



**DESIGN ZONE**  
Engineering Solutions Provider

COMPANY PROFILE

2026 EDITION

# The digital built environment, **engineered.**

A Saudi-headquartered digital construction and technology consultancy that owns the entire information lifecycle of a built asset — from the first programming brief to a live, operating digital twin.

DIGITAL TWIN

BIM & INFORMATION MGMT

APPLIED AI

SMART INFRASTRUCTURE

DIGITAL TRANSFORMATION

[www.designzone.com.sa](http://www.designzone.com.sa)

JEDDAH · AMMAN · CAIRO · LONDON

# 01

## From drawings to data, to digital twins.

Design Zone takes an asset across one continuous information spine — from analog drawings, to governed ISO 19650 data, to a live operating twin. We don't just model the building; we own its digital lifecycle and the platforms that run it.

A FAISAL ADHAM GROUP TECHNOLOGY COMPANY · EST. 2013

2013

FOUNDED ·  
AMMAN → JEDDAH

55+

PROJECTS  
DELIVERED

60+

SPECIALISTS

15

VISION 2030 GIGA-  
PROJECTS

4

INTERNATIONAL  
OFFICES

### THE INFORMATION SPINE

01

#### Drawings

LOD 100-200

2D & analog documentation — the starting point.

02

#### Data

LOD 300-400

ISO 19650 information models — structured & governed.

03

#### Digital Twin

LOD 500 · FM

Live, operating asset — TwinMs unifies BIM, IoT & operations.

A FAISAL ADHAM GROUP TECHNOLOGY COMPANY

# We own the digital lifecycle of the built asset.

Design Zone is a Saudi-based Digital Construction and Technology company operating under Faisal Adham Group, a diversified business group with a strong presence across construction, engineering solutions, building materials, fit-out, and manufacturing sectors. Through our ecosystem of sister companies—including Freyssinet Saudi Arabia, Fosroc (Fosam) Saudi Arabia, Al Arabi Fit-Out, Al Kayan Woodworks, and Sustainable Solutions, we combine deep industry expertise with advanced digital technologies to support the transformation of the built environment.

We specialise in BIM, Artificial Intelligence, Digital Consultancy and Digital Twin solutions that manage the complete digital lifecycle of built assets, anchored by our proprietary platforms **TwinMs** and **TwinMaq**.

## GROUP ECOSYSTEM · CONSTRUCTION

Within the Faisal Adham Group's construction arm, these sister companies provide surge capacity and integrated delivery across the built environment — part of a wider group active in multiple industries.

FS

**Freyssinet Saudi Arabia**

SPECIALIST ENGINEERING

FX

**Fosroc (Fosam) Saudi Arabia**

CONSTRUCTION CHEMICALS

AR

**Arton Contemporary**

PREMIUM INTERIOR DESIGN AND ART WORK

AD

**Alarabi Decoration and Construction**

INTERIOR DESIGN

SS

**Sustainable Solutions**

SUSTAINABILITY &amp; ESG

SIR

**Saudi Industrial Resins**

RESIN SOLUTIONS

A DECADE OF MEASURABLE DELIVERY

# From an Amman studio to Saudi Arabia's BIM partner.

Ten years of growth, certification and owned products — every milestone compounding into the platform-led consultancy we are today.





OUR VISION

To be the leading pioneer in digital transformation — revolutionising the built environment through advanced digital solutions.



OUR MISSION

To empower clients with innovative, high-quality solutions across design, construction and operations — driving efficient, sustainable growth.

WHAT DEFINES US

01



Standards first

We help shape ISO 19650 — not just follow it.

02



Build, don't rent

Owned IP — we ship code, not just models.

03



Outcomes over outputs

Measured by what the client operates.

04



Knowledge transfer

Teams stronger after every engagement.

# Four things make us different.



## STANDARDS-LED

ISO 19650-certified; a BSI Associate Consultant that helps shape the standard.



## IP-RICH

Proprietary TwinMs & TwinMaq platforms, engineered in-house.



## WHOLE-LIFECYCLE

The only handover that ends in a live, operating digital twin.



## AI-AUGMENTED

Automation applied only where it measurably improves the deliverable.

## WHERE WE WORK



Headquartered in **Jeddah**, with offices in Amman, Cairo and London, Design Zone serves the Kingdom's Vision 2030 giga-projects and the wider GCC and Levant – bilingual EN / AR, one delivery team, one QA process.

JEDDAH · HQ

AMMAN

CAIRO

LONDON

OUR CAPABILITIES. END-TO-END.

# Six connected disciplines. One operating twin.



ONE PARTNER, EIGHT CAPABILITIES

# A single, integrated capability stack.

Engage Design Zone for one service, or the full lifecycle — with one accountable team, one QA process, delivered in English and Arabic.

ONE TEAM · ONE QA PROCESS · EN / AR



## BIM Services

3D-7D modelling, families, shop drawings, clash detection, scan-to-BIM.



## BIM Solutions

4D scheduling, 5D cost, BIM-for-FM, custom add-ins.



## BIM Consulting

EIR, BEP, CDE, implementation, strategy, ERP integration.



## Digital Twin & VDC

TwinMs, IoT / ML, asset integrity, COBie handover.



## Architecture & Interiors

Concept design, visualisation, BOQ & specifications.



## Immersive / DZ XR

VR, AR, MR, XR, gaming & holograms.



## Software Development

Proprietary platforms & bespoke automation.



## Training · Autodesk ATC

Architectural, Structural, MEP & BIM Manager.



# The asset's operating system.

A live, COBie-structured twin that runs for the asset's 50-year operating life — turning the BIM model into real-time intelligence for operations, maintenance and energy.

Model health

98.6%

Fewer inspection hours

~60%

Fewer field staff

80%

Response SLA

24h

• LIVE OPERATIONS DASHBOARD



DEPLOYED

Dar Albadriyah · Riyadh

FIELD & SOURCES

BIM as-built · IoT · scan-to-BIM

DATA & INTEGRATION

Maximo · TRIRIGA · BMS · ERP

TWINMS PLATFORM

Unified model · analytics · alerts

APPLICATIONS

Dashboards · maintenance · energy



AI-powered visualization and immersive digital experiences for the built environment.

PROPRIETARY · DESIGN ZONE

TwinMq is Design Zone's proprietary visualization platform that transforms BIM and digital assets into high-end cinematic experiences. Powered by Artificial Intelligence and real-time rendering, TwinMq lets developers, architects and investors experience projects before construction through immersive digital storytelling.

KEY CAPABILITIES

SHOWCASE

- AI-Powered Visualization
- Real-Time Rendering
- Cinematic Architectural Animation
- Interactive Sales Experiences
- Virtual Reality (VR)
- Augmented Reality (AR)
- Mixed Reality (MR)
- Digital Marketing Content
- Unreal Engine Integration
- Off-Plan Sales Experiences

Floor 2  
Unit DEMO-B

**3 Bedroom Apartment**  
# 1,250,000 Available  
3 beds · 2 baths · 165 m<sup>2</sup> · m<sup>2</sup> ft<sup>2</sup>  
Unfurnished

EXPLORE  
PLAN ROOMS

Virtual tour available - select a room to explore in 360°

CUSTOMISATION  
Interior scheme selectable below

Request Callback  
Mortgage Calculator  
View in AR

FEATURED  
**Interactive Off-Plan Sales Experience**

Floor plan labels: WC, MASTER BEDROOM, BEDROOM 2, BEDROOM 3, DRESSING, MASTER BATHROOM, BATHROOM, WOK, KITCHEN, ENTRANCE, BALCONY. Dimensions: 5.70 m, 5.00 m. Living/Dining area: 28.5 m<sup>2</sup>.

TECHNOLOGY STACK

- TwinMq AI
- Unreal Engine
- BIM Models
- Revit
- Lumion
- Real-Time Rendering
- Cloud Delivery

“ Transforming BIM data into immersive visual experiences that accelerate decision-making, enhance stakeholder engagement, and elevate off-plan project sales. ”

PROPRIETARY PLATFORMS & PARTNER STACK

# An Autodesk-anchored stack, extended by our own IP.



PROPRIETARY PLATFORM

Digital-twin operations — BIM → IoT → CAFM.



PROPRIETARY PLATFORM

AI model validation & cinematic off-plan sales.

## Design Zone XR

EXPERIENCE STUDIO

Immersive VR / AR / MR, gaming & holograms.

## Applied AI

AUTOMATION ENGINE

Automated clash, QTO & code-compliance.

THE PARTNER STACK



AUTHORING

Revit · Civil 3D · AutoCAD



COORDINATION · 4D

Navisworks · Synchro



COMMON DATA ENV.

ACC · BIM 360 · Aconex



5D · REALITY CAPTURE

Cubicost · Leica RTC360



DIGITAL TWIN

TwinMs · live operations



IMMERSIVE

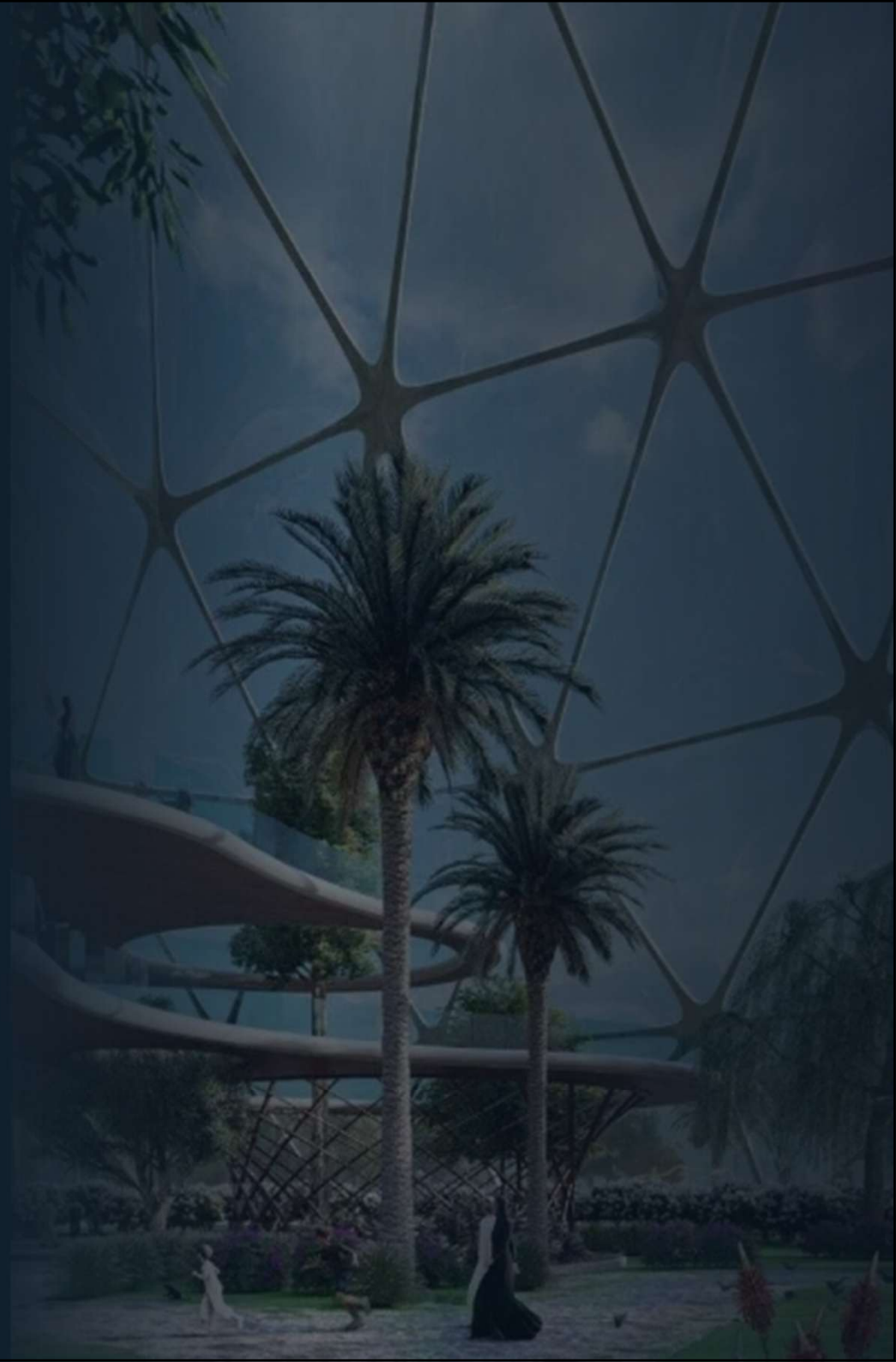
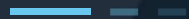
TwinMaq · Unreal · Lumion

# 01

WHAT WE DO

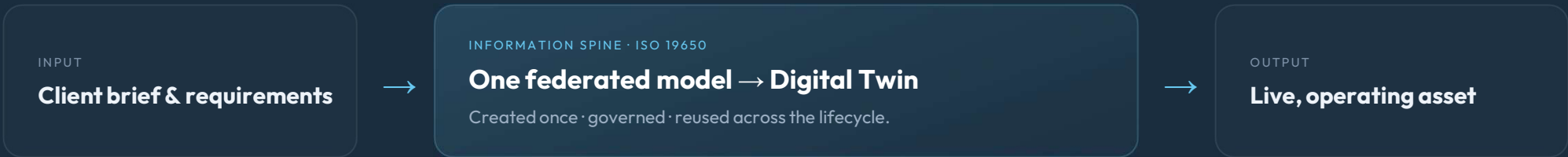
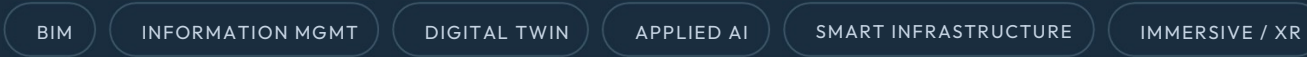
## Capability & Frameworks.

How Design Zone takes an asset from brief to operating twin — on one continuous, governed information spine.



# One model. From brief to operating asset.

CAPABILITIES · CREATED ONCE, REUSED EVERYWHERE



GOVERNANCE



THE INTEGRATION ADVANTAGE

The same team authors the requirements, builds the models, runs coordination and stands up the twin — **information created once, reused everywhere.**

OUTCOMES

**30–50%**

LESS REWORK

**98.6%**

MODEL HEALTH

**50yr**

OPERATING HORIZON

THE DESIGN ZONE BIM LIFECYCLE FRAMEWORK

# Eleven stages, three phases, one federated model.

## PLAN & DESIGN

LOD 100-300

## BUILD & COORDINATE

LOD 350-400

## OPERATE & OPTIMISE

LOD 500 · FM



THE INFORMATION THREAD · ONE FEDERATED MODEL · ISO 19650

CREATED ONCE → REUSED EVERYWHERE → DIGITAL TWIN

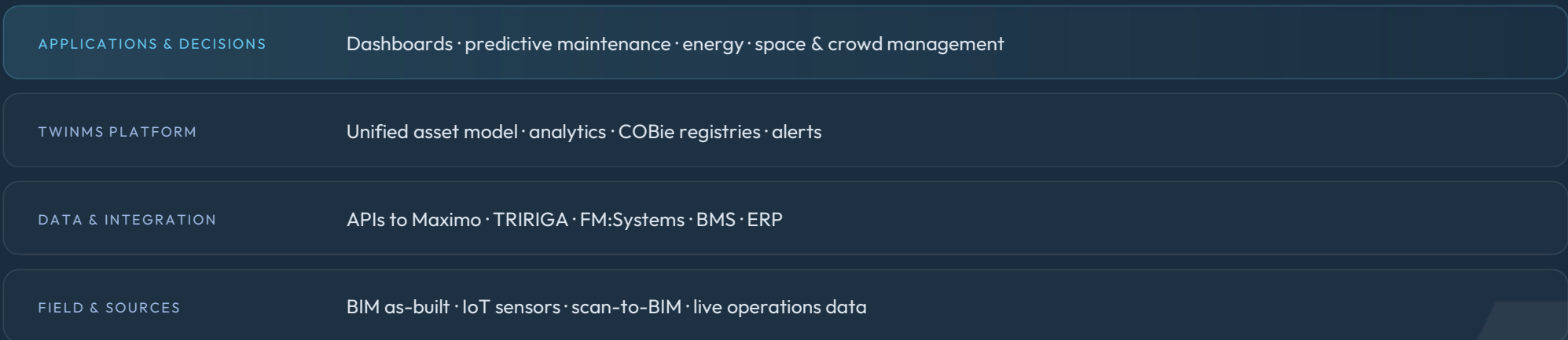
THE ISO 19650 INFORMATION DELIVERY SPINE

# Requirements in. Structured information out.



WE AUTHOR · EIR · BEP · CDE · MIDP / TIDP · DOCUMENT CONTROL

THE TWINMS DIGITAL TWIN ARCHITECTURE



# 02

PROJECT PORTFOLIO

## Selected Work.

A flagship portfolio across four service lines — BIM, Concept Design, VDC / Immersive and Interior Design — from giga-projects to private villas.

**55+**

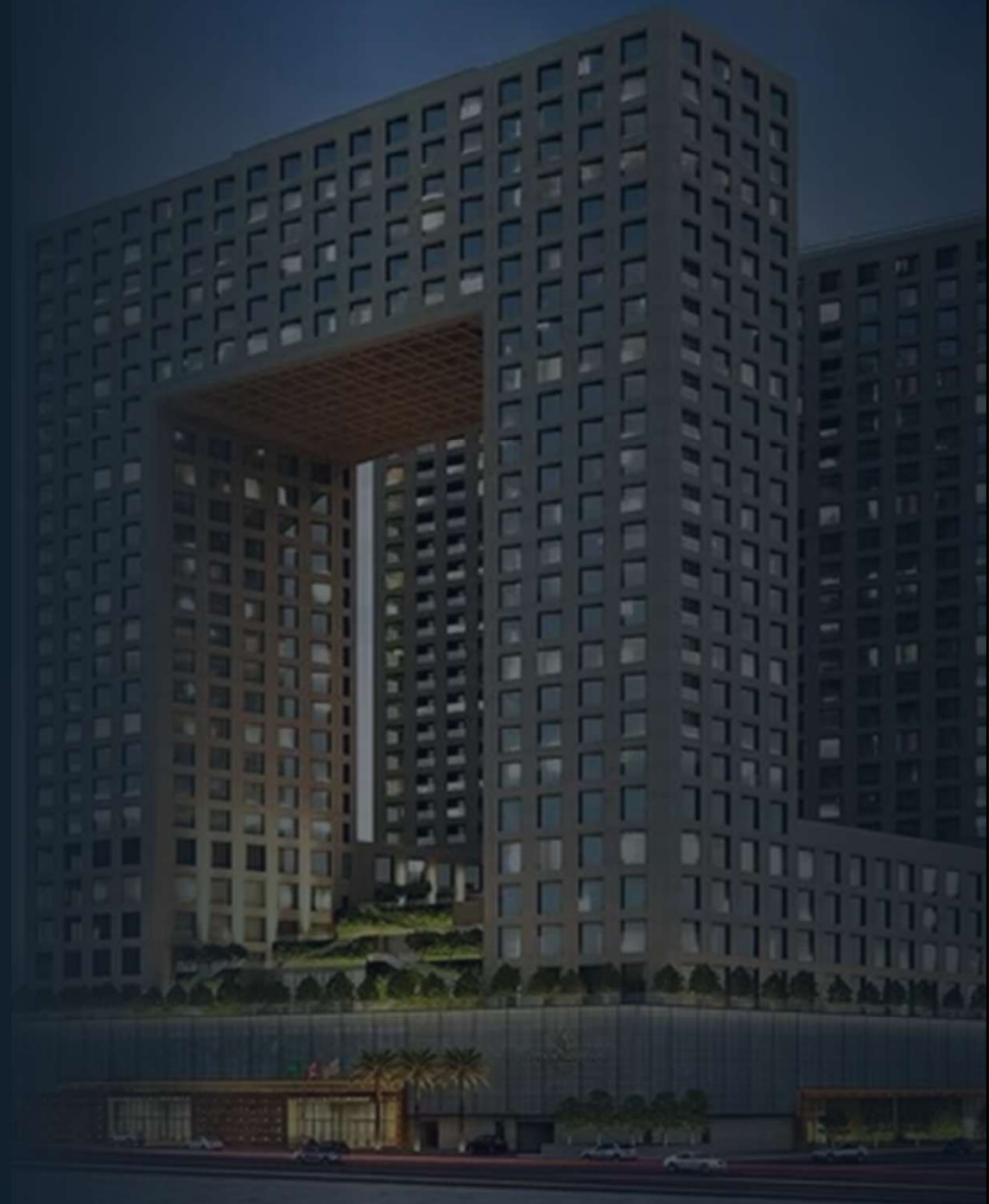
PROJECTS

**4**

SERVICE LINES

**15**

GIGA-PROJECTS



# 55+ projects across four service lines.

15+

GIGA-PROJECTS

10+

INDUSTRIES

5

COUNTRIES

20+

MAJOR CLIENTS



A

## BIM & Information Management

Giga-projects, hospitality, infrastructure & heritage HBIM.

A

REPRESENTATIVE

King Salman Park · AMAALA

B

## Concept Design & Visualisation

Architectural concepts, towers & retail identity.

B

REPRESENTATIVE

Al-Kayyal Tower · Sea Tower

C

## VDC / Immersive / XR

VR, AR, mixed reality & life-size holograms.

C

REPRESENTATIVE

Apollo 11 · iHolo E-Car

D

## Interior Design & Residential

Bespoke private villas & residential interiors.

D

REPRESENTATIVE

Modern Mansion · Spa Suite

A

BIM & INFORMATION MANAGEMENT

# Every model on one ISO 19650 framework.

Vision 2030 giga-projects, ultra-luxury hospitality, infrastructure and heritage HBIM —  
from LOD 300 design to LOD 500 as-built and digital-twin handover.

13

PROJECTS IN THIS LINE

LOD 500

AS-BUILT & TWIN HANDOVER

# Selected BIM & IM projects

13 PROJECTS

**FLAGSHIP · GIGA-PROJECT**

**01 King Salman Park**  
Visitors Pavilion · Riyadh

**GIGA-PROJECT**

**02 OMC Building**  
King Salman Park · Riyadh

**INFRASTRUCTURE**

**03 Qiddiya Upper Plateau**  
Roads & Bridges · Riyadh

**INFRASTRUCTURE**

**04 Sports Boulevard**  
Cycling Bridge · Riyadh

**HERITAGE**

**05 Koraysh Castle**  
HBIM · Old Jeddah

**HOSPITALITY**

**06 Rosewood**  
AMAALA · Red Sea

**HOSPITALITY**

**07 Six Senses**  
AMAALA · Red Sea

**HOSPITALITY**

**08 Four Seasons Hotel**  
Jeddah

**HOSPITALITY**

**09 Integrative Wellness**  
AMAALA · Red Sea

**DIGITAL TWIN**

**10 Digital Twin · HQ**  
Design Zone · Jeddah

**GIGA-PROJECT**

**11 Qiddiya Community Canvas**  
Qiddiya · Riyadh

**MIXED-USE**

**12 Al Mishraq**  
MISK City · Riyadh

**INFRASTRUCTURE**

**13 Masar Bus Station**  
Saudi Arabia

# B

CONCEPT DESIGN & VISUALISATION

## Where ideas are explored, before construction.

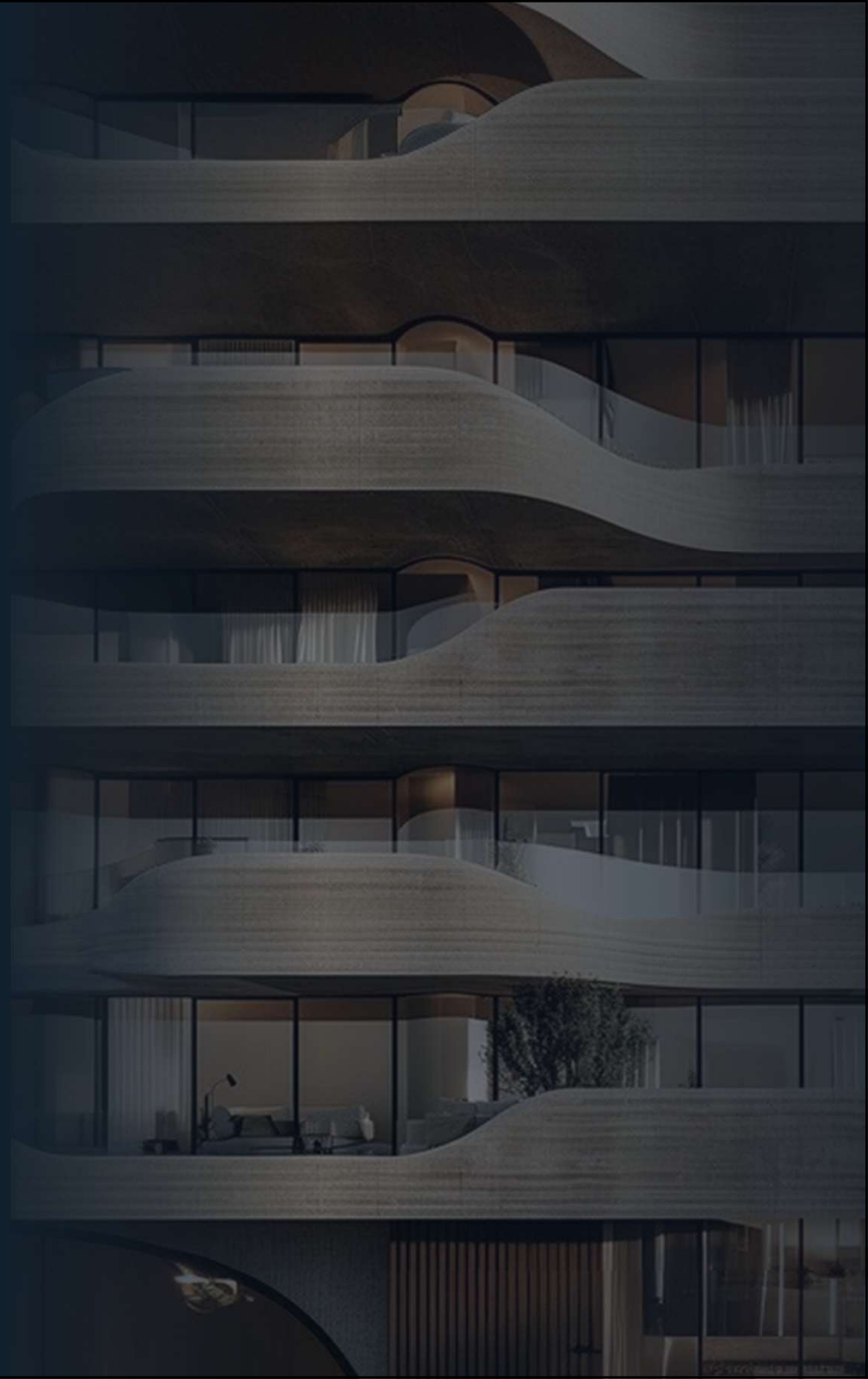
Architectural concepts and visualisations — from Hijazi-heritage wellness retreats to mixed-use towers and retail identity.

5

PROJECTS IN THIS LINE

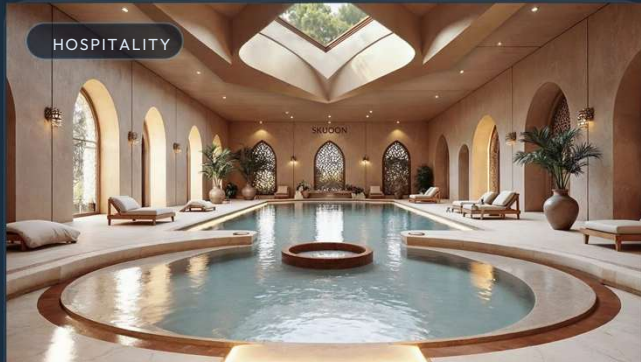
EN / AR

CONCEPT TO RENDER



# Selected concept & visualisation work

5 PROJECTS



HOSPITALITY

01

## Wellness Center — Al-Hada

Al-Taif, Saudi Arabia



LEISURE

02

## Golf Club Concept

Jeddah, Saudi Arabia



TOWER

03

## Al-Kayyal Tower

Jeddah · Mixed-use



TOWER

04

## Sea Tower

Jeddah · Sea-facing



RETAIL

05

## EWC Sport Cup — Retail

Jeddah · 16 stores

CONCEPT TO RENDER

**Ideas explored, tested & visualised before construction.**

Revit · 3ds Max · Enscape · Lumion · SketchUp — full visualisation, delivered EN / AR.



VDC · IMMERSIVE · XR

# Immersive experiences, built end-to-end.

Immersive technologies by our experience studio — VR, AR, mixed reality and life-size holograms, from creative direction to live-venue deployment.

**5** VR · AR · Holo

EXPERIENCES DEPLOYED

FULL-STACK PRODUCTION

# Immersive & XR experiences

5 PROJECTS



VR

## 01 Al Arabi

VR interior visualization

Immersive walkthrough of a full interior fit-out scheme.



VR

## 02 Nursing Lab

VR clinical training

Life-size VR simulation for clinical skills training.



VR

## 03 Apollo 11

VR lunar mission

Immersive re-creation of the Apollo 11 lunar landing.



HOLOGRAM

## 04 Golf Academy

Hologram + VR coaching

Holographic + VR coaching experience for golf training.



HOLOGRAM

## 05 Anatomy of an EV

iHolo E-Car · hologram

Life-size holographic teardown of an electric vehicle.

### CAPABILITY

**From creative direction to live-venue deployment.**

VR · AR · MR · holograms · real-time engines (Unreal) · gaming · interactive installations.

D

INTERIOR DESIGN & RESIDENTIAL

# Bespoke villas, fabrication-ready.

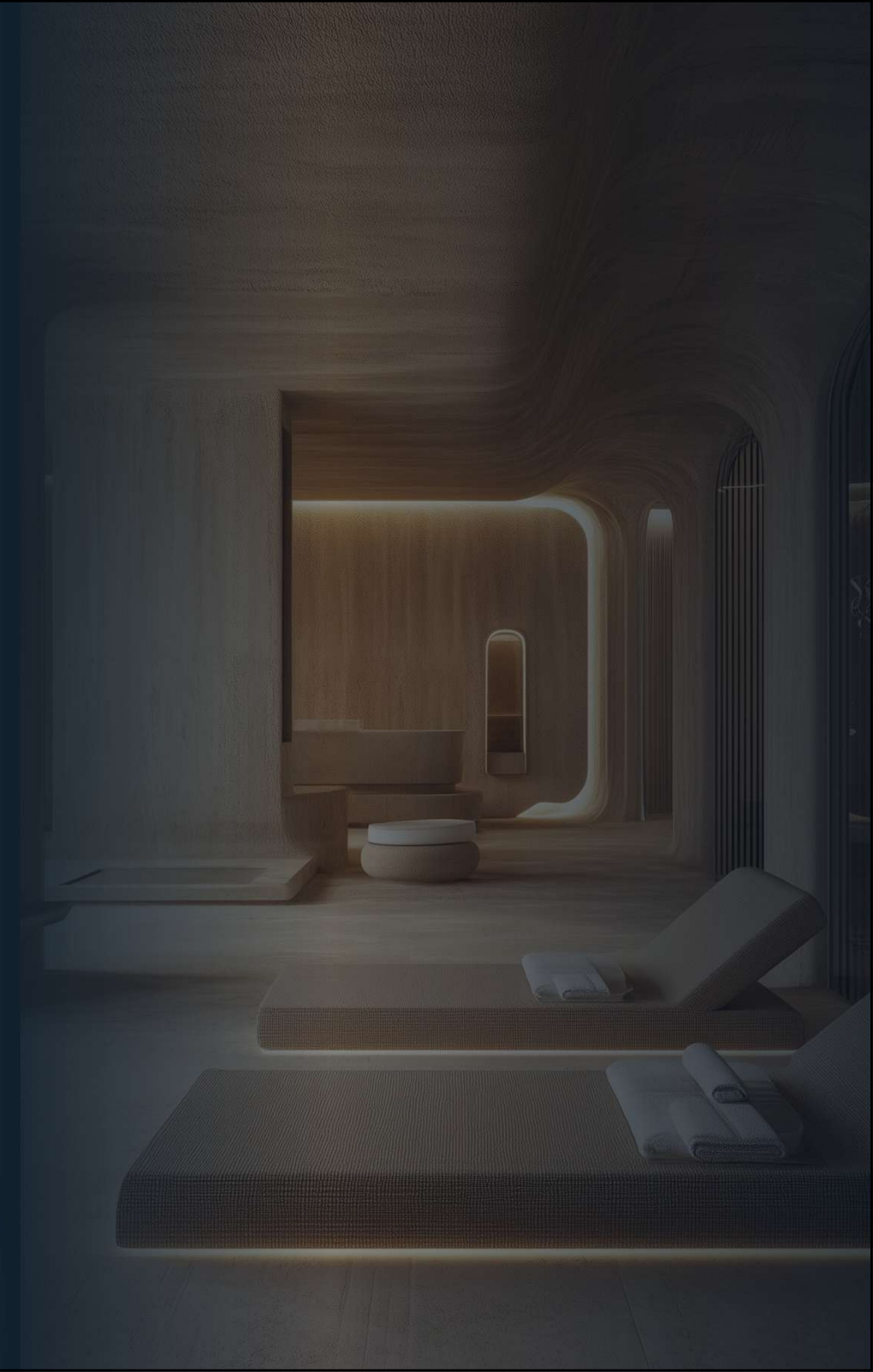
Private villas and residential interiors — from full interior + exterior schemes to LOD 400 fabrication-ready redesigns and multi-discipline villa compounds.

4

PROJECTS IN THIS LINE

**LOD 400**

FABRICATION-READY DETAIL



# Selected residential & interiors

4 PROJECTS



RESIDENTIAL

01

## Private Villa — Modern Mansion

Cairo, Egypt

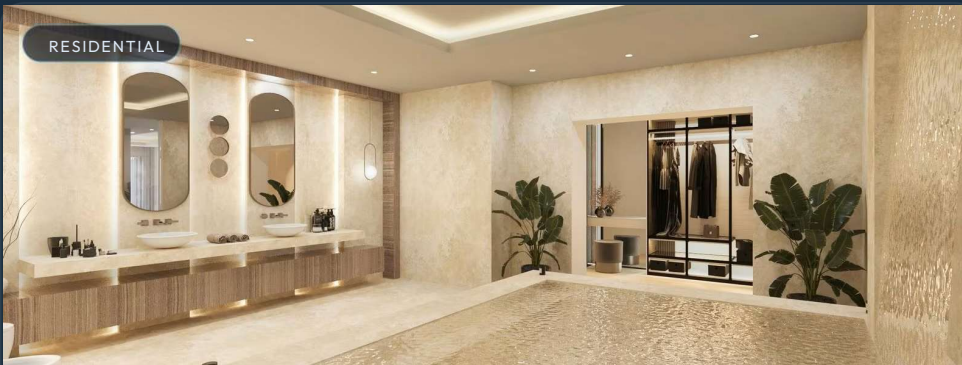


RESIDENTIAL

02

## Private Villa — Luxury Residence

Jeddah, Saudi Arabia

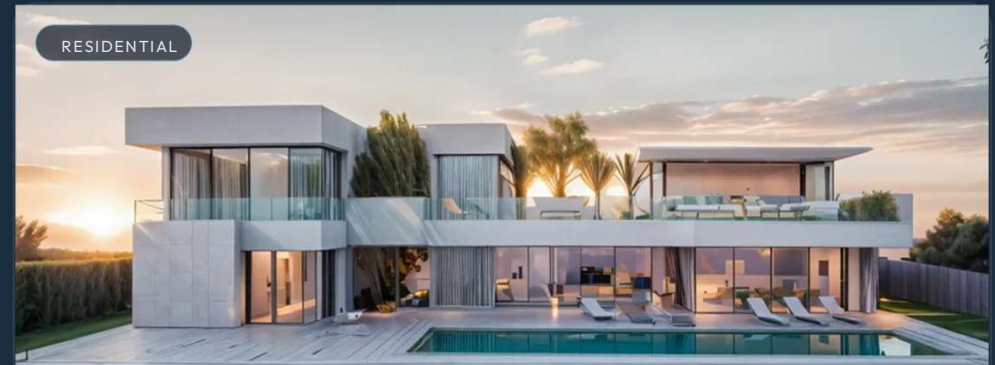


RESIDENTIAL

03

## Private Villa — Spa & Bath Suite

Jeddah, Saudi Arabia



RESIDENTIAL

04

## Multi-Type Villas Compound

Jizan, Saudi Arabia

# King Salman Park

Visitors Pavilion & operations building · a ~90,000 m<sup>2</sup> monolithic in-situ concrete roof, coordinated under a Royal Commission mandate.

CLIENT	KSP Foundation · RCRC
PARTNER	Freyssinet
LOCATION	Riyadh, Saudi Arabia
SERVICES	Architectural BIM · ISO 19650 · VDC

**90k** M<sup>2</sup> ROOF    **LOD 400** DETAIL UPLIFT    **417M** SAR · CONTRACT

## CHALLENGE

A monolithic 160 × 100 m in-situ concrete roof demanded fully coordinated, construction-ready BIM under a Royal Commission mandate.

## APPROACH

Authored ISO 19650 workflows on BIM 360, developed architectural BIM, upgraded LOD 300 → 400 and ran clash coordination across all stakeholders.

## OUTCOME & KEY ACHIEVEMENTS

**Construction-ready models and a single source of truth that resolved clashes before site.**

- Single ISO 19650 source of truth on BIM 360 CDE
- Clashes resolved pre-construction
- First Design Zone giga-project engagement

# Qiddiya Upper Plateau

A post-contract BIM Execution Plan for the upper-plateau roads & bridges masterplan, aligned to Qiddiya's digital style book.

CLIENT	Qiddiya Investment Co.
PARTNER	Haif-Freyssinet JV
LOCATION	Riyadh, Saudi Arabia
SERVICES	BIM consulting · BEP authoring

## CHALLENGE

The upper-plateau roads & bridges masterplan needed a post-contract BIM Execution Plan aligned to Qiddiya's digital style book.

## APPROACH

Authored the post-contract BEP for the JV — defining information requirements, delivery methodology and standards per the EIR and QIC digital standards.

## OUTCOME & KEY ACHIEVEMENTS

**An auditable BIM delivery framework adopted across the infrastructure masterplan.**

- Post-contract BEP aligned to QIC digital standards
- Framework adopted masterplan-wide
- Auditable information delivery from day one

# AMAALA

Three ultra-luxury assets — Rosewood, Six Senses and Integrative Wellness — modelled on one ISO 19650 framework.

DEVELOPER	Red Sea Global · AMAALA
OPERATORS	Rosewood · Six Senses
CONTRACTOR	IKK · KCG-BMC
LOCATION	Red Sea, Saudi Arabia
SERVICES	BIM & information management

## SCOPE

Multi-discipline BIM across three ultra-luxury hospitality assets on the Red Sea coast, each held to brand-operator standards and AMAALA's design intent.

## APPROACH

One federated, ISO 19650 model per asset — coordinated across architecture, structure and MEP, with information governed for downstream FM handover.

## OUTCOME & KEY ACHIEVEMENTS

**Coordinated, brand-grade models delivered for three flagship Red Sea hospitality assets.**

- Rosewood, Six Senses & Integrative Wellness
- Brand-operator standards maintained throughout
- Information governed for FM handover

**3**  
HOSPITALITY  
ASSETS

**900k**  
M<sup>2</sup> WELLNESS FIT-  
OUT

**LOD  
500**

AS-BUILT

# Four Seasons Hotel

A 170,000 sq ft luxury fit-out — the BIM model validated and upgraded LOD 300→400 with detailed shop drawings.

OPERATOR	Four Seasons
CONTRACTOR	Havelock One
LOCATION	Jeddah, Saudi Arabia
SERVICES	BIM · shop drawings · VDC

**170k** **LOD 400**  
SQ FT FIT-OUT SHOP DRAWINGS

## SCOPE

A landmark luxury hotel demanding precise, brand-grade coordination across architecture, structure, MEP and finishes.

## APPROACH

Federated BIM with disciplined clash detection and a governed information model — ready for construction and downstream operations.

## OUTCOME & KEY ACHIEVEMENTS

**A coordinated, construction-ready model meeting Four Seasons' exacting standards.**

- Brand-grade multi-discipline coordination
- Clash-free, construction-ready deliverables
- Governed model for operations handover

# Sports Boulevard

3D coordination on the cycling bridge of a flagship Vision 2030 Quality-of-Life corridor.

CLIENT	Sports Boulevard Foundation
PARTNER	Freyssinet
LOCATION	Riyadh, Saudi Arabia
SERVICES	BIM consultant · 3D coordination

## Phase 1 Parts 3 & 4

CYCLING BRIDGE

RESOLVED

### CHALLENGE

Model issues across Parts 3 & 4 of the Vision 2030 cycling corridor were blocking the contractor's progress.

### APPROACH

As BIM consultant to Freyssinet, resolved final comments, produced bridge drawings, ran 3D coordination and modelled piers and abutments.

### OUTCOME & KEY ACHIEVEMENTS

**A clean, coordinated model that unblocked delivery on a flagship Quality-of-Life corridor.**

- Parts 3 & 4 model issues resolved
- Bridge drawings & pier/abutment modelling
- Contractor progress unblocked

# King Salman Park operations & heritage HBIM



BIM · GIGA-PROJECT

## Operation Control & Maintenance Building

KSP Foundation · RCRC — Riyadh

LOD 400

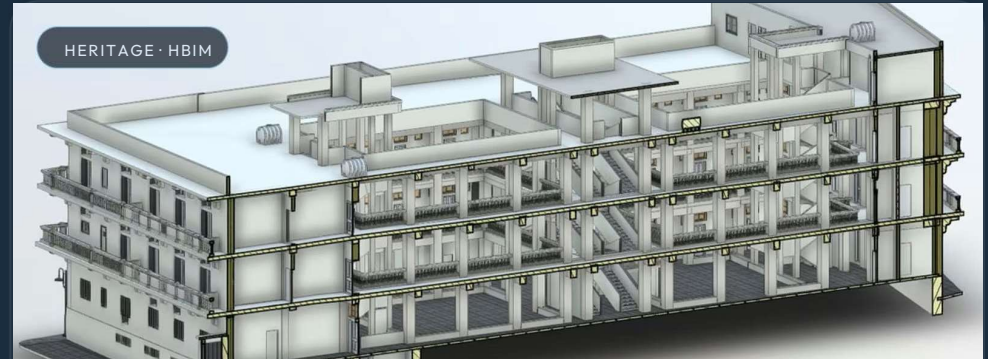
ARCH × STRUC CLASH

ISO 19650

Ran architectural ↔ structural clash detection and integrated a single coordinated model under the ISO 19650 workflow for the park's operations facility.

### OUTCOME

**A clash-free, coordinated model and single source of truth — Revit · Navisworks · BIM 360.**



HERITAGE · HBIM

## Koraysh Castle

Modern Building — Old Jeddah

~6,000 M<sup>2</sup>

LOD 500

RTC360 SCAN

Captured a ~6,000 m<sup>2</sup> heritage hotel with Leica RTC360 laser scanning, processed in ReCap, and rebuilt a clash-free LOD 500 Heritage BIM with linked asset data.

### OUTCOME

**A precise heritage digital record for restoration & asset management.**

# Fabrication-ready fit-out & millwork



## Integrative Wellness

Red Sea Global — AMAALA, Red Sea

900,000 M<sup>2</sup>

LOD 400 & 500

~70% TIME SAVED

Built a detailed family library within the curtain walls, achieved 100% detail within a fixed Revit 2021 environment, and ran Dynamo scripts to automate repetitive tasks — saving ~70% of the time.

### OUTCOME

**Fabrication & as-built models, clash-free across every trade.**



## Al Mishraq, MISK City

Premium Glory — MISK City, Riyadh

105,000 M<sup>2</sup>

LOD 400 & 500

MILLWORK

Developed LOD 400/500 millwork models — wardrobes, vanities and kitchens — with detailed joinery families, coordinated against architecture and MEP and embedded with element-level fabrication data.

### OUTCOME

**Clash-free, fabrication-ready millwork for procurement & shop.**

## Residential community & as-built FM



BIM · GIGA-PROJECT

### Qiddiya Community Canvas

Bandar Architect — Qiddiya, Riyadh

84,000 M<sup>2</sup>

LOD 200

FEDERATED

Built a parametric family library for the unit types and authored a federated LOD 200 model — enabling early architectural coordination and a standardised template across villas and townhouses.

#### OUTCOME

**A coordinated model with clash reports & a reusable unit template.**



BIM · INFRASTRUCTURE

### Masar Bus Station & Office

Levels — Saudi Arabia

1,900 M<sup>2</sup>

LOD 500

ZERO CLASHES

Produced an LOD 500 as-built BIM model of a live bus station and office — fully coordinated and clash-checked, structured for handover into facilities management.

#### OUTCOME

**A clash-free LOD 500 as-built serving as a live FM asset.**

BY THE NUMBERS

# Outcomes that speak for themselves.

55+

PROJECTS DELIVERED

**A decade of delivery across the Kingdom.**

Giga-projects, hospitality, heritage and infrastructure — coordinated end-to-end under ISO 19650.

98.6%

**Digital-twin health**

Sustained across TwinMs deployments.

15

**Vision 2030 giga-projects**

KSP · Qiddiya · Sports Blvd · AMAALA.

30–50%

**Rework removed**

Through coordinated ISO 19650 BIM.

~60%

**Fewer inspection hours**

On a one-year industrial twin campaign.

4

**International offices**

JEDDAH · HQ

AMMAN

CAIRO

LONDON

# Our contribution to Vision 2030.




Design Zone delivers where the Kingdom is being built — embedding standards, digital twins and sustainability into Vision 2030's flagship programmes.



WHERE WE DELIVER · KINGDOM OF SAUDI ARABIA



## PRIMARY CONTRIBUTION

- 
**Digital Transformation**
ISO 19650 · ALL GIGA-PROJECTS  
 Qiddiya · King Salman Park · AMAALA
- 
**Smart Infrastructure**
BIM & 3D COORDINATION  
 Qiddiya · Sports Boulevard · King Salman Park
- 
**Digital Twins**
LIVE OPERATIONS  
 Haram, Makkah · Dar Albadriyah · TwinMs

## ENABLING THEMES

- 
**Heritage Digitization**  
 Koraysh Castle · Diriyah · AIUla (HBIM)
- 
**Sustainability**  
 Energy & carbon take-off · SGI reporting
- 
**Quality of Life**  
 Sports Boulevard · KSP corridors

# Trusted by the Kingdom's Leading Owners.

Government authorities, giga-project developers, operators and contractors — delivered alongside the names shaping Vision 2030.

STRATEGIC PARTNERSHIPS

**Autodesk**

Authorized Academic Partner & ATC — Revit, Civil 3D, Navisworks, ACC.

**BSI · ISO 19650**

Associate Consultant; Certiport & PSI accreditation.

**Specialist tools**

Nemetschek / Solibri · Plannerly BEP · Vidya training.

# Credentials that De-Risk the Client.

## AUTHORIZATIONS & STANDARDS

A row of five white rounded rectangular boxes containing logos and accreditation titles:

-  **AUTODESK**  
Authorized Academic Partner
-  **AUTODESK**  
Learning Partner
-  **AUTODESK**  
Authorized Training Center
-  **bsi** Associate Consultant
-  **ISO**  
19650

## TECHNOLOGY & TRAINING ACCREDITATIONS

A row of five white rounded rectangular boxes containing logos and accreditation titles:

-  **NEMETSCHKEK**  
GROUP
-  Training Partner
-  **plannerly**
-  SmartLeanBIM®  
Masterclass
-  **vidya**

ALIGNED TO SAUDI VISION 2030

MEMBER · FAISAL ADHAM GROUP

# Technology Ventures

Expanding the digital ecosystem beyond BIM and Digital Twins — two strategic ventures that extend Design Zone's capabilities in immersive technology and luxury interior design.

## HORDECORE™ STU D10

PARTIALLY OWNED BY DZ

### IMMERSIVE TECHNOLOGY ARM

Hardcore specialises in Virtual, Augmented and Mixed Reality, holograms, game development, interactive experiences and custom software development — the immersive technology arm powering Design Zone's digital transformation ecosystem.

#### CAPABILITIES



VR



AR



MR



Holograms



Game Dev



Software



Interactive



Disciplines

## HORDECORE™ STU D10

### SELECTED WORK



## 18 ARTON ARTON

STRATEGIC PARTNER

### CONTEMPORARY ART & LUXURY INTERIORS

Arton is Design Zone's strategic partner for contemporary art and luxury interiors — sourcing museum-grade artworks and crafting bespoke high-end spaces. Headquartered in New York with operations in Jeddah, Arton curates the fine art and interior commissions delivered through Design Zone.

● NEW YORK -----> ○ JEDDAH

### SELECTED WORK



# Contemporary Art Portfolio

A curated selection of museum-grade contemporary works sourced and placed by Arton — bringing fine art into Design Zone's premium environments.

18 **ARTON**

NEW YORK · JEDDAH

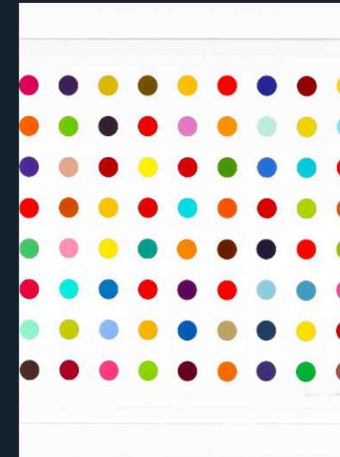


FEATURED

**Gallery Installation · Curated Collection**



Spin Painting · Circle



Spot Series · Editions



Kaleidoscope · Symmetry



Heart Series · Spin



Butterfly · Spin Series



Cherry Blossom · Canvas

# Led from the Top, Driven by Expertise.



**Mr. Turki Faisal Adham**

CHAIRMAN

Anchors the firm within the Faisal Adham Group and sets the strategic direction.



**Dr. Esraa Al-Twassi**

CO-FOUNDER & CHIEF DIGITAL OFFICER

Drives BIM, ISO 19650, digital twins and the TwinMs & TwinMaq platforms.



**Arch. Kamal Ragheb**

GENERAL MANAGER

Leads operations, delivery and commercial management across four offices.

A 60+ SPECIALIST TEAM ACROSS EIGHT FUNCTIONS

BIM DELIVERY

INFORMATION MGMT

DIGITAL TWIN & R&D

SOFTWARE

VISUALISATION & XR

TRAINING (ATC)

QUALITY & HSE

COMMERCIAL & PMO

# Why clients choose us.

**01**

## Standards authority

A BSI Associate Consultant that helps shape ISO 19650 — and an Autodesk ATC.

**02**

## Whole-lifecycle accountability

One partner from EIR to operating twin; information created once, reused everywhere.

**03**

## Proprietary IP

TwinMs & TwinMaq — owned platforms competitors cannot match.

**04**

## Giga-project proof

Delivered on KSP, Qiddiya, Sports Boulevard, AMAALA and Red Sea.

**05**

## Pragmatic AI

Automation applied only where it measurably improves the deliverable.

**06**

## Regional & bilingual

Jeddah · Amman · Cairo · London — one team, EN / AR, one QA process.

# One team, four offices.

Headquartered in Jeddah, with studios in Amman, Cairo and London — one delivery team, bilingual EN / AR, one QA process serving the Kingdom and the wider region.

4

OFFICES

5

COUNTRIES

EN/AR

BILINGUAL



## Jeddah

HQ

Al Mabani Building, Hail Street

## Amman

JORDAN

Mecca Street, Al-Dawood Complex

## Cairo

EGYPT

2 Al Kamel Mohammed, Zamalek

## London

UK

Ascot Cottage, Winkfield



**DESIGN ZONE**  
Engineering Solutions Provider

LET'S BUILD TOGETHER

# Let's build the Kingdom's digital future.

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OFFICES

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