

DESIGNING FUN DESTINATIONS

ASI design solutions 

www.asidesigns.com

*“ Our Design Concepts are Fun,
Engaging and Inspiring ”*



Who We Are



Designing Fun Destinations

ASI DESIGN SOLUTIONS is the design division of ASI Group dedicated to providing Design Development Solutions for the Leisure & Entertainment Industry worldwide.

From Indoor Entertainment Facilities to Competitive Socializing, & Gastro-Gaming Concepts, Playscapes & Edutainment Concepts, F&B Lounges and Cafes, Themed Retail Environments, Parks and Visitor Attractions, we have a proven track record of realizing quality leisure & entertainment projects for our customer base, spread across 25 countries.

Our innovative and creative designs are backed by our strong & sound understanding of the market demographics, project dynamics, business feasibility, leisure attractions & entertainment equipment and operations. It is this ability to integrate such project-influential factors that sets us apart from our competition.

With our highly imaginative yet practical and executable design solutions, we always endeavor to meet the creative and commercial aspirations of our discerning customer and to realize not just a leisure facility, but a **UNIQUE DESTINATION** that is operationally efficient and one that sets itself apart from the competition.

The Team

Our Multi-disciplinary team comprises of Architects, Business Analysts, Imagineers, Interior Designers, Leisure Industry Operators, Technical Experts, Project Managers, Scenic Artists - all seated under one roof and driven by a passionate desire to create unique, self-sustaining and profitable leisure destinations.

This professional team is endowed with proven leisure industry experience and deeply values the importance of combining a creative idea with the functional aspects of leisure operations at the early phases of design development itself.

“ We back our creative input with our sound understanding of the fun business itself, thus realizing operationally efficient projects that become profitable destinations. ”



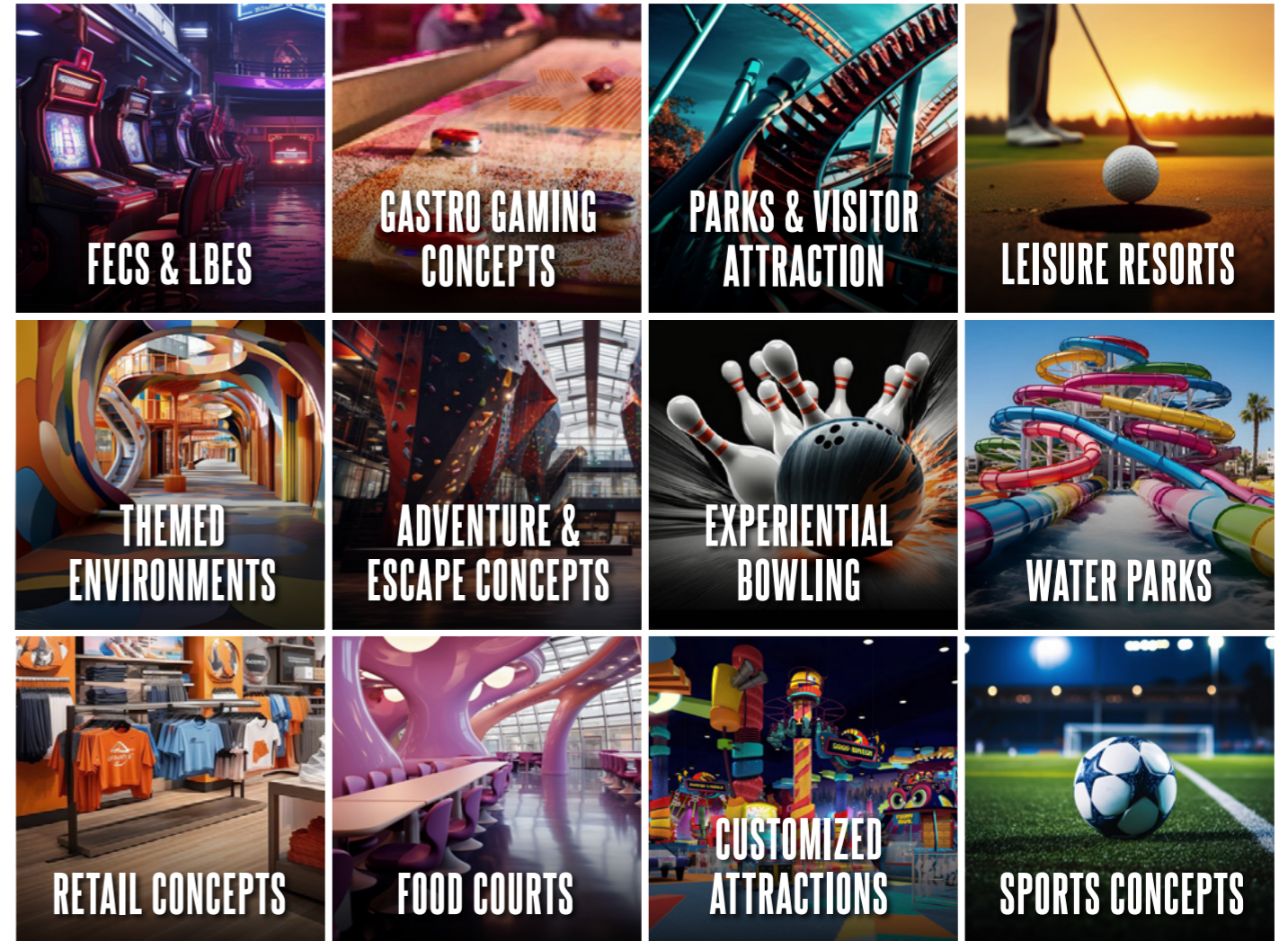
The Design Process



Our approach to leisure design allows us to address a project from different perspectives and realize a creative form that is functional, innovative, and one that is ready to meet the rigorous demands of day to day operations.

Designing a profitable leisure destination requires more than just the knowledge architecture and interior design. Integrating the dynamics of leisure equipment and the operational requirements into the project design is vital.

Sectors We Serve



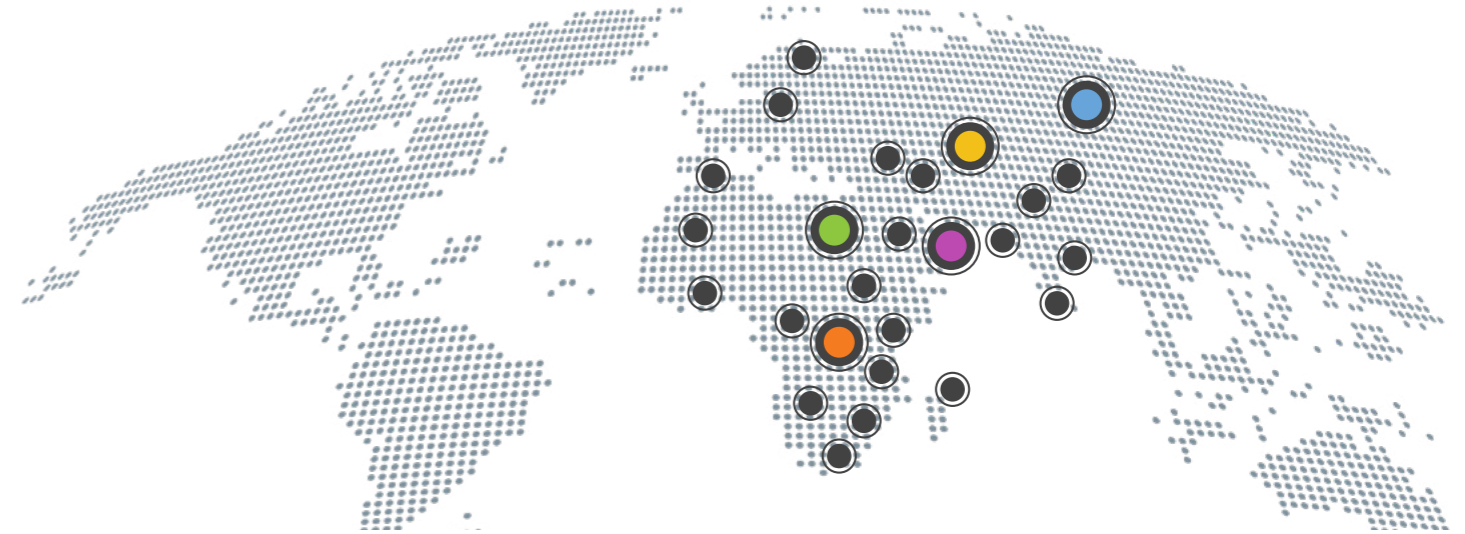
Services We Offer

Specific sectors require specific services. Whatever be the sector, it is the research, planning and exquisite adaptation to suit the market that makes the difference most often between success and failure.

We offer an array of specialist services that orients a project towards providing an enriching guest experience and therefore repeat business. Our services include:

- PROJECT FEASIBILITY STUDY
- PRE-CONCEPT & CONCEPT DESIGN
- MASTER PLANNING
- SCHEMATIC & DETAILED DESIGN
- CUSTOM RIDES & ATTRACTIONS
- THEMING & FIT-OUT SIGNAGE & GRAPHICS
- PROJECT MANAGEMENT & SUPERVISION
- ATTRACTIONS CONTRACTING
- INSTALLATION & COMMISSIONING
- PROJECT PRE-OPENING SUPPORT
- OPERATIONS MANAGEMENT
- OPERATIONS AUDIT & SUPPORT
- LEISURE MARKETING & PROMOTIONS

Fun Destinations Across The Region



Master Planning

The Master Planning is the first important step for any project. It dictates the design development process and defines the success of any leisure & entertainment project.

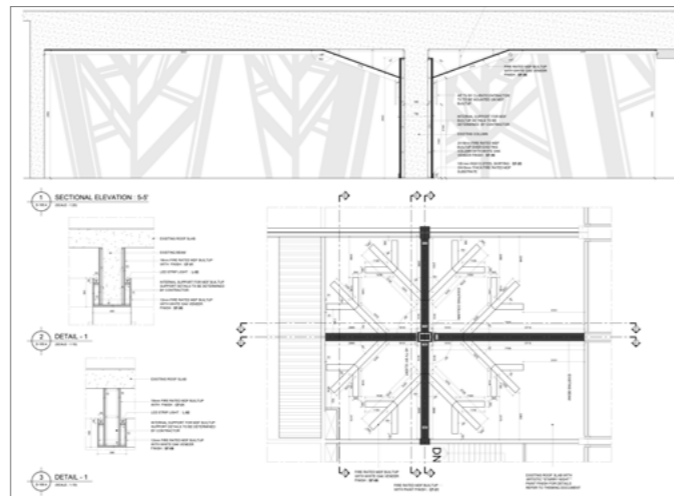
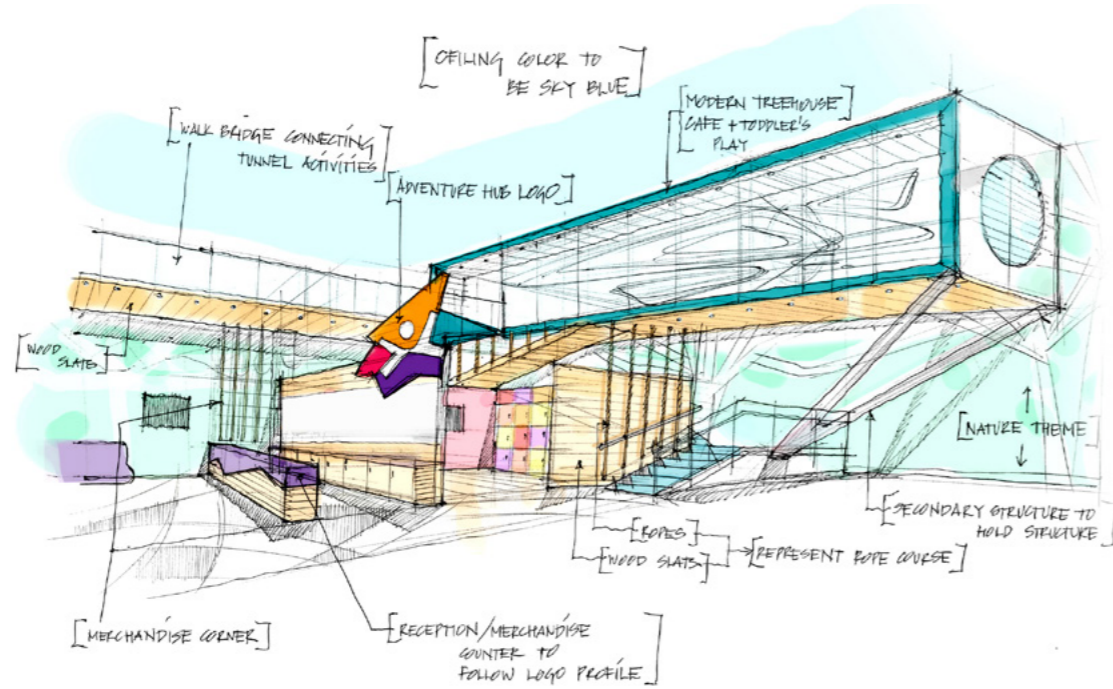
The master plan will account for all the project elements from space usage to attraction selection, front of house and back of house requirements, circulation, health and safety, flow of services, all integrated with the project infrastructure. We also consider the investment requirements and returns.



“Planning on paper is the first significant step to making your project successful”

3D Visualization to Detailed Design

Once the master plan for the project has been approved, it is time to realize the concept and schematic designs for the project and the detail design for each project component thus converting the investor's dream to reality.



Playful Learning and Edutainment Concepts

Edutainment, the often used buzzword, has to live up to its meaning by being educational yet be highly entertaining. More often than not, the message of education or the entertainment gets lost in translation. In today's world, where the young and old are subject to rapid changes in ideas and technologies daily, edutainment concepts needs to engage the player and thus grab their attention over periods of time.

Our concepts are refreshingly universal, basic yet timeless for mental and physical development for children of all age groups. Easily morphable, operationally efficient and equipped with state-of-the-art use of available technology, our concepts for such Playful Learning Centers address different spheres of learning, prepares the younger player for modern day challenges and reward them too for an activity well done.

Real-life tasks, challenges and activities are performed in a fun-filled and rewarding environment through a 'hands-on' approach and creative abilities that help children nurture their motor skills and enhance mind-engagement parameters.

“Our Playful Learning Concepts are a result of extensive research and refinement of the basic premise of ‘Learning through the medium of fun.’”

DYNAMICS, KSA

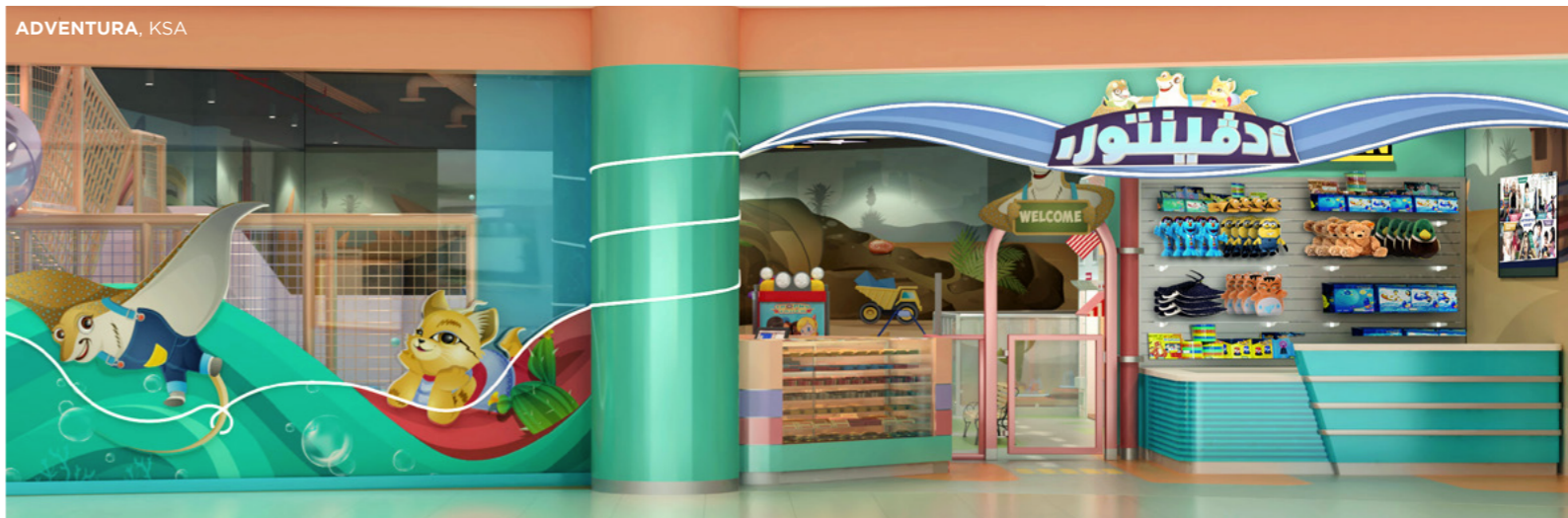


CHOU MACHOUX, Lebanon



KIDOOS, KSA

ADVENTURA, KSA



FUNWORKS, UAE



FUNWORKS, UAE



THE ZONE, UAE



Is My Leisure Operation Planned for Success?

The Leisure Business is like no other. Fun for the ultimate player, but serious business for the investor. The investment model requires careful analysis and consideration at the DESIGN STAGE itself so as to maximize returns.

The adjacent graph illustrates the typical level of investment that goes into an approximate 3000 Sqm. FEC and the corresponding returns it is likely to generate. Like most business ventures, return on investment is realized over a period of time. Cash Inflow is generated only when the leisure operation actually opens its doors for business.

The impact of your investment decisions from design through procurement and fit-out stages of the project will actually be felt post opening, when your customers will experience your operation. Whilst your operational strategy and human resource can be amended to suit business requirements post opening, if your operation is not designed to be Functional and Operationally Efficient, its effects on the ROI is often adverse.

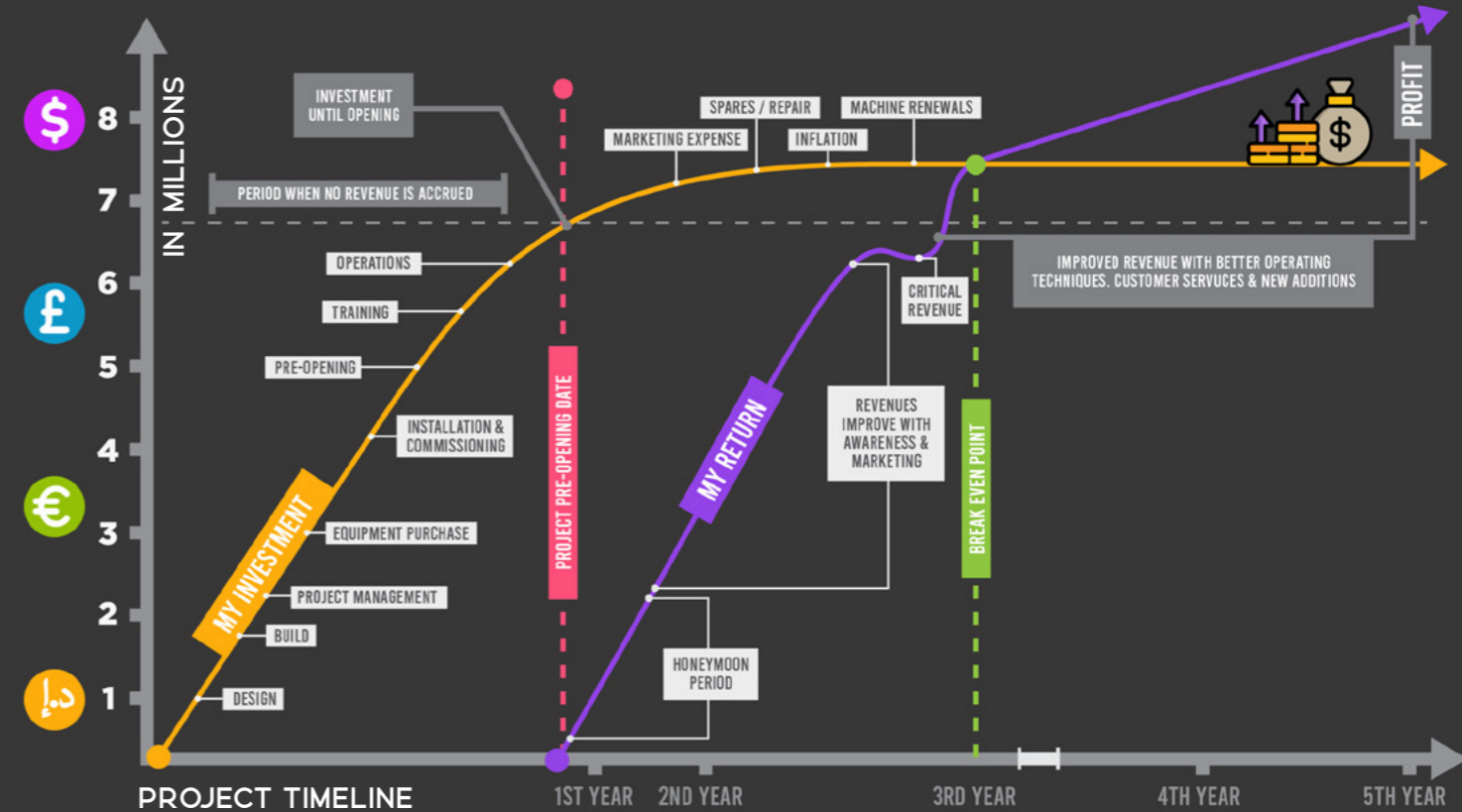
Our design principles are effectively backed by our sound understanding of Leisure Equipment, Leisure Operations and the overall Business Plan.

With our designs, we orient your business towards success and profitability.



TAKENDA, KSA

Understand Your Journey Towards Profitability*



* Based on a typical 3000sqm indoor FEC Project located within a shopping mall.



PROJECT GALLERY



E-HUB, KSA



TAKENDA, RIYADH

FECs & LBEs



RUMBLE TUMBLE, INDIA



FUNCITY, UAE

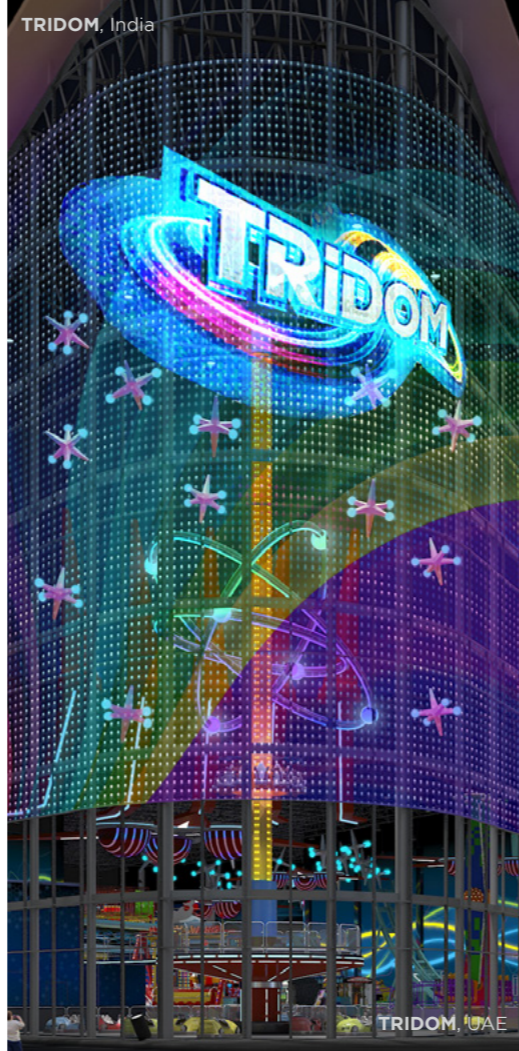


FECs & LBEs





WONDERGATE , KSA



TRIDOM, India



FUNKY WORLD, Kazakhstan



THE ZONE, UAE



FECs & LBEs



FUNHOUSE





FUN-O-POLIS, India



FUNKY TOWN, Russia

FECs & LBEs



PLAY AROUND AT SOME PLACE NICE, UAE





E-HUB, KSA

FECs & LBEs



LIT, UAE



LIT, UAE



LIT, UAE



E-HUB, KSA



CITY PLAZA, KSA



CITY PLAZA, KSA



URBAN ORYX, QATAR



GO BOWL, India



TIGERJAX, UAE



MAHARA WORLD, KSA



FUNSCAPE SPORTS, Bahrain



E-SPORTS - KSA



E-HUB, KSA



E-SPORTS - KSA



Cafes & Lounges

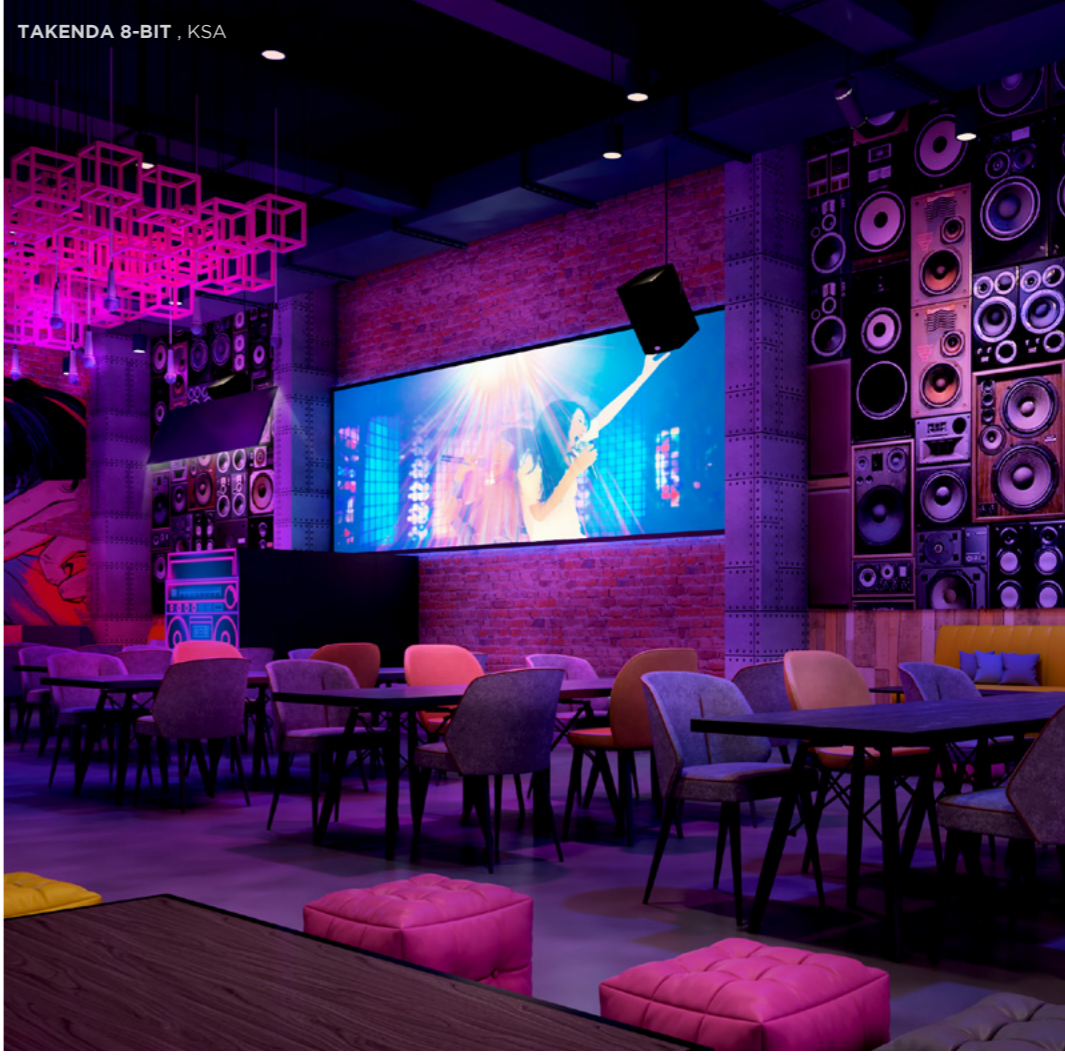
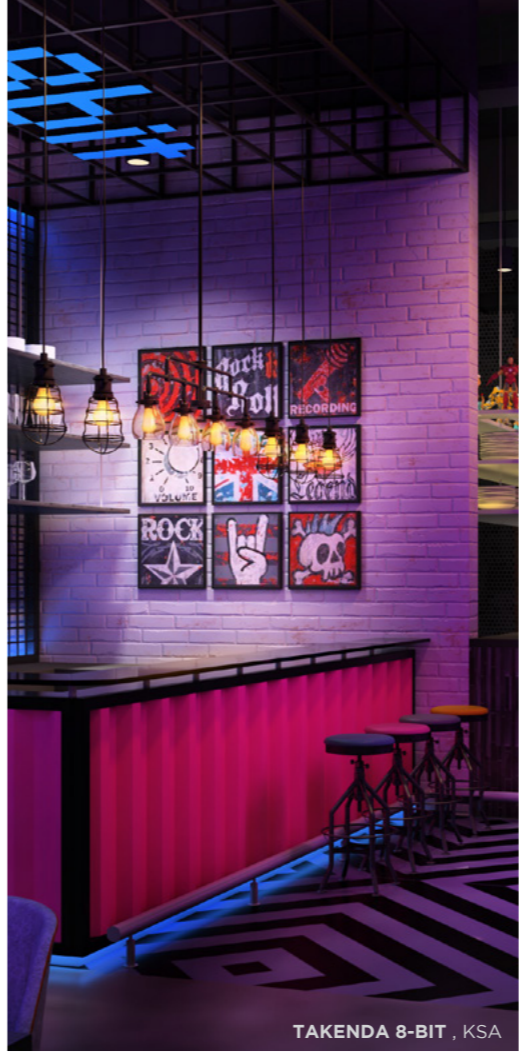




Cafes & Lounges



LIT , INDIA



TAKENDA 8-BIT , KSA

TAKENDA 8-BIT , KSA



TAKENDA 8-BIT , KSA



ADVENTURE HUB, Bahrain



MAHARA WORLD, KSA

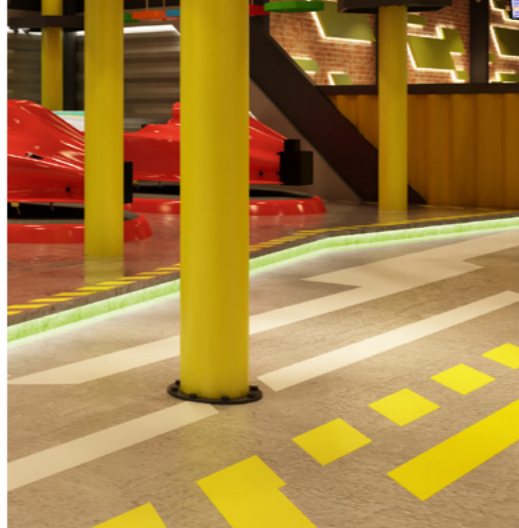


MAHARA WORLD, KSA

Escape Room Concepts



FUNSCAPE ADVENTURE, Bahrain



JUMBLE, UAE

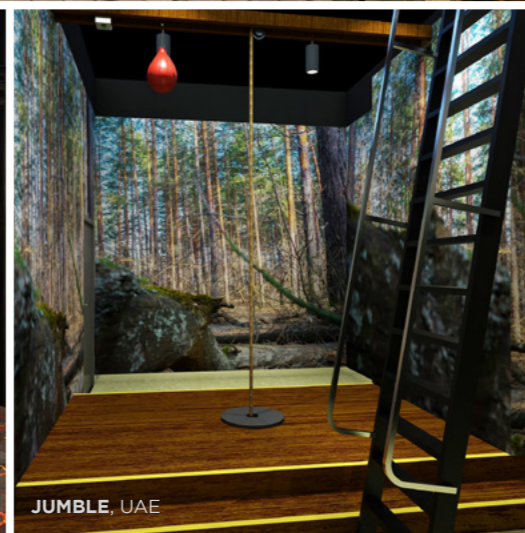
JUMBLE, UAE



Adventure Parks



JUMBLE, UAE



JUMBLE, UAE



Retail & Merchandise Concepts



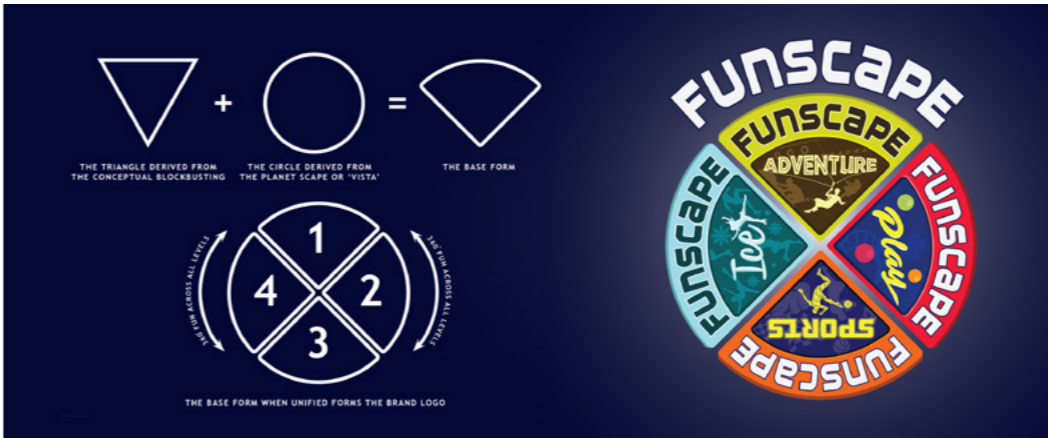
Brand Identity Development

Our creative branding services include precisely what's necessary to bring a Leisure & Amusement brand alive at consumer's level and pave the path for larger secondary revenue streams, partnerships and franchise opportunities.

Right from your Project name to logos, mascots, exterior and interior graphics, signage, wayfinding totems, uniforms, branded stationary and merchandise, we create a strong brand identity that reflects the design concept, stature and positioning of the project. We add essence and impact to your brand, make it resonate with the market it is located within.

Our graphics team puts brand strategy on par with interior concept to establish a keen synergy between the brand name and the leisure location.

We help you create bold business brands that elicit market attention and thus enable stronger returns and expansion opportunities for our clientele.



Few Client References

ADVENTURE PLANET Iraq

AL HOKAIR GROUP KSA

AL OTHAIM LEISURE & TOURISM KSA

AL SADHAN GROUP KSA

AL SAWAT GROUP KSA

ATRY'S LAND Russia

BOB & BONGOS Ethiopia

B-TRAIN BOWLING Qatar

FUNSCAPE WORLD Bahrain

EJOY EDAM GROUP Kuwait

EMAAR RETAIL LLC (SEGA Republic Game Zone)

EMIRATES AIRLINES GROUP UAE

KIDOO'S UAE

FUN CITY Pakistan

FUN EXPRESS Kuwait

FUN FACTORY Nigeria

FUN HOUSE Sudan

PLAYBOX India

TIGERJAX UAE

WE PLAY Pakistan

PLAY PLANET Pakistan

FUN O POLIS

FUN PLANET Islamabad, Pakistan

FUNKY TOWN Russia

FUN STOP

GO BOWL India

IDEACRATE UAE

JAMMIN PIRAMAL GROUP India

JINGO'S JUNGLE Jordan

JOYZONE KSA

KAEC KSA

KHALEEJ E FARS

KIDDIE VILLE UAE

TAKENDA KSA

LANDMARK LEISURE (Fun City, Fun Works, Tridom) UAE

MAGIC PLANET (MAF Leisure & Entertainment Co. LLC) UAE

MAGIC CITY Poland

MAGIC FOREST Mashad

MAGIC ISLAND Bahrain

MAGICAL CITY Yemen

PLANET X KSA

WHOOPII LAND Kuwait

ADVENTURA KSA

SUGARELLA KSA

FUNATION Pakistan

VELOCITY Qatar

MANAZEL REAL ESTATE UAE

MEGA MALL Qatar

MENA HOLDING Kuwait

PEGASUS REAL ESTATE (Adventure Hub) Bahrain

LOISILAND Cameroon

PLAY FOR ENTERTAINMENT Egypt

PLAY TOWN India

RAY'S REEF Qatar

SINDBAD'S WONDERLAND Pakistan

YIPPYLAND Qatar

THE ZONE UAE

FUNQUEST Kuwait

DYNAMICS Kuwait

TIMBO'S ISLAND

TURTLE ISLAND Seychelles

ULOTOV N KO Russia

WONDER GALAXY

WONDERLAND

WHOOOSH KSA

MAGIC CITY Tunis



Office 1708, Tameem House, Barsha Heights,
P.O. BOX 8775, Dubai, United Arab Emirates
+9714 4542929 info@asidesigns.com
www.asidesigns.com