



# G20 IMC and Broadcasting Center

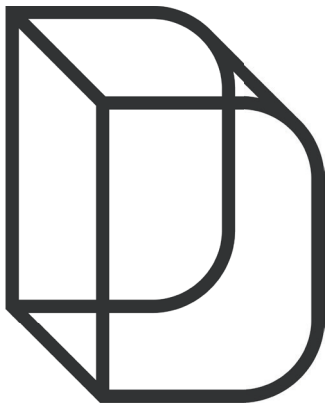
A Proposal by:  
TalentS, Imam Abdulrahman University  
MET, BL, The Department, 3Sixty Consult, Case in Point







CONTRIBUTORS



3SixtyConsult



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

الحجرات: 13

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		iThra	
		Louvre Abu Dhabi	
		Qasr El Watan	
		مدينة المقر الرئيسي	
		الخبر	
		مبنى العليا، شارع مكة المكرمة، العقربية، الخبر، المملكة العربية السعودية	
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الموقع الإلكتروني : TalentS.edu.sa		( اسم المناسبة ٣: الجناح السعودي في أكسبو أستانا - كازخستان ٢٠١٧ ) تعاقد مباشر	



# EXECUTIVE SUMMARY



## 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 a smooth and comfortable experience for the media center the broadcasting areas:

**Imam Abdulrahman University** (Design Department): with several patents and awards, IAU design department will be responsible for the overall design of the office areas and general service areas of the media centre.

**Luxury KSA** is our local partner who will be responsible for the execution of the designs.

**3Sixty Consult** is our international partner who specializes in the design and execution of Studios and broadcasting centres. They will be responsible for that.

**Flou** is a young Saudi company who won the first place Corona Virus Hackathon, they will be responsible for creating an application that helps social distancing to be applied within the space.

**Mohammad AlHawas**, the creator of the G20 logo is going to lead the identity applications team around the space.

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:

- ▶ A visual tour of the media centre.
- ▶ An initial overview of art and enrichment pieces that can be implemented within the space.
- ▶ 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

### 3Sixty Consult

Broadcast facilities, Teleports, TV studios, and data centre's, share many common parts due to their technical requirements. These dedicated, mission critical, facilities require a specialist technical construction knowledge, a knowledge that 3Sixty has.

We know how important reputations are to our clients businesses and that "Black on Air" for a broadcaster is just not a option. These highly technical facilities produce digital content and broadcast enormous amounts of data worldwide. This data is needed instantaneously, and all must be housed within a resilient and stable environment.

A data centre may be a computer centre; a data storage and hosting facility; a server farm; an internet service provider (ISP); application or full service provider (ASP / FSP), TV broadcasting facility, wireless application service provider, telecommunication carrier or any other data network.

Delivering projects containing TV studios or data centres, requires the project managers to have a thorough understanding of the mission critical nature of the building and the business it supports. Some of the elements of what comprises "mission critical" can be summarised as follows:

- The resilience required and standards or "Tier" that will be required to be achieved as this relates to the live broadcast, play out or production space
- The unique technical nature of the facilities
- The specialist operational needs of the building, constraints and requirements of their customers and tenants

3SixtyConsult have extensive experience of broadcast facilities and data centres, whether it be a 24hr news channel, HD pre / post production facility, data centre for a large office / bank or a web hosting facility. Key experiences that we have developed are our total understanding of

broadcast technology requirements and the intricate needs of the System Integrators (SI) such as; the facilities internal climate control, acoustic sensitivities, mechanical and electrical system diversity and redundancy, networking structure, routing and storage, and security (both software and physical).

**A Dynamic and Innovative Approach** - a firm foundation of practical knowledge and consultants with experience, has created a determination from everyone in 3SixtyConsult Project Management, that "anything is possible."

The service that 3SixtyConsult provides our clients in this sector is designed to offer the support and guidance that is critical to ensuring success of the project. Our Project Managers provide the key expertise to manage successful delivery from conception, through design to operation.

Our success is based on a full appreciation of our Client's objectives, a combined practical and technical knowledge, and a commitment and determination to achieve every task associated with the delivery of a project, regardless of size or complexity, whilst always considering project life cycle costs, environmental impact, maintenance needs, and possible future provisions.

**Sector Evolution** - During the course of our collective broadcast facility and data centre experience, there have been a great number of changes in technology from SD to HD and 3G to LTE as well as vast improvements in connectivity. The physical broadcast and data hosting equipment has changed creating huge energy needs and cooling requirements as well as the uses and expectations from the technology itself. To ensure a projects success despite these ever evolving facets, the project team must maintain an extensive level of current, sector specific knowledge. Moreover, the team must also be able to identify the impact that the evolving systems have on the infrastructure, and to ensure that the additional power and cooling requirements are considered in the provision allowances.





# 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)	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.
Location	
Abu Dhabi, UAE	
Reference Name, Email, Phone number	
Abdullah AlRashed Email: abdullah.alrashid@aramco.com	







# CASE STUDIES: TALENTS



Project & client name	Brief
Louvre Abu Dhabi	<p>Providing cultural interpretation services for the Louvre Abu Dhabi. 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.</p> <p>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.</p>
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	
Confidencial	



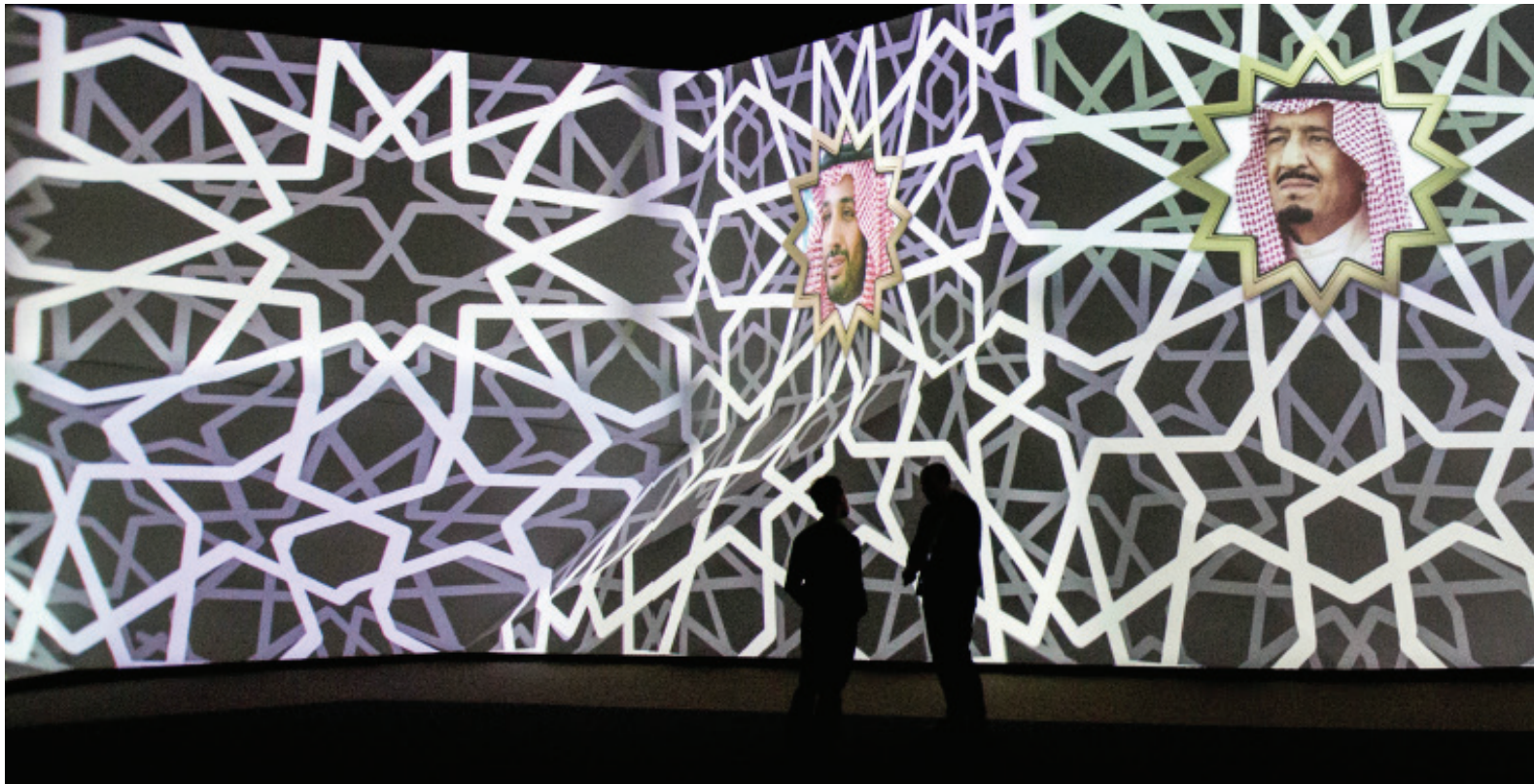




# CASE STUDIES: TALENTS



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: IMAM ABDULRAHMAN UNIVERSITY**

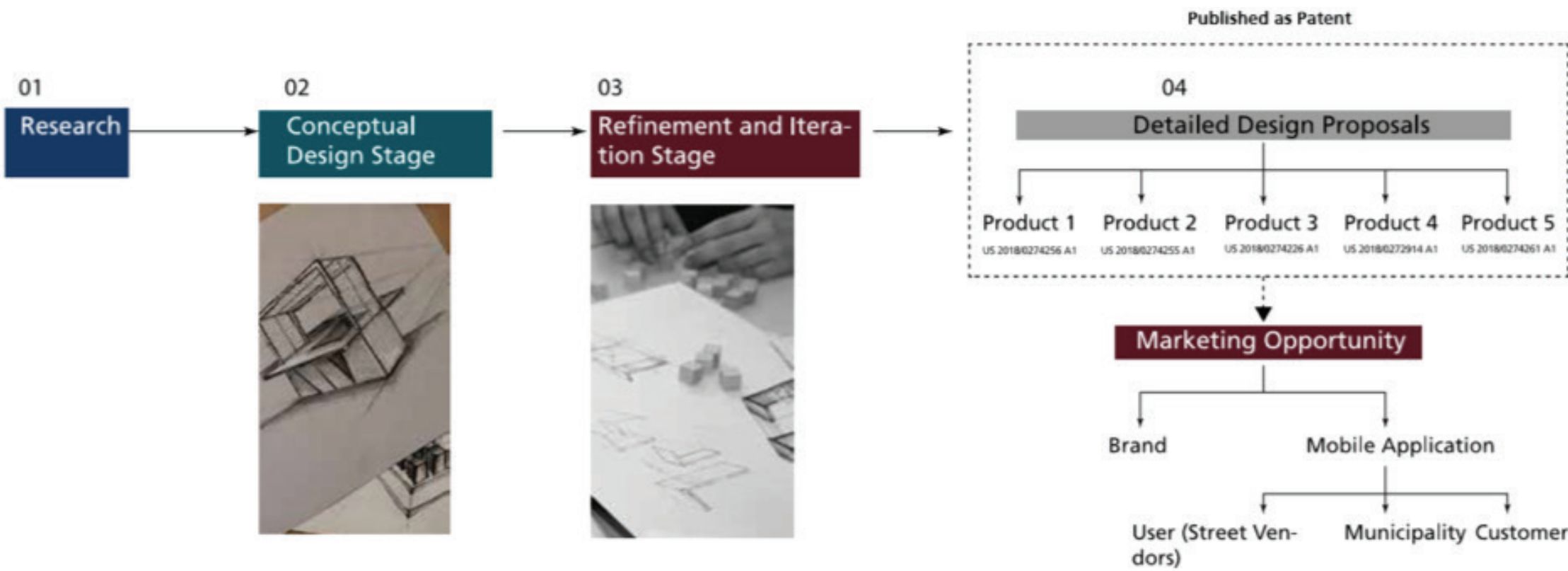
This team has a very strong academic back ground, yet they have vast field work experience as they were part of the team who is responsible of IAU university branding, event design, graphic design, interior design and architecture design since 2014. They were in charge of design and execution as well. The scale of the work they were in charge of varied from booth design to major events design. Many of the projects they did were awarded as well as having 5 US patents for designing and developing display units.







# CASE STUDIES: IMAM ABDULRAHMAN UNIVERSITY

Project name	Brief
Novel Easily Folded Retail display unite and Carts, Empower Street Vendors Micro Franchising	<p>This project obtained 5 US Patents: US 0274261 / 2018 A1, US 0274255 / 2018 A1, US 0274256 / 2018 A1, US 0272914 / 2018 A1, and US 0274226 / 2018 A1</p> <p>This project is a true investment towards a successful achievement of 2030 vision which aims to create job opportunity for all Saudi society members especially women whom many of them are now seen working as street vendors. This project is an initiative project that focuses on solving poverty through Micro Franchising by designing a multi-purpose portable and easily folded kiosks unit according to a unifying theme and identity. It is a creative solution for street vendors to support and help them sustain their work in a practical and aesthetically appealing manner. The design of the kiosks is based on the following concepts:</p> <div>1. Sustainability      2. Growth      3. Repetition      4. Scale Up</div> <p>The design team end up with 5 Innovative solutions of foldable and movable commercial unites, designed to fulfill street vendors needs effectively and efficiently, putting in mind that this category of the society is in great need to alleviate their suffering in the heat of summer and winter rains and at the same time facilitate their municipality supervision so that to activate their role in society and national development.</p> <p>The team approached the design problem as a Human-centered design. The design starts with the users, whether they are the vendors or the customers. So we started with comprehensive research for street vendors' needs and guidelines. To accomplish these objectives, our design process adopted a Design Thinking balancing act that consisted of three phases; Inspiration, Ideation, and Implementation. In the inspiration phase, we started with humans, their hopes, fears, and needs, we instantly uncovered what's most DESIRABLE. In the Ideation phase, we determined a range of solutions that could appeal to the users we're looking to serve, then the design team started to focus on what is constructional and technically FEASIBLE to be actually implemented and how to make the solution commercially VIABLE.</p>
The process adopted to design the project	

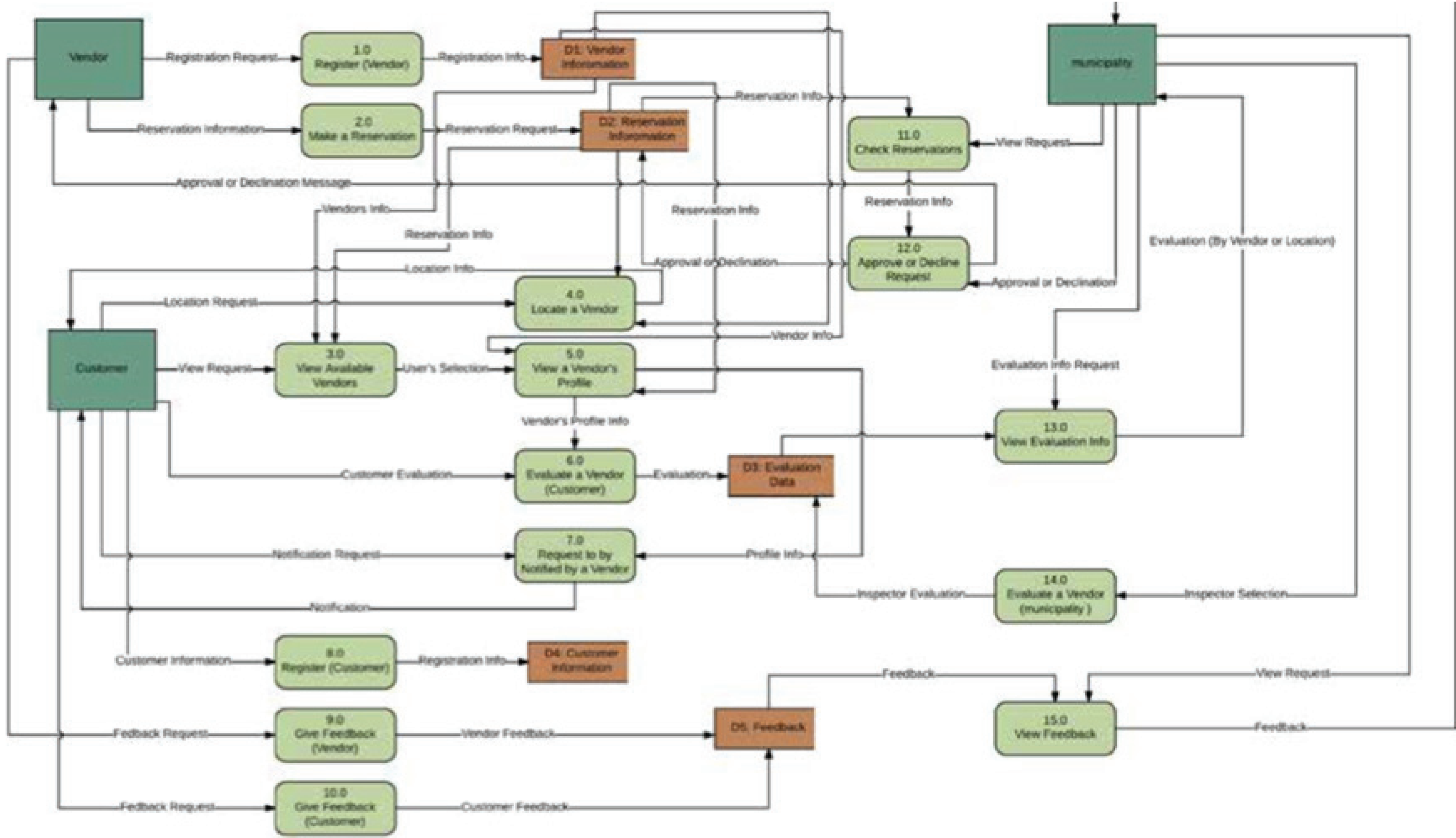


# CASE STUDIES: IMAM ABDULRAHMAN UNIVERSITY

Project name	Brief
Novel Easily Folded Retail display unite and Carts, Empower Street Vendors Micro Franchising	The IAU design idea started from the simplest needs of street vendors, which is to sustain their work in a practical, shaded and aesthetically appealing manner. Our design team converted these needs to design decisions and framed the design idea into 5As, 5Es, and 2Ss, as illustrated in the figure below.
The design decisions and framed the design idea	<div><div><div>5As</div><div>Authentic reflects the identity of the Saudi Culture</div><div>Appeal has a unique identity of “Basta” project</div><div>Adaptable easy to be used, assembled, disassembled, and carried</div><div>Affordable low coast and high quality</div><div>Accessible easily reached and located by color code and GPS</div></div><div><div>5Es</div><div>Ergonomic satisfies the users physical needs</div><div>Eco-friendly protects the user from bad weather conditions Eminence; meets the quality standard of commercial stores</div><div>Eminence meets the quality standard of commercial stores</div><div>Enduring durable and easy to maintain</div><div>Electronic managed and monitored electronically</div></div><div><div>2Ss</div><div>Supplemental easy to added on and duplicated in mass production</div><div>Safety meets health and safety requirements</div></div></div>




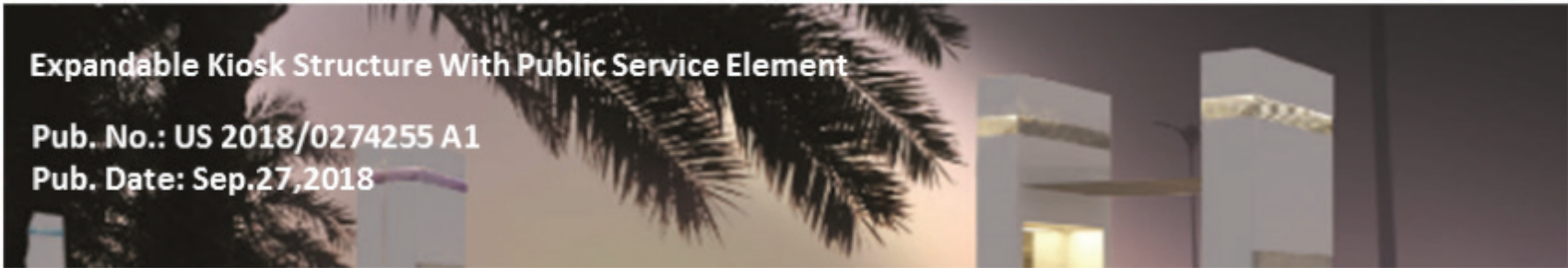



# CASE STUDIES: IMAM ABDULRAHMAN UNIVERSITY

Project name	Brief
Novel Easily Folded Retail display unite and Carts, Empower Street Vendors Micro Franchising	This project also addresses the operation of these kiosks, by developing an application that connects these kiosks with all stakeholders, including the municipality, to effectively monitor the operation of the provided services as illustrated below.
DFD (Data Flow Diagram)	





# CASE STUDIES: IMAM ABDULRAHMAN UNIVERSITY

Project name	Brief
Novel Easily Folded Retail display unite and Carts, Empower Street Vendors Micro Franchising	The project ends up with Us 5 patent awarded innovative unites that are Novel Easily Folded Retail Kiosks and Carts as in the figure below.
Final units design	<div><div>01</div><div>Expandable Structure and Vendor Space Pub. No.: US 2018/0274256 A1 Pub. Date: Sep.27,2018</div><div></div><div>02</div><div>Expandable Kiosk Structure With Public Service Element Pub. No.: US 2018/0274255 A1 Pub. Date: Sep.27,2018</div><div></div><div>03</div><div>Expandable Shade and Shelter Pub. No.: US 2018/0274226 A1 Pub. Date: Sep.27,2018</div><div></div><div>04</div><div>Mobile Kiosk With Shade Structure Pub. No.: US 2018/0272914 A1 Pub. Date: Sep.27,2018</div><div></div><div>05</div><div>Expandable Mat - Based Sun Shelter Pub. No.: US 2018/0274261 A1 Pub. Date: Sep.27,2018</div><div></div></div>



# CASE STUDIES: IMAM ABDULRAHMAN UNIVERSITY



Project name	Brief
<p>National Archaeological Museum / KSA</p> <p>Client: her Highness Princess Abeer Bint Faisal Bin Turki Al Saud, President of Trustees of the Eastern Province Council for Social Responsibility.</p>	<p>Modern Museums are considered a picture of the 20th-century face. Throughout that century and in a short history, Museums had responded to tremendous changes in its technological &amp; structural systems. Nowadays, Saudi Arabia's 2030 vision is paying great attention to all cultural aspects, this project is in alignment with this vision. It is a proposal for an Under Ground Museum in Tarut Island next to its Historical Fort which is more than 400 years old. The suggested location is in the eastern province and is surrounded by palm trees garden. The design idea was born with respect to the environmental and deep cultural characteristics of the location.</p> <p>The design of this Museum was a challenge for our team, as it is a very restricted space that has to support very important and fragile exhibits and satisfy its needs for lighting, A/C and provide an easy flow for all types of visitors with great importance for security. So, lighting, finishing materials, colors, display units, and technical equipment was our tools of the interior design, putting into consideration that the surrounding interior environment should not compete with the value and importance of the exhibits. On the other hand, the design adopted all the environmental, social and cultural factors to create a learning environment that serves to improve the Saudi identity and helps to achieve a strong communication between the people and their past.</p> <p>The main idea behind designing this archeological museum is that we believe that the present is a reflection of the past, hence the present will not flourish unless we have a deepening understanding of history. In a country with a great and influencing past like Saudi Arabia, that requires a great effort of extraction and elevation. This idea was expressed in submerged mass that reflects the historical base of the concept, and the outer mass, its shape, and direction, mimicking someone pulling it from the ground so that uncover and explore his routes.</p> <p>So, the design team delivered a profound message through architecture and interior design to create a lasting memory of the place that will make visitors become related to it. Our message is to utilize the five senses thoroughly in the design so that the user will become one with his surrounding environment. This was accomplished by encouraging the users to "listen silently" using light and shadows and sensing the essence of things. Elements of nature were also used to symbolize our concept: the wind, light, sounds, and substances. The design concept was strongly influenced by a beautiful poem by Mahmoud Darweesh "As a song, that tries to express but it satisfied by echoing the shades; therefore, it remains unsaid"</p>





# CASE STUDIES: IMAM ABDULRAHMAN UNIVERSITY

Project name	Brief	
<p>National Archaeological Museum / KSA</p> <p>Client: her Highness Princess Abeer Bint Faisal Bin Turki Al Saud, President of Trustees of the Eastern Province Council for Social Responsibility.</p>	 <p>AXO</p>  <p>Showrooms - Nabatians / Sasanians eras</p> 	
	 	





# CASE STUDIES: IMAM ABDULRAHMAN UNIVERSITY

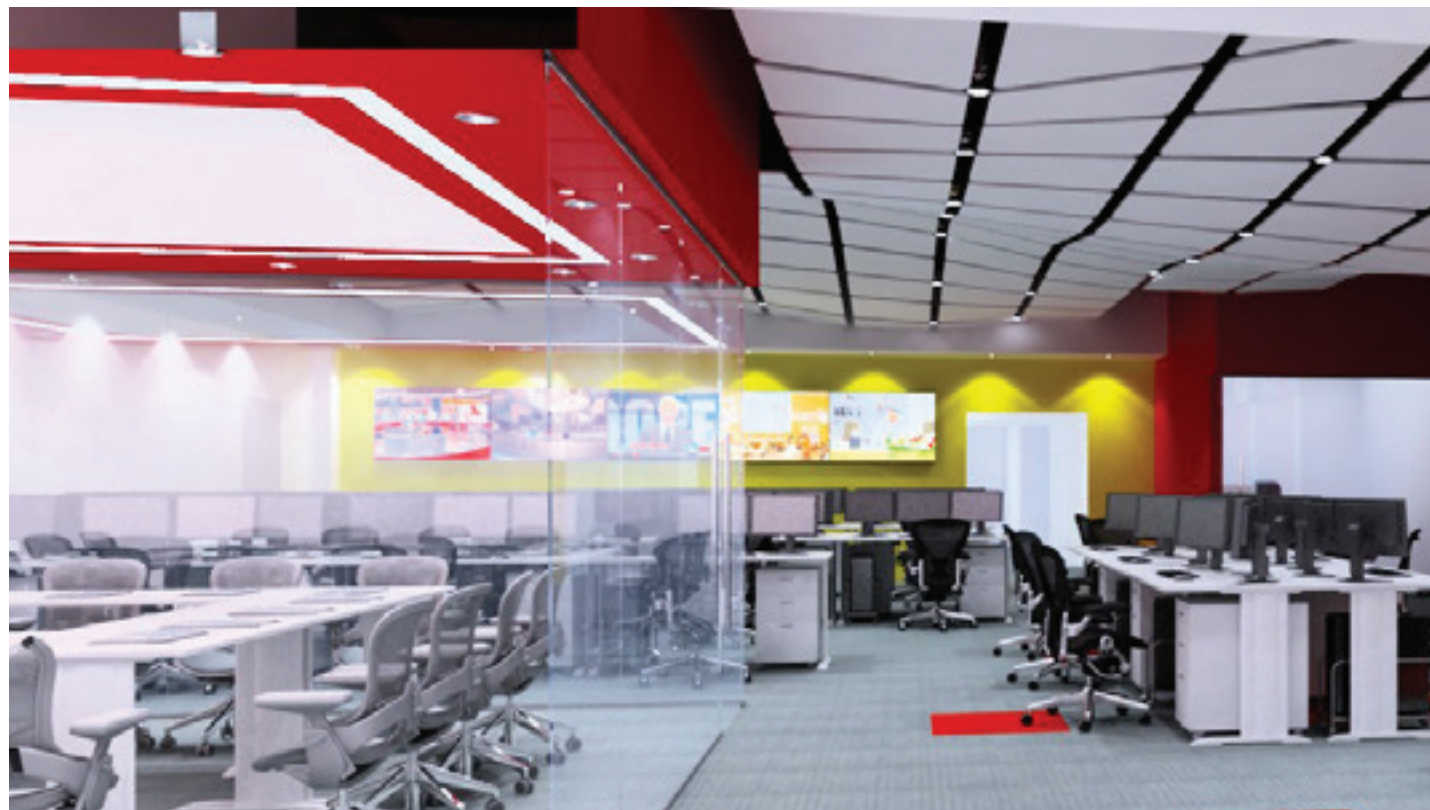
Project name	Brief		
National Archaeological Museum / KSA Client: her Highness Princess Abeer Bint Faisal Bin Turki Al Saud, President of Trustees of the Eastern Province Council for Social Responsibility.			
The Idea that won Prince Sultan National Prize for Architectural Heritage, 2nd place prize	<div></div>		





# CASE STUDIES: 3SIXTY CONSULT

Project & client name	Brief
ADMC Studio 3 & 2 Client: Abu Dhabi Media Company	<p><b>The Project</b> - The project entailed the complete overhaul and upgrade of the UAE’s flagship news program, “Oloum Al Dar” which had not been updated since the early 90’s. It included the phased refurbishment of existing, live facilities; creating new administrative, technical and production areas, including 2 new studios within the existing buildings; all without interruption to ongoing operations. The works also included the incorporation of new equipment installation, and the relocation of several news and journalist departments. Due to the Abu Dhabi’s commitment to re-launch the news channel on National Day, the project had an absolute hard deadline of the 2nd of December 2014.</p> <p><b>Our Appointment</b> -We were appointed to provide turnkey project and cost management services for the design development and construction of the new facilities. We were also appointed to provide direct “client side” support to the internal project team. We developed the concept layouts, and tender packages, managed the procurement of contractors as well as client direct procured equipment and their delivery on site, including all interfaces with the client’s external specialist contractors. We also initiated the work-stream management system and developed and managed the overall master programme for all works from initiation to completed system operation.</p> <p><b>The Benefit</b> - Due to our experience of live broadcast environments and our previous work experience with ADMC on their master plan, we were able to identify key issues and risks in the project quickly and to implement the processes and expertise to mitigate these successfully. We worked alongside and managed other specialist players in the industry to carry out a seamless project implementation. By introducing and supporting new methodologies within the client team, we assisted them in their delivery to conclude a complex project within the budget and timeframe required to satisfy the stringent deadlines of a very demanding industry.</p>
Location	
Abu Dhabi, UAE	
Reference Name, Email, Phone number	
n/a	







# CASE STUDIES: 3SIXTY CONSULT

Project & client name	Brief
Baynounah Studios Client: Baynounah Media Group	<p><b>The Project</b> - Baynounah consisted of 5 HD studios and support facilities as well as a tier II / III data centre installed with single path power and cooling distribution systems, with redundant components such as UPS battery installations, generator and cooling circuitry. Additionally full BMS, FM200 inert gas suppression, leak detection and biometric security was installed throughout the entire complex.</p> <p><b>Our Appointment</b> - We were appointed to “recover” the project following numerous issues, which were a result of mismanagement, gaps, and overlaps in the appointments and works leading up to our involvement. While this always poses particular challenges, we have extensive experience with the intricacies of these types of projects, which enables us to ensure successful outcomes.</p> <p><b>The Benefit</b> - Due to our experience, we quickly identified key disconnects in the original build that significantly jeopardized the operational requirements of the project. Following our peer review and subsequent identification of project issues and risks, we were able to successfully redirect the consultants and contractors and to realign the mission critical project requirements to ensure the project was delivered on time and to the level of specification and quality demanded by the client.</p>
Location	
Abu Dhabi, UAE	
Reference Name, Email, Phone number	
n/a	







# CASE STUDIES: 3SIXTY CONSULT

Project & client name	Brief
In5 Studio Productions Client: TECOM Group	<p><b>The Project</b> - The project located at the Dubai Production City Gate Building involved the redevelopment of an unfinished office building to create a content innovation studio- In5 Production Studio. The space features fully equipped production and recording studios, screening rooms and editing suites and is designed to give budding filmmakers, photographers, media creators, sound engineers, and musicians a platform to create their content. The build specifications in relation to acoustics, power, cooling and super-flat flooring within the studio, were to best in class international standards and required expert coordination and management to ensure compliance.</p> <p><b>Our Appointment</b> - We were appointed to “recover” the project following numerous legacy issues. Our team was appointed under the existing contractor to ensure the execution of the project was in line with end-user requirements. Repurposing an existing and unfinished building to house TV/ recording studio facilities presented several immediate design-related challenges. Due to our extensive experience in this sector, we were able to help define the requirements in terms of the facilities infrastructure as well as pay attention to the necessary acoustic ratings and performance requirements for each area. After which, we identified areas where design changes were required to realign the acoustic performance with specified requirements.</p> <p><b>The Benefit</b> - Ensuring design changes were in line with the necessary performance and specification requirements meant that the space was fit for its intended purpose and operational needs. The space was adapted masterfully, and therefore suitable to accommodate the specific filmmaking audience. With the client having already invested into the project, delays are an extreme financial burden; bringing the project across the line under the revised project timelines, and overcoming the issues initially presented by the previous working team allowed the space to achieve its function both for the end user and in terms of profitability for the client.</p>
Location	
Dubai, UAE	
Reference Name, Email, Phone number	n/a







# CASE STUDIES: 3SIXTY CONSULT



Project & client name	Brief
Data Center Client: OSN CAR Extension	<p><b>The Project</b> - OSN acquired numerous additional channels to add to their pay-to-view subscription services throughout the GCC. To satisfy the growing requirement and service provisions, the project scope included the expansion and relocation of OSN's live operations including the Central Apparatus Room (CAR). They required a total of 29 additional -42U racks to be installed, doubling their CAR capacity, as well as a complete overhaul of their existing cooling systems to keep pace with their rapid growth. Alongside this requirement, the channel sought to expand its campus and relocate to its newly acquired building next door in the 5,000 sqm Ten Sport Building.</p> <p><b>Our Appointment</b> - We were appointed to plan, manage the design, procure, and execute the delivery of OSN's campus expansion and CAR extension and renovation. The new offices required the strip out, redesign and fit-out of over 4,000 sqm of office space and 1,000 sqm of studio space on Level 2. In the existing building, the CAR renovation and expansion consisted of the demolition of an existing MCR to allow the expansion of 19 nos. -42U racks, the removal of all solid partitions, which were replaced with glass, as well as an overhaul of the entire cooling system from DX to cold isle containment fed by N1+ CRAC units. This substantial change and upgrade process was accomplished without interruption to OSN's pay-to-view broadcasting.</p> <p><b>The Benefit</b> - This project held a mission critical status as every aspect of the works had the capacity to inflict damage to the client's operations and reputation as the project was carried out in a Live environment. The project was meticulously planned through weeks of workshops, detailed method statements, and mock trials. During the electrical modifications to the existing distribution boards, our team managed 8 teams working across 8 boards (2xLV, 2xSMDB, and 4xDB's over 3 floors) to complete all modifications in under 3 hours. As result of our agile management, the project's execution was seamless and carried out without any hindrance to the live broadcast equipment or interruption to any of their existing services.</p>
Location	
Dubai, UAE	
Reference Name, Email, Phone number	n/a







# CASE STUDIES: 3SIXTY CONSULT

Project & client name	Brief
Sky News Arabia Client: BSkyB	<p><b>The Project</b> -The project comprised of multiple base build infrastructure elements as well as an extension to a large section of studio in ADMC campus, housing the state-of-the-art HD 7/24 new studio with the accompanying newsroom. Technical rooms included the NOC, Gallery, Graphics, Ingest, Edit Suites, TCFO, VOB, and TX all supported via the CAR room, with content being both up and down linked via a teleport (all of which was built to tier III UI standards). In addition to the technical production facilities the studio complex included green rooms, makeup facilities, 7/24 staff catering facility, operational staff and senior management offices.</p> <p><b>Our Appointment</b> - We were appointed to provide our expertise in studio specific project management inclusive of ensuring the facility met the exacting Sky News standards for quality, technical resilience and reliability, and a publicly-committed to 'Live On Air' deadline. One of the critical scope factors for 3Sixty was to ensure compliance with the Tier III design and to guarantee that the infrastructure redundancies were executed accurately throughout the build environment.</p> <p><b>The Benefit</b> - Our extensive experience within the mission critical infrastructure sector enabled the project team to ensure the BSkyB live broadcast performance standards and to set the guidelines from an early stage while working with the development team and main contractor. As such, we successfully handed over the project to Sky News' complete satisfaction, leading to a client reference calling 3SixtyConsult a "World Class" PMC Consultancy. The professional relationships built on this project has led to many subsequent projects and further successes not only within the media and broadcast sector but in a number of other sectors that also require extensive experience within technically complex project delivery.</p>
Location	
Abu Dhabi, UAE	
Reference Name, Email, Phone number	n/a
n/a	







## LUXURY EVENTS

LuxuryKSA, creative concepts builders and innovation inventors through producing unique notions and turning them into imaginary entertainment in the real world to become a once in a lifetime experience. We understand how to move seamlessly from creative inspiration to a complete experiences providing guests with an ultimate atmosphere and story living through their journey.

In alignment with the Kingdom's accelerating Vision of 2030 which empowers numerous developmental aspects; whether in the country's Economy, Tourism, Education, Entertainment and City Developments aspects; LuxuryKSA Offers Strategic Guidance and Consultation throughout any project's cycle through our team of experts who orchestrate Quality Management Services and Entertainment Destinations for a global audience.

Fuelled by Passion and Creativity, LuxuryKSA provides services in areas such as but not limited to Concept Development, Creative Direction, Strategic Marketing, Brand Management, Project Management while providing a wide range of Live Entertainment from every caliber. Our Passion and Creativity is what paved the journey in creating lifestyle-based destination through different developments with the guidance, assistance and support of the different governmental entities and Municipalities.

**#LUXURYKSA**





# LUXURY EVENTS PREVIOUS EXPERIENCES

#LUXURYKSA

International IPs	PMO	Concept Creation	Seasons
The Marvel Experience Blue Man Group Show	Entertainment Boulevard Riyadh Shopping Festival X JED	Land of Ohara Bites	Winter at Tantora Jeddah Season 2019
<ul style="list-style-type: none"><li>• Collaborating with International Companies and entertainment solutions.</li><li>• Planning and executing event management on all basis</li><li>• Exposing and ensuring highest level of ticket sales.</li></ul>	<ul style="list-style-type: none"><li>• Creating the biggest site developments in the cities.</li><li>• Including international and local entertainment solutions</li><li>• Managing events and covering all details under the scope of work.</li><li>• Exposing festivals to the mass public as street activations.</li></ul>	<ul style="list-style-type: none"><li>• Concept creation of brands transforming them into ultimate attractions and customer experiences.</li><li>• Producing and executing customized shows and performances</li><li>• Brand and identity implementation.</li></ul>	<ul style="list-style-type: none"><li>• Planning and Business Development</li><li>• Brand Identity and customer journey creation.</li><li>• Master planning and strategy building of the seasons.</li><li>• Entertainment solutions providing, tour packages and excursions.</li></ul>







# THEORETICAL DESIGN OPTIONS





# **01:** **ABOUT THE DESIGN**

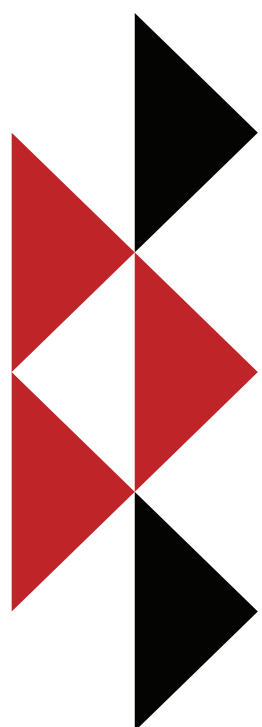


## THE STARTING POINT

To start designing a Media center that host about 6000 journalist and media workers from all over the word in the country with such an impressive heritage and vision like Saudi Arabia, it was very important to put into consideration how spatial configurations of the interior space generates social interactions among users. In other words, the design must identify how spatial configurations of the G20 International Media Center will express its social and cultural meaning using a scientific, and research-based approach.

The following core principles are taken into account when developing the proposed solution, these serve as key principles:

- **Make it Saudi;** Raise local and international awareness about KSA's heritage as well as 2030 vision.
- **Make it social;** interior space generate social interactions among users.
- **Make it fun;** we are creating a unique experience for visitors.
- **Make it cozy;** we are creating a unique work yet rest space.
- **Make it Human;** we are creating a special needs friendly space and respecting the social distance.
- **Make it global;** bring to life the theme of the G20 summit: "Realizing Opportunities of the 21st Century for All"



## **02:**

# **DESIGN CONCEPT**



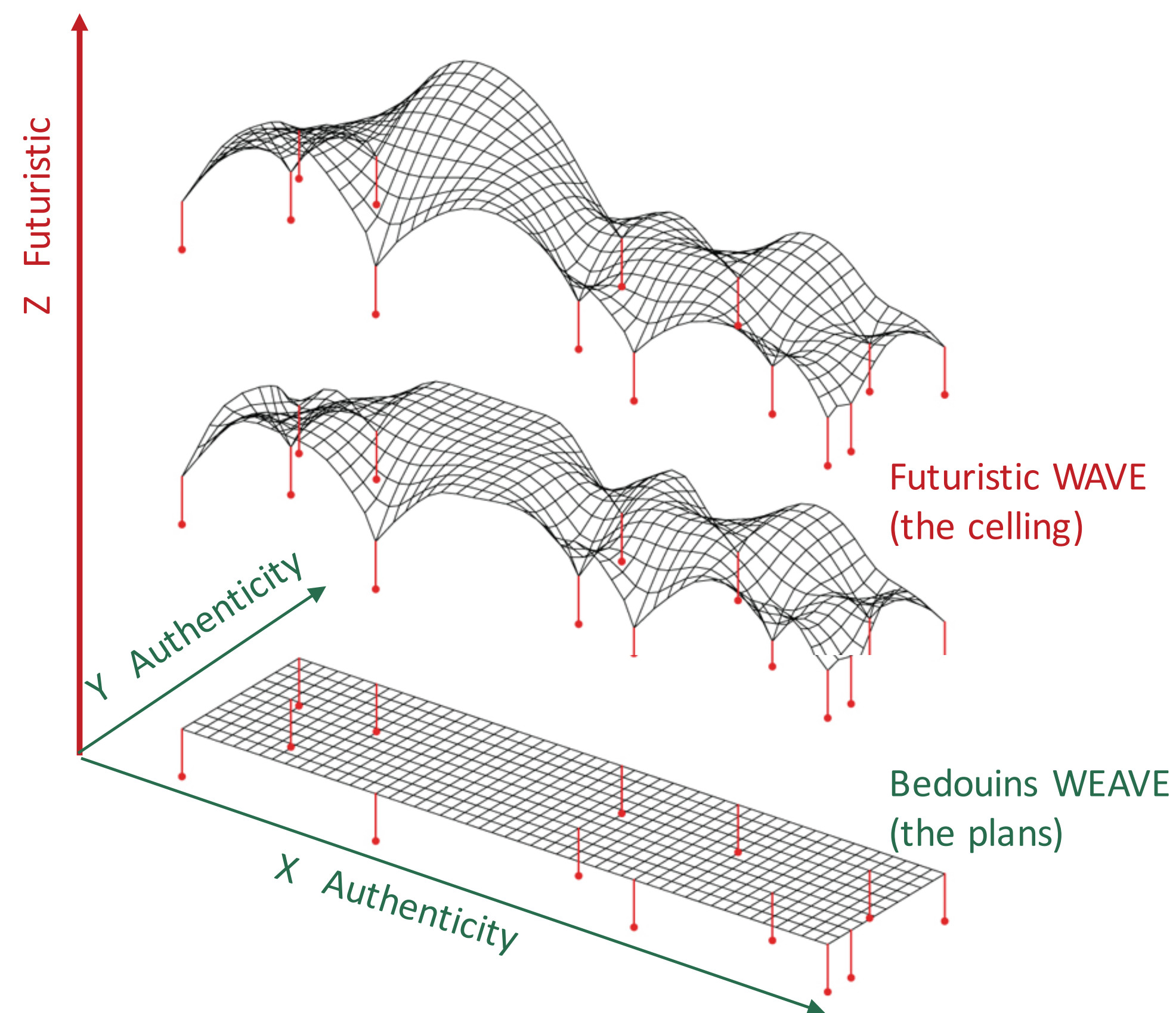


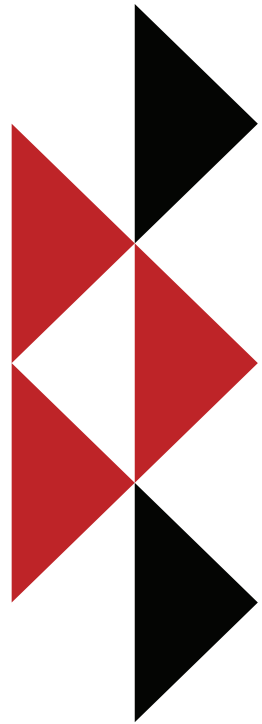
## DESIGN CONCEPT

Design is a sophisticated cognitive activity. It begins by generating an abstract idea and continues by transforming it into concrete spatial formations. This is called a concept. The design concept is the idea that makes any design unique and different from all others.

The design concept of G20 International Media Center is demonstrated in this figure. The main idea evoked from the impressive nature of Saudi Arabia, it has a unique past and authentic origin represented by its Bedouins Sadu WEAVE, and a glorious futuristic vision represented by Dynamic Spreading WAVES.

The stable and planned lines of Weaving created the grid of the plans and space organization, while the dynamic line of the waves created the ceiling design which represents the future and the sky of Ambition.





# **03:** **SPACE SYNTAX**



## SPACE SYNTAX

Finding a unique way in which spaces are formulated to reflect the WEAVE and WAVES design concept and at the same time satisfy the needs of 6000 active and exhausted users is a great challenge that constitutes the next step of G20 International Media Center design activity; which is space syntax theory.

Space syntax's main interest is the relation between human beings and the organization of their inhabited spaces. Space Syntax calls this relational characteristic of space as configuration and proposed the idea that it is this characteristic forms the human behavior thus contains social knowledge.

By adopting Space Syntax theory, the design team was able to identifying problems and critical needs in the area with analyses of the existing space of the exhibition hall and the movement patterns in and around the required Media Center functions. That helped our team to generate and evaluate the design solutions.

Space syntax has led our design team to a fundamental understanding of the relationship between the spatial design of the G20 International Media Center and the use of space as well as generate the social interactions among users.

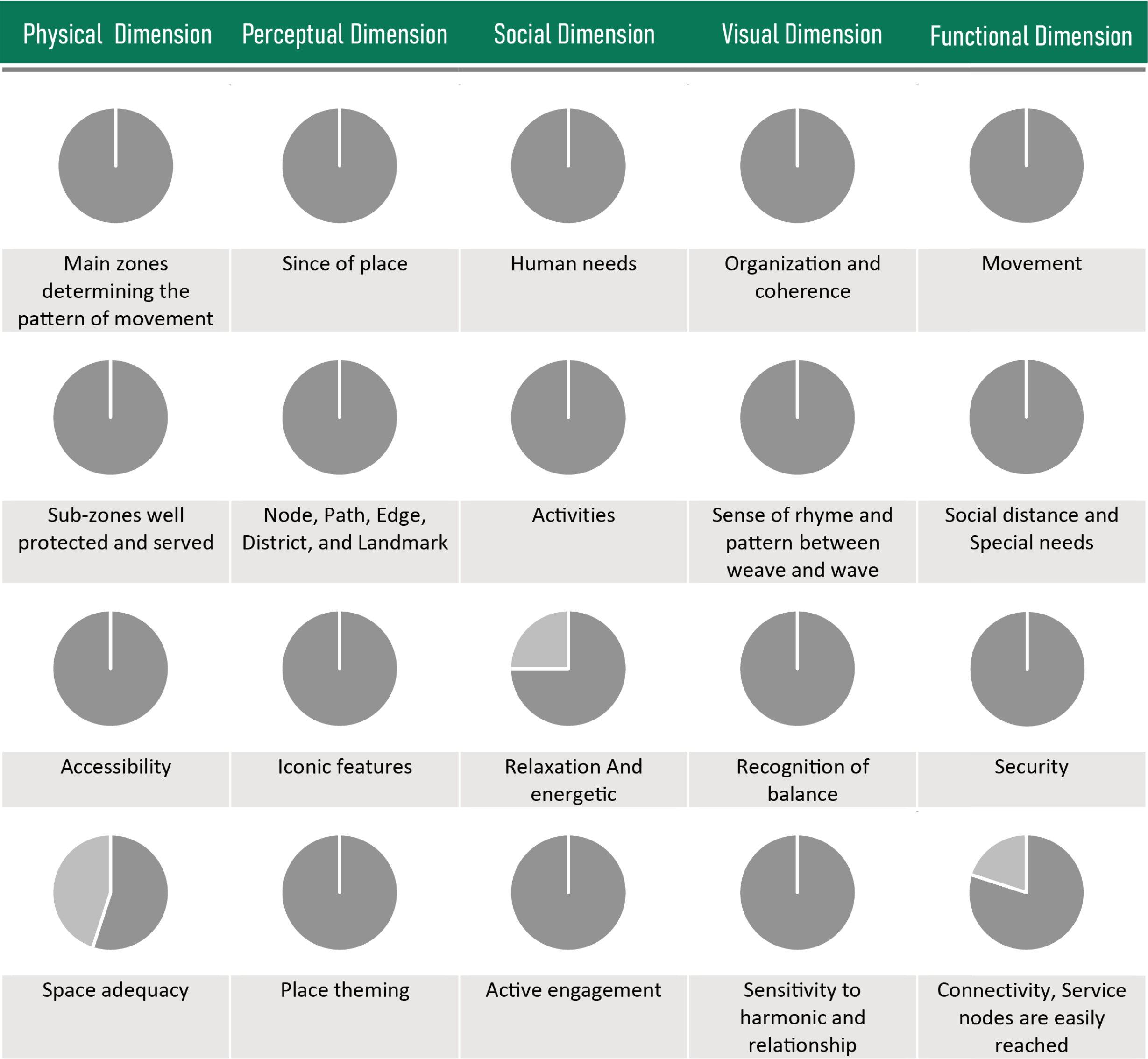


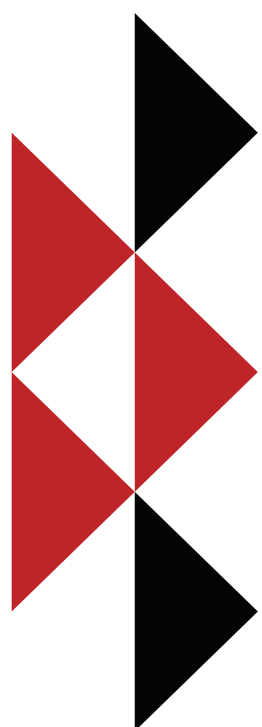


# SPACE SYNTAX

It represents the open space of the exhibition hall in terms of the intervisibility of points in space considering five main dimensions:

- The physical dimension
- The perceptual dimension
- The social dimension
- The visual dimension
- The functional dimension





## **04:**

# **PHYSICAL DIMENSION**





## ZONING AND PLAN DISTRIBUTION

The space distribution of G20 International Media Center have been put together in five main zones, the Media Center, the Broadcasting, the Conference, the VIP, and the Supporting Functions areas. So that one can get inside the zone, and then the space created within is seen to have a life of its own over and above the boundaries which created it.

The different zones are designed as places to congregate energetic activities, relaxation, safety, and enjoyment. The greater the congruent relationship between the layout of the interior environment and the activity, the more human needs are accommodated, which indicates the success of the space.

*The two figures represent two option for the space distribution.*



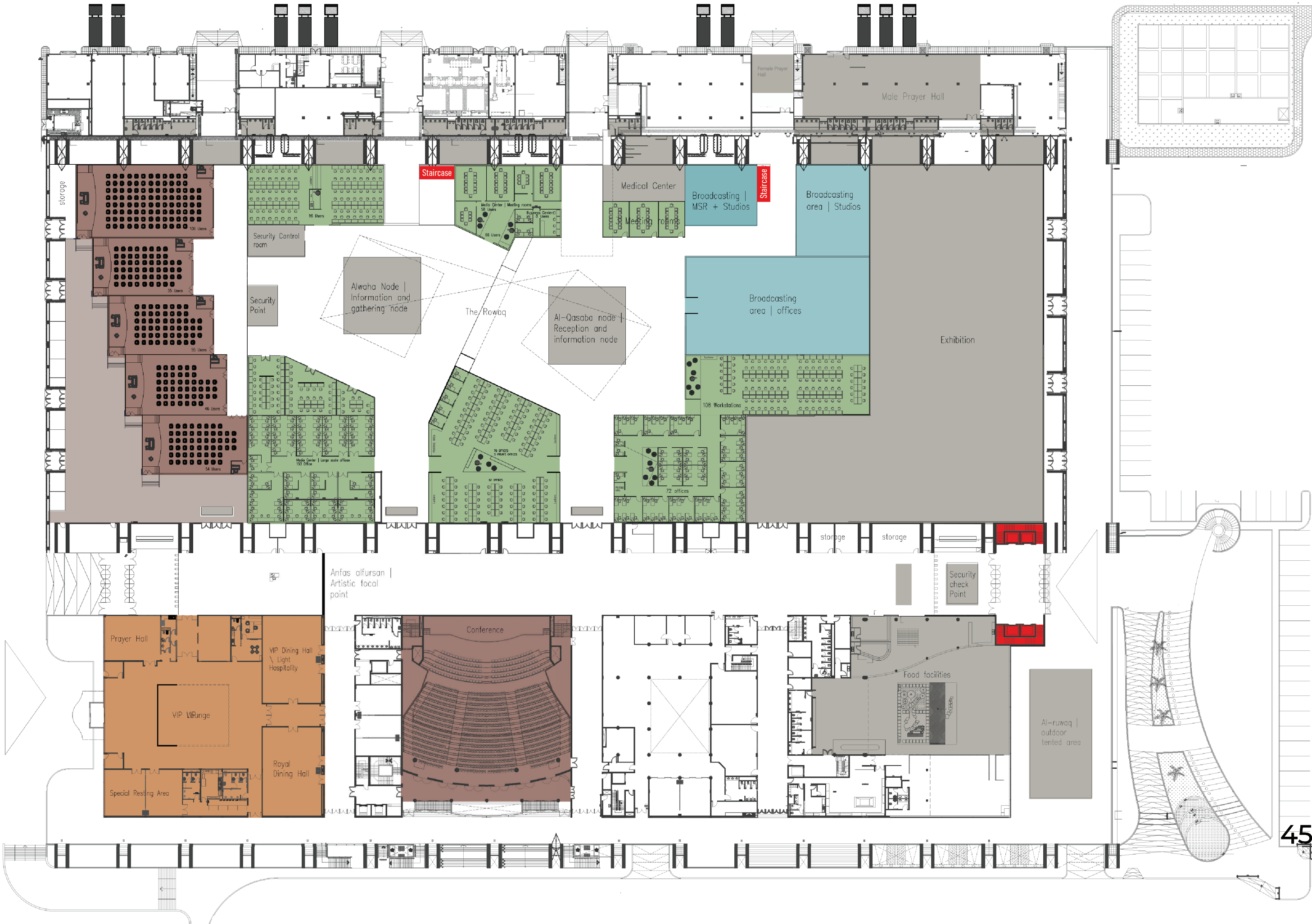


# ZONING AND PLAN DISTRIBUTION

## OPTION 1

### FIRST FLOOR

- Broadcasting Area
- Media Center
- VIP Area
- Conference Halls
- Supporting Areas





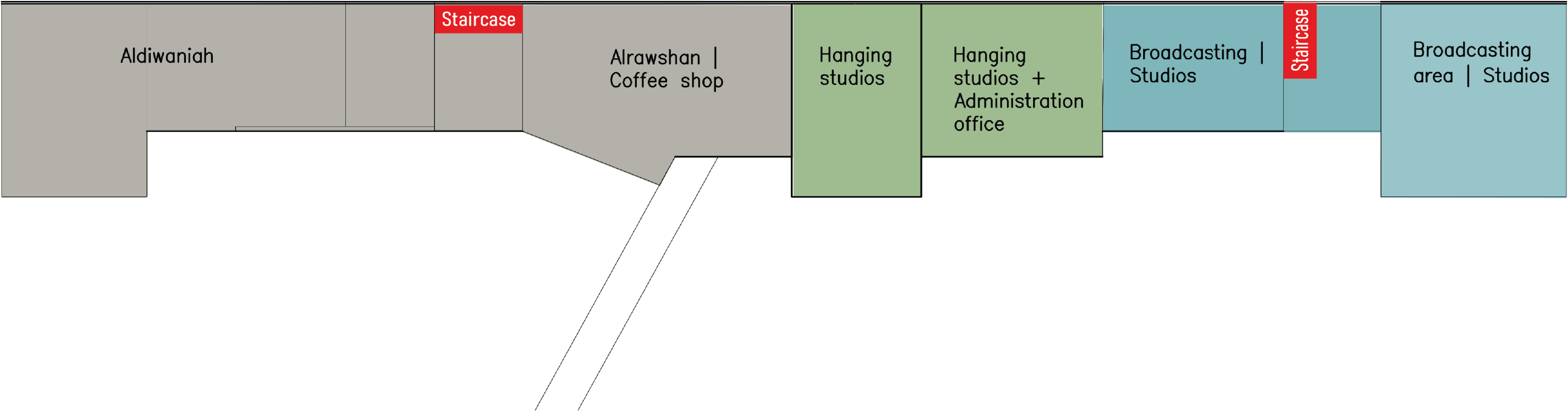


# ZONING AND PLAN DISTRIBUTION

## OPTION 1

### MEZZANINE FLOOR

■ Broadcasting Area   ■ Media Center   ■ Supporting Areas



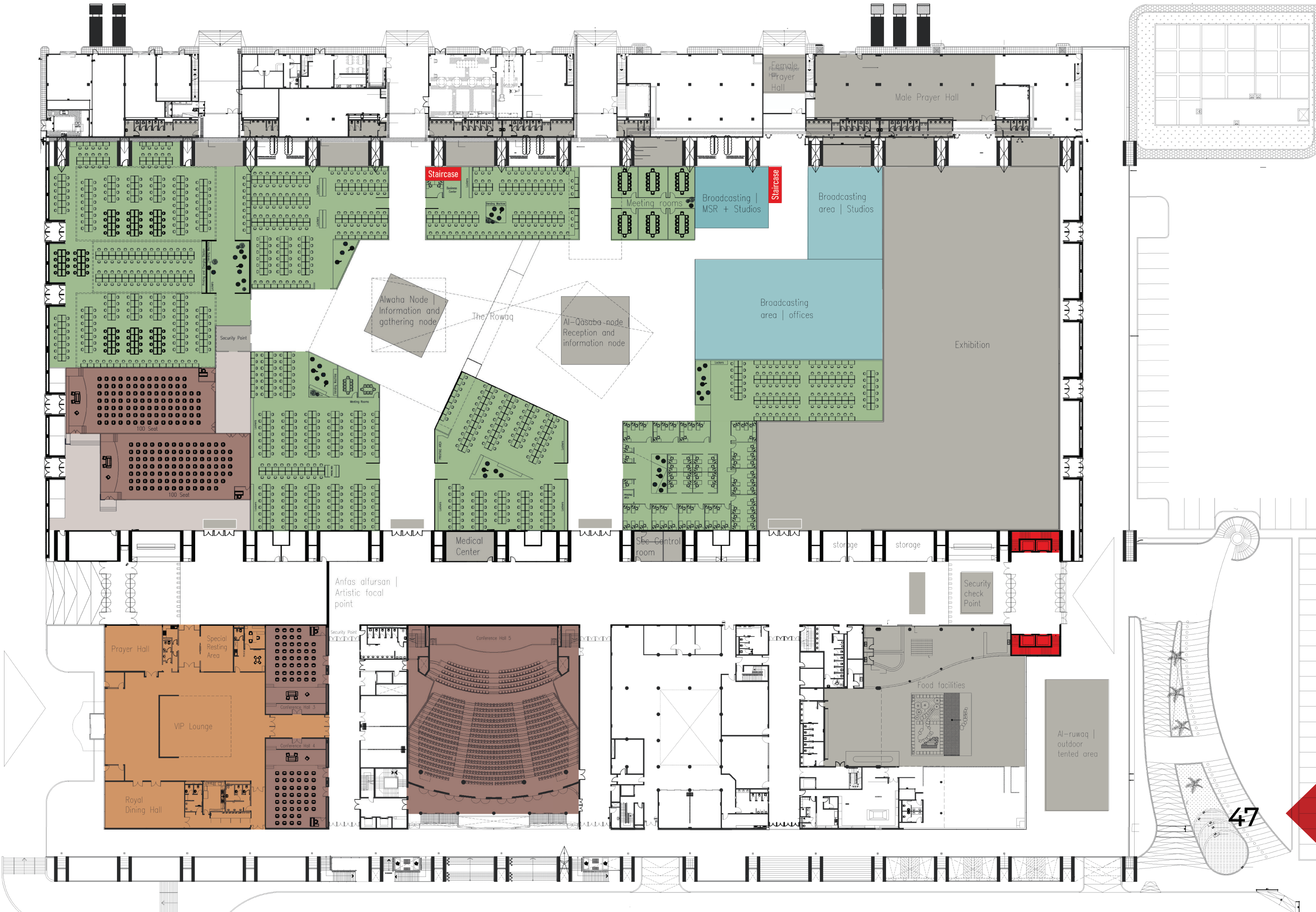


# ZONING AND PLAN DISTRIBUTION

## OPTION 2

### FIRST FLOOR

- Broadcasting Area
- Media Center
- VIP Area
- Conference Halls
- Supporting Areas





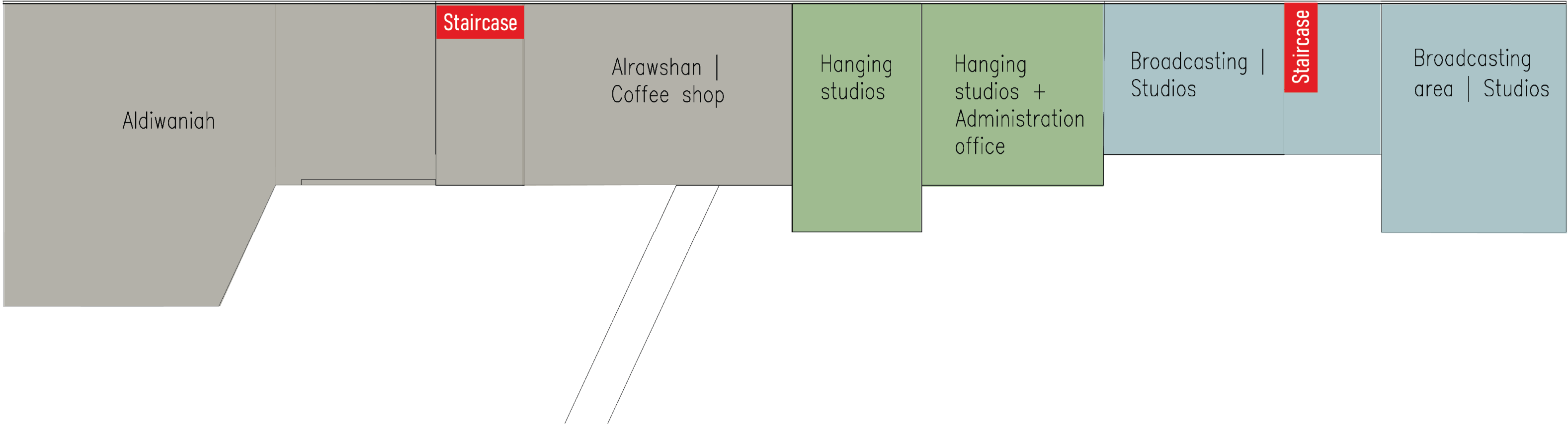


# ZONING AND PLAN DISTRIBUTION

## OPTION 2

### MEZZANINE FLOOR

- Broadcasting Area
- Media Center
- Supporting Areas

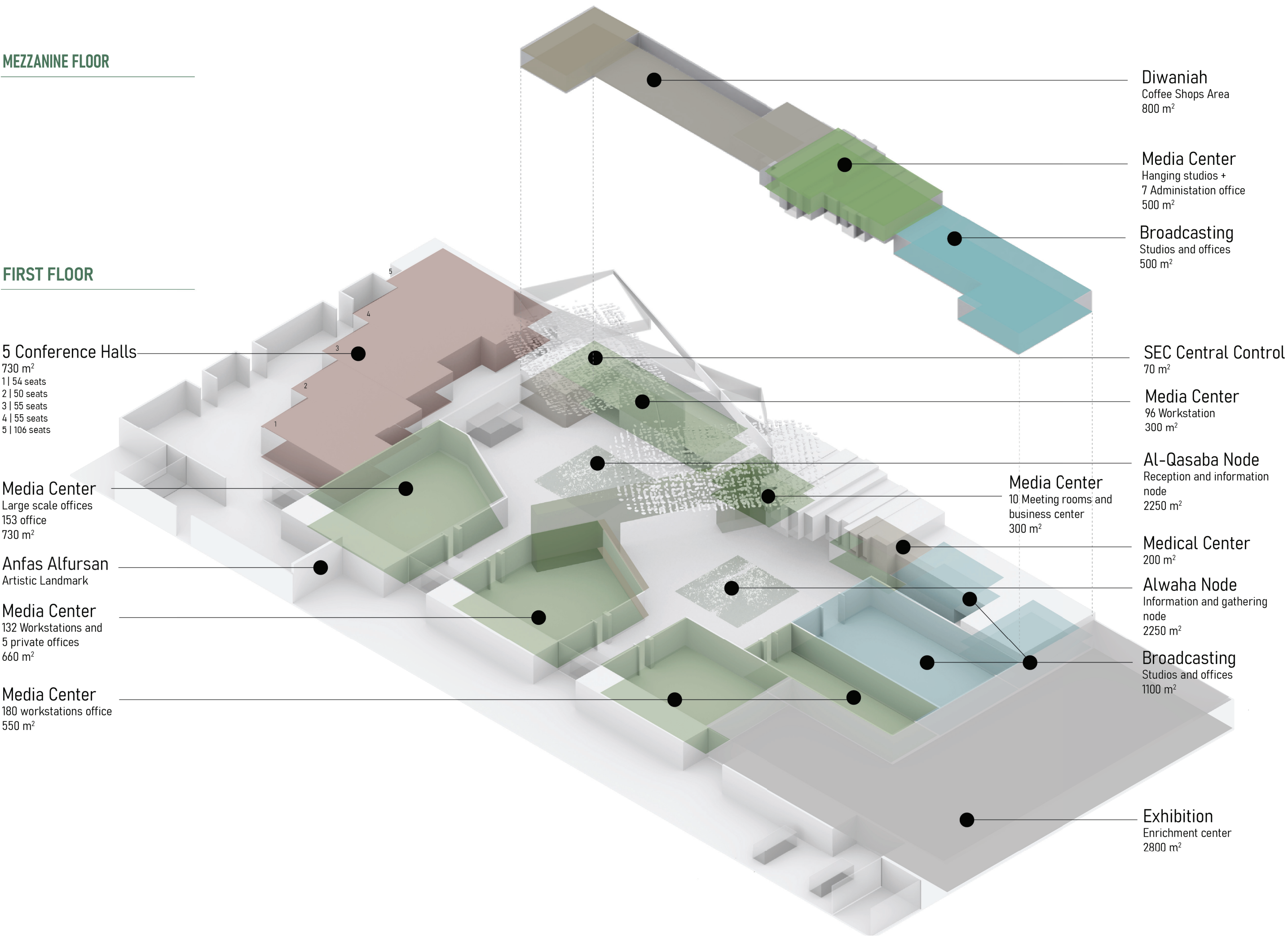




# ARCHITECTURAL COMPONENTS

The area program was calculated according to the activities› needs and the number of users requirements of each zone with respect to the social distance In the two options.

## OPTION 1



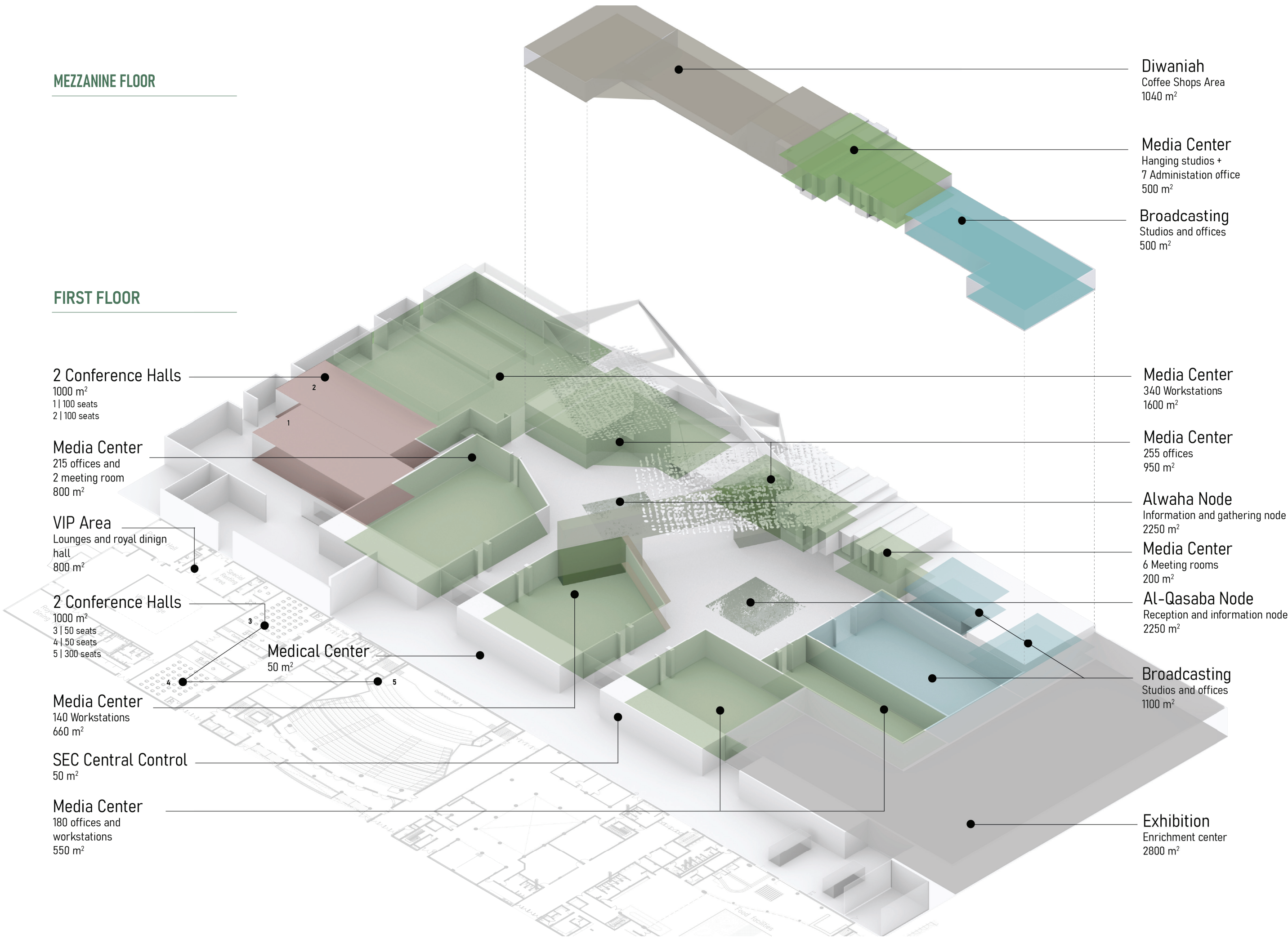




# ARCHITECTURAL COMPONENTS

The area program was calculated according to the activities› needs and the number of users requirements of each zone with respect to the social distance In the two options.

## OPTION 2



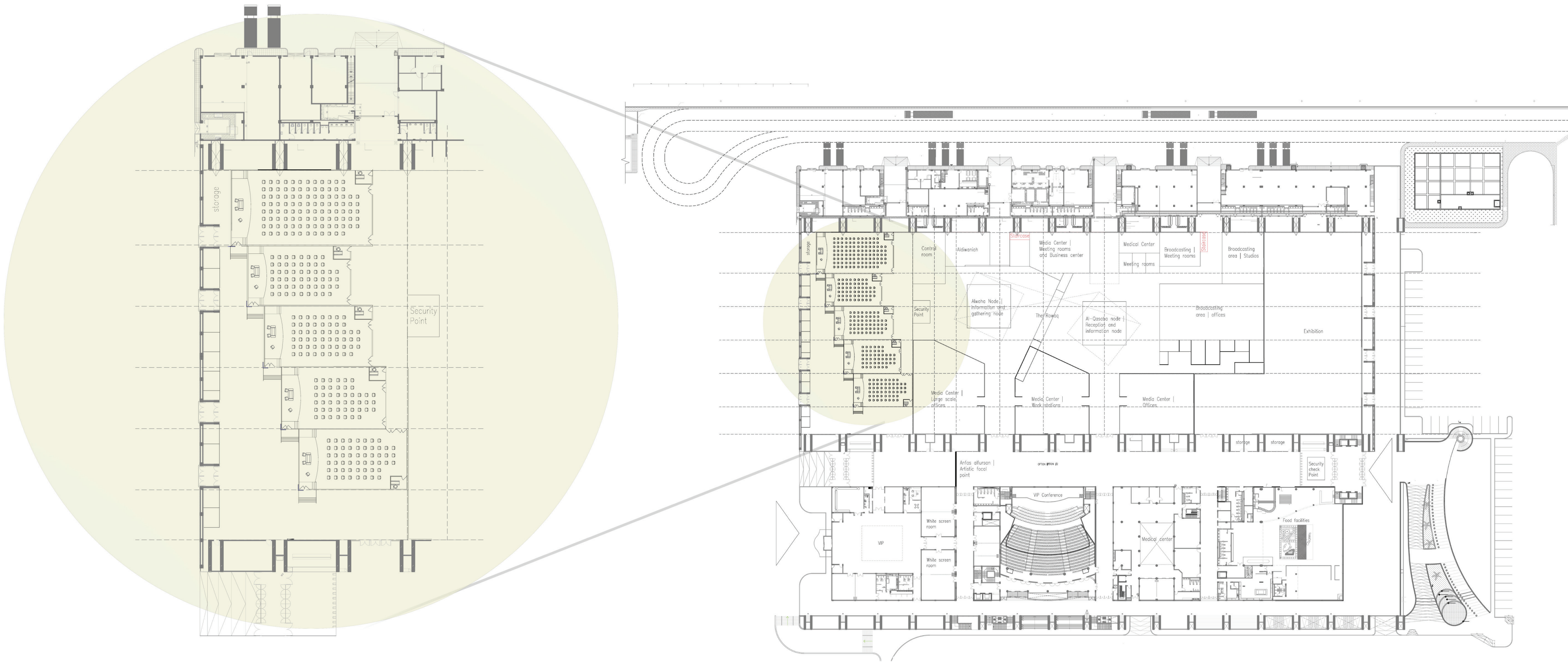




# CONFERENCE AREA SUB-ZONES

The Conference area is designed to satisfy the highest level of security. The area is directly connected with the VIP area and their main circulation path is separated completely from the journalist and media workers. It consists of 5 conference halls that ca accommodate between 50 to 100 users. The ceiling of the stage area is partly closed

## OPTION 1



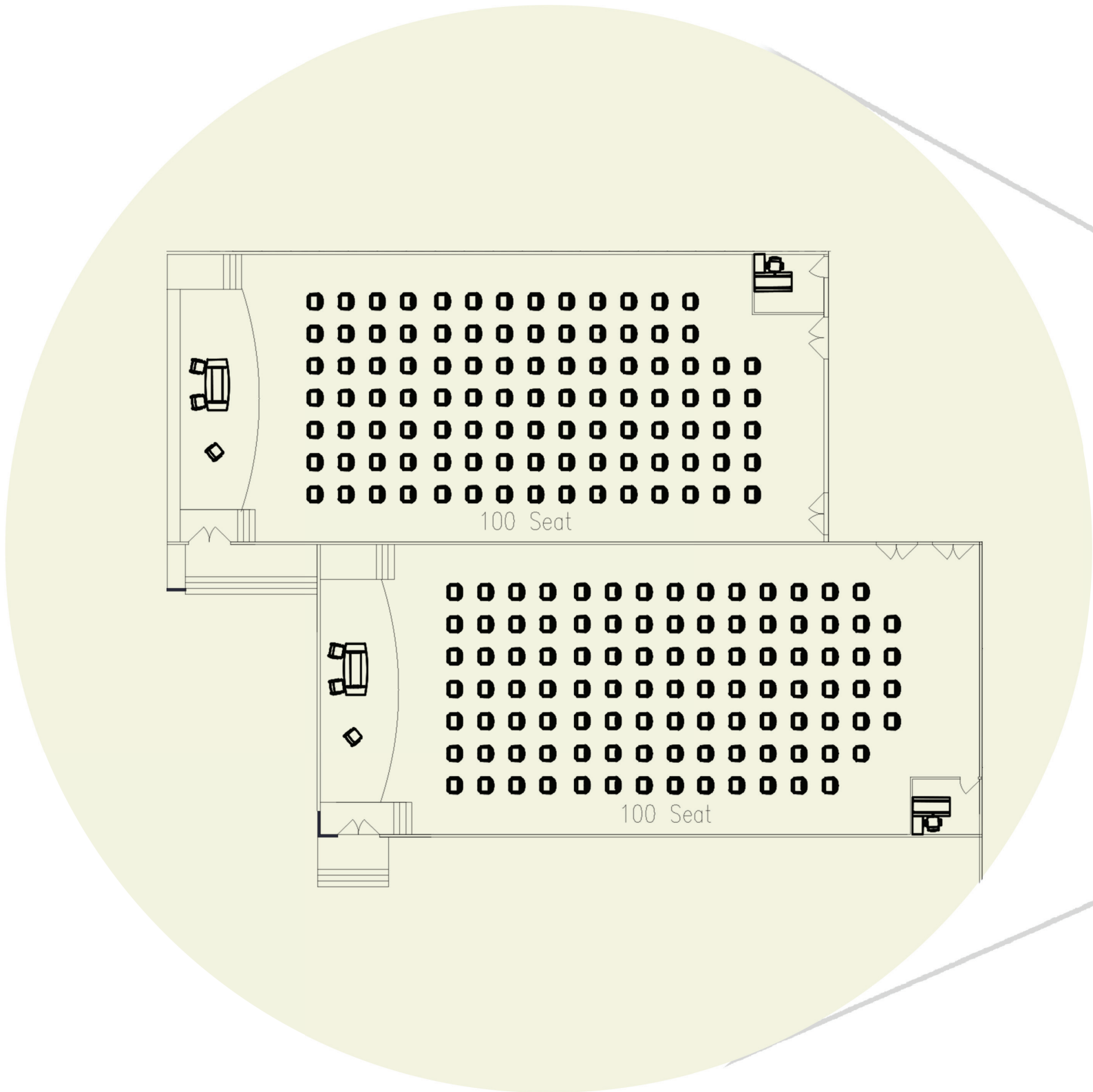




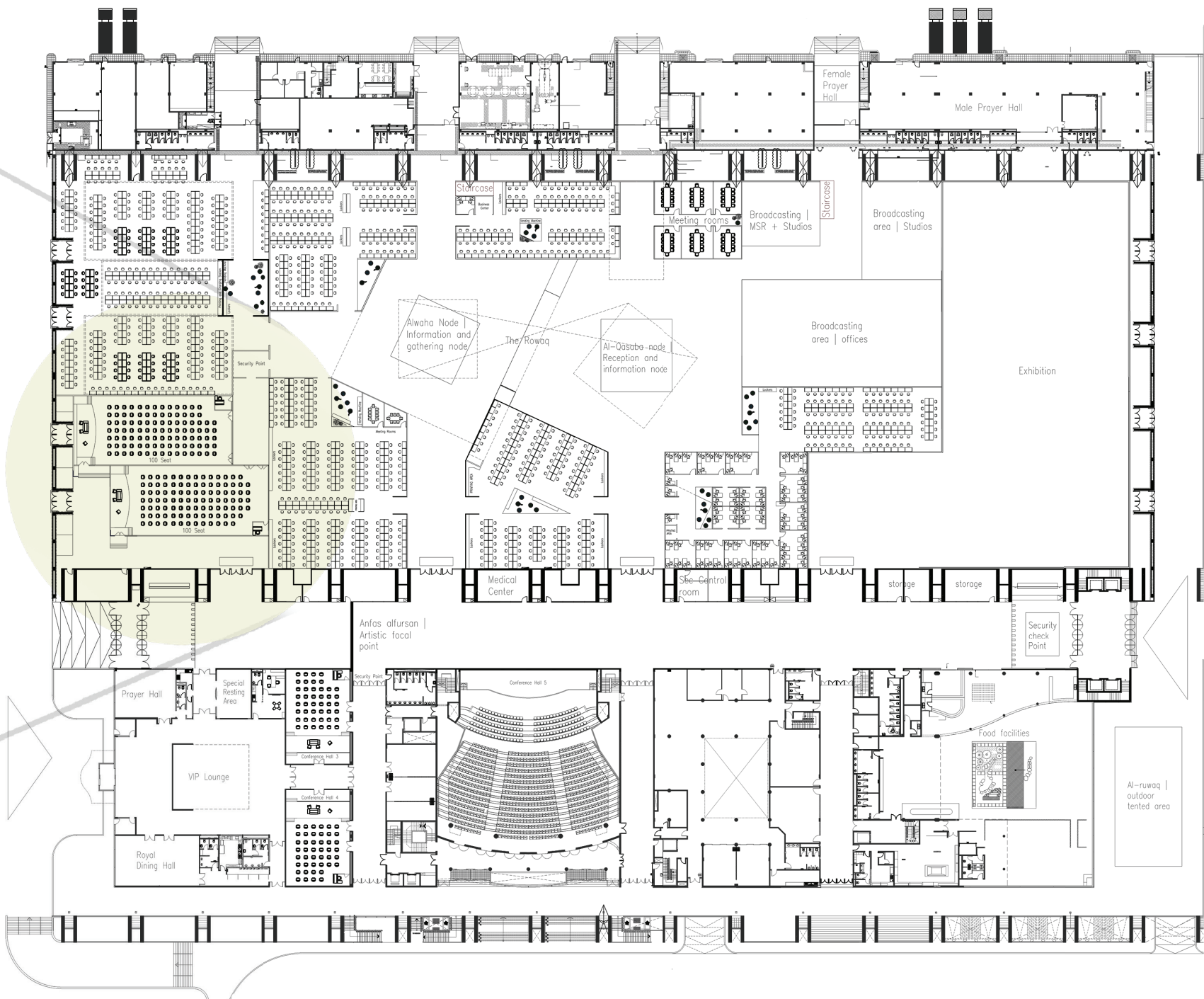
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OPTION 2



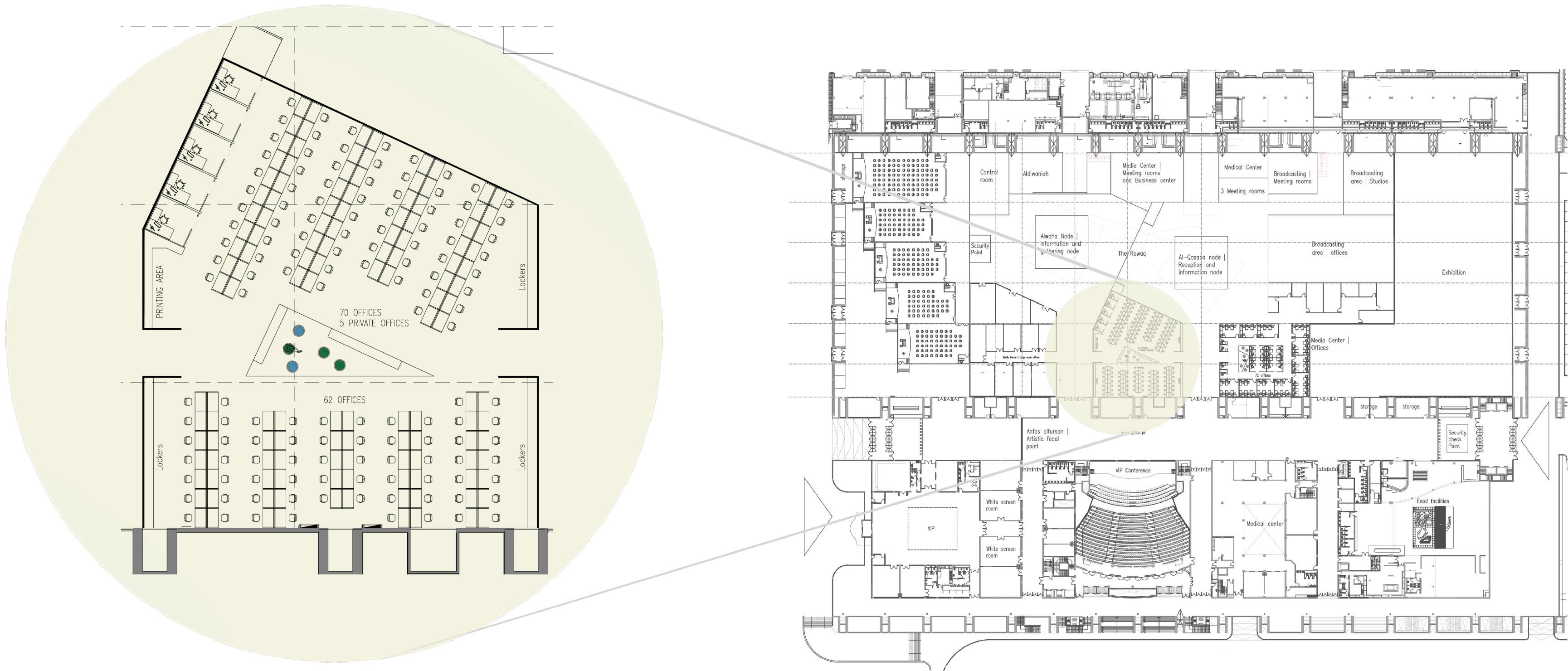
OPTION 1





# WORKSTATION AREA SUB-ZONES

The Workstation area is designed to accommodate the highest number of units with respect to the social distance in the two options .



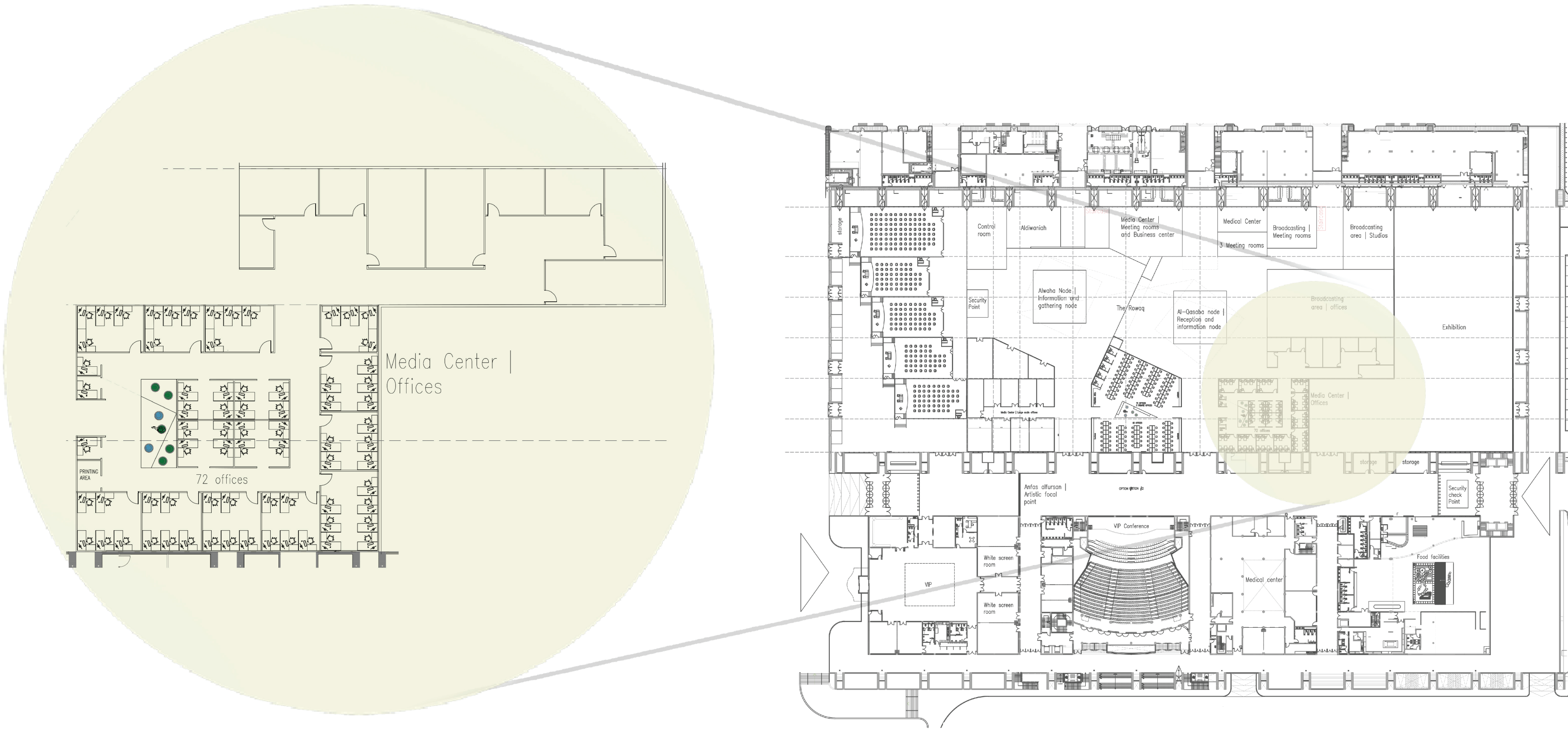


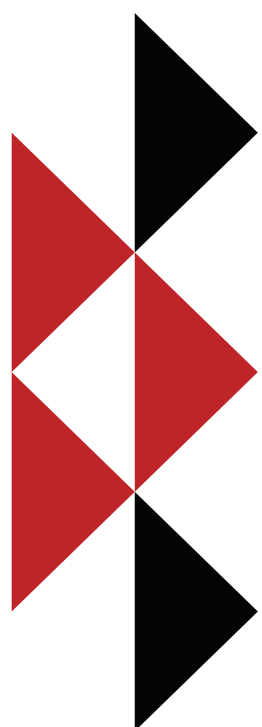


# SMALL OFFICES AREA SUB-ZONES

The Small Offices area is designed to accommodate the highest number of units with respect to the social distance.

It is 550 m2 and accommodates 72 office as well an informal relaxing zone in the entrance





# **05:** **PERCEPTUAL DIMENSION**



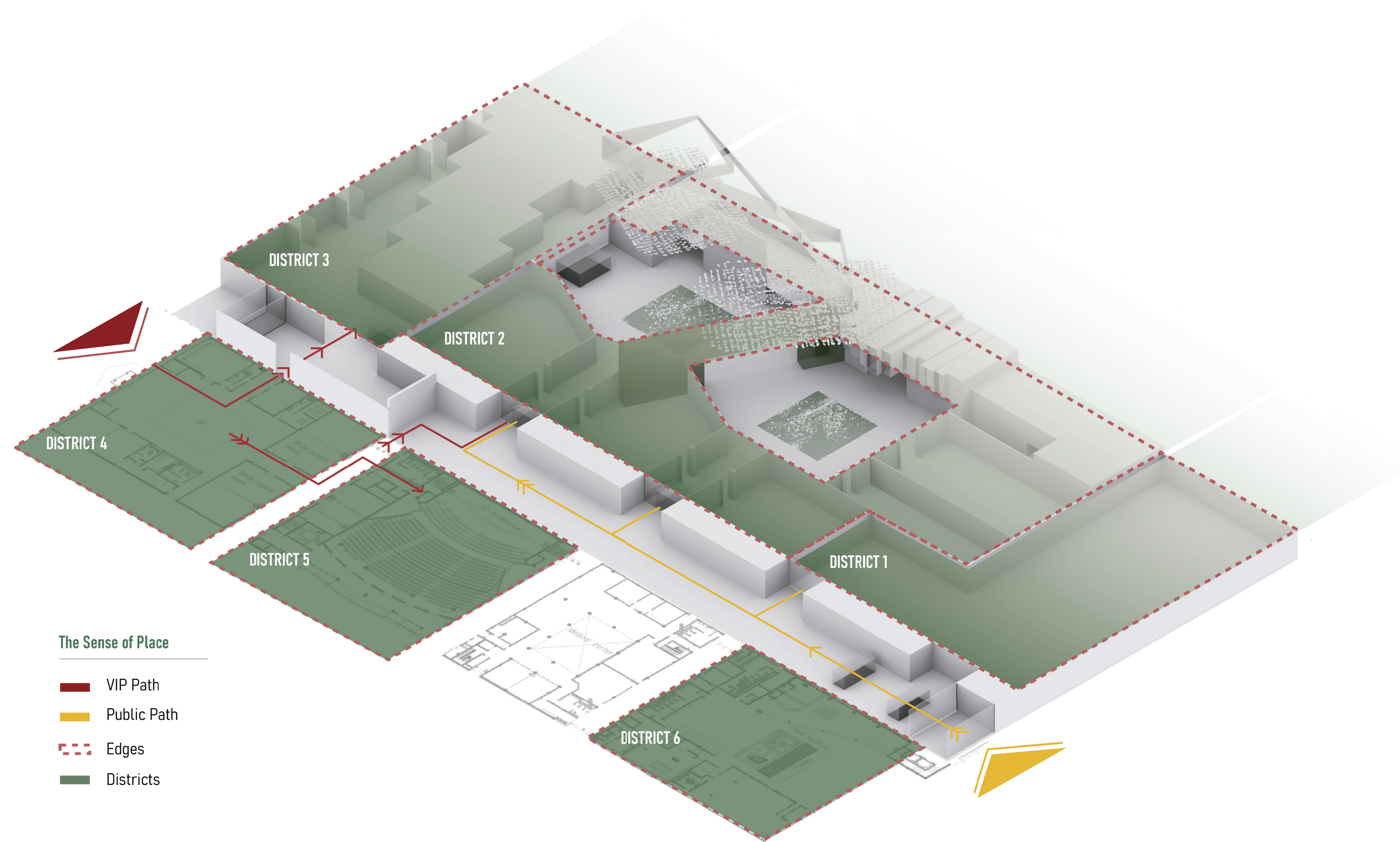


# THE SENSE OF PLACE

The tools to create a successful sense of space are the path, node, edge, district, and landmark. VIP and Public circulation paths connect the seven districts of the G20 International Media Center and always lead to a node, where each node has a unique design theme. The landmarks also attract and guide the users to move from one district to another.

## PATHS, EDGES, AND DISTRICT

### OPTION 1





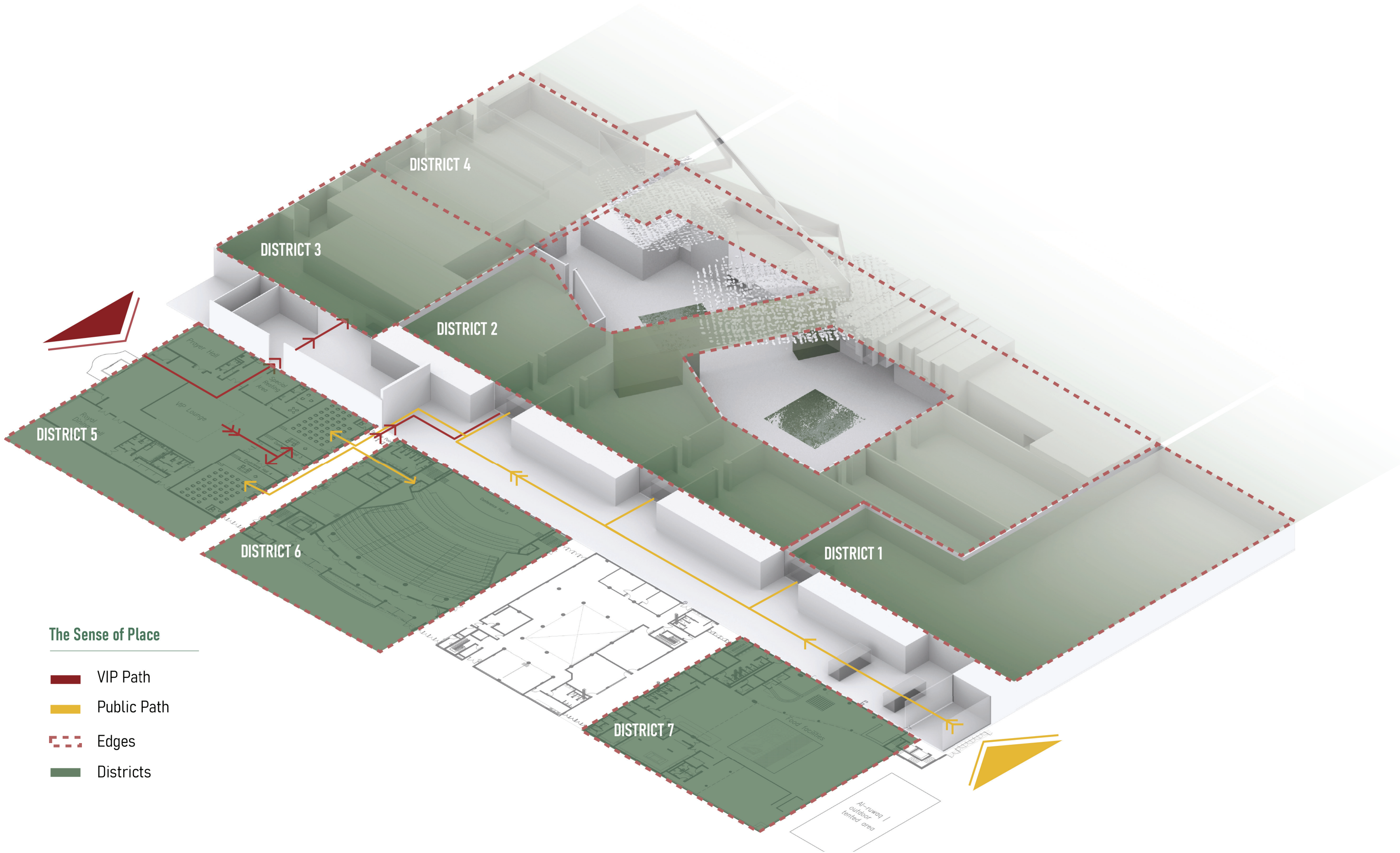


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## PATHS, EDGES, AND DISTRICT

### OPTION 2





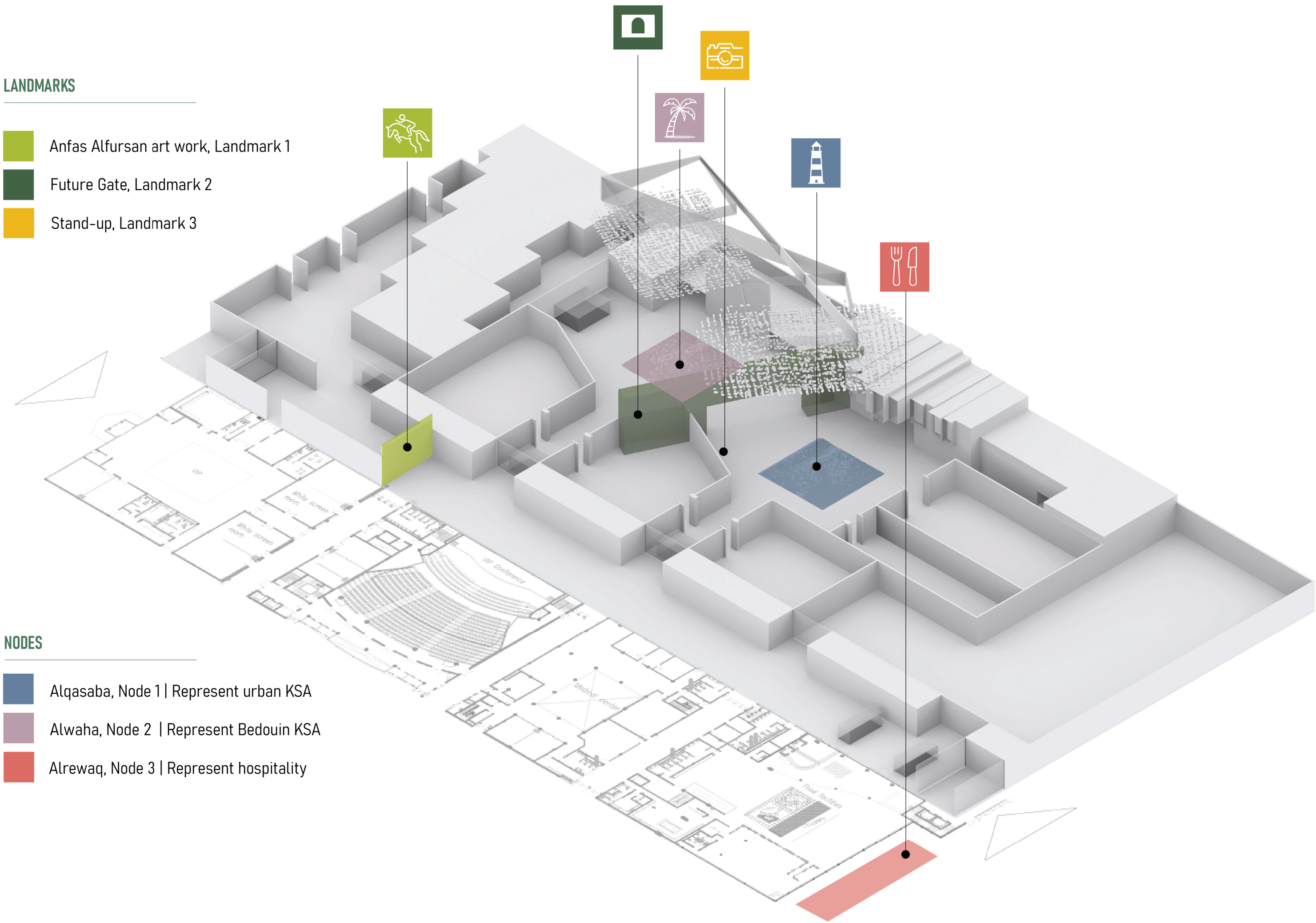


# THE NODES

The G20 International Media Center has 3 nods as well as 3 landmarks. As seen in the diagram each one represents part of the glorious heritage, value, or futuristic vision of the kingdom. They are also named after iconic features of the Saudi heritage.

## NODE, AND LANDMARK

### OPTION 1





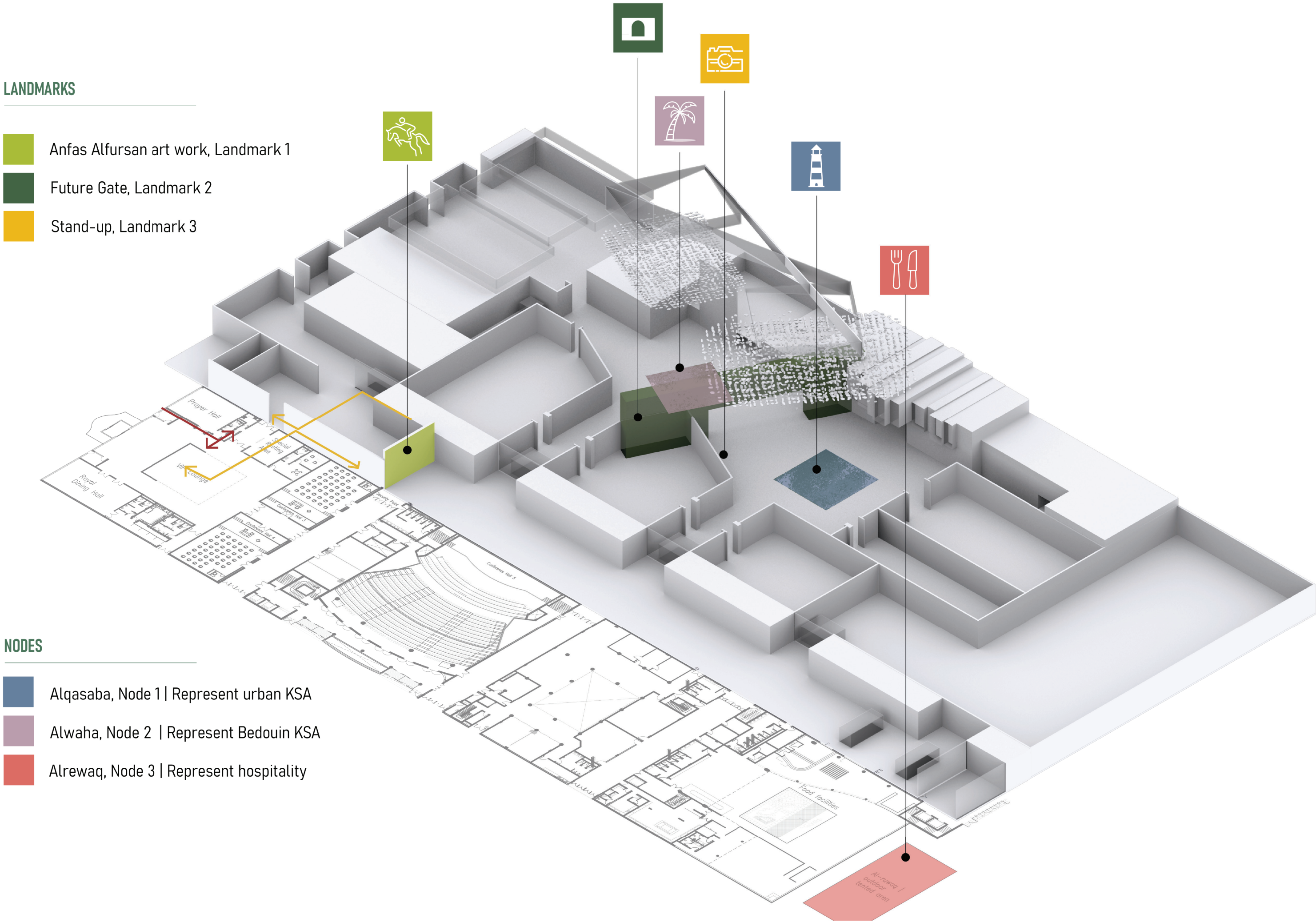


# THE NODES

The G20 International Media Center has 3 nodes as well as 3 landmarks. As seen in the diagram each one represents part of the glorious heritage, value, or futuristic vision of the kingdom. They are also named after iconic features of the Saudi heritage.

## NODE, AND LANDMARK

### OPTION 2







## THE NODES

“Alqasaba” is the main active gathering area. It hosts the energetic activities such as the information, reception, and the stand-up photo wall. The name “Alqasaba” is chosen for this area as it is historically the central part of the Saudi urban areas and towns. It has high architectural elements and having a Qasaba built was a sign of wealth and power.

*Alqasaba, Node 1. Represent urban KSA*







## THE NODES

*Alqasaba, Node 1. Represent urban KSA*







## THE NODES

*Alqasaba, Node 1. Represent urban KSA*





## THE NODES

*Alqasaba, Node 1. Represent urban KSA*







ARCHITECTURE • ACOUSTIC DESIGN  
73 HIGH RIDGE AVENUE  
RIDGEFIELD, CONNECTICUT 06877

MEZZANINE PLAN

A102



ARCHITECTURE • ACOUSTIC DESIGN  
70-1000 FRONT AVENUE  
RIDGEFIELD, CONNECTICUT 06827

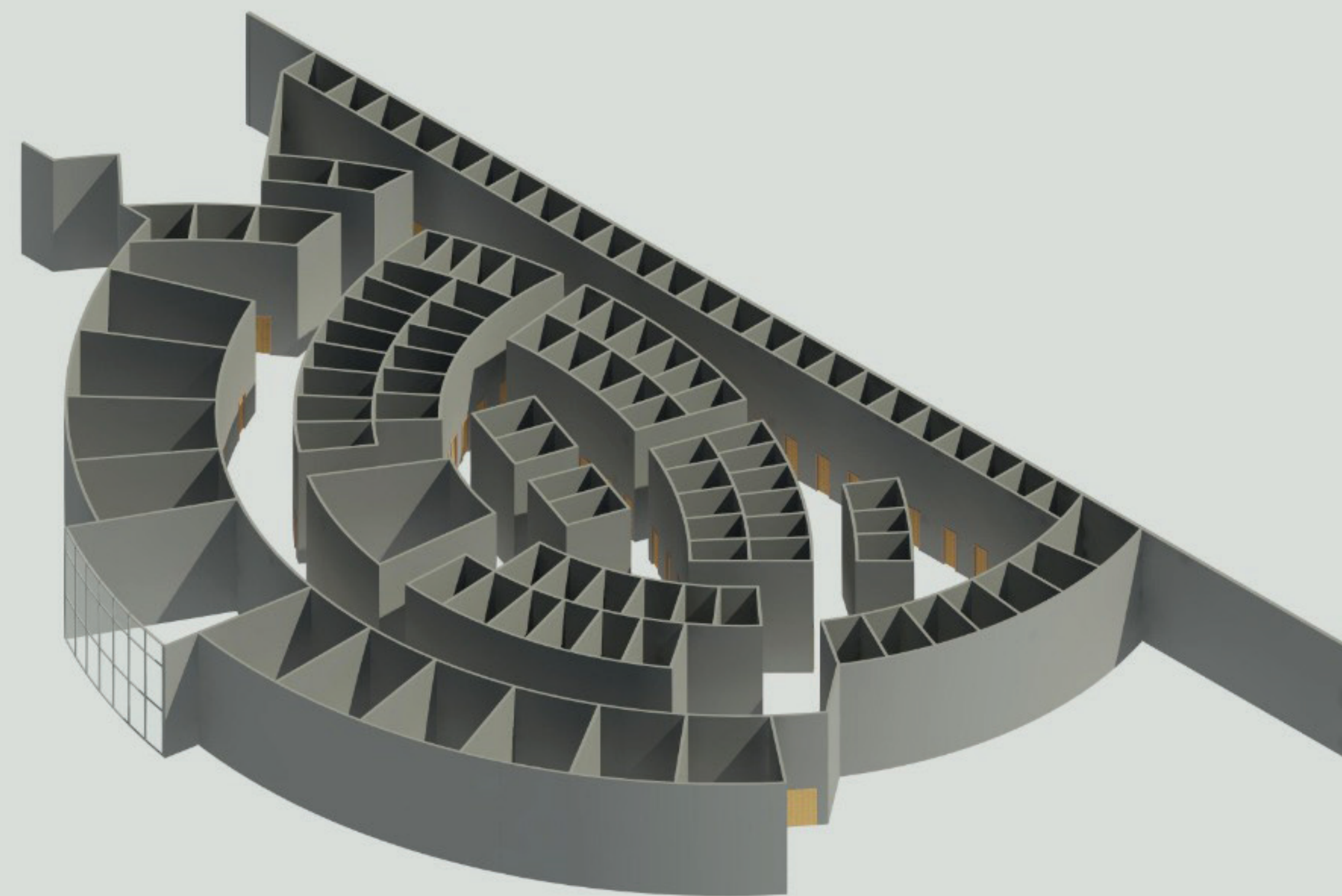
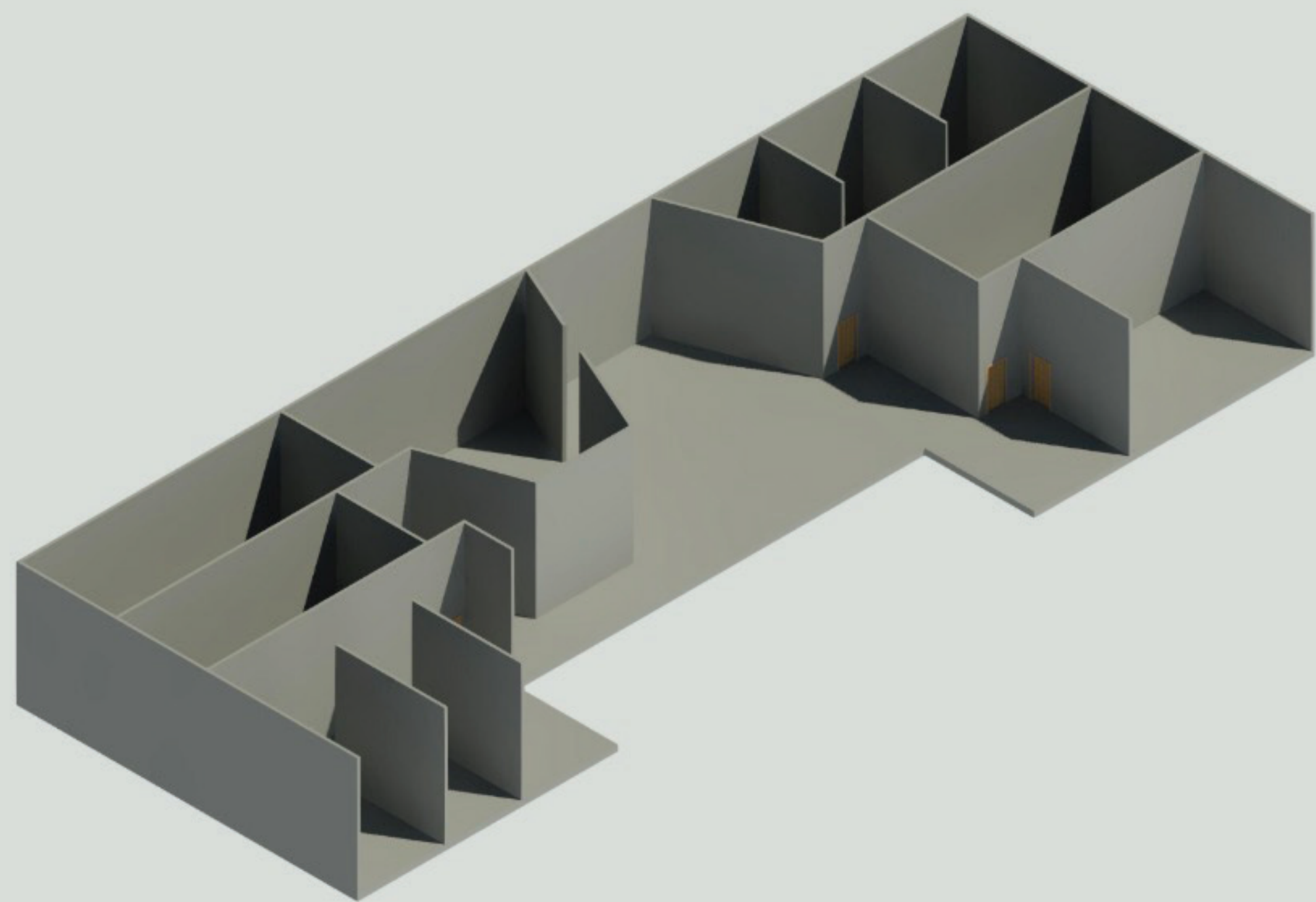
ROOM LEADER:  
S. STUDIO  
W. EDIT  
E. TRANSLATE  
C. COMMENTING RMS  
MP. MAKE UP (TOUCH UP) ONLY

FLOOR PLAN

A101



## BROADCASTING AREA







## BROADCASTING AREA







## BROADCASTING AREA



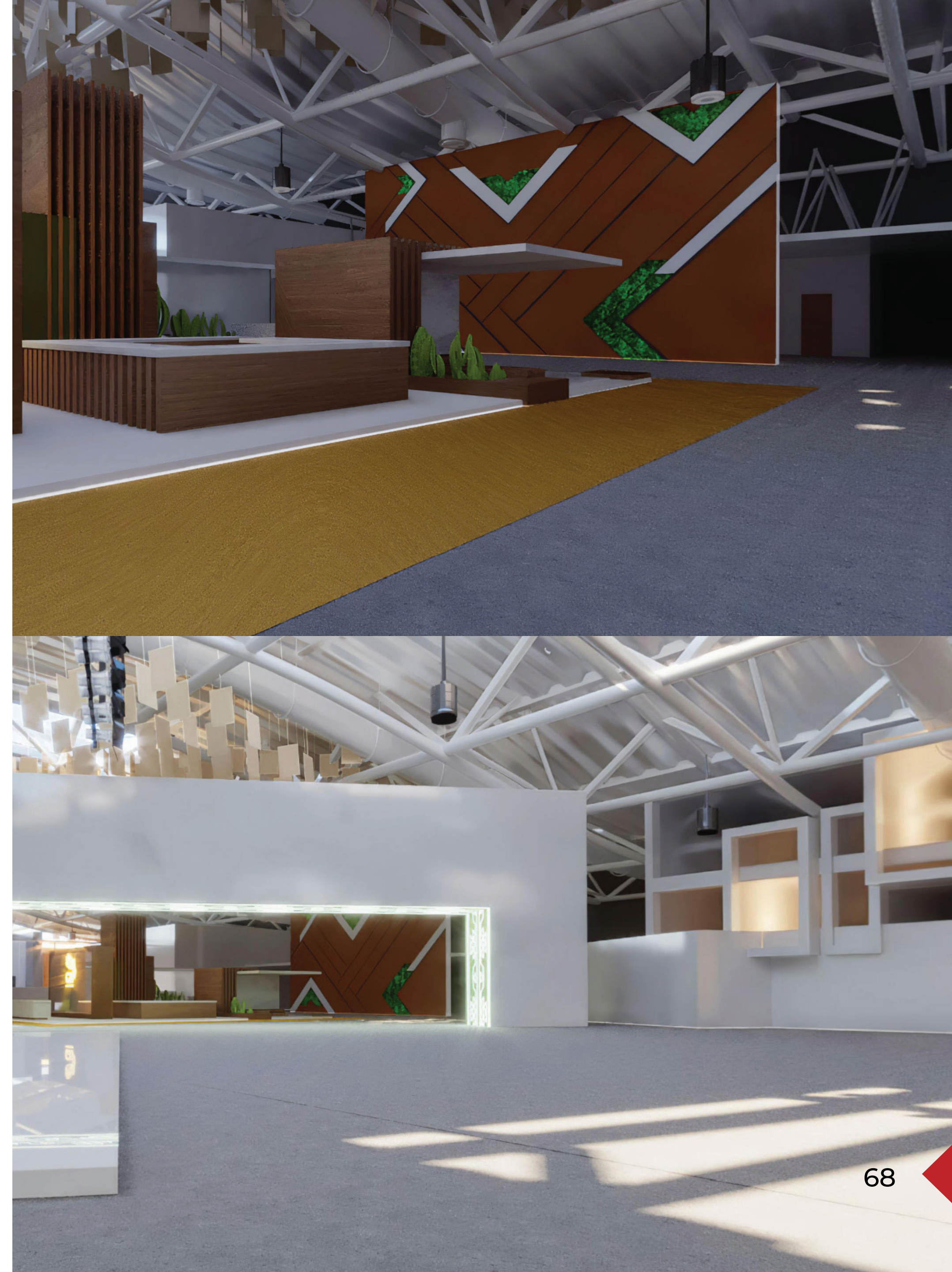




## THE LANDMARKS

The left edge of “Alqasaba” is the “Future Gate” landmark. Which is lighten from beneath to shower the users with light whenever they pass. Then comes the second node “Alwaha”, which represents the rural and Bedouin nature of Saudi Arabia. It is a relaxed yet energetic gathering area where active engagement among users takes place in an Oasis type atmosphere with semi-formal interactive sitting areas. Small indoor plants and a vertical garden are carefully used in this node.

*Future Gate, Landmark 2*







## THE LANDMARKS

The Stand-Up Photo Wall is the most important Landmark. It is the image of the G20 International Media Center that will be seen and remembered word wide







## THE LANDMARKS







# **06:** **SOCIAL DIMENSION**

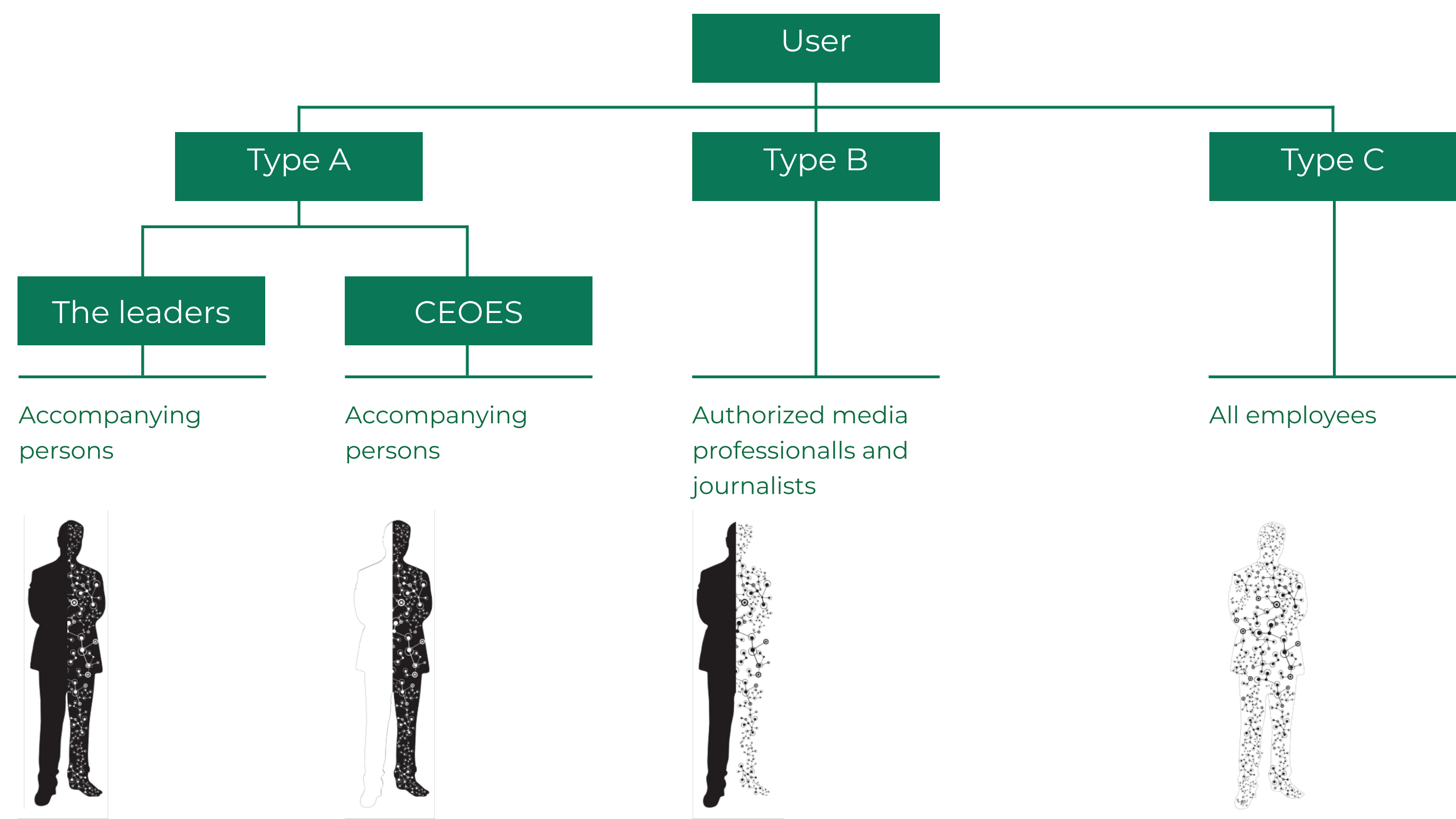




# USERS CATEGORIES

Transferring physical pulses that impact users' social dimension and positively influence all space syntax dimensions as a whole is our ultimate goal.

Three types of users are expected to visit the G20 International Media Center, each with their own needs, tasks and interests. Accommodating each type requires maintaining a balance between separation that allows each type to fulfill their security and needs, and connectivity that ensures none feel isolated or disrespected.








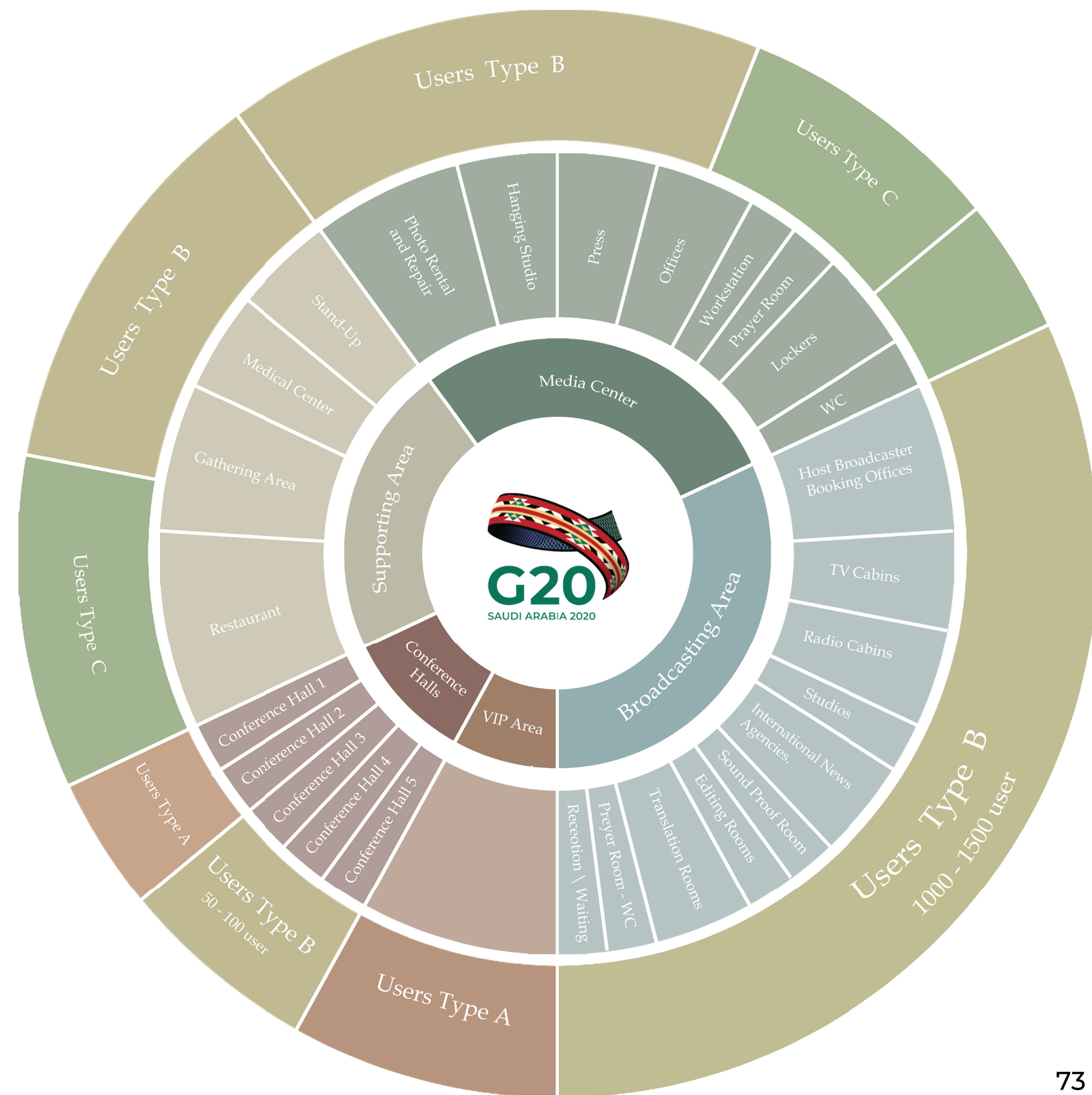


# USERS' NEEDS IN EVERY SPACE

The three types of users are expected to visit specific zones in the event as seen in the diagram;

- Type A users are the VIPs and their companions, their circulation path is well calculated, Semi-isolated and secured.
- Type B users are the authorized media professionals and journalist who can access the semi-secured areas as well as all other functions
- Type C users are all other users and their movement are limited in the public function and zones.

-  Broadcasting Area
-  Media Center
-  VIP Area
-  Conference Halls
-  Supporting Areas







## HUMAN NEEDS

Maslow (1954) stated that “open spaces, in addition to being a physical element, are also a social fact”. The implementation of these aspects was through allowing our 6000 users to experience active engagement in an energetic yet relaxed way.

The relationship between the users, their desire, their human needs, their activities and the physical dimension of the design was the core aspect of this design





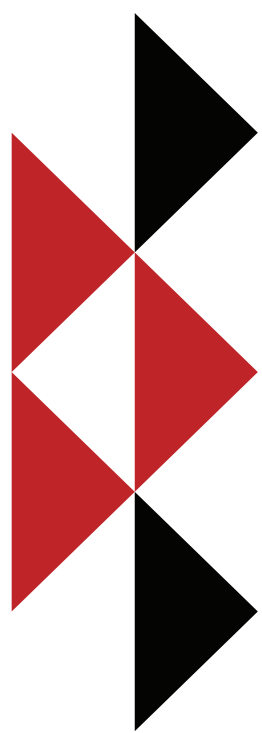


## HUMAN NEEDS

Creating informal rest and relaxed areas in each zone was a fundamental way of achieving active engagement . This will ensures the enrichment of user experience and cater the maximum social activities.







# **07:** **VISUAL DIMENSION**





## **SENSE OF RHYME AND PATTERN, WEAVE AND WAVE**

The visual image of the spaces is created by the patterns induced from the WEAVE and WAVE concept mentioned above. For example the layout plan of “Alqasaba” node is designed with a perpendicular grid inspired by the Sadu WEAVE. It represents the unique past and authentic origin of Saudi Arabia. On the other hand, the ceiling is designed as Dynamic Spreading WAVES, it represents the glorious futuristic vision of the kingdom.







## SENSE OF RHYME AND PATTERN, WEAVE AND WAVE

The WEAVE was also emphasized in Alrewaq hospitality tent as well as the future gate





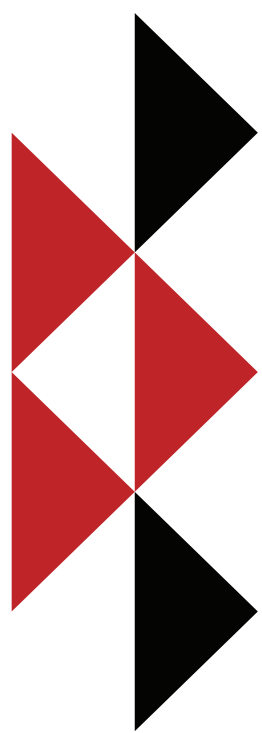


## SENSITIVITY TO HARMONIC AND RELATIONSHIP

The atmosphere of the work zones is completely different from the nodes and landmarks. It is harmonic, simple, and elegant. The relationship between work zones are considered and guided by mature signage system







# **08: FUNCTIONAL DIMENSION**

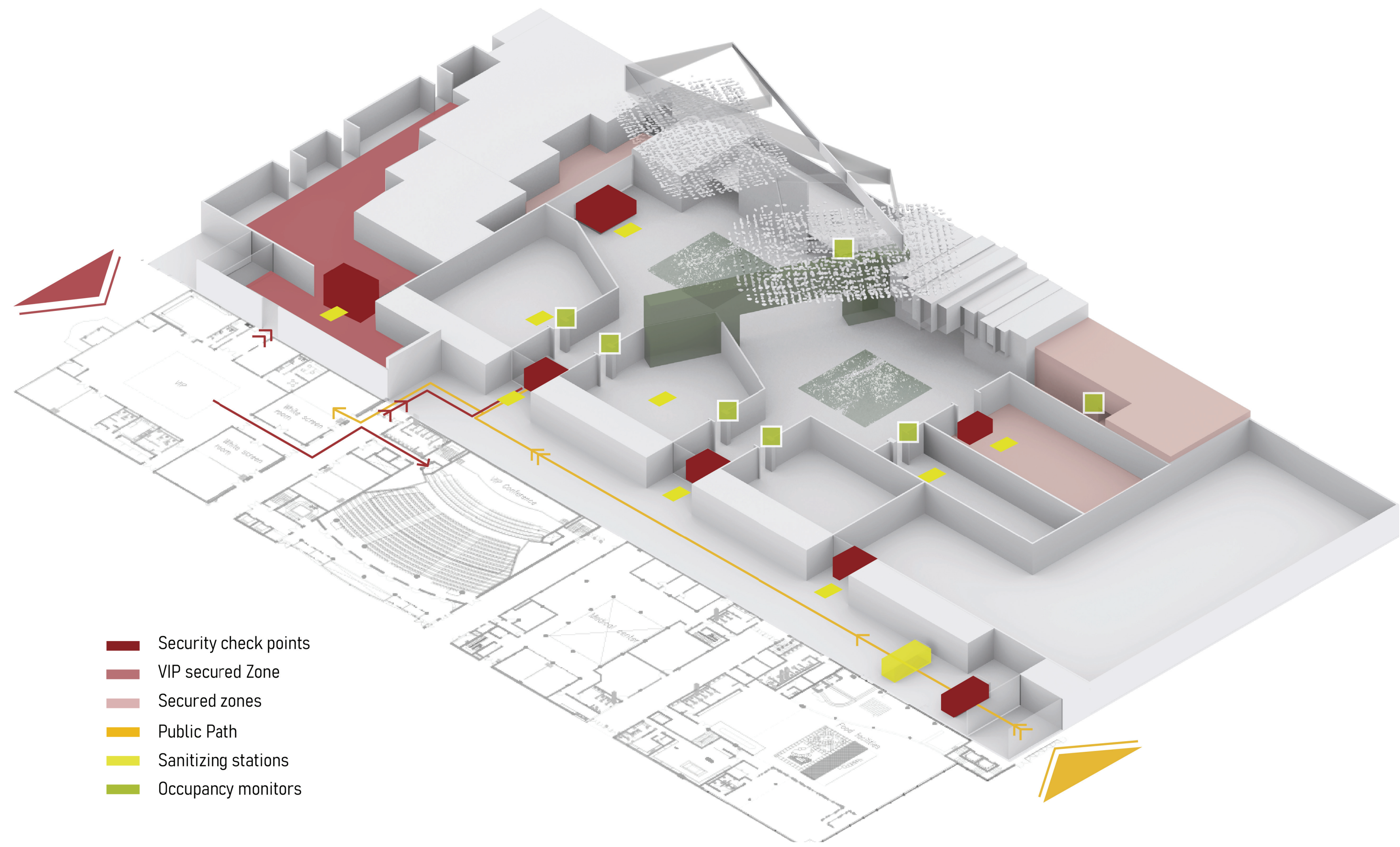




# CIRCULATION AND SECURITY

The Conference area is designed to satisfy the highest level of security. The area is directly connected with the VIP area and their main circulation path is separated completely from the journalist and media workers. On the other hand, a secondary path is created to link the VIP area with the media center's main hall.

OPTION 1



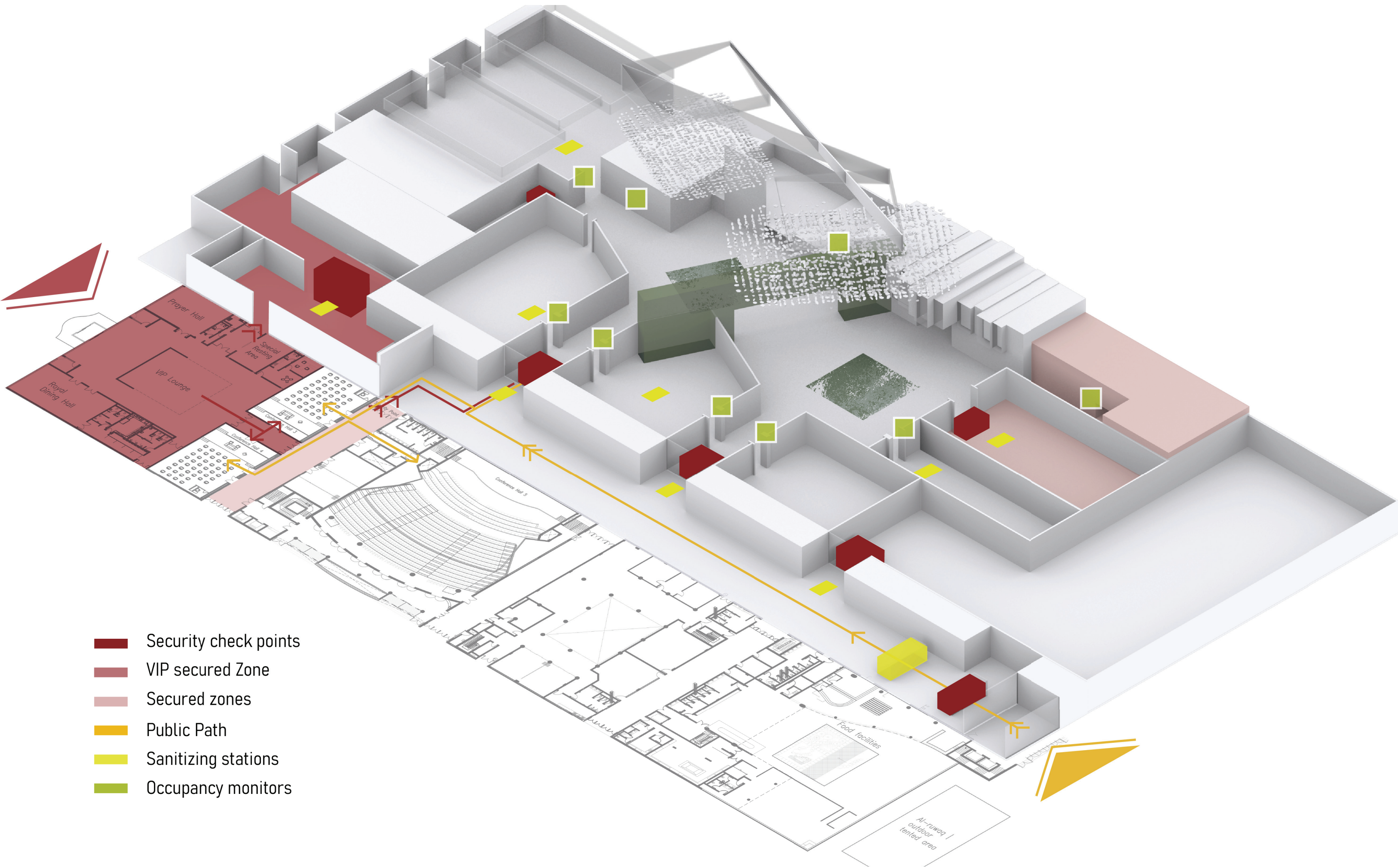




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## OPTION 2

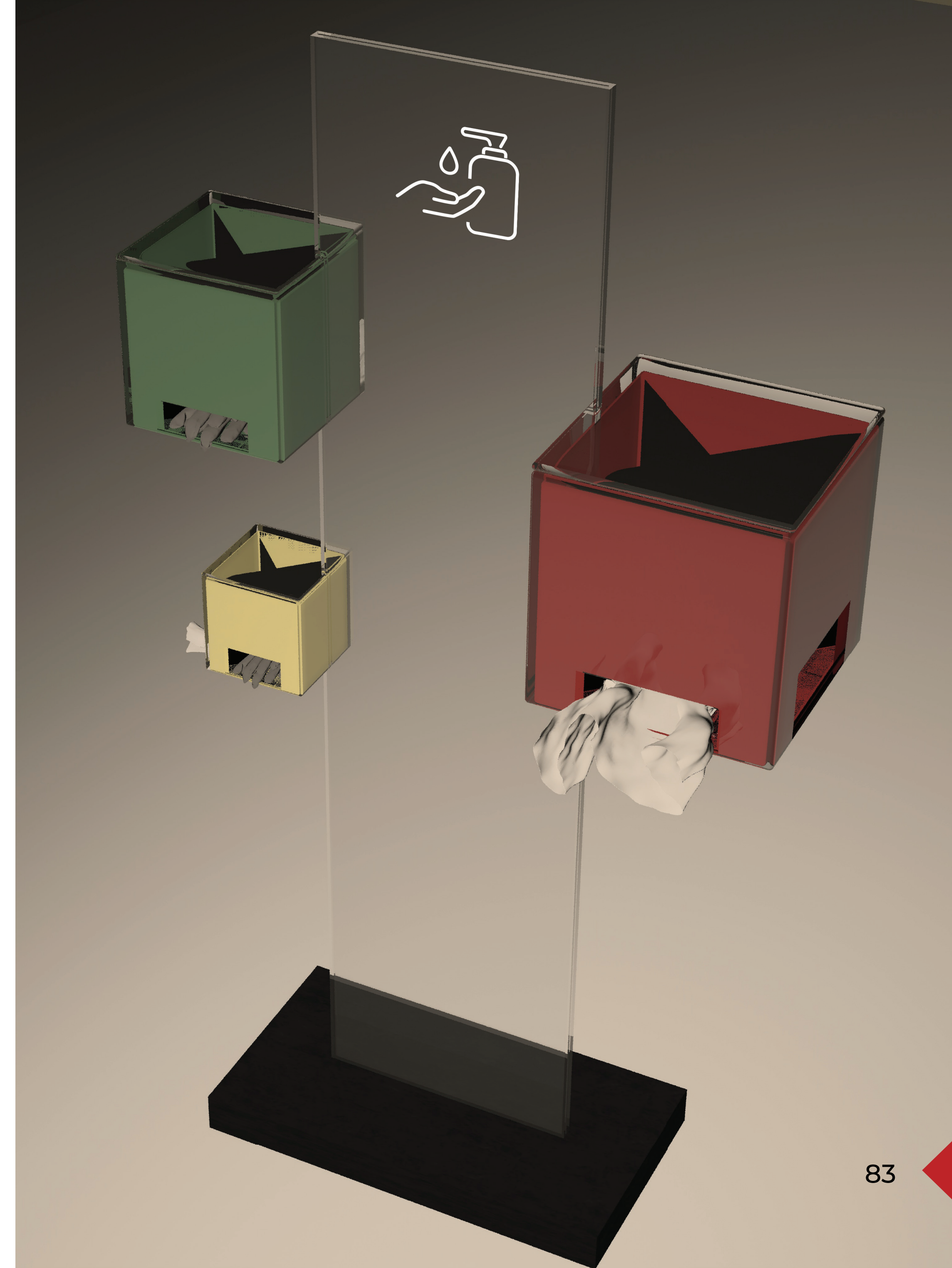






## SOCIAL DISTANCE AND SPECIAL NEEDS

One of the biggest challenge of that project is social distance. Hosting 6000 users in an indoor environment in an epidemic period is a huge responsibility. All work ares is designed to satisfy the 6 feet distance rule and each zone is supplied with a sterilizing station. Each zone is introduced by an occupancy monitor to avoid users overload.







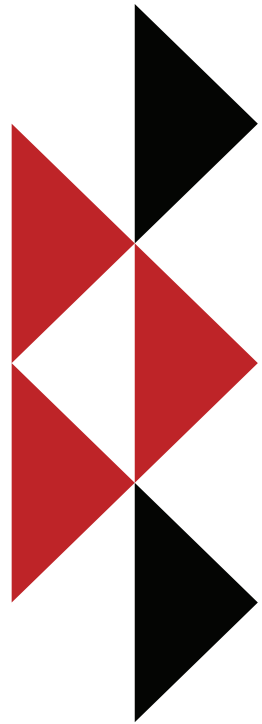
# OPTION 1 AND 2 COMPARISON

ZONE	OPTION 1	OPTION 2
Conference Hall 1	106 users	100 user
Conference Hall 2	55 users	100 user
Conference Hall 3	55 users	50 user
Conference Hall 4	50 users	50 user
Conference Hall 5	54 users	50 user
Main Conference Hall	300 user (%50 for social distance)	300 user (%50 for social distance)
TOTAL	620 user	600 user

Media Center Workstations Officers	556 users	1060 user
Media Center Individual Offices	15 Offices	80 Offices
Meetings Rooms	8 Meeting Rooms 100 users	8 Meeting Rooms 90 users
Business Center		
TOTAL	660	1330







# **09: IDENTITY APPLICATIONS**





GOLF CART + BUS







BUILDING PRINTABLES







## INDOOR PRINTABLES







STERILIZATION STANDS







## COVID 19 KIT







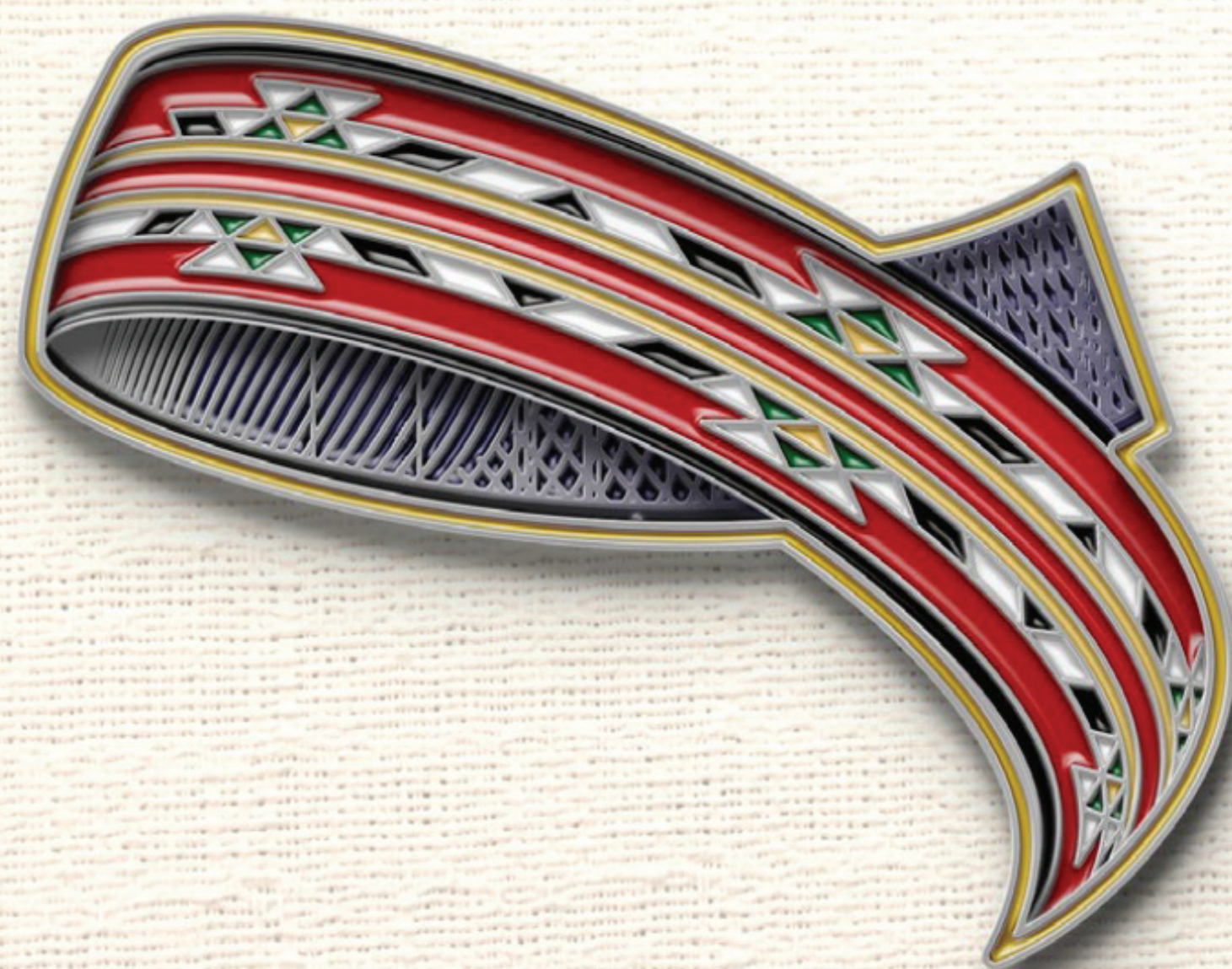
## VISITOR KIT







## VISITOR KIT







SNACK ROOM







RESTAURANT







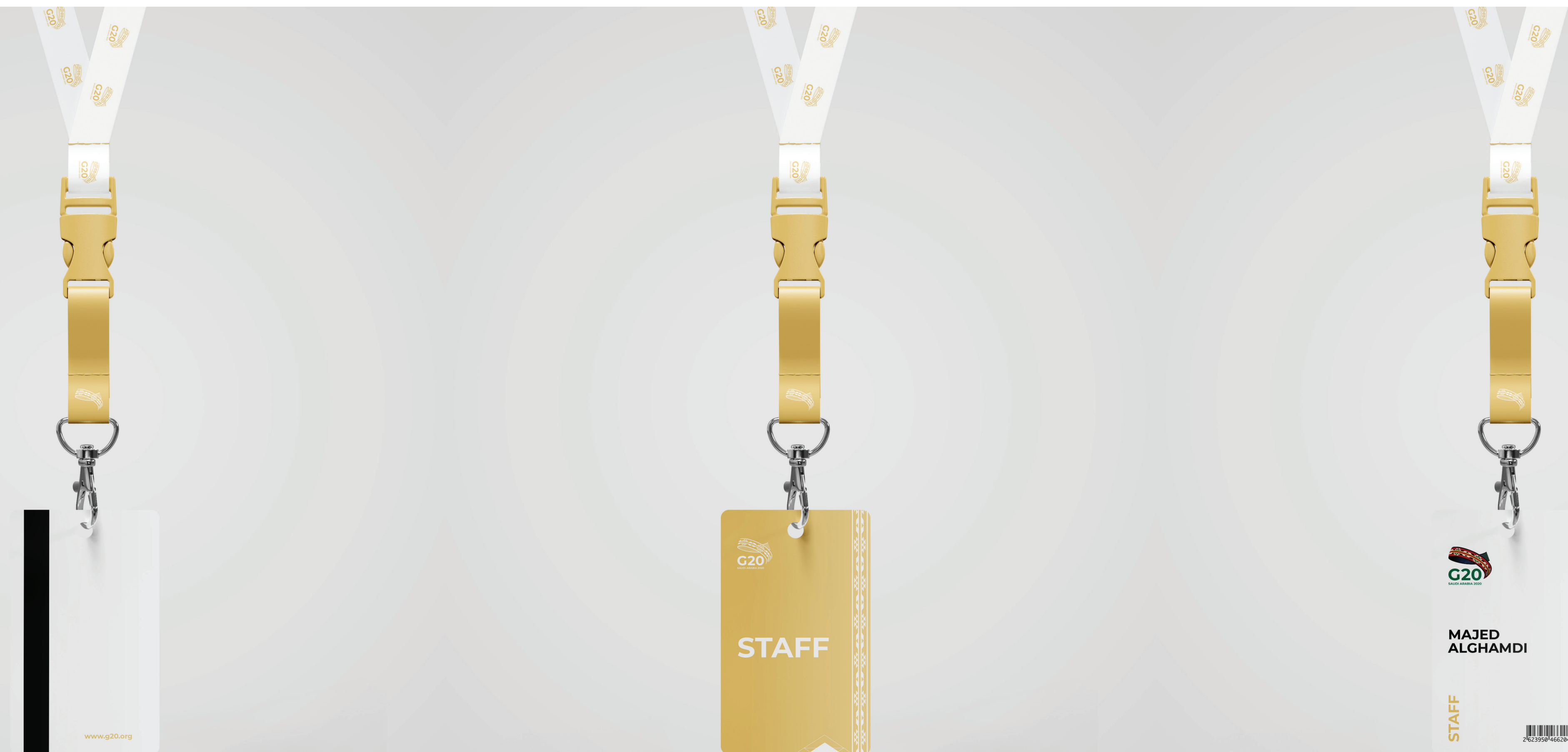
## ID CARDS







## ID CARDS







## ID CARDS







**10:**  
**ENRICHMENT IDEAS**  
**-INCLUSION OF PUBLIC ART**



Please note that all the artists listed in this proposal were solicited for this proposal and we have their approval to include their art in this offering. However, the actual procurement of these art pieces will be subject to the timeline as most of the artist need about 10 weeks to make the pieces available.





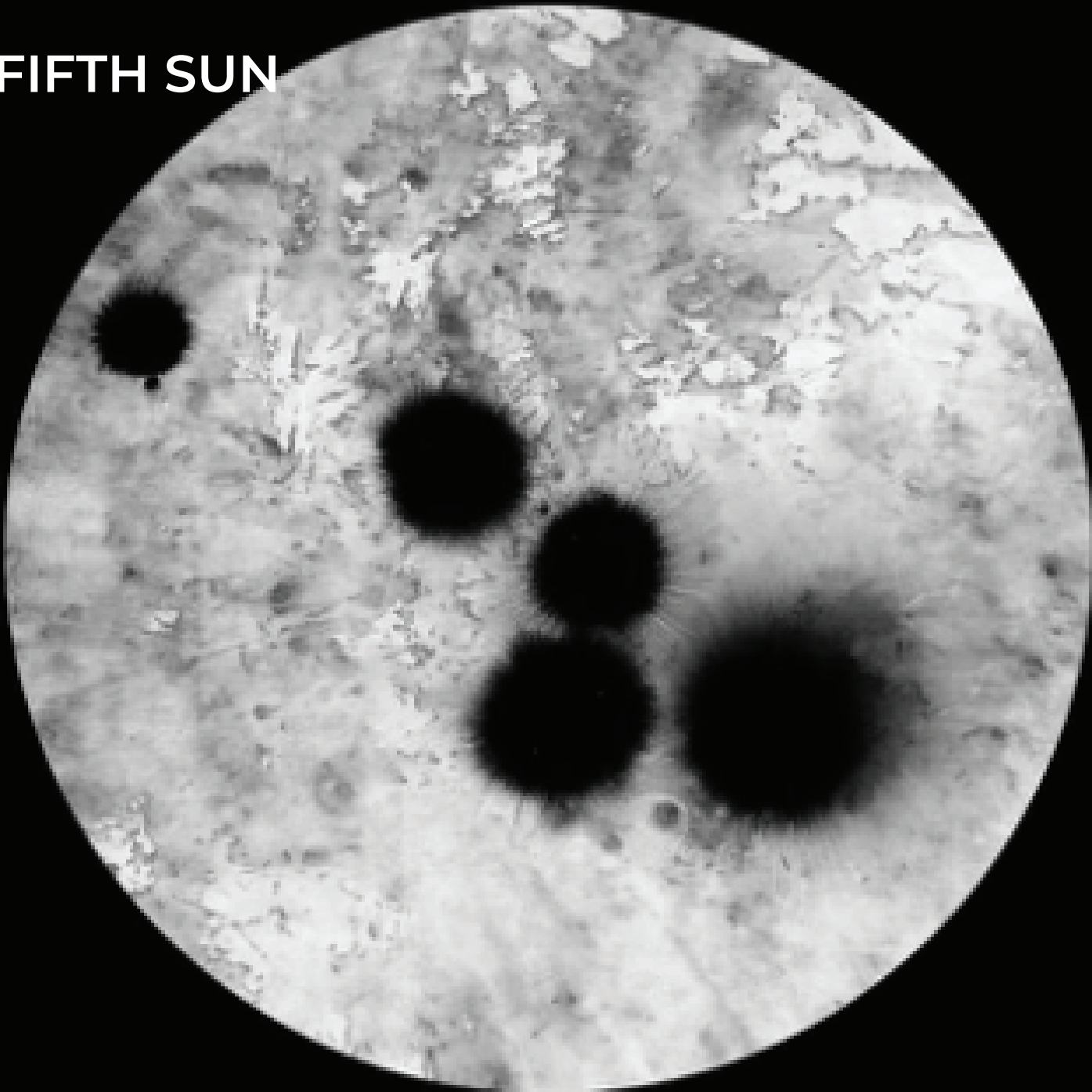
# MUHANNAD SHONO (1977)



[Video Link](#)  
[Website Link](#)

Shono attributes his early creative influences to the restrictive religious establishment that oversaw all aspects of life in the country. The depiction of sentient beings was discouraged and in some circles strictly prohibited in Saudi society at the time. Creation was seen as the sole privilege of a deity, this monopolisation began a rift in Shono’s relationship with all forms of ideology.

## ► THE FIFTH SUN



## ► THE LOST PATH







# NOJOUD ALSUDAIRI



[Website Link](#)

Nojoud Alsudairy is a multidisciplinary artist and architect based in Riyadh, Saudi Arabia. Her practice is focused on weaving, architecture, and research related to socioeconomic urban themes in contemporary culture. She has exhibited in a number of group exhibitions in KSA and the region including at 21,39 Jeddah and Art Dubai, UAE.

► HANGINGS 2018



02.

► AJA AND SALMA 2018



101





## **WOVEN MEMORY BY MUHANNAD SHONO & NOJOUD ALSUDAIRI**

An interactive electronic tapestry of copper wires and ferrite rings storing a digital memory.

This project aims to create a hand woven, electronic tapestry of memory using AlSadu weaving. The aim is to revive a diminishing technique from the 1960's known as 'Core Rope Memory'. By combining this woven technology and its intricacy with our goal to shed light on a disappearing practice like AlSadu weaving.

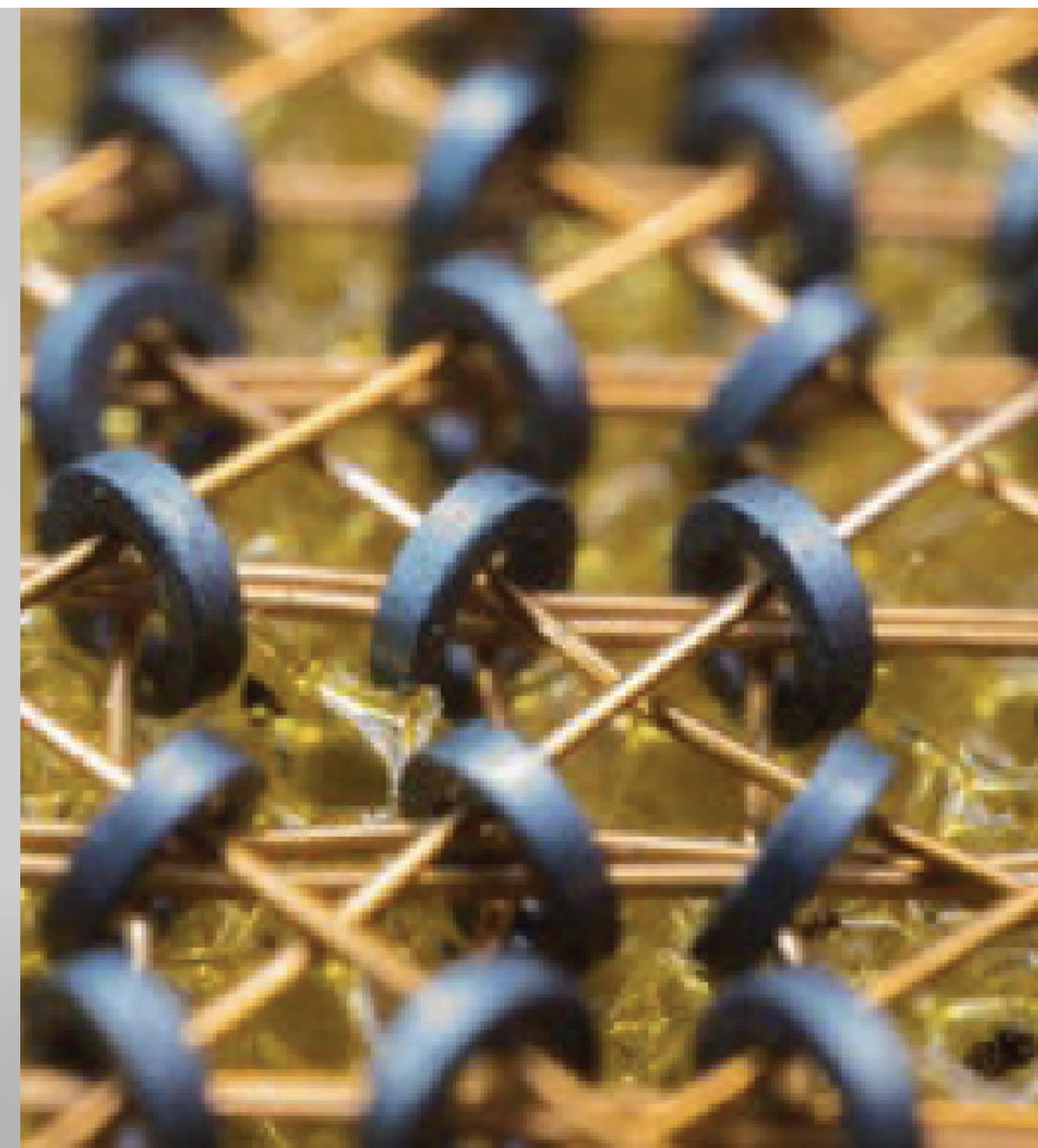
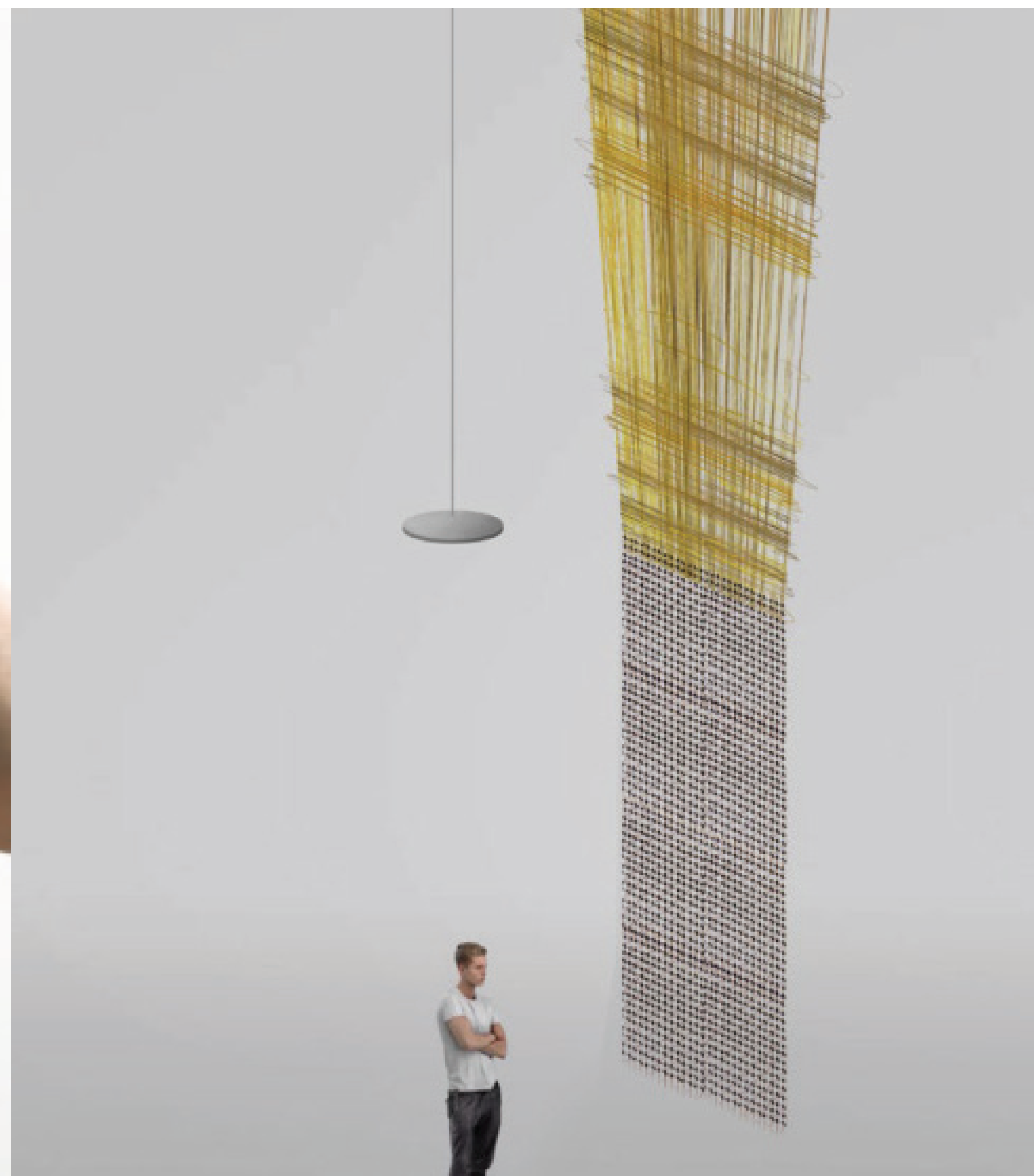
► **BREATHLESS, MAIDEN LANE, NYC 2014**







# WOVEN MEMORY BY MUHANNAD SHONO & NOJOUD ALSUDAIRI







# GRIMANESA AMORÓS (1962)



[Video Link](#)  
[Website Link](#)

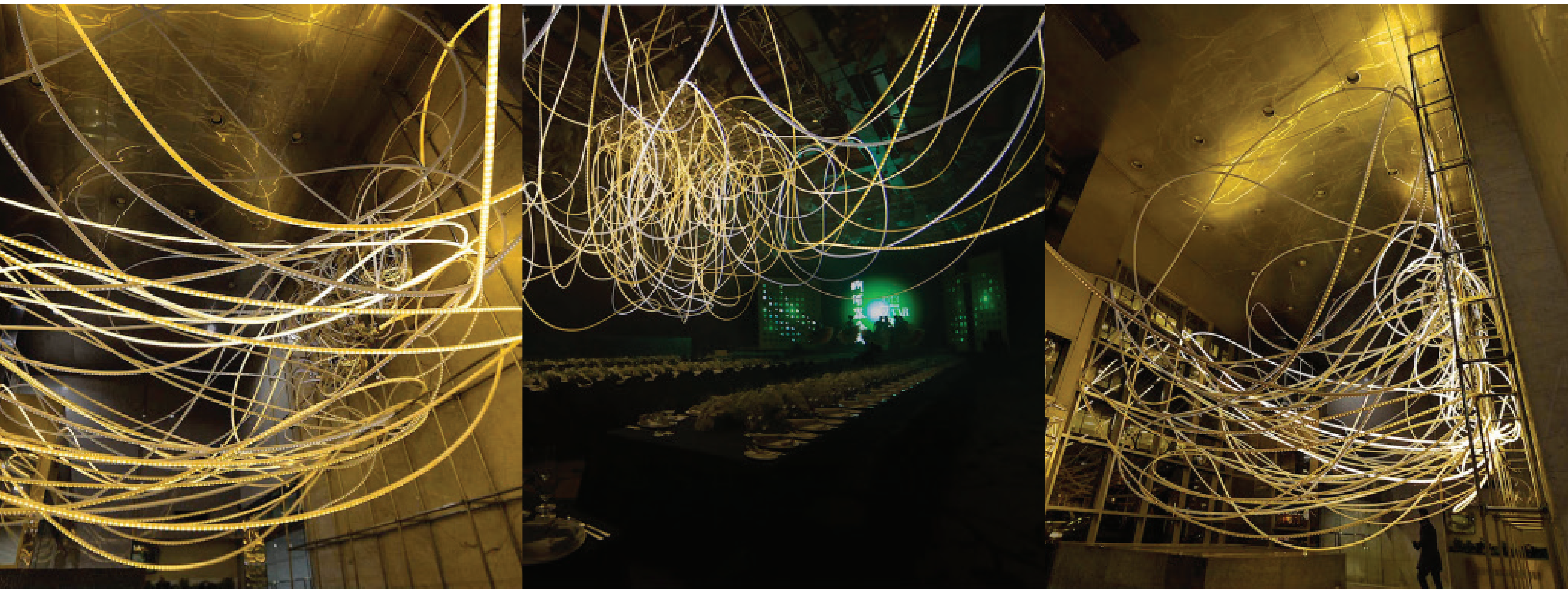
Peruvian Amorós is a NYC-based interdisciplinary artist with diverse interests in the fields of social history, scientific research, and critical theory. Using sculpture, video, and lighting she creates works that illuminate our notions of personal identity and community. She has often drawn upon Peruvian cultural legacies as inspiration for her large-scale light-based installations, which she has presented around the globe, from 13th Havana Biennial, Cuba (2019) to New York’s Times Square and Art Basel Hong Kong (2013).







## GRIMANESA AMORÓS (1962)





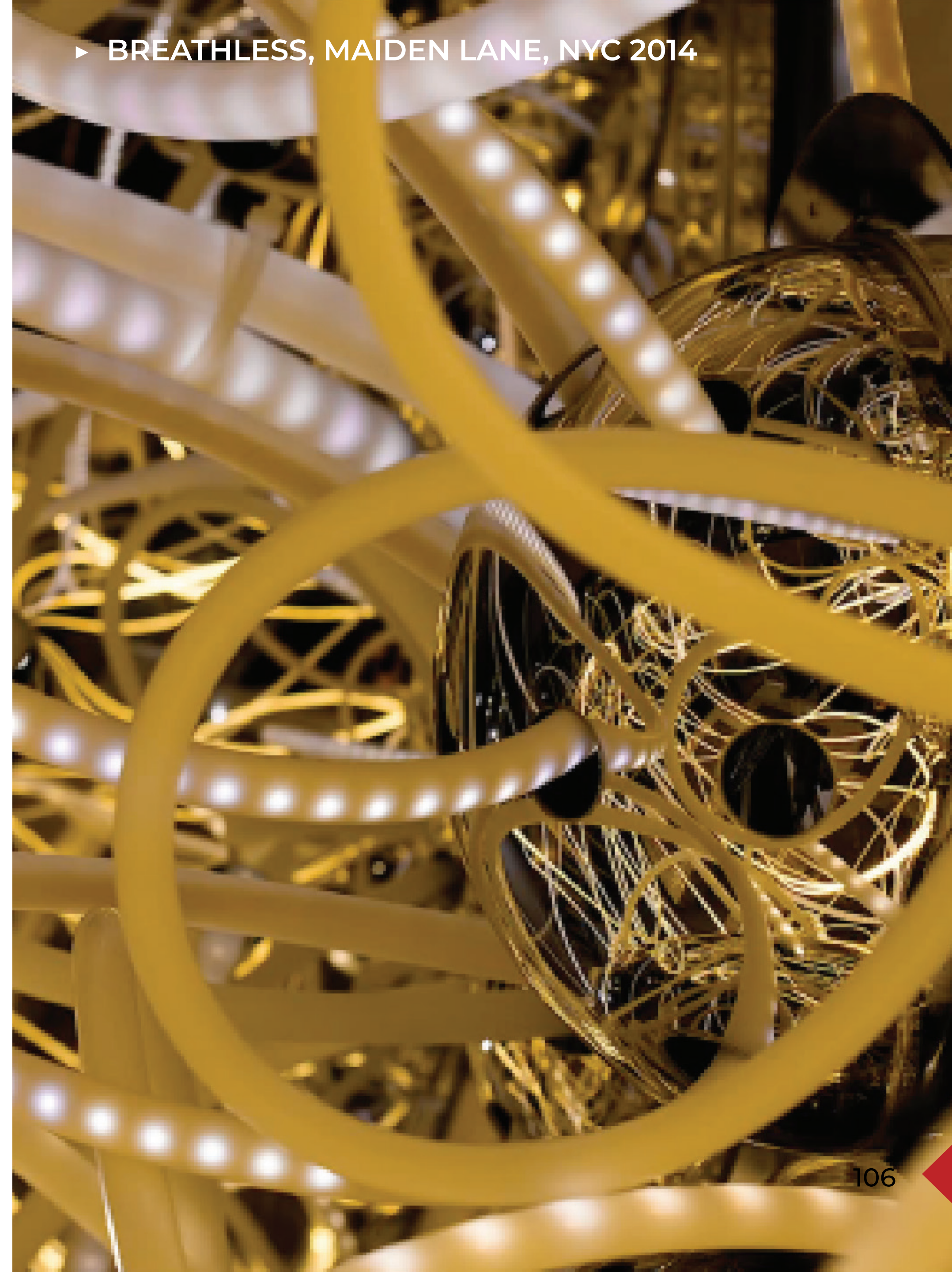


## A NEW COMMISSION INSTALLATION BY GRIMANESA AMORÓS

World-renowned light artist Grimanesa Amoros presents a spectacular new sculptural installation for the ceiling of the G20 media center. Inspired by the theme of 'Golden Thread' the work is formed of a tangle of glowing and pulsing LED tubes that create complex, meditative patterns visible from many areas of the building.



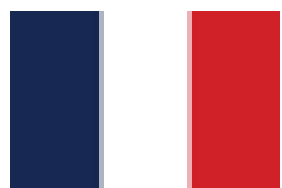
► BREATHLESS, MAIDEN LANE, NYC 2014







# CHARLES PETILLON (1973)



[Website Link](#)

Petillon is a photographer whose iconic Invasions series represent different areas invaded by a cluster of inflatable white balloons, which appear like clouds, in a poetic staging. His work aims to make the public see the world around him with a different eye. White balloons bring to the childhood and the fragility and restore emotion in these places. In 2015, he presented his first public art installation in London's Covent Garden.

► MUTATION



► IGLOO







## NEW INSTALLATION BY CHARLES PETILLON SUSPENDED SCULPTURE

An indoor or outdoor installation for the media pavilion, this would be installed in the high-vaulted entrance or central atrium. Petillon would plan a site specific response to the space.







# **11: CREATIVE SOLUTIONS FOR SOCIAL DISTANCING**





FLOU APP

AI-solution to monitor social distancing and manage a safe customer-flow in grocery stores



Abdulaziz Alghunaim  
Software Engineer



Abdulrahman Alfozan  
Machine Learning Engineer



Muneeza Patel  
Product Manager







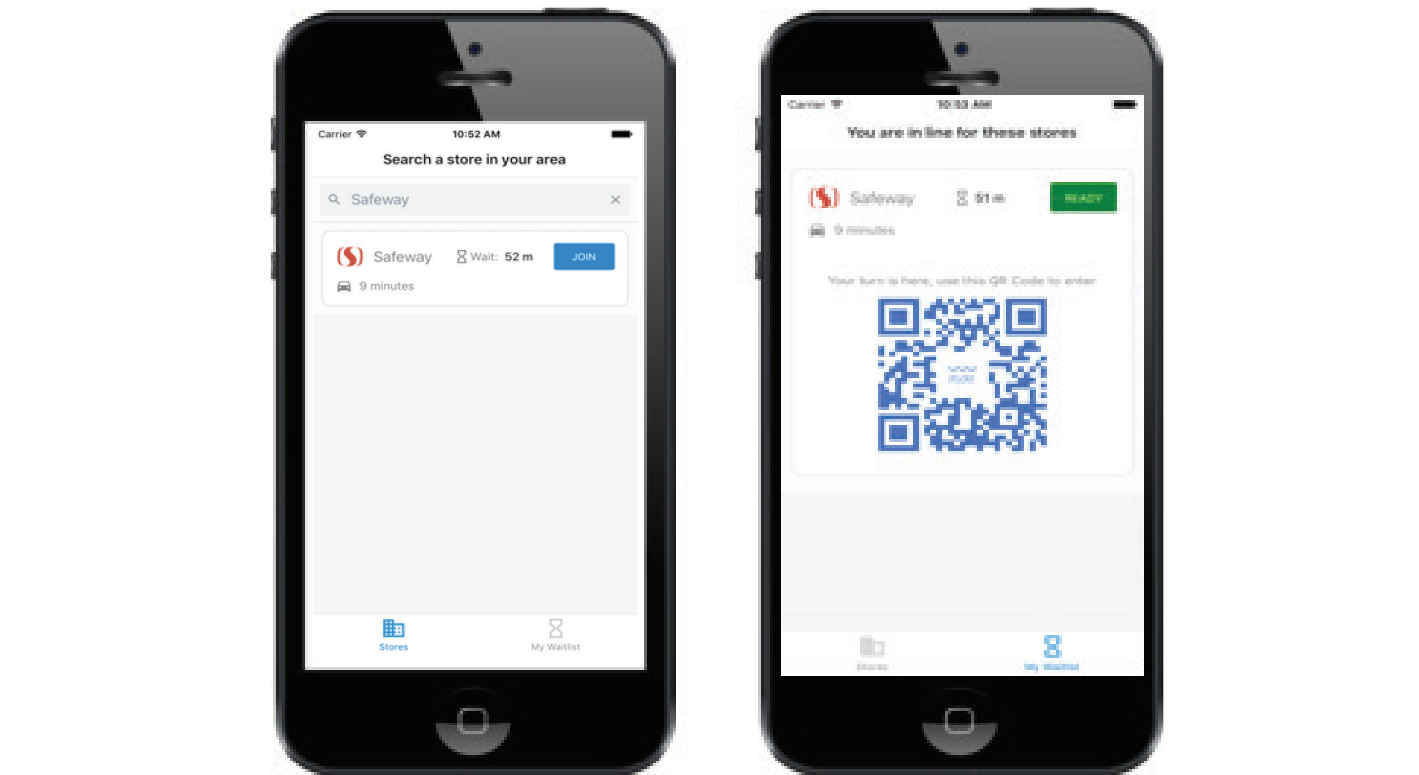
# FLOU: OUR AI-SOLUTION TO MONITOR SOCIAL-DISTANCING AND MANAGE SAFE CUSTOMER-FLOW IN GROCERY STORES

1. We apply AI social distancing compliance algorithm on security footage to calculate a safe store capacity



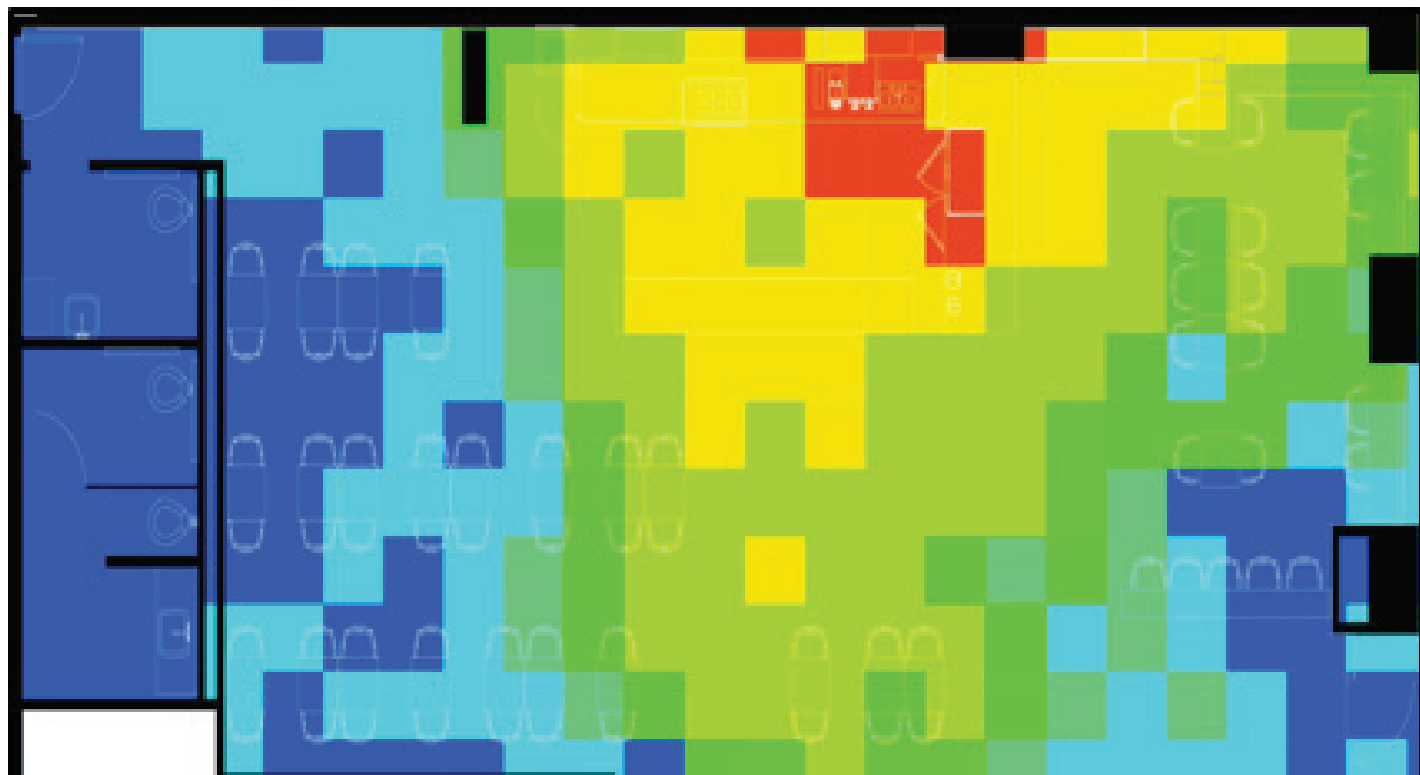
Artificial Intelligence

2. From their homes, customers use our mobile app to join a live waitlist, designed to meet the calculated safe store capacity



Mobile App

3. We provide actionable analytics and insights to store managers, helping them improve compliance



Store Analytics







# OUR NOVEL IMPLEMENTATION USES AI AND COMPUTER VISION TO MONITOR SOCIAL DISTANCING AND MANAGE CUSTOMER FLOW



Grocery store security footage



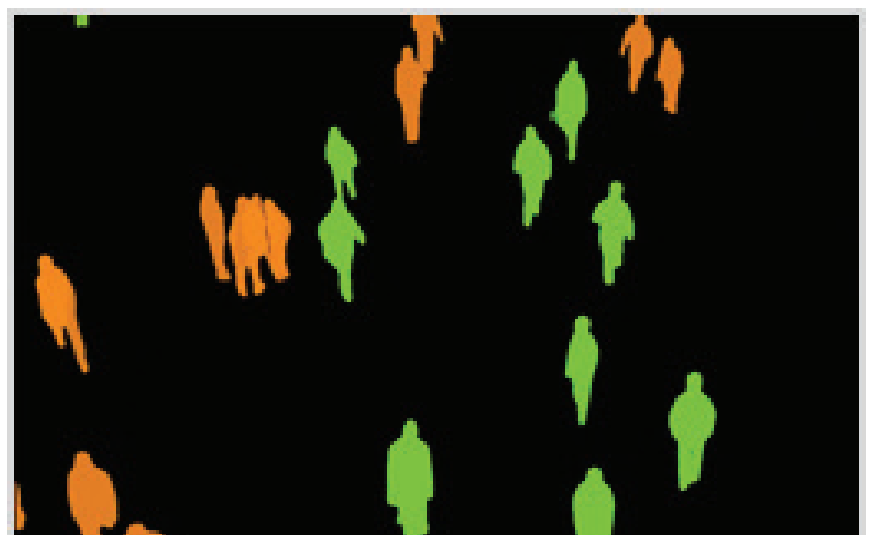
Our solution reads live security footage from grocery stores

Customer Detection



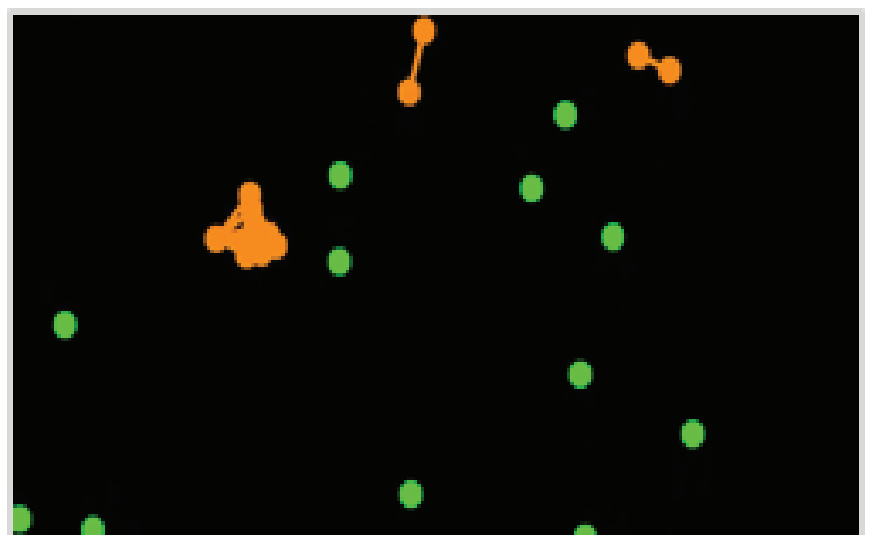
Our algorithm automatically detects and labels customer figures in the footage

Social Distancing Compliance Model



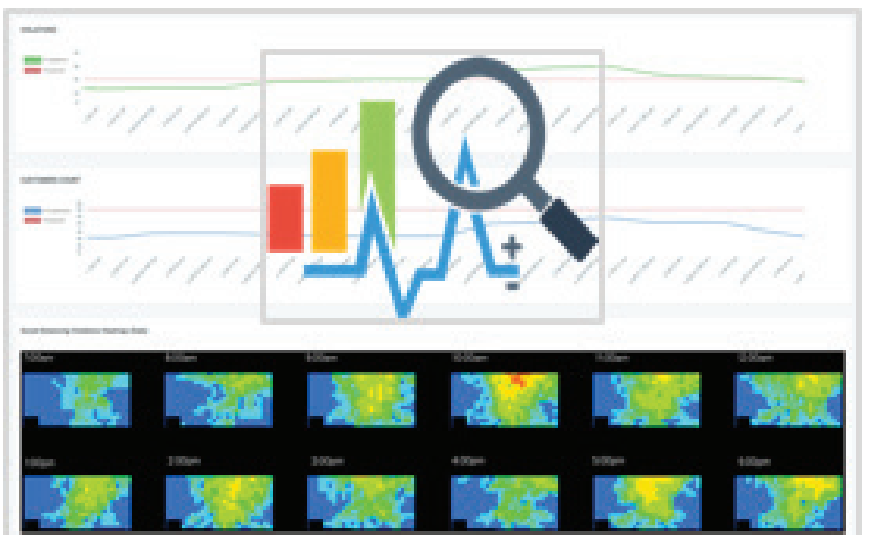
Each costumer is marked based on their proximity to others using our Social Distancing Compliance Model

Bird eye view



Social distancing violations are projected on the store layout creating a bird-eye view for easy monitoring

Dynamic Capacity Calculation



Violation data is processed to calculate a dynamic, daily store capacity. Stores with high compliance will safely accomodate more customers





# PROJECT EXECUTION METHODOLOGY





## 1.0 AN OVERVIEW

The PMO of the G20 International Media Center (IMC) is responsible for the IMC readiness and its effective operation of all components. In addition, the PMO is responsible for providing guidance to the taskforces responsible for IMC establishment and management. Kindly contact the PMO taskforce department for more information on the taskforce structure that supports the management of these components.

Widely, we will focus on the program governance structure. The Program Management Unit will submit the reports to the Executive Steering Committee, and the IMC PMO will manage the different service providers.

The PMO will work as a driver and an element to integrate between the expectations and results. In addition, it will work to manage benefits, as well as supervision to ensure the successful operation of the G20 International Media Center (IMC).

The work of the Program Management Office always begins with a review and analysis of the current master plans, documents and previous activities that has been carried out in preparation for IMC establishment as part of the KSA G20 Presidency Plan.

Given the fact that the IMC is the first component of the G20. In addition, Fast Tracking is expected to represent a major project challenge. Fast Tracking leads to the risk of work re-implementation that may be a major reason for the delayed delivery of project, which is contrary to the main purpose of fast tracking. According to the QA & QC system, another challenge confront to the fast tracking system is the difficult progress control.

The work can be carried out in parallel, reducing the need to perform

quality tests upon completing a phase and before starting the next phase. This will require paying more attention to in use the best practices of project management including Quality assurance, Scope Validation and Risk Management.

Other key elements that help mitigate the risks of fast tracking include Clear Reporting, Escalation Guidelines and Communication Ground rules. Figure 5 below presents the technologies and solutions owned by our company and partners to solve Fast Tracking problems.





# 1.0 AN OVERVIEW

TalentS methodology includes a mix of international PMO standards and program management standards, as well as the extensive experience our company cadres have in managing project management offices globally - whether through the Saudi Ministry of Communications and Information Technology, the Saudi Development Fund, Riyadh Municipality, MAWANI or the Ministry of Health (Al-Fawzan) and several universities such as King Khalid University. We also provided several services to Ford Motors Company and Visteon Fermi II reactors in USA.

Solutions

Challenge: Fast Tracking	
	Communication Management
	Integration Management
	Risk Management
	Open Communications
	Transparency
	Cooperation
	Partnership
	Best practices-based program management methodology
	Best practices-based project management methodology







## 2.0 PROJECT IMPLEMENTATION PLAN

### 2.1 PMO Taskforce

The PMO plays a pivotal role in the IMC establishment and management, the Visitor Enrichment Centre and the region of official transporter. The PMO taskforce plays a critical role in ensuring the success of the IMC components and achieving its goals. The PMO shall also become a “Centre of Excellence» and a source of expertise, knowledge and inspiration for the Media Committee Secretariat as a whole. Therefore, it plays a major important role among key stakeholders.

To ensure timely vision, governance, escalation and support, all major stakeholders must be represented at three levels. All three levels work together in horizontal cooperation manner to ensure success. They also work vertically to ensure the effective and proper implementation:

- Leadership Level: Allow to escalate and solve problem on time.
- Project and Program Management Level: This is responsible for the program and project management component.
- Team Level: It is responsible for performing the necessary on ground activities.

In the above part, the Executive Steering Committee ensures that all parties are subjected to the supervision and accountability.

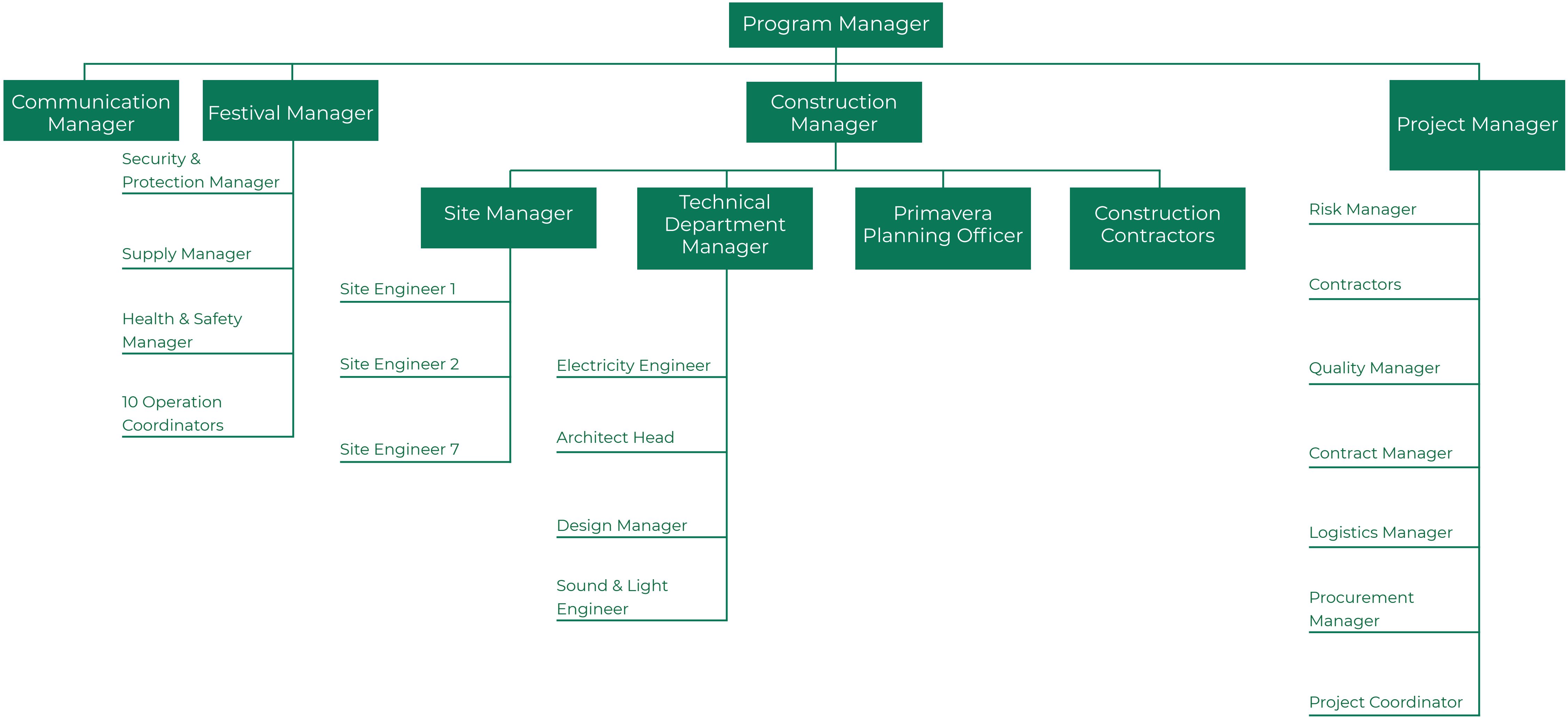
	Executive Steering Committee			Other functions added as needed
	Project Committee			
	Client	PMO	Main Contractors	
Leadership	Client Leadership	PMO Leadership	Main Contractor(s) Leadership	
PM Function	Cllient PM	PMO	Main Contractor PM	
Teams	Client Organization	PMO Team	Providers teams	







# 2.0 PROJECT IMPLEMENTATION PLAN







## 2.0 PROJECT IMPLEMENTATION PLAN

### 2.2 PMO Taskforce

- Program Director is responsible for the PMO performance and operation. He is the liaison officer between the PMO, the client and other key stakeholders.
- Contracts and Partners Manager: He is responsible for management of the contractual work project. The Procurement Department begins with the procurement strategy, planning, conducting, evaluating, selecting, monitoring and completing the contractual work.
- Project Manager: Project management roles include the management of IMC establishment and operation and the proper visitor involvement.
- Construction Manager:
- Communication Manager: He is responsible for public relations, communicating with all stakeholders, and ensures the flow of information in a timely and appropriate manner, and the value added to all stakeholders based on public relations and communication plans.
- Health and Safety Manager: He is responsible for applying health regulations and safety standards in all parts of the program properly, in line with the international standards recommended by the World Health Organization.

### 2.3 PMO organization, planning, management and monitoring processes

The key points to our approach with the view of equipping and operating IMC PMO:

- Agility: We will develop a basic plan document to be updated and improved regularly and in short periods throughout the project term to reflect changes, improvements and lessons learned in a line with the program progress.
- Governance: We propose a broad governance methodology that covers all levels of the project to ensure the provision of appropriate level of decision-making and monitoring for the various stakeholders. Governance

- has to be multi-layered across the partner hierarchy so that the right decisions can be taken at the appropriate levels of partner companies. Steering Committee and taskforces will be formed based on three levels: executive management, intermediate management and written management with clear horizontal and vertical communication channels.
- Program Management: It is important that the program management shall not be treated as a project, since the benefits and the realization of vision are more important than simply completing the delivery of IMC deliverables. We will use the best practices of IPMI for program management that ensure the realization of value, benefits, and sustainability, stakeholder engagement, strategic alignment, and proactive and mature risk management at the program level.

Our company focuses on Benefits Management to ensure the realization of desired success results and the value desired from the program. Benefits Register will also help identify, track, measure and report on the benefits of establishing and operating the G20 IMC. Benefits realization report will represent a part of the executive reports and dashboards that will be explained in detail in the communication plan and the progress reporting section.





## 2.0 PROJECT IMPLEMENTATION PLAN

Stakeholder	Date	Risks (opportunities) #	KPI s	Target	Main findings	WBS mapping	Description	Benefit name	Benefit No.

### 2.4 Operations

Comprehensive operations will be developed and refined to procure an effective management environment. Operations include, but not limited to Quality control, change control, risk and issue management, communication, reporting, procurement and logistics. Operations will be derived from International Program Management Standards (PMI) and modified according to the last program management experience our company have.

While each operation has unique steps and methodologies, it is complementary and enriches each other, developing a basis for increased efficiency within PMO functions and daily activities.

### 2.5 Programs and Tools

In general, (Primavera P6, Primavera enterprise and Primavera Contract Management) software will be used in program management functions. However, they will be used in particular to manage resources, budget, finance, schedules, problems and risks and for the purposes of group collaboration.

Using Primavera will enables the taskforce to access to an ease usable and adaptive portal that hosts all program related information. Some program pictures are as below:

### 2.6 Analytics

Analytics of this program have multiple purposes and represent an integral part of proper and timely decision-making process. Analytics will be collected in Dashboard format to improve end-user data visualization experience.

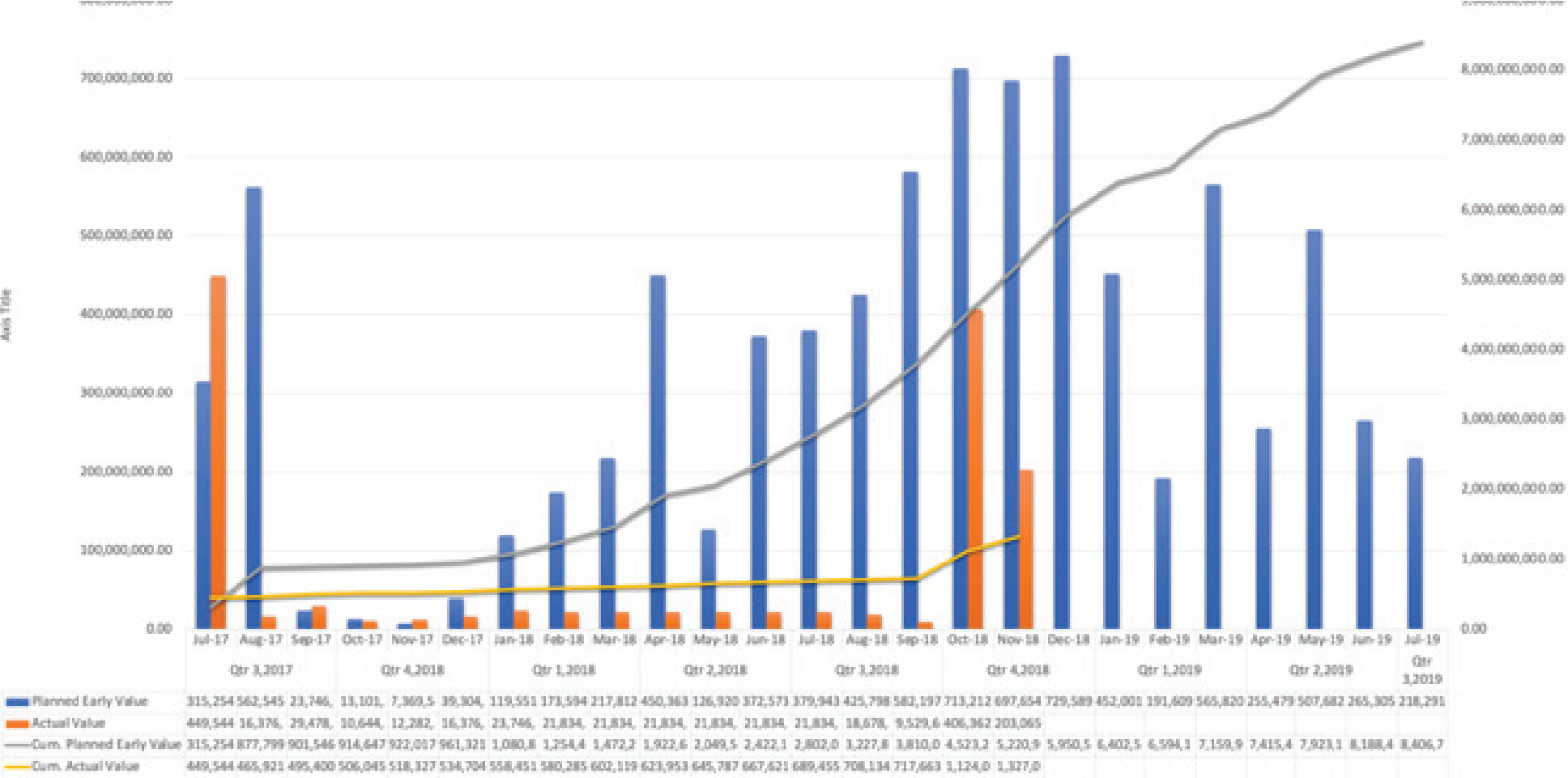
Analytics will be collected using a variety of tools and displayed on the dashboard.





2.0 PROJECT IMPLEMENTATION PLAN

Layout: Basra- bills						
Resource ID Name	Resource Name	Activity Name	Price / Unit	Budgeted Units	Budgeted Cost	Actual Cost
Total					\$57,075,959.68	\$5,005,936.30
Bill Number: Bill-1 Bill.1 Preliminary					\$5,200,213.04	\$4,093,931.76
Division Number: Div. General					\$5,200,213.04	\$4,093,931.76
Bill Number: Bill-2 Bill.2 Site Investigation Works					\$53,525.18	\$53,525.18
Division Number: Div. General					\$53,525.18	\$53,525.18
Bill Number: Eng. Engineering					1 \$470,181.82	\$225,012.62
Division Number: ENG. Engineering					1 \$470,181.82	\$225,012.62
Bill Number: Bill-3 Bill.3 External Works Including Boundary					\$7,207,823.33	\$302,889.31
Division Number: Div.2 Div.2 Site Works					\$3,486,008.60	\$135,834.71
Division Number: Div.3 Div.3 Concrete Works					\$2,726,709.08	\$167,054.60
Division Number: Div.4 Div.4 Masonry					2275 \$128,358.87	\$0.00
Division Number: Div.5 Div.5 Metal Works					\$88,981.38	\$0.00
Division Number: Div.7 Div.7 Thermal & Moisture Waterproofing					350 \$8,228.13	\$0.00
Division Number: Div.9 Div.9 Finishes					\$357,453.59	\$0.00
Division Number: Div.16 Div.16 Electrical Works					\$412,083.68	\$0.00
Bill Number: Bill-4 Bill.4 Blending Chamber					\$4,712,839.34	\$0.00
Division Number: Div.2 Div.2 Site Works					\$37,841.17	\$0.00
Division Number: Div.3 Div.3 Concrete Works					\$2,502,216.37	\$0.00
Division Number: Div.4 Div.4 Masonry					\$39,128.30	\$0.00
Division Number: Div.5 Div.5 Metal Works					\$220,119.00	\$0.00
Division Number: Div.7 Div.7 Thermal & Moisture Waterproofing					\$188,203.25	\$0.00
Division Number: Div.8 Div.8 Doors & Windows					\$15,257.31	\$0.00
Division Number: Div.9 Div.9 Finishes					\$191,595.63	\$0.00
Division Number: Div.15 Div.15 Mechanical Works					\$1,130,488.99	\$0.00
Division Number: Div.16 Div.16 Electrical Works					\$388,029.33	\$0.00
Bill Number: Bill-5 Bill.5 Transmission Reservoir and Pump Station					\$34,126,559.06	\$330,638.02
Division Number: Div.2 Div.2 Site Works					\$744,841.26	\$330,638.02



Planned for next Month:

Project Monthly Meeting Executive Summary			
Project: Contract 4: Russaifah High Water Networks Restructuring and Rehabilitation			
Progress Meeting No. 9		Contract No. (30/2013)-MCC	
Contract Amount USD \$14,621,811.28		Meeting Date: 9-Oct-14	
		Progress Cutoff Date: 30-Sep-14	
Planned Progress (Work Done) for next month			
No.	Description	Target*	% Progress of Target
1	Planned Construction of Tertiary Pipelines and House Connection for next month in meters	184,547.00	5.42%
2	Planned Replacement of Customer Meters next month (No.)	10,067	0.00%
3	Planned Commissioning and Isolation of DMAs next month (No.)	7	0.00%
Planned Progress (Work Done) Cumulative by the end of next month			
1	Planned Cumulative Construction of Tertiary Pipelines and House Connection by the end of next month in meters	184,547.00	21.79%
2	Planned Cumulative Replacement of Customer Meters by the end of next month (No.)	10,067	0.00%
3	Planned Cumulative Commissioning and Isolation of DMAs next month (No.)	7	0.00%
* Note that Targets include Optional DMAs, which was awarded in Amendment No.1.			
* Quantities are as provided in Amendment No.1 BOQ.			
<div><div><div>Cumulative Construction of Tertiary Pipelines and House Connection by the end of next month (m)</div><div><div><div>Planned Cumulative by the end of next month (m)</div><div>Planned Cumulative</div></div><div><div>21.79%</div><div>78.21%</div></div></div></div><div><div>Cumulative Replacement of Customer Meters by the end of next month (No.)</div><div><div>Planned Cumulative by the end of next month (No.)</div><div>Planned Cumulative</div></div><div><div>0.00%</div><div>100.00%</div></div></div><div><div>Cumulative Commissioning and Isolation of DMAs next month (No.)</div><div><div>Planned Cumulative by the end of next month (No.)</div><div>Planned Cumulative</div></div><div><div>0.00%</div><div>100.00%</div></div></div></div>			





## 3.0 PROGRAM MANAGEMENT

### 3.1 Governance (Monitoring)

A clear management structure will be created that includes a steering committee consisting of different stakeholders' views. The terms and conditions of the Executive Steering Committee will be included in the Program Charter, highlighting the possibility of (influence levels in decision-making) of the PMO as well as the roles and responsibilities of the Steering Committee. This will facilitate to apply a collaborative approach as well as seamless decision-making processes. In addition, to ensure the PMO success, it needs to Stakeholder Expectation Management regarding the value to be provided by the PMO, how and when it will be delivered. This is one of the main purposes of the PMO Charter.

PMO Charter proposes ways to ensure support and commitment from the organization to build the capacity of the PMO over time. The Charter will include the following elements and will be signed by all relevant stakeholders:

Information that must be included in the PMO Charter includes:

- Measurable PMO objectives and related success criteria
- High-level PMO requirements
- High-level project description, limits and main outputs
- Total project risk
- Milestone schedule summary
- List of key stakeholders
- Appointment of project manager, responsibility and level of authority
- Program sponsor name and authority
- Executive Steering Committee

This important component of the PMO governance determines the basics of dispute settlement and submitting and approving changes thereon. Terms of reference to the Steering Committee will be established to

determine the frequency of meetings, roles and responsibilities of the Executive Steering Committee. The Executive Steering Committee will consist of members from the Ministry of Information, members of the G20 Media Committee, members of the G20 Presidency and IMC manager to ensure that decision-making cooperation is taken into account in a variety of views.

### 3.2 Accountability and Transparency

Specific processes and tools will be implemented to ensure management and monitoring transparency and to verify the availability of accountability mechanisms

### 3.3 Collaborative Participation

To realize the desired results, collaborative stakeholder participation will be required throughout the program period. To ensure these results, strategies will be developed for different stakeholder groups that include the public community, VIPs, program governance, consultants and executive institutions that have real-time access to information.

Therefore, a platform will be established containing a Dashboard that highlights the progress of the program components and all related documents and show the major events, meetings and any other relevant information that will be shared with key stakeholders.

In addition, visitor involvement strategy will be developed in an effective manner that includes specific KPIs to measure the involvement experience that will be incorporated into the repeated process of data collection and program management interactively.





### 3.0 PROGRAM MANAGEMENT

#### 3.4 Resource Mobilization Planning and Management

Specific plans will be developed for all components required to implement the program and regarding the officer who will be responsible for securing these plans. A resource map (including materials and human resources) will be developed to define real schedules and to ensure efficient resource mobilization with the view of facilitating the timely delivery.

This plan includes as follows:

- An overview of benefits and strategic priorities.
- Goals description of the program resource development - i.e. roles, specialized services and required training needs.
- The time frame within which the plan shall be implemented.
- A list of priorities for contractors and stakeholders (with information on how they can help them realize the program goals).
- A list of individuals who will be involved in the resource mobilization efforts and their specific role to be played.
- The calculation of existing resources and those that need to be developed with the view of support the resource mobilization plan.

The information will then be developed in the form of a comprehensive resource mobilization plan that outlines the details of the officer in charge for resources mobilization, any contractors and any taskforce in relation to the document and information management system.

#### 3.5 Identification and management of key project risks

The risks and issues identification and management process will be a repeated process that is constantly reviewed and evaluated throughout the program period. A preliminary risk assessment will be conducted during the first phase of the program that highlights high-level risks, their likelihood and impact and the risk response strategy for these risks. The officer in charge for each program component will be responsible for

identifying and assessing the risks of its components. For example, IMC manager will work with his team to identify and assess the risks, likelihood, and impact and the responsibility for responding to the risks and strategy to be recorded in the main risk registry and to be updated at regular periods throughout the program period.

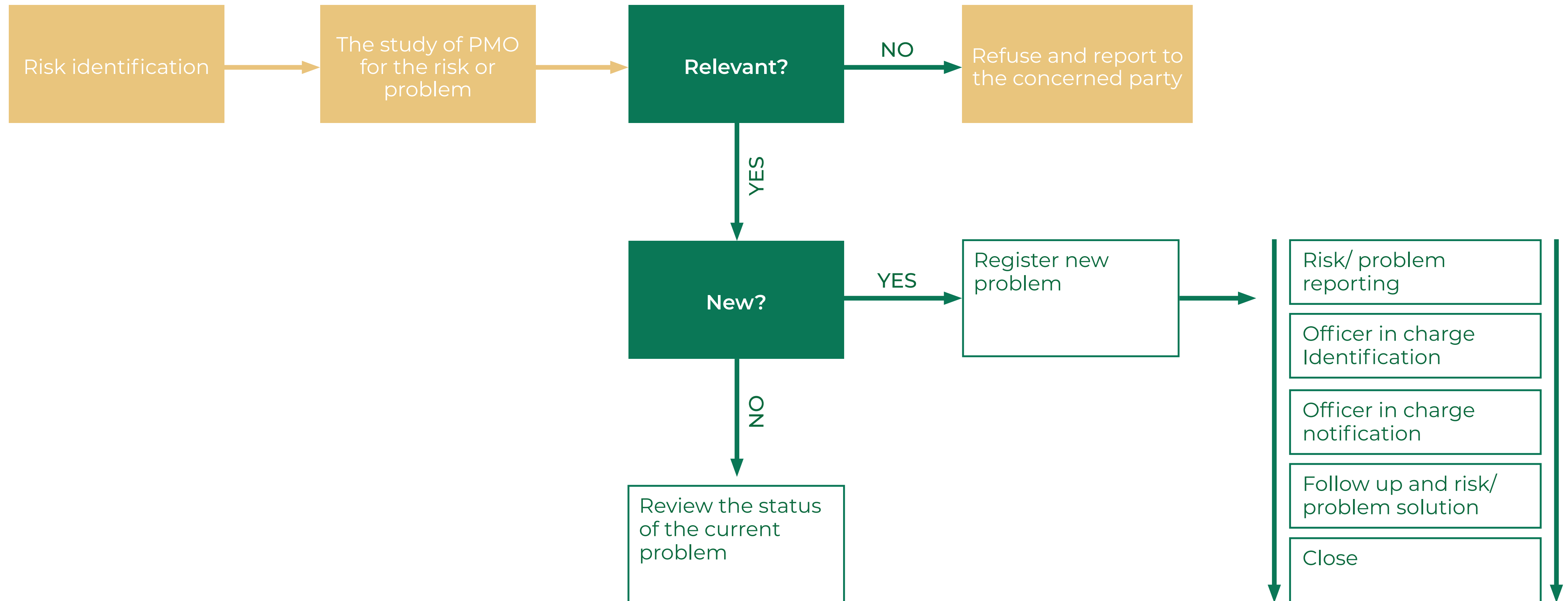
Problem management will apply a similar process, therefore when problems are identified, they will be reviewed and the problem management strategy will be identified, whose impact on the response schedule, budget and strategy will be evaluated. Once these steps are completed, they will be addressed either within the program component - if possibility levels allow - or within raise the governance structure to the appropriate level.







## 3.0 PROGRAM MANAGEMENT

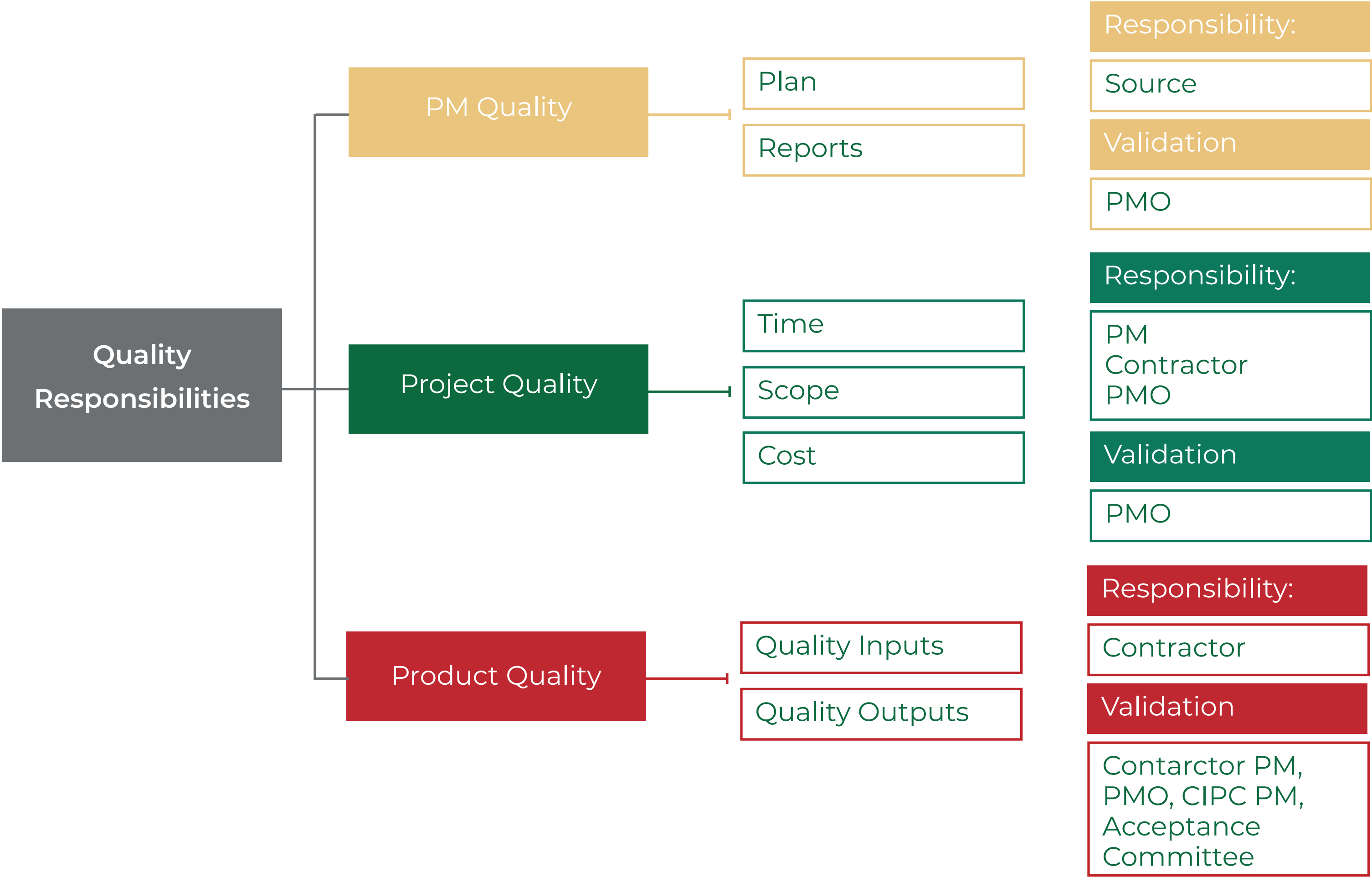






# 3.0 PROGRAM MANAGEMENT

## 3.6 Monitoring Engineering and Design Processes







## 3.0 PROGRAM MANAGEMENT

### 3.7 Creating and Managing Project Schedule

Schedule is the main component of project management as risks, issues, communication, progress, scope and cost could be derived from this planning and control model. Below is our proposal to design a work breakdown structure or organize schedule components (this is a screenshot of MS Project):

As shown in the table above, we propose summarizing the program by Phase, Sub-Phase, Deliverable and Work Package respectively. The activities of each business package could be included in the plan or grant the implementing partners an opportunity to include the same in their schedule. Therefore, we will request updates at the work package level.

WBS	Task Name	Duration	Start	Finish	Owner
1	Project Level	0 days	Sun 12/11/20	Sun 12/11/20	
1.1	Phase 1	0 days	Sun 12/11/20	Sun 12/11/20	
1.1.1	Sub Phase 1A (Optional Level)	0 days	Sun 12/11/20	Sun 12/11/20	
1.1.1.1	Deliverable One	0 days	Sun 12/11/20	Sun 12/11/20	
1.1.1.1.1	Work Package x	0 days	Sun 13/12/20	Sun 13/12/20	
1.1.1.1.2	Work Package y	0 days	Sun 13/12/20	Sun 13/12/20	
1.1.1.1.3	Work Package ... etc	1 day?	Sun 13/12/20	Sun 13/12/20	
1.1.1.2	Deliverable Two	0 days	Sun 13/12/20	Sun 13/12/20	
1.1.1.3	Deliverable ... etc.	0 days	Sun 13/12/20	Sun 13/12/20	
1.1.2	Sub Phase 1B (Optional Level)	0 days	Sun 13/12/20	Sun 13/12/20	
1.1.3	Sub Phase...etc.	0 days	Sun 13/12/20	Sun 13/12/20	
1.2	Phase 2	0 days	Sun 13/12/20	Sun 13/12/20	
1.3	Phase ... etc.	0 days	Sun 13/12/20	Sun 13/12/20	







### 3.0 PROGRAM MANAGEMENT

#### 3.8 Monitor Construction Progress, Schedule and Cost

Monitoring: Key milestones and KPIs will be monitored on a renewable basis and reviewed on regular basis to determine to the on track program progress to realize goals, achievements and definitely the objectives. Monitoring will divided into two tracks, i.e. Operations Monitoring and Progress Monitoring.

- Operations Monitoring: Evaluate program performance pursuant to international standards.
- Progress Monitoring: Evaluate program performance in consideration of key performance indicators and targets.

Evaluation: Upon completing the IMC establishment, a full evaluation will be carried out with lessons learned to determine the extent to which program objectives have been achieved and definitely delivered.

#### 3.9 Communication Operations

A protocol that defines the formal and informal communication required for each component of the program will be developed. This protocol will ensure the right people and stakeholders are involved and educated regarding communication on time. The communication protocol will include written correspondences as well as any meetings or oral communication.

Meeting minutes and any official communication documents will be uploaded on the stakeholder platform / dashboard to facilitate access and to ensure transparency and accountability.

Stakeholder Group	Communication Method	Informational Needs	Frequency	Responsible Team Member







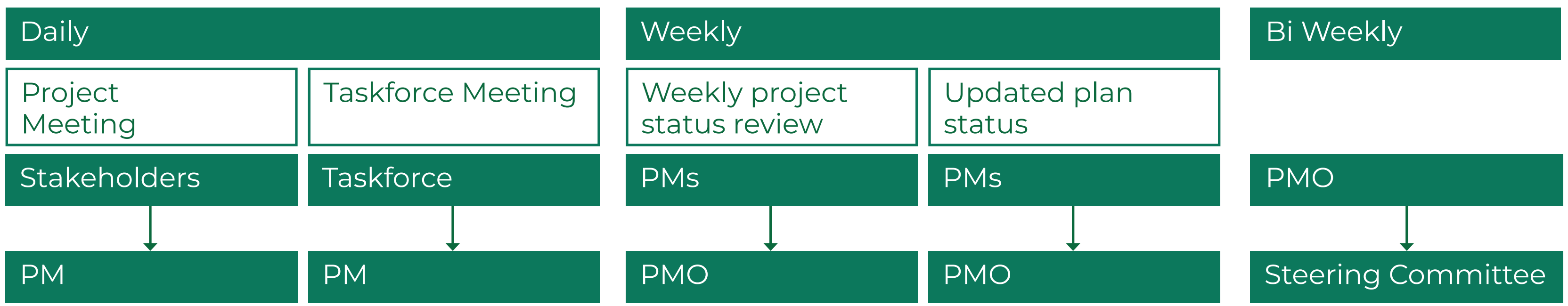
# 3.0 PROGRAM MANAGEMENT

## 3.10 Reporting

- Reporting will be completed at different periods and levels within each component and for the program in general.
- Day to day updates from component taskforce and contractors to potential customers / managers for each component will be submitted through taskforce meetings and updates will be carried out through systems.
- Leaders / managers who represent the two components of the manager

of the PMO will be responsible for the weekly updates. This will consist of updates to the program and the current situation, reviewing any contingency and risks, in addition to any other vital information.

- Updates will be provided every two weeks to the Executive Steering Committee, given the fast tracking schedule. This schedule may be amended according to requirements arising throughout the program period.

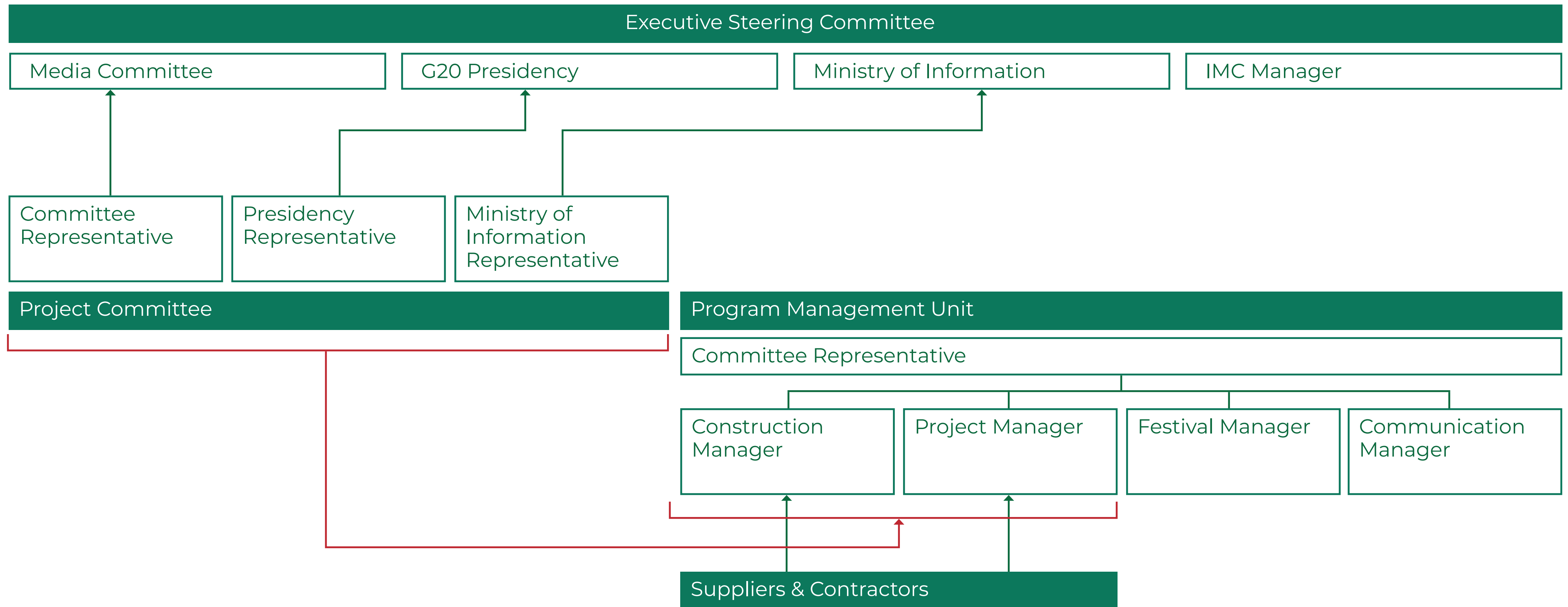






## 3.0 PROGRAM MANAGEMENT

### 3.10 Reporting

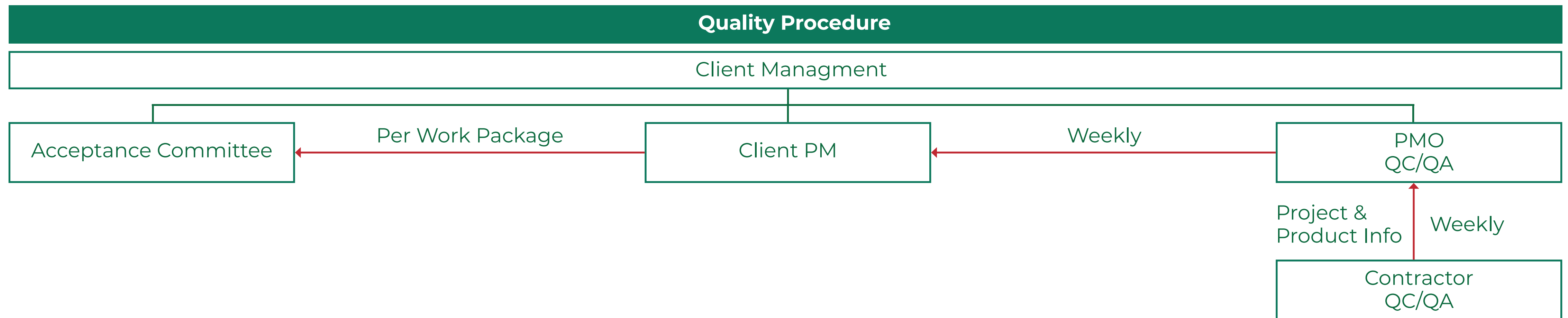






## 3.0 PROGRAM MANAGEMENT

### 3.12 Supervision and Quality Control

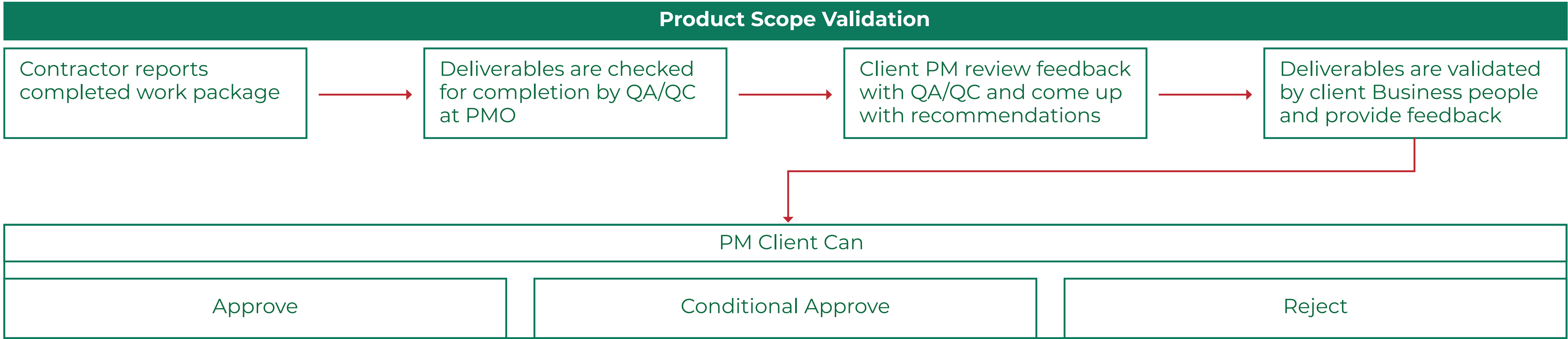






# 3.0 PROGRAM MANAGEMENT

## 3.13 Supervision on Tests, Assignment and Delivery







# PROJECT SCHEDULE



Please refer to appendix 1 for the detailed schedule of work in MS Project.





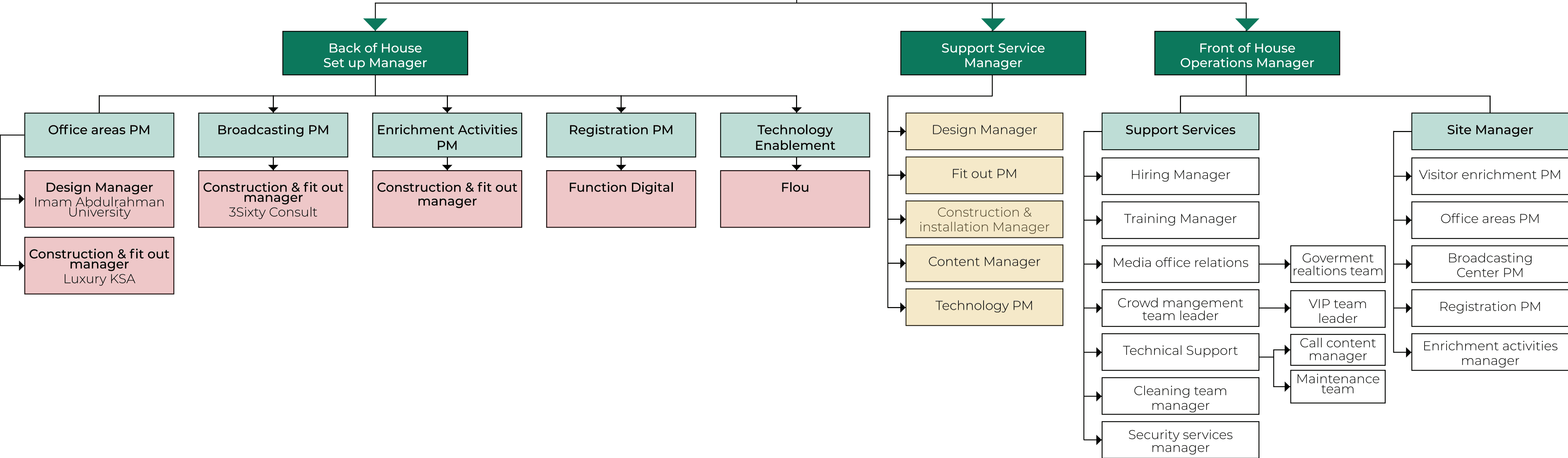
# ORGANIZATIONAL STRUCTURE





# ORGANIZATIONAL STRUCTURE

PROJECT DIRECTOR



Subcontractors / Partners      Approvals





# 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 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 and 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





## TALENTS BIOS



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**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

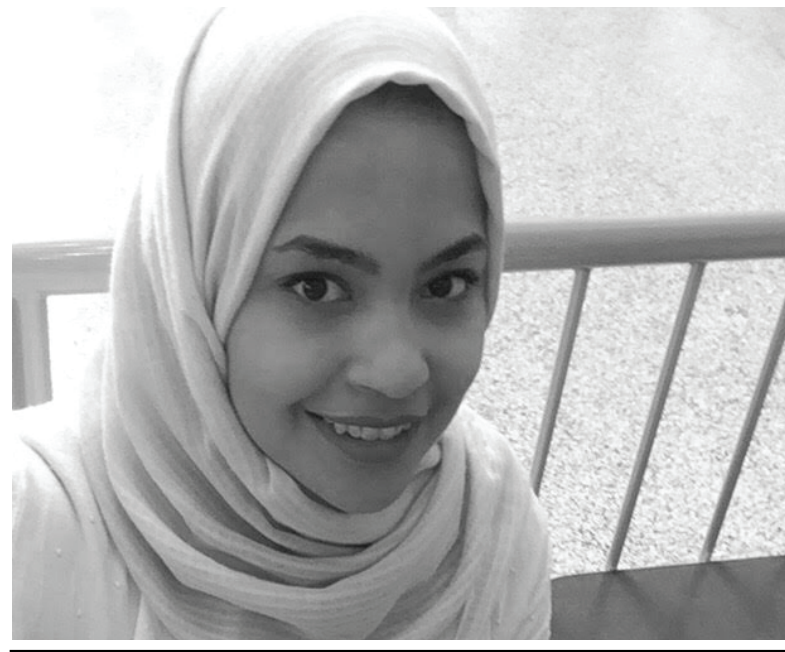
all objectives are achieved.

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
- ▶ luminarium (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

## 3 SIXTY CONSULT BIOS



### MARVIN SARMIENTO

Project Cost Manager

Marvin is a Project Cost Manager with over 12 years of experience in project and construction management, bids and package procurement management, tender management, commercial and cost management and contracts administration. He manages all aspects of commercial and cost management of a project and programme of projects by monitoring and providing directions while coordinating efforts with administration. He works to ensure estimates are aligned to scope and project budget by making due allowances for all risks and opportunities. He is also responsible for managing procurement processes ensuring all are in accordance with the agreed procurement strategy and procedures.

#### Professional Attributes

- Proven management skills with the ability to optimise team
- performance and development
- Highly developed analytical skills
- Advanced knowledge of estimating strategies and techniques

#### ► Aug 2008 to Present – 3SixtyConsult

Within 3SixtyConsult, Marvin supports the project leader in providing international best practice of project and cost management services to meet our client's required services in delivering the projects efficiently.

#### ► Government of Dubai Media Office Fit Out,

#### Government of Dubai Media Office, Dubai

After the successful completion of Smart Dubai Government office, we have been appointed again by another government entity to provide project and cost Management services of the design and fit-out of GDMO's new office in One Central.

#### ► Specialized Rehabilitation Hospital, Abu Dhabi Capital Group, Abu Dhabi

Marvin played a pivotal role in the project recovery of this hospital, contributing to devising and implementing the multi-package procurement strategy, managing the design phase and coordination of specialist disciplines in the field of medical planning, facades, interior Design, MEP, fire and life safety, structural engineering and acoustics. Marvin's role is from budget analysis, procurement, cash flow projections, payment certifications and all [www.3sixtyconsult.com](http://www.3sixtyconsult.com) other consultancy services on an ad-hoc basis as required, to reporting to the Client project board.





## 3 SIXTY CONSULT BIOS

### MARVIN SARMIENTO

Project Cost Manager

- **DSGE Offices and Headquarters, Smart Dubai Government, Dubai**

As we were appointed after already engaging with an interior design team and subsequently approving a design concept, Marvin was tasked to immediately identify discrepancies between the approved budgets and the design concept, working with the client to identify stakeholder's requirements and develop strategies to ensure success of the project against the established brief and within budget. We also managed the rest of the design, procurement and execution up to delivery of the project.

- **GE Oil & Gas Facility, EZW- JAFZA, Dubai**

Employed by Economic Zone World (EZW), Marvin assisted to manage both the base-build and fit-out of the facility with a combined project value of AED 115,000,000.00. Our tasks were not limited to act as client's representatives for and on behalf of the main stakeholders within both EZW and GE but also to ensure that the basebuild development was in line with the developers' requirement (EZW) and that the fit-out was as per the needs of the end-users (GE).

- **Kids Academy Children's Day Nurseries Fit-out, Kids Academy, Abu Dhabi**

Kids Academy Nursery was first opened in 2012 before opening other more branches in Abu Dhabi and Dubai, where 3Sixty were employed to provide project management and cost planning management services. Marvin managed the

procurement and appointment of the main contractor throughout the post construction cost management to project handover.

- **Studio B, Twofour54, Abu Dhabi**

Studio B is a commercial production studio complex located in Abu Dhabi. Marvin was responsible for the designer and contractor appointment including supervision of the fit out works of a new Studio 5, general enhancements to the building with small office alterations, MEP fit out, upgrade of access control system, construction of an egress stairs, toilet refurbishments and simple landscape and security works around the perimeter of the building.

- **The Space' Fit-out, Brownbook, Abu Dhabi**

This project which they referred to as 'The Space' is a space where entrepreneurs with a media focus could come to work, eat, drink and collaborate different ideas. Marvin was tasked to conduct detailed review of project brief and design from concept to preliminary and the overseeing of the tender process and successful negotiation with the contracts.

- **Twofour54 Fit-out and Refurbishment Projects, Abu Dhabi**

Appointed as a client's Representative, Marvin was required to undertake the most challenging of roles, providing permanent professional support in cost management, contracts Management, document Control and project administration for a program of numerous fit-out and refurbishment projects.

## 3 SIXTY CONSULT BIOS



**KEENAN GROTE**

Principal / Managing Director

Keenan Grote is the recently appointed Managing Director of 3SixtyConsult. He has led the company to award-winning recognition and has guided it through a successful acquisition of a prominent local project management brand

A founding member of the firm, he has been a principal partner of 3Sixty since 2015. Throughout his career, he has delivered numerous mission-critical projects particularly for the media and broadcast sector. Delivering these critical installations for some of the world's most notable companies and UAE-based governmental entities has garnered the company a highly reputed niche specialism in the regional market for projects requiring a high level of technical competence.

Under Keenan's leadership, 3SixtyConsult has achieved steady growth and has collaborated with multinationals on high profile projects throughout the region. With a tried and tested methodology- Evaluate- Formulate-Deliver, the 3Sixty team empowers clients and operates with impeccable integrity and transparency.

Keenan continues to share his expertise with industry peers and has spoken on several panels commenting on design management, construction management, and cost control. He has also participated in closed focus groups to bring greater transparency and policy to the industry.

### ► Aug 2008 to Present – 3SixtyConsult

With his background rooted in both contracting and project management Keenan has played key roles in both Pre and Post Contract project delivery. His ability to manage all stakeholders successfully while remaining a steadfast client representative ensures his projects meet with the funders' requirements and expectations.

### Industrial:

#### ► Komatsu, Komatsu Middle East, Dubai

Acting as project director, Keenan oversaw the base-build and fitout of over 17,000 sqm of warehousing, training facilities, and corporate office space for the world's largest heavy industry vehicle company for its Middle East headquarters. The project was procurement as Design and Build with an -11month program and handed over in January 2019 – on time and on budget

#### ► GE Oil & Gas Head Quarters, GE & EZW, Jebel Ali Dubai

As sr. project manager, Keenan successfully managed the complex fit out of this world leading regional headquarters. GE decided to bring seven of the Oil & Gas group of companies together under one roof, creating a need for over 6,600 M<sup>2</sup> of office [www.3sixtyconsult.com](http://www.3sixtyconsult.com) space along with welfare facilities, training facilities, and a client interaction zone – similar to an interactive museum and function space.





## 3 SIXTY CONSULT BIOS

### KEENAN GROTE

Principal / Managing Director

#### **Media & Broadcast:**

##### ► **OSN Campus Extension, OSN, Dubai**

Keenan directly managed the expansion and relocation of the live OSN operation into new expanded facilities. These works including the creation of entirely new server and control rooms, together with very substantial upgrade of supporting infrastructure was completed in a totally live environment without a single disruption to transmission

##### ► **ADMC Studio 3 & 2, Abu Dhabi Media Company, Abu Dhabi**

Responsible for the creation of 2 new studios and supporting technical and newsroom facilities within an existing live environment for the Abu Dhabi National broadcaster. Completed without disruption to the surrounding on-going operations of the client and to meet the extremely time programme, meeting the deadline of live broadcast for National Day 2014.

##### ► **Sky News Arabia, BSkyB, Abu Dhabi**

3SixtyConsult has successfully managed the delivery of Sky News first Arabic broadcast facility. Keenan has been brought in as Senior Project Manager to facilitate the Studio B, Abu Dhabi. Keenan is currently serving as project manager responsible for the design and implementation of 4 multi- purpose studios with all accompanying SI and MEP support systems.

##### ► **OSN's UPS replacement, OSN, Dubai**

Here Keenan successfully project managed the complete replacement of the regions leading broadcasters entire UPS and accompanying MEP systems. Due to the nature of OSN operations, the projects programme was successfully accelerated from 6 months down to 4, inclusive of design and delivery.

##### ► **Baynounah Media Group High Definition Studios, Baynounah Media Group, Abu Dhabi**

A first for the region, where Keenan was designated as project manager for 5 Studio's with all support facilities, all staff office space, and a level 3 data center.



## 3 SIXTY CONSULT BIOS

### KEENAN GROTE

Principal / Managing Director

#### **Commercial:**

##### ► **DSGE Offices and Headquarters, Smart Dubai Government, Dubai**

In his role as the project director, Keenan managed the delivery of 4,200 sqm of open plan offices, training facilities, F&B areas, and executive level meeting facilities, spread between three floors in the Dubai Design District. The project is the new flag ship office and training facility for one of Dubai's government entities, Smart Dubai Gov.

##### ► **Jetex VIP Terminal DWC, Jetex Flight Support, Dubai South**

Working as the project director, Keenan managed the delivery of the second terminal for VIP private jet FBO operator, Jetex. The unique design, incorporating expansive interior landscaping with large living trees and living walls, coupled with lavish hardwood bespoke pergolas and luxury custom furnishings, required management of a number of specialist design consultants and subcontractors.

##### ► **Confidential**

One of the largest commercial fit out projects in the region based in Abu Dhabi.

#### **Hospitality:**

##### ► **Easy Hotel, Nakheel, Dubai**

Keenan lead our team who were appointed by the developer to work alongside the main contractor and their sub-contracted fit-out contractors to complete this distressed asset on time and against the revised budgets.



## 3 SIXTY CONSULT BIOS



### JIM LANGAN

Sr. Project Manager

Jim is a senior member of the 3SixtyConsult project delivery team and has developed his expertise in fit out, base-build, and recovery projects working across multiple sectors. Ranging from 1000 sqm to 000,40 sqm, Jim has managed and delivered large-scale industrial projects to range of culture and leisure projects across the UAE.

He has managed multiple stakeholders from multinational enterprises to regional and local contracting, architecture, fit out and design firms. With a technical background routed in chemical engineering, Jim applies this process driven experience to project management including contract management, time management, procurement, and change management.

Professional Attributes

- Forward planning, time management and ability to manage workload
- Adherence to policies and protocols including authority approvals and health and safety

#### ► **May 2015 to Present – 3SixtyConsult**

Jim has delivered landmark museums for the Emirate of Dubai and large-scale industrial projects from some of the world's best-known international brands within free zones around the UAE. He has also managed the turnkey delivery of retail outlets in major shopping complexes in the country. He has worked across multiple disciplines in project management exemplifying knowledge and technical expertise from the construction process through to design management and interior fit out.

#### **Portfolio Highlights:**

##### ► **Digital14 New HQ, Abu Dhabi**

Jim is currently involved in the fit-out of 15,000 sqm office facility for Digital14's new headquarters in Abu Dhabi. 3Sixty have managed the design and procurement of this grade A office facility and are working within a tight timeline to ensure the Client can relocate on time.

##### ► **Children's Pavilion and Al Maktoum Family House (Shindagha Museums), Dubai Municipality, Dubai**

Jim handed over two museum houses in the Shindagha Creek area. Appointed by multinational contracting company GSM to deliver the project for Dubai Municipality, Jim managed the final design development, contractor and subcontractor interface, mock-up and fabrication development, and finally the installation [www.3sixtyconsult.com](http://www.3sixtyconsult.com) and execution of the fit-out elements for 3Sixty. Jim also handled the requirements for content and digital media design development and integration within the physical elements of the delivery.

##### ► **Daikin Middle East & Africa Headquarters, Jebel Ali**

Jim managed the successful delivery of Daikin's new Headquarter facility in Jebel Ali. The project comprised of a complete refurbishment of the 20 year old, 6,000 sqm- including upgrade of entire MEP and FLS Infrastructure, replacement of all roof and wall cladding and refurbishment of the office facilities and external areas). The project was completed within a 6 month timeline



## 3 SIXTY CONSULT BIOS

### JIM LANGAN

Sr. Project Manager

► **Komatsu MENA Headquarters Training and Warehouse Facility, Komatsu Middle East, Jebel Ali**

Komatsu's new regional headquarters totalling 17,000 square meters is comprised of a logistics warehouse, G1+ Executive Office block and training facility, and external demonstration area with view stand. Jim oversaw the successful delivery of the project which received much appreciation from Komatsu's regional and global management teams.

► **GAC Warehouse and Office Facility, GAC Dubai LLC, Dubai**

3Sixty was appointed to recover and realign this project with the stakeholder requirements. The one year assignment consisted of the construction of a new 20,000 square meter, climate-controlled warehouse and a G2+ Executive Office Block in Dubai South. Jim worked as an integral part of the client representation team to ensure the successful delivery of the project.

► **JetEx VIP Lounge, DWC Private Jet Terminal**

Jim managed the design and construction of the VIP Lounge for Jetex at the Private Jet Terminal and Dubai World Central Airport. The biophilic design with large bespoke joinery structures placed within an internal landscaped garden created a calming lounge atmosphere as an escape for VIP travelers.

► **In5 Media Innovation Centre, DPC Gate Building, Dubai**

The DPC Gate Building, originally designed as an office building was re-purposed to accommodate

a media innovation center. Jim worked with the contractor and design team to ensure that the design achieved the strict performance specifications required by the audio/video recording studios.

► **DKNY Refurbishment, Alyasra Fashion, Dubai**

Jim managed the successful refurbishment of the DKNY store at Mall of the Emirates, on behalf of Alyasra Fashion. The design phase of the project involved the coordination of the design development with teams in New York, Kuwait and Dubai, while also ensuring the design adhered to the Mall's strict design constraints. The refurbishment work was completed ahead of the -60day programme and was delivered to a high standard of finish in line with this luxury fashion brand

► **The Strand Project (Phase I), Jumeriah Hotel, Dubai**

The Strand Project, at the Madinat Jumeirah, involved extensive enhancements to the beach-front at the Madinat Jumeirah Resort. A new beach-front promenade and "Layali" wedding venue with associated soft landscaping and lighting were completed as part of phase 1 of the project. Given the -24hour live hotel environment and "spread out" nature of the site, this project presented multiple challenges associated with site logistics and health and safety and programme, while also ensuring the level of quality associated with the Jumeirah brand.



## 3 SIXTY CONSULT BIOS



### DECLAN DEVERY

Project Director

Declan completed his degree in Construction Technology with Distinction in 2002. He has gained nearly twenty years' international experience working in construction project management and contracting managing both pre and post contract phases. On joining the 3Sixty team in 2011, Declan has been instrumental in project delivery across a range of sectors including hospitality, healthcare, commercial real estate, retail and leisure and high end residential buildings and fit-out projects. Declan is fully equipped with the knowledge and expertise required to ensure the successful completion of construction projects within tight deadlines, maintaining high quality delivery in line with agreed budgets. He is adept in monitoring and managing project financials, developing and implementing best practice corporate governance through change control management, communicating and reporting to all stakeholders, sponsors and contributors. Declan is accustomed to local U.A.E. processes and regulatory requirements, having delivered projects for property developers, hotel and hospital operators, media broadcasters, retail owners, childcare providers and private investors. Declan has also undertaken multiple roles under secondment with firms operating across varying sectors, seamlessly integrating into multidisciplined and diverse teams

#### ► Aug 2011 to Present – 3SixtyConsult

Declan is an integral member of our Pre and Post Contract project delivery team. His ability to devise and

implement procurement strategies, manage and coordinate designs across multiple disciplines, ensuring compliance with budgets, industry best practice and regulatory requirements, monitoring and controlling package procurement and site works in line with project stakeholder's requirements.

#### Portfolio Highlights:

##### ► Digital 14 - Abu Dhabi

As Project Director, Declan is overseeing the design development and procurement in preparation of the fit out of over 14,500 M<sup>2</sup> of new corporate office and ancillary space for a leading tech company in Abu Dhabi. On the project, he is managing a team of Project Managers and Cost Managers

##### ► EDGE - Abu Dhabi

A fast track project consisting of the complete fit-out of 7,000 M<sup>2</sup> high end offices, fitness centre, F&B and collaboration spaces, Declan is managing a team of Project Managers and Cost Managers to delivery the construction works within project program

##### ► Dubai Golf Topgolf Training Academy in Emirates Golf Club, Al Wasl Properties, Dubai

Declan is overseeing the Resident Engineer who is managing the base-build and fit-out of over 7,5000 M<sup>2</sup> of new build leisure and F&B facility with infrastructure to include new road, carpark and landscaping.



## 3 SIXTY CONSULT BIOS

### DECLAN DEVERY

Project Director

- **Government of Dubai Media Office (GDMO), Dubai**

Declan managed the pre-contract phase of a 4,000m<sup>2</sup> corporate office, technical and media fit-out for the GDMO premises in Dubai International Financial Centre (DIFC).

- **Specialized Rehabilitation Hospital for Capital Health, Abu Dhabi Capital Group/ Imkan, Abu Dhabi**

Declan played a pivotal role in the project recovery of this Hospital, contributing to devising and implementing the multi-package fast-track procurement strategy, managing the design phase and coordination of specialist disciplines in the field of medical planning, façades, interior design, MEP, fire and life safety, structural engineering and acoustics. Declan demonstrated commendable ability to manage and coordinate specialist healthcare vendors and the hospital operator's expanding team, while changes, challenges and new developments were constantly emerging.

- **DSGE Offices and Headquarters, Smart Dubai Government, Dubai**

As project manager, Declan delivered the pre and post contract services for SDG's corporate offices over three floors which accommodates over 250 government staff.

- **Childcare Projects (multiple), Abu Dhabi**

Declan provided strategic support to a local Abu Dhabi family business (Bin Hamoodah) and their affiliates U.K. Childcare company Kids Academy over a 3.5 year period.

- **C&J Oil and Gas Facility, EZW - JAFZA Enterprises FZE, Dubai**

Declan managed this 10,000 sq.m office and warehouse new build facility in JAFZA south which delivered within budget and on programme. He also facilitated the pre-contract negotiations, tender and appointment stages. Through clear communication and detailing of the project scope, the C&J facility was completed within a -51week period from the contract award date.

- **Sky News Arabia, BSkyB, Abu Dhabi**

As PM, Declan was part of the 3Sixty team managing the delivery of the 7/24 mission critical broadcasting facility for Sky News Arabia. Post launch of the news channel in May 2012, due to Declan's extensive experience throughout the construction phase, was seconded to the SNA team to implement Operational changes on behalf of the Broadcaster to improve the facilities resilience while fulfilling a temporary facilities management role.





## 3 SIXTY CONSULT BIOS

### DECLAN DEVERY

Project Director

► **Hyatt Hotel Capital Gate, ADNEC, Abu Dhabi**

Alongside 3Sixty's food and beverage technical director, Declan managed multiple complex restaurant fit-outs at the Hyatt Capital Gate project in ADNEC, Abu Dhabi. This was a project recovery commission in which 3SixtyConsult were appointed to manage these projects and to add additional food and beverage expertise to the existing team to ensure local code compliance and Hyatt brand compliance was achieved to enable this iconic building to open as planned

► **Amina Hospital, Anglo Arabian Healthcare Group, Ajman**

Declan fulfilled the role of hospital operator's project management representative at the B+2G7+ Amina Hospital project in Ajman, UAE. 3SixtyConsult were introduced in a project recovery capacity to support the hospital operator's team, and the existing design, development and contracting team to manage and coordinate of the design modifications required to meet Ministry of Health (MOH) and Federal Authority for Nuclear Regulation (FANR) standards and regulations

► **Madinat Jumeirah Strand "Phase 1", Jumeirah Group, Dubai**

In his role as Sr. Project Manager, Declan managed the design and execution of The Madinat Jumeirah Strand project, which stretches along a 1km section of the beach resort. The project scope encompassed

hard and soft landscaping, building services upgrade and modifications, and beach structures to include: a wedding venue, a water sports centre, massage cabanas, toilet and changing facilities and two restaurants. Given the -24hour live nature of the hotel which operated at almost full occupancy during the works, this project presented multiple challenges to do with site logistics and health and safety.



## IMAM ABDULRAHMAN UNIVERSITY BIOS

### Dr. Hala El-Wakeel

Director of the team, Architect

#### ► Qualifications

Ph.D., Associate professor, 6 US patents and 1 Saudi patent holder

Dr. Hala is an academic expert who won the UOD Teaching Excellence Award for the engineering cluster. She is recognized as a prize winner, patent holder, and a researcher who published many types of research in national and international journals. This background qualified her to lead IAU Brand Management Unit since 2014. She has led on many visitor experience projects in the university. These projects include IAU and UOD Mega Career forum for many years, National Archaeological Museum, academic exhibitions, and symposium, as well as Science Center and hospitals. She is also an expert in museums and cultural projects.

Dr. Hala has been an active member of the design field for the last 34 years with a philosophy that asserts that creativity is a cultural product, yet it reflects the depth and maturity of a particular culture. Her experiences of countless design projects support her view that design and the visual arts have strong constructive cognitive, emotional, social, and collaborative effects on the society and its members. She argues that art and the society that produce it are inseparable, and there is always a way to bring the best design concept when we triggered this relationship. She always uses this argument and her background as a researcher and creative writer to develop engaging concepts and unique experiences.



جامعة الإمام عبد الرحمن بن فيصل  
IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY





## IMAM ABDULRAHMAN UNIVERSITY BIOS

### Asma Aloraifi

Art Director, interior designer

#### ► Qualifications

B.S. in Interior Design Engineering, 1 US patent holder

A patent holder, motivated and perceptive designer with seven years of professional experience. Graduated as an Interior Design Engineer from the University of Dammam, and since then she was gaining more passion for solving problems and utilizing creativity to serve the country, which guided her to participate in several international and local competitions. She was awarded the first place in Alama real estate contest for designing a desert resort in Riyadh, and made it to the finalist in the International Architectural Competition of the Science City, held by Bibliotheca Alexandria, Egypt. Asma's design of a kiosk display unite used by vendors at the waterfront obtained a US patent (No. US20180272914). This unit was designed as a community partnership with the Municipality of Dammam. All of which had helped in cultivating strong artistic skills.

In addition to Asma's design professional skills, being the art director of the Interior design office gave her the chance to enrich my management mentality. Also, she completed a Nanodegree in Digital Marketing in order to nourish my business skills and to combine it with my technical and professional skills. In her current design directing role, she has always looked for any project as a challenging opportunity to utilize my team creativity and their problem-solving skills to achieve greater results in correlation with an efficient and dynamic framework. Moreover, She has led and established architects platform based in Saudi

Arabia, Dammam, where Saudi architects discuss and share their reflections on top architecture-related leading concepts that drive the global architecture movements.



جامعة الإمام عبد الرحمن بن فيصل  
IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY



## IMAM ABDULRAHMAN UNIVERSITY BIOS

### Haifa Alarifi

Interior designer

#### ► Qualifications

B.S. in Interior Design Engineering, 3 US patent holder

Haifa is an experienced Designer who is extremely skillful in Interior design visualization, and she is also a talented Photographer.

Haifa had always been interested in the relationship between people's various living conditions and their effect on their behavior. This interest turned into a passion for understanding how architecture and designs could affect humans and that prompted her to seek a degree in the field of Architectural Design, hence, she joined the College of Architecture and Planning, and in 2013, she had a BSc degree in Interior Design Engineering. Through her five years of study, she was exposed to different topics and had the chance to work on projects of various sizes which prepared her to deal with real-world problems. Before she started working at IAU, Haifa dedicated six months prior to her graduation for volunteer work and community contributions such as being a member of the FABLAB team, she was in charge of teaching (3D printer, CNC and Laser cutter), she was a member of the SUMOU society design team in (Shahrazad's Return) Children Event as well as, a member of BENAA institute "in charge of the Art Exhibition".

Haifa also participated in several local and international Architectural competitions that gained top places, such as the International Competition for A Comprehensive Master Plan & Architectural Design of THE SCIENCE CITY during the 6th of October in Giza,

Egypt and the project was nominated amongst the top 100 projects, she won the 1st place in A'lama Real Estate Desert Resort competition and the 2nd place in Prince Sultan bin Salman Award for Urban Heritage. Throughout the competitions, she always focused on the human lifestyle and adaptation aspects. Participating in competitions taught her to work well in groups both in-person and remotely. Haifa also works as a Designer in IAU Brand Management Unit since 2014, and through the years she has developed her own Design methods and mentality of solving problems that have escalated drastically from when she first started. She also had a Scientific Achievements of Patented Publication.



جامعة الإمام عبد الرحمن بن فيصل  
IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY





## IMAM ABDULRAHMAN UNIVERSITY BIOS

### Njood Almarshd

Interior designer

#### ► Qualifications

B.S. in Interior Design Engineering

Njood is a motivated and passionate designer with four years of experience in four architectural offices. Graduated as an Interior Design Engineer from the University of Dammam.

When she was a student her academic projects at the university were nominated twice for the Prince Sultan bin Salman Urban Heritage Competition, And Participated with a team in Al-Hakmiah For real estate development competition to design a small residences and they Award the Second place. During her work in various architectural offices, she had the opportunity to work on projects in different cities and countries, she participating in designing a residential complex in Yanbu city, and designing and supervising of commercial stores in the Emirates and Qatar.

Njood now is working as Designer of the Interior design office in IAU Brand Management Unite, Where the focus is on showing the identity of the university, and it depends on the interior and graphic design to work together in a parallel way and taking the consideration of the needs for different users, students, employees, and administrators in the place.



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## TEAM BIOS



**Mohammad AlHawas**

Identity Design Lead

Mohammad is currently leading the graphic design team at the Ministry of Culture. He worked on a number of significant projects with different governmental and private entities including the creation of the G20 Secriterial logo, the visual identity of the Film Authority, Culinary Art Authority, Fashion Authority, Design and Architecture Authority and others.





## TEAM BIOS



**Bruno Cingolani**

Head of Projects

with 9 years exposure in disciplines of planning and managing corporate, private and VIP events, conferences, exhibitions and weddings in UAE, KSA and Europe.



## TEAM BIOS



**Mohammed Alsindi**

Project Manager

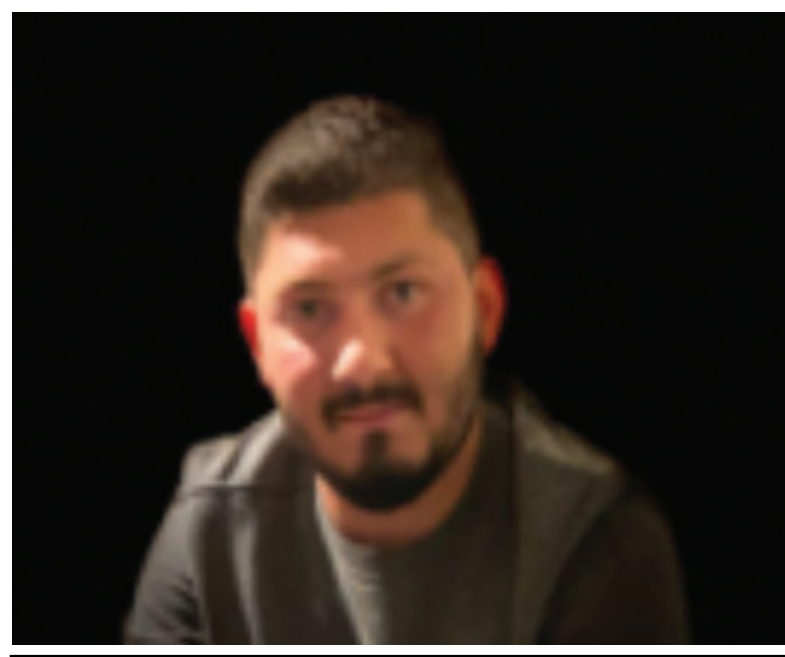
with 9 years exposure in disciplines of planning and managing corporate, private and VIP events, conferences, exhibitions and weddings in UAE, KSA and Europe. a experienced in different types of projects for 4 years. Previous Experience:

- Winter At Tantora 1
- Marvel Experience ( Jeddah & Riyadh )
- King Abdullah Sport City (Jeddah Season)
- Riyadh Cars Show Arena (Riyadh Season)





## TEAM BIOS



**Mohammed Wael**

Production Executive

experience in site management □ Events Planning and Execution for 5 years

. Previous Experience:

- Winter at Tantura 2 & 1
- Marvel Experience (Riyadh)
- Entertainment Boulevard (4 seasons)
- Riyadh Cars Show Arena (Riyadh Season)



## TEAM BIOS



**Negash Yassin**

Operation Executive

With 3 years experience of Events Management and Execution

- Winter of Tantara 2 (Al Ula)
- X-Jed 2,1 (Jeddah)
- Marvel Experience (Riyadh,Jeddah)
- Riyadh Cars Show Arena (Riyadh)







THANK YOU

G20 IMC

