poetic people. The bright ideas that help to shape a global future. These are the oscillating threads that bind Saudi Arabia together, and it is these same threads, imbued with the wisdom of a pioneering nation, that will flow outwards across the globe, connecting us all to a brighter future.

These threads, as they spread throughout the stories of Saudi's land, people and ideas, will allow visitors to follow the path they most wish to see, unpicking the threads of Saudi Arabia that mean the most to them.





VISITOR JOURNEY: FOLLOW YOUR THREAD

The narrative of the Visitor Enrichment Centre is divided into the three themes of the G20 summit, showcasing how these principles lie at the core of Saudi Arabia's heritage, but also its vision for the future. It is important, however, that visitors also feel they have the opportunity to make their own **personal connections** with the Kingdom, exploring Saudi Arabia on a more intimate level by following the various threads that combine to form this nation's unique spirit.

These three **threads**, representing the **Heart, Mind and Soul** of the nation, are displayed as three corresponding coloured threads: yellow, red and green. By following one of these narrative threads, visitors can traverse the three G20 themes and begin to understand how richly interconnected the stories of Saudi Arabia are. As visitors unfurl these dynamic threads, they themselves can also activate stories, imbuing them with energy, as well as drawing energy from them; creating connections between individuals and the information they elicit.

The three G20 themes provide steady warps through which the visitor journey can intricately weave, as visitors create their own unique relationship with the spirit of Saudi Arabia: the golden thread that has the power to connect our world.

The threads that weave together to form the spirit of Saudi Arabia:

- ▶ Heart (strength, passion, empathy) - the red thread
- ▶ Mind (pioneering, progress, ingenuity) - the yellow thread
- ▶ Soul (national pride: our land, our flag, our faith) - the green thread



Yellow Thread - the Mind

Key Message: This is a nation that tirelessly pursues progress, harnessing the minds and ingenuity of its people.

Key words: Golden / bright / progress / energy / rich / prosperity / success

Stories: energy / climate change / empowering youth / space cooperation / smart cities



Red Thread - the Heart

Key Message: Saudi Arabia is fuelled by a passionate spirit and a cultural pride which sits at its very heart.

Key Words: Courage / strength / passion / determination / devotion / sentiment / empathy / pride

Stories: crossroads of civilisations / arabic / red sea / digital economy / tourism investment



Green Thread - the Soul

Key Message: The soul of the Kingdom is shaped by its lands, its leaders, and its faith.

Key Words: Islam / The 'green field' of the Saudi flag / Land / Paradise / Life

Stories: sustainable agriculture / harnessing water / house of al saud / hajj / government support



VISITOR JOURNEY: FOLLOW YOUR THREAD

Below are a series of traditional Saudi names which we might employ to help us shape the visitor journey and the conceptual space. These areas would form points of congregation on the journey, allowing visitors to reflect on what they have experienced, whilst forming new connections with fellow delegates in the centre.

- **Orientation space: Diwaniyyah**

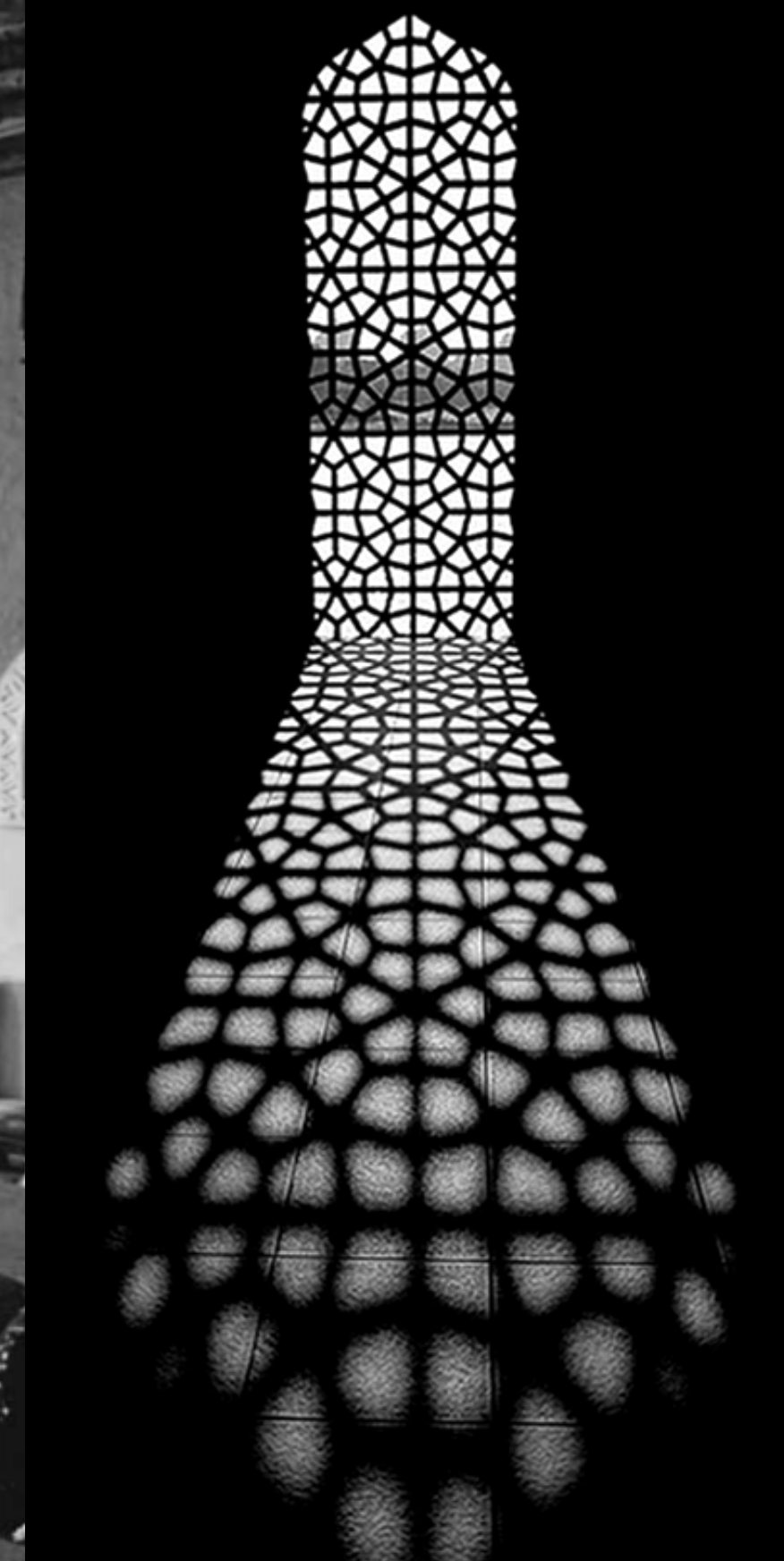
The reception space of a traditional Saudi home. This idea puts visitors into the position of a guest, appreciating the importance of hospitality that remains ingrained in the culture of Saudi Arabia.

- **Empowering People: Majlis**

The communal area of the home, where family and visitors alike are welcomed. It is in the majlis that important affairs are debated, ideas are generated and stories are passed down from generation to generation.

- **Central hub: Sahn**

This echoes a traditional courtyard where people and ideas can come together and connect. The sahn is the inner sanctuary of the household, a place of reflection in the evenings as the intense heat of the day is replaced with the cool breeze of night. Visitors would appreciate this space as a place for reflection and conversation.





VISITOR JOURNEY: FOLLOW YOUR THREAD

- ▶ Visitors will enter what feels like a private space: home to the spirit of Saudi Arabia.
- ▶ This space will begin to introduce the ideas behind our theme: The Golden Thread: Spirit of Saudi Arabia
- ▶ Lights and interwoven structures will filter throughout the opening, dynamically rippling across the walls and guiding visitors around the corner to where their journey can begin.
- ▶ They are first met by a sculptural embodiment of traditional Sadu weaving; a dynamic and living display that will be highly visually impactful.
- ▶ This introduction to the tradition of Sadu weaving acts as an orientation space. Reflective of the diwaniyyah in traditional Saudi homes, it welcomes visitors, inviting them as guests to explore the spirit of Saudi Arabia.
- ▶ Visitors can then begin their narrative journey, learning about this unique nation, taking out of two narrative approaches.
- ▶ Visitors can take a broadly thematic approach on their journey, exploring how the heritage and legacy of Saudi Arabia directly weaves into the three G20 themes: Safeguarding the Planet, Empowering People and Shaping New Frontiers.
- ▶ These three themes correspond to three areas within the space, resembling traditional architectural spaces of a Saudi home.
- ▶ The theme of Safeguarding the Planet links to the harnessing of natural resources and the use of earth for constructing traditional Nadj houses.
- ▶ The theme of Empowering the People speaks to connections and personal relations, and therefore embodies the idea of the majlis, the communal sanctuary where stories are shared and knowledge is transferred to future generations.
- ▶ Finally, the theme of Shaping New Frontiers forms a threshold moment, looking out from the traditional house into a vista of progress and innovation. Crucially, these New Frontiers are imbued with the traditions and history that remains integral to the future of Saudi Arabia.
- ▶ Alternative to this thematic visitor journey, visitors can also take a more holistic approach. By following various threads which emanate from the Sadu weaving centrepiece, visitors will be able to choose which aspect of Saudi Arabia's spirit they wish to unpick: the Heart, the Mind or the Soul, corresponding to Red, Yellow or Green 'threads'.
- ▶ Finally, a central hub which echoes the sahn (صَحْن) or central courtyard in traditional Arabic architecture will encourage visitors to connect with each other, bringing their own personal experiences and interactions with the spirit of Saudi Arabia to bear on the conversation.

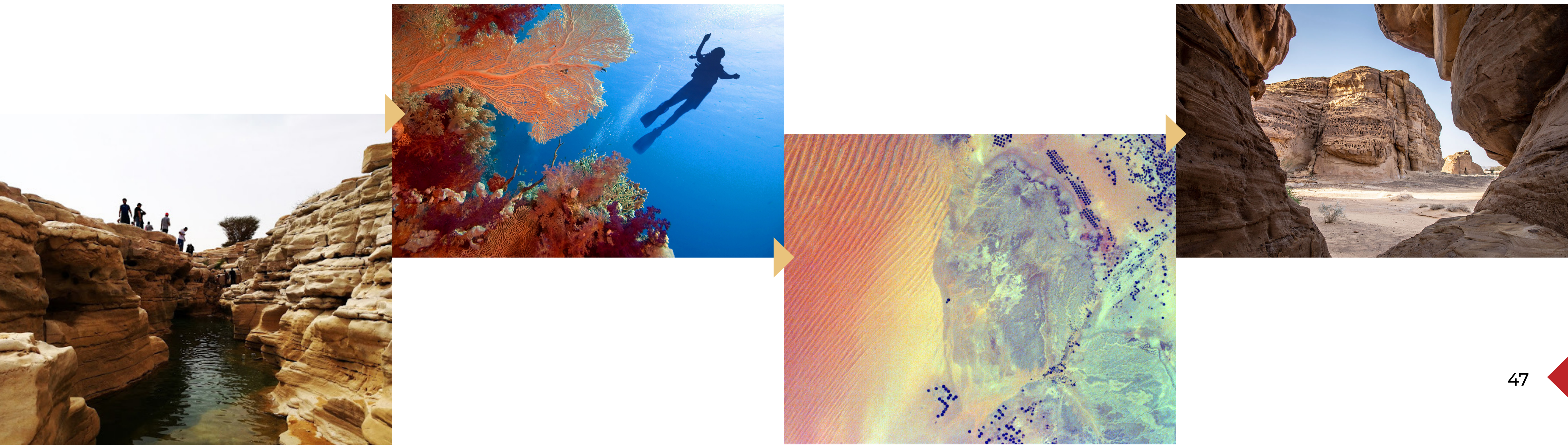
NARRATIVE: SAFEGUARDING THE PLANET

Theme: Safeguarding the Planet - (sand - wind - water)

The physical threads of wind, water and swirling sands, have helped to shape Saudi Arabia into the nation it is today, forging dramatic natural monuments that have become the warp through which Saudi's rich heritage is woven. Bound by its deep connection to the land and sea, and its unique understanding of living in harmony with nature, the Kingdom now has the opportunity to amplify its environmental impact, spreading its knowledge and wisdom throughout the world, to help safeguard the planet for all.

Sub-themes / key stories

- ▶ Climate Change
- ▶ Harnessing Water
- ▶ The Red Sea
- ▶ Energy
- ▶ Sustainable Agriculture





NARRATIVE: SAFEGUARDING THE PLANET

Safeguarding the Planet

- ▶ **Climate Change:** It is due to ancient climate change that the Arabian Peninsula was transformed into the iconic desert we know today. These rolling oceans of sand were once lush savannas and woodlands, home to a rich array of life, including early evolutionary man. The evolutionary history of mankind is therefore intimately linked to the processes of climate change that took place on the Arabian Peninsula, just as current climate change impacts every human being on the planet.
 - **From underwater to arid desert:** The Kingdom's diverse environmental history, from lush woodlands to the Empty Quarter.
 - **Human evolution:** How climate change drove processes of early human migration.
 - **Diverse Geography:** Saudi Arabia is not just desert. In fact this country encompasses many diverse climates to be explored; from deserts to oases, islands to coastline, valleys to mountains, plains, caves, and springs: there is so much colour and life in this spectacular place.
 - **Vision 2030:** Saudi Arabia's strategies for tackling global climate change today, including alternative sources of energy (explored by Aramco but also King Abdullah City for Atomic and Renewable Energy), and natural carbon sinks, such as seagrass beds that are being researched by KAUST.
- ▶ **Harnessing Water:** Water in the desert is scarce, and nomadic Bedouin had to find ways of uncovering and harnessing this precious resource if they were going to survive, which is why the heritage of their irrigation system - the qanat - is crucial to the success of this nation. Saudis have always found ways of harnessing their precious natural resources, and that legacy echoes in their actions today, as they strive to safeguard water on both a local and global scale.
 - **The Qanat:** The evolution of the Qanat (including at sites such as Al Ula). Qanat Aljawf and Ayn Zubaydah.
 - **Vision 2030 - National Water Strategy:** A sustainable water future that safeguards natural resources and innovates in order to reform the water and wastewater sector, ensuring sustainable development of the Kingdom's water resources.
 - **Desalination:** Saudi Arabia is the largest producer of desalinated water in the world (a total of 31 plants in 17 locations)
 - **KAUST:** Research into harnessing the potential of wastewater - part of the National Transformation Program
- ▶ **The Red Sea** - The Red Sea, which laps against the weaving coastline of this country, is famed for its luscious marine biodiversity and richly interwoven ecosystem - a system that is under threat due to climate change and other human activities. Saudi Arabia is now working tirelessly to protect this national and global treasure for future generations to enjoy.
 - **Red Sea Coral:** Red Sea Coral in particular may provide a clue for how global coral will survive climate change, since they have adapted to survive higher temperatures than other coral species.
 - **Marine Biodiversity:** Stories of the rich marine biodiversity of Saudi Arabia, including habitats such as Mangroves and Seagrasses. NB KAUST have researched how Seagrasses act as carbon sinks, and



NARRATIVE: SAFEGUARDING THE PLANET

may help us combat global climate change.

- **KAUST Red Sea Research Centre:** The latest research and projects from this facility including sustainable conservation of the Red Sea.
 - **Khaled Bin Sultan Living Oceans Foundation:** The latest research and projects from this facility including 'The Global Reef Expedition'
- **Energy:** Energy is the constant thread that links our universe. Ever since human beings learnt to harness that energy for ourselves, we have continued to flourish, and connect our world in ways hitherto unimaginable. Saudi Arabia is at the heart of that energy story, being a leading producer of oil, but also paving the way for sector diversification and global collaboration.
- **KSA's Future Energy Vision:** The Kingdom's aim to diversify its energy sources, reducing its reliance on oil. As well as Vision 2030 and the commitment to work collaboratively to provide energy to less developed countries: Energy for all.
 - **King Abdullah City for Atomic and Renewable Energy:** The country is keen to explore sources of alternative energies
 - **Saudi Aramco:** Not only representing the historic success of the energy sector in KSA, but also exploring projects that have sought to protect the planet (including Manifa), and future strategies Aramco will employ in order to safeguard the planet.
 - **SABIC:** Again, a story of past KSA success, but also future adaptability. SABIC are employing strategies to improve their approach to sustainability, as well as achieving SDGs.
- **Sustainable Agriculture** - Producing food in even the harshest environments is a theme that ripples throughout Saudi history, from the bedouin nomads who learnt to survive in the desert, to tackling global issues of food security as the world's population is set to reach 9 billion.
- **Farming the Desert:** Innovative strategies for irrigating the desert in order to grow food for the population - a green Saudi seen from space. This includes smart irrigation systems that use sensors for precise monitoring.
 - **Ministry of Environment Water and Agriculture (MEWA):** The government's latest strategies and their role in achieving SDGs, such as food security.
 - **Hydroponics / Aquaponics:** New technologies for reducing the use of water and land for enhanced future food security. This is also a story that can link to space exploration, as some Saudi companies are looking at how this technology might help us grow food on Mars.



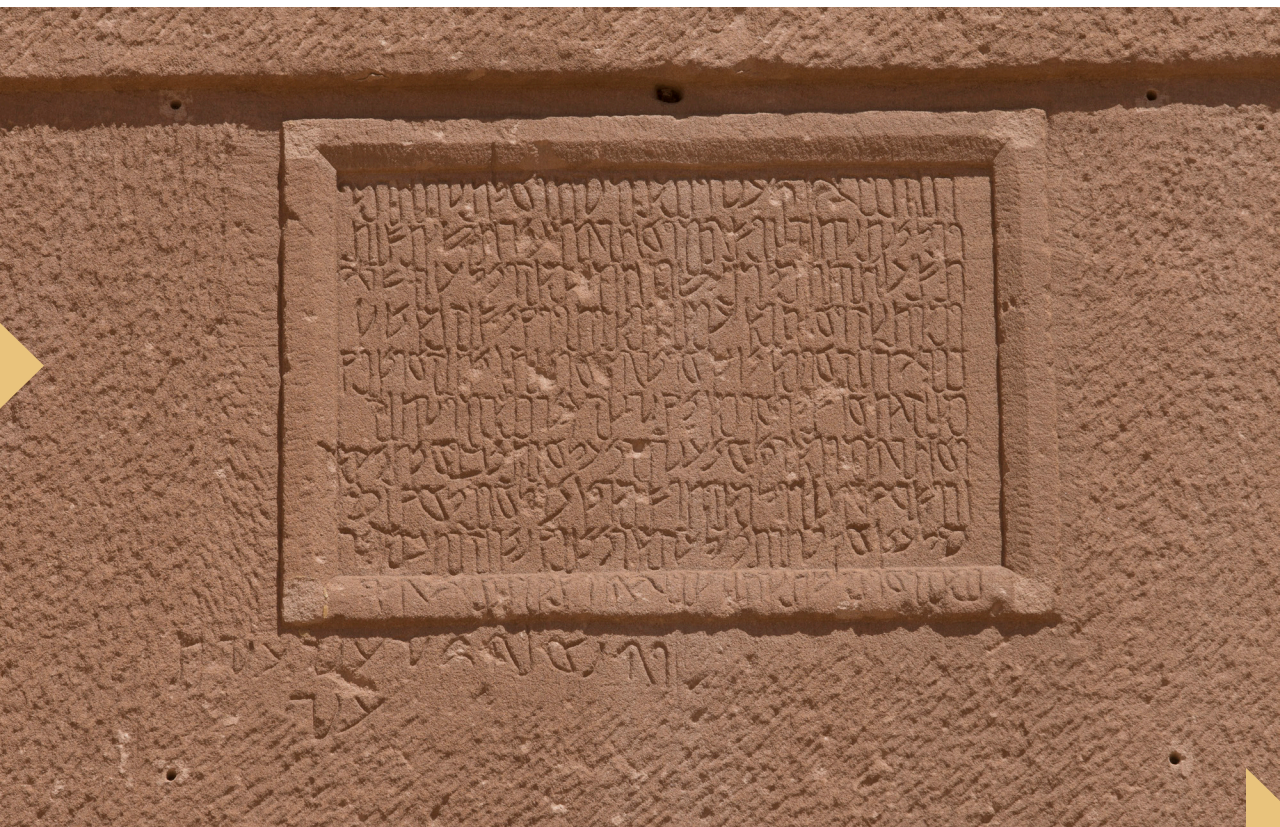
NARRATIVE: EMPOWERING PEOPLE

Theme: Empowering People - (movement / connections / energy)

From the first humans that set foot on this remarkable landscape hundreds of thousands of years ago, to the pioneering women and men that are shaping our future, the people of Saudi Arabia have left a footprint that has permeated beyond its borders. The traditions and culture of our people continue to pass down from generation to generation, weaving old practices into new forms. As the country pushes forward to fulfill its ambitious vision, it is our youth that will act as the custodians of this holy land - safeguarding its past whilst reimagining its future.

Sub-themes / key stories

- ▶ Crossroads of Civilisations (Al Ula)
- ▶ Language and Tradition (Arabic)
- ▶ Pilgrims of the world (Hajj - Mecca and Medina)
- ▶ House of Saud - Unifying a Nation
- ▶ Empowering Youth - Foundations of the Future





NARRATIVE: EMPOWERING PEOPLE

► Crossroads of Civilisations (Al Ula)

Movement and Migration: Saudi Arabia is a nation driven by the energy of our people. For millions of years, this land has served as a crossroads for the movement of civilisations, from the Lihyanites, Dadanites, Nabataeans and ultimately, the Arabs. Each left a deep impression that cultivated a landscape where ideas and language flourished, creating a lasting legacy that has endured through to today.

► Language and Tradition

Arabic: The language of our people - both written and spoken - has permeated throughout the world. Sound waves have carried the words and whispers of our ancestors through countless generations, transmitting knowledge and pastimes that remain embedded in society. The traditions and teachings of our forefathers have passed down through time, preserving our culture and connecting us to our origins thousands of years ago.

► Pilgrimage

Mecca and Medina: A deeply holy land, both before and after the advent of Islam, millions of pilgrims across the world strive to set foot within the sanctuaries of Mecca and Medina. Travelling from land, sea and air, the annual Hajj unites people of all backgrounds, creating the largest gathering of people on earth.

► House of Al Saud

Visionary Leadership: From the unification of the Kingdom under AbdelAziz through to today, the succession of leadership in Saudi Arabia has transformed the Kingdom from a humble nation to an international standard bearer. Today, the bold ambitions of His Majesty King Salman, alongside the vision of Crown Prince His Highness Mohammed bin Salman, will ensure Saudi Arabia remains a world leader as we embark into new decade, and the future beyond.

► Empowering Youth

Foundations for our Future: The future of Saudi rests with our youth. Young women and men will forge the future path as Saudi Arabia enters a new chapter. The impact and achievements of our youth will define not just the Kingdom, but will reverberate across the new world.

NARRATIVE: SHAPING NEW FRONTIERS

Theme: Shaping New Frontiers - (innovations / connections / strategies)

The global future is all about connections, from spatial cooperation to personal communication through our smartphones. Technology has made possible a better world, in which smart cities and digital economies are the foundations for dynamic innovation. There has never been a time when the international exchange of knowledge, culture and expertise was more important, therefore, the Kingdom is now acting to implement innovative strategies that will position it as a global beacon of progress and prosperity.

Sub-themes / stories

- ▶ Space Cooperation
- ▶ Digital Economy
- ▶ Smart Cities
- ▶ Tourism Investment
- ▶ Government Support





NARRATIVE: SHAPING NEW FRONTIERS

► Space Cooperation

The Saudi Space Commission, together with the King Abdulaziz City for Science and Technology (KACST) and other partners, works towards the achievement of sustainable development goals, the monitoring of climate change, the improvement of natural resource management, as well as the protection of cultural heritage and the promotion of economic and social growth. The Kingdom's interest in international cooperation has led it to sign local, regional and international agreements in line with the Saudi Vision 2030, with countries such as the US, Russia, China, Kazakhstan, South Korea and the UAE.

► Digital Economy

The Kingdom is accelerating ICT applications across sectors such as banking, insurance, health care, automotive, power and utilities, and education to drive socioeconomic benefits. The investment on 5G, IoT and big data, E-commerce, start-ups, AI, AR and robotics is positioning Saudi Arabia at the forefront of the digital revolution. ICT will contribute around %5 to the KSA's total GDP and %8 to non-oil GDP by 2022.

► Smart Cities

More than a smart city, a smart whole region, NEOM, "the land of the future", will become the healthiest, cleanest, most sustainable, and most technologically enabled location on the planet. Putting into practice innovative solutions across 16 sectors such as energy, mobility, manufacturing or livability, NEOM will become a prototype of the cities to come and a paradigm for the development of current metropolitan areas.

► Tourism Investment

With tourism seen as a strategic economic driver, the Kingdom is investing in tourism resorts and other mega projects that will showcase

its breathtaking landscapes (the Red Sea Project) and its splendid cultural heritage (Ad Diriyah), alongside futuristic developments such as Qiddiya -Saudi Arabia's "capital of entertainment"- or Amaala - already known as the "Red Sea Riviera".

► Government Support

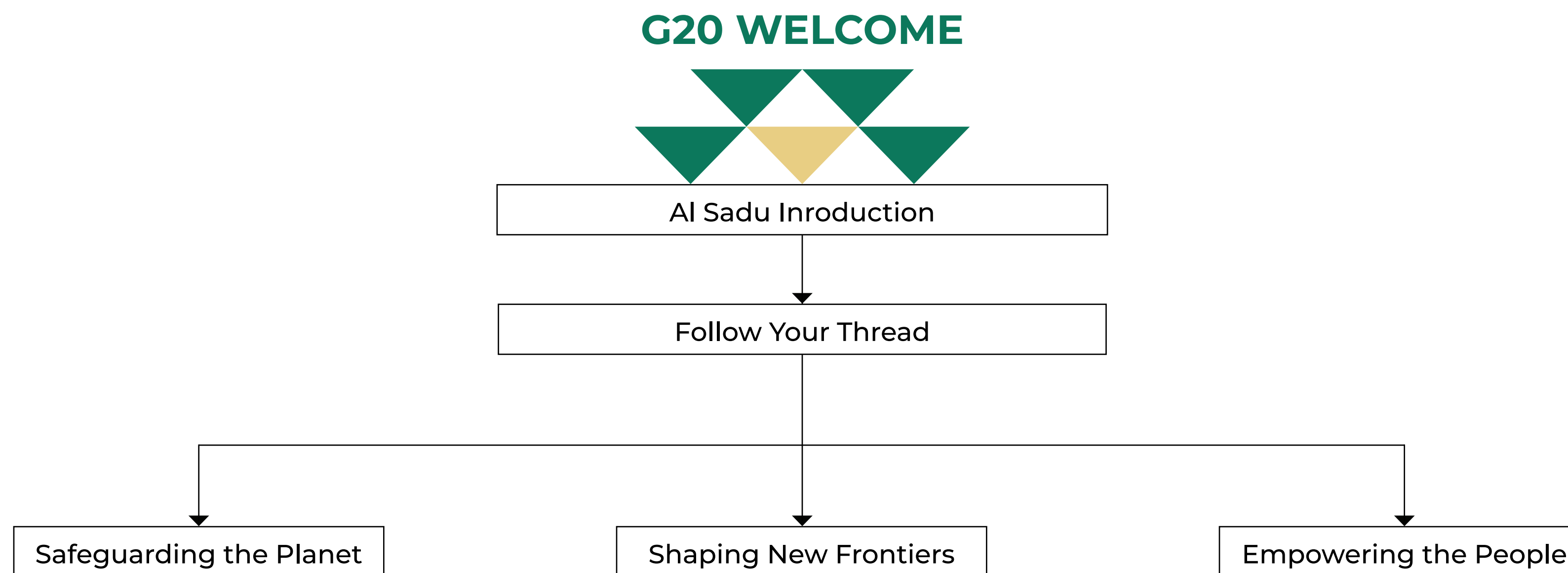
The Vision 2030 will make Saudi Arabia become a global investment powerhouse and a global hub that connects three continents. The Kingdom has put into place 13 programmes in order to foster the development of the Financial Sector, the National Industry, the creation of a Public Investment Fund or the promotion of National Companies, between others. A Quality of Life programme and a National Character Enrichment programme are also included in the Vision.



DESIGNS OF INTERIOR AND EXTERIOR

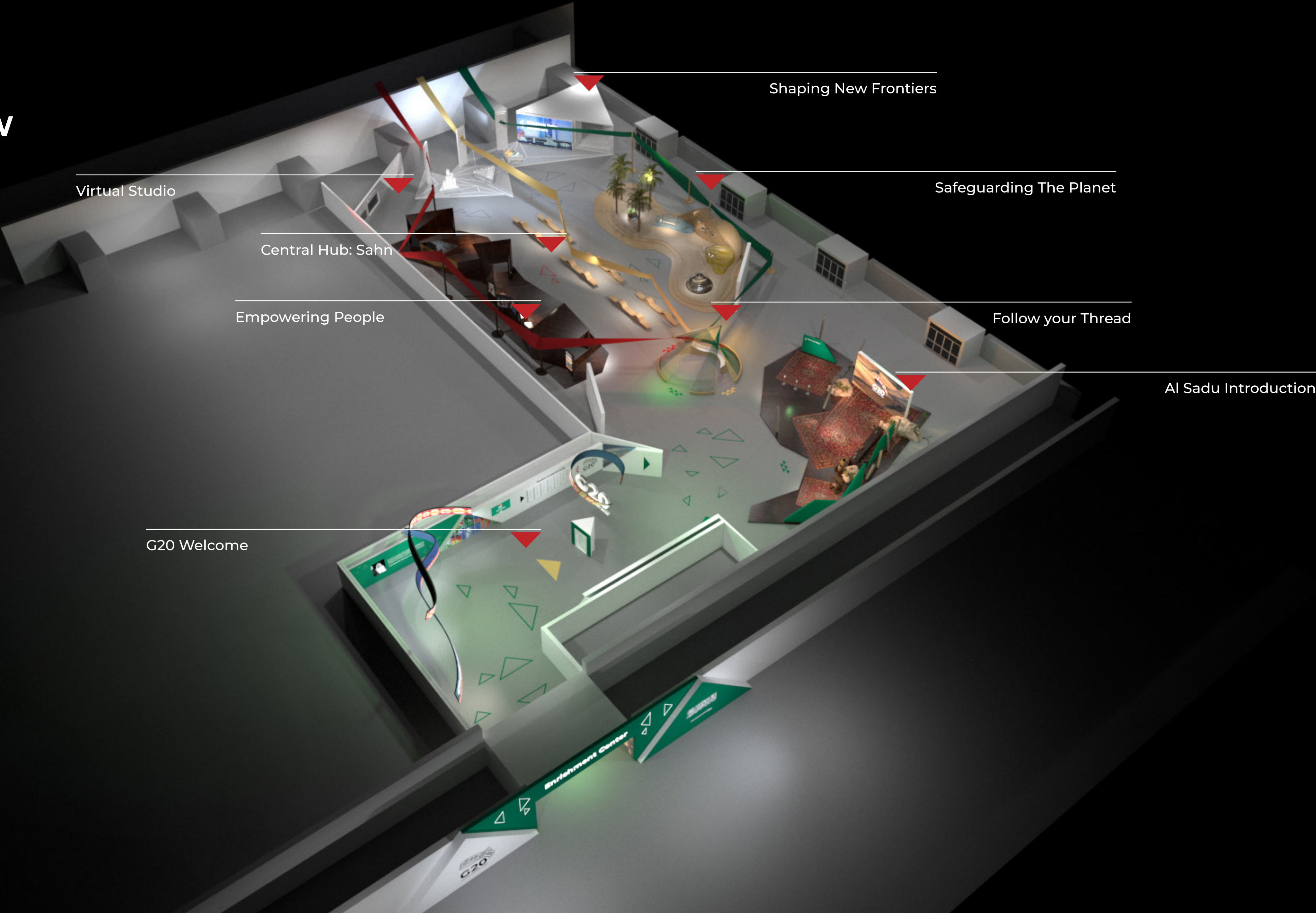


VISITOR JOURNEY



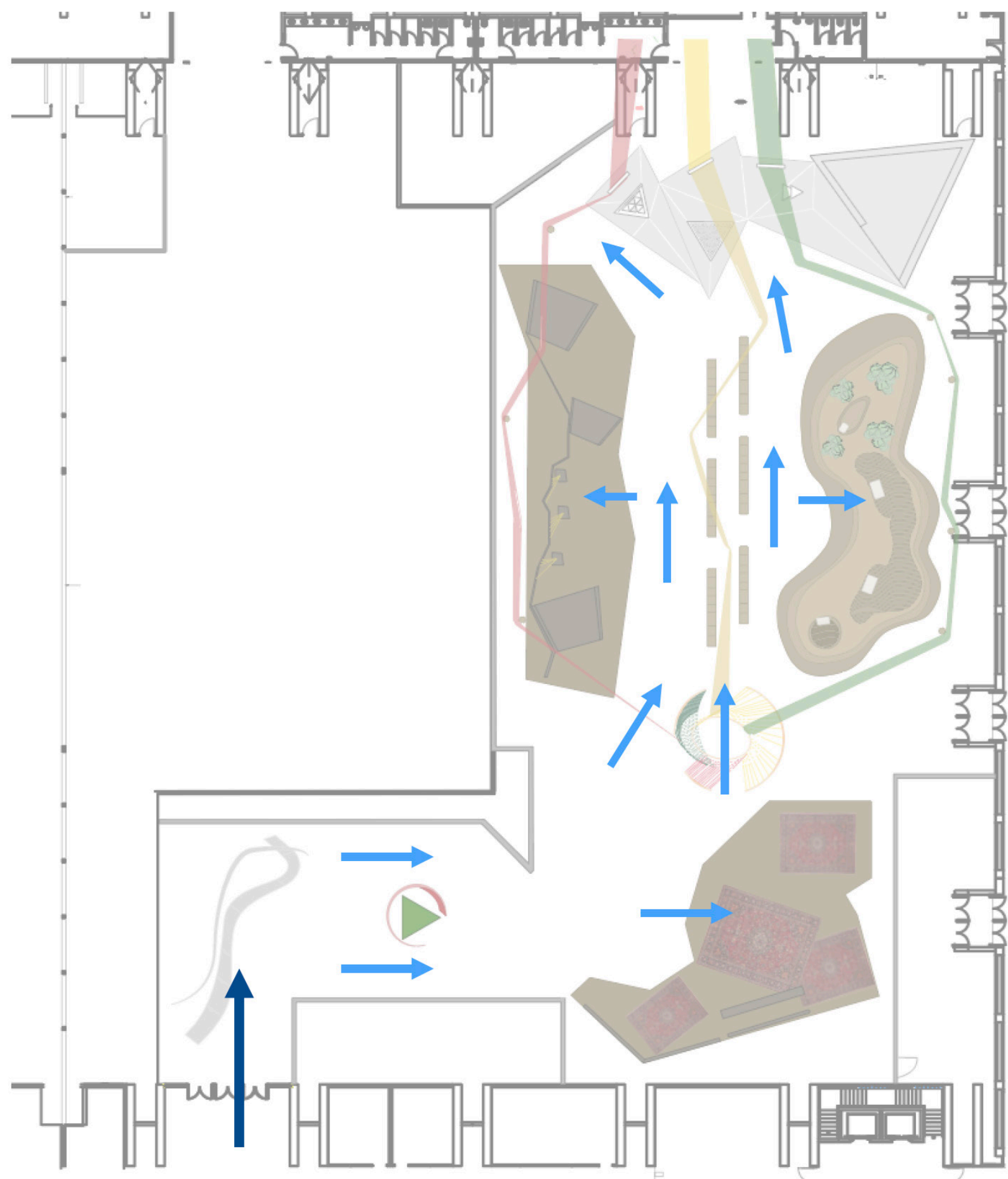


PLAN OVERVIEW





PLAN
CIRCULATION





DESIGN INSPIRATION

The Enrichment Center design and aesthetic is humbly influenced by the cultural fabric of The Kingdom’s vast and rich landscape.

The backdrop theme of Al Sadu weaves together KSA past and future with direct design inspiration taken from the Al Sadu weave itself, the natural Saudi landscape, traditional dwellings and The Kingdom’s innovative urban architectures.

The essence of KSA, past, present and future is captured in an eclectic landscape of dramatic theatre sets engaging pavilions and interactive exhibitions.

The G20 Summit Enrichment center will be the perfect surrounding to accommodate global audiences welcoming them with the spirit of The Kingdom of Saudi Arabia.

Zones

- ▶ G20 Welcome
- ▶ Al Sadu Introduction
- ▶ Follow Your Thread
- ▶ Safeguarding The Planet
- ▶ Empowering the People
- ▶ Shaping New Frontiers
- ▶ Central Hub: Sahn
- ▶ Virtual Studio

▶ Al Sadu



▶ Traditional Dwellings

▶ Natural Landscape



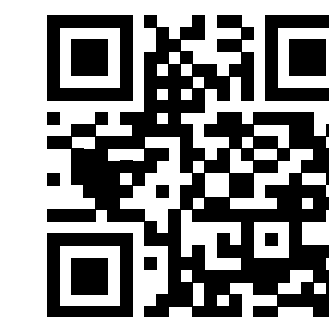
▶ Innovative Architecture



G20
WELCOME



CURVED LED SCREENS

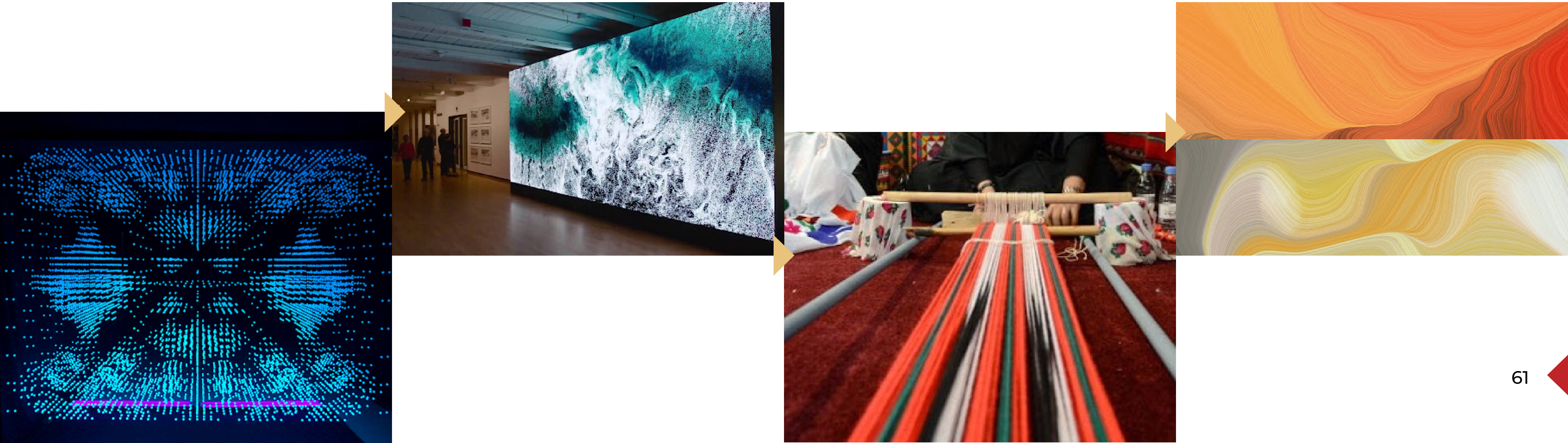




CONTENT TREATMENT

Upon entering the G20 welcome area, visitors are greeted with impressive, rolling and weaving LED curved screens. The content is rolling and every changing throughout the day; moving from the G20 branding, through to sadu weaving, merging into the waving and weaving elements of the Saudi Arabian landscape and cityscapes.

Activating the RFID Sadu band on the registration points triggers a unique personalised welcome message in their own language and in Arabic for each visitor on a large LED screen.





PORTL HOLOGRAM

As visitors enter, they are greeted by the hologram version of MBS, with a pre recorded message. This is achieved by filming his Majesty in a private, secure location convenient to him, editing and playing it back through RFID motion activation as a hologram movie.

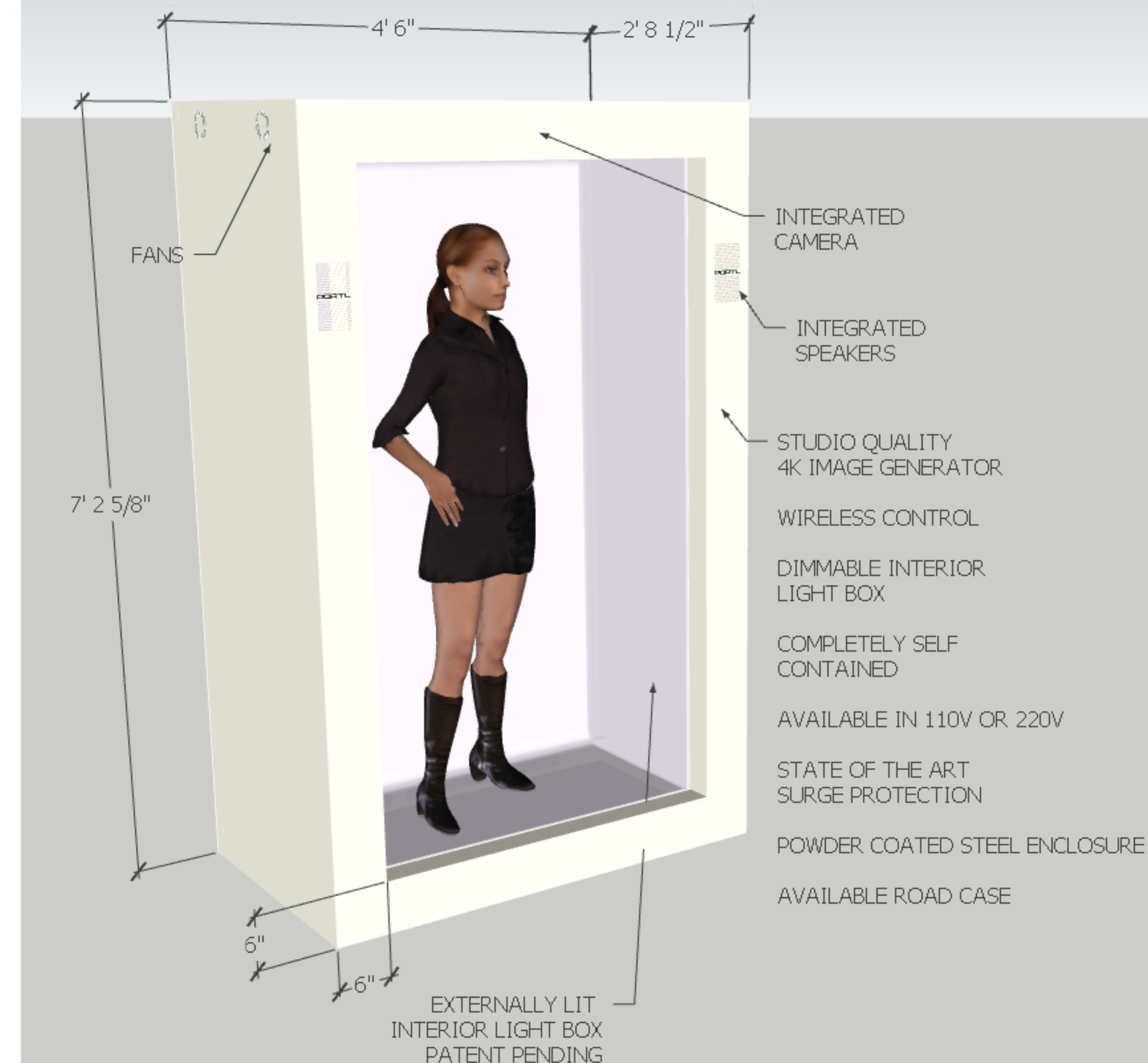
The world’s first Holoportation device also offers potential for live streaming. This incredible breakthrough technology allows anyone to “beam” from anywhere to anywhere else in REAL TIME. The person being ‘beamed’ will have the unique ability to see, hear, and fully interact with their audiences in 4K holographic resolution! There is huge value in this given the current global health situation.





PORTL HOLOGRAM TECHNICAL DETAILS

- ▶ Front 4K resolution transparent PORTL projection window
- ▶ Embedded left and right stereo speakers with volume control
- ▶ Embedded audience facing camera for telepresence, security, motion detection, and (AI future)
- ▶ Hard drive content media player for playback and live telepresence
- ▶ Patent pending front framed bezel loaded with electronics
- ▶ Patent pending seamless, dimmable, interior lightbox with 18,000 lumens of even light distribution
- ▶ Daytime/nighttime brightness settings
- ▶ USB and HDMI inputs
- ▶ Control center smartphone/tablet app with dedicated router
- ▶ Touch screen enabled, optional
- ▶ 110V or 220V available
- ▶ Plugs into a standard 15amp outlet
- ▶ Dimensions 7' tall x 4'4" wide x 9'2" deep
- ▶ Ships in wood crate or roadie case





G20 WELCOME

Overview

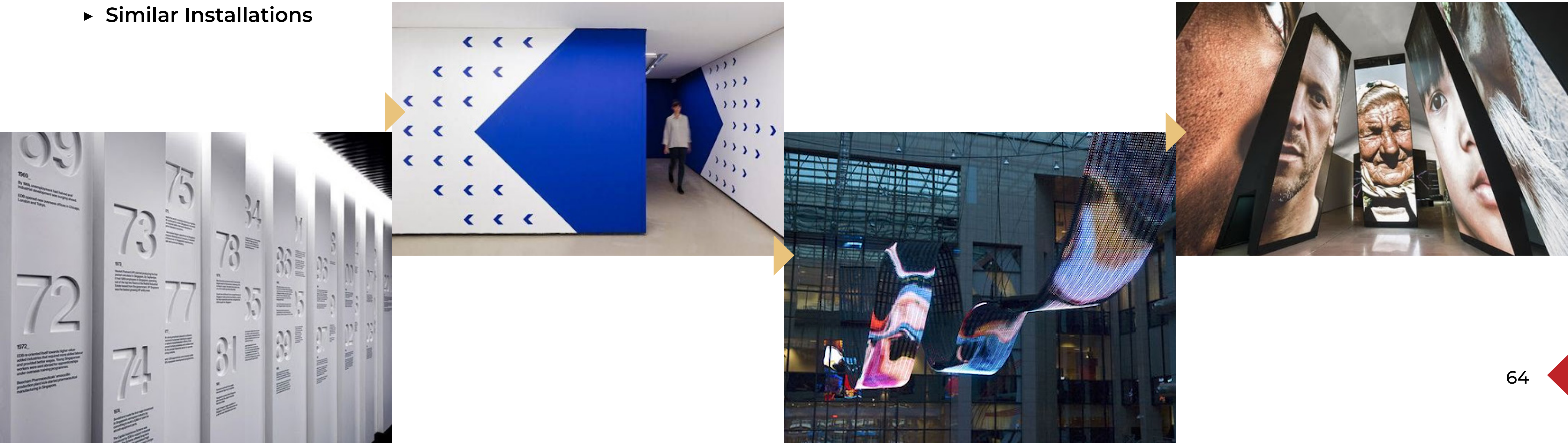
On entering the G20 Enrichment Centre visitors are instantly presented with a welcome message from His Majesty King Salman and an engaging exhibition dedicated to the G20 Summit.

A dynamic wave formed digital screen invites visitors into the area displaying weave inspired animations and a live broadcast of the summit's events program.

Bold graphics and digital screens including timelines and infographics help visitors to learn about The G20 Institution's histories and initiatives in a quick and informative way.

As visitors move through the exhibition, they are greeted by a full scaled hologram of the past leaders of KSA welcoming them to the Enrichment Centre, encouraging them to explore further and experience insights into The Kingdom of Saudi Arabia.

► Similar Installations

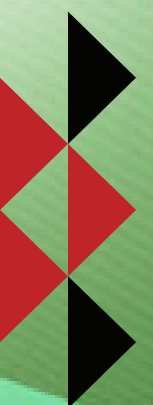


G20
WELCOME



Enrichment Center





G20
WELCOME

Check in for today's event



مرحباً

ДОБРО
ПОЖАЛОВАТЬ

ようこそ

WELCOME

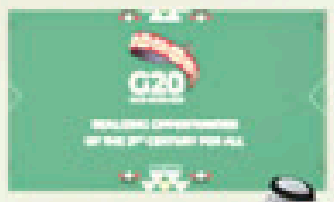
BIENVENUE

BIENVENUE



On behalf of the people of the Kingdom of Saudi Arabia, it is my pleasure to welcome you as the Kingdom assumes the 2020 G20 Presidency and announces to the world our pursuit to create a cooperative environment for the G20 to introduce policies and initiatives that will fulfill the hopes of the people of the world.

-King Salman bin Abdulaziz Al Saud





G20
WELCOME

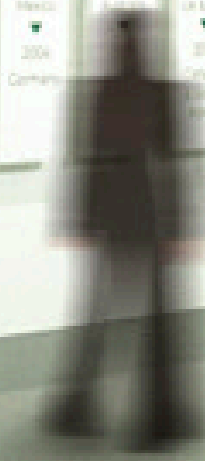
G20

SAUDI ARABIA 2020



Timeline of G20 Summits

1999	2002	2003	2008	2011	2014	2015	2016	2017	2018	2019	2020
Canada	India	China	USA	France	South Korea	Germany	Italy	Japan	France	France	Saudi Arabia
2000	2003	2008	2009	2011	2014	2015	2016	2017	2018	2019	2020
Canada	Mexico	Indonesia	UK & USA	France	South Korea	Germany	Italy	Japan	France	France	Saudi Arabia
2001	2004	2008	2009	2011	2014	2015	2016	2017	2018	2019	2020
Canada	Germany	China	USA	France	South Korea	Germany	Italy	Japan	France	France	Saudi Arabia





AL SADU: INTRODUCTION



AL SADU ORIENTATION





AN IMMERSIVE EXPERIENCE

POETRY | MUSIC | SWORD DANCING

Visitors enter a replica Bedouin tent to experience a taste of the nomadic life of the Bedouin tribes.

Scents, sounds, textures, colours and people transport visitors to a nostalgic era in the desert.

At regular timed performances Tea & Coffee is served within the tent. Visitors gather to hear stories. Going back to old Bedouin traditions - they might discuss news from the places abroad, falconry, Arabian stallions and other matters of importance for the tribe. One of the men recites poetry or sings.

During the time when there is no interaction with actors, an immersive soundscape with arabic poetry is played throughout the tent, creating an authentic atmosphere.





SADU WEAVING

At scheduled points throughout the day, Live Sadu weaving demonstrations take place. Over the days of the enrichment centre opening, eventually accumulates to cover the entire inside of the Bedouin tent. We offer visitors an opportunity to participate and become part of the legacy.

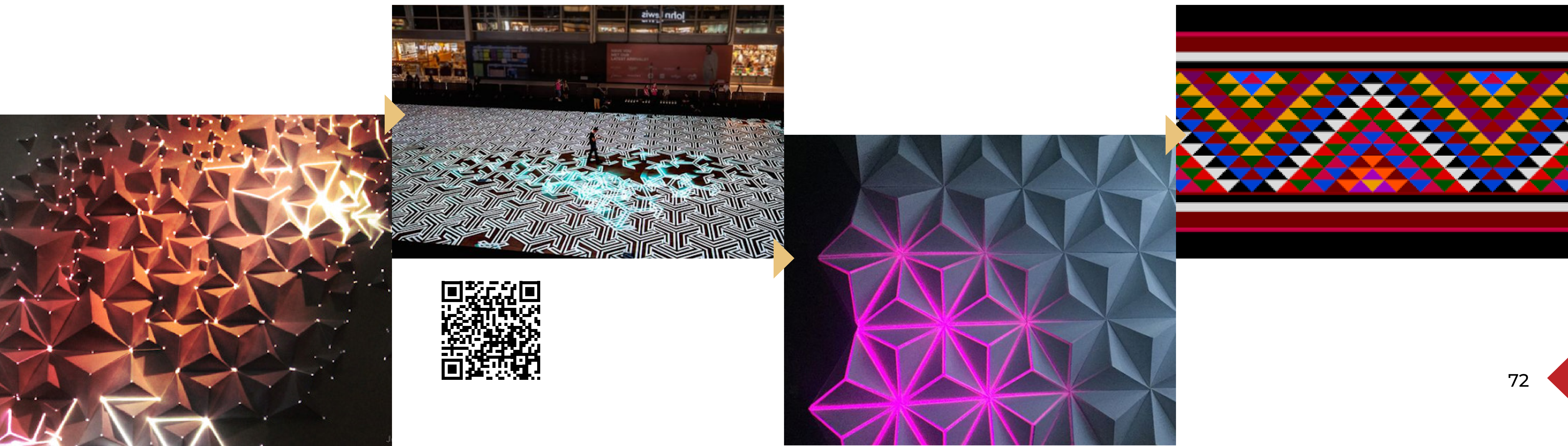




PERSONALISED AUGMENTED ELEMENT

Arriving at the Bedouin Tent, visitor connects RFID to the activation point. This activates a projected digital thread that digitally follows and augments a shape or weave on the real Sadu rug. Throughout the day*, as more and more visitors interact with the piece, the ‘threads’ build up, creating a very unique and inspiring art piece. This adds an unexpected innovative touch to the tactile historical craft piece. A merging of the old and new as an introduction to the g20 enrichment centre.

*further R&D required to test how many visitors can contribute before restarting the process



AL SADU

Introduction

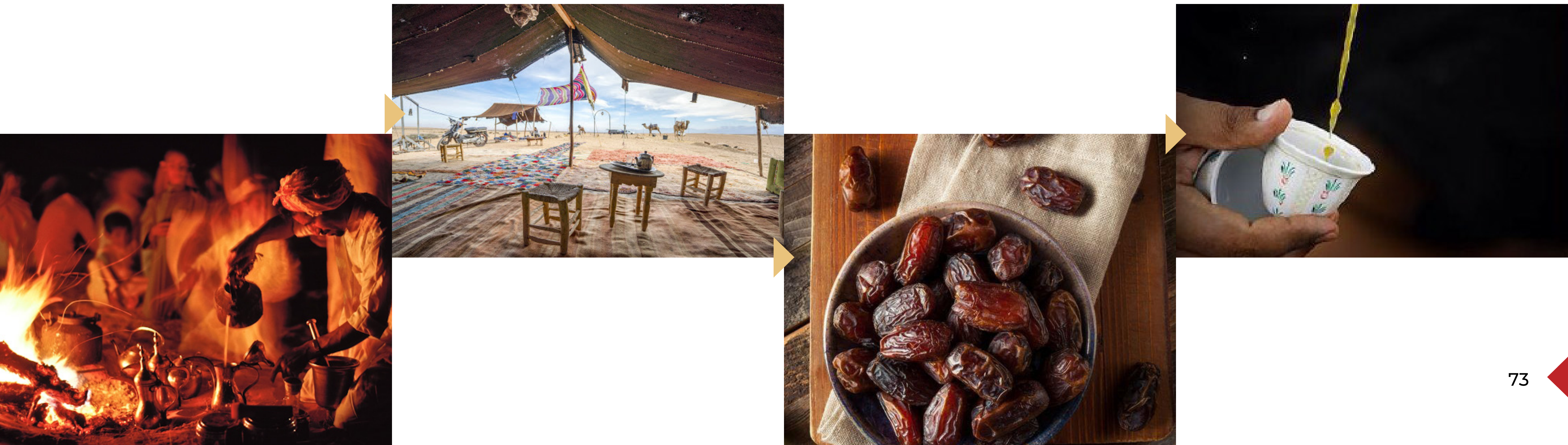
Visitors are presented with a vibrant and exciting environment, inspired by the traditional Bedouin tent.

The area is dedicated to introducing the heritage of Al Sadu, and the culture of Saudi Arabia.

Visitors will be able to taste traditional and modern cuisines from around the kingdom. Including Arabic Coffee, dates and other small dishes.

The craft of Al Sadu will be witnessed firsthand with a traditional Arabic weaver working on her loom live over the course of events.

Music and other traditional Arabic entertainment will add to a warm and welcoming atmosphere, inspiring visitors to take part and enjoy a unique Saudi hospitality.



AL SADU INTRODUCTION





AL SADU INTRODUCTION



 A Taste of
Saudi Arabia

 Al Sadu



AL SADU

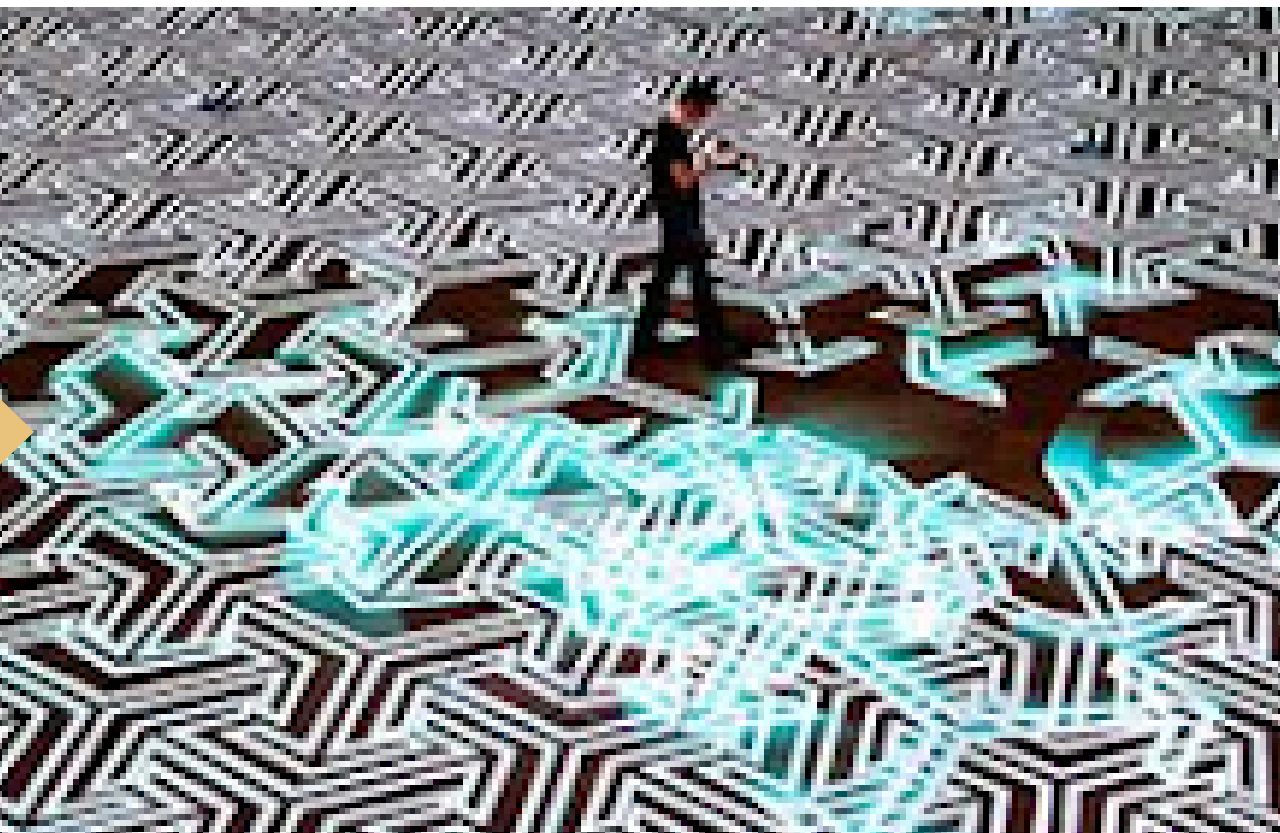
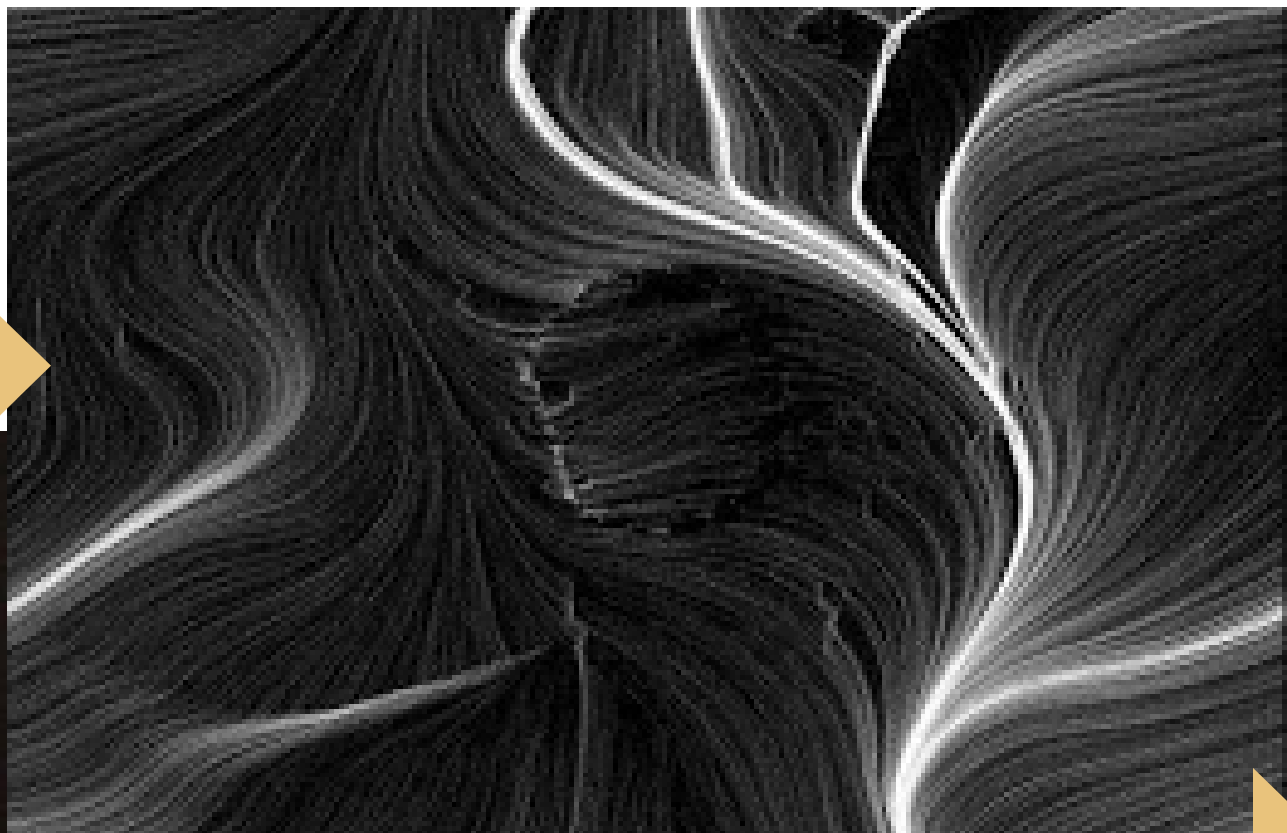
Make your Weave

To further introduce the Al Sadu theme, visitors are welcomed to make their own contribution to a collaborative art piece in the form of a traditional Arabian rug.

Using wireless technology, visitors scan their Enrichment Center Wrist Bands and witness a single thread of light weave through the giant rug laid out on the floor.

As more visitors contribute their unique thread, a beautiful woven rug made of light starts to appear throughout the course of the G20 Summit event.

► Similar Installations





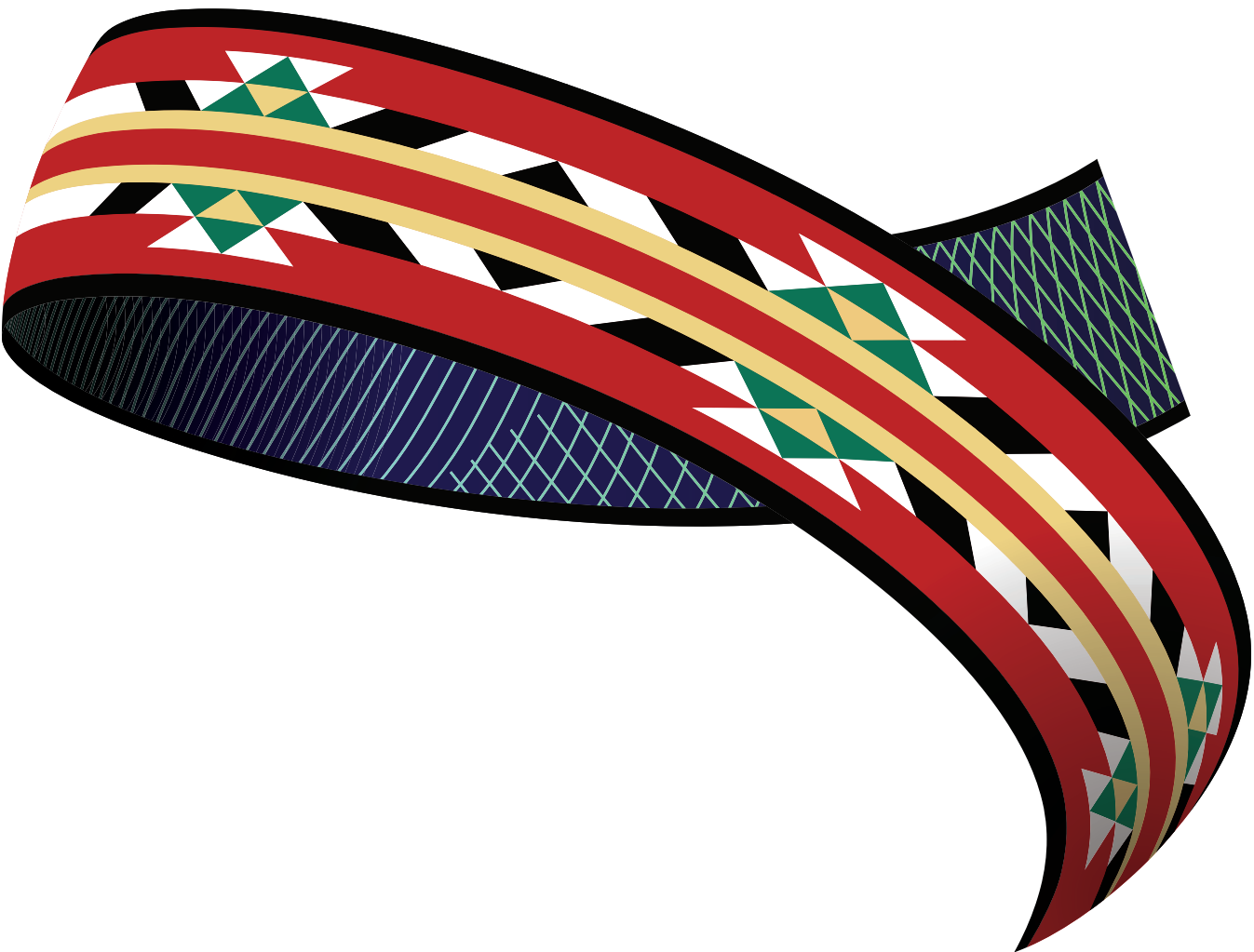
SADU BAND

RFID CONTACTLESS GUEST REGISTRATION AND CAPACITY MANAGEMENT

We bring together the most up to date RFID technology with a creative and technical design solution to offer attendees a swift and seamless entry into the G20 Enrichment Centre.

Our integration of the RFID will ensure smooth check-in, flexible access control, full data collection and high personalisation to offer the ultimate discovery experience to the attendees.

Using RFID interactive activation points set up in each of the ‘pavillions’ across the enrichment centre, we animate and personalise their journey with a unique flow, giving the guests an interactive and immersive experience of KSA’s culture and heritage.





PERSONALISED DASHBOARD

Homepage

Our visitors will discover their personalised dashboard as they begin their journey through the Enrichment centre. Displayed is a map of the experience, outlining the colour coded journeys or ‘threads’, allowing visitors to choose their path and using it as a guide.

A 3D animation of the G20 logo will be built up as they unlock more through the RFID activations their dashboard will grow and unlock, updating the user with stats and personalised content. The dashboard is the central point for visitors to view their interactions throughout the experience.

*If an event app is being used throughout the media centre, the RFID ‘app’ can be integrated within this so as not to create any barriers to entry and ensure a smooth user experience

Dashboard detail

Dashboard to be hosted via website, no pre-download required, reducing the barriers to entry for users.

Authenticated using email/password the user checks in with on the stand.

All data on dashboard is updated in real time as soon as it is stored in Firebase.





SADU BAND RFID SOFTWARE

The Sadu Band RFID technology will be built using reliable industry standard software and frameworks.

On site software will primarily run using the [node.js](https://nodejs.org/) environment, which allows for flexible connectivity to accessories (rfid readers, cameras, etc), robust connectivity to the web for storing and accessing data, and a great platform for creating user interfaces.

Online data storage, processing and user dashboard will be created using [Google Firebase](https://firebase.google.com/). This ensures data can be updated and read in real time by only those who are authorised to access it.

If for any reason the site connectivity drops, local devices will store the data and sync with online storage as soon as connectivity resumes, keeping the experience seamless for users.





SADU BAND OPTIONS

RECYCLED WRISTBAND ** option currently in budget

Eco friendly recycled plastic enclosure for RFID chip. Band is fabric with adjustable toggle.

Tag size: 35mm x 26mm
Band Size: 350mm x 15mm
RFID Protocol: EM4100





SADU BAND TOUCHPOINTS

Sadu Band activation points will be located throughout the experience and designated to activate a specific response to each of the installations.

Stylish and sleek, these activation points can either be stand alone plinths or integrated into the wall design, with a thin 3mm perspex layer to cover the hardware and LED's to give a gentle glow, highlighting where the user should tap.

These touchpoints are colour coded to coincide with the visitors 'thread' journey

► Guest journey / main interactions

1. Register and activate band with email or QR code (depending on how guests receive confirmation of access)
2. Entrance to Enrichment Centre - personalised welcome on screen in visitors own language & arabic
3. G20 Welcome - RFID triggers content on wave screens
4. Al Sadu Orientation - Triggers personalised thread projection. Each user will add their unique digital thread to the Sadu rug
5. Safeguarding the Planet - RFID triggers content to start in each of the holoboxes
6. Safeguarding the Planet - RFID triggers the informative content to start on the curved LED screen in the 'oil' section
7. Safeguarding the Planet - A still crystal blue sea on the transparent screens until the RFID triggers the underwater creatures to move
8. Empowering the People - RFID begins the Arabic Calligraphy projection writing across the wall. Gestures influence the movement.
9. Shaping new frontiers - RFID allows you to choose which GIGA project to display in the kinetic interactive structure. And then triggers the content and movement of the kinetic pieces.
10. Shaping new frontiers - RFID allows access to the Immersive Room - when at capacity (3 people) access will be denied. The chip will also trigger the content within the room



For additional protection against Covid19- there are no touch screens in the G20 Enrichment Centre. All digital interactive engagement will be activated using touchless RFID technology.



SADU BAND RFID HARDWARE

RFID reader circuit board (powered by usb for easy quick connection) can illuminate LED upon scan. Signal strength allows for use through plastic.

Hardware to drive readers to be a combination of tablets and micro computers, running a variation of Linux OS for stability.

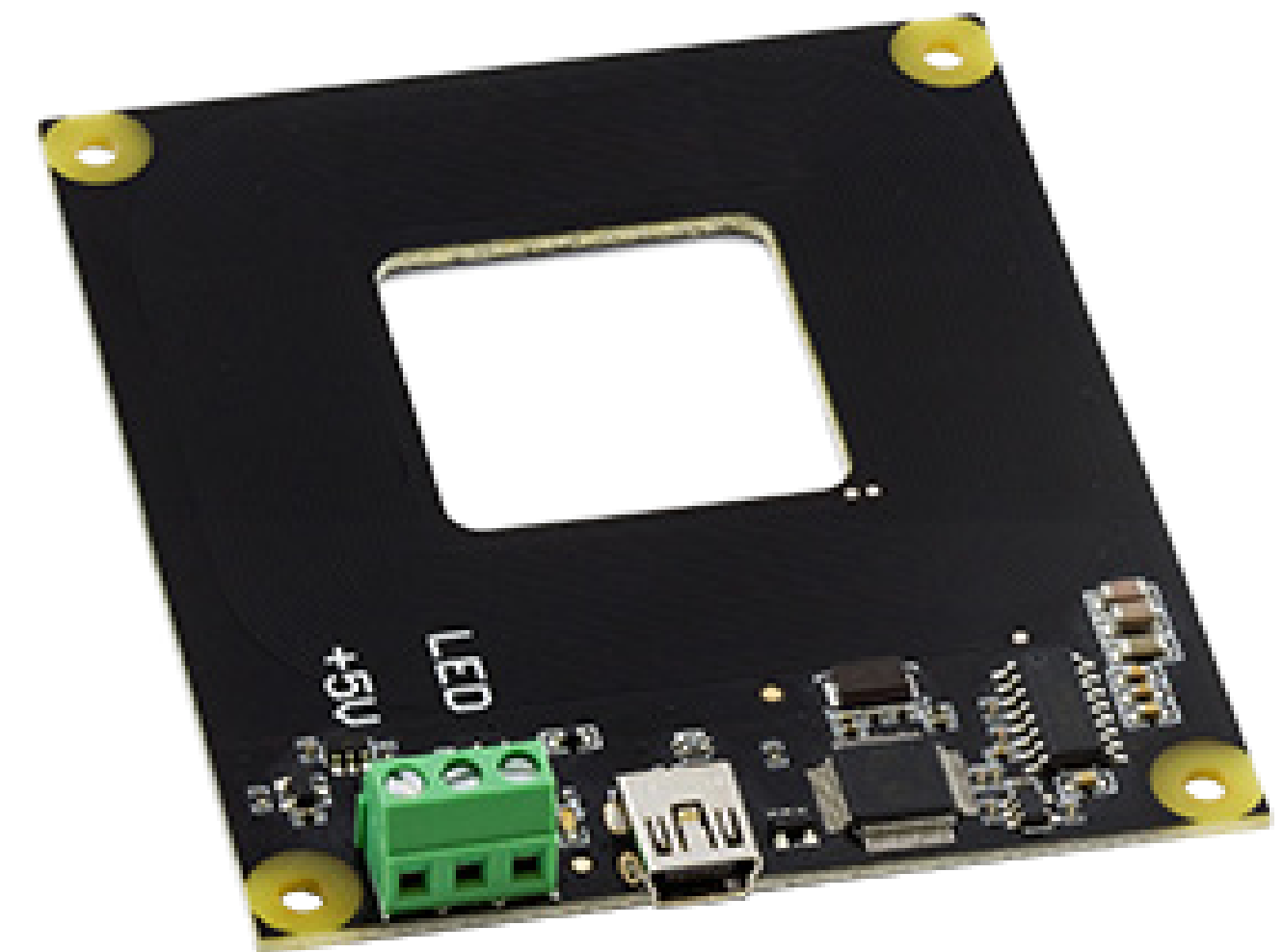
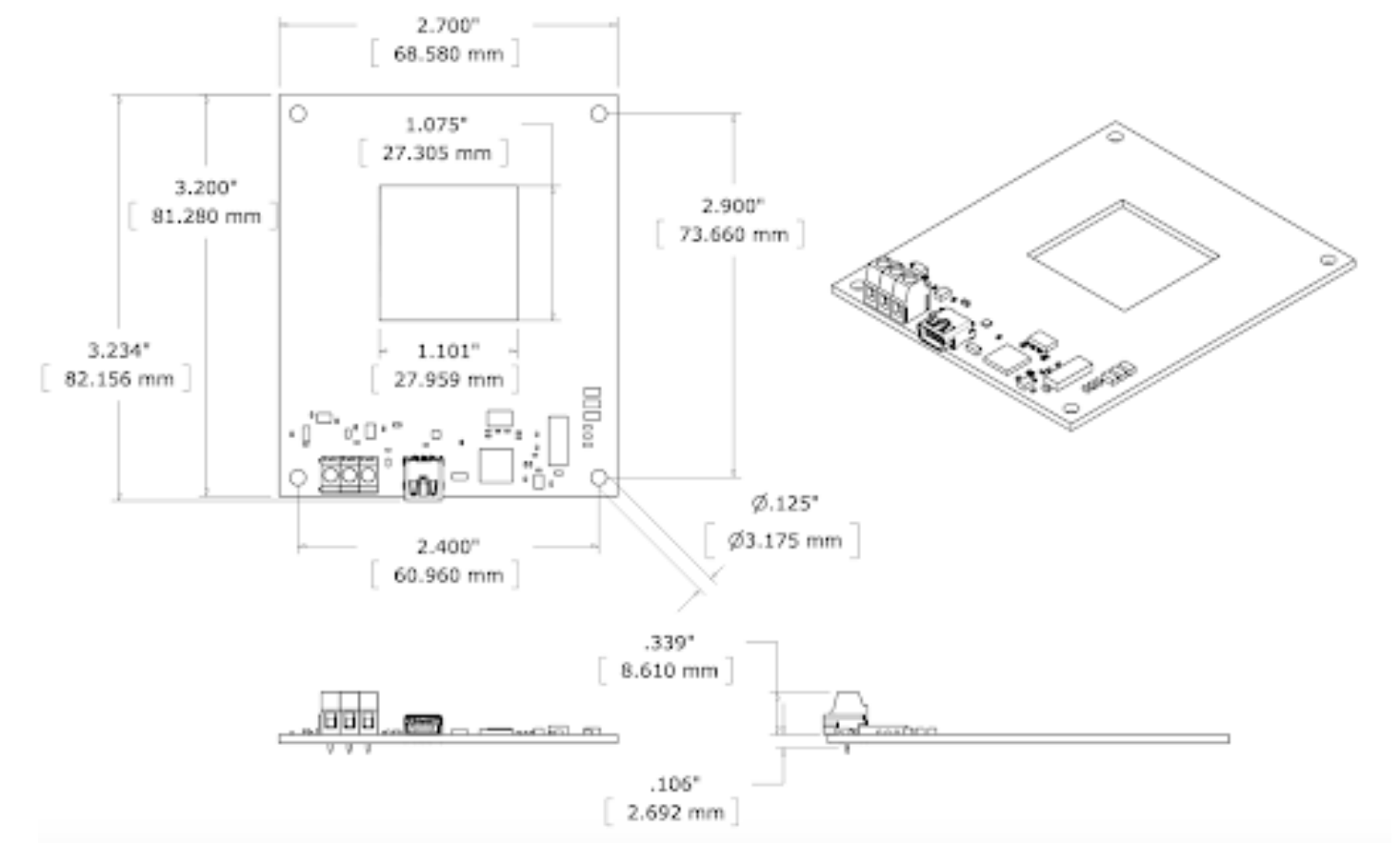
RFID Reader Specs

Protocol: EM1000 & ISO11785

API Languages: C, C#, Javascript, Python

Read Time: <50ms

Frequency: 125kHz - 150kHz



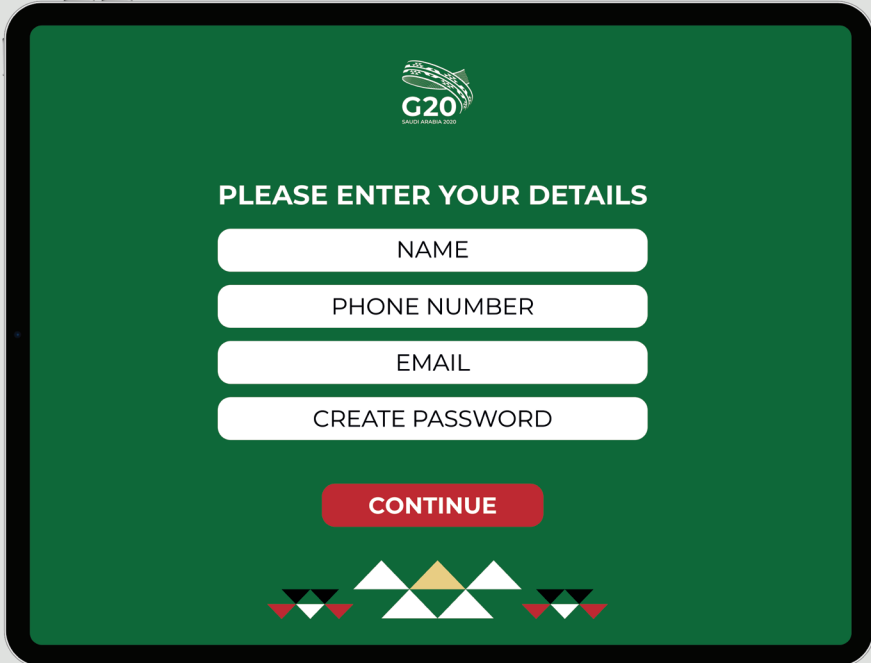
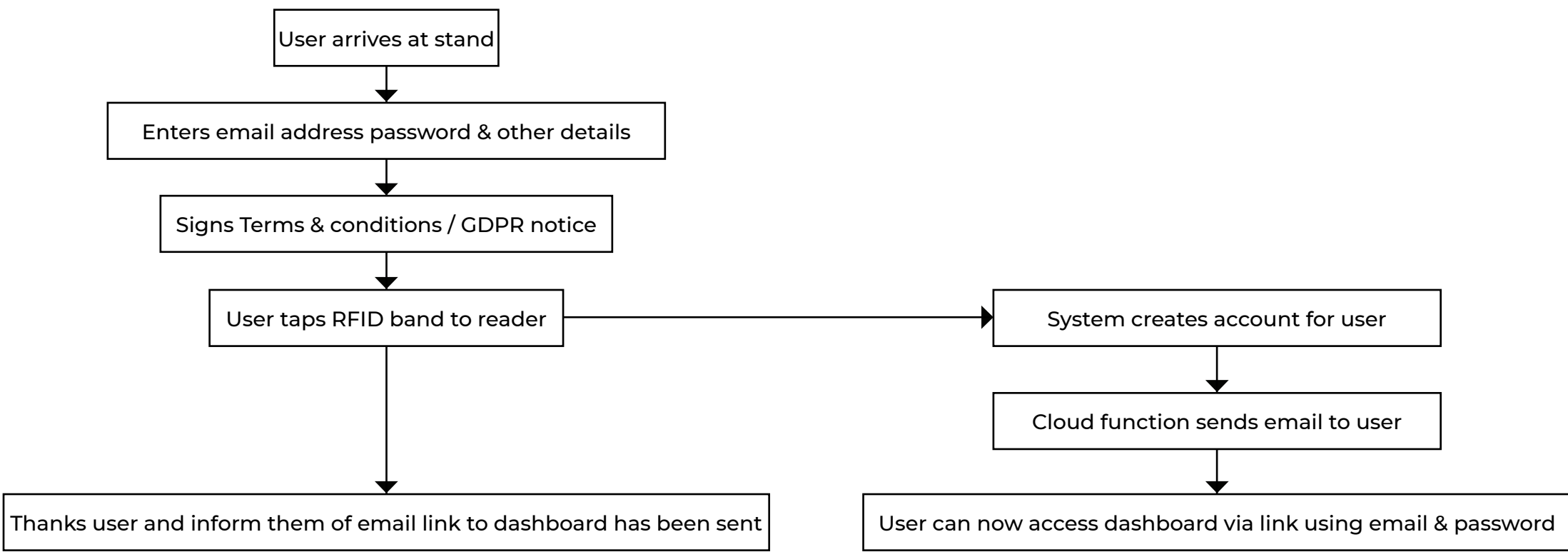


SADU RFID BAND CHECK IN

Check in workflow

The following is the workflow for ‘contactless check in’ and backend functions. Designed to be as efficient as possible and reduce queueing for access to the stand.

G20 registration:





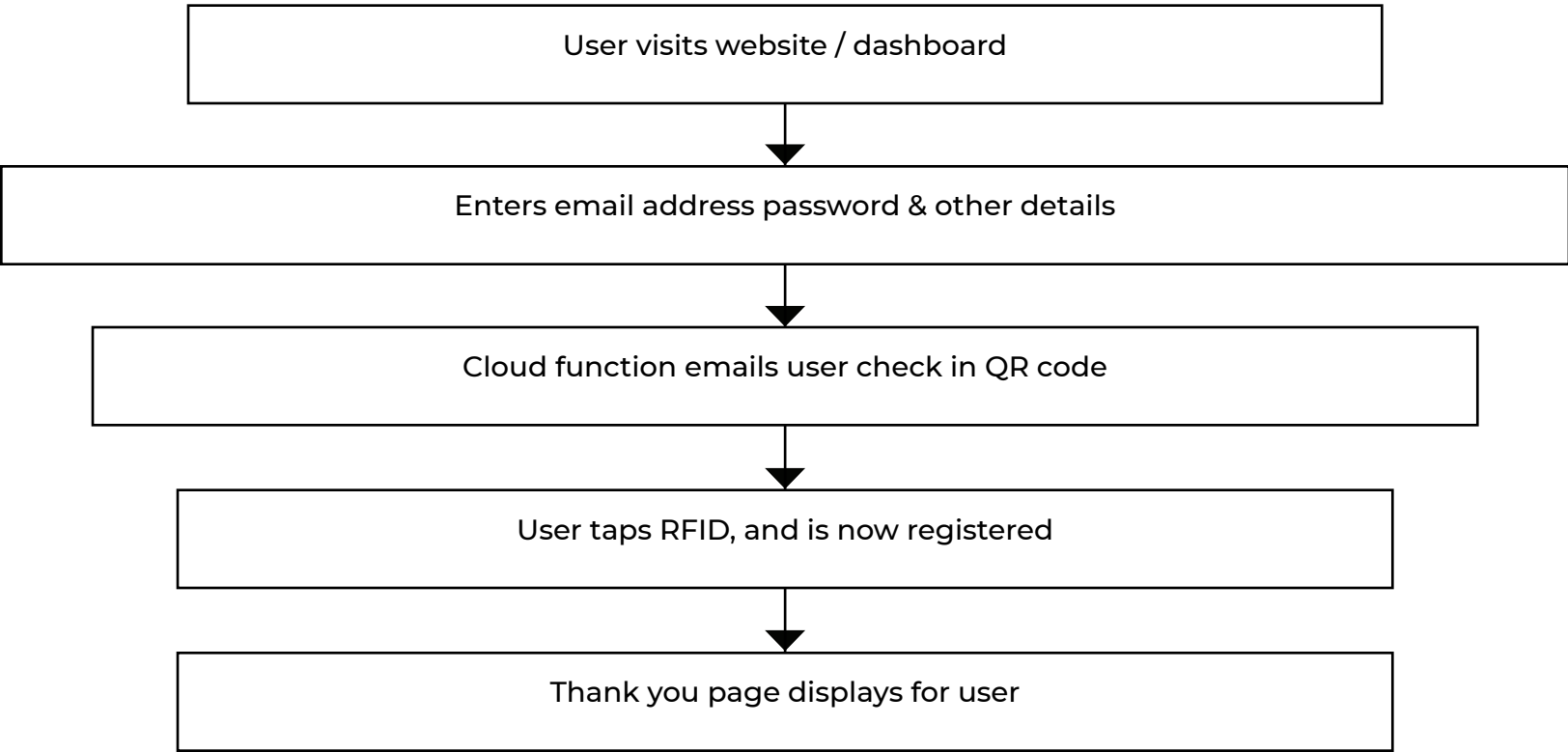
SADU RFID BAND ONLINE CHECK IN (PRE EVENT IF REQUIRED)

Online sign up workflow

The following is the workflow for how a user can sign up online, and is only required to scan a QR code on site to check in.

When user receives email they will have the option to add the QR code to their Apple Wallet.

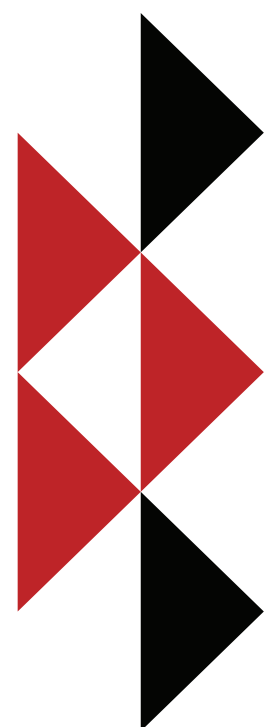
G20 registration:





AL SADU
MAKE YOUR WEAVE





**AL SADU:
FOLLOW YOUR THREAD**



AL SADU

Follow your thread

Before visitors explore the greater exhibition themes, they have the opportunity to plan a personalised journey at the Al Sadu Orientation Table.

Located within a striking thread inspired art installation, The table presents three pre-defined journey themes to help visitors streamline or focus their visit.

The unique journeys are made up of specific exhibits and stories relating

to 3 key threads. Enabling visitors to weave through the center following a narrative which appeals to their own particular interests.

The table includes wireless technology which updates the visitor’s personal Enrichment Center App giving them a digital floorplan of the exhibition and directions on where to go.

► Similar Installations

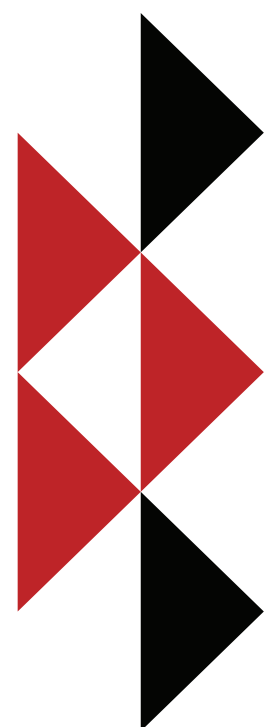




AL SADU
FOLLOW YOUR THREAD

AL SADU FOLLOW YOUR THREAD





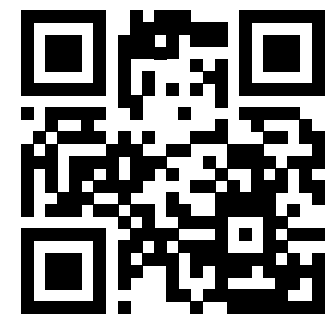
SAFEGUARDING THE PLANET



A - HOLOBOXES

SALT BLOCK - DESALINATION

Reference video:



Technical details

► Features

- 1 sided viewing
- Combine physical objects with holographic content
- Automatic and manually control spotlight
- Remote Up/Download of content via FTP /http
- Bright and sharp picture quality
- Easy change of content
- Key protected door
- Seven push button for easy operation
- Built-in loudspeakers
- HDMI input for interactivity

► Specifications

- Power Consumption: 50W (Max) < 1W (Deep st.by.) < 5W (St.by.)
- Power input: 264~90 Vac, 60/50Hz

- Screen size: 16:9 ,“23
- Resolution: Full HD 1920 x 1080p
- Content: WMV, MP4, AVI, MPEG4/2/1,
- H.264, VC1- are supported
- Speakers: 2 x 10W
- Spotlight: adjustable from 0 to 8W or automatic control by movie
- Input: 1 x HDMI , 1 x SD slot
- SD card: Minimum class 4 - maximum 32Gbyte
- Network: RJ45
- Color: RAL 9016 (Mat white)





B - CURVED LED SCREEN - CONTENT TREATMENT

Technical details

The diameter of the one in the visual is nom. 1400mm so anything close to that.

Let's get a fairly good resolution, user viewing at approx 1.5m, but probably best not to completely blow the bank.

Local audio

RFID Activated





C - SEA SCREENS - CONTENT TREATMENT

In their ambient state, we see a tranquil rippling blue sea on the transparent screens. As soon as a visitor engages their RFID band on the activation point we see a flurry of movement. Diving into the crystal blue 'Red Sea' we witness the natural beauty of the corals with the colourful fish and creatures of all shapes and sizes zipping around.





SADU RFID BAND ONLINE CHECK IN (PRE EVENT IF REQUIRED)

Transparent OLED Signage

Key Feature

Brightness(Typ.): 400 cd/m² (APL %25, without Glass)

Transparency(Typ.) : %38 (Panel)

Bezel : 7.9 mm (T/B/L), 121.7 mm (B)

Interface : HDMI/DP/USB(2)/ RS232C/ RJ45/ Audio/ IR

IEC 61373 Standard Verified

Achieves %38 transparency





SAFEGUARDING THE PLANET

Design Overview

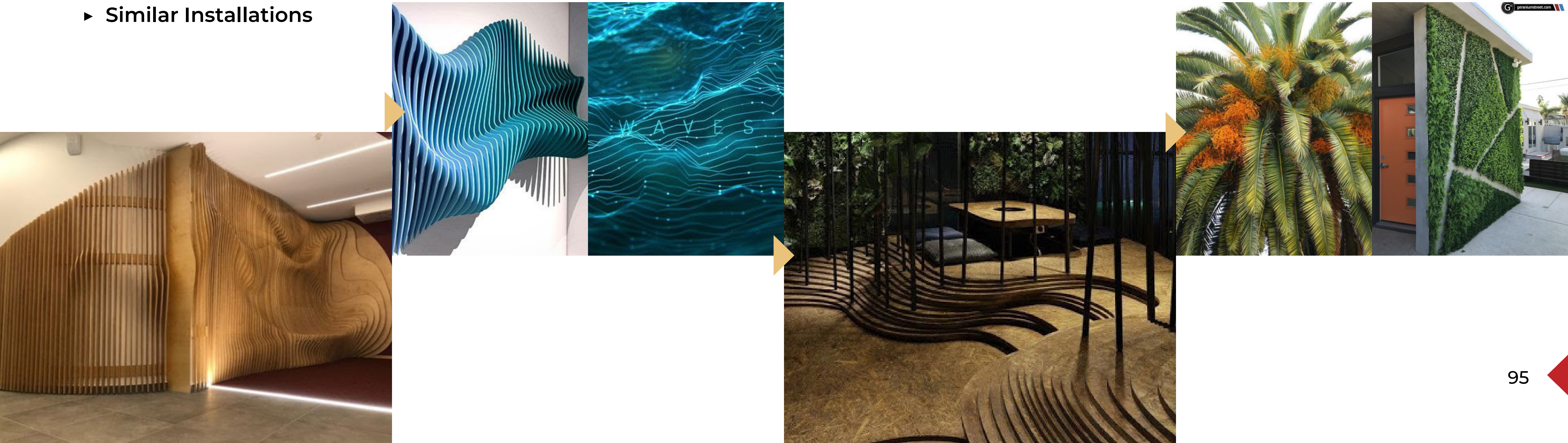
A collection of sculptural organic forms depict the natural landscape of KSA.

Each uniquely carved form represents a key theme related to the Kingdom’s initiatives to safeguard the planet.

Transparent digital screens and engaging holograms overlay animated graphics and data, seamlessly forming a landscape of dynamic and engaging exhibits.

In contrast to digital media the area includes flora specimens native to The Kingdom and live hydroponic growths communicating KSA’s sustainable agricultural practices with a more tactile and personal approach.

► Similar Installations



SAFEGUARDING THE PLANET

Shaping New
Frontiers

Safeguarding
the Planet



SAFEGUARDING
THE PLANET





SAFEGUARDING THE PLANET





SAFEGUARDING THE PLANET





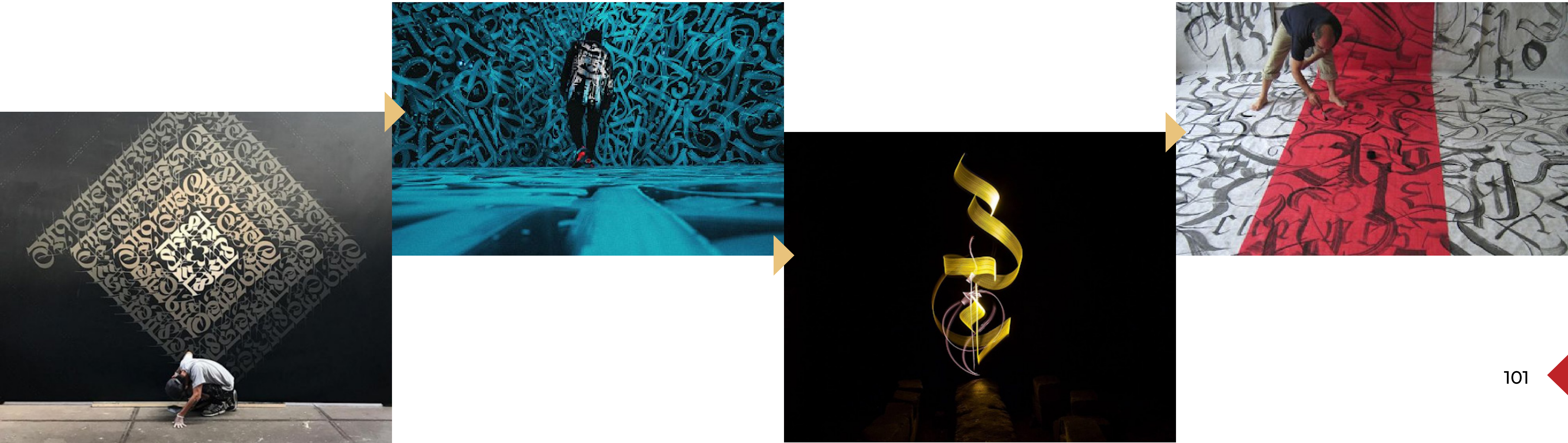
**EMPOWERING THE
PEOPLE**



CALLIGRAPHY WALL CREATIVE CONCEPT

We bring the voices of the people of Saudi Arabia into the enrichment centre, building a beautiful picture, layering the building with the countries community.

The public record and submit their message to the world from which we create a cacophonous immersive soundscape. As visitors walk through the area and connect with the RFID activation point, the messages slowly appear on the wall in a projected Arabic calligraphy script. The aesthetic is white, clean and elegant, almost subtle with elements of gold weaving through. We work with two chosen Arabic Calligrapher's to create the stylised script.





EMPOWERING THE PEOPLE

Overview

Visitors are welcomed to journey through a pavilion of striking Saudi inspired architectural structures.

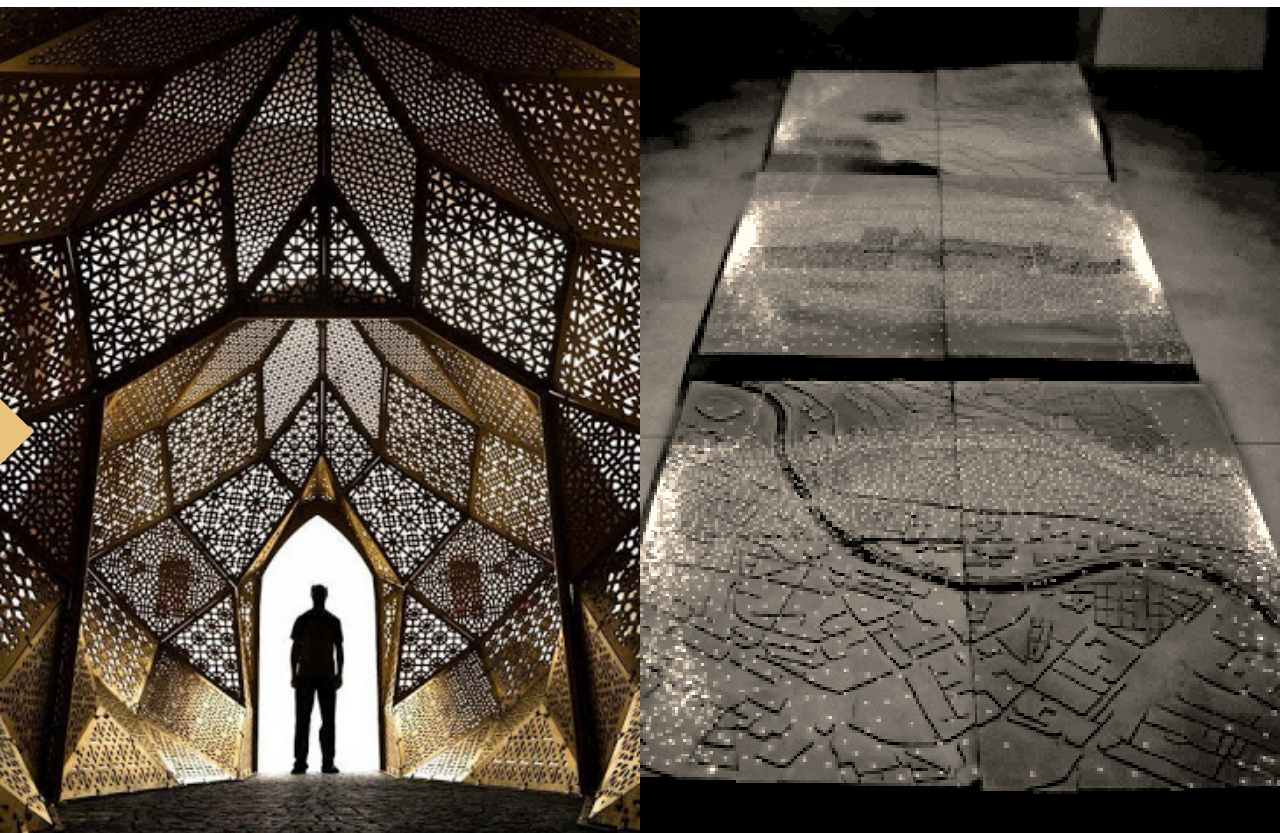
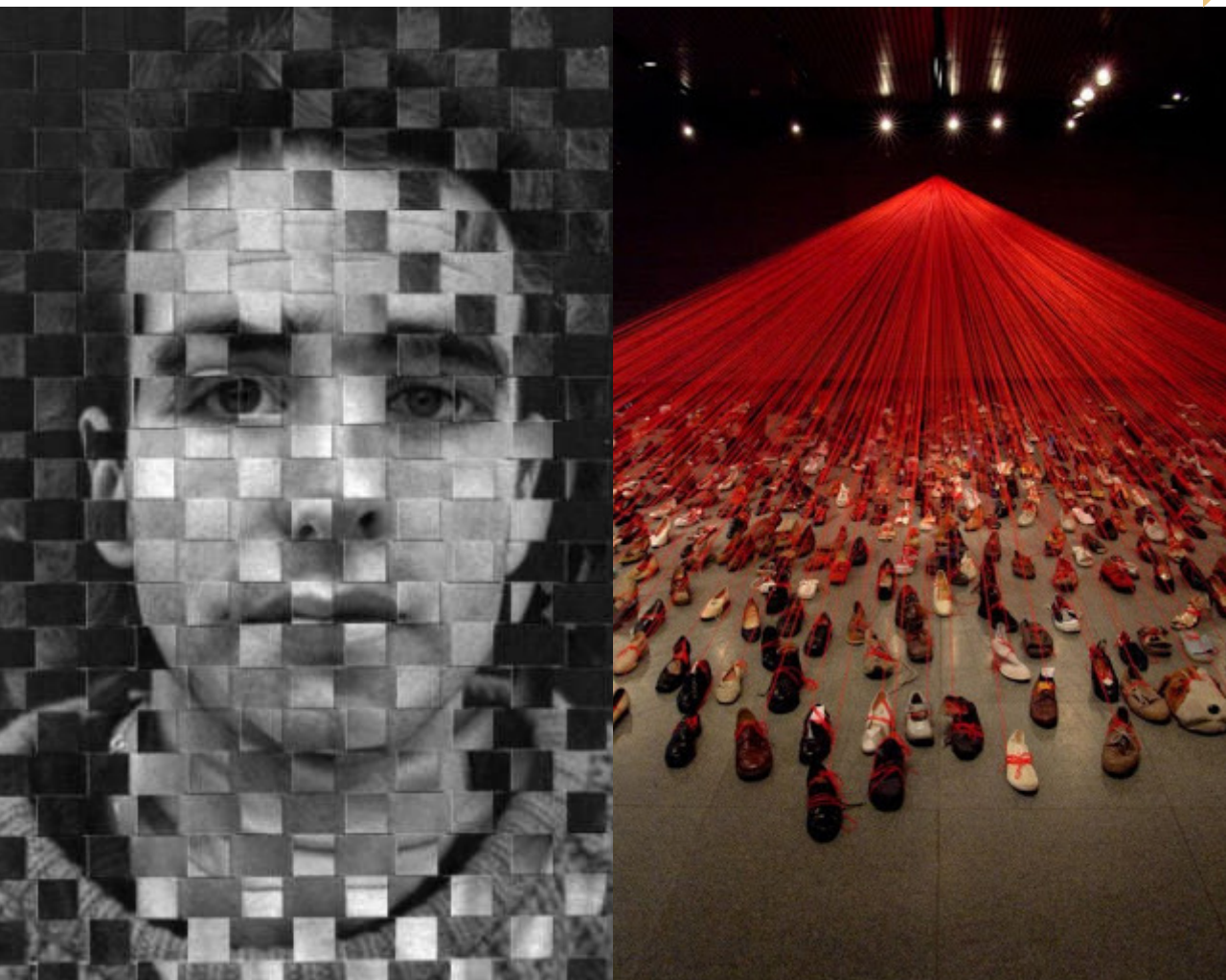
Through reactive light projections and tactile art installations, each structure accommodates a unique way of telling the story of The House of Saud it's The Kingdom's prowess to empower the people through the ages.

Arabic language and tradition are brought to life through light and sound presenting the written and spoken voices of the Saudi people from their forefathers permeating through the ages into today.

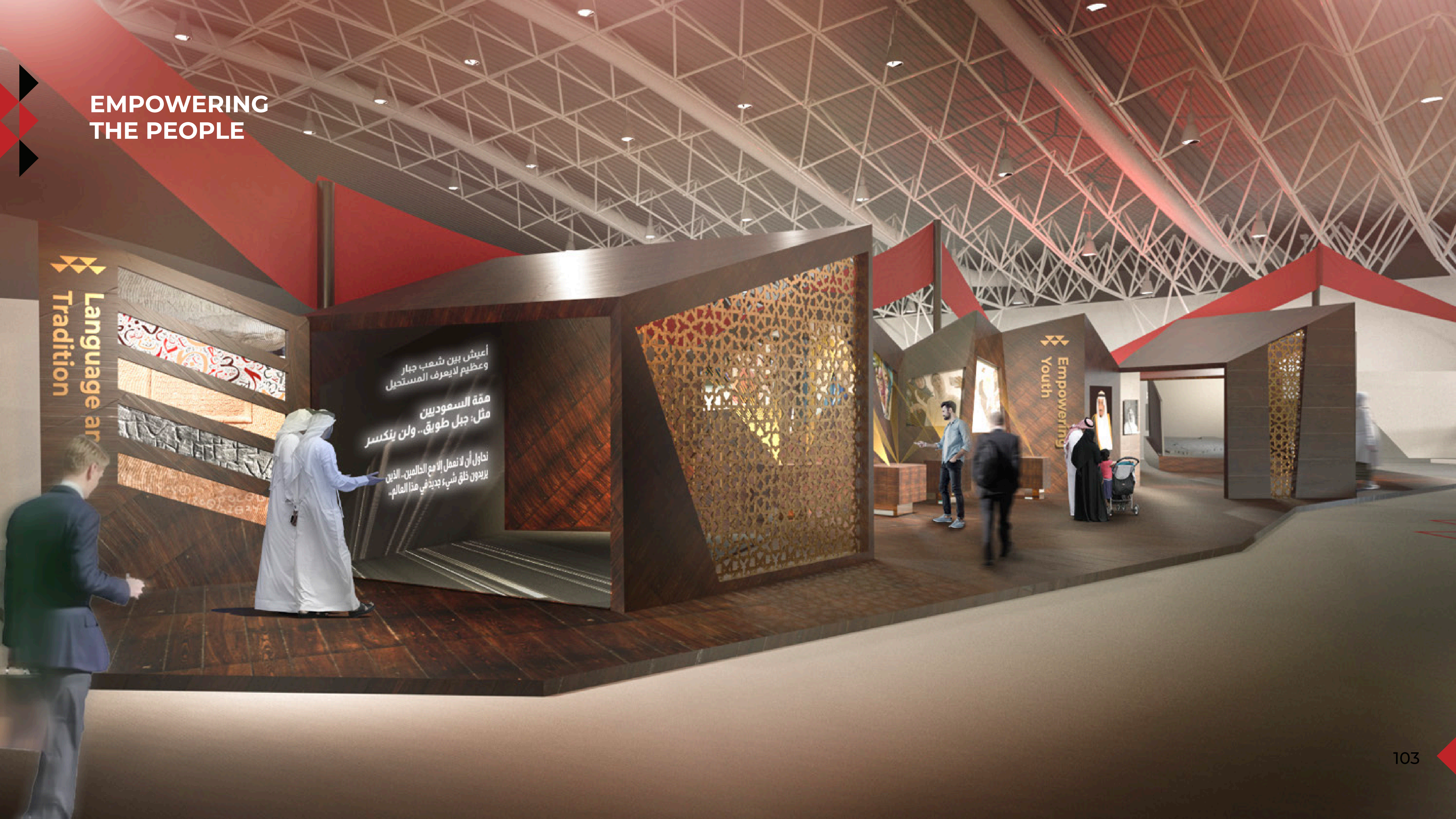
Movement, migration and pilgrimage are presented through a 3D projected map of KSA and Mecca, dynamically showing the movement and growth of The Kingdom's people.

An emotive Al Sadu weave inspired installation represents the progressive and future thinking threads and connections being made today by young Saudi men and women, weaving the future of KSA.

► Similar Installations



EMPOWERING THE PEOPLE



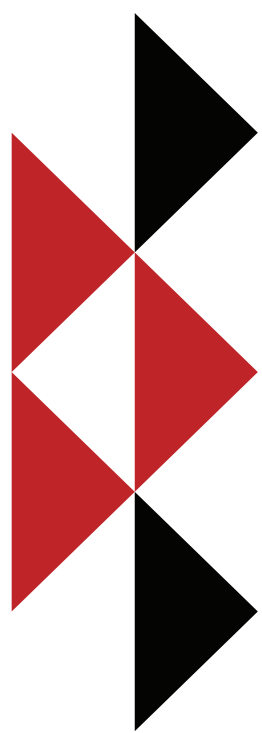
EMPOWERING THE PEOPLE



Empowering
Youth

EMPOWERING THE PEOPLE





SHAPING NEW FRONTIERS



A - IMMERSIVE ROOM

Visitors enter into an enclosed infinity room. The dynamic content bounces from LED screens to mirrors creating a futuristic space which fully immerses the individuals within. Ambient animations and visuals tell the story of Saudi Arabia's future - connecting Smart Cities to the Spatial Cooperation to tourism and digital economy.





CONTENT TREATMENT - SMART CITIES



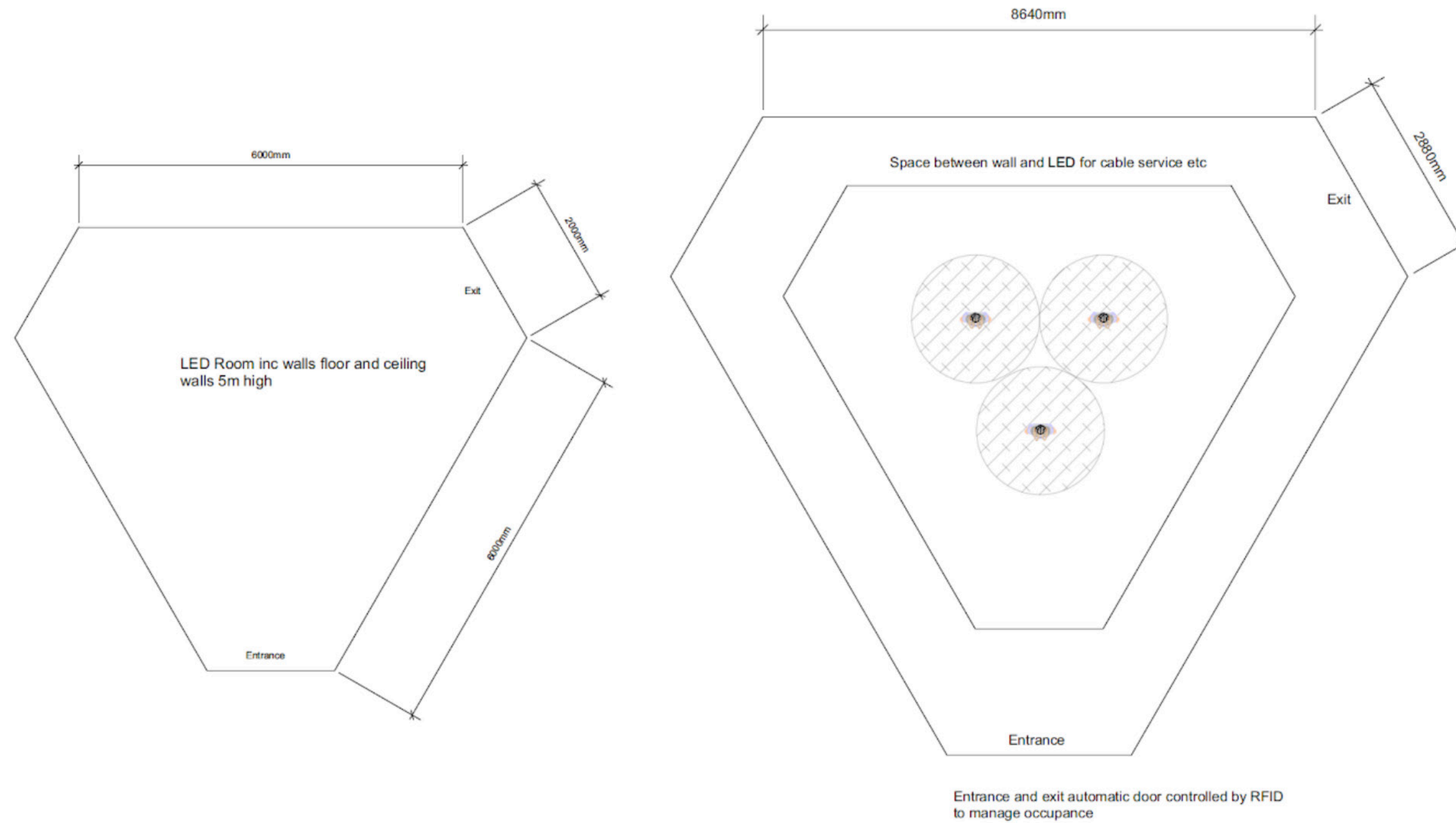


CONTENT TREATMENT - SPACE CONTRIBUTION





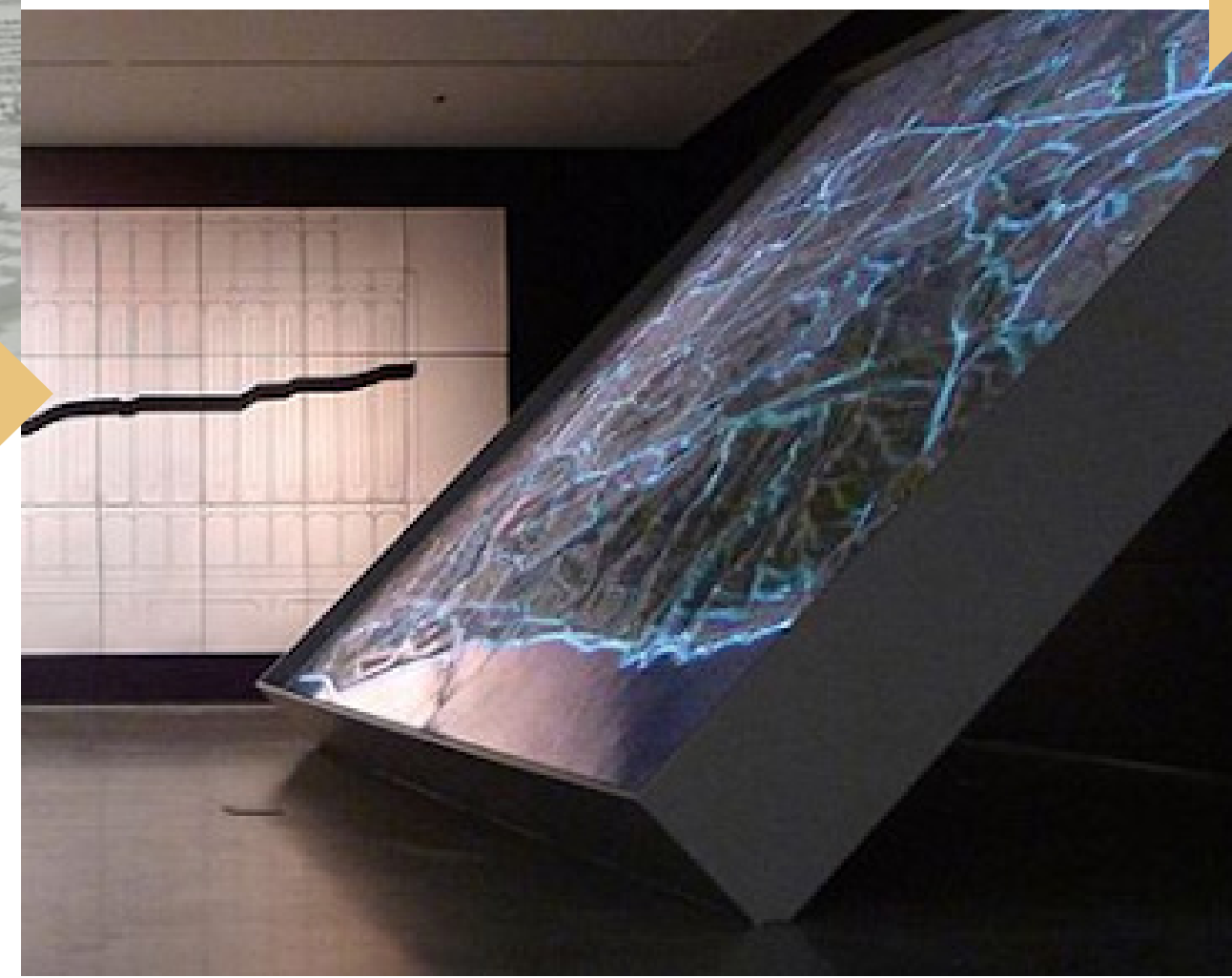
TECHNICAL DETAILS





B - KINETIC GIGA PROJECTS

A kinetic art piece comprising of multiple 3 dimensional triangles (taken from the G20 branding). Once activated with a visitors RFID, the shapes configure to create a landscape or cityscape. Outline projections enhance elements and annotate some of the Saudi Arabian Giga projects.





SHAPING NEW FRONTIERS

Overview

A collection of vivid futuristic towers and cutting-edge displays point upwards towards The Kingdoms promising future.

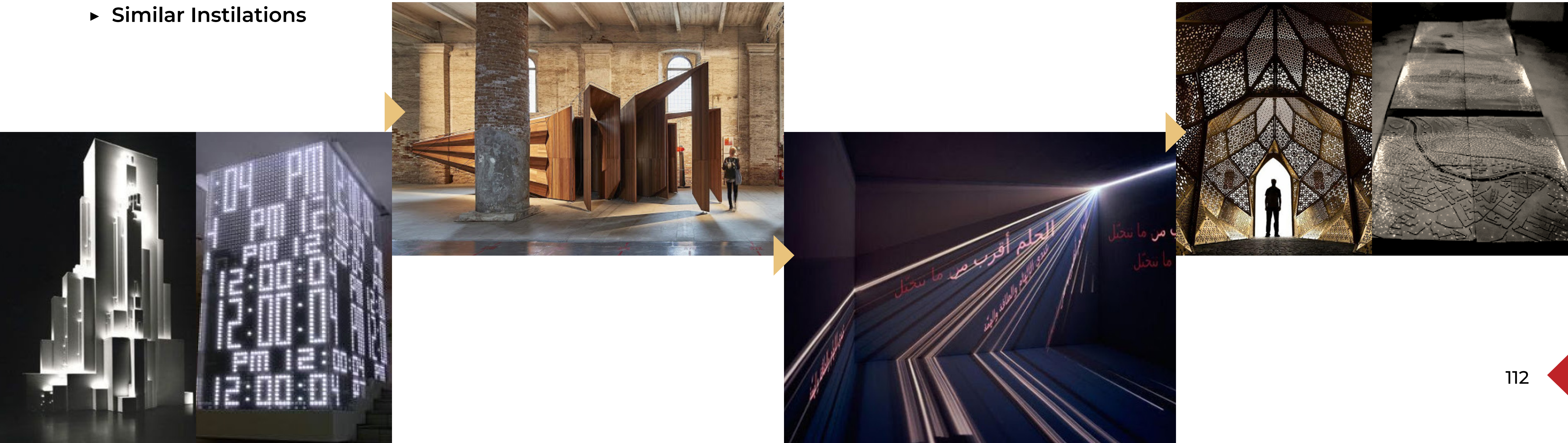
Engaging 3D infographics, animated cityscapes and a virtual reality chamber present how The Kingdom is shaping it's new frontiers.

Dynamic data is represented through a series of 'data structures' representing KSA's investment into the ICT industry and emerging digital innovation.

A Kinetic table dynamically changes state to take the form of KSA's mega projects. Using wireless technology, visitors are able to select their desired project and see it physically come to life.

Visitors have the opportunity to engage in a fully 360 virtual reality experience in The Futures Room. Three sides of video walls completely immerse the audience in dynamic animations, fly throughs and digital landscapes in a direct and highly impactful way. A true 'WOW' moment.

► Similar Instilations



SHAPING NEW
FRONTIERS

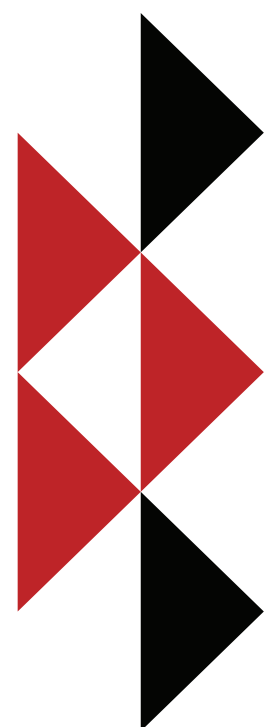




SHAPING NEW
FRONTIERS

NEOM
LANDSCAPE DATA





**CENTRAL HUB :
SAHN**



CENTRAL HUB: SAHN

Overview

A dedicated rest area cuts through the length of the entire Enrichment Centre

Specially designed seating inspired by the undulating dunes of the Arabian desert allow for safe social distancing.

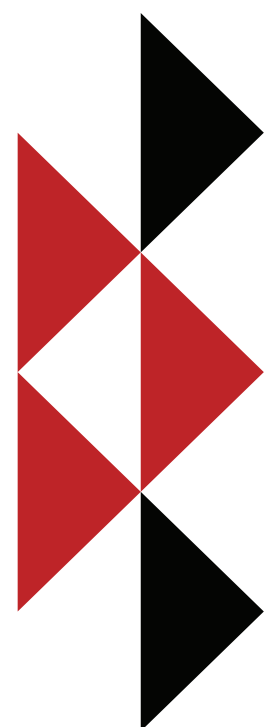
Taking inspiration from the traditional Sahn found in Islamic architecture, the area is proposed as a place of relaxation and congregation whilst waiting for safe access to the regulated attendance of the Enrichment Centre's exhibits.



CENTRAL HUB: SAHN

Empowering
Youth

Shaping New
Frontiers



**VIRTUAL
STUDIO**

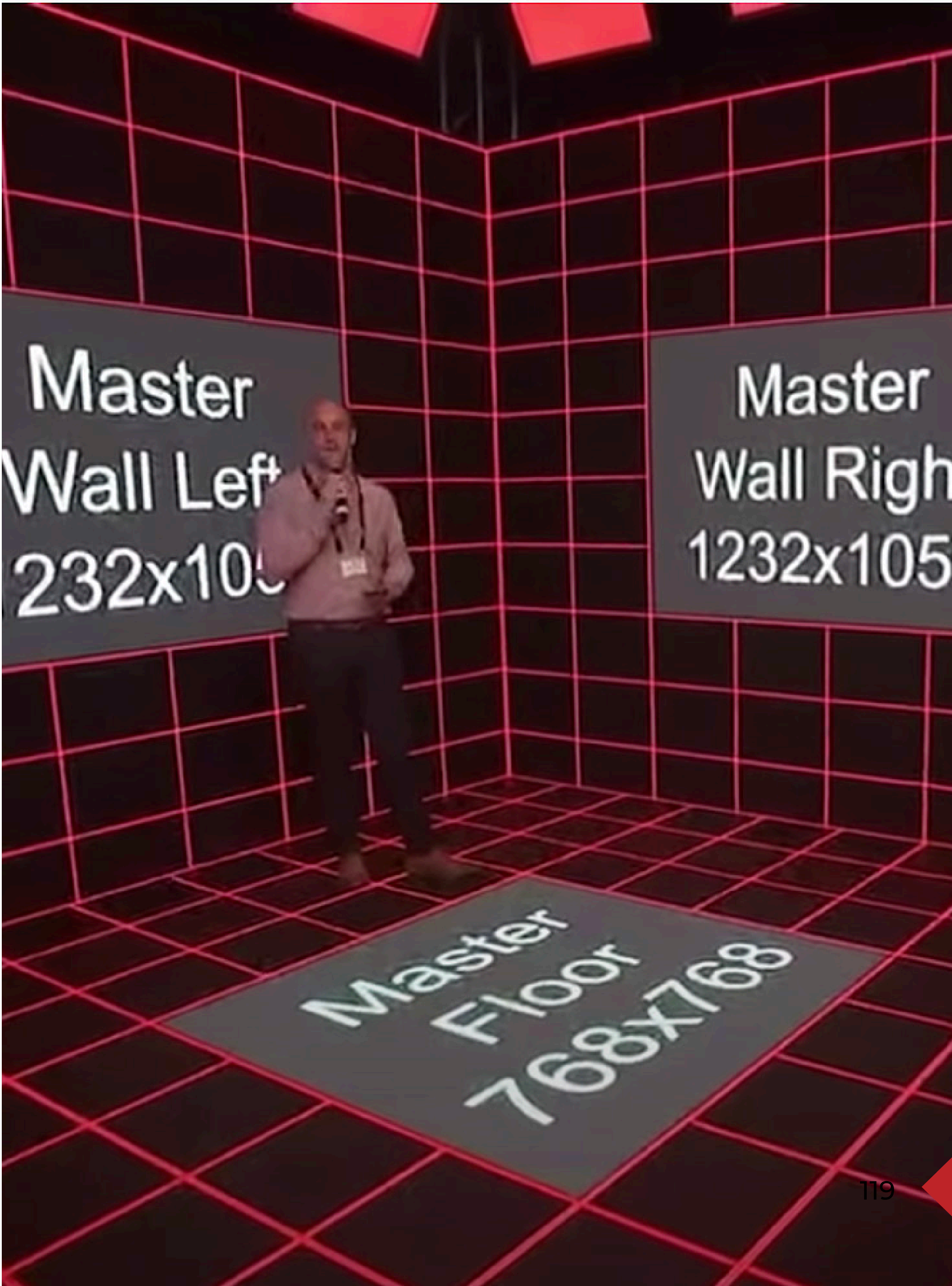


VIRTUAL STUDIO: CONCEPT

An Immersive Mixed Reality Solution

Journalists and media will travel from across the globe to KSA for the G20 summit. We anticipate that, with time restrictions and busy schedules, they unfortunately will not have the opportunity to witness the outstanding beauty of the country outside of Riyadh. The Virtual Studio is the solution. A solution to broadcast the stunning environments as well as the sites of the Giga projects in Saudi Arabia, to the wider world.

We create an immersive environment, which replaces the traditional green screen element of a virtual studio and allows the presenters and audience to interact with the content around them.





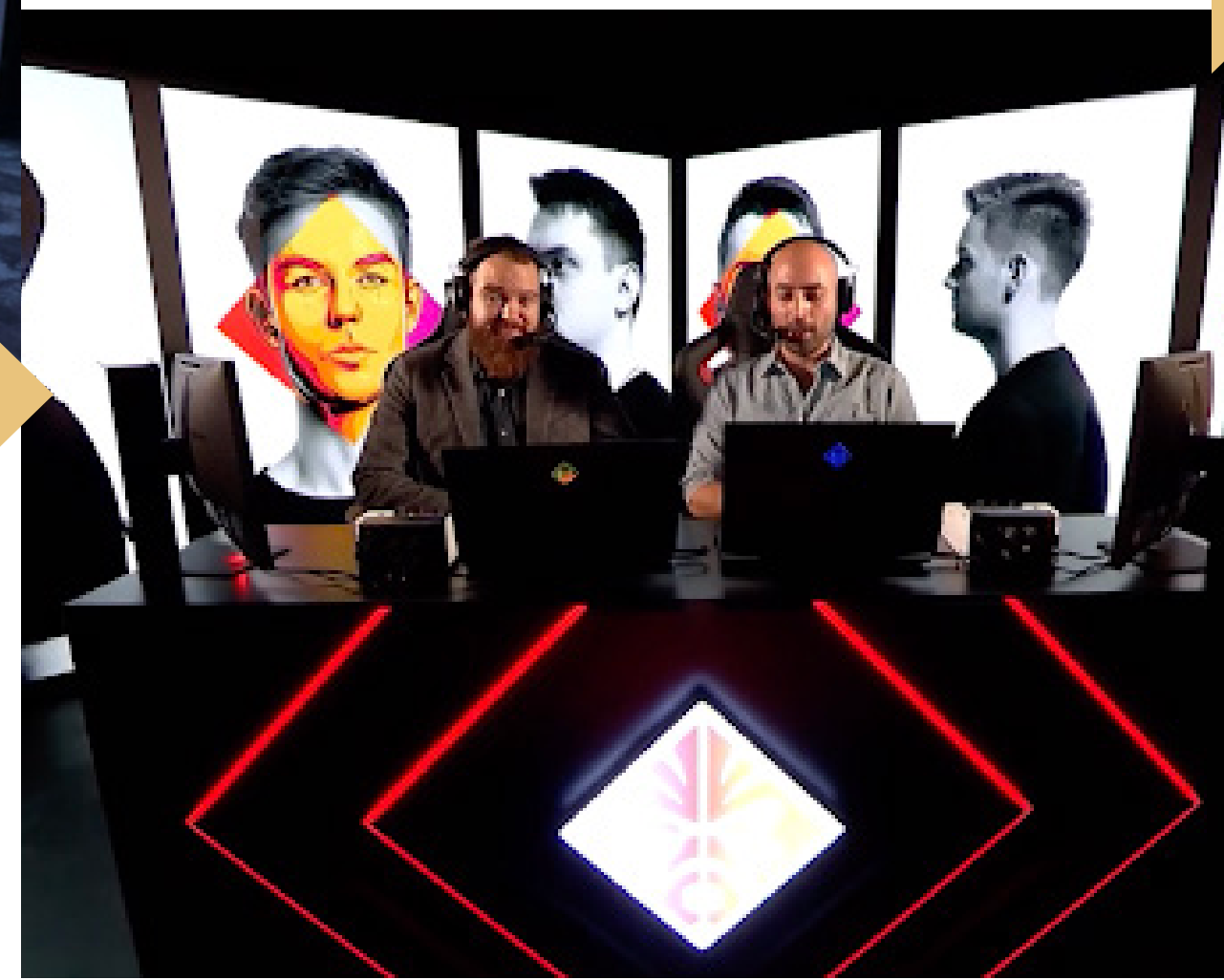
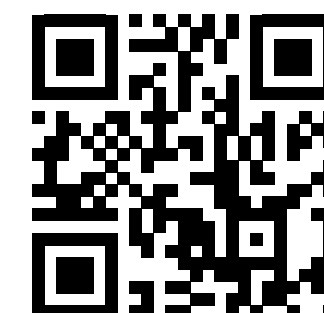
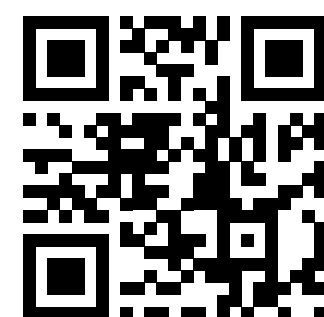
STUDIO SET-UP

With a 'Disguise media server driving the heart of the solution, we have an innovative workflow which sits on a robust broadcast-grade infrastructure delivering 7/24 operation in demanding live environments.

► Technology

- 5m x 5m SmartStage package including LED,
- 2x cameras (1x main camera and 1x PTZ),

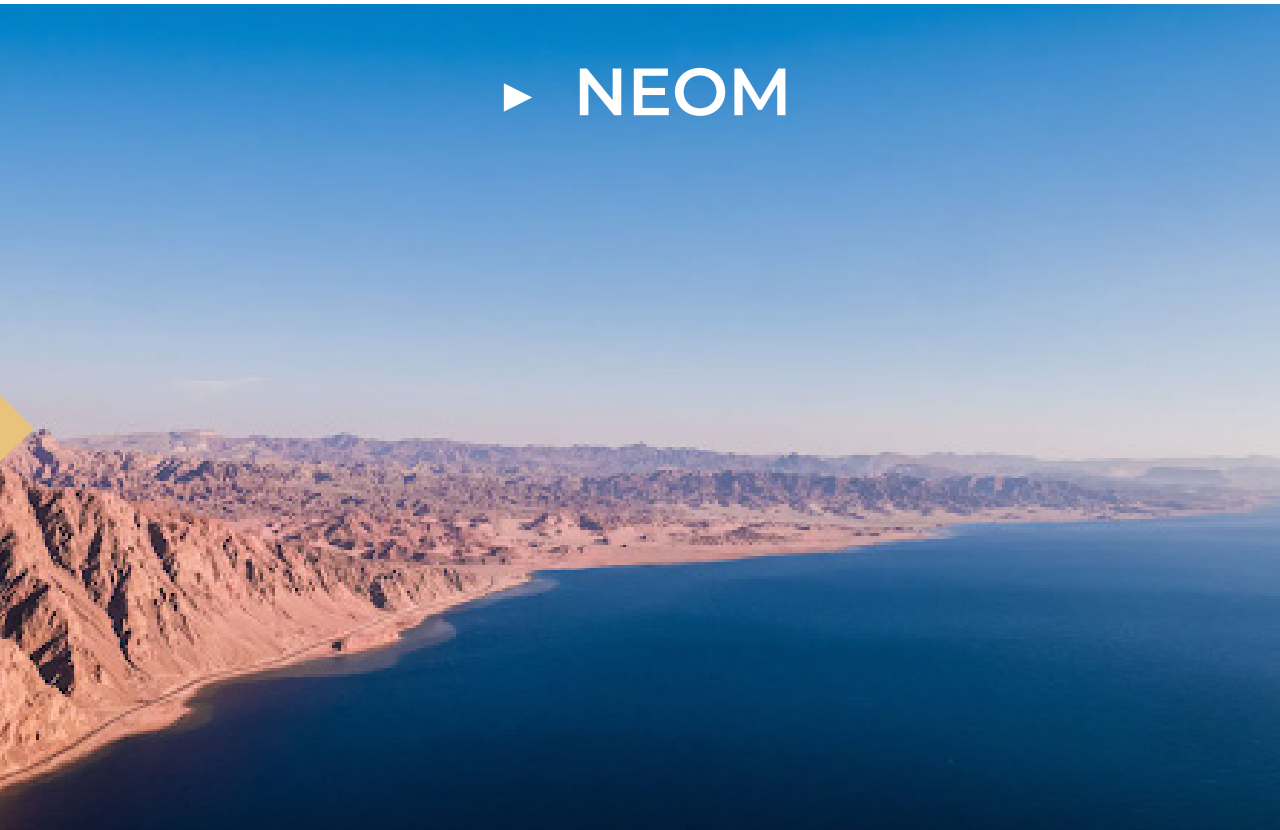
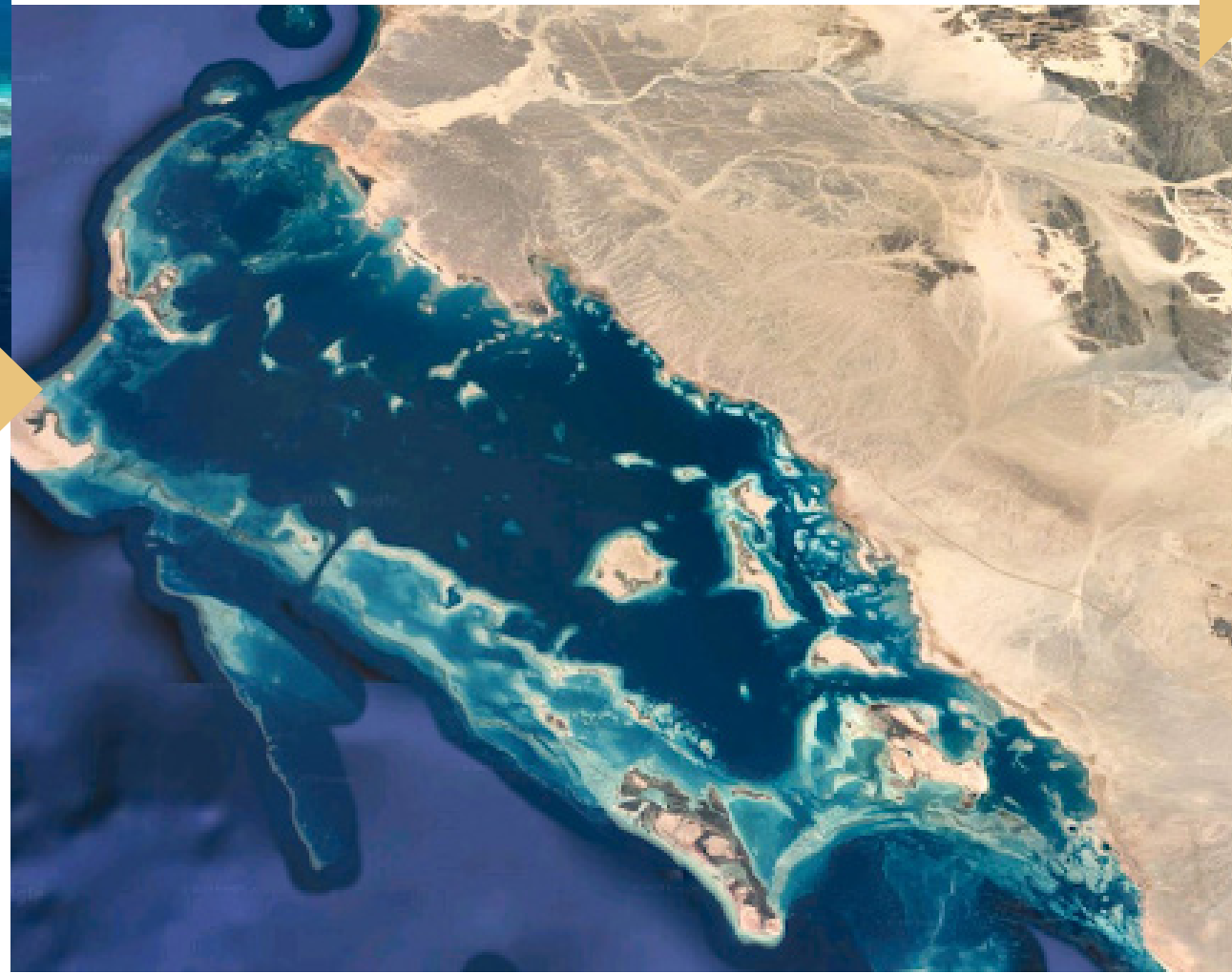
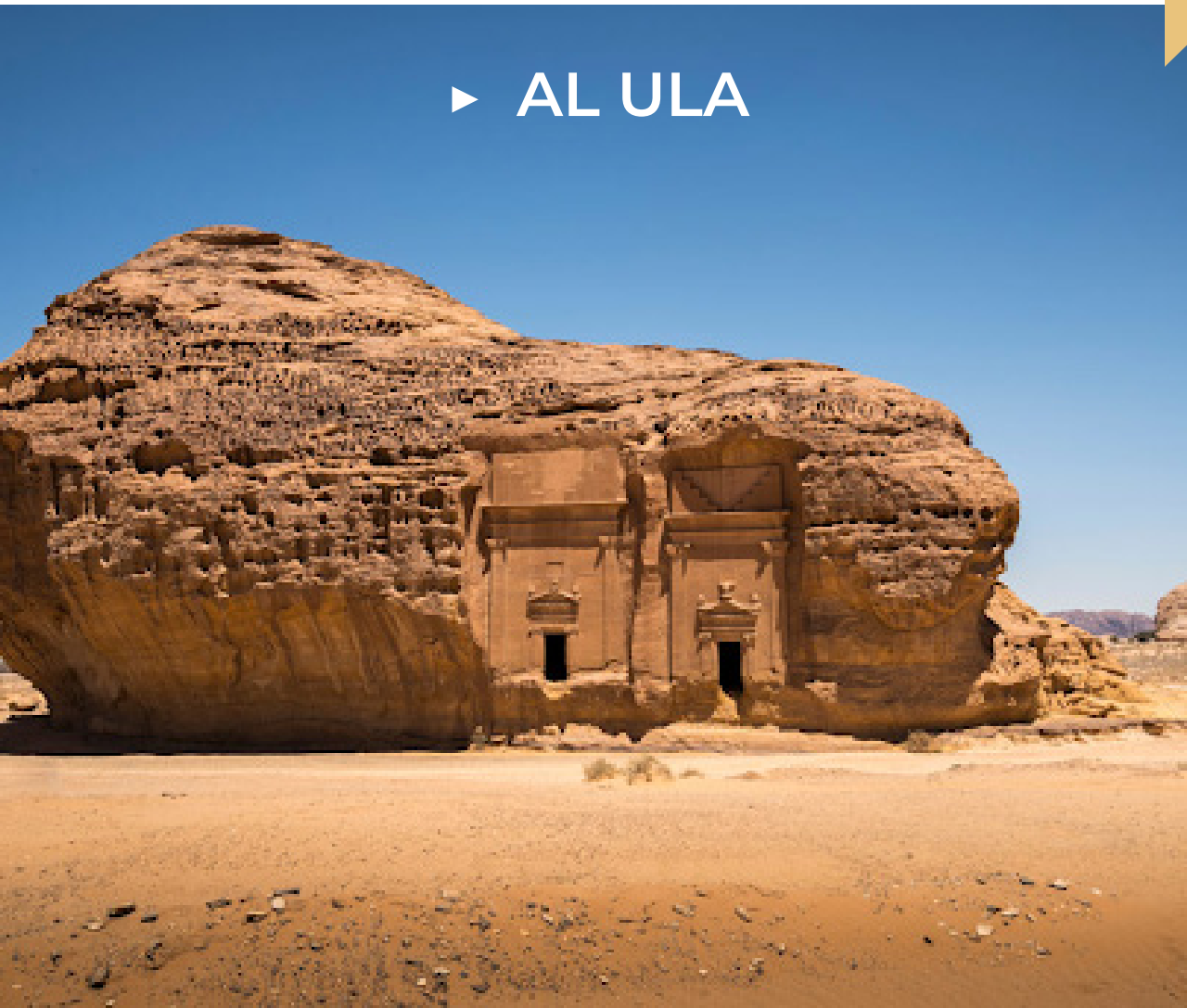
- 2x presenter tracking system,
- 1x camera tracking system,
- Studio broadcast lighting package
- Audio package - radio mic and talkback
- 6x Disguise servers and workflow
- Broadcast Vision mixer control





CONTENT TREATMENT

The virtual studio gives an impression of broadcasting from locations all across Saudi Arabia, including the Saudi Giga projects. We capture epic, high definition 8K beautiful footage in situ from all these areas including Al Ula, NEOM and the Red Sea Project. This footage is shot in the POV as if a person is sitting in front of.





CONTENT TREATMENT

► NEOM



► AMAALA



► QIDDIYA LOCATION



► QIDDIYA ANIMATION





CONTENT TREATMENT / MIXED REALITY

The Studio has the ability to include a mixed reality element: Statistics, graphs and flowcharts, are created in the Disguise server to enable presenters to deliver a detailed breakdown of key insights and technical information coming from the G20 discussions / white papers / agreements.



Reality + Augmented

Within the Enrichment Centre ‘Shaping New Frontiers’ area, visitors will have the opportunity to witness the Virtual Studio in action. The window/two way mirror will offer a view into the studio in it’s functional ‘real life’ with the content and reporters. Alongside, the LED screen will show what the viewers can see at home, in it’s augmented reality form. An insight into the incredible technology that Saudi Arabia is utilising in the G20 summit.





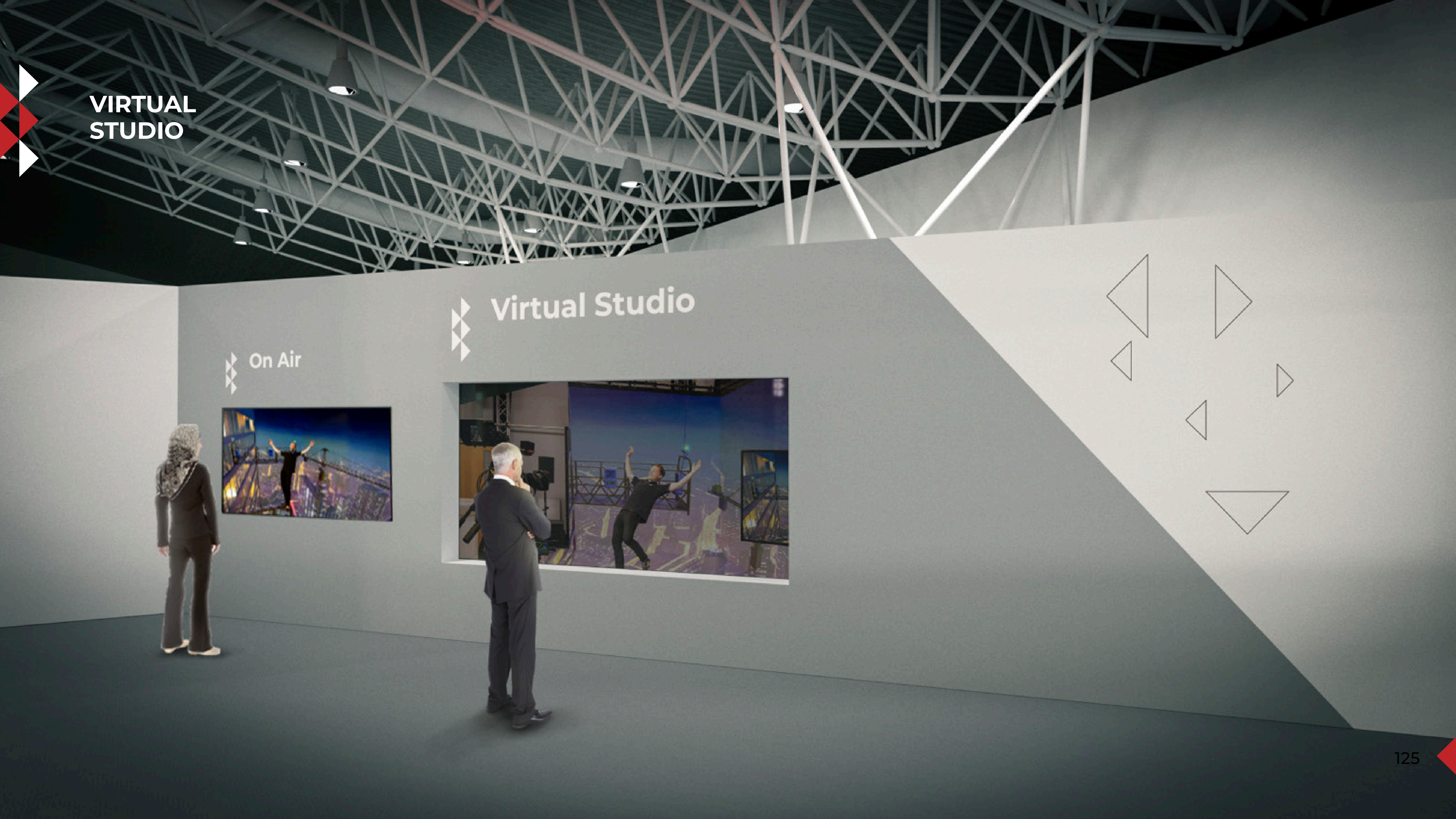
VIRTUAL STUDIO

Overview

Using cutting edge technology The Virtual Studio allows journalists to report from any where in the world.

Situated in the adjacent media center the studio will have a viewing area allowing visitors in the enrichment center to get a backstage look at the technology in action.

A digital screen will accompany the window enabling visitors to see the finished report including the composited CGI as it goes out live.



**VIRTUAL
STUDIO**

Virtual Studio

On Air





PROJECT APPROACH



PROJECT APPROACH

Project Team Roles and Responsibilities

The main focal point between the company and the Client shall be the PROJECT MANAGER.

The PROJECT MANAGER is responsible for the successful execution of the assigned project to within the specifications, budget and timescales agreed, and will be supported through a dedicated PROJECT ENGINEER.

Our team will consist of a wide range of highly skilled consultants and contractors selected for their established experience in their respective fields of expertise. All members of our team have prior experience of designing or delivering high quality museum or exhibition projects and in many cases this experience extends for more than twenty years. This depth of experience will be brought to bear on the project throughout its full duration.

Our Project Manager will run the project day to day reporting formally via regular weekly/monthly reports. He will manage the design and build team (including specialist sub consultants), oversee the integration of the specialist packages with the main exhibition design and architectural packages and keep the project on the programme and working within the site and regulatory constraints.

Modern permanent museums and exhibitions are often highly complex installations as a result of the wide range of skills and techniques that are utilized to make the design vision a reality. A single small exhibit might incorporate AV hardware, bespoke software, film, lighting, graphics, scenic and audio work as well as physical construction elements. With each extra specialism or role that needs to be factored in, the complexity of the project and therefore the need for clear project controls goes up exponentially.

To ensure that the design and construction of the Exhibition progress in a controlled manner we will sub-divide the overall lifecycle of the project into a series of consecutive phases that allow G20 to review and comment on the developing proposals in stages before authorising the follow-on phase of work. In this way the client team will always maintain strategic control of the project and will be able to review it formally against the project business case at regular intervals. Within each stage, and from the earliest possible point in the design process, we will liaise with and co-ordinate the work of the specialist sub-consultants within our team who will each have the responsibility for a key aspect of the design development. This will ensure that all specialisms are closely integrated with the design proposals. The project will be divided into three phases: Design, Development and Project management with close co- operation between G20, architect, exhibition design team and construction specialists through every phase to ensure that collectively we achieve the best results for the project. We will further sub-divide these four key phases into a sequence of project stages allowing regular formal client presentations - each one being a check point allowing the client to scrutinize the proposals and provide formal approval to proceed to the next step.

► Project Kick-Off

Upon Contract Award, the Business Development Team will undertake a comprehensive hand- over meeting with the Project Execution Team and relevant personnel. Upon hand-over, key tasks are to be carried out to ensure project requirements are understood by all departments and appropriate resources are allocated (extract of procedure flow chart in Appendix A).

A full contract review is undertaken by the PROJECT MANAGER with the Project Team, and any comments are advised to the BUSINESS DEVELOPMENT DEPARTMENT for acknowledgement or further discussions with the Client.



PROJECT APPROACH

Necessary resources for timely project execution is evaluated and mobilised. A project schedule is prepared in line with company procedure and issued to the client for agreement and approval. A Project Kick-off Meeting with the client is to be arranged as soon as possible or within 1 week post contract award.

► Engineering & Design – Roles & Responsibilities

The design shall be carried out through coordination with the CONTENT AND DESIGN DIRECTORS.

ALL engineering drawings and diagrams shall be prepared and issued and approved by both the DESIGN DIRECTORS. These drawings shall remain under the control of the company PROJECT MANAGER.

All drawings are initiated by the ENGINEERING AND DESIGN TEAM and are sent for discussions with the PROJECT MANAGEMENT, CLIENT CUSTODIAN, AND CONTENT AND DESIGN team. Once the design brief is out & approved, the CONTENT AND DESIGN TEAM will work closely with PM team to create a detailed design, often checking with the CONTENT team.

All engineering drawings, documents, fabrication and equipment layouts shall be checked and approved in accordance with the company standard procedures. Any conflicts between drawings, specifications and other design data shall be referred to the PROJECT MANAGER for clarification and decision.

► Approach to the Project Management of the Center and the working relationship with the G20.

The foundation of our methodology is to employ skilled consultants and contractors with extensive past experience and organize them

into a project management methodology that has been proven in the spotlight of previous exhibition projects.

To get the best out of Project, G20 and our team of specialist consultants and contractors must quickly develop a close working relationship based on trust and a mutual respect for the particular skills that each brings to the team.

A close working relationship with the client executive team is therefore a cornerstone of the method by which we will develop and deliver the project. A clear understanding of project requirements, continuous communication and a transparent management framework will all also contribute to a project environment that allows design thinking to flourish while ensuring that the necessary management checks and balances are in place.

The following pages describe our working methodology and the process through which we will collaborate with the G20 project team and the project's other stakeholders to create the completed building and exhibition installations for the Center in Riyadh.

All of our projects are developed using a working methodology that we have developed and fine tuned over many years. It is an approach specific to the peculiarities of the museum and exhibition design specialism which allows us to focus on the creative outputs of the process – i.e. those elements particular to the G20 whilst at the same time giving the client team the confidence that an established management framework controls the process thereby ensuring that the quality of the outputs is consistently high.



PROJECT APPROACH

The methodology is a linear process of a:

► **Controlled Start / Controlled Progress / Controlled Close**

'Controlled' is the key word. We plan each project so as to ensure that the required skills are onboard at the appropriate time, to make the optimum use of the available time through a sequence of development stages, establish controls to monitor the progress of the design work against this plan and then at agreed intervals report formally to the client team through a comprehensive stage presentation. This is our approach to all projects and is the basis of the methodology that we would take into the Exhibition project.

We describe our project team elsewhere in this response and therefore the following pages focus on how we will break the project into stages, establish a framework for the control of its development and implementation and provide regular reports to the Commission as evidence that progress is being maintained and the quality of the expected outputs is being achieved.

► **Stage 1 – Mobilisation**

Proper allowance for a mobilisation phase is often overlooked when planning design projects, to the detriment of the final product. Assumption is often made that all parties inherently understand the project particulars and the parameters within which the project must operate over its duration. The tendency is to rush into design brainstorming and start sketching exhibit proposals without first ensuring that the project has firm foundations that are clear and understood to all participants. Therefore shortly after appointment we will convene an introductory meeting at which the Commission's team will present their early thoughts on the narrative, exhibition and building that will combine to make the Exhibition. This will develop into a brainstorming discussion aimed at critiquing and honing our initial concept.

To provide a focus for defining and recording the key project parameters, the first management exercise we will undertake on the Exhibition project will be to produce a Project Execution Plan (PEP) collecting together into one document details of the client's brief, project approach and plan, the cost and programme limits, a synopsis of the project business case, a summary of the expected outcomes and benefits, details of the wider project team and lines of communication, details of the stage deliverables and media, project tolerances and risks.

As well as ensuring that our team and the Commission have a clear and common understanding of how the project will be executed the information in the PEP will later be used to brief the specialist sub-consultants we will engage to support us on the project.

This initial brainstorming and planning period will also include reviews of similar facilities internationally which may also involve field trips to see selected sites. Having produced this initial PEP we will present it to the G20 team for review and endorsement returning to it and updating it at the end of each design stage.

In parallel to the above we will be collating survey information from the site and establishing the detailed functional requirements for the building via draft Room Data Sheets which will be updated and maintained through the duration of the project.

We would also expect to deal with any Health & Safety competency issues in this initial stage as well as set up a project ftp site and brief our team on the project controls and reporting regime for the project.

This initial stage is essential for the future smooth running of the project.



PROJECT APPROACH

► Stage Deliverables

1. Preliminary Report
2. Project Management and Execution Plan (inc. development of Client Brief),
3. Benchmark report of similar facilities,
4. Site survey information,
4. Risk register,
5. Project programme (update)

► Stage 2 - Developed Design

The Developed Design stage is where the design development work initiated by the Concept proposals will start in earnest. Initially we will set up a Content & Narrative review with the G20 to allow us to understand the client team preferences; likes and dislikes in any previous project groundwork; where the narrative could be expanded; where it is weak; where new content needs to be introduced; where the initial concept was perfectly judged etc. From this exercise our content specialists will develop an updated written narrative for the whole of the Exhibition project and through an iterative process of client consultation and redrafting we'll arrive at a consolidated written description of the whole visitor experience. In tandem with the narrative development we will be working up detailed proposals for the building and exhibits which support the direction of the exhibition narrative and articulate in drawings and CAD layouts what the visitor will experience and interact with in the course of their visit. This will help highlight where further base build information is needed and inform the development of an Exhibition/Building Interface document which will help us manage the juncture between the exhibition and the building. At this point we will be liaising with the G20 on the specific objects that will be displayed to support the exhibition

and visitor experience narrative.

Our specialist sub-consultants will be briefed, kept apprised of project developments and integrated into the project management structure, providing regular progress reports that feed into our regular project reporting.

Key amongst these specialists will be the media sub-consultants who will work alongside our exhibition designers to develop the media options available to support the narrative and create the audiovisual briefs. These will go through a number of iterations as the stage proceeds.

Our regular framework of meetings will be chaired and minuted by us with copies circulated to the G20. Monthly reports to the G20 will provide the client team with regular progress updates and these will be supplemented with weekly distribution of our RFI/Issue schedules and fortnightly bullet point progress updates just prior to regular review meetings. Throughout the stage we will work with our architect to provide support in relation to the integration of the exhibition into the building shell. Linked to this will be the creation of the Interface Document referred to earlier (described in more detail later in this proposal) which will describe the junction between the base build and the exhibition and provide the means by which this crucial interface can be managed as the architecture and exhibition designs develop.

interim design review will provide a snapshot of how far the interpretive thinking has developed, together with the design proposals that articulate the narrative, and provide an opportunity for more formal client engagement in the emerging scheme design approach.



PROJECT APPROACH

We anticipate (and welcome) close and continual liaison with the Commission's team at all stages of the project but when we are establishing the content requirements, narrative and interpretive approach at the start of the project this is essential. The Scheme stage will conclude with the production of a comprehensive stage submission which will re-affirm the client's Exhibition brief, re-affirm the G20's communications objectives for the project, the key messages and learning goals, and describe the proposed modes of interpretation and the media that will be used to communicate to the visiting public. We will also provide a study of the base build proposals in the context of the exhibition requirements, and give a visual indication of the aesthetic vision of our proposals for the project.

At a technical level the Scheme stage submission will describe our Project Management and Execution Plan and how this will deliver the remainder of the project as well as a formal review of the base build provisions for the exhibition. This last point will validate (or otherwise) the MEP provisions incorporated into the base build proposals and provide comment as to their adequacy for the demands of the exhibition proposals.

► Stage Deliverables:

1. Project Management and Execution Plan (update), 2. MEPandFireLifeSafetyreports,
2. Exhibition general arrangements,
3. Exhibition narrative description,
4. Key exhibit proposals,
5. Sample materials (building & exhibition), 7. Risk register (update),
6. Project programme (update),
7. Initialoperations&staffingplan.

► Stage 3 – Technical Design

Technical Design will build on the design proposals presented at the end of the previous stage, together with written client feedback from the stage presentation. As before, this client feedback will be analysed and clarified with the G20's team before design development continues. The Developed Design stage report will provide us with a foundation for the development of each exhibit concept through to a comprehensive set of completed design proposals at the end of the Technical Design stage. Our aim in this stage is to produce a comprehensive presentation to the G20 of all aspects of the exhibition, such that a formal sign off can be given, freezing the design development and allowing the project to move into the implementation phase.

Technical Design is the stage where our Exhibit Description Sheet (EDS) template will come to the fore. The stage starts with a comprehensive and agreed set of draft EDS documents in place from Developed Design, with each representing the baseline from which the final design development of each exhibit or display element can start. These continue to be updated frequently and incrementally as the iterative design process proceeds to the conclusion of Technical Design.

Our content specialists will continue to work closely with the exhibition designers to develop the design proposals although by this stage of the project, our focus will be on the detailed and specific features and functions of the exhibit elements.

By the conclusion of the Technical Design stage we will be able to demonstrate the purpose of each design element, how it fits into the narrative, the specific story within the narrative that the element deals with, the specific content and how it deals with it, how it relates



PROJECT APPROACH

to adjacent exhibits, what the messages are, how the visitor interacts with it, what the visitor learns from it, which (if any) objects from G20 collection it will feature, what it looks like, how it functions, what the software or film requirements are, the hardware required to deliver the software, how the hardware is integrated into the physical construction, what the materials and construction techniques are, what services are required and how they are fed to it, its impact on the building shell, any specific lighting requirements, any specific photographic or illustration requirements, O&M needs, confirmation that it meets the needs of any disability access requirements and what the residual risks are from our Health & Safety assessments.

In achieving the above we will maintain a close working relationship between our architect, exhibition team and specialist consultants as they develop their respective areas of expertise to support the design proposals. These proposals will be regularly updated on the EDS documents and relayed to the G20 via regular updates.

Formal monthly design team review meetings will be maintained throughout the stage alternating, fortnightly, with monthly project team meetings to review progress against programme.

The Technical Design stage will conclude with a comprehensive presentation of the project via plans, CAD images and written descriptions, the Exhibit Description Sheets. As mentioned previously the presentation will be sufficiently detailed to enable the G20 to understand the detail of the proposals and approve them for progress into the next phase - Production Information. There will not be a finished project specification at this stage but one of the key uses of the EDS is to provide a place for recording important specification information that will later be incorporated into the tender specification. The nature of the

EDS is such that it is an ideal tool for demonstrating an exhibit proposal in an holistic way to the client team (who generally want to review the proposals by exhibit) but can quickly be turned into a draft specification that can be used and the basis for procuring specialist work packages.

It is important to understand that this is a crucial juncture in the project as it represents the point at which formal design work concludes and from here on the focus will be on production: either producing drawings and documents to enable the project to be procured or working with the construction team to realise the finished installation.

► Stage Deliverables

1. Project Management and Execution Plan (update),
2. Architectural general arrangements, elevations and details for complete building,
3. MEP proposals and specifications,
4. Local authority submissions,
5. Exhibition general arrangements (update),
6. Exhibition narrative description (update),
7. Exhibit briefs (via Exhibit Description Sheets),
8. Full exhibit design proposals (inc. AVH and software),
9. Sample materials (building & exhibition),
10. Risk register (update),
11. Project programme (update),



PROJECT APPROACH

► Production Information

The Production Information stage is where we convert the signed off design proposals from the Technical Design stage into a form that is suitable for procurement. Much of the information created in the Technical Design stage is re-formatted into production packages and the technical information in the RDS and EDS documents is used as the basis for the production of contract specifications that are used to appoint specialist package contractors working within our construction team. The Production Information stage is also where we will add the layers of information to the drawings that will be required by the specialist contractors. This is generally information that is pertinent to the contractors but which the client team doesn't need to be involved in during Technical Design, examples being setting out information, construction sequence, site access details, health & safety information and the detailed specification annotation that needs to be added to the final formatted drawings. The Production Information stage will be shorter than Technical Design as the former requires the resolution of a large number of design and technical issues whereas by the time we start Production Information the direction and aims of the package will be clear.

This stage will culminate in the creation of a wide range of documentation which will provide detailed specification, schedule and drawing packages covering all aspects of the building and the exhibition. We will use these packages to conclude our negotiations with specialist package contractors who will have been identified at an earlier stage, and ultimately we will enter into package contracts with these specialists for works that we will not be undertaking ourselves. At all times we will be providing the construction management expertise that will ensure that packages are co-ordinated and controlled so that the building and exhibition are delivered on time and to the required standard.

We envisage a phased appointment of package contractors with the architectural packages being appointed first (where these are being subcontracted by our construction team rather than fabricated in-house) followed by long lead packages such as film and/or software and then the main exhibition packages.

► Stage Deliverables:

1. Project Management and Execution Plan (update),
2. Architectural production drawing & specification packages,
3. MEP production drawing & specification packages,
4. Exhibition production drawing & specification packages,
5. Risk register (update),
6. Project programme (update),
7. Detailed operations & staffing plan,
8. Package contracts.

► 4 - Construction Oversight

Throughout the pre-fabrication period we will arrange and chair regular construction progress meetings and provide design clarification and direction where needed, at all times providing written feedback and reporting to the G20.

Our aim will be to work with our package contractors to build and approve as much as possible of the exhibits in the workshop as this will provide a better fabrication environment than the site and also encourage the reduction of site operations thereby making the on-site period more efficient. Sub-assemblies and finished work will be reviewed and approved in the workshop before shipping to site.



PROJECT APPROACH

Production of the media elements will take place in parallel with the fabrication programme through the generation of studio drafts or, where the media creation involves a filmic element, the filming of the required footage on location or in the studio.

The completion of the Off Site Construction stage and the start of On Site Fit-out will overlap as exhibition fabrication in the workshop, and production of graphics and AV media/software will continue after the exhibition contractor has started on site. We will chair a site set up meeting with the exhibition contractor and then hold regular site meetings with the G20 to review progress and resolve any detail technical issues related to the design proposals.

Each of these site meetings will be recorded in written notes and photographs which will be collated into our regular report format. These will be copied to the G20.

The final phase before Practical Completion and handover will be the commissioning of hardware systems and programming of the audiovisual installations, interactive, film and lighting effects to ensure that the concept agreed with the G20 at the outset meets the expected quality standards. Commissioning of systems must be done in a site that is essentially complete as it is impossible to try and commissioning AV hardware in a space where the AC is still being blown through and balanced. The closing action in this stage will be to walk through the finished project with the 's team and review the building fabric, building systems, and the operation and appearance of all exhibits and exhibition elements and agree by mutual consent that the Exhibition is ready for public opening.

► Completion

The Defects Liability period will run from the Practical Completion date for a period of 12 months. However, as the Practical Completion date is unlikely to be the day before opening to the public there will be a run-in period immediately after Practical Completion when the front-of-house staff will be introduced to the exhibit installations so they understand the O&M procedures, fault diagnosis, cleaning routines and the way everything functions.

During this period we will run up AV equipment and software based exhibits to allow any final 'in service' glitches to reveal themselves. We will monitor this period closely with the team and ensure that any supplier follow up that is needed in this period is dealt with promptly so that the Exhibition can open to the public on time.

► Stage Deliverables

1. Completed & commissioned exhibition/exhibits,
2. Operations & Maintenance and 'As-built' information for exhibition,
3. Commissioning sheets,

► Project Controls

The following pages describe the range of project controls that we will employ on the Exhibition project to deliver the Controlled Start/Controlled Progress/Controlled Close referred to earlier in this document. These controls and the core documents that record the control measures will be managed by our project manager throughout the project.



PROJECT APPROACH

These project controls will be amalgamated with the 's management methods and standard models to create a hybrid set of controls that meet the requirements of both G20 and the efficient management of a new exhibition project.

► Approach to Quality Assurance

The provision of Quality Assurance within the exhibition project relies on the quality standards being clearly understood at the outset and the criteria against which they will be measured being clear to the and the wider project team. These will be documented and circulated and then used as the basis of an exhibition Quality Plan produced by us describing how the required quality standard for each criterion will be delivered. This Quality Plan forms a section of the Project Execution Plan referred to previously and described in more detail later in this section.

In the first instance 'assurance' will be provided by our team in that we will monitor the quality of our outputs and check that they meet our understanding of the 's quality expectations and criteria before we issue them. However, in the final analysis the client's formal 'assurance' will come from the authority appointed to provide it. For example, one of the quality criteria will be that the Exhibition project meets the requirements of local Riyadh statutory authorities and therefore it will be these that will approve the design proposals from the regulatory standpoint thereby providing assurance that this particular quality standard has been met. At the outset of the project, it is essential that all quality criteria are discussed and documented and the individual or agency responsible for assuring each quality criterion is clearly identified. Our Project Quality Plan will describe the quality criteria that are to be addressed by the design proposals and the completed project, the

standards that are to be achieved and the individuals or bodies that will be responsible for providing the necessary assurance to the client team that the standards have been met.

Quality standards will be applicable to the design concept/ narrative as well as the quality of the physical construction and therefore will take the form of a mix of the tangible and measurable through to the less tangible and more subjective. In each identified sub-category the 's expectations will be discussed with us and a common agreement reached as to what will constitute an acceptable quality output in the finished project and who will provide the QA verification for the client. Regular stage reviews will provide the opportunity for quality reviews by the Client which will provide the assurance that quality is being addressed and allow an Exception Plan to be put in place in good time where standards are judged to be falling short.



PROJECT SCHEDULE



Please refer to Appendix 1 for the detailed schedule in MS Project.

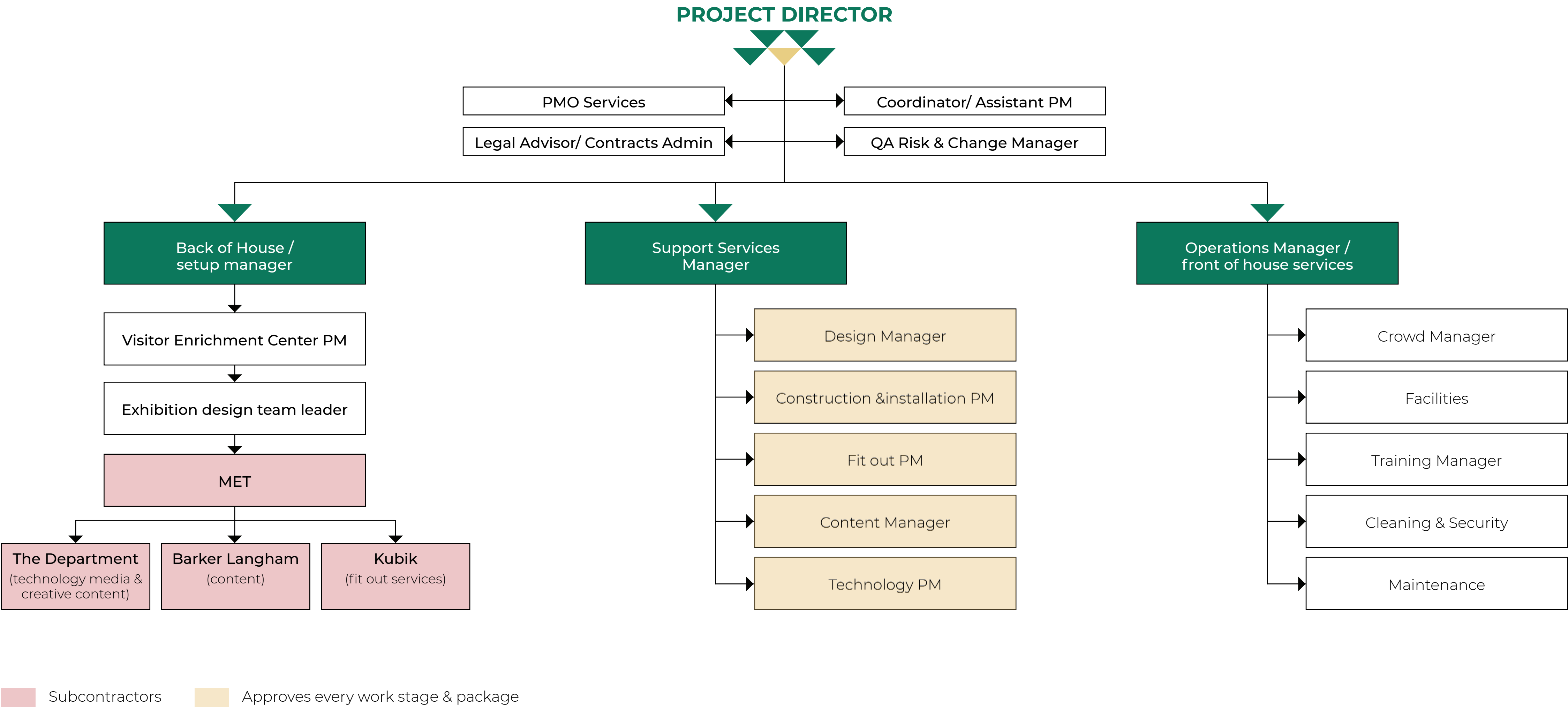


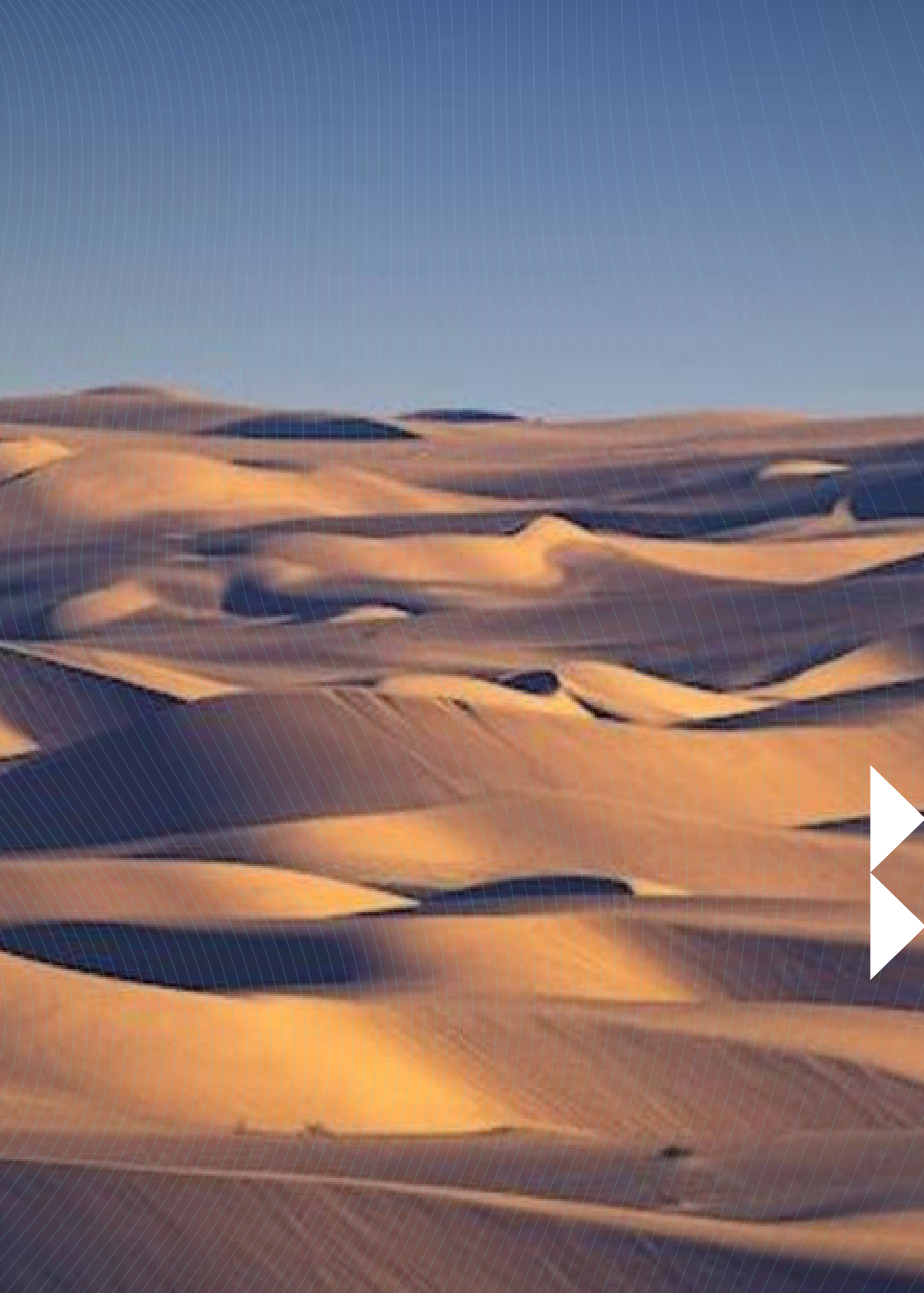


ORGANIZATIONAL STRUCTURE



ORGANIZATIONAL STRUCTURE





TEAM BIOGRAPHIES

TALENTS BIOS



Saeed Saeed

Cofounder, CEO

Saeed Saeed is cofounder, CEO and Chairman of board of National Talents Company. He has delivered Kingdom wide programs that has enabled thousands of children to think like scientists, develop skills, and consider career opportunities in the fields of science, technology, engineering and maths for clients. Saeed leads a team of more than a hundred employee aiming to to inspire youth through designing and operating interactive & creative learning experiences using science, technology, engineering and math. TalentS projects span a wide range of informal interactive learning spaces, from museums, science centers and fab lab to festival and exhibition participation. His team works from Riyadh, Khobar, Dubai and London delivering services for landmark science centers and fabrication labs and working across the Gulf with clients include Saudi Aramco Energy Exhibit, Mishkat interactive center for King Abdullah city for atomic and renewable energy, the Etihad Museum (Dubai) and the Abu Dhabi Education Council.

Saeed has a BS degree in Electrical Engineering from University of Tulsa and a Masters degree in Electrical Engineering from Cornell University. During his time at Cornell University, Saeed led a team of engineers to compete and win the international robotics soccer competition (Robocup). His passion for learning and making a difference came out his 15 year work at Saudi Aramco where he was inspired and taken away by the Sr. VP vision at that time 'Where every

employee excel and create a better tomorrow' leading him to the startup of Talents in 2007. He has recently graduated from Owner/President Management Program (OPM) at Harvard Business School. The program is a rigorous, -9week Executive Education program held over a -3year period, for business owners and entrepreneurs with at least 15 years of management experience and who hold a major equity stake in their company. Saeed is also the chairman of board for Said group family business which was established by his father, the late Atef Saeed and is a member of Young President Organization (YPO).

TalentS

TALENTS BIOS



Jamal AlDabal

Co founder, vice chairman

- ▶ Chairman & Co-Founder –DaamInno – Entrepreneurship & Innovation Board Member & Partner – National TalentS Company
- ▶ Co-Founder – Arabian Robotics Company
- ▶ Business Development Head – GCC – Aays Financial Services
- ▶ Investor in a number of Startups and Funds
- ▶ Overall Inspiration – Saudi Educational Initiatives
- ▶ Local Selection Panelist – Endeavor Entrepreneurship Saudi Arabia
- ▶ Long-Term Mentor + Mentor of the Month Oct 2018 – Endeavor Entrepreneurship Saudi Arabia
- ▶ Mentor in Saudi Aramco Entrepreneurship Center (Wa'ed) & KFUPM Entrepreneurship Institute
- ▶ Judge in many startup competitions
- ▶ Director of Saudi Aramco Educational Partnerships – Until 2011
- ▶ Advisor to all major contributions of Saudi Aramco to the community – Until 2011
- ▶ Senior Consultant in Saudi Aramco's Corporate Planning Organization – 2007-2003
- ▶ Coordinator of the Kingdom's Petroleum Strategy – 2006-2004
- ▶ Manager – Saudi Aramco IT Operations, Applications and Technology Planning – 2003-1998
- ▶ Led Formation of Saudi Aramco Information Protection organization - 2002
- ▶ Advisory Board (Dammam Community College, Prince Muqrin University – IT Department, Um Al-Qura University – IT Department, King Saudi University – Math Department)
- ▶ Board Member – Non-Profit Organizations – Association of Volunteer Work, Bena'a (Orphans in Eastern Province – Saudi Arabia), Ertiqa (Computer Refurbishing) + Others
- ▶ Masters in Business Administration – University of Hull – U.K.
- ▶ Bachelors in Computer Engineering – University of Massachusetts – Amherst – U.S.A.

TALENTS BIOS



Abdulrahman AlDabal

Board member & partner

- ▶ Chairman (SGB Al-Dabal Co. Ltd.) - Scaffolding contractors, Sales of scaffolding and formworks President (GAS Arabian Services Co. Ltd.) - Supply and services to the Oil, Gas and Petrochemical Industries, Power, Desalination projects and marine services
- ▶ Chairman (Samsung Saudi Arabia Co. Ltd.) - Engineering, Procurement and Contractors of major Petrochemical, Oil & Gas plants
- ▶ Board Member (Yokogawa Services Saudi Arabia, Ltd.) - After-sales services, training services of Yokogawa systems and products, construction and installation services related to instrumentation and life cycle maintenance services
- ▶ Chairman (GAS-Vector Saudi Arabia Ltd.) - Provides after-sales services and training services of Vector industrial communication products and systemss
- ▶ Chairman (EagleBurgmann Saudi Arabia Ltd.) - Manufacture, supply and servicing of mechanical seals, gasket, packings to Oil, Gas & Petrochemical industries
- ▶ Chairman (Prudent Saudi Arabia Ltd.) -Manufacture, assemble and test control panels. Perform system integration and provide after-sales, training services for systems built Prudent Solutions
- ▶ Chairman (TCR Arabia Ltd.) - Provide services for material testing, quality assurance needs of all industries, oil refineries and petrochemical plants in Saudi Arabia
- ▶ Chairman (FS Elliott Services Saudi Arabia Ltd.) - Provides field and shop services for plant air compressor packages
- ▶ Chairman (FS Elliott Saudi Arabia Ltd.) - Provide local assembly of Turbo Compressor units
- ▶ Chairman (Elliott GAS Services Saudi Arabia Co. Ltd.)
- ▶ Chairman (Elster Instromet Services Saudi Arabia) - Undertake after-sales service activities for Gas Metering and Regulating Skids, products and systems in Saudi Arabia
- ▶ Chairman (GAS FCI Services Saudi Arabia Ltd.) - After-sales activities for air, gas, liquid flow meters, flow switches and Level switches, products and systems in Saudi Arabia
- ▶ Chairman (Asas Al-Ajyal Real Estate Dev't Co.) - Real estate development and construction Chairman (Kabana Restaurants Co.) - Chain of Restaurants and catering services
- ▶ Member (United Int'l Transportation Co. Ltd.) - Chain of strategic car rental outlets. Corporate and retail leasing of vehicles
- ▶ Chairman (Al Faraby Medical Center Co. Ltd.) - Outpatient medical clinics and pharmacies
- ▶ Chairman (First Insurance & Re-insurance Brokers) - Insurance and Re-insurance Broker Director/Partner (Patisserie Suisse) - Food catering / Aviation catering services
- ▶ Director/Partner (Offshore Vessels and Marine Services Co.) - Offshore vessels and security and other marine services
- ▶ Chairman (Meamar Al Sharqiya LLC) - Real Estate Development and Construction Director/Partner (National Talents Company) - Events and Educational Training
- ▶ Director/Partner (Patisserie Suisse) - Food catering / Aviation catering services Director/Partner (Offshore Vessels and Marine Services Co.) - Offshore vessels and security and other marine services
- ▶ Chairman (Meamar Al Sharqiya LLC) - Real Estate Development and Construction Director / Partner (National Talents Company) - Events and Educational Training



TALENTS BIOS

Mohammad AlHarbi

Independent board member

► Employment History

- Oct -2012 Present: tIndustrial Cosultant
- Oct -2010 Sep 2012: CEO of Takween Advanced Industries
- Nov -1998 Sep 2010: CEO of Saudi German Company for Nonwoven Products
- Mar -1994 Nov 1998: Project Manager Saudi Industrial Development Fund

► Current Memberships

- A member of Board of Directors and Audit Committee- Musharaka Capital
- A member of Board of Directors and Head of Audit Committee- Zamil Industrial Investment Comany
- A member of Board of Directors- Aminat Company
- A member of Board of Directors- NATIONAL Talents Company

► Previous Membership

- A member of Board of Directors and Audit Committee- Hail Agriculture Development Company (HADCO)
- A member of Industrial Committee- Chamber of Commerce of Eastern Province

► Education

- -1992 Bachelor Dgree of Sciences- Industrial Engineering

► Training

- 1995-1994: Financial and Credit Training Program- Chasse Bank- Manhattan- NY-, US



TALENTS BIOS



Khulood Abdullah

GM, Business Development

Khulood has a Bachelor of Science in Computer Science (2010) from the Royal University for Women, Bahrain. She is currently seeking a Masters Degree in Finance from Harvard Extension School.

Khulood joined TalentS in 2013 with the objective of expanding TalentS client base, uplifting TalentS marketing activities and enhancing the BD processes and procedures. She landed many projects including Fab Lab Dhahran, iSpark Mobile, Saudi Aramco Energy Exhibit, Tatweer Mobile Science Centres, iRead, iDesign, Tinkering Studio touring exhibit and others.

In 2012, she co-authored a book titled Cognitively Informed Intelligent Interfaces: System Design and Development. In 2011, she published two research papers in World Congress on Engineering and Technology (CET) and in the 5th International Conference on Distance Learning and Education – ICDLE.

TALENTS BIOS



Miguel Blanco Carrasco

Project Manager

Miguel Blanco Carrasco has expertise in Strategic Planning & Implementation| Cultural Programming| Event & Exhibition Management Performance Measurement, Talent Development, Strategic Communications, Partnership Building.

He is a highly organized and results driven Project Director with international cultural programming, strategic planning and exhibition management skills. Several years of experience at the executive level within a GCC government cultural agency, responsible for programming, executing and marketing year-long cultural calendars.

He's an entrepreneurial thinker with a proven track record in building and leading high-performance teams. He is an excellent communicator, fluent in English and Spanish with an A1 level of Arabic and a working knowledge of French.

He was the Project Manager (Jeddah Seasons Obhor at ADD Enterprise), a Director Of Operations (Art Institute at Misk Foundation), the Director of Strategic Cultural Relations (Qatar Museums). He also was the Senior Strategy Consultant with Qatar Museums, Doha, Qatar and Ortner Consulting, Abu Dhabi, UAE as well as Associate Consultant, Michelangelo Search, London, UK.

► His education is as follows

- 2015 | Centre for Creative Leadership, Colorado, US Professional Development & Leadership Programme
- 2006 | Royal Holloway, University of London, London, UK Master of Science in International Relations
- 2005 | Universidad Complutense de Madrid, Madrid, Spain
- Licenciado en Derecho (Bachelor of Laws)
- 2003 | Université Nancy 2, Nancy, France Certificat d'Études Juridiques Françaises (French & European Law Diploma)



TALENTS BIOS

Christopher Williams

Project Manager

Christopher Williams is a Construction Manager, Project Manager and Technical Director. He is experienced, ambitious Construction and Project Manager, Technical Director, Consultant Engineer, Commissioning Manager. +30 year's worldwide track record of coordinating and supervising large scale, temporary and permanent projects within the leisure, hospitality, retail, museum, exhibition and transportation sectors. Specialist Engineer for all required disciplines for construction and fit out of museum and exhibition spaces and Live Concert venues.

Focused on quality engineering, strong work ethic and essential social skills, Chris built up a reputation for handling international projects with attention on Middle East sectors: Kuwait, Qatar, United Arab Emirates and Saudi Arabia for the last +20 years. Directed global production and logistics of events and major touring exhibitions for the Science Museum, London UK, BBC UK live music events and USA based clients, proprietors and developers of major touring and permanent exhibitions acting as Exhibition Fit Out Director, Production Manager and Technical Consultant.

Chris coordinated the with the main contractor – Arabtec, whilst executing Al Raha Beach Residential Resort, Abu Dhabi for the Client H.H. Sheikh Mohammed bin Zayed Al Nahyan. He also managed Interior Fit out and coordinated with the same main

contractor Arabtec, for the leisure and hospitality project at Dubai Park Hotel, Hard Rock Café and Atlantis Nightclub - Dubai for the Client Mohammed bin Sulayem.

In parallel Chris commissioned new and live airport terminals in Abu Dhabi and Jeddah, among others. In November 2015, Chris was appointed as the government approved Construction Manager for Al Salam Palace Museum in Kuwait. In April 2019, he successfully delivered the exhibition fit out contract, to the full satisfaction of the client Al Amiri Al Diwan, Kuwait.

His skills include proficiency in Project Construction, Management, Engineering. Chris offers the highest standards of professionalism, personal and working. His loyalty, dedication and nearly 7/24 service readiness, allowed him to be appreciated by many governmental and private institutions. He has the knowledge, skill set and contacts to implement all aspects of the industry and any project is neither too small nor too large.

Resilient, adaptable, time management conscious, self-motivated, strong organiser, interactive, problem solver, good listener, attention to detail, and excellent communication talent with the ability to work independently and converse freely to explain ideas and plans.

TalentS



TALENTS BIOS

Christopher Williams

Project Manager

► Chris has extensive technical and educational qualifications

- HNC Electrical & Electronics Engineering – Level 3 & 1,2
- City & Guilds Electrical Engineering Parts 1,2 & 3
- BS5839 and BSEN Standards
- JIB ECS Health & Safety
- He also has London Heathrow & Gatwick Airports Airside Operations qualifications:
- Proficient First Aider
- Electrical Safety Rules – Modules 2 & 1
- Permit 2 Work Authorised Signatory
- Designated Signatory for Airport Life Safety Certification • Fire Safety Training

► His computer skills include

- Microsoft Office Suite
- MS Project
- Adobe Professional
- AutoCad
- AV Network Tools
- EASE Acoustic Simulation

► Chris also has membership with the following industry professional associations

- Professional Light & Sound Association
- Institute of Sound & Communication Engineers
- Joint Industry Board
- Touring Exhibitions Group

TalentS

TALENTS BIOS



Sumanthro Ghose

Program Director

Sumanthro Ghose is the Cultural Programmes Director at Department of Culture and Tourism, UAE.

Sumanthro's expertise includes years of experience as the: Program Director at Department of Culture and Tourism since January 2019, overseeing three strands of DCT Abu Dhabi's acclaimed cultural offerings: Abu Dhabi Art, Abu Dhabi Music and the Culture Summit Abu Dhabi 2019.

He also was the Managing Director at London Design Biennale from December 2017 to December 2018 where he was responsible for development and delivery of London Design Biennale 2018 at Somerset House, London, a critically acclaimed exhibition by leading designers, artists and curators from 40 countries, territories and cities. Participants explored the theme of Emotional States, with thought-provoking and entertaining installations, exhibits and displays from all design disciplines including industrial design, architecture, graphic design, fashion and technology.

He was the Museum Expert/Senior Advisor at Dubai Culture & Arts Authority from March 2016 - June 2017 as the Director of Exhibitions and Programs for the new Etihad Museum that opened in Dubai in January 2017, he managed exhibitions team and delivered opening exhibition 'Emirates to the World: Postal History of the UAE.' Advised Museum Director on all aspects of museum operations including

organizational structure, facilities management, staff training and museum displays and interpretation. He also advised Dubai Government on cultural diplomacy strategy and museums legislation.

He was the Deputy Director, Cultural Diplomacy Programs at Qatar Museums Authority from July 2013 - February 2016 and was responsible for the strategic programming and delivery of the 'Years of Culture' cultural diplomacy projects including Qatar UK 2013, Brazil 2014, Turkey 2015, China 2016 and Germany 2017. Each Year of Culture presented over 50 projects across Qatar and the partner country at leading museums and cultural organizations, delivered in partnership with public and private institutions. The projects explored the contemporary and traditional cultures of both countries and include exhibitions, festivals, performances, educational programs and cultural exchanges.

He was the Chief Executive Officer/Director of Cultural Programs at Asia House from January 2009 - July 2013 and was responsible for the strategic development and delivery of Cultural Programs at Asia House, the UK's leading pan-Asian organization. Events, festivals and exhibitions covering the visual arts, performance, film and current affairs of 40 countries of Asia.



TALENTS BIOS

Sumantro Ghose

Program Director

He was the Acting Chief Executive from October 2011 - September 2012, steering organisation through leadership transition and delivering new three-year business plan.

He was also the Acting Chief Executive Officer at Asia House from October 2011 - September 2012; the Acting CEO appointed by Board to steer organization through leadership transition and deliver new three-year business plan.

He was also the Director at Asia House Pan-Asia Film Festival from January 2009 - July 2012 where he developed four editions of this unique festival of Asian cinema.

He was the Public Programs Manager at National Portrait Gallery from September 2006 - December 2008 where he managed the public program of talks, gallery tours, film, performance, workshops and study days for adult audiences.

He was also the Education Consultant at Tate Modern from January 2000 - April 2006.

He was also the Cultural Tourism Consultant at Konzeptours GmbH from June 1996 - December 1999 conducting cultural tours of UK produced and guided for museum clients from Germany, France, US and Switzerland

Sumantro's education includes a Master's Degree, History of Art, 1996 – 1995 from the Courtauld Institute of Art, U. of London, UK.

He also acquired a Postgraduate Diploma, History of Art, 1995 – 1994, Courtauld Institute of Art, U. of London, UK.

TALENTS BIOS



**Abdulaziz A. Al
Hegelan**

Project Director

TalentS

Abdulaziz has a Bachelor of Science (2011) in Industrial engineering from King Saud University, Riyadh – Saudi Arabia. He has attended a couple of executive education programs in 2016 in two of the most prestigious universities in the US (Finance & Accounting for the non-financial Managers at Wharton and Business Dynamics at MIT).

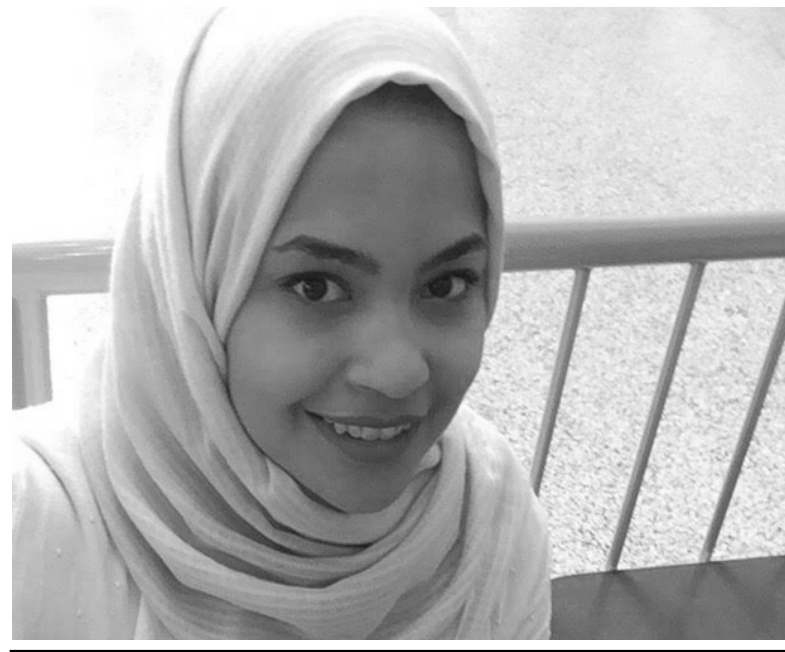
Abdulaziz joined Mishkat Interactive centre for Atomic & Renewable Energy (One of TalentS largest operation projects) back in 2013 as a maintenance engineer responsible for planning PMV and spare parts programs, in addition to being team leader to the AV systems and maintenance teams. Within less than three years, he has occupied several management roles that made him an expert in the field of science museums operation. During his work in Mishkat, he has managed several projects and conferences, including the development of a travelling exhibition for K.A.CARE (Mishkat's solo funder), and managing its participation in COP-20 Lima, COP-21 Paris and COP-22 Marrakesh where he acted as the head of delegation during the operational period of these three UN events.

In Feb 2016, he got promoted to deputy executive director looking over all operation, logistics and budget control functions. After less than four years from his joining date and while he was still in his 20s, Abdulaziz was appointed as the Executive Director of Mishkat managing all its functions and making sure

all objectives are achieved.

Abdulaziz got elected in March 2017 as a BoD member at NAMES network (The North Africa & Middle East Science Centers Network) to help shaping the future of museums and science centers in the MENA region, and got elected as president of board a year after for a two years term. In addition to his role in Mishkat, Abdulaziz works with other departments in TalentS from business development to project management to help ensure best results, and he serves as a consultant and trainer for some educational and science/museum-oriented organizations.

TALENTS BIOS



Asma Ragheb

Business Development
Manager

Asma's Experience lies in the development of opportunities for Talents to widespread enrichment STEM events/programs, Fab Labs and touring exhibitions/science centre projects. She has worked with several clients in this field by assessing and defining their project parameters, which therefore leads to setting out a plan for its development and making sure it continues to be true to the client's vision and aspiration. Asma is also responsible for achieving a financial target that is set at the beginning of the year and is evaluated quarterly. Work on growing talentS client base and partnerships as well as securing different projects through managing the bidding process as well as proposal development for different clients. She has proudly worked on the bidding process for multiple Saudi Aramco projects such as iRead, SFD, Stemanian, Intermediate STEM, Gifted program, iSpark mobile, Ithra Podcast program and Ithra Talks. Other major projects and clients she worked with are Sabic, CITC, GEA, SCTH, KACARE, KAST, KEAC, KAPSARC etc.

Asma also has project management and operations Management experience she managed Tanween festival for Ithra, Saudi Aramco which was a complex event that brought in 14 international renown experience from all over the world and she was responsible for the successful installation delivery and management of the project . In 2015 she was Fab Lab Dhahran operational manager with her main role being the management of day-to-day operation on

Fab Lab female days though: managing, hiring and training the female Fab Lab team and volunteers, continuously refreshing workshop content, and planning for upcoming programs and events.

TALENTS BIOS



**Heba Khalid
Al-Dossary**
PMO Head

TalentS

Heba is the PMO Head at National TalentS™ Company. She is responsible to ensure the desired results of projects operated by the company. Heba worked as the Learning Manager as well as the Science Communications Head with the National TalentS™ Company. She's been with the company for 9 years and has extensive technical background in subjects, and utilizes her knowledge in the development of visitor learning experience at museums. In addition to that she worked at Energy Exhibit science centre operated by TalentS™. She received her Bachelor of Arts degree in

Computer Science from King Faisal University in 2009. She's received additional training in the following areas of study: PMP Exam Preparation Course (2018), Primary and secondary Care CPR/First Aid (2017). In 2016, Heba attended 43 STEM workshops delivered by Huston Museum for Natural Science. She studied the strategies of delivering STEM concepts and earned her Six Sigma Green Belt Certificate.

Heba's key qualifications include leading, developing and implementing learning strategies and program plans which support the Science Exhibit mission, in addition to Audience Development strategies and related KPI's. She was involved in the following projects: Scientific discovery box (2011), Mobile Science Centers (2014), the Gifted program (2015) and since 2016, the Saudi Aramco Energy Exhibit.

Since 2016, Heba, as the Learning Manager and Science Communications Head, has worked for the National TalentS Company, assuring growth in both quality and quantity of learning programs delivered across all brands and in cooperation with brand directors and their senior staff. She led learning teams within and across all Exhibit functions, including onsite and offsite activities, to excellence levels required in program development and delivery. She also ensured that Exhibits were a leading example of public-science engagement not only in Saudi Arabia, but on international stages as well.

She began as a Training and Curriculum Developer with TalentS back in 2011, where she facilitated and guided visitors' learning experiences through hands-on activities. She staffed the interactive galleries, encouraging youth engagement and interpretation, to present the scientific content as appealing, accessible and educational. She also performed structured science shows and workshops to school groups and families, in addition to designing and creating STEM workshops and setting the learning objectives.



TALENTS BIOS

Sahar Maher Alrabie

Operational Manager

Sahar is an accomplished IT Engineer with 5 years' experience in technical, operational and project management roles. She is currently an operations manager at National Talents and holds the position of Operation Manager at NEOM Experience Centre, where she has worked since July 2019. She successfully hosted many VIP visits with positive feedback. She worked closely with the client and International agencies and suppliers to successfully complete installation, final commissioning, and open the facility; and developed and agreed processes and procedures with third parties for scheduling visits, facility maintenance and technical maintenance. Sahar maintained the flow of service, planned visits, managed vendors and documented manuals for future use and adaptation. She organised and coordinated the successful Mobility Summit at the NEC, working closely with RAA, the international events management company. Previously she was the operations manager at Fakieh planetarium.

Sahar is a confident communicator, comfortable dealing with clients and suppliers at all levels. A motivational leader who creates positive working environments where groups and individuals can excel to achieve clearly defined goals. She is highly adaptive, thriving on change and problem solving. She demonstrates a high level of social intelligence and charisma, and practices sustainable development and self-government. She has a BSc Communications,

Electronics and Computer Engineering, and an MSc Electronics and Communication Engineering (5G Telecommunication) with skills of Audio-visual, fluent in spoken and written English and Arabic.

Talents



TALENTS BIOS

Nassir Al-Mangour

Technology and Maintenance
Head

- ▶ Nassir AL-Mangour is the head of Maintenance and Operation for six Years at Mishkat interactive center in Riyadh, Where he is responsible for daily operation of all of the Exhibits and the auditorium. Working closely with the Maintenance team he works on resolving (on the spot) issues and failures to the Exhibits to maintain a constant level of smooth operation. Interested in all manner of technology and gadgets so upgradability is always on his mind.
- ▶ Nassir AL-Mangour is up-to-date on all the latest technologies and equipment in the field of science exhibits and events, Reviewing Exhibit technical manuals & researching new and exciting ways to Wow visitors to the site.
- ▶ Nassir AL-Mangour has a letter of thanks from the mister of petroleum for his work in Saudi 2050 and toured with the same traveling exhibit to two Gulf countries and multiple cities inside the kingdom.
- ▶ Nassir AL-Mangour can help in Equipment/tools procurement , Exhibit Hardware/Software upgrades reduce cost by monitoring daily operation and sourcing local parts
- ▶ Nassir AL-Mangour Enjoys digital entertainment / Gadgets

TALENTS BIOS



**Mohammed Ahmed
Al Senwar**

Director of Maker Space and
FABLAB Projects

TalentS

is currently the Director of the Maker Spaces and FabLabs Department with National TalentS™ Company for Training and Education in the Kingdom of Saudi Arabia.

He has an extensive technical background in robotics and mechatronics, utilizing his knowledge in the development of multiple STEM based educational programs such as Arduino (Microcontroller), as well as the Fabrication Labs (FabLabs) located in Dhahran, Jubail and Hail.

In addition, he also worked on designing technical activities for many of the CSR Projects which were operated by National TalentS™. Mass acquired his B.S. degree in Engineering, majoring in Mechatronics the October 6 University, in Cairo, Egypt. Mass certified from FABLAB organization too.

Mass has managed several technical and educational programs effectively since 2011, including:

- ▶ the Robolympics Project 2012
- ▶ the Tinkering Studio Project 2014 ,2013 ,2012
- ▶ the FTC (First Tech Challenge Robotics Competition in 2012 and 2013)
- ▶ the FABLAB Jubail, FABLAB Dhahran, FABLAB Hail
- ▶ the Saudi Aramco employees Volunteerism Award (EVA)
- ▶ the STEMania project 2017 ,2016

- ▶ SABIC Summer Innovation Program (2016,2017,2018)
- ▶ Maher Project with Tetco (Building and operation 40 Labs @ Schools) 2019 ,2018
- ▶ Tetco 50 Digital Labs
- ▶ Maher 2019 Tetco 70 Labs
- ▶ Iuminarium (Architect of Air) 2019 at Tanween program with Saudi Aramco
- ▶ Riyadh Startup hub (Manager Director)
- ▶ Mass's maker extensive abilities have led him to participate in several Fabrication workshops, including:

- Laser Cutter
- 3DPrinter
- Electronics
- Robotics
- Vinyl Cutter
- Milling Machine and CNC Machine at the FabLab in Vestmannaeyjar, Iceland

He has also worked on setting up FabLab Reykjavik, FabLab Dhahran and FabLab Jubail where he also conducted advanced technical workshops.

TALENTS BIOS



Asma AlDabal

Head of Design and Multimedia
Department

Asma is an interior/exhibition designer leading TalentS Design Department; and is responsible for exhibition design for many clients. She is passionate about creating environments that are beautiful in every detail while serving as functional spaces. Specifically, Asma desires to showcase the richness of her nation so that Saudis and the rest of the world can gain a greater understanding of the breadth and depth of who they are. Exhibition design, is an important window into this work for her; working with different organizations to achieve this goal by leading the design team at TalentS to design and fit out permanent and temporary exhibitions and visitor centers across Saudi.

Asma graduated from College of Architecture & Planning, University of Dammam with a Bachelor's degree in Interior Architecture. Asma completed an MFA degree in Design with focus on Exhibition Design University of California, Davis. Her thesis focused on «Using Social Media in Exhibition Environments to Engage Young Visitors».

Asma worked for the Design & Identity development team for Saudi Aramco's iDiscover & iSpark programs, and for TalentS. She also worked as a Coordinator of Enrichment & Cultural Activities at the Saudi Aramco Gifted Students Aspire Program, and as a Teaching Assistant at University Of California Davis and the University of Dammam.

Asma joined the UC Davis team in the solar decathlon competition for the US Department of Energy. She was part of a team from different backgrounds and various fields. Putting together a plan and having the flexibility to explore various scenarios helped us resolve challenges and obstacles that might arise once projects are implemented in real contexts. This is teamwork: one of the most important qualities to have as an exhibition designer. Asma showed and presented her work at Manetti Shrem Museum of Art, and UC Davis Design Museum, Davis CA USA and at The Impact Hub, Oakland, CA USA.

As a Head of the Design and Multimedia Department, she is responsible for developing and managing all aspects of TalentS designs and creative outputs. Working with a team from different design fields to ensure design and creative deliverables are aligned to client expectations and meeting TalentS standards which are executed within budget and time expectations. She is also involved in working with other departments for pitching designs, and understanding client needs. Asma is Influencing design thinking and providing quality control over design outputs and productions. She's responsible for developing visual designs and implementing new processes and practices to improve efficiency of the Design and Creative Department.

TALENTS BIOS



Rupert Tappin

Country Manager for Talents
UAE

Rupert has been the Country Manager for Talents UAE since 2018. He works across a number of projects in a Project Director capacity.

He started his career at the Science Museum, London as an Explainer in the Museum's interactive galleries, delivering shows and workshops to broad audiences. He completed a degree in chemistry and French and soon moved to project managing the delivery of contemporary science exhibitions and coordinated international tours. As the interest in hands-on science centres grew, Rupert moved to the team that developed @Bristol, a new science centre being designed for Bristol in the UK, including many of its interactive exhibits and experiences.

With this background in project management, communication and influencing, Rupert entered the charity sector. He founded his own companies which helped raise money for charities from the general public, establishing regional offices throughout the UK and managing a workforce of almost 200 staff. The analytical side of his work helped charities better understand their donors and motivations for giving, delivering insight and innovative solutions in fundraising.

In 2017 Rupert rekindled his interest in education and learning and joined Talents UAE where he has been working to build the client-base and reputation of the company in the creation of inspiring visitor

experiences. He works across a number of projects in a project direction capacity, including the mediation services for both the Louvre Abu Dhabi and Qasr Al Watan, The Presidential Palace in Abu Dhabi. In Dubai, Rupert has been instrumental in securing key contracts with Expo 2020, including the operation of the UK Pavilion, the UAE Pavilion & educational programming for the Sustainability Pavilion. Rupert is now focussing on broadening the reach of Talents UAE, by focussing on applying our visitor experience expertise across not only the cultural, heritage, scientific sectors but also the corporate sector, including clients such as BASF.



TALENTS BIOS



Josephine Mees

Project Manager

Josephine is a UAE resident with a background in Art History, PR & Marketing and Project Management. She joined Talents UAE in 2017 as an Art & Engagement Mediator at Louvre Abu Dhabi, facilitating tours and workshops for various audience groups such as adults, families, schools and VIPs. After gaining valuable hands-on experience in this visitor facing role, Josephine joined Talents UAE management team as Project Manager.

Over the past two years she has led a range of small to large-scale projects such as Management of the Mediation Team at Louvre Abu Dhabi, the recruitment, training and management of the bilingual guiding team at Qasr Al Watan (Presidential Palace, Abu Dhabi), customer service training for the Traineeship Programme for National Pavilion UAE (Venice Biannual) and the coordination and delivery of the BASF Hothouse Challenge – a series of workshop for schools visiting the 2018 Solar Decathlon Middle East.

Currently, she is working on Expo 2020 projects such as UK Pavilion: HR Staffing – Recruitment, training and management of front of house staff and UAE Pavilion- Stage 1: Front of House Operations.

TALENTS BIOS



Ashjan A. Shakir

Project Manager

Ashjan is a Project Manager with National TalentS™ for training and education in the Kingdom of Saudi Arabia.

She joined the team in 2014 bringing a rich experience in project management and strong leadership skills, throughout the years she played different roles in multiple projects starting from being an operation manager for iSpark project for Saudi Aramco to being a Project Manager for more complex projects like Energy Exhibit. This includes planning science workshops content, managing resources with a very dynamic schedule based on the client demand and quality of the project output, her work is appreciated by Saudi Aramco who depends a lot on her experience and leadership.

She has a first honor master degree in the Instructional Design and Technologies (IDT) from Emporia State University, KS. She also received multiple training in the required fields like PMP exam preparation course, Primary and secondary care CPR/ First Aid, she also attended Six Sigma Green Belt Certificate.

Since 2014, Ashjan played different roles in the company handling multiple complex projects like:

- ▶ iSpark Project 2014
- ▶ Mobile Science Center 2014
- ▶ Gifted Program 2015

- ▶ Energy Exhibit 2017 -2016
- ▶ STEMania 2019 -2018
- ▶ Ithra Summer Camp 2019
- ▶ Tanween program 2019 with Saudi Aramco (Kaleidoscope)
- ▶ Tanween program 2019 with Saudi Aramco (Ada room)
- ▶ Area9 Project 2019



TALENTS BIOS

Hana Alrabghi

Head of Creative Learning
Division

Hana has a bachelor of Botany and Microbiology from Dammam University. She has 11 years of experience in academic, institutional environments and higher education, and over 7 years of experience with National Talents Company in learning & training and content management. Hana has extensive experience in learning and development and mapping & designing the learning journey. Her various leadership journeys has allowed her to develop a proven understanding of teaching, program/curriculum design, operational effectiveness, capacity building, and management.

Her expertise includes successfully identifying training and learning needs, creating training and educational programs, implementing hands-on and e-learning strategies, and building competencies of learners, facilitators, and trainers. Throughout her career, She has demonstrated a keen ability to anticipate and evaluate learning and development needs and roll out curricula and courses to achieve corresponding objectives. Hana is passionate about travelling & learning, immersive and multisensory experiences and takes pride in employing creative solutions and facilitating strategies to engage learners and also team members fully in the learning process and experience and support their personal, professional, and academic development.

Hana joined National Talents Company in 2013 and currently is the manager of the creative learning division. Her role includes:

► **Designing and Implementing**

- Learning experiences for educational programs,

summer camps, & events, in addition to mapping the visitor journey in museums and visitor centers & museum exhibits conceptual designs.

- Training programs to train staff on delivering the learning experiences and on improving and mastering essential training skills and communication.
- Evaluation plans and assessment tools involving a variety of methods.

► **Managing**

- The department's employee training and professional development.
- Educational meetings and events to achieve the objective of creating meaningful learning experiences for different groups of learners

► **Meeting and Overseeing**

- Training sites to oversee the use of training and to ensure meeting the trainers' as well as the end-users' needs.
- Sustaining the quality of the provided services
- Clients and stakeholders during the phases of initiating the program, reporting progress, and closing projects and lessons learned sessions.

► **Researching**

- New training & professional development methods and best international practices in designing and delivering meaningful learning experiences
- New learning technologies and up- to- date potential educational methods and equipment

TALENTS BIOS



**Mohammad
Ruhaiyem**
Project Manager

Mohammad has valuable knowledge in planning and developing immersive experiences and programs that are related to education, entertainment, arts, science, and culture. He has a deep understanding of the local market and audience. He has a strong ability to curate content through a design thinking approach. Basically, he sees challenges as opportunities. And his attitude toward work is to get the job done with the highest standards, and professionalism.

► Experience

- Edutainment Advisor Freelancer | VRO - Ministry of Health (2020- 2019)
- Lead of Health Edutainment Intervention
- Business & Project manager | National TalentS Co. (-2018Present)
- PM - Experience Center - PIF giga project (NDA)
- PM - Asir Temporary Exhibits (SCTH)
- Co-Founder | Blue Creative Studio (2019- 2016)
- Recruit Talents Based on Projects
- Communicational and Strategic Planning
- Senior Project Manager | Mishkat Interactive Center (2018- 2011)

► Partnership Experience

- Educational film exchange with Energoland Center at Mochovce, Slovakia 2018
- Setup a Program for Saudi youth with Center of Alternative Technology, Machynlleth, United Kingdom 2017 -2016

- Educational film license with National Geographies Films, United States. 2016-2015

► Education

- Design Thinking, Droob online platform Jun 2020
- Tele-Work: Setup, Communication and Problem-Solving Sep 2018
- Apply “STEM” in Classrooms, ECSME, KSU Riyadh, KSA Dec 2017
- The Executive Team, Johns Hopkins, Riyadh, KSA Apr 2012
- Master of Science “Developmental Cell Biology”, University of Sussex, UK Sept 2010
- Bachelor of Science “Microbiology & Plant”, King Saud University, Saudi Arabia Oct 2008



MET BIOS



Darren Bell

Creative Director, MET Live

Darren graduated from Coventry University with an honours degree in Graphic Design. He has since moved into 3d design and has spent the past 20 years building up an international portfolio of award-winning projects.

Darren spent many years at GPJ before joining MET in 2017 to head up MET Live as Creative Director. Whilst at MET, Darren has worked on a number of creative designs for large-scale events including IFA, CES and ECR.

His approach to design draws on his experience in the on-trade, experiential, events and exhibitions markets, combining his knowledge of these sectors to create original, beautiful and highly functional solutions.

Darren prides himself on building long-lasting and collaborative relationships with his clients and believes in delivering the highest quality, every time.

This is reflected in his work - most notably his design for Philips at IFA 2019, which was met with critical acclaim at the Eventex Awards, winning gold for Philips in 3 categories: 'Best Exhibition Experience', 'Best Brand Consumer Durables' and 'Best Brand Experience FMCG'. His design for Philips at ECR 2019 was just as well received, winning gold for 'Best Brand Experience Health Care'.

Qualifications: BA (Hons) Graphic Design





MET BIOS



Leon Duffy

Design Project Lead, Snr 3d Designer

Leon has worked for 15 years in architectural and spatial design including +5 years specialising in live events, retail and immersive experiences for a multitude of global brands including Adidas, Audi, Aramco, Virgin, Ferrari, Oakley and Cisco.

Starting out as an Architectural Assistant working on grade listed building renovations, Leon then focused on brand-oriented design. Working 7 years freelance for agencies such as BBH and Mother then positioned at communications agency Four23, in which he was Design Lead on +30 Brand experiences. Including converting the old Granada TV studios into a block party for Kendrick Lamar and curating a 2 weeklong series of live events for Adidas at Victoria House London.

Recent work includes Creative Lead at GPJ working on Cisco Live, a massive annual keynote conference in Barcelona and Design Director at Fitch, idealising Petrol Station concepts for Aramco at over 20 sites across Saudi Arabia and the UAE.

Having recently joined the creative team at MET Studio, Leon has worked on a new technologically advanced visitor center for the Saudi government telecoms regulator and immersive brand engagement on a global event series for Philips.

Qualifications: BA Architecture, MA Architecture





MET BIOS



Darren Lewis

Head of 2D Design and Graphics



Darren is a creative designer with 12 years experience working in the arts, live events and entertainment sectors.

His expertise covers graphic and visual identity and consumer focused brand experiences across look and experiential design, wayfinding signage and brand identities. He has worked with a diverse range of clients, including creating brand identities for Government charity trusts, developing look and venue branding for London 2012 and Invictus Games, to working with major entertainment groups such as Tate, EMI, Universal, National Trust and Arcadia Group.

Darren’s previous work has included creating a new ‘brand world’ for International Inspiration, the global sporting legacy programme of the London 2012 Olympic and Paralympic Games; continuing its promise of enriching the lives of over 12 million children in 20 countries through high quality and inclusive physical education (PE), sport and play.

His ability to identify opportunities where a coherent identity and message has the potential to raise the profile of events and brands was used to elevate the profile of London 2012’s One Year To Go campaign, where he brought several disparate event identities together under one, delivering a seamless and unforgettable event from the opening of Zaha Hadid’s award-winning Aquatics Centre to a medal-unveiling ceremony in the capital’s Trafalgar Square.

Darren brings his expertise in graphic identity to MET Studio, leading the 2D look and feel for international projects in conservation and biodiversity in London, the Middle East and South America, including Ras Al-Khor Wetland Centre in Dubai, Museo de Ciencias Ambientales in Mexico and Special Forces: In the Shadows exhibition at the National Army Museum, London.

Qualifications: BA (Hons) Graphic Design



MET BIOS



Rob Johnson

Snr 3d Designer

Rob Johnson is an innovative designer with an MA in Social Design from Design Academy Eindhoven. Rob has worked for product and lighting design studios across London & Italy, and his varied portfolio includes work for Mobile World Congress, Milan Design Week and House of Peroni.

Most recently, Rob was selected as one of the Designers in Residence for The Design Museum.

For this prestigious accolade, Rob created 'Fatconomy' - a design system for rethinking the value of fat waste produced in commercial kitchens across London. His impressive installation was guided by a human-centred design methodology, encouraging people to work together to create an alternative, sustainable future.

Rob joined MET as a senior designer in 2019 and has since worked on a string of award-winning projects, including IFA 2019. Leading the design for Philips dealer hall, Rob created a series of intimate meeting spaces, product showcases and press lounges. The execution was celebrated at the recent Eventex awards, with Philips winning gold in 3 categories: 'Best Exhibition Experience', 'Best Brand Consumer Durables' and Best Brand Experience FMCG'.

Qualifications: MA (Hons) Social Design





MET BIOS



Ellie Nash

Project Manager

Ellie is an enthusiastic and experienced account and project manager. She has experience working with global brands, including Merlin Entertainments as well as smaller outfits such as Yorkshire Wildlife Park. She is self-motivated and able to see a project through from conception to completion, and enjoys working closely with clients and designers to ensure everything runs smoothly.

Ellie started out at Microchip LTD, working within the marketing department and servicing the whole of Europe. Her role included project managing campaigns and ensuring all deliverables were produced on schedule, undertaking market research and supporting the organisation of large scale events.

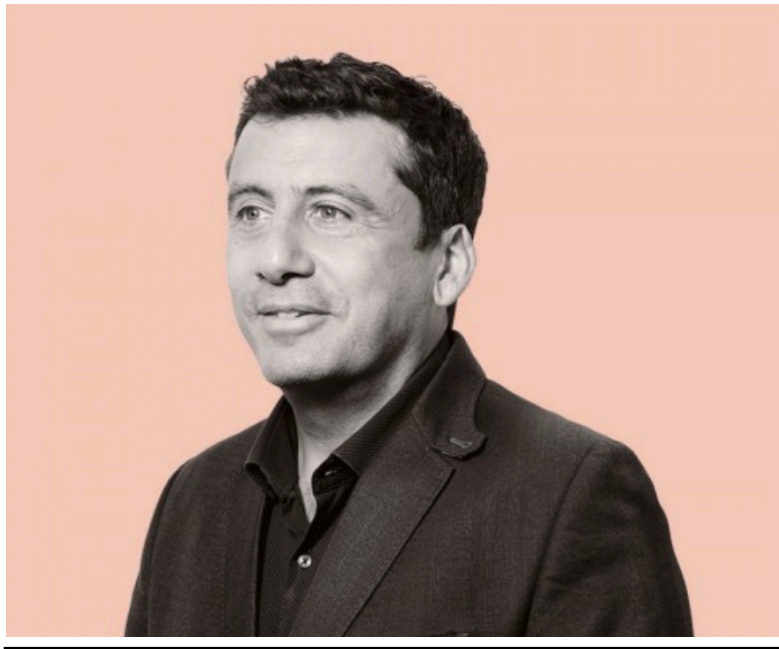
She then joined LMC in 2015, working with a number of brands across a range of disciplines, including print, digital and TV. Initially working with David Lloyd Clubs, she was then been promoted to manage the account, as well as others including Picsolve and Willows Activity Farm. From arranging and attending meetings, to liaising with suppliers and ensuring high quality work was delivered on time and to budget, she gained a clear understanding of how the industry works and how important it is to marry the ideas of clients and designers.

Ellie joined the MET team as a Project and Account Manager, working closely with the design team to deliver a broad variety of experiential projects in the Middle East and Europe.

Qualifications: BA (Hons) English



BARKER LANGHAM BIOS



Eric Langham

Founder



Since founding Barker Langham, Eric and Darren Barker have guided the company's evolution into one of the world's leading cultural practices. Eric has an impressive global track record in interpretation and curation, having led the development of some of the world's most iconic recent cultural projects. Today he directs Barker Langham's creative, visitor experience and curatorial services.

Eric is recognised around the world as a planner of new museums and cultural projects and has lectured and published extensively on curation, interpretation and museum masterplanning. Most recently he authored the lead chapter in 'The Alchemy of Cultural Planning', a new publication from the International Council of Museums, due for publication in 2020.

Eric has led on many interpretation and visitor experience projects in the Kingdom of Saudi Arabia. These projects include Faisal: A Life at the Heart of the 20th Century; Sharjah: Gateway to the Trucial States; the historical houses of Shindagha in Dubai; EXPO 2020 Mobility, UAE and KSA Pavilions; Wilfred Thesiger and the Freedom of the Desert at Jahili Fort, as well as Qasr al Hosn, Qasr Al Muwaiji and The Founder's Memorial in the UAE. Eric is currently leading the development of the experience for Ilmi.

Eric is an expert advisor and mentor to the UK National Lottery Heritage Fund and the National Heritage Memorial Fund. He is also a Fellow of the

Museums Association and an Associate Fellow at the Institute of Arab and Islamic Studies, University of Exeter. A former Commissioning Editor of the Journal of the Association of Heritage Interpretation, Eric is currently on the Advisory Board for National Gallery X, a pioneering initiative at the National Gallery in London.

► **Qualifications**

- MA Archaeological Practice, University of Birmingham
- BA Archaeology and Classics, University of Nottingham

BARKER LANGHAM BIOS



Emily Hall

Director

Emily directs Baker Langham's curatorial, interpretive and strategic projects across our international portfolio, delivering projects in Europe, North America and the Middle East. Emily's design background combined with her appreciation of the unique cultural context of each project inform her creative approach to interpretation and content development.

Emily is based between the UAE and Berlin and heads-up BL Berlin, Barker Langham's German GmbH. In Europe she leads on our scripting work for the House of European History (AVs and catalogues) and contributes to Freiburg University's Museon 'Interpretive Planning' course led by Eric Langham, Founder at Barker Langham.

In Saudi Arabia Emily is now leading our narrative and content work across a range of projects – including a new flagship science experience and a number of cultural visioning and strategy projects.

In the UAE, she was recently the Lead Curator working on both The Founder's Memorial project and Qasr Al Hosn in Abu Dhabi – and is currently also leading our interpretive work with the Sheikh Zayed Grand Mosque Centre. Emily directed Barker Langham's curatorial scope on the new Oman Across Ages Museum project in Nizwa in Oman.

A former lecturer in Design Theory at London Metropolitan University, Emily holds a Masters in the

History of Design from the Royal College of Art (RCA) and the Victoria & Albert Museum in London.

► **Qualifications**

- MA History of Design, The Royal College of Art (RCA) and the Victoria & Albert Museum, London
- BA (Hons) Product Design, University of the Arts London
- Certified Association of Project Management practitioner





BARKER LANGHAM BIOS



**Maria Garcia -
Abadillo**

Consultant

Maria is a highly qualified professional specialized in the research and design of digital content for cultural projects. At Barker Langham, she is responsible for digital and audio-visual projects.

Maria has most recently been working on an audio-visual exhibition for the Bridge Chapel in Rochester, UK, and a digital wall for the South Hampstead Synagogue in London. In the Middle East, she has worked on the mobile strategy for Qasr al Hosn in Abu Dhabi, the new gallery at the National Museum of Qatar – entirely based on digital and audio-visual elements, and she has done image and footage research for the Oman Across Ages Museum and the Al Shindagha Museum in Dubai. Currently, she is working on several projects in Saudi Arabia. In East Asia, she has been working on the interpretation and content development of a major cultural attraction in Japan, and she has developed digital content and interactives for the Hong Kong Science Museum.

► **Qualifications**

- MA in Digital Humanities from King's College London, BA degree in Art History at Universidad Complutense de Madrid, a postgraduate degree in Digital Strategies for Cultural Organisations from Universitat Oberta de Catalunya





BARKER LANGHAM BIOS

Evie Butcher

Consultant

Evie has worked with Barker Langham on a diverse range of exciting projects, using her background as a researcher and creative writer to develop engaging concepts and unique experiences.

Her most recent work with Barker Langham includes the coordination of workshops for the BFI/Ithra film festival, and the narrative development for the NEOM brand experience in Saudi Arabia. She is also currently working on the research and narrative development for a new science centre in the region.

Before working with Barker Langham her background was in film and events, working as a 2nd Assistant Director on a product film for Jaguar Land Rover, and scripting internal films for Rolls-Royce Motor Cars and Ford of Britain. She subsequently moved into the events world, working on concept development and scriptwriting for the UAE Pavilion at Expo 2015 Milano as well as working on Dubai's Expo 2020 bid. She was also recently involved in research and copywriting for the OAAM Museum in Oman.

► Qualifications

- BA Classics, University of Cambridge





BARKER LANGHAM BIOS



Rizwan Ahmad

Senior Researcher

Rizwan is an experienced curator and researcher, with an extensive background in archaeology and heritage of the Middle East. He has worked across the region for over a decade, both on excavations and museum projects in the UAE, Saudi Arabia, Jordan, Egypt, Sudan, Palestine, and Oman, as well as Europe and the UK.

Rizwan presently leads the Barker Langham research team on a major forthcoming permanent exhibition, multimedia experience and temporary exhibition at the Sheikh Zayed Grand Mosque Centre. He co-led our work on AlUla Old Town and Summer Farms whilst consulting on numerous other projects in Saudi Arabia within the AlUla and NEOM regions. Other recent projects include Oman Across Ages Museum; a national museum in the GCC, and Al Shindagha Museum in Dubai. Rizwan previously worked as an Archaeology Curator at the British Museum on the Zayed National Museum Project, developing galleries on the ancient history and landscapes of the UAE. Prior to that, he supervised archaeological projects for the University of Copenhagen, Humboldt University Berlin and the University of Reading.

► **Qualifications**

- MA, Near Eastern Archaeology, Leiden University
- BA, Archeology, University of Reading





BARKER LANGHAM BIOS

Gemma Barlow

Senior Consultant

Gemma has 10 years of project management experience in the arts, cultural and museum sector, delivering large-scale exhibition, training and cultural consultancy projects in the Middle East and South Asia. Gemma works as a Senior Consultant at Barker Langham's Dubai office responsible for strategic design and delivery management for our projects in the Middle East. Gemma was Barker Langham's Project Manager for the team delivering the NEOM Experience Center in 2019 and she managed the content development for a touring exhibition on King Faisal which opened in London in December 2019.

Prior to joining Barker Langham, Gemma was Head of Programmes and Partnerships at the British Council in the UAE where she was responsible for the design and oversight of cultural and educational programmes for the UAE and as part of the senior leadership team, supported cross-disciplinary work for a diverse and geographically-spread team of over 130 staff. Gemma has also worked as a freelance cultural consultant across the UAE, including advisory services for a creative and design festival, project design for cultural heritage protection works in Arab countries where heritage is at risk from conflict and the development of ground-breaking cultural initiatives in Abu Dhabi.

Before moving to the UAE in 2016, Gemma led consultancy and exhibition projects for the British Museum including the delivery of a +200 object

exhibition Treasures of the World's Cultures at the National Museum of Singapore where she coordinated teams from across the British Museum's collections, digital and exhibitions departments. Gemma also led the team at the British Museum in the provision of advisory services to the King Abdulaziz Centre for World Culture in Saudi Arabia covering audience evaluation, content development, display and loan guidelines and approaches to object and artwork interpretation. Gemma initiated the Iraq Scheme for the British Museum, establishing all project processes and policy for a high-risk, -5year, 2£million project to support the development of skills for Iraqi Archaeologists and the preservation of sites in conflict areas.

► Qualifications

- BA First Class Honours, Ancient History, the University of Auckland, New Zealand
- PRINCE2 practitioner





BARKER LANGHAM BIOS

Dr. Lesley Gray

Senior Consultant

Dr Lesley Gray has experience in museum education, community engagement, audience research and exhibition research. Based in the UAE, her research looks at Contemporary Art and Museums in the Arabian Gulf. With Barker Langham, Lesley was part of the curatorial team for The Founder's Memorial and Al Shindagha Museum.

Lesley curated and researched the 'Expressions House' for Al Shindagha Museum in Dubai, which explores the way people in Dubai express themselves, covering traditional stories, dances and performances, games, and music, in addition to art. Lesley is presently part of the team delivering audience research and understanding for a major new science centre in Saudi Arabia and a new museum project in China.

She previously worked on the Oman Across Ages Museum in Nizwa as part of the curation team. For this project she identified and researched contemporary Omani artists, contributed research and curatorial expertise to the gallery about artistic expressions in Oman and developed a network of contacts in the Omani art scene.

► Qualifications

- PhD Museum Studies and Art History, University College London (UCL)

- MA Anthropology (Museum Studies Concentration) , George Washington University
- BA Anthropology (Major), Art History and Islamic Art (Minor), George Mason University





BARKER LANGHAM BIOS



Ghaida Sawalha

Senior Consultant



Ghaida is a highly qualified museum professional with 12 years of experience working on cultural development projects in the Gulf. At Barker Langham, she is responsible for project management, research, interpretation and client liaison.

Ghaida has recently worked on content research and development for a highly interactive and cutting-edge visitor experience centre in Saudi Arabia. She delivered research and experience development for the AlUla Old Town and Summer Farms project and was project and content manager for a touring exhibition project on King Faisal Al Saud. She has also led on content development for a new national museum in the region, including research, consulting with SMEs and script development. She has also contributed to the content, research development, and detailed audience research and trend analysis for a project for the Misk Foundation in Saudi Arabia.

For five years, Ghaida worked as an interpreter and experience developer at the Jordan Museum. There, she conducted research for Living History, an exhibition giving insight into the urban, rural and Bedouin modes of life, presented by the Traditional Life Gallery of the Jordan Museum.

Currently, Ghaida is leading our work on Jabal Alith Island masterplan development project, where she is the lead researcher for strategy, audience, and experience.

- **Qualifications**
 - PhD candidate Museum Studies, University College London (UCL)
 - MA Museum and Gallery Practice, University College London (UCL)
 - BA Cultural Resources Management and Museology, Hashemite University



BARKER LANGHAM BIOS



Paul Tourle

Senior Consultant

Paul is a Senior Consultant at Barker Langham, and a PhD candidate in Heritage Studies at UCL, where his research centres on themes of learning and participation in museums.

Paul's projects with Barker Langham have drawn on his skills as an interpretative planner. In his current work developing content and visitor experiences for a major new science centre in the Middle East, he is working both independently and in partnership with a range of leading academic scientists to develop stories that will inspire young people to explore and shape their world. At the House of European History in Brussels, he worked with staff at the European Parliament to uncover and create content for the temporary exhibition, 'Restless Youth!'. From his past work at the Royal Institution, London's Science Museum and the Natural History Museum of Utah, he brings a keen understanding of the challenges and rewards scientific narratives can present to lay audiences.

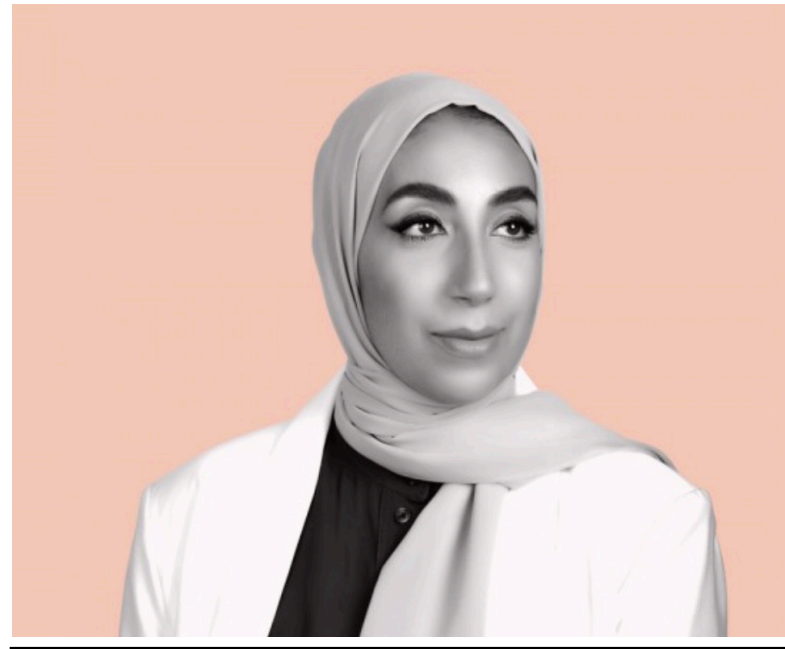
► **Qualifications**

- MA Cultural Heritage Studies (Distinction), UCL Institute of Archaeology
- BA (Hons) Combined Arts: German & English Literature, Durham University





BARKER LANGHAM BIOS



Fatma Abdel Aziz

Senior Consultant

Fatma is an experienced museum professional with a diverse range of skills. Her background as a bilingual marketing consultant and graphic designer has enhanced her skill set with a wide scope of proficiencies. Her experience stems from creating an interdisciplinary space, where the actual needs of a community are understood and respected. She has extensive experience of working in the region and is based in Dubai.

Fatma contributes her expertise to a number of projects, including project management, research and content development for the Sheikh Zayed Grand Mosque Centre, and master planning new projects in Saudi Arabia.

She has also worked on content development for a new national museum in the region, including conducting research for scriptwriting, digital media content development, SME consultation as well as providing on-site support for the client with various contractors during production.

► **Qualifications**

- MA in Archeology of the Arab and Islamic World, University College London (UCL)
- BFA in Graphic Design, VCUArts





BARKER LANGHAM BIOS

Shahd Bani-Odeh

Scriptwriter & Researcher

Shahd uses her strong research and writing skills as a researcher and exhibition scriptwriter at Barker Langham. Shahd is experienced in research and content development, having worked in media, radio programming, journalism, and scriptwriting for organisations including Al-Arab News Channel and GSM Projects.

Shahd has led the scriptwriting and Barker Langham's Arabic scripting team for Al Shindagha Museum, and contributed to content development and research for Al Shindagha Museum, Sheikh Zayed Grand Mosque Centre, a new Arabic Language Centre in Saudi Arabia and Al Ula Old Town and Summer Farms.

Shahd has assisted in the Arabisation of cultural content through transcription in collaboration with other copywriters and editors and is also highly experienced in conducting research interviews and oral histories with individuals across the UAE and wider Middle East.

► Qualifications

- MS in New Media and Journalism, University of Jordan
- BA in Media, Radio and Television Broadcasting, Birzeit University





THE DEPARTMENT BIOS



Hamish jenkinson

Exec creative director

Founder. Exec CD NEOM Experience Centre, BMW NEXTGen, MSC Lighthouse installation, FIFA World Cup Russia & Paris, IWC Hologram theatre show, Lexus, Toyota, UEFA Final Opening Ceremonies.



Michael george

Production / ops director

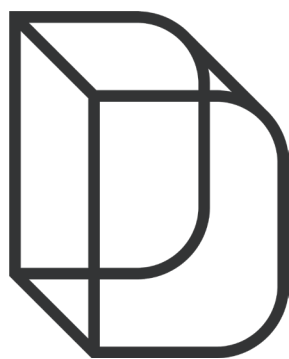
Joined The Department 2019. Previously Senior Technical Producer at PRG, working with household name artists and touring all over the world. Projects with The Department include MSC Lighthouse installation.



Tony peaker

Technical director

Over 30 years experience in the live event industry, Tony has expertise in all areas of technical production, technical design and Health and Safety. He has worked extensively in the Middle East delivering high profile, high quality events both as one off events and as permanent installations. BMW, Ford, Volvo, Porsche, Dubai Parks - Dreamworks, Etihad Airways, NEOM





THE DEPARTMENT BIOS



Emma scott

Producer

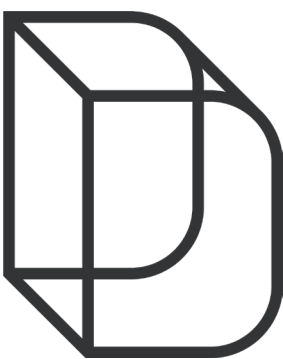
Team leader and head of Production. Show producer for BMW hologram show. Other projects include Facebook Christmas party for 3 consecutive years, BMW NEXTGen, FIFA World Cup Paris and NEOM Experience Centre.



Ciara glynn

Head of creative

Key holder of all creative input and output in the company. Pitch led. Projects include NEOM experience centre, IWC Hologram theatre show, Toyota, Lexus.





KUBIK BIOS



Erna Geerligs

Account Director

As a multi-national citizen Erna brings worldly exhibit and event industry insight to her accounts. Based in Bangkok, she brings multi-national corporation experience and is integrated with the EMEA kubik team having provided account services in both Europe and Asia. She has provided account direction for global accounts including, Philips, Shell, DSM and HP.

Erna will be responsible for directing and managing the preparations of the Enrichtment centre to ensure a success outcome. She will be your primary point of contact acting as your eyes and ears with the project team.





KUBIK BIOS



Paul Blasutti

Senior Project Director

Since 2002, Paul has lent his vast expertise to kubik's international event & exhibit projects. With two degrees in Architecture and Design, he brings an immense collection of knowledge and experience to our global clients and multi-million dollar projects.

Never in one location for too long, Paul tours the world managing all aspects of kubik's work with the Volvo Ocean Race, America's Cup Finals, Puma's activations around the Summer Olympic Games, Bombardier's hospitality suites across the Air Show Circuit, and oversees kubik's retail installation projects in North America and Europe. His expertise includes project estimating and financial control, design detailing, logistics and portfolio management.





KUBIK BIOS



Joost van Willigen
Lead Installer & Site Supervisor

Joost brings over 15 years of trade show supervisory experience. Joost has worked with multi-national clients such as DSM, Teva Pharma, Shell, Scholastic, L’Oreal, E-on, and Bombardier and was fundamental for the Volvo Ocean Race building and shipping pavilions for Puma around the world. Joost has hands on experience from all aspects of the job from carpentry, electrical, plumbing, finishing, to logistics and site management.

With extensive international experience, a hands-on approach to problem solving and established experience, he will be able to successfully manage the onsite crew while providing a point of contact to the project team.

Joost will supervise kubik’s installation crew and be a liaison to the project management team.





THANK YOU

G20 IMC

