



DESIGNING FUN DESTINATIONS



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START HERE



Designing 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. ”

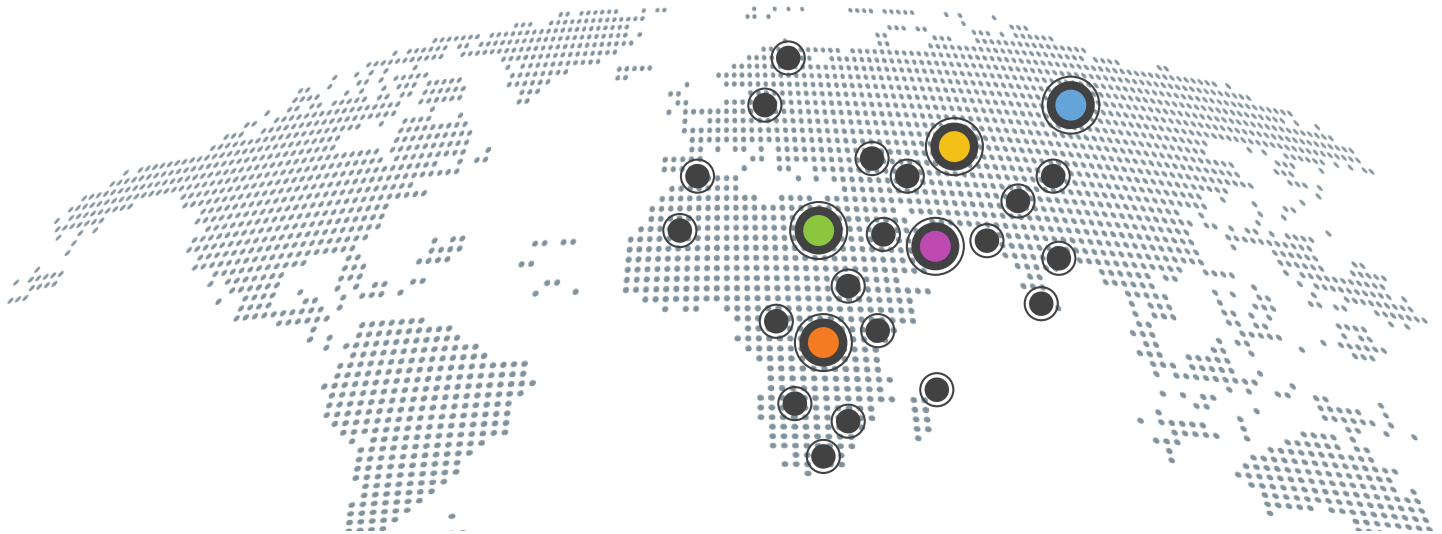
The Design Process



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.

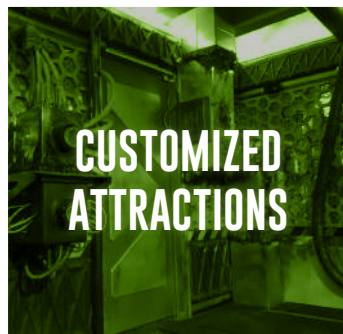
Designing a profitable leisure destination requires more than just the knowledge architecture and interior design. Integrating the dynamics of leisure equipment and the operational requirements into the project design is vital.

Fun Destinations Across The Region



OMAN EGYPT
NIGERIA QATAR PAKISTAN **RUSSIA** ETHIOPIA
BAHRAIN KUWAIT **INDIA** IRAQ **UAE** KAZAKHSTAN
SUDAN KENYA MOROCCO JORDAN YEMEN
CAMEROON **SAUDI ARABIA** AZERBAIJAN
POLAND SEYCHELLES
ZAMBIA TUNISA

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

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 initial feasibility, investment planning to reality, including Front of House and Back of House requirements, as well as circulation, flow of services and project infrastructure.

PROJECT CONTENT

INVESTMENT PLANNING

DEVELOPMENT PHASES

PROJECT EFFICIENCY

PROJECT CONSTRUCTION

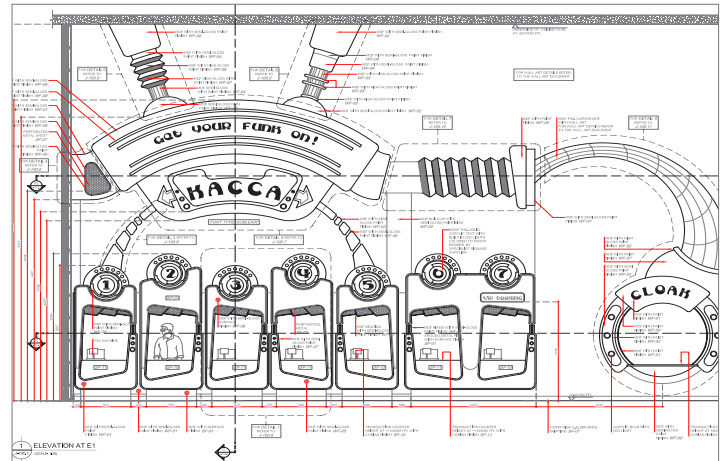
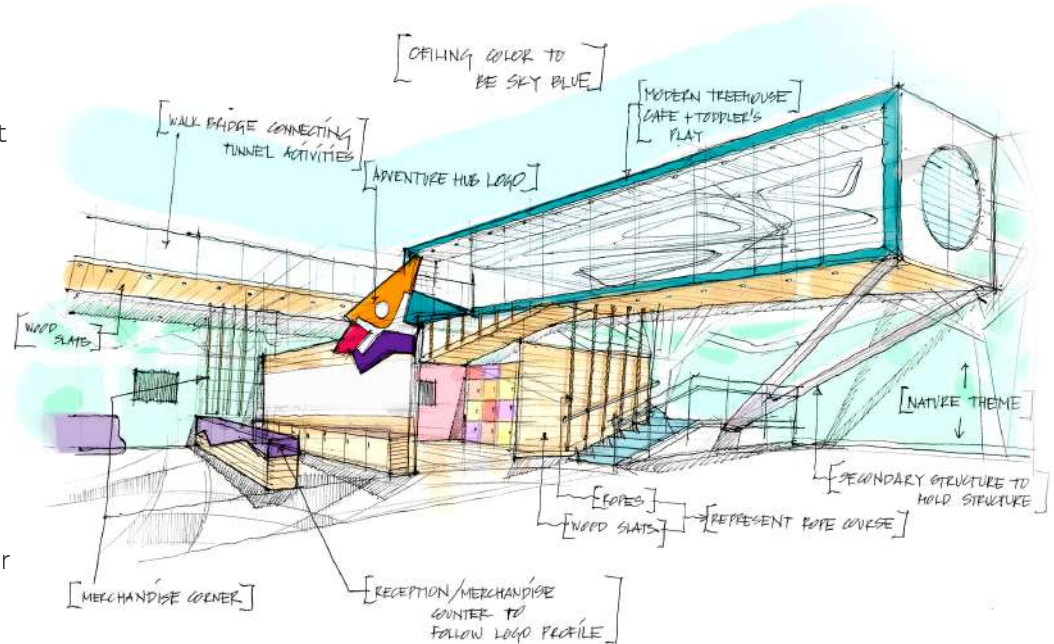
OPERATIONAL DYNAMICS



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

3D Visualization to Detailed Design

Once the master plan and concept design for the project has been approved, it is time to realize design schematics and detailed design for each component thus converting the investor's dream into reality, keeping in mind the approved project budget and the operational efficiency needed for the project to be successful for many years after its opening.





BRIEFING

FIELD STUDY

PLAYING

CLIMBING

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.’”



CHOU MACHOUX, Lebanon



FUNWORKS, UAE



ADVENTURA, KSA



KIDOOS, KSA



FUNWORKS, 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.

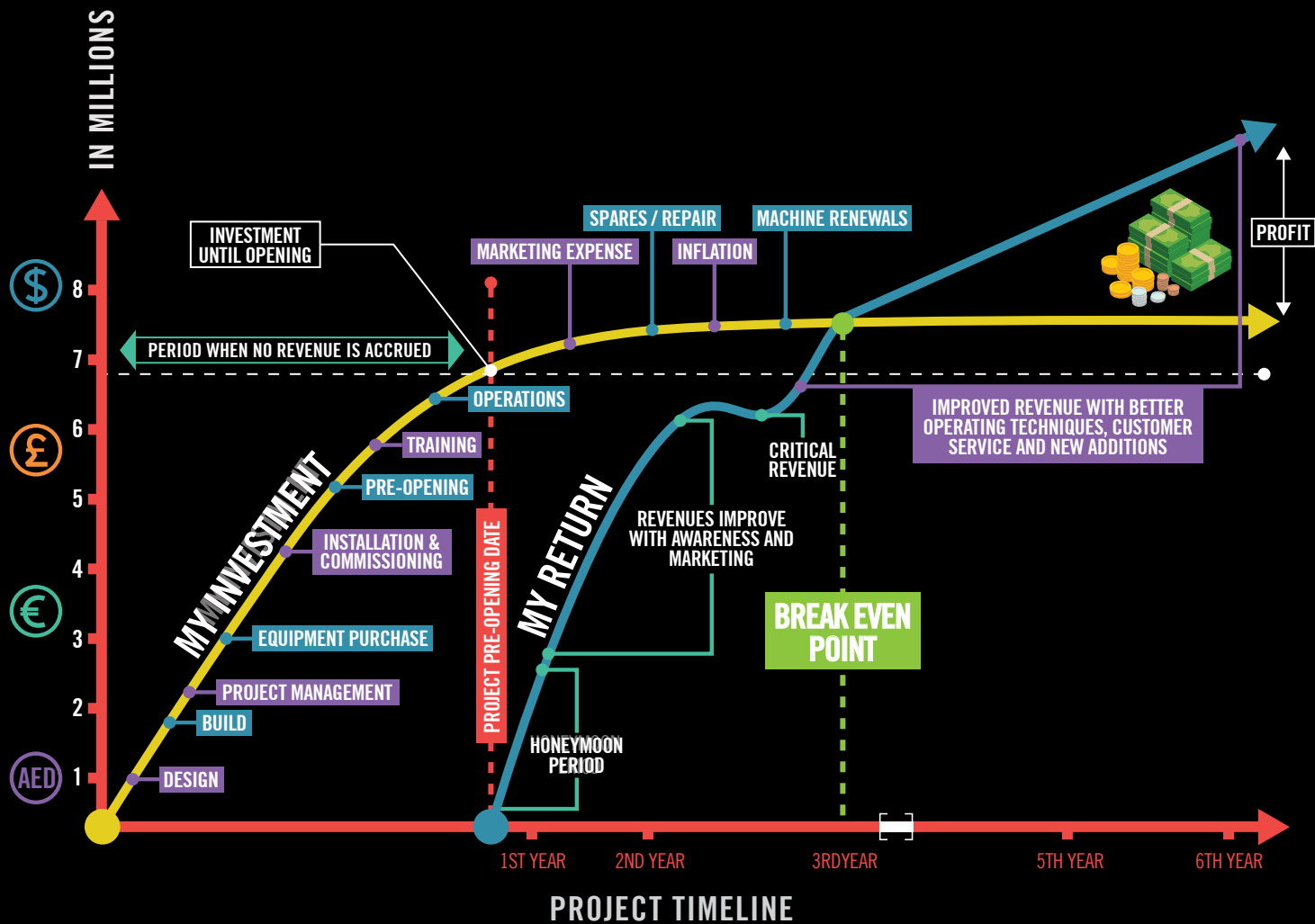
Our design principles are effectively backed by our sound understanding of Leisure Equipment, Leisure Operations and the overall Business Plan.

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



TAKENDA, KSA

Journey Towards Profitability



Based on a typical 3000sqm indoor FEC Project located within an average shopping mall

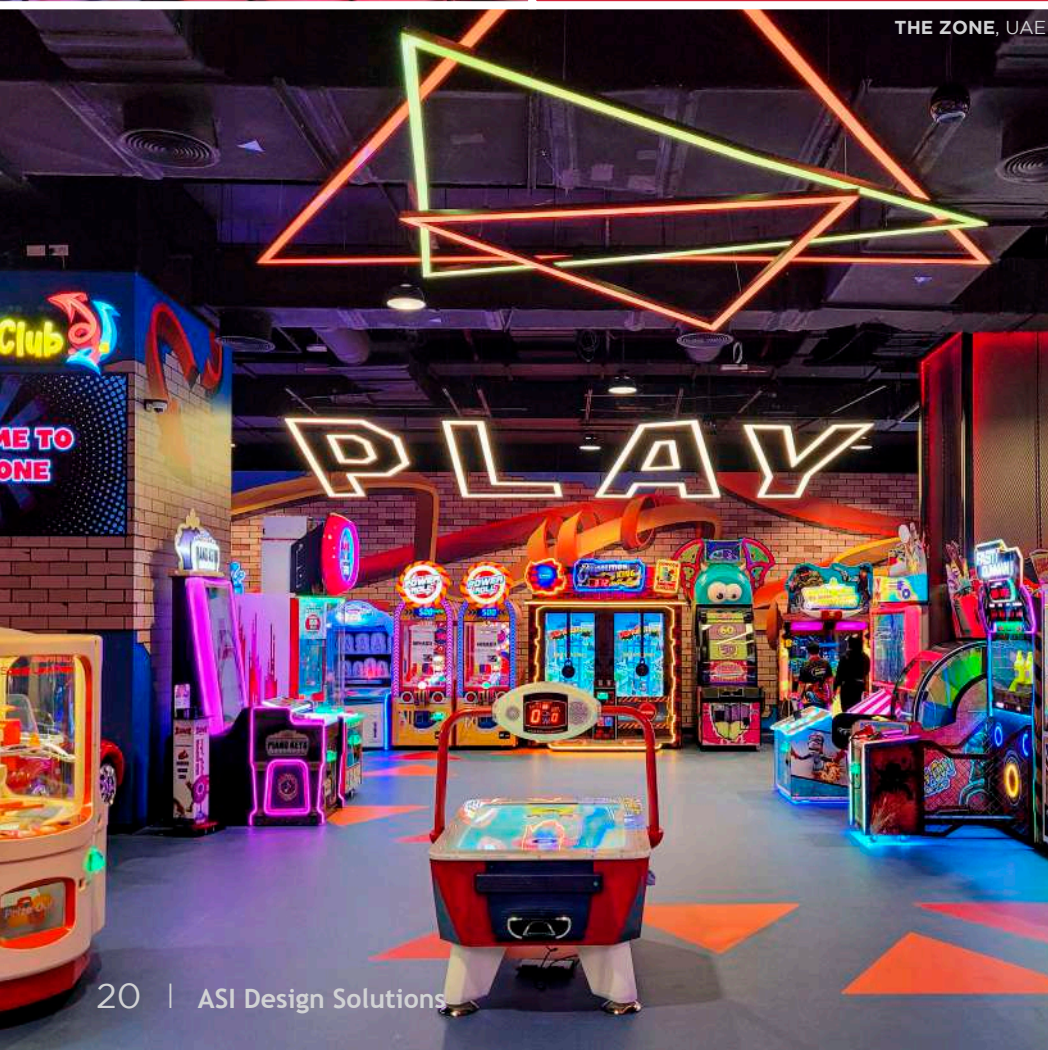


Projects Gallery

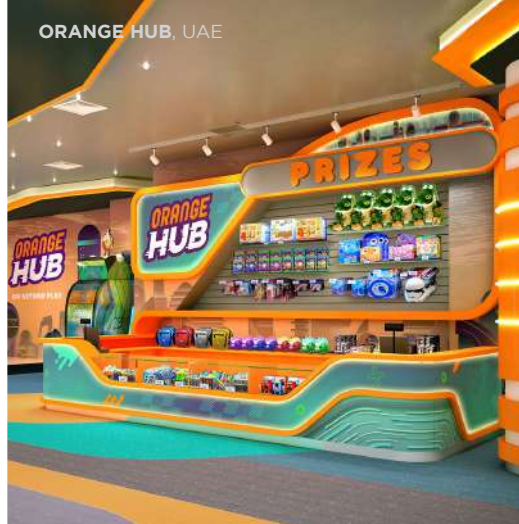




FECs & LBEs



ORANGE HUB, UAE



FUNKY WORLD, Kazakhstan

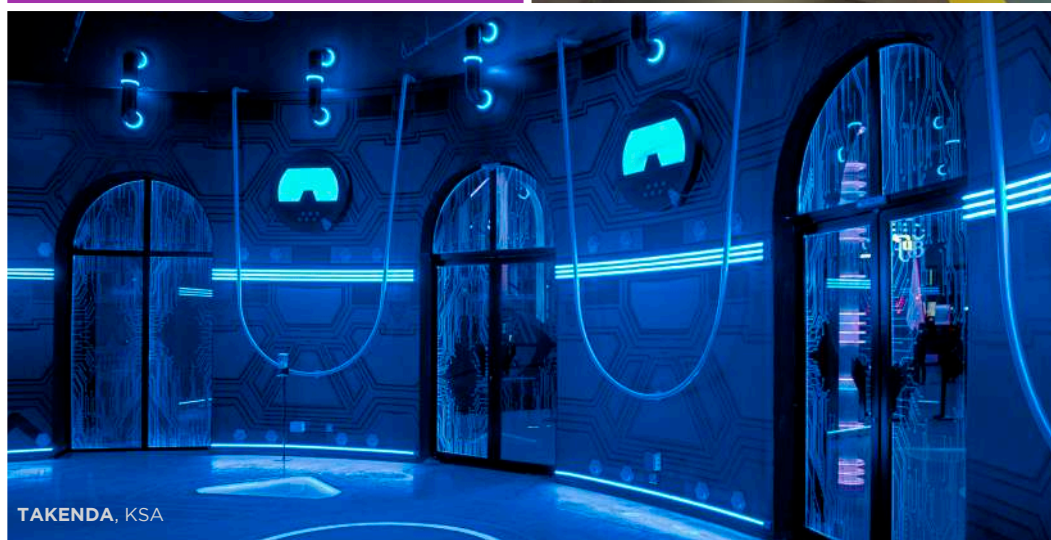


Operationally Efficient Designs



WONDERGATE, KSA

TRIDOM, UAE



TAKENDA, KSA



SAFFORILAND, KSA



PLAYBOX, India



FECs & LBEs

FUNSCAPE PLAY, Bahrain



FUNSCAPE SPORTS, Bahrain



FUNHOUSE, KSA





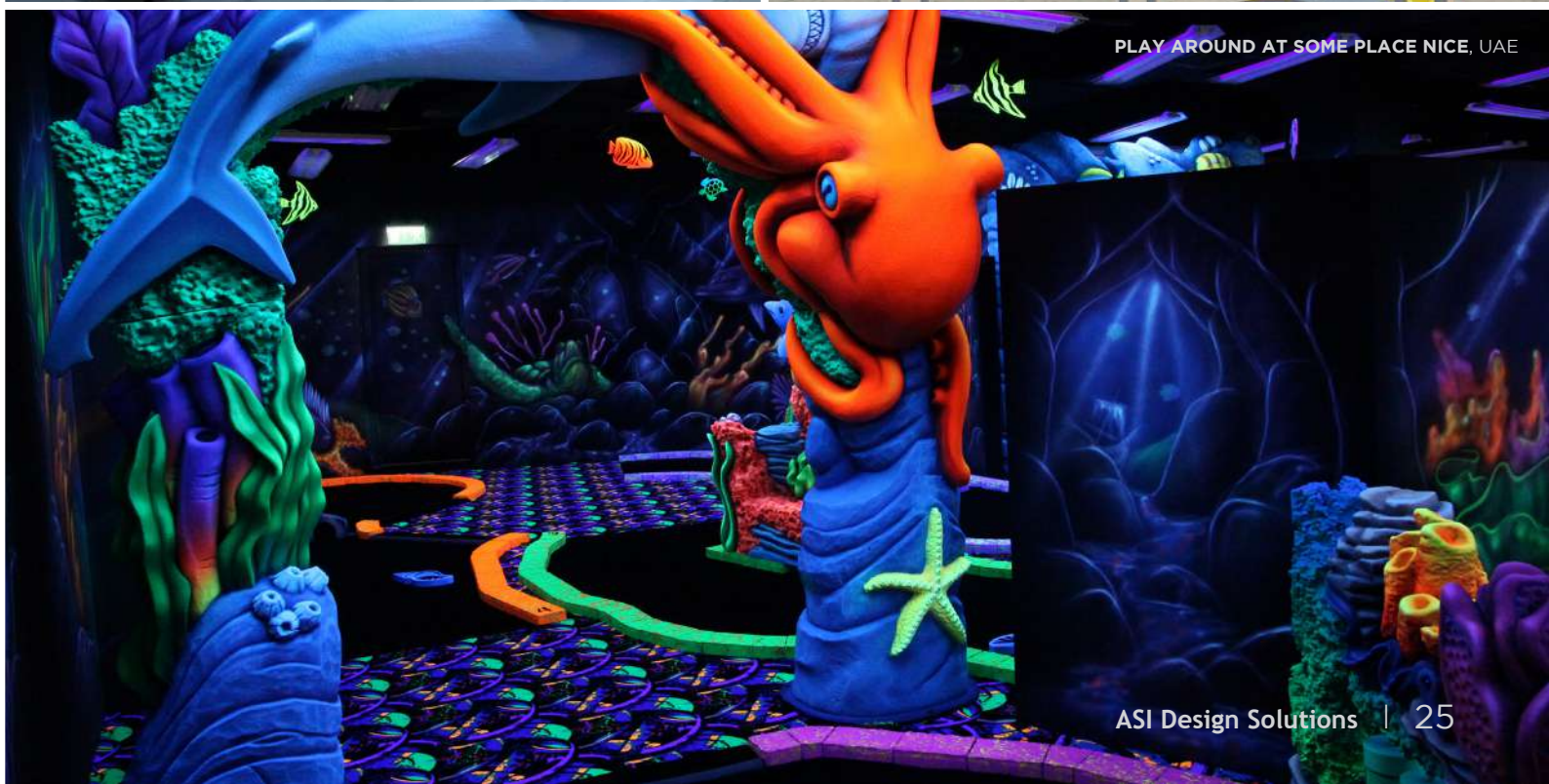
FUNKY TOWN, Russia



FUN-O-POLIS, India



PLAY AROUND AT SOME PLACE NICE, UAE







LIT, UAE



LIT, UAE



LIT, UAE

Experiential Designs

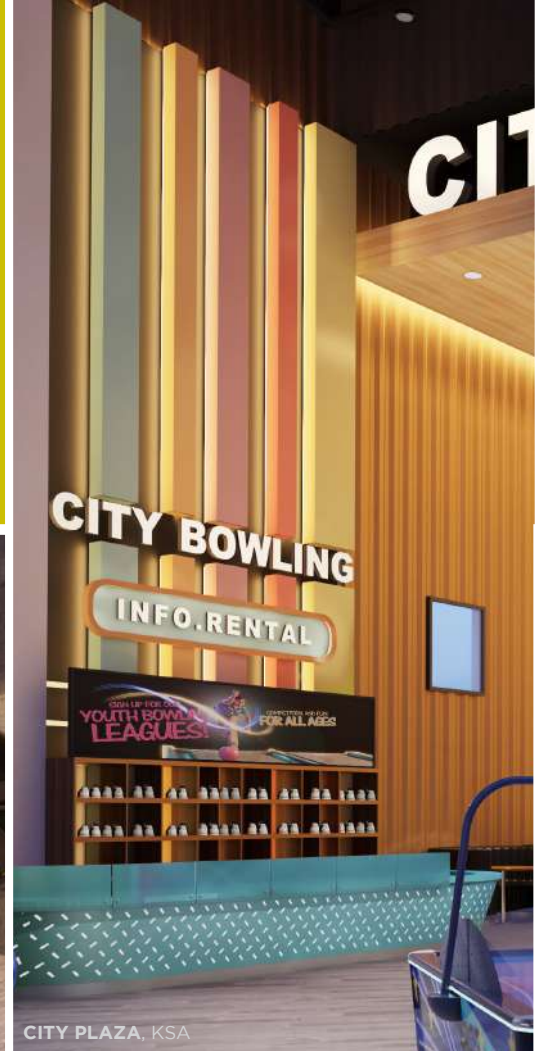


CITY PLAZA, KSA

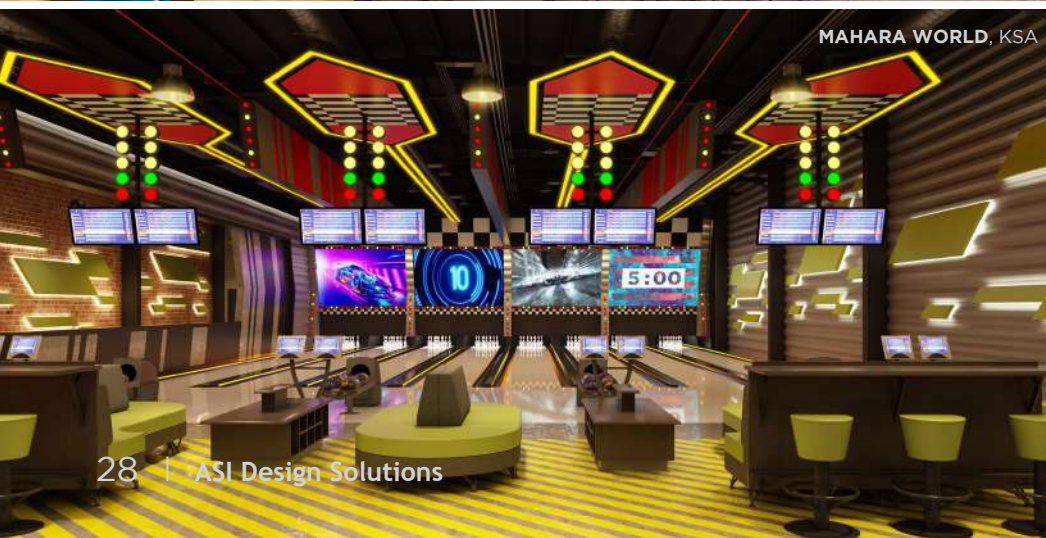
Dynamic Designs



E-HUB, KSA



CITY PLAZA, KSA



MAHARA WORLD, KSA





MAHARA WORLD, KSA



FUNSCAPE SPORTS, Bahrain

Social Experiences



TIGERJAX, UAE



E-HUB, KSA



GO BOWL, India



AG'S BAAMLAND, Iran

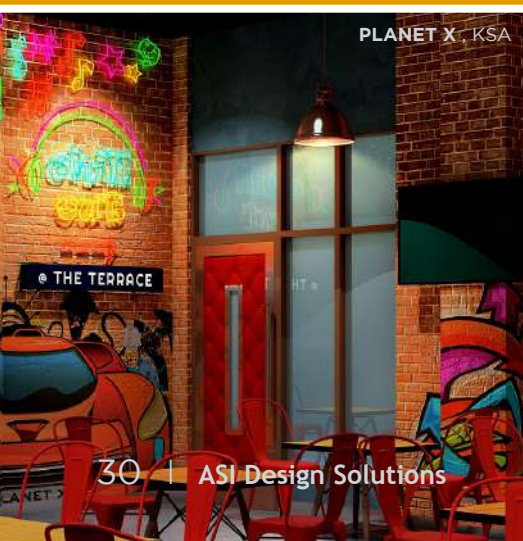


AG'S BAAMLAND, Iran

Cafes & Lounges



CITY PLAZA , KSA



PLANET X, KSA



WONDERGATE , KSA

TAKENDA 8-BIT , KSA

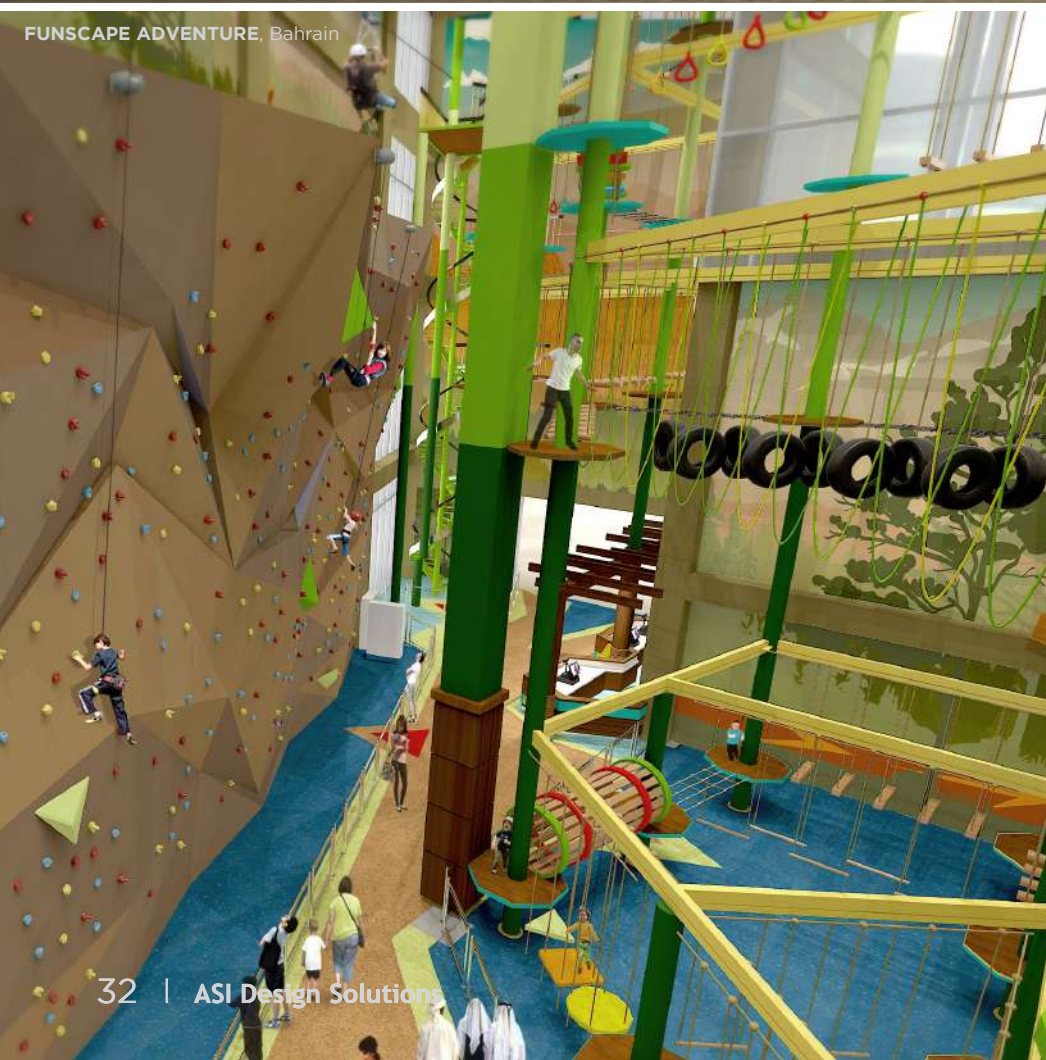


TAKENDA 8-BIT , KSA



TAKENDA 8-BIT , KSA

Gastro-Gaming Experiences



Adventure Parks



MAHARA WORLD, KSA

Escape Concepts



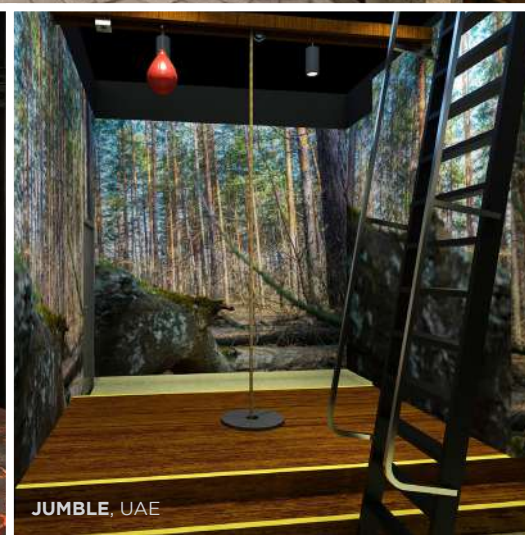
JUMBLE, UAE



JUMBLE, UAE



JUMBLE, UAE



JUMBLE, UAE





KIDDIE ZONE, Qatar



Retail & Merchandise Concepts





Graphic Design & Brand Development

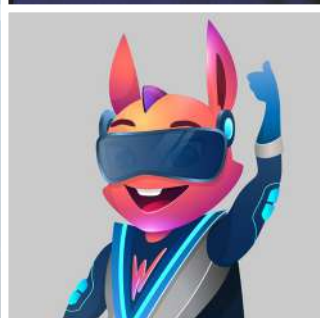
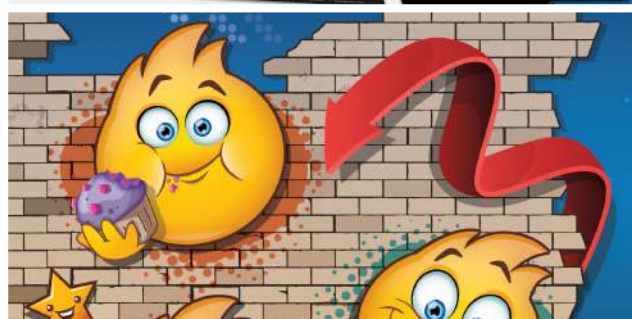
Our creative branding services include precisely what's necessary to bring a Leisure & Amusement brand alive at consumer's level and pave the path for larger secondary revenue streams, partnerships and franchise opportunities.

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
ADVENTURE PLANET Iraq
MALL OF DILMUNIA Bahrain
DLF GROUP India
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
AL WASL PROPERTIES UAE

FUN O POLIS Iran
FUN PLANET Islamabad, Pakistan
FUNKY TOWN Russia
FUN UNLIMITED India
FUN STOP Iran
GO BOWL India
IDEACRATE UAE
JAMMIN PIRAMAL GROUP India
JINGO'S JUNGLE Jordan
JOYZONE KSA
KAEC KSA
KHALEEL E FARS Iran
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

MANAZEL REAL ESTATE UAE
MEGA MALL Qatar
MENA HOLDING Kuwait
ORAMA XING (Cybele Paradise) India
PEGASUS REAL ESTATE (Adventure Hub) Bahrain
LOISILAND Cameroon
PLAY FOR ENTERTAINMENT Egypt
PLAY TOWN India
RAY'S REEF Qatar
SHAHR-E-SHAADI Iran
SINDBAD'S WONDERLAND Pakistan
YIPPYLAND Qatar
THE ZONE UAE
FUNQUEST Yemen
TIMBO'S ISLAND Iran
TURTLE ISLAND Seychelles
ULOTOV N KO Russia
WONDER GALAXY UAE
WONDERLAND Iran
WHOOSH KSA
MAGIC CITY Tunis



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